



# **LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY**

## **2015 RESEARCH REPORT**

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



**JWS RESEARCH**

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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 research report.

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 Victorian councils 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 participating councils.

Survey sample matched to the demographic profile of councils 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 councils, particularly younger people.

A total of n=28,316 completed interviews were achieved State-wide. Survey fieldwork was conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March, 2015.

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

- 2014, n=27,906 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=29,501 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=29,384 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 each 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 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.

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



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



# 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 A](#), 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 map of South Africa, showing the country's coastline and major cities illuminated by city lights. The map is centered on the country, with the surrounding ocean visible in dark blue. The text "KEY FINDINGS & RECOMMENDATIONS" is overlaid in white, bold, sans-serif font across the middle of the map.

# **KEY FINDINGS & RECOMMENDATIONS**

# KEY FINDINGS AND RECOMMENDATIONS

- Across Victoria, the majority of core measures in 2015 are remarkably consistent with previous trends particularly for the 2012-2013 period. This suggests a generally stable trend in results over time.
- For core measures: overall performance, community consultation and engagement, advocacy, council direction, and sealed local roads, results in 2015 are generally on par with the previous trend.
- Across the State, the highest rated individual service areas are **art centres and libraries** (73), **the appearance of public areas** (72), and **waste management** (72) which all achieved very positive results relative to other service areas .
- On an unprompted basis, residents list the **best things about their local council** as their parks and gardens, sporting and recreational facilities, and customer service.



# KEY FINDINGS AND RECOMMENDATIONS

- Overall **contact with council** has **not changed** since 2014, with 61% of Victorians having had *at least some contact* with their local council over the past 12 months. This has been generally consistent since 2012.
  - Residents aged 35-49 year olds and also residents in Small Rural council areas have the highest levels of contact, while 18-34 year olds and residents of Interface councils have the lowest level of contact.
  - Significantly fewer residents are contacting their council by telephone, in writing, by email or via their website while a significantly higher proportion are opting to contact their council in person in 2015. A greater level of contact by social media and SMS was also recorded, albeit from a very small base.

# KEY FINDINGS AND RECOMMENDATIONS

- The trend on **council direction** between 2012-2015 is **stable** and the State-wide result is **unchanged over the last 12 months**. A one point increase in the rating on council direction among 18-34 year olds was offset by an equivalent decrease among people aged over 65.
  - More than two-thirds of residents (69%) believe that their **council is broadly headed in the right direction**. Metropolitan councils assign the strongest positive ratings on this measure, while councils in the Interface group are generally weaker in their assessment of direction.
  - Fewer residents than ever are willing to consider a **rate rise to improve services**, with more wanting service cuts to ensure that their rates are not increased.
  
- A **council newsletter sent by mail** remains the **preferred channel** for Victorian councils to communicate with their residents.
  - This is true for residents of all ages but is especially apparent for those aged over 50 years, who prefer mailed newsletters well ahead of all other options.
  - There was a significant increase in the proportion of people over 50 years who prefer information via a newsletter insert in a local newspaper.

# KEY FINDINGS AND RECOMMENDATIONS

- State-wide performance on **condition of sealed local roads** is unchanged over the last 12 months. Residents aged 18-34 years have rated councils significantly slightly lower on this issue but not enough to affect the State-wide score for this measure.
  - As may be expected, there is a wide variance between different council groups' ratings on this issue. The State-wide score for all councils is 55, however the average score for Metropolitan councils is much higher at 69 and Large Rural councils average score is much lower at 45.
- The 2015 State-wide aggregate index score for **overall performance** supports the **overall stable trend between 2012-2015. A small but nevertheless** significant one point decrease was evident when compared with 2014 .
  - The lower result in 2015 can be attributed to significant falls in the overall performance ratings from 18-34 year olds, people aged 65 years and older and also women.
  - These demographic groups are driving decreased ratings across several of the core measures and individual service areas as well.

# KEY FINDINGS AND RECOMMENDATIONS

- Customer Service achieved the highest rating (70) compared to all other core measures, although a fall of two points over the last 12 months was noted, which represents a **statistically significant drop** in performance.
  - The weaker result in 2015 has again been driven by declines in the average performance rating from 18-34 year olds, women, over 65s and men.
  - The most satisfied residents have been those that made contact with council in person or via council websites.
  - Victorians who have contacted their council by telephone are significantly less satisfied with the service received over the last 12 months.
- The State-wide assessment of **community consultation and engagement** is down by one point when compared with 2014, which is a statistically significant decline. This is the first time that the State-wide result has fallen on this measure since 2012.
  - All demographic groups have recorded a lower rating on this measure compared to 2014.
  - In 2015, Metropolitan councils perform significantly better on this issue than other council groups, while Large Rural councils and Regional Centres score significantly lower.



# KEY FINDINGS AND RECOMMENDATIONS

- The State-wide spike in performance on **advocacy** that was achieved in 2014 has not been maintained in 2015 although the general trend over 2012-13 has been continued.
  - The significant decline in performance on this issue in 2015 was driven by women and those aged 18-49.
  - Metropolitan and Small Rural councils rate significantly better on this issue than the State-wide average, while Large Rurals again score significantly lower.
- **Making decisions in the interest of the community** was introduced as a core measure across all councils in 2015. It was an optional question for councils in 2014 and there has been a two point drop in rating over this time.
  - The weaker performance was evident among all demographic groups except those aged 50-64, although 50-64 year olds on average still provide the least favourable ratings of council performance on this issue.
  - Metropolitan councils do best on this issue, while Regional Centres and Large Rural councils have the weakest performance.

# KEY FINDINGS AND RECOMMENDATIONS

- The areas that attracted the most attention, without prompting, for **areas for improvement** are sealed road maintenance, community consultation, and communication.
- When it comes to both core measures and individual service areas the segments most **favourably disposed towards their local councils** tend to be 18-34 year olds and Metropolitan councils.
- By contrast, 50-64 year olds and Victorians who reside in Large Rural councils **are the least favourable in their assessments**, frequently rating their councils significantly below the State-wide average across a range of measures.
- By far the lowest rated service is **unsealed road maintenance** with an index score of 45.
  - Councils also score relatively lower results on the interrelated issues of town planning policy, planning and building permits, and planning for population growth (all rated 54), although planning and building permits recorded a significant improvement in the performance rating in 2015.

# KEY FINDINGS AND RECOMMENDATIONS

- The most important **individual service areas** for councils to target if they wish to improve their overall performance are those where residents' stated importance of the service exceeds their rating of council's performance **by 10 points or more**, including:
  - Maintenance of unsealed roads
  - Making decisions in the interest of the community
  - Planning for population growth
  - Maintenance of sealed roads
  - Condition of local streets & footpaths
  - Consultation & engagement
  - Town planning policy
  - Slashing & weed control
  - Planning permits
  - Lobbying on behalf of the community
  - Informing the community
  - Parking facilities
  - Traffic management
  - Disadvantaged support services
  - Elderly support services
  - Emergency & disaster management

# KEY FINDINGS AND RECOMMENDATIONS

- Further, for councils who are looking to improve their performance ratings, we recommend focusing on issues and services that are most important to residents. For example, the Large Rural group consistently receive lower performance ratings on most measures. To improve performance perceptions among their residents they should concentrate actions and communications in the areas that residents rate as most important, including:
  - Consultation and engagement
  - Advocacy
  - Sealed road maintenance
  - Informing the community
  - Planning for population growth
  - Business and community development
  - Tourism
- Councils should also be aware of **which services residents use most often**, as personal experience of a service does have an effect on ratings of performance. Most used services include waste management, parking facilities, public areas, streets and footpaths, sealed and unsealed roads, recreational facilities and art centres and libraries.



# KEY FINDINGS AND RECOMMENDATIONS

- Across the State, some issues have **risen in importance** in 2015. To maintain or improve results in these areas in 2016, we recommend councils pay close attention to these increased importance service areas, including making decisions in the interest of the community, family support services, disadvantaged support services, traffic management and the enforcement of local laws.
- An approach we have recommended to councils 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.
- Please note that due to the changes in how councils are categorised, this year we are not able to make comparisons between council groupings over time.

# KEY FINDINGS AND RECOMMENDATIONS

## Higher results in 2015

- Planning and building permits

## Lower results in 2015

- Customer service
- Decisions made in interest of the community
- Art centres and libraries
- Disadvantaged support services
- Business and community development

## Most favourably disposed towards Council

- 18-34 year olds
- Metropolitan residents

## Least favourably disposed towards Council

- 50-64 year olds
- Large Rural residents

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the land is a mix of brown and green, indicating different terrain types.

# **SUMMARY OF FINDINGS**

# 2015 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Overall 2012	Overall 2013	Overall 2014	Overall 2015
<b>OVERALL PERFORMANCE</b>	60	60	61	<b>60</b>
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	57	57	57	<b>56</b>
<b>ADVOCACY</b> (Lobbying on behalf of the community)	55	55	56	<b>55</b>
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	n/a	n/a	57	<b>55</b>
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	n/a	n/a	55	<b>55</b>
<b>CUSTOMER SERVICE</b>	71	71	72	<b>70</b>
<b>OVERALL COUNCIL DIRECTION</b>	52	53	53	<b>53</b>



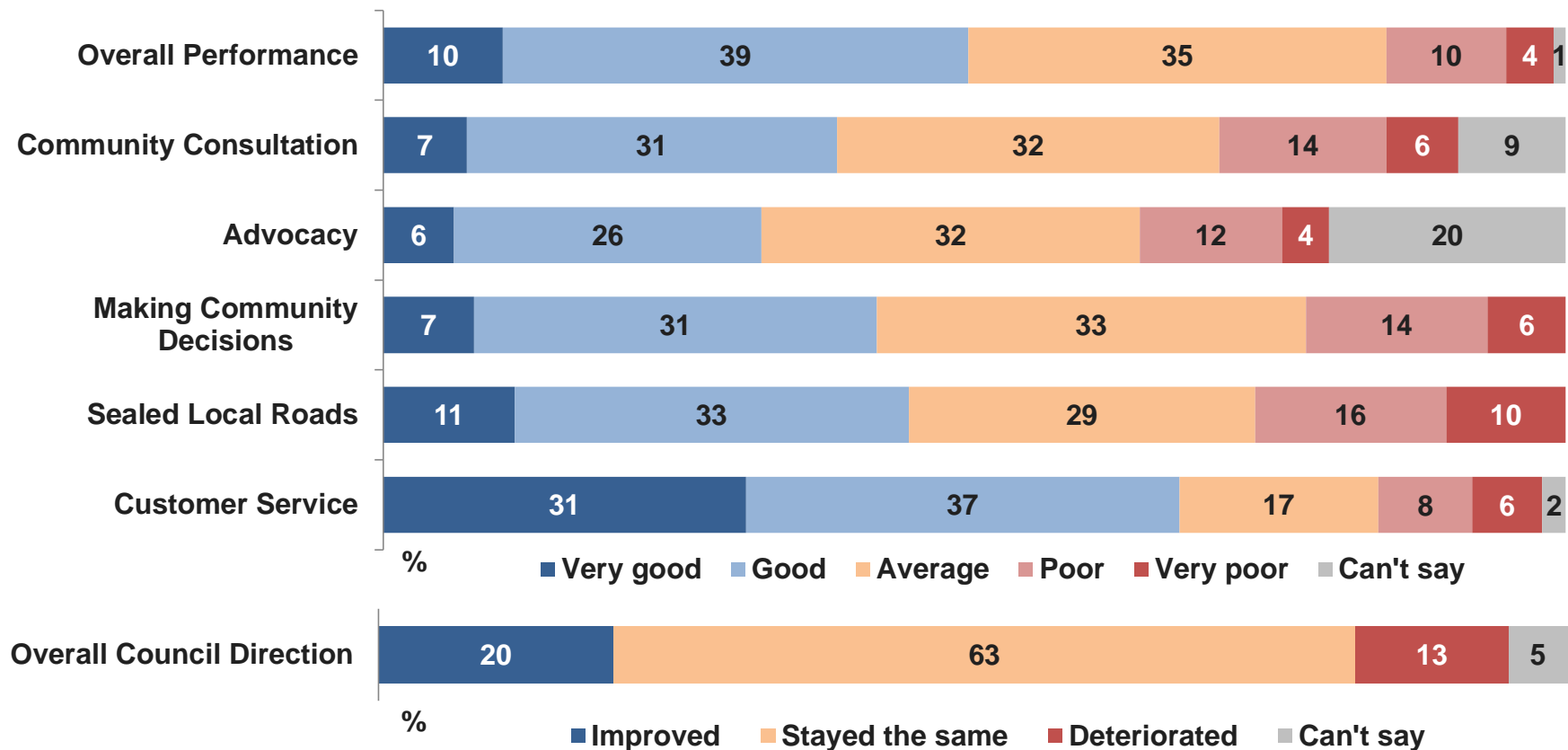
# 2015 SUMMARY OF CORE MEASURES

## DETAILED ANALYSIS

Performance Measures	Overall 2015	vs Overall 2014	Highest score	Lowest score
<b>OVERALL PERFORMANCE</b>	<b>60</b>	1 point lower	Metropolitan	Large rural
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>56</b>	1 point lower	18-34 year olds	Regional centres
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>55</b>	1 point lower	Metropolitan	Large rural
<b>MAKING COMMUNITY DECISIONS</b> (Decisions made in the interest of the community)	<b>55</b>	2 points lower	Metropolitan	Regional centres
<b>SEALED LOCAL ROADS</b> (Condition of sealed local roads)	<b>55</b>	Equal	Metropolitan	Large rural
<b>CUSTOMER SERVICE</b>	<b>70</b>	2 points lower	Metropolitan	Large rural
<b>OVERALL COUNCIL DIRECTION</b>	<b>53</b>	Equal	18-34 year olds	Large rural

# 2015 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

## Key Measures Summary Results



# 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. Maximum number of councils asked per service area State-wide: 16

# INDIVIDUAL SERVICE AREA SUMMARY

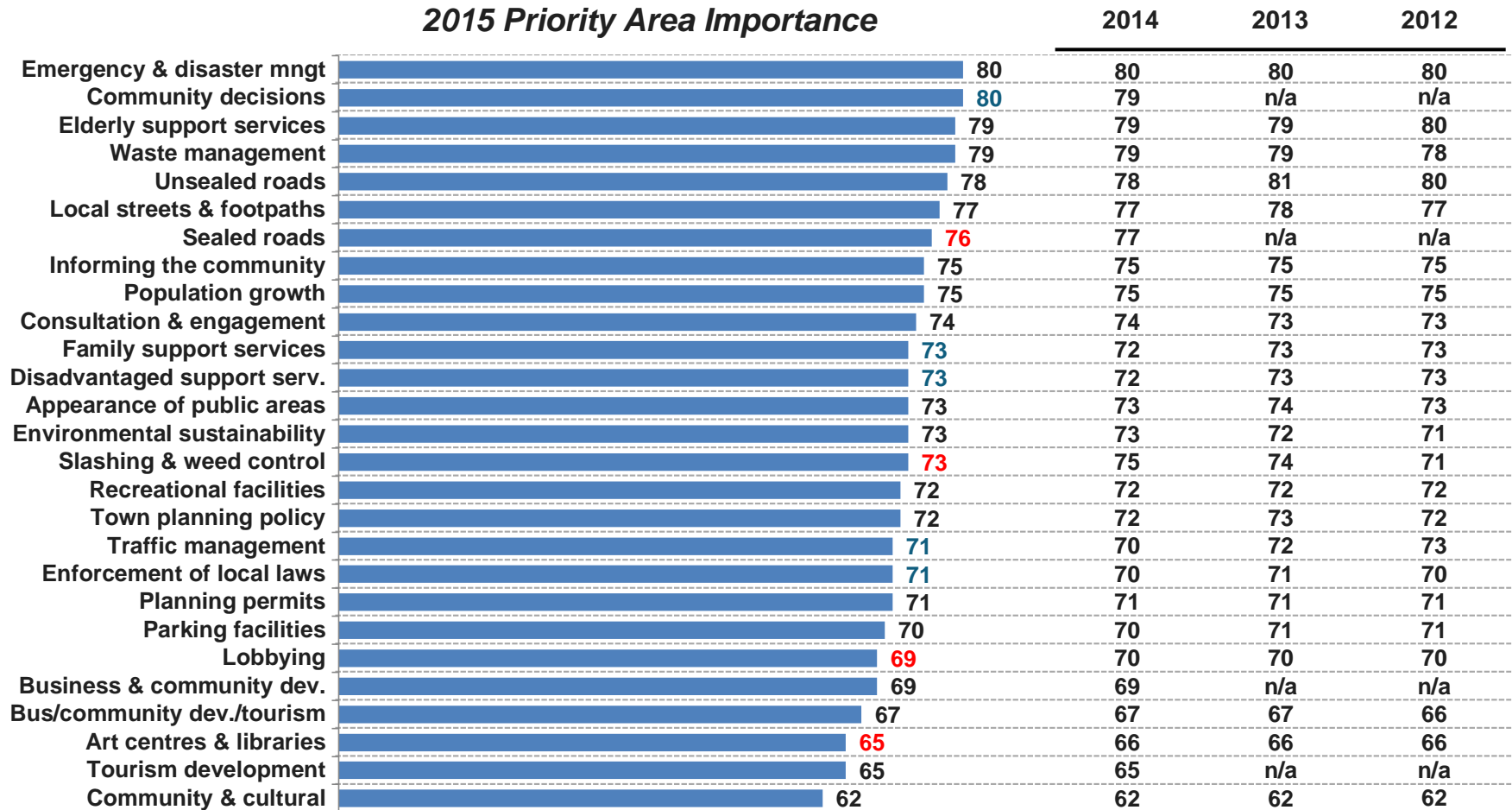
## IMPORTANCE VS PERFORMANCE

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	78	45	-33
Making decisions in the interest of the community	80	55	-25
Planning for population growth	75	54	-21
Maintenance of sealed roads	76	55	-21
Condition of local streets & footpaths	77	58	-19
Consultation & engagement	74	56	-18
Town planning policy	72	54	-18
Slashing & weed control	73	55	-18
Planning permits	71	54	-17
Lobbying on behalf of the community	69	55	-14
Informing the community	75	61	-14
Parking facilities	70	57	-13
Traffic management	71	60	-11
Disadvantaged support services	73	62	-11
Elderly support services	79	69	-10
Emergency & disaster management	80	70	-10



# 2015 IMPORTANCE SUMMARY

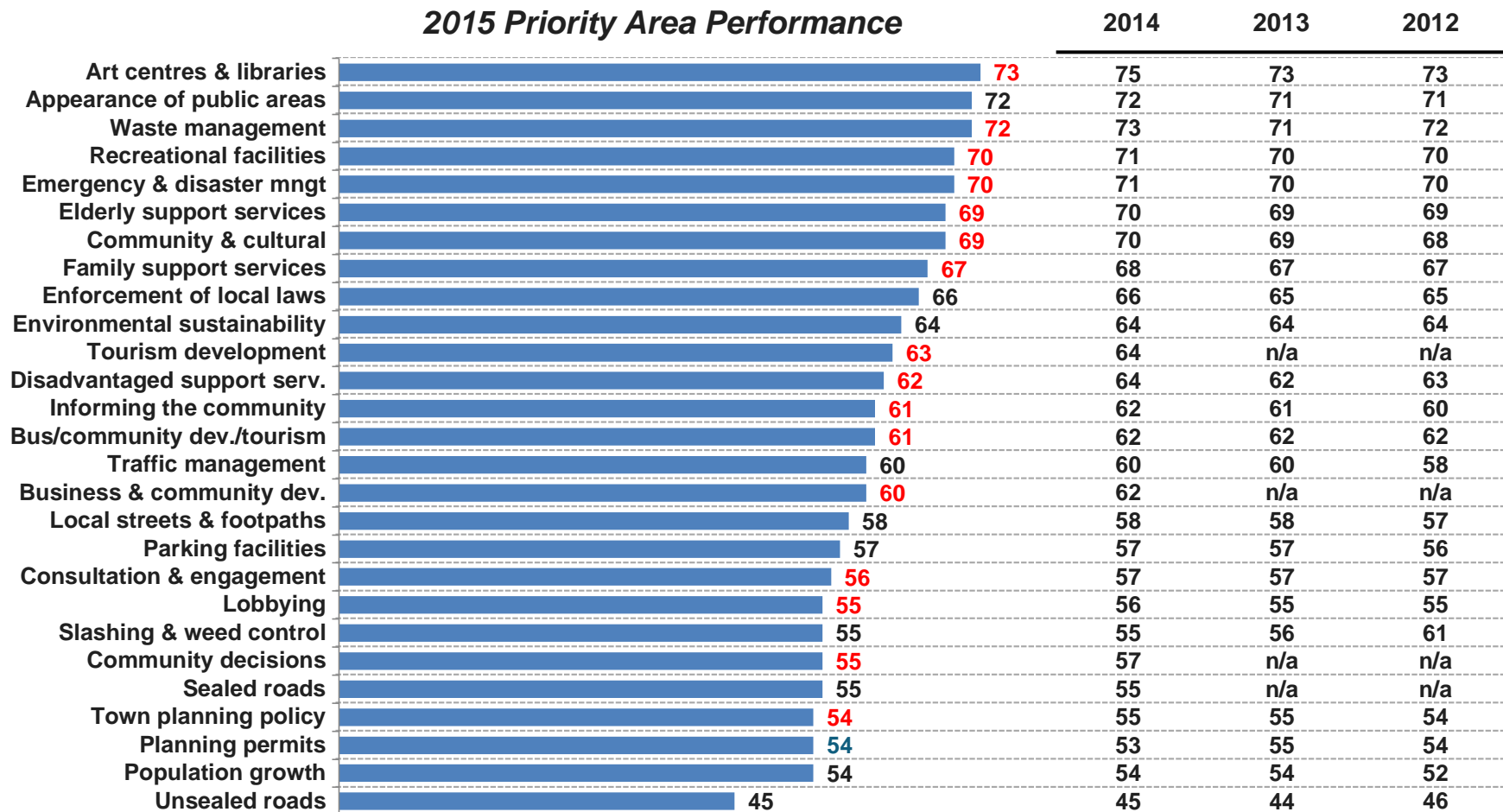


Base: All respondents Maximum number of councils asked per service area State-wide: 55

Note: Please see page 5 for explanation of significant differences



# 2015 PERFORMANCE SUMMARY



Base: All respondents Maximum number of councils asked per service area 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)

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

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

Overall	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> <li>1. Community &amp; cultural</li> <li>2. Tourism development</li> <li>3. Art centres &amp; libraries</li> </ol>	<ol style="list-style-type: none"> <li>1. Bus/community dev./tourism</li> <li>2. Community &amp; cultural</li> <li>3. Slashing &amp; weed control</li> </ol>	<ol style="list-style-type: none"> <li>1. Tourism development</li> <li>2. Community &amp; cultural</li> <li>3. Bus/community dev./tourism</li> </ol>	<ol style="list-style-type: none"> <li>1. Community &amp; cultural</li> <li>2. Tourism development</li> <li>3. Art centres &amp; libraries</li> </ol>	<ol style="list-style-type: none"> <li>1. Community &amp; cultural</li> <li>2. Art centres &amp; libraries</li> <li>3. Parking facilities</li> </ol>	<ol style="list-style-type: none"> <li>1. Traffic management</li> <li>2. Art centres &amp; libraries</li> <li>3. Community &amp; cultural</li> </ol>

# 2015 PERFORMANCE SUMMARY BY COUNCIL GROUP

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

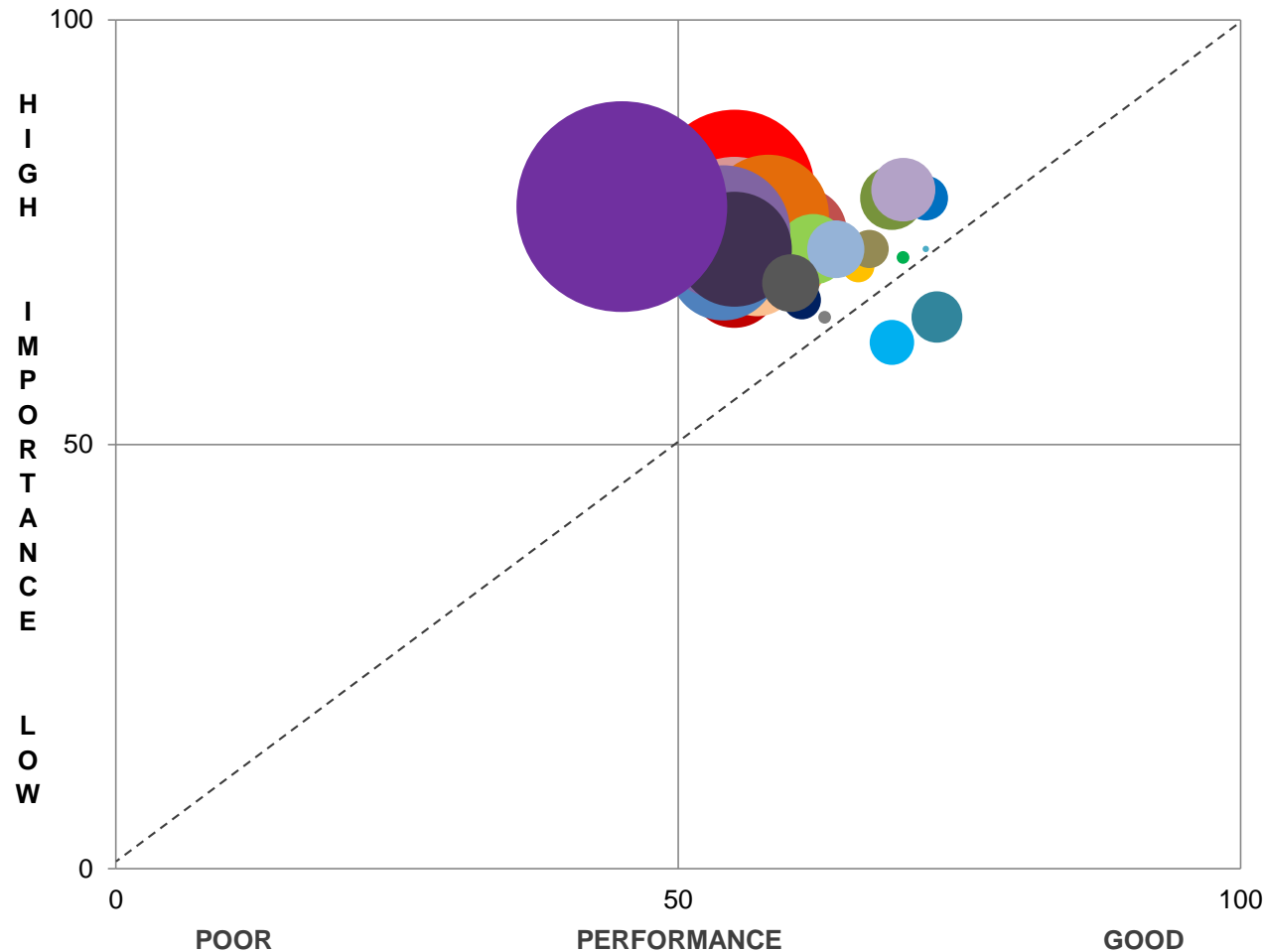
Overall	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Waste management</li> <li>3. Appearance of public areas</li> </ol>	<ol style="list-style-type: none"> <li>1. Waste management</li> <li>2. Art centres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

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

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

Service	Importance	Performance
Consultation & engagement	74	56
Lobbying on behalf of the community	69	55
Making community decisions	80	55
Condition of sealed local roads	76	55
Informing the community	75	61
Condition of local streets & footpaths	77	58
Traffic management	71	60
Parking facilities	70	57
Enforcement of local laws	71	66
Family support services	73	67
Elderly support services	79	69
Disadvantaged support services	73	62
Recreational facilities	72	70
Appearance of public areas	73	72
Art centres & libraries	65	73
Community & cultural activities	62	69
Waste management	79	72
Business & community development & tourism	67	61
Town planning policy	72	54
Planning permits	71	54
Environmental sustainability	73	64
Emergency & disaster management	80	70
Planning for pop. growth	75	54
Slashing & weed control	73	55
Maintenance of unsealed roads	78	45
Business & community dev.	69	60
Tourism development	65	63

## Importance and Performance 2015 Index Scores Grid



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

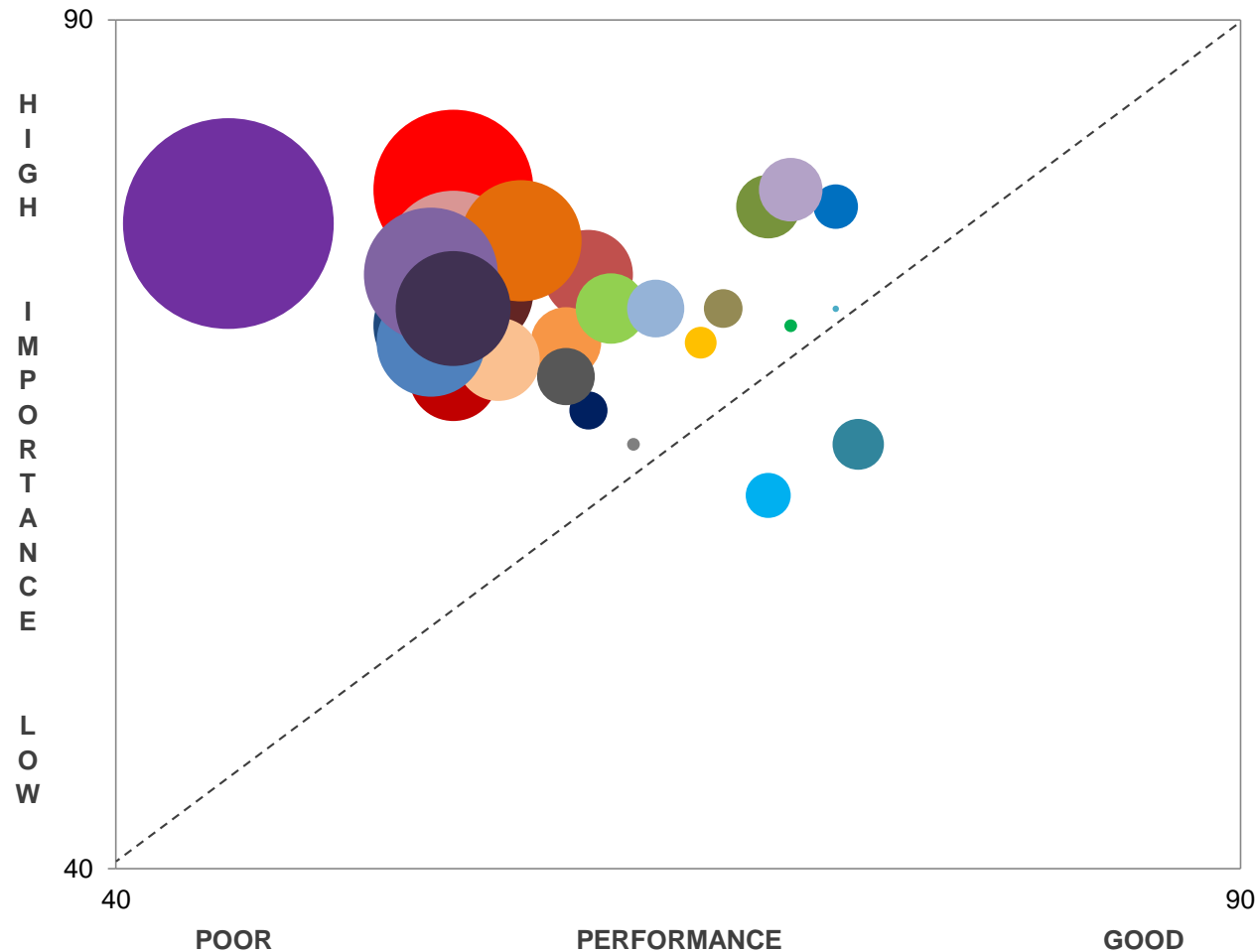
Base: All respondents





Service	Importance	Performance
Consultation & engagement	74	56
Lobbying on behalf of the community	69	55
Making community decisions	80	55
Condition of sealed local roads	76	55
Informing the community	75	61
Condition of local streets & footpaths	77	58
Traffic management	71	60
Parking facilities	70	57
Enforcement of local laws	71	66
Family support services	73	67
Elderly support services	79	69
Disadvantaged support services	73	62
Recreational facilities	72	70
Appearance of public areas	73	72
Art centres & libraries	65	73
Community & cultural activities	62	69
Waste management	79	72
Business & community development & tourism	67	61
Town planning policy	72	54
Planning permits	71	54
Environmental sustainability	73	64
Emergency & disaster management	80	70
Planning for pop. growth	75	54
Slashing & weed control	73	55
Maintenance of unsealed roads	78	45
Business & community dev.	69	60
Tourism development	65	63

## Importance and Performance 2015 Index Scores Grid (Magnified view)

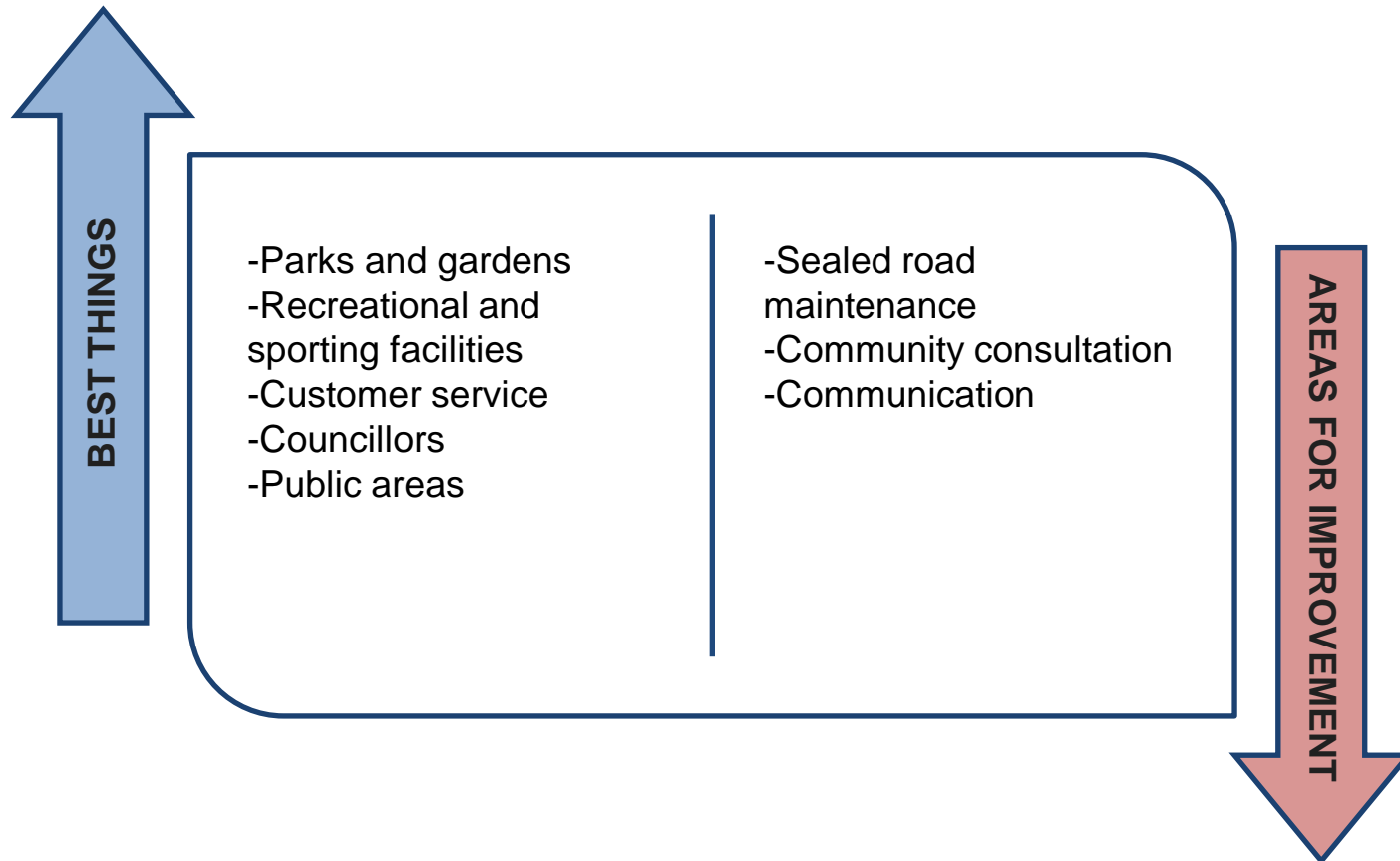


**Note: The larger the circle, the larger the gap between importance and performance.**

Base: All respondents



# POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY



# COMMUNICATIONS SUMMARY

## Overall preferred forms of communication

- Newsletter sent via mail (39%)

## Preferred forms of communication among over 50s

- Newsletter sent via mail (42%)

## Preferred forms of communication among under 50s

- Newsletter sent via mail (35%)

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the land is a mix of brown and green tones, indicating vegetation and terrain. The text "DETAILED FINDINGS" is overlaid on the left side of the map in a bold, white, sans-serif font.

# DETAILED FINDINGS

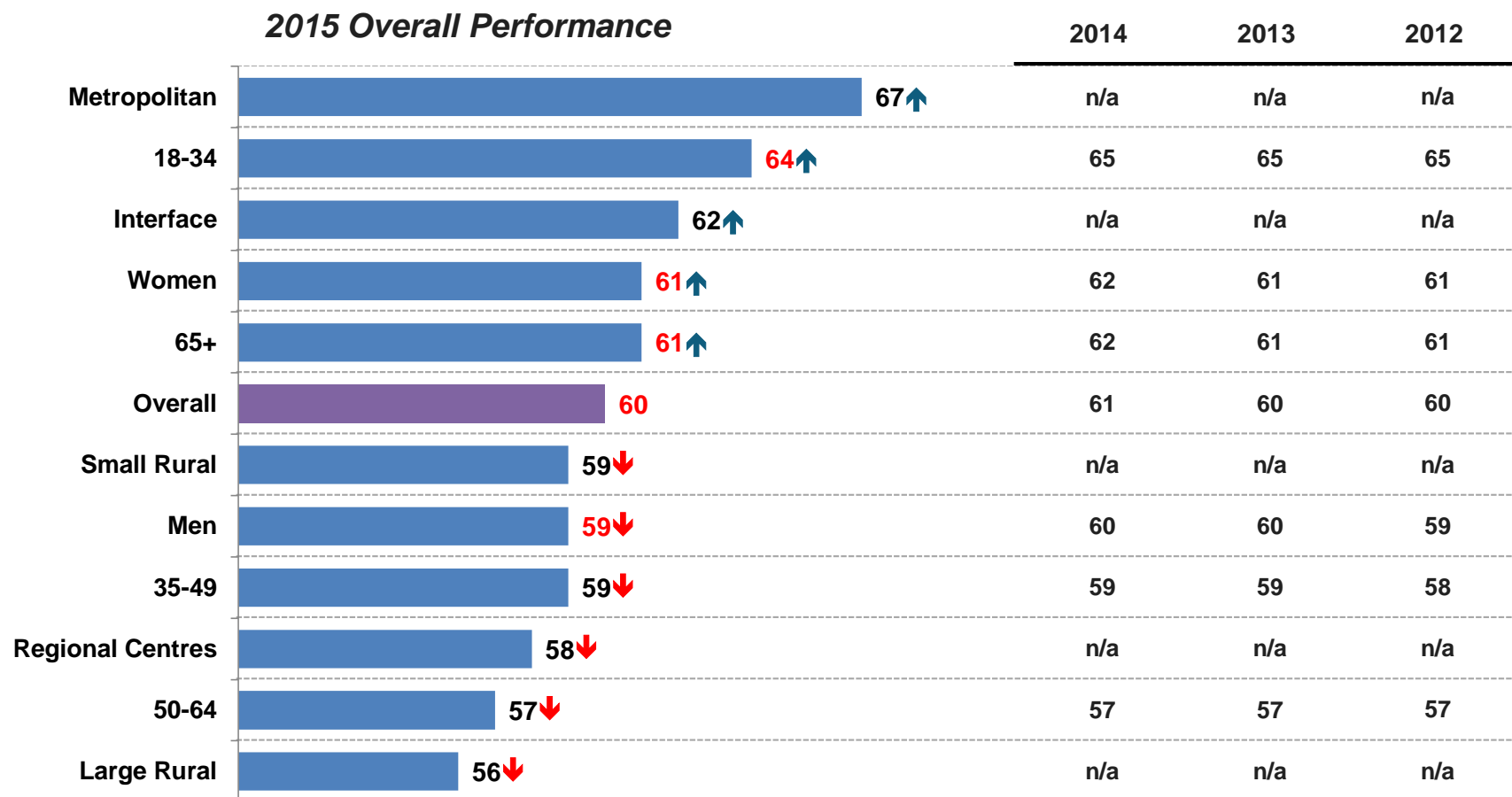


A satellite night-time image of South Africa, showing the country's coastline and internal landmass. The land is dark brown, while the surrounding oceans are deep blue. A dense network of glowing yellow and white lines represents the road and railway infrastructure. Major cities are highlighted as bright, multi-pointed starbursts of light. The text 'KEY CORE MEASURE' and 'OVERALL PERFORMANCE' is overlaid in white, bold, sans-serif font on the left side of the image.

**KEY CORE MEASURE**  
**OVERALL PERFORMANCE**



# OVERALL PERFORMANCE INDEX SCORES



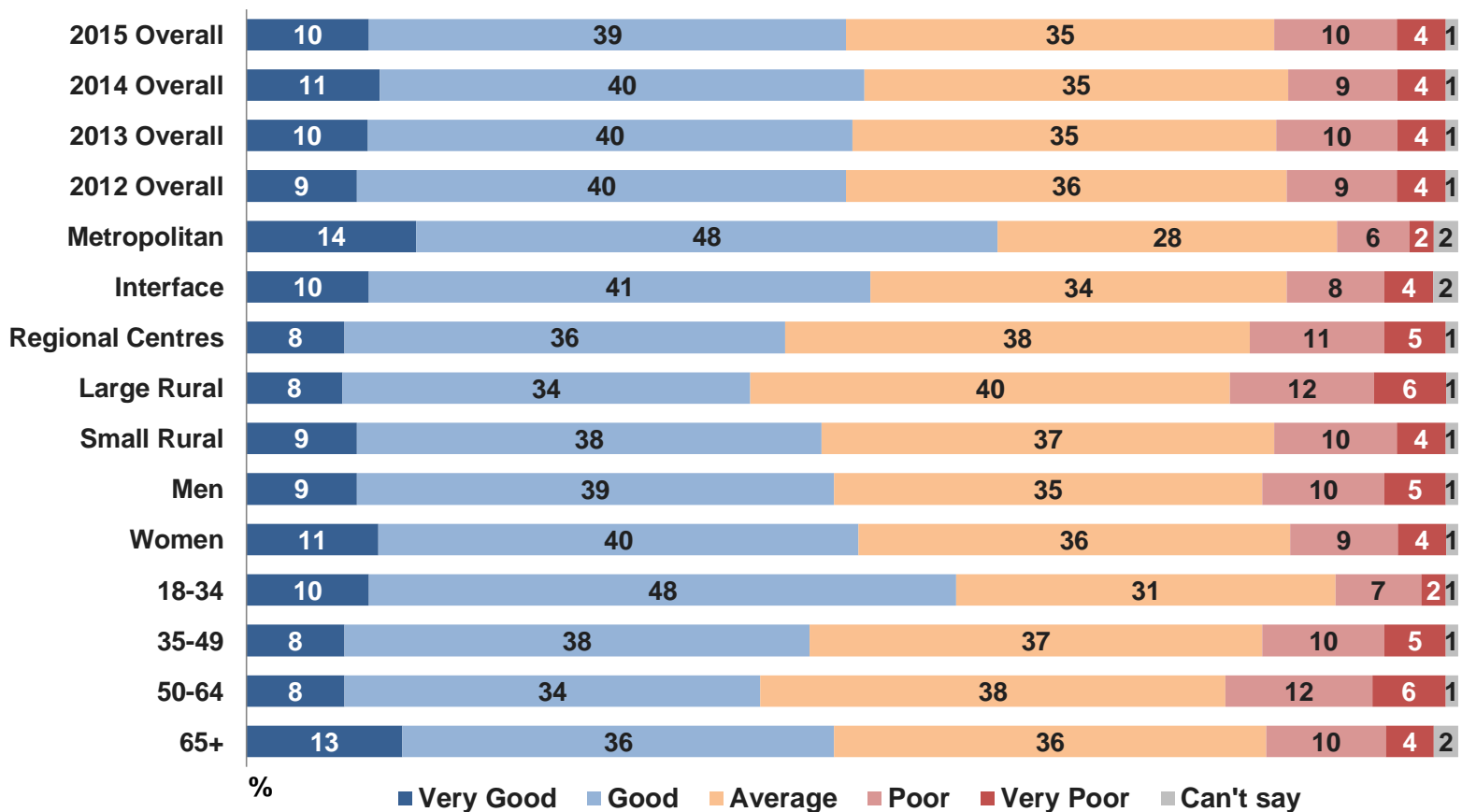
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents Councils asked State-wide: 69

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 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



A satellite night-time image of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and major inland cities, creating a glowing network against the dark land. The surrounding oceans are dark blue.

**KEY CORE MEASURE  
CUSTOMER SERVICE**

# CONTACT LAST 12 MONTHS SUMMARY

## Overall contact with Overall

- 61%, equivalent to 2014

## Most contact with Overall

- Aged 35-49 years
- Small Rural residents

## Least contact with Overall

- Aged 18-34 years
- Interface residents

## Customer Service rating

- Index score of 70, down 2 points on 2014

## Most satisfied with Customer Service

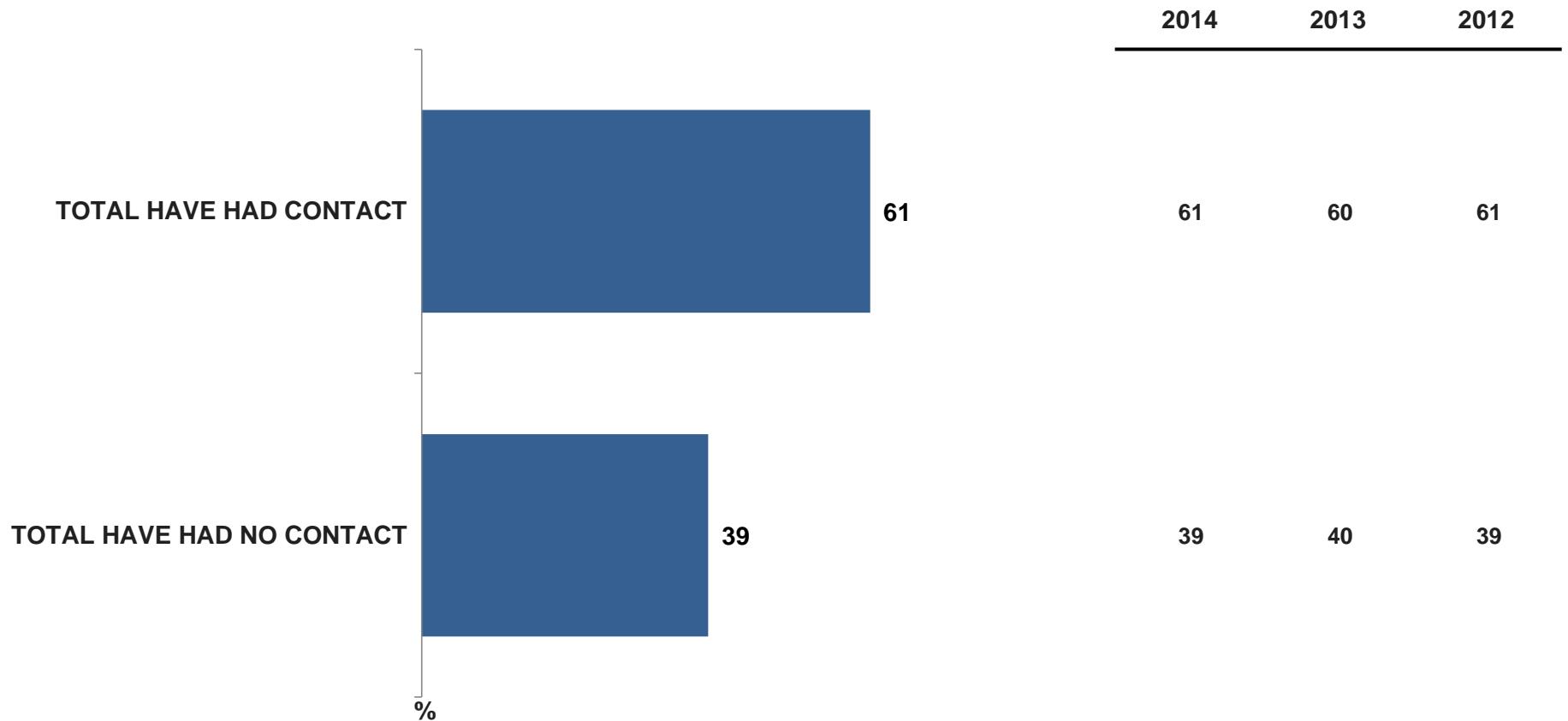
- Metropolitan residents

## Least satisfied with Customer Service

- Large Rural residents

# 2015 CONTACT WITH COUNCIL LAST 12 MONTHS

## 2015 Method of Contact



Q5/5a. Over the last 12 months, have you or any member of your household had any contact with 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?

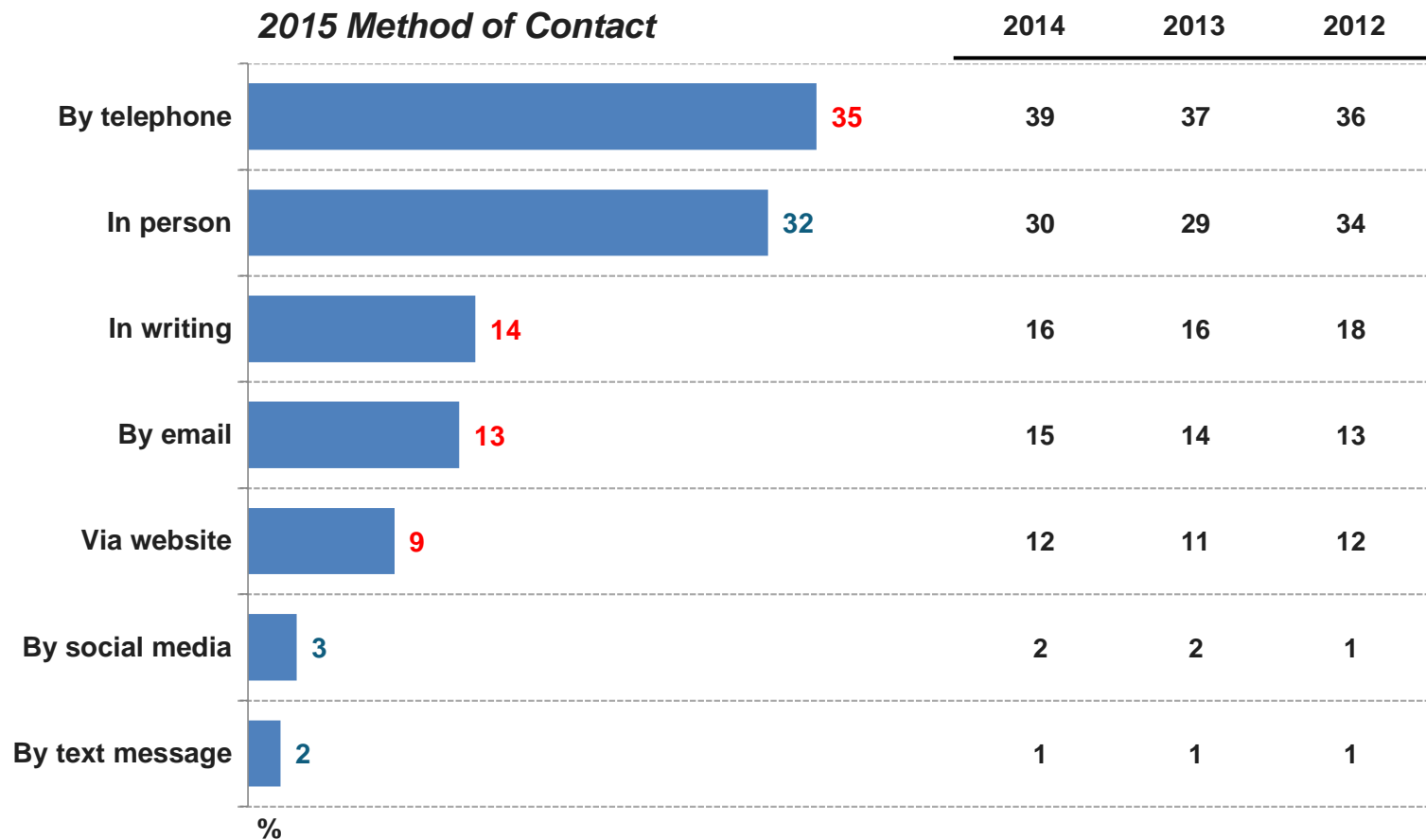
Base: All respondents. Councils asked State-wide: 69

Note: Please see page 5 for explanation about significant differences



# 2015 CONTACT WITH COUNCIL LAST 12 MONTHS

## DETAILED PERCENTAGES INCLUDING METHOD OF CONTACT



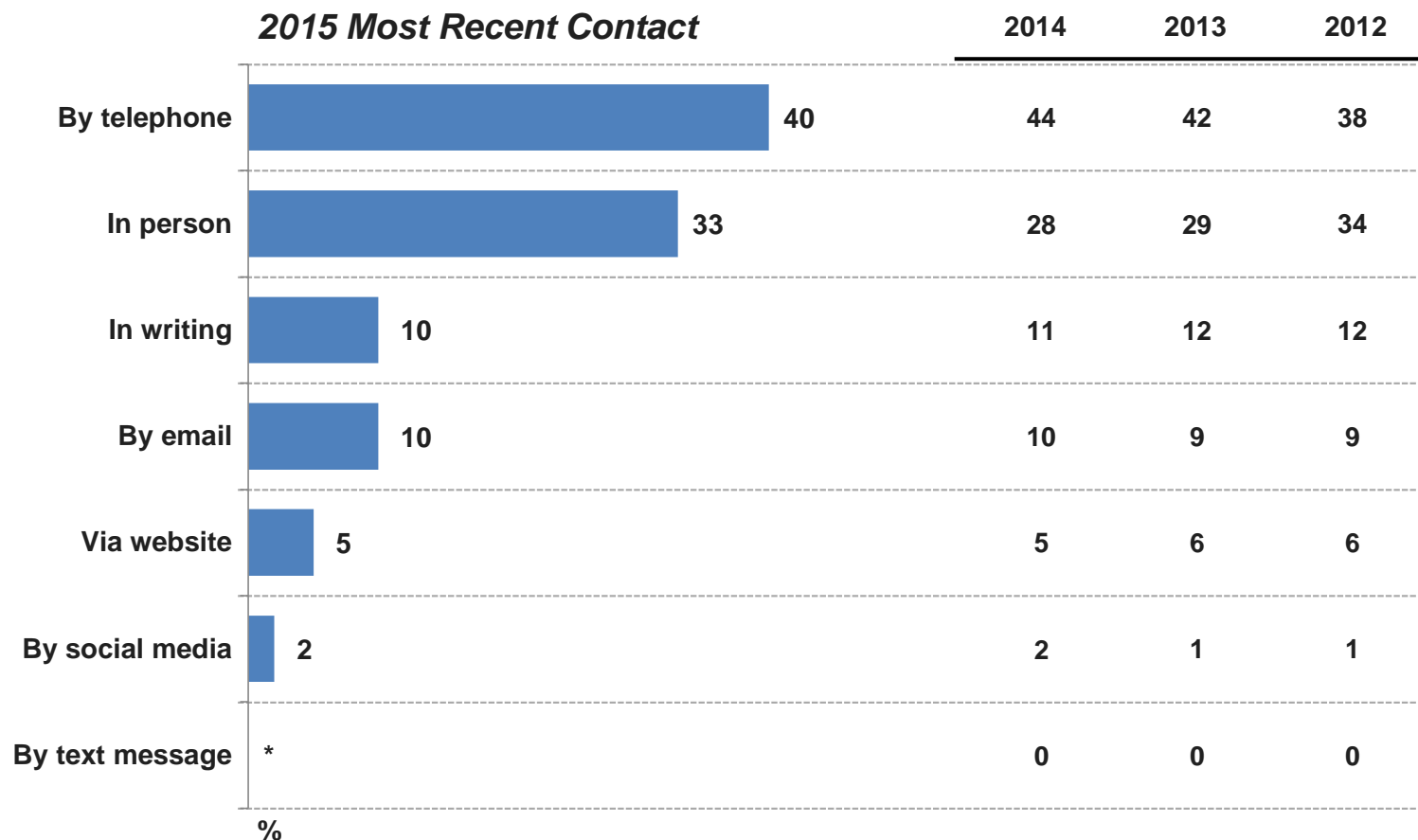
Q5a. Over the last 12 months, have you or any member of your household had any contact with Council in any of the following ways? In person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents who have had contact with Council in the last 12 months. Councils asked State-wide: 16

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

Note: Please see page 5 for explanation about significant differences

# 2015 CONTACT WITH COUNCIL MOST RECENT METHOD DETAILED PERCENTAGES



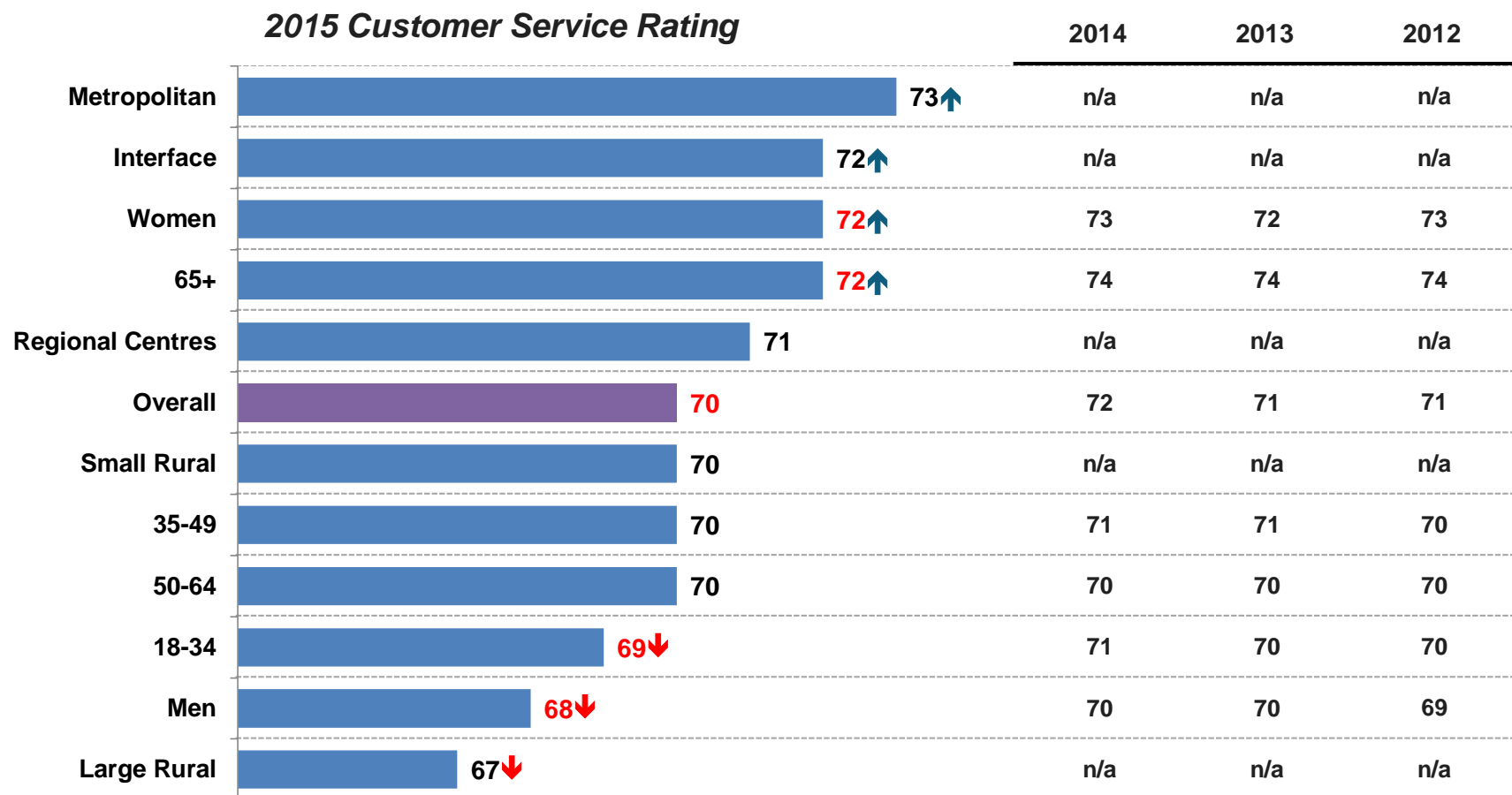
Q5b. What was the method of contact for the most recent contact you had with Council?

Base: All respondents who have had contact with Council in the last 12 months. Councils asked State-wide: 16

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

Note: Please see page 5 for explanation about significant differences

# 2015 CONTACT CUSTOMER SERVICE INDEX SCORES



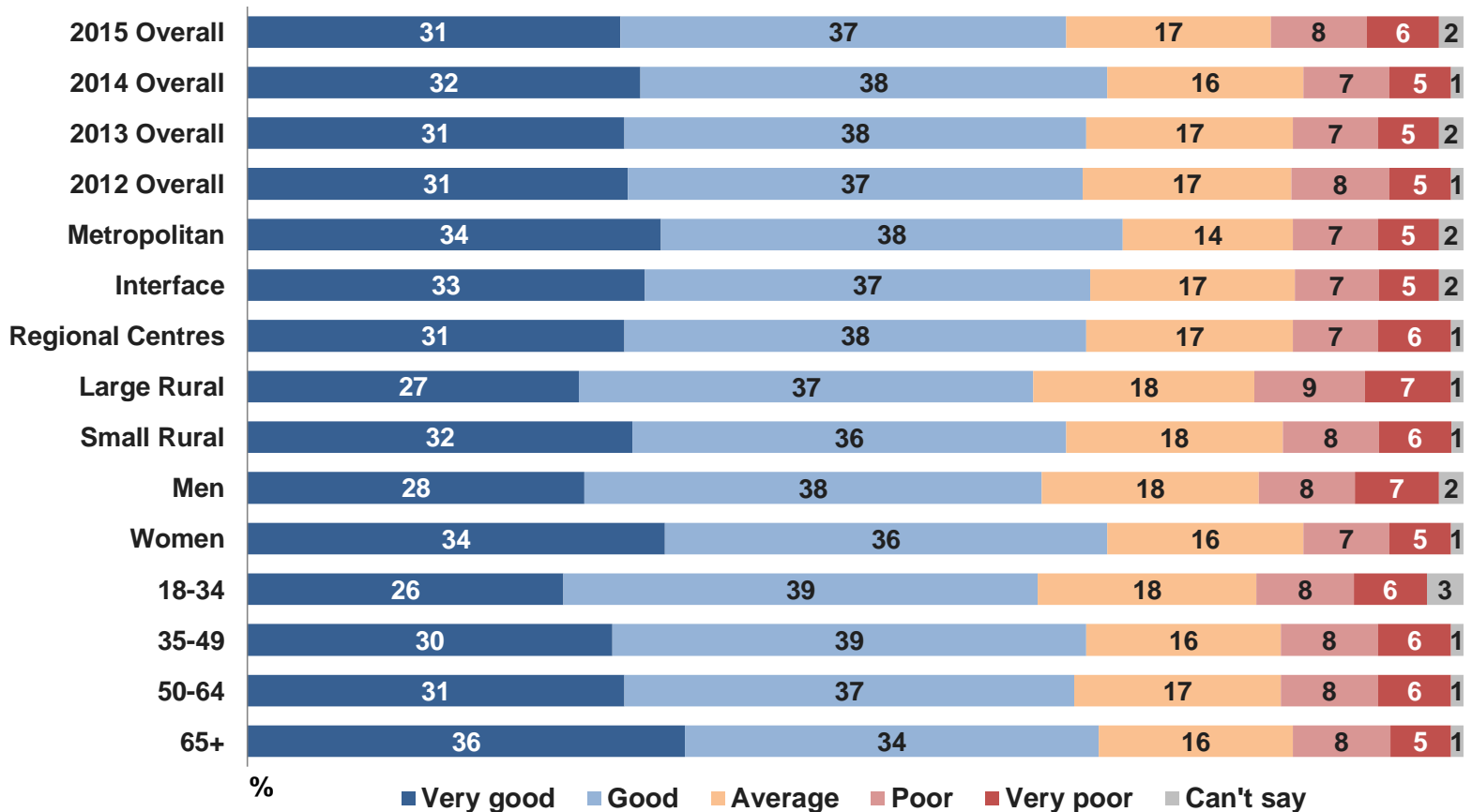
Q5c. Thinking of the most recent contact, how would you rate council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months. Councils asked State-wide: 69

Note: Please see page 5 for explanation about significant differences

# 2015 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

## 2015 Customer Service Rating



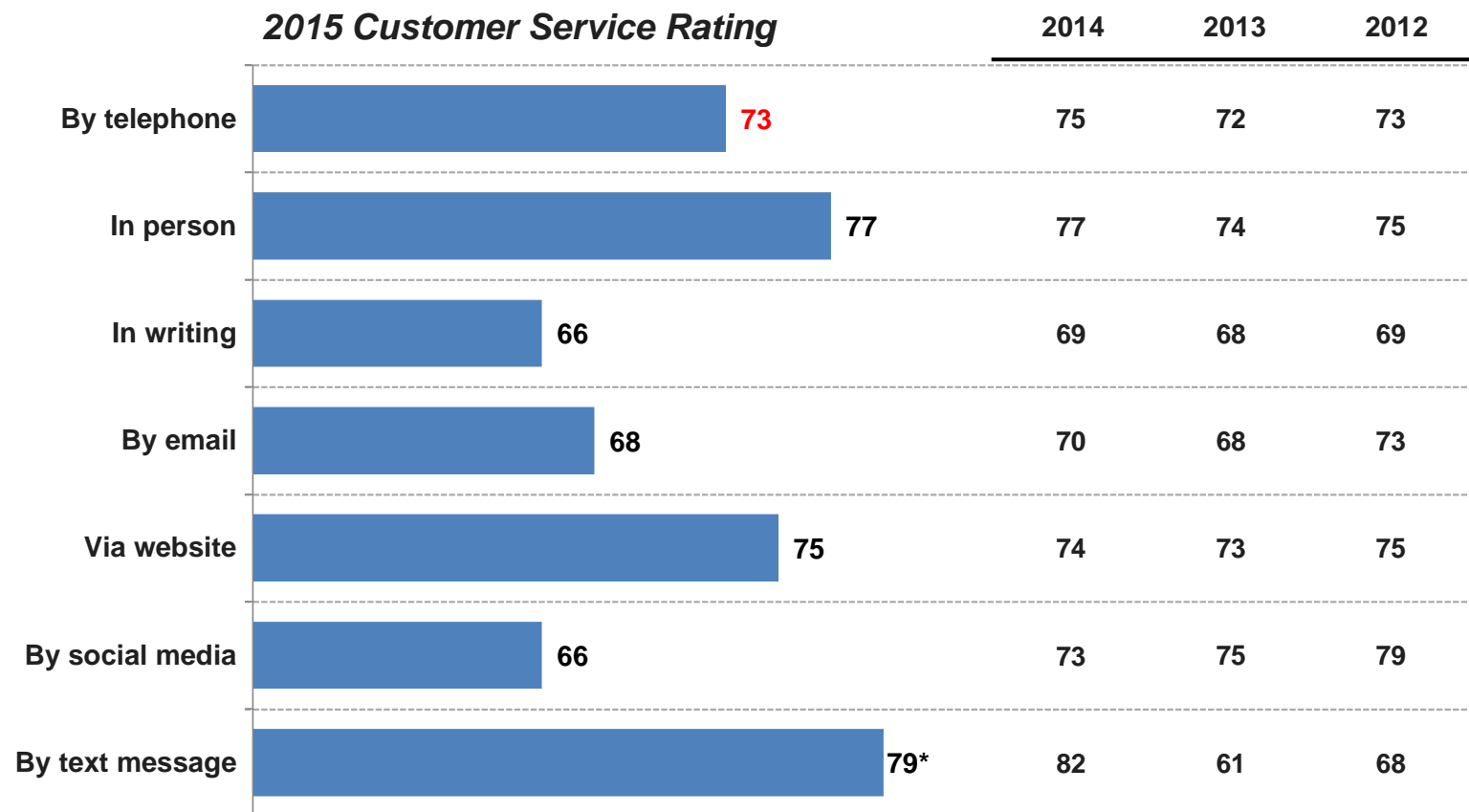
Q5c. Thinking of the most recent contact, how would you rate council for customer service?

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



# 2015 CONTACT CUSTOMER SERVICE INDEX SCORES BY METHOD OF LAST CONTACT



Q5c. Thinking of the most recent contact, how would you rate 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.

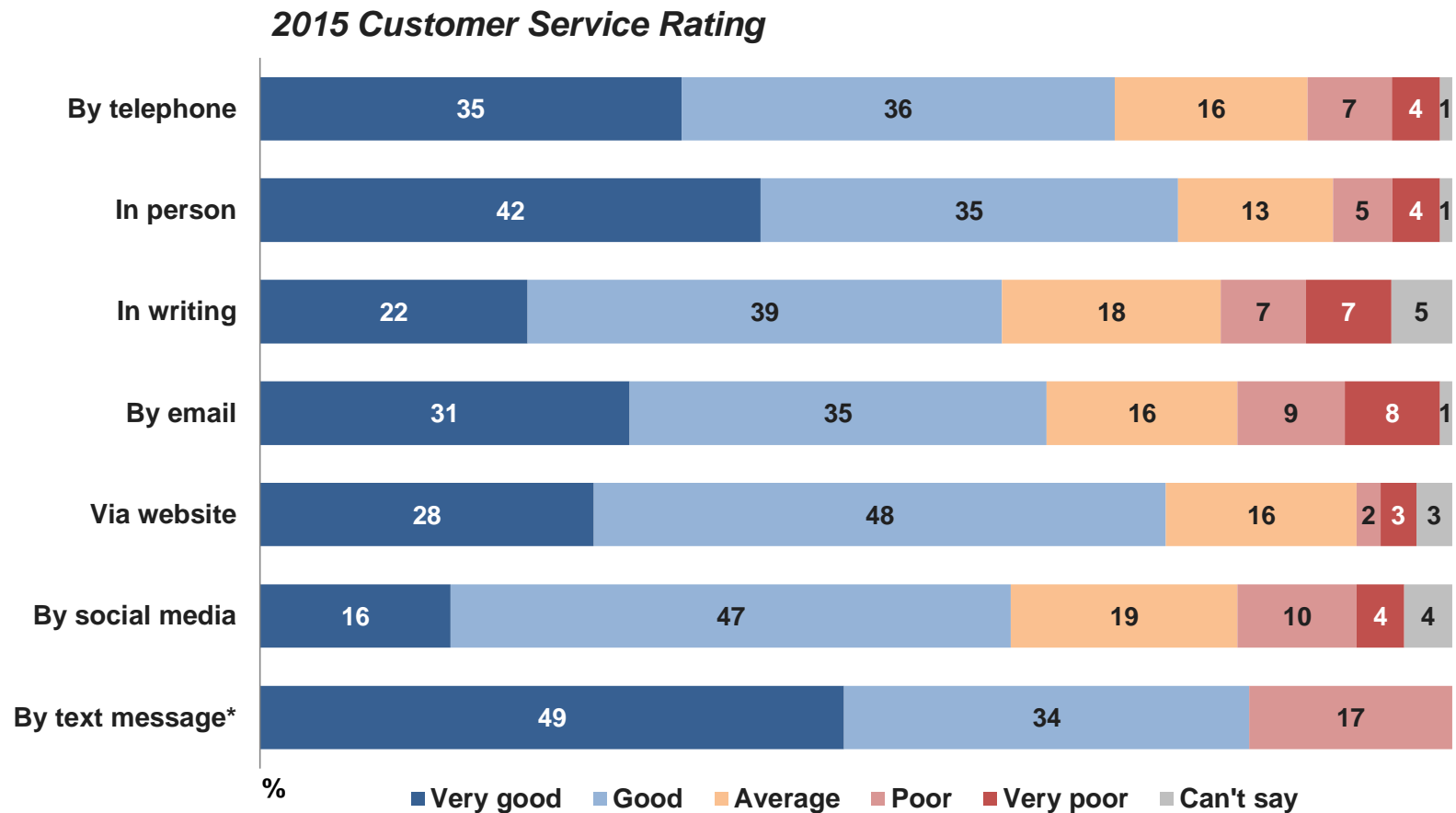
Councils asked State-wide: 16

Note: Please see page 5 for explanation about significant differences

\*Caution: small sample size < n=30



# 2015 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES BY METHOD OF LAST CONTACT



Q5c. Thinking of the most recent contact, how would you rate 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: 16

\*Caution: small sample size < n=30



A satellite night map of South Australia, showing the state's coastline and internal road network. Major cities like Adelaide, Perth, and Melbourne are brightly lit, with their light reflecting on the surrounding water. The text "KEY CORE MEASURE" and "COUNCIL DIRECTION INDICATORS" is overlaid in white, bold, sans-serif font on the left side of the map.

# **KEY CORE MEASURE COUNCIL DIRECTION INDICATORS**

# COUNCIL DIRECTION SUMMARY

## Council Direction over last 12 months

- 63% stayed about the same, equal points on 2014
- 20% improved, equal points on 2014
- 13% deteriorated, equal points on 2014

## Most satisfied with Council Direction

- Aged 18-34 years
- Metropolitan residents

## Least satisfied with Council Direction

- Large Rural residents
- Aged 35-64 years

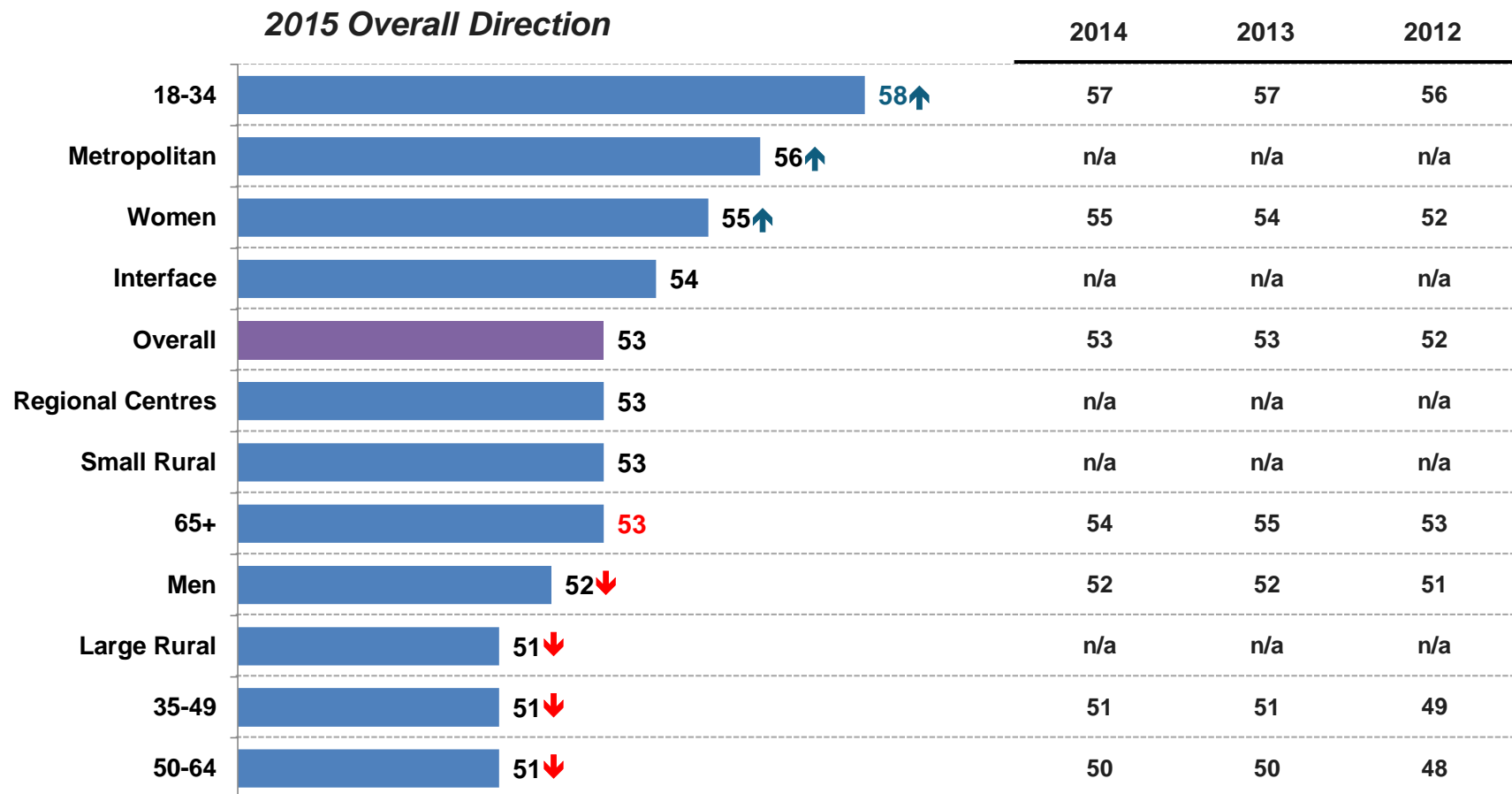
## Room for improvement

- 47% 'a lot' of room for improvement
- 44% 'a little' room for improvement
- 8% not much / no room for improvement

## Direction Councils are headed

- 69% right direction (20% definitely)
- 20% wrong direction (10% definitely)

# 2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



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

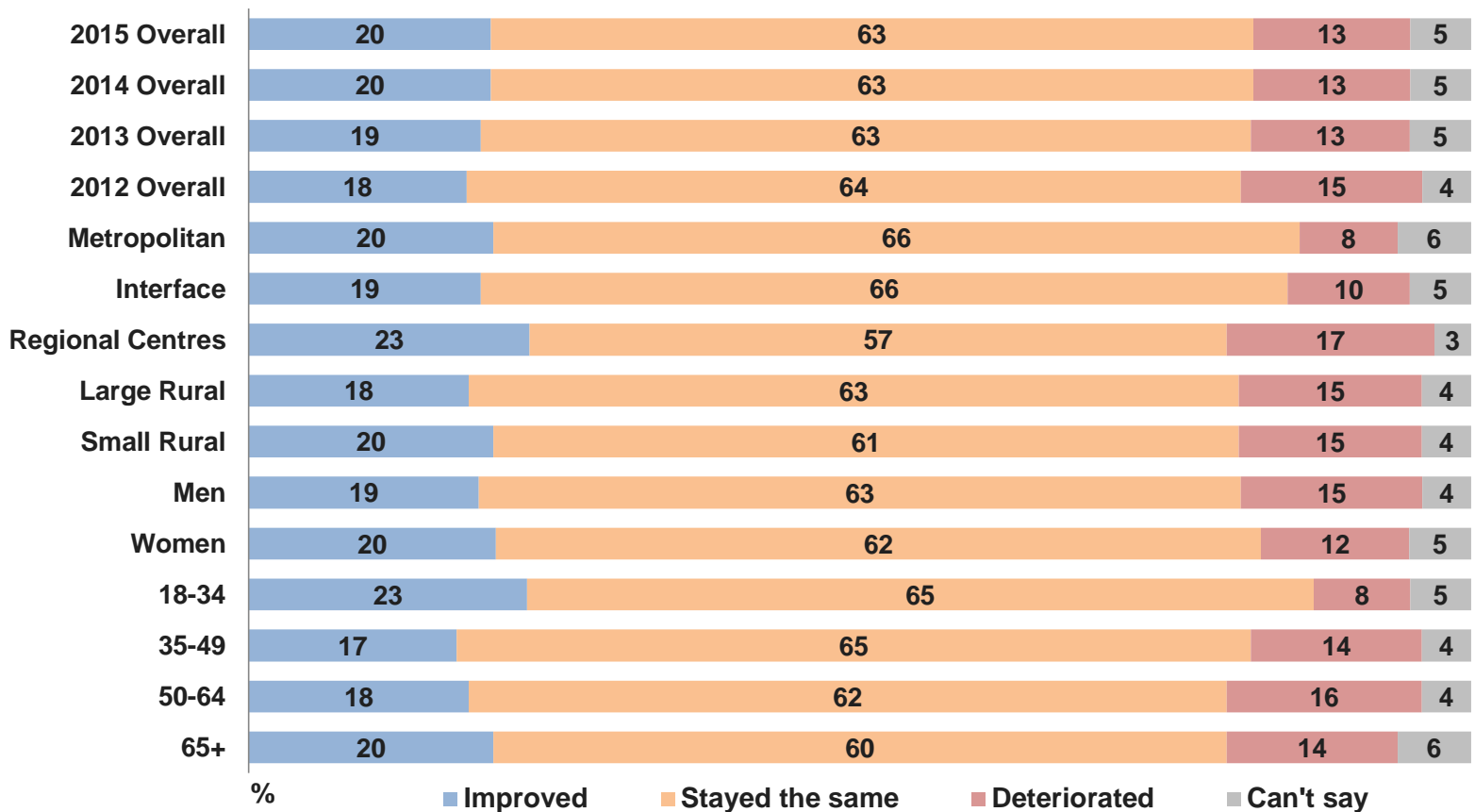
Base: All respondents. Councils asked State-wide: 69

Note: Please see page 5 for explanation about significant differences

# 2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

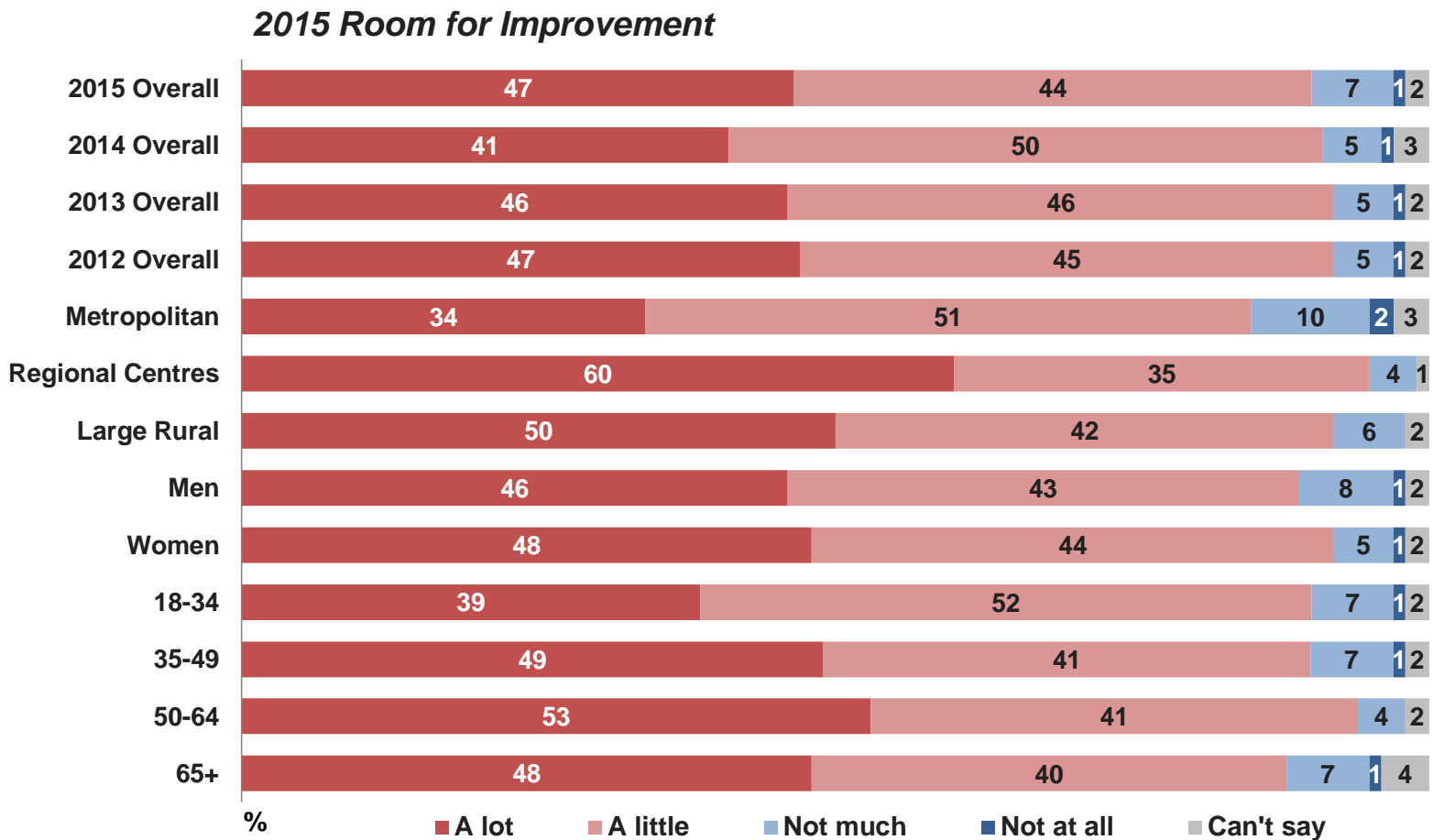
## DETAILED PERCENTAGES

### 2015 Overall Direction



# 2015 ROOM FOR IMPROVEMENT IN SERVICES

## DETAILED PERCENTAGES



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

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

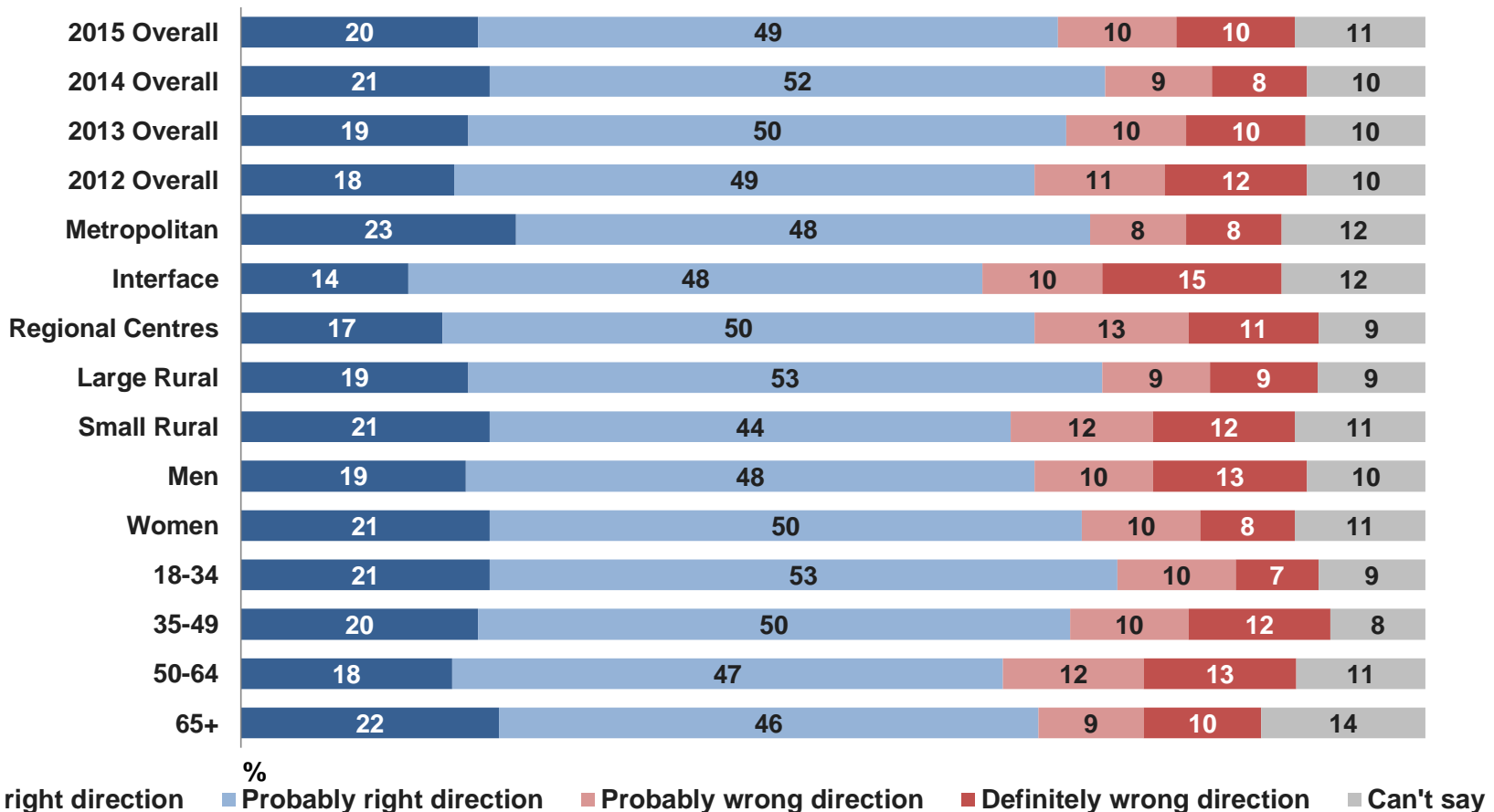




# 2015 RIGHT/WRONG DIRECTION

## DETAILED PERCENTAGES

### 2015 Future Direction



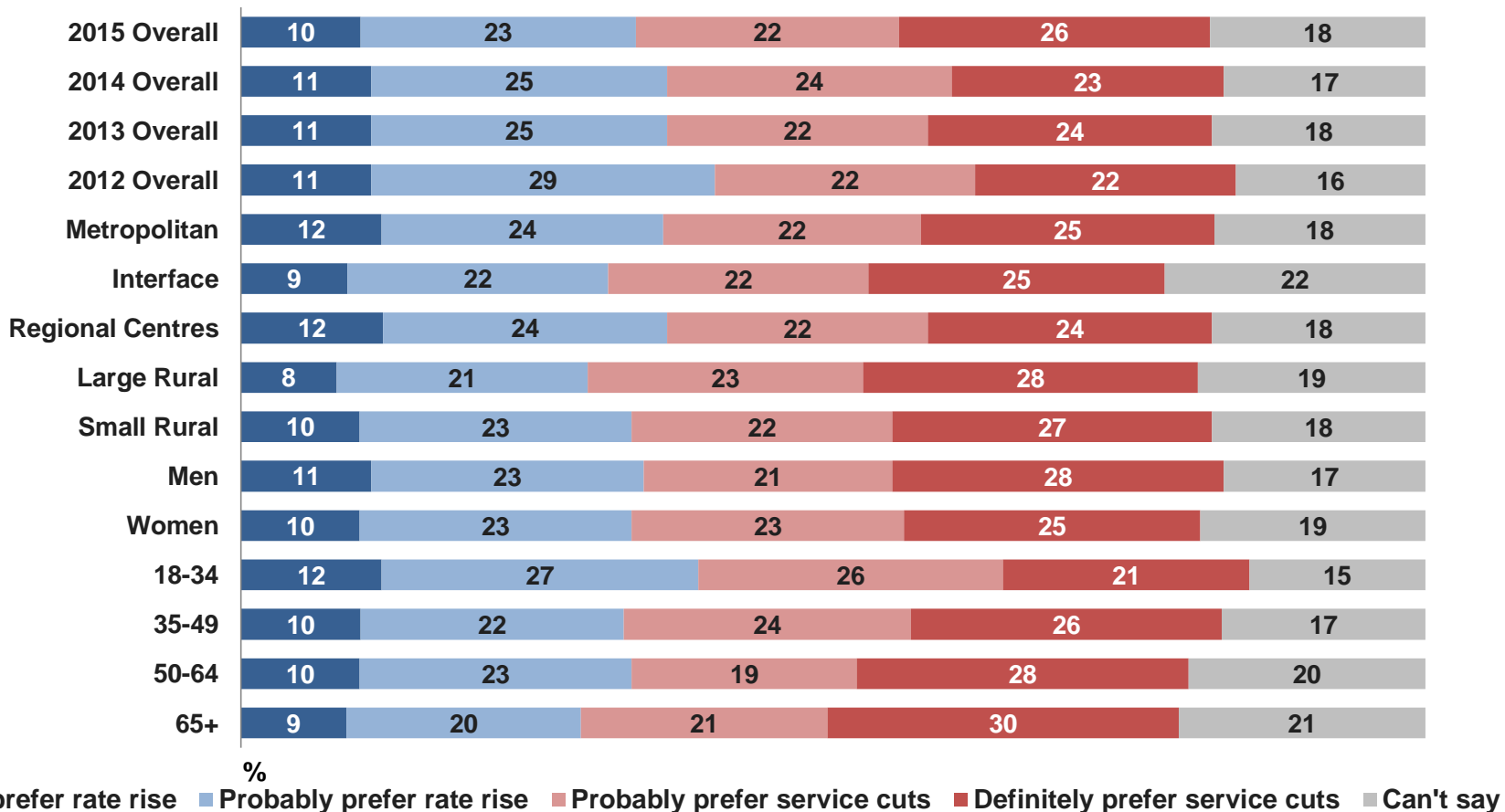
Q8. Would you say your local Council is generally heading in the right direction or the wrong direction?  
Base: All respondents. Councils asked State-wide: 12



# 2015 RATES/SERVICE TRADE OFF

## DETAILED PERCENTAGES

### 2015 Rate Rise v Service Cut



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: 25



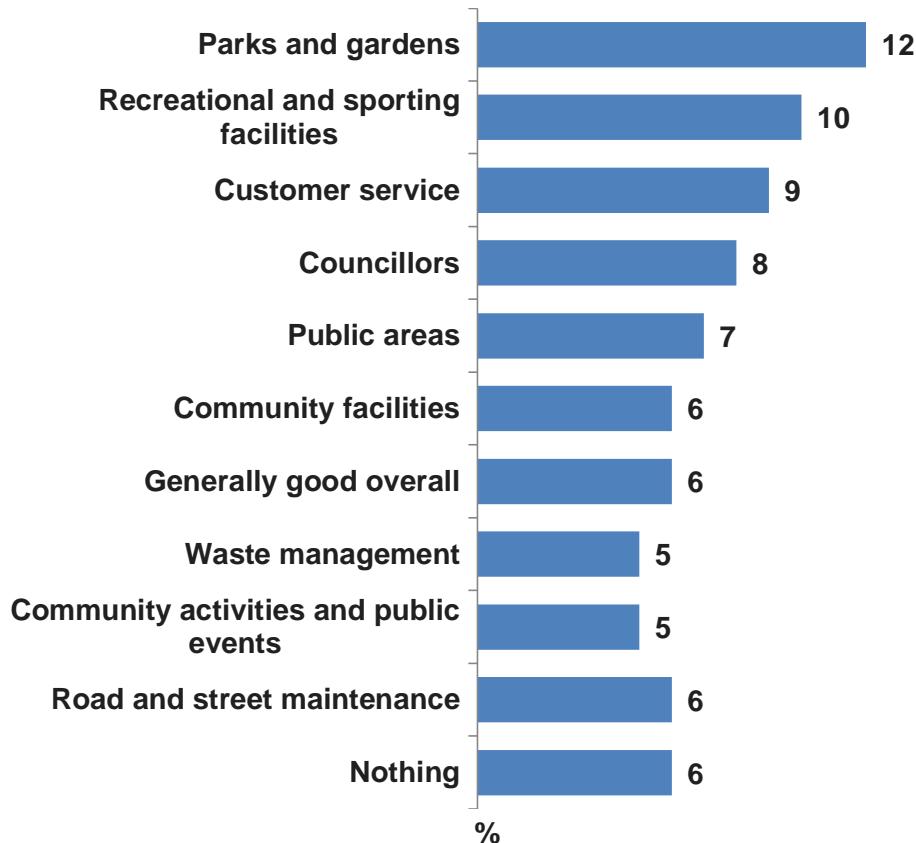
A satellite night-time image of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network against the dark land. The surrounding oceans are dark blue, and the overall image has a high-contrast, night-vision aesthetic.

**POSITIVES AND AREAS FOR IMPROVEMENT**

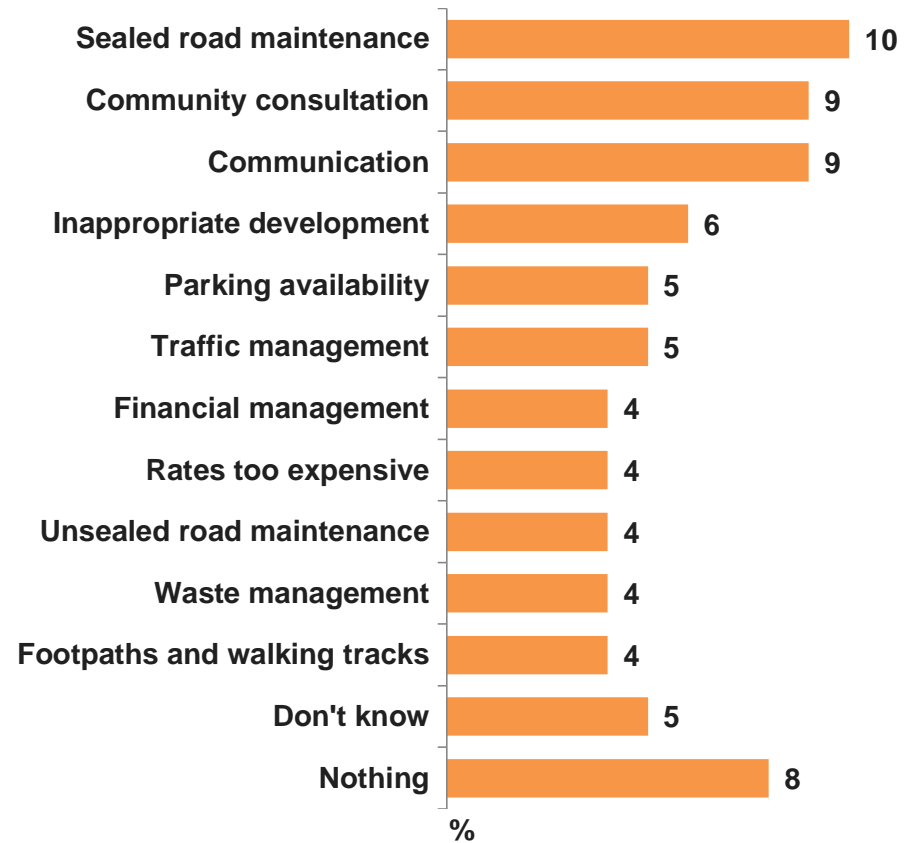
# 2015 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES

## 2015 SERVICES TO IMPROVE DETAILED PERCENTAGES

### 2015 Best Aspects



### 2015 Areas for Improvement



Q16. Please tell me what is the ONE BEST thing about 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: 19

Q17. What does council MOST need to do to improve its performance?

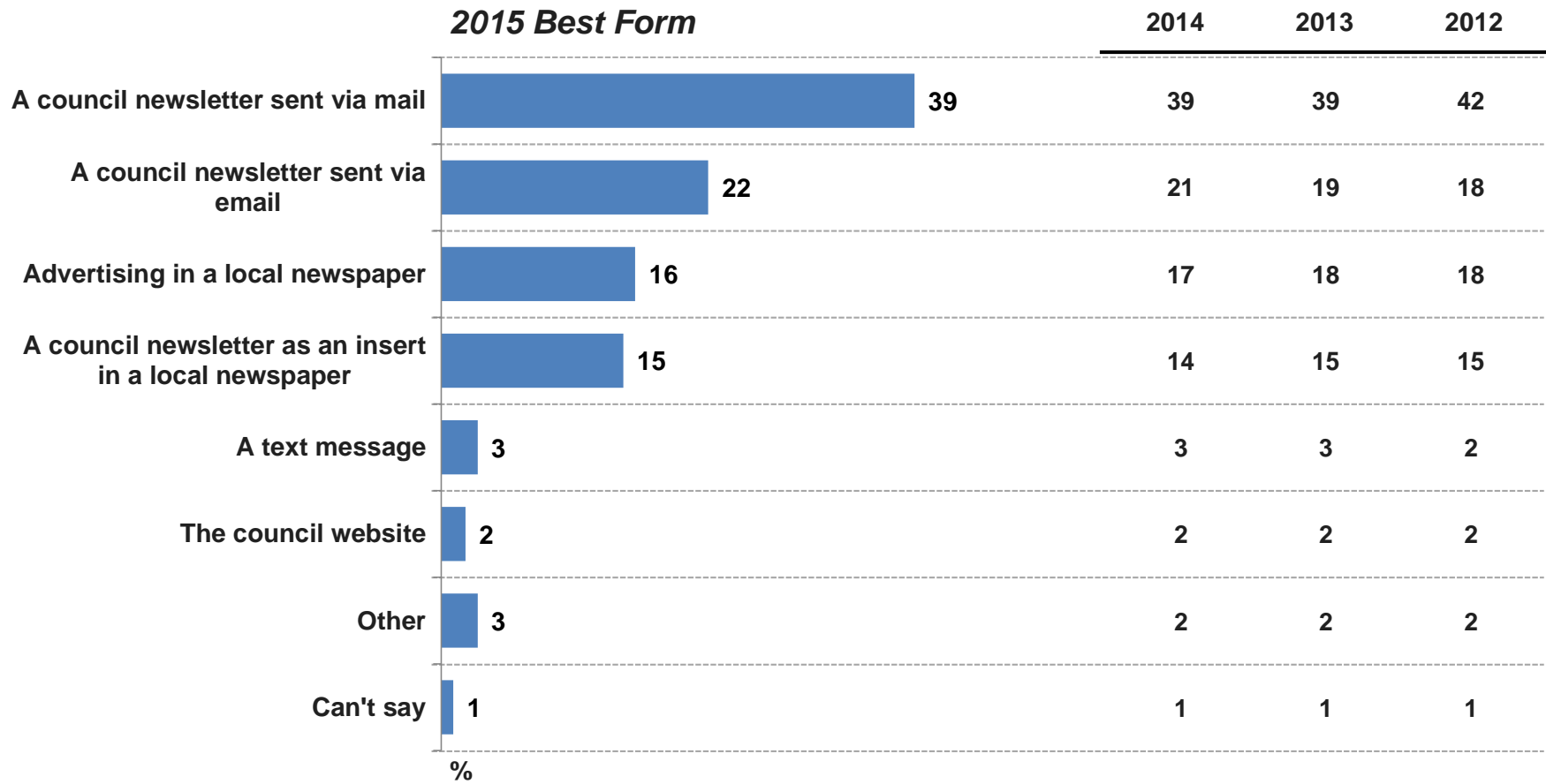
Base: All respondents. Councils asked State-wide: 28



# COMMUNICATIONS



# 2015 BEST FORMS OF COMMUNICATION



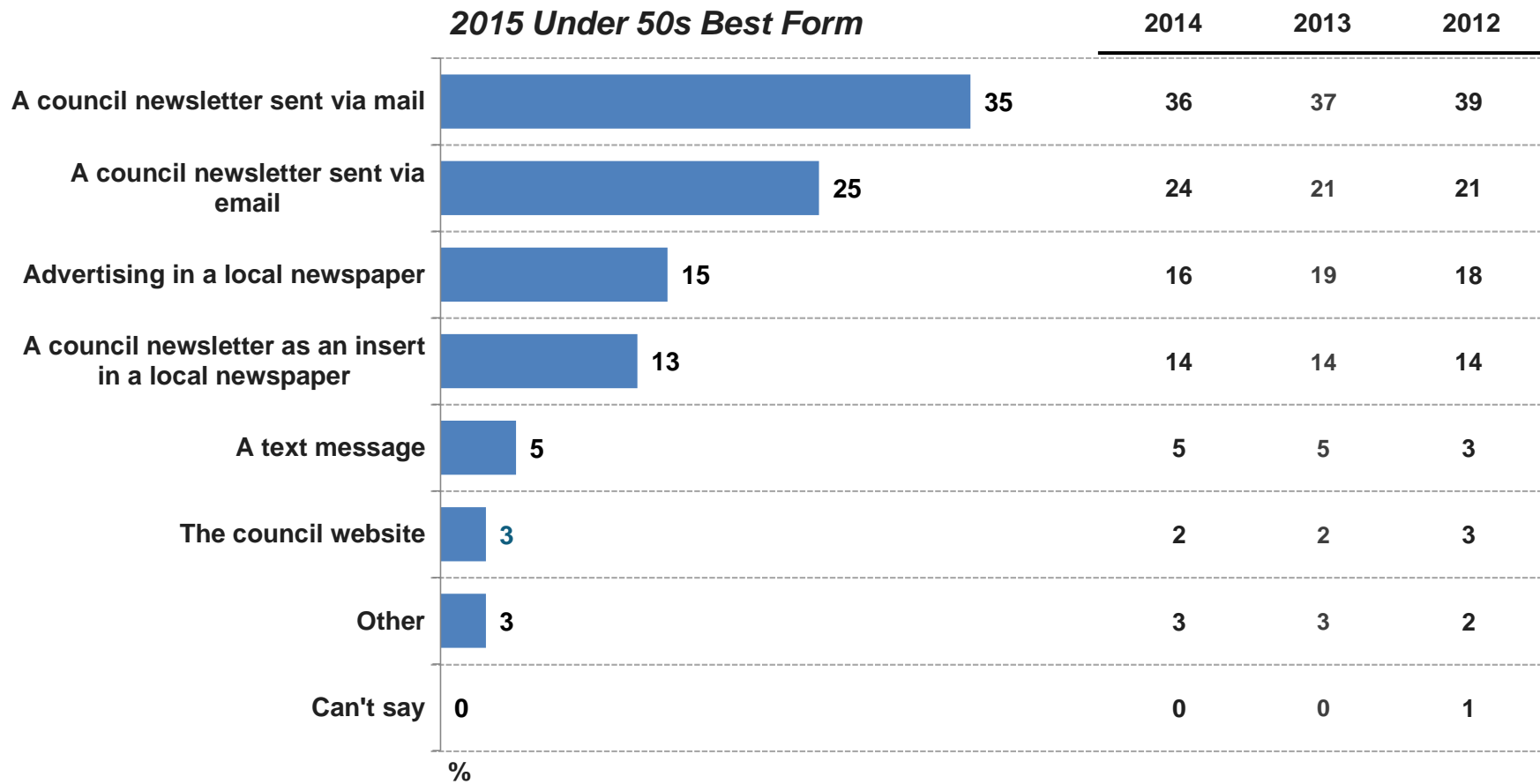
Q13. If council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

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

Note: Please see page 5 for explanation about significant differences



# 2015 BEST FORMS OF COMMUNICATION: UNDER 50s

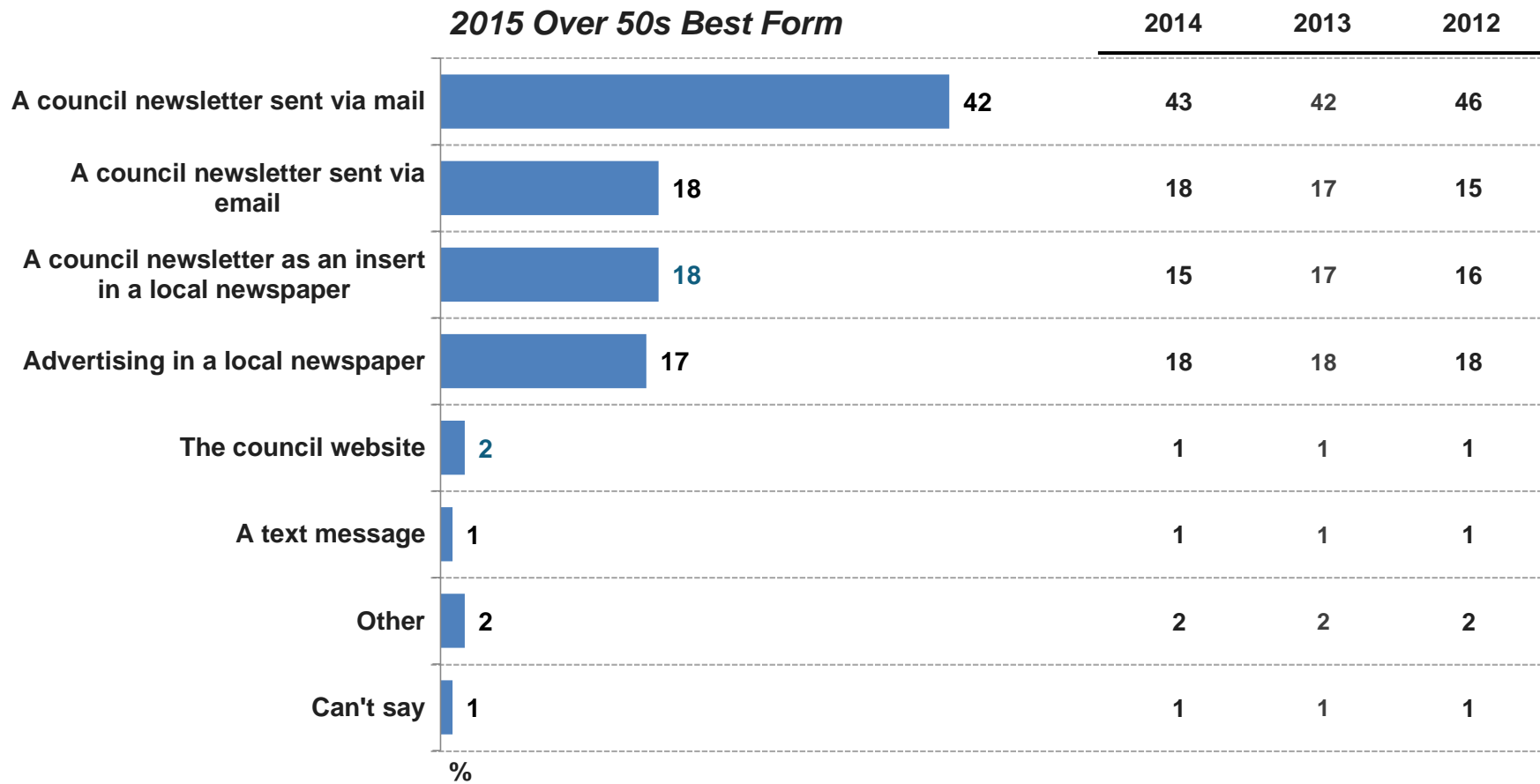


Q13. If council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

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

Note: Please see page 5 for explanation about significant differences

# 2015 BEST FORMS OF COMMUNICATION: OVER 50s



Q13. If 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?

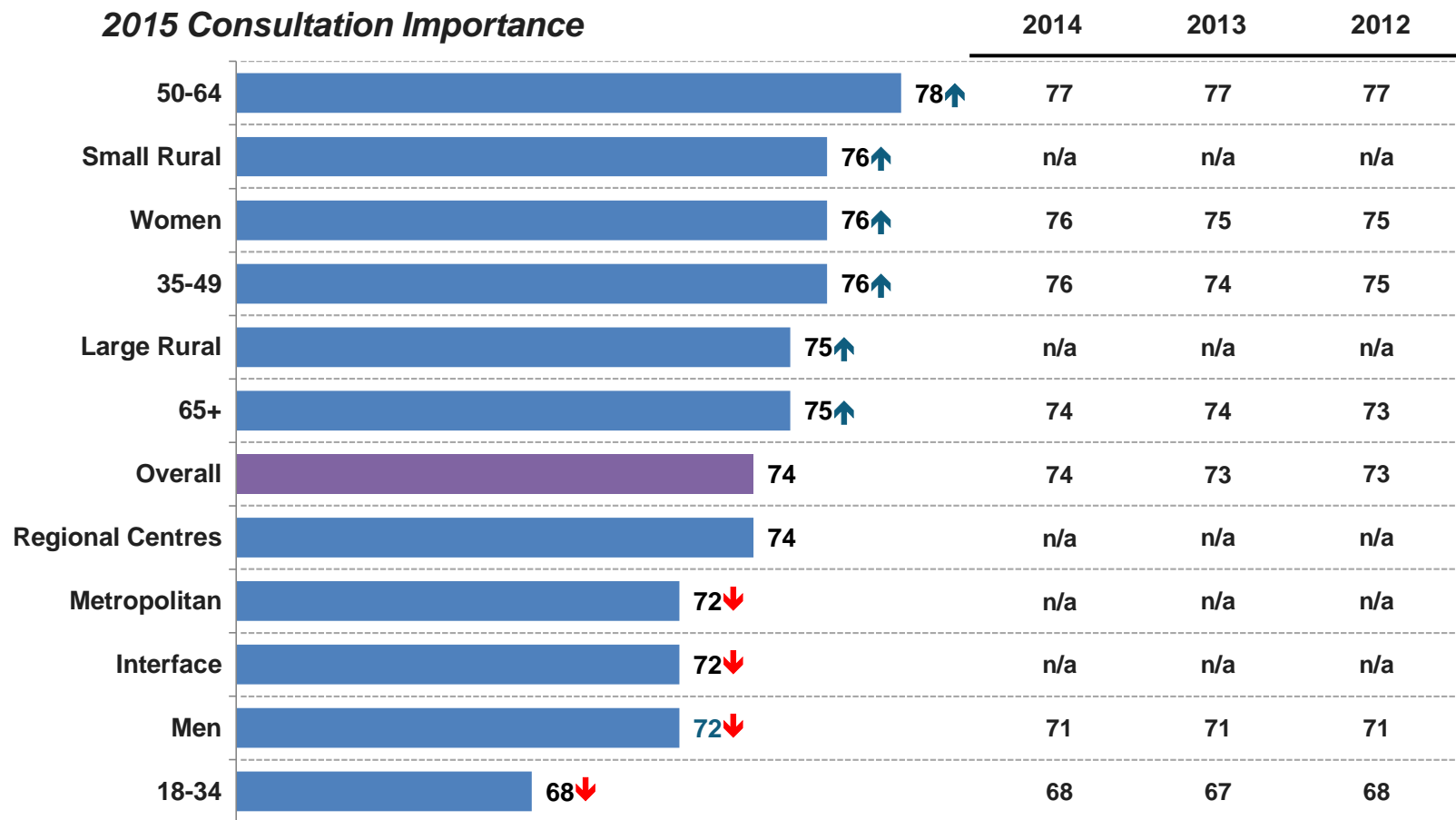
Base: All respondents aged over 50. Councils asked State-wide: 22

Note: Please see page 5 for explanation about significant differences

A satellite map of South Africa at night, showing the country's coastline and major cities illuminated by city lights. The map is centered on the country, with the surrounding ocean visible. The text "INDIVIDUAL SERVICE AREAS" is overlaid on the map in a large, white, sans-serif font.

# INDIVIDUAL SERVICE AREAS

# 2015 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES

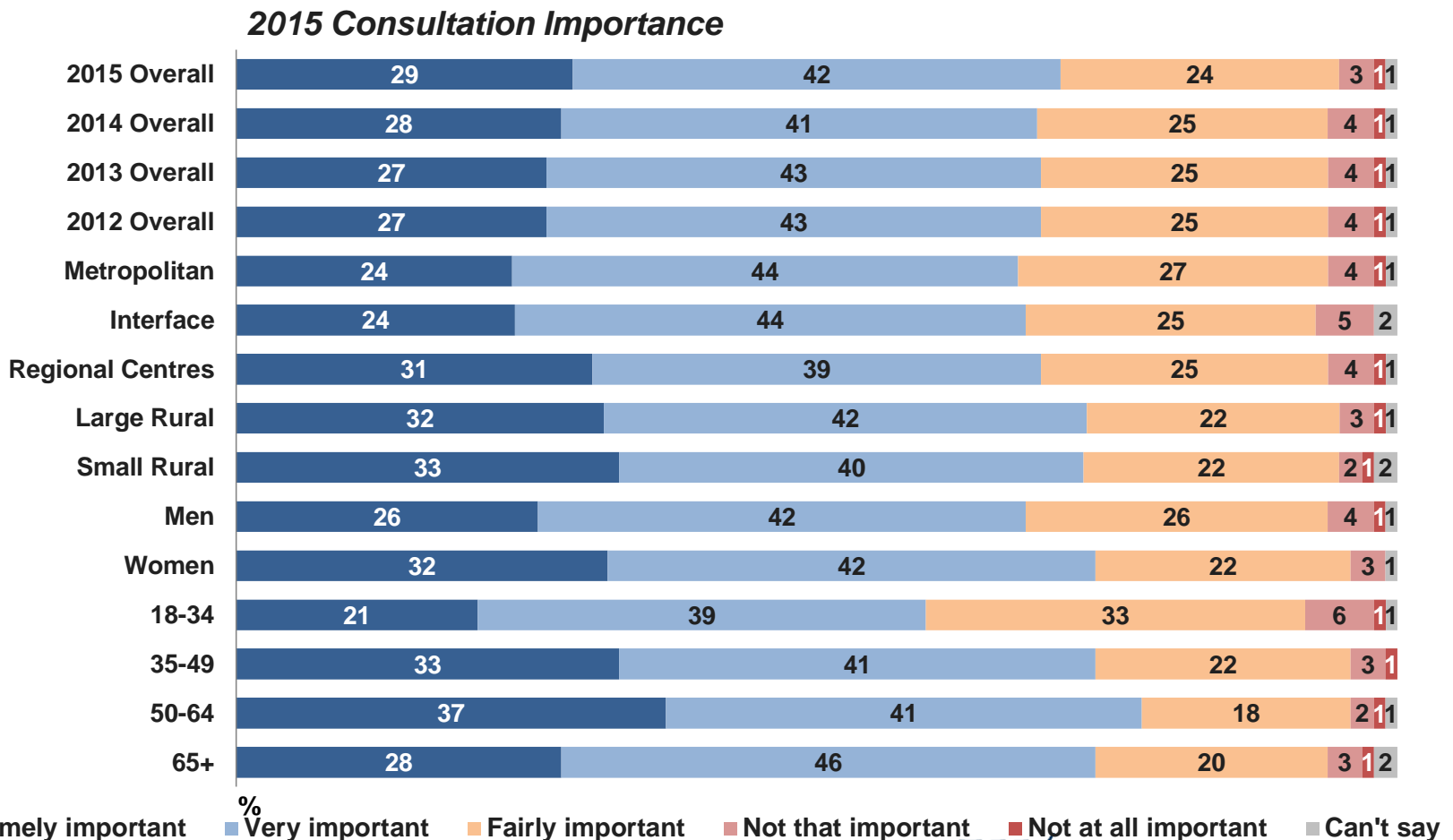


Q1. Firstly, how important should 'Community Consultation and Engagement' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

# 2015 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE DETAILED PERCENTAGES

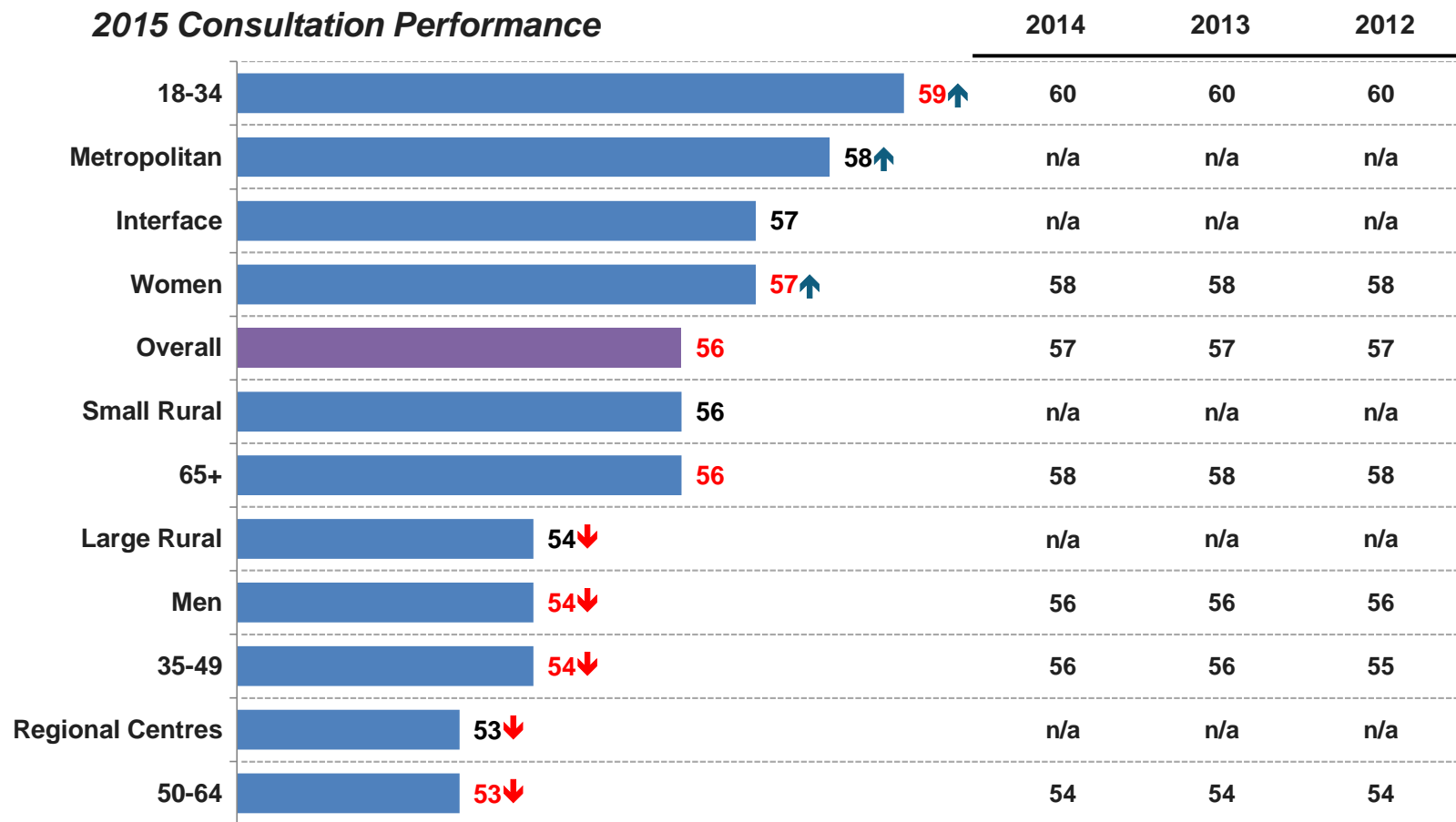


Q1. Firstly, how important should 'Community Consultation and Engagement' be as a responsibility for Council?

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



# 2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



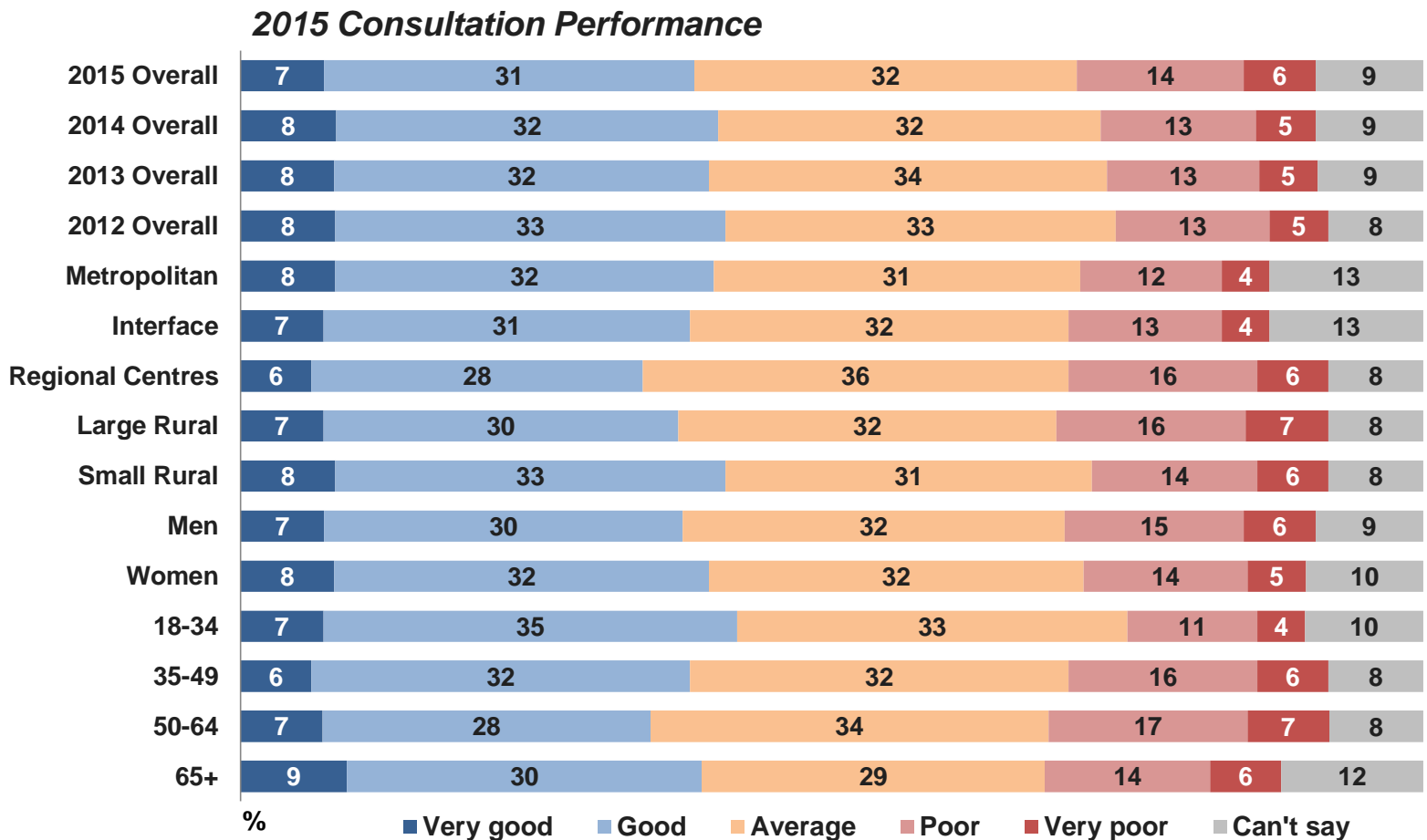
Q2. How has Council performed on 'Community Consultation and Engagement' over the last 12 months?

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

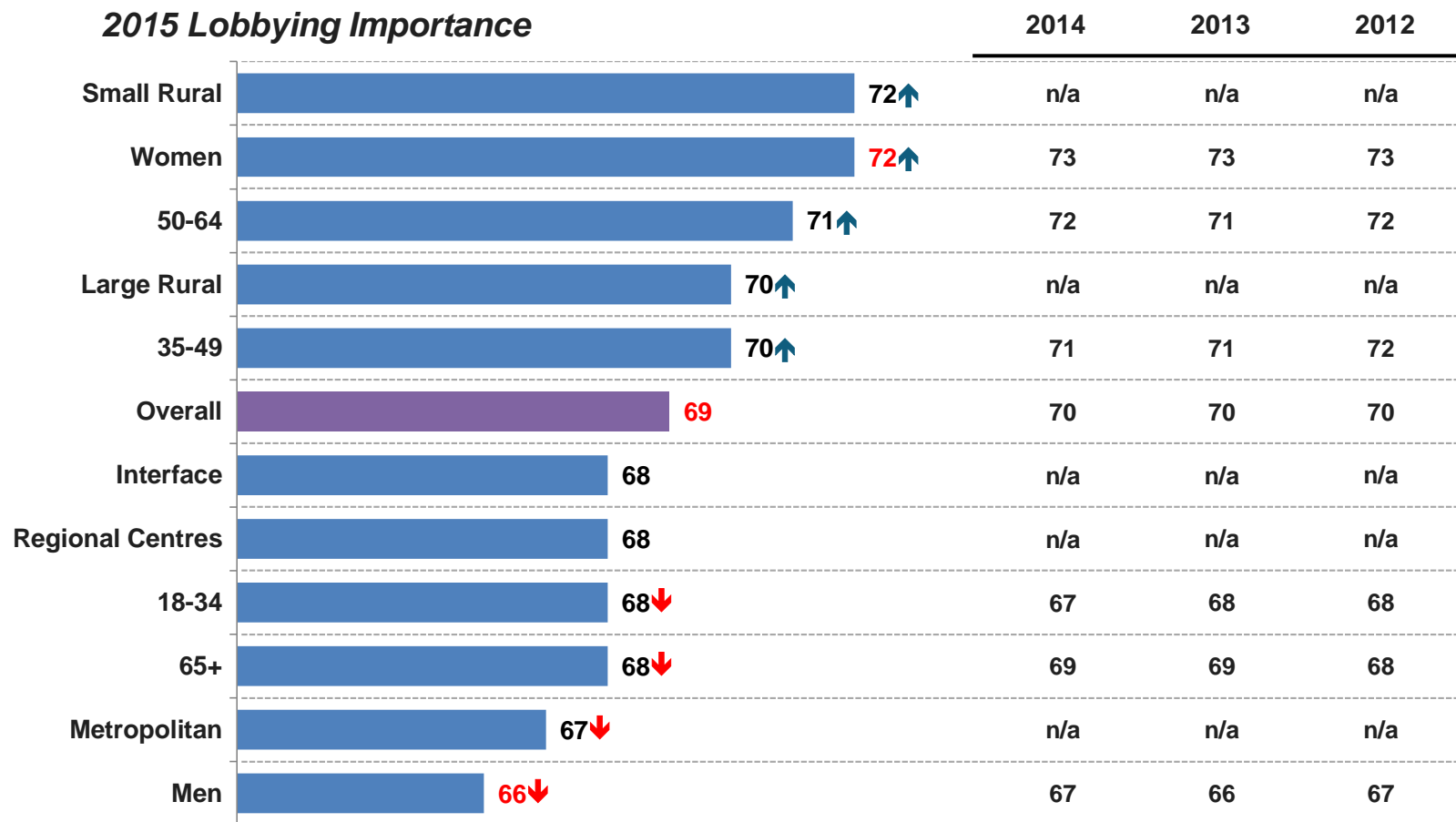
Note: Please see slide 5 for explanation about significant differences



# 2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES



# 2015 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE INDEX SCORES



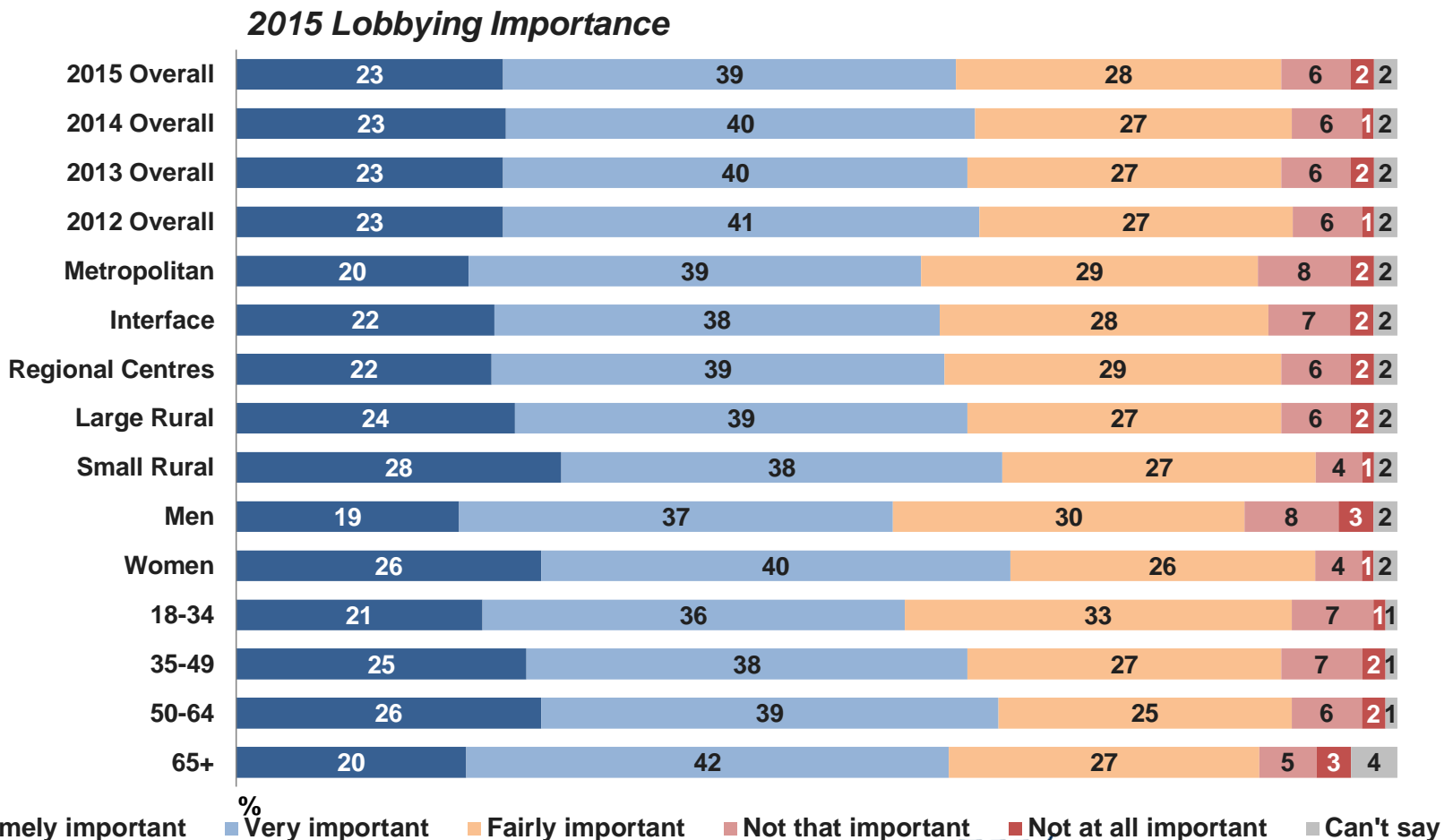
Q1. Firstly, how important should 'Lobbying on Behalf of the Community' be as a responsibility for Council?

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

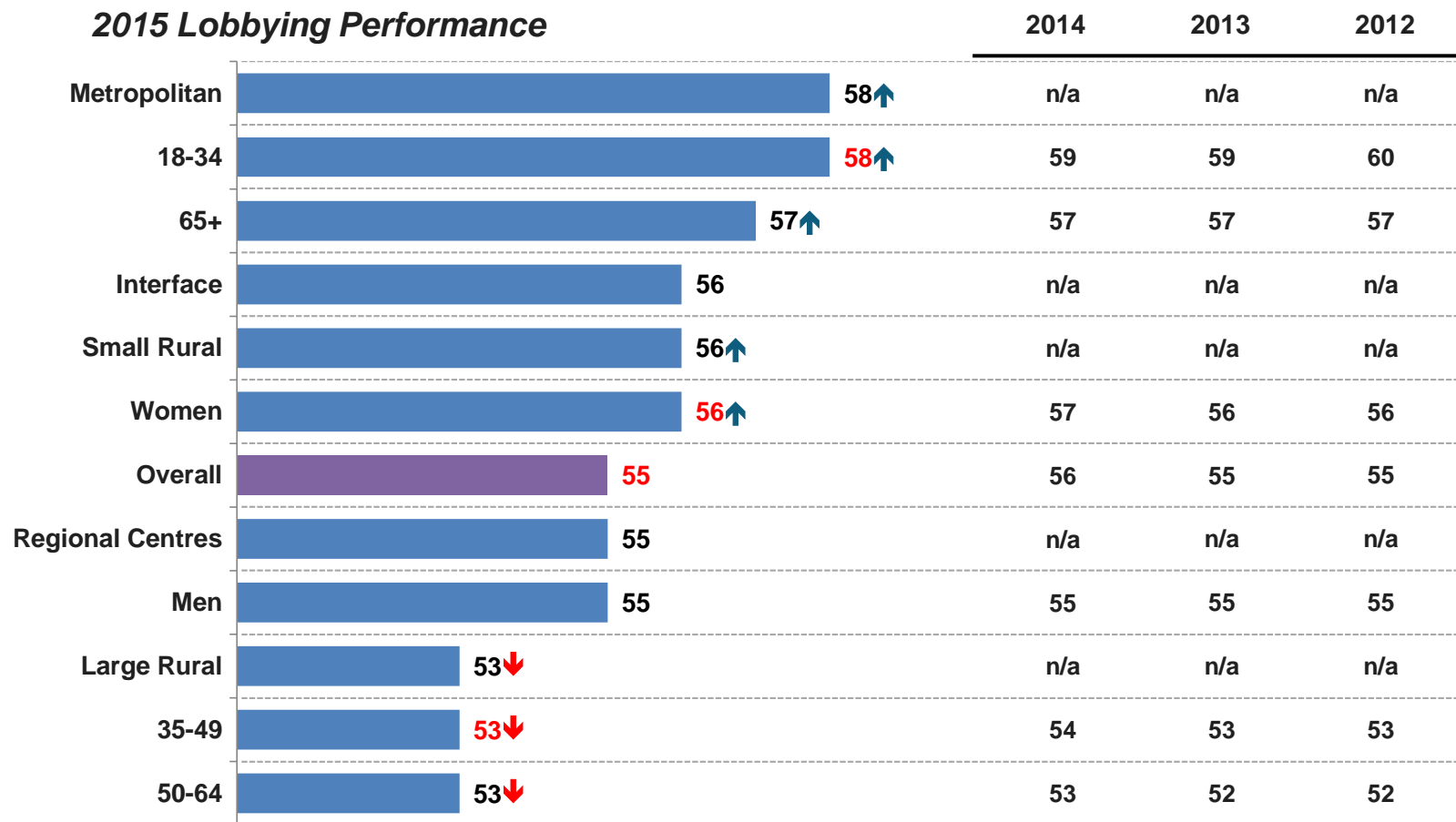
Note: Please see slide 5 for explanation about significant differences

# 2015 LOBBYING ON BEHALF OF THE COMMUNITY

## IMPORTANCE DETAILED PERCENTAGES



# 2015 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES

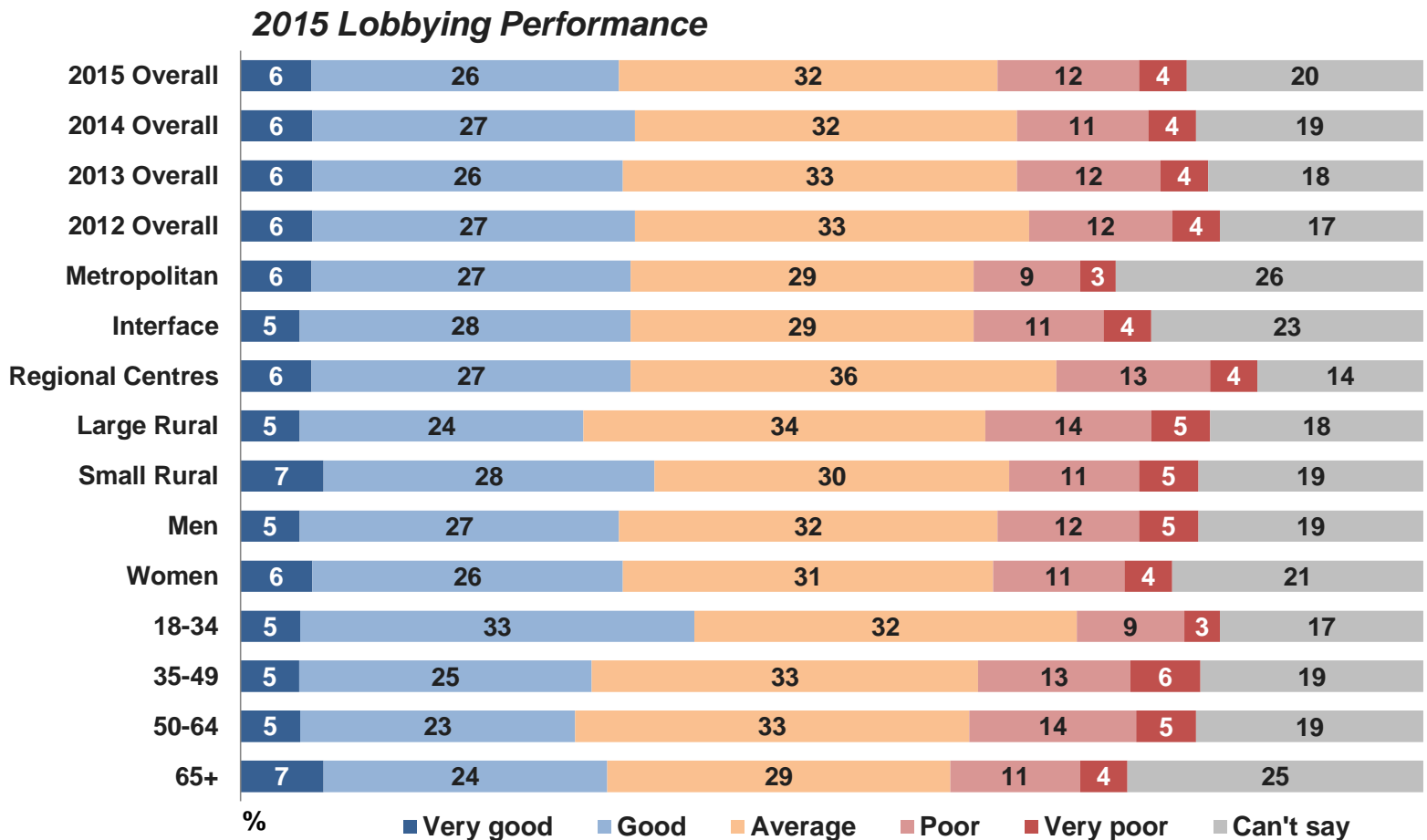


Q2. How has Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?

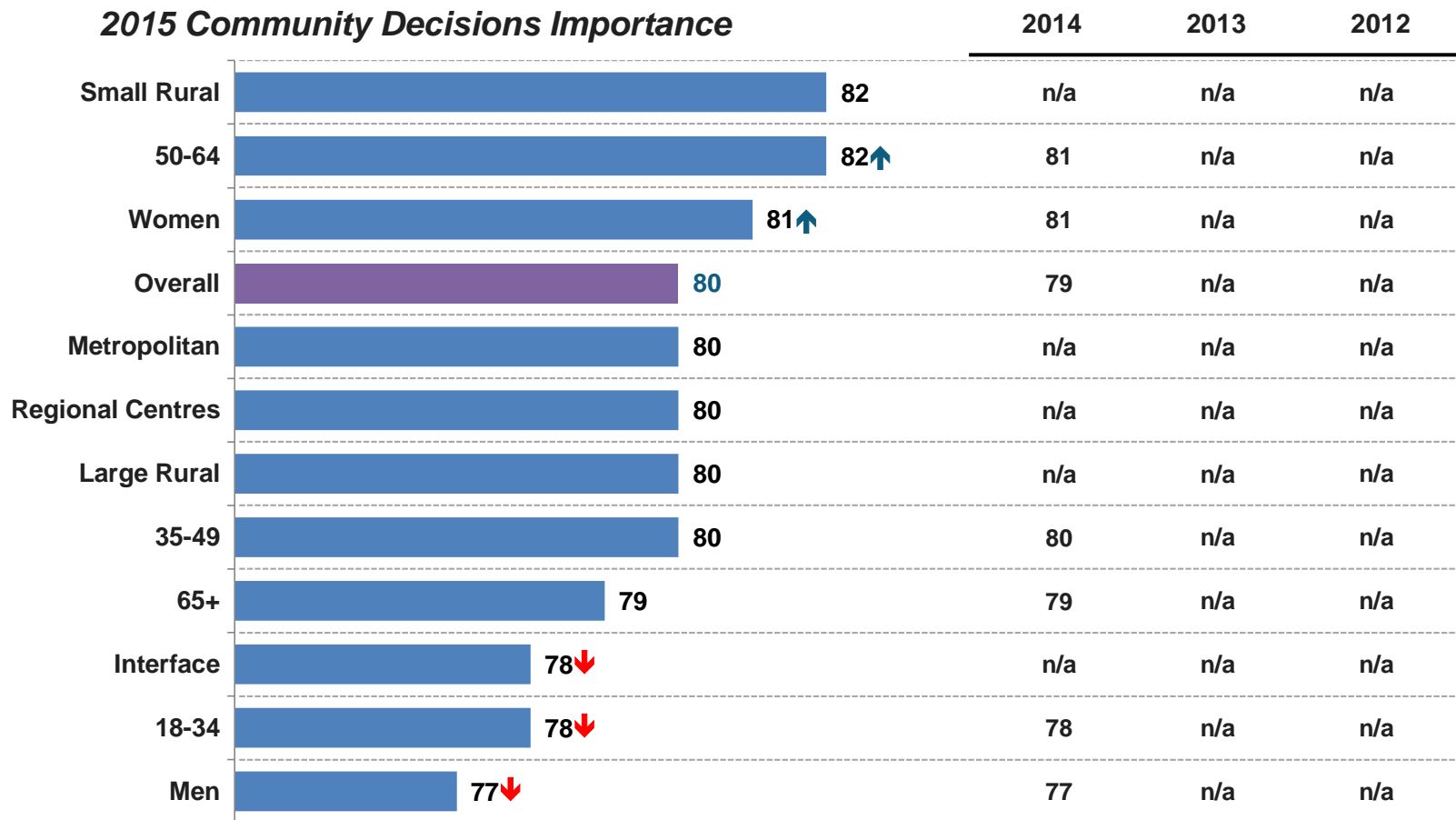
Base: All respondents. Councils asked State-wide: 69

Note: Please see slide 5 for explanation about significant differences

# 2015 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



# 2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY IMPORTANCE INDEX SCORES



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

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

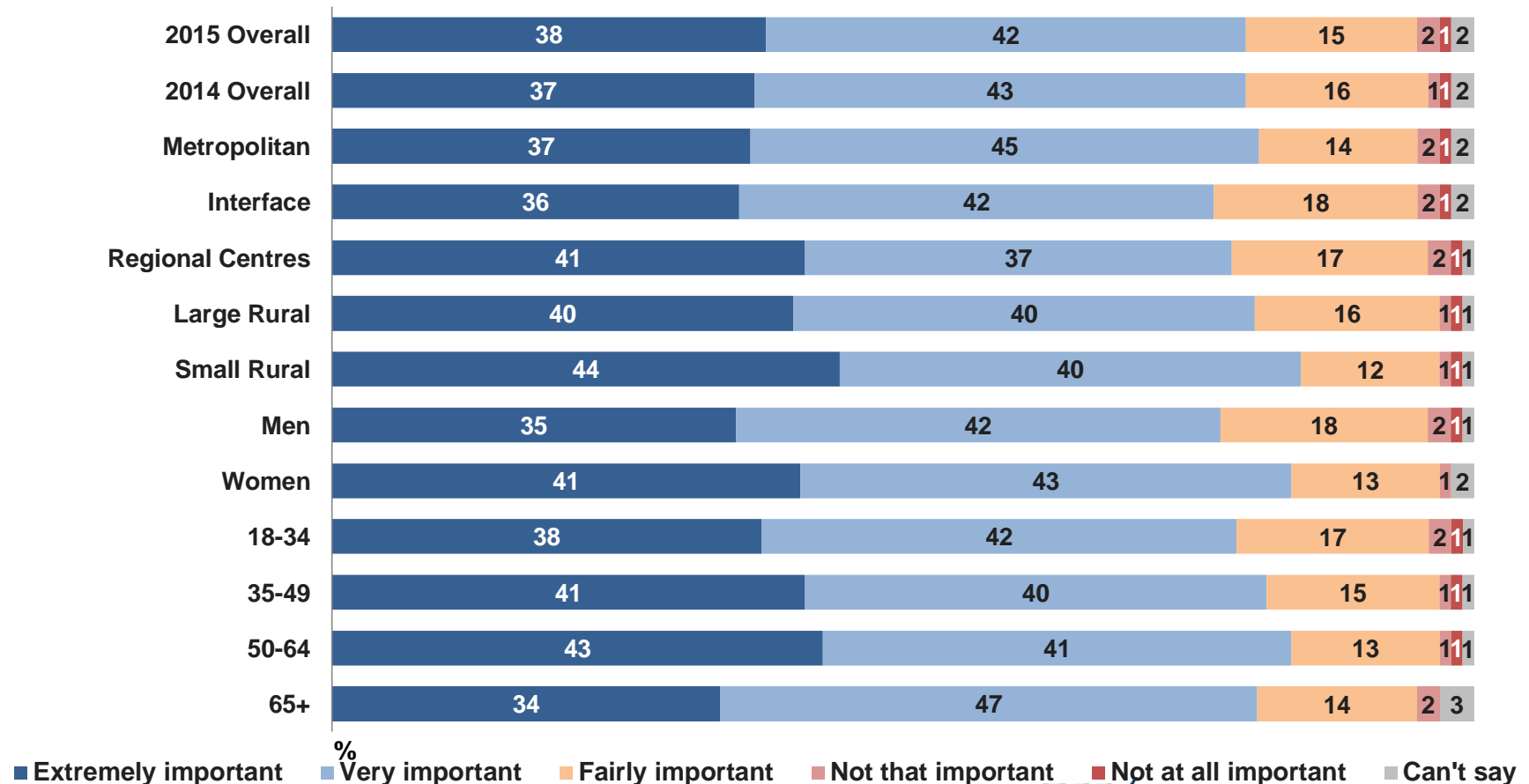
Note: Please see slide 5 for explanation about significant differences



# 2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## IMPORTANCE DETAILED PERCENTAGES

**2015 Community Decisions Importance**

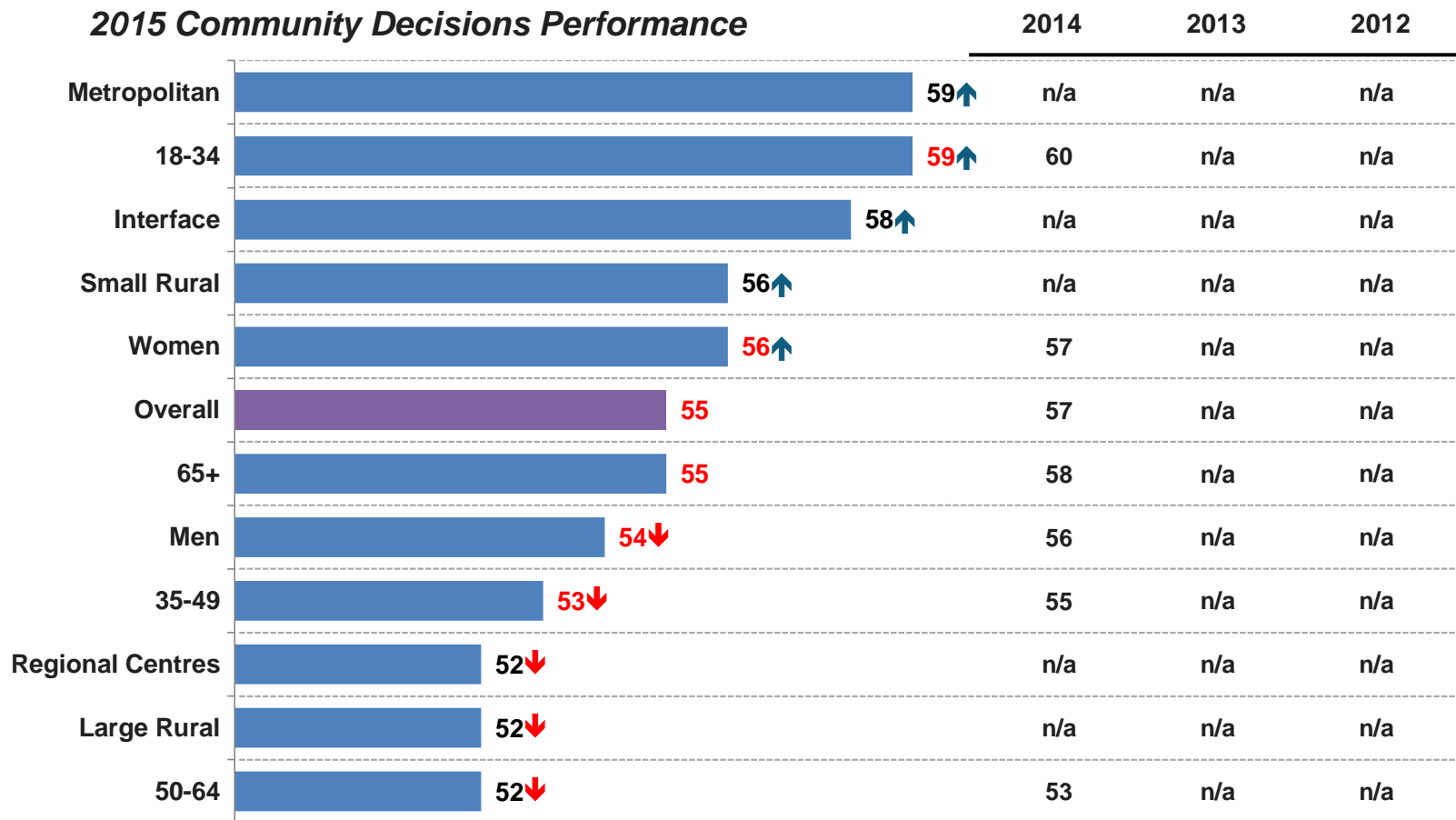


Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

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



# 2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



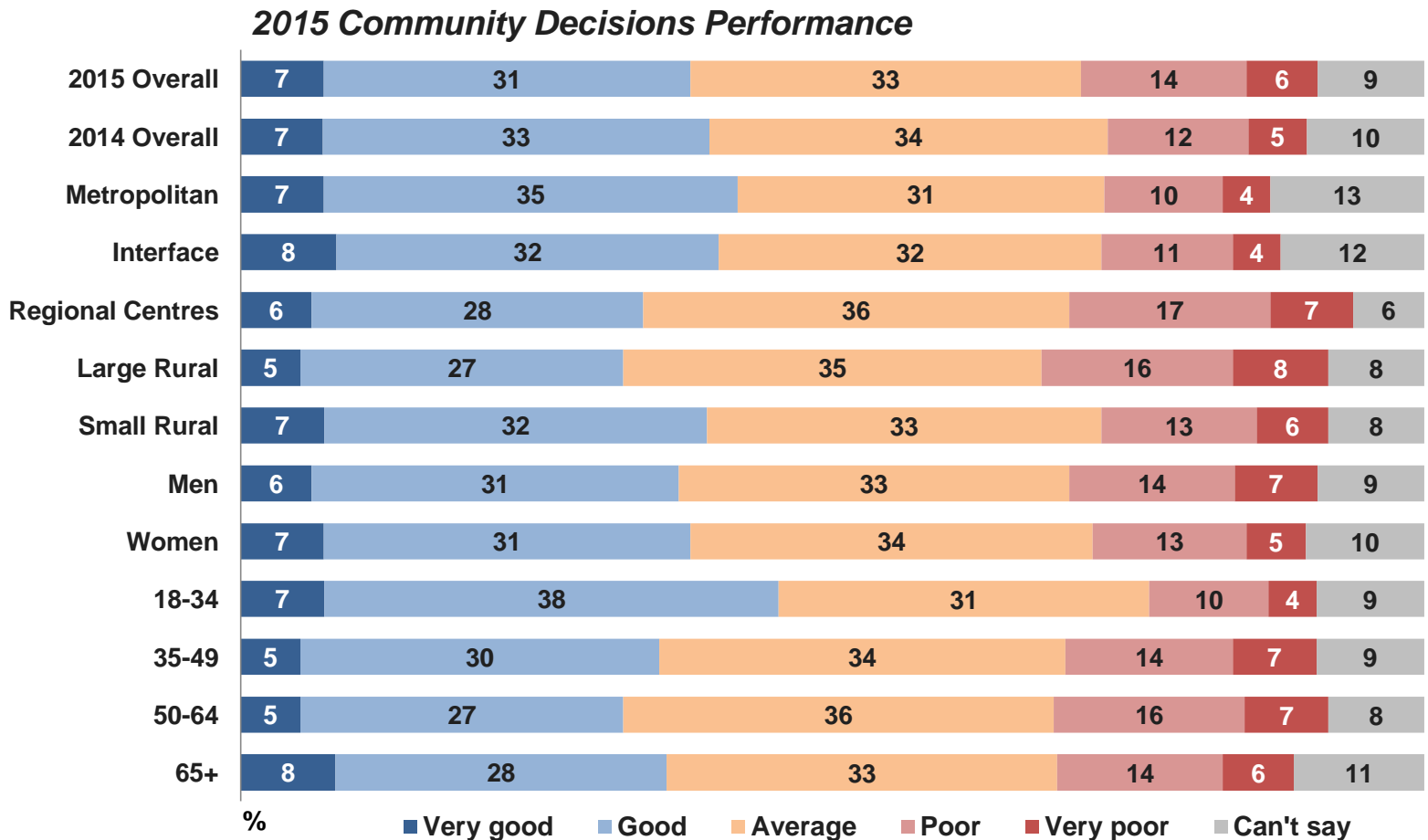
Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?

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

Note: Please see slide 5 for explanation about significant differences

# 2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

## PERFORMANCE DETAILED PERCENTAGES



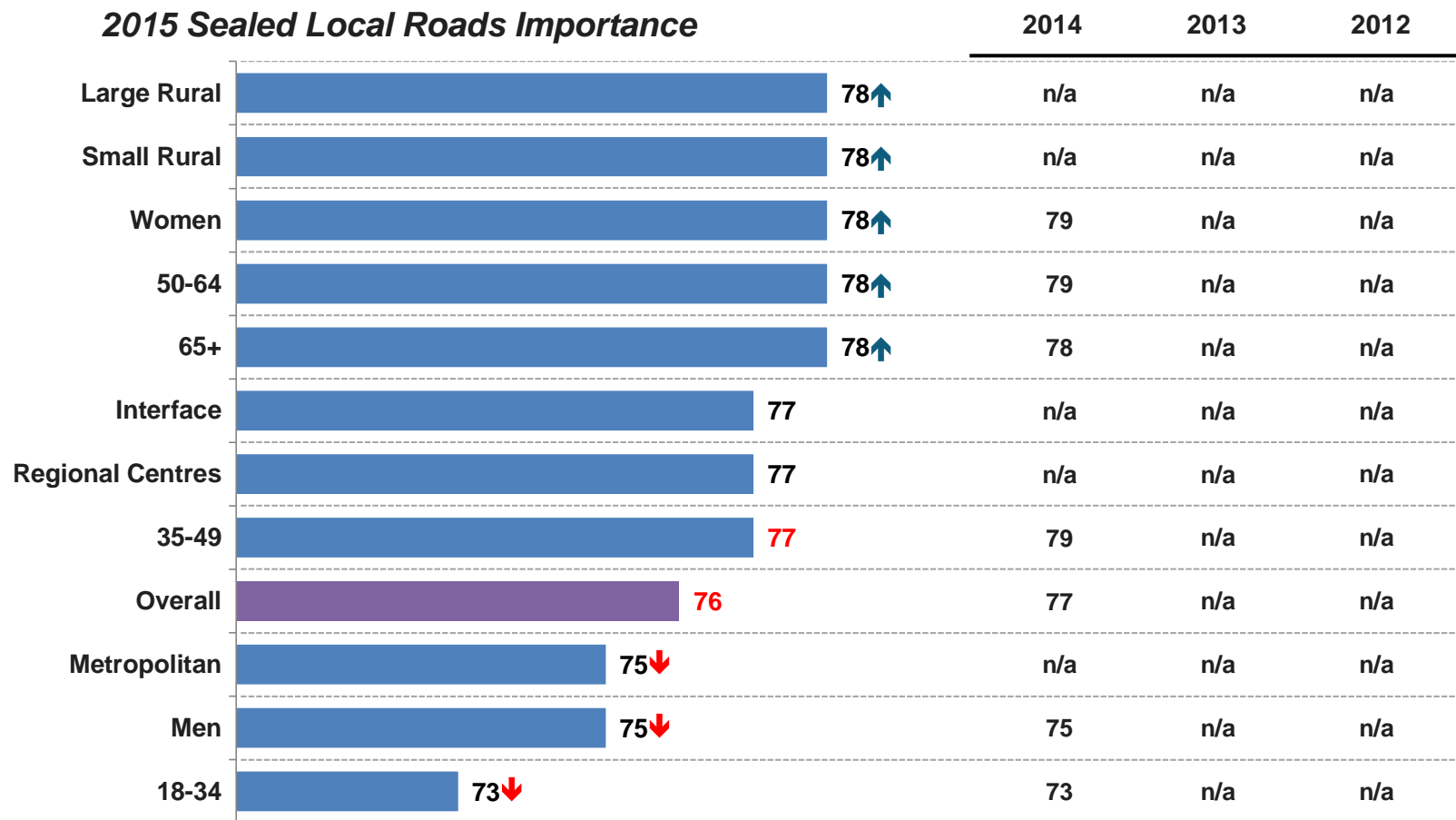
Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?

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



# 2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## IMPORTANCE INDEX SCORES



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

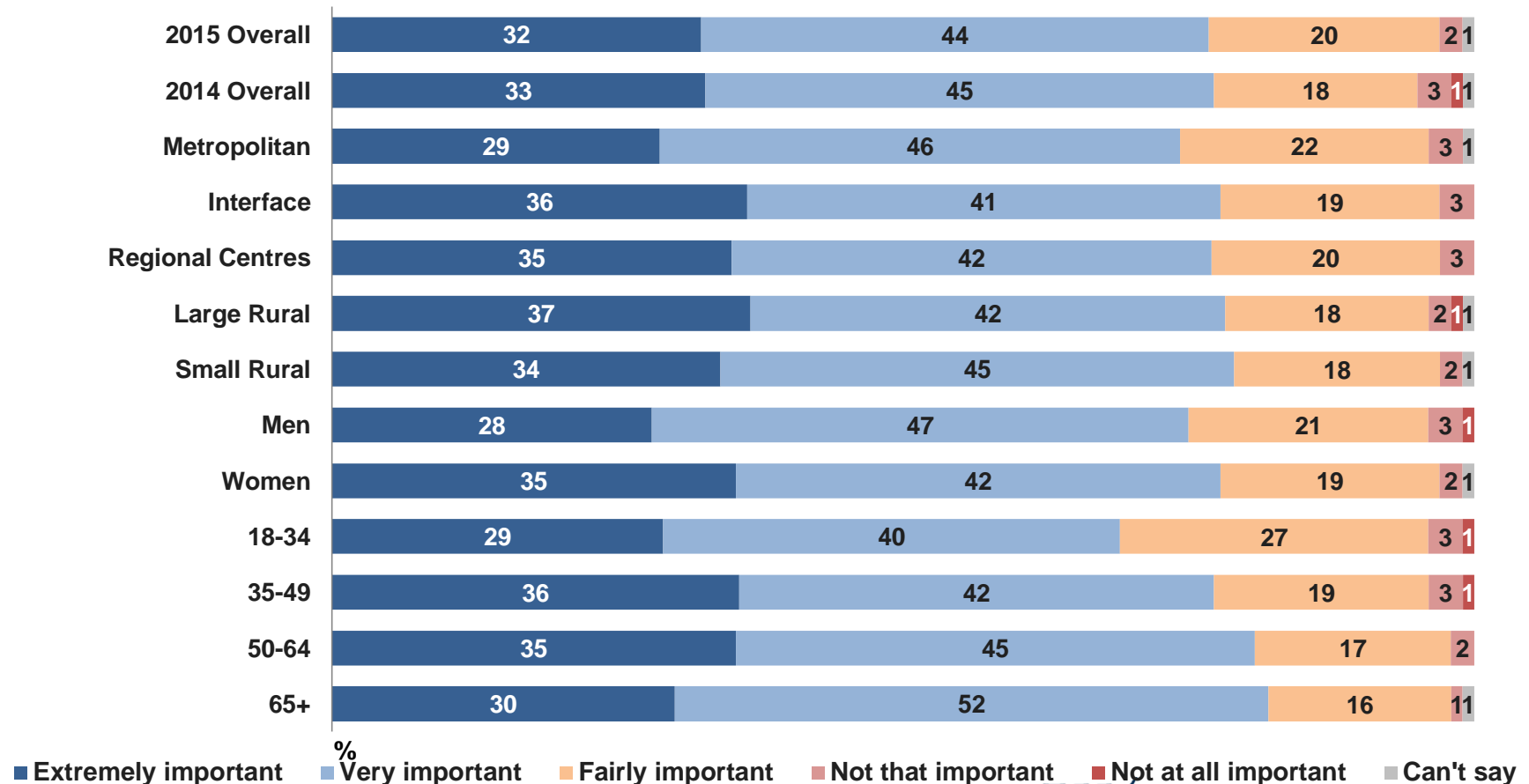
Base: All respondents. Councils asked State-wide: 15

Note: Please see slide 5 for explanation about significant differences

# 2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## IMPORTANCE DETAILED PERCENTAGES

### 2015 Sealed Local Roads Importance



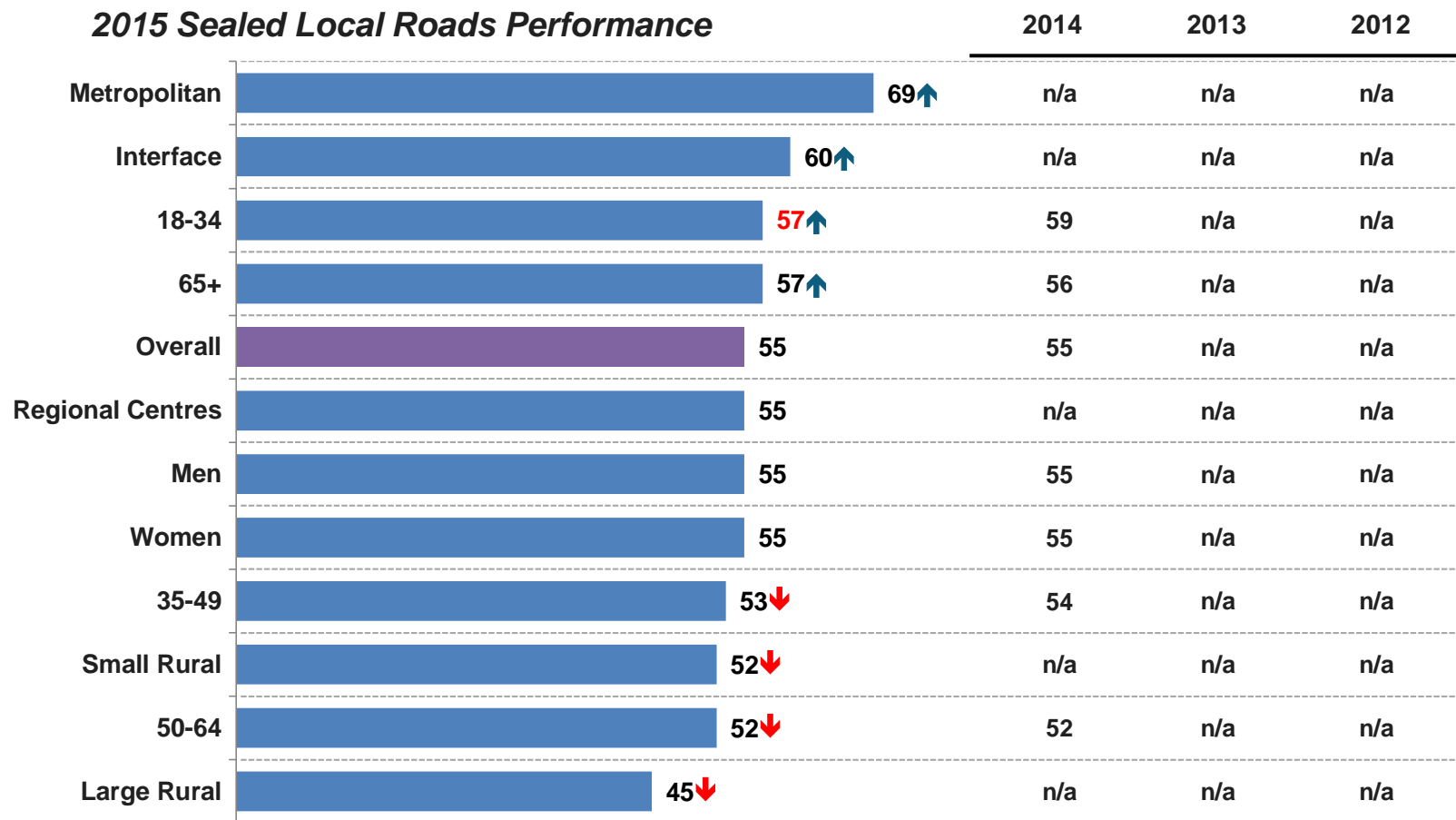
Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?

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



# 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?

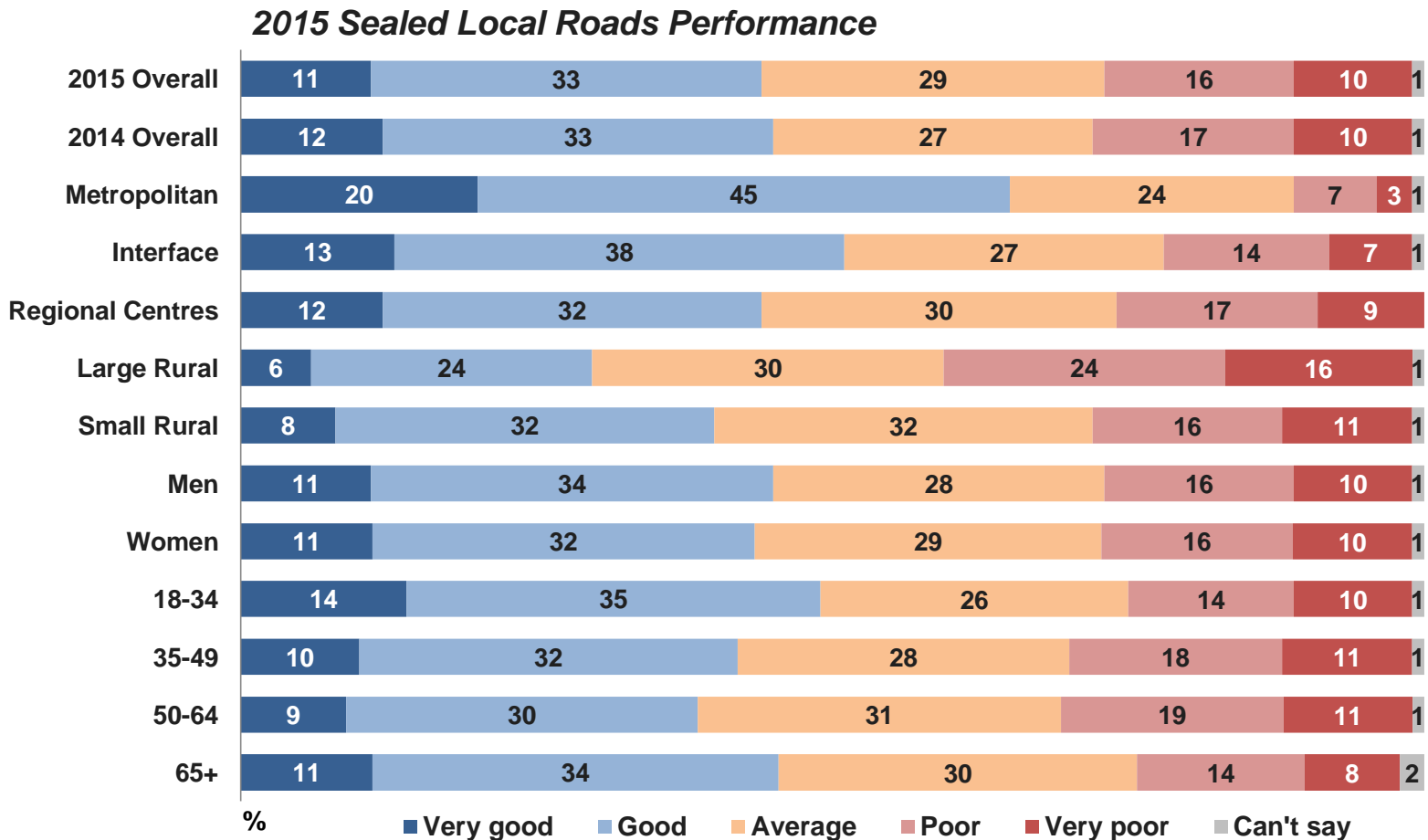
Base: All respondents. Councils asked State-wide: 69

Note: Please see slide 5 for explanation about significant differences

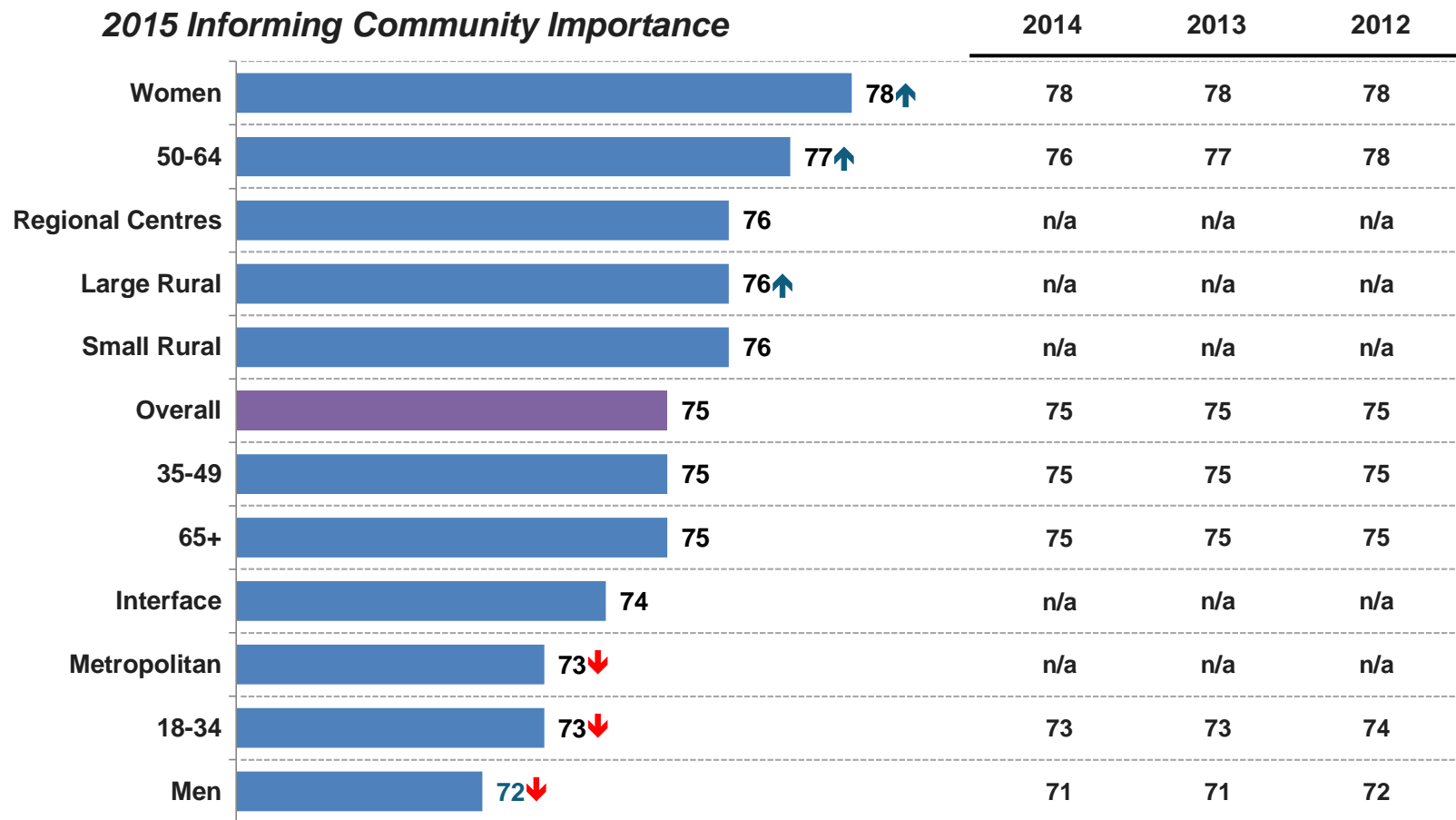


# 2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES



# 2015 INFORMING THE COMMUNITY IMPORTANCE INDEX SCORES

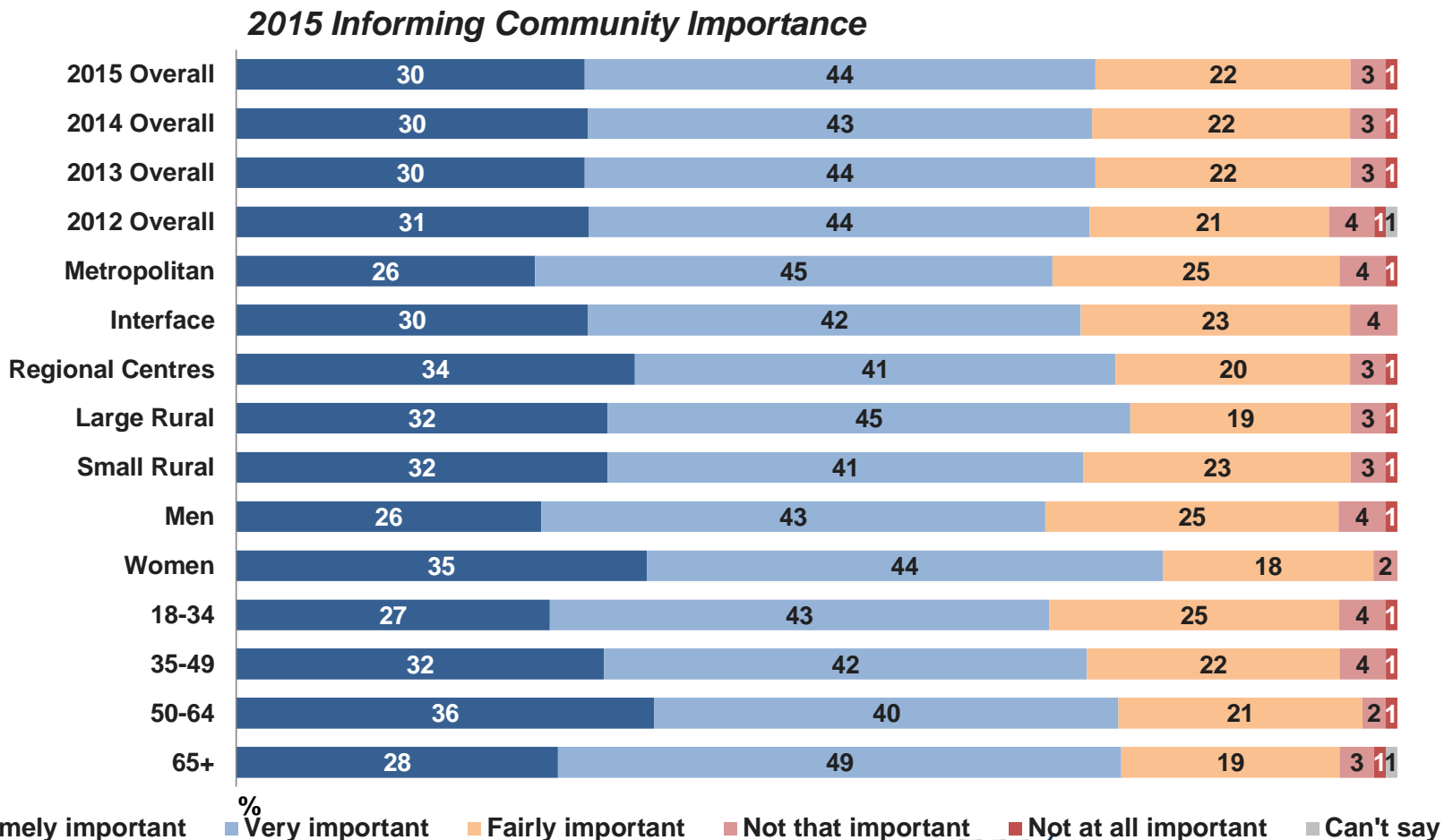


Q1. Firstly, how important should 'Informing the Community' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

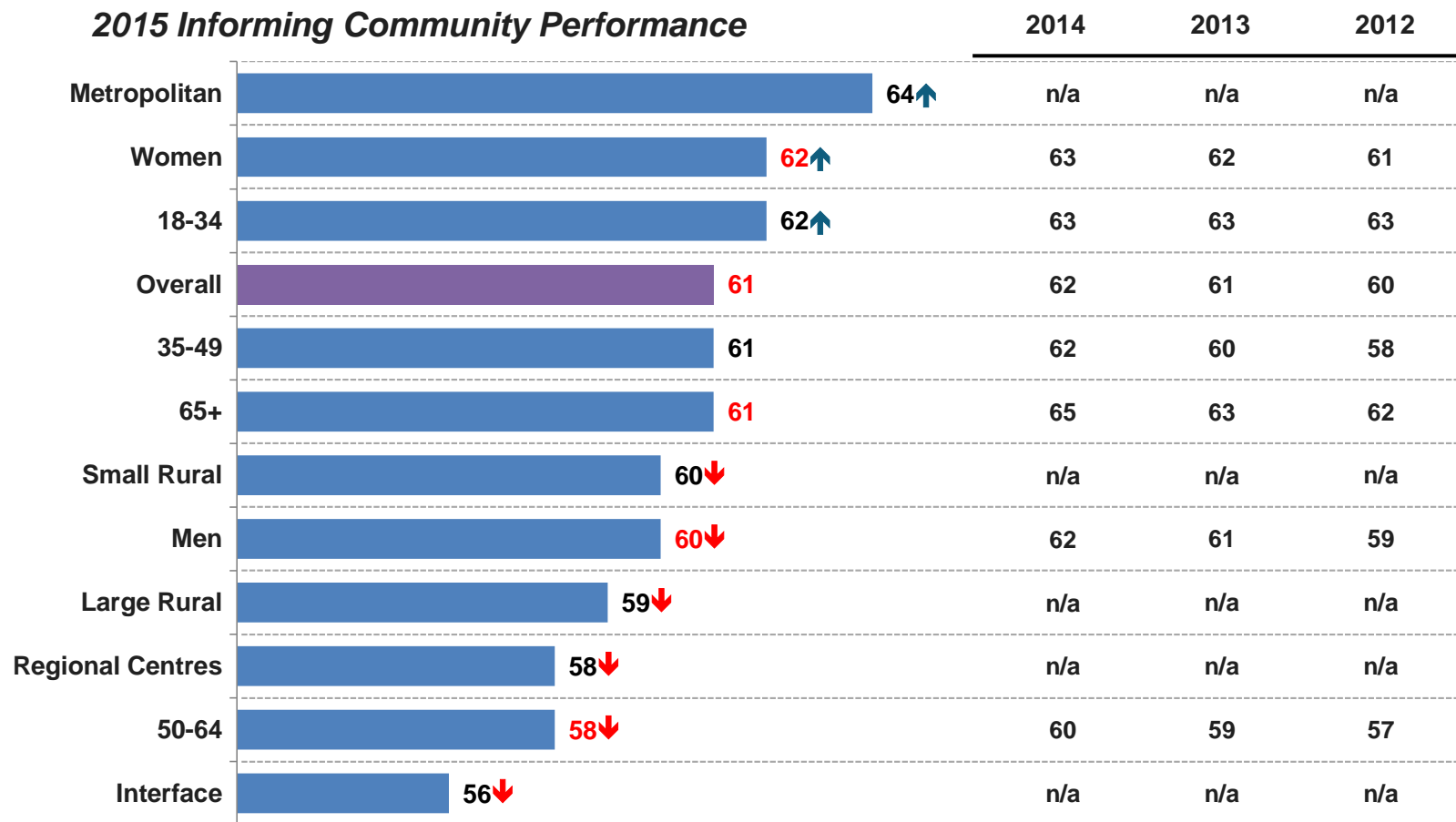
# 2015 INFORMING THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES



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



# 2015 INFORMING THE COMMUNITY PERFORMANCE INDEX SCORES

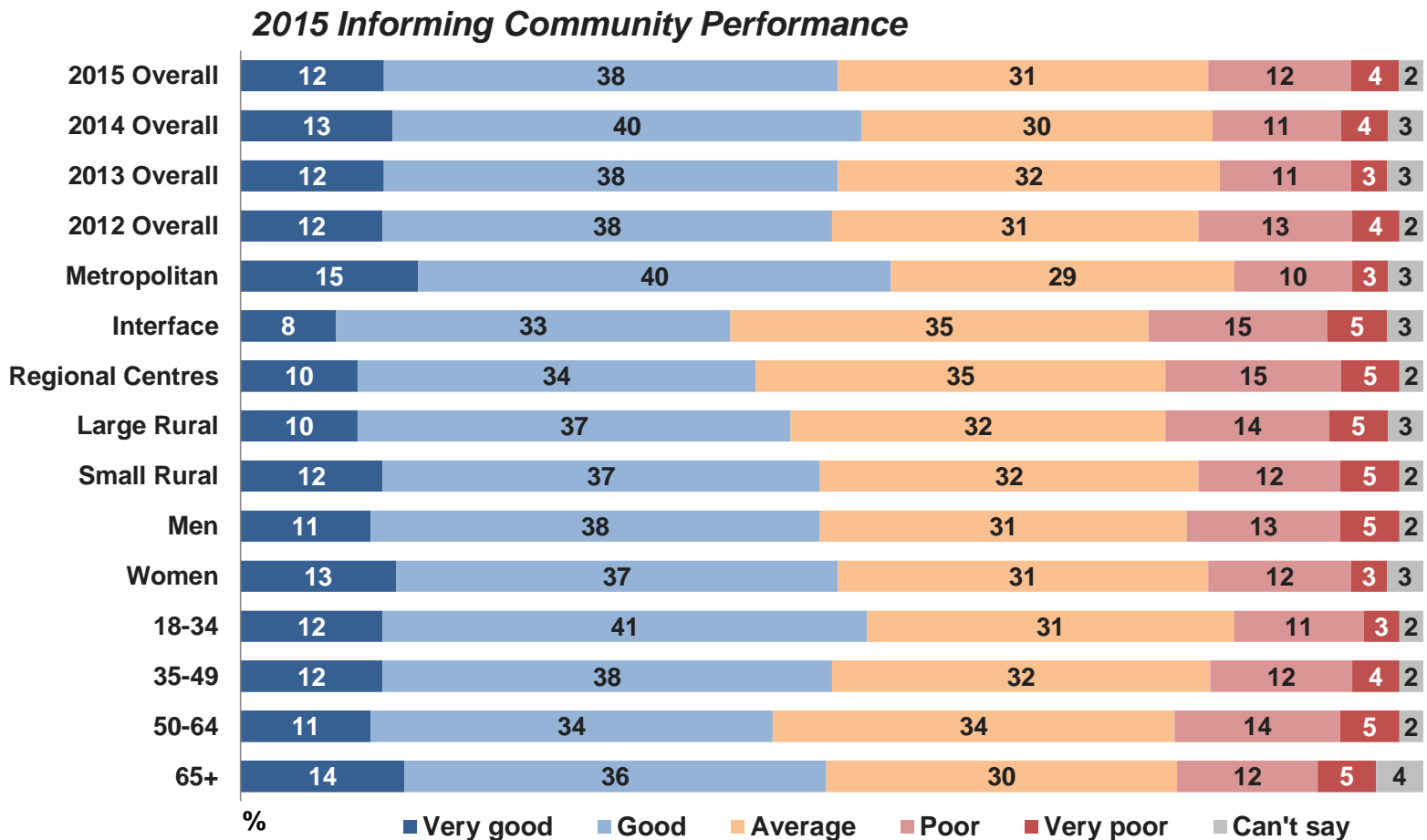


Q2. How has Council performed on 'Informing the Community' over the last 12 months?

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

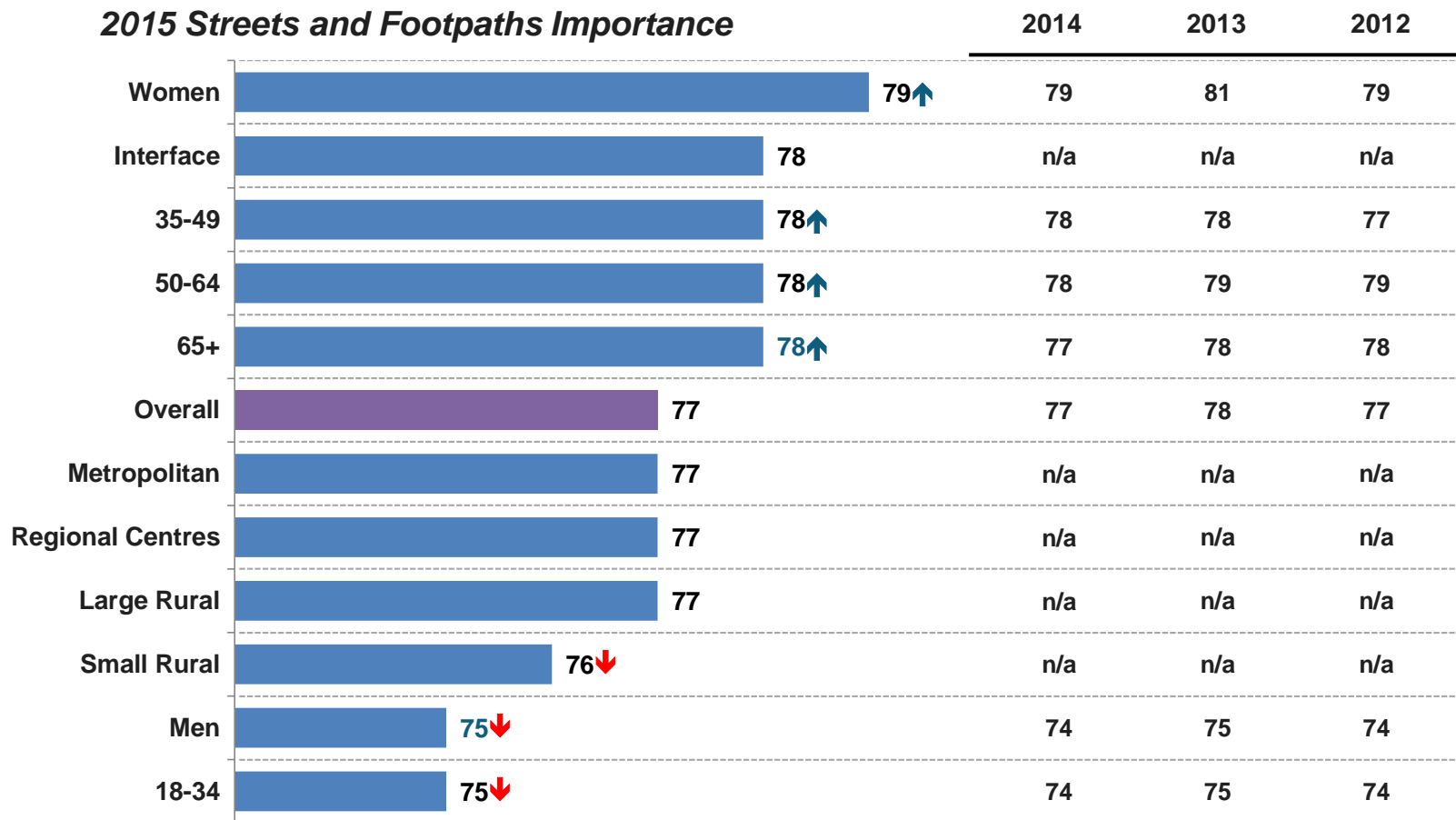
Note: Please see slide 5 for explanation about significant differences

# 2015 INFORMING THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



# 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

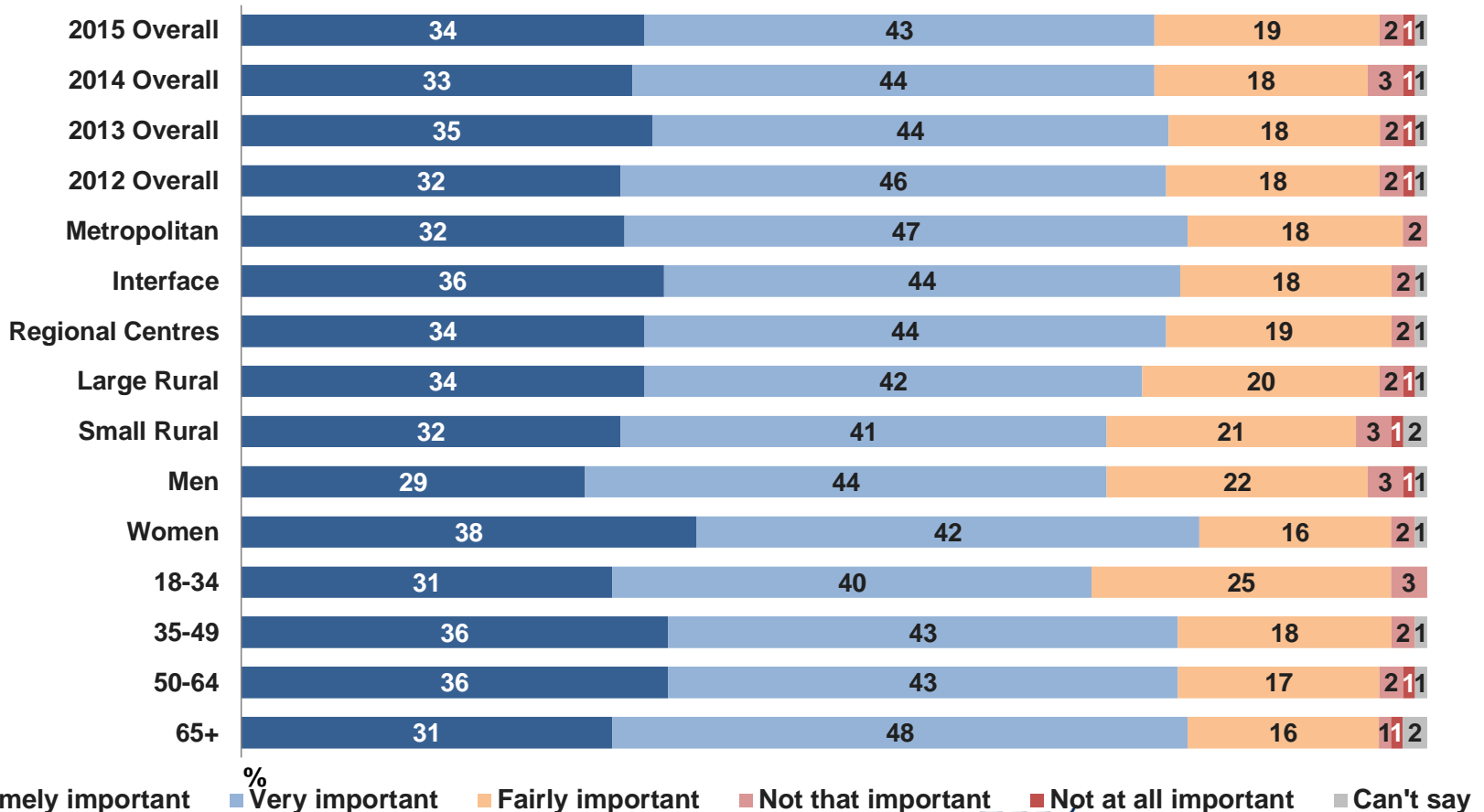
Note: Please see slide 5 for explanation about significant differences



# 2015 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

## IMPORTANCE DETAILED PERCENTAGES

### 2015 Streets and Footpaths Importance



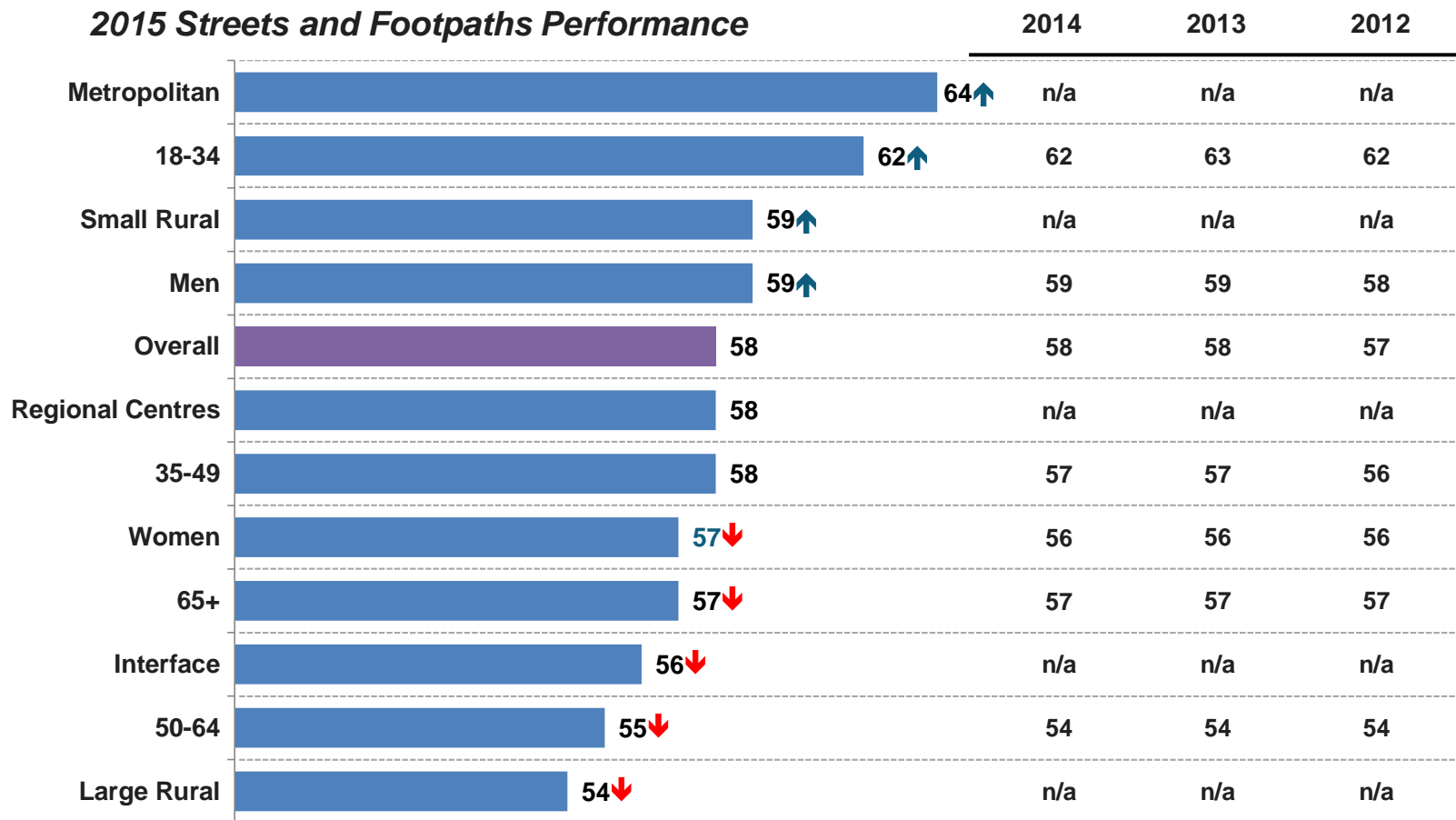
Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

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



# 2015 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

## PERFORMANCE INDEX SCORES



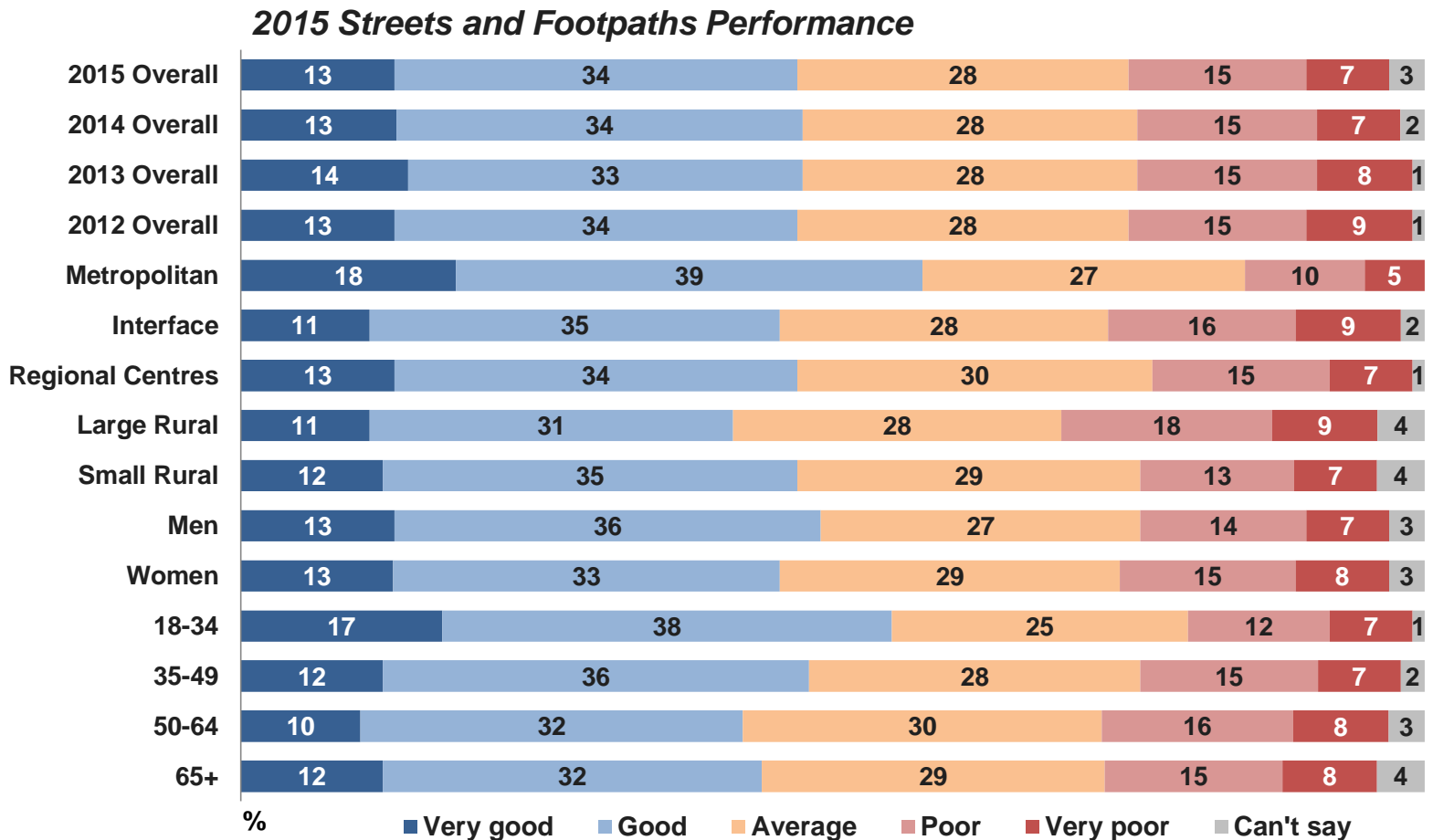
Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?

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

Note: Please see slide 5 for explanation about significant differences

# 2015 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES

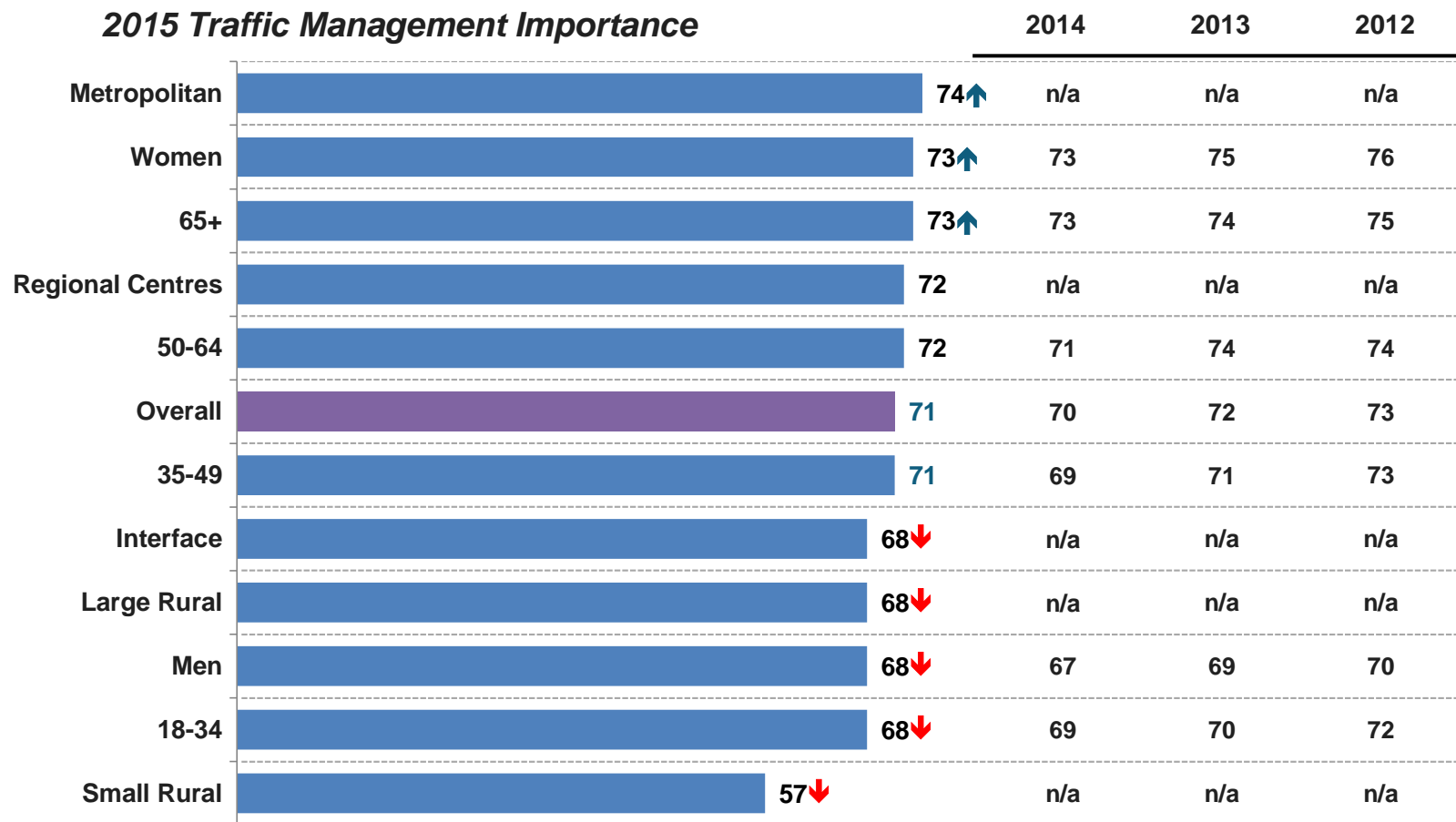


Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?

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



# 2015 TRAFFIC MANAGEMENT IMPORTANCE INDEX SCORES

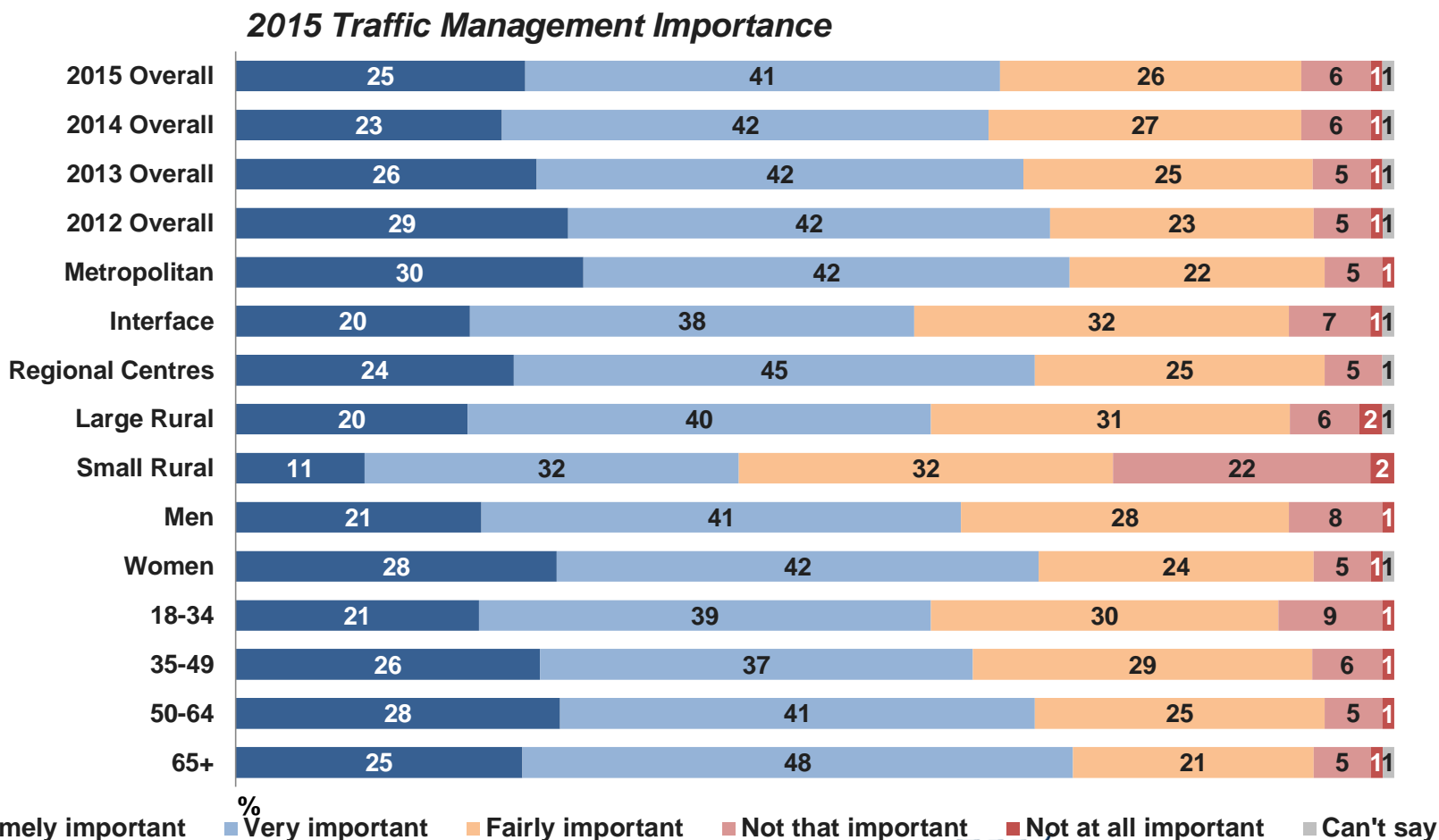


Q1. Firstly, how important should 'Traffic Management' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

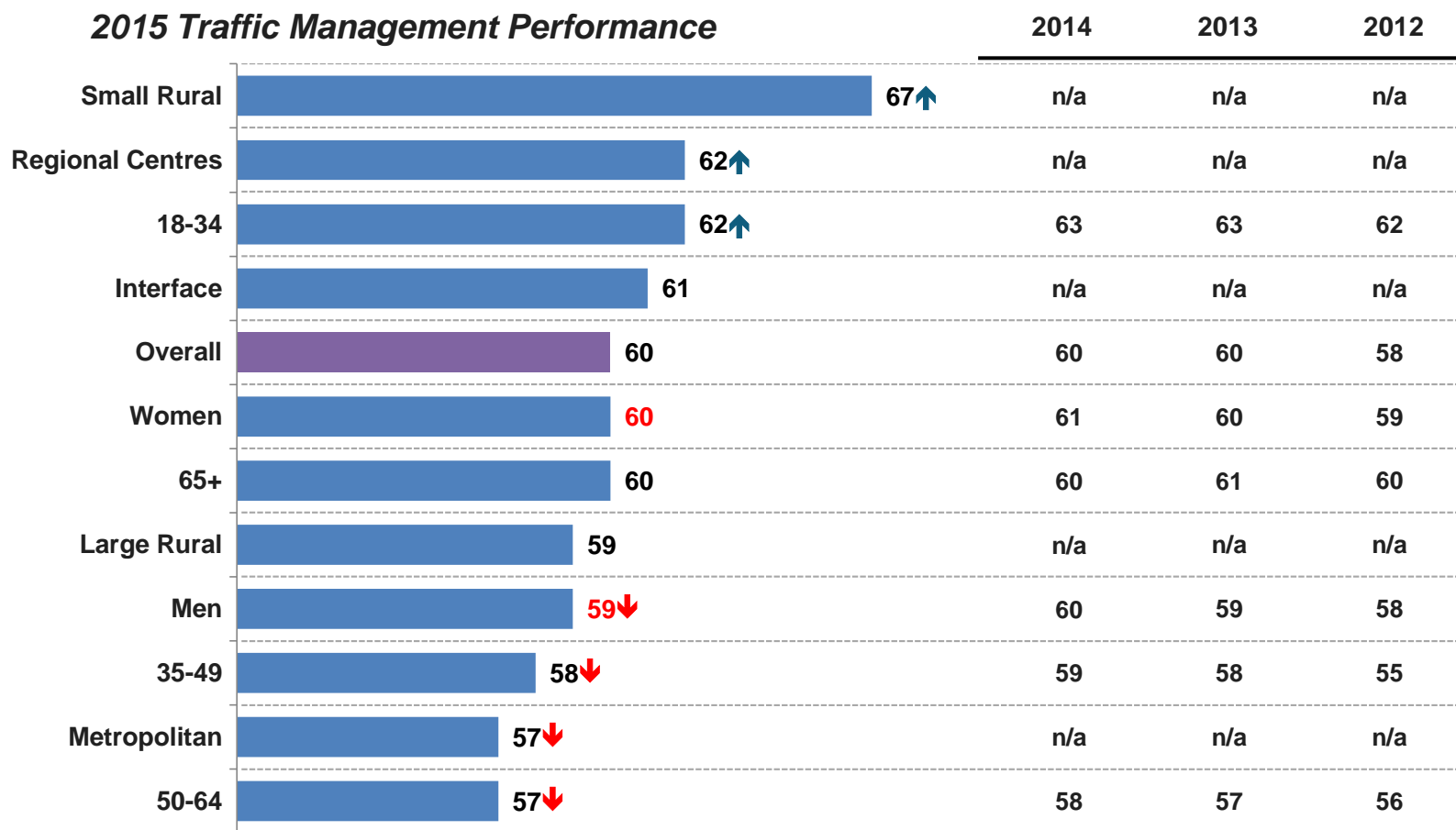
# 2015 TRAFFIC MANAGEMENT IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Traffic Management' be as a responsibility for Council?  
Base: All respondents. Councils asked State-wide: 17



# 2015 TRAFFIC MANAGEMENT PERFORMANCE INDEX SCORES



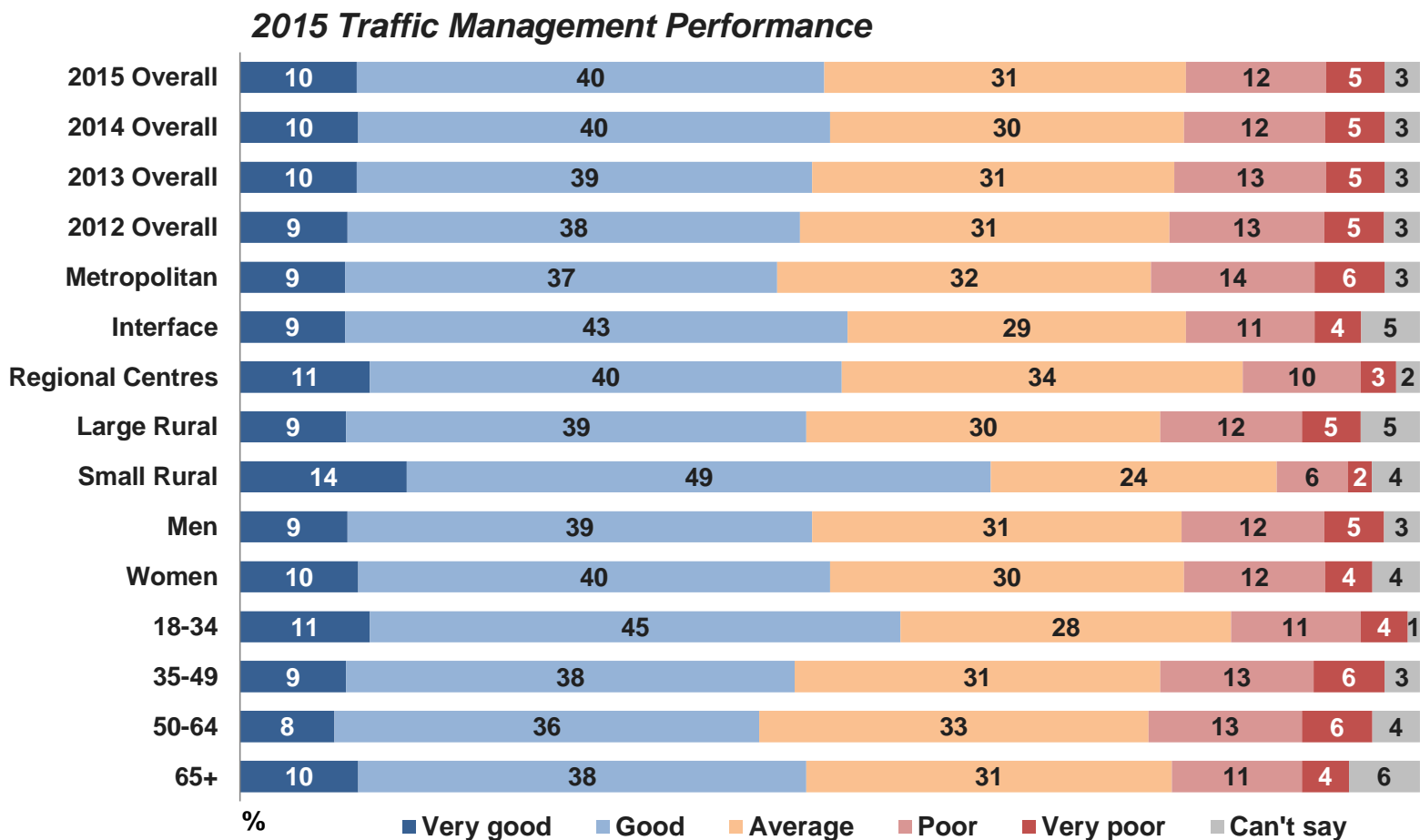
Q2. How has Council performed on 'Traffic Management' over the last 12 months?

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

Note: Please see slide 5 for explanation about significant differences

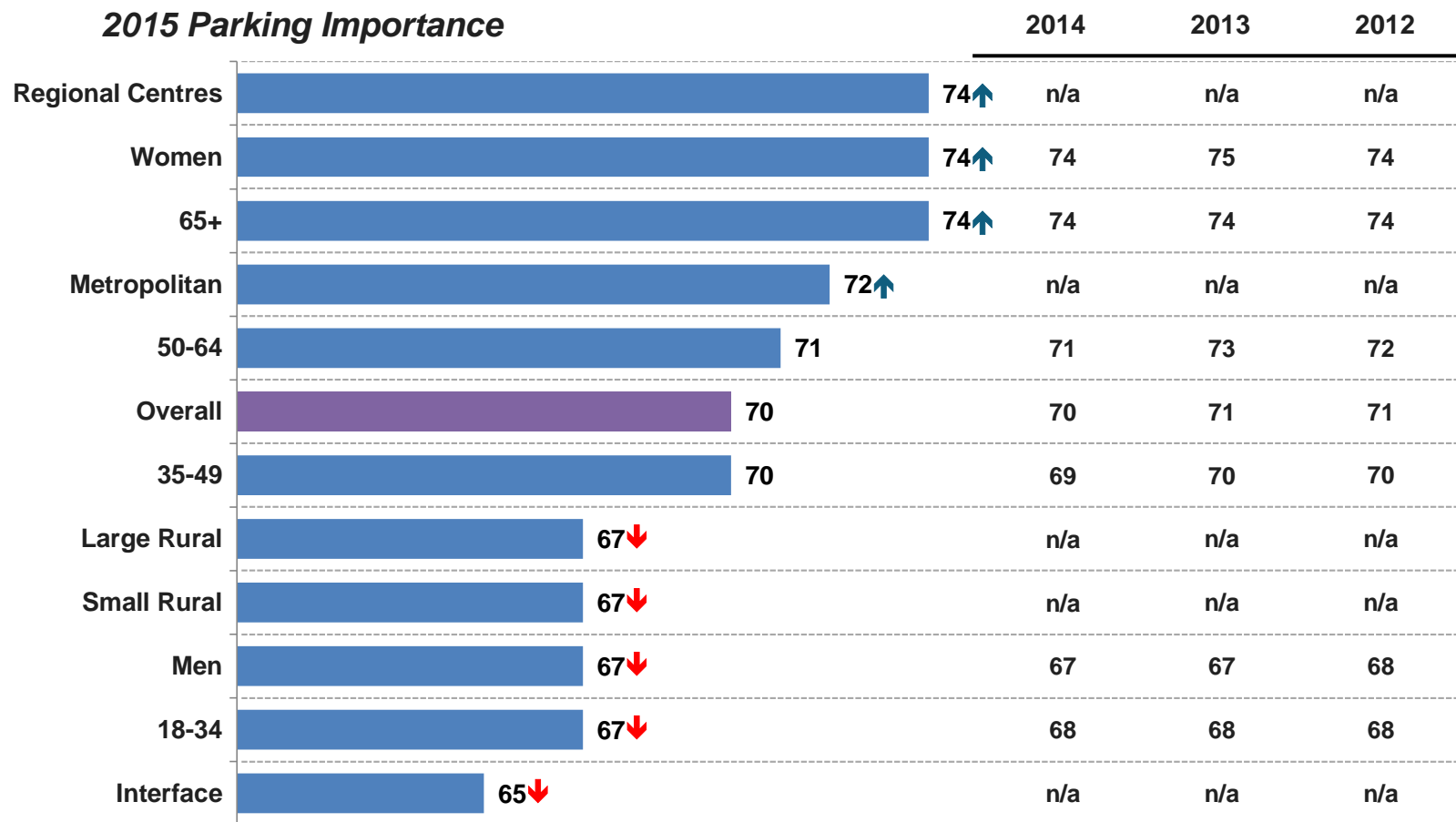


# 2015 TRAFFIC MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



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

# 2015 PARKING FACILITIES IMPORTANCE INDEX SCORES

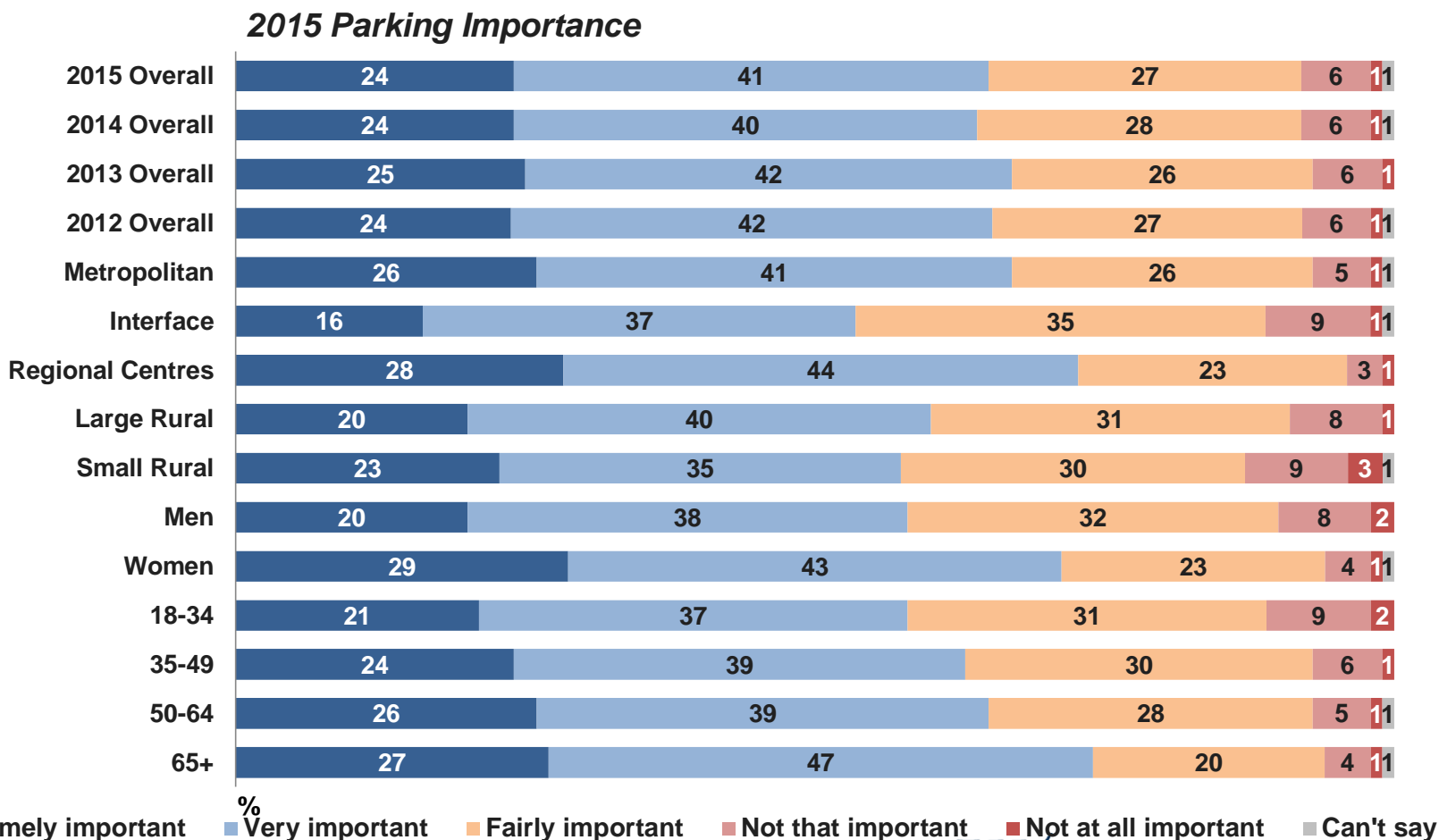


Q1. Firstly, how important should 'Parking Facilities' be as a responsibility for Council?

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

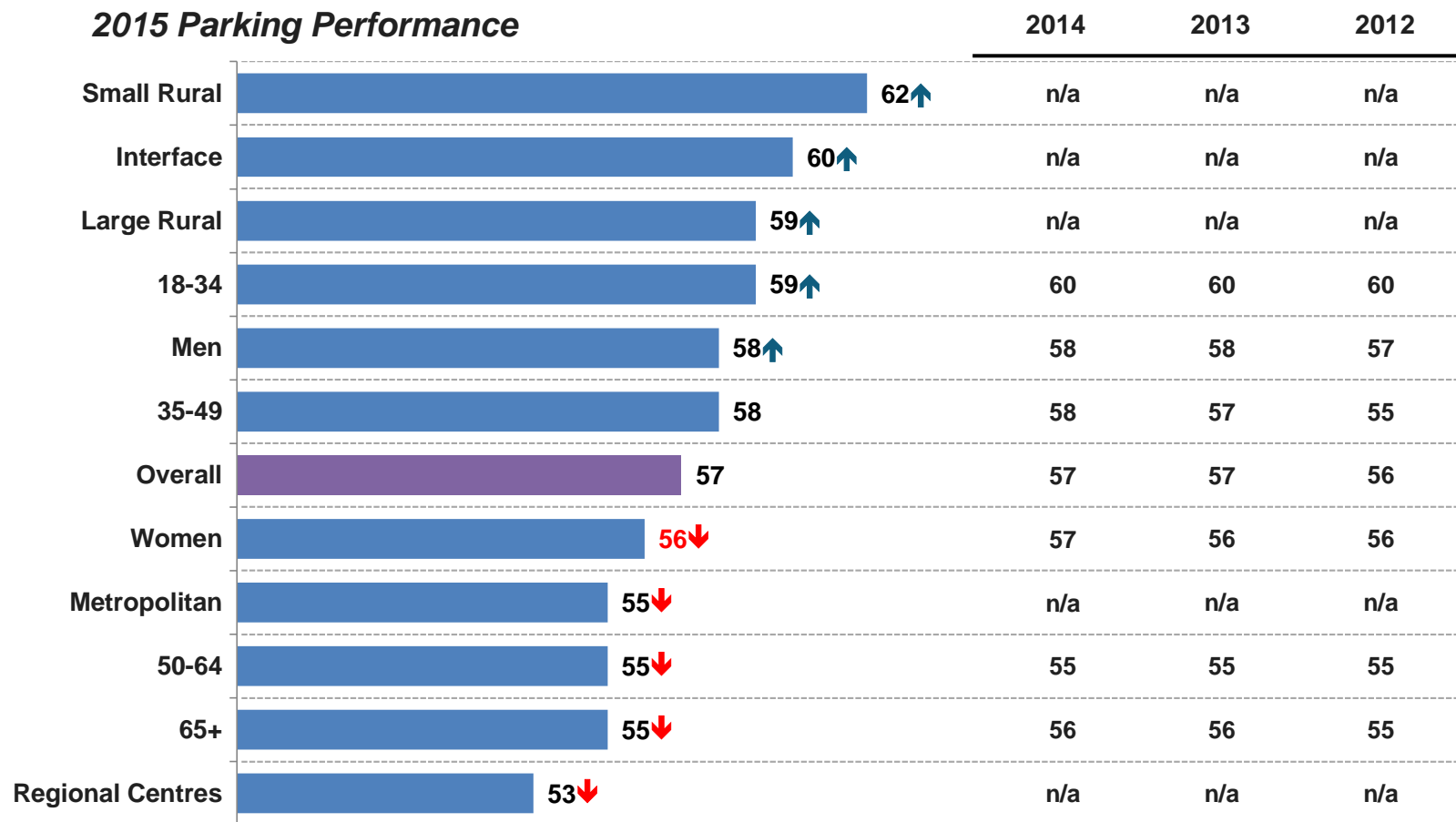
Note: Please see slide 5 for explanation about significant differences

# 2015 PARKING FACILITIES IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Parking Facilities' be as a responsibility for Council?  
Base: All respondents. Councils asked State-wide: 22

# 2015 PARKING FACILITIES PERFORMANCE INDEX SCORES

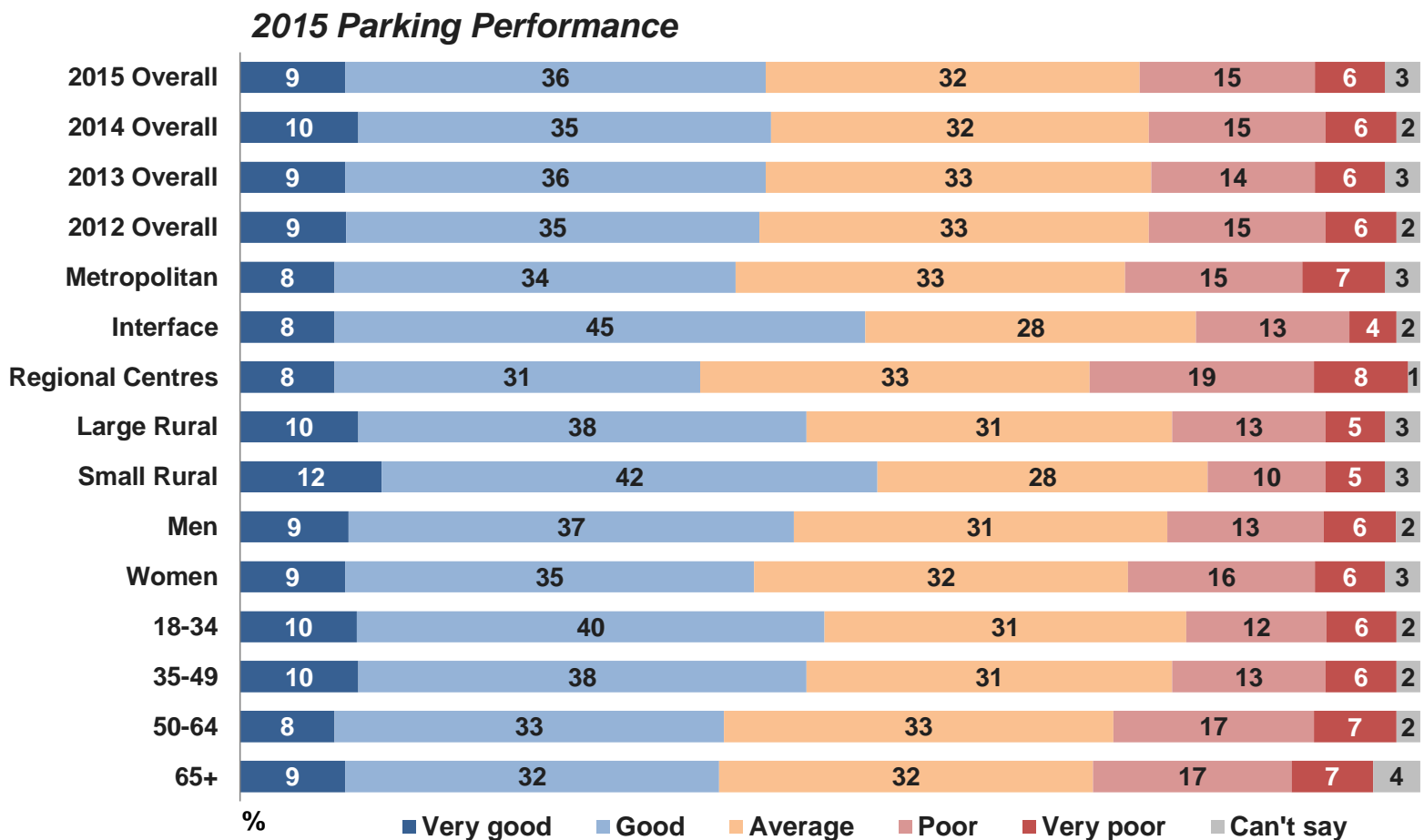


Q2. How has Council performed on 'Parking Facilities' over the last 12 months?

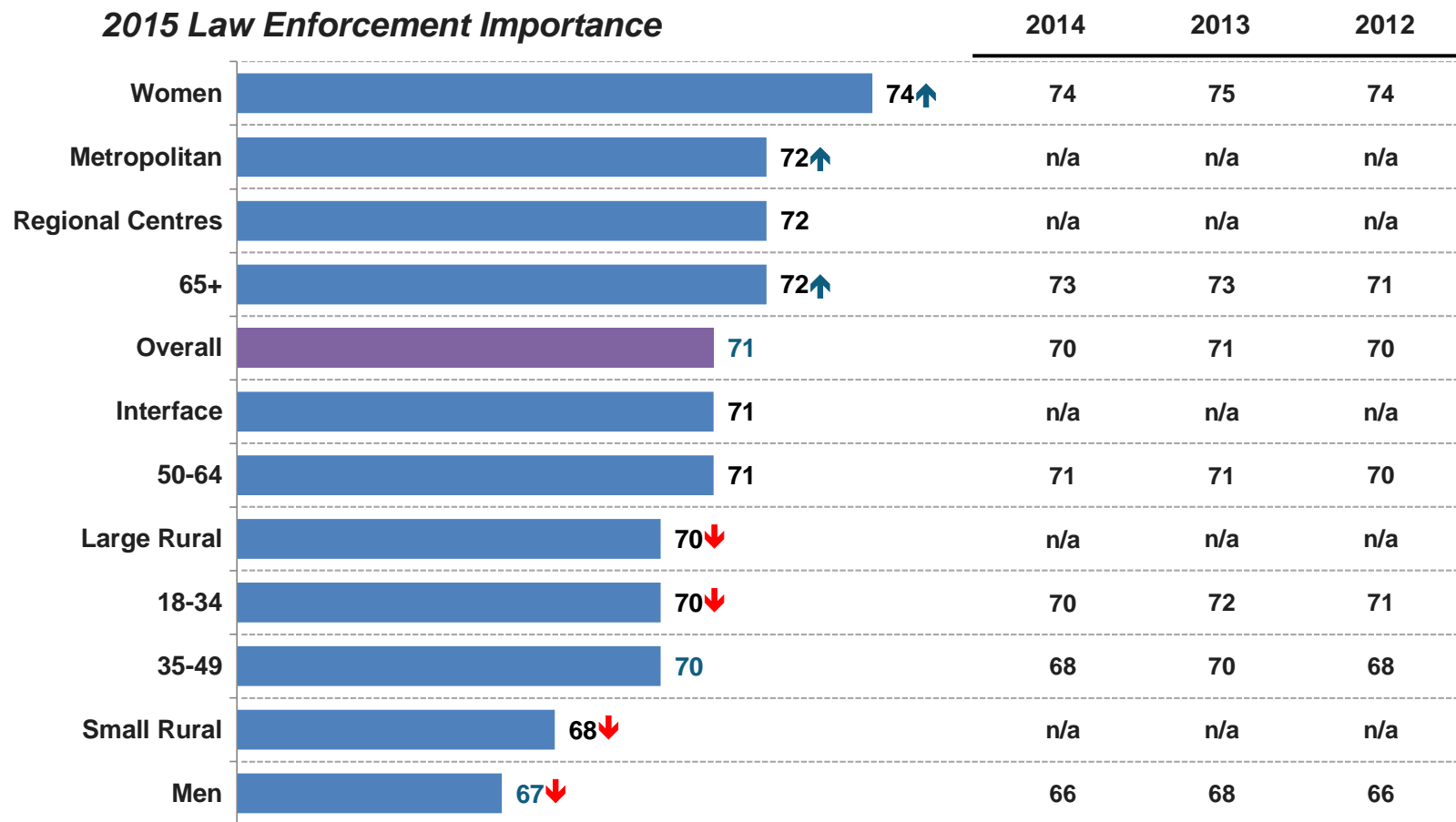
Base: All respondents. Councils asked State-wide: 28

Note: Please see slide 5 for explanation about significant differences

# 2015 PARKING FACILITIES PERFORMANCE DETAILED PERCENTAGES



# 2015 ENFORCEMENT OF LOCAL LAWS IMPORTANCE INDEX SCORES



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

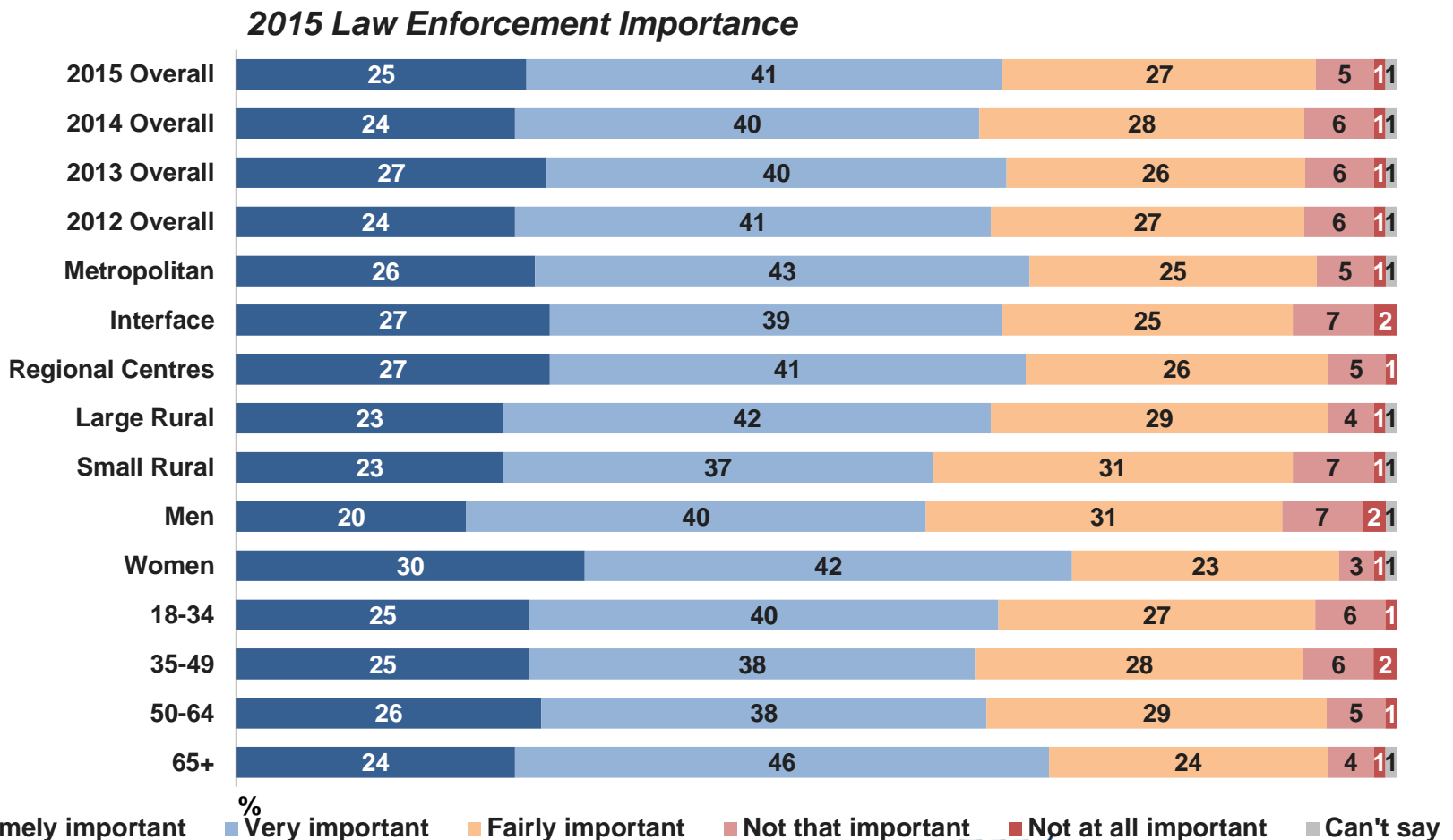
Base: All respondents. Councils asked State-wide: 25

Note: Please see slide 5 for explanation about significant differences

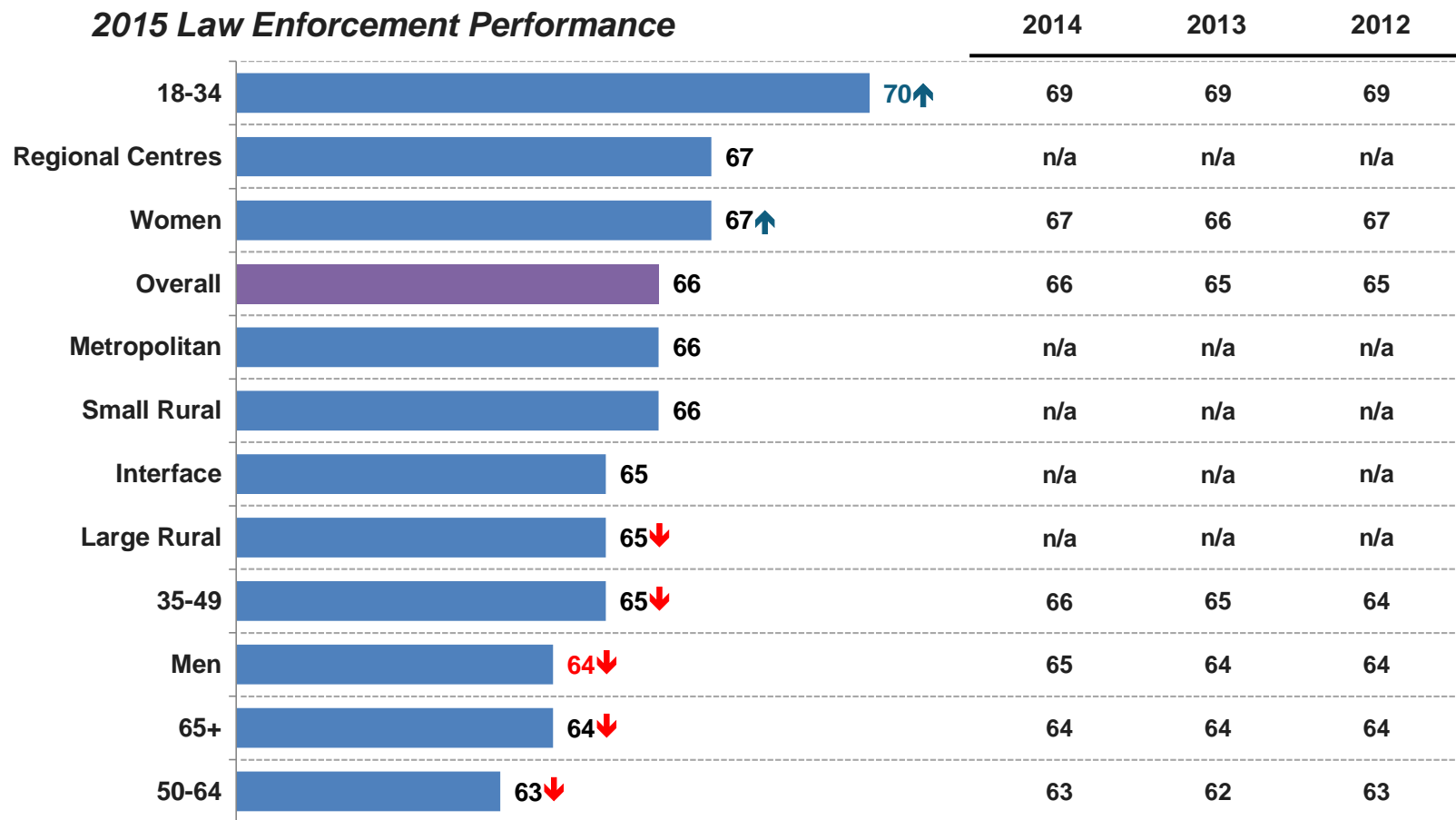


# 2015 ENFORCEMENT OF LOCAL LAWS

## IMPORTANCE DETAILED PERCENTAGES



# 2015 ENFORCEMENT OF LOCAL LAWS PERFORMANCE INDEX SCORES



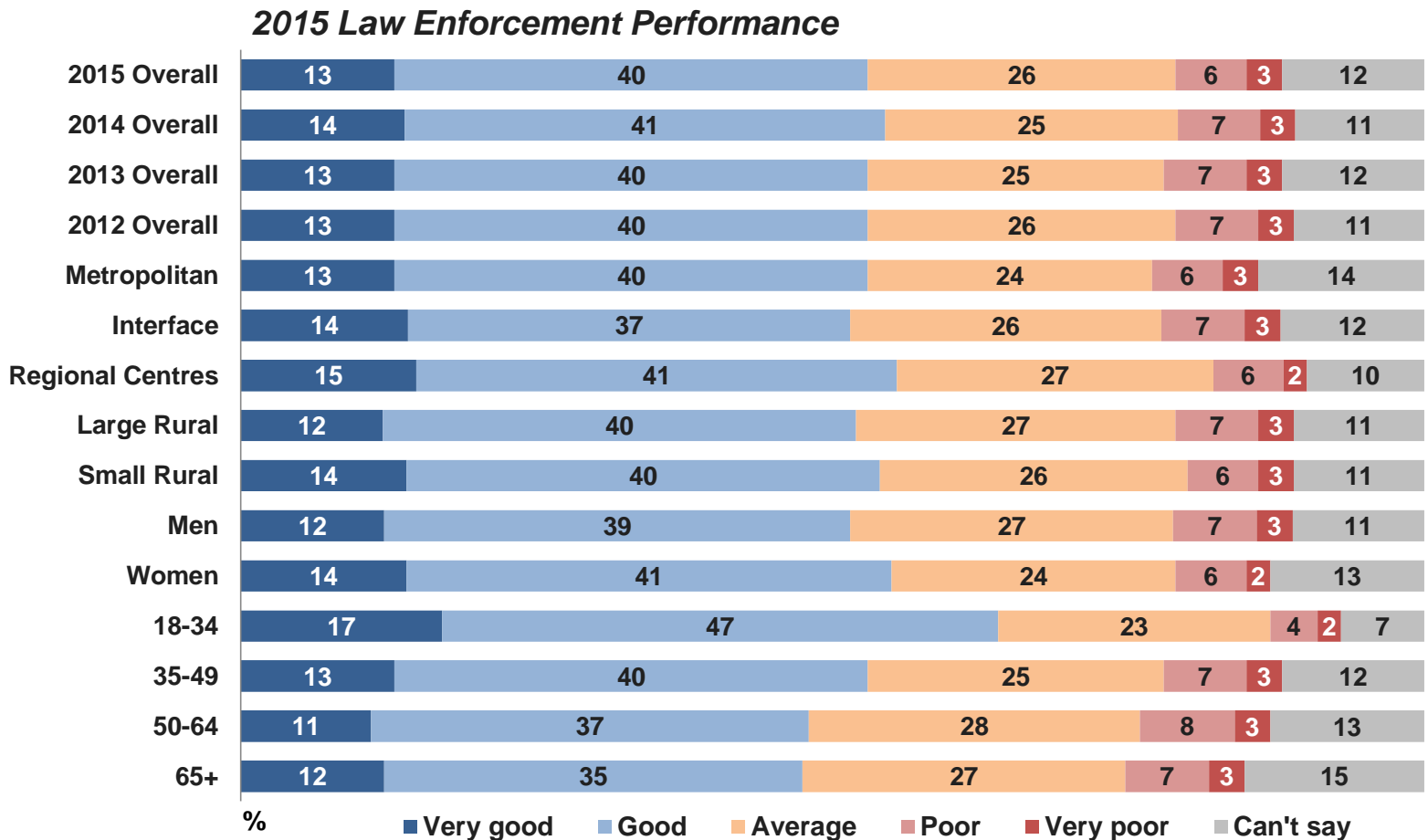
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?

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

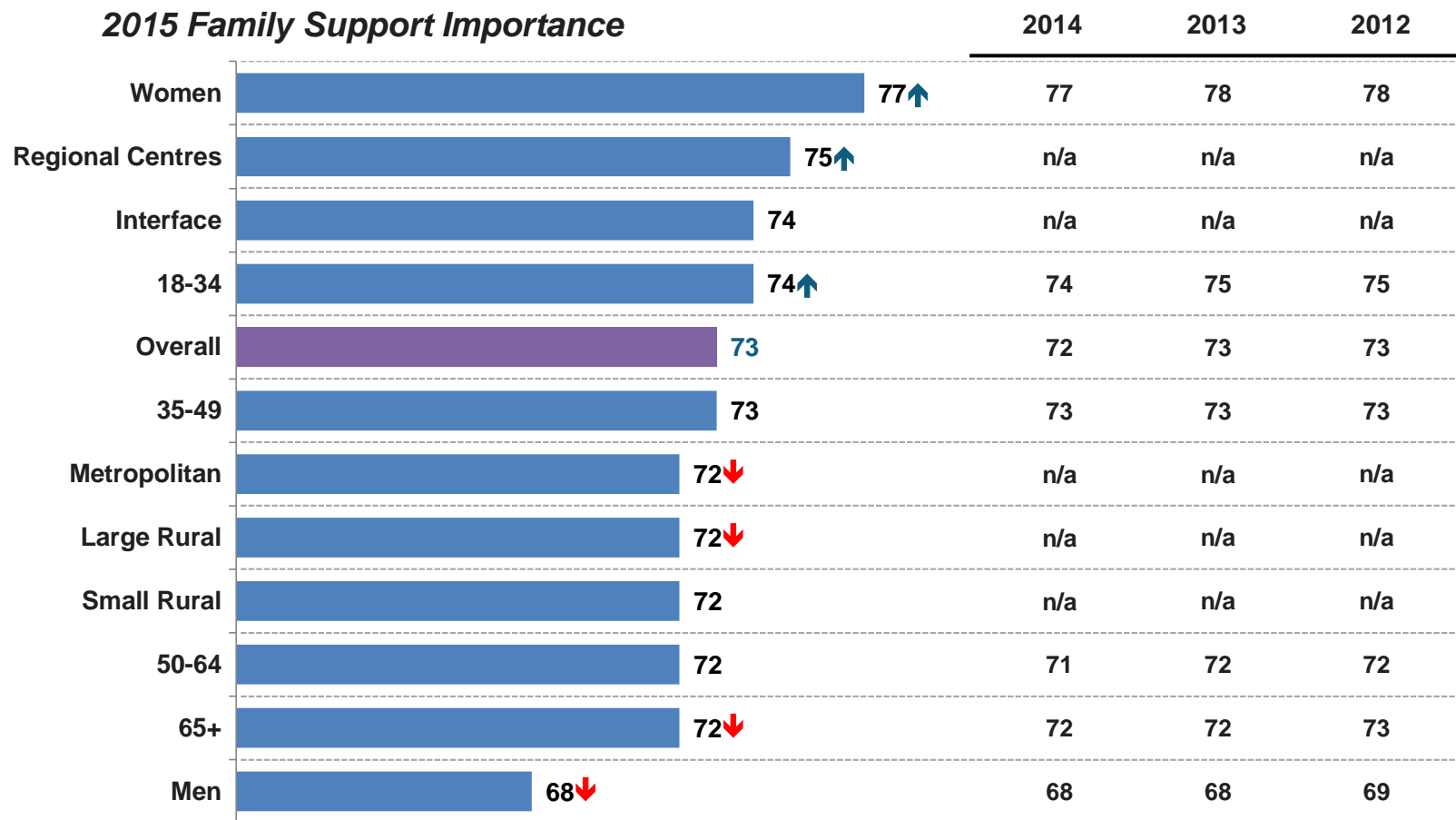
Note: Please see slide 5 for explanation about significant differences

# 2015 ENFORCEMENT OF LOCAL LAWS

## PERFORMANCE DETAILED PERCENTAGES



# 2015 FAMILY SUPPORT SERVICES IMPORTANCE INDEX SCORES

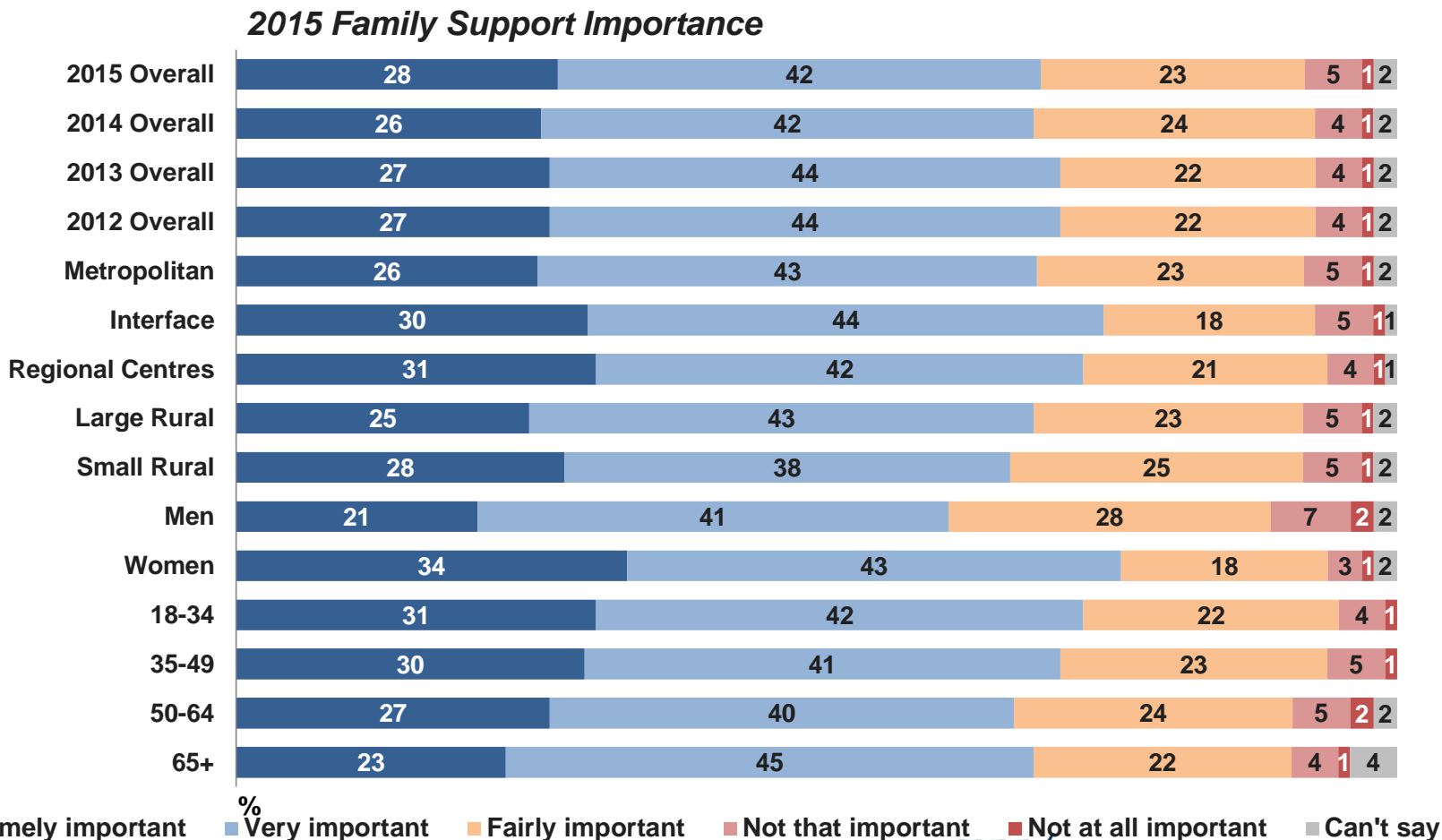


Q1. Firstly, how important should 'Family Support Services' be as a responsibility for Council?

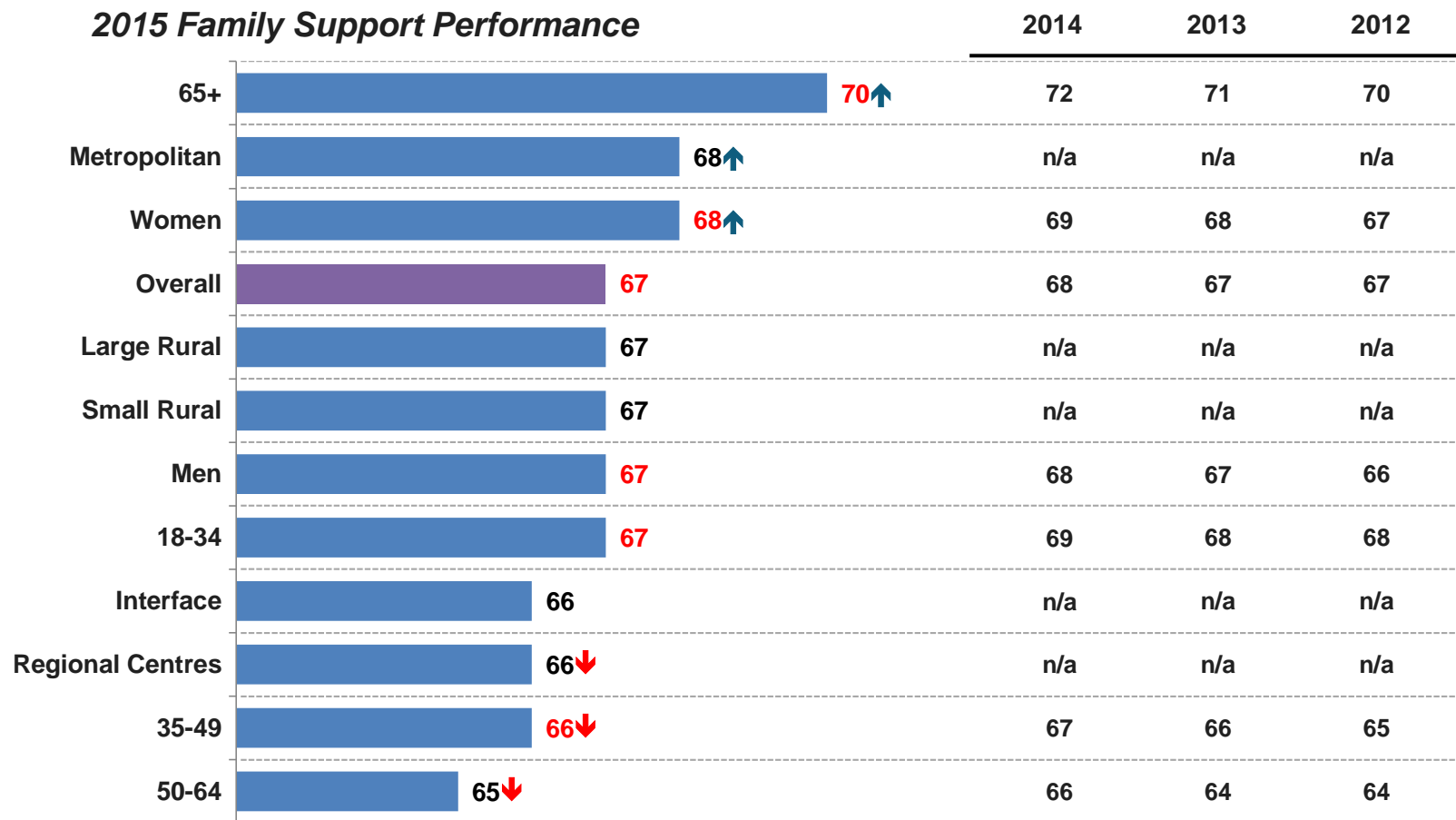
Base: All respondents. Councils asked State-wide: 27

Note: Please see slide 5 for explanation about significant differences

# 2015 FAMILY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES



# 2015 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES



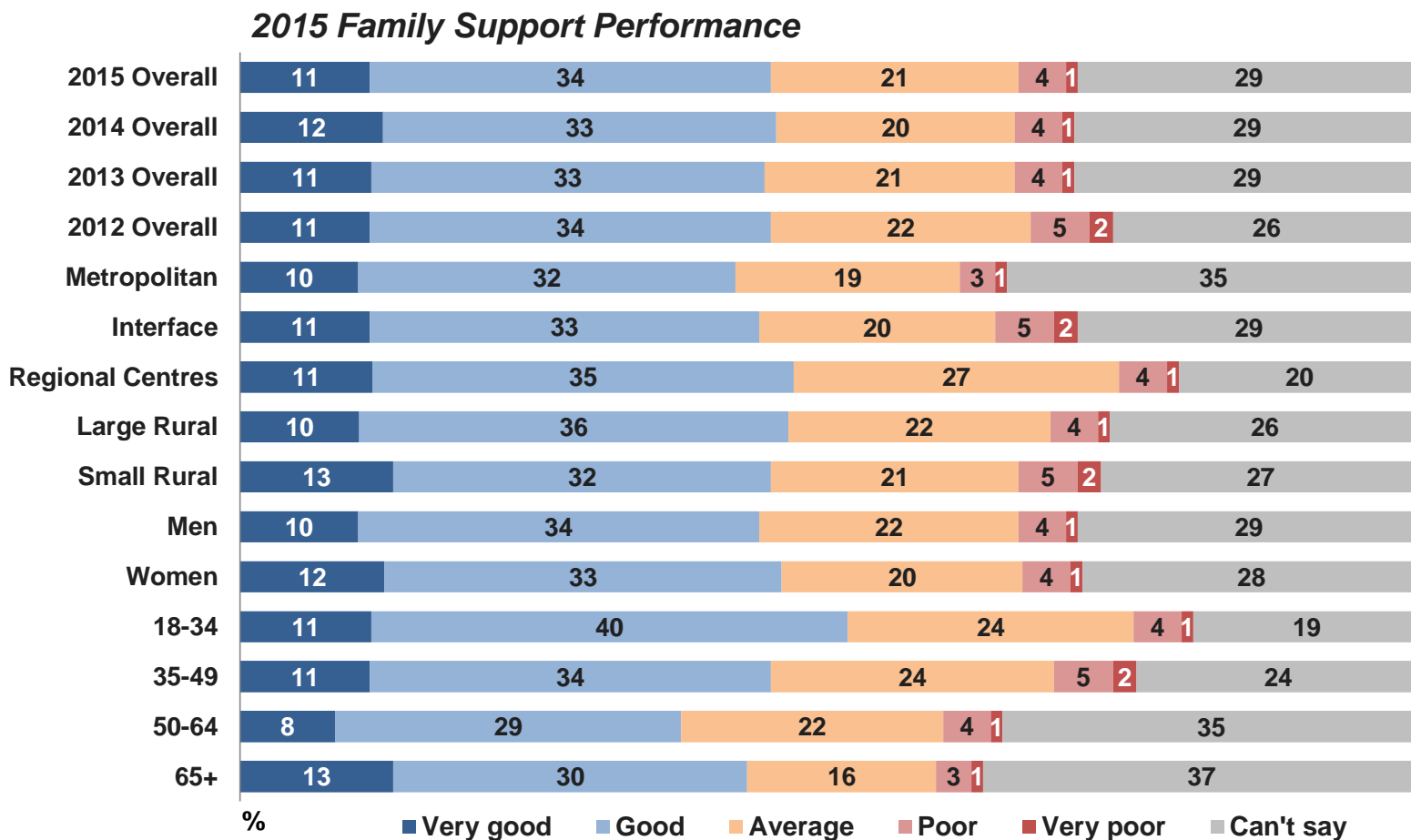
Q2. How has Council performed on 'Family Support Services' over the last 12 months?

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

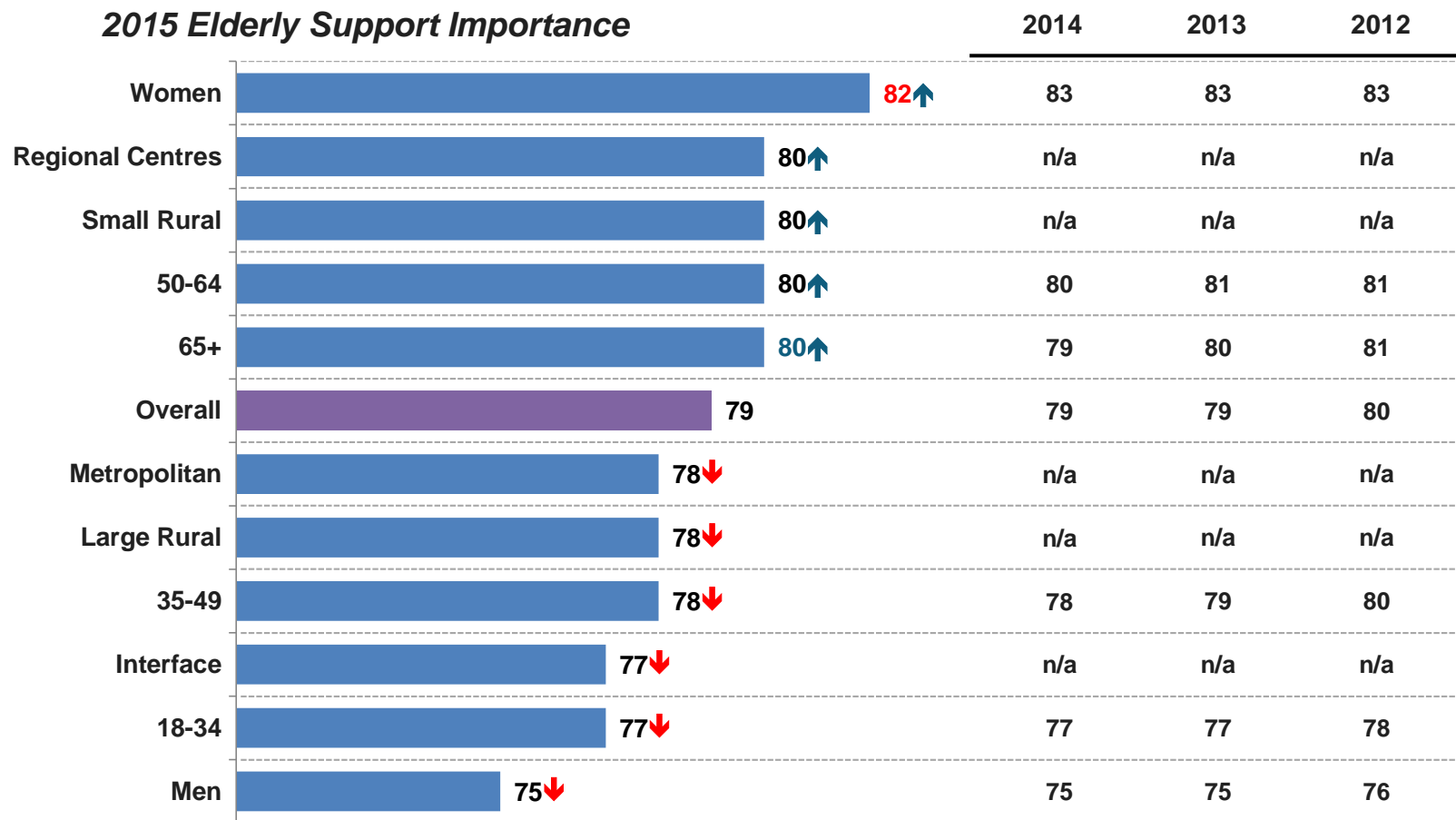
Note: Please see slide 5 for explanation about significant differences



# 2015 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES



# 2015 ELDERLY SUPPORT SERVICES IMPORTANCE INDEX SCORES

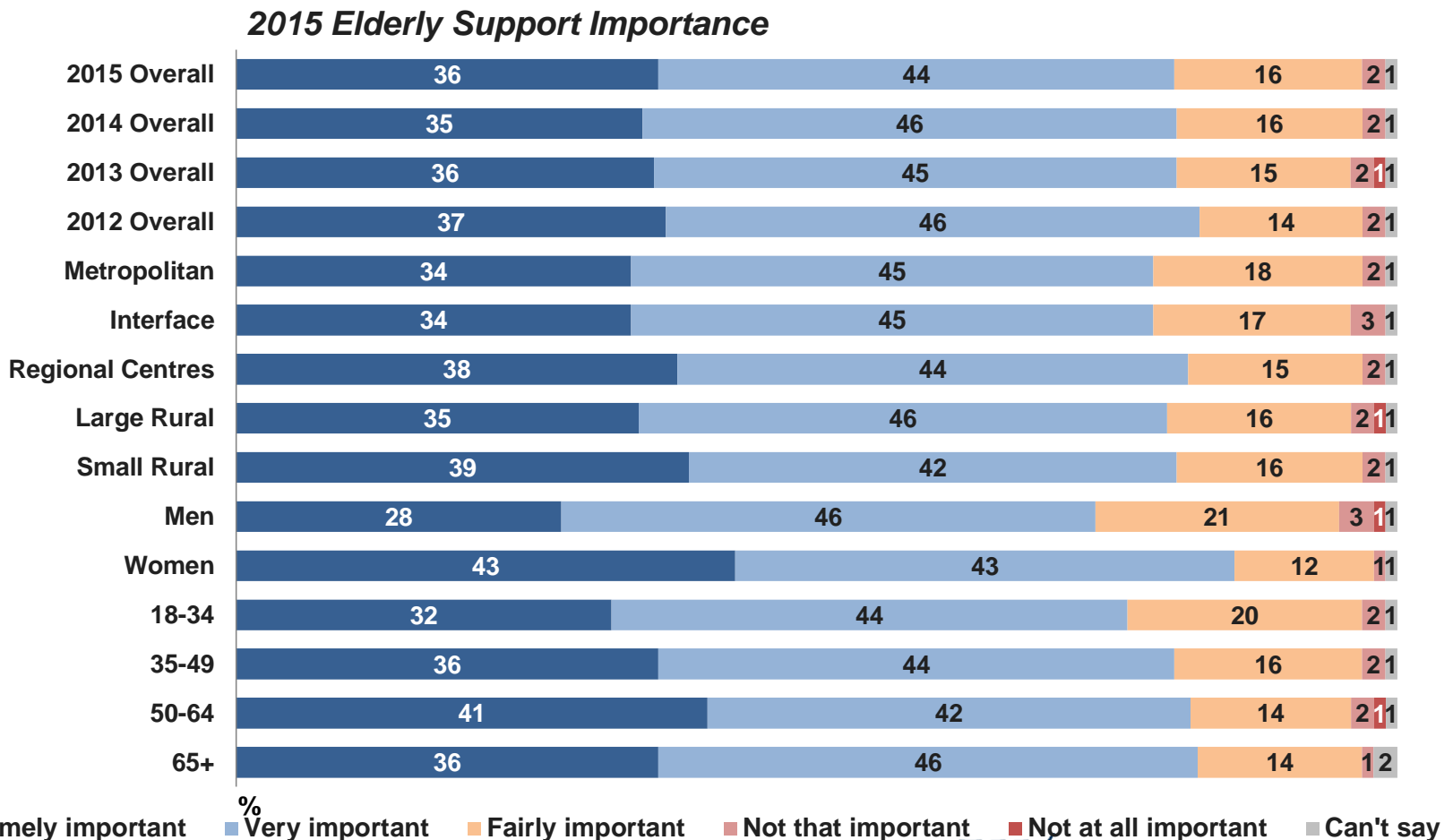


Q1. Firstly, how important should 'Elderly Support Services' be as a responsibility for Council?

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

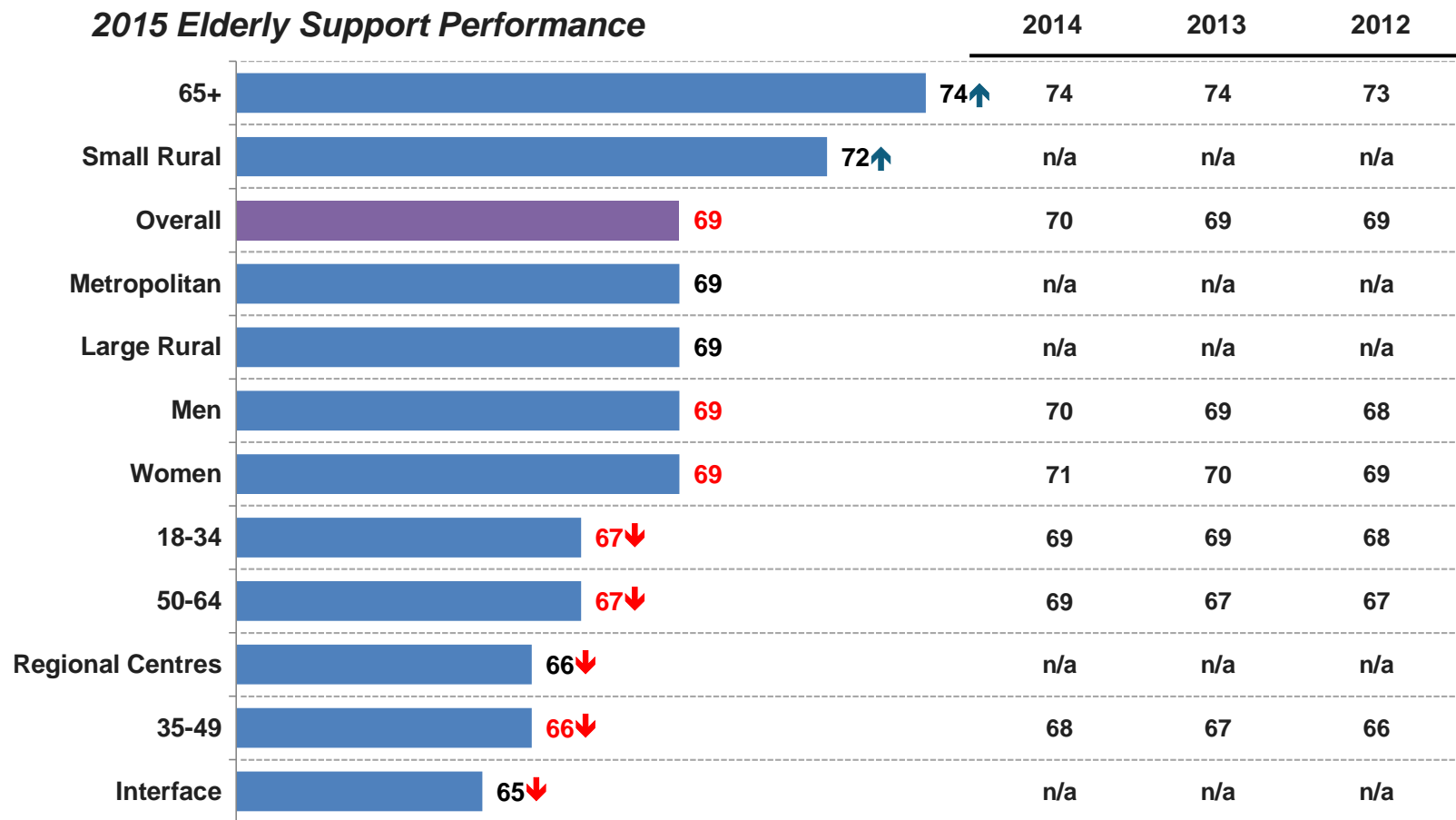
Note: Please see slide 5 for explanation about significant differences

# 2015 ELDERLY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES



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

# 2015 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES

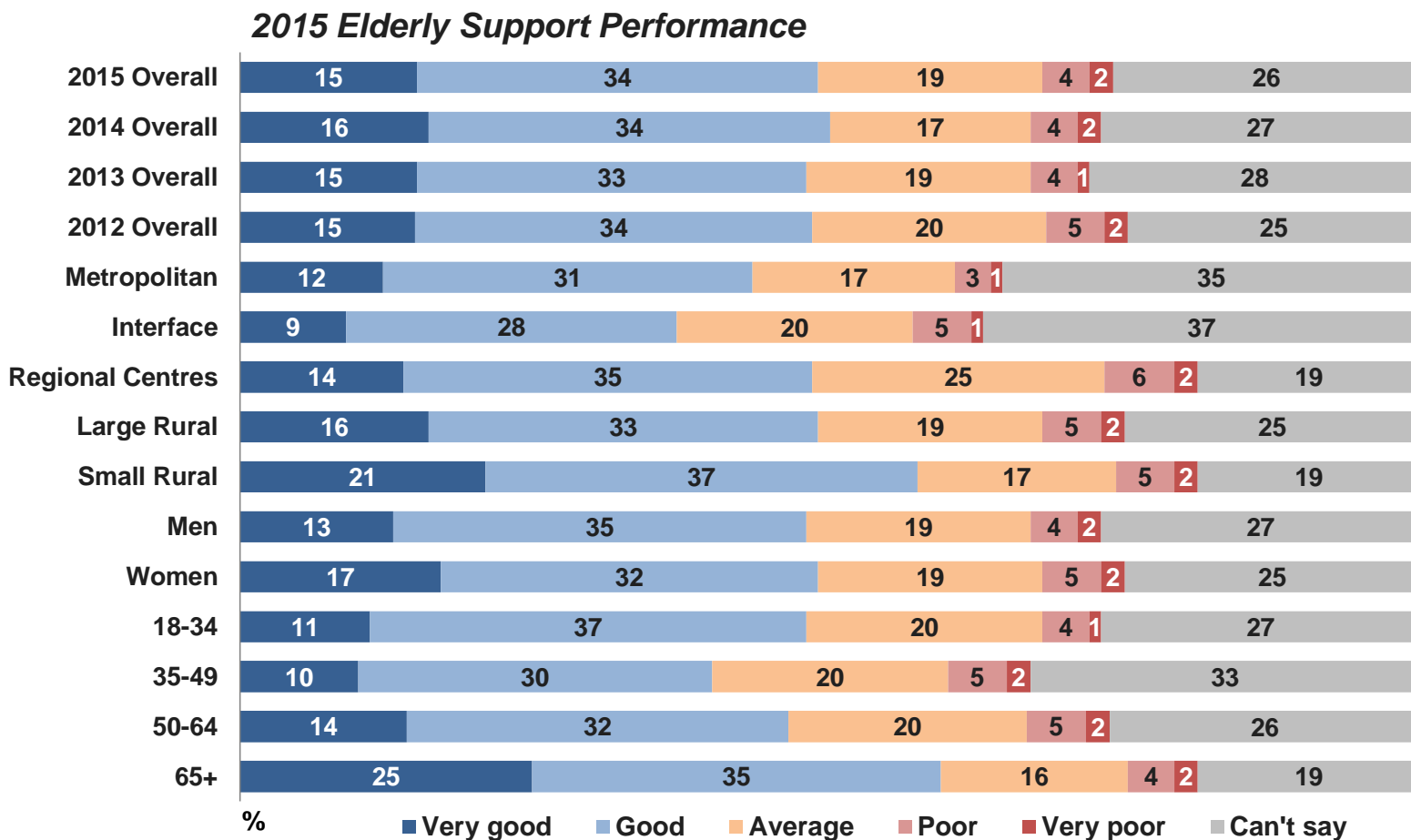


Q2. How has Council performed on 'Elderly Support Services' over the last 12 months?

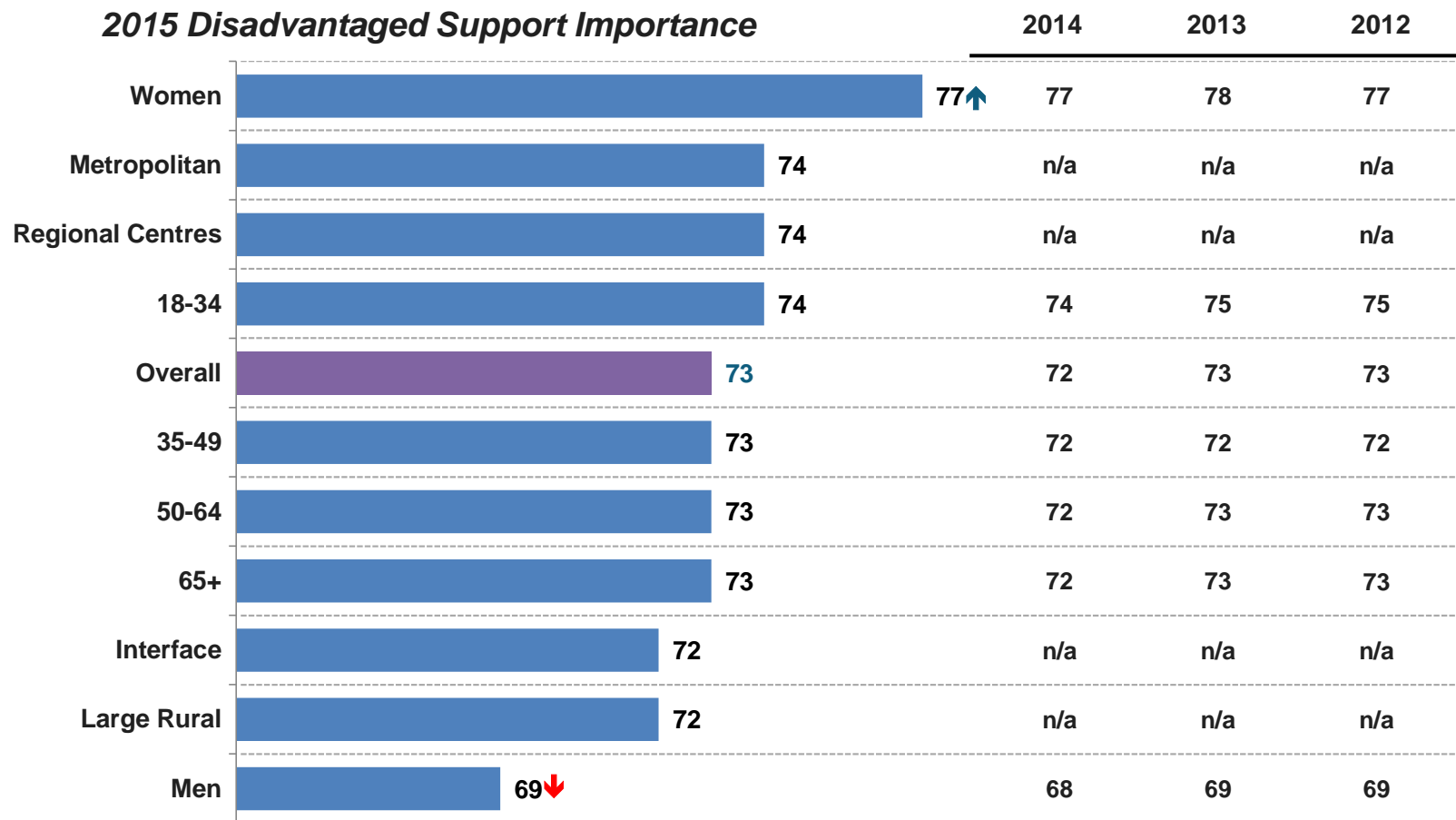
Base: All respondents. Councils asked State-wide: 40

Note: Please see slide 5 for explanation about significant differences

# 2015 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES



# 2015 DISADVANTAGED SUPPORT SERVICES IMPORTANCE INDEX SCORES



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

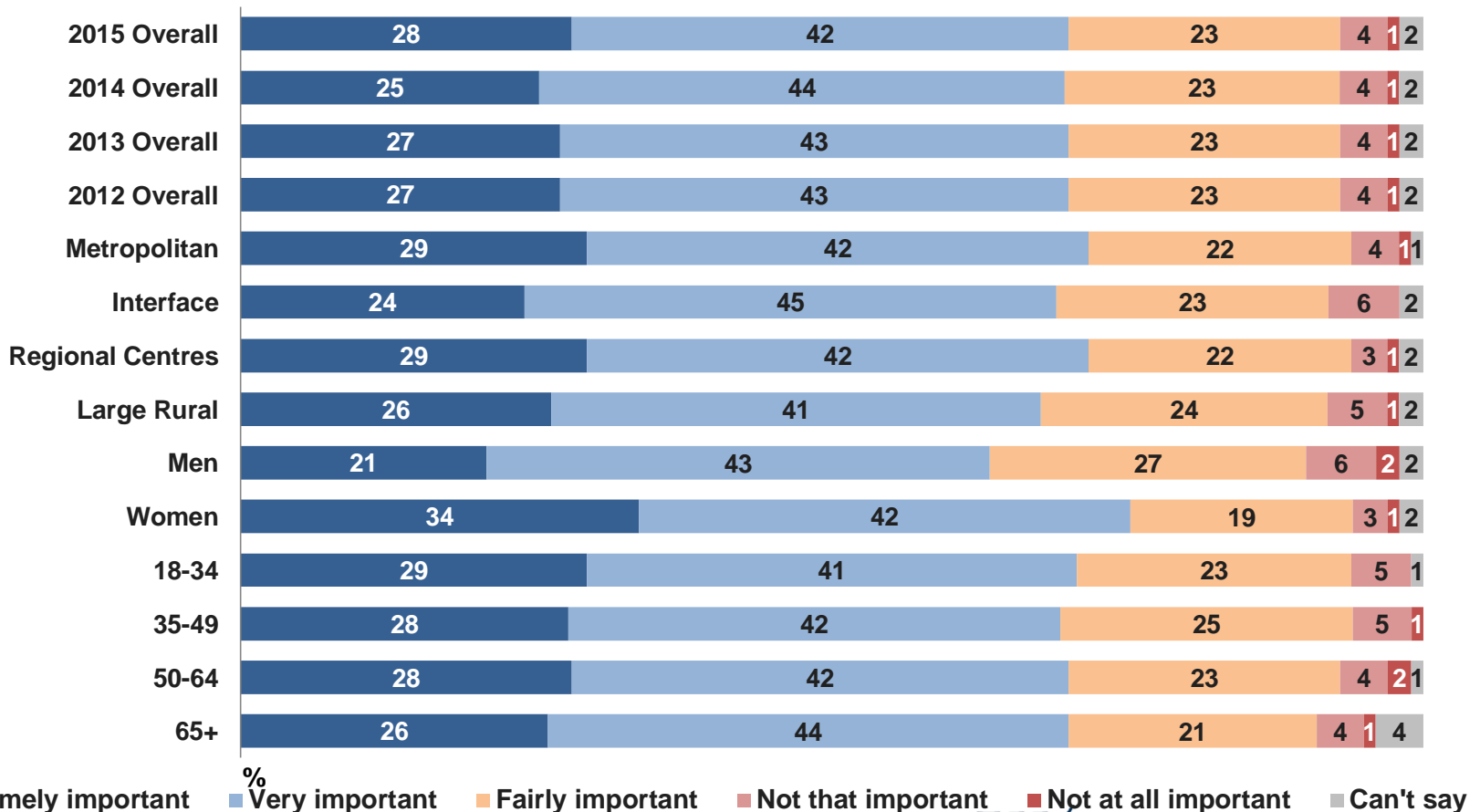
Base: All respondents. Councils asked State-wide: 13

Note: Please see slide 5 for explanation about significant differences



# 2015 DISADVANTAGED SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES

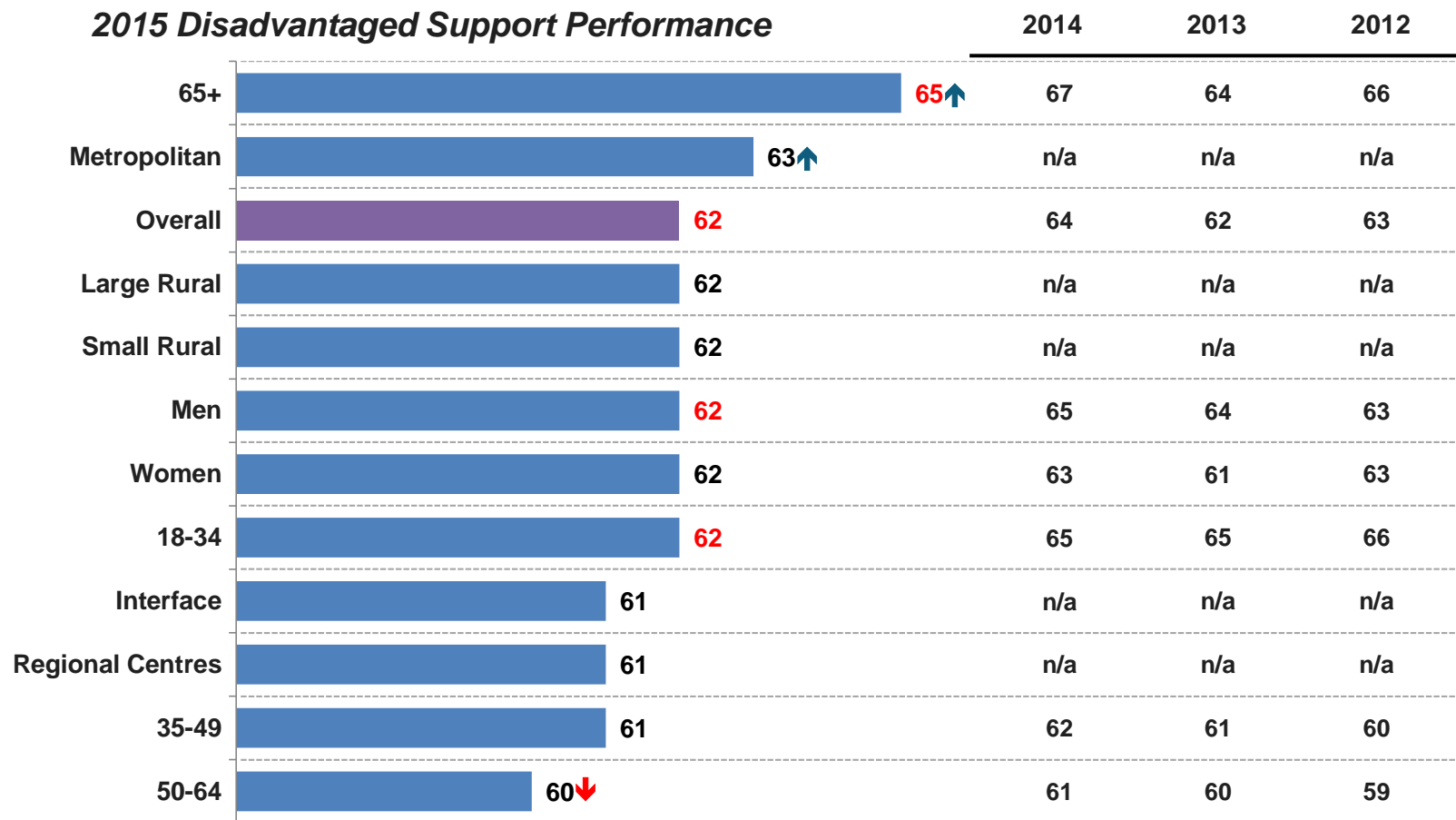
## 2015 Disadvantaged Support Importance



Q1. Firstly, how important should 'Disadvantaged Support Services' be as a responsibility for Council?  
Base: All respondents. Councils asked State-wide: 13



# 2015 DISADVANTAGED SUPPORT SERVICES PERFORMANCE INDEX SCORES

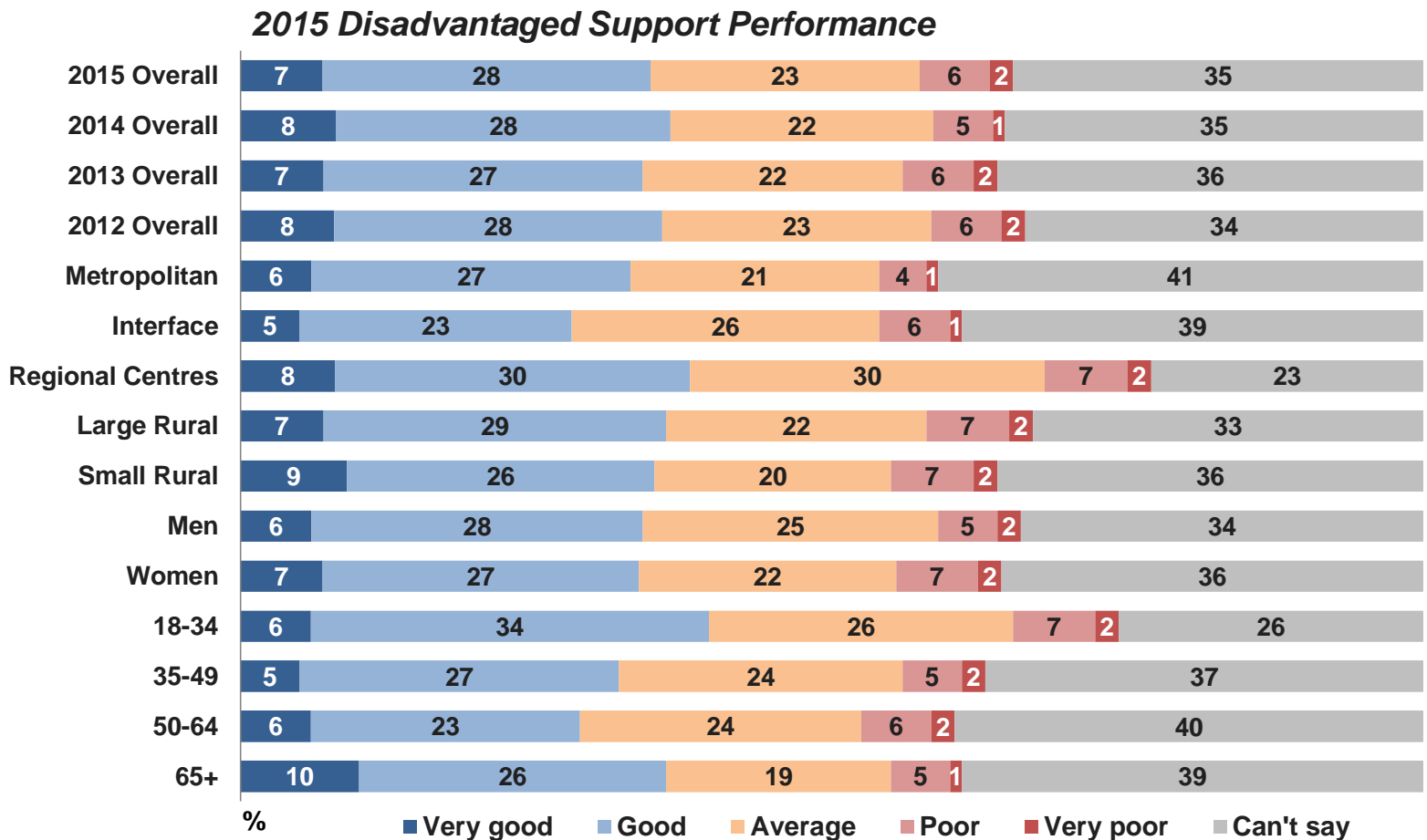


Q2. How has Council performed on 'Disadvantaged Support Services' over the last 12 months?

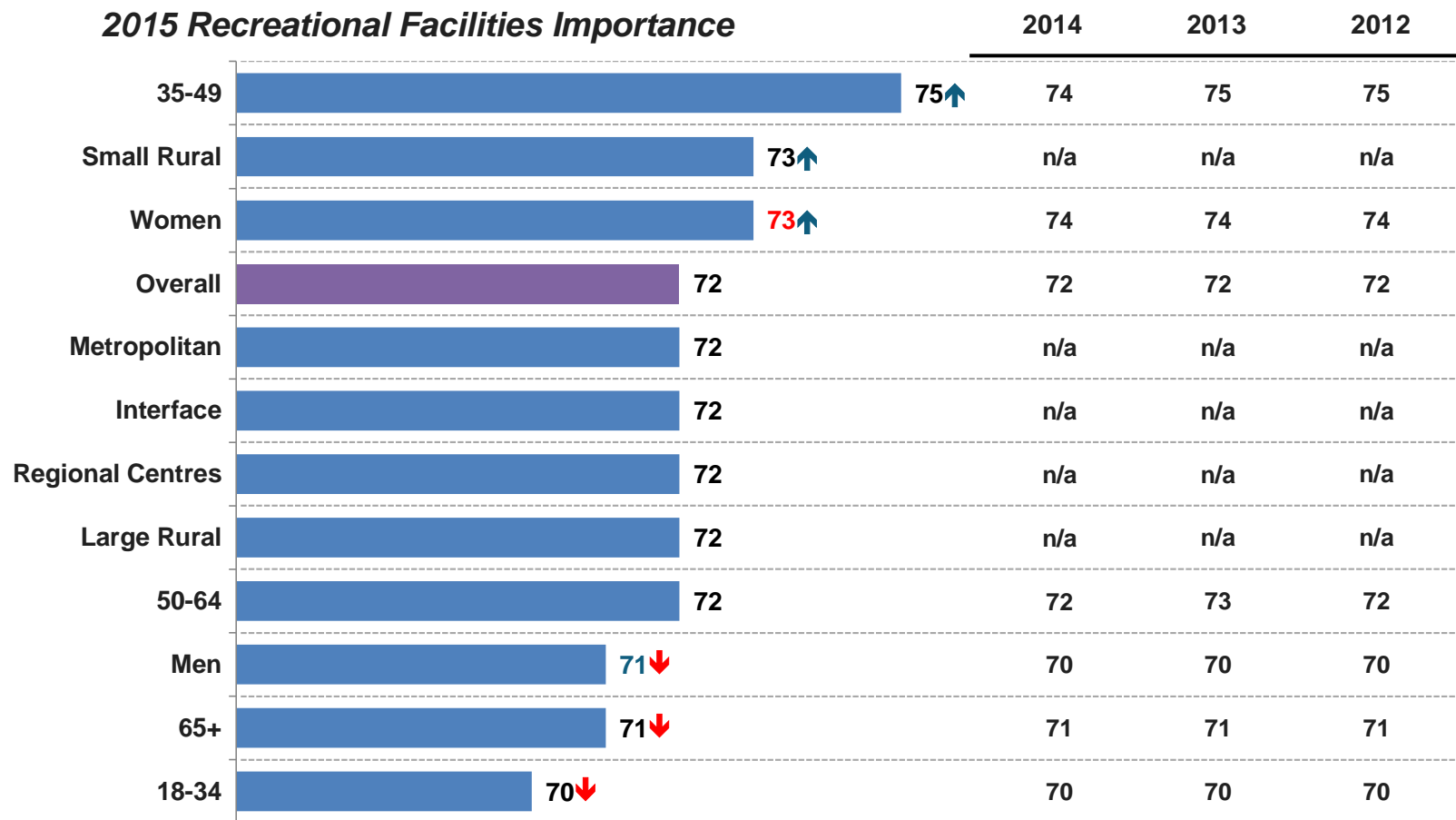
Base: All respondents. Councils asked State-wide: 17

Note: Please see slide 5 for explanation about significant differences

# 2015 DISADVANTAGED SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES



# 2015 RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES

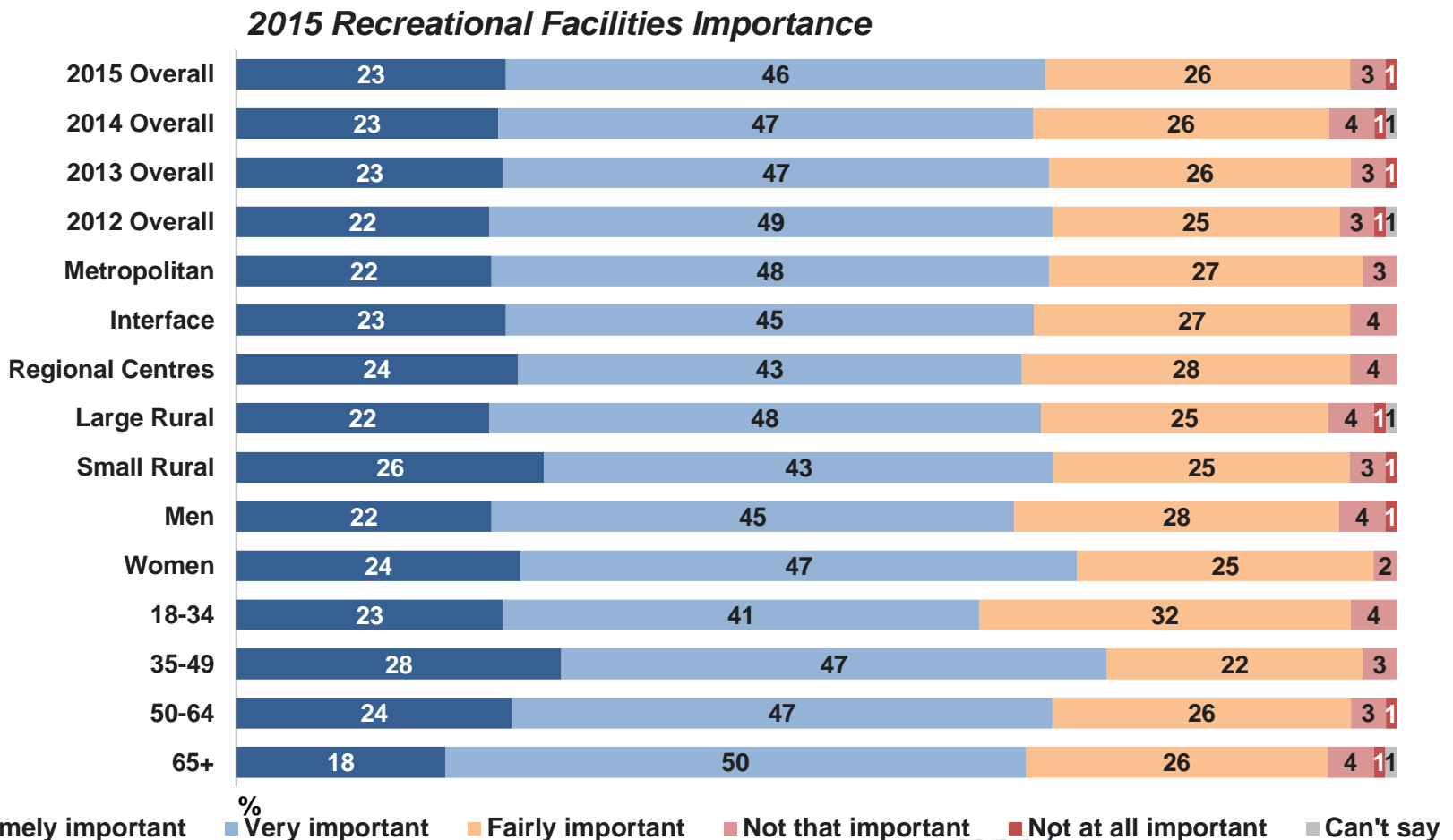


Q1. Firstly, how important should 'Recreational Facilities' be as a responsibility for Council?

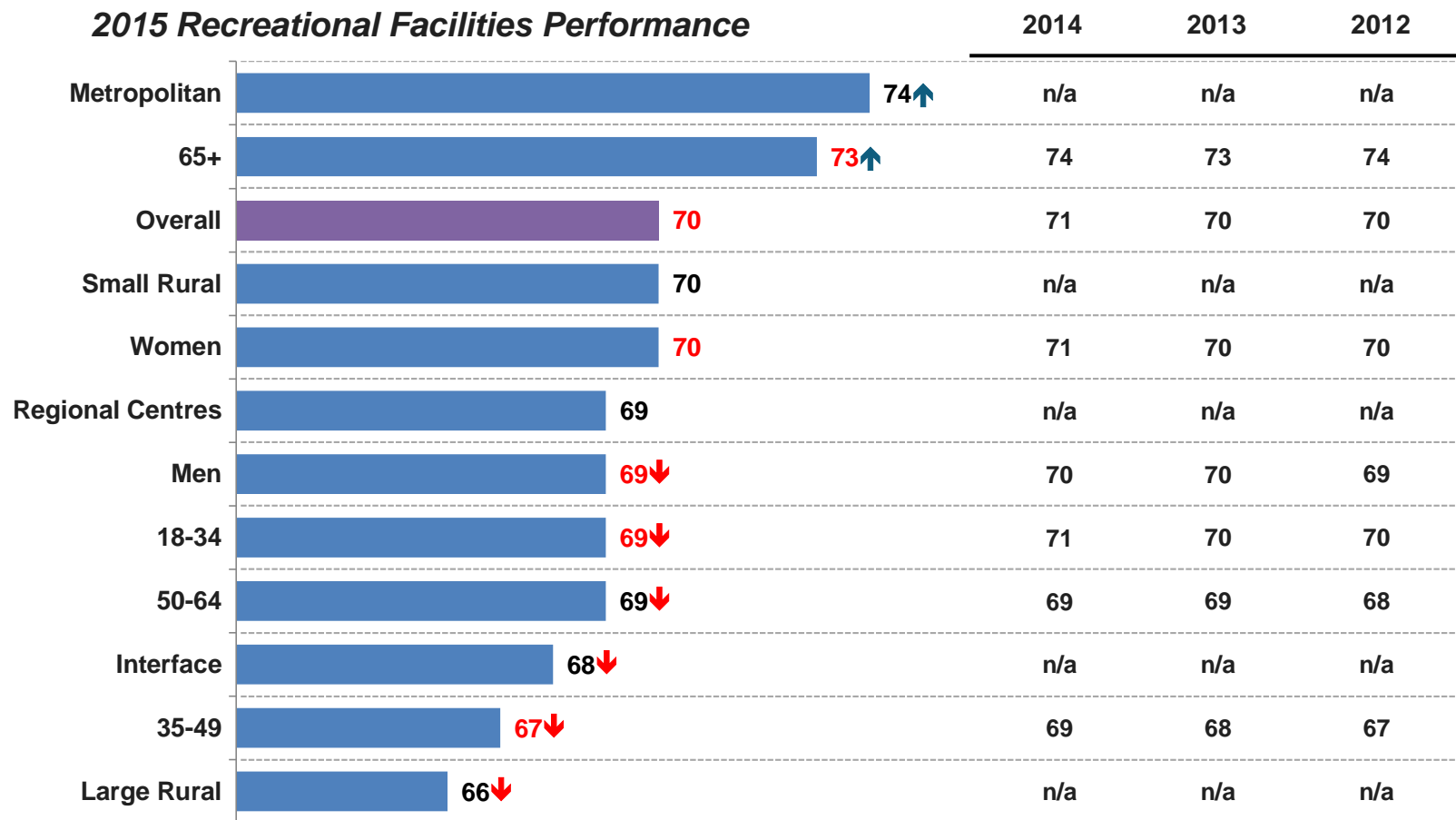
Base: All respondents. Councils asked State-wide: 33

Note: Please see slide 5 for explanation about significant differences

# 2015 RECREATIONAL FACILITIES IMPORTANCE DETAILED PERCENTAGES



# 2015 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES



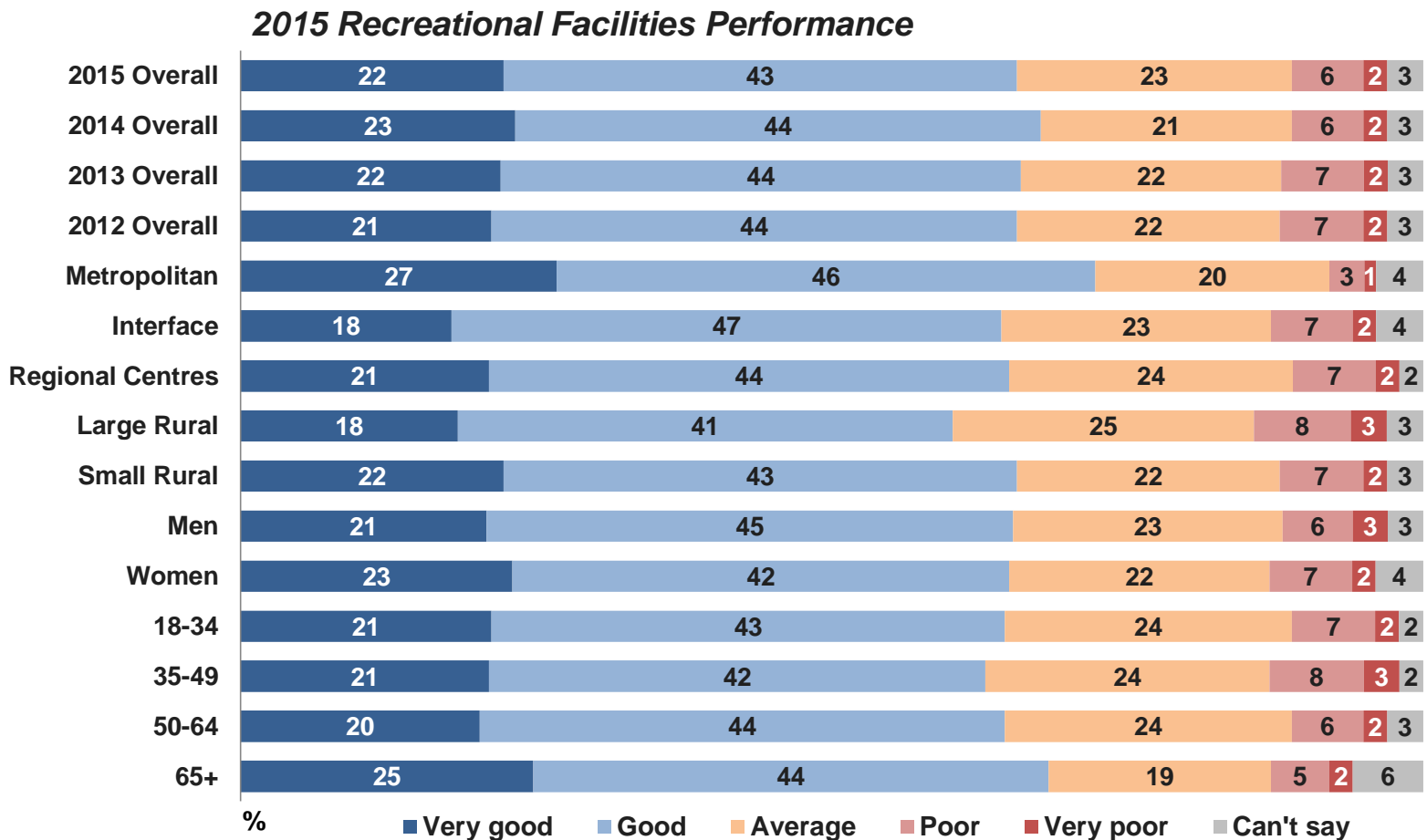
Q2. How has Council performed on 'Recreational Facilities' over the last 12 months?

Base: All respondents. Councils asked State-wide: 47

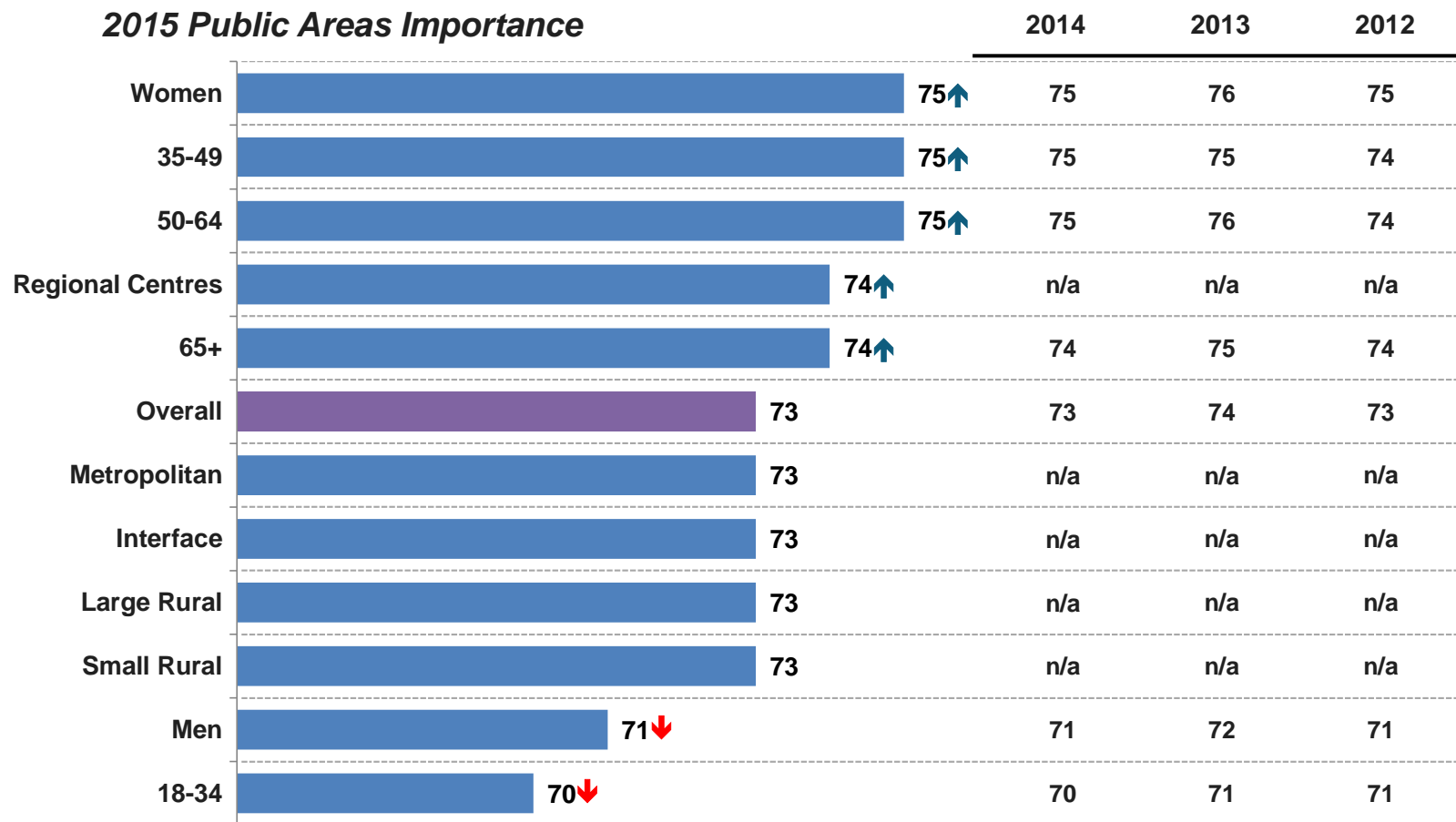
Note: Please see slide 5 for explanation about significant differences



# 2015 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES



# 2015 THE APPEARANCE OF PUBLIC AREAS IMPORTANCE INDEX SCORES



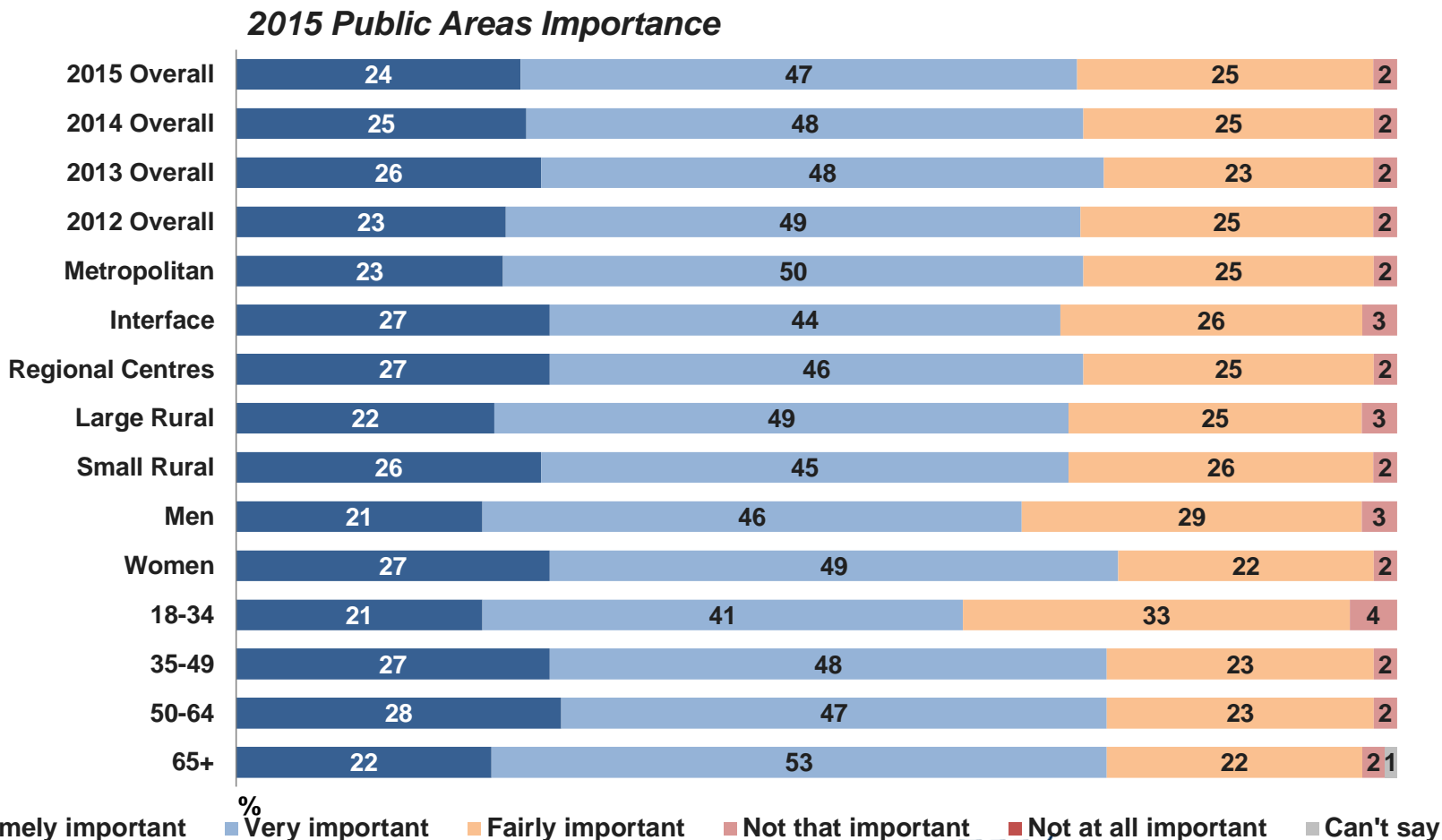
Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

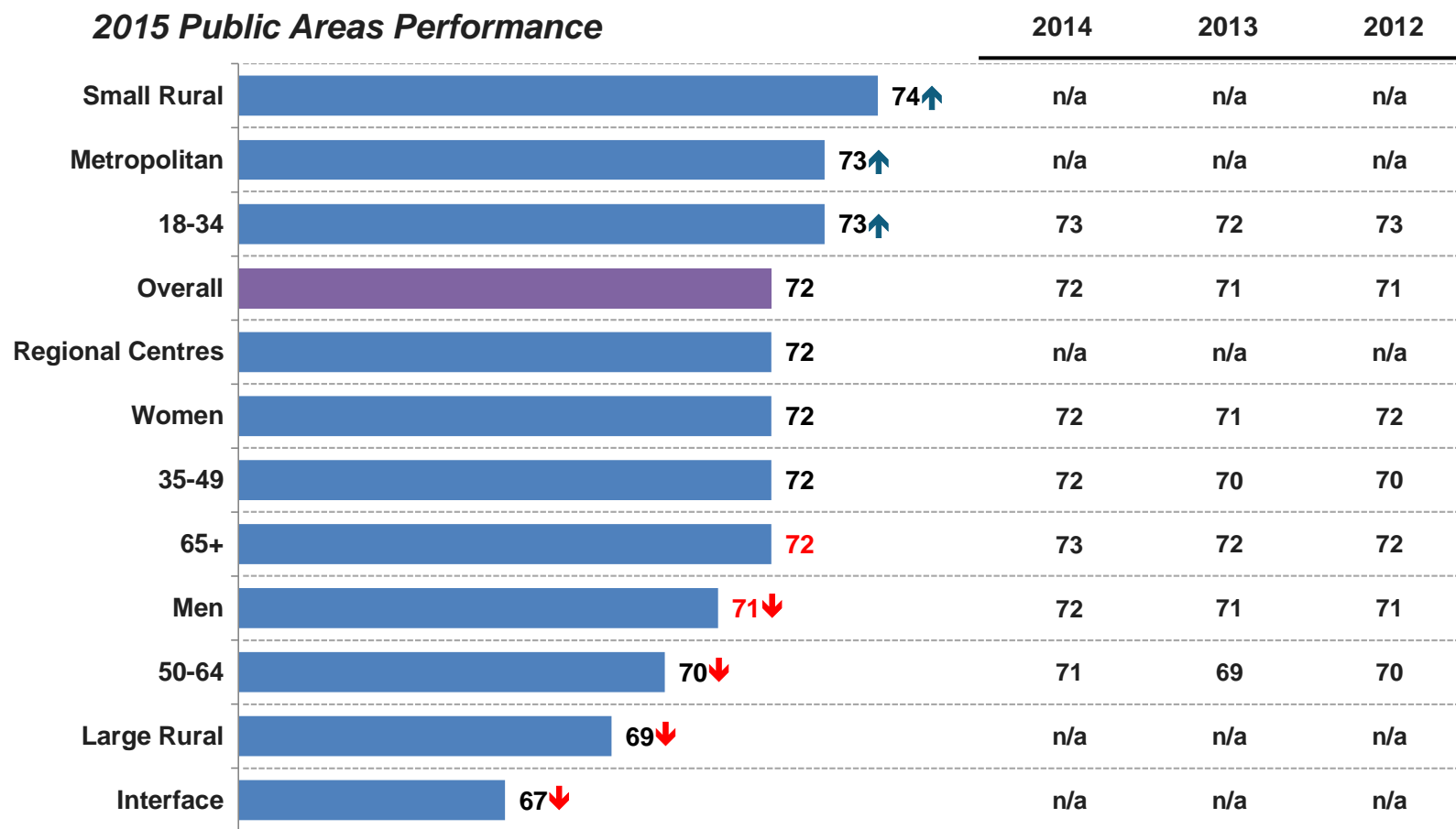
# 2015 THE APPEARANCE OF PUBLIC AREAS

## IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?  
Base: All respondents. Councils asked State-wide: 30

# 2015 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE INDEX SCORES



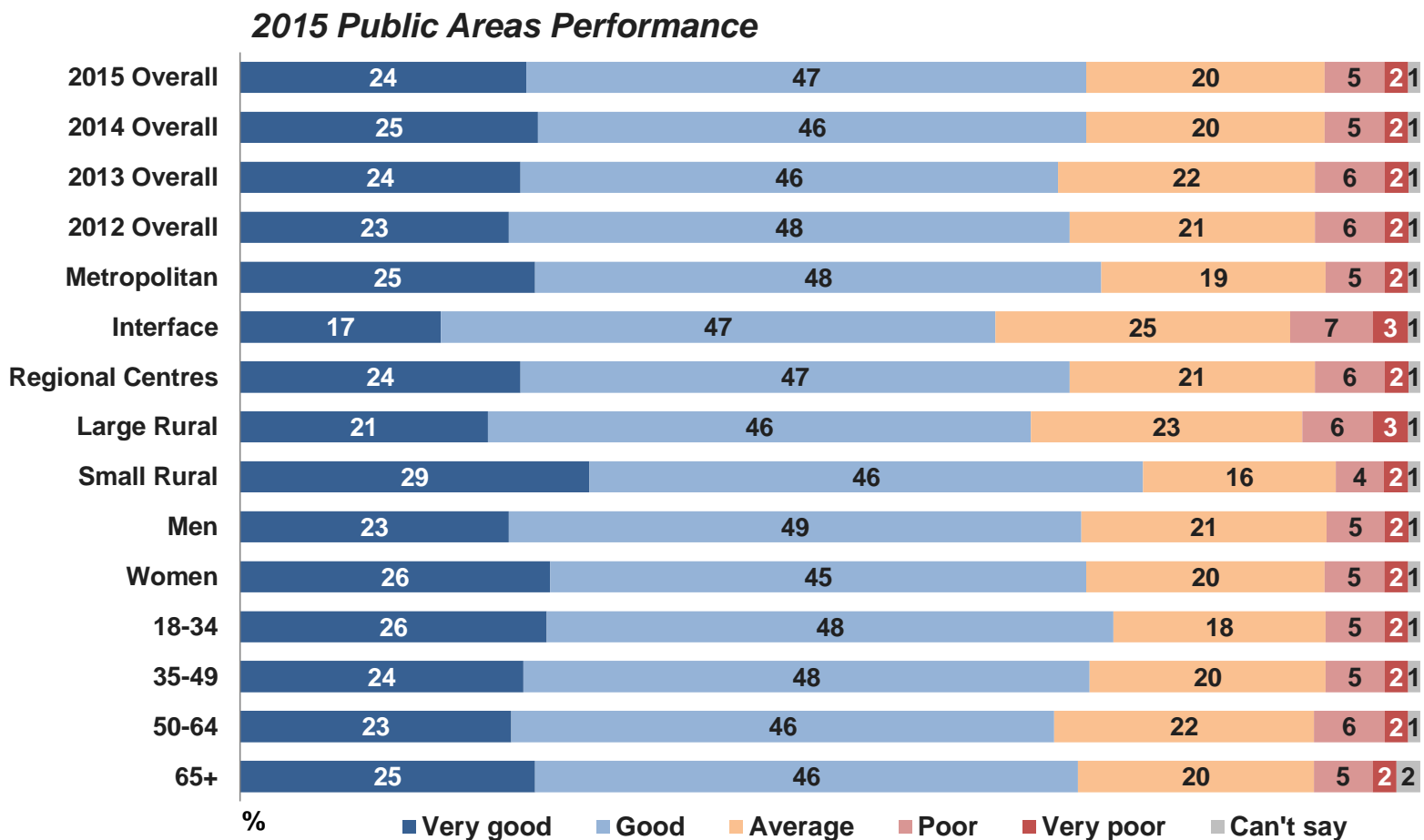
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

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

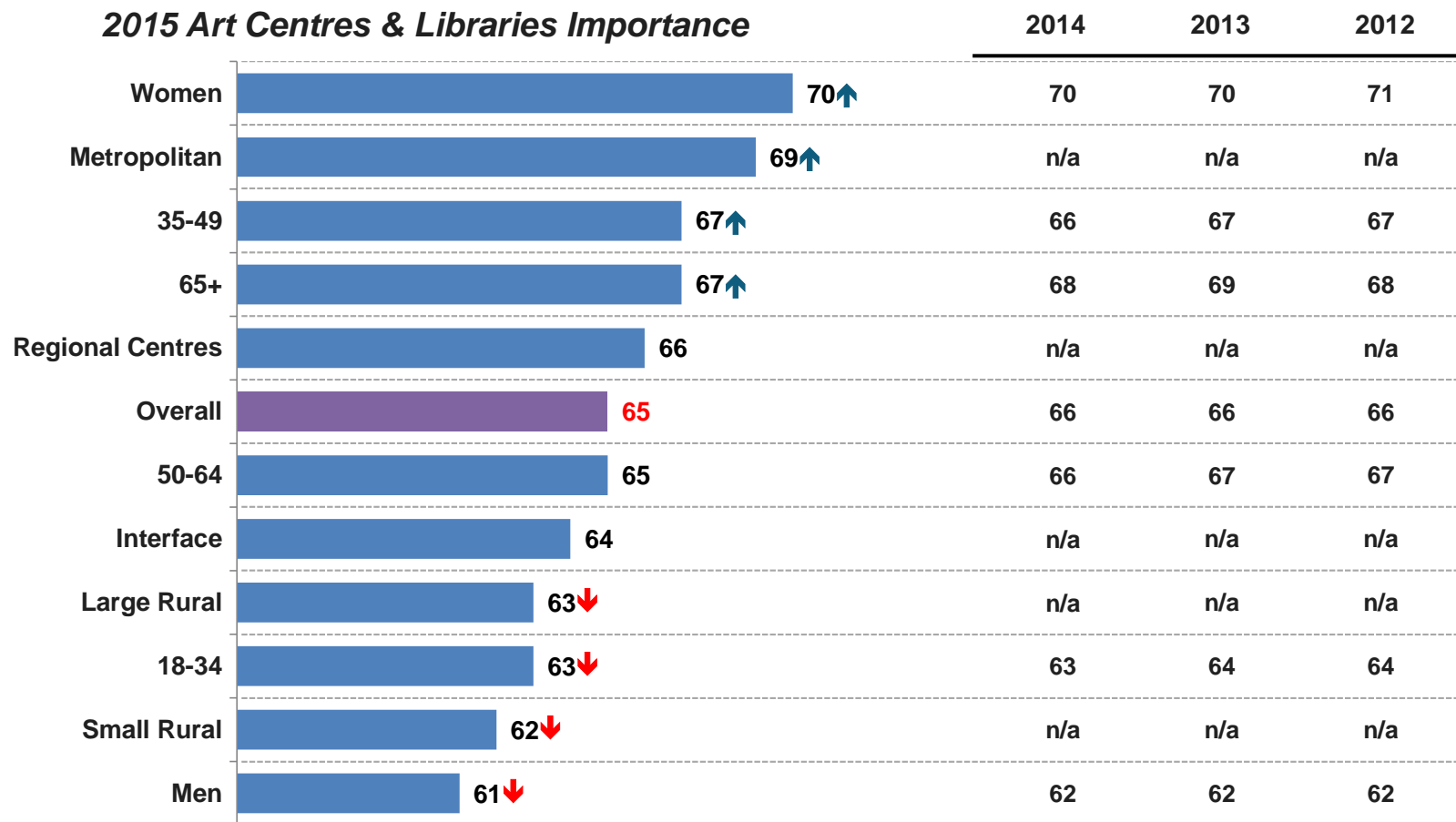
Note: Please see slide 5 for explanation about significant differences

# 2015 THE APPEARANCE OF PUBLIC AREAS

## PERFORMANCE DETAILED PERCENTAGES



# 2015 ART CENTRES AND LIBRARIES IMPORTANCE INDEX SCORES



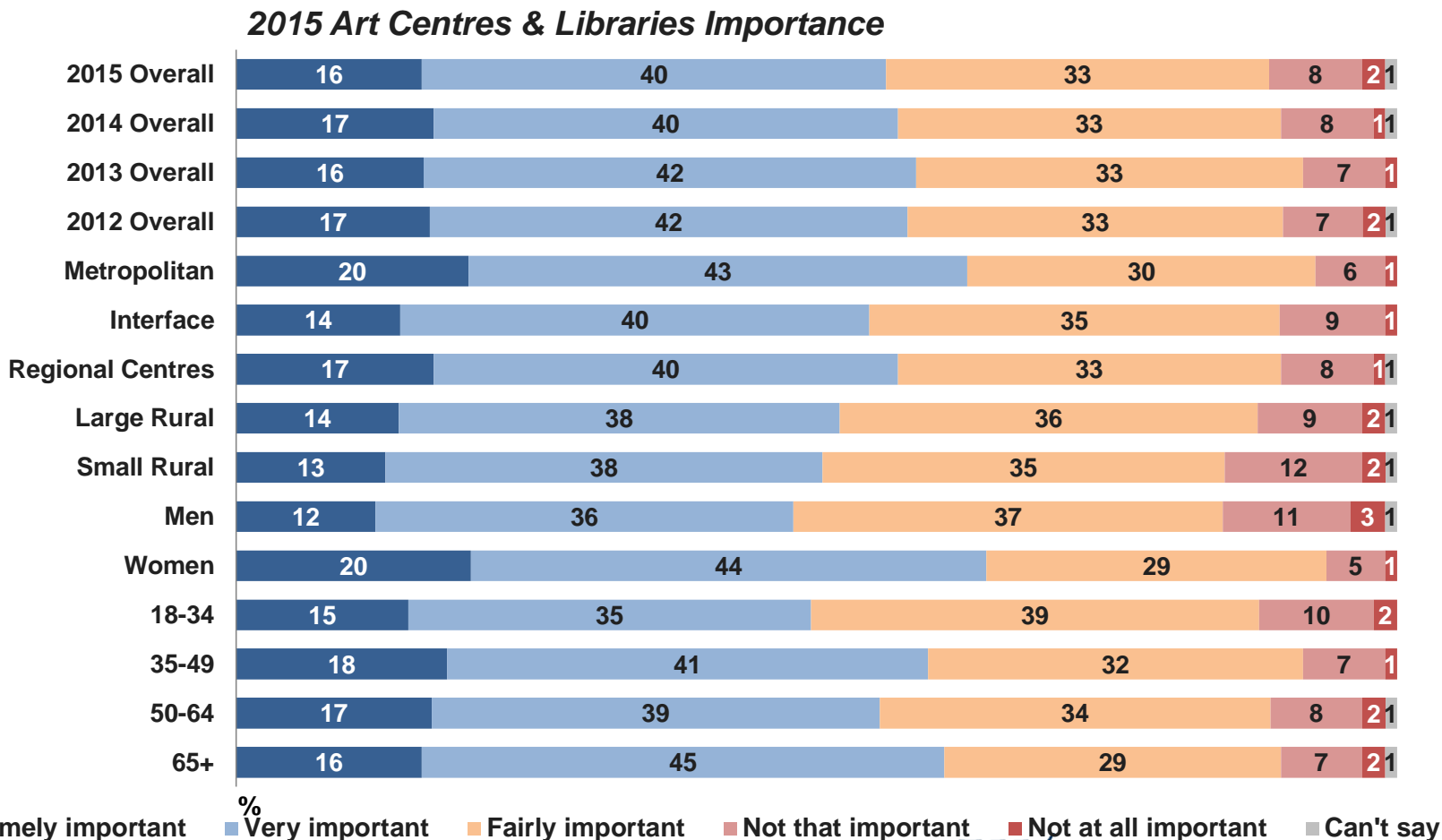
Q1. Firstly, how important should 'Art Centres and Libraries' be as a responsibility for Council?

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

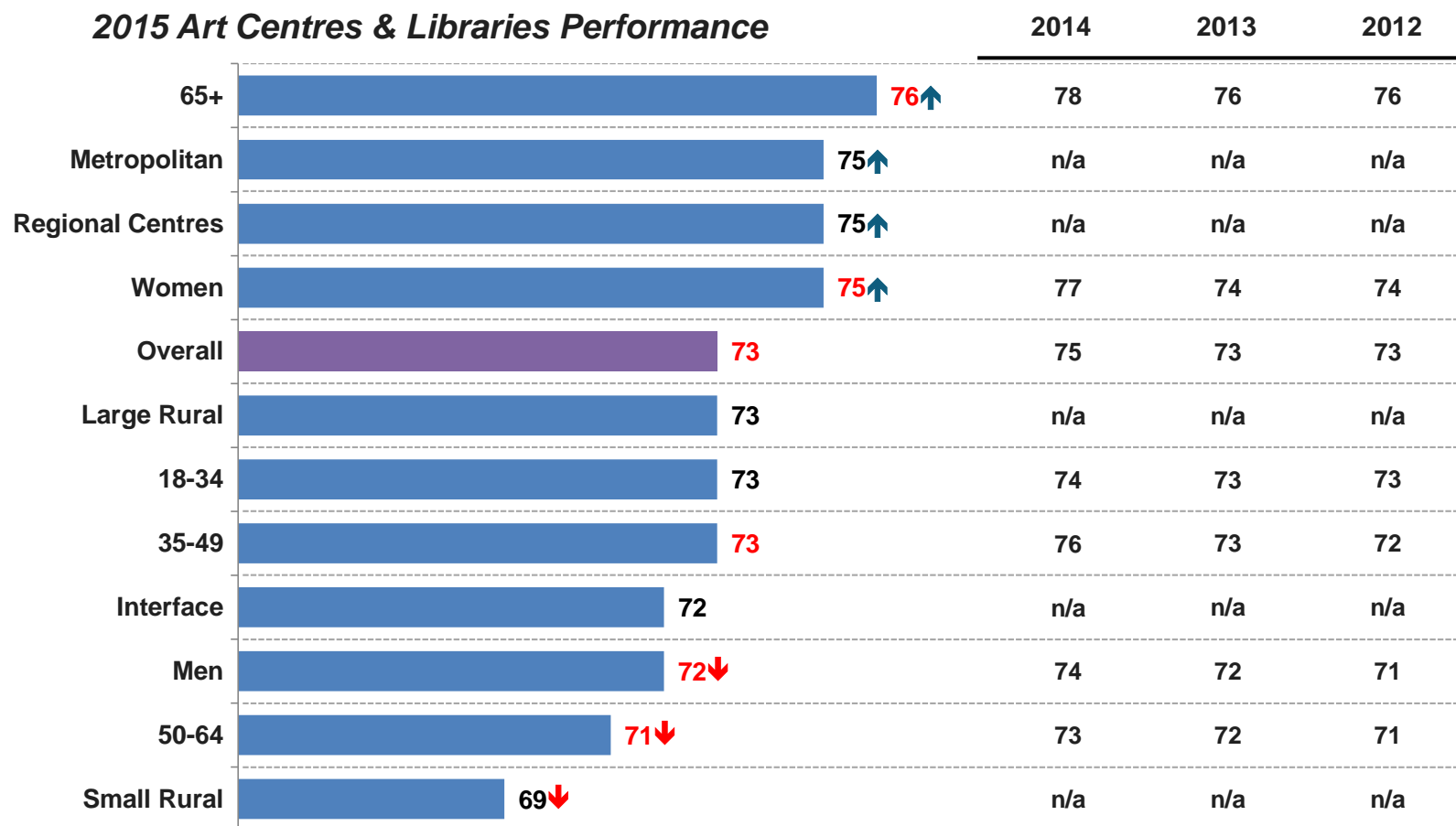
Note: Please see slide 5 for explanation about significant differences



# 2015 ART CENTRES AND LIBRARIES IMPORTANCE DETAILED PERCENTAGES



# 2015 ART CENTRES AND LIBRARIES PERFORMANCE INDEX SCORES

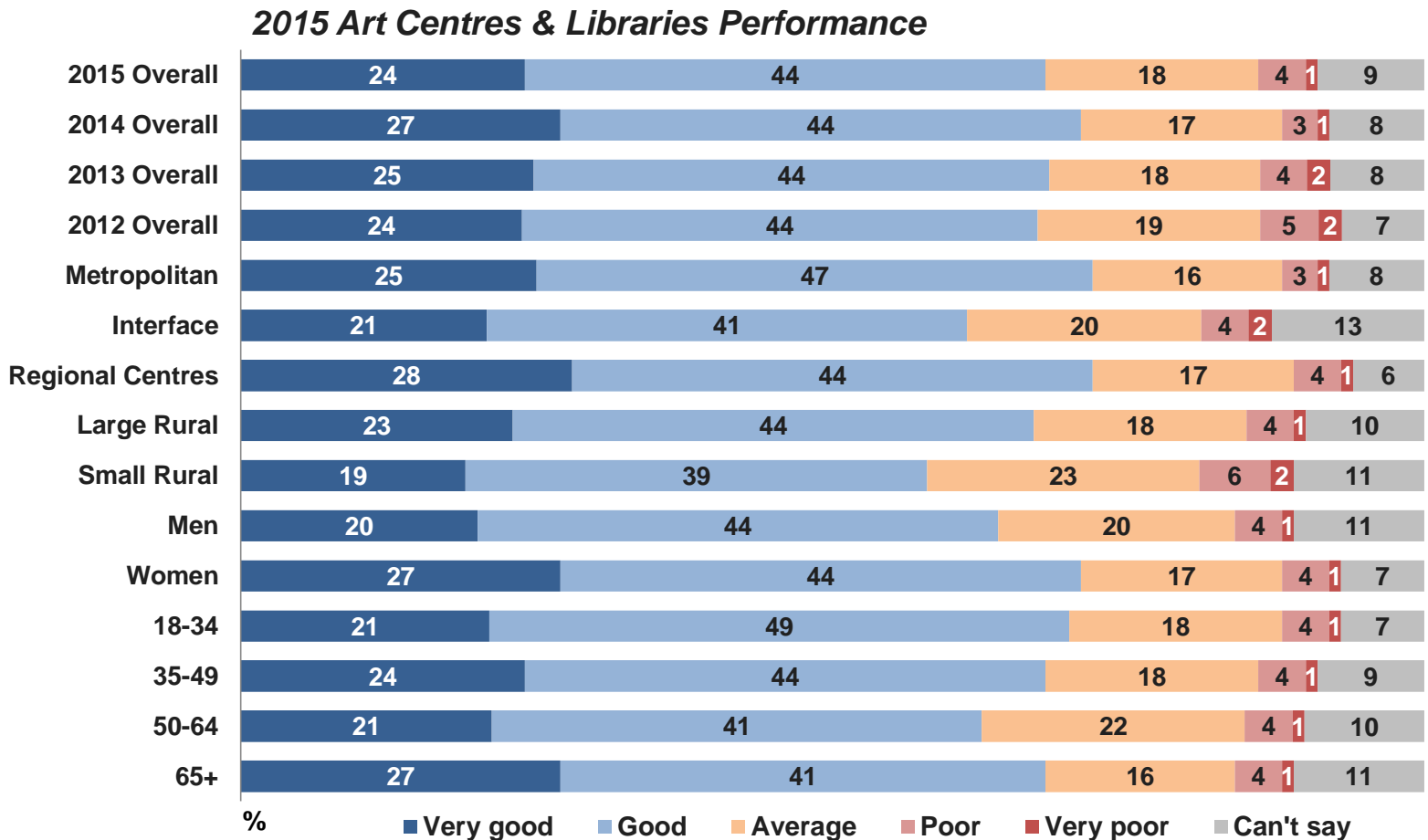


Q2. How has Council performed on 'Art Centres and Libraries' over the last 12 months?

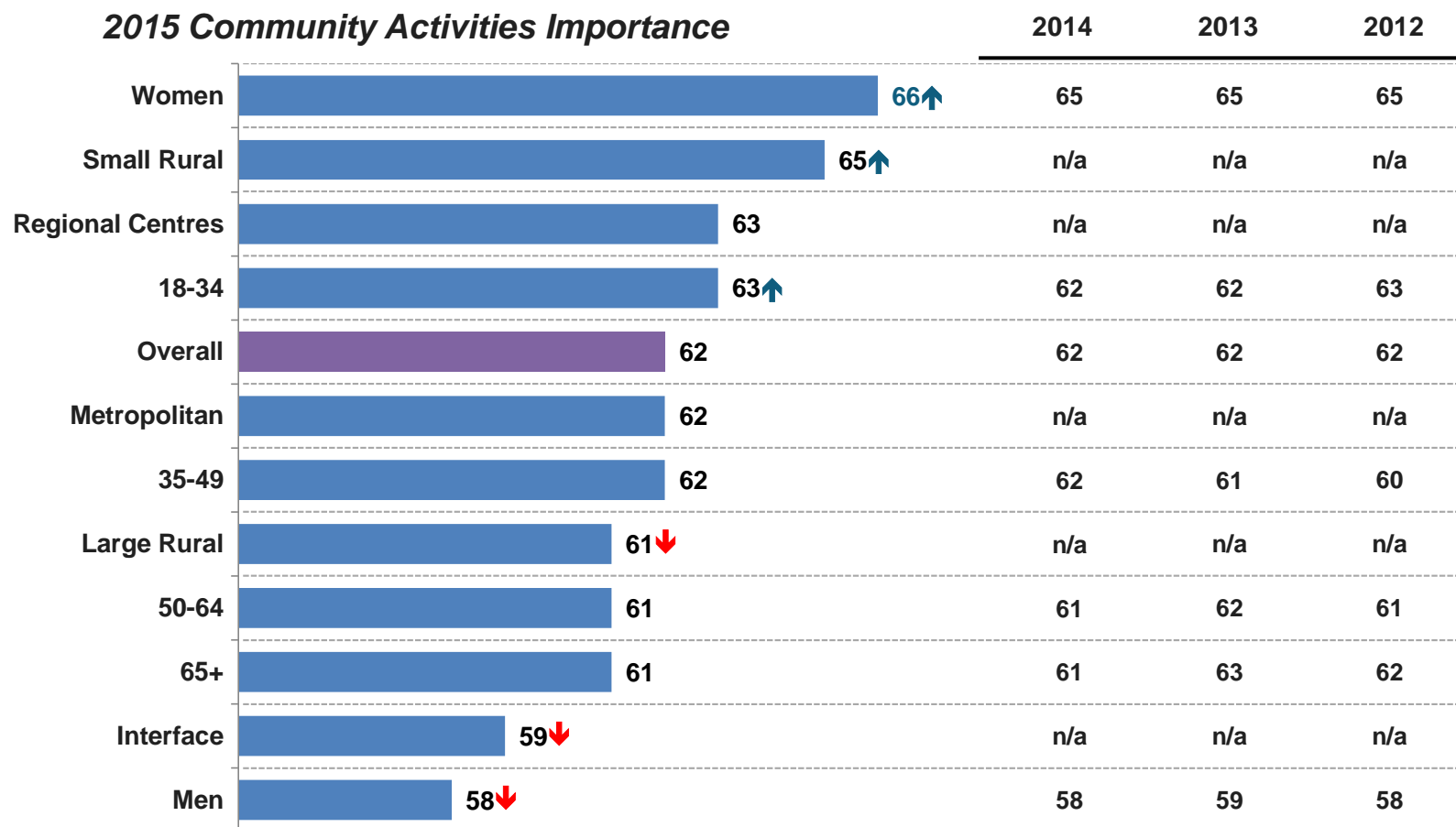
Base: All respondents. Councils asked State-wide: 26

Note: Please see slide 5 for explanation about significant differences

# 2015 ART CENTRES AND LIBRARIES PERFORMANCE DETAILED PERCENTAGES



# 2015 COMMUNITY AND CULTURAL ACTIVITIES IMPORTANCE INDEX SCORES



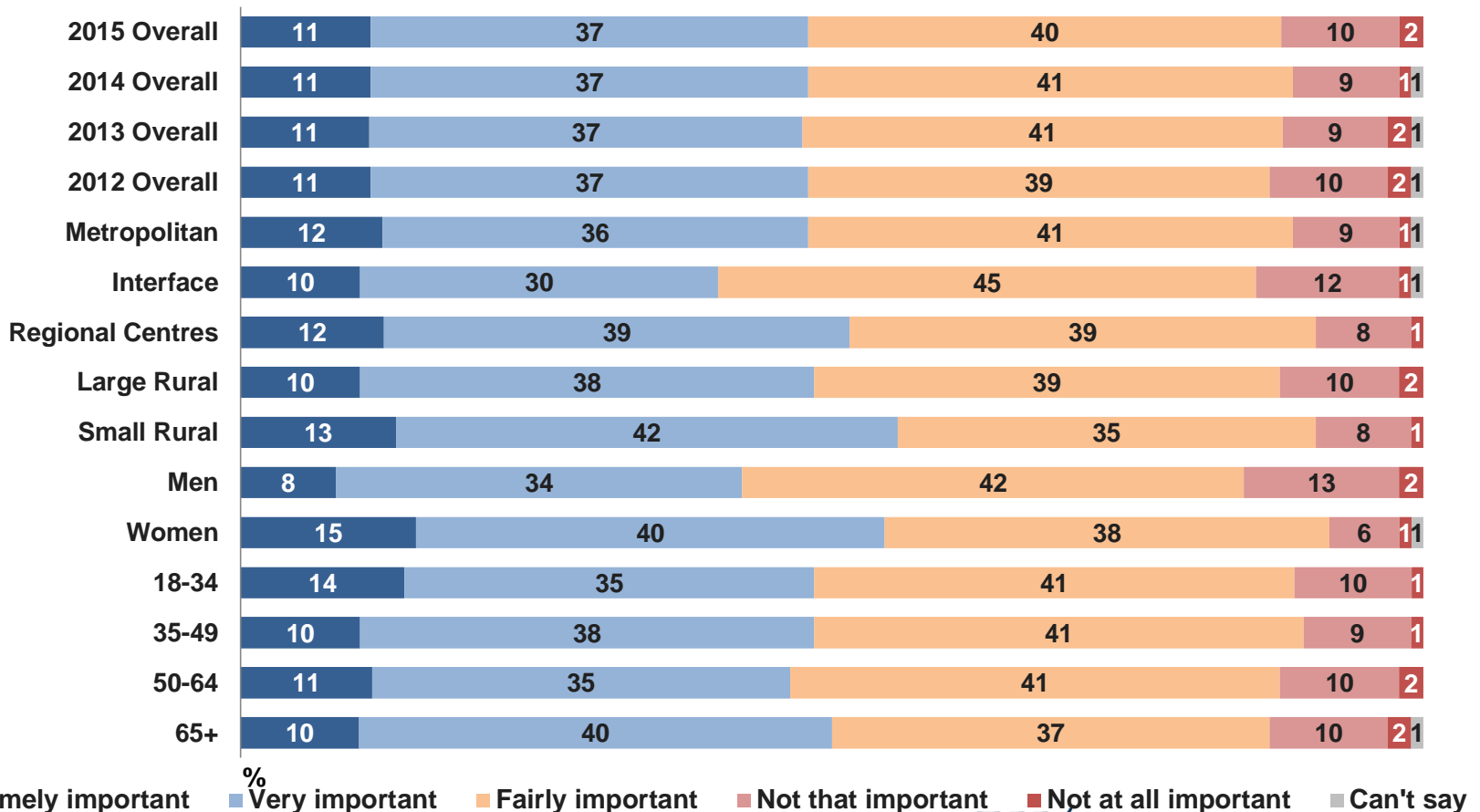
Q1. Firstly, how important should 'Community and Cultural Activities' be as a responsibility for Council?

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

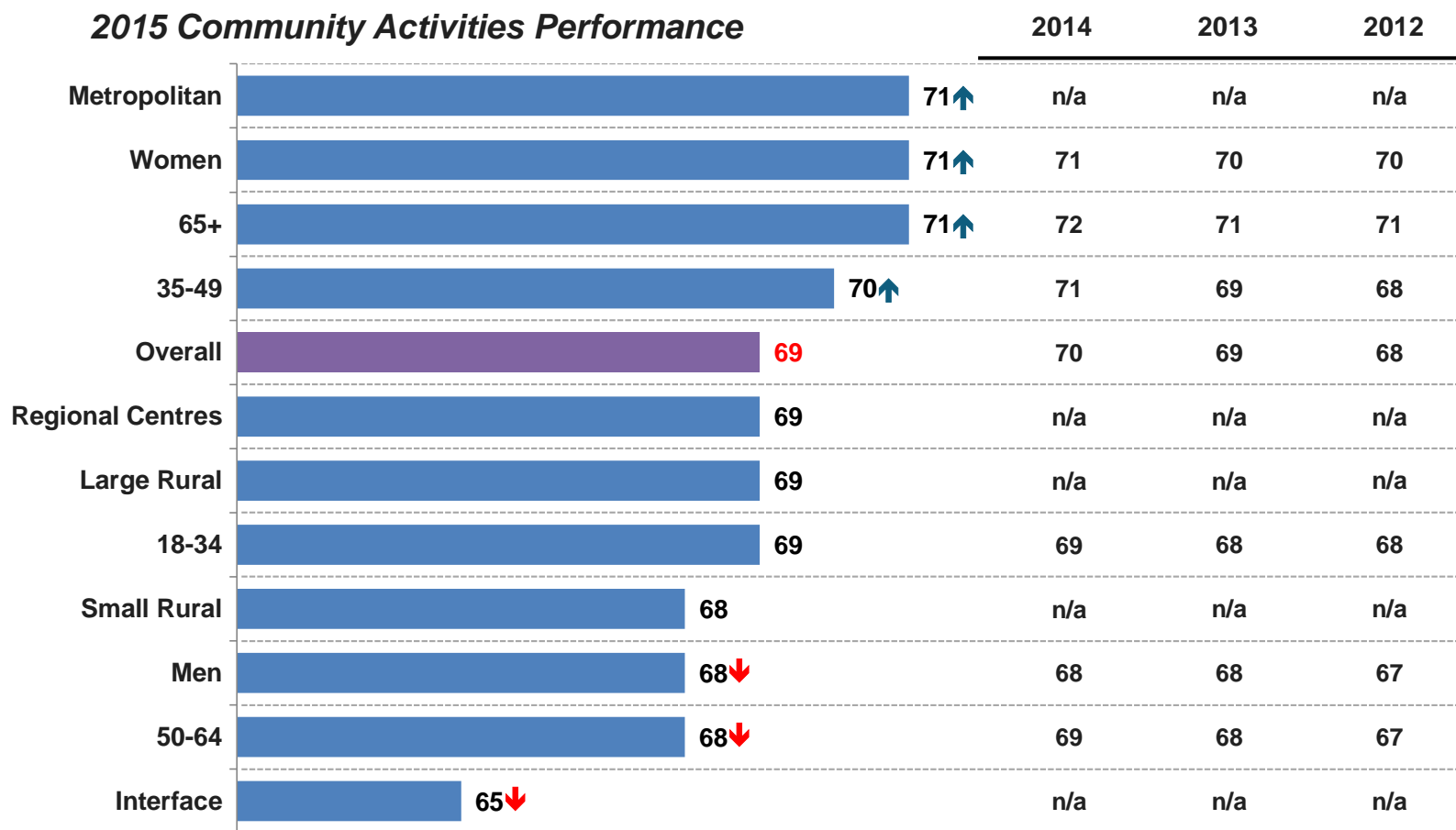
Note: Please see slide 5 for explanation about significant differences

# 2015 COMMUNITY AND CULTURAL ACTIVITIES IMPORTANCE DETAILED PERCENTAGES

## 2015 Community Activities Importance



# 2015 COMMUNITY AND CULTURAL ACTIVITIES PERFORMANCE INDEX SCORES



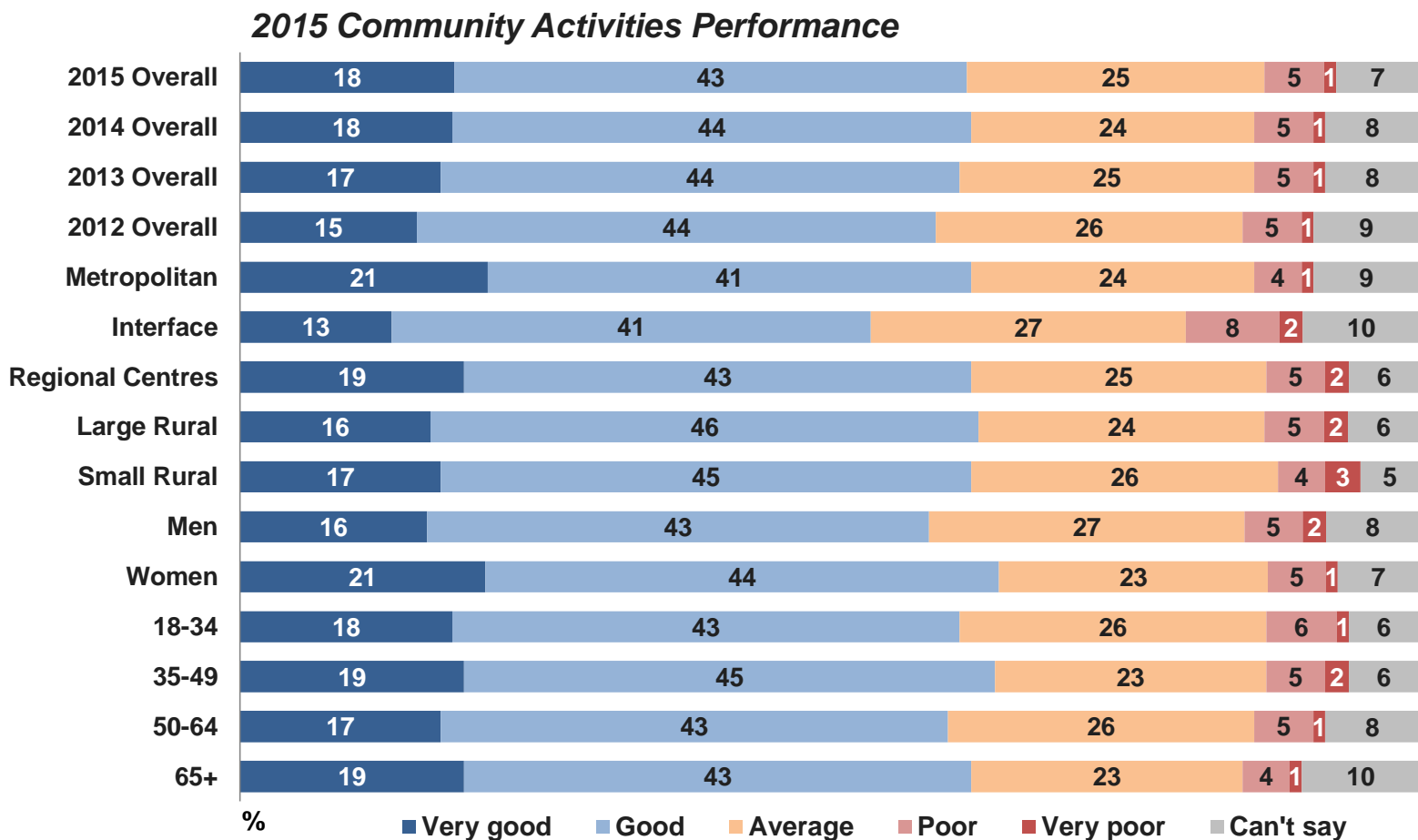
Q2. How has Council performed on 'Community and Cultural Activities' over the last 12 months?

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

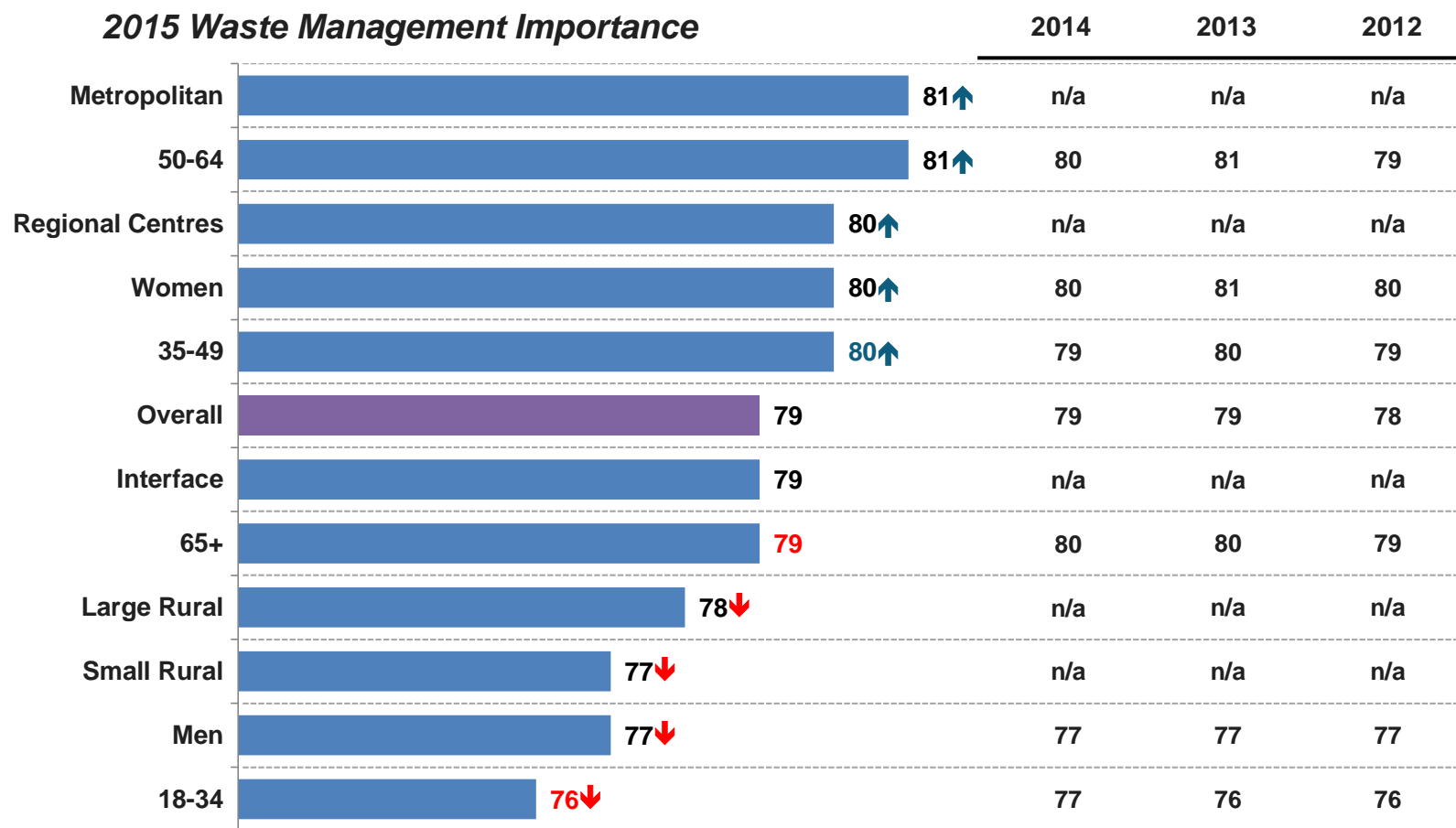
Note: Please see slide 5 for explanation about significant differences



# 2015 COMMUNITY AND CULTURAL ACTIVITIES PERFORMANCE DETAILED PERCENTAGES



# 2015 WASTE MANAGEMENT IMPORTANCE INDEX SCORES

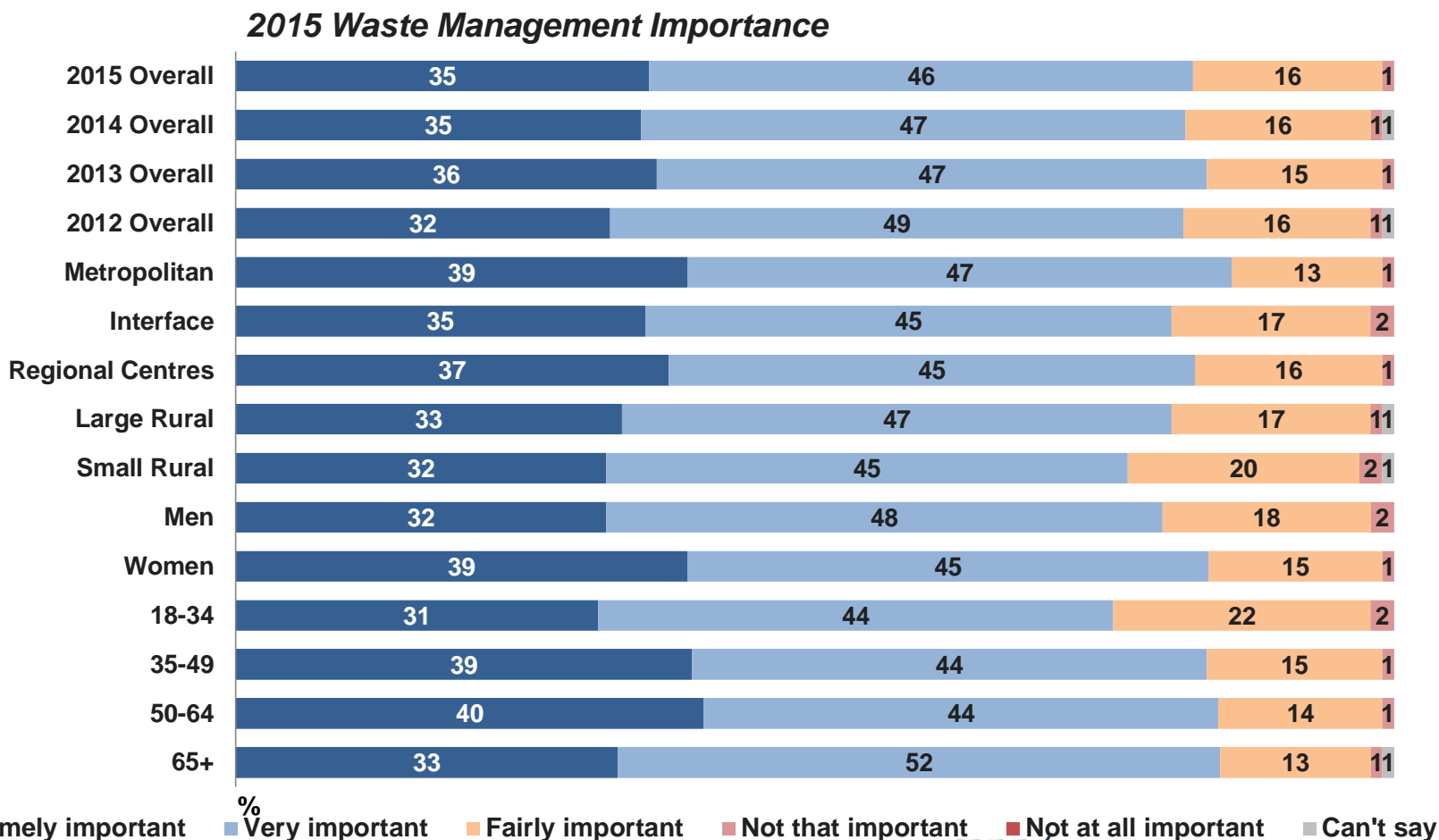


Q1. Firstly, how important should 'Waste Management' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

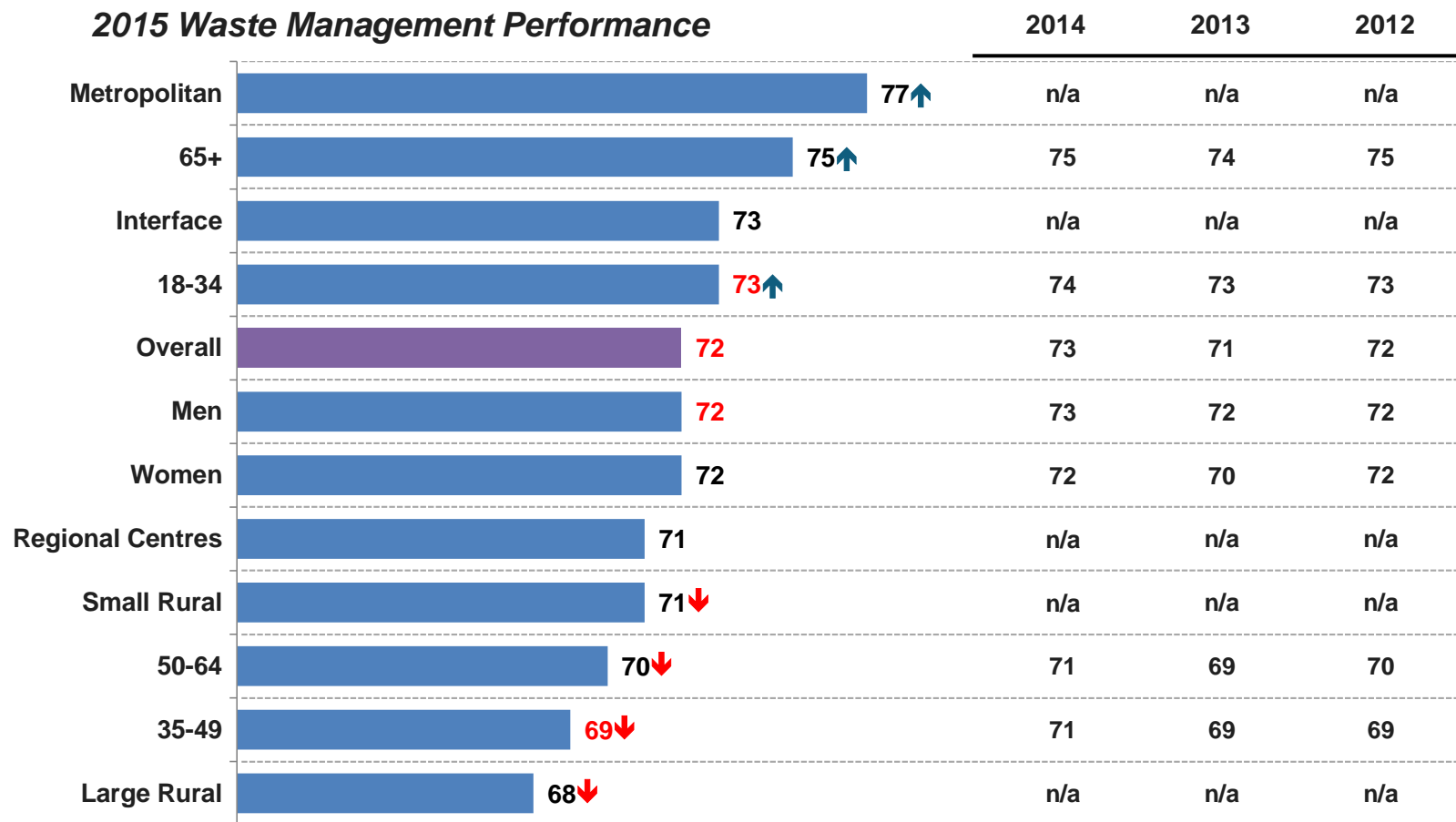
# 2015 WASTE MANAGEMENT IMPORTANCE DETAILED PERCENTAGES



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



# 2015 WASTE MANAGEMENT PERFORMANCE INDEX SCORES

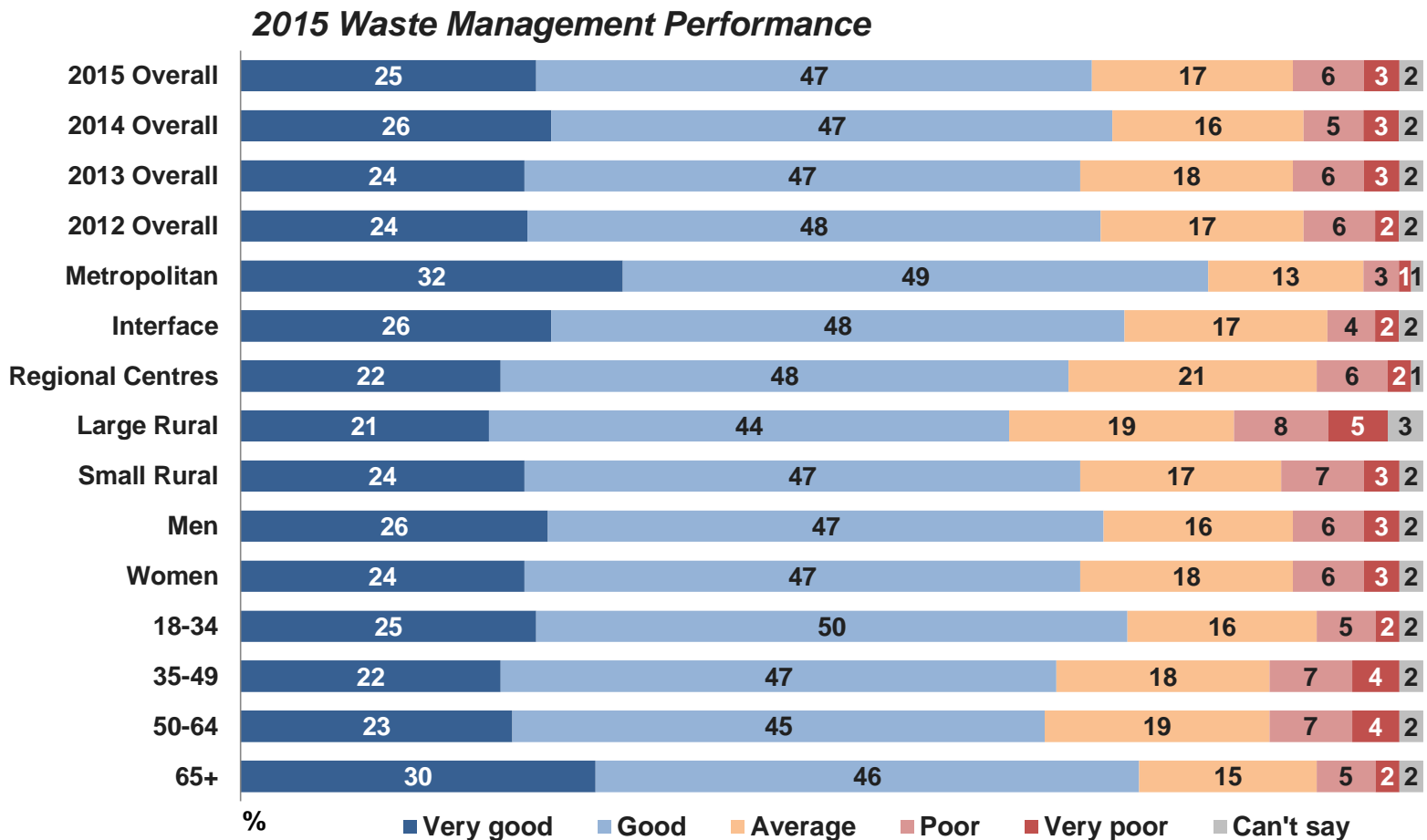


Q2. How has Council performed on 'Waste Management' over the last 12 months?

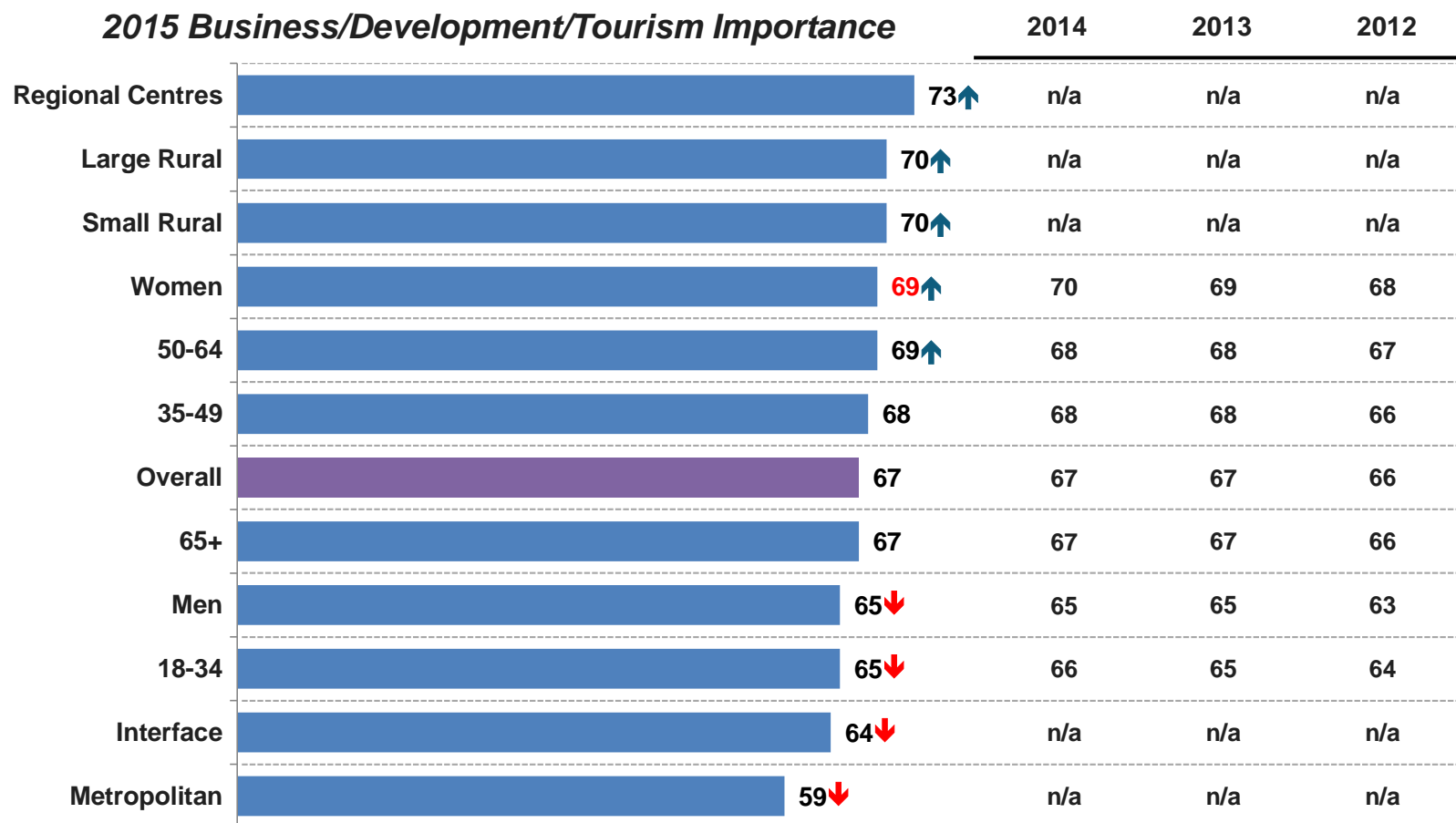
Base: All respondents. Councils asked State-wide: 45

Note: Please see slide 5 for explanation about significant differences

# 2015 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



# 2015 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE INDEX SCORES



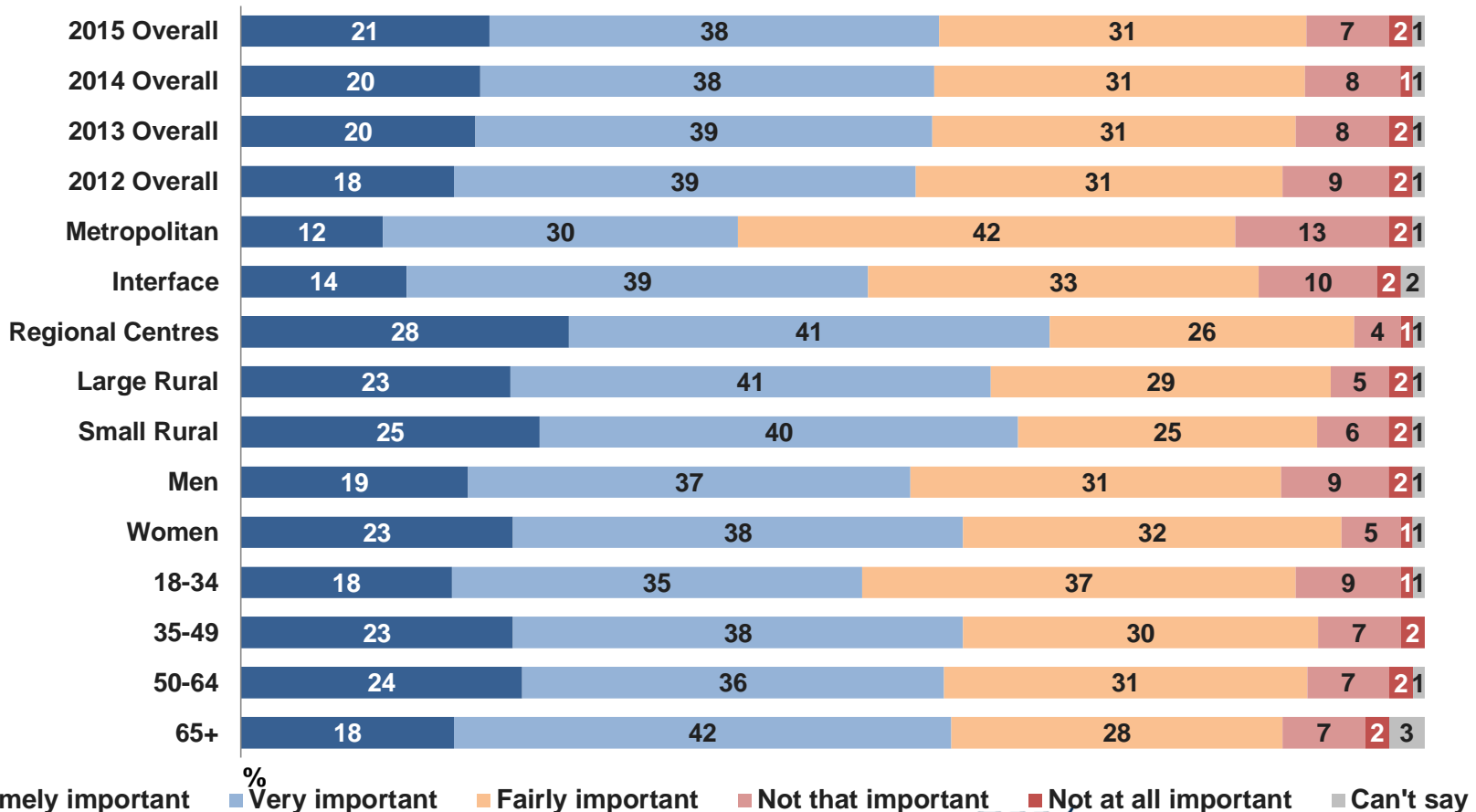
Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?

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

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



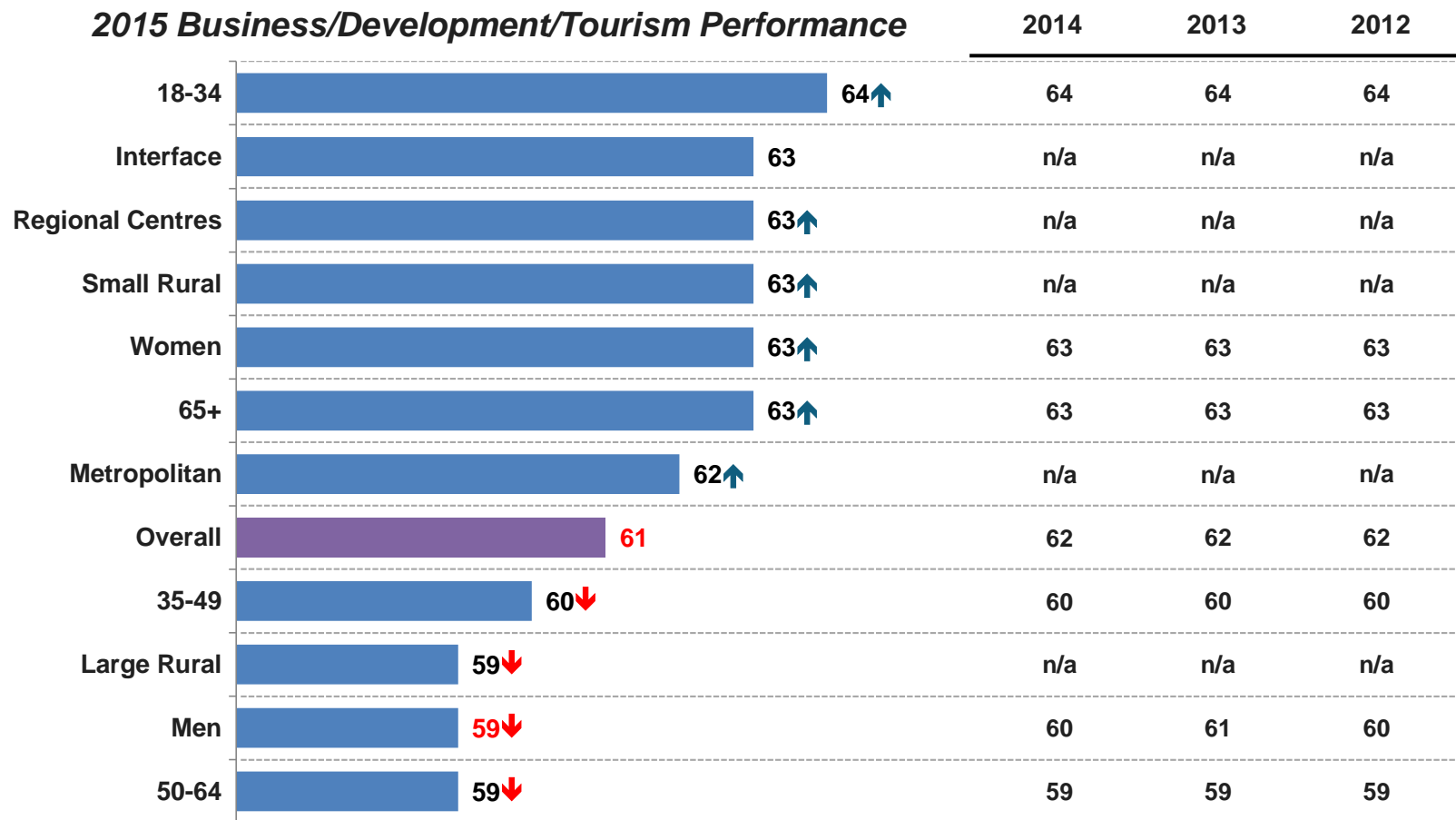
Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?

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





# 2015 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES

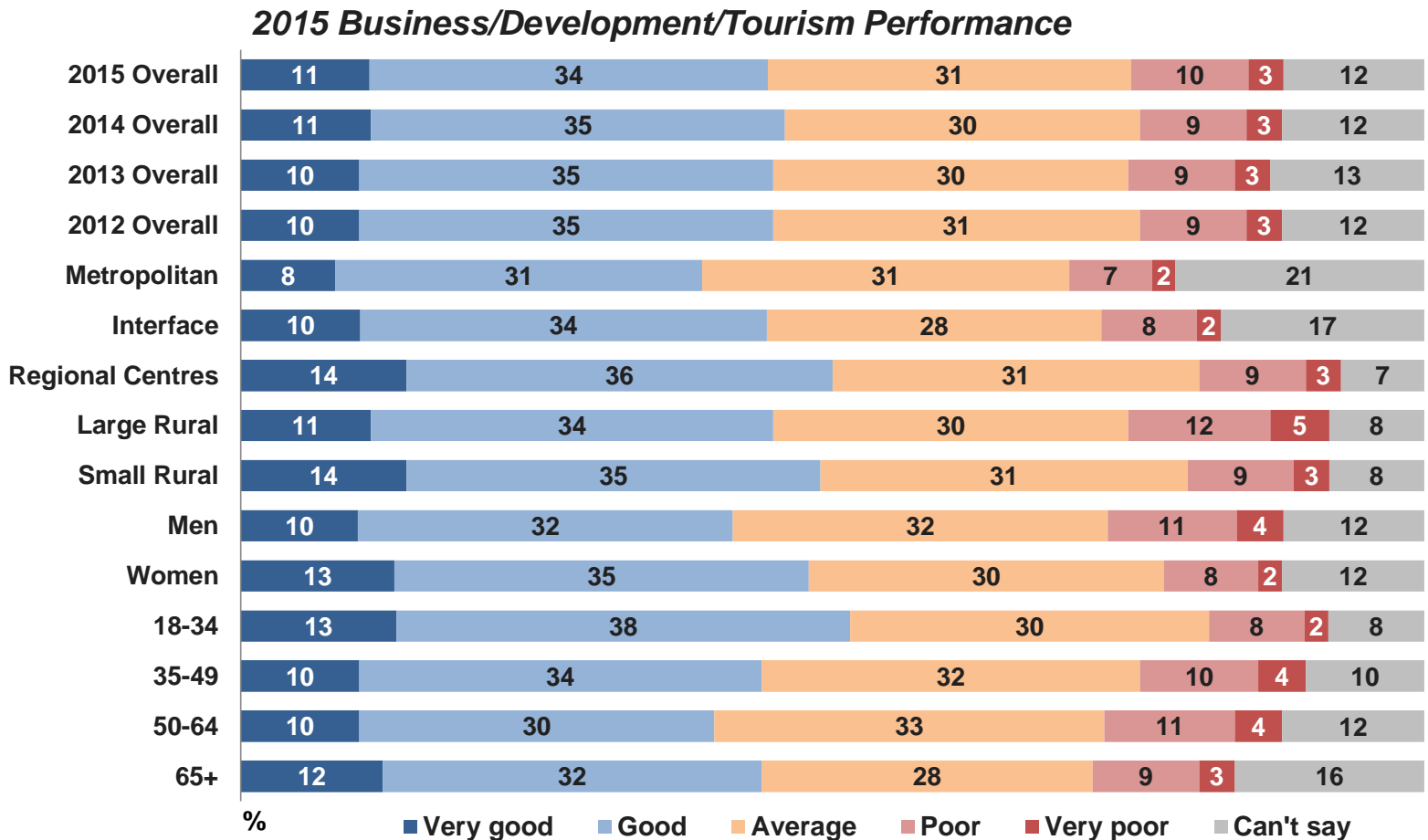


Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?

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

Note: Please see slide 5 for explanation about significant differences

# 2015 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES

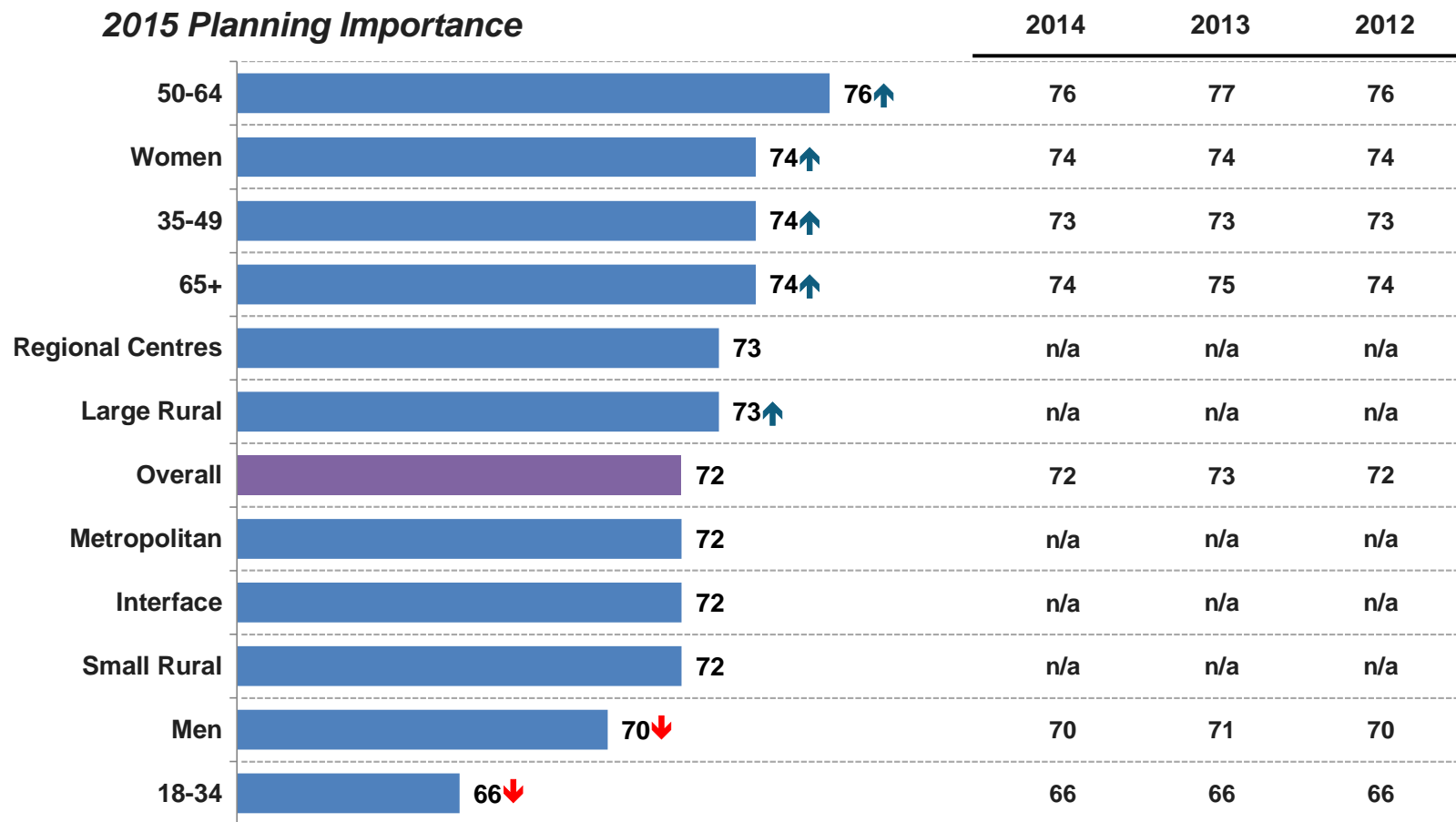


Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?

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



# 2015 COUNCIL'S GENERAL TOWN PLANNING POLICY IMPORTANCE INDEX SCORES

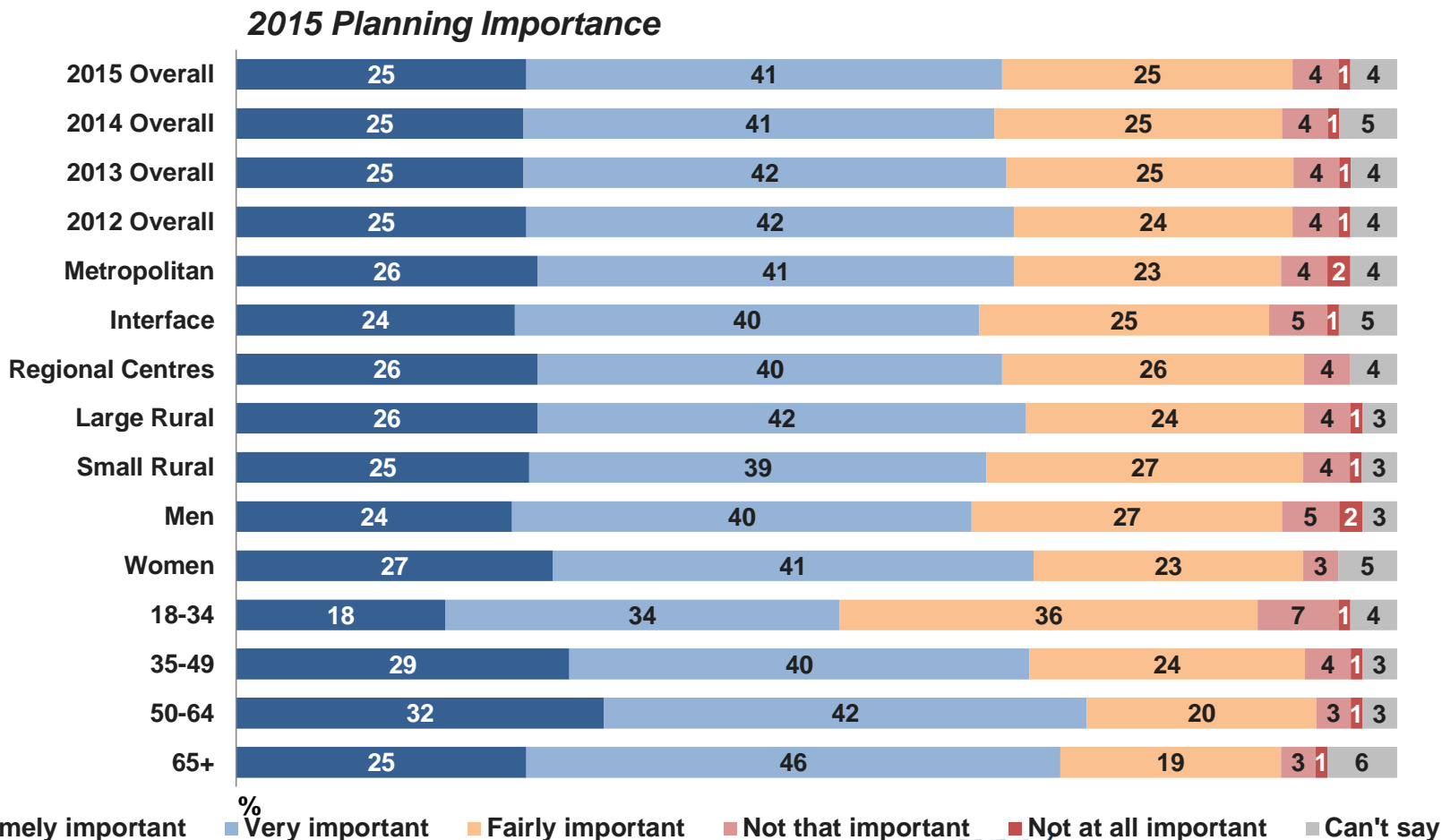


Q1. Firstly, how important should 'Council's general town planning policy' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

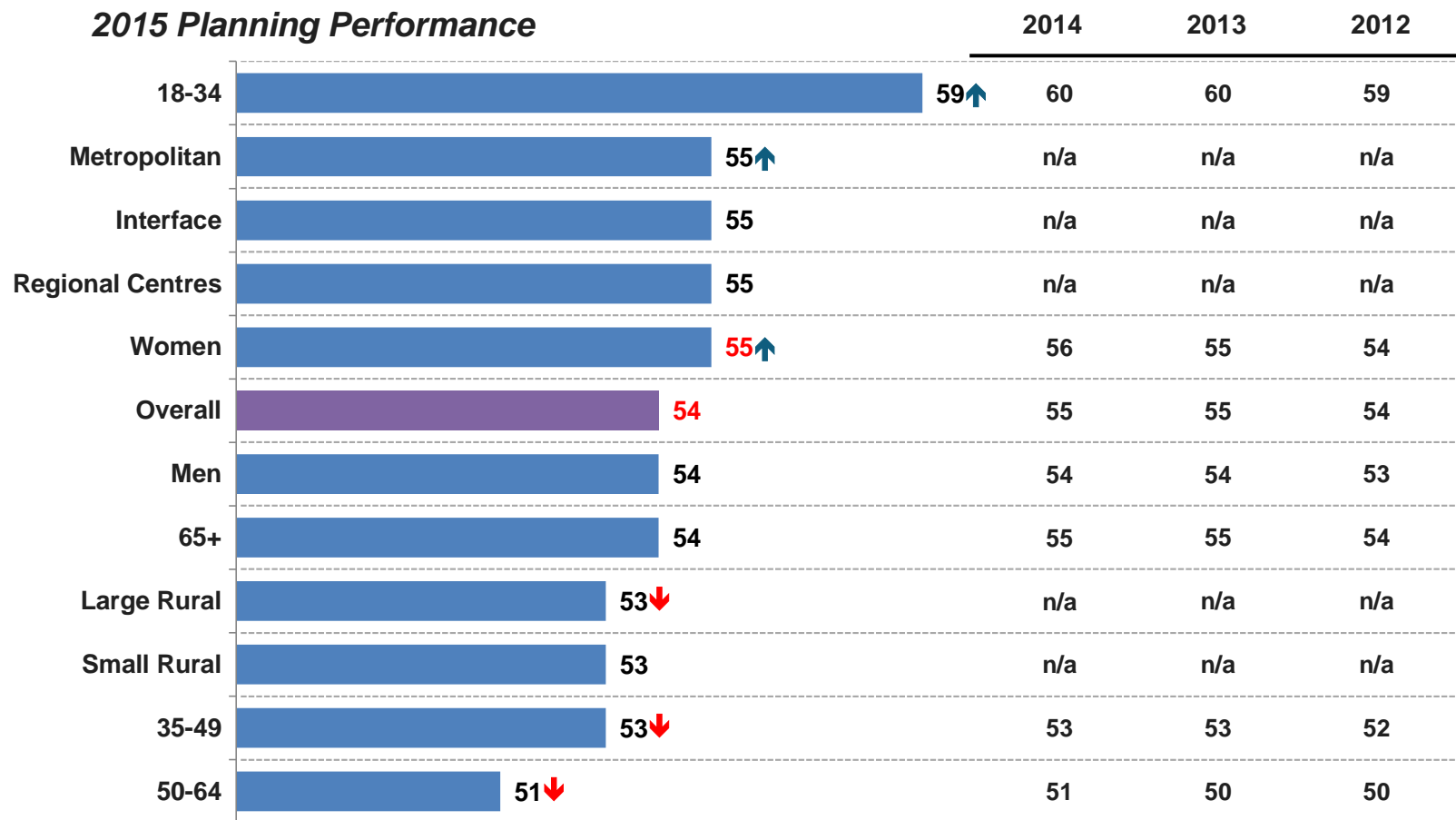
# 2015 COUNCIL'S GENERAL TOWN PLANNING POLICY IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Council's general town planning policy' be as a responsibility for Council?  
Base: All respondents. Councils asked State-wide: 22



# 2015 COUNCIL'S GENERAL TOWN PLANNING POLICY PERFORMANCE INDEX SCORES

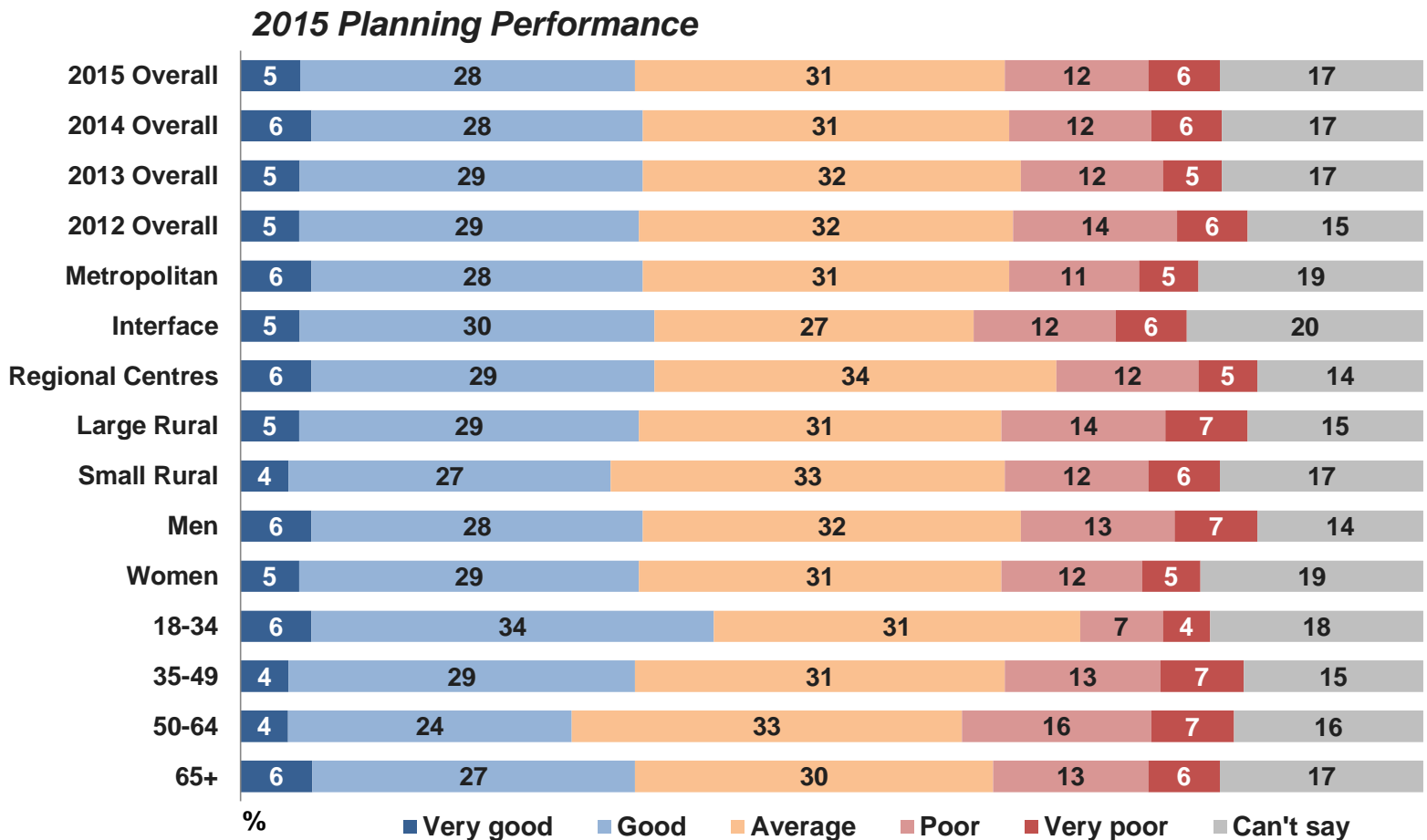


Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?

Base: All respondents. Councils asked State-wide: 31

Note: Please see slide 5 for explanation about significant differences

# 2015 COUNCIL'S GENERAL TOWN PLANNING POLICY PERFORMANCE DETAILED PERCENTAGES

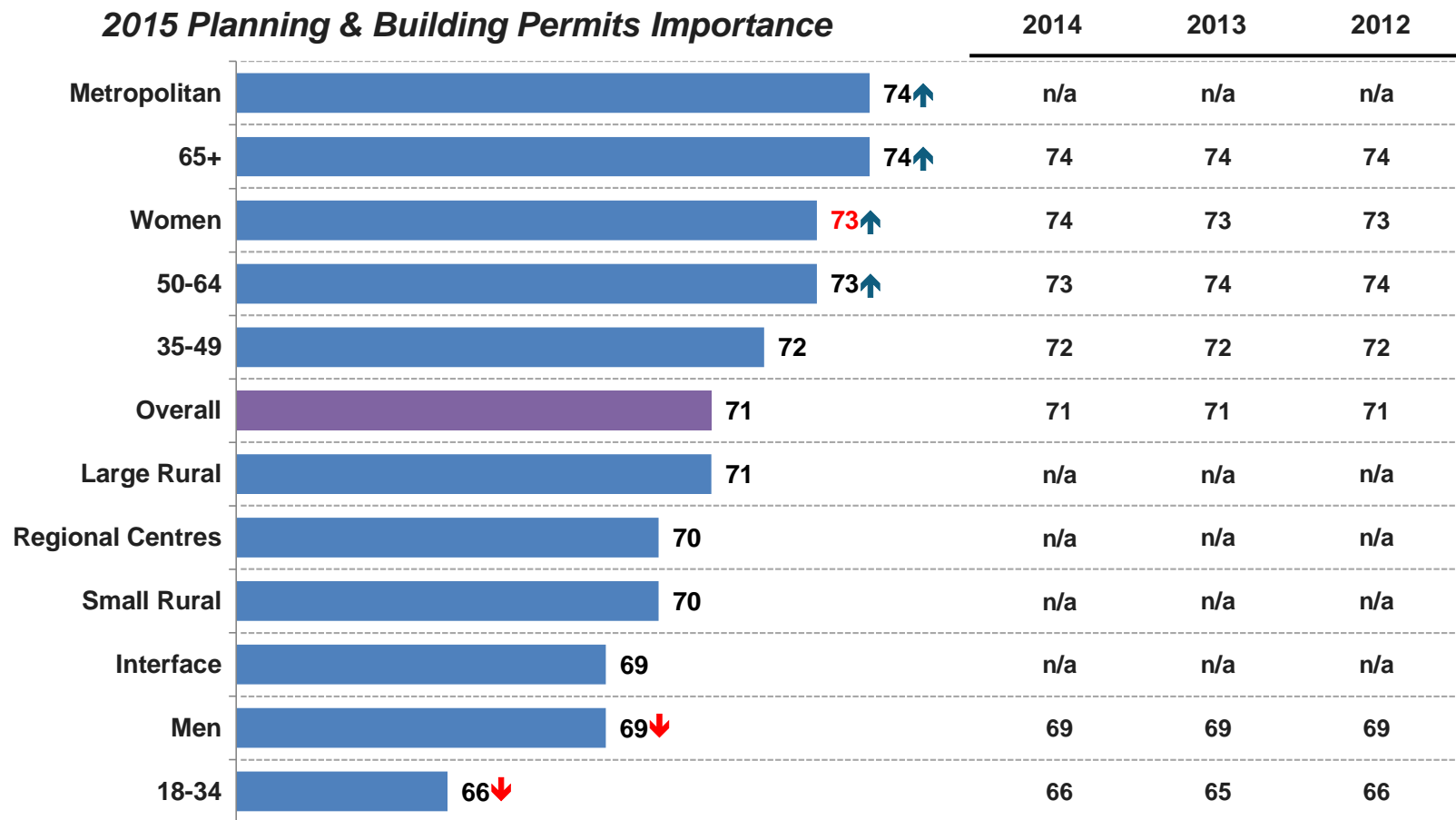


Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?

Base: All respondents. Councils asked State-wide: 31



# 2015 PLANNING AND BUILDING PERMITS IMPORTANCE INDEX SCORES



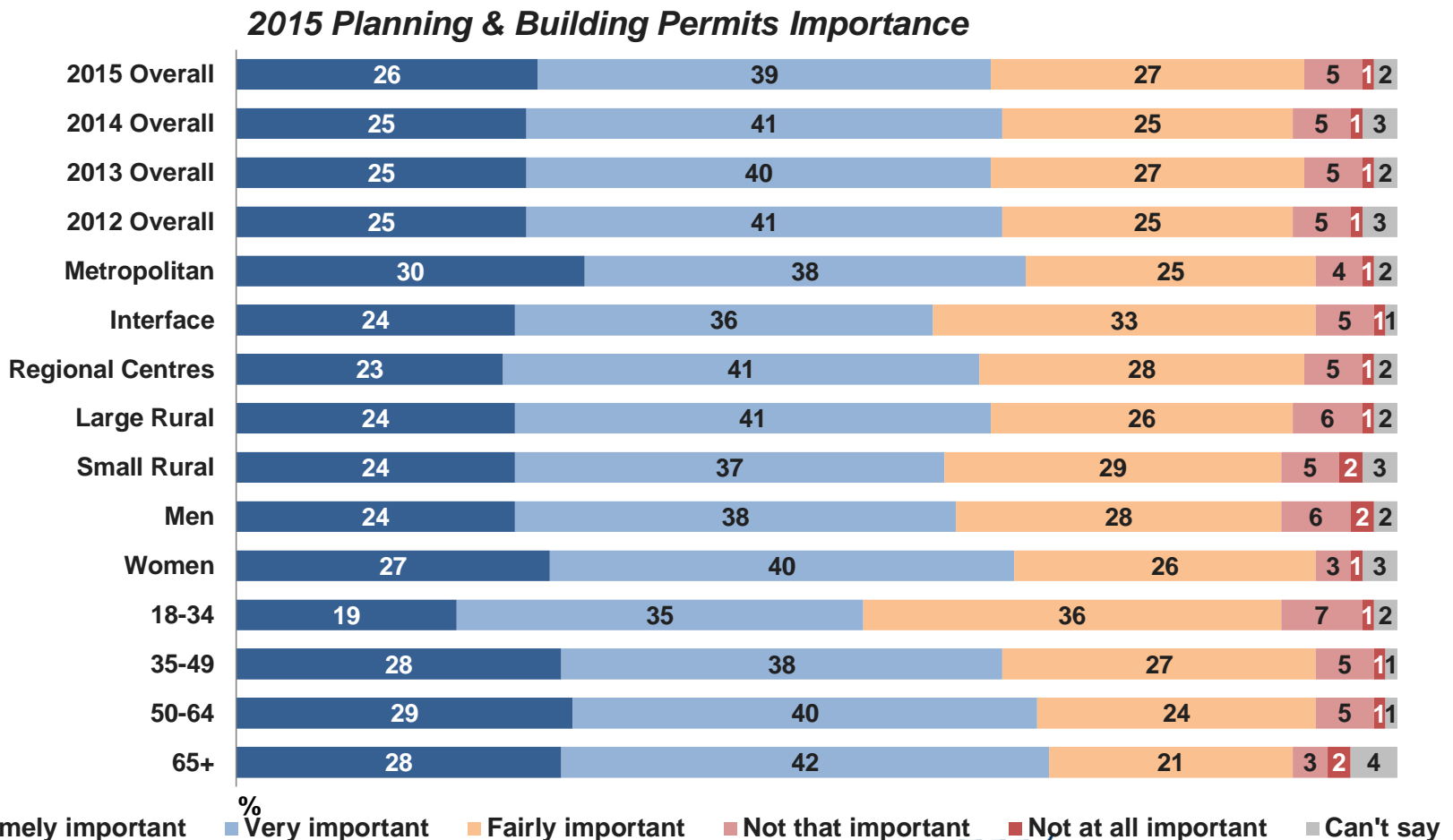
Q1. Firstly, how important should 'Planning and Building Permits' be as a responsibility for Council?

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

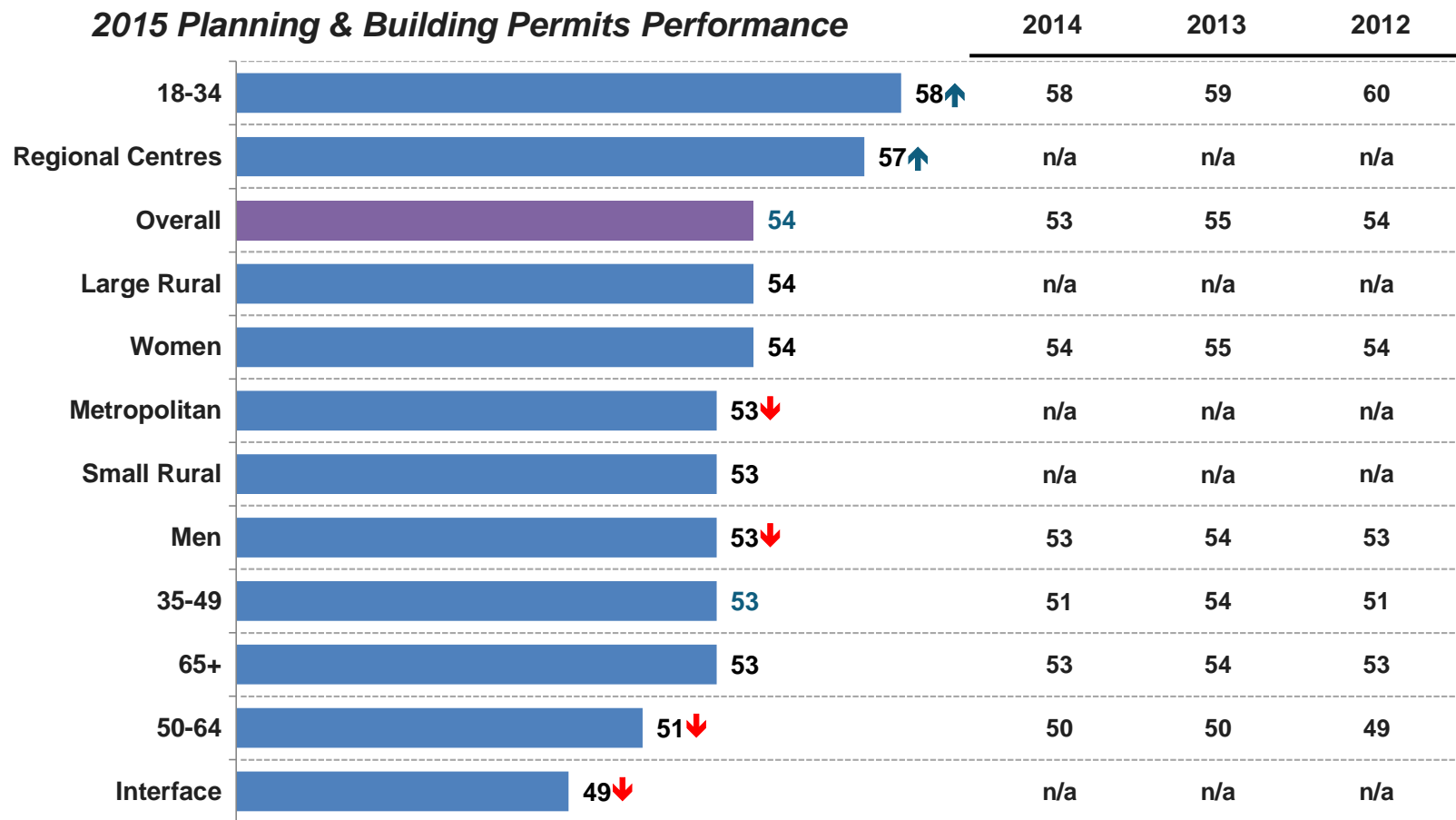
Note: Please see slide 5 for explanation about significant differences



# 2015 PLANNING AND BUILDING PERMITS IMPORTANCE DETAILED PERCENTAGES



# 2015 PLANNING AND BUILDING PERMITS PERFORMANCE INDEX SCORES

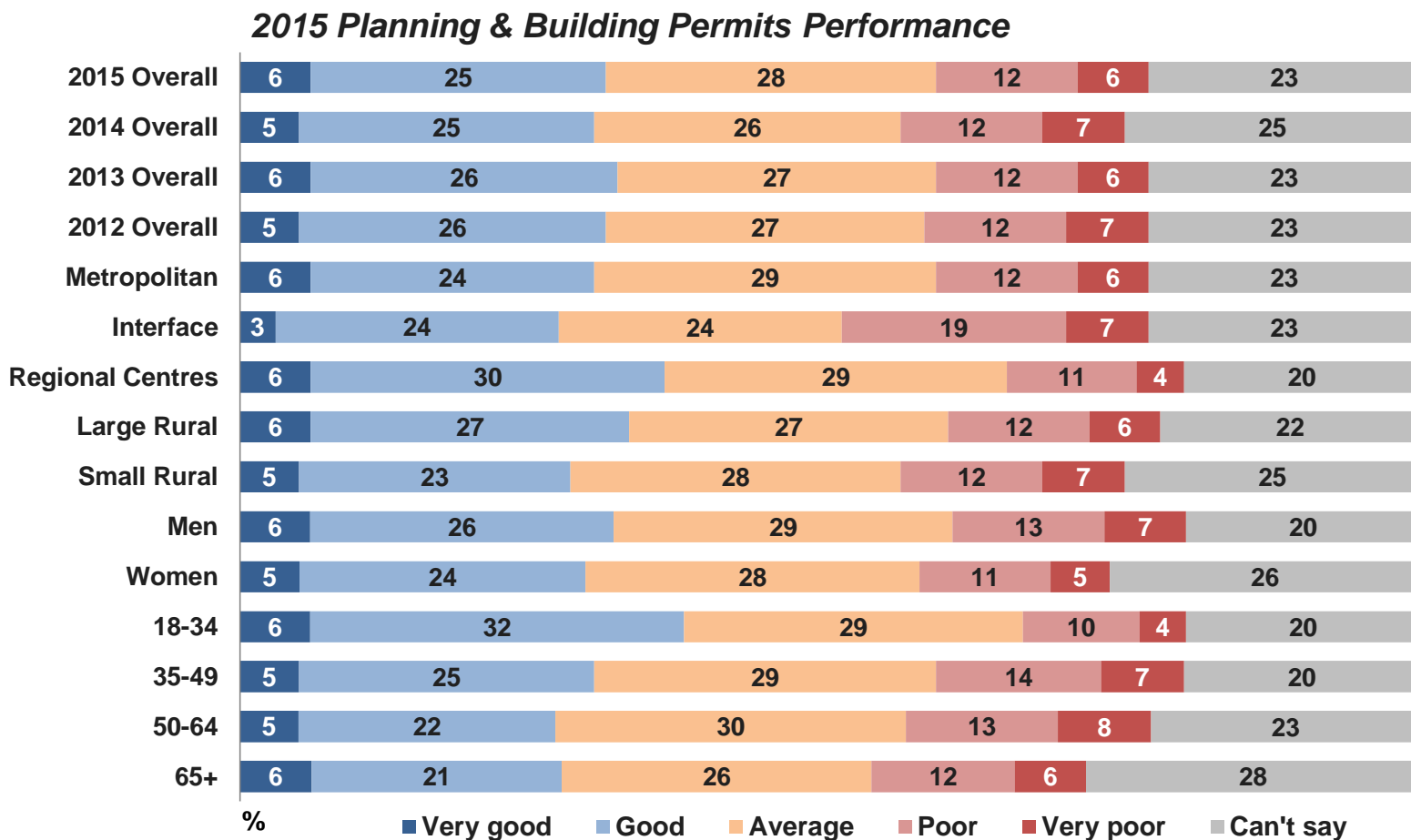


Q2. How has Council performed on 'Planning and Building Permits' over the last 12 months?

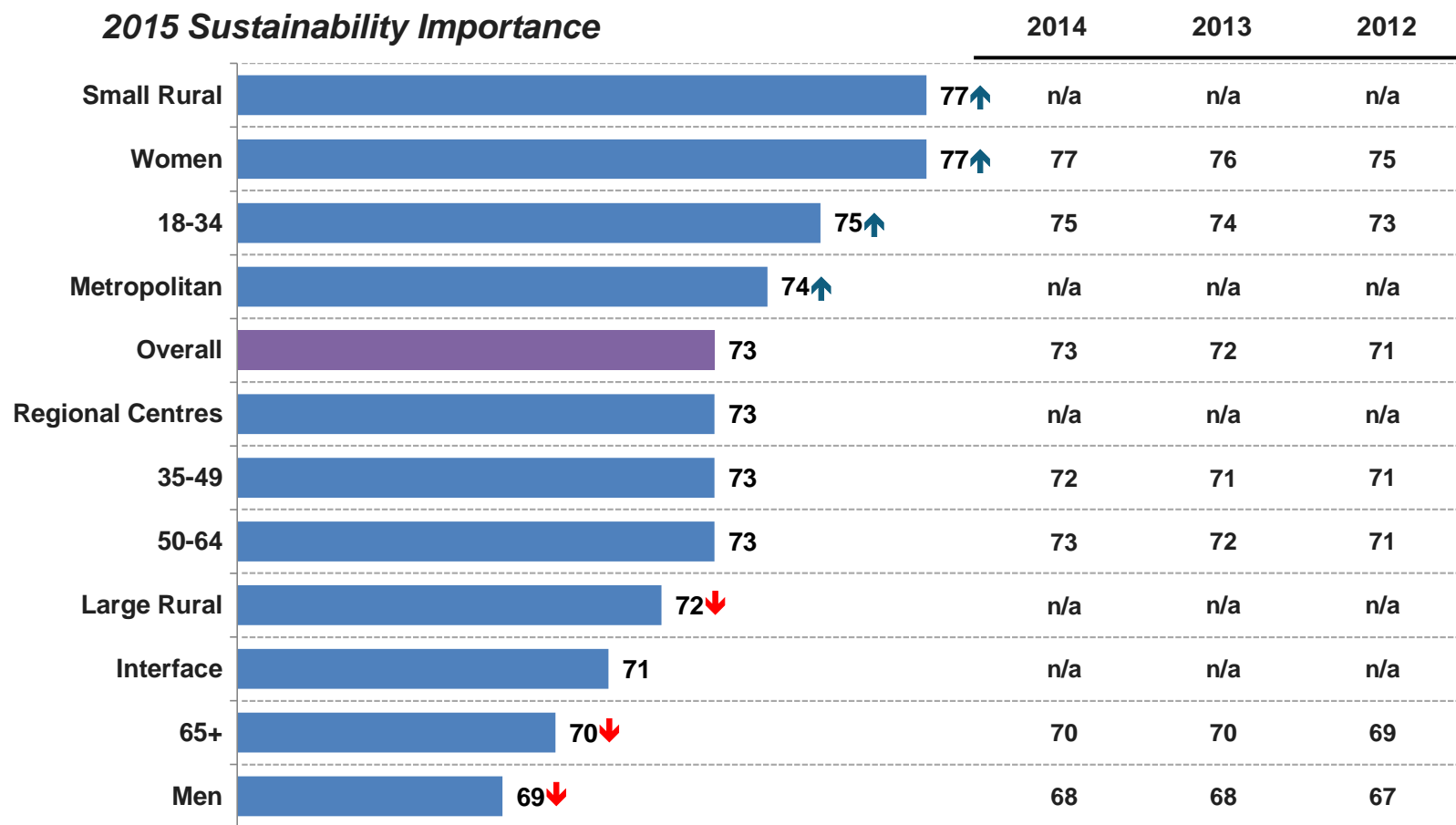
Base: All respondents. Councils asked State-wide: 28

Note: Please see slide 5 for explanation about significant differences

# 2015 PLANNING AND BUILDING PERMITS PERFORMANCE DETAILED PERCENTAGES



# 2015 ENVIRONMENTAL SUSTAINABILITY IMPORTANCE INDEX SCORES

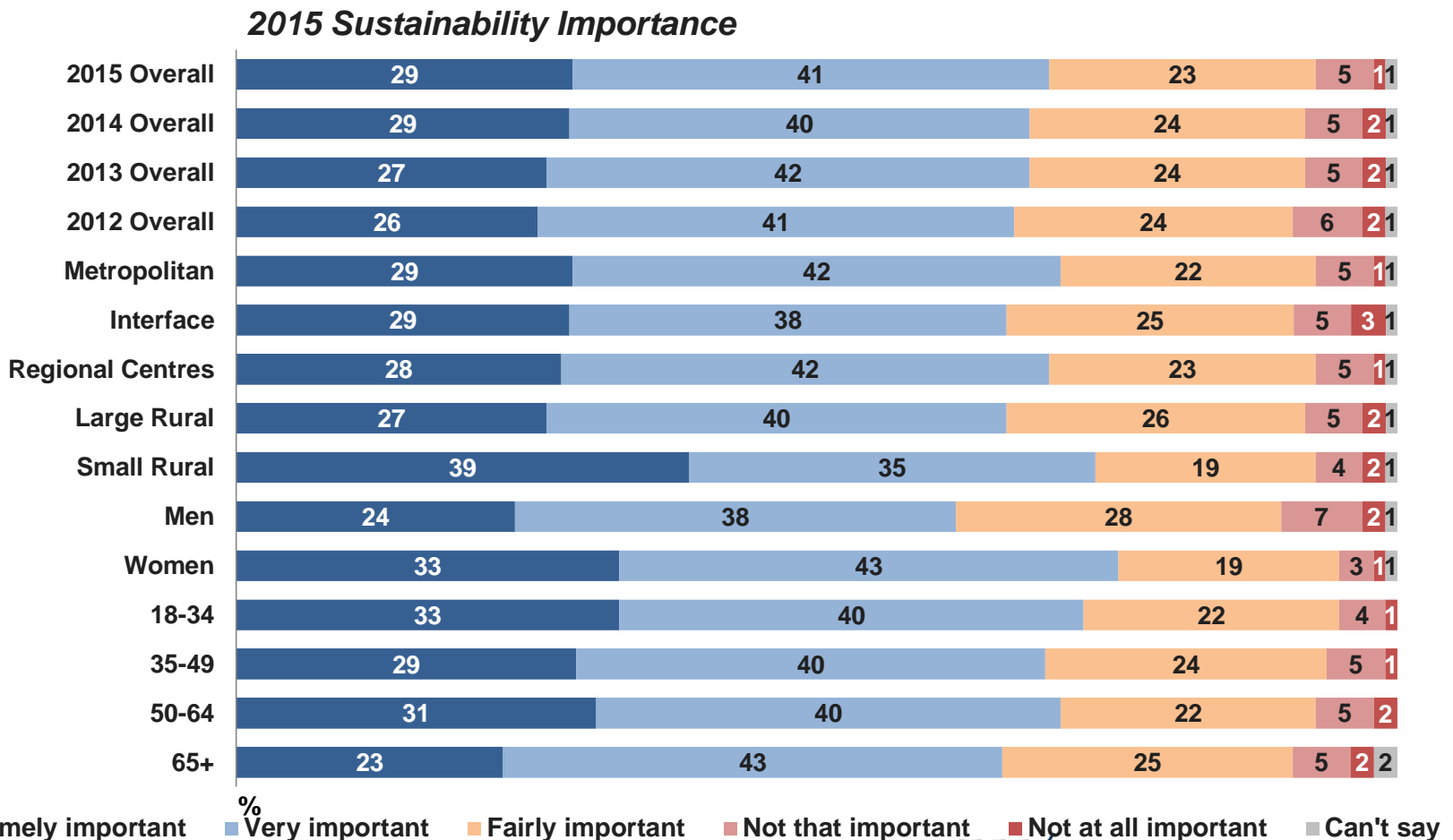


Q1. Firstly, how important should 'Environmental Sustainability' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

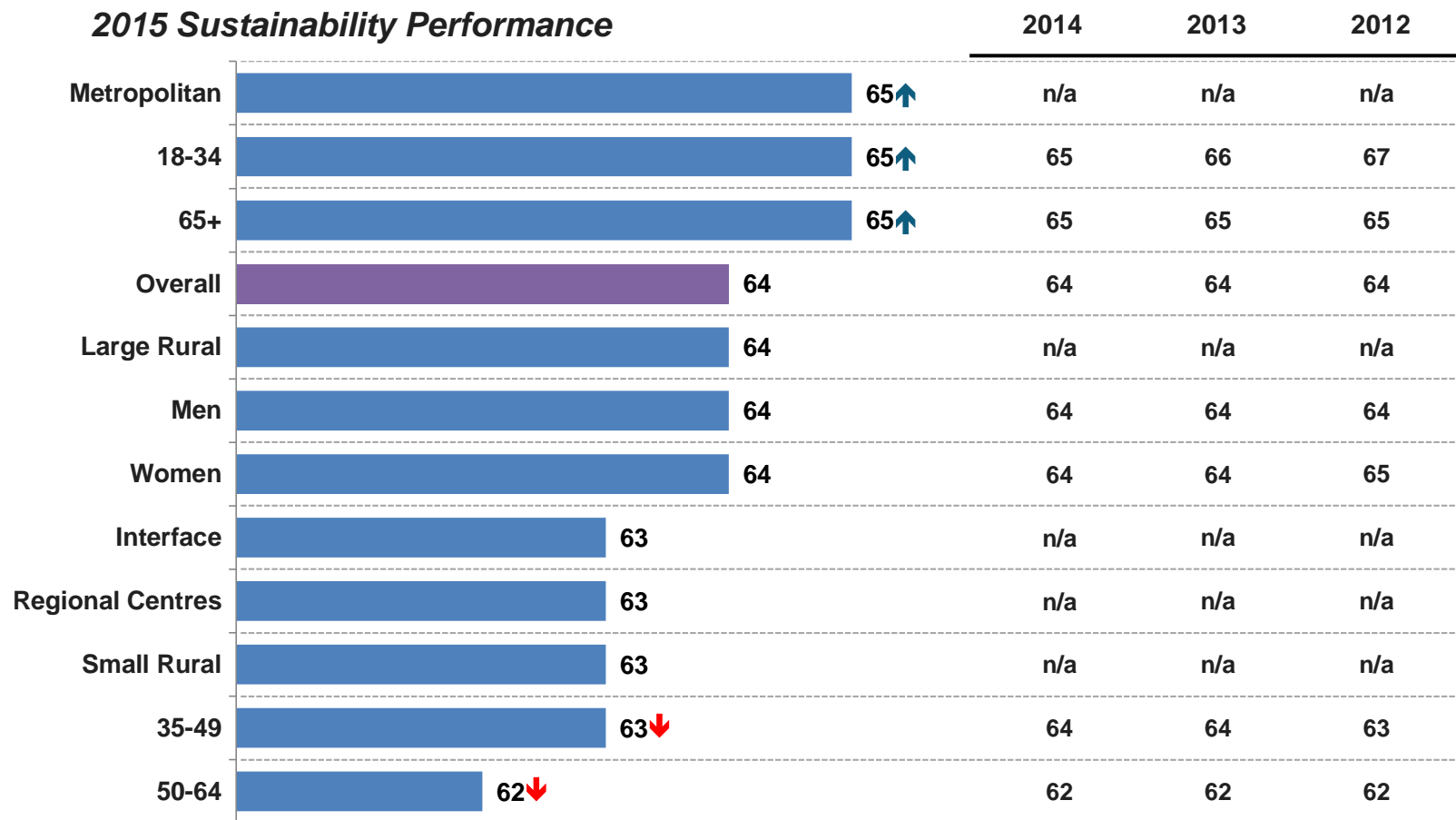
# 2015 ENVIRONMENTAL SUSTAINABILITY IMPORTANCE DETAILED PERCENTAGES



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

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

# 2015 ENVIRONMENTAL SUSTAINABILITY PERFORMANCE INDEX SCORES

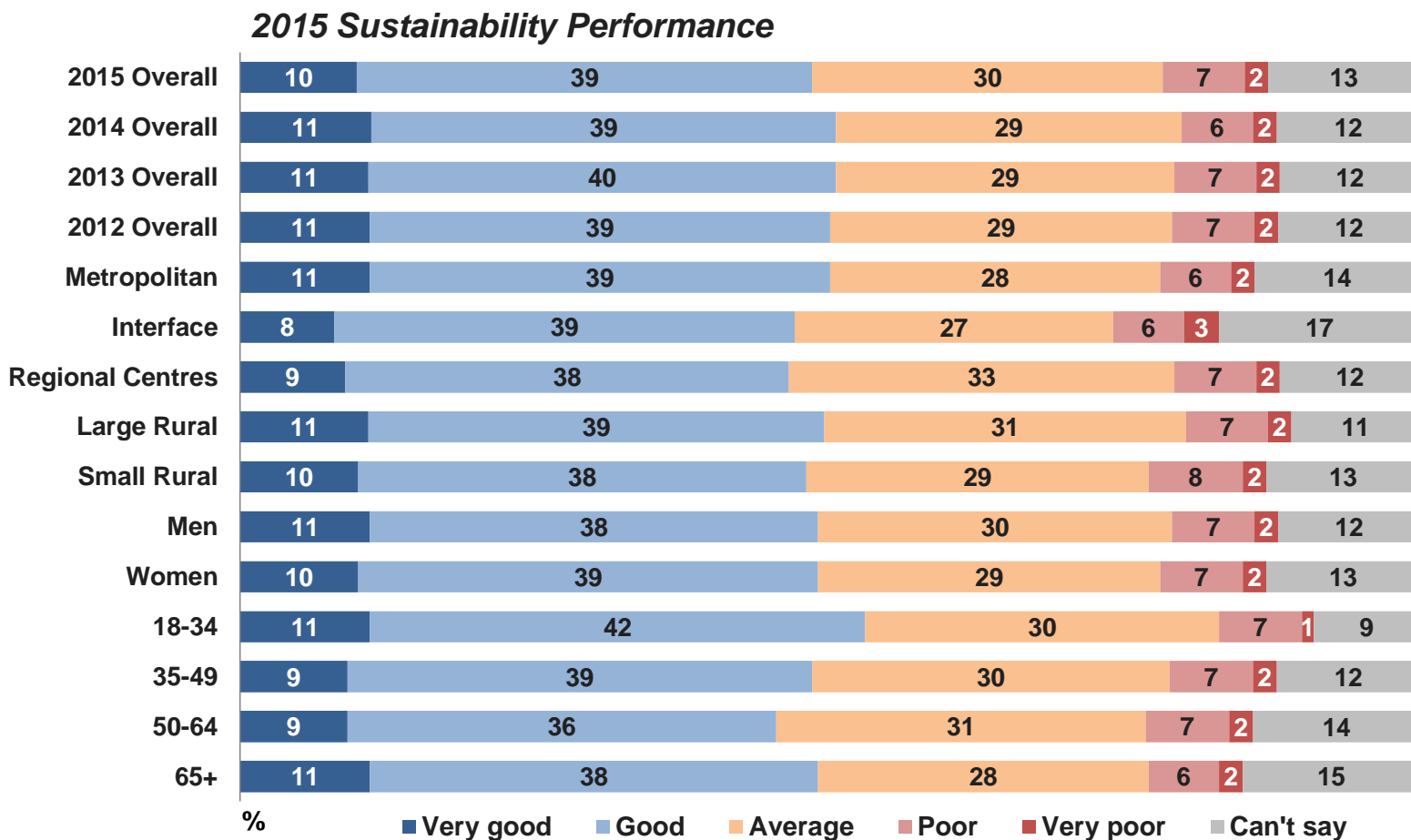


Q2. How has Council performed on 'Environmental Sustainability' over the last 12 months?

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

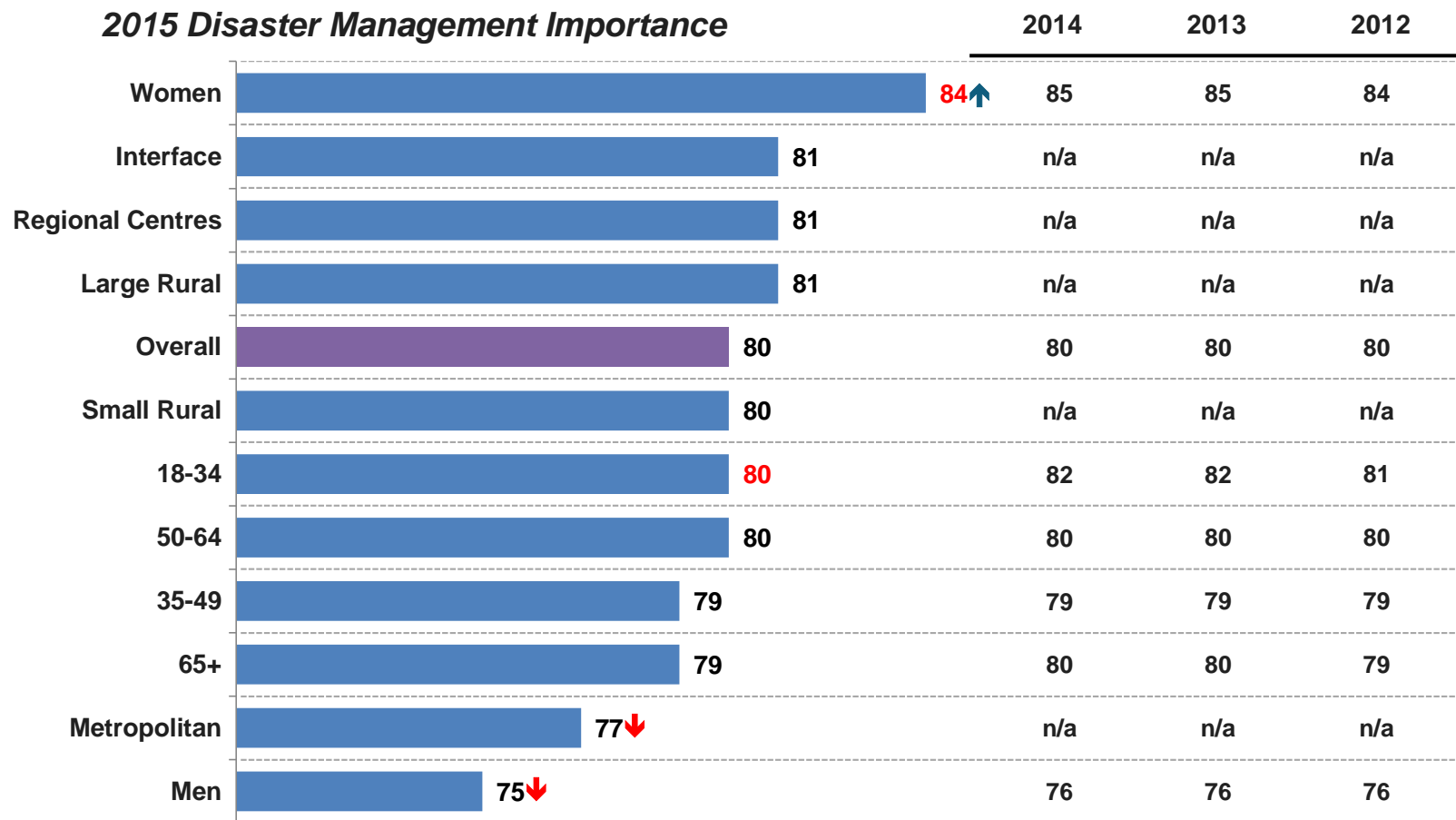
Note: Please see slide 5 for explanation about significant differences

# 2015 ENVIRONMENTAL SUSTAINABILITY PERFORMANCE DETAILED PERCENTAGES





# 2015 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE INDEX SCORES



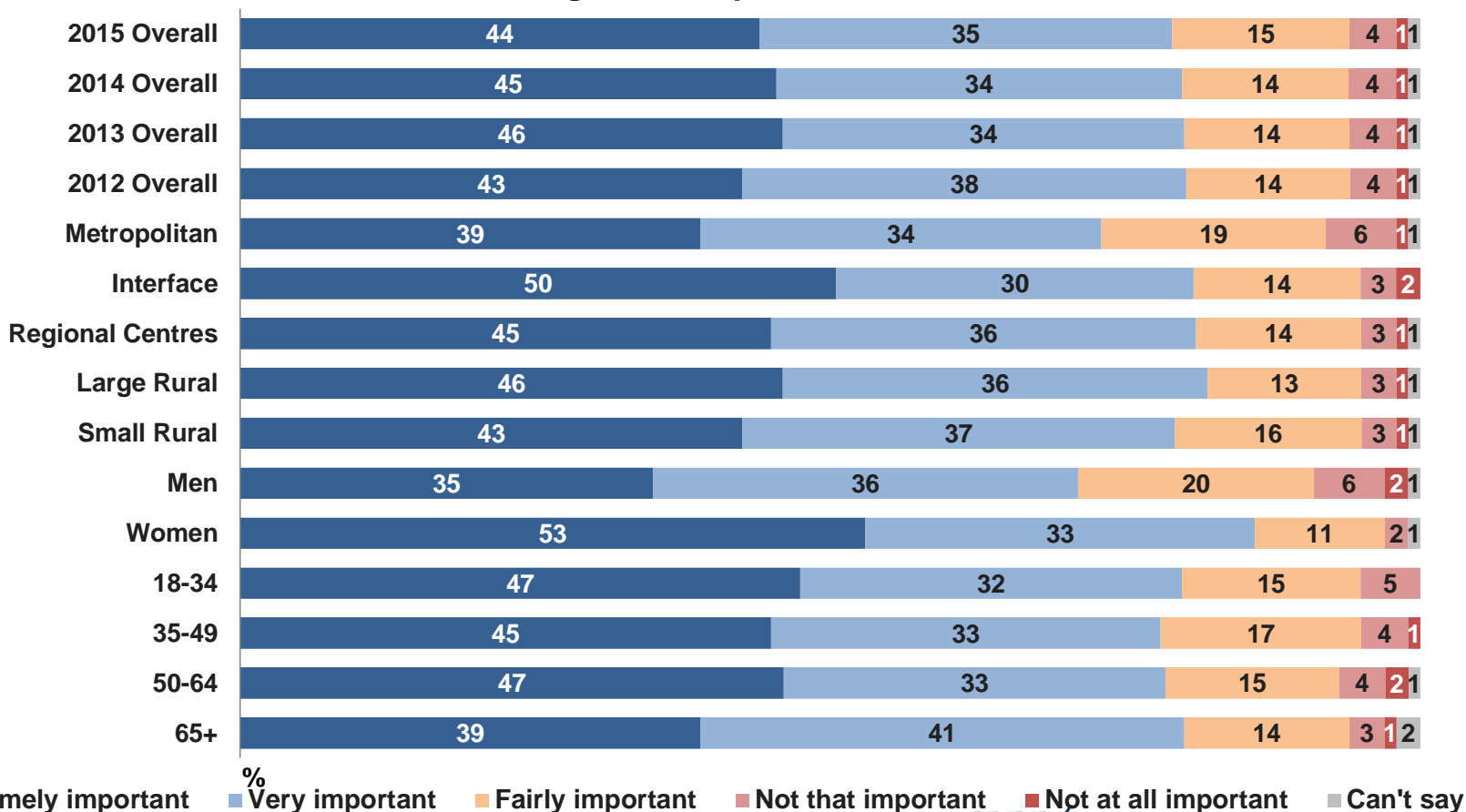
Q1. Firstly, how important should 'Emergency and Disaster Management' be as a responsibility for Council?

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

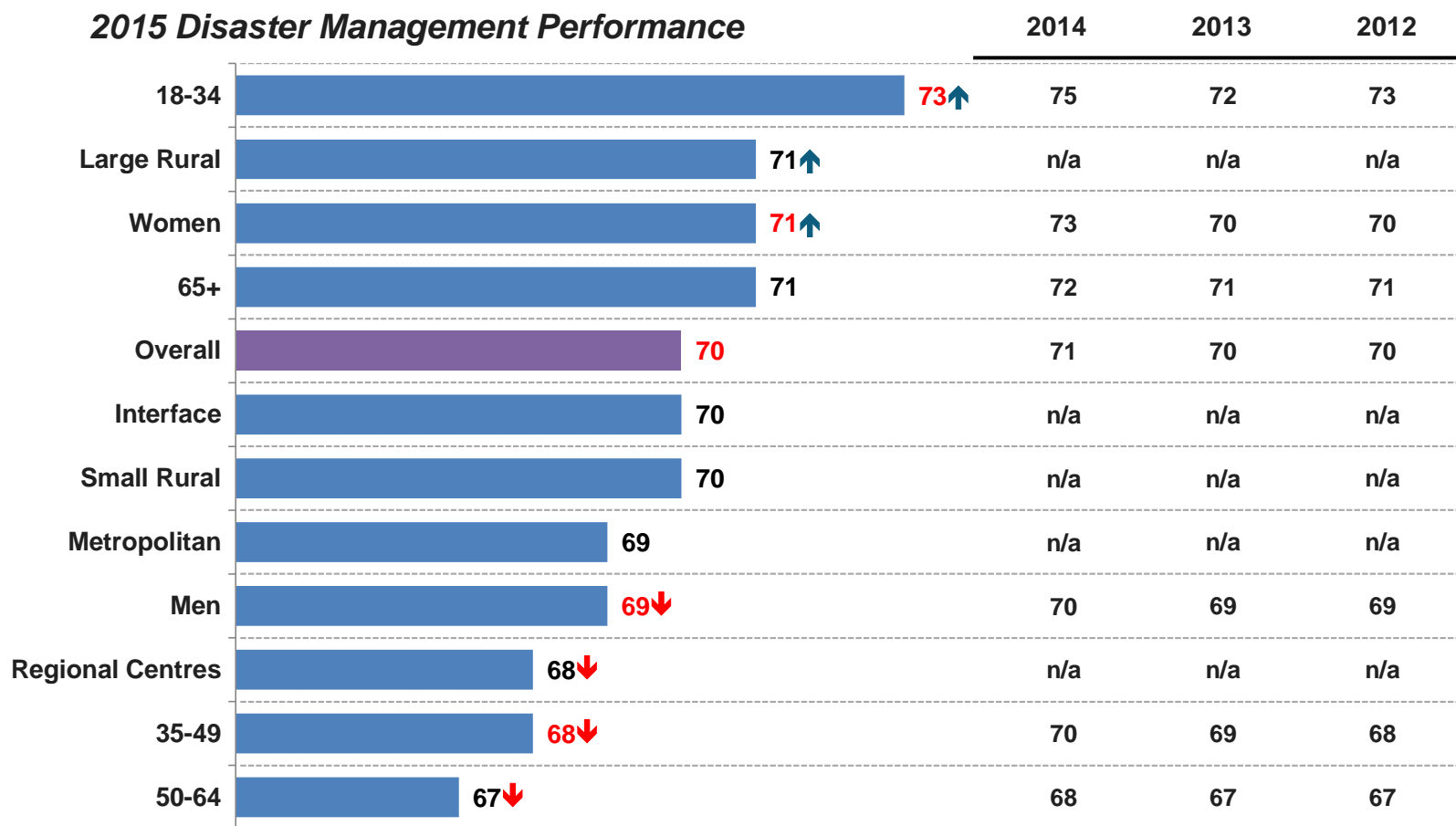
Note: Please see slide 5 for explanation about significant differences

# 2015 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE DETAILED PERCENTAGES

## 2015 Disaster Management Importance



# 2015 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE INDEX SCORES

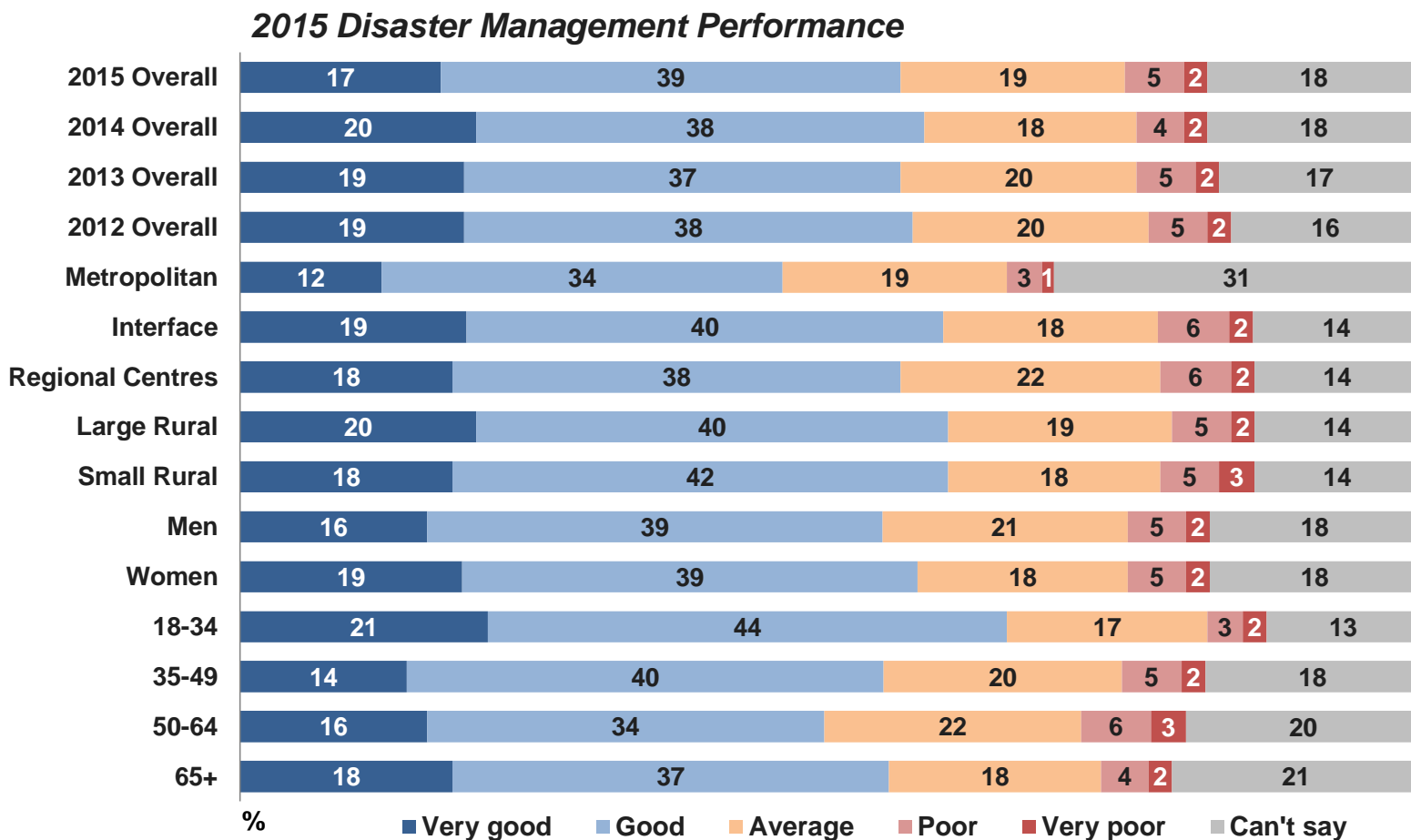


Q2. How has Council performed on 'Emergency and Disaster Management' over the last 12 months?

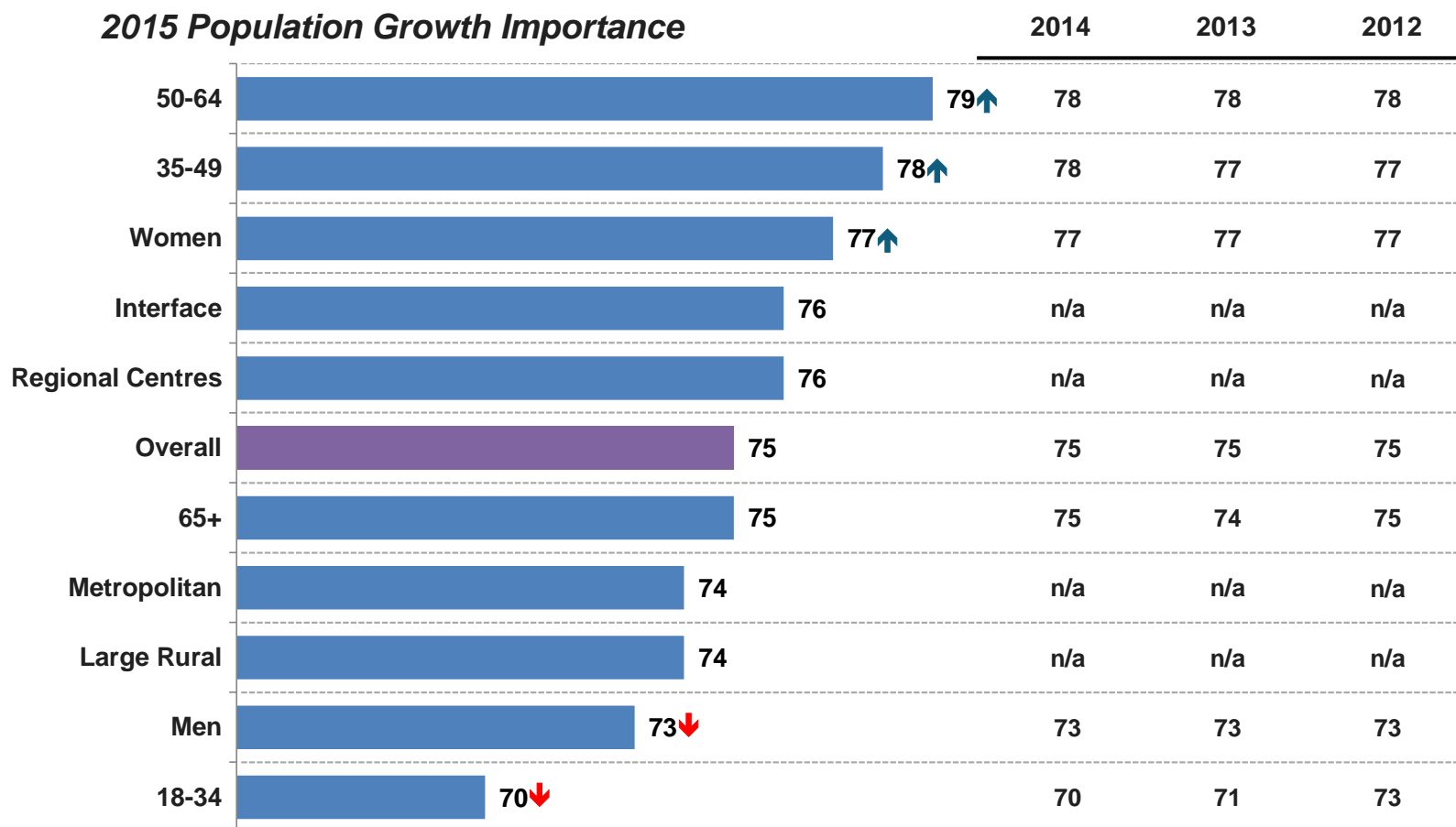
Base: All respondents. Councils asked State-wide: 22

Note: Please see slide 5 for explanation about significant differences

# 2015 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



# 2015 PLANNING FOR POPULATION GROWTH IN THE AREA IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Planning for population growth in the area' be as a responsibility for Council?

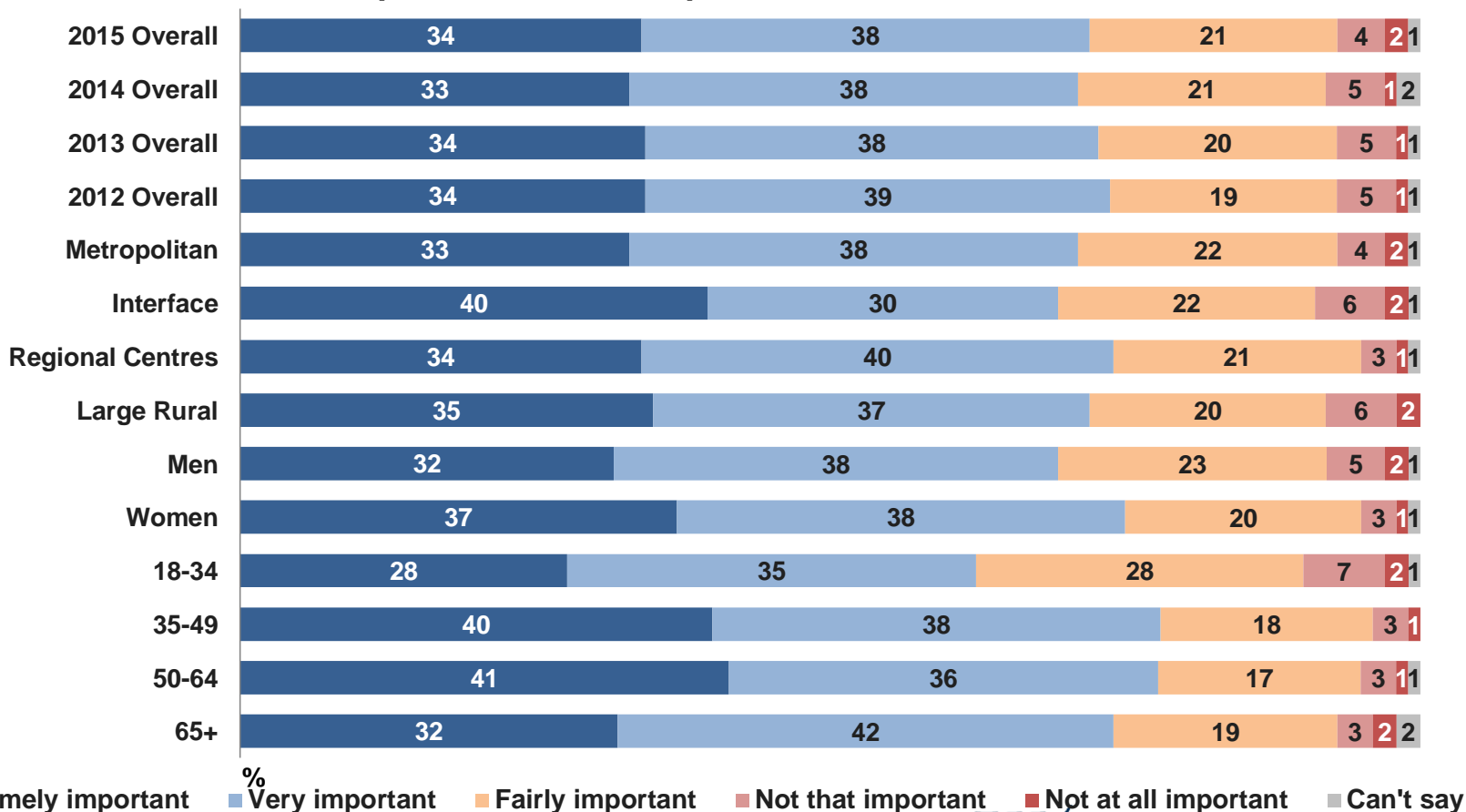
Base: All respondents. Councils asked State-wide: 13

Note: Please see slide 5 for explanation about significant differences

# 2015 PLANNING FOR POPULATION GROWTH IN THE AREA

## IMPORTANCE DETAILED PERCENTAGES

### 2015 Population Growth Importance

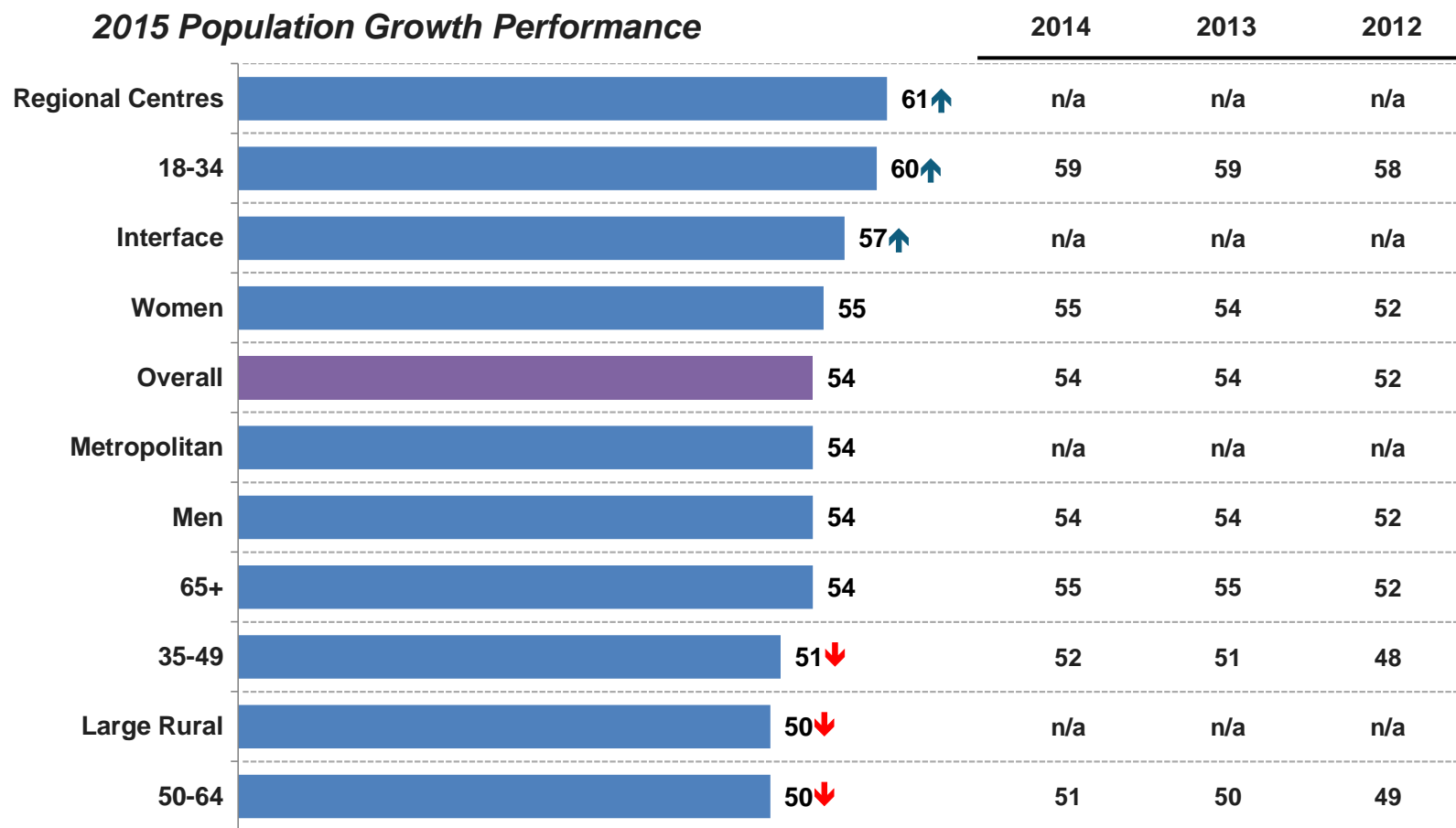


Q1. Firstly, how important should 'Planning for population growth in the area' be as a responsibility for Council?

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



# 2015 PLANNING FOR POPULATION GROWTH IN THE AREA PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?

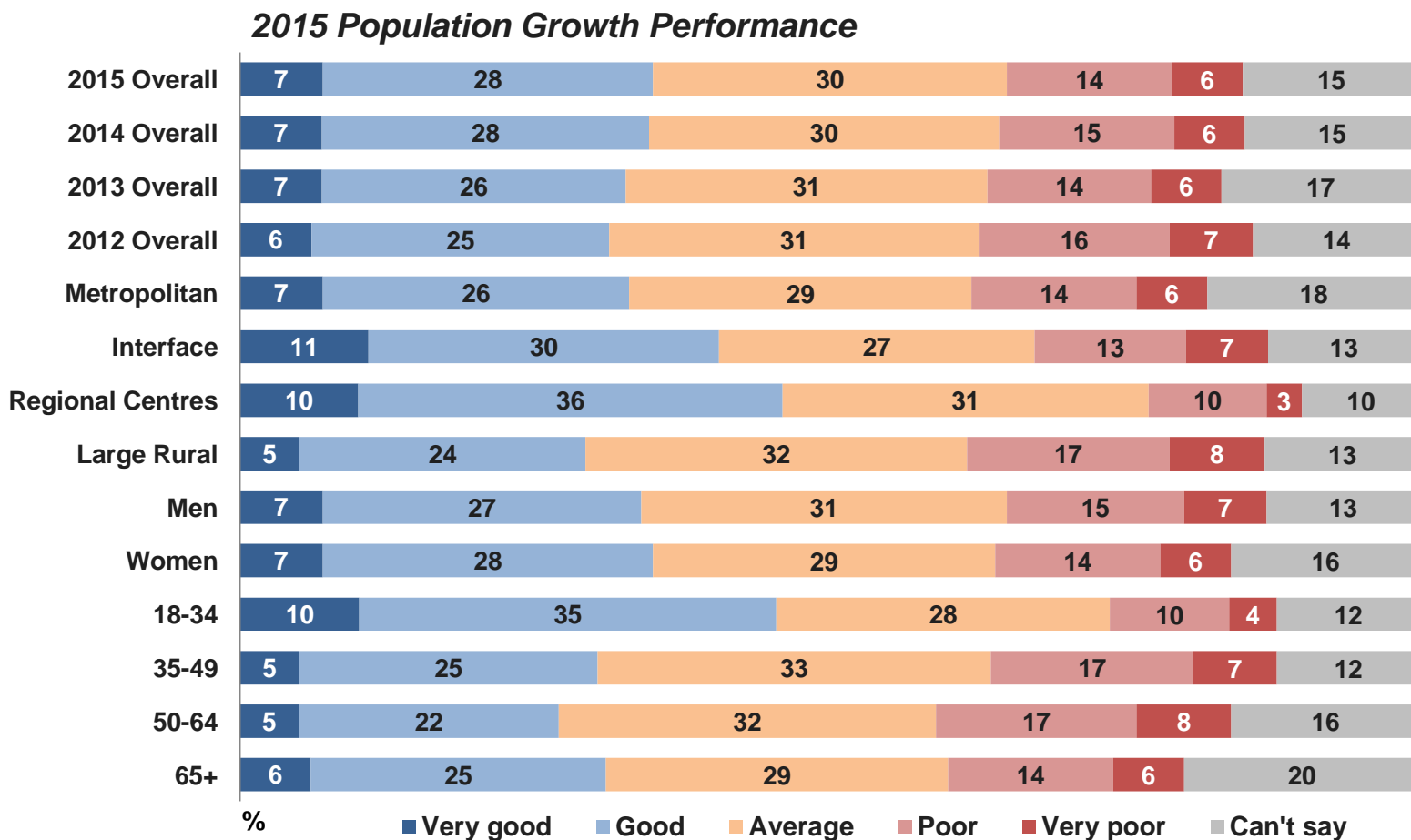
Base: All respondents. Councils asked State-wide: 16

Note: Please see slide 5 for explanation about significant differences

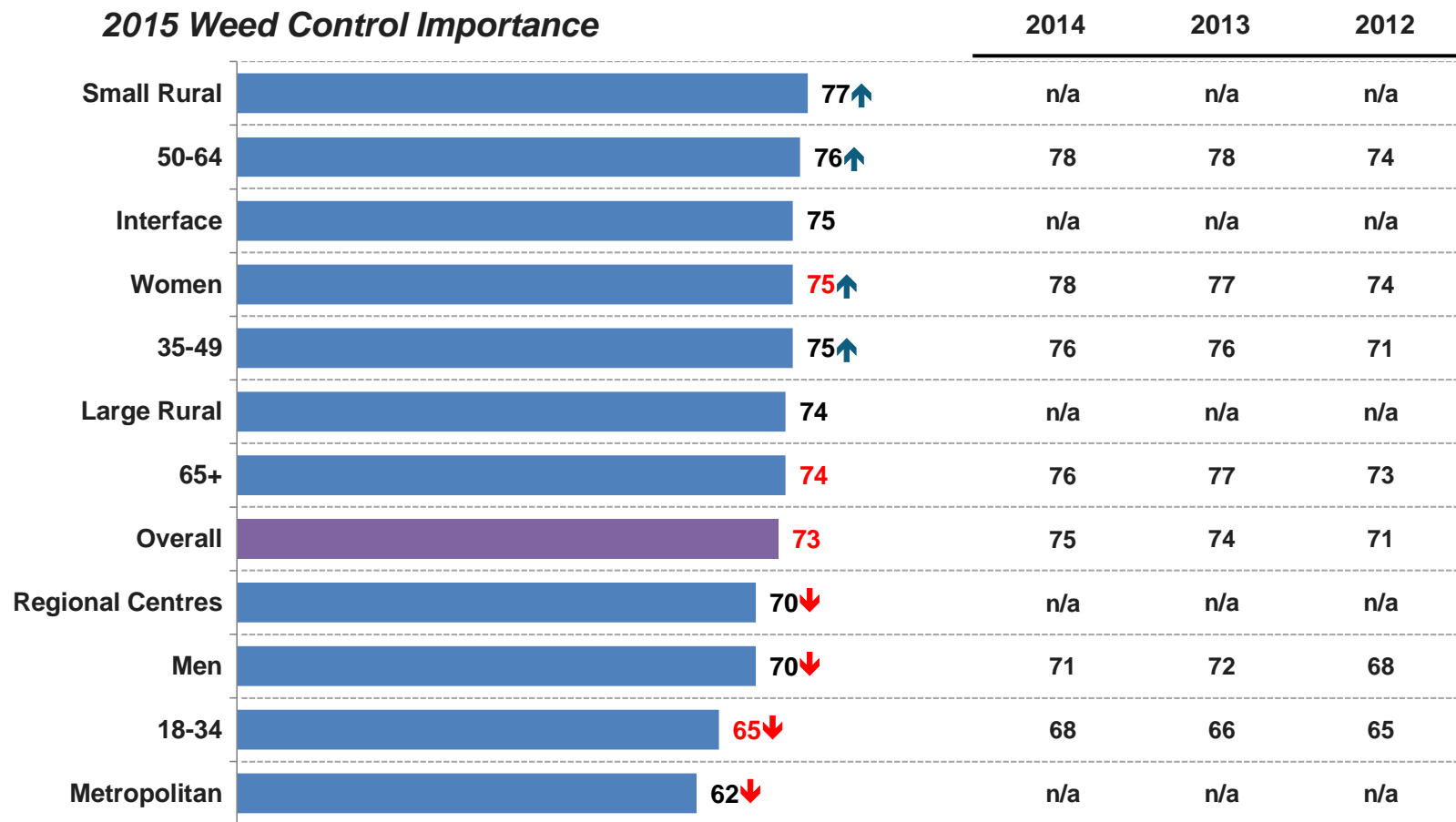


# 2015 PLANNING FOR POPULATION GROWTH IN THE AREA

## PERFORMANCE DETAILED PERCENTAGES



# 2015 ROADSIDE SLASHING AND WEED CONTROL IMPORTANCE INDEX SCORES

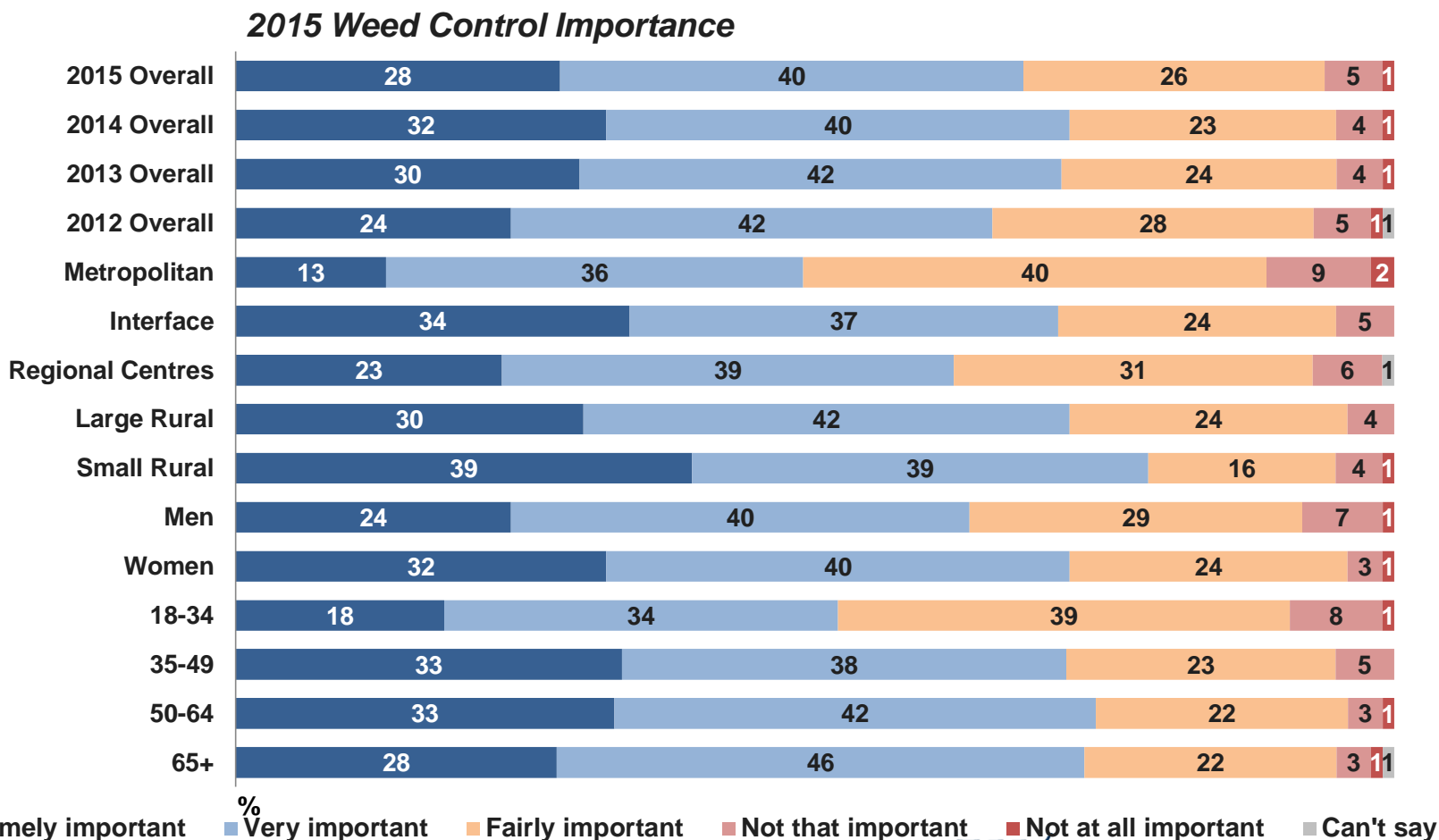


Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

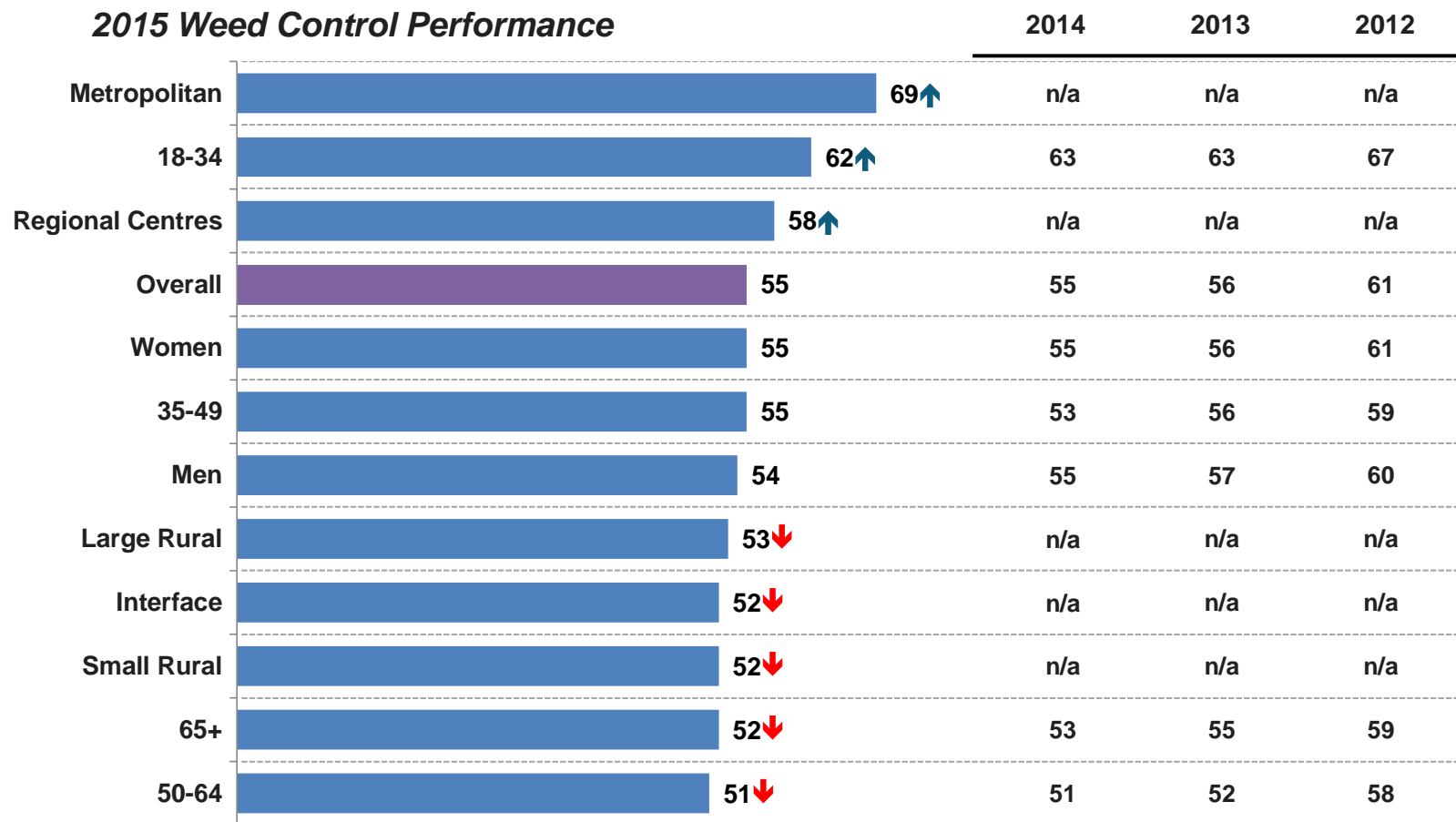
# 2015 ROADSIDE SLASHING AND WEED CONTROL IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?  
Base: All respondents. Councils asked State-wide: 10



# 2015 ROADSIDE SLASHING AND WEED CONTROL PERFORMANCE INDEX SCORES

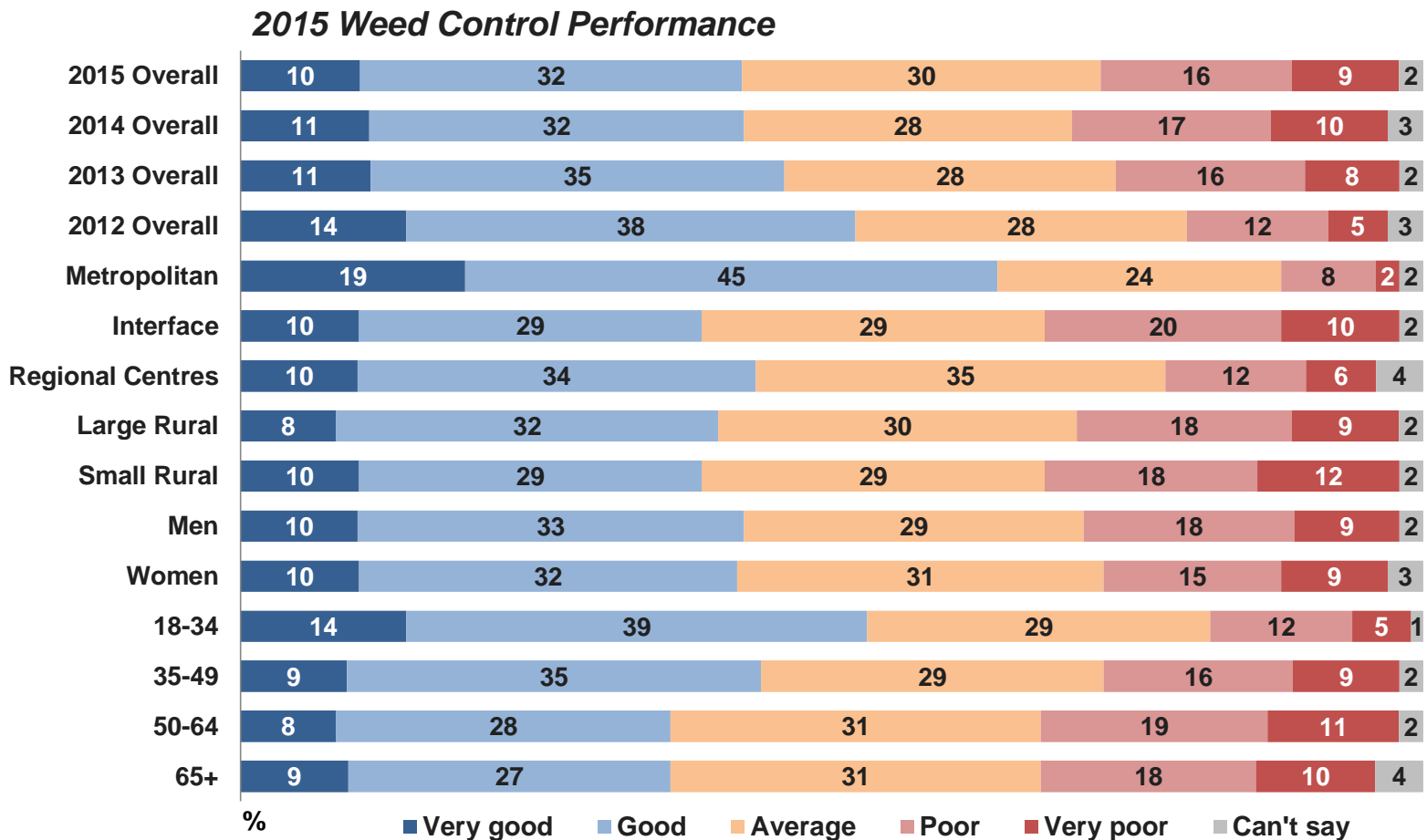


Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?

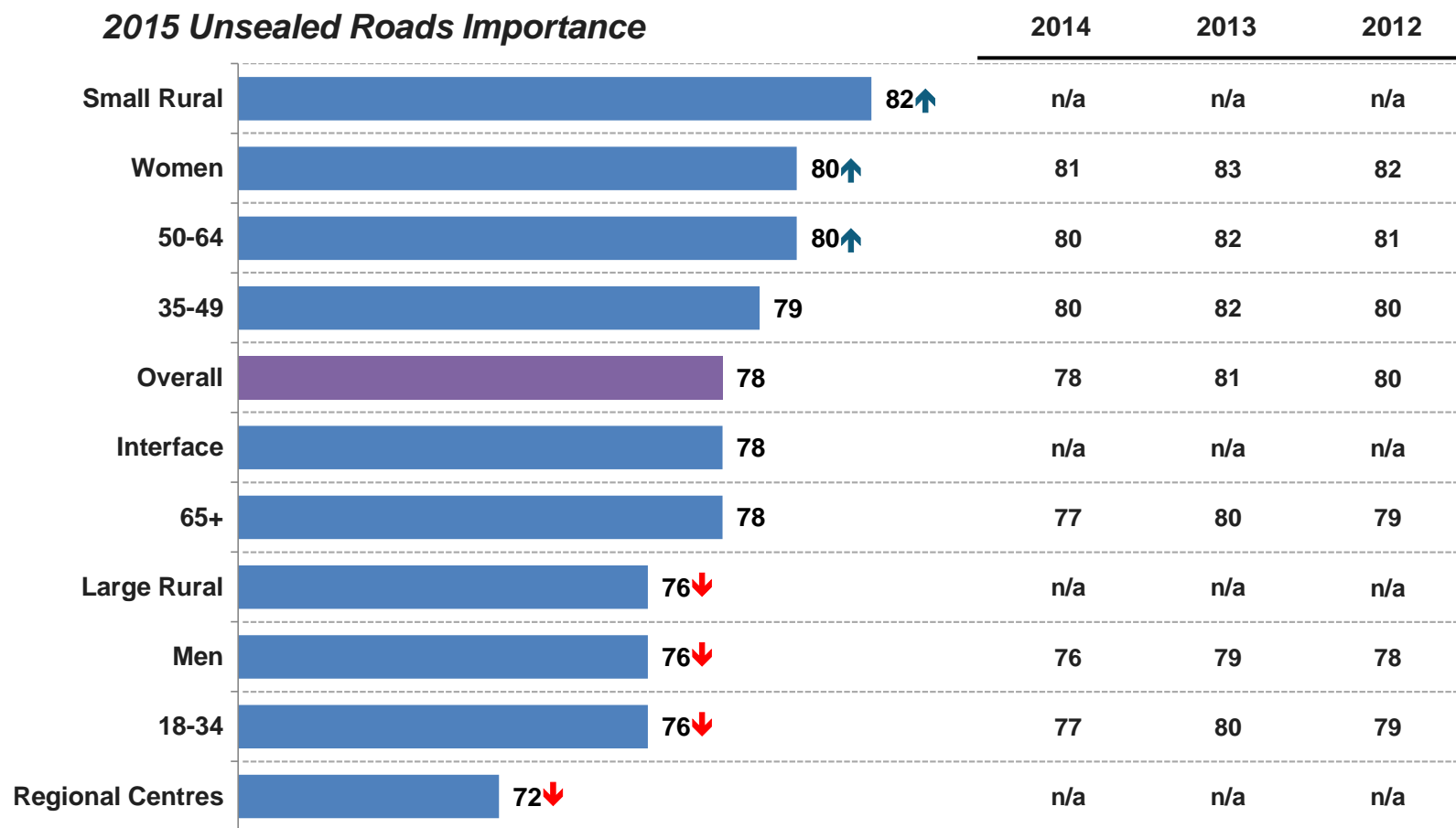
Base: All respondents. Councils asked State-wide: 13

Note: Please see slide 5 for explanation about significant differences

# 2015 ROADSIDE SLASHING AND WEED CONTROL PERFORMANCE DETAILED PERCENTAGES



# 2015 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA IMPORTANCE INDEX SCORES



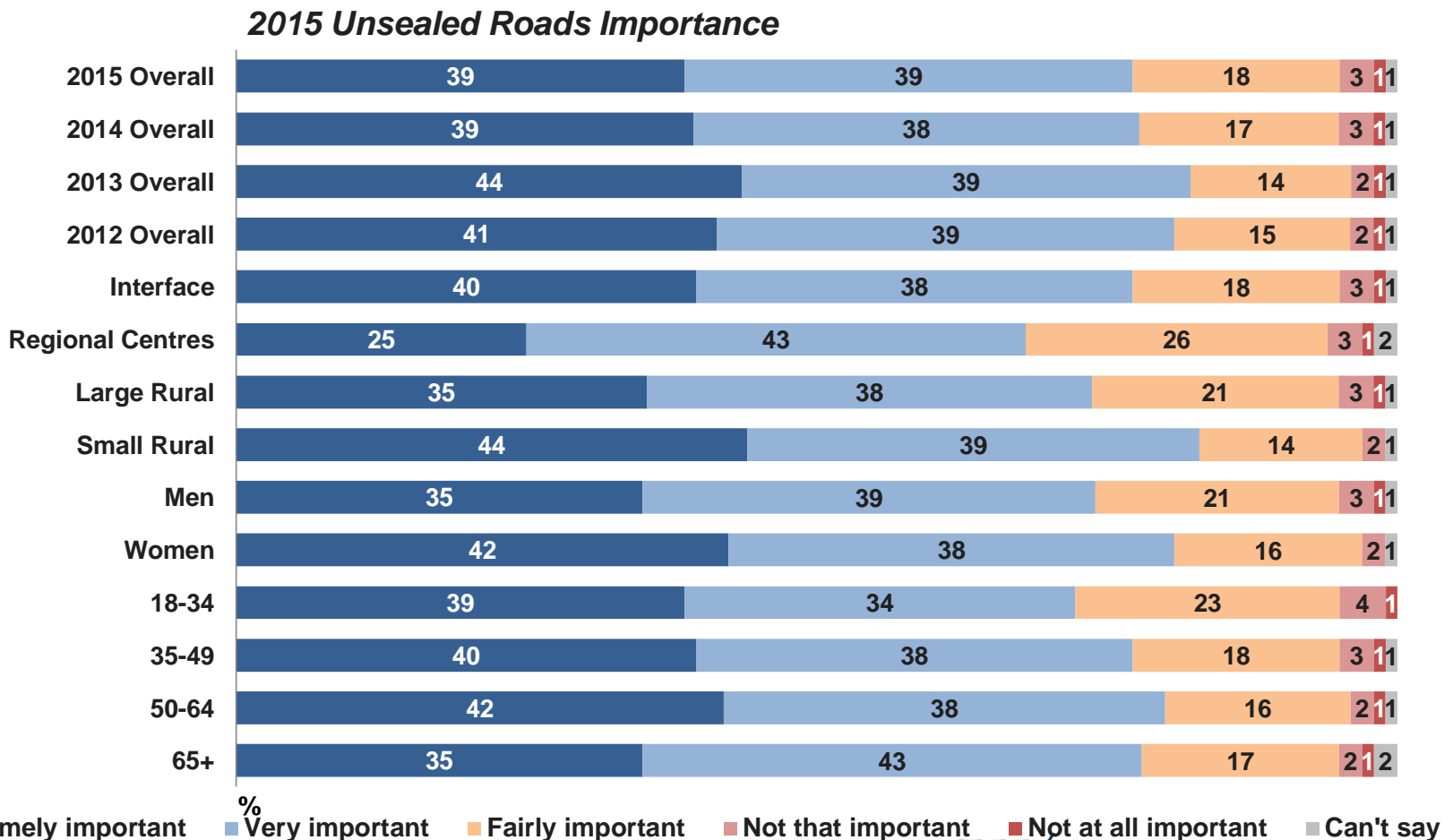
Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

# 2015 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

## IMPORTANCE DETAILED PERCENTAGES



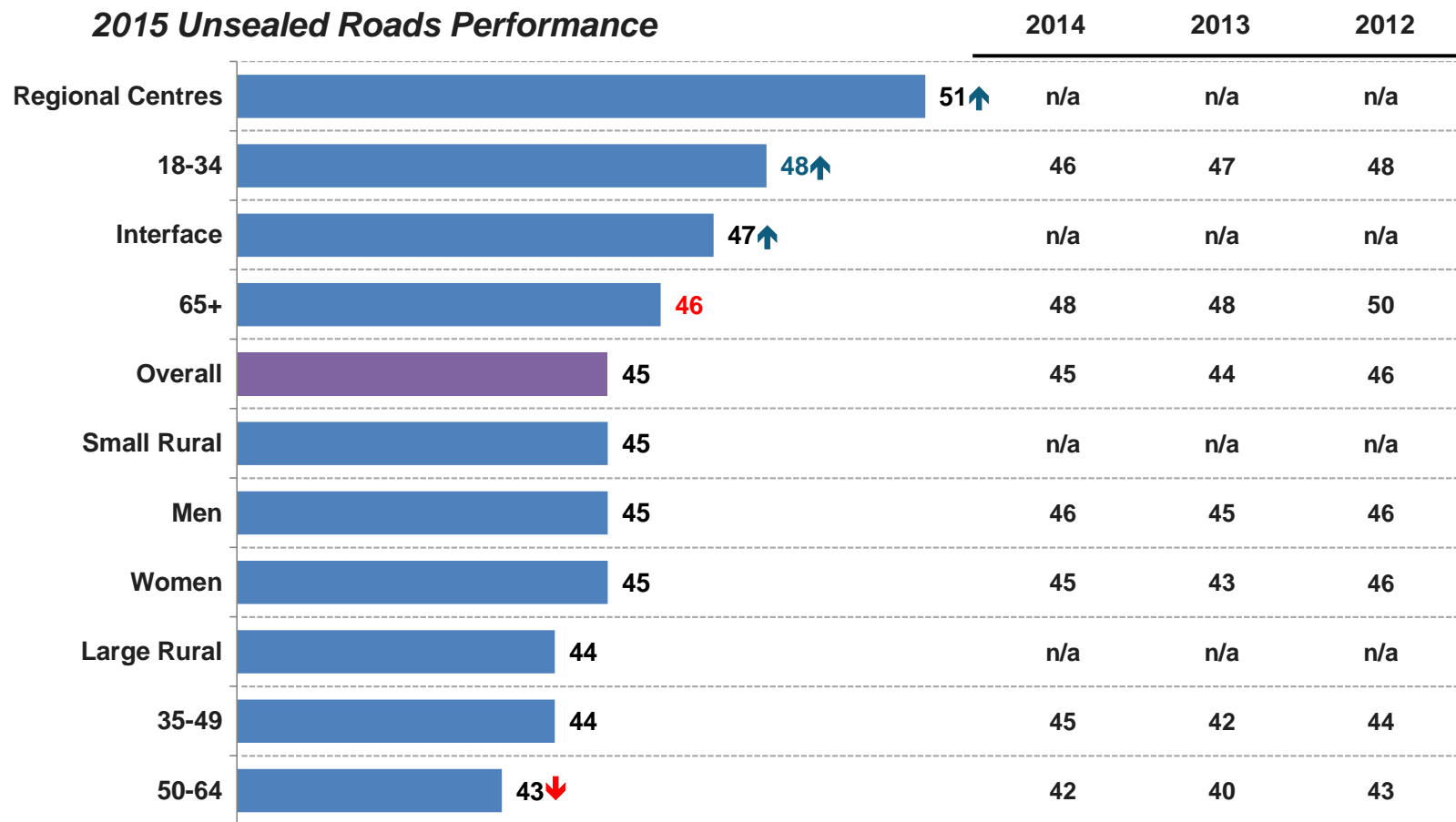
Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?

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





# 2015 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA PERFORMANCE INDEX SCORES



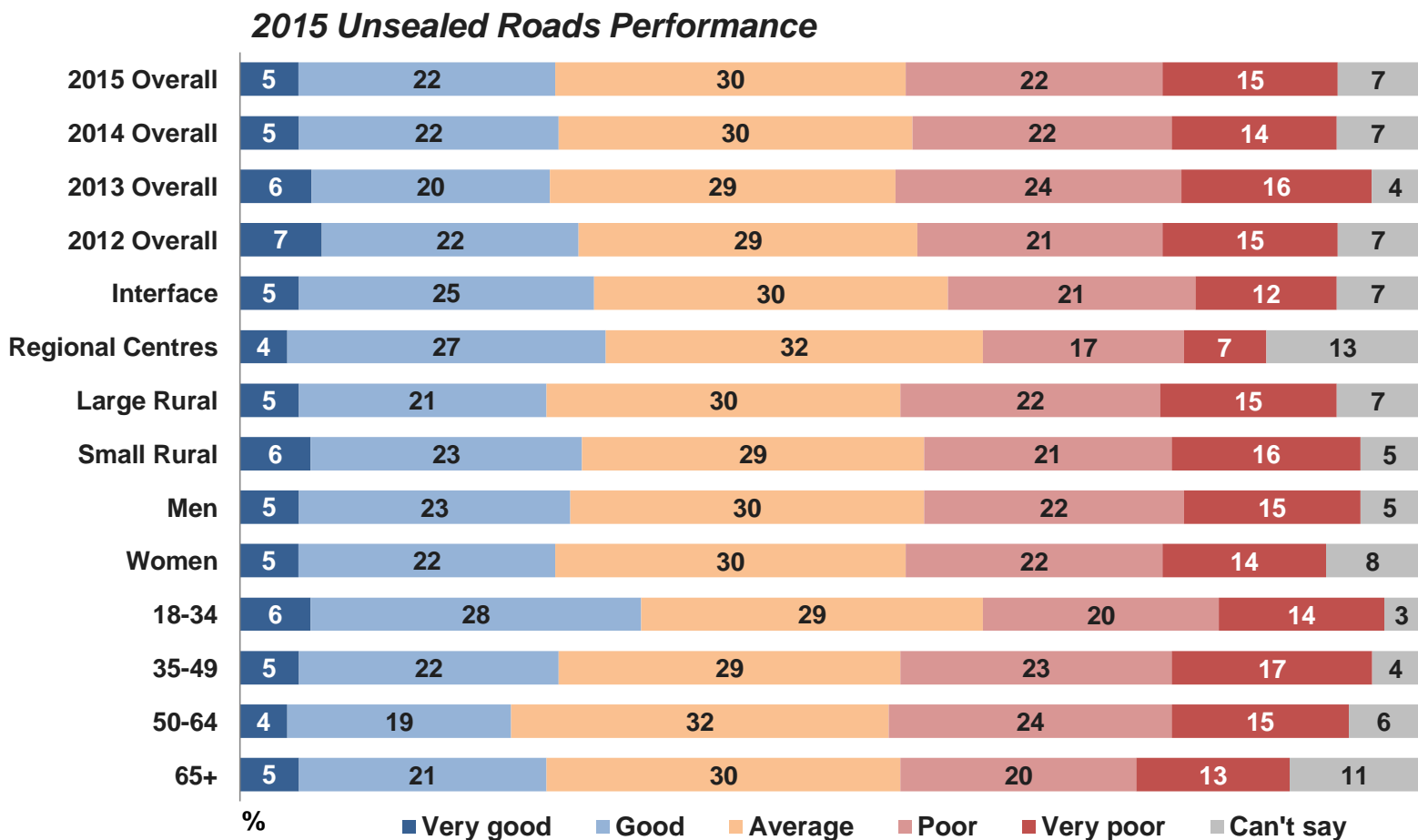
Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?

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

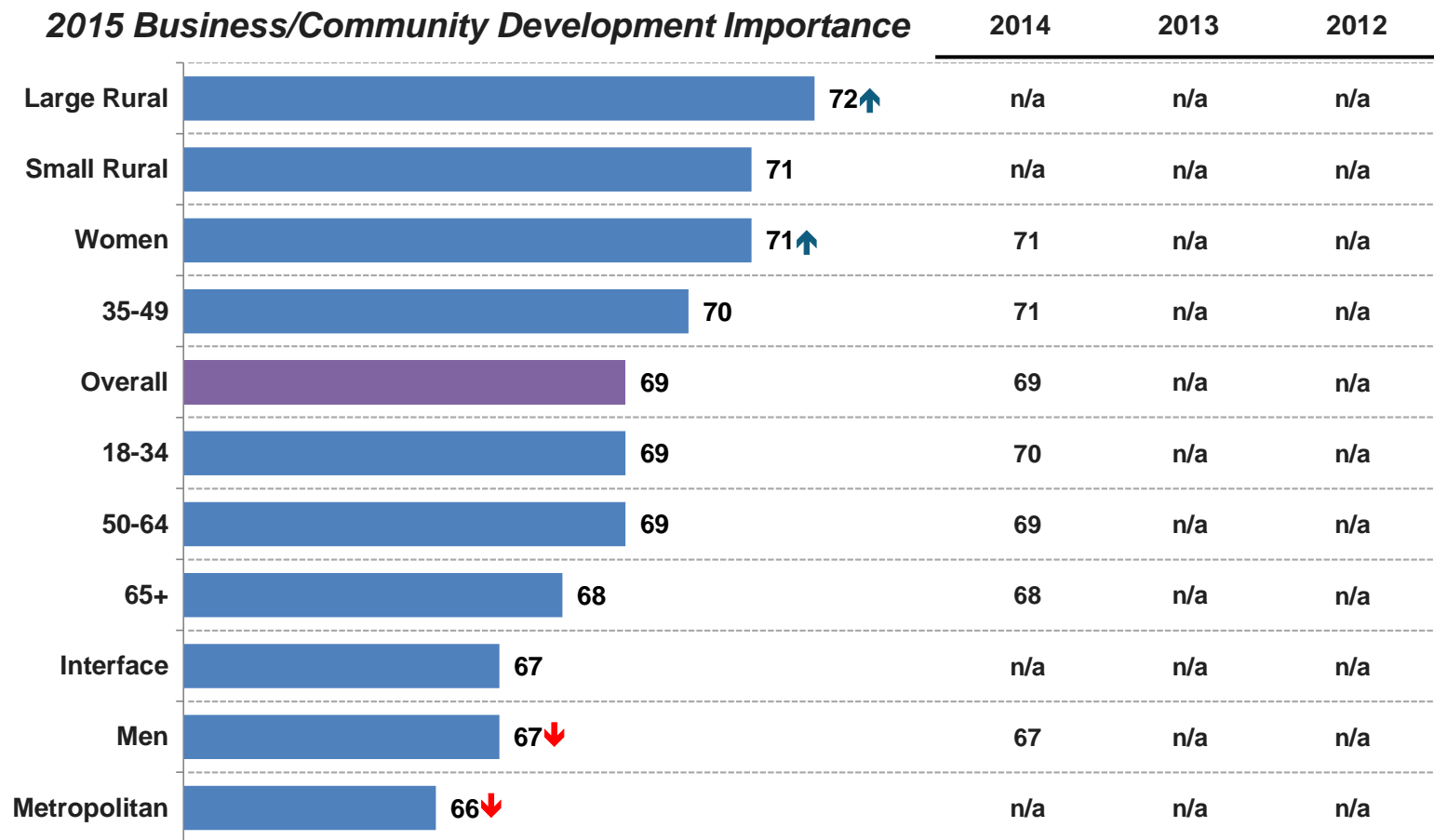
Note: Please see slide 5 for explanation about significant differences

# 2015 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES



# 2015 BUSINESS AND COMMUNITY DEVELOPMENT IMPORTANCE INDEX SCORES



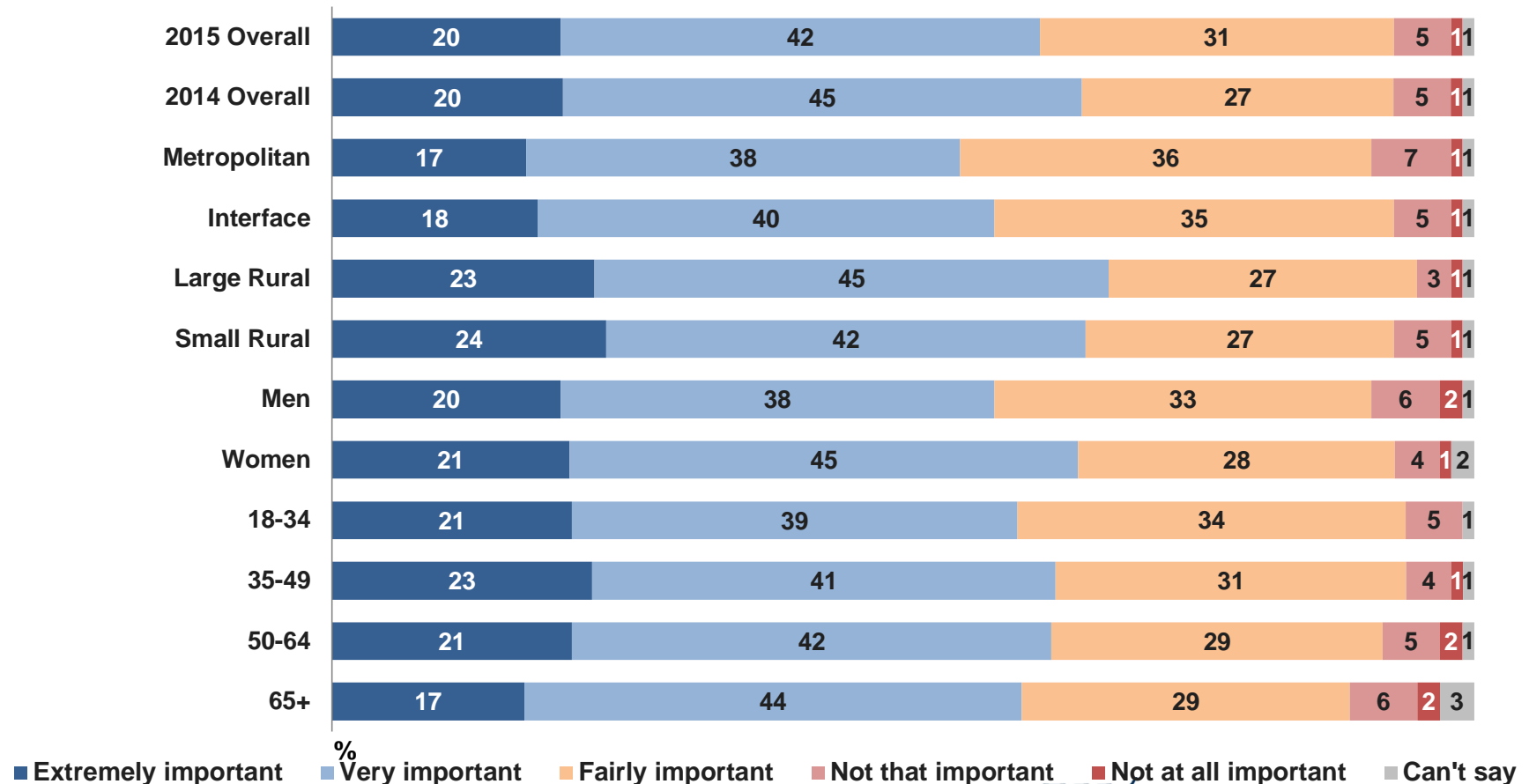
Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

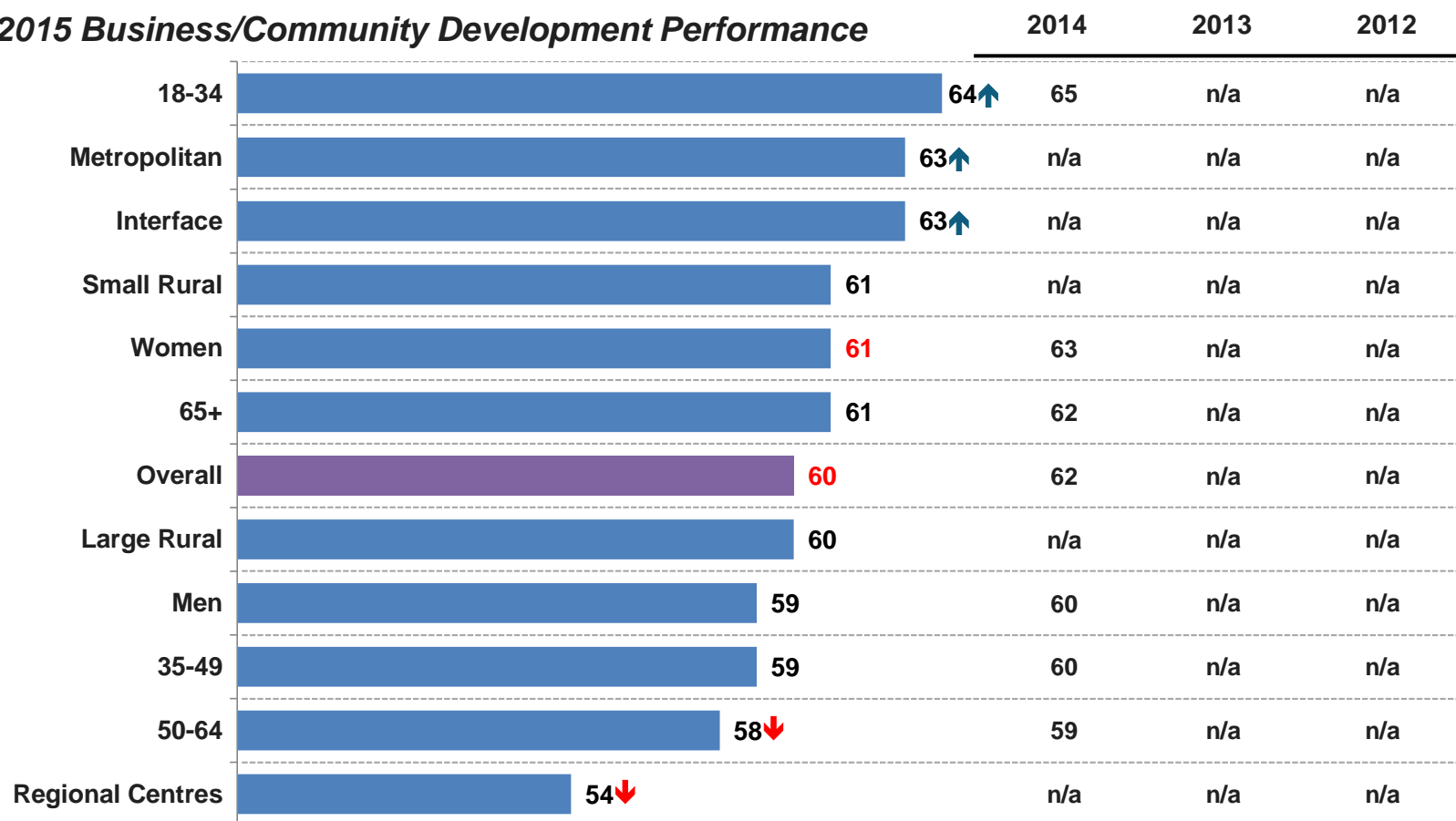
# 2015 BUSINESS AND COMMUNITY DEVELOPMENT IMPORTANCE DETAILED PERCENTAGES

## 2015 Business/Community Development Importance



# 2015 BUSINESS AND COMMUNITY DEVELOPMENT PERFORMANCE INDEX SCORES

## 2015 Business/Community Development Performance



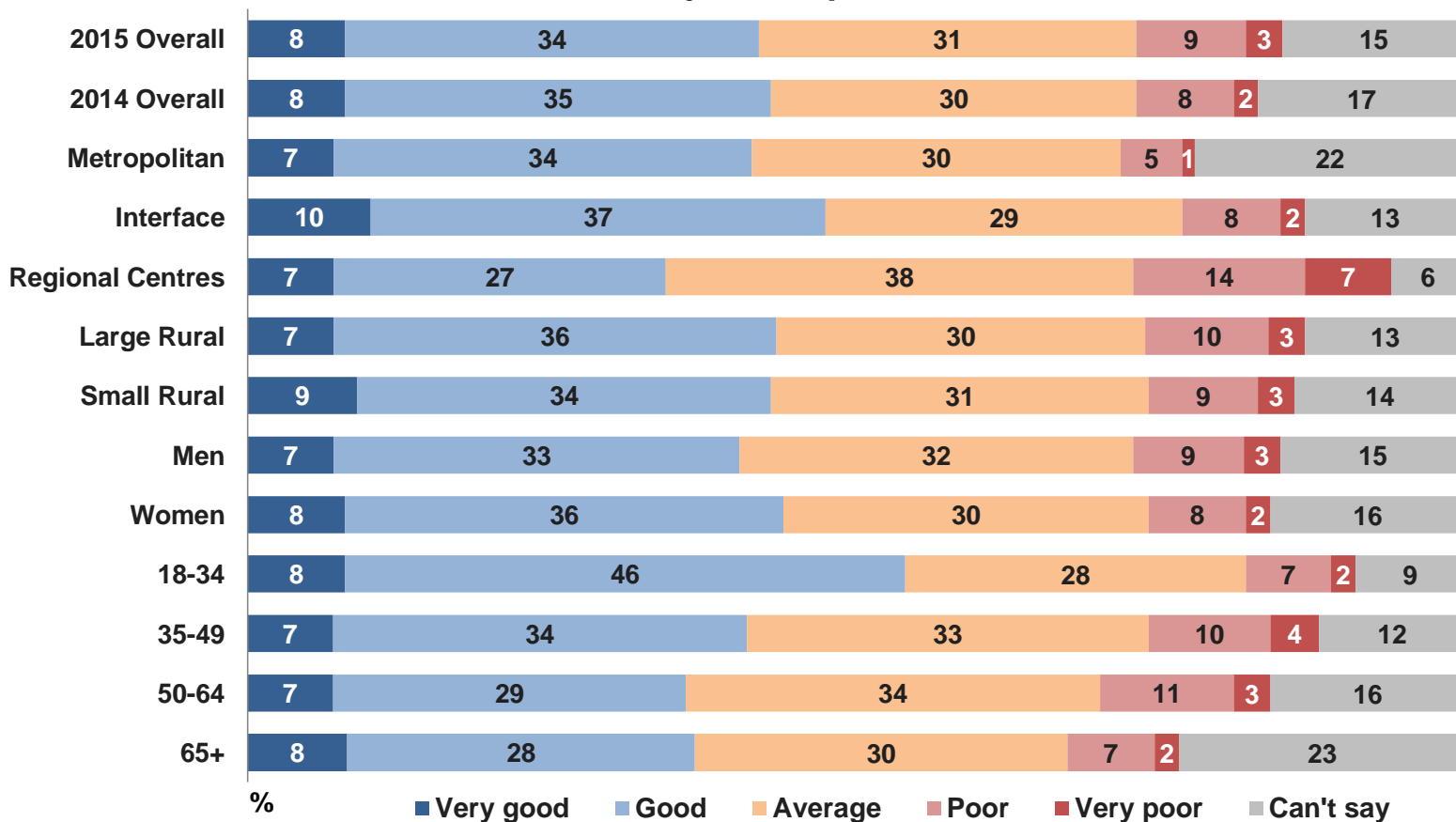
Q2. How has Council performed on 'Business and community development' over the last 12 months?

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

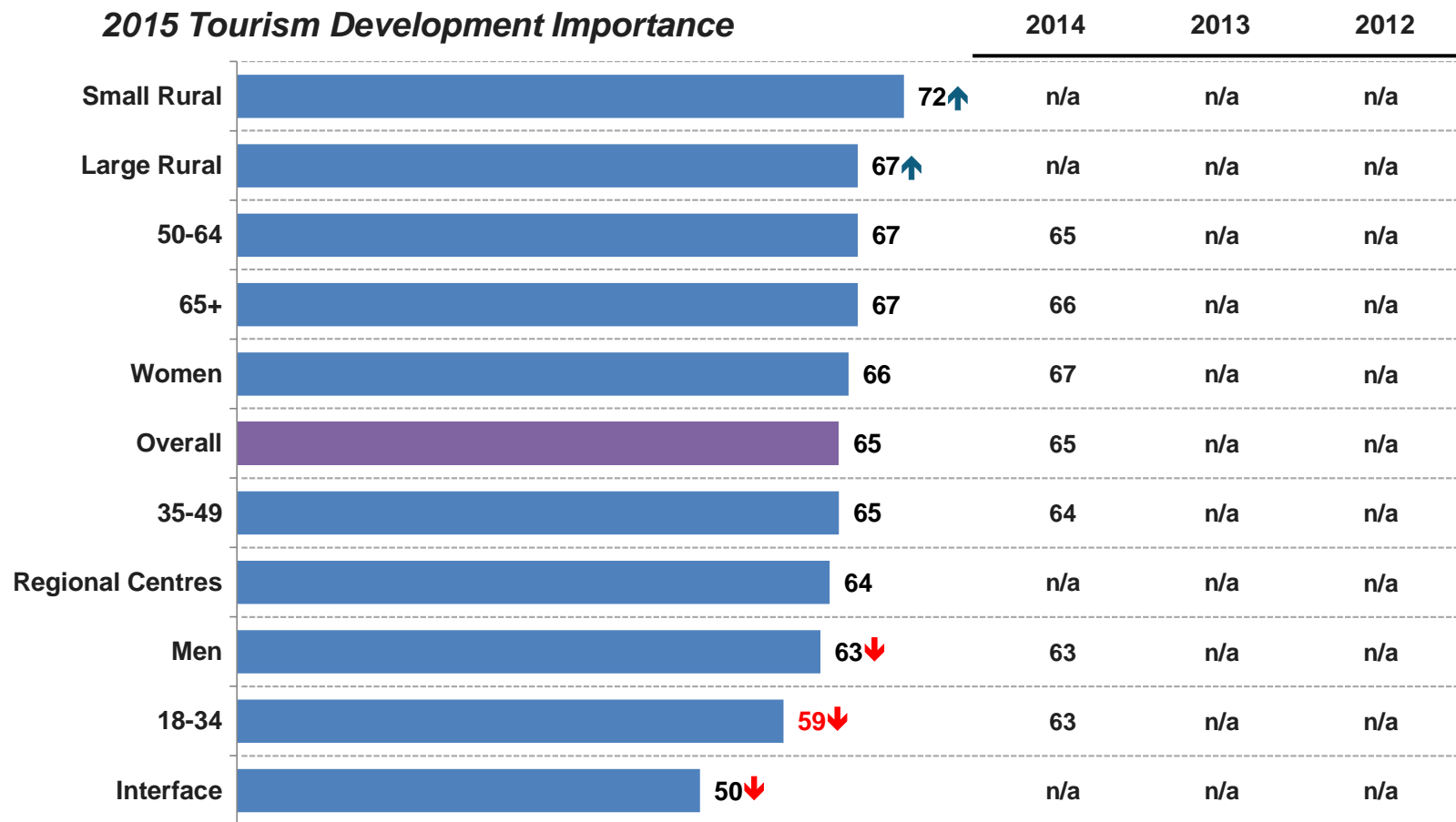
Note: Please see slide 5 for explanation about significant differences

# 2015 BUSINESS AND COMMUNITY DEVELOPMENT PERFORMANCE DETAILED PERCENTAGES

## 2015 Business/Community Development Performance



# 2015 TOURISM DEVELOPMENT IMPORTANCE INDEX SCORES



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

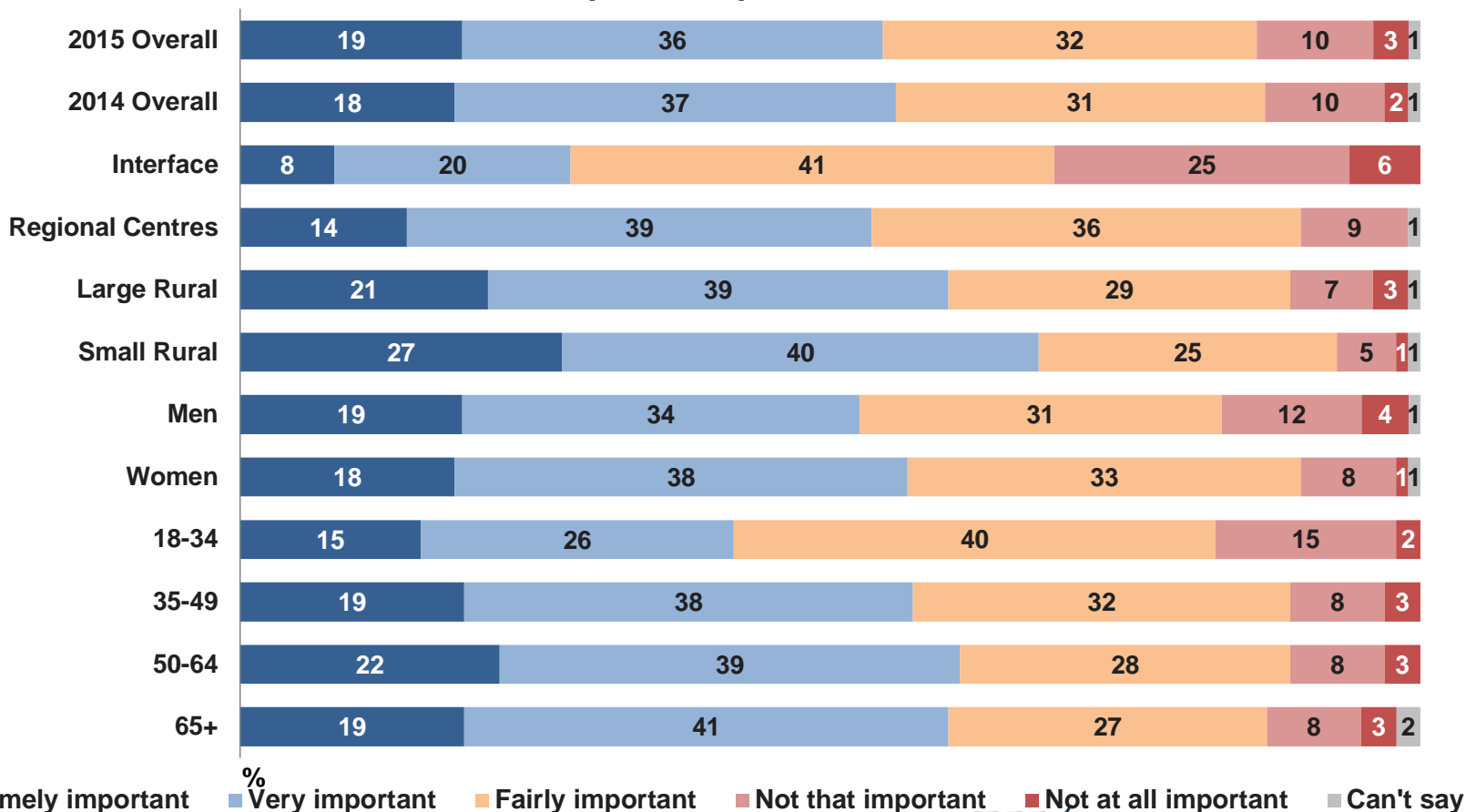
Base: All respondents. Councils asked State-wide: 6

Note: Please see slide 5 for explanation about significant differences



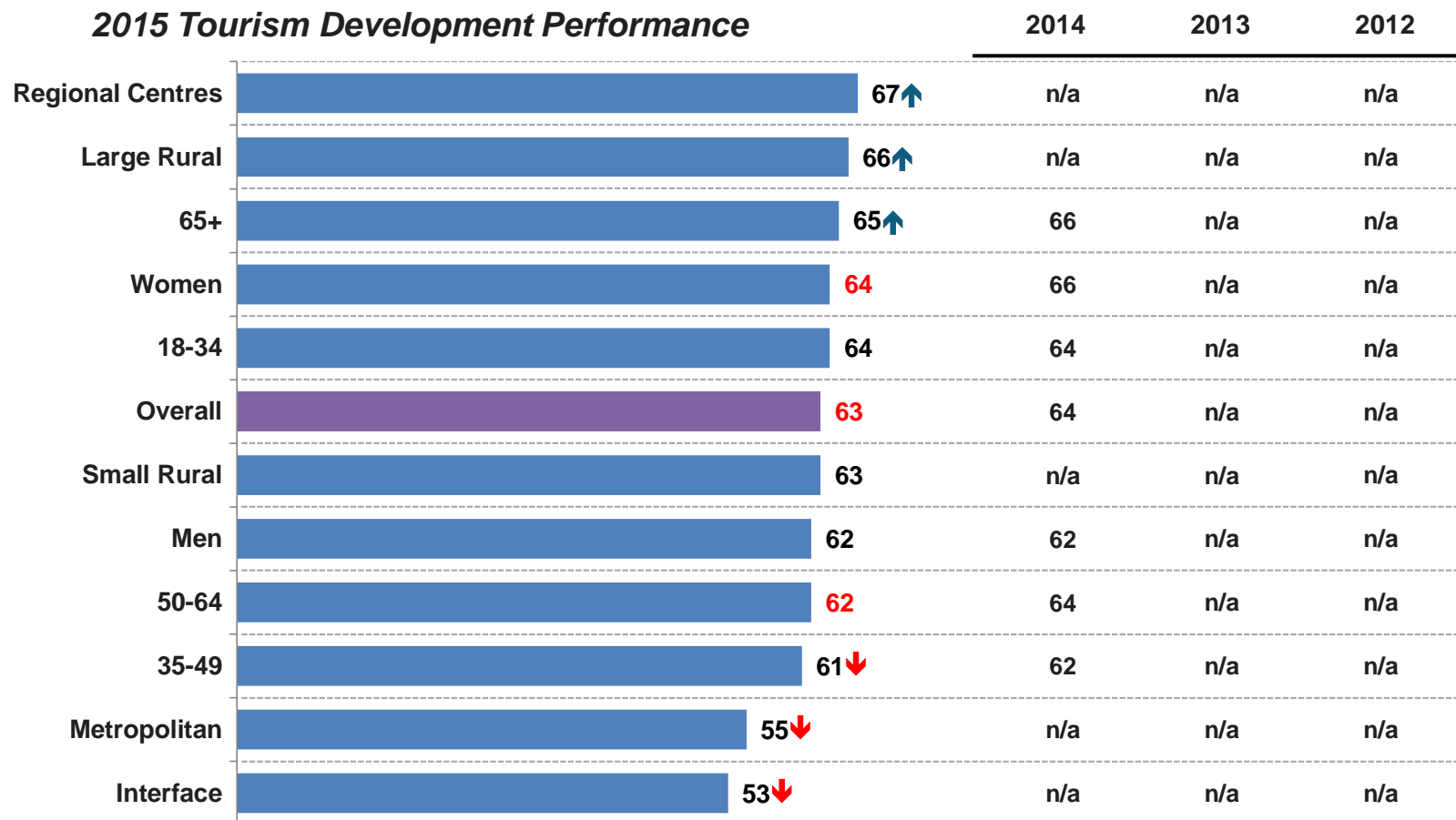
# 2015 TOURISM DEVELOPMENT IMPORTANCE DETAILED PERCENTAGES

*2015 Tourism Development Importance*



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

# 2015 TOURISM DEVELOPMENT PERFORMANCE INDEX SCORES



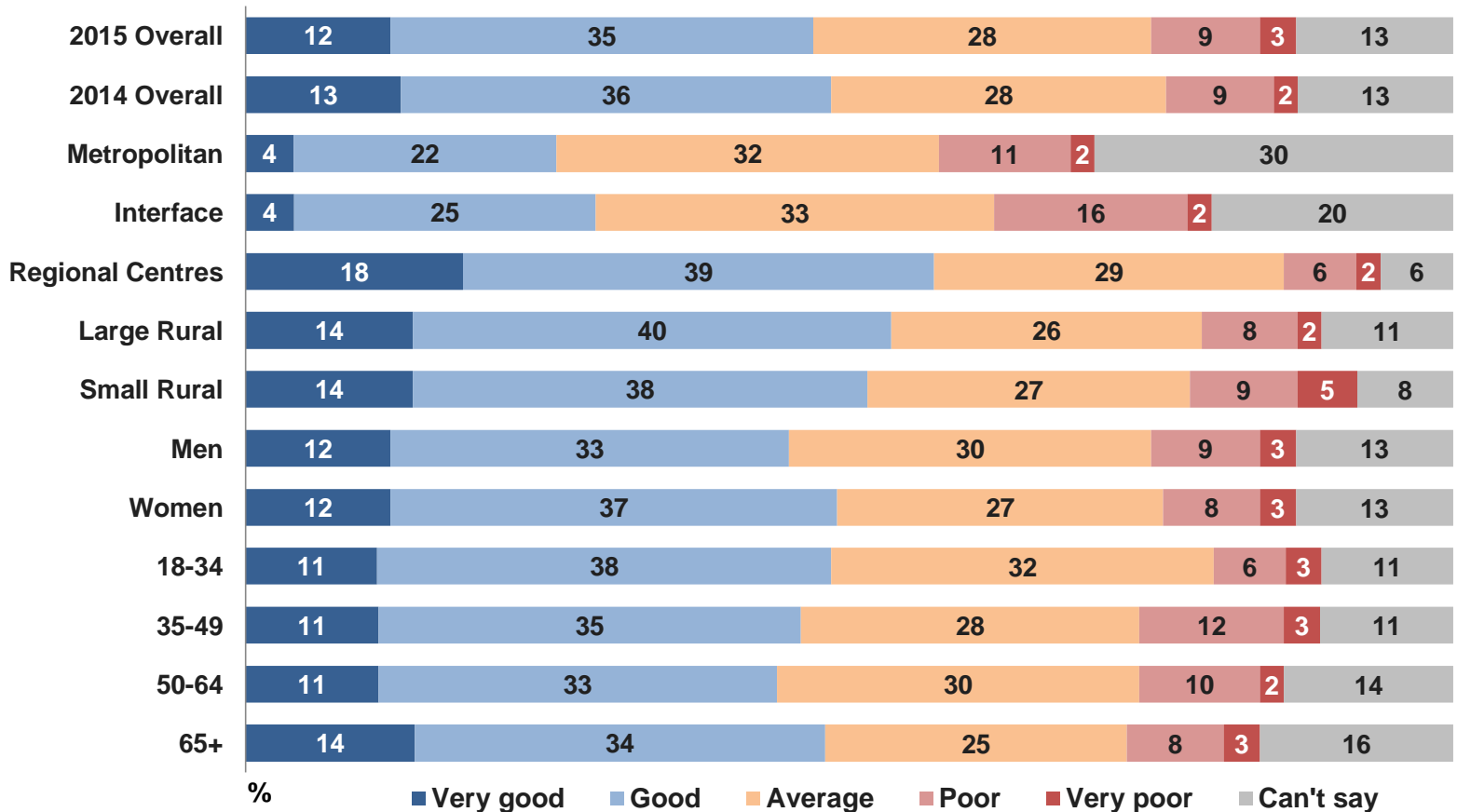
Q2. How has Council performed on 'Tourism development' over the last 12 months?

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

Note: Please see slide 5 for explanation about significant differences

# 2015 TOURISM DEVELOPMENT PERFORMANCE DETAILED PERCENTAGES

## 2015 Tourism Development Performance

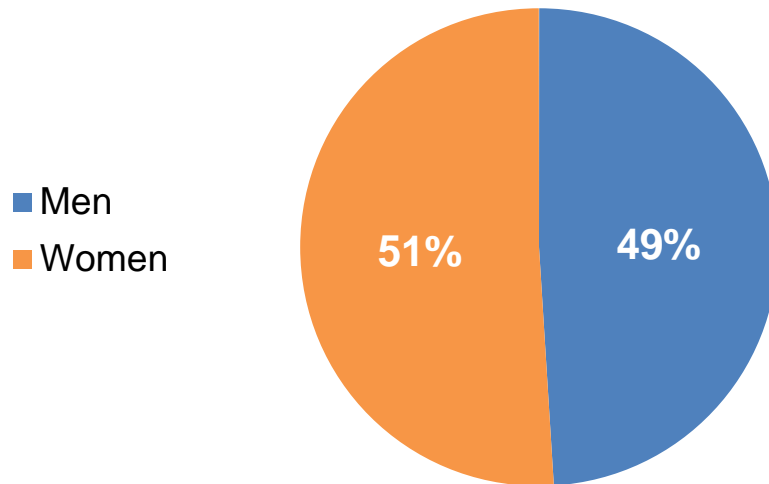


A satellite night map of South America, showing the continent's outline against a dark background. The landmass is covered with a dense network of glowing yellow and white lines representing city lights and urban areas. The surrounding oceans are dark blue. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font on the left side of the map.

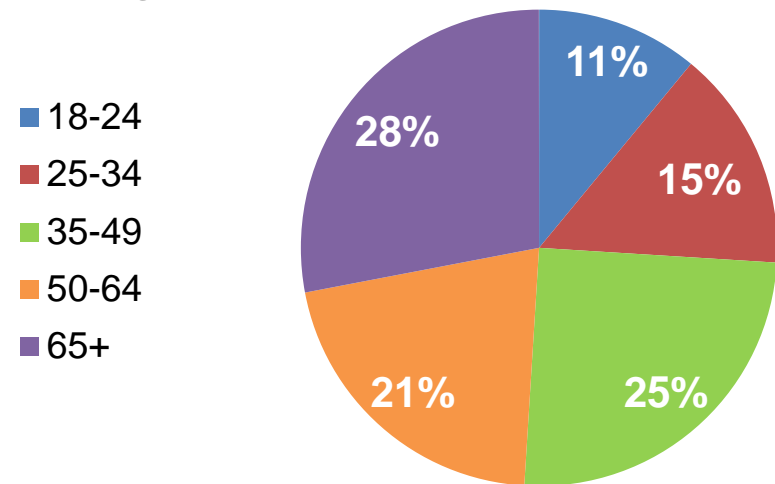
# DETAILED DEMOGRAPHICS

# 2015 GENDER AND AGE PROFILE

**Gender**

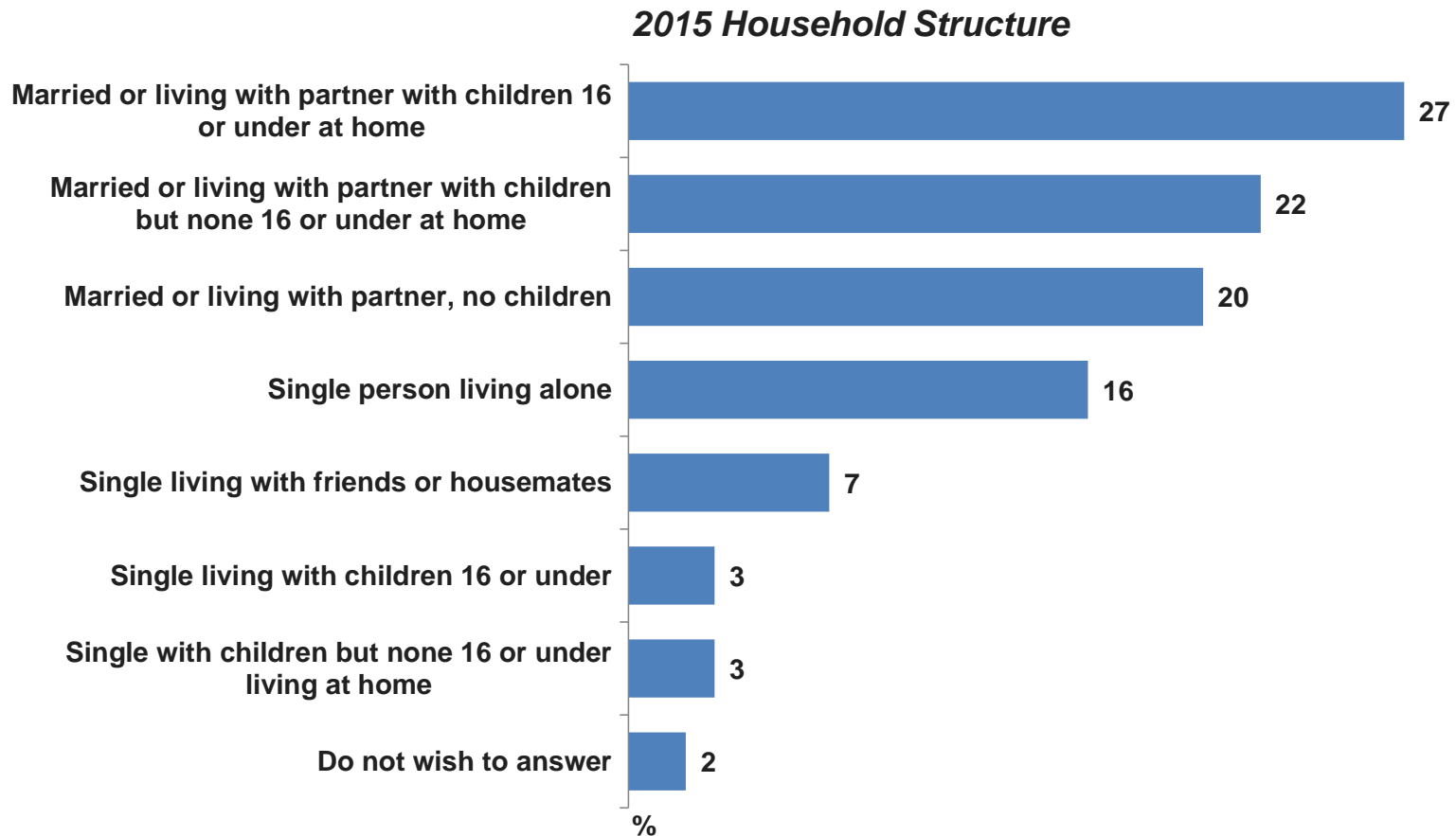


**Age**



*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.*

# 2015 HOUSEHOLD STRUCTURE

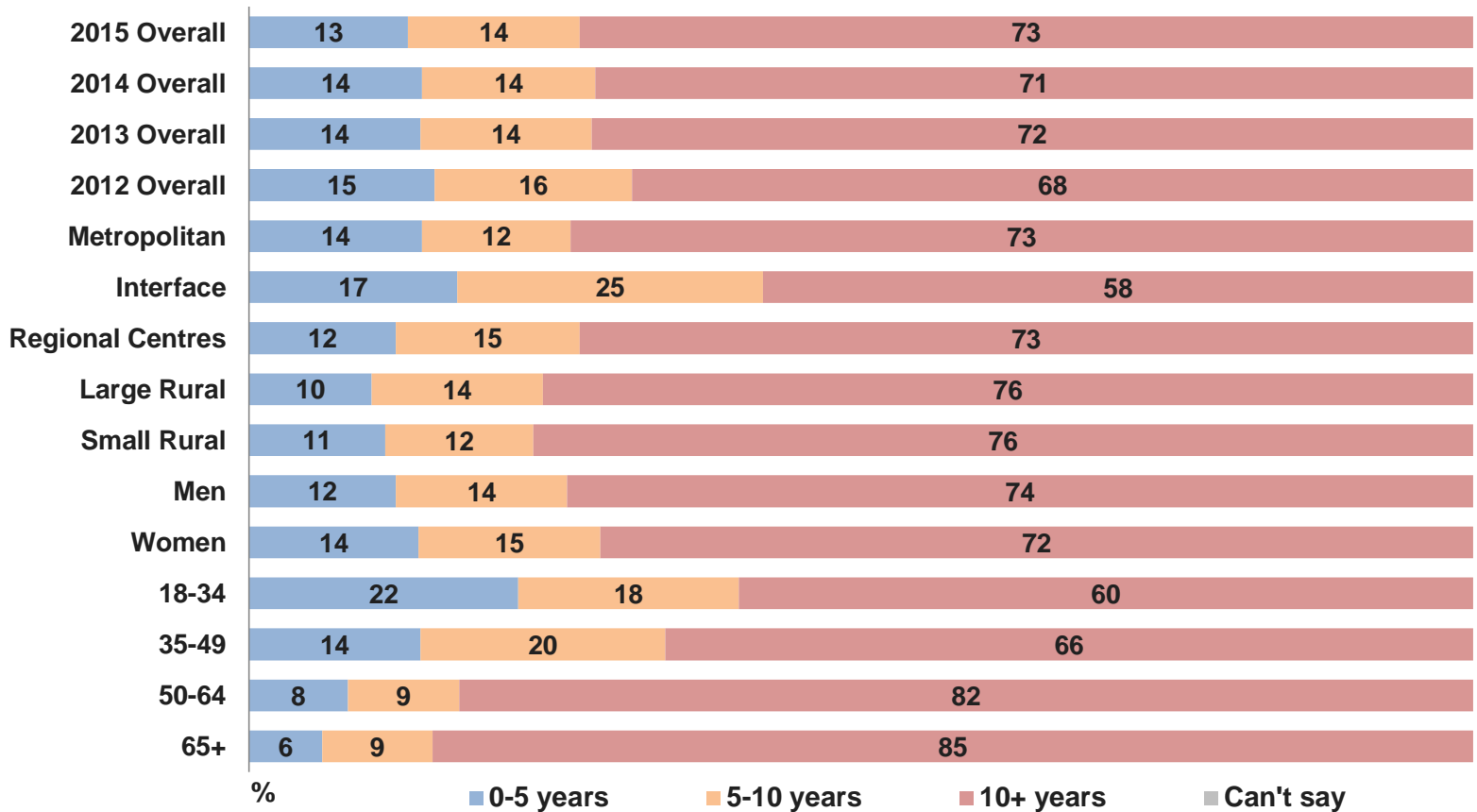


S6. Which of the following BEST describes your household?  
 Base: All respondents. Councils asked State-wide: 11



# 2015 YEARS LIVED IN AREA

## 2015 Years Lived in Area

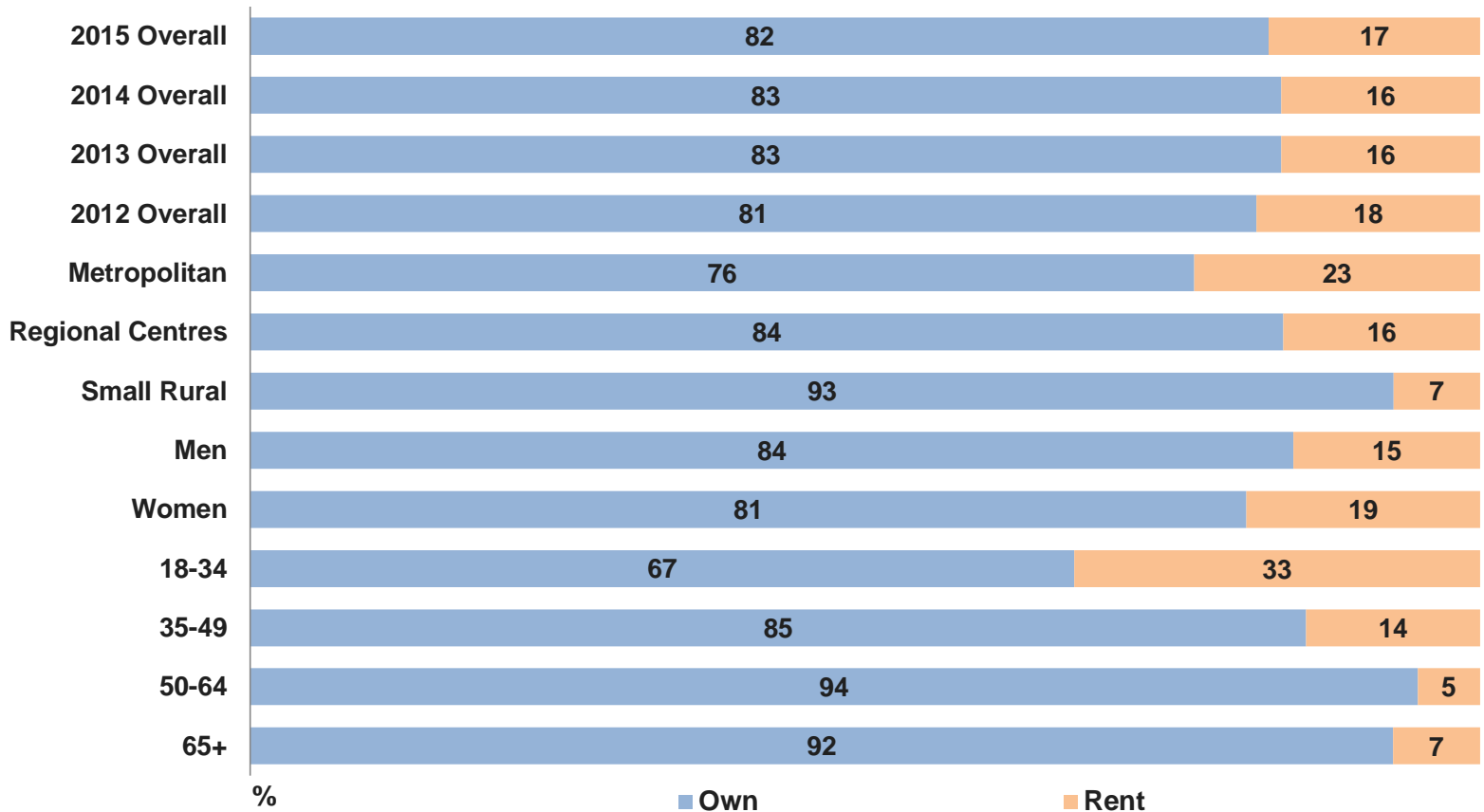


S5. How long have you lived in this area?/How long have you owned a property in this area?  
 Base: All respondents. Councils asked State-wide: 18



# 2015 HOME OWNERSHIP

## 2015 Own or Rent



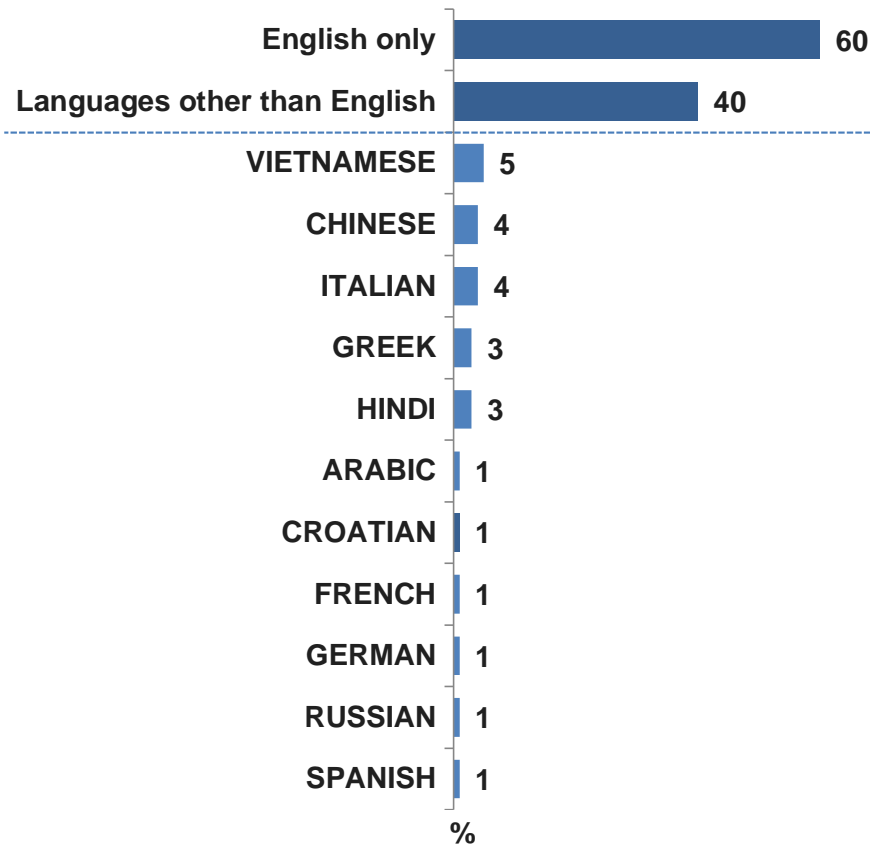
Q9. Thinking of the property you live in, do you or other members of your household own this property, or is it a rental property?

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

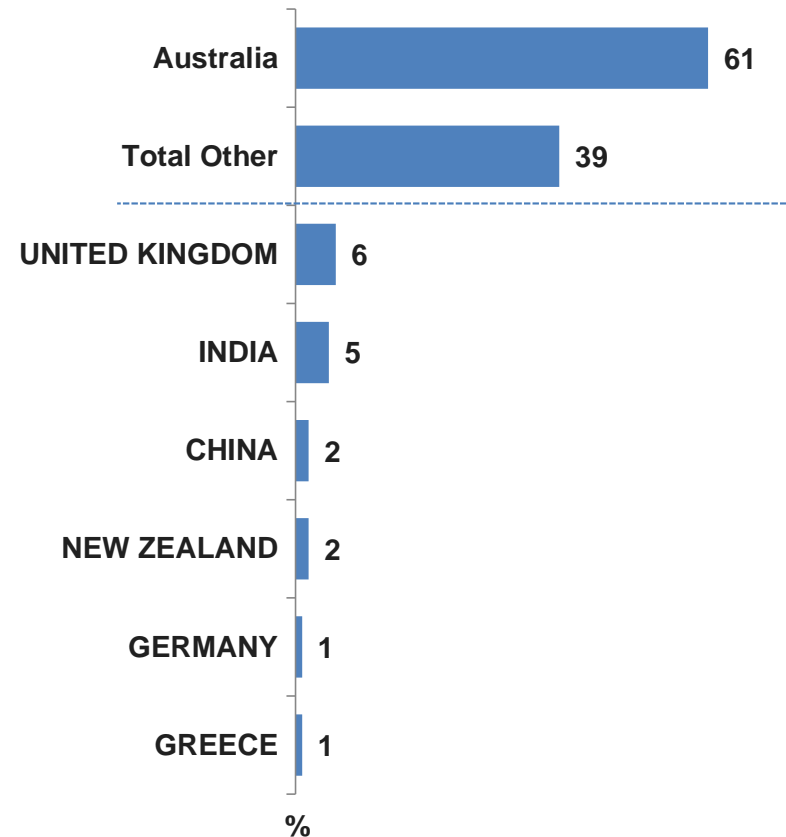
# 2015 LANGUAGES SPOKEN AT HOME

## 2015 COUNTRIES OF BIRTH

**2015 Languages Spoken**



**2015 Countries of Birth**



Q11. What languages, other than English, are spoken regularly in your home?

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

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

Q12. Could you please tell me which country you were born in?

Base: All respondents. Councils asked State-wide: 2

A satellite night map of South America, showing the continent's outline and the glowing lights of cities and road networks. The lights are concentrated in the eastern and central parts of the continent, with a few smaller clusters in the south. The surrounding oceans are dark blue.

# **APPENDIX A: FURTHER PROJECT INFORMATION**

# APPENDIX A:

## 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 the State 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 A:

## MARGINS OF ERROR

The sample size for the 2015 State-wide Local Government Community Satisfaction Survey was n=28,316. 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=28,316 interviews is +/-0.6% 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 49.4% - 50.6%.

Maximum margins of error are listed in the table below, based on a population of 3,663,000 people aged 18 years or over overall, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Overall	28316	27600	+/-0.6
Men	12449	13619	+/-0.9
Women	15867	13981	+/-0.8
Metropolitan	6901	6800	+/-1.2
Interface	2500	2400	+/-2.0
Regional Centres	3000	2800	+/-1.8
Large Rural	8704	8400	+/-1.0
Small Rural	7211	7200	+/-1.2
18-34 years	2900	7053	+/-1.8
35-49 years	4868	6893	+/-1.4
50-64 years	8822	5840	+/-1.0
65+ years	11726	7814	+/-0.9



# APPENDIX A:

## ANALYSIS AND REPORTING

In 2015, 69 of the 79 Victorian councils chose to participate 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, as classified below. 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, and that council groupings have changed for 2015. As such, comparisons to previous council group results have not been made within the report.

Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
Banyule	Cardinia	Ballarat	Bass Coast	Alpine
Bayside	Casey	Greater Bendigo	Baw Baw	Ararat
Boroondara	Melton	Greater Geelong	Campaspe	Benalla
Brimbank	Mornington Peninsula	Greater Shepparton	Colac Otway	Buloke
Frankston	Whittlesea	Latrobe	Corangamite	Central Goldfields
Glen Eira	Yarra Ranges	Mildura	East Gippsland	Gannawarra
Greater Dandenong		Warrnambool	Glenelg	Hepburn
Kingston			Golden Plains	Hindmarsh
Knox			Horsham	Indigo
Manningham			Macedon Ranges	Loddon
Maroondah			Mitchell	Mansfield
Melbourne			Moir	Murrindindi
Monash			Moorabool	Pyrenees
Moonee Valley			Mount Alexander	Queenscliffe
Moreland			Moyne	Strathbogie
Port Phillip			South Gippsland	Towong
Stonnington			Southern Grampians	West Wimmera
			Surf Coast	Yarriambiack
			Swan Hill	
			Wangaratta	
			Wellington	

Non-participating councils: Darebin, Hobsons Bay, Hume, Maribyrnong, Nillumbik, Northern Grampians, Whitehorse, Wodonga, Wyndham, Yarra.

# APPENDIX A:

## 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 A:

## 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 A:

## INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$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 A:

## 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 A: 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](http://www.localgovernment.vic.gov.au).

# APPENDIX A:

## 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.