



2019 Local Government Community Satisfaction Survey

State-wide Report

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



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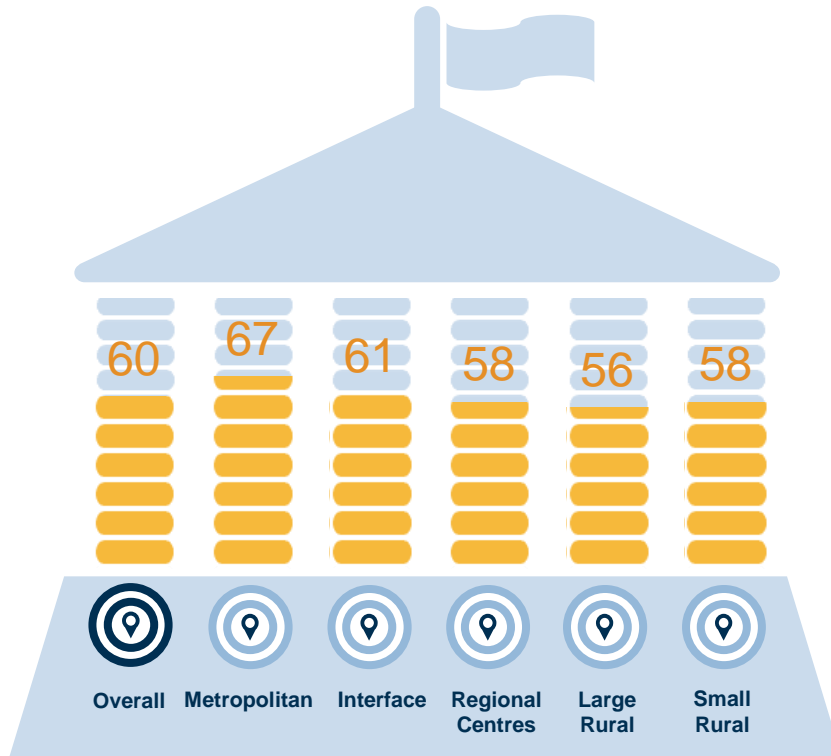


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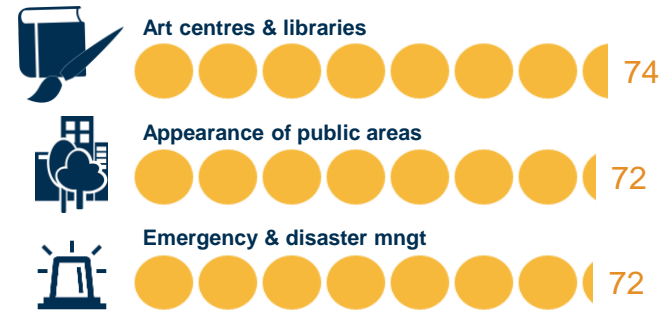
State-wide performance – at a glance



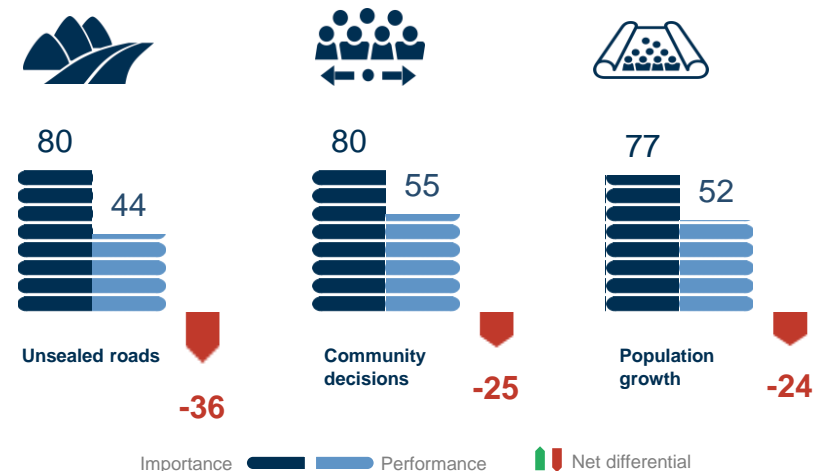
Overall performance

Results shown are index scores out of 100.

Top 3 performing areas



Top 3 areas for improvement





Background and objectives



Background and objectives

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

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

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

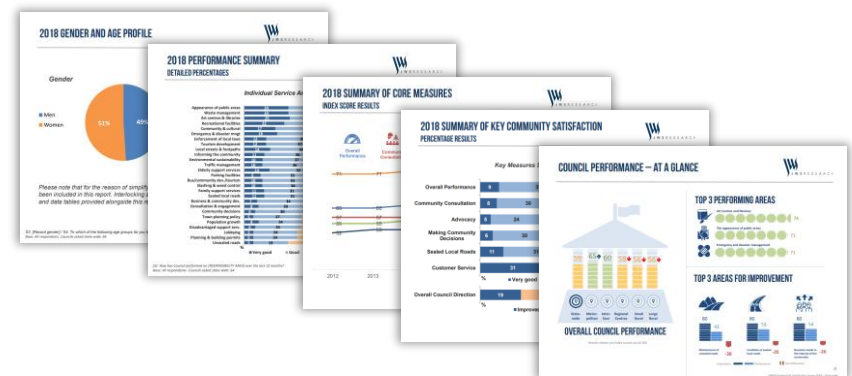
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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

Serving Victoria for 20 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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





Key findings and recommendations



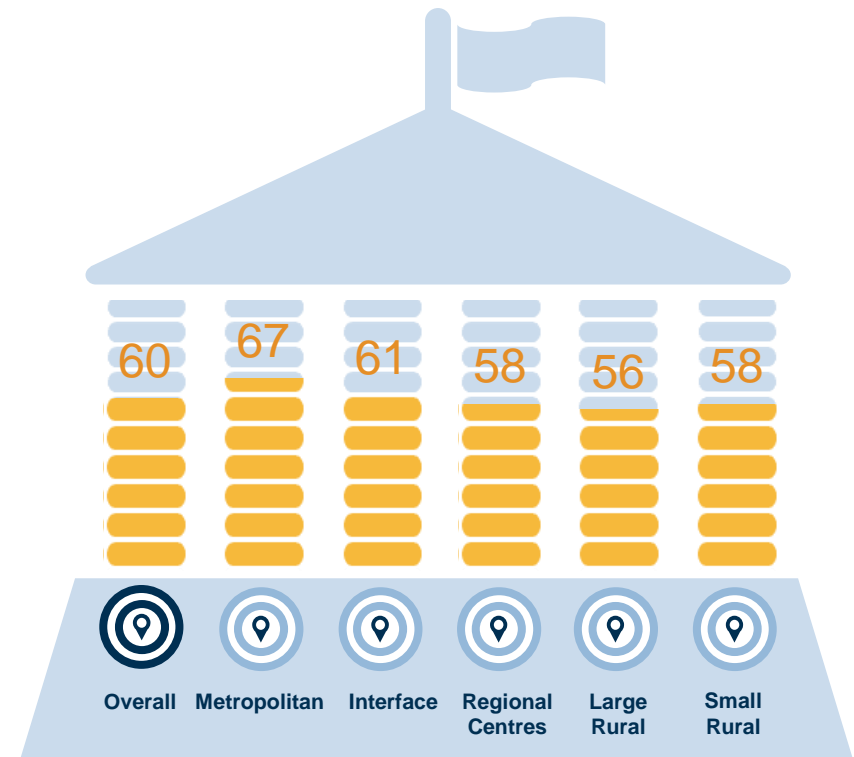
Overall performance

Councils State-wide receive an average overall performance rating of 60 index points, representing an improvement of one point from 2018. State-wide average ratings for overall performance have not moved by more than one index point in either a positive or negative direction since 2012.

Metropolitan councils (average group index score of 67) continue to receive overall performance ratings that are significantly higher (at the 95% confidence level) than the State-wide average. Conversely, as an aggregate, councils in the Large Rural group (average group rating of 56 index points) receive the lowest overall performance ratings State-wide and are rated significantly lower than the State-wide average.

Demographically, younger residents (aged 18 to 34 years) rate councils State-wide highest for overall performance (index score of 63), as well as other measures. Residents aged 50 to 64 years tend to rate councils lowest (index score of 56) on overall performance (in addition to other measures).

More than three times as many residents rate councils' overall performance as 'very good' or 'good' (49%), as those who rate it as 'very poor' or 'poor' (15%). A further 35% sit mid-scale, rating Council's overall performance as 'average'.



Overall performance

Results shown are index scores out of 100.



Overview of core performance measures

State-wide performance on all but one core measure increased by at least one index point from 2018. (advocacy ratings remain unchanged).

- As with overall performance, Metropolitan councils perform highest on core measures while Large Rural Shires perform lowest, and significantly lower than the State-wide average for councils.
- The youngest (aged 18 to 34 years) and oldest (aged 65+ years) cohorts tend to rate councils State-wide higher than average on core measures, while residents aged 35 to 64 years rate them lower than average.

The greatest increase State-wide occurred in the area of sealed local roads (index score of 56, up three index points).

- Perceptions of sealed local roads improved significantly in all areas across the State with the largest ratings increases occurring among councils within the Interface (index score of 60, up three index points), Regional Centres (57, up three points), and Small Rural (53, up four points) groups.
- Notwithstanding increases, councils in the Metropolitan (index score of 69) and Interface (index score of 60) groups perform significantly higher than the State-wide average for sealed local roads.

- Councils in the Small and Large Rural groups (index scores of 53 and 47 respectively) perform significantly lower than the State-wide average on this measure.

In keeping with previous years' results, councils State-wide perform highest in the area of customer service (index score of 71, up one index point) relative to other core measures. All other core measures receive average State-wide ratings in the fifties (out of 100 index points).

Victorians tend to believe their council's overall direction 'stayed the same' (62%) over the previous twelve months. Another one in five residents (19%) believe their council direction has 'improved', compared to 14% who describe their council's direction as having 'deteriorated'. Another 5% 'can't say'.

Despite performing lower than State-wide averages on core measures, 66% of residents in Large Rural councils believe their local council is headed in the 'right direction'. Views on council direction are most concerning in Regional Centres (55% right direction, 38% wrong direction).



Customer contact and service

Contact with council

Around three in five residents State-wide (62%) have had contact with their local council in the last 12 months. Rate of contact is consistent with 2018 results.

- Rate of contact has an inverse relationship with impressions of council performance. Residents aged 35 to 49 years (69%) and 50 to 64 years had the most contact with their local council (68%) in 2019.
- Conversely, residents aged 18 to 34 (55%) and 65+ (58%) years had the least contact with their local council.
- Rates of contact do not differ significantly between geographic groups.

The main methods of contacting local councils remain 'by telephone' (35%) and 'in person' (28%). Customer service ratings are highest amongst those who most recently contacted their local council via their website or in-person (index score of 76 each).

State-wide, residents still prefer to be informed about local issues and events via newsletter sent by mail (28%, down four percentage points) or email (25%). A new addition to the survey – social media – is the preferred source of information of 13% of residents State-wide.

Customer service

On average, councils State-wide receive a customer service score of 71 index points in 2019, one point higher than the 2018 result.

- As with other measures, customer service ratings are highest for councils in the Metropolitan group (group index score of 76), significantly higher than the State-wide average rating for councils.
- In addition, councils in the Metropolitan group significantly improved their customer ratings compared to 2018 (group index score of 76, up four index points). Councils in the Large Rural group were also able to significantly improve ratings in this area (group index score of 69, up two index points).

Seven in ten residents (69%) provide a positive customer service rating of 'very good' or 'good', including 33% of residents who rate councils' customer service as 'very good'. Considerably fewer residents rate customer service as 'average' (17%) or 'very poor' or 'poor' (13%). Customer service results are generally in line with 2018.

- With the exception of councils in the Metropolitan group, demographic and geographic groups rate customer service within a couple of points of the overall average.



Top performing areas and areas for improvement

Top performing areas

State-wide, ratings for *most* service areas increased by one index point in the past year. As mentioned previously, the most improved measure in 2019 is sealed local roads, which increased three index points compared to 2018 (to an index score of 56).

Perceptions of sealed local roads increased significantly in all areas across the State.

For the most part, performance ratings for service areas have not moved by more than a couple of index points since tracking began in 2012.

The top three performing service areas State-wide are:

- Art centres and libraries (index score of 74)
- Appearance of public areas (index score of 72, up one index point) (11% of residents State-wide volunteer parks and gardens as the best aspect of their local council)
- Emergency and disaster management (index score of 72, up one point).

Geographic council groupings (Metropolitan, Large Rural, et cetera) perform within a five-point range of each other on the top three performing service areas.

Areas for improvement

State-wide, performance declined in only two service areas from 2018 ratings – waste management (index score of 68, down two index points) and environmental sustainability (index score of 62, down one point). Waste management's performance rating is currently at its lowest point to date.

- Perceptions of waste management services declined in all areas with the exception of the Interface group (index score of 70), where councils' average rating significantly increased by two index points.
- Performance ratings for waste management declined significantly by two index points for councils in the Metropolitan and Regional Centres groups (index scores of 73 and 68 respectively) and by three points for Large and Small Rural councils (index scores of 64 and 66 respectively).

The maintenance of unsealed local roads (index score of 44) is another area that stands out as in need of attention State-wide; performance is lowest in this area relative to other service areas despite experiencing a one-point increase from 2018. (Residents, however, are more likely to volunteer sealed roads – 13% – than unsealed roads – 4% – as the council area most in need of improvement.)



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Other service areas with a positive influence on overall performance include:

- The appearance of public areas
- Business, community development and tourism
- Family support services.

Looking at key service areas only, the appearance of public areas has the highest performance index and a moderately positive influence on the overall performance rating. Currently, councils State-wide are performing *well* in this area (performance index of 72) and maintaining this positive result should remain a focus for councils.

Family support services also has a relatively high performance rating (index score of 67) and a positive influence on the overall performance rating. This means councils should also seek to maintain positive results in this area.

Given the high influence of making community decisions on the overall performance rating, good communication and transparency with residents about decisions councils have made in the community's interest, could help drive up overall opinion of council performance.

Other service areas that have a positive influence on overall perceptions, but perform relatively less well should (continue to) be targeted for performance improvement – town planning, condition of sealed local roads and business, community development and tourism. (These areas have performance indices of 55 to 61.) Improvements in these areas have the capacity to lift the overall performance rating for councils State-wide.



Focus areas for coming 12 months

Average performance ratings moved upwards by one index point across most service areas in the past year. Perceptions State-wide are moving in a positive direction.

Of note, perceptions of overall performance improved significantly this year, as did perceptions of decisions made in the interest of the community (improving for the first time since 2014). Decisions made in the interest of the community is a key influencer of overall perceptions – council's State-wide should endeavor to maintain or improve on this positive result.

In terms of priorities for the year ahead, councils State-wide should focus on maintaining and improving performance in the other individual service areas that most influence perception of overall performance:

- Town planning
- The condition of sealed local roads
- The appearance of public areas.

State-wide, councils should also focus on improving service areas where stated importance exceeds rated performance by a wide margin. Key priorities include:

- Unsealed roads (margin of 36 points)
- Community decisions (margin of 25 points)
- Planning for population growth (margin of 24 points)
- Sealed local roads (margin of 23 points)
- Planning and building permits (margin of 20 points).

More generally, consideration should be given to Large Rural councils and residents aged 50 to 64 years State-wide, who appear to be driving lower ratings in a number of areas in 2019.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially Metropolitan councils and residents aged 18 to 34 years, and use these lessons to build on performance experience and perceptions.

On the positive side, councils should look to maintain and build upon their improved performance on a number of measures over the next 12 months.

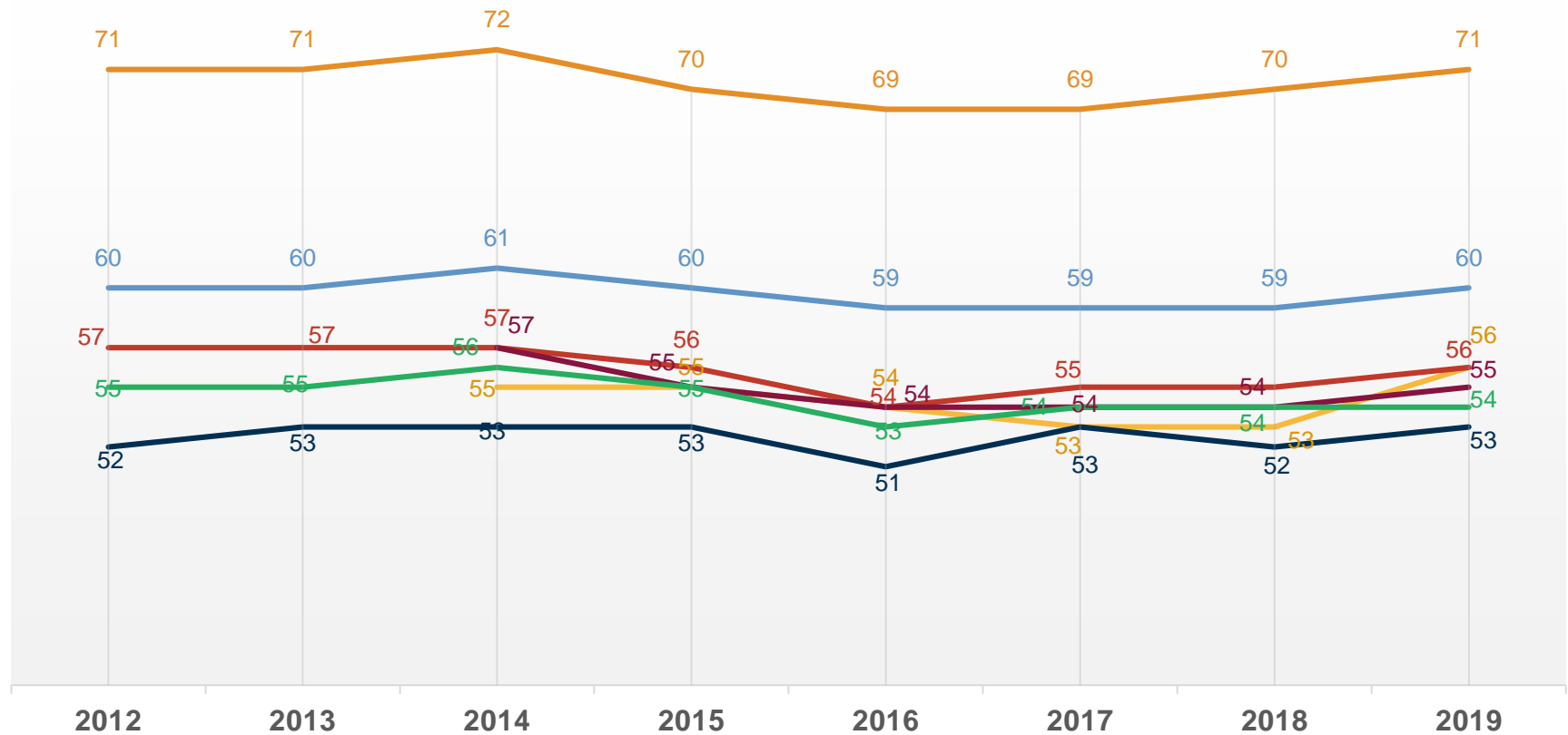


Summary of findings



Summary of core measures

Index scores





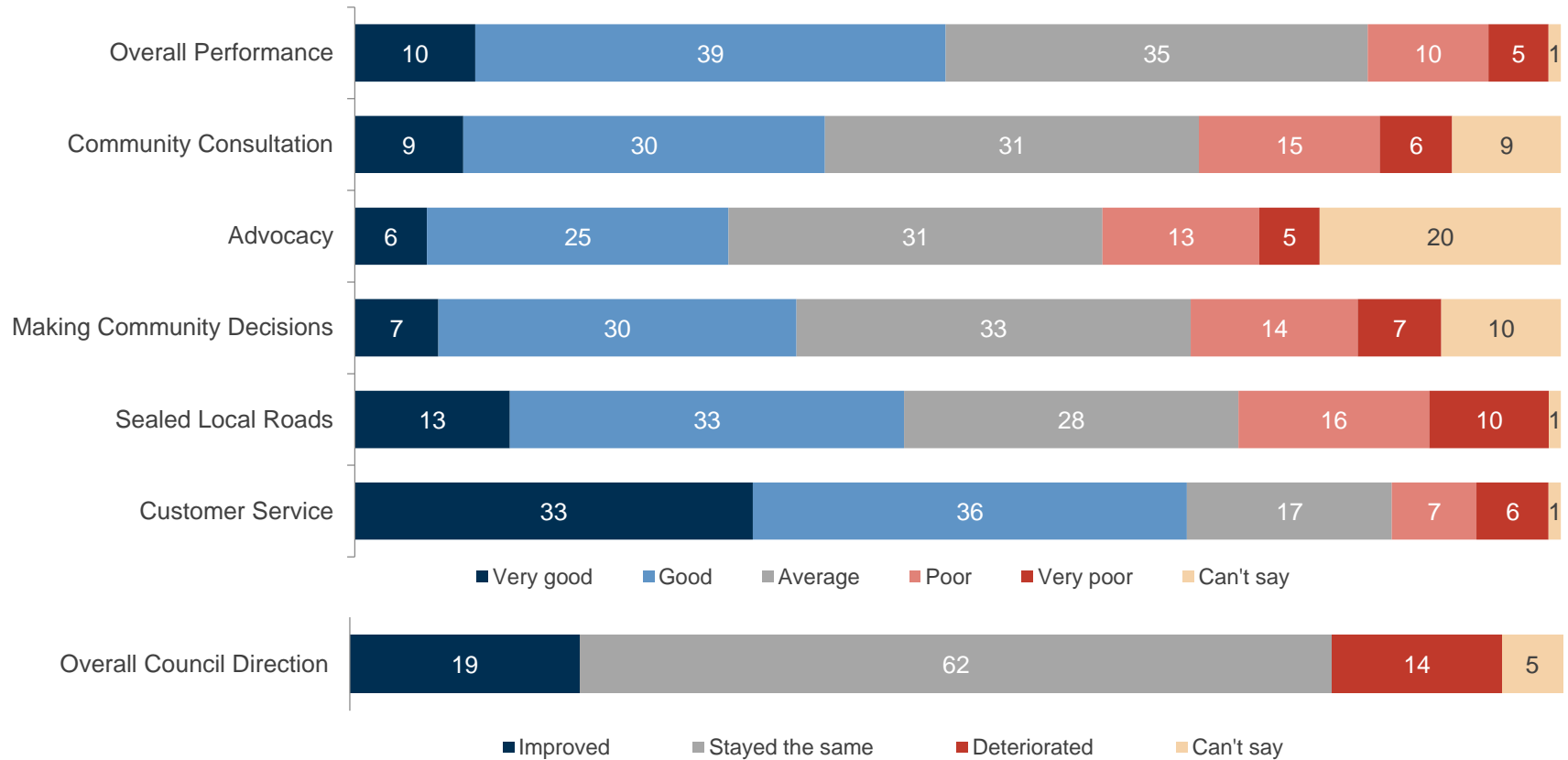
Summary of core measures

Performance Measures	State-wide 2019	State-wide 2018	Highest score	Lowest score
Overall Performance	60	59	Metropolitan	Large Rural Shires, Aged 50-64 years
Community Consultation (Community consultation and engagement)	56	55	Metropolitan, Aged 18-34 years	Aged 50-64 years
Advocacy (Lobbying on behalf of the community)	54	54	Metropolitan, Aged 18-34 years	Aged 50-64 years
Making Community Decisions (Decisions made in the interest of the community)	55	54	Metropolitan	Aged 50-64 years
Sealed Local Roads (Condition of sealed local roads)	56	53	Metropolitan	Large Rural Shires
Customer Service	71	70	Metropolitan	Large Rural Shires, Interface, Aged 50-64 years, Men
Overall Council Direction	53	52	Aged 18-34 years	Aged 35-64 years



Summary of key community satisfaction

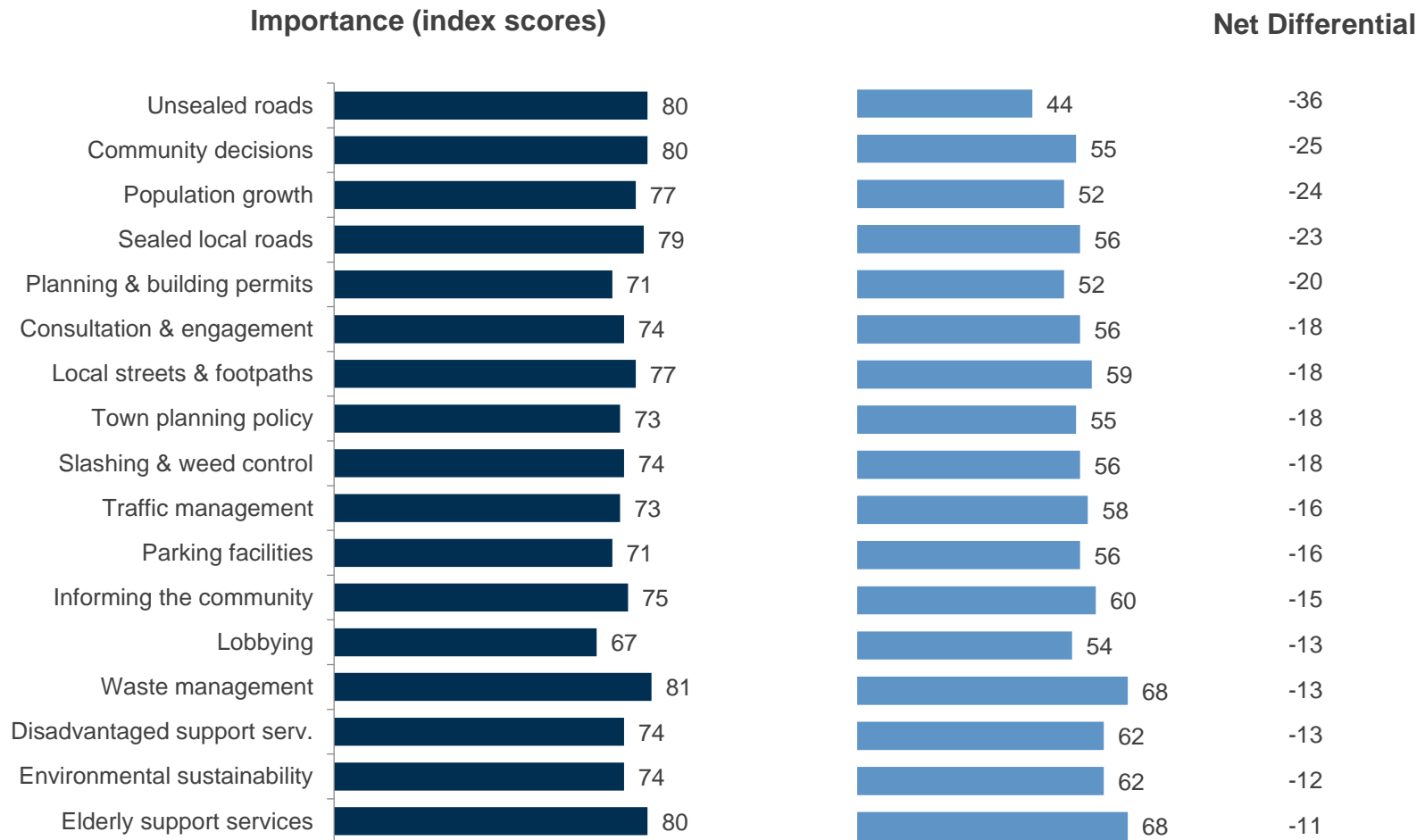
Key measures summary results (%)





Individual service areas importance vs performance

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





Regression analysis explained

To predict a respondent's score on a question related to overall performance, based on knowledge of their performance scores for individual areas, we use regression analysis. For example, suppose we are interested in predicting which areas of local government responsibility could influence a person's opinion on overall council performance. The independent variables would be areas of responsibility tested (e.g. community consultation, traffic management, etc.) and the dependent variable would be overall performance.

The stronger the correlation between the dependent variable (overall opinion) and individual areas of responsibility, the closer the scores will fall to the regression line and the more accurate the prediction. Multiple regression can predict one variable on the basis of several other variables.

Therefore, we can test perceptions of council's overall performance to investigate which set of areas are influencing respondents' opinions.

In the following chart, the horizontal axis represents the council performance index for each individual service. Service areas appearing on the right-side of the chart have a higher performance index than those on the left.

The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The 27 service area items were tested for normality, linearity and multicollinearity. Because some of the data possessed some or more of these features, these 27 service area items were first analysed using Exploratory Factor Analysis to determine the key factors or 'themes' to emerge, prior to running multiple regressions against overall performance. Six key factors / themes emerged around:

- Business, community development, tourism
- Informing, consulting the community
- Local roads
- Support services, community facilities
- Planning (including traffic / parking)
- Maintenance, overall management of public areas.



Results considerations

The individual service areas which have the strongest influence on the overall performance rating are:

- Decisions made in the interest of the community
- The condition of sealed roads (includes local streets and roads managed by each council but excluding highways and main roads, managed by VicRoads)
- Council's general town planning.

Other key service areas with a positive influence on overall performance include:

- The appearance of public areas
- Business, community development and tourism
- Family support services.

The appearance of public areas has a strong, positive performance index (72) and a positive relationship to the overall performance rating. Councils State-wide continue to perform very well in this area and, while public areas should remain a focus, there is greater work to be done elsewhere.

Performance on decisions made in the community's interest, the condition of sealed local roads and town planning is more moderate (though still positive) overall, and continuing efforts in these areas has the capacity to lift Councils' overall performance ratings. These are among Council's lower rated performance areas with performance indices within the range of 55 to 56. Good communication with residents on service areas could help improve community opinion in these areas and drive up overall ratings of Victorian councils' performance.



Influence on overall performance: key service areas

2019 regression analysis (key service areas)



The 27 performance questions were analysed using Exploratory Factor Analysis to determine factors / 'themes' to emerge from the questions. Questions with reasonable linearity and low correlations were selected from each theme and a multiple regression model was performed on these six items against overall performance ratings. The multiple regression analysis model above has an R-squared value of 0.540 and adjusted R-square value of 0.539, which means that 54% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 781.6$.



Individual service area importance

2019 individual service area importance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Waste management	81	81	79	80	79	79	79	78
Emergency & disaster mngt	81	81	80	80	80	80	80	80
Elderly support services	80	79	78	78	79	79	79	80
Unsealed roads	80	80	79	79	78	78	81	80
Community decisions	80	80	79	80	80	79	n/a	n/a
Sealed local roads	79	80	78	78	76	77	n/a	n/a
Local streets & footpaths	77	78	77	77	77	77	78	77
Population growth	77	77	76	76	75	75	75	75
Informing the community	75	75	74	76	75	75	75	75
Environmental sustainability	74	73	72	73	73	73	72	71
Disadvantaged support serv.	74	72	71	73	73	72	73	73
Slashing & weed control	74	73	74	73	73	75	74	71
Family support services	74	74	73	73	73	72	73	73
Consultation & engagement	74	74	74	75	74	74	73	73
Traffic management	73	74	72	72	71	70	72	73
Appearance of public areas	73	74	74	74	73	73	74	73
Town planning policy	73	73	72	73	72	72	73	72
Recreational facilities	72	73	72	73	72	72	72	72
Planning & building permits	71	71	72	71	71	71	71	71
Parking facilities	71	71	70	70	70	70	71	71
Enforcement of local laws	71	71	71	70	71	70	71	70
Business & community dev.	69	69	70	70	69	69	n/a	n/a
Lobbying	67	68	69	69	69	70	70	70
Bus/community dev./tourism	65	66	67	67	67	67	67	66
Art centres & libraries	65	65	64	66	65	66	66	66
Community & cultural	61	61	61	62	62	62	62	62
Tourism development	59	61	62	63	65	65	n/a	n/a

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

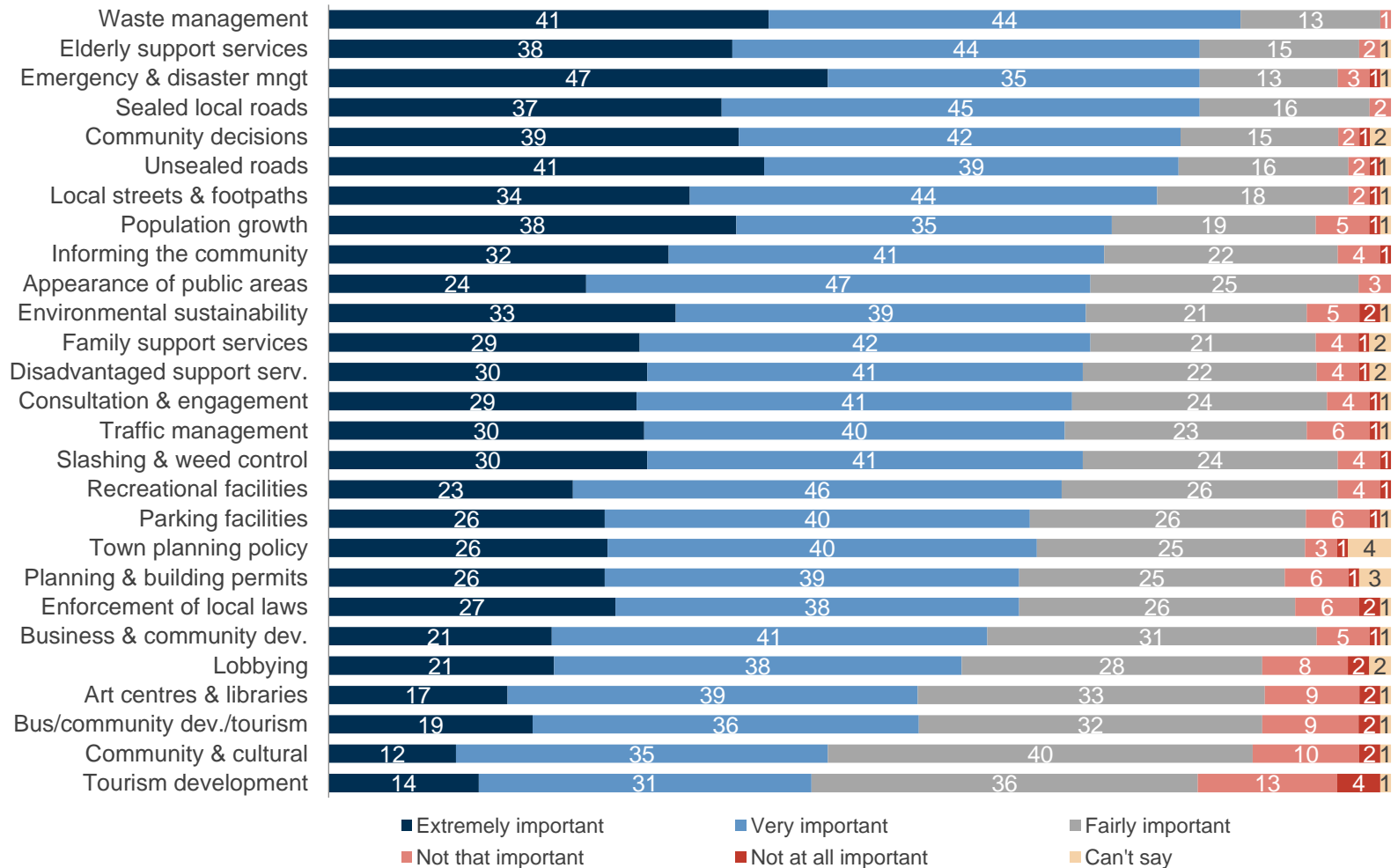
Base: All respondents. Councils asked state-wide: 31

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



Individual service area importance

2019 individual service area importance (%)





Individual service area performance

2019 individual service area performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Art centres & libraries	74	74	73	72	73	75	73	73
Appearance of public areas	72	71	71	71	72	72	71	71
Emergency & disaster mngt	72	71	70	69	70	71	70	70
Recreational facilities	70	69	70	69	70	71	70	70
Community & cultural	69	69	69	69	70	69	68	
Elderly support services	68	68	68	69	70	69	69	
Waste management	68	70	71	70	72	73	71	72
Family support services	67	66	67	66	67	68	67	67
Enforcement of local laws	64	64	64	63	66	66	65	65
Tourism development	63	63	63	63	63	64	n/a	n/a
Environmental sustainability	62	63	64	63	64	64	64	64
Disadvantaged support serv.	62	61	61	61	62	64	62	63
Business & community dev.	61	60	60	60	60	62	n/a	n/a
Bus/community dev./tourism	61	60	61	60	61	62	62	62
Informing the community	60	59	59	59	61	62	61	60
Local streets & footpaths	59	58	57	57	58	58	58	57
Traffic management	58	57	59	59	60	60	60	58
Slashing & weed control	56	55	53	56	55	55	56	61
Sealed local roads	56	53	53	54	55	55	n/a	n/a
Parking facilities	56	56	55	56	57	57	57	56
Consultation & engagement	56	55	55	54	56	57	57	57
Town planning policy	55	54	53	52	54	55	55	54
Community decisions	55	54	54	54	55	57	n/a	n/a
Lobbying	54	54	54	53	55	56	55	55
Population growth	52	52	52	51	54	54	54	52
Planning & building permits	52	52	51	50	54	53	55	54
Unsealed roads	44	43	44	43	45	45	44	46

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

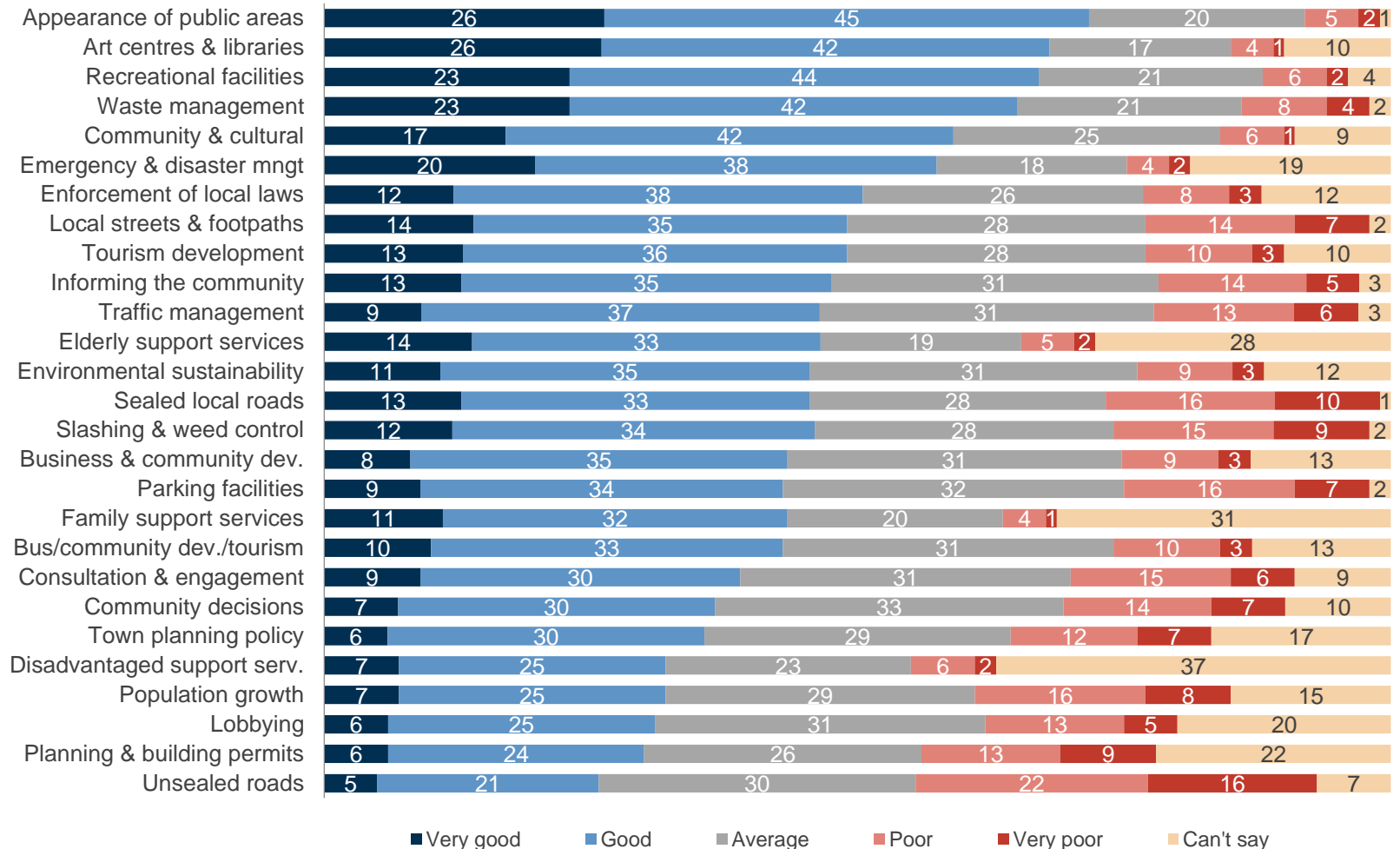
Base: All respondents. Councils asked state-wide: 63

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



Individual service area performance

2019 individual service area performance (%)





Best things about Council

2019 best things about Council (%) - Top mentions only -

		2018	2017	2016	2015	2014	2013	2012
Parks and Gardens	11	12	10	10	12	10	11	10
Customer Service	9	8	7	6	n/a	n/a	8	n/a
Recreational/Sporting Facilities	8	9	8	8	10	9	9	8
Community Facilities	6	6	4	4	6	7	7	6
Waste Management	6	6	5	5	5	6	5	5
Community Support Services	5	4	3	4	4	5	3	4
Public Areas	5	5	4	5	7	6	5	4
Road/Street Maintenance	5	5	5	5	6	5	5	5
Generally Good/No Complaints	5	5	4	4	n/a	n/a	7	10
Community/Public Events/Activities	5	5	4	4	5	5	4	3

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: 21

Note: Significant differences have not been applied to this chart.



Areas for improvement

2019 areas for improvement (%) - Top mentions only -

		2018	2017	2016	2015	2014	2013	2012
Sealed Road Maintenance	13	17	15	13	10	12	10	12
Community Consultation	10	11	9	9	9	8	10	10
Communication	7	7	9	9	9	9	7	8
Waste Management	6	5	4	5	4	4	6	6
Development - Inappropriate/Over Development	4	n/a	n/a	n/a	n/a	n/a	5	5
Financial Management	4	5	5	6	4	4	5	6
Parking Availability	4	4	4	4	5	4	5	6
Town Planning/Permits/Red Tape	4	3	4	3	3	3	3	7
Rates - Too Expensive	4	4	4	5	n/a	n/a	4	5
Traffic Management	4	5	4	4	5	5	6	6
Un-Sealed Road Maintenance	4	3	3	3	n/a	n/a	4	3
Footpaths/Walking Tracks	4	4	4	4	4	4	5	6
Local/Community Support	4	2	3	3	2	3	3	2
Nothing	7	7	8	9	8	12	9	10

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

Base: All respondents. Councils asked state-wide: 43

Note: Significant differences have not been applied to this chart.

DETAILED FINDINGS

A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night-time image of the United States, showing city lights and state boundaries. The 'W' is positioned on the right side of the slide, with its leftmost vertical stroke extending towards the center.

Overall performance



Overall performance

2019 overall performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Metropolitan	67▲	65	64	66	67	n/a	n/a	n/a
18-34	63▲	62	62	62	64	65	65	65
Interface	61	60	60	61	62	n/a	n/a	n/a
65+	61▲	59	60	59	61	62	61	61
Women	60	59	60	60	61	62	61	61
Overall	60	59	59	59	60	61	60	60
Men	59▼	58	58	58	59	60	60	59
Regional Centres	58▼	58	57	55	58	n/a	n/a	n/a
Small Rural	58▼	56	58	57	59	n/a	n/a	n/a
35-49	58▼	57	57	57	59	59	59	58
50-64	56▼	54	55	55	57	57	57	57
Large Rural	56▼	56	54	54	56	n/a	n/a	n/a

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

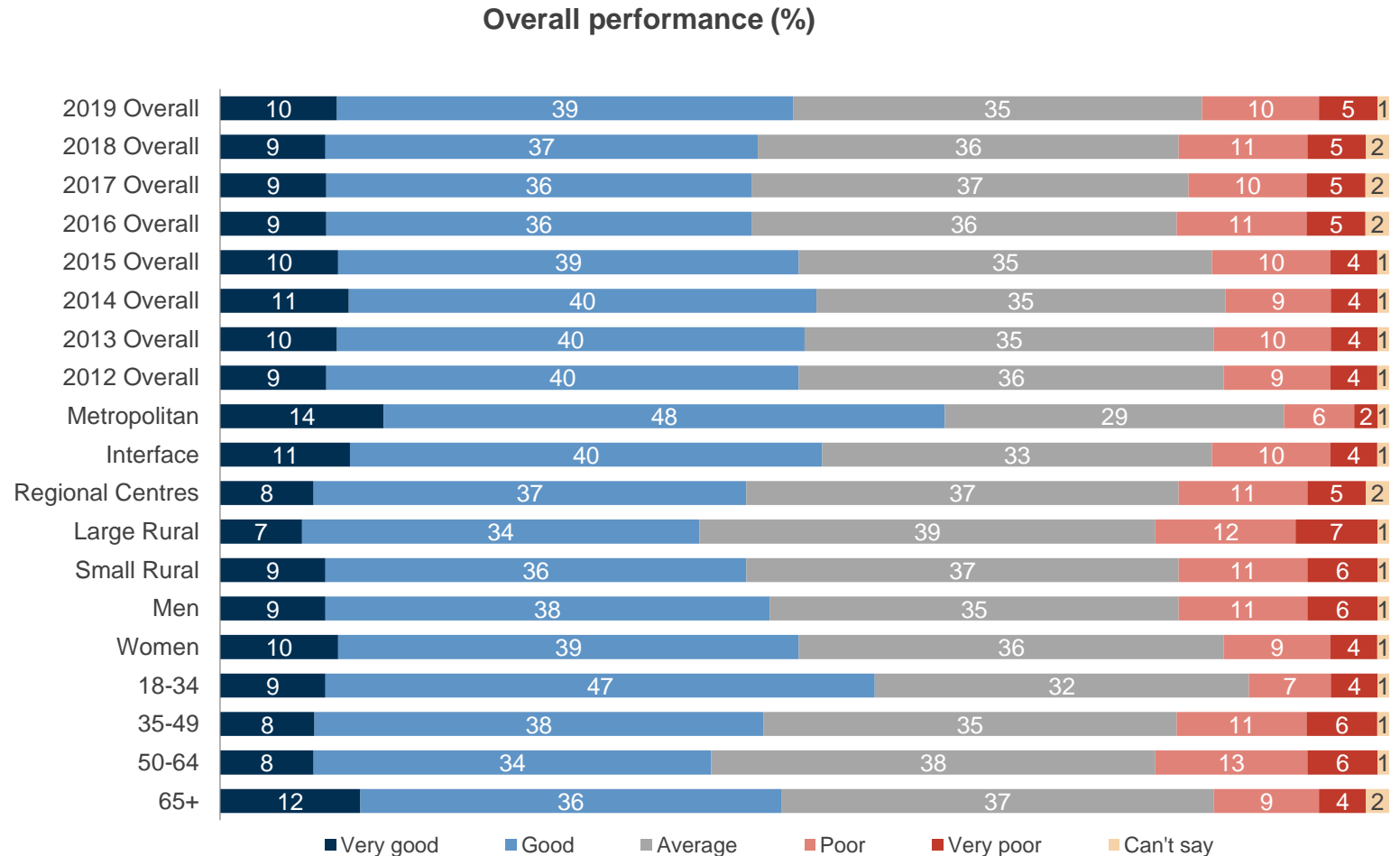
OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 63

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



Overall performance



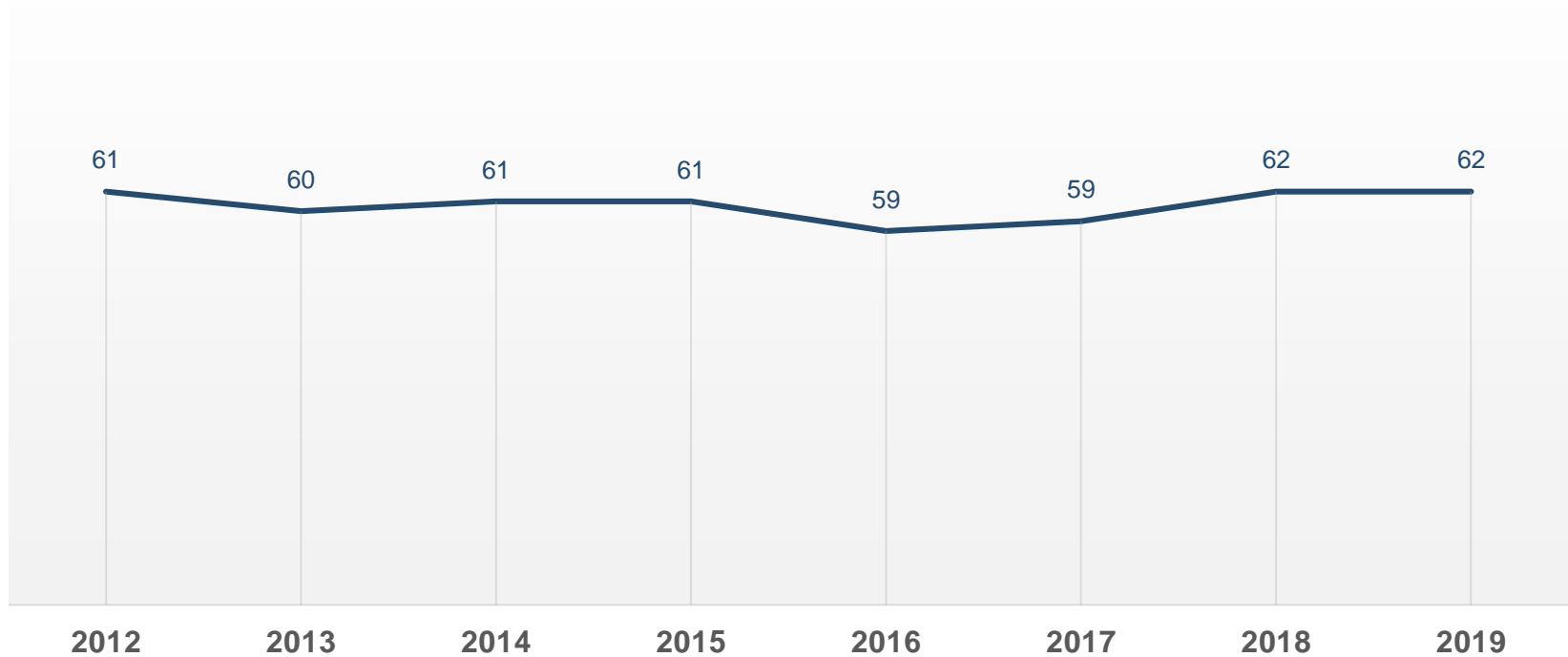


Customer service



Contact with council

2019 contact with council (%)
Have had contact



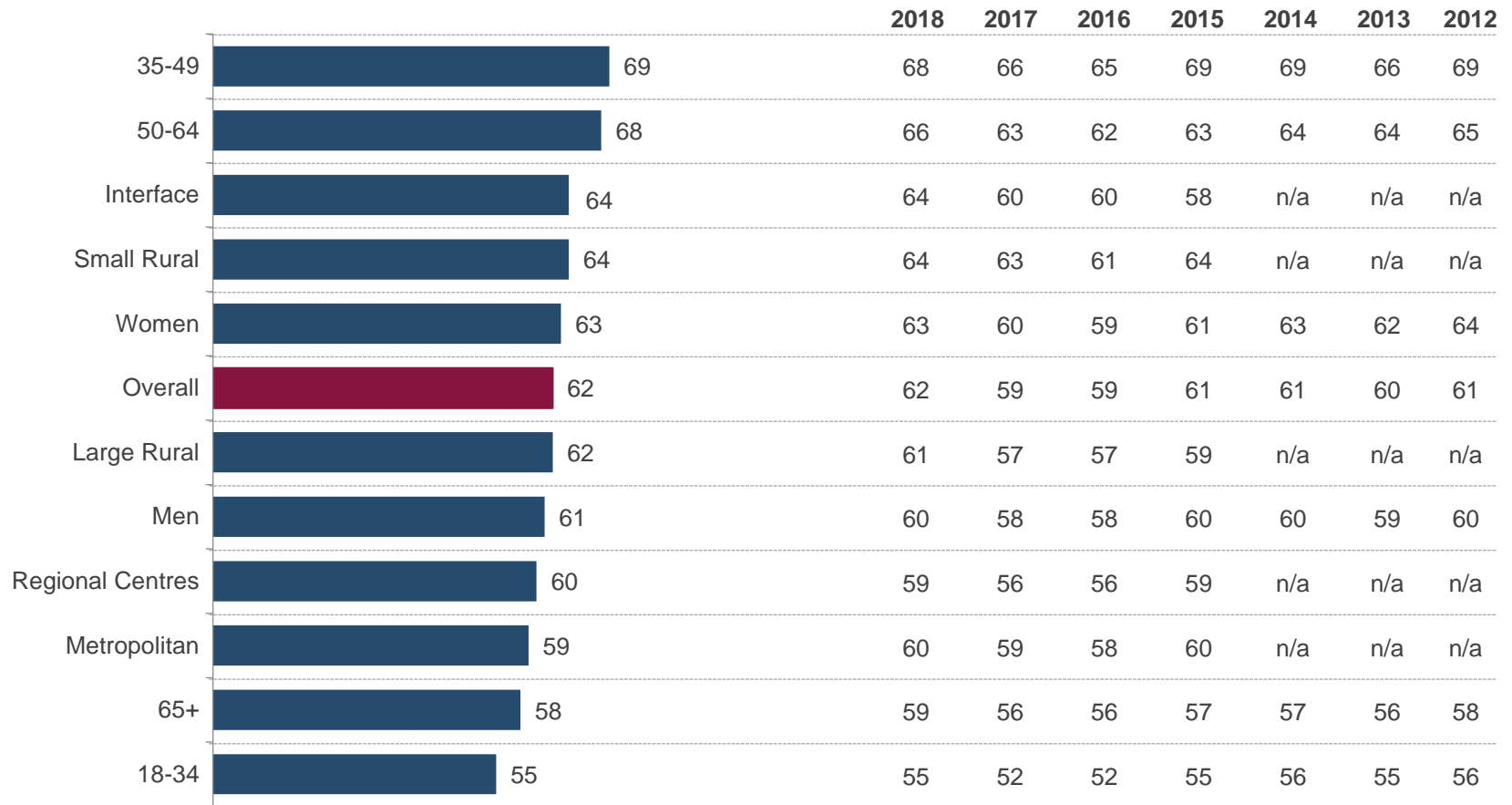
Q5. Over the last 12 months, have you or any member of your household had any contact with your council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Q5a. Have you or any member of your household had any recent contact with Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 63



Contact with council

2019 contact with council (%)



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

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

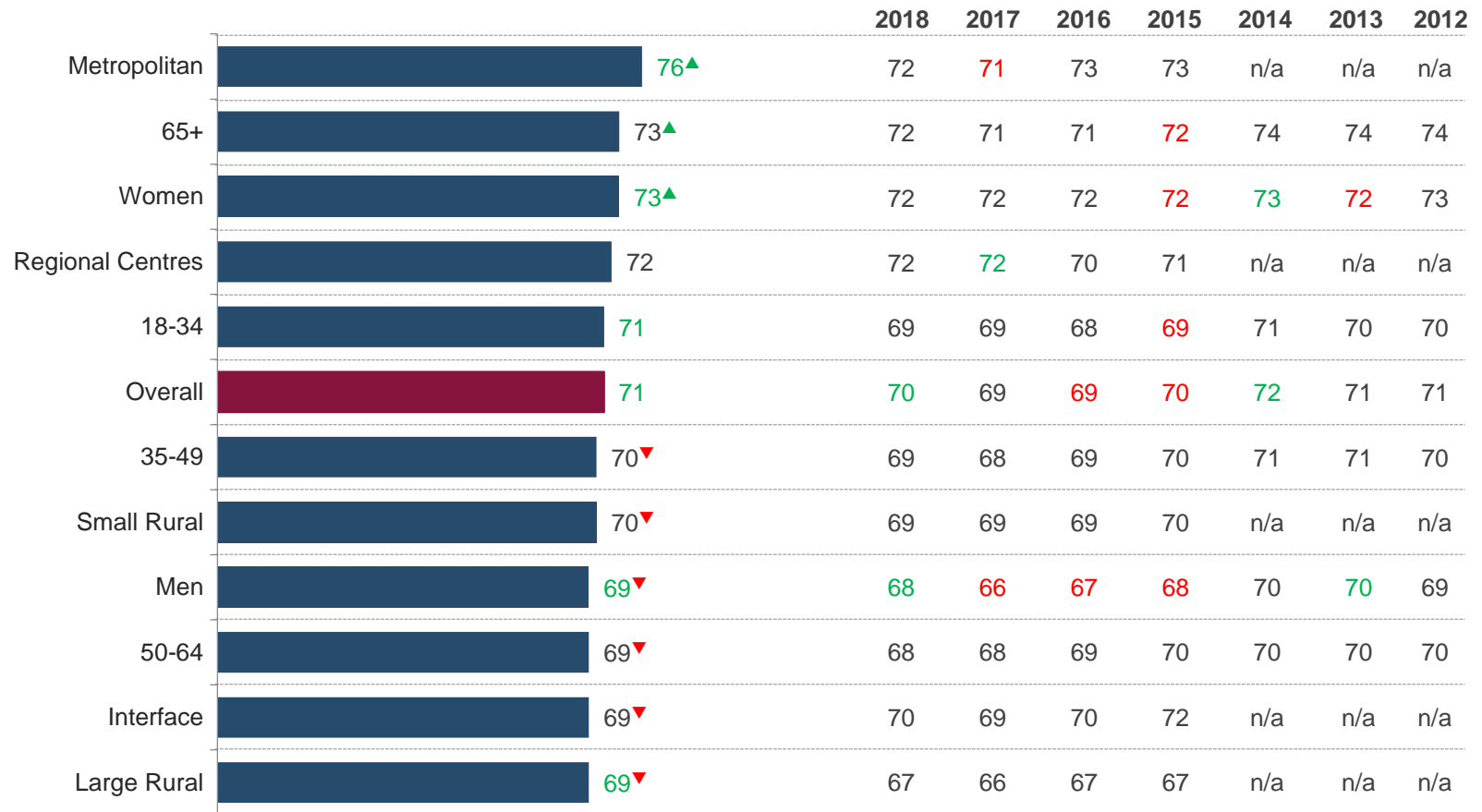
Base: All respondents. Councils asked state-wide: 63. Note: Please see Appendix A for explanation of significant differences.

Note: Significant differences have not been applied to this chart.



Customer service rating

2019 customer service rating (index scores)



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

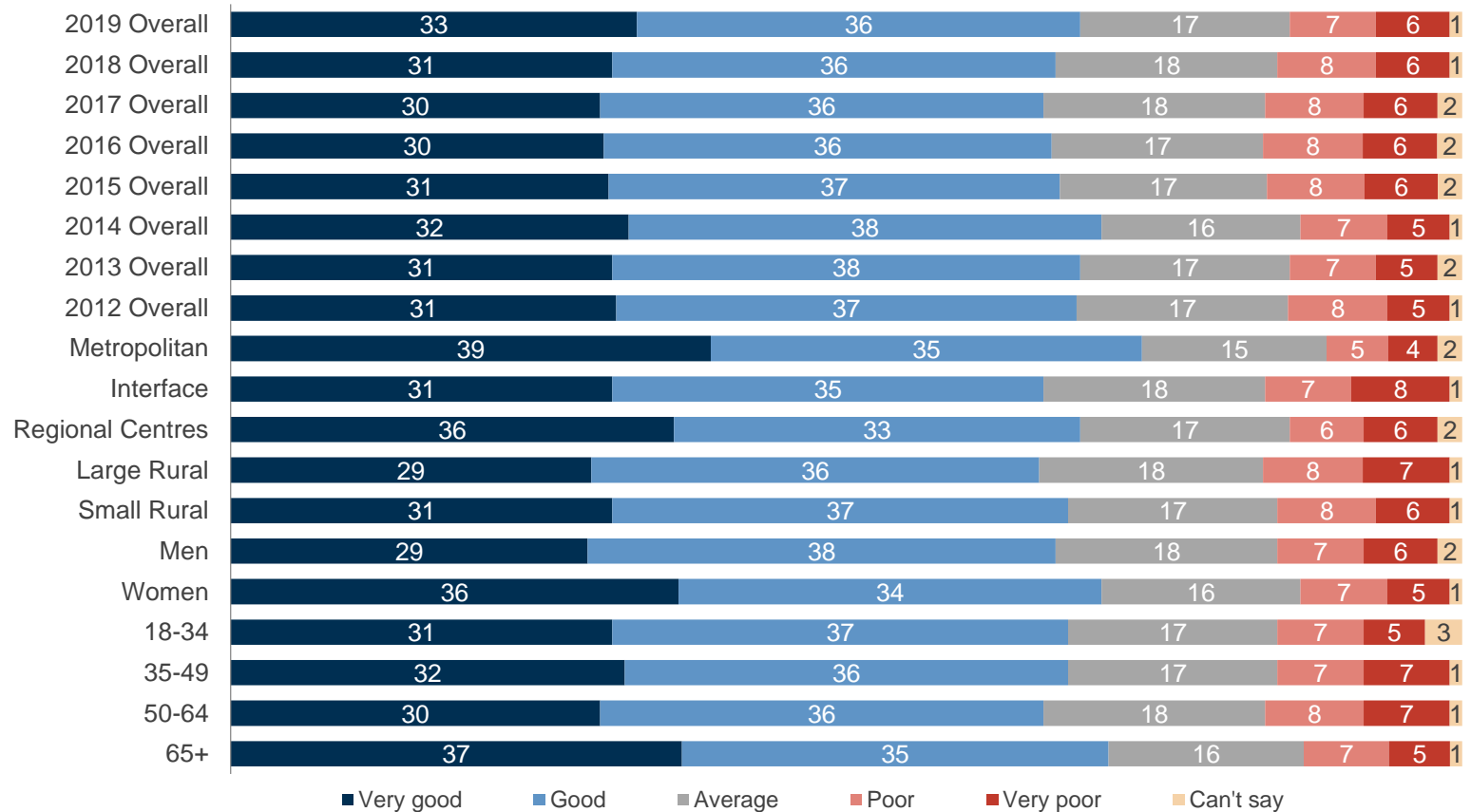
Councils asked state-wide: 63

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



Customer service rating

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: 63



Method of contact with council

2019 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



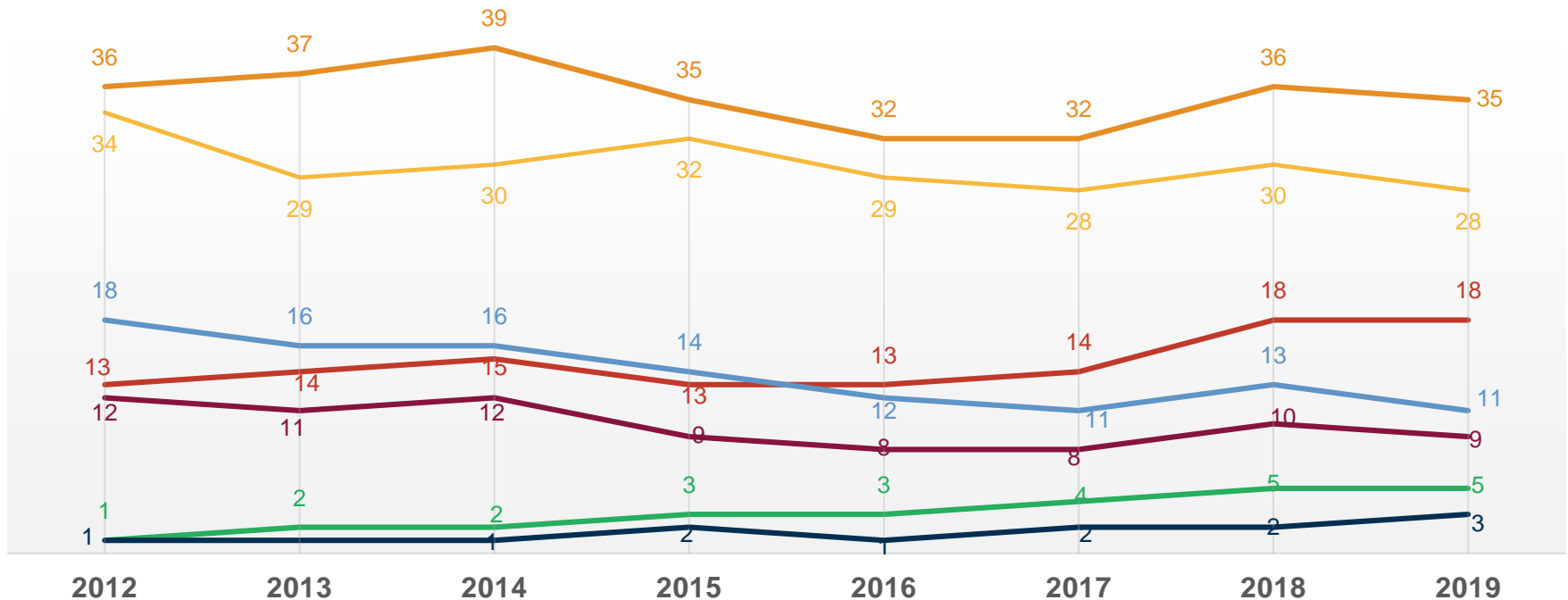
By Email



Via Website



By Social Media



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

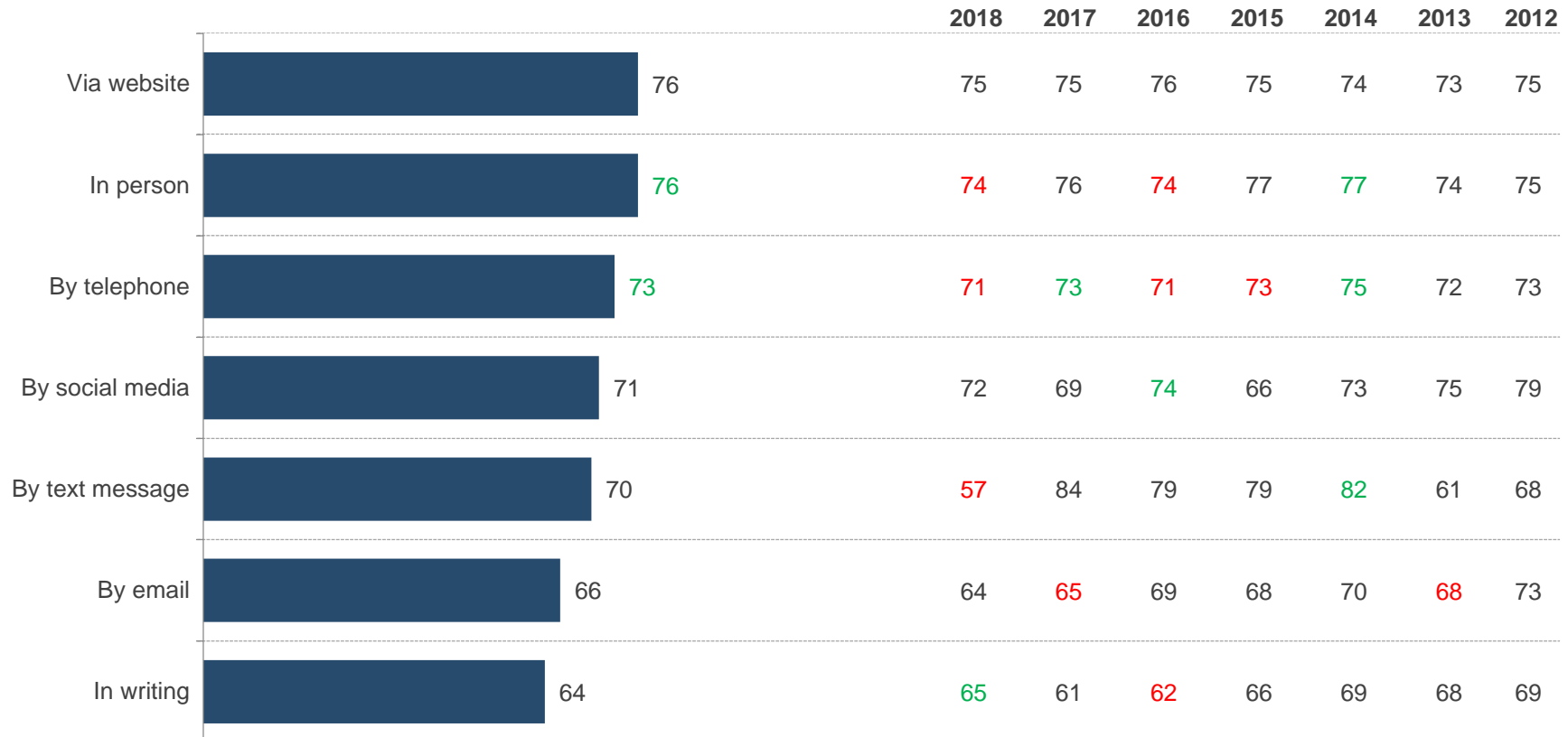
Base: All respondents. Councils asked state-wide: 25

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



Customer service rating by method of last contact

2019 customer service rating (index score 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.

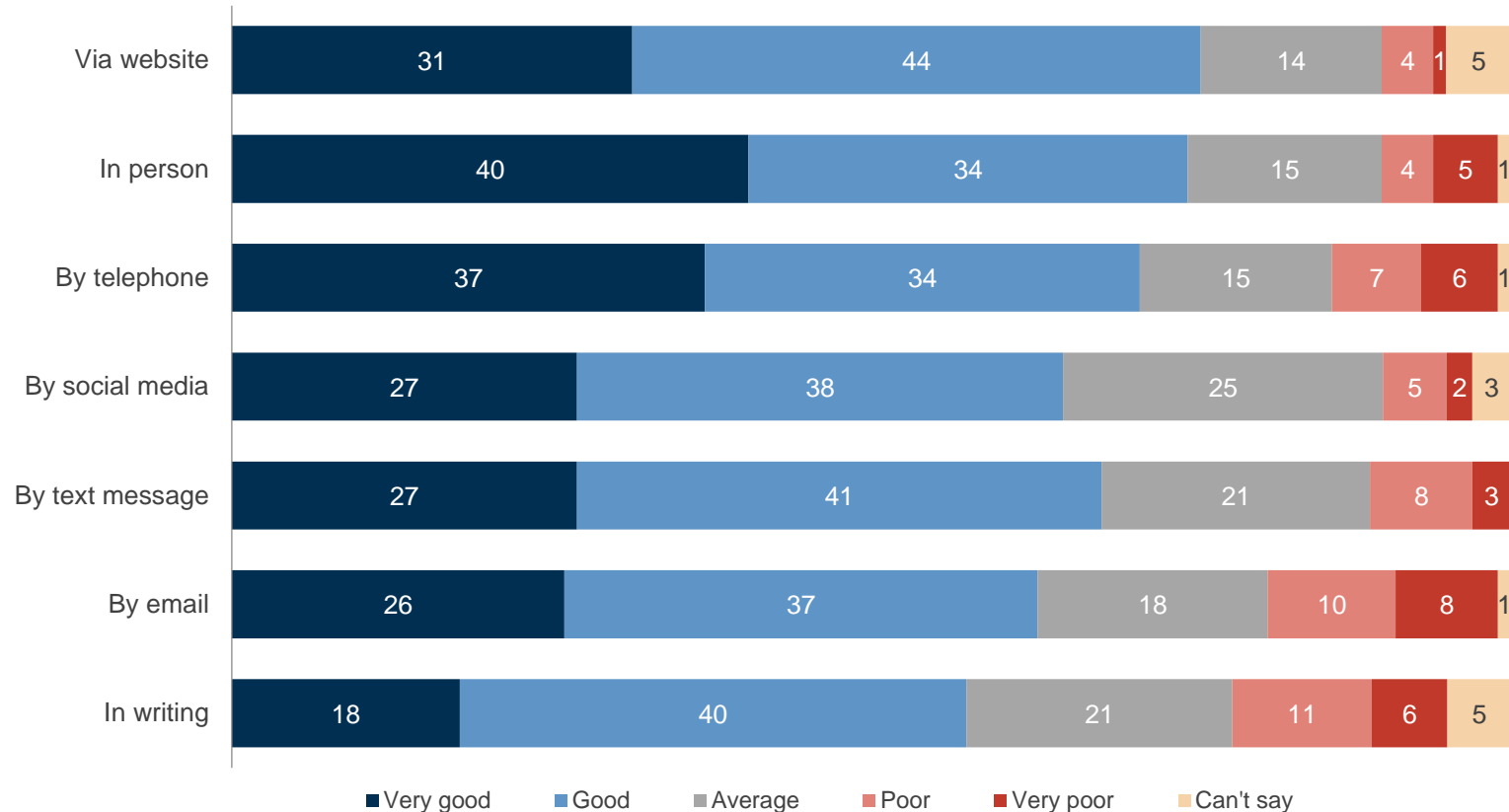
Councils asked state-wide: 25

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



Customer service rating by method of last contact

2019 customer service rating (% 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: 25

A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night image of the United States, showing city lights and a network of glowing lines that suggest a communication or data network. The 'W' is positioned on the right side of the slide, with its leftmost stroke extending towards the center.

Communication



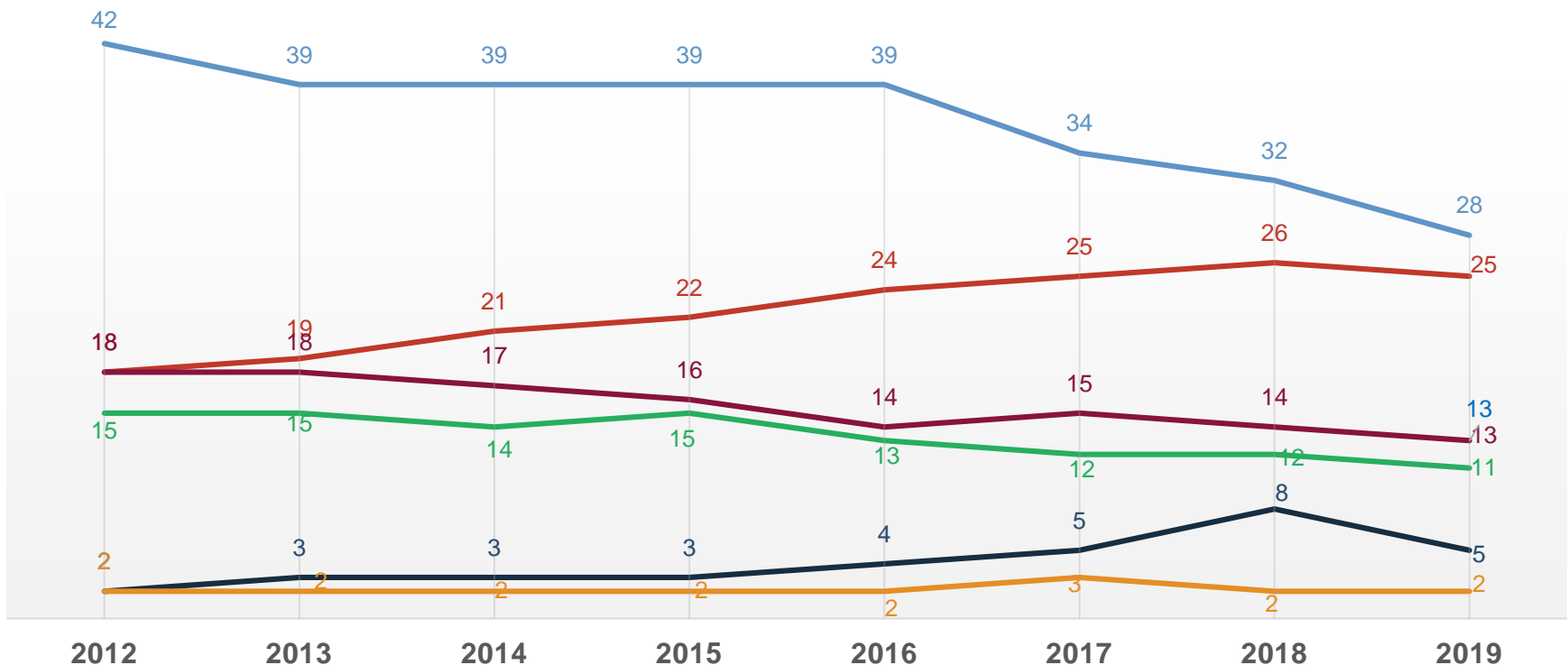
Communication summary

Overall preferred forms of communication	<ul style="list-style-type: none"> • Newsletter sent via mail (28%) • Newsletter sent via email (25%)
Preferred forms of communication among over 50s	<ul style="list-style-type: none"> • Newsletter sent via mail (31%) • Newsletter sent via email (24%)
Preferred forms of communication among under 50s	<ul style="list-style-type: none"> • Newsletter sent via email (26%) • Newsletter sent via mail (25%) • Social media (22%)
Greatest change since 2018	<ul style="list-style-type: none"> • Newsletter sent via mail (-4) • NEW ADDITION IN 2019: Social Media (13%)



Best form of communication

2019 best form of communication (%)



Q13. If Overall 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?

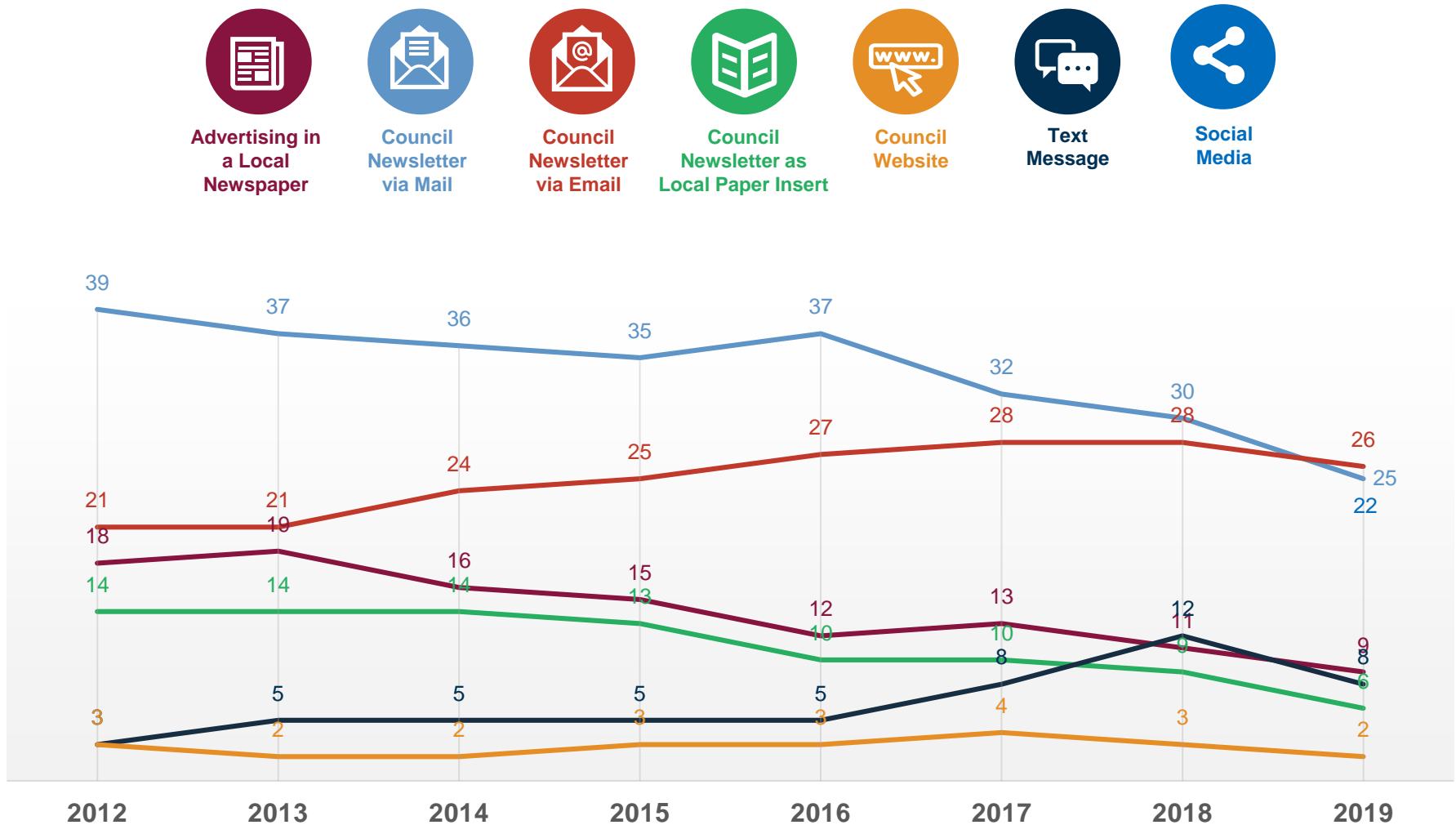
Base: All respondents. Councils asked state-wide: 31

Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2019 under 50s best form of communication (%)



Q13. If Overall 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?

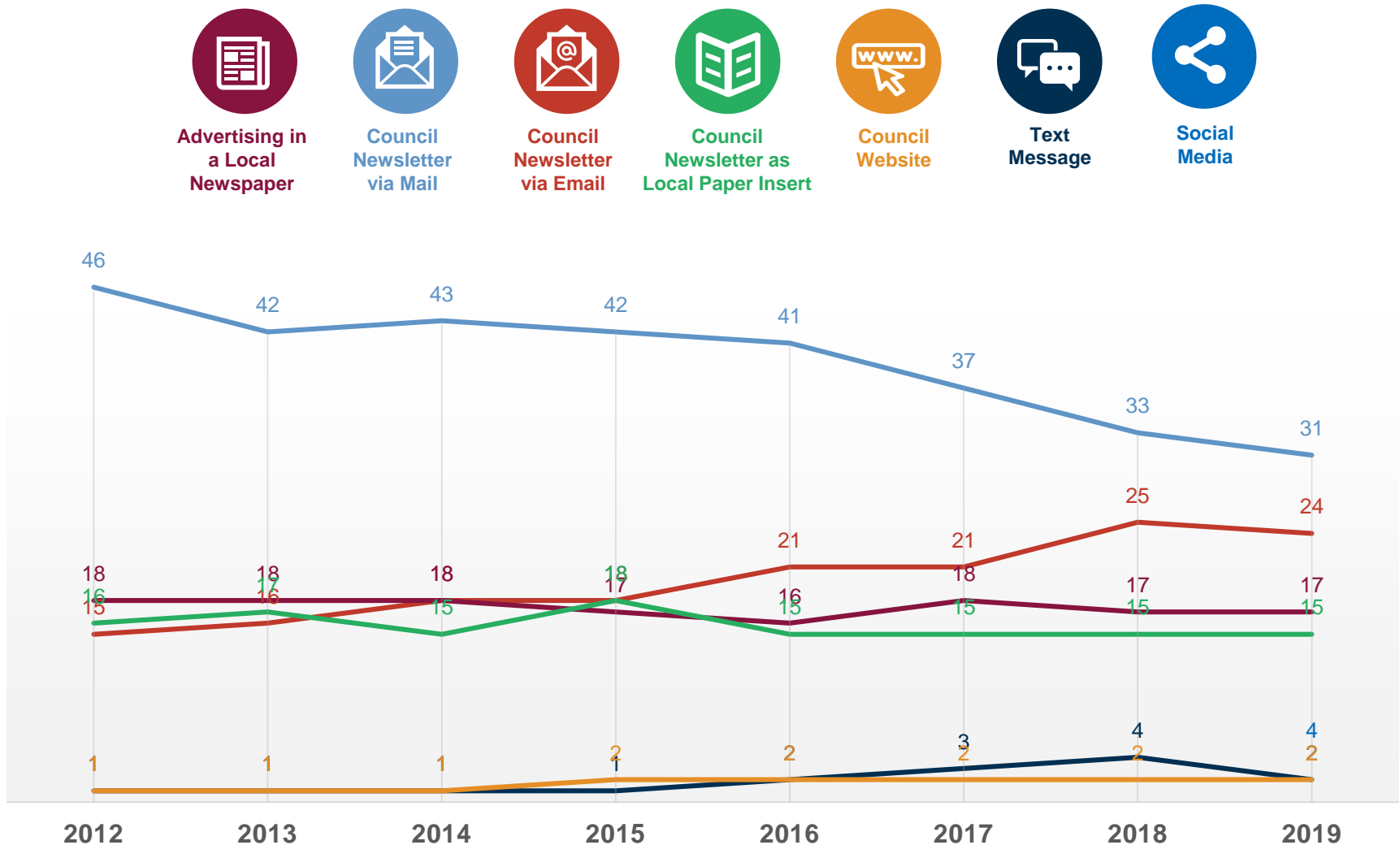
Base: All respondents aged under 50. Councils asked state-wide: 31

Note: 'Social Media' was included in 2019.



2019 best form of communication: over 50s

2019 over 50s best form of communication (%)



Q13. If Overall 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: 31

Note: 'Social Media' was included in 2019.



Council direction



Council direction summary

Council direction	<ul style="list-style-type: none"> • 62% stayed about the same, up 2 points on 2018 • 19% improved, equal points on 2018 • 14% deteriorated, down 1 point on 2018
Most satisfied with Council direction	<ul style="list-style-type: none"> • Aged 18-34 years • Metropolitan residents
Least satisfied with Council direction	<ul style="list-style-type: none"> • Aged 35-64 years
Improvement	<ul style="list-style-type: none"> • 47% a lot of room for improvement • 45% little room for improvement • 5% not much room for improvement
Direction headed	<ul style="list-style-type: none"> • 67% right direction (20% definitely and 47% probably) • 22% wrong direction (11% probably and 11% definitely)
Rates vs services trade-off	<ul style="list-style-type: none"> • 33% prefer rate rise, equal points on 2018 • 49% prefer service cuts, up 1 point on 2018



Overall council direction last 12 months

2019 overall direction (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	57▲	57	56	56	58	57	57	56
Metropolitan	55▲	54	54	55	56	n/a	n/a	n/a
Interface	54	53	53	54	54	n/a	n/a	n/a
Women	54▲	53	54	52	55	55	54	52
65+	53	52	54	51	53	54	55	53
Overall	53	52	53	51	53	53	53	52
Small Rural	53	50	52	50	53	n/a	n/a	n/a
Regional Centres	52	53	55	51	53	n/a	n/a	n/a
Men	52▼	51	52	51	52	52	52	51
Large Rural	51▼	52	52	48	51	n/a	n/a	n/a
35-49	50▼	50	51	49	51	51	51	49
50-64	50▼	48	50	48	51	50	50	48

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

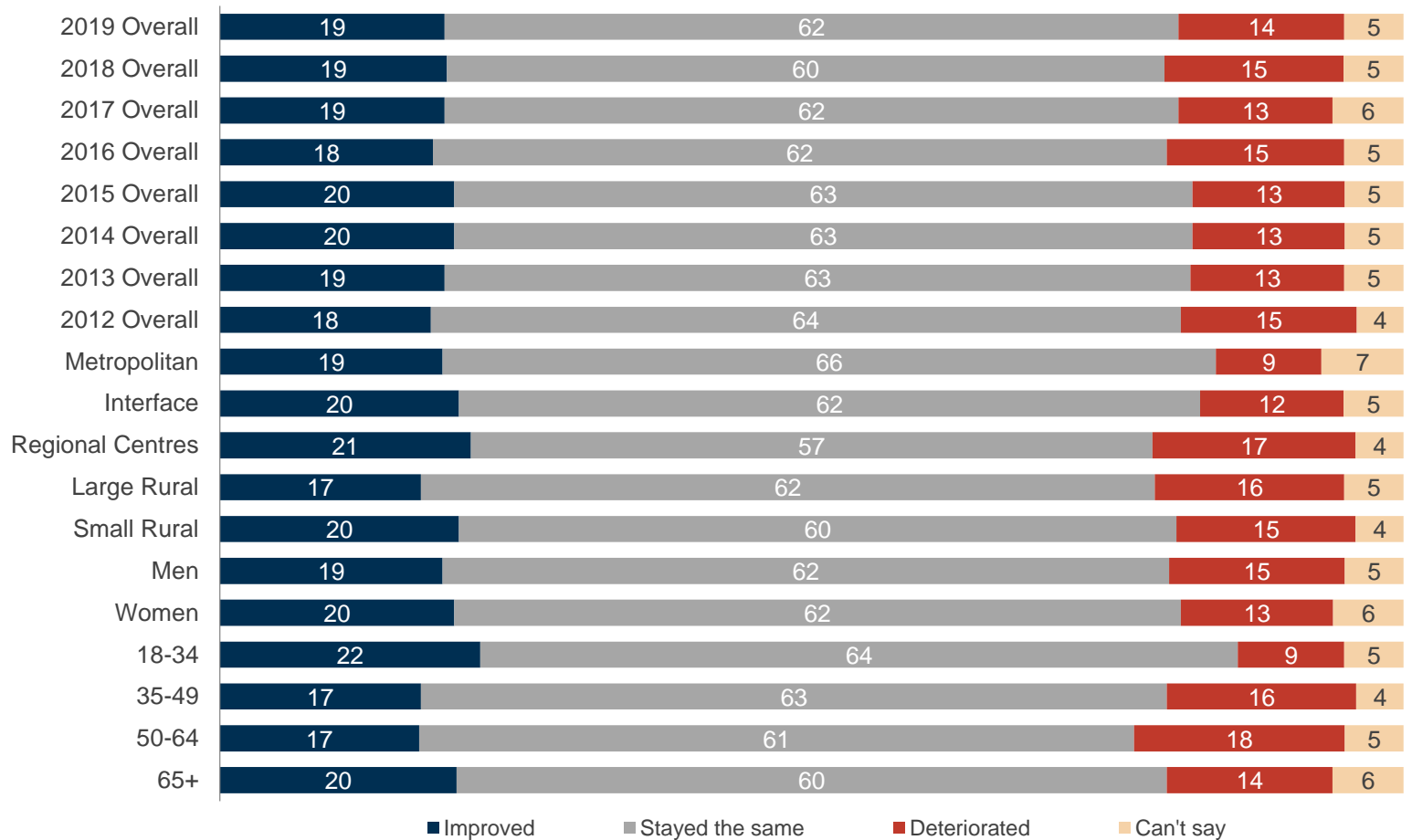
Base: All respondents. Councils asked state-wide: 63

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



Overall council direction last 12 months

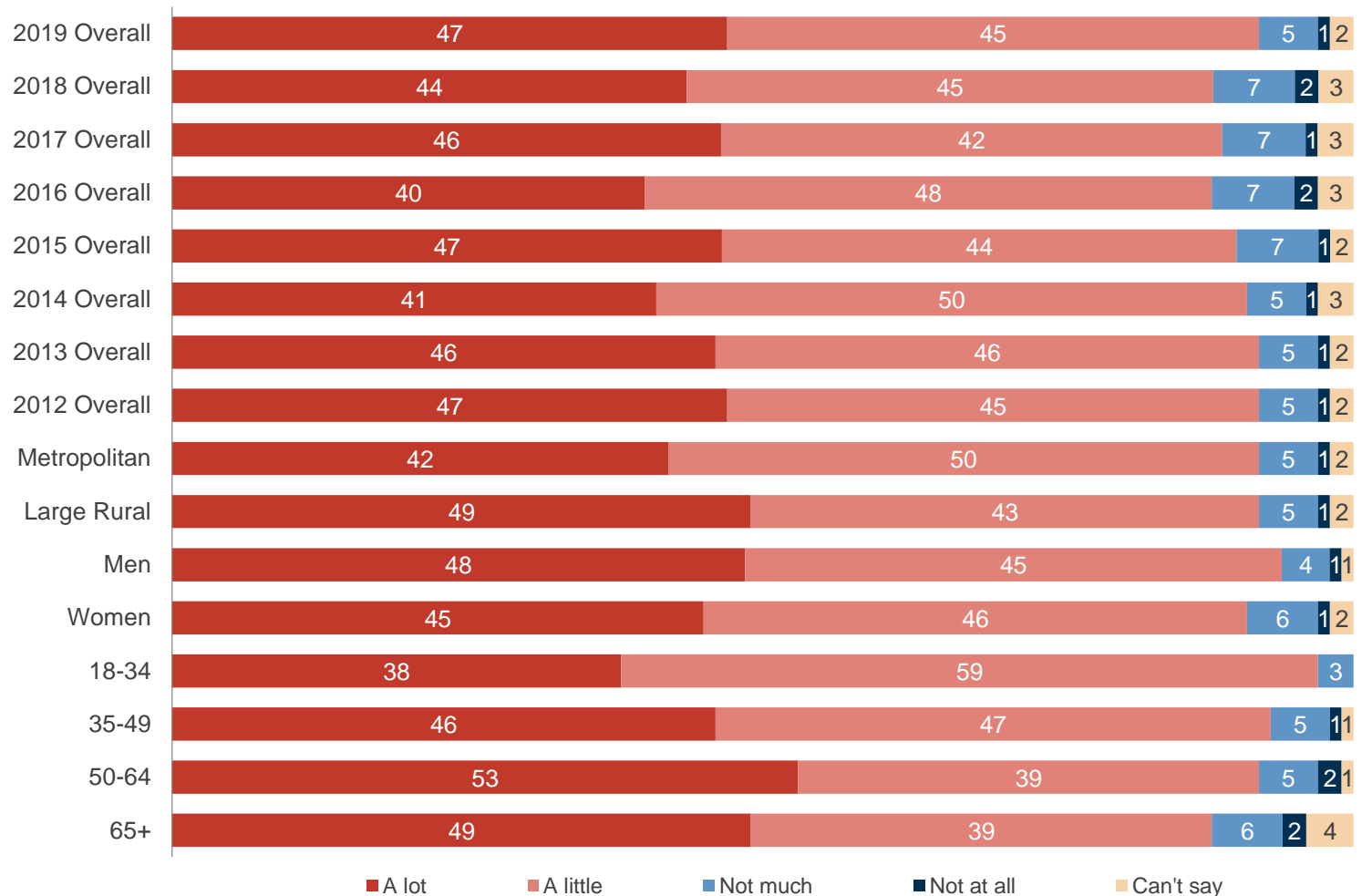
2019 overall council direction (%)





Room for improvement in services

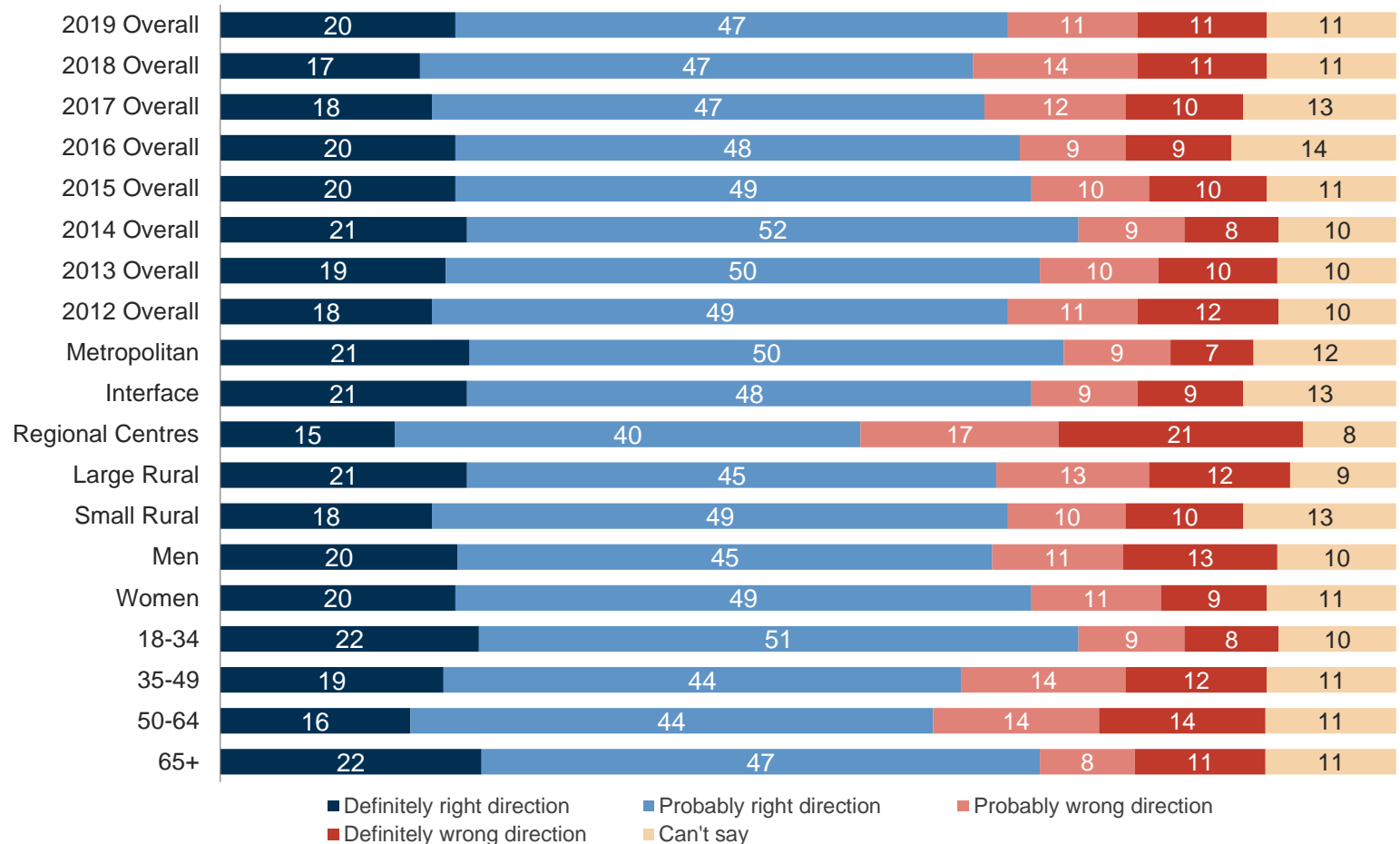
2019 room for improvement in services (%)





Right / wrong direction

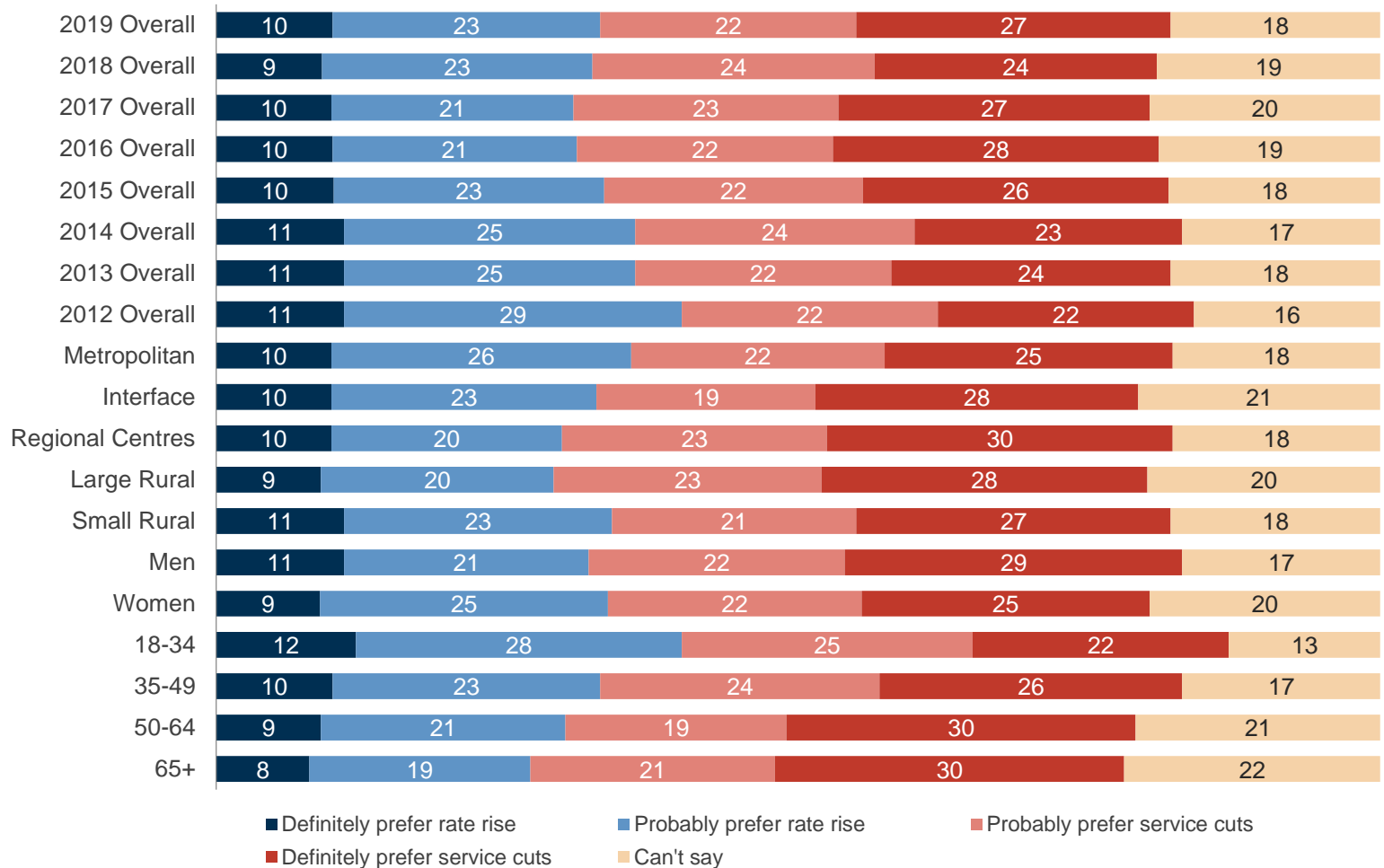
2019 right / wrong direction (%)





Rates / services trade-off

2019 rates / services trade-off (%)



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

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

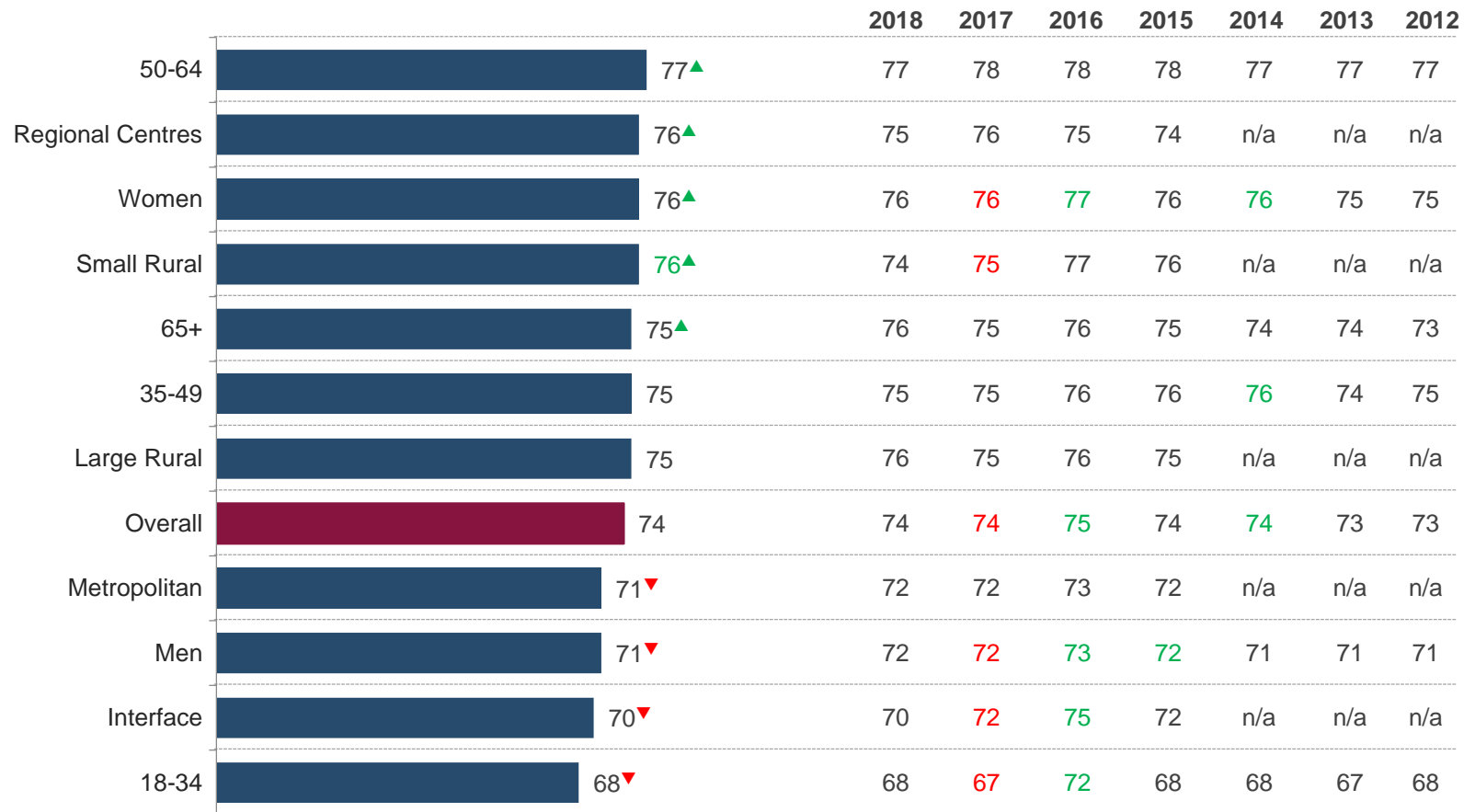
A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite image of the Western United States, showing state boundaries and major cities. The 'W' is dark blue and white, with the satellite imagery in shades of blue, green, and white. The text 'Individual service areas' is positioned in the lower-left quadrant of the page.

Individual service areas



Community consultation and engagement importance

2019 Consultation and engagement importance (index scores)



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

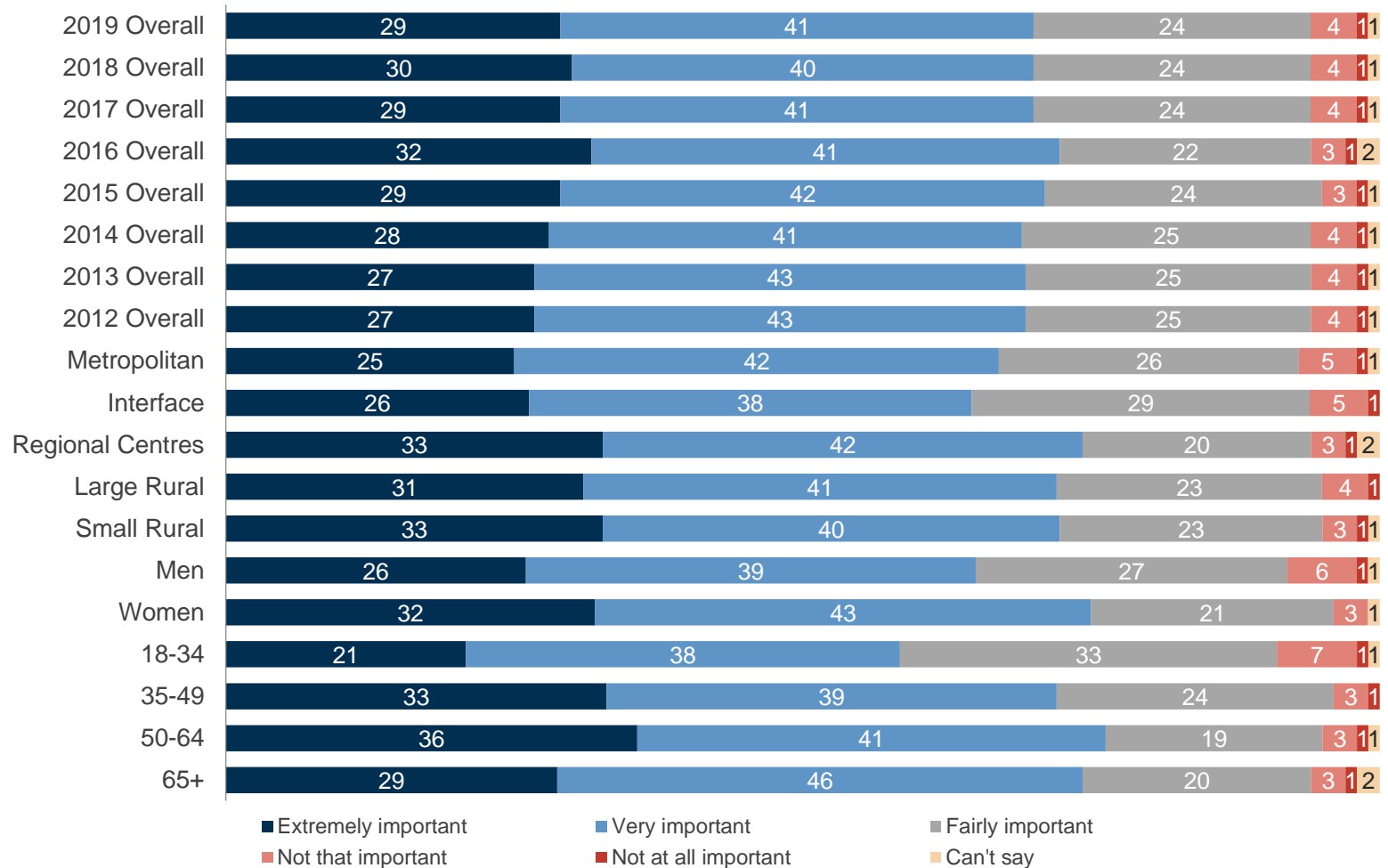
Base: All respondents. Councils asked state-wide: 21

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



Community consultation and engagement importance

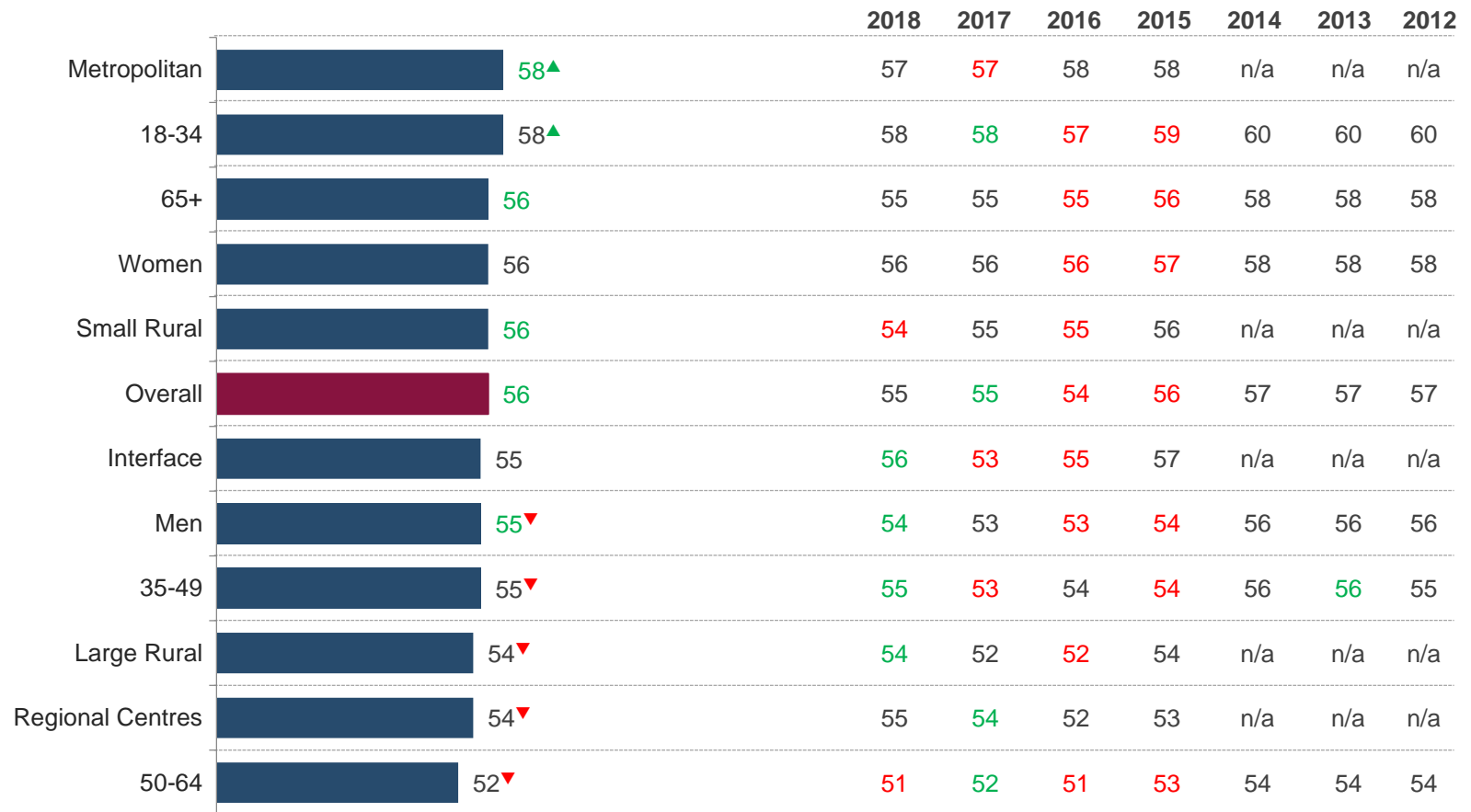
2019 Consultation and engagement importance (%)





Community consultation and engagement performance

2019 Consultation and engagement performance (index scores)



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

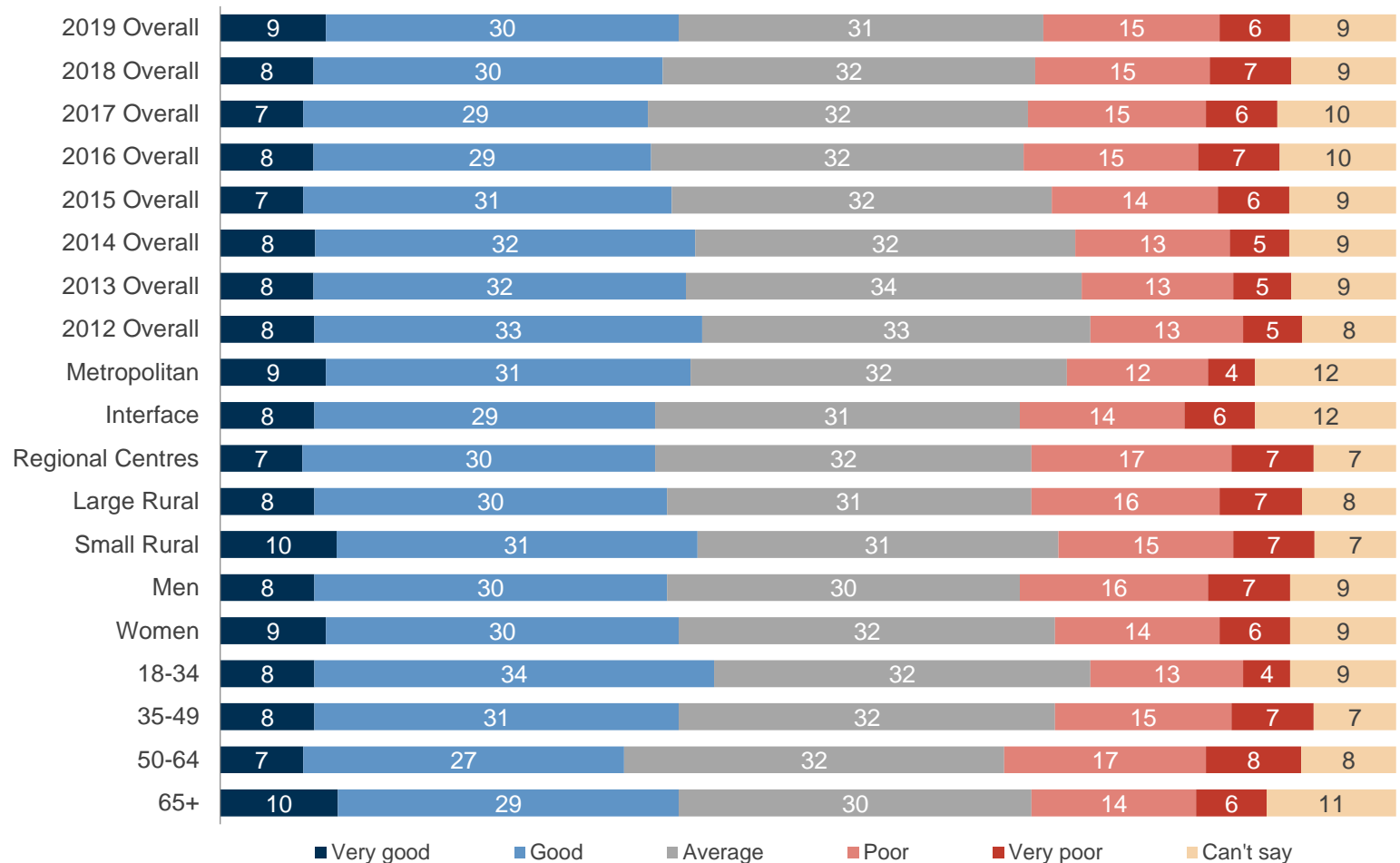
Base: All respondents. Councils asked state-wide: 63

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



Community consultation and engagement performance

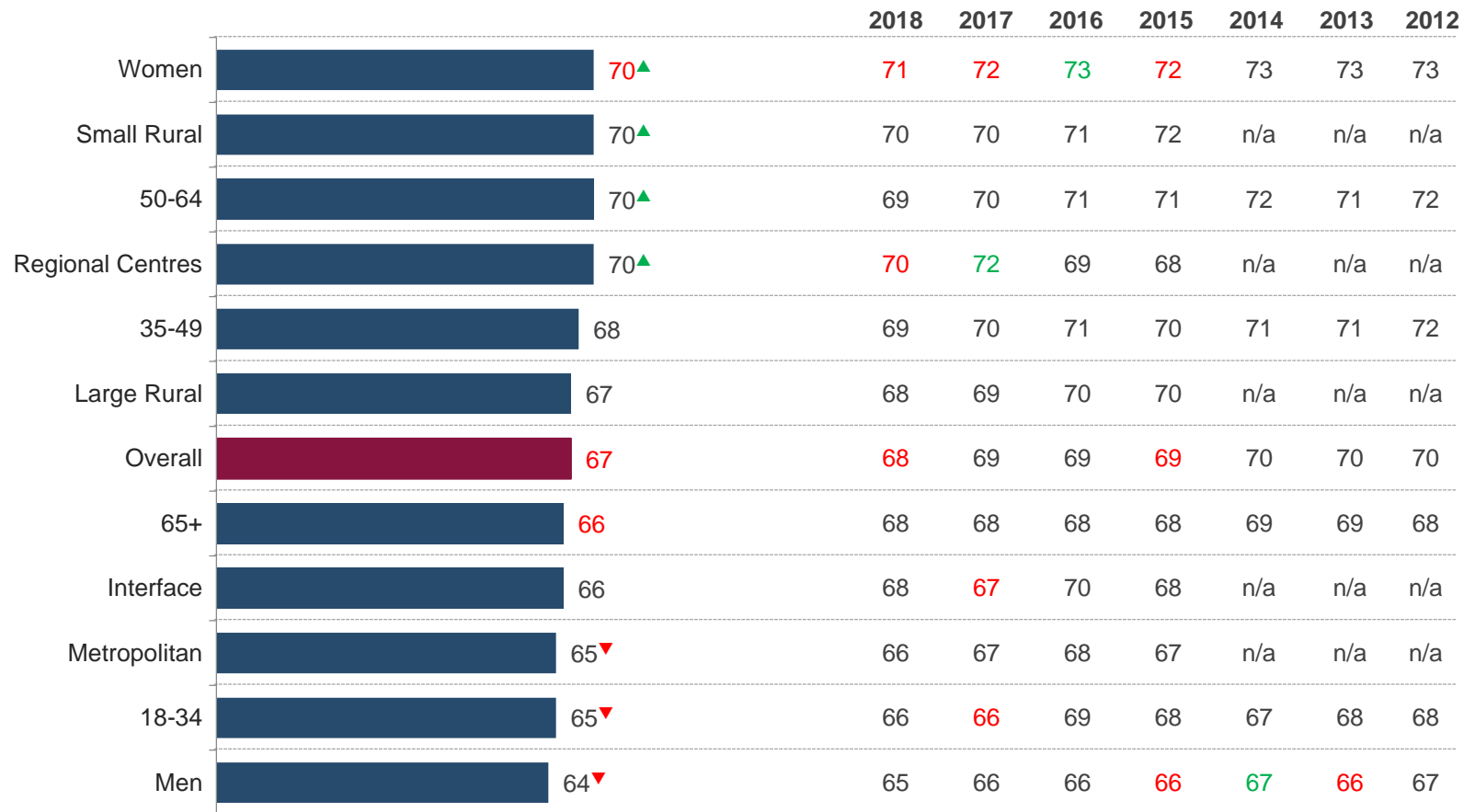
2019 Consultation and engagement performance (%)





Lobbying on behalf of the community importance

2019 Lobbying importance (index scores)



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

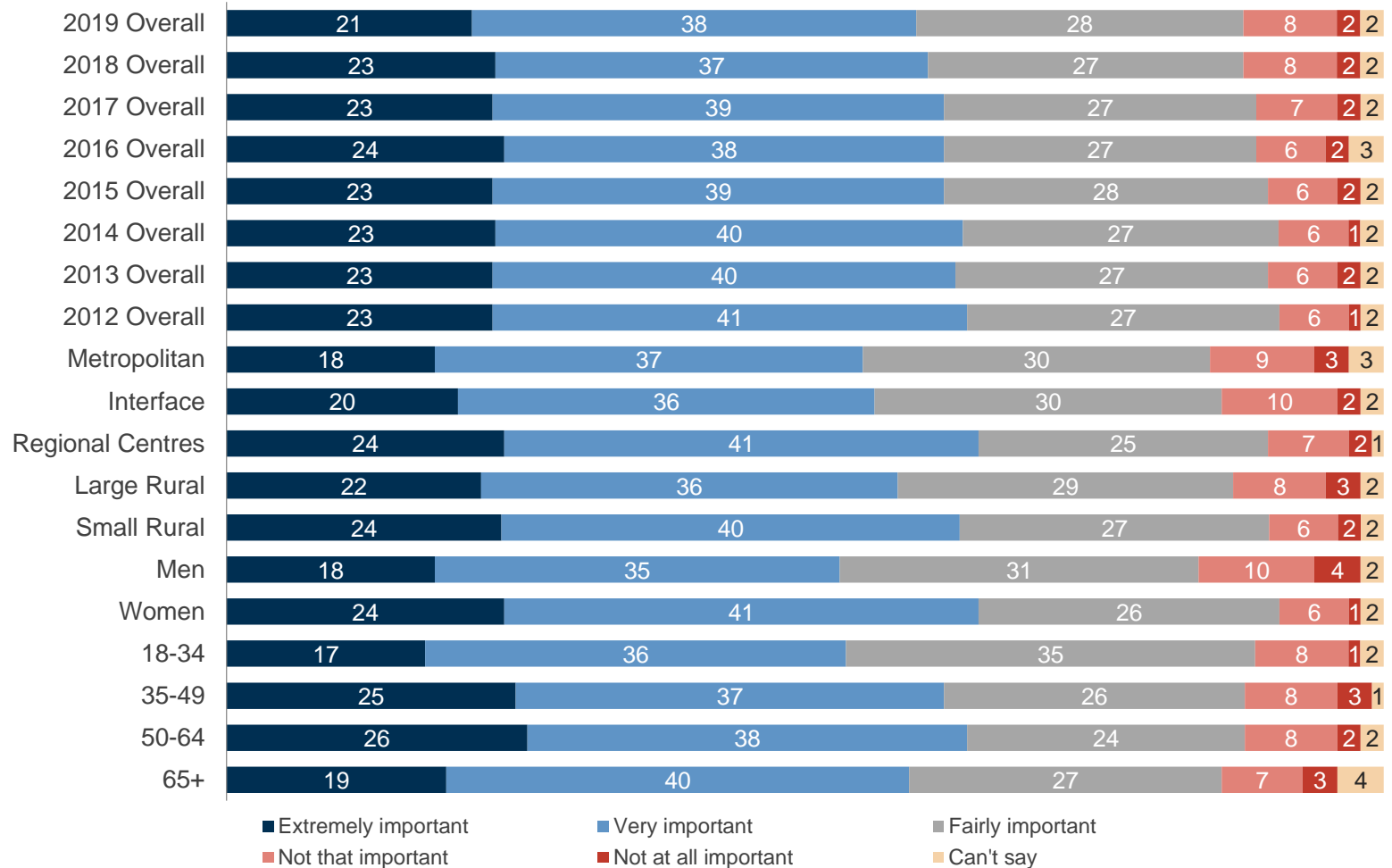
Base: All respondents. Councils asked state-wide: 21

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



Lobbying on behalf of the community importance

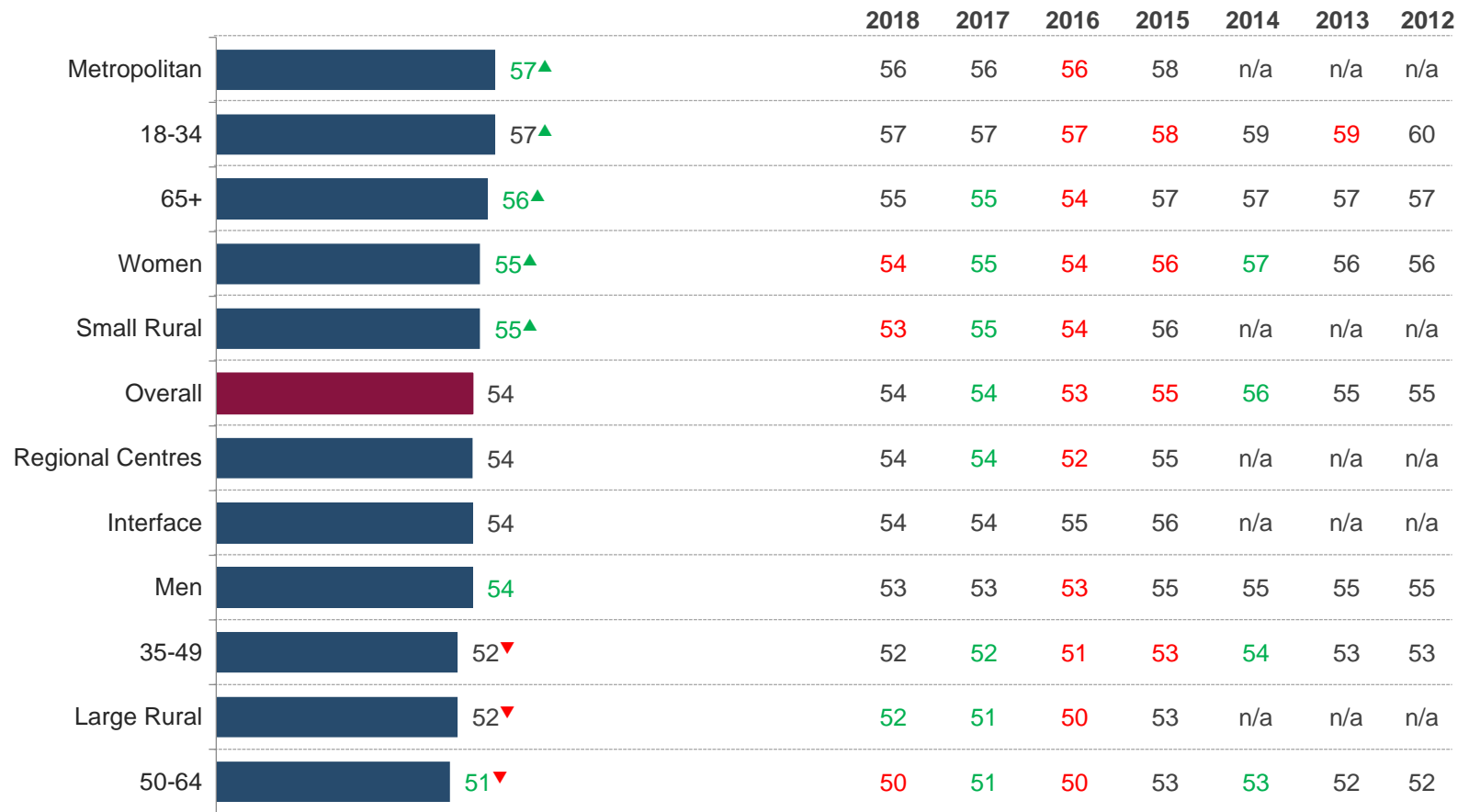
2019 Lobbying importance (%)





Lobbying on behalf of the community performance

2019 Lobbying performance (index scores)



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

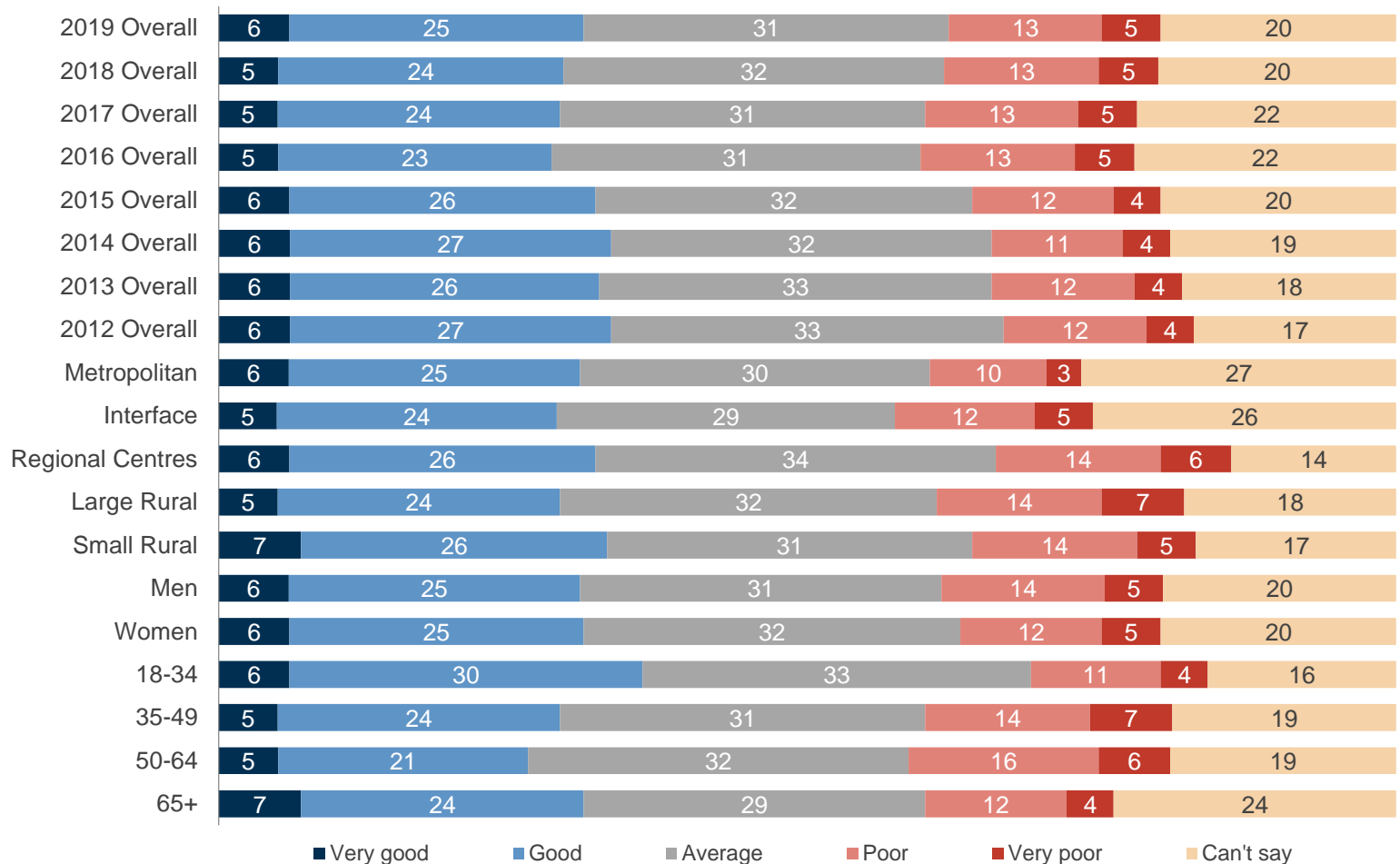
Base: All respondents. Councils asked state-wide: 63

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



Lobbying on behalf of the community performance

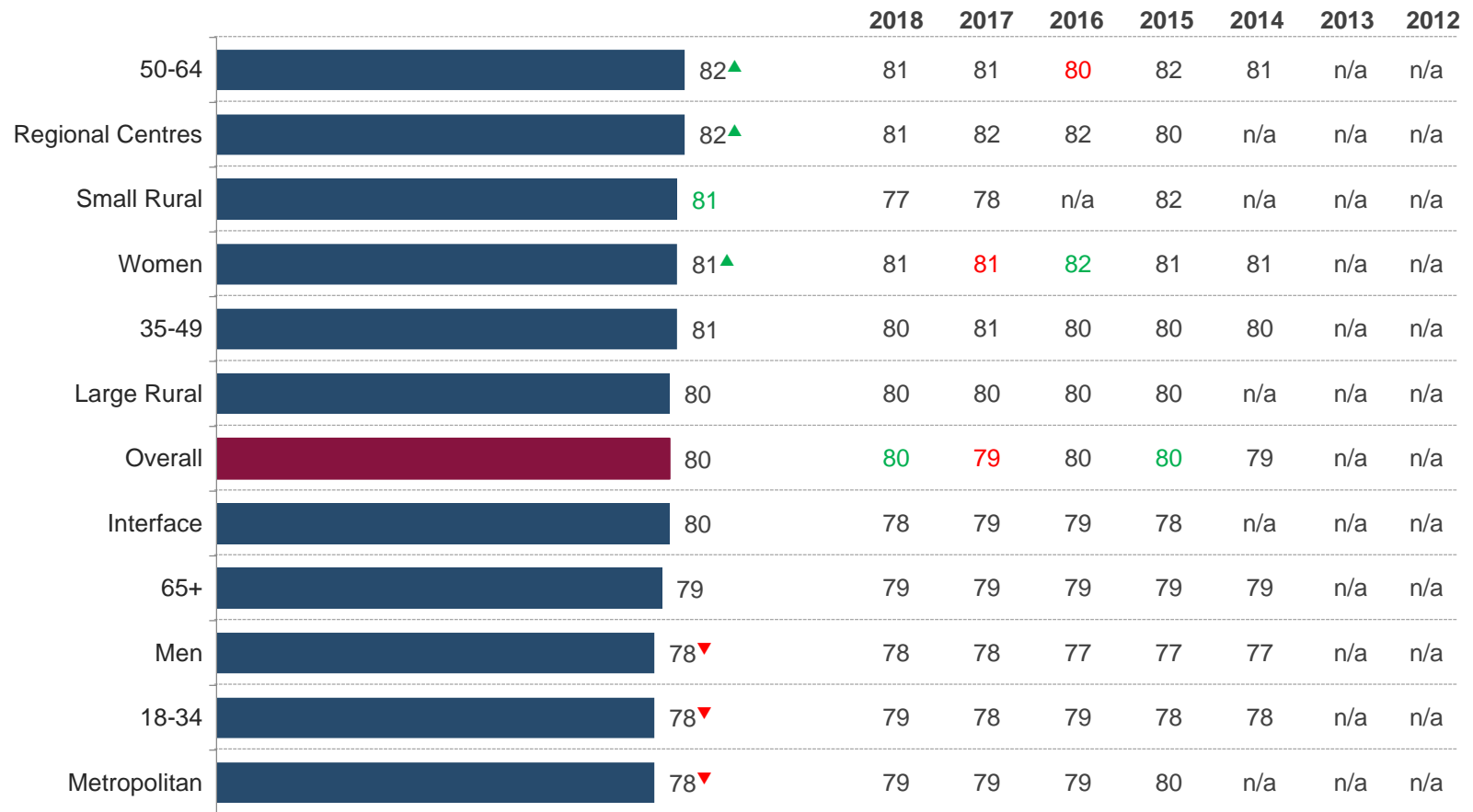
2019 Lobbying performance (%)



Decisions made in the interest of the community importance



2019 Community decisions made importance (index scores)



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

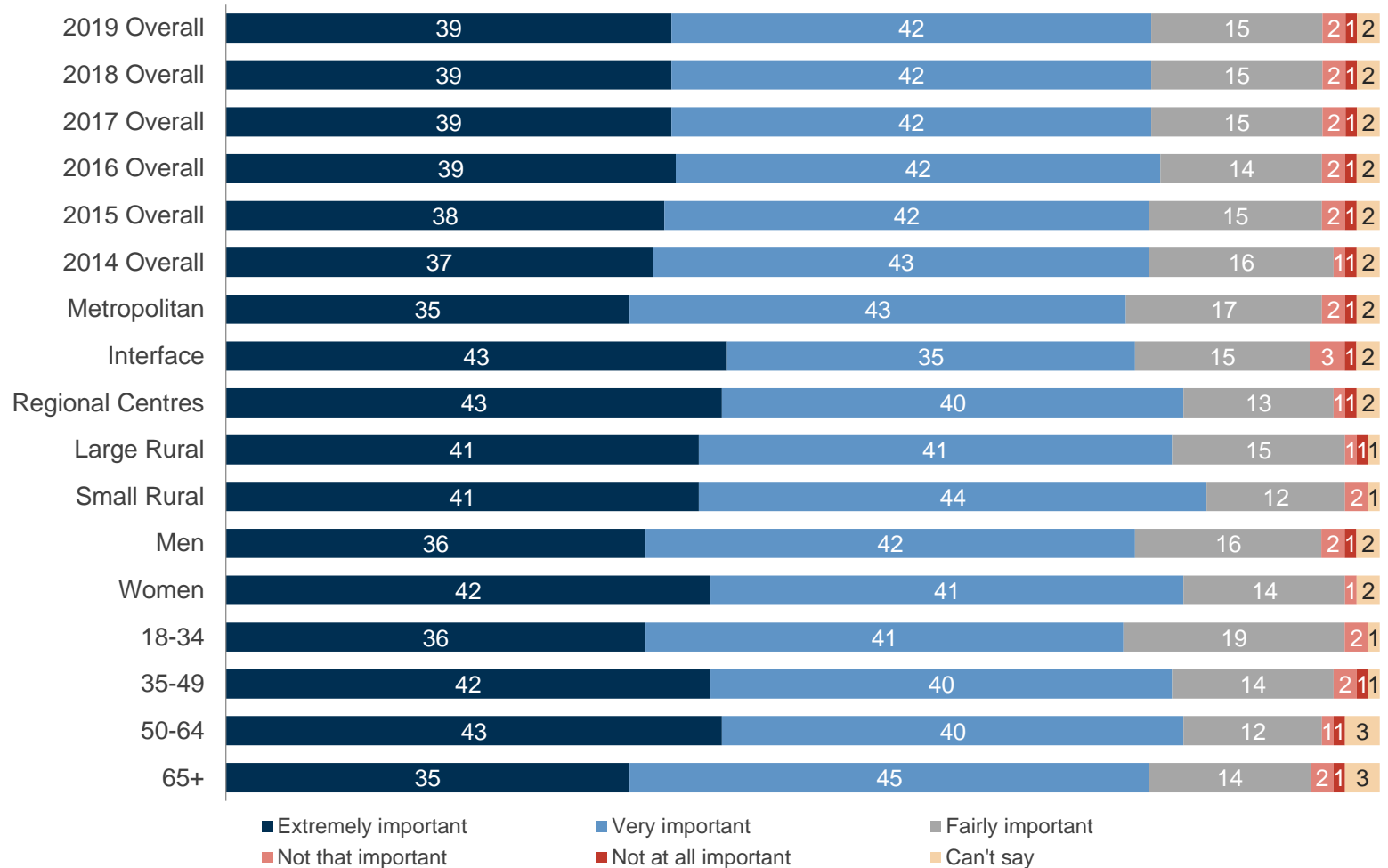
Base: All respondents. Councils asked state-wide: 15

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

Decisions made in the interest of the community importance



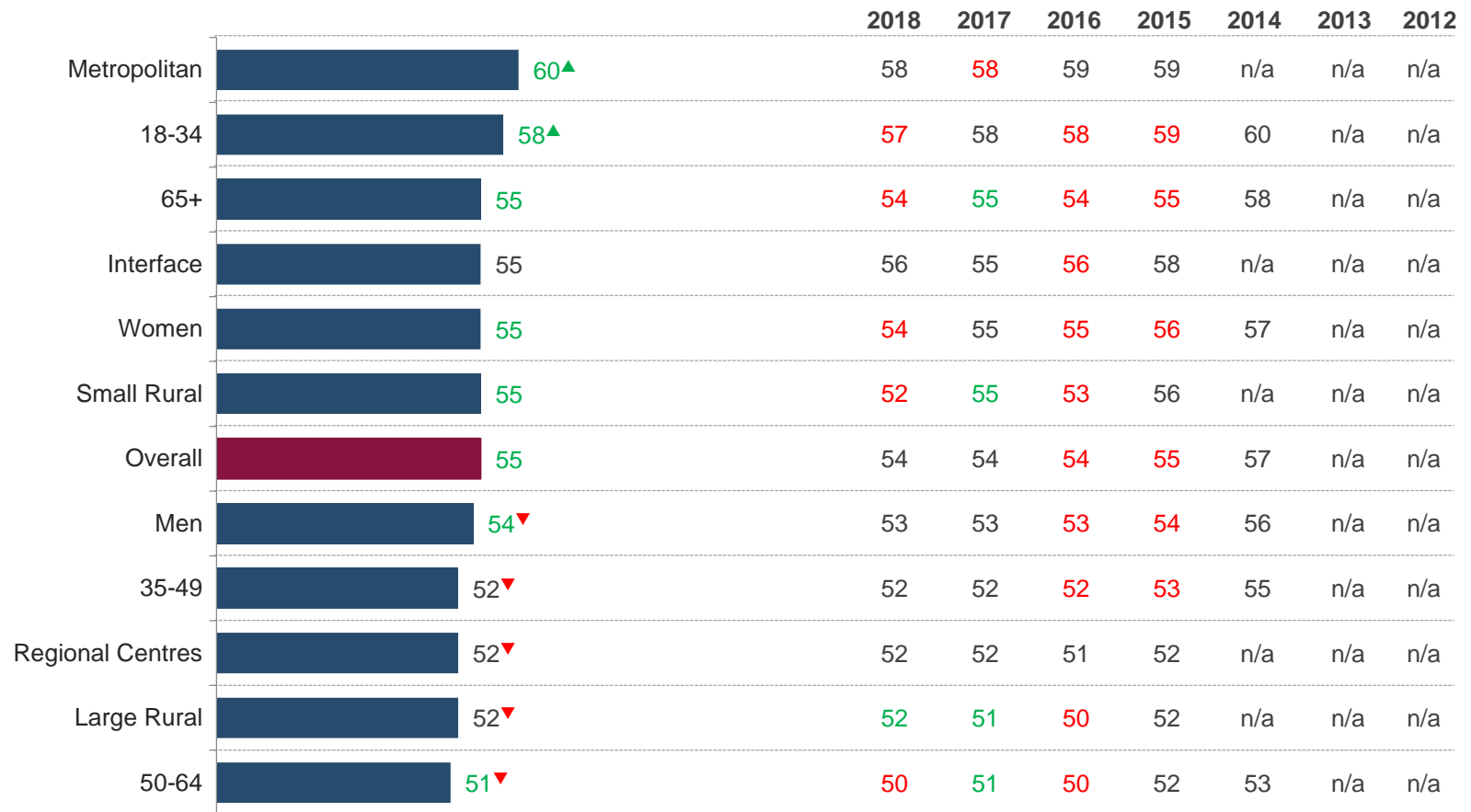
2019 Community decisions made importance (%)



Decisions made in the interest of the community performance



2019 Community decisions made performance (index scores)



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

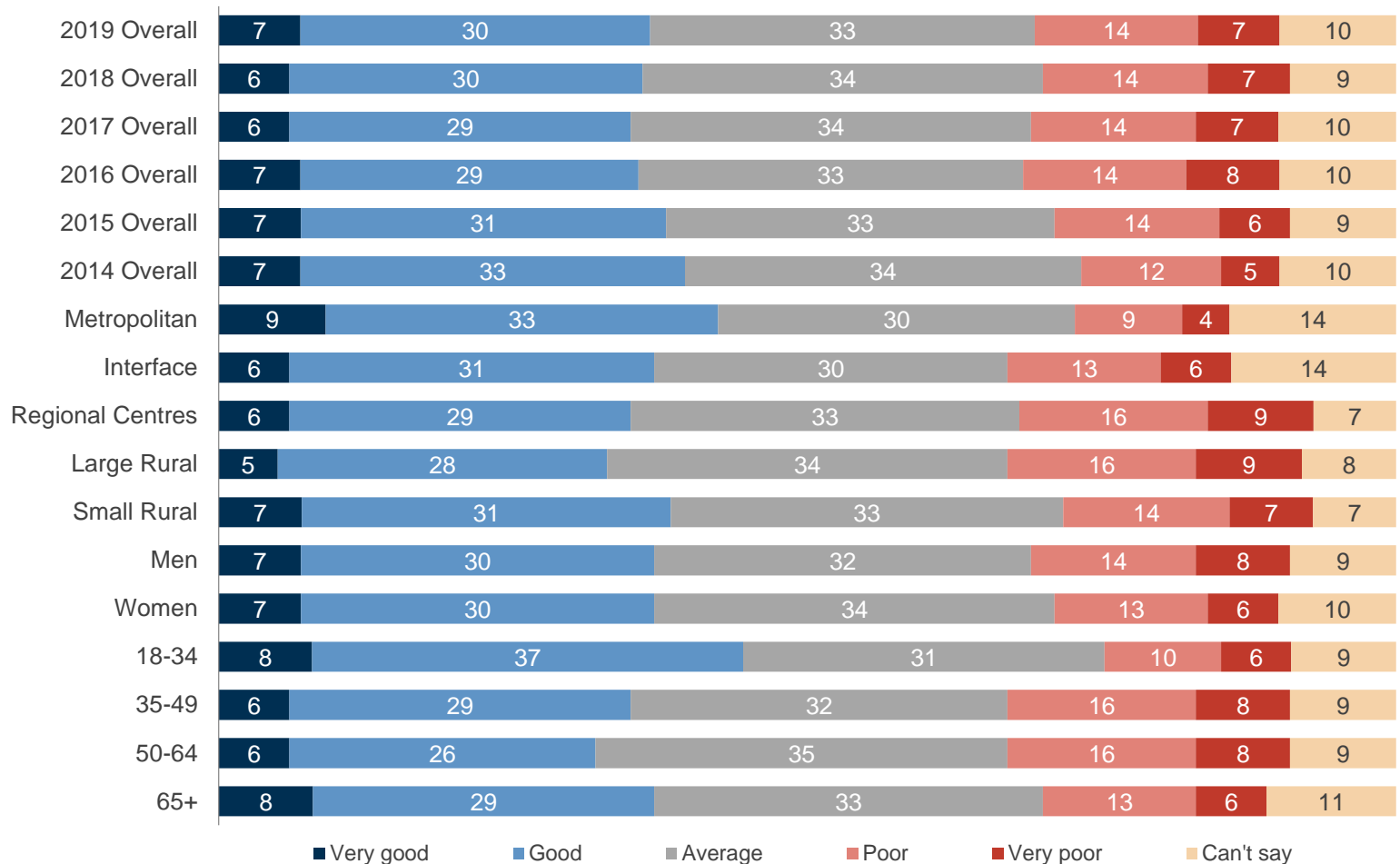
Base: All respondents. Councils asked state-wide: 63

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

Decisions made in the interest of the community performance



2019 Community decisions made performance (%)

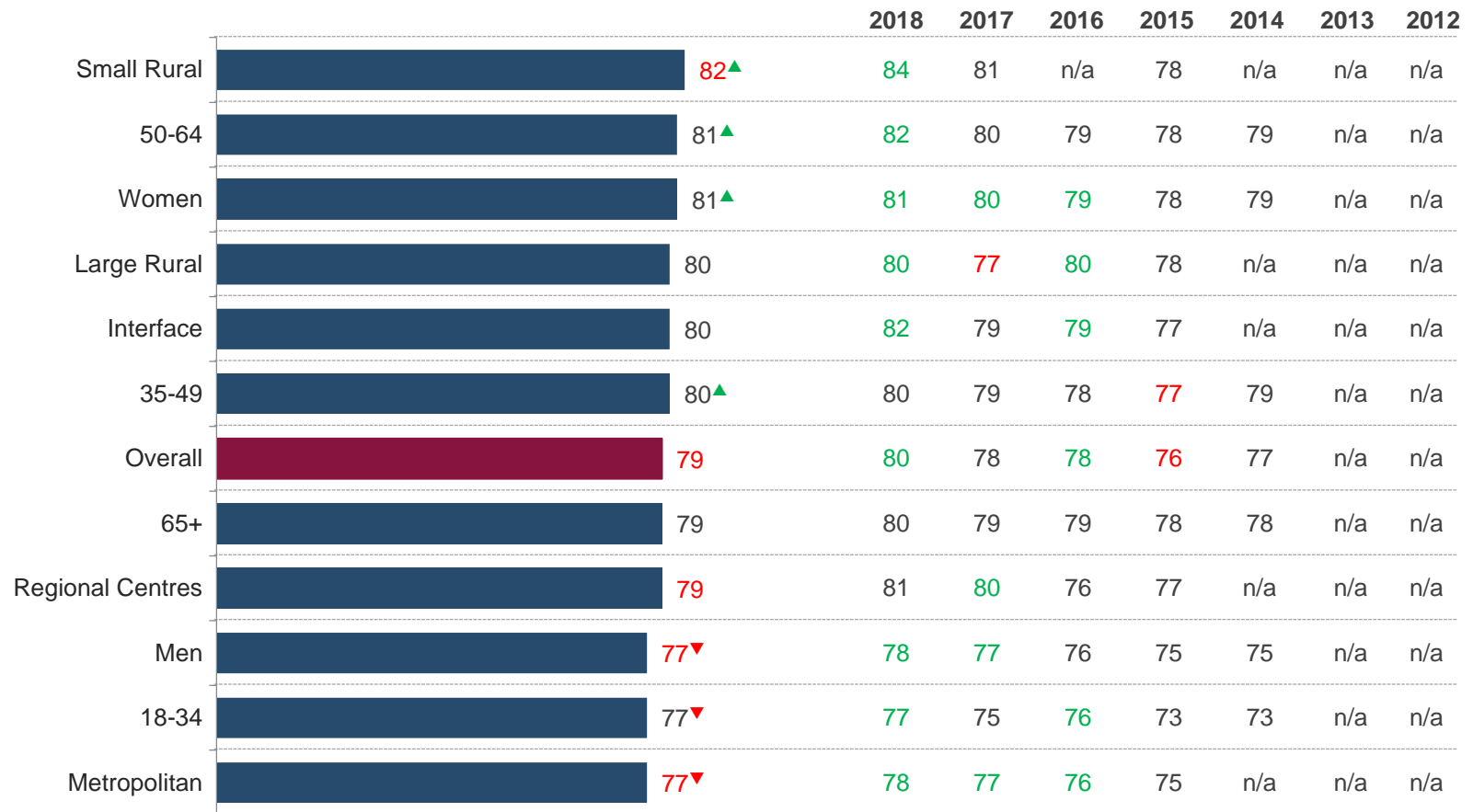


The condition of sealed local roads in your area

importance



2019 Sealed local roads importance (index scores)



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

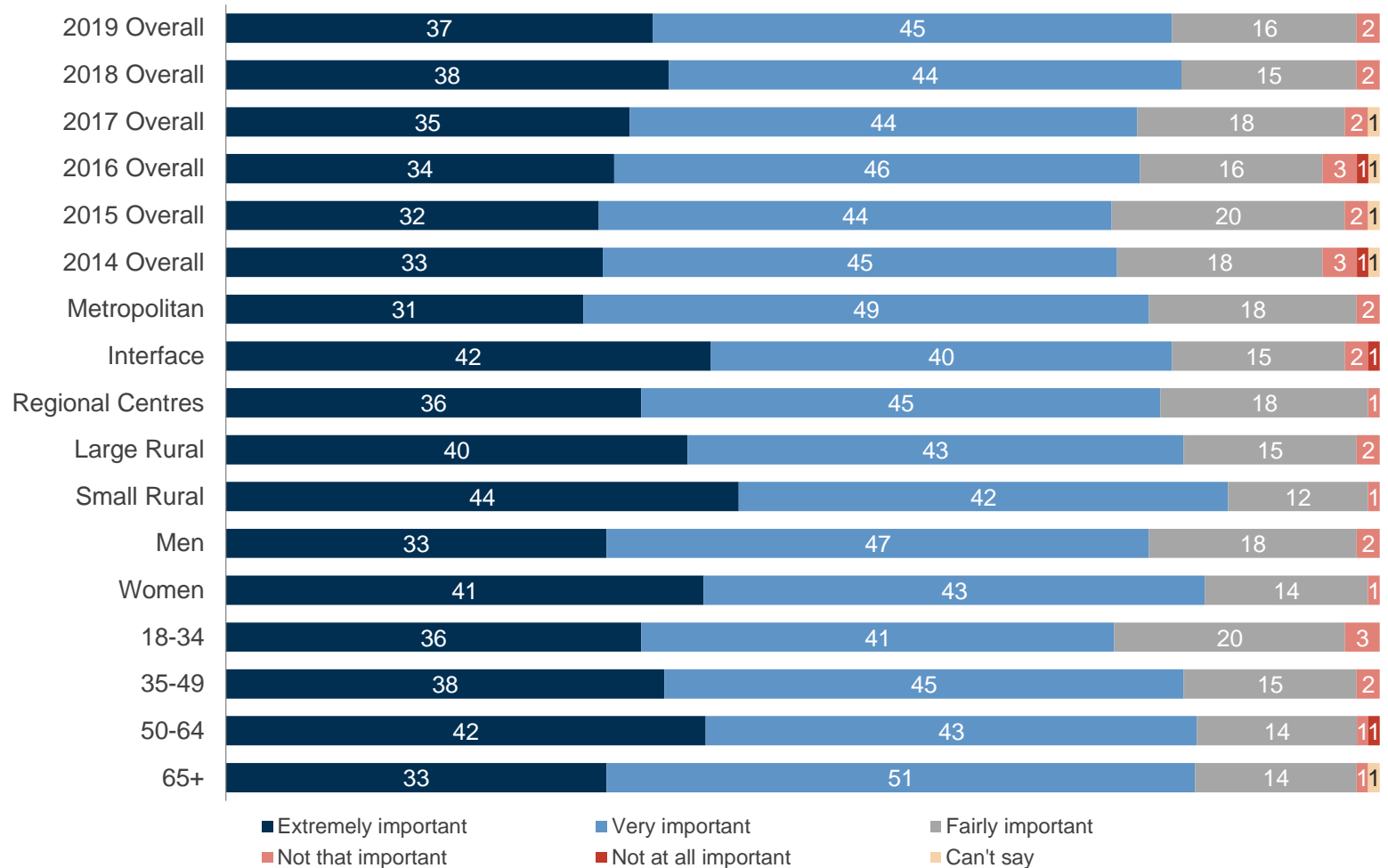
Base: All respondents. Councils asked state-wide: 18

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

The condition of sealed local roads in your area importance



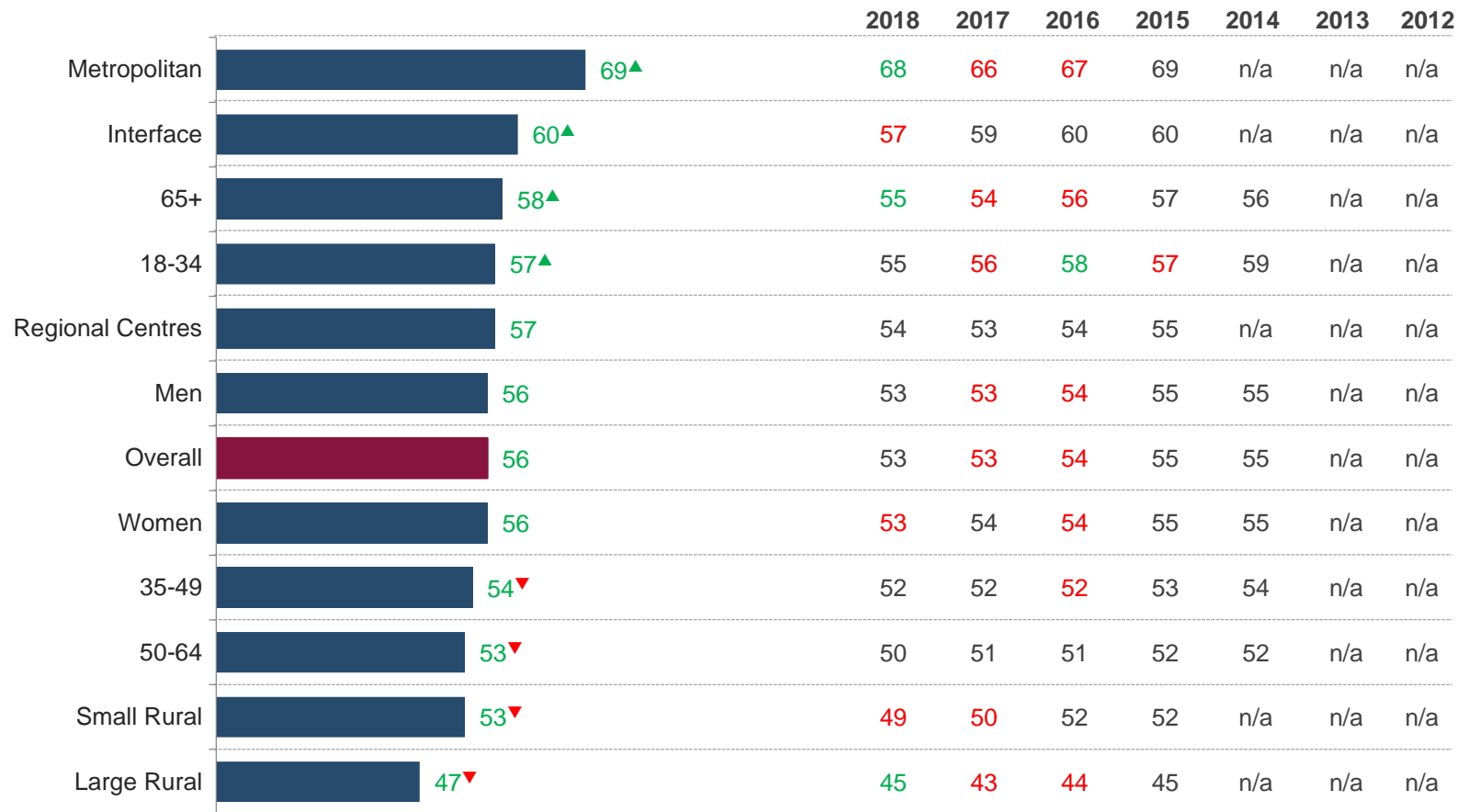
2019 Sealed local roads importance (%)



The condition of sealed local roads in your area performance



2019 Sealed local roads performance (index scores)



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

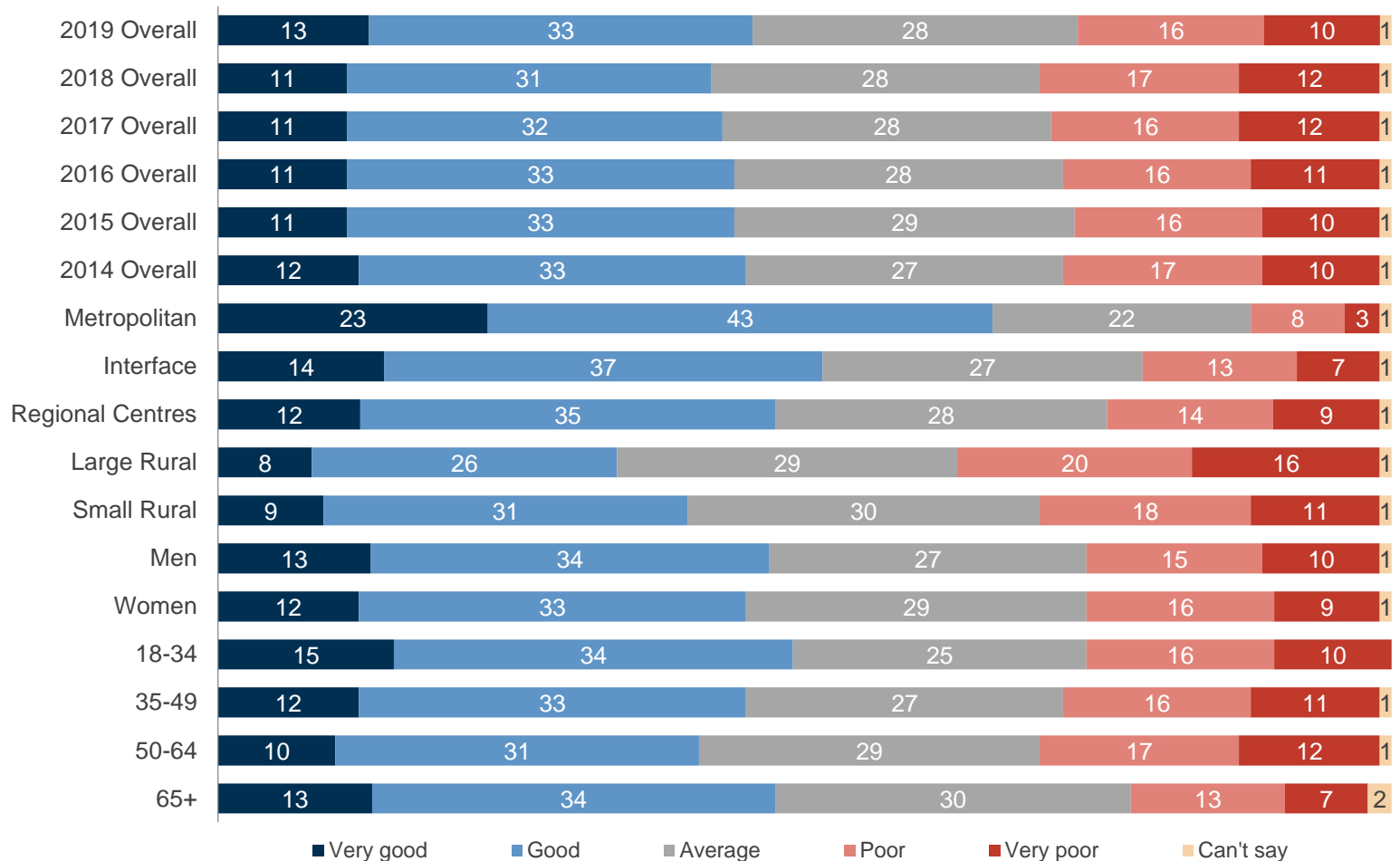
Base: All respondents. Councils asked state-wide: 63

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

The condition of sealed local roads in your area performance



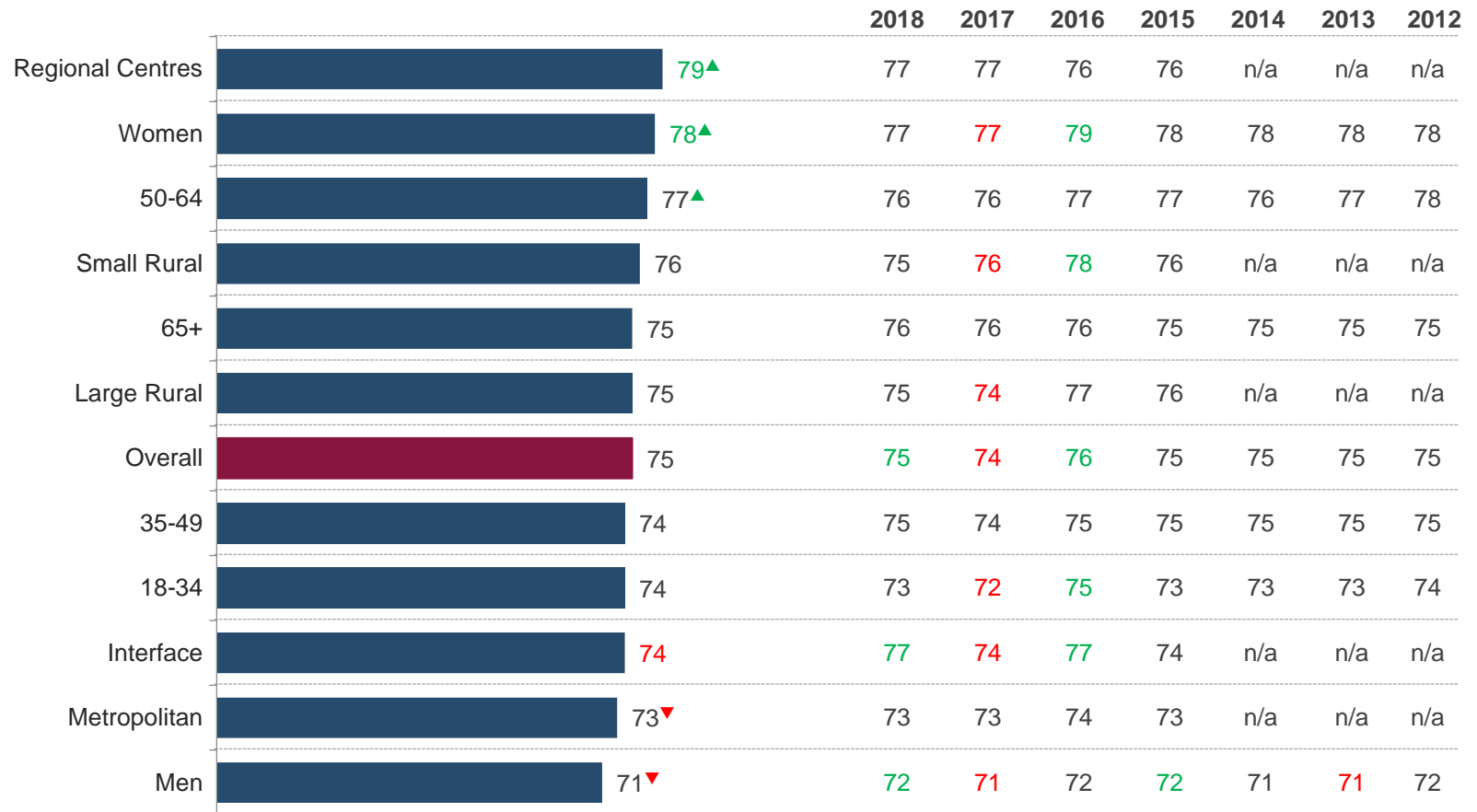
2019 Sealed local roads performance (%)





Informing the community importance

2019 Informing community importance (index scores)



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

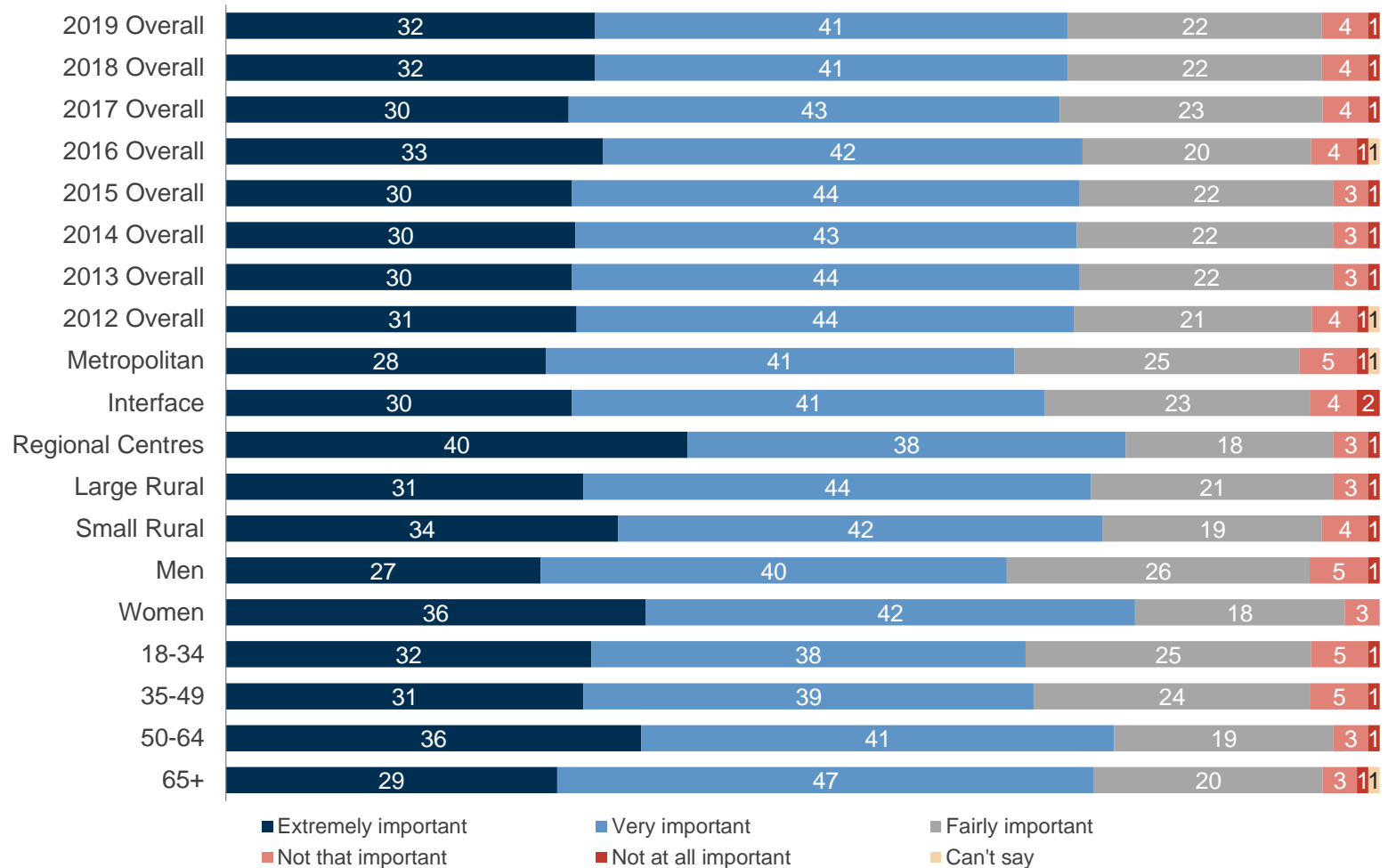
Base: All respondents. Councils asked state-wide: 21

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



Informing the community importance

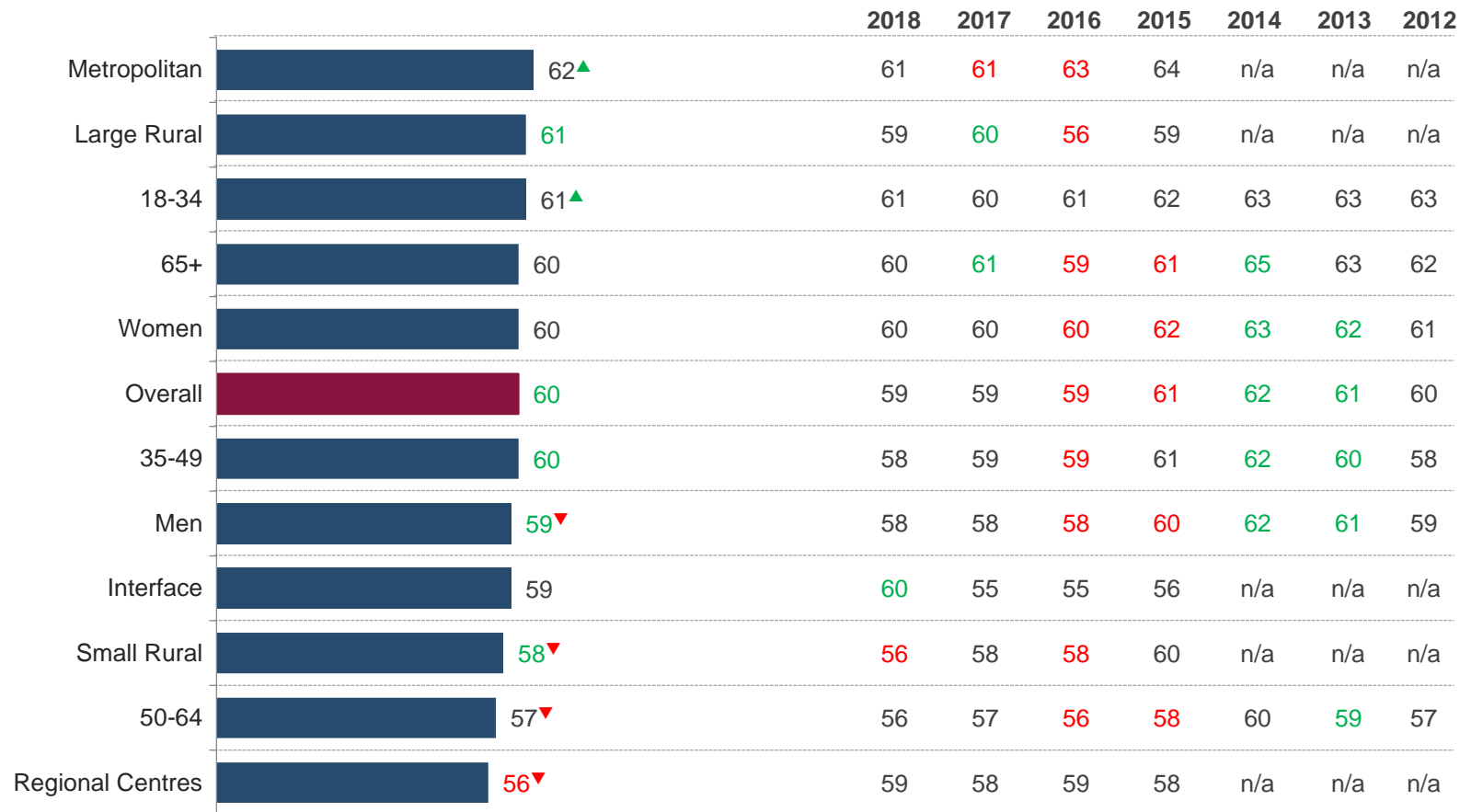
2019 Informing community importance (%)





Informing the community performance

2019 Informing community performance (index scores)



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

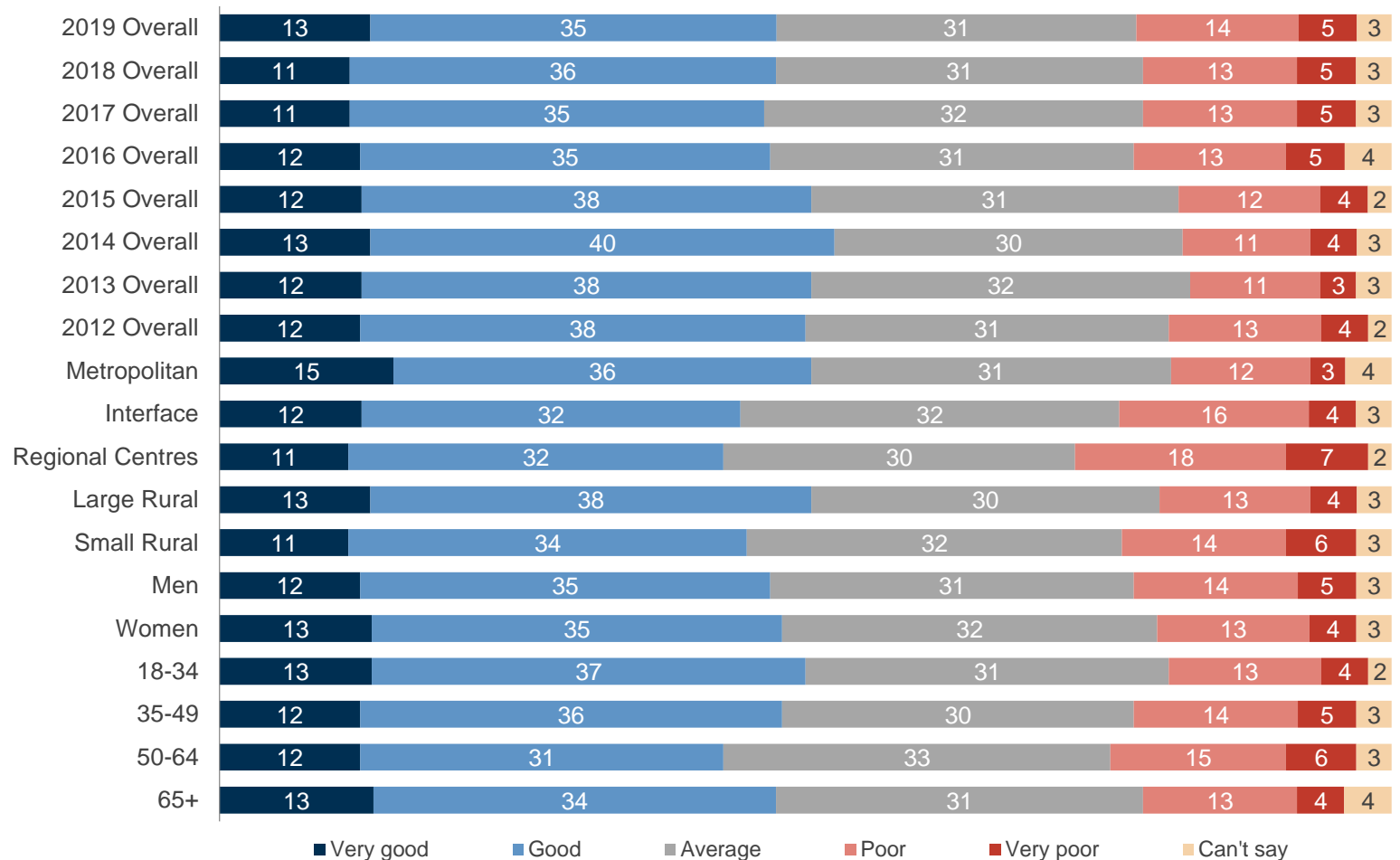
Base: All respondents. Councils asked state-wide: 31

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



Informing the community performance

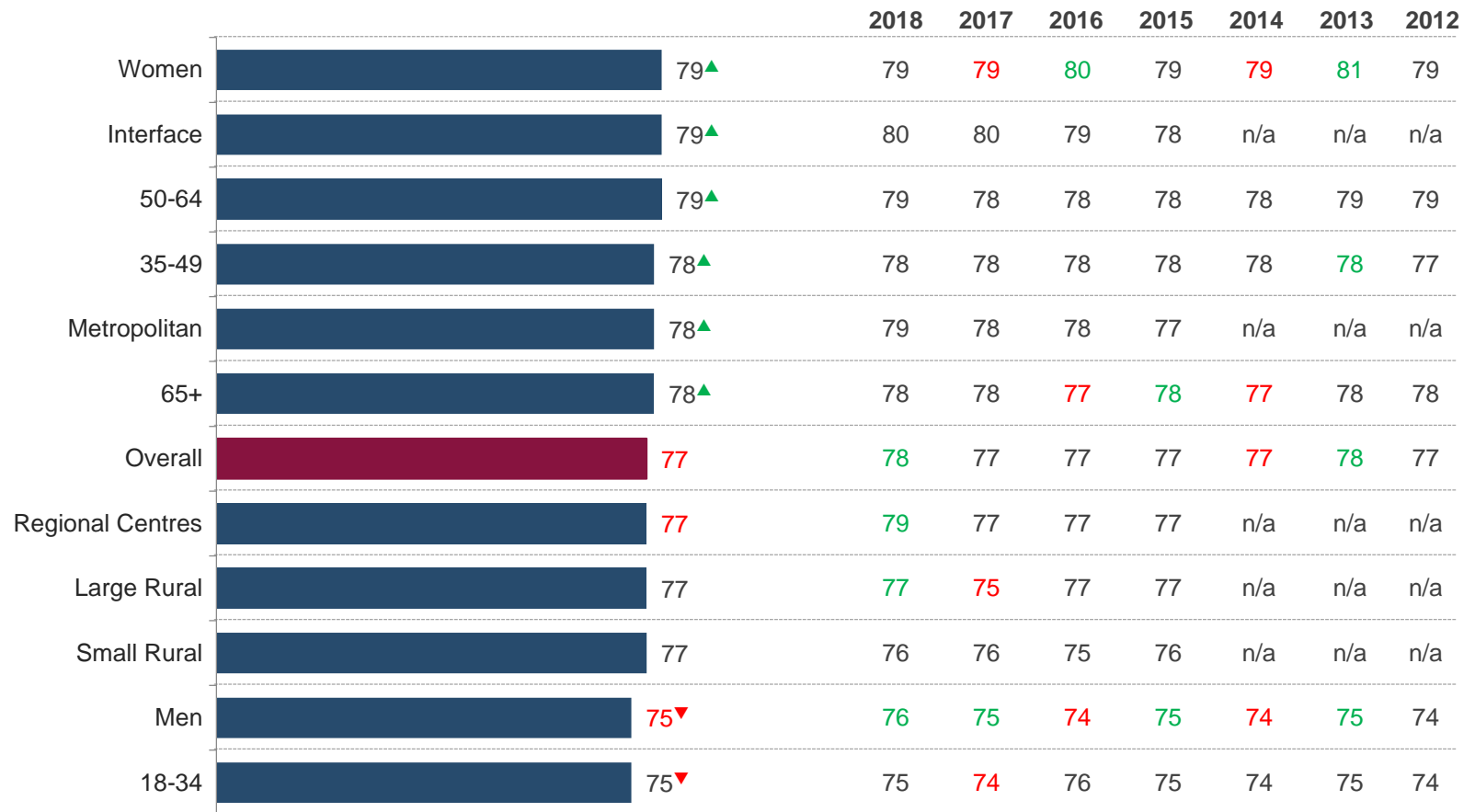
2019 Informing community performance (%)



The condition of local streets and footpaths in your area importance



2019 Streets and footpaths importance (index scores)



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

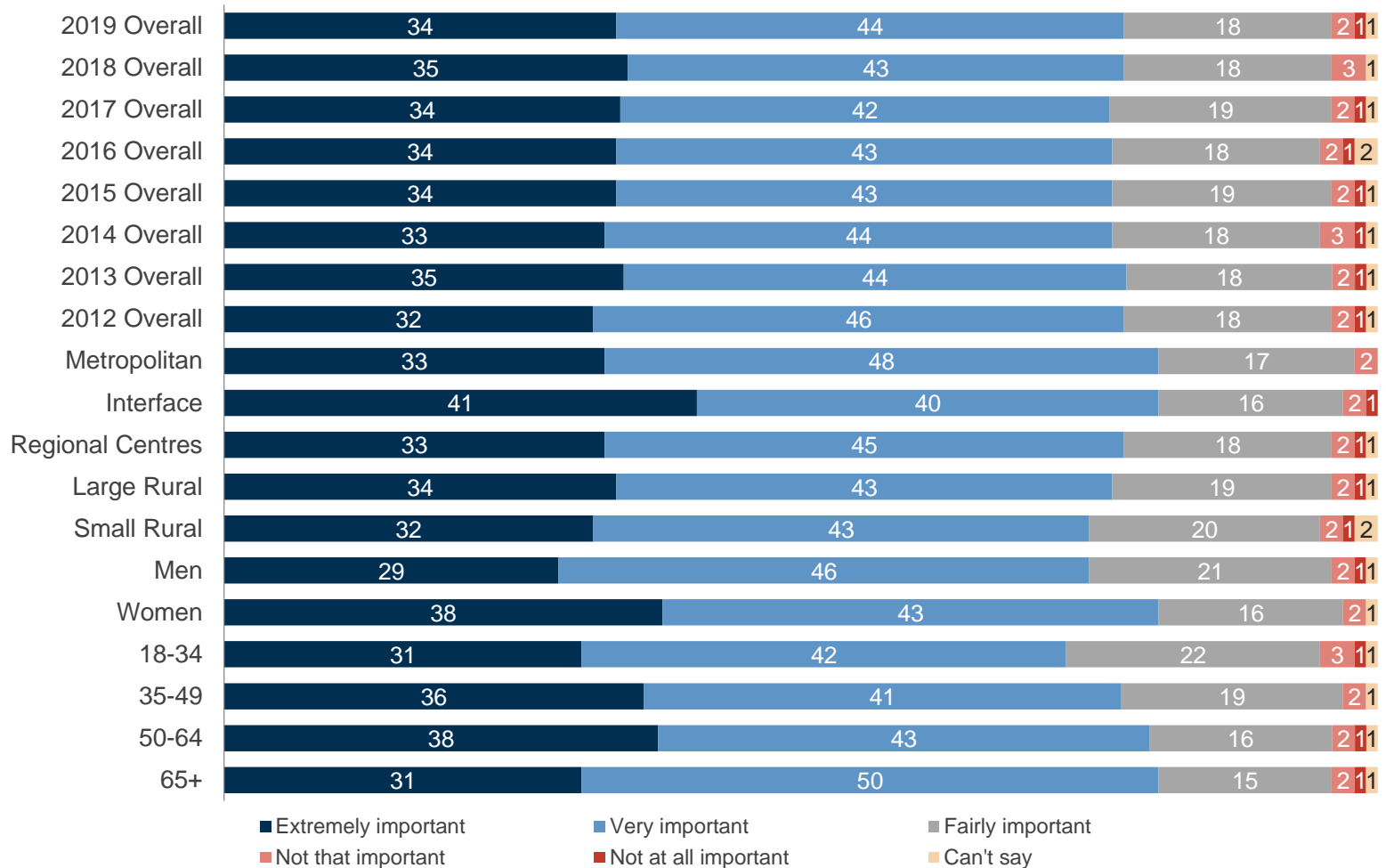
Base: All respondents. Councils asked state-wide: 21

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

The condition of local streets and footpaths in your area importance



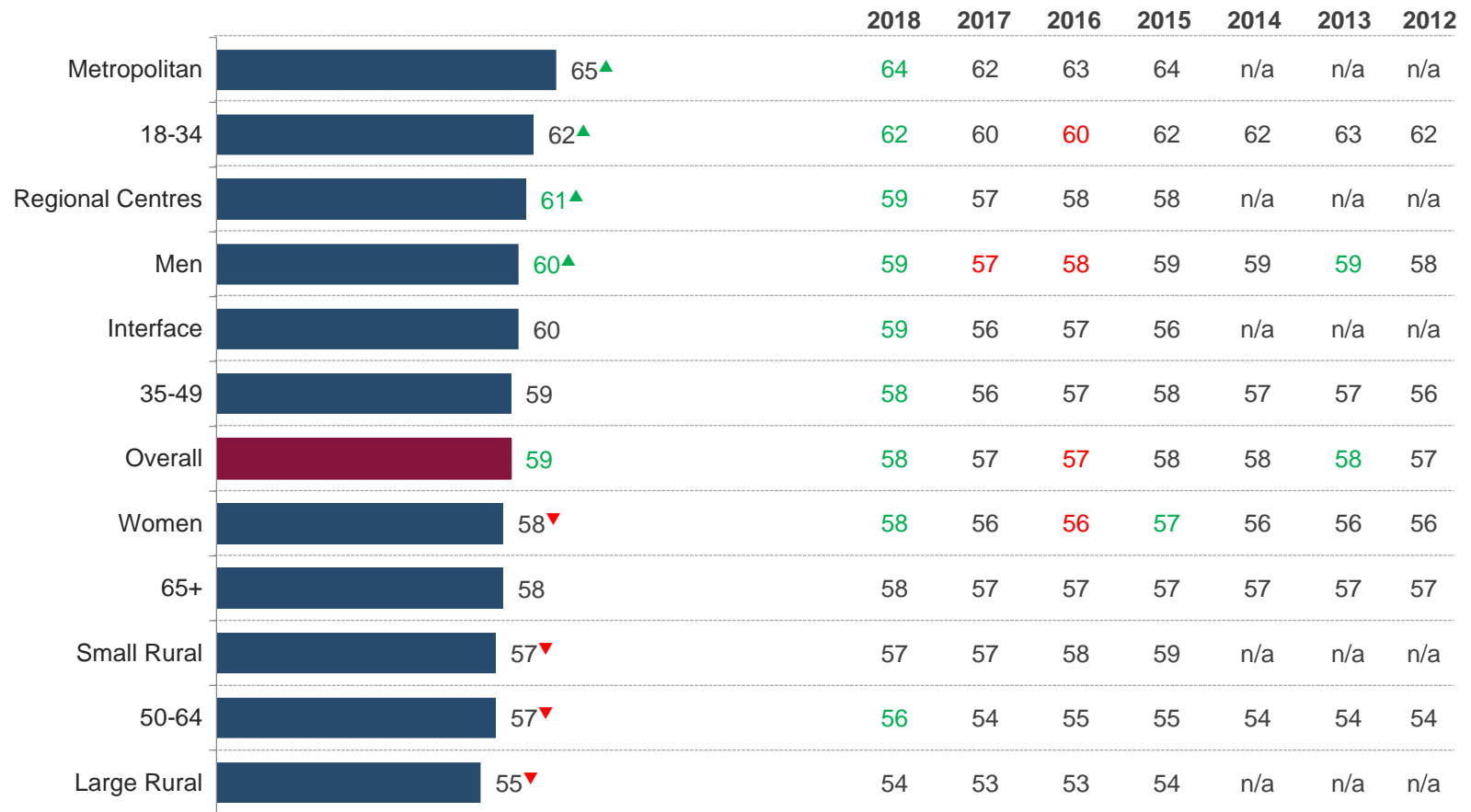
2019 Streets and footpaths importance (%)



The condition of local streets and footpaths in your area performance



2019 Streets and footpaths performance (index scores)



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

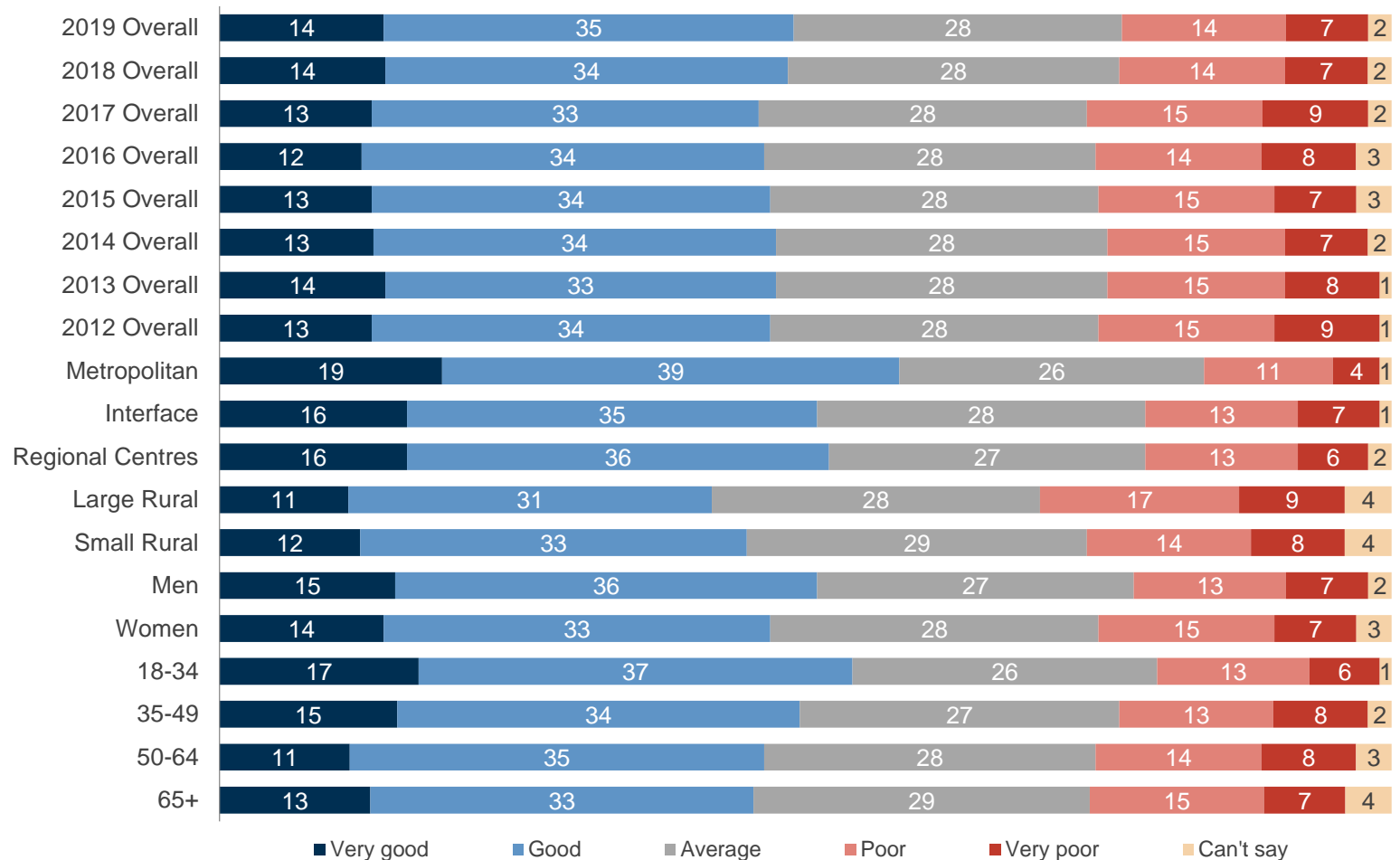
Base: All respondents. Councils asked state-wide: 32

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

The condition of local streets and footpaths in your area performance



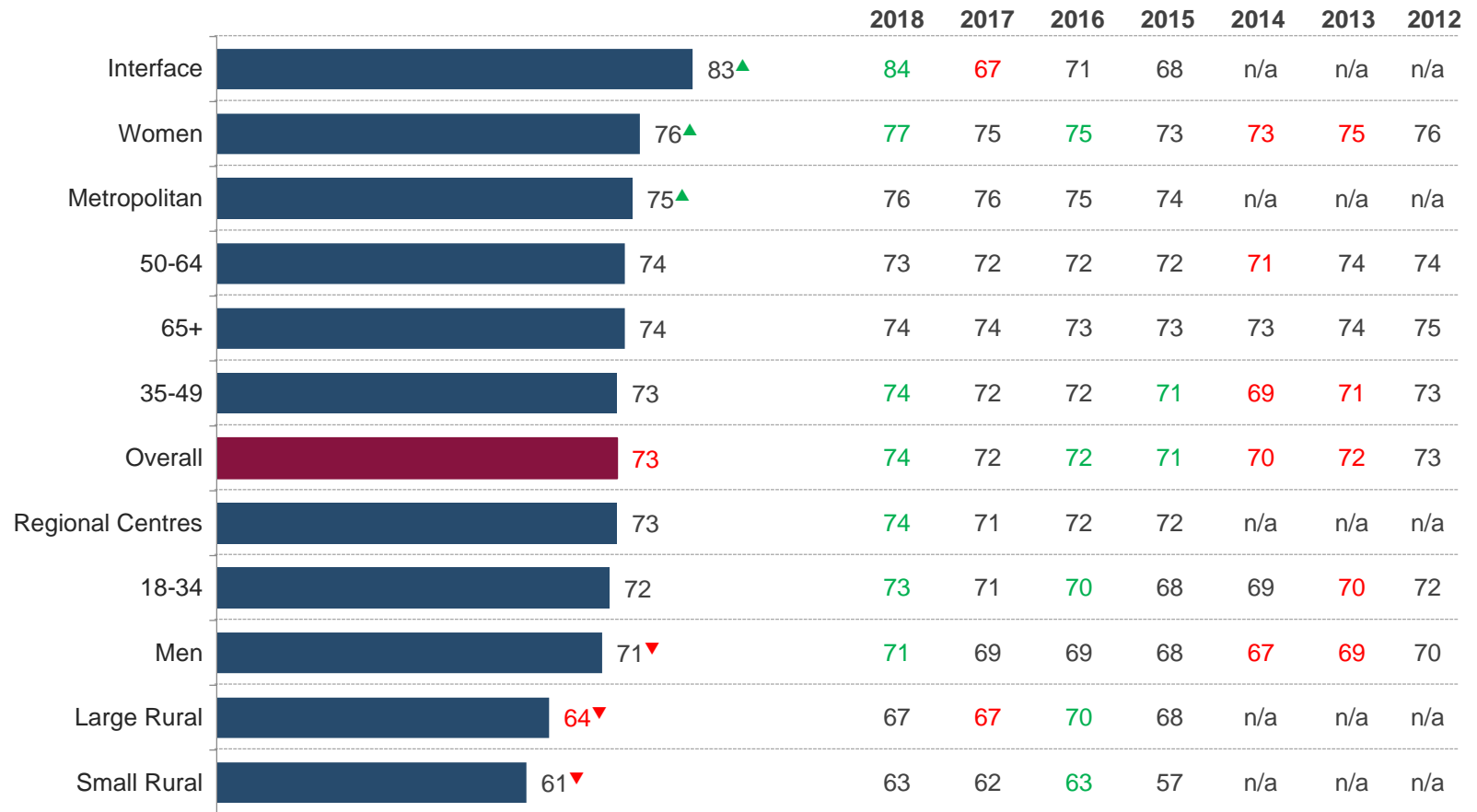
2019 Streets and footpaths performance (%)





Traffic management importance

2019 Traffic management importance (index scores)



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

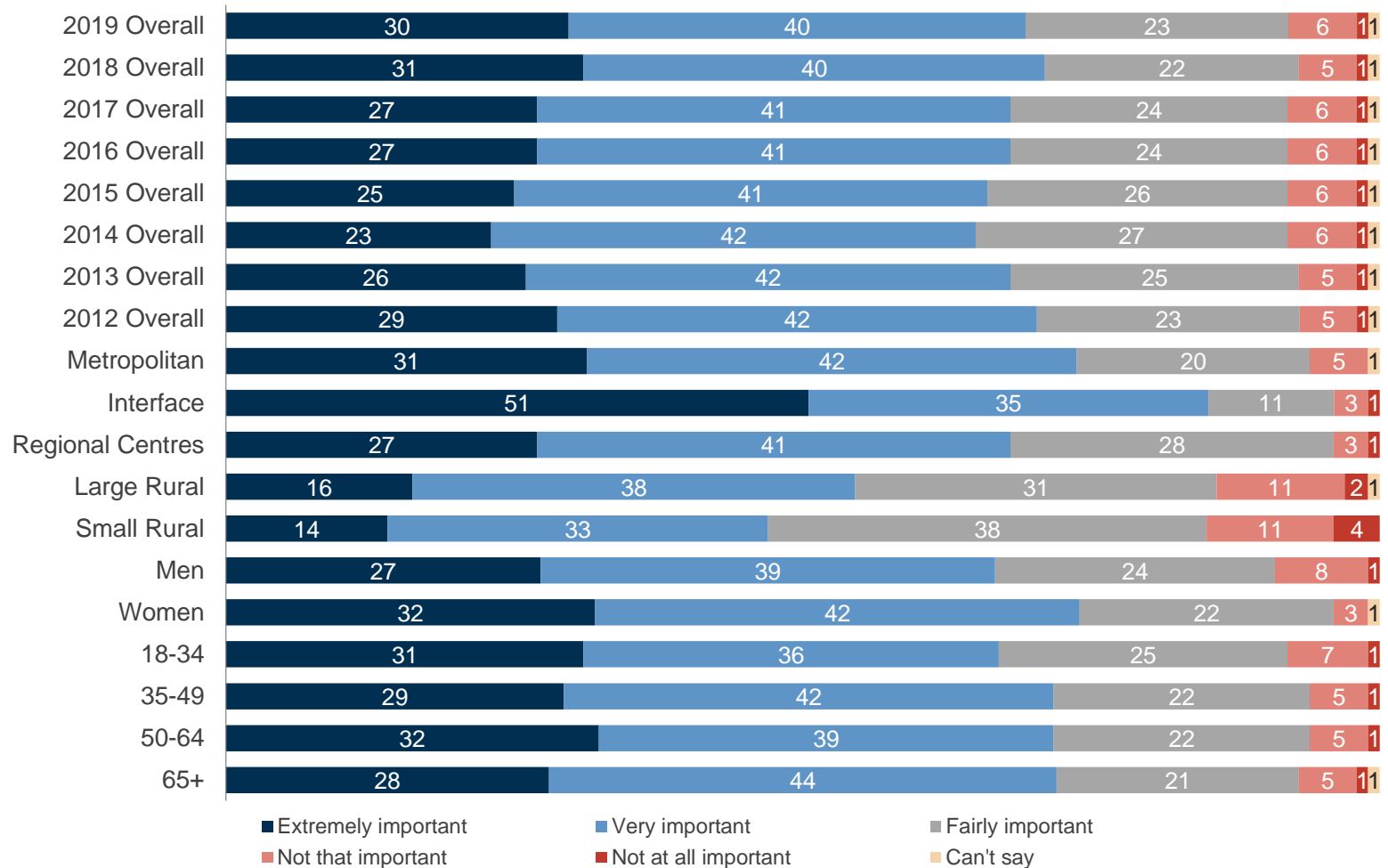
Base: All respondents. Councils asked state-wide: 11

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



Traffic management importance

2019 Traffic management importance (%)





Traffic management performance

2019 Traffic management performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Small Rural	66▲	65	67	65	67	n/a	n/a	n/a
Regional Centres	60▲	56	61	59	62	n/a	n/a	n/a
Large Rural	59	60	62	62	59	n/a	n/a	n/a
65+	59	57	60	60	60	60	61	60
18-34	59	58	61	61	62	63	63	62
Women	58	58	60	60	60	61	60	59
Metropolitan	58	57	56	56	57	n/a	n/a	n/a
Overall	58	57	59	59	60	60	60	58
Men	57	56	58	57	59	60	59	58
35-49	56▼	55	58	57	58	59	58	55
50-64	56▼	55	57	57	57	58	57	56
Interface	52▼	51	59	57	61	n/a	n/a	n/a

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

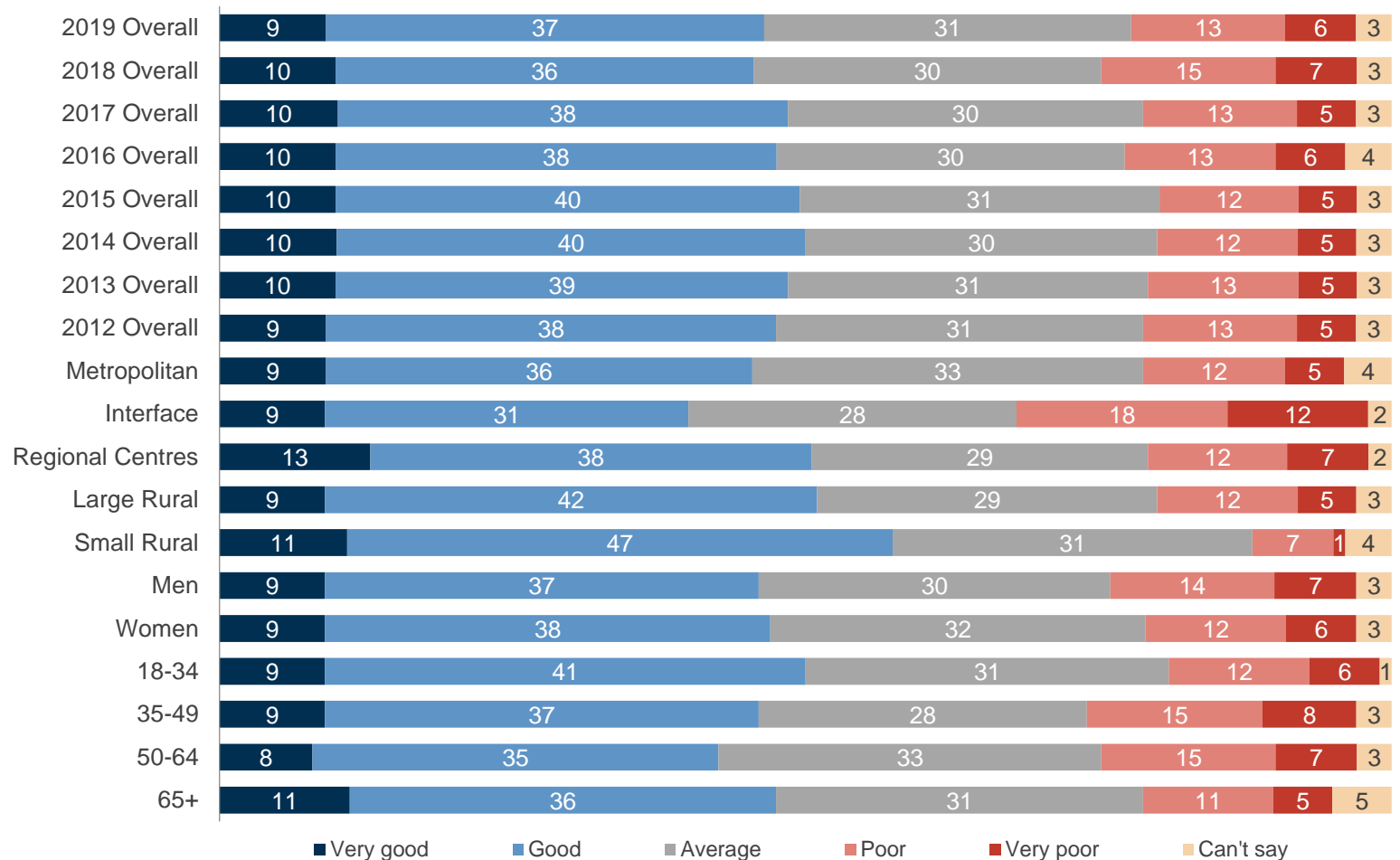
Base: All respondents. Councils asked state-wide: 16

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



Traffic management performance

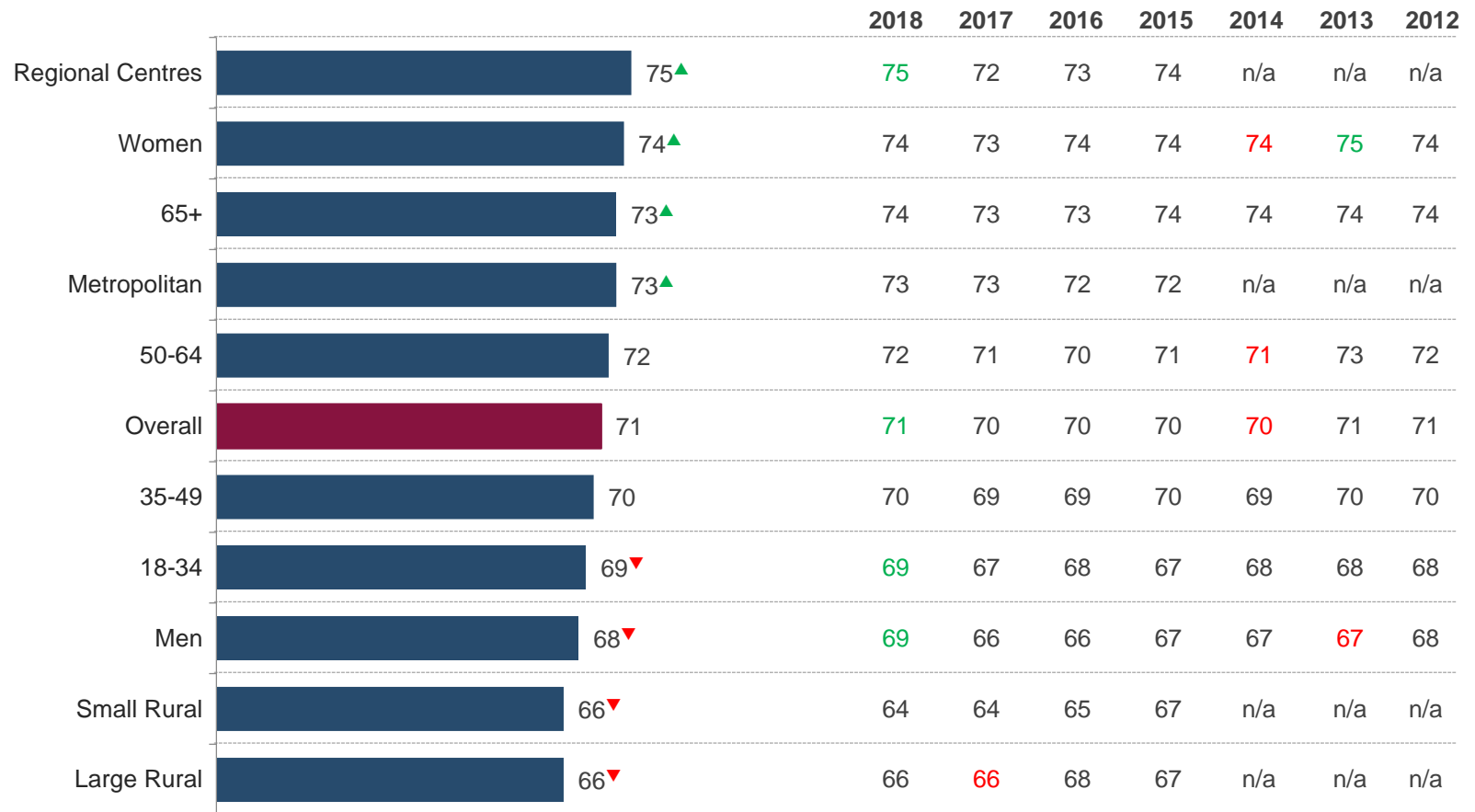
2019 Traffic management performance (%)





Parking facilities importance

2019 Parking importance (index scores)



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

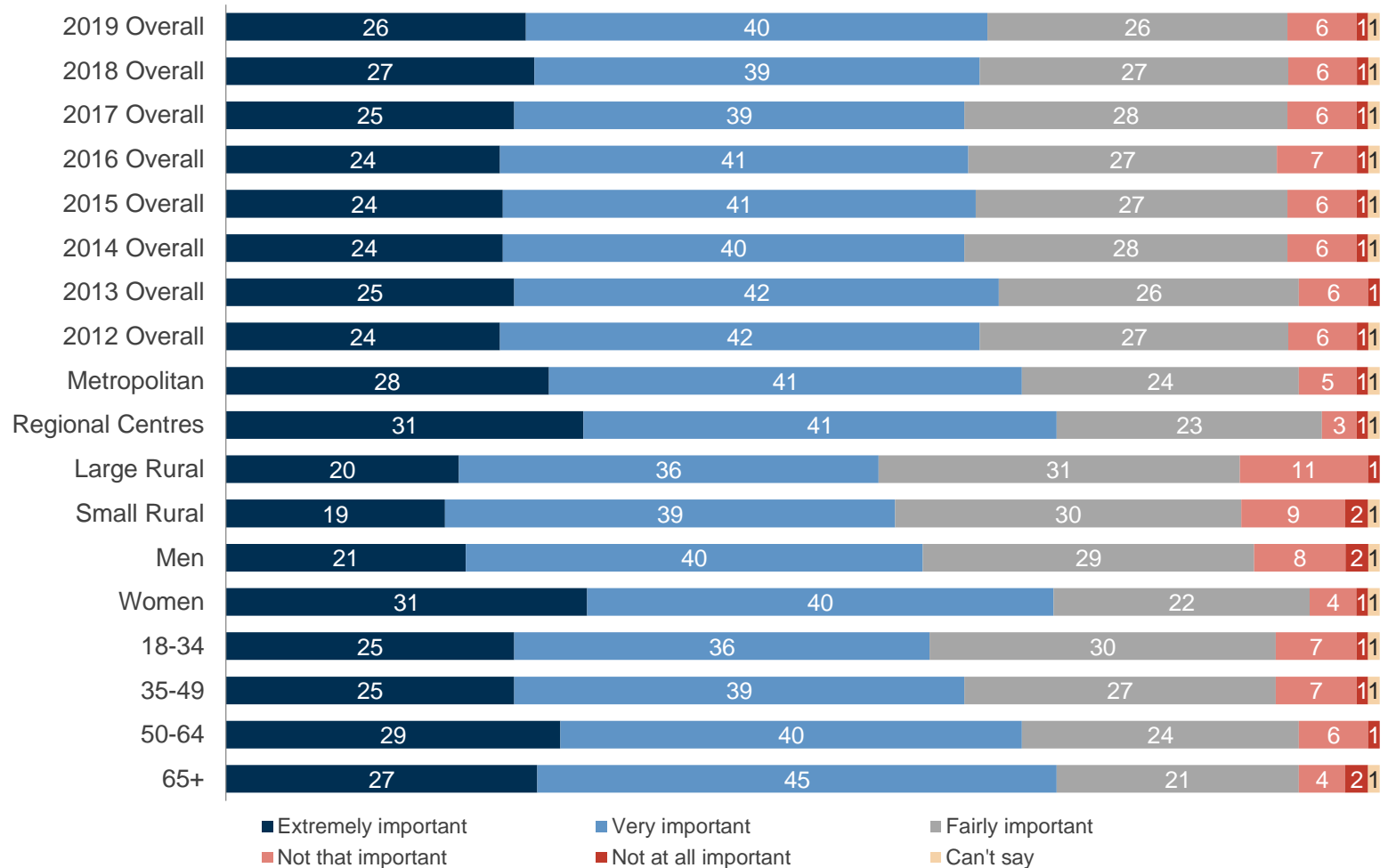
Base: All respondents. Councils asked state-wide: 17

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



Parking facilities importance

2019 Parking importance (%)





Parking facilities performance

2019 Parking performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Small Rural	60▲	60	63	61	62	n/a	n/a	n/a
Large Rural	58▲	59	60	58	59	n/a	n/a	n/a
Interface	57	57	57	56	60	n/a	n/a	n/a
18-34	57	58	56	57	59	60	60	60
Men	56	56	56	56	58	58	58	57
35-49	56	56	56	57	58	58	57	55
Overall	56	56	55	56	57	57	57	56
65+	55	54	54	55	55	56	56	55
Women	55▼	55	55	56	56	57	56	56
Metropolitan	55	55	53	54	55	n/a	n/a	n/a
50-64	54▼	56	54	55	55	55	55	55
Regional Centres	50▼	51	52	54	53	n/a	n/a	n/a

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

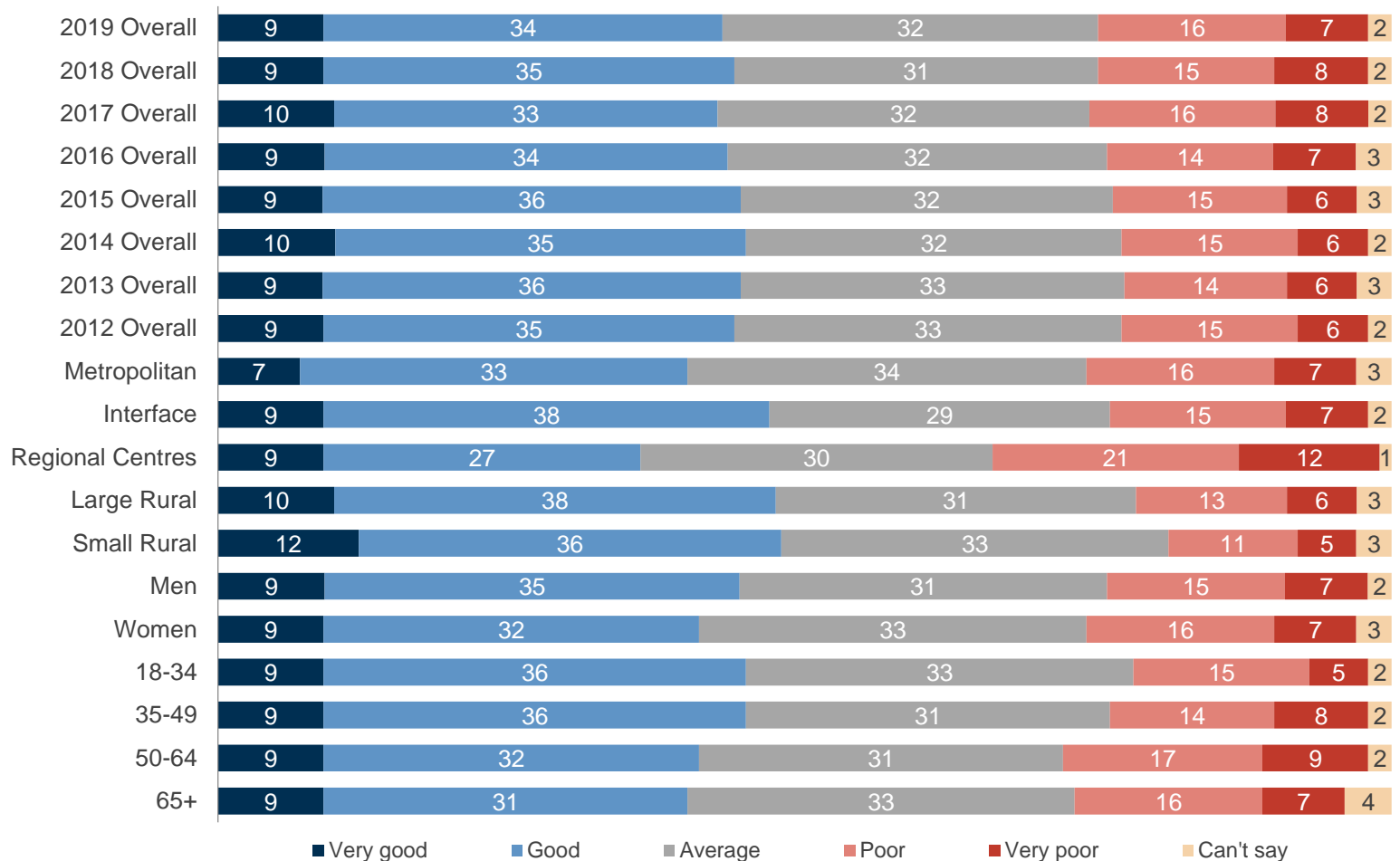
Base: All respondents. Councils asked state-wide: 21

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



Parking facilities performance

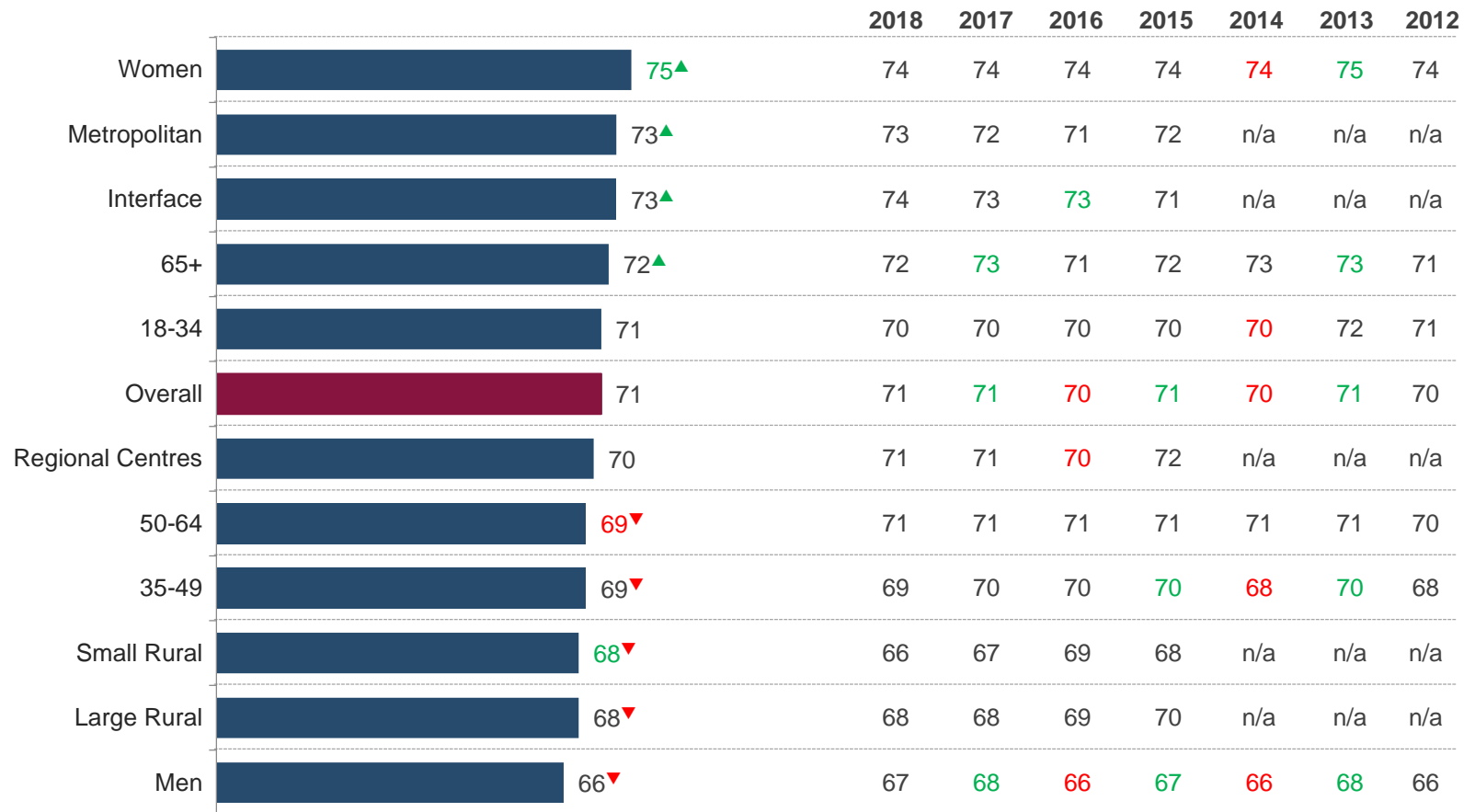
2019 Parking performance (%)





Enforcement of local laws importance

2019 Law enforcement importance (index scores)



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

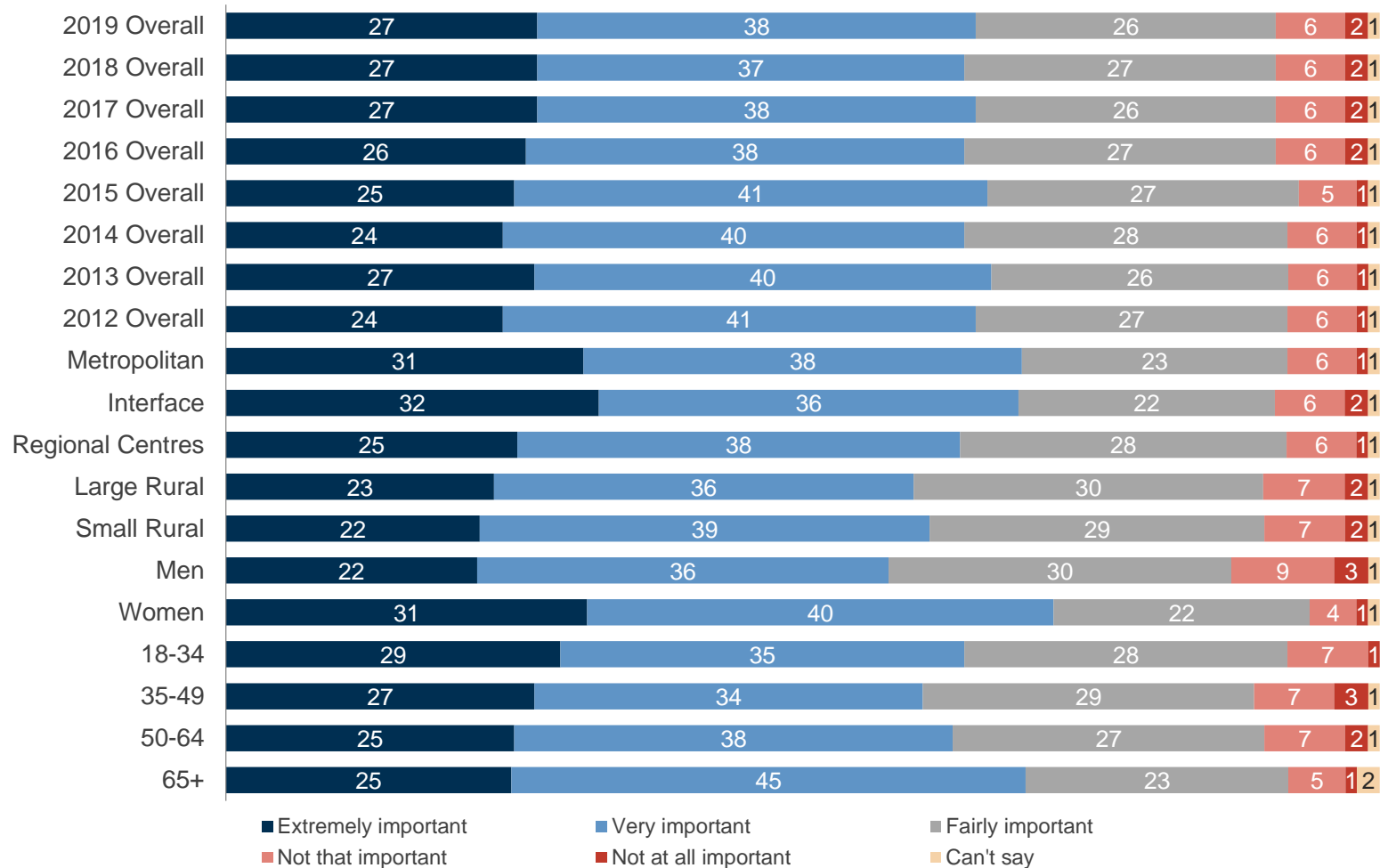
Base: All respondents. Councils asked state-wide: 23

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



Enforcement of local laws importance

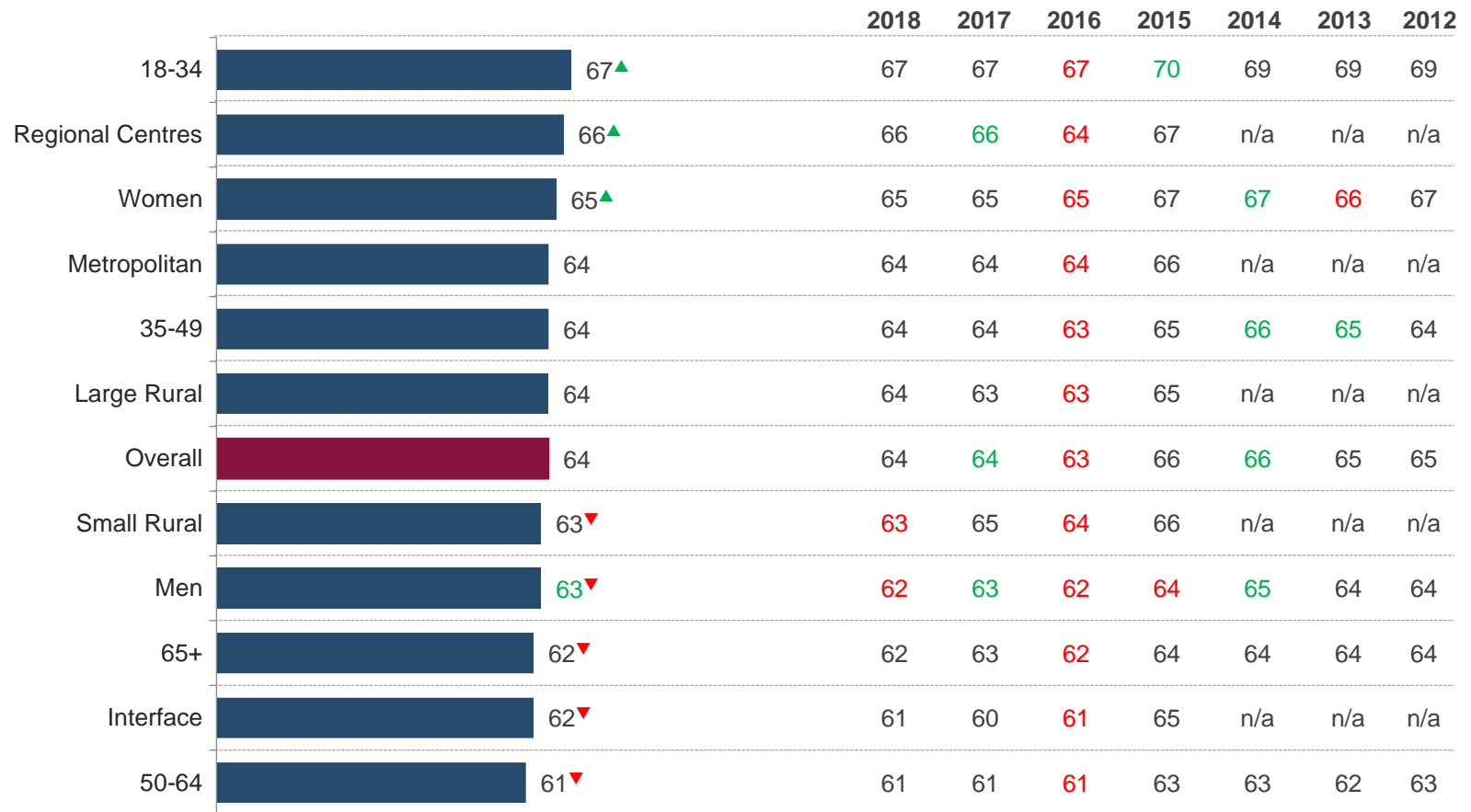
2019 Law enforcement importance (%)





Enforcement of local laws performance

2019 Law enforcement performance (index scores)



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

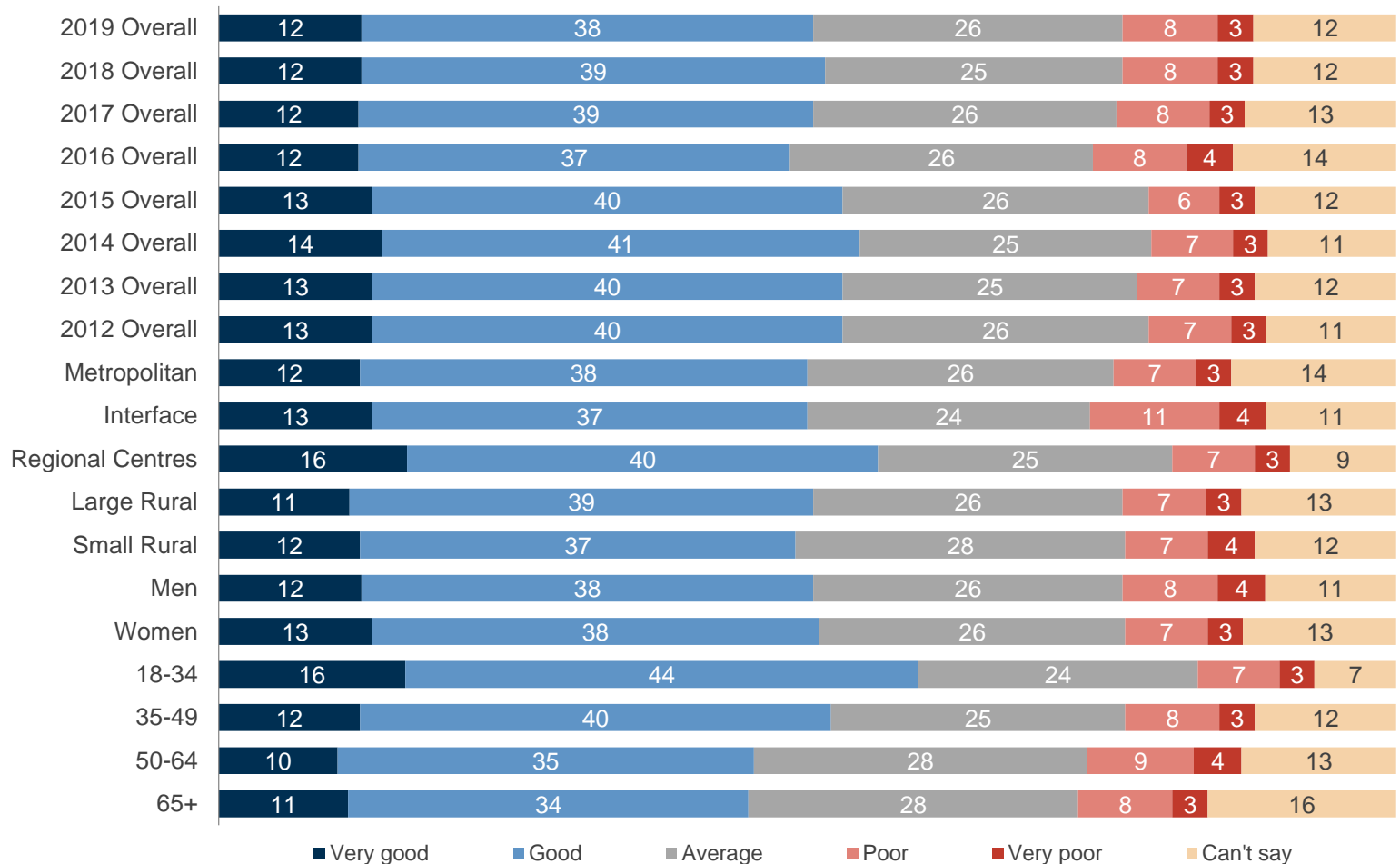
Base: All respondents. Councils asked state-wide: 34

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



Enforcement of local laws performance

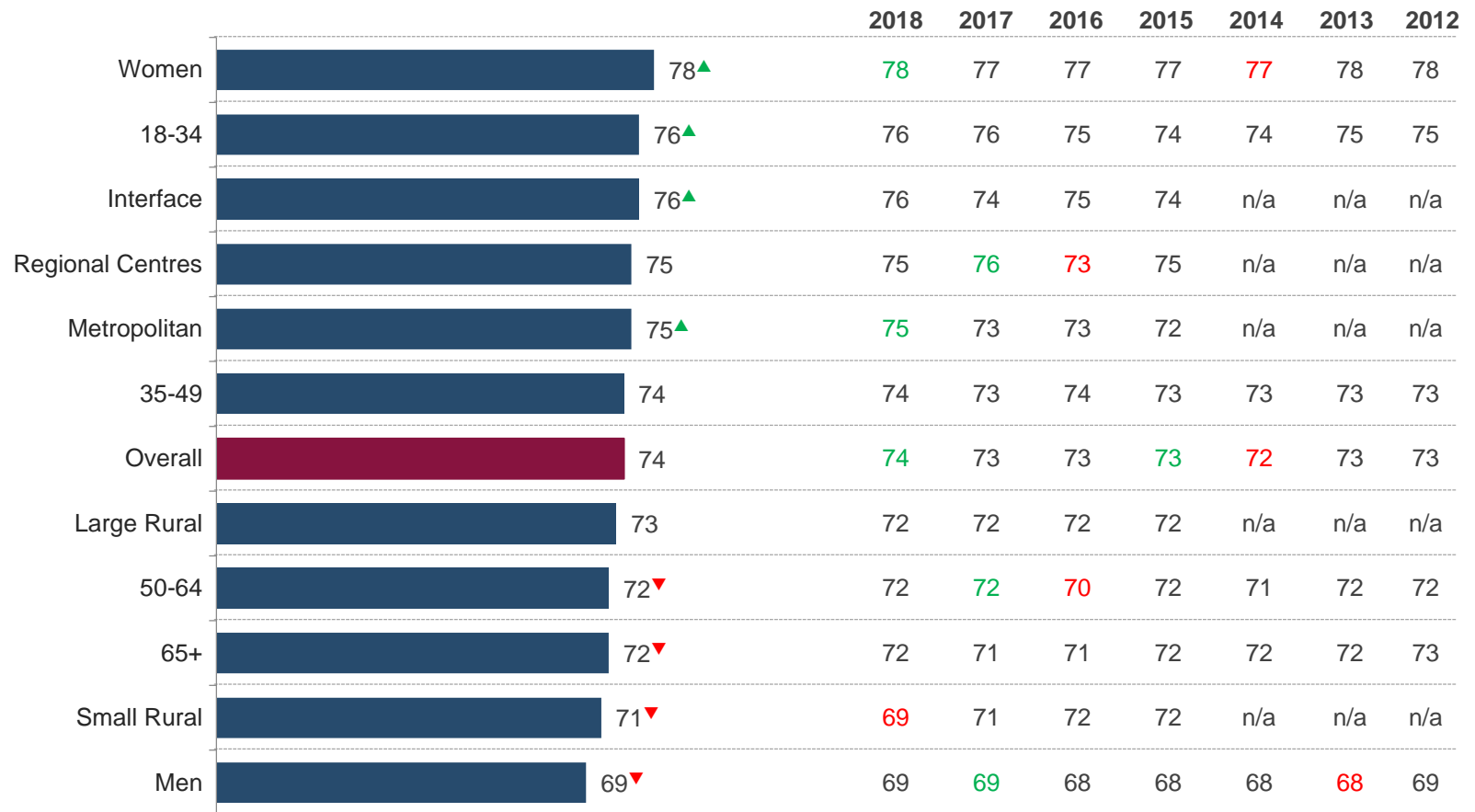
2019 Law enforcement performance (%)





Family support services importance

2019 Family support importance (index scores)



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

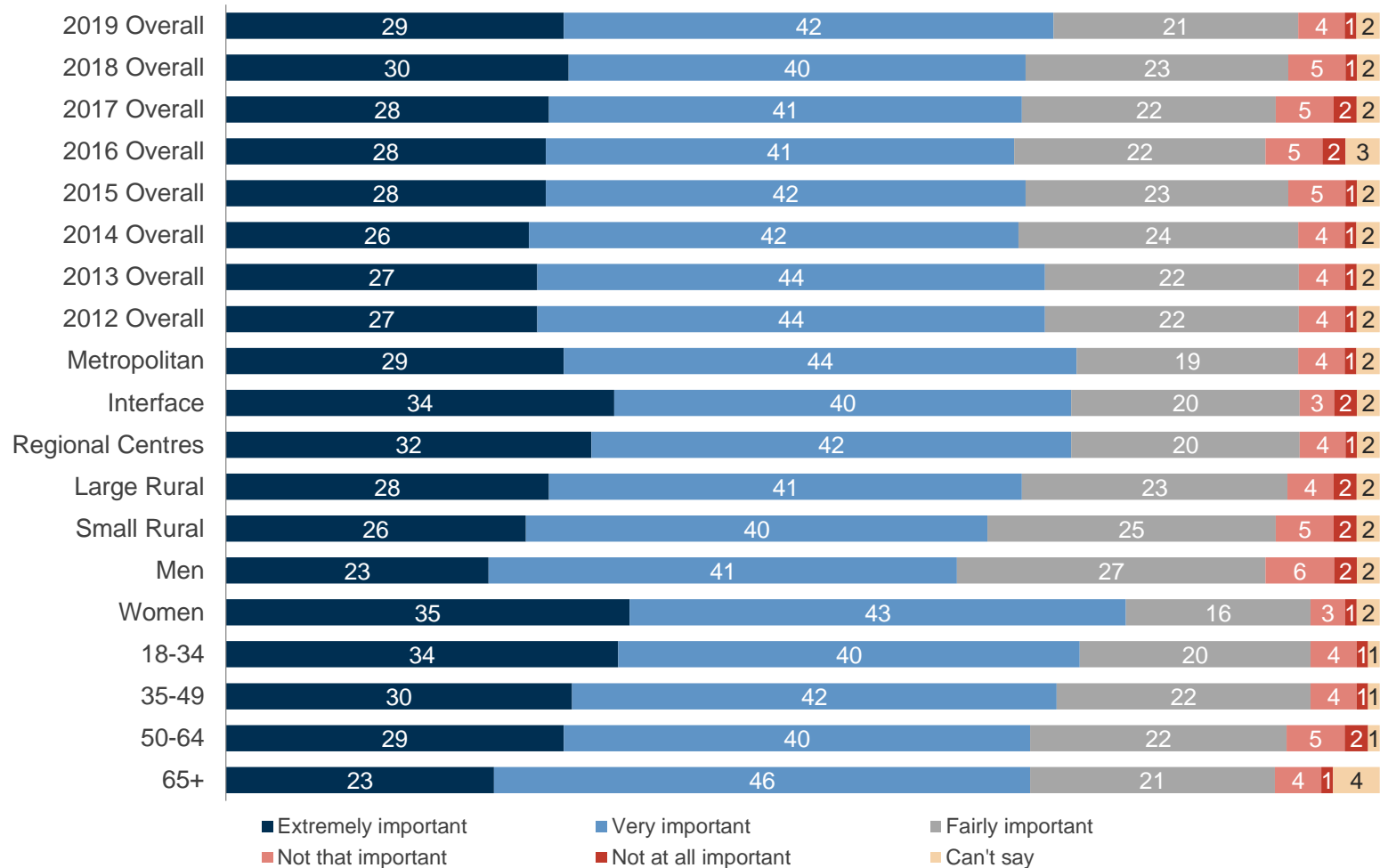
Base: All respondents. Councils asked state-wide: 21

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



Family support services importance

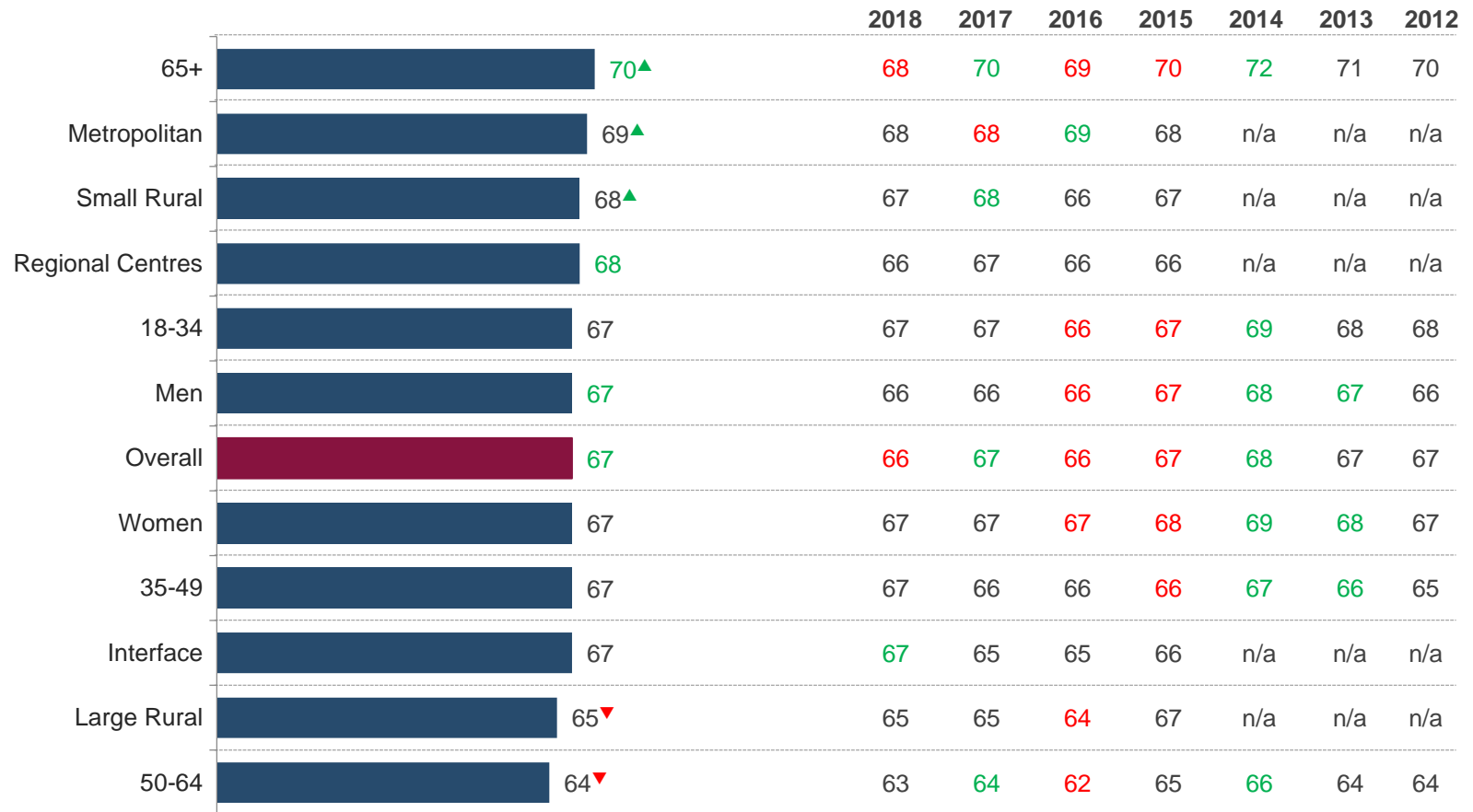
2019 Family support importance (%)





Family support services performance

2019 Family support performance (index scores)



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

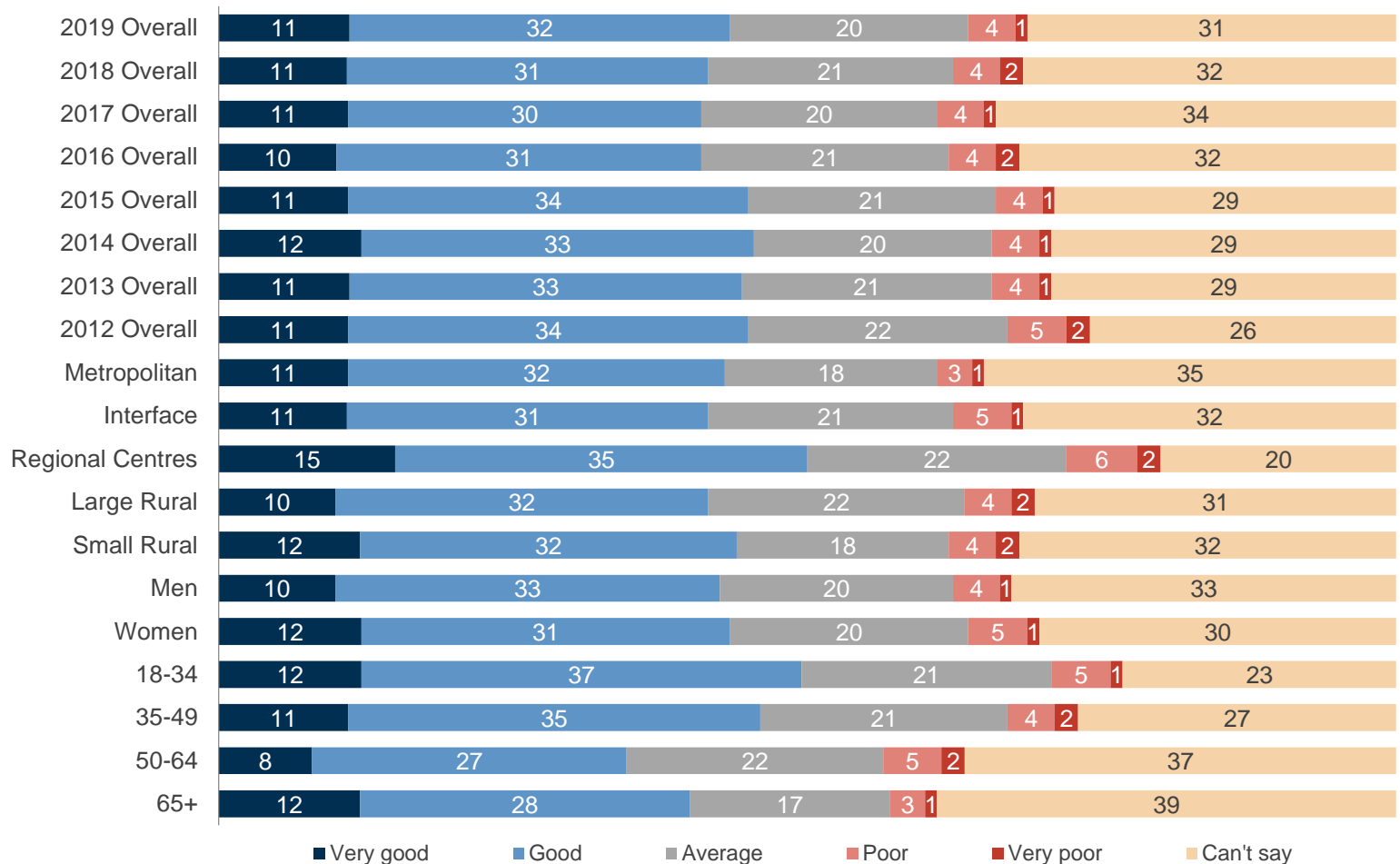
Base: All respondents. Councils asked state-wide: 31

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



Family support services performance

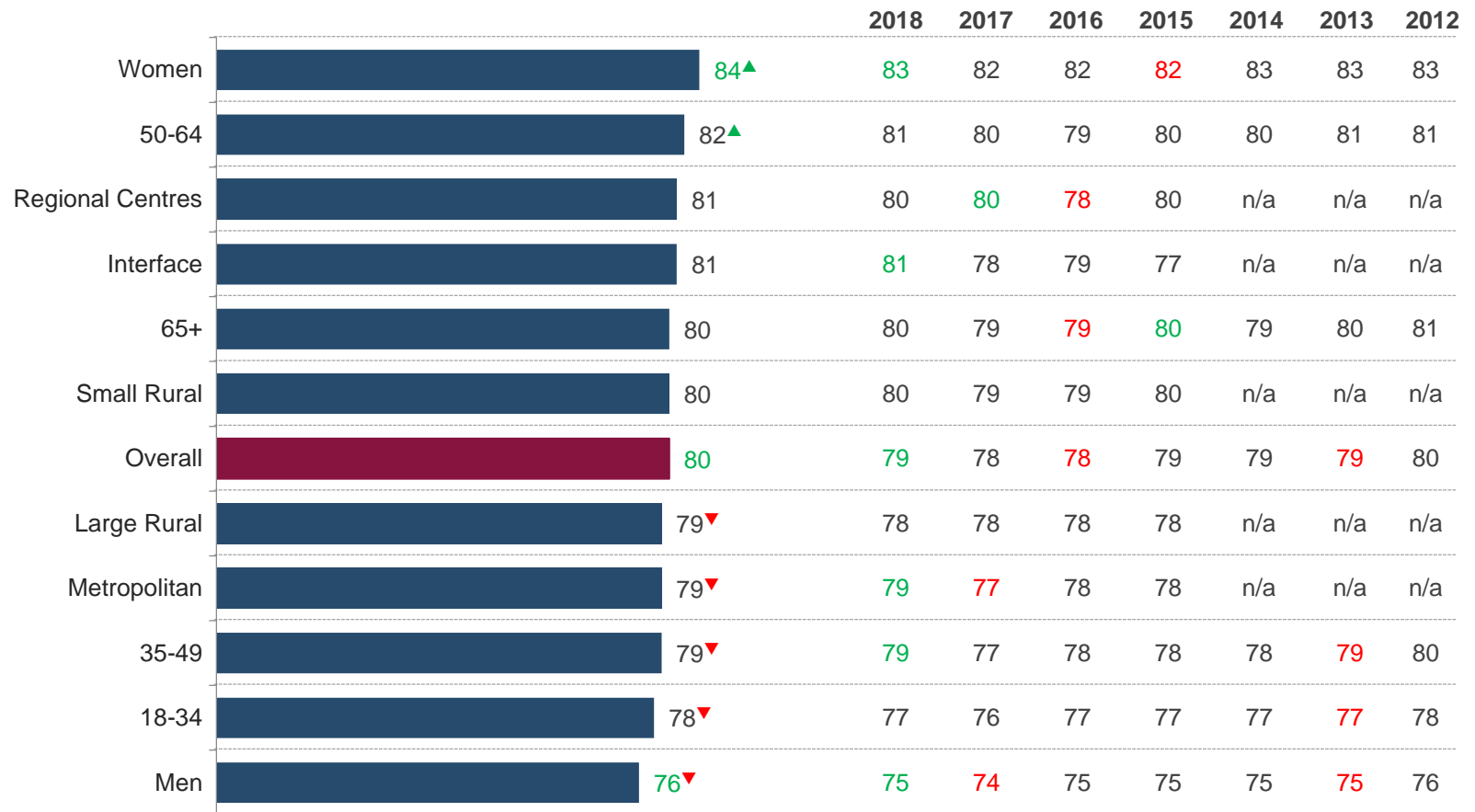
2019 Family support performance (%)





Elderly support services importance

2019 Elderly support importance (index scores)



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

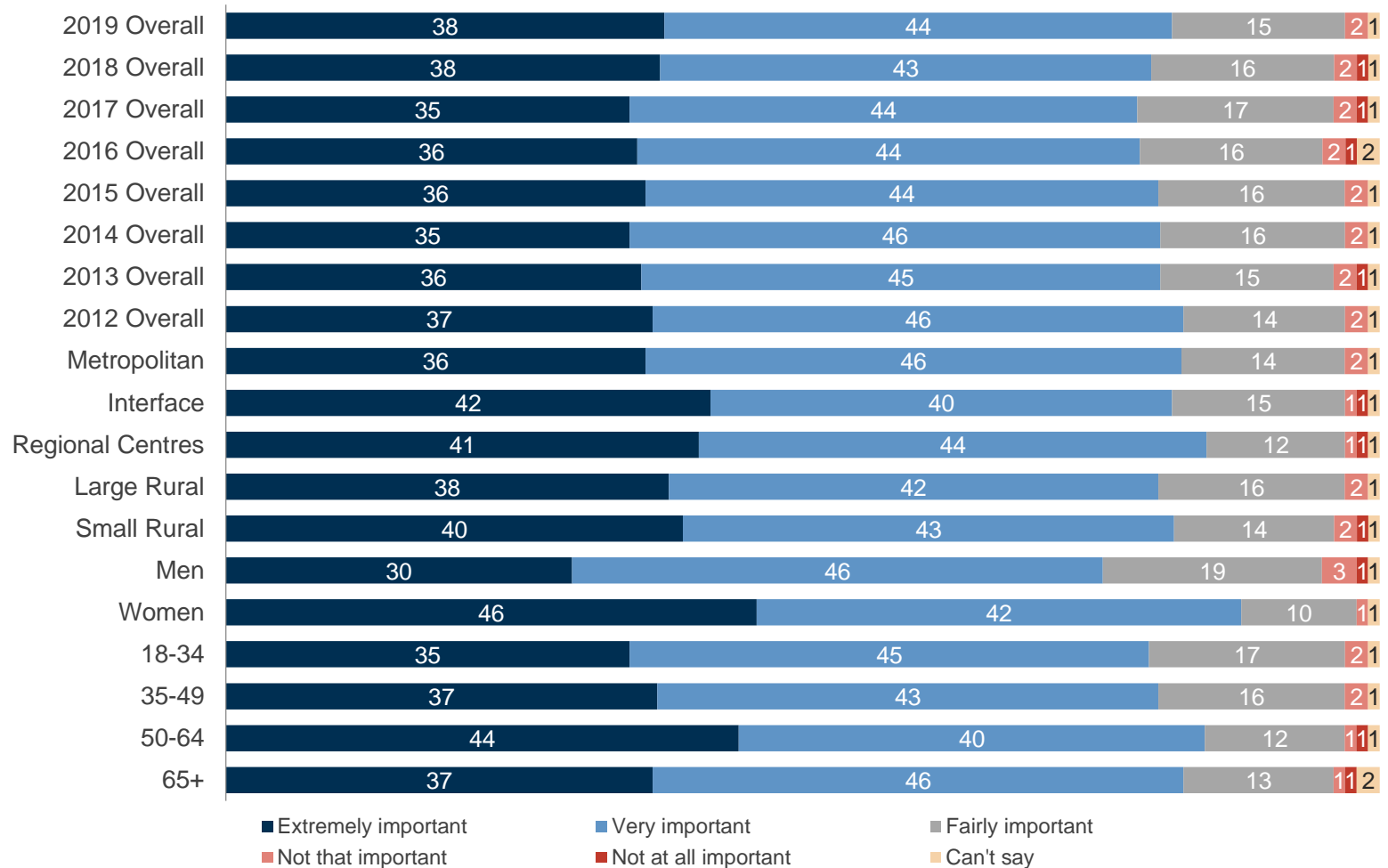
Base: All respondents. Councils asked state-wide: 21

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



Elderly support services importance

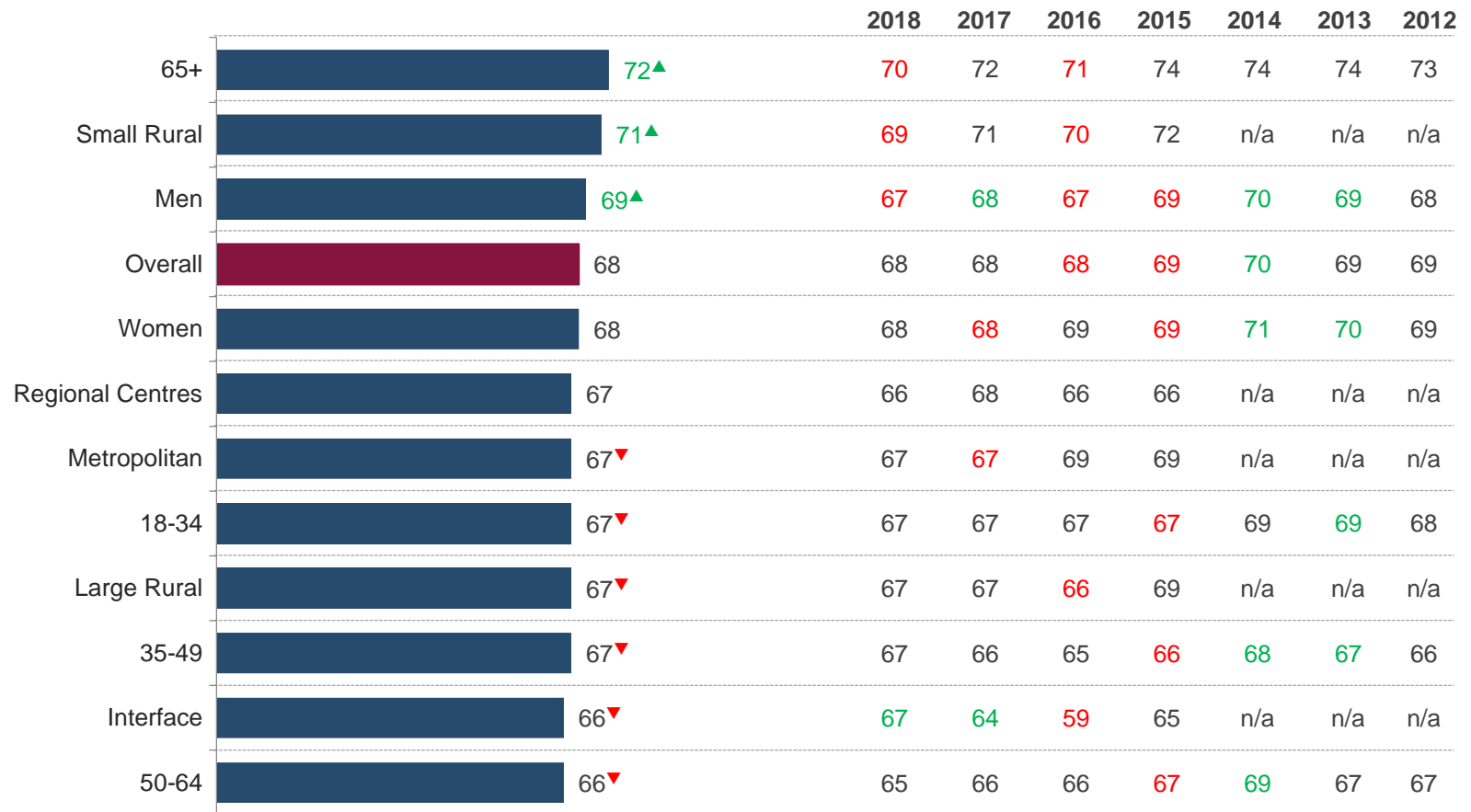
2019 Elderly support importance (%)





Elderly support services performance

2019 Elderly support performance (index scores)



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

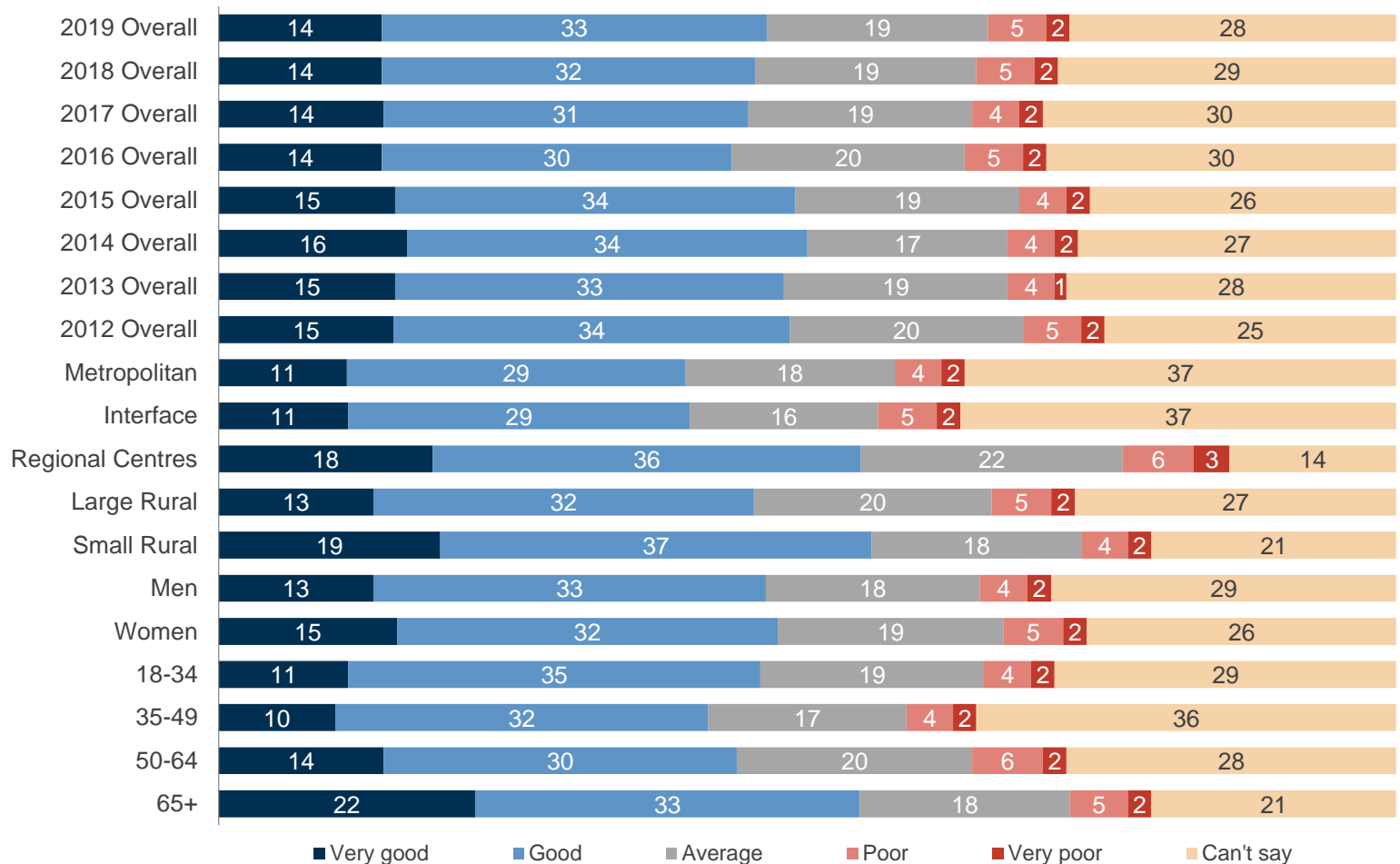
Base: All respondents. Councils asked state-wide: 32

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



Elderly support services performance

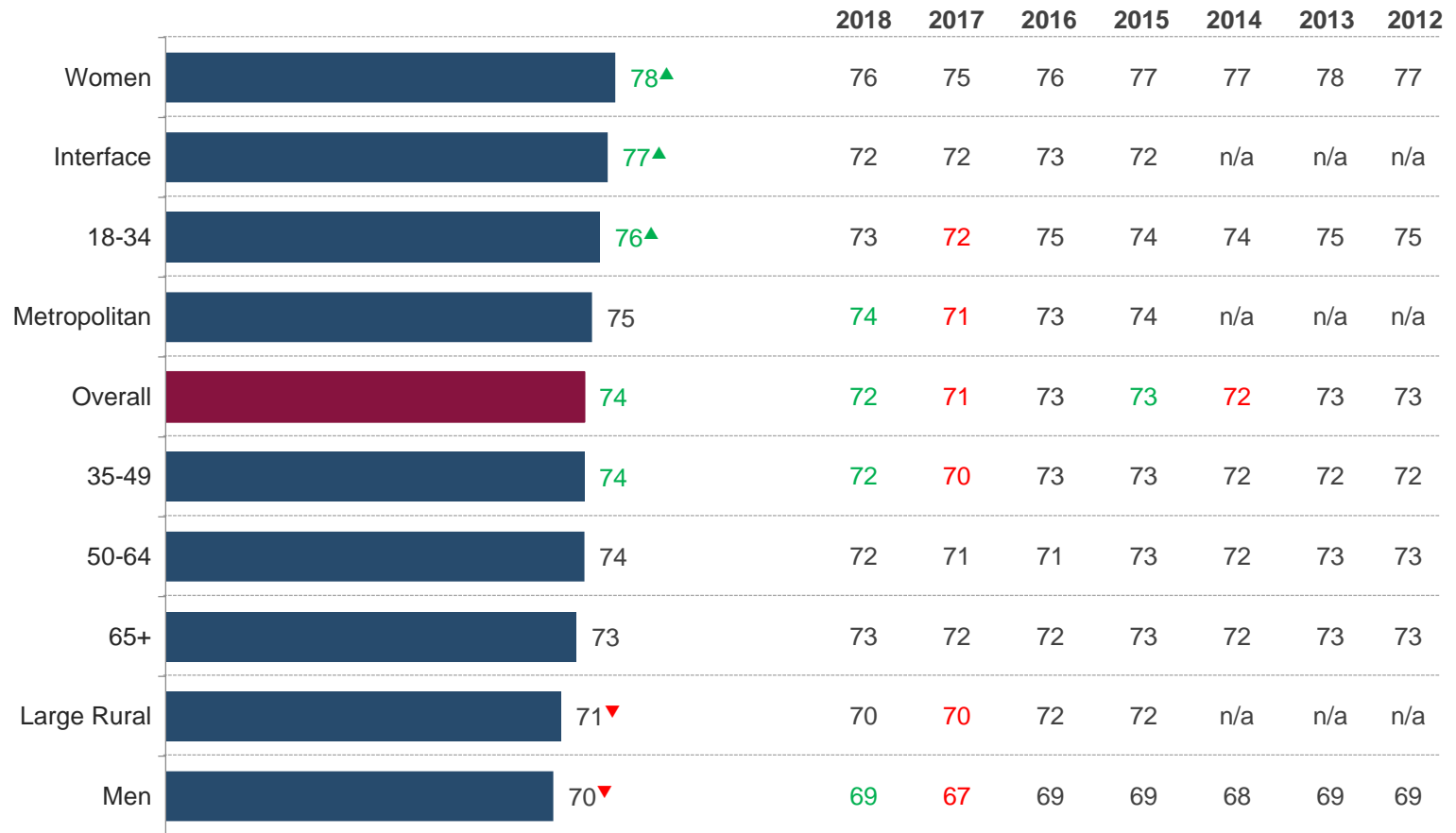
2019 Elderly support performance (%)





Disadvantaged support services importance

2019 Disadvantaged support importance (index scores)



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

Base: All respondents. Councils asked state-wide: 9

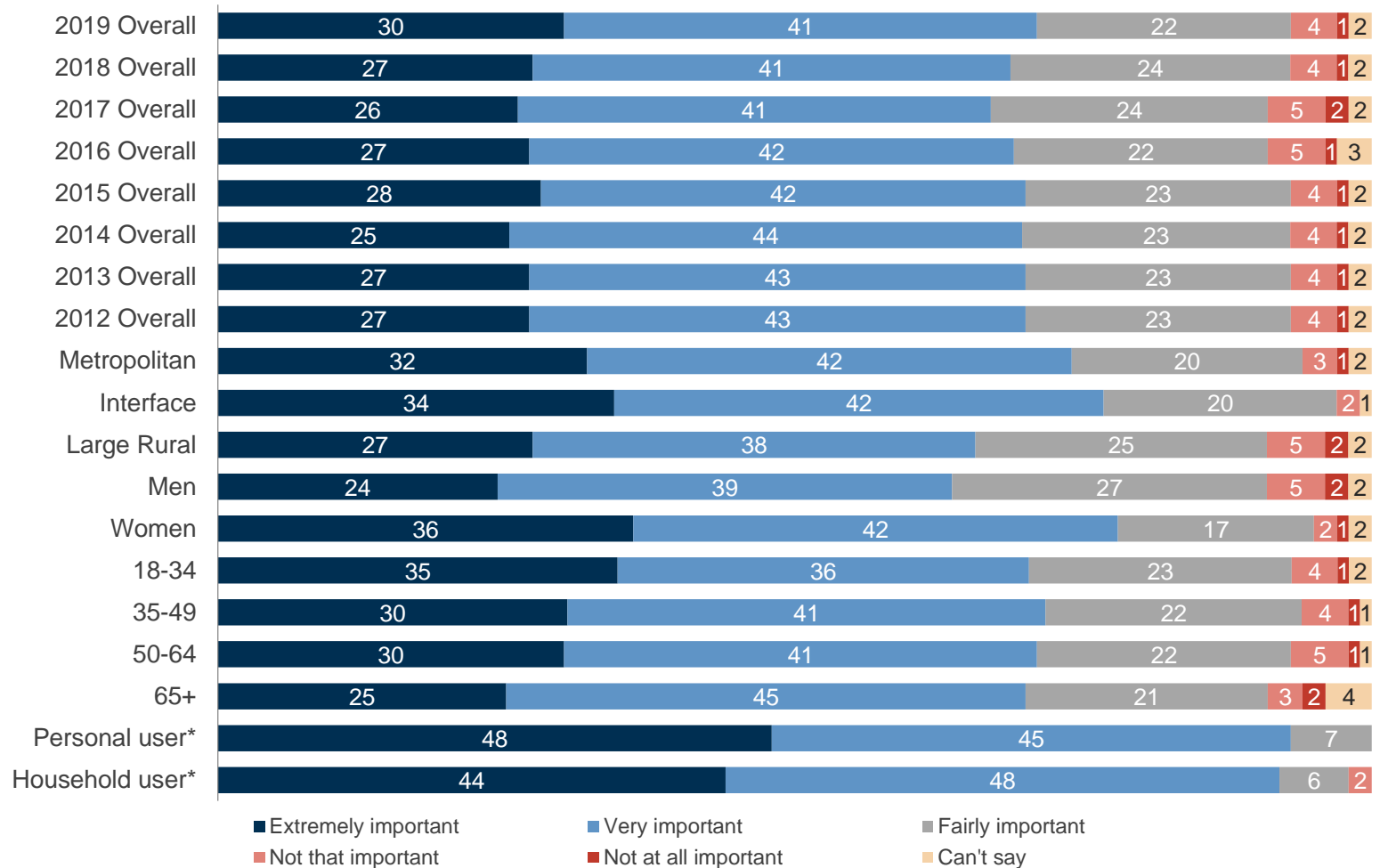
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Disadvantaged support services importance

2019 Disadvantaged support importance (%)



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

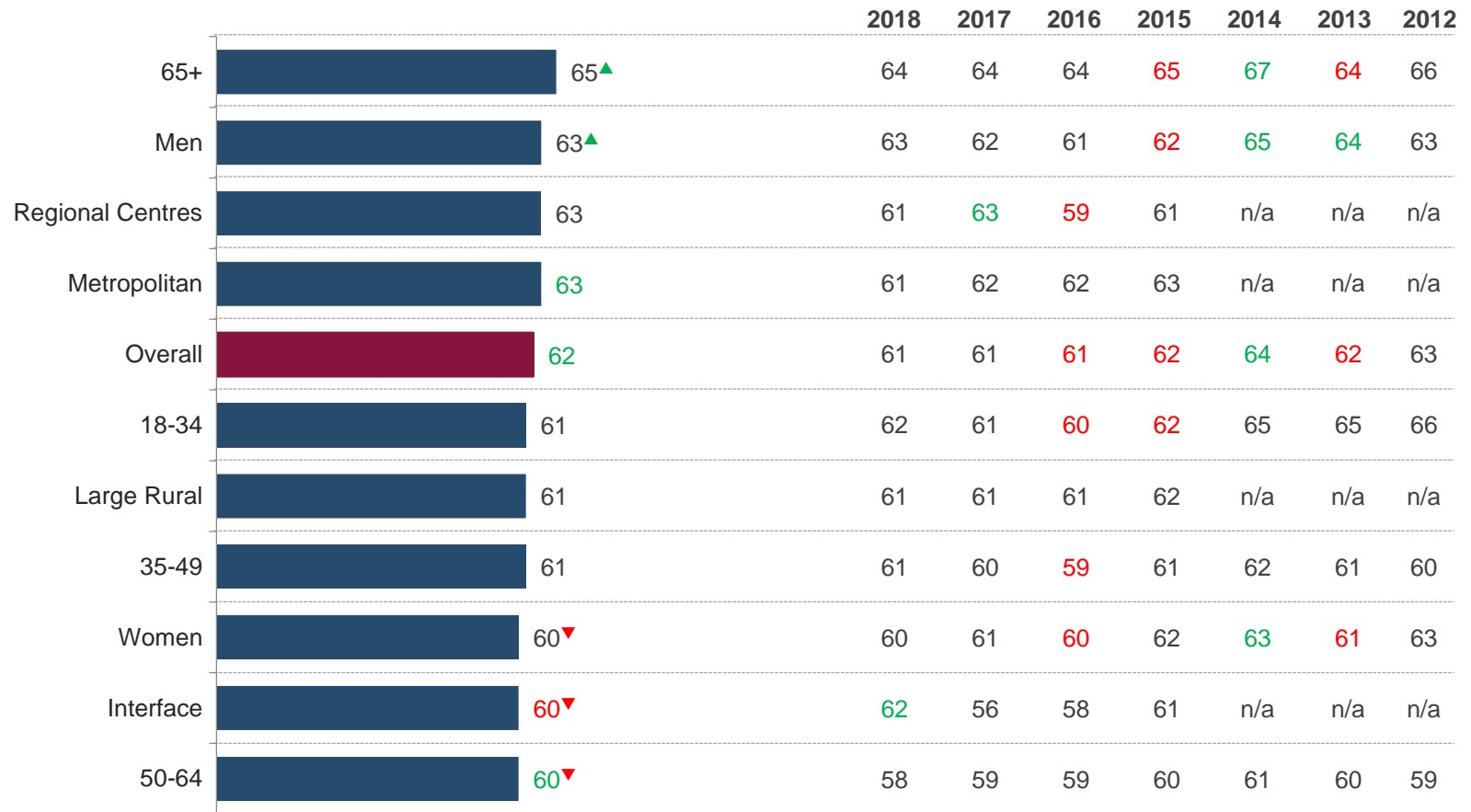
Base: All respondents. Councils asked state-wide: 9

*Caution: small sample size < n=30



Disadvantaged support services performance

2019 Disadvantaged support performance (index scores)



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

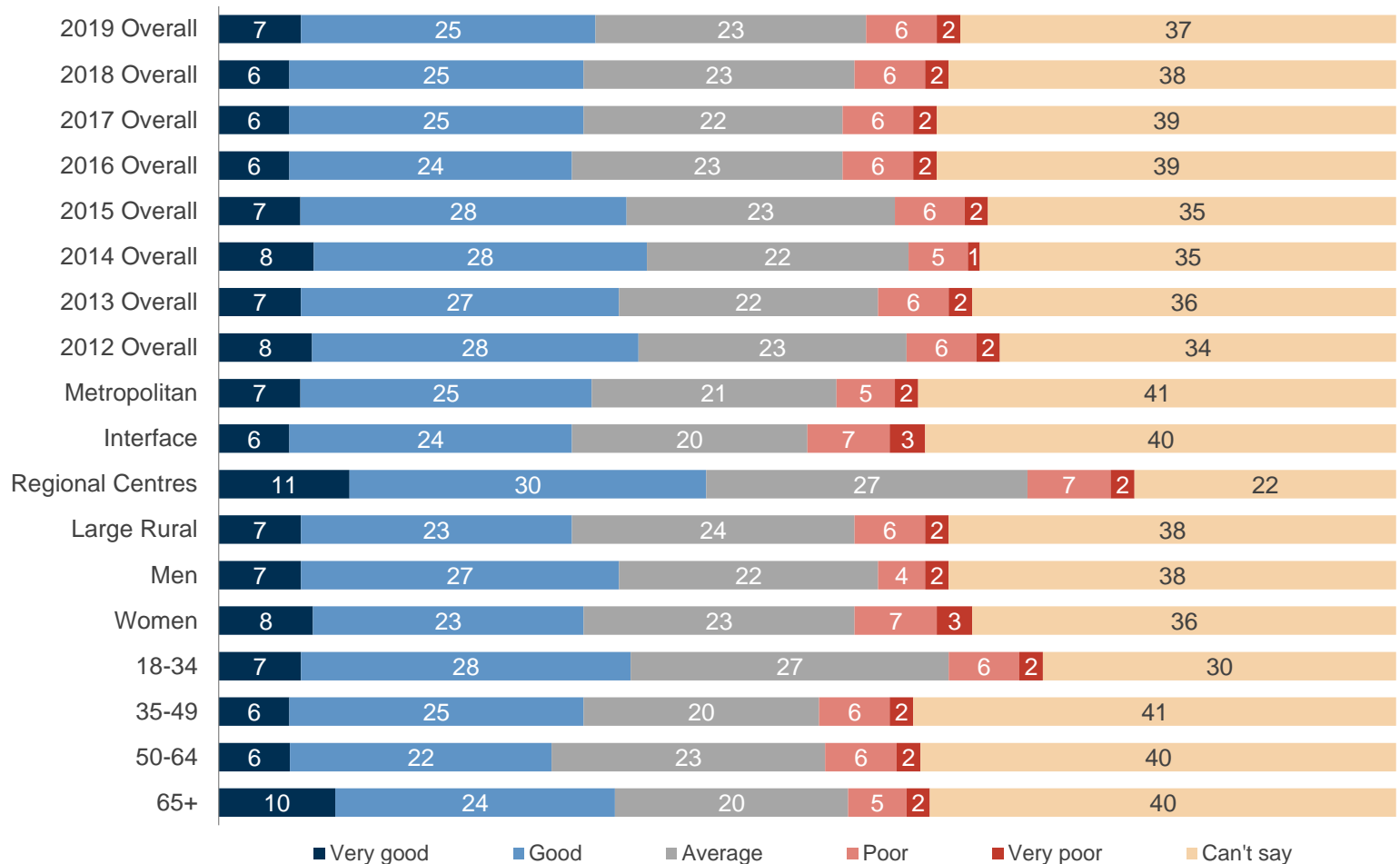
Base: All respondents. Councils asked state-wide: 16

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



Disadvantaged support services performance

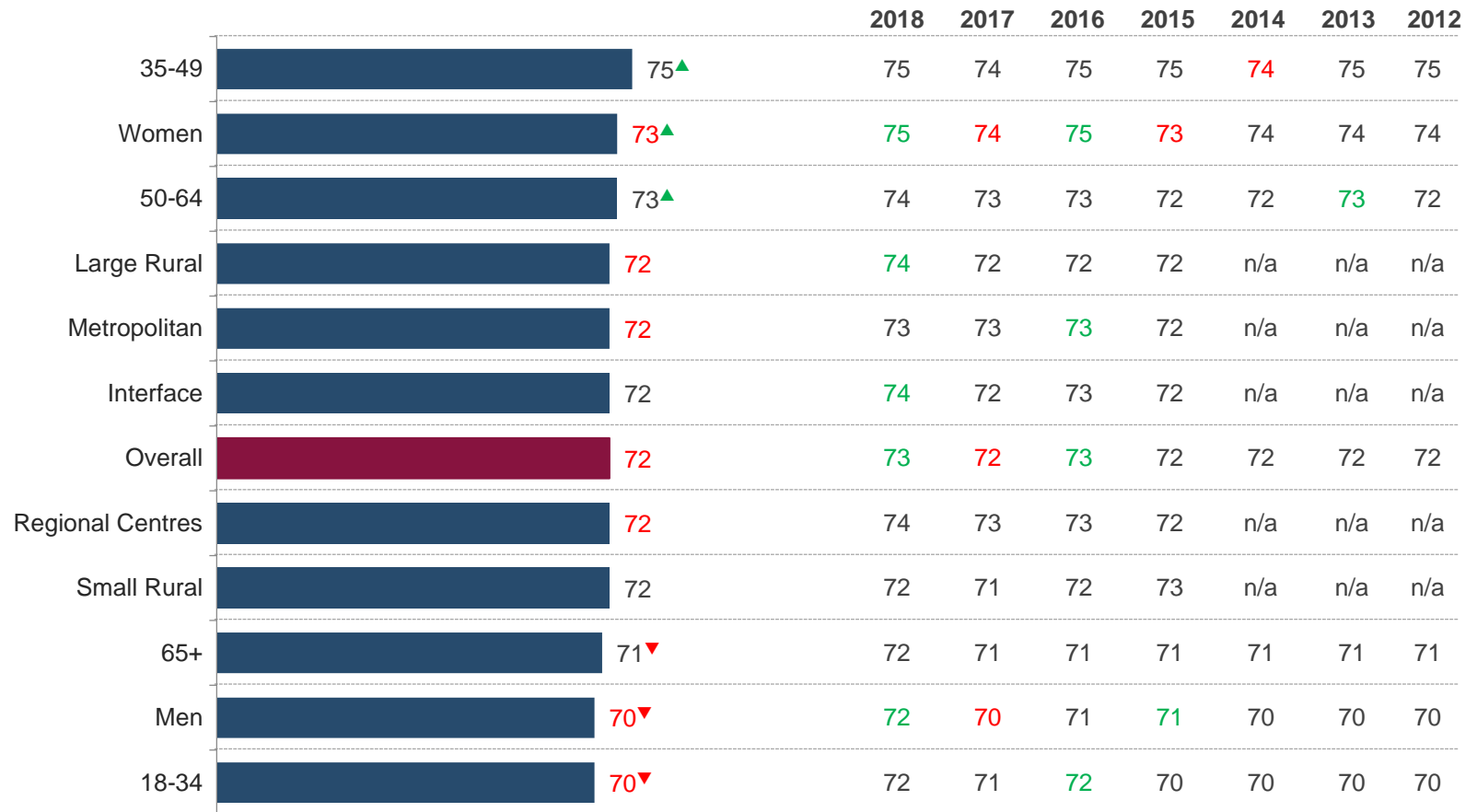
2019 Disadvantaged support performance (%)





Recreational facilities importance

2019 Recreational facilities importance (index scores)



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

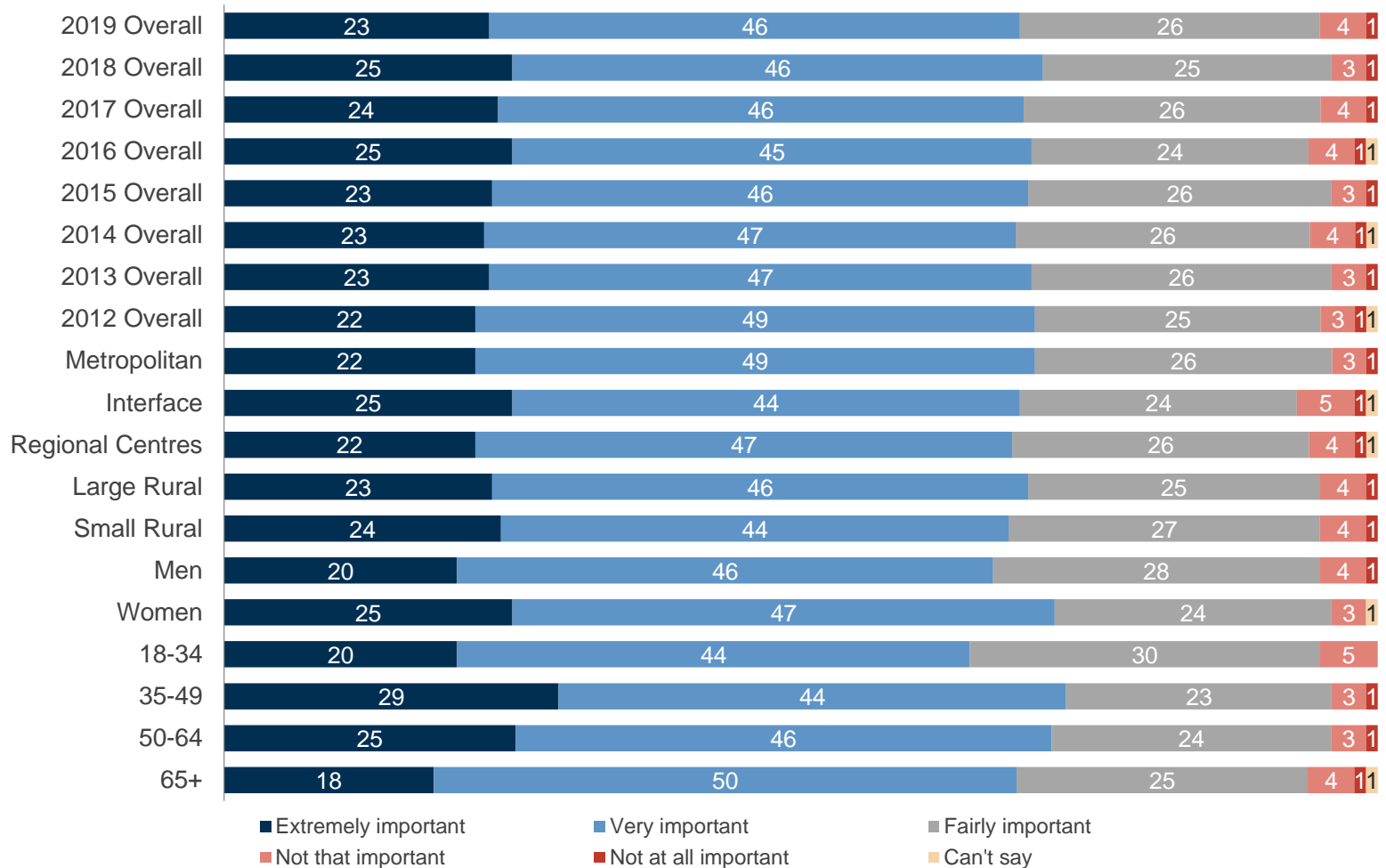
Base: All respondents. Councils asked state-wide: 29

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



Recreational facilities importance

2019 Recreational facilities importance (%)





Recreational facilities performance

2019 Recreational facilities performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Metropolitan	75▲	74	73	73	74	n/a	n/a	n/a
65+	74▲	72	73	72	73	74	73	74
Regional Centres	71	70	69	70	69	n/a	n/a	n/a
Women	71▲	70	70	69	70	71	70	70
Overall	70	69	70	69	70	71	70	70
Men	70	69	69	69	69	70	70	69
18-34	70	69	68	69	69	71	70	70
Interface	70	68	66	67	68	n/a	n/a	n/a
50-64	69▼	68	69	67	69	69	69	68
Small Rural	68▼	69	69	68	70	n/a	n/a	n/a
35-49	68▼	68	68	67	67	69	68	67
Large Rural	68▼	66	66	65	66	n/a	n/a	n/a

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

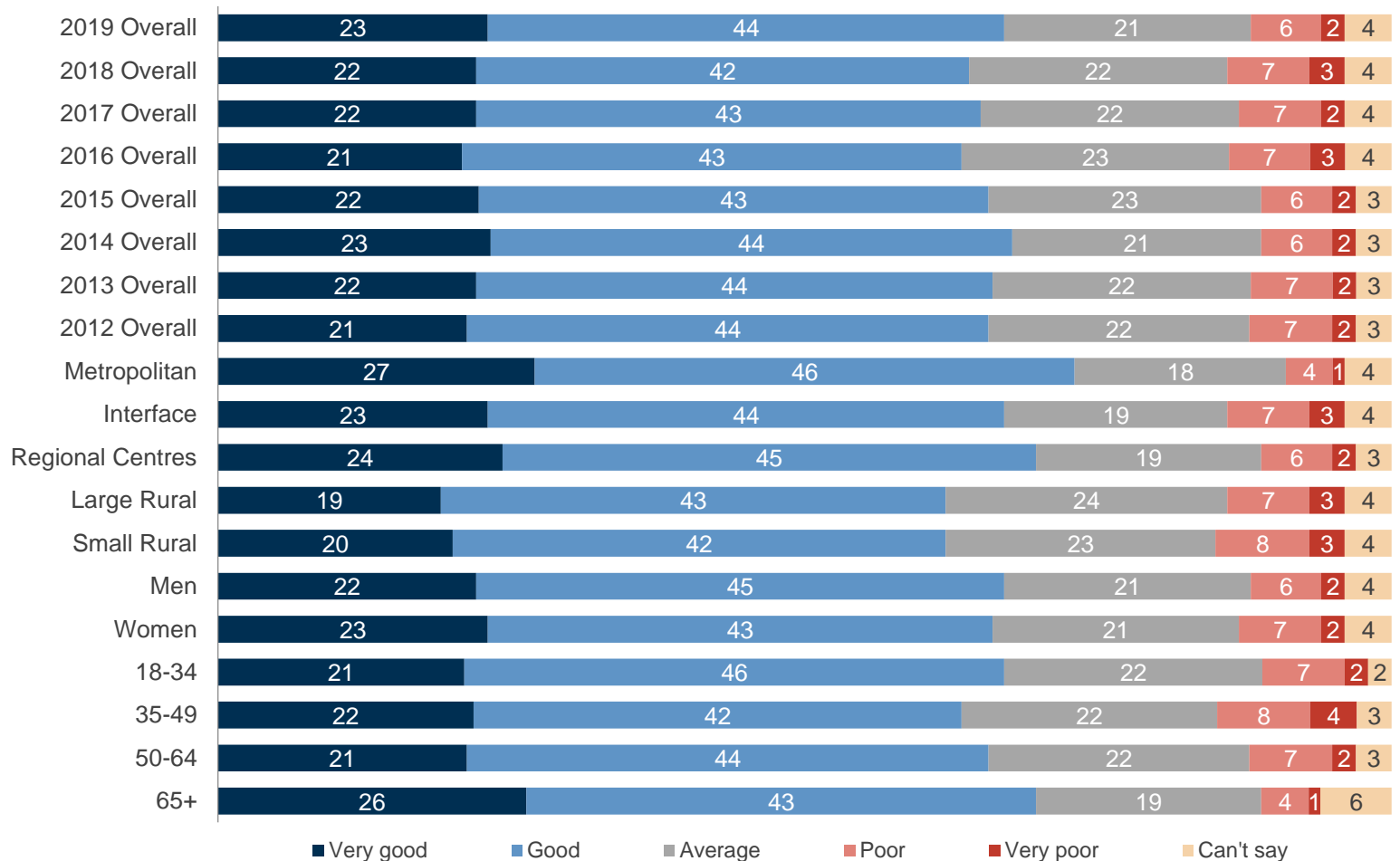
Base: All respondents. Councils asked state-wide: 39

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



Recreational facilities performance

2019 Recreational facilities performance (%)





The appearance of public areas importance

2019 Public areas importance (index scores)



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

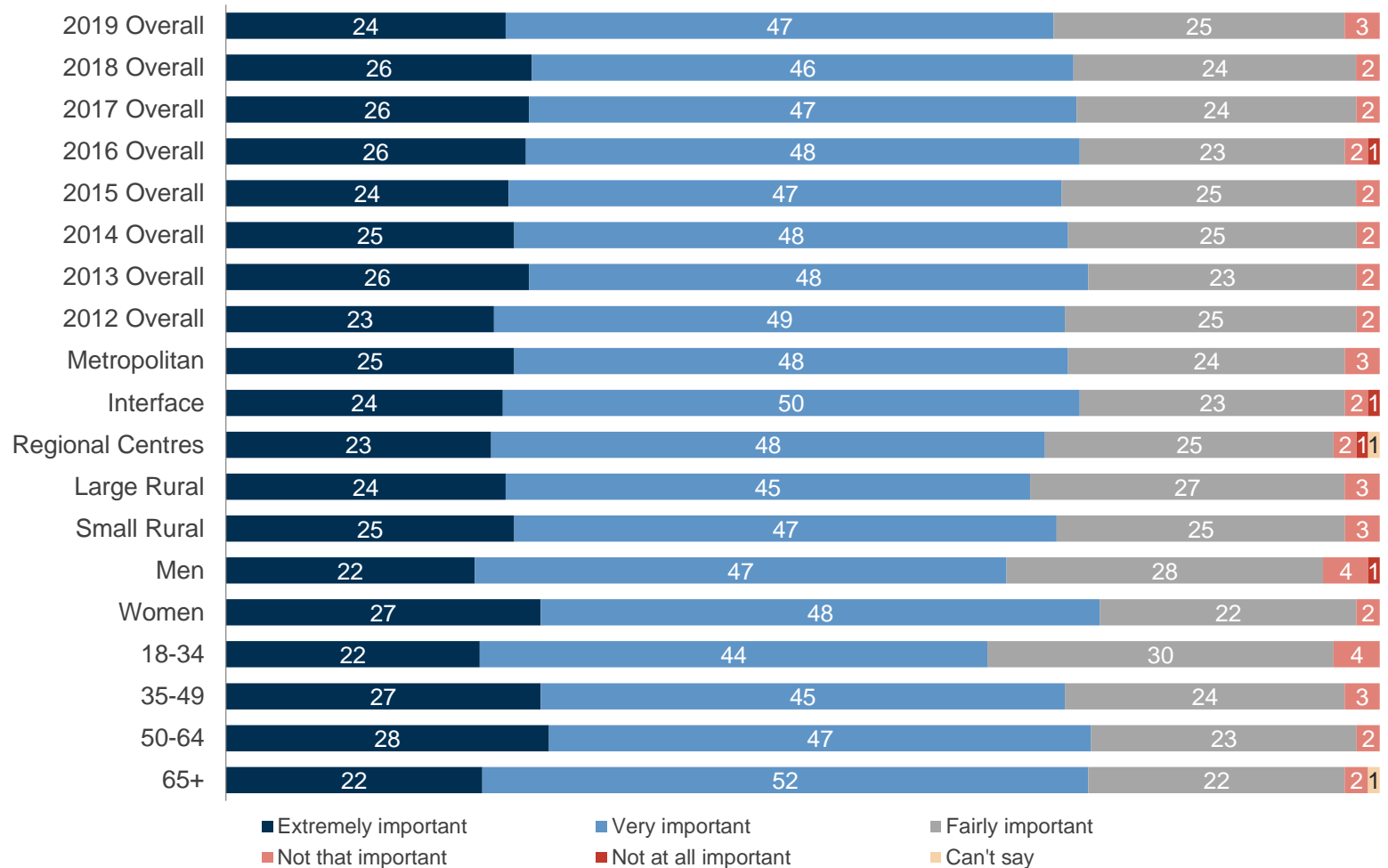
Base: All respondents. Councils asked state-wide: 28

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



The appearance of public areas importance

2019 Public areas importance (%)





The appearance of public areas performance

2019 Public areas performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Regional Centres	74▲	73	73	73	72	n/a	n/a	n/a
Metropolitan	74▲	73	72	72	73	n/a	n/a	n/a
65+	73▲	72	72	72	72	73	72	72
Small Rural	73▲	72	74	73	74	n/a	n/a	n/a
18-34	73▲	71	72	72	73	73	72	73
Women	73▲	72	72	71	72	72	71	72
Overall	72	71	71	71	72	72	71	71
35-49	72	71	72	71	72	72	70	70
Men	72	71	71	71	71	72	71	71
50-64	71▼	70	69	69	70	71	69	70
Large Rural	70▼	69	69	69	69	n/a	n/a	n/a
Interface	69▼	68	66	66	67	n/a	n/a	n/a

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

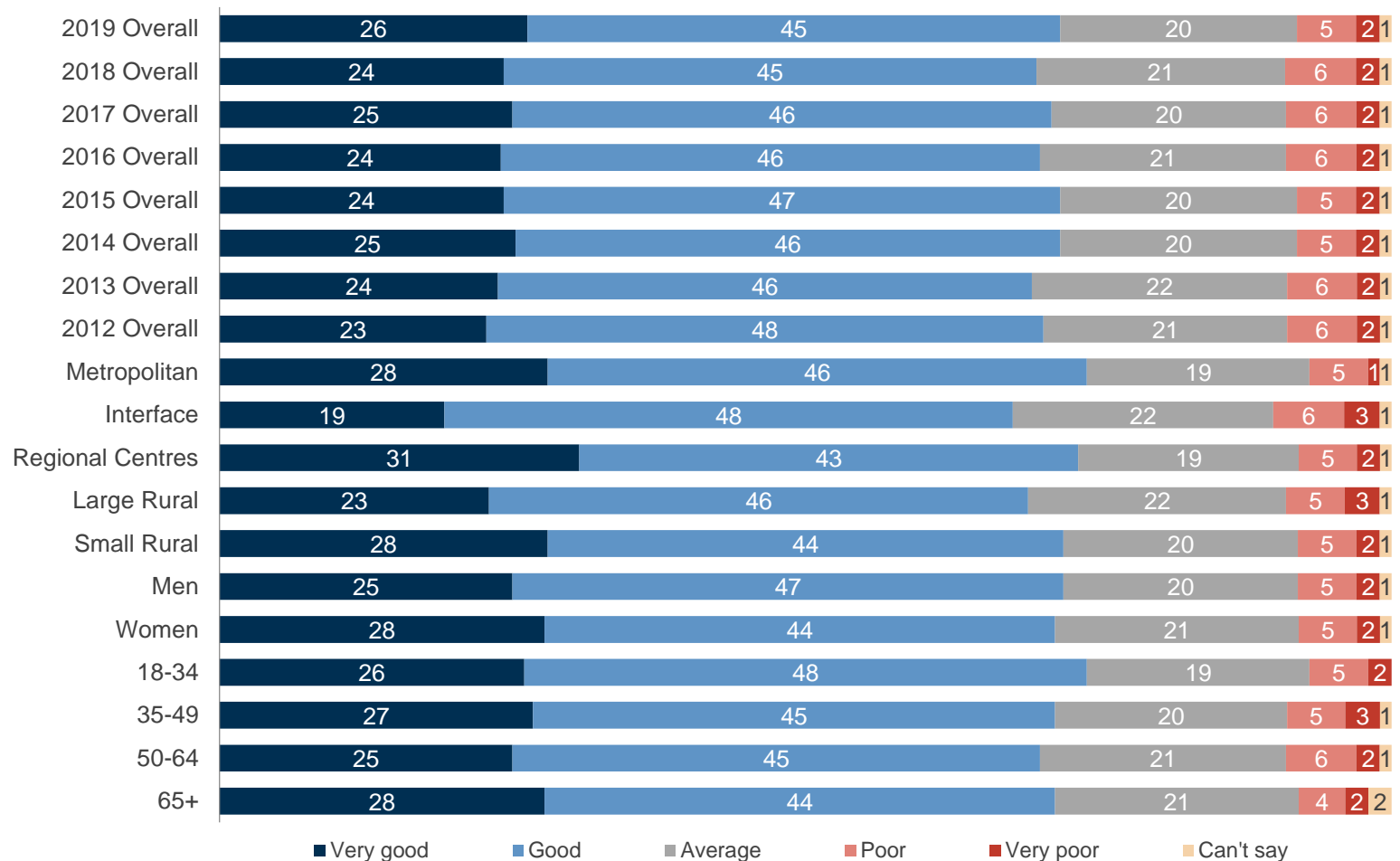
Base: All respondents. Councils asked state-wide: 38

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



The appearance of public areas performance

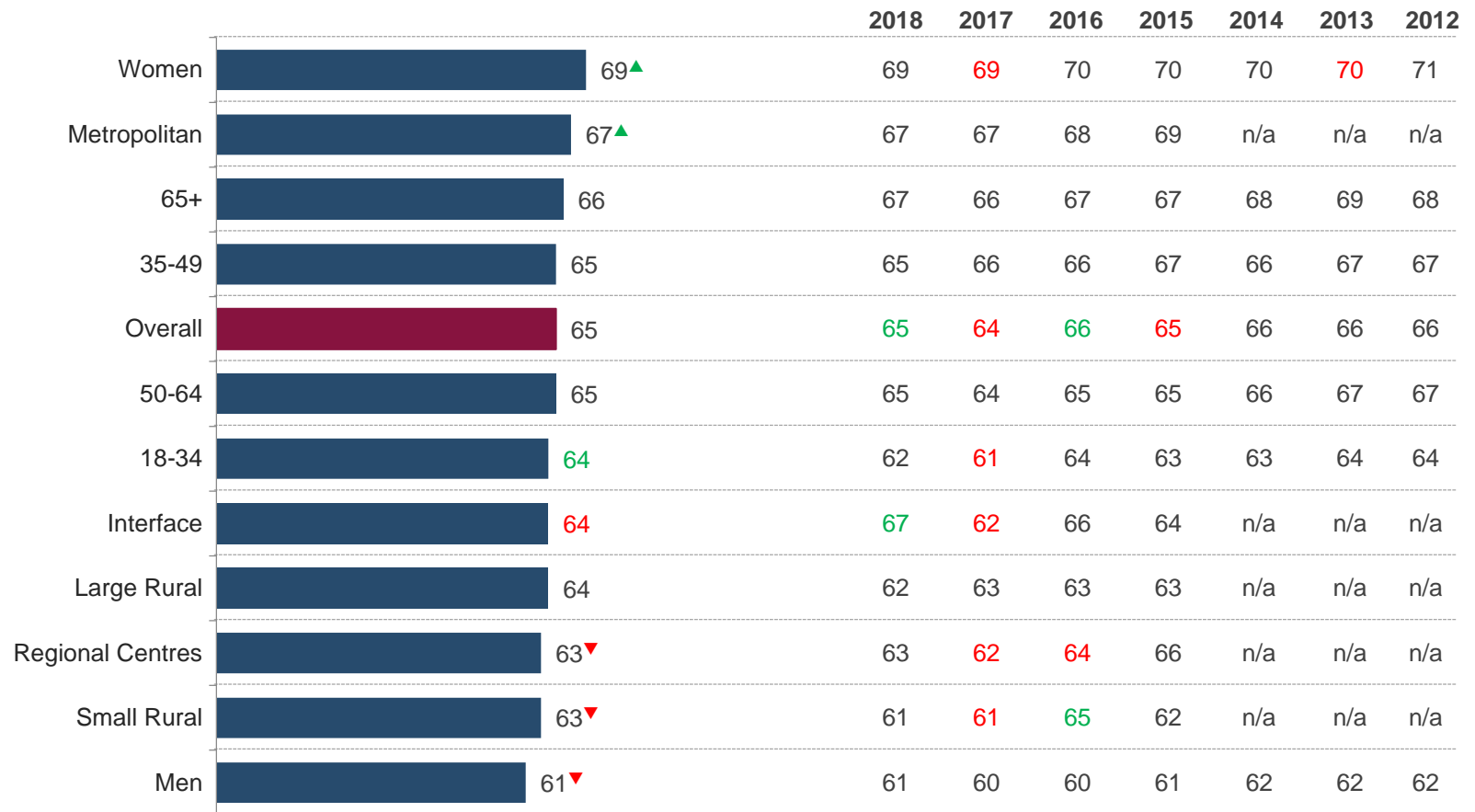
2019 Public areas performance (%)





Art centres and libraries importance

2019 Art centres and libraries importance (index scores)



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

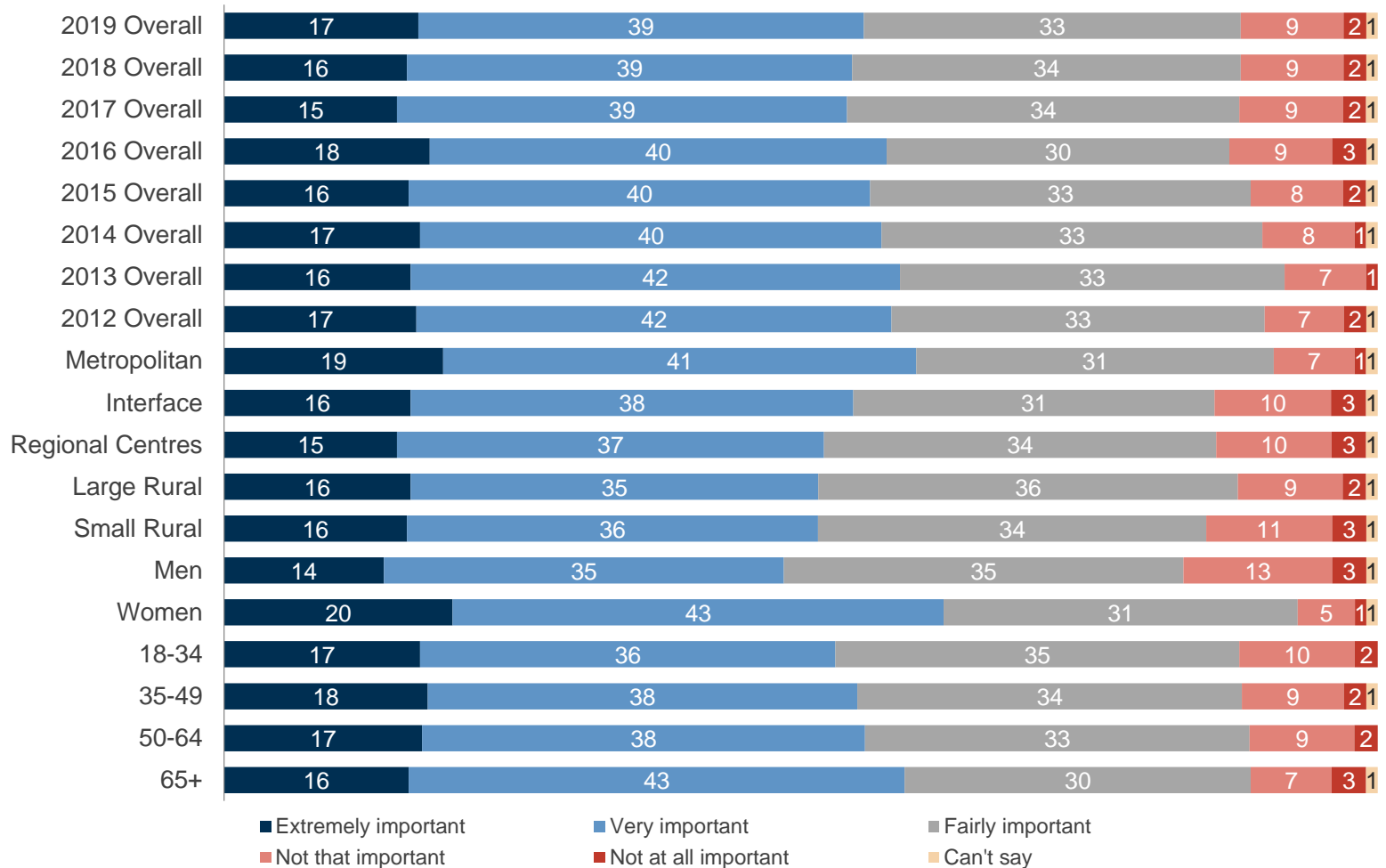
Base: All respondents. Councils asked state-wide: 18

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



Art centres and libraries importance

2019 Art centres and libraries importance (%)





Art centres and libraries performance

2019 Art centres and libraries performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
65+	77▲	76	76	75	76	78	76	76
Metropolitan	76▲	75	75	74	75	n/a	n/a	n/a
Women	76▲	75	75	74	75	77	74	74
Interface	75	75	72	68	72	n/a	n/a	n/a
Overall	74	74	73	72	73	75	73	73
Regional Centres	74	76	75	75	75	n/a	n/a	n/a
35-49	74	74	73	72	73	76	73	72
Small Rural	74	73	72	71	69	n/a	n/a	n/a
18-34	73▼	73	72	71	73	74	73	73
Men	73▼	73	72	70	72	74	72	71
50-64	73	72	72	71	71	73	72	71
Large Rural	73	71	70	70	73	n/a	n/a	n/a

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

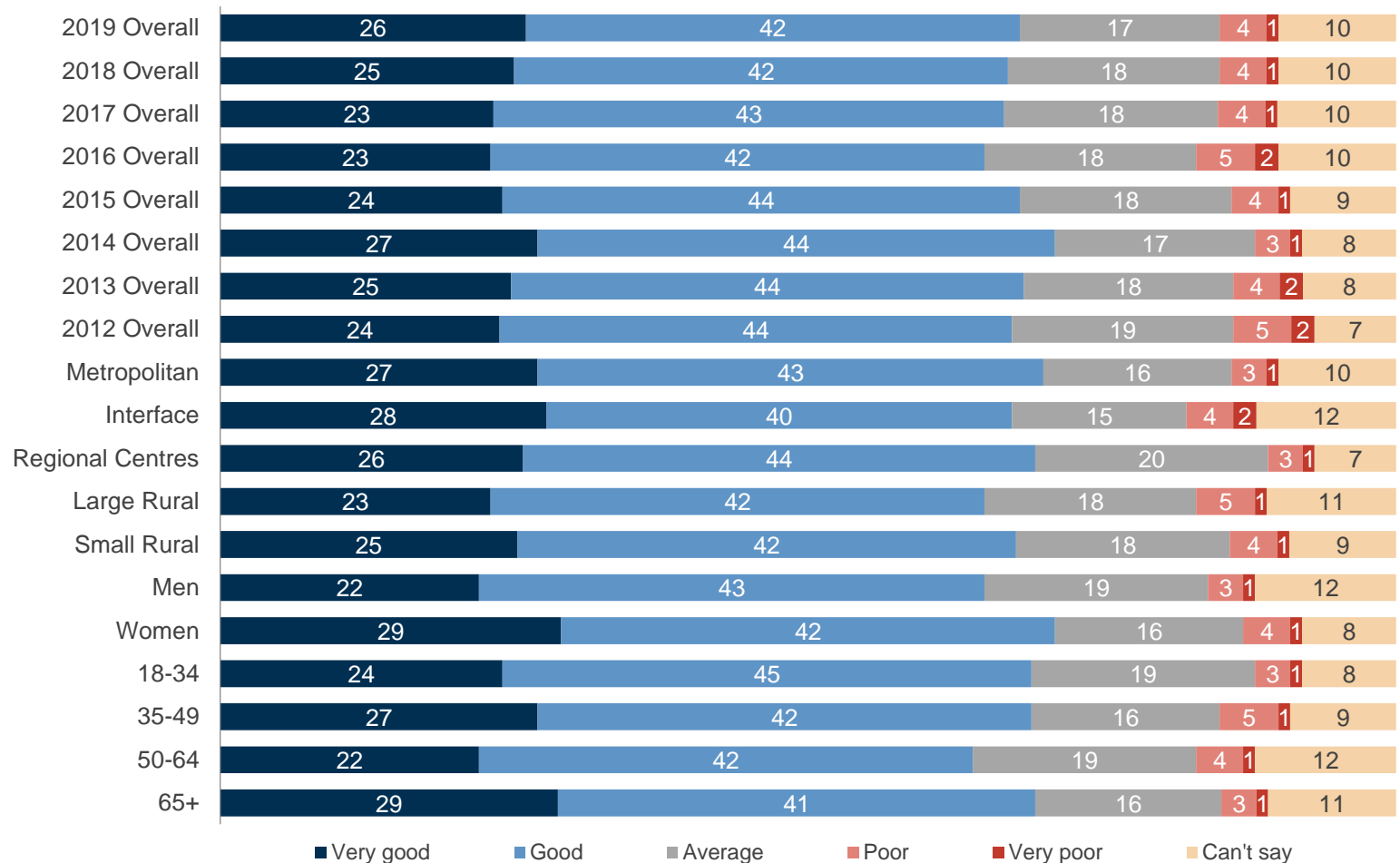
Base: All respondents. Councils asked state-wide: 25

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



Art centres and libraries performance

2019 Art centres and libraries performance (%)





Community and cultural activities importance

2019 Community and cultural activities importance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Women	64▲	64	65	66	66	65	65	65
Interface	62	61	57	63	59	n/a	n/a	n/a
Regional Centres	62	62	62	62	63	n/a	n/a	n/a
Small Rural	62	60	62	64	65	n/a	n/a	n/a
18-34	61	63	61	64	63	62	62	63
50-64	61	59	60	61	61	61	62	61
Overall	61	61	61	62	62	62	62	62
35-49	61	60	63	62	62	62	61	60
65+	61	61	61	61	61	61	63	62
Large Rural	61	60	61	61	61	n/a	n/a	n/a
Metropolitan	60▼	61	61	62	62	n/a	n/a	n/a
Men	58▼	57	57	58	58	58	59	58

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

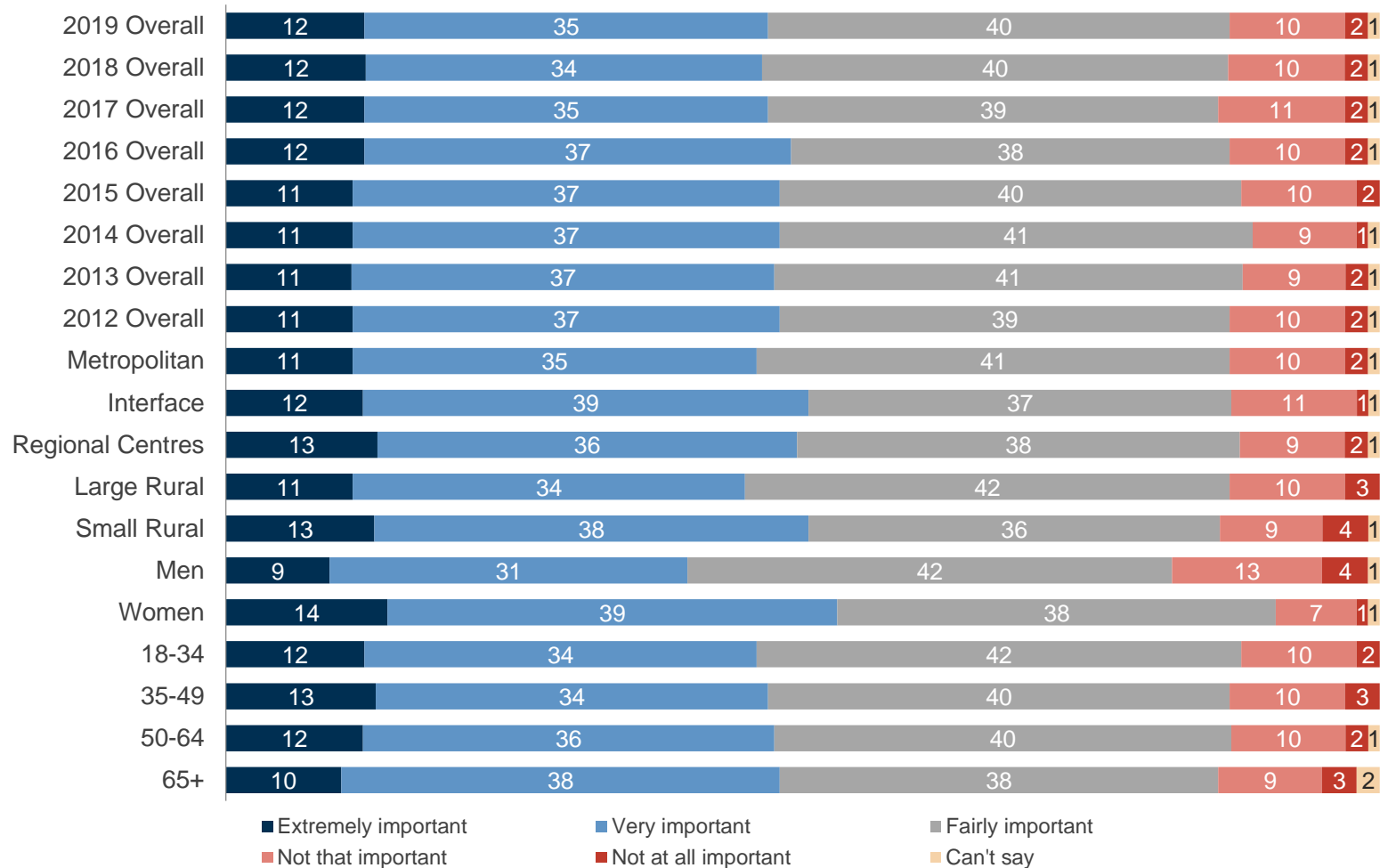
Base: All respondents. Councils asked state-wide: 20

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



Community and cultural activities importance

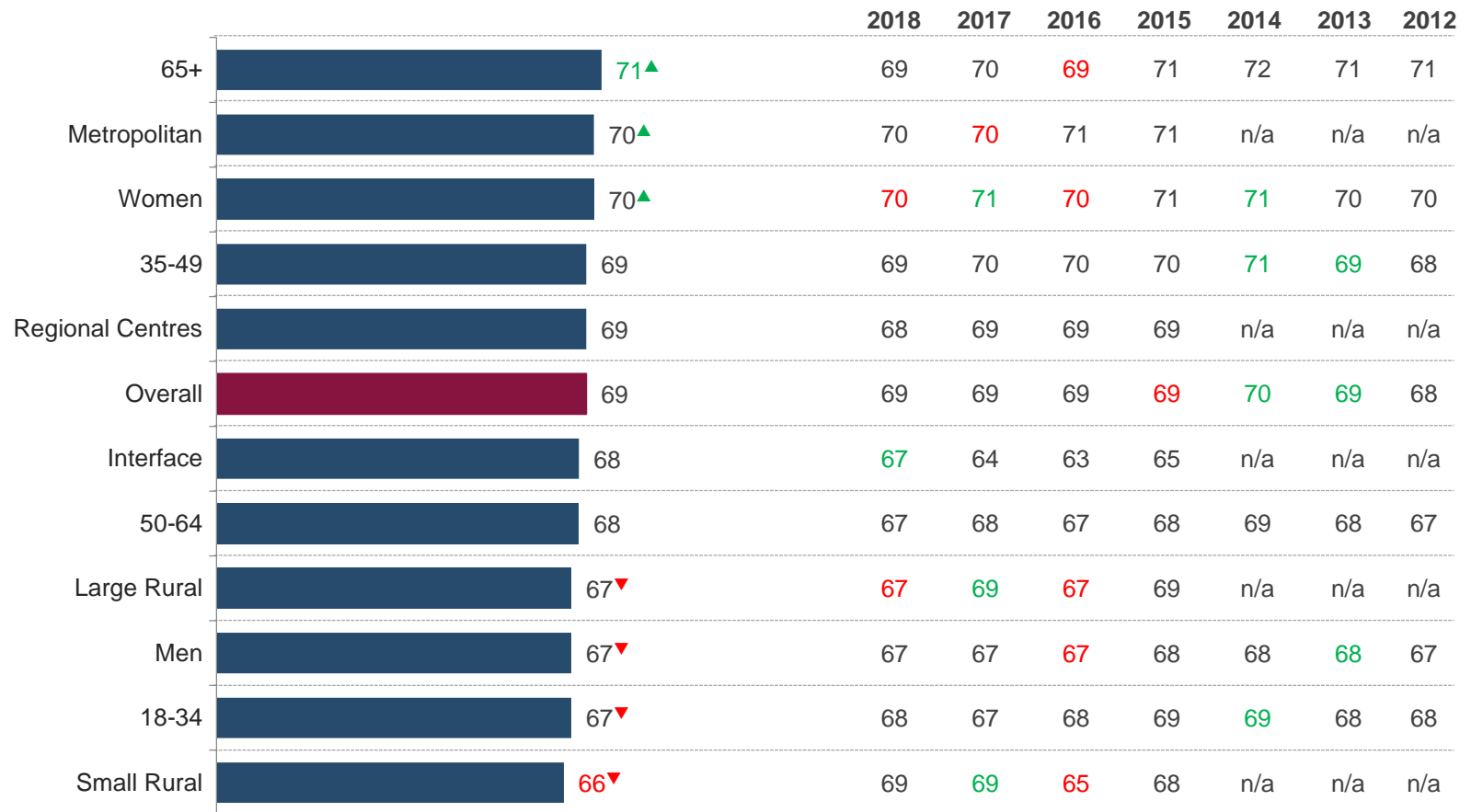
2019 Community and cultural activities importance (%)





Community and cultural activities performance

2019 Community and cultural activities performance (index scores)



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

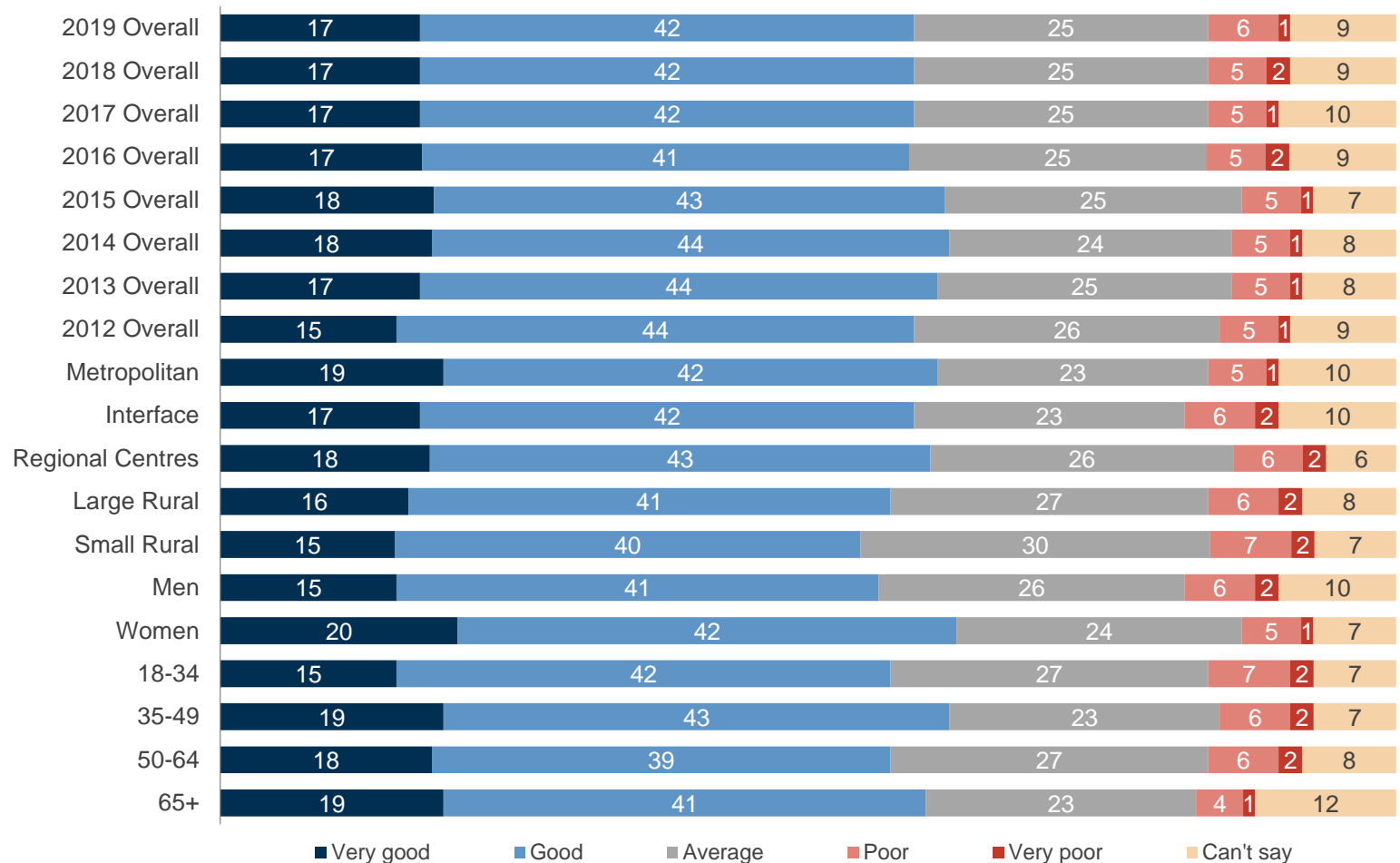
Base: All respondents. Councils asked state-wide: 24

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



Community and cultural activities performance

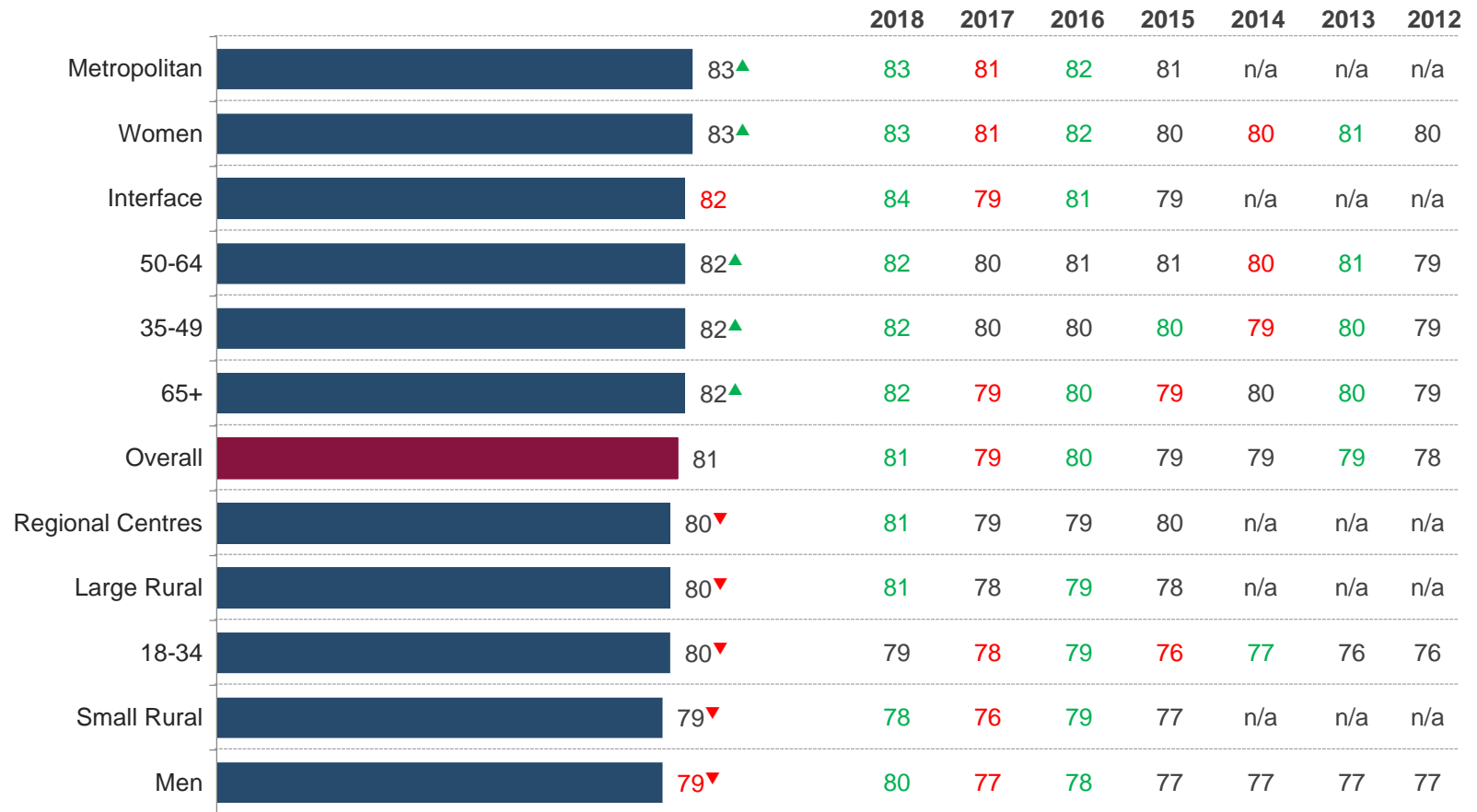
2019 Community and cultural activities performance (%)





Waste management importance

2019 Waste management importance (index scores)



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

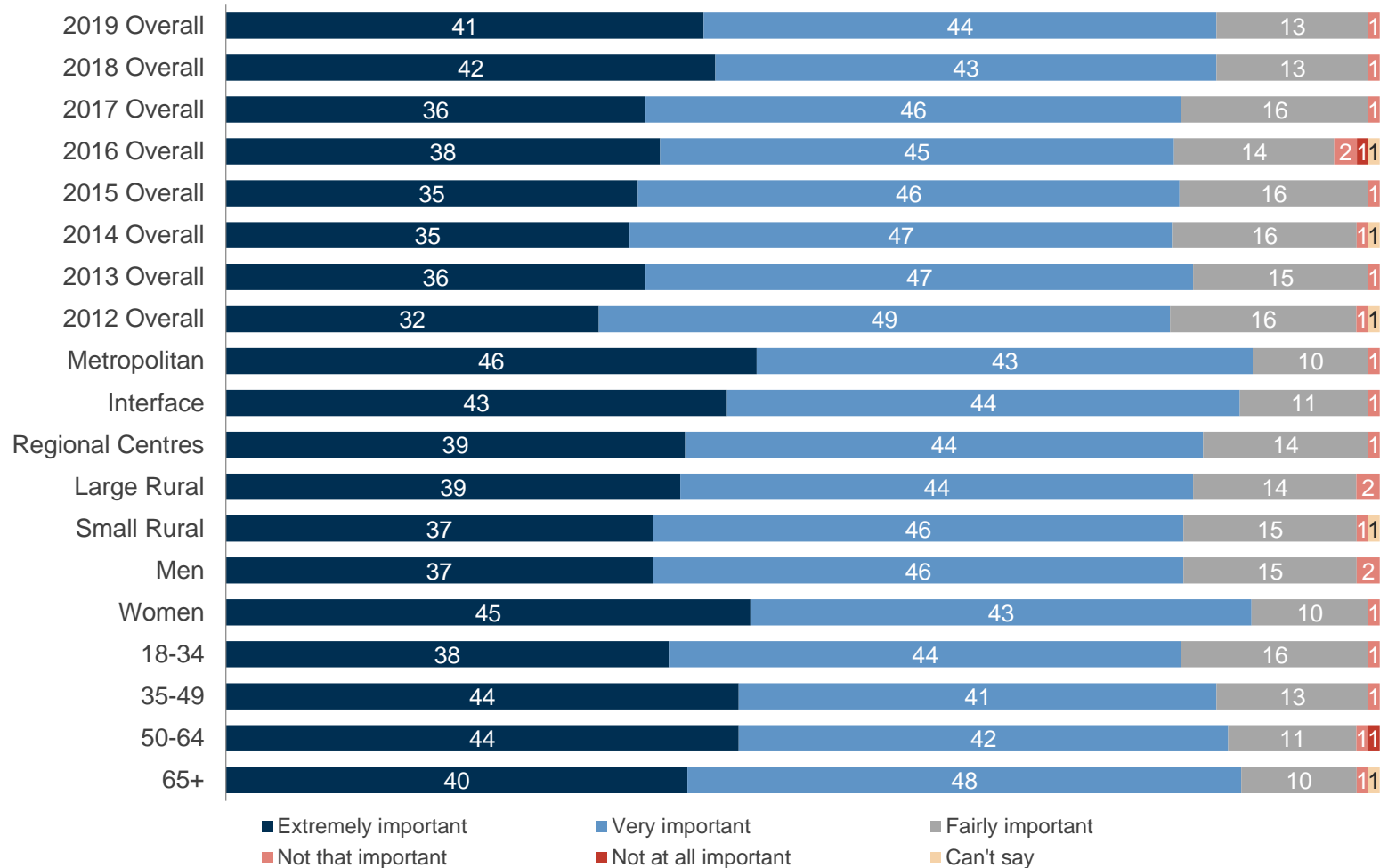
Base: All respondents. Councils asked state-wide: 29

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



Waste management importance

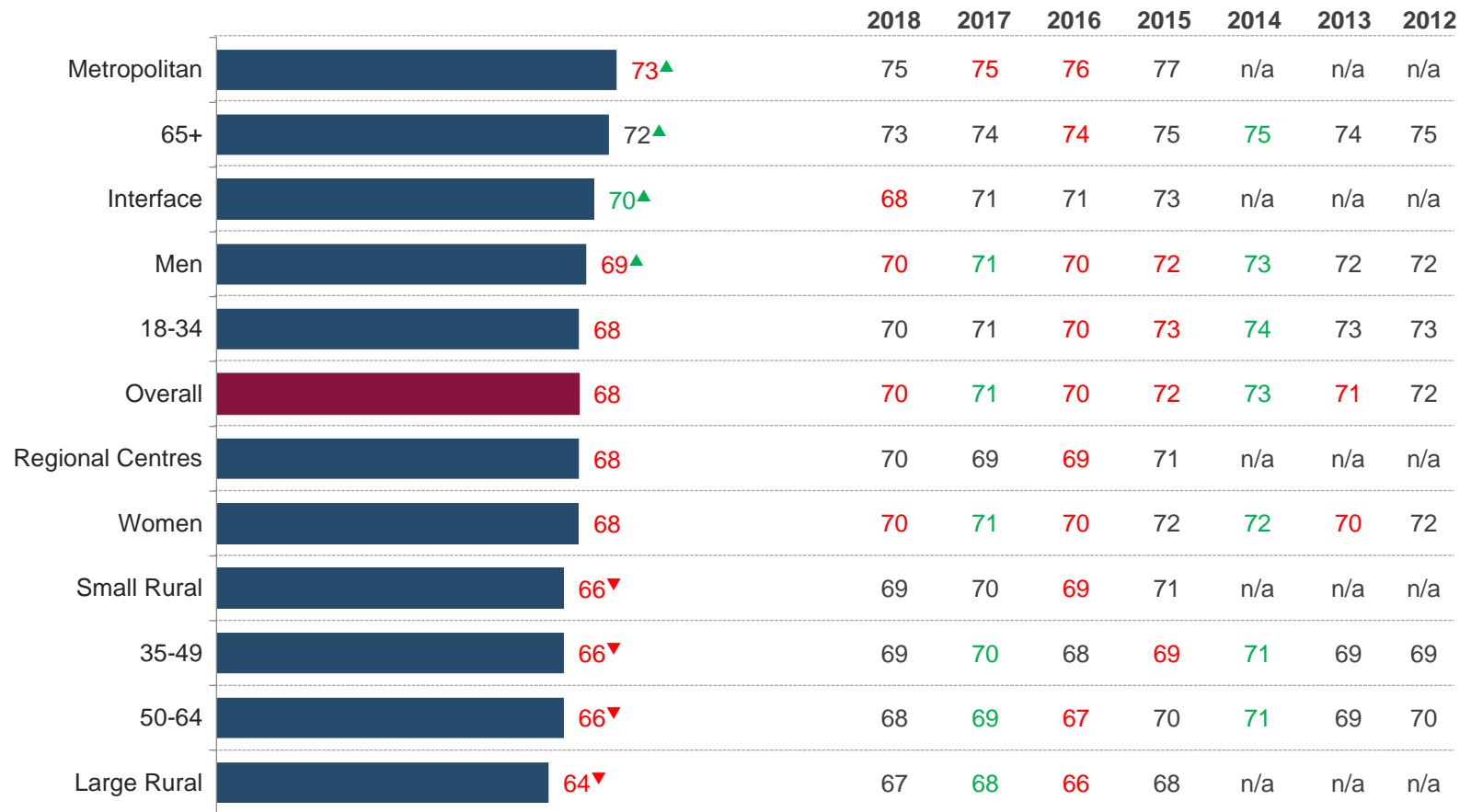
2019 Waste management importance (%)





Waste management performance

2019 Waste management performance (index scores)



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

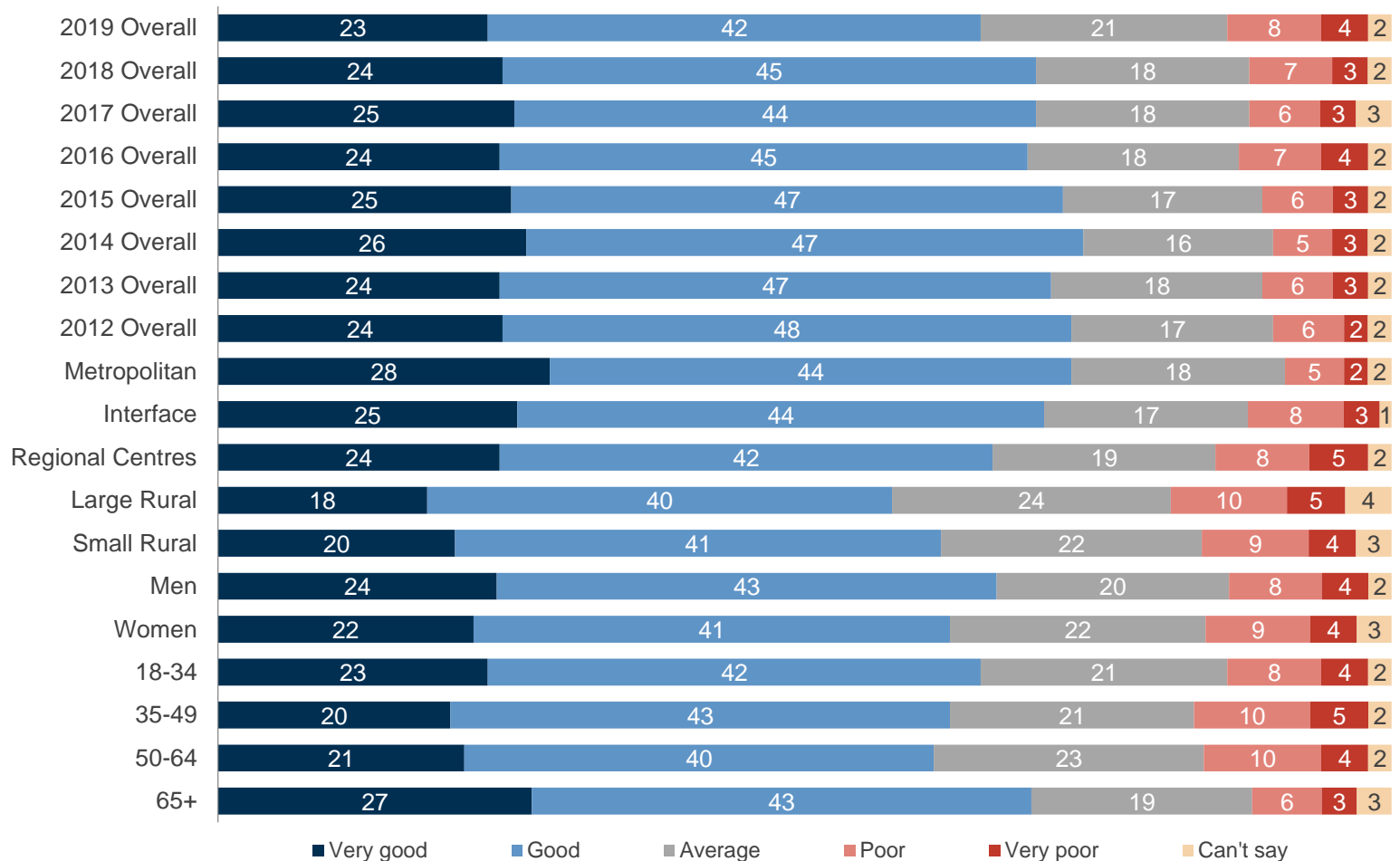
Base: All respondents. Councils asked state-wide: 40

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



Waste management performance

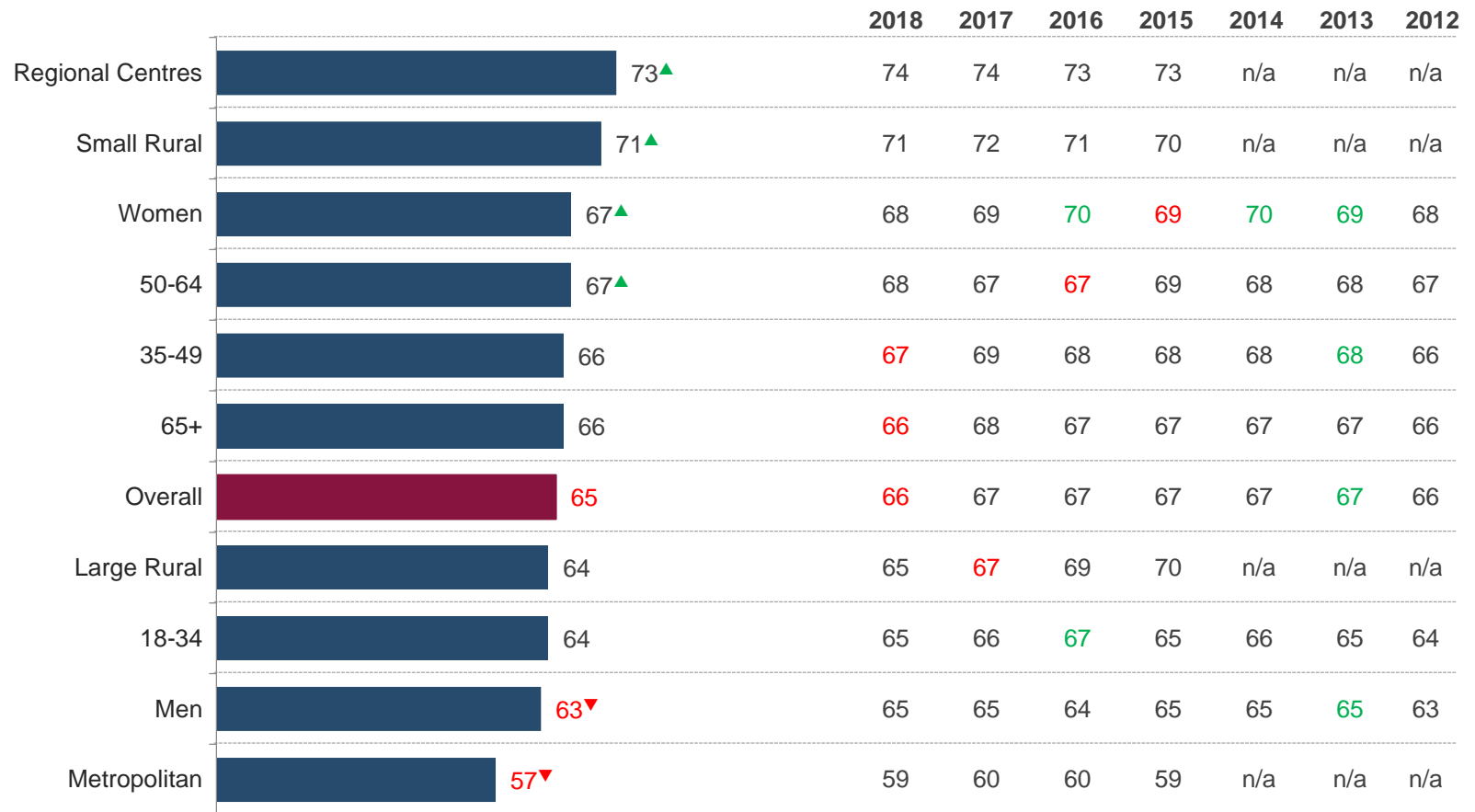
2019 Waste management performance (%)



Business and community development and tourism importance



2019 Business/development/tourism importance (index scores)



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

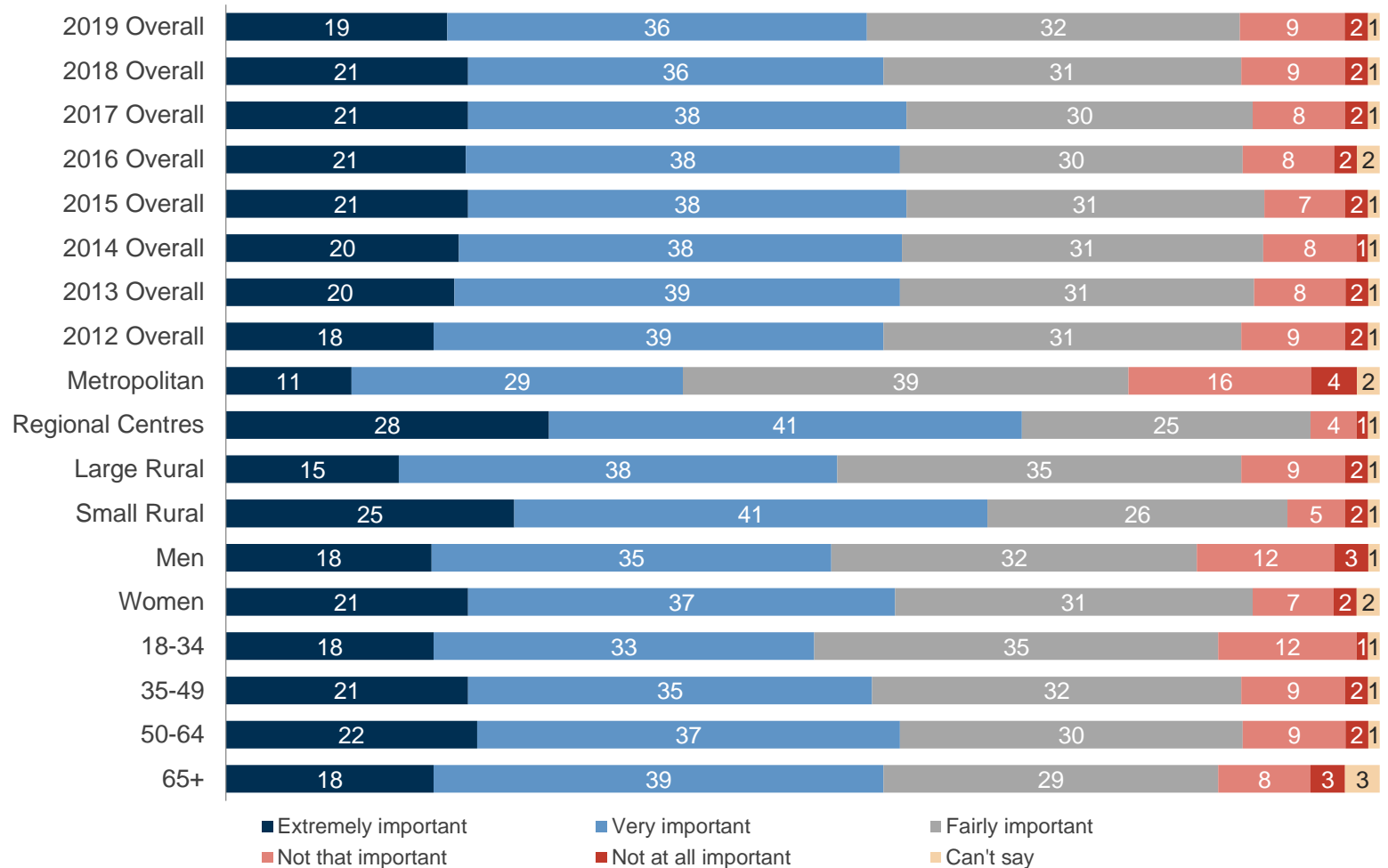
Base: All respondents. Councils asked state-wide: 18

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

Business and community development and tourism importance



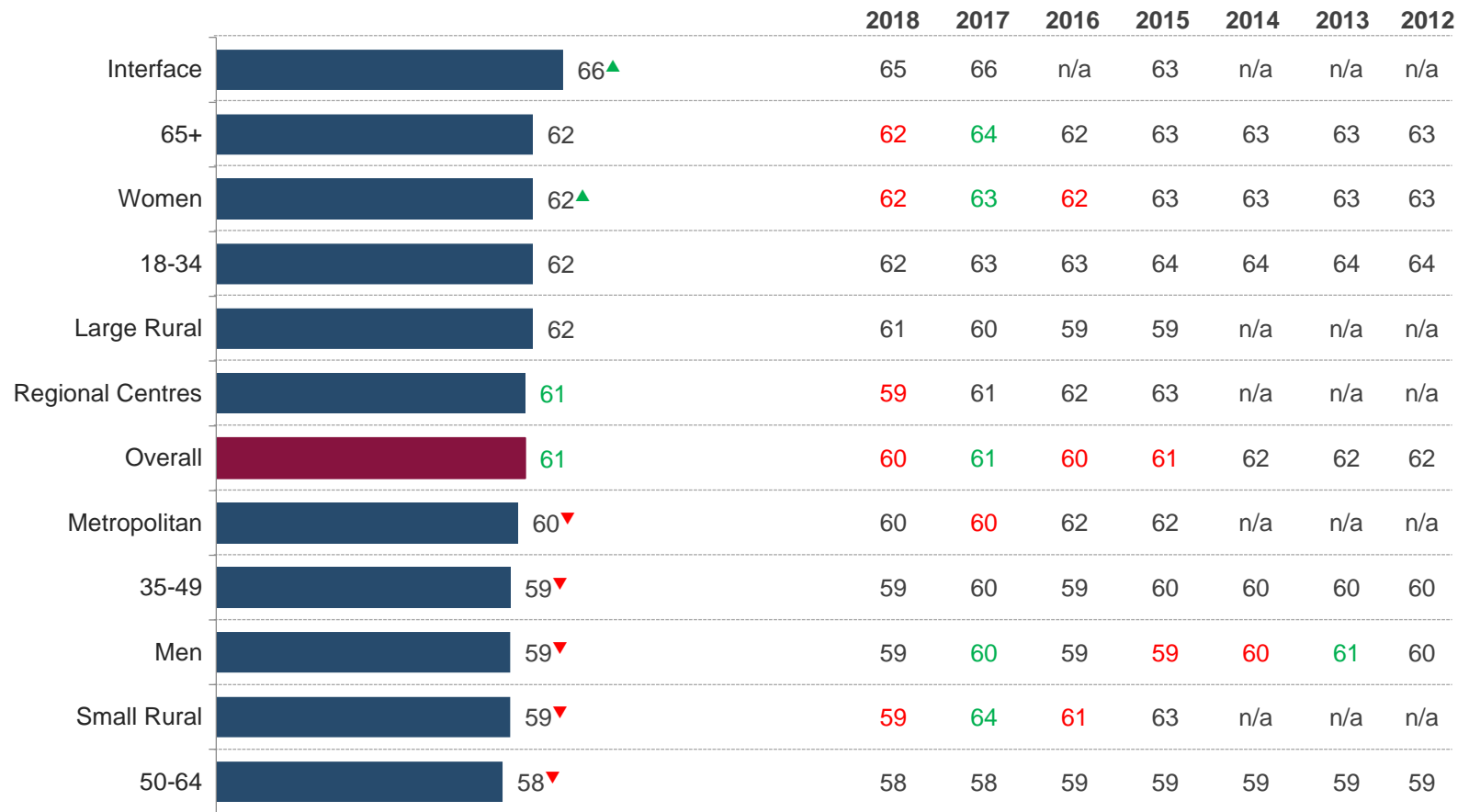
2019 Business/development/tourism importance (%)



Business and community development and tourism performance



2019 Business/development/tourism performance (index scores)



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

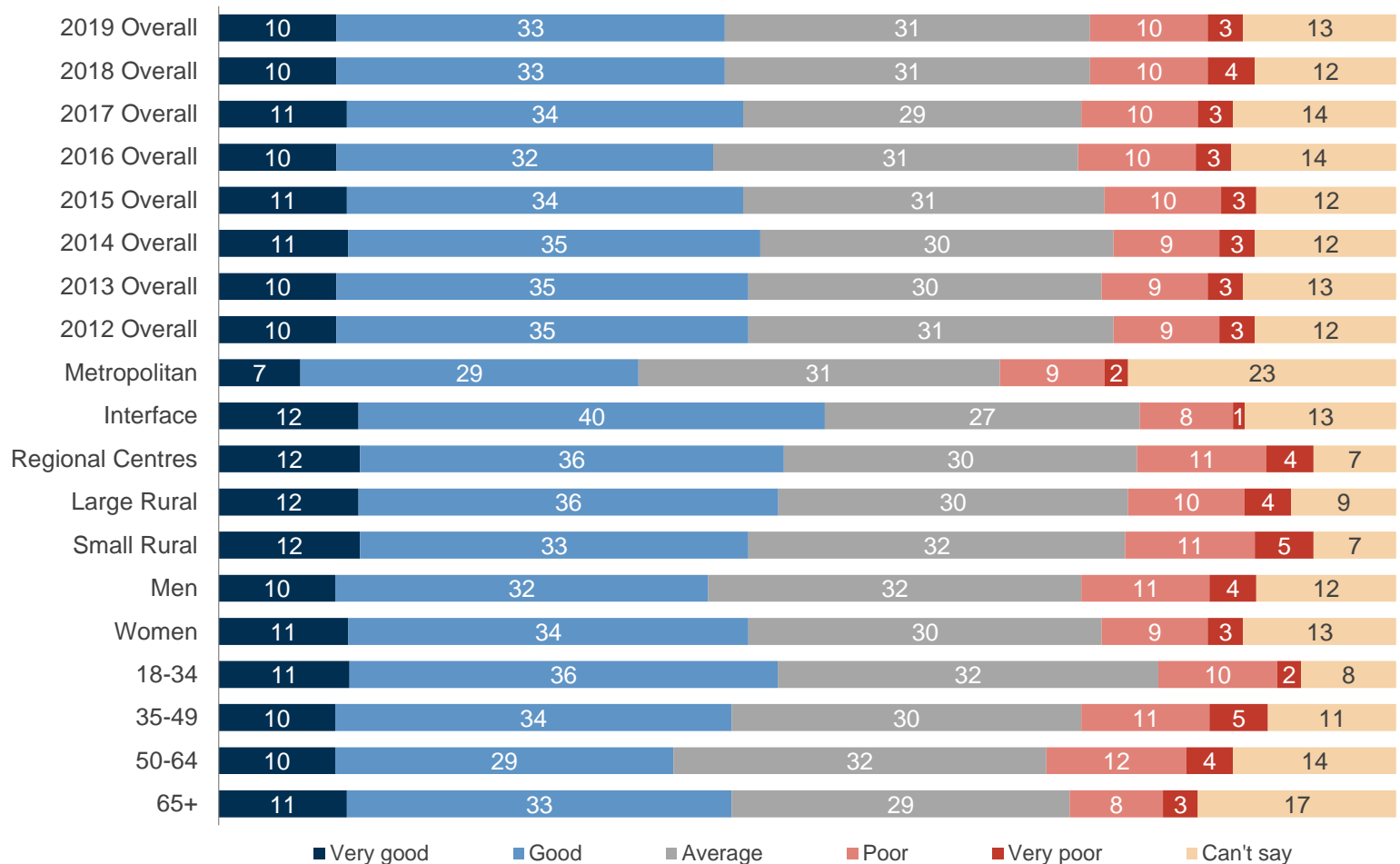
Base: All respondents. Councils asked state-wide: 22

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

Business and community development and tourism performance



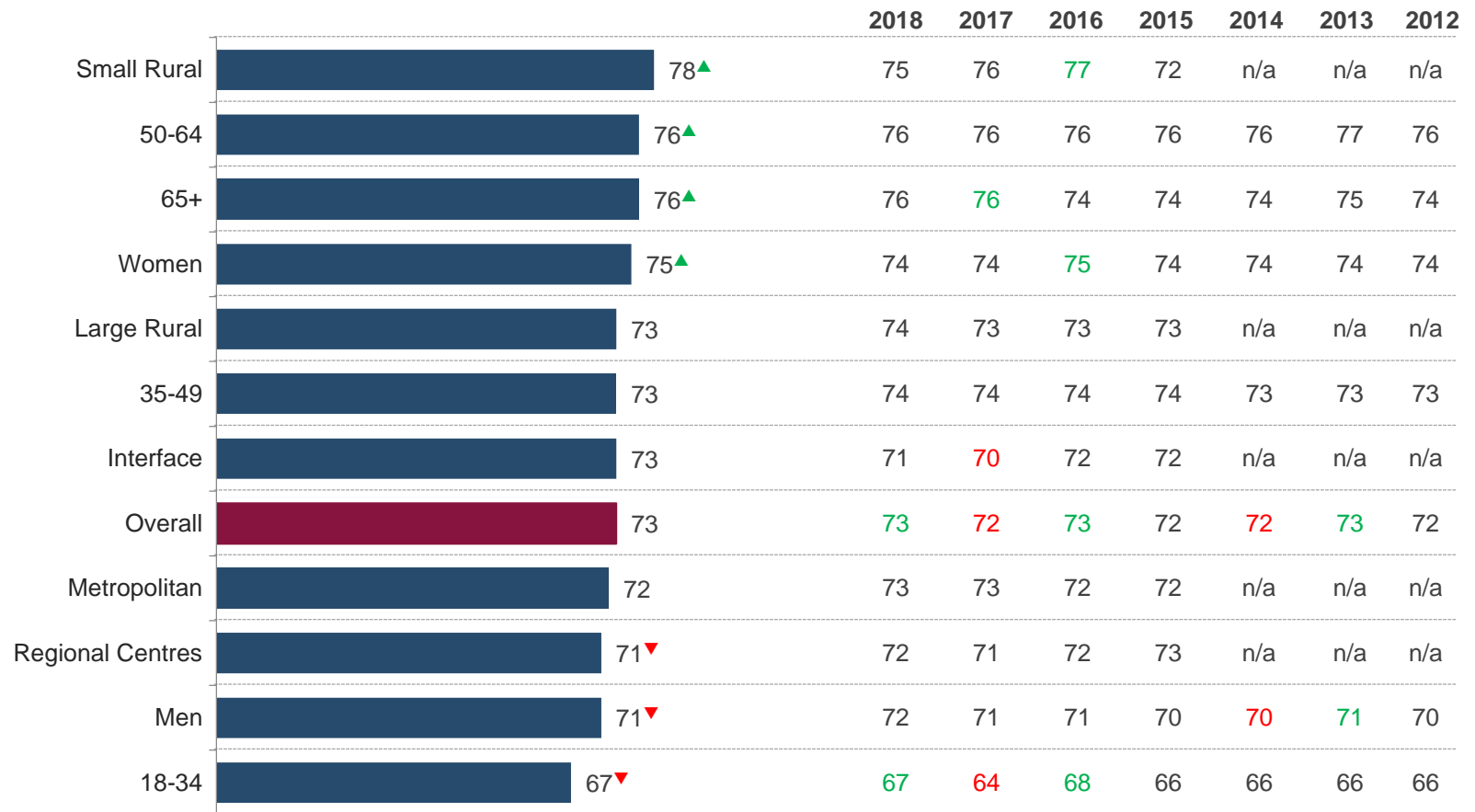
2019 Business/development/tourism performance (%)





Council's general town planning policy importance

2019 Town planning importance (index scores)



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

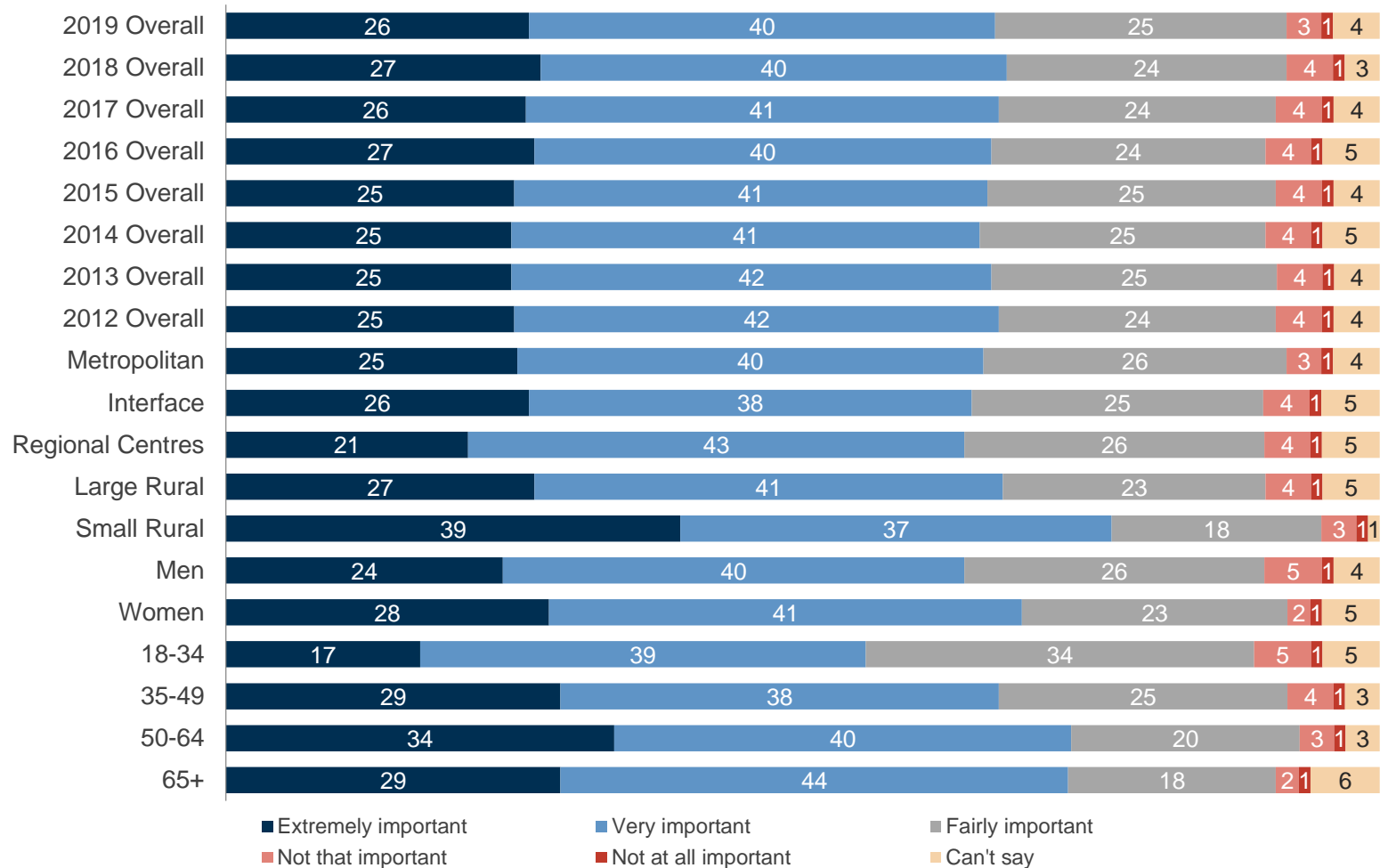
Base: All respondents. Councils asked state-wide: 12

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



Council's general town planning policy importance

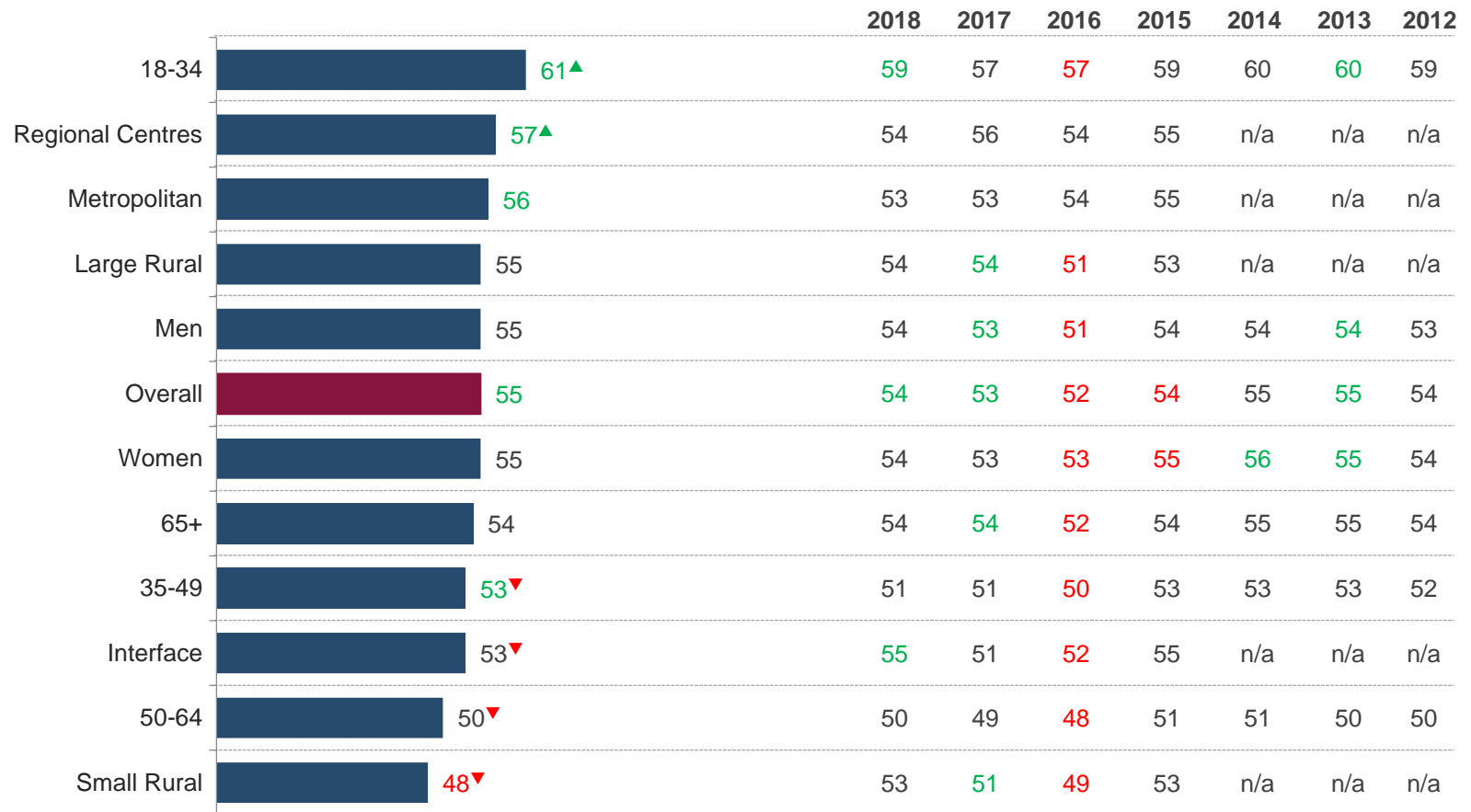
2019 Town planning importance (%)





Council's general town planning policy performance

2019 Town planning performance (index scores)



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

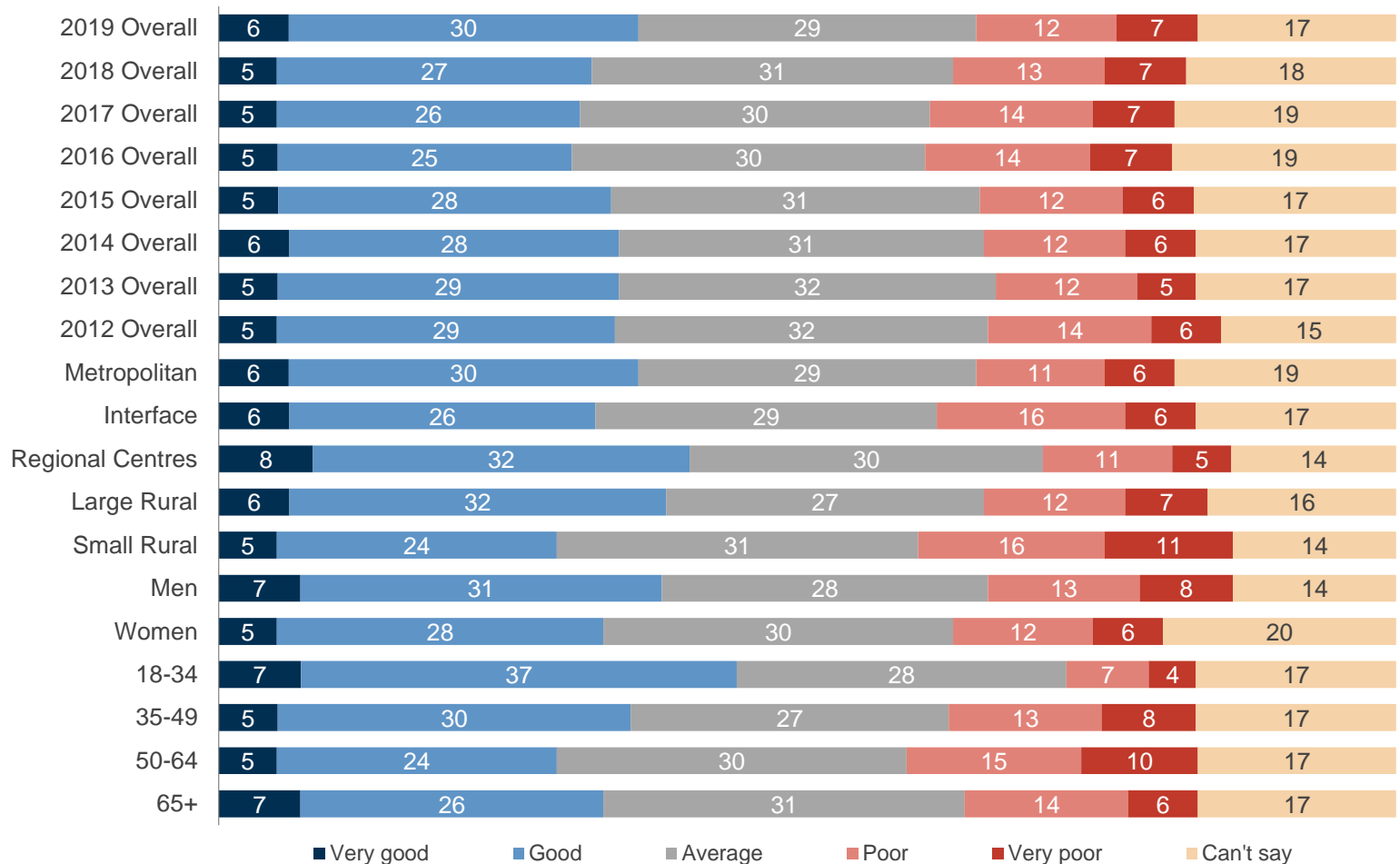
Base: All respondents. Councils asked state-wide: 19

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



Council's general town planning policy performance

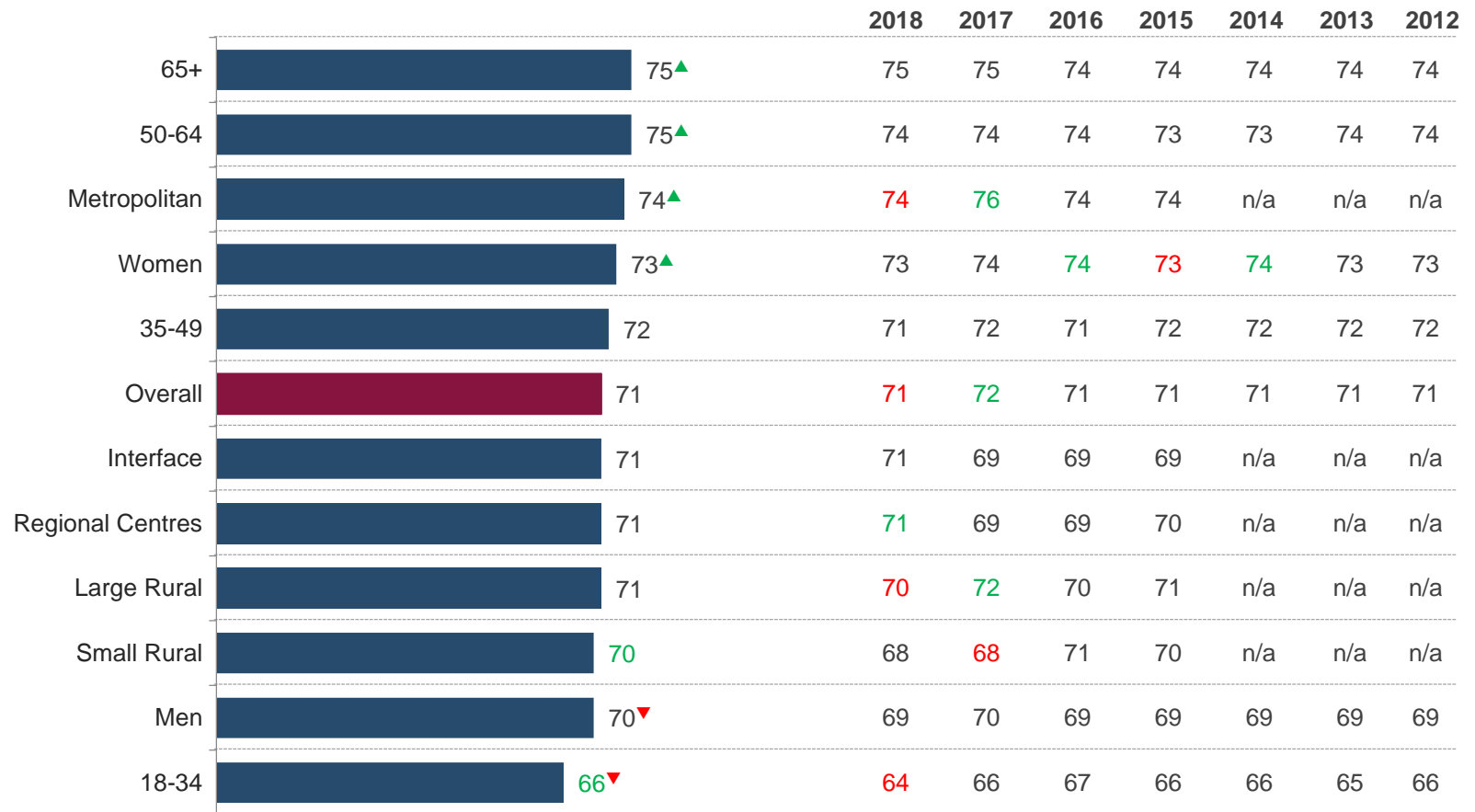
2019 Town planning performance (%)





Planning and building permits importance

2019 Planning and building permits importance (index scores)



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

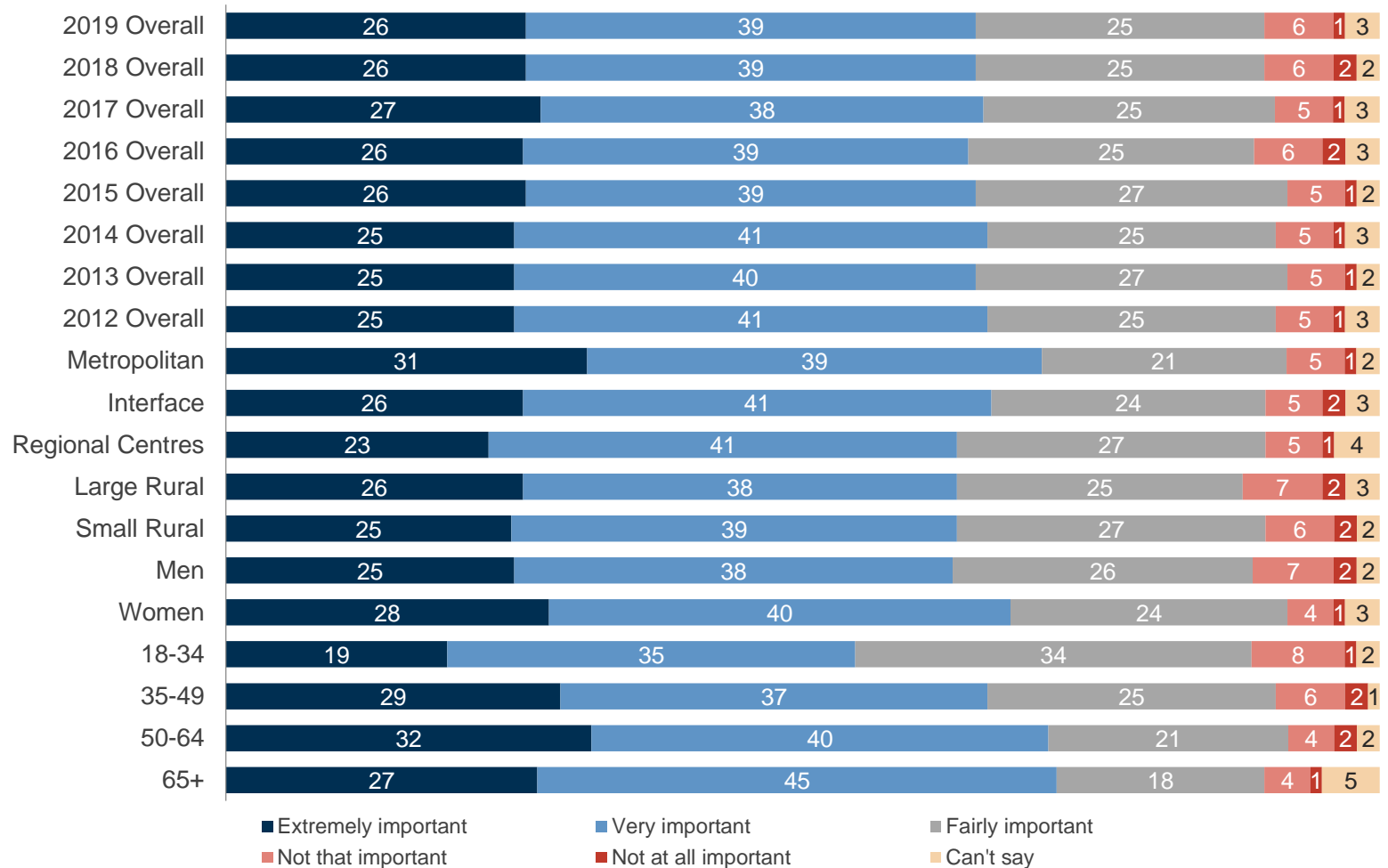
Base: All respondents. Councils asked state-wide: 20

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



Planning and building permits importance

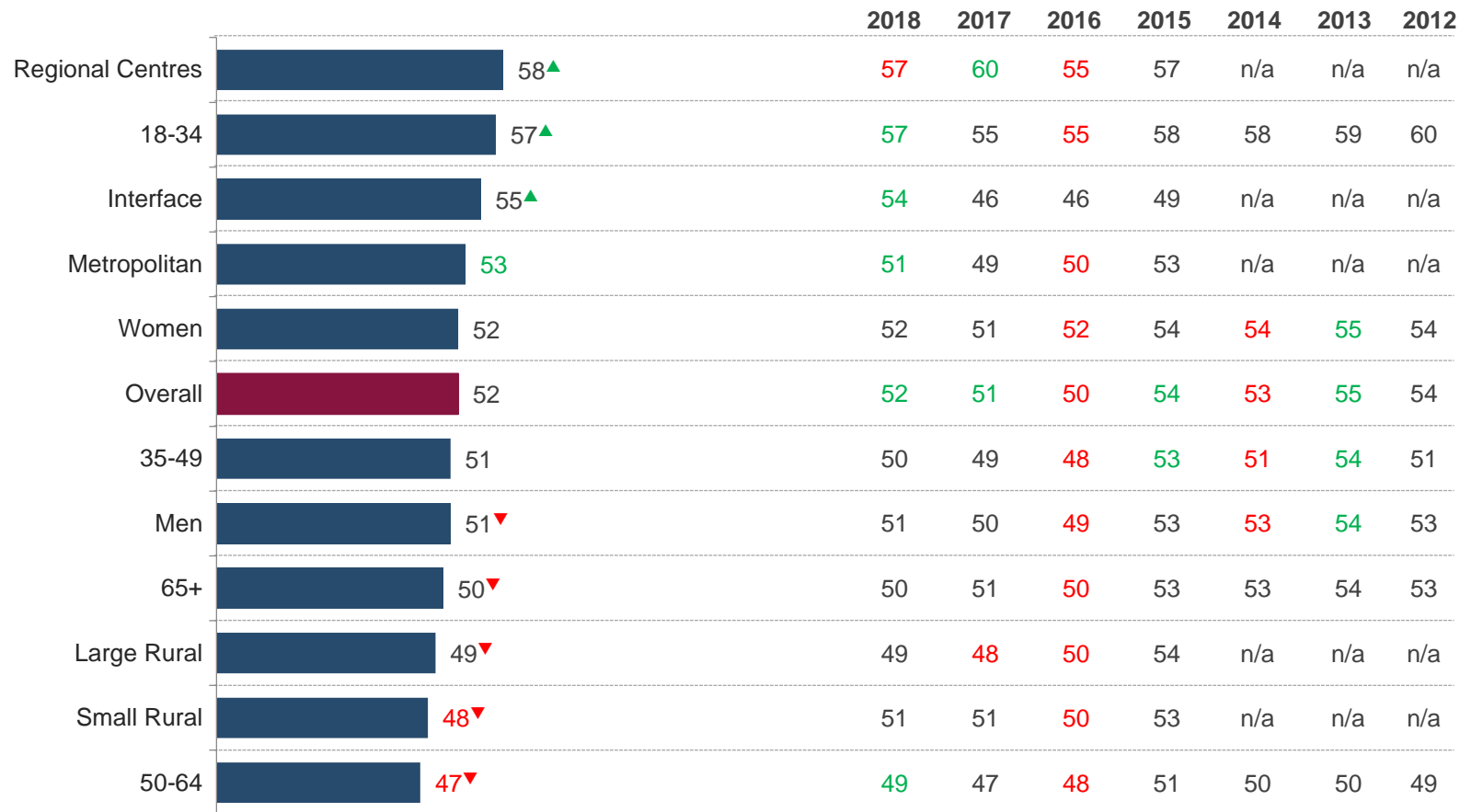
2019 Planning and building permits importance (%)





Planning and building permits performance

2019 Planning and building permits performance (index scores)



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

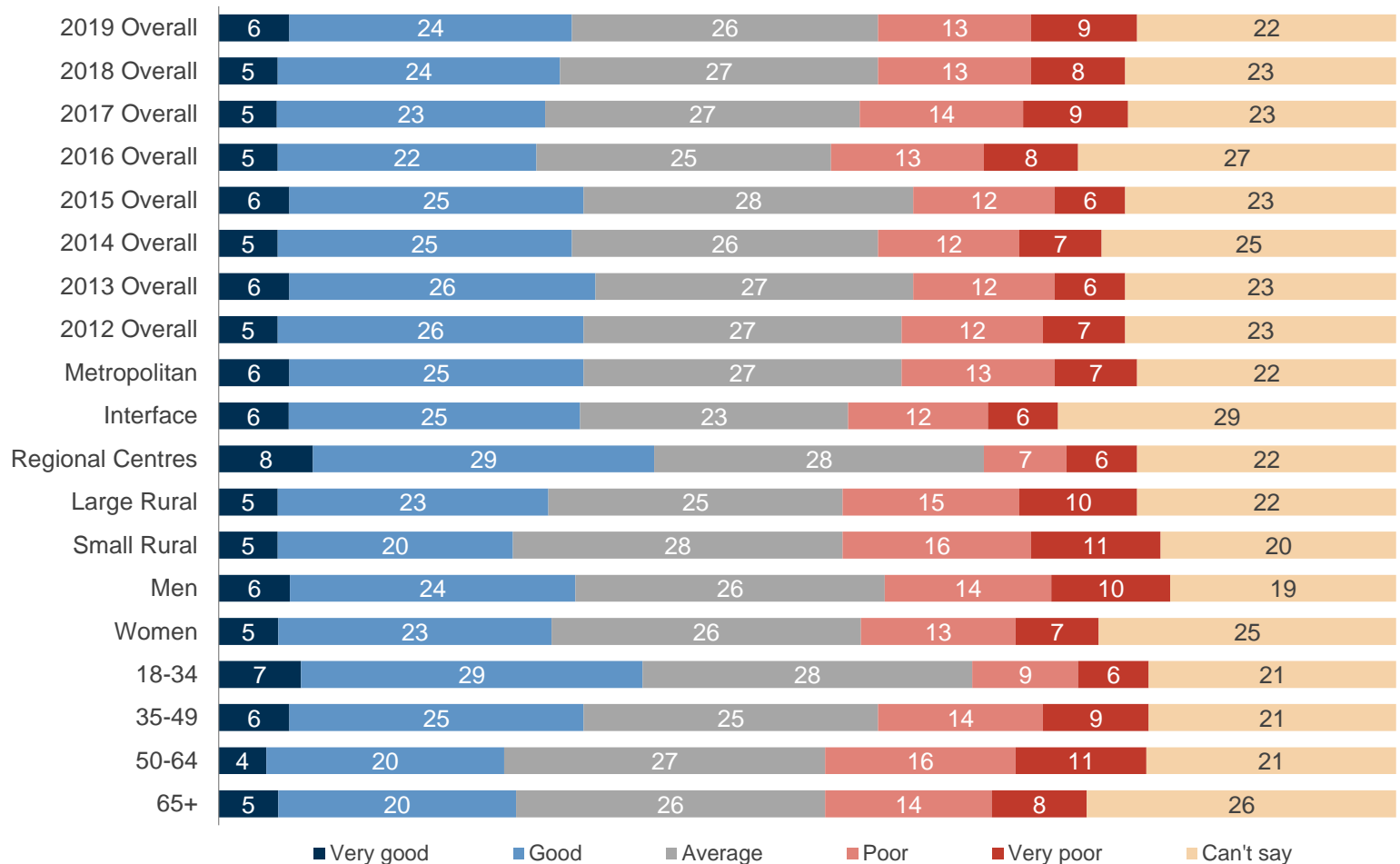
Base: All respondents. Councils asked state-wide: 27

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



Planning and building permits performance

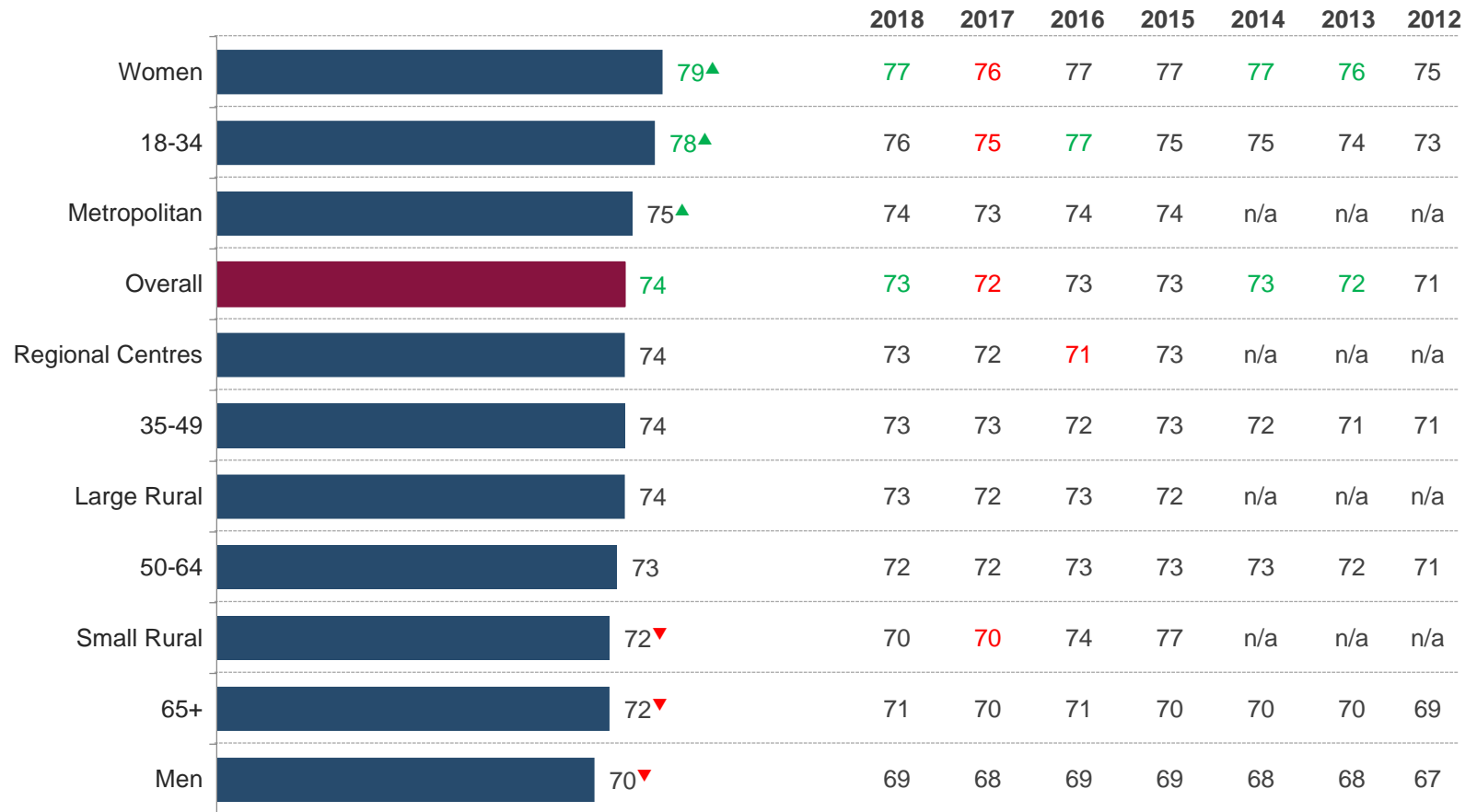
2019 Planning and building permits performance (%)





Environmental sustainability importance

2019 Environmental sustainability importance (index scores)



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

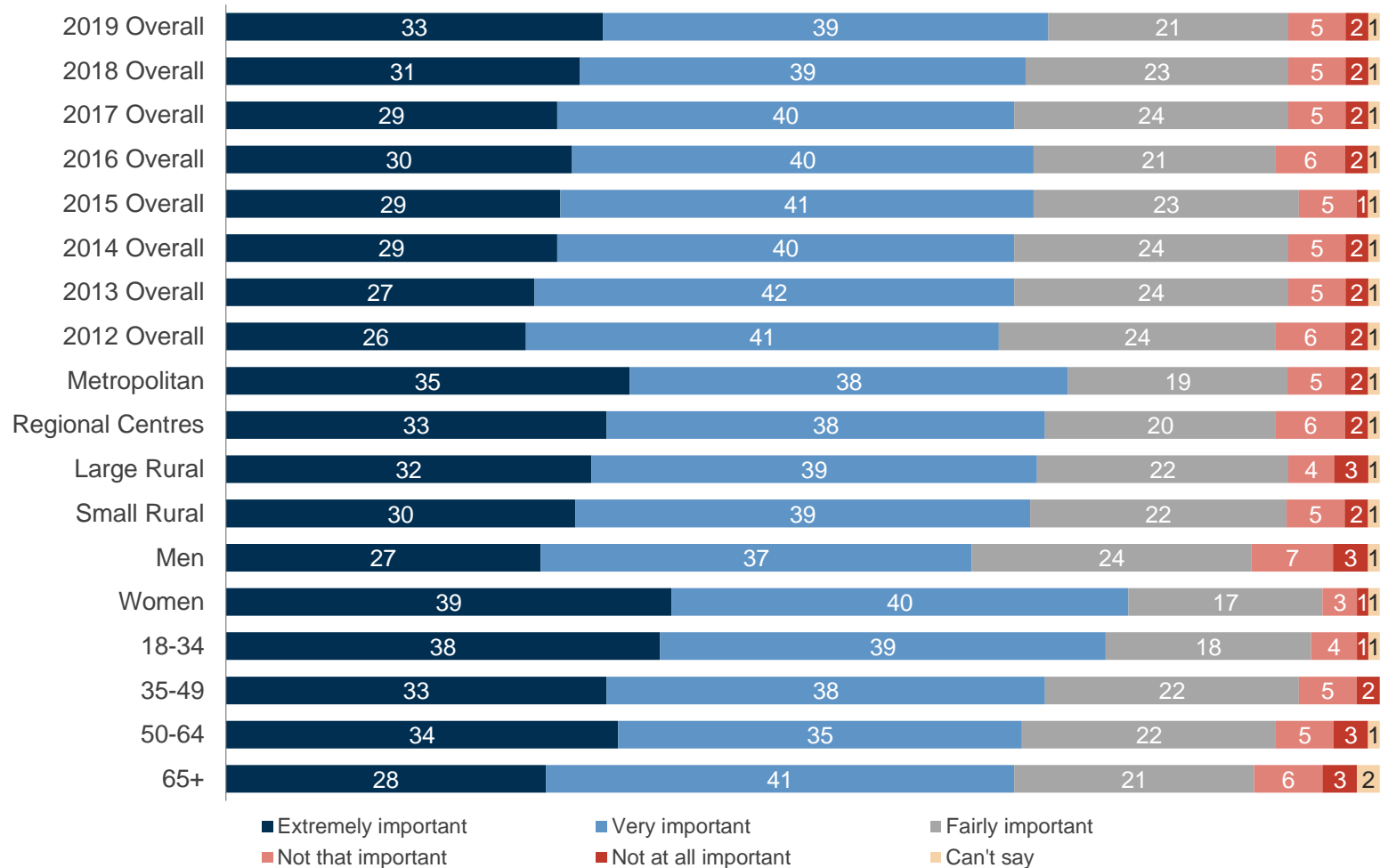
Base: All respondents. Councils asked state-wide: 22

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



Environmental sustainability importance

2019 Environmental sustainability importance (%)





Environmental sustainability performance

2019 Environmental sustainability performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Metropolitan	64▲	64	64	64	65	n/a	n/a	n/a
18-34	63▲	64	64	64	65	65	66	67
Regional Centres	63	64	65	63	63	n/a	n/a	n/a
65+	63▲	63	64	63	65	65	65	65
Men	62	63	64	62	64	64	64	64
35-49	62	63	64	63	63	64	64	63
Overall	62	63	64	63	64	64	64	64
Women	62	63	63	63	64	64	64	65
Large Rural	61▼	61	62	62	64	n/a	n/a	n/a
Interface	60	64	62	60	63	n/a	n/a	n/a
50-64	59▼	61	62	61	62	62	62	62
Small Rural	59▼	62	63	61	63	n/a	n/a	n/a

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

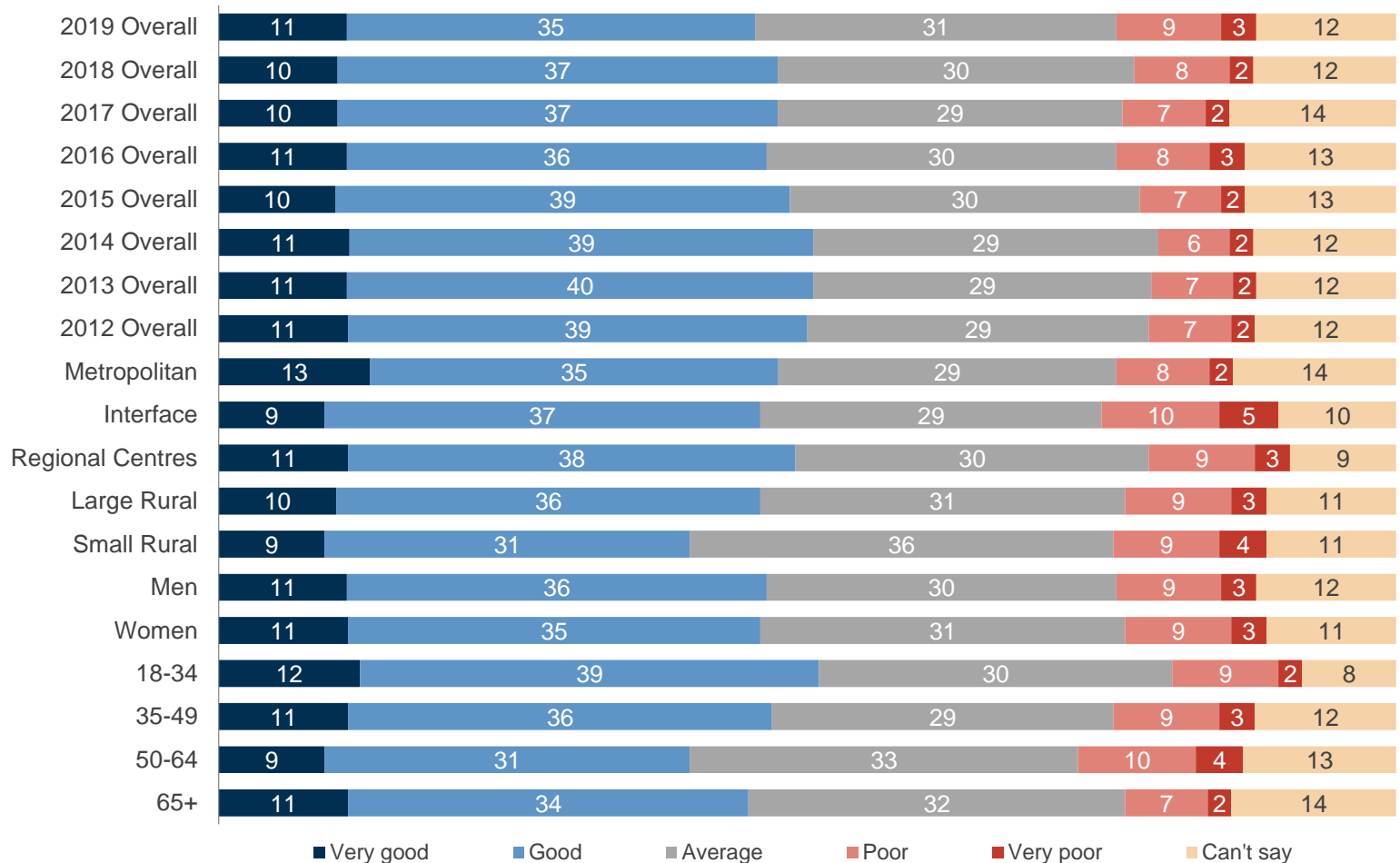
Base: All respondents. Councils asked state-wide: 27

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



Environmental sustainability performance

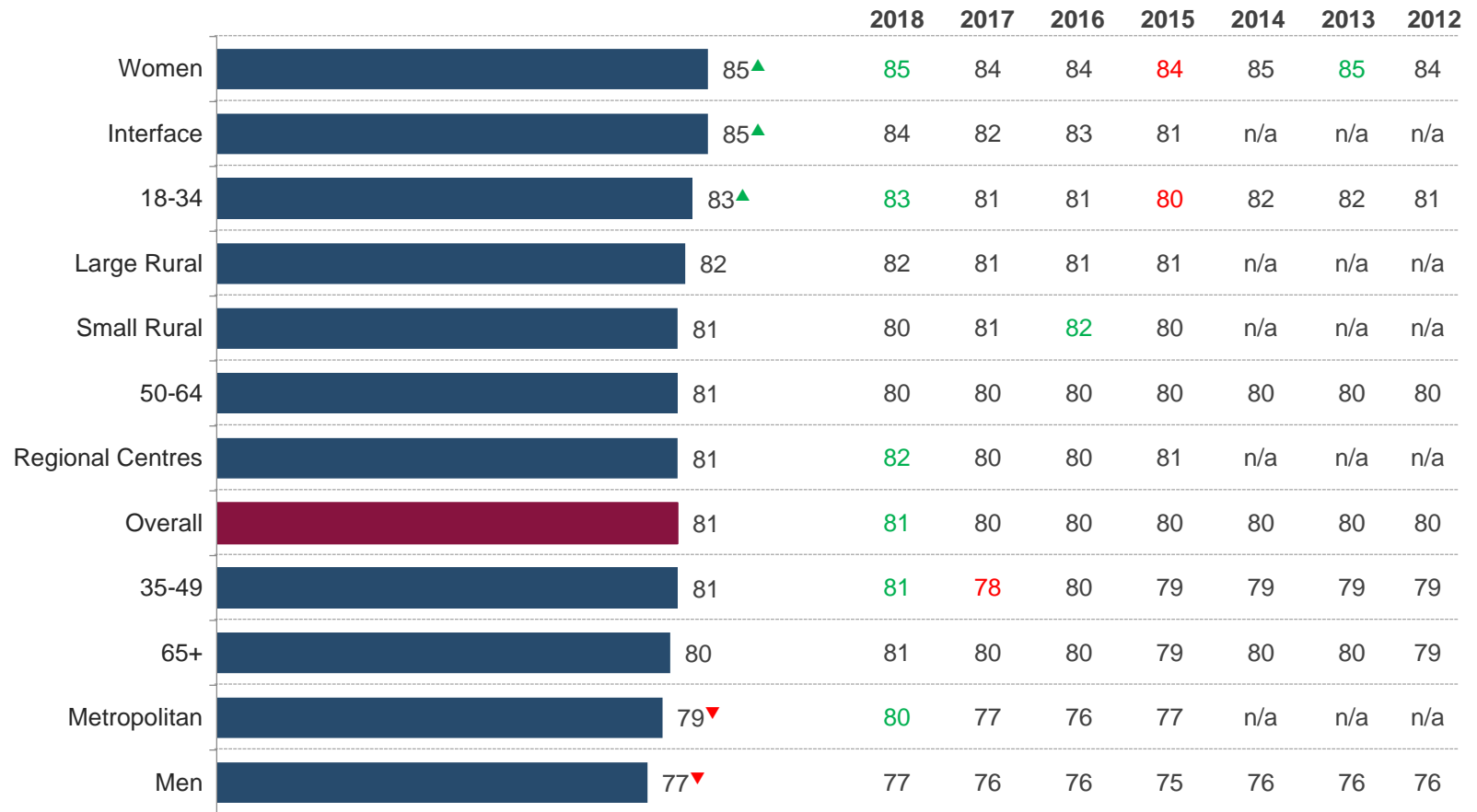
2019 Environmental sustainability performance (%)





Emergency and disaster management importance

2019 Emergency and disaster management importance (index scores)



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

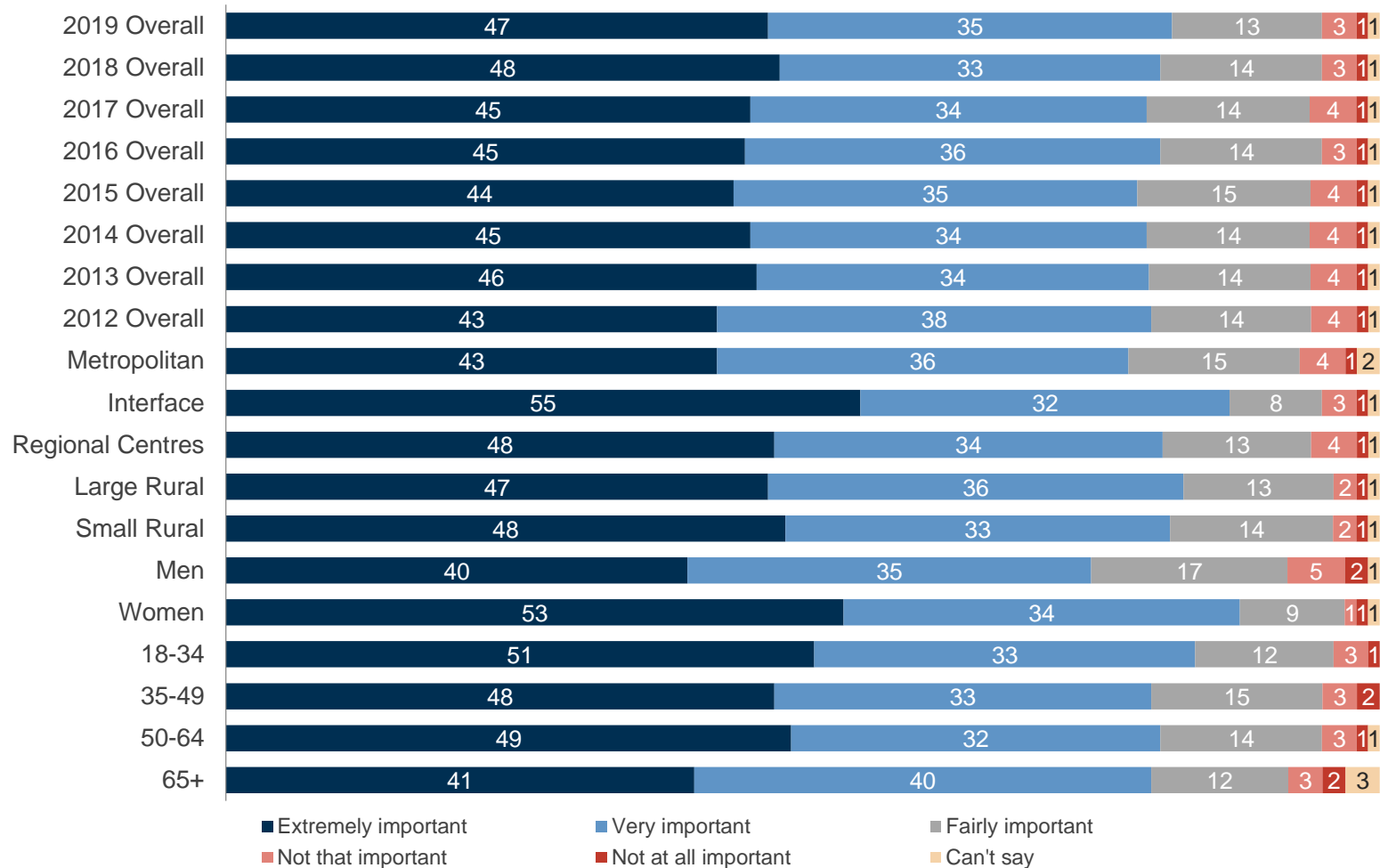
Base: All respondents. Councils asked state-wide: 18

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



Emergency and disaster management importance

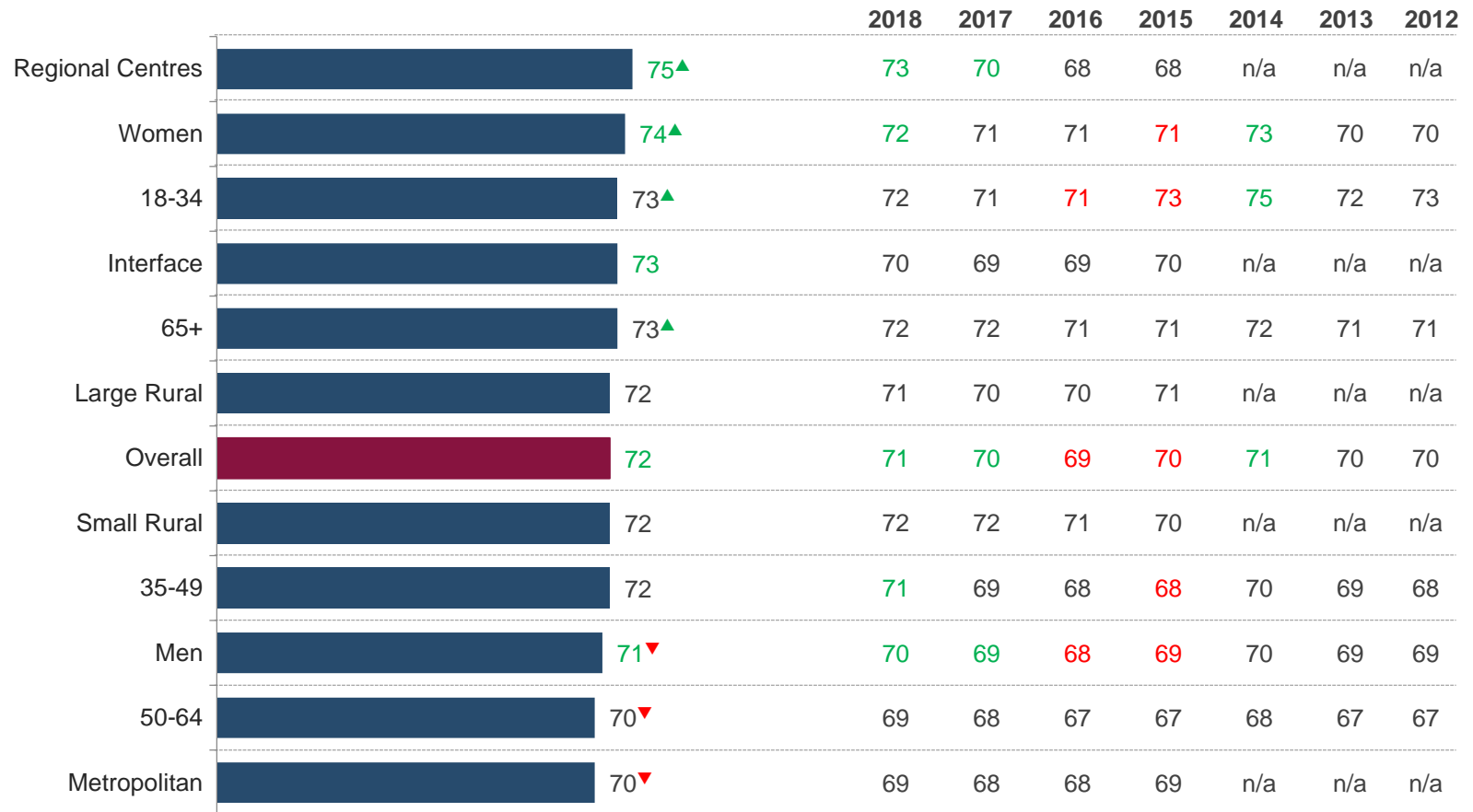
2019 Emergency and disaster management importance (%)





Emergency and disaster management performance

2019 Emergency and disaster management performance (index scores)



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

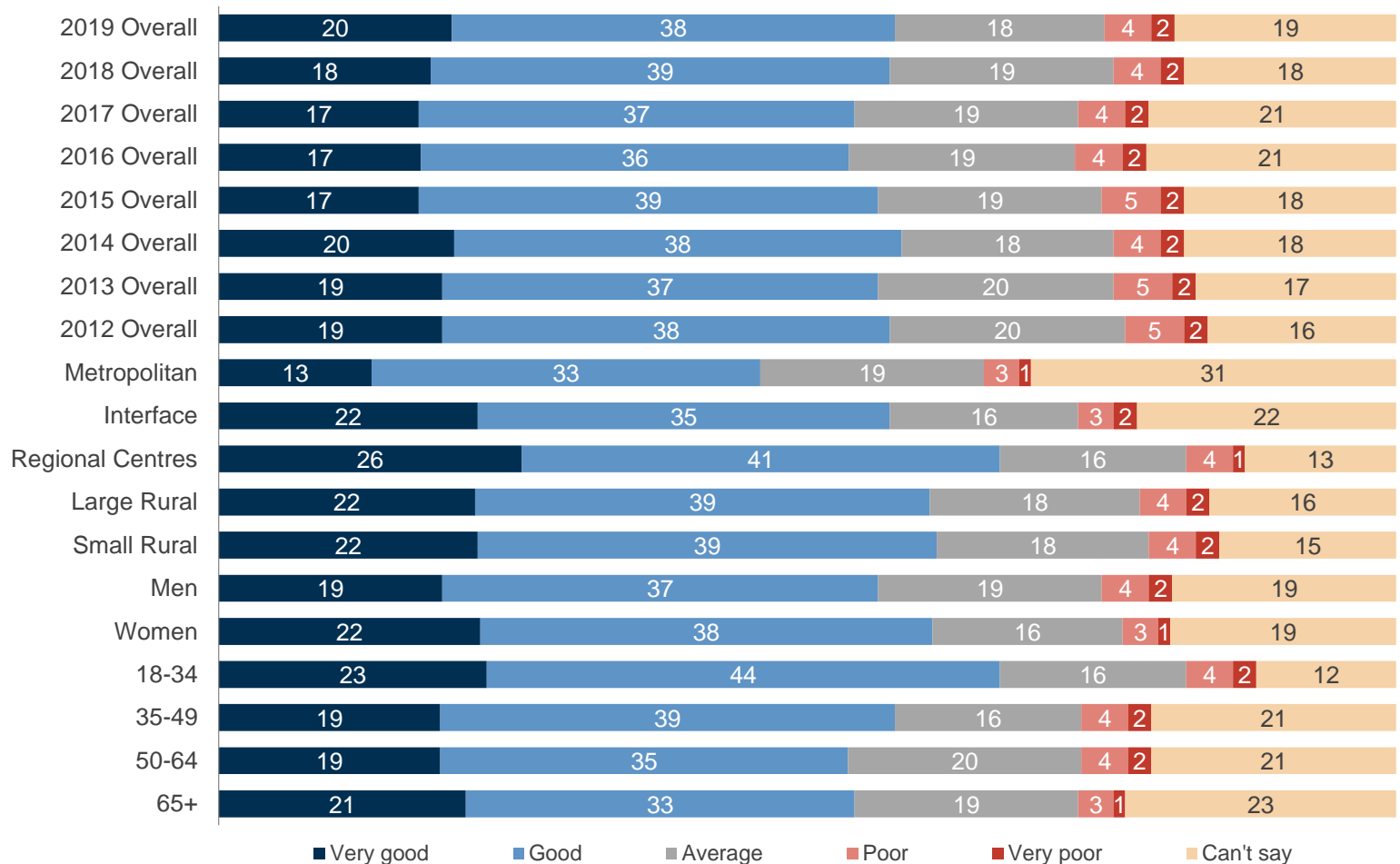
Base: All respondents. Councils asked state-wide: 24

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



Emergency and disaster management performance

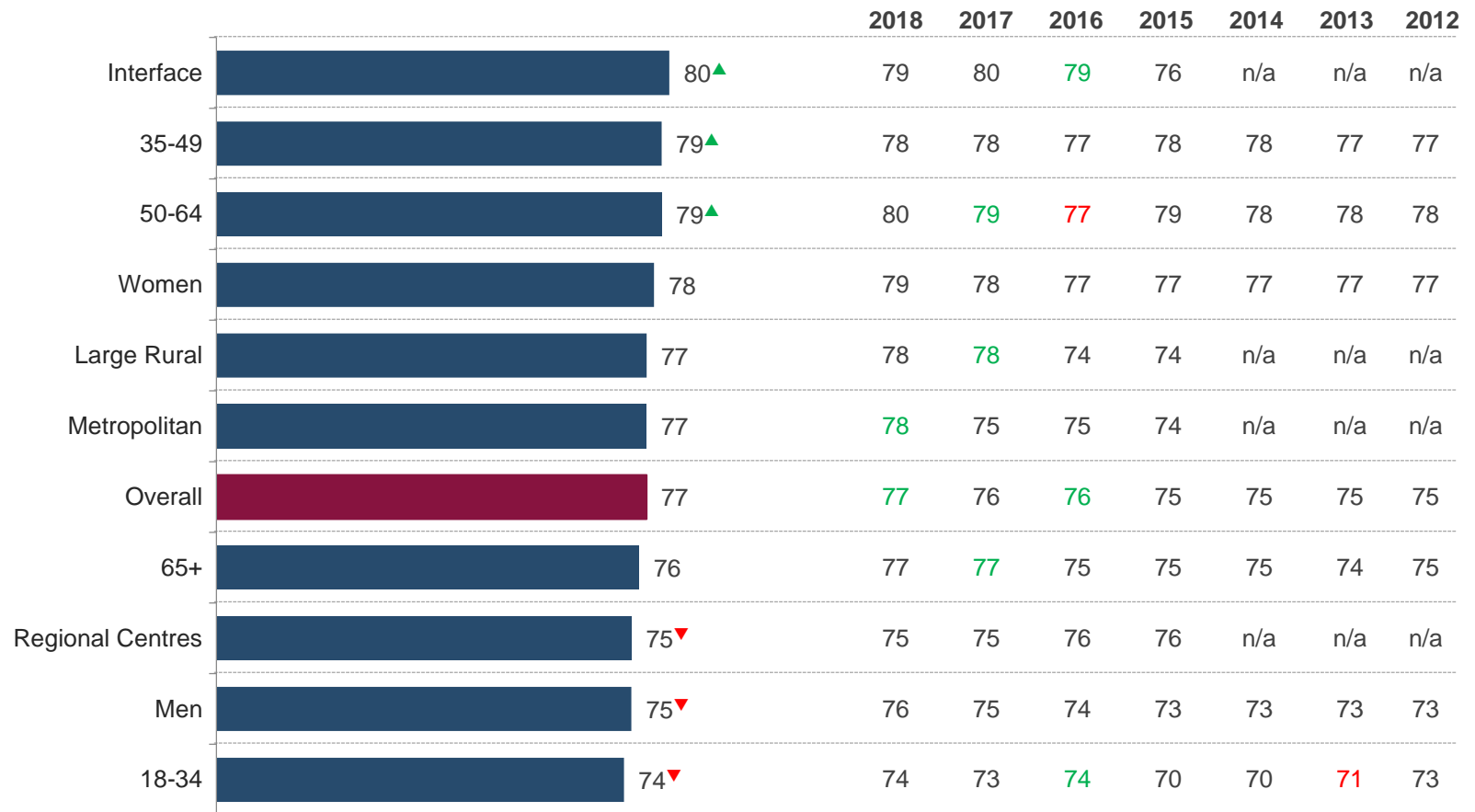
2019 Emergency and disaster management performance (%)





Planning for population growth in the area importance

2019 Population growth importance (index scores)



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

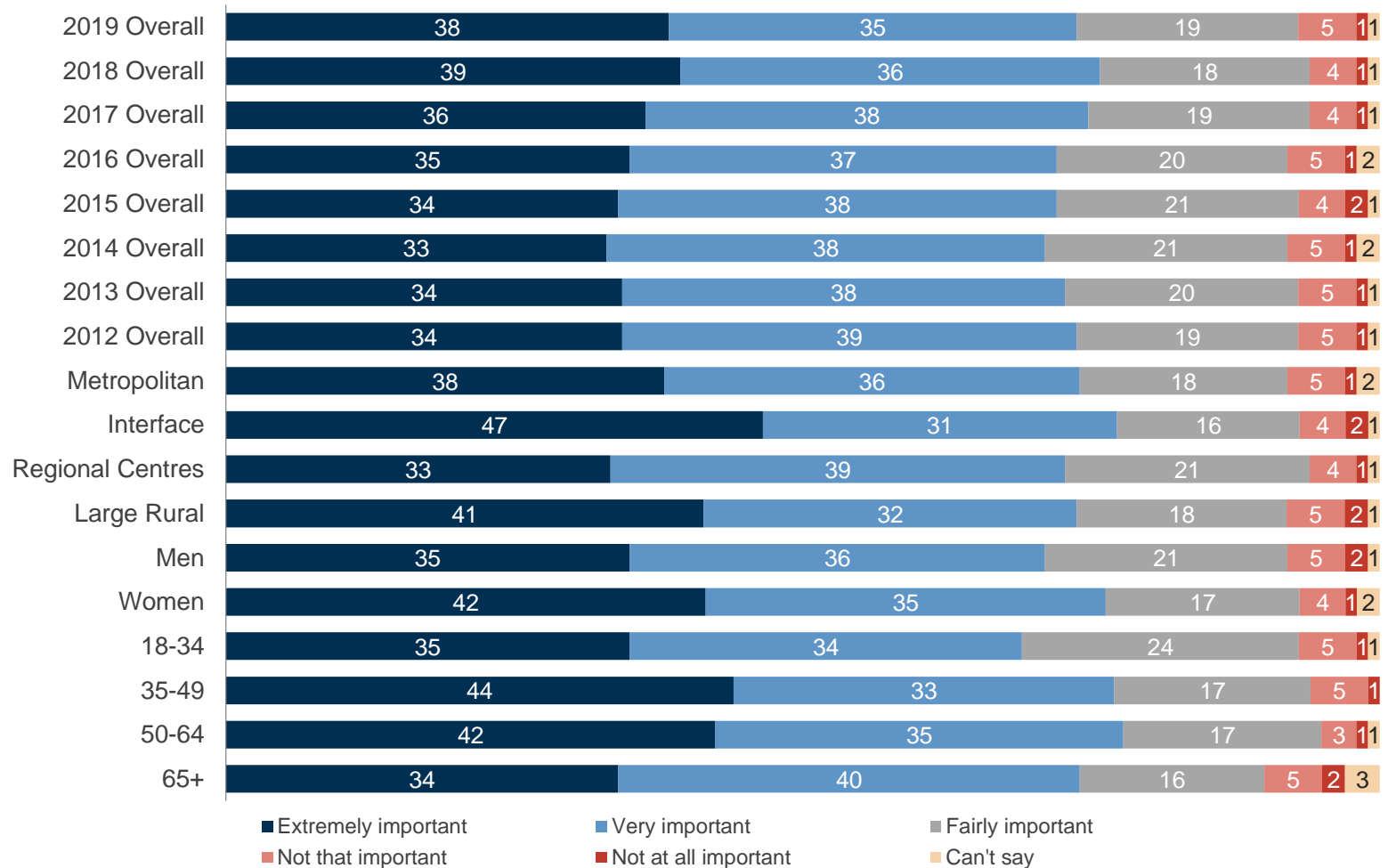
Base: All respondents. Councils asked state-wide: 11

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



Planning for population growth in the area importance

2019 Population growth importance (%)





Planning for population growth in the area performance

2019 Population growth performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Regional Centres	62▲	62	62	59	61	n/a	n/a	n/a
18-34	57▲	56	57	55	60	59	59	58
65+	52	51	52	52	54	55	55	52
Men	52	52	53	52	54	54	54	52
Overall	52	52	52	51	54	54	54	52
Women	52	52	52	51	55	55	54	52
Metropolitan	52	50	51	51	54	n/a	n/a	n/a
Small Rural	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	49▼	50	49	48	50	51	50	49
Large Rural	49▼	48	48	47	50	n/a	n/a	n/a
35-49	49▼	51	50	49	51	52	51	48
Interface	48▼	49	50	55	57	n/a	n/a	n/a

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

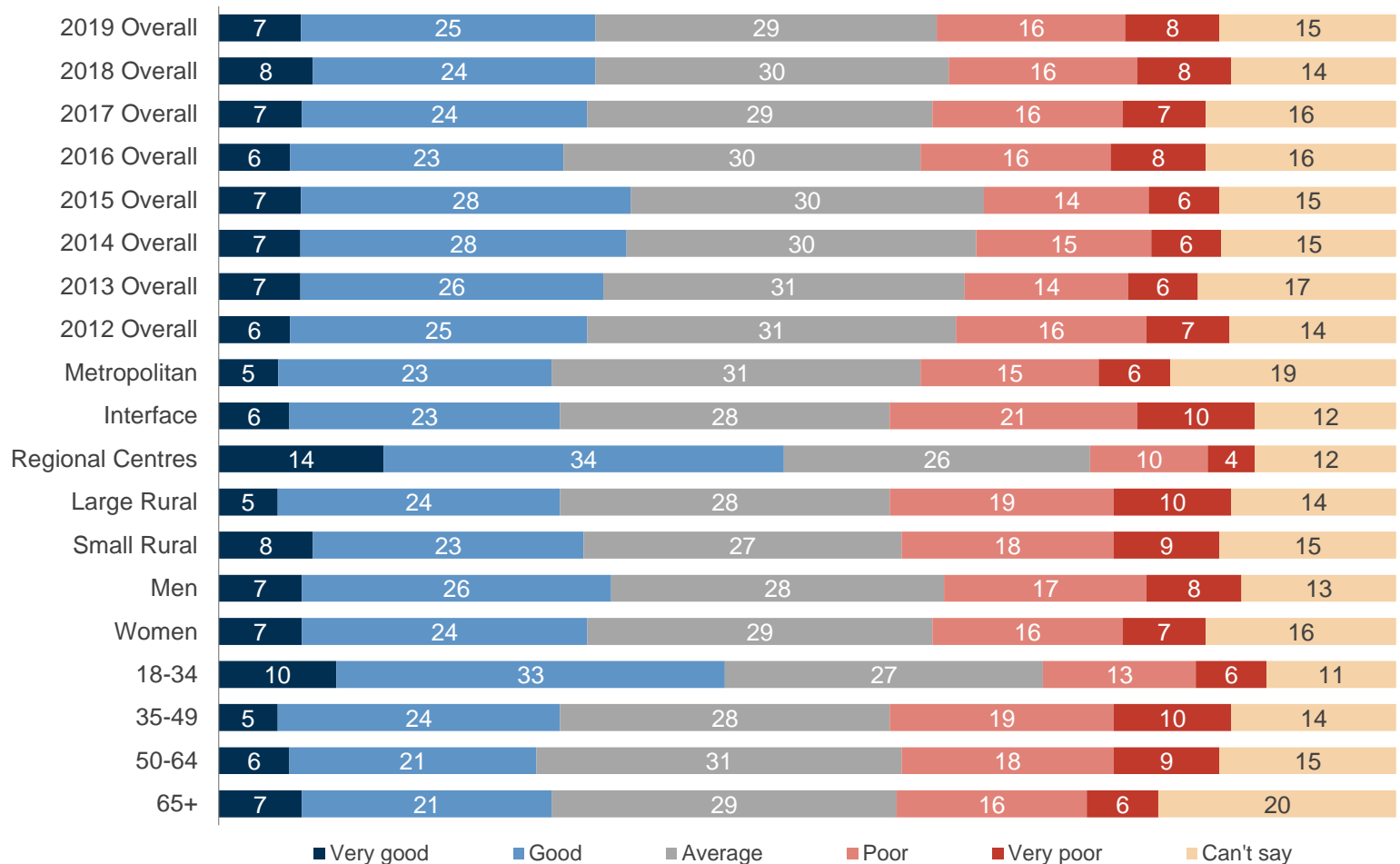
Base: All respondents. Councils asked state-wide: 17

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



Planning for population growth in the area performance

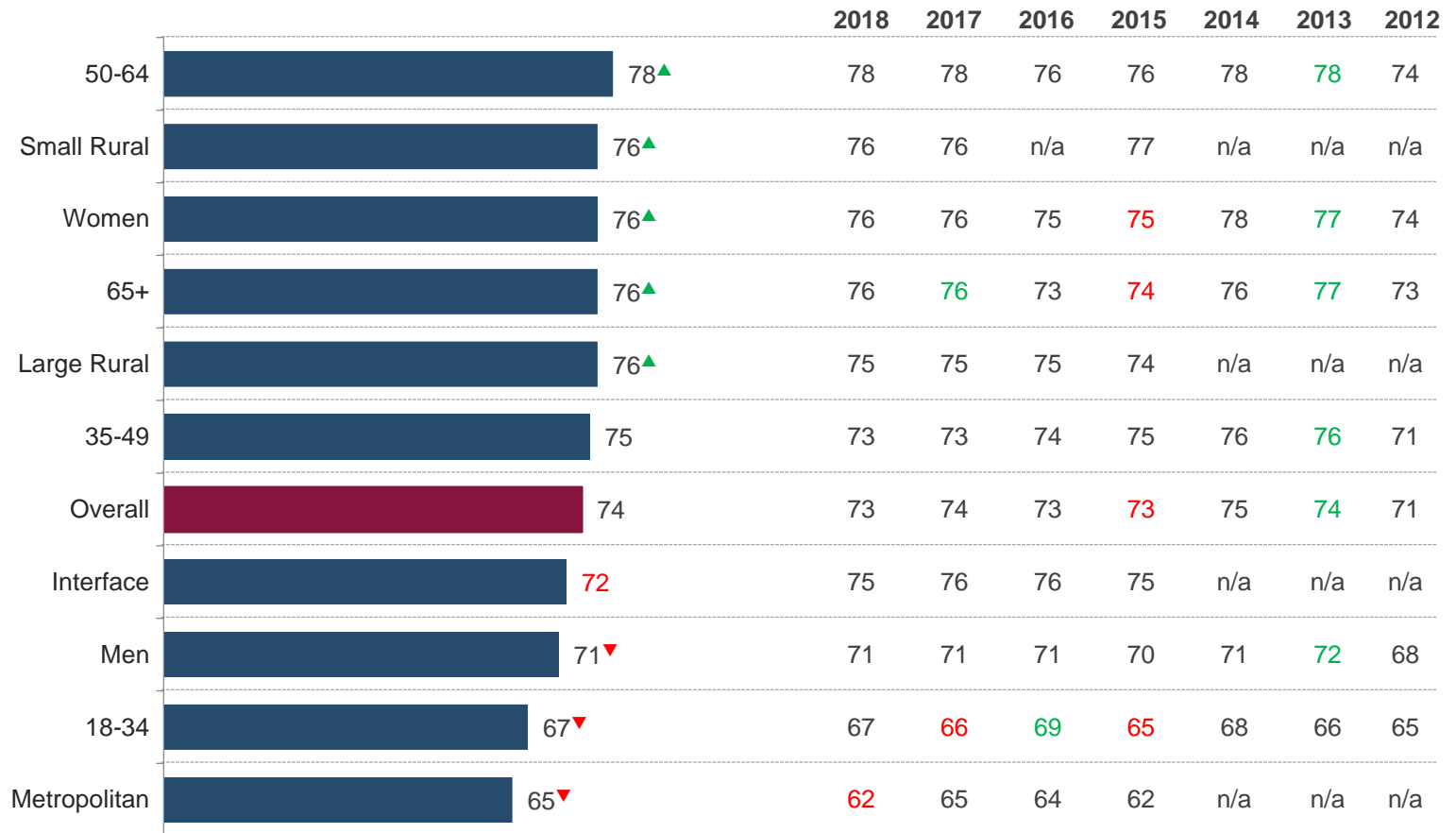
2019 Population growth performance (%)





Roadside slashing and weed control importance

2019 Roadside slashing and weed control importance (index scores)



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

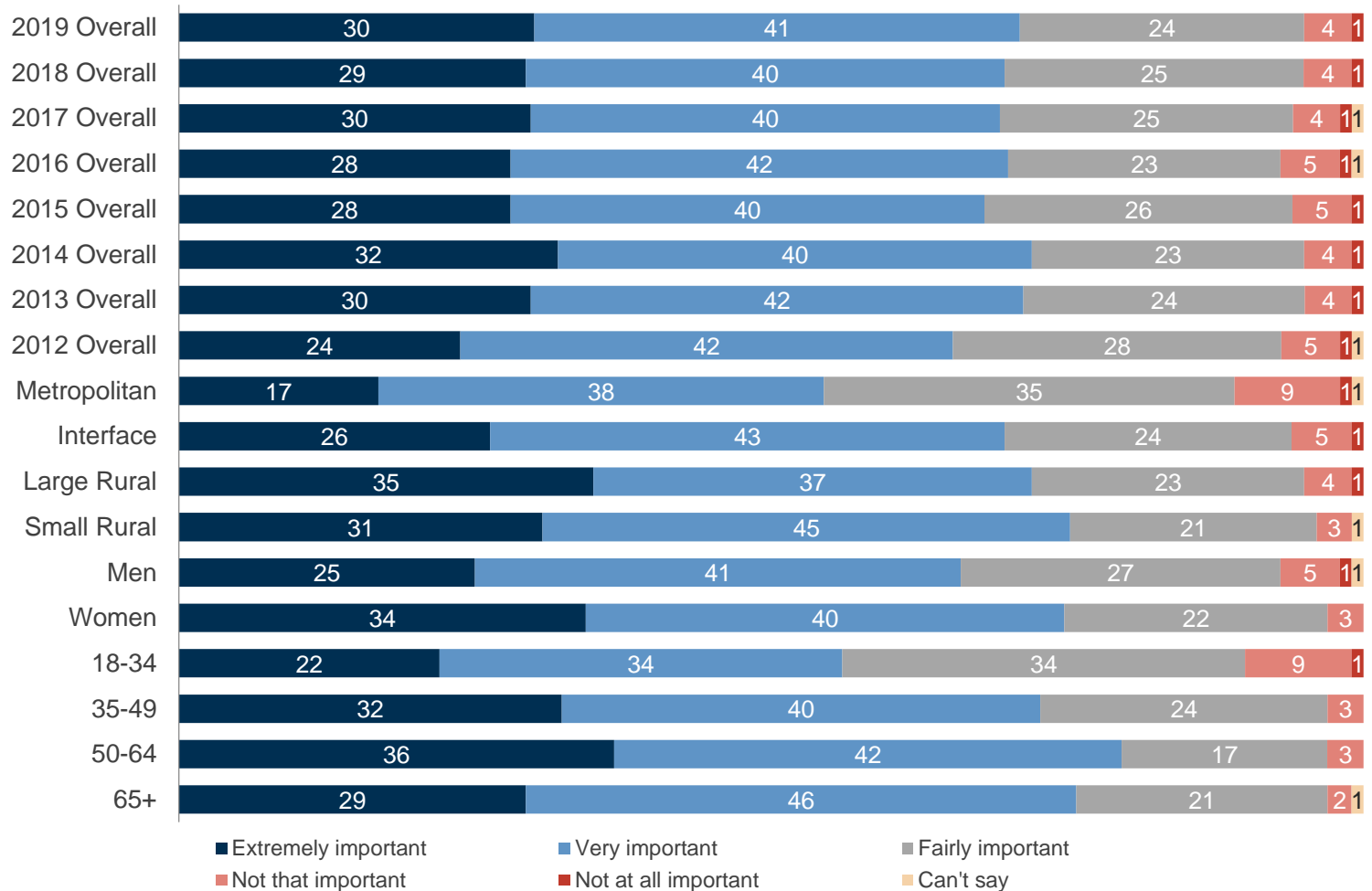
Base: All respondents. Councils asked state-wide: 7

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



Roadside slashing and weed control importance

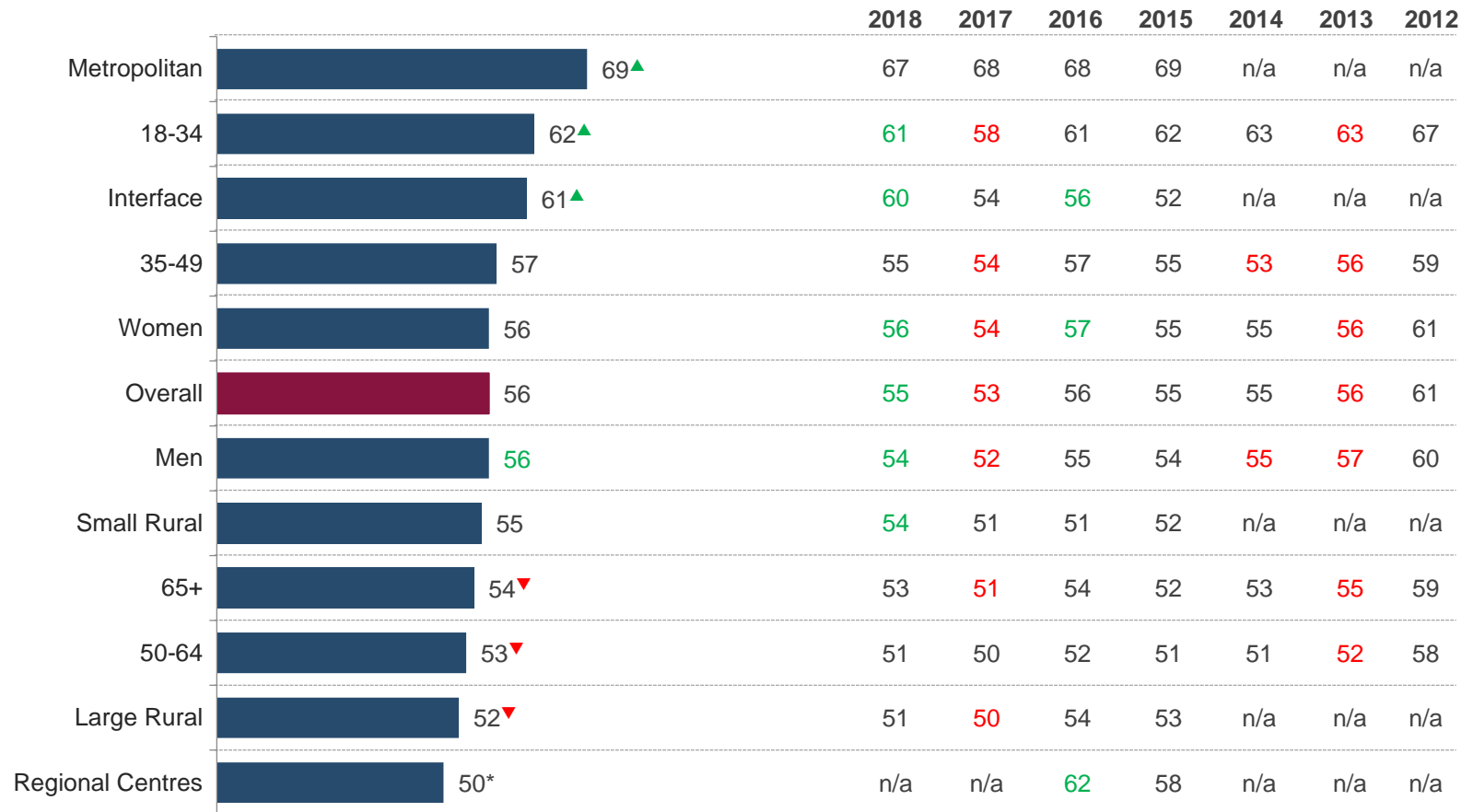
2019 Roadside slashing and weed control importance (%)





Roadside slashing and weed control performance

2019 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

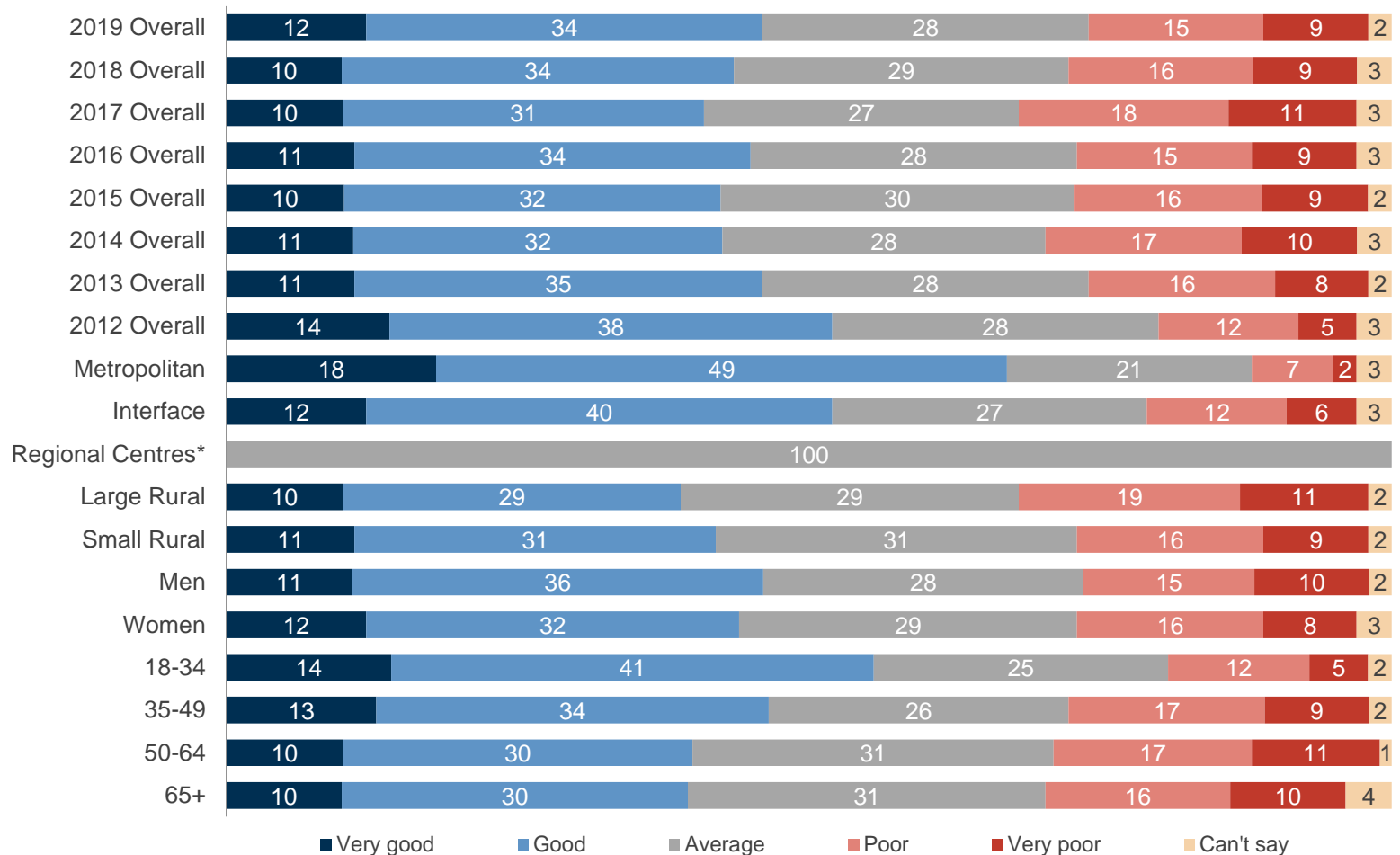
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Roadside slashing and weed control performance

2019 Roadside slashing and weed control performance (%)



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

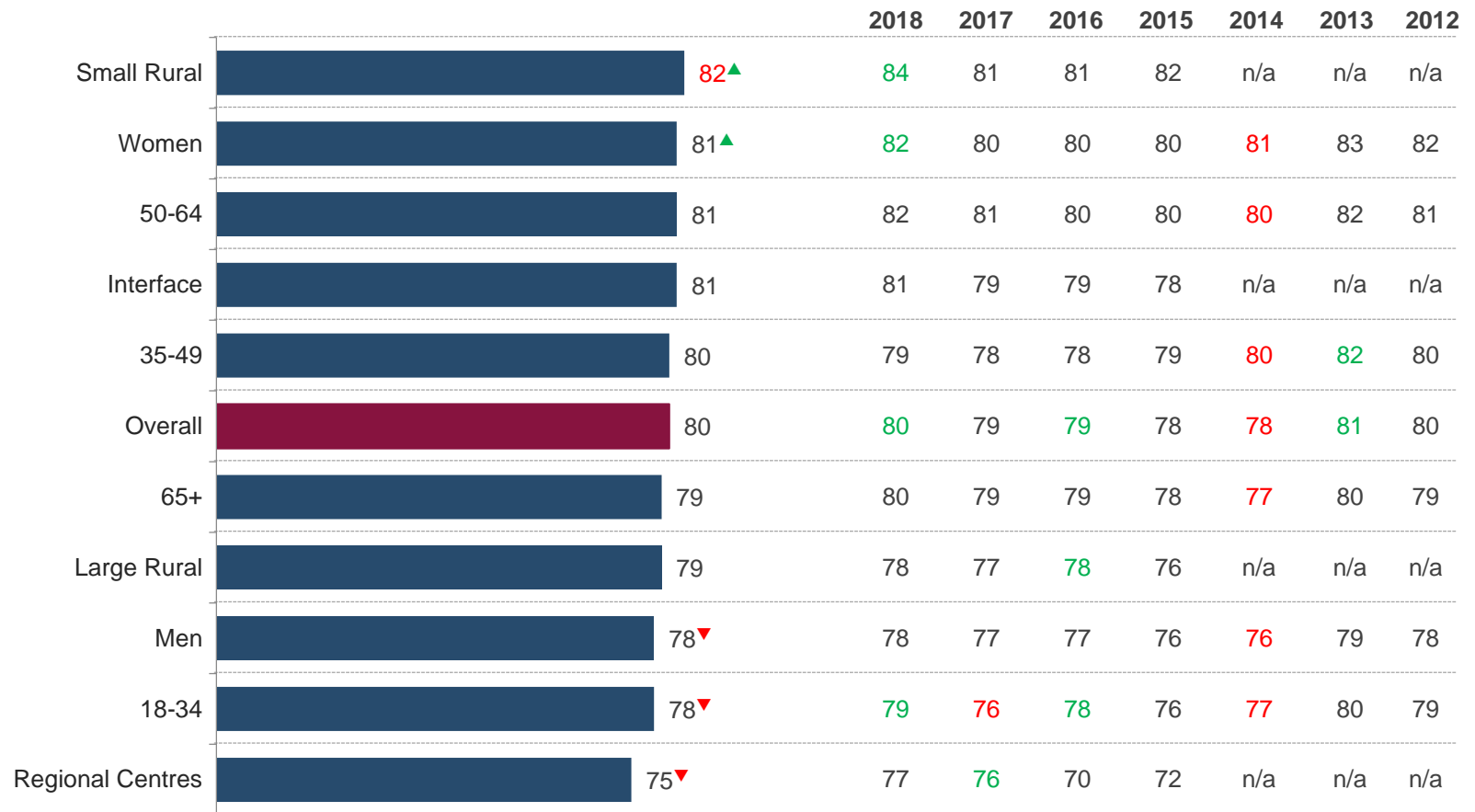
Base: All respondents. Councils asked state-wide: 13

*Caution: small sample size < n=30



Maintenance of unsealed roads in your area importance

2019 Unsealed roads importance (index scores)



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

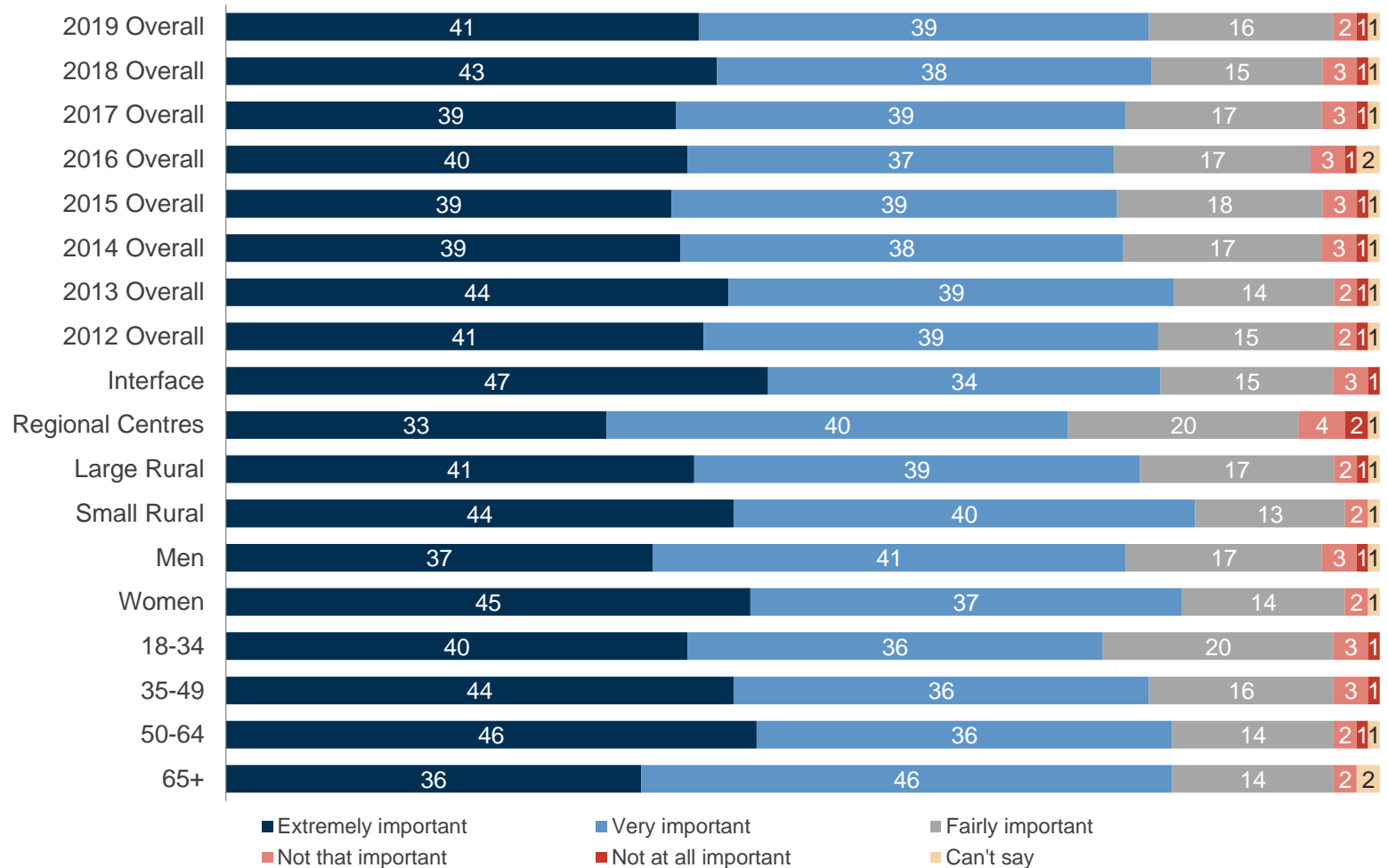
Base: All respondents. Councils asked state-wide: 13

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



Maintenance of unsealed roads in your area importance

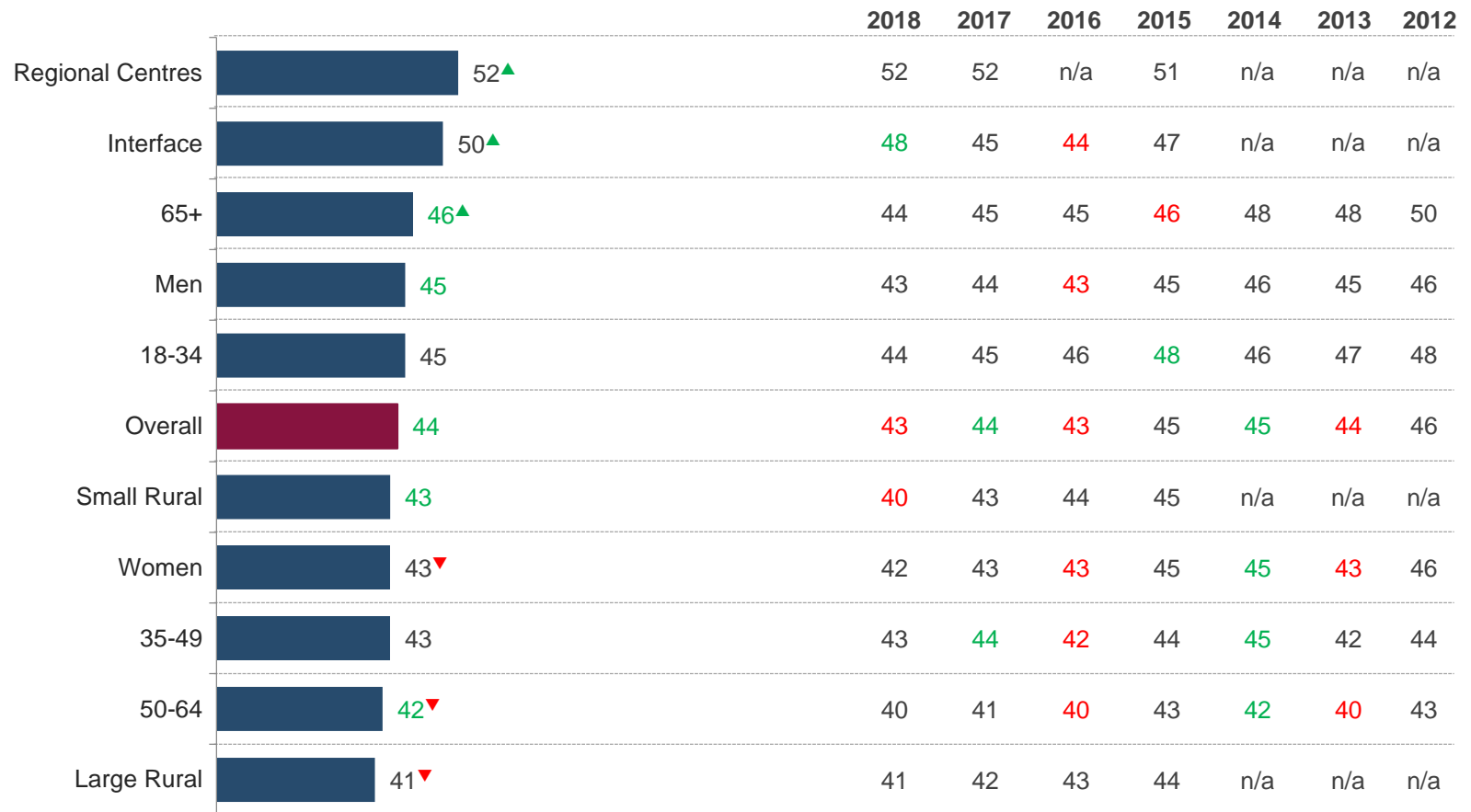
2019 Unsealed roads importance (%)





Maintenance of unsealed roads in your area performance

2019 Unsealed roads performance (index scores)



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

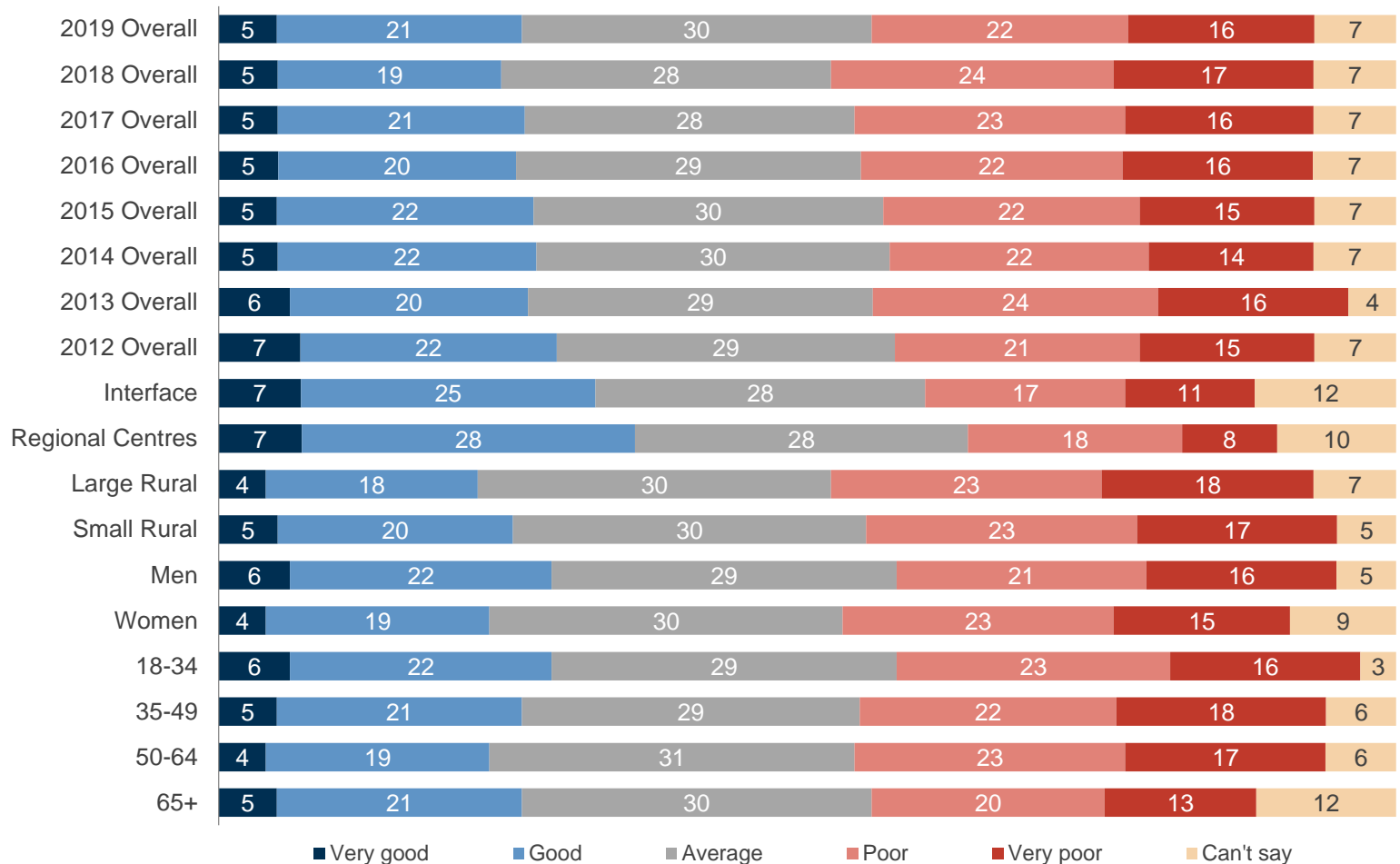
Base: All respondents. Councils asked state-wide: 23

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



Maintenance of unsealed roads in your area performance

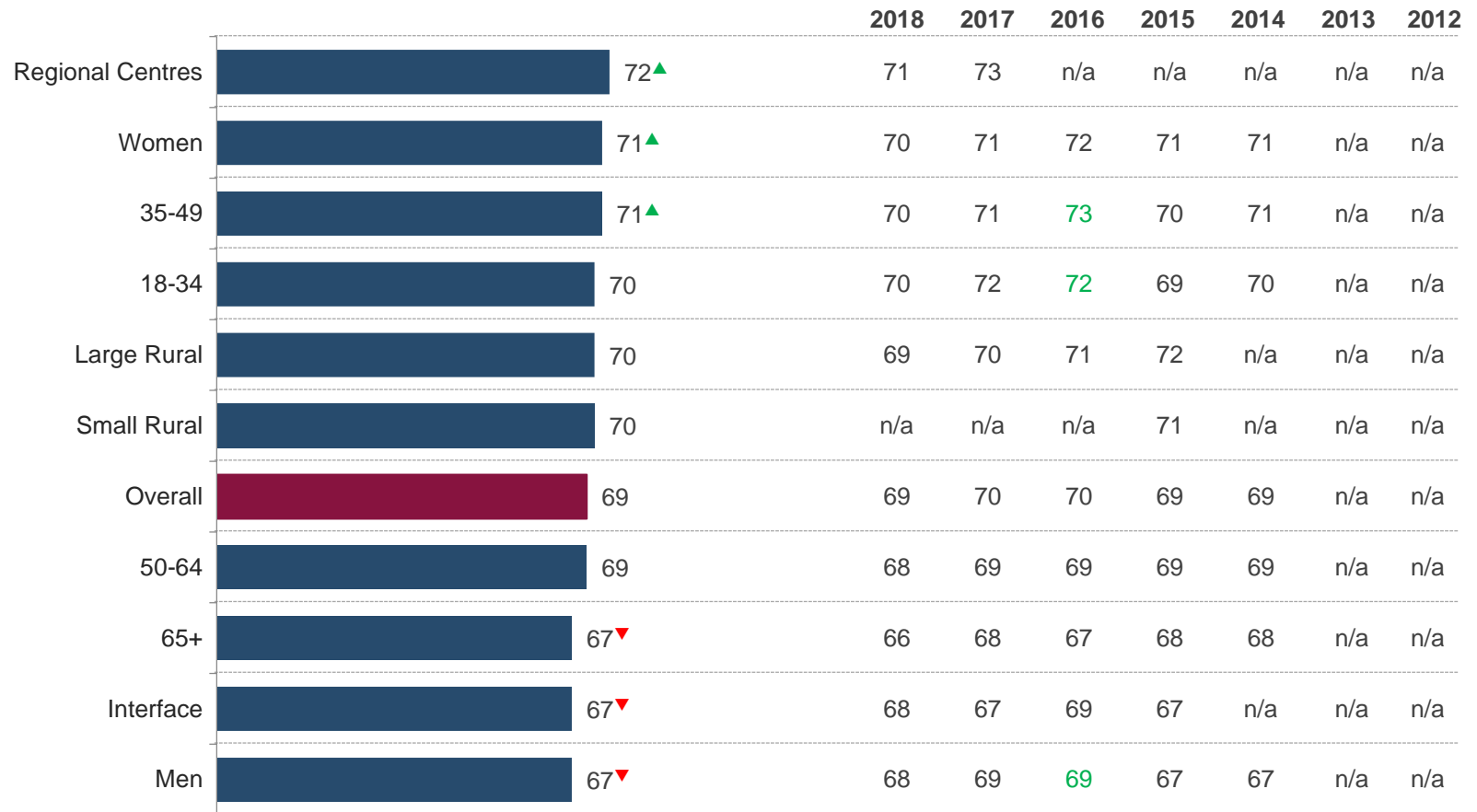
2019 Unsealed roads performance (%)





Business and community development importance

2019 Business/community development importance (index scores)



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

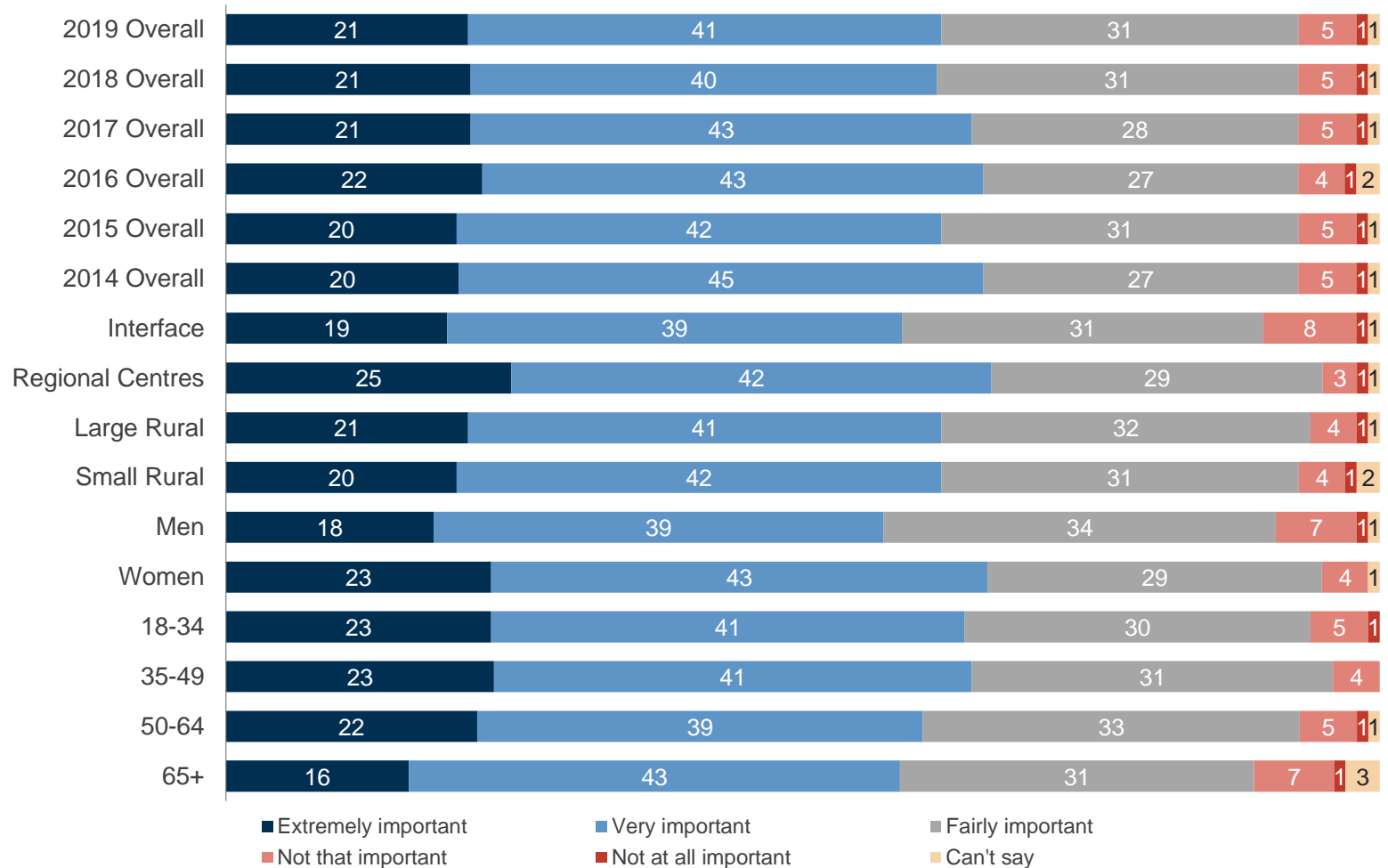
Base: All respondents. Councils asked state-wide: 7

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



Business and community development importance

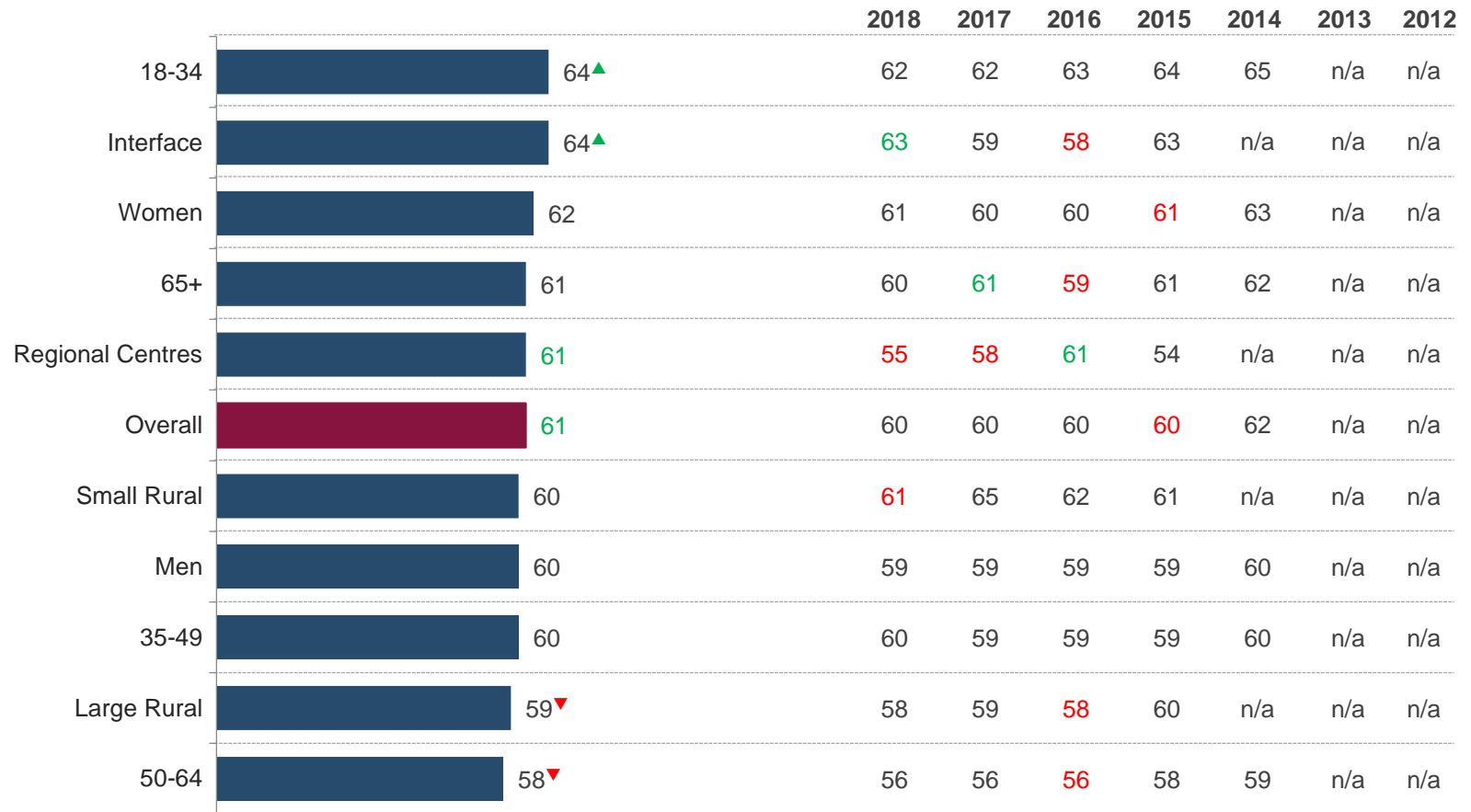
2019 Business/community development importance (%)





Business and community development performance

2019 Business/community development performance (index scores)



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

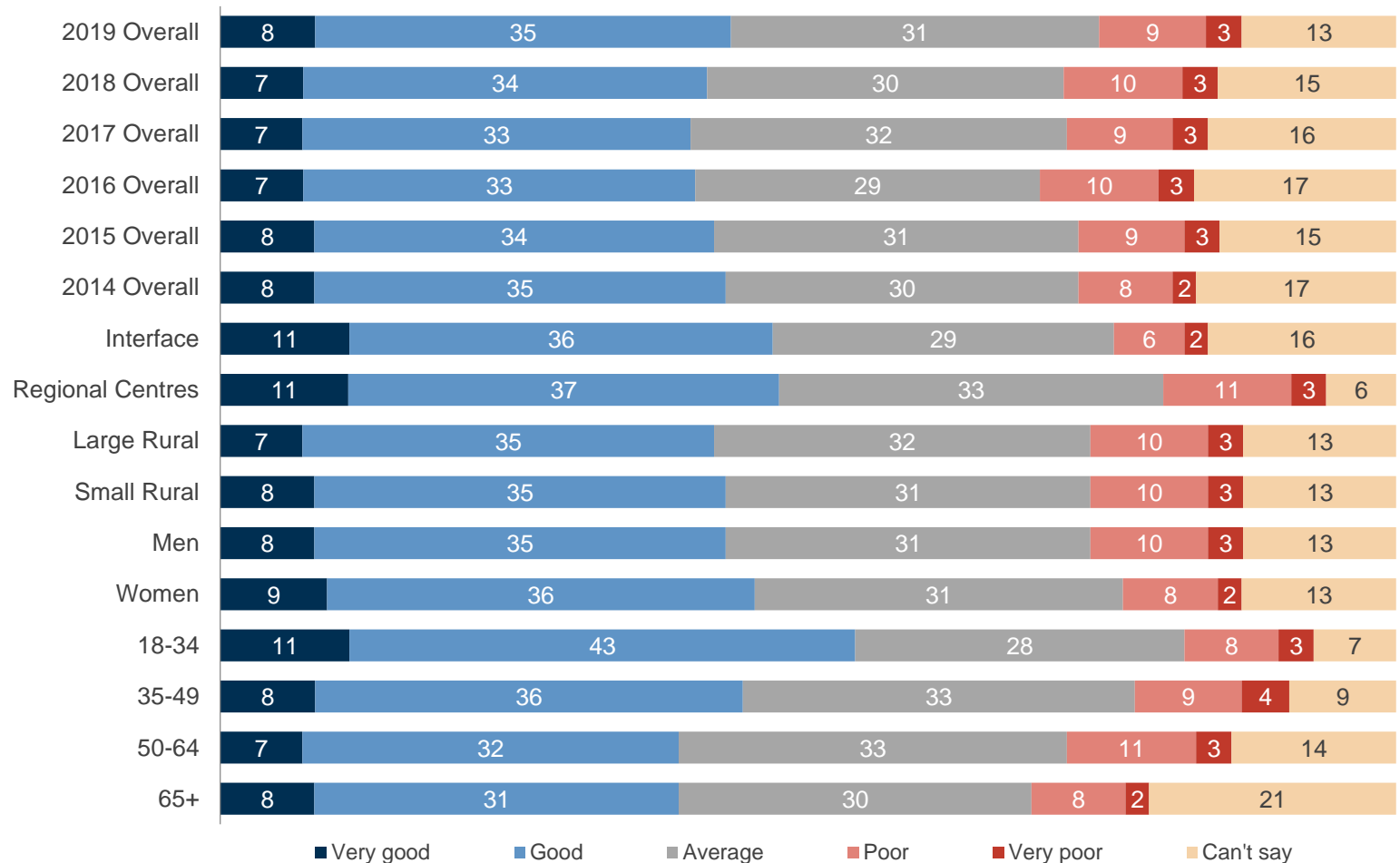
Base: All respondents. Councils asked state-wide: 11

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



Business and community development performance

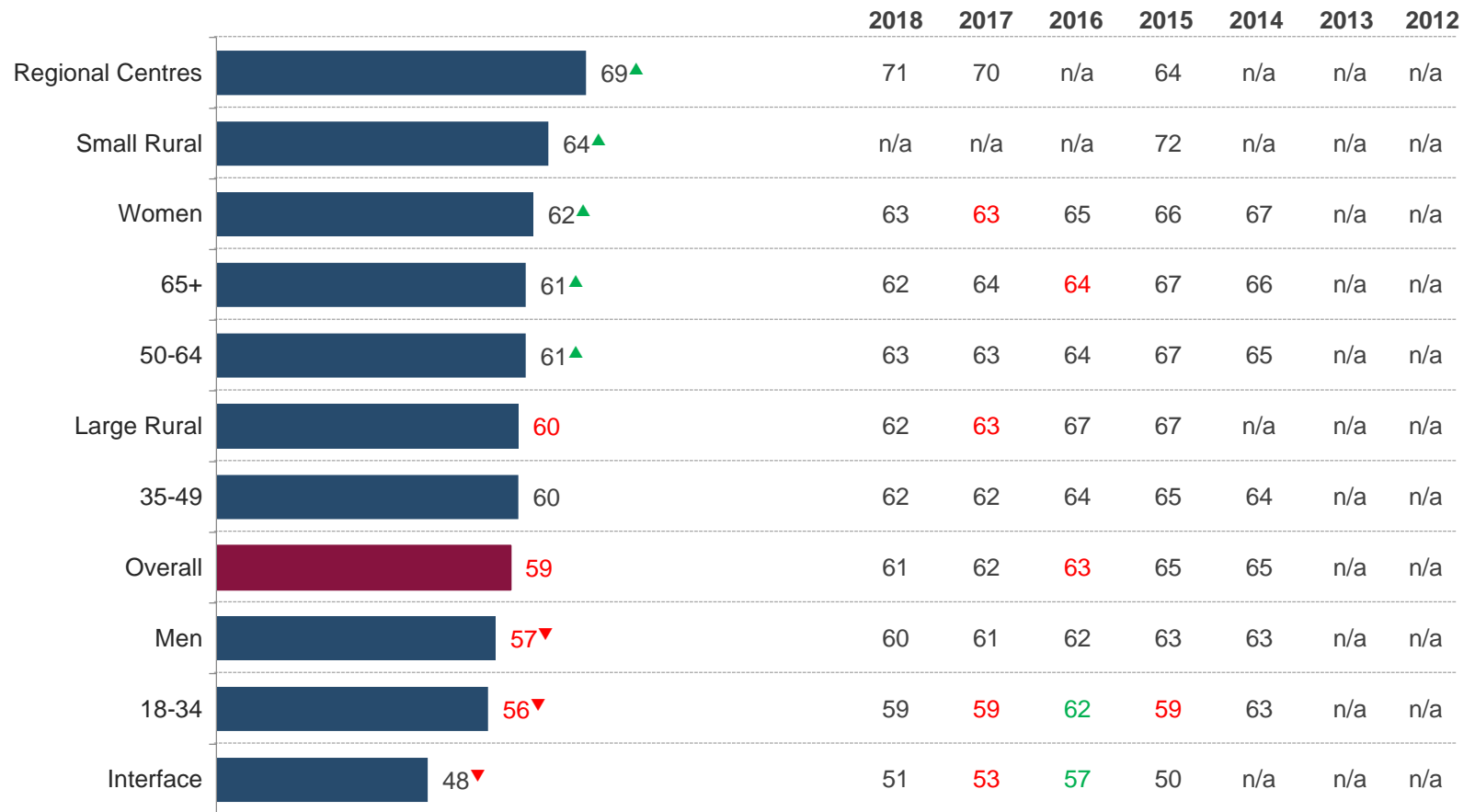
2019 Business/community development performance (%)





Tourism development importance

2019 Tourism development importance (index scores)



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

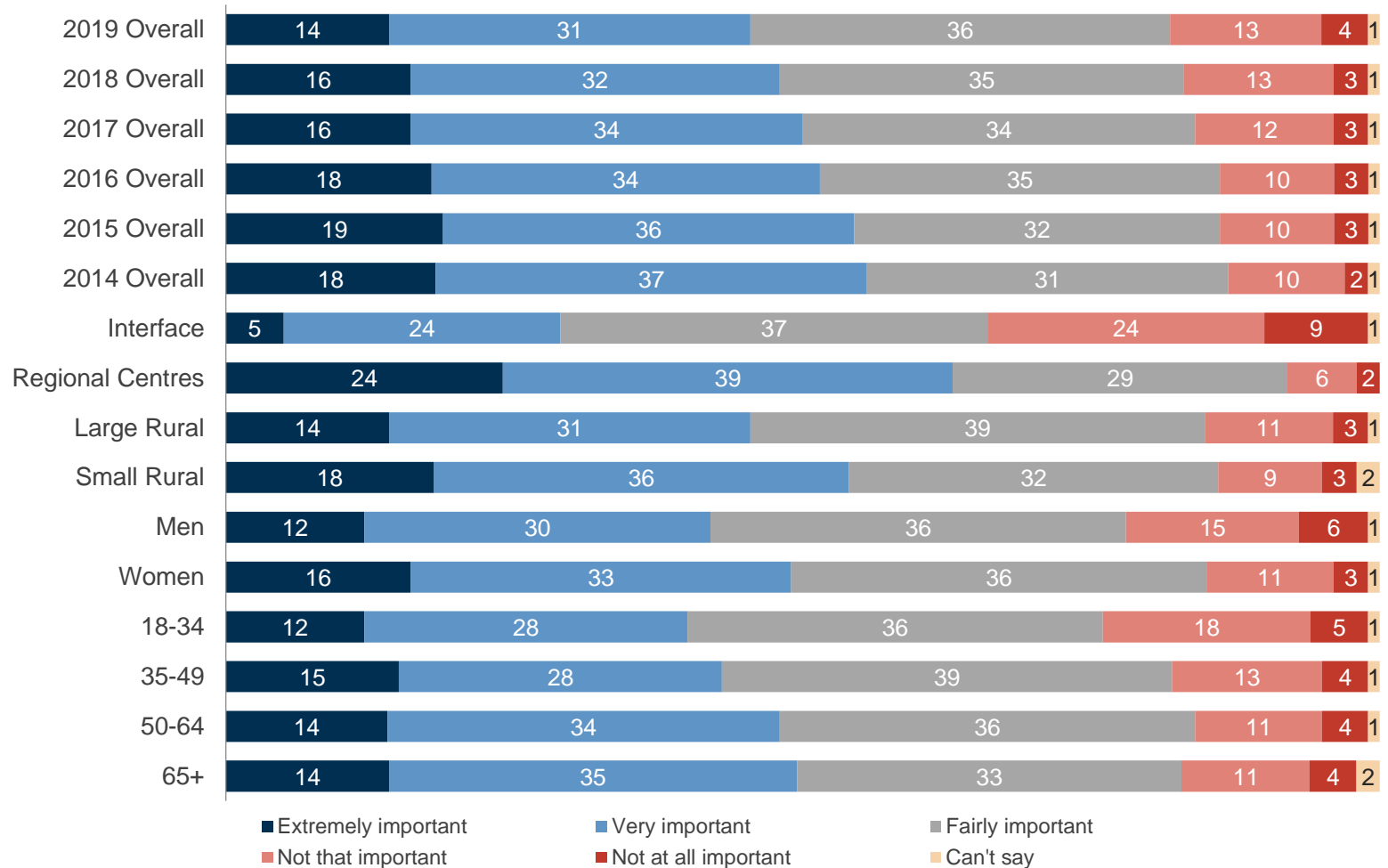
Base: All respondents. Councils asked state-wide: 9

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



Tourism development importance

2019 Tourism development importance (%)





Tourism development performance

2019 Tourism development performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Regional Centres	70▲	64	65	71	67	n/a	n/a	n/a
Small Rural	66▲	67	67	64	63	n/a	n/a	n/a
65+	64	64	63	62	65	66	n/a	n/a
Women	64	64	64	64	64	66	n/a	n/a
Overall	63	63	63	63	63	64	n/a	n/a
18-34	63	64	64	64	64	64	n/a	n/a
35-49	63	62	63	63	61	62	n/a	n/a
50-64	62	60	61	60	62	64	n/a	n/a
Men	62	61	61	62	62	62	n/a	n/a
Large Rural	61▼	61	65	64	66	n/a	n/a	n/a
Interface	58▼	61	56	56	53	n/a	n/a	n/a

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

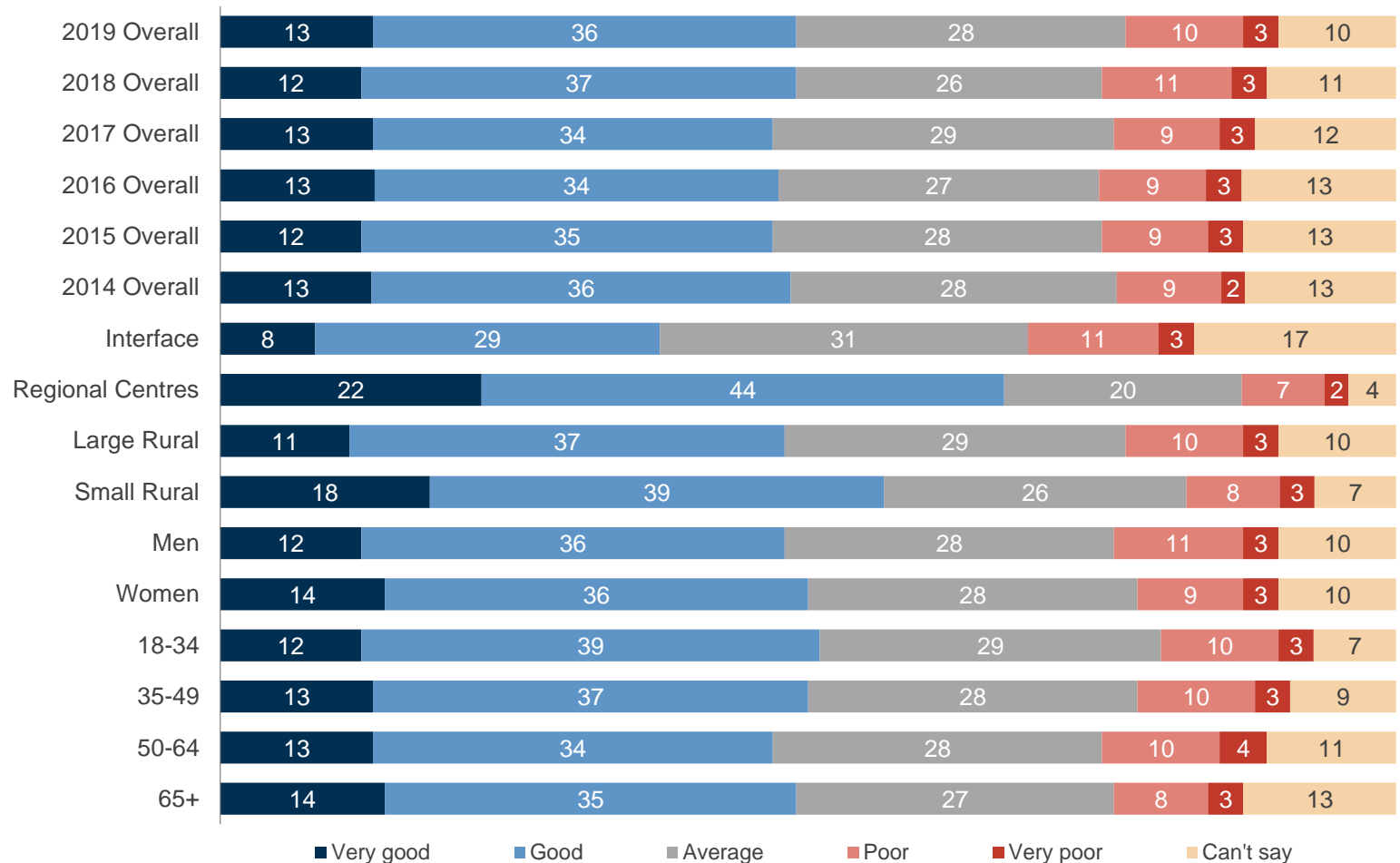
Base: All respondents. Councils asked state-wide: 15

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



Tourism development performance

2019 Tourism development performance (%)



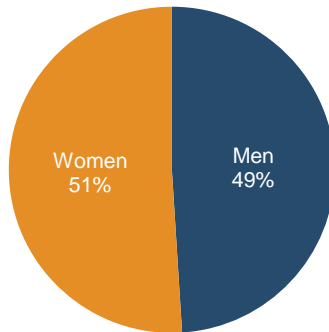
A large, stylized letter 'W' graphic that serves as a background element. It is filled with a dark blue, textured pattern resembling a night satellite image of a coastline, with bright white and yellow lights indicating urban areas and a network of roads. The 'W' is positioned on the right side of the page, extending from the top to the bottom.

Detailed demographics

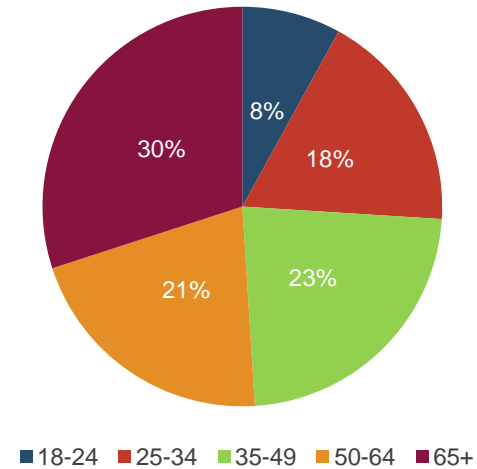


Gender and age profile

2019 gender



2019 age



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

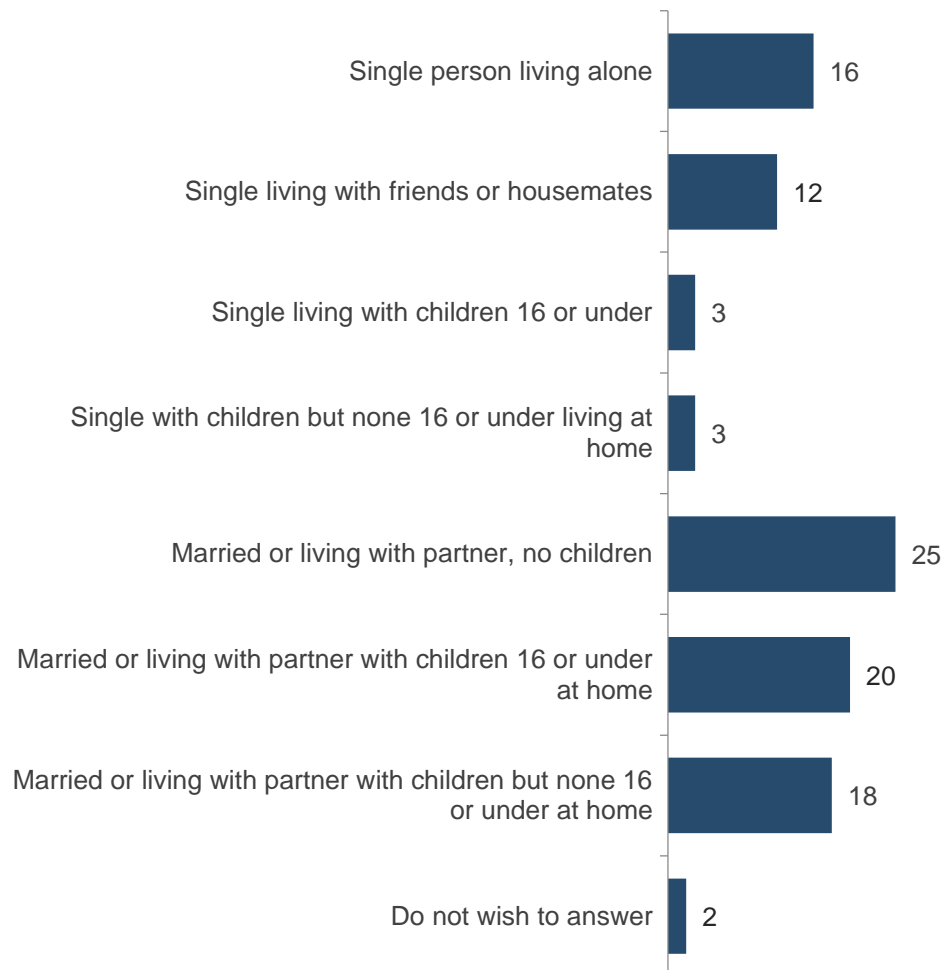
Base: All respondents. Councils asked state-wide: 63

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.



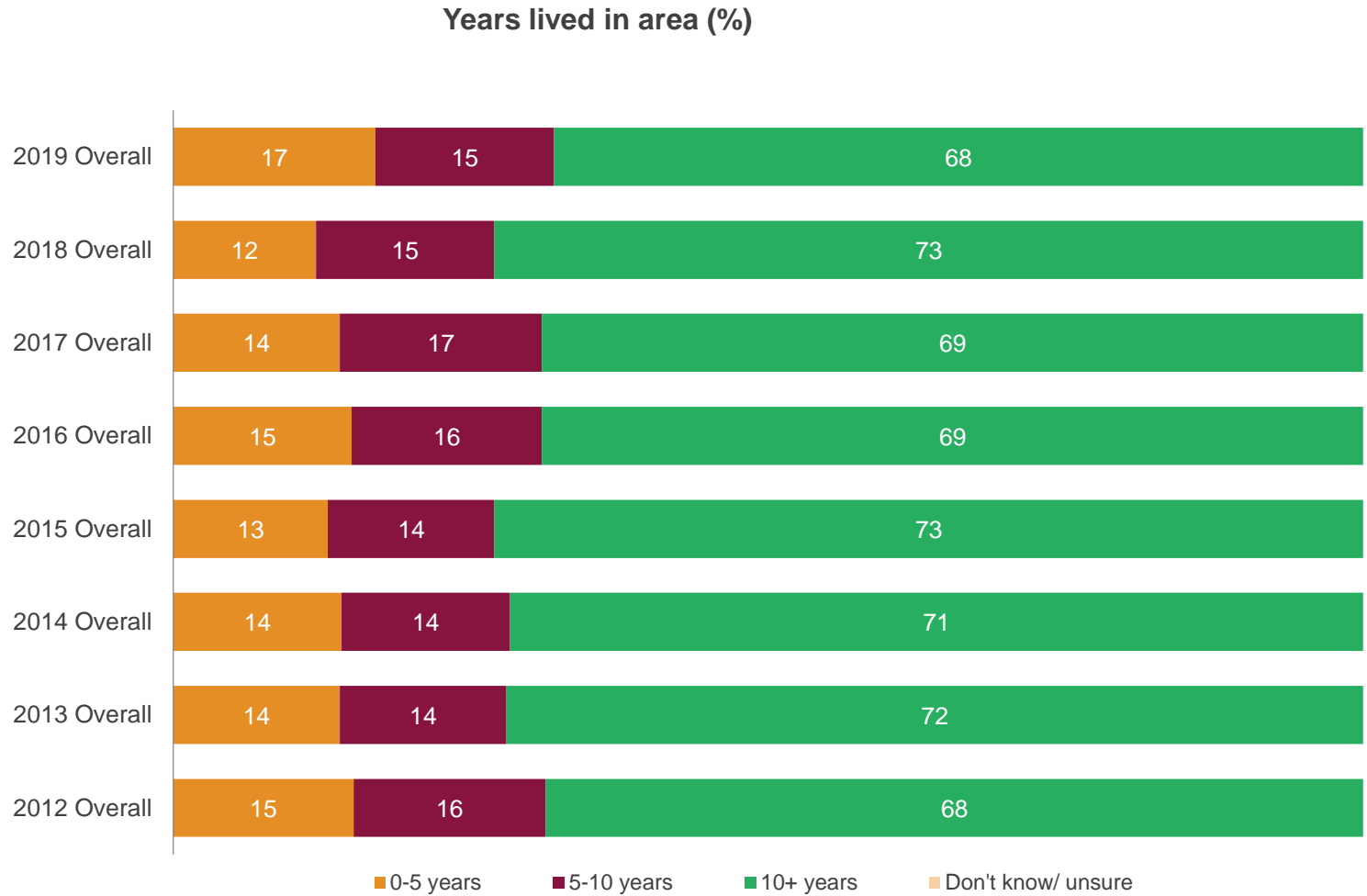
Household structure

2019 household structure (%)



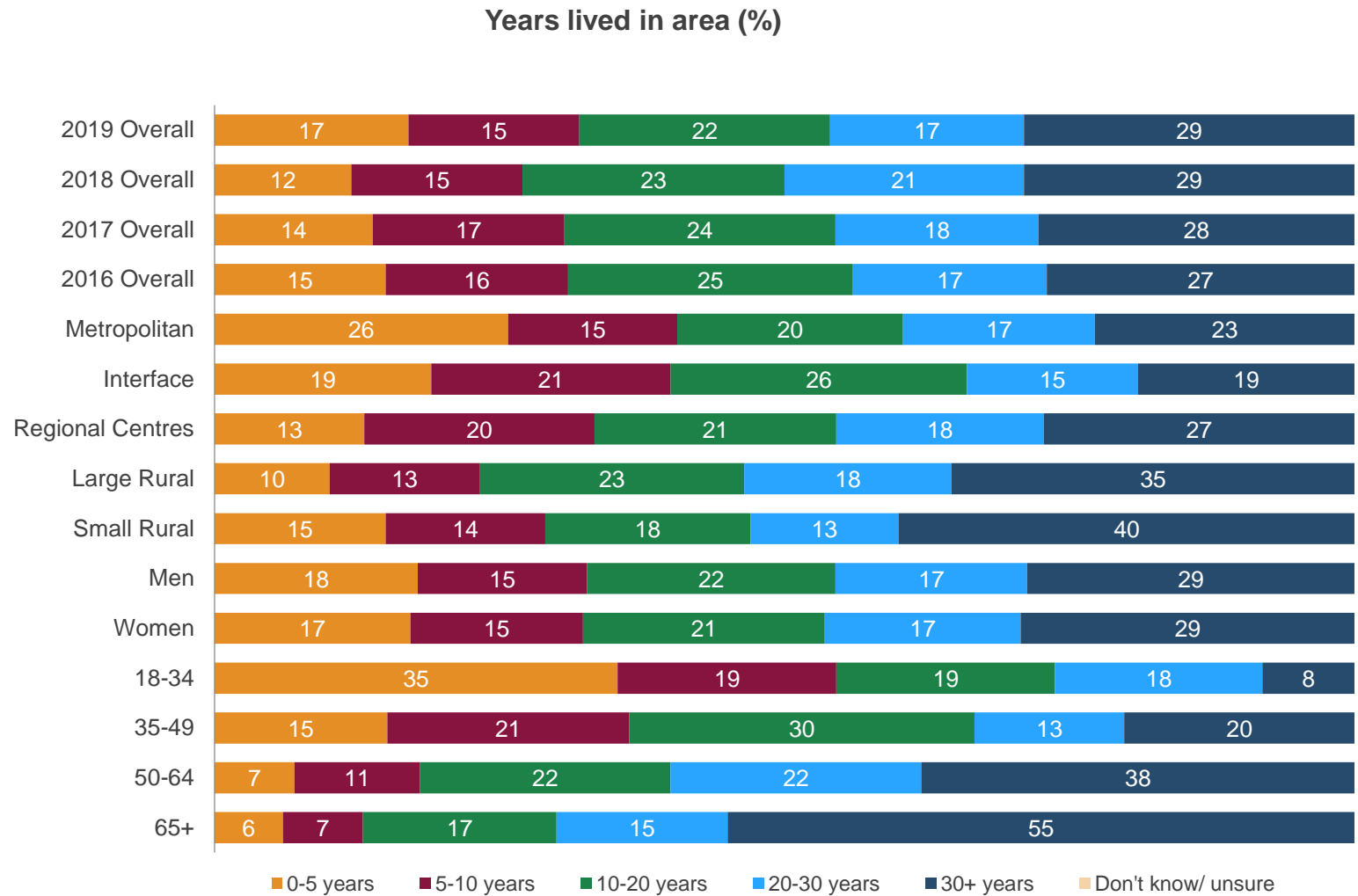


Years lived in area





Years lived in area



S5. How long have you lived in this area?/How long have you owned a property in this area?

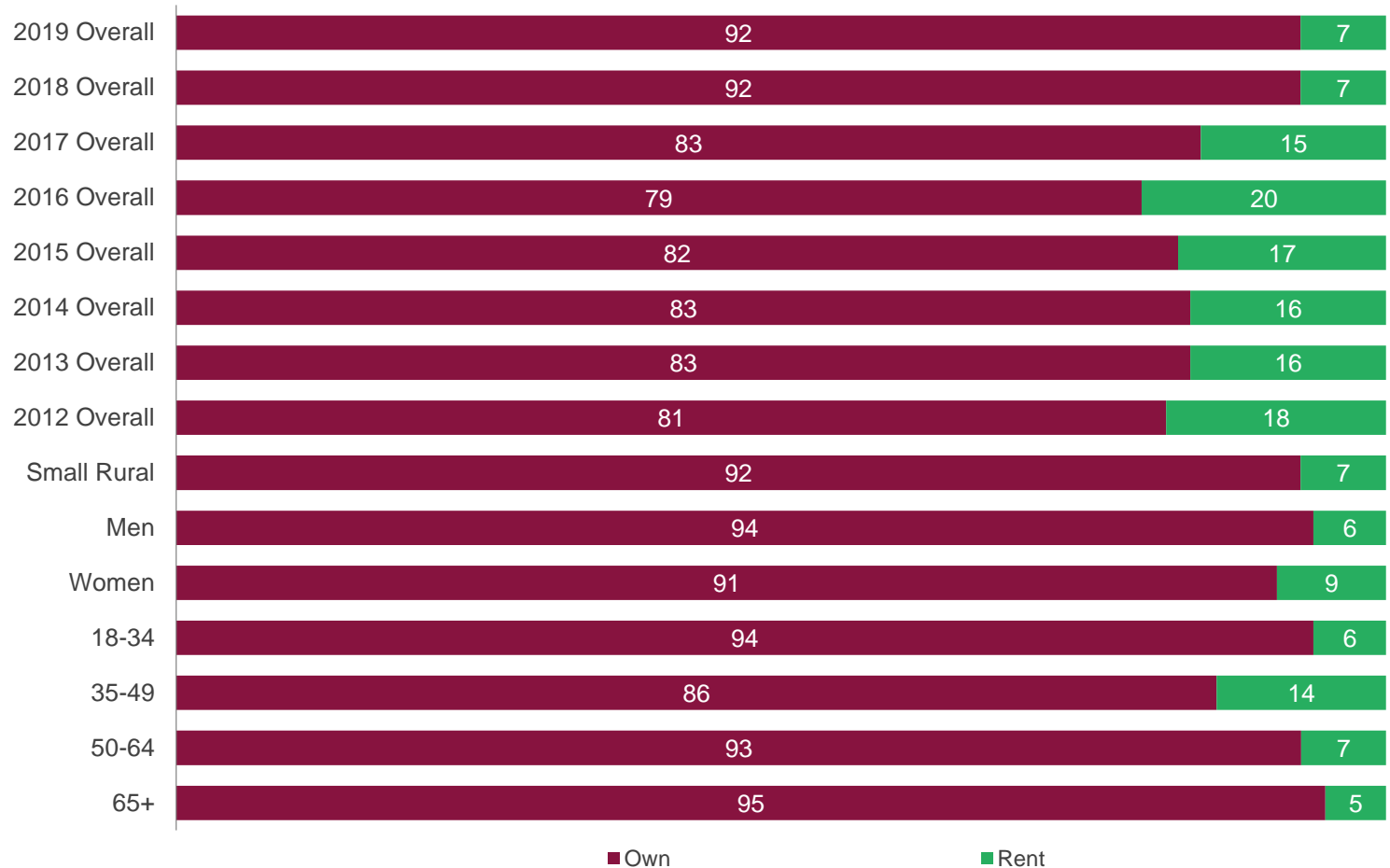
Base: All respondents. Councils asked state-wide: 13

Note: For 2016, the code frame expanded out "10+ years", to include "10-20 years", "20-30 years" and "30+ years". As such, this chart presents the last four years of data only.



Home ownership

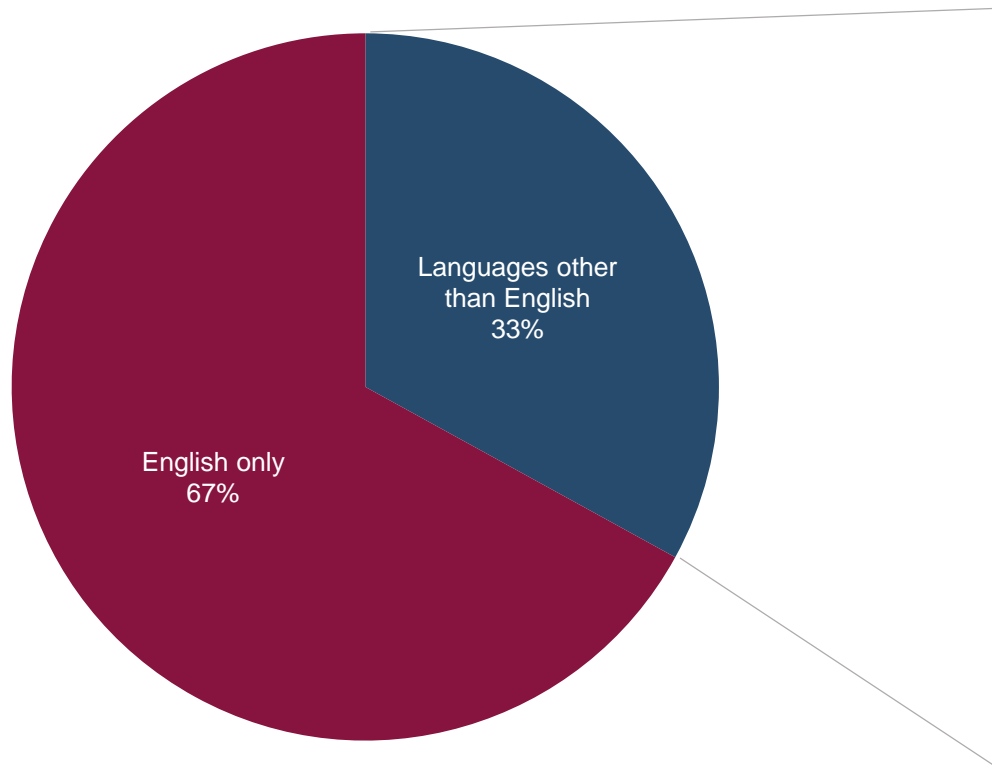
Home ownership (%)



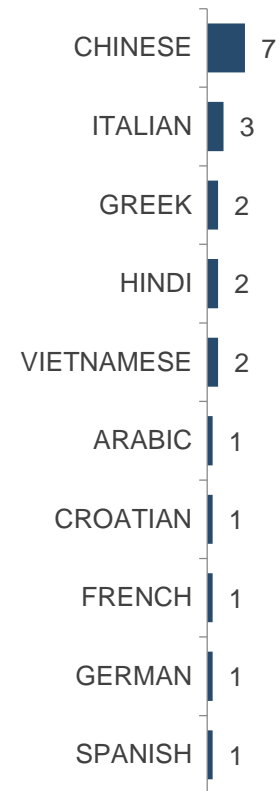


Languages spoken at home

2019 languages spoken at home (%)



- Top mentions only -



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

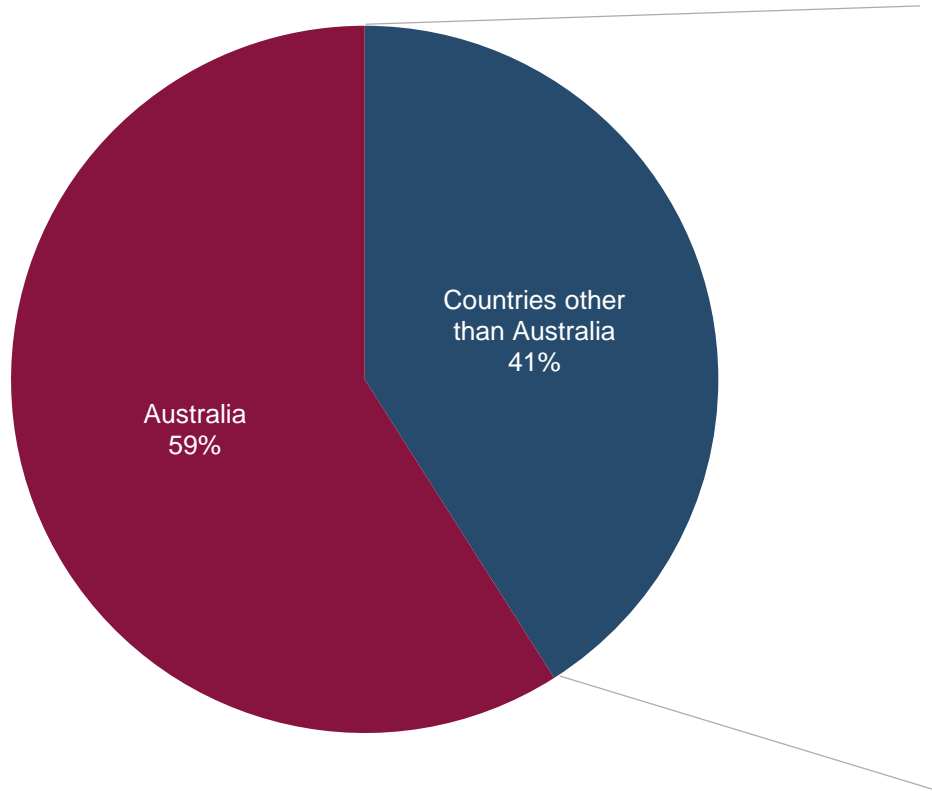
Base: All respondents. Councils asked state-wide: 5

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

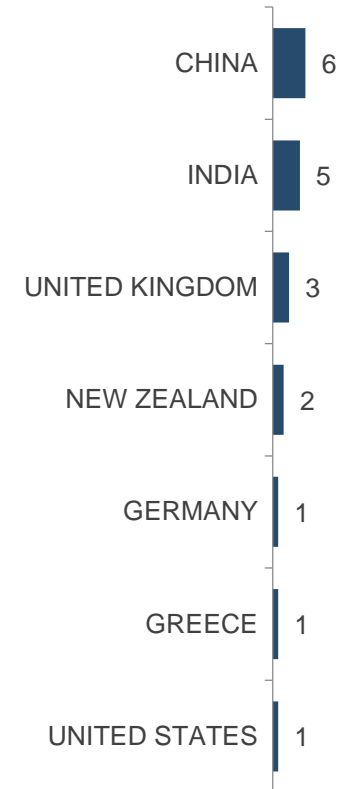


Country of birth

2019 country of birth (%)



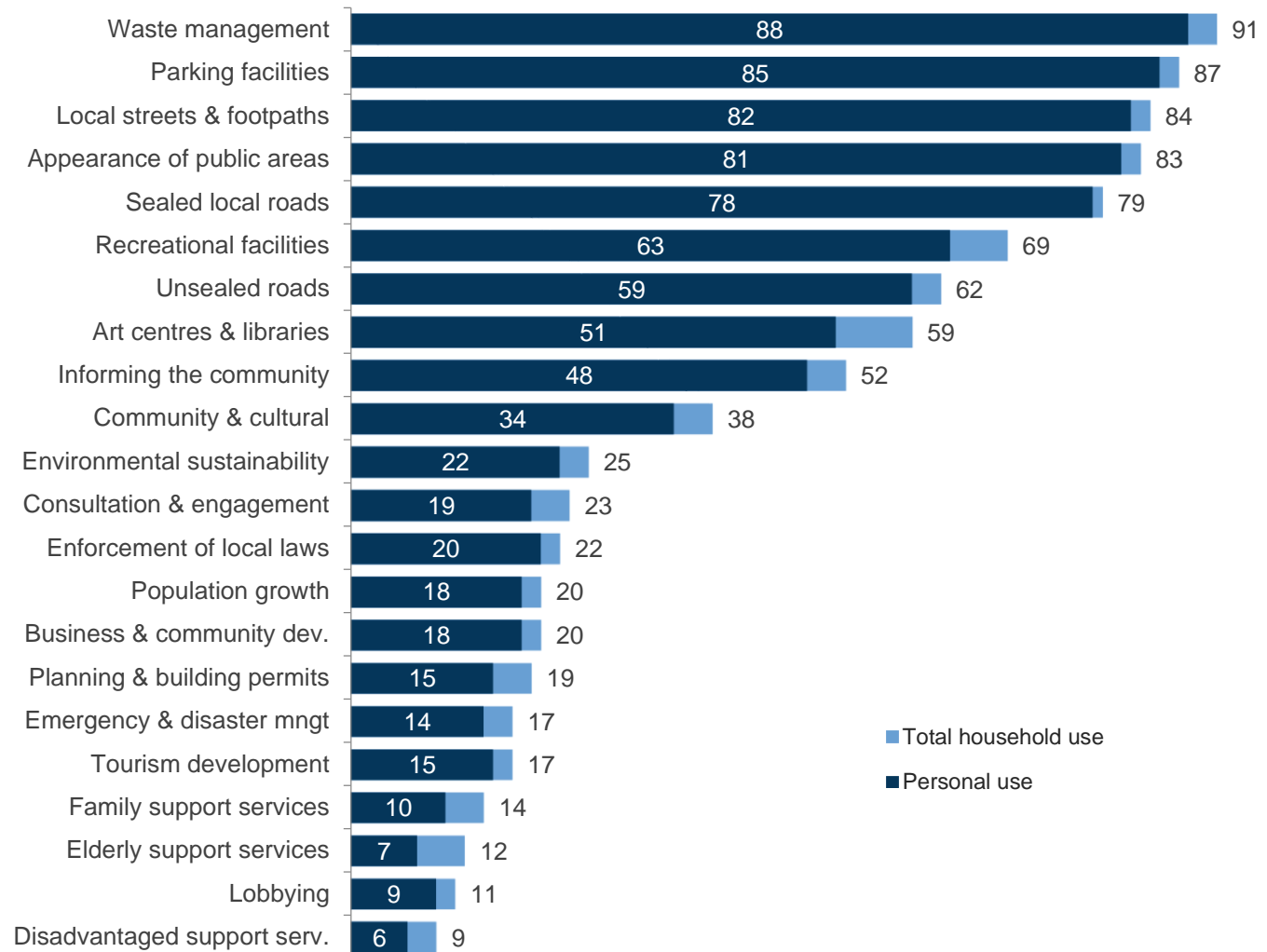
- Top mentions only -

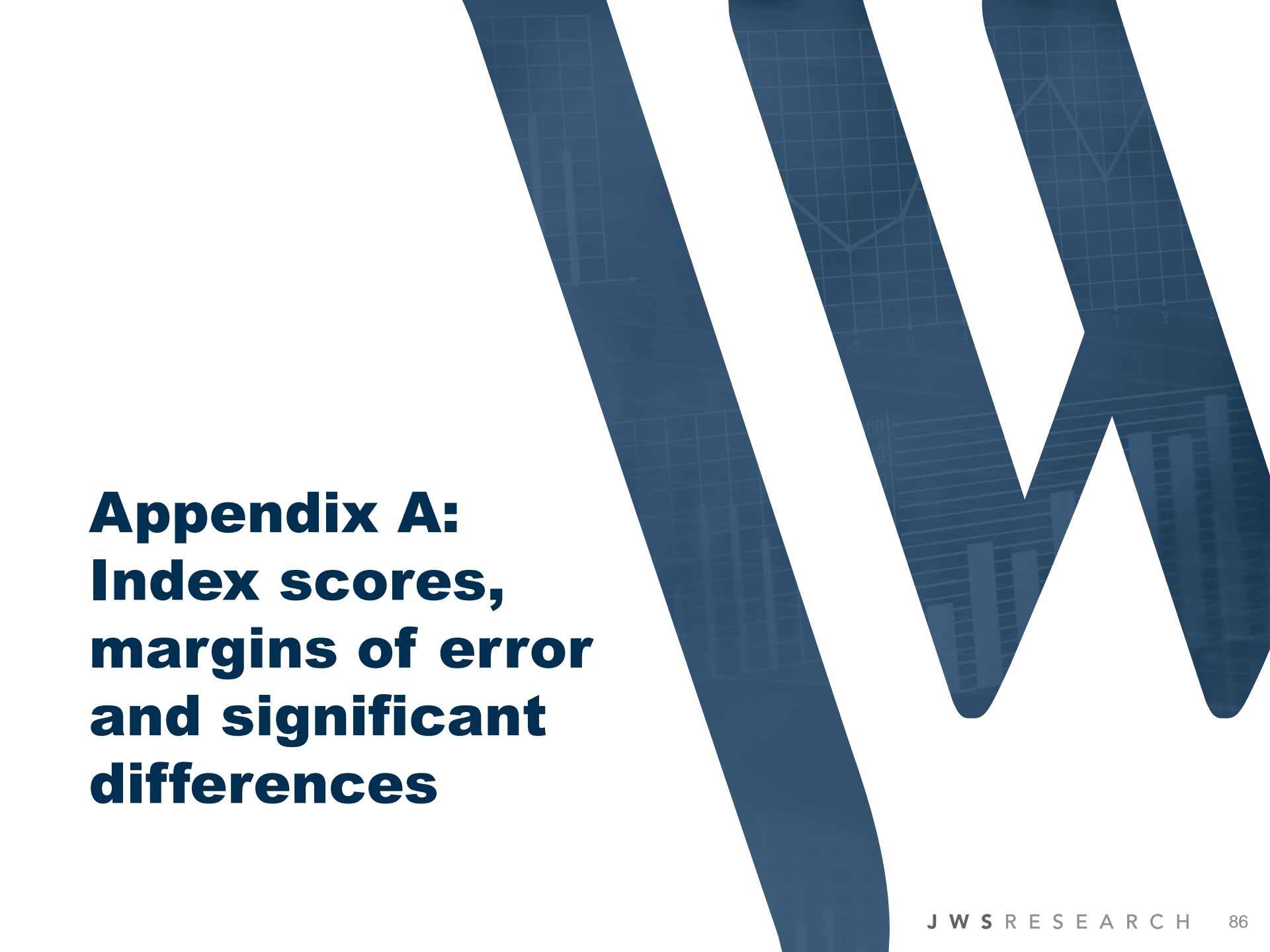


Personal and household use and experience of council services



2019 personal and household use and experience of services (%)



A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night-time image of the United States, showing city lights and state boundaries. The 'W' is positioned on the right side of the page, with its leftmost vertical stroke acting as a partial border for the text area.

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



Appendix A: Index Scores

Index Scores

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

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

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

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

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



Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey was n=26,739. 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=26,739 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 aside table, based on a population of 3,442,800 people aged 18 years or over across the State, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Overall	26,739	25,200	+/-0.6
Men	12,781	12,431	+/-0.9
Women	13,958	12,769	+/-0.8
Metropolitan	6,310	5,600	+/-1.2
Interface	2,101	2,000	+/-2.1
Regional Centres	3,204	3,200	+/-1.7
Large Rural	7,908	7,200	+/-1.1
Small Rural	7,216	7,200	+/-1.2
18-34 years	3,368	6,446	+/-1.7
35-49 years	5,290	5,883	+/-1.3
50-64 years	7,569	5,416	+/-1.1
65+ years	10,512	7,455	+/-1.0

Appendix A: Significant difference reporting notation



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

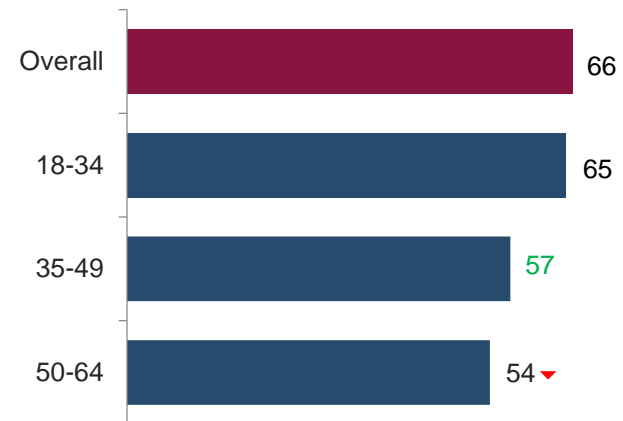
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Overall' result for the State for that survey question for that year. Therefore in the example below:

- The result among 50-64 year olds is significantly lower than for the overall result.

Further, results shown in green and red indicate significantly higher or lower results than in 2018. 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 2018.

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





Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

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

- Survey methodology and sampling
- Analysis and reporting
- Glossary of terms

Contacts

For further queries about the conduct and reporting of the 2019 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2019 results are compared with previous years, as detailed below:

- 2019, n=26,739 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=26,814 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=27,907 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=28,108 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=28,316 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=27,906 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=29,501 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=29,384 completed interviews, conducted in the period of 18th May – 30th June.

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

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in each participating council area.

Survey sample matched to the demographic profile of each council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents, particularly younger people.

A total of n=26,739 completed interviews were achieved across the State. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.



Appendix B: Analysis and reporting

In 2019, 63 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings, 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 2012-2019 vary slightly. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

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

Non-participating councils: Ballarat, Bayside, Darebin, Greater Shepparton, Hobsons Bay, Hume, Loddon, Maribyrnong, Melton, Monash, Moonee Valley, Moreland, Nillumbik, South Gippsland, Wyndham, and Yarra.



Appendix B: Analysis and reporting

2012 survey revision

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Overall 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 2012-2019 have been made throughout this report as appropriate.



Appendix B: Analysis and reporting

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2019 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 2019 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2019 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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



Appendix B: Glossary of terms

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

CSS: 2019 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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