



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

2016 RESEARCH REPORT

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

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2016 State-wide Local Government Community Satisfaction Survey for Loddon Shire Council.

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

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

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

SURVEY METHODOLOGY AND SAMPLING

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

Survey sample matched to the demographic profile of Loddon Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents within Loddon Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Loddon Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2016.

The 2016 results are compared with previous years, as detailed below:

- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=401 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

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

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, ‘—’ denotes not mentioned and ‘0%’ denotes mentioned by less than 1% of respondents. ‘Net’ scores refer to two or more response categories being combined into one category for simplicity of reporting.

SURVEY METHODOLOGY AND SAMPLING

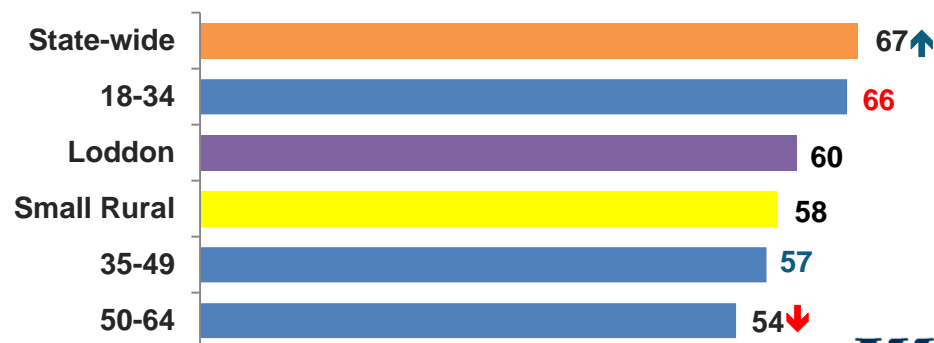
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the ‘Total’ result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in blue and red indicate significantly higher or lower results than in 2015. 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 2015.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2015.

Overall Performance – Index Scores (example extract only)



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

FURTHER INFORMATION

Further Information

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

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

Contacts

For further queries about the conduct and reporting of the 2016 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

A satellite night view of South Africa, showing the country's outline and major cities illuminated by lights. The background is dark, with the ocean visible around the coastlines. The text "KEY FINDINGS & RECOMMENDATIONS" is overlaid in white, bold, sans-serif font across the center of the image.

KEY FINDINGS & RECOMMENDATIONS

KEY FINDINGS AND RECOMMENDATIONS

- **Across most core and individual service measures, performance was stable** compared to 2015 results, with **a few areas experiencing a significant decline**. Although there were no significant improvements in 2016, the results are generally higher or equal to the Small Rural and State-wide council averages.
- The **Overall Performance** index score of 62 represents a **three point decrease** on the 2015 result, continuing a decreasing trend for this core measure. Despite this slight decline in 2016, Loddon outperforms both the Small Rural and State-wide council averages on Overall Performance (index scores of 57 and 59 in 2016 respectively).
- Loddon Shire Council will be pleased to note that:
 - Performance on the core measures of **Advocacy/Lobbying** and **Consultation and Engagement** were *significantly higher* than the State-wide averages.
 - Performance on the core measures of **Advocacy/Lobbying**, **Community Decisions** and **Sealed Roads** were *significantly higher* than the Small Rural averages.

KEY FINDINGS AND RECOMMENDATIONS

- **The most significant decline** in core measures in 2016 was a five point drop on the measure of **Customer Service** (index score of 70, down from 75 in 2015).
 - Performance on this measure had been fairly stable from 2012-2015, but an index scores in the mid-70s as observed over these years has not been maintained in 2016.
 - Much of the decline in Customer Service can be attributed to more critical ratings on this issue from male residents, 18-34 year olds and Inglewood/Tarnagulla residents.

- Despite the decline described above, **Customer Service** is the core performance area where Loddon Shire Council **performed most strongly** in 2016. A third (34%) rated Council's Customer Service as 'very good', with a further 34% rating Customer Service as 'good'. Women scored more favourably on this issue.

- Performance ratings on **Lobbying** and **Community Consultation** both had high levels of 'don't know' responses (21% and 10% respectively). This suggests that many in the community are not hearing what Council is doing in these areas.

KEY FINDINGS AND RECOMMENDATIONS

- Council is **performing well** on most **individual service areas**. Of the 16 services where performance was evaluated in 2016, Council received positive ratings (an index score of 60 or higher) on 10 of them.
 - Council **performs best** on **waste management** (index score of 74 and fairly consistent with the 2015 result), **appearance of public areas** (74), **recreational facilities** (72) and **elderly support services** (71). Of note, performance scores on each of these measures were fairly consistent with 2015 results.
 - Performance is **weakest** on **unsealed roads** (49 and the same score as 2015), **planning and building permits** (51, four points lower than 2015) and the core measure of **Sealed Roads** (55, the same score as 2015).

- The individual service areas where **performance declined significantly** over the last 12 months were **local streets and footpaths** (index score of 56 and five points lower than 2015), **planning and building permits** (51, down from 55) and **emergency and disaster management** (67, down from 71).
 - Of note, 35-49 year olds gave significantly lower ratings on each of these measures in 2016.

KEY FINDINGS AND RECOMMENDATIONS

- Council should pay attention to service areas where residents stated **importance exceeds rated performance** by 10 or more points:
 - **Maintenance of unsealed roads** (margin of 35 points). This area continues to be Council's lowest area of performance, but the area of most importance to residents.
 - **Consultation and engagement** (margin of 21 points)
 - **Condition of local streets and footpaths** (margin of 20 points)
 - **Informing the community** (margin of 19 points)
 - **Planning and building permits** (margin of 18 points)
 - **Lobbying on behalf of the community** (margin of 15 points)
 - **Emergency and disaster management** (margin of 14 points)
 - **Elderly support services** (margin of 11 points)
 - **Business and community development and tourism** (margin of 11 points).

- Residents are most likely to cite **sealed road maintenance** (16%) as the **key area for improvement** for Council, followed by **unsealed road maintenance** (11%). Conversely, residents are most likely to believe **customer service** (11%) and **recreational/sporting facilities** (10%) are the **best aspects**.

KEY FINDINGS AND RECOMMENDATIONS

- A council newsletter sent by mail (56%) remains the **preferred form of communication** for the majority of residents in both younger and older age groups. Notably, preference for this form of communication by the under 50s is significantly higher in 2016, moving away from electronic forms of communication.
- **Residents aged 18-34, those aged 65 and over and women generally are the most satisfied resident groups.** These are the groups Council can leverage to understand what is working, in order to further consolidate their positive views of Council.
- Loddon Shire Council should pay extra attention to areas and cohorts where it is underperforming in comparison with other areas and cohorts. **Male residents and those aged 35-49 and 50-64 years were generally more critical of Council in 2016.**

KEY FINDINGS AND RECOMMENDATIONS

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

KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2016

- None significant

Lower results in 2016

- Customer service
- Local streets and footpaths
- Planning and building permits
- Emergency and disaster management

Most favourably disposed towards Council

- 18-34 year olds
- Women
- 65+ year olds

Least favourably disposed towards Council

- 35-49 year olds
- 50-64 year olds
- Men

A satellite night view of South America, showing the continent illuminated by city lights. The lights are concentrated in major urban centers and along the coastlines, creating a glowing network of light points and lines. The surrounding oceans are dark, and the overall scene is a high-contrast image of human activity at night.

SUMMARY OF FINDINGS

2016 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Loddon 2012	Loddon 2013	Loddon 2014	Loddon 2015	Loddon 2016	Small Rural 2016	State-wide 2016
OVERALL PERFORMANCE	67	68	69	65	62	57	59
COMMUNITY CONSULTATION (Community consultation and engagement)	62	62	60	60	57	55	54
ADVOCACY (Lobbying on behalf of the community)	63	60	62	59	60	54	53
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	n/a	n/a	n/a	58	56	53	54
SEALED LOCAL ROADS (Condition of sealed local roads)	n/a	n/a	n/a	55	55	52	54
CUSTOMER SERVICE	75	72	76	75	70	69	69
OVERALL COUNCIL DIRECTION	56	55	57	54	51	50	51

2016 SUMMARY OF CORE MEASURES

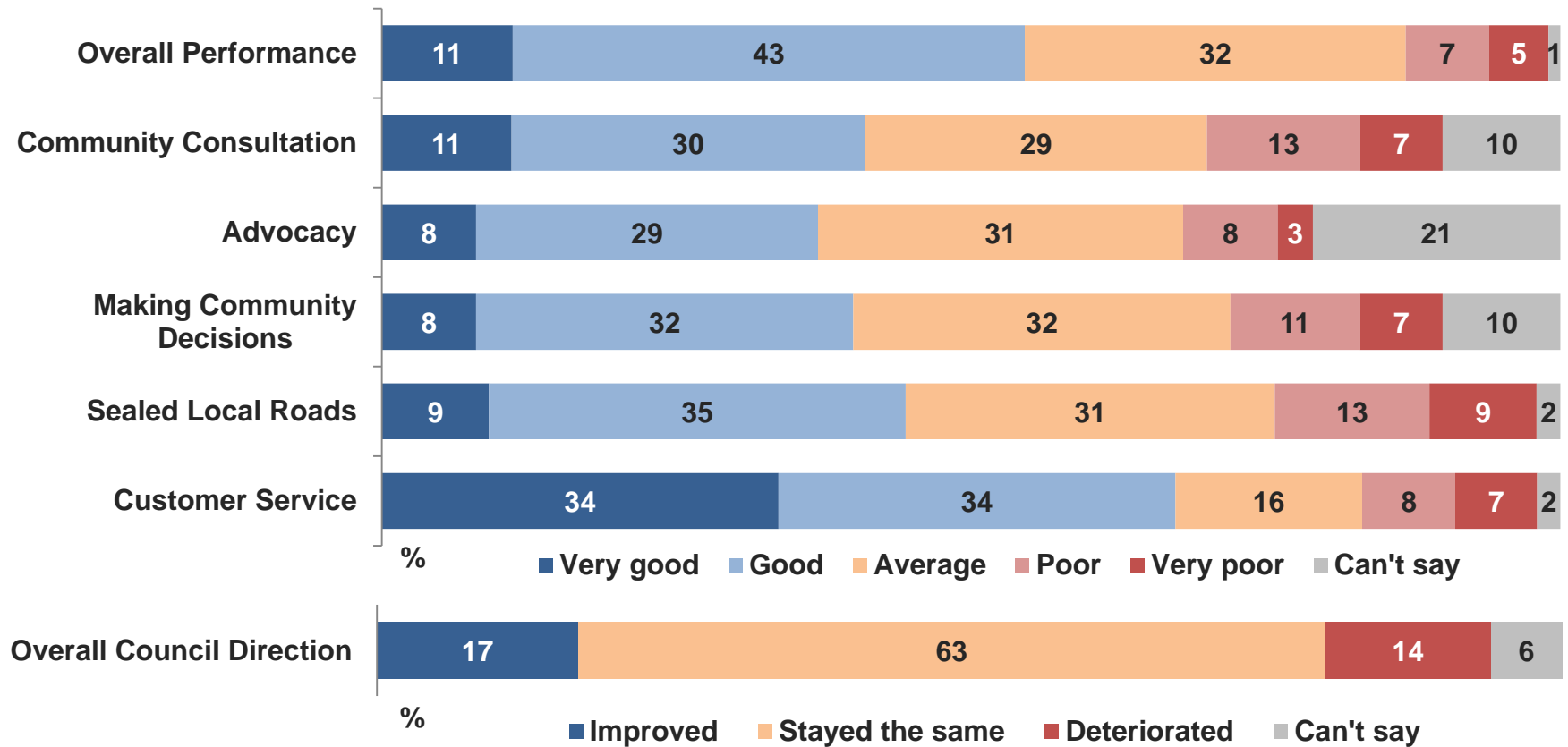
DETAILED ANALYSIS

Performance Measures	Loddon 2016	vs Loddon 2015	vs Small Rural 2016	vs State-wide 2016	Highest score	Lowest score
OVERALL PERFORMANCE	62	3 points lower	5 points higher	3 points higher	65+ year olds	50-64 year olds
COMMUNITY CONSULTATION (Community consultation and engagement)	57	3 points lower	2 points higher	3 points higher	18-34 year olds	50-64 year olds
ADVOCACY (Lobbying on behalf of the community)	60	1 point higher	6 points higher	7 points higher	18-34 year olds, Personal / Household user	35-49 year olds
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	56	2 points lower	3 points higher	2 points higher	18-34 year olds	Wedderburn, 50-64 year olds
SEALED LOCAL ROADS (Condition of sealed local roads)	55	Equal	3 points higher	1 point higher	Wedderburn	35-49 year olds
CUSTOMER SERVICE	70	5 points lower	1 point higher	1 point higher	Women, 18-34 year olds	Men
OVERALL COUNCIL DIRECTION	51	3 points lower	1 point higher	Equal	Women, 65+ year olds	50-64 year olds



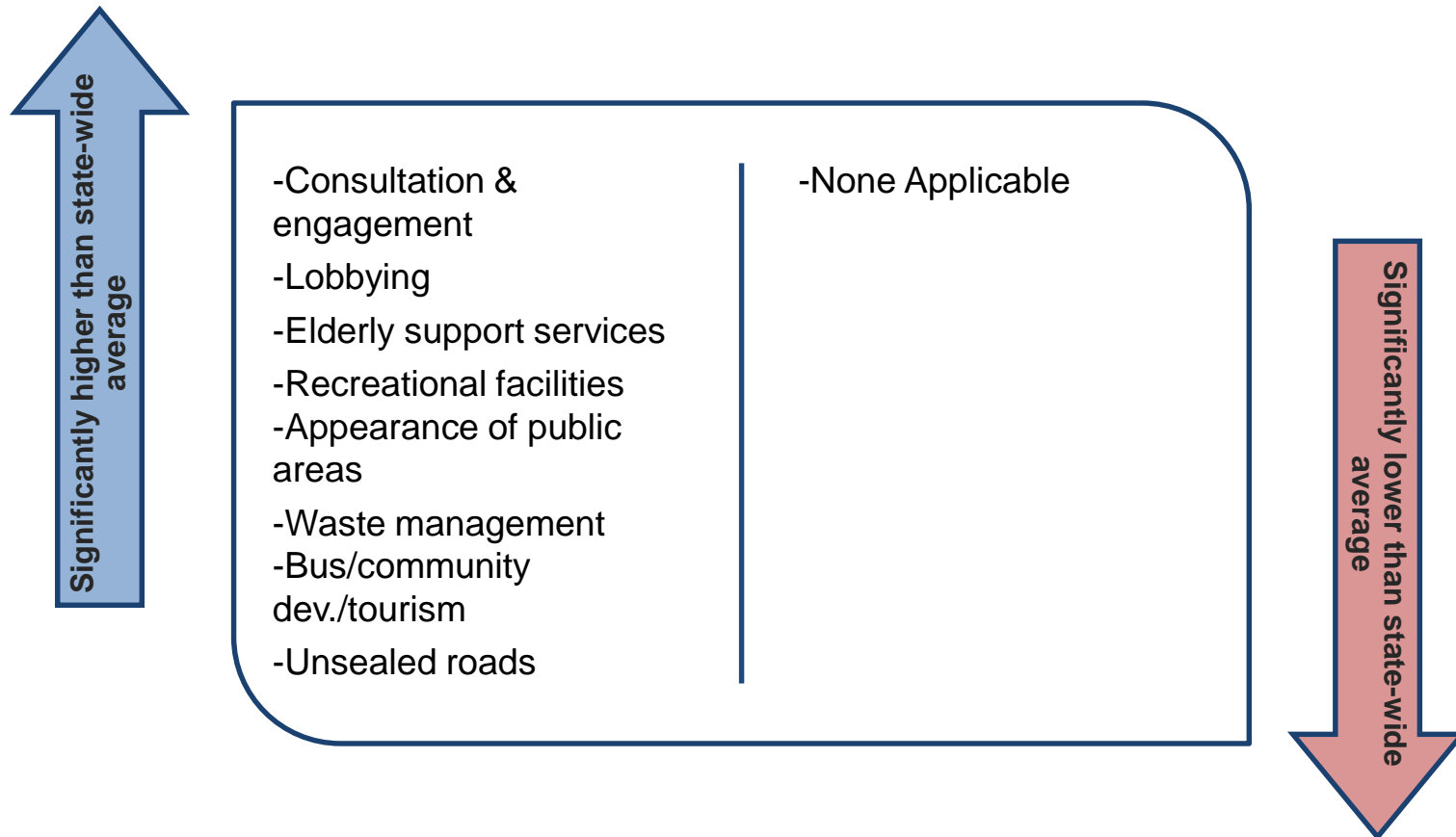
2016 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

Key Measures Summary Results



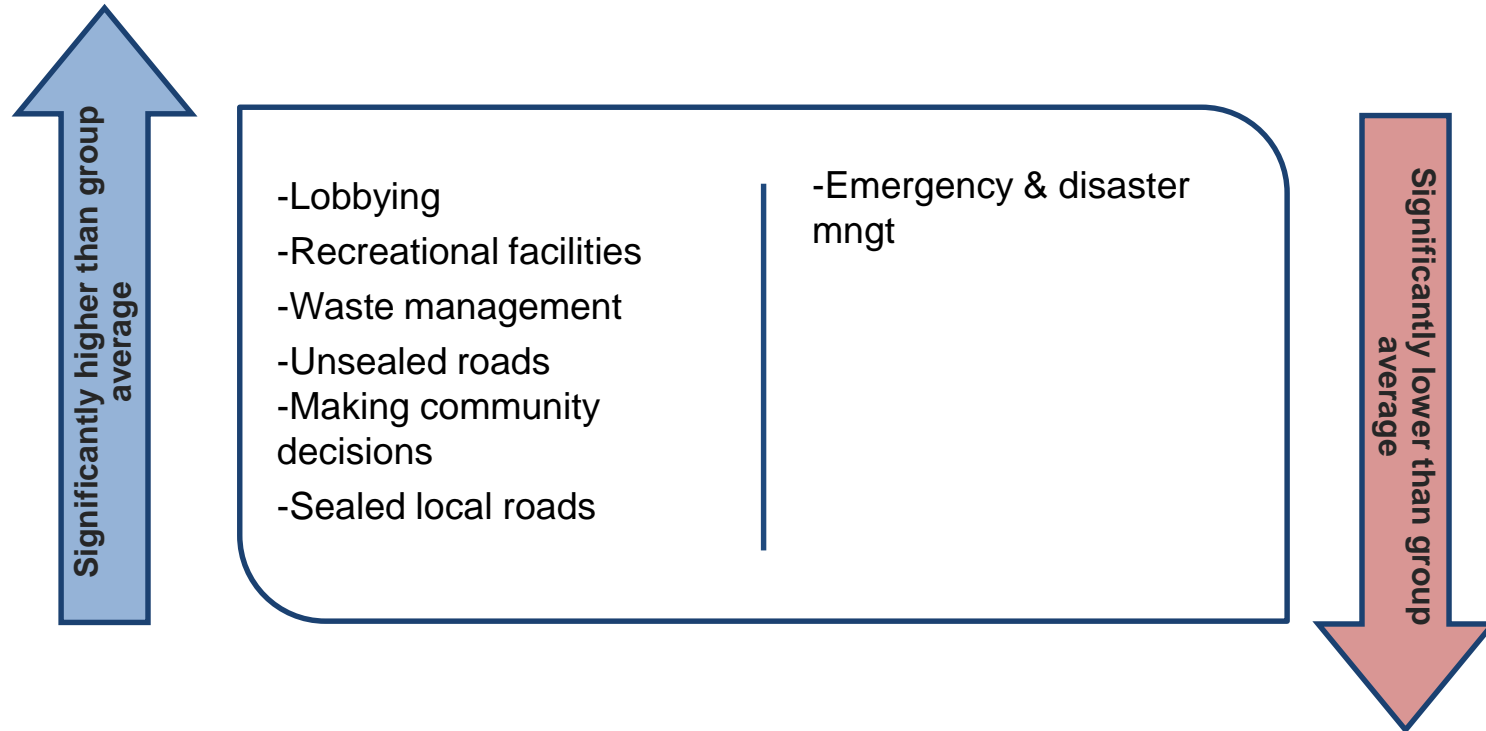
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



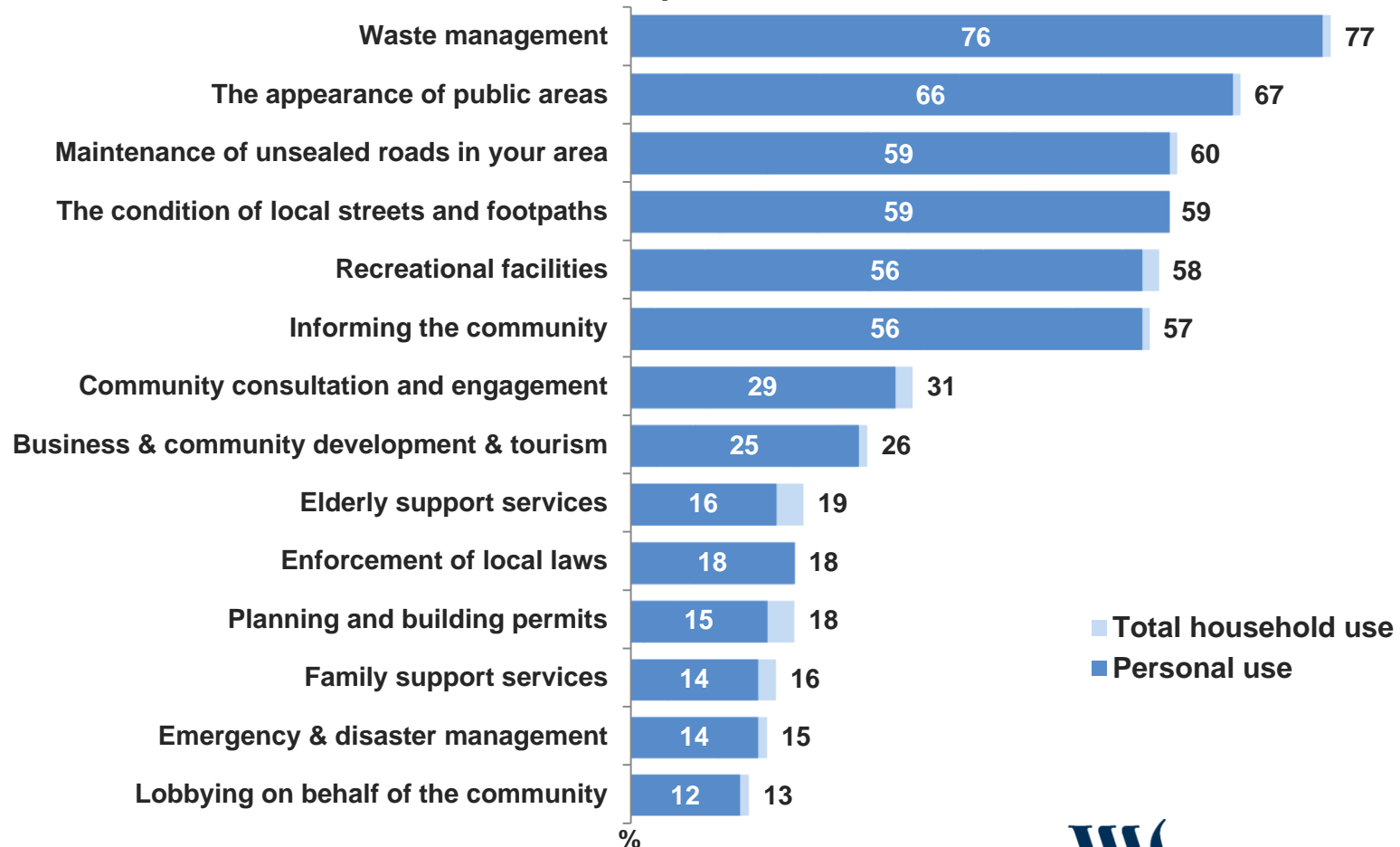
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



2016 PERSONAL AND HOUSEHOLD USE AND EXPERIENCE OF COUNCIL SERVICES PERCENTAGE RESULTS

Experience of Services



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

Base: All respondents. Councils asked state-wide: 14

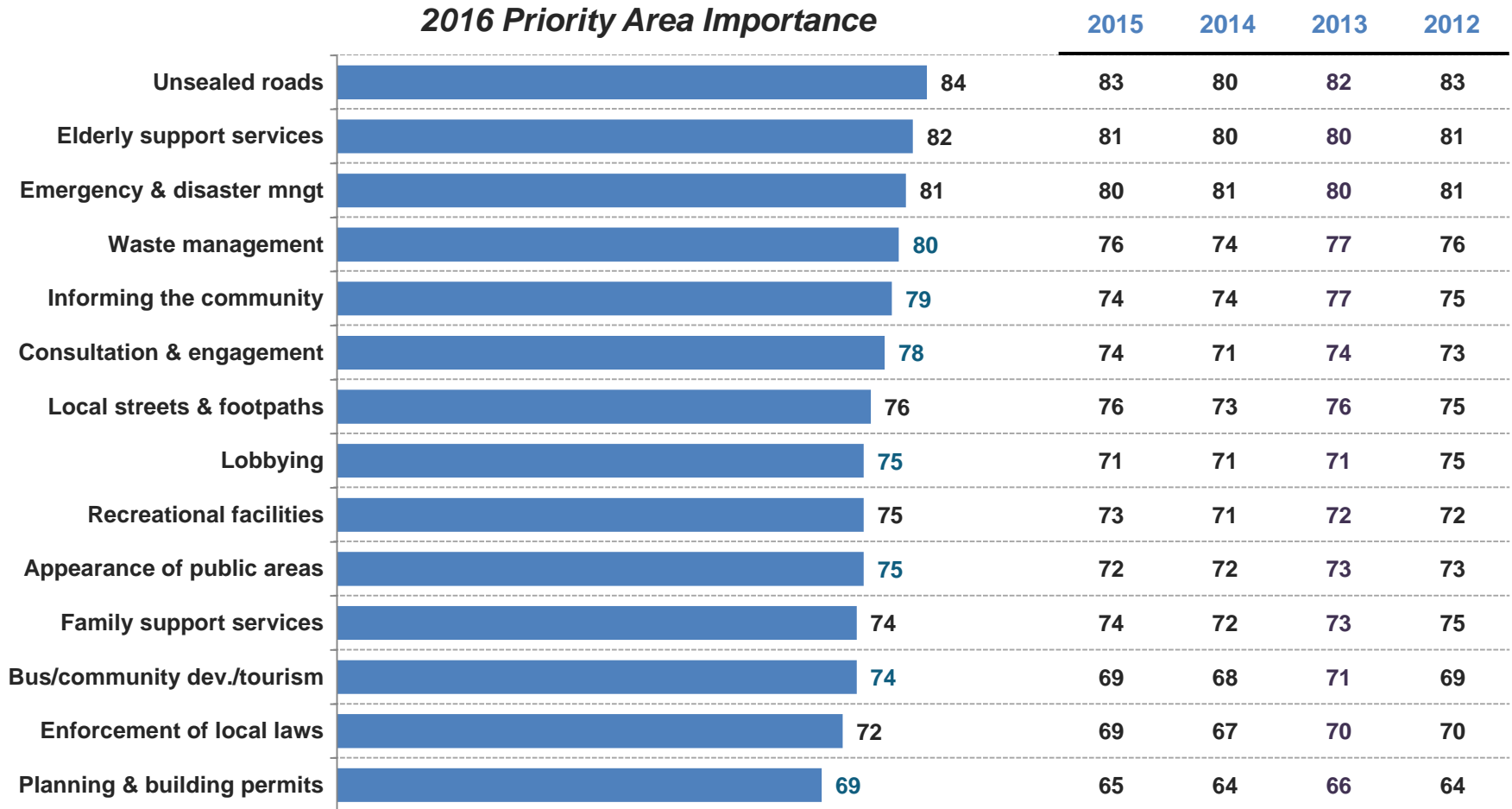
INDIVIDUAL SERVICE AREA SUMMARY

IMPORTANCE VS PERFORMANCE

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

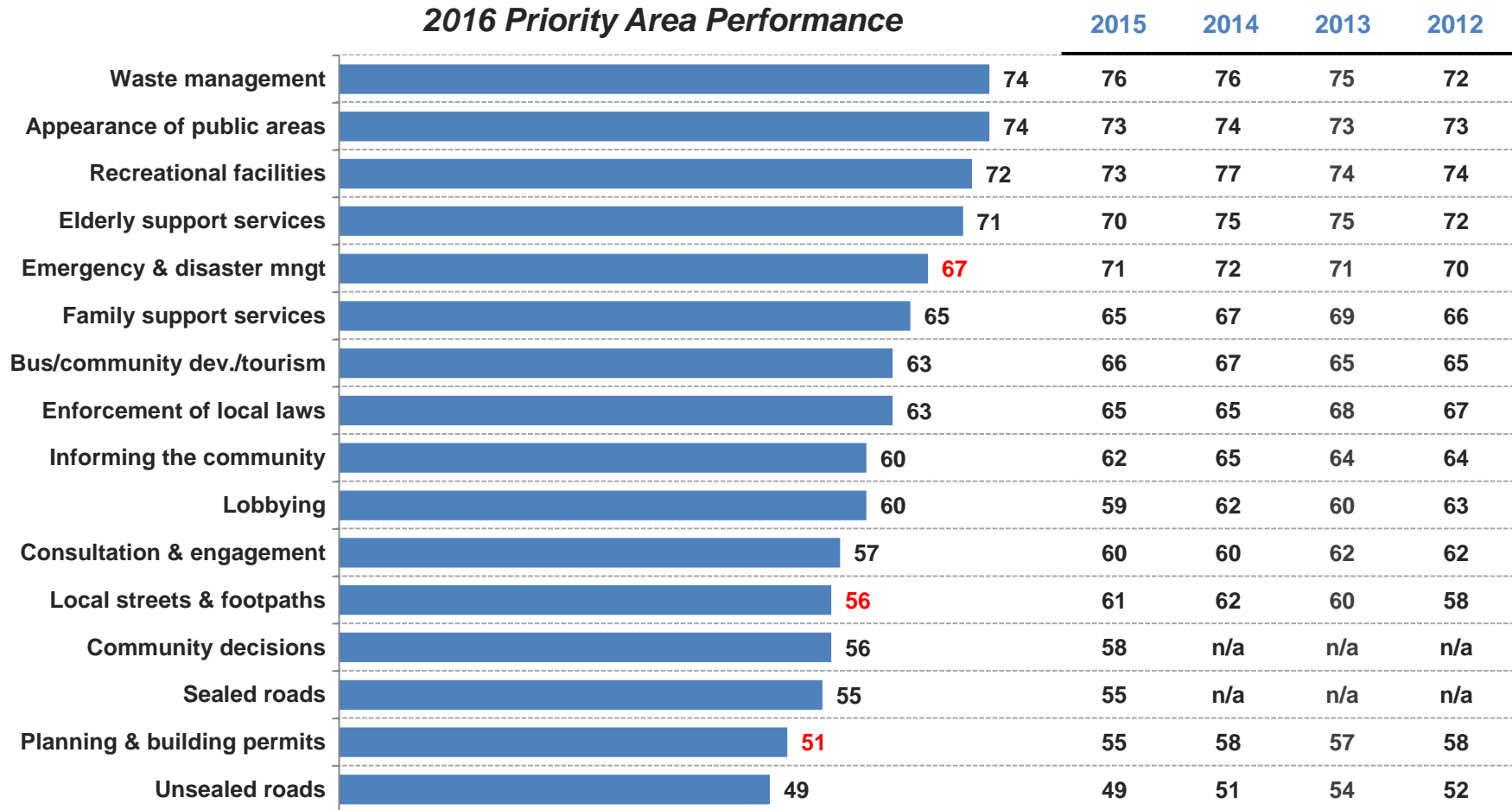
Service	Importance	Performance	Net differential
Maintenance of unsealed roads	84	49	-35
Consultation & engagement	78	57	-21
Condition of local streets & footpaths	76	56	-20
Informing the community	79	60	-19
Planning permits	69	51	-18
Lobbying on behalf of the community	75	60	-15
Emergency & disaster management	81	67	-14
Elderly support services	82	71	-11
Business & community development & tourism	74	63	-11

2016 IMPORTANCE SUMMARY



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

2016 PERFORMANCE SUMMARY



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

2016 IMPORTANCE SUMMARY BY COUNCIL GROUP

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

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

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

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

2016 PERFORMANCE SUMMARY BY COUNCIL GROUP

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

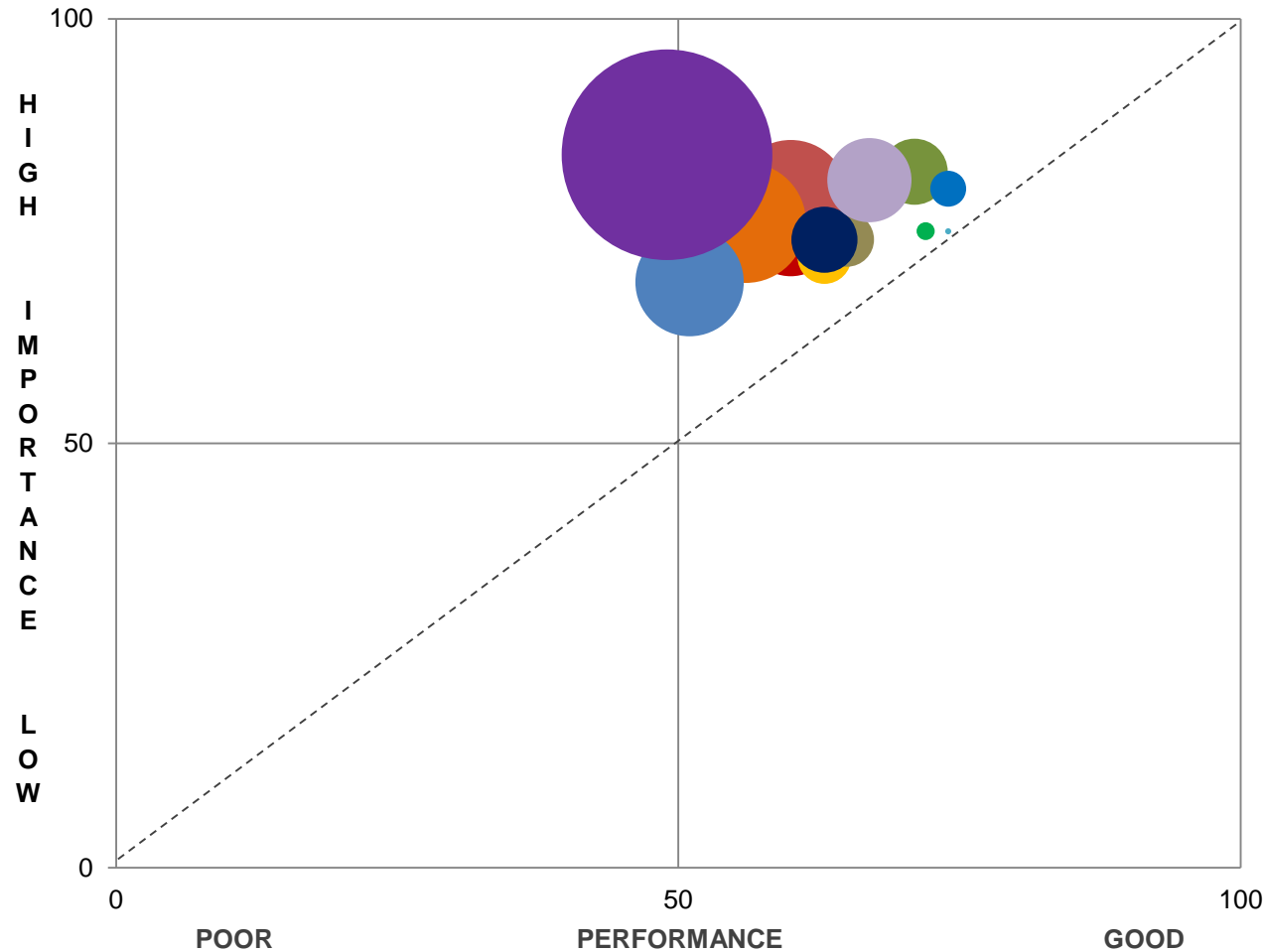
Loddon Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Waste management 2. Appearance of public areas 3. Recreational facilities 	<ol style="list-style-type: none"> 1. Waste management 2. Art centres & libraries 3. Recreational facilities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

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

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

Service	Importance	Performance
Consultation & engagement	78	57
Lobbying on behalf of the community	75	60
Informing the community	79	60
Condition of local streets & footpaths	76	56
Enforcement of local laws	72	63
Family support services	74	65
Elderly support services	82	71
Recreational facilities	75	72
Appearance of public areas	75	74
Waste management	80	74
Business & community development & tourism	74	63
Planning permits	69	51
Emergency & disaster management	81	67
Maintenance of unsealed roads	84	49

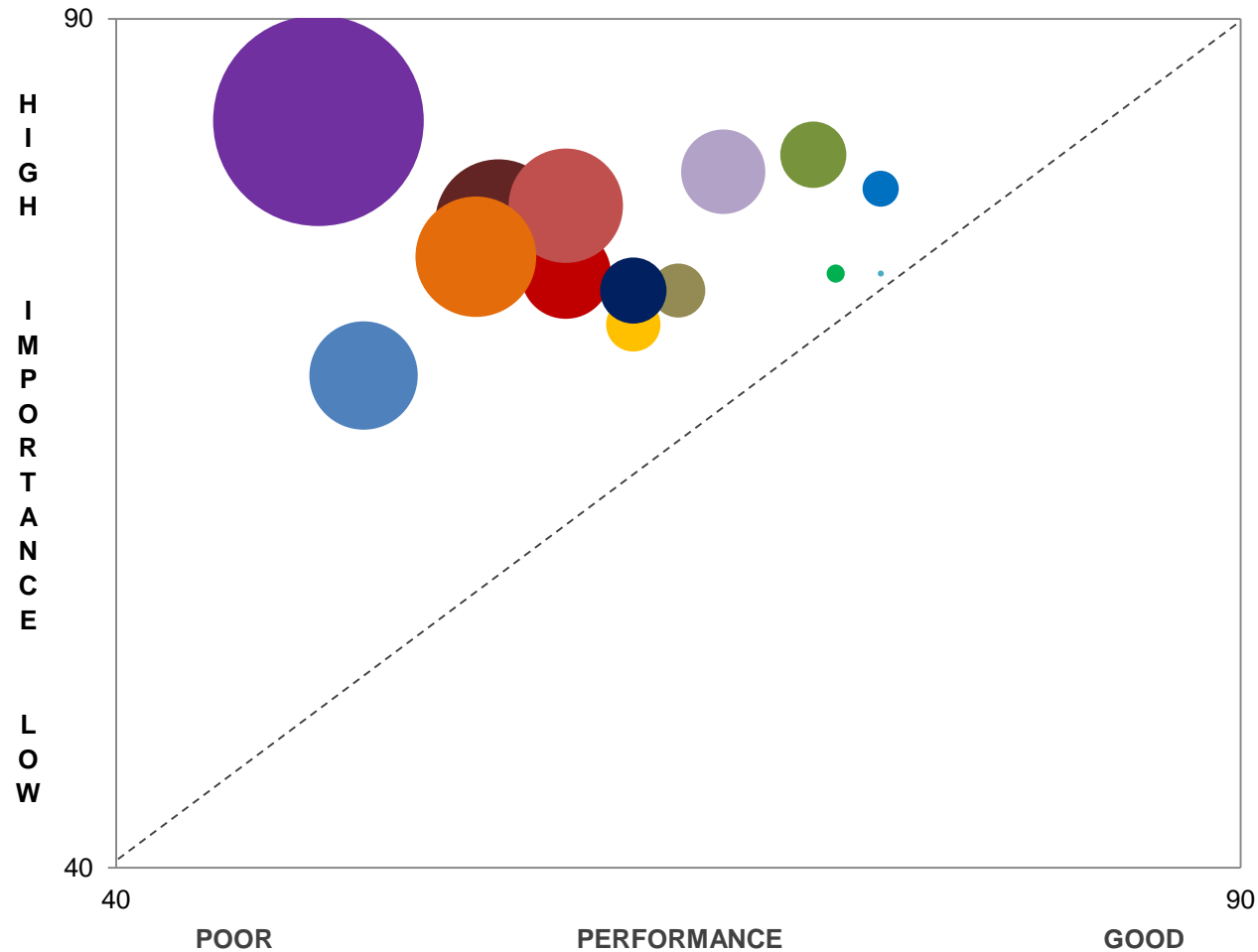
Importance and Performance 2016 Index Scores Grid



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

Service	Importance	Performance
Consultation & engagement	78	57
Lobbying on behalf of the community	75	60
Informing the community	79	60
Condition of local streets & footpaths	76	56
Enforcement of local laws	72	63
Family support services	74	65
Elderly support services	82	71
Recreational facilities	75	72
Appearance of public areas	75	74
Waste management	80	74
Business & community development & tourism	74	63
Planning permits	69	51
Emergency & disaster management	81	67
Maintenance of unsealed roads	84	49

Importance and Performance 2016 Index Scores Grid (Magnified view)



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

POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY



BEST THINGS

- Customer service – positive
- Recreational/sporting facilities
- Councillors – positive
- Parks and gardens
- Road and street maintenance
- Waste management

- Sealed road maintenance
- Unsealed road maintenance
- communications
- Financial management
- Community consultation
- Rates – too expensive
- Waste management
- Footpaths and walking tracks
- Treat all the same
- Address issues and keep promises



AREAS FOR IMPROVEMENT

COMMUNICATIONS SUMMARY

Overall preferred forms of communication

- Newsletter sent via mail (56)

Preferred forms of communication among over 50s

- Newsletter sent via mail (55)

Preferred forms of communication among under 50s

- Newsletter sent via mail (59)

Greatest change since 2015

- Newsletter sent via mail (up 6 points)

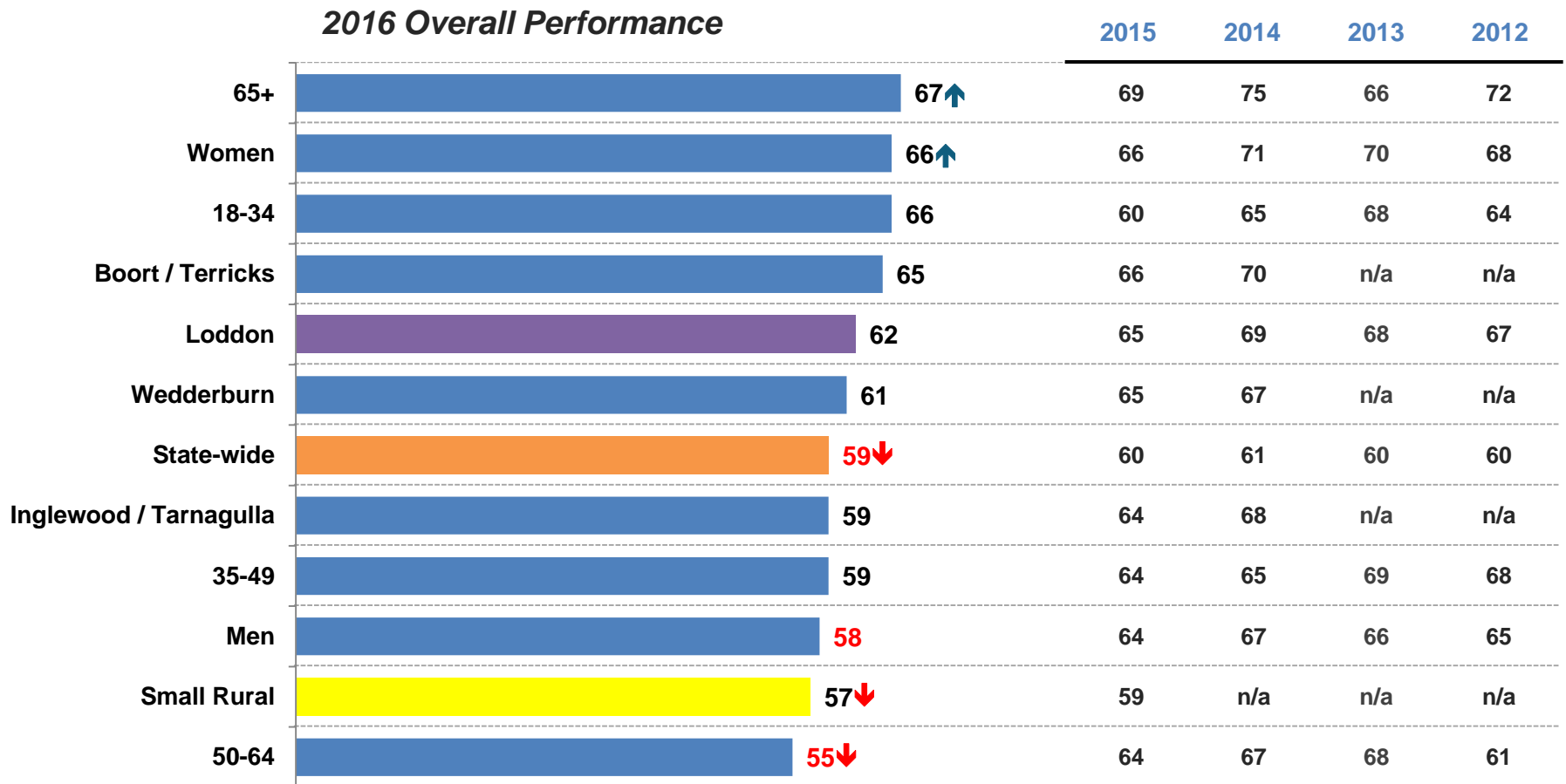
A satellite night view of South America, showing the continent's outline against the dark ocean. The landmass is illuminated by a dense network of glowing yellow and white lines representing roads and city lights. Major urban centers like Lima, Bogotá, and São Paulo are particularly bright. The text "DETAILED FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

DETAILED FINDINGS

A satellite night view of South Africa, showing the country's coastline and interior. Major cities like Johannesburg, Cape Town, and Durban are brightly lit, with their road networks glowing. The surrounding oceans are dark, and the overall scene is illuminated by the city lights.

**KEY CORE MEASURE
OVERALL PERFORMANCE**

OVERALL PERFORMANCE INDEX SCORES



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

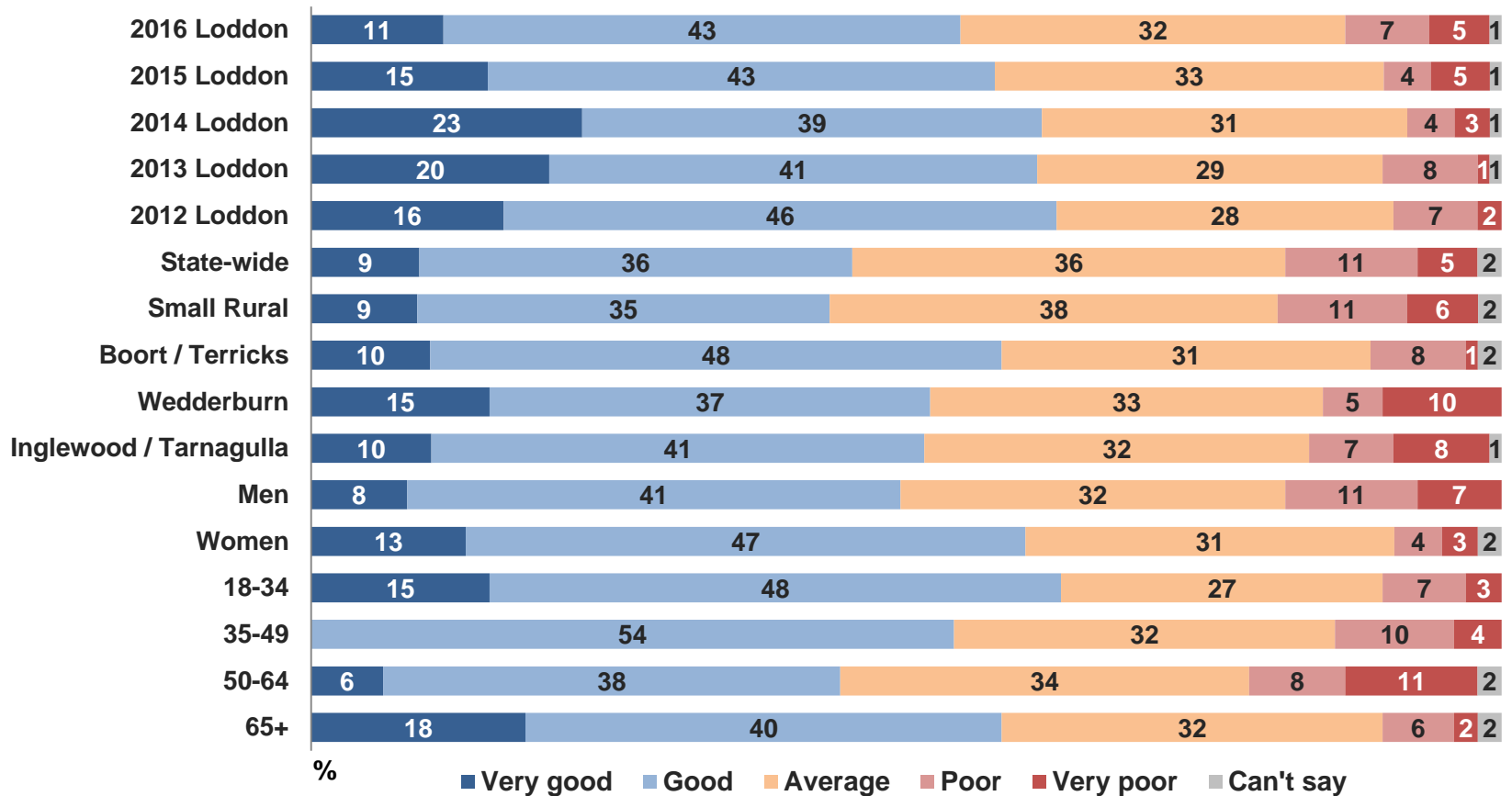
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

Note: Please see page 5 for explanation about significant differences



OVERALL PERFORMANCE DETAILED PERCENTAGES

2016 Overall Performance



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

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

An aerial night photograph of a city, likely San Francisco, showing a dense network of glowing streetlights and illuminated buildings. The city is set against a dark background of water and surrounding land. The text is overlaid on the left side of the image.

**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Loddon Shire Council

- 67%, down 1 point on 2015

Most contact with Loddon Shire Council

- Wedderburn
- Aged 18-34 years

Least contact with Loddon Shire Council

- Boort / Terricks
- Aged 65+ years

Customer Service rating

- Index score of 70, down 5 points on 2015

Most satisfied with Customer Service

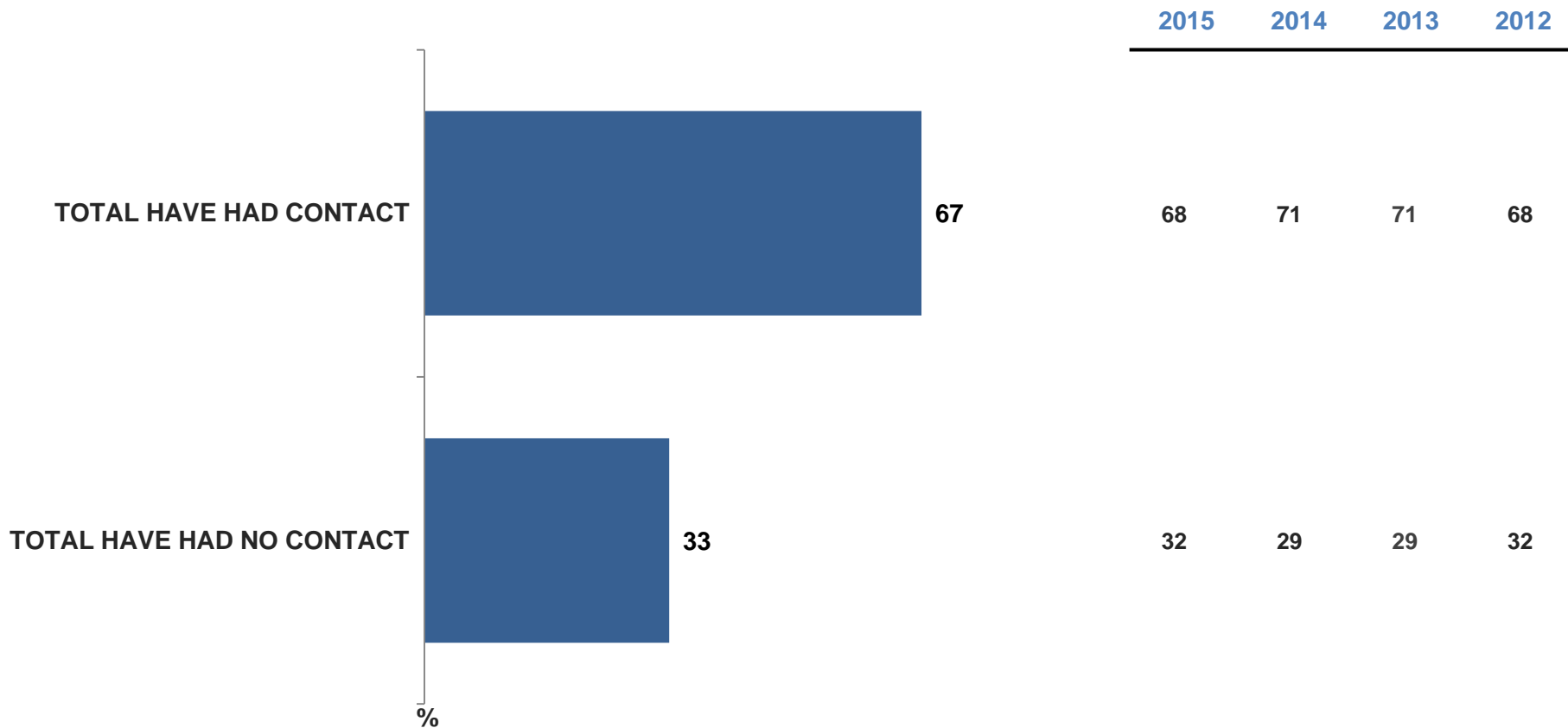
- Women
- Aged 18-34 years

Least satisfied with Customer Service

- Men
- Aged 35-49 years
- Inglewood / Tarnagulla

2016 CONTACT WITH COUNCIL LAST 12 MONTHS

2016 Method of Contact



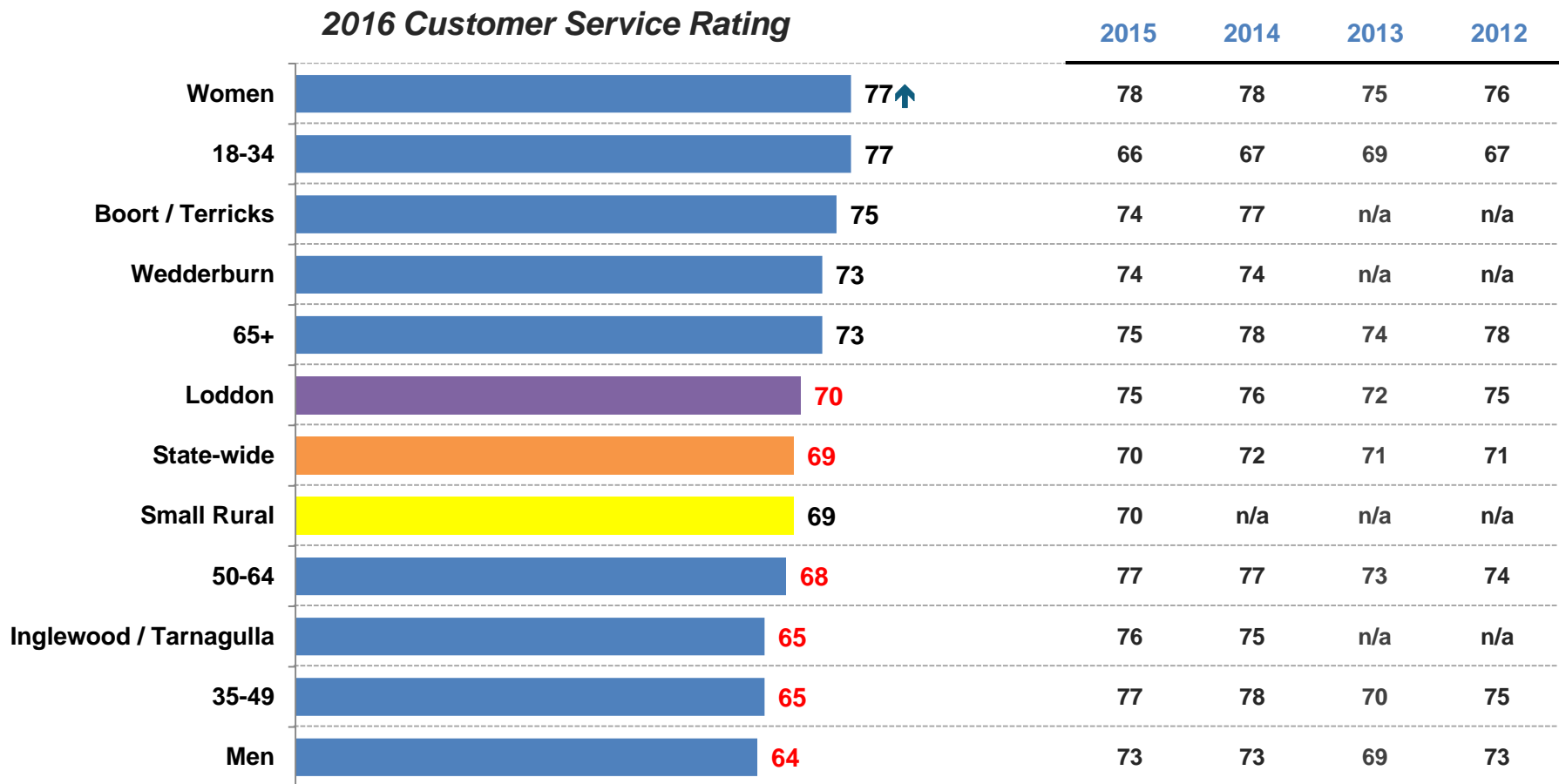
Q5. Over the last 12 months, have you or any member of your household had any contact with Loddon Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 52 Councils asked group: 13

Note: Please see page 5 for explanation about significant differences



2016 CONTACT CUSTOMER SERVICE INDEX SCORES



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

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

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

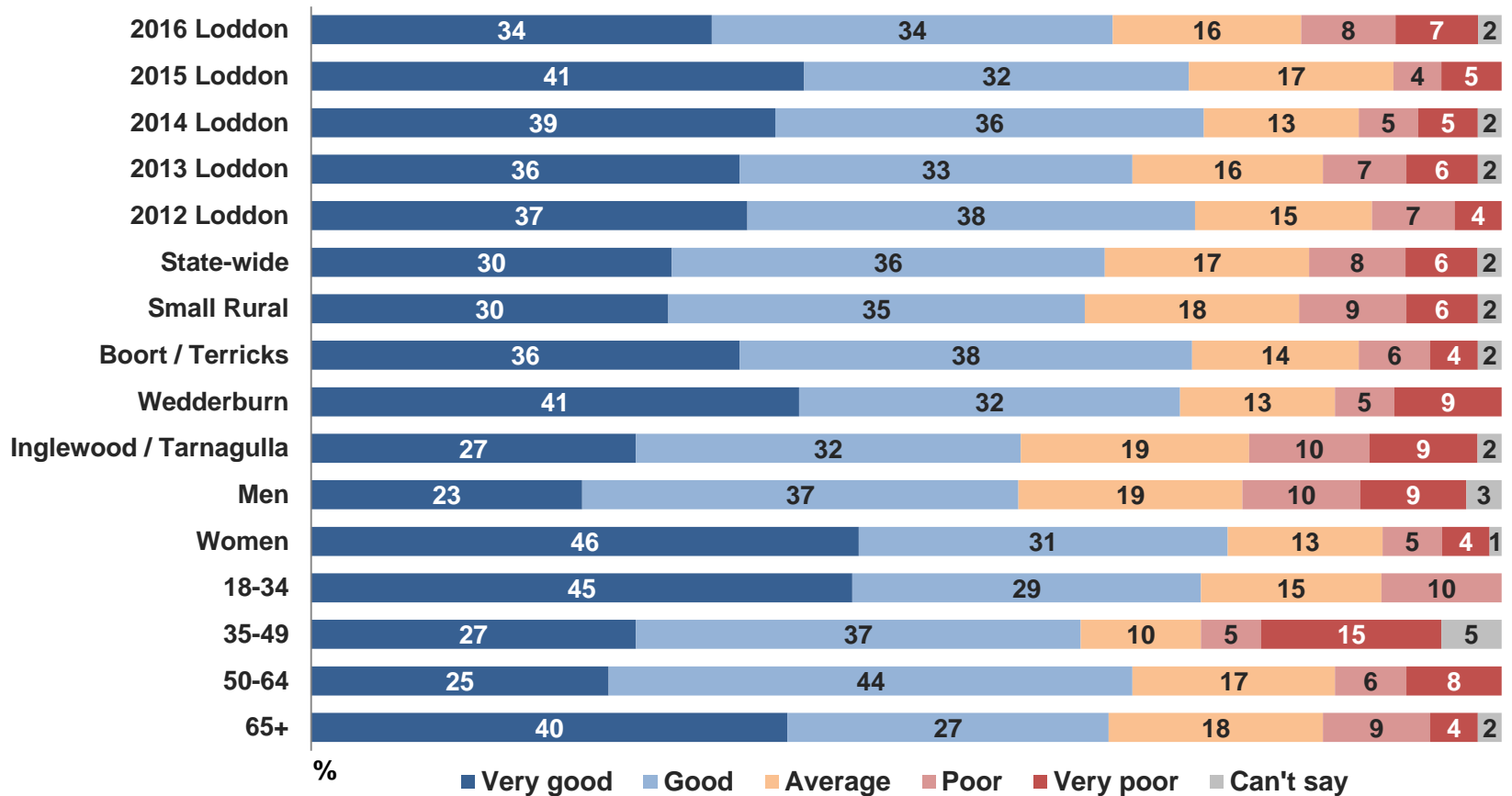
Councils asked state-wide: 69 Councils asked group: 17

Note: Please see page 5 for explanation about significant differences



2016 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

2016 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Loddon Shire Council for customer service?
Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 69 Councils asked group: 17



**KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS**

COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months

- 63% stayed about the same, down 3 points on 2015
- 17% improved, down 1 point on 2015
- 14% deteriorated, up 4 points on 2015

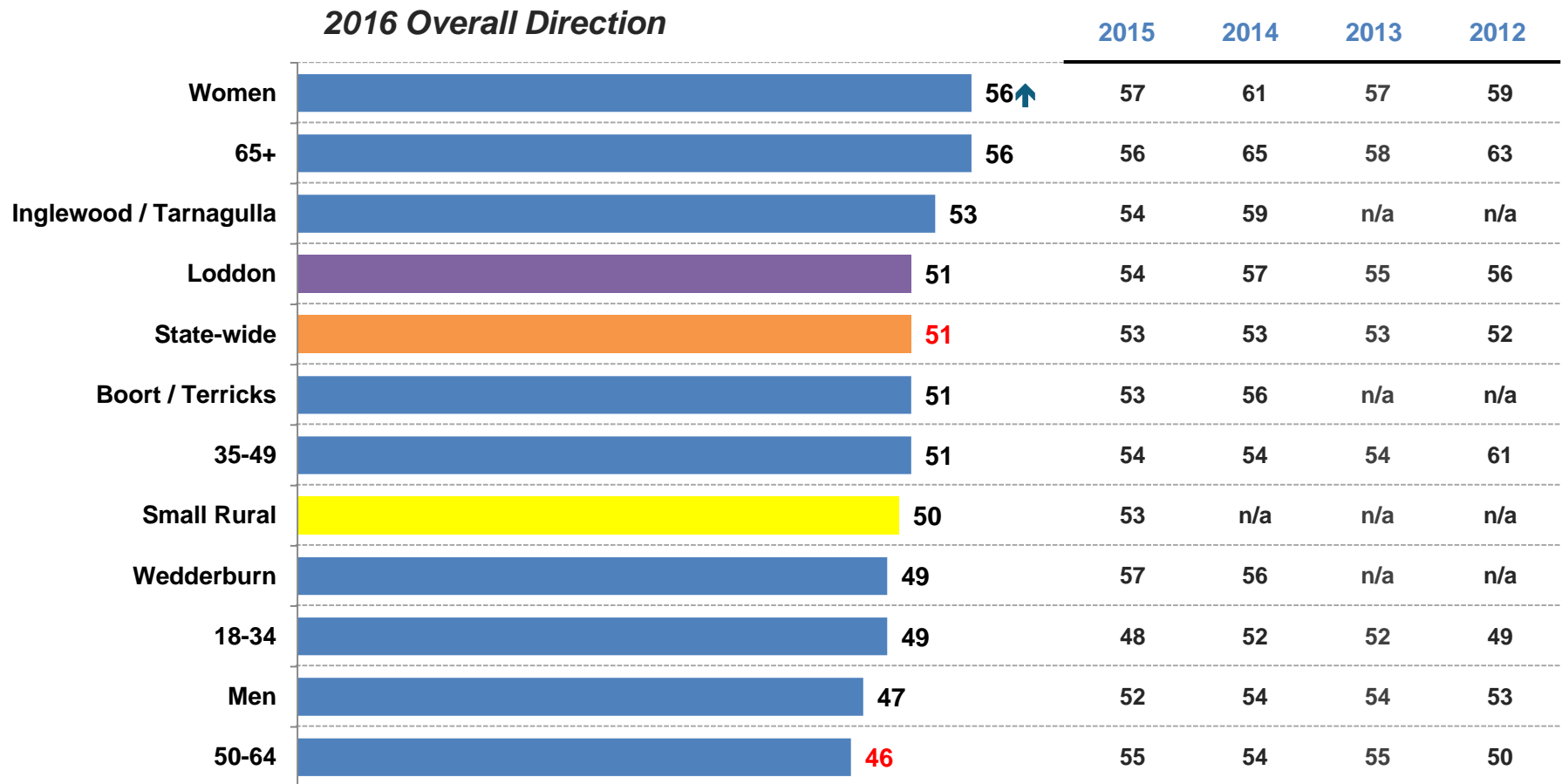
Most satisfied with Council Direction

- Women
- Aged 65+ years

Least satisfied with Council Direction

- Aged 50-64 years
- Men

2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



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

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

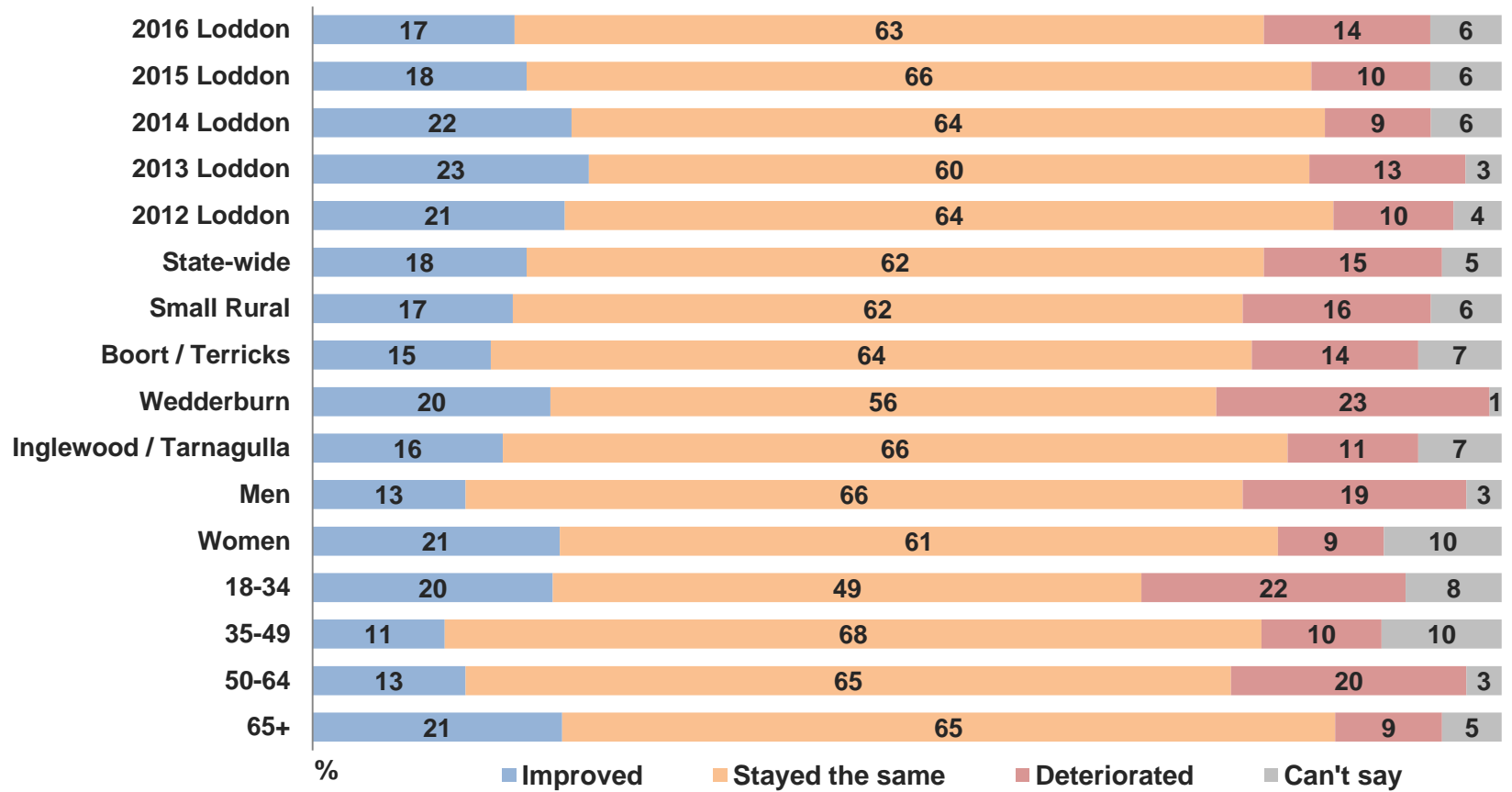
Note: Please see page 5 for explanation about significant differences



2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2016 Overall Direction



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

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

A satellite night view of South America, showing city lights and a road network overlay. The text "POSITIVES AND AREAS FOR IMPROVEMENT" is centered over the continent.

POSITIVES AND AREAS FOR IMPROVEMENT

2016 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES

2016 SERVICES TO IMPROVE DETAILED PERCENTAGES

2016 Best Aspects



2016 Areas for Improvement



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

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

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

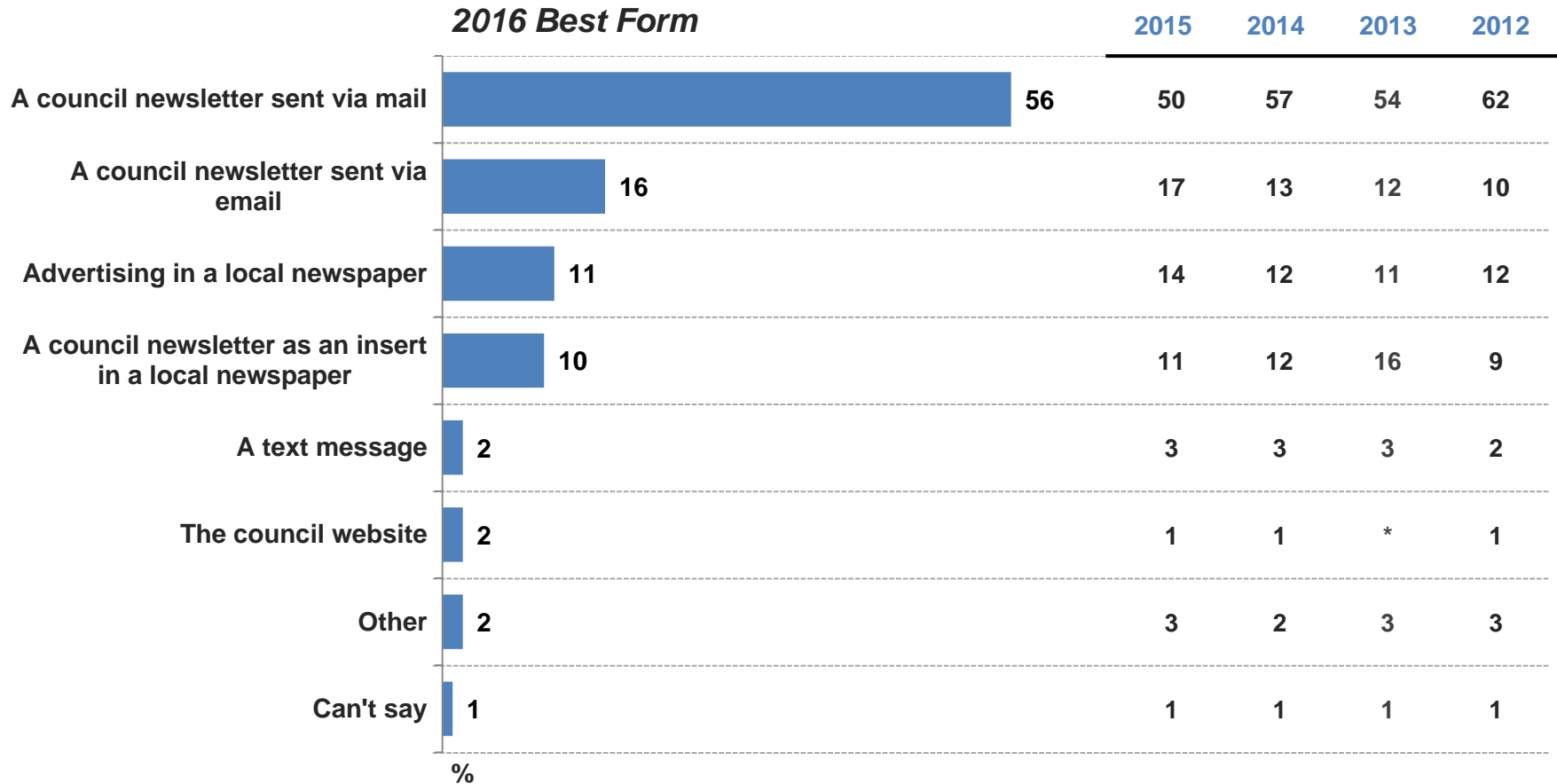
Base: All respondents. Councils asked state-wide: 37 Councils asked group: 9



COMMUNICATIONS



2016 BEST FORMS OF COMMUNICATION

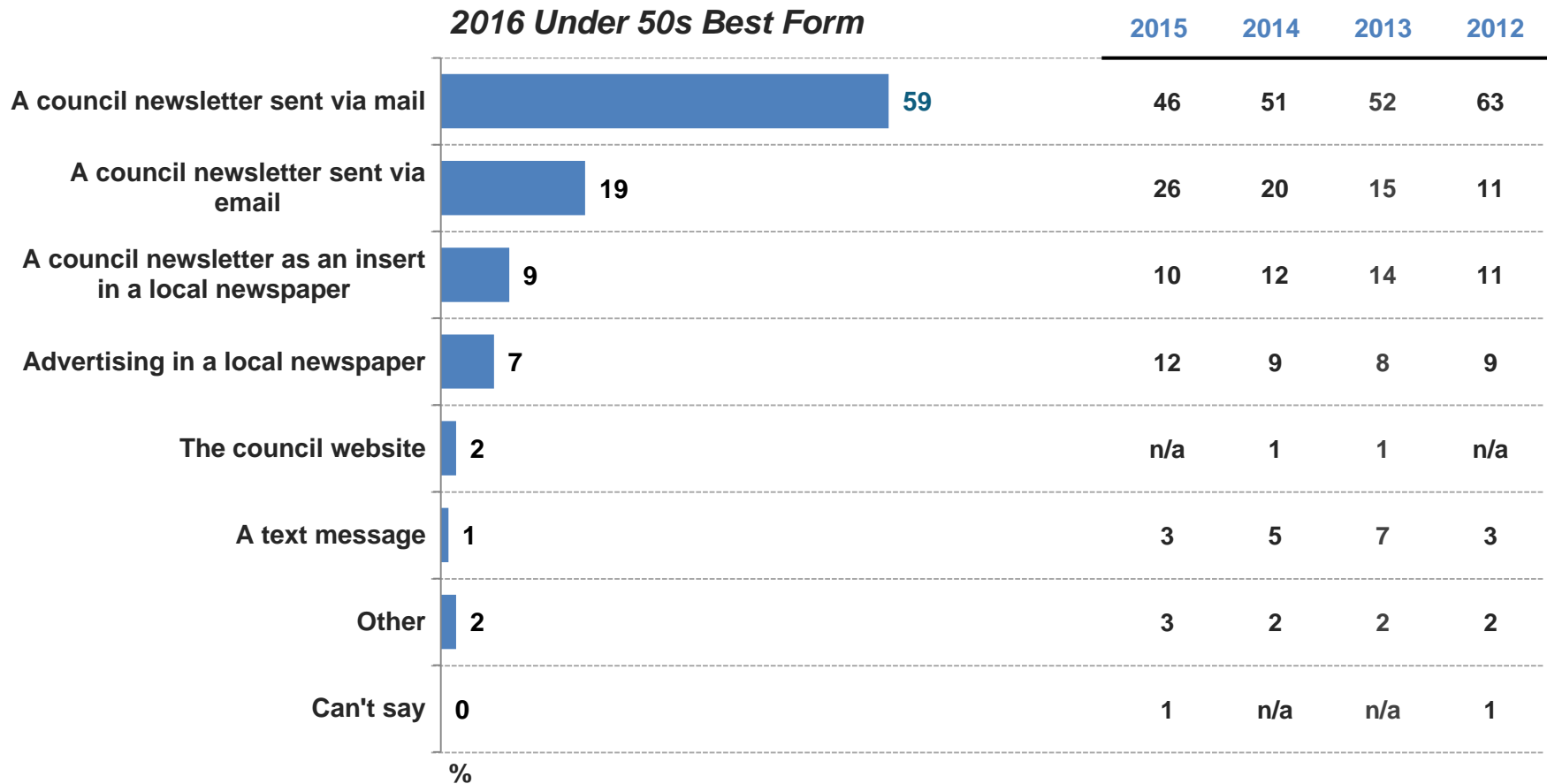


Q13. If Loddon Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

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

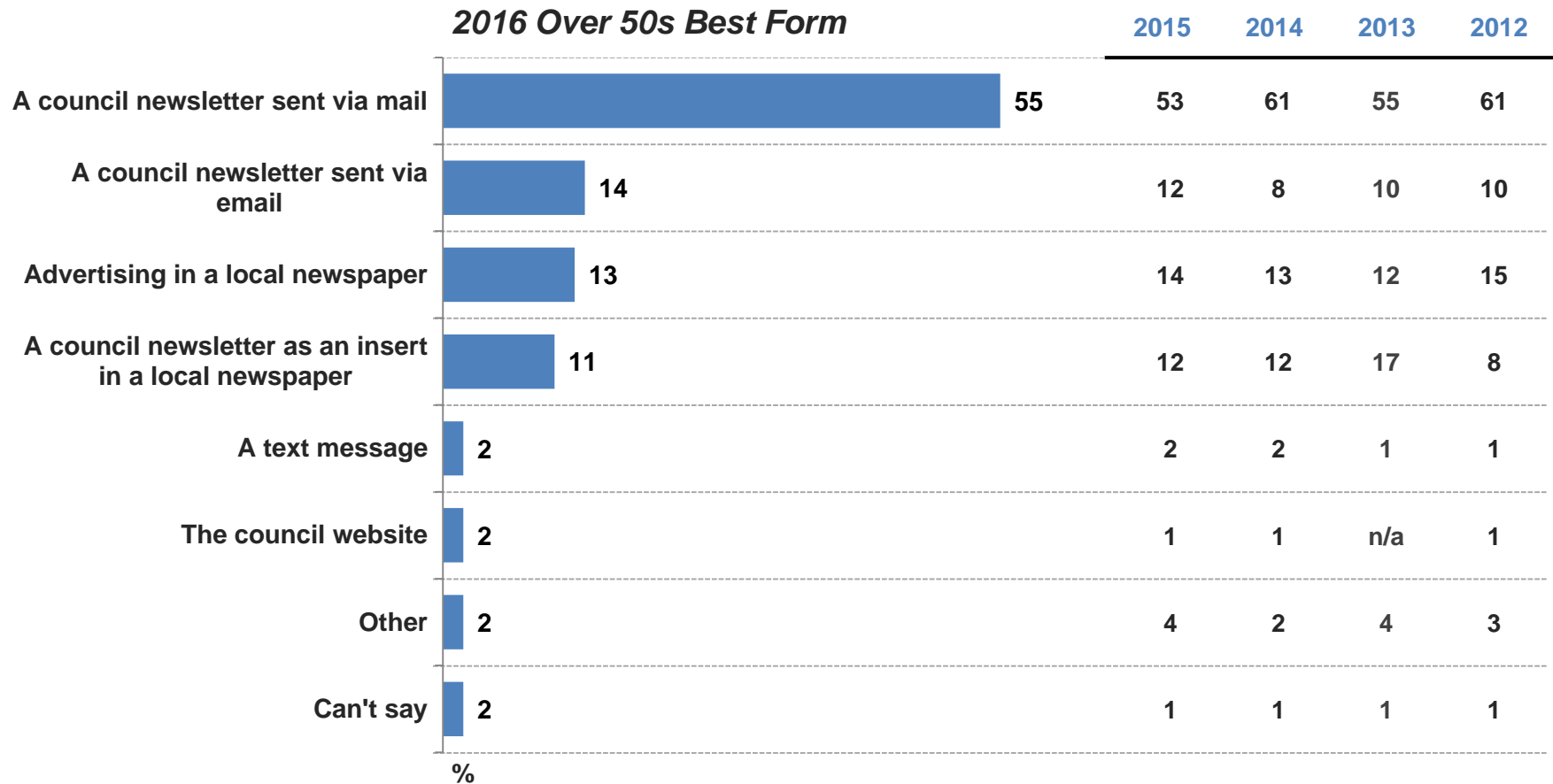
Note: Please see page 5 for explanation about significant differences

2016 BEST FORMS OF COMMUNICATION: UNDER 50s



Q13. If Loddon Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked state-wide: 23 Councils asked group: 5
 Note: Please see page 5 for explanation about significant differences

2016 BEST FORMS OF COMMUNICATION: OVER 50s



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

Base: All respondents aged over 50. Councils asked state-wide: 23 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

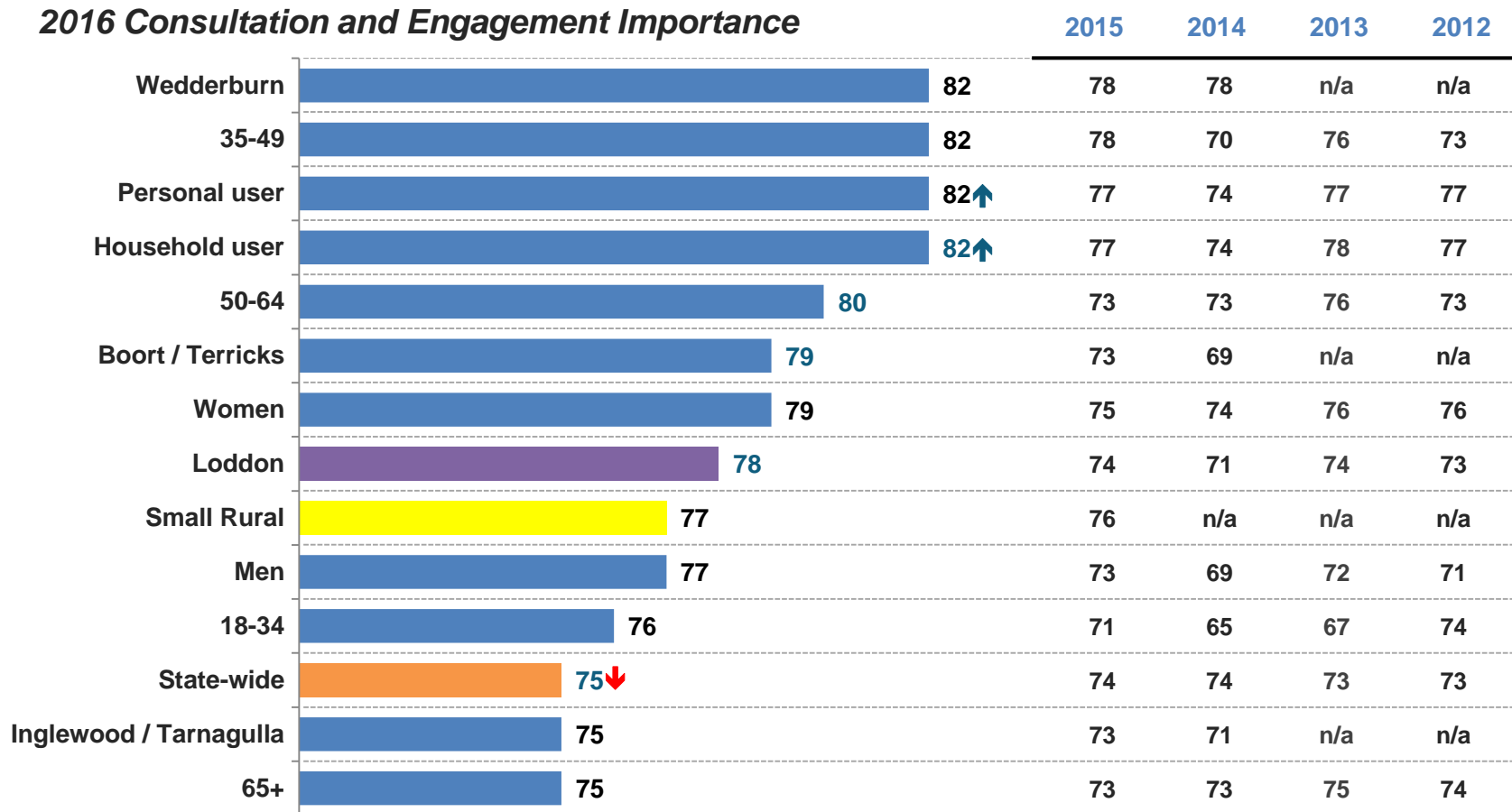


A satellite-style map of South Africa at night, showing a network of glowing yellow and white lines representing service areas. The map is set against a dark blue background of the ocean. The text "INDIVIDUAL SERVICE AREAS" is overlaid in white, bold, sans-serif font.

INDIVIDUAL SERVICE AREAS

2016 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES

2016 Consultation and Engagement Importance



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

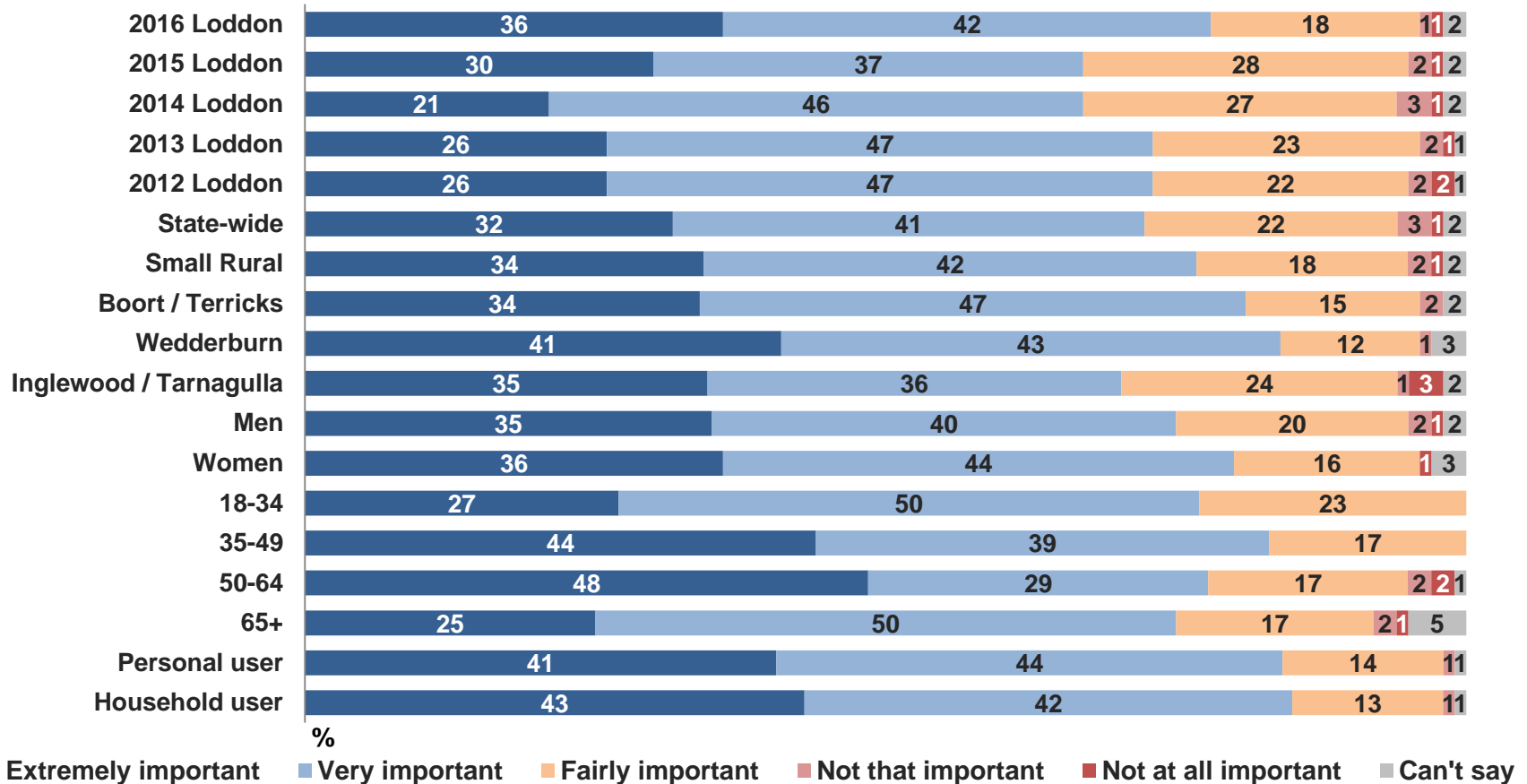
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4

Note: Please see slide 5 for explanation about significant differences



2016 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE DETAILED PERCENTAGES

2016 Consultation and Engagement Importance

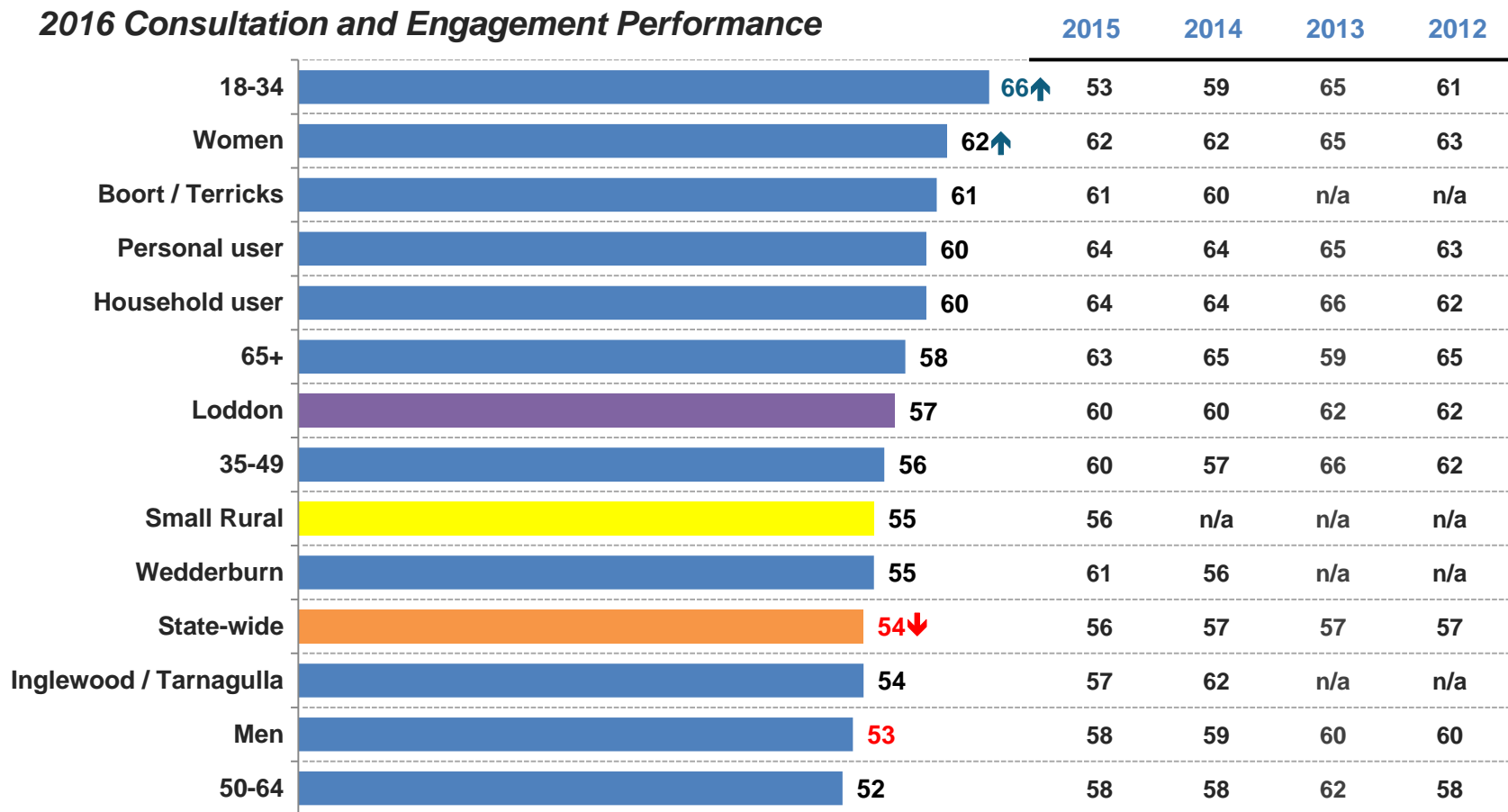


Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?

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

2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

2016 Consultation and Engagement Performance



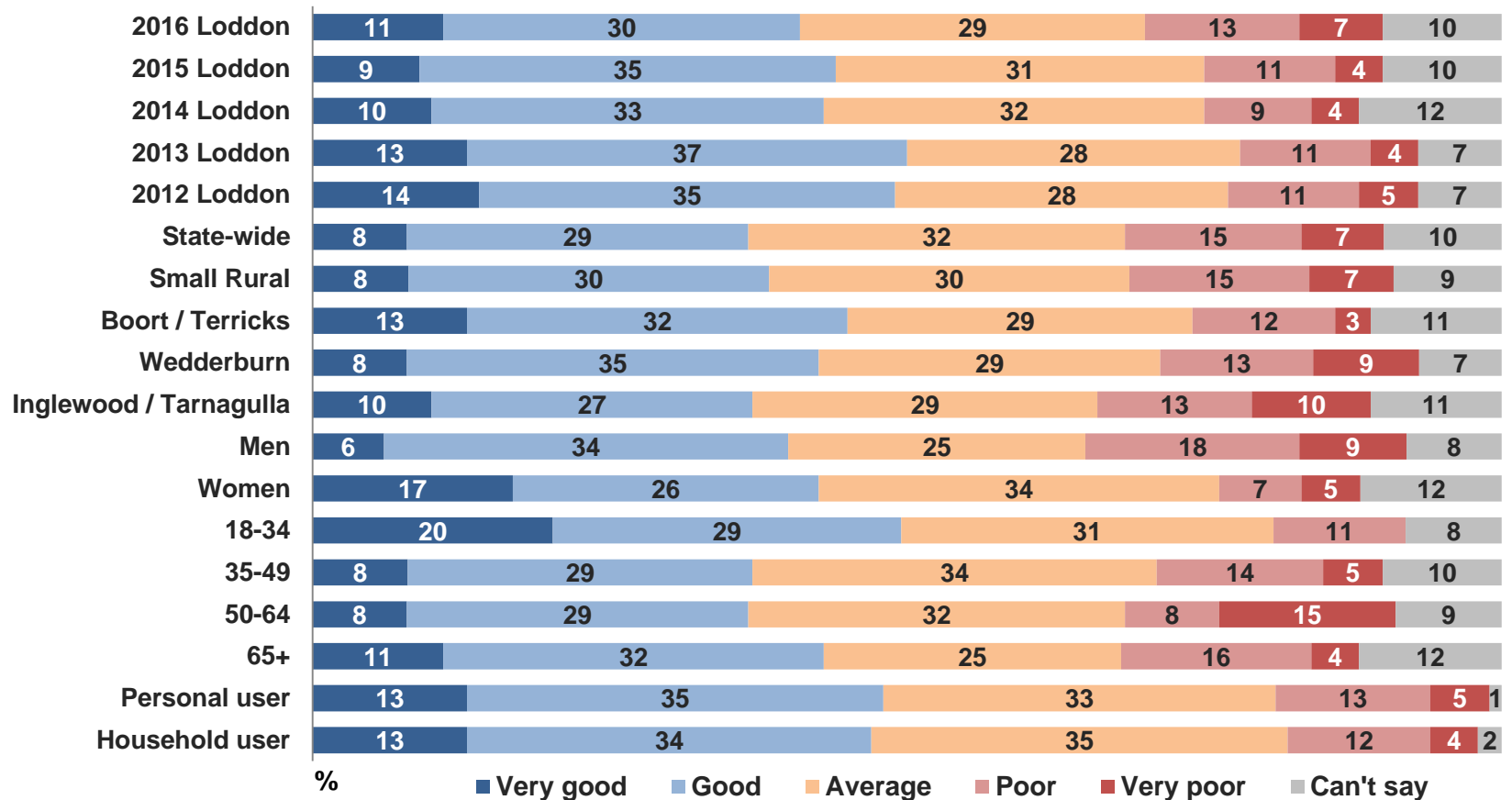
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

Note: Please see slide 5 for explanation about significant differences

2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

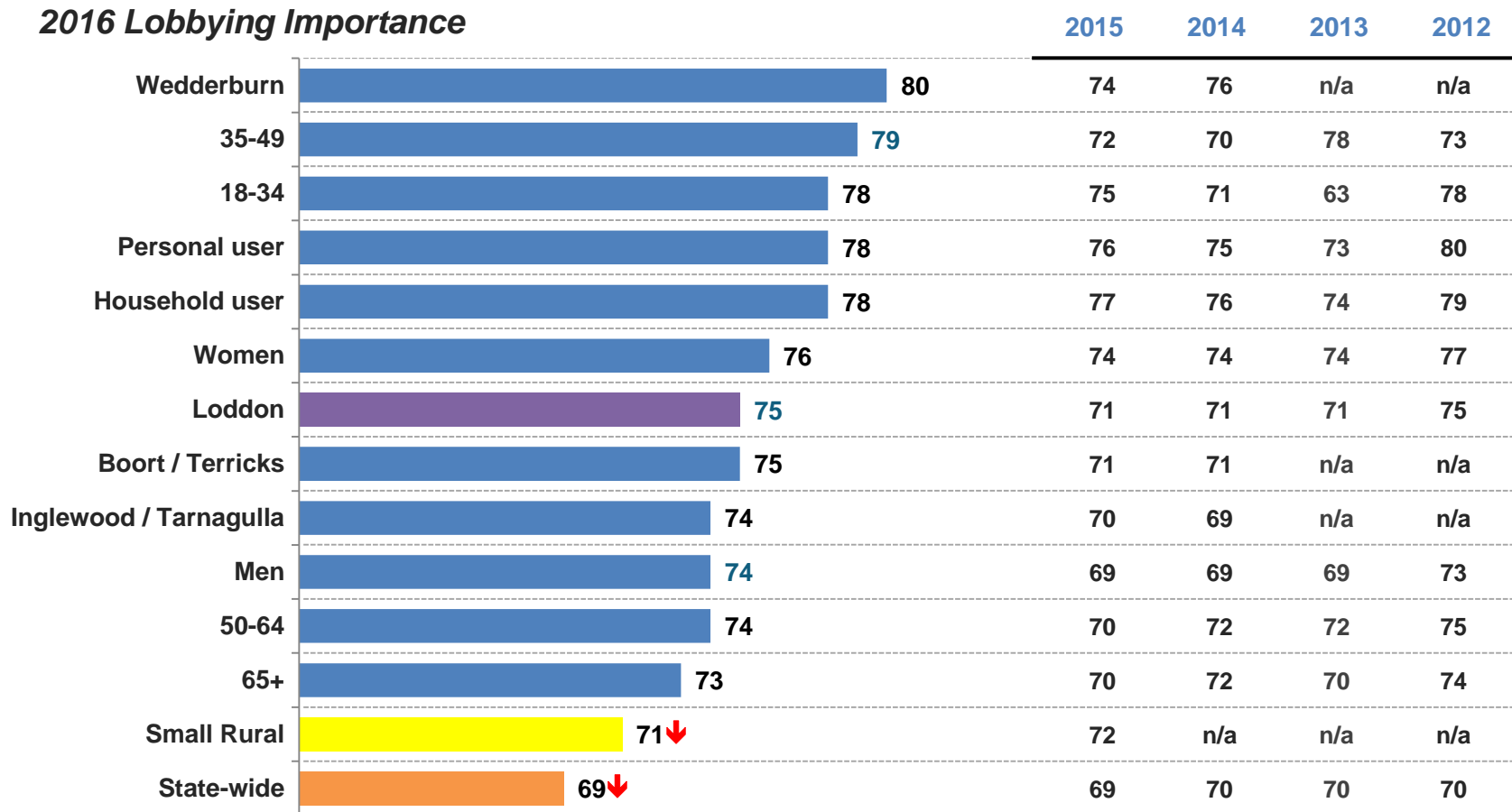
2016 Consultation and Engagement Performance



Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

2016 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE INDEX SCORES

2016 Lobbying Importance



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

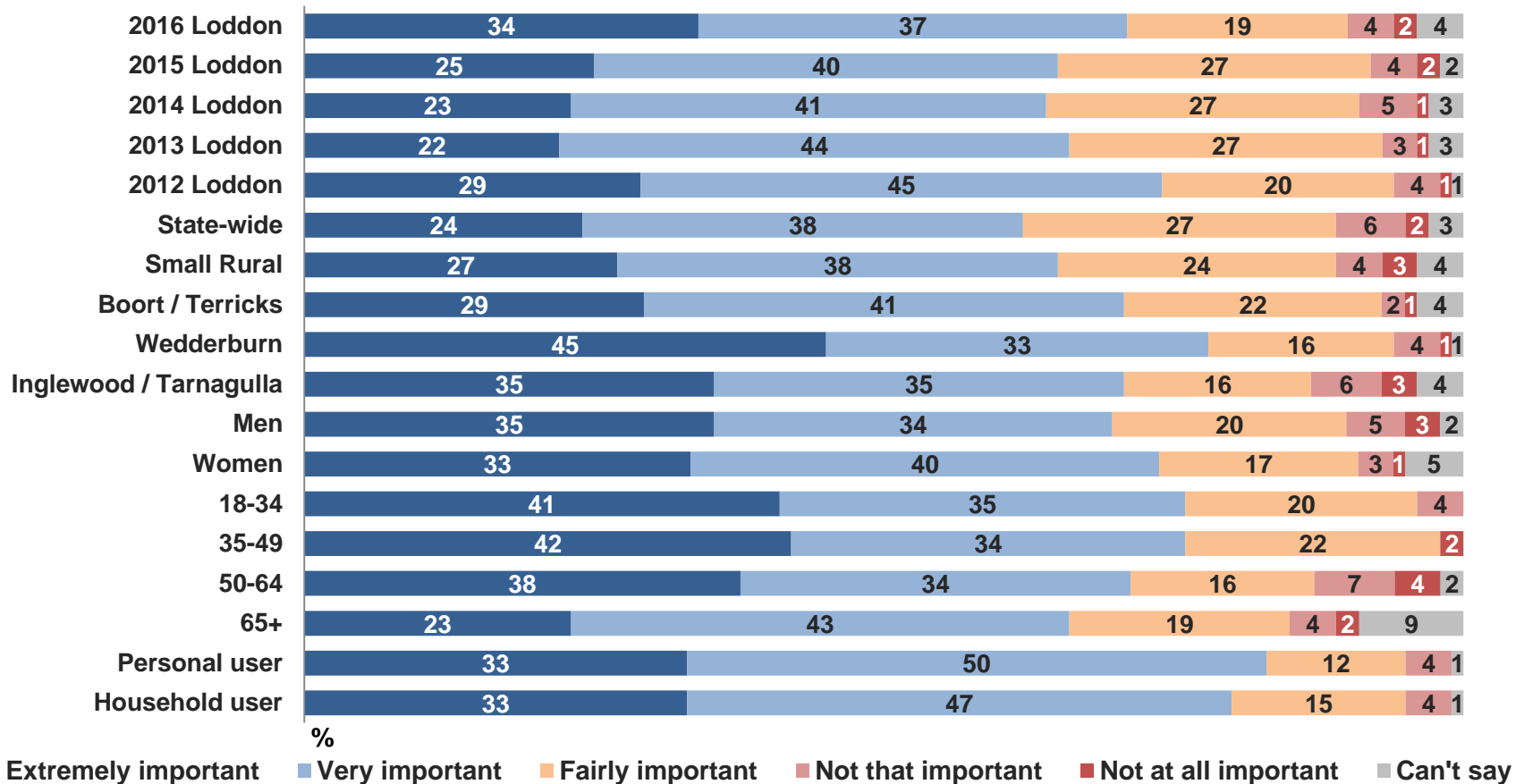
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

Note: Please see slide 5 for explanation about significant differences

2016 LOBBYING ON BEHALF OF THE COMMUNITY

IMPORTANCE DETAILED PERCENTAGES

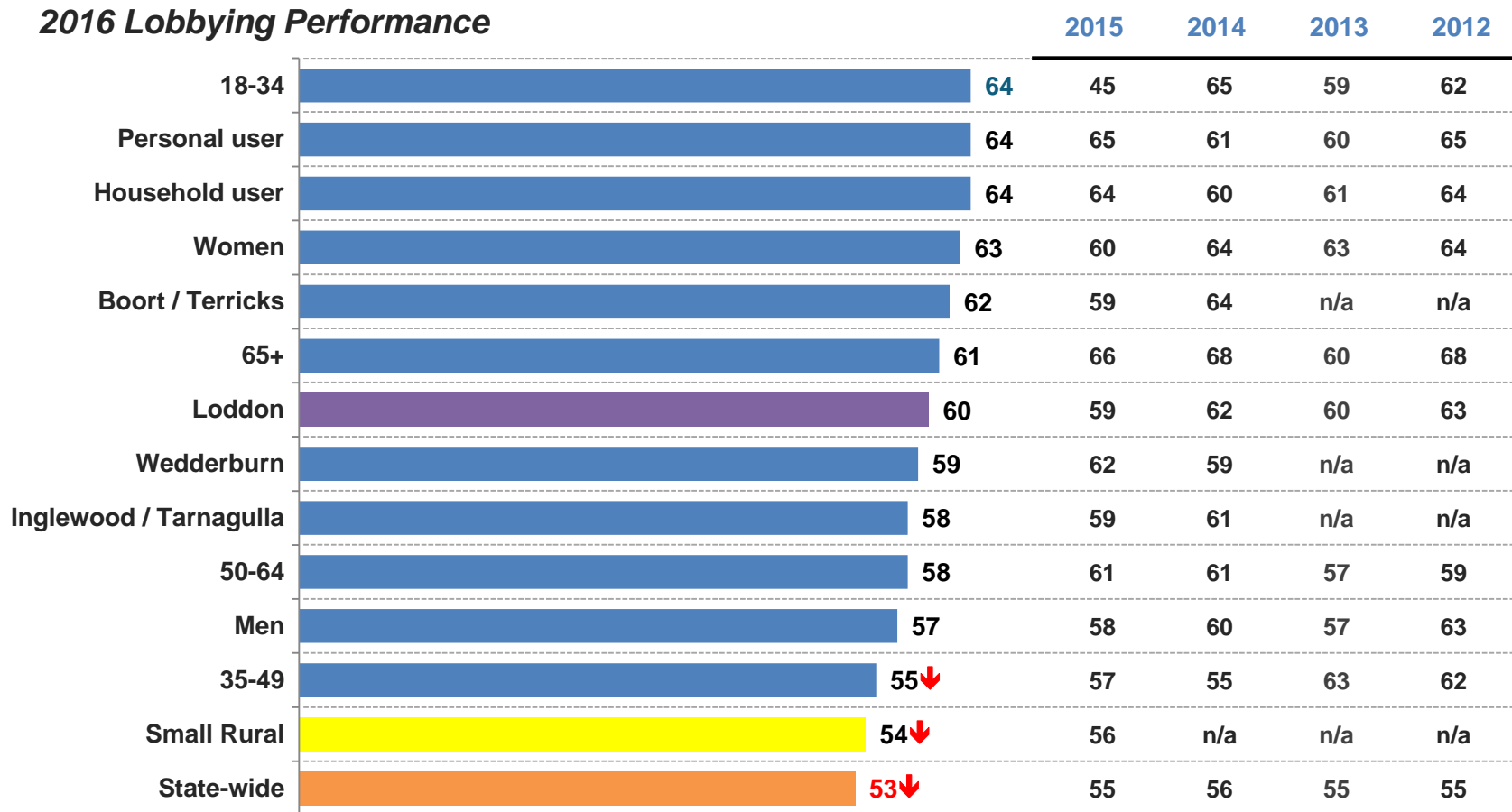
2016 Lobbying Importance



Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES

2016 Lobbying Performance



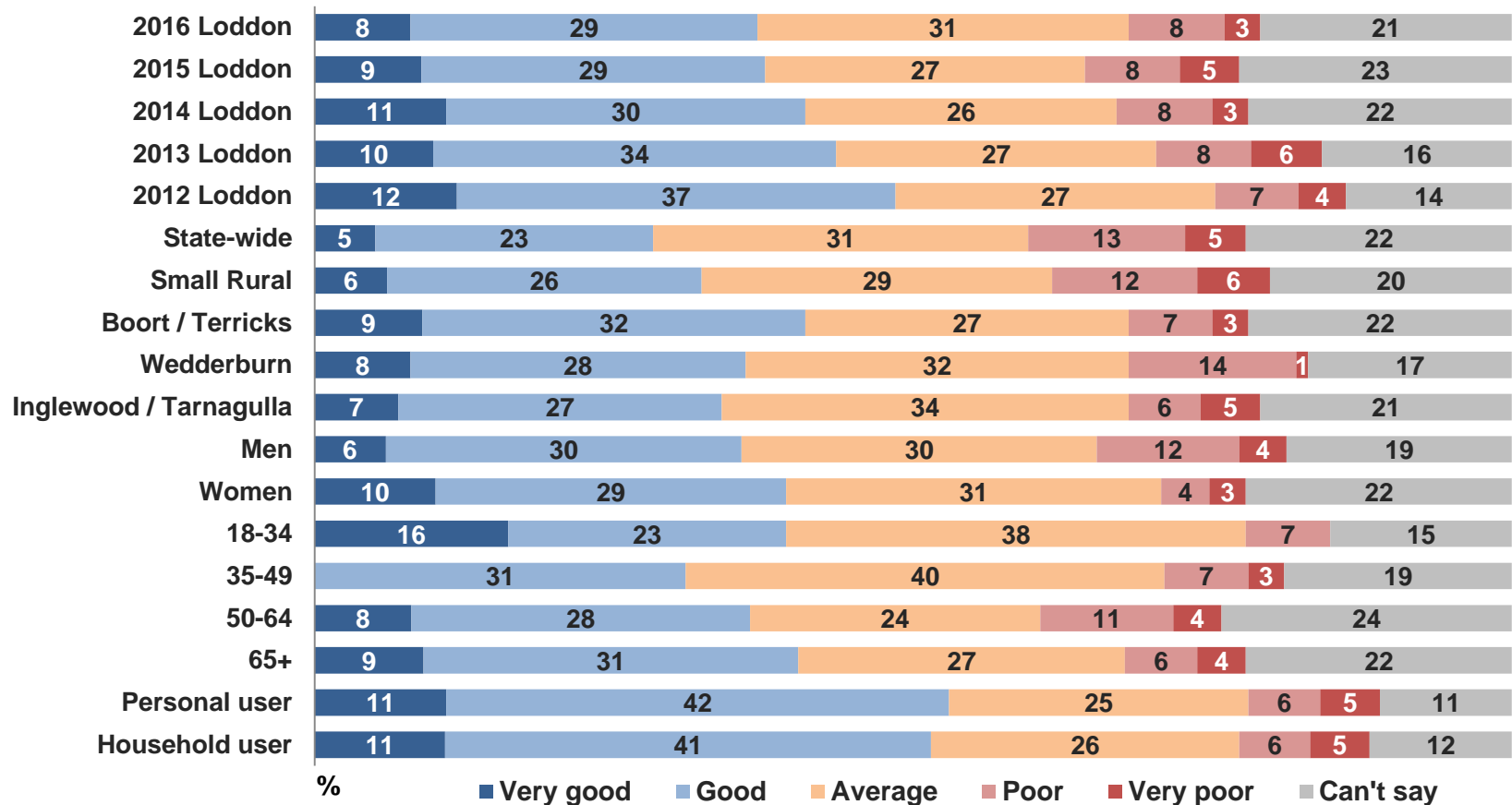
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

Note: Please see slide 5 for explanation about significant differences

2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

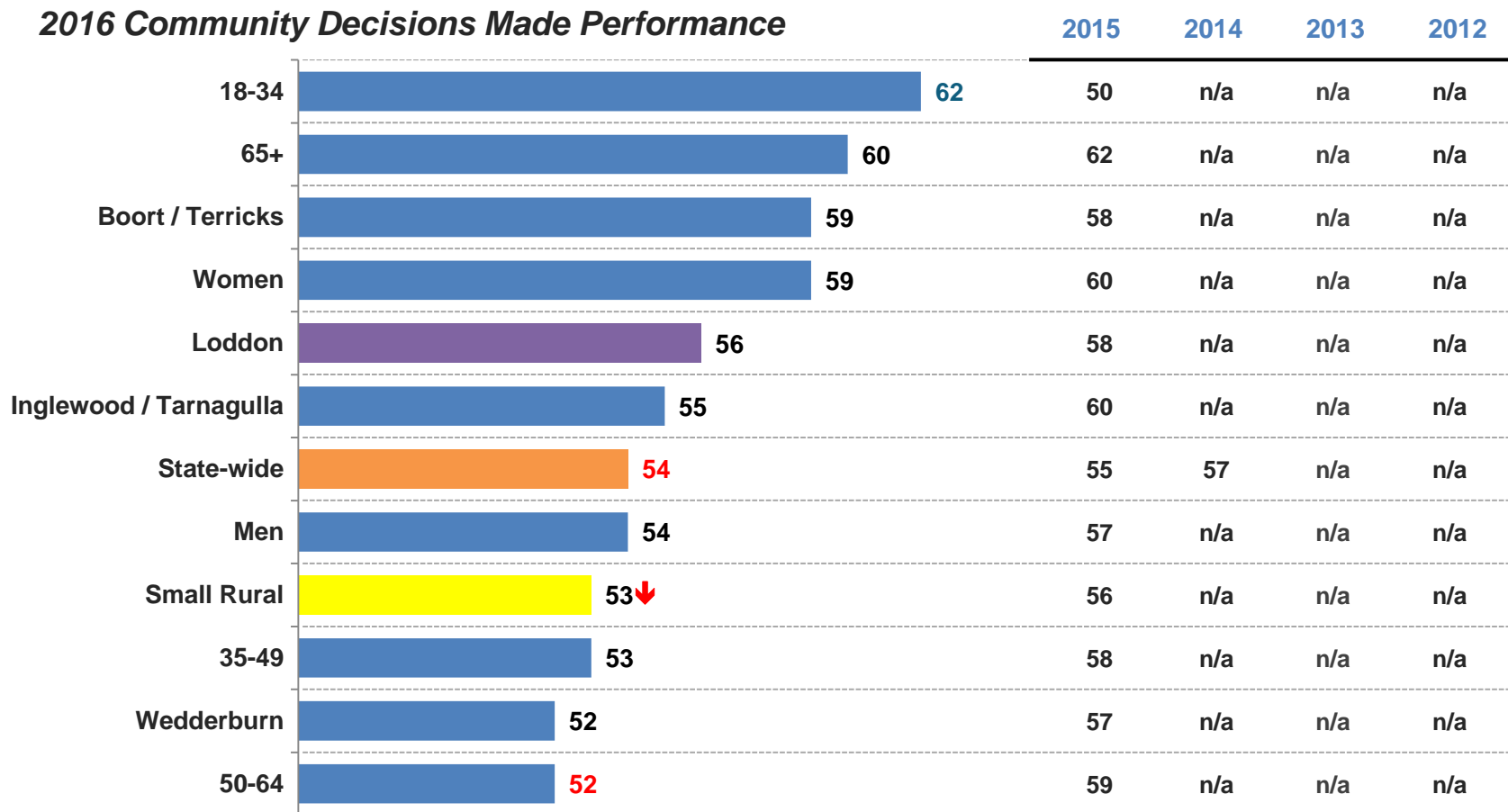
2016 Lobbying Performance



Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES

2016 Community Decisions Made Performance



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

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

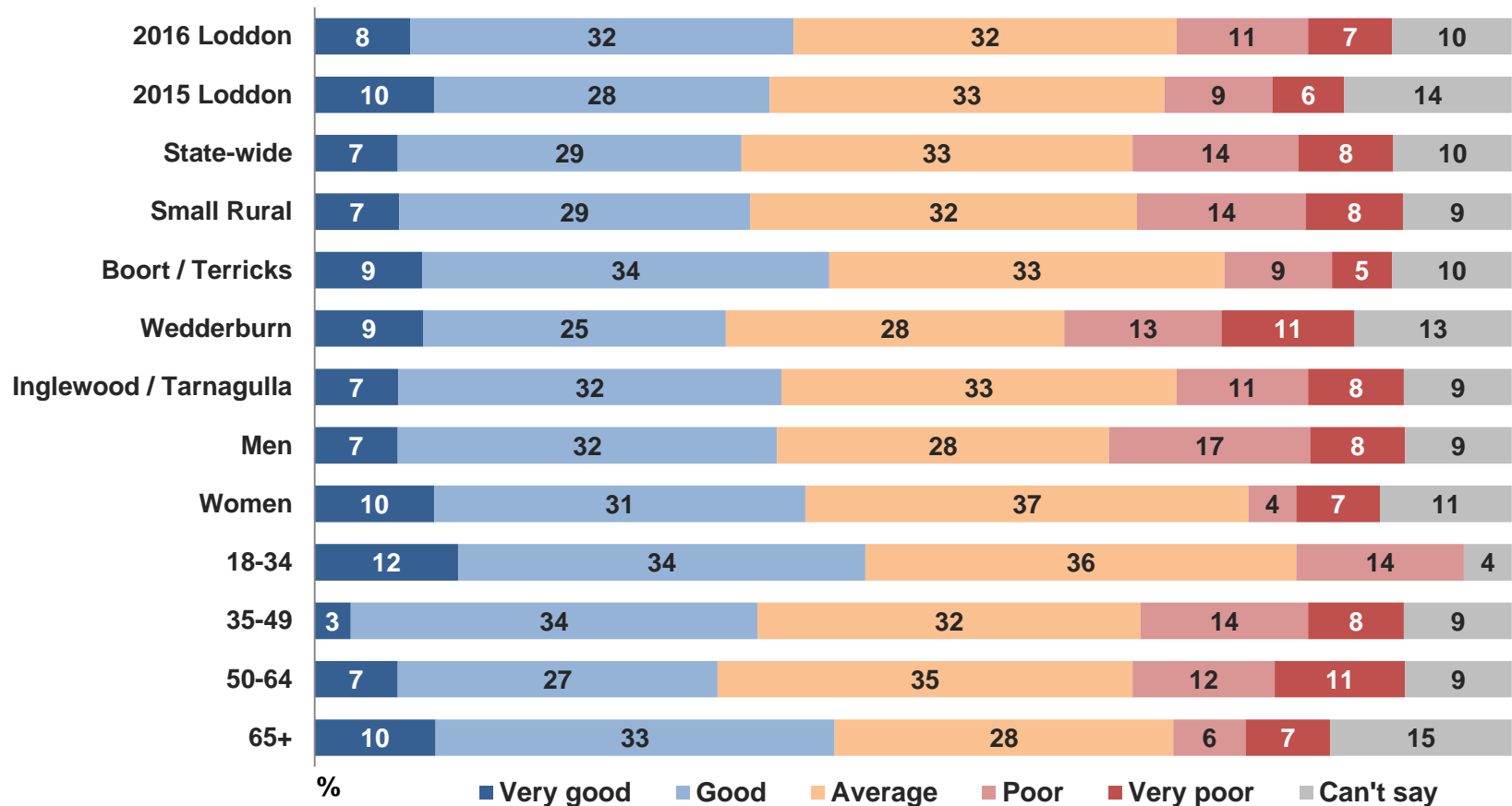
Note: Please see slide 5 for explanation about significant differences



2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2016 Community Decisions Made Performance

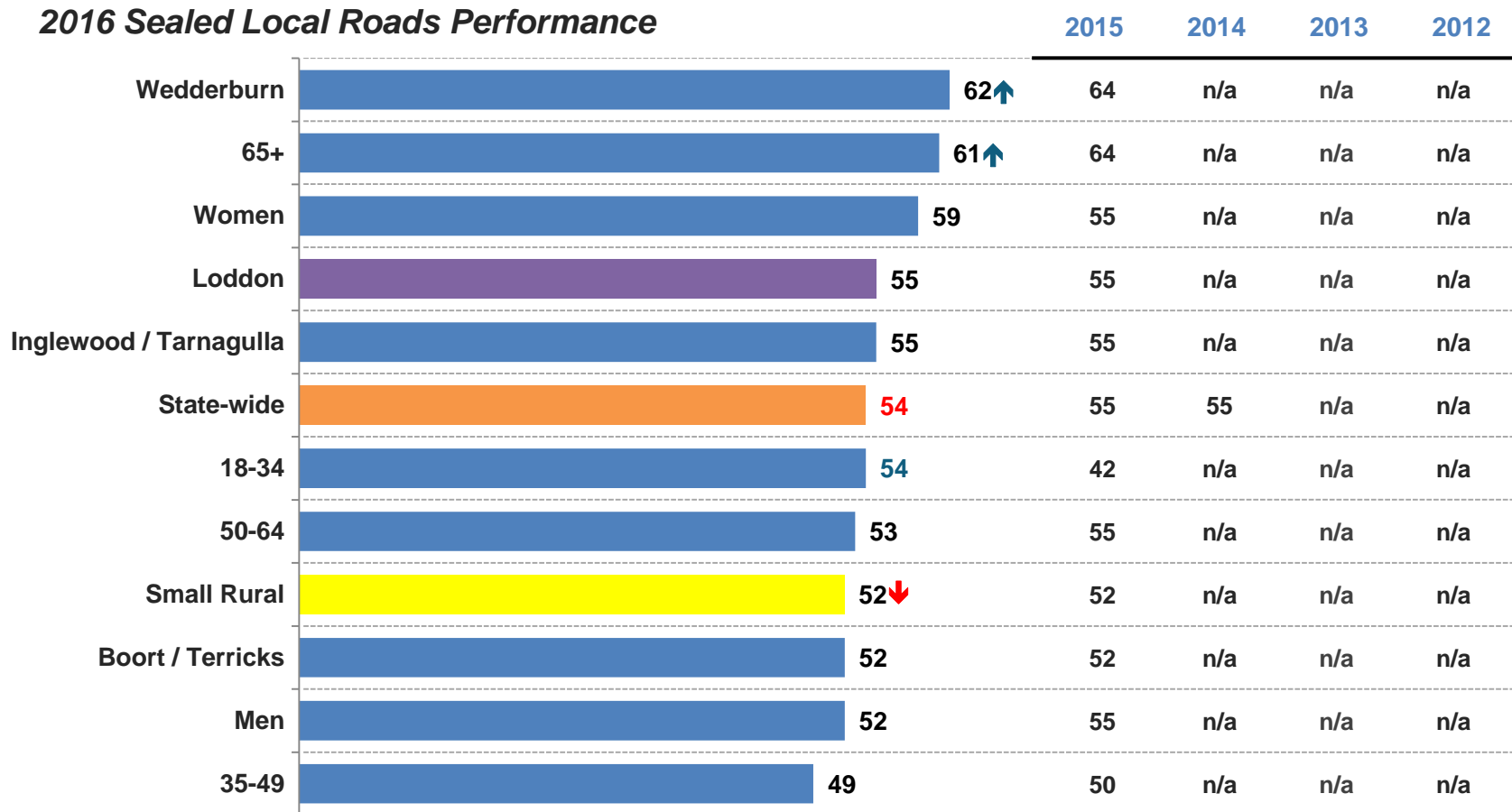


Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17



2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES

2016 Sealed Local Roads Performance



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

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

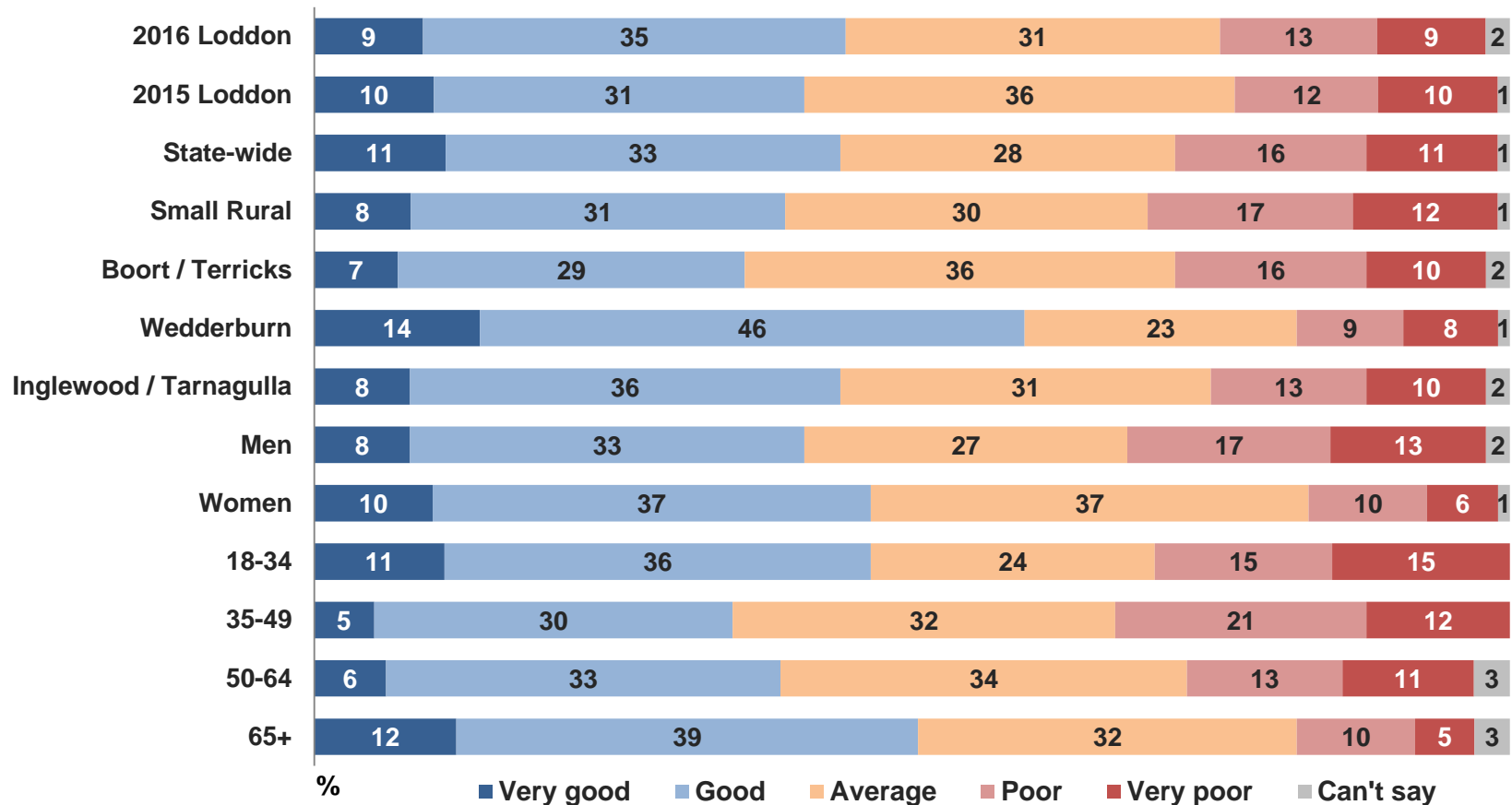
Note: Please see slide 5 for explanation about significant differences



2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2016 Sealed Local Roads Performance

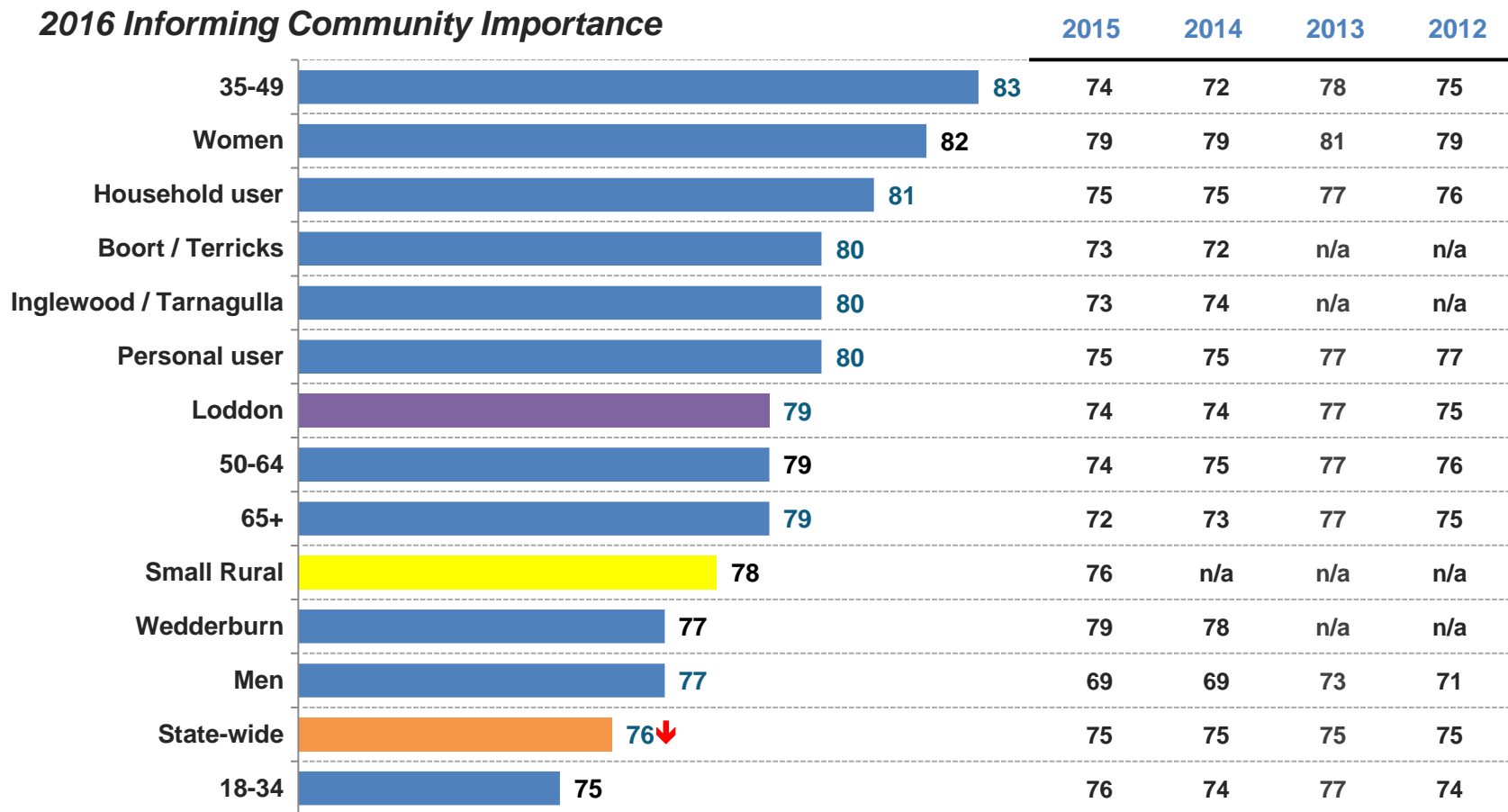


Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17



2016 INFORMING THE COMMUNITY IMPORTANCE INDEX SCORES

2016 Informing Community Importance



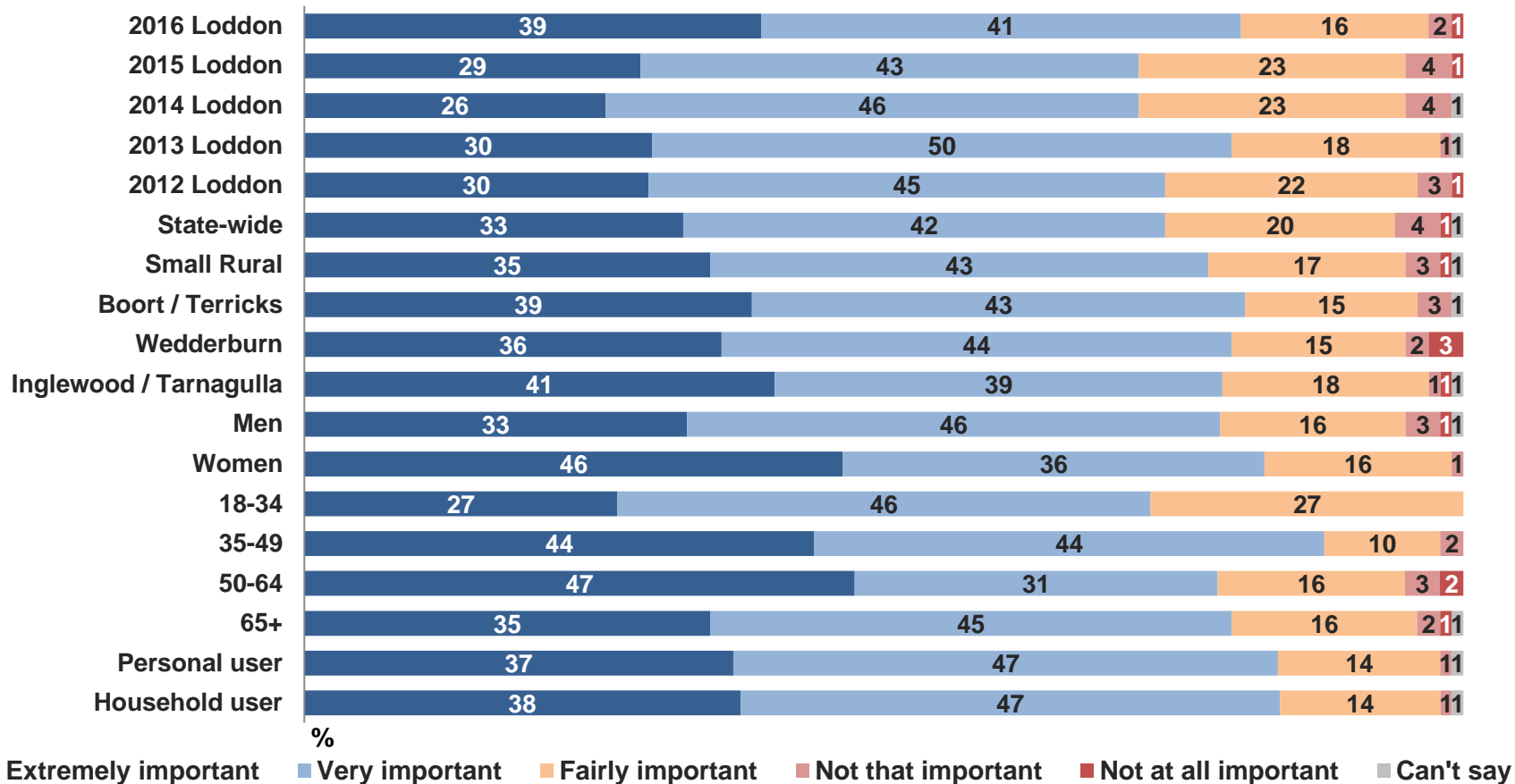
Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

2016 INFORMING THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES

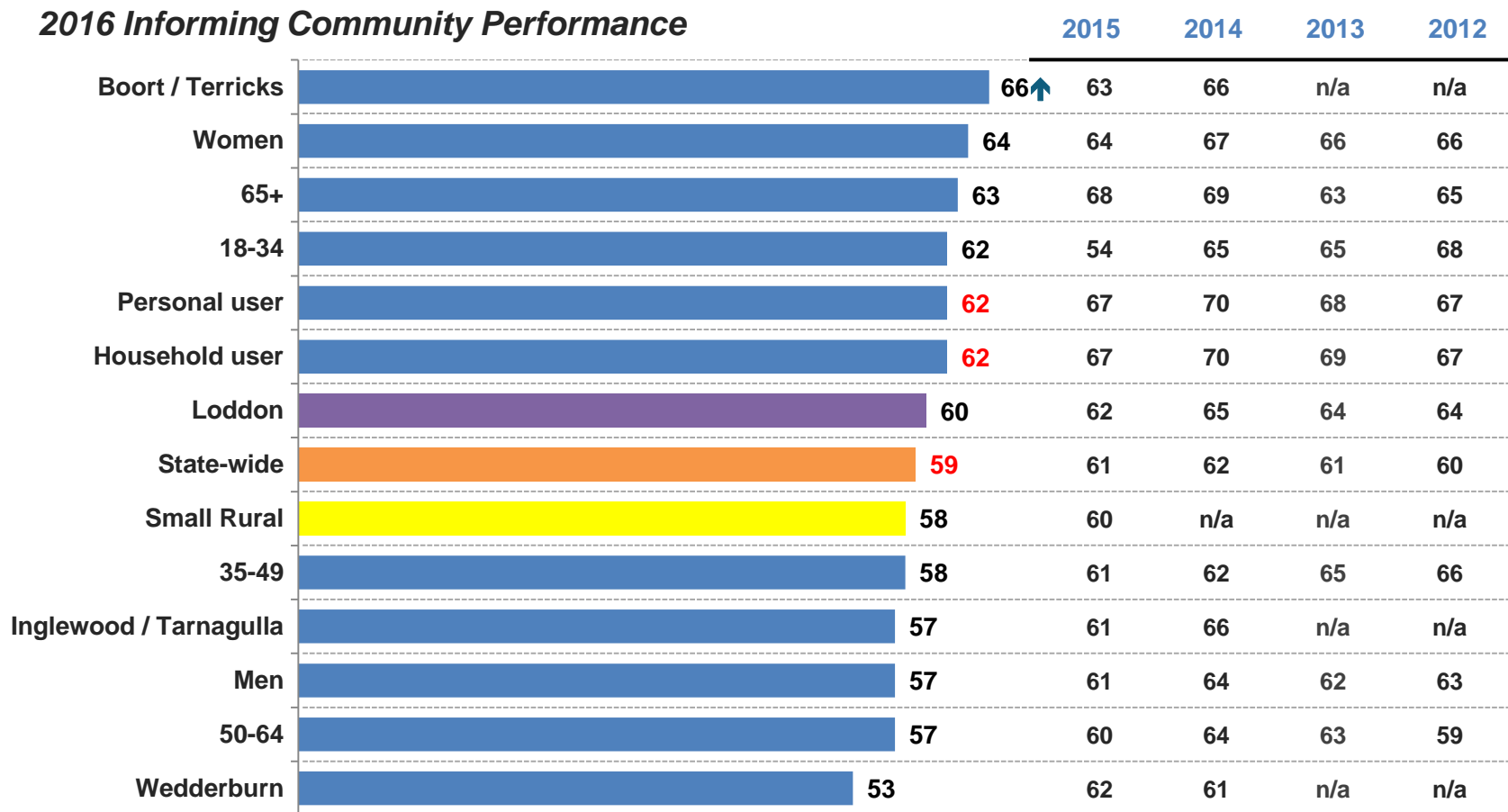
2016 Informing Community Importance



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

2016 INFORMING THE COMMUNITY PERFORMANCE INDEX SCORES

2016 Informing Community Performance



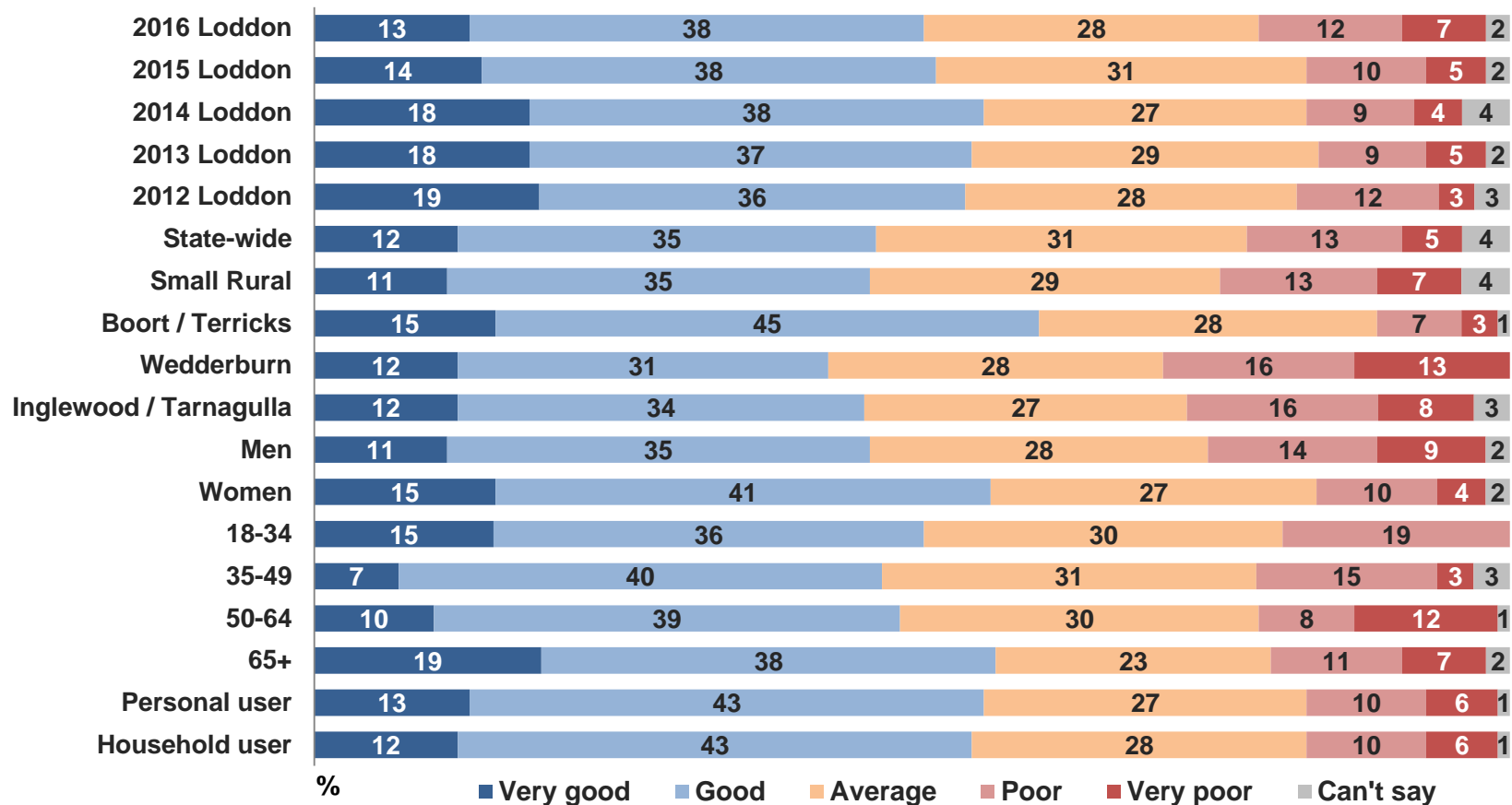
Q2. How has Council performed on 'informing the community' over the last 12 months?

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

Note: Please see slide 5 for explanation about significant differences

2016 INFORMING THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

2016 Informing Community Performance

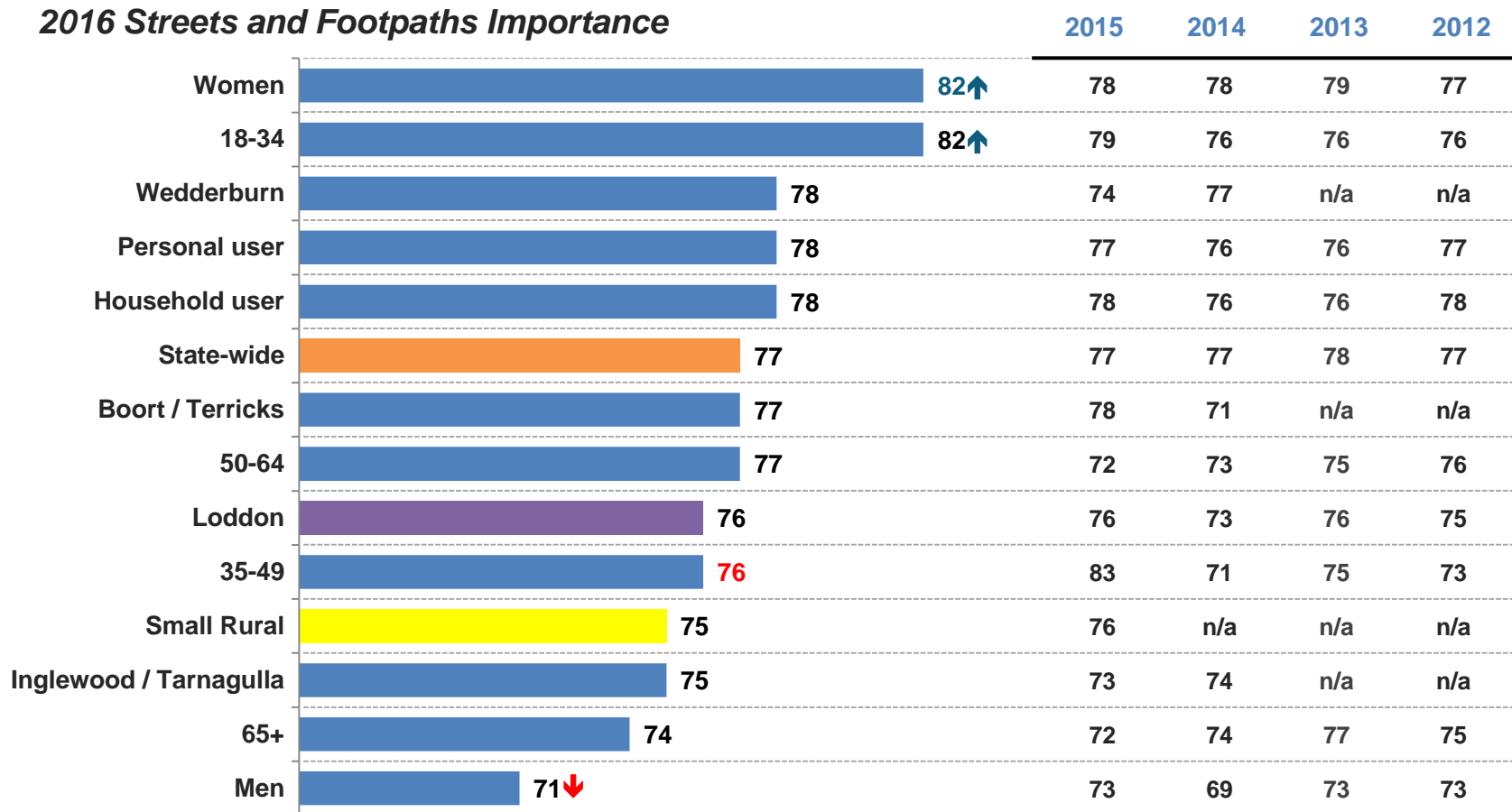


Q2. How has Council performed on 'informing the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 37 Councils asked group: 8

2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

IMPORTANCE INDEX SCORES

2016 Streets and Footpaths Importance



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

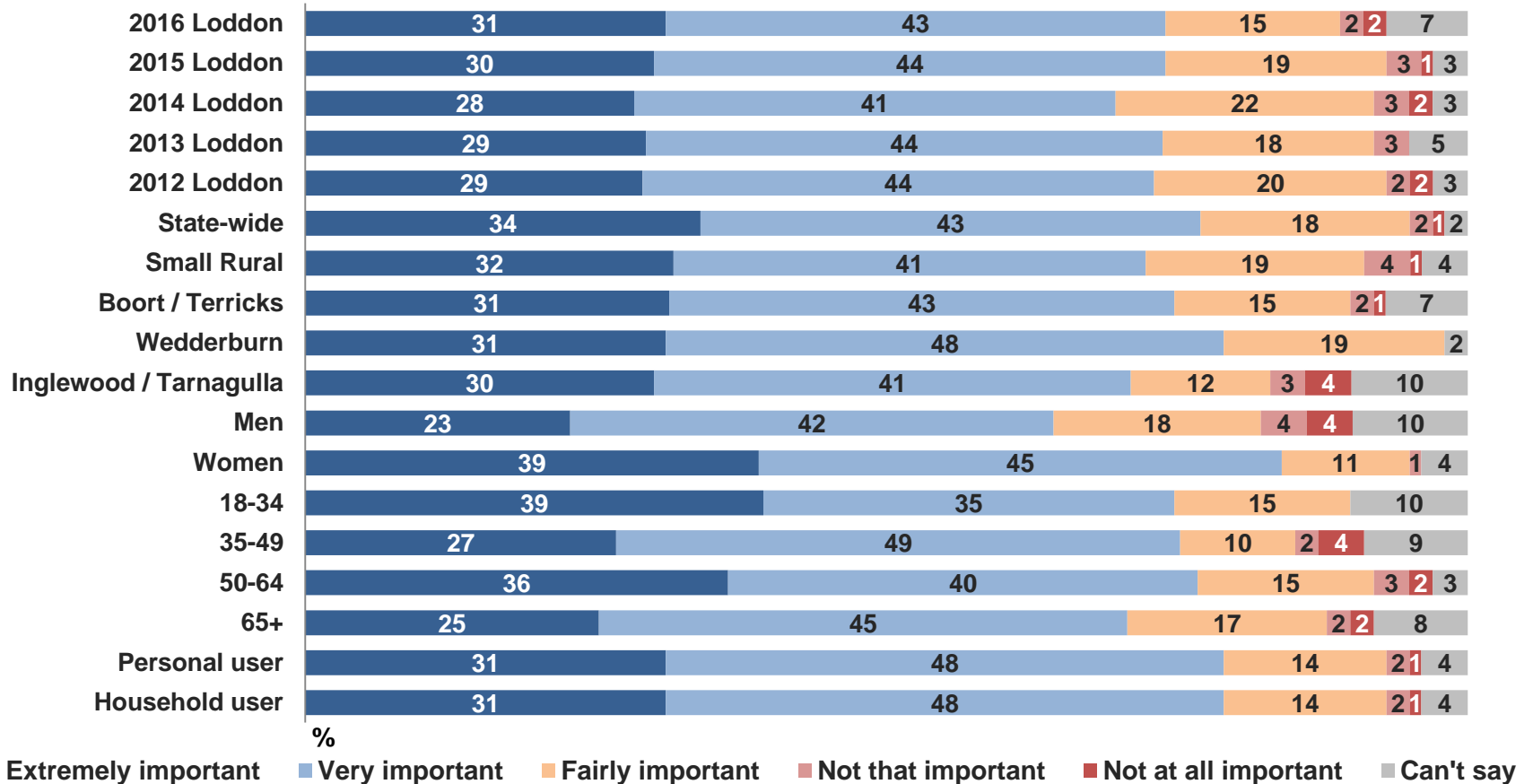
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5

Note: Please see slide 5 for explanation about significant differences

2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES

2016 Streets and Footpaths Importance



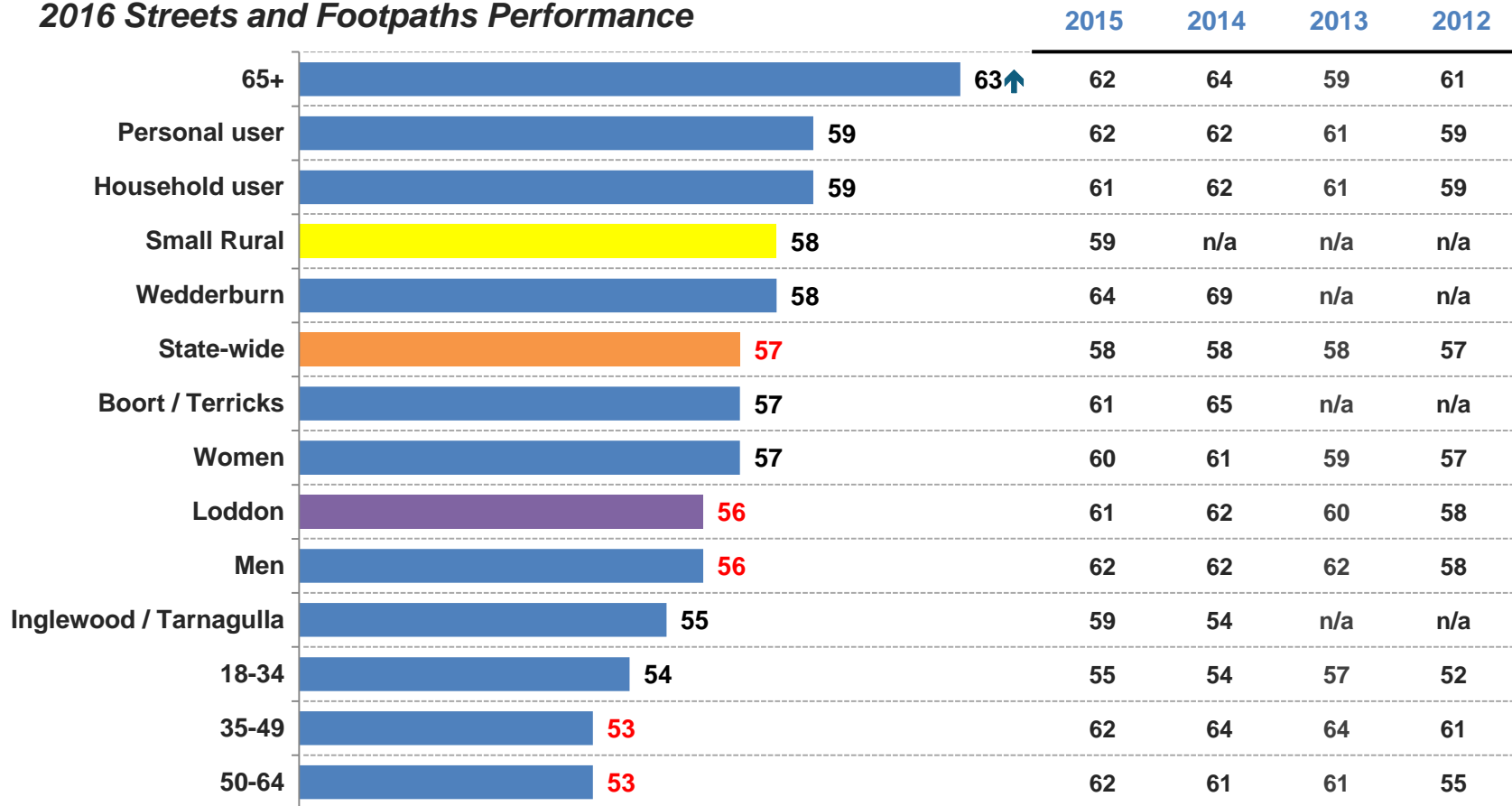
Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?

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

2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE INDEX SCORES

2016 Streets and Footpaths Performance



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

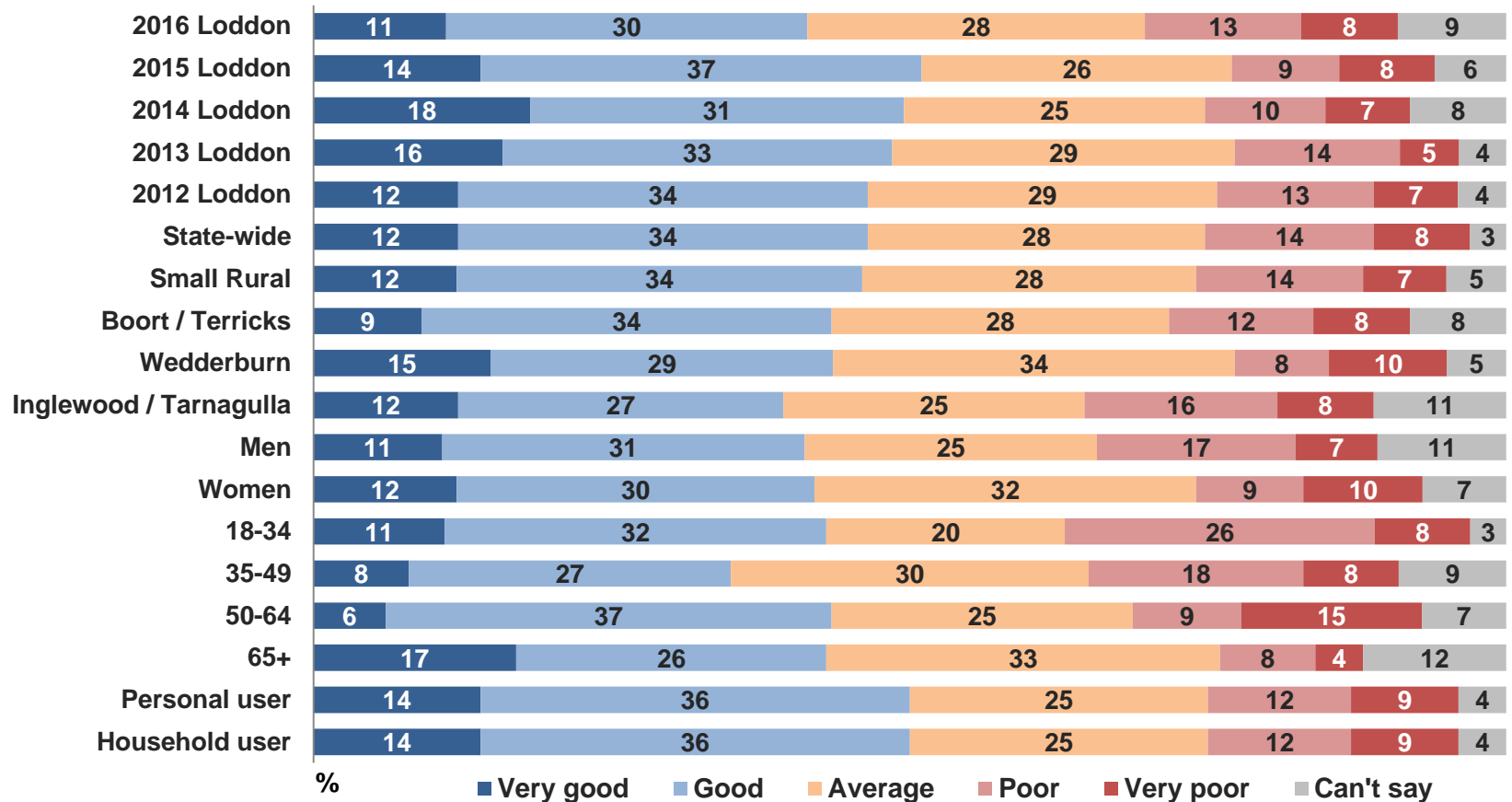
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 8

Note: Please see slide 5 for explanation about significant differences

2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2016 Streets and Footpaths Performance



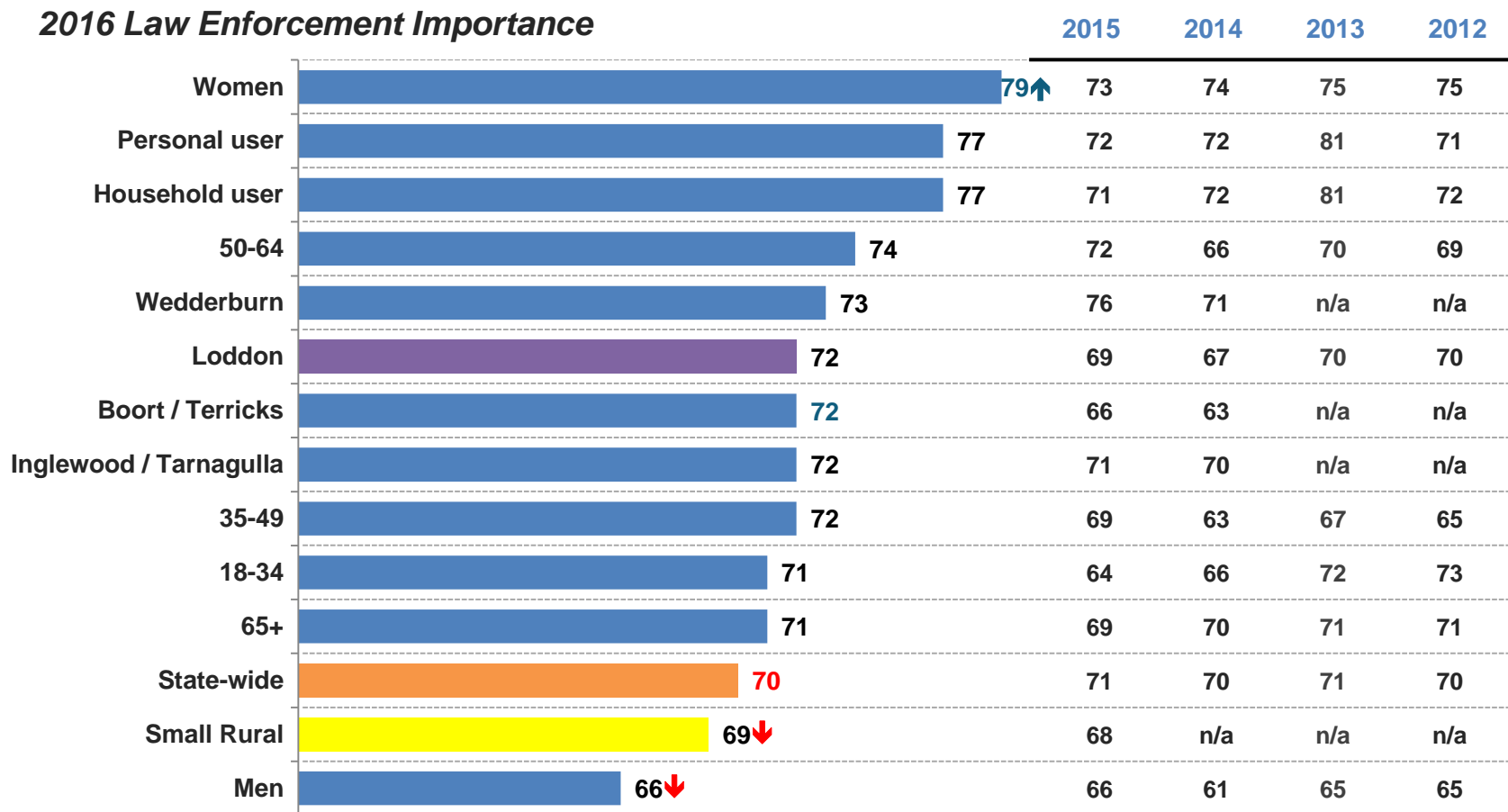
Q2. How has Council performed on 'the condition of local streets and footpaths in your area' over the last 12 months?

Base: All respondents. Councils asked state-wide: 34 Councils asked group: 8



2016 ENFORCEMENT OF LOCAL LAWS IMPORTANCE INDEX SCORES

2016 Law Enforcement Importance



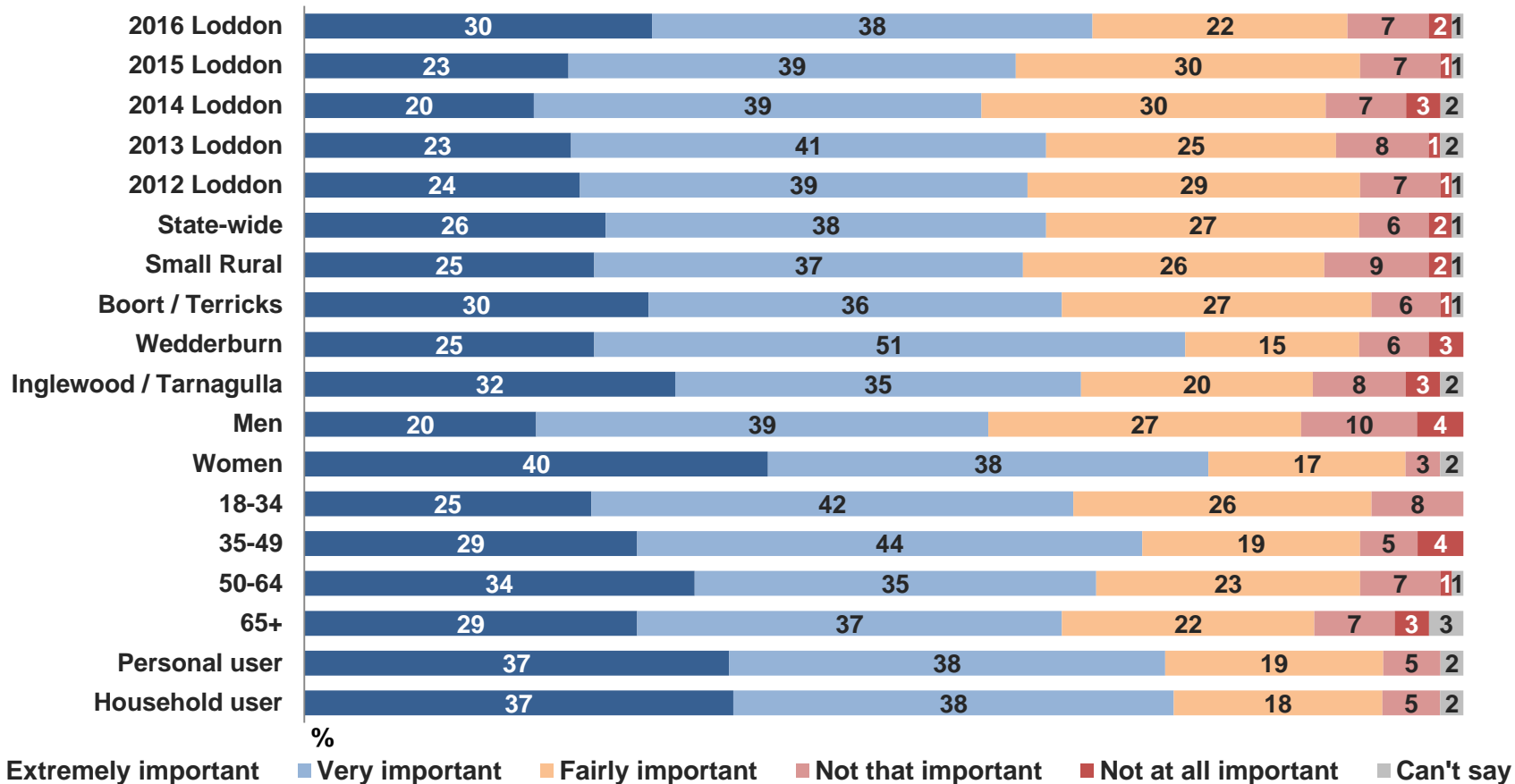
Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 2

Note: Please see slide 5 for explanation about significant differences

2016 ENFORCEMENT OF LOCAL LAWS IMPORTANCE DETAILED PERCENTAGES

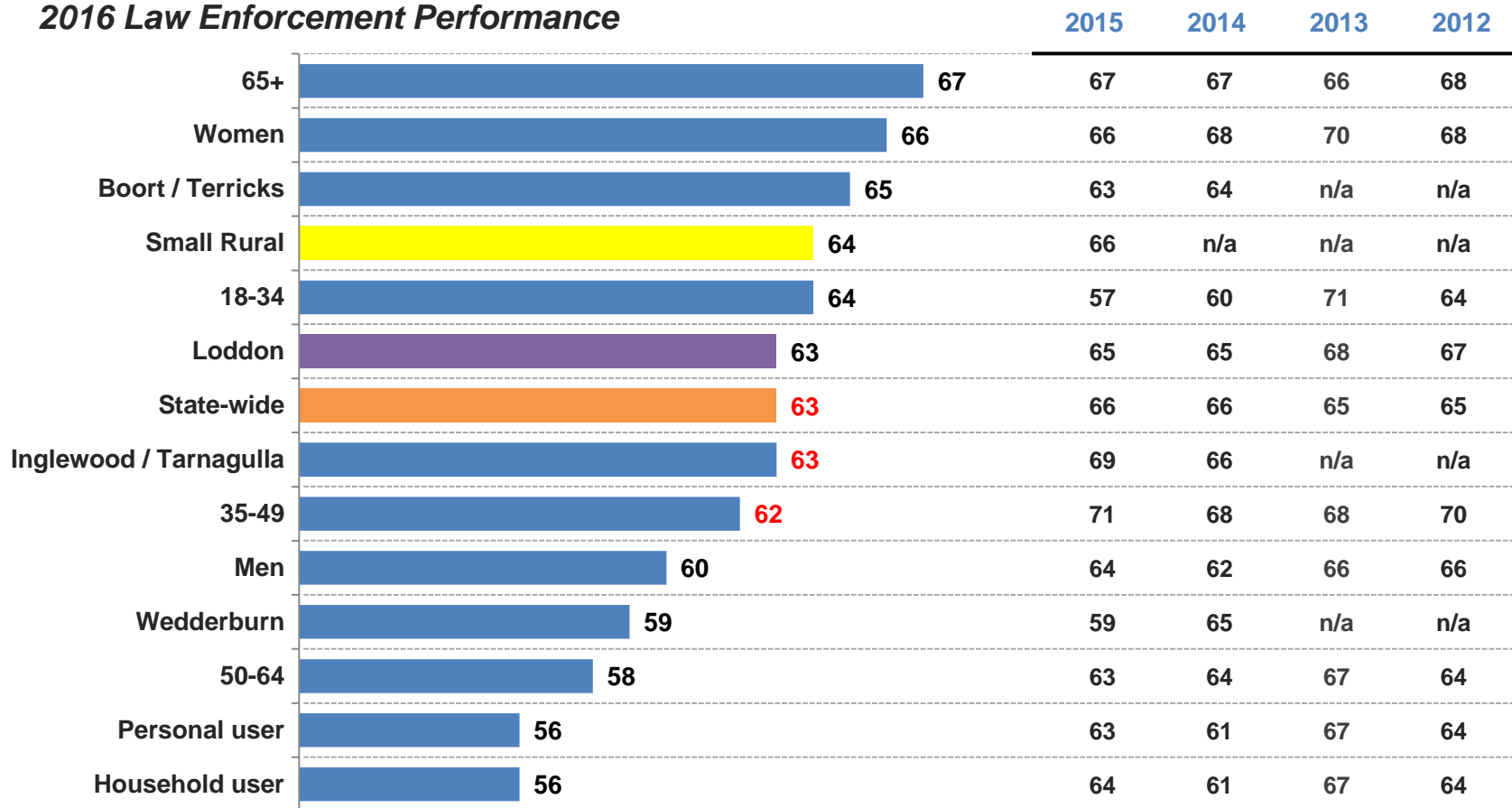
2016 Law Enforcement Importance



Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 2

2016 ENFORCEMENT OF LOCAL LAWS PERFORMANCE INDEX SCORES

2016 Law Enforcement Performance



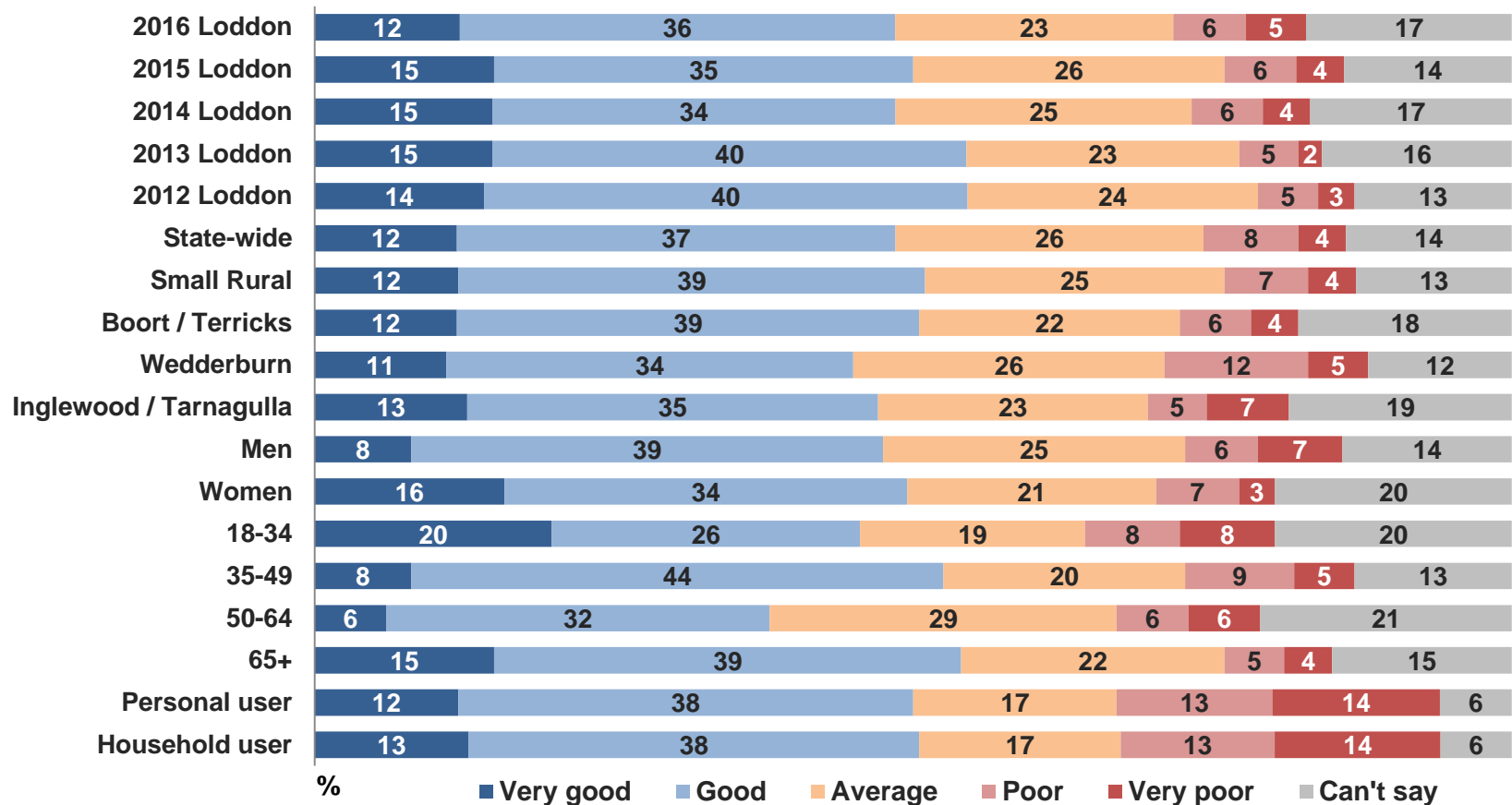
Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?

Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5

Note: Please see slide 5 for explanation about significant differences

2016 ENFORCEMENT OF LOCAL LAWS PERFORMANCE DETAILED PERCENTAGES

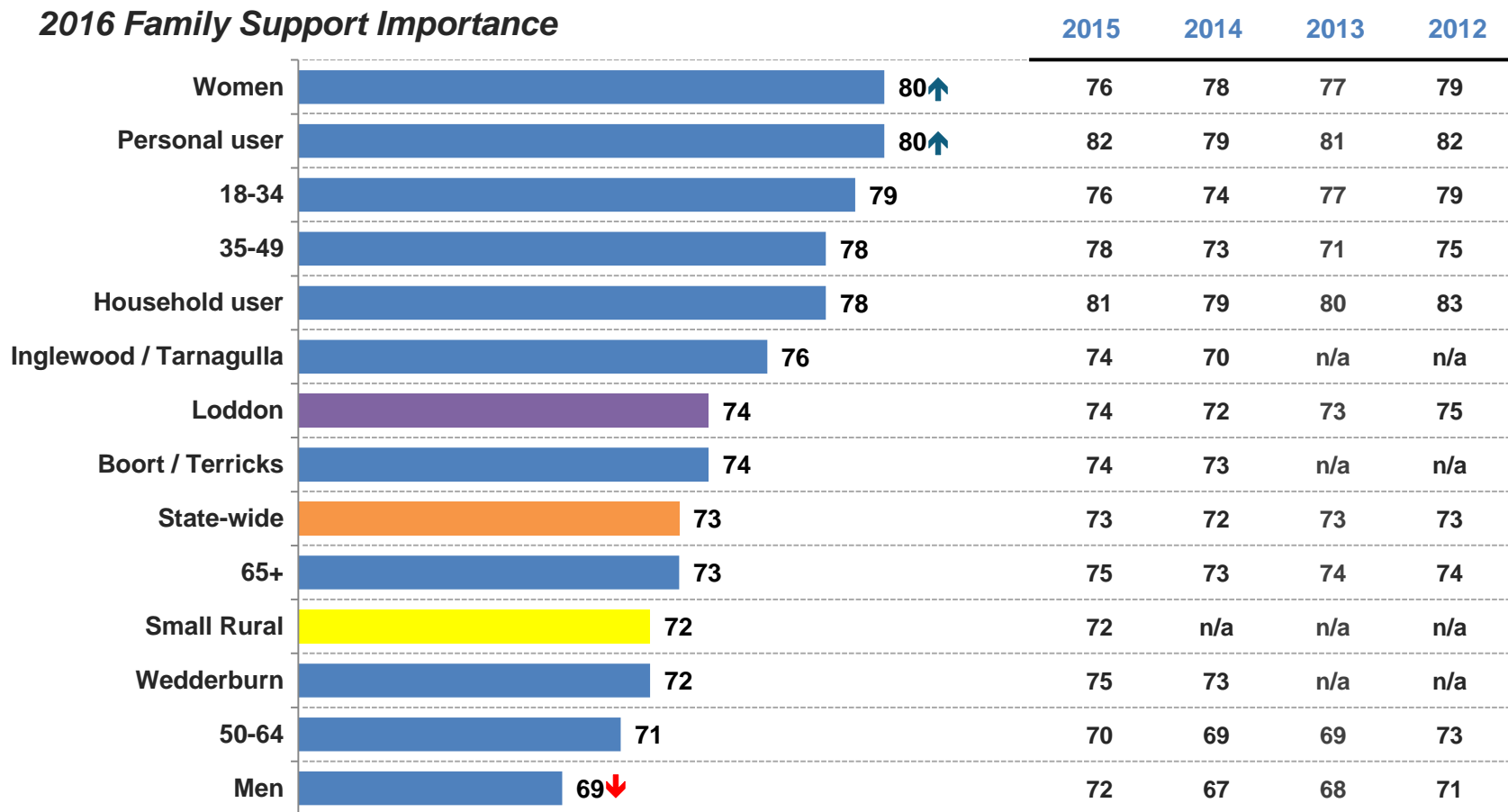
2016 Law Enforcement Performance



Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?
Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5

2016 FAMILY SUPPORT SERVICES IMPORTANCE INDEX SCORES

2016 Family Support Importance



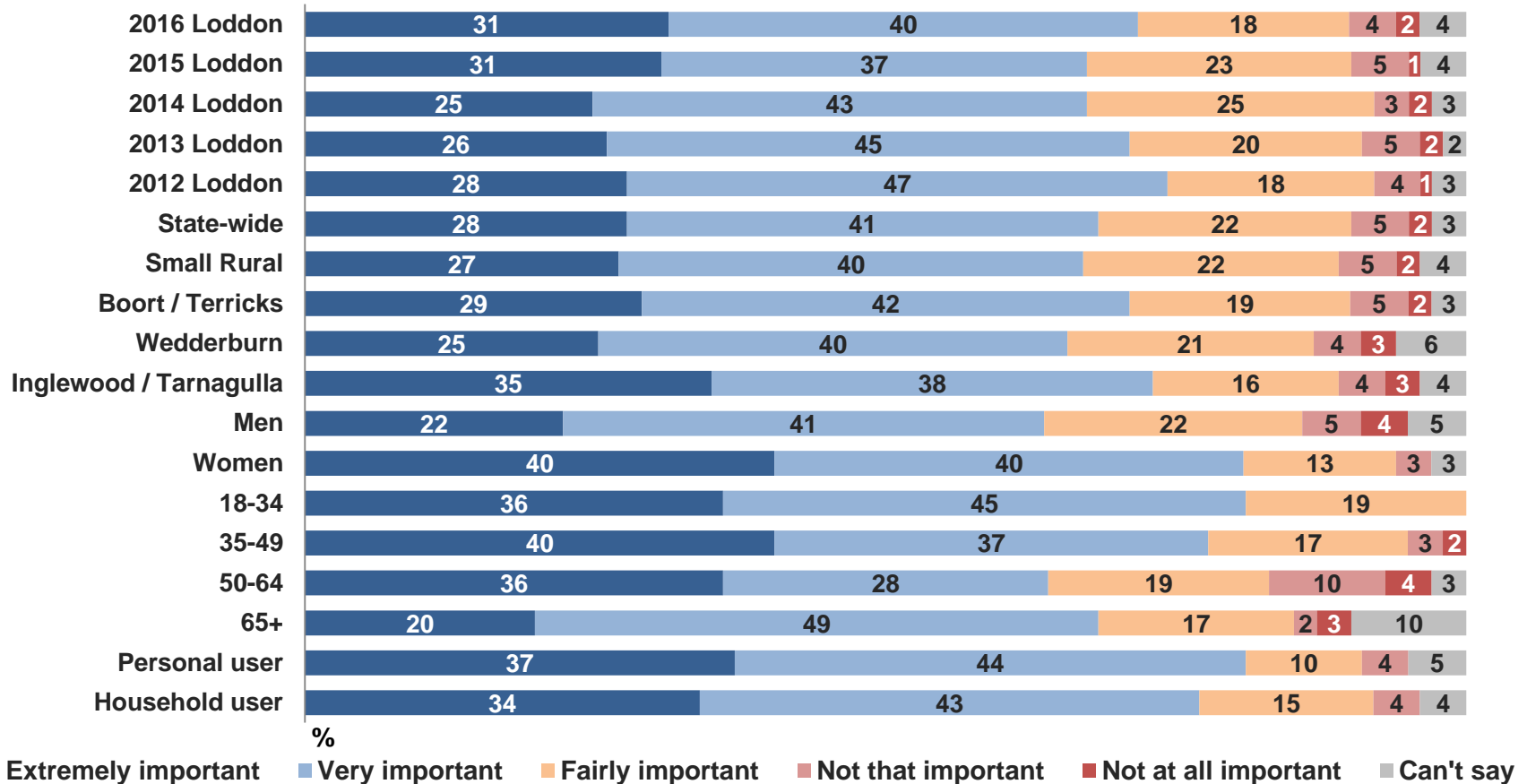
Q1. Firstly, how important should 'family support services' be as a responsibility for Council?

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

Note: Please see slide 5 for explanation about significant differences

2016 FAMILY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES

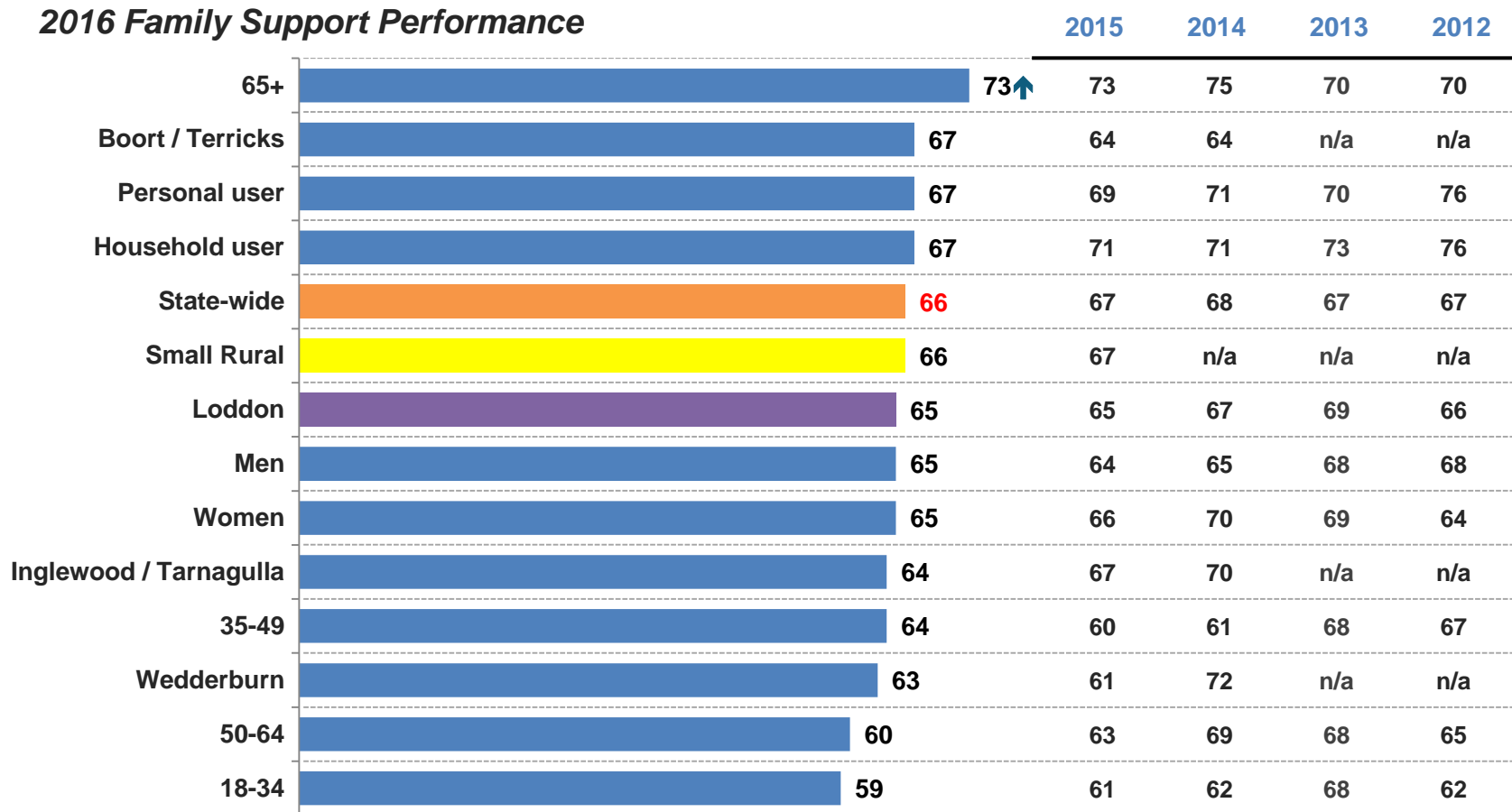
2016 Family Support Importance



Q1. Firstly, how important should 'family support services' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4

2016 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES

2016 Family Support Performance



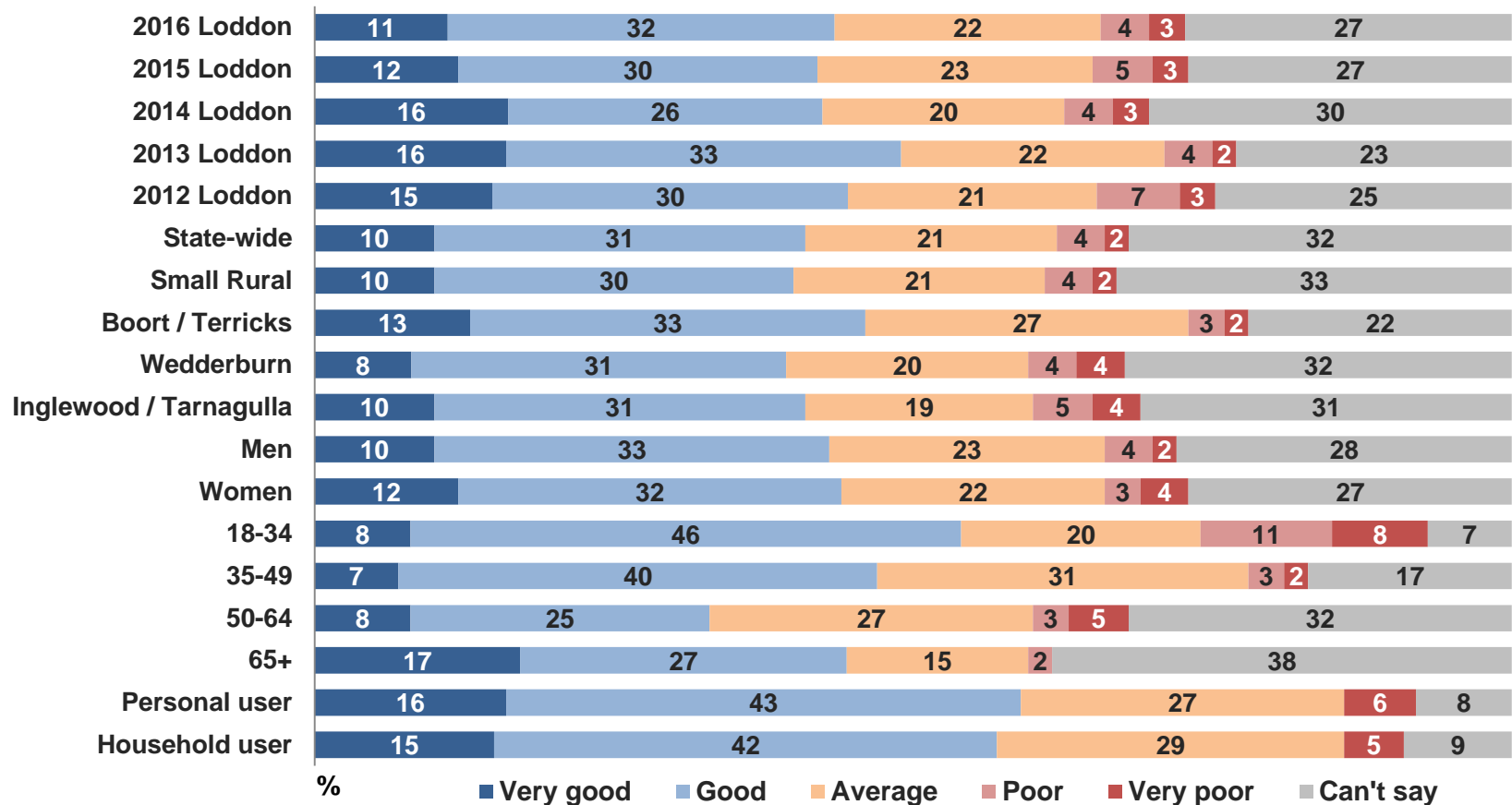
Q2. How has Council performed on 'family support services' over the last 12 months?

Base: All respondents. Councils asked state-wide: 35 Councils asked group: 7

Note: Please see slide 5 for explanation about significant differences

2016 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

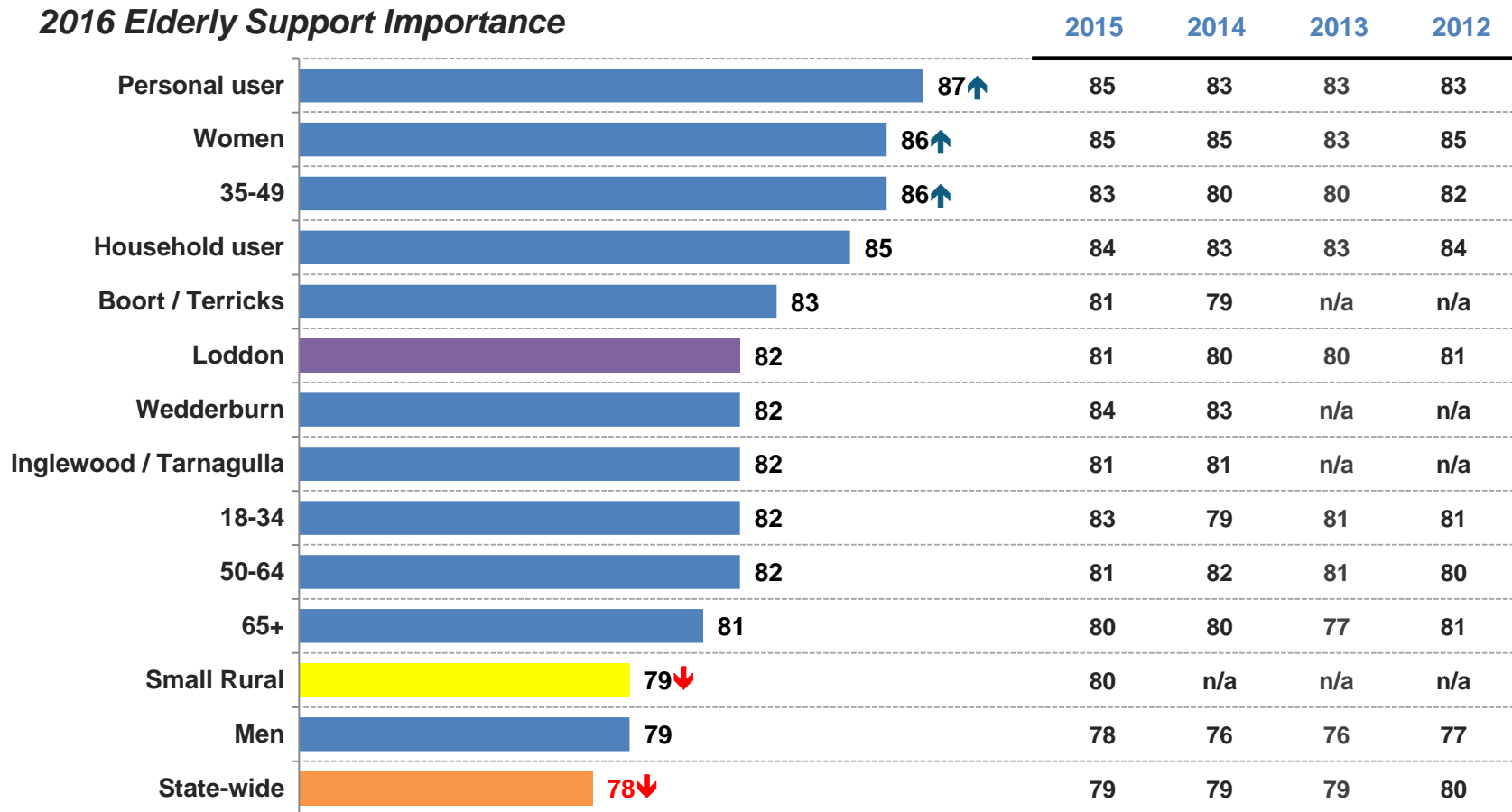
2016 Family Support Performance



Q2. How has Council performed on 'family support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 7

2016 ELDERLY SUPPORT SERVICES IMPORTANCE INDEX SCORES

2016 Elderly Support Importance



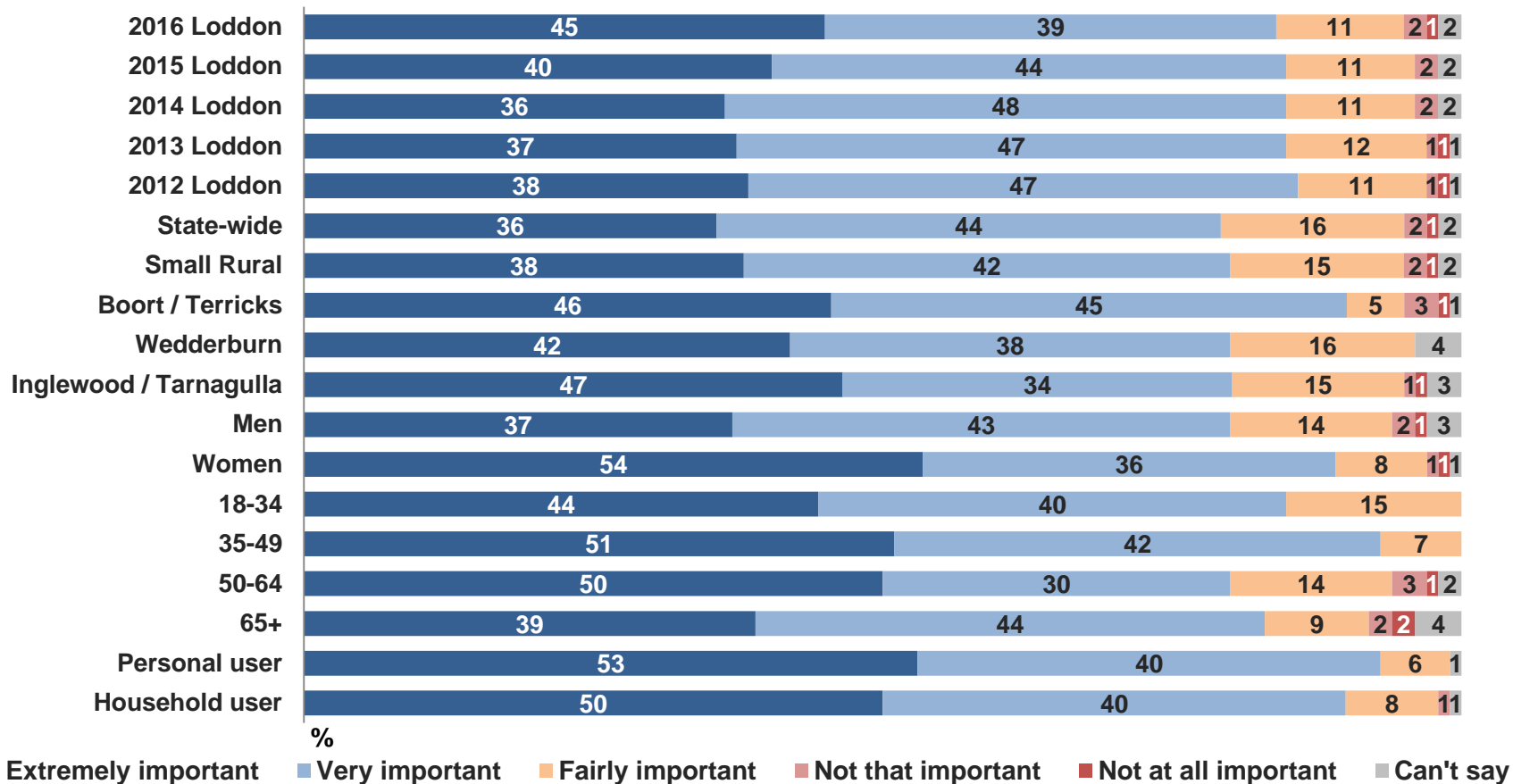
Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5

Note: Please see slide 5 for explanation about significant differences

2016 ELDERLY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES

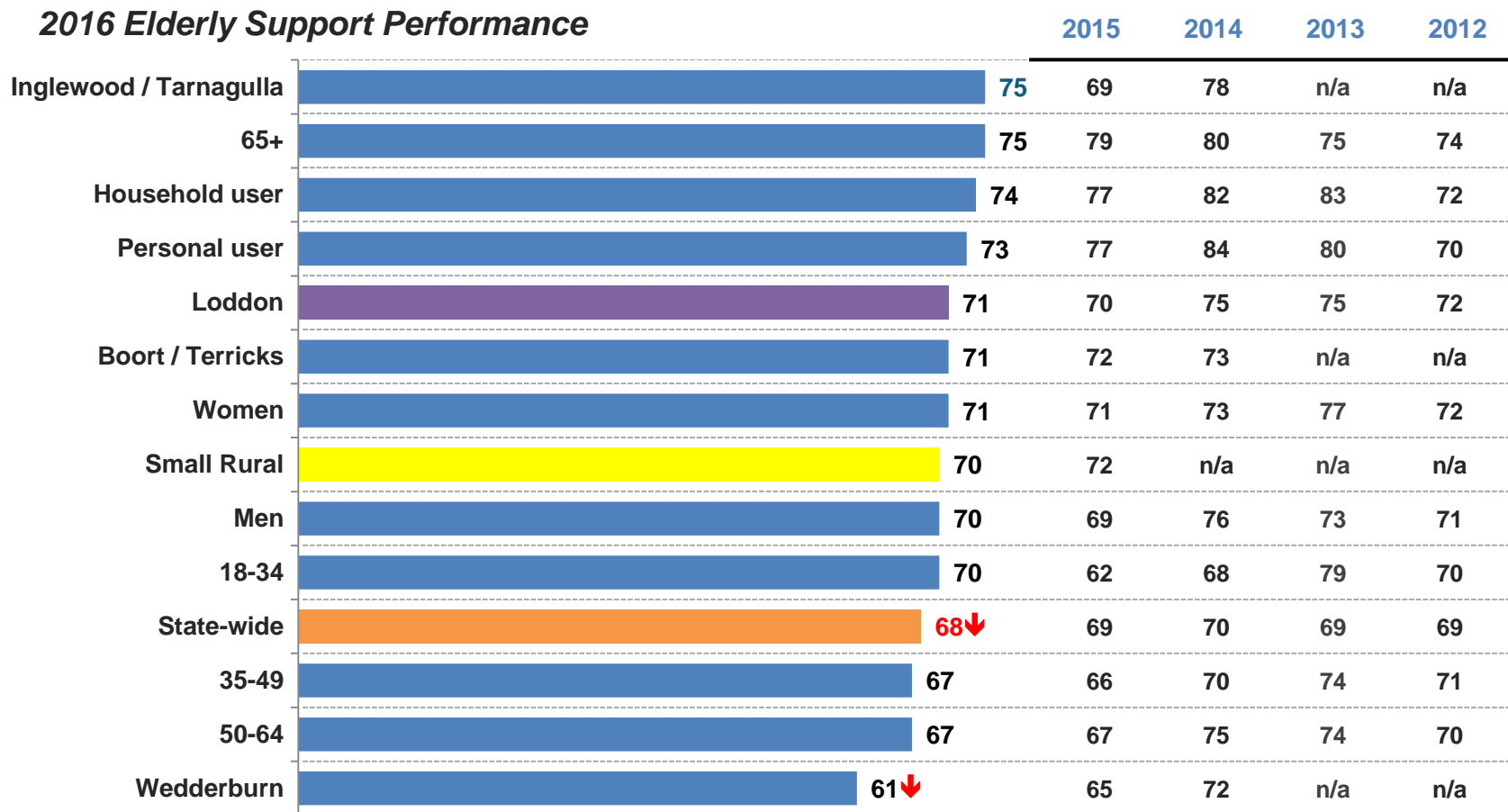
2016 Elderly Support Importance



Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5

2016 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES

2016 Elderly Support Performance



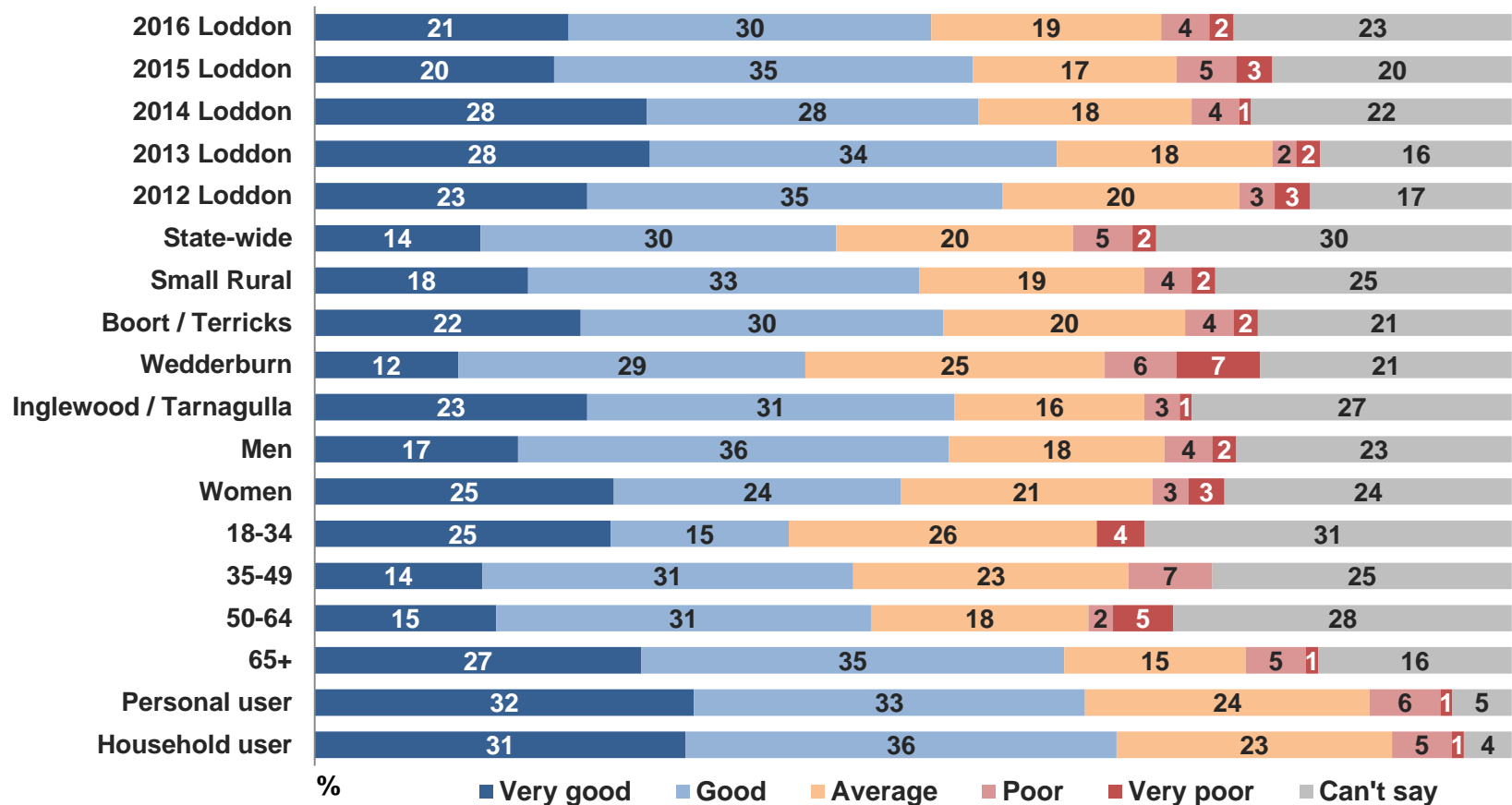
Q2. How has Council performed on 'elderly support services' over the last 12 months?

Base: All respondents. Councils asked state-wide: 37 Councils asked group: 9

Note: Please see slide 5 for explanation about significant differences

2016 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

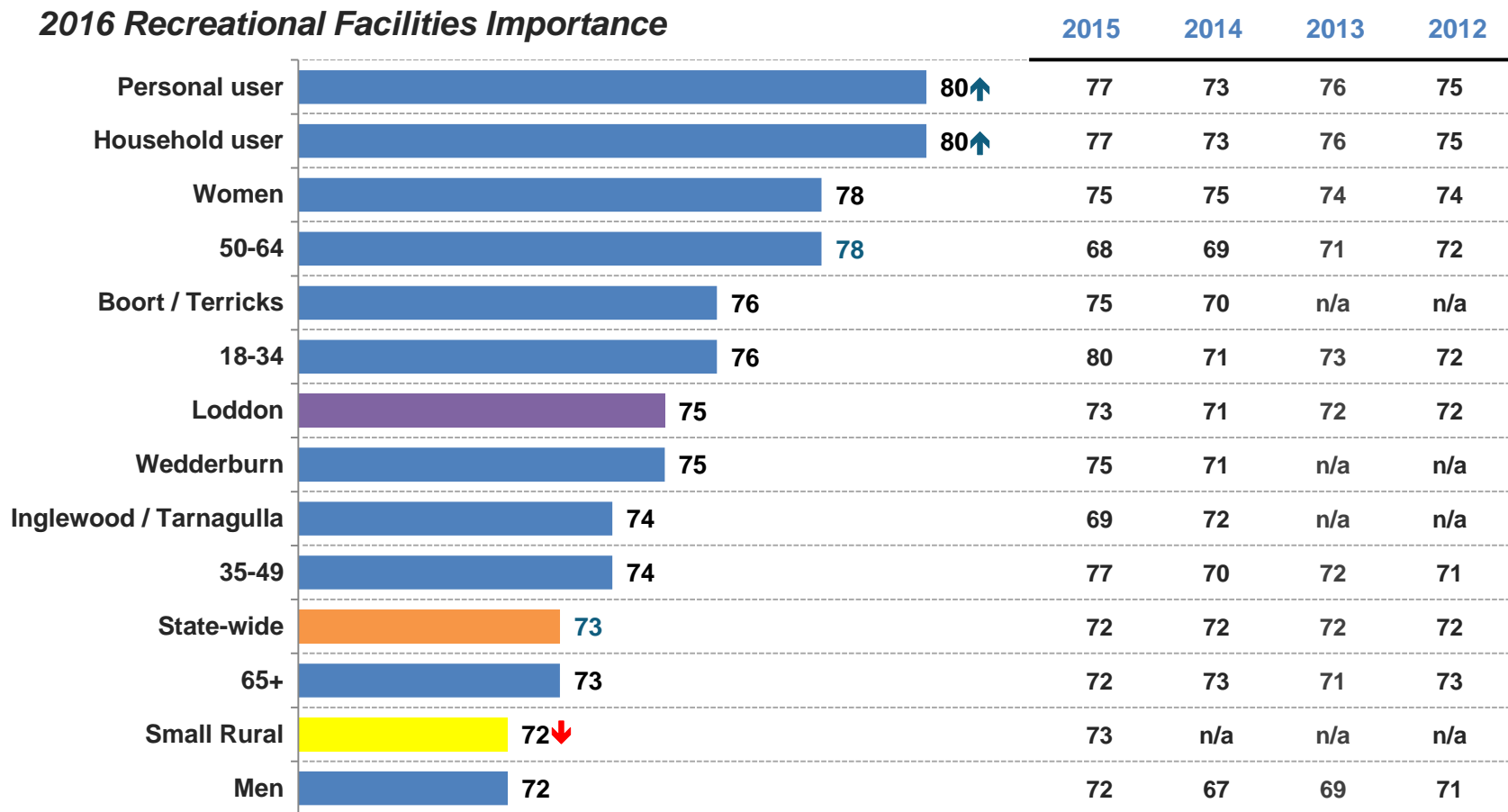
2016 Elderly Support Performance



Q2. How has Council performed on 'elderly support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 37 Councils asked group: 9

2016 RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES

2016 Recreational Facilities Importance



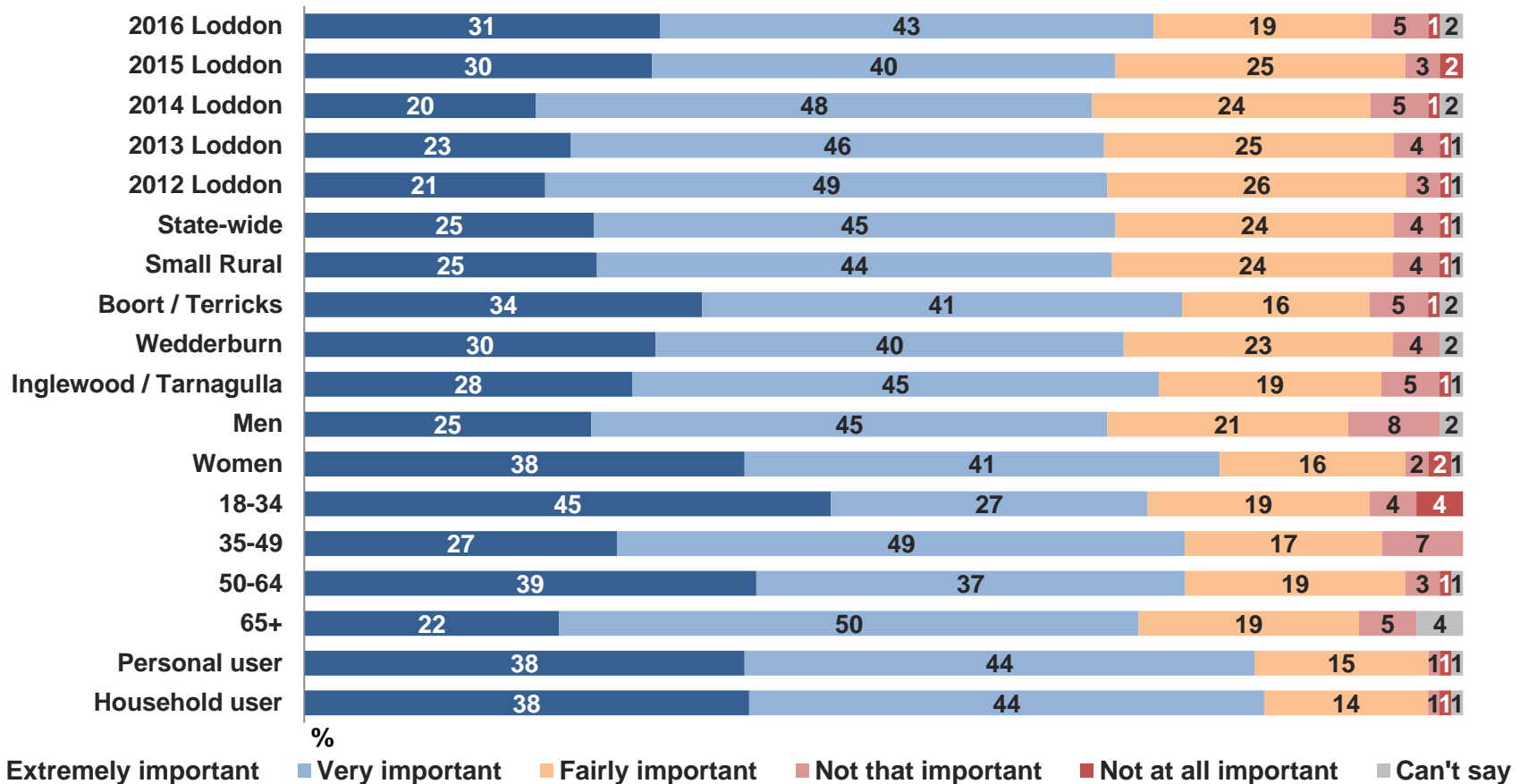
Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 4

Note: Please see slide 5 for explanation about significant differences

2016 RECREATIONAL FACILITIES IMPORTANCE DETAILED PERCENTAGES

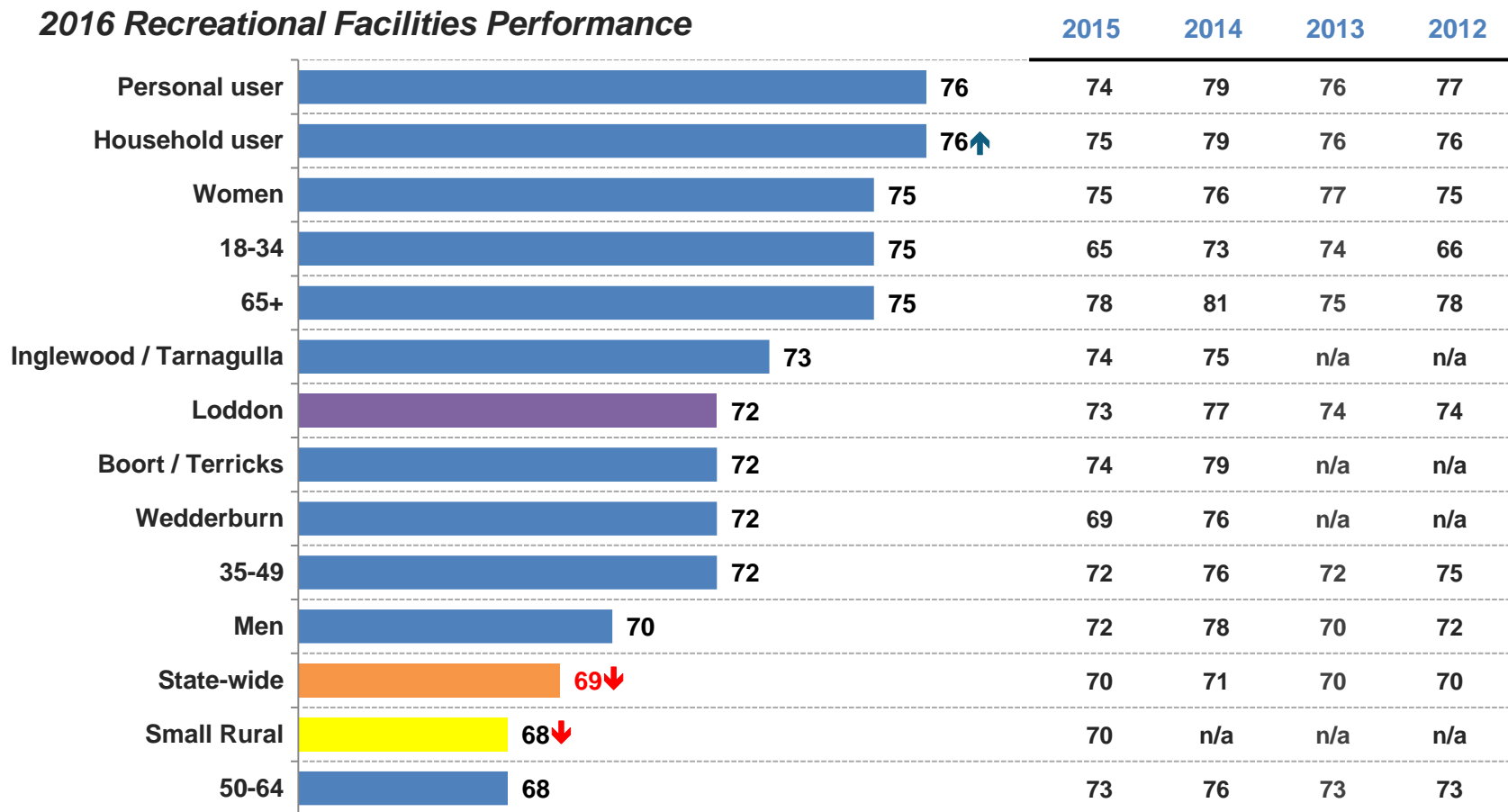
2016 Recreational Facilities Importance



Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 29 Councils asked group: 4

2016 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES

2016 Recreational Facilities Performance



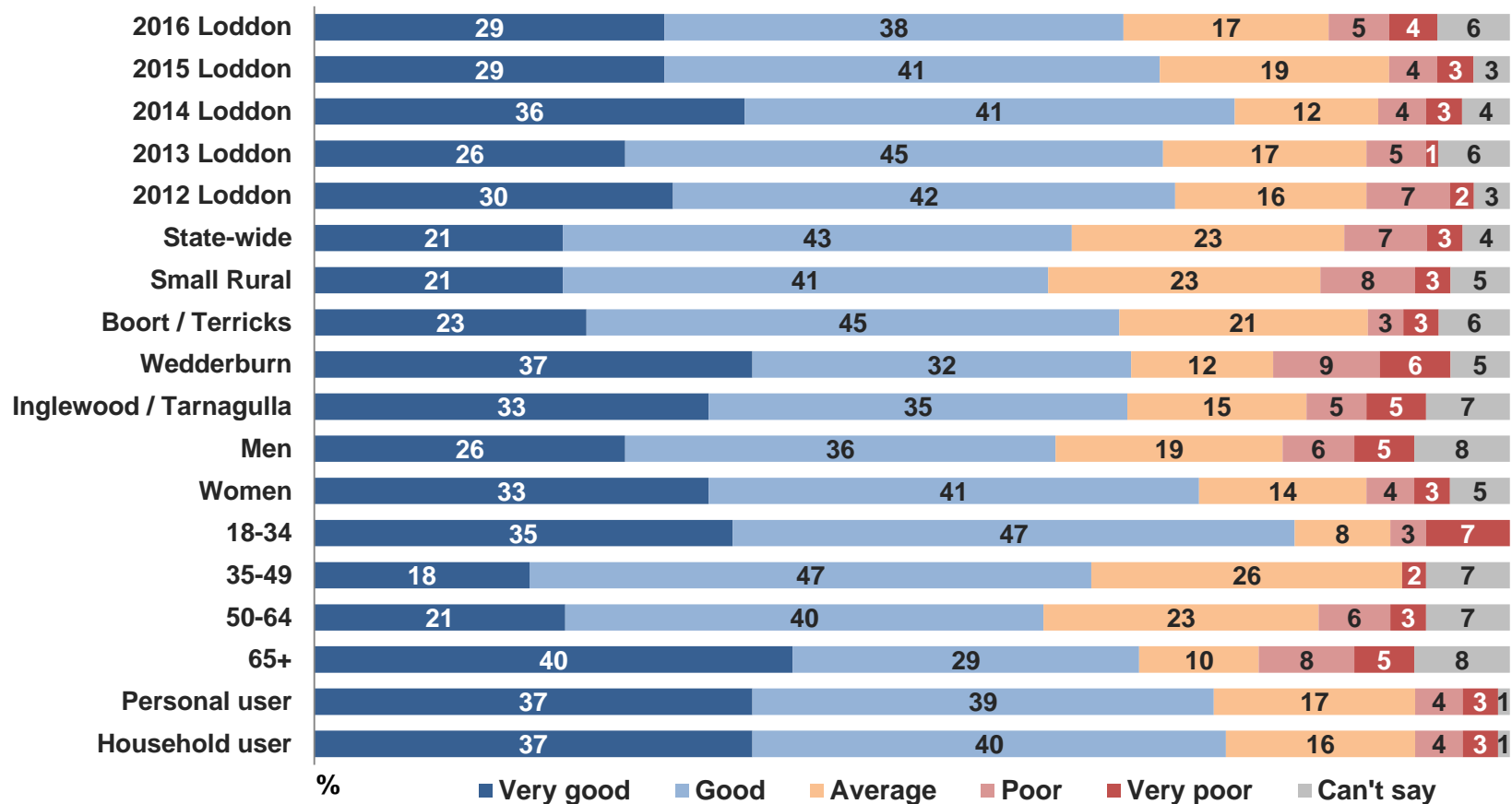
Q2. How has Council performed on 'recreational facilities' over the last 12 months?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 9

Note: Please see slide 5 for explanation about significant differences

2016 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES

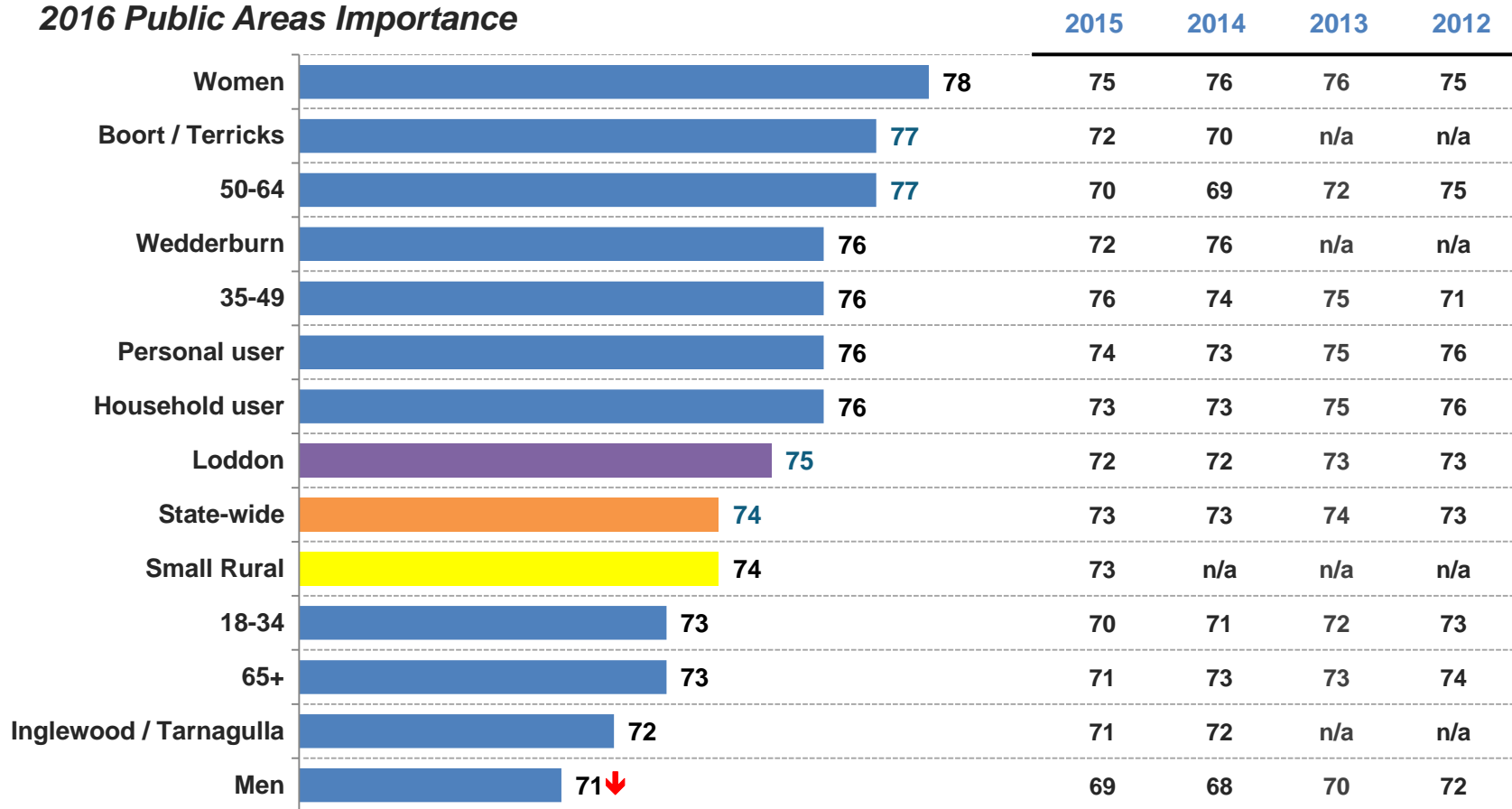
2016 Recreational Facilities Performance



Q2. How has Council performed on 'recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 43 Councils asked group: 9

2016 THE APPEARANCE OF PUBLIC AREAS IMPORTANCE INDEX SCORES

2016 Public Areas Importance



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

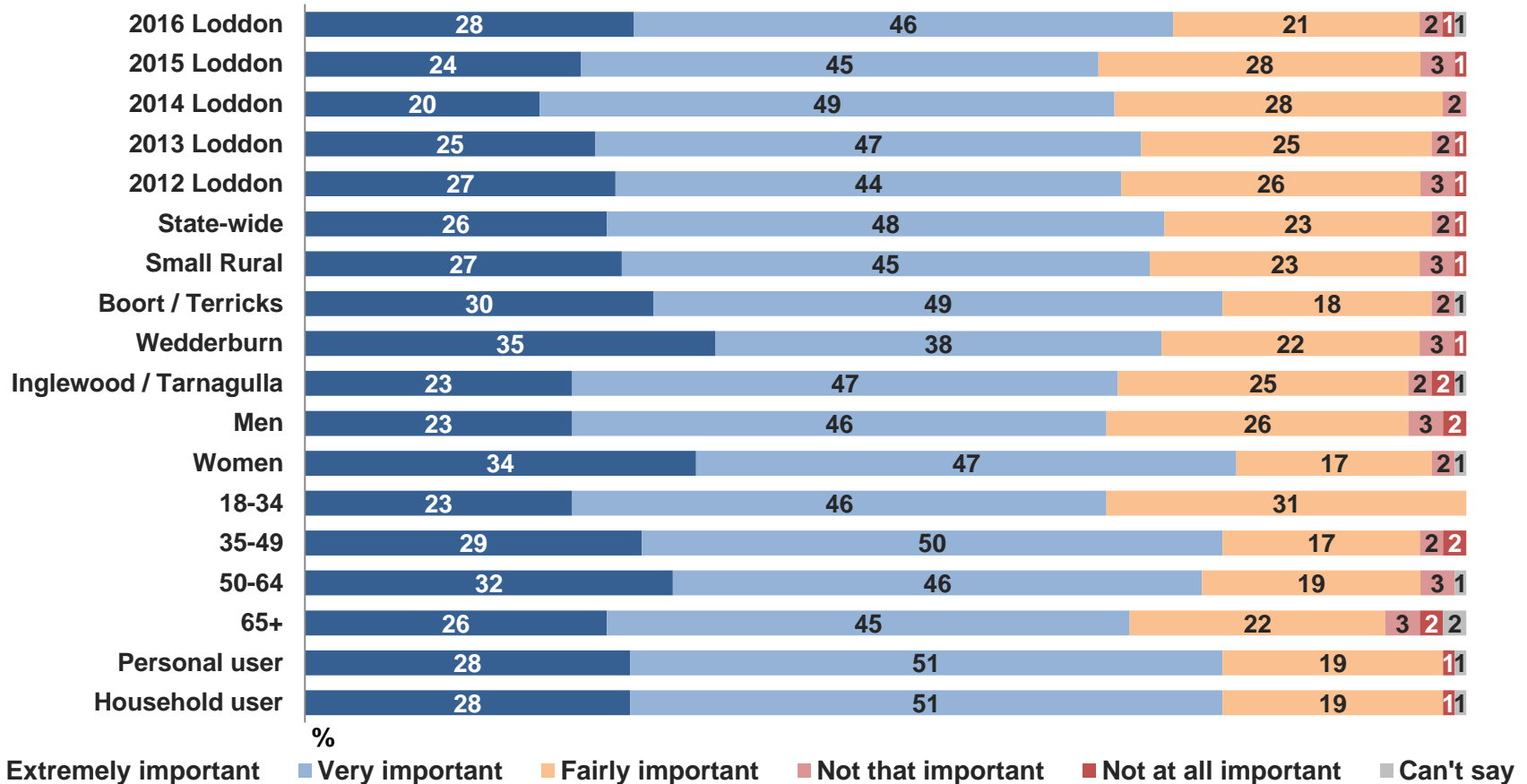
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 4

Note: Please see slide 5 for explanation about significant differences

2016 THE APPEARANCE OF PUBLIC AREAS

IMPORTANCE DETAILED PERCENTAGES

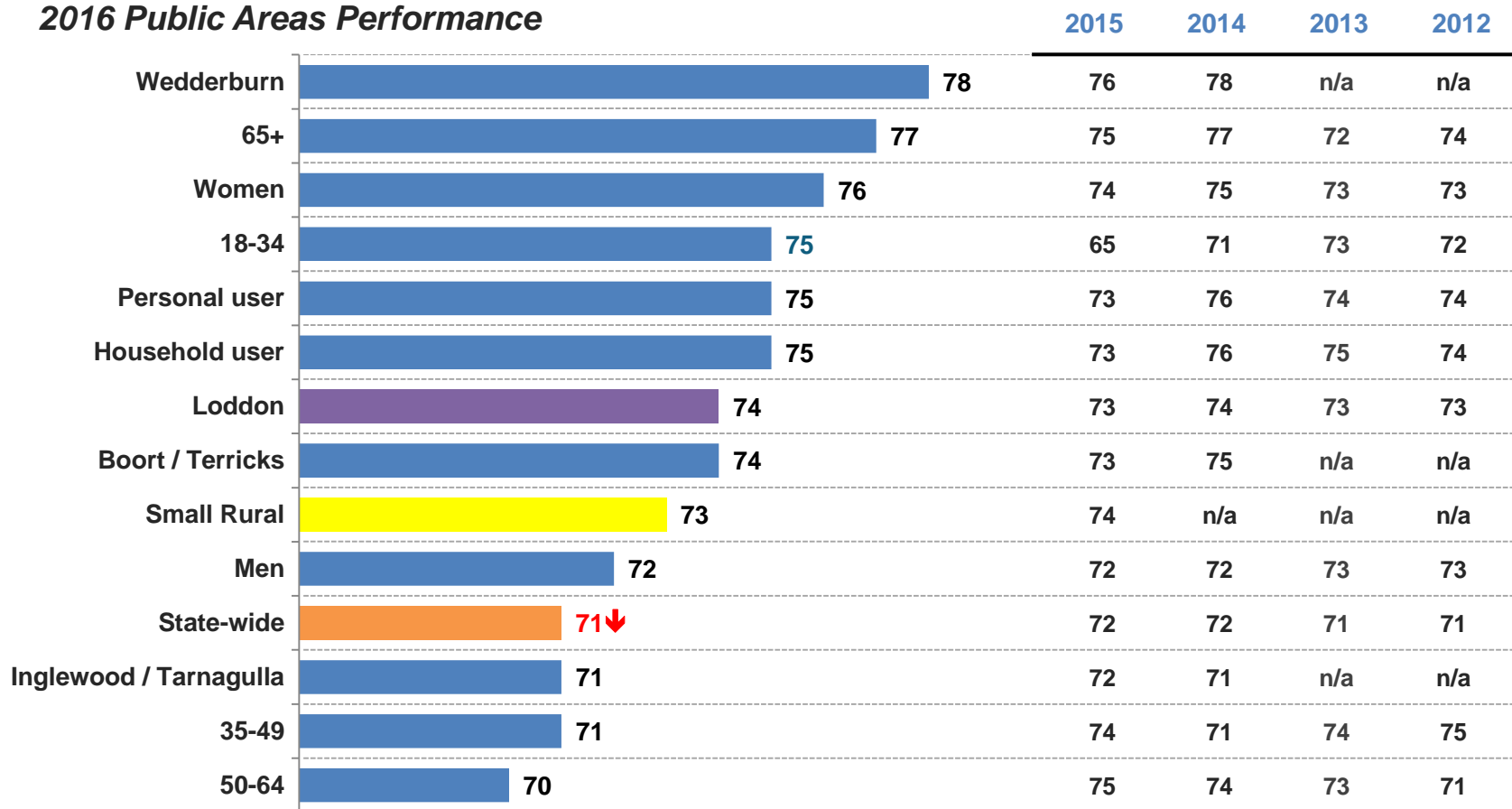
2016 Public Areas Importance



Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 4

2016 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE INDEX SCORES

2016 Public Areas Performance



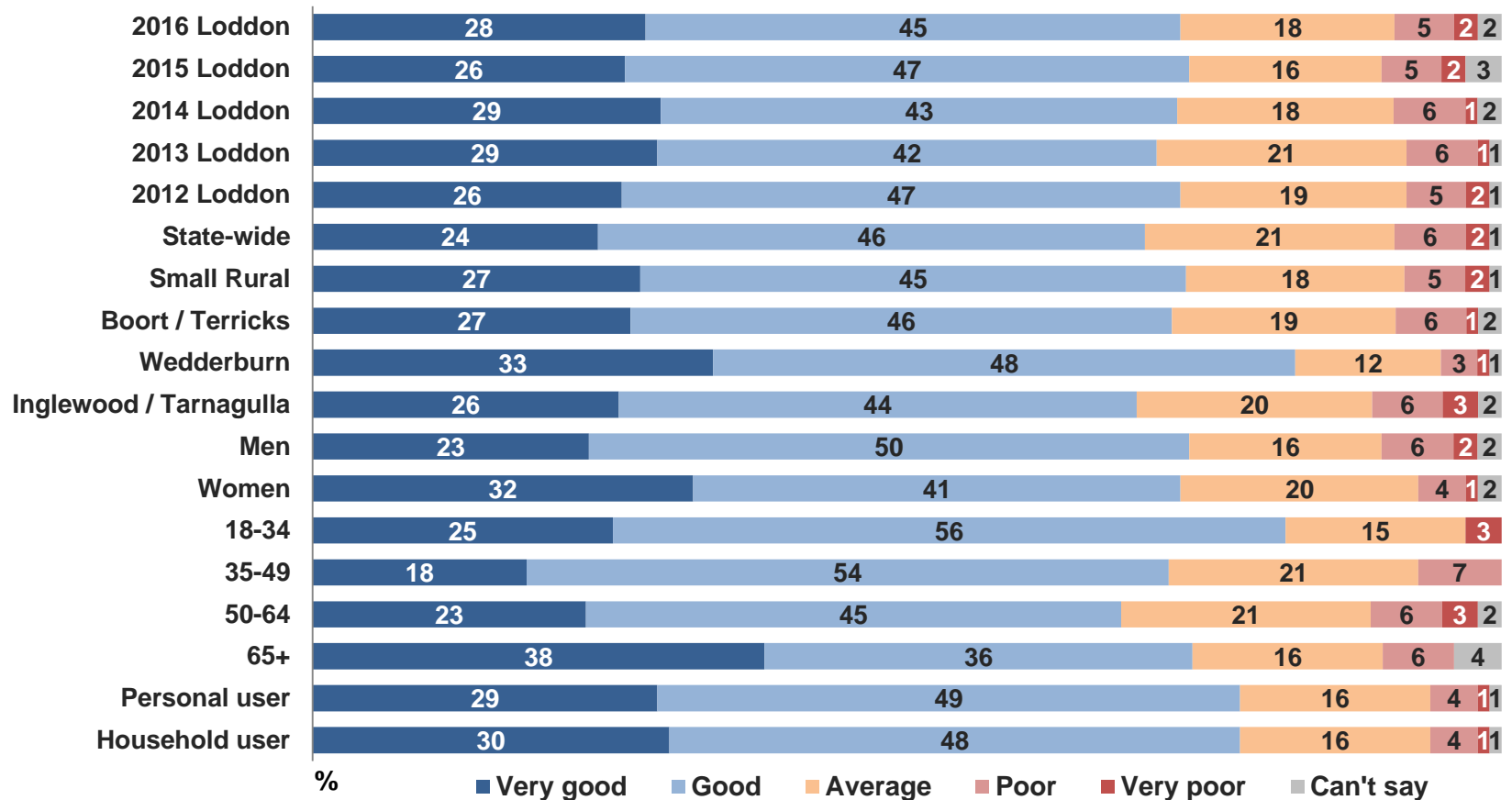
Q2. How has Council performed on 'the appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked state-wide: 37 Councils asked group: 9

Note: Please see slide 5 for explanation about significant differences

2016 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE DETAILED PERCENTAGES

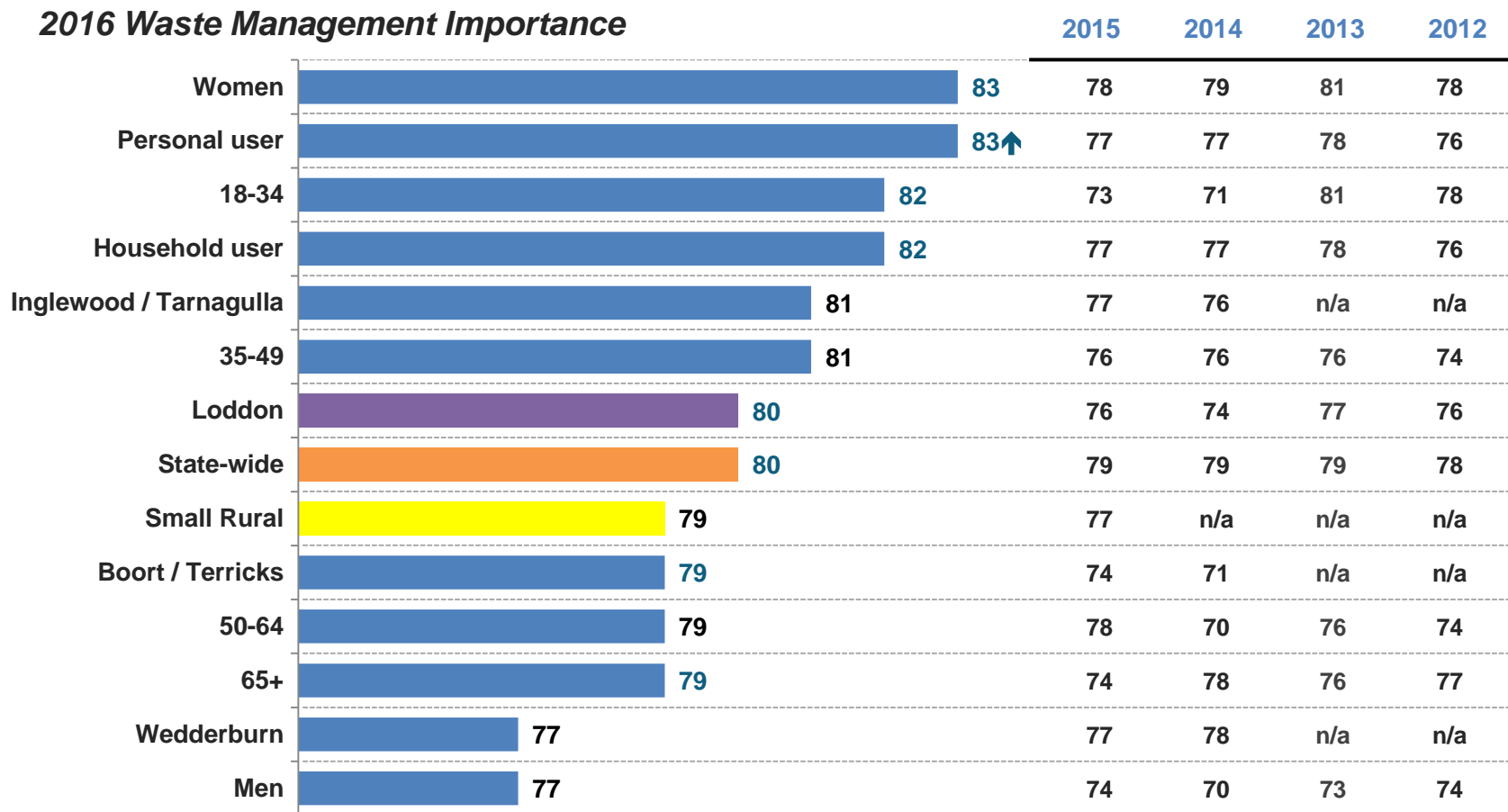
2016 Public Areas Performance



Q2. How has Council performed on 'the appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked state-wide: 37 Councils asked group: 9

2016 WASTE MANAGEMENT IMPORTANCE INDEX SCORES

2016 Waste Management Importance



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

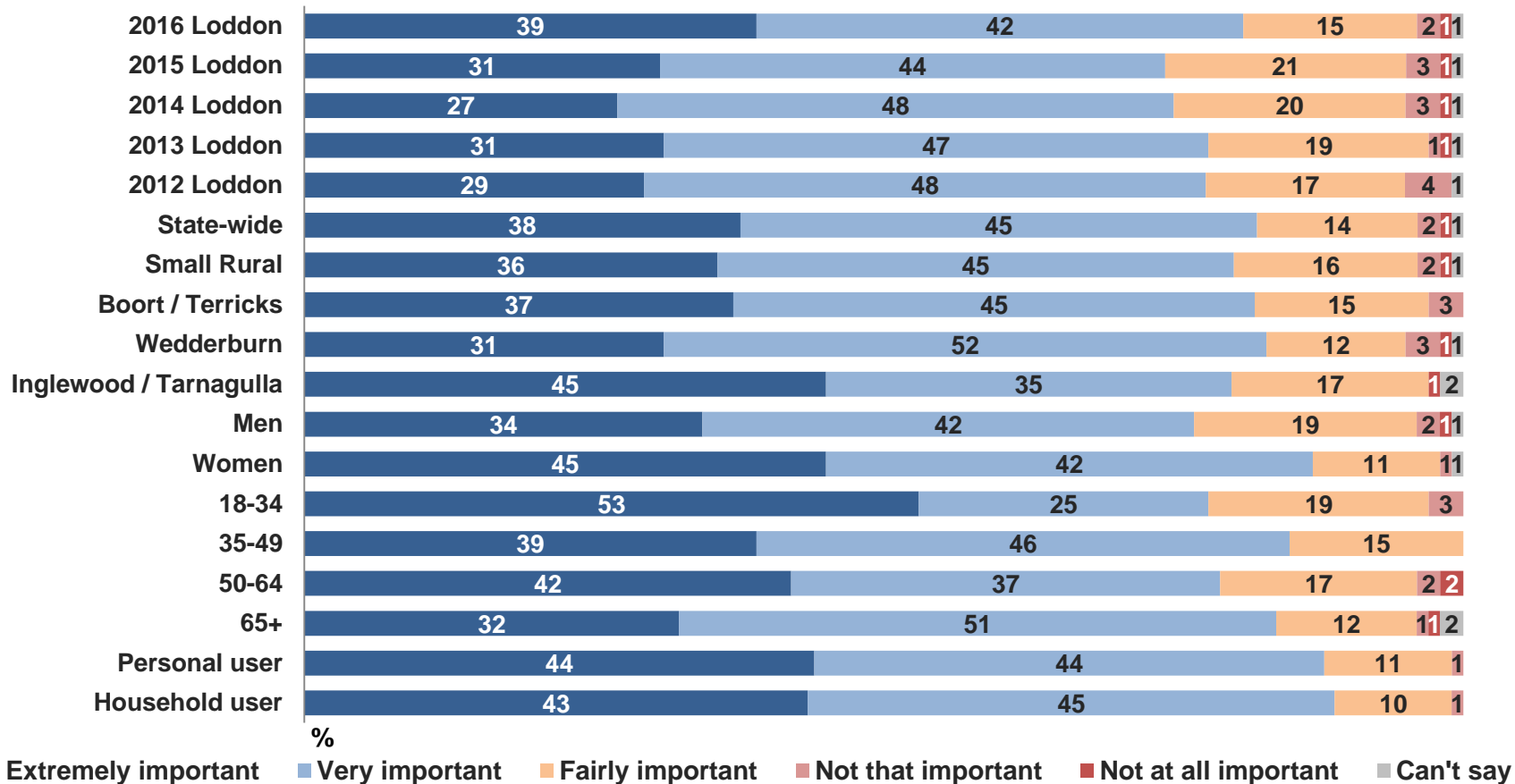
Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5

Note: Please see slide 5 for explanation about significant differences



2016 WASTE MANAGEMENT IMPORTANCE DETAILED PERCENTAGES

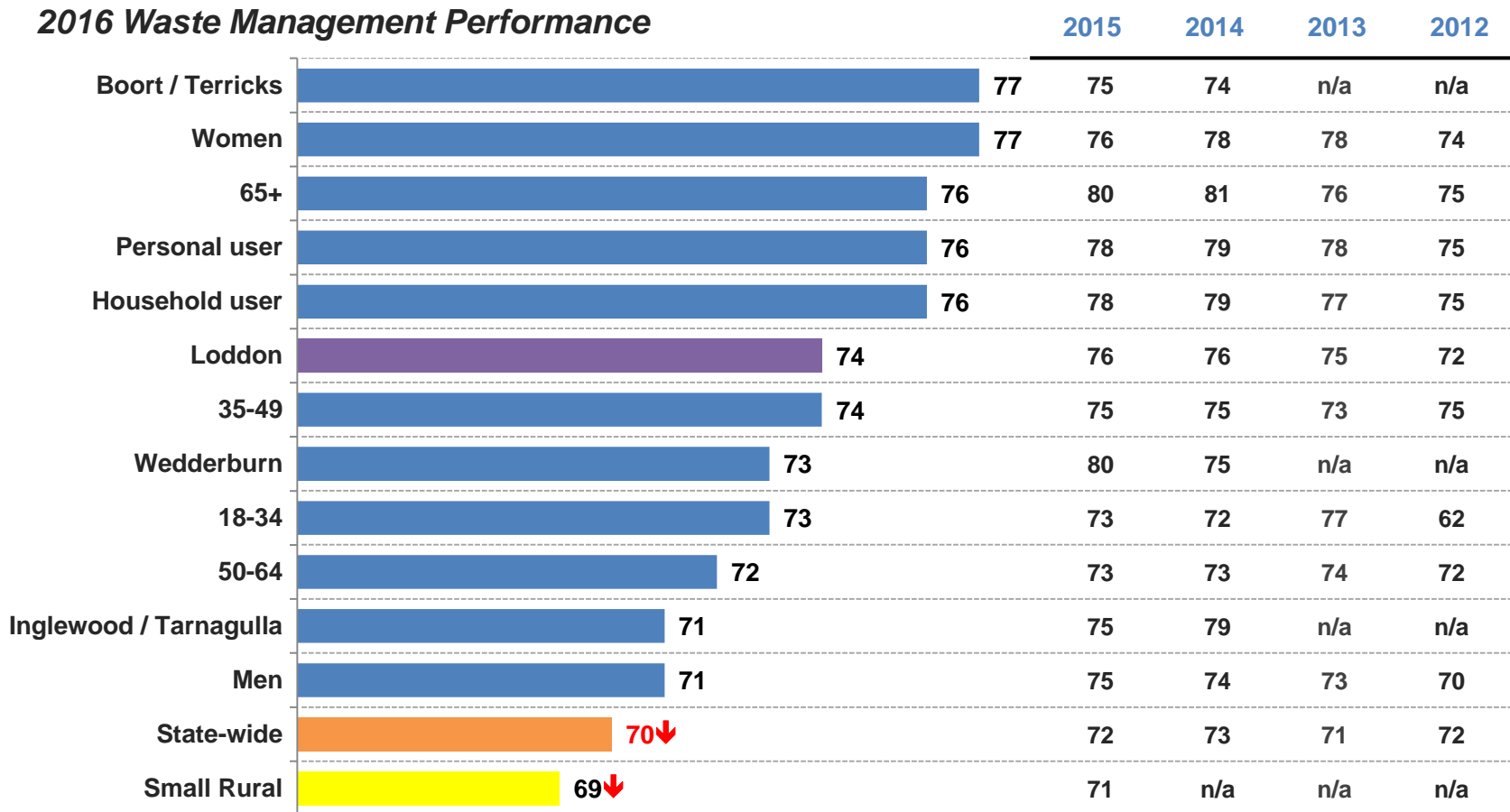
2016 Waste Management Importance



Q1. Firstly, how important should 'waste management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5

2016 WASTE MANAGEMENT PERFORMANCE INDEX SCORES

2016 Waste Management Performance



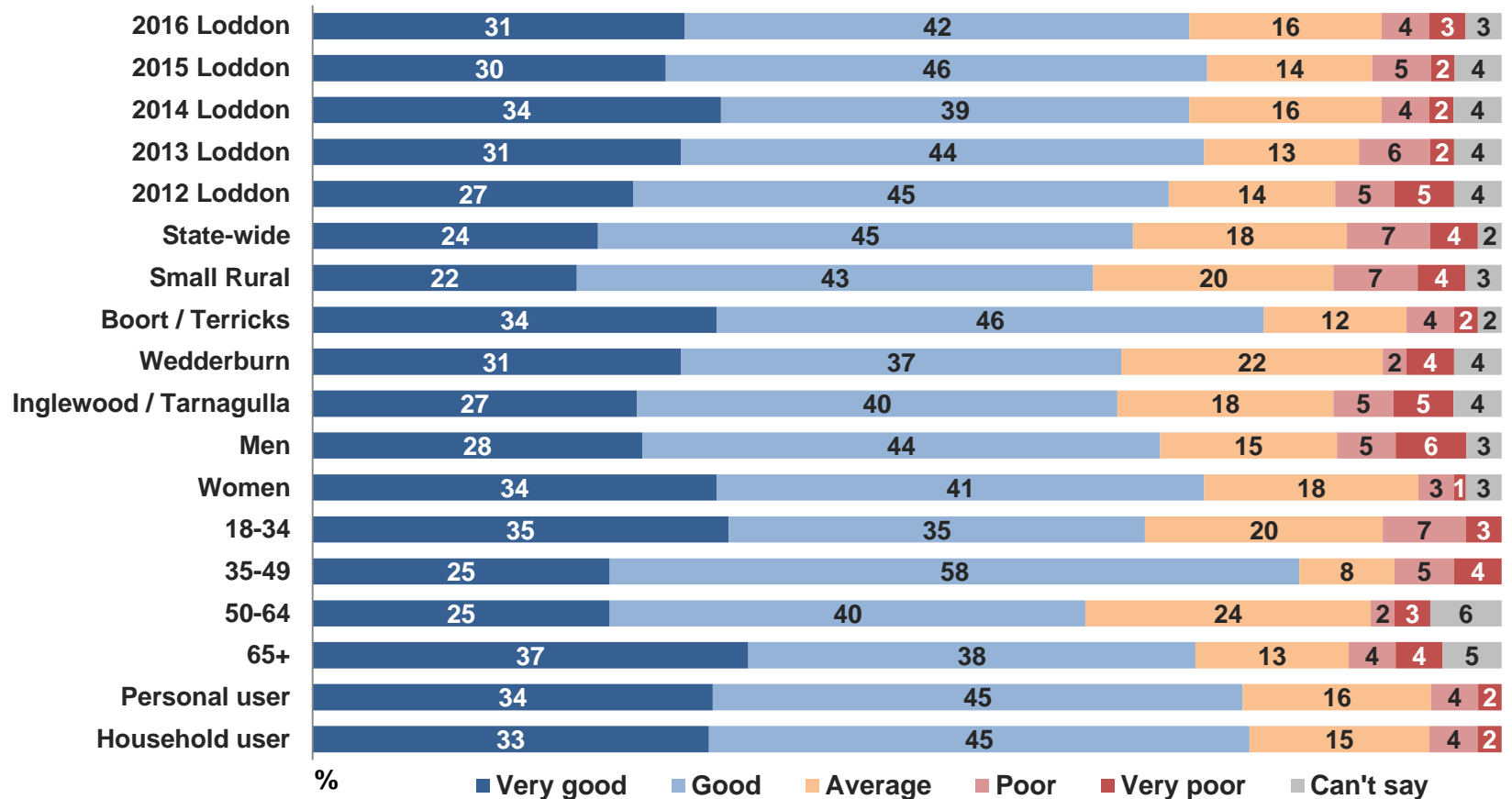
Q2. How has Council performed on 'waste management' over the last 12 months?

Base: All respondents. Councils asked state-wide: 41 Councils asked group: 9

Note: Please see slide 5 for explanation about significant differences

2016 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

2016 Waste Management Performance



Q2. How has Council performed on 'waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 41 Councils asked group: 9

2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE INDEX SCORES

2016 Business/Development/Tourism Importance

		2015	2014	2013	2012
Personal user	81↑	76	77	80	78
Household user	81↑	76	76	78	78
Women	77	72	72	75	69
Boort / Terricks	75	68	67	n/a	n/a
Wedderburn	75	75	76	n/a	n/a
35-49	75	70	69	77	72
Loddon	74	69	68	71	69
18-34	74	70	62	70	64
50-64	74	68	69	68	69
65+	74	69	71	70	70
Inglewood / Tarnagulla	73	68	67	n/a	n/a
Small Rural	71↓	70	n/a	n/a	n/a
Men	71	66	64	67	69
State-wide	67↓	67	67	67	66

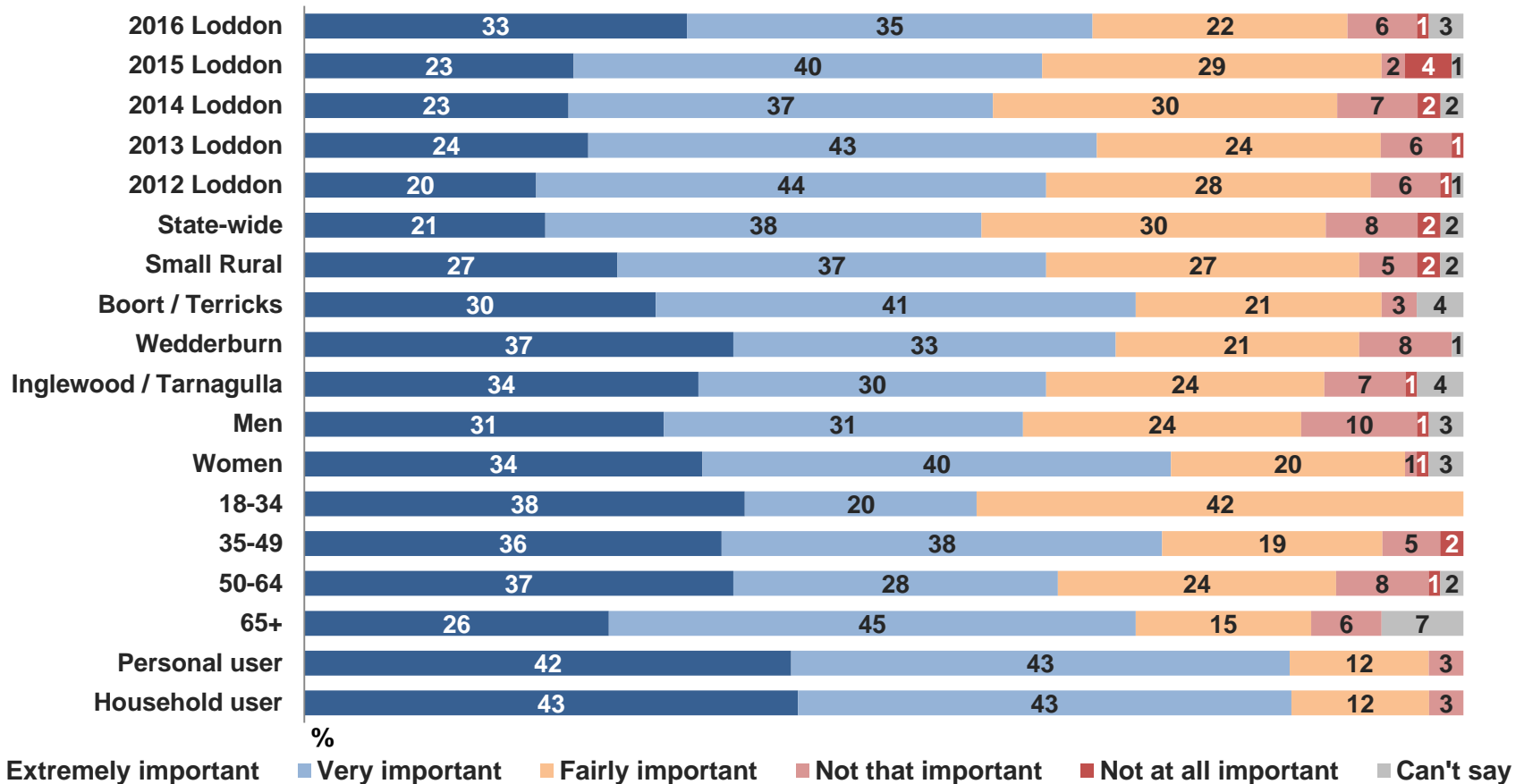
Q1. Firstly, how important should 'business and community development and tourism' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4

Note: Please see slide 5 for explanation about significant differences

2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE DETAILED PERCENTAGES

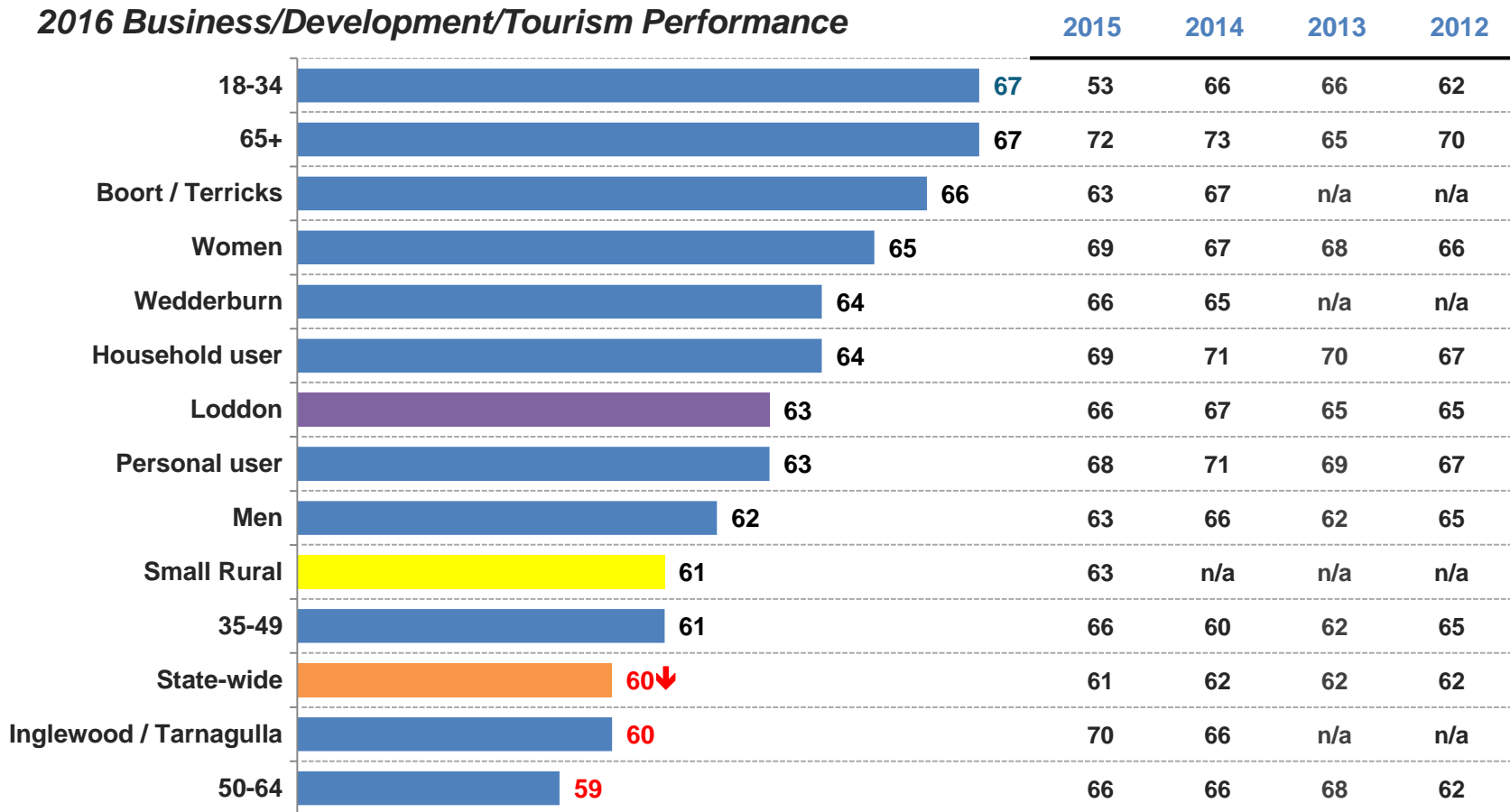
2016 Business/Development/Tourism Importance



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

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4

2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES



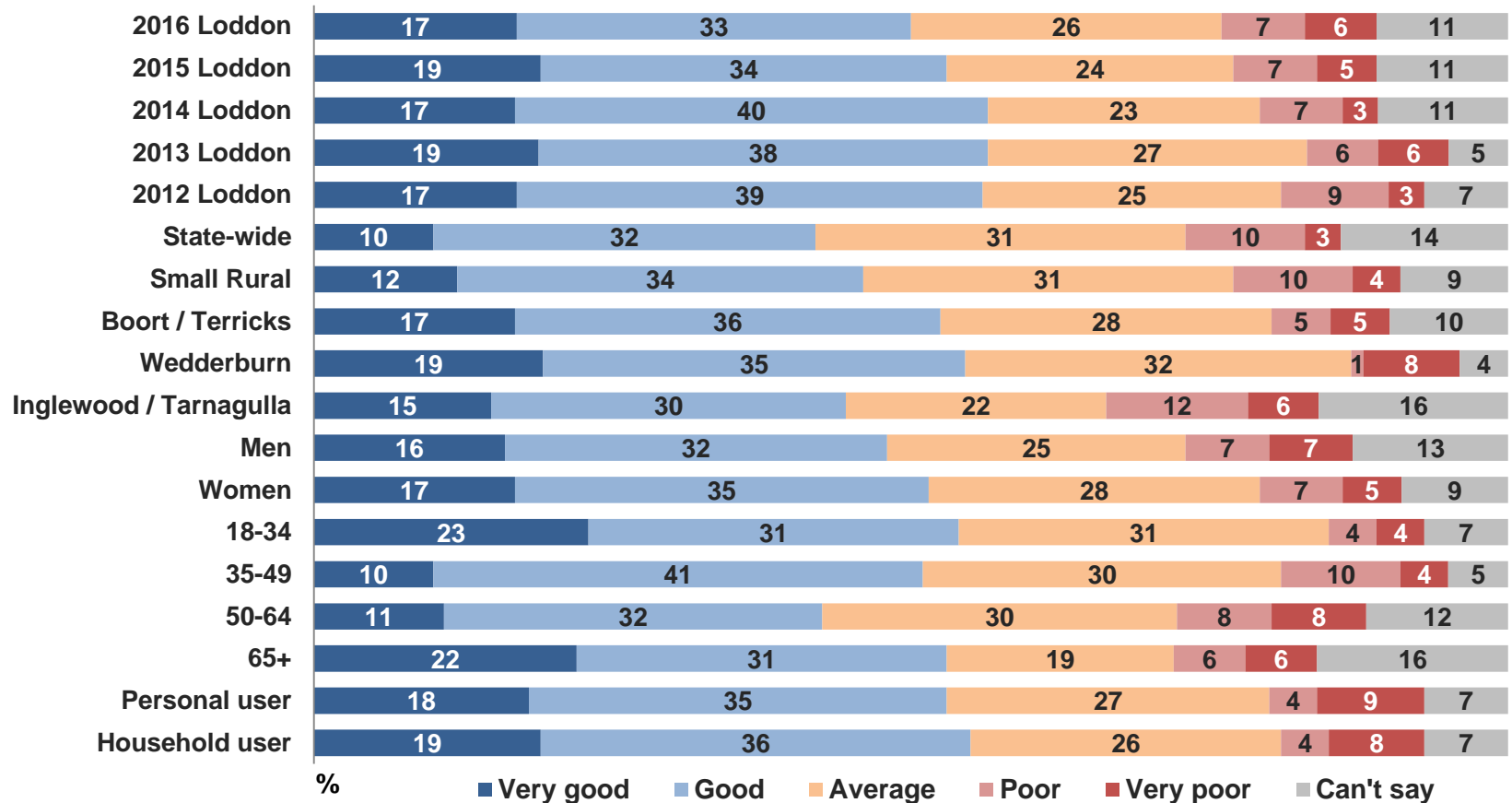
Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6

Note: Please see slide 5 for explanation about significant differences

2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES

2016 Business/Development/Tourism Performance



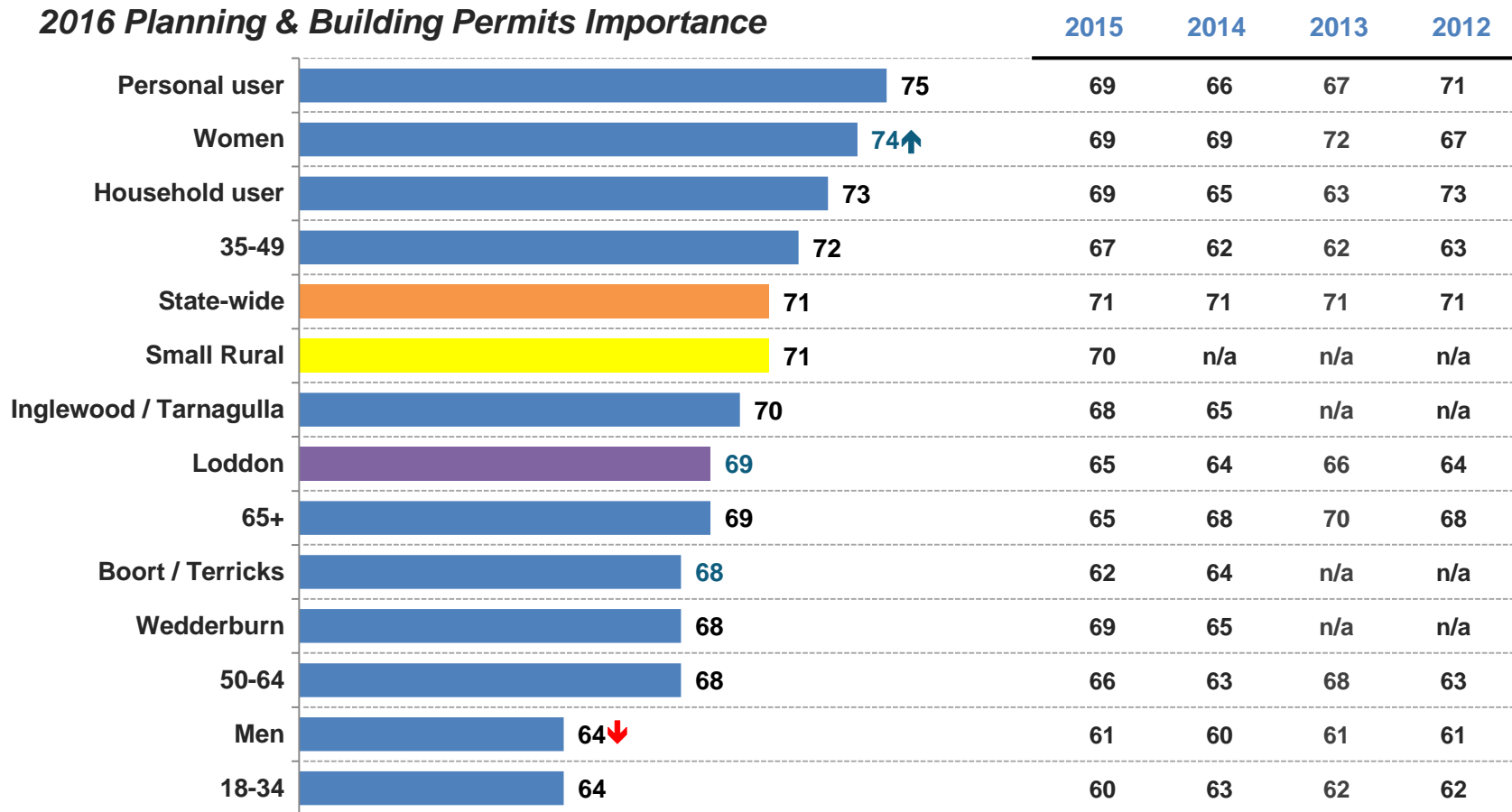
Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6



2016 PLANNING AND BUILDING PERMITS IMPORTANCE INDEX SCORES

2016 Planning & Building Permits Importance



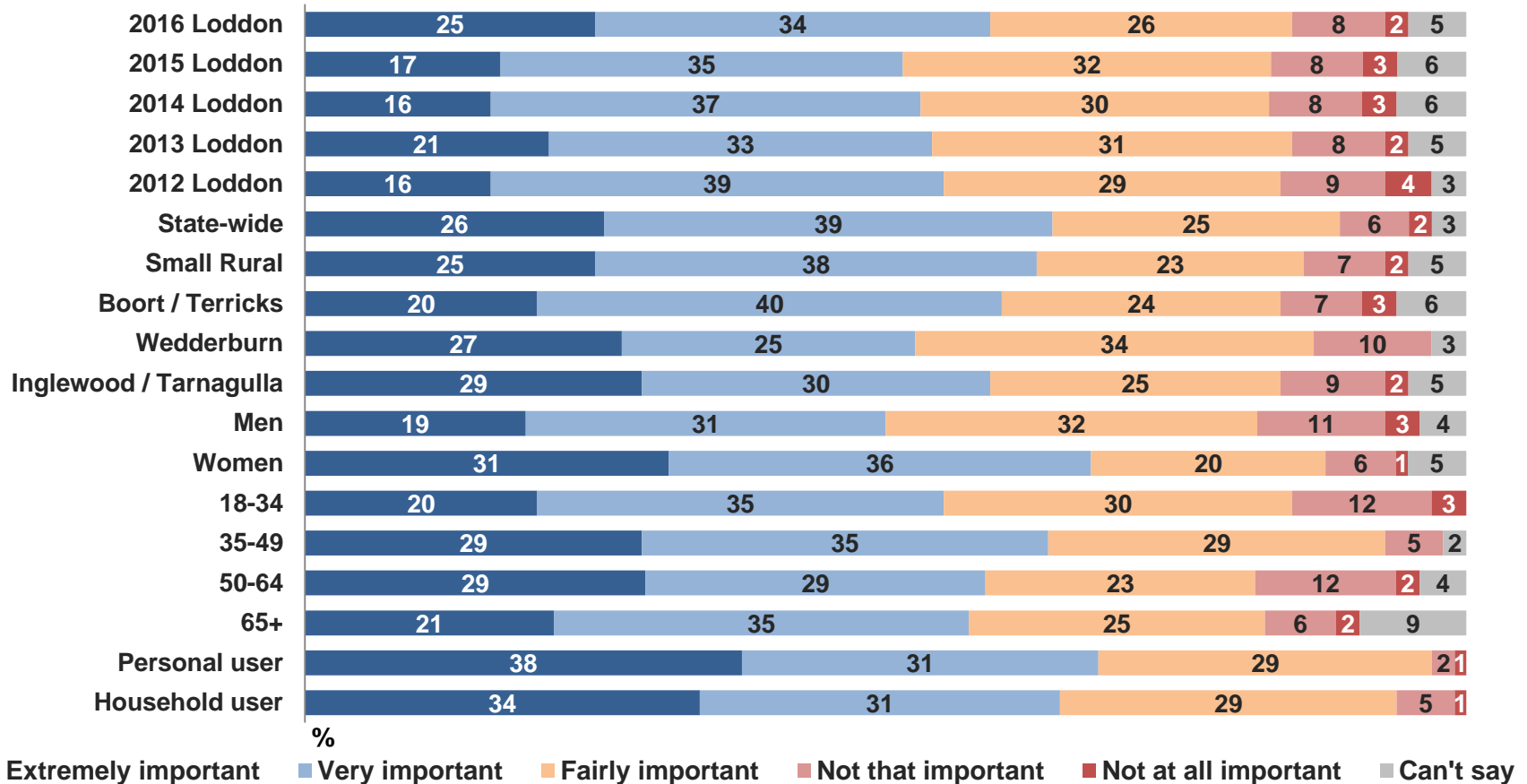
Q1. Firstly, how important should 'planning and building permits' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4

Note: Please see slide 5 for explanation about significant differences

2016 PLANNING AND BUILDING PERMITS IMPORTANCE DETAILED PERCENTAGES

2016 Planning & Building Permits Importance

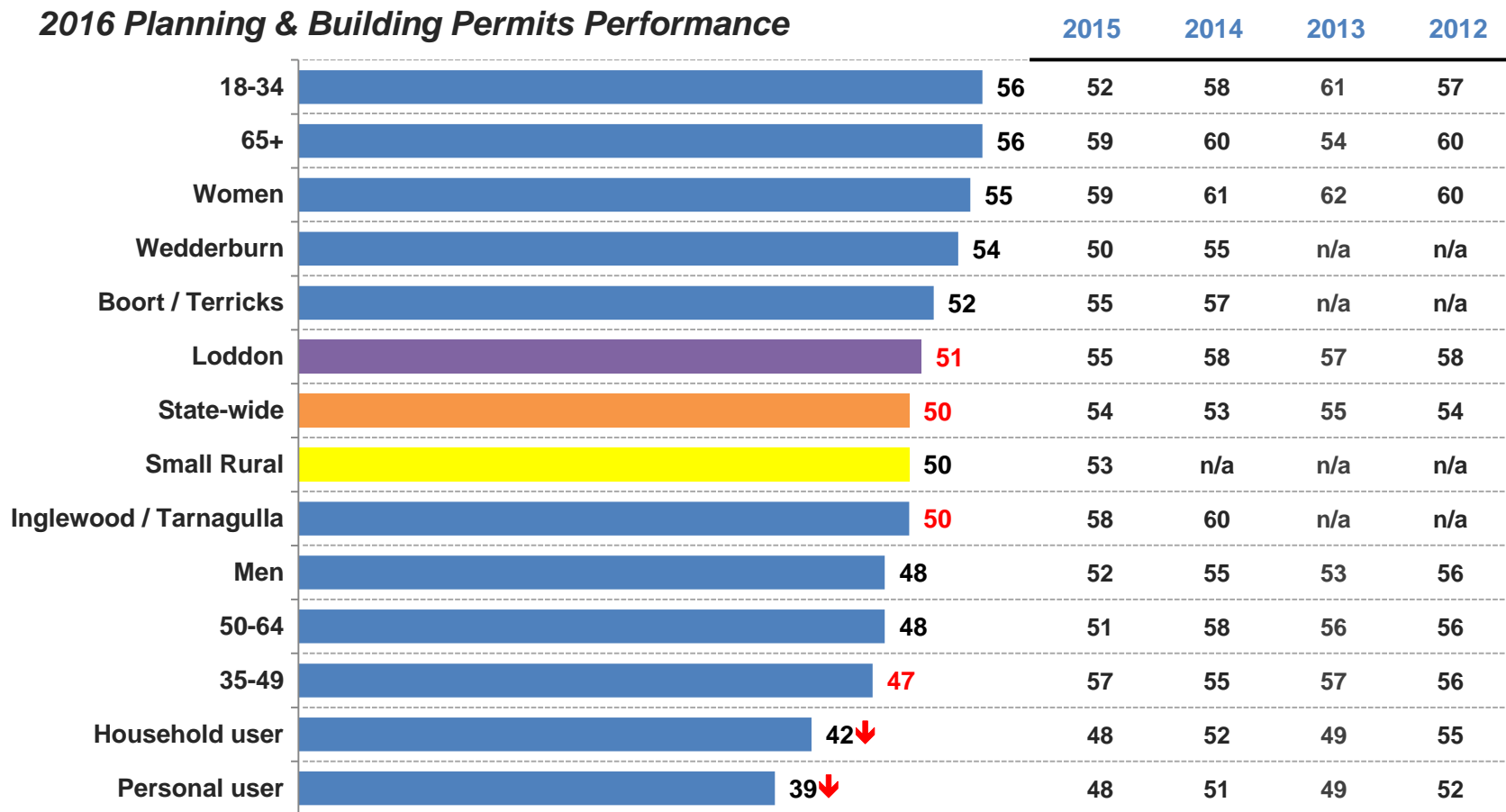


Q1. Firstly, how important should 'planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4



2016 PLANNING AND BUILDING PERMITS PERFORMANCE INDEX SCORES

2016 Planning & Building Permits Performance



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

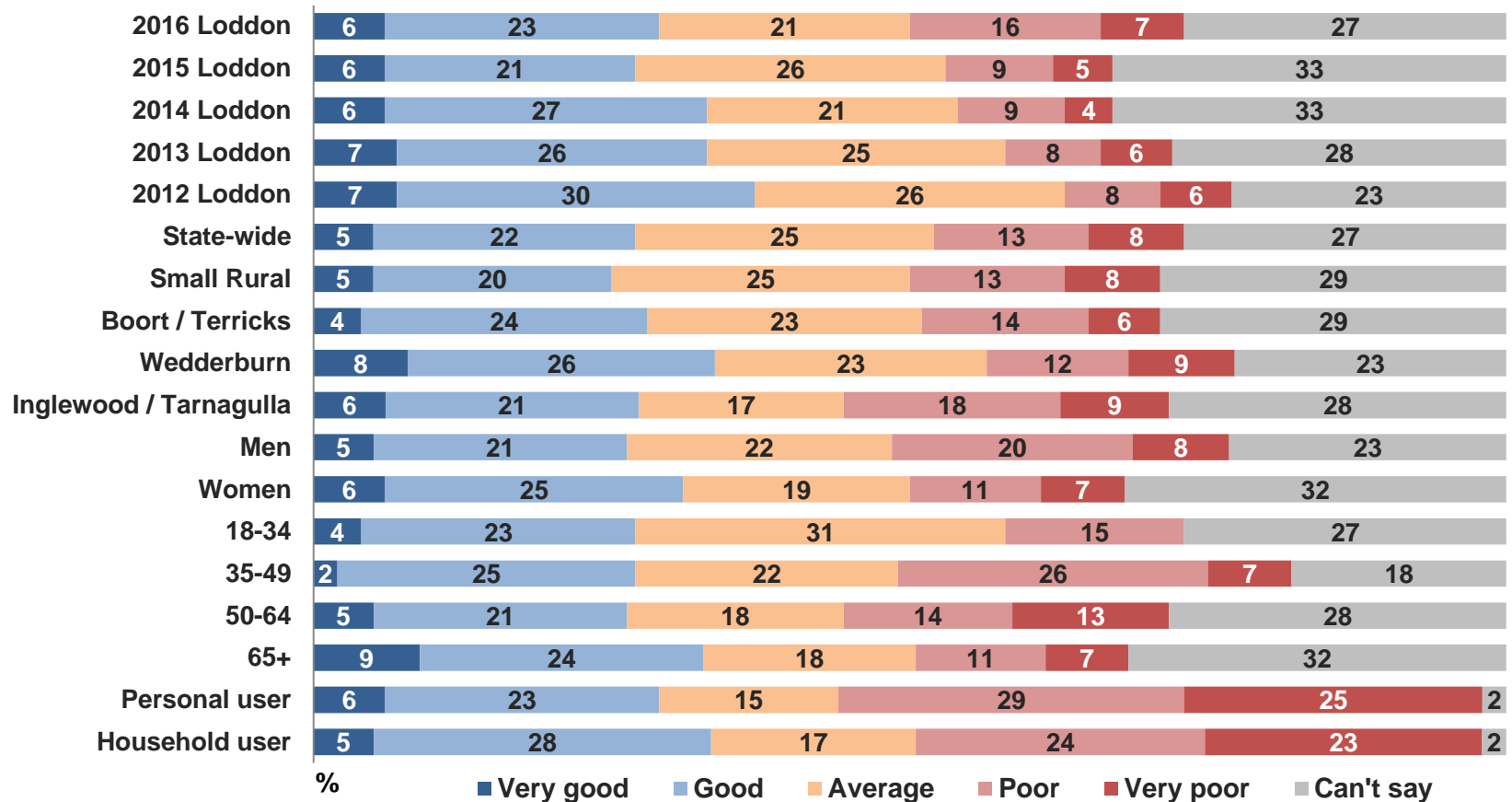
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6

Note: Please see slide 5 for explanation about significant differences



2016 PLANNING AND BUILDING PERMITS PERFORMANCE DETAILED PERCENTAGES

2016 Planning & Building Permits Performance

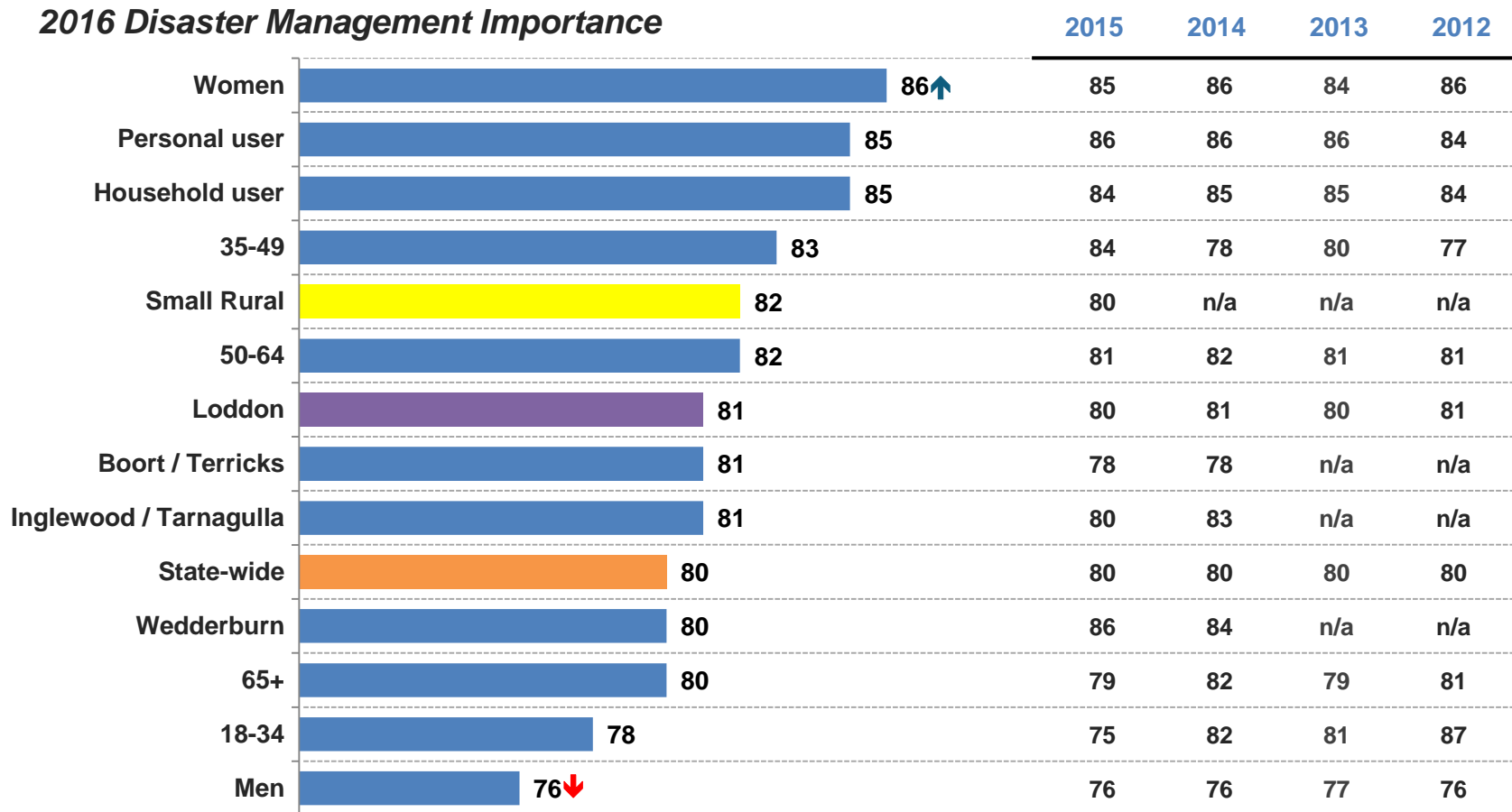


Q2. How has Council performed on 'planning and building permits' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 6



2016 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE INDEX SCORES

2016 Disaster Management Importance



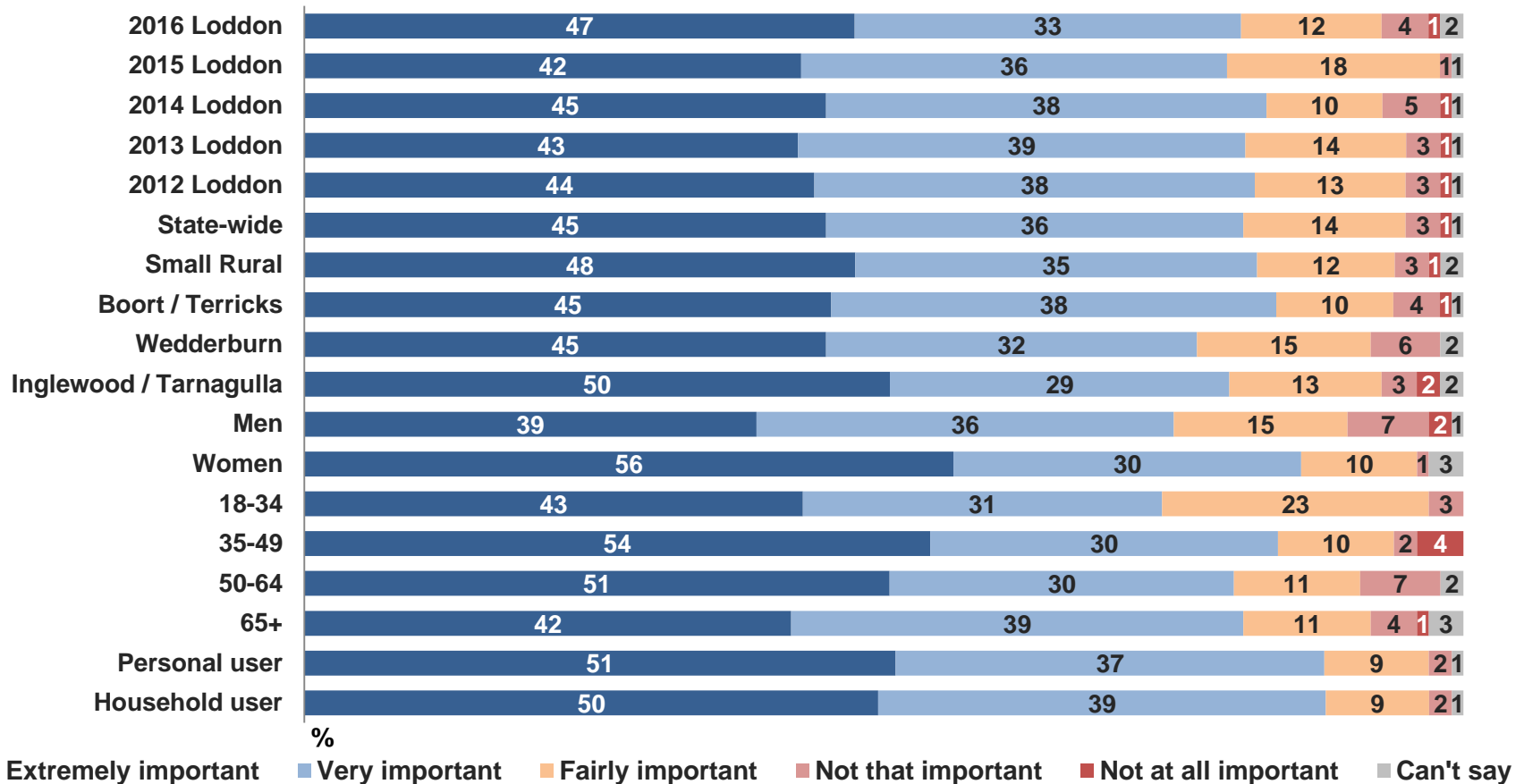
Q1. Firstly, how important should 'emergency and disaster management' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 17 Councils asked group: 3

Note: Please see slide 5 for explanation about significant differences

2016 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE DETAILED PERCENTAGES

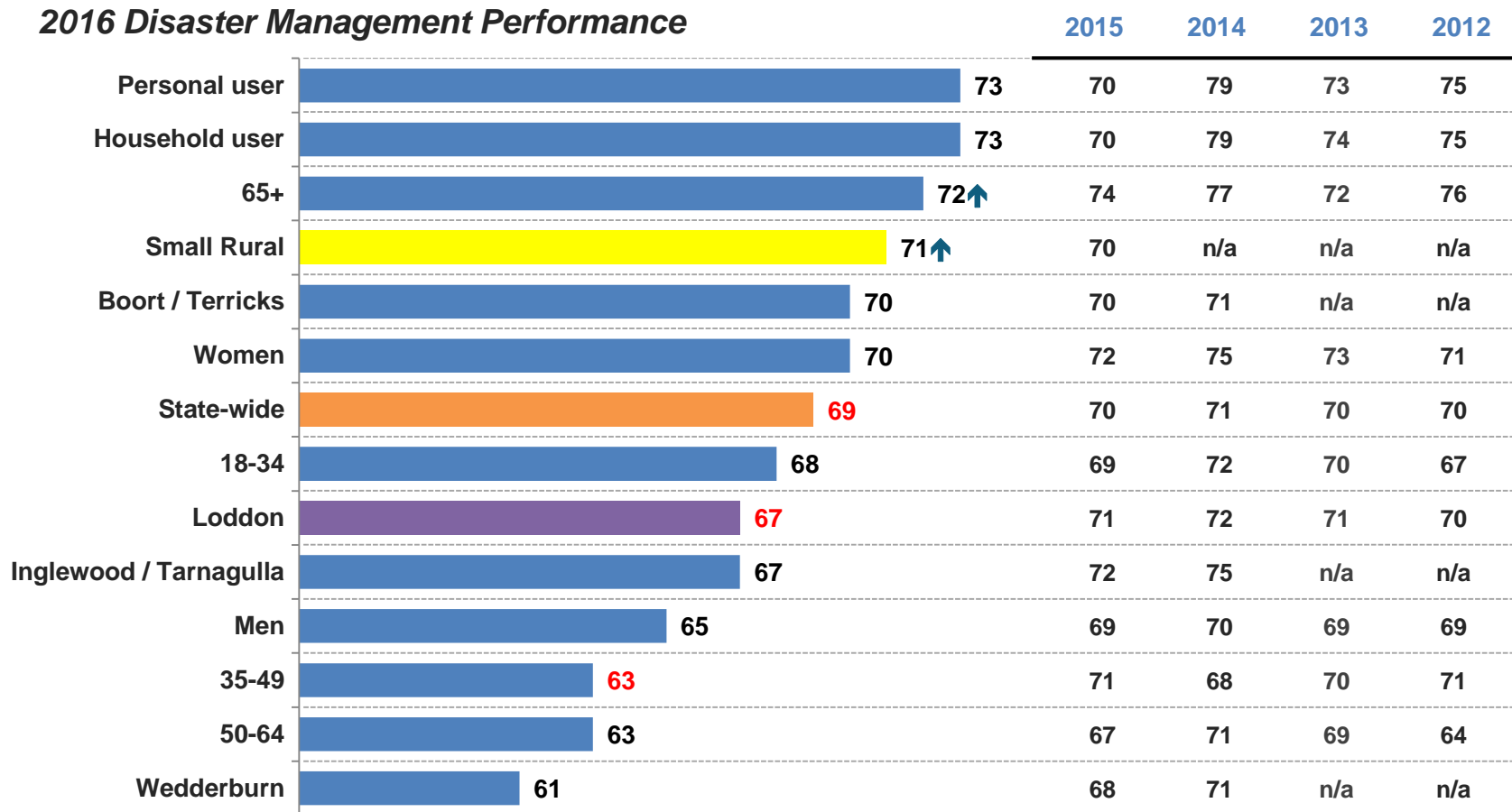
2016 Disaster Management Importance



Q1. Firstly, how important should 'emergency and disaster management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 17 Councils asked group: 3

2016 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE INDEX SCORES

2016 Disaster Management Performance



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

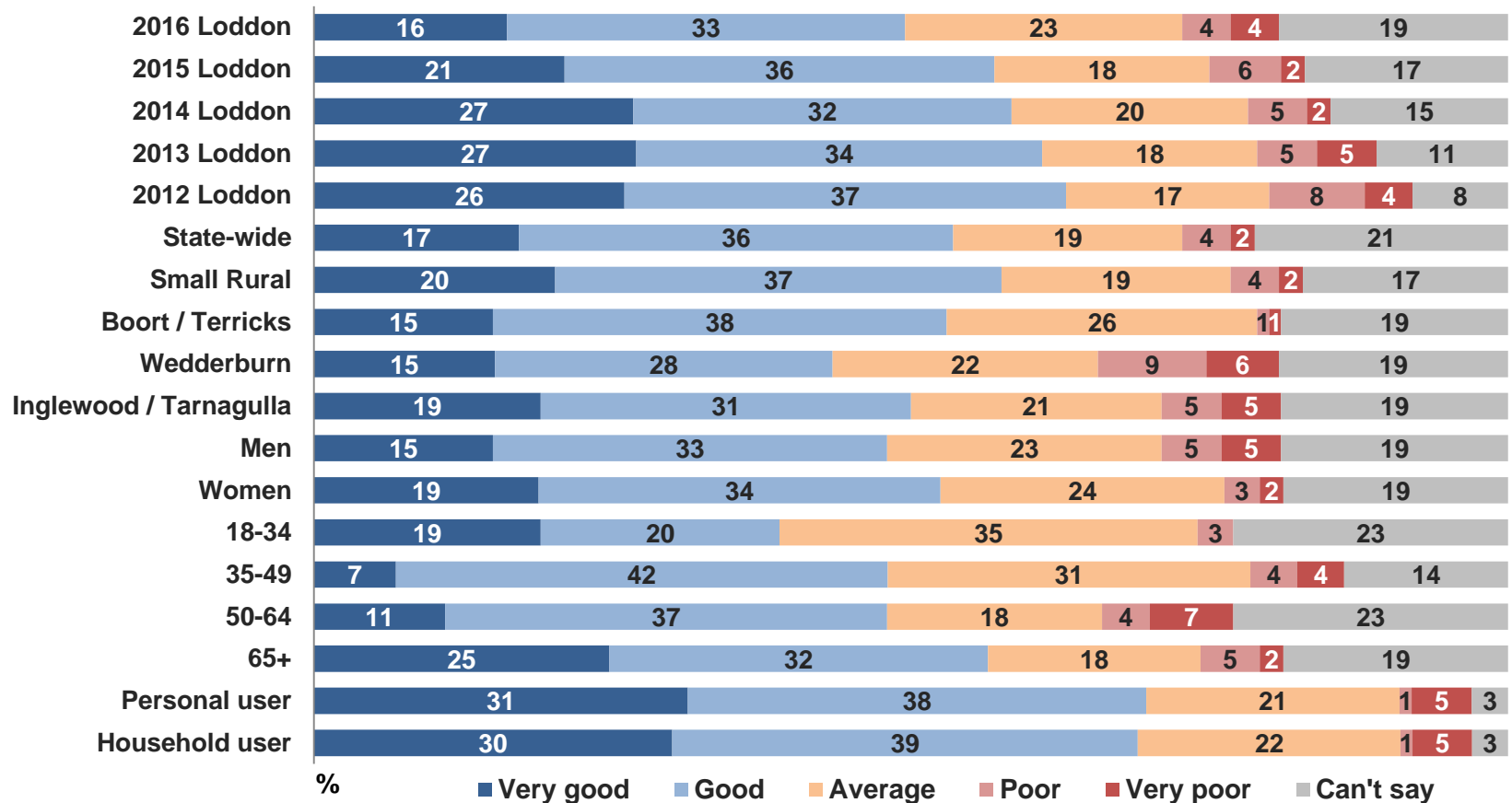
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5

Note: Please see slide 5 for explanation about significant differences



2016 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

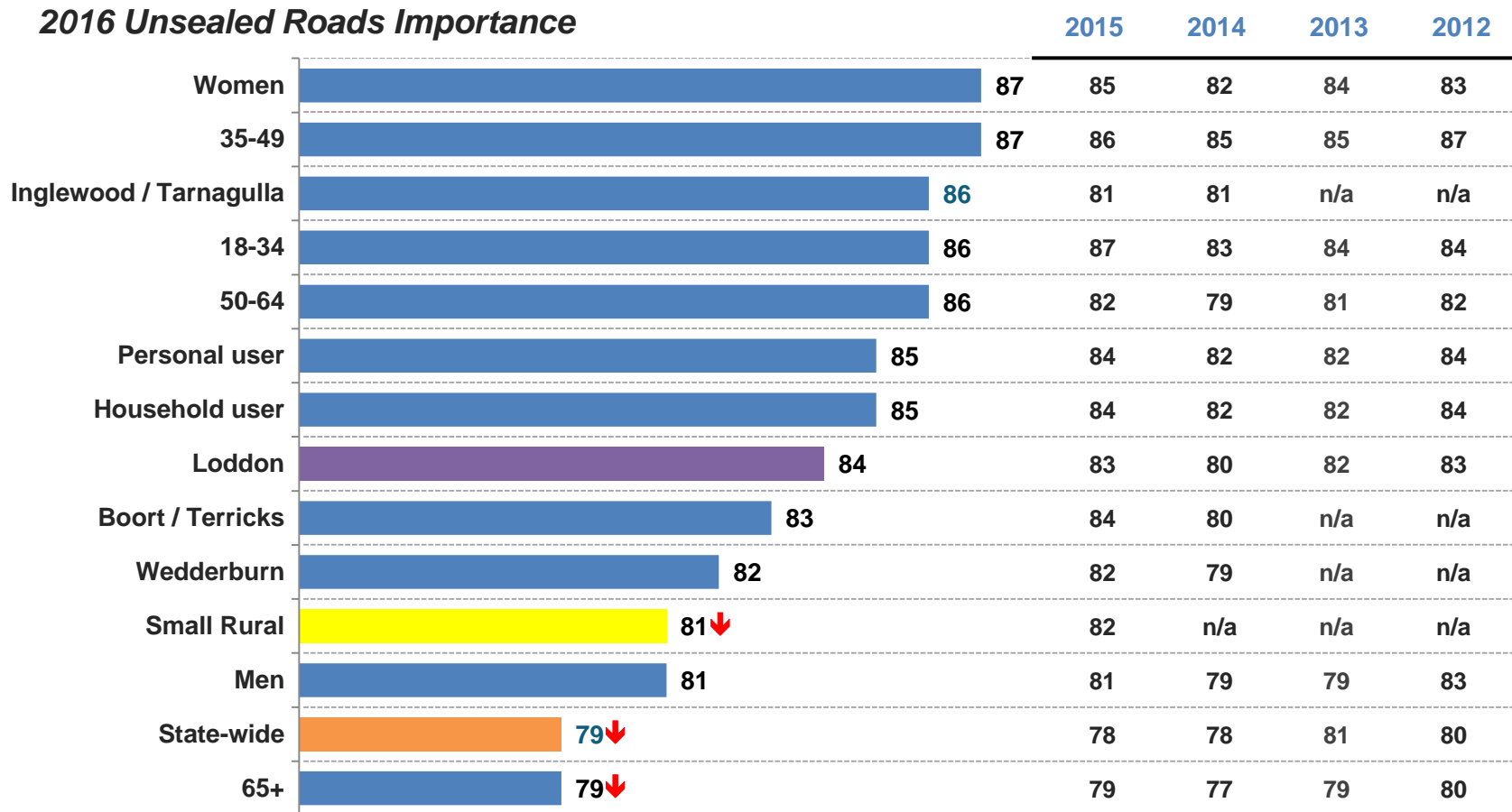
2016 Disaster Management Performance



Q2. How has Council performed on 'emergency and disaster management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5

2016 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA IMPORTANCE INDEX SCORES

2016 Unsealed Roads Importance



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

Base: All respondents. Councils asked state-wide: 14 Councils asked group: 4

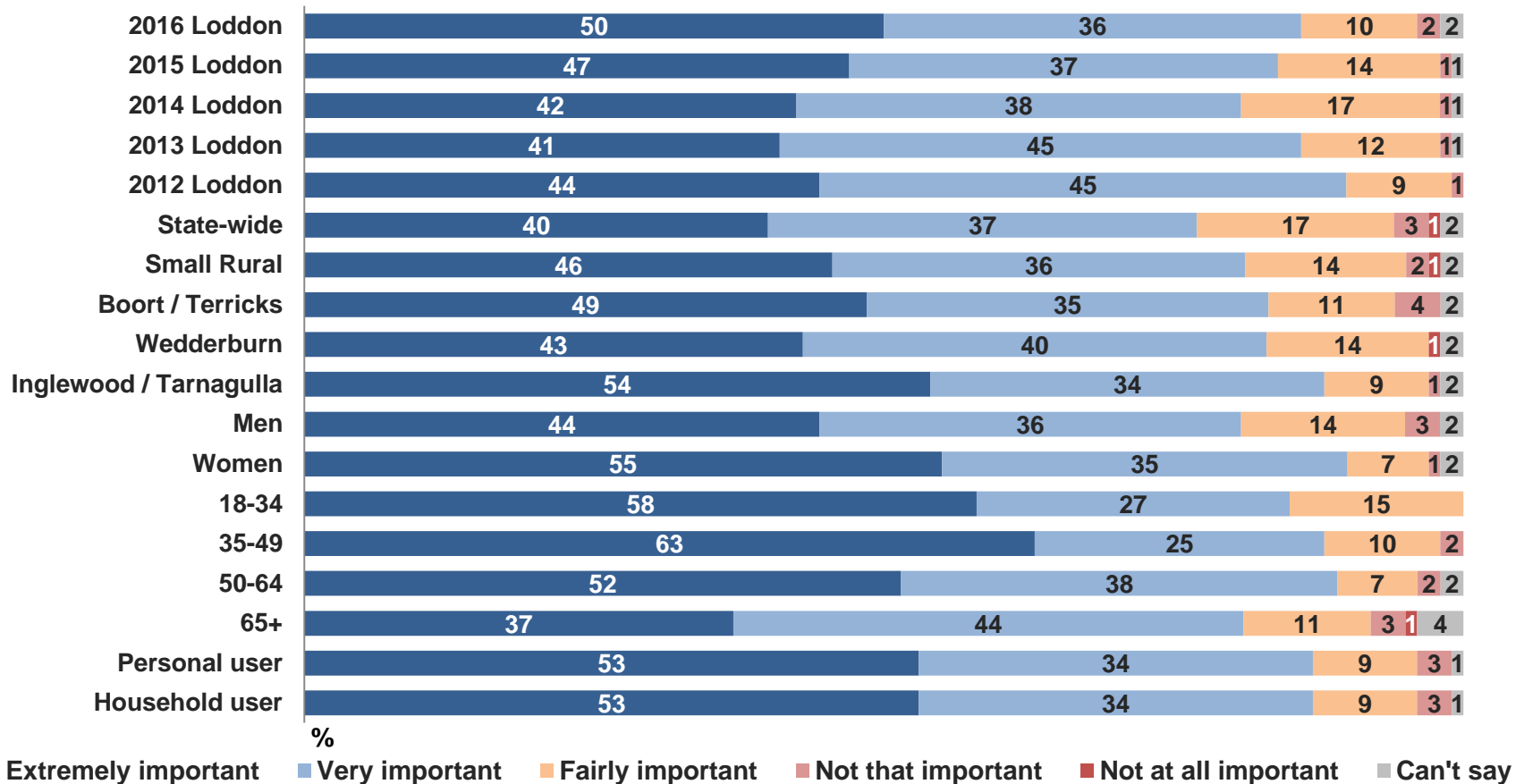
Note: Please see slide 5 for explanation about significant differences



2016 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES

2016 Unsealed Roads Importance



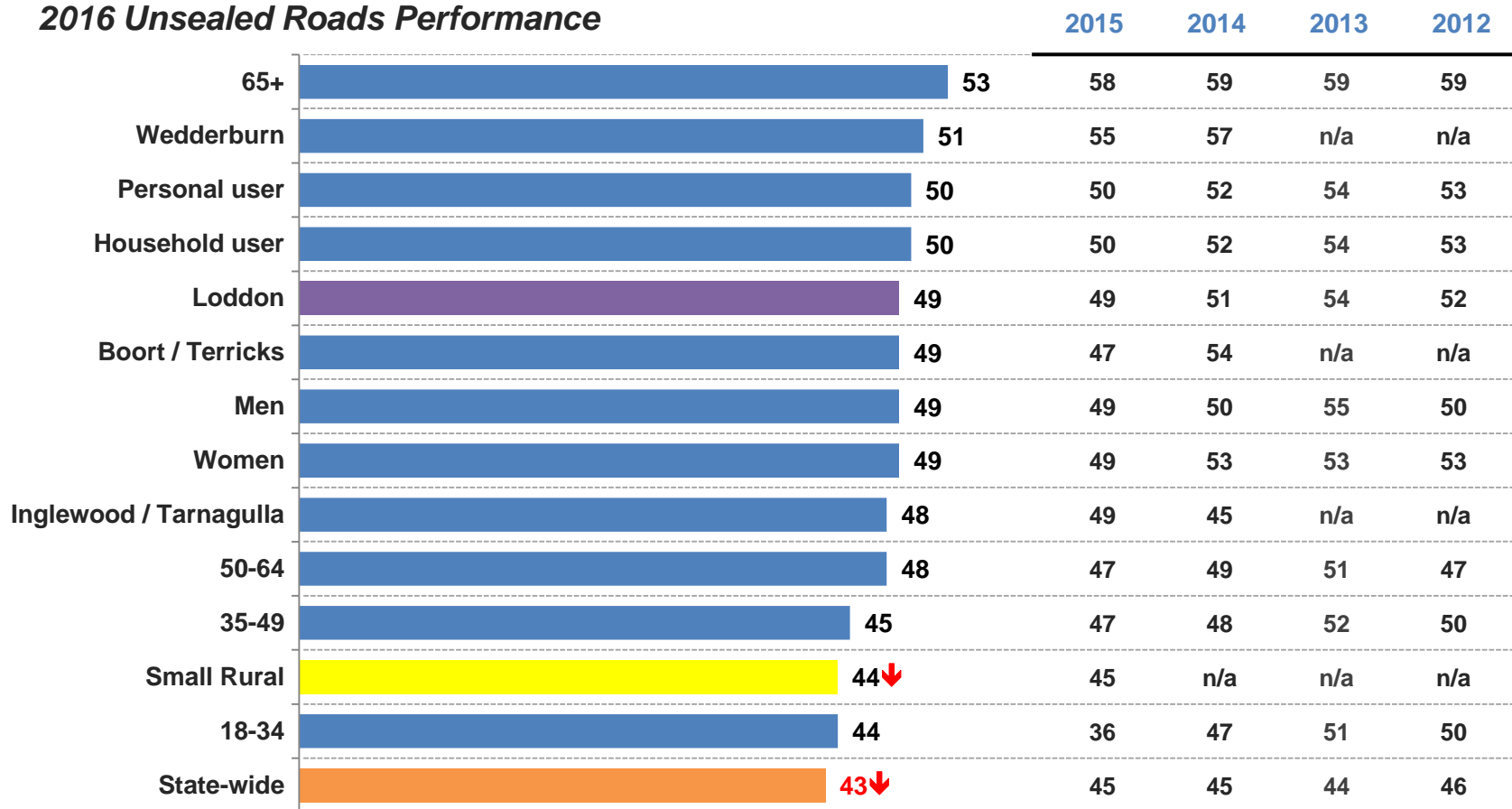
Q1. Firstly, how important should 'maintenance of unsealed roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 14 Councils asked group: 4



2016 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA PERFORMANCE INDEX SCORES

2016 Unsealed Roads Performance



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

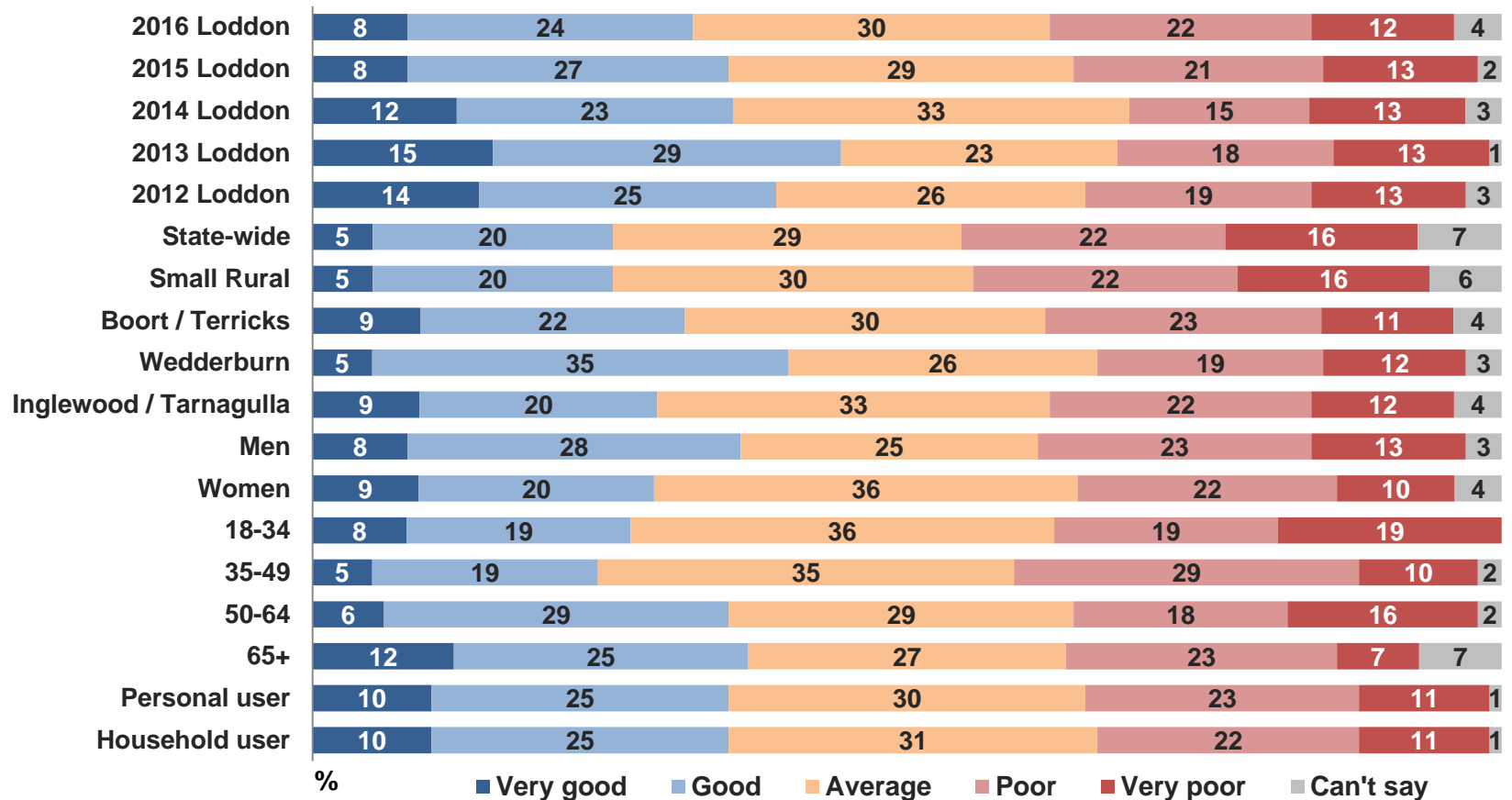
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 6

Note: Please see slide 5 for explanation about significant differences

2016 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2016 Unsealed Roads Performance



Q2. How has Council performed on 'maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 17 Councils asked group: 6

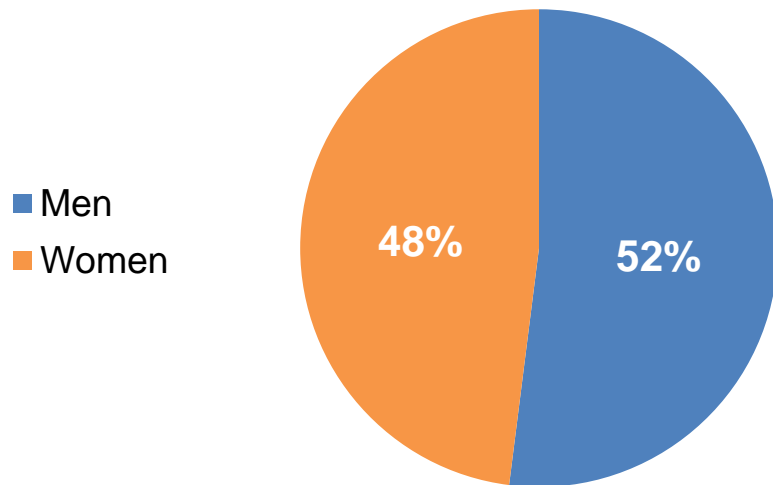


A satellite night view of South America, showing the continent's outline against the dark ocean. The landmass is illuminated by a dense network of glowing yellow and white lines representing roads and city lights. Major urban centers like Lima, Bogotá, and São Paulo are particularly bright. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font across the center of the continent.

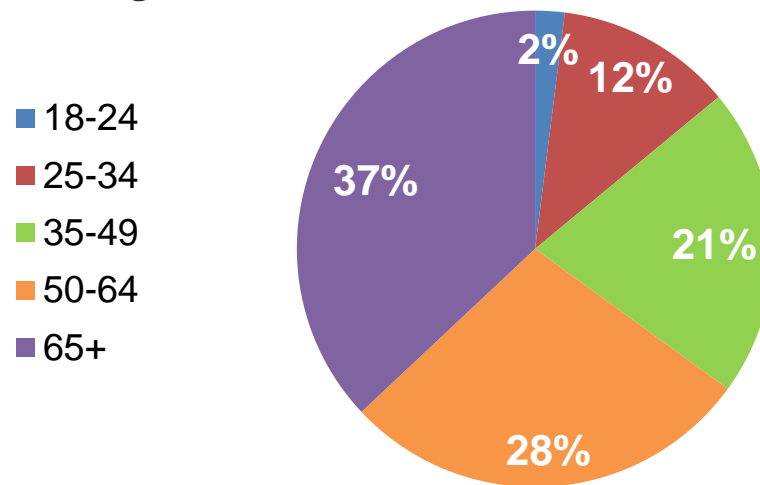
DETAILED DEMOGRAPHICS

2016 GENDER AND AGE PROFILE

Gender



Age

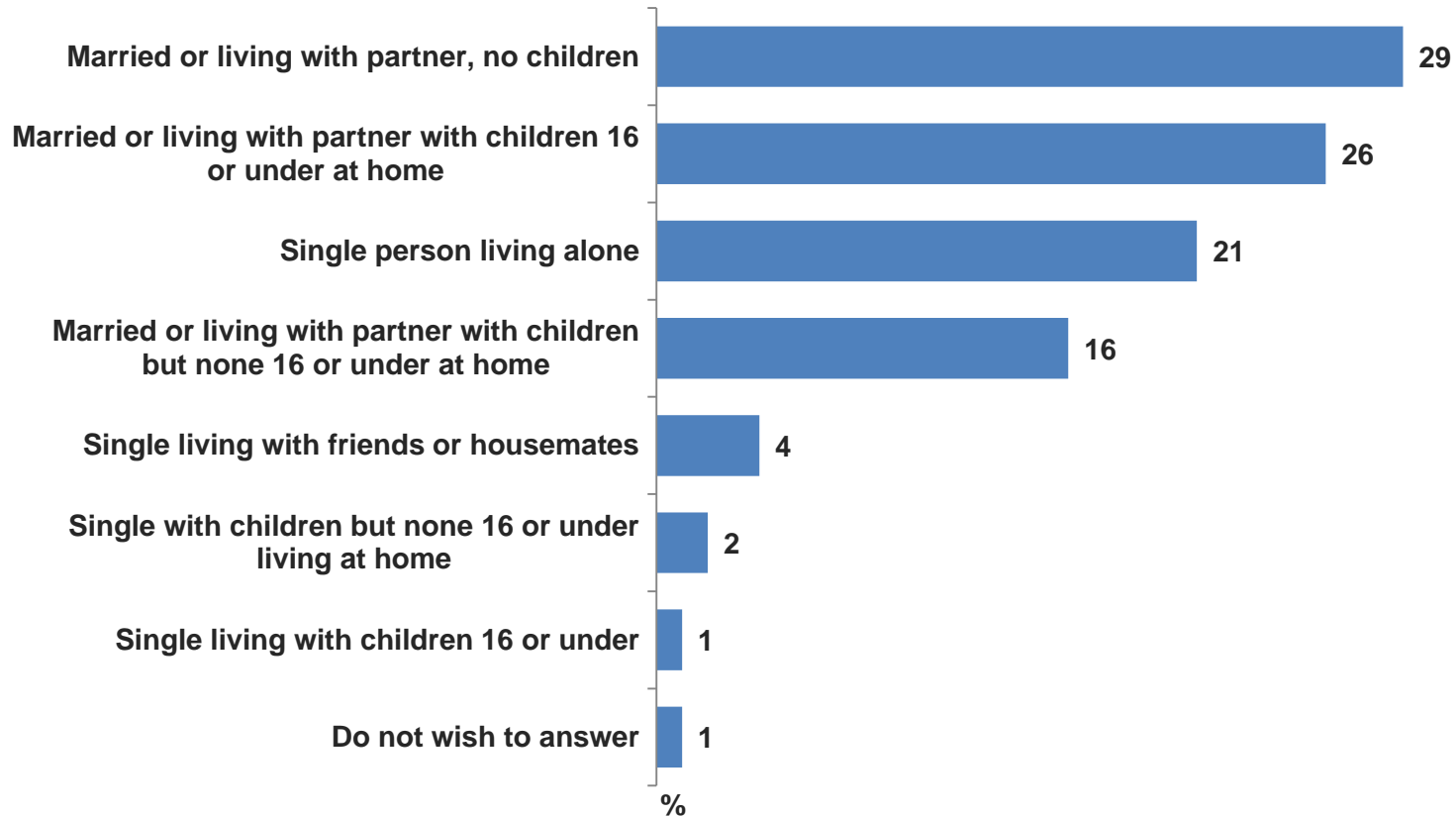


Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 17

2016 HOUSEHOLD STRUCTURE

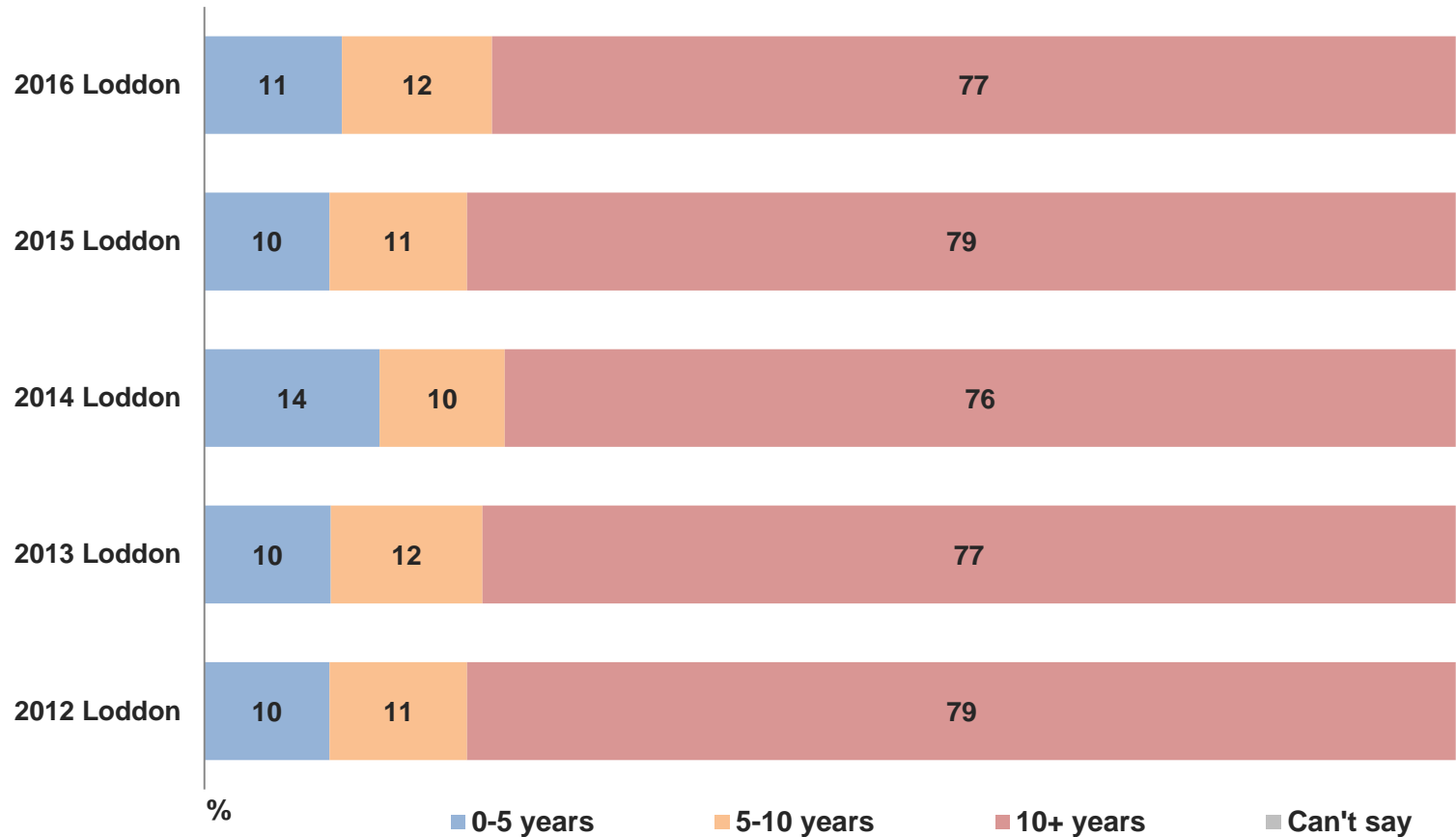
2016 Household Structure



S6. Which of the following BEST describes your household?
 Base: All respondents. Councils asked state-wide: 12 Councils asked group: 2

2016 YEARS LIVED IN AREA

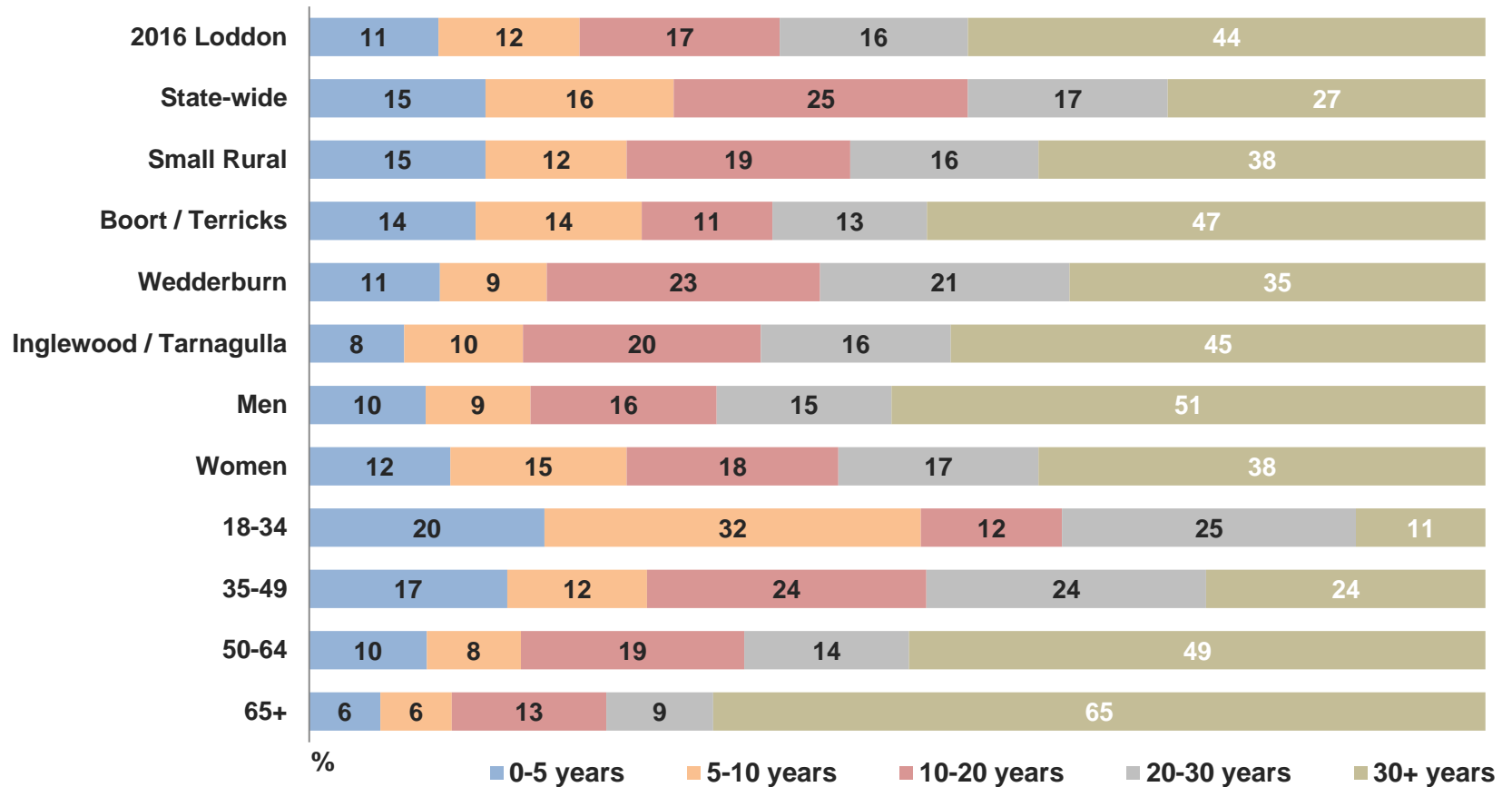
2016 Years Lived in Area



S5. How long have you lived in this area?/How long have you owned a property in this area?
 Base: All respondents. Councils asked state-wide: 18 Councils asked group: 3

2016 YEARS LIVED IN AREA

2016 Years Lived in Area



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

Base: All respondents. Councils asked state-wide: 18 Councils asked group: 3

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 this year's data only.





**APPENDIX A:
DETAILED SURVEY TABULATIONS**

AVAILABLE IN SUPPLIED EXCEL FILE

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

**APPENDIX B:
FURTHER PROJECT INFORMATION**

APPENDIX B:

BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

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

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2016 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2016 State-wide Local Government Community Satisfaction Survey for Loddon Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.7% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.3% - 54.7%.

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

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Loddon Shire Council	400	400	+/-4.7
Men	185	208	+/-7.1
Women	215	192	+/-6.6
Boort / Terricks	163	169	+/-7.6
Wedderburn	76	71	+/-11.2
Inglewood / Tarnagulla	161	160	+/-7.6
18-34 years	26	58	+/-19.6
35-49 years	59	83	+/-12.8
50-64 years	136	111	+/-8.3
65+ years	179	148	+/-7.2

APPENDIX B: ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2016, 69 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2016 vary slightly.

Council Groups

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

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

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

Wherever appropriate, results for Loddon Shire Council for this 2016 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B:

ANALYSIS AND REPORTING

Index Scores

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

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

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

APPENDIX B: ANALYSIS AND REPORTING

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

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

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

APPENDIX 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 2016 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 2016 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 2016 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2016 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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