



# Shire of Loddon Council Annual Residents Satisfaction Survey 2018

Report | May 2018



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## Introduction, Objectives and Method

### Introduction

The Loddon Shire Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the residents.

### Research Objectives

- Measure residents' satisfaction with Loddon Shire Council's performance
- Provide insights into how the Council can best invest its resources to improve residents' satisfaction with its overall performance

### Method

- A statistically robust postal survey with an online option for completion was conducted with a sample of 460 residents across the Loddon Shire
- Post data collection the sample has been weighted so it is aligned with known population distributions as contained in the Census 2016
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of  $\pm 4.5\%$
- Interviewing took place between 26 March and 18 May 2018
- The 2018 survey used a new questionnaire that is designed to provide for a wider review of residents' perceptions of Council including reputation and value for money. The structure is also designed to facilitate additional analysis to help determine opportunities and how these should be prioritised.
- All performance scores have been calculated excluding 'don't know' responses, unless otherwise stated

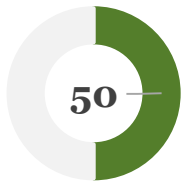
### Note

- Due to rounding, percentages may add to just over or under ( $\pm 1\%$ ) totals

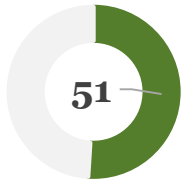
# Key Findings

## INDEX scores

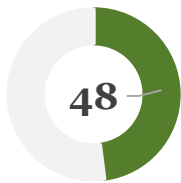
### Local Sealed Roads



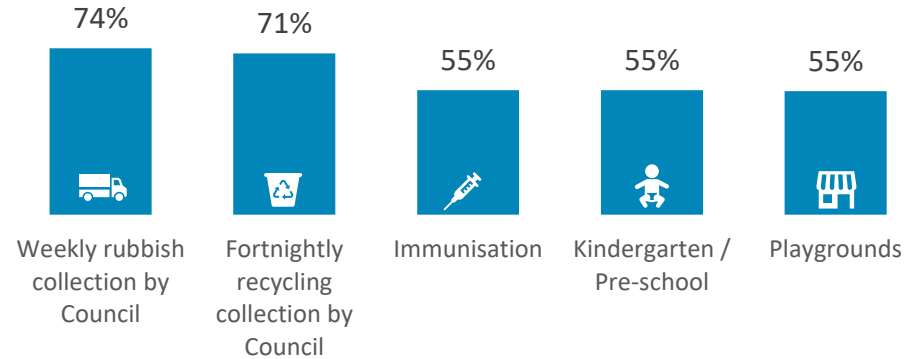
### Community Consultation and Engagement



### Decisions Made in Interest of Community



## Top 5 Best Performing Areas (% very satisfied – scoring 8 to 10)



## Key Opportunities for Improvement



## Executive Summary

1

Residents of Loddon Shire are moderately satisfied with Council's performance, with an index score of 54 out of 100 and 30% saying they are very satisfied (% scoring 8 to 10).

2

The Loddon Shire Council has a moderate to weak reputation profile with just over one third (37%) of residents (classified as '*Champions*') having a positive emotional connection and recognising that Council is doing a good job. Residents from Wedderburn are noted for having a less positive perception where more residents are sceptical about the performance of Council and have lower levels of trust

3

While satisfaction with services and facilities is relatively high, residents rate the image and reputation of Council poorly and are not recognising that rates represent value for money. Image and reputation have a high impact on overall perceptions and demonstrating quality financial management has potential to improve overall perceptions

4

Seven in ten (69%) residents are interacting with Council annually to make enquiries, or lodge complaints or raise issues. Satisfaction with the customer service provided is high with just over half (56%) being very satisfied (% scoring 8-10)

5

There is potential for Council to further improve perceptions by promoting the various services, facilities and infrastructure where its performance is high. These aspects such as parks and reserves and waste services are not currently having a great deal of impact and accordingly, communicating what Council is already doing well may give it better recognition and work positively with perceptions of value

The questionnaire, rating scale, and categorisation for reporting satisfaction scores has been refined and is somewhat similar to what has been used in previous years

Residents were asked to rate their satisfaction with various services, infrastructure and facilities provided by Council, using a 10 point scale where 1 is very dissatisfied and 10 is very satisfied.

Results throughout this report are presented as:

- the percentage of respondents that provided a score of 8 to 10 being very satisfied,
- an index score calculated and represented as a score out of 100 on a 0 to 100 scale as required by the Local Government Performance Reporting Framework (LGPRF).

Index scores can be categorised as follows:

Category	Score	Index Value
Very satisfied	8 – 10	80 – 100
Satisfied	6 – 7	60 – 79
Neutral	5	40 – 59
Dissatisfied	1 – 4	0 – 39

When making direct comparisons to previous survey results, slight variations could potentially be attributed to differences in questionnaire layout and question wording, method, scale, and index score calculations. When undertaking the survey design and reporting of results, every effort has been made to minimise any potential for variation.

In adopting the mandatory calculation measures as stipulated by the Local Government Performance Reporting Framework (LGPRF), no significant impact can be attributed directly to the change in scale when reporting index scores.





## Overall Satisfaction

Almost three in five (59%) residents are satisfied with Council performance, giving a rating of six or more out of ten, resulting in a calculated INDEX score of 54

## Satisfaction: Overall level drivers

### INDEX by area

Very dissatisfied (1-4)
  Neutral (5)
  Satisfied (6-7)
  Very satisfied (8-10)

	INDEX					Boort	Inglewood	Tarnagulla	Terrick	Wedderburn
Overall satisfaction with Council's performance	26%	15%	29%	30%	54	60	48	51	59	52
Service and facilities	24%	17%	24%	34%	57	60	52	58	59	57
Value for money	29%	13%	26%	31%	55	60	47	51	59	60
Overall reputation	31%	13%	26%	30%	53	60	46	52	56	47

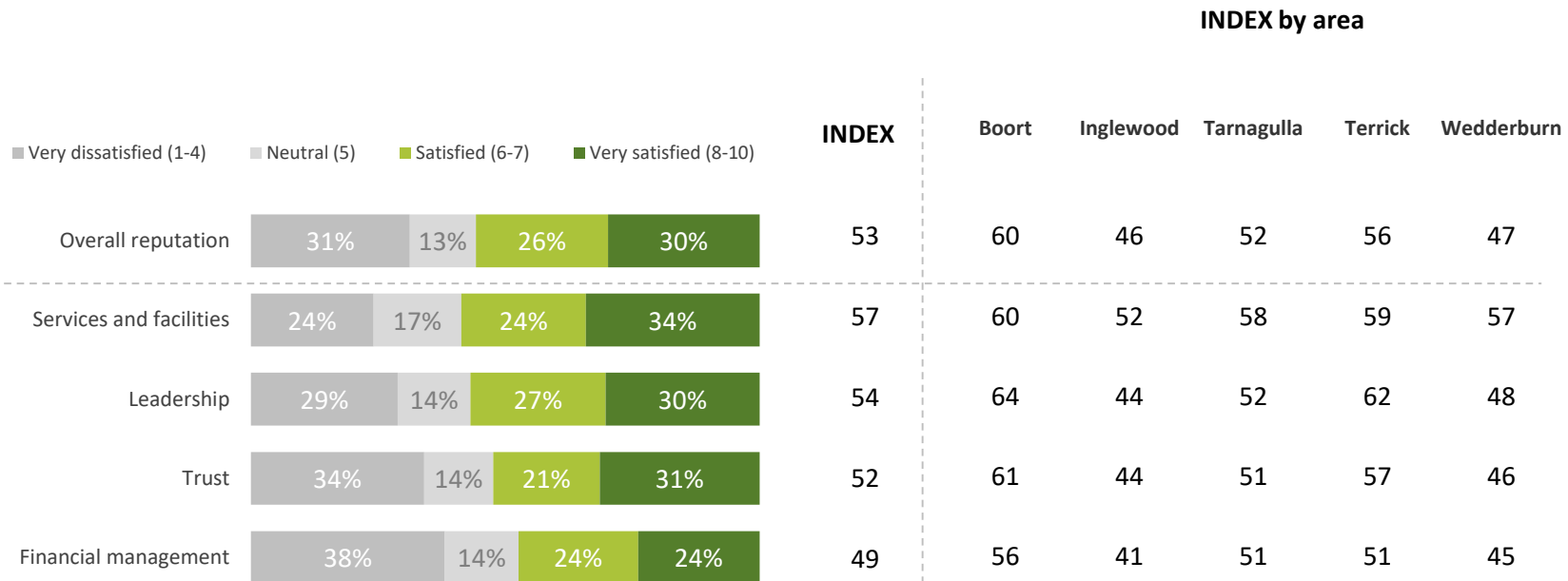
NOTES:

1. Sample: n=460
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. REP5. So considering leadership, trust, financial management and also taking into account the quality of services and facilities provided, how would you rate Council for its overall reputation?
4. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads and footpaths, waste services, parks and reserves, facilities and events, family and child ren's care, aged and disability care and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?
5. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?



Residents are least satisfied with Councils ‘financial management’ (48% scoring 6 to 10) compared to other aspects of reputation

## Satisfaction: Reputation

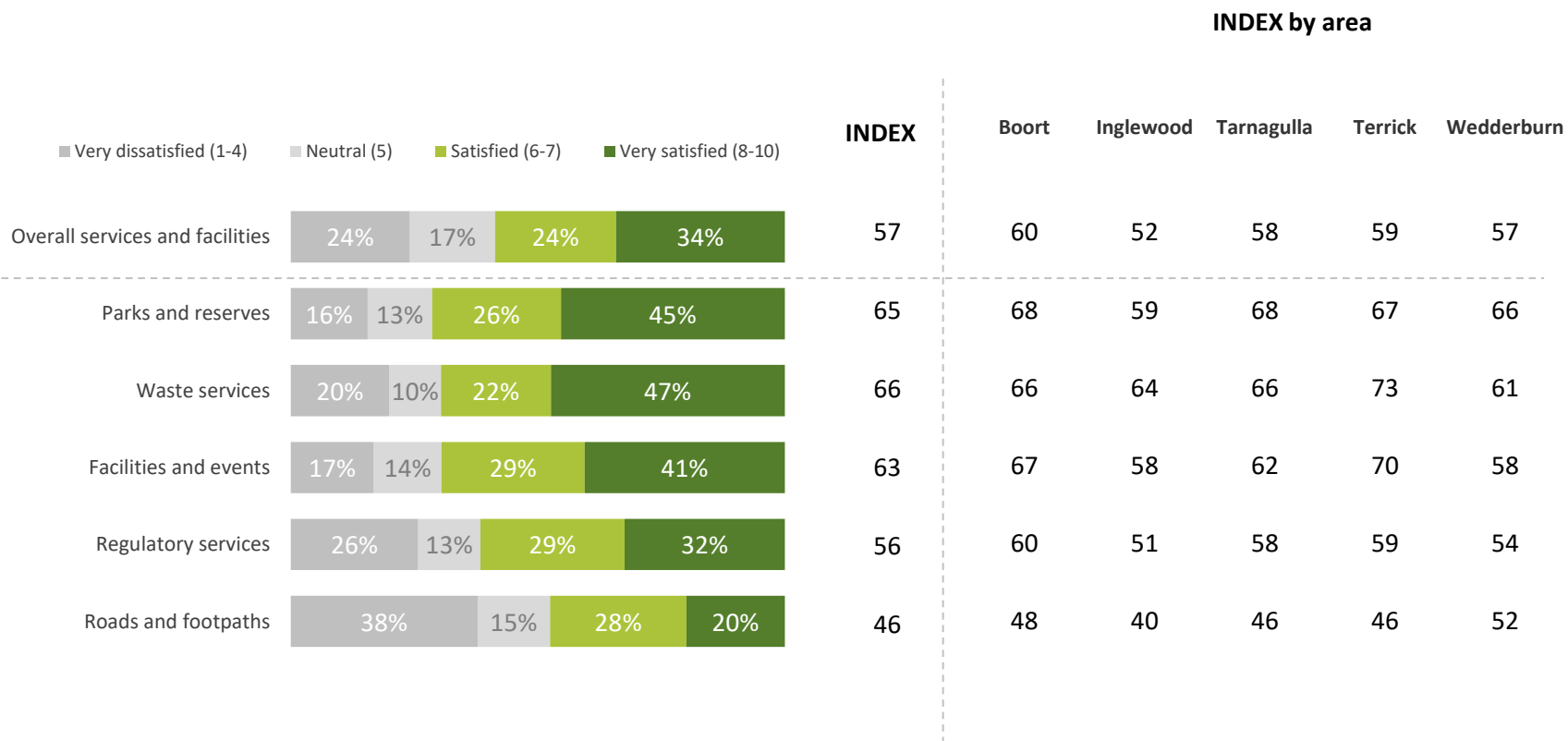


NOTES:

- Sample: n=460
- REP1. Being committed to creating a prosperous, vibrant and engaged community... Overall how would you rate Council for its leadership?
- REP2. Overall how would you rate Council in terms of the faith and trust you have in them?
- REP3. How would you rate Council overall for its financial management?
- OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads, footpaths and trails, waste services, parks and reserves, facilities and events, family and child care, aged and disability care and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?
- REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?

From the services and facilities provided by Council, residents are mostly satisfied with parks and reserves, and less likely to be satisfied with the roads and footpaths around the shire

## Satisfaction: Services and facilities



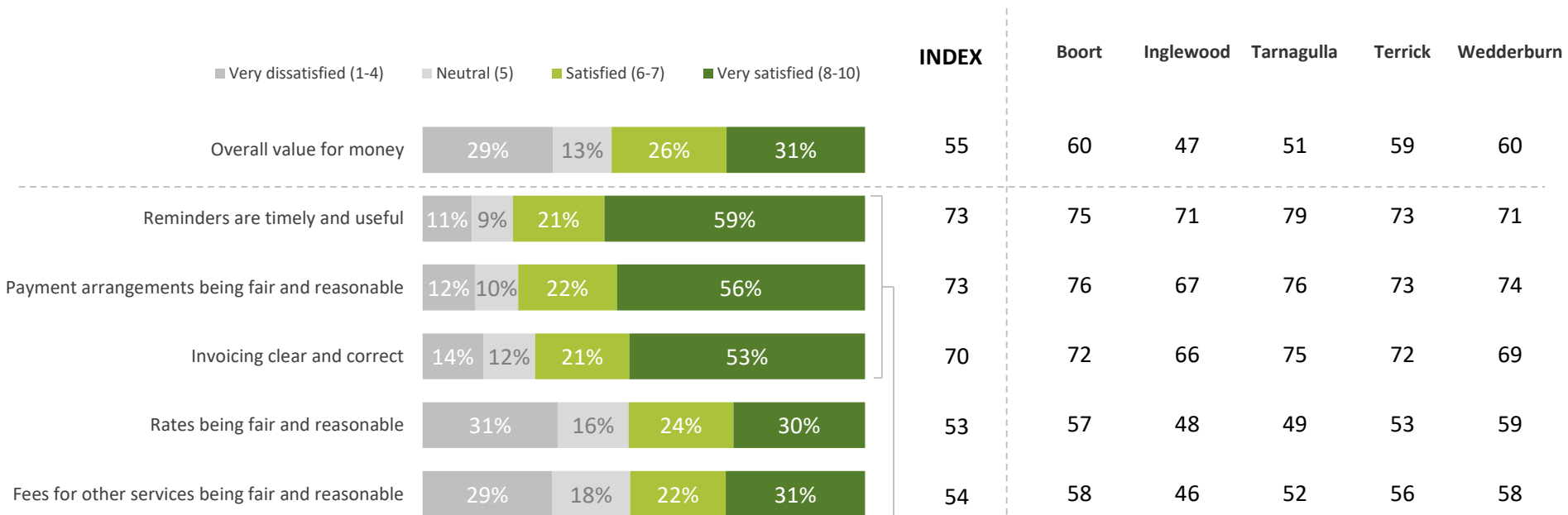
**NOTES:**

1. Sample: n=460
2. RF3. Overall how satisfied are you with Council's roads and footpaths?
3. WW2. Overall how satisfied are you with the Shire's waste services?
4. PR2. Overall how satisfied are you with the provision and maintenance of the Shire's parks and reserves?
5. FE2. Overall how satisfied are you with the Shire's facilities and events?
6. OVLSV. When you think of all the services and facilities that we have gone through that Council provides; so roads and footpaths, waste services, parks and reserves, facilities and events, family and child ren's care, aged and disability care and regulatory services. Overall, how satisfied are you with the services and facilities that Council provides?

More than half (57%) of ratepayers are satisfied with the overall value for money for the rates they pay to Council, however dissatisfaction is high in relation to rates and fees being fair and reasonable

## Satisfaction: Value for money

### INDEX by area



Council does well at delivering timely reminders, ensuring fair payment arrangements, and providing clear and correct invoicing.

NOTES:

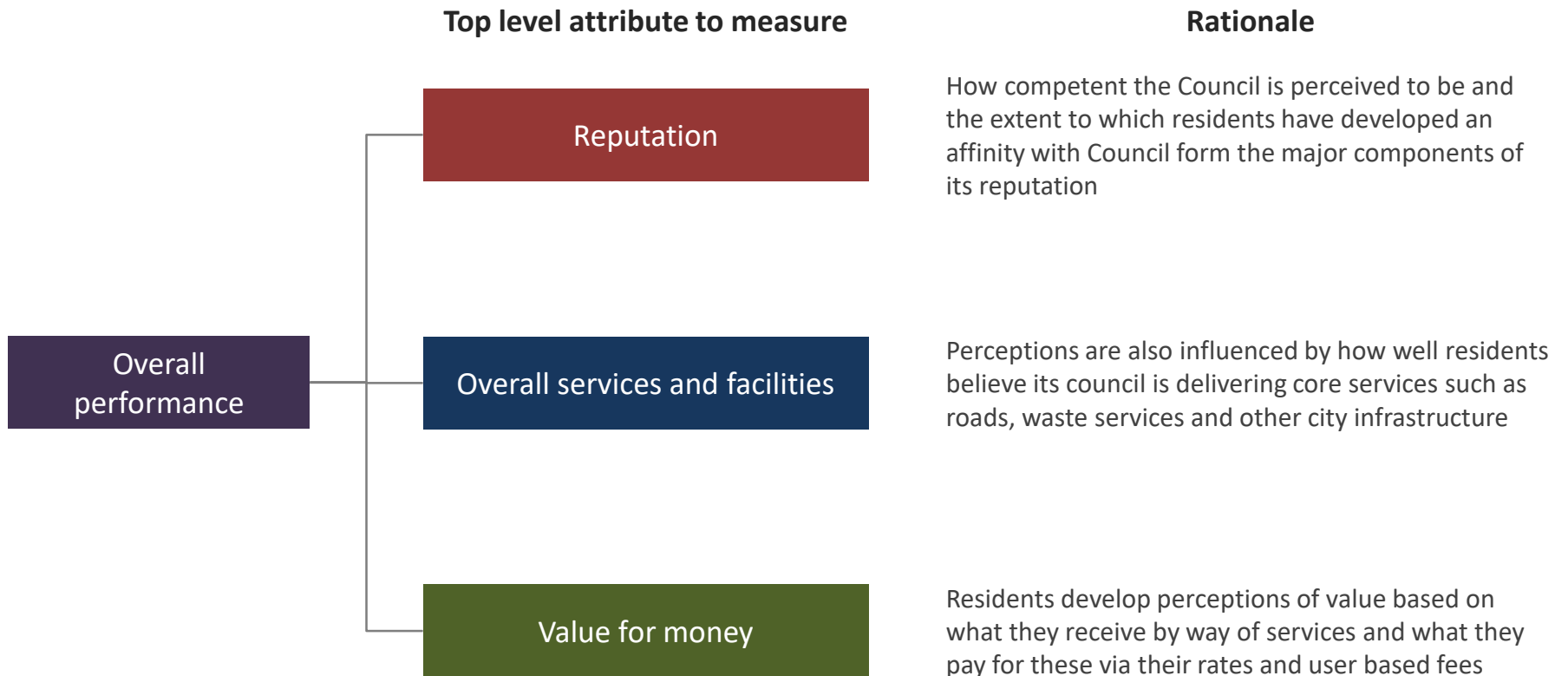
1. Sample: n=450; only asked of ratepayers
2. VM2. How would you rate your satisfaction with Council for...
3. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates or other fees?



## Drivers of Overall Satisfaction

The foundation of the framework used is to determine how the various reputation, service and value elements impact residents’ overall evaluation of Council

## Overview



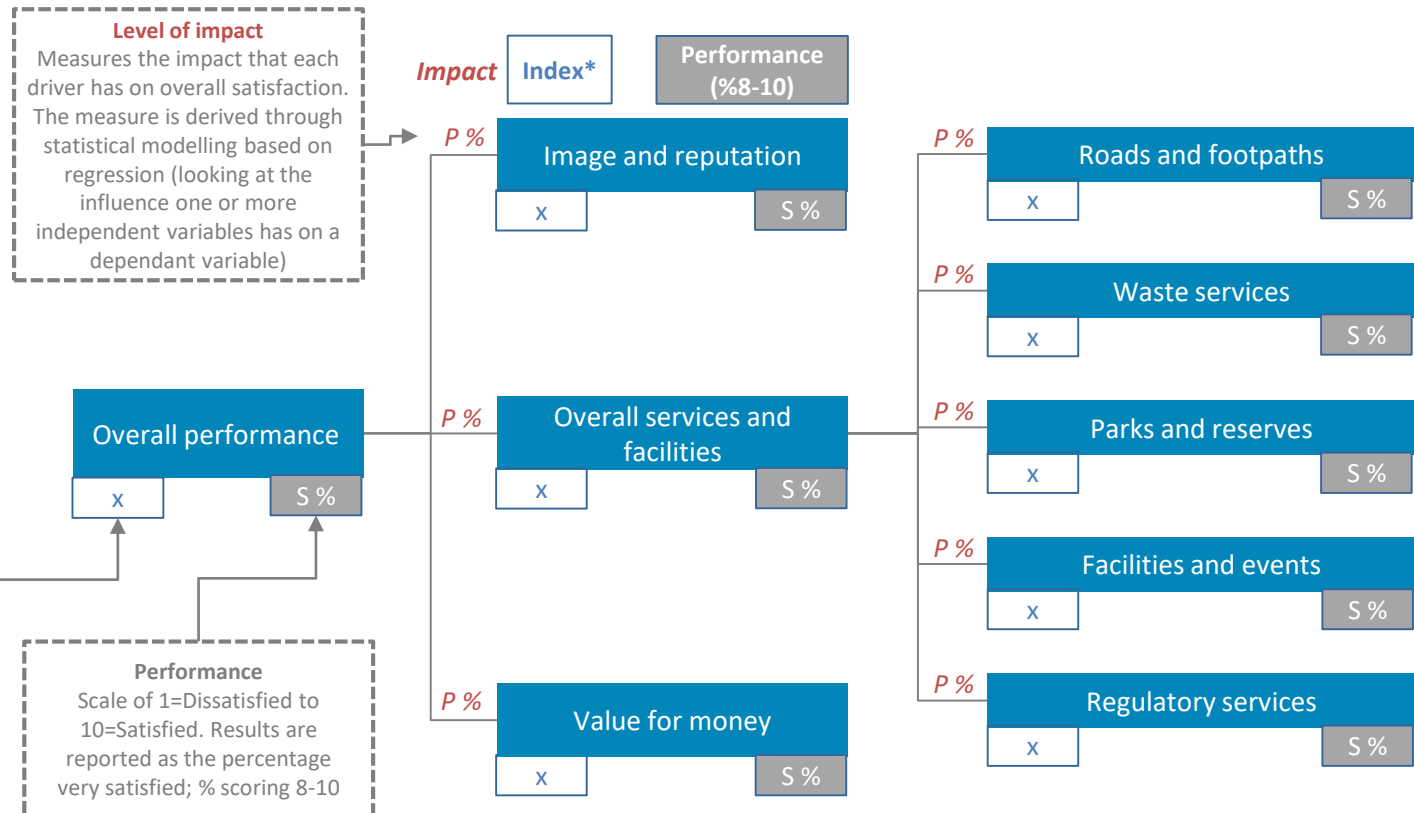


The Customer Value Management (CVM) model has been used to understand perceptions of Council and as a mechanism for prioritising improvement opportunities

## Introduction to the CVM driver model

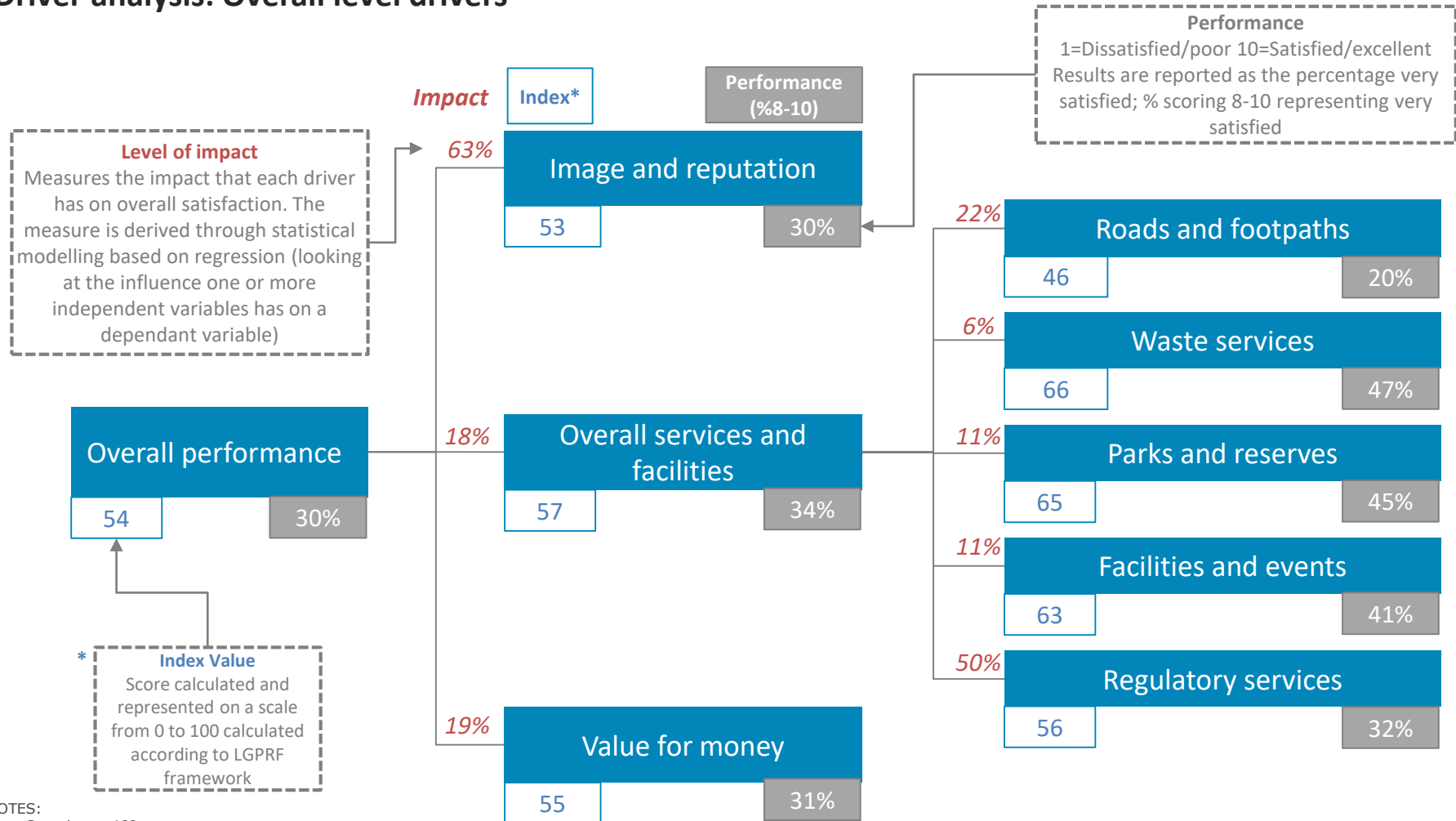
### Overview of our driver model

- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides
- We use statistics to derive the impact each driver has on overall satisfaction



The overall performance evaluation is most strongly influenced by image and reputation, more so than the various services, infrastructure and facilities provided and value for money

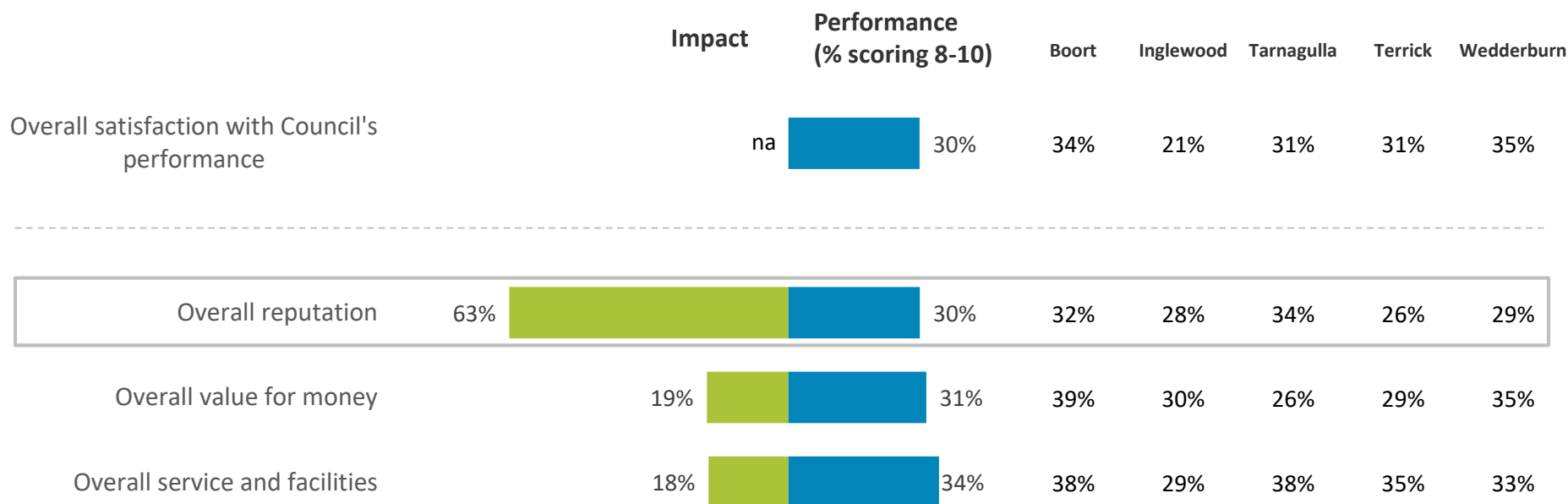
### Driver analysis: Overall level drivers



NOTES:  
1. Sample: n=460  
2. Excludes 'Don't know' responses

Given reputation is strongly influencing perceptions of Council, and performance here is rated relatively low, this is an improvement opportunity for Council

### Driver analysis: Overall level drivers

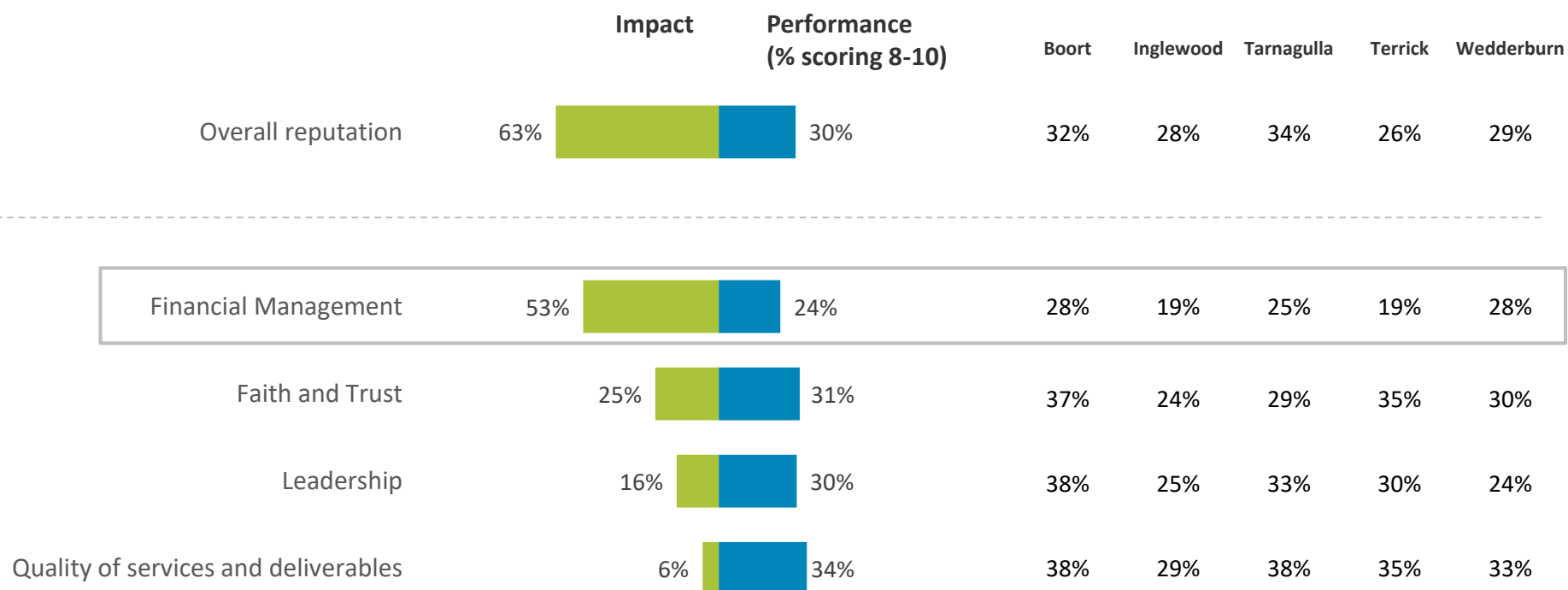


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5. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Within areas of reputation, there is a need for Council to strengthen perceptions of its financial management since the evaluation is low and this aspect has a high impact

## Driver analysis: Reputation

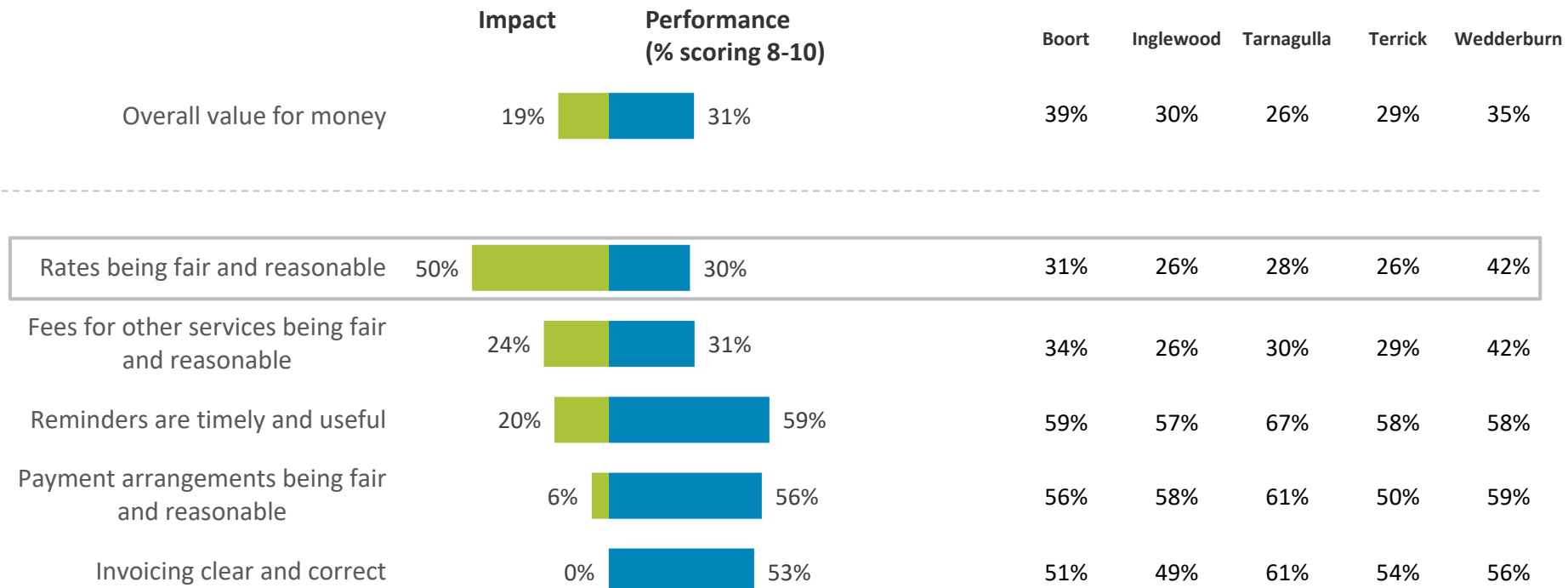


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1. Sample: n=460
2. REP1. Being committed to creating a prosperous, vibrant and engaged community... Overall how would you rate Council for its leadership?
3. REP2. Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. How would you rate Council overall for its financial management?
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6. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?

Improving perceptions of value for money is best achieved by focusing on demonstrating that rates are reasonable, given the high level of impact and comparatively poor performance

## Driver analysis: Value for money



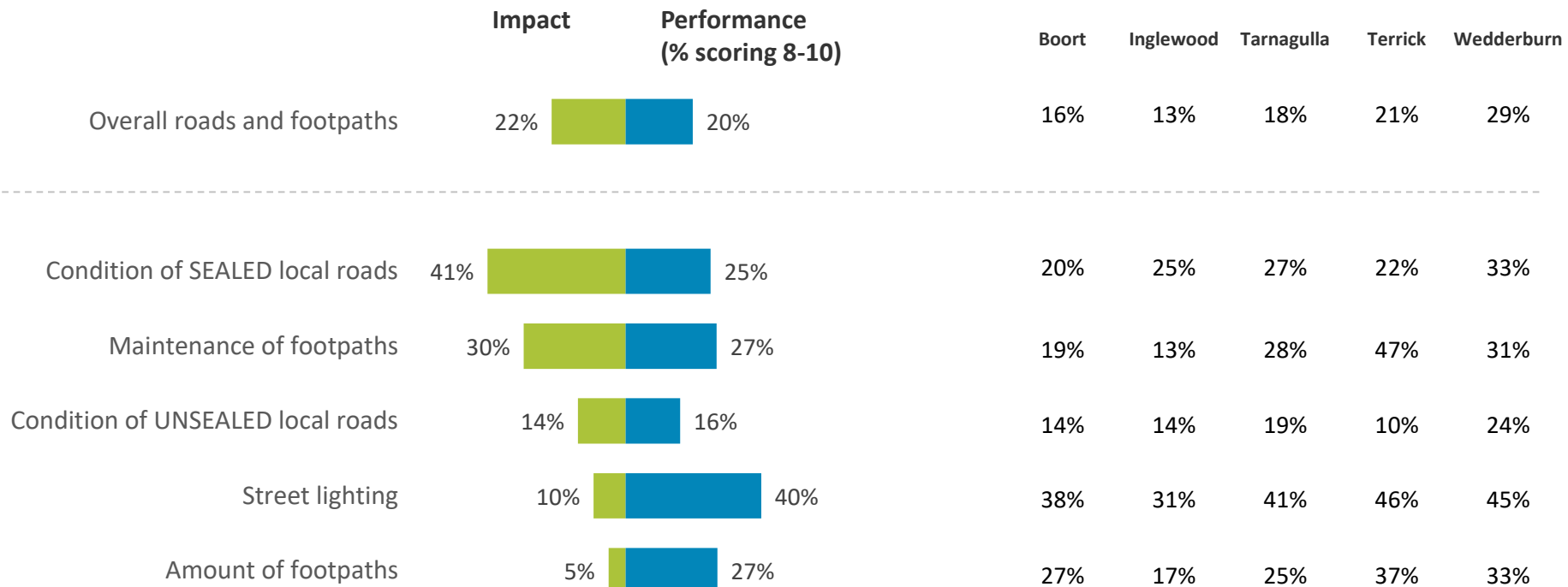
NOTES:

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2. VM2. How would you rate your satisfaction with Council for...
3. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates or other fees?



In terms of roading, residents would most value improvements to the condition of sealed local roads, followed by the maintenance of footpaths

### Driver analysis: Roads and Footpaths

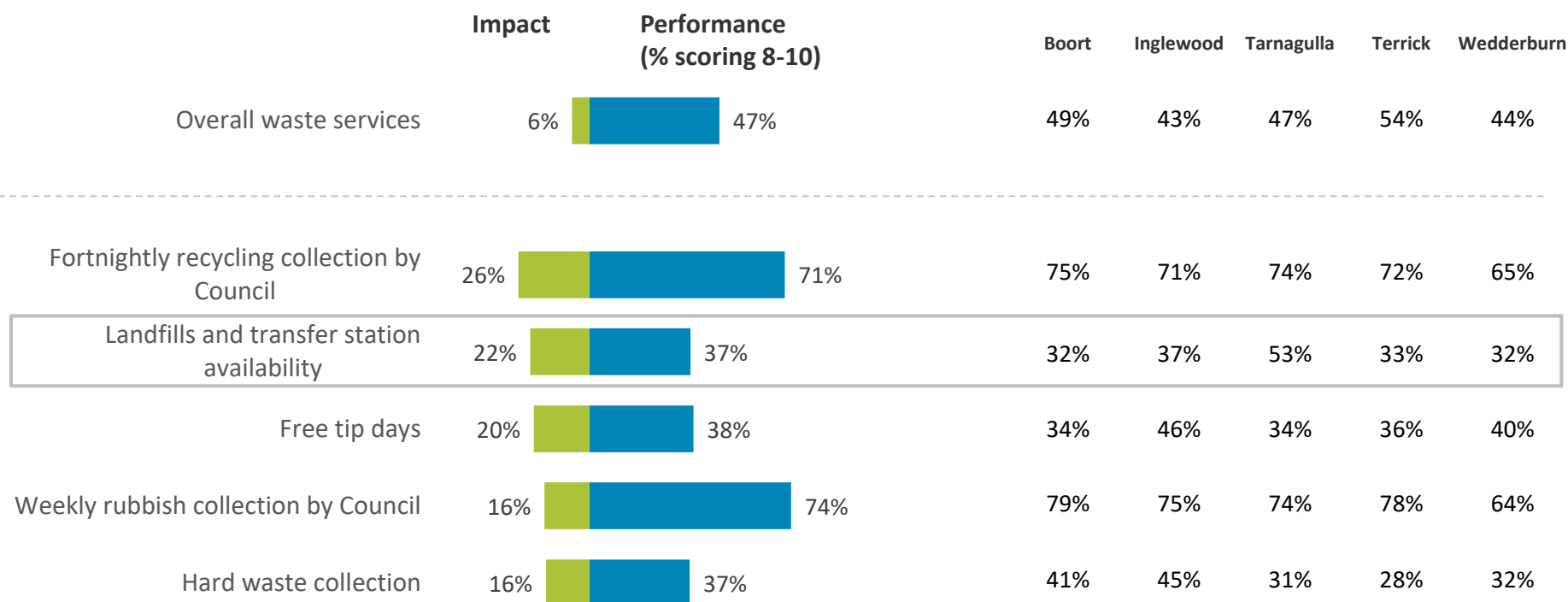


NOTES:

1. Sample: n=460
2. RF1. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. RF3. Overall how satisfied are you with the Shire's roads and footpaths?

Improving perceptions of waste services is best achieved by focusing on improving satisfaction scores for landfills and transfer stations, as this has a large impact while performance is low

## Driver analysis: Waste Services

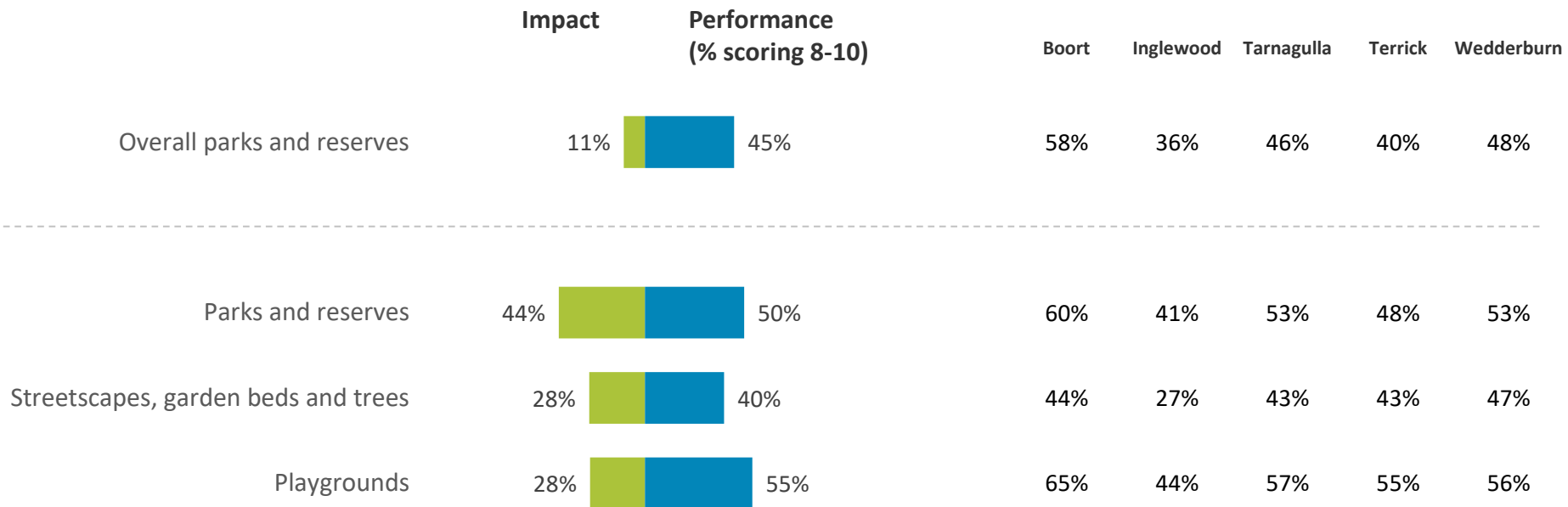


NOTES:

1. Sample: n=460
2. WW1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. WW2. Overall how satisfied are you with the Shire's waste services?

Performance is strong across aspects of parks and reserves, the greatest opportunity for improvement appears to be streetscapes, garden beds and trees in the Inglewood area

### Driver analysis: Parks and Reserves

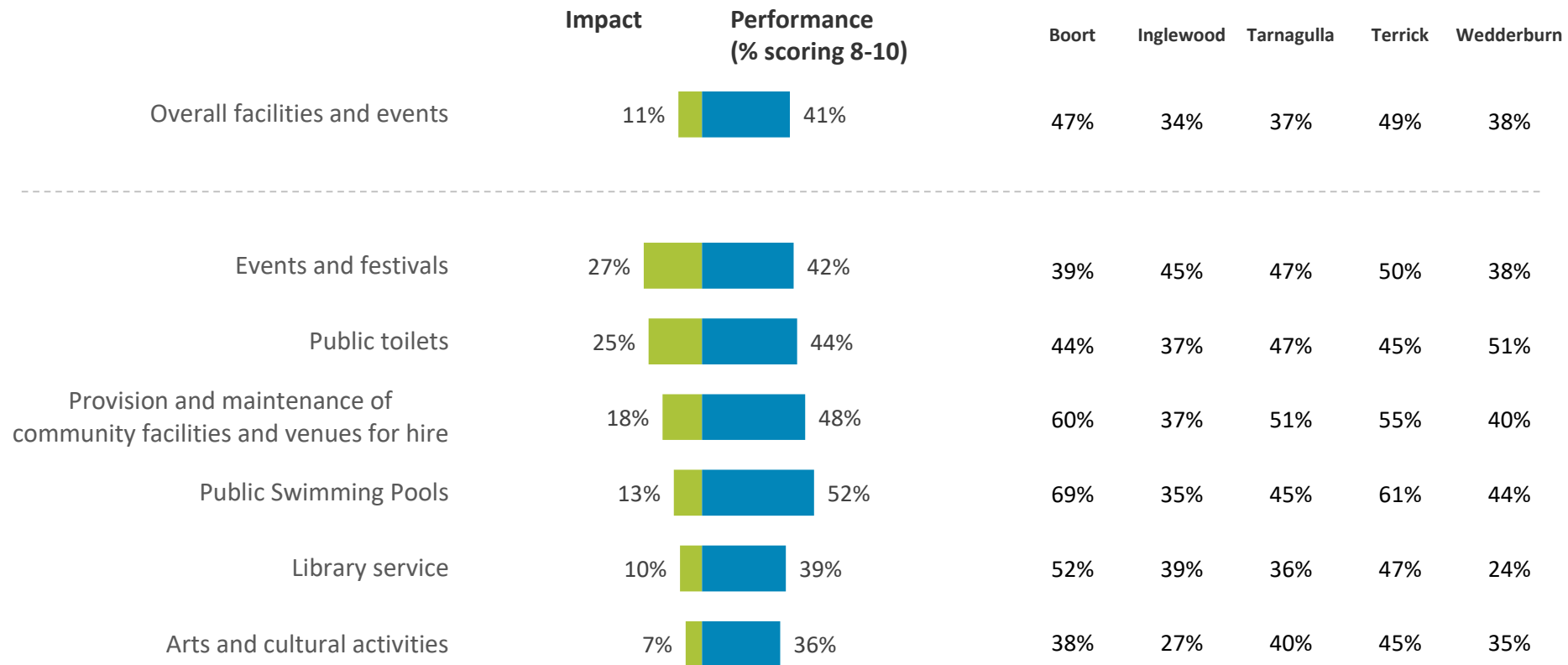


NOTES:

1. Sample: n=460
2. PR1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in providing and maintaining its...
3. PR2. Overall how satisfied are you with the provision and maintenance of the Shire's parks and reserves?

Events and festivals has the highest level of impact on the overall facilities and events score, yet has a low level of performance, therefore offering the greatest opportunity to improve

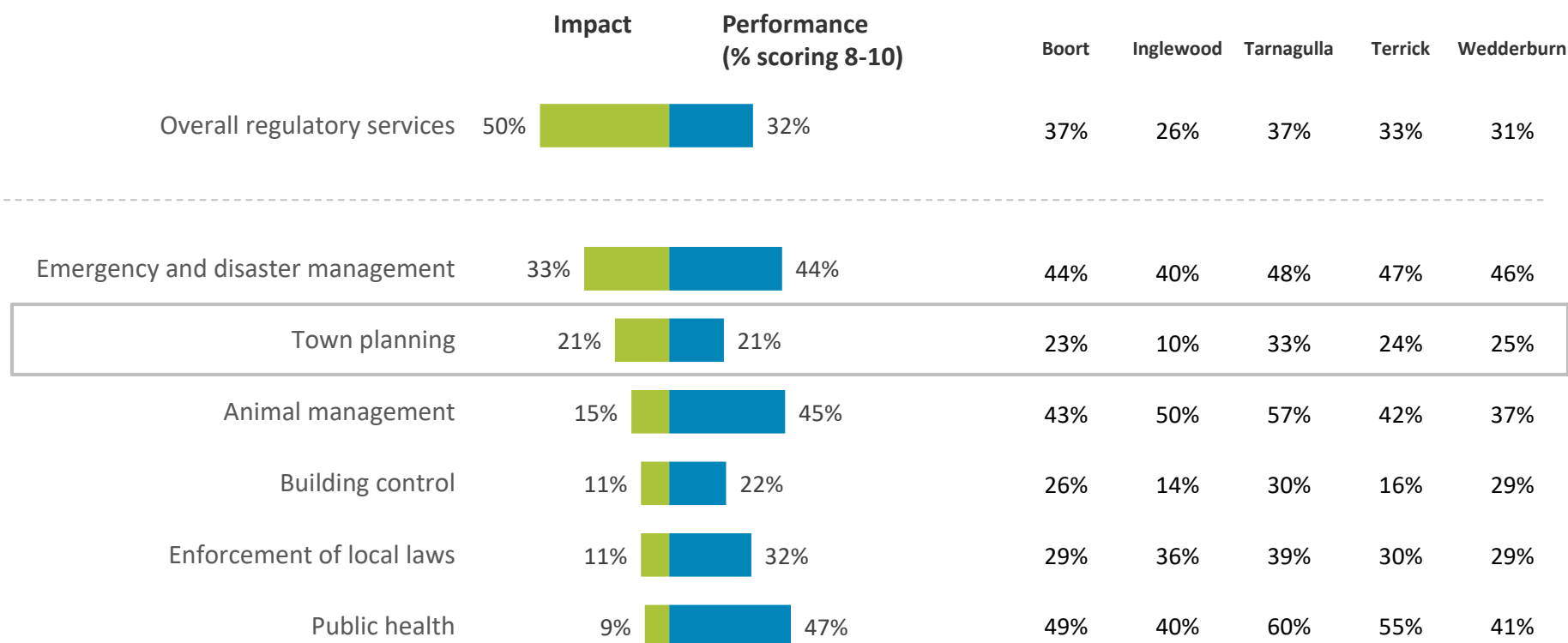
### Driver analysis: Facilities and Events



NOTES:  
 1. Sample: n=460  
 2. FE1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...  
 3. FE2. Overall how satisfied are you with the Shire's facilities and events?

Town planning has the second greatest impact on the overall regulatory services score, yet has the lowest level of performance, therefore offering the greatest opportunity to improve

## Driver analysis: Regulatory Services



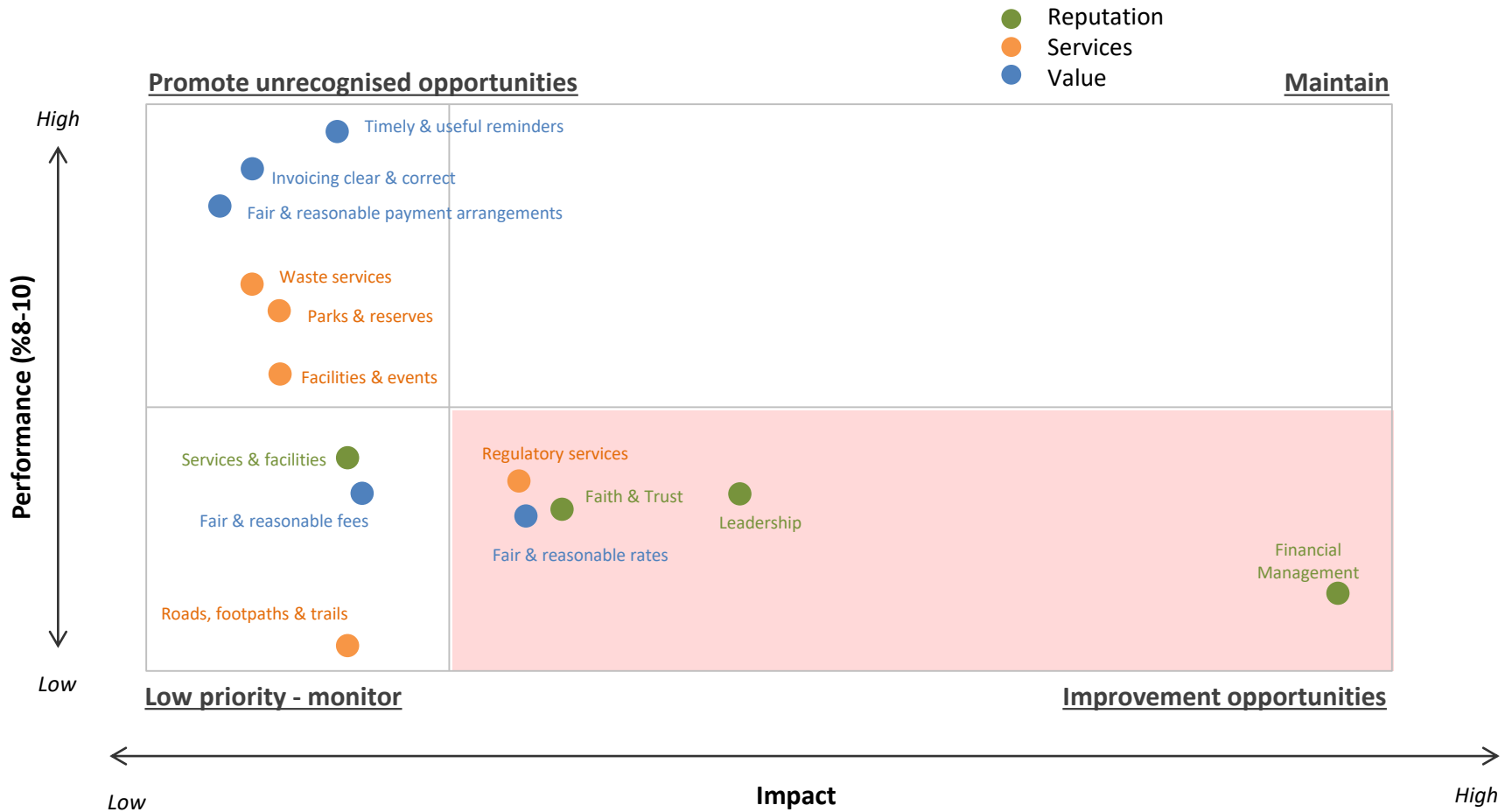
NOTES:

1. Sample: n=460
2. RS1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. RS2. Overall how satisfied are you with Council's regulatory services?



Opportunities for improving perception exist around reputation (leadership, faith/trust, and financial management) as well as regulatory services and rates being fair and reasonable

### Overall performance: Improvement priorities



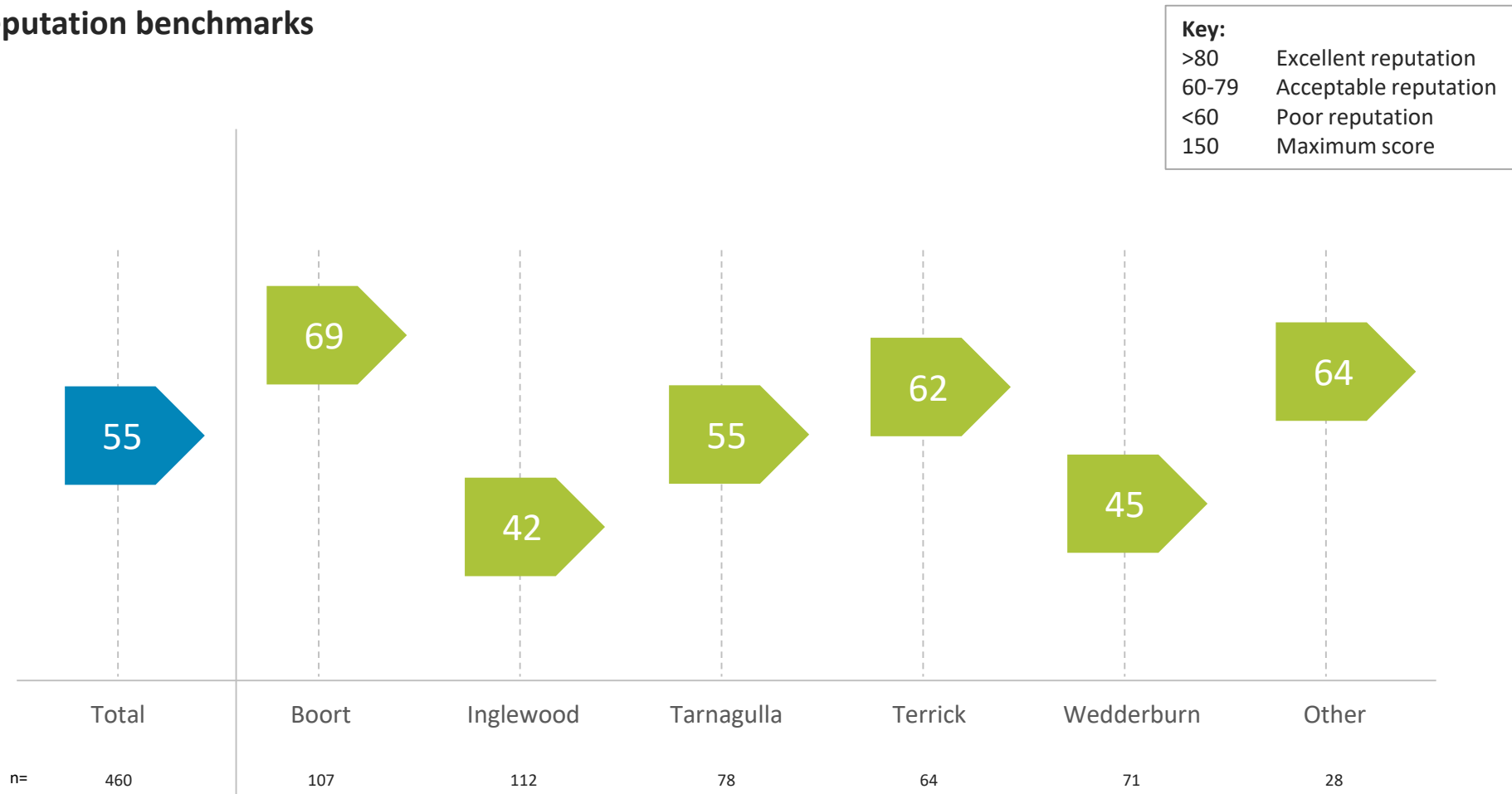
NOTES:  
 1. Sample: n=460



## Understanding Reputation

The overall Reputation benchmark score is lowest in Inglewood, while highest in Boort

## Reputation benchmarks

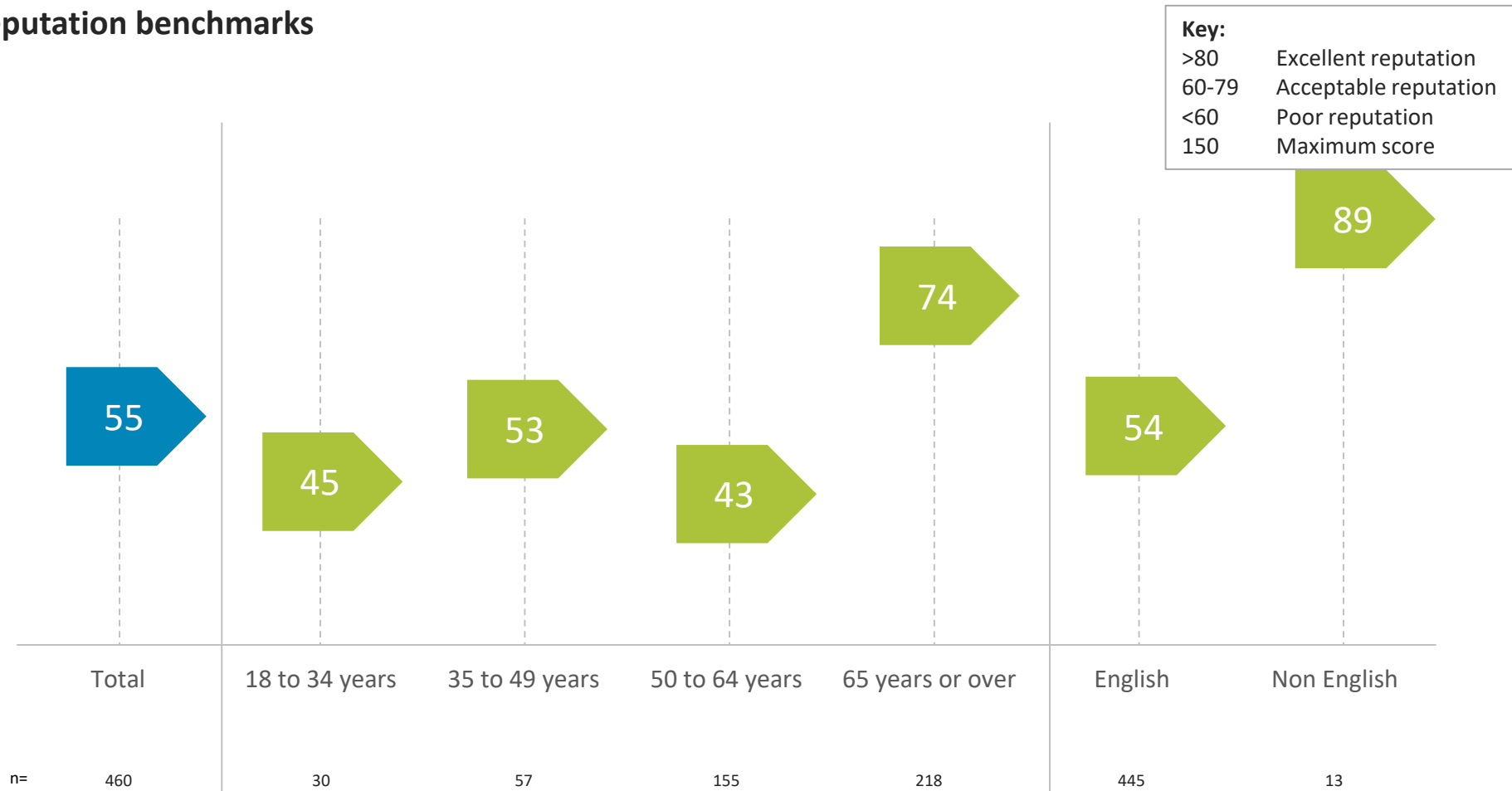


NOTES:

1. Sample: n=460
2. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Respondents aged 65 years and older have a more favourable view of the council than younger residents

## Reputation benchmarks

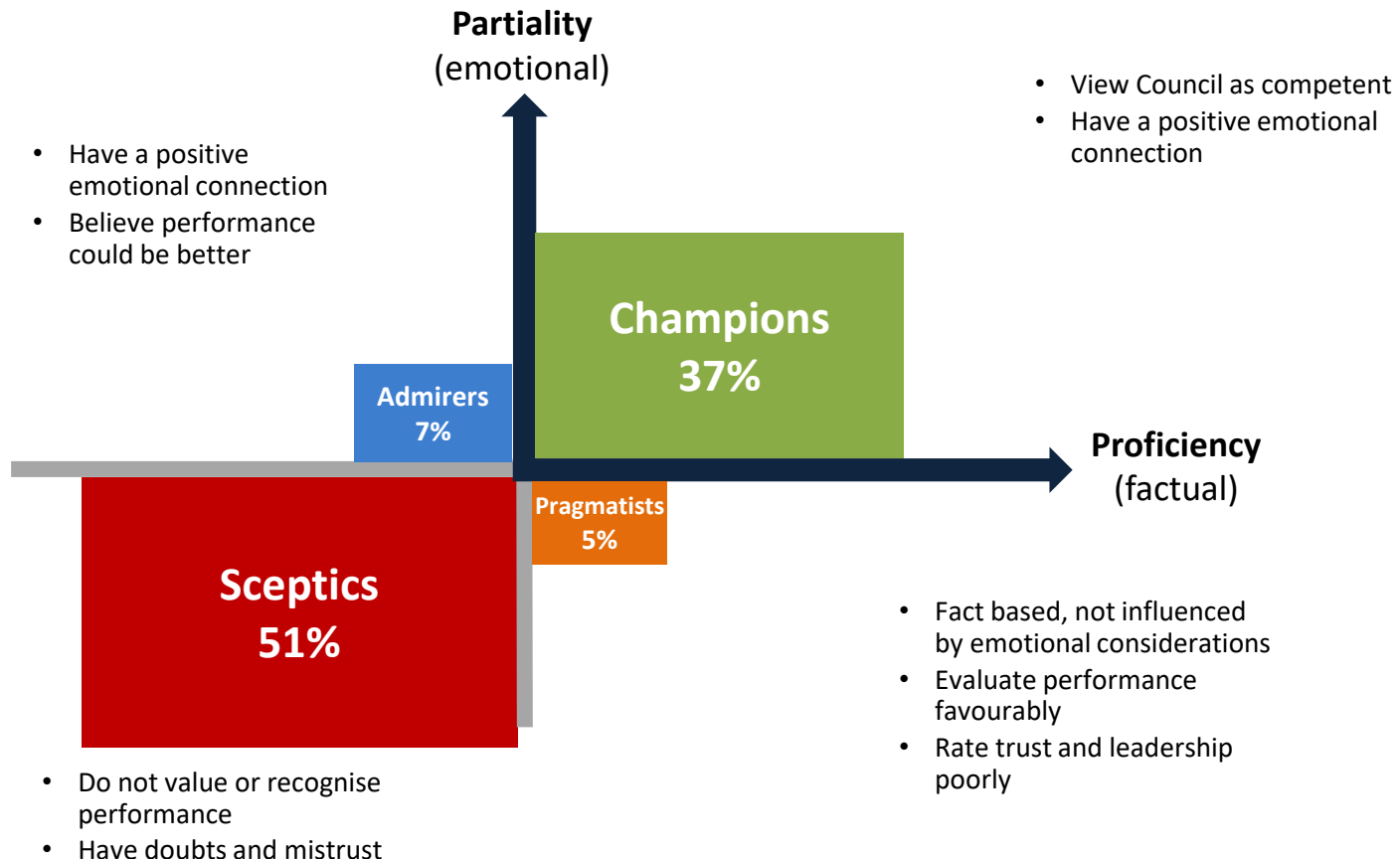


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3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Loddon Shire Council has a high proportion of 'Sceptics' with 51% of residents believing that Council could be doing a better job and are less emotionally connected

## Reputation profile

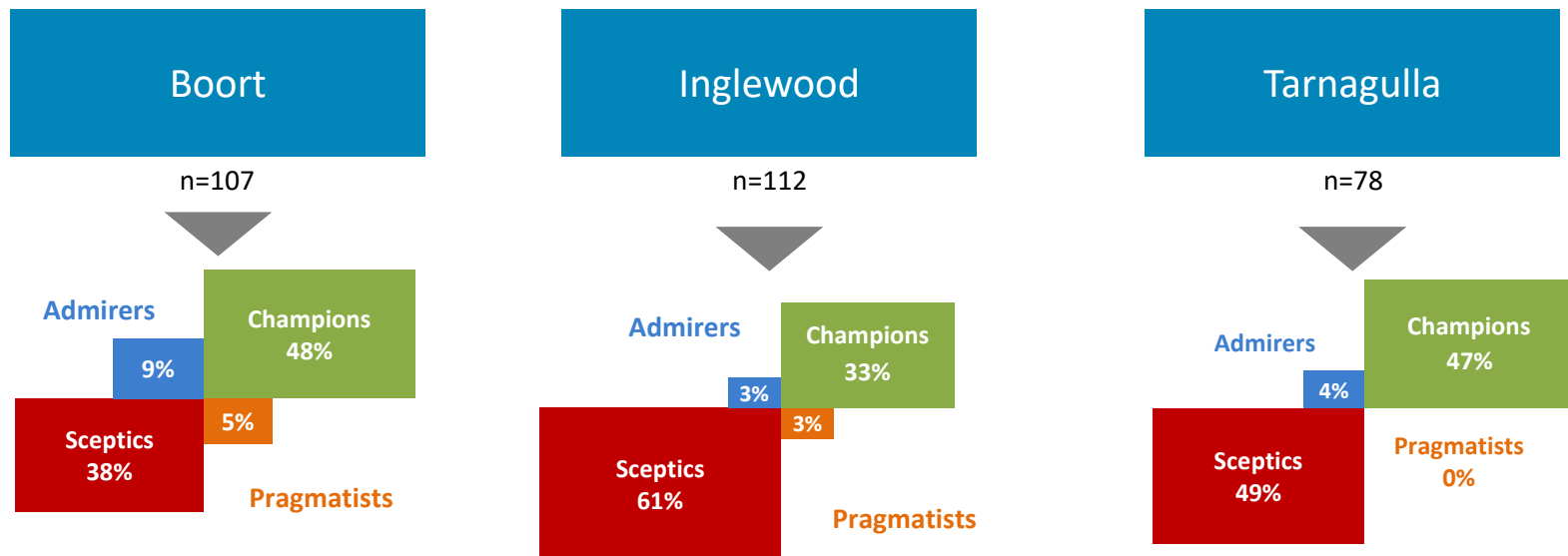


### NOTES:

1. Sample: n=460. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

More than half of respondents in Inglewood (61%) are classified as ‘Sceptics’ who have little trust in council and don’t recognise or value performance

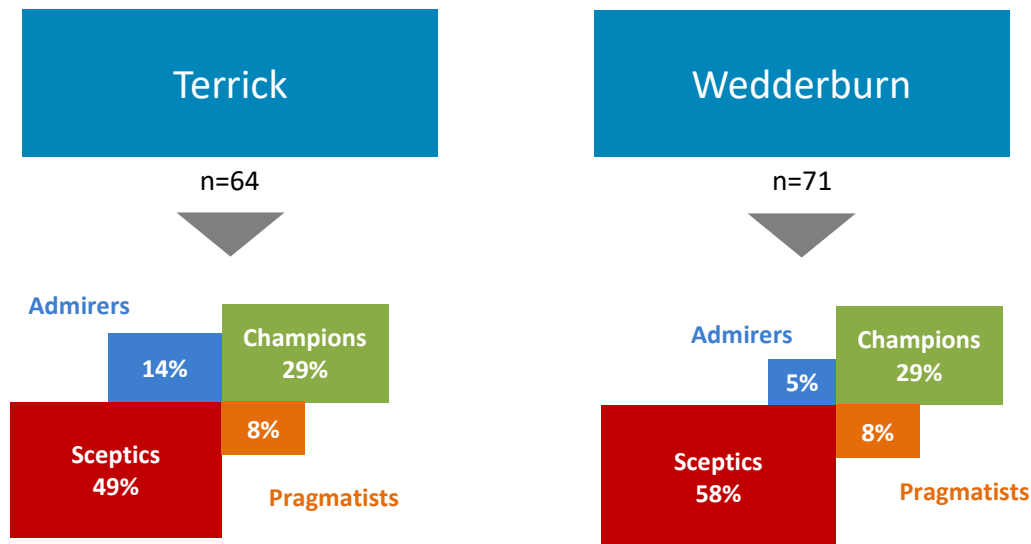
**Reputation profile: Areas (i)**



NOTES:  
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 3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

There are twice as many ‘Sceptics’ to ‘Champions’ in Wedderburn (58% versus 29%)

### Reputation profile: Areas (ii)



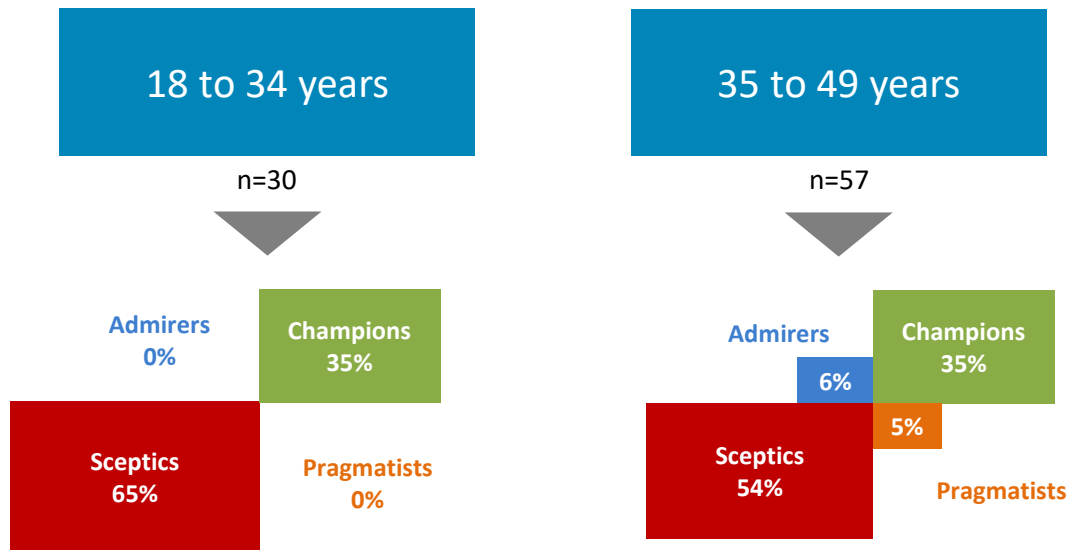
NOTES:

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2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation



Younger residents (aged 18 to 34) are slightly more sceptical about Council than their older counterparts

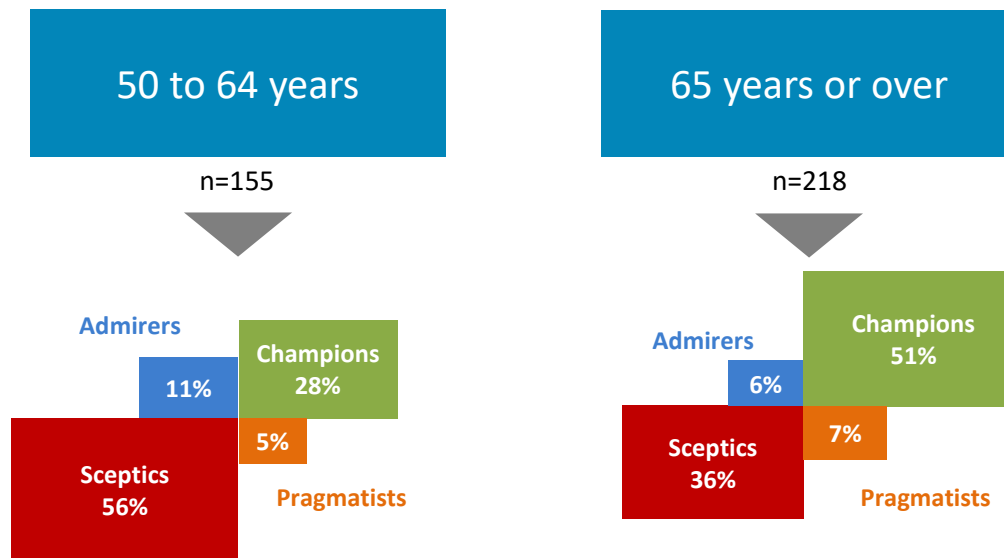
**Reputation profile: Age (i)**



NOTES:  
 1. Sample: n=460. Excludes 'don't know' responses to any of the reputation questions  
 2. Segments have been determined using the results from a set of five overall level questions  
 3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

Residents aged over 65 are the most likely to be Council champions viewing Council as competent (51%)

**Reputation profile: Age (ii)**



NOTES:

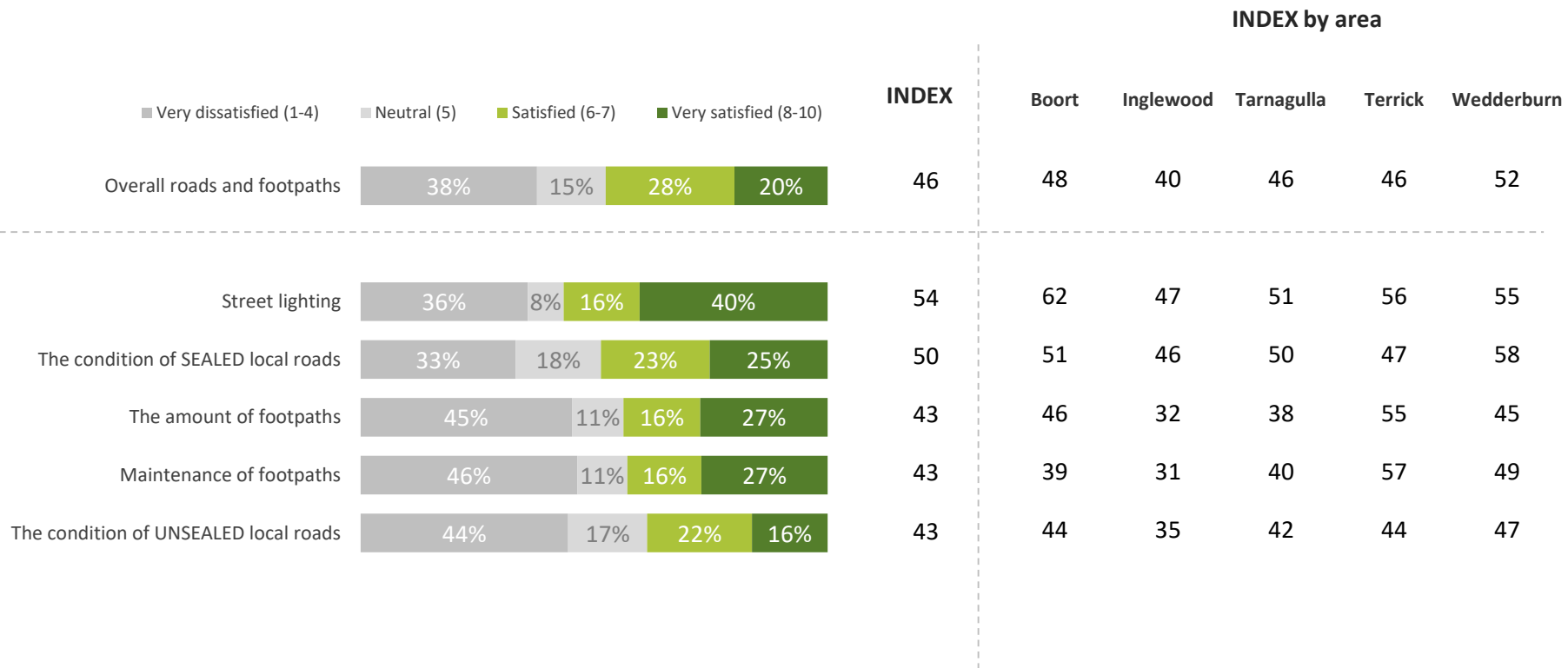
1. Sample: n=460. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation



## Satisfaction with Services and Facilities

In terms of roading, residents are satisfied with street lighting, but less satisfied with the condition of unsealed roads

## Satisfaction: Roads and Footpaths

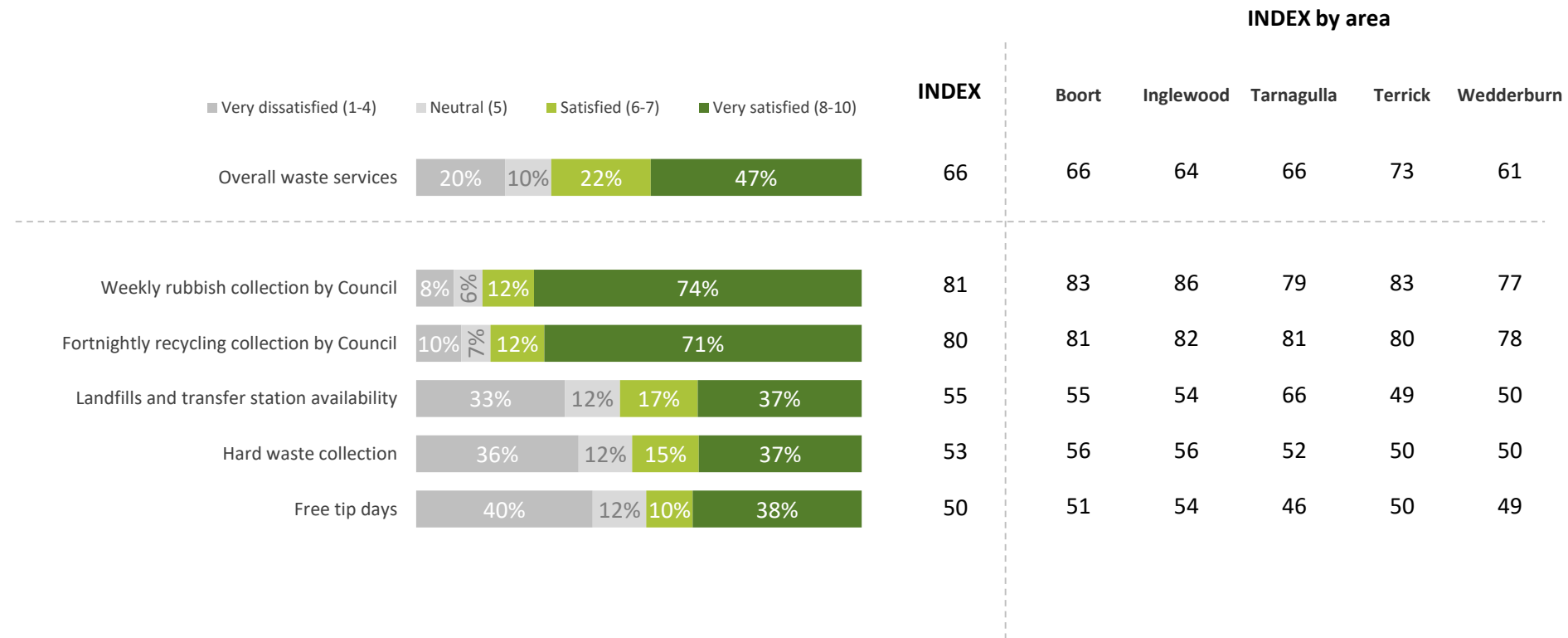


NOTES:

1. Sample: n=460
2. RF1. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. RF3. Overall how satisfied are you with the Shire's roads and footpaths?

# Most residents are satisfied with the rubbish and recycling collection by Council

## Satisfaction: Waste Services

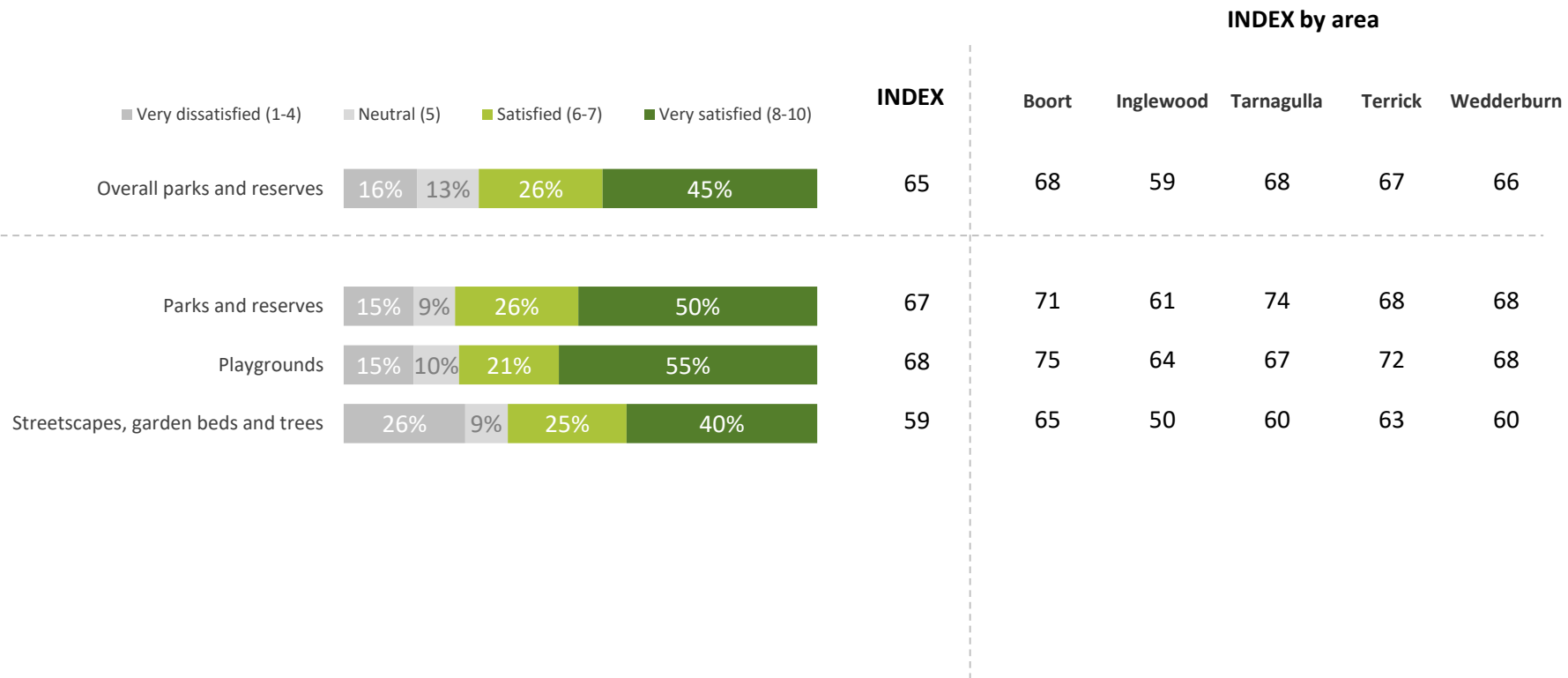


NOTES:

1. Sample: n=460
2. WW1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. WW2. Overall how satisfied are you with the Shire's waste services?

Seven in ten respondents (71%) were satisfied or very satisfied with overall parks and reserves

## Satisfaction: Parks and Reserves

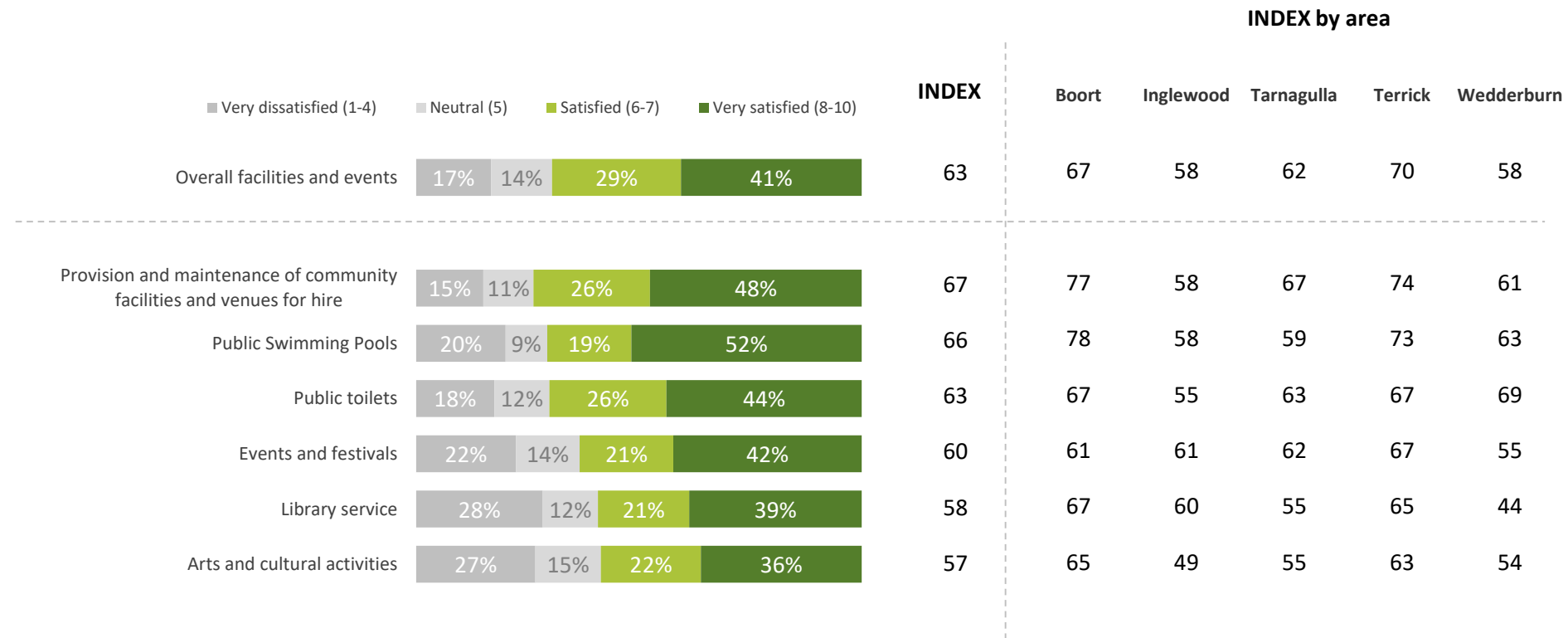


**NOTES:**

1. Sample: n=460
2. PR1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in providing and maintaining its...
3. PR2. Overall how satisfied are you with the provision and maintenance of the Shire's parks and reserves?

Seven in ten (70%) residents are satisfied with the facilities and events provided by Council, especially with the community facilities and venues for hire

## Satisfaction: Facilities and Events



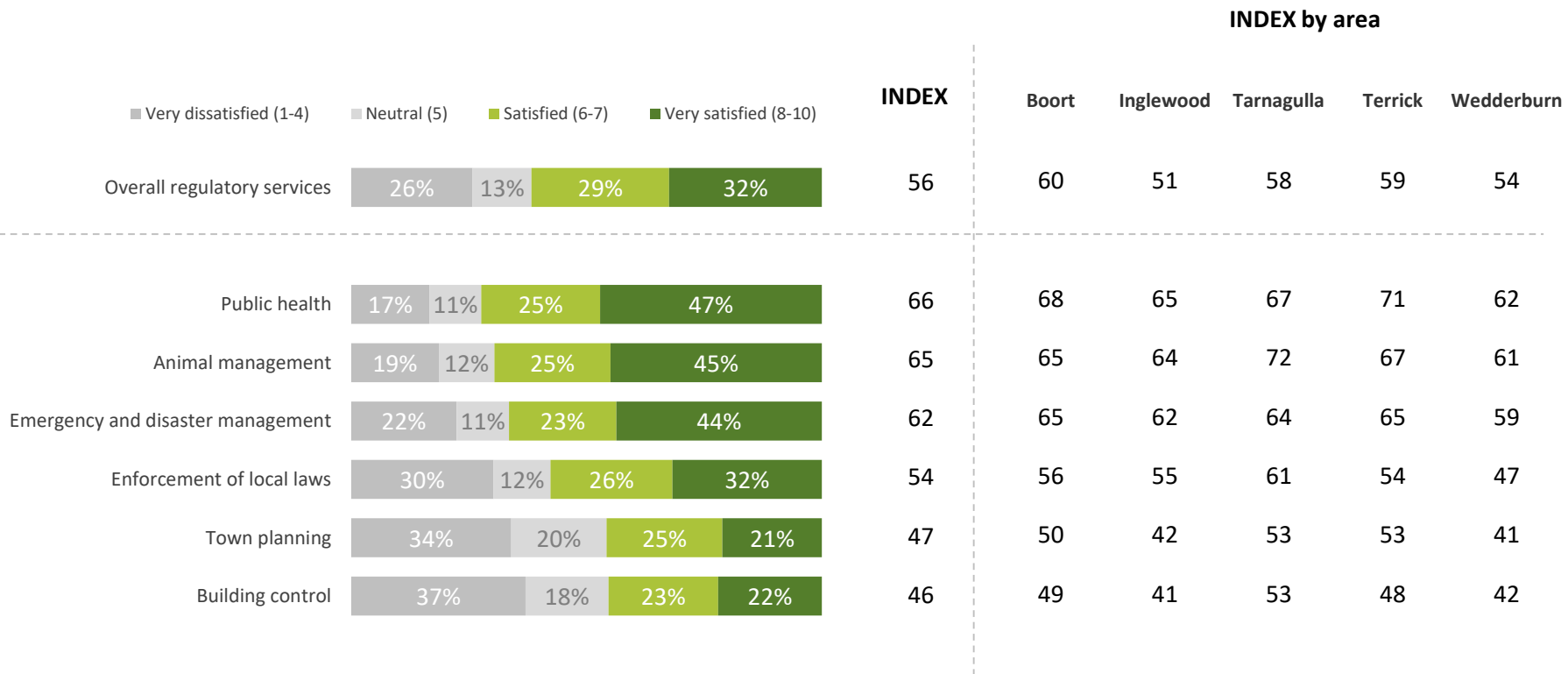
NOTES:

1. Sample: n=460
2. FE1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. FE2. Overall how satisfied are you with the Shire's facilities and events?



Town planning and building control had the lowest satisfaction numbers, with around one third of all respondents dissatisfied with the level of service

## Satisfaction: Regulatory Services



NOTES:

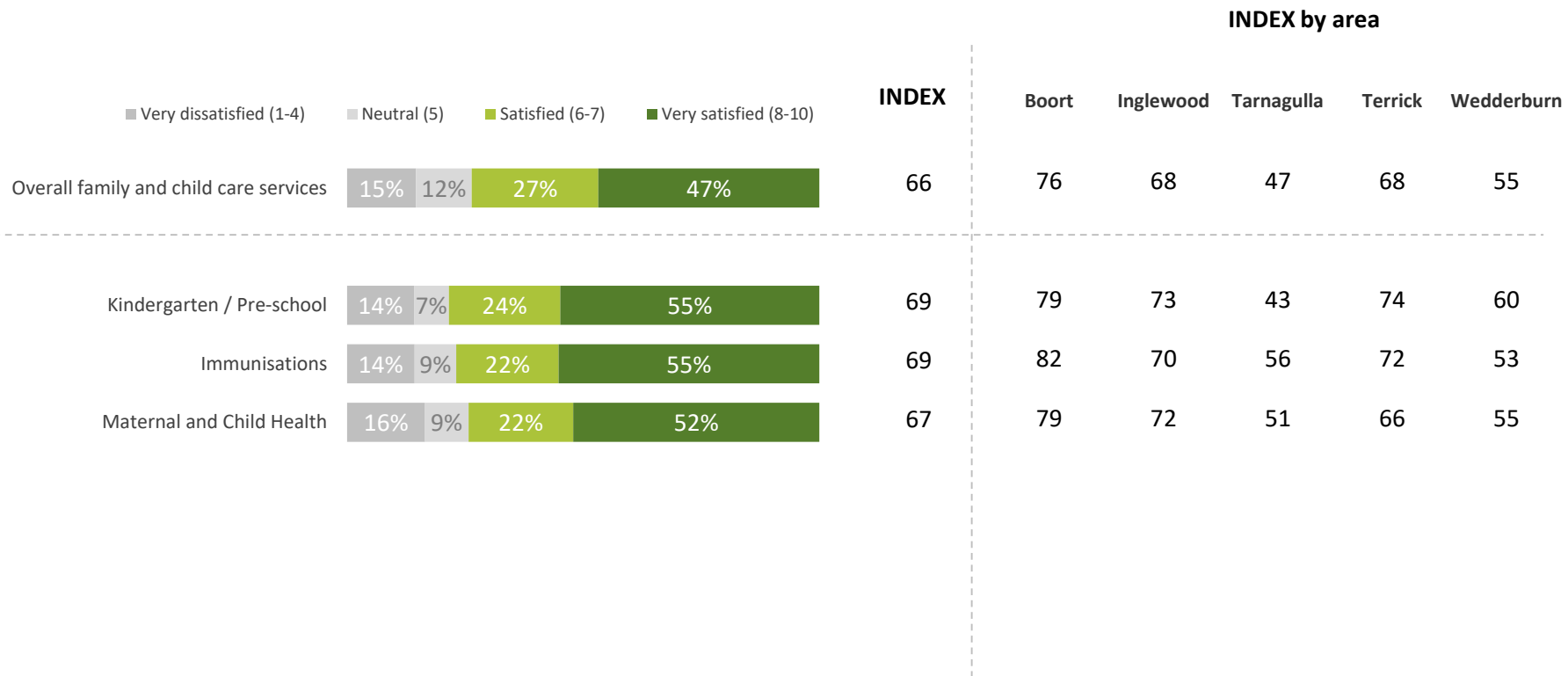
1. Sample: n=460
2. RS1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. RS2. Overall how satisfied are you with the Council's regulatory services?

## Health and aged care services and children's services are both areas that are not included in the overall driver model and impact calculations

- In determining the drivers of overall satisfaction and the impact that each driver has on overall satisfaction, services and facilities that are unique to a specific sub-set of the population and have only been rated by that sub-set are excluded from the model calculations.
- Due to the mathematical nature of the calculations involved and the use of regression in determining impact, variables that have a significantly lower sample base can have undue influence on the calculation of the impact weights.
- This does not imply that these services and facilities have in any way less or no impact on a community member's assessment of their overall perceptions of Council's performance.
- As Health and Aged Care Services, and Children's Services apply to a specific sub-set of the population, and have only been answered by less than half of the sample base, these services have been excluded from the overall impact driver model calculations.

# Respondents appeared largely satisfied (74%) with overall family and child care services

## Satisfaction: Family and child care services

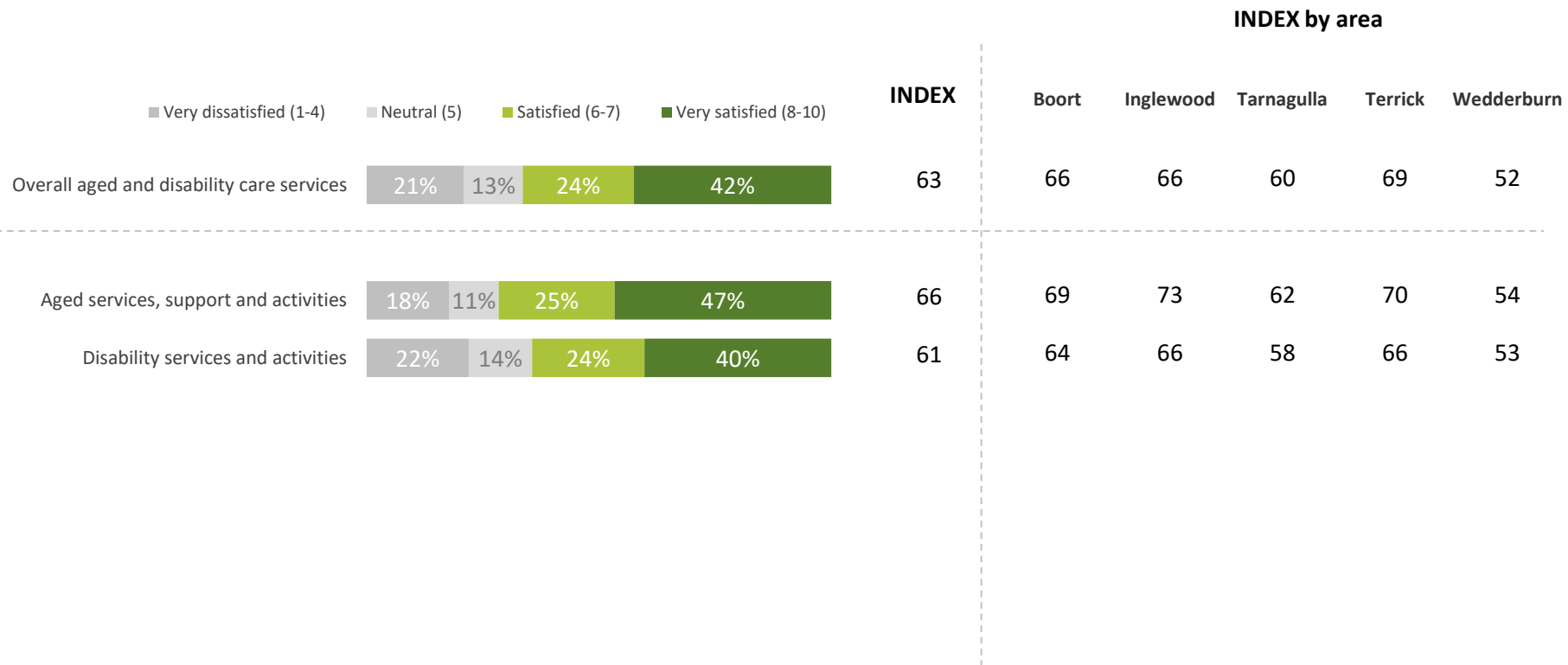


**NOTES:**

1. Sample: n=460
2. CC1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. CC2. Overall how satisfied are you with the Council's family and children's services?

Aged care and disability care services are being performed reasonably well, with two-thirds of residents satisfied overall

### Satisfaction: Aged and disability care services



NOTES:

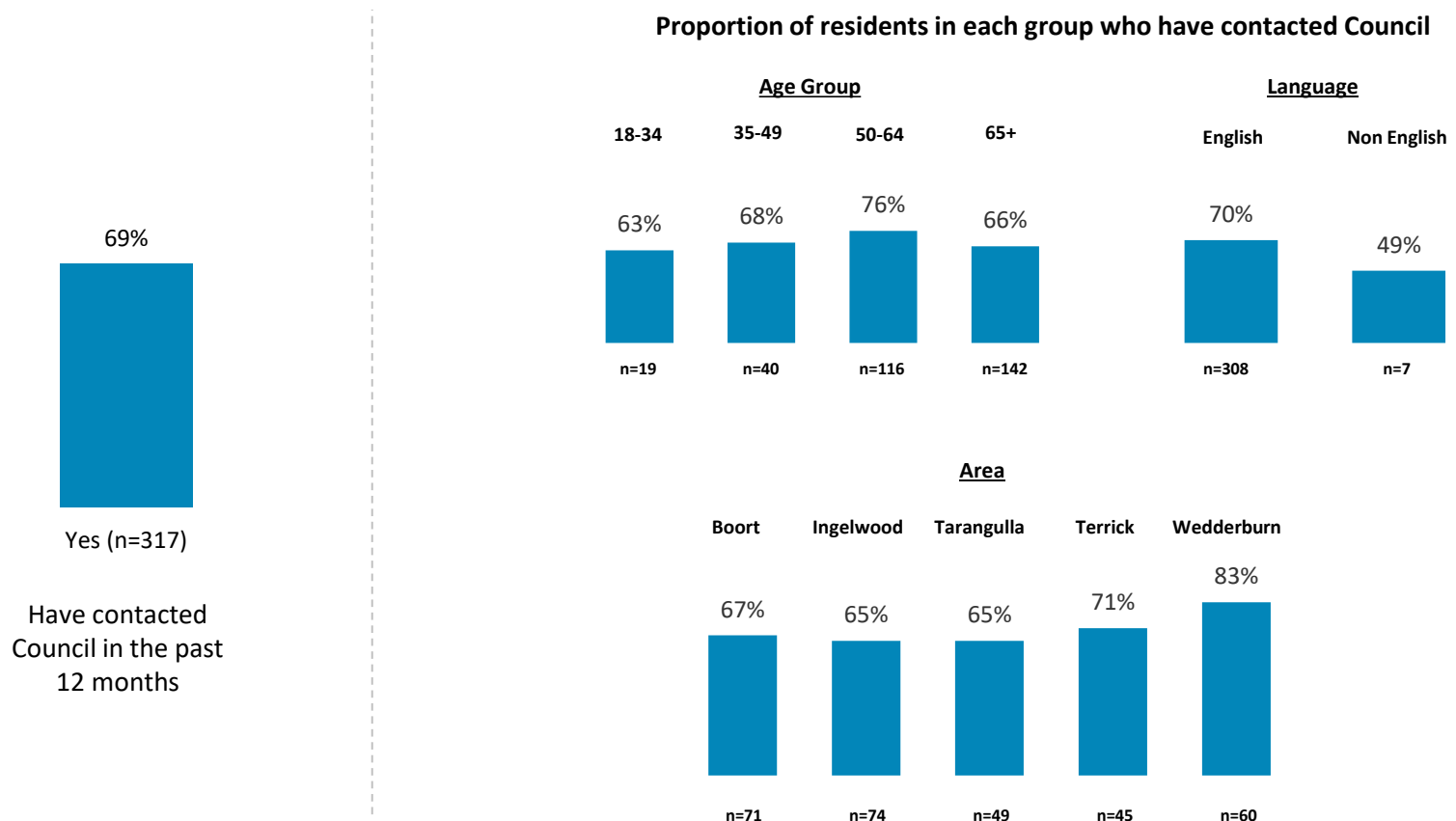
1. Sample: n=460
2. HE1. On a scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with each of the following services that are provided by the Council?
3. HE2. How would you rate your satisfaction with the Council overall for its aged and disability care services?



## Customer Service and Contact with Council

Seven in ten (69%) respondents have made contact with Loddon Shire Council in the past 12 months, with Wedderburn residents the most likely to have contacted Council

## Contact with Council in the last 12 months

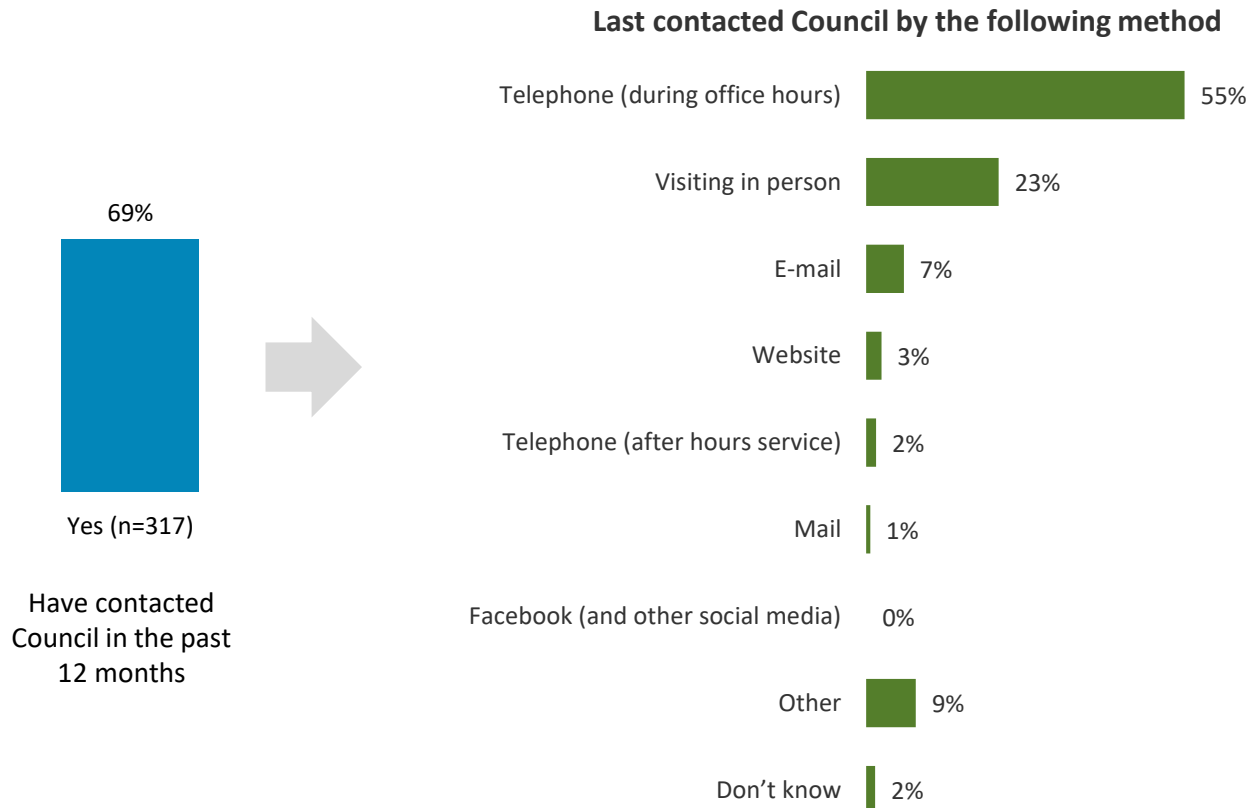


NOTES:

1. Sample: n=460
2. CS1. Have you or any member of your household contacted Loddon Shire Council in the last 12 months?

The most common way of contacting Council is via telephone (during work hours), followed by visiting Council in person

## Contact with Council in the last 12 months



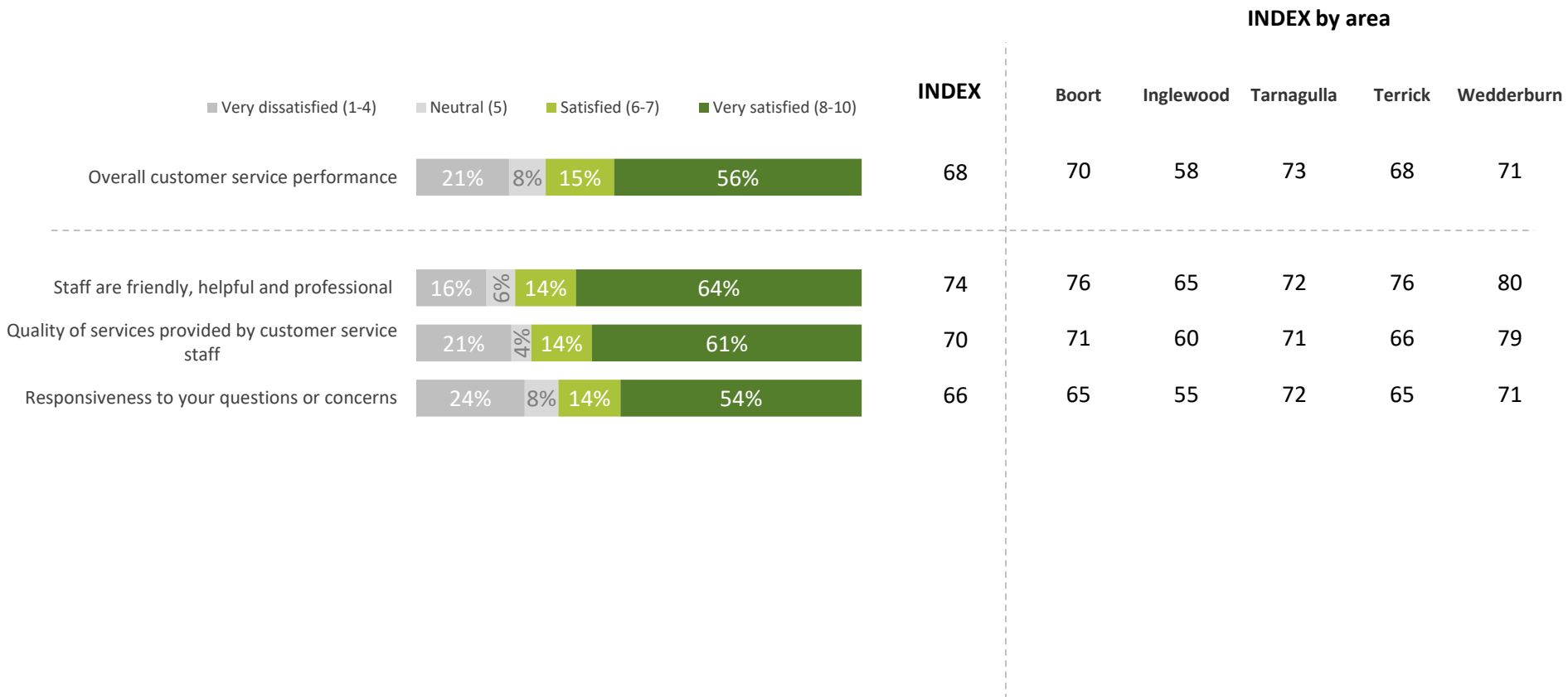
NOTES:

1. Sample: n=460
2. CS1. Have you or any member of your household contacted Loddon Shire Council in the last 12 months?
3. CS2. When you or a member of your household last contacted Council, was it by...?



Almost three quarters (71%) of residents who contacted Council were satisfied or very satisfied with the overall customer service

## Satisfaction: Customer Service and Contact with Council

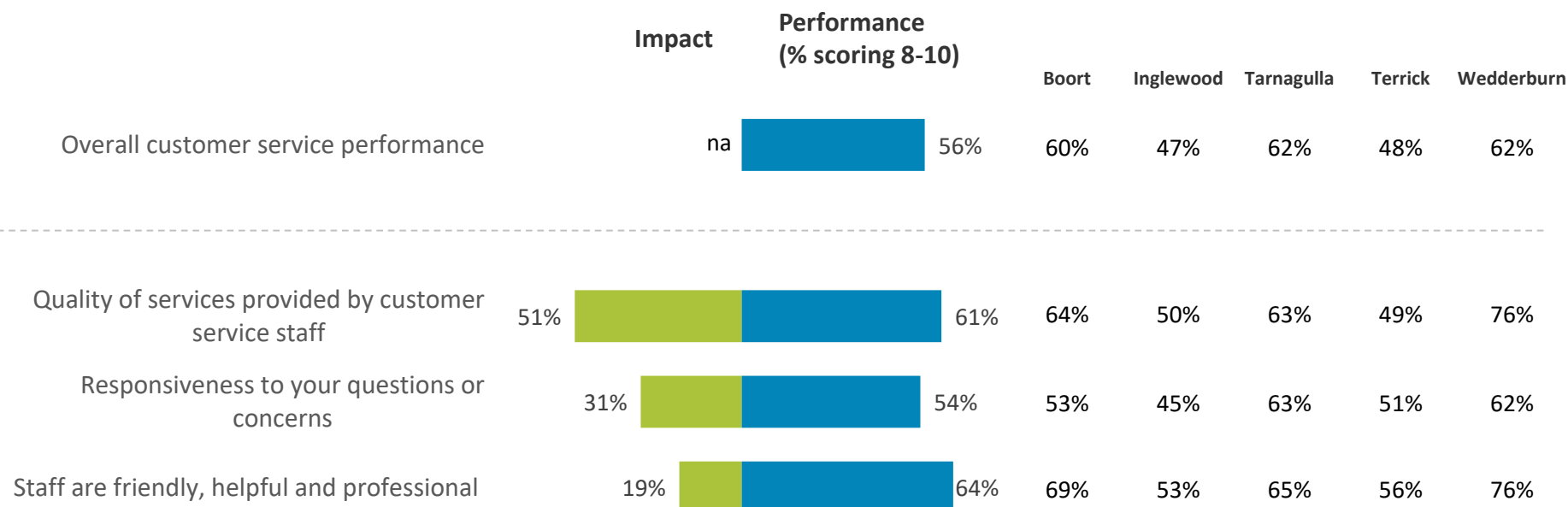


**NOTES:**

- Sample: n=317
- CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following...?
- CS4. Considering the above, using the same 10-point scale, how satisfied were you with Council's overall performance in customer service of the last 12 months?

The quality of services provided by staff is the biggest influencer of satisfaction with customer service, and while performance is reasonable, improvements would be valued by residents

## Understanding Satisfaction with Customer Service



NOTES:

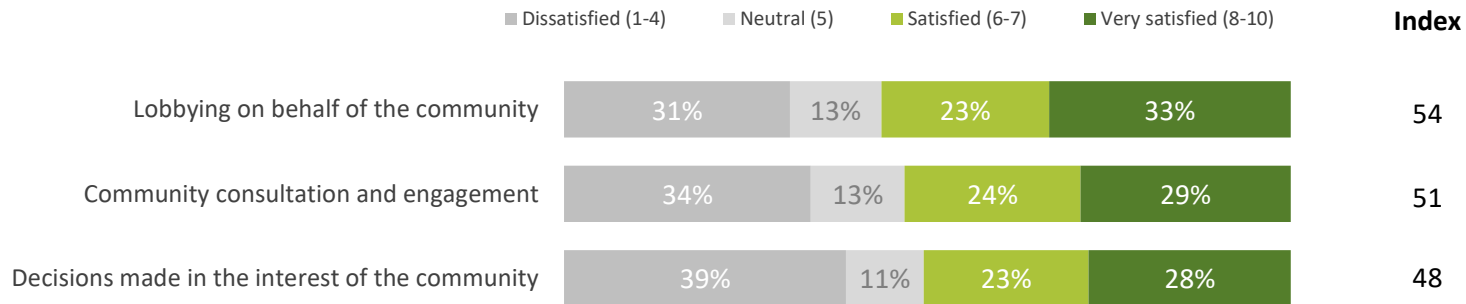
1. Sample: n=317
2. CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following...?
3. CS4. Considering the above, using the same 10-point scale, how satisfied were you with Council's overall performance in customer service of the last 12 months?



## Community Engagement

There are mixed reviews of Council’s community engagement, with only slightly more than half of residents satisfied with the various elements and significant proportions of dissatisfied residents

### Community engagement: Feedback provided



NOTES:

1. Sample: n=460
2. CE1. On the 10-point scale where 1 is 'very poor' and 10 is 'very good', please rate the following aspects of Council performance in relation to community engagement?





## Looking Ahead

Residents who were dissatisfied with overall performance of council had a range of suggestions for how to improve their scores, the most common theme being safer roads and transparency

## Changes required for a higher performance rating



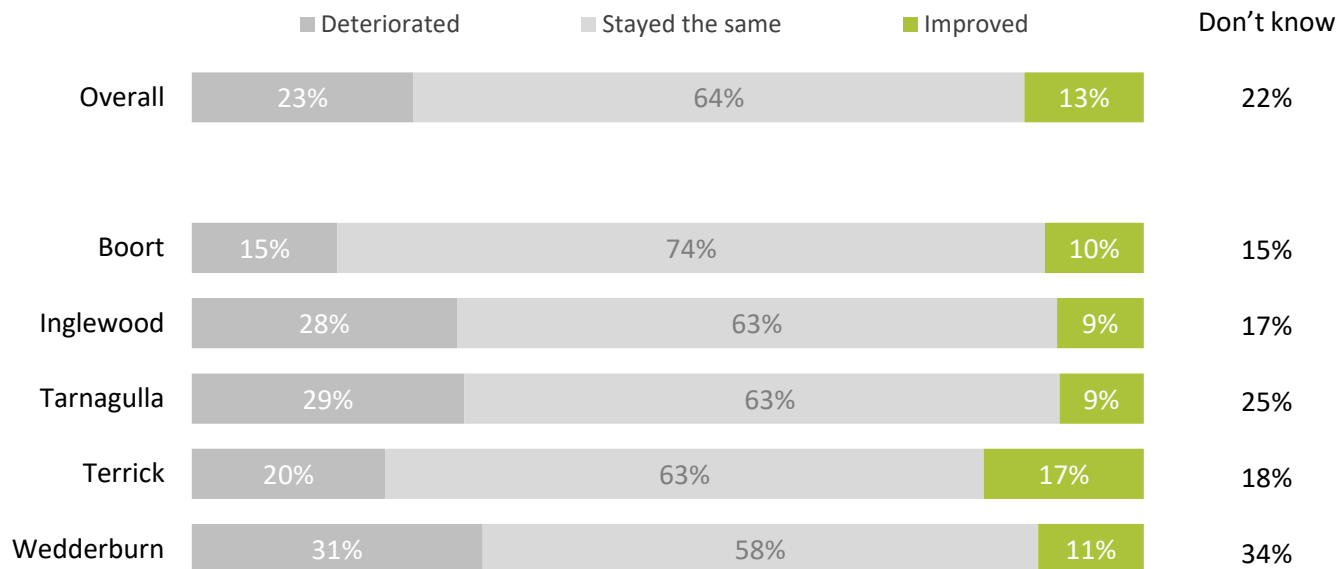
NOTES:

1. Sample: n=460
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. OP2. What would need to change to make you rate the Council's performance at a higher level?

Most residents think Council's performance has stayed the same over the past 12 months, although around one quarter think it has deteriorated

## Performance over the past twelve months

### Over the past 12 months, overall performance of Council has...



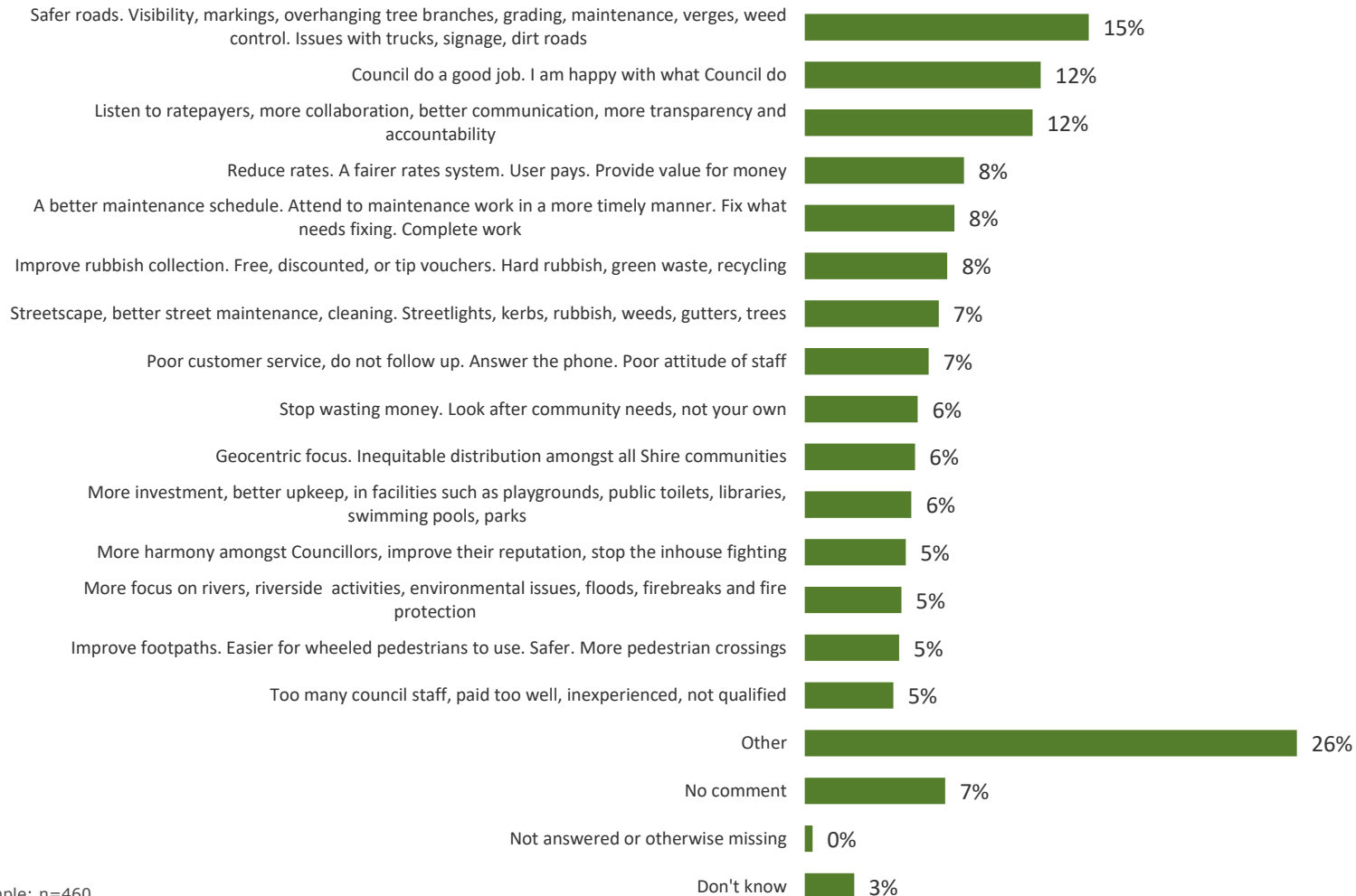
NOTES:

1. Sample: n=460
2. OP3. Over the past twelve months, do you think Loddon Shire Council's overall performance has...?



# General feedback from all residents again highlighted their concerns regarding safer roads and better communication and more transparency

## Further Comments



NOTES:

1. Sample: n=460
2. GEN1. Do you have any further comments you would like to make?

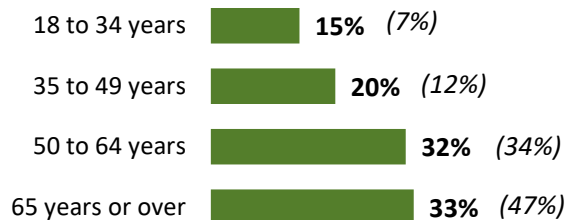


## Sample Profile

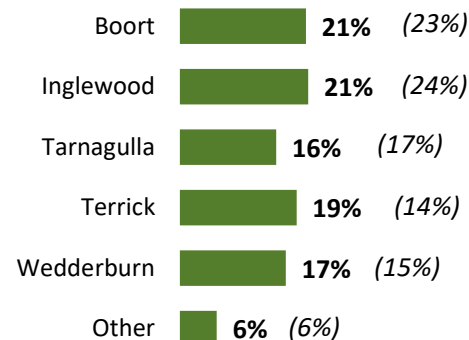
## Sample profile

### Demographics

#### Age



#### Area



#### Gender



51%  
(48%)



48%  
(51%)

The remaining respondents identified as 'other' gender.

#### Weighting

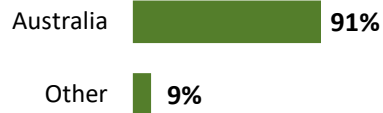
The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2016 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.

**n=460**  
**weighted**  
(unweighted)

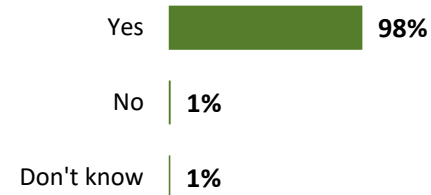
## Sample profile

### Demographics

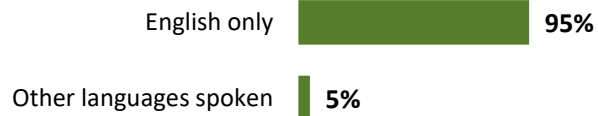
#### Country of Birth



#### Member of household pays rates in Loddon Shire



#### Home Languages



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