



Loddon Shire Council Annual Residents' Satisfaction Survey 2019

Report | May 2019

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Introduction, Objectives and Method

Introduction

The Loddon Shire Council seeks to measure how satisfied residents are with its resources, facilities and services, 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 416 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 $\pm 4.5\%$.
- Data collection took place in four waves to allow for seasonality of response as follows: between 9 September and 7 October 2018 (wave 1), between 3 and 21 December 2018 (wave 2), between 8 January and 18 March 2019 (wave 3) and between 5 April and 8 May 2018 (wave 4).
- The 2019 survey used the same questionnaire as in the 2018 survey to allow for comparability of results and to facilitate analysis to 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.

Executive Summary

1

Satisfaction with Council's performance increased across key measures, with an index score of 58 out of 100 and 36% saying they are 'very satisfied' (% scoring 8 to 10). Index scores increase year-on-year on all *Reputation, Services and Facilities*, and *Value for Money* sub-drivers.

2

Overall reputation remains the most impactful driver of *Overall satisfaction with Council performance*. The Loddon Shire Council reputation improved year-on-year to an acceptable reputation profile with over two in five (45%) classified as 'Champions'. More than half of Wedderburn residents (55%) are classified as 'Champions', a marked turnaround from last year's results (29%).

3

Overall value for money is the second most impactful driver of *Overall satisfaction with Council performance*. Perceptions of *Rates being fair and reasonable* has the greatest impact on perceived value, and with relatively low performance (31% score 8 to 10) provide a potential opportunity for improvement.

4

Evaluation of *Overall regulatory services* has the greatest impact on *Overall services and facilities performance*. Both *Emergency and disaster management* and *Building control* impact how residents perceive regulatory services but with a relatively lower performance (25% score 8 to 10) *Building control* offers the greater opportunity to improve perceptions.

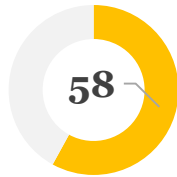
5

Just over six in ten residents contacted Council in the past 12 months (62%), with the majority of these (66%) making contact via *Telephone (during office hours)*. Over a fifth of those who contacted Council (22%) *Visited in person*. Index scores for *Overall customer service performance* improve year-on-year, and more than six out of ten residents are 'very satisfied' the *Staff are friendly, helpful and professional* (63%) and the *Quality of services provided by customer service staff* (61%).

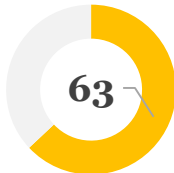
Key Findings

INDEX scores

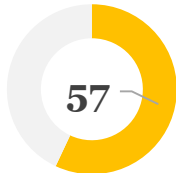
Overall Satisfaction with Council performance



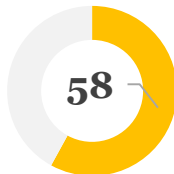
Services and Facilities



Value for Money

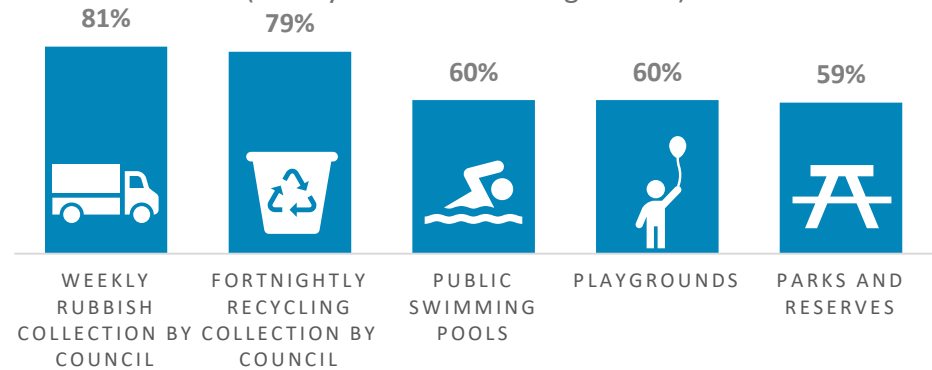


Overall Reputation



Top 5 Best Performing Areas

(% very satisfied – scoring 8 to 10)



Key Opportunities for Improvement



Faith and trust in Council



Leadership



Financial management



Fair and reasonable rates

The questionnaire, rating scale, and categorisation for reporting satisfaction scores used in the previous year have been adopted.

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
Very 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.

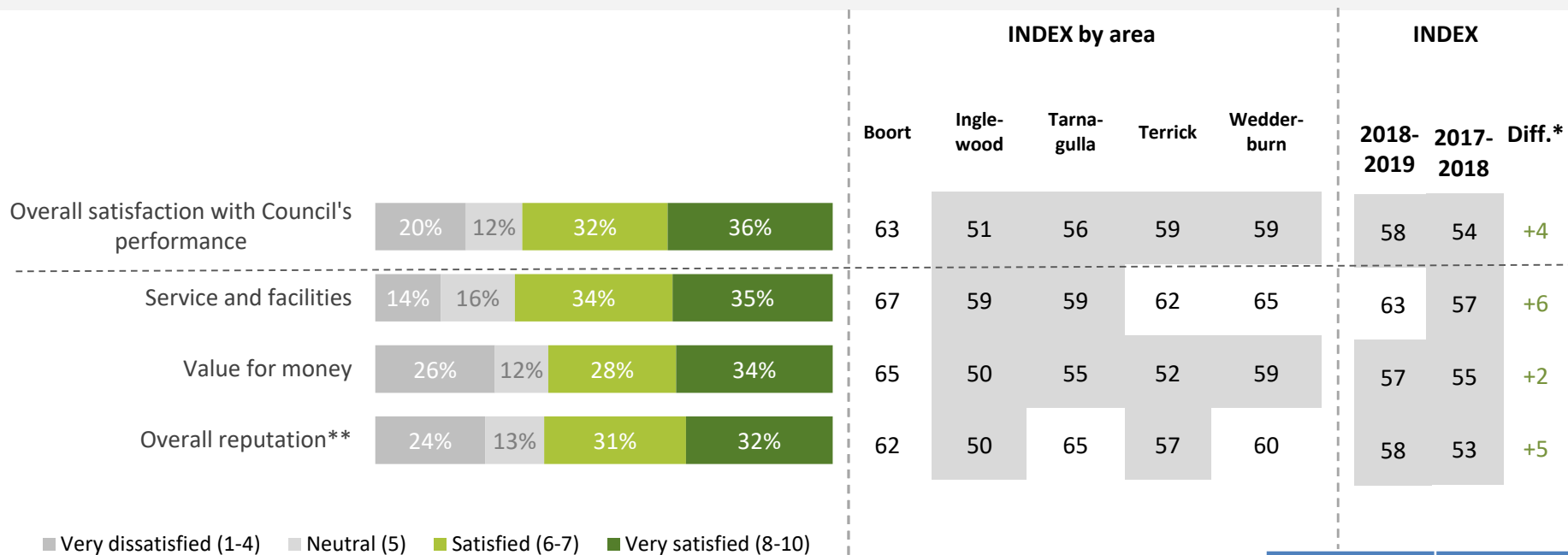
In adopting the mandatory calculation measures as stipulated by the Local Government Performance Reporting Framework (LGPRF), no significant impact in the results can be attributed directly to the change in scale when reporting index scores.



Overall Satisfaction

Satisfaction: Overall level drivers

Index scores improve for all four overall level drivers year-on-year. Over two thirds of residents (68%) are satisfied with Council performance overall, giving a rating of six or more out of ten, resulting in a calculated INDEX score of 58.



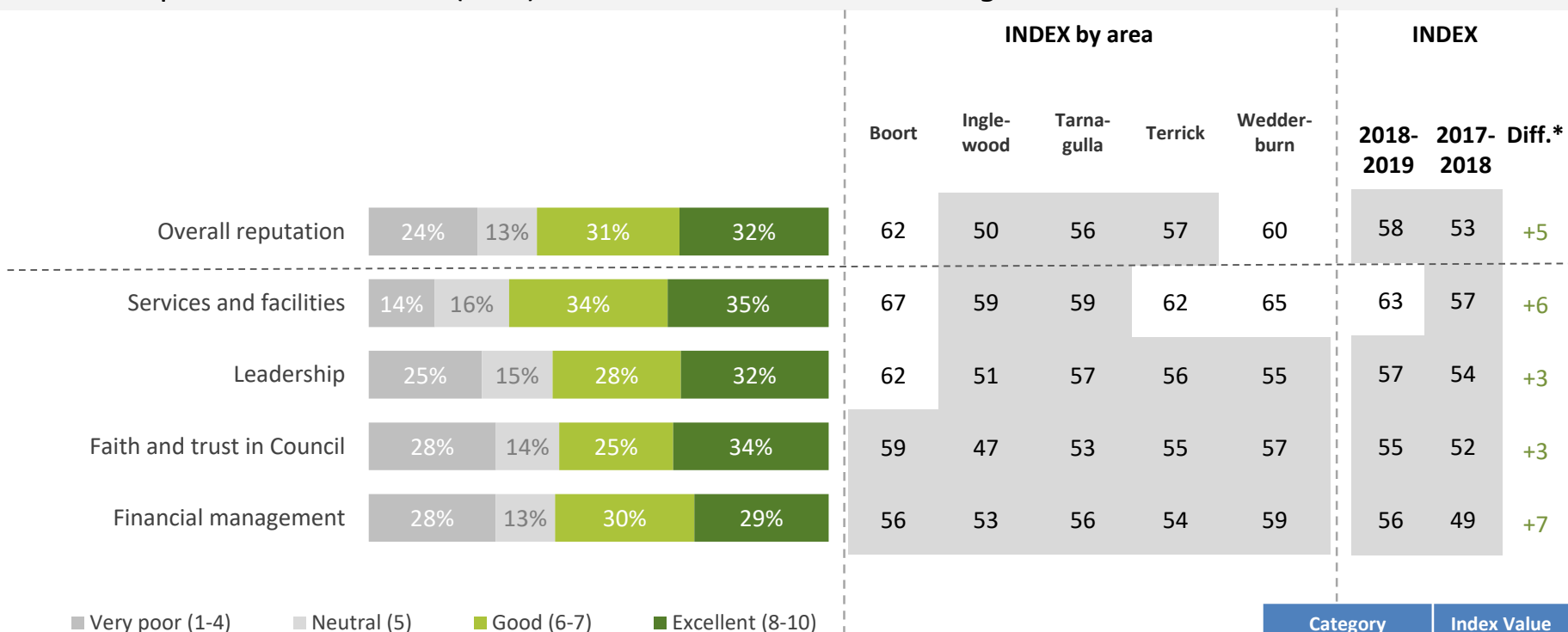
■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

NOTES:

1. Sample: 2017/2018 n=460, 2018/2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82;
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. 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?
6. * 2018-2019 index – 2017-2018 index
7. ** Overall reputation rated on a ten point scale from very poor to excellent.

Satisfaction: Reputation

Similarly, index scores for all *Reputation* sub-drivers increase year-on-year. Over a third of residents (34%) rate their *Faith and trust in Council* 'excellent', while just under a third of residents (32%) rate *Leadership* the same. Over a quarter of residents (29%) rate Council's *Financial management* 'excellent'.



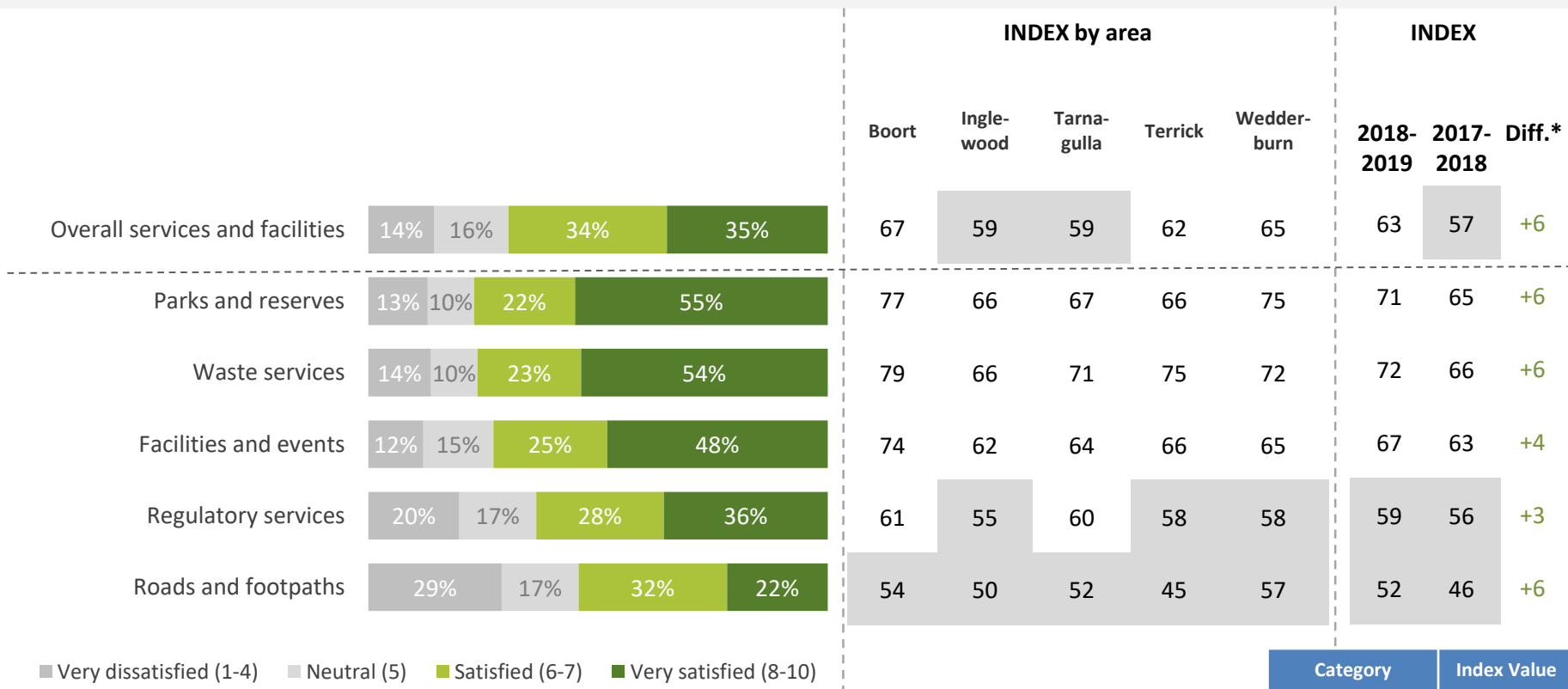
■ Very poor (1-4) ■ Neutral (5) ■ Good (6-7) ■ Excellent (8-10)

NOTES:

1. Sample: 2017/2018 n=460, 2018/2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82;
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?
5. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
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?
7. * 2018-2019 index – 2017-2018 index

Satisfaction: Services and facilities

Index scores for all *Services and facilities* sub-drivers increase year-on-year. Over half of residents are ‘very satisfied’ with *Parks and reserves* (55%) and *Waste services* (54%). Just under half of residents are also ‘very satisfied; with *Facilities and events* (48%).



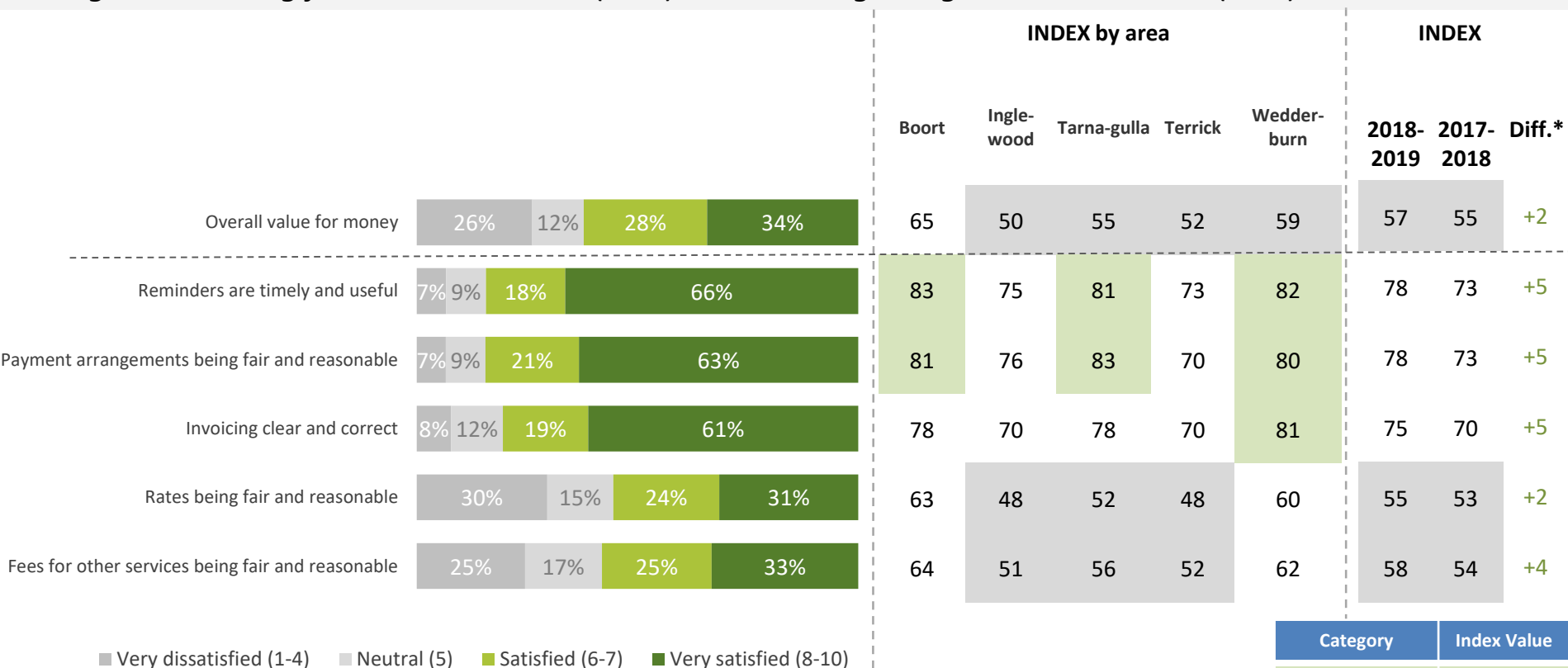
■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

NOTES:

1. Sample: 2017/2018 n=460, 2018/2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82
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. RS2. Overall how satisfied are you with the Council’s regulatory services?
7. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
8. * 2018-2019 index – 2017-2018 index

Satisfaction: Value for money

Similarly, index scores for *Value for money* sub-drivers increase year-on-year. Two thirds of residents (66%) are ‘very satisfied’ with *Reminders being timely and useful*, with similar satisfaction reported for *Payment arrangements being fair and reasonable* (63%) and *Invoicing being clear and correct* (61%).



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

NOTES:

- Sample: 2017/2018 n=460, 2018/2019 n=429 only asked of ratepayers; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
- VM2. How would you rate your satisfaction with Council for...
- 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?
- * 2018-2019 index – 2017-2018 index

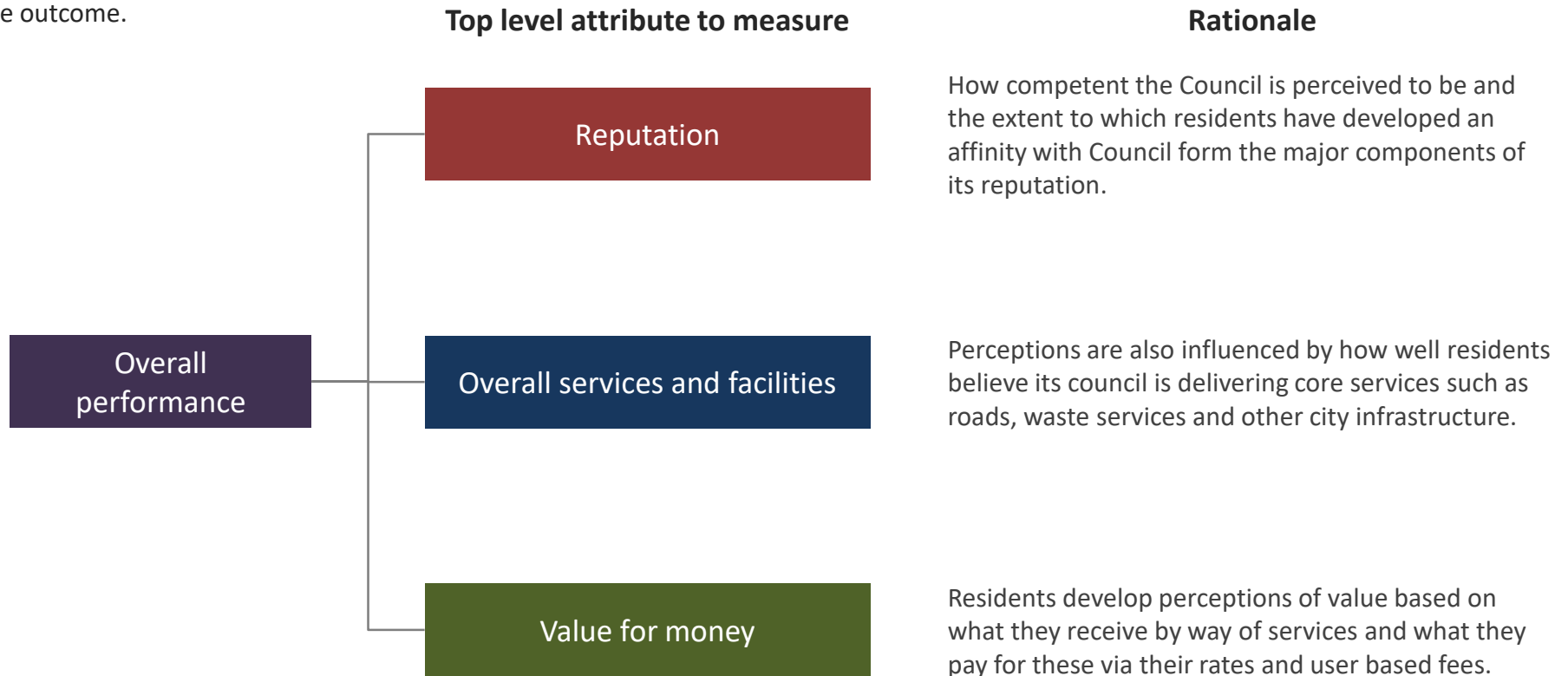


Drivers of Overall Satisfaction

Overview

The framework below determines how the various reputation, service and value elements impact residents' overall evaluation of Council.

The model determines the relationship that exist between a set of independent variables and a dependent variable for which we want to predict the outcome.



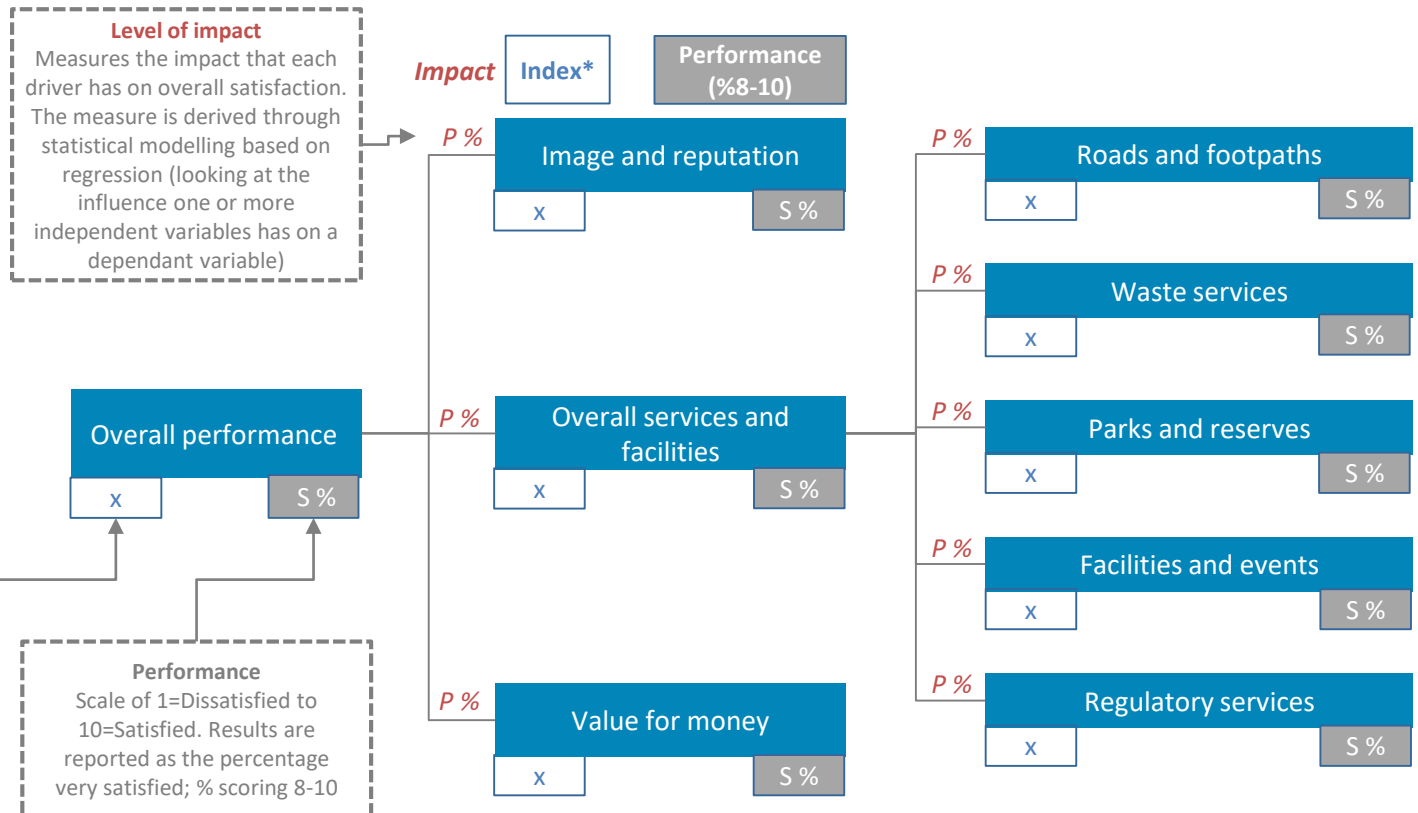
Illustrative

Introduction to the CVM driver model

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

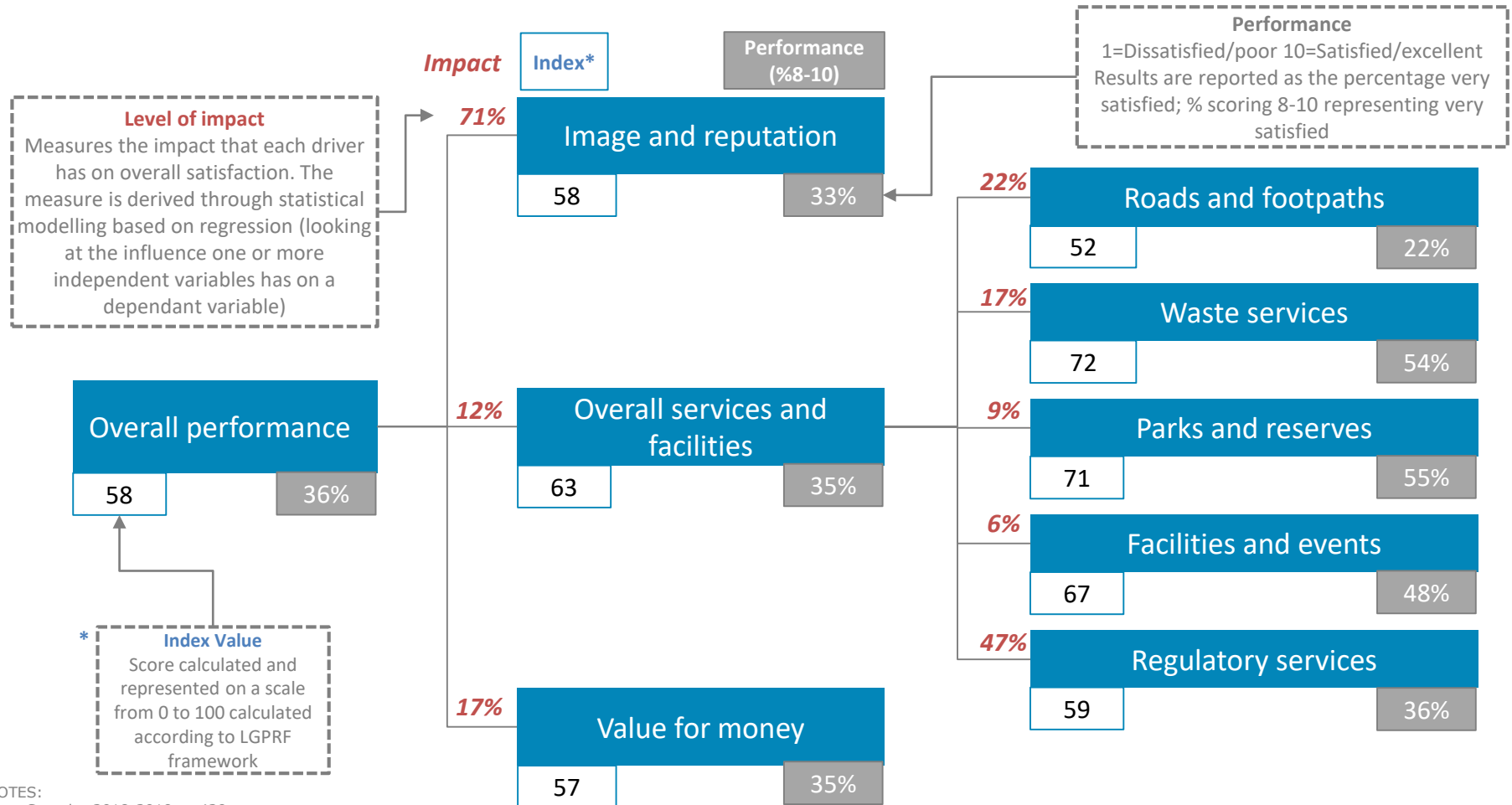
Overview of our driver model

- 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.



Driver analysis: Overall level drivers

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.

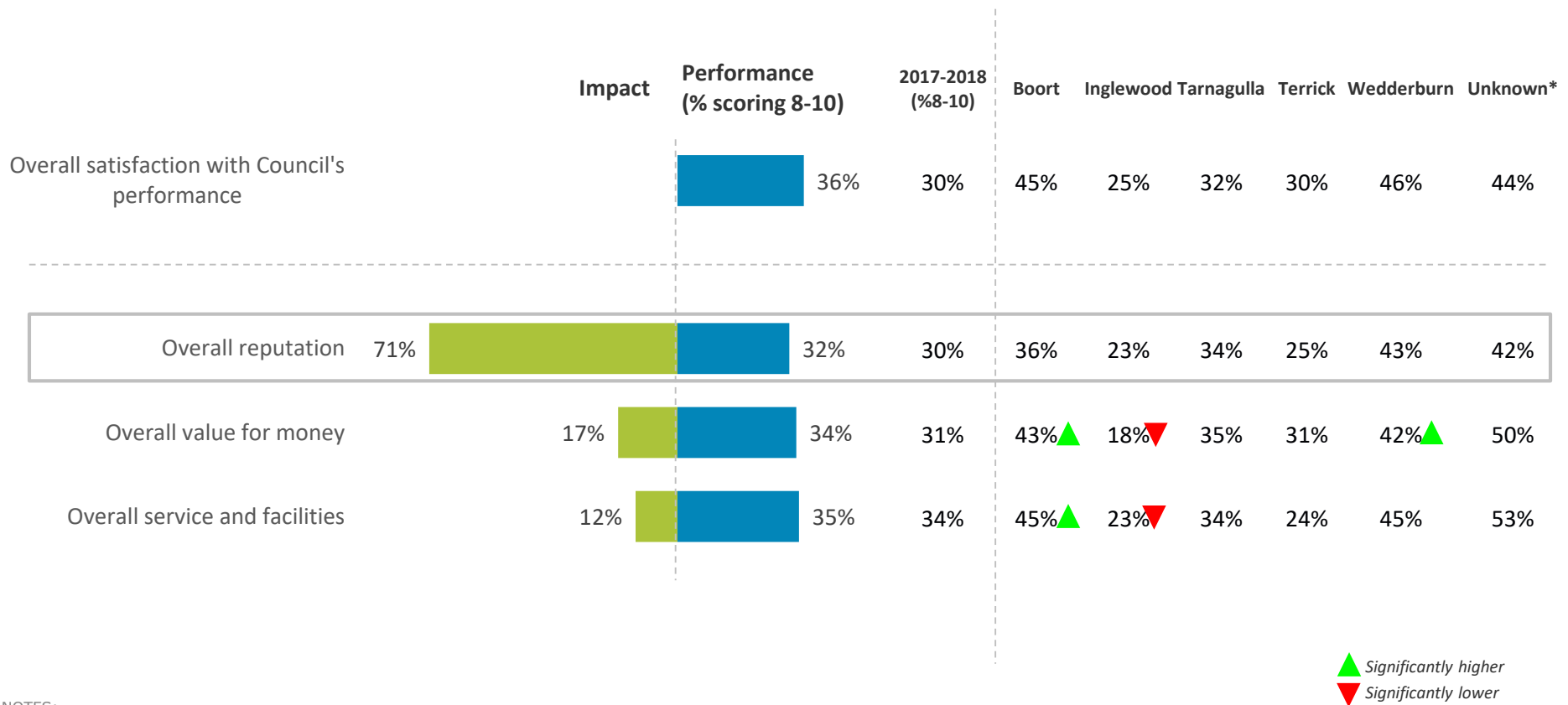


NOTES:

1. Sample: 2018-2019 n=429
2. Excludes 'Don't know' responses

Driver analysis: Overall level drivers

Overall reputation remains the strongest influencer of *Overall satisfaction with Council's performance* and with relatively low performance presents an opportunity for improvement.

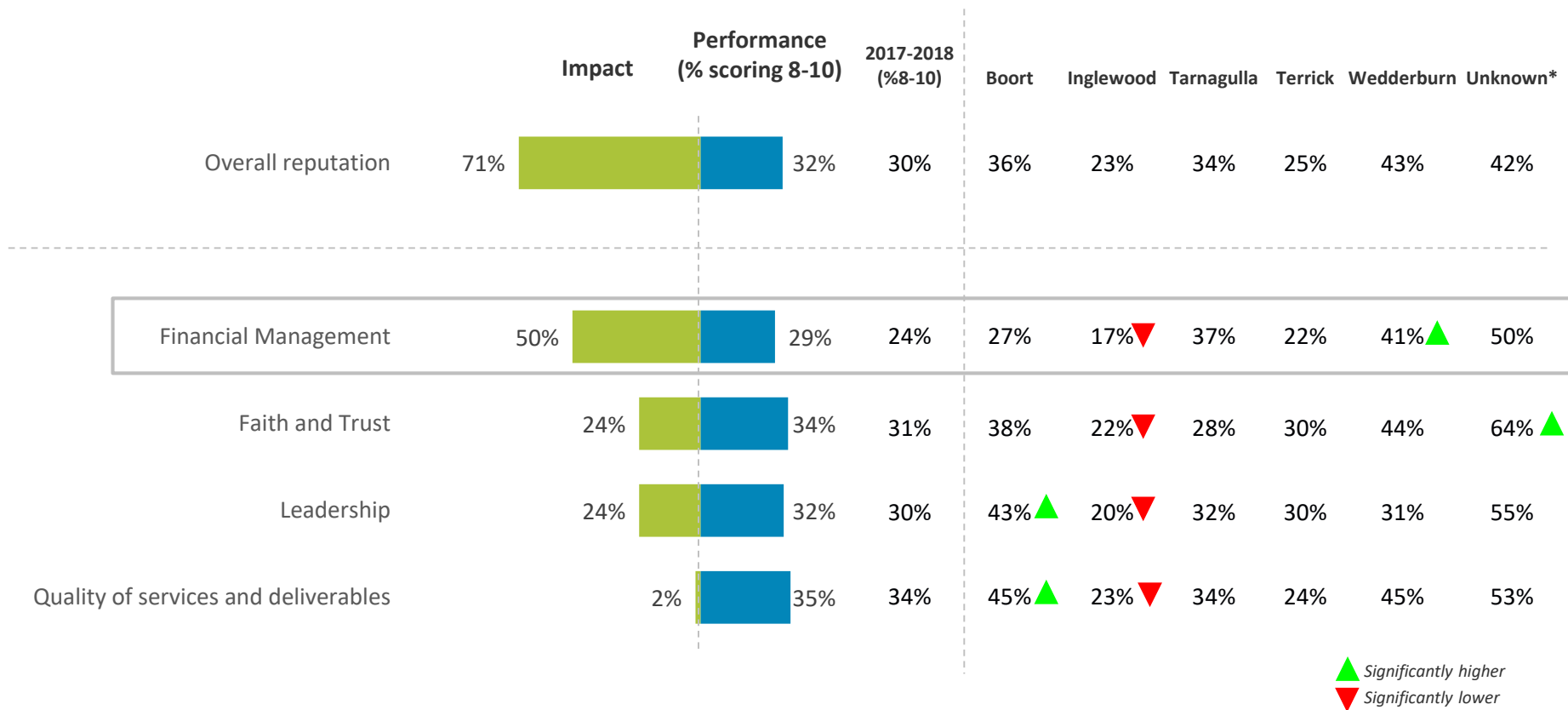


NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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. 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?
6. *Caution: small base size

Driver analysis: Reputation

Within the sub-drivers of *Overall reputation*, Council needs to strengthen perceptions of its *Financial management* since its performance is relatively low and this aspect has the highest impact on perceptions.

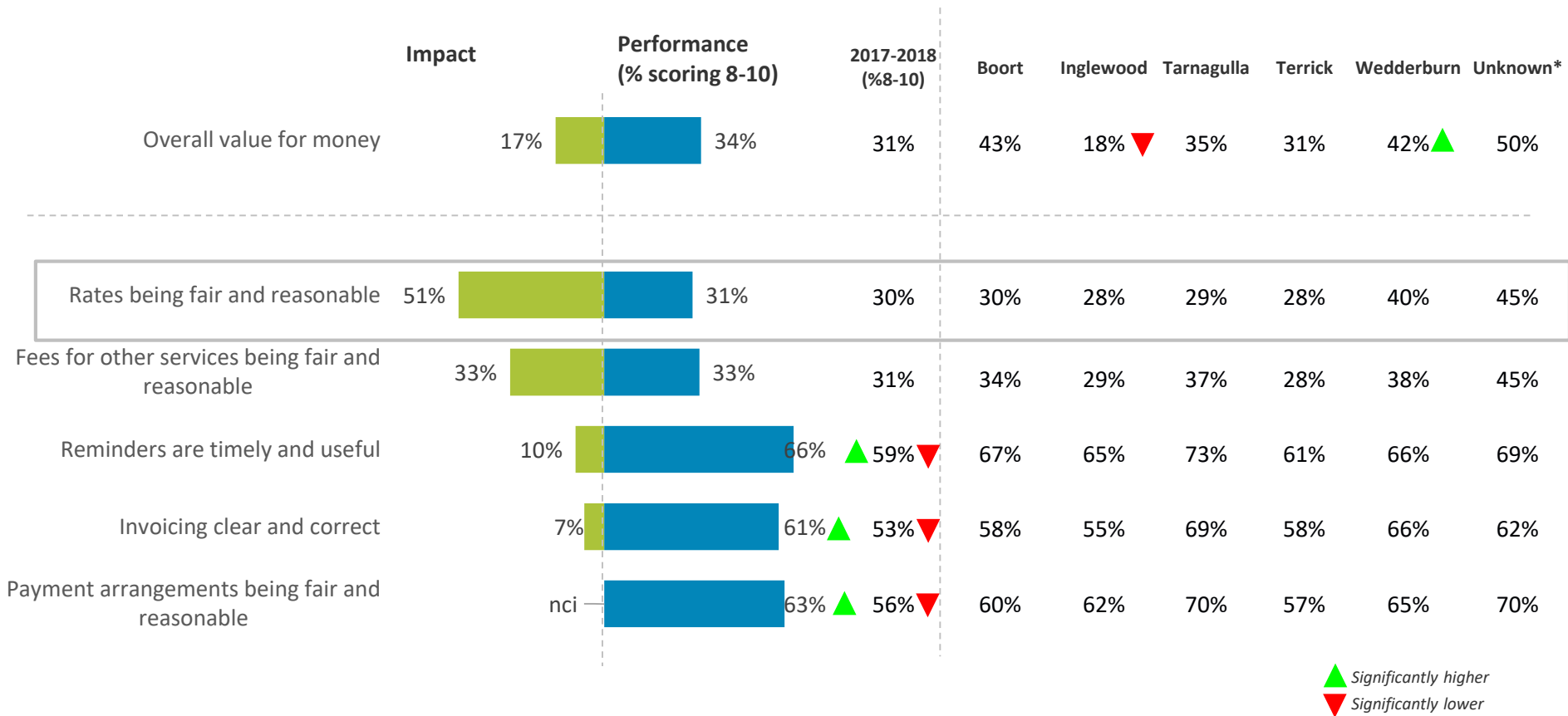


NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
5. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
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?
7. * Caution: small base size

Driver analysis: Value for money

Performance improvements in *Reminders are timely and useful*, *Invoicing clear and correct* and *Payment arrangements being fair and reasonable* have less impact on *Overall value for money* perceptions. Demonstrating that *Rates are fair and reasonable* has the greatest potential to improve value perceptions.

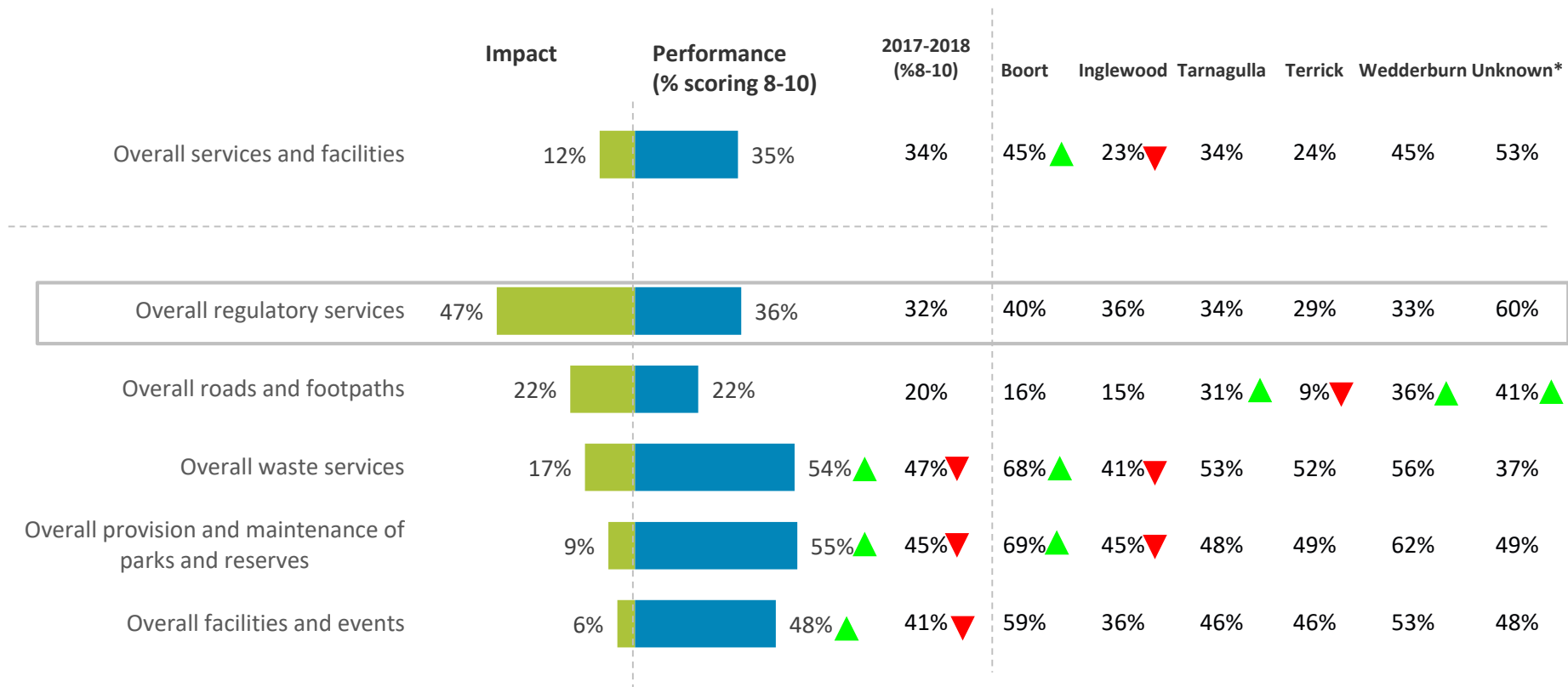


NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=424 only asked of ratepayers; Boort n=74, Inglewood n=96, Tarnagulla n=76; Terrick n=74; Wedderburn n=82; n=22 Ward unknown
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?
4. *Caution: small base size
5. nci - no current impact

Driver analysis: Overall services and facilities

Overall regulatory services have the greatest impact on perception of Overall services and facilities. Performance improvements in Overall waste services, Overall provision and maintenance of parks and reserves and Overall facilities and events, are less impactful on overall perceptions.



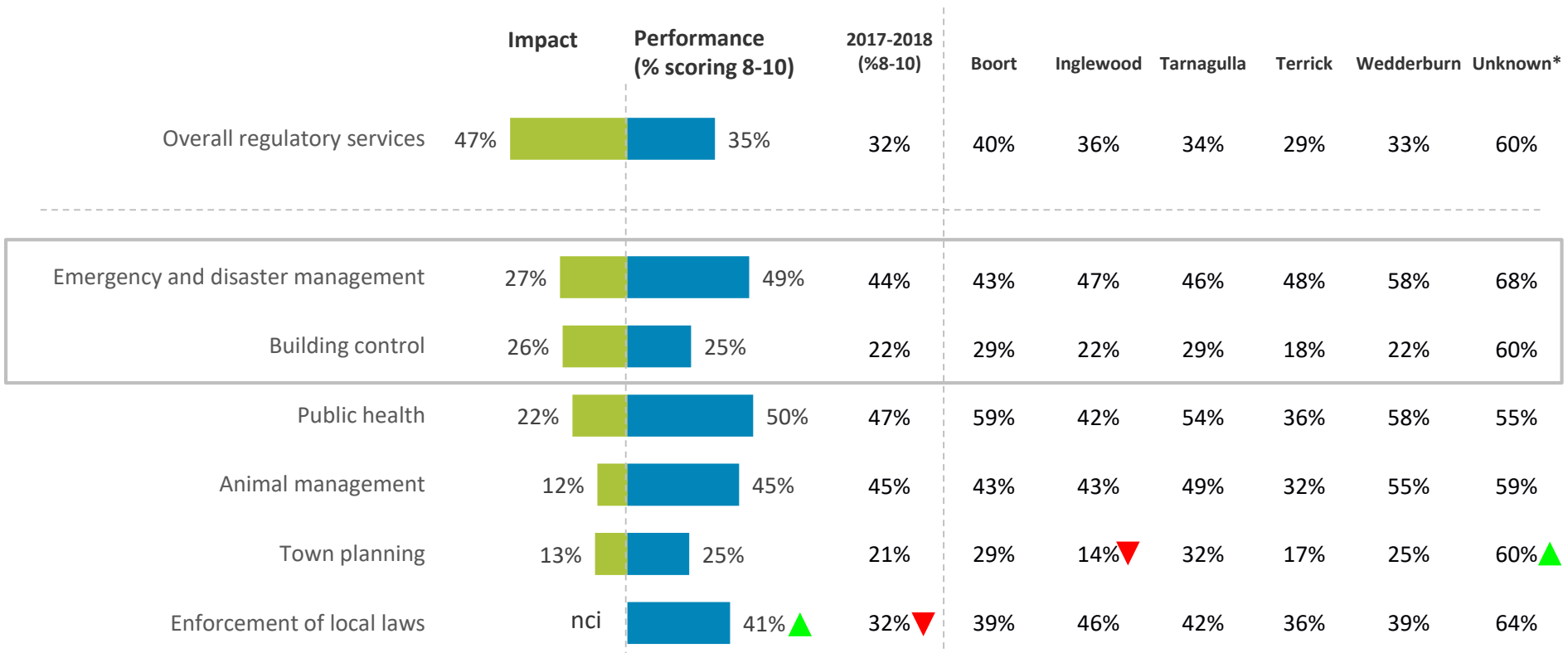
NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
2. OVSLV. Overall, how satisfied are you with the services and facilities that Council provides?
3. RS2. Overall how satisfied are you with the Council's regulatory services?
4. FE2. Overall how satisfied are you with the Shire's facilities and events?
5. PR2. Overall how satisfied are you with the provision and maintenance of the Shire's parks and reserves?
6. WW2. Overall how satisfied are you with the Shire's waste services?
7. RF3. Overall how satisfied are you with the Shire's roads and footpaths?
8. *Caution: small base size

▲ Significantly higher
▼ Significantly lower

Driver analysis: Regulatory Services

Emergency and disaster management and Building control have the greatest impact on perceptions held of Overall regulatory services. Building control with its relatively low performance, presents the better opportunity for improvement of perceptions.



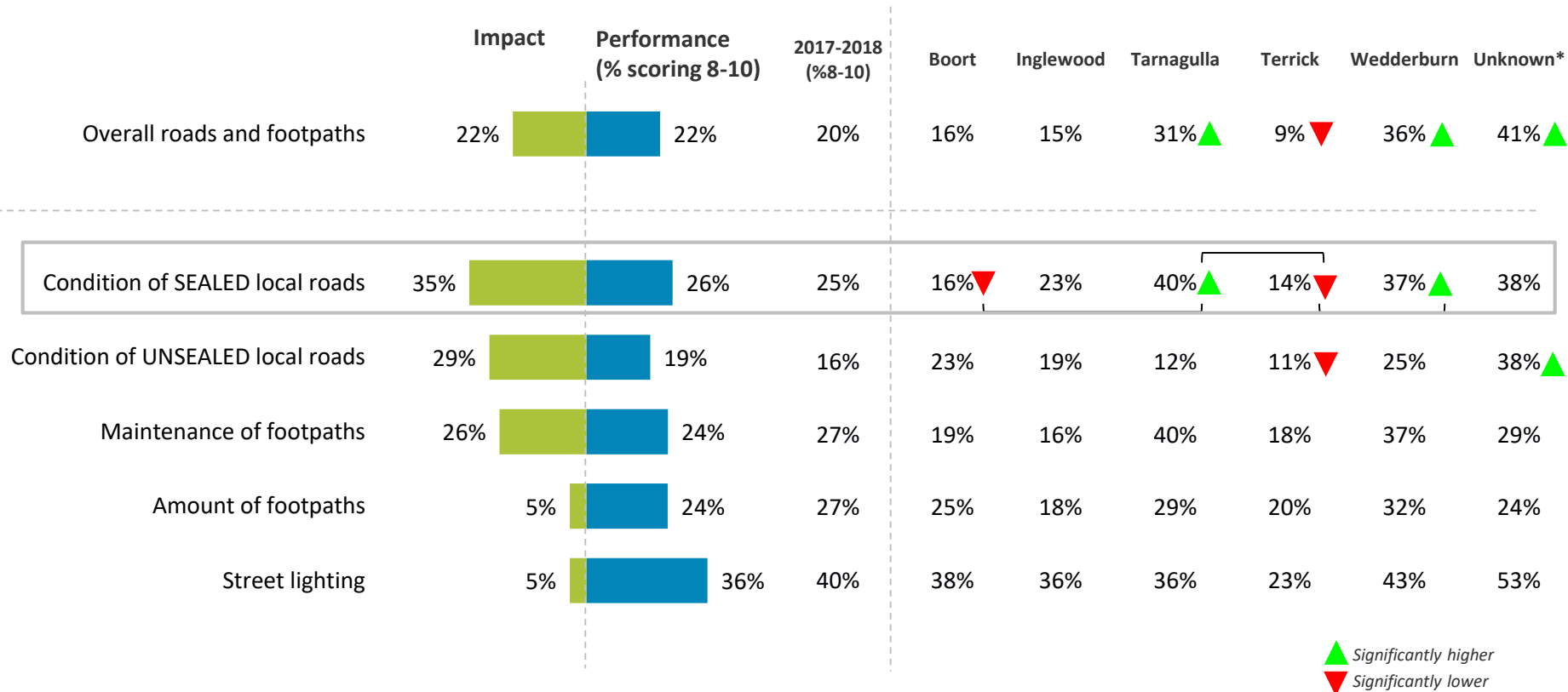
NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. nci = no current impact
5. *Caution: small base size

▲ Significantly higher
▼ Significantly lower

Driver analysis: Roads and Footpaths

The *Condition of SEALED local roads* has the greatest impact on satisfaction with *Overall roads and footpaths*, and with relatively low performance presents an opportunity for improving perceptions.

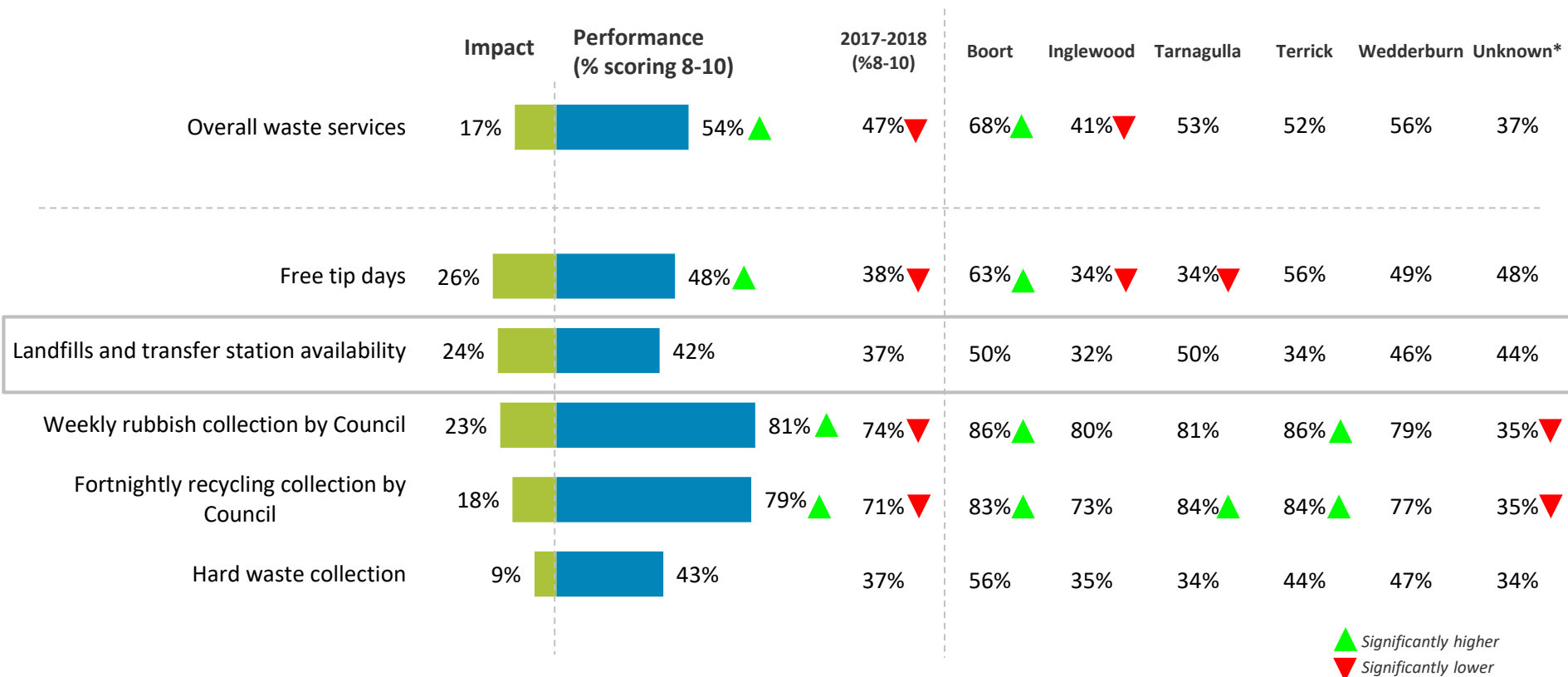


NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. *Caution: small base size

Driver analysis: Waste Services

Free tip days, Landfills and transfer station availability and Weekly rubbish collection by Council have similar levels of impact on evaluation of waste services overall. With relatively lower performance Landfills and transfer station availability presents an opportunity to improve perceptions.

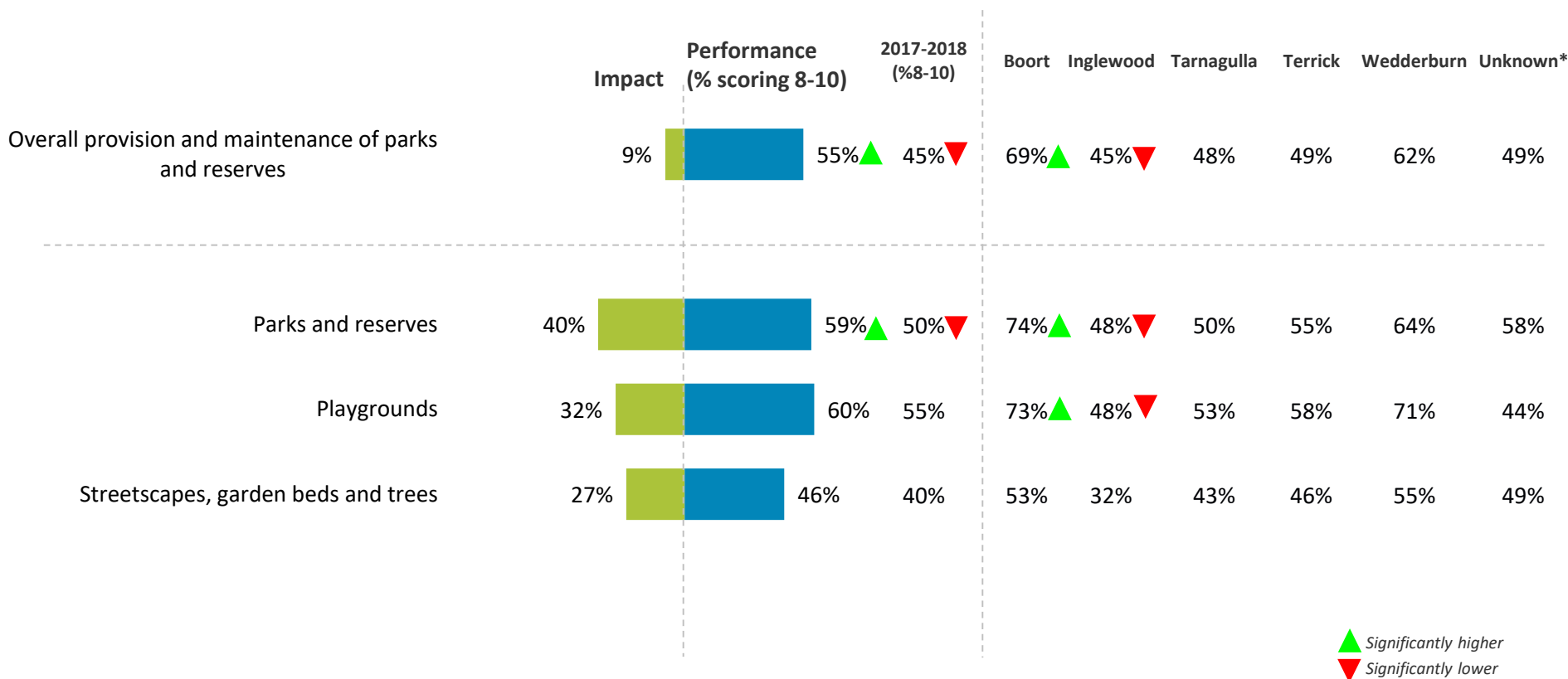


NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. *Caution: small base size

Driver analysis: Parks and Reserves

Parks and reserves have the greatest impact on evaluation of *Overall provision and maintenance of parks and reserves*. Performance is already high and as such there is potential to promote what Council is doing well.

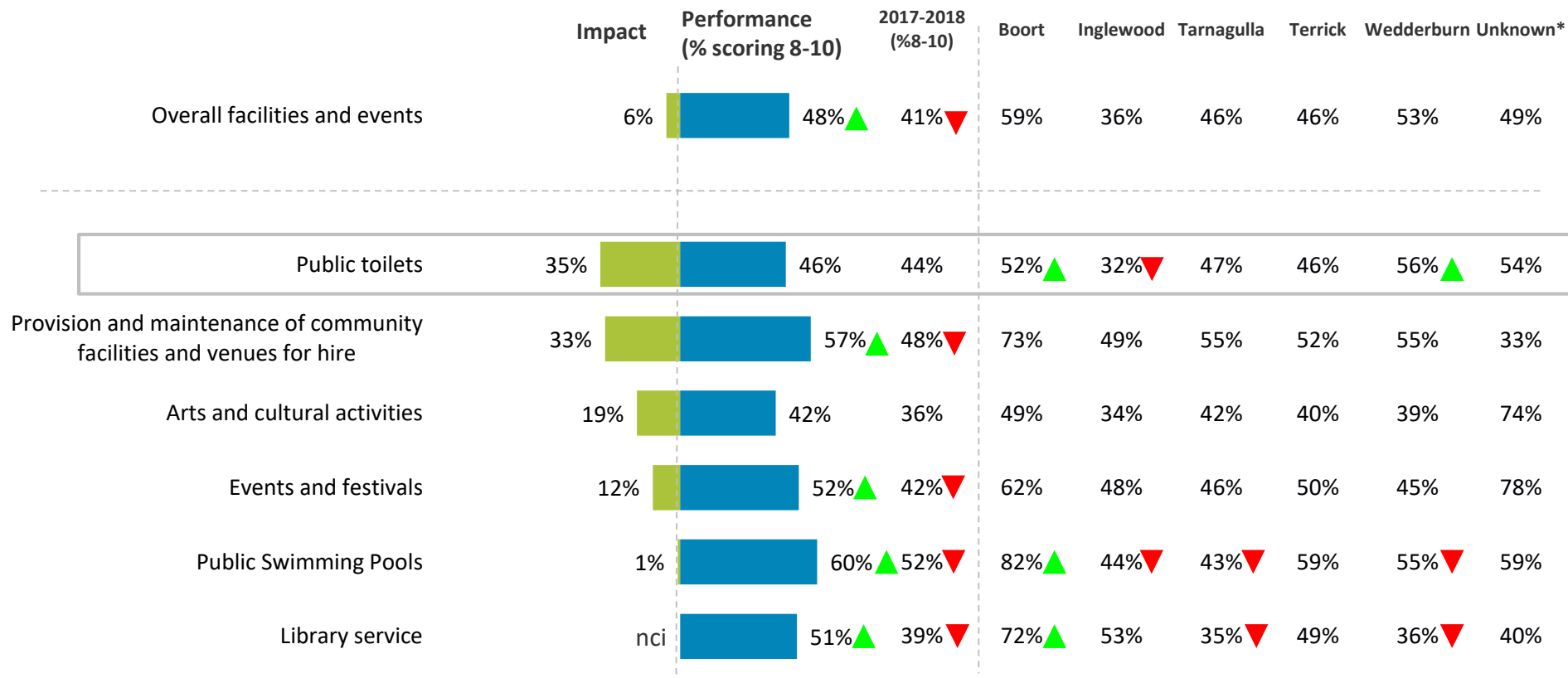


NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. *Caution: small base



Driver analysis: Facilities and Events

Public toilets and Provision and maintenance of community facilities and venues for hire have the highest impact on the *Overall facilities and events* score. As performance is relatively lower for *Public toilets* this presents an opportunity to improve overall perceptions of facilities and events.



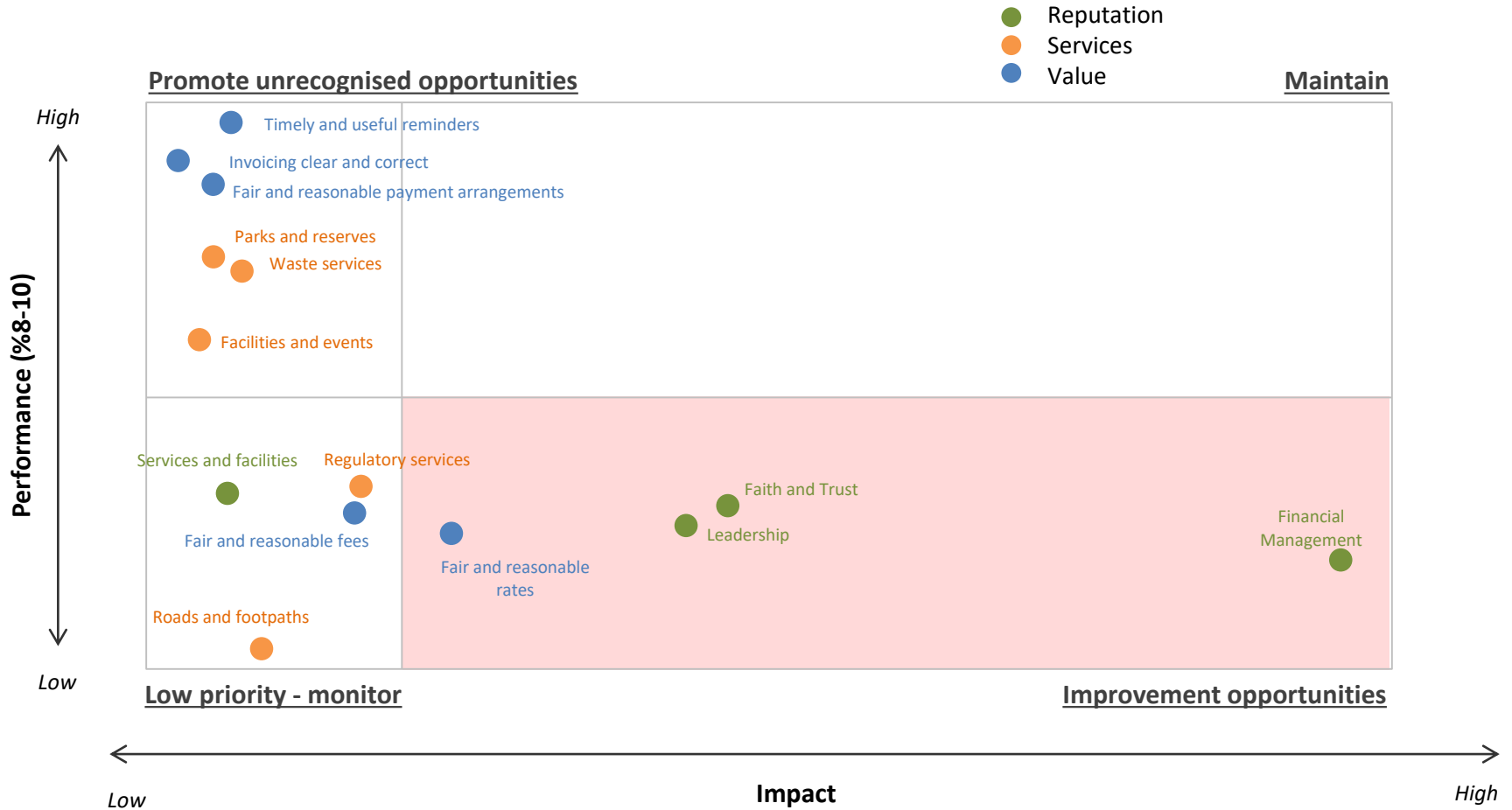
NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. nci = no current impact
5. * Caution: small base size

 Significantly higher
 Significantly lower

Overall performance: Improvement priorities

Opportunities for improving perception exist around Reputation (*Leadership, Faith and Trust, and Financial Management*) as well as providing *Fair and reasonable rates*.



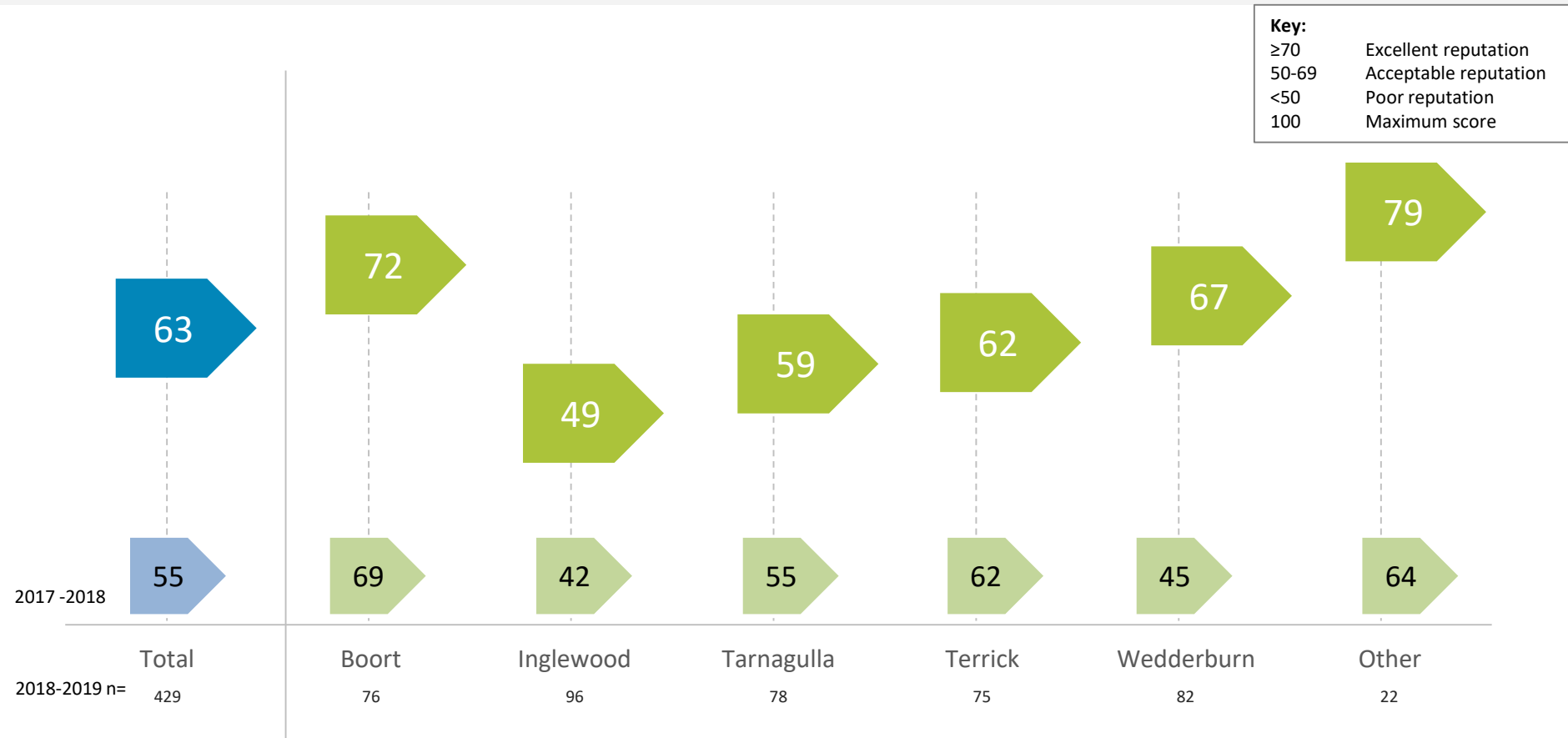
NOTES:
1. Sample: 2018-2019 n=429



Understanding Reputation

Reputation benchmarks

The overall Reputation benchmark score improved year-on-year across all precincts. The benchmark falls just short of being 'acceptable' in Inglewood, and exceeds the 'excellent' benchmark in Boort and Other areas.

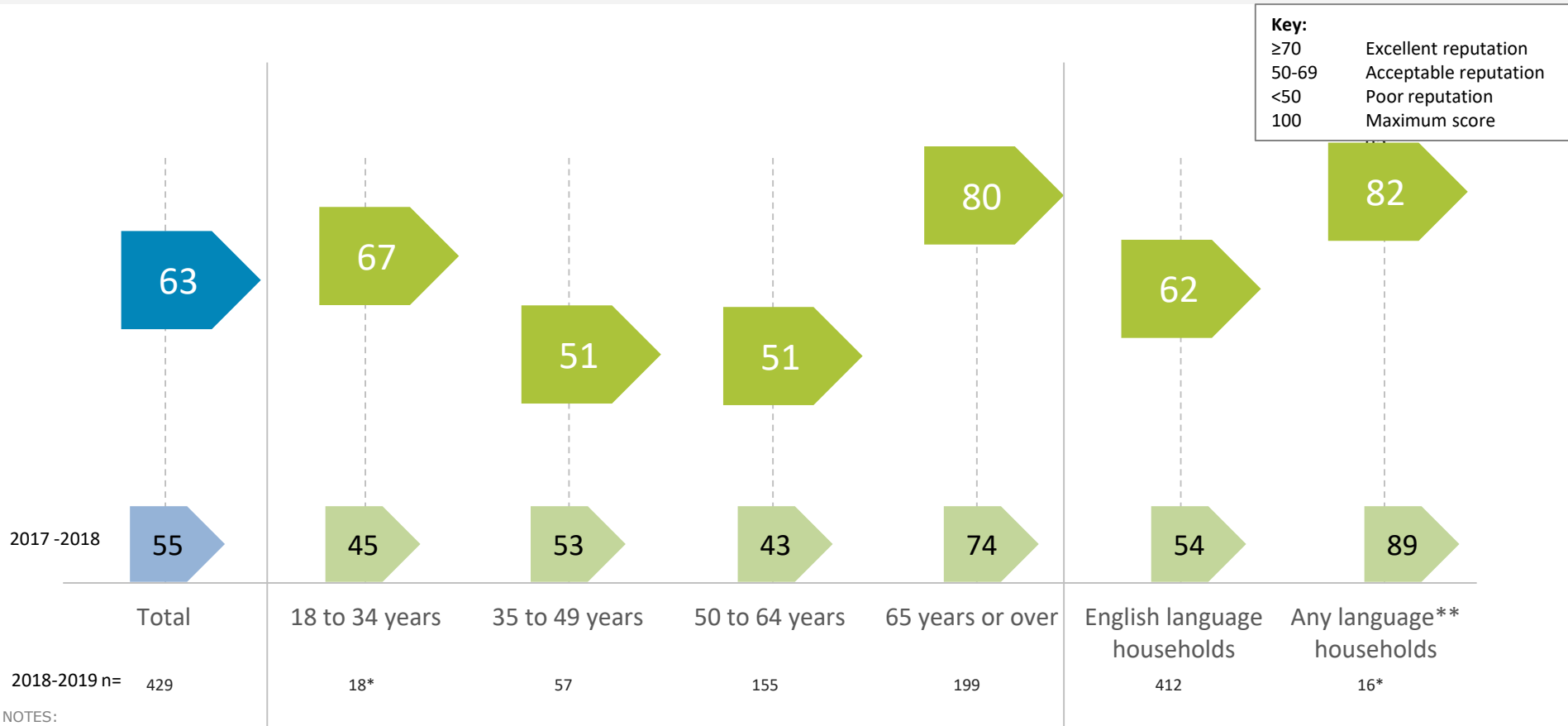


NOTES:

1. Sample: n=429
2. REPS. 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

Reputation benchmarks

Similarly, Reputation benchmarks improve across all demographic groups (except *Any language households*) year-on-year. Loddon Shire Council has an ‘excellent’ reputation among residents aged 65 years or older and households who speak any language, other than and including English, at home.

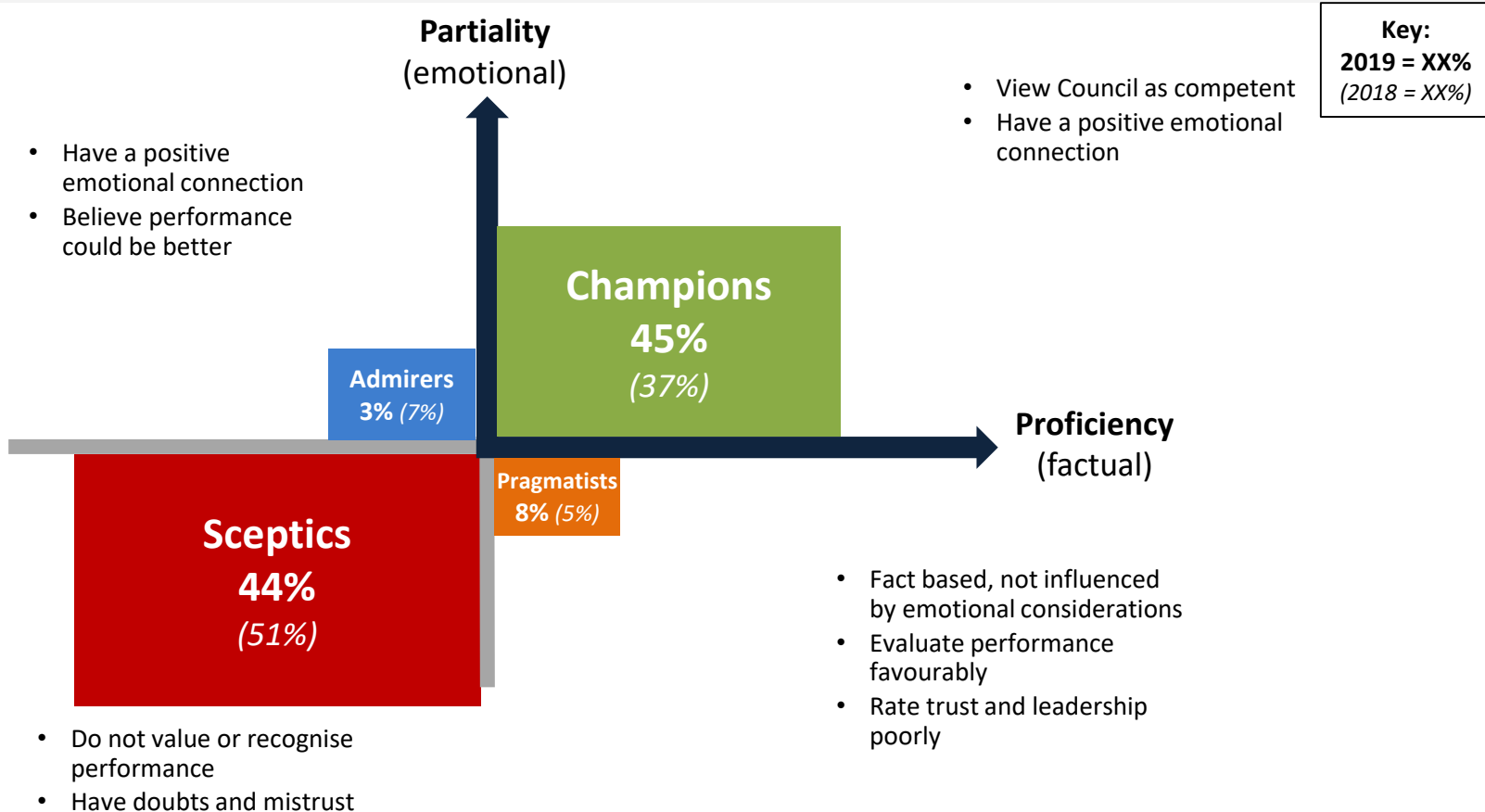


NOTES:

1. Sample: n=429 *Caution: Small base size
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
4. DEM3. Are there any languages other than English spoken at home? **Any language other than and including English

Reputation profile

Loddon Shire Council has a similar proportion of ‘*Sceptics*’ (44%) and Champions (45%) as the proportion of ‘*Sceptics*’ decline and ‘*Champions*’ increase year-on-year.

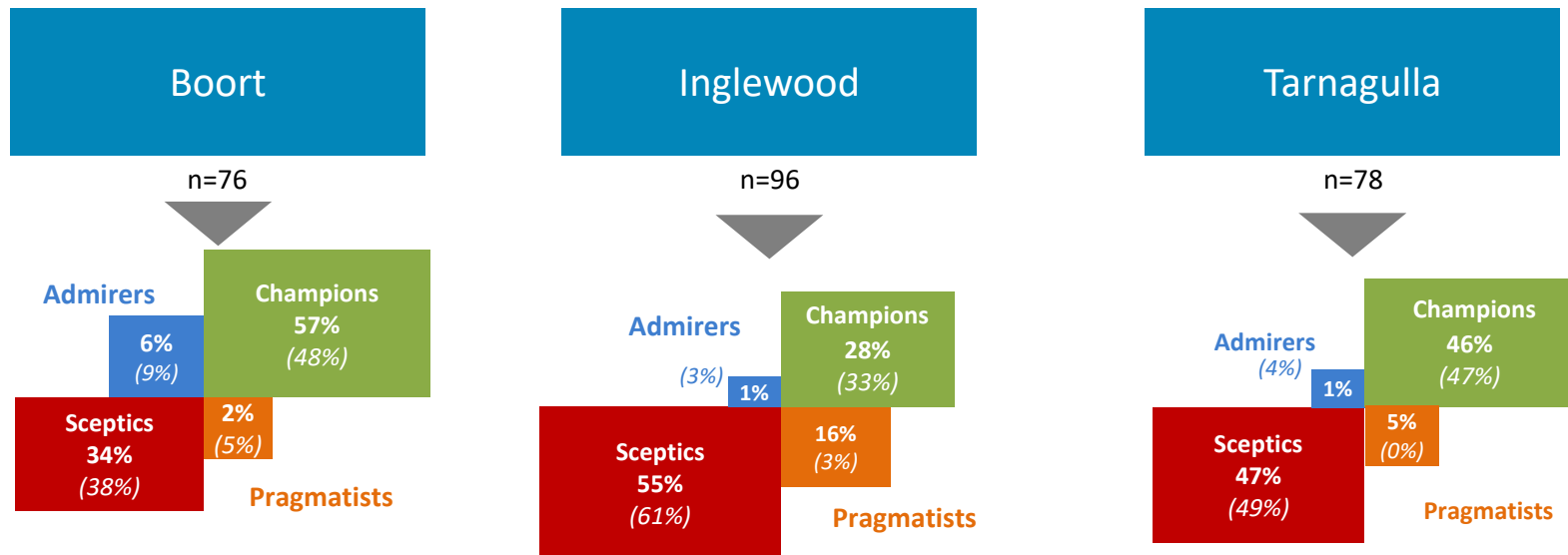


NOTES:
 1. Sample: 2017-2018 n=460; 2018-2019 n=429. Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

Reputation profile: Areas (i)

Over half of residents in Boort (57%) are classified as ‘*Champions*’ who are more likely to view Council as competent and may have a stronger emotional connection with Council. Just over half of Inglewood residents (55%) are classified as ‘*Sceptics*’ who are potentially less likely to trust or value Council.

Key:
2019 = XX%
 (2018 = XX%)



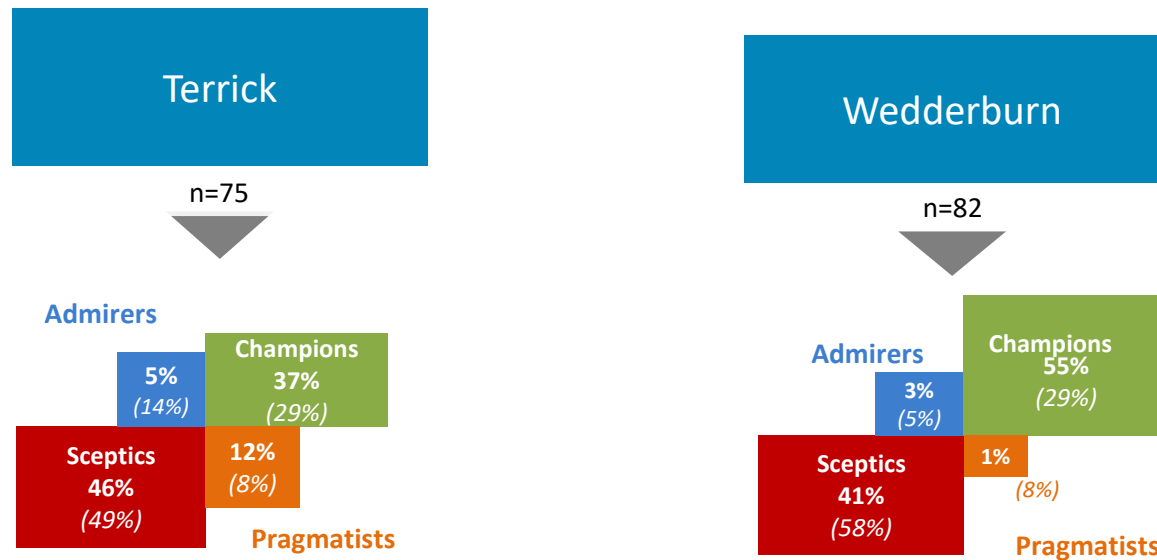
NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429. 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

Reputation profile: Areas (ii)

There is an increase in 'Champions' in Wedderburn year-on-year, with over half (55%) of residents classified in this group. There are slightly more 'Sceptics' in Terrick than Wedderburn (46% v. 41%).

Key:
2019 = XX%
(2018 = XX%)



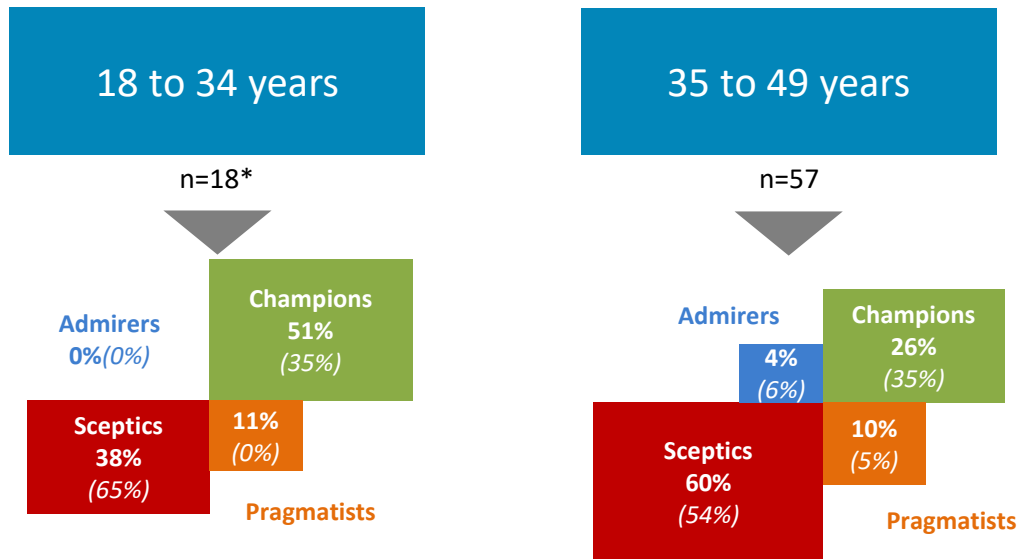
NOTES:

1. Sample 2017-2018 n=460; 2018-2019 n=429. 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

Reputation profile: Age (i)

Just over half of younger residents aged 18 to 34 years are ‘Champions’ (51%), while 60% of residents aged 35 to 49 years are ‘Sceptics’.

Key:
2019 = XX%
 (2018 = XX%)



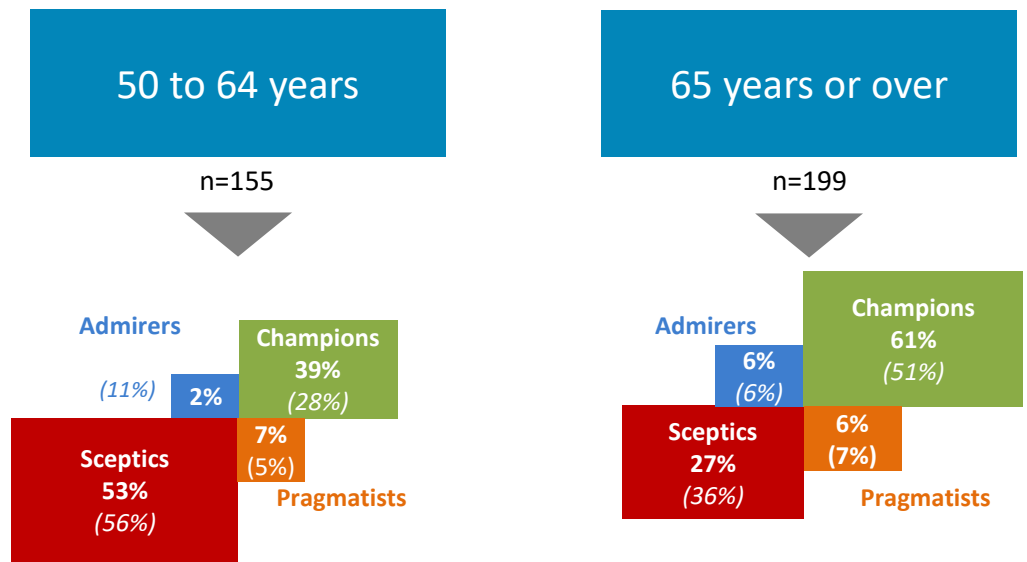
NOTES:

1. Sample 2017-2018 n=460; 2018-2019 n=429. 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
4. * Caution: small base size

Reputation profile: Age (ii)

Residents aged over 65 are the most likely to be Council ‘Champions’ viewing Council as competent (61%), while residents aged 50 to 64 years are more likely to be ‘Sceptics’.

Key:
2019 = XX%
 (2018 = XX%)



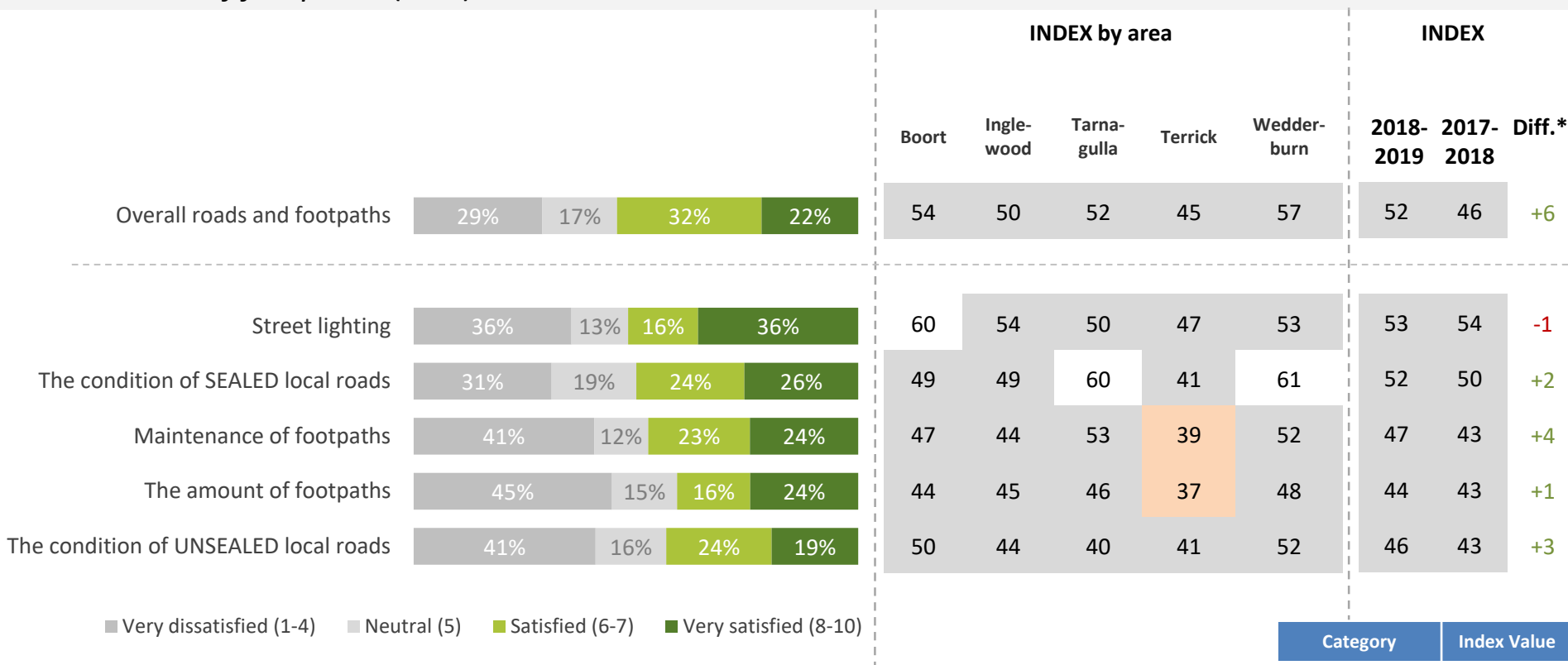
NOTES:
 1. Sample: 2017-2018 n=460; 2018-2019 n=429. Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation



Satisfaction with Services and Facilities

Satisfaction: Roads and Footpaths

Over a third of residents (36%) are ‘very satisfied’ with *Street lighting*. More than two in five residents are ‘very dissatisfied’ with *The amount of footpaths* (45%), *The condition of UNSEALED local roads* (41%) and the *Maintenance of footpaths* (41%).



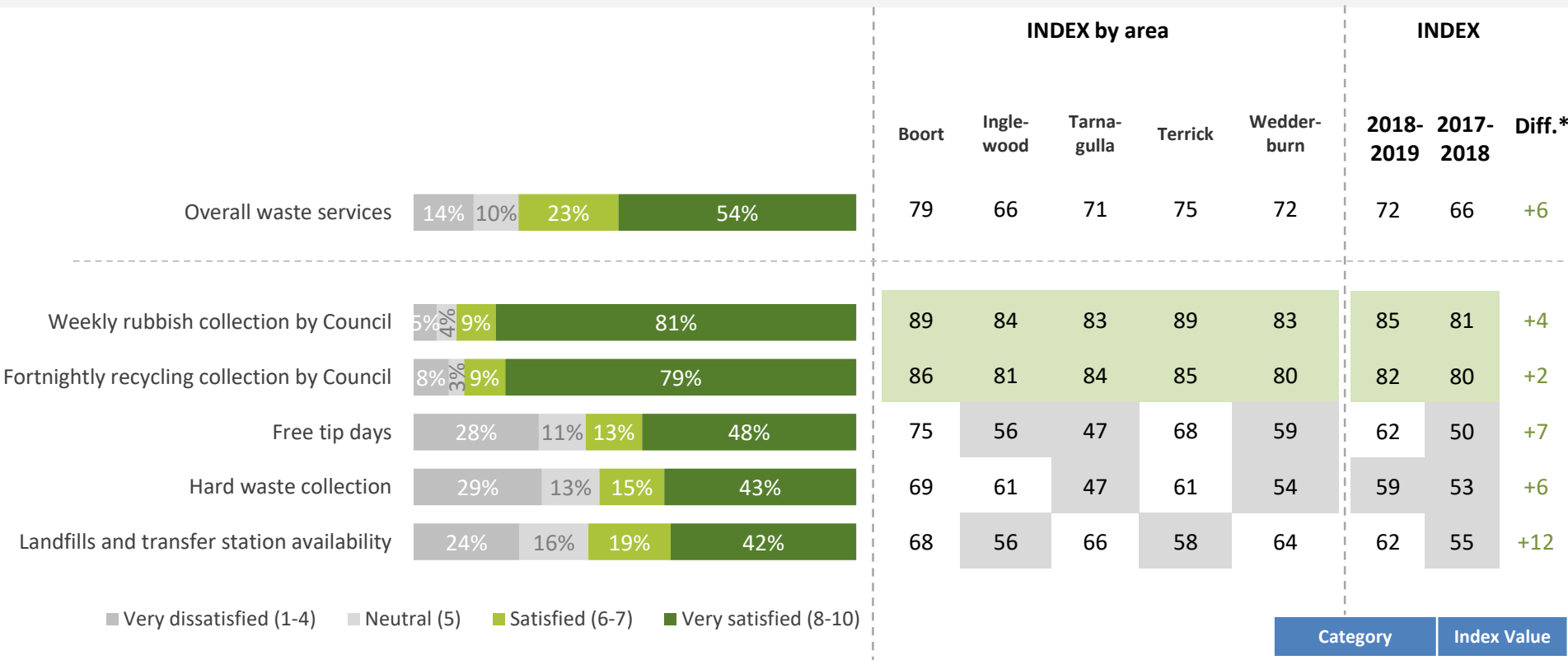
■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. * 2018-2019 index – 2017-2018 index

Satisfaction: Waste Services

Index scores for all *Overall waste services* sub-drivers increase year-on-year. Over eight in ten residents are 'very satisfied' with *Weekly rubbish collection by Council* (81%), while slightly less than this proportion (79%) feel the same about *Fortnightly recycling collection by Council*.



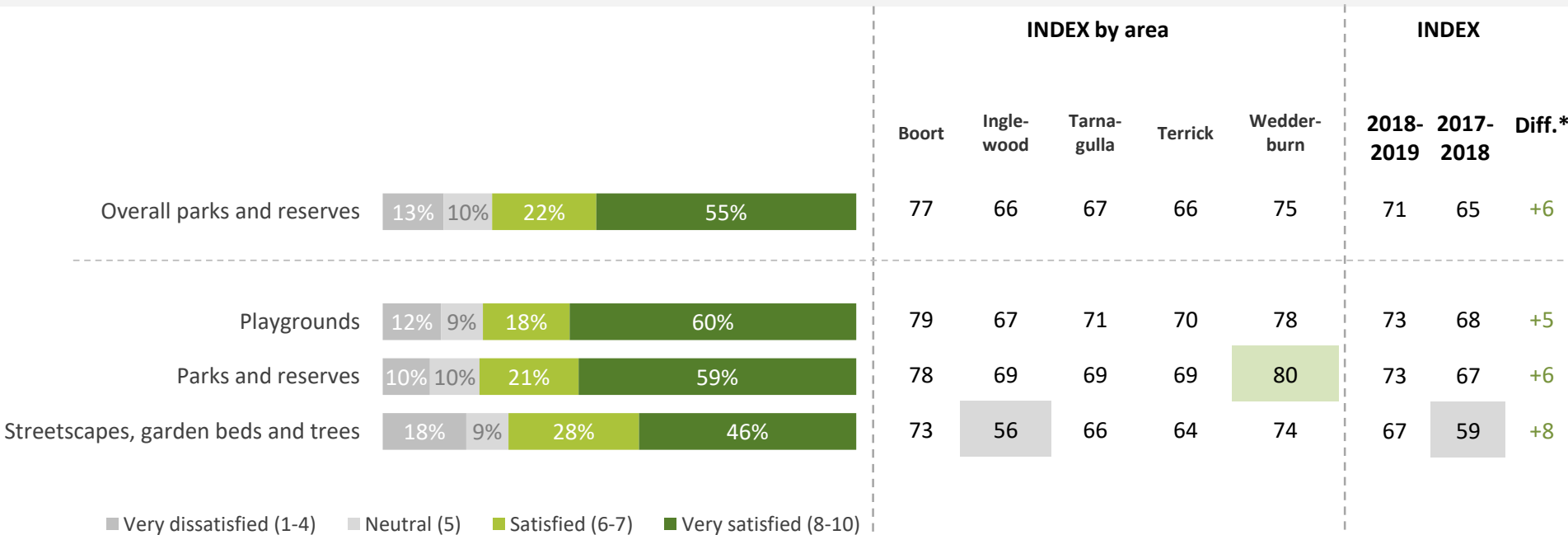
Very dissatisfied (1-4)
 Neutral (5)
 Satisfied (6-7)
 Very satisfied (8-10)

NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. * 2018-2019 index - 2017-2018 index

Satisfaction: Parks and Reserves

Similarly, index scores for all *Overall parks and reserves* sub-drivers increase year-on-year. Six in ten respondents (60%) are ‘very satisfied’ with *Playgrounds*, with a similar proportion (59%) ‘very satisfied’ with *Parks and reserves*.



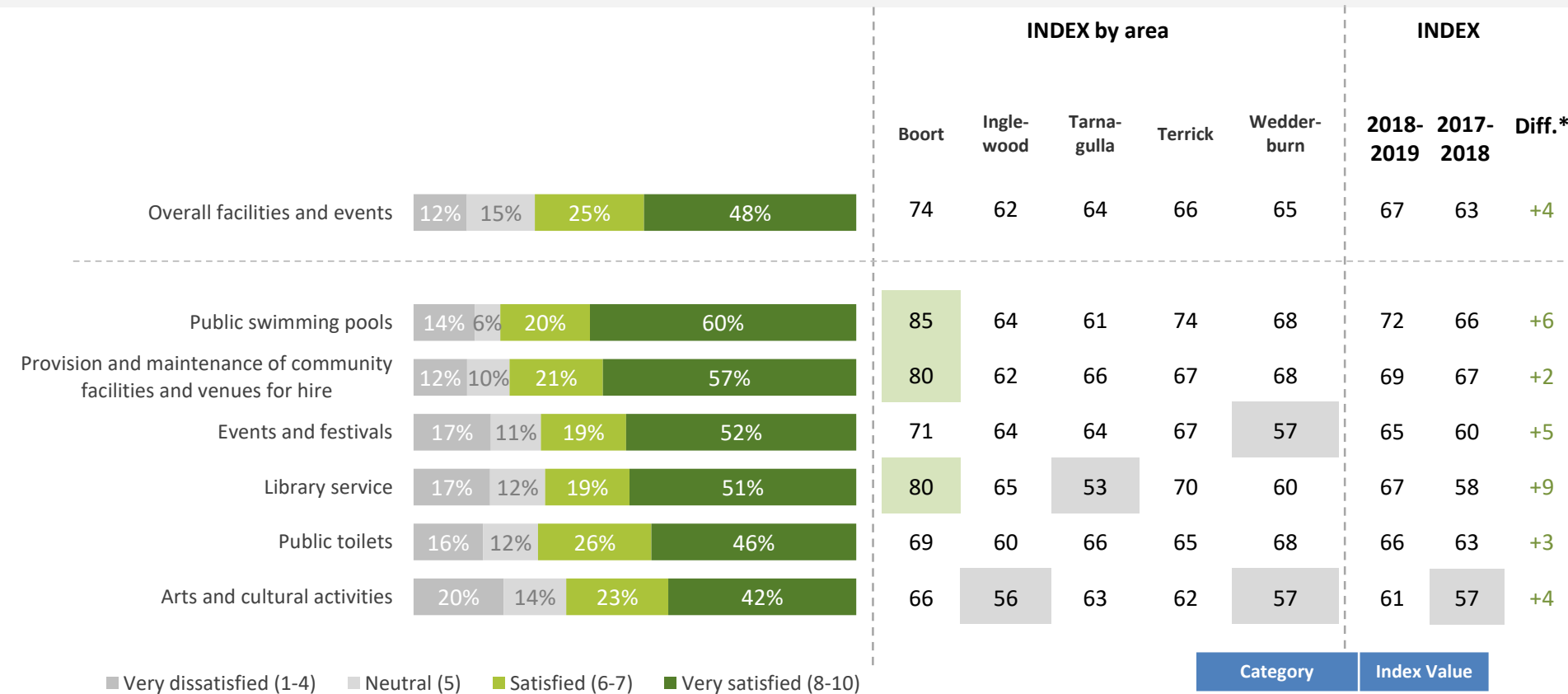
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Very dissatisfied	0 – 39

NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. * 2018-2019 index – 2017-2018 index

Satisfaction: Facilities and Events

Index scores for all *Overall facilities and events* sub-drivers increase year-on-year. Six in ten (60%) of residents are 'very satisfied with the *Public swimming pools*, while a slightly lower proportion (57%) are 'very satisfied with the *Provision and maintenance of community facilities and venues for hire*.

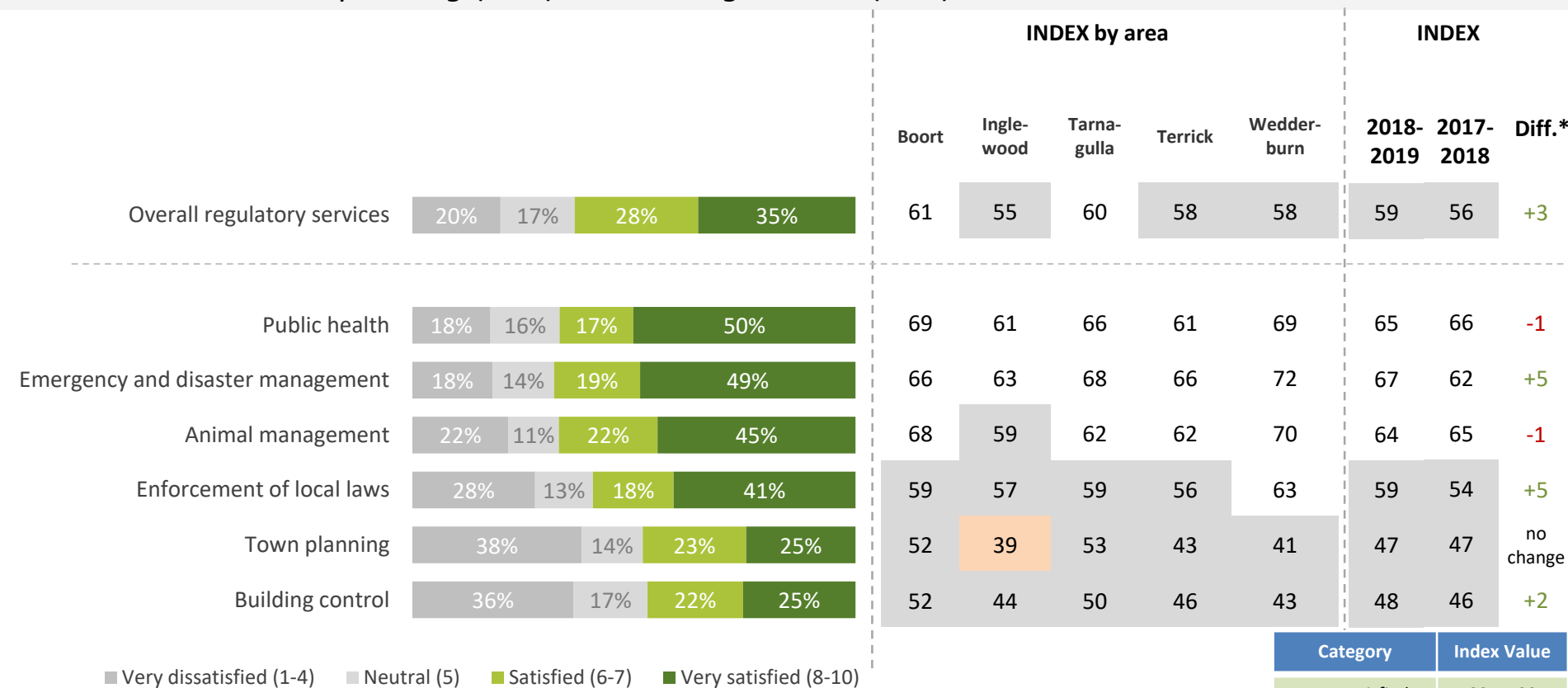


NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. * 2018-2019 index - 2017-2018 index

Satisfaction: Regulatory Services

Half of residents (50%) are 'very satisfied' with *Public health regulatory services*, while a similar proportion (49%) are 'very satisfied' with *Emergency and disaster management*. More than a third of residents are 'very dissatisfied' with *Town planning* (38%) and *Building Control* (36%).



NOTES:

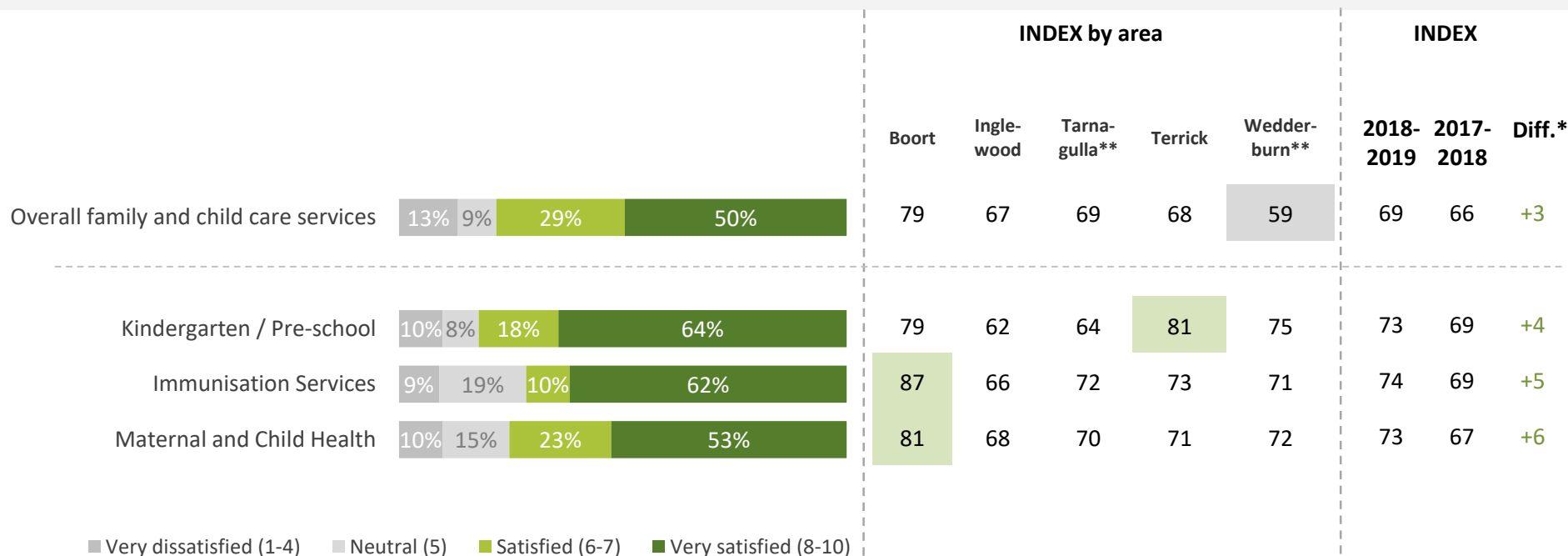
1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
2. RS1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...
3. RS2. Overall how satisfied are you with the Council's regulatory services?
4. * 2018-2019 index – 2017-2018 index

Aged and Disability Care Services and *Family and Child Care 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 *Aged and Disability Care Services*, and *Family and Child Care 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.

Satisfaction: Family and child care services

Index scores for all *Overall family and child care services* increase year-on-year. More than six in ten residents are 'very satisfied' with *Kindergarten / Pre-school* (64%) and *Immunisation Services* (62%).



Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Very dissatisfied	0 – 39

NOTES:

Sample:

1. Sample: 2017-2018 n=173; 2018-2019 n=183, excluding don't know responses; Boort n=35, Inglewood n=31, Tarnagulla n=18**, Terrick n=32; Wedderburn n=28**

2. CC1. The next few questions are about the family and children's services that Council provides. 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...

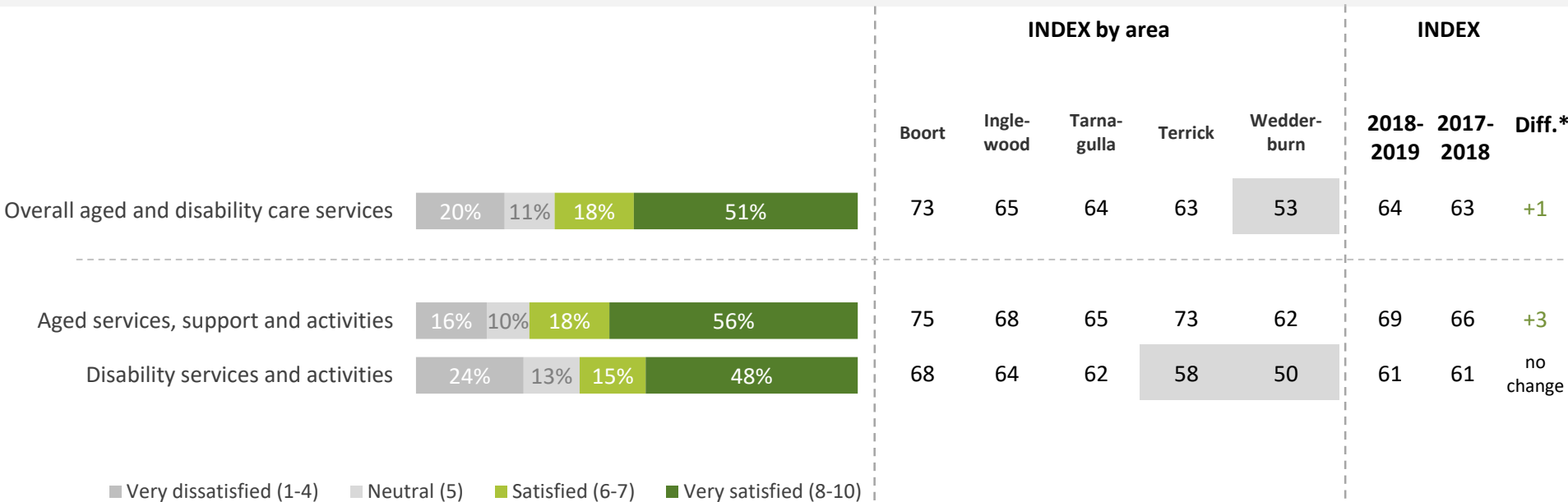
3. CC2. Overall how satisfied are you with the Council's family and children's services?

4. * 2018-2019 index – 2017-2018 index

5. ** Caution: small base size

Satisfaction: Aged and disability care services

Index scores for all *Disability services and activities* remain unchanged year-on-year, while satisfaction with *Aged services, support and activities* improve. More than half of residents (56%) are ‘very satisfied’ with *Aged services, support and activities*.



Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Very dissatisfied	0 – 39

NOTES:

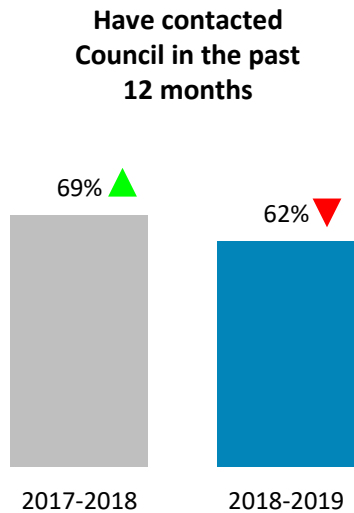
1. Sample: 2017-2018 n=279; 2018-2019 n=238, excludes don't know responses; Boort n=50, Inglewood n=55, Tarnagulla n=36; Terrick n=37; Wedderburn n=52
2. HE1. On a scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with each of the following services that are provided by the Council?
3. HE2. How would you rate your satisfaction with the Council overall for its aged and disability care services?
4. * 2018-2019 index – 2017-2018 index



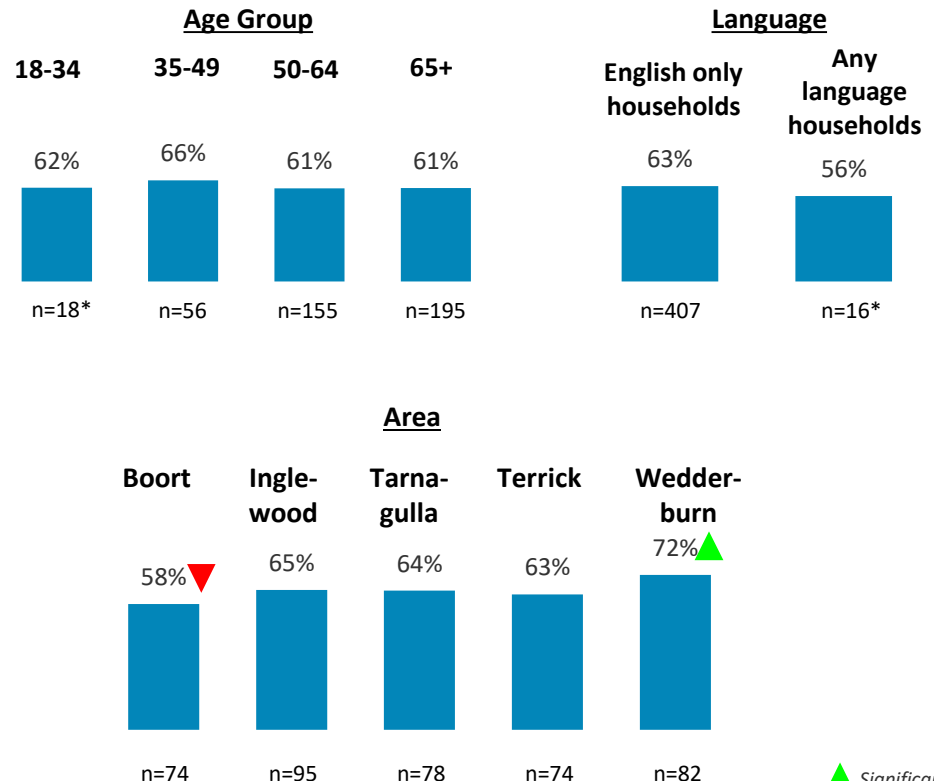
Customer Service and Contact with Council

Contact with Council in the last 12 months

Fewer residents have made contact with Loddon Shire Council in the past 12 months (62%), with Wedderburn residents, residents aged 35 to 49 years and English only household the most likely to have contacted Council.



Proportion of residents in each group who have contacted Council



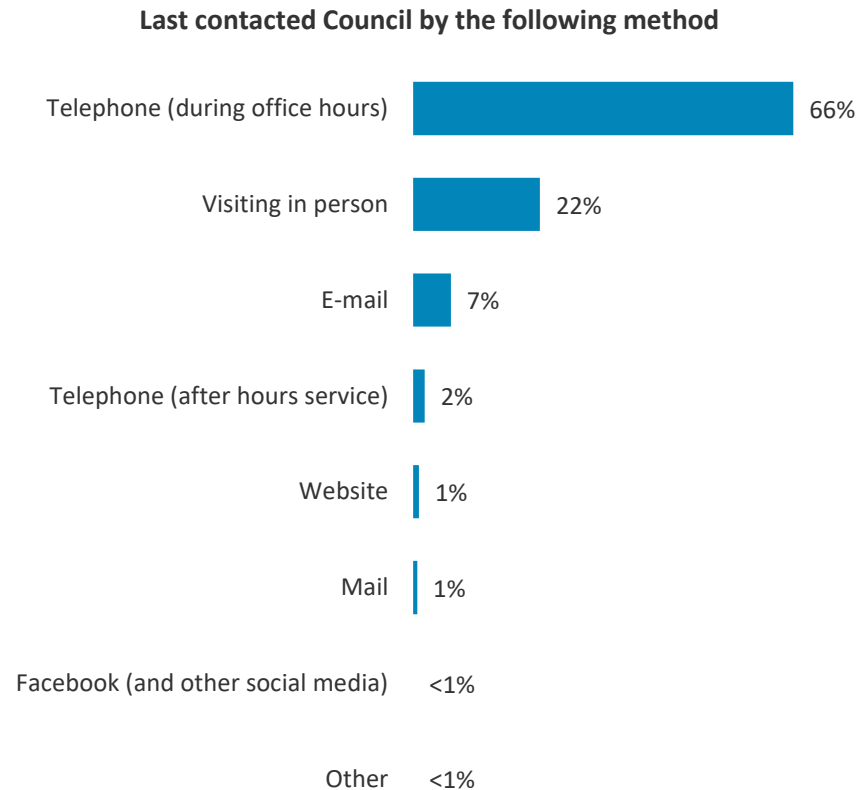
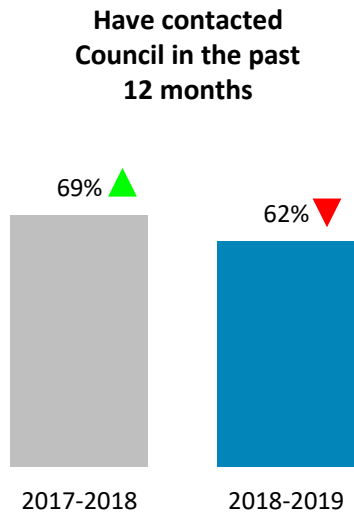
▲ Significantly higher
▼ Significantly lower

NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Excluding don't know response * Caution: small base size
2. CS1. Have you or any member of your household contacted Loddon Shire Council in the last 12 months?

Contact with Council in the last 12 months

More than six in ten residents (66%) who contacted Council did so via *Telephone (during office hours)*. A fifth of those who contacted Council visited in person (22%).

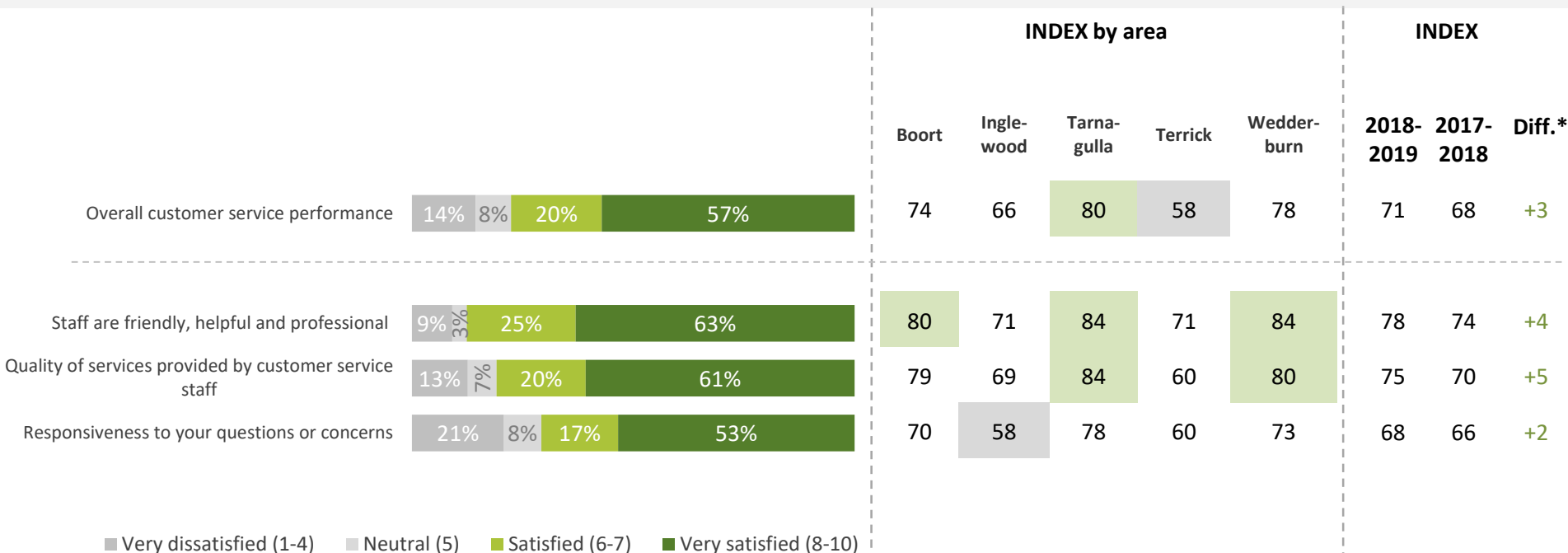


NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429
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...? n=258

Satisfaction: Customer Service and Contact with Council

Index scores for all *Overall customer service performance* sub-drivers increase year-on-year. More than six in ten residents are 'very satisfied' that *Staff are friendly, helpful and professional* (63%) and with the *Quality of services provided by customer service staff* (61%).



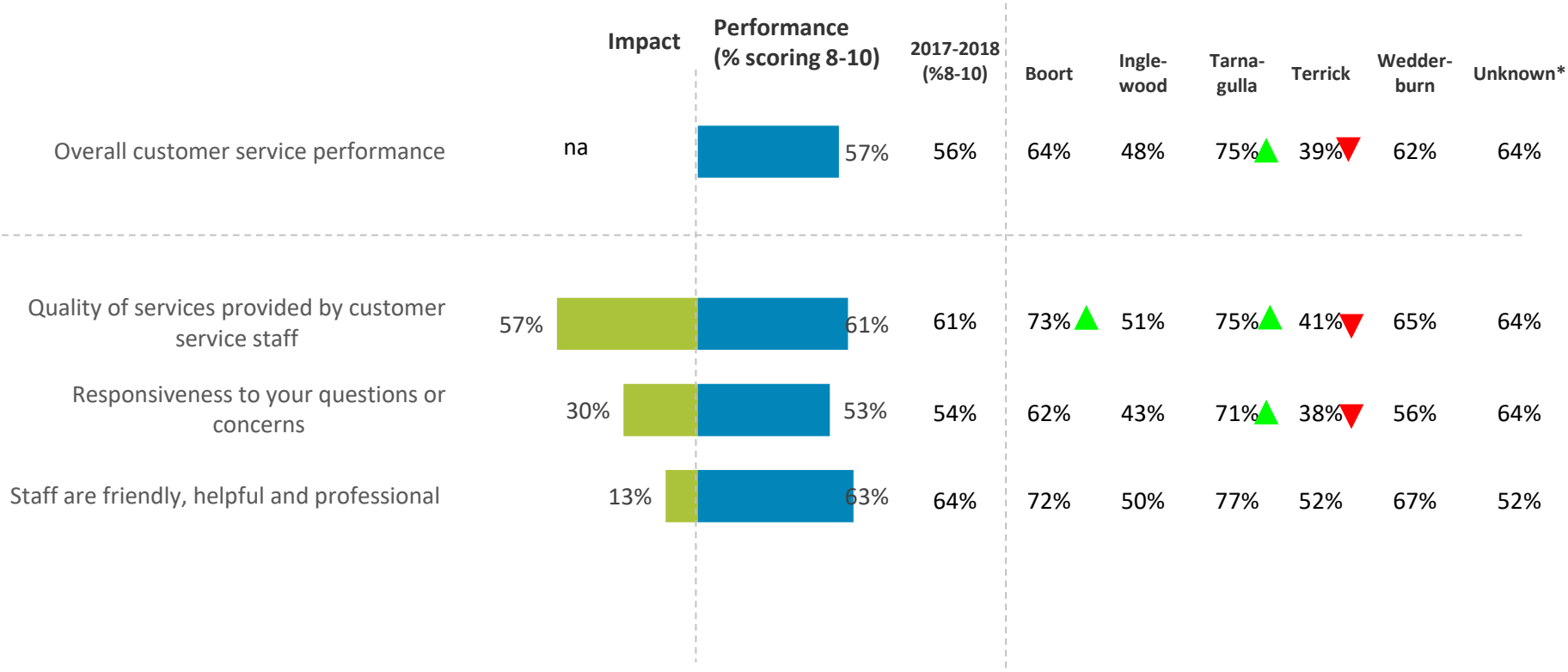
Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Very dissatisfied	0 – 39

NOTES:

- Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82
- 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?
- * 2018-2019 index - 2017-2018 index

Understanding Satisfaction with Customer Service

The *Quality of services provided by customer service staff* has the greatest impact on perceptions of customer service performance and as performance is already high, the strategy is to maintain performance.



NOTES:

1. Sample: 2017-2018 n=460; 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82; n=22 Ward unknown
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?
4. *Caution: small base size

▲ Significantly higher

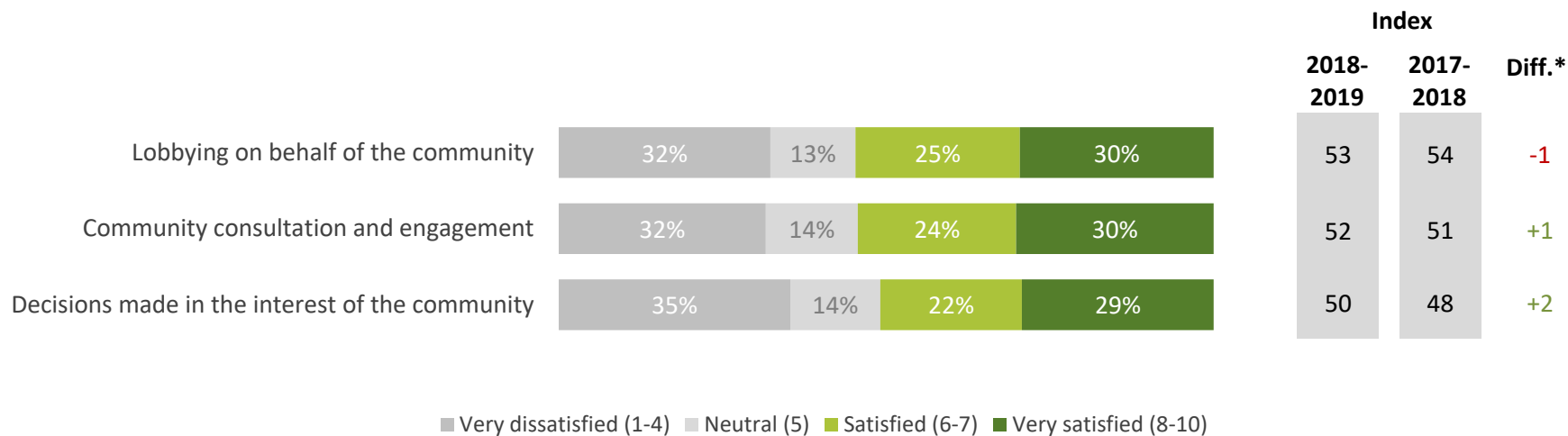
▼ Significantly lower Page 47



Community Engagement

Community engagement: Feedback provided

More than a third of residents (35%) are ‘very dissatisfied’ with *Decisions made in the interest of the community*, while just under a third of residents (32%) are ‘very dissatisfied’ with *Lobbying on behalf of the community*, and *Community consultation and engagement* respectively.



Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Very dissatisfied	0 – 39

NOTES:

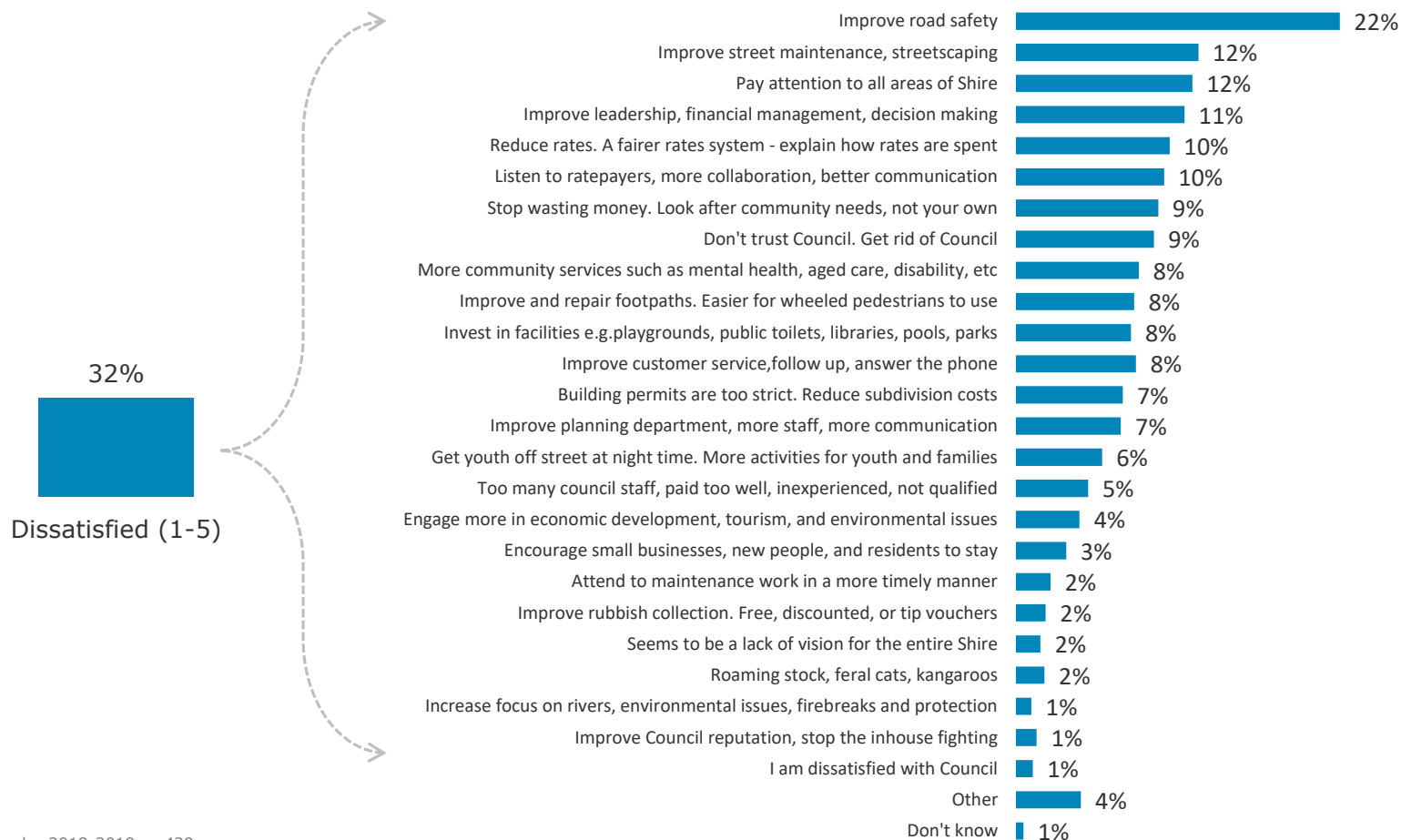
- Sample: 2017-2018 n=460; 2018-2019 n=429
- CE1. On the 10-point scale where 1 is 'very poor' and 10 is 'very good', please rate the following aspects of Council performance in relation to community engagement?
- * 2018-2019 index – 2017-2018 index



Looking Ahead

Changes required for a higher performance rating

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, improved street maintenance and paying attention to all areas of the Shire.

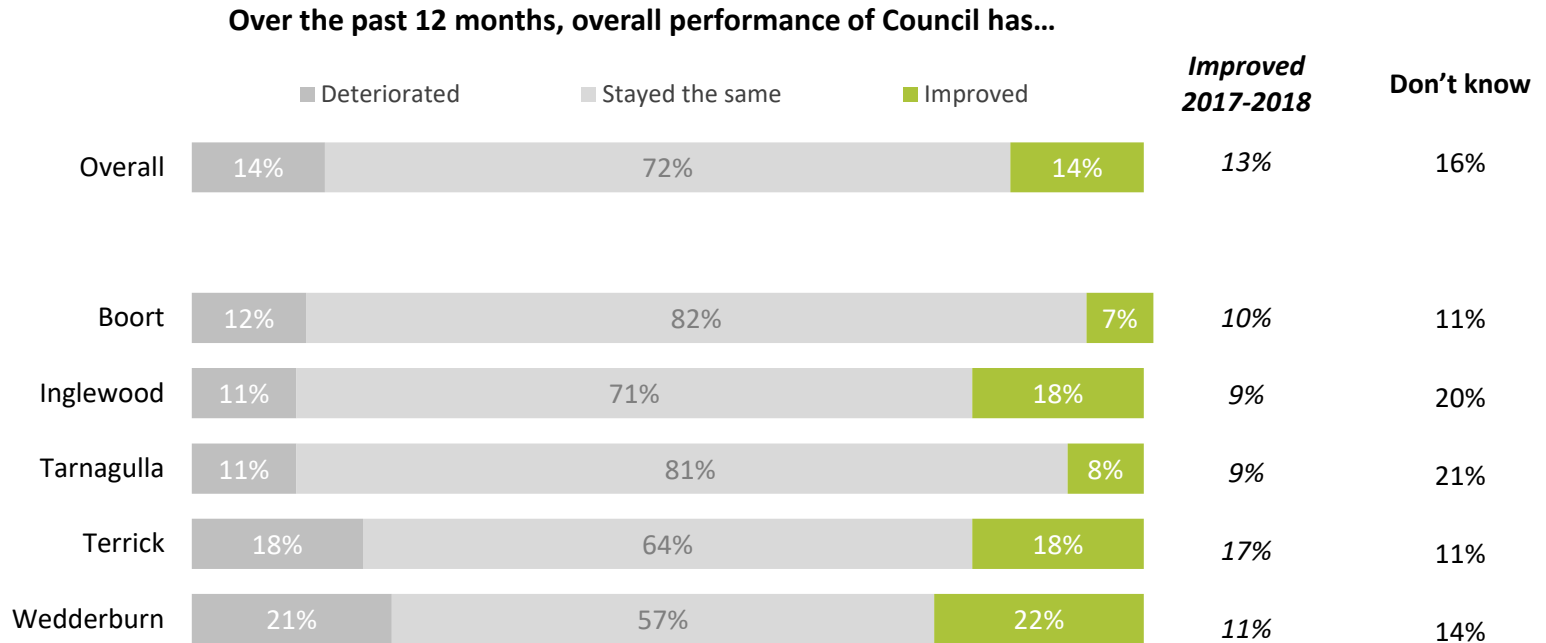


NOTES:

1. Sample: 2018-2019 n=429
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?

Performance over the past twelve months

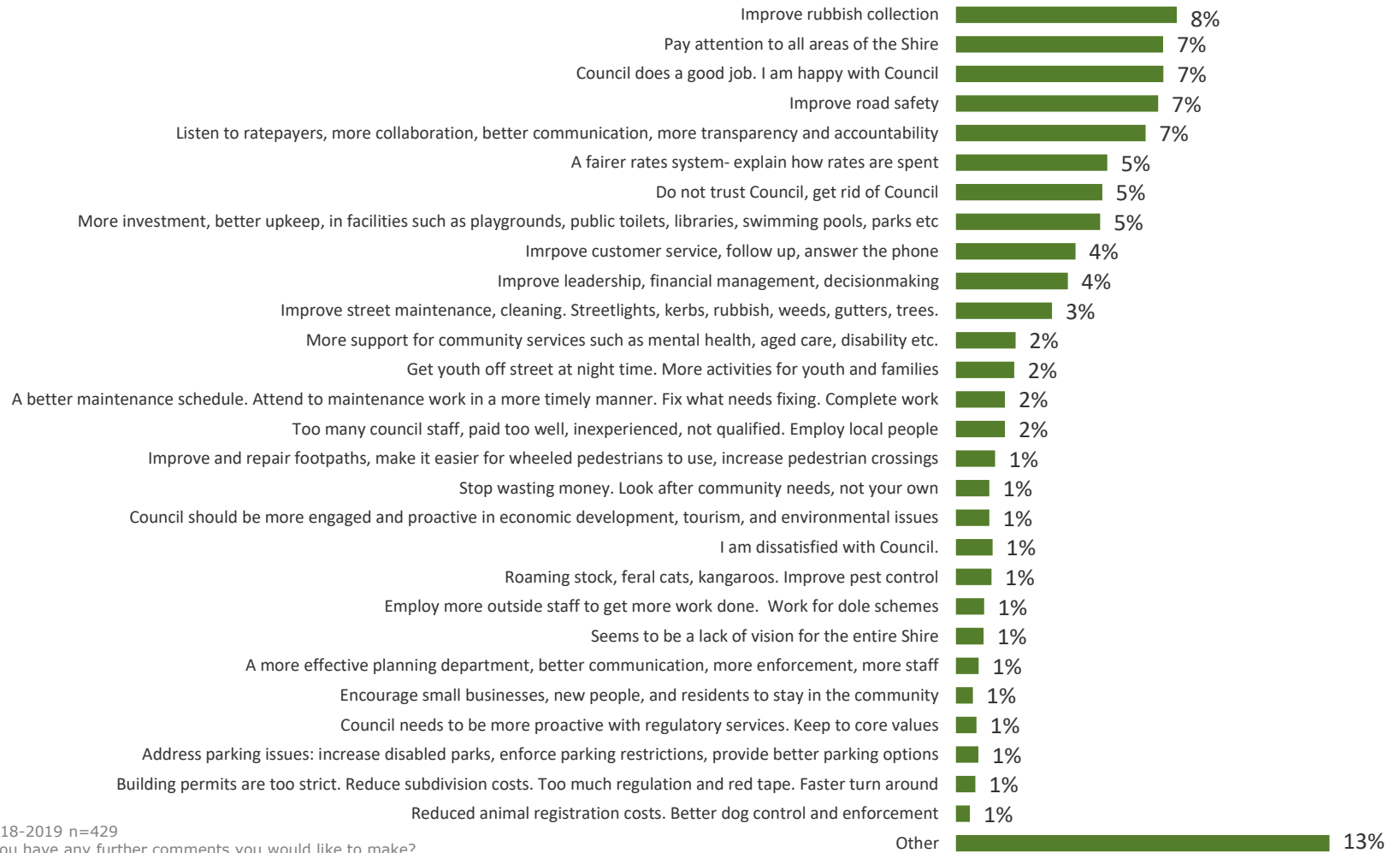
More than seven in ten residents (72%) feel *Overall performance of Council has stayed the same* over the past 12 months, while 14% felt performance has *Improved*.



NOTES:
 1. Sample: 2017-2018 n=460; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82;
 2. 2018-2019 n=429; Boort n=76, Inglewood n=96, Tarnagulla n=78; Terrick n=75; Wedderburn n=82;
 3. OP3. Over the past twelve months, do you think Loddon Shire Council's overall performance has...?

Further Comments

General feedback is varied, with improved rubbish collection, equitable services for all areas, general satisfaction, safer roads and increased consultation and communication the key themes that emerge.



NOTES:

1. Sample: 2018-2019 n=429

2. Gen1: Do you have any further comments you would like to make?

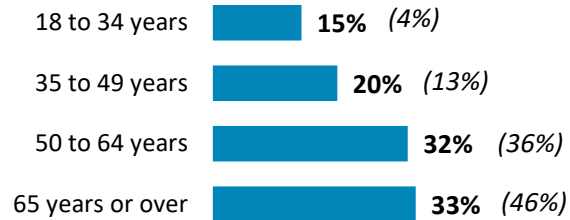


Sample Profile

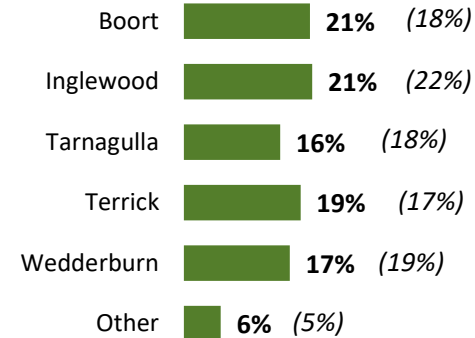
Demographics

Sample profile

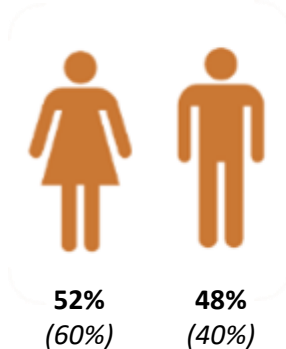
Age group



Area



Gender



n=460
weighted
(unweighted)

The remaining respondents identified as 'other' gender.

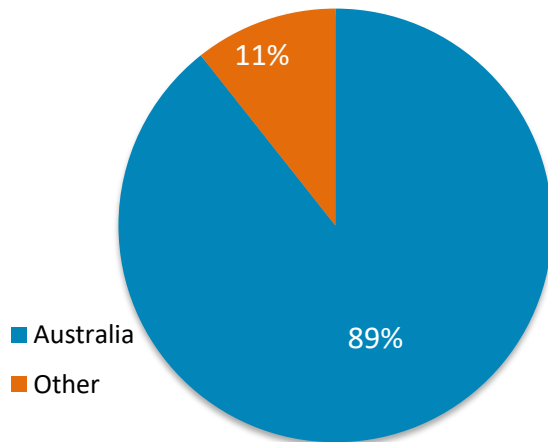
Weighting

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.

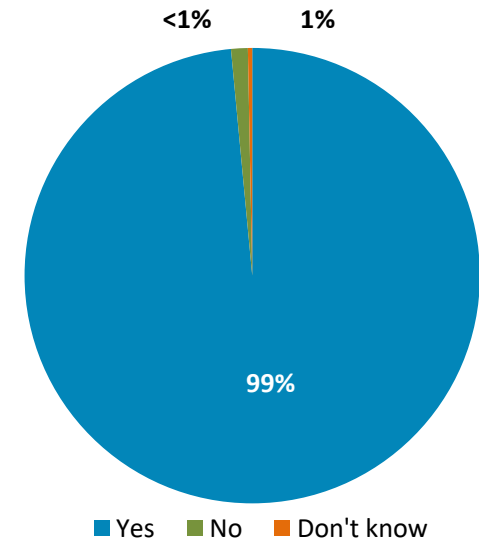
Demographics

Sample profile

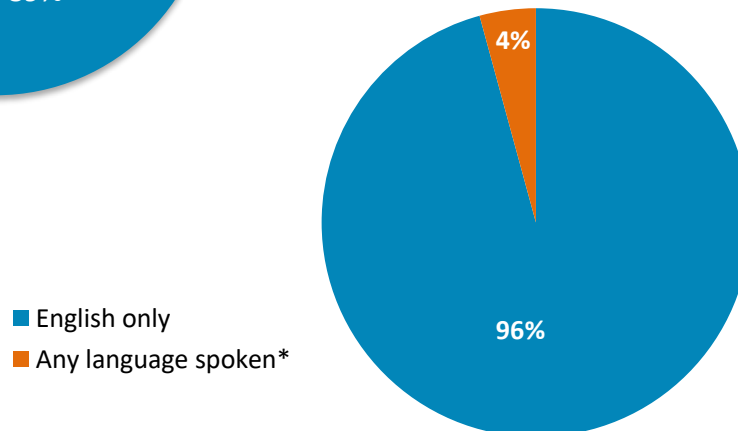
Country of Birth



Member of household pays rates in Loddon Shire



Languages spoken at home



1. DEM3. Are there any languages other than English spoken at home? **Any language other than and including English



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