

**COMMUNITY SATISFACTION SURVEY
LODDON SHIRE COUNCIL
JUNE 2012**

- RESEARCH REPORT -

**Coordinated by the
Department of Planning and Community Development
on behalf of Victorian councils**



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Summary of Findings

- In 2012 Loddon Shire Council recorded an Overall Performance Index Score of 67. This is significantly higher than the State-wide average of 60 for this measure and the average of 59 for the Small Rural Shires group.
- On other core performance measures (which can also be compared against all Councils State-wide and the Small Rural Shires group) Loddon Shire Council scored as follows:
 - 75 for Customer Service
 - 63 for Advocacy
 - 62 for Community Consultation and Engagement
 - 56 for Overall Council Direction
- More specifically, on all of these core measures Loddon Shire Council scores significantly higher than both the State-wide average and the Small Rural Shires group average, as follows:
 - 75 for Customer Service is 4 points higher than the average of 71 State-wide and 5 points higher than the average of 70 for Small Rural Shires. It is based on the 68% of Council residents who have had contact with Loddon Shire Council in the last 12 months.
 - 63 for Advocacy is 8 points higher than the State-wide average of 55 and 7 points higher than the Small Rural Shires group average of 56.
 - 62 for Consultation is 5 points higher than both the State-wide and Small Rural Shires group averages of 57.
 - 56 for Council Direction is 4 points higher than the State-wide average of 52 and 6 points higher than the Small Rural Shires group average of 50.

Summary of Findings

- In terms of its Overall Performance Index Score of 67, which as noted is significantly higher than the State-wide and the Small Rural Shires group averages of 60 and 59 respectively, rated performance for Loddon Shire Council is:
 - Highest and significantly so, amongst residents aged 65+ (72).
 - Lowest and significantly so, amongst residents aged 50-64 (61).
- Of the 68% who have had contact with Loddon Shire Council over the last 12 months and who rate it 75 overall for Customer Service, rated performance is:
 - Highest amongst residents aged 65+ (78).
 - Lowest amongst residents aged 18-34 (67) and men aged 18-49 (68).
- Loddon Shire Council's Advocacy efforts are rated highest by residents aged 65+ (68) and women aged 50+ (66), whilst residents aged 50-64 (59) generally rate the Council significantly lower than the average of 63 for all residents.
- On the measure of Community Consultation and Engagement, residents aged 65+ (65) and women aged 50+ (64) rate the performance of Loddon Shire Council higher than the average of 62, whilst residents aged 50-64 (58) rate its performance lower than average.

Summary of Findings

- When asked about the direction of Loddon Shire Council over the last 12 months, 64% of all residents say it has stayed about the same, 21% say things have improved and 10% say things have deteriorated. These are more positive results than against the State-wide results (18% improved, 15% deteriorated) and especially the Small Rural Shires group (18% improved, 17% deteriorated).
- Residents aged 65+ (30%), women aged 18-49 (29%) and residents aged 35-49 (28%) are most likely to say Council Direction has improved. Conversely, residents aged 18-34 (19%) are most likely to say Council Direction has deteriorated over the last 12 months.
- In terms of getting in touch with residents to inform them about council news and information and upcoming events, a council newsletter sent via mail is by far the preferred form of communication (mentioned by 62%), both for those aged under 50 (63%) and also over 50s (61%). A council newsletter sent via email or as a local newspaper insert is the second most preferred method of communication among residents aged under 50 (11%), whilst advertising in a local newspaper is the next preferred means amongst those aged over 50 (15%).
- When asked to describe the best thing about Council, top responses included:
 - Accessible and polite customer service, including response times: 13%
 - Councilors work well and are approachable: 13%
 - Overall a good place to live: 11%
 - Well maintained roads and streets: 8%

Summary of Findings

- When asked what Council needs to do to improve its performance, positively 15% of residents said nothing, that they were happy with the status quo. However areas for improvement included:
 - Maintenance of streets and sealed roads: 16%
 - Unsealed road maintenance, including rural and gravel roads: 13%
 - Communication: 10%
 - Improve and build more footpaths / walking tracks: 7%
- The category descriptions for these 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.
- In relation to the use of Council services in the last 12 months, personal and household use or experience is highest for waste management (71% personal, 75% total household), maintenance of unsealed roads (68% personal, 70% total household), the condition of local streets and footpaths (65% personal, 67% total household) and the appearance of public areas (61% personal, 65% total household).
- Conversely, lowest personal and household use or experience has been with Council's general town planning policy (12% personal, 14% total household), planning and building permits (12% personal, 15% total household) and elderly support services (13% personal, 17% total household).

Summary of Findings

- Residents were asked to rate a range of Council services for importance as a responsibility for Council and also Council's performance on those same services over the last 12 months.
- Residents rated the maintenance of unsealed roads (83), emergency and disaster management and elderly support services (both 81) highest in importance and community and cultural activities (62) and planning and building permits (64) lowest in importance.
- Council's rated performance is highest on recreational facilities (74) and the appearance of public areas (73) and lowest on the maintenance of unsealed roads (52).
- Council should also make its own assessment of what overall level of performance it considers satisfactory, but services where importance exceeds performance is a useful starting point. We also recommend further analysis of the rated importance and performance of specific service areas by their personal and household user groups.

Summary of Findings

- Services on which rated performance equals or exceeds importance include:
 - Community & cultural activities: performance 64, importance 62 = +2 net differential
 - Recreational facilities: performance 74, importance 72 = +2 net differential
 - The appearance of public areas: performance 73, importance 73 = no net differential
- Services on which rated importance exceeds performance include:
 - Maintenance of unsealed roads in your area: performance 52, importance 83 = -31 net differential
 - Condition of local streets and footpaths in your area: performance 58, importance 75 = -17 net differential
 - Lobbying on behalf of the community: performance 63, importance 75 = -12 net differential
 - Community consultation and engagement: performance 62, importance 73 = -11 net differential
 - Informing the community: performance 64, importance 75 = -11 net differential
 - Emergency and disaster management: performance 70, importance 81 = -11 net differential
 - Elderly support services: performance 72, importance 81 = -9 net differential
 - Family support services: performance 66, importance 75 = -9 net differential
 - Council's general town planning policy: performance 60, importance 69 = -9 net differential
 - Planning & building permits: performance 58, importance 64 = -6 net differential
 - Waste management: performance 72, importance 76 = -4 net differential
 - Business & community development and tourism: performance 65, importance 69 = -4 net differential
 - Enforcement of local laws: performance 67, importance 70 = -3 net differential

Observations & Recommended Next Steps

- In summary:
 - On all core measures, Loddon Shire Council rates significantly higher than the State-wide and Small Rural Shires group averages.
 - This is a very positive result, even more so as improved performance over the last 12 months is indicated.
 - Certain groups appear consistently as drivers of above and below average performance. Residents aged 65+ and women aged 50+ consistently rate Council more favourably across the measures. Conversely, residents aged 18-34 and particularly men aged 18-49, as well as residents aged 50-64 consistently rate Council lower than the average.
- Based on the above findings we recommend an increased focus by Loddon Shire Council on the service needs and priorities of people in the 18-34 and 50-64 year old ranges, as combined they represent 46% of all residents.
- It is also important not to ignore, and to learn from, what is working amongst other groups, especially 65+ year olds as well as women aged 50+.
- There is diversity and indeed some overlap on a gender and age group basis between the positive and negative drivers of opinion, so Council should be wary of assuming too much when speaking to individual residents.

Observations & Recommended Next Steps

- A challenge for the year ahead will be maintaining such an excellent set of results across the core performance responsibilities, but in terms of looking for areas to focus on for improved service delivery those services where there is a 10-point plus net negative differential between rated importance and performance may well be a good starting point and include the following:
 - Maintenance of unsealed roads in your area
 - Condition of local streets and footpaths in your area
 - Lobbying on behalf of the community
 - Community consultation and engagement
 - Informing the community
 - Emergency and disaster management
- An approach we recommend considering 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.

Background & Objectives

- Welcome to the report of results and recommendations for the 2012 Community Satisfaction Survey for Loddon Shire Council.
- Each year the Department of Community Planning and Development (DCPD) coordinates and auspices this 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 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 DCPD.

Background & Objectives (Cont'd)

- **Please note that comparisons should not be made with Community Satisfaction Survey results from 2011 and prior. As a result of feedback from extensive consultations with Councils, in 2012 there have been necessary and significant changes to the methodology and content of the survey which make comparisons invalid, including:**
 - 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 Community Satisfaction Survey should be considered as a benchmark. Tracking comparisons will be possible in future years.
- Detailed explanations of the 'Survey Methodology & Sampling' and 'Analysis & Reporting' approaches are provided in the following sections.

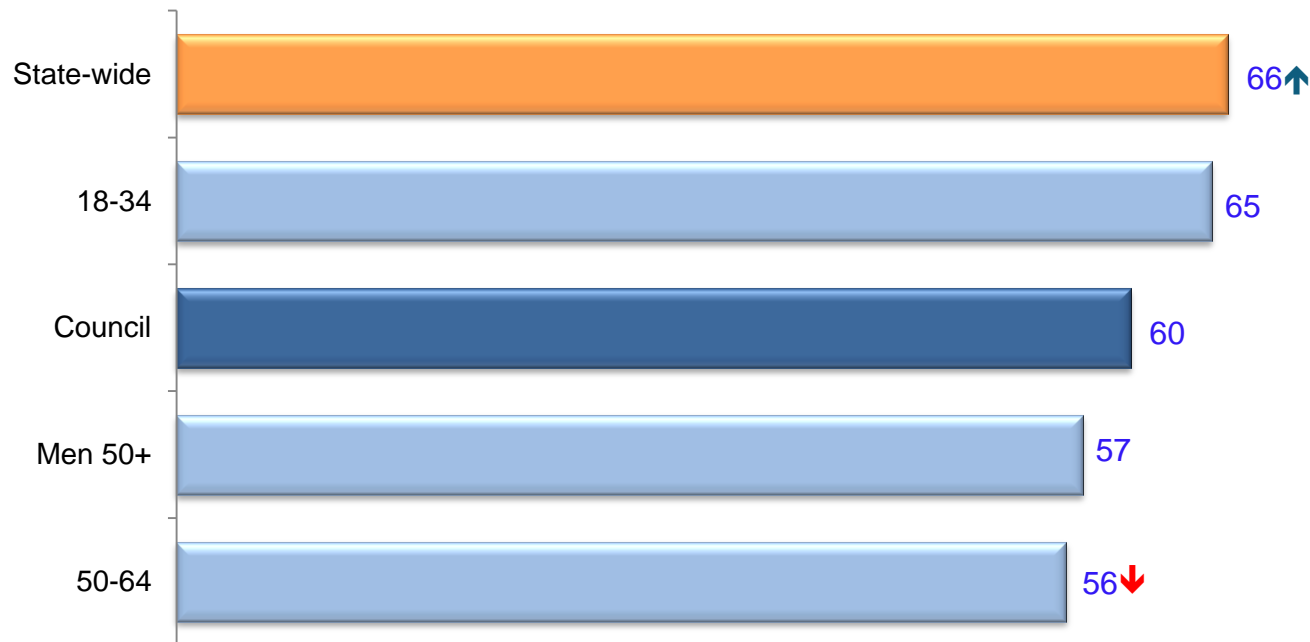
Survey Methodology & Sampling

- This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in the Loddon Shire Council.
- Survey sample matched to the Loddon Shire Council 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 in the Council, particularly younger people.
- A total of n=400 completed interviews were achieved based on a survey of an estimated average length of 15 minutes. Survey fieldwork was conducted in the period of 18th May – 30 June 2012.
- 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.
- “NET” scores refer to two or more response categories being combined into one category for simplicity of reporting.

Survey Methodology & Sampling (Cont'd)

- 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. Therefore in the following example:
 - The State-wide result is significantly higher than the overall result for the Council.
 - The result amongst 50-64 year olds in the Council is significantly lower than for the overall result for the Council.

Overall Performance – Index Score (example extract only)



Margins of Error

- The sample size for the 2012 Community Satisfaction Survey for Loddon Shire Council was 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 400 interviews is +/-4.9% 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 45.1% - 54.9%.
- 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.

Table 2: Survey sub-samples and margins or error

| Demographic | Actual survey sample size | Weighted base | Maximum margin of error at 95% confidence interval |
|----------------------|---------------------------|---------------|--|
| Loddon Shire Council | 400 | 400 | +/-4.9 |
| Men | 168 | 208 | +/-7.5 |
| Women | 232 | 192 | +/-6.3 |
| 18-34 years | 38 | 73 | +/-16.1 |
| 35-49 years | 88 | 91 | +/-10.4 |
| 50-64 years | 130 | 113 | +/-8.5 |
| 65+ years | 144 | 123 | +/-8.1 |
| Men 18-49 years | 53 | 83 | +/-13.5 |
| Men 50+ years | 115 | 125 | +/-9.1 |
| Women 18-49 years | 73 | 81 | +/-11.5 |
| Women 50+ years | 159 | 112 | +/-7.7 |

Analysis & Reporting

Council Groups

- Wherever appropriate, results for Loddon Shire Council for this 2012 Community Satisfaction Survey have been compared against other Councils in the Small Rural Shires group and on a State-wide basis. Loddon Shire Council is self-classified as a Small Rural Shires Council according to the following classification list:
 - Inner metropolitan councils
 - Outer metropolitan councils
 - Rural cities and regional centres
 - Large rural shires
 - Small rural shires
- The Councils in the Small Rural Shires group are: Alpine, Benalla, Buloke, Central Goldfields, Gannawarra, Golden Plains, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Mount Alexander, Murrindindi, Pyrenees, Queenscliffe, Strathbogie, West Wimmera and Yarriambiack. All participating Councils are listed in the State-wide report published on the DPCD website. In 2012, 71 of the 79 Councils throughout Victoria participated in this survey.

Analysis & Reporting (Cont'd)

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 (after this initial 2012 benchmark) and 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 |

- 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:
 - 'Improved' = 100
 - 'Stayed about the same' = 50
 - 'Deteriorated' = 0

Analysis & Reporting (Cont'd)

Reporting

- Every Council that participated in the 2012 Victorian Local Government Community Satisfaction Survey receives a customized report. In addition, DPCD 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 with DPCD or others unless by express written approval of the commissioning Council.
- The State-wide Research Results Summary Report is available on the Department's website at www.localgovernment.vic.gov.au.

Contacts

- For further queries about the conduct and reporting of this Community Satisfaction Survey, please contact JWS Research as follows:
 - John Scales – jsc@jwsresearch.com - 0409 244412
 - Mark Zuker – mz@jwsresearch.com - 0418 364009

Analysis & Reporting (Cont'd)

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 2012 Community Satisfaction Survey were 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)
 - Contact in last 12 months (Contact)
 - Rating of contact (Contact rating)
 - Overall council direction last 12 months (Council direction)
- Reporting of results for these Core questions can always be compared against other Councils in the Council group and against all participating Councils State-wide. Alternatively, some questions in the 2012 Community Satisfaction Survey were optional. If comparisons for Loddon Shire Council for some questions cannot be made against all other Councils in the Small Rural Shires group and/or all Councils on a State-wide basis, this is noted for those results by noting the number of Councils the comparison is made against.
- Councils also had the ability to ask tailored questions specific only to their Council. Results for these tailored questions are only reported to the commissioning Council.

Glossary of Terms

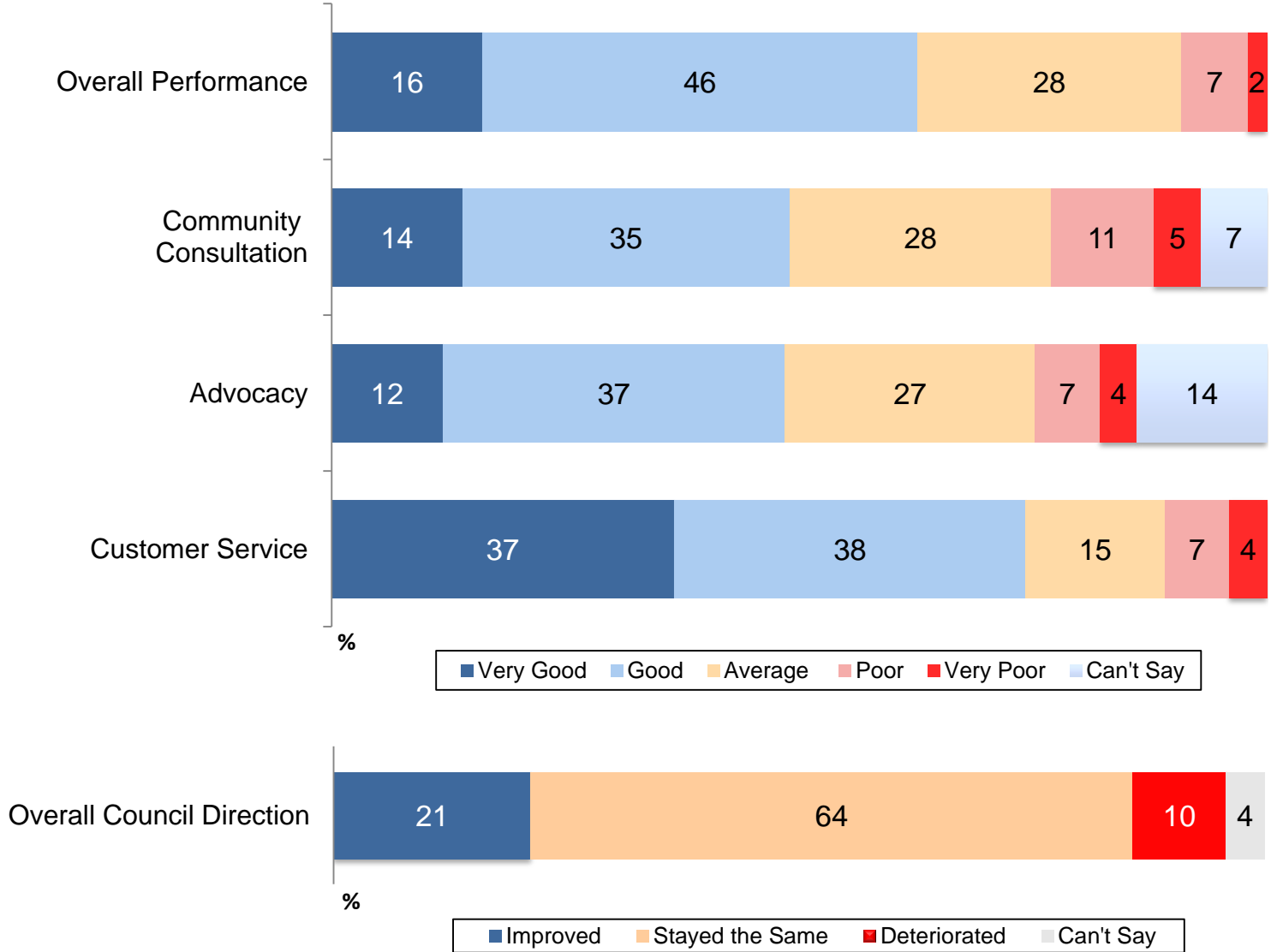
- **Core questions:** Compulsory inclusion questions for all Councils participating in the CSS.
- **CSS:** 2012 Victorian Local Government Community Satisfaction Survey.
- **Council group:** One of five self-classified groups, comprising: inner metropolitan councils, outer metropolitan councils, rural cities and regional centres, large rural shires and small rural shires.
- **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.

KEY RESULTS SUMMARY

Summary of Key Community Satisfaction Results

| | Index Score |
|--|-------------|
| OVERALL PERFORMANCE | 67 |
| COMMUNITY CONSULTATION (Community consultation and engagement) | 62 |
| ADVOCACY (Lobbying on behalf of the community) | 63 |
| CUSTOMER SERVICE | 75 |
| OVERALL COUNCIL DIRECTION | 56 |

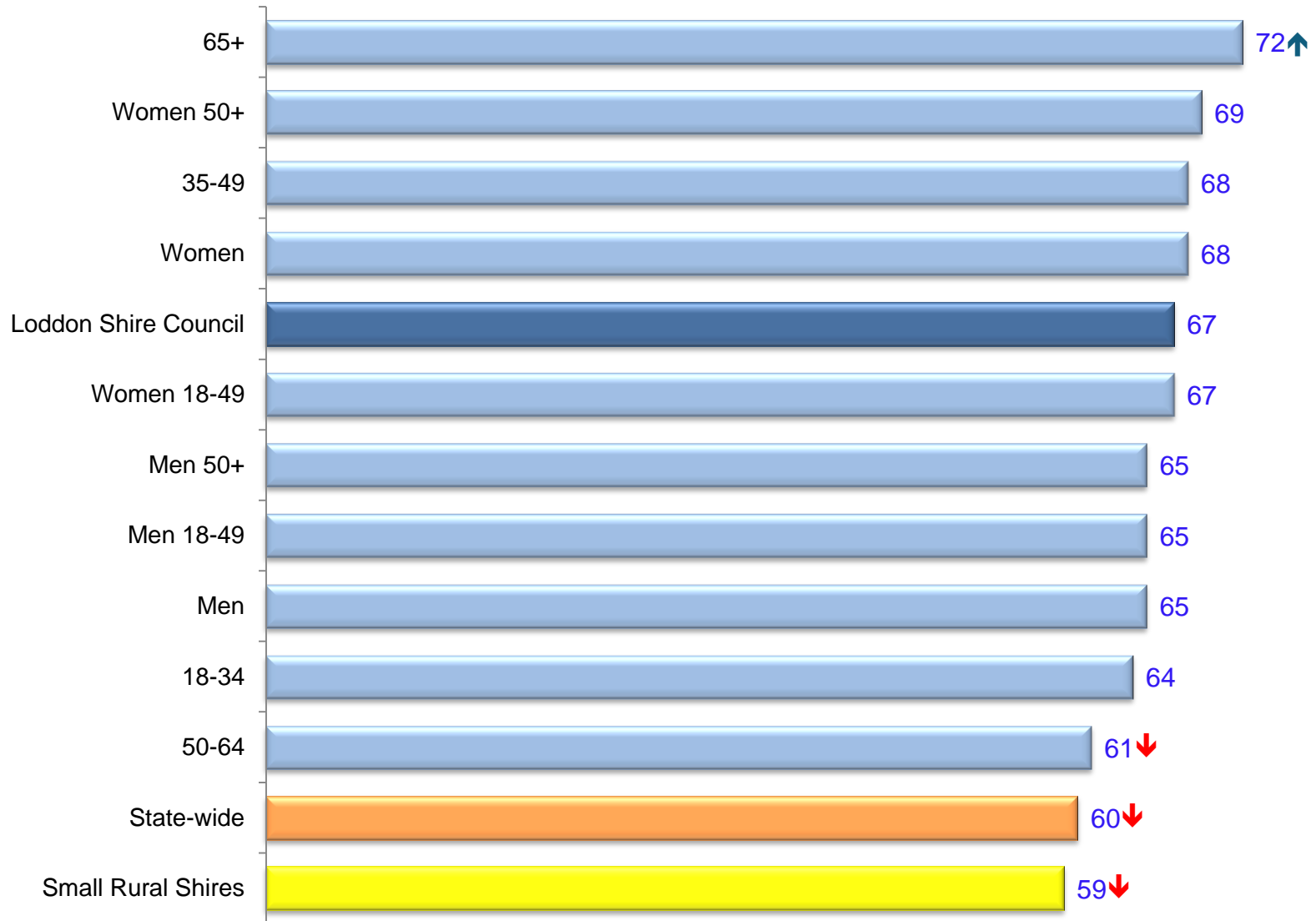
Summary of Key Community Satisfaction Results



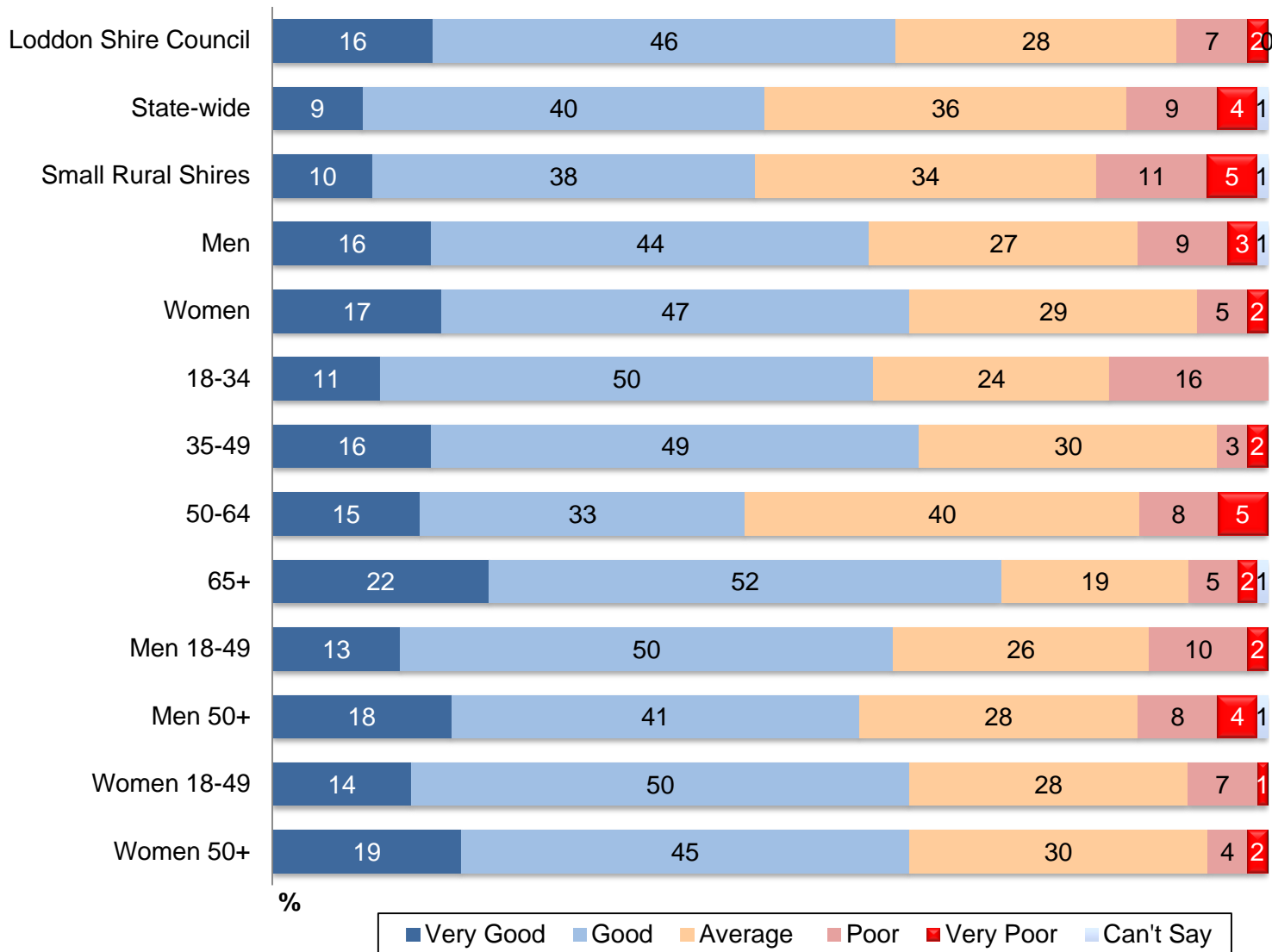
DETAILED RESULTS

SECTION 1: OVERALL PERFORMANCE

Overall Performance – Index Score

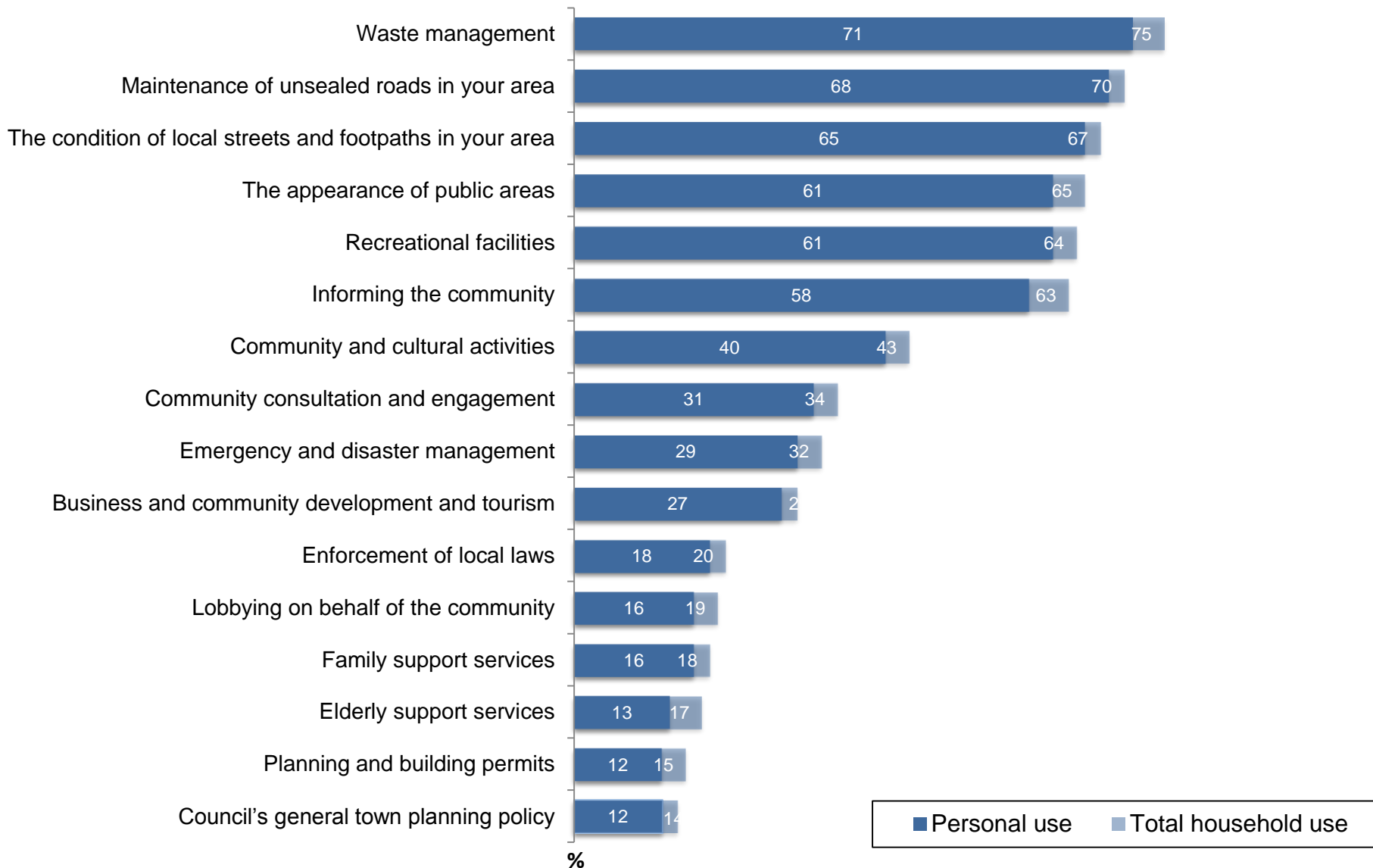


Overall Performance – Detail



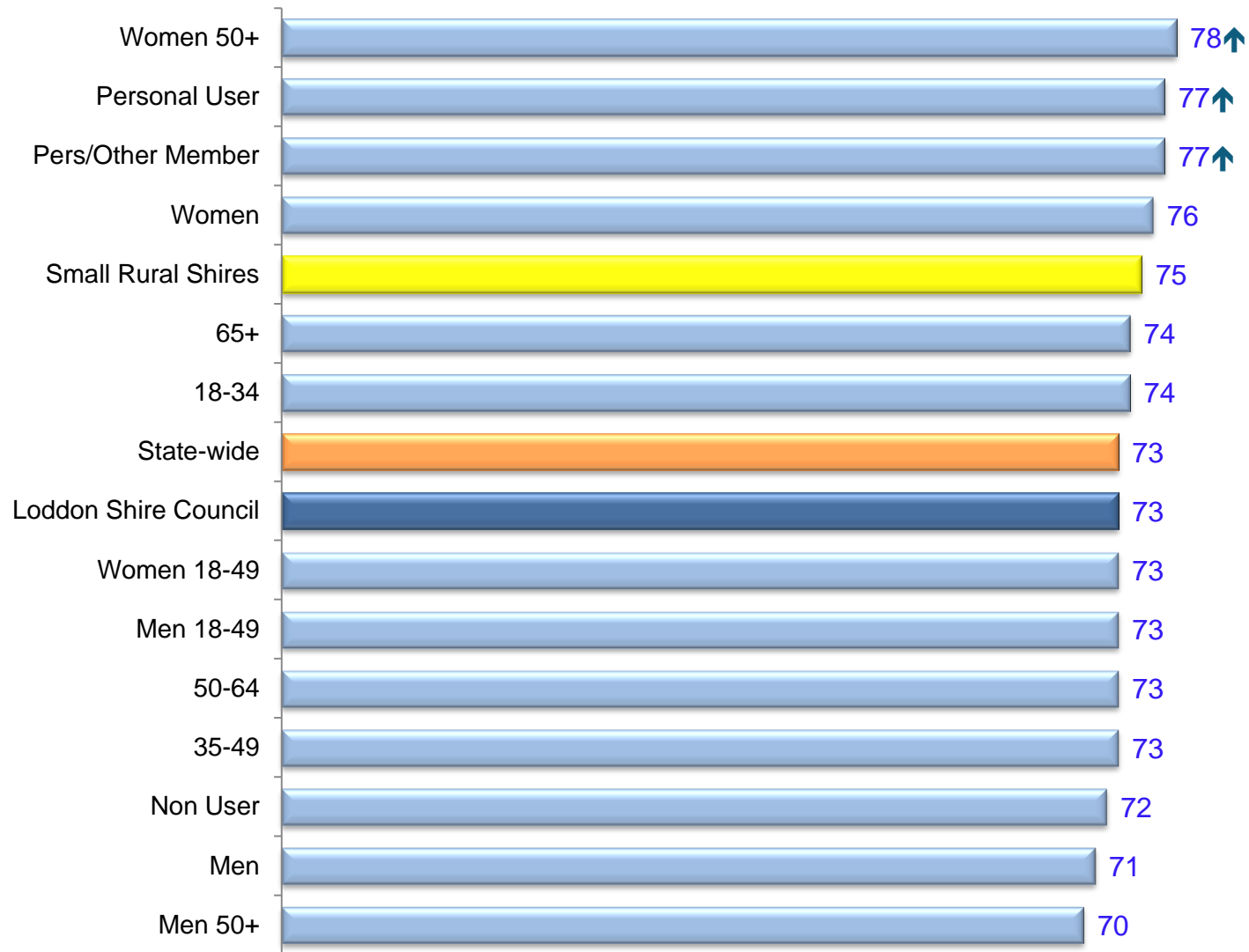
SECTION 2: INDIVIDUAL RESPONSIBILITIES

Personal and Household Use/Experience of Council Services

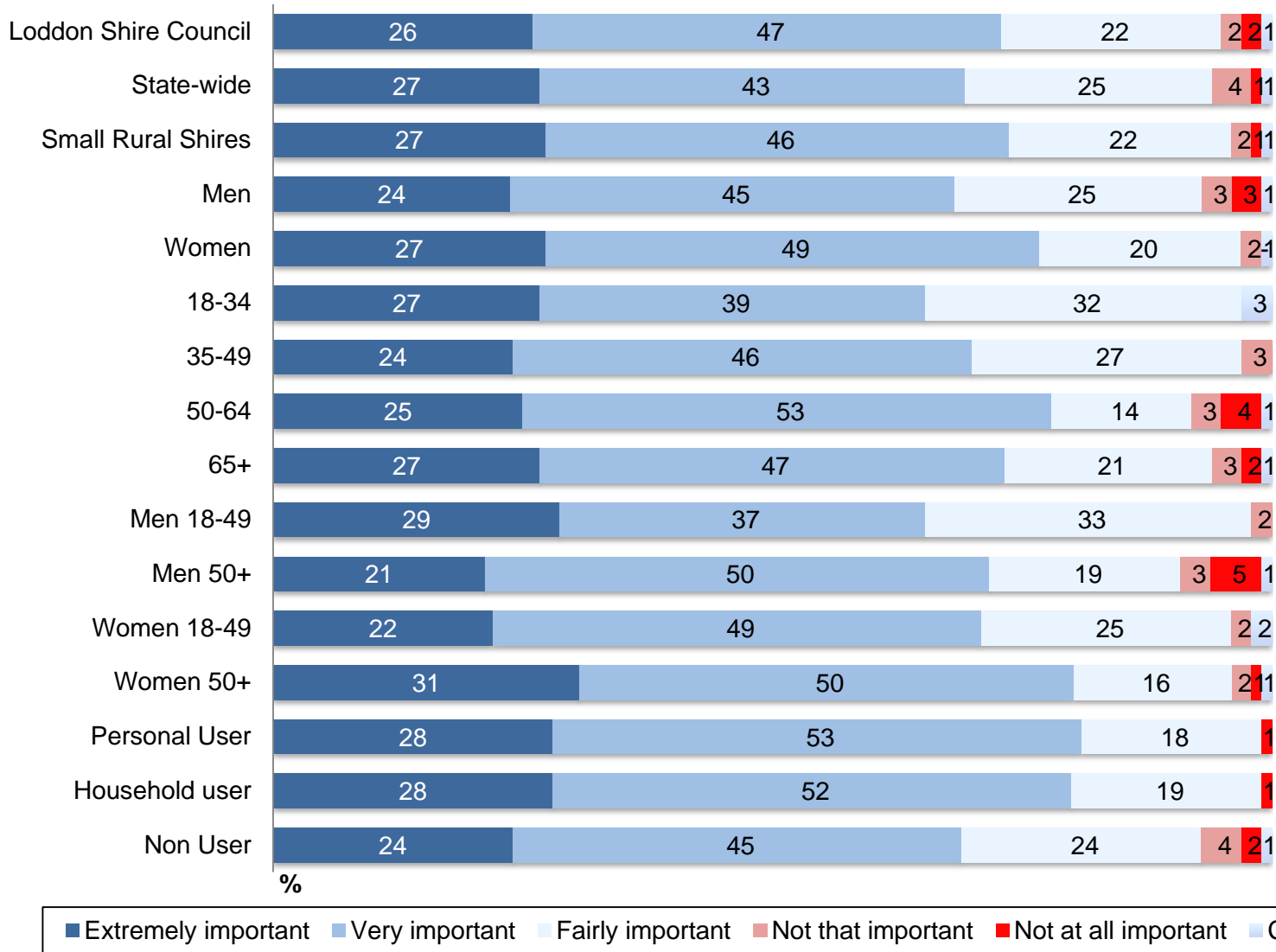


Q4. In the last 12 months, have you or has any member of your household used or experienced any of the following services provided by Council?
 Base: All respondents. Councils asked statewide: 18 Councils asked group: 6

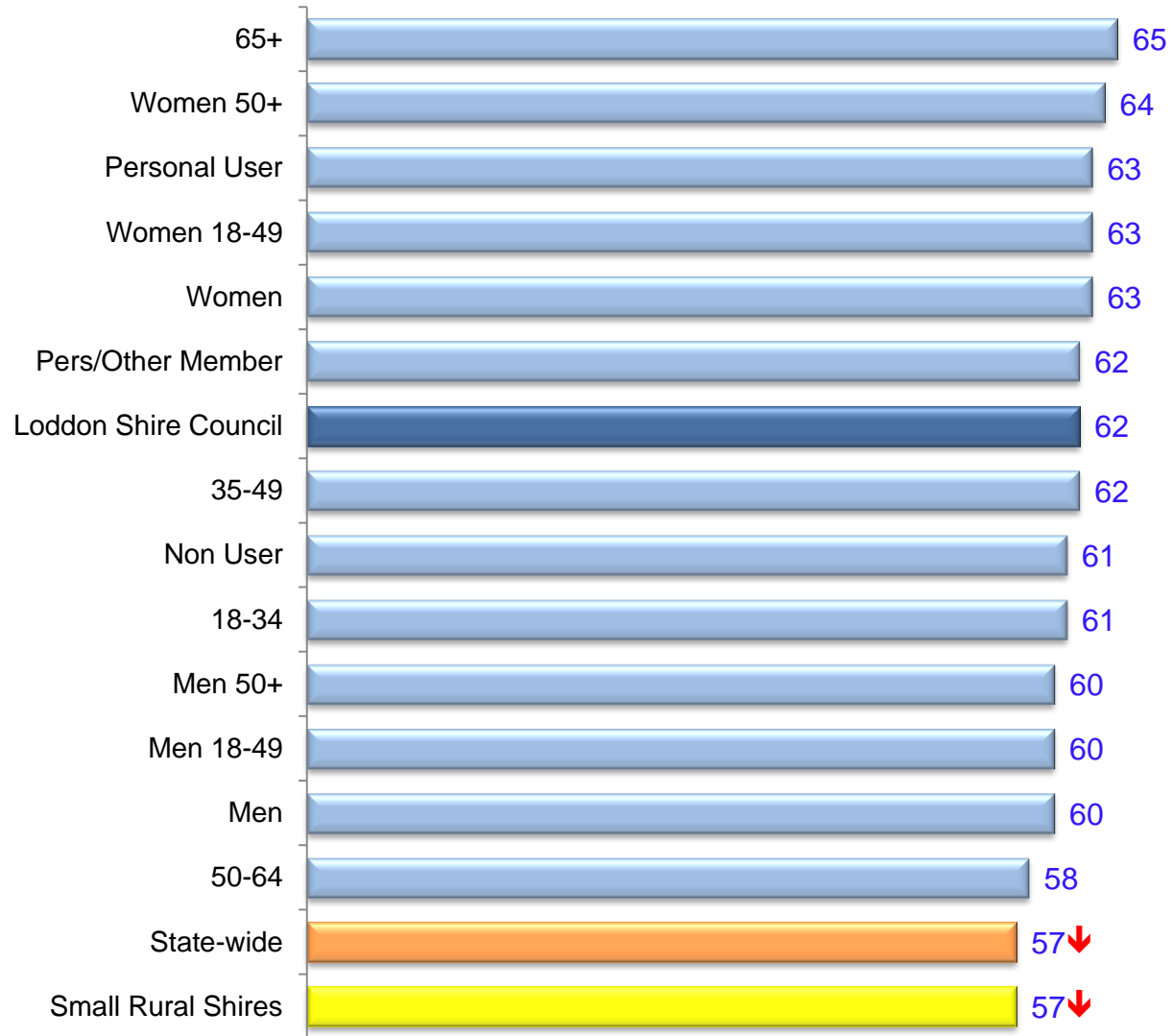
Community Consultation and Engagement – Importance Index Score



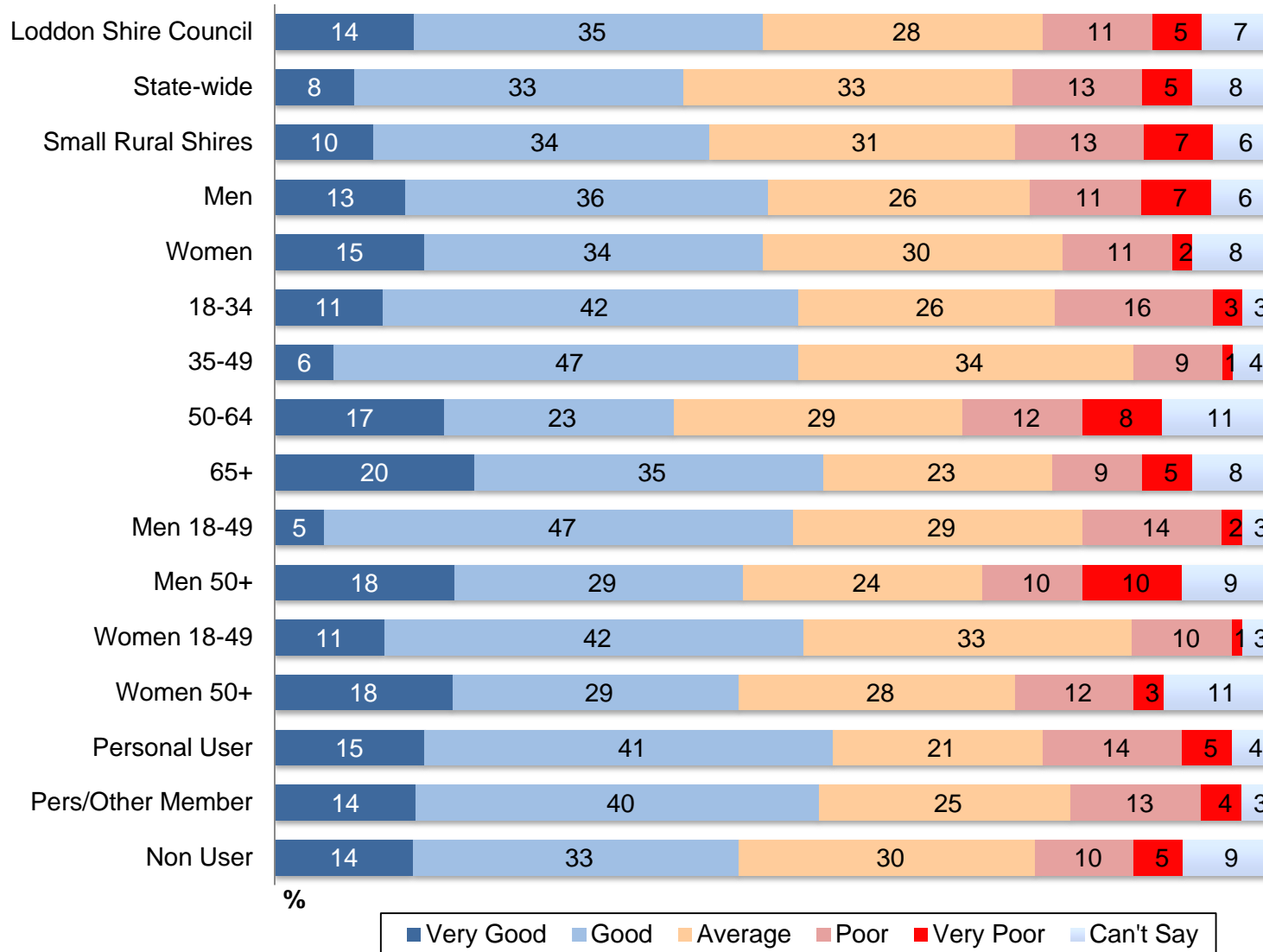
Community Consultation and Engagement – Importance Detail



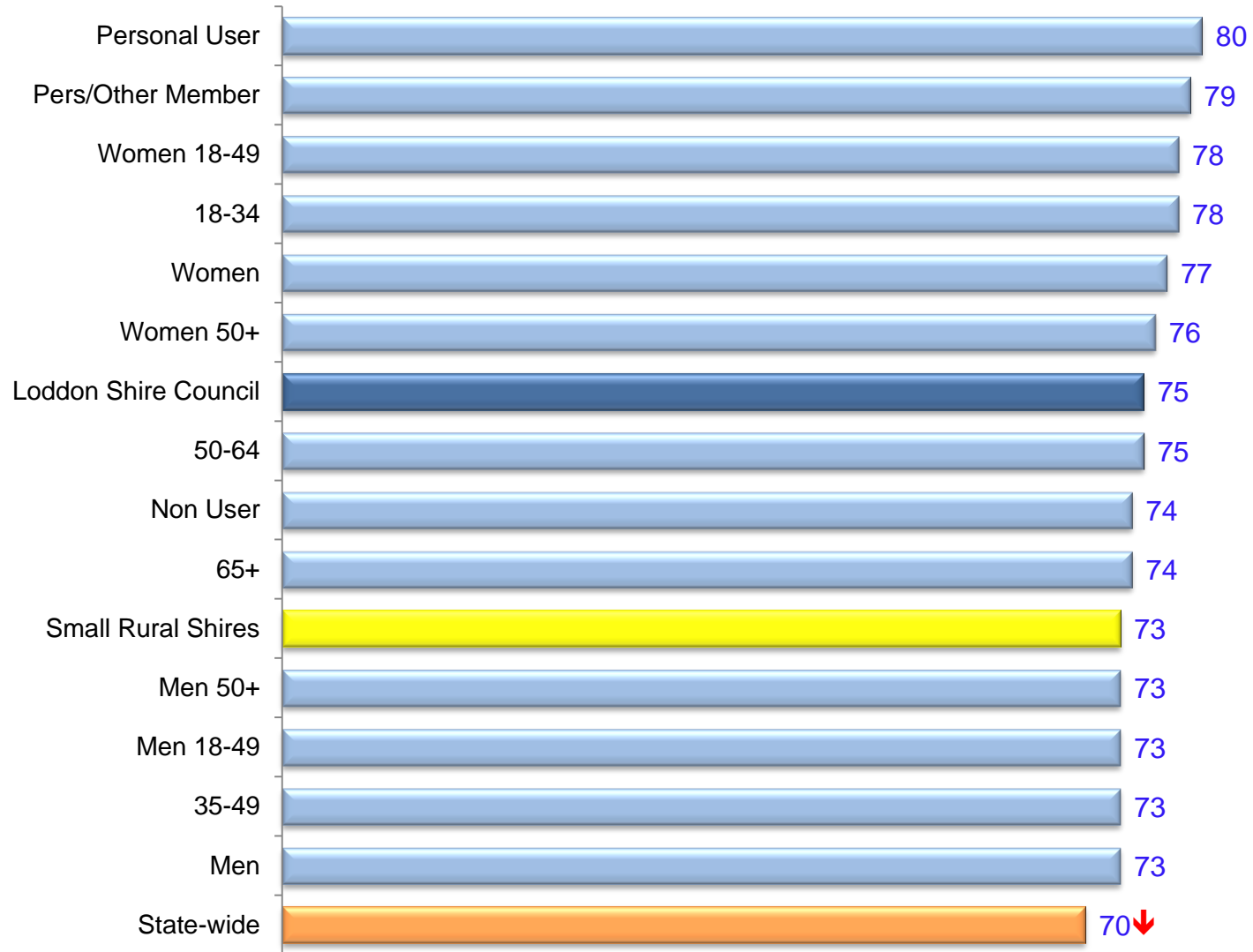
Community Consultation and Engagement – Performance Index Score



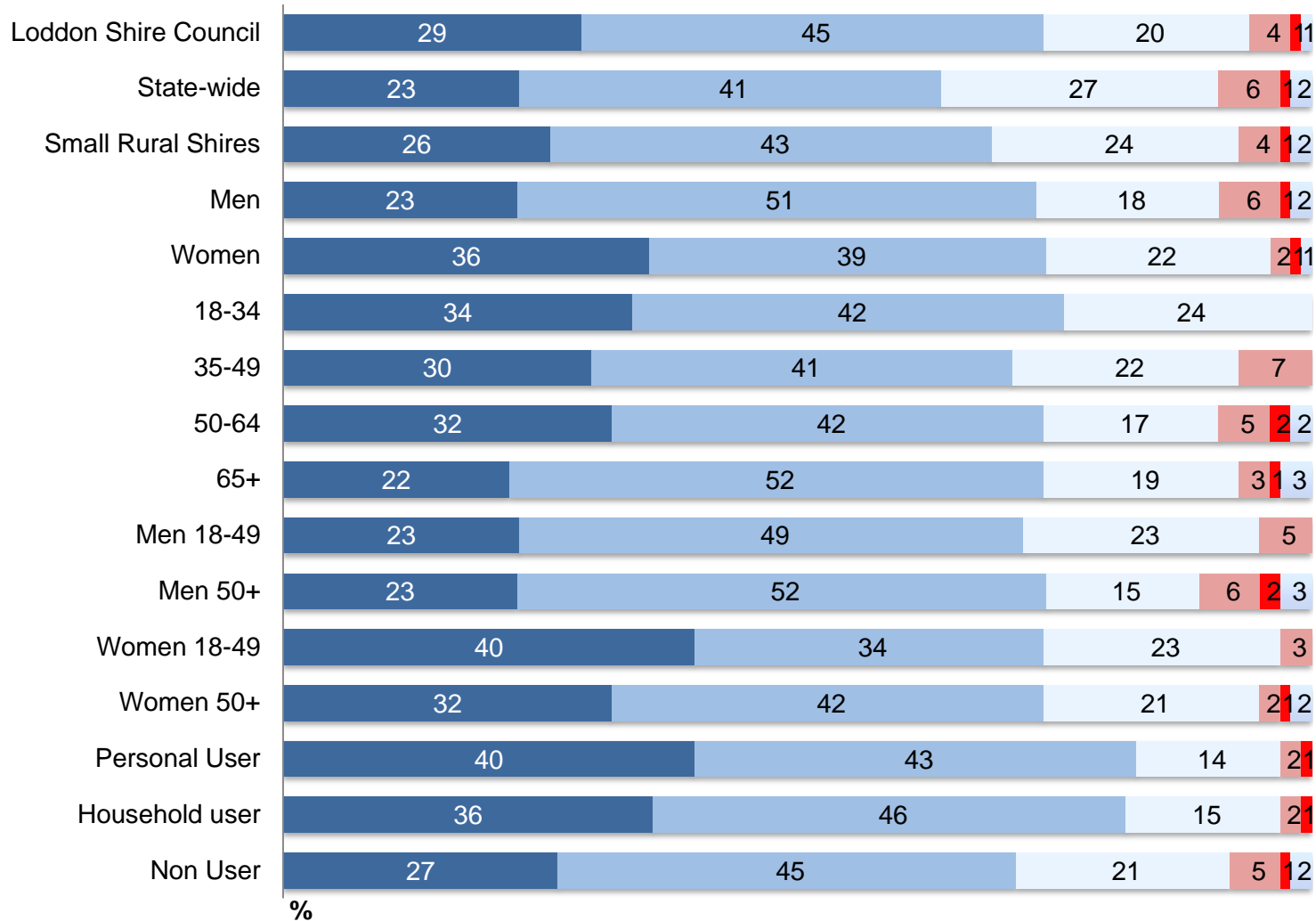
Community Consultation and Engagement – Performance Detail



Lobbying on Behalf of the Community – Importance Index Score

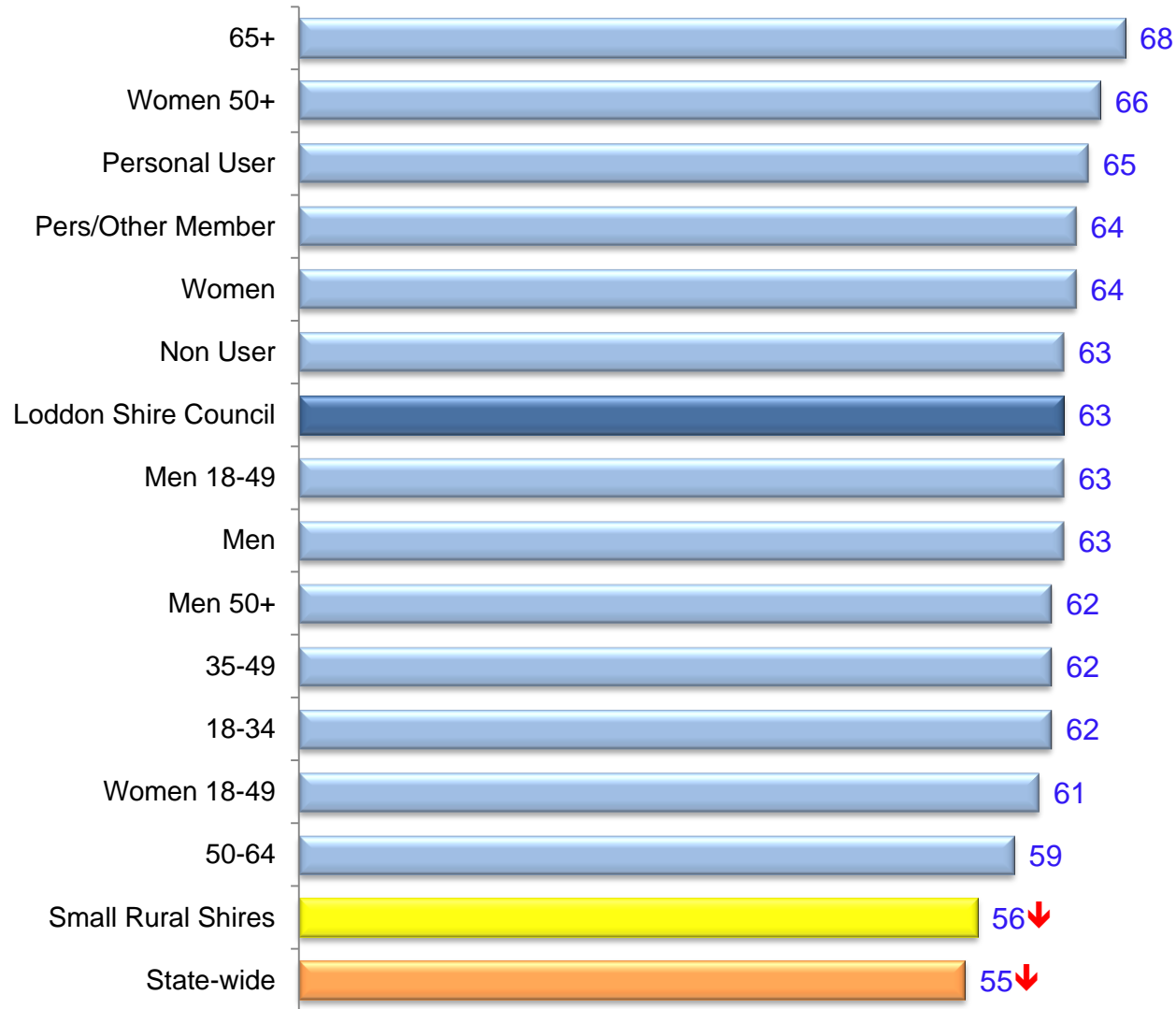


Lobbying on Behalf of the Community – Importance Detail

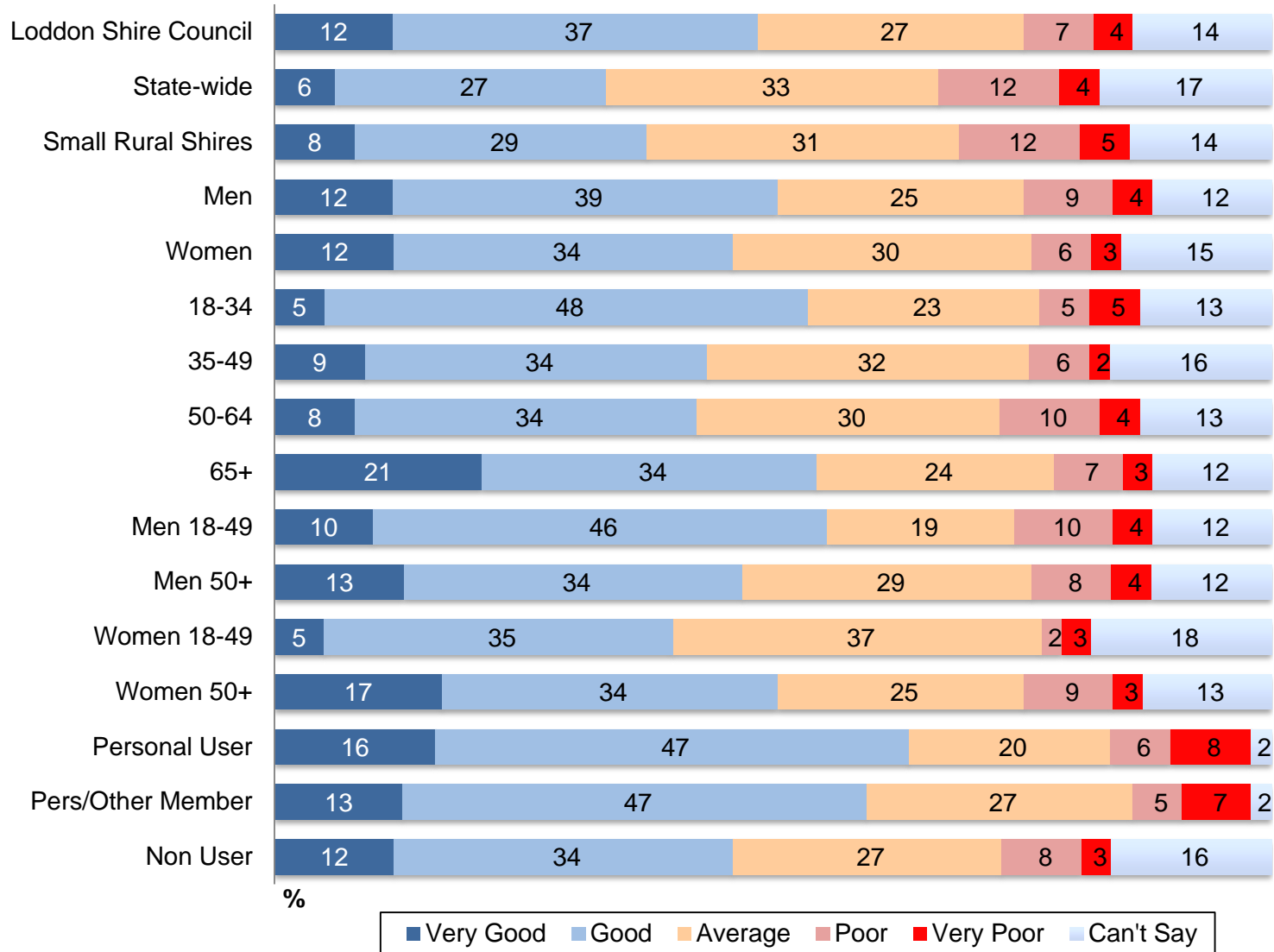


■ Extremely important
 ■ Very important
 ■ Fairly important
 ■ Not that important
 ■ Not at all important
 ■ Can't say

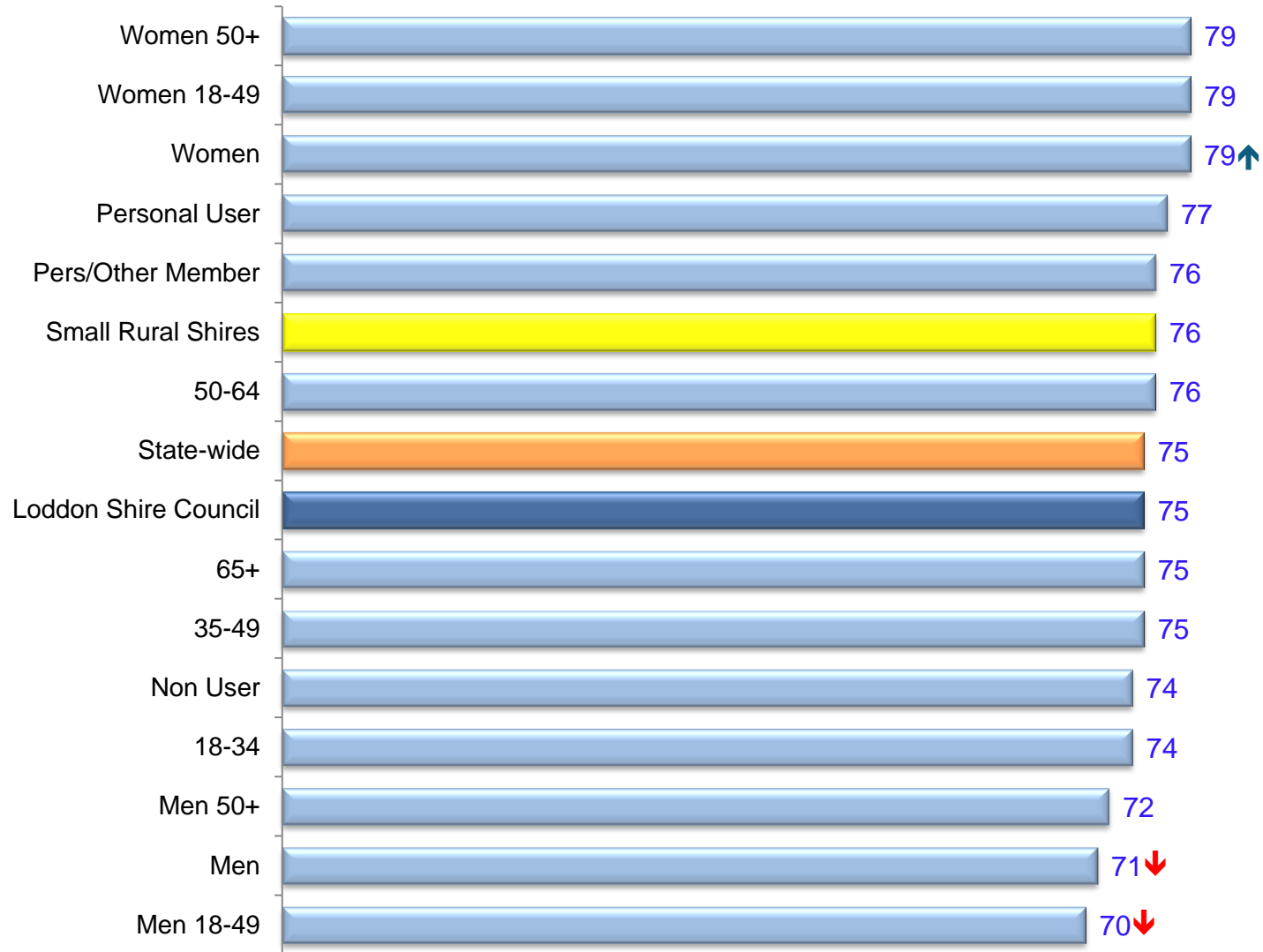
Lobbying on Behalf of the Community – Performance Index Score



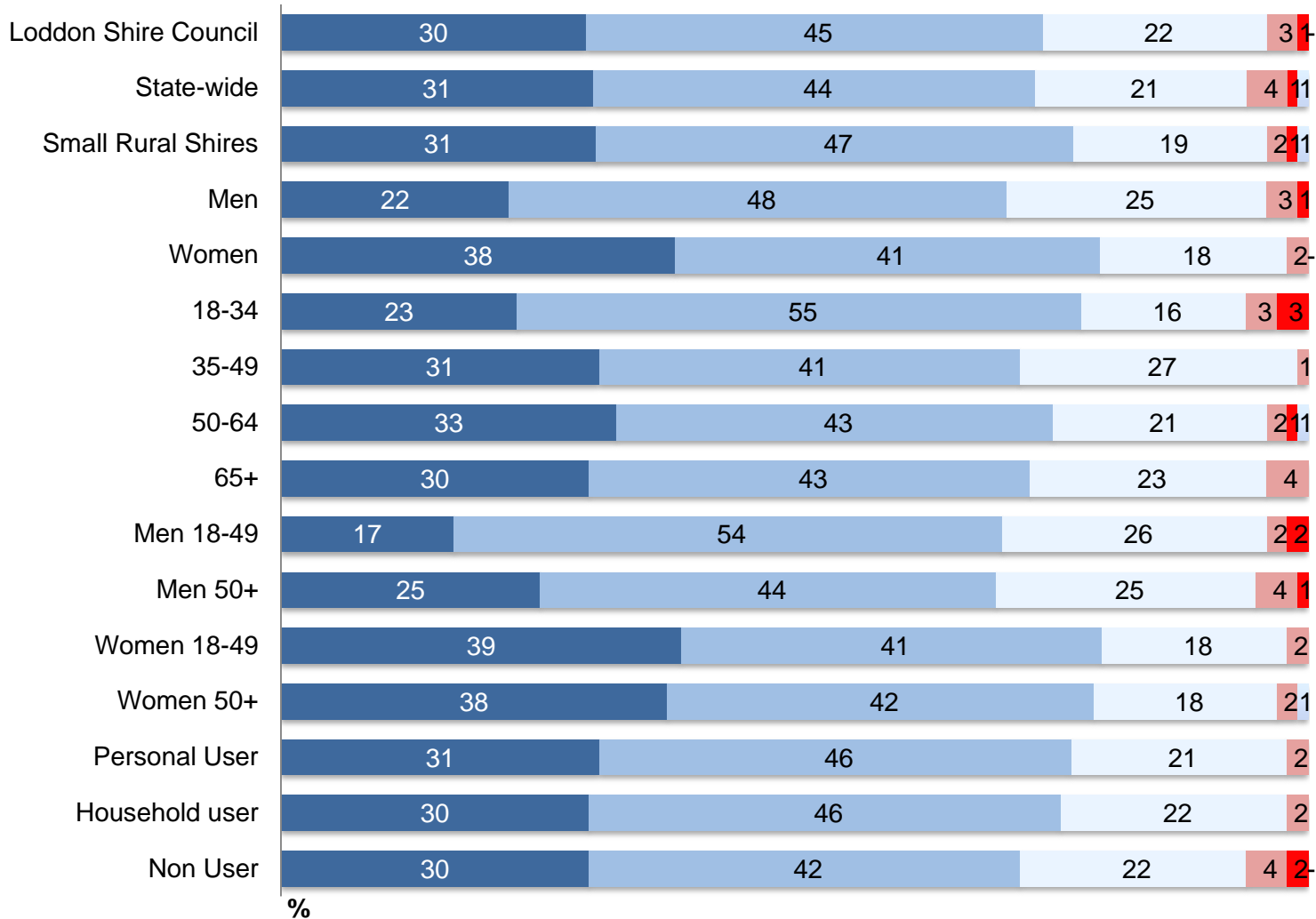
Lobbying on Behalf of the Community – Performance Detail



Informing the Community – Importance Index Score

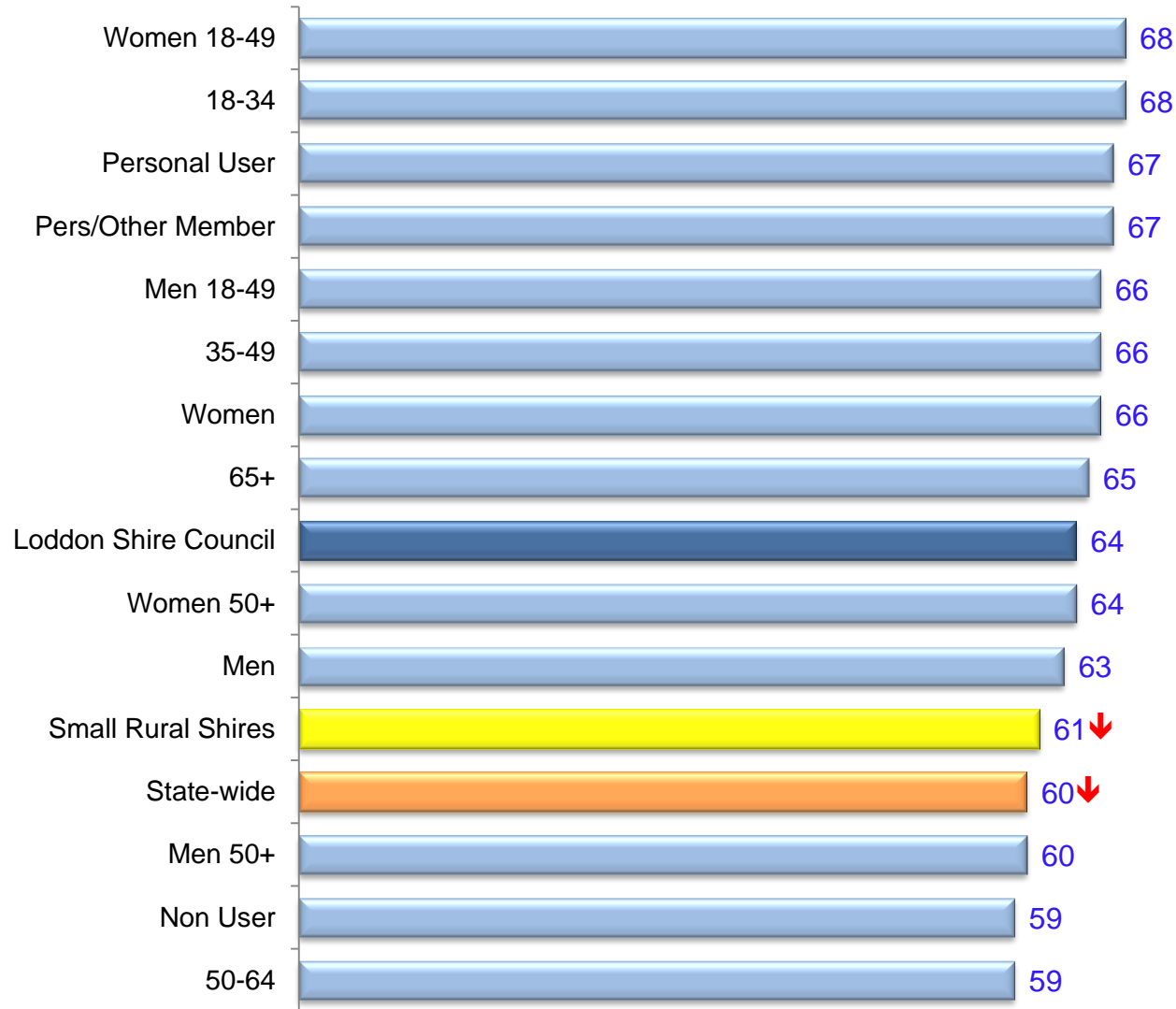


Informing the Community – Importance Detail

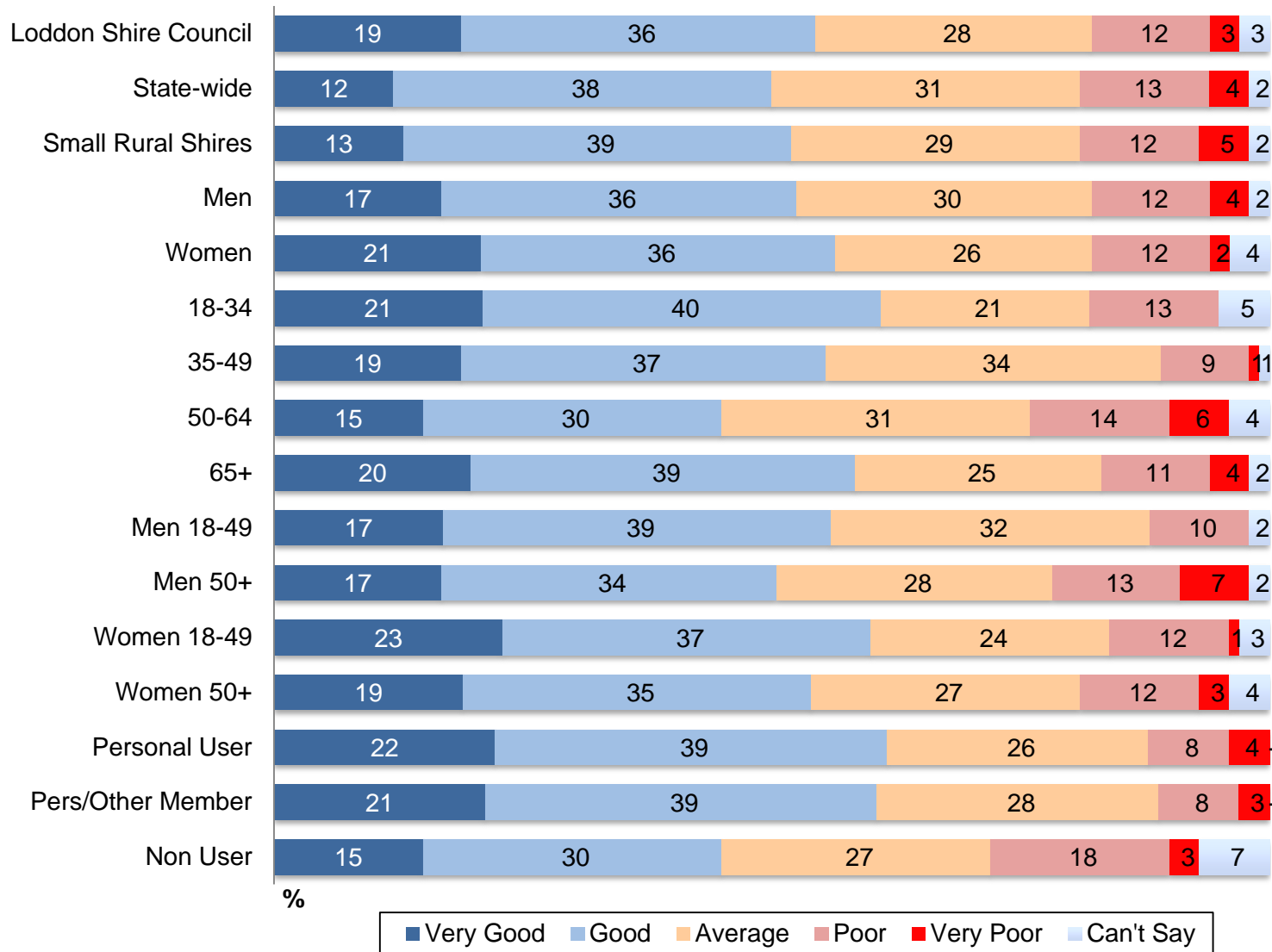


■ Extremely important
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 ■ Fairly important
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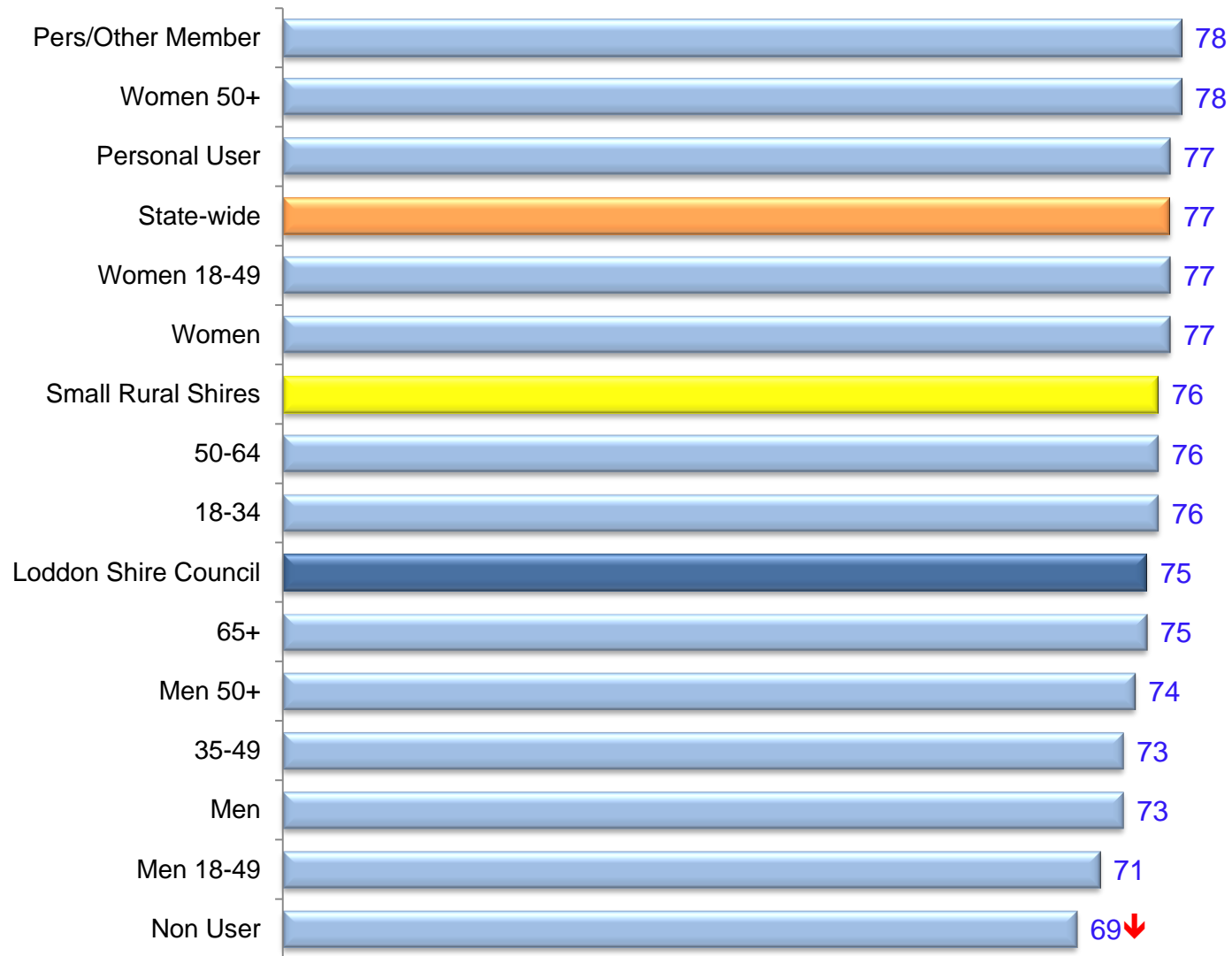
Informing the Community – Performance Index Score



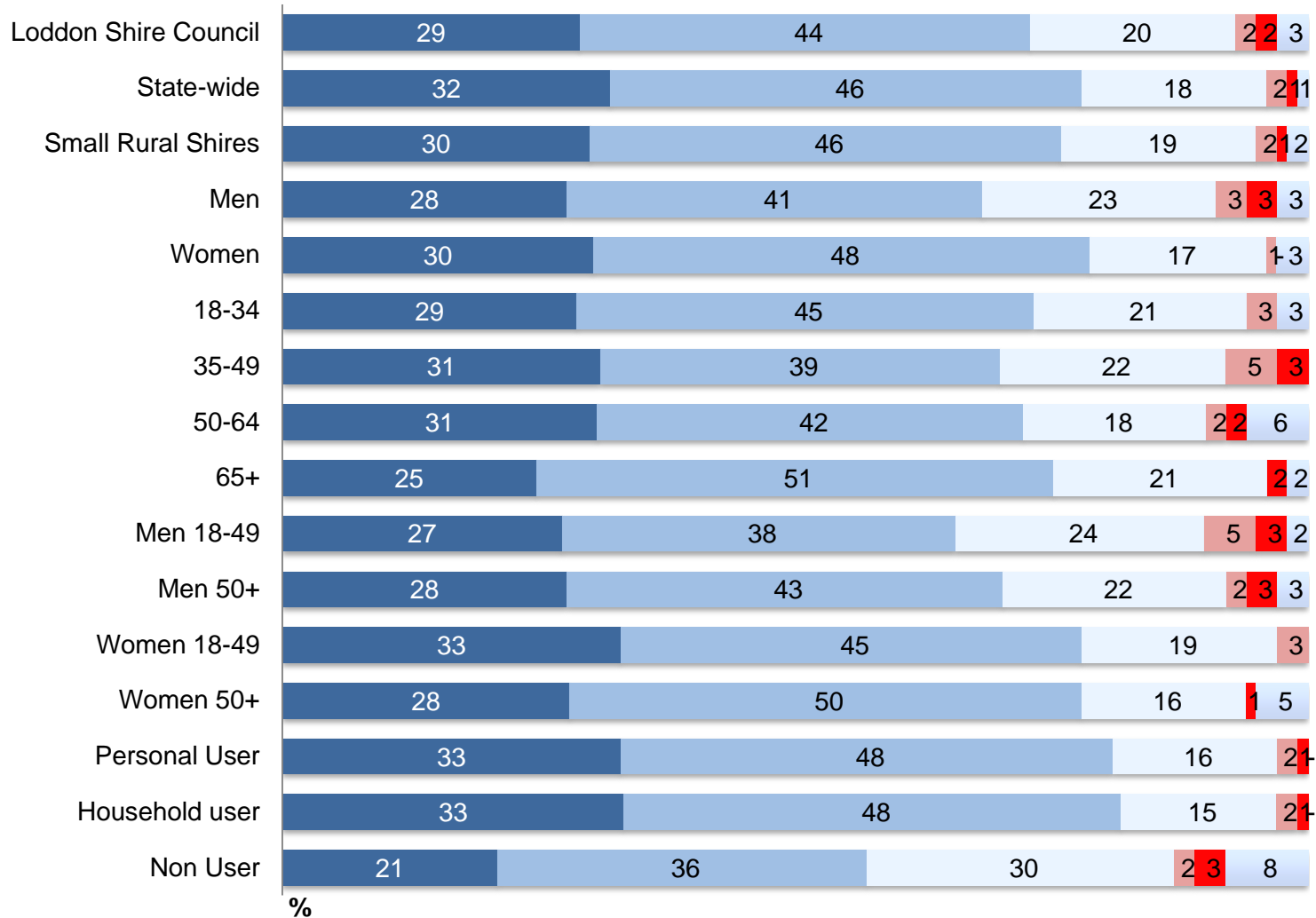
Informing the Community – Performance Detail



The condition of local streets and footpaths in your area – Importance Index Score

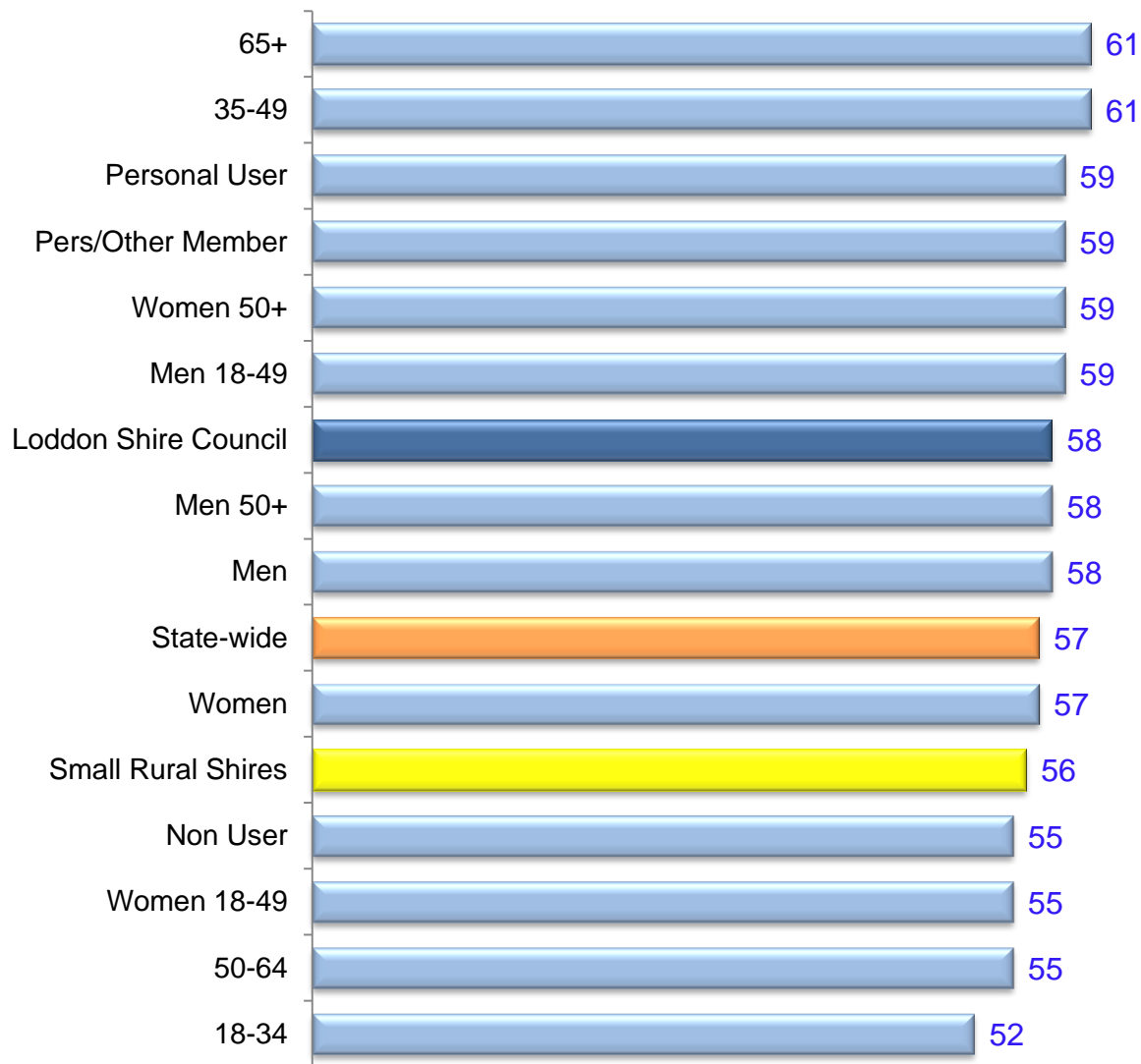


The condition of local streets and footpaths in your area – Importance Detail

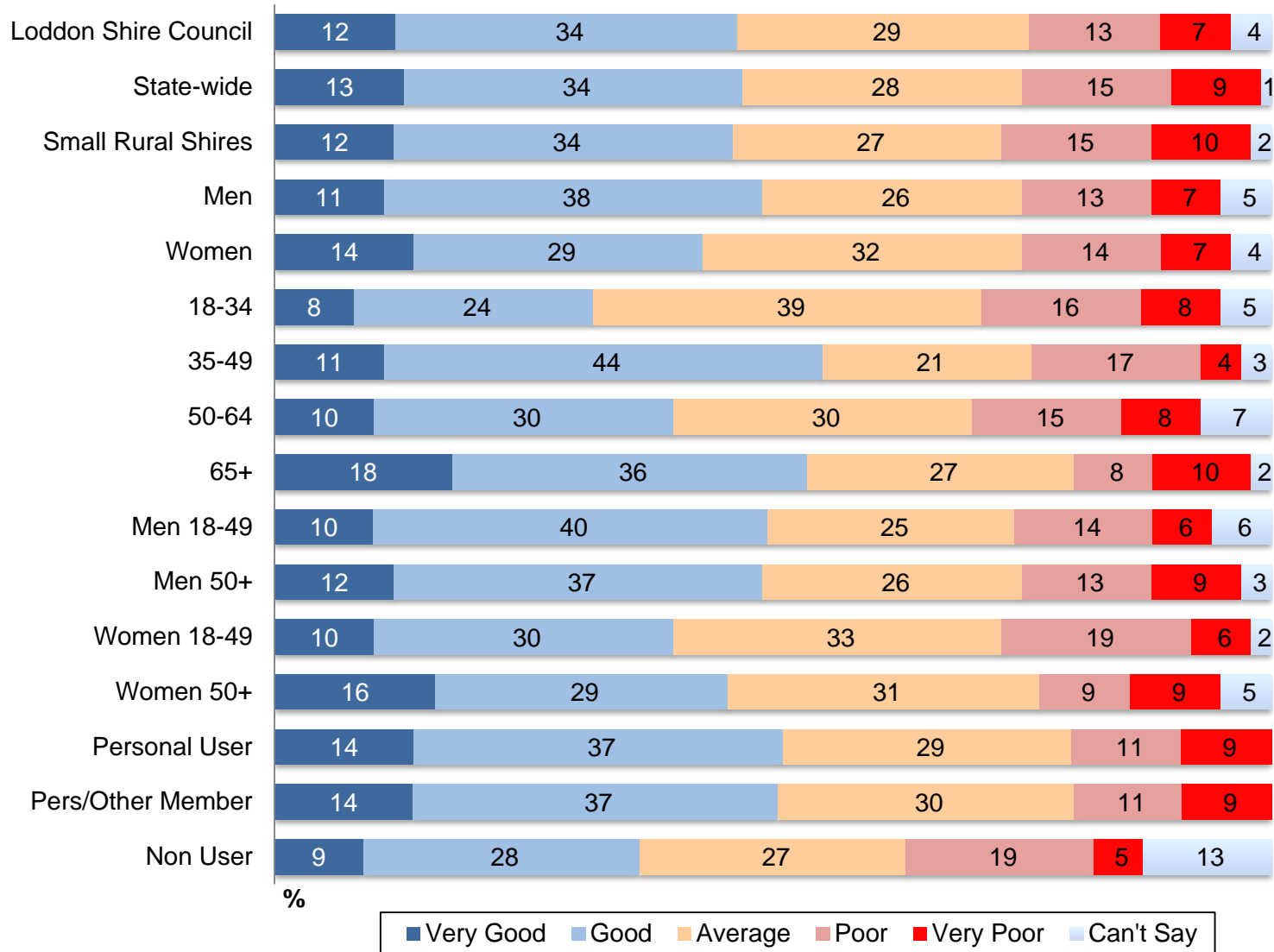


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

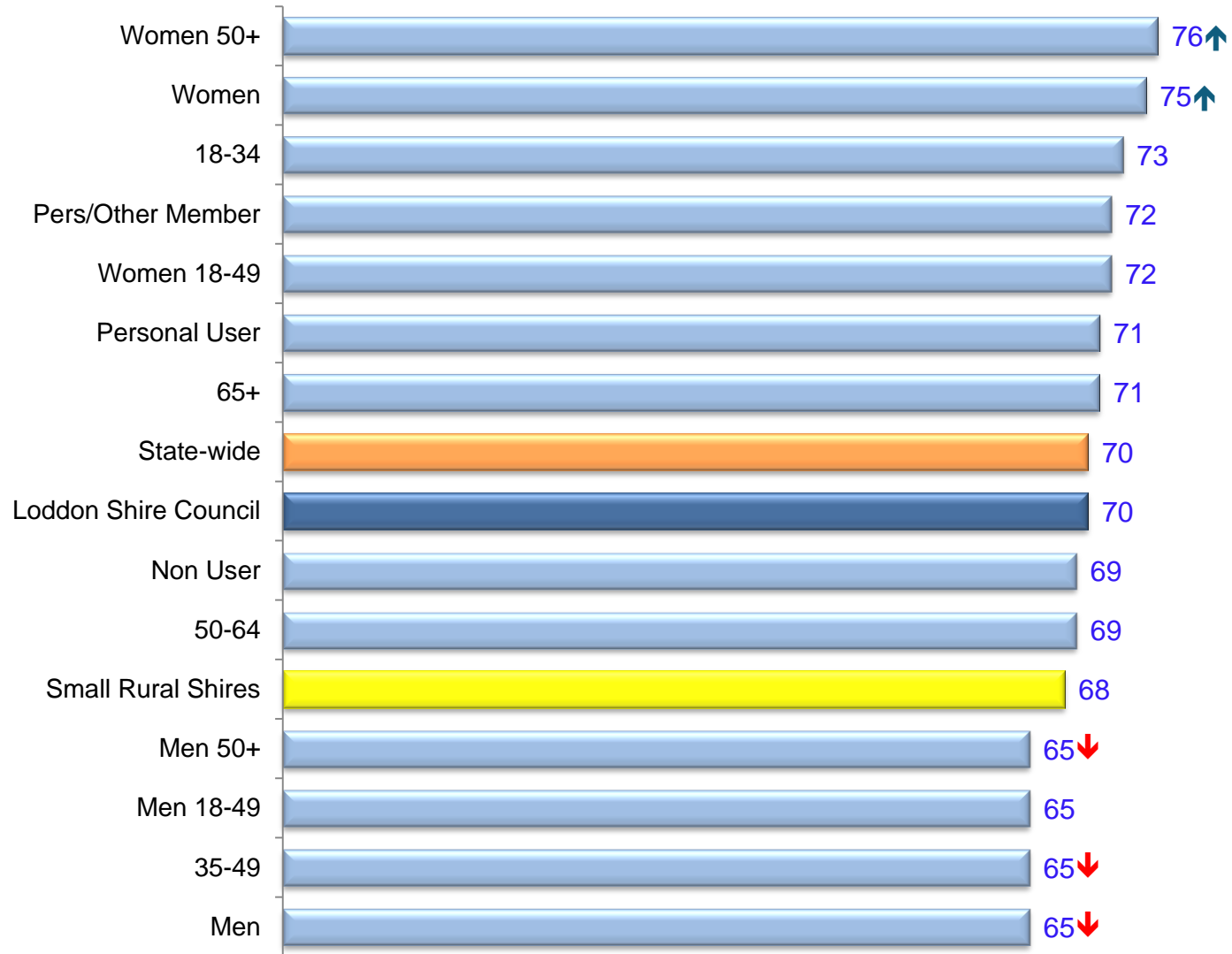
The condition of local streets and footpaths in your area – Performance Index Score



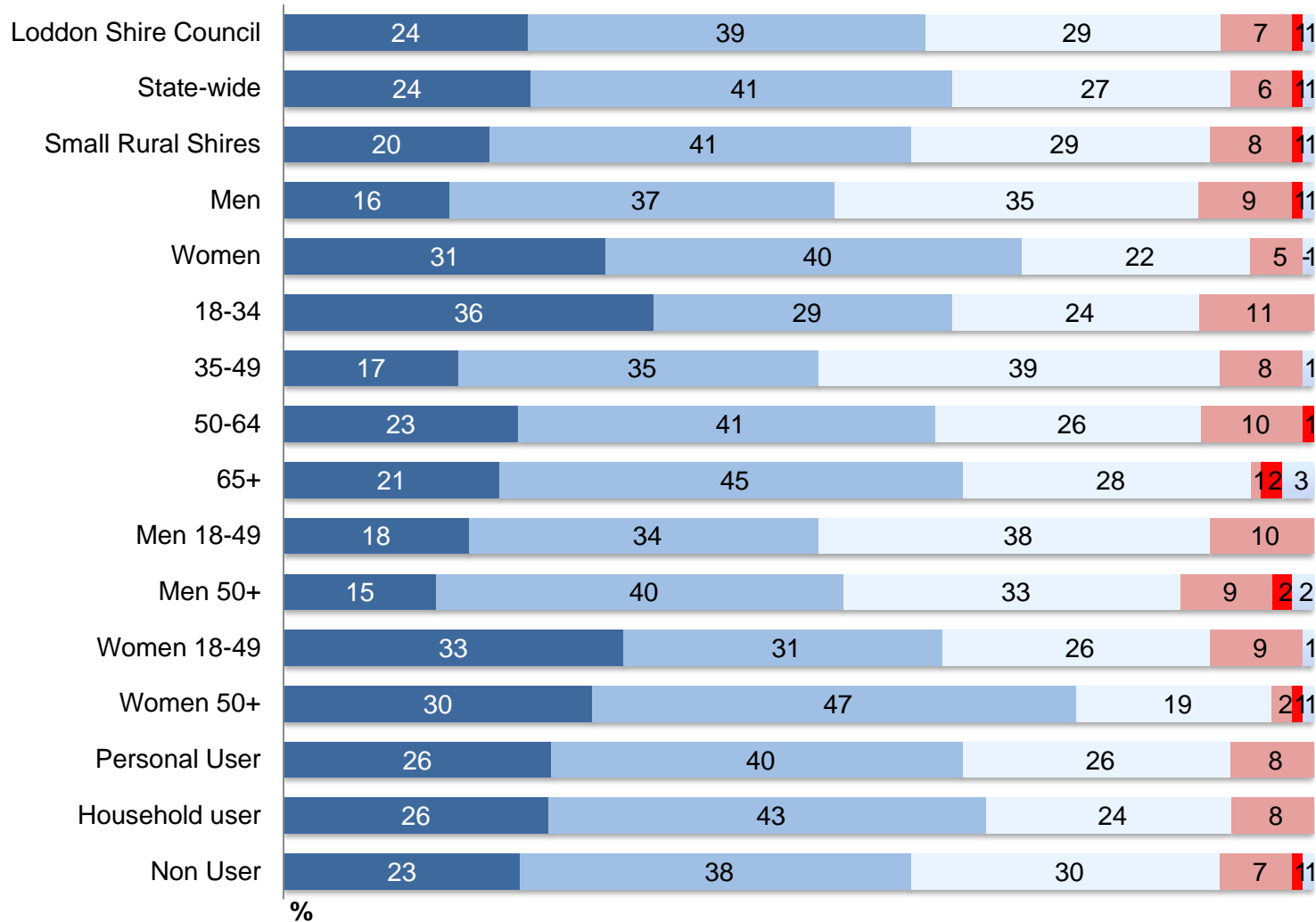
The condition of local streets and footpaths in your area – Performance Detail



Enforcement of local laws – Importance Index Score

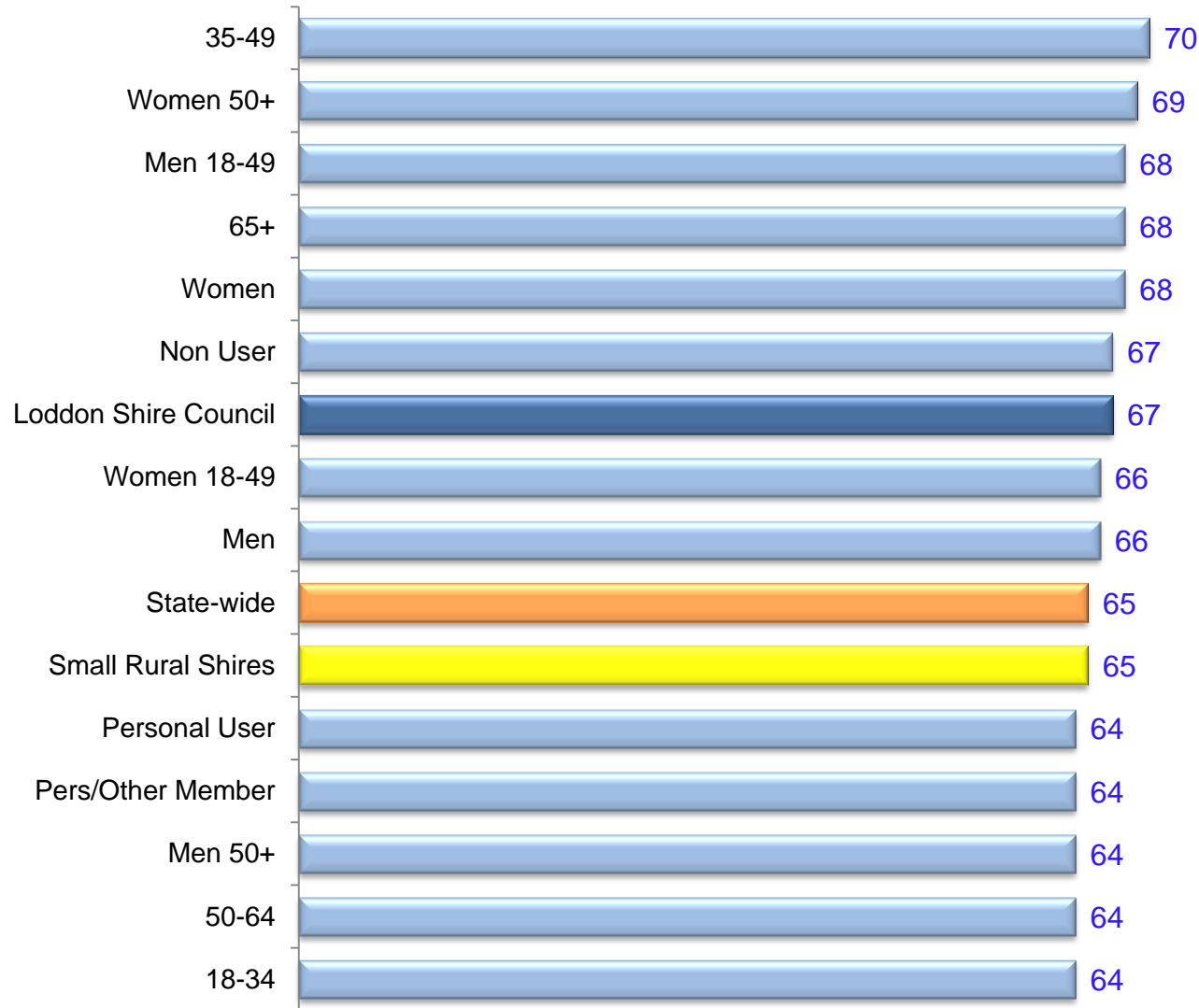


Enforcement of local laws – Importance Detail

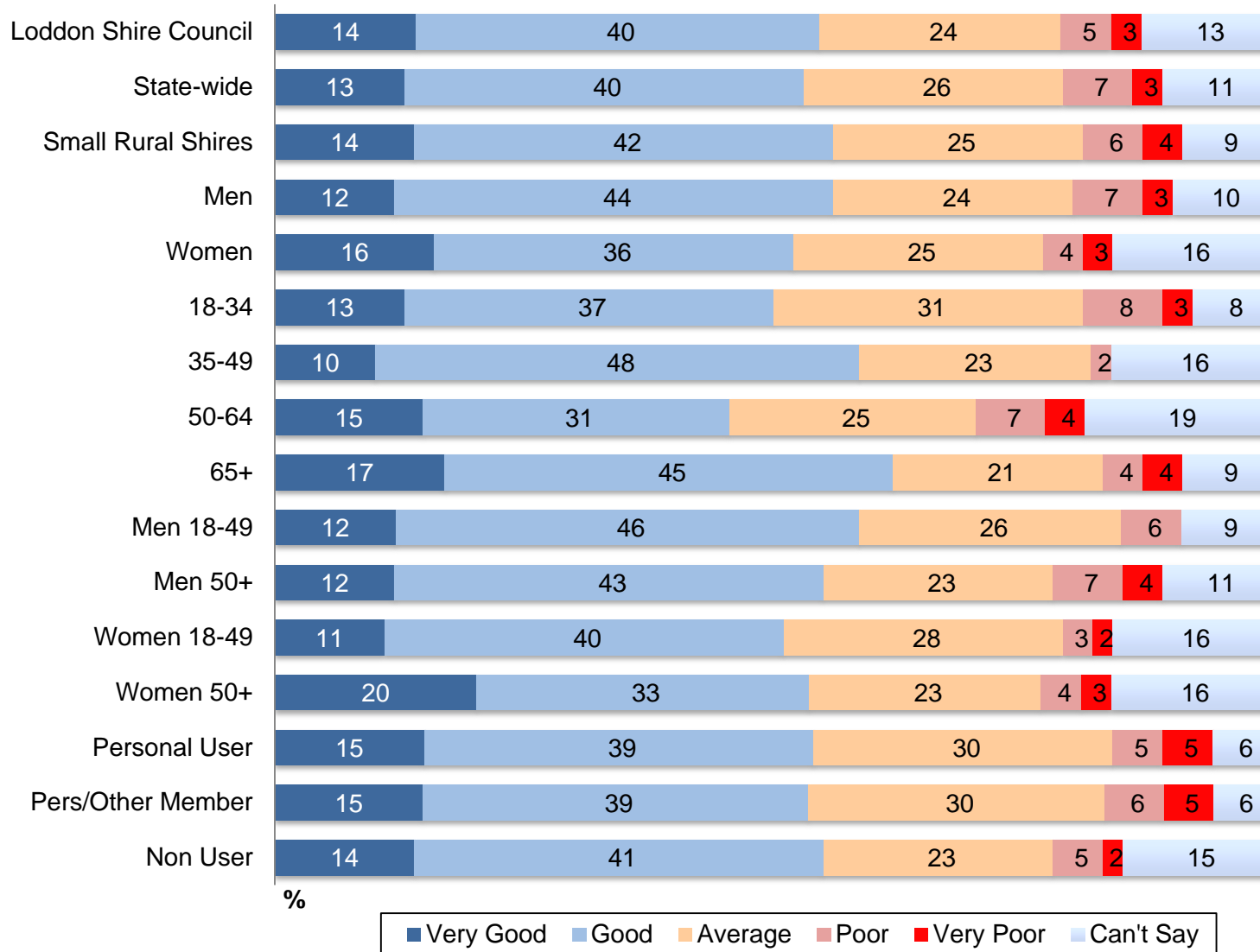


■ Extremely important
 ■ Very important
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 ■ Can't say

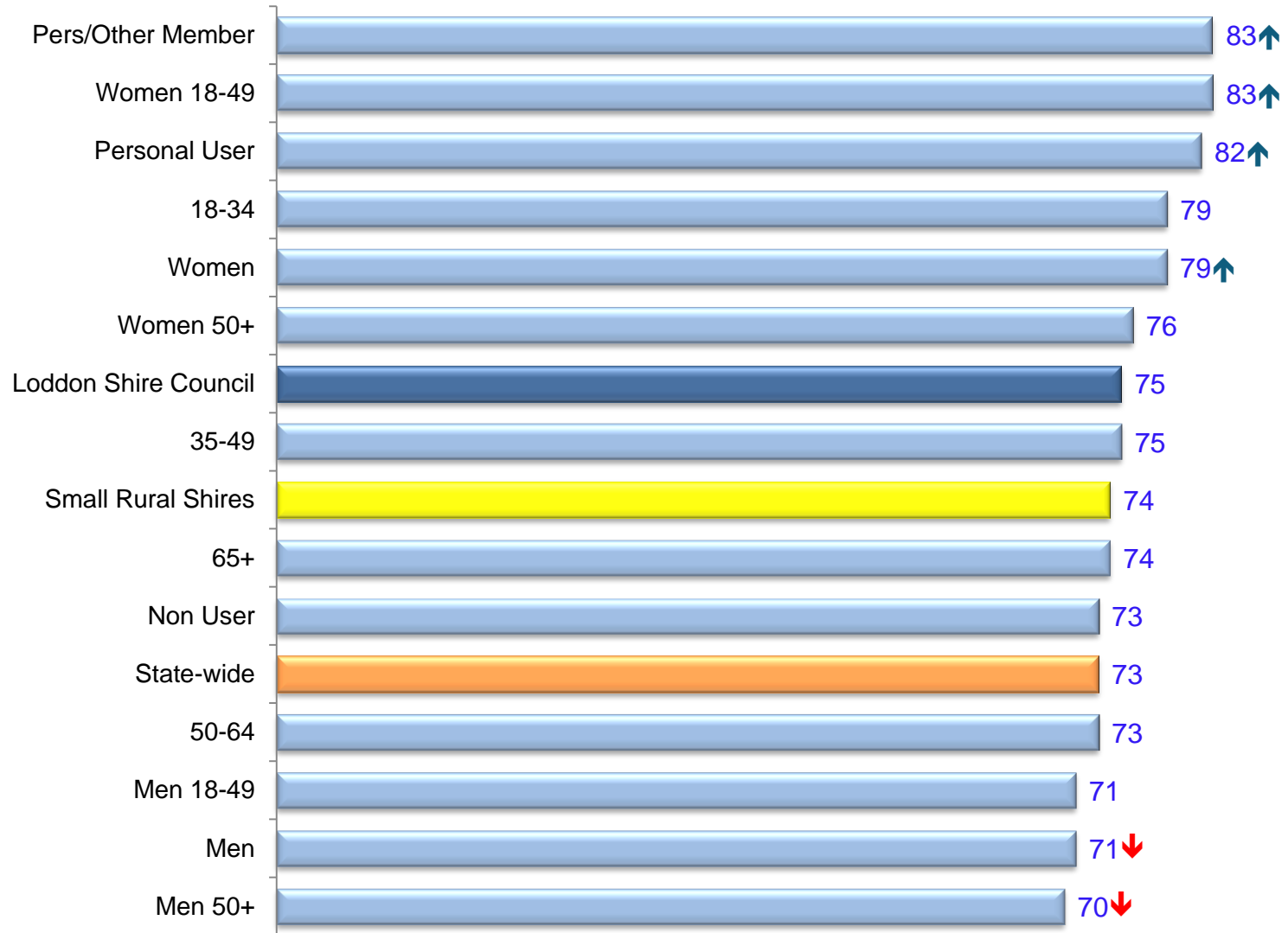
Enforcement of local laws – Performance Index Score



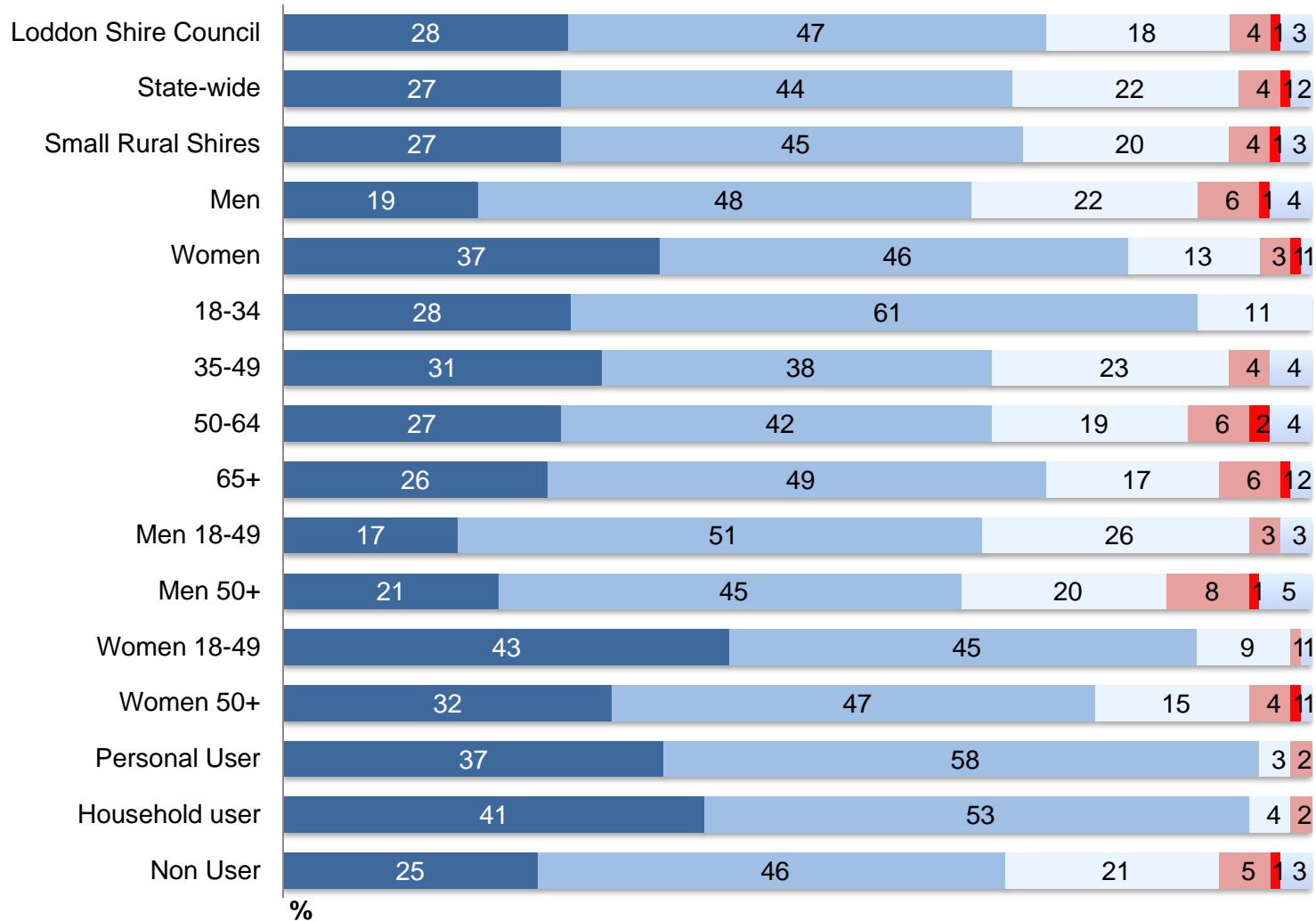
Enforcement of local laws – Performance Detail



Family Support Services – Importance Index Score

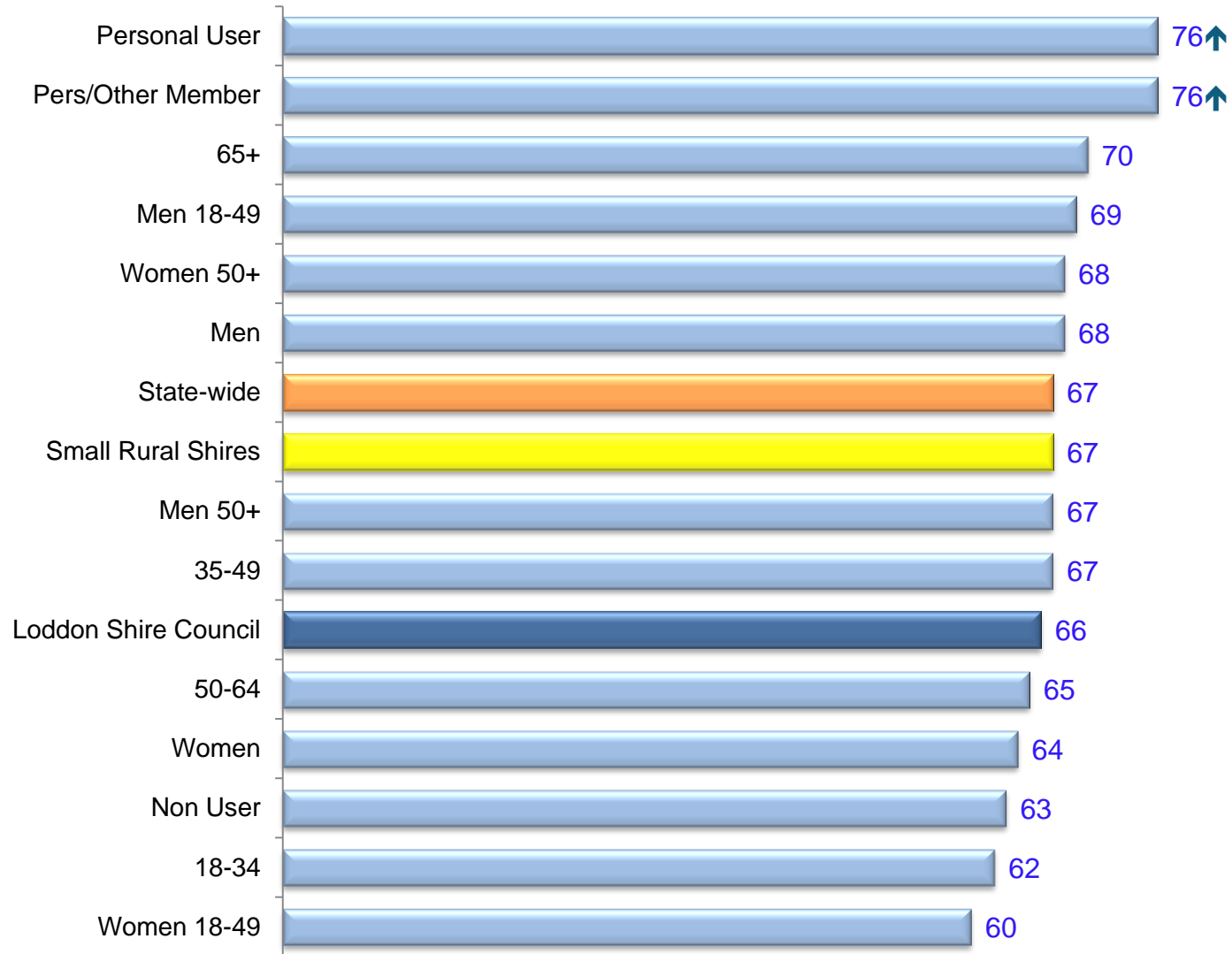


Family Support Services – Importance Detail

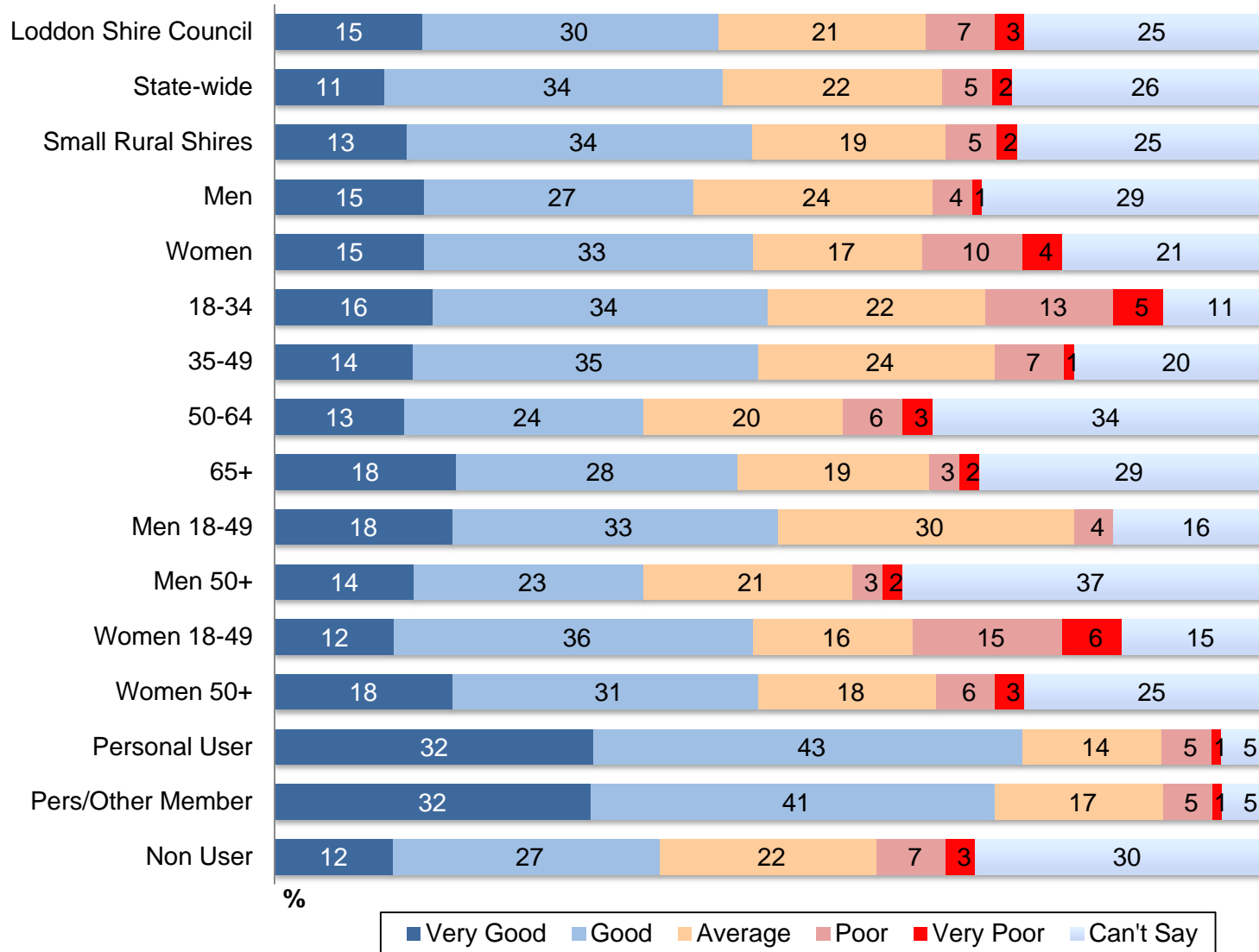


■ Extremely important
 ■ Very important
 ■ Fairly important
 ■ Not that important
 ■ Not at all important
 ■ Can't say

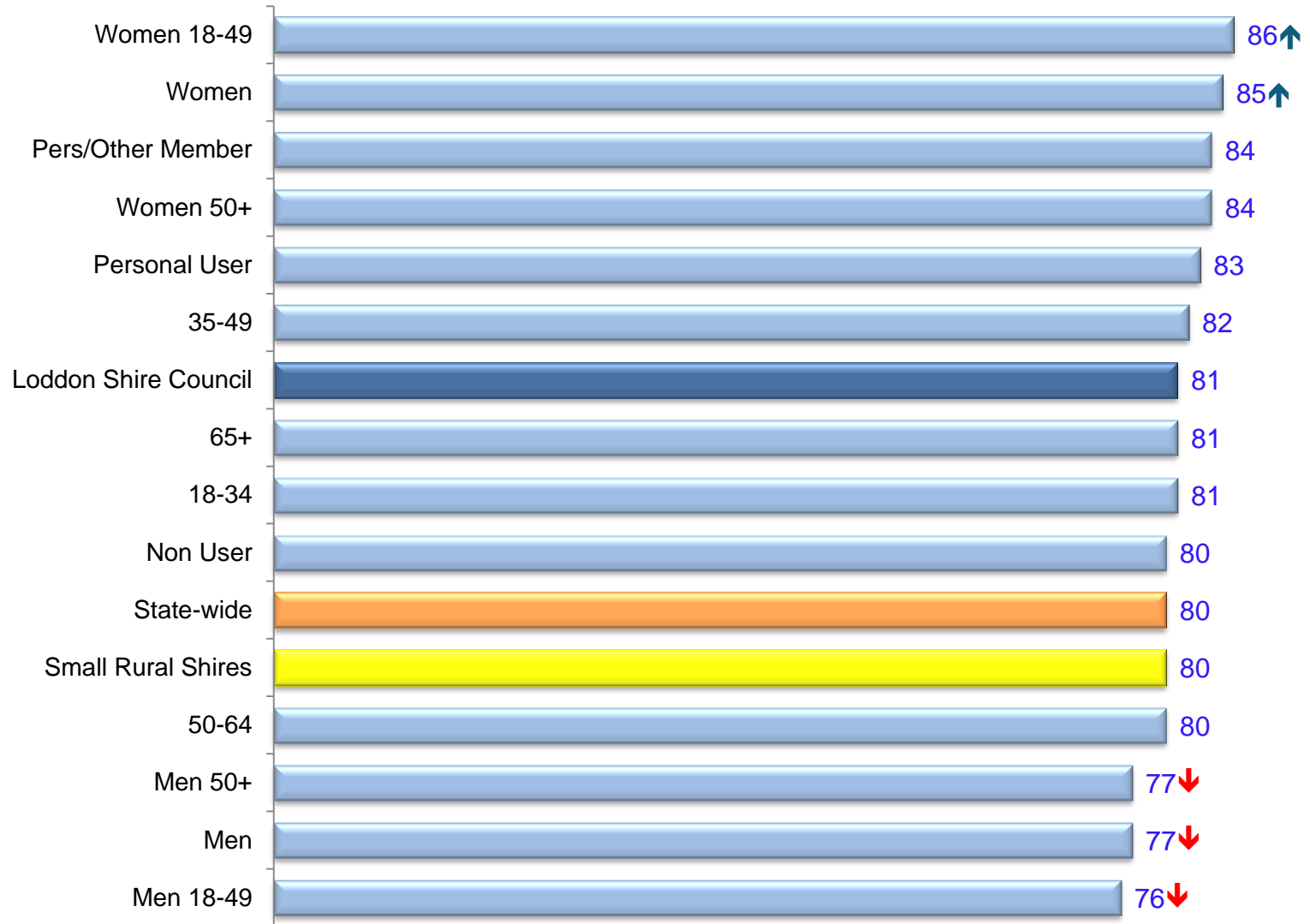
Family Support Services – Performance Index Score



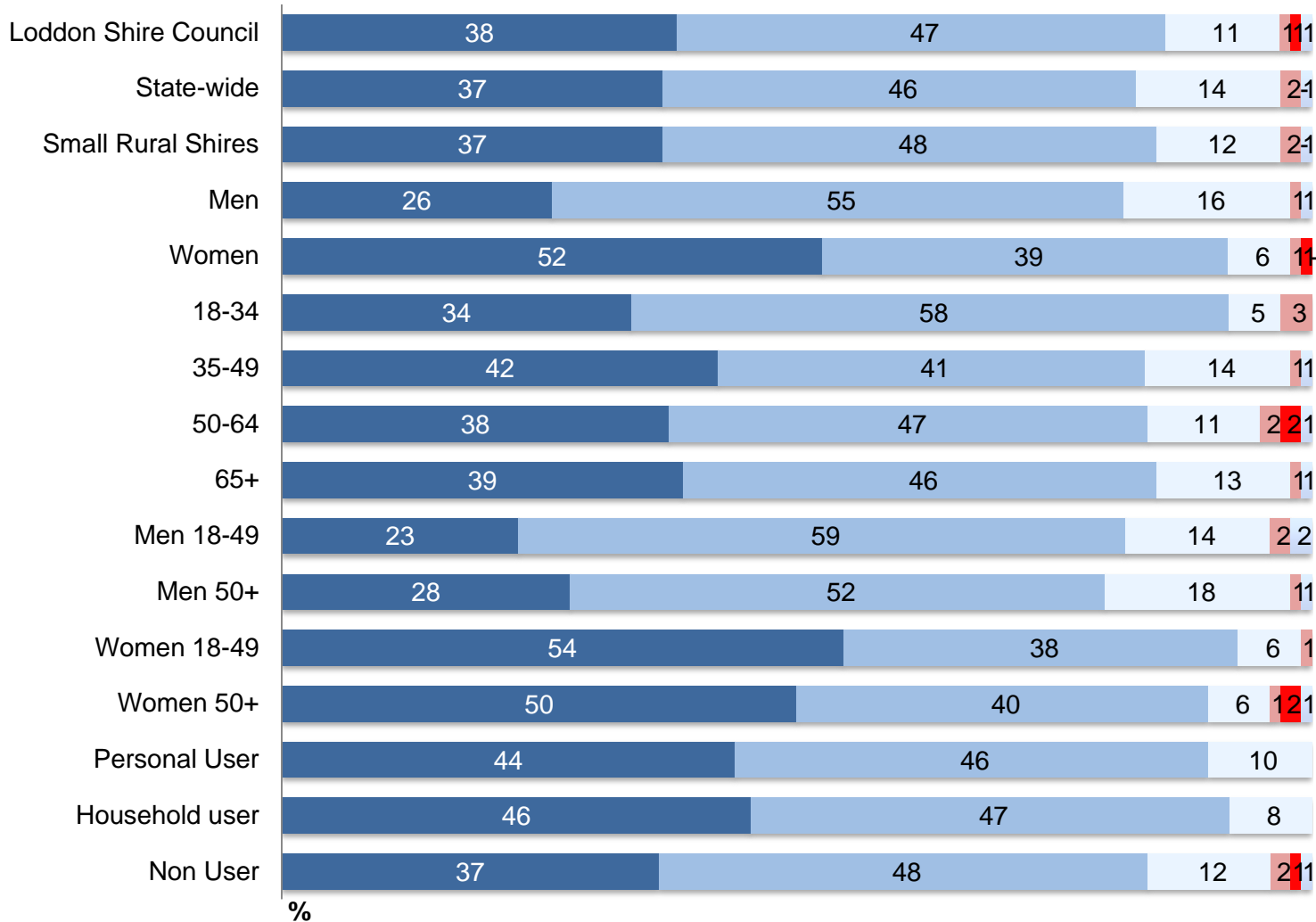
Family Support Services – Performance Detail



Elderly Support Services – Importance Index Score



Elderly Support Services – Importance Detail

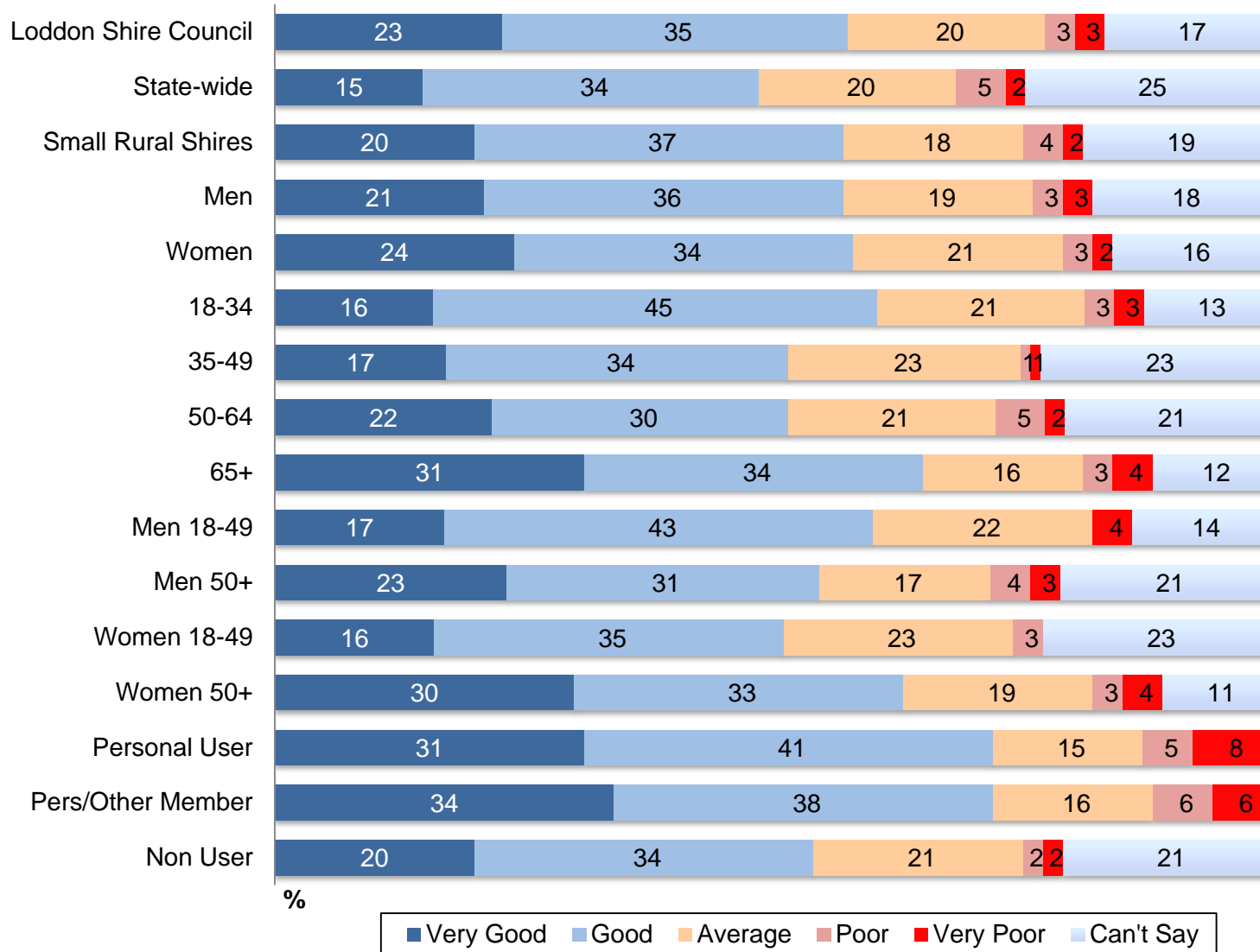


Extremely important
 Very important
 Fairly important
 Not that important
 Not at all important
 Can't say

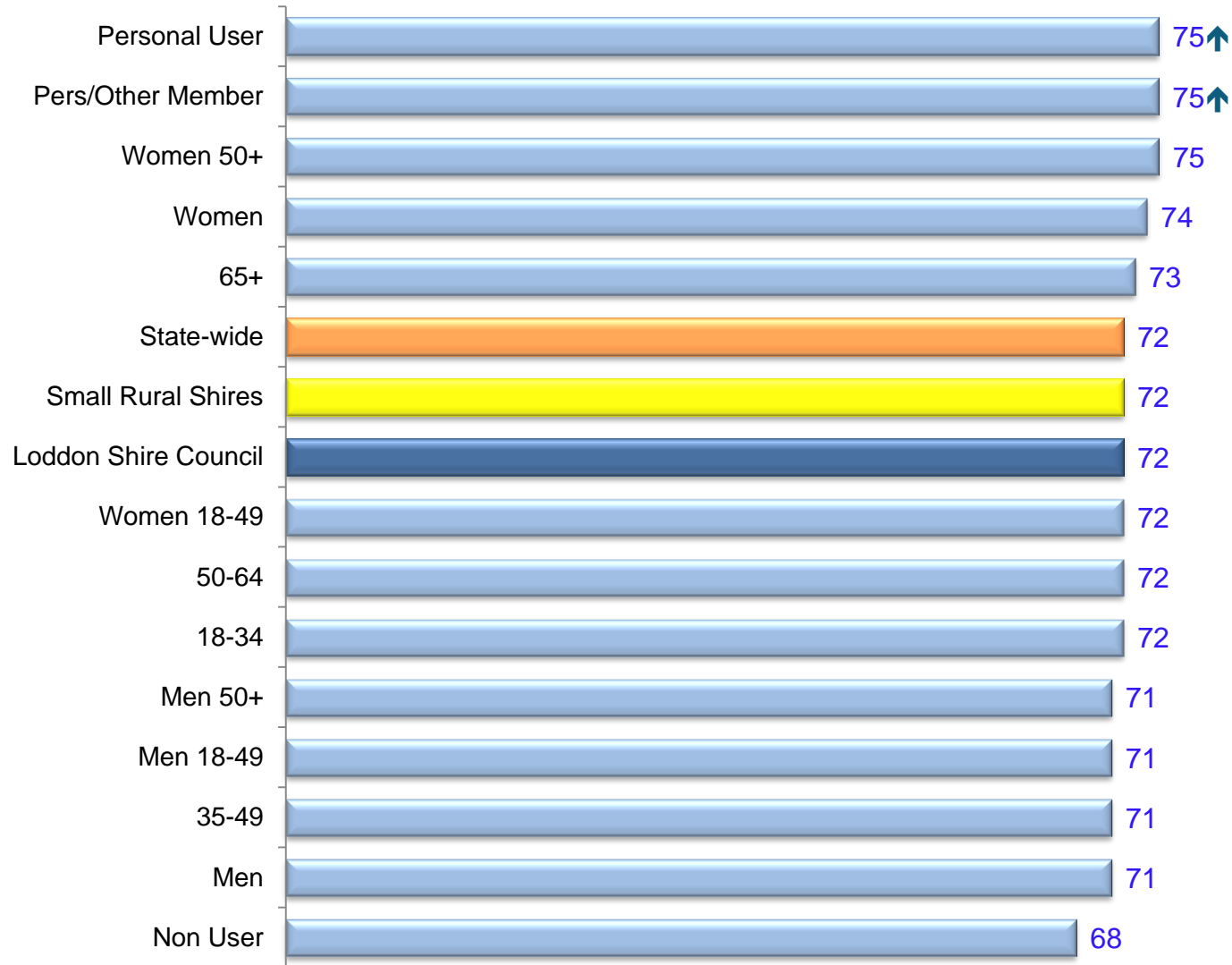
Elderly Support Services – Performance Index Score



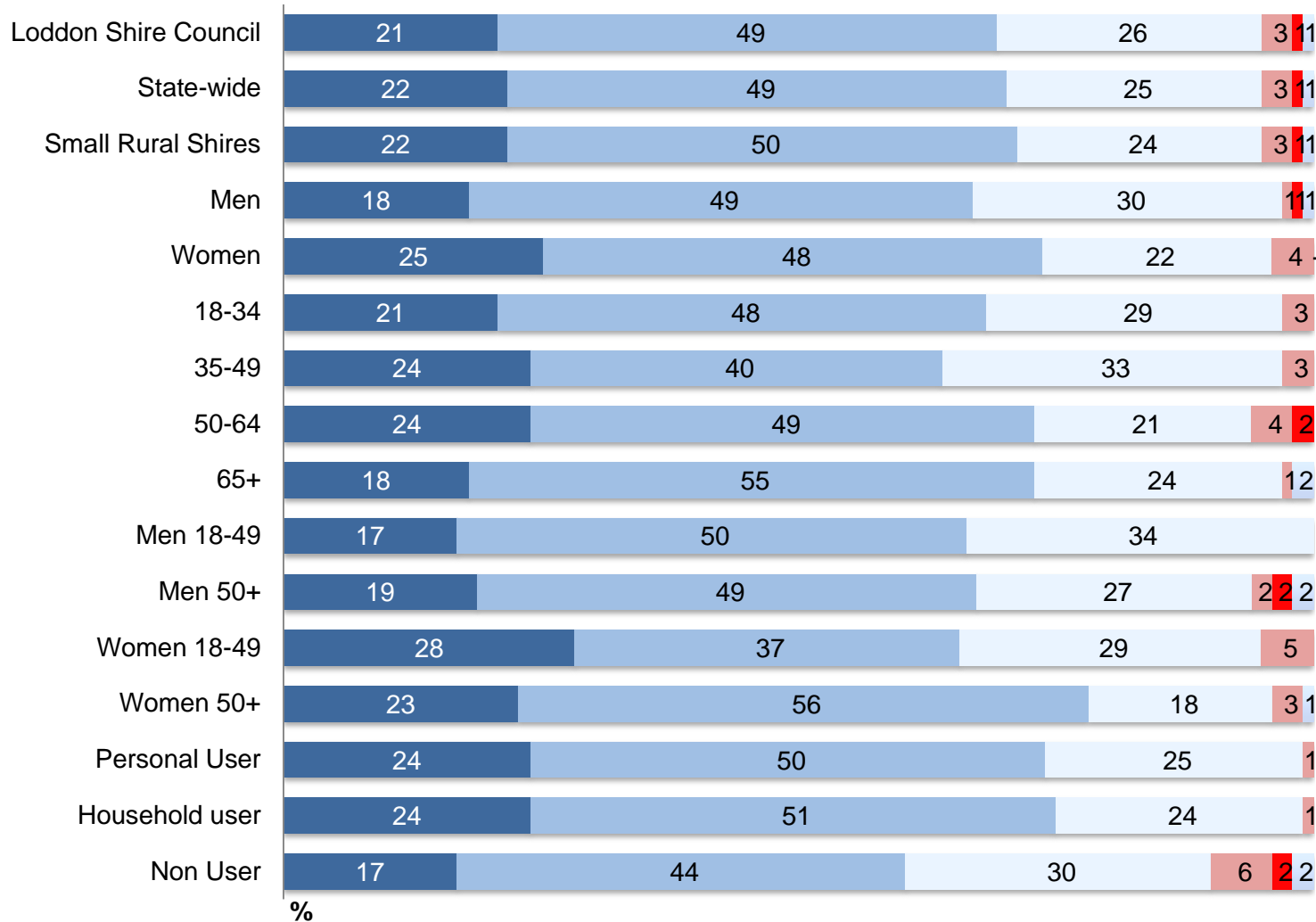
Elderly Support Services – Performance Detail



Recreational Facilities – Importance Index Score

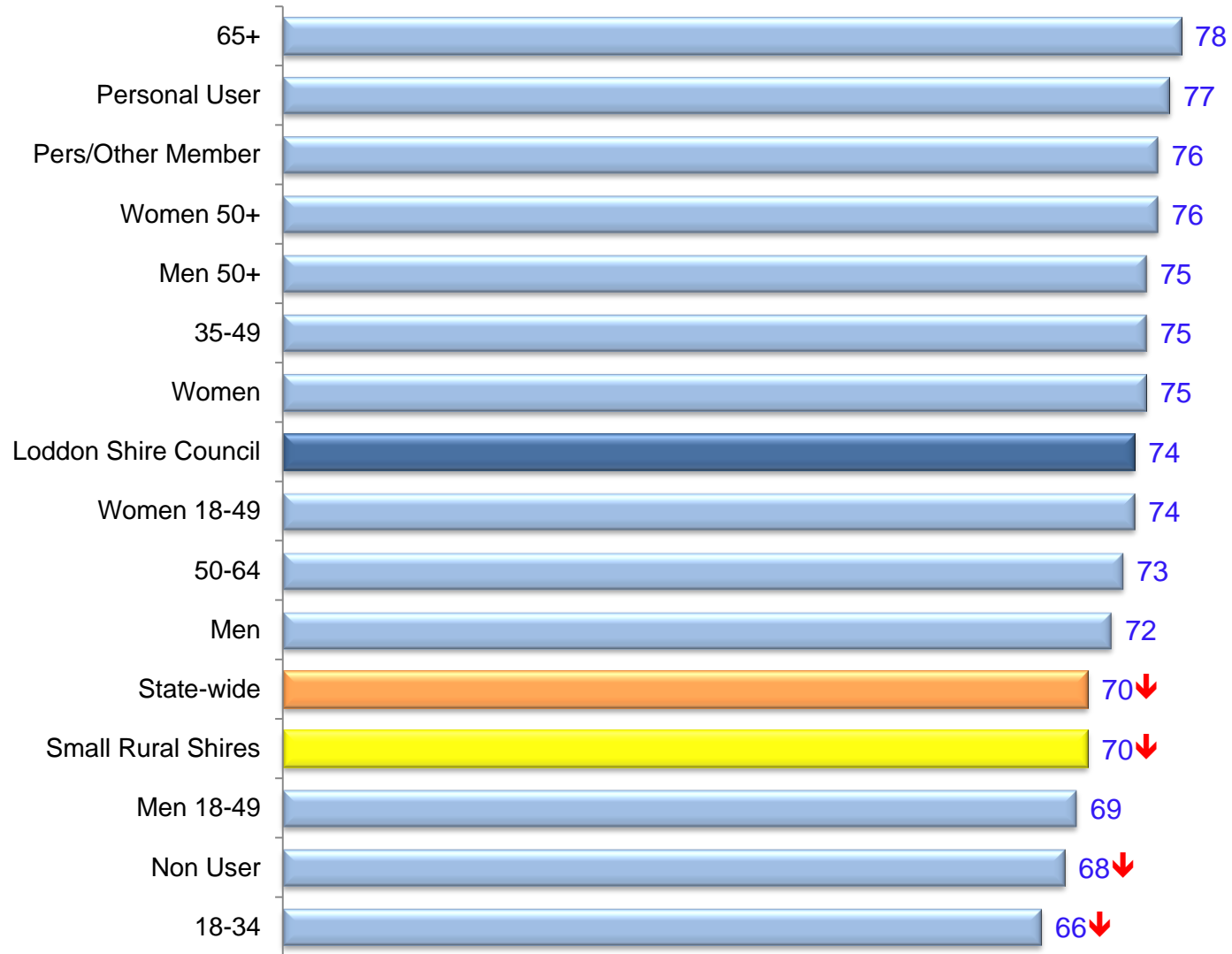


Recreational Facilities – Importance Detail

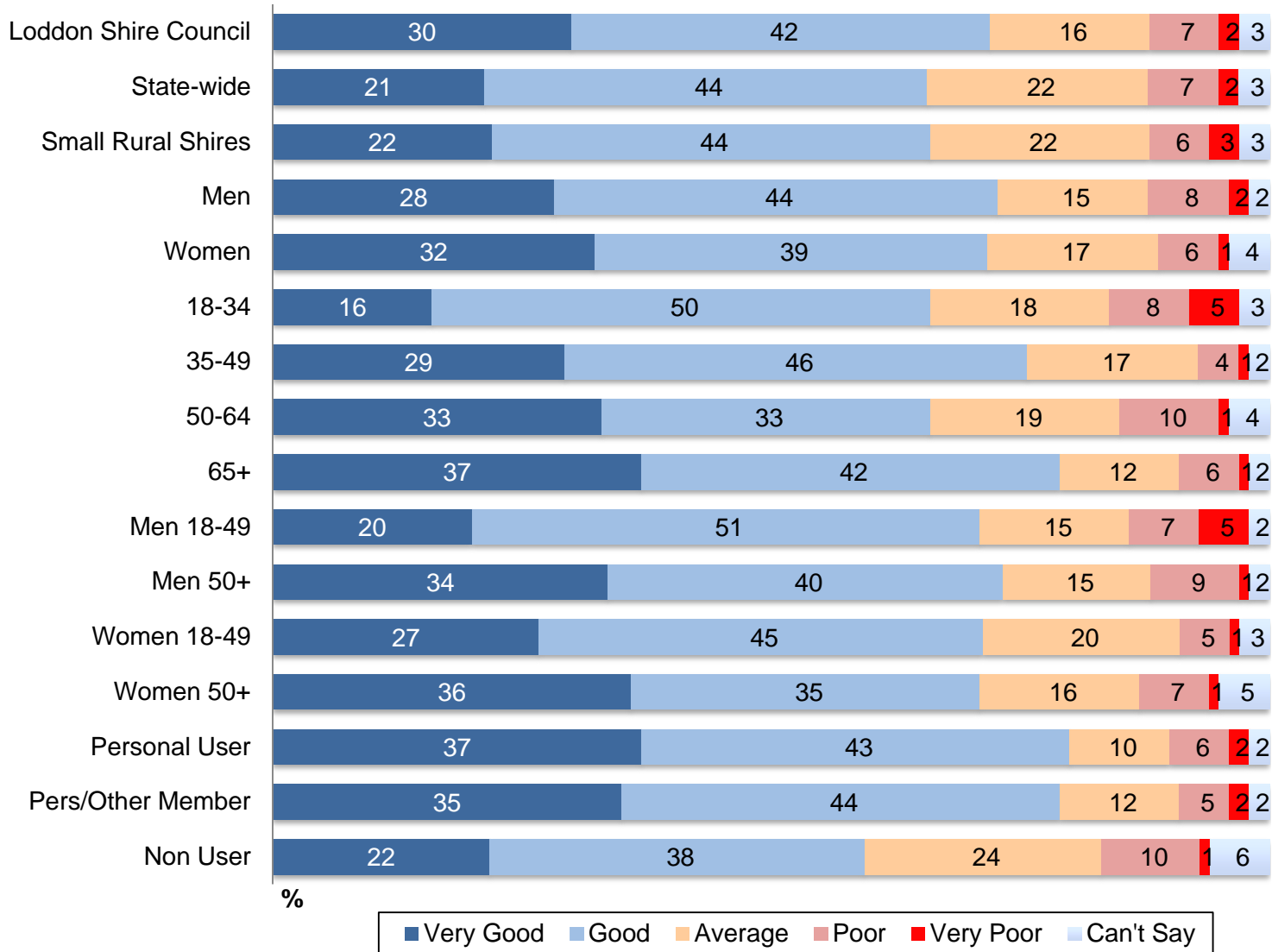


Extremely important
 Very important
 Fairly important
 Not that important
 Not at all important
 Can't say

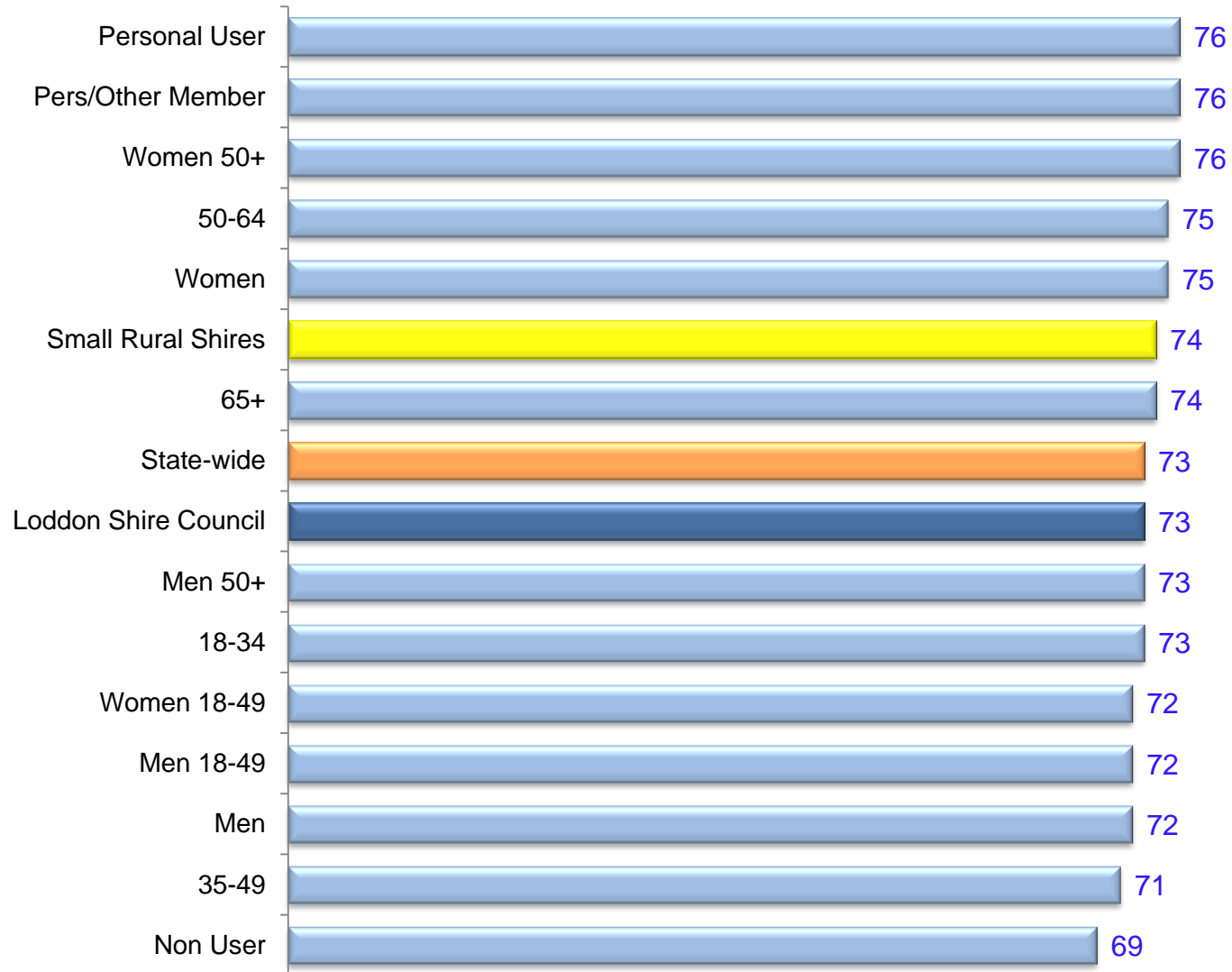
Recreational Facilities – Performance Index Score



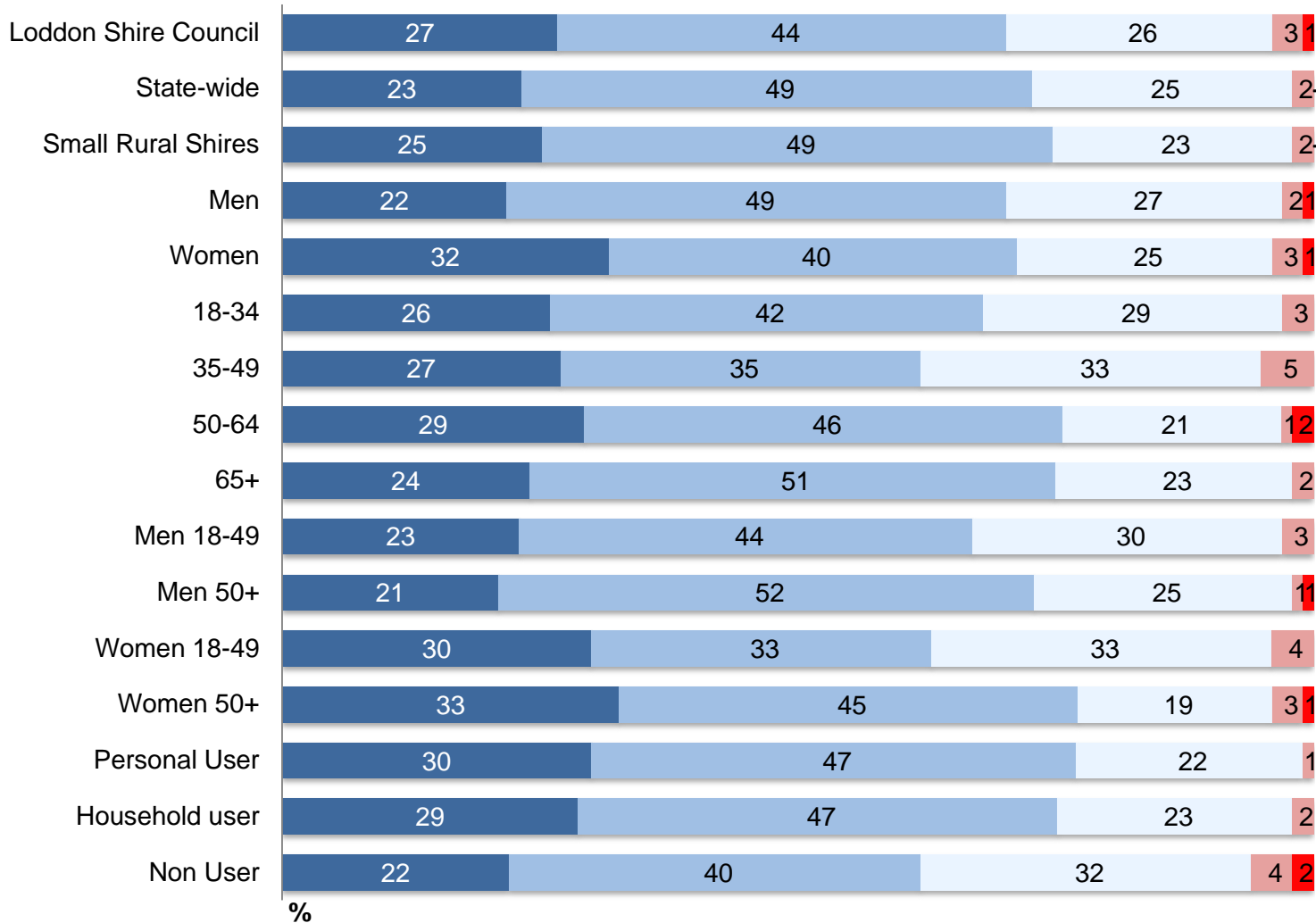
Recreational Facilities – Performance Detail



The appearance of public areas – Importance Index Score

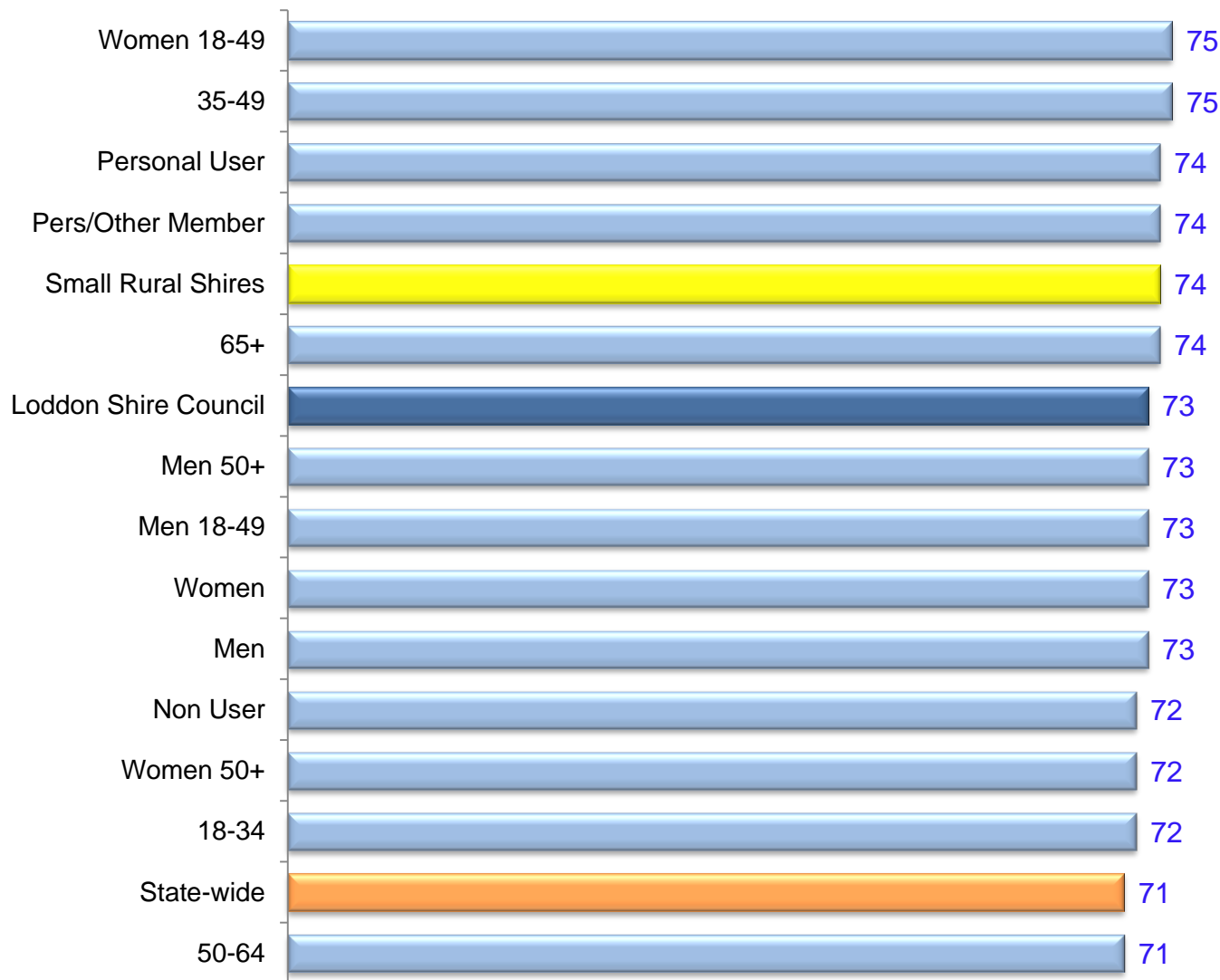


The appearance of public areas – Importance Detail

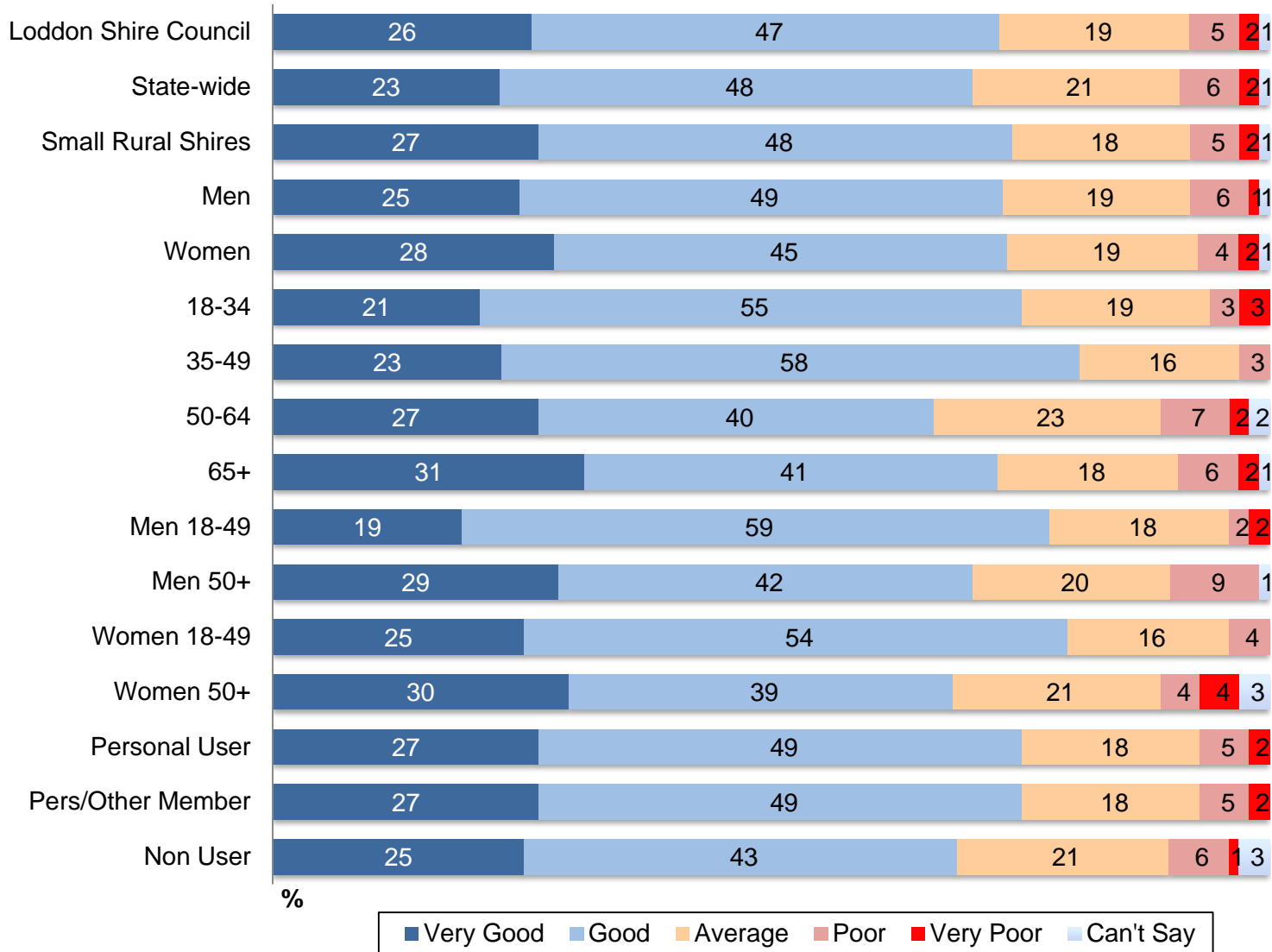


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

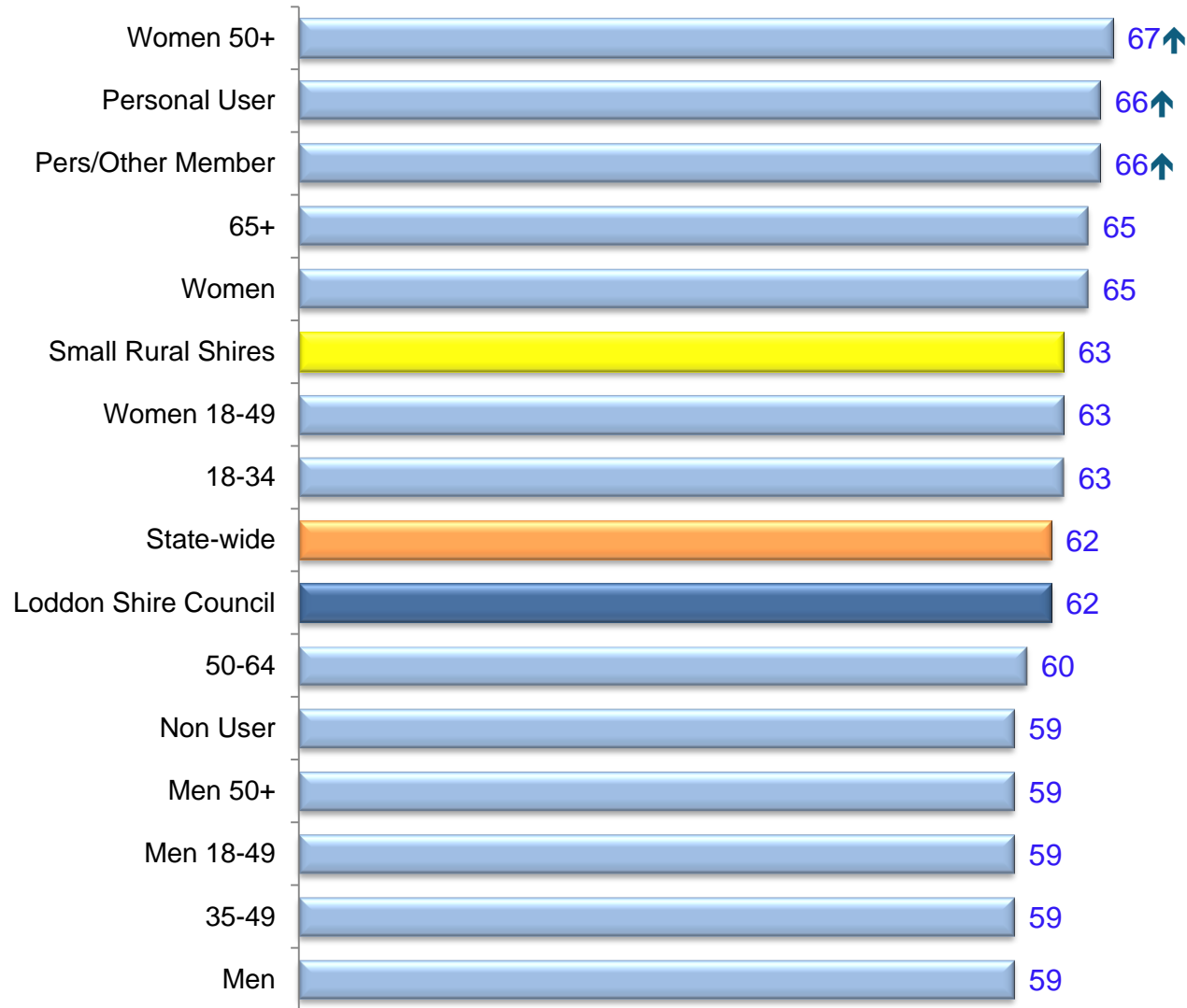
The appearance of public areas – Performance Index Score



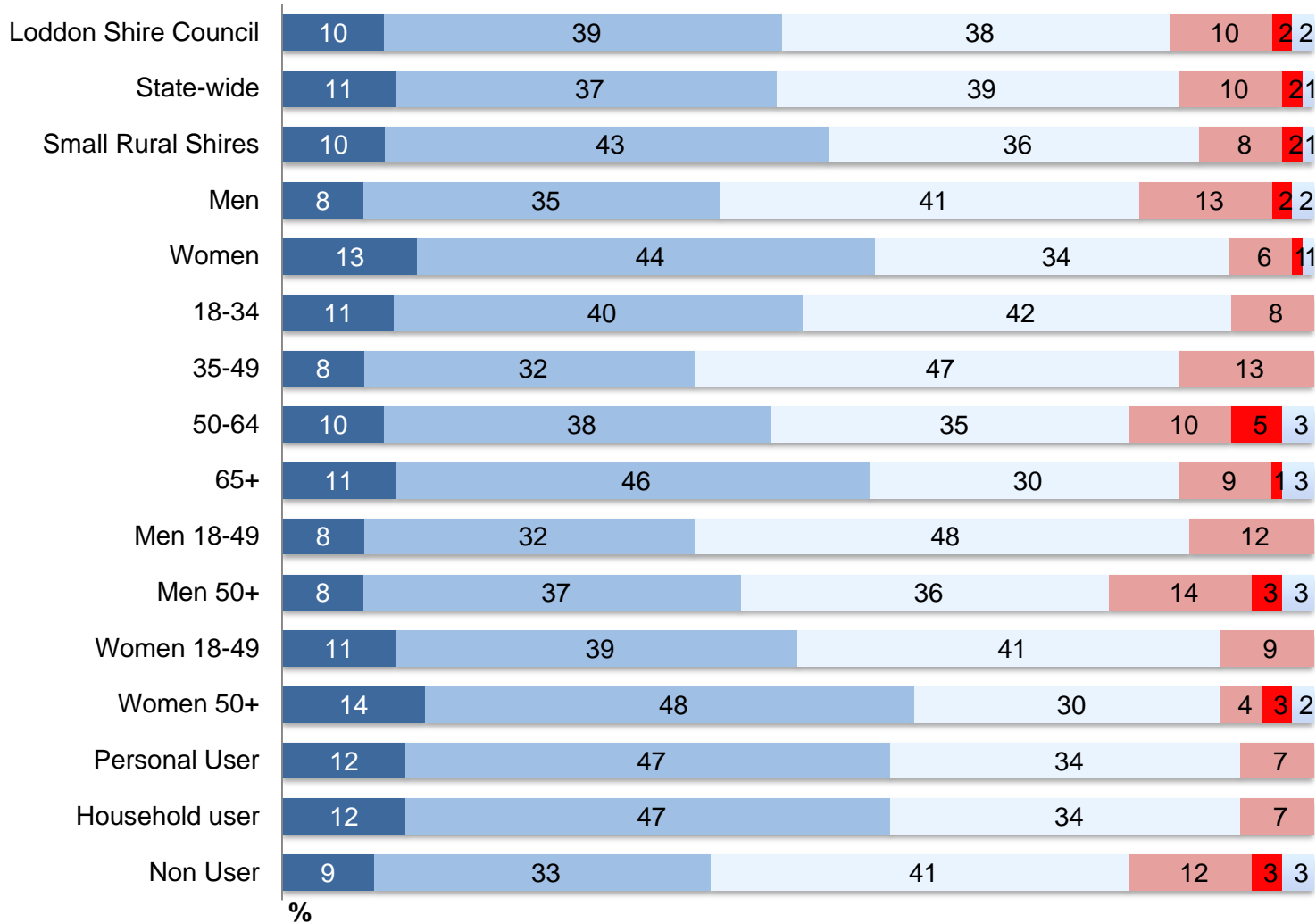
The appearance of public areas – Performance Detail



Community and Cultural Activities – Importance Index Score

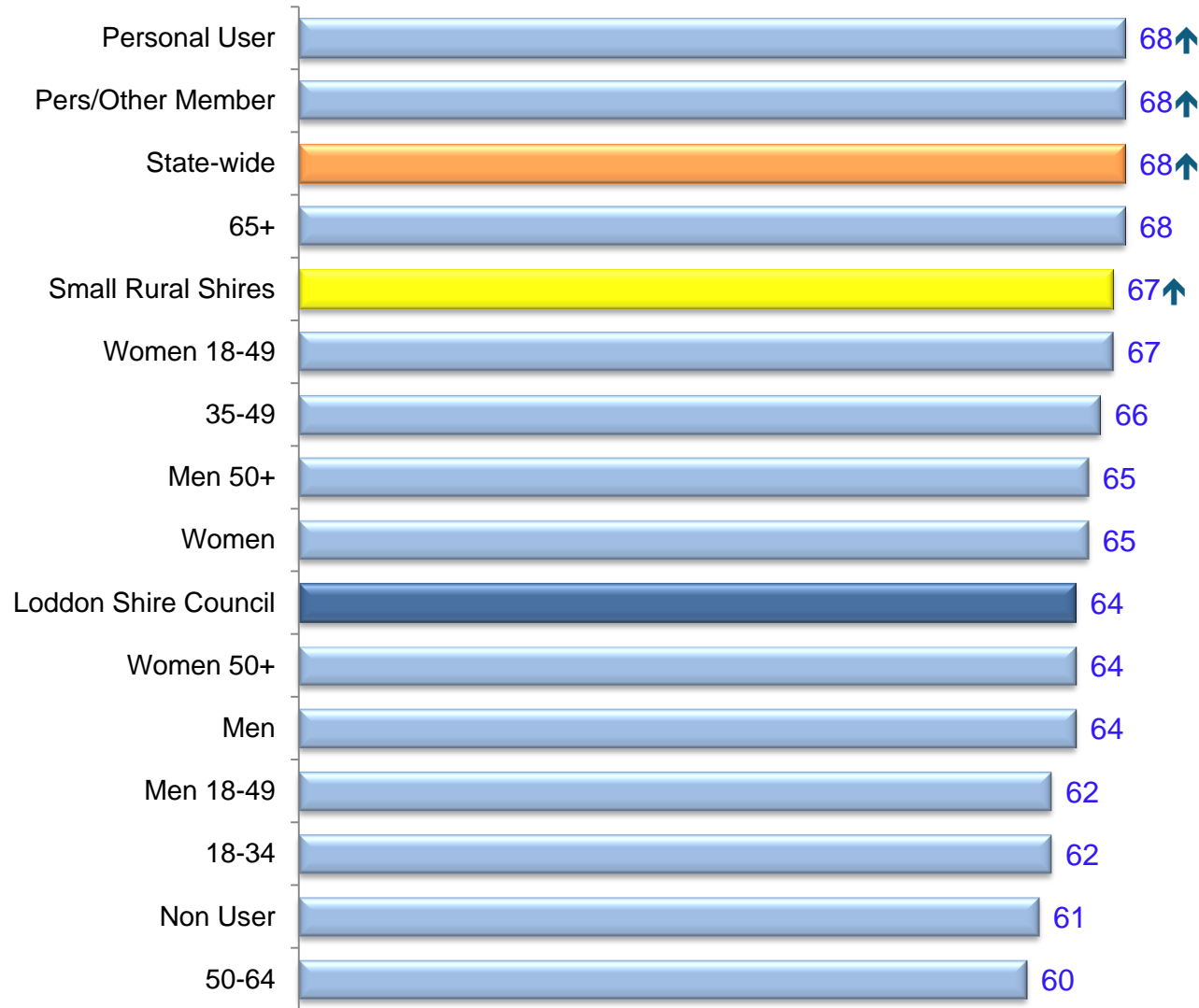


Community and Cultural Activities – Importance Detail

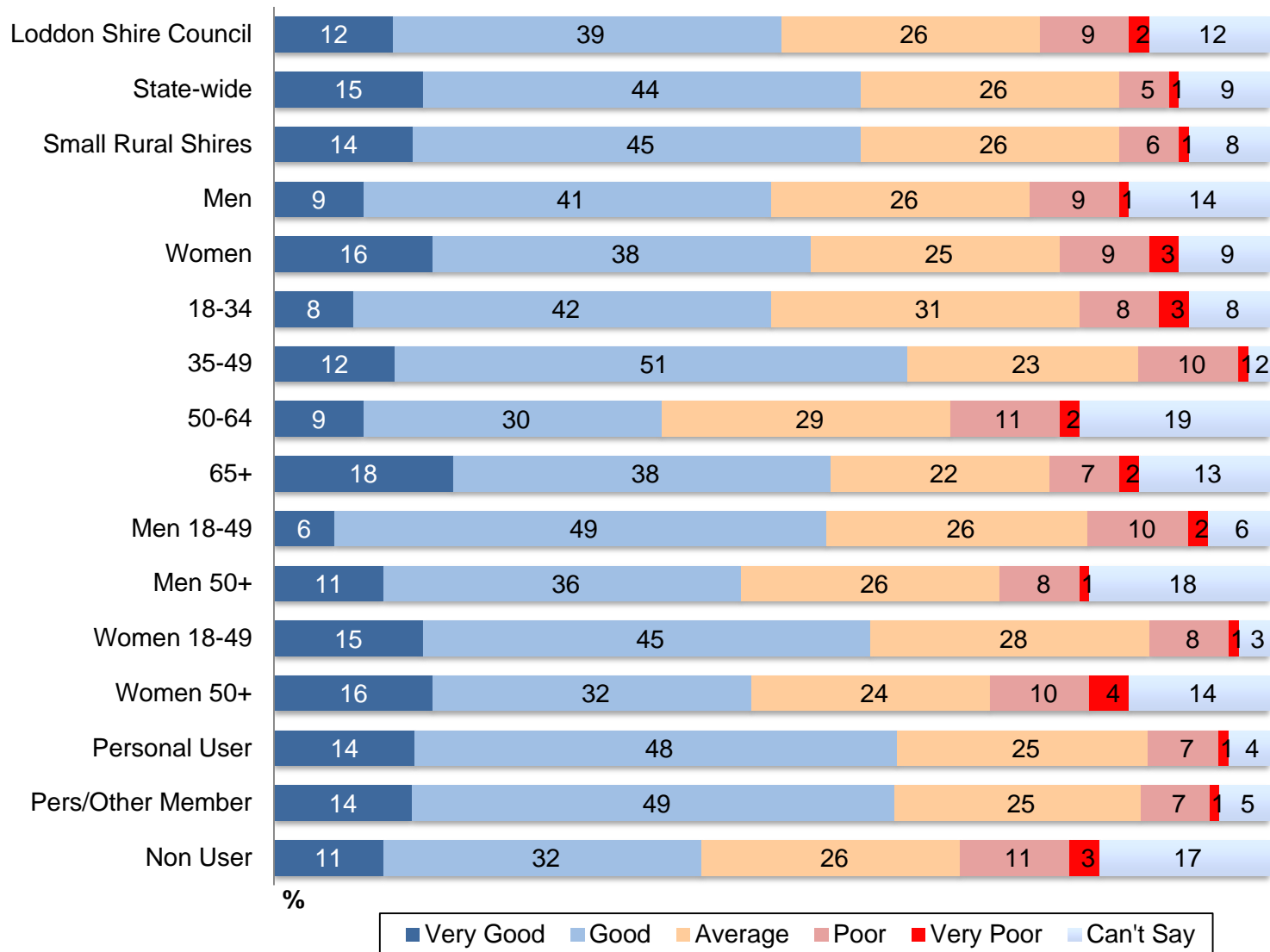


■ Extremely important
 ■ Very important
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 ■ Not that important
 ■ Not at all important
 ■ Can't say

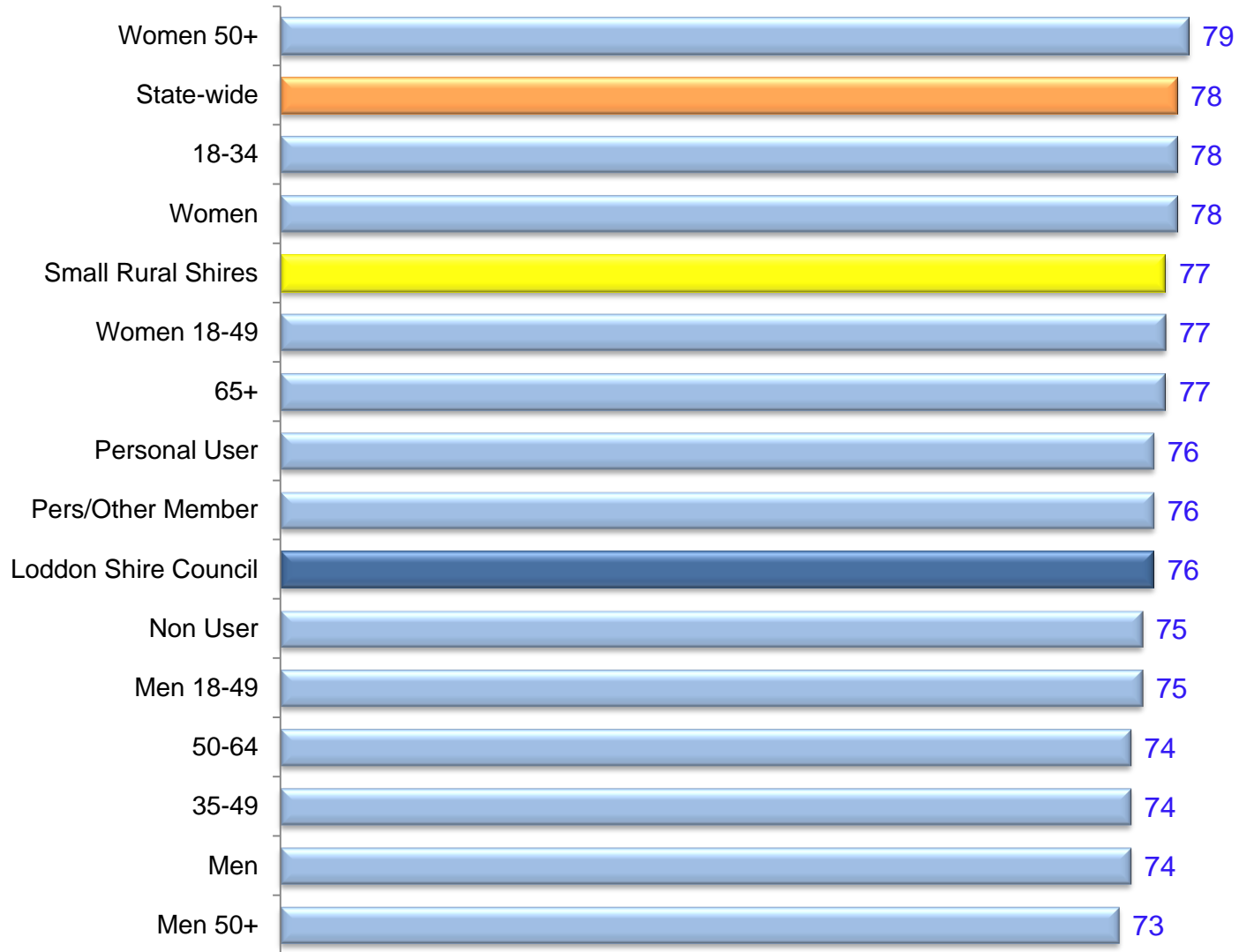
Community and Cultural Activities – Performance Index Score



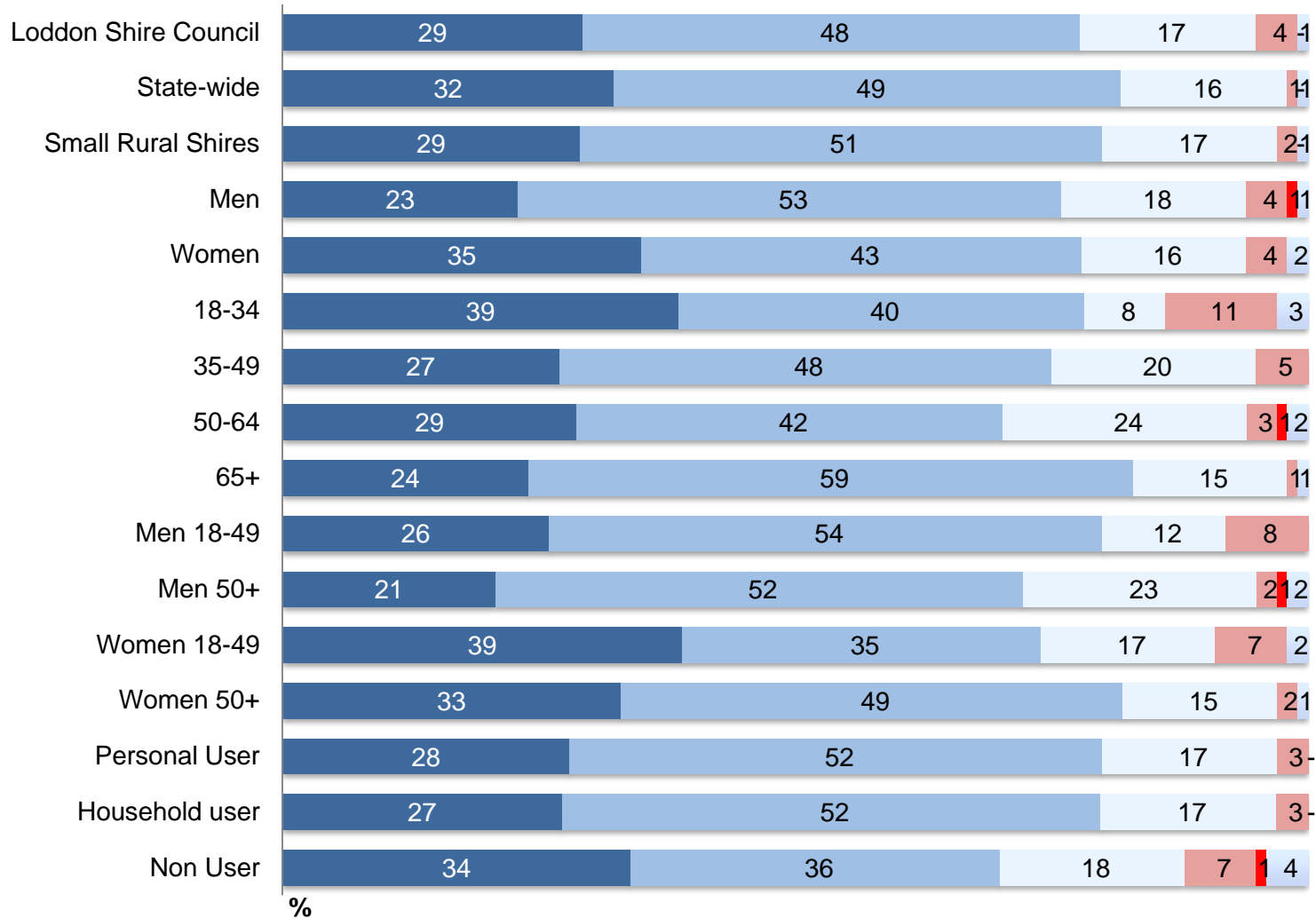
Community and Cultural Activities – Performance Detail



Waste Management – Importance Index Score

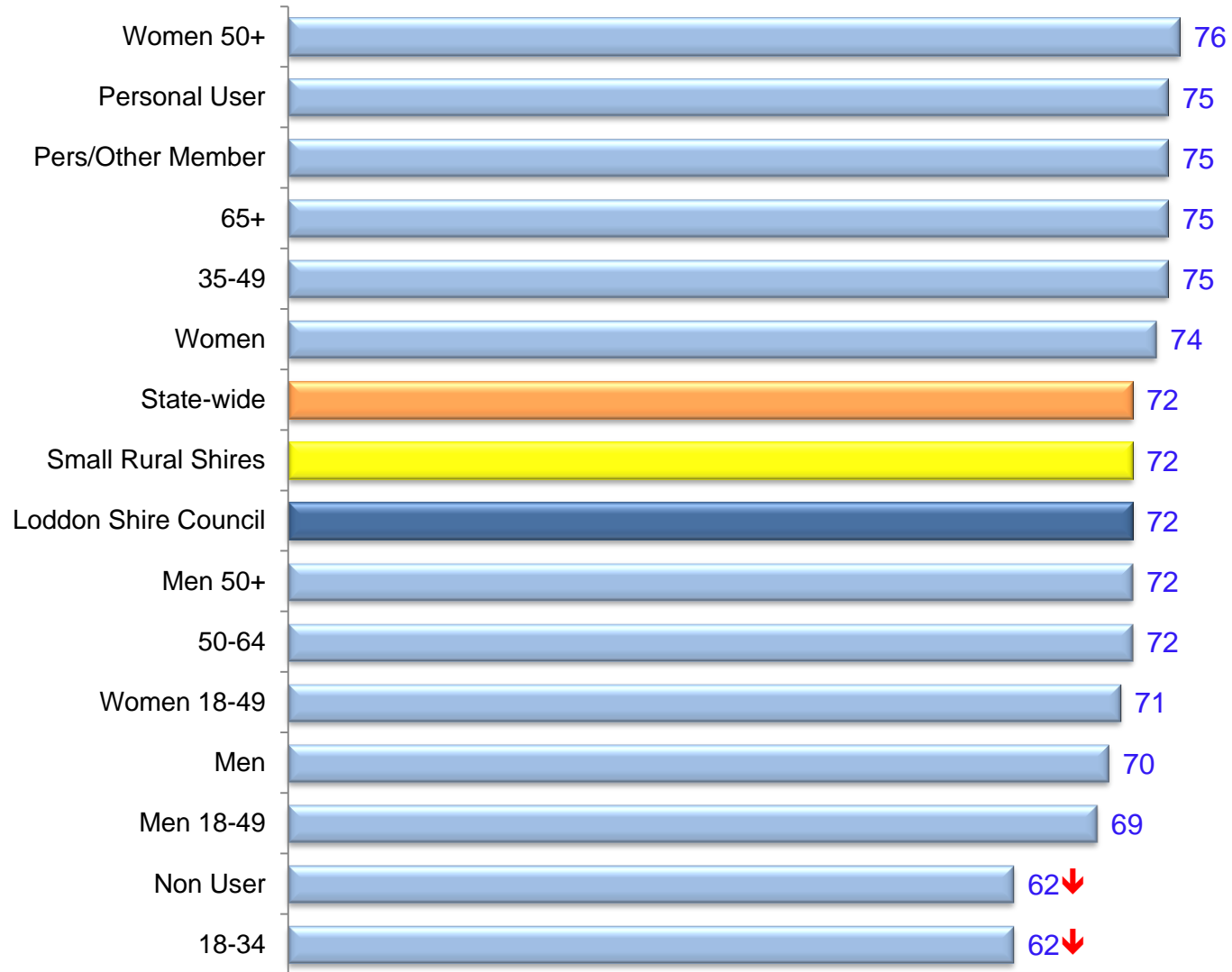


Waste Management – Importance Detail

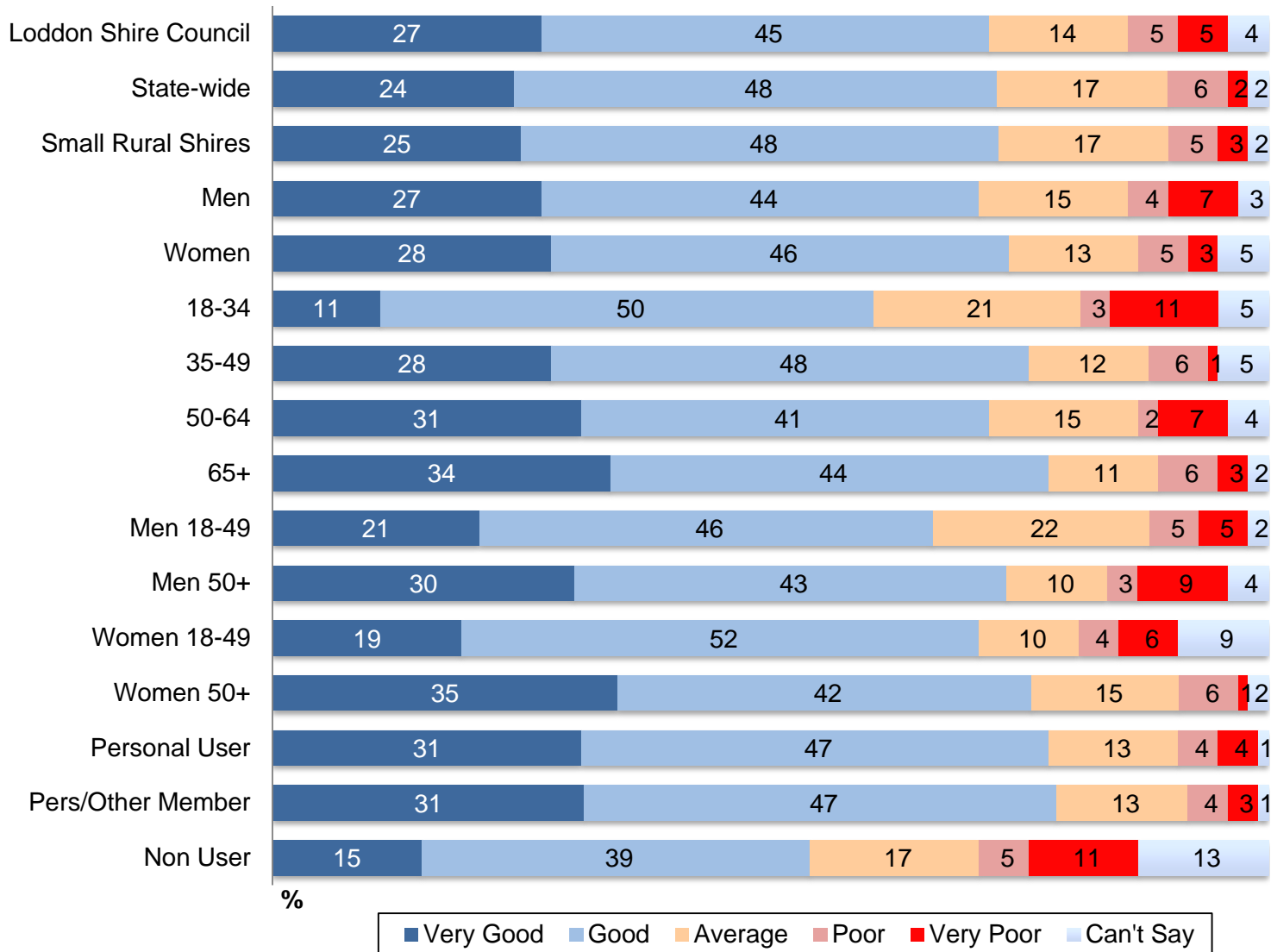


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 ■ Can't say

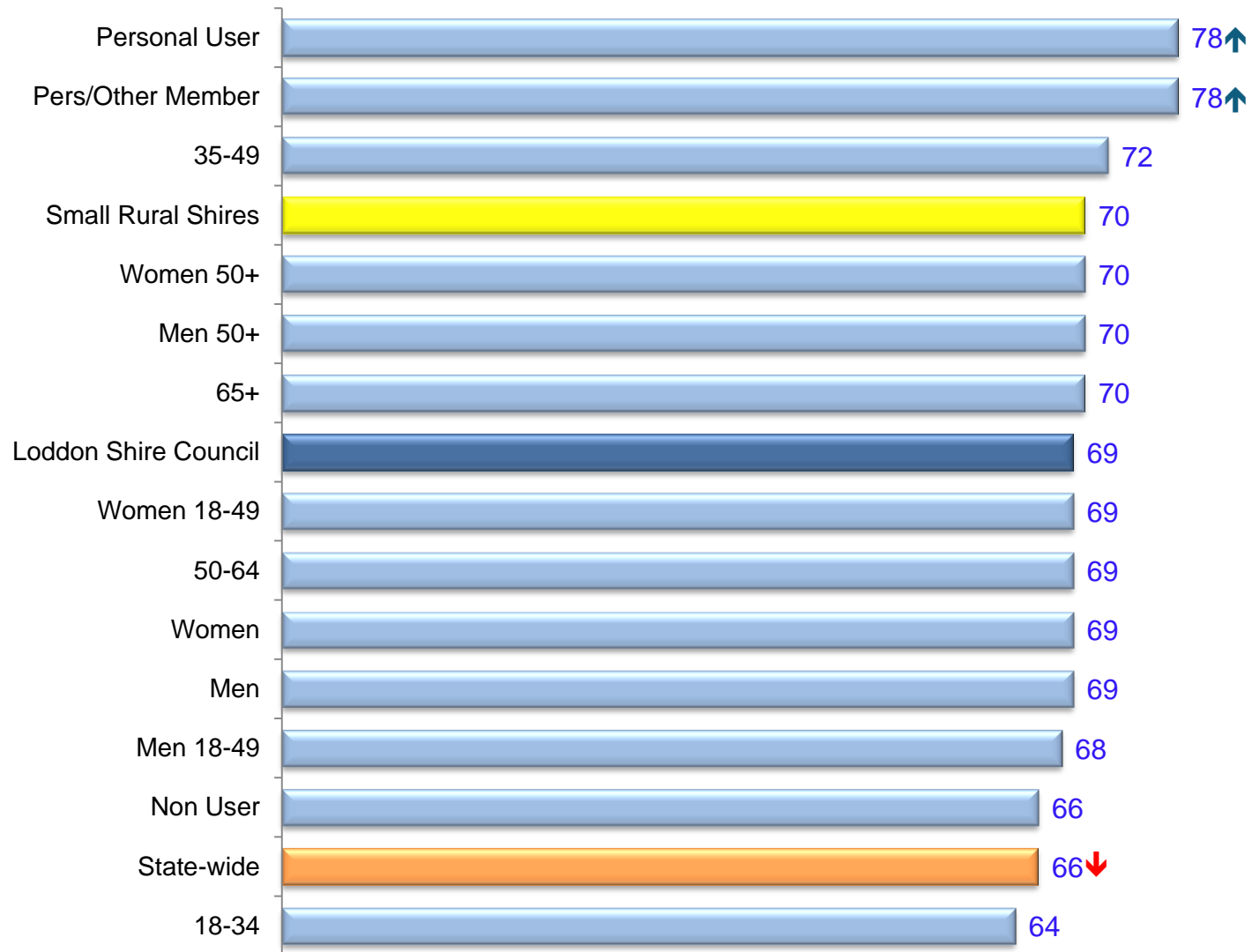
Waste Management – Performance Index Score



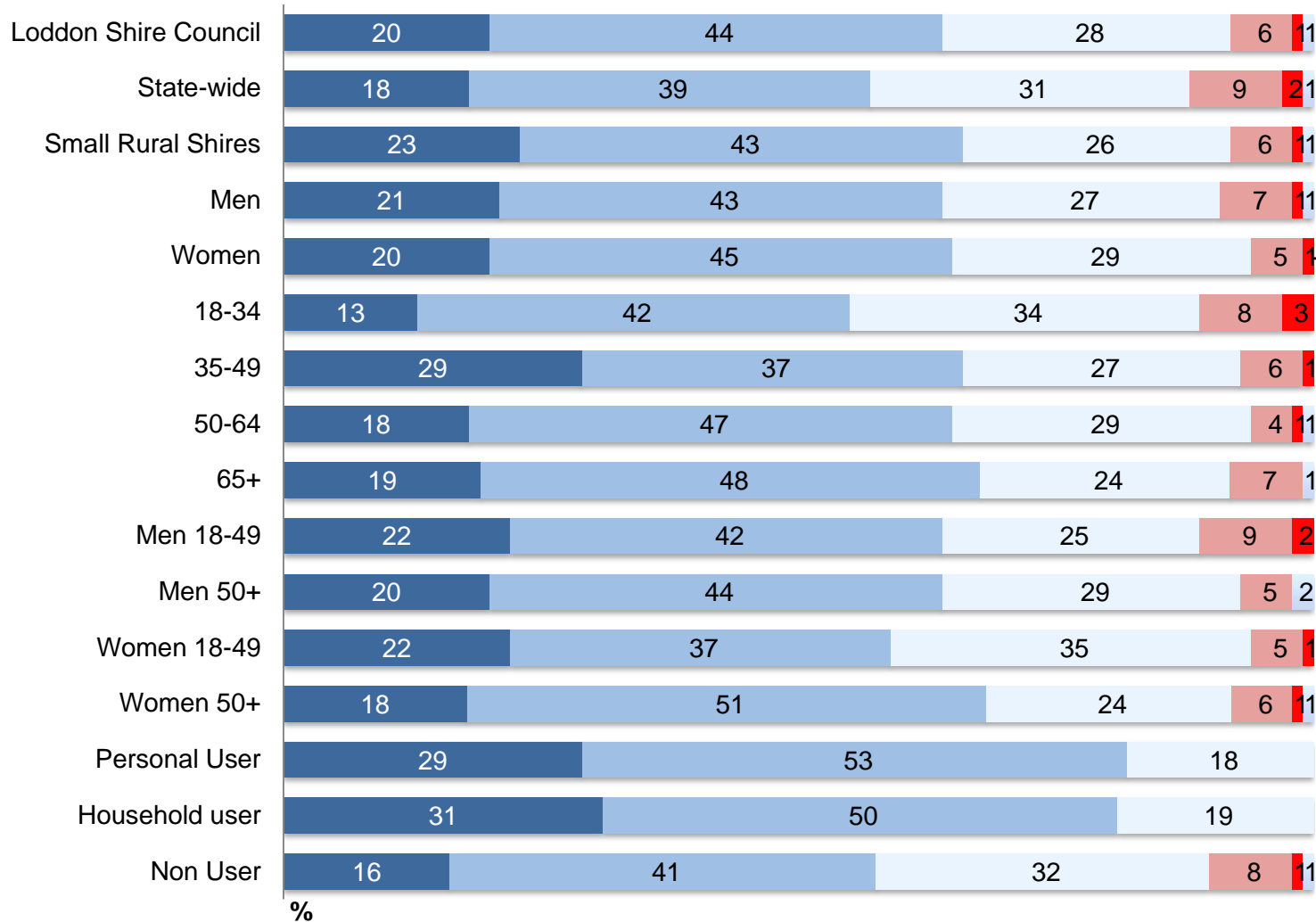
Waste Management – Performance Detail



Business and community development and tourism – Importance Index Score

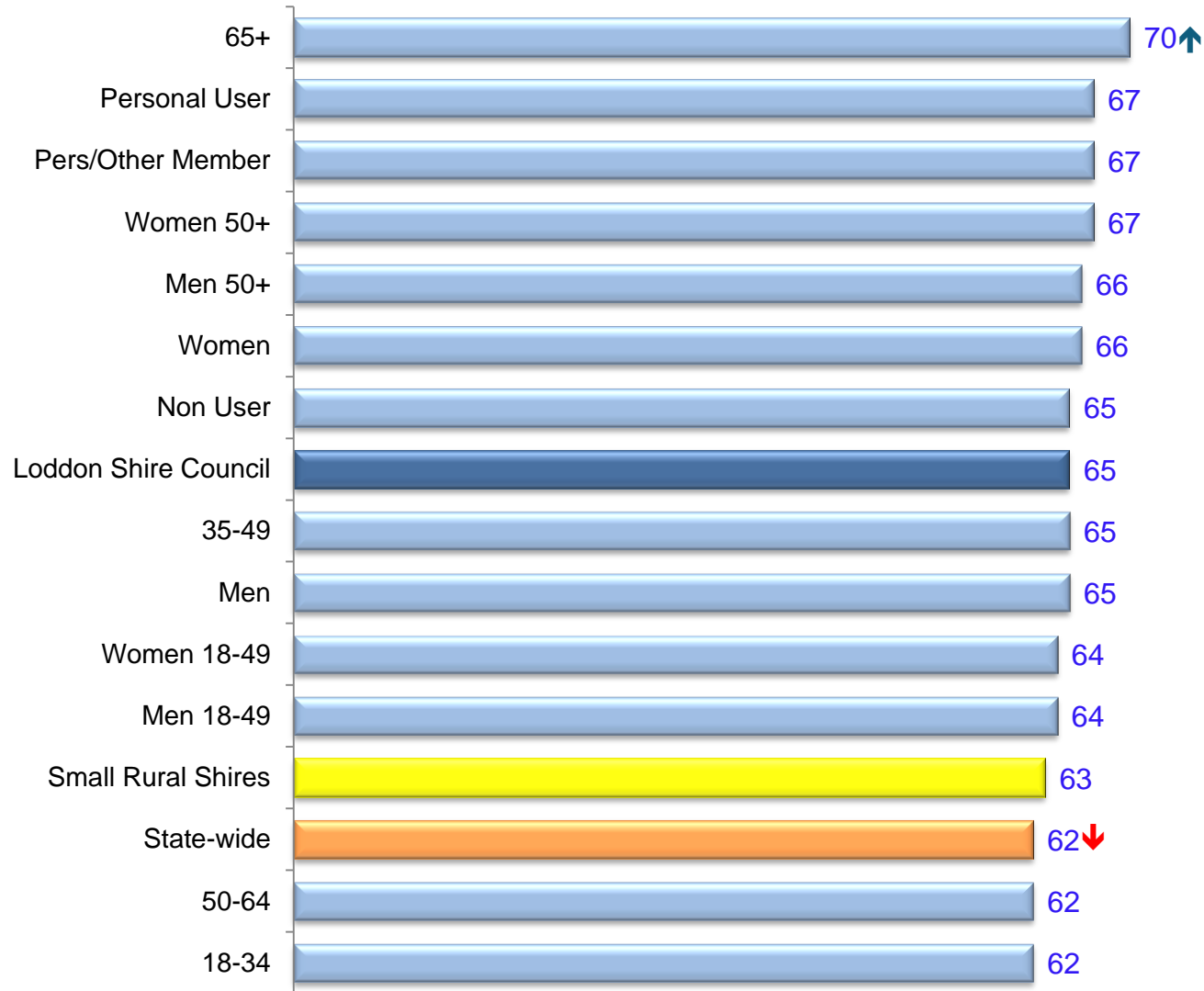


Business and community development and tourism – Importance Detail

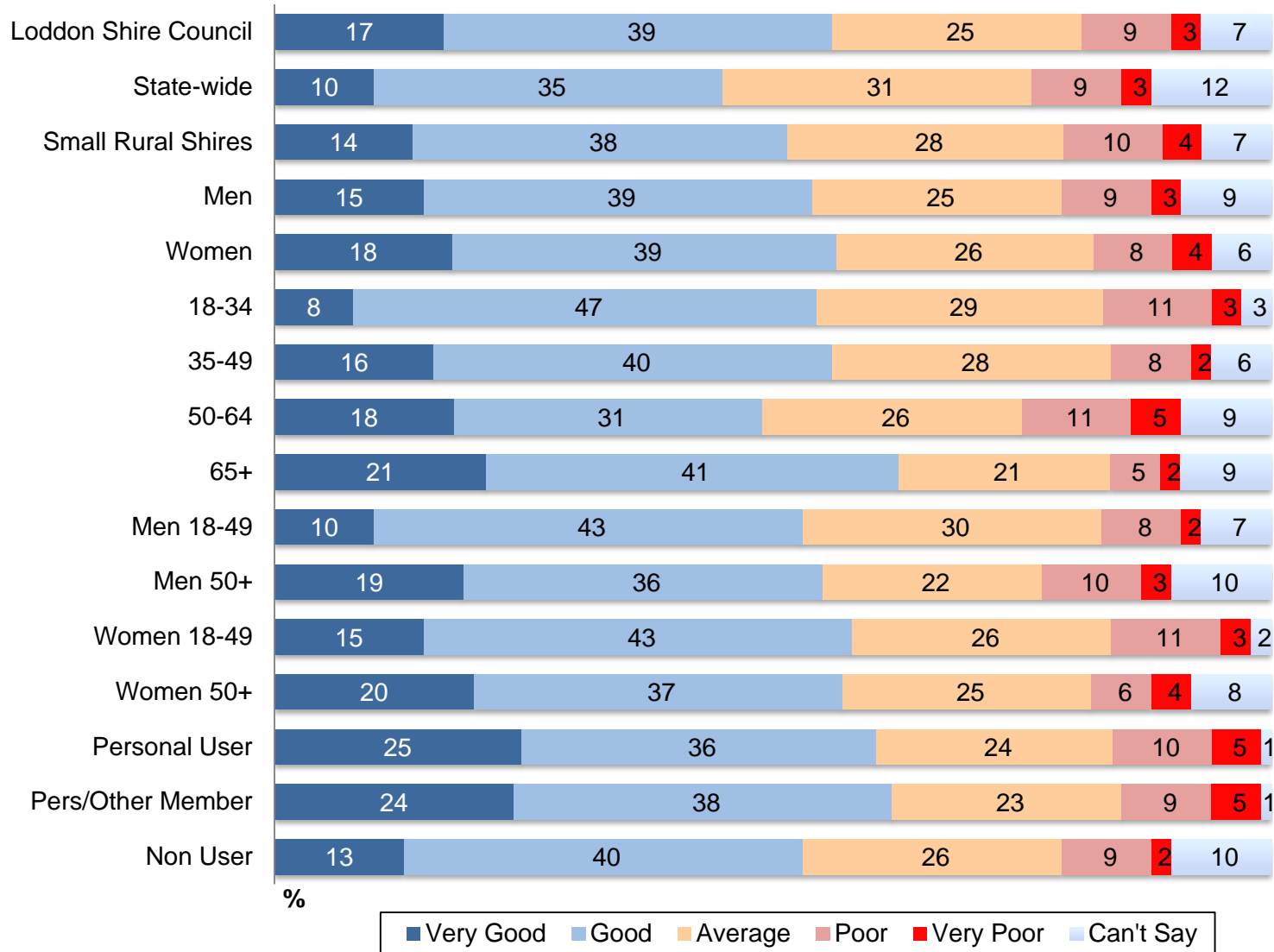


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

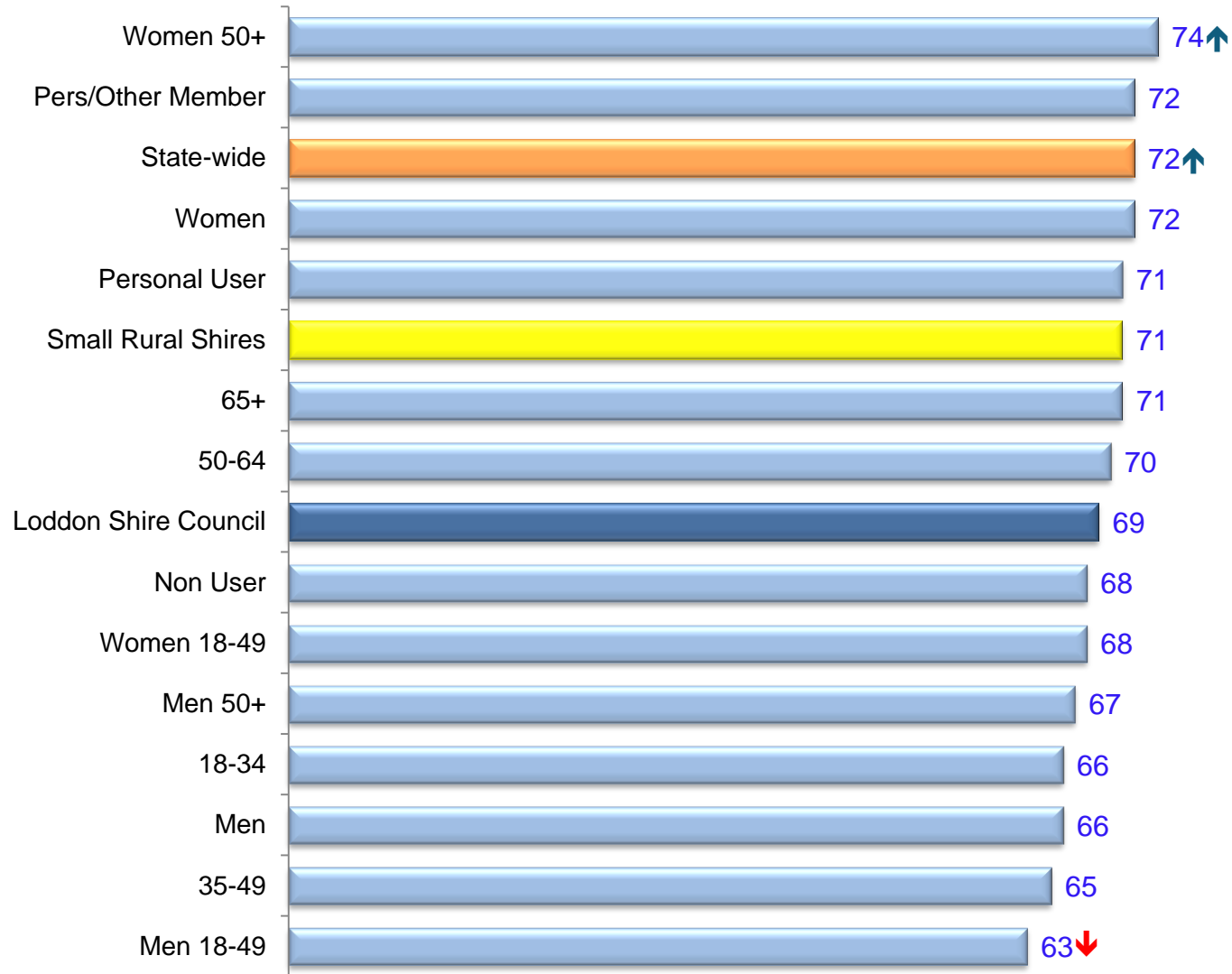
Business and community development and tourism – Performance Index Score



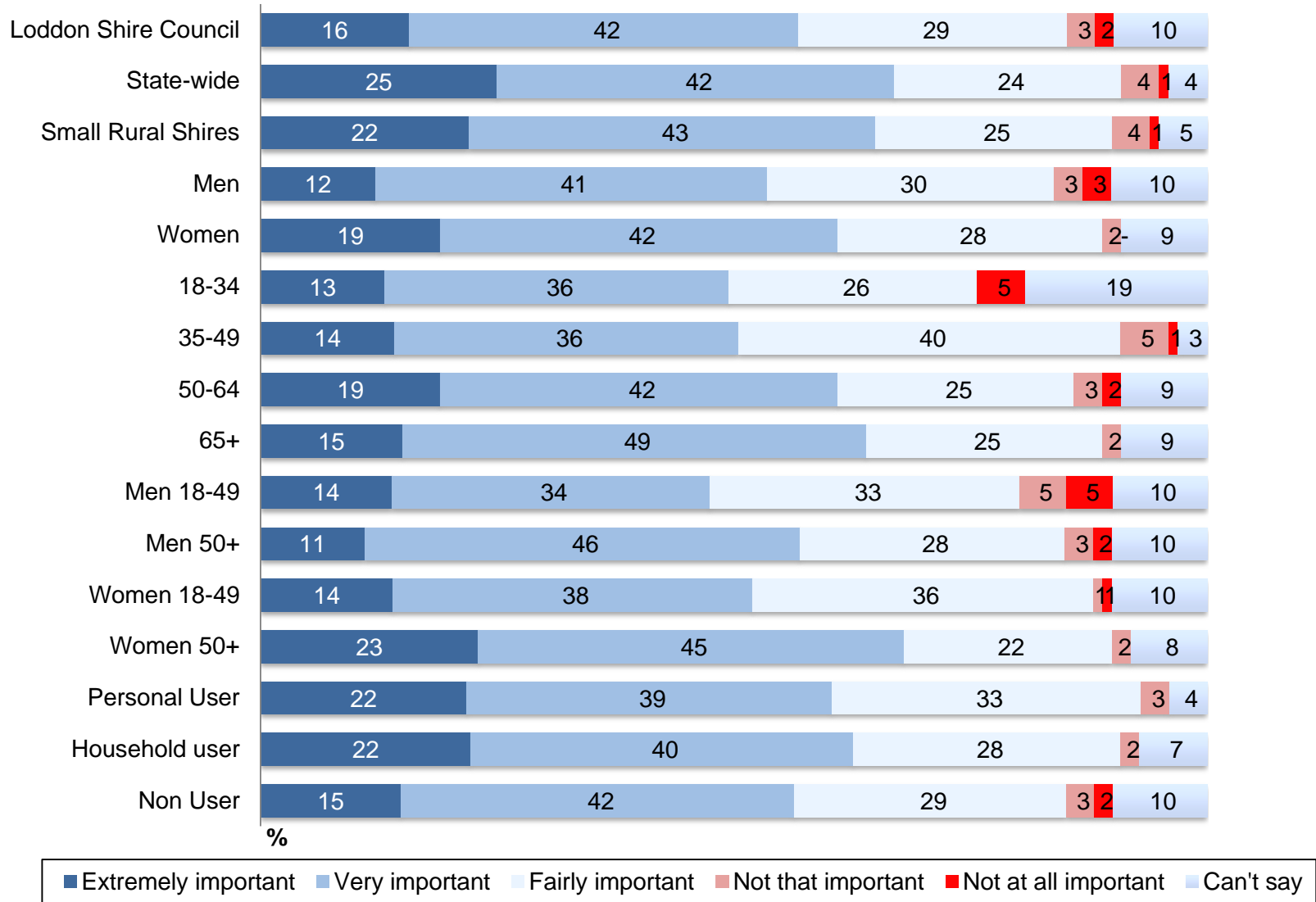
Business and community development and tourism – Performance Detail



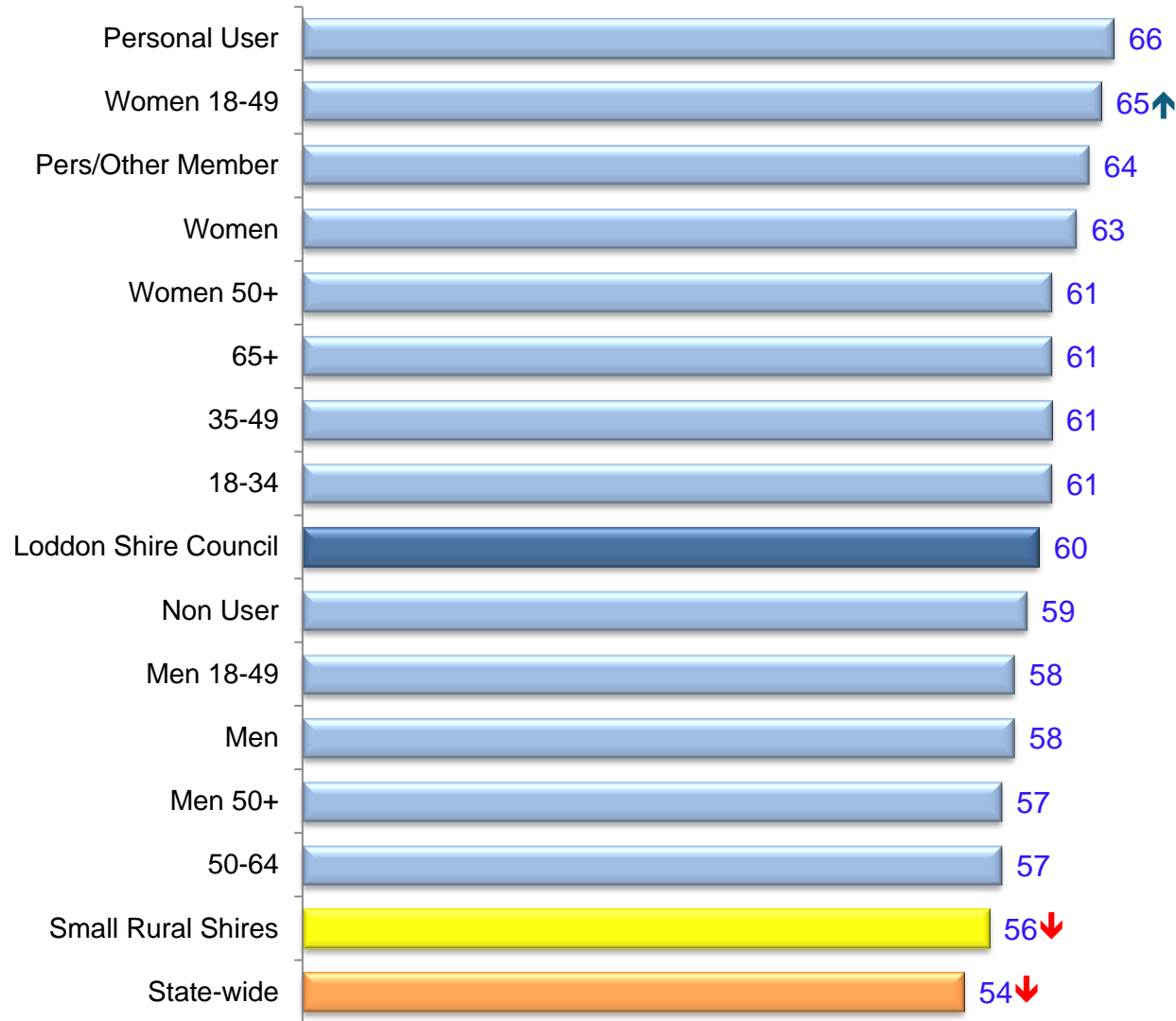
Council's general town planning policy – Importance Index Score



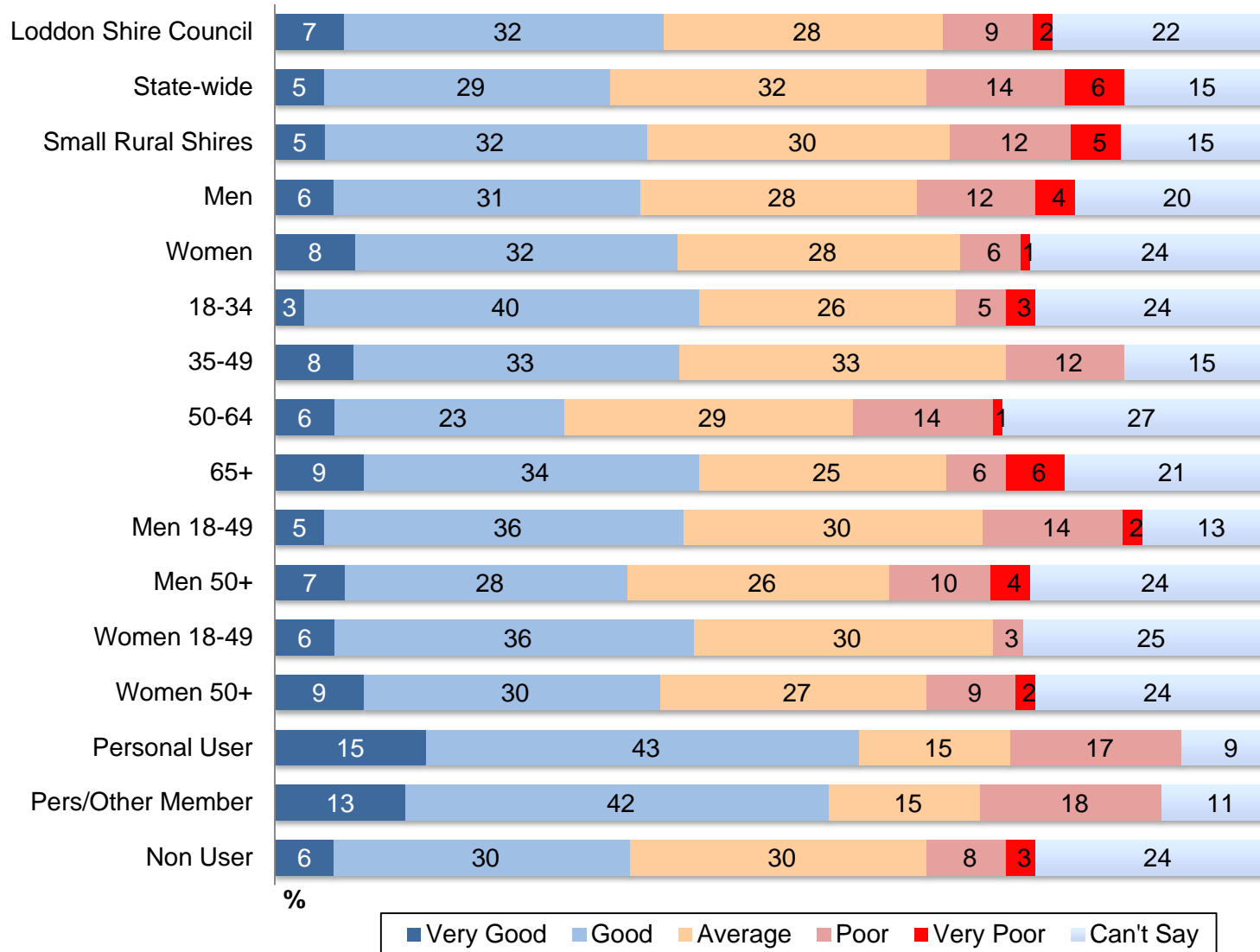
Council's general town planning policy – Importance Detail



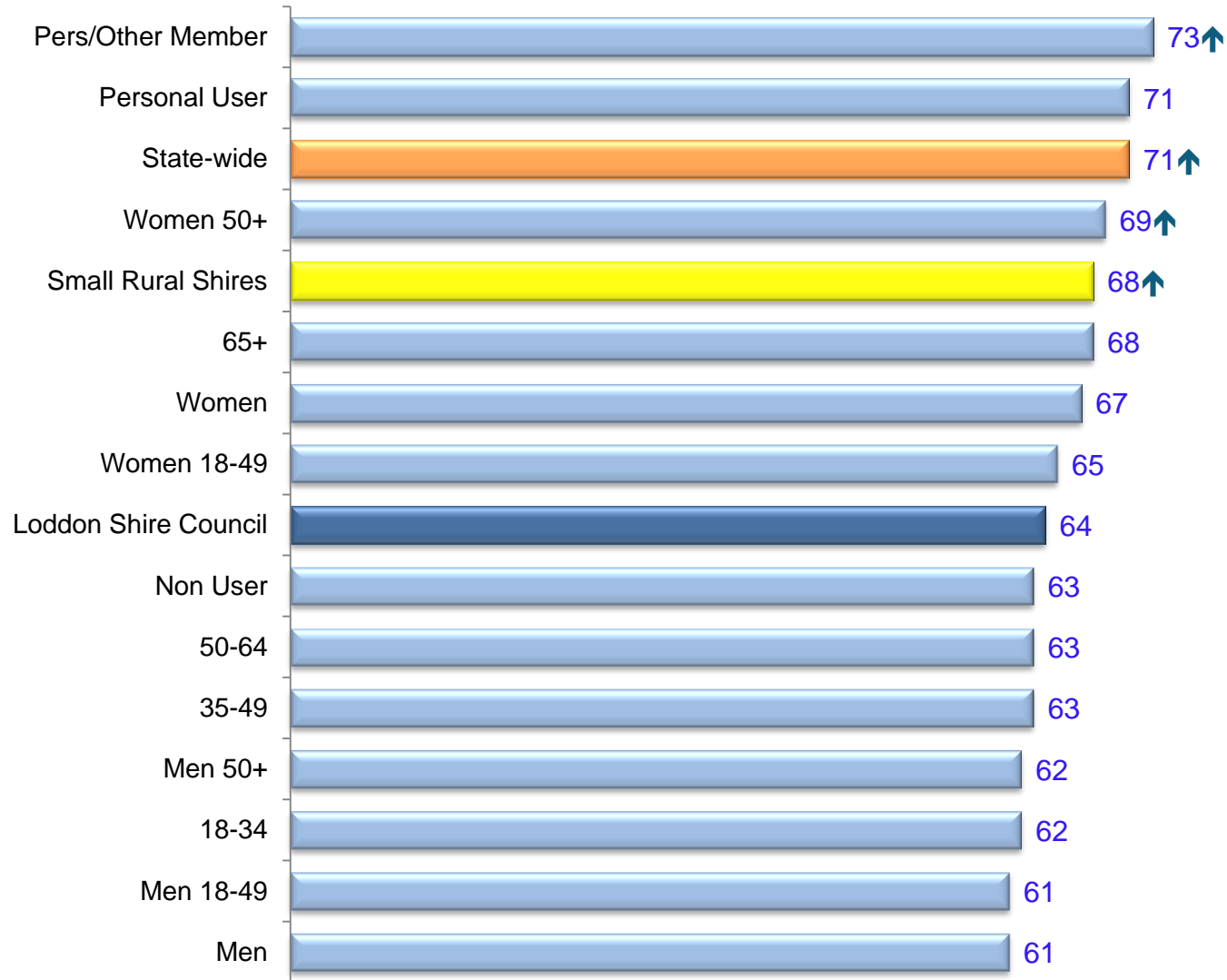
Council's general town planning policy – Performance Index Score



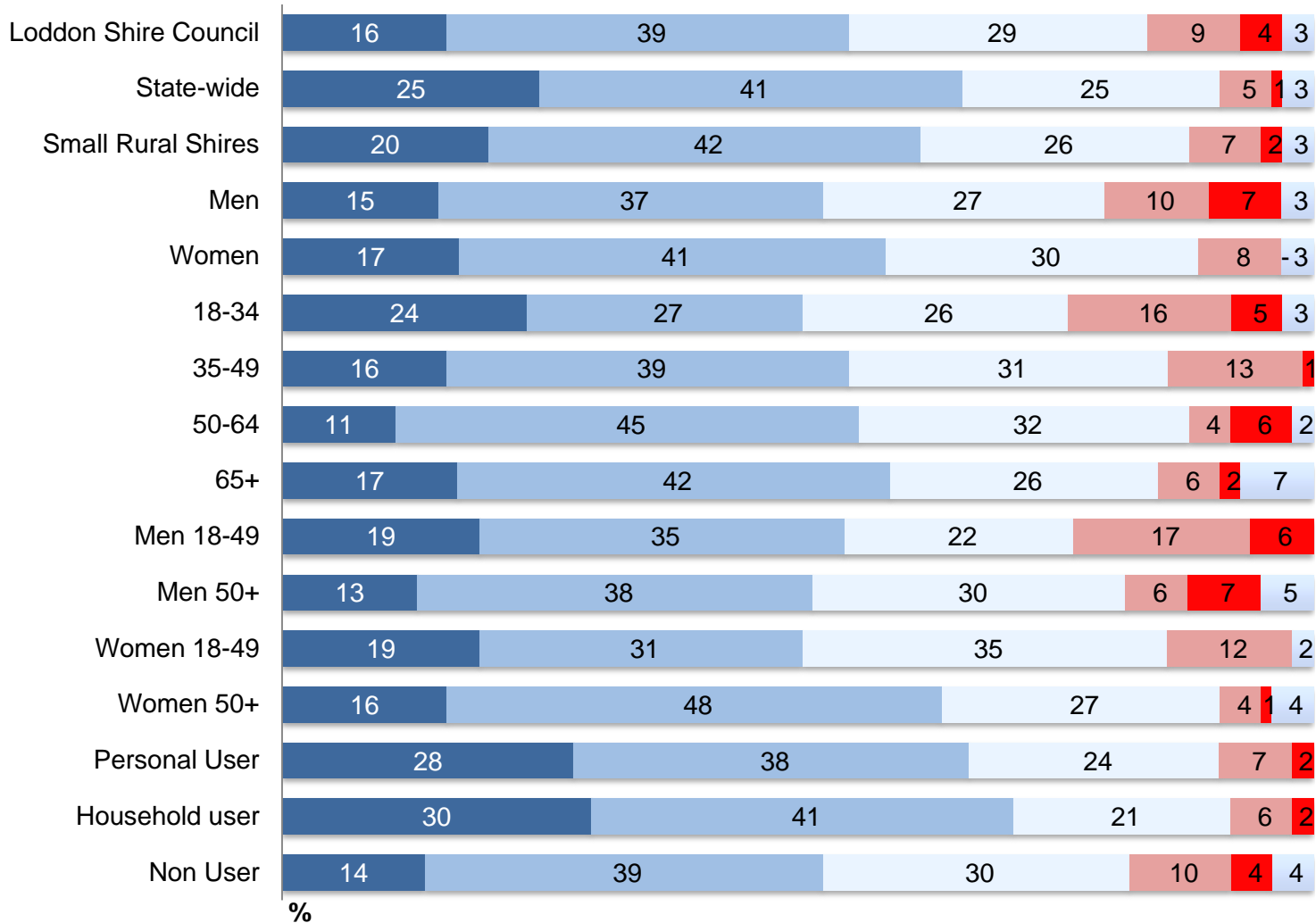
Council's general town planning policy – Performance Detail



Planning and Building Permits – Importance Index Score

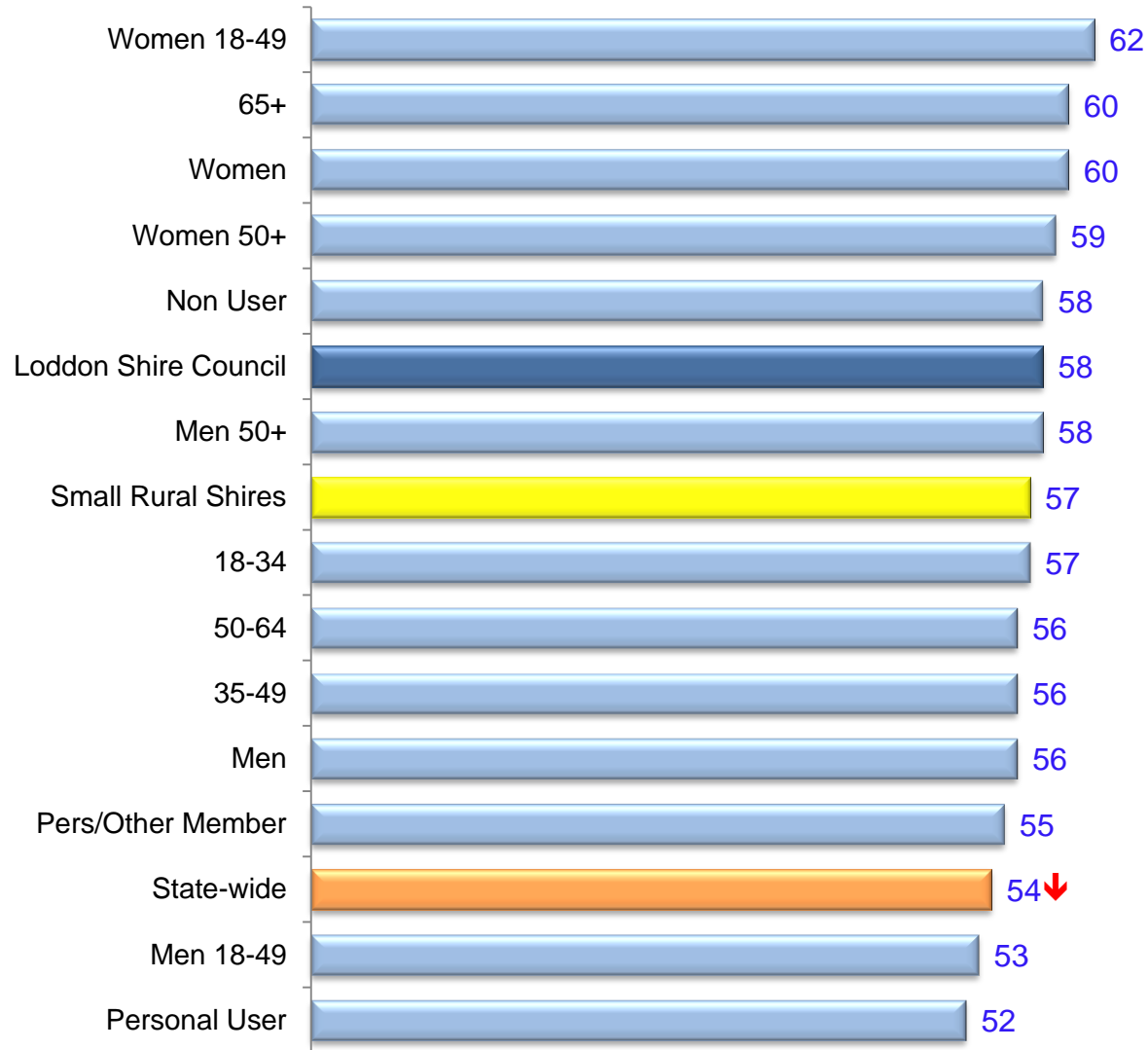


Planning and Building Permits – Importance Detail

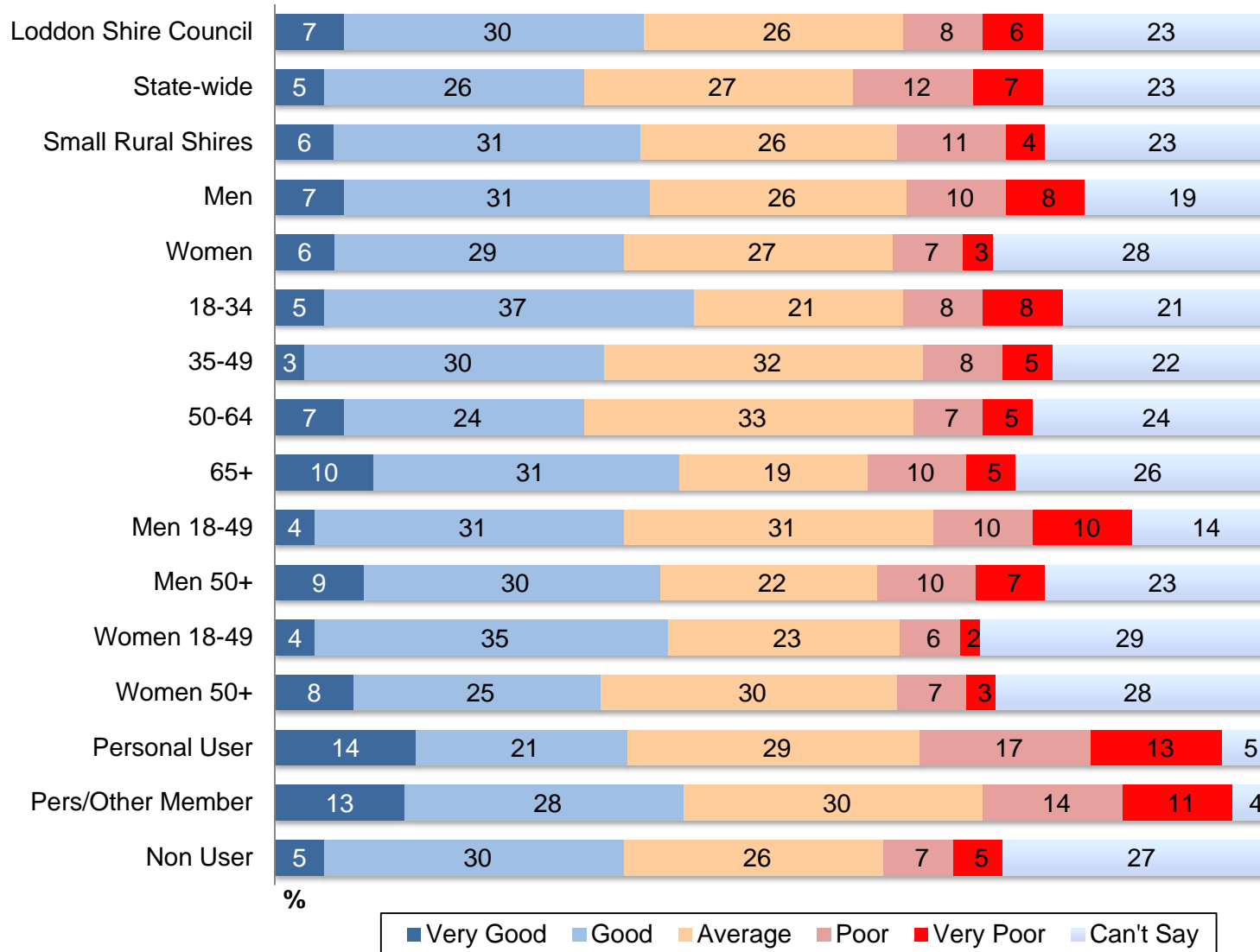


■ Extremely important
 ■ Very important
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 ■ Can't say

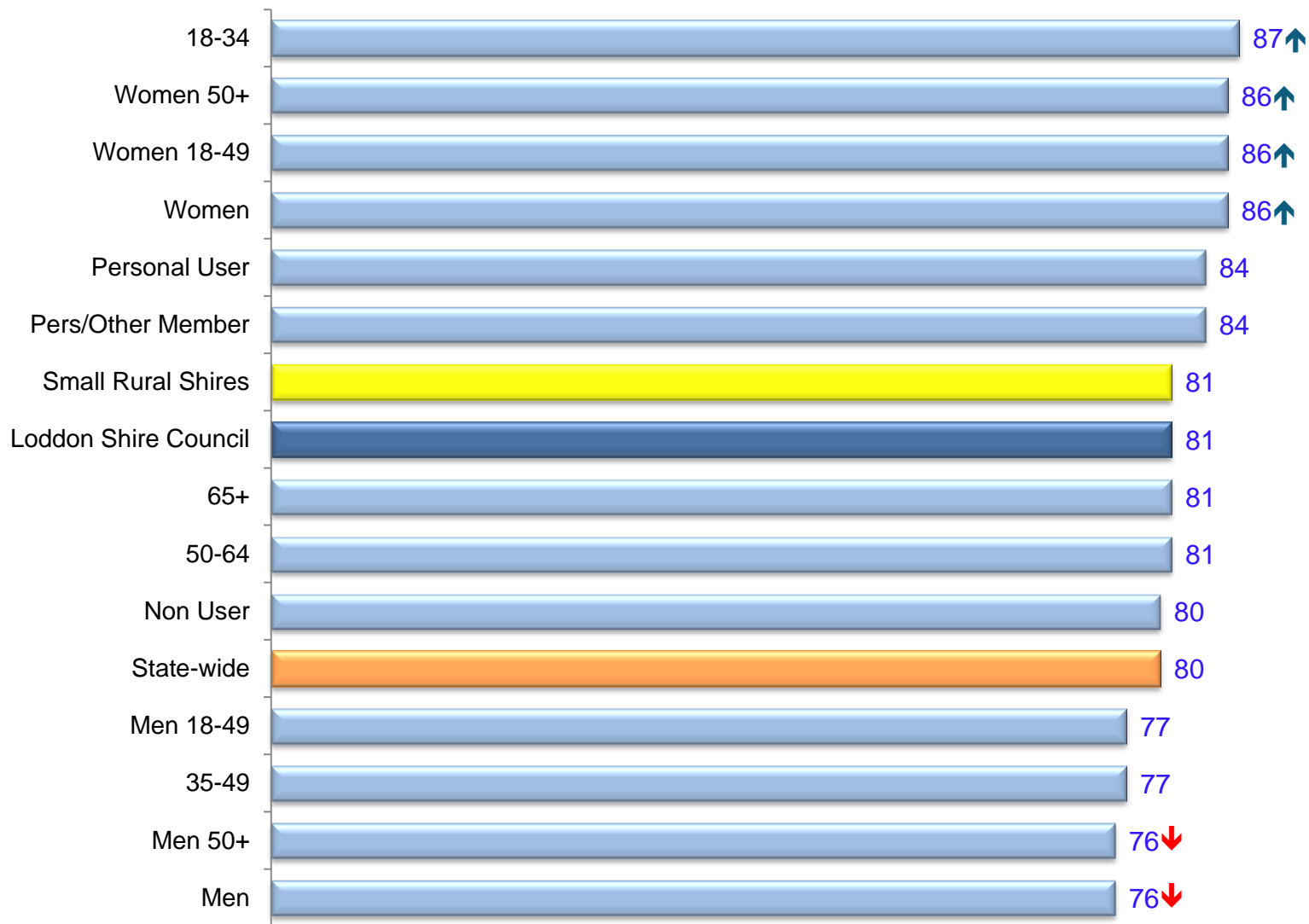
Planning and Building Permits – Performance Index Score



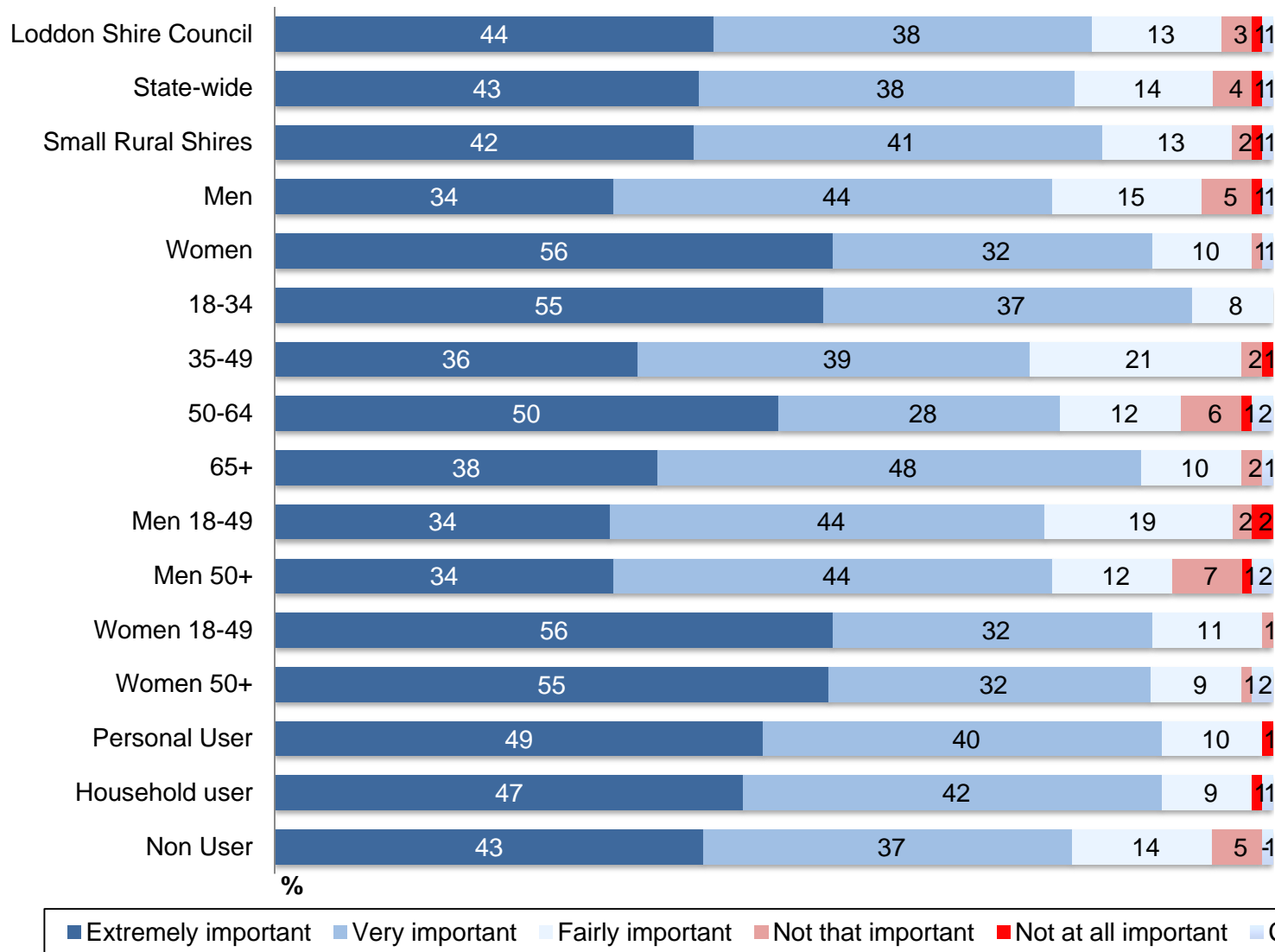
Planning and Building Permits – Performance Detail



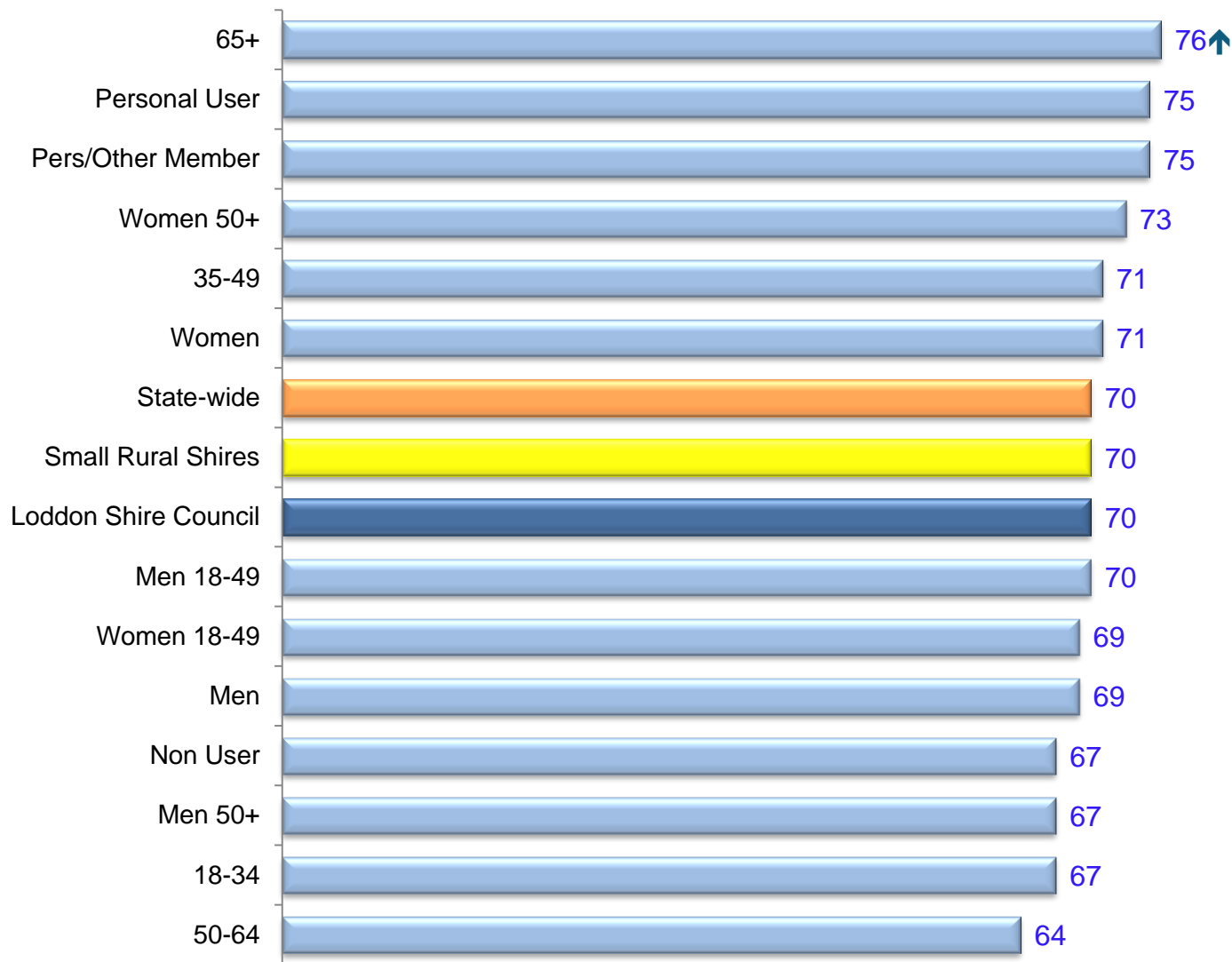
Emergency and Disaster Management – Importance Index Score



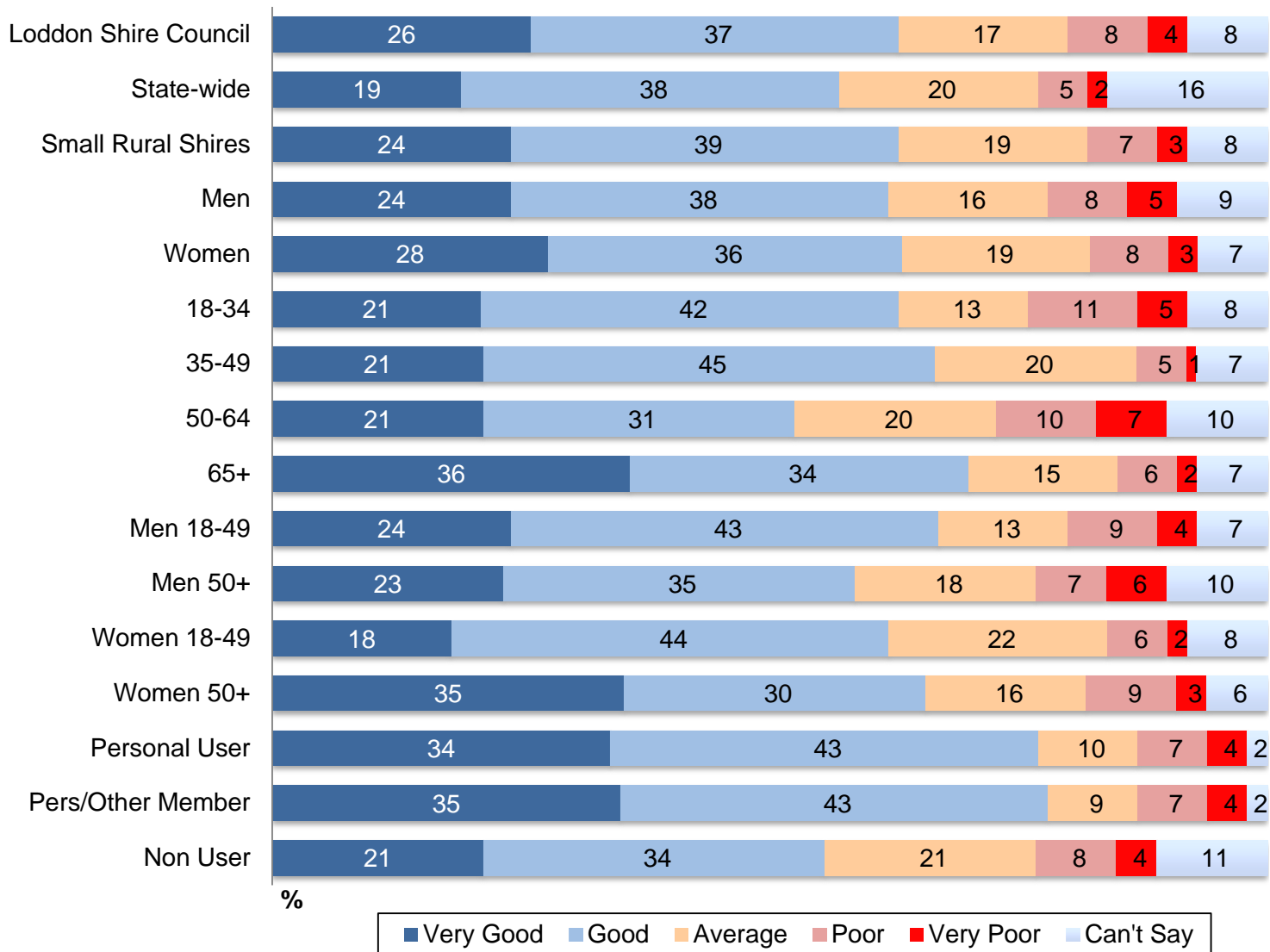
Emergency and Disaster Management – Importance Detail



Emergency and Disaster Management – Performance Index Score



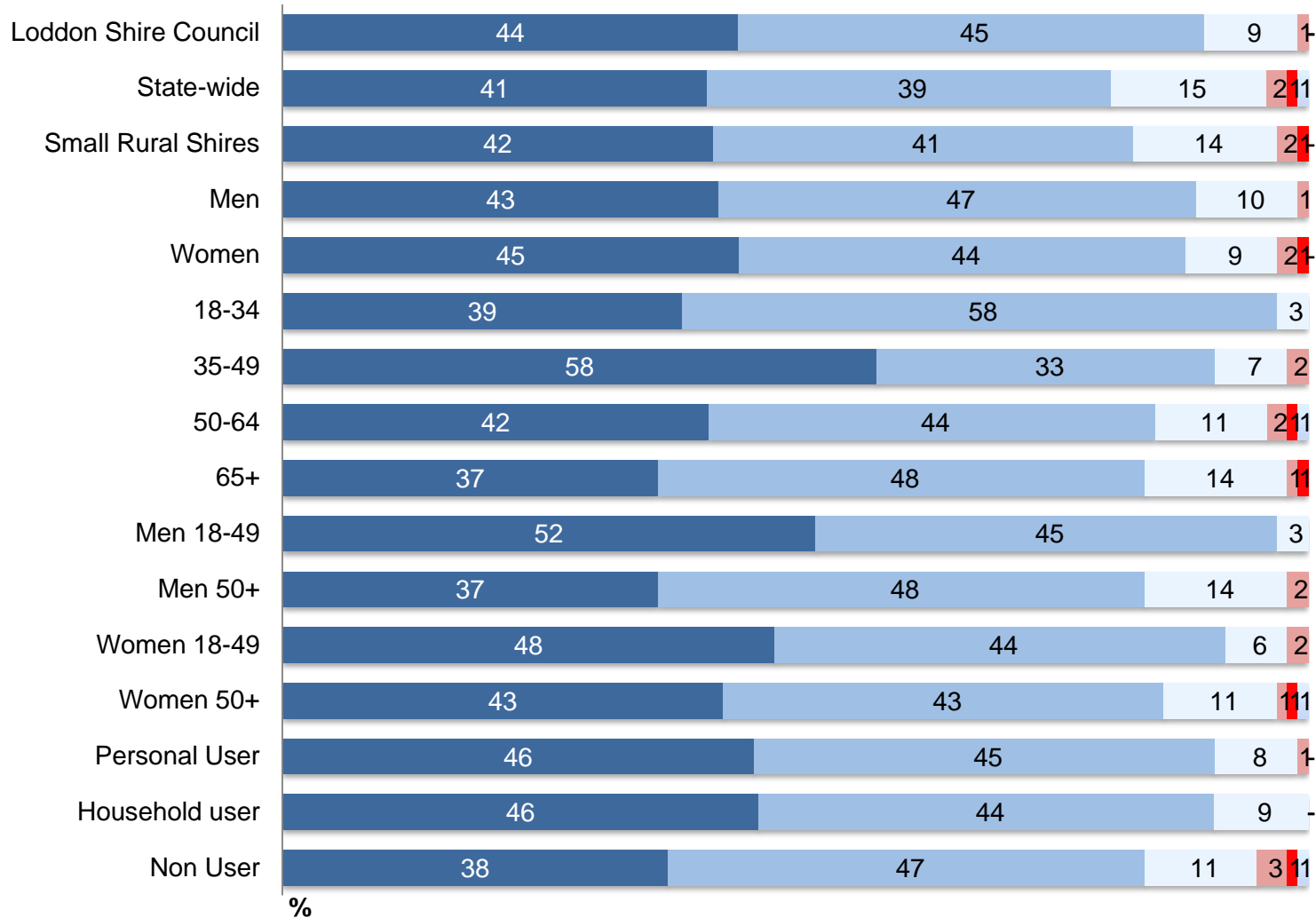
Emergency and Disaster Management – Performance Detail



Maintenance of unsealed roads in your area – Importance Index Score

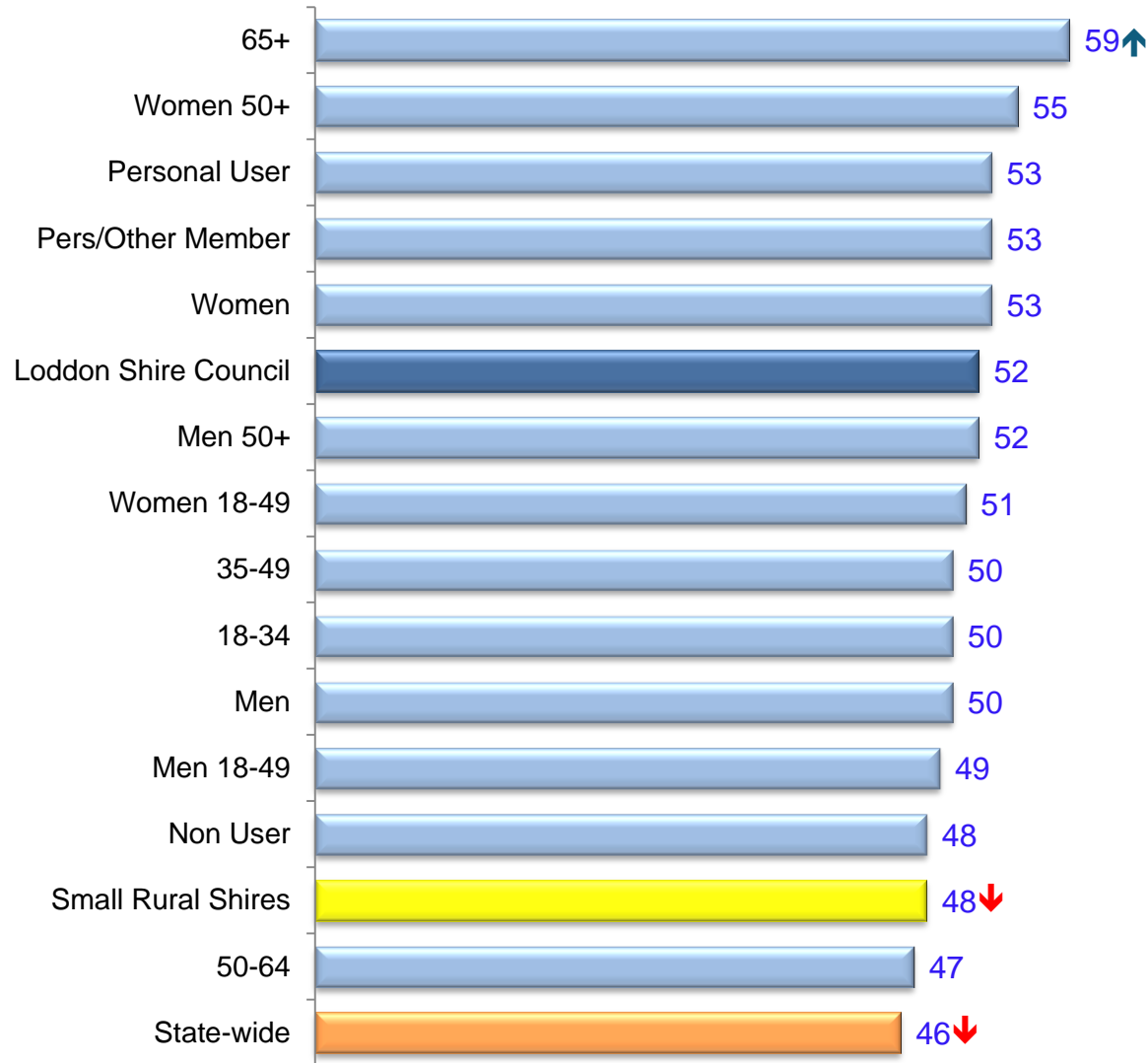


Maintenance of unsealed roads in your area – Importance Detail

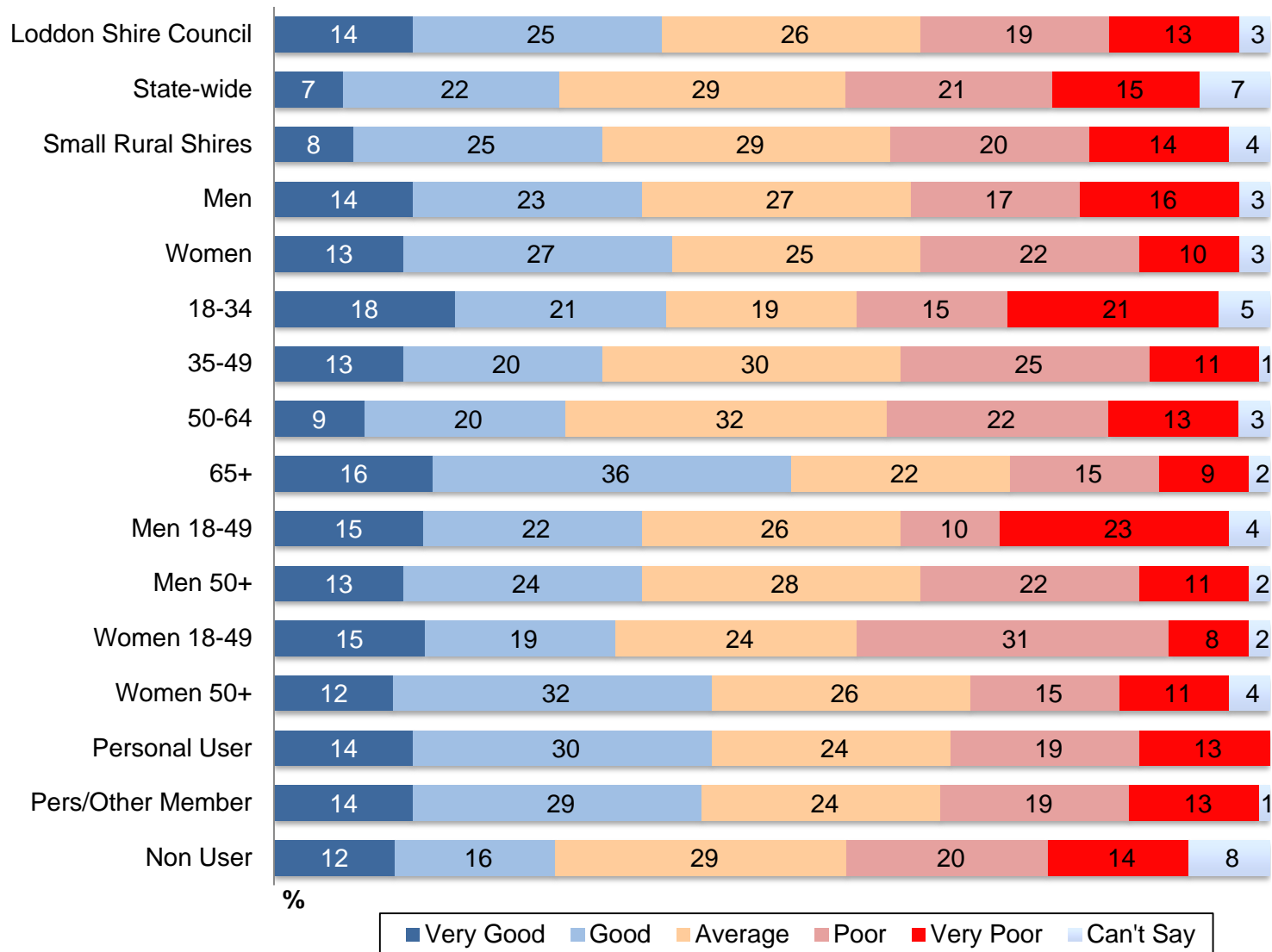


Extremely important
 Very important
 Fairly important
 Not that important
 Not at all important
 Can't say

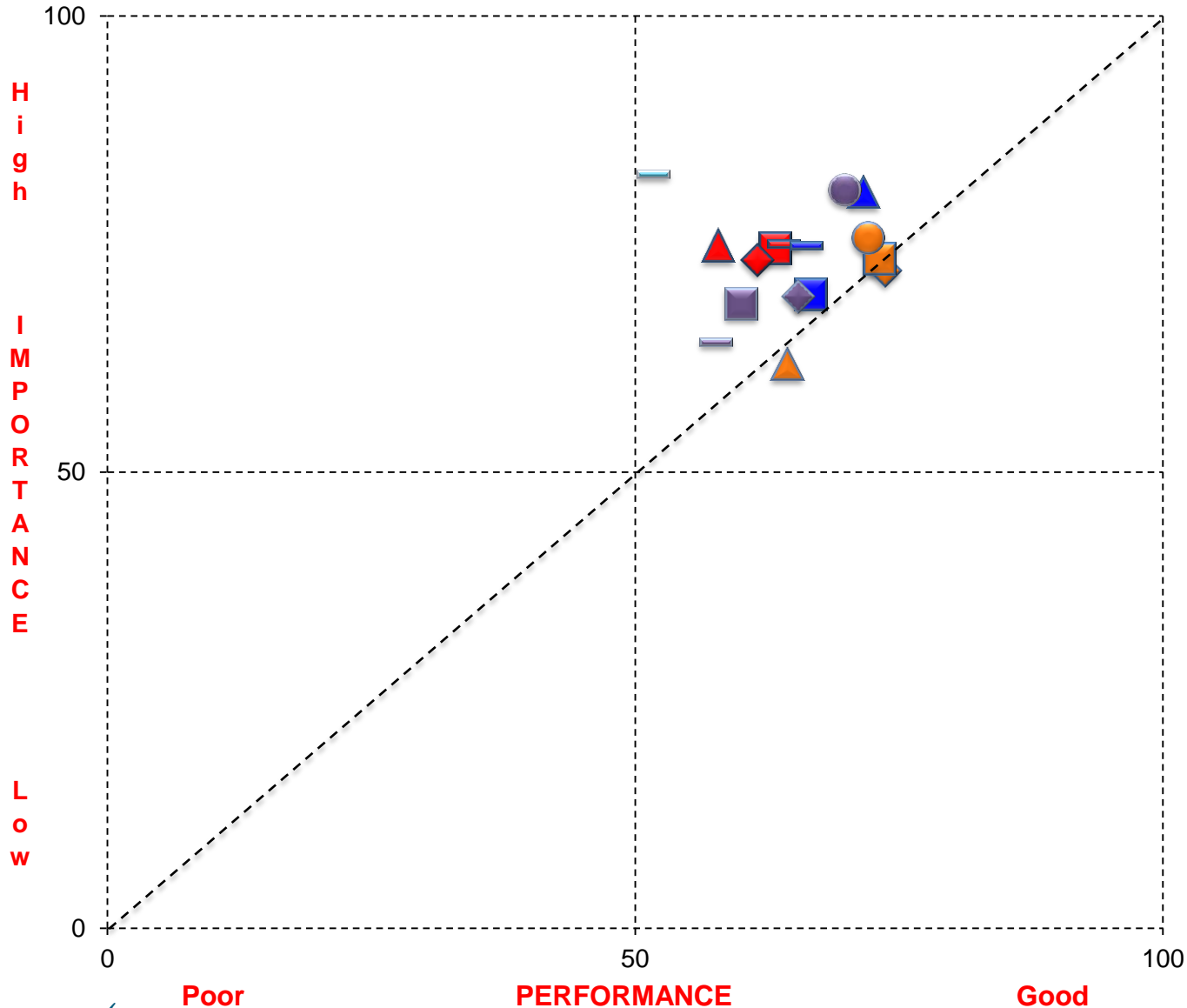
Maintenance of unsealed roads in your area – Performance Index Score



Maintenance of unsealed roads in your area – Performance Detail



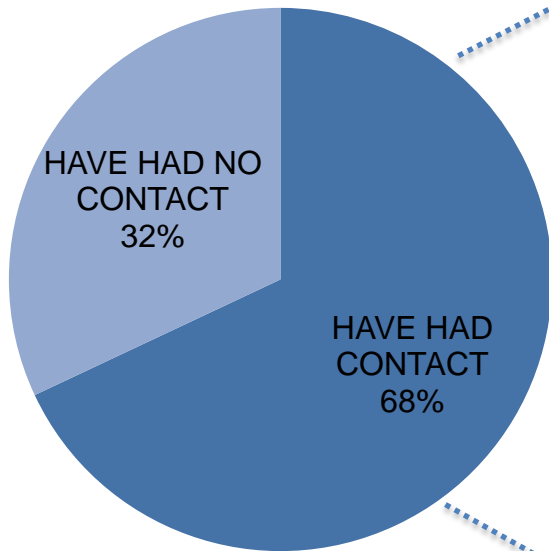
Importance and Performance Index Scores



| Service | Symbol | Importance | Performance |
|---------------------------|-----------------------------|------------|-------------|
| Consultation | Red diamond | 73 | 62 |
| Lobbying | Red square | 75 | 63 |
| Informing | Red horizontal line | 75 | 64 |
| Local streets & footpaths | Red triangle | 75 | 58 |
| Local laws | Blue square | 70 | 67 |
| Family services | Blue horizontal line | 75 | 66 |
| Elderly services | Blue triangle | 81 | 72 |
| Recreational facilities | Orange diamond | 72 | 74 |
| Public areas | Orange square | 73 | 73 |
| Community & cultural | Orange triangle | 62 | 64 |
| Waste | Orange sun | 76 | 72 |
| Development & tourism | Dark purple diamond | 69 | 65 |
| Town planning | Dark purple square | 69 | 60 |
| Permits | Dark purple horizontal line | 64 | 58 |
| Emergencies | Dark purple sun | 81 | 70 |
| Unsealed roads | Teal horizontal line | 83 | 52 |

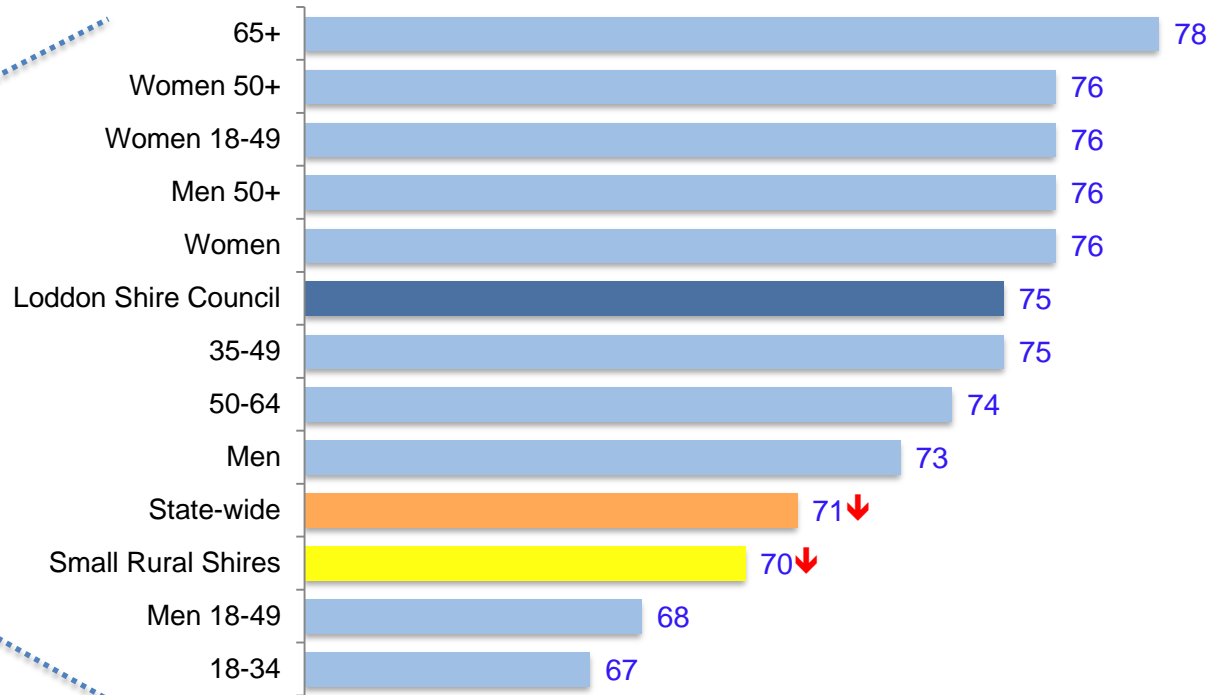
SECTION 3: CUSTOMER SERVICE

Contact Last 12 Months



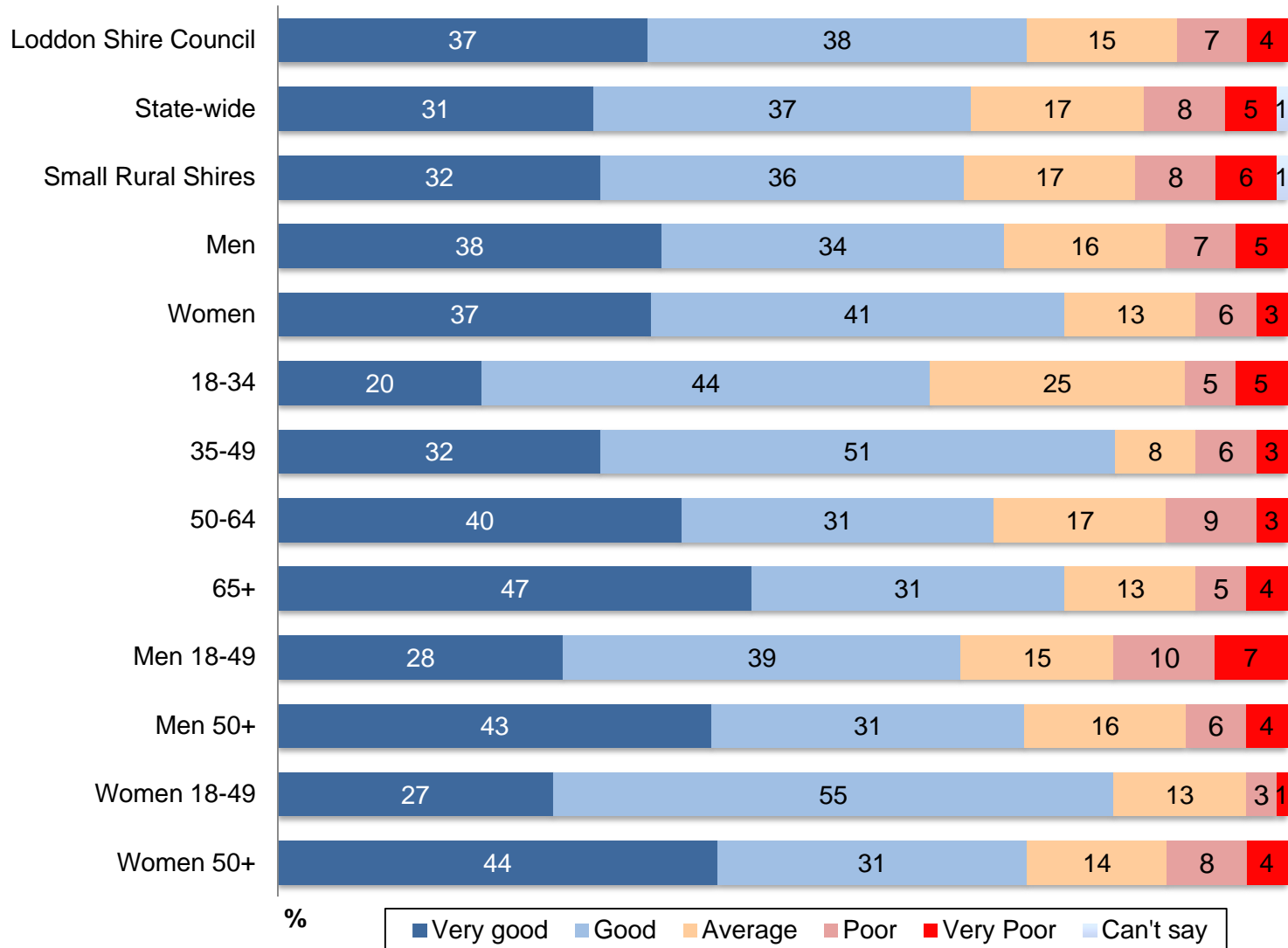
Base: All respondents.

Contact Customer Service – Index Score



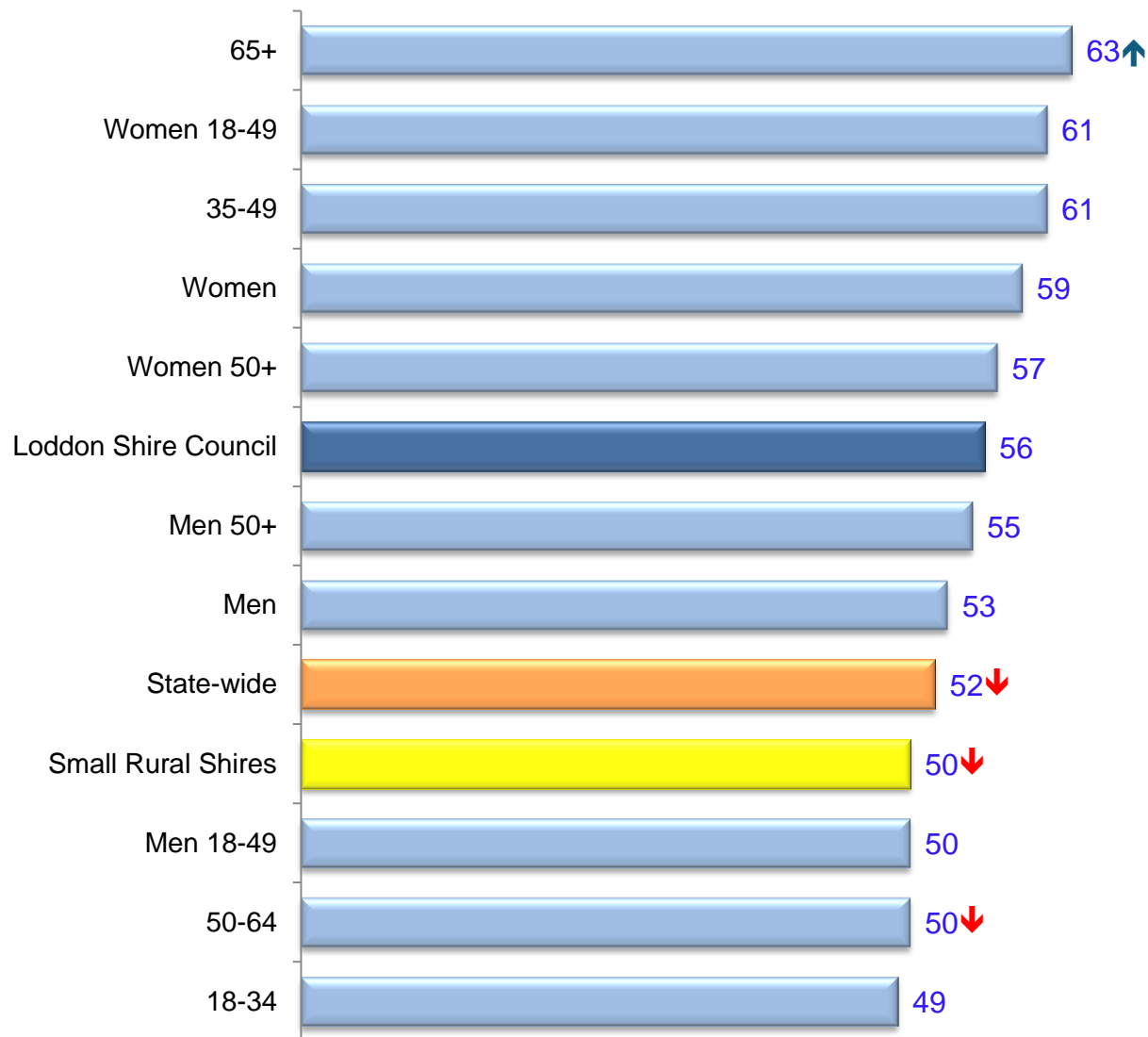
Base: All respondents who have had contact with Council in the last 12 months.

Contact Customer Service – Detail

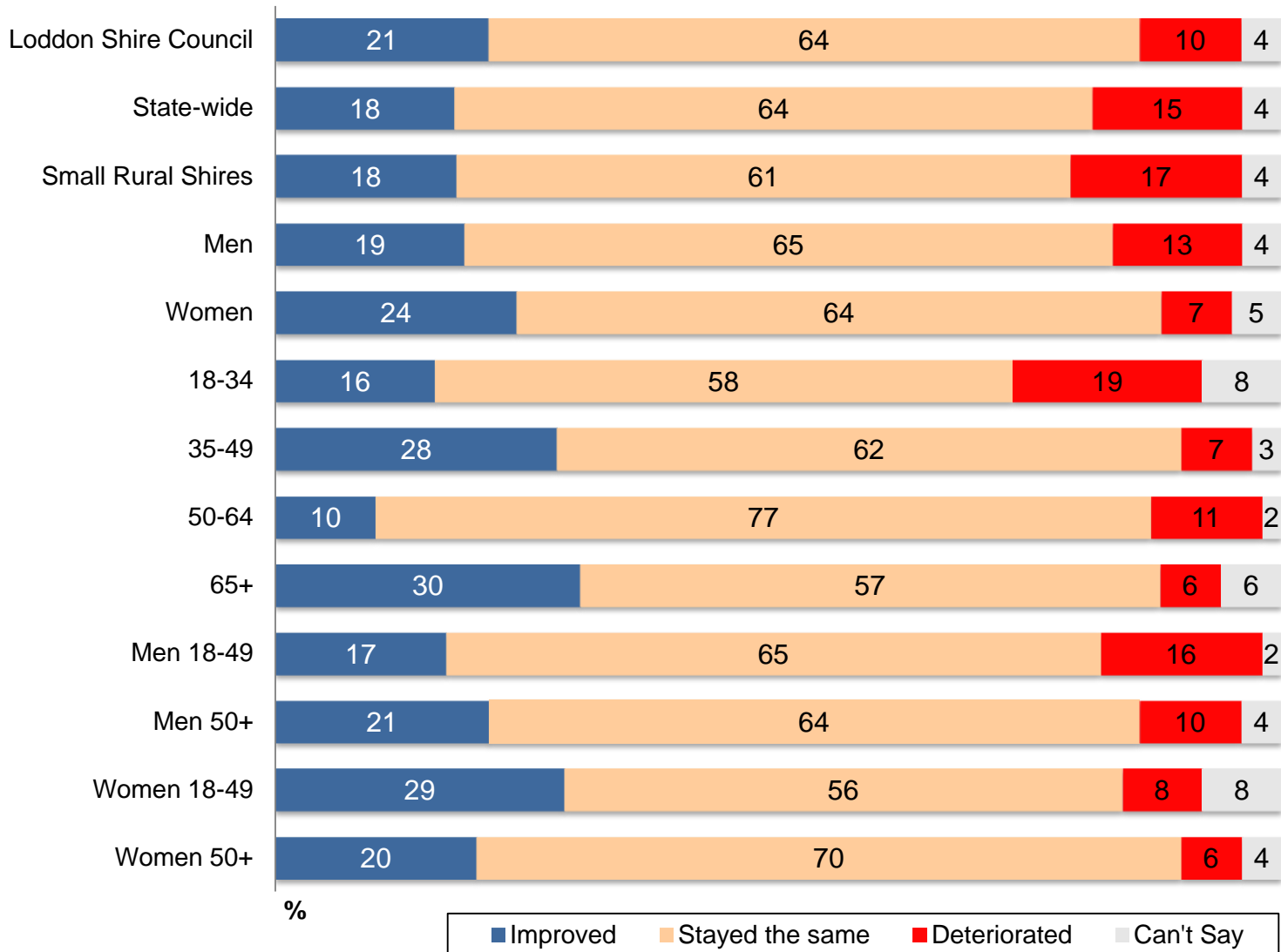


SECTION 4: COUNCIL DIRECTION INDICATORS

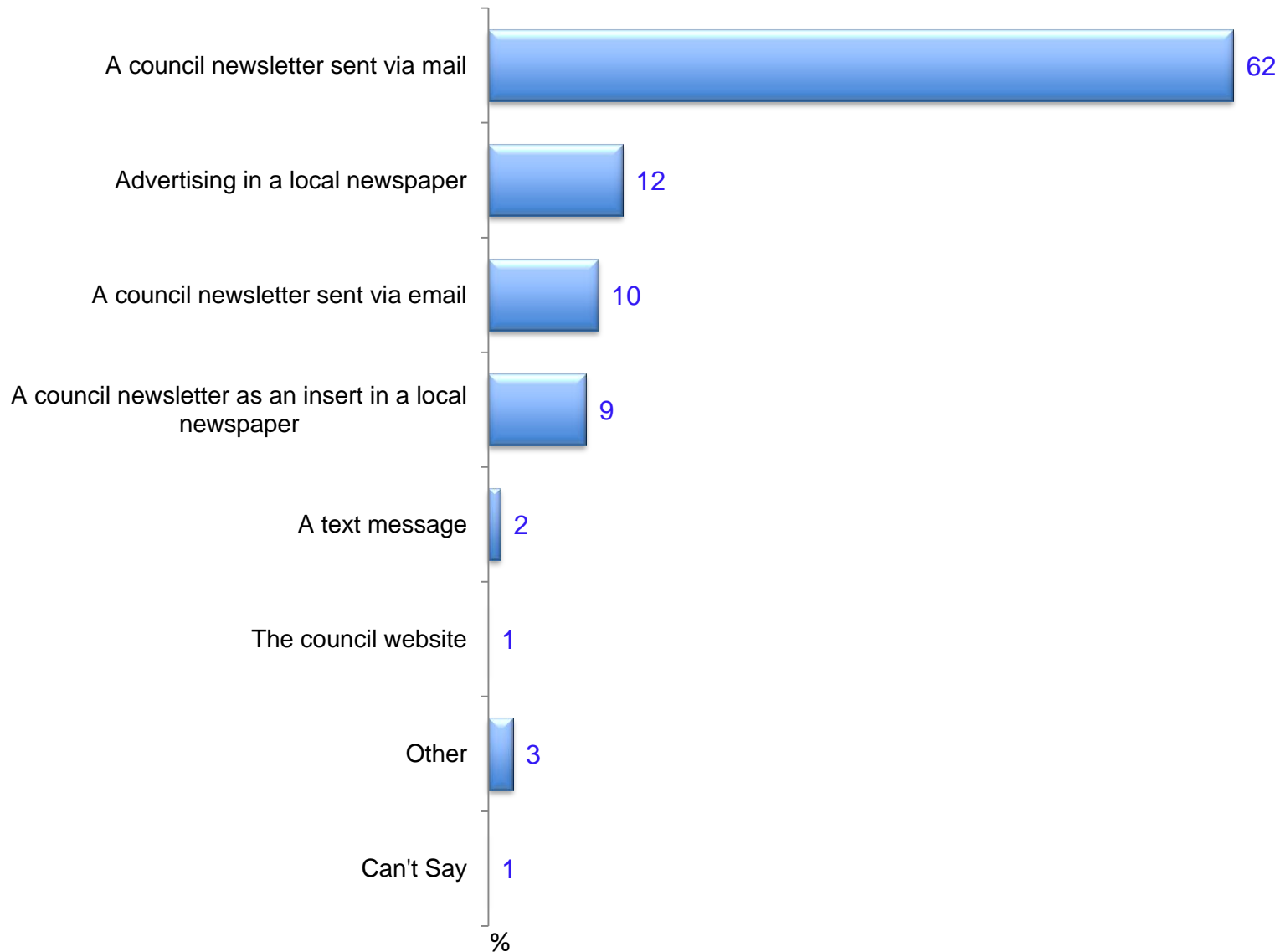
Overall Direction Last 12 Months – Index Score



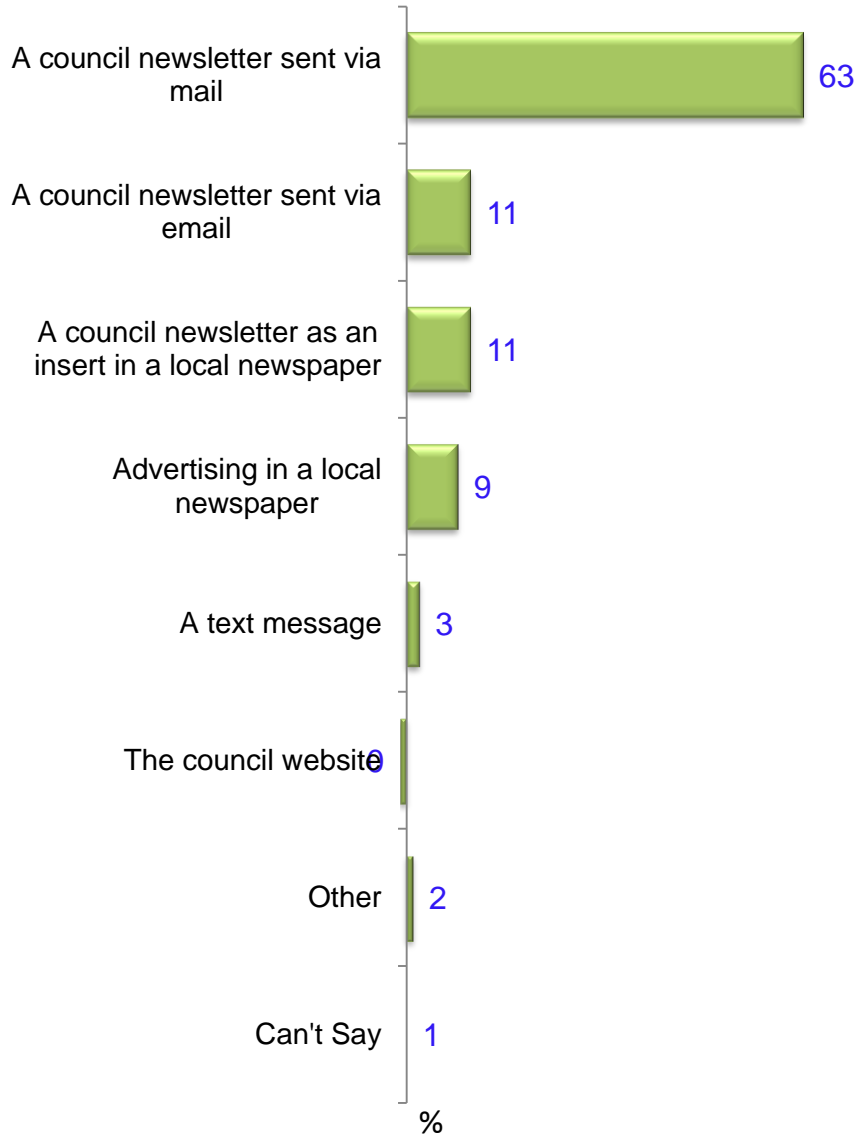
Overall Direction Last 12 Months – Detail



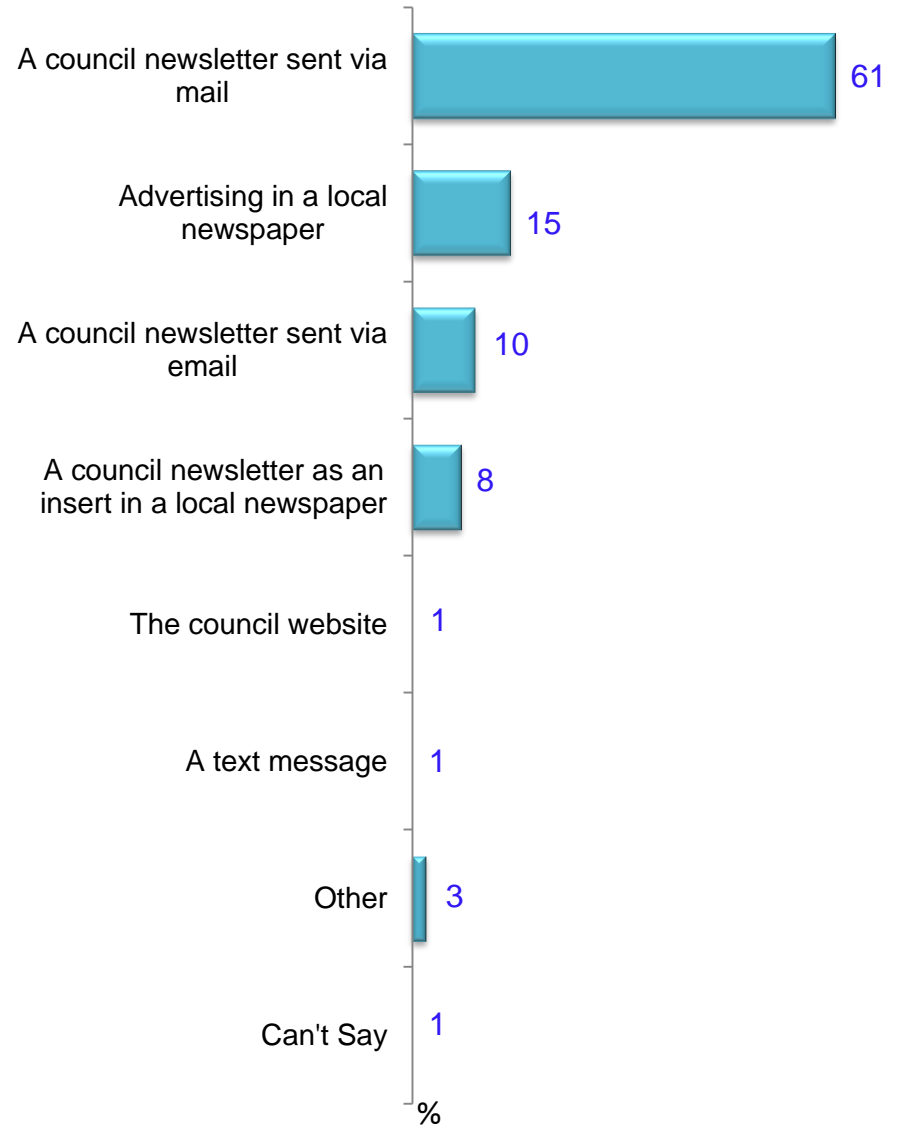
Best Forms of Communication



Best Forms of Communication - Under 50s -



Best Forms of Communication - Over 50s -

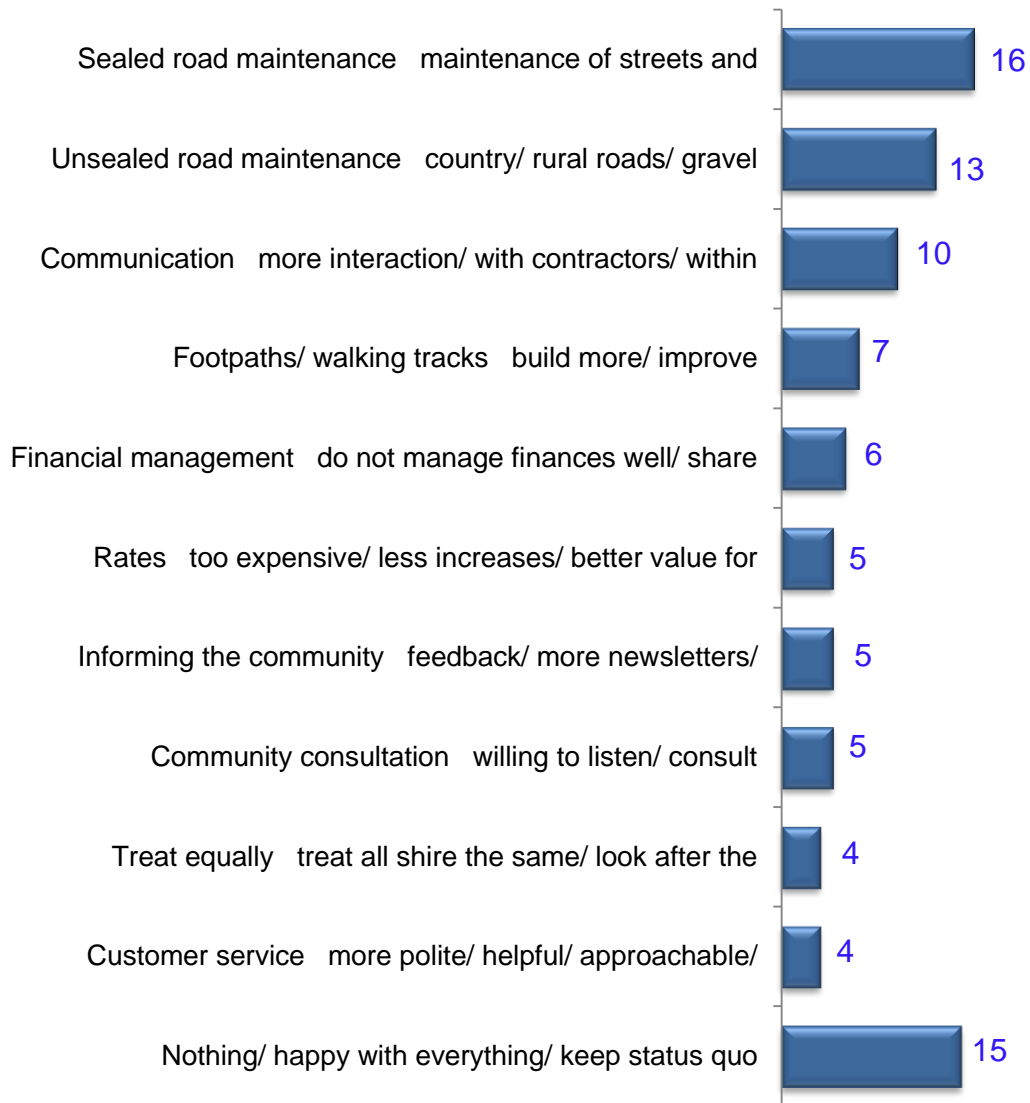


Best things about Council



%

Council needs to improve



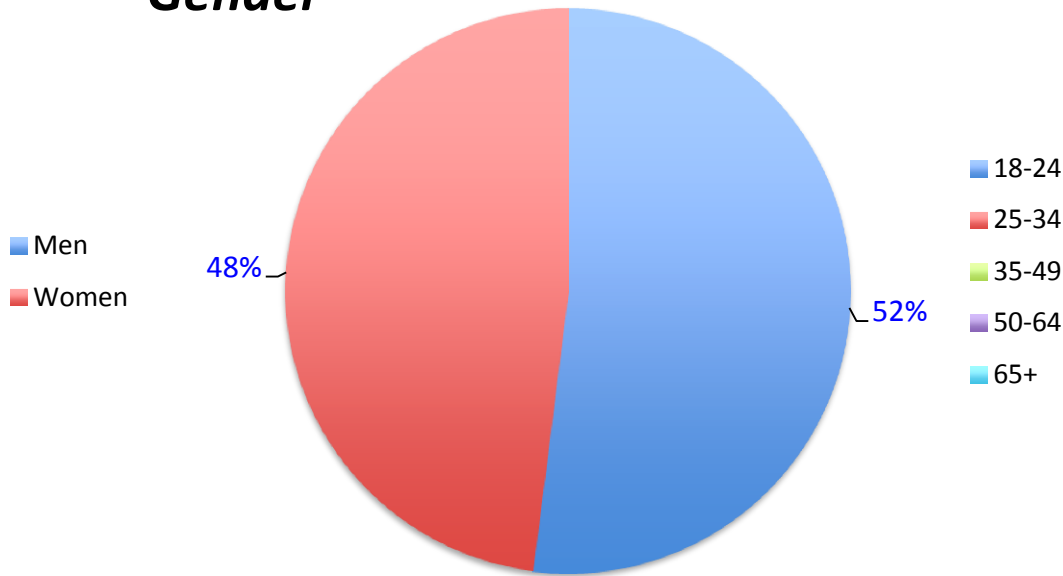
%

Q17. What does Council most need to do to improve its performance?

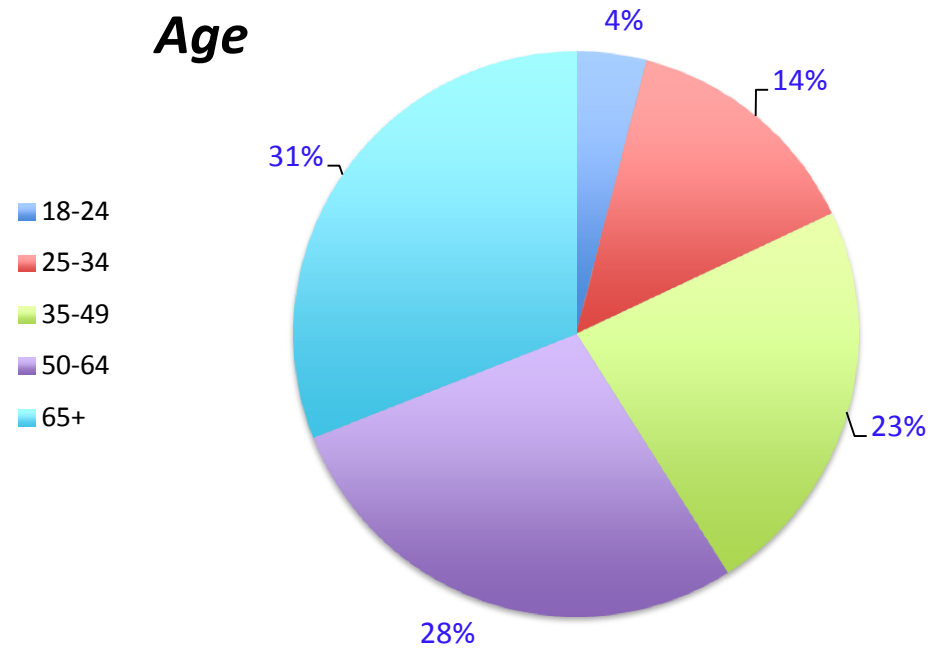
Base: All respondents. Councils asked statewide: 31 Councils asked group: 8

SECTION 5: WEIGHTED DEMOGRAPHICS

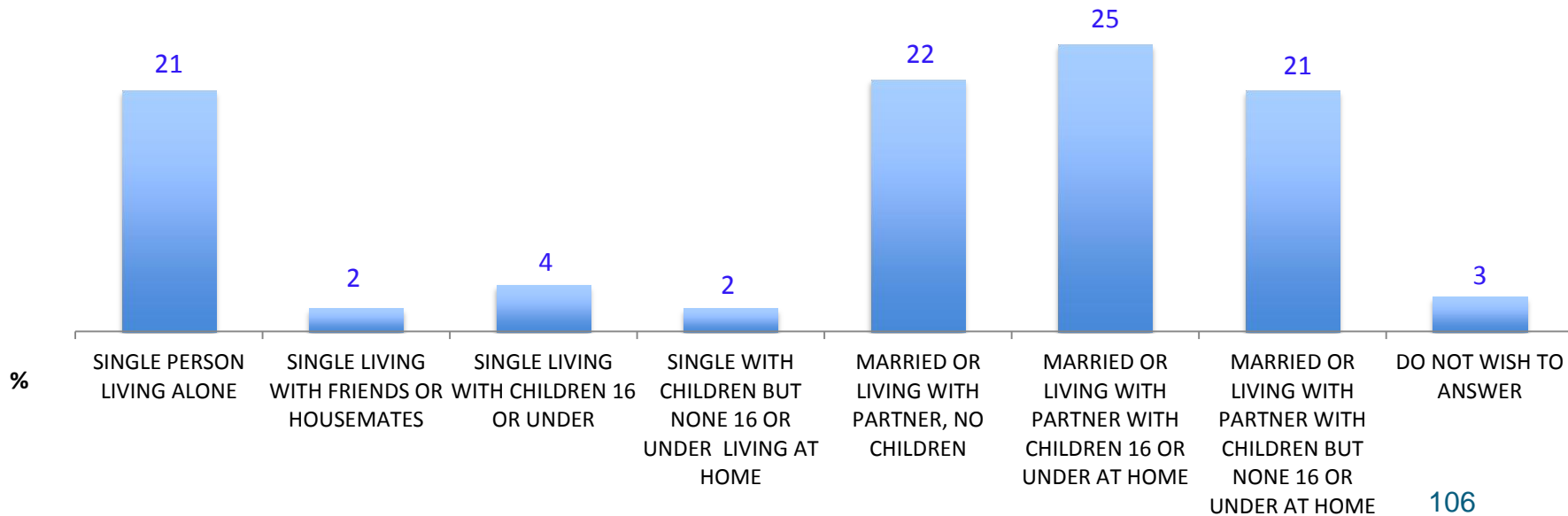
Gender



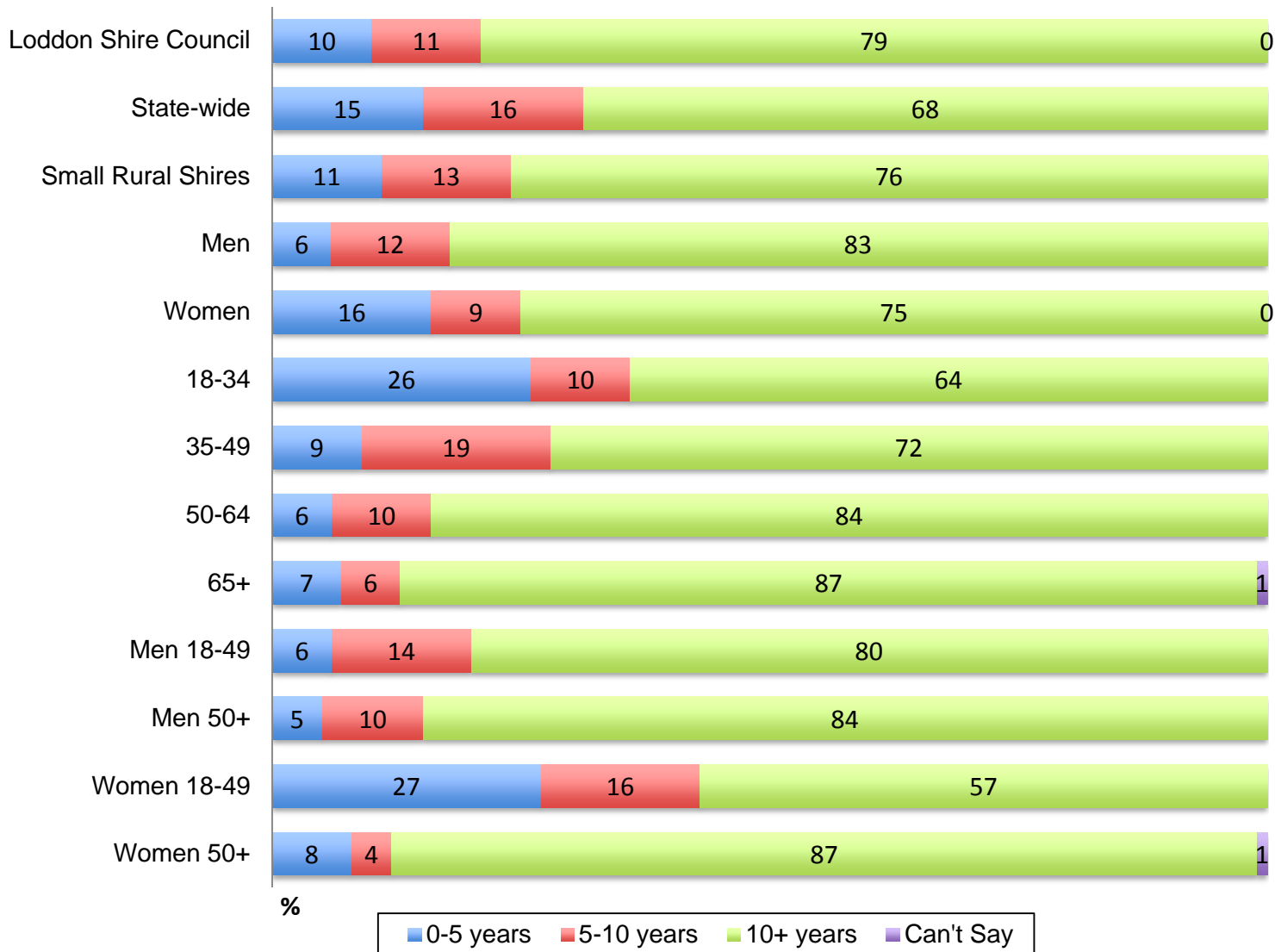
Age



Household Structure



Years Lived in Area – Detail



APPENDIX A: DETAILED SURVEY TABULATIONS

Available in Supplied Excel File

