



**LOCAL GOVERNMENT COMMUNITY SATISFACTION  
SURVEY  
LODDON SHIRE COUNCIL  
2014**

**RESEARCH REPORT**

**COORDINATED BY DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL  
INFRASTRUCTURE ON BEHALF OF VICTORIAN COUNCILS**



J W S R E S E A R C H

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# BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2014 State-wide Local Government Community Satisfaction Survey for Loddon Shire Council.

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

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

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



# SURVEY METHODOLOGY AND SAMPLING

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

Survey sample matched to the 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 in Loddon Shire Council. Survey fieldwork was conducted in the period of 31 January – 11 March 2014.

The 2013 results against which 2014 results are compared involved a total of n=401 completed interviews in Loddon Shire Council conducted in the period of 1 February – 24 March, 2013.

The 2012 results against which results are compared involved a total of n=400 completed interviews in Loddon Shire Council conducted in the period of 4 May – 30 June 2012.



# SURVEY METHODOLOGY AND SAMPLING

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

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



# SURVEY METHODOLOGY AND SAMPLING

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

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

Further, results shown in red indicate a significantly lower result than in 2013, for example, below the result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2013. Results shown in blue indicate a significantly higher result than in 2013, for example, below the result among 35-49 year olds is significantly higher than the result achieved among this group in 2013.

## OVERALL PERFORMANCE – INDEX SCORE (EXAMPLE EXTRACT ONLY)



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



# FURTHER INFORMATION

## Further Information

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

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

## Contacts

For further queries about the conduct and reporting of the 2014 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



A satellite night view of South Africa, showing the country's coastline and interior. The land is dark brown, and the sea is dark blue. Numerous bright yellow and white lights are scattered across the land, representing cities and towns. A dense network of thin white lines is visible, representing roads and highways. The text "KEY FINDINGS AND RECOMMENDATIONS" is overlaid in the center in a bold, white, sans-serif font.

# KEY FINDINGS AND RECOMMENDATIONS



# KEY FINDINGS AND RECOMMENDATIONS

- Loddon Shire Council's performance on four of five **core measures** – overall job performance, customer service, advocacy and overall council direction – has improved relative to 2013. Only on the core measure of community consultation, did Council's performance rating drop relative to 2013.
- On all core measures, Loddon Shire Council's performance ratings are above both the Small Rural Shires and State-wide averages, and in most cases, significantly so.
- Loddon Shire Council's **overall performance rating** is highly positive, increasing to 69 in 2014 from an index score of 68 in 2013 and 67 in 2012. This is a significant 9 points higher than the Small Rural Shires average and 8 points higher than the State-wide average. In fact, only 7% of residents rated Council's performance poorly (4% poor, 3% very poor), 31% as average and 61% good (23% very good, 39% good).
  - Residents aged 65 years and over rate Council's performance significantly higher than the average (index score of 75), while residents aged 18 to 34 and 35 to 49 rate Council lowest (both an index score of 65).

# KEY FINDINGS AND RECOMMENDATIONS

- Loddon Shire Council's rating on **overall council direction**, which asks '*over the last 12 months, what is your view of the direction of Loddon Shire Council's overall performance*', improved 2 points relative to 2013 (from an index score of 55 in 2013 to 57 in 2014) and 1 point relative to 2012 (index score of 56). This year's index score of 57 is a significant 3 points higher than the Small Rural Shires average for 2014 and a significant 4 points higher than the State-wide average.
  - Residents aged 65 years and above rate Council significantly higher than the average on this measure (index score of 65).
  - Relative to 2013, a decreased proportion of residents believe the direction of Council's performance deteriorated. Whereby, 22% of residents believe council direction improved, 64% of residents rated council direction as having 'stayed the same' and only 9% believe it has deteriorated over the last 12 months. In 2013, 23% of residents believed council direction had improved, 60% of residents rated council direction as having 'stayed the same' and 13% believed it had deteriorated.



# KEY FINDINGS AND RECOMMENDATIONS

- **Community consultation** was the one core measure in which Council's performance dropped relative to both 2013 and 2012 though ratings for this measure remain solidly positive. Loddon Shire Council achieved an index score of 60, down from 62 in both 2013 and 2012. Ratings remain 2 points higher than the Small Rural Shires average and a significant 3 points higher than the State-wide average.
  - Also, consultation ratings remain significantly more positive (43% net good) than negative (13% net poor), with 32% awarding council average marks on this measure.
  - Relative to 2013, performance ratings dropped significantly among residents aged 35 to 49 (index score of 57) and increased significantly among residents aged 65 years and over (index score of 65).



# KEY FINDINGS AND RECOMMENDATIONS

- On the measure of **lobbying on behalf of the community**, Loddon Shire Council's performance rating increased 2 points relative to 2013, to an index score of 60. This is a significant 5 points higher than the Small Rural Shires group average and a significant 6 points higher than the State-wide average on this measure.
  - Again, a significantly higher proportion of residents rate Council's performance as good – net 41% good, 26% average and 11% poor. A further 22% of residents are unsure, suggesting they are not aware of Council's efforts in this area. This is reinforced by the low usage recorded by residents (13% personal, 15% household)
  - Similarly to community consultation ratings, relative to 2013, performance ratings dropped significantly among residents aged 35 to 49 (index score of 55), who rated Council significantly lower than the average, and increased significantly among residents aged 65 years and over (index score of 68), who rated Council significantly higher than the average.
- The proportion of residents who have had **any contact** with Loddon Shire Council over the last 12 months remains at 71% in 2014, on par with 2013 and up from 68% in 2012.

# KEY FINDINGS AND RECOMMENDATIONS

- Of all the core measures, Loddon Shire Council (as does the Small Rural Shires group and State as a whole) performs best on overall **customer service**. Returning to 2012 levels (75) with an index score of 76 in 2014, customer service ratings grew four points in the last year. This is a significant 5 points higher than the Small Rural Shires group average and a significant 4 points higher than the State-wide average.
  - The majority of residents rate their experience positively - 75% of residents rate their most recent contact as very good or good, while only 9% rate their experience as poor or very poor and 13% as average.
  - Council scores higher among women, residents aged 35 to 49 years and residents aged 65 years and above (index scores of 78). In contrast, residents aged 18 to 34 years rated Council lowest on this measure.
- **Residents consider all services areas explored to be important** with emergency and disaster management, elderly support services, unsealed roads, informing the community and waste management comprising their top five.

# KEY FINDINGS AND RECOMMENDATIONS

- Three service areas rated as the top five most important, are also among the top five areas Council's performance is rated most highly – waste management, elderly support services and emergency and disaster management. Also among Council's top five performing areas were recreational facilities and the appearance of public areas.
- It is important to keep in mind that residents often rate the importance of priority services higher than actual council performance in these areas, and there is typically a gap between results for the two measures. In some cases, however, large differences between the two indicate **areas in need of improvement**. This is particularly the case for the **maintenance of unsealed roads** (equal 2<sup>nd</sup> most important service). With Council's performance rating on this measure at an index score of 51, there is almost a 30 point gap between perceived importance and performance in these areas.
- Other services areas with over a 10 point gap between their perceived importance and Council's performance are **consultation and engagement** and the **condition of local streets and footpaths**.



# KEY FINDINGS AND RECOMMENDATIONS

- Further, when asked what the Council most needs to do to **improve its performance**, 15% of residents identified sealed road maintenance and a further 13% identified unsealed road maintenance. This was followed by communication (10%). Positively, 18% of residents identified no room for improvement.
- When asked to describe the **best thing about the Council**, residents identified customer service (14%), Councilors (13%) and community support services (8%) as the top positives.
- A council newsletter sent via mail remains, by far, the overall **preferred form of communication** for residents young and old.



# KEY FINDINGS AND RECOMMENDATIONS

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



# KEY FINDINGS AND RECOMMENDATIONS

## Highest results in 2014

- Recreational facilities
- Customer service
- Overall performance

## Lowest results in 2014

- Unsealed roads
- Overall council direction
- Planning permits

## Most favourably disposed towards Council

- 65+ year old residents
- Personal and household users of services
- Women

## Least favourably disposed towards Council

- 18 to 34 year old residents
- 35-49 year old residents
- Wedderburn residents



A satellite night view of South Africa, showing the country's coastline and interior. The land is dark brown, and the sea is dark blue. A dense network of white lines represents roads, and several bright yellow and white spots represent major cities and towns. The text "SUMMARY OF FINDINGS" is overlaid in white, bold, sans-serif font across the center of the image.

# SUMMARY OF FINDINGS

# 2014 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Loddon 2012	Loddon 2013	Loddon 2014	Small Rural Shires 2014	State-wide 2014
<b>OVERALL PERFORMANCE</b>	67	68	<b>69</b>	60	61
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	62	62	<b>60</b>	58	57
<b>ADVOCACY</b> (Lobbying on behalf of the community)	63	60	<b>62</b>	57	56
<b>CUSTOMER SERVICE</b>	75	72	<b>76</b>	71	72
<b>OVERALL COUNCIL DIRECTION</b>	56	55	<b>57</b>	54	53



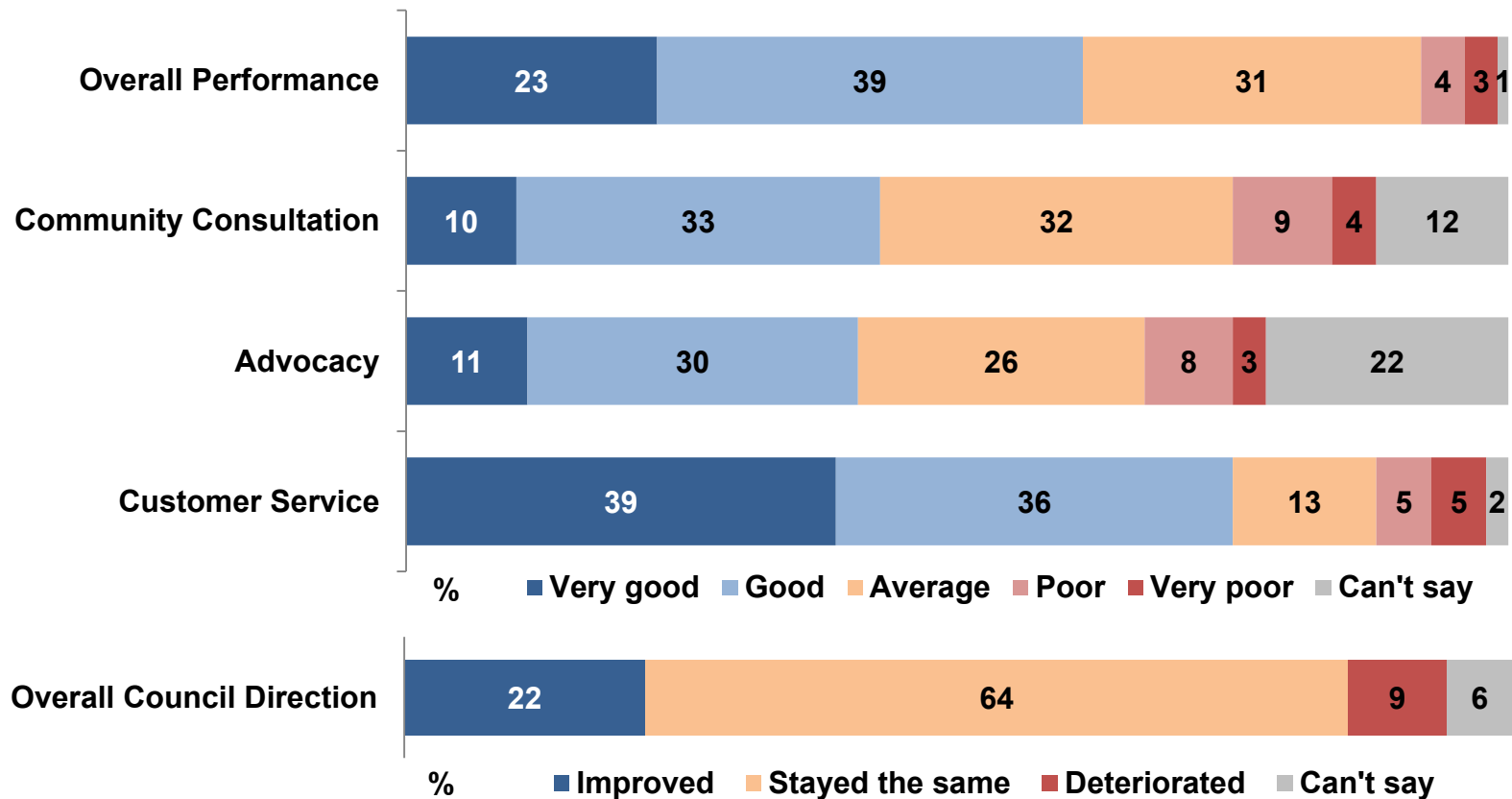
# 2014 SUMMARY OF CORE MEASURES

## DETAILED ANALYSIS

Performance Measures	Loddon 2014	vs. Loddon 2013	vs. Small Rural Shires 2014	vs. State-wide 2014	Highest score amongst	Lowest score amongst
<b>OVERALL PERFORMANCE</b>	<b>69</b>	1 points higher	9 points higher	8 points higher	65+ year olds	18-34 year olds
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>60</b>	2 points lower	2 points higher	3 points higher	65+ year olds	Wedderburn
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>62</b>	2 points higher	5 points higher	6 points higher	65+ year olds	35-49 year olds
<b>CUSTOMER SERVICE</b>	<b>76</b>	4 points higher	5 points higher	4 points higher	Women	18-34 year olds
<b>OVERALL COUNCIL DIRECTION</b>	<b>57</b>	2 points higher	3 points higher	4 points higher	65+ year olds	18-34 year olds



# 2014 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS



# INDIVIDUAL SERVICE AREAS SUMMARY

## KEY RESULTS

### Highest results in 2014

- Recreational facilities
- Waste management

### Lowest results in 2014

- Unsealed roads
- Planning permits

### Most favourably disposed towards Council

- 65+ year old residents
- Personal and household users of services
- Women

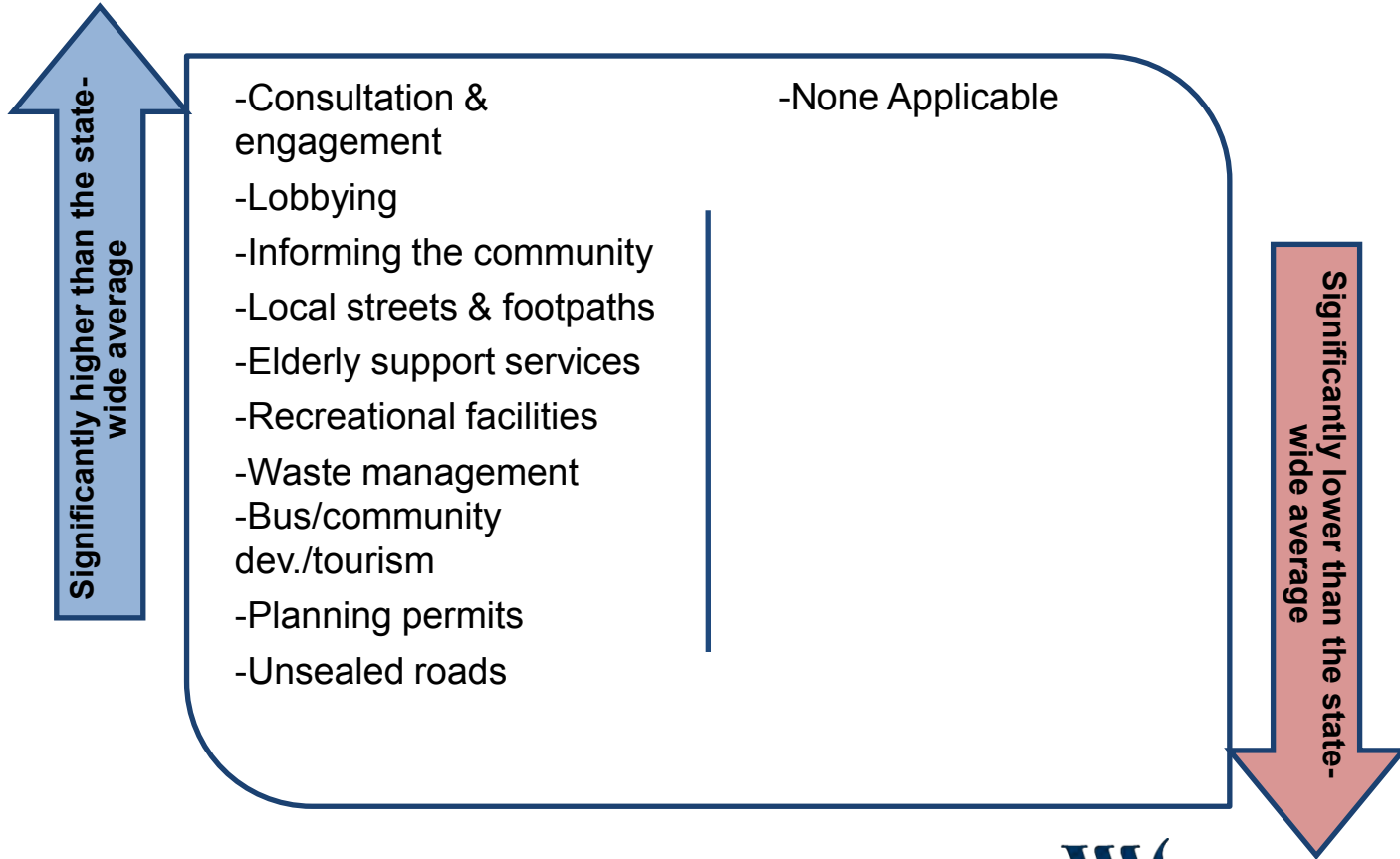
### Least favourably disposed towards Council

- 18 to 34 year old residents
- 35-49 year old residents



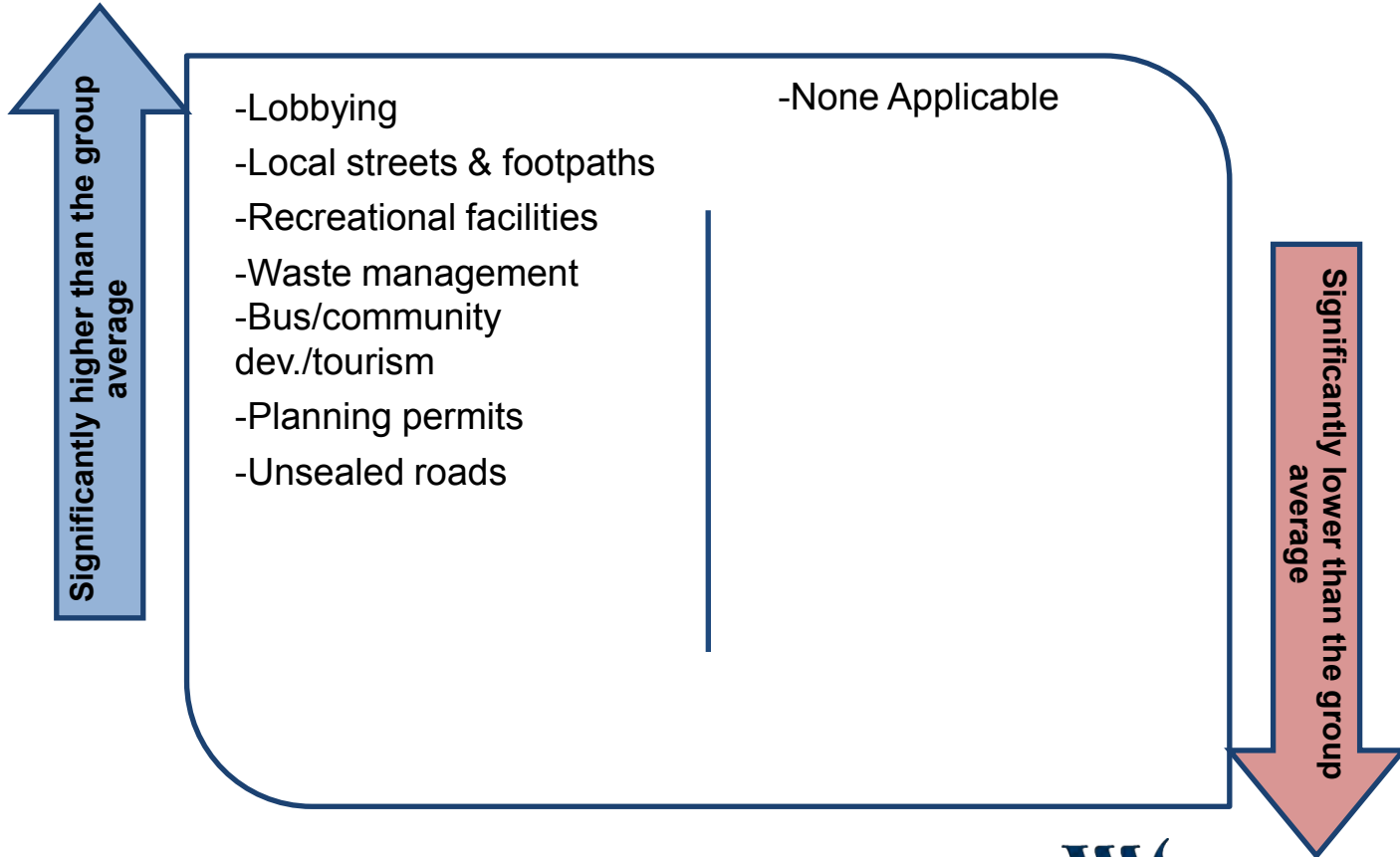
# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



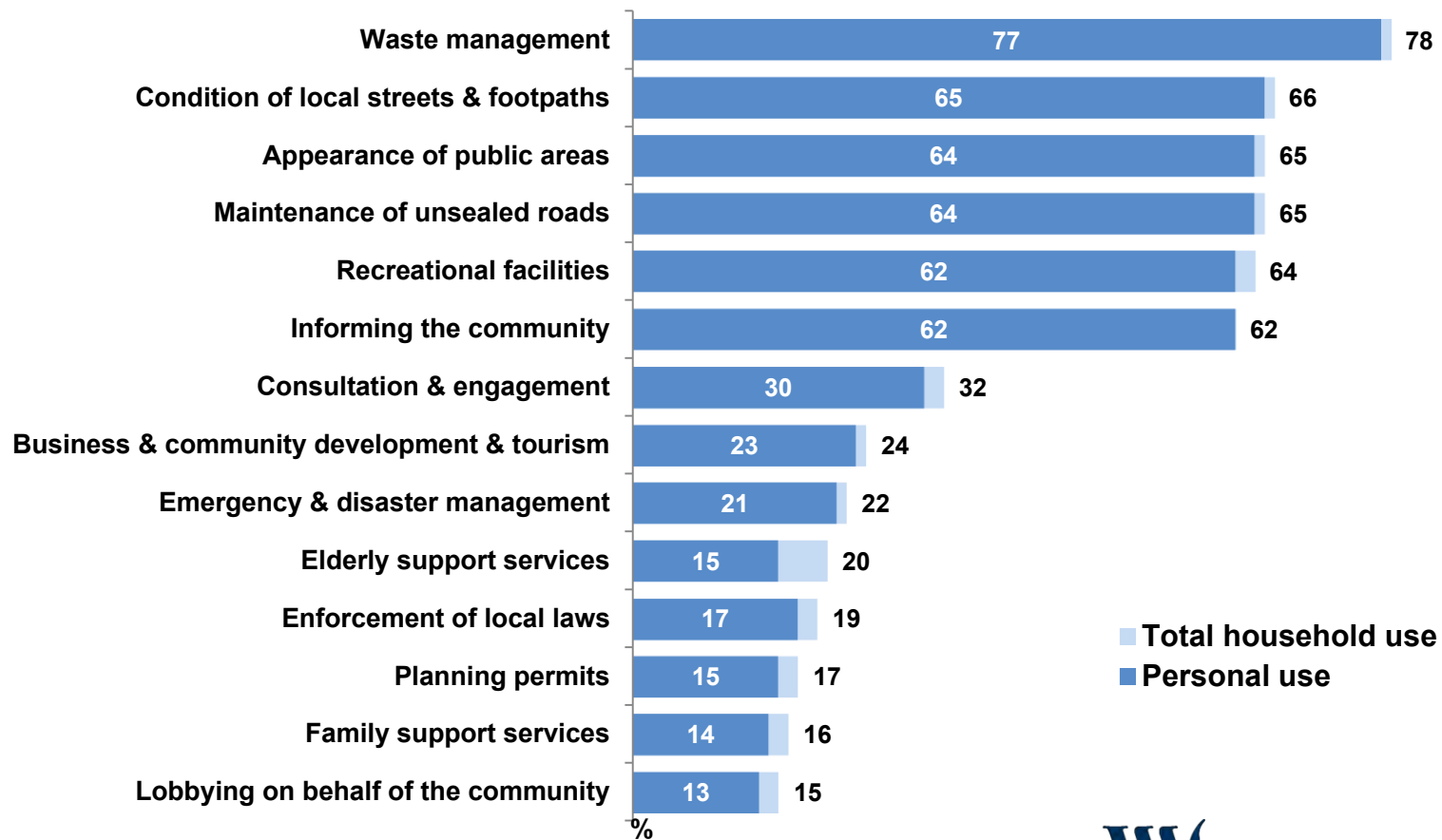
# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS GROUP AVERAGE





# 2014 PERCENTAGE PERSONAL AND HOUSEHOLD USE AND 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.



# INDIVIDUAL SERVICE AREA SUMMARY

## IMPORTANCE VS PERFORMANCE

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

Service	Importance	Performance	Net differential
Maintenance of unsealed roads	80	51	-29
Consultation & engagement	71	60	-11
Condition of local streets & footpaths	73	62	-11



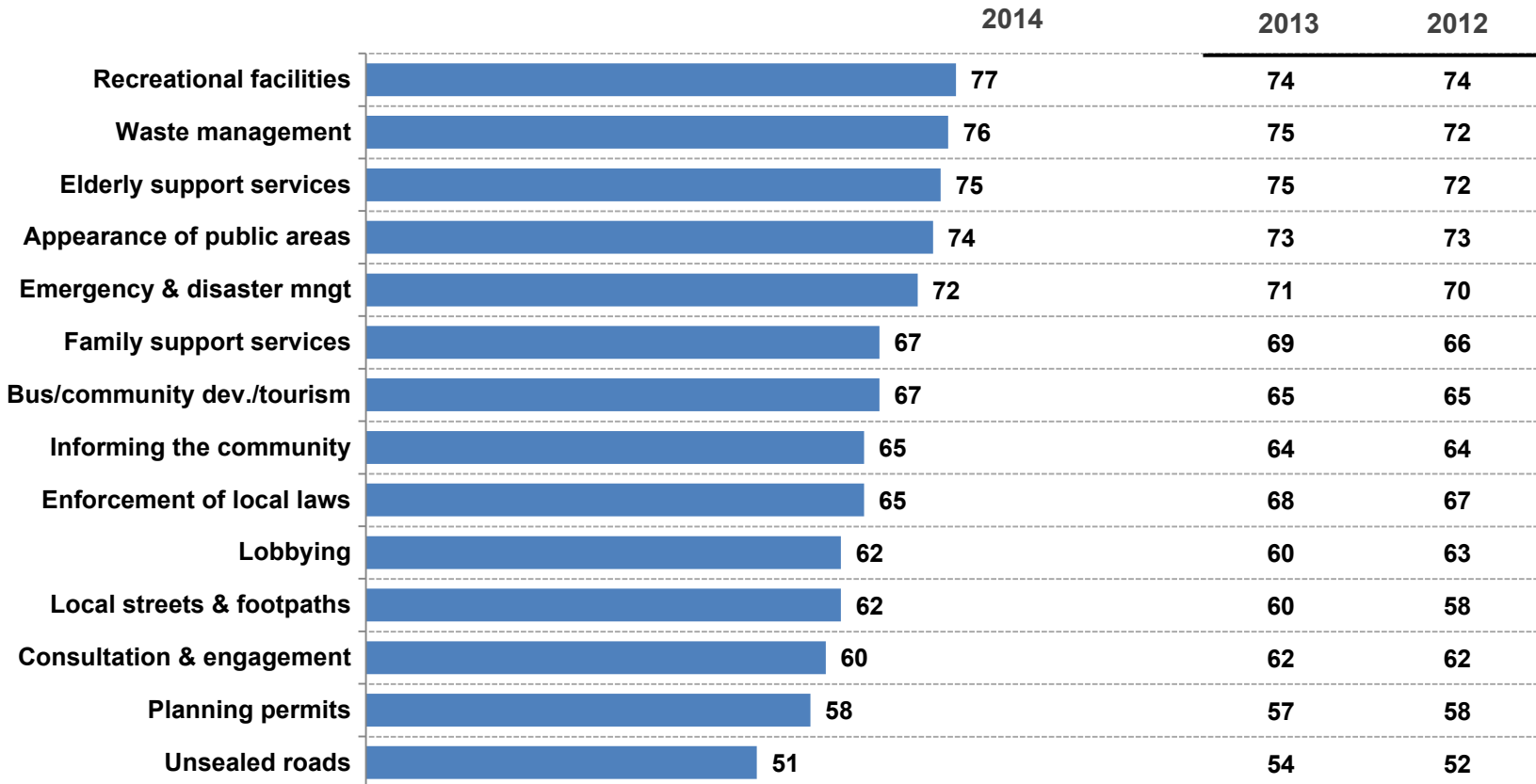
# 2014 IMPORTANCE SUMMARY

	2014	2013	2012
Emergency & disaster mngt	81	80	81
Elderly support services	80	80	81
Unsealed roads	80	82	83
Informing the community	74	77	75
Waste management	74	77	76
Local streets & footpaths	73	76	75
Family support services	72	73	75
Appearance of public areas	72	73	73
Consultation & engagement	71	74	73
Lobbying	71	71	75
Recreational facilities	71	72	72
Bus/community dev./tourism	68	71	69
Enforcement of local laws	67	70	70
Planning permits	64	66	64

Base: All respondents.

Note: please see page 6 for explanation about significant differences

# 2014 PERFORMANCE SUMMARY



Base: All respondents.

Note: please see page 6 for explanation about significant differences

# 2014 IMPORTANCE SUMMARY BY COUNCIL GROUP

## Top Five Most Important Service Areas (Highest to Lowest, i.e. #1 – Most Important)

Loddon Shire Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
<ol style="list-style-type: none"> <li>1. Emergency &amp; disaster mngt</li> <li>2. Elderly support services</li> <li>3. Unsealed roads</li> <li>4. Waste management</li> <li>5. Informing the community</li> </ol>	<ol style="list-style-type: none"> <li>1. Waste management</li> <li>2. Community decisions</li> <li>3. Elderly support services</li> <li>4. Local streets &amp; footpaths</li> <li>5. Emergency &amp; disaster mngt</li> </ol>	<ol style="list-style-type: none"> <li>1. Elderly support services</li> <li>2. Emergency &amp; disaster mngt</li> <li>3. Local streets &amp; footpaths</li> <li>4. Waste management</li> <li>5. Unsealed roads</li> </ol>	<ol style="list-style-type: none"> <li>1. Emergency &amp; disaster mngt</li> <li>2. Community decisions</li> <li>3. Waste management</li> <li>4. Elderly support services</li> <li>5. Sealed roads</li> </ol>	<ol style="list-style-type: none"> <li>1. Emergency &amp; disaster mngt</li> <li>2. Community decisions</li> <li>3. Sealed roads</li> <li>4. Unsealed roads</li> <li>5. Elderly support services</li> </ol>	<ol style="list-style-type: none"> <li>1. Emergency &amp; disaster mngt</li> <li>2. Community decisions</li> <li>3. Sealed roads</li> <li>4. Elderly support services</li> <li>5. Unsealed roads</li> </ol>



# 2014 IMPORTANCE SUMMARY BY COUNCIL GROUP

## Bottom Five Most Important Service Areas (Lowest to Highest, i.e. #1 – Least Important)

Loddon Shire Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
<ol style="list-style-type: none"> <li>1. Planning permits</li> <li>2. Enforcement of local laws</li> <li>3. Bus/community dev./tourism</li> <li>4. Recreational facilities</li> <li>5. Lobbying</li> </ol>	<ol style="list-style-type: none"> <li>1. Bus/community dev./tourism</li> <li>2. Community &amp; cultural</li> <li>3. Slashing &amp; weed control</li> <li>4. Business &amp; community dev.</li> <li>5. Lobbying</li> </ol>	<ol style="list-style-type: none"> <li>1. Tourism development</li> <li>2. Community &amp; cultural</li> <li>3. Bus/community dev./tourism</li> <li>4. Art centres &amp; libraries</li> <li>5. Lobbying</li> </ol>	<ol style="list-style-type: none"> <li>1. Community &amp; cultural</li> <li>2. Art centres &amp; libraries</li> <li>3. Tourism development</li> <li>4. Lobbying</li> <li>5. Planning permits</li> </ol>	<ol style="list-style-type: none"> <li>1. Community &amp; cultural</li> <li>2. Art centres &amp; libraries</li> <li>3. Traffic management</li> <li>4. Parking facilities</li> <li>5. Tourism development</li> </ol>	<ol style="list-style-type: none"> <li>1. Community &amp; cultural</li> <li>2. Art centres &amp; libraries</li> <li>3. Parking facilities</li> <li>4. Traffic management</li> <li>5. Tourism development</li> </ol>



# 2014 PERFORMANCE SUMMARY BY COUNCIL GROUP

## Top Five Highest Performing Service Areas (Highest to Lowest, i.e. #1 – Highest Performing)

Loddon Shire Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
<ol style="list-style-type: none"> <li>1. Recreational facilities</li> <li>2. Waste management</li> <li>3. Elderly support services</li> <li>4. Appearance of public areas</li> <li>5. Emergency &amp; disaster mngt</li> </ol>	<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Waste management</li> <li>3. Recreational facilities</li> <li>4. Appearance of public areas</li> <li>5. Community &amp; cultural</li> </ol>	<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Waste management</li> <li>3. Emergency &amp; disaster mngt</li> <li>4. Recreational facilities</li> <li>5. Family support services</li> </ol>	<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Emergency &amp; disaster mngt</li> <li>3. Appearance of public areas</li> <li>4. Waste management</li> <li>5. Recreational facilities</li> </ol>	<ol style="list-style-type: none"> <li>1. Appearance of public areas</li> <li>2. Art centres &amp; libraries</li> <li>3. Elderly support services</li> <li>4. Waste management</li> <li>5. Community &amp; cultural</li> </ol>	<ol style="list-style-type: none"> <li>1. Art centres &amp; libraries</li> <li>2. Emergency &amp; disaster mngt</li> <li>3. Appearance of public areas</li> <li>4. Waste management</li> <li>5. Elderly support services</li> </ol>



# 2014 PERFORMANCE SUMMARY BY COUNCIL GROUP

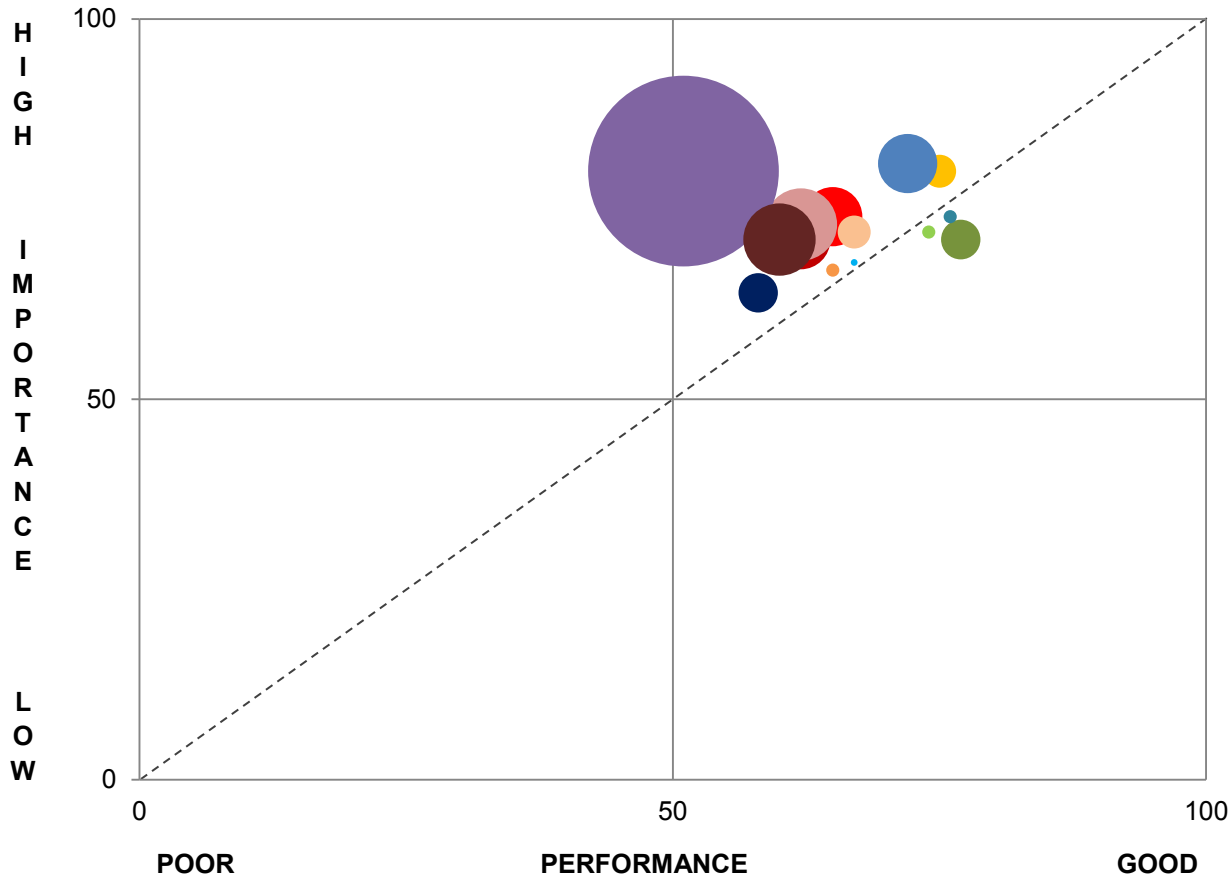
## Bottom Five Lowest Performing Service Areas (Lowest to Highest, i.e. #1 – Lowest Performing)

Loddon Shire Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
<ol style="list-style-type: none"> <li>1. Unsealed roads</li> <li>2. Planning permits</li> <li>3. Consultation &amp; engagement</li> <li>4. Local streets &amp; footpaths</li> <li>5. Lobbying</li> </ol>	<ol style="list-style-type: none"> <li>1. Planning permits</li> <li>2. Population growth</li> <li>3. Tourism development</li> <li>4. Town planning policy</li> <li>5. Parking facilities</li> </ol>	<ol style="list-style-type: none"> <li>1. Unsealed roads</li> <li>2. Planning permits</li> <li>3. Town planning policy</li> <li>4. Lobbying</li> <li>5. Traffic management</li> </ol>	<ol style="list-style-type: none"> <li>1. Unsealed roads</li> <li>2. Parking facilities</li> <li>3. Sealed roads</li> <li>4. Planning permits</li> <li>5. Town planning policy</li> </ol>	<ol style="list-style-type: none"> <li>1. Unsealed roads</li> <li>2. Sealed roads</li> <li>3. Slashing &amp; weed control</li> <li>4. Planning permits</li> <li>5. Town planning policy</li> </ol>	<ol style="list-style-type: none"> <li>1. Sealed roads</li> <li>2. Unsealed roads</li> <li>3. Slashing &amp; weed control</li> <li>4. Population growth</li> <li>5. Local streets &amp; footpaths</li> </ol>





# Importance and Performance 2014 Index Scores Grid

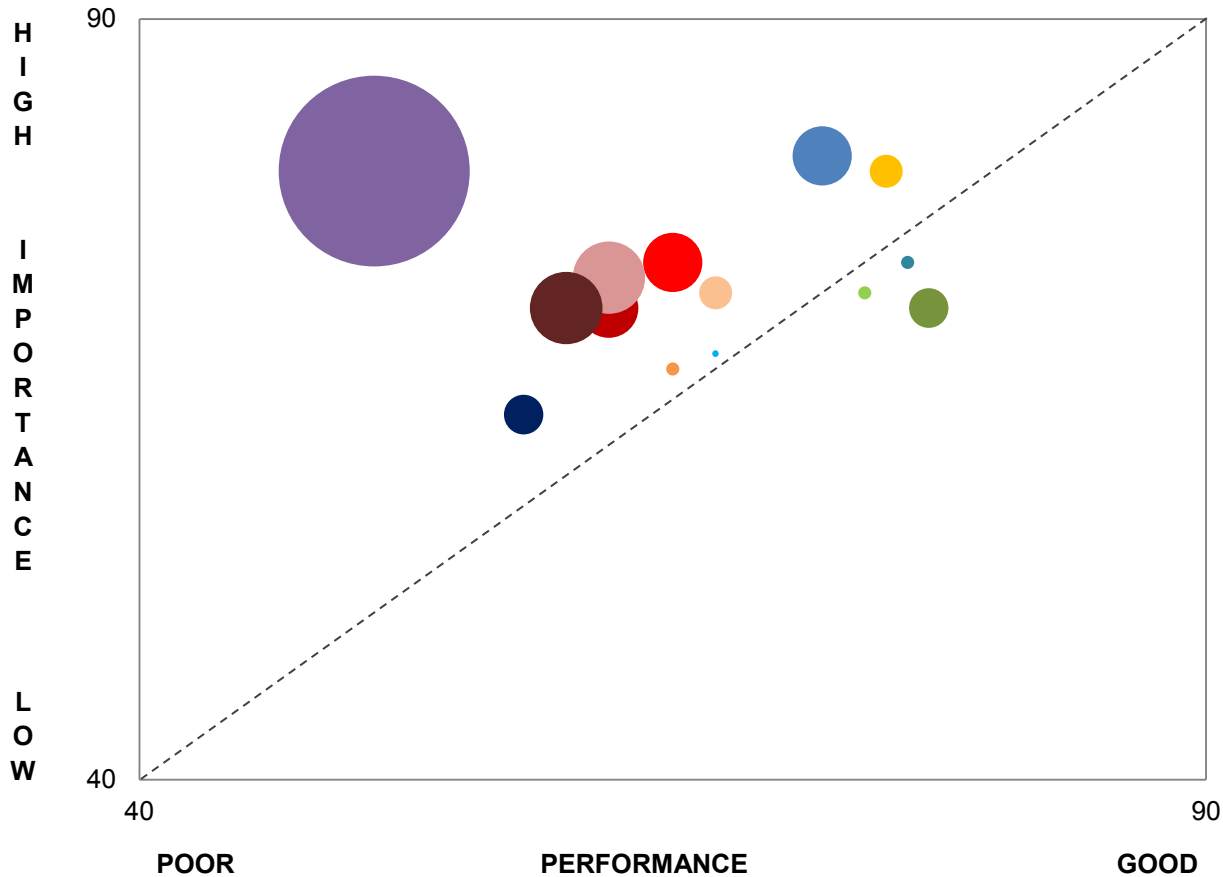


Service	Importance	Performance
Consultation & engagement	71	60
Lobbying on behalf of the community	71	62
Informing the community	74	65
Condition of local streets & footpaths	73	62
Enforcement of local laws	67	65
Family support services	72	67
Elderly support services	80	75
Recreational facilities	71	77
Appearance of public areas	72	74
Waste management	74	76
Business & community development & tourism	68	67
Planning permits	64	58
Emergency & disaster management	81	72
Maintenance of unsealed roads	80	51

**Note: The larger the circle, the larger the gap between Importance and Performance**  
 Base: All respondents



# Importance and Performance 2014 Index Scores Grid (Magnified view of top right quadrant)

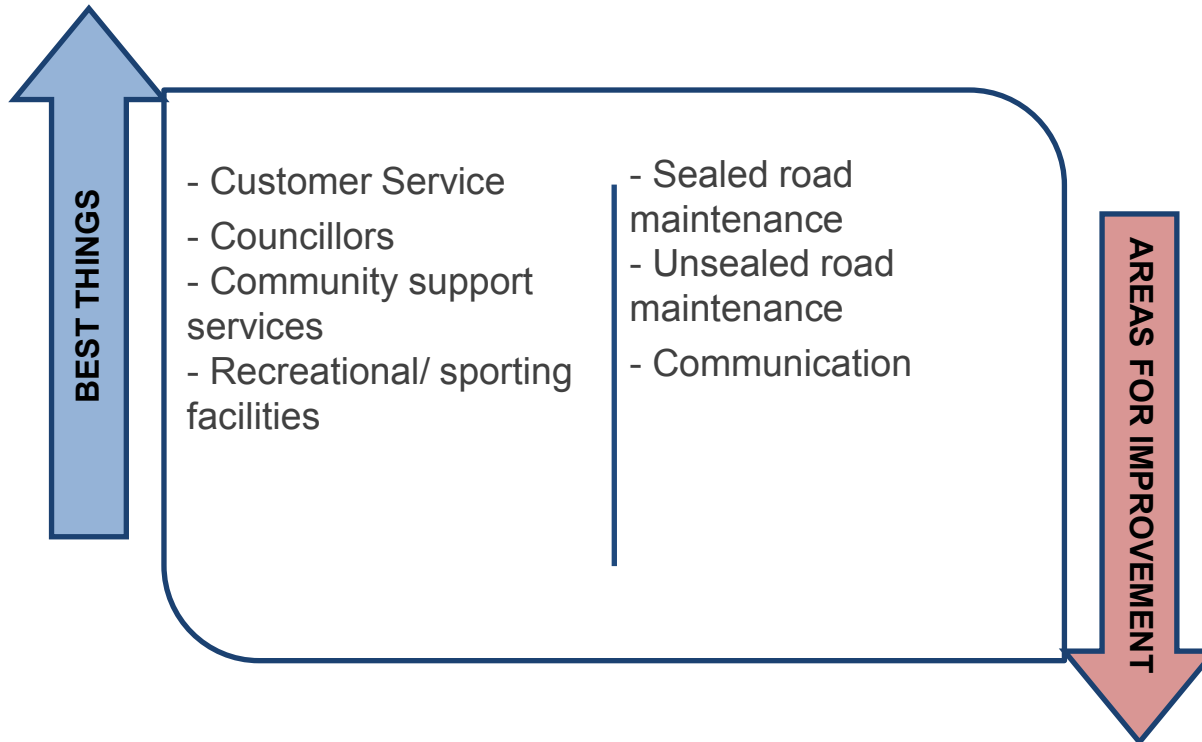


Service	Importance	Performance
Consultation & engagement	71	60
Lobbying on behalf of the community	71	62
Informing the community	74	65
Condition of local streets & footpaths	73	62
Enforcement of local laws	67	65
Family support services	72	67
Elderly support services	80	75
Recreational facilities	71	77
Appearance of public areas	72	74
Waste management	74	76
Business & community development & tourism	68	67
Planning permits	64	58
Emergency & disaster management	81	72
Maintenance of unsealed roads	80	51

**Note: The larger the circle, the larger the gap between Importance and Performance**  
Base: All respondents



# POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY



# COMMUNICATIONS SUMMARY

## Overall preferred forms of communication

- Newsletter sent via mail (57)

## Preferred forms of communication among over 50s

- Newsletter sent via mail (61)

## Preferred forms of communication among under 50s

- Newsletter sent via mail (51)

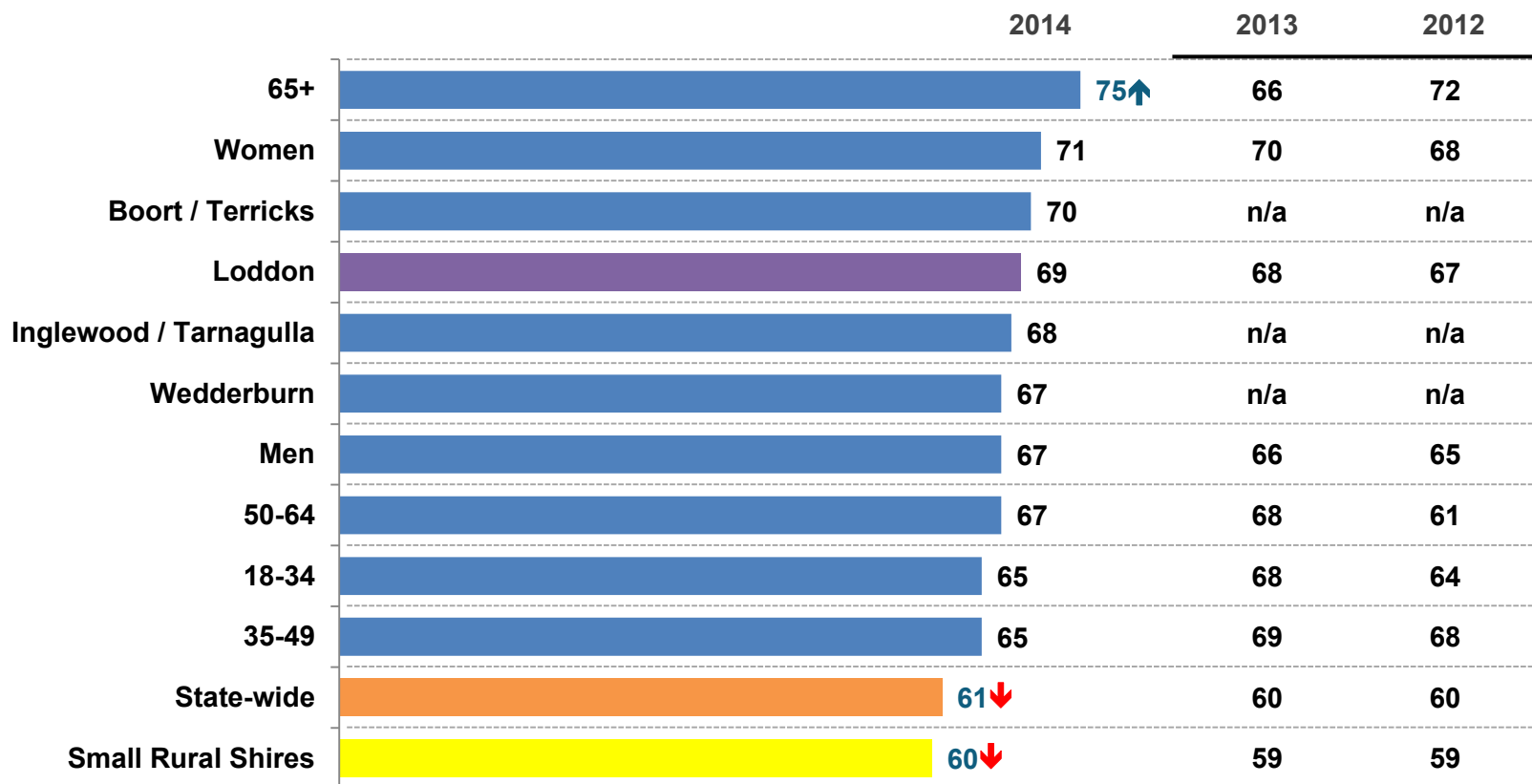
A satellite night view of South America, showing the continent illuminated by city lights and a dense network of roads. The lights are concentrated in major urban centers and along the coastlines. The surrounding oceans are dark, and the text 'DETAILED FINDINGS' is overlaid in white on the left side of the image.

# DETAILED FINDINGS

A satellite night view of South Africa, showing the country's coastline and interior. The land is dark brown, and the sea is dark blue. A dense network of white lines represents roads, and several bright yellow and white spots represent major cities and towns. The text "KEY CORE MEASURE" and "OVERALL PERFORMANCE" is overlaid in white, bold, sans-serif font on the left side of the image.

**KEY CORE MEASURE**  
**OVERALL PERFORMANCE**

# OVERALL PERFORMANCE INDEX SCORES



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

Base: All respondents Councils asked statewide: 67 Councils asked group: 17

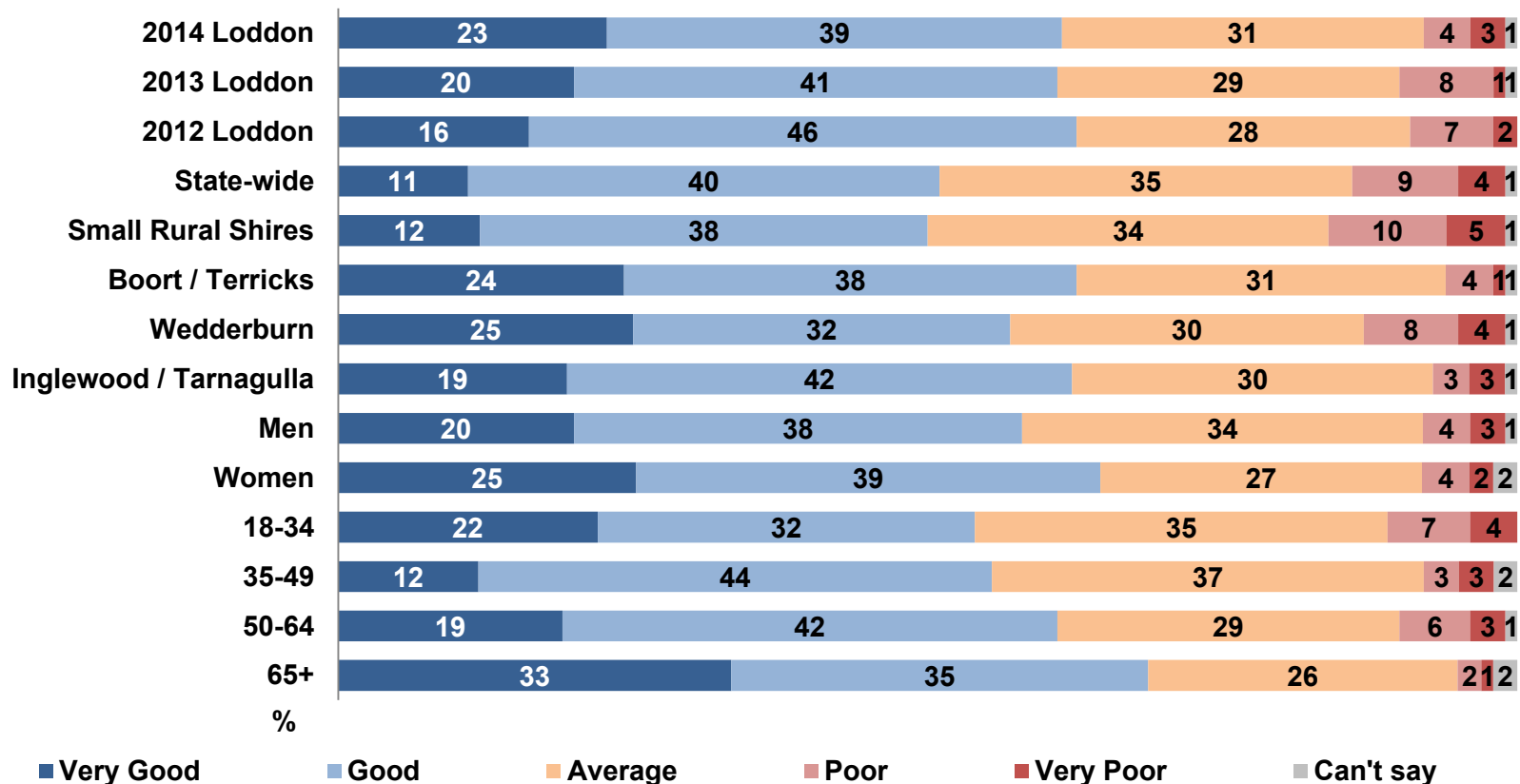


J W S R E S E A R C H

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Note: please see page 6 for explanation about significant differences

# OVERALL PERFORMANCE DETAILED PERCENTAGES



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

Base: All respondents Councils asked statewide: 67 Councils asked group: 17



J W S R E S E A R C H

40





**KEY CORE MEASURE  
CUSTOMER SERVICE**

# CONTACT LAST 12 MONTHS SUMMARY

**Overall contact with  
Loddon Shire Council**

- 71%, equal points on 2013

**Most contact with  
Loddon Shire Council**

- Aged 18-34 years

**Least contact with  
Loddon Shire Council**

- Aged 35-49 years

**Customer Service  
rating**

- Index score of 76, up 4 points on 2013

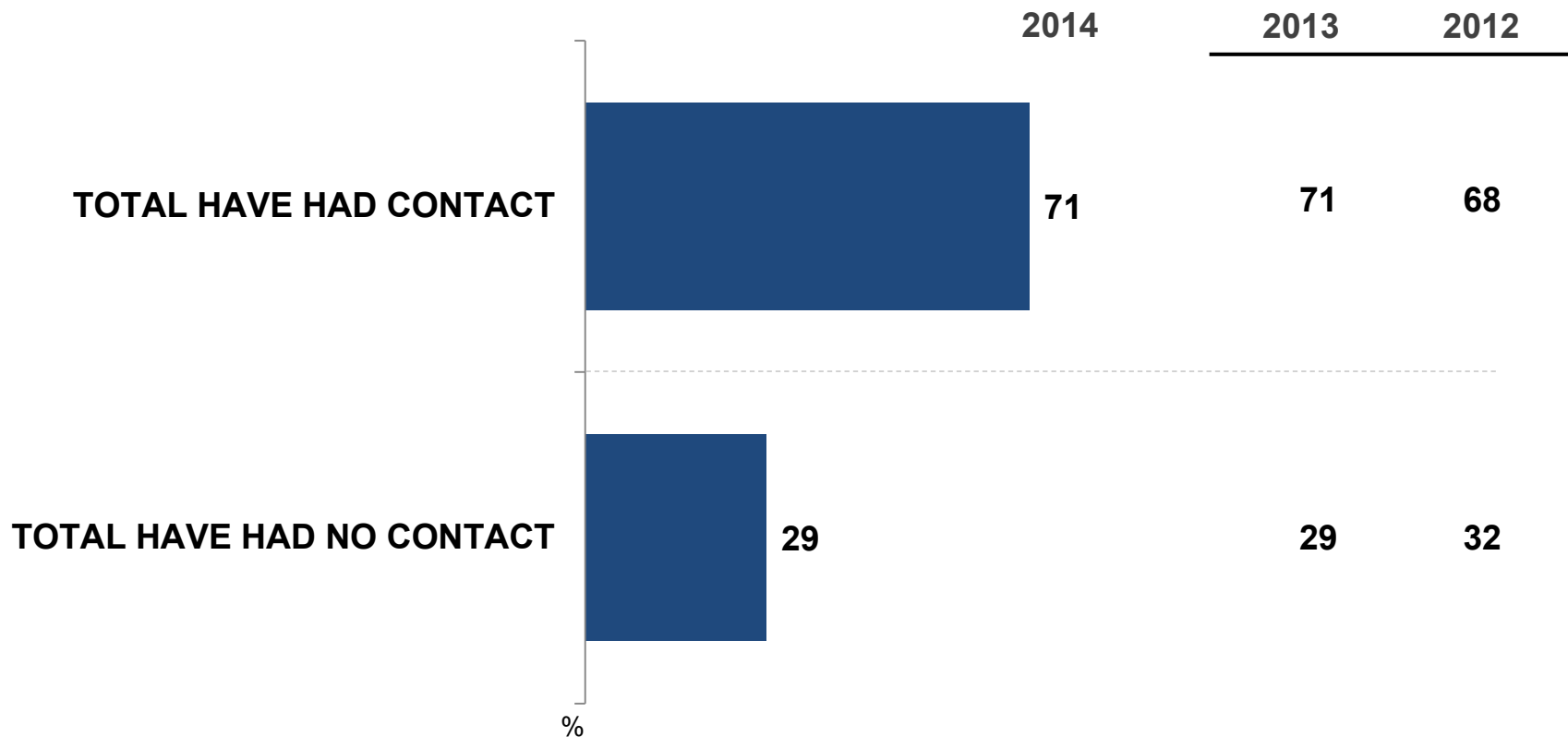
**Most satisfied with  
Customer Service**

- Women

**Least satisfied with  
Customer Service**

- Aged 18-34 years

# 2014 CONTACT WITH COUNCIL LAST 12 MONTHS



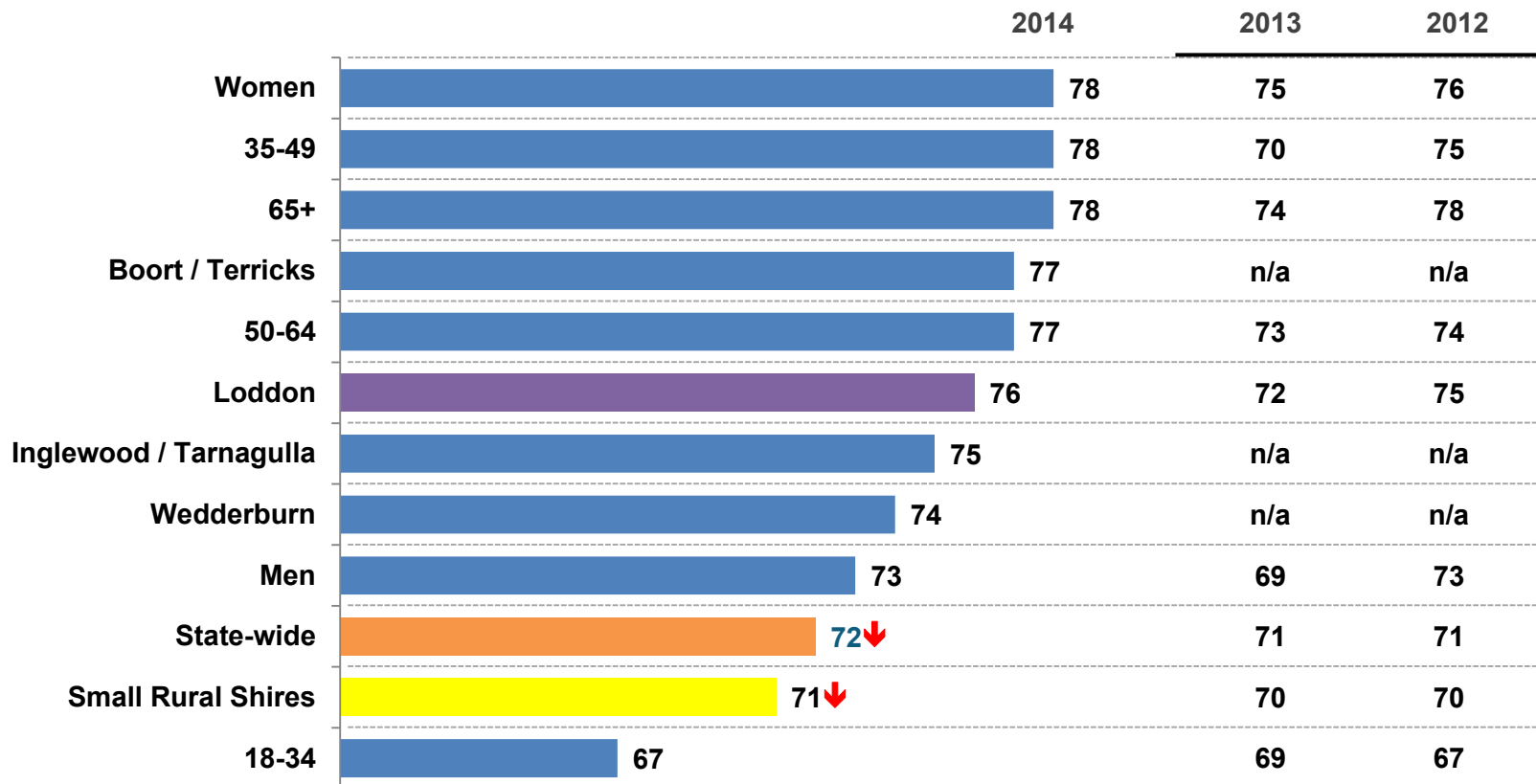
Q5. Over the last 12 months, have you or any member of your household had any contact with Loddon Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked statewide: 54 Councils asked group: 15



J W S R E S E A R C H

# 2014 CONTACT CUSTOMER SERVICE INDEX SCORES

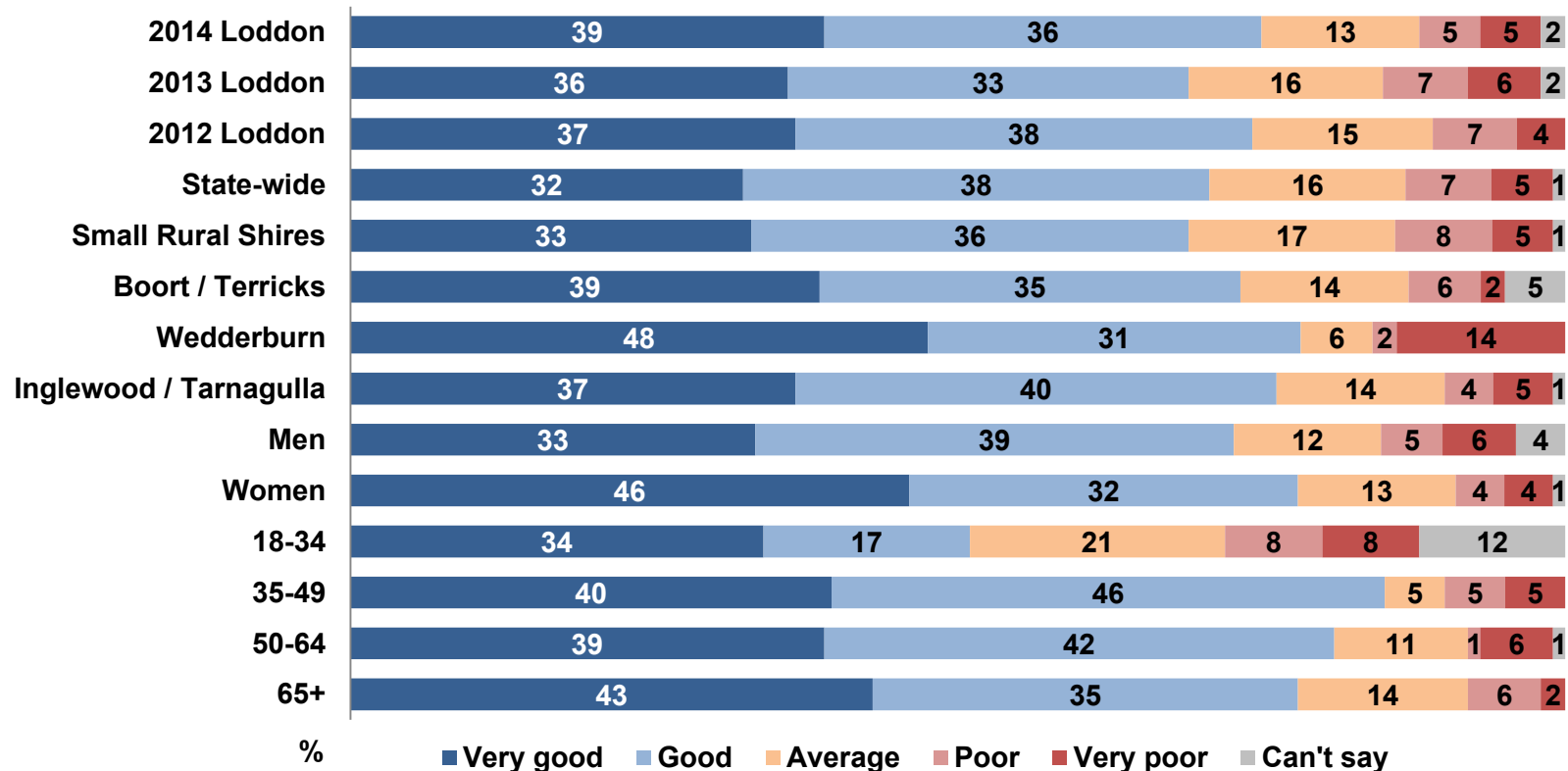


Q5c. Thinking of the most recent contact, how would you rate Loddon Shire Council for customer service?  
 Please keep in mind we do NOT mean ACTUAL OUTCOME but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 Councils asked statewide: 67 Councils asked group: 17



J W S R E S E A R C H

# 2014 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES



Q5c. Thinking of the most recent contact, how would you rate Loddon Shire Council for customer service?  
Please keep in mind we do NOT mean ACTUAL OUTCOME but rather the actual service that was received.  
Base: All respondents who have had contact with Council in the last 12 months.  
Councils asked statewide: 67 Councils asked group: 17



A satellite night view of the United Kingdom, showing the island and surrounding waters. The landmass is illuminated by a dense network of city lights and road networks, appearing as a complex web of bright yellow and white lines against the dark brown and green terrain. The surrounding waters are dark blue, and the overall scene is a high-contrast, glowing map of the country.

**KEY CORE MEASURE  
COUNCIL DIRECTION INDICATORS**

# COUNCIL DIRECTION SUMMARY

## Council Direction over last 12 months

- 64% stayed about the same, up 4 points on 2013
- 22% improved, down 1 point on 2013
- 9% deteriorated, down 4 points on 2013

## Most satisfied with Council Direction

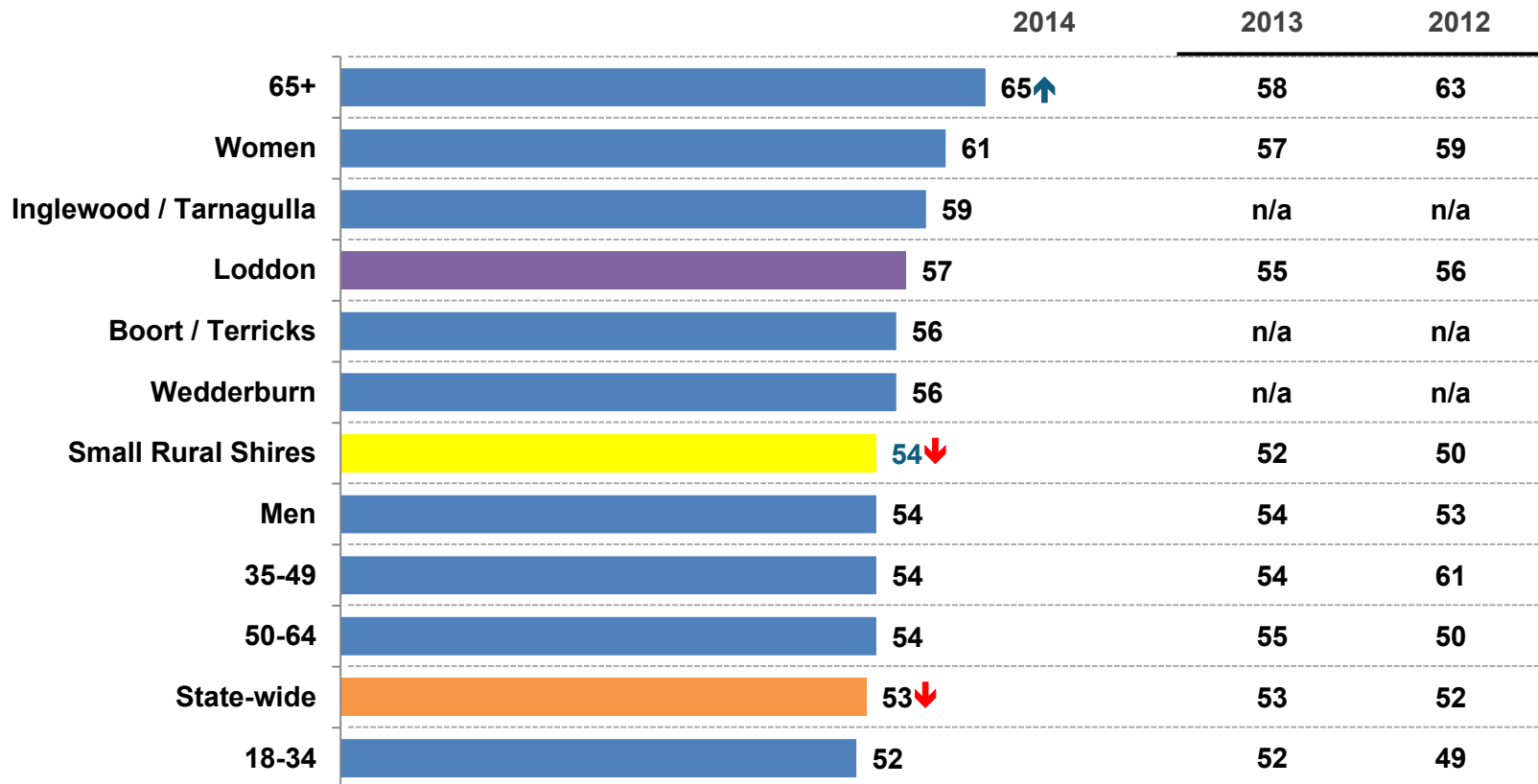
- Aged 65+ years

## Least satisfied with Council Direction

- Aged 18-34 years



# 2014 OVERALL LODDON SHIRE COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



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

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17



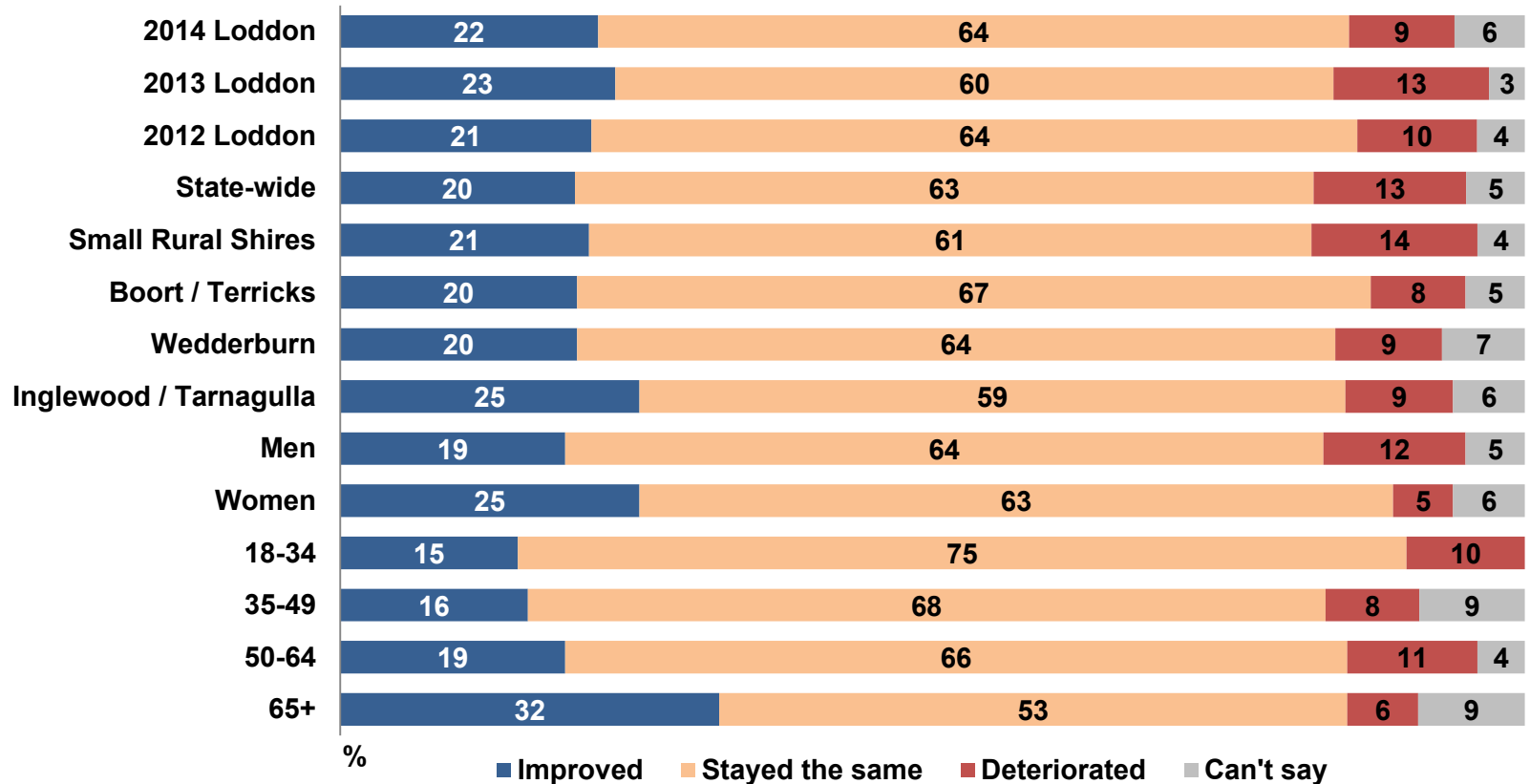
J W S R E S E A R C H

48



# 2014 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

## DETAILED PERCENTAGES



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

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17

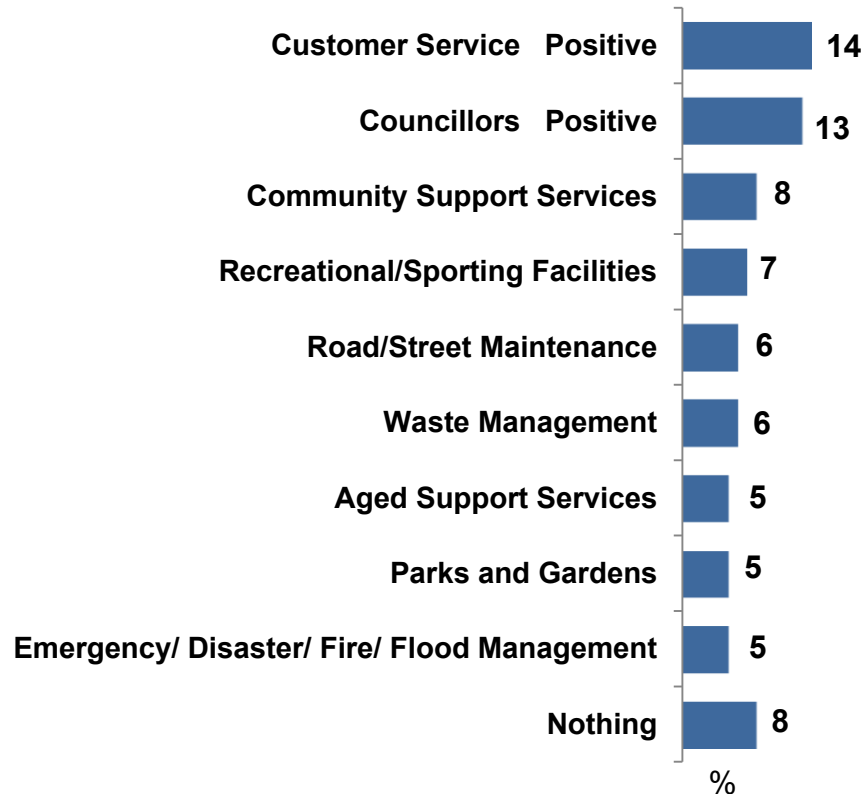


J W S R E S E A R C H

A satellite night view of South Africa, showing the country's coastline and major cities illuminated by city lights. The road network is visible as a dense web of white lines. The surrounding ocean is dark blue. The text "POSITIVES AND AREAS FOR IMPROVEMENT" is overlaid in white, bold, sans-serif font on the left side of the image.

**POSITIVES AND AREAS FOR  
IMPROVEMENT**

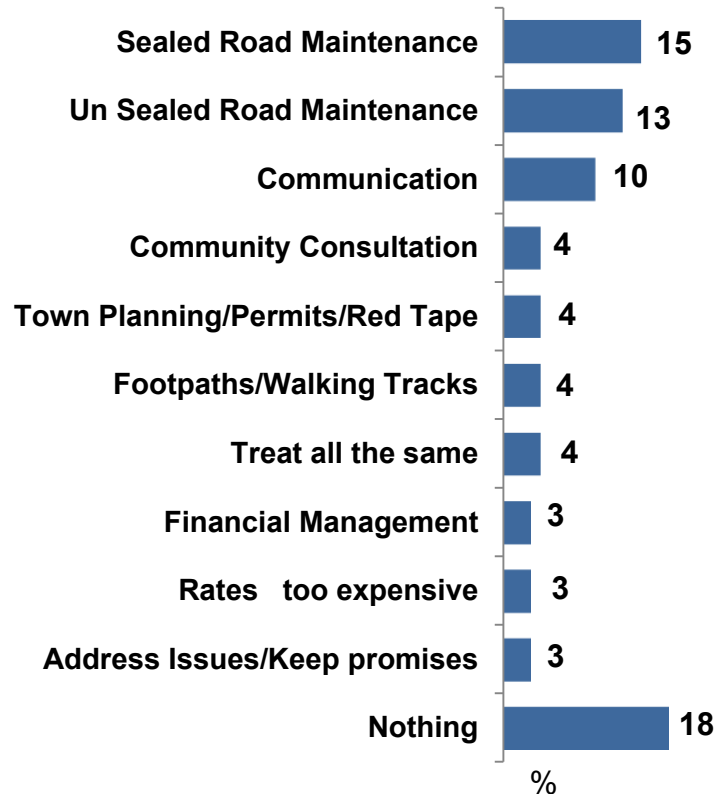
# 2014 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES (TOP ISSUES OR SERVICES)



Q16. Please tell me what is the ONE BEST thing about Loddon Shire Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?  
Base: All respondents. Councils asked statewide: 28 Councils asked group: 5



# 2014 COUNCIL NEEDS TO IMPROVE DETAILED PERCENTAGES (TOP ISSUES OR SERVICES)



Q17. What does Loddon Shire Council MOST need to do to improve its performance?  
Base: All respondents. Councils asked statewide: 35 Councils asked group: 6



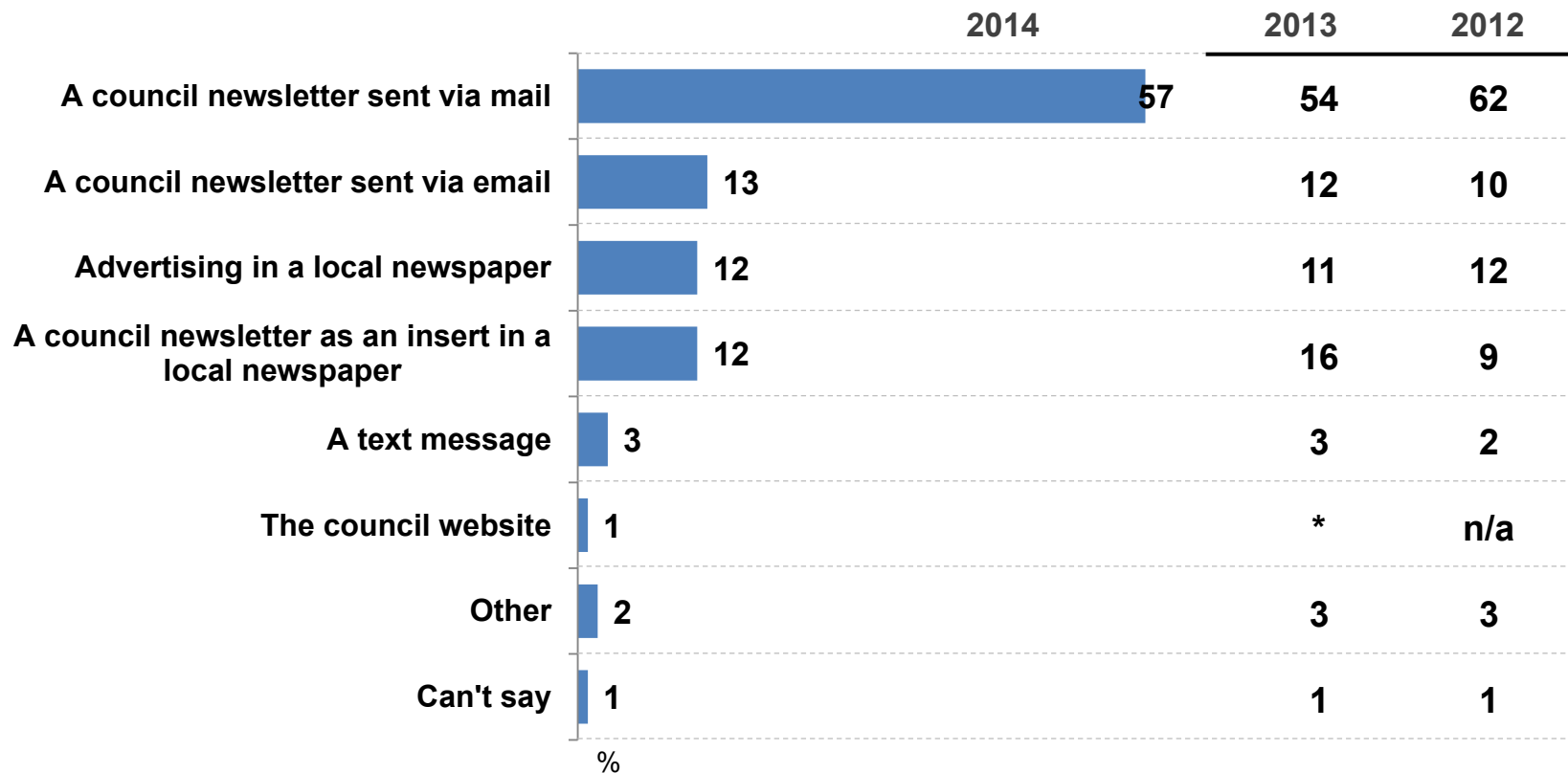
J W S R E S E A R C H

52

A satellite night view of South Africa, showing the country's coastline and major cities. A dense, glowing network of white and yellow lines is overlaid on the landmass, representing a communication or data network. The network is most concentrated in the major metropolitan areas, including Johannesburg, Cape Town, and Durban. The surrounding oceans are dark blue, and the overall scene is illuminated by the city lights and the network glow.

# COMMUNICATIONS

# 2014 BEST FORMS OF COMMUNICATION

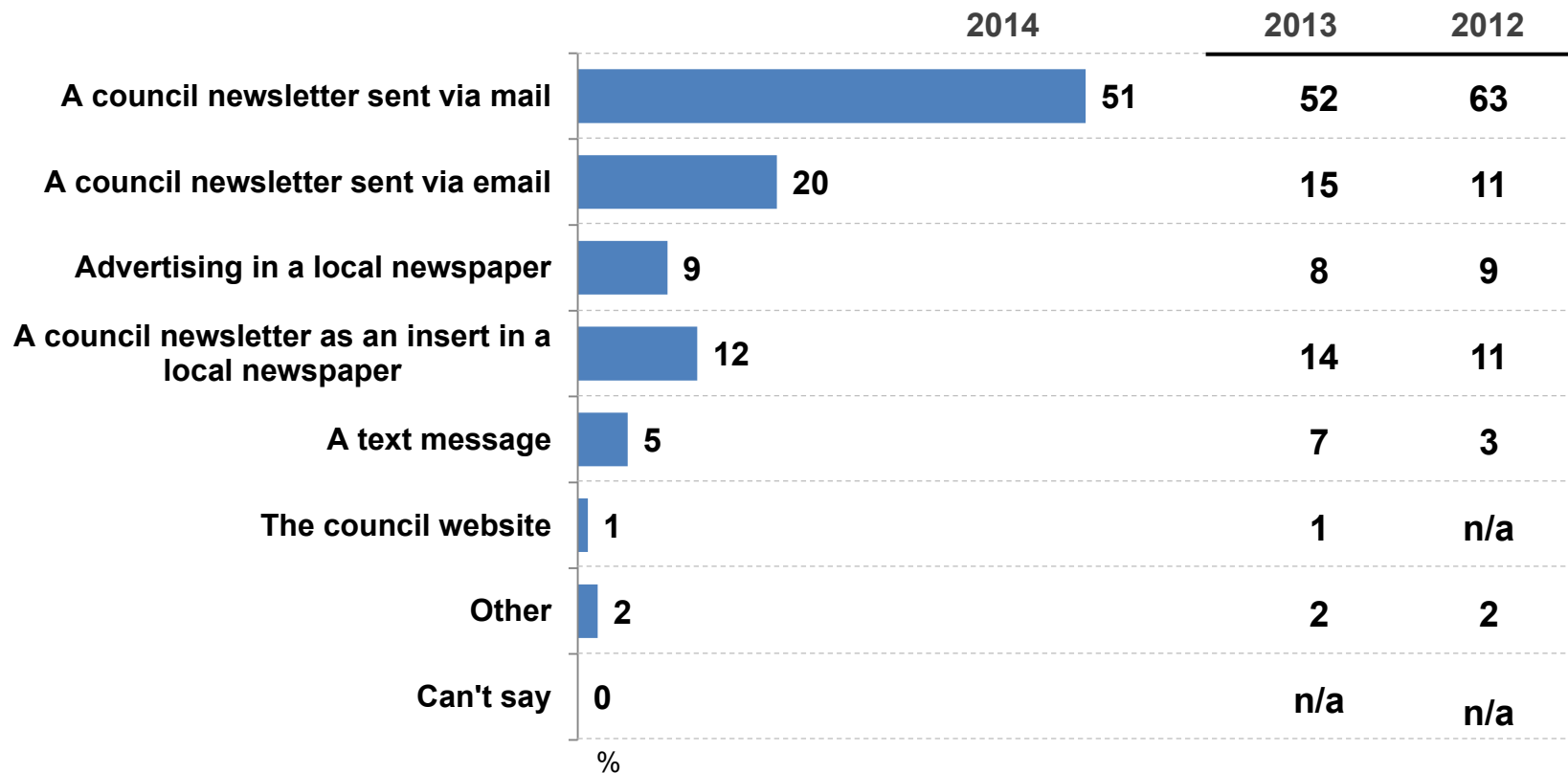


Q13. If Loddon Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents. Councils asked statewide: 28 Councils asked group: 7



J W S R E S E A R C H

# 2014 BEST FORMS OF COMMUNICATION – UNDER 50s

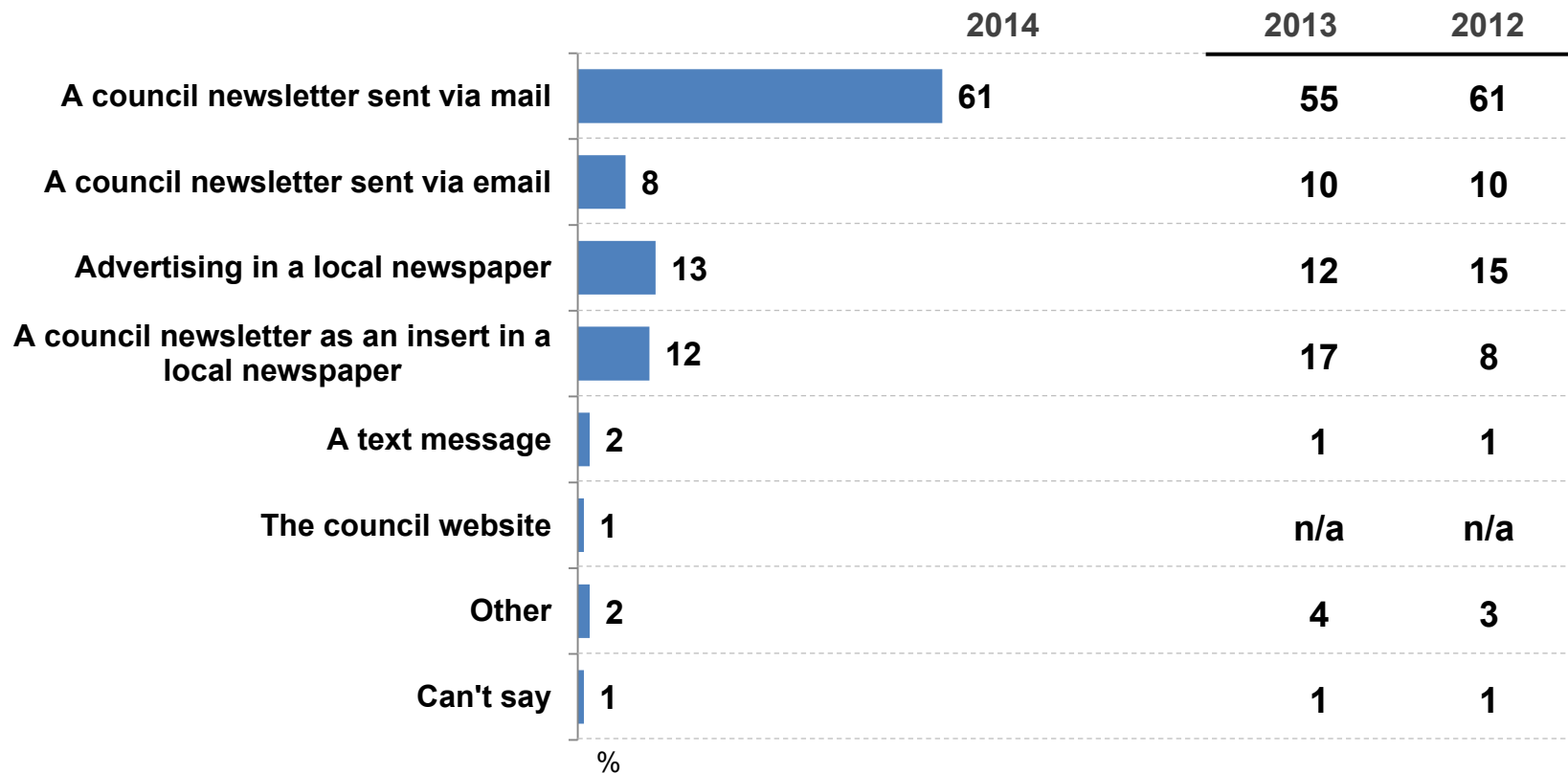


Q13. If Loddon Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged under 50. Councils asked statewide: 28 Councils asked group: 7



J W S R E S E A R C H

# 2014 BEST FORMS OF COMMUNICATION – OVER 50s



Q13. If Loddon Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged over 50. Councils asked statewide: 28 Councils asked group: 7



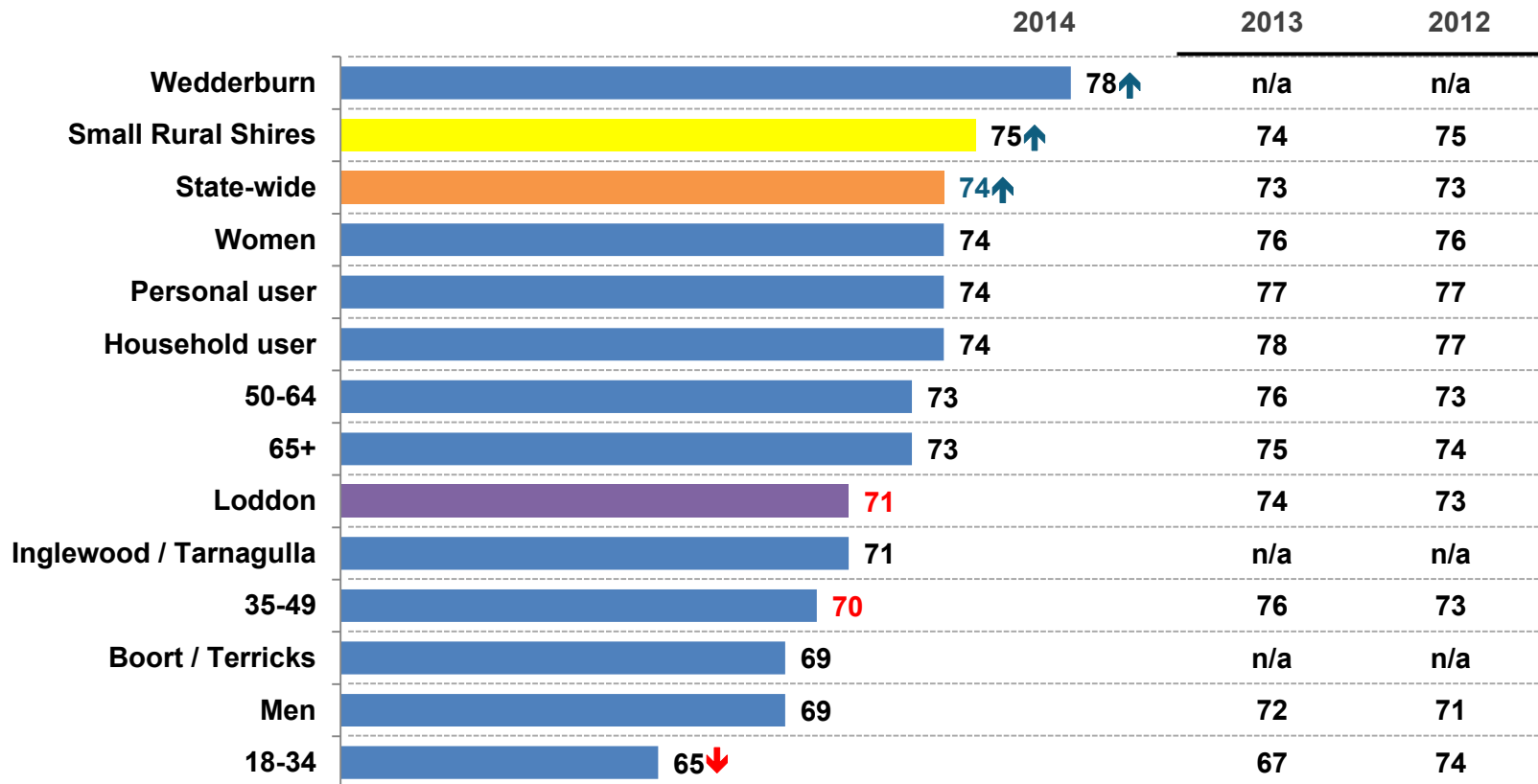
J W S R E S E A R C H



A satellite night view of the United States, showing a dense network of glowing yellow and white lines that represent individual service areas. The lines are most concentrated in the eastern half of the country and around major metropolitan areas. The text "INDIVIDUAL SERVICE AREAS" is overlaid in the center in a bold, white, sans-serif font.

# INDIVIDUAL SERVICE AREAS

# 2014 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Community Consultation and Engagement' be as a responsibility for Loddon Shire Council?

Base: All respondents. Councils asked statewide: 26 Councils asked group: 6

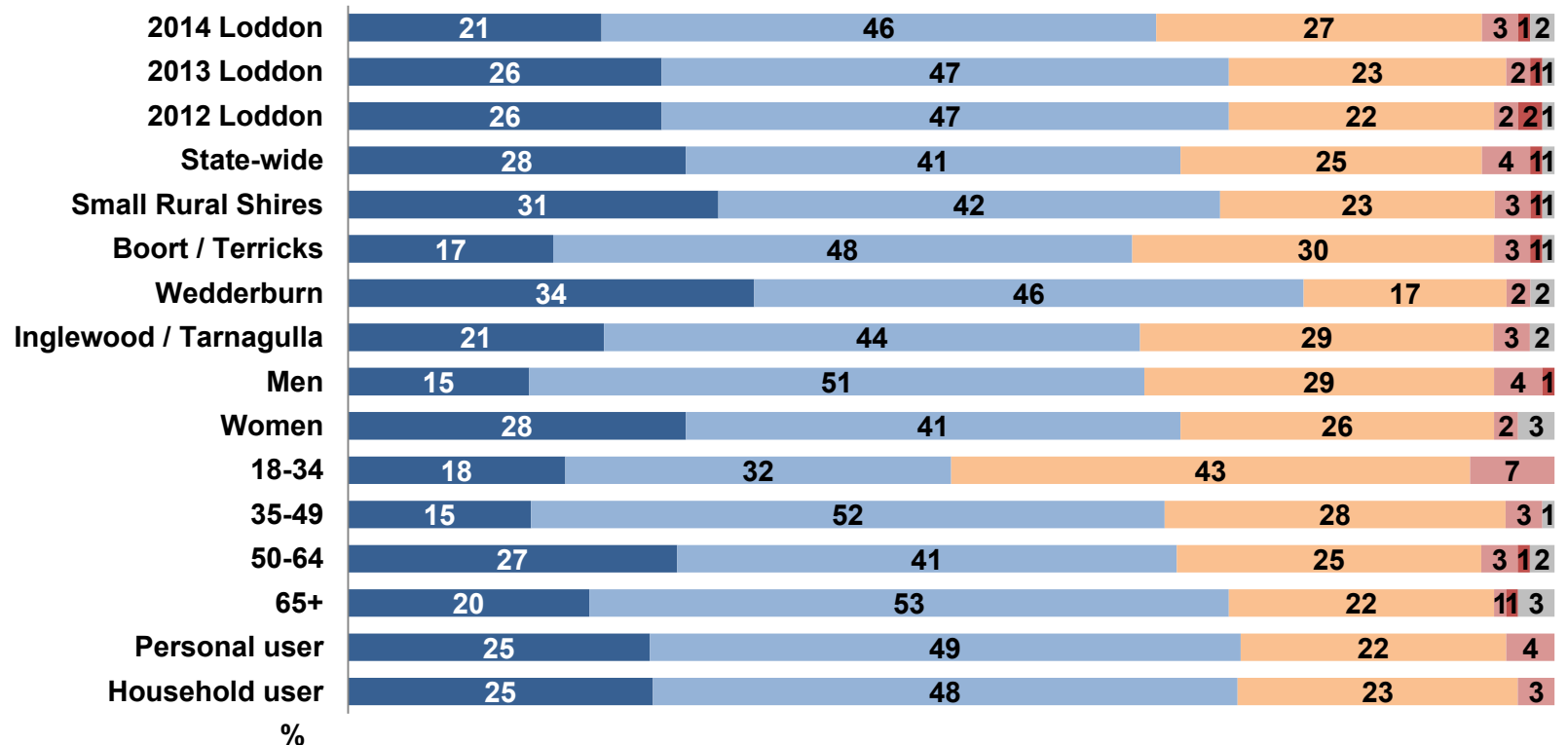


J W S R E S E A R C H

58

Note: please see page 6 for explanation about significant differences

# 2014 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE DETAILED PERCENTAGES



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

Q1. Firstly, how important should 'Community Consultation and Engagement' be as a responsibility for Loddon Shire Council?

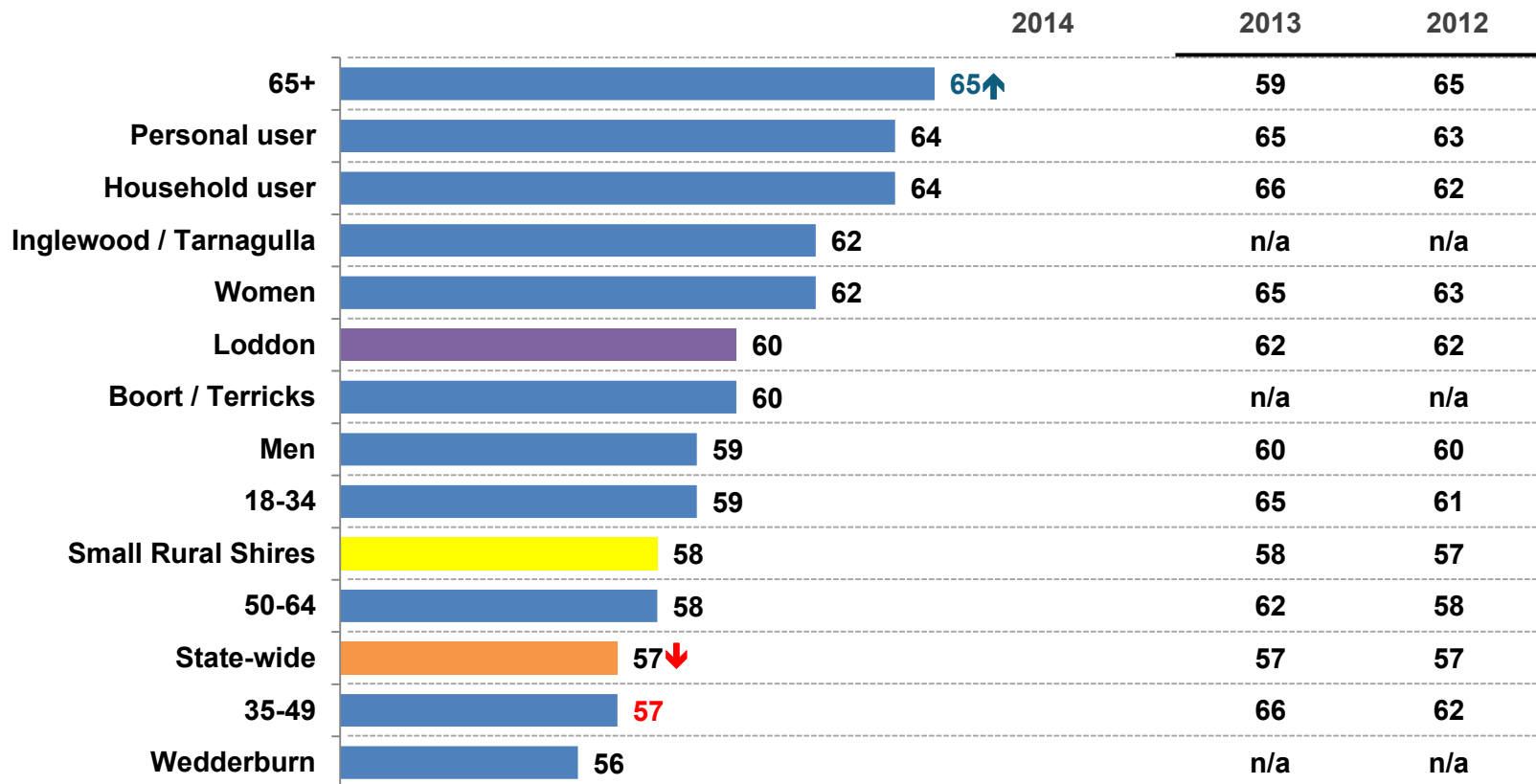
Base: All respondents. Councils asked statewide: 26 Councils asked group: 6



J W S R E S E A R C H

59

# 2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Community Consultation and Engagement' over the last 12 months?

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17

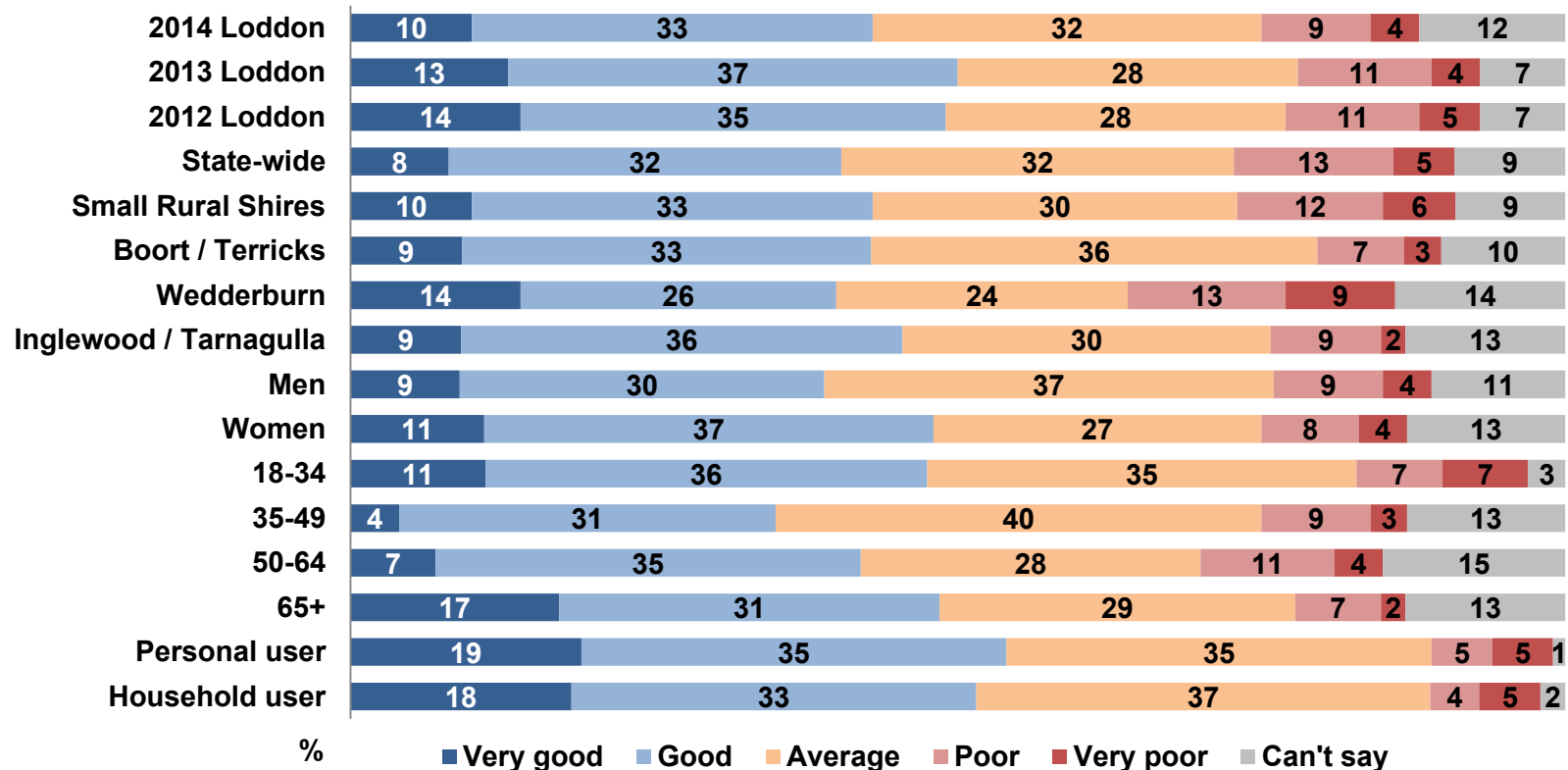


J W S R E S E A R C H

60

Note: please see page 6 for explanation about significant differences

# 2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES



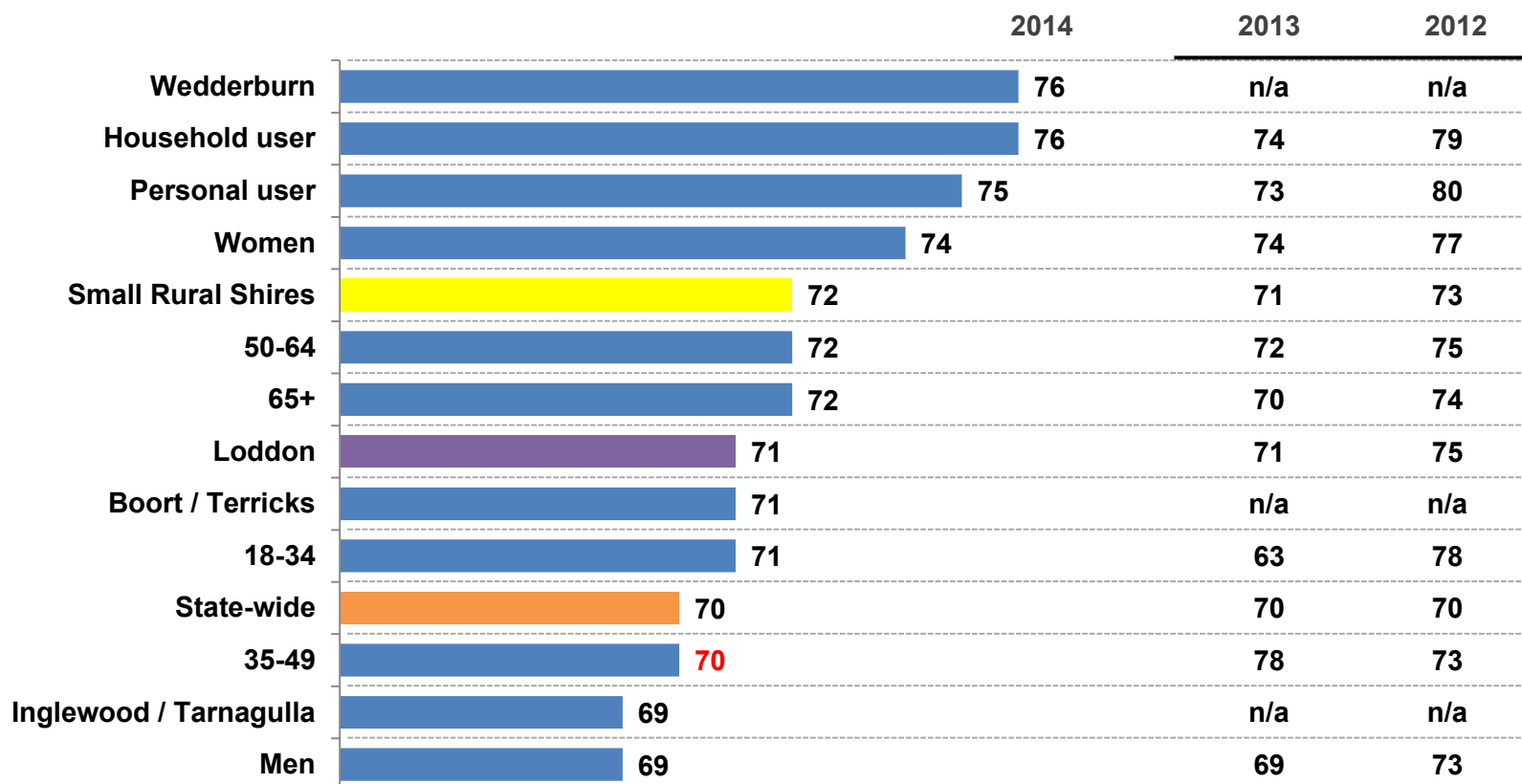
Q2. How has Loddon Shire Council performed on 'Community Consultation and Engagement' over the last 12 months?

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17



J W S R E S E A R C H

# 2014 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Lobbying on Behalf of the Community' be as a responsibility for Loddon Shire Council?

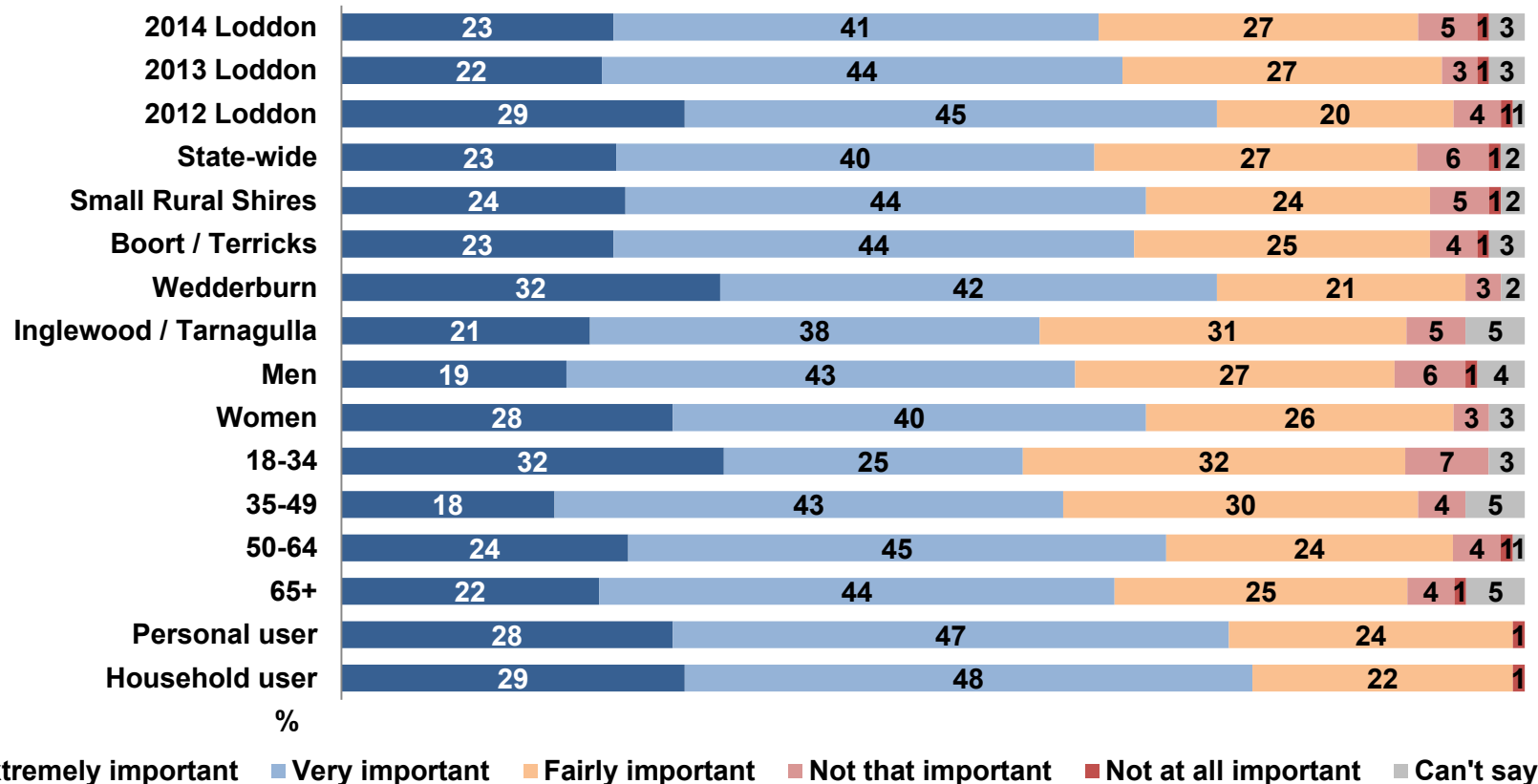
Base: All respondents. Councils asked statewide: 25 Councils asked group: 5



J W S R E S E A R C H

Note: please see page 6 for explanation about significant differences

# 2014 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES



Q1. Firstly, how important should 'Lobbying on Behalf of the Community' be as a responsibility for Loddon Shire Council?

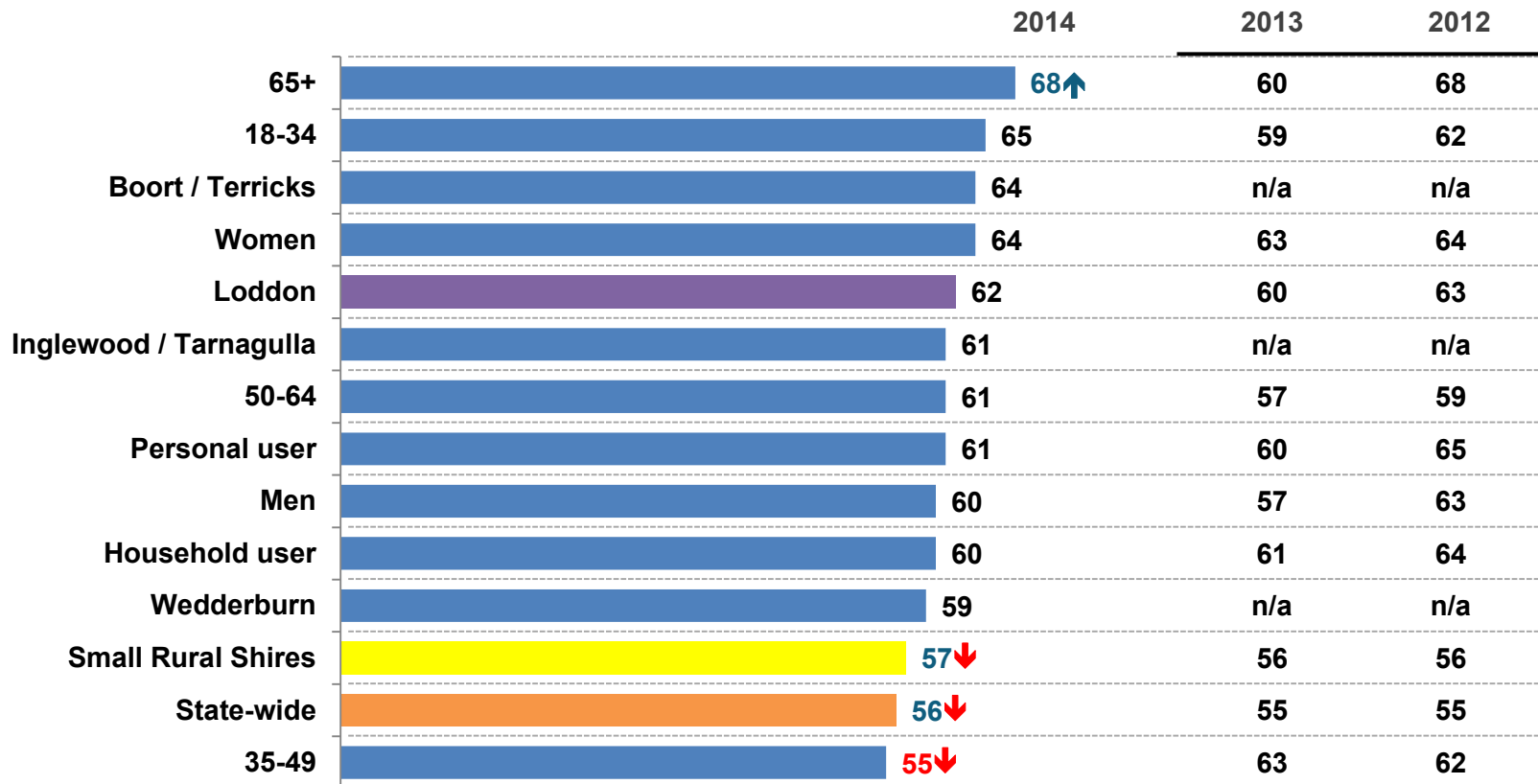
Base: All respondents. Councils asked statewide: 25 Councils asked group: 5



J W S R E S E A R C H

63

# 2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17



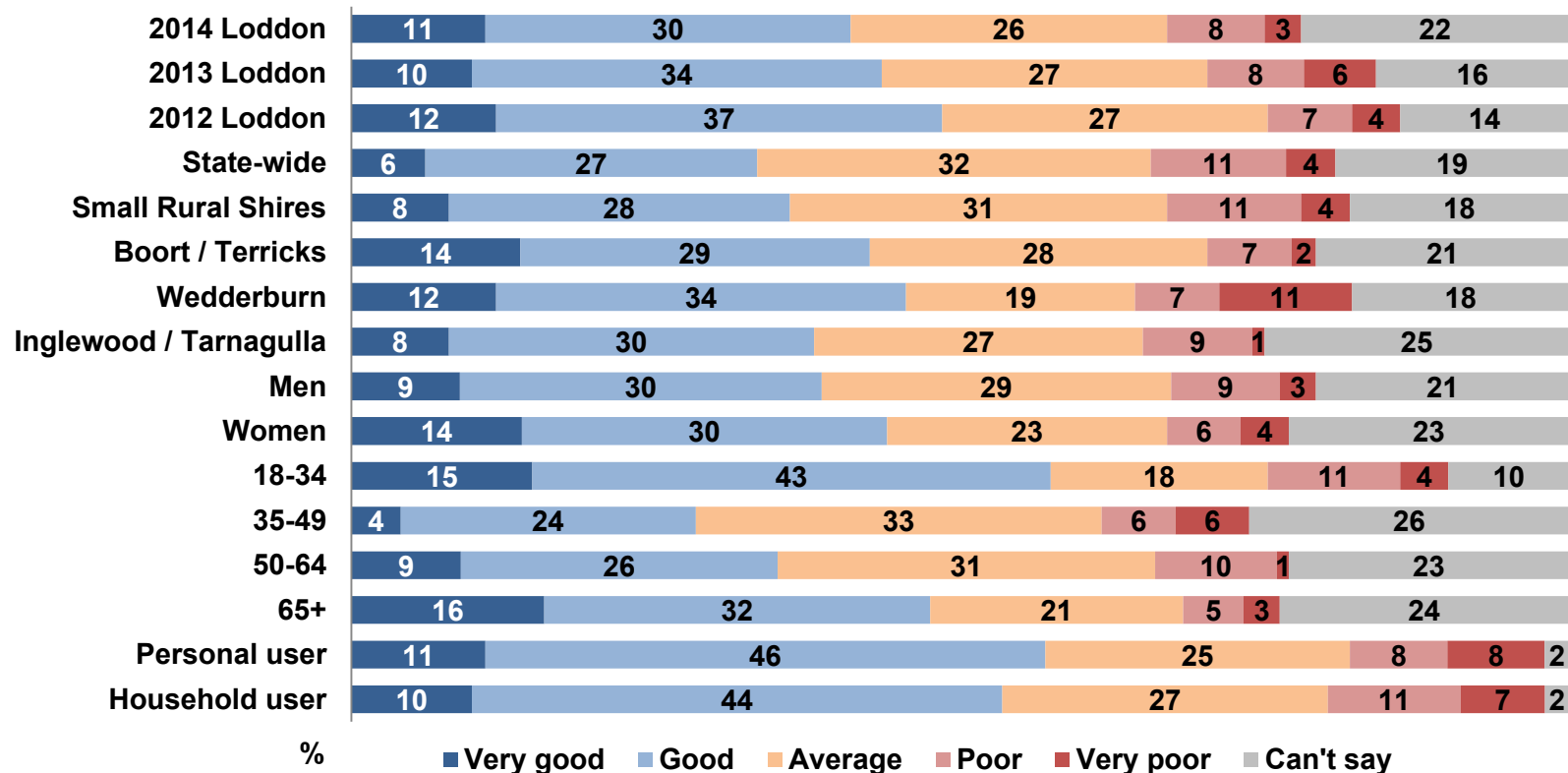
J W S R E S E A R C H

64

Note: please see page 6 for explanation about significant differences



# 2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



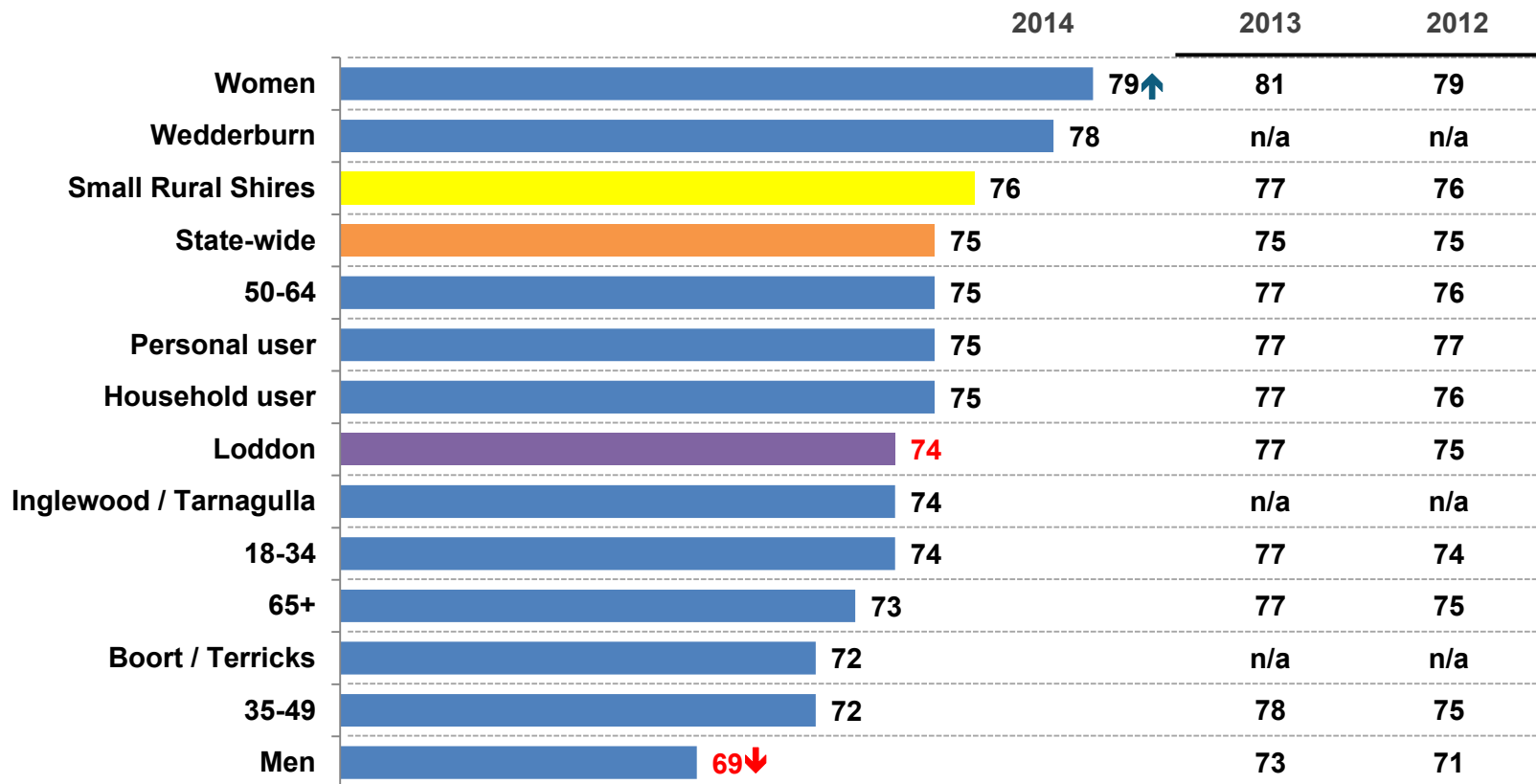
Q2. How has Loddon Shire Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17



J W S R E S E A R C H

# 2014 INFORMING THE COMMUNITY IMPORTANCE INDEX SCORES



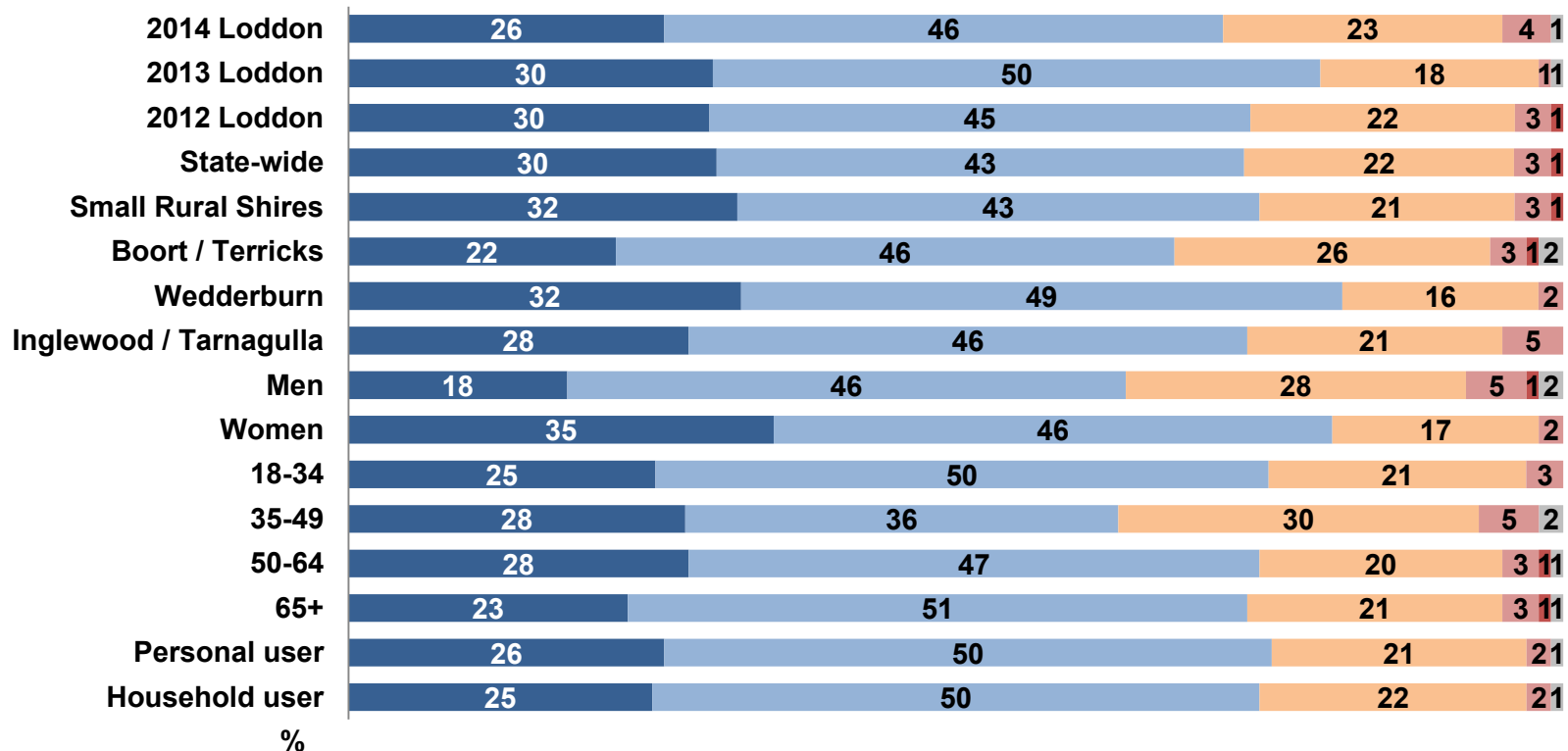
Q1. Firstly, how important should 'Informing the Community' be as a responsibility for Loddon Shire Council?  
Base: All respondents. Councils asked statewide: 23 Councils asked group: 4



J W S R E S E A R C H

Note: please see page 6 for explanation about significant differences

# 2014 INFORMING THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES



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

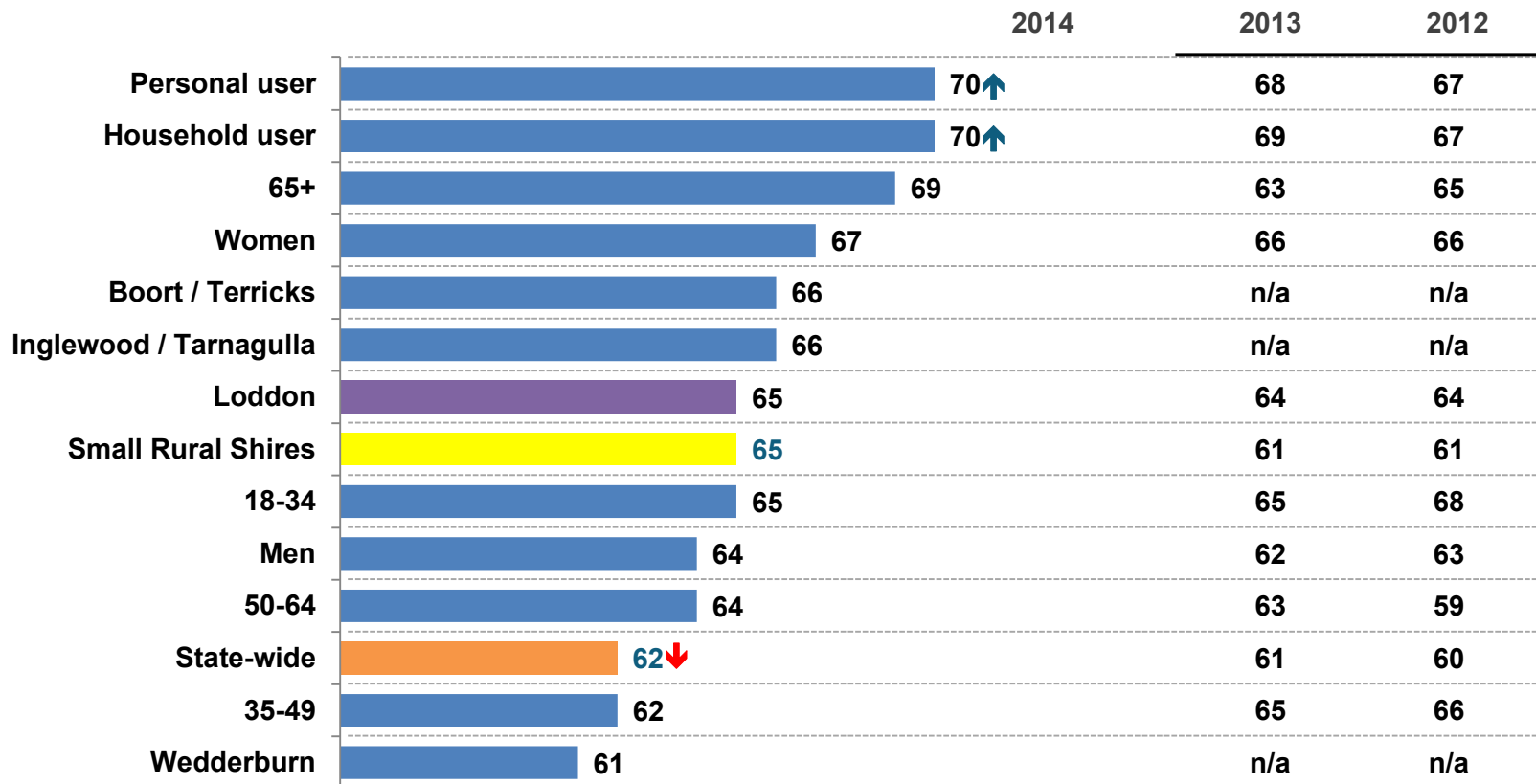


J W S R E S E A R C H

67

Q1. Firstly, how important should 'Informing the Community' be as a responsibility for Loddon Shire Council?  
Base: All respondents. Councils asked statewide: 23 Councils asked group: 4

# 2014 INFORMING THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Informing the Community' over the last 12 months?  
Base: All respondents. Councils asked statewide: 39 Councils asked group: 7

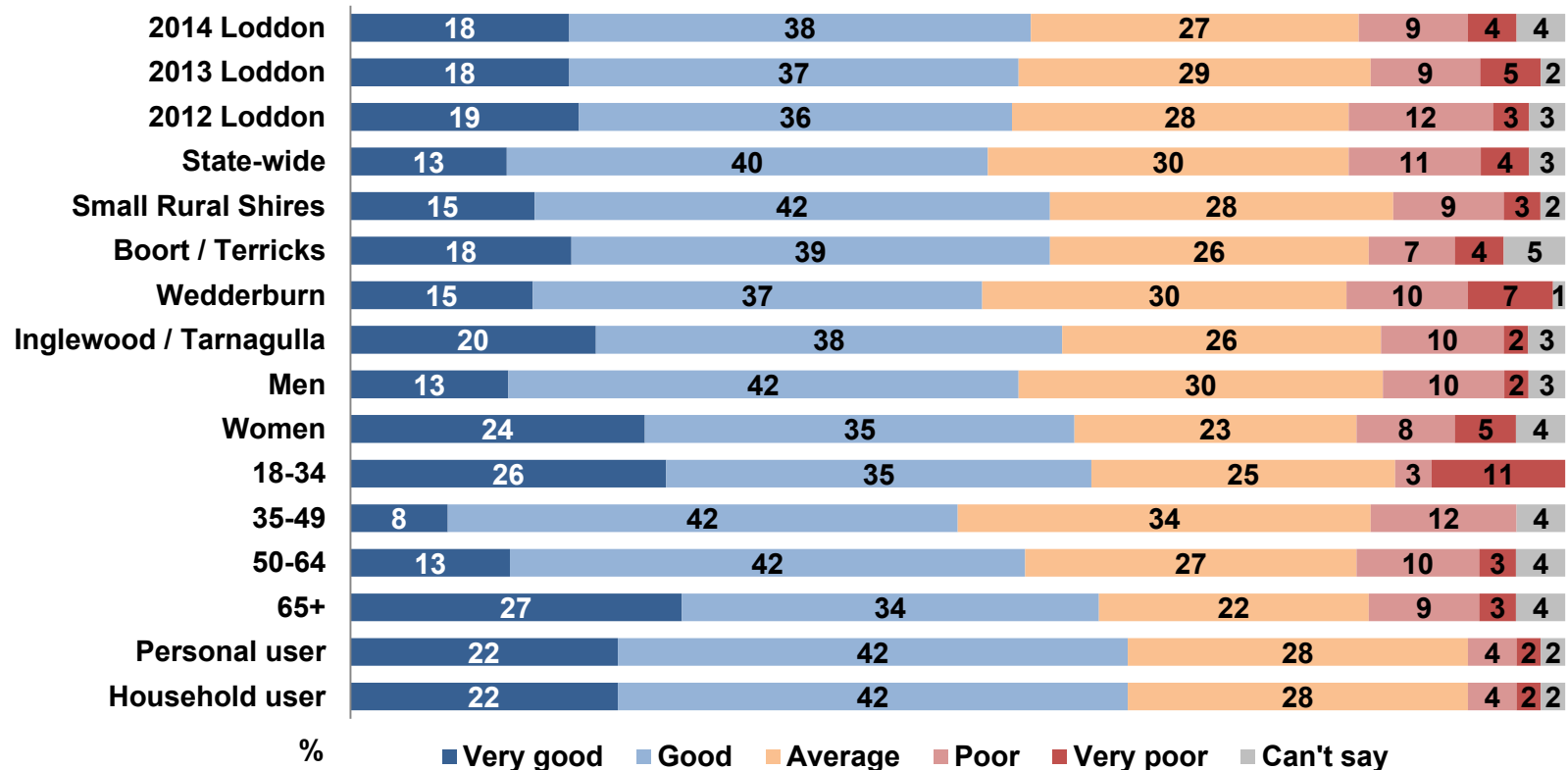


J W S R E S E A R C H

68

Note: please see page 6 for explanation about significant differences

# 2014 INFORMING THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

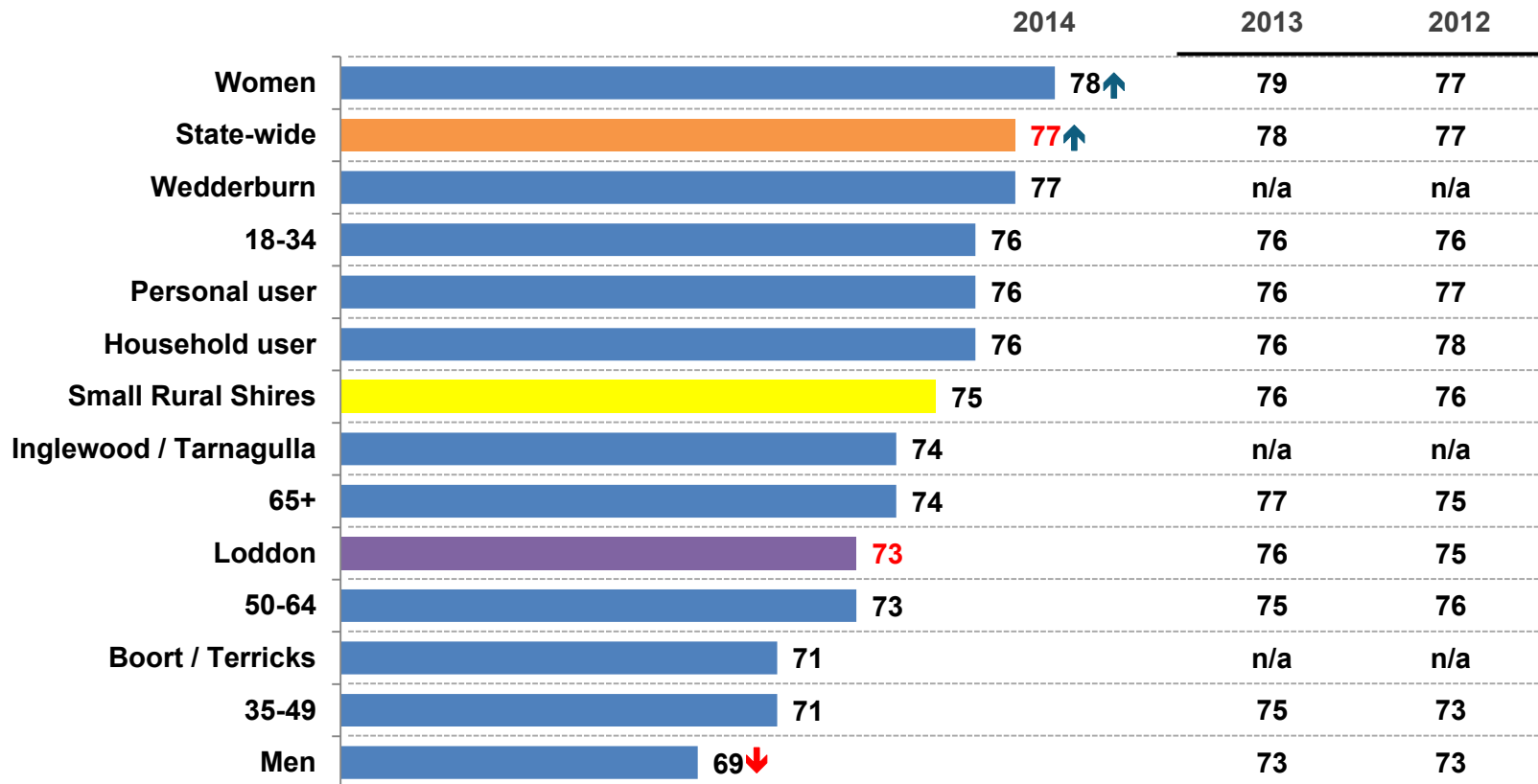


Q2. How has Loddon Shire Council performed on 'Informing the Community' over the last 12 months?  
Base: All respondents. Councils asked statewide: 39 Councils asked group: 7



J W S R E S E A R C H

# 2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE INDEX SCORES



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

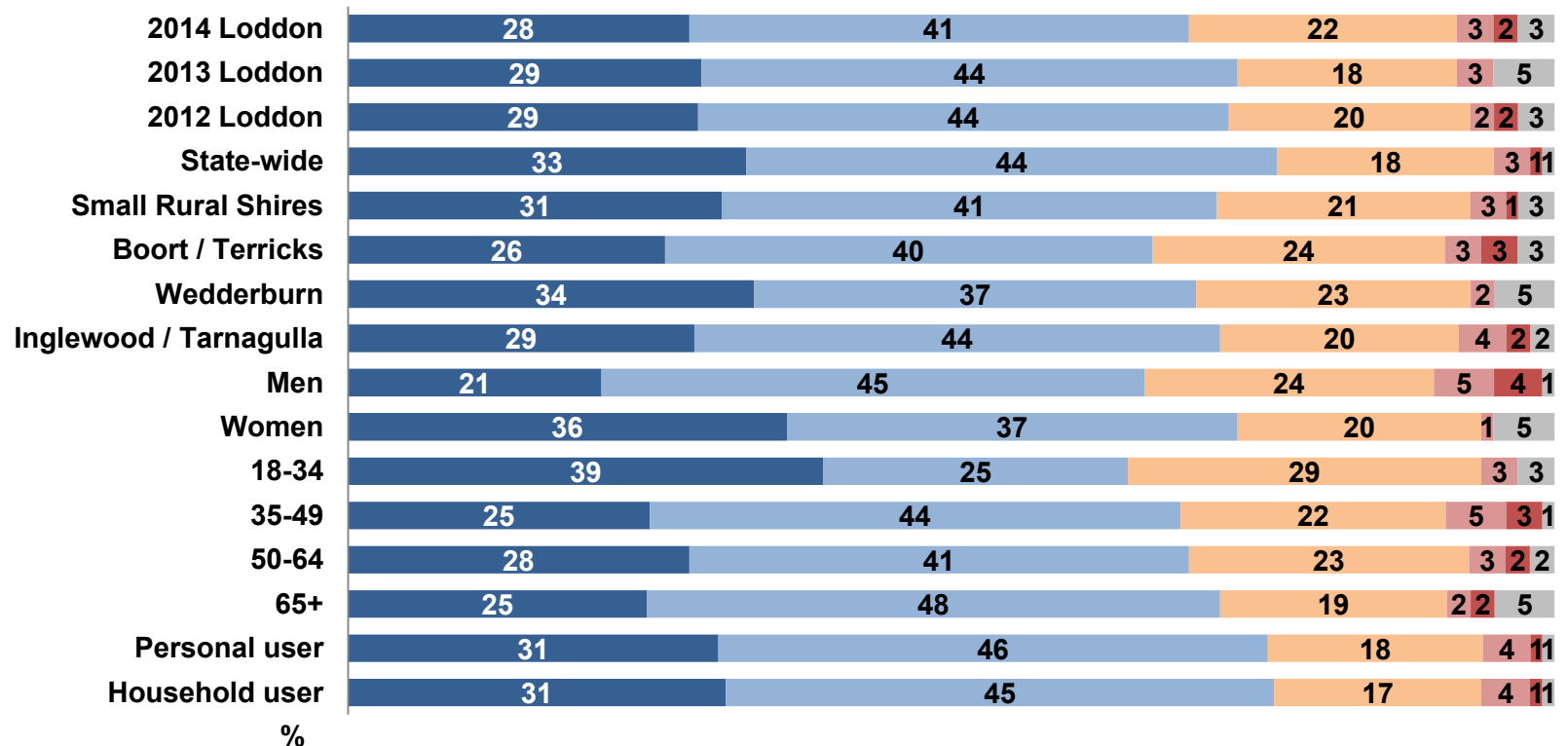
Base: All respondents. Councils asked statewide: 27 Councils asked group: 7



J W S R E S E A R C H

70

# 2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE DETAILED PERCENTAGES



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

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

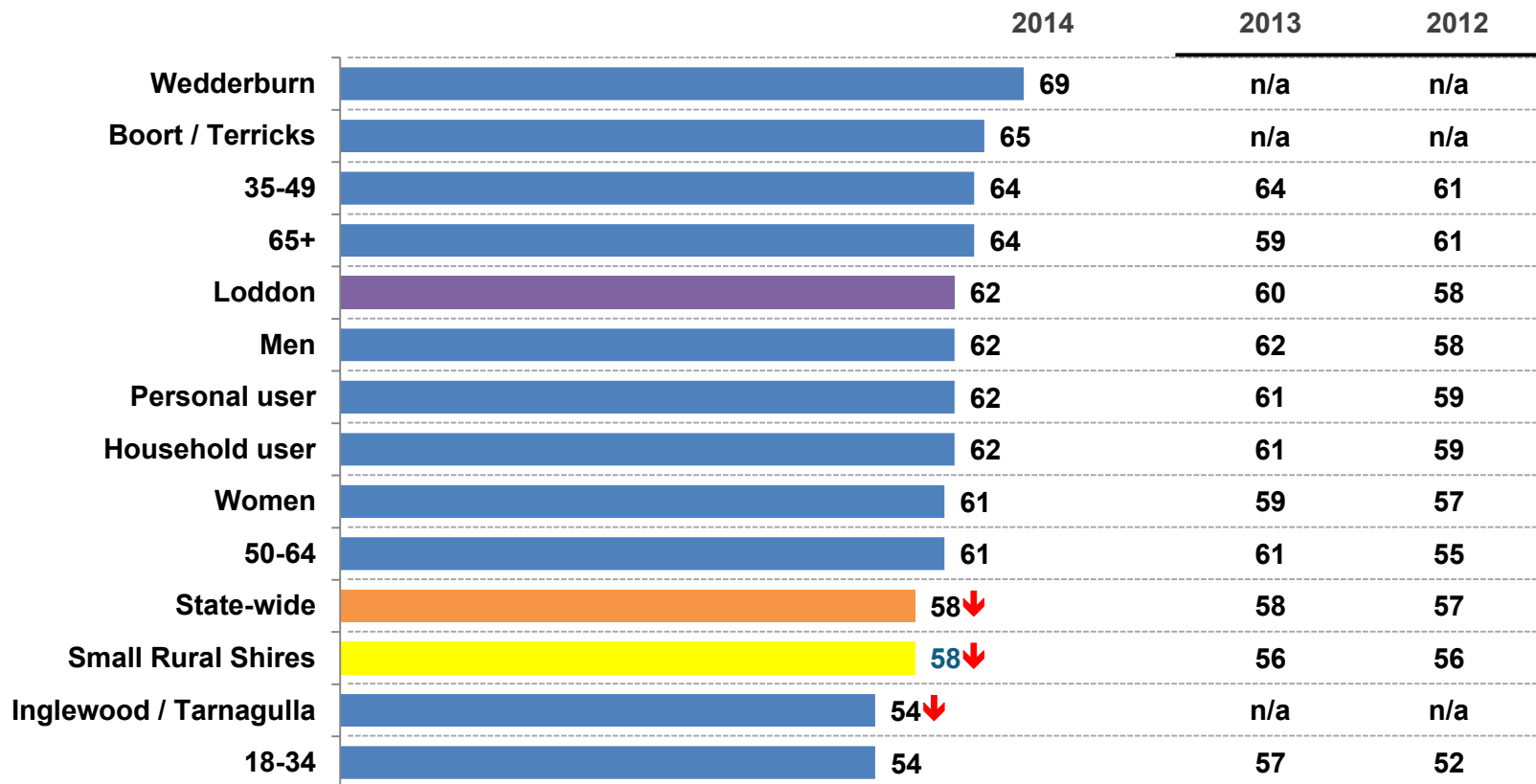
Base: All respondents. Councils asked statewide: 27 Councils asked group: 7



J W S R E S E A R C H

71

# 2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE INDEX SCORES



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

Base: All respondents. Councils asked statewide: 46 Councils asked group: 10

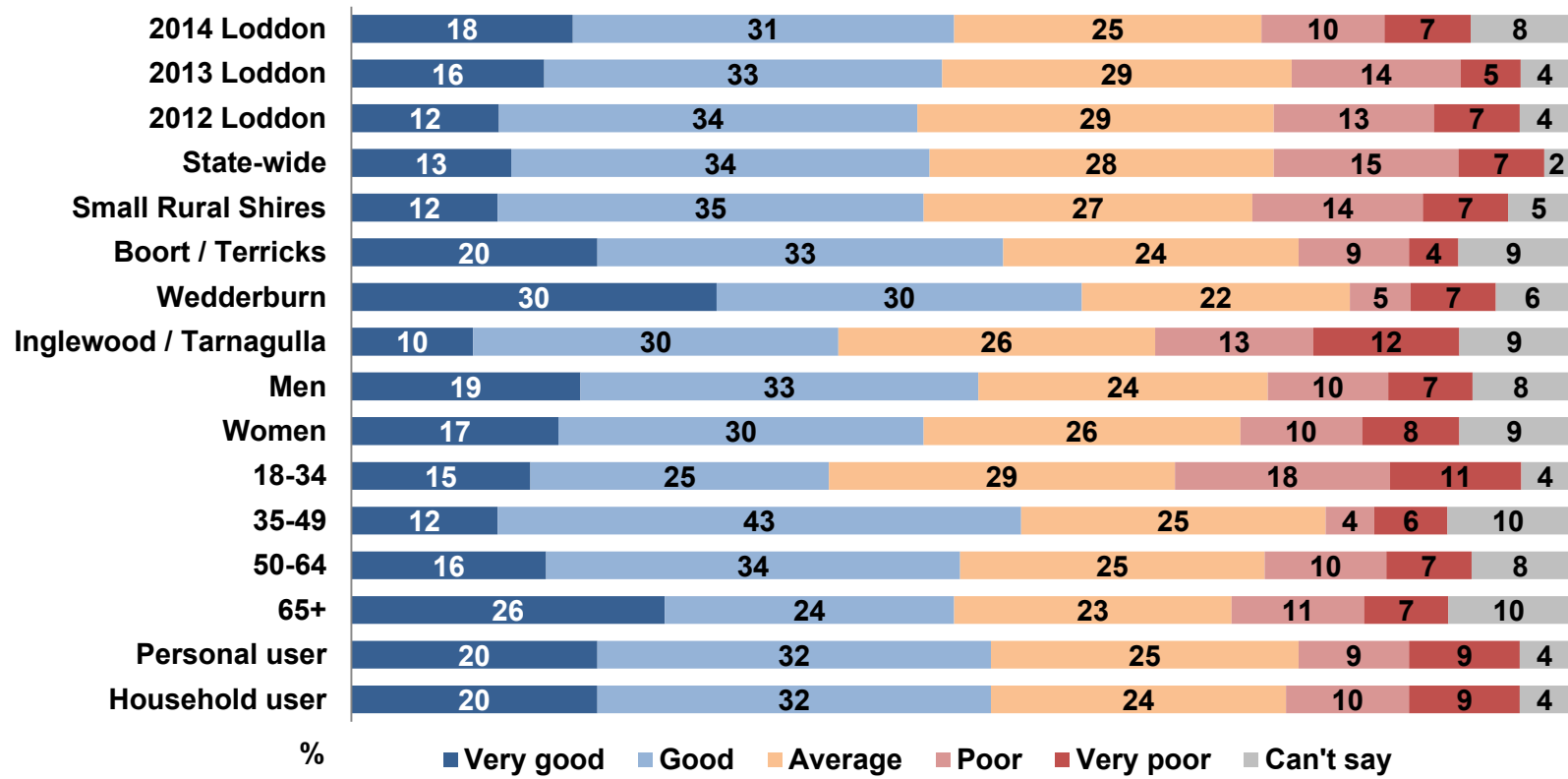


J W S R E S E A R C H

Note: please see page 6 for explanation about significant differences



# 2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE DETAILED PERCENTAGES



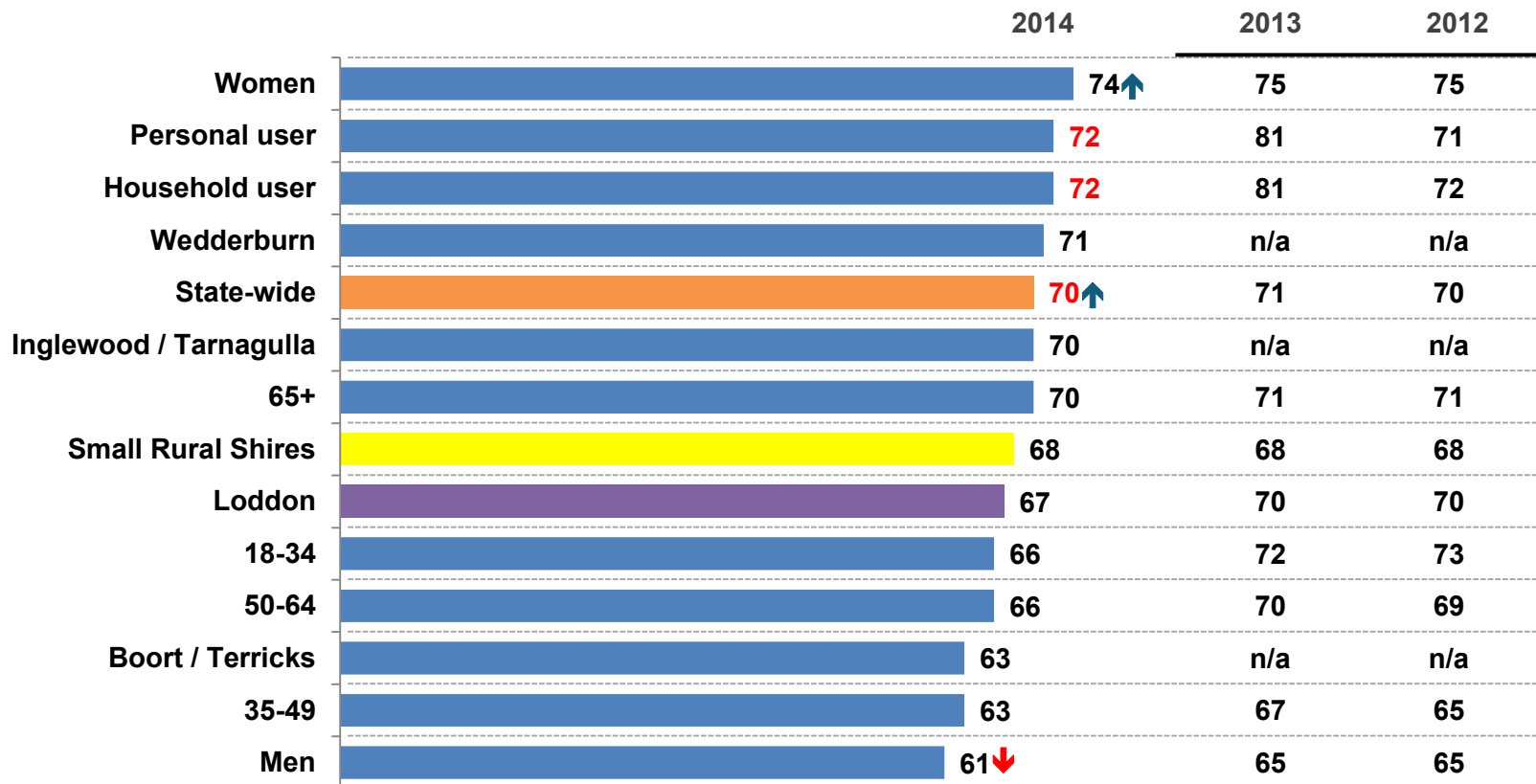
Q2. How has Loddon Shire Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?

Base: All respondents. Councils asked statewide: 46 Councils asked group: 10



J W S R E S E A R C H

# 2014 ENFORCEMENT OF LOCAL LAWS IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Loddon Shire Council?  
Base: All respondents. Councils asked statewide: 22 Councils asked group: 4

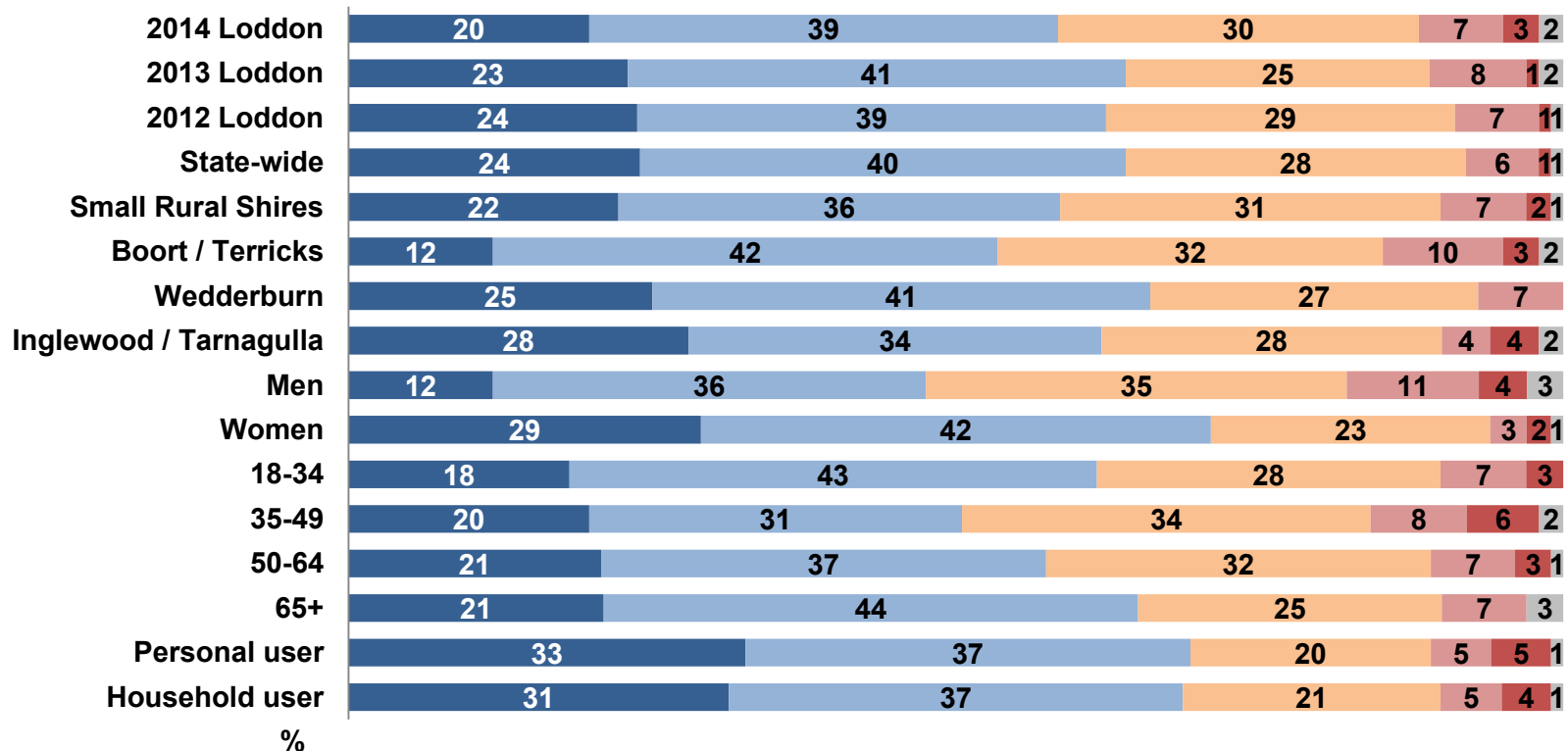


J W S R E S E A R C H

74

Note: please see page 6 for explanation about significant differences

# 2014 ENFORCEMENT OF LOCAL LAWS IMPORTANCE DETAILED PERCENTAGES



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



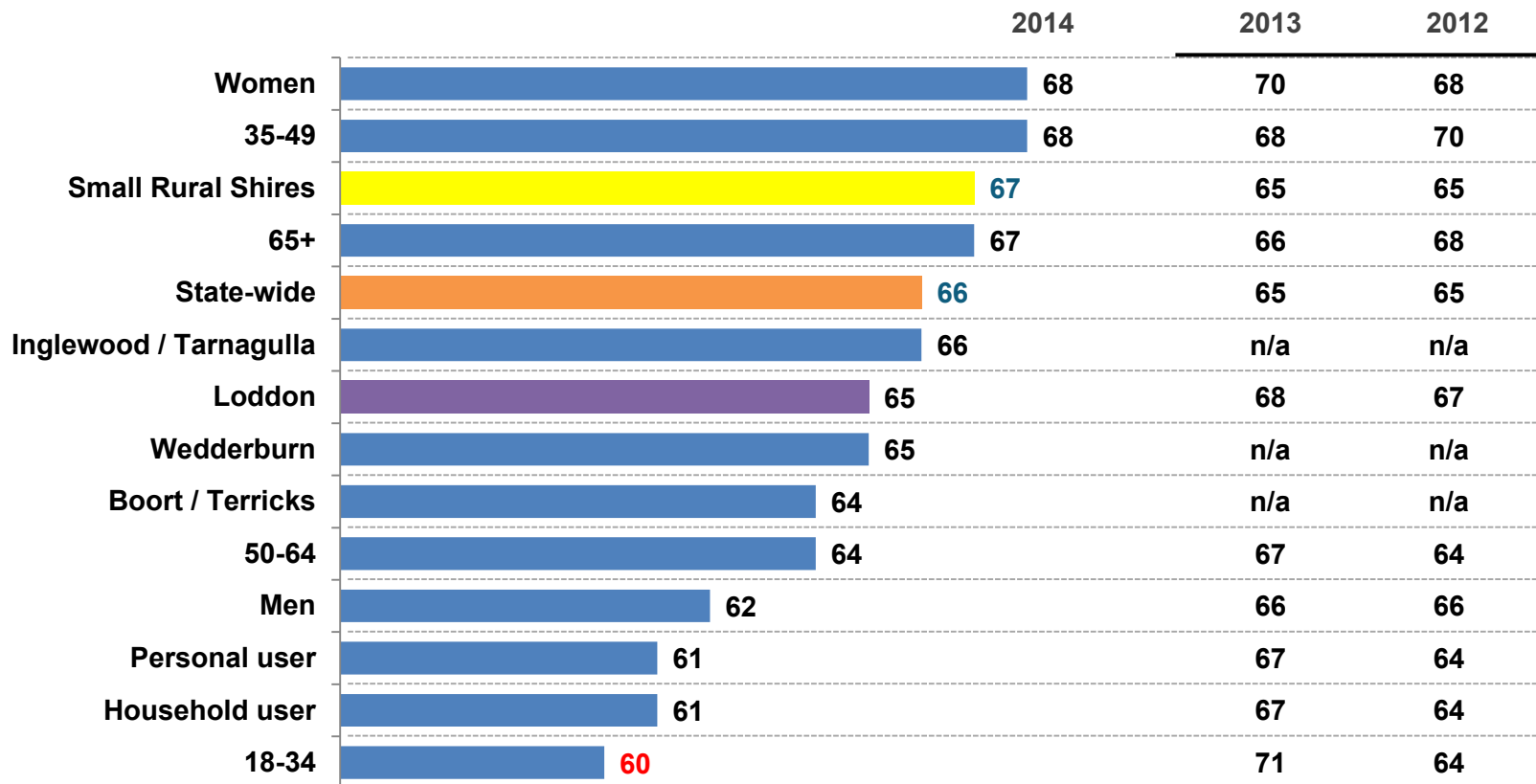
J W S R E S E A R C H

75

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

Base: All respondents. Councils asked statewide: 22 Councils asked group: 4

# 2014 ENFORCEMENT OF LOCAL LAWS PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Enforcement of local laws' over the last 12 months?  
Base: All respondents. Councils asked statewide: 40 Councils asked group: 6

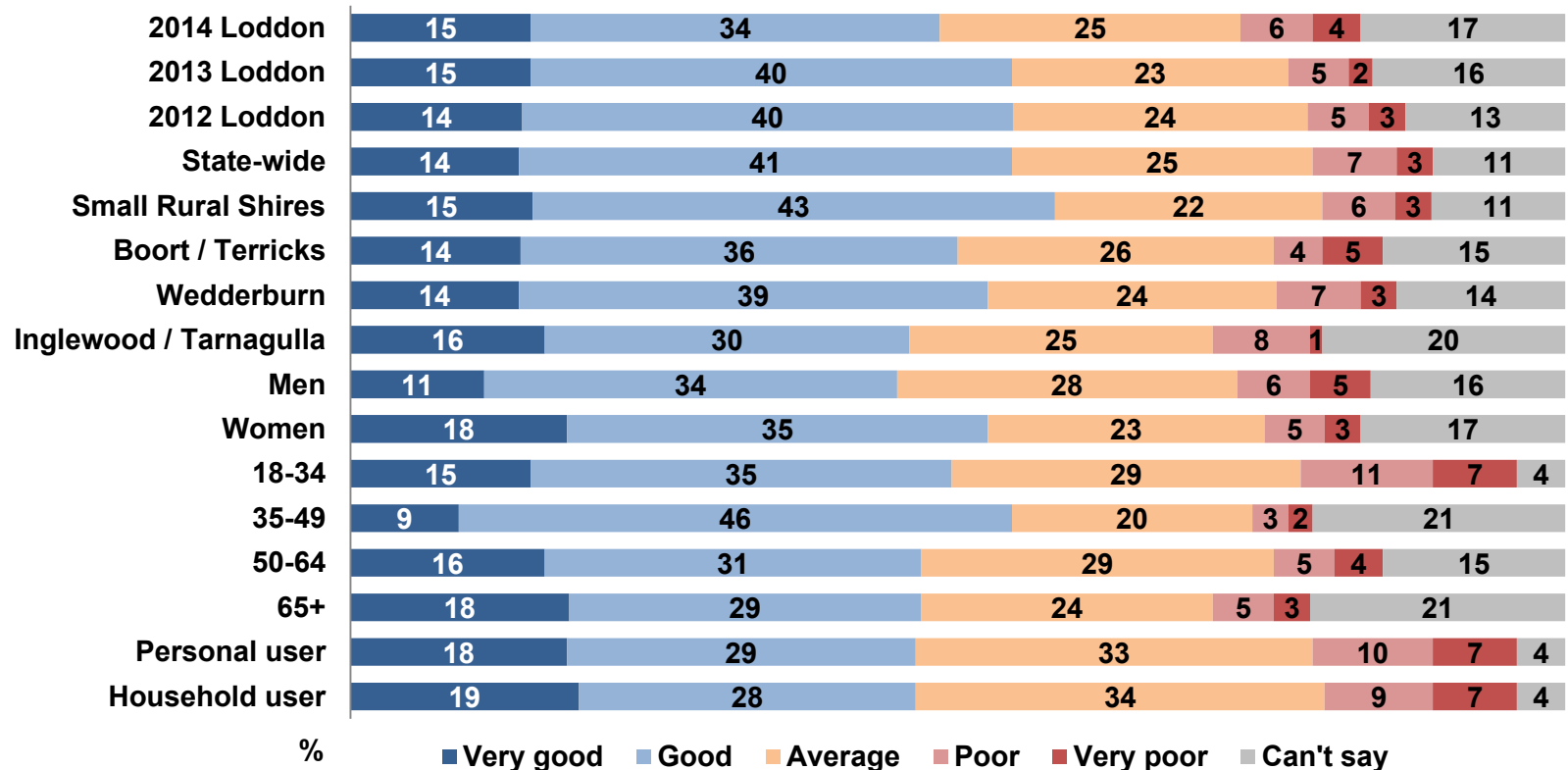


J W S R E S E A R C H

76

Note: please see page 6 for explanation about significant differences

# 2014 ENFORCEMENT OF LOCAL LAWS PERFORMANCE DETAILED PERCENTAGES



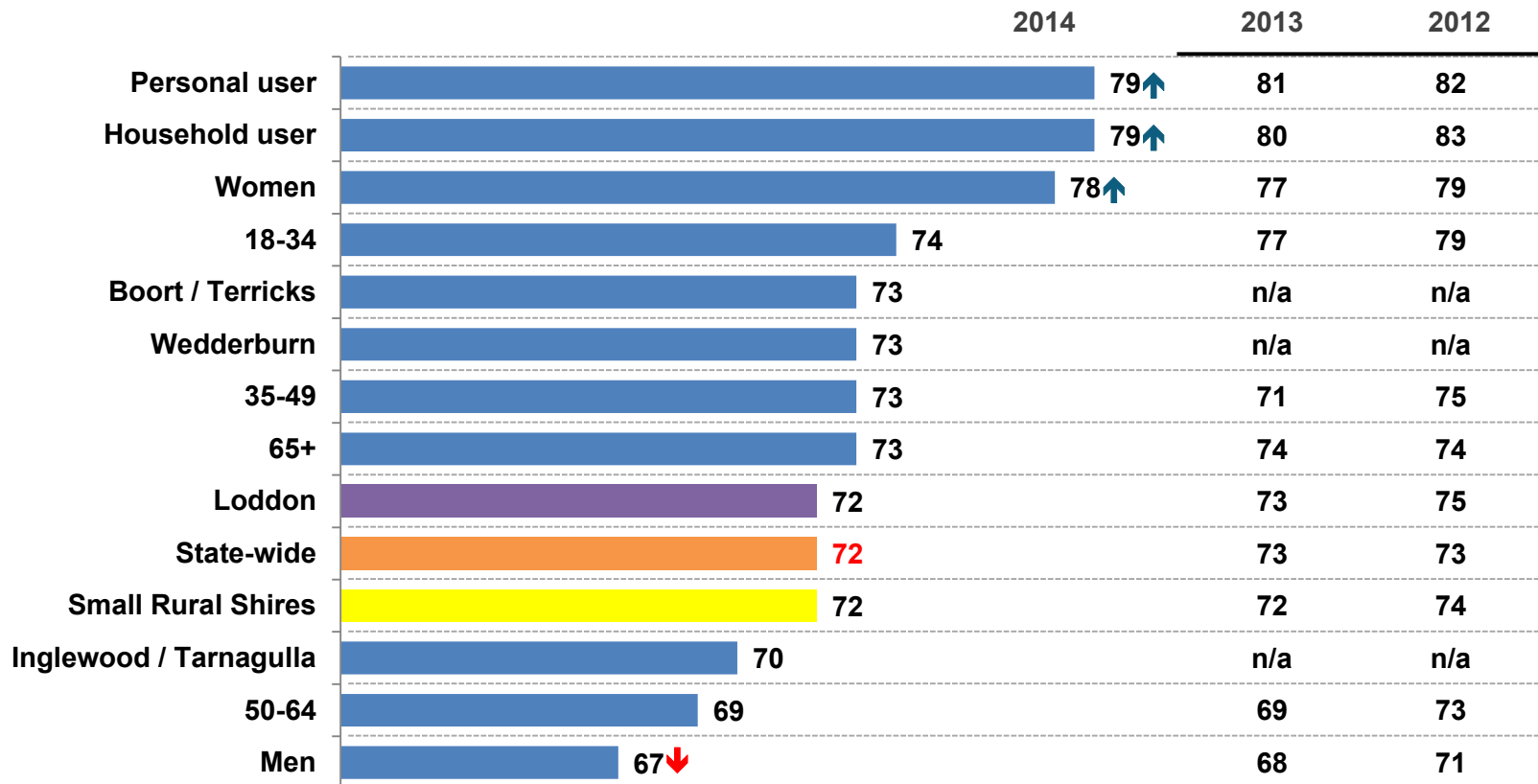
Q2. How has Loddon Shire Council performed on 'Enforcement of local laws' over the last 12 months?  
Base: All respondents. Councils asked statewide: 40 Councils asked group: 6



J W S R E S E A R C H

77

# 2014 FAMILY SUPPORT SERVICES IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Family Support Services' be as a responsibility for Loddon Shire Council?  
Base: All respondents. Councils asked statewide: 27 Councils asked group: 6

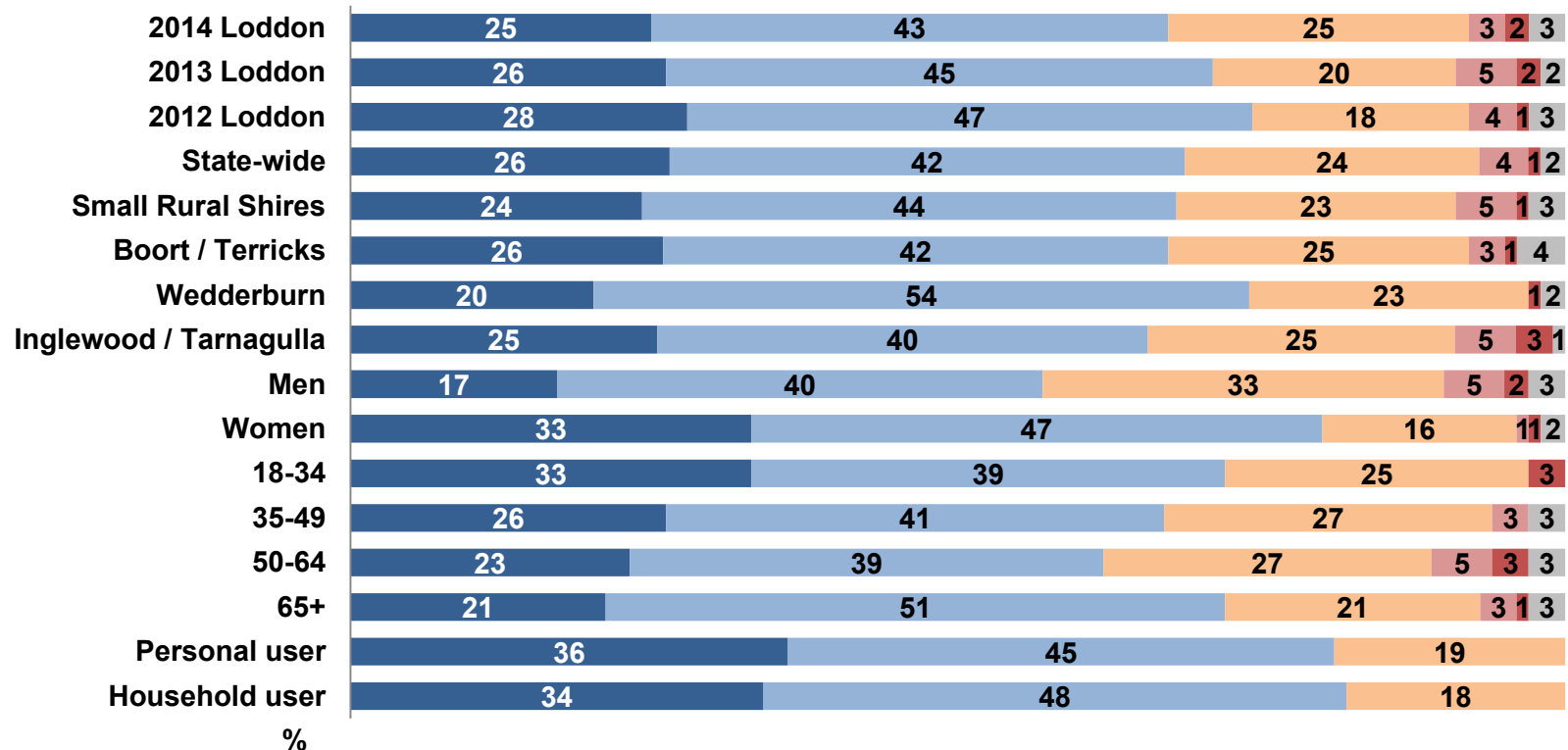


J W S R E S E A R C H

78

Note: please see page 6 for explanation about significant differences

# 2014 FAMILY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES



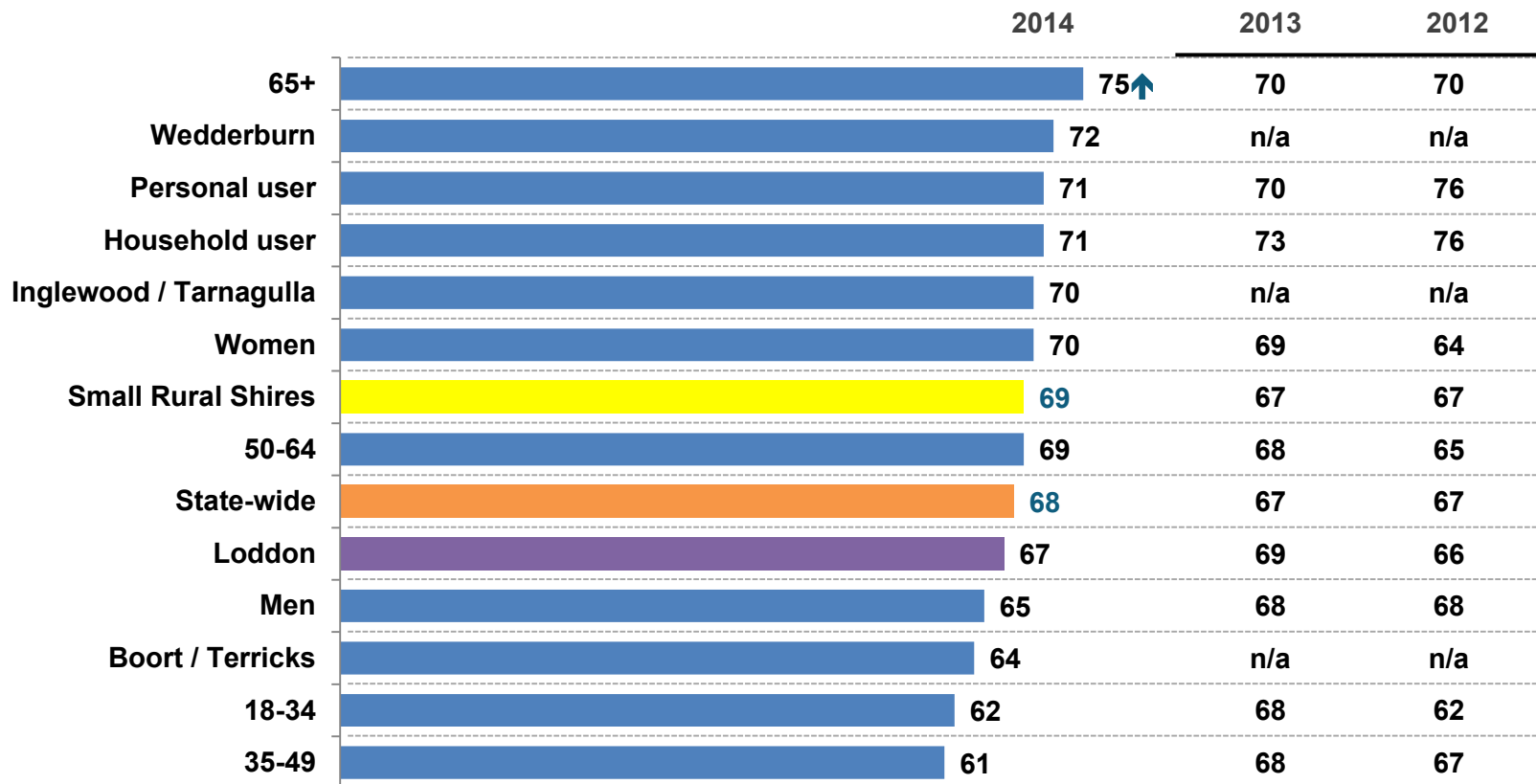
■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say



J W S R E S E A R C H

Q1. Firstly, how important should 'Family Support Services' be as a responsibility for Loddon Shire Council?  
 Base: All respondents. Councils asked statewide: 27 Councils asked group: 6

# 2014 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Family Support Services' over the last 12 months?  
Base: All respondents. Councils asked statewide: 44 Councils asked group: 9



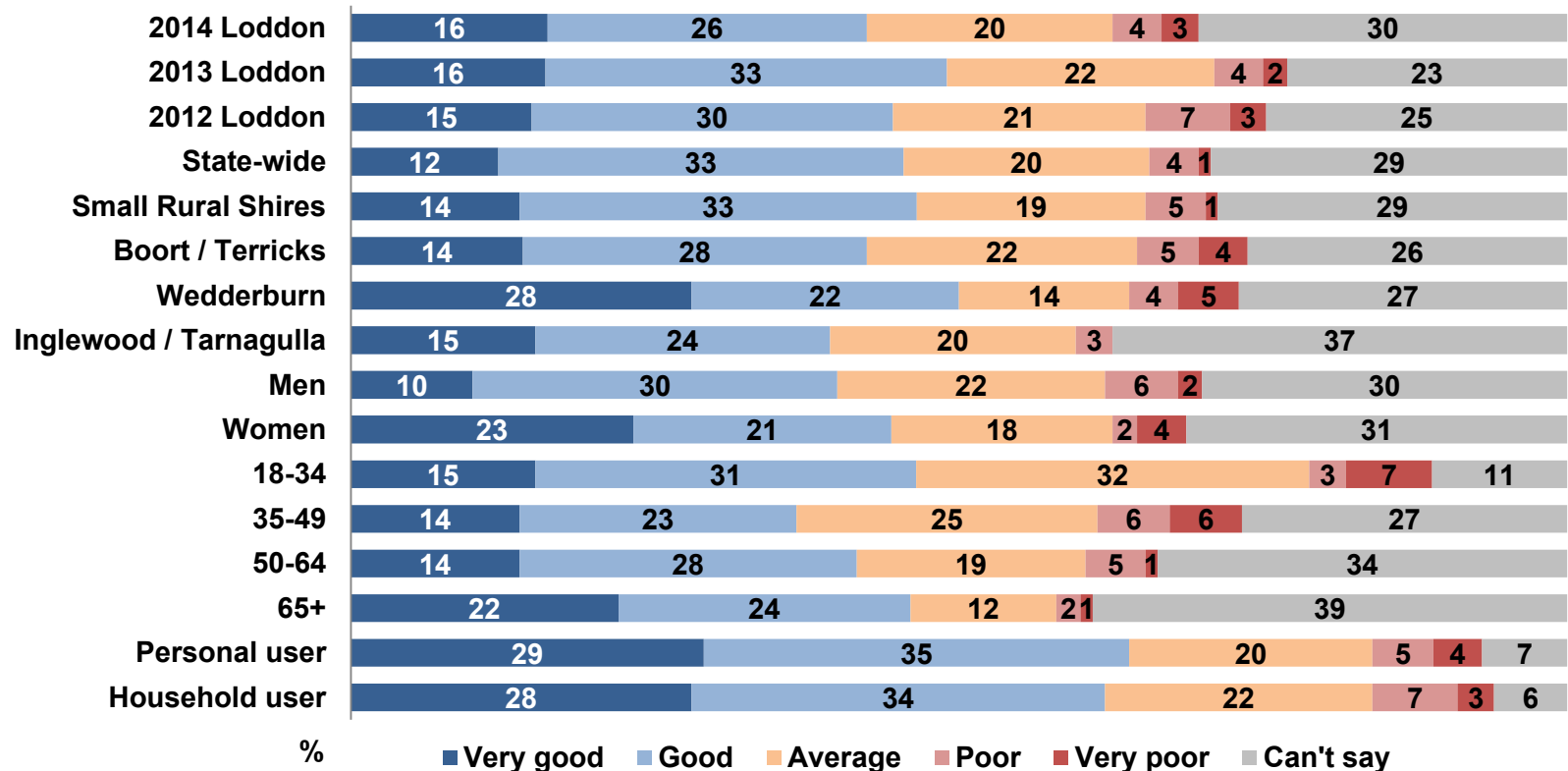
J W S R E S E A R C H

80

Note: please see page 6 for explanation about significant differences



# 2014 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

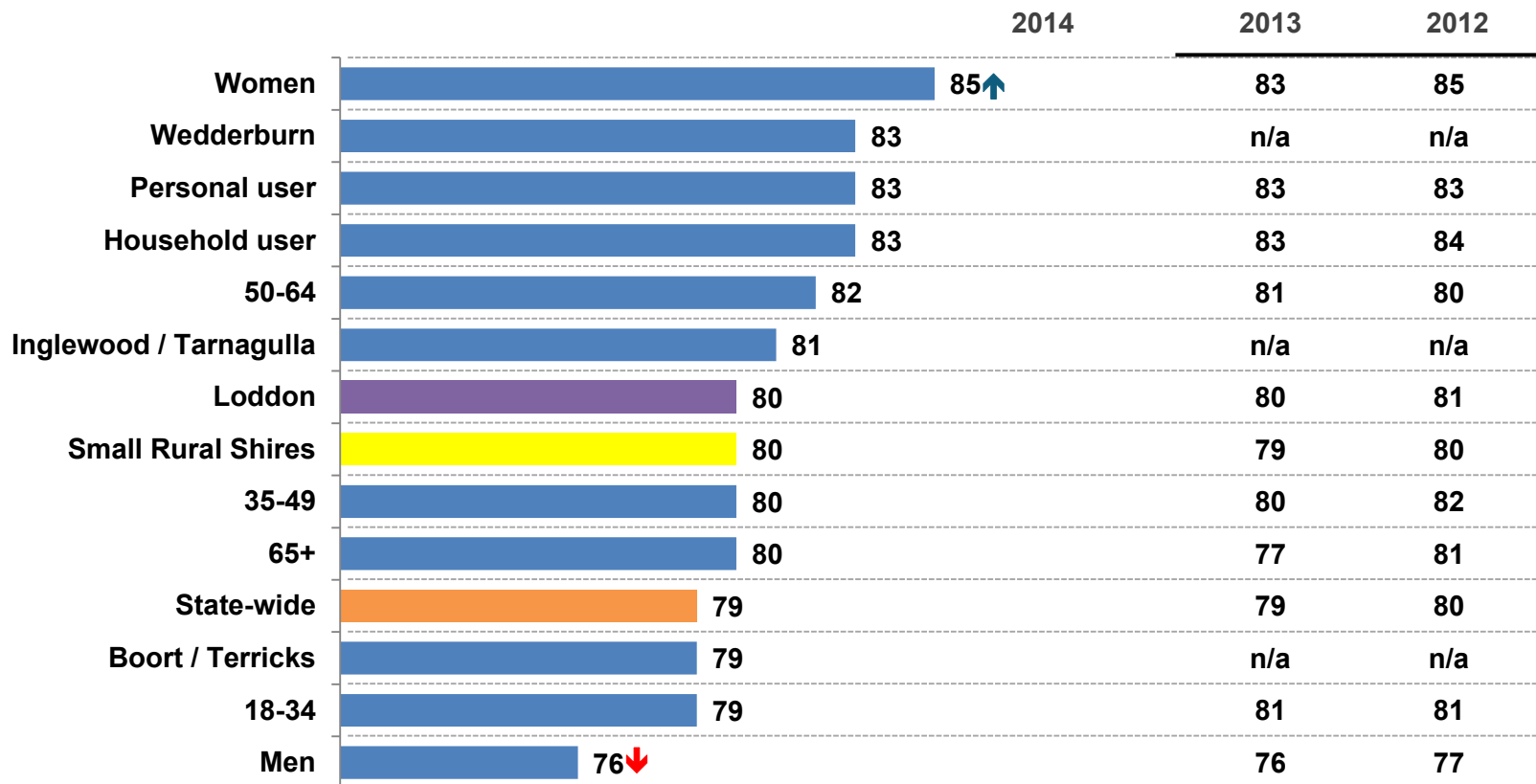


Q2. How has Loddon Shire Council performed on 'Family Support Services' over the last 12 months?  
 Base: All respondents. Councils asked statewide: 44 Councils asked group: 9



J W S R E S E A R C H

# 2014 ELDERLY SUPPORT SERVICES IMPORTANCE INDEX SCORES



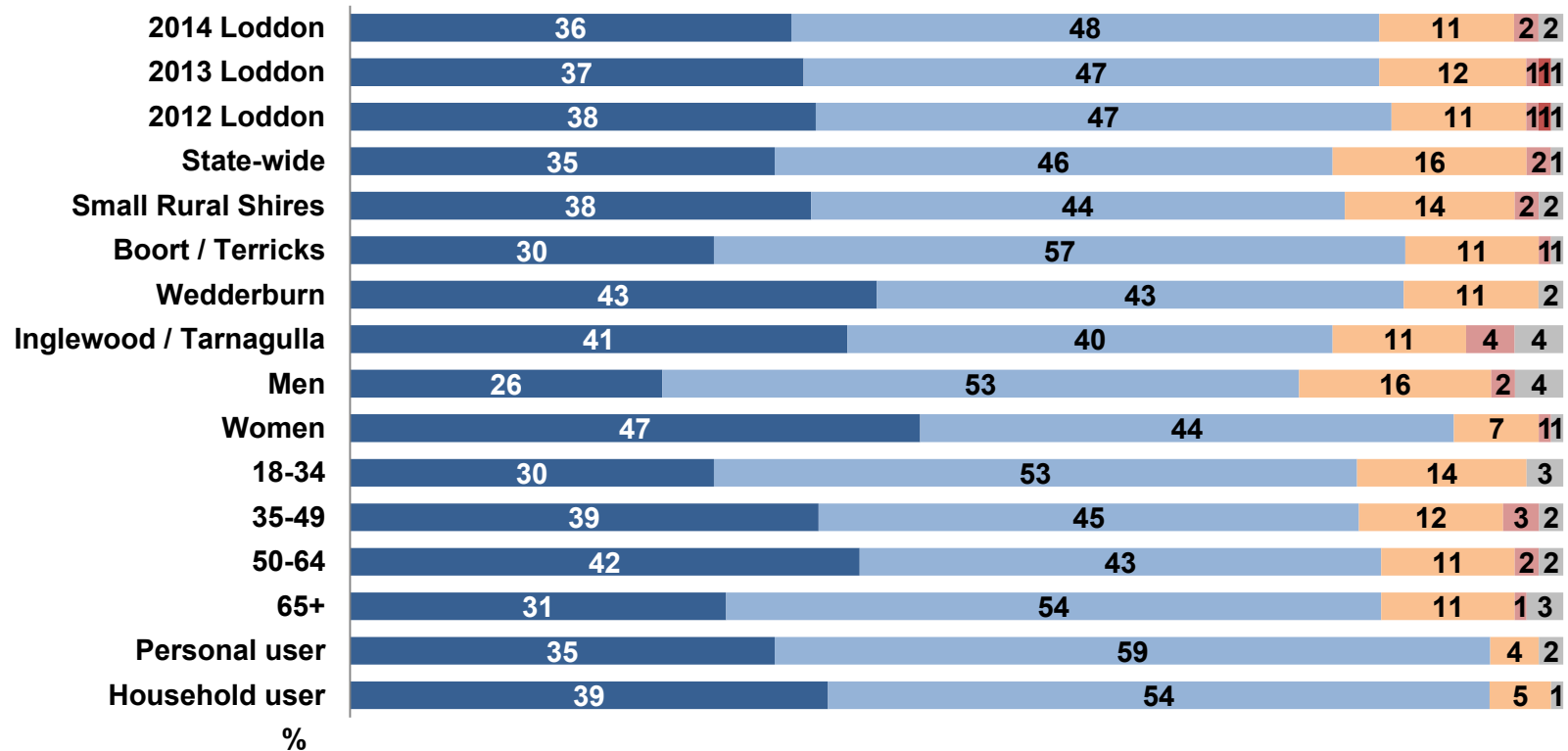
Q1. Firstly, how important should 'Elderly Support Services' be as a responsibility for Loddon Shire Council?  
Base: All respondents. Councils asked statewide: 25 Councils asked group: 6



J W S R E S E A R C H

Note: please see page 6 for explanation about significant differences

# 2014 ELDERLY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES



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



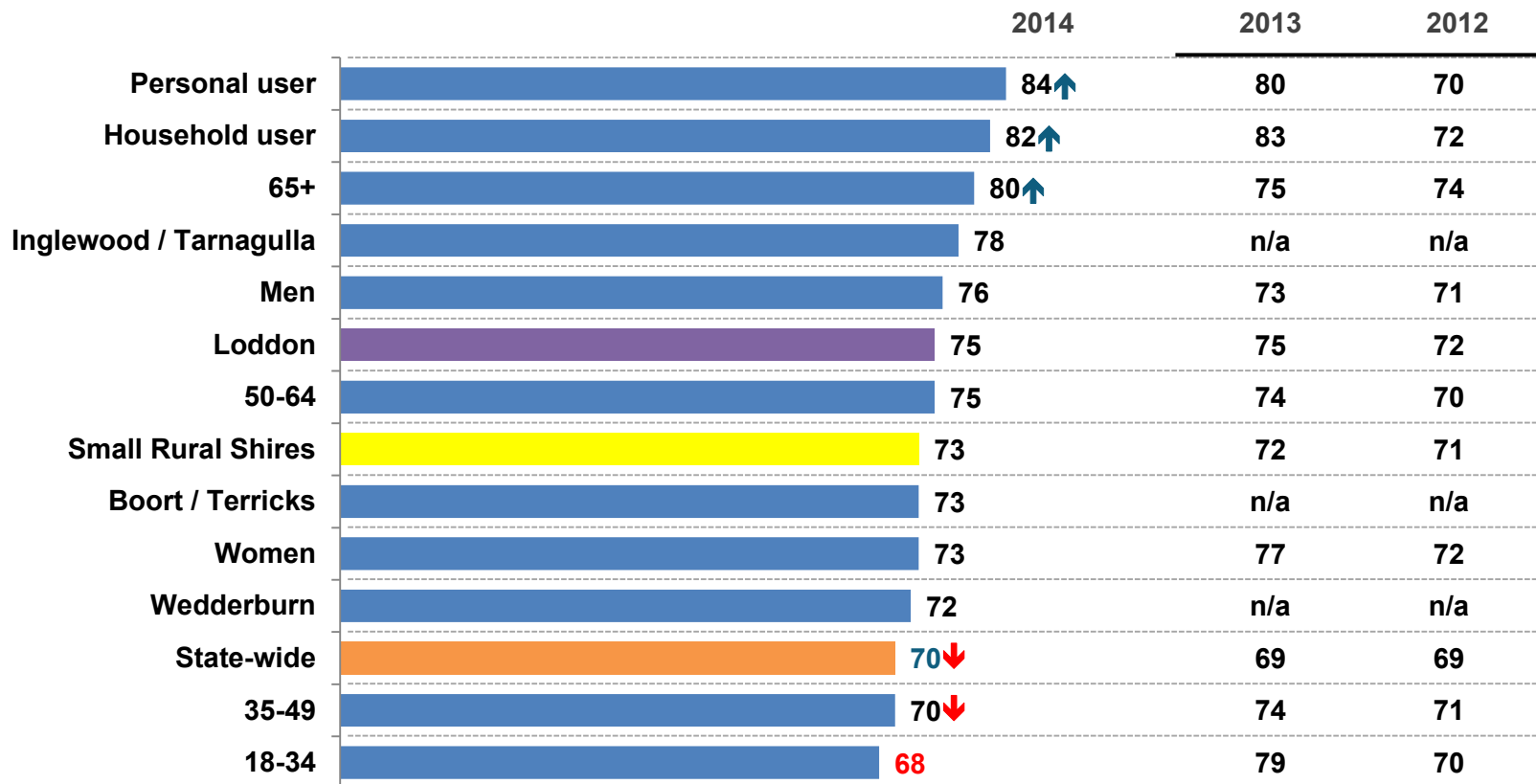
J W S R E S E A R C H

83

Q1. Firstly, how important should 'Elderly Support Services' be as a responsibility for Loddon Shire Council?

Base: All respondents. Councils asked statewide: 25 Councils asked group: 6

# 2014 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Elderly Support Services' over the last 12 months?  
Base: All respondents. Councils asked statewide: 44 Councils asked group: 9

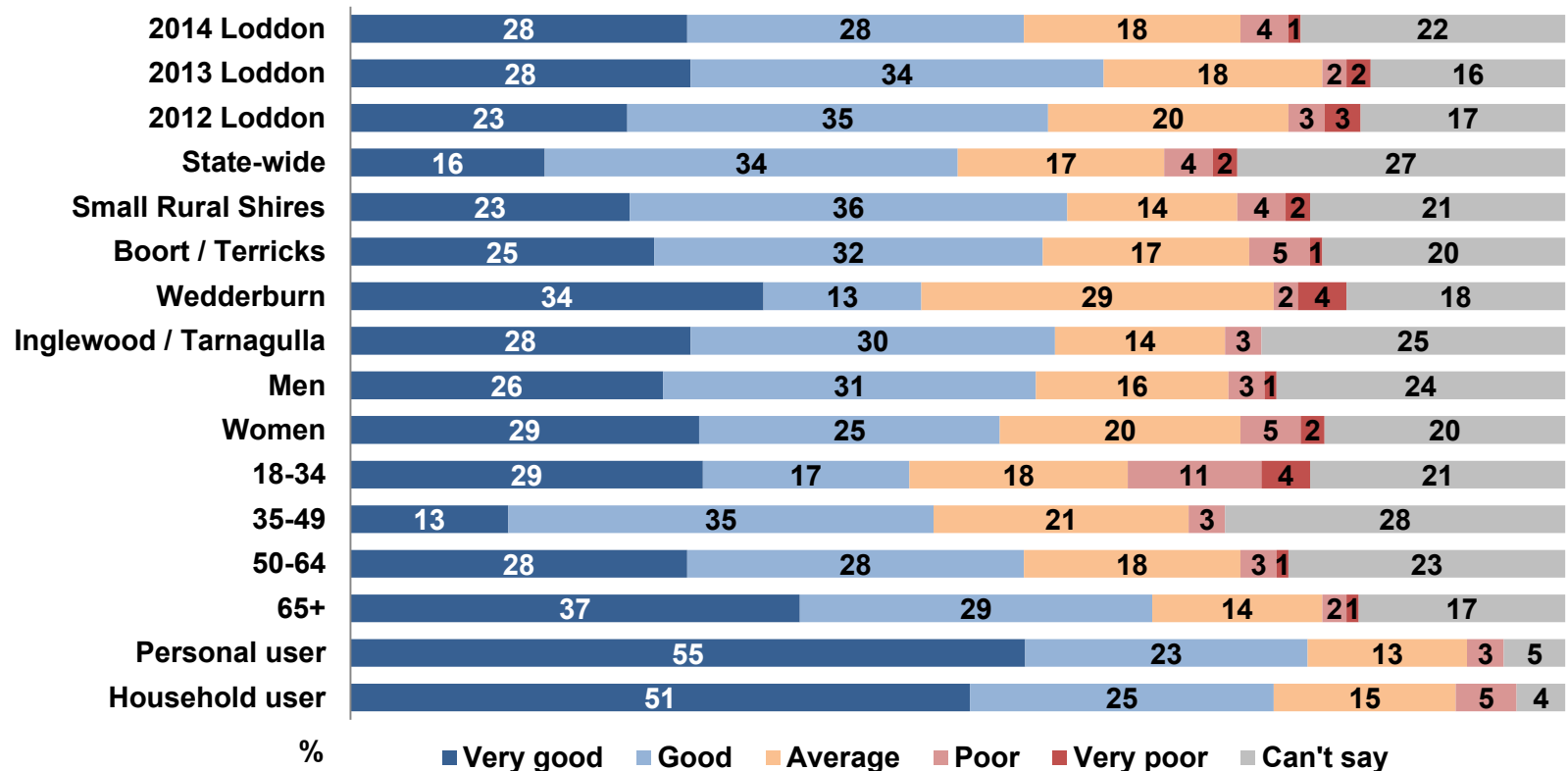


J W S R E S E A R C H

84

Note: please see page 6 for explanation about significant differences

# 2014 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

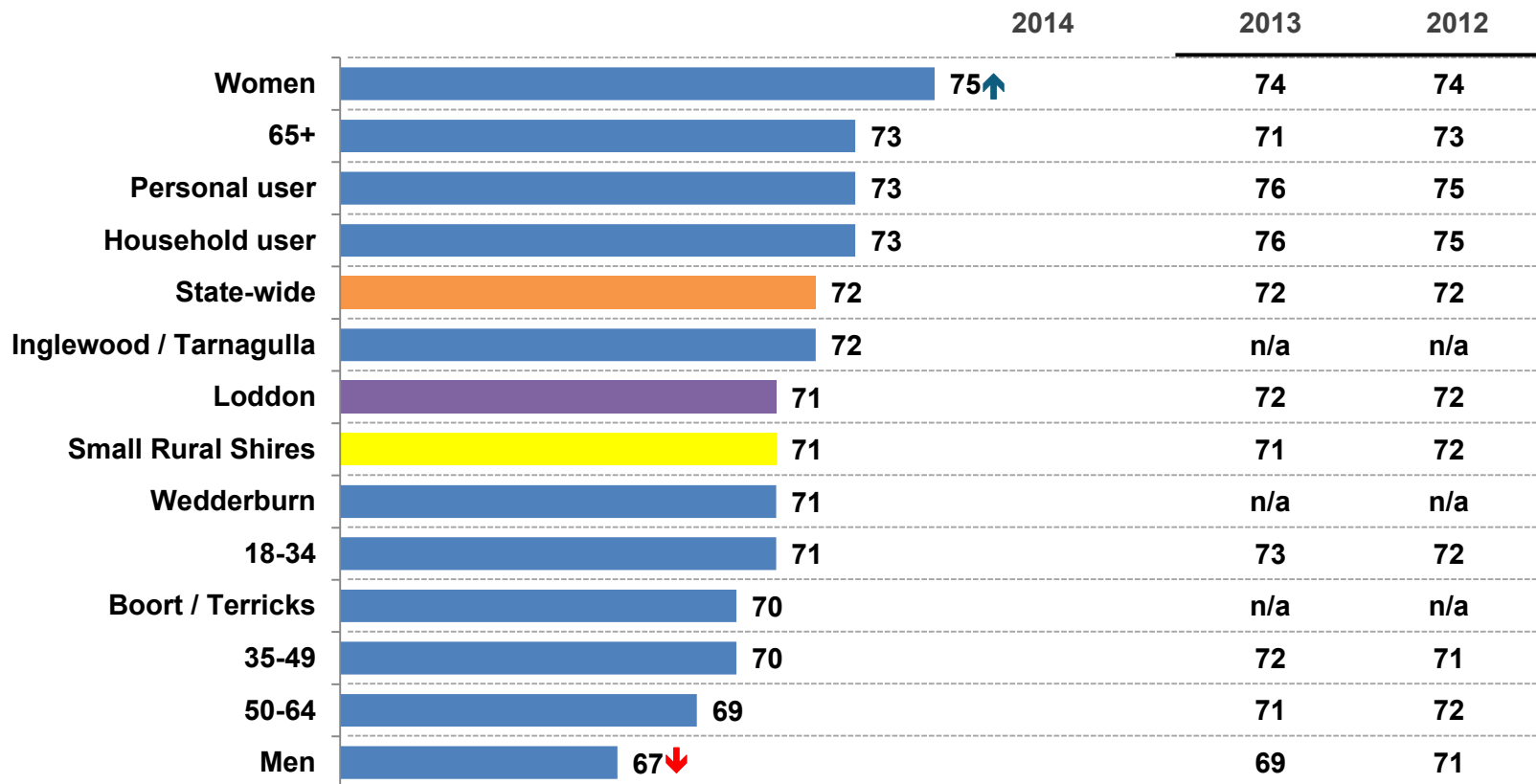


Q2. How has Loddon Shire Council performed on 'Elderly Support Services' over the last 12 months?  
 Base: All respondents. Councils asked statewide: 44 Councils asked group: 9



J W S R E S E A R C H

# 2014 RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES



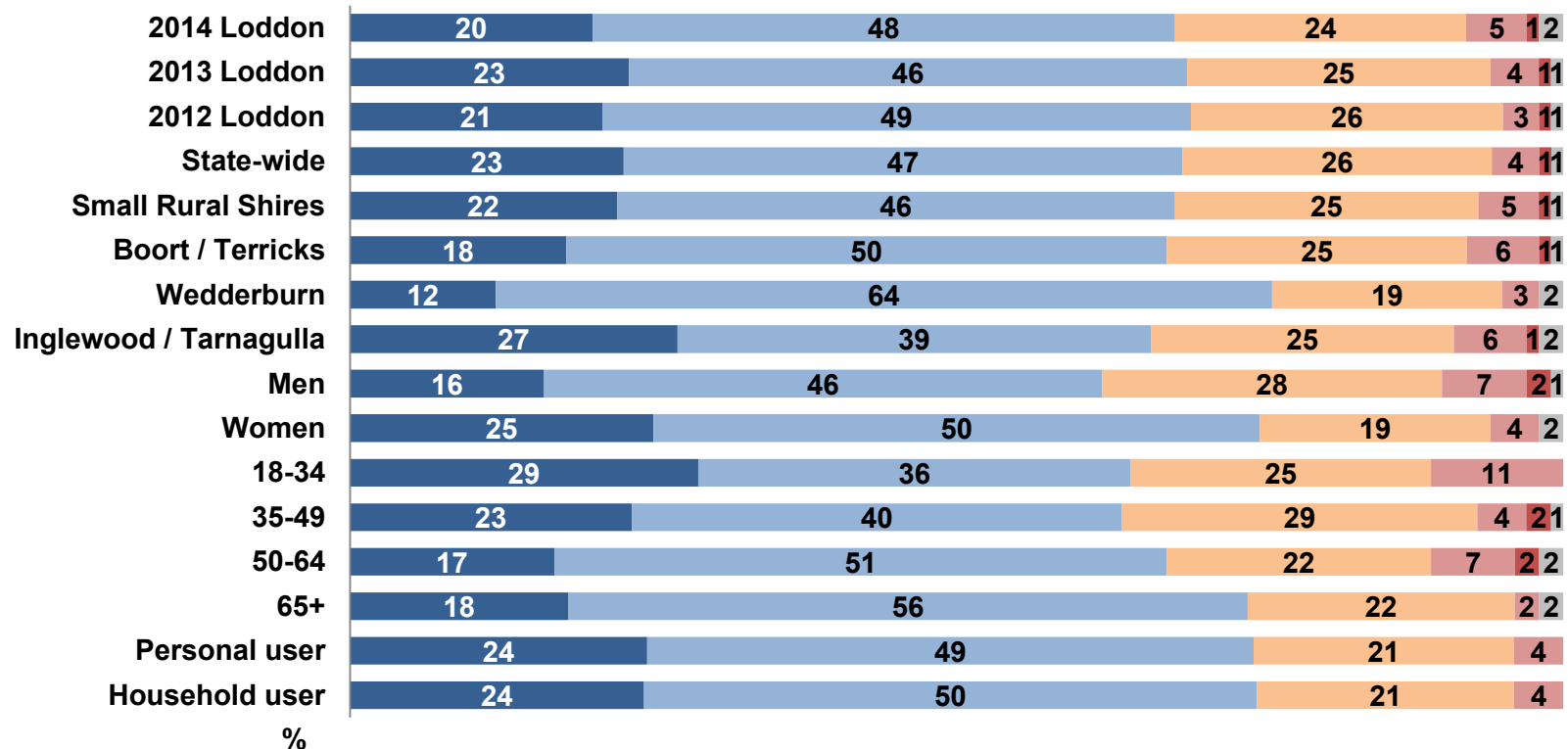
Q1. Firstly, how important should 'Recreational Facilities' be as a responsibility for Loddon Shire Council?  
Base: All respondents. Councils asked statewide: 30 Councils asked group: 7



J W S R E S E A R C H

Note: please see page 6 for explanation about significant differences

# 2014 RECREATIONAL FACILITIES IMPORTANCE DETAILED PERCENTAGES



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

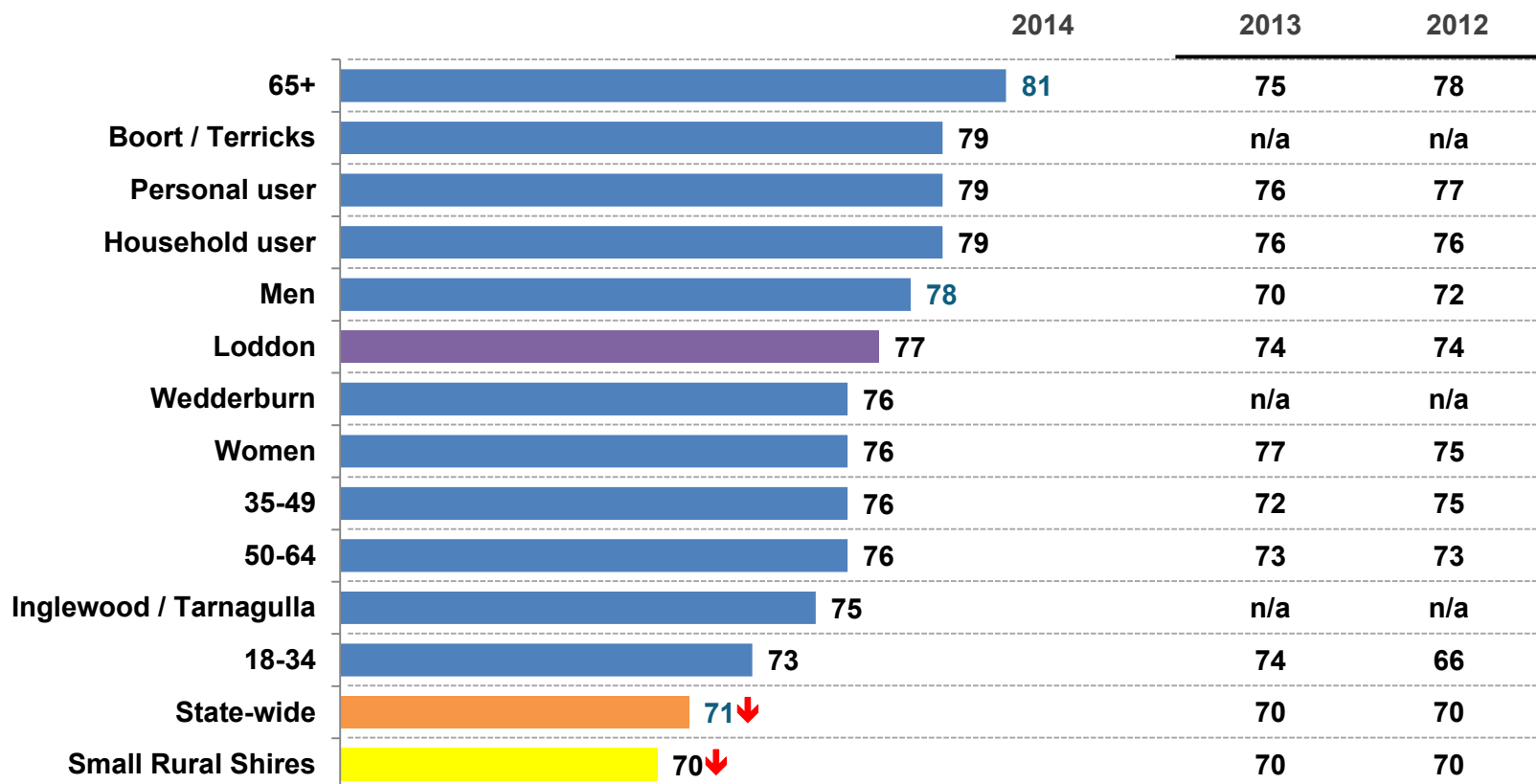


J W S R E S E A R C H

87

Q1. Firstly, how important should 'Recreational Facilities' be as a responsibility for Loddon Shire Council?  
Base: All respondents. Councils asked statewide: 30 Councils asked group: 7

# 2014 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Recreational Facilities' over the last 12 months?  
Base: All respondents. Councils asked statewide: 50 Councils asked group: 10

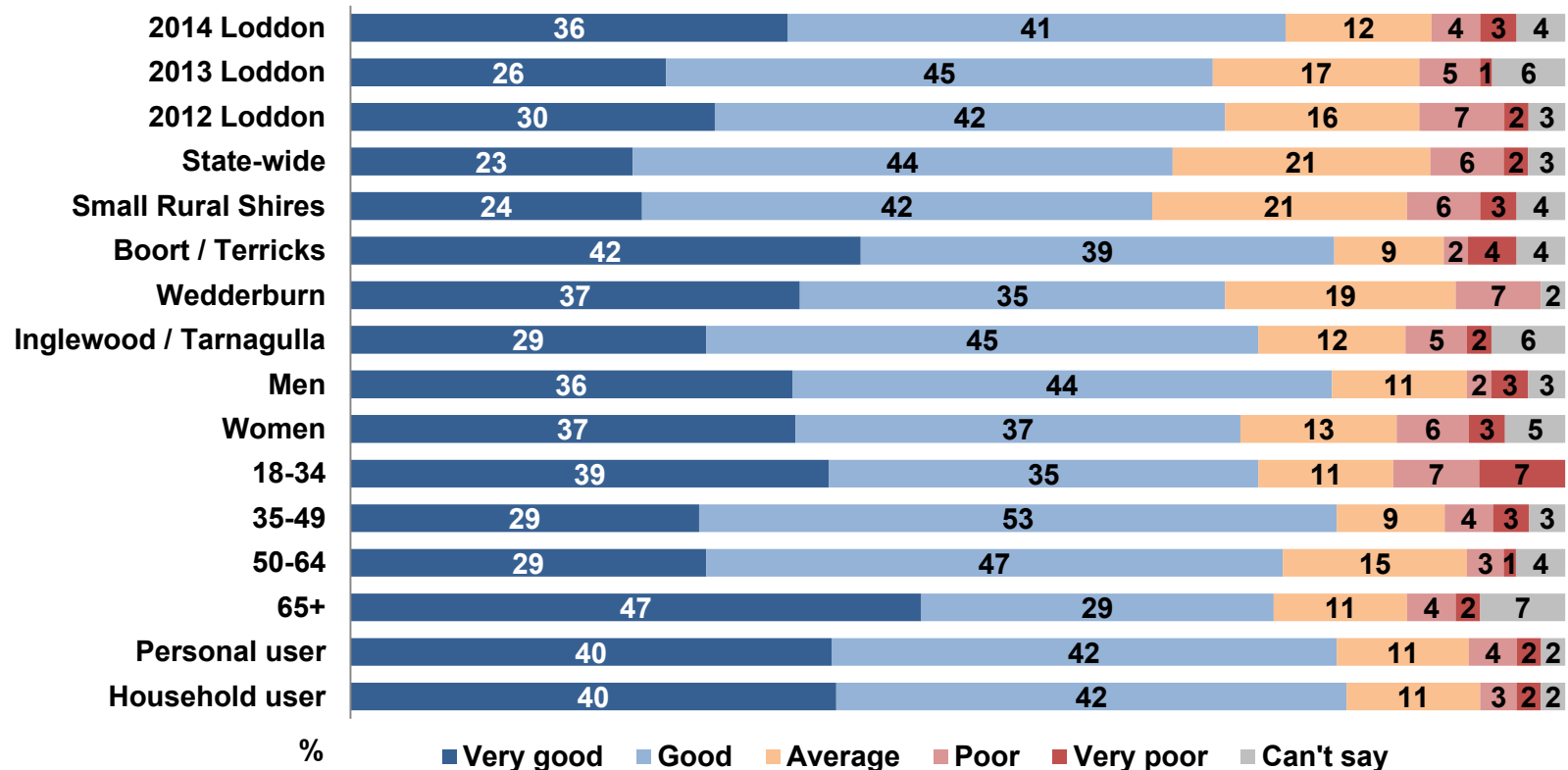


J W S R E S E A R C H

Note: please see page 6 for explanation about significant differences



# 2014 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES

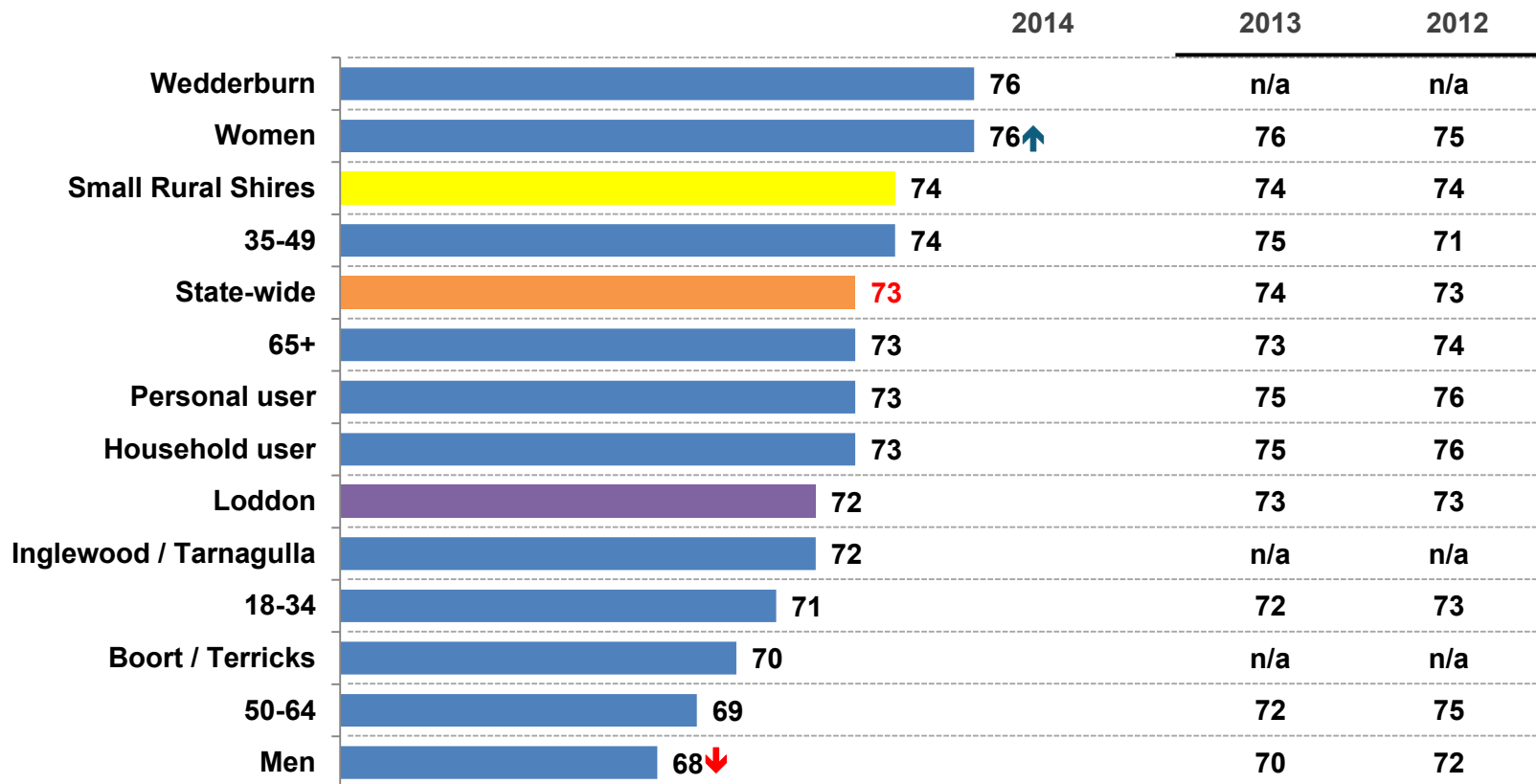


Q2. How has Loddon Shire Council performed on 'Recreational Facilities' over the last 12 months?  
 Base: All respondents. Councils asked statewide: 50 Councils asked group: 10



J W S R E S E A R C H

# 2014 THE APPEARANCE OF PUBLIC AREAS IMPORTANCE INDEX SCORES



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

Base: All respondents. Councils asked statewide: 28 Councils asked group: 6

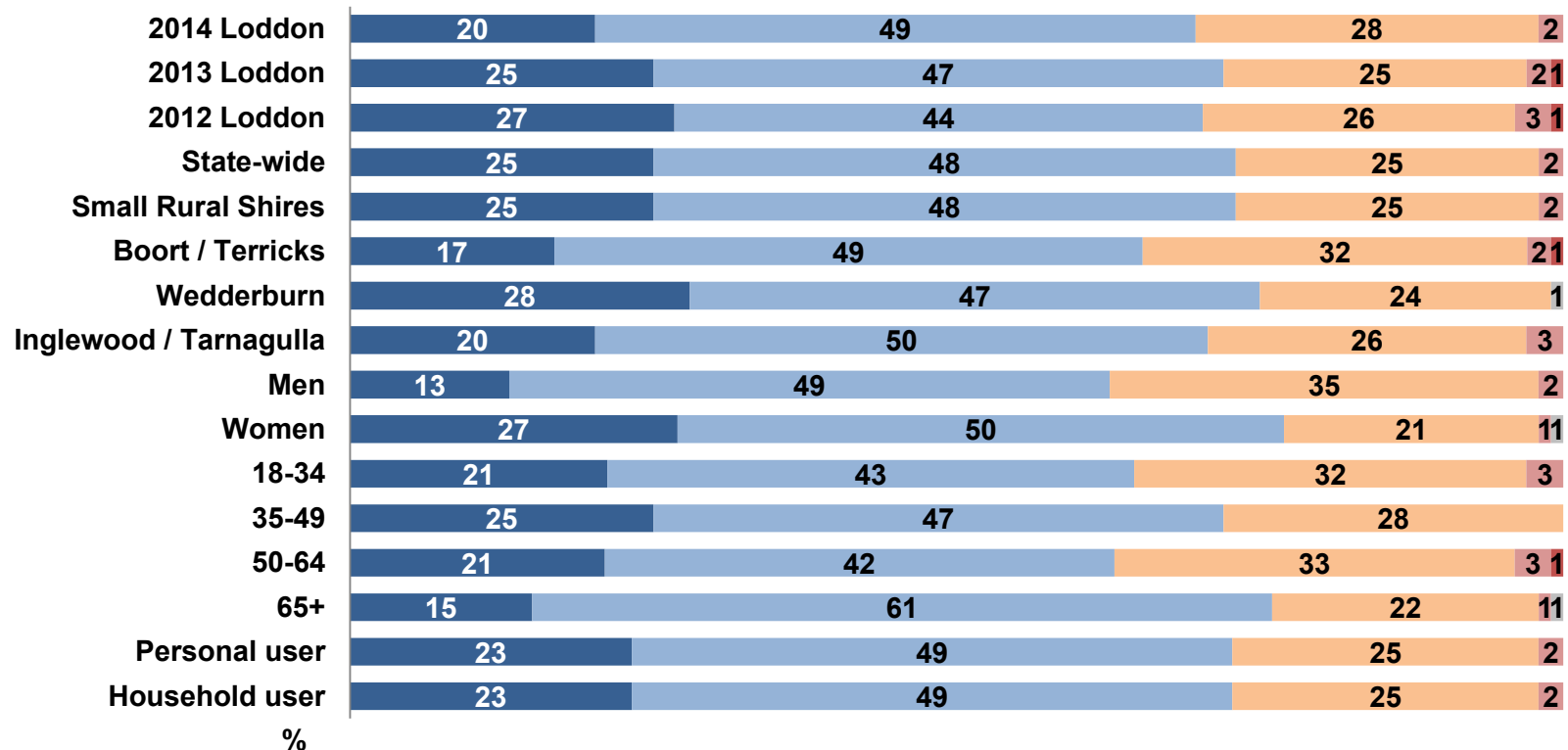


J W S R E S E A R C H

90

Note: please see page 6 for explanation about significant differences

# 2014 THE APPEARANCE OF PUBLIC AREAS IMPORTANCE DETAILED PERCENTAGES



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

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

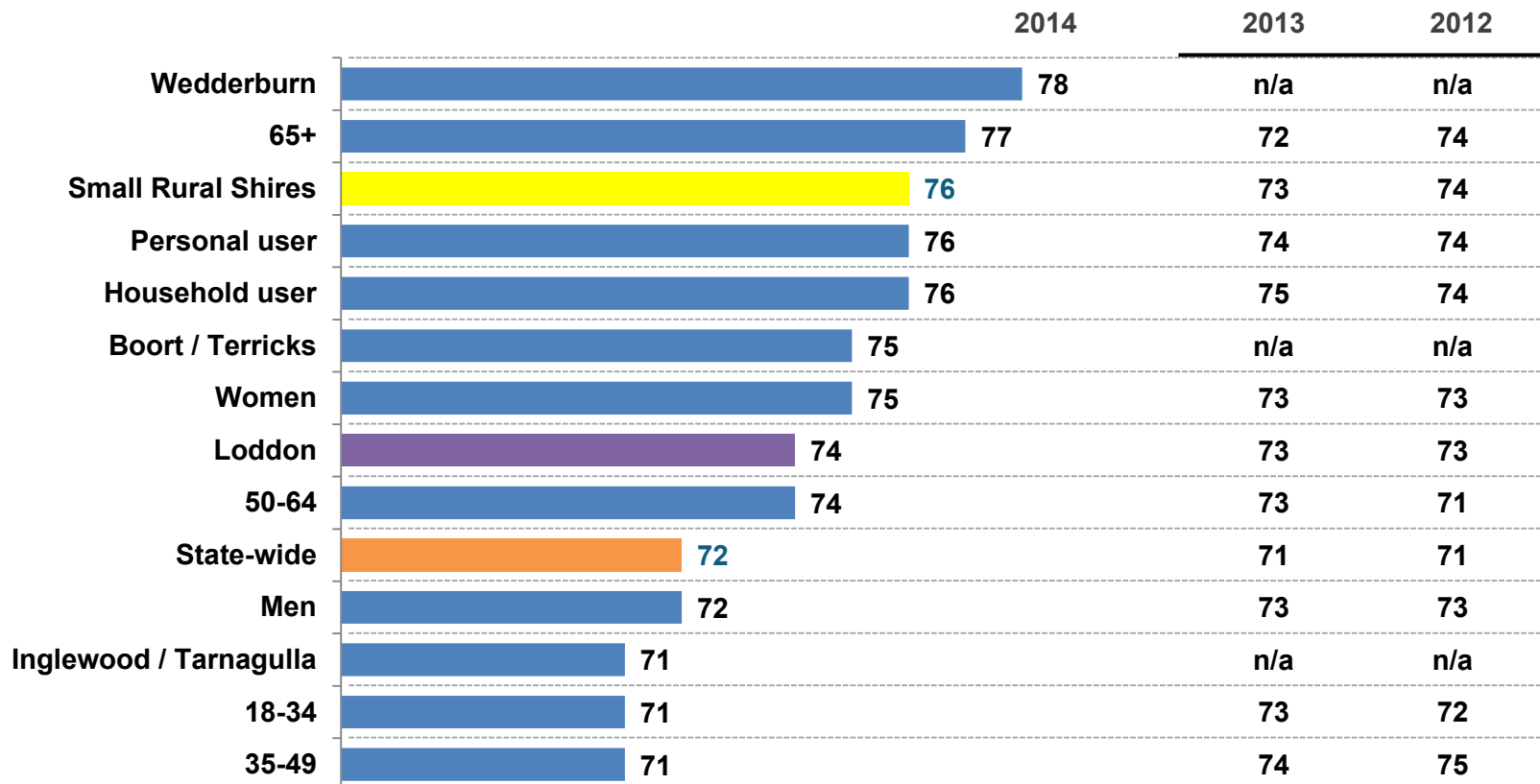
Base: All respondents. Councils asked statewide: 28 Councils asked group: 6



J W S R E S E A R C H

91

# 2014 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE INDEX SCORES

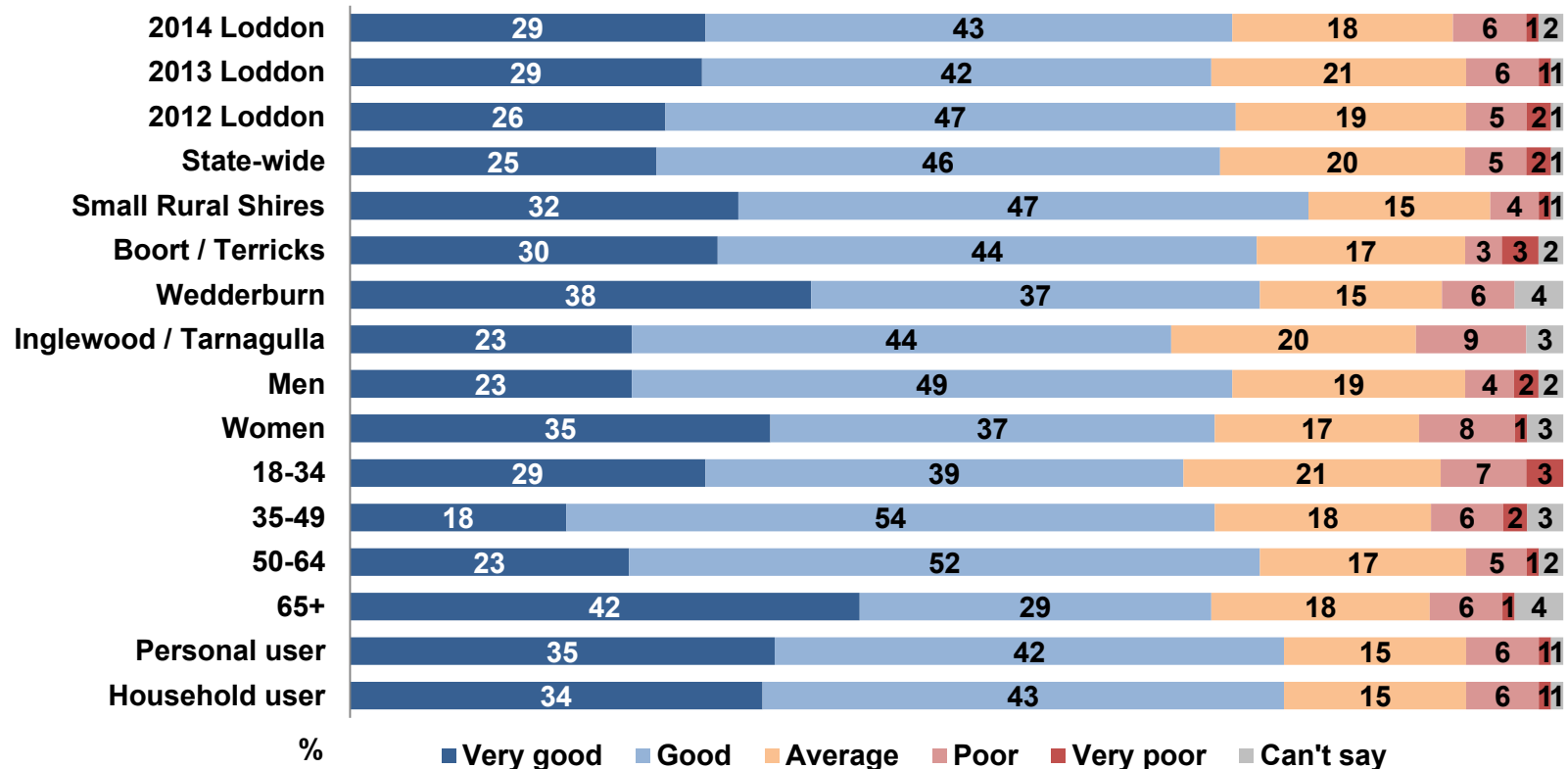


Q2. How has Loddon Shire Council performed on 'The appearance of public areas' over the last 12 months?  
Base: All respondents. Councils asked statewide: 43 Councils asked group: 8



J W S R E S E A R C H

# 2014 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE DETAILED PERCENTAGES

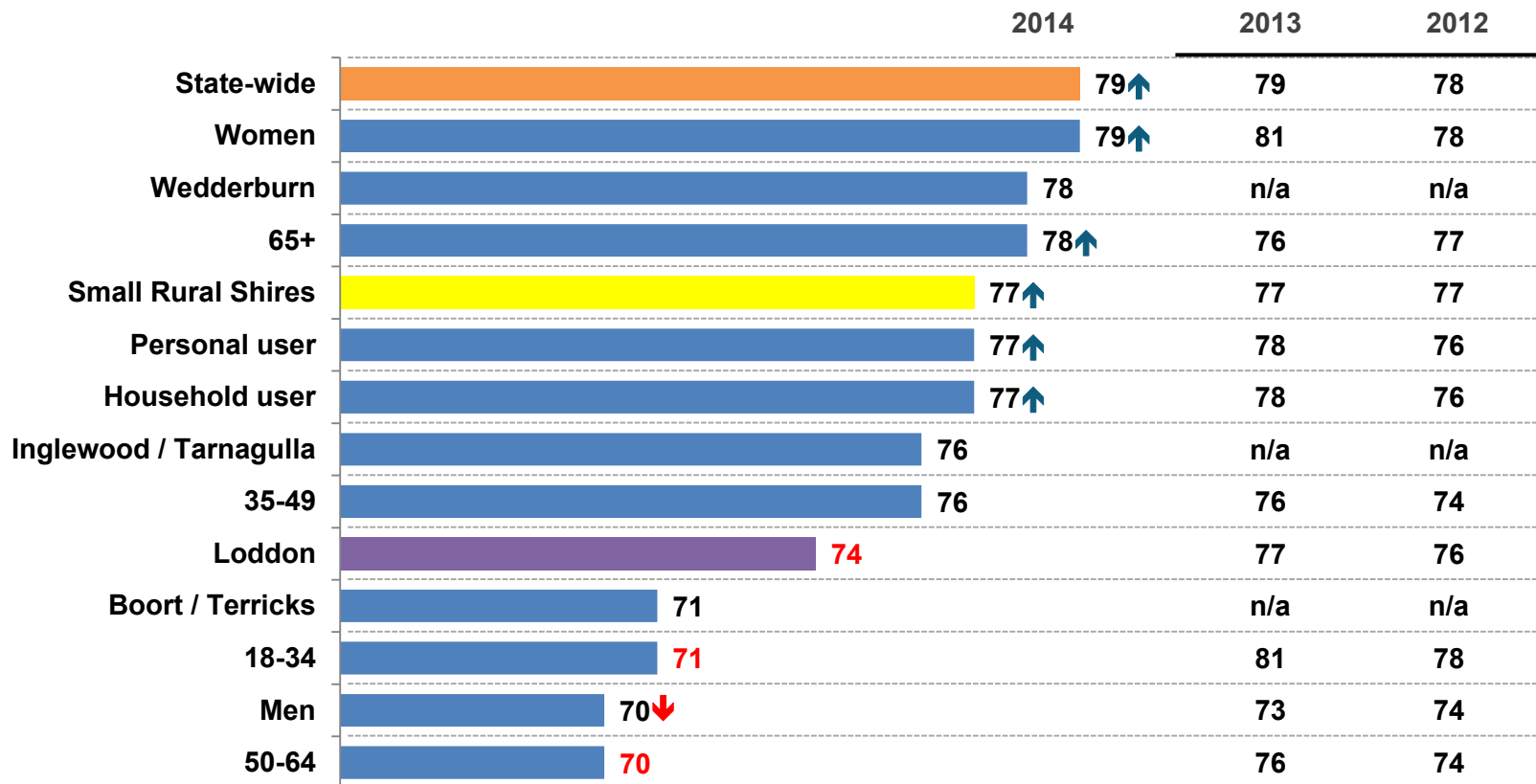


Q2. How has Loddon Shire Council performed on 'The appearance of public areas' over the last 12 months?  
Base: All respondents. Councils asked statewide: 43 Councils asked group: 8



J W S R E S E A R C H

# 2014 WASTE MANAGEMENT IMPORTANCE INDEX SCORES

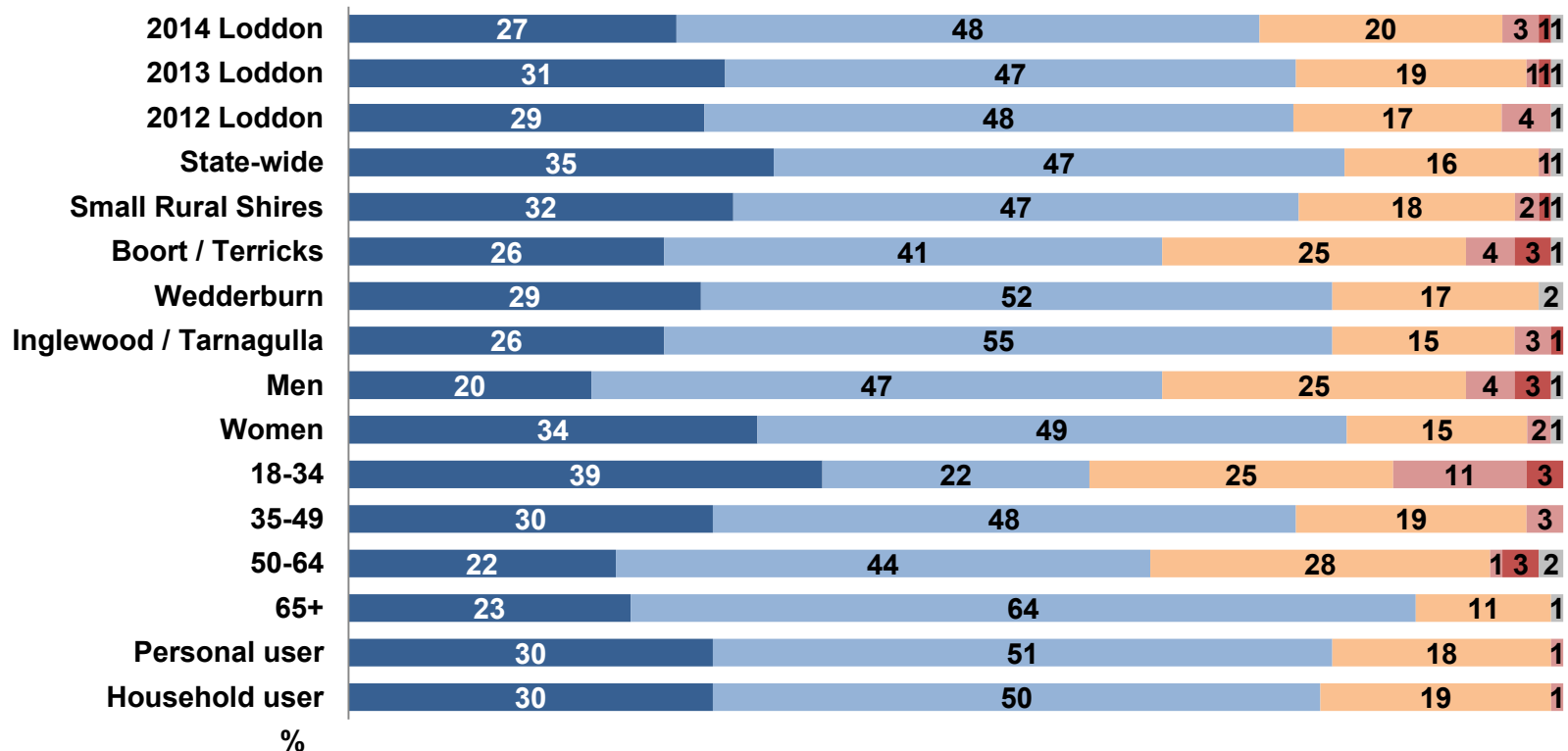


Q1. Firstly, how important should 'Waste Management' be as a responsibility for Loddon Shire Council?  
Base: All respondents. Councils asked statewide: 28 Councils asked group: 7



J W S R E S E A R C H

# 2014 WASTE MANAGEMENT IMPORTANCE DETAILED PERCENTAGES



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

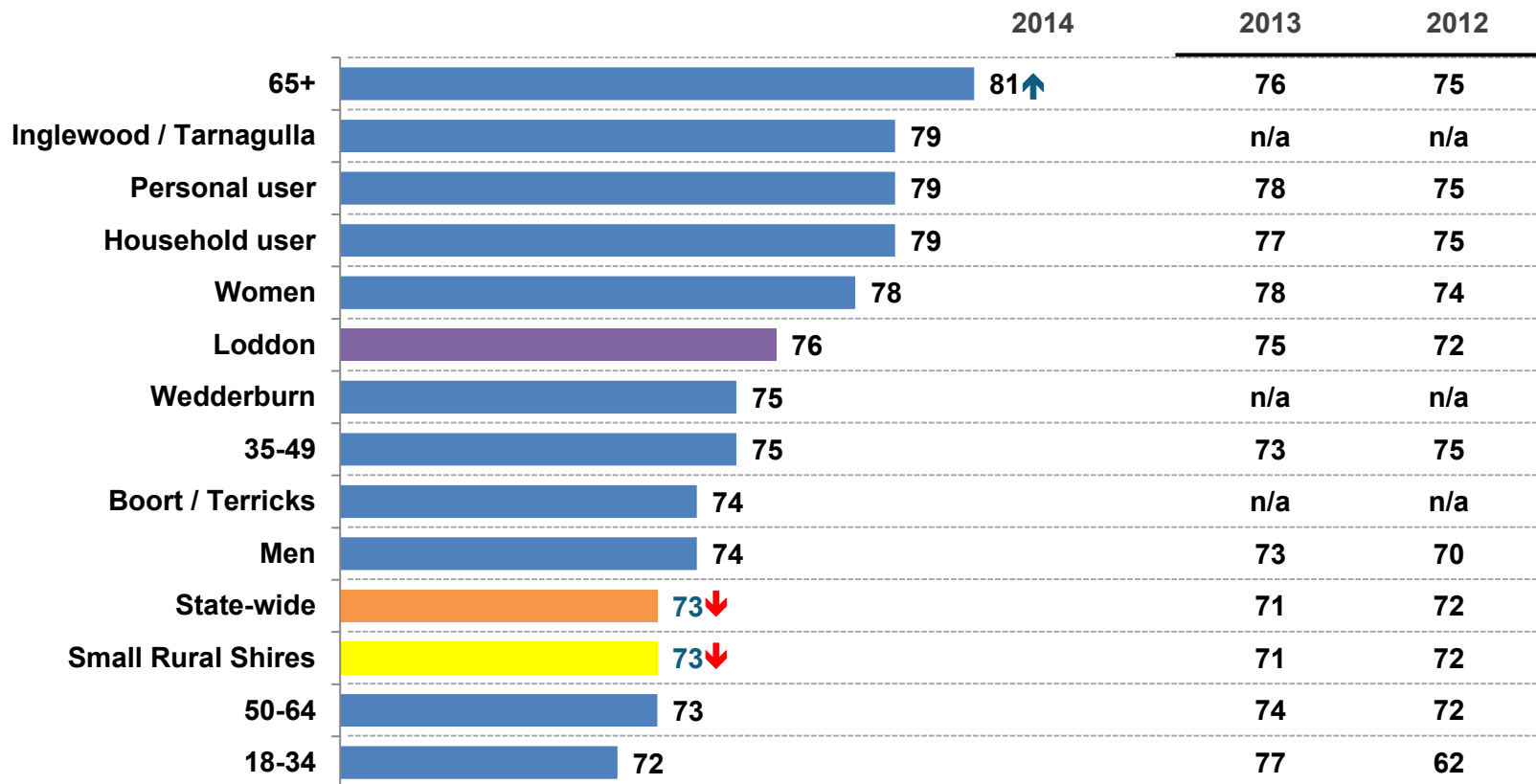


J W S R E S E A R C H

95

Q1. Firstly, how important should 'Waste Management' be as a responsibility for Loddon Shire Council?  
Base: All respondents. Councils asked statewide: 28 Councils asked group: 7

# 2014 WASTE MANAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Waste Management' over the last 12 months?  
 Base: All respondents. Councils asked statewide: 48 Councils asked group: 10

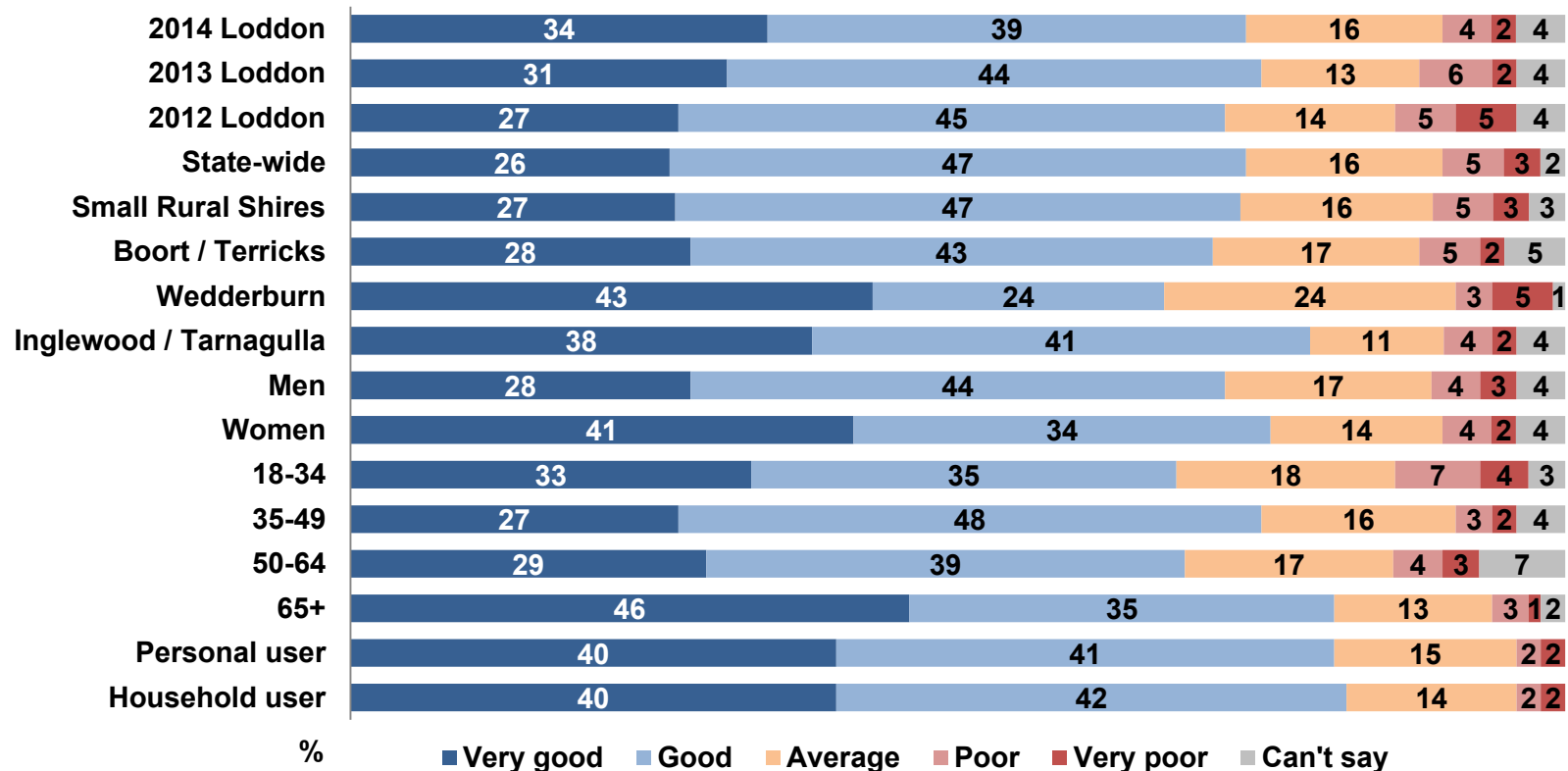


J W S R E S E A R C H

Note: please see page 6 for explanation about significant differences



# 2014 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



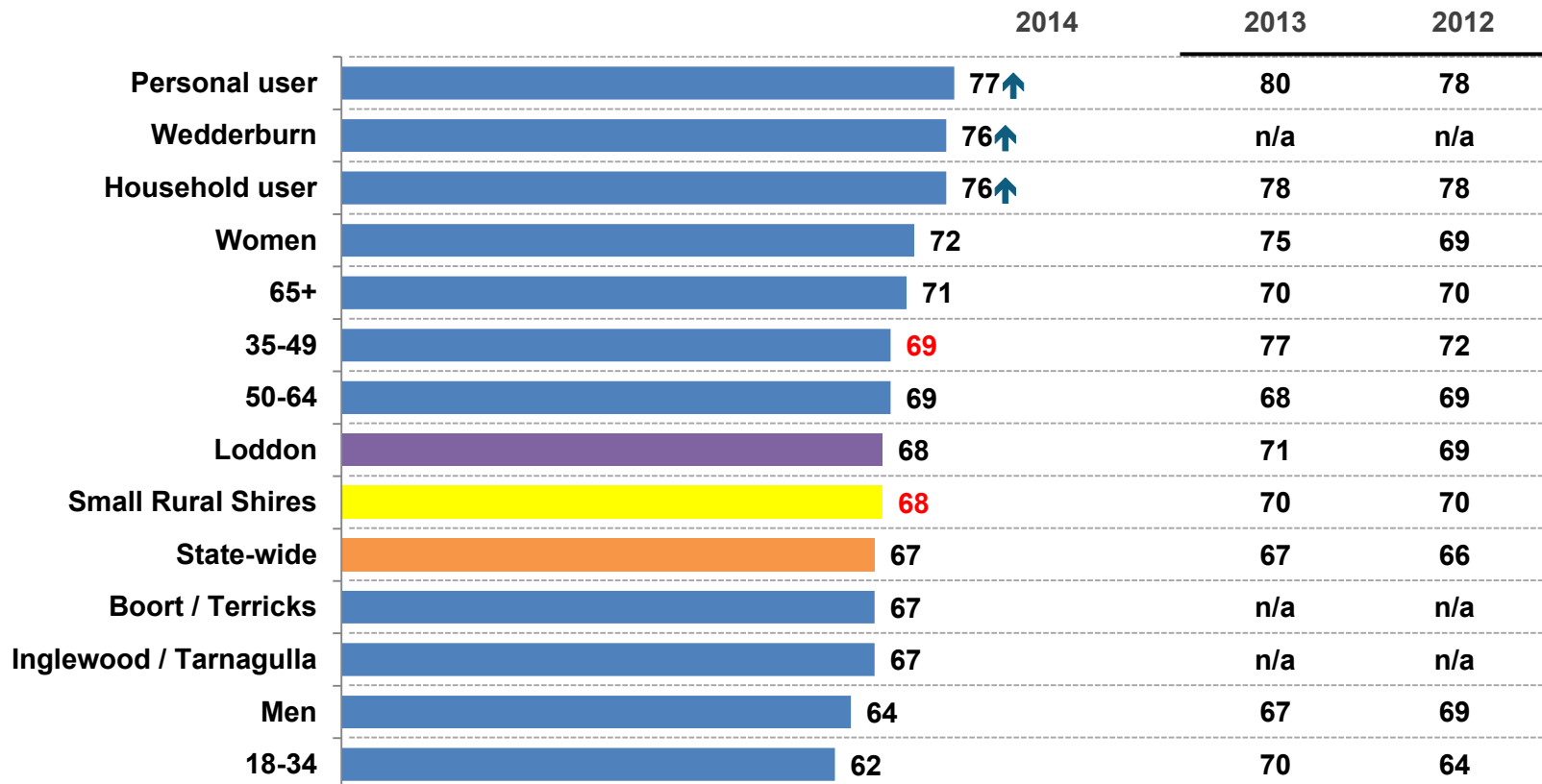
Q2. How has Loddon Shire Council performed on 'Waste Management' over the last 12 months?  
Base: All respondents. Councils asked statewide: 48 Councils asked group: 10



J W S R E S E A R C H

97

# 2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE INDEX SCORES



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

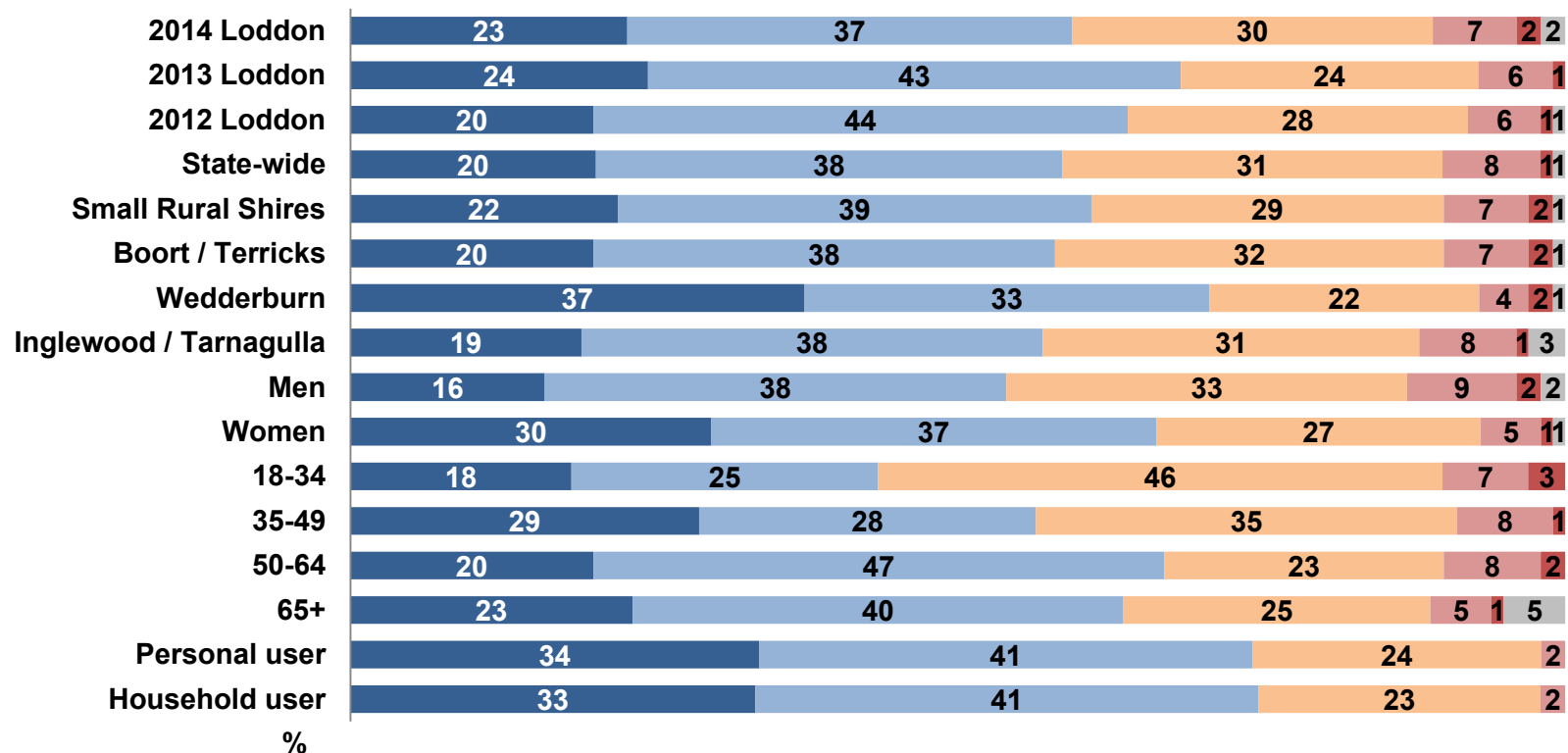
Base: All respondents. Councils asked statewide: 21 Councils asked group: 4



J W S R E S E A R C H

98

# 2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE DETAILED PERCENTAGES



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

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

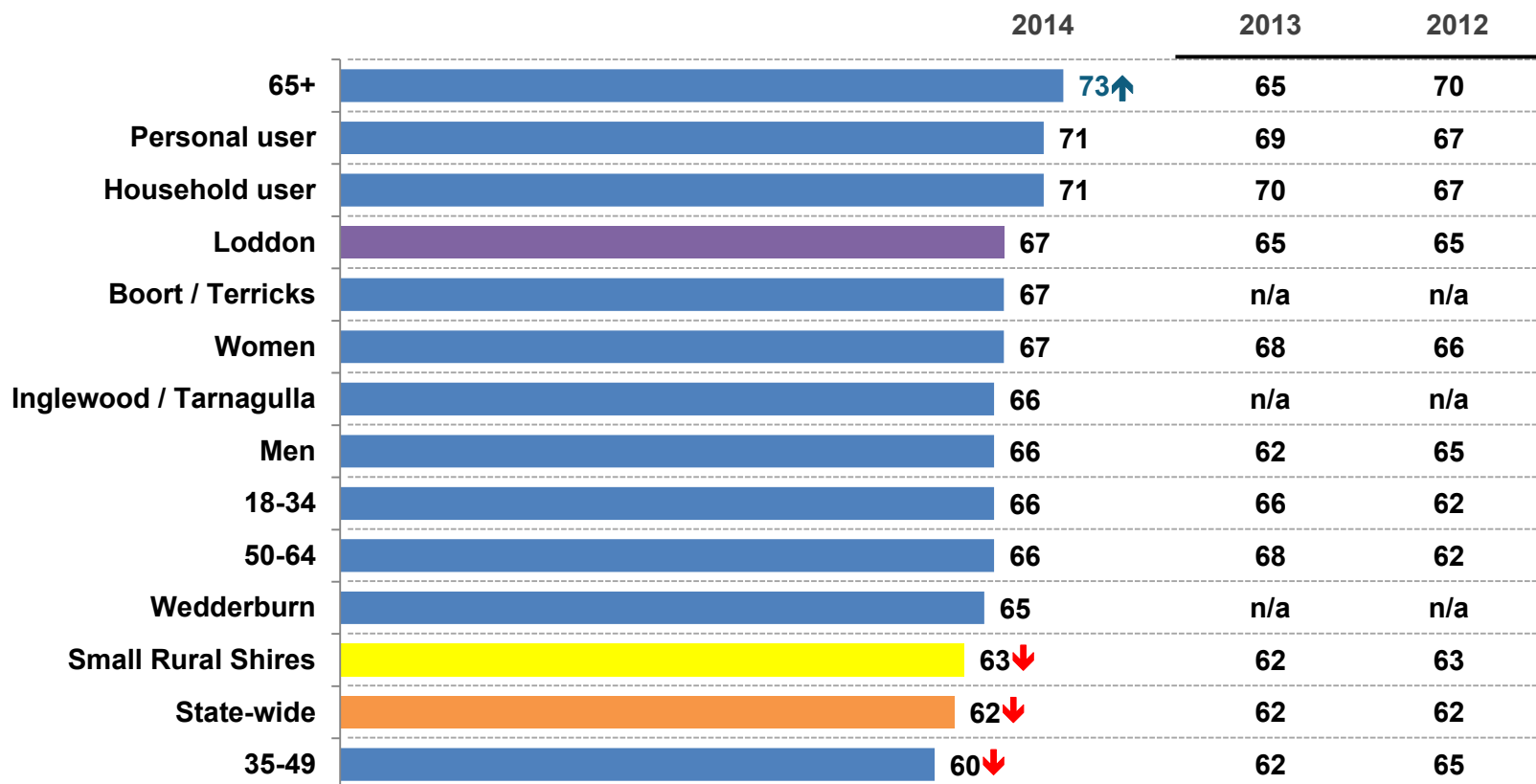
Base: All respondents. Councils asked statewide: 21 Councils asked group: 4



J W S R E S E A R C H

99

# 2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES



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

Base: All respondents. Councils asked statewide: 36 Councils asked group: 7

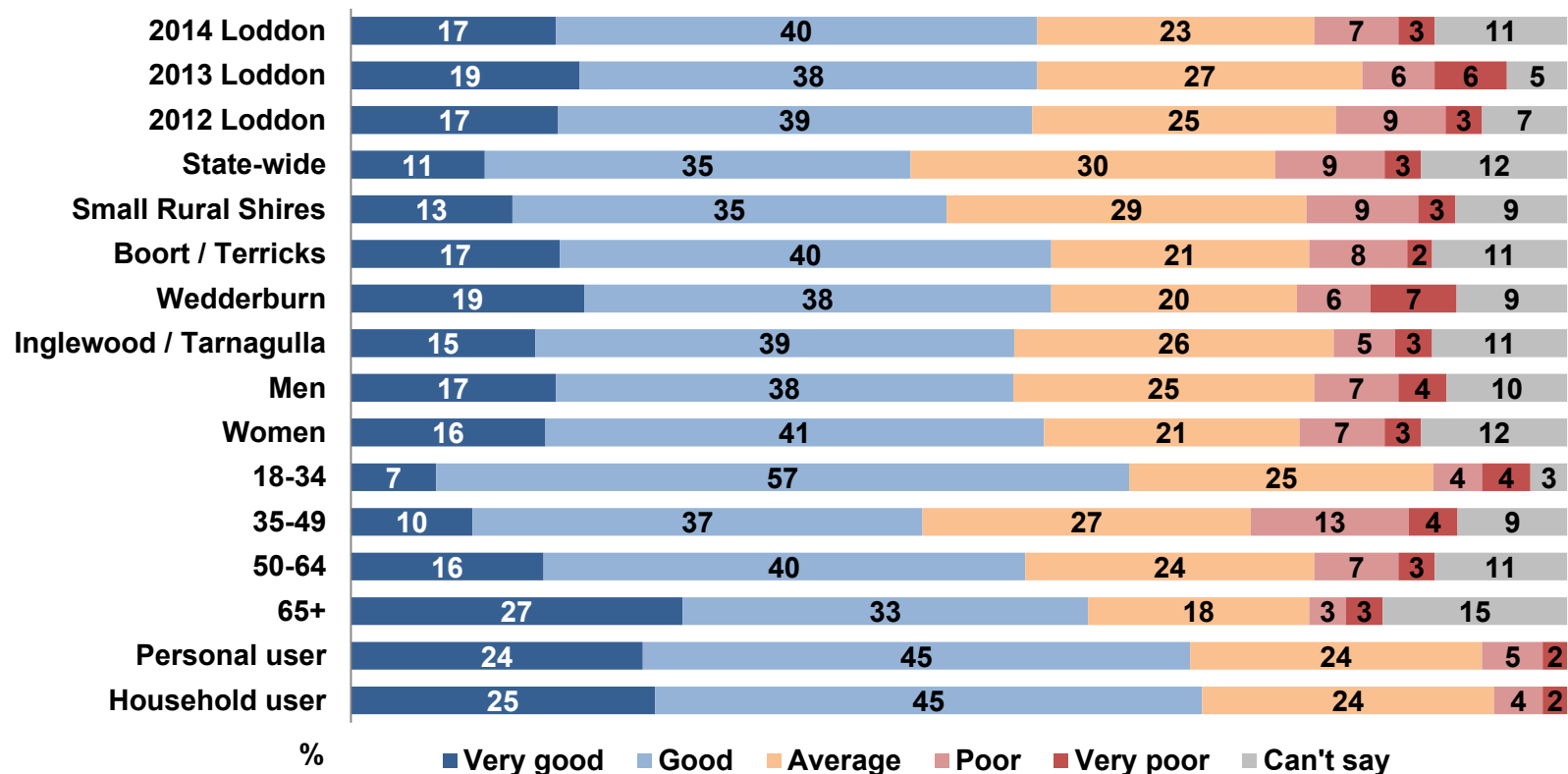


J W S R E S E A R C H

100

Note: please see page 6 for explanation about significant differences

# 2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES



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

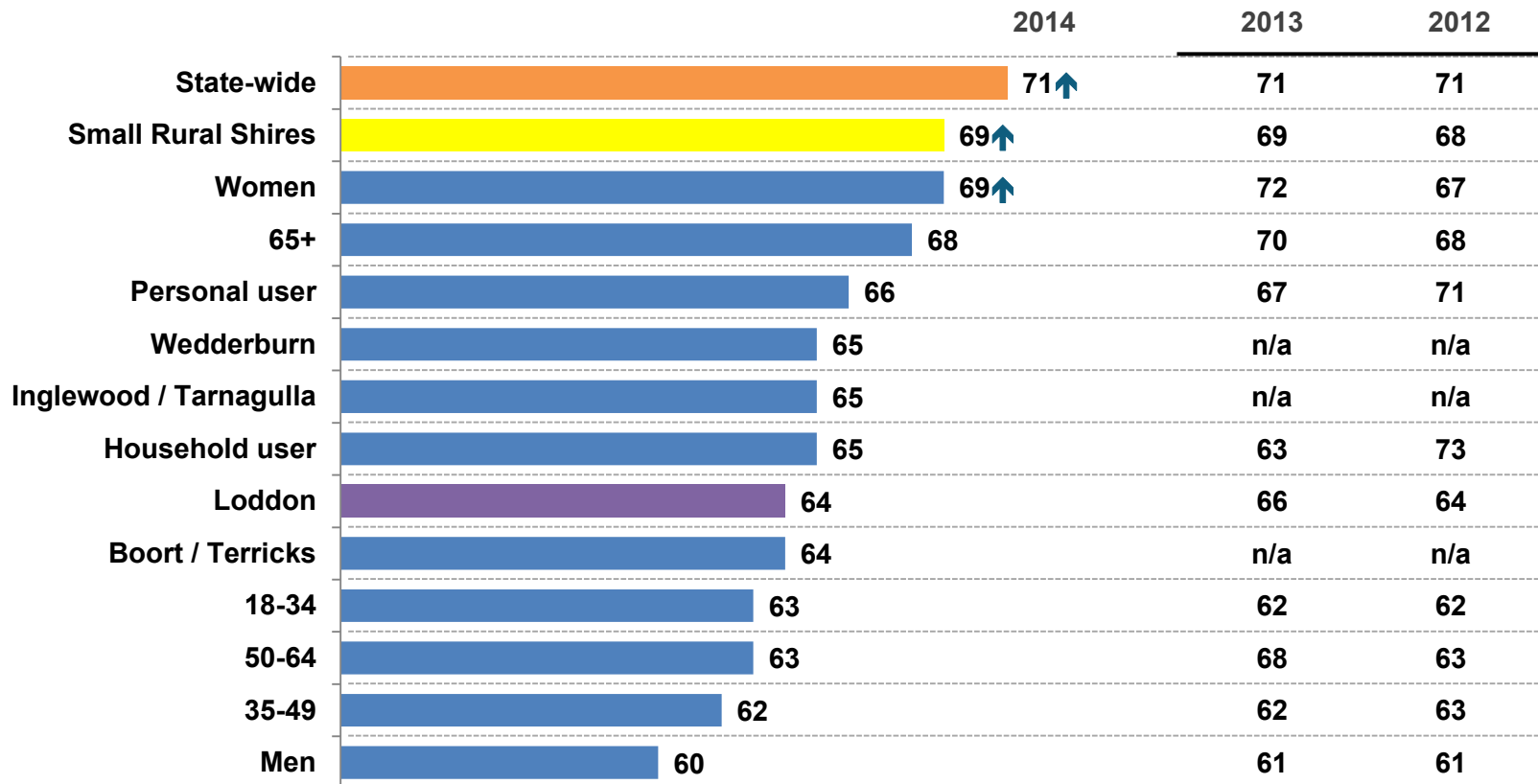
Base: All respondents. Councils asked statewide: 36 Councils asked group: 7



J W S R E S E A R C H

101

# 2014 PLANNING AND BUILDING PERMITS IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Planning and Building Permits' be as a responsibility for Loddon Shire Council?

Base: All respondents. Councils asked statewide: 21 Councils asked group: 4

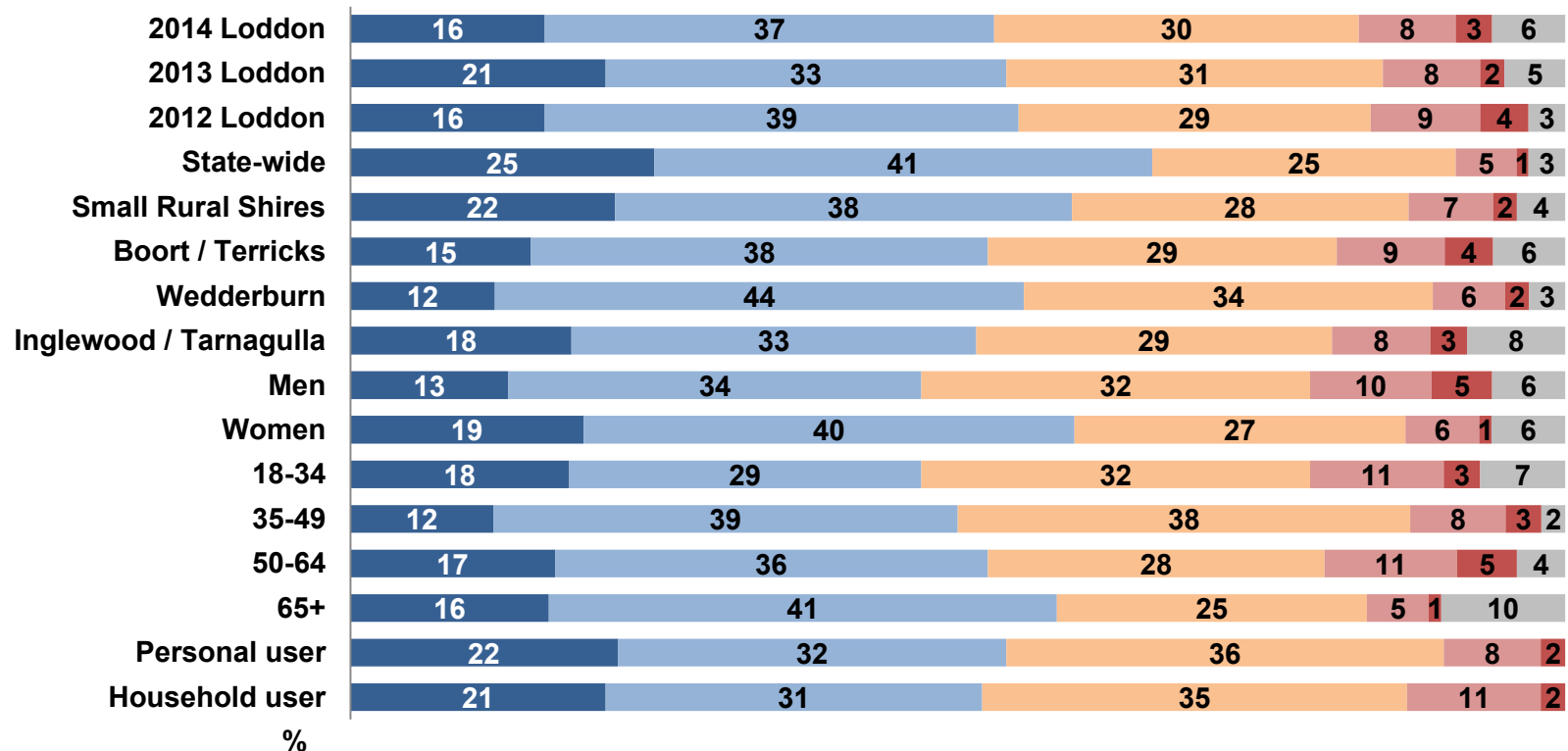


J W S R E S E A R C H

102

Note: please see page 6 for explanation about significant differences

# 2014 PLANNING AND BUILDING PERMITS IMPORTANCE DETAILED PERCENTAGES



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

Q1. Firstly, how important should 'Planning and Building Permits' be as a responsibility for Loddon Shire Council?

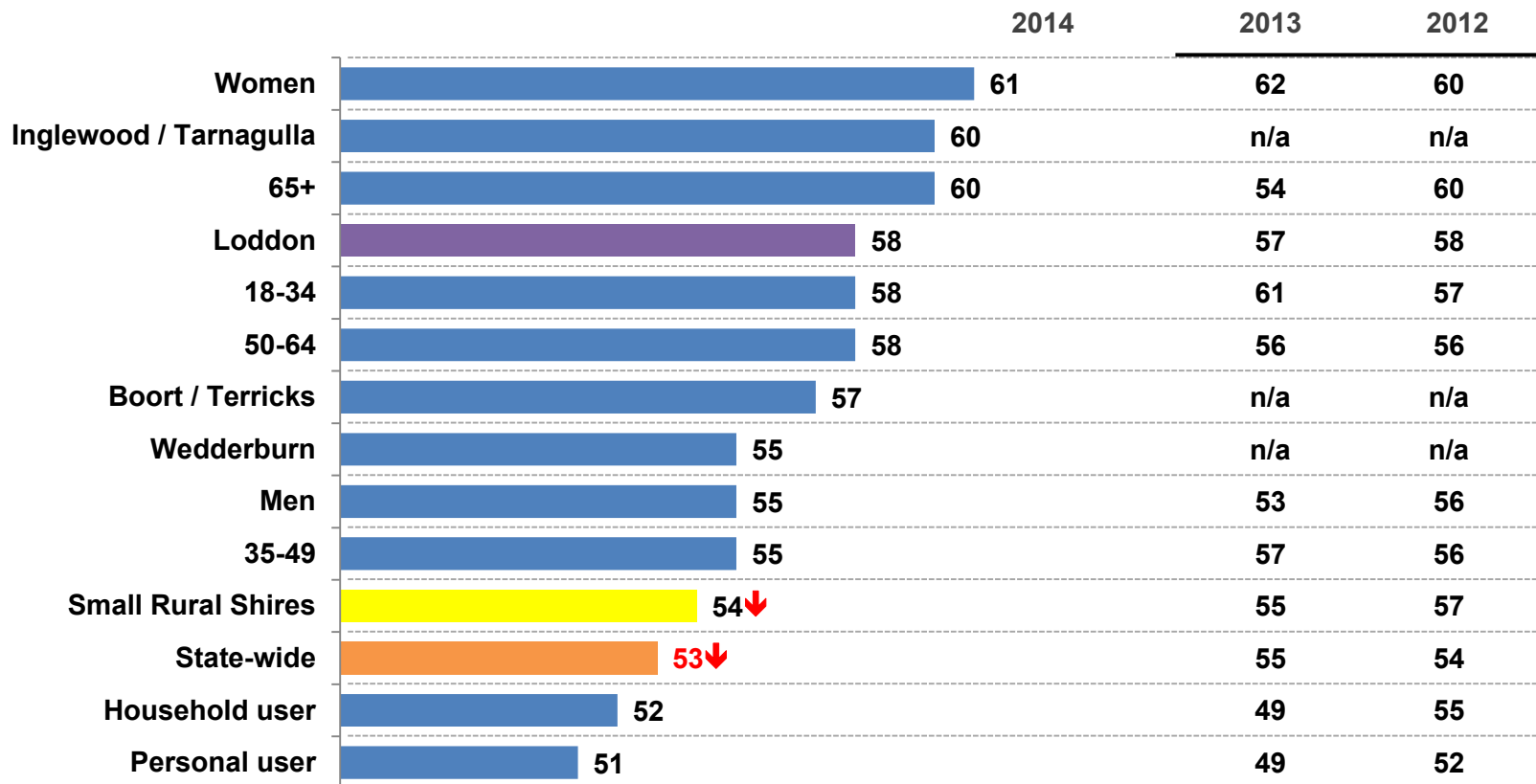
Base: All respondents. Councils asked statewide: 21 Councils asked group: 4



J W S R E S E A R C H

103

# 2014 PLANNING AND BUILDING PERMITS PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Planning and Building Permits' over the last 12 months?  
 Base: All respondents. Councils asked statewide: 33 Councils asked group: 6

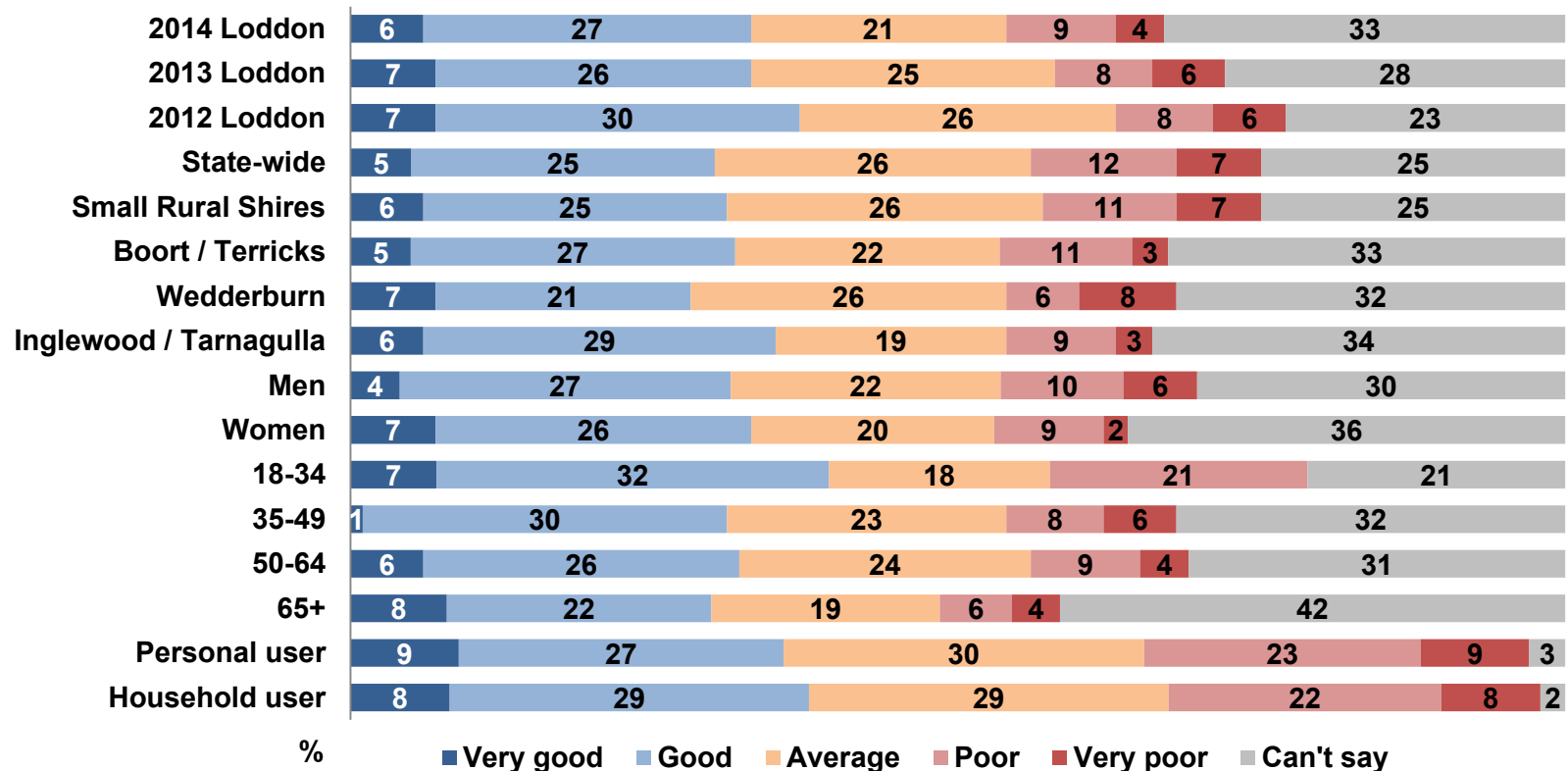


J W S R E S E A R C H

Note: please see page 6 for explanation about significant differences



# 2014 PLANNING AND BUILDING PERMITS PERFORMANCE DETAILED PERCENTAGES



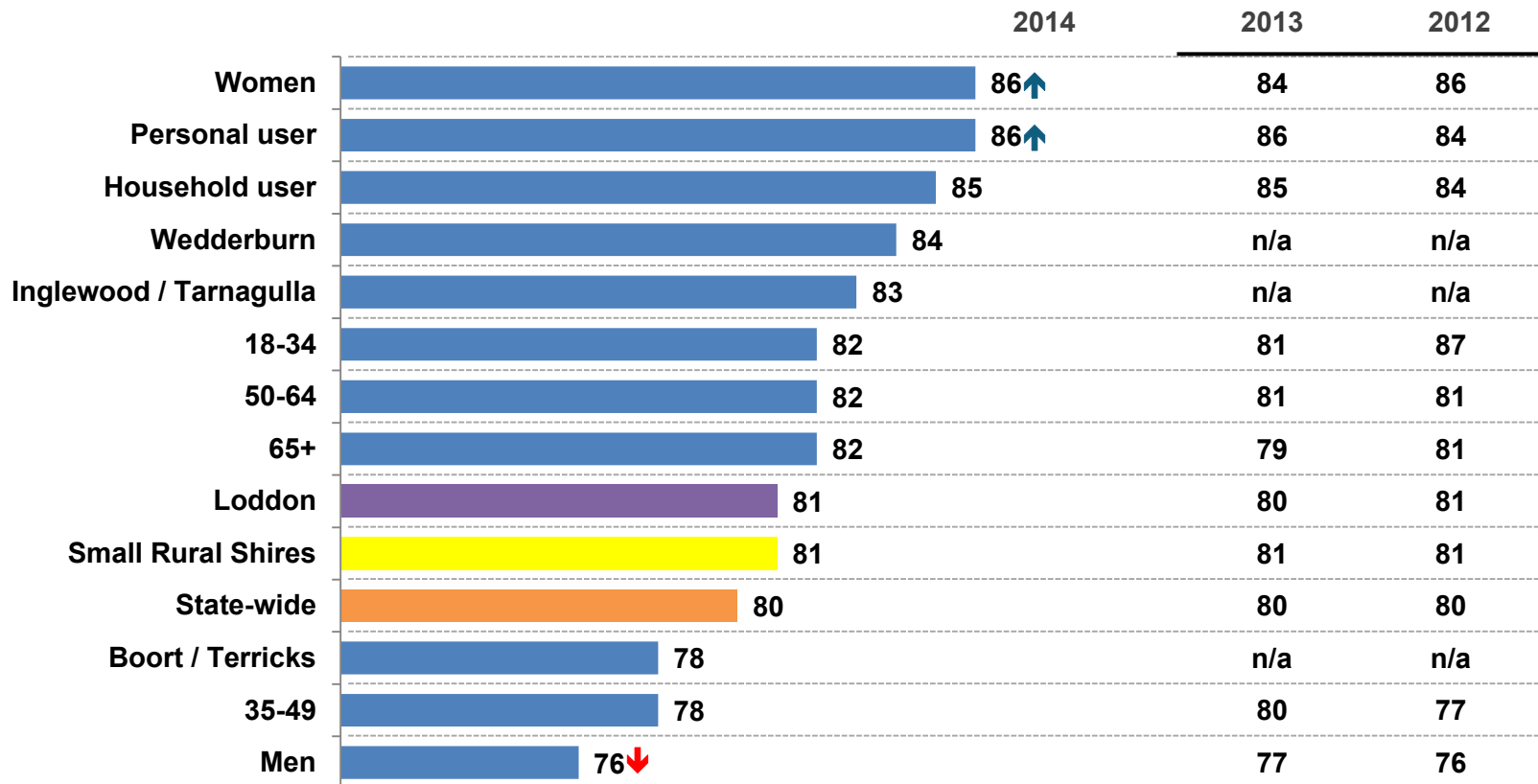
Q2. How has Loddon Shire Council performed on 'Planning and Building Permits' over the last 12 months?  
Base: All respondents. Councils asked statewide: 33 Councils asked group: 6



J W S R E S E A R C H

105

# 2014 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE INDEX SCORES



Q1. Firstly, how important should 'Emergency and Disaster Management' be as a responsibility for Loddon Shire Council?

Base: All respondents. Councils asked statewide: 14 Councils asked group: 2

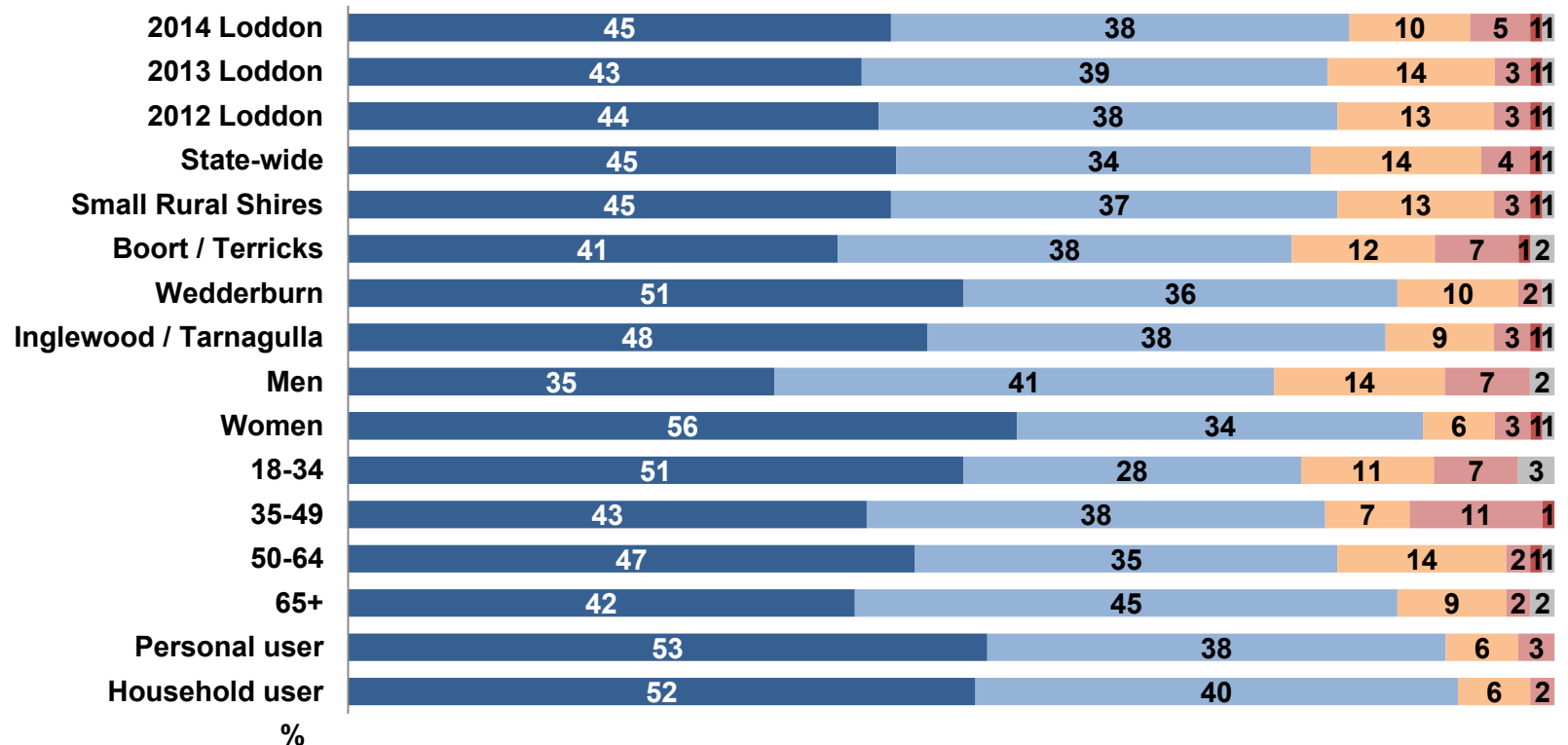


J W S R E S E A R C H

106

Note: please see page 6 for explanation about significant differences

# 2014 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE DETAILED PERCENTAGES



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

Q1. Firstly, how important should 'Emergency and Disaster Management' be as a responsibility for Loddon Shire Council?

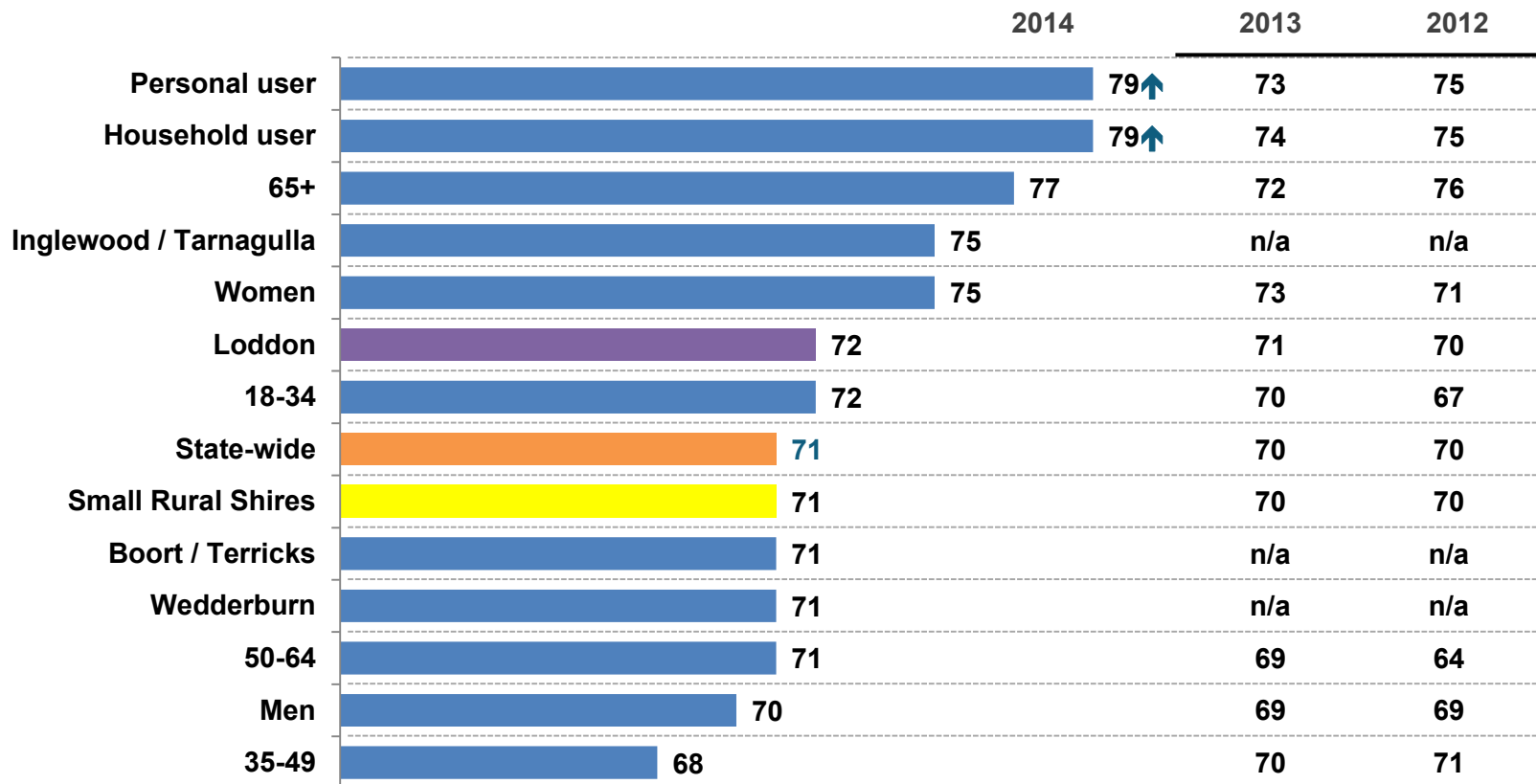
Base: All respondents. Councils asked statewide: 14 Councils asked group: 2



J W S R E S E A R C H

107

# 2014 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Loddon Shire Council performed on 'Emergency and Disaster Management' over the last 12 months?

Base: All respondents. Councils asked statewide: 23 Councils asked group: 4

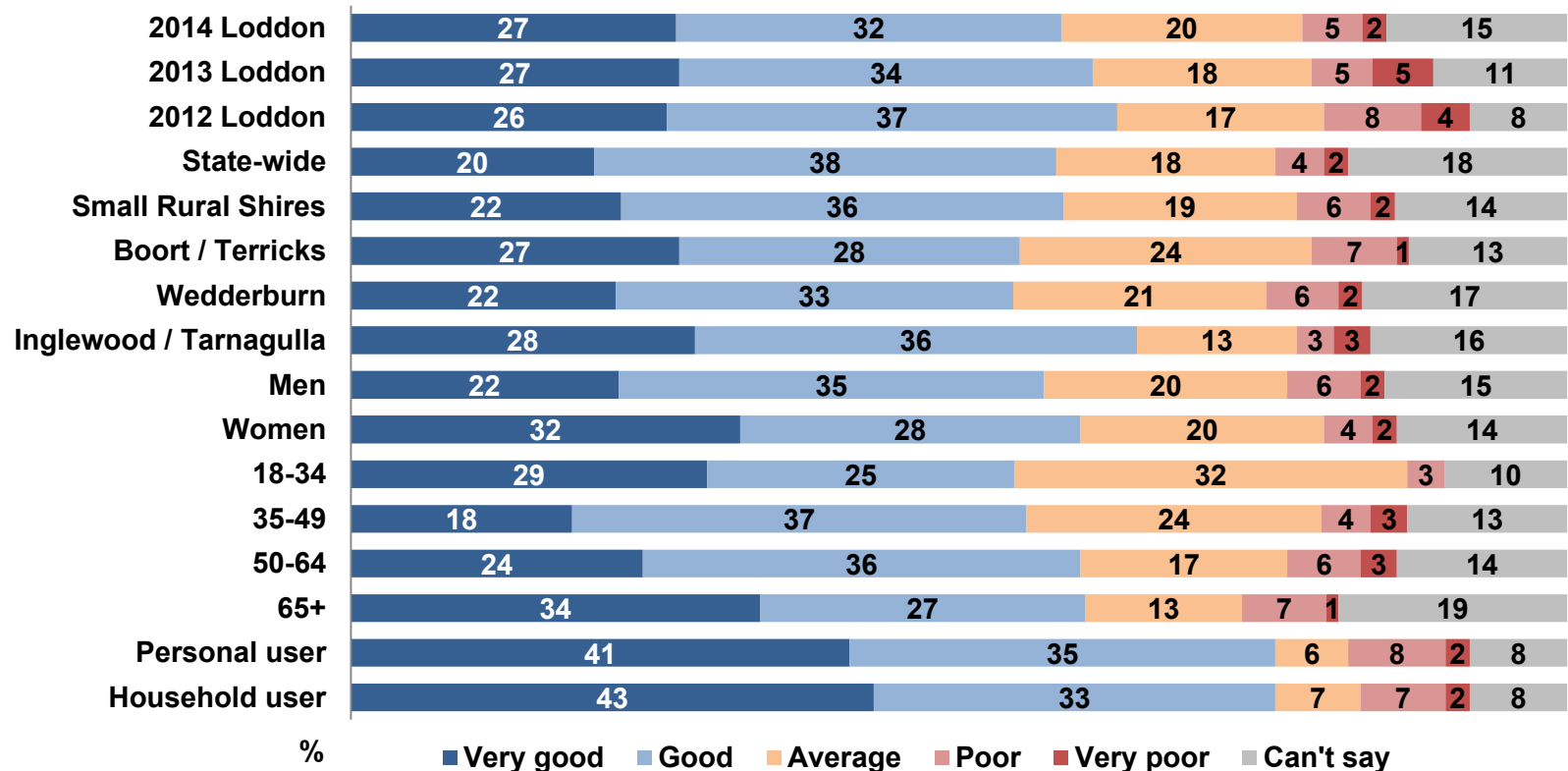


J W S R E S E A R C H

108

Note: please see page 6 for explanation about significant differences

# 2014 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



Q2. How has Loddon Shire Council performed on 'Emergency and Disaster Management' over the last 12 months?

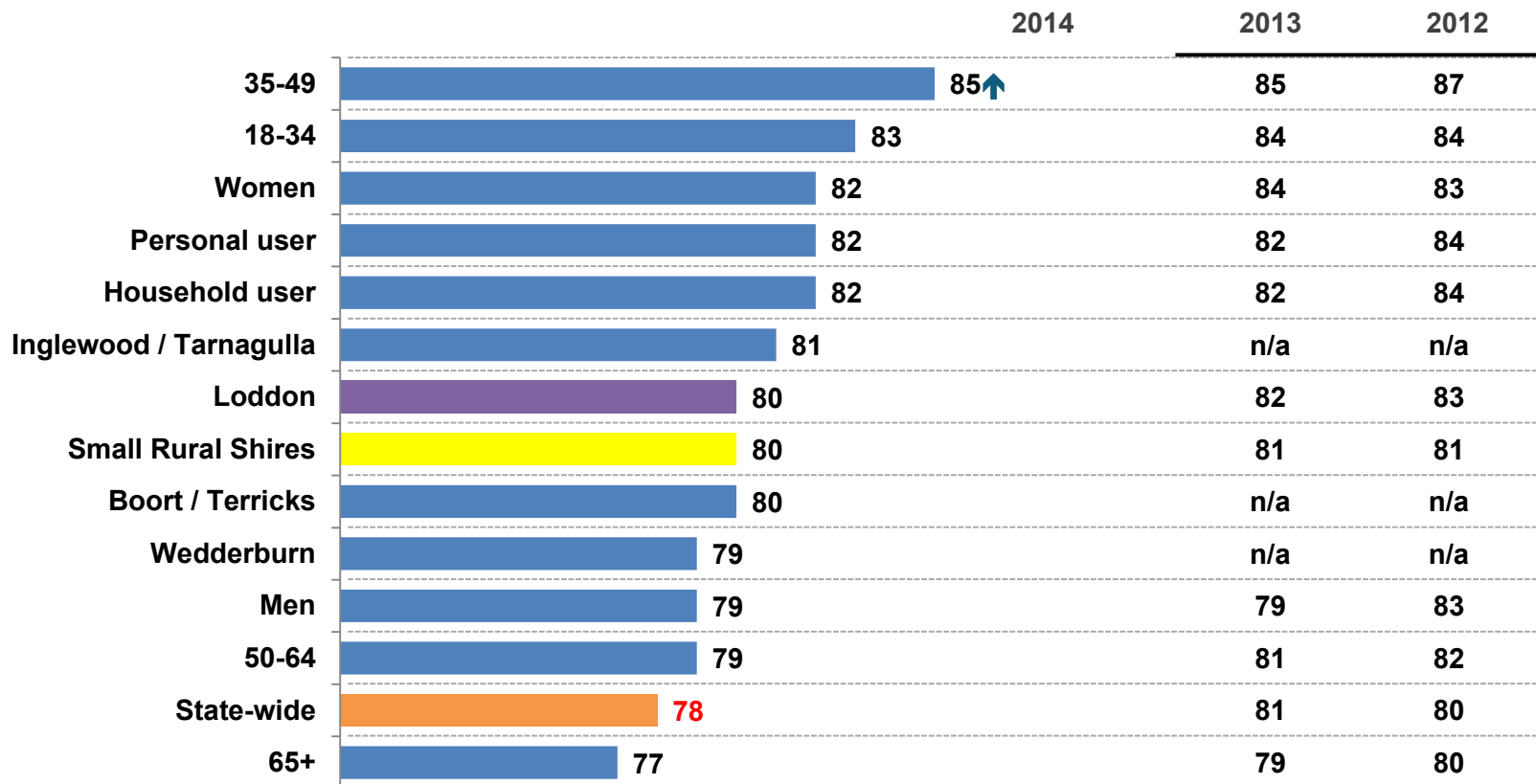
Base: All respondents. Councils asked statewide: 23 Councils asked group: 4



J W S R E S E A R C H

109

# 2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA IMPORTANCE INDEX SCORES



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

Base: All respondents. Councils asked statewide: 13 Councils asked group: 5



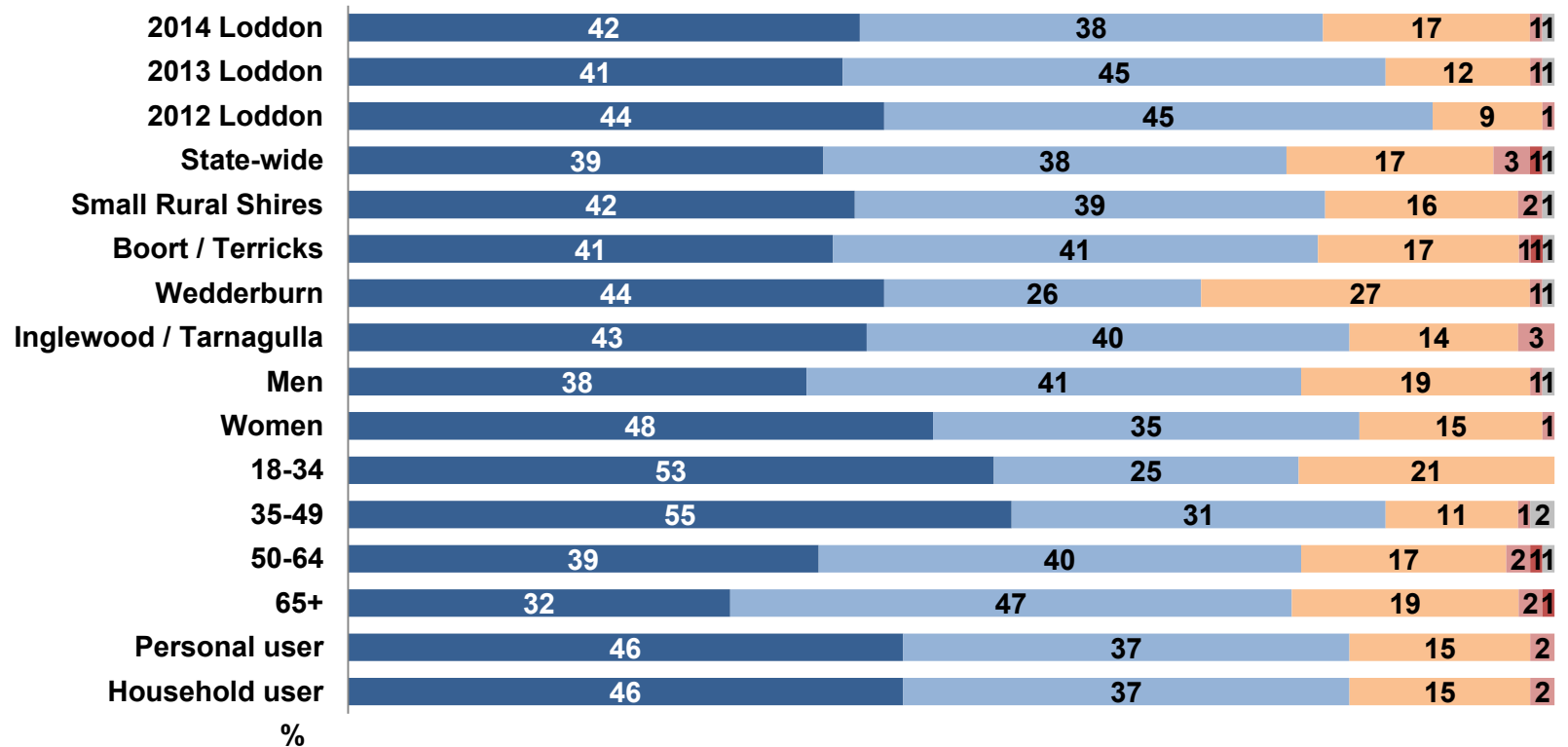
J W S R E S E A R C H

110

Note: please see page 6 for explanation about significant differences

# 2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

## IMPORTANCE DETAILED PERCENTAGES



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

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

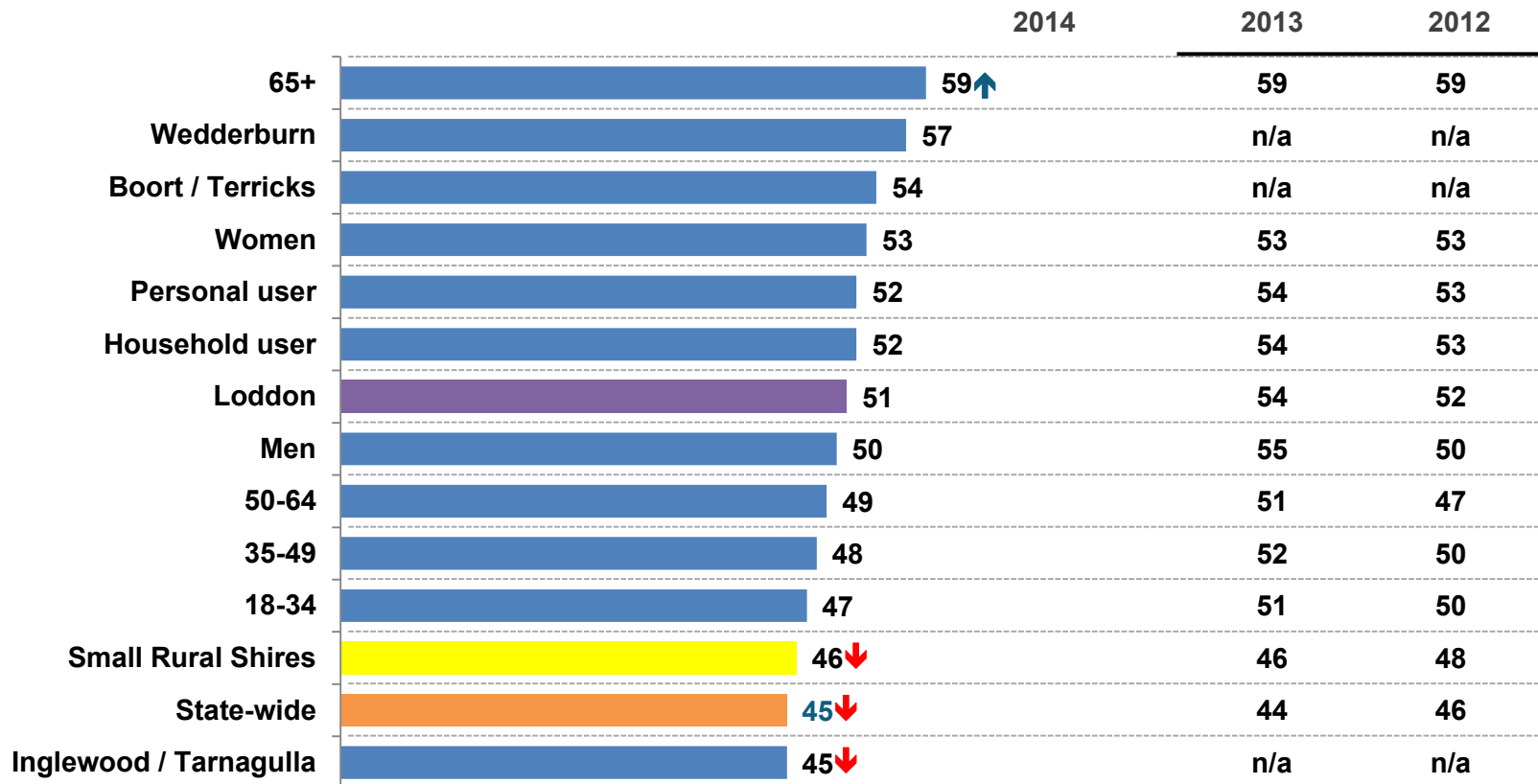
Base: All respondents. Councils asked statewide: 13 Councils asked group: 5



J W S R E S E A R C H

111

# 2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA PERFORMANCE INDEX SCORES



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

Base: All respondents. Councils asked statewide: 19 Councils asked group: 6



J W S R E S E A R C H

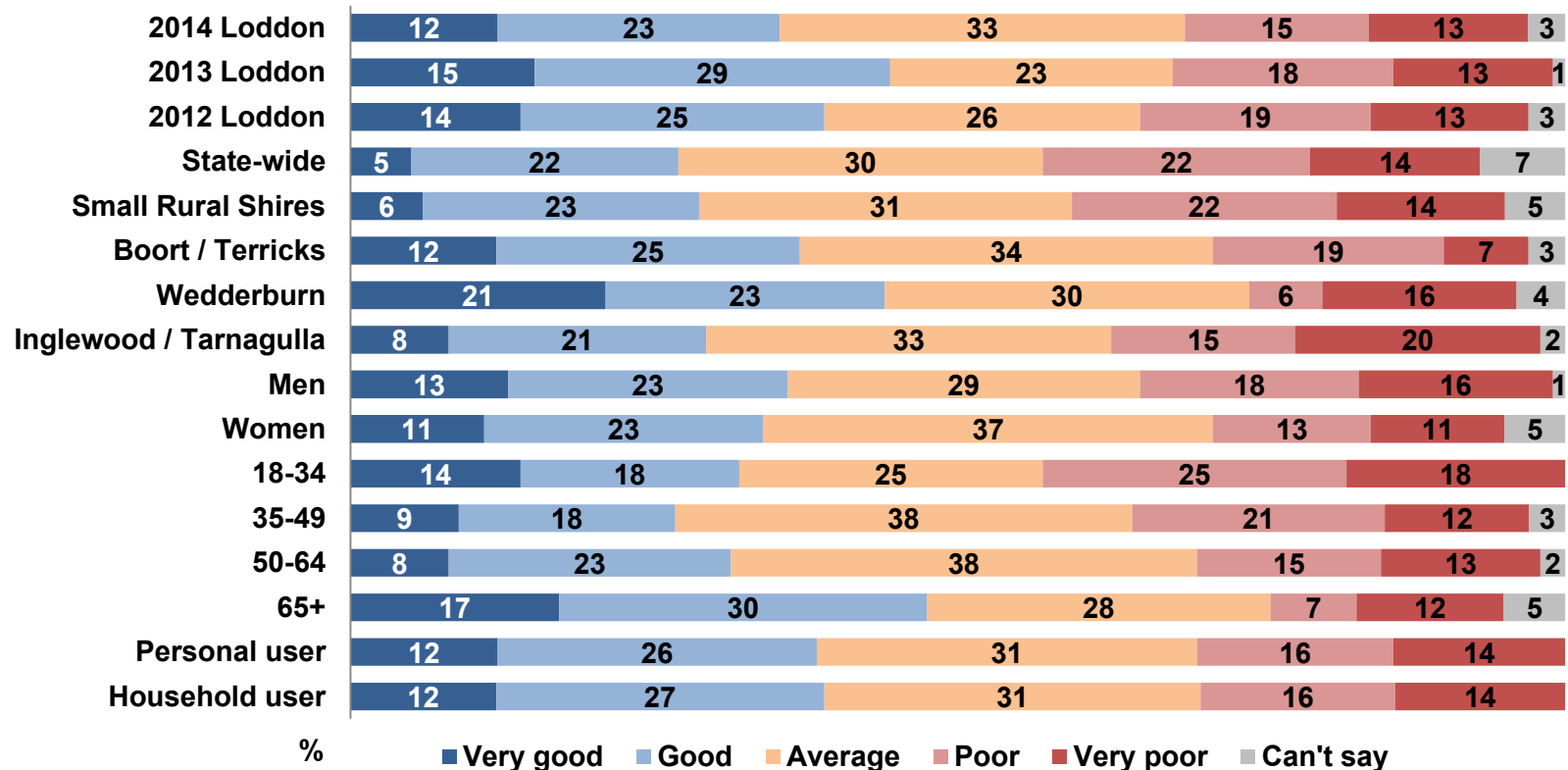
112

Note: please see page 6 for explanation about significant differences



# 2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

## PERFORMANCE DETAILED PERCENTAGES



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

Base: All respondents. Councils asked statewide: 19 Councils asked group: 6



J W S R E S E A R C H

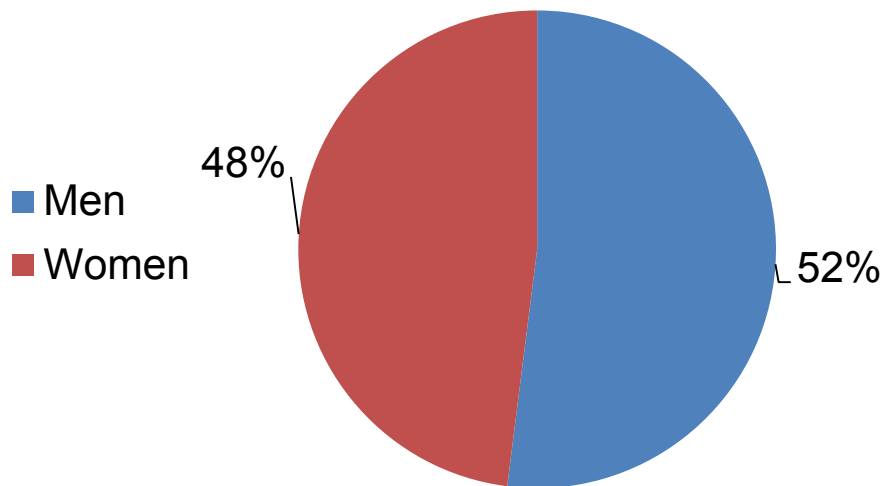
113

A satellite night view of South America, showing the continent's outline against the dark ocean. The landmass is illuminated by a dense network of glowing yellow and white lights, representing city lights and road networks. The lights are most concentrated in the coastal regions and major inland cities. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font across the center of the continent.

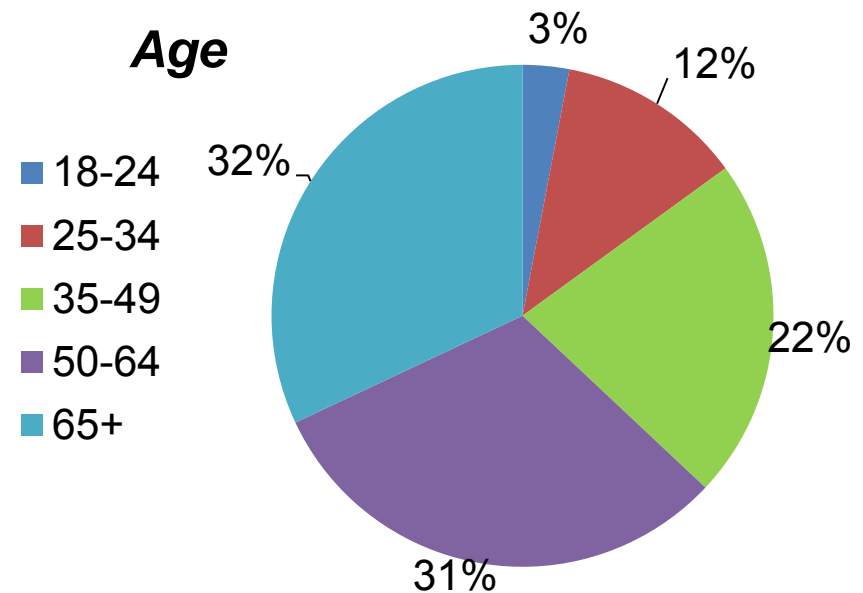
# DETAILED DEMOGRAPHICS

# 2014 GENDER AND AGE

## Gender



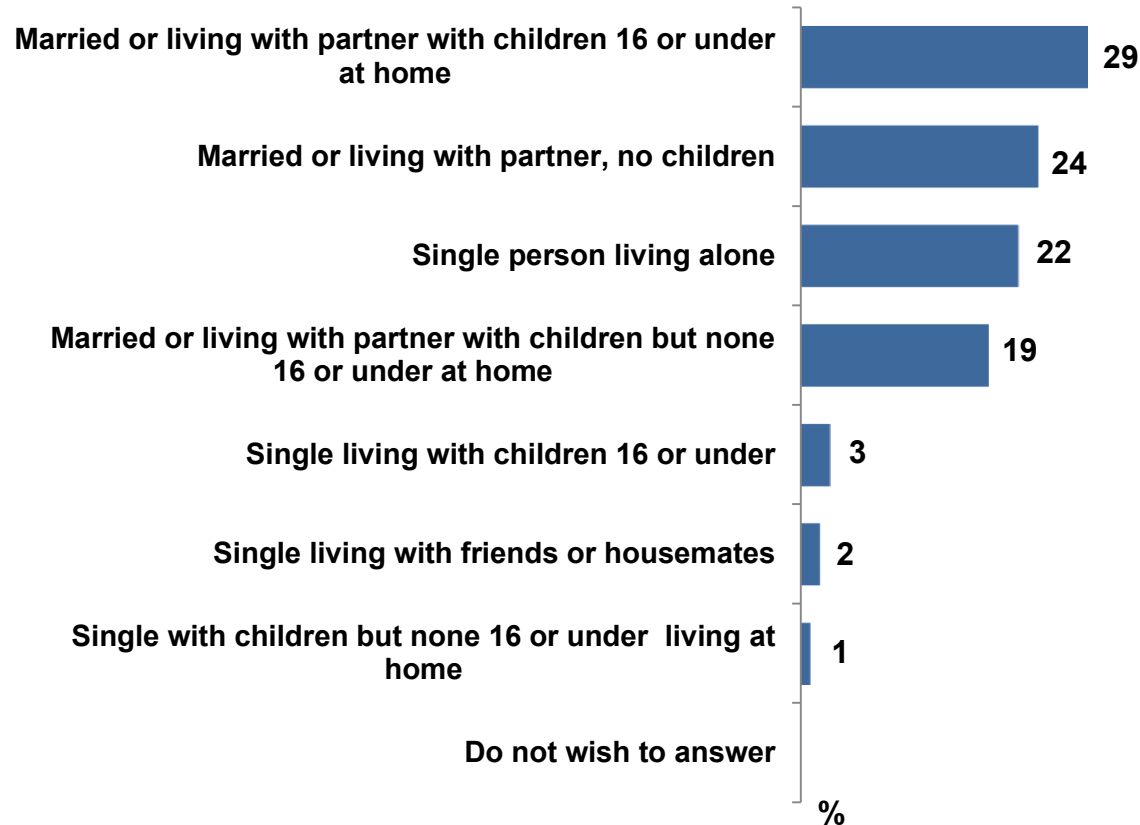
## Age



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



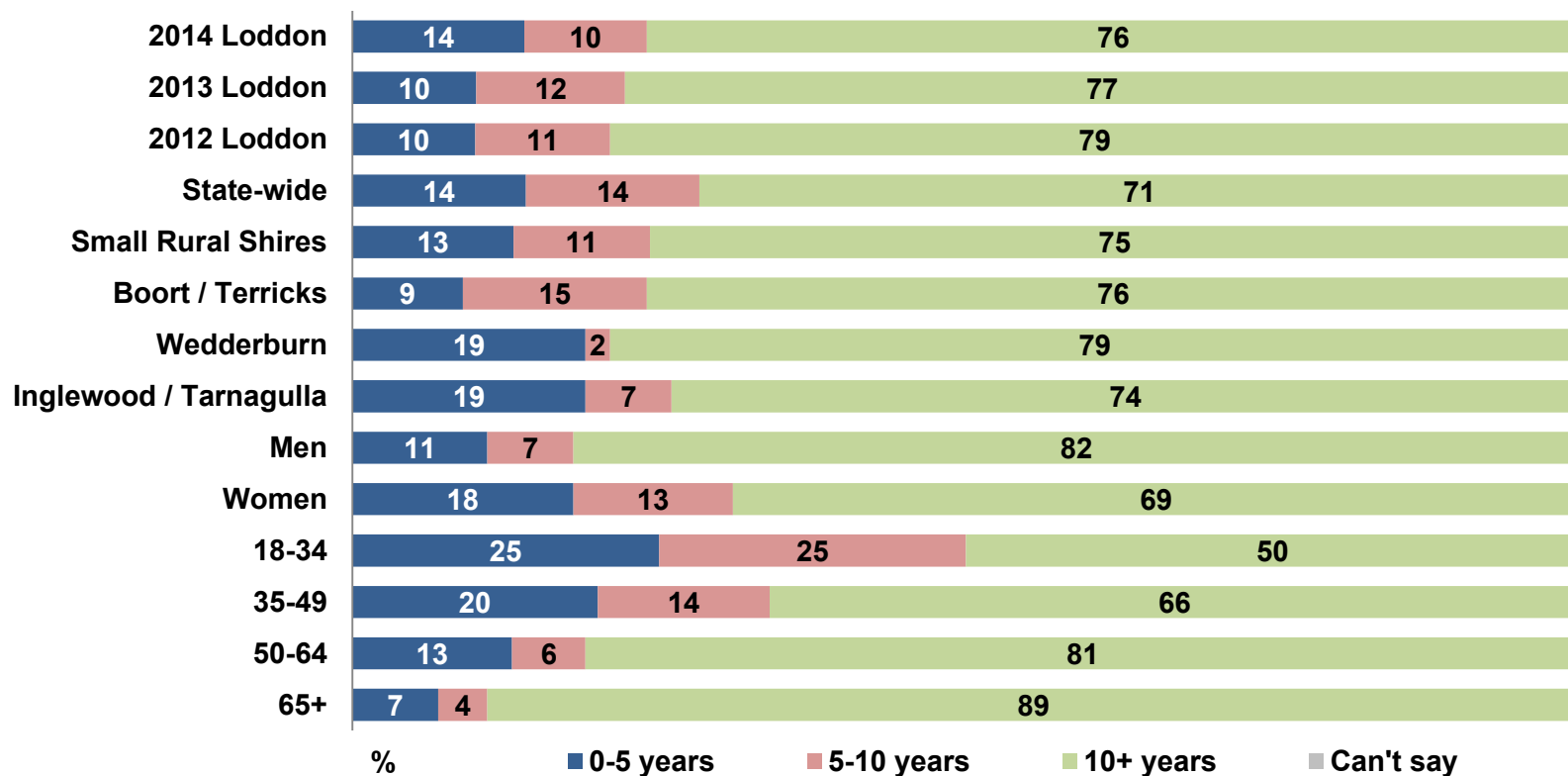
# HOUSEHOLD STRUCTURE



S6. Which of the following BEST describes your household?  
Base: All respondents Councils asked statewide: 16 Councils asked group: 3



# 2014 YEARS LIVED IN AREA



S5. How long have you lived in this area?/How long have you owned a property in this area?  
 Base: All respondents Councils asked statewide: 23 Councils asked group: 6





**APPENDIX A:  
DETAILED SURVEY TABULATIONS**

**AVAILABLE IN SUPPLIED EXCEL FILE**

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

**APPENDIX B:  
FURTHER PROJECT INFORMATION**

# APPENDIX B:

## BACKGROUND AND OBJECTIVES

Please note that as a result of feedback from extensive consultations with councils, in 2012 there were necessary and significant changes to the methodology and content of the survey, 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 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2014 have been made throughout this report as appropriate.**





# APPENDIX B: MARGINS OF ERROR

The sample size for the 2014 State-wide Local Government Community Satisfaction Survey for Loddon Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately 400 interviews is +/-4.7% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples.

As an example, a result of 50% can be read confidently as falling midway in the range 45.3% - 54.7%.

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

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Loddon Shire Council	400	400	+/-4.7
Men	185	209	+/-7.1
Women	215	191	+/-6.6
18-34 years	28	61	+/-18.8
35-49 years	69	87	+/-11.8
50-64 years	152	125	+/-7.9
65+ years	151	126	+/-7.9



## APPENDIX B: ANALYSIS AND REPORTING

The Councils in the Small Rural Shires group are: 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 DTPLI website. In 2014, 67 of the 79 Councils throughout Victoria participated in this survey.

Please note that the Councils that participated in 2012 and 2013 vary slightly to those participating in 2014.



# APPENDIX B: ANALYSIS AND REPORTING

## Council Groups

Wherever appropriate, results for Loddon Shire Council for this 2014 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 according to the following classification list:

- Inner metropolitan councils
- Outer metropolitan councils
- Rural cities and regional centres
- Large rural shires
- Small rural shires



# APPENDIX B: ANALYSIS AND REPORTING

## Index Scores

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

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

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



# APPENDIX B: ANALYSIS AND REPORTING

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

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



# APPENDIX B: ANALYSIS AND REPORTING

## Index Scores Significant Difference Calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



# APPENDIX B: ANALYSIS AND REPORTING

## Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2014 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils. These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)



## APPENDIX B: ANALYSIS AND REPORTING

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 2014 State-wide Local Government 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 a footnote of the number of councils the comparison is made against.

Councils also had the ability to ask tailored questions specific only to their council.





# APPENDIX B: ANALYSIS AND REPORTING

## Reporting

Every Council that participated in the 2014 State-wide Local Government Services Survey has received a customised report. In addition, the State Government is supplied with a Statewide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all Council areas surveyed.

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

The overall State-wide Local Government Services Report is available at [www.localgovernment.vic.gov.au](http://www.localgovernment.vic.gov.au).



# APPENDIX B:

## GLOSSARY OF TERMS

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

**CSS:** 2014 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.

