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.

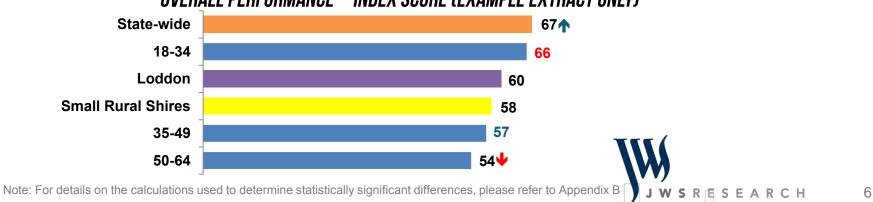


SURVEY METHODOLOGY AND SAMPLING

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 <u>higher</u> than the overall result for the council.
- > The result among 50-64 year olds is significantly <u>lower</u> 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 <u>lower</u> 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 <u>higher</u> than the result achieved among this group in 2013.



OVERALL PERFORMANCE - INDEX SCORE (EXAMPLE EXTRACT ONLY)

FURTHER INFORMATION

Further Information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in <u>Appendix B</u>, 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.



- 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 Statewide 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).



- 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.



- 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).



- 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.



- 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.



- 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 2nd 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.

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- 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.



- 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 selfmining 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.



| 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 |
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SUMMARY OF FINDINGS

2014 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

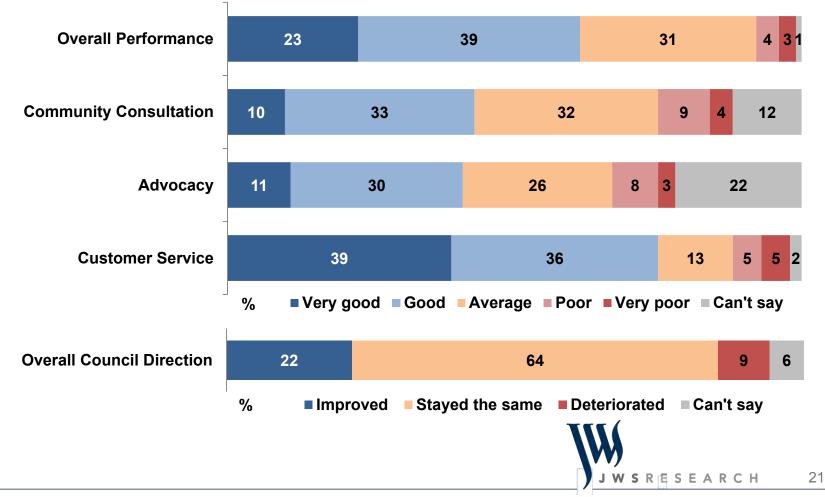
| Performance Measures | Loddon 2012 | Loddon 2013 | Loddon 2014 | Small Rural Shires 2014 | State-wide 2014 |
|---|----------------|----------------|----------------|-------------------------------|--------------------|
| OVERALL PERFORMANCE | 67 | 68 | 69 | 60 | 61 |
| COMMUNITY CONSULTATION (Community consultation and engagement) | 62 | 62 | 60 | 58 | 57 |
| ADVOCACY (Lobbying on behalf of the community) | 63 | 60 | 62 | 57 | 56 |
| CUSTOMER SERVICE | 75 | 72 | 76 | 71 | 72 |
| OVERALL COUNCIL DIRECTION | 56 | 55 | 57 | 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 |
|--|----------------|-----------------------|--------------------------------------|----------------------------|-----------------------------|----------------------------|
| OVERALL PERFORMANCE | 69 | 1 points higher | 9 points higher | 8 points higher | 65+ year olds | 18-34 year olds |
| COMMUNITY CONSULTATION (Community consultation and engagement) | 60 | 2 points lower | 2 points higher | 3 points higher | 65+ year olds | Wedderb urn |
| ADVOCACY (Lobbying on behalf of the community) | 62 | 2 points higher | 5 points higher | 6 points higher | 65+ year olds | 35-49 year olds |
| CUSTOMER SERVICE | 76 | 4 points higher | 5 points higher | 4 points higher | Women | 18-34 year olds |
| OVERALL COUNCIL DIRECTION | 57 | 2 points higher | 3 points higher | 4 points higher | 65+ year olds | 18-34 year olds |
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2014 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS



Community Satisfaction Survey 2014 - Loddon Shire Council

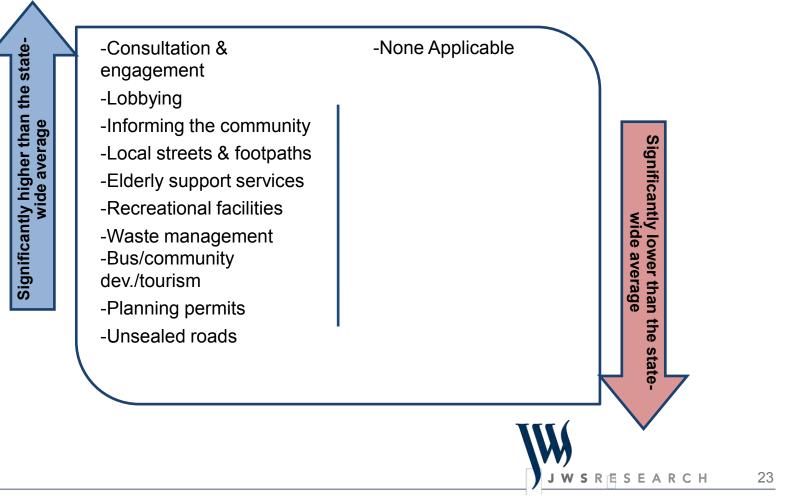
INDIVIDUAL SERVICE AREAS SUMMARY KEY RESULTS

| Highest results in 2014 | Recreational facilitiesWaste management | | | |
|---|---|--|--|--|
| Lowest results in 2014 | Unsealed roadsPlanning 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 | | | |
| | W | | | |

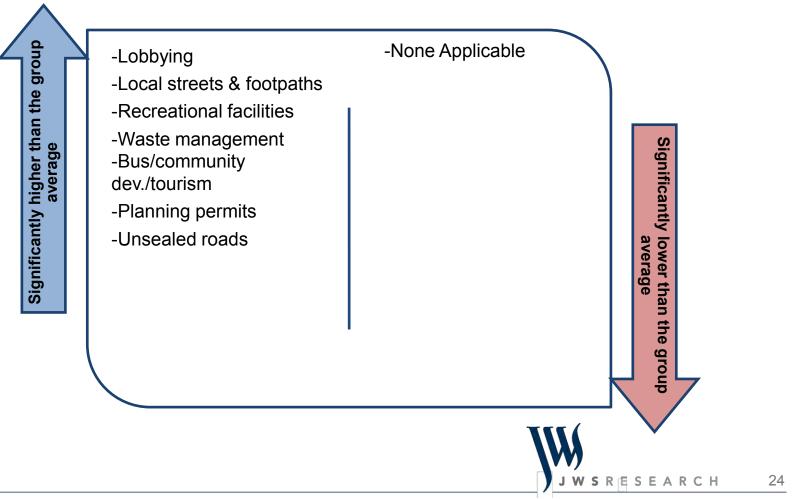
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INDIVIDUAL SERVICE AREAS SUMMARY COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



INDIVIDUAL SERVICE AREAS SUMMARY COUNCIL'S PERFORMANCE VS GROUP AVERAGE



2014 PERCENTAGE PERSONAL AND HOUSEHOLD USE AND EXPERIENCE OF COUNCIL SERVICES

| | 7 | | |
|--|----------------|-----------------------------|---------------------|
| Waste management | | 77 | 78 |
| Condition of local streets & footpaths | | 65 | 66 |
| Appearance of public areas | | 64 | 65 |
| Maintenance of unsealed roads | | 64 | 65 |
| Recreational facilities |] | 62 | 64 |
| Informing the community |] | 62 | 62 |
| Consultation & engagement | 3 | 30 32 | |
| Business & community development & tourism | 23 | 24 | |
| Emergency & disaster management | 21 | 22 | |
| Elderly support services | 15 | 20 | |
| Enforcement of local laws | 17 | 19 | Total household use |
| Planning permits | 15 | 17 | Personal use |
| Family support services | 14 | 16 | |
| Lobbying on behalf of the community | 13 | 15 | |
| | ₩ | | |
| Q4. In the last 12 months, have you or has any member of your in following services provided by Council? | household used | d or experienced any of the | |

following services provided by Council?

Base: All respondents.

Community Satisfaction Survey 2014 - Loddon Shire Council

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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. | | W | SEARCH |

Note: please see page 6 for explanation about significant differences

Community Satisfaction Survey 2014 - Loddon Shire Council

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2014 PERFORMANCE SUMMARY

| | 2014 | 2013 | 2012 |
|----------------------------|------|--------------|-------|
| Recreational facilities | 77 | 74 | 74 |
| Waste management | 76 | 75 | 72 |
| Elderly support services | 75 | 75 | 72 |
| Appearance of public areas | 74 | 73 | 73 |
| Emergency & disaster mngt | 72 | 71 | 70 |
| Family support services | 67 | 69 | 66 |
| Bus/community dev./tourism | 67 | 65 | 65 |
| Informing the community | 65 | 64 | 64 |
| Enforcement of local laws | 65 | 68 | 67 |
| Lobbying | 62 | 60 | 63 |
| Local streets & footpaths | 62 | 60 | 58 |
| Consultation & engagement | 60 | 62 | 62 |
| Planning permits | 58 | 57 | 58 |
| Unsealed roads | 51 | 54 | 52 |
| Base: All respondents. | | J W S R (E S | EARCH |

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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 |
|--|---|--|--|--|--|
| Emergency & disaster mngt Elderly support services Unsealed roads Waste management Informing the community | Waste management Community decisions Elderly support services Local streets & footpaths Emergency & disaster mngt | Elderly support services Emergency & disaster mngt Local streets & footpaths Waste management Unsealed roads | Emergency & disaster mngt Community decisions Waste management Elderly support services Sealed roads | Emergency & disaster mngt Community decisions Sealed roads Unsealed roads Elderly support services | Emergency & disaster mngt Community decisions Sealed roads Elderly support services Unsealed roads |



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 |
|---|---|---|--|--|--|
| Planning permits Enforcement of local laws Bus/communit y dev./tourism Recreational facilities Lobbying | Bus/communit y dev./tourism Community & cultural Slashing & weed control Business & community dev. Lobbying | Tourism development Community & cultural Bus/communit y dev./tourism Art centres & libraries Lobbying | Community & cultural Art centres & libraries Tourism development Lobbying Planning permits | Community & cultural Art centres & libraries Traffic management Parking facilities Tourism development | Community & cultural Art centres & libraries Parking facilities Traffic management Tourism development |



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 |
|--|--|--|---|---|--|
| Recreational facilities Waste management Elderly support services Appearance of public areas Emergency & disaster mngt | Art centres & libraries Waste management Recreational facilities Appearance of public areas Community & cultural | Art centres & libraries Waste management Emergency & disaster mngt Recreational facilities Family support services | Art centres & libraries Emergency & disaster mngt Appearance of public areas Waste management Recreational facilities | Appearance of public areas Art centres & libraries Elderly support services Waste management Community & cultural | Art centres & libraries Emergency & disaster mngt Appearance of public areas Waste management Elderly support services |



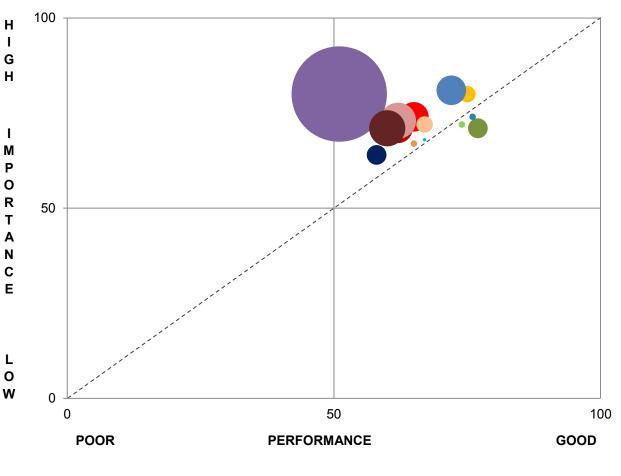
2014 PERFORMANCE SUMMARY By Council Group

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 |
|--|--|--|--|---|---|
| Unsealed roads Planning permits Consultation & engagement Local streets & footpaths Lobbying | Planning permits Population growth Tourism development Town planning policy Parking facilities | Unsealed roads Planning permits Town planning policy Lobbying Traffic management | Unsealed roads Parking facilities Sealed roads Planning permits Town planning policy | Unsealed roads Sealed roads Slashing & weed control Planning permits Town planning policy | Sealed roads Unsealed roads Slashing & weed control Population growth Local streets & footpaths |



Importance and Performance 2014 Index Scores Grid

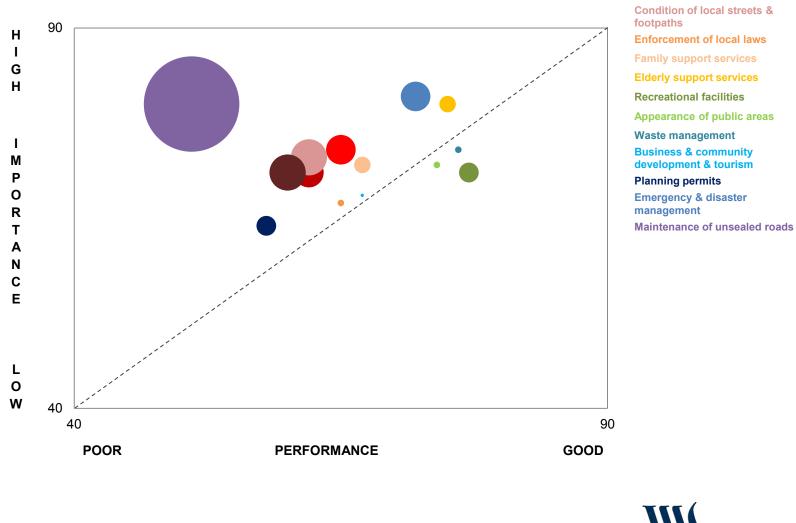


Note: The larger the circle, the larger the gap between Importance and Performance Base: All respondents

| 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 |



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 |

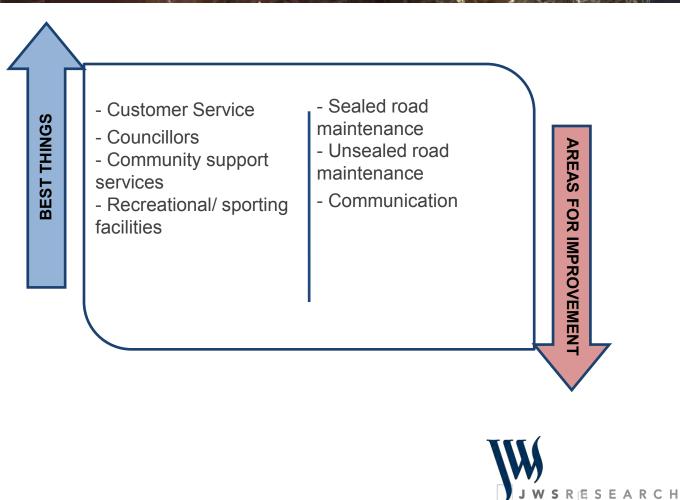
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Note: The larger the circle, the larger the gap between Importance and Performance Base: All respondents



POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY



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COMMUNICATIONS SUMMARY

Overall preferred forms of communication

Preferred forms of communication among over 50s

Preferred forms of communication among under 50s

- Newsletter sent via mail (57)
- Newsletter sent via mail (61)
- Newsletter sent via mail (51)



DETAILED FINDINGS

KEY CORE MEASURE OVERALL PERFORMANCE

OVERALL PERFORMANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|------------------------|----|----------|------|------|
| 65+ | | 75♠ | 66 | 72 |
| Women | | 71 | 70 | 68 |
| Boort / Terricks | | 70 | n/a | n/a |
| Loddon | | 69 | 68 | 67 |
| Inglewood / Tarnagulla | | 68 | n/a | n/a |
| Wedderburn | | 67 | n/a | n/a |
| Men | | 67 | 66 | 65 |
| 50-64 | | 67 | 68 | 61 |
| 18-34 | | 65 | 68 | 64 |
| 35-49 | | 65 | 69 | 68 |
| State-wide | 6′ | 1₩ | 60 | 60 |
| Small Rural Shires | 60 | V | 59 | 59 |

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

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Note: please see page 6 for explanation about significant differences

OVERALL PERFORMANCE DETAILED PERCENTAGES

| 2014 Lod | don 2 | 3 | 39 | | 31 | | 4 <mark>3</mark> 1 |
|--|------------------|-----------------------|-------------------------|--------|----------|-----------|--------------------|
| 2013 Lod | don 20 | | 41 | | 29 | | 8 <mark>1</mark> 1 |
| 2012 Lod | don 16 | | 46 | | 28 | | 7 2 |
| State-w | vide 11 | | 40 | | 35 | 9 | 4 1 |
| Small Rural Sh | ires 12 | | 38 | | 34 | 10 | 5 1 |
| Boort / Terri | cks 2 | 4 | 38 | | 31 | | 4 <mark>1</mark> 1 |
| Wedderb | ourn 📃 🗧 | 25 | 32 | | 30 | 8 | 4 1 |
| Inglewood / Tarnag | ulla 19 | | 42 | | 30 | | 3 3 1 |
| r | Men 20 | | 38 | | 34 | | 4 3 1 |
| Wor | nen | 25 | 39 | | 27 | | 4 2 2 |
| 18 | 3-34 22 | | 32 | | 35 | 7 | 7 4 |
| 35 | 5-49 12 | | 44 | | 37 | | 3 3 2 |
| 50 |)-64 19 | | 42 | | 29 | | 6 <mark>3</mark> 1 |
| | 65+ | 33 | | 35 | 26 | | 2 <mark>1</mark> 2 |
| | % | | | | | | |
| Very Good | Good | Average | Poor | Very F | oor | Can't say | / |
| Q3. ON BALANCE, for the last two Council, not just on one or two iss good, average, poor or very poor? Base: All respondents Councils a | ues, BUT OVERALL | across all responsibi | lity areas? Has it been | | JWSRESE/ | ARCH | Z |

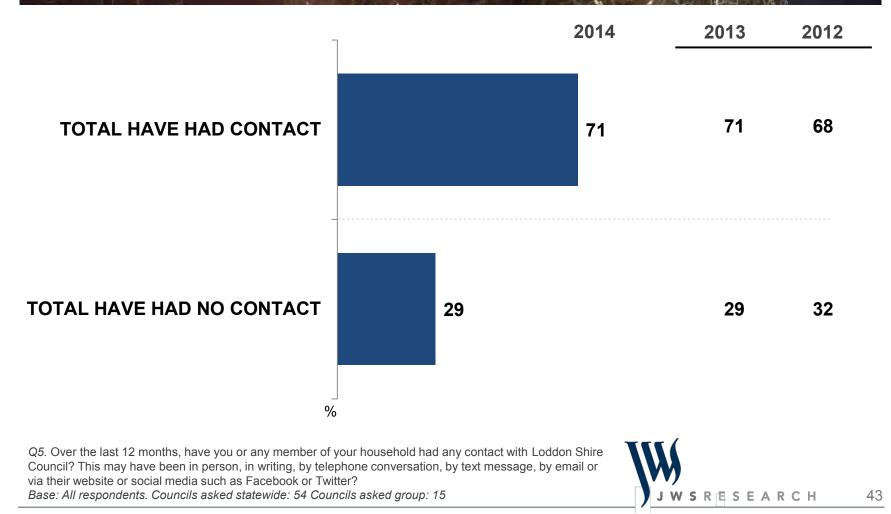
KEY CORE MEASURE CUSTOMER SERVICE

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



Note: please see page 6 for explanation about significant differences

2014 CONTACT CUSTOMER SERVICE INDEX SCORES

| | | | 2014 | 2013 | 2012 |
|------------------------|----|----|------|------|------|
| Women | | | 78 | 75 | 76 |
| 35-49 | | | 78 | 70 | 75 |
| 65+ | | | 78 | 74 | 78 |
| Boort / Terricks | | | 77 | n/a | n/a |
| 50-64 | | | 77 | 73 | 74 |
| Loddon | | 7 | 6 | 72 | 75 |
| Inglewood / Tarnagulla | | 75 | | n/a | n/a |
| Wedderburn | | 74 | | n/a | n/a |
| Men | | 73 | | 69 | 73 |
| State-wide | 72 | ļ | | 71 | 71 |
| Small Rural Shires | 71 | | | 70 | 70 |
| 18-34 | 67 | | | 69 | 67 |
| → | | | | | |

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

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Note: please see page 6 for explanation about significant differences

2014 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

| 2014 Loddon | 39 | | 36 | 13 | 5 5 2 |
|------------------------|--------------------|---------|------------------|-------------|----------------------|
| 2013 Loddon | 36 | | 33 | 16 | 7 6 2 |
| 2012 Loddon | 37 | | 38 | 15 | 7 4 |
| State-wide | 32 | | 38 | 16 | 7 5 1 |
| Small Rural Shires | 33 | | 36 | 17 | 8 <mark>5</mark> 1 |
| Boort / Terricks | 39 | | 35 | 14 | 6 <mark>2</mark> 5 |
| Wedderburn | 48 | | 31 | 6 2 | 2 14 |
| Inglewood / Tarnagulla | 37 | | 40 | 14 | 4 <mark>5</mark> 1 |
| Men | 33 | | 39 | 12 | 5 6 4 |
| Women | 46 | | 32 | 1: | 3 4 <mark>4</mark> 1 |
| 18-34 | 34 | 17 | 21 | 8 8 | 12 |
| 35-49 | 40 | | 46 | | 5 5 5 |
| 50-64 | 39 | | 42 | | 11 1 6 1 |
| 65+ | 43 | | 35 | 1 | <mark>4 6 2</mark> |
| % | ■ Very good ■ Good | Average | ■Poor ■Very poor | ■ Can't say | 1 |

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



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

| | 2014 | 2013 | 2012 |
|--|---|------|------|
| 65+ | 65↑ | 58 | 63 |
| Women | 61 | 57 | 59 |
| nglewood / Tarnagulla | 59 | n/a | n/a |
| Loddon | 57 | 55 | 56 |
| Boort / Terricks | 56 | n/a | n/a |
| Wedderburn | 56 | n/a | n/a |
| Small Rural Shires | 54♥ | 52 | 50 |
| Men | 54 | 54 | 53 |
| 35-49 | 54 | 54 | 61 |
| 50-64 | 54 | 55 | 50 |
| State-wide | 534 | 53 | 52 |
| 18-34 | 52 | 52 | 49 |
| Q6. Over the last 12 months, what is your view of the performance? | direction of Loddon Shire Council's overall | W | |

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

J W S R E S E A R C H Community Satisfaction Survey 2014 - Loddon Shire Council

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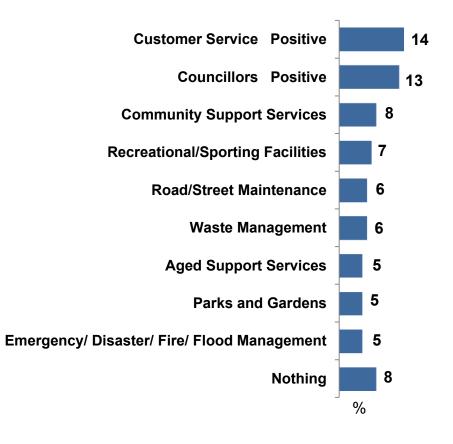
Note: please see page 6 for explanation about significant differences

2014 OVERALL COUNCIL DIRECTION LAST 12 MONTHS DETAILED PERCENTAGES

| 2014 Loddon | 22 | | 64 | | 9 | 6 |
|--|-------|---------------------|-----------------|-------------|----|----|
| 2013 Loddon | 23 | | 60 | | 13 | 3 |
| 2012 Loddon | 21 | | 64 | | 10 | 4 |
| State-wide | 20 | | 63 | | 13 | 5 |
| Small Rural Shires | 21 | | 61 | | 14 | 4 |
| Boort / Terricks | 20 | | 67 | | 8 | 5 |
| Wedderburn | 20 | | 64 | | 9 | 7 |
| Inglewood / Tarnagulla | 25 | | 59 | | 9 | 6 |
| Men | 19 | | 64 | | 12 | 5 |
| Women | 25 | | 63 | | 5 | 6 |
| 18-34 | 15 | | 75 | | 1 | 0 |
| 35-49 | 16 | | 68 | 1 | 8 | 9 |
| 50-64 | 19 | | 66 | | 11 | 4 |
| 65+ | 32 | | 53 | | 6 | 9 |
| | % Imp | roved Stayed the sa | me Deteriorated | ■ Can't say | | |
| Q6. Over the last 12 months, what is your performance? Base: All respondents. Councils asked sta | | | | SRESEAR | СН | 49 |

POSITIVES AND AREAS FOR IMPROVEMENT

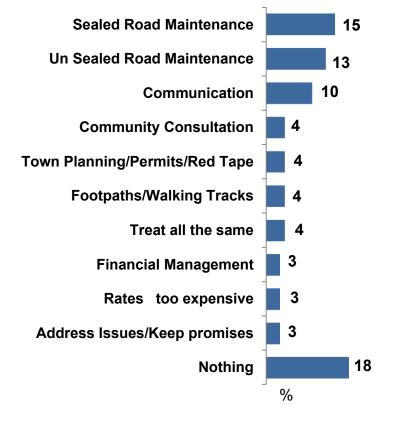
2014 BEST THINGS ABOUT COUNCIL Detailed Percentages (top issues or services)



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)



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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

COMMUNICATIONS

2014 BEST FORMS OF COMMUNICATION

| _ | | 2014 | 2013 | 2012 |
|--|-------------------------------|----------------|---------|---------------|
| A council newsletter sent via mail | | 57 | 54 | 62 |
| A council newsletter sent via email | 13 | | 12 | 10 |
| Advertising in a local newspaper | 12 | | 11 | 12 |
| A council newsletter as an insert in a local newspaper | 12 | | 16 | 9 |
| A text message | 3 | | 3 | 2 |
| The council website | 1 | | * | n/a |
| Other | 2 | | 3 | 3 |
| Can't say | 1 | | 1 | 1 |
| - | % | | | |
| Q13. If Loddon Shire Council was going to get in touch with information and upcoming events, which ONE of the followin Base: All respondents. Councils asked statewide: 28 Counc | ng is the BEST way to communi | cate with you? | WSRESEA | RCH 54 |

Note: please see page 6 for explanation about significant differences

2014 BEST FORMS OF COMMUNICATION – UNDER 50s

| | - | 2014 | 2013 | 2012 |
|---|-------------------------------------|-----------|--------|-----------------|
| A council newsletter sent via mail | | 51 | 52 | 63 |
| A council newsletter sent via email | 20 | | 15 | 11 |
| Advertising in a local newspaper | 9 | | 8 | 9 |
| A council newsletter as an insert in a local newspaper | 12 | | 14 | 11 |
| A text message | 5 | | 7 | 3 |
| The council website | 1 | | 1 | n/a |
| Other | 2 | | 2 | 2 |
| Can't say | 0 | | n/a | n/a |
| | % | | | |
| Q13. If Loddon Shire Council was going to get in touch with information and upcoming events, which ONE of the follow. Base: All respondents aged under 50. Councils asked state | ving is the BEST way to communicate | with you? | SRESEA | R C H 55 |

Note: please see page 6 for explanation about significant differences

2014 BEST FORMS OF COMMUNICATION - OVER 50s

| | . | 2014 | 2013 | 2012 |
|---|------------------------|---------------------|----------|------|
| A council newsletter sent via mail | | 61 | 55 | 61 |
| A council newsletter sent via email | 8 | | 10 | 10 |
| Advertising in a local newspaper | 13 | | 12 | 15 |
| A council newsletter as an insert in a local newspaper | 12 | | 17 | 8 |
| A text message | 2 | | 1 | 1 |
| The council website | 1 | | n/a | n/a |
| Other | 2 | | 4 | 3 |
| Can't say | 1 | | 1 | 1 |
| - | % | | . | |
| 3. If Loddon Shire Council was going to get in touch with | you to inform you abou | ut Council news and | | |

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



Note: please see page 6 for explanation about significant differences

INDIVIDUAL SERVICE AREAS

2014 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES

| | | | 2014 | 1 | 2013 | 2012 |
|------------------------|-----|----|------|---------|------|------|
| Wedderburn | | | | - 78 | n/a | n/a |
| Small Rural Shires | | | 75 | | 74 | 75 |
| State-wide | | | 74 | | 73 | 73 |
| Women | | | 74 | | 76 | 76 |
| Personal user | | | 74 | | 77 | 77 |
| Household user | | | 74 | | 78 | 77 |
| 50-64 | | | 73 | | 76 | 73 |
| 65+ | | | 73 | | 75 | 74 |
| Loddon | | 71 | | | 74 | 73 |
| Inglewood / Tarnagulla | | 71 | | | n/a | n/a |
| 35-49 | 7 | 0 | | | 76 | 73 |
| Boort / Terricks | 69 | | | | n/a | n/a |
| Men | 69 | | | | 72 | 71 |
| 18-34 | 654 | | | | 67 | 74 |
| | | | | | / | |

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



Note: please see page 6 for explanation about significant differences

2014 COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 21 | 46 | 27 | 312 |
|------------------------|-------------|---------------------------------|----------------------|--------------------|
| | | | | |
| 2013 Loddon | 26 | 47 | 23 | 2 <mark>1</mark> 1 |
| 2012 Loddon | 26 | 47 | 22 | 2 21 |
| State-wide | 28 | 41 | 25 | 4 <mark>1</mark> 1 |
| Small Rural Shires | 31 | 42 | 23 | 3 <mark>1</mark> 1 |
| Boort / Terricks | 17 | 48 | 30 | 3 <mark>1</mark> 1 |
| Wedderburn | 34 | 46 | 17 | 22 |
| Inglewood / Tarnagulla | 21 | 44 | 29 | 32 |
| Men | 15 | 51 | 29 | 4 1 |
| Women | 28 | 41 | 26 | 23 |
| 18-34 | 18 | 32 | 43 | 7 |
| 35-49 | 15 | 52 | 28 | 3 1 |
| 50-64 | 27 | 41 | 25 | 3 12 |
| 65+ | 20 | 53 | 22 | 1 <mark>1</mark> 3 |
| Personal user | 25 | 49 | 22 | 4 |
| Household user | 25 | 48 | 23 | 3 |
| % | • | | | |
| Extremely important | y important | important ■Not that important ■ | Not at all important | Can't say |
| | - | T | | - |
| | | | | |

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

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2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|------------------------|-----|------|------|------|
| 65+ | | 65↑ | 59 | 65 |
| Personal user | 64 | 4 | 65 | 63 |
| Household user | 64 | 4 | 66 | 62 |
| Inglewood / Tarnagulla | 62 | | n/a | n/a |
| Women | 62 | | 65 | 63 |
| Loddon | 60 | | 62 | 62 |
| Boort / Terricks | 60 | | n/a | n/a |
| Men | 59 | | 60 | 60 |
| 18-34 | 59 | | 65 | 61 |
| Small Rural Shires | 58 | | 58 | 57 |
| 50-64 | 58 | | 62 | 58 |
| State-wide | 574 | | 57 | 57 |
| 35-49 | 57 | | 66 | 62 |
| Wedderburn | 56 | | n/a | n/a |

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



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Note: please see page 6 for explanation about significant differences

2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 10 | 33 | 32 | | 9 | 4 | 12 |
|------------------------|--------|---------------|--------------------------|-------|----------|----------|-------|
| 2013 Loddon | 13 | 37 | 28 | | 11 | 1 | 4 7 |
| 2012 Loddon | 14 | 35 | 28 | | 11 | | 5 7 |
| State-wide | 8 | 32 | 32 | | 13 | 5 | 9 |
| Small Rural Shires | 10 | 33 | 30 | | 12 | 6 | 9 |
| Boort / Terricks | 9 | 33 | 36 | | 7 | 3 | 10 |
| Wedderburn | 14 | 26 | 24 | 13 | 9 | | 14 |
| Inglewood / Tarnagulla | 9 | 36 | 30 | | 9 | 2 | 13 |
| Men | 9 | 30 | 37 | | 9 | 4 | 11 |
| Women | 11 | 37 | 27 | | 8 | 4 | 13 |
| 18-34 | 11 | 36 | 35 | | | 7 | 7 3 |
| 35-49 | 4 | 31 | 40 | | 9 | 3 | 13 |
| 50-64 | 7 | 35 | 28 | 11 | 1 4 | | 15 |
| 65+ | 17 | 31 | 29 | | 7 | 2 | 13 |
| Personal user | 19 | 35 | | 35 | | | 5 5 1 |
| Household user | 18 | 33 | | 37 | | | 4 5 2 |
| % | ■ Very | good Good Ave | rage Poor Very p | oor C | Can't sa | y | |

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



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2014 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE INDEX SCORES

| | 2014 | 2013 | 2012 |
|------------------------|------|------|------|
| Wedderburn | 76 | n/a | n/a |
| Household user | 76 | 74 | 79 |
| Personal user | 75 | 73 | 80 |
| Women | 74 | 74 | 77 |
| Small Rural Shires | 72 | 71 | 73 |
| 50-64 | 72 | 72 | 75 |
| 65+ | 72 | 70 | 74 |
| Loddon | 71 | 71 | 75 |
| Boort / Terricks | 71 | n/a | n/a |
| 18-34 | 71 | 63 | 78 |
| State-wide | 70 | 70 | 70 |
| 35-49 | 70 | 78 | 73 |
| Inglewood / Tarnagulla | 69 | n/a | n/a |
| Men | 69 | 69 | 73 |

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



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Note: please see page 6 for explanation about significant differences

2014 LOBBYING ON BEHALF OF THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 23 | 41 | 27 | 5 1 3 |
|--|--------------------------------|-----------------------------------|----------------------|--------------------|
| 2013 Loddon | 22 | 44 | 27 | 313 |
| 2012 Loddon | 29 | 45 | 20 | 4 <mark>1</mark> 1 |
| State-wide | 23 | 40 | 27 | 6 12 |
| Small Rural Shires | 24 | 44 | 24 | 5 12 |
| Boort / Terricks | 23 | 44 | 25 | 4 1 3 |
| Wedderburn | 32 | 42 | 21 | 32 |
| Inglewood / Tarnagulla | 21 | 38 | 31 | 5 5 |
| Men | 19 | 43 | 27 | 6 1 4 |
| Women | 28 | 40 | 26 | 33 |
| 18-34 | 32 | 25 | 32 | 7 3 |
| 35-49 | 18 | 43 | 30 | 4 5 |
| 50-64 | 24 | 45 | 24 | 4 <mark>1</mark> 1 |
| 65+ | 22 | 44 | 25 | 4 1 5 |
| Personal user | 28 | 47 | 24 | 1 |
| Household user | 29 | 48 | 22 | 1 |
| % | | | | |
| Extremely important Very | v important | portant Not that important | Not at all important | Can't say |
| | | | | |
| 01 Firstly, how important should 'l show | na an Babalf of the Community' | he ee e veeneneibilitu fev Ledden | | |

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

Community Satisfaction Survey 2014 - Loddon Shire Council

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2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES

| | 2014 | 2013 | 2012 |
|------------------------|------------|------|------|
| 65+ | 68↑ | 60 | 68 |
| 18-34 | 65 | 59 | 62 |
| Boort / Terricks | 64 | n/a | n/a |
| Women | 64 | 63 | 64 |
| Loddon | 62 | 60 | 63 |
| Inglewood / Tarnagulla | 61 | n/a | n/a |
| 50-64 | 61 | 57 | 59 |
| Personal user | 61 | 60 | 65 |
| Men | 60 | 57 | 63 |
| Household user | 60 | 61 | 64 |
| Wedderburn | 59 | n/a | n/a |
| Small Rural Shires | 57↓ | 56 | 56 |
| State-wide | 56♥ | 55 | 55 |
| 35-49 | 55♥ | 63 | 62 |

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



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Note: please see page 6 for explanation about significant differences

2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 11 | 30 | | 26 | 8 3 | 22 |
|------------------------|-------|-------------------|---------|-----------|------------------|--------|
| 2013 Loddon | 10 | 34 | | 27 | 8 | 6 16 |
| 2012 Loddon | 12 | 37 | | 27 | 7 | 4 14 |
| State-wide | 6 | 27 | 3 | 32 | 11 4 | 19 |
| Small Rural Shires | 8 | 28 | | 31 | 11 4 | 18 |
| Boort / Terricks | 14 | 29 | | 28 | 7 2 | 21 |
| Wedderburn | 12 | 34 | | 19 | 7 11 | 18 |
| Inglewood / Tarnagulla | 8 | 30 | | 27 | 9 1 | 25 |
| Men | 9 | 30 | | 29 | 9 3 | 21 |
| Women | 14 | 30 | | 23 | 6 4 | 23 |
| 18-34 | 15 | | 43 | | 18 1 | 1 4 10 |
| 35-49 | 4 | 24 | 33 | | 6 6 | 26 |
| 50-64 | 9 | 26 | | 31 | 10 1 | 23 |
| 65+ | 16 | 32 | | 21 | 5 3 | 24 |
| Personal user | 11 | 46 | 6 | | 25 | 8 8 2 |
| Household user | 10 | 44 | | | 27 | 11 7 2 |
| % | ■ Vei | ry good ■Good ■ | Average | Poor Very | v poor ■ Can't | say |

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



2014 INFORMING THE COMMUNITY IMPORTANCE INDEX SCORES

| 79∱ | 81 | 79 |
|-------------|---|--|
| 78 | n/a | n/a |
| 76 | 77 | 76 |
| 75 | 75 | 75 |
| 75 | 77 | 76 |
| 75 | 77 | 77 |
| 75 | 77 | 76 |
| 74 | 77 | 75 |
| 74 | n/a | n/a |
| 74 | 77 | 74 |
| 73 | 77 | 75 |
| 72 | n/a | n/a |
| 72 | 78 | 75 |
| 69 ♥ | 73 | 71 |
| | 78 76 75 75 75 75 75 75 74 74 74 74 73 72 | $\begin{array}{c c c c c c c c c c c c c c c c c c c $ |

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

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Note: please see page 6 for explanation about significant differences

2014 INFORMING THE COMMUNITY IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 26 | 46 | 23 | 4 1 |
|--|-------------------------------|---------------------------------------|---------------------------|--------------------|
| 2013 Loddon | 30 | 50 | 18 | 11 |
| 2012 Loddon | 30 | 45 | 22 | 3 1 |
| State-wide | 30 | 43 | 22 | 3 1 |
| Small Rural Shires | 32 | 43 | 21 | 3 1 |
| Boort / Terricks | 22 | 46 | 26 | 3 1 2 |
| Wedderburn | 32 | 49 | 16 | 2 |
| Inglewood / Tarnagulla | 28 | 46 | 21 | 5 |
| Men | 18 | 46 | 28 | 5 1 2 |
| Women | 35 | 46 | 17 | 2 |
| 18-34 | 25 | 50 | 21 | 3 |
| 35-49 | 28 | 36 | 30 | 52 |
| 50-64 | 28 | 47 | 20 | 3 <mark>1</mark> 1 |
| 65+ | 23 | 51 | 21 | 3 <mark>1</mark> 1 |
| Personal user | 26 | 50 | 21 | 21 |
| Household user | 25 | 50 | 22 | 21 |
| % | | | | |
| Extremely important Very | / important 🛛 = Fairly im | nportant Not that important Not | ot at all important 🛛 🖛 C | an't say |
| Q1. Firstly, how important should 'Informi | ng the Community' he as a res | nonsihility for Loddon Shire Council? | Ś | |
| Base: All respondents. Councils asked sta | | | WSRESEARCH | 67 |

2014 INFORMING THE COMMUNITY PERFORMANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|------------------------|-----|------|------|------|
| Personal user | | 701 | 68 | 67 |
| Household user | | 701 | 69 | 67 |
| 65+ | | 69 | 63 | 65 |
| Women | 67 | | 66 | 66 |
| Boort / Terricks | 66 | | n/a | n/a |
| Inglewood / Tarnagulla | 66 | | n/a | n/a |
| Loddon | 65 | | 64 | 64 |
| Small Rural Shires | 65 | | 61 | 61 |
| 18-34 | 65 | | 65 | 68 |
| Men | 64 | | 62 | 63 |
| 50-64 | 64 | | 63 | 59 |
| State-wide | 624 | | 61 | 60 |
| 35-49 | 62 | | 65 | 66 |
| Wedderburn | 61 | | n/a | n/a |

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



Note: please see page 6 for explanation about significant differences

2014 INFORMING THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 18 | 38 | 27 | 9 | 4 4 |
|------------------------|-------------|-------------------|------------------------|----|-------|
| 2013 Loddon | 18 | 37 | 29 | 9 | 52 |
| 2012 Loddon | 19 | 36 | 28 | 12 | 3 3 |
| State-wide | 13 | 40 | 30 | 11 | 4 3 |
| Small Rural Shires | 15 | 42 | 28 | 9 | 32 |
| Boort / Terricks | 18 | 39 | 26 | 7 | 4 5 |
| Wedderburn | 15 | 37 | 30 | 10 | 7 1 |
| Inglewood / Tarnagulla | 20 | 38 | 26 | 10 | 23 |
| Men | 13 | 42 | 30 | 10 | 23 |
| Women | 24 | 35 | 23 | 8 | 5 4 |
| 18-34 | 26 | 35 | 25 | 3 | 11 |
| 35-49 | 8 | 42 | 34 | 12 | 4 |
| 50-64 | 13 | 42 | 27 | 10 | 3 4 |
| 65+ | 27 | 34 | 22 | 9 | 3 4 |
| Personal user | 22 | 42 | 28 | | 4 2 2 |
| Household user | 22 | 42 | 28 | | 4 2 2 |
| % | ■ Very good | Good Average Poor | ■ Very poor ■ Can't sa | ıy | |

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



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

| | | 2014 | 2013 | 2012 |
|------------------------|-----|------|------|------|
| Women | | 78♠ | 79 | 77 |
| State-wide | | 77 | 78 | 77 |
| Wedderburn | | 77 | n/a | n/a |
| 18-34 | | 76 | 76 | 76 |
| Personal user | | 76 | 76 | 77 |
| Household user | | 76 | 76 | 78 |
| Small Rural Shires | 7 | 75 | 76 | 76 |
| Inglewood / Tarnagulla | 74 | | n/a | n/a |
| 65+ | 74 | | 77 | 75 |
| Loddon | 73 | | 76 | 75 |
| 50-64 | 73 | | 75 | 76 |
| Boort / Terricks | 71 | | n/a | n/a |
| 35-49 | 71 | | 75 | 73 |
| Men | 69♥ | | 73 | 73 |
| | | | | |

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



Note: please see page 6 for explanation about significant differences

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

| 2014 Loddon | 28 | 41 | 22 | 323 | |
|----------------------------|----------------------|-----------------------------------|-----------------|--------------------|--|
| 2013 Loddon | 29 | 44 | 18 | 3 5 | |
| 2012 Loddon | 29 | 44 | 20 | 223 | |
| State-wide | 33 | 44 | 18 | 3 <mark>1</mark> 1 | |
| Small Rural Shires | 31 | 41 | 21 | 313 | |
| Boort / Terricks | 26 | 40 | 24 | 3 3 3 | |
| Wedderburn | 34 | 37 | 23 | 2 5 | |
| Inglewood / Tarnagulla | 29 | 44 | 20 | 4 2 2 | |
| Men | 21 | 45 | 24 | 5 4 1 | |
| Women | 36 | 37 | 20 | 15 | |
| 18-34 | 39 | 25 | 29 | 3 3 | |
| 35-49 | 25 | 44 | 22 | 5 3 1 | |
| 50-64 | 28 | 41 | 23 | 3 2 2 | |
| 65+ | 25 | 48 | 19 | 225 | |
| Personal user | 31 | 46 | 18 | 4 <mark>1</mark> 1 | |
| Household user | 31 | 45 | 17 | 4 <mark>1</mark> 1 | |
| % | | | | | |
| Extremely important Very i | mportant Fairly impo | ortant INot that important INot a | t 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



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

| | | 2014 | 2013 | 2012 |
|------------------------|-----|------|------|------|
| Wedderburn | | 69 | n/a | n/a |
| Boort / Terricks | | 65 | n/a | n/a |
| 35-49 | | 64 | 64 | 61 |
| 65+ | | 64 | 59 | 61 |
| Loddon | | 62 | 60 | 58 |
| Men | | 62 | 62 | 58 |
| Personal user | | 62 | 61 | 59 |
| Household user | | 62 | 61 | 59 |
| Women | | 61 | 59 | 57 |
| 50-64 | | 61 | 61 | 55 |
| State-wide | 5 | 8♥ | 58 | 57 |
| Small Rural Shires | 5 | 8♥ | 56 | 56 |
| Inglewood / Tarnagulla | 54♥ | | n/a | n/a |
| 18-34 | 54 | | 57 | 52 |
| | | | | |

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 JWSRESEARCH 72

Note: please see page 6 for explanation about significant differences

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

| 2014 Loddon | 18 | 31 | 25 | 10 | 7 8 |
|------------------------|------------|--------------|------------------|---------------|------|
| 2013 Loddon | 16 | 33 | 29 | 14 | 5 4 |
| 2012 Loddon | 12 | 34 | 29 | 13 | 7 4 |
| State-wide | 13 | 34 | 28 | 15 | 7 2 |
| Small Rural Shires | 12 | 35 | 27 | 14 | 7 5 |
| Boort / Terricks | 20 | 33 | 24 | 9 | 4 9 |
| Wedderburn | 30 | 30 | 2 | 22 5 | 7 6 |
| Inglewood / Tarnagulla | 10 | 30 | 26 | 13 12 | 9 |
| Men | 19 | 33 | 24 | 10 | 7 8 |
| Women | 17 | 30 | 26 | 10 | 8 9 |
| 18-34 | 15 | 25 | 29 | 18 | 11 4 |
| 35-49 | 12 | 43 | 25 | 4 | 6 10 |
| 50-64 | 16 | 34 | 25 | 10 | 7 8 |
| 65+ | 26 | 24 | 23 | 11 | 10 |
| Personal user | 20 | 32 | 25 | 9 | 94 |
| Household user | 20 | 32 | 24 | 10 | 94 |
| % | ■Very good | Good Average | ■Poor ■Very poor | ⊂ ■ Can't say | |

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



2014 ENFORCEMENT OF LOCAL LAWS IMPORTANCE INDEX SCORES

| | 2014 | 2013 | 2012 |
|------------------------|------|------|------|
| Women | 74↑ | 75 | 75 |
| Personal user | 72 | 81 | 71 |
| Household user | 72 | 81 | 72 |
| Wedderburn | 71 | n/a | n/a |
| State-wide | 70∱ | 71 | 70 |
| Inglewood / Tarnagulla | 70 | n/a | n/a |
| 65+ | 70 | 71 | 71 |
| Small Rural Shires | 68 | 68 | 68 |
| Loddon | 67 | 70 | 70 |
| 18-34 | 66 | 72 | 73 |
| 50-64 | 66 | 70 | 69 |
| Boort / Terricks | 63 | n/a | n/a |
| 35-49 | 63 | 67 | 65 |
| Men | 614 | 65 | 65 |

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



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Note: please see page 6 for explanation about significant differences

2014 ENFORCEMENT OF LOCAL LAWS IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 20 | 39 | 30 | 7 3 2 |
|---|-------------|---------------------------|--------------------------|--------------------|
| 2013 Loddon | 23 | 41 | 25 | 8 12 |
| 2012 Loddon | 24 | 39 | 29 | 7 11 |
| State-wide | 24 | 40 | 28 | 6 <mark>1</mark> 1 |
| Small Rural Shires | 22 | 36 | 31 | 7 21 |
| Boort / Terricks | 12 | 42 | 32 | 10 3 2 |
| Wedderburn | 25 | 41 | 27 | 7 |
| Inglewood / Tarnagulla | 28 | 34 | 28 | 4 4 2 |
| Men | 12 | 36 | 35 | 11 4 3 |
| Women | 29 | 42 | 23 | 3 21 |
| 18-34 | 18 | 43 | 28 | 7 3 |
| 35-49 | 20 | 31 | 34 | 8 6 2 |
| 50-64 | 21 | 37 | 32 | 7 31 |
| 65+ | 21 | 44 | 25 | 7 3 |
| Personal user | 33 | 37 | 20 | 5 5 1 |
| Household user | 31 | 37 | 21 | 5 4 1 |
| % | | | | |
| Extremely important Very | / important | ly important Iv important | rtant Not at all importa | nt ■ Can't say |
| Q1. Firstly, how important should 'Enforce Base: All respondents. Councils asked sta | | | ncil? | ксн 75 |

2014 ENFORCEMENT OF LOCAL LAWS PERFORMANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|---------------------------------------|----|------|------|------|
| Women | | 68 | 70 | 68 |
| 35-49 | | 68 | 68 | 70 |
| Small Rural Shires | | 67 | 65 | 65 |
| 65+ | | 67 | 66 | 68 |
| State-wide | | 6 | 65 | 65 |
| nglewood / Tarnagulla | | 6 | n/a | n/a |
| Loddon | 65 | | 68 | 67 |
| Wedderburn | 65 | | n/a | n/a |
| Boort / Terricks | 64 | | n/a | n/a |
| 50-64 | 64 | | 67 | 64 |
| Men | 62 | | 66 | 66 |
| Personal user | 61 | | 67 | 64 |
| Household user | 61 | | 67 | 64 |
| 18-34 | 60 | | 71 | 64 |
| ـــــــــــــــــــــــــــــــــــــ | | | | |

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

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Note: please see page 6 for explanation about significant differences

2014 ENFORCEMENT OF LOCAL LAWS PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 15 | 34 | 25 | 6 4 | 17 |
|------------------------|----------|------------------|------------------|-------------|------|
| 2013 Loddon | 15 | 40 | 23 | 5 2 | 16 |
| 2012 Loddon | 14 | 40 | 24 | 5 3 | 3 13 |
| State-wide | 14 | 41 | 25 | 7 | 3 11 |
| Small Rural Shires | 15 | 43 | 22 | 6 | 3 11 |
| Boort / Terricks | 14 | 36 | 26 | 4 5 | 15 |
| Wedderburn | 14 | 39 | 24 | 7 3 | 14 |
| Inglewood / Tarnagulla | 16 | 30 | 25 | 8 1 | 20 |
| Men | 11 | 34 | 28 | 6 5 | 16 |
| Women | 18 | 35 | 23 | 5 3 | 17 |
| 18-34 | 15 | 35 | 29 | 11 | 7 4 |
| 35-49 | 9 | 46 | 20 | 3 2 | 21 |
| 50-64 | 16 | 31 | 29 | 5 4 | 15 |
| 65+ | 18 | 29 | 24 | 5 3 | 21 |
| Personal user | 18 | 29 | 33 | 10 | 7 4 |
| Household user | 19 | 28 | 34 | 9 | 7 4 |
| % | ■Very go | ood Good Average | ■Poor ■Very poor | ■ Can't say | |

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



2014 FAMILY SUPPORT SERVICES IMPORTANCE INDEX SCORES

| | 201 | 14 | 2013 | 2012 |
|------------------------|-----|-----|------|------|
| Personal user | | | 81 | 82 |
| Household user | | 79♠ | 80 | 83 |
| Women | | 78 | 77 | 79 |
| 18-34 | 74 | | 77 | 79 |
| Boort / Terricks | 73 | | n/a | n/a |
| Wedderburn | 73 | | n/a | n/a |
| 35-49 | 73 | | 71 | 75 |
| 65+ | 73 | | 74 | 74 |
| Loddon | 72 | | 73 | 75 |
| State-wide | 72 | | 73 | 73 |
| Small Rural Shires | 72 | | 72 | 74 |
| Inglewood / Tarnagulla | 70 | | n/a | n/a |
| 50-64 | 69 | | 69 | 73 |
| Men | 67♥ | | 68 | 71 |
| | | | | |

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

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Note: please see page 6 for explanation about significant differences

2014 FAMILY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 25 | 43 | 25 | 3 2 3 |
|--|-----------------------|------------------------------|----------------------|----------------------|
| 2013 Loddon | 26 | 45 | 20 | 5 2 2 |
| 2012 Loddon | 28 | 47 | 18 | 4 1 3 |
| State-wide | 26 | 42 | 24 | 4 12 |
| Small Rural Shires | 24 | 44 | 23 | 5 1 3 |
| Boort / Terricks | 26 | 42 | 25 | 314 |
| Wedderburn | 20 | 54 | 23 | 12 |
| Inglewood / Tarnagulla | 25 | 40 | 25 | 5 3 1 |
| Men | 17 | 40 | 33 | 5 2 3 |
| Women | 33 | 47 | | <mark>16 11</mark> 2 |
| 18-34 | 33 | 39 | 25 | 3 |
| 35-49 | 26 | 41 | 27 | 3 3 |
| 50-64 | 23 | 39 | 27 | 5 3 3 |
| 65+ | 21 | 51 | 21 | 3 1 3 |
| Personal user | 36 | 45 | | 19 |
| Household user | 34 | 48 | | 18 |
| % | | | | |
| Extremely important Very | / important Fairly in | mportant Not that important | Not at all important | ■ Can't say |
| Q1. Firstly, how important should 'Family Base: All respondents. Councils asked sta | | | | сн 79 |

2014 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES

| | 2014 | 2013 | 2012 |
|-----------------------|----------|------|------|
| 65+ | - 75∱ | 70 | 70 |
| Wedderburn | 72 | n/a | n/a |
| Personal user | 71 | 70 | 76 |
| Household user | 71 | 73 | 76 |
| nglewood / Tarnagulla | 70 | n/a | n/a |
| Women | 70 | 69 | 64 |
| Small Rural Shires | 69 | 67 | 67 |
| 50-64 | 69 | 68 | 65 |
| State-wide | 68 | 67 | 67 |
| Loddon | 67 | 69 | 66 |
| Men | 65 | 68 | 68 |
| Boort / Terricks | 64 | n/a | n/a |
| 18-34 | 62 | 68 | 62 |
| 35-49 | 61 | 68 | 67 |

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

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Note: please see page 6 for explanation about significant differences

2014 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 16 | 26 | 20 | 4 3 | 30 |
|------------------------|-------------|------------|-------------|------------------|----------|
| 2013 Loddon | 16 | 33 | 2 | 2 4 2 | 23 |
| 2012 Loddon | 15 | 30 | 21 | 7 3 | 25 |
| State-wide | 12 | 33 | 20 | 4 1 | 29 |
| Small Rural Shires | 14 | 33 | 19 | 5 1 | 29 |
| Boort / Terricks | 14 | 28 | 22 | 5 4 | 26 |
| Wedderburn | 28 | 22 | 14 | 4 5 | 27 |
| Inglewood / Tarnagulla | 15 | 24 | 20 | 3 | 37 |
| Men | 10 | 30 | 22 | 6 2 | 30 |
| Women | 23 | 21 | 18 | 2 4 | 31 |
| 18-34 | 15 | 31 | | 32 | 3 7 11 |
| 35-49 | 14 | 23 | 25 | 6 6 | 27 |
| 50-64 | 14 | 28 | 19 | <mark>5 1</mark> | 34 |
| 65+ | 22 | 24 | 12 2 | 1 | 39 |
| Personal user | 29 | | 35 | 20 | 5 4 7 |
| Household user | 28 | | 34 | 22 | 7 3 6 |
| % | ■ Very good | Good Avera | ge ■Poor ■\ | /ery poor ■ Ca | an't say |

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



2014 ELDERLY SUPPORT SERVICES IMPORTANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|-----------------------|-----|------|------|------|
| Women | | 85↑ | 83 | 85 |
| Wedderburn | 83 | | n/a | n/a |
| Personal user | 83 | | 83 | 83 |
| Household user | 83 | | 83 | 84 |
| 50-64 | 82 | | 81 | 80 |
| nglewood / Tarnagulla | 81 | | n/a | n/a |
| Loddon | 80 | | 80 | 81 |
| Small Rural Shires | 80 | | 79 | 80 |
| 35-49 | 80 | | 80 | 82 |
| 65+ | 80 | | 77 | 81 |
| State-wide | 79 | | 79 | 80 |
| Boort / Terricks | 79 | | n/a | n/a |
| 18-34 | 79 | | 81 | 81 |
| Men | 764 | | 76 | 77 |

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

ficant differences Community Satisfaction Surve

Community Satisfaction Survey 2014 - Loddon Shire Council

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Note: please see page 6 for explanation about significant differences

2014 ELDERLY SUPPORT SERVICES IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 36 | 48 | 11 | 22 |
|---|--|--------------------------------------|--------|--------------------|
| 2013 Loddon | 37 | 47 | 12 | 1 <mark>1</mark> 1 |
| 2012 Loddon | 38 | 47 | 11 | 1 <mark>1</mark> 1 |
| State-wide | 35 | 46 | 16 | 21 |
| Small Rural Shires | 38 | 44 | 14 | 22 |
| Boort / Terricks | 30 | 57 | 11 | 11 |
| Wedderburn | 43 | 43 | 11 | 2 |
| Inglewood / Tarnagulla | 41 | 40 | 11 4 | 4 4 |
| Men | 26 | 53 | 16 | 2 4 |
| Women | 47 | 44 | | 7 11 |
| 18-34 | 30 | 53 | 14 | 3 |
| 35-49 | 39 | 45 | 12 | 32 |
| 50-64 | 42 | 43 | 11 | 22 |
| 65+ | 31 | 54 | 11 | 13 |
| Personal user | 35 | 59 | | 4 2 |
| Household user | 39 | 54 | | 5 1 |
| % | | | | |
| Extremely important Very | / important | Not that important Not at all import | ant Ca | n't say |
| Q1. Firstly, how important should 'Elderly Base: All respondents. Councils asked sta | Support Services' be as a responsibility fo atewide: 25 Councils asked group: 6 | or Loddon Shire Council? | ARCH | 83 |

2014 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES

| | 2014 | 2013 | 2012 |
|---------------------------------------|------|----------|------|
| Personal user | 84♠ | 80 | 70 |
| Household user | 82↑ | 83 | 72 |
| 65+ | 80↑ | 75 | 74 |
| Inglewood / Tarnagulla | 78 | n/a | n/a |
| Men | 76 | 73 | 71 |
| Loddon | 75 | 75 | 72 |
| 50-64 | 75 | 74 | 70 |
| Small Rural Shires | 73 | 72 | 71 |
| Boort / Terricks | 73 | n/a | n/a |
| Women | 73 | 77 | 72 |
| Wedderburn | 72 | n/a | n/a |
| State-wide | 70↓ | 69 | 69 |
| 35-49 | 70↓ | 74 | 71 |
| 18-34 | 68 | 79 | 70 |
| ـــــــــــــــــــــــــــــــــــــ | | <u>_</u> | |

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

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Note: please see page 6 for explanation about significant differences

2014 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 28 | 28 | | 18 4 | 4 1 22 |
|------------------------|-------------|--------------|----------|------|---------------------|
| 2013 Loddon | 28 | 34 | | 18 | 2 2 16 |
| 2012 Loddon | 23 | 35 | | 20 | 3 3 17 |
| State-wide | 16 | 34 | 17 | 4 2 | 27 |
| Small Rural Shires | 23 | 36 | | 14 4 | 2 21 |
| Boort / Terricks | 25 | 32 | | 17 | 5 1 20 |
| Wedderburn | 34 | 13 | 2 | 9 | 2 4 18 |
| Inglewood / Tarnagulla | 28 | 30 | | 14 3 | 25 |
| Men | 26 | 31 | | 16 3 | 1 24 |
| Women | 29 | 25 | | 20 | <mark>5 2</mark> 20 |
| 18-34 | 29 | 17 | 18 | 11 | 4 21 |
| 35-49 | 13 | 35 | 21 | 3 | 28 |
| 50-64 | 28 | 28 | | 18 3 | 1 23 |
| 65+ | 37 | | 29 | 14 | 21 17 |
| Personal user | | 55 | | 23 | 13 3 5 |
| Household user | | 51 | | 25 | 15 5 4 |
| % | ■ Very good | Good Average | ■Poor ■V | | Can't say |

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



2014 RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES

| | 2014 | 2013 | 2012 |
|------------------------|------|------|------|
| Women | 75∱ | 74 | 74 |
| 65+ | 73 | 71 | 73 |
| Personal user | 73 | 76 | 75 |
| Household user | 73 | 76 | 75 |
| State-wide | 72 | 72 | 72 |
| Inglewood / Tarnagulla | 72 | n/a | n/a |
| Loddon | 71 | 72 | 72 |
| Small Rural Shires | 71 | 71 | 72 |
| Wedderburn | 71 | n/a | n/a |
| 18-34 | 71 | 73 | 72 |
| Boort / Terricks | 70 | n/a | n/a |
| 35-49 | 70 | 72 | 71 |
| 50-64 | 69 | 71 | 72 |
| Men | 67 | 69 | 71 |

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



Note: please see page 6 for explanation about significant differences

2014 RECREATIONAL FACILITIES IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 20 | 48 | 24 | 5 12 |
|---|------------------|-------------------------------|---------------------|--------------------|
| 2013 Loddon | 23 | 46 | 25 | 4 11 |
| 2012 Loddon | 21 | 49 | 26 | 3 11 |
| State-wide | 23 | 47 | 26 | 4 11 |
| Small Rural Shires | 22 | 46 | 25 | 5 <mark>1</mark> 1 |
| Boort / Terricks | 18 | 50 | 25 | 6 11 |
| Wedderburn | 12 | 64 | 19 | 3 2 |
| Inglewood / Tarnagulla | 27 | 39 | 25 | 6 12 |
| Men | 16 | 46 | 28 | 7 2 |
| Women | 25 | 50 | 19 | 4 2 |
| 18-34 | 29 | 36 | 25 | 11 |
| 35-49 | 23 | 40 | 29 | 4 2 |
| 50-64 | 17 | 51 | 22 | 7 2 2 |
| 65+ | 18 | 56 | 22 | 2 2 |
| Personal user | 24 | 49 | 21 | 4 |
| Household user | 24 | 50 | 21 | 4 |
| % | | | | |
| Extremely important Very | important Fairly | important Not that important | ot at all important | Can't sa |
| Q1. Firstly, how important should 'Recreat Base: All respondents. Councils asked sta | | | W S R E S E A R C | н |

Community Satisfaction Survey 2014 - Loddon Shire Council

2014 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|------------------------|-----|------|------|------|
| 65+ | | 81 | 75 | 78 |
| Boort / Terricks | 79 | | n/a | n/a |
| Personal user | 79 |) | 76 | 77 |
| Household user | 79 |) | 76 | 76 |
| Men | 78 | | 70 | 72 |
| Loddon | 77 | | 74 | 74 |
| Wedderburn | 76 | | n/a | n/a |
| Women | 76 | | 77 | 75 |
| 35-49 | 76 | | 72 | 75 |
| 50-64 | 76 | | 73 | 73 |
| Inglewood / Tarnagulla | 75 | | n/a | n/a |
| 18-34 | 73 | | 74 | 66 |
| State-wide | 71↓ | | 70 | 70 |
| Small Rural Shires | 70↓ | | 70 | 70 |
| _ | | | / | |

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

Community Satisfaction Survey 2014 – Loddon Shire Council

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Note: please see page 6 for explanation about significant differences

2014 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 36 | 41 | 12 4 <mark>3</mark> 4 |
|------------------------|--------------------|---------------------------|-----------------------|
| 2013 Loddon | 26 | 45 | 17 5 <mark>1</mark> 6 |
| 2012 Loddon | 30 | 42 | 16 7 <mark>2</mark> 3 |
| State-wide | 23 | 44 | 21 6 2 3 |
| Small Rural Shires | 24 | 42 | 21 6 3 4 |
| Boort / Terricks | 42 | 39 | 9 2 4 4 |
| Wedderburn | 37 | 35 | 19 7 2 |
| Inglewood / Tarnagulla | 29 | 45 | 12 5 <mark>2</mark> 6 |
| Men | 36 | 44 | 11 2 3 3 |
| Women | 37 | 37 | 13 6 3 5 |
| 18-34 | 39 | 35 | 11 7 7 |
| 35-49 | 29 | 53 | 9 4 3 3 |
| 50-64 | 29 | 47 | 15 3 1 4 |
| 65+ | 47 | 29 | <u>11 4 2</u> 7 |
| Personal user | 40 | 42 | 11 4 <mark>2</mark> 2 |
| Household user | 40 | 42 | 11 3 <mark>2</mark> 2 |
| % | ■ Very good ■ Good | ■Average ■Poor ■Very poor | ■ Can't say |

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



2014 THE APPEARANCE OF PUBLIC AREAS IMPORTANCE INDEX SCORES

| | 2014 | 2013 | 2012 |
|------------------------|------|------|------|
| Wedderburn | 76 | n/a | n/a |
| Women | 76↑ | 76 | 75 |
| Small Rural Shires | 74 | 74 | 74 |
| 35-49 | 74 | 75 | 71 |
| State-wide | 73 | 74 | 73 |
| 65+ | 73 | 73 | 74 |
| Personal user | 73 | 75 | 76 |
| Household user | 73 | 75 | 76 |
| Loddon | 72 | 73 | 73 |
| Inglewood / Tarnagulla | 72 | n/a | n/a |
| 18-34 | 71 | 72 | 73 |
| Boort / Terricks | 70 | n/a | n/a |
| 50-64 | 69 | 72 | 75 |
| Men | 684 | 70 | 72 |
| | | | |

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



Note: please see page 6 for explanation about significant differences

2014 THE APPEARANCE OF PUBLIC AREAS IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 20 | 49 | 28 | 2 |
|---|---------------------------|---|----------------------|----------|
| 2013 Loddon | 25 | 47 | 25 | 21 |
| 2012 Loddon | 27 | 44 | 26 | 3 1 |
| State-wide | 25 | 48 | 25 | 2 |
| Small Rural Shires | 25 | 48 | 25 | 2 |
| Boort / Terricks | 17 | 49 | 32 | 21 |
| Wedderburn | 28 | 47 | 24 | 1 |
| Inglewood / Tarnagulla | 20 | 50 | 26 | 3 |
| Men | 13 | 49 | 35 | 2 |
| Women | 27 | 50 | 21 | 11 |
| 18-34 | 21 | 43 | 32 | 3 |
| 35-49 | 25 | 47 | 28 | |
| 50-64 | 21 | 42 | 33 | 3 1 |
| 65+ | 15 | 61 | 22 | 11 |
| Personal user | 23 | 49 | 25 | 2 |
| Household user | 23 | 49 | 25 | 2 |
| % | | _ | | |
| Extremely important | v important Fairl | y important | Not at all important | in't sav |
| | | | | in touy |
| Q1. Firstly, how important should 'The ar | pearance of public areas' | be as a responsibility for Loddon Shire | W | |

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

Community Satisfaction Survey 2014 - Loddon Shire Council

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2014 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|------------------------|----|------|------|------|
| Wedderburn | | 78 | n/a | n/a |
| 65+ | | 77 | 72 | 74 |
| Small Rural Shires | | 76 | 73 | 74 |
| Personal user | | 76 | 74 | 74 |
| Household user | | 76 | 75 | 74 |
| Boort / Terricks | | 75 | n/a | n/a |
| Women | | 75 | 73 | 73 |
| Loddon | 74 | | 73 | 73 |
| 50-64 | 74 | | 73 | 71 |
| State-wide | 72 | | 71 | 71 |
| Men | 72 | | 73 | 73 |
| Inglewood / Tarnagulla | 71 | | n/a | n/a |
| 18-34 | 71 | | 73 | 72 |
| 35-49 | 71 | | 74 | 75 |
| - | | | | |

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

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Note: please see page 6 for explanation about significant differences

2014 THE APPEARANCE OF PUBLIC AREAS PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 29 | 43 | 18 | 6 12 |
|------------------------|--------------------|---------------------------|-------------|--------------------|
| 2013 Loddon | 29 | 42 | 21 | 6 <mark>1</mark> 1 |
| 2012 Loddon | 26 | 47 | 19 | 5 <mark>2</mark> 1 |
| State-wide | 25 | 46 | 20 | 5 <mark>2</mark> 1 |
| Small Rural Shires | 32 | 47 | 15 | 4 <mark>1</mark> 1 |
| Boort / Terricks | 30 | 44 | 17 | 3 3 2 |
| Wedderburn | 38 | 37 | 15 | 6 4 |
| Inglewood / Tarnagulla | 23 | 44 | 20 | 9 3 |
| Men | 23 | 49 | 19 | 4 2 2 |
| Women | 35 | 37 | 17 | 8 1 3 |
| 18-34 | 29 | 39 | 21 | 7 3 |
| 35-49 | 18 | 54 | 18 | 6 2 3 |
| 50-64 | 23 | 52 | 17 | 5 12 |
| 65+ | 42 | 29 | 18 | 6 1 4 |
| Personal user | 35 | 42 | 15 | 6 <mark>1</mark> 1 |
| Household user | 34 | 43 | 15 | 6 <mark>1</mark> 1 |
| % | ■ Very good ■ Good | ■Average ■Poor ■Very poor | ■ Can't say | |

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

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2014 WASTE MANAGEMENT IMPORTANCE INDEX SCORES

| | | | 201 | 4 | 2013 | 2012 |
|------------------------|-----|----|-----|----|------|------|
| State-wide | | | | | 79 | 78 |
| Women | | | | 79 | 81 | 78 |
| Wedderburn | | | 7 | 8 | n/a | n/a |
| 65+ | | | 7 | 81 | 76 | 77 |
| Small Rural Shires | | | 77 | | 77 | 77 |
| Personal user | | | 77 | | 78 | 76 |
| Household user | | | 77 | | 78 | 76 |
| Inglewood / Tarnagulla | | 76 | | | n/a | n/a |
| 35-49 | | 76 | | | 76 | 74 |
| Loddon | 74 | | | | 77 | 76 |
| Boort / Terricks | 71 | | | | n/a | n/a |
| 18-34 | 71 | | | | 81 | 78 |
| Men | 70↓ | | | | 73 | 74 |
| 50-64 | 70 | | | | 76 | 74 |
| ـــــــــــ لــ | | | | | | |

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



Note: please see page 6 for explanation about significant differences

2014 WASTE MANAGEMENT IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 27 | 48 | | 20 | 3 <mark>1</mark> 1 |
|--|-------------|-------------------------------|-------------------|--------|--------------------|
| 2013 Loddon | 31 | 47 | | 19 | 1 <mark>1</mark> 1 |
| 2012 Loddon | 29 | 48 | | 17 | 4 1 |
| State-wide | 35 | 47 | | 16 | 11 |
| Small Rural Shires | 32 | 47 | | 18 | 2 <mark>1</mark> 1 |
| Boort / Terricks | 26 | 41 | 25 | 4 | 4 3 1 |
| Wedderburn | 29 | 52 | | 17 | 2 |
| Inglewood / Tarnagulla | 26 | 55 | | 15 | 3 1 |
| Men | 20 | 47 | 25 | 4 | 4 3 1 |
| Women | 34 | 49 | | 15 | 21 |
| 18-34 | 39 | 22 | 25 | 11 | 3 |
| 35-49 | 30 | 48 | | 19 | 3 |
| 50-64 | 22 | 44 | 28 | | 132 |
| 65+ | 23 | 64 | | 1' | 1 1 |
| Personal user | 30 | 51 | | 18 | 1 |
| Household user | 30 | 50 | | 19 | 1 |
| % | | | | | |
| Extremely important Very | / important | ortant INot that important IN | ot at all importa | nt ∎Ca | n't say |
| | | | | | - |
| | | N | N | | |
| Q1. Firstly, how important should 'Waste Base: All respondents. Councils asked st | | | JWSRESEA | RCH | 95 |

2014 WASTE MANAGEMENT PERFORMANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|-----------------------|-----|------|------|------|
| 65+ | | 81♠ | 76 | 75 |
| nglewood / Tarnagulla | 79 |) | n/a | n/a |
| Personal user | 79 |) | 78 | 75 |
| Household user | 79 |) | 77 | 75 |
| Women | 78 | | 78 | 74 |
| Loddon | 76 | | 75 | 72 |
| Wedderburn | 75 | | n/a | n/a |
| 35-49 | 75 | | 73 | 75 |
| Boort / Terricks | 74 | | n/a | n/a |
| Men | 74 | | 73 | 70 |
| State-wide | 73₩ | | 71 | 72 |
| Small Rural Shires | 73₩ | | 71 | 72 |
| 50-64 | 73 | | 74 | 72 |
| 18-34 | 72 | | 77 | 62 |

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



Note: please see page 6 for explanation about significant differences

2014 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 34 | 39 | 16 | 4 2 4 |
|------------------------|--------------------|---------------------------|-------------|-----------------|
| 2013 Loddon | 31 | 44 | 13 | 6 2 4 |
| 2012 Loddon | 27 | 45 | 14 | 5 5 4 |
| State-wide | 26 | 47 | 16 | 5 3 2 |
| Small Rural Shires | 27 | 47 | 16 | 5 3 3 |
| Boort / Terricks | 28 | 43 | 17 | 5 2 5 |
| Wedderburn | 43 | 24 | 24 | 3 5 1 |
| Inglewood / Tarnagulla | 38 | 41 | 11 | 4 2 4 |
| Men | 28 | 44 | 17 | 4 3 4 |
| Women | 41 | 34 | 14 | 4 2 4 |
| 18-34 | 33 | 35 | 18 | 7 4 3 |
| 35-49 | 27 | 48 | 16 | 324 |
| 50-64 | 29 | 39 | 17 | 4 3 7 |
| 65+ | 46 | 35 | | 13 3 1 2 |
| Personal user | 40 | 41 | | 15 2 2 |
| Household user | 40 | 42 | | 14 2 2 |
| % | ■ Very good ■ Good | ■Average ■Poor ■Very poor | ■ Can't say | |

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



2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE INDEX SCORES

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

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



Note: please see page 6 for explanation about significant differences

2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 23 | 37 | 30 | 7 22 |
|---|------------------------|-------------------------------------|----------------------------|--------------------|
| 2013 Loddon | 24 | 43 | 24 | 6 1 |
| 2012 Loddon | 20 | 44 | 28 | 6 <mark>1</mark> 1 |
| State-wide | 20 | 38 | 31 | 8 <mark>1</mark> 1 |
| Small Rural Shires | 22 | 39 | 29 | 7 21 |
| Boort / Terricks | 20 | 38 | 32 | 7 21 |
| Wedderburn | 37 | 3 | 3 22 | 4 21 |
| Inglewood / Tarnagulla | 19 | 38 | 31 | 8 <mark>1</mark> 3 |
| Men | 16 | 38 | 33 | 9 2 2 |
| Women | 30 | 37 | 27 | 5 <mark>1</mark> 1 |
| 18-34 | 18 | 25 | 4 6 | 7 3 |
| 35-49 | 29 | 28 | 35 | 8 1 |
| 50-64 | 20 | 47 | 23 | 8 2 |
| 65+ | 23 | 40 | 25 | 5 1 5 |
| Personal user | 34 | 4 | 1 | 24 2 |
| Household user | 33 | 4 | 1 | 23 2 |
| % | | | | |
| Extremely important Very i | mportant Fairly | important Not that impo | ortant Not at all importan | t ■ Can't say |
| Q1. Firstly, how important should 'Business | and community developr | nent and tourism' be as a responsib | ility | |
| for Loddon Shire Council? | | | | |

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

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2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES

| | 2014 | 2013 | 2012 |
|------------------------|------|------|------|
| 65+ | 73∱ | 65 | 70 |
| Personal user | 71 | 69 | 67 |
| Household user | 71 | 70 | 67 |
| Loddon | 67 | 65 | 65 |
| Boort / Terricks | 67 | n/a | n/a |
| Women | 67 | 68 | 66 |
| Inglewood / Tarnagulla | 66 | n/a | n/a |
| Men | 66 | 62 | 65 |
| 18-34 | 66 | 66 | 62 |
| 50-64 | 66 | 68 | 62 |
| Wedderburn | 65 | n/a | n/a |
| Small Rural Shires | 63↓ | 62 | 63 |
| State-wide | 624 | 62 | 62 |
| 35-49 | 604 | 62 | 65 |

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



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Note: please see page 6 for explanation about significant differences

2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 17 | 40 | | 23 | 7 | 3 | 11 |
|------------------------|-----------|--------------|------|-------------|-----------|-----|-------|
| 2013 Loddon | 19 | 38 | | 27 | | 6 | 6 5 |
| 2012 Loddon | 17 | 39 | | 25 | | 9 | 3 7 |
| State-wide | 11 | 35 | | 30 | 9 | 3 | 12 |
| Small Rural Shires | 13 | 35 | | 29 | , | 3 | 9 |
| Boort / Terricks | 17 | 40 | | 21 | 8 | 2 | 11 |
| Wedderburn | 19 | 38 | | 20 | 6 | 7 | 9 |
| Inglewood / Tarnagulla | 15 | 39 | | 26 | | 5 3 | 11 |
| Men | 17 | 38 | | 25 | 7 | 4 | 10 |
| Women | 16 | 41 | | 21 | 7 | 3 | 12 |
| 18-34 | 7 | 57 | | | 25 | | 4 4 3 |
| 35-49 | 10 | 37 | | 27 | 13 | 4 | 9 |
| 50-64 | 16 | 40 | | 24 | 7 | 3 | 11 |
| 65+ | 27 | 33 | | 18 | 3 | 3 | 15 |
| Personal user | 24 | 4 | 5 | | 24 | | 5 2 |
| Household user | 25 | | 45 | | 24 | | 4 2 |
| % | Very good | Good Average | Poor | ■ Very poor | ■ Can't s | ay | |

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



2014 PLANNING AND BUILDING PERMITS IMPORTANCE INDEX SCORES

| | 201 | 14 2013 | 2012 |
|-----------------------|------------|-------------|------|
| State-wide | 71 | ↑ 71 | 71 |
| Small Rural Shires | 69∱ | 69 | 68 |
| Women | 69↑ | 72 | 67 |
| 65+ | 68 | 70 | 68 |
| Personal user | 66 | 67 | 71 |
| Wedderburn | 65 | n/a | n/a |
| nglewood / Tarnagulla | 65 | n/a | n/a |
| Household user | 65 | 63 | 73 |
| Loddon | 64 | 66 | 64 |
| Boort / Terricks | 64 | n/a | n/a |
| 18-34 | 63 | 62 | 62 |
| 50-64 | 63 | 68 | 63 |
| 35-49 | 62 | 62 | 63 |
| Men | 60 | 61 | 61 |

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



Note: please see page 6 for explanation about significant differences

2014 PLANNING AND BUILDING PERMITS IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 16 | 37 | 30 | 8 3 6 |
|--|--------------------|-------------------------------------|------------------------|--------------------|
| 2013 Loddon | 21 | 33 | 31 | 8 2 5 |
| 2012 Loddon | 16 | 39 | 29 | 9 4 3 |
| State-wide | 25 | 41 | 25 | 5 1 3 |
| Small Rural Shires | 22 | 38 | 28 | 7 2 4 |
| Boort / Terricks | 15 | 38 | 29 | 9 4 6 |
| Wedderburn | 12 | 44 | 34 | 6 <mark>2</mark> 3 |
| Inglewood / Tarnagulla | 18 | 33 | 29 | 8 3 8 |
| Men | 13 | 34 | 32 | 10 5 6 |
| Women | 19 | 40 | 27 | 6 1 6 |
| 18-34 | 18 | 29 | 32 | 11 3 7 |
| 35-49 | 12 | 39 | 38 | 8 3 2 |
| 50-64 | 17 | 36 | 28 | 11 5 4 |
| 65+ | 16 | 41 | 25 | 5 1 10 |
| Personal user | 22 | 32 | 36 | 8 2 |
| Household user | 21 | 31 | 35 | 11 2 |
| % | I | | | |
| Extremely important Ver | y important 🛛 🗖 Fa | airly important Not that important | ortant Not at all impo | ortant ■ Can't sa |
| Q1. Firstly, how important should 'Plannii Council? | - | | | |

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

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2014 PLANNING AND BUILDING PERMITS PERFORMANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|------------------------|-----|------|------|------|
| Women | | 61 | 62 | 60 |
| Inglewood / Tarnagulla | | 60 | n/a | n/a |
| 65+ | | 60 | 54 | 60 |
| Loddon | 58 | | 57 | 58 |
| 18-34 | 58 | | 61 | 57 |
| 50-64 | 58 | | 56 | 56 |
| Boort / Terricks | 57 | | n/a | n/a |
| Wedderburn | 55 | | n/a | n/a |
| Men | 55 | | 53 | 56 |
| 35-49 | 55 | | 57 | 56 |
| Small Rural Shires | 54♥ | | 55 | 57 |
| State-wide | 53♥ | | 55 | 54 |
| Household user | 52 | | 49 | 55 |
| Personal user | 51 | | 49 | 52 |
| | | | | |

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



Note: please see page 6 for explanation about significant differences

2014 PLANNING AND BUILDING PERMITS PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 6 | 27 | 21 | 9 | 4 | 33 | |
|------------------------|---|----------------|--------------|----|-----------|-------------|-----|
| 2013 Loddon | 7 | 26 | 25 | | 8 6 | 28 | |
| 2012 Loddon | 7 | 30 | 26 | | 8 | 6 23 | |
| State-wide | 5 | 25 | 26 | | 12 | 25 | |
| Small Rural Shires | 6 | 25 | 26 | | 11 | 25 | |
| Boort / Terricks | 5 | 27 | 22 | 11 | 3 | 33 | |
| Wedderburn | 7 | 21 | 26 | 6 | 8 | 32 | |
| Inglewood / Tarnagulla | 6 | 29 | 19 | 9 | 3 | 34 | |
| Men | 4 | 27 | 22 | 10 | 6 | 30 | |
| Women | 7 | 26 | 20 | 9 | 2 | 36 | |
| 18-34 | 7 | 32 | 18 | | 21 | 21 | |
| 35-49 | 1 | 30 | 23 | 8 | 6 | 32 | |
| 50-64 | 6 | 26 | 24 | ç | 9 4 | 31 | |
| 65+ | 8 | 22 | 19 6 | 4 | | 42 | |
| Personal user | 9 | 27 | 30 | | | 23 9 | 3 |
| Household user | 8 | 29 | 2 | 9 | | 22 8 | 3 2 |
| % | | Very good Good | ■Average ■Po | | /ery poor | ■ Can't say | |

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



2014 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|------------------------|-----|------|------|------|
| Women | | 86♠ | 84 | 86 |
| Personal user | | 86个 | 86 | 84 |
| Household user | | 85 | 85 | 84 |
| Wedderburn | 84 | 1 | n/a | n/a |
| Inglewood / Tarnagulla | 83 | | n/a | n/a |
| 18-34 | 82 | | 81 | 87 |
| 50-64 | 82 | | 81 | 81 |
| 65+ | 82 | | 79 | 81 |
| Loddon | 81 | | 80 | 81 |
| Small Rural Shires | 81 | | 81 | 81 |
| State-wide | 80 | | 80 | 80 |
| Boort / Terricks | 78 | | n/a | n/a |
| 35-49 | 78 | | 80 | 77 |
| Men | 76↓ | | 77 | 76 |

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



Note: please see page 6 for explanation about significant differences

2014 EMERGENCY AND DISASTER MANAGEMENT IMPORTANCE DETAILED PERCENTAGES

| 2014 Loddon | 45 | 38 | 10 5 <mark>1</mark> 1 |
|---|---|---------------------------------|-----------------------|
| 2013 Loddon | 43 | 39 | 14 3 <mark>1</mark> 1 |
| 2012 Loddon | 44 | 38 | 13 3 <mark>1</mark> 1 |
| State-wide | 45 | 34 | 14 4 <mark>1</mark> 1 |
| Small Rural Shires | 45 | 37 | 13 3 <mark>1</mark> 1 |
| Boort / Terricks | 41 | 38 | 12 7 1 2 |
| Wedderburn | 51 | 36 | 10 21 |
| Inglewood / Tarnagulla | 48 | 38 | 9 3 <mark>1</mark> 1 |
| Men | 35 | 41 | 14 7 2 |
| Women | 56 | 34 | 6 3 <mark>1</mark> 1 |
| 18-34 | 51 | 28 | 11 7 3 |
| 35-49 | 43 | 38 | 7 11 1 |
| 50-64 | 47 | 35 | 14 2 <mark>1</mark> 1 |
| 65+ | 42 | 45 | 9 2 2 |
| Personal user | 53 | 38 | 6 3 |
| Household user | 52 | 40 | 6 2 |
| % | | | |
| Extremely important Very | y important Fairly important Not | that important ■Not at all impo | rtant ■ Can't say |
| | | XXX (| |
| Shire Council? | ency and Disaster Management' be as a responsib | | earch 107 |
| Base: All respondents. Councils asked sta | atewide: 14 Councils asked group: 2 | JWSRESI | :AKCH 107 |

2014 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE INDEX SCORES

| | 2014 | | 2013 | 2012 |
|-----------------------|------|----|------|------|
| Personal user | | 79 | 73 | 75 |
| Household user | | 79 | 74 | 75 |
| 65+ | 77 | | 72 | 76 |
| nglewood / Tarnagulla | 75 | | n/a | n/a |
| Women | 75 | | 73 | 71 |
| Loddon | 72 | | 71 | 70 |
| 18-34 | 72 | | 70 | 67 |
| State-wide | 71 | | 70 | 70 |
| Small Rural Shires | 71 | | 70 | 70 |
| Boort / Terricks | 71 | | n/a | n/a |
| Wedderburn | 71 | | n/a | n/a |
| 50-64 | 71 | | 69 | 64 |
| Men | 70 | | 69 | 69 |
| 35-49 | 68 | | 70 | 71 |

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

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Note: please see page 6 for explanation about significant differences

2014 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 27 | 32 | 20 | 5 2 15 |
|------------------------|---------------|-------------------|-------------|---------------------|
| 2013 Loddon | 27 | 34 | 18 | 5 5 11 |
| 2012 Loddon | 26 | 37 | 17 | 8 4 8 |
| State-wide | 20 | 38 | 18 | 4 2 18 |
| Small Rural Shires | 22 | 36 | 19 | 6 <mark>2</mark> 14 |
| Boort / Terricks | 27 | 28 | 24 | 7 <mark>1</mark> 13 |
| Wedderburn | 22 | 33 | 21 | 6 2 17 |
| Inglewood / Tarnagulla | 28 | 36 | 13 | 3 3 16 |
| Men | 22 | 35 | 20 | 6 <mark>2</mark> 15 |
| Women | 32 | 28 | 20 | 4 2 14 |
| 18-34 | 29 | 25 | 32 | 3 10 |
| 35-49 | 18 | 37 | 24 | 4 3 13 |
| 50-64 | 24 | 36 | 17 | 6 3 14 |
| 65+ | 34 | 27 | 13 | 7 1 19 |
| Personal user | 41 | | 35 | 6 8 2 8 |
| Household user | 43 | | 33 | 7 7 2 8 |
| % | ■Very good ■G | Good Average Poor | ■ Very poor | Can't say |

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



2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA IMPORTANCE INDEX SCORES

| | | 2014 | 2013 | 2012 |
|------------------------|----|------|------|------|
| 35-49 | 8 | 5∱ | 85 | 87 |
| 18-34 | 83 | | 84 | 84 |
| Women | 82 | | 84 | 83 |
| Personal user | 82 | | 82 | 84 |
| Household user | 82 | | 82 | 84 |
| Inglewood / Tarnagulla | 81 | | n/a | n/a |
| Loddon | 80 | | 82 | 83 |
| Small Rural Shires | 80 | | 81 | 81 |
| Boort / Terricks | 80 | | n/a | n/a |
| Wedderburn | 79 | | n/a | n/a |
| Men | 79 | | 79 | 83 |
| 50-64 | 79 | | 81 | 82 |
| State-wide | 78 | | 81 | 80 |
| 65+ | 77 | | 79 | 80 |

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



Note: please see page 6 for explanation about significant differences

2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA Importance detailed percentages

| 2014 Loddon | 42 | 42 38 | | 11 |
|--|----------|----------------------------------|------------|--------------------|
| 2013 Loddon | 41 | 45 | 12 | 11 |
| 2012 Loddon | 44 | 45 | | 91 |
| State-wide | 39 | 38 | 17 | 3 <mark>1</mark> 1 |
| Small Rural Shires | 42 | 39 | 16 | 21 |
| Boort / Terricks | 41 | 41 | 17 | 1 <mark>1</mark> 1 |
| Wedderburn | 44 | 26 | 27 | 11 |
| Inglewood / Tarnagulla | 43 | 40 | 14 | 3 |
| Men | 38 | 38 41 | | 11 |
| Women | 48 | 48 35 | | 1 |
| 18-34 | 53 | 25 | 21 | |
| 35-49 | 55 | 31 | 11 | 12 |
| 50-64 | 39 | 40 | 17 | 2 <mark>1</mark> 1 |
| 65+ | 32 | 47 | 19 | 21 |
| Personal user | 46 | 37 | 15 | 2 |
| Household user | 46 | 46 37 | | 2 |
| % | | | | |
| Extremely important Very in | nportant | Not that important Not at all im | portant Ca | n't sa |
| . Firstly, how important should 'Maintenan | | W | | |

Loddon Shire Council?

Q1.

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

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2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA PERFORMANCE INDEX SCORES

| | 2014 | 2013 | 2012 |
|-----------------------|------|------|------|
| 65+ | 59∱ | 59 | 59 |
| Wedderburn | 57 | n/a | n/a |
| Boort / Terricks | 54 | n/a | n/a |
| Women | 53 | 53 | 53 |
| Personal user | 52 | 54 | 53 |
| Household user | 52 | 54 | 53 |
| Loddon | 51 | 54 | 52 |
| Men | 50 | 55 | 50 |
| 50-64 | 49 | 51 | 47 |
| 35-49 | 48 | 52 | 50 |
| 18-34 | 47 | 51 | 50 |
| Small Rural Shires | 46↓ | 46 | 48 |
| State-wide | 45₩ | 44 | 46 |
| nglewood / Tarnagulla | 45♥ | n/a | n/a |

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



Note: please see page 6 for explanation about significant differences

2014 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA PERFORMANCE DETAILED PERCENTAGES

| 2014 Loddon | 12 | 23 | | | 33 | | | 15 | | 13 | 3 |
|------------------------|-------|------------|-------|--------|------|------|------|-----|--------|----|---|
| 2013 Loddon | 15 | | 29 | | 23 | 8 | | 18 | | 13 | 1 |
| 2012 Loddon | 14 | 25 | 5 | | 26 | | | 19 | | 13 | 3 |
| State-wide | 5 | 22 | | 30 | | | 22 | | 1 | 4 | 7 |
| Small Rural Shires | 6 | 23 | | 31 | | | 22 | | | 14 | 5 |
| Boort / Terricks | 12 | 25 | | | 34 | | | | 9 | 7 | 3 |
| Wedderburn | 21 | | 23 | | | 30 | | 6 | | 16 | 4 |
| Inglewood / Tarnagulla | 8 | 21 | | 33 | | | 15 | | | 20 | 2 |
| Men | 13 | 23 | | | 29 | | | 18 | | 16 | 1 |
| Women | 11 | 23 | | | 37 | | | 13 | | 11 | 5 |
| 18-34 | 14 | 18 | | 25 | | | 25 | | | 18 | |
| 35-49 | 9 | 18 | | 38 | | | | 21 | | 12 | 3 |
| 50-64 | 8 | 23 | | | 38 | | | 15 | | 13 | 2 |
| 65+ | 17 | | 30 | | | 28 | | 7 | | 12 | 5 |
| Personal user | 12 | 26 | | | 31 | | | 16 | | 14 | |
| Household user | 12 | 27 | | | 31 | | | 16 | | 14 | |
| % | ■ Vei | ry good ∎G | ood A | verage | Poor | Very | poor | Can | 't say | | |

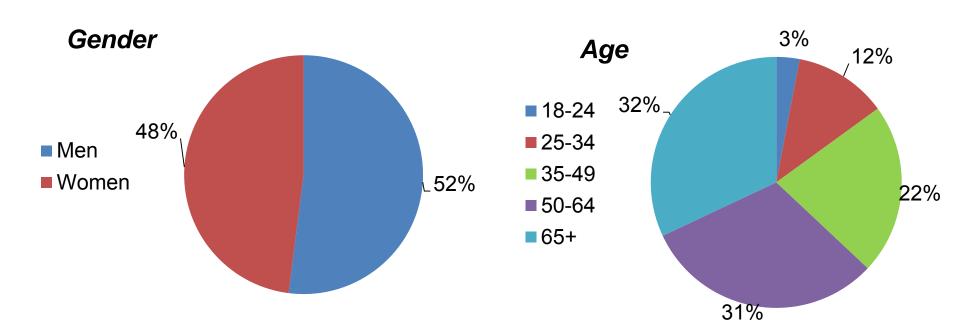
Q2. How has Loddon Shire Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?

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



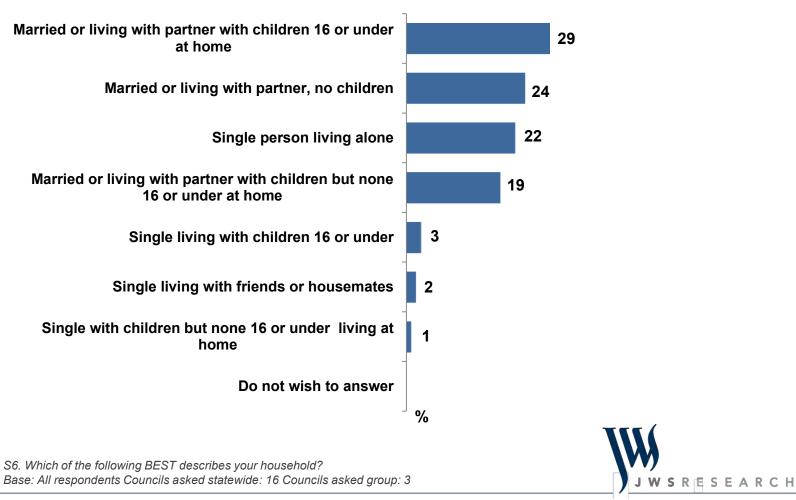
DETAILED DEMOGRAPHICS

2014 GENDER AND 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



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2014 YEARS LIVED IN AREA

| 2014 Loddon | 14 1 | 0 | | 76 | | | |
|------------------------|--|-----------|--------------|-----------|-------------|--|--|
| 2013 Loddon | 10 12 | | 77 | | | | |
| 2012 Loddon | 10 11 | | | 79 | | | |
| State-wide | 14 | 14 | | 71 | | | |
| Small Rural Shires | 13 1 | 1 | | 75 | | | |
| Boort / Terricks | 9 15 | | | 76 | | | |
| Wedderburn | 19 | 2 | | 79 | | | |
| Inglewood / Tarnagulla | 19 | 7 | | 74 | | | |
| Men | 11 7 | | | 82 | | | |
| Women | 18 | 13 | | 69 | | | |
| 18-34 | 25 | | 25 | | 50 | | |
| 35-49 | 20 | 14 | | 66 | | | |
| 50-64 | 13 6 | | | 81 | | | |
| 65+ | 7 4 | | | 89 | | | |
| | % | 0-5 years | ■ 5-10 years | 10+ years | ■ Can't say | | |
| | 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

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.**

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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 |
| | | | |



SRESEARCH

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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.



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



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 |
| | | | |



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

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



Index Scores Significant Difference Calculation

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

Z Score = (\$1 - \$2) / Sqrt ((\$3*2 / \$5) + (\$4*2 / \$6))

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



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)



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.



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 <u>www.localgovernment.vic.gov.au</u>.



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.

