

**COMMUNITY SATISFACTION SURVEY  
LODDON SHIRE COUNCIL  
2013**

**- RESEARCH REPORT -**

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



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# Background & Objectives

- Welcome to the report of results and recommendations for the 2013 Community Satisfaction Survey for Loddon Shire Council.
- Each year the Department of Community Planning and Development (DCPD) coordinates and auspices this Community Satisfaction Survey throughout Victorian Local Government areas. This coordinated approach allows for far more cost effective surveying than would be possible if Councils commissioned surveys individually.
- Participation in the Community Satisfaction Survey is optional and participating Councils have a range of choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.
- The main objectives of the survey are to assess the performance of Loddon Shire Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides Councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to the DCPD.

# Background & Objectives (Cont'd)

- 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 Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes.
- **Comparisons between 2013 and 2012 results have been made throughout this report as appropriate.**

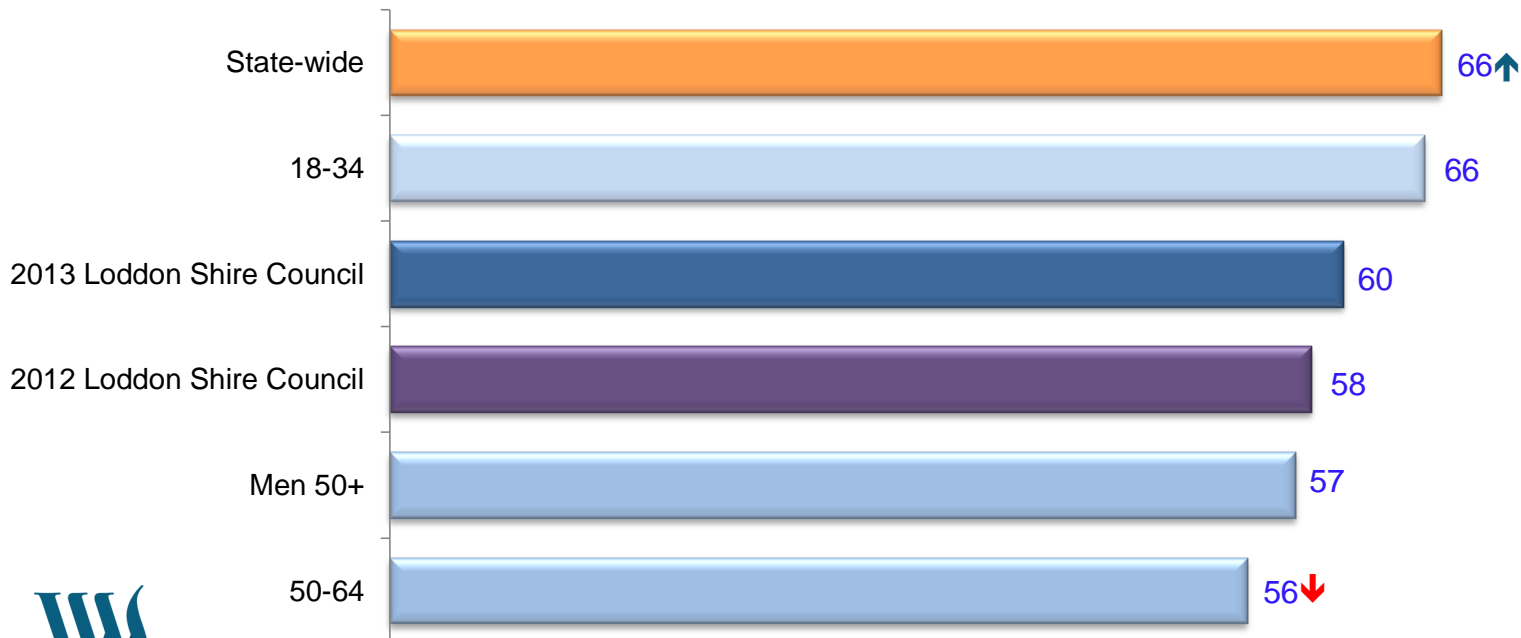
# Survey Methodology & Sampling

- This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in the Loddon Shire Council.
- Survey sample matched to the Loddon Shire Council was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents in the Council, particularly younger people.
- A total of n=401 completed interviews were achieved in Loddon Shire Council. Survey fieldwork was conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March 2013.
- The 2012 results against which 2013 results are compared involved a total of n=400 completed interviews in Loddon Shire Council conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June 2012.
- Minimum quotas of gender within age groups were applied during the fieldwork phase. Post survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Loddon Shire Council area.
- Any variation of +/-1% between individual results and NET scores in this report or the detailed survey tabulations is due to rounding.
- “NET” scores refer to two or more response categories being combined into one category for simplicity of reporting.

# Survey Methodology & Sampling (Cont'd)

- Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the '2013 Total' result for the Council for that survey question. Therefore in the following example:
  - The State-wide result is significantly higher than the overall result for the Council.
  - The result amongst 50-64 year olds in the Council is significantly lower than for the overall result for the Council.

## **Overall Performance – Index Score (example extract only)**

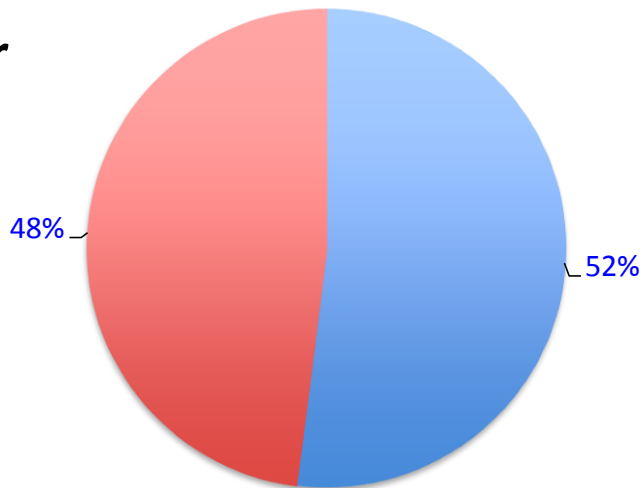


Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B

# Weighted Demographics

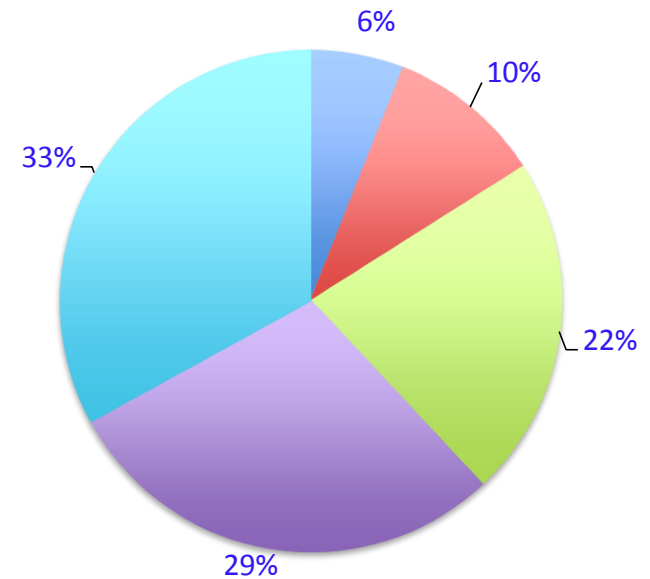
## Gender

Men  
Women



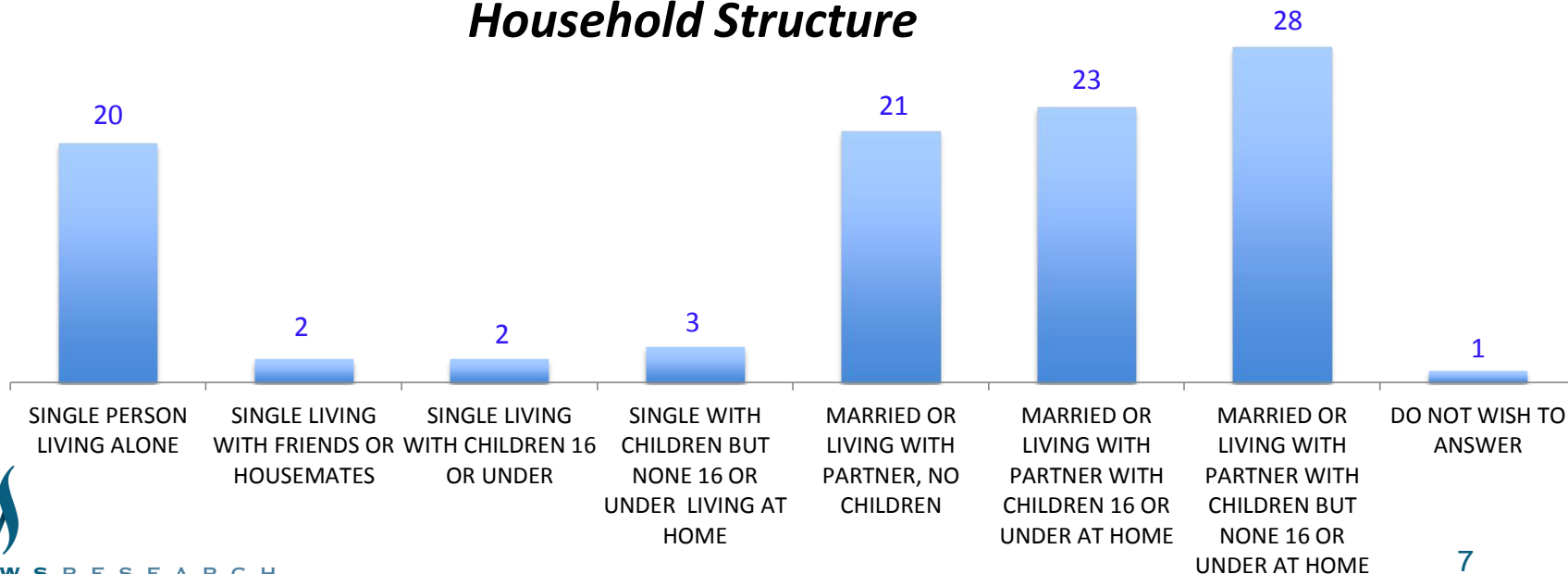
## Age

18-24  
25-34  
35-49  
50-64  
65+

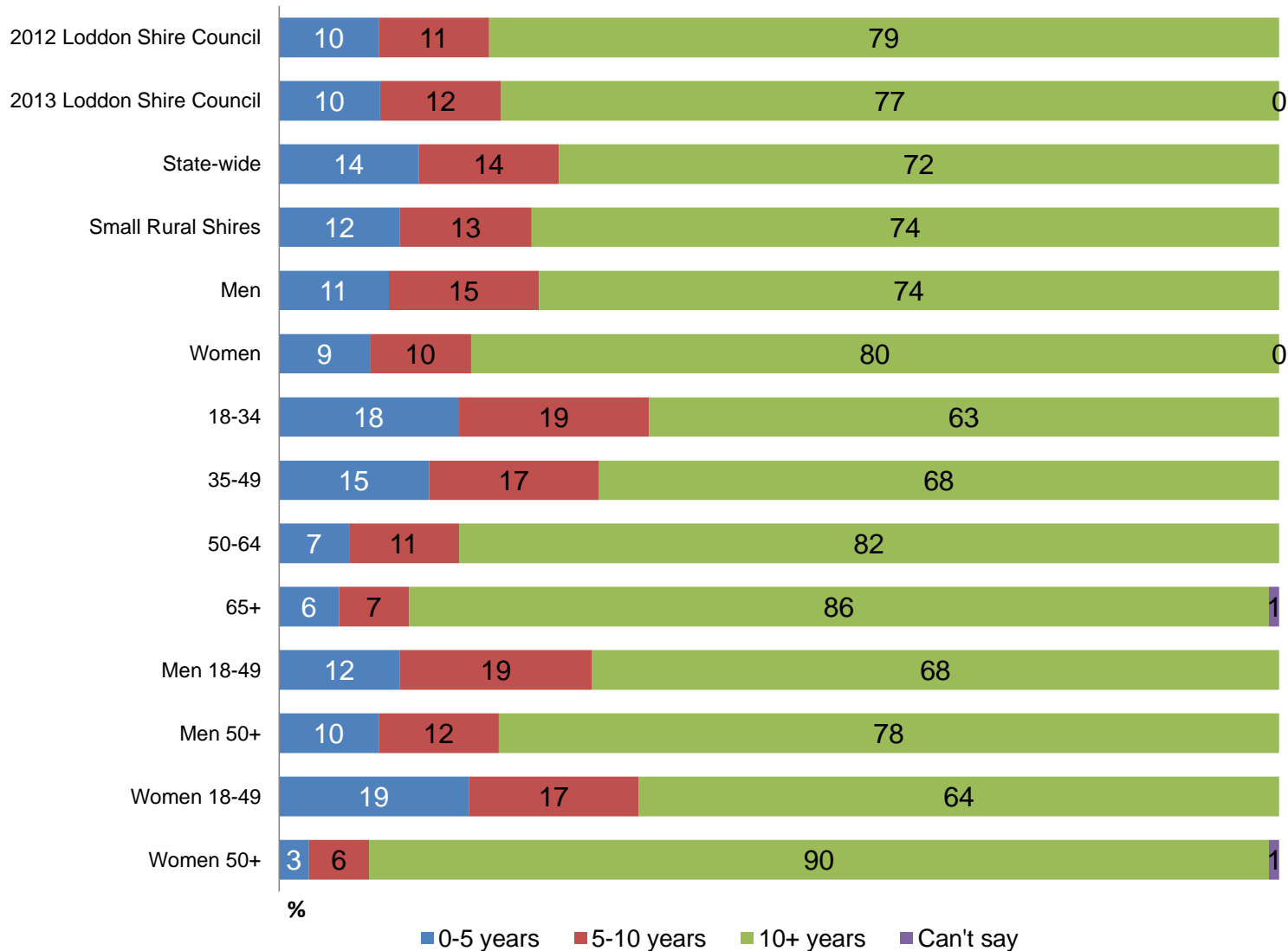


## Household Structure

%



## 2013 Years Lived in Area





# Margins of Error

- The sample size for the 2013 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 n=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.

## Survey sub-samples and margins of error

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Loddon Shire Council	401	400	+/-4.7
Men	202	209	+/-6.8
Women	199	191	+/-6.8
18-34 years	38	61	+/-16.1
35-49 years	73	89	+/-11.5
50-64 years	136	117	+/-8.3
65+ years	154	133	+/-7.8
Men 18-49 years	48	77	+/-14.2
Men 50+ years	154	132	+/-7.8
Women 18-49 years	63	73	+/-12.4
Women 50+ years	136	118	+/-8.3

# Analysis & Reporting

## Council Groups

- Wherever appropriate, results for Loddon Shire Council for this 2013 Community Satisfaction Survey have been compared against other Councils in the Small Rural Shires group and on a State-wide basis. Loddon Shire Council is self-classified as a Small Rural Shires Council according to the following classification list:
  - Inner metropolitan councils
  - Outer metropolitan councils
  - Rural cities and regional centres
  - Large rural shires
  - Small rural shires
- The Councils in the Small Rural Shires group are: Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Golden Plains, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Mount Alexander, Murrindindi, Pyrenees, Queenscliffe, Strathbogie, West Wimmera and Yarriambiack. All participating Councils are listed in the State-wide report published on the DPCD website. In 2013, 71 of the 79 Councils throughout Victoria participated in this survey.
- Please note that the Councils that participated in 2012 vary slightly to those participating in 2013.

# Analysis & Reporting (Cont'd)

## Index Scores

- Many questions ask respondents to rate Council performance on a five-point scale, for example, from "Very good" to "Very poor", with "Can't say" also a possible response category. To facilitate ease of reporting and comparison of results over time (starting from the 2012 benchmark survey) and against the State-wide result and the Council group, an 'Index Score' has been calculated for such measures.
- The 'Index Score' is calculated and represented as a score out of 100 (on a 0 to 100 scale), with "Can't say" responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

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

- Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation:
  - 'Improved' = 100
  - 'Stayed about the same' = 50
  - 'Deteriorated' = 0

# Analysis & Reporting (Cont'd)

## 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 2013 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 2013 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.

# Analysis & Reporting (Cont'd)

## Reporting

- Every Council that participated in the 2013 Community Satisfaction Survey receives a customized report. In addition, the DPCD is supplied with a State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all Council areas surveyed.
- Tailored questions commissioned by individual Councils are reported only to the commissioning Council and not otherwise shared with the DPCD or others unless by express written approval of the commissioning Council.
- The State-wide Research Results Summary Report is available on the Department's website at [www.localgovernment.vic.gov.au](http://www.localgovernment.vic.gov.au).

## Contacts

- For further queries about the conduct and reporting of this Community Satisfaction Survey, please contact JWS Research as follows:
  - Mark Zuker – [mzucker@jwsresearch.com](mailto:mzucker@jwsresearch.com) - 0418 364 009
  - John Scales – [jscales@jwsresearch.com](mailto:jscales@jwsresearch.com) - 0409 244 412

# Glossary of Terms

- **Core questions:** Compulsory inclusion questions for all Councils participating in the CSS.
- **CSS:** 2013 Victorian Local Government Community Satisfaction Survey.
- **Council group:** One of five self-classified groups, comprising: inner metropolitan councils, outer metropolitan councils, rural cities and regional centres, large rural shires and small rural shires.
- **Council group average:** The average result for all participating Councils in the Council group.
- **Highest / Lowest:** The result described is the highest or lowest result across a particular demographic sub-group e.g. Men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.
- **Index Score:** A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).
- **Optional questions:** Questions which Councils had an option to include or not.
- **Percentages:** Also referred to as 'detailed results', meaning the proportion of responses, expressed as a percentage.
- **Sample:** The number of completed interviews, e.g. for a Council or within a demographic sub-group.
- **Significantly higher / lower:** The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.
- **State-wide average:** The average result for all participating Councils in the State.
- **Tailored questions:** Individual questions tailored by and only reported to the commissioning Council.
- **Weighting:** Weighting factors are applied to the sample for each Council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the Council, rather than the achieved survey sample.

# KEY FINDINGS & RECOMMENDATIONS

# Key Findings & Recommendations

- Loddon Shire Council is performing well compared to the State-wide and Small Rural Shires averages, but there is potentially need for further investigation and action, with performance on the key measures of Advocacy, Customer Service and Overall Council Direction (slightly) lower than in 2012.
- Lower performance in relation to Customer Service came with an increase in the percentage of residents having contact with the service, however, it is important to note that when asked what was the best thing about Council, 17% of residents nominated Customer Service.
- There have been improvements in perceived performance by Loddon Shire Council over the past year on some important services, such as elderly support services, family support services and waste management.



# Key Findings & Recommendations

## Higher results in 2013

- Elderly/family support services
- Waste management

## Lower results in 2013

- Customer service
- Lobbying on behalf of the community

## Most favourably disposed towards Council

- Women aged 50+
- Women generally
- Users of council services

## Least favourably disposed towards Council

- Men aged 50+
- Men generally
- Non-users of council services

# Key Findings & Recommendations

- Loddon Shire Council should pay extra attention to cohorts where rated performance is lower on a relative basis in comparison to average results.
  - Men aged 50+ consistently drive lower opinion
  - Men overall are consistently lower in their assessment of Loddon Shire Council than women
- Loddon Shire Council should also pay particular attention to the service areas where importance exceeds performance by more than 10 points, including:
  - Maintenance of unsealed roads
  - Condition of local streets and footpaths
  - Informing the community
  - Community consultation and engagement
  - Lobbying on behalf of the community

# Key Findings & Recommendations

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially women aged 50+ and users of Council services.
- An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the Council.
- Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to the responses of the key gender and age groups, especially any target groups identified.

# DETAILED RESULTS

# CORE MEASURES

# Core Measures Summary

- In 2013 Loddon Shire Council recorded an Overall Performance Index Score of 68, which is an increase of 1 point from 2012. The result is significantly higher than both the State-wide average for this measure of 60 and the average Index Score of 59 for the Small Rural Shires group.
- On other core performance measures (which can also be compared against all Councils State-wide and the Small Rural Shires group) Loddon Shire Council scored as follows:
  - 62 for Community Consultation and Engagement – unchanged since 2012
  - 60 for Advocacy – down 3 points since 2012
  - 72 for Customer Service – down 3 points since 2012
  - 55 for Overall Council Direction – down 1 point since 2012
- More specifically on these core measures:
  - 62 for Consultation is a significant 5 points higher than the State-wide average of 57 and a significant 4 points higher than the Small Rural Shires average of 58.
  - 60 for Advocacy is a significant 5 points higher than the State-wide average of 55 and a significant 4 points higher than the Small Rural Shires average of 56.
  - 72 for Customer Service is 1 point higher than the State-wide average of 71 and 2 points higher than the Small Rural Shires average of 70.
  - 55 for Council Direction is higher than both the State-wide average of 53 and the average Index Score of 52 for the Small Rural Shires group.

# Core Measures Summary

- In terms of its Overall Performance Index Score of 68, which as noted is significantly higher than the State-wide average of 60 and slightly higher than the Small Rural Shires group average of 59, rated performance for Loddon Shire Council is:
  - Highest amongst women aged 50+ and women generally (70).
  - Lowest amongst men aged 50+ (64), men generally and residents aged 65+ (both 66).
  - The largest increase on this measure was among 50-64 year olds (68, up 7 points), while residents aged 65+ (66, down 6 points) recorded the largest decrease.
- On Community Consultation and Engagement, Council's average Index Score of 62 was significantly higher than the State-wide and Small Rural Shires groups and:
  - Highest amongst women aged 18-49 (67), users and household users of Council services and residents aged 35-49 (both 66).
  - Lowest amongst men aged 50+ (57) and residents aged 65+ (59).
  - The largest increase in rated performance on this measure came from 18-49, users and household users of Council services, residents aged 35-49, residents aged 18-34, men aged 18-49 and residents aged 50-64 (all up 4 points). The only decreases came from residents aged 65+ (down 6 points) and men aged 50+ (down 3 points).

# Core Measures Summary

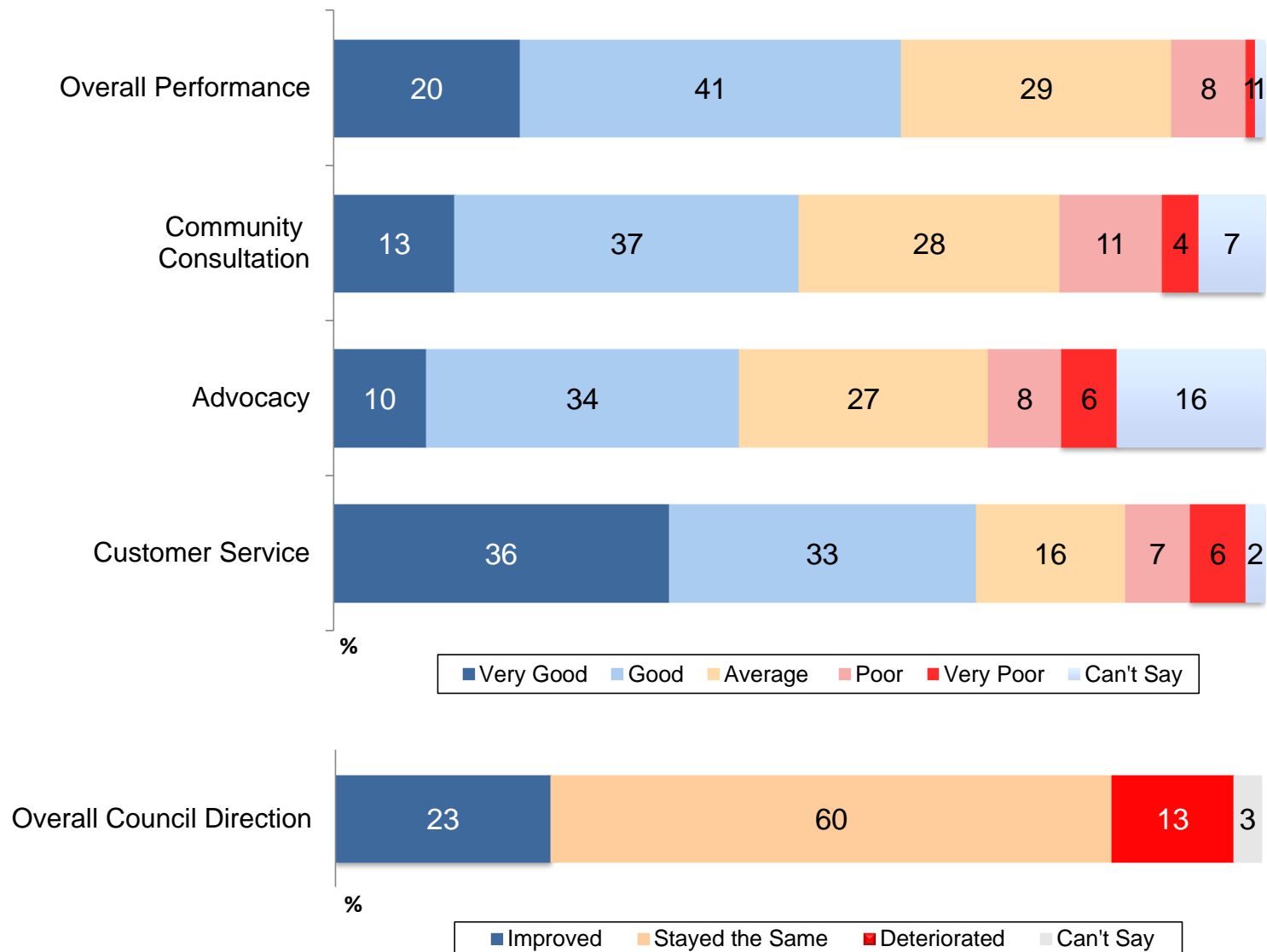
- In terms of Loddon Shire Council's Advocacy efforts which achieved an average Index Score of 60, ratings are:
  - Highest amongst women aged 18-49 (66), residents aged 35-49 and women generally (both 63).
  - Lowest amongst men aged 50+, men aged 18-49, men generally and residents aged 50-64 (all 57).
  - The largest increase on this measure was among women aged 18-49 (up 5 points), while the largest decrease was among residents aged 65+ (down 8 points) since 2012.
- At 72 overall for Customer Service, performance is slightly higher than the State-wide average (of 71) and the Small Rural Shires average (of 70) and:
  - Highest amongst women aged 50+ (76).
  - Lowest amongst men aged 18-49 (65).
  - The only increase on this measure since 2012 was from residents aged 18-34 (69, up 2 points) while the largest decrease was among men aged 50+ and 35-49 year olds (both down 5 points).
- When asked about the direction of Loddon Shire Council over the last 12 months, 60% of all residents say it has stayed about the same, 23% say things have improved and 13% say things have deteriorated. Residents aged 65+ (28%) are most likely to say Council Direction has improved.



# Summary of Key Community Satisfaction Index Score Results

Performance Measures	Loddon Shire Council 2012	Loddon Shire Council 2013	Small Rural Shires 2013	State-wide 2013
<b>OVERALL PERFORMANCE</b>	<b>67</b>	<b>68</b>	<b>59</b>	<b>60</b>
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	<b>62</b>	<b>62</b>	<b>58</b>	<b>57</b>
<b>ADVOCACY</b> (Lobbying on behalf of the community)	<b>63</b>	<b>60</b>	<b>56</b>	<b>55</b>
<b>CUSTOMER SERVICE</b>	<b>75</b>	<b>72</b>	<b>70</b>	<b>71</b>
<b>OVERALL COUNCIL DIRECTION</b>	<b>56</b>	<b>55</b>	<b>52</b>	<b>53</b>

# 2013 Summary of Key Community Satisfaction Percentage Results

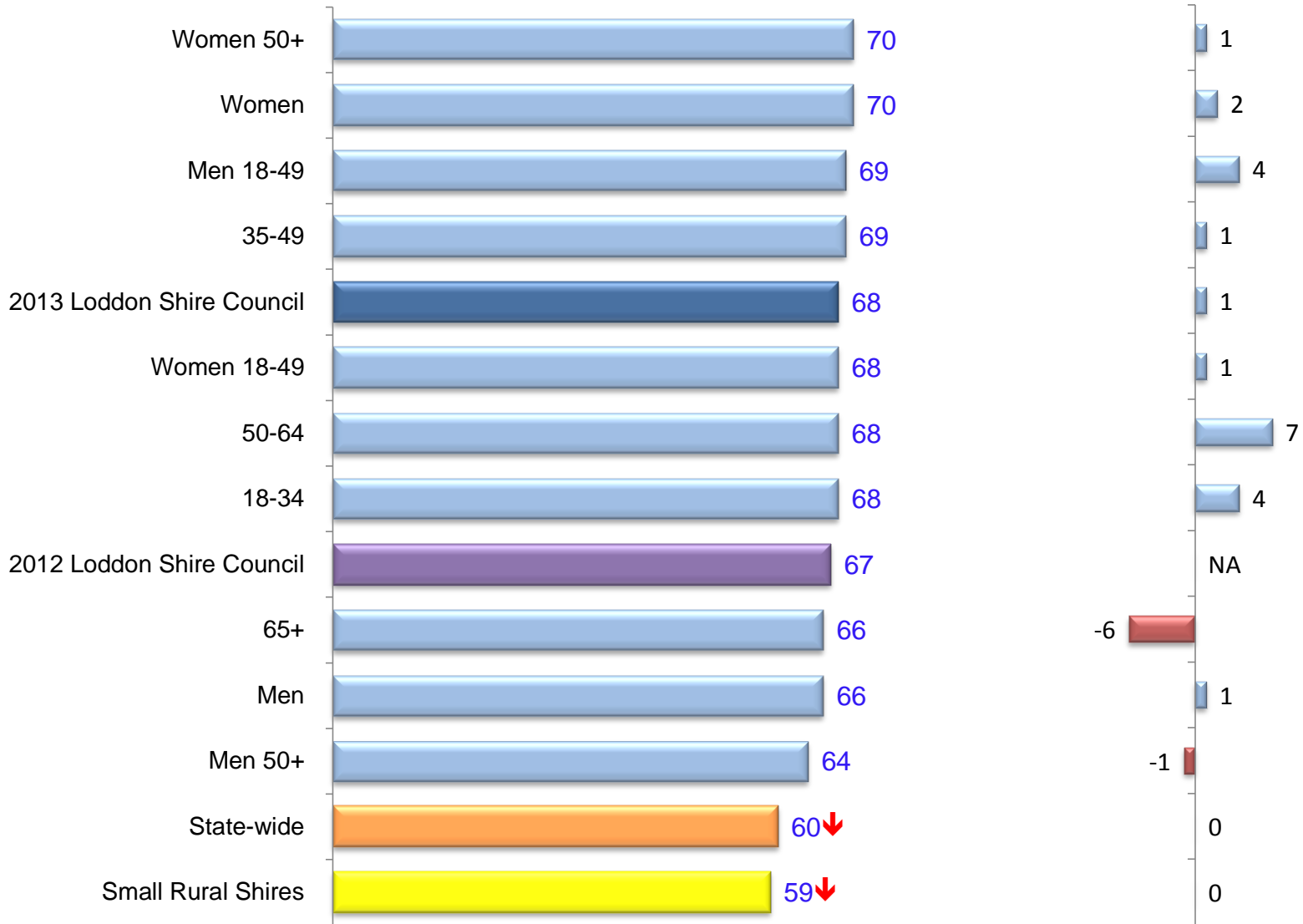


# KEY CORE MEASURE OVERALL PERFORMANCE

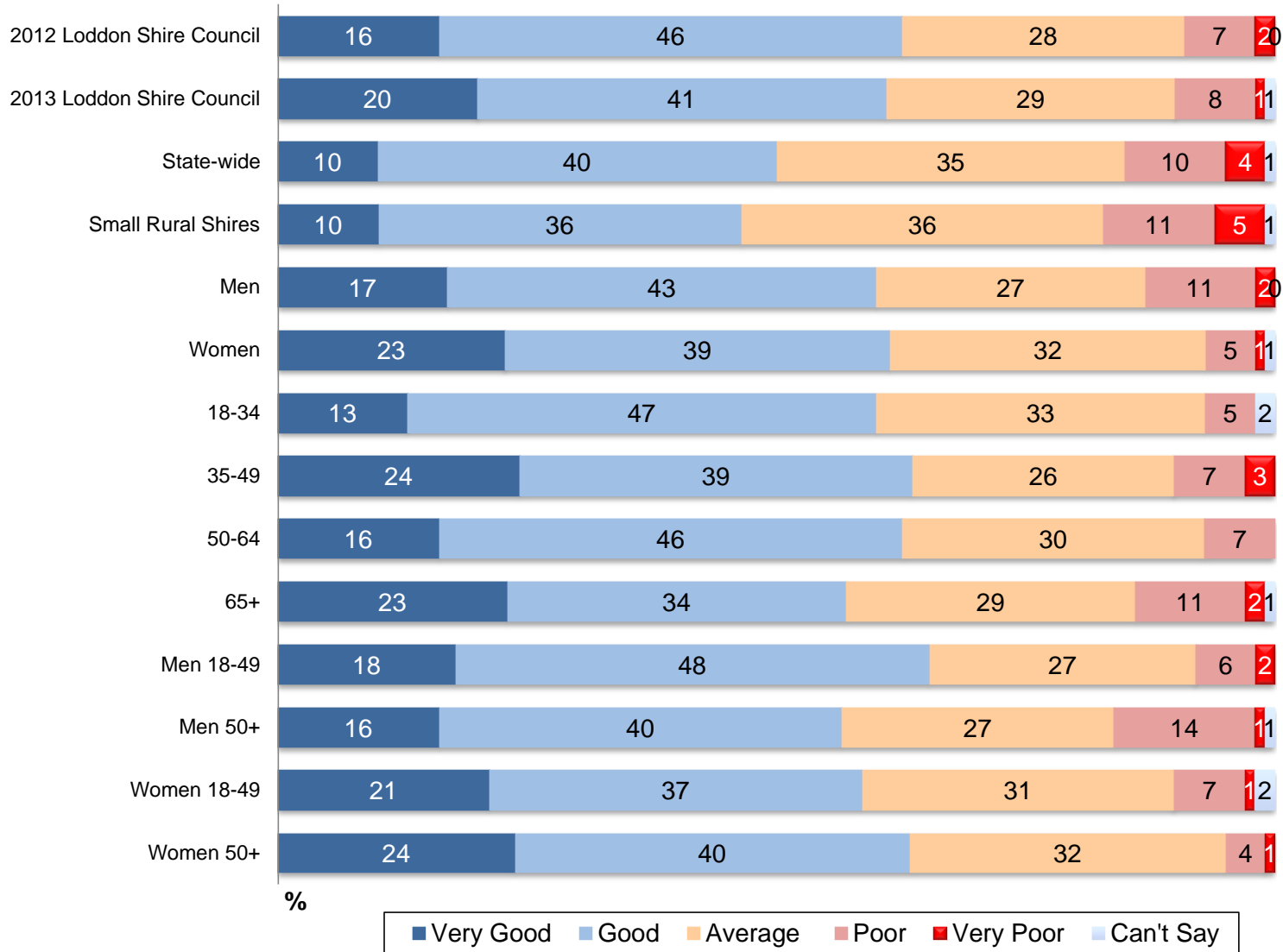
# 2013 Overall Performance

**Index Score**

**Change (2012 to 2013)**



# 2013 Overall Performance – Detailed Percentages



# INDIVIDUAL SERVICE AREAS



# Individual Service Area Summary

- On service delivery, Loddon Shire Council has one service, recreational facilities, where rated performance exceeds importance, but on all others importance exceeds performance.
- Council's performance was rated highest on elderly support services and waste management (both 75) and lowest on the maintenance of unsealed roads (54).
- Personal and household users of Council services and women aged 50+ tended to rate Council's service delivery higher, while men aged 50+ and non-users tended to be less favourable toward Council.
- Council should also make its own assessment of what overall level of performance it considers satisfactory, as well as taking into consideration the rated importance and performance of services by user and non-user groups.

# Individual Service Area Summary

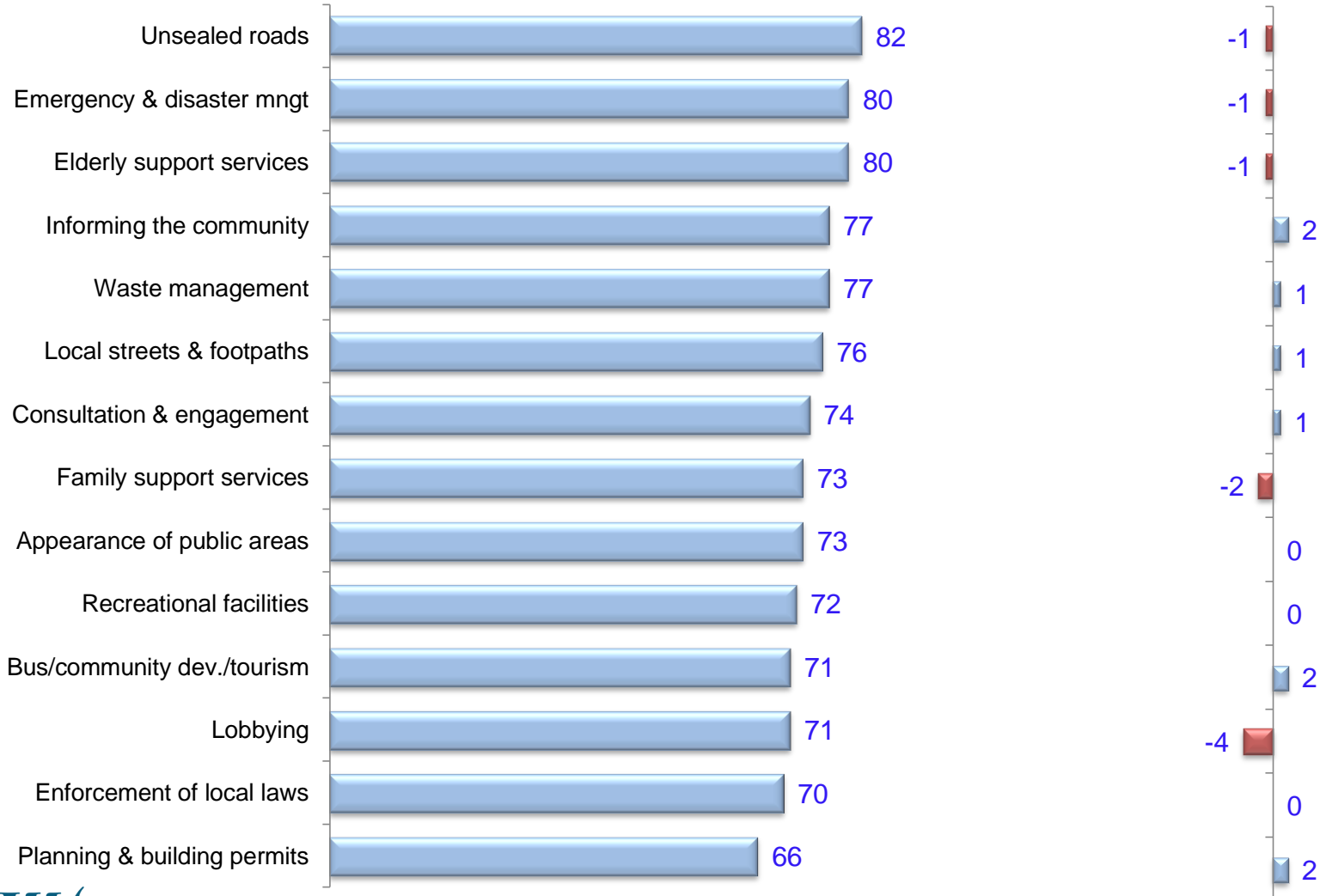
- Services on which rated performance exceeds importance include:
  - Recreational facilities: performance 74, importance 72 = +2 net differential
- Services on which rated importance exceed performance include:
  - Maintenance of unsealed roads: performance 54, importance 82 = -28 net differential
  - Condition of local streets and footpaths: performance 60, importance 76 = -16 net differential
  - Informing the community: performance 64, importance 77 = -13 net differential
  - Community consultation and engagement: performance 62, importance 74 = -12 net differential
  - Lobbying on behalf of the community: performance 60, importance 71 = -11 net differential
  - Planning and building permits: performance 57 , importance 66 = -9 net differential
  - Emergency and disaster management: performance 71, importance 80 = -9 net differential
  - Business and community development and tourism: performance 65, importance 71 = -6 net differential
  - Elderly support services: performance 75, importance 80 = -5 net differential
  - Family support services: performance 69, importance 73 = -4 net differential



# 2013 Importance Summary

## Index Score

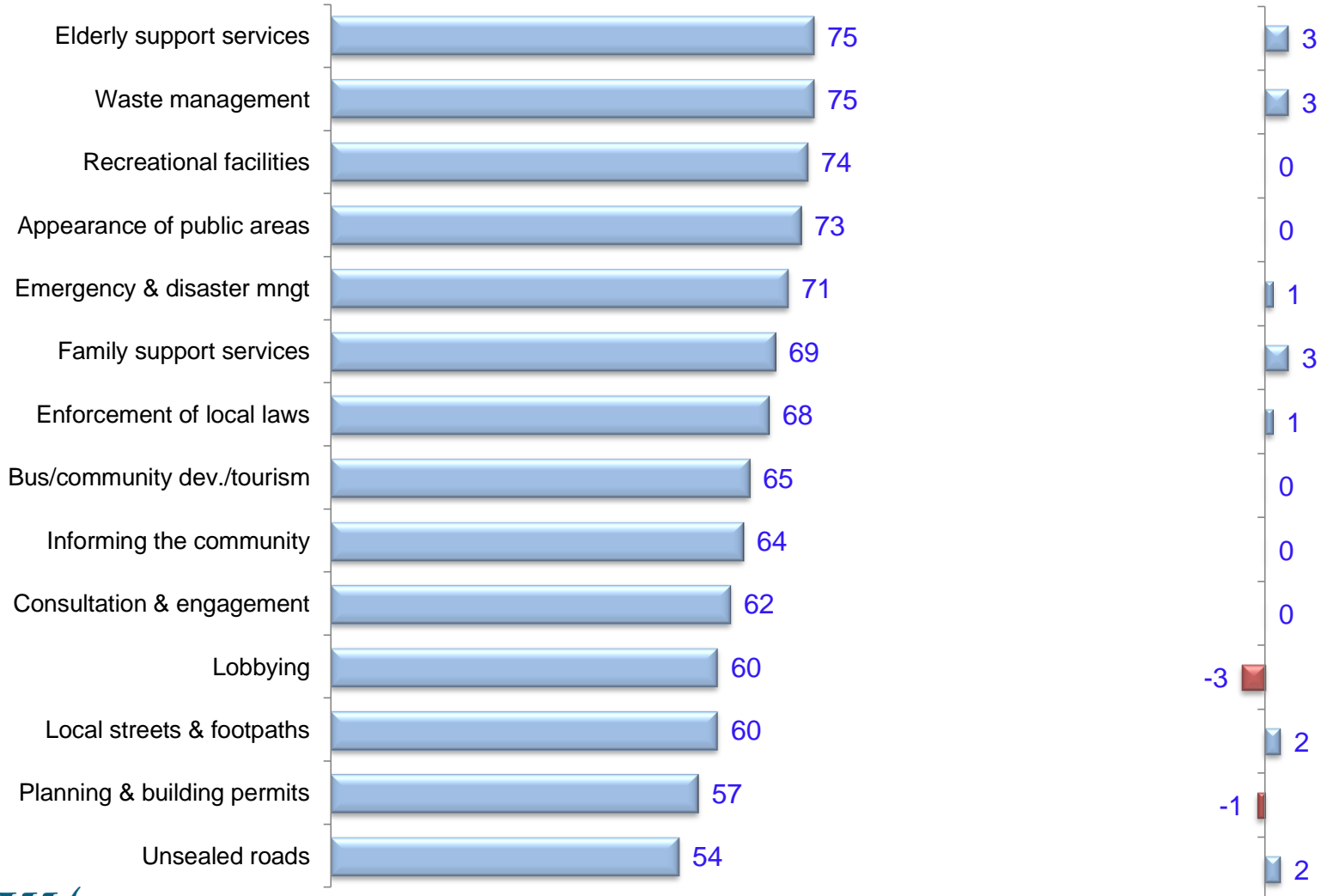
## Change (2012 to 2013)



# 2013 Performance Summary

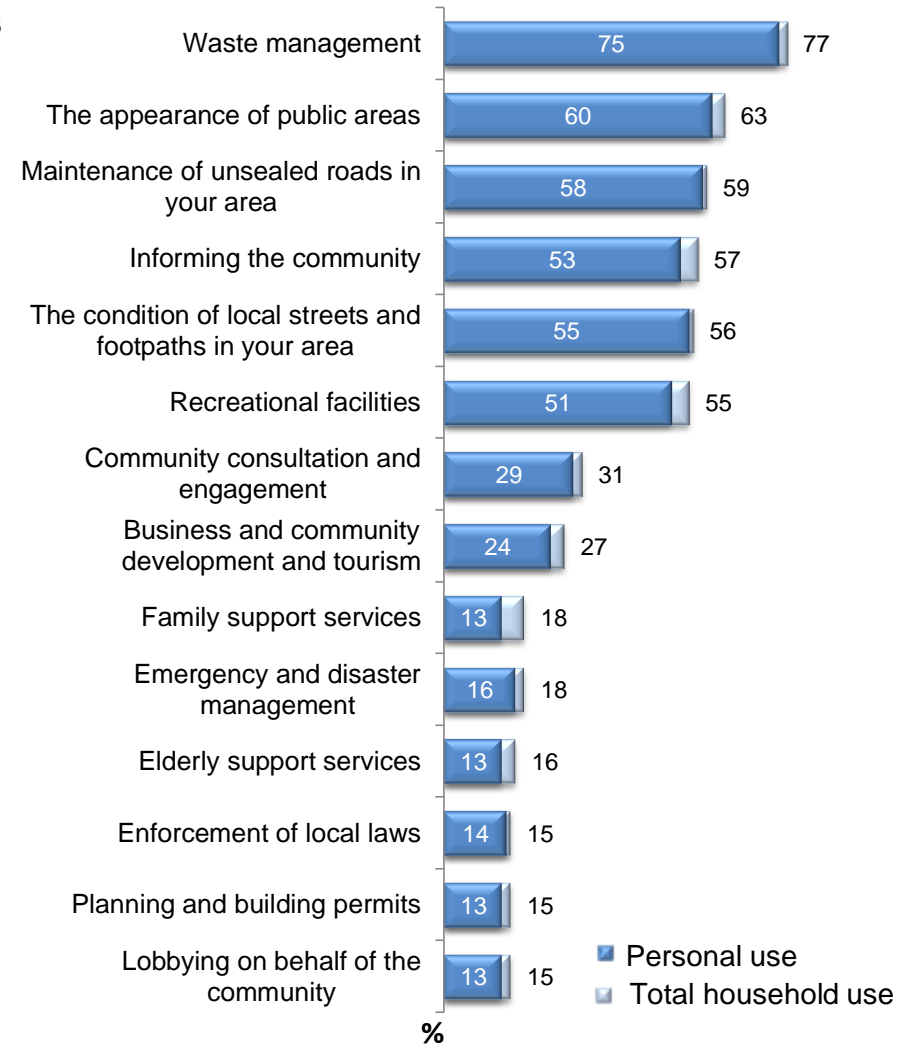
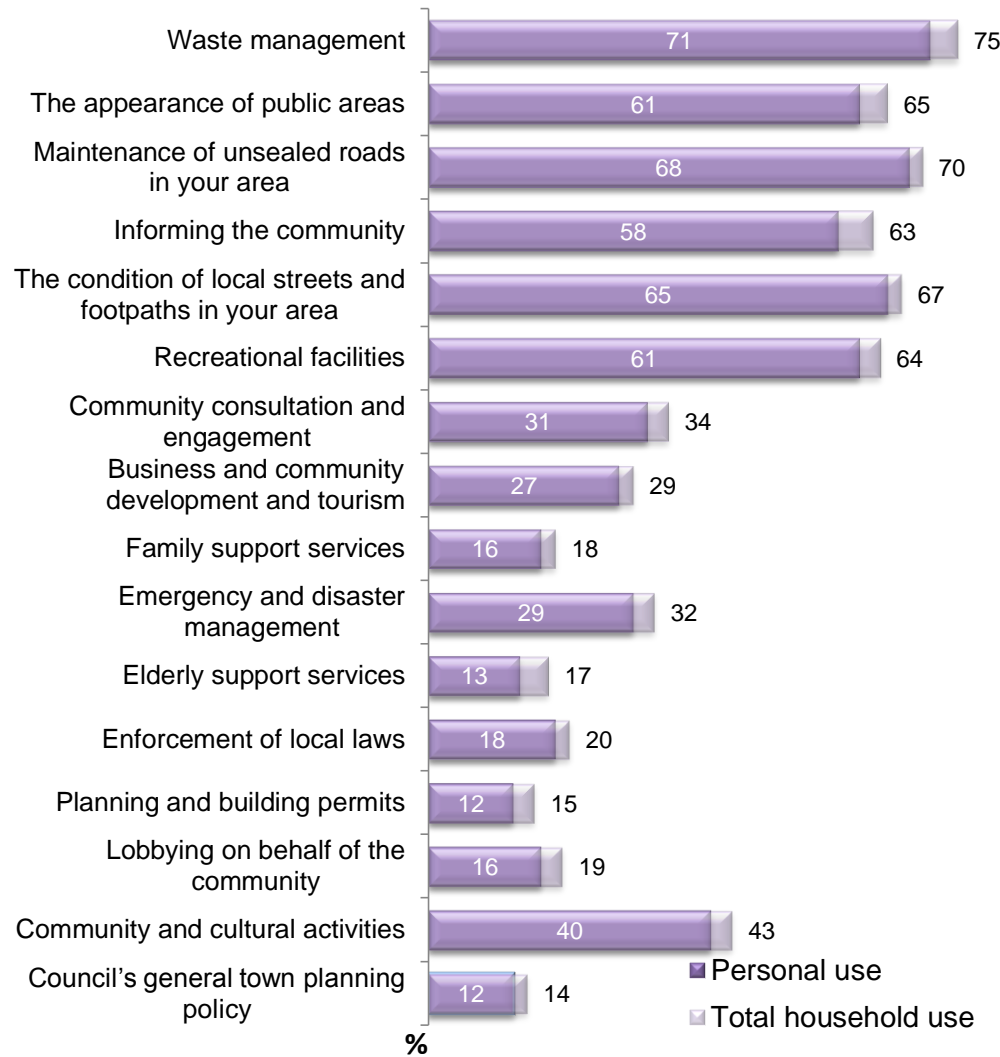
## Index Score

## Change (2012 to 2013)

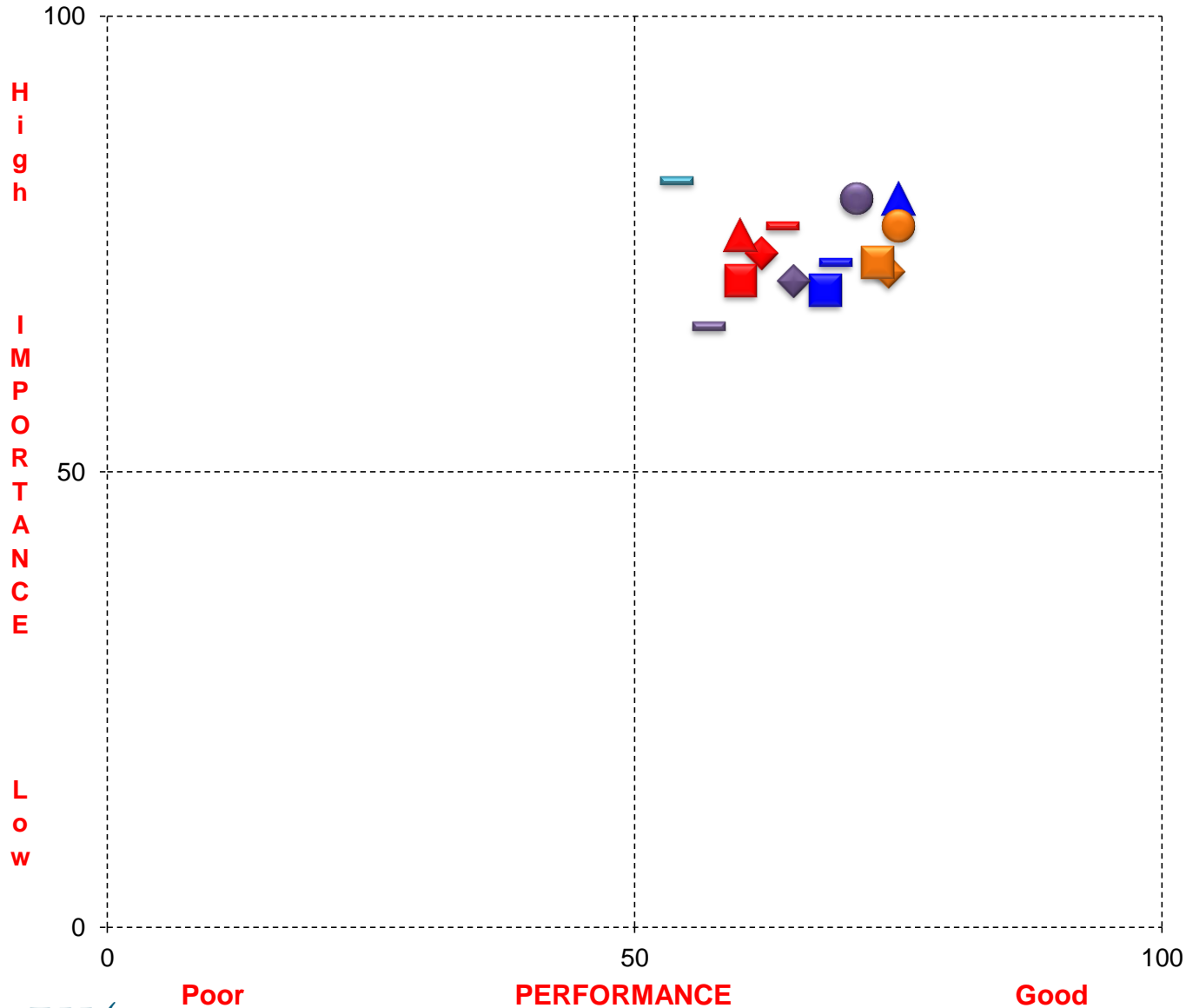


## 2012 Percentage Personal and Household Use/Experience of Council Services

## 2013 Percentage Personal and Household Use/Experience of Council Services

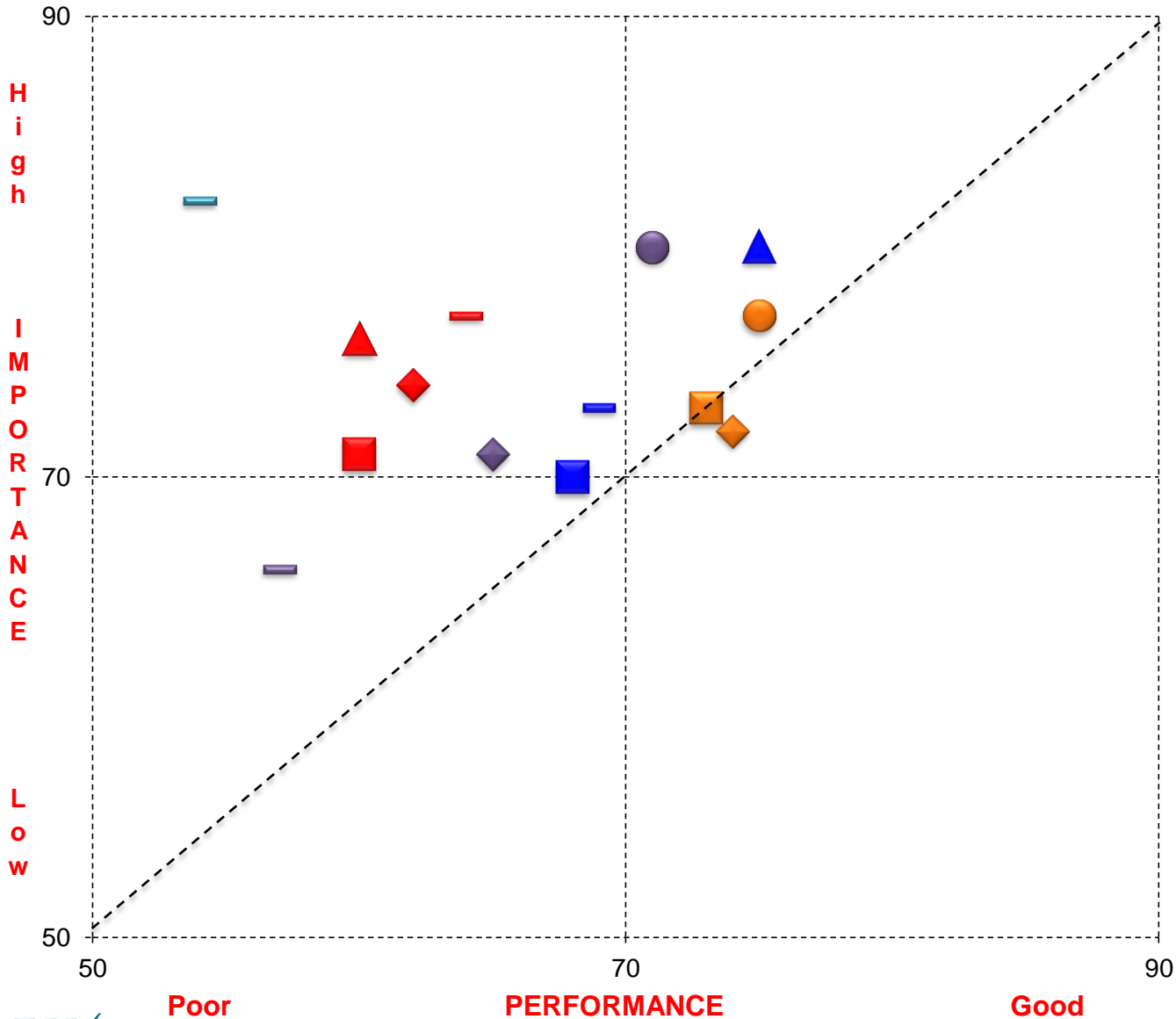


# Importance and Performance 2013 Index Scores Grid



Service	Symbol	Importance	Performance
Consultation	Red diamond	74	62
Lobbying	Red square	71	60
Informing	Red horizontal line	77	64
Local streets & footpaths	Red triangle	76	60
Local laws	Blue square	70	68
Family services	Blue horizontal line	73	69
Elderly services	Blue triangle	80	75
Recreational facilities	Orange diamond	72	74
Public areas	Orange square	73	73
Waste	Orange star	77	75
Development & tourism	Dark purple diamond	71	65
Permits	Dark purple horizontal line	66	57
Emergencies	Dark purple star	80	71
Unsealed roads	Teal horizontal line	82	54

# Importance and Performance 2013 Index Scores – Magnified Grid

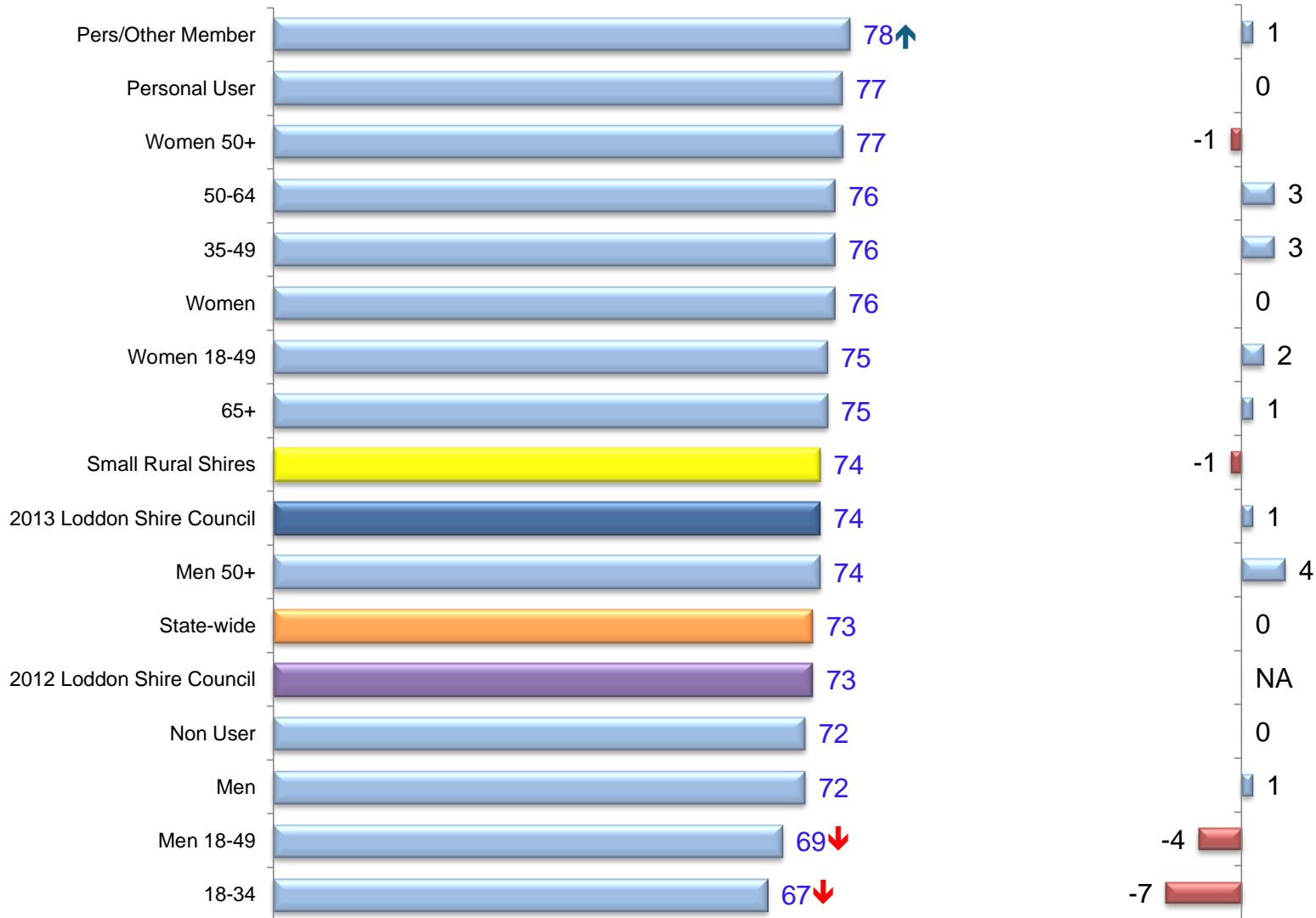


Service	Symbol	Importance	Performance
Consultation	◆	74	62
Lobbying	■	71	60
Informing	—	77	64
Local streets & footpaths	▲	76	60
Local laws	■	70	68
Family services	—	73	69
Elderly services	▲	80	75
Recreational facilities	◆	72	74
Public areas	■	73	73
Waste	☀	77	75
Development & tourism	◆	71	65
Permits	—	66	57
Emergencies	☀	80	71
Unsealed roads	—	82	54

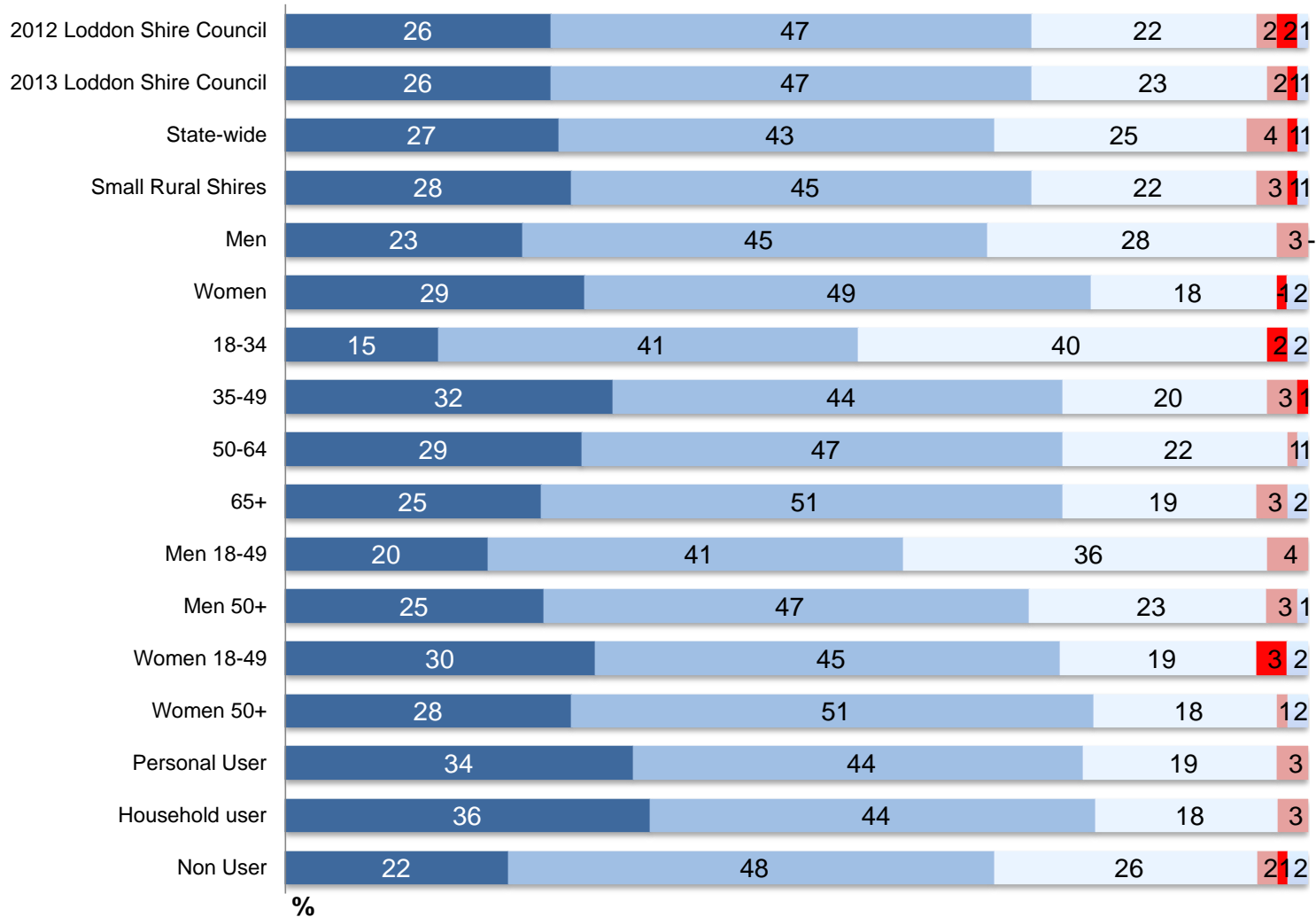
# 2013 Community Consultation and Engagement

## – Importance Index Score

## Change (2012 to 2013)



# 2013 Community Consultation and Engagement – Importance

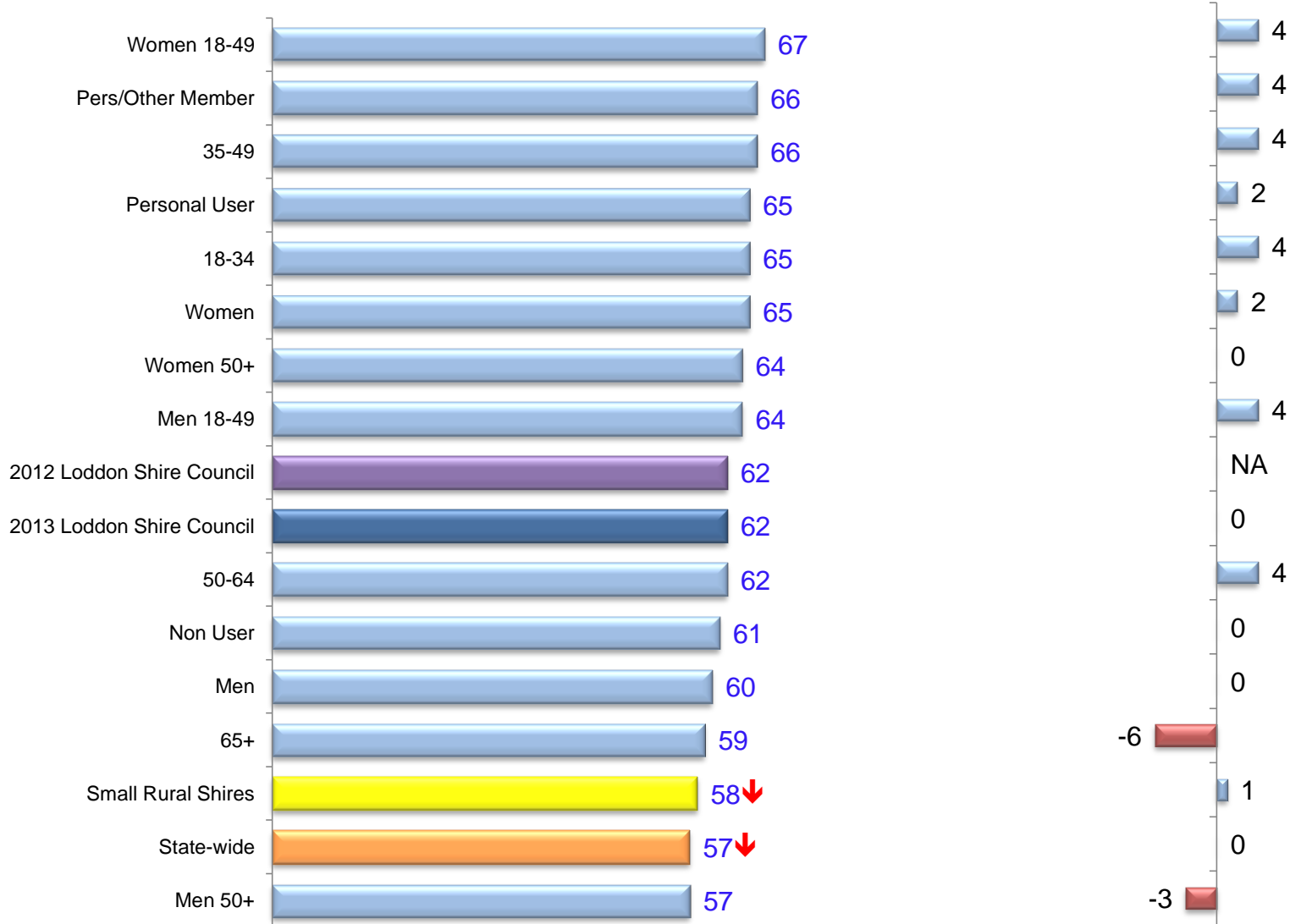


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 Community Consultation and Engagement

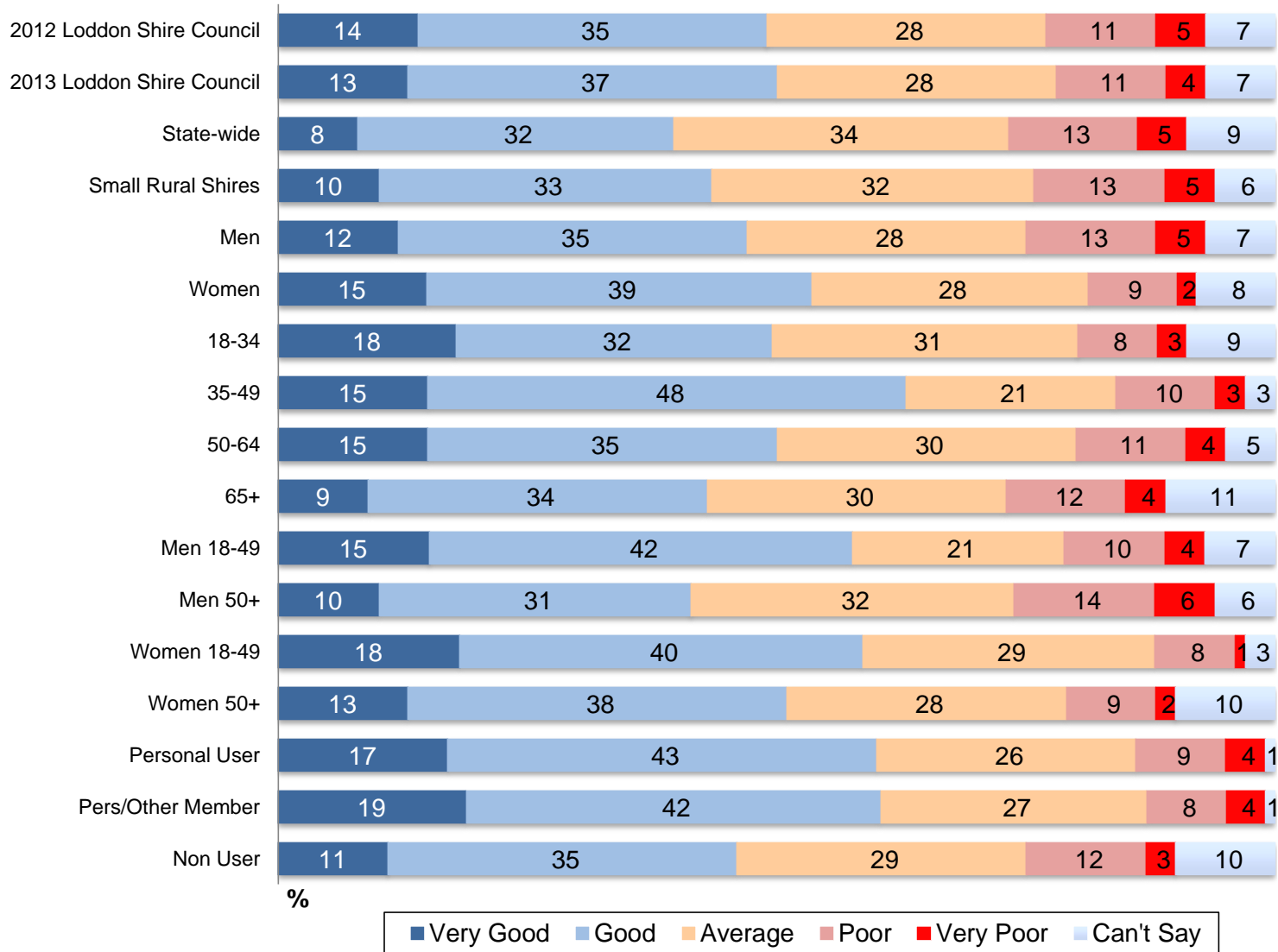
## – Performance Index Score

## Change (2012 to 2013)





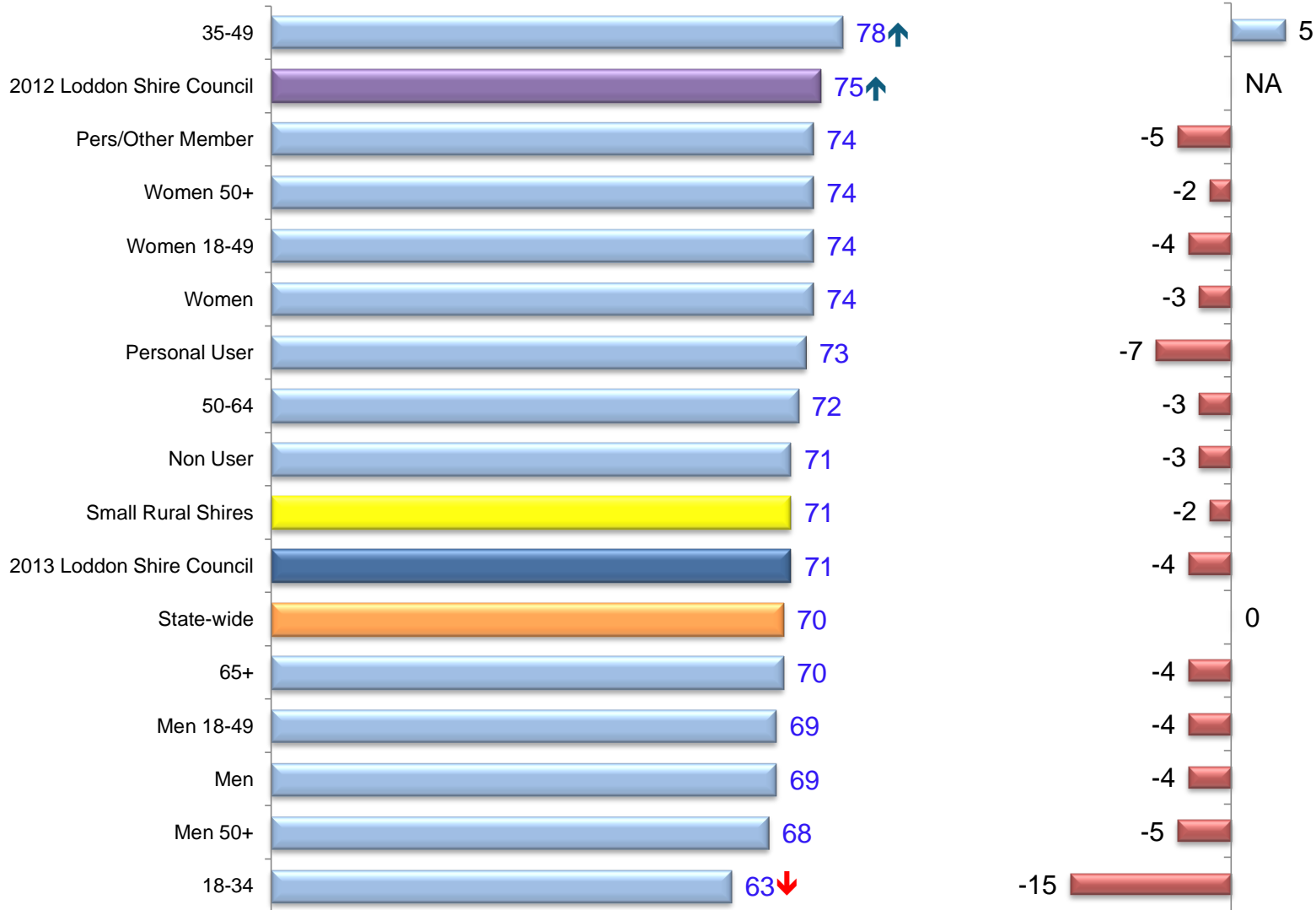
# 2013 Community Consultation and Engagement – Performance



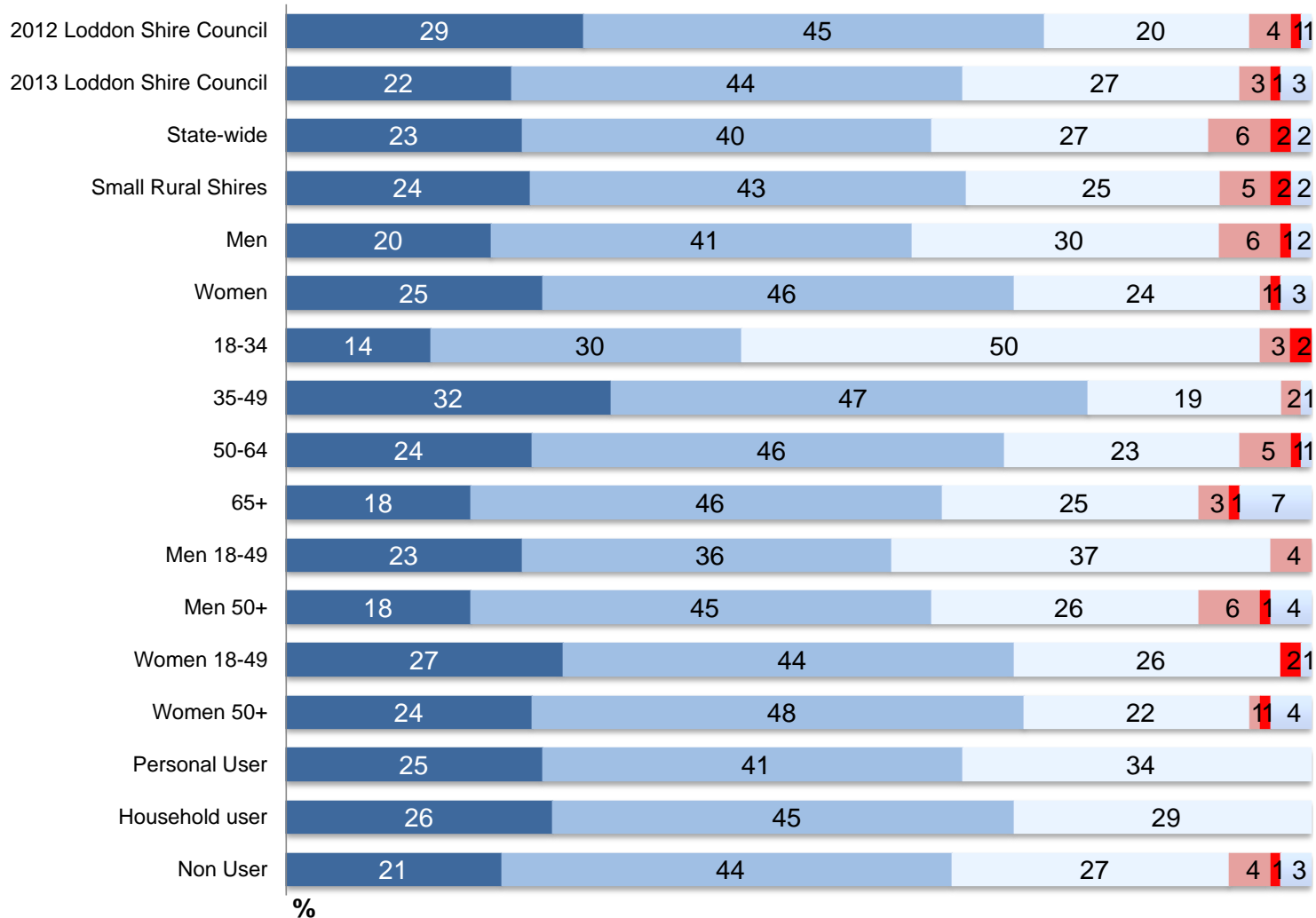
# 2013 Lobbying on Behalf of the Community

## – Importance Index Score

## Change (2012 to 2013)



# 2013 Lobbying on Behalf of the Community – Importance

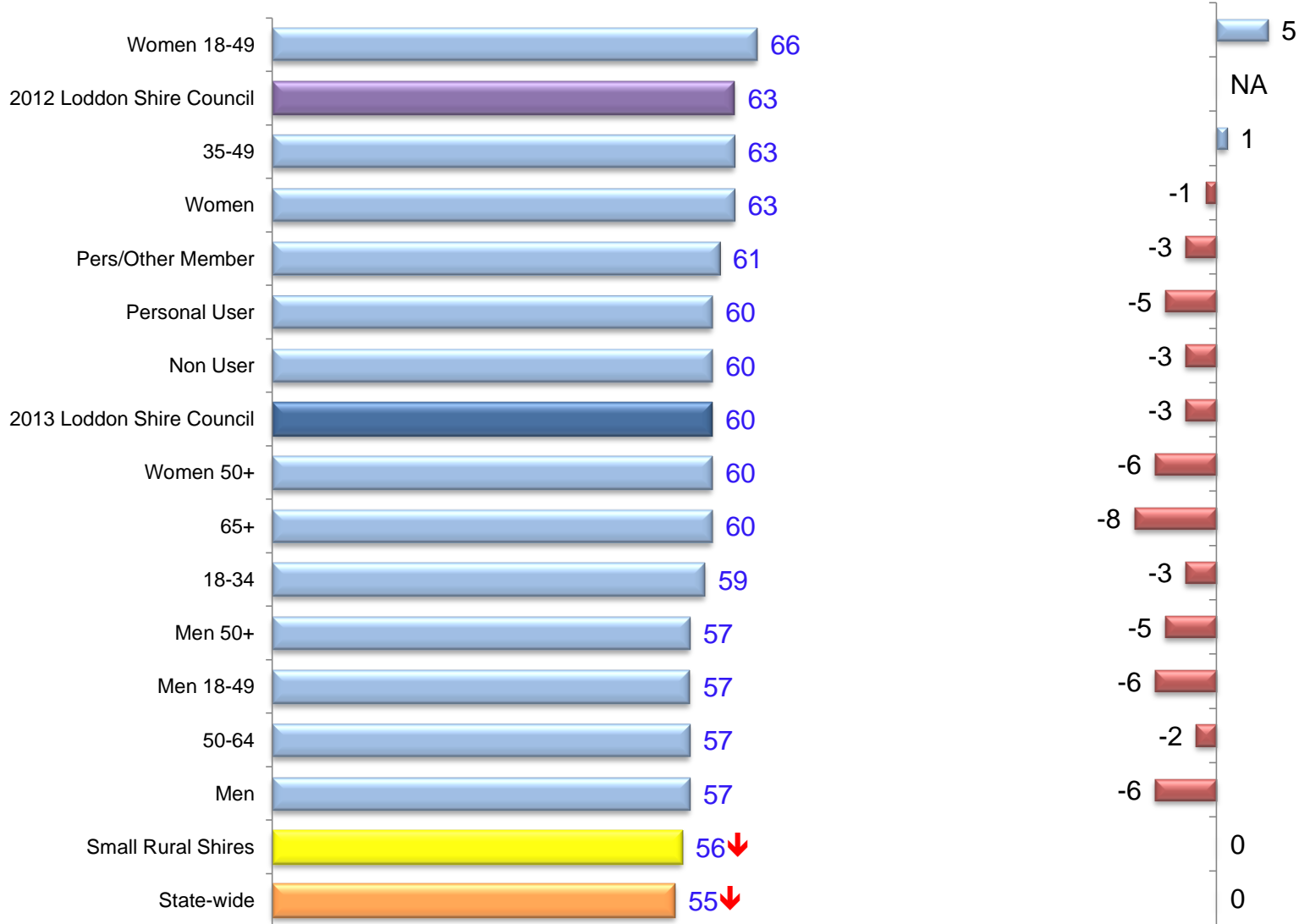


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

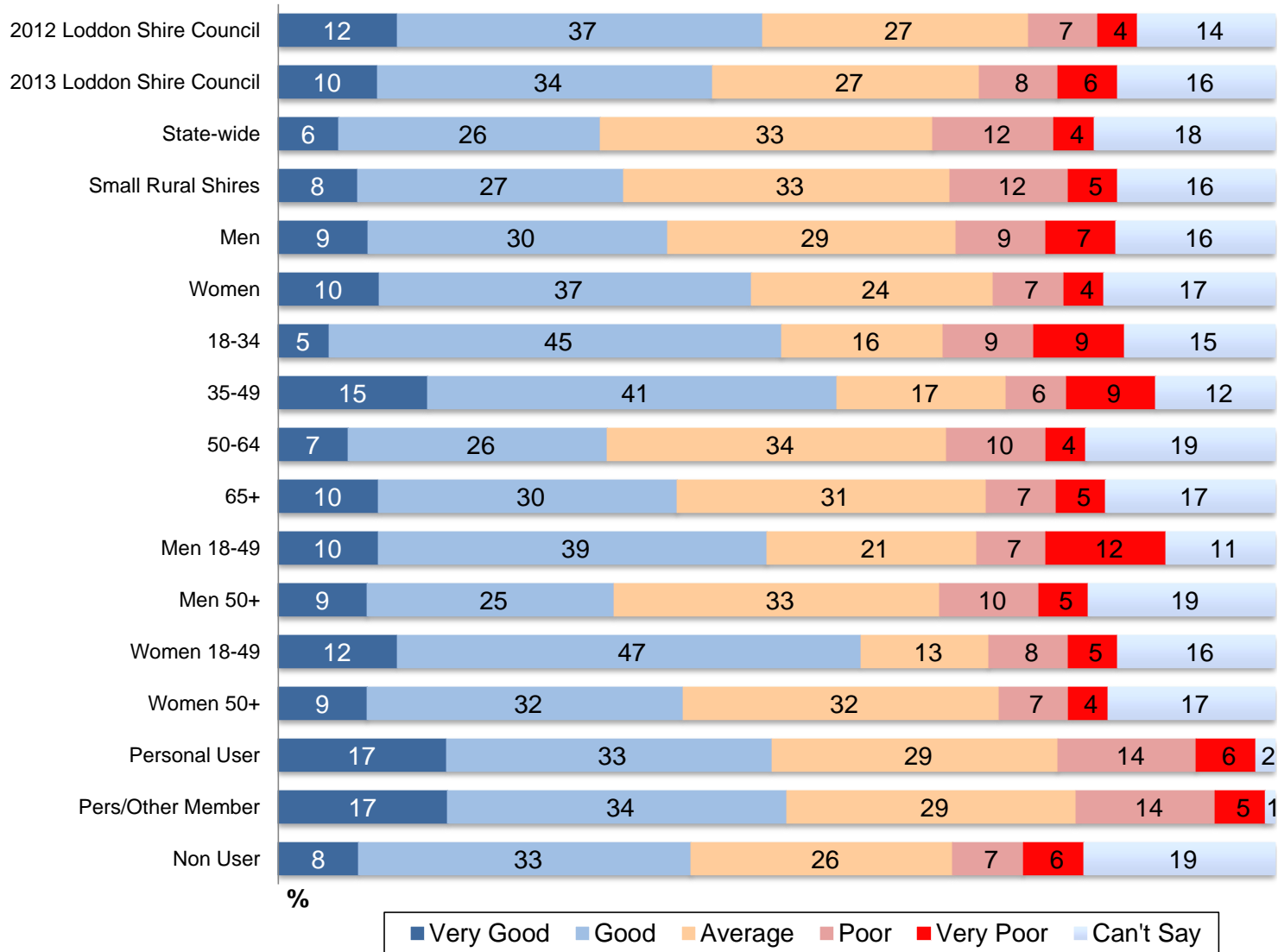
# 2013 Lobbying on Behalf of the Community

## – Performance Index Score

## Change (2012 to 2013)



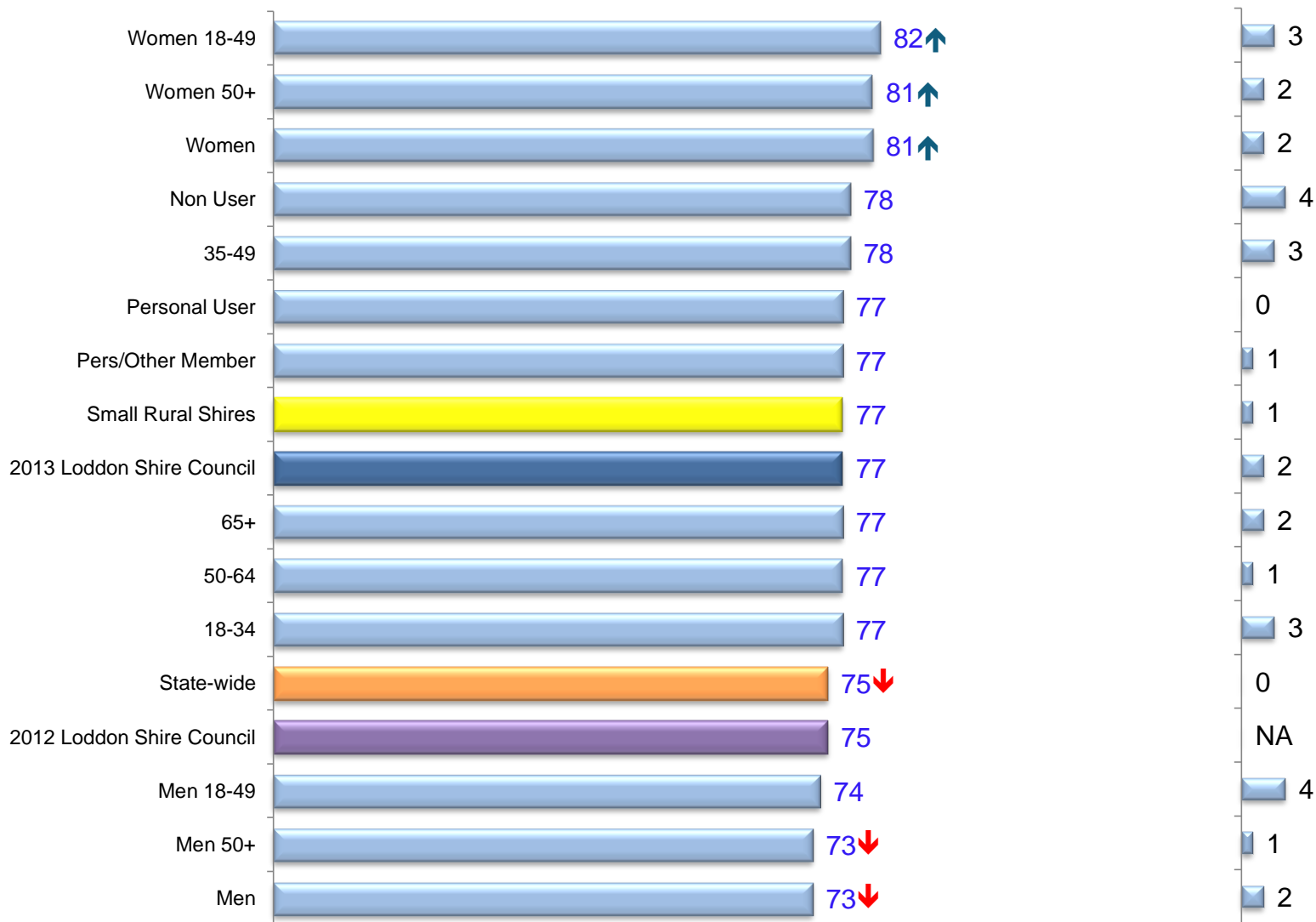
# 2013 Lobbying on Behalf of the Community – Performance



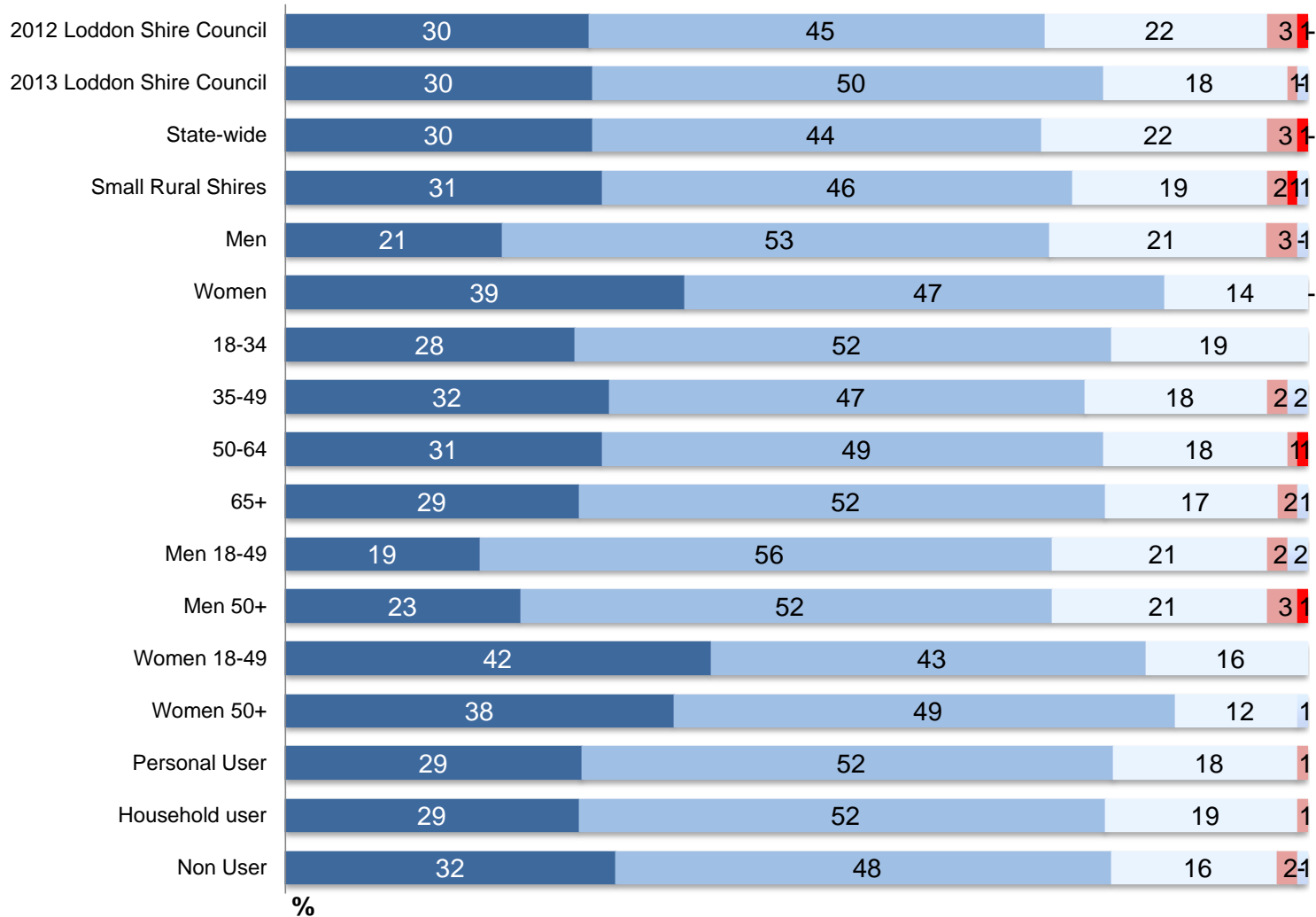
# 2013 Informing the Community

## – Importance Index Score

## Change (2012 to 2013)



# 2013 Informing the Community – Importance

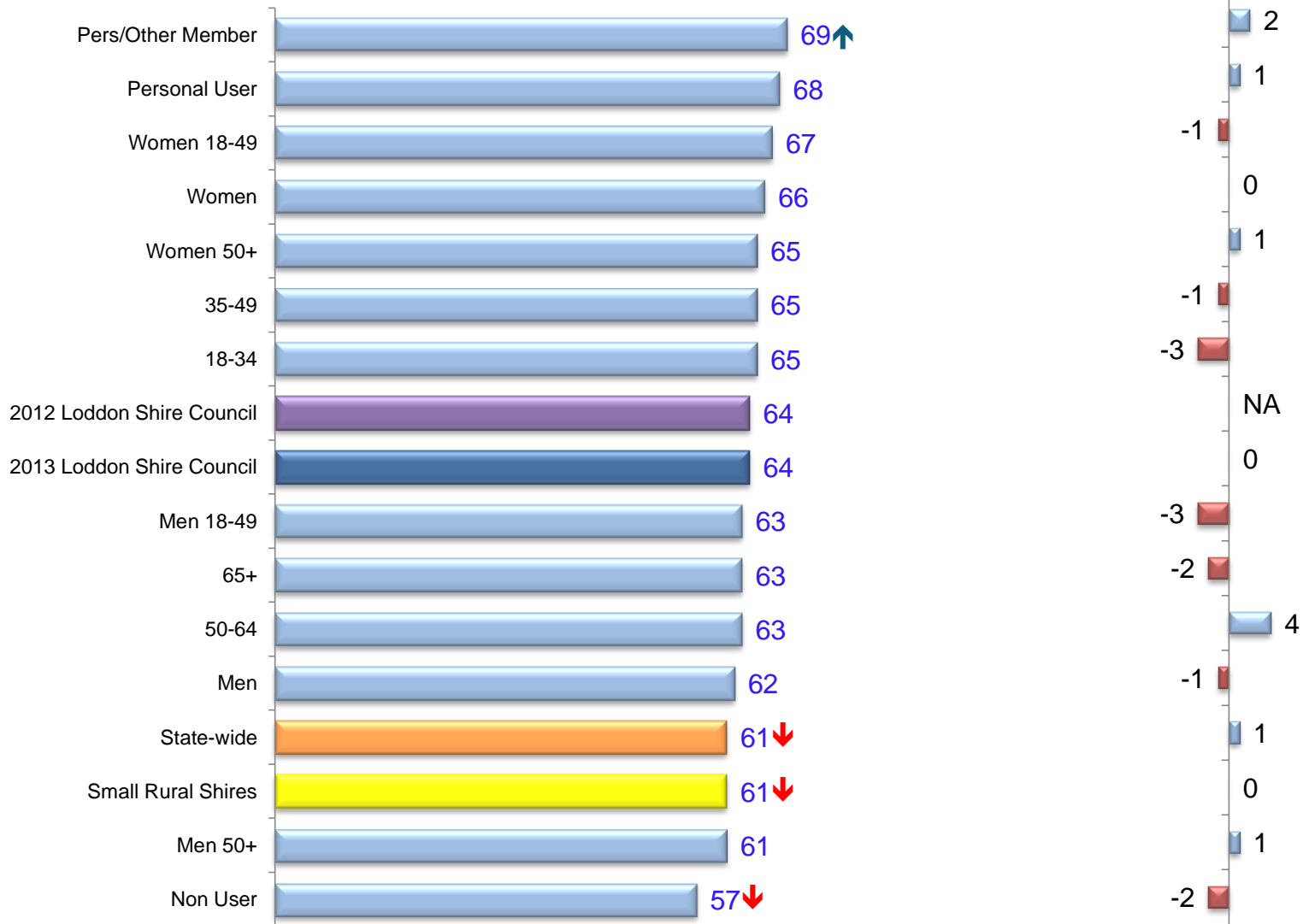


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 Informing the Community

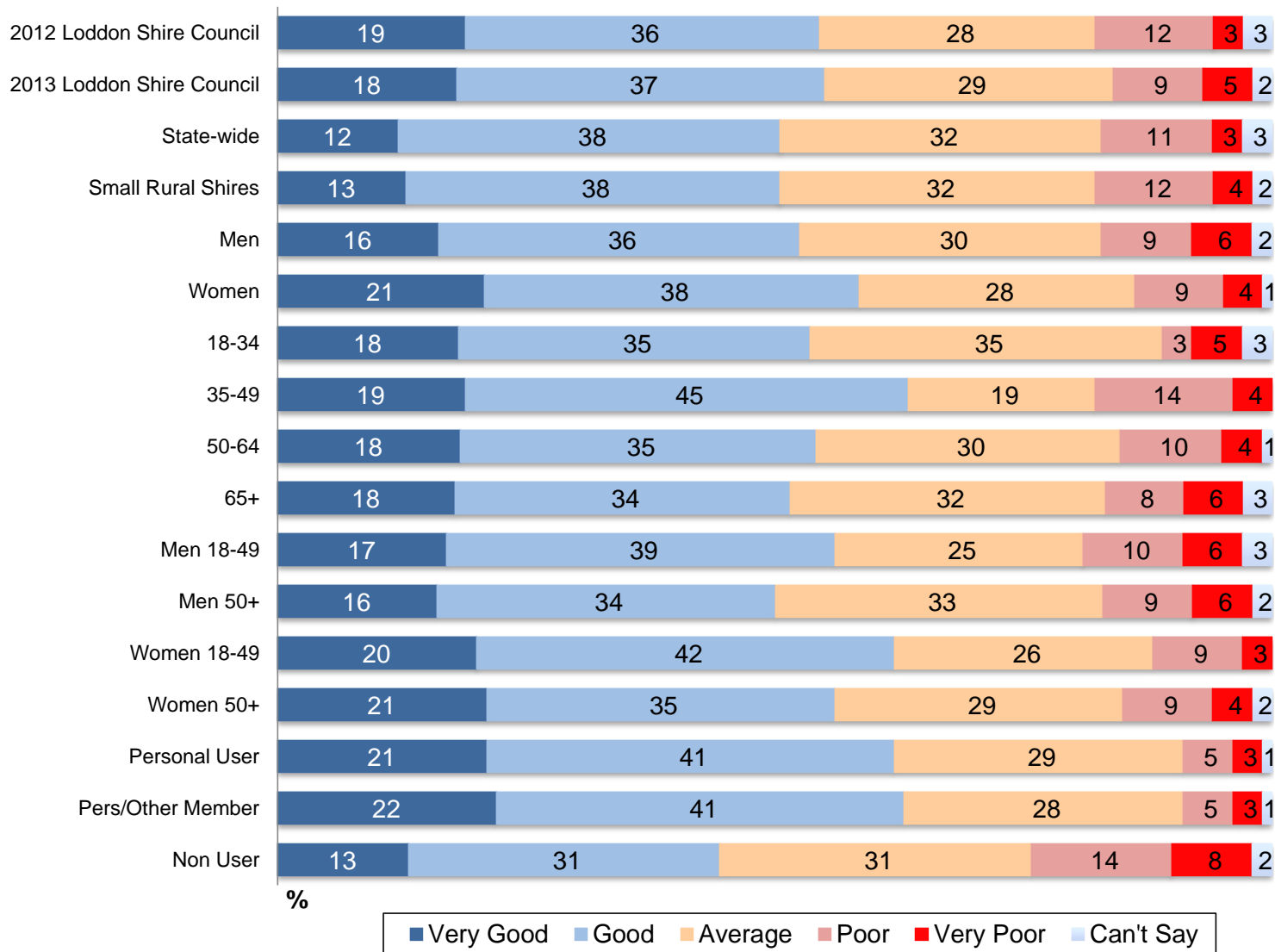
## – Performance Index Score

## Change (2012 to 2013)



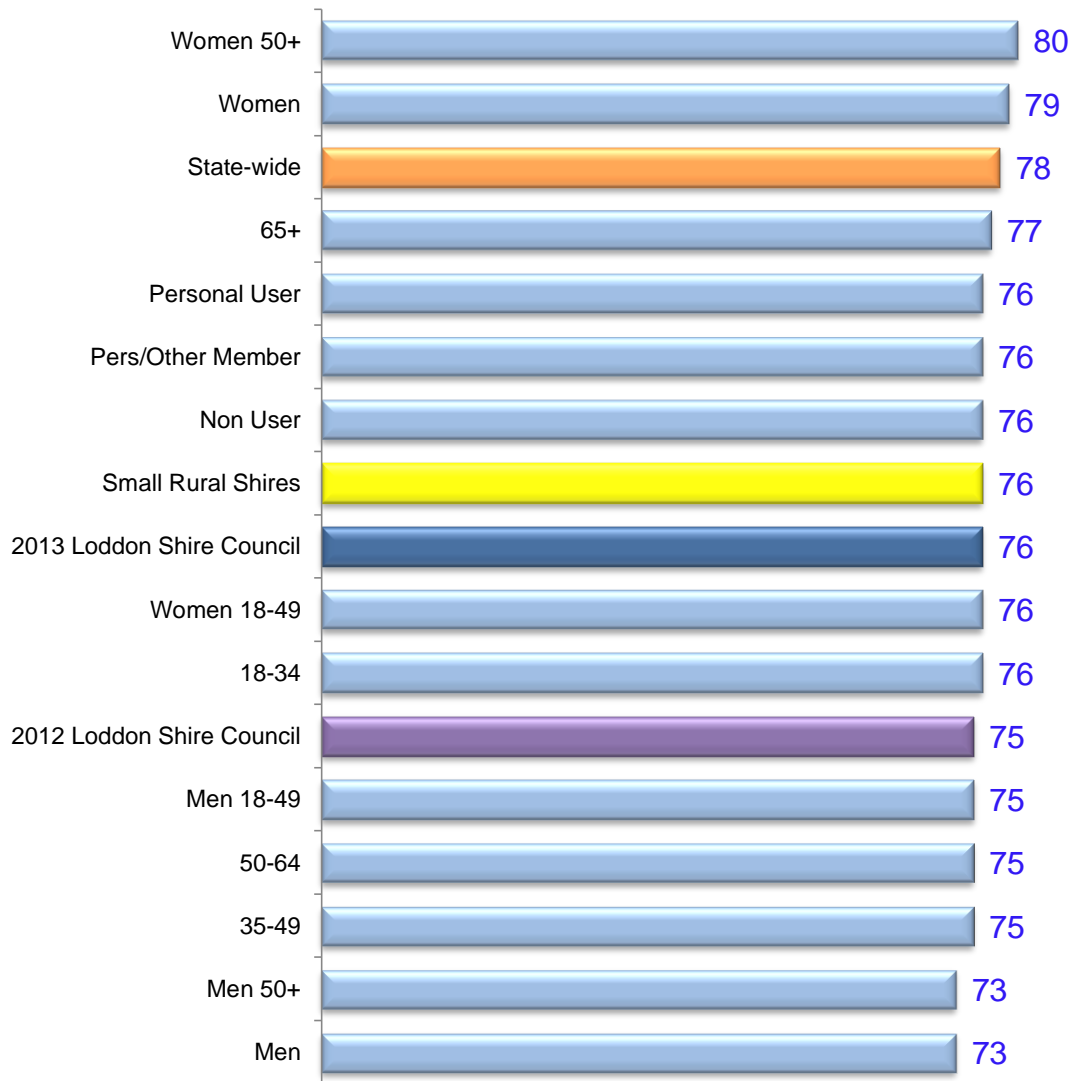


# 2013 Informing the Community – Performance

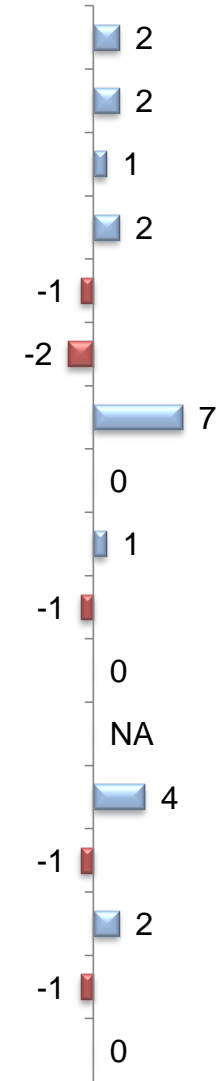


# 2013 The condition of local streets and footpaths in your area

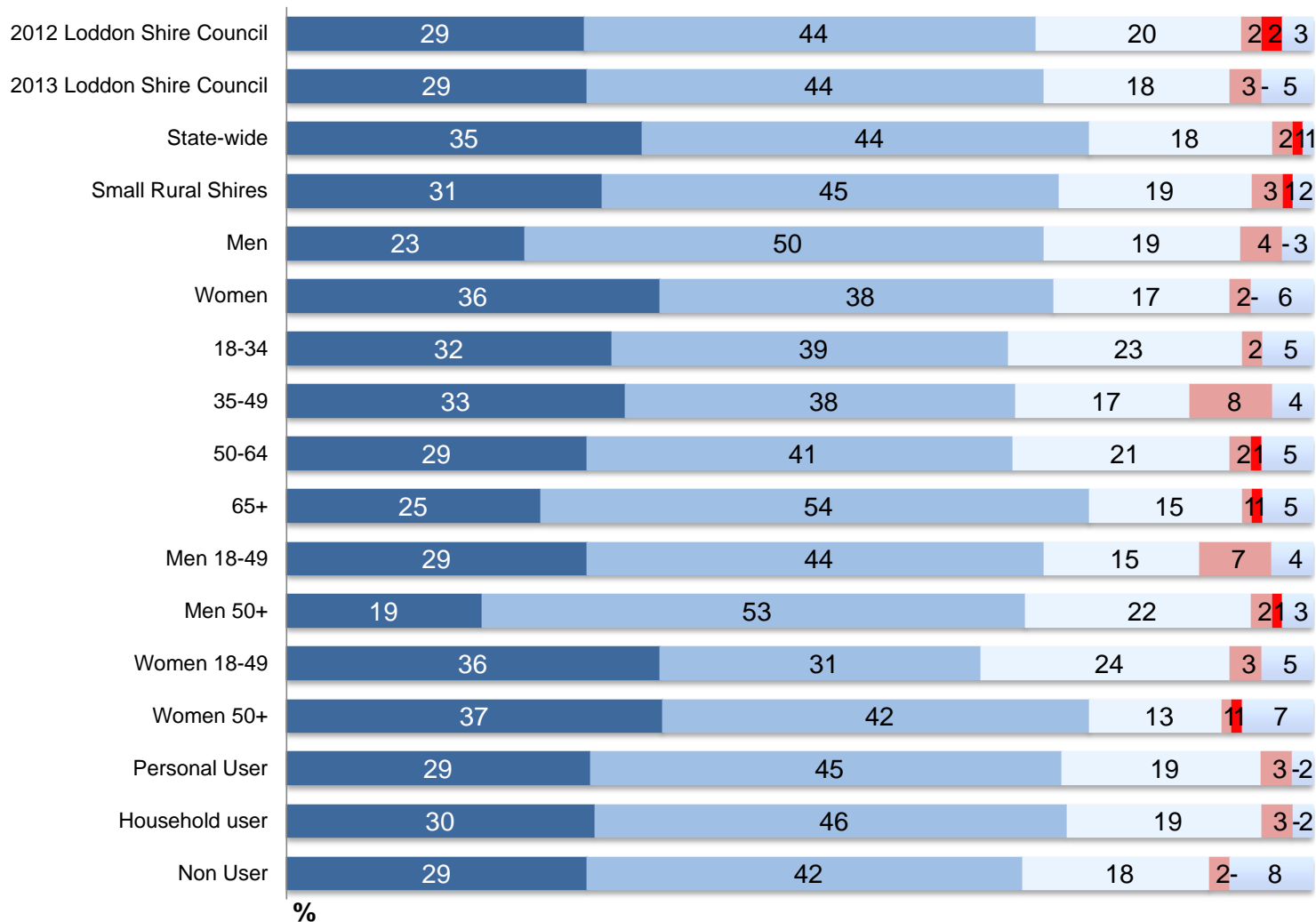
## – Importance Index Score



## Change (2012 to 2013)



# 2013 The condition of local streets and footpaths in your area – Importance

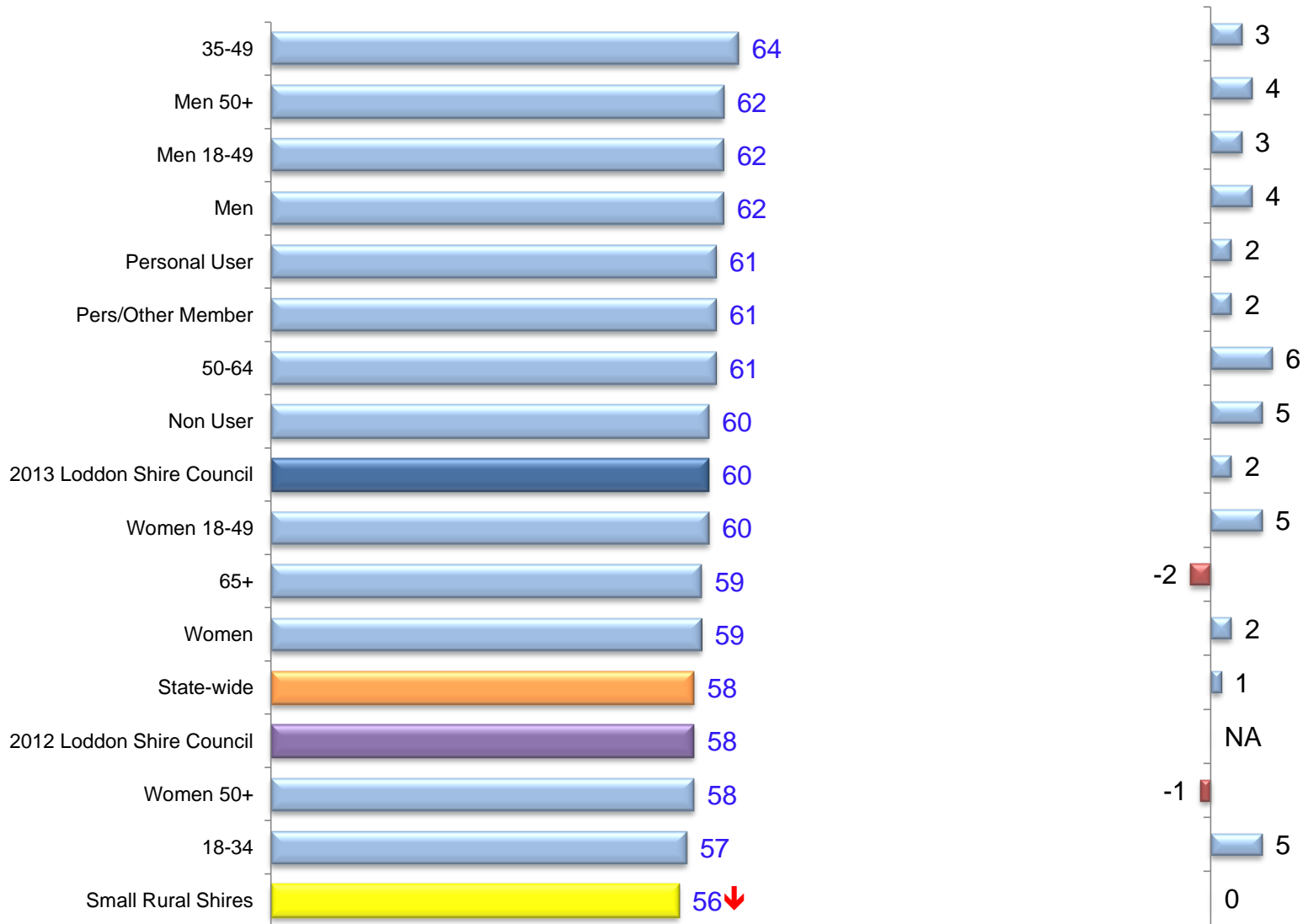


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

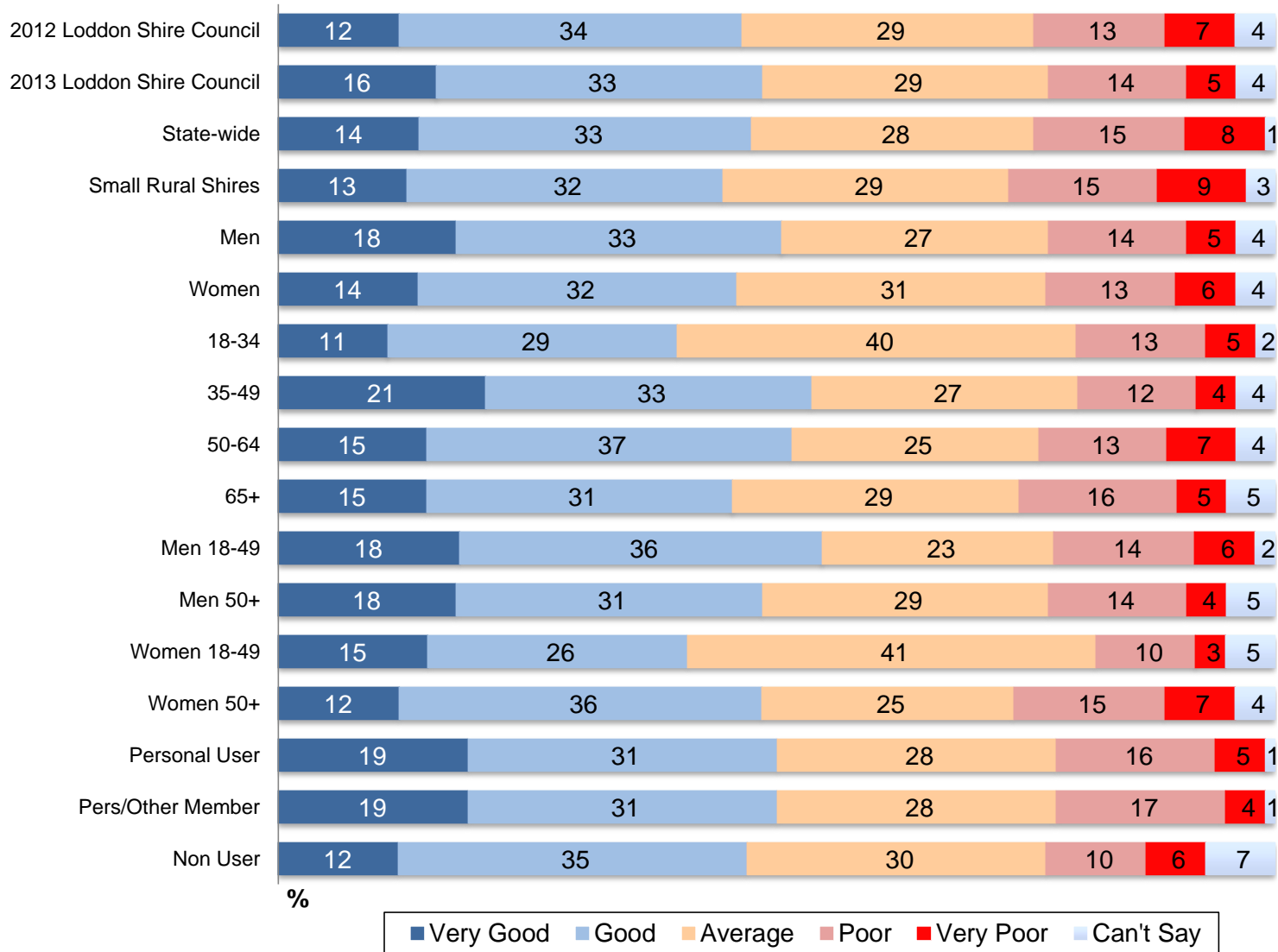
# 2013 The condition of local streets and footpaths in your area

## – Performance Index Score

## Change (2012 to 2013)



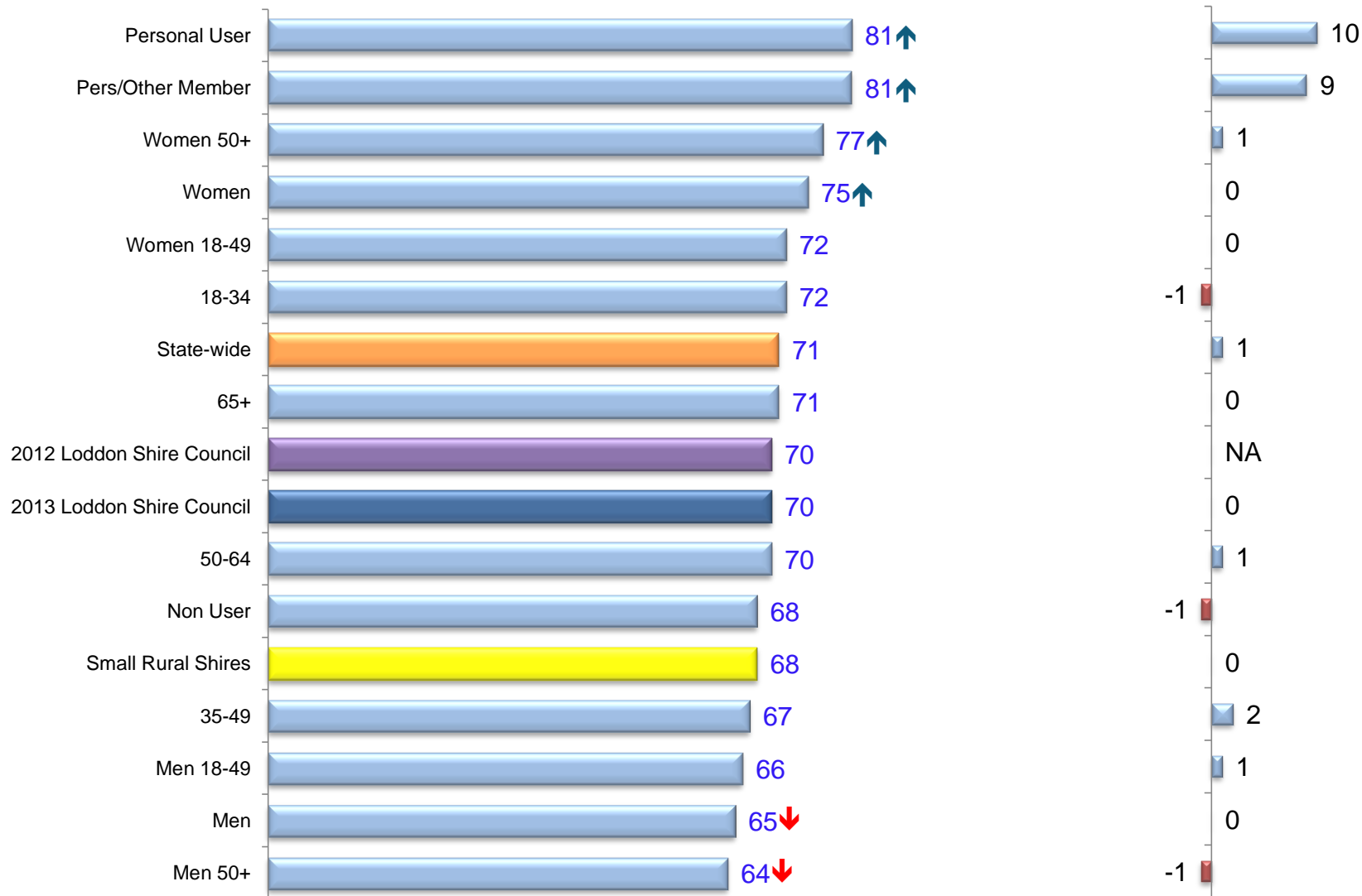
# 2013 The condition of local streets and footpaths in your area – Performance



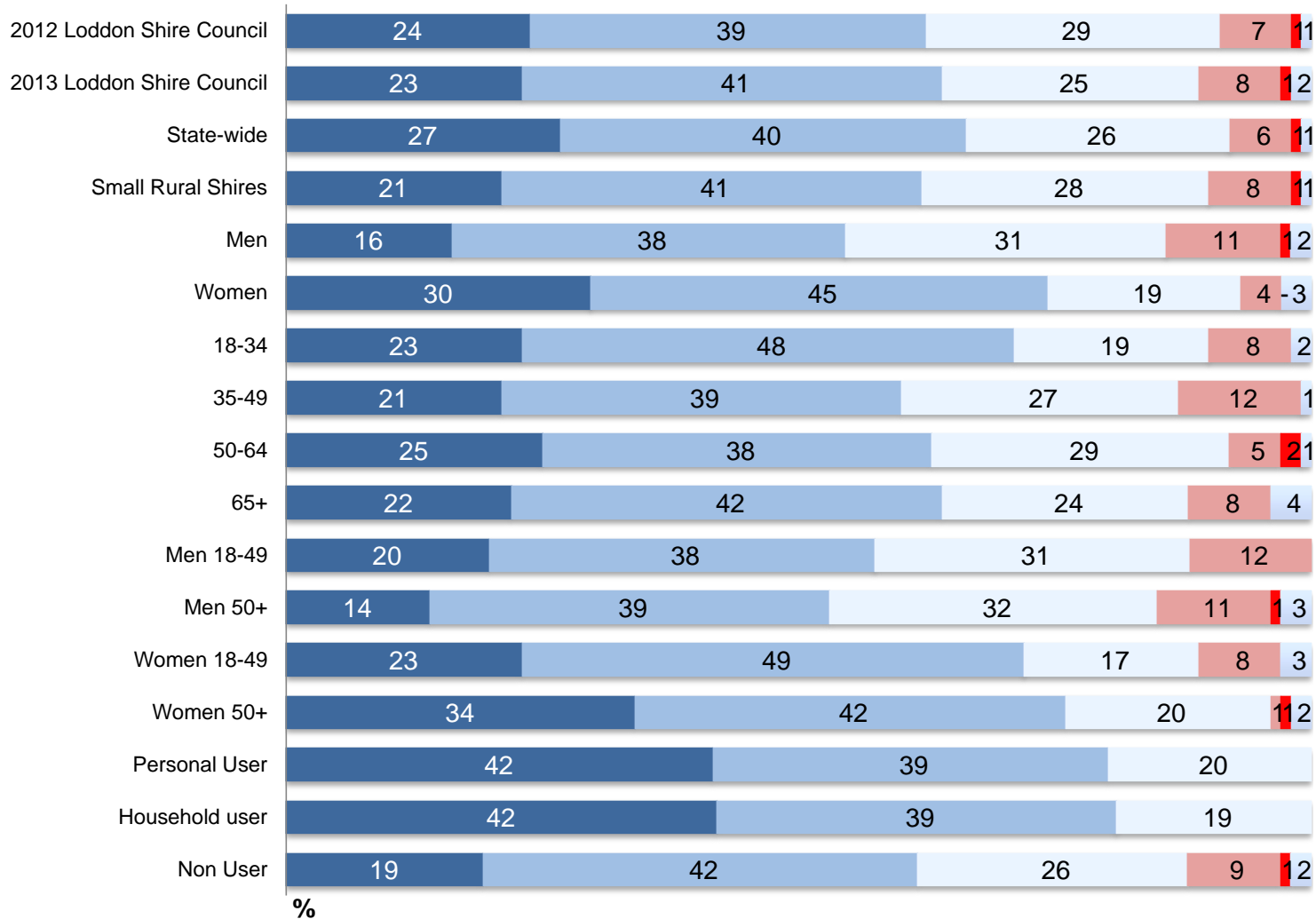
# 2013 Enforcement of local laws

## – Importance Index Score

## Change (2012 to 2013)



## 2013 Enforcement of local laws – Importance

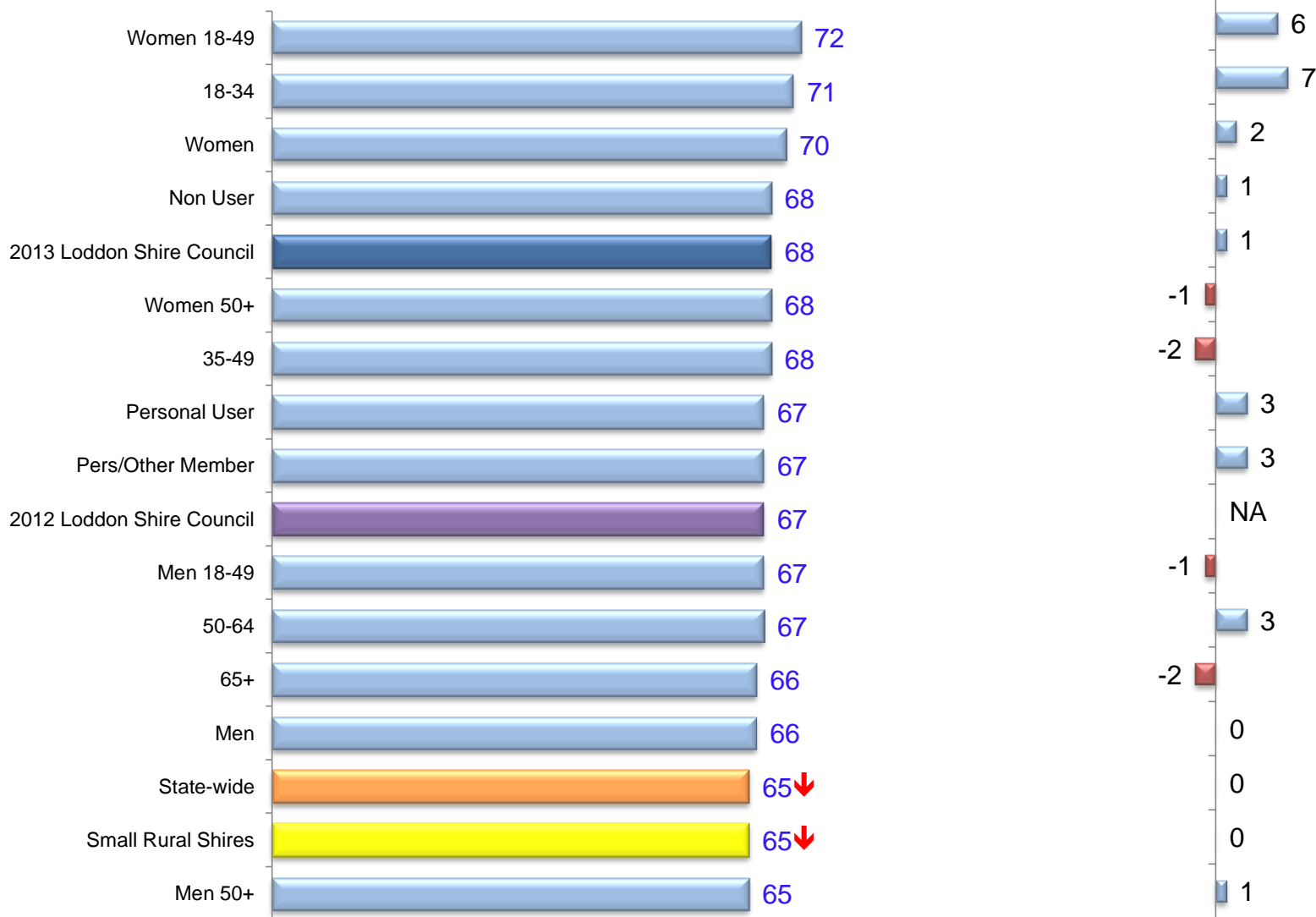


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 Enforcement of local laws

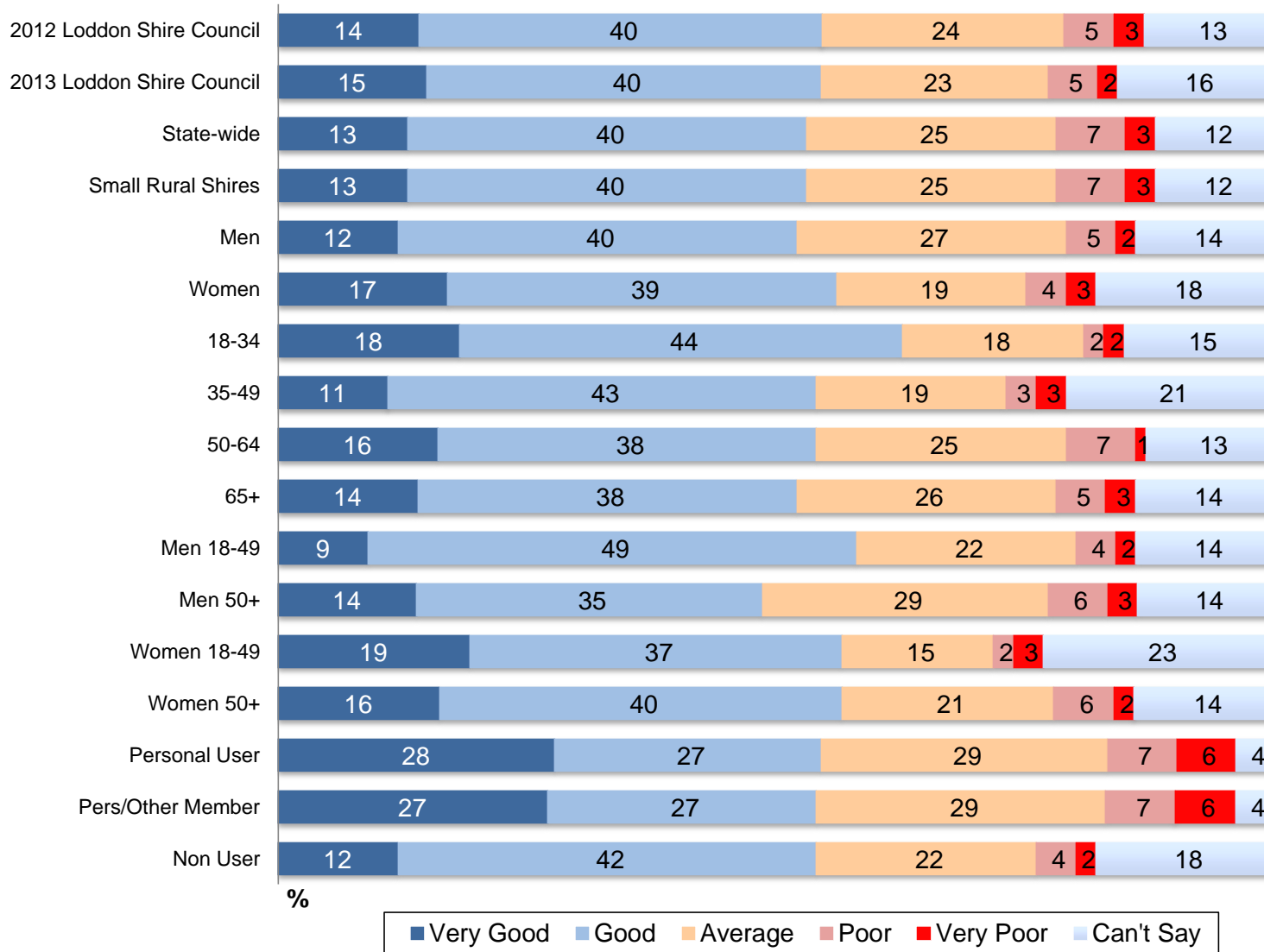
## – Performance Index Score

## Change (2012 to 2013)





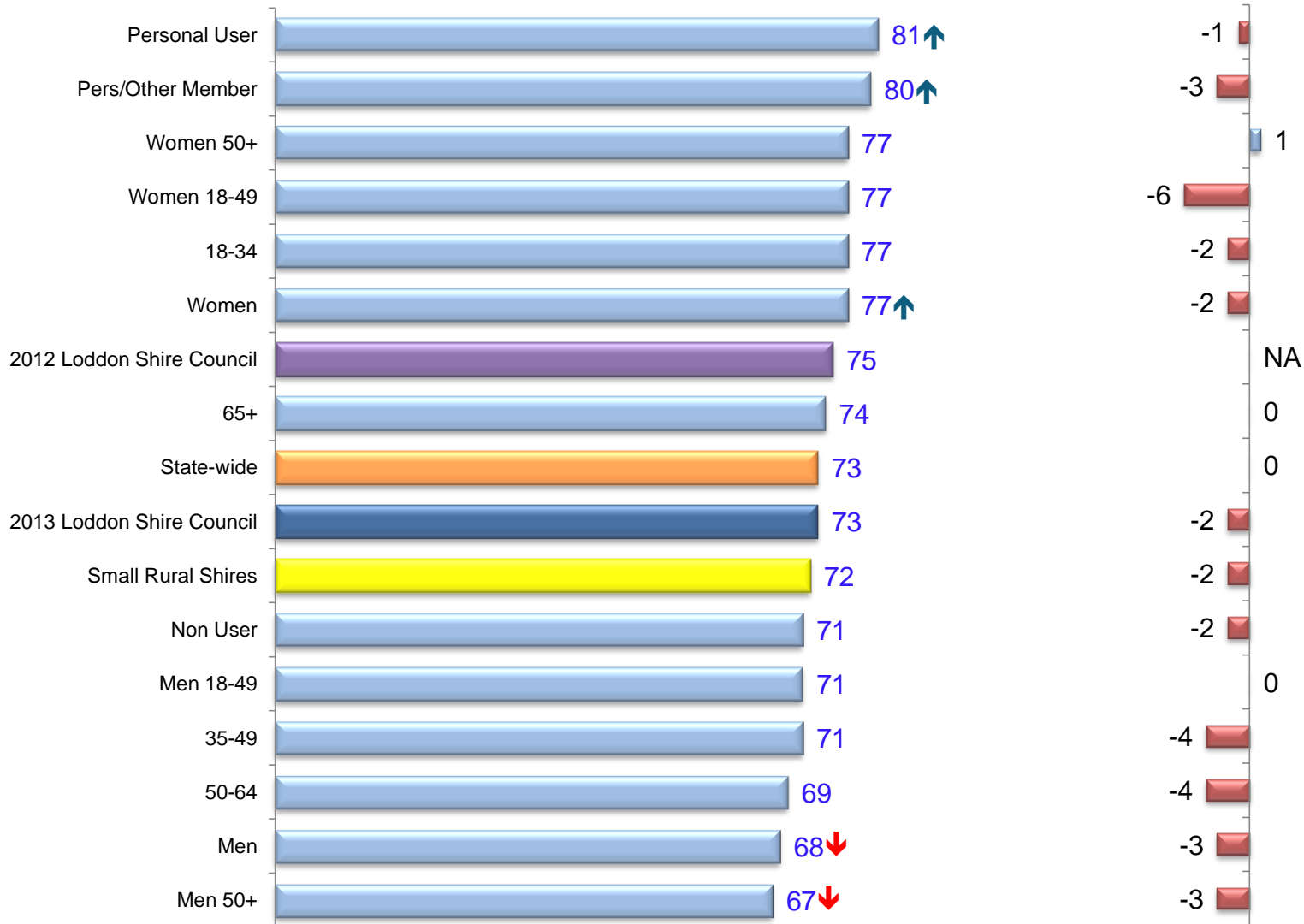
## 2013 Enforcement of local laws – Performance



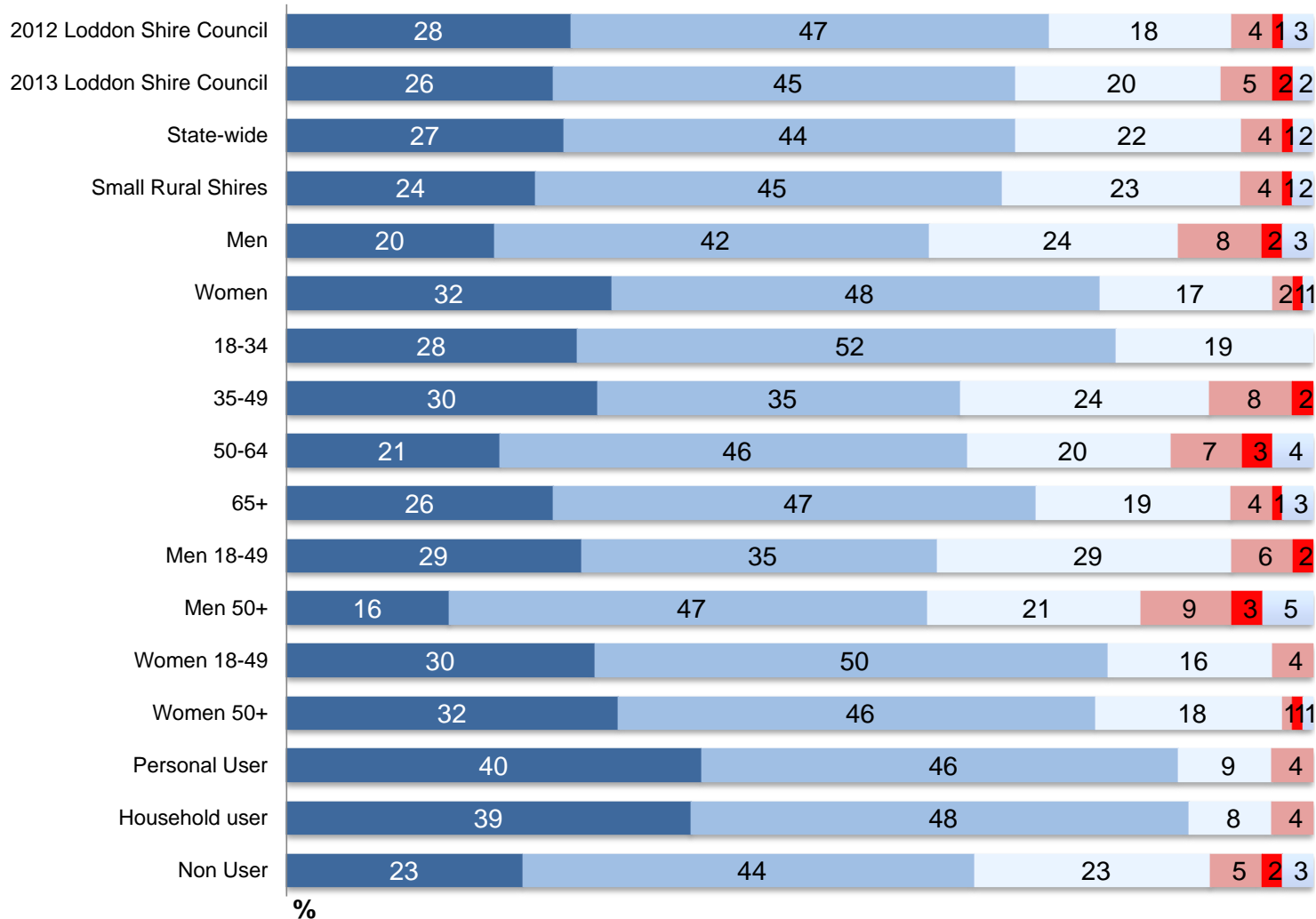
# 2013 Family Support Services

## – Importance Index Score

## Change (2012 to 2013)



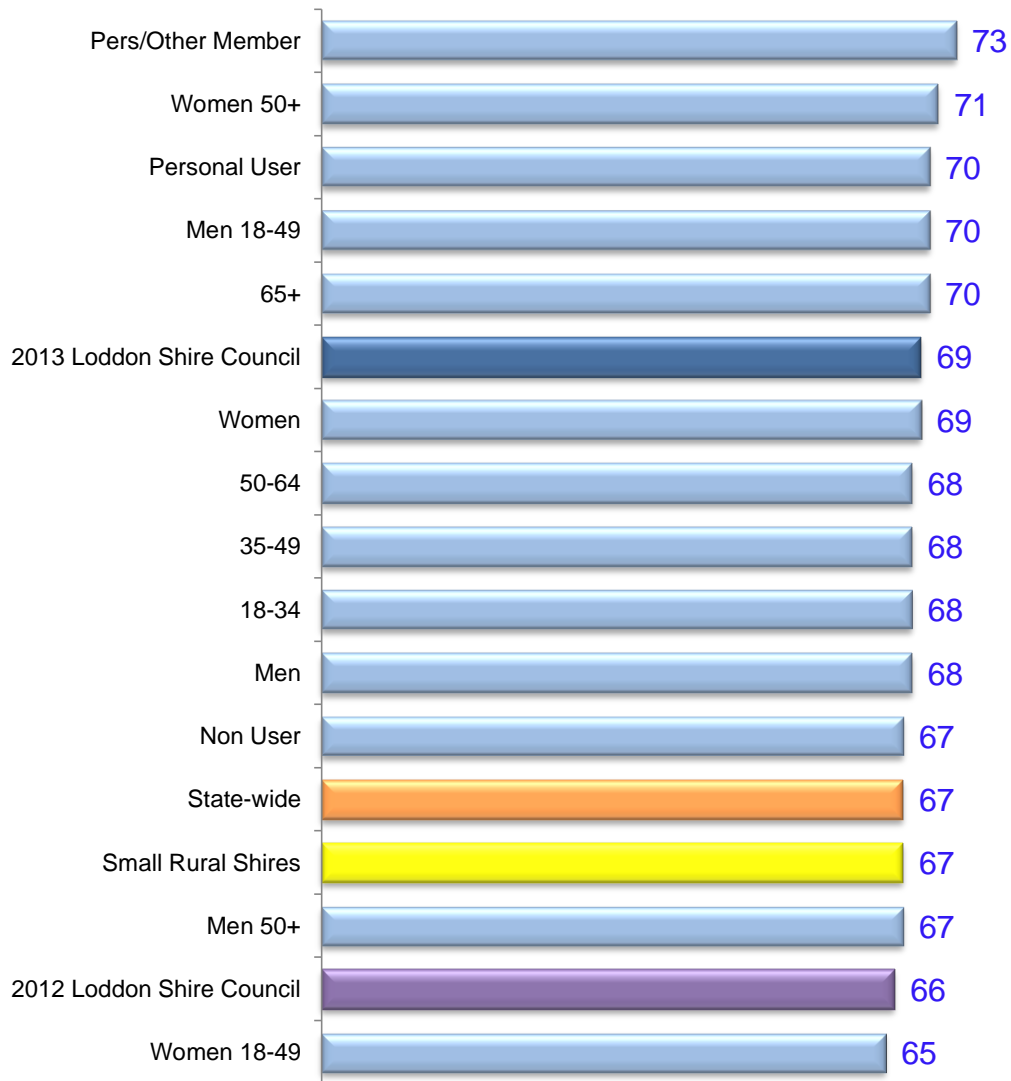
# 2013 Family Support Services – Importance



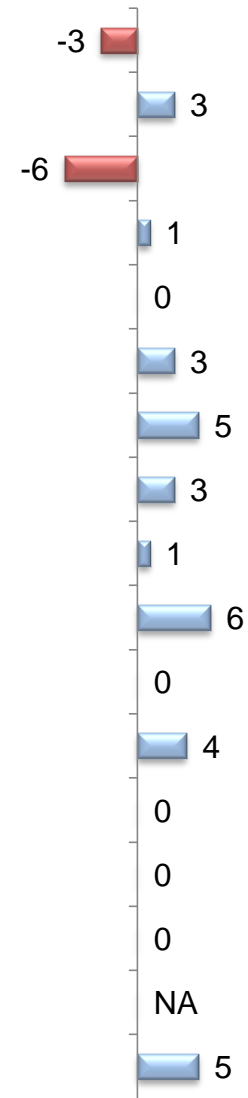
■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 Family Support Services

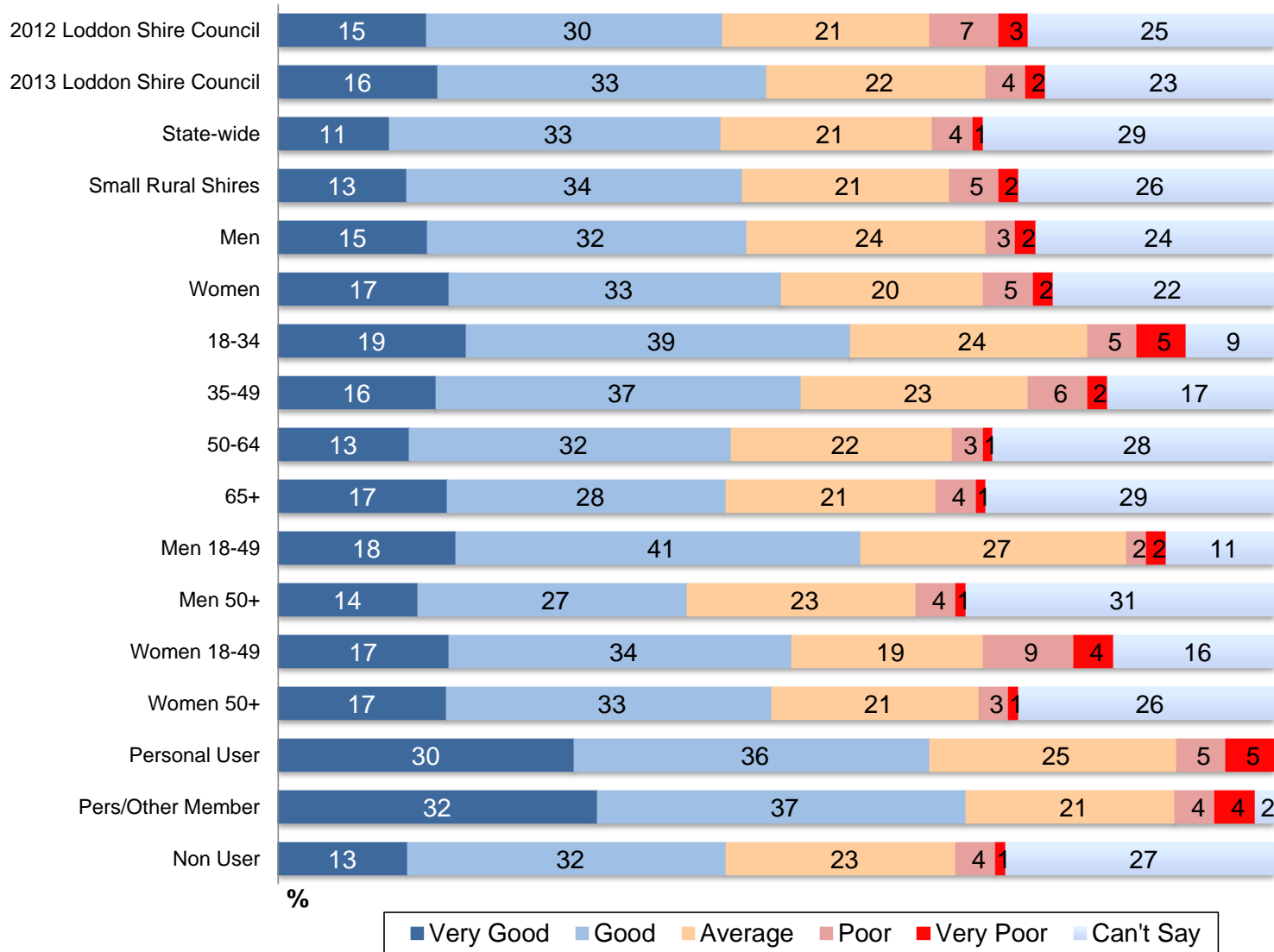
## – Performance Index Score



## Change (2012 to 2013)



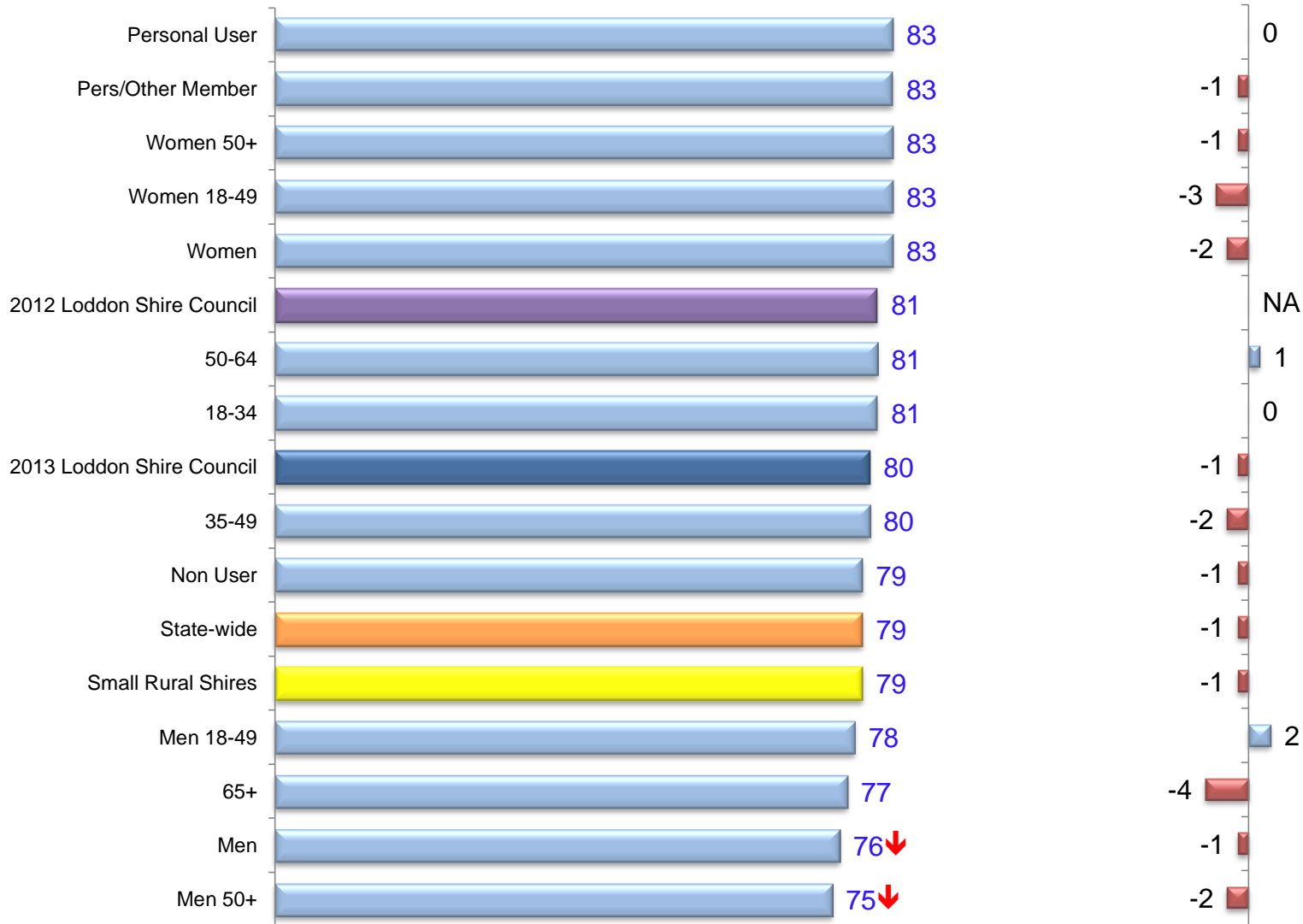
# 2013 Family Support Services – Performance



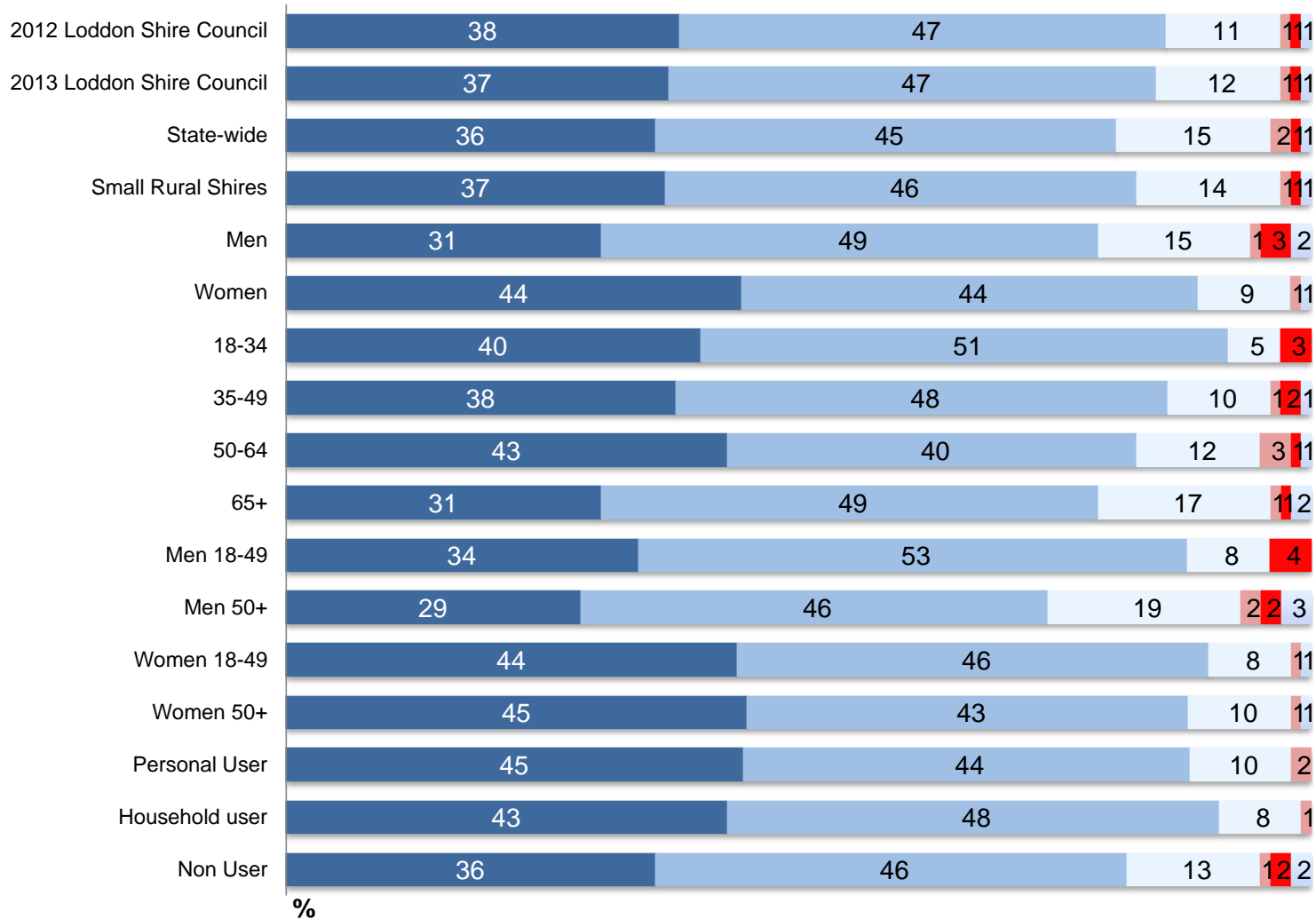
# 2013 Elderly Support Services

## – Importance Index Score

## Change (2012 to 2013)



# 2013 Elderly Support Services – Importance

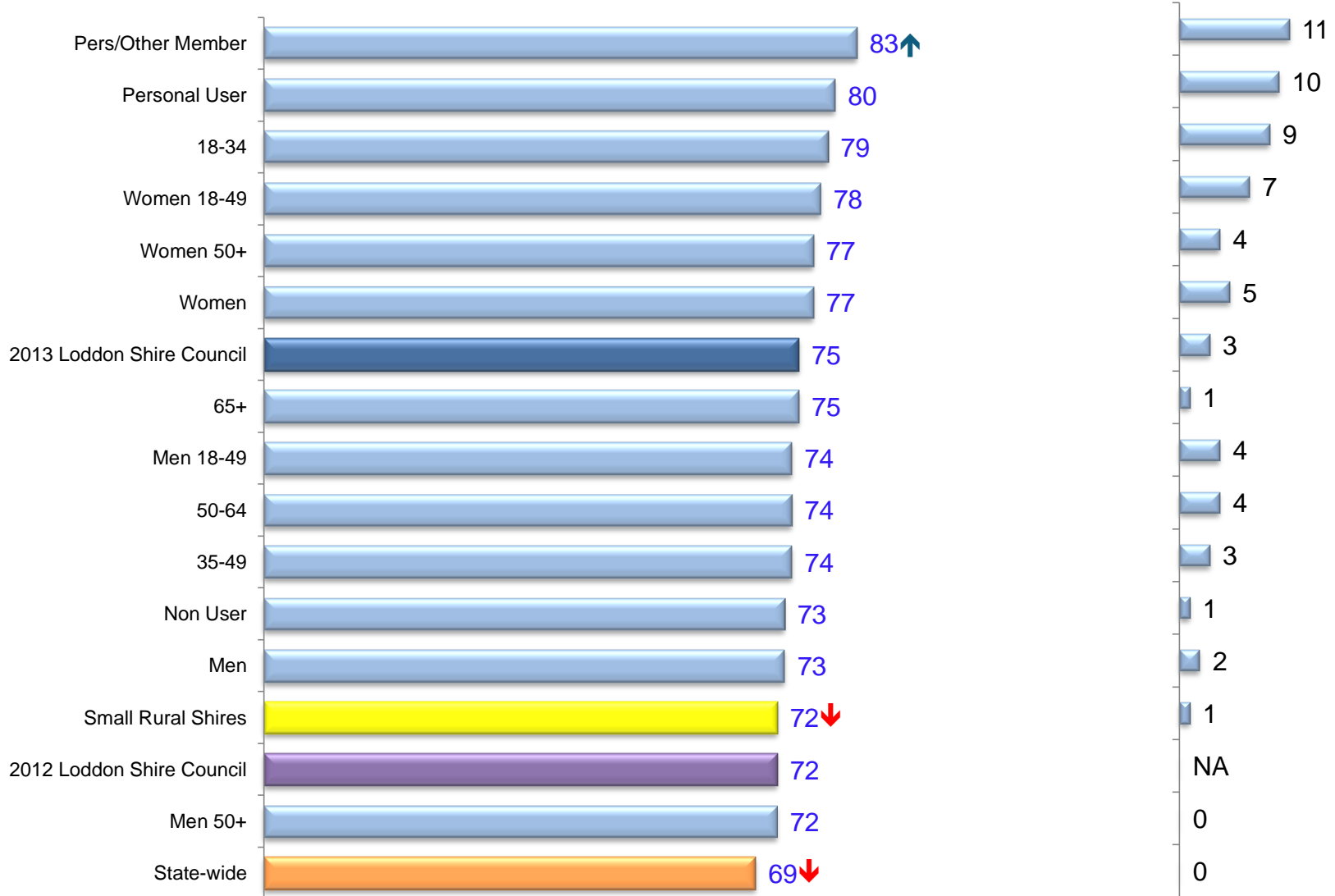


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 Elderly Support Services

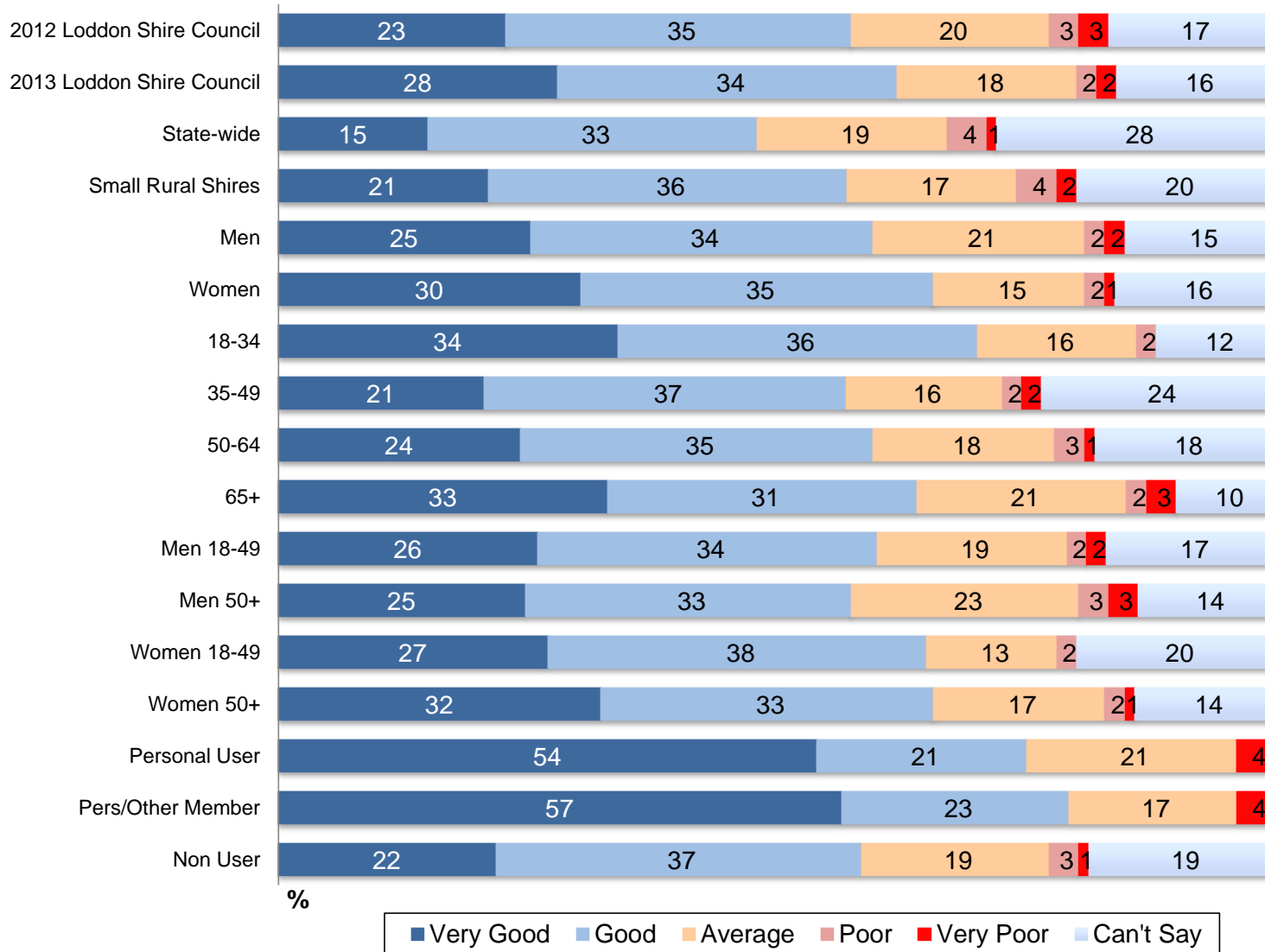
## – Performance Index Score

## Change (2012 to 2013)





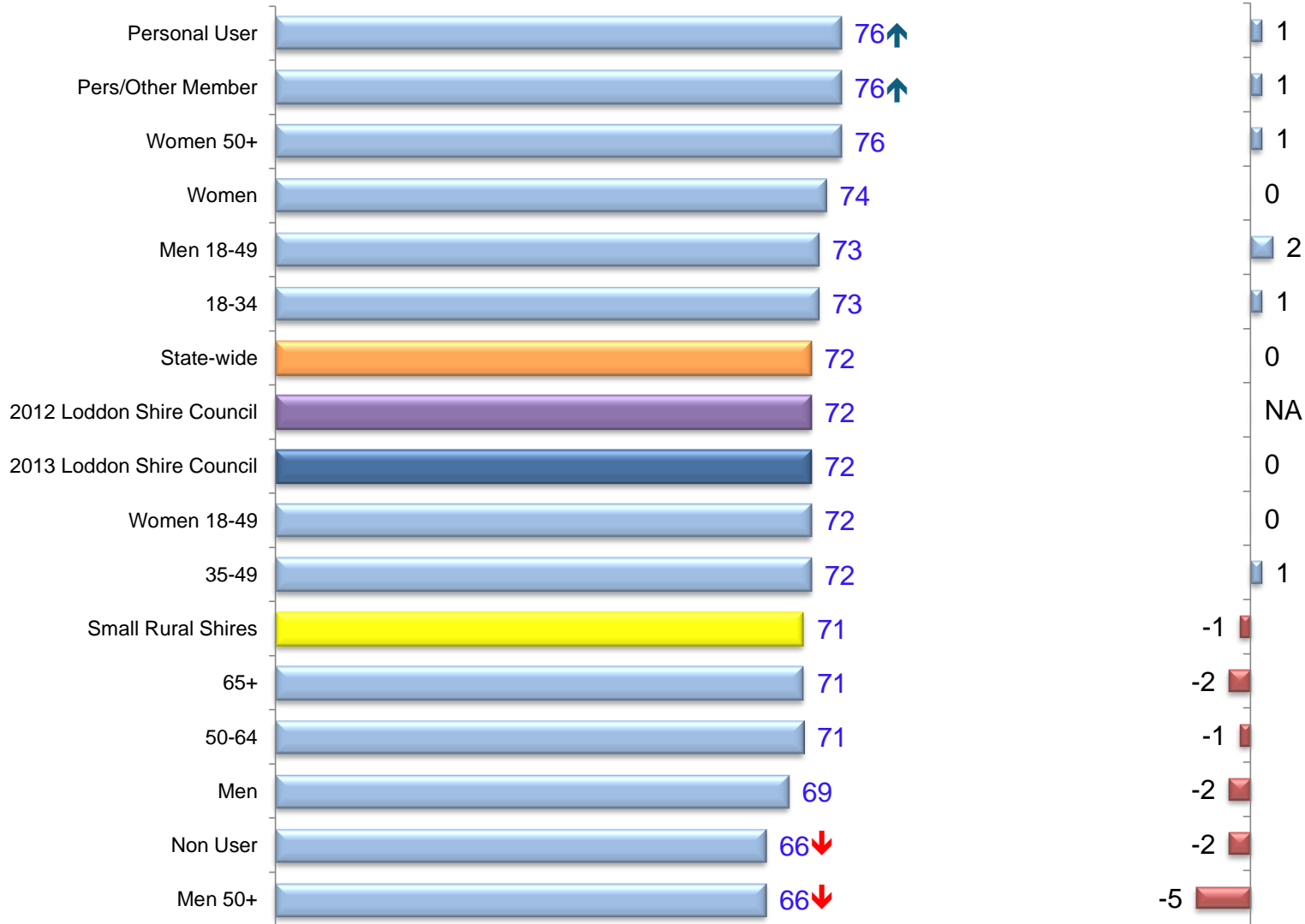
# 2013 Elderly Support Services – Performance



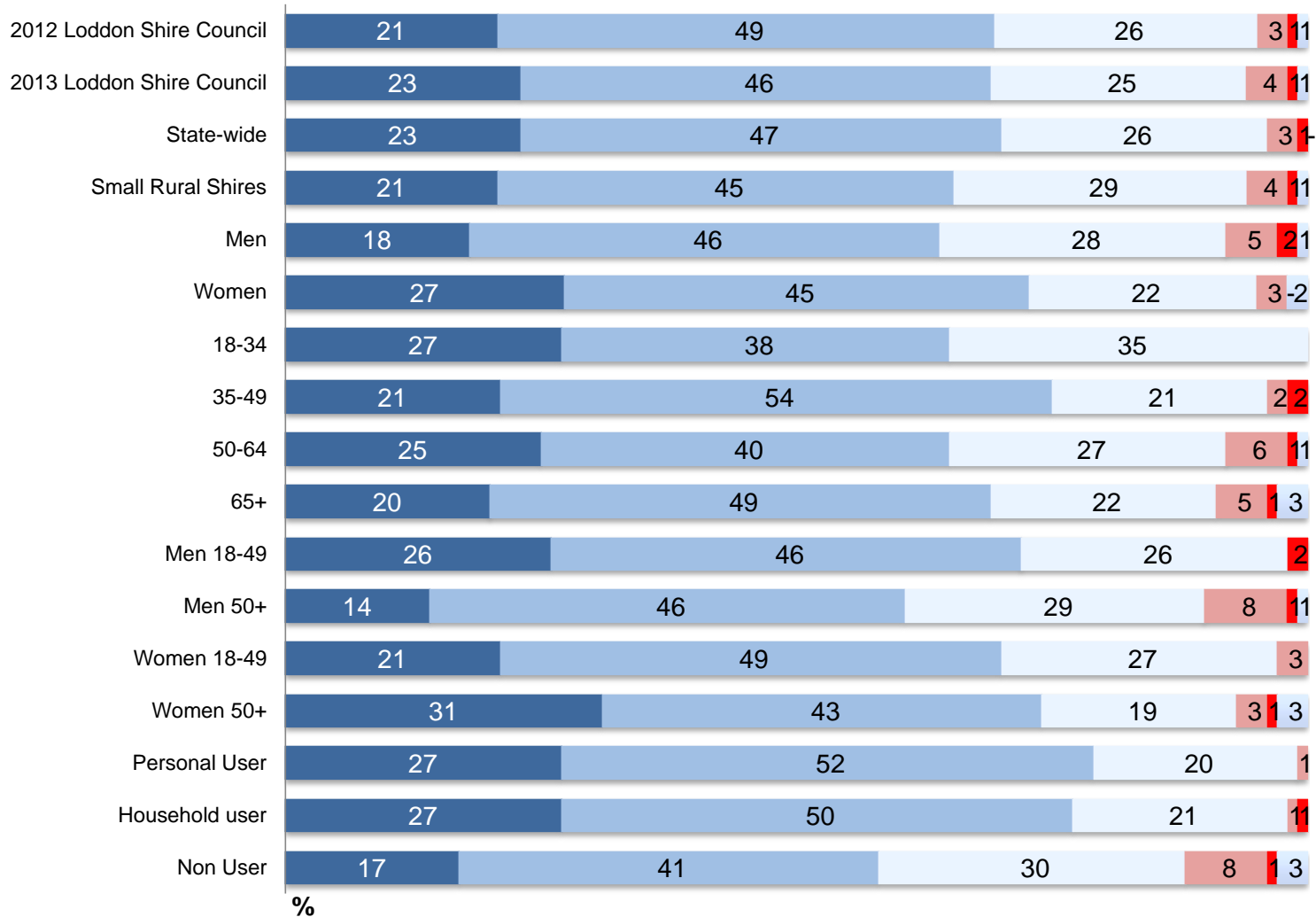
# 2013 Recreational Facilities

## – Importance Index Score

## Change (2012 to 2013)



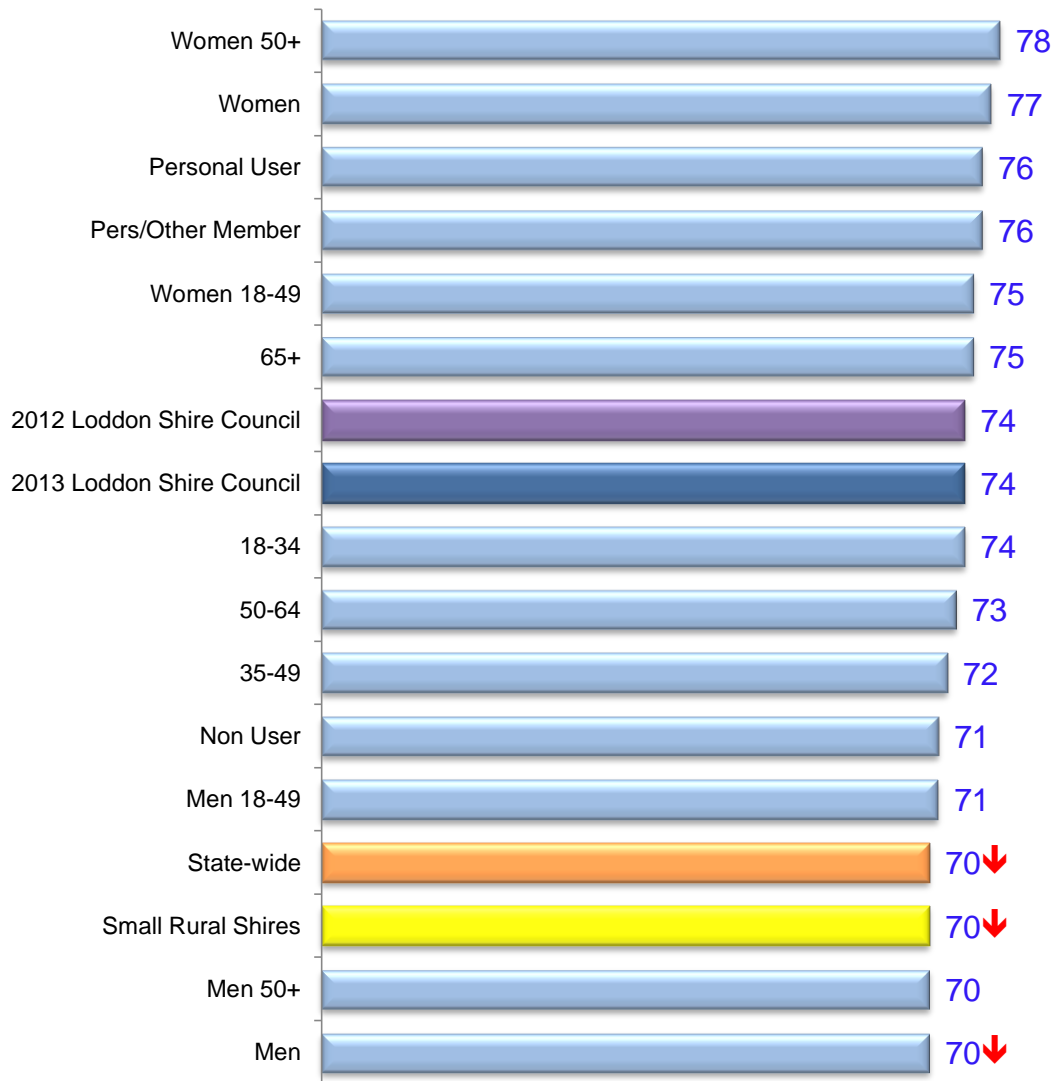
# 2013 Recreational Facilities – Importance



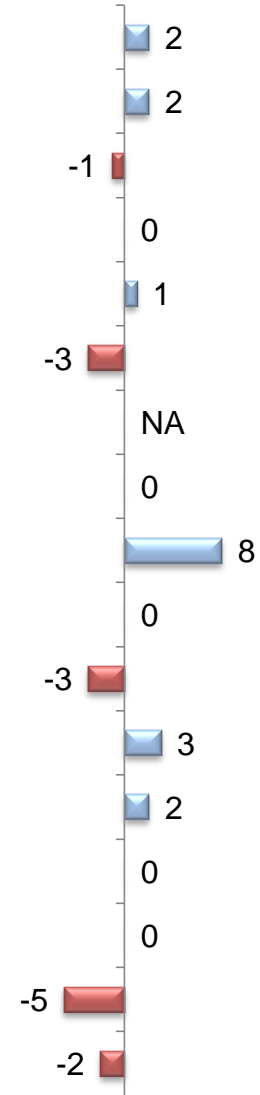
■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 Recreational Facilities

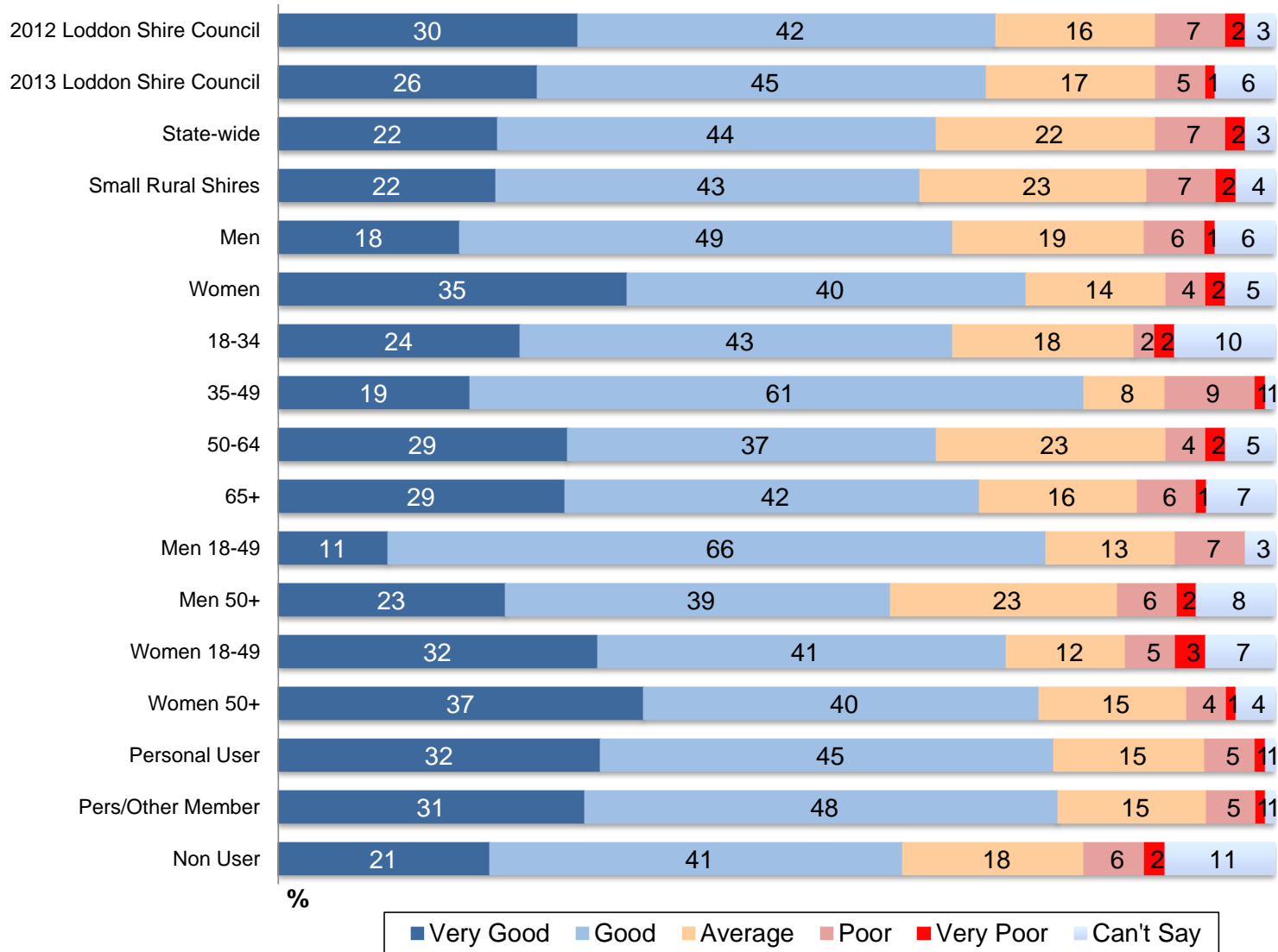
## – Performance Index Score



## Change (2012 to 2013)



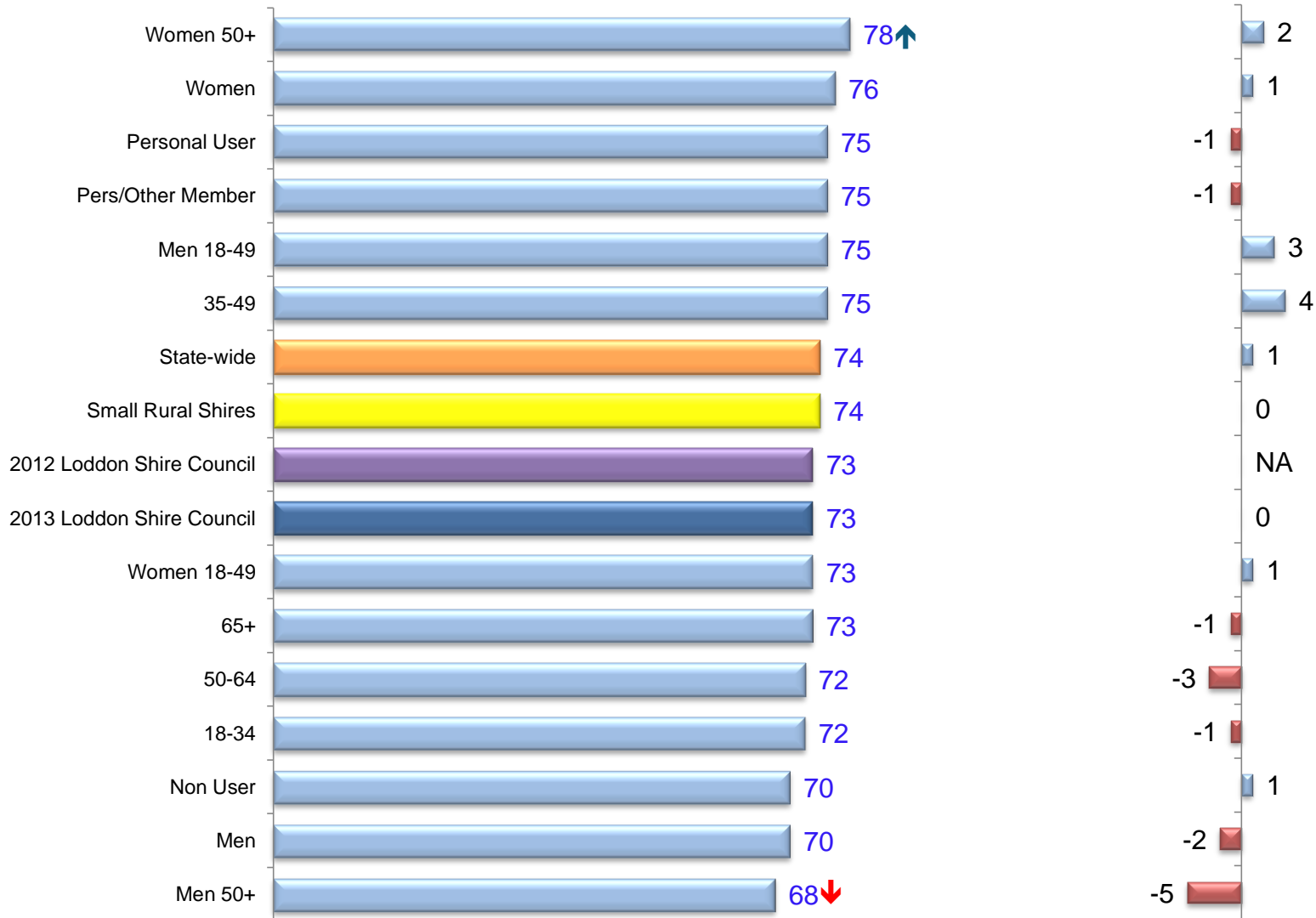
## 2013 Recreational Facilities – Performance



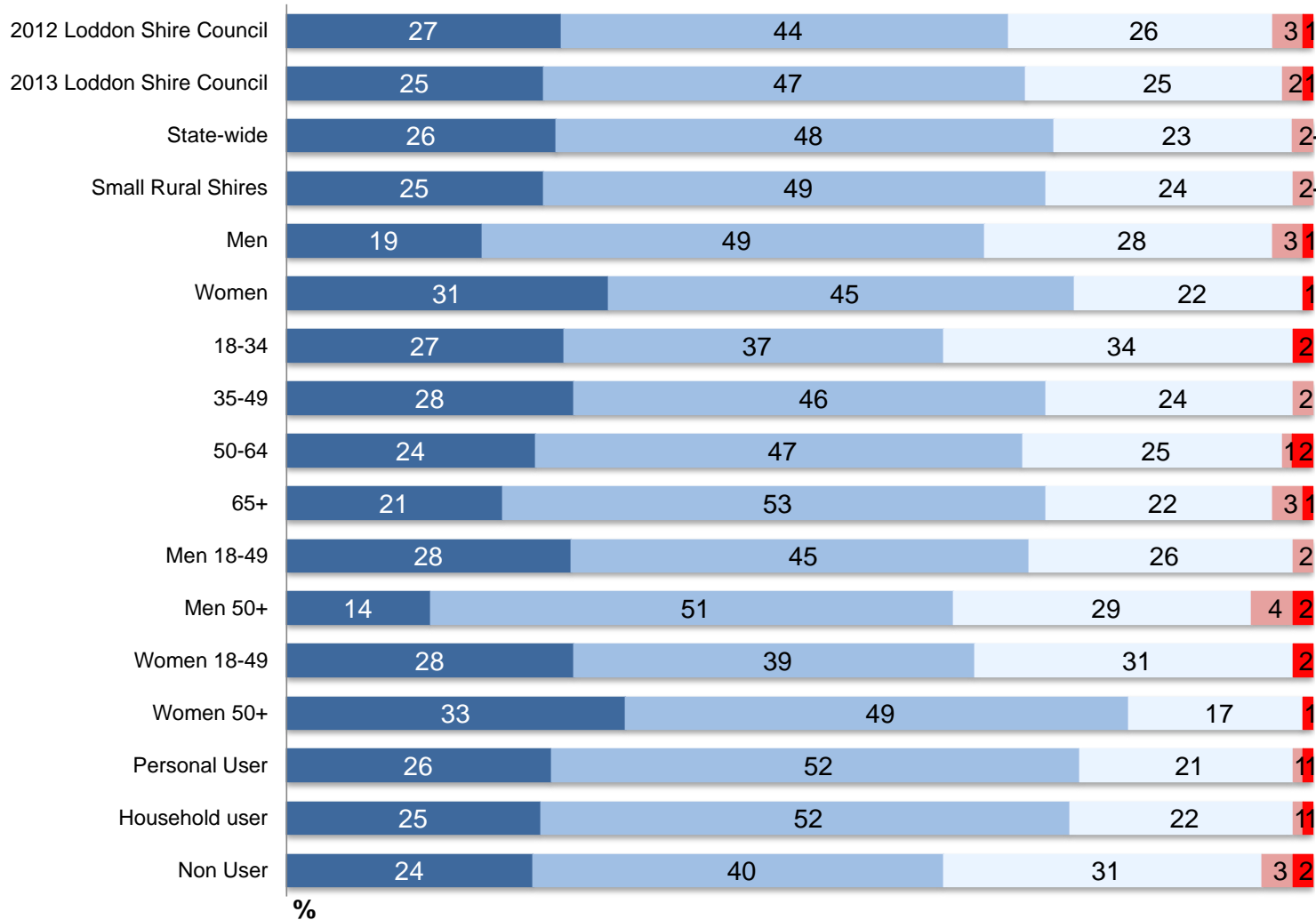
# 2013 The appearance of public areas

## – Importance Index Score

## Change (2012 to 2013)



## 2013 The appearance of public areas – Importance

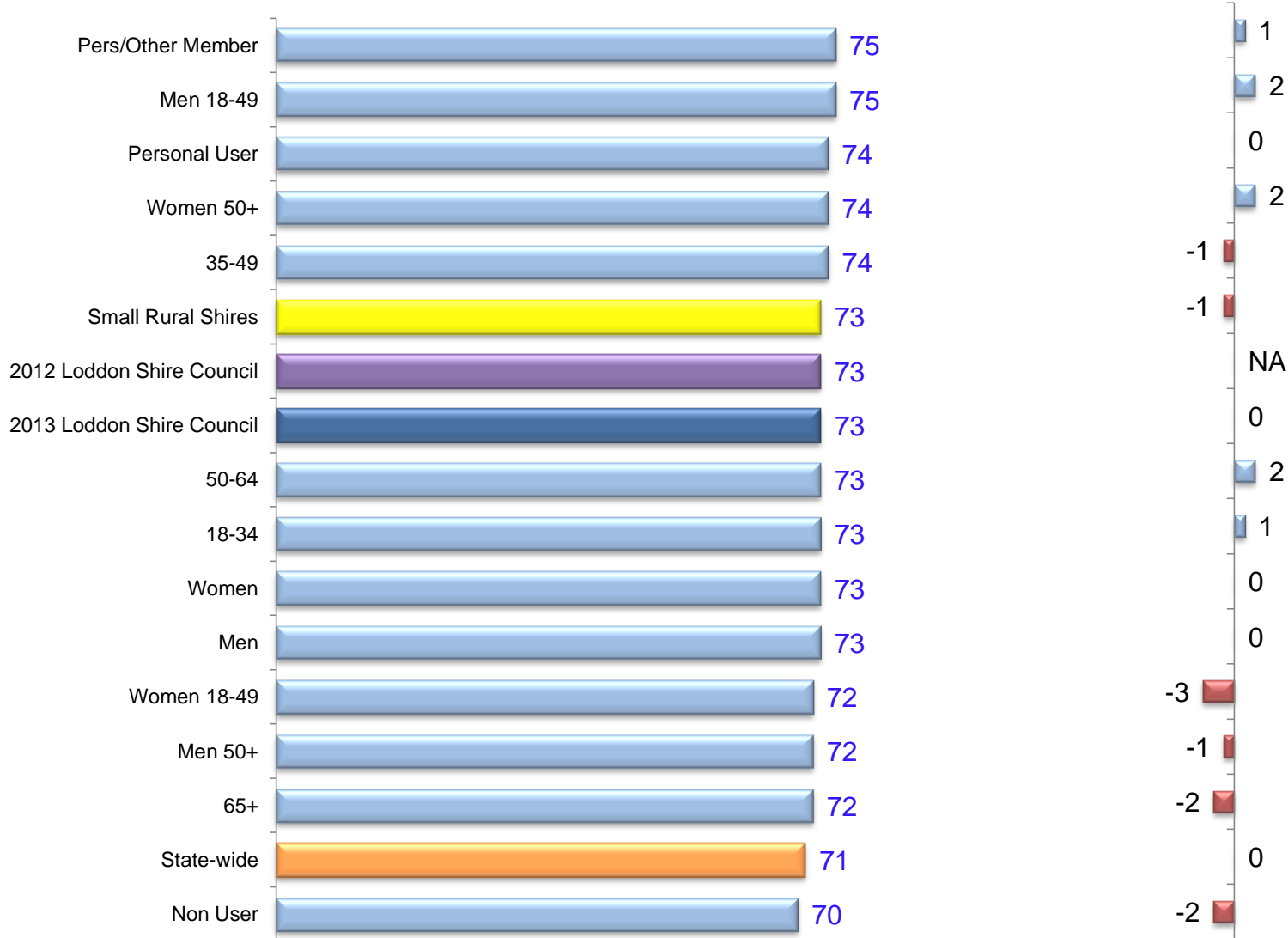


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 The appearance of public areas

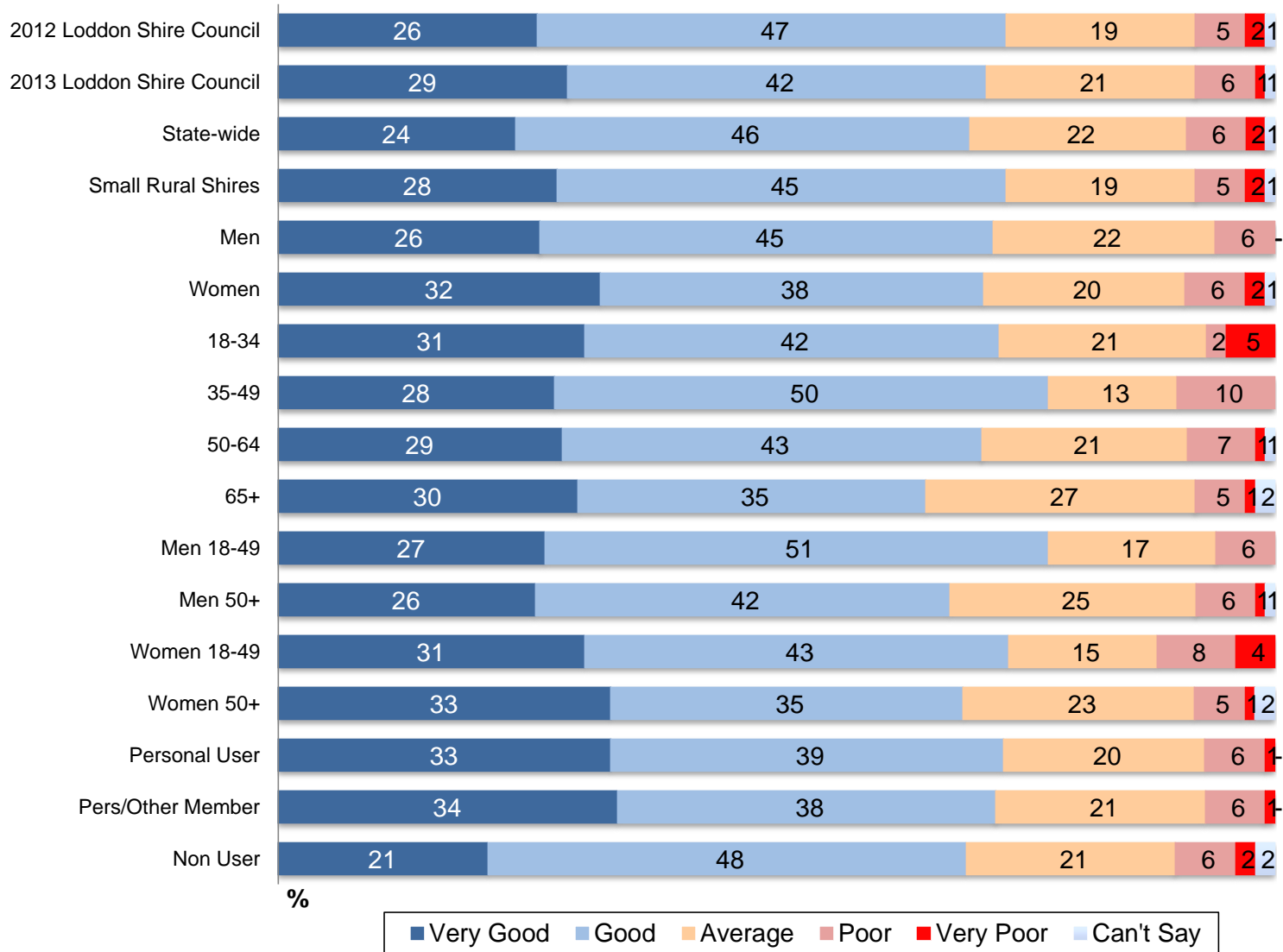
## – Performance Index Score

## Change (2012 to 2013)





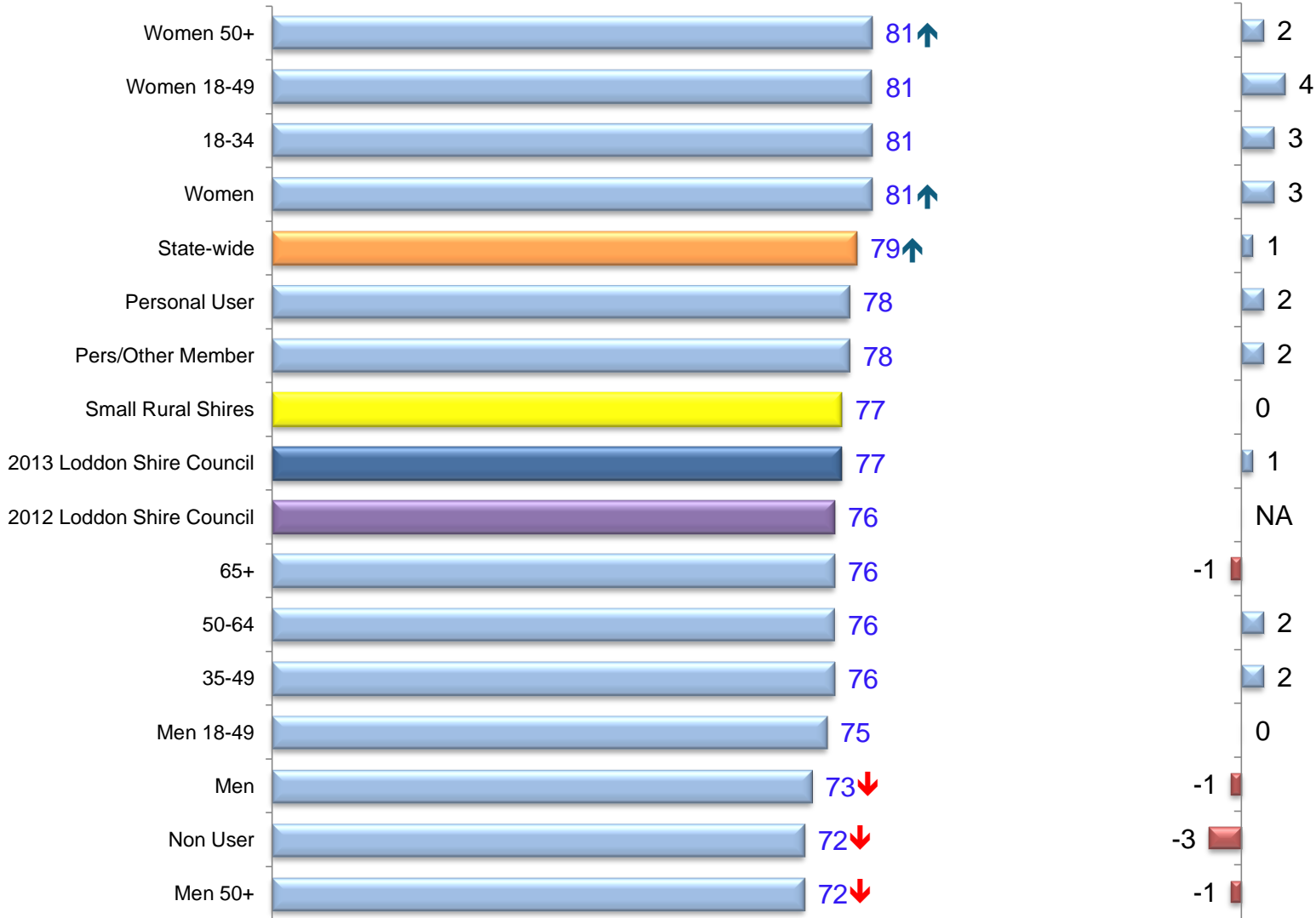
## 2013 The appearance of public areas – Performance



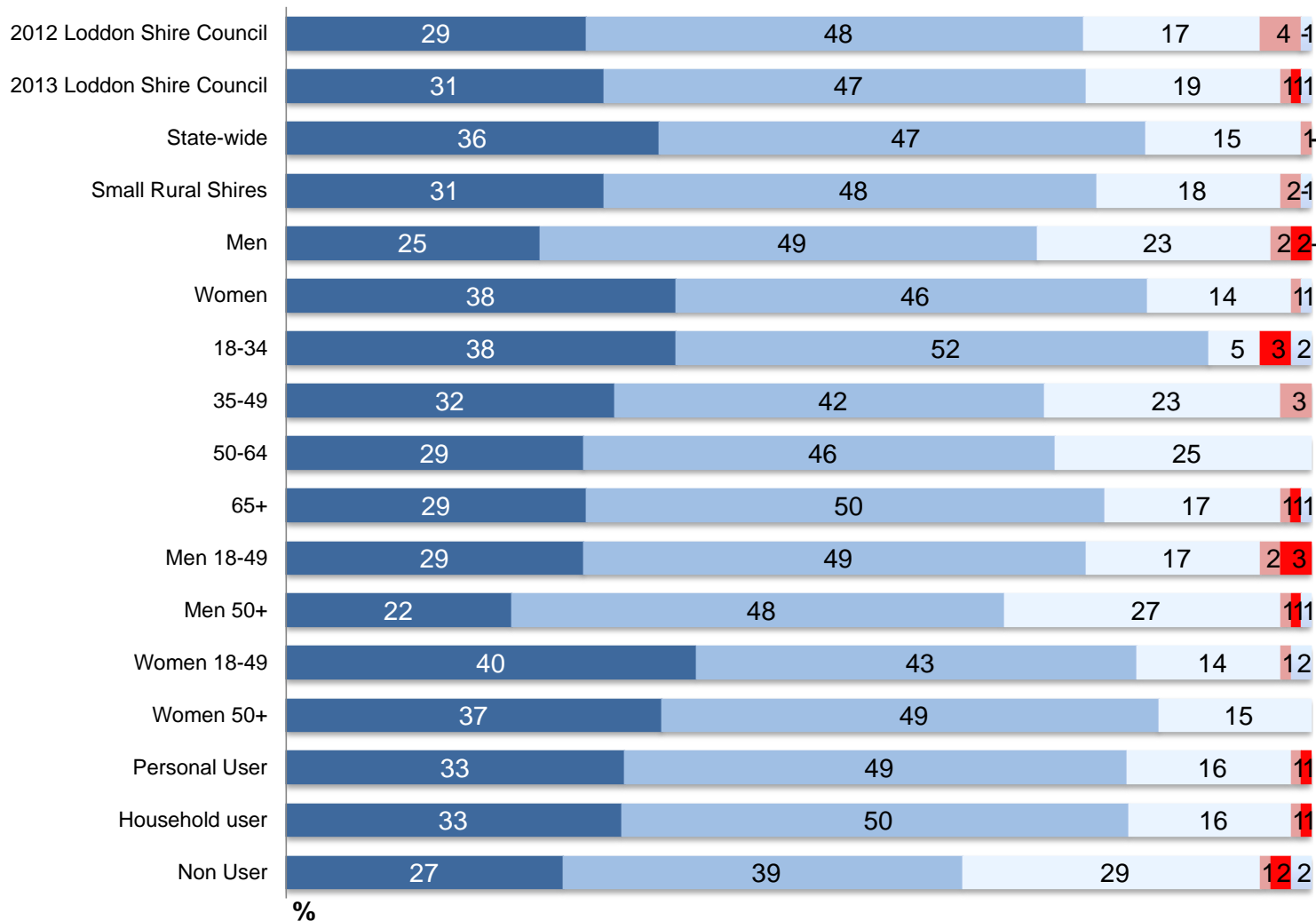
# 2013 Waste Management

## – Importance Index Score

## Change (2012 to 2013)



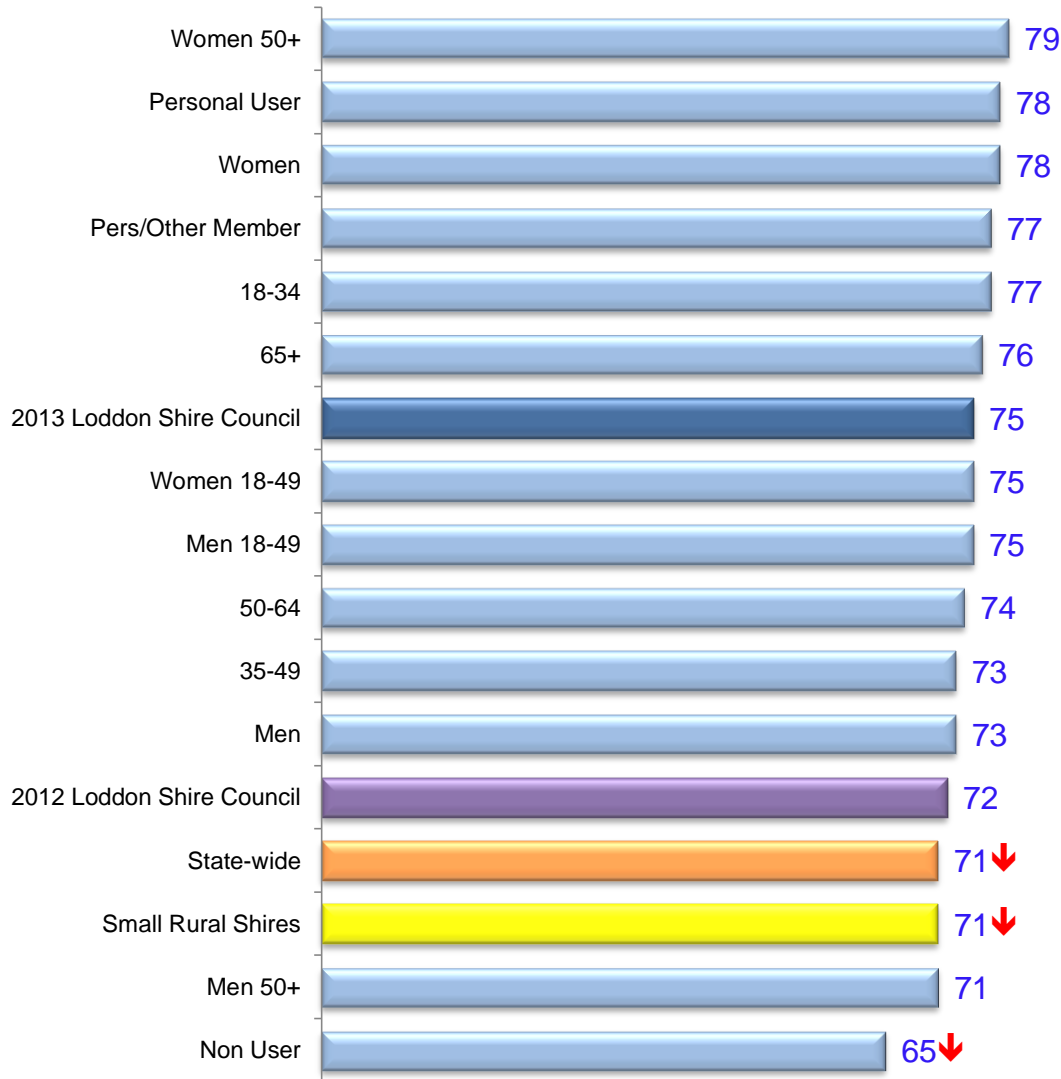
# 2013 Waste Management – Importance



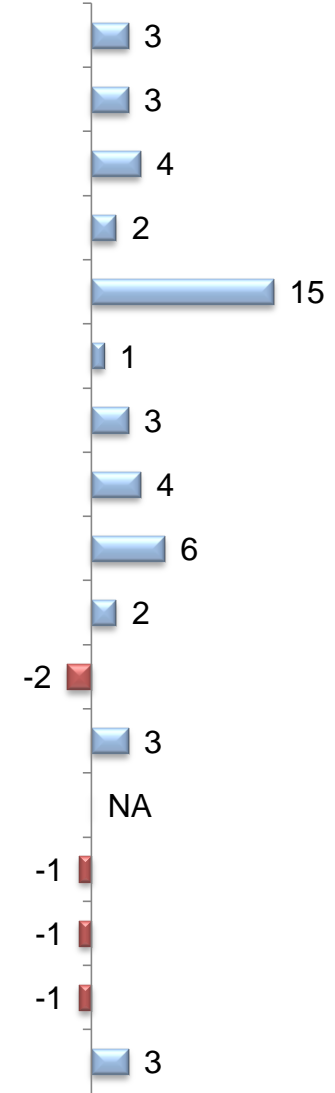
■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 Waste Management

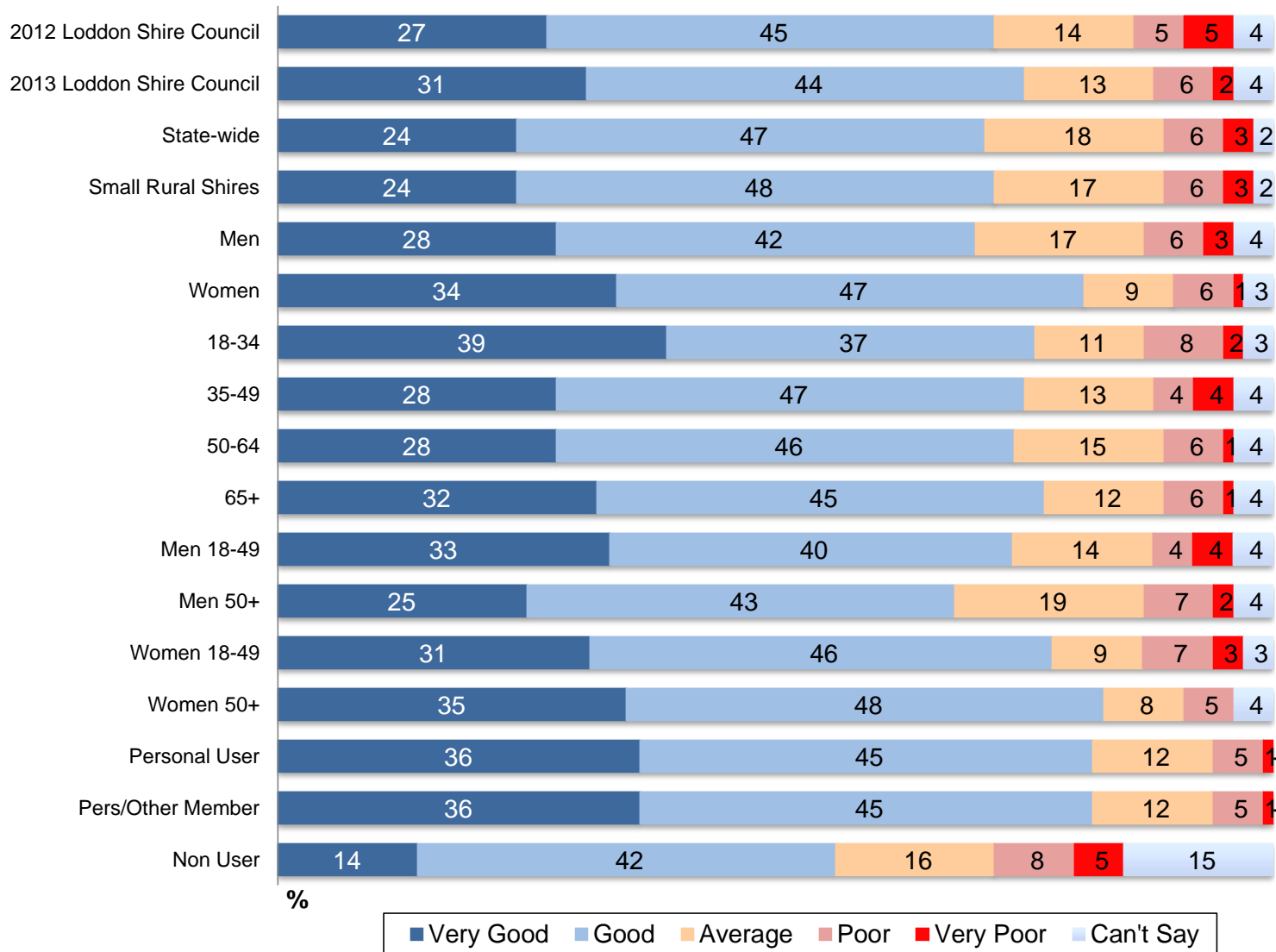
## – Performance Index Score



## Change (2012 to 2013)



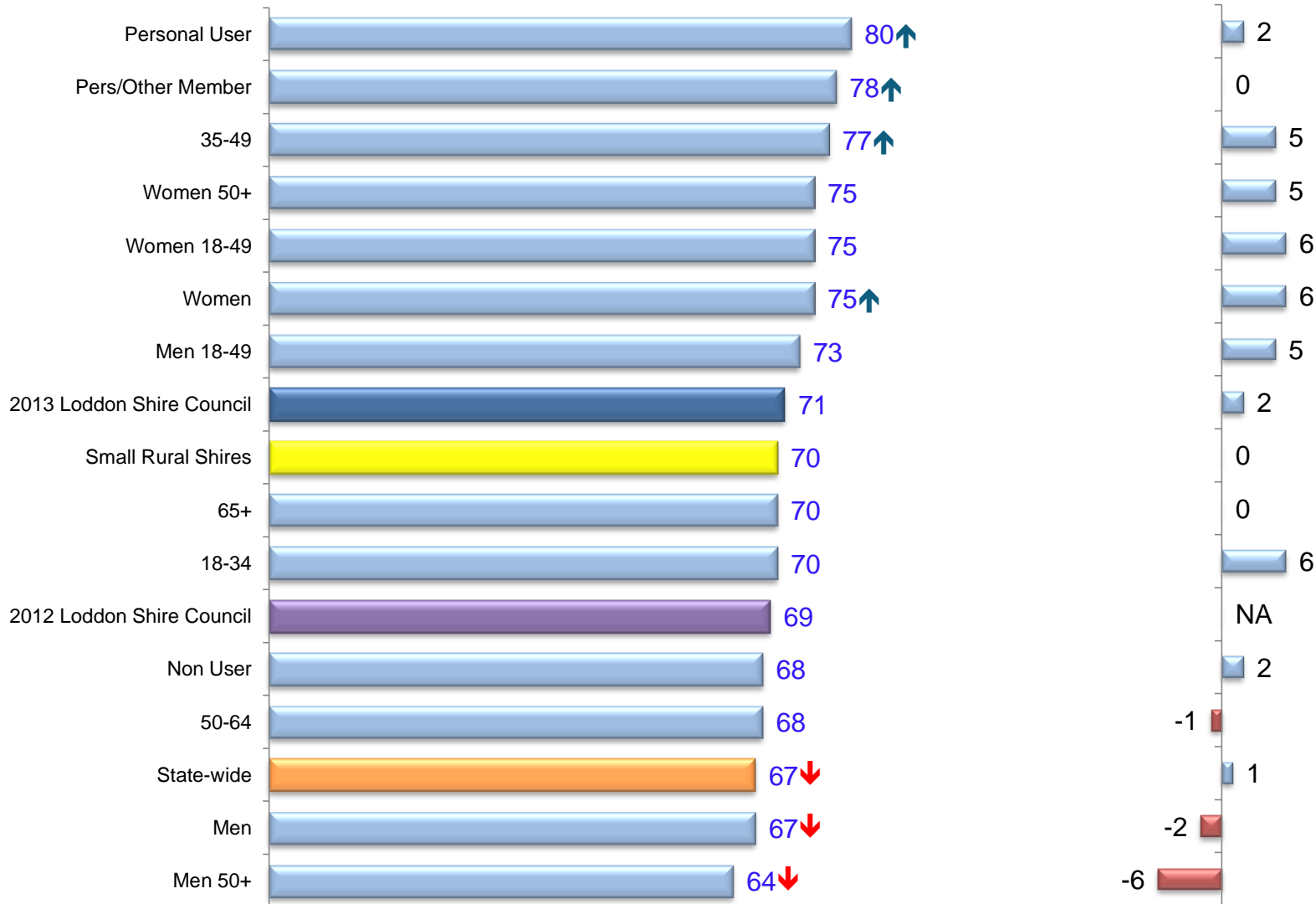
# 2013 Waste Management – Performance



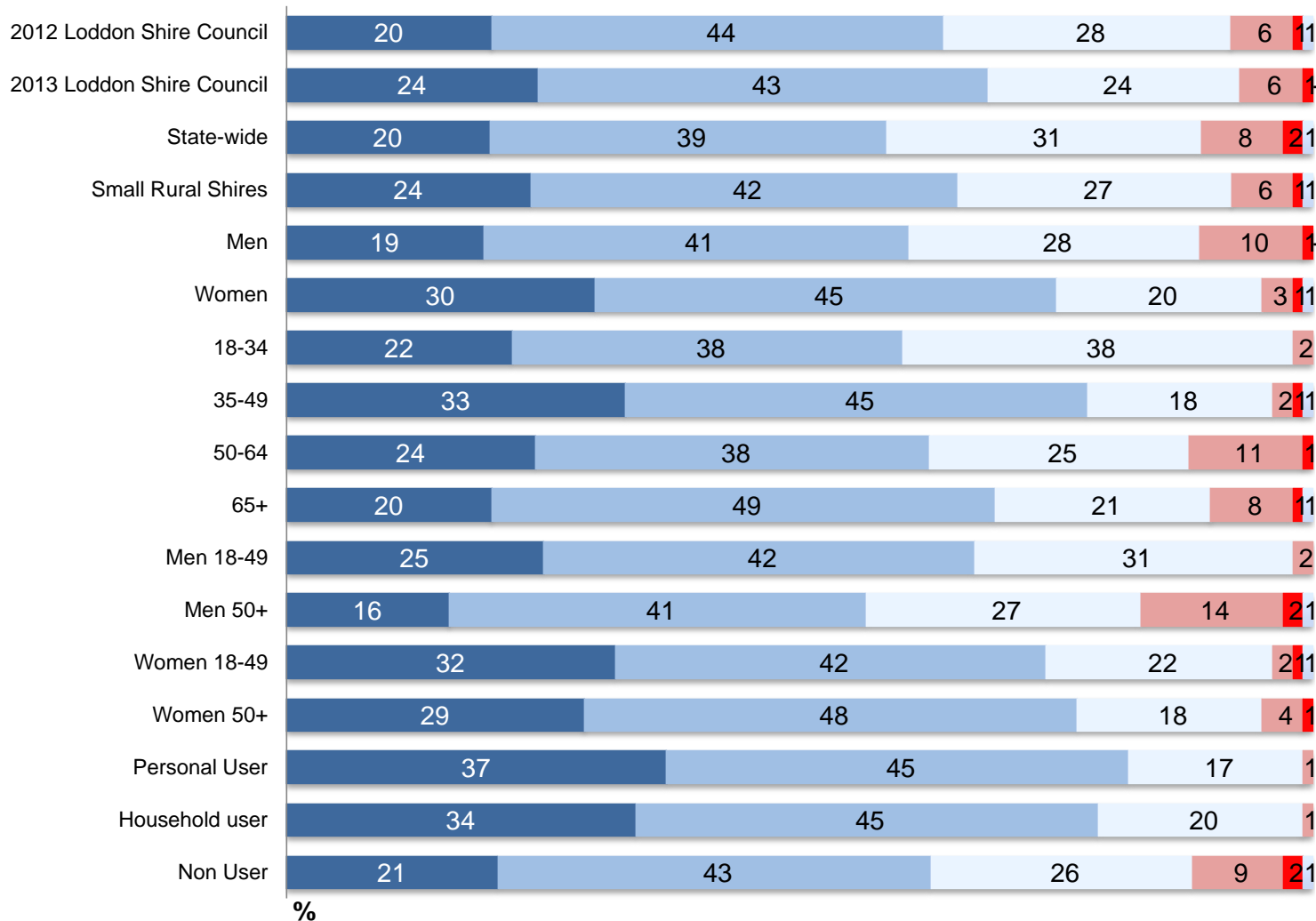
# 2013 Business and community development and tourism

## – Importance Index Score

## Change (2012 to 2013)



# 2013 Business and community development and tourism – Importance

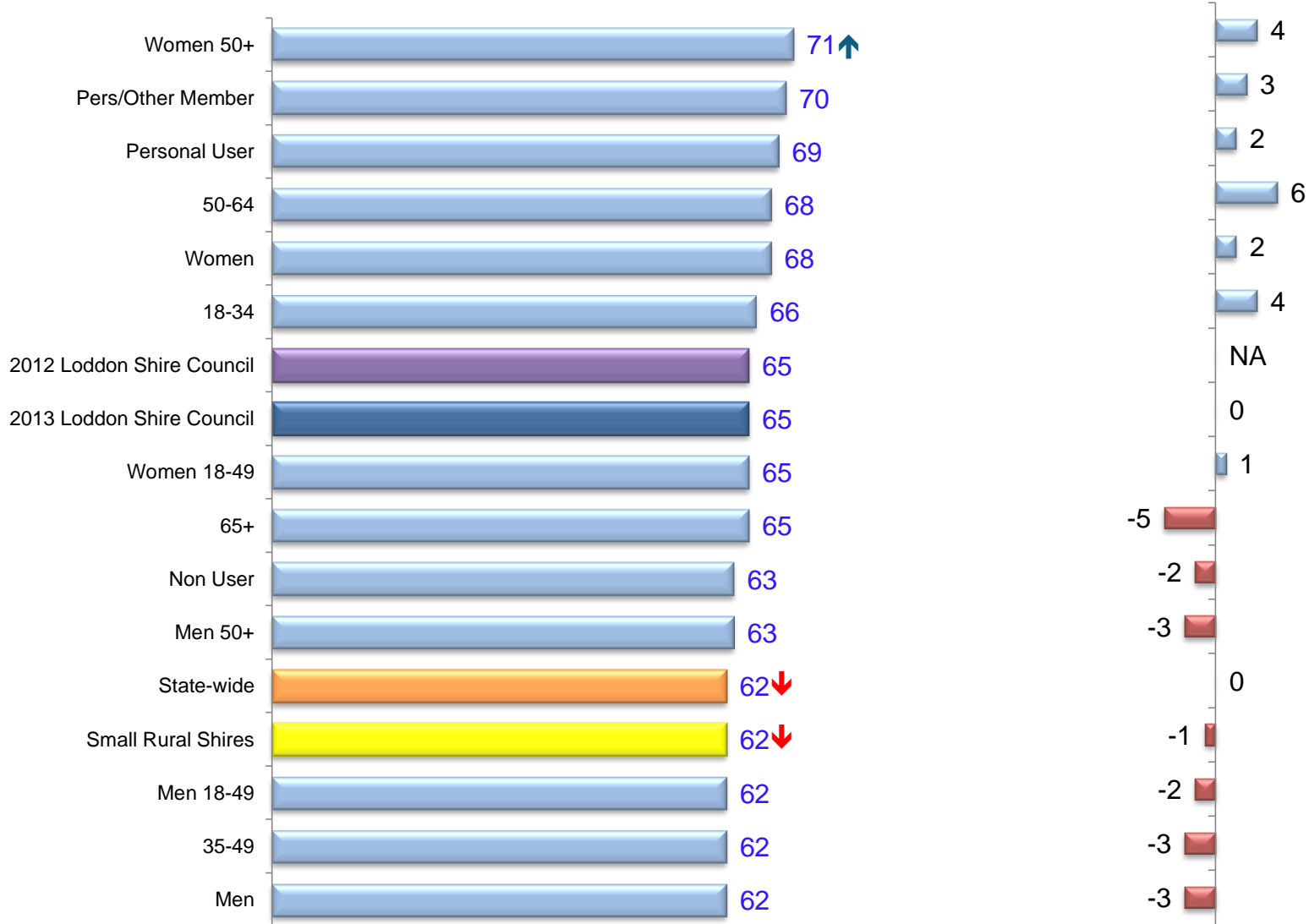


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 Business and community development and tourism

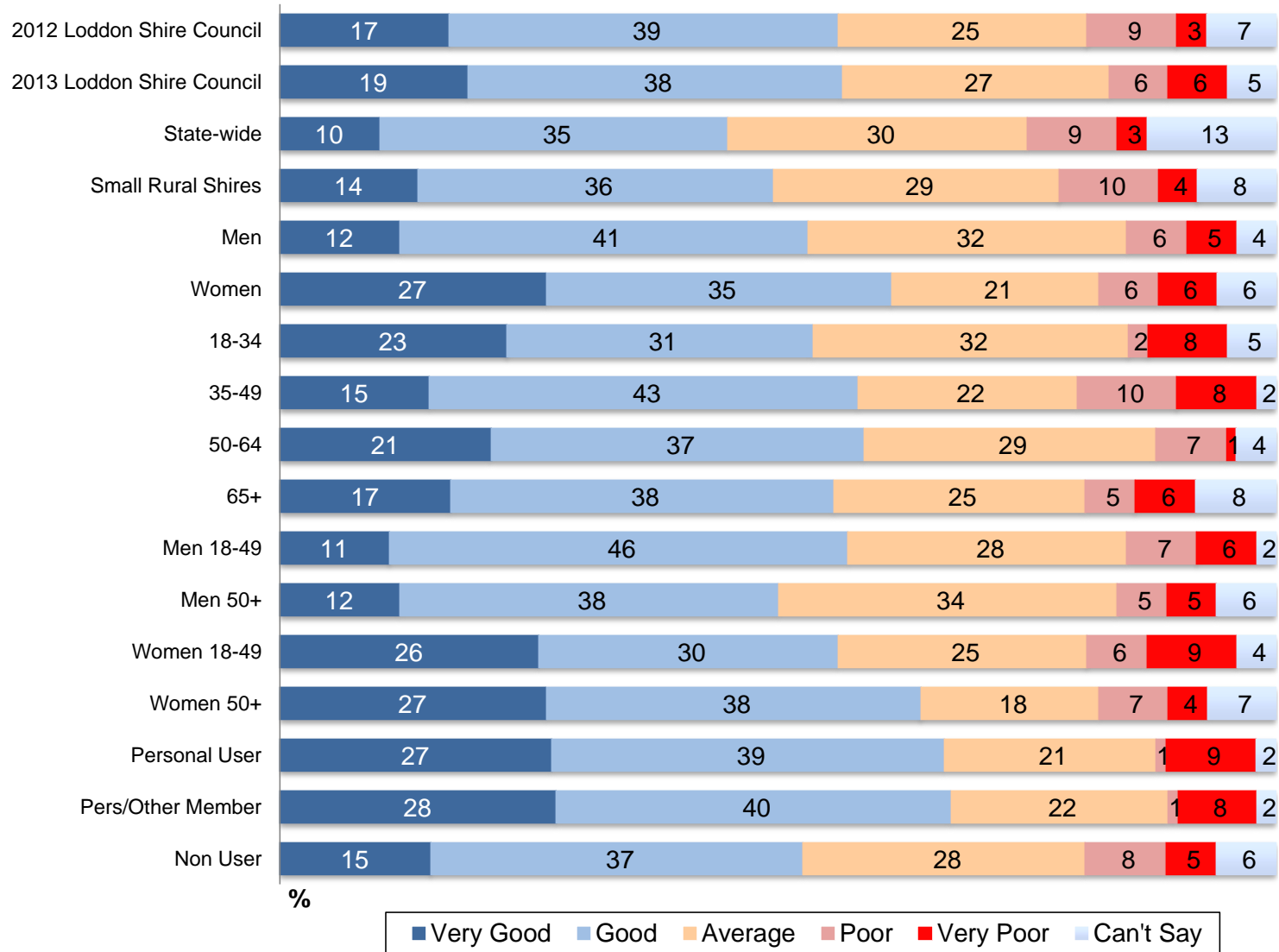
## – Performance Index Score

## Change (2012 to 2013)





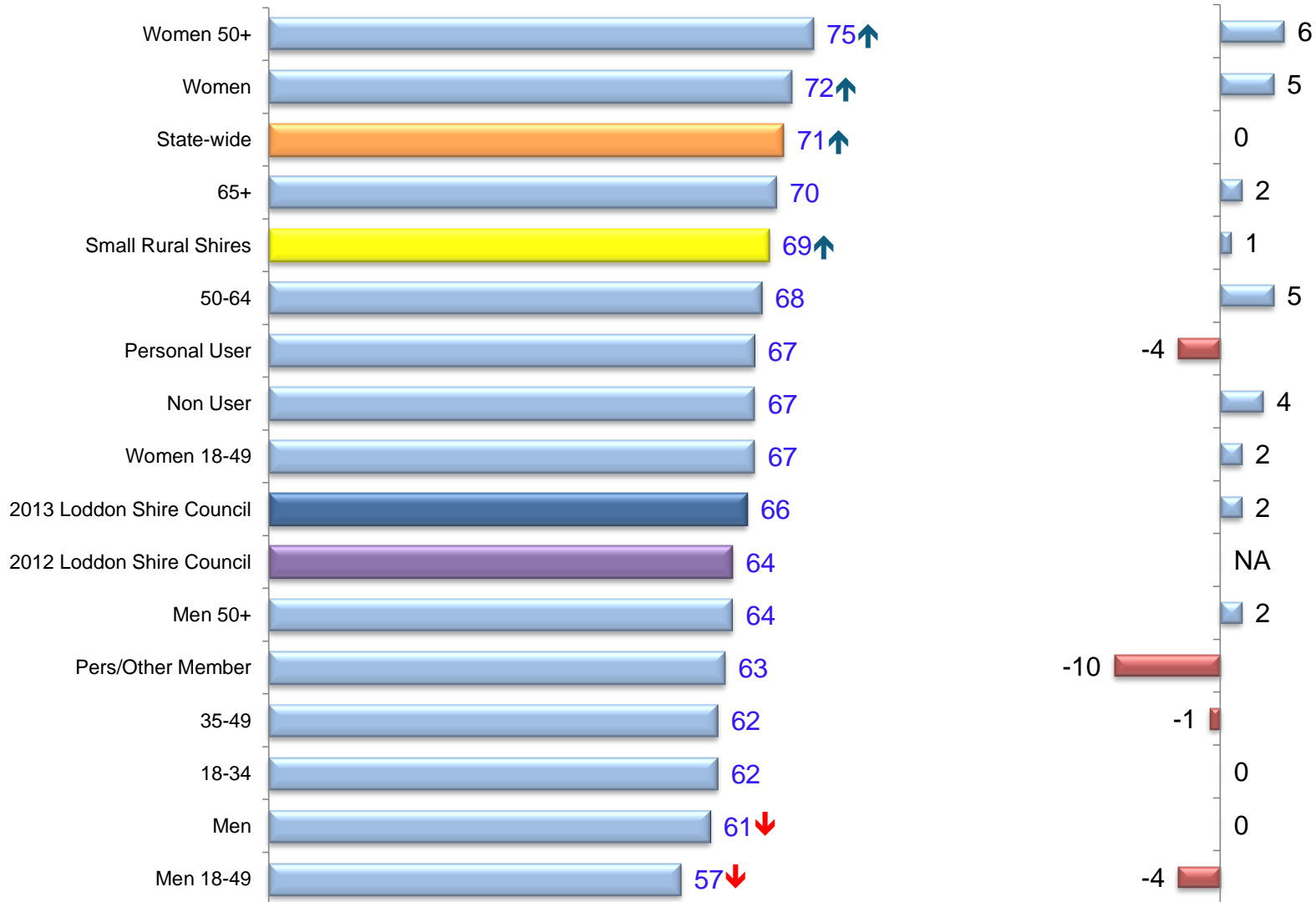
# 2013 Business and community development and tourism – Performance



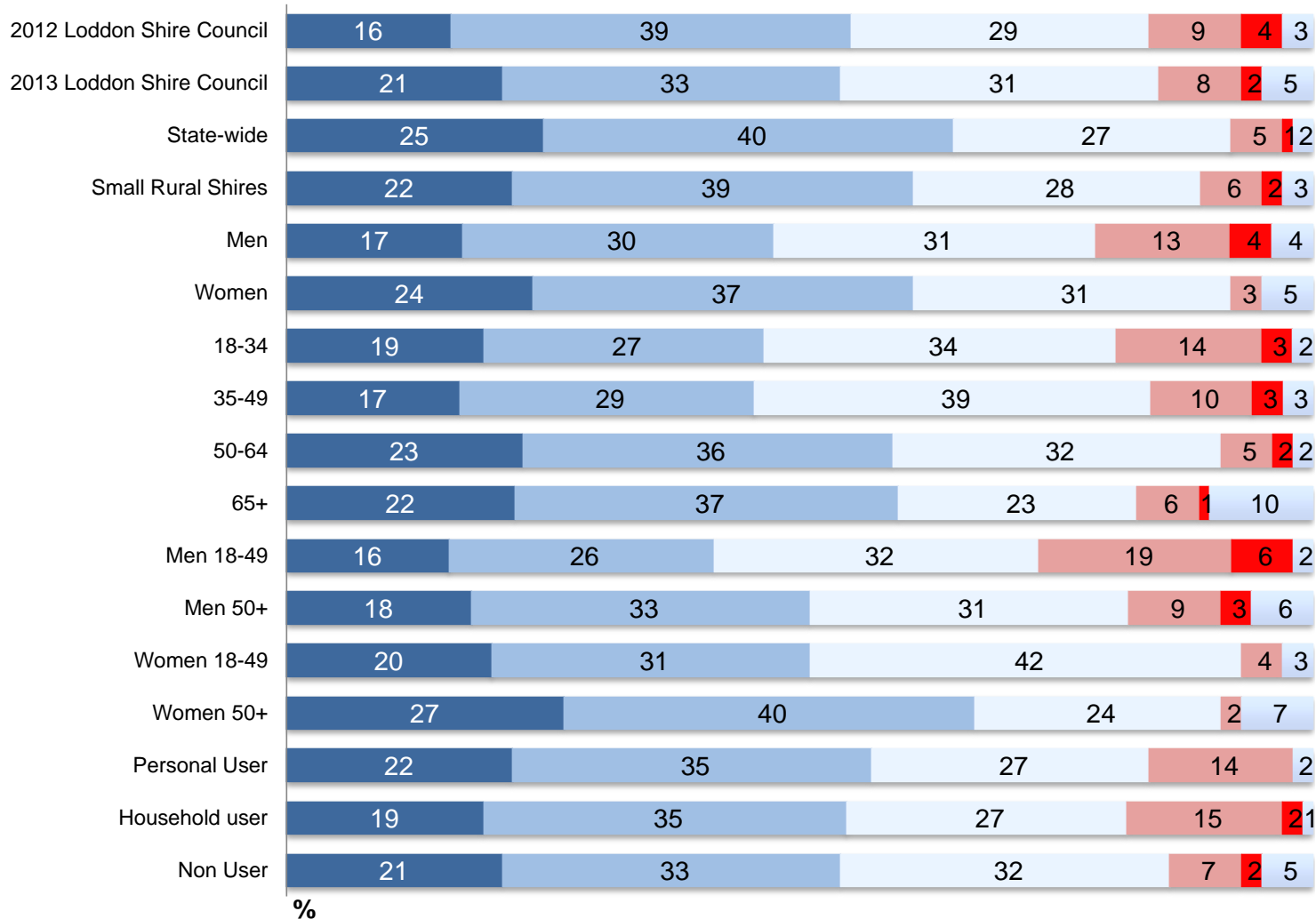
# 2013 Planning and Building Permits

## – Importance Index Score

## Change (2012 to 2013)



## 2013 Planning and Building Permits – Importance

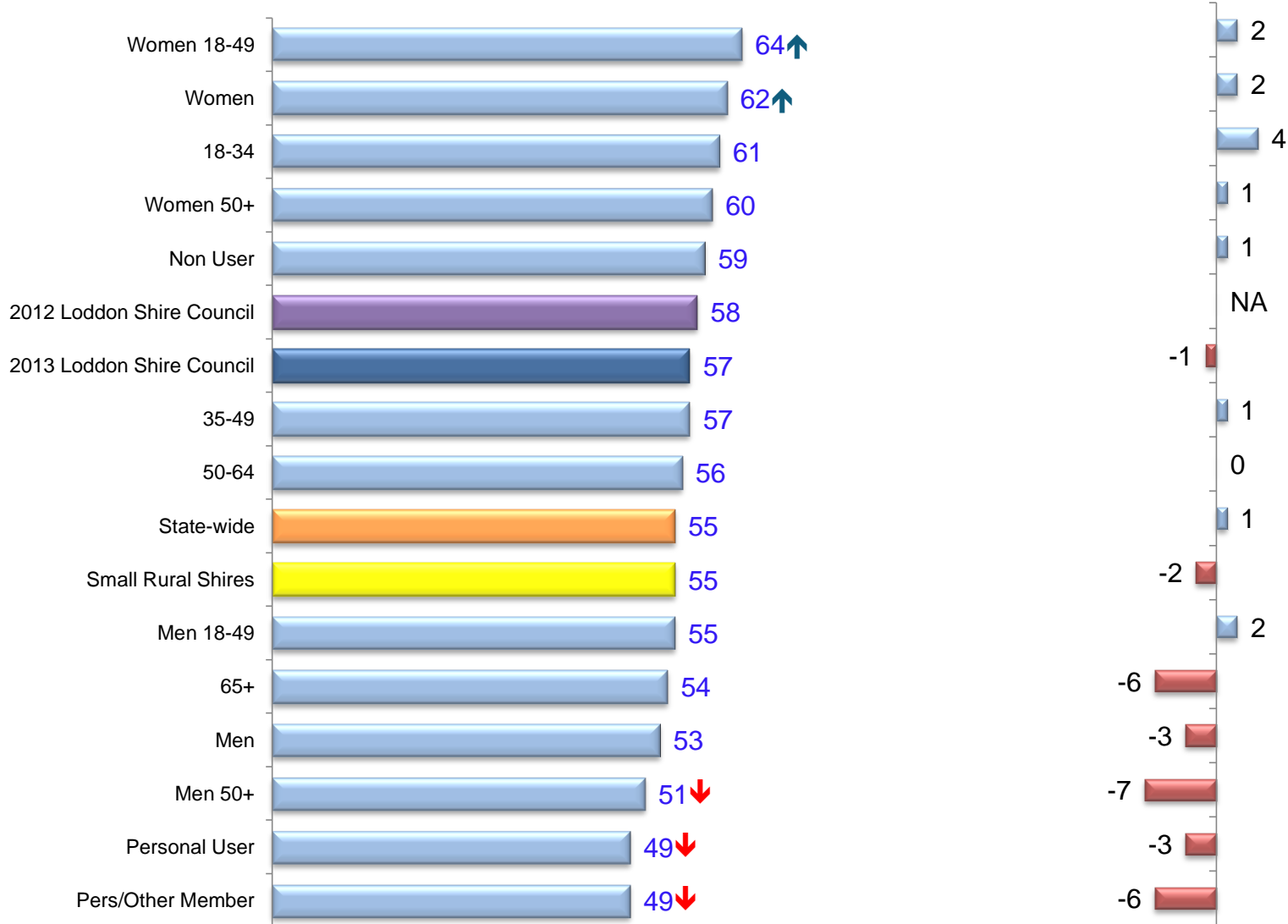


■ Extremely important   ■ Very important   ■ Fairly important   ■ Not that important   ■ Not at all important   ■ Can't say

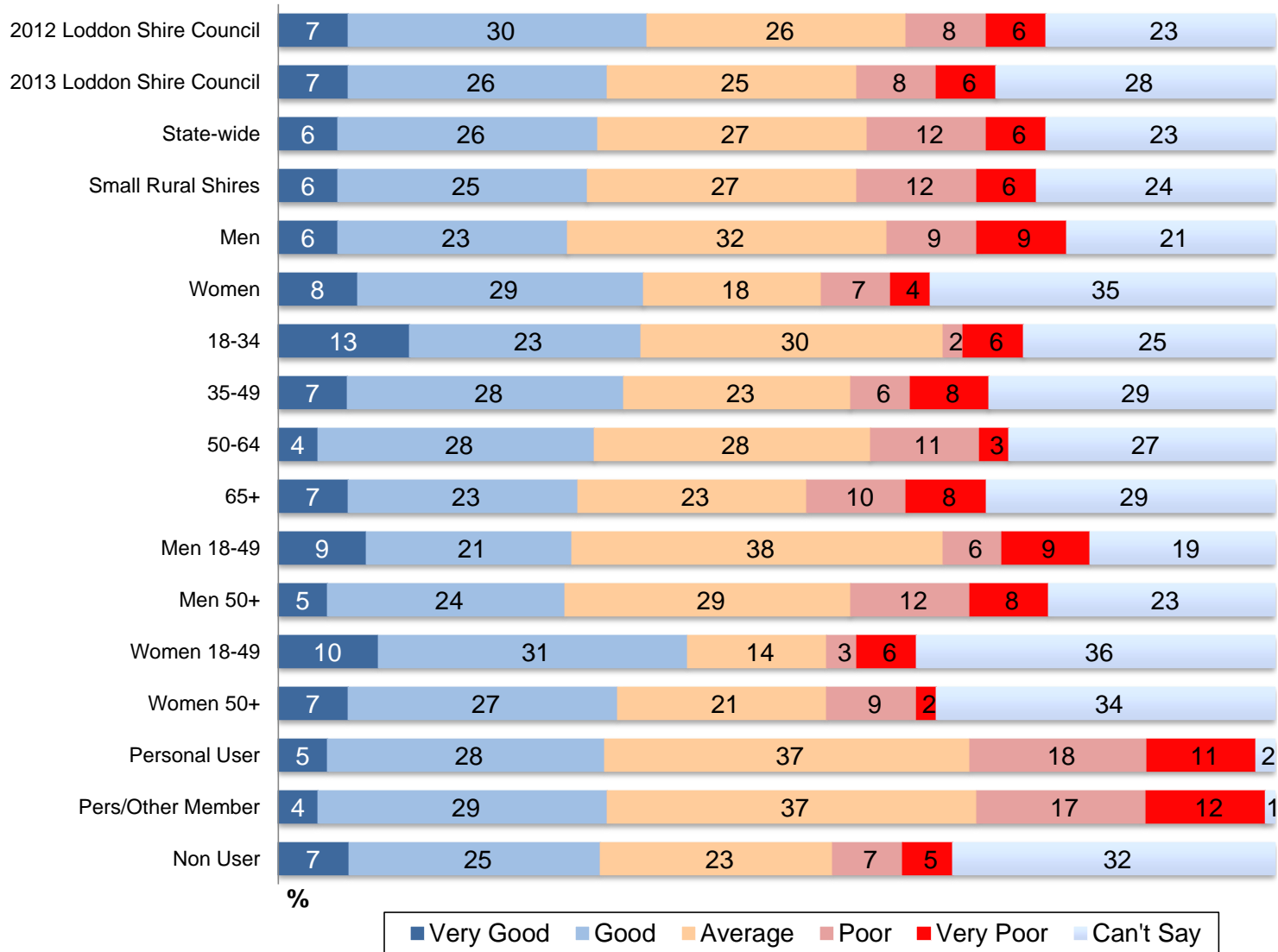
# 2013 Planning and Building Permits

## – Performance Index Score

## Change (2012 to 2013)



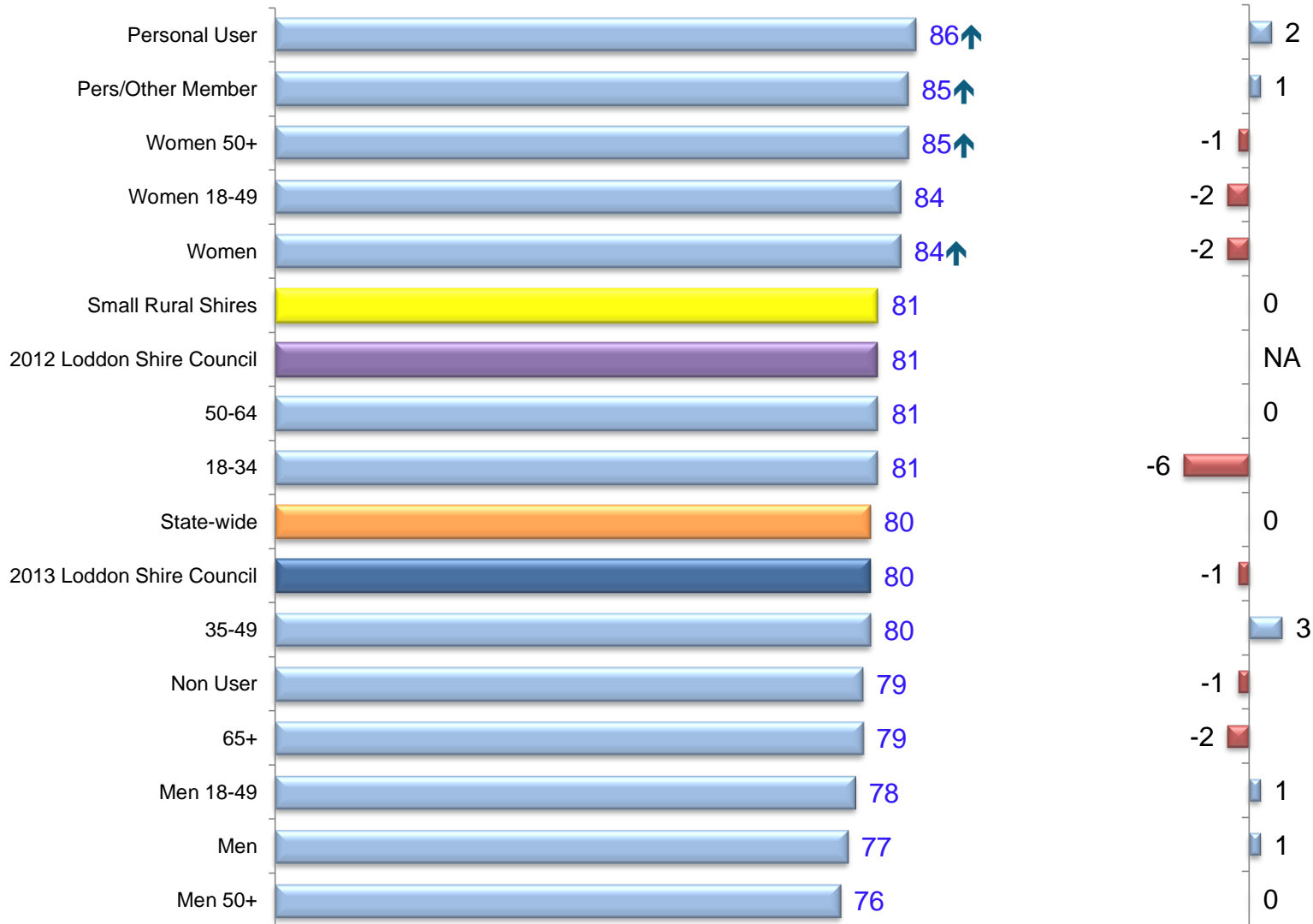
## 2013 Planning and Building Permits – Performance



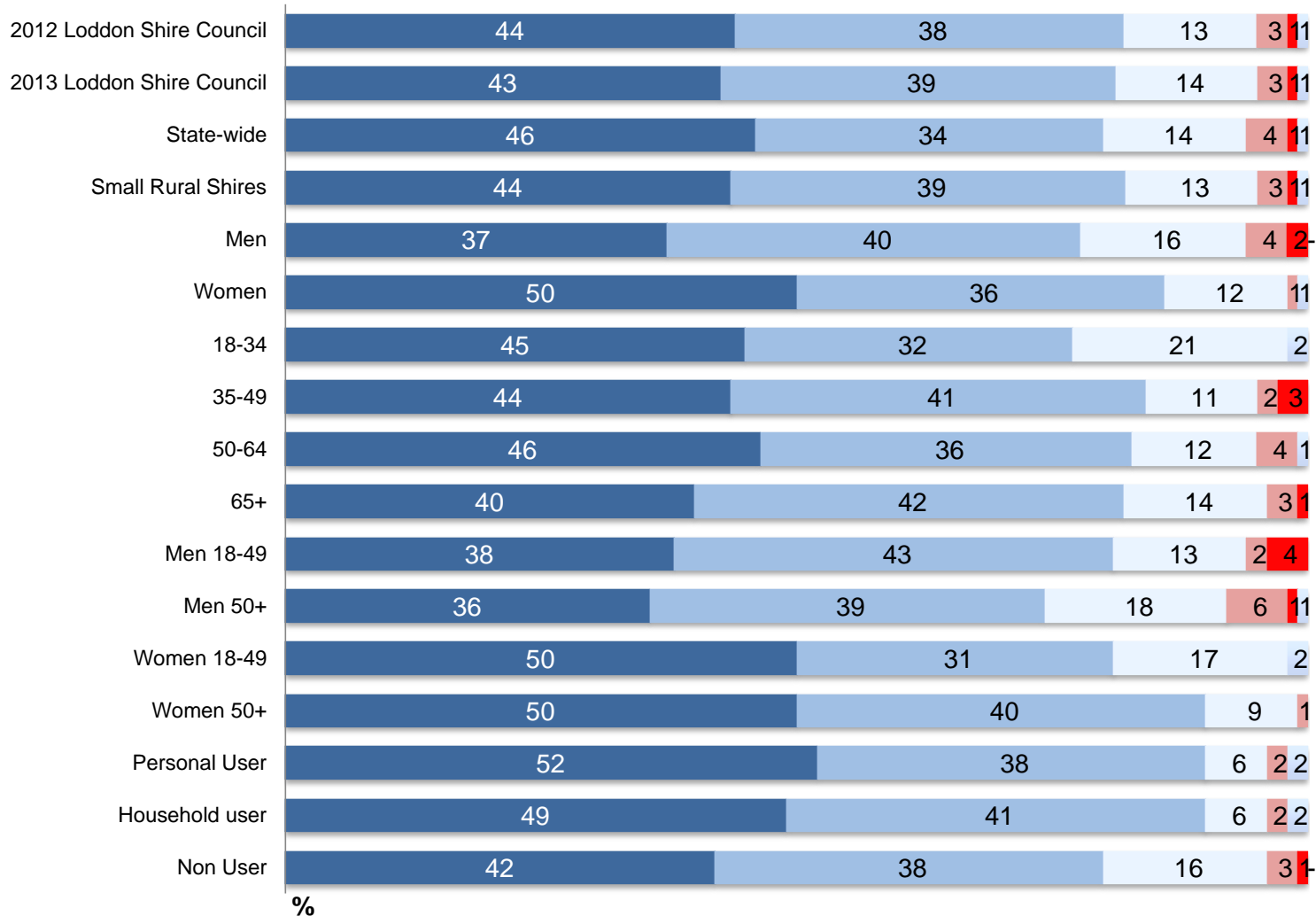
# 2013 Emergency and Disaster Management

## – Importance Index Score

## Change (2012 to 2013)



# 2013 Emergency and Disaster Management – Importance

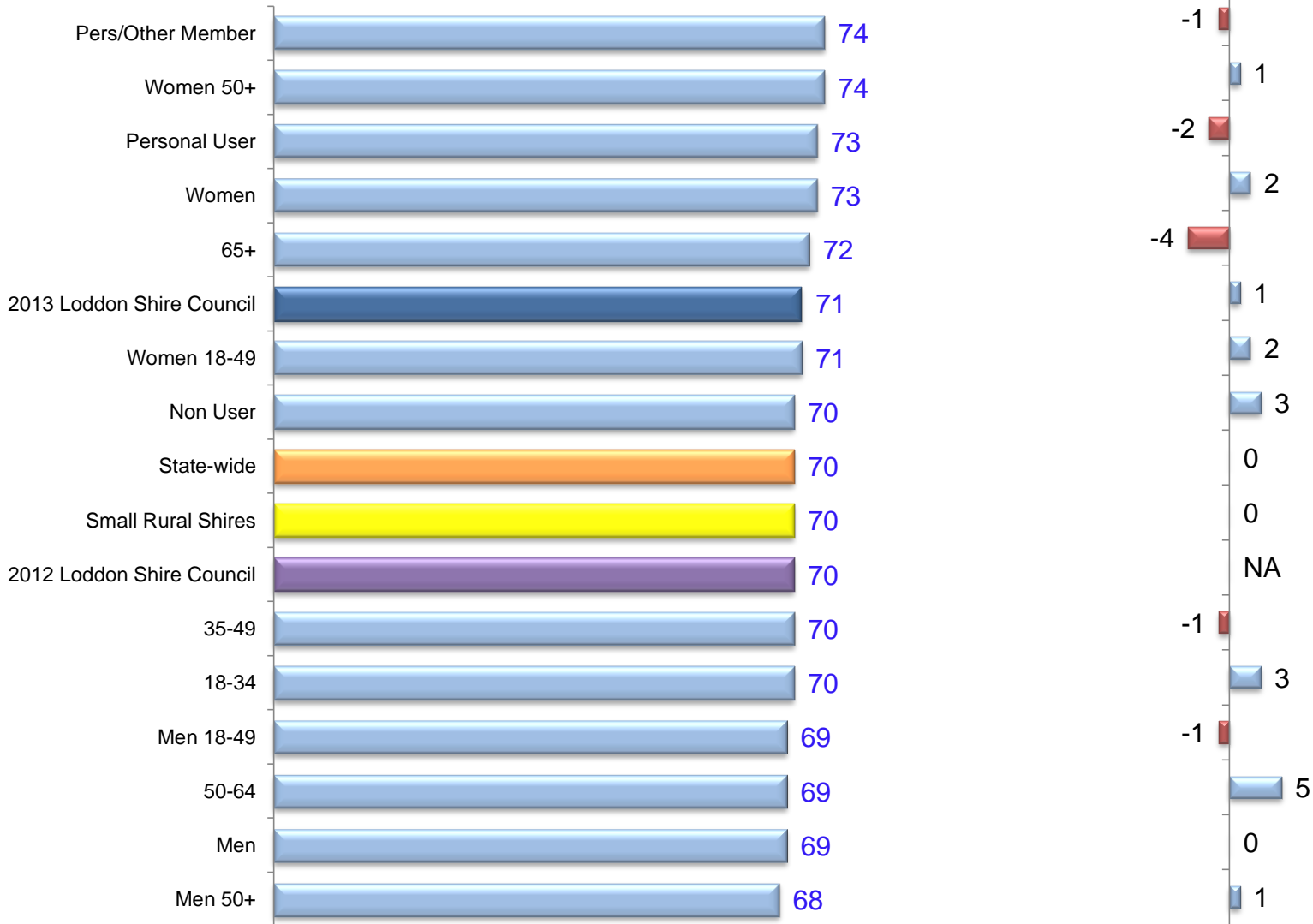


■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

# 2013 Emergency and Disaster Management

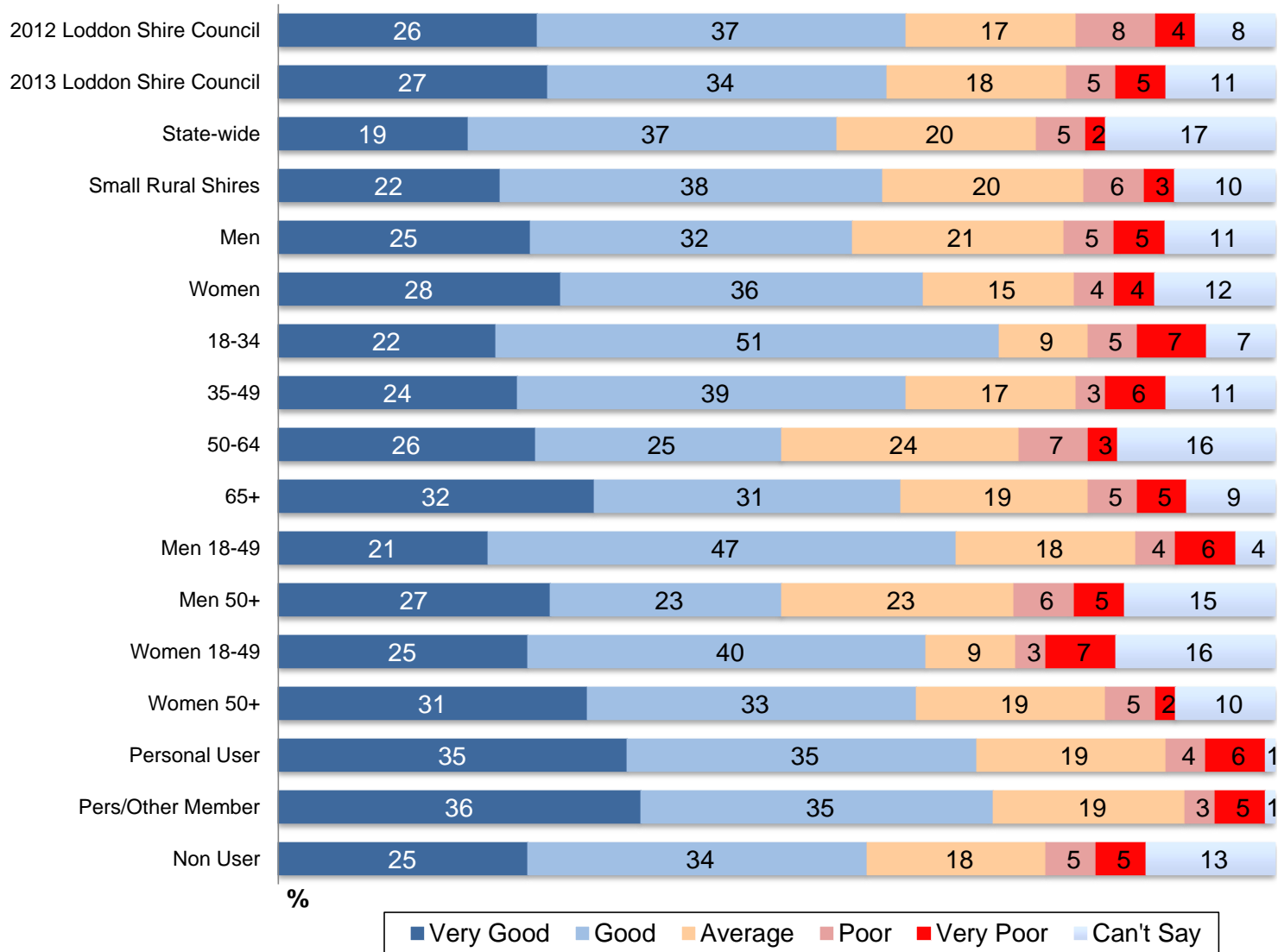
## – Performance Index Score

## Change (2012 to 2013)





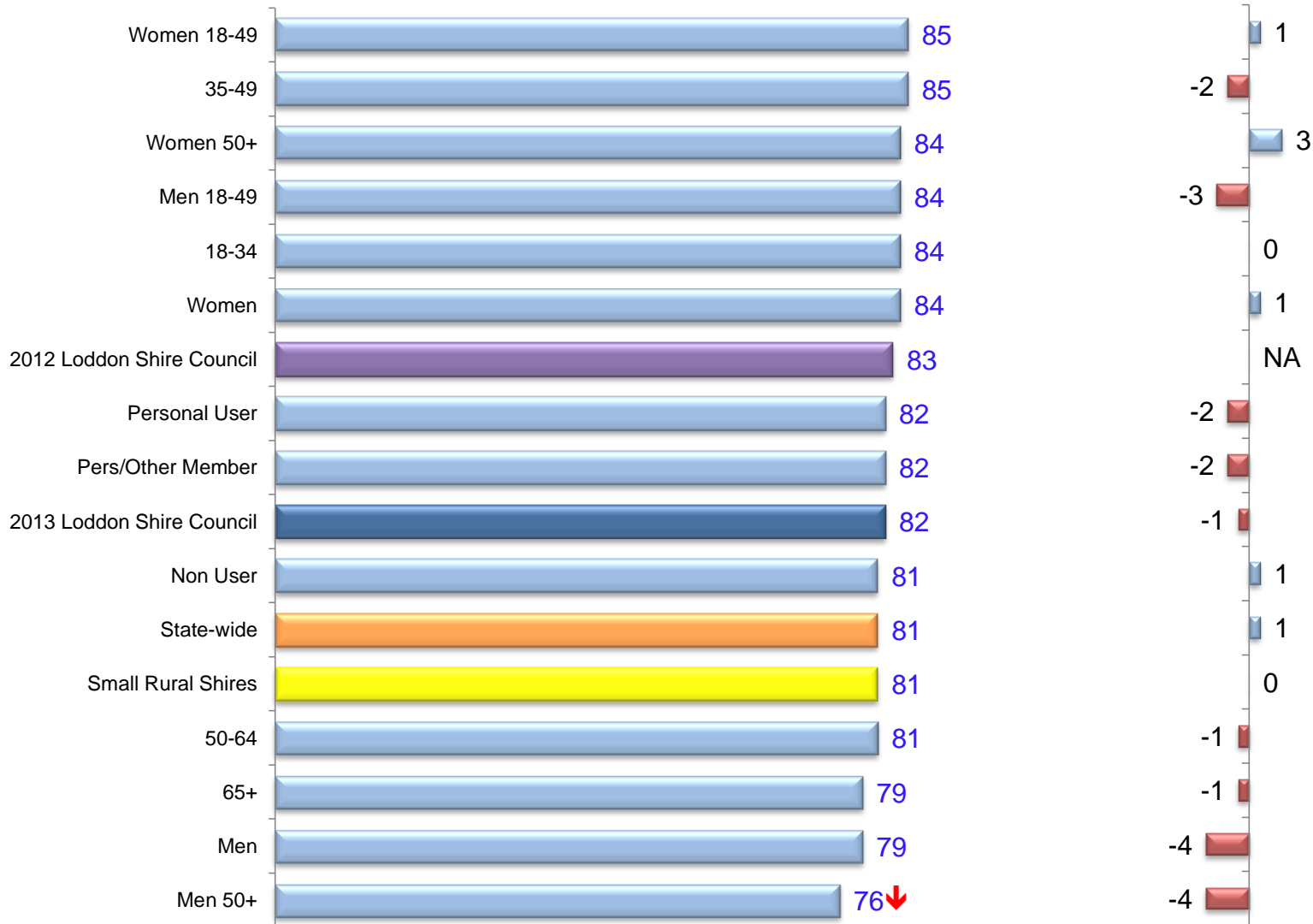
# 2013 Emergency and Disaster Management – Performance



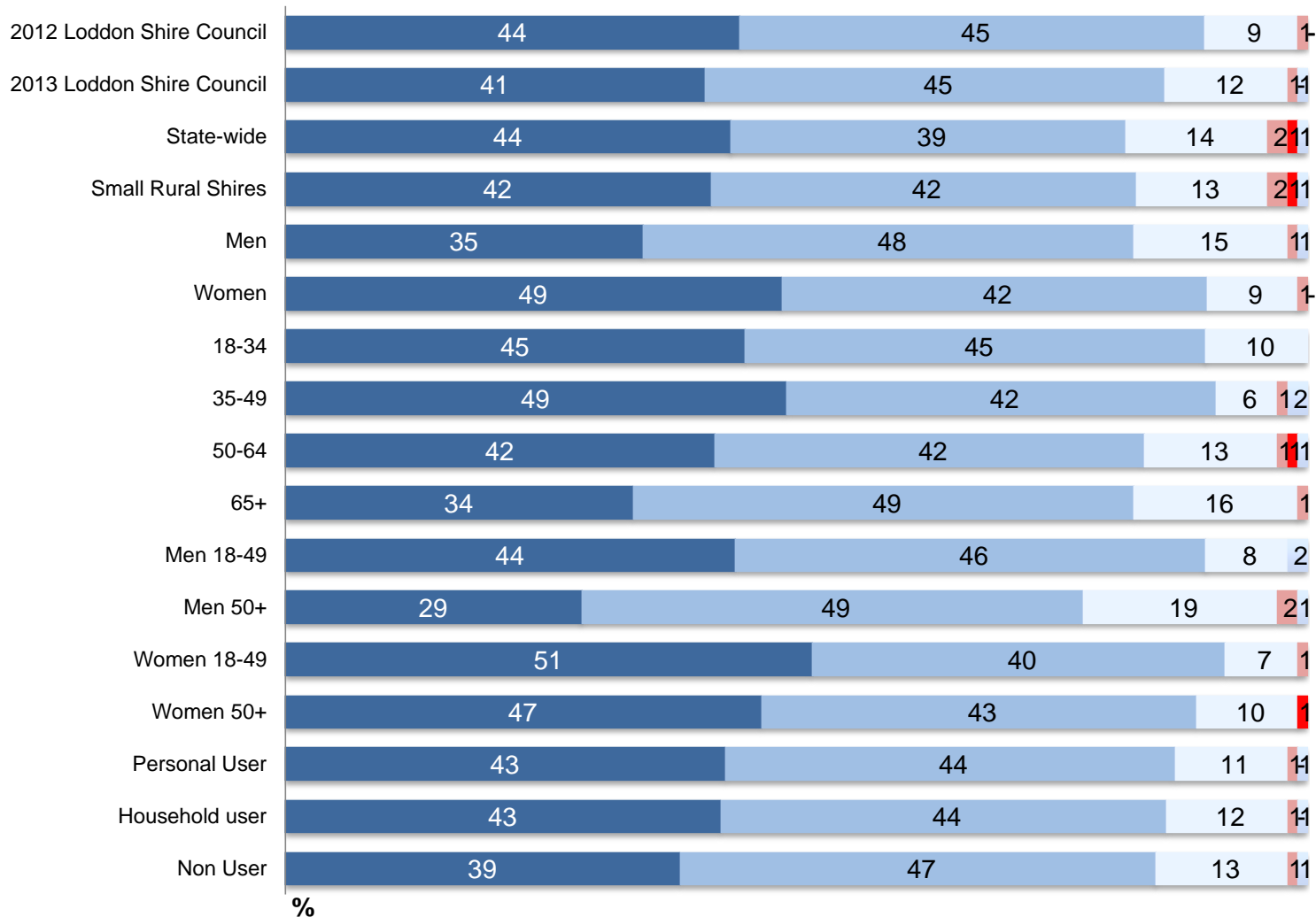
# 2013 Maintenance of unsealed roads in your area

## – Importance Index Score

## Change (2012 to 2013)



## 2013 Maintenance of unsealed roads in your area – Importance

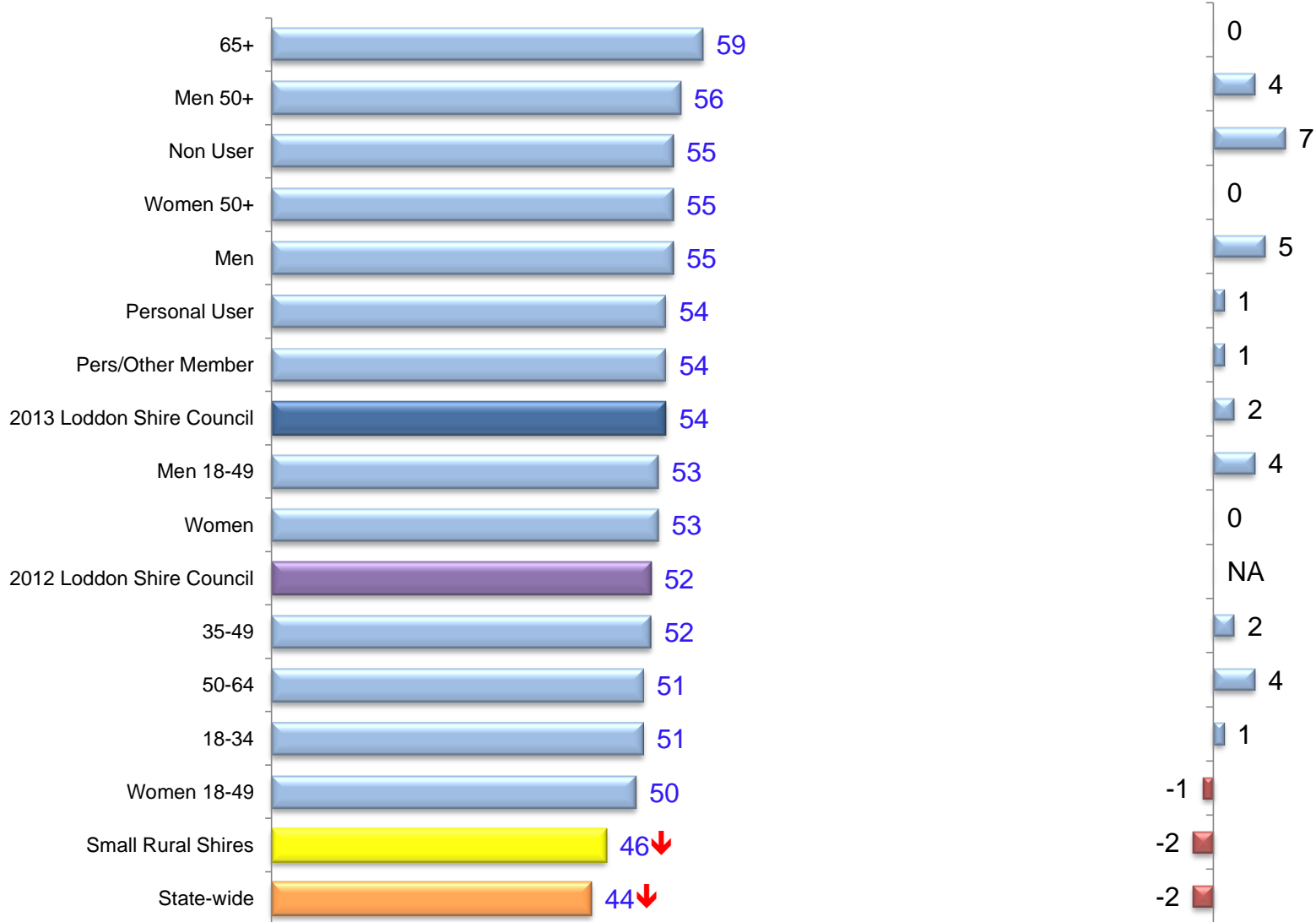


■ Extremely important   ■ Very important   ■ Fairly important   ■ Not that important   ■ Not at all important   ■ Can't say

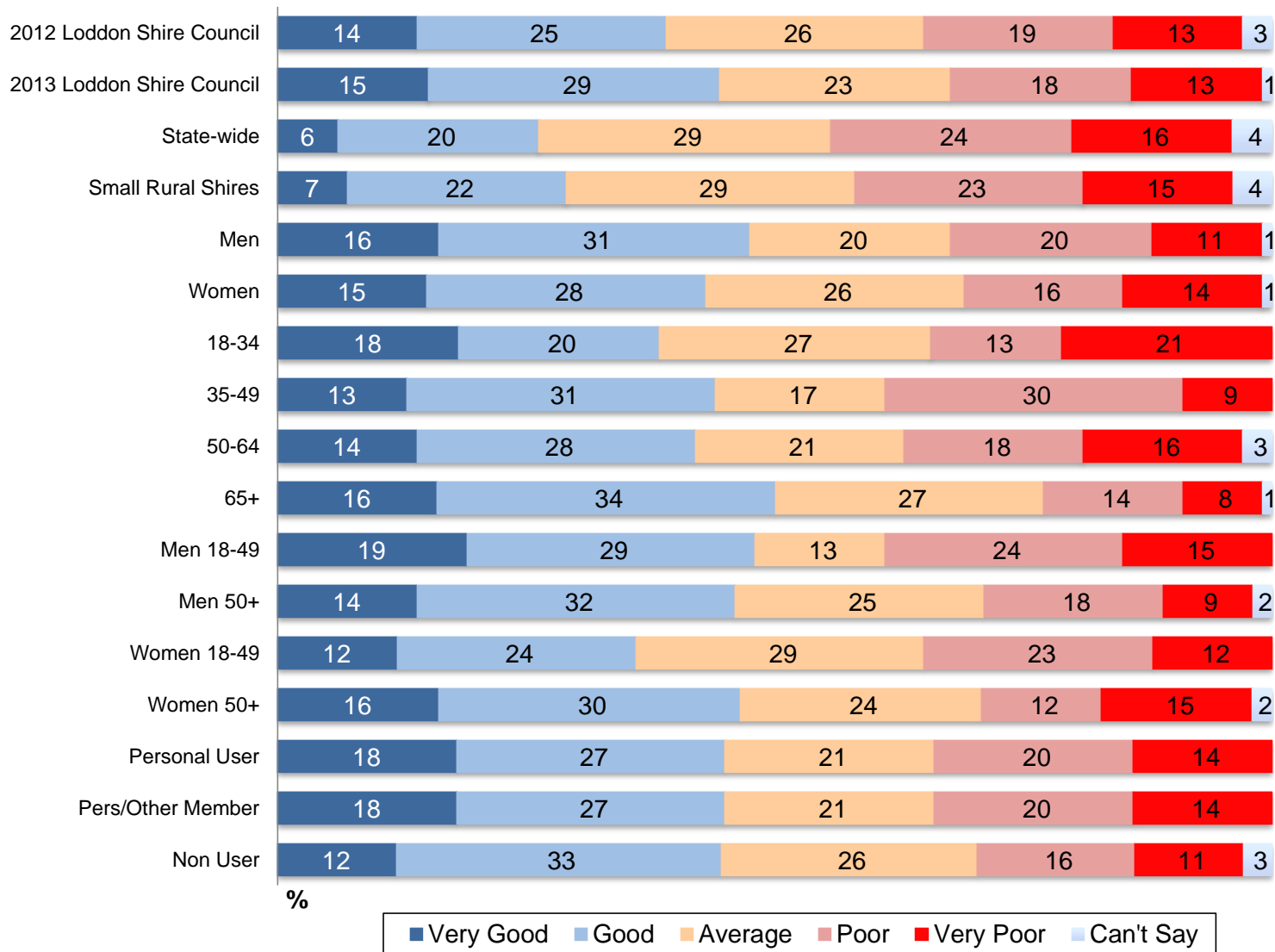
# 2013 Maintenance of unsealed roads in your area

## – Performance Index Score

## Change (2012 to 2013)



## 2013 Maintenance of unsealed roads in your area – Performance



# CUSTOMER SERVICE

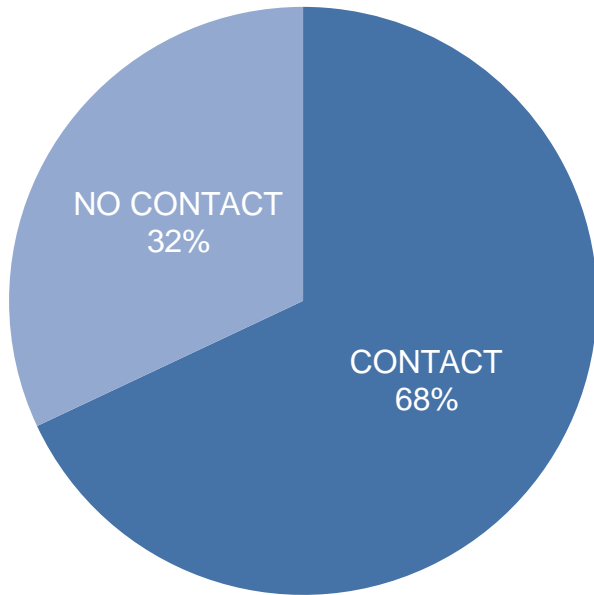


# Contact Last 12 Months

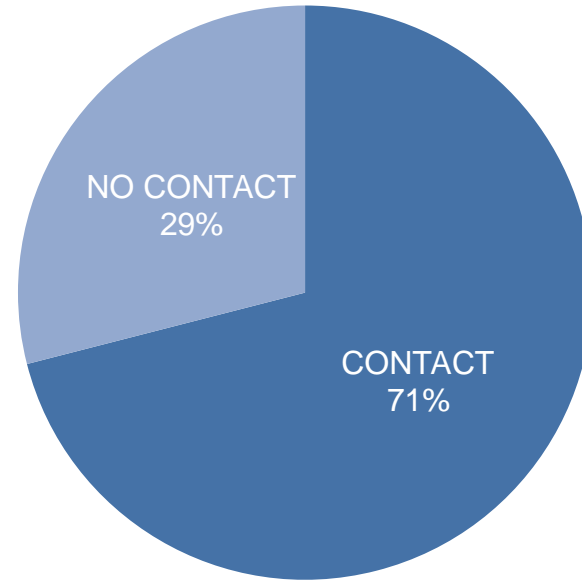
- 71% of Loddon Shire Council residents have had contact with Customer Service, up 3 points on 2012.
- Rating of Customer Service has reduced from 75 in 2012 to 72 in 2013.
- The result has been driven by greater dissatisfaction with the service across the board, but more so by men aged 50+ and residents aged 35-49 (both down 5 points on 2012).

# Contact Last 12 Months

2012



2013

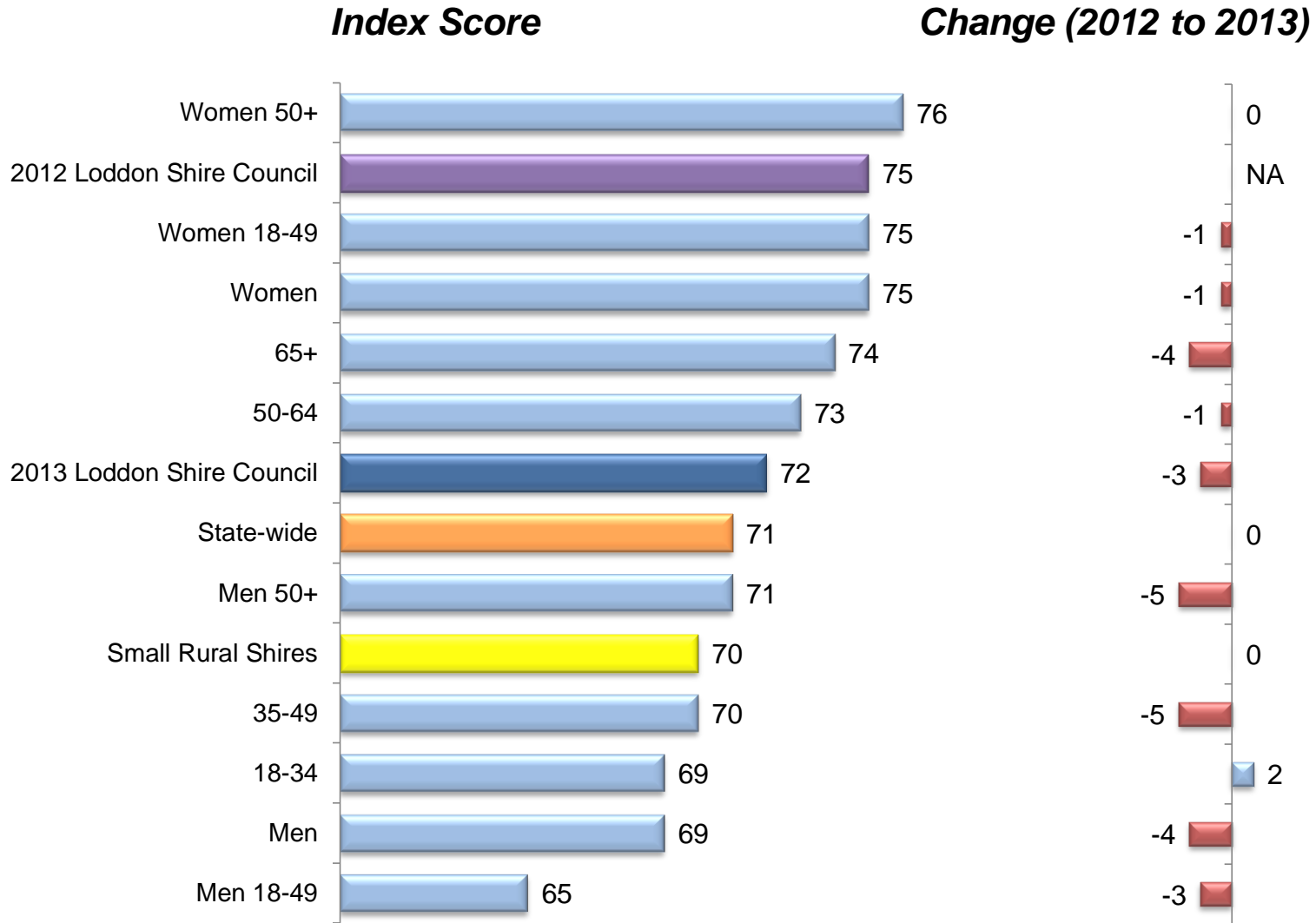


Q5. Over the last 12 months, have you or any member of your household had any contact with Council? This may be in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

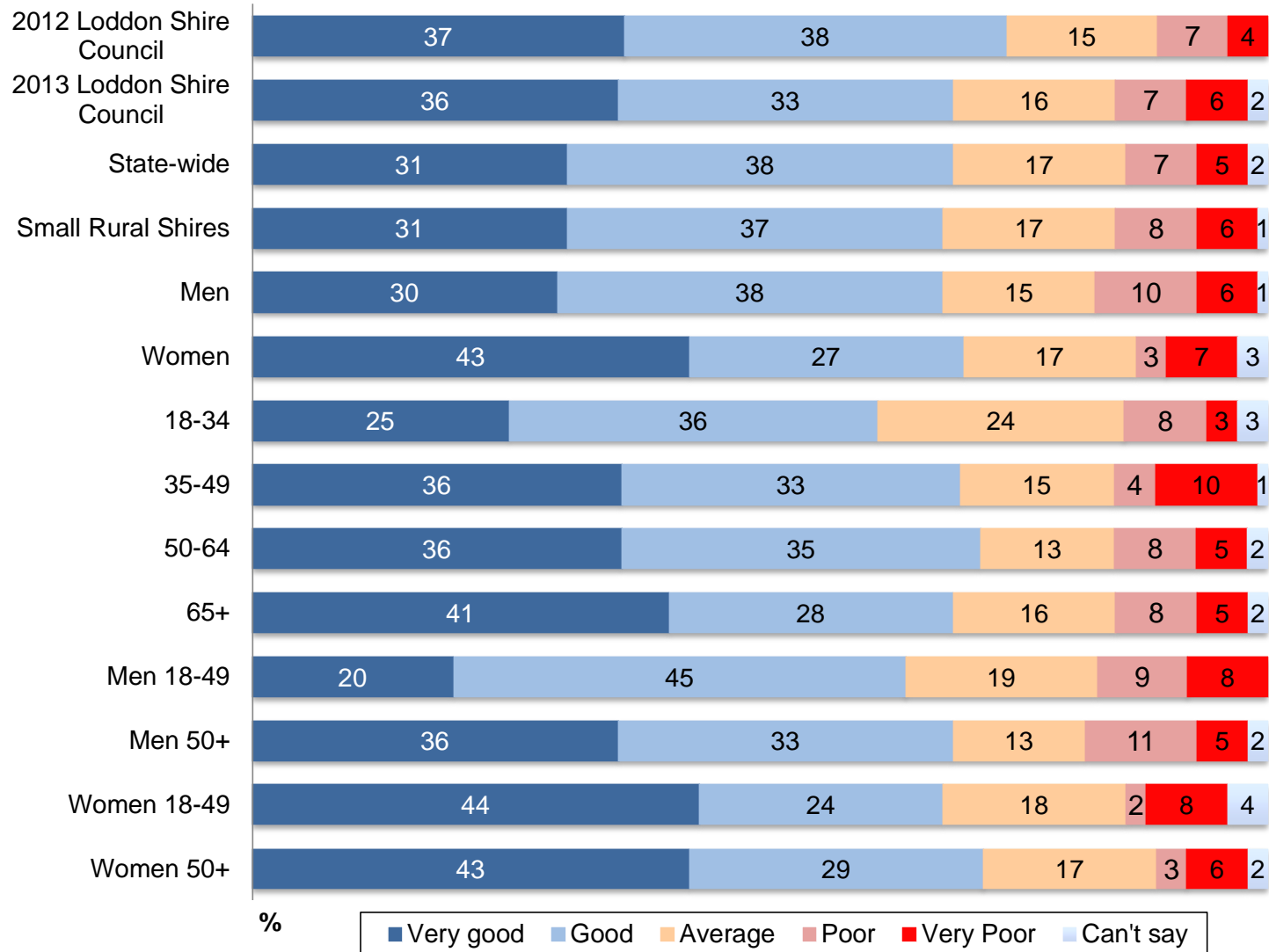
Base: All respondents. Councils asked statewide: 71



# 2013 Contact Customer Service



## 2013 Contact Customer Service



# COUNCIL DIRECTION INDICATORS

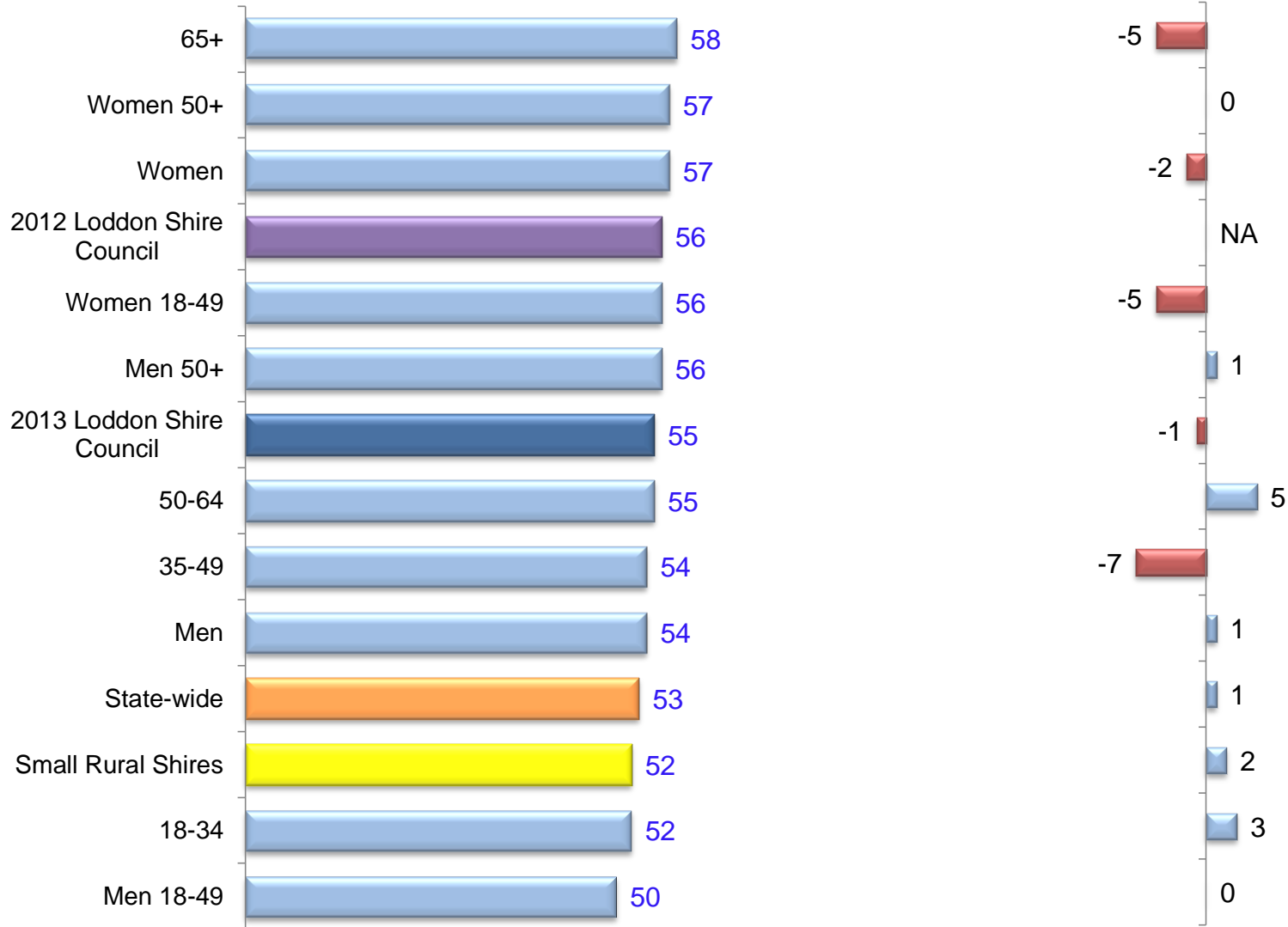
# Council Direction Summary

- Loddon Shire Council's 2013 Index Score for Overall Council Direction (55) is 1 point lower than its 2012 score, but is still slightly higher than both the State-wide and Small Rural Shires averages (of 53 and 52 respectively).
- When asked about the direction of Loddon Shire Council over the last 12 months, 60% of all residents say it has stayed about the same, 23% say things have improved and 13% say things have deteriorated.
- Residents aged 65+ (28%) are most likely to say Council Direction has improved, while 35-49 year olds (19%) are most likely to say things have deteriorated.
- The biggest increase since 2012 on this measure came from residents aged 50-64 (up 5 points), while the biggest decrease was from residents aged 35-49 (down 7 points).

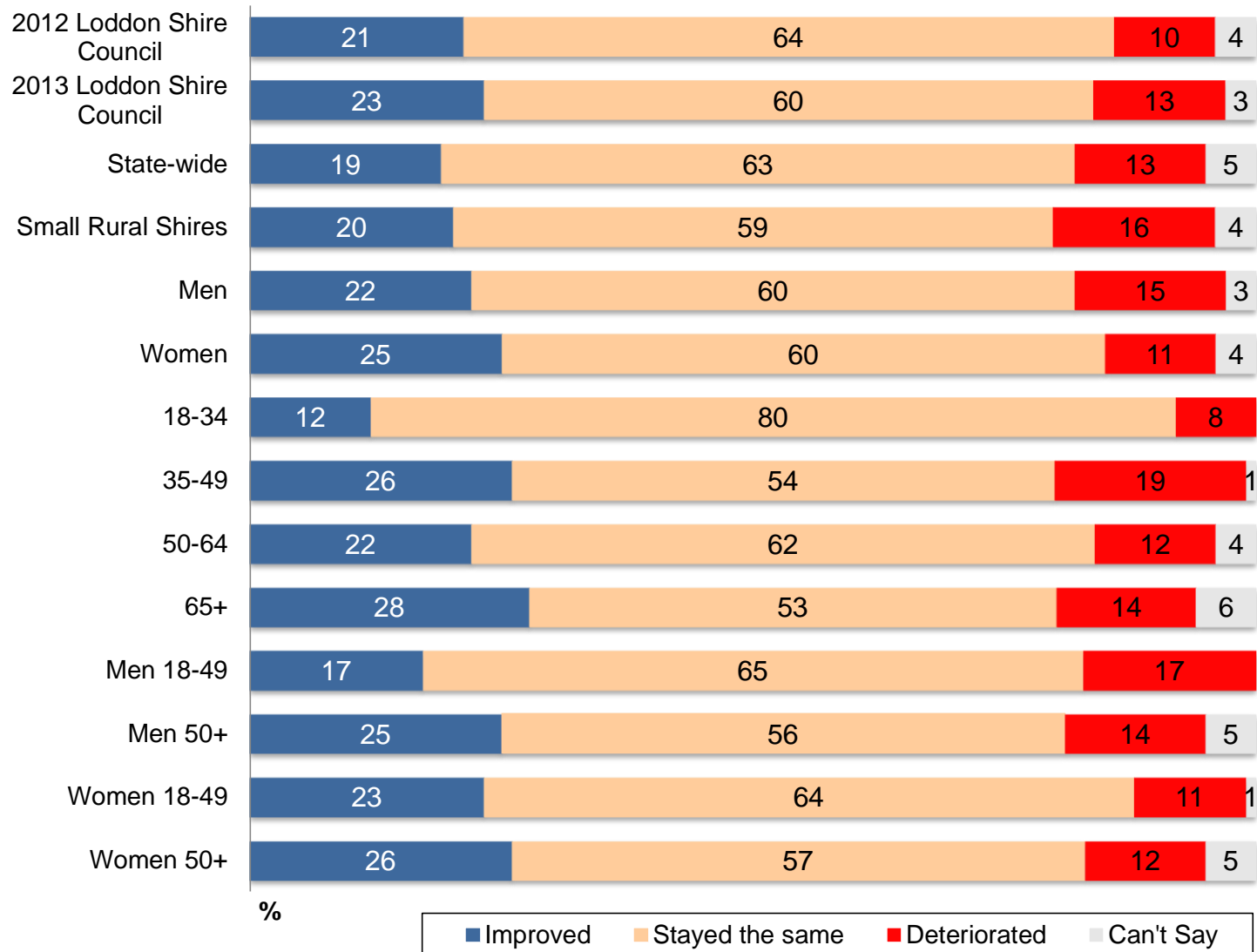
# 2013 Overall Direction Last 12 Months

## Index Score

## Change (2012 to 2013)



## 2013 Overall Direction Last 12 Months



# COMMUNICATIONS



# Communications Summary

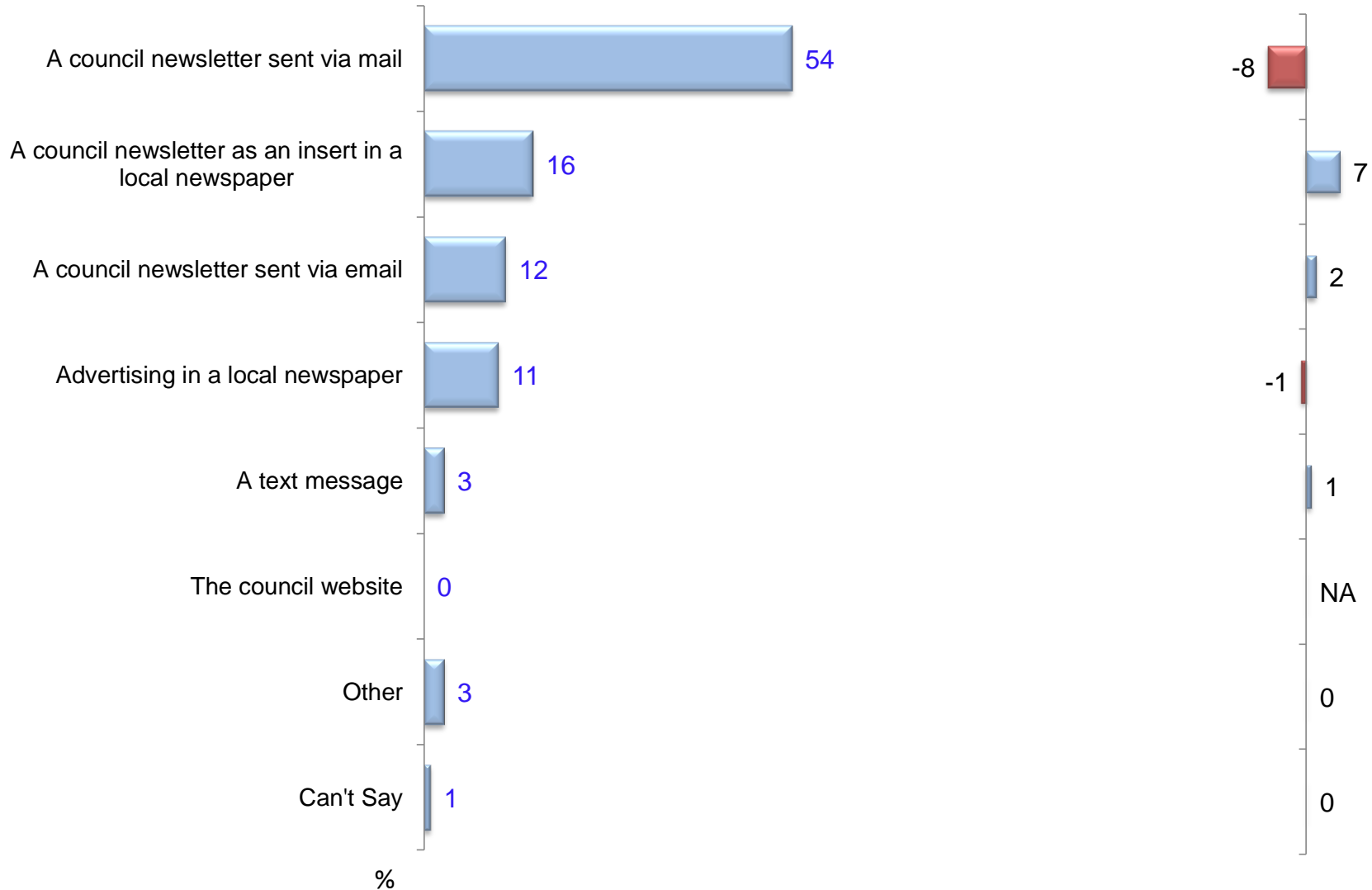
- A council newsletter sent via mail is the preferred form of communication among residents (54%), for those aged under 50 (52%) and even more so for over 50s (55%), although it is worth noting that preference for this communication form has dropped 8 points overall since 2012.
- A council newsletter sent via email (15%, up 4 points since 2012) is the second most preferred method of communication among residents aged under 50 and a council newsletter as an insert in a local newspaper (17%, up 9 points) is the second most preferred method of communication among residents over 50.
- Preference for text messaging amongst under 50s is up 4 points to 7% since 2012, but website and text message formats generally did not rate as highly as other modes of communication. Further analysis is recommended to understand the demographic preference profiles of the different forms of communication.



# 2013 Best Forms of Communication

## Detailed Percentages

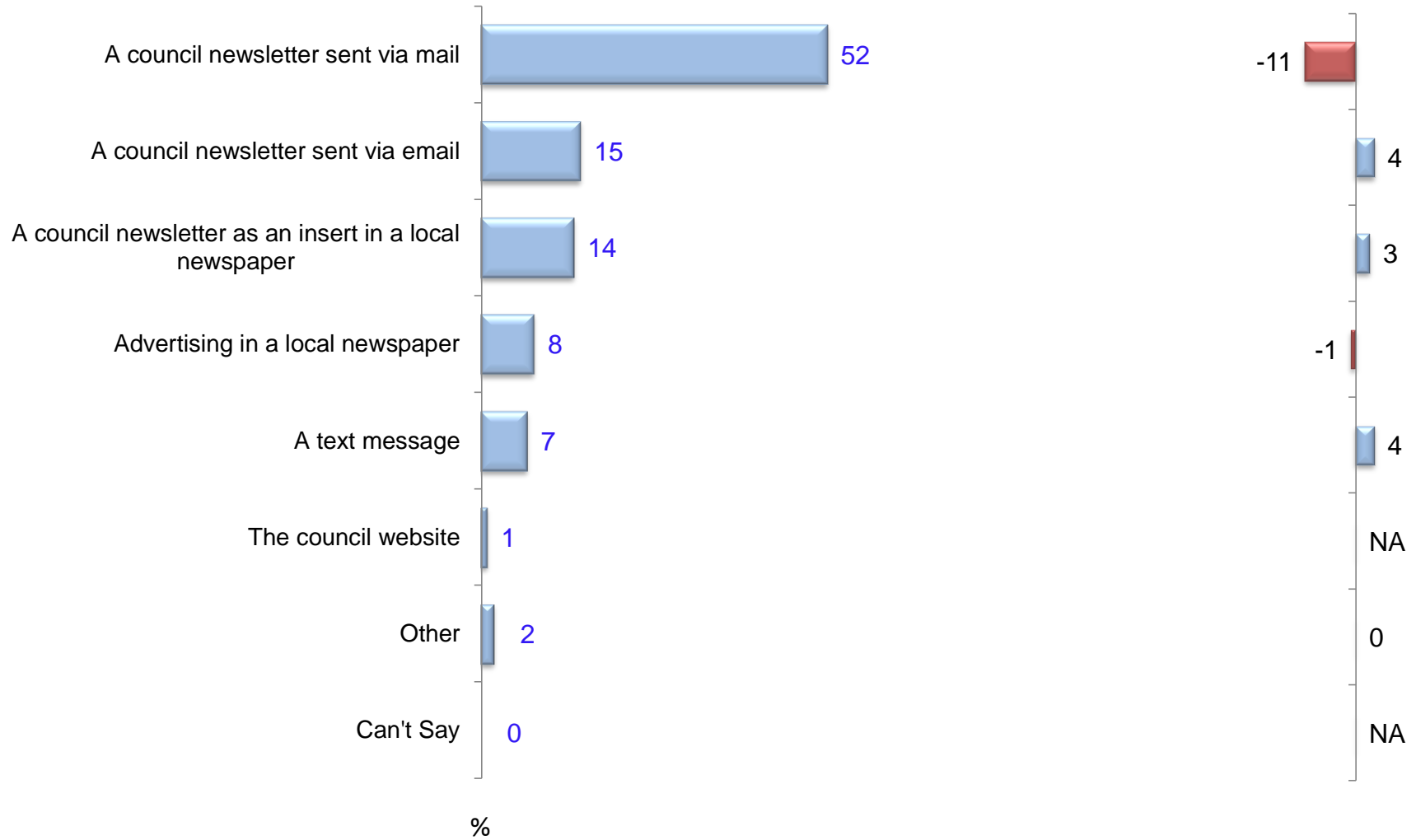
## Change (2012 to 2013)



# 2013 Best Forms of Communication

**Under 50s**

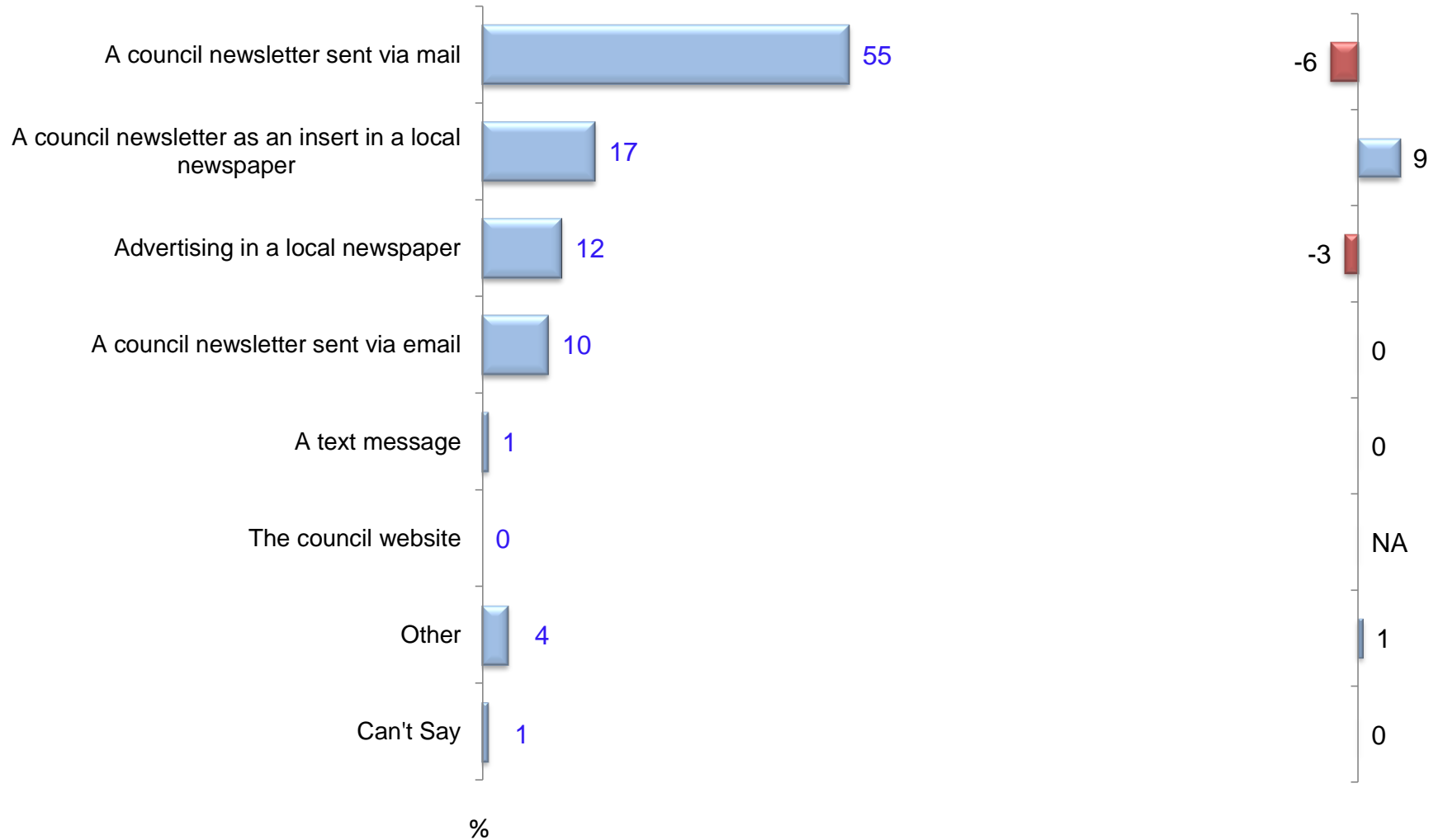
**Change (2012 to 2013)**



# 2013 Best Forms of Communication

Over 50s

Change (2012 to 2013)



# POSITIVES & AREAS FOR IMPROVEMENT

# Positives & Areas for Improvement Summary

- When asked to describe the best thing about the Council, residents were very forthcoming in their responses, with top mentions including:
  - Customer service: 17%
  - Road/Street maintenance: 11%
  - Councillors: 11%
  - Recreational/Sporting facilities: 8%
- Conversely, when asked what the Council most needs to do to improve its performance, the top areas for improvement included:
  - Unsealed road maintenance: 19%
  - Communication: 8%
  - Sealed road maintenance: 7%
  - Footpaths/Walking tracks: 6%

# 2013 Best things about Council

## Detailed Percentages



# 2013 Council needs to improve

## Detailed Percentages



# APPENDIX A: DETAILED SURVEY TABULATIONS

Available in Supplied Excel File





# Appendix B: Index Score Significant Difference Calculation

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

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

Where:

- \$1 = Index Score 1
  - \$2 = Index Score 2
  - \$3 = unweighted sample count 1
  - \$4 = unweighted sample count 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.