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Background and objectives

The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.

Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.

Now in its twenty-third year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- · value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services and
- · overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 23 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 23 years of results, the CSS offers councils a consistent, long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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



Loddon Shire Council – at a glance



Overall council performance

Results shown are index scores out of 100.



Loddon 59



State-wide 59



Small Rural 58

Council performance compared to State-wide and group averages

Areas where Council performance is significantly higher

Community decisions



Compared to State-wide average

group average

Compared to

Waste management

The three areas where Council performance is significantly lower by the widest margin



Planning & building permits



Local streets & footpaths



Family support services



Community decisions



Waste management



Elderly support services



Planning & building permits



Family support services

Summary of core measures



Index scores





engagement



decisions



local

roads

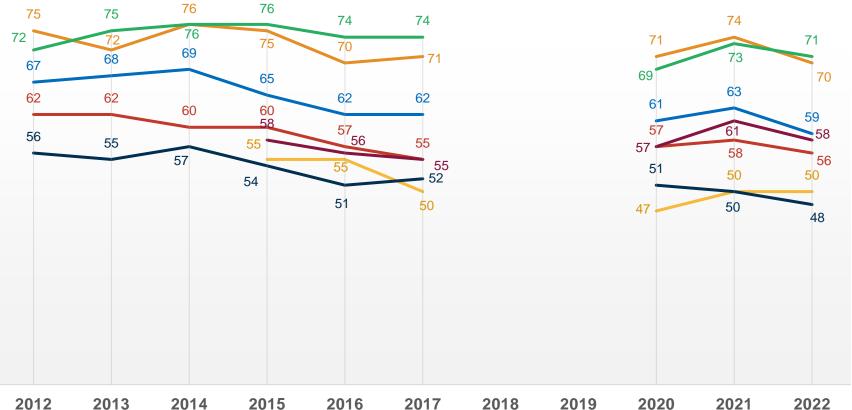




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Waste Custome management service

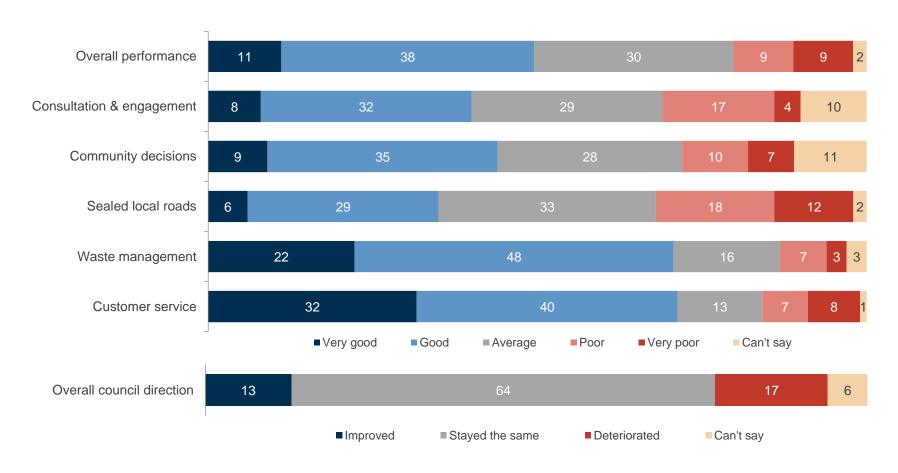
Customer Overall council direction



Summary of core measures



Core measures summary results (%)



Summary of Loddon Shire Council performance



Services		Loddon 2022	Loddon 2021	Small Rural 2022	State- wide 2022	Highest score	Lowest score
C /\	Overall performance	59	63	58	59	Aged 65+ years	Aged 35-49 years
+	Overall council direction	48	50	51	50	Aged 18-34 years	Aged 35-49 years
÷	Customer service	70	74	67	68	Wedderburn residents	Men
<u>.</u>	Appearance of public areas	71	75	73	71	Aged 65+ years	Aged 18-34 years
	Waste management	71	73	68	68	Aged 65+ years	Aged 50-64 years
ず	Recreational facilities	69	71	69	69	Aged 65+ years	Aged 18-34 years
位	Emergency & disaster mngt	66	70	68	66	Wedderburn residents	Aged 50-64 years, Aged 35-49 years
Å	Elderly support services	64	70	70	67	Aged 65+ years, Inglewood/ Tarnagulla residents	Aged 18-34 years
	Enforcement of local laws	61	64	62	63	Aged 35-49 years	Aged 18-34 years, Wedderburn residents
***	Family support services	61	65	64	65	Aged 65+ years	Aged 18-34 years

Summary of Loddon Shire Council performance



Services		Loddon 2022	Loddon 2021	Small Rural 2022	State- wide 2022	Highest score	Lowest score
	Informing the community	60	61	59	59	Inglewood/ Tarnagulla residents	Aged 18-34 years
***	Community decisions	58	61	54	54	Wedderburn residents, Aged 65+ years	Aged 50-64 years, Aged 35- 49 years
	Consultation & engagement	56	58	54	54	Aged 65+ years, Wedderburn residents	Aged 35-49 years
<u> </u>	Lobbying	54	58	54	53	Aged 65+ years	Aged 18-34 years, Aged 35- 49 years
	Town planning policy	54	56	56	54	Wedderburn residents	Aged 35-49 years
	Local streets & footpaths	53	55	55	57	Aged 50-64 years	Aged 18-34 years, Aged 35- 49 years
	Sealed local roads	50	50	50	53	Aged 65+ years, Wedderburn residents	Aged 18-34 years
	Planning & building permits	44	49	48	50	Women	Wedderburn residents, Men
	Unsealed roads	42	48	42	41	Aged 65+ years	Aged 35-49 years

Focus areas for the next 12 months



Overview

Council's overall performance continues to be rated well in 2022 (index score of 59). However, ratings have declined significantly over the past year on overall performance and across several individual services areas, including Council's top performing area (appearance of public areas) and poorest performing areas (unsealed roads, planning and building permits).

Key influences on perceptions of overall performance

Council should focus on improving performance in the individual service area that most influences perceptions of overall performance, namely, decisions made in the interest of the community. Council should also work to strengthen performance in the related areas of lobbying and community consultation, and the condition of sealed roads. These are also key influences on overall perceptions, where Council currently performs less well.

Comparison to state and area grouping

Council performs as well as or significantly higher than the State-wide and Small Rural council group averages in a majority of service areas. Areas that stand out as more in need of Council attention include planning and building permits and elderly and family support services, which rate significantly lower than both the Small Rural group and State-wide averages – and sealed roads and local streets, which rate below the State-wide average.

Shore up strengths and address community pain points Over the next 12 months, Council should maintain efforts in its best performing areas of waste management and the appearance of public areas, which are key influences on overall community perceptions. Council should also attend to the maintenance of its roads and streets, particularly those used by Boort / Terrick residents. These are less well rated and cited by Council residents as areas most in need of improvement.

DETAILED FINDINGS



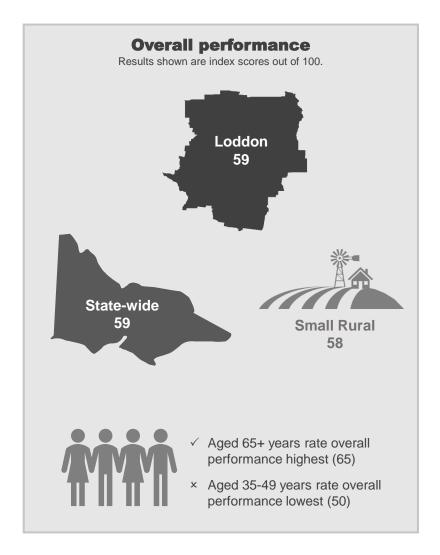




The overall performance index score of 59 for Loddon Shire Council represents a significant four-point decline on the 2021 result.

- Overall performance is at its lowest level since 2012.
- Contributing to the decline this year is a significant decline in perceptions among men (index score of 58, down six index points) and residents of Boort/ Terrick (index score of 57, down seven points).
- Perceptions among other demographic and geographic cohorts did not exhibit any significant change in the past year.
- Residents aged 65 years and over (index score of 65) have significantly higher (at the 95% confidence interval) than average views of Council's overall performance. By contrast, residents aged 35 to 49 years (index score of 50) rate overall performance significantly lower than the Council average.

Loddon Shire Council's overall performance is rated in line with councils in the Small Rural group and the State-wide average for councils (index scores of 58 and 59 respectively).





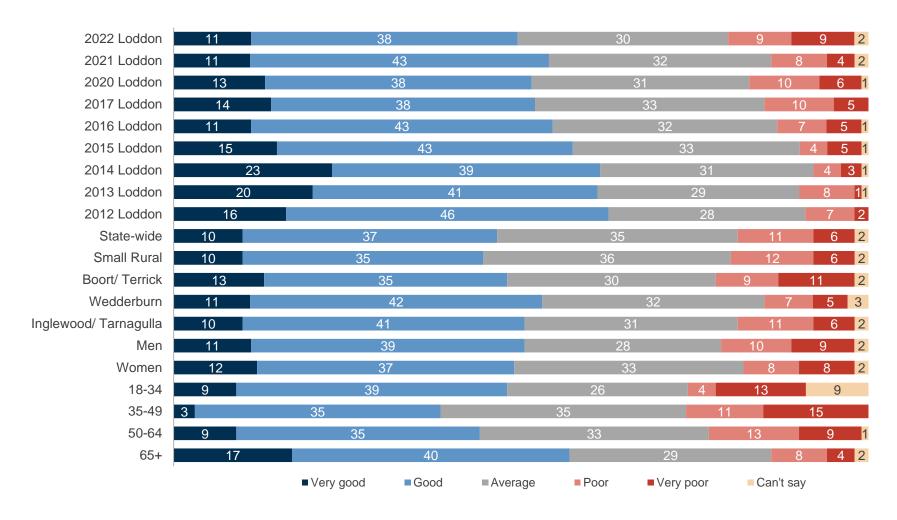
2022 overall performance (index scores)

2021 2020 2019 2018 2017 2016 2015 2014 2013 2012





2022 overall performance (%)



Top performing service areas

The appearance of public areas and waste management are where Council performed best in 2022 (index score of 71 for each). These were also Council's best performing areas in 2021, however ratings are lower this year, with public areas down significantly (four points).

- Council ratings for waste management are significantly higher than both the Small Rural group and State-wide averages, and in line with these averages on appearance of public areas.
- Residents aged 65 years and over are most positive about Council performance in these two service areas.

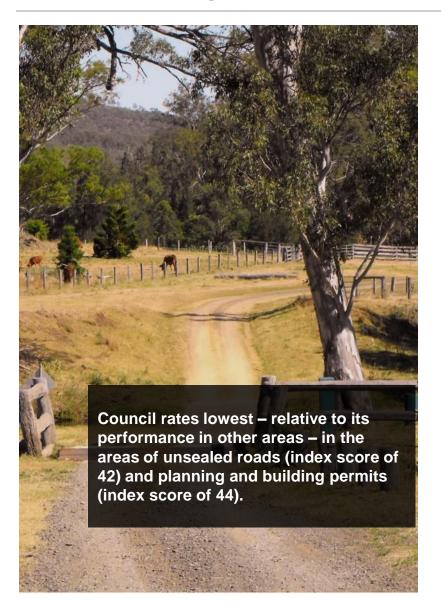
Recreational facilities, emergency and disaster management and elderly support services also remain higher performing areas for Council (index scores of 69, 66 and 64 respectively). However, ratings for emergency management and elderly support services have significantly declined (down four and six points respectively) after a pandemic-related boost in 2021.

- Residents aged 65 years and over are most positive about Council performance on recreational facilities and elderly support services.
- Elderly support services are rated significantly higher than the Council average by Inglewood / Tarnagulla residents but significantly lower among Wedderburn residents.



Low performing service areas





Council rates lowest – relative to its performance in other areas – on the maintenance of unsealed roads and planning and building permits (index scores of 42 and 44 respectively).

Performance ratings have fallen significantly in both areas since 2021 (six and five points respectively) and are now at their lowest levels recorded.

- Council rates in line with State-wide and Small Rural group averages for unsealed roads but significantly lower than both on planning and building permits.
- Ratings have declined markedly among Boort / Terrick and Wedderburn residents and these localities may require focused efforts to improve perceptions.

Council also performs less well on maintaining its sealed local roads and local streets and footpaths, (index scores of 50 and 53 respectively).

Further, maintenance of sealed roads (20%), footpaths / walking tracks (11%) and unsealed roads (8%) are leading areas volunteered by residents as most needing improvement.

Individual service area performance



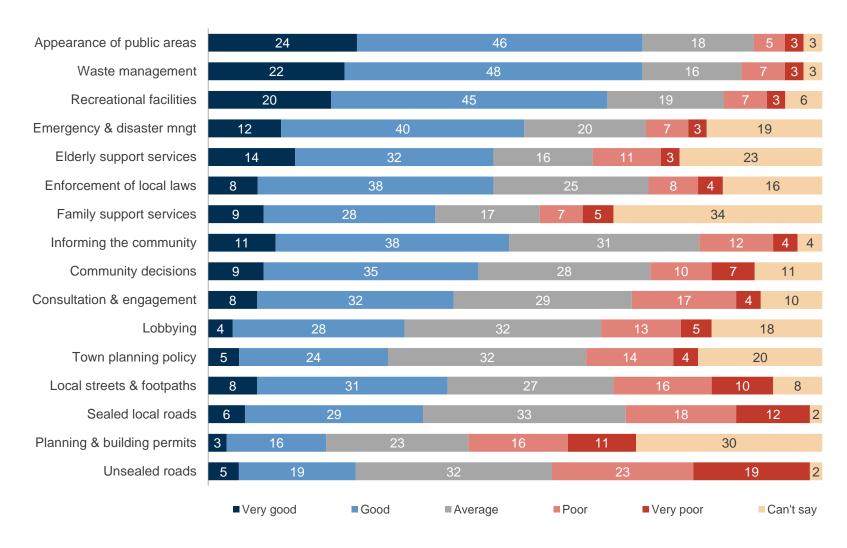
2022 individual service area performance (index scores)



Individual service area performance



2022 individual service area performance (%)



Influences on perceptions of overall performance



The individual service area that has the strongest influence on the overall performance rating (based on regression analysis) is:

· Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance.

Following on from that, other individual service areas with a more moderate influence on the overall performance rating are:

- The condition of sealed local roads
- Lobbying on behalf of the community
- · Community consultation and engagement
- The appearance of public areas
- Waste management.

Looking at these key service areas only, the appearance of public areas and waste management have a high performance index (71 for each) and a moderate influence on the overall performance rating.

Maintaining these positive results should remain a focus – but there is greater work to be done elsewhere.

Other service areas that have a moderate to strong influence on overall perceptions, but perform relatively less well, are the condition of sealed local roads, lobbying on behalf of the community and the related area of community consultation and engagement (index scores of 50, 54, and 56 respectively).

Ensuring that sealed roads are well maintained, consulting on key local issues and demonstrating Council efforts to advance and defend local interests, can also help shore up positive overall perceptions of Council.

Regression analysis explained



We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents the council performance index for each individual service.
 Service areas appearing on the right side of the chart have a higher performance index than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed.
 This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The regressions are shown on the following two charts.

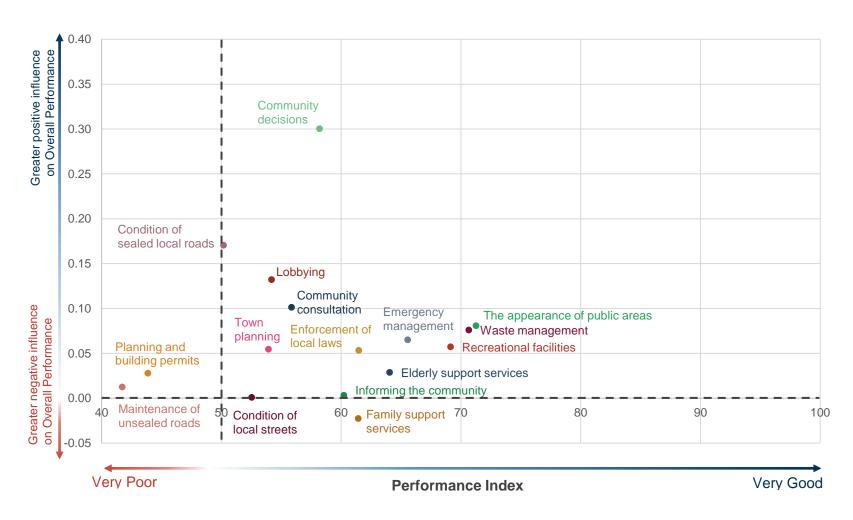
- The first chart shows the results of a regression analysis of all individual service areas selected by Council.
- 2. The second chart shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weak influence on overall performance (i.e. a low Standardised Beta Coefficient) have been excluded from the analysis.

Key insights from this analysis are derived from the second chart.

Influence on overall performance: all service areas



2022 regression analysis (all service areas)

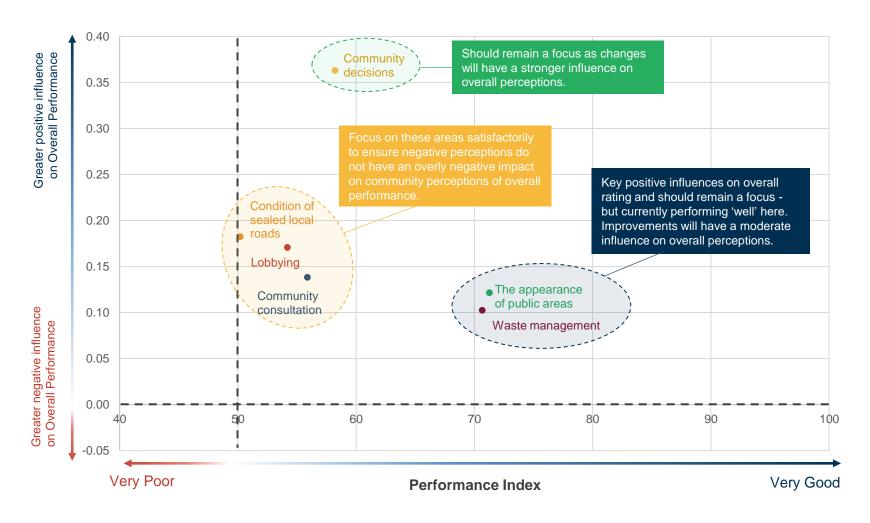


The multiple regression analysis model above (all service areas) has an R^2 value of 0.662 and adjusted R^2 value of 0.648, which means that 66% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 46.92. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.

Influence on overall performance: key service areas



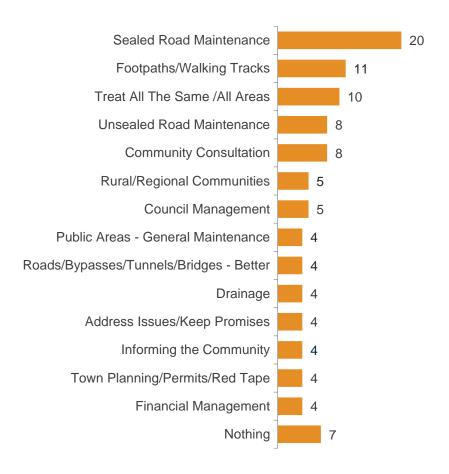
2022 regression analysis (key service areas)



Areas for improvement



2022 areas for improvement (%) - Top mentions only -





Customer service

Contact with council and customer service

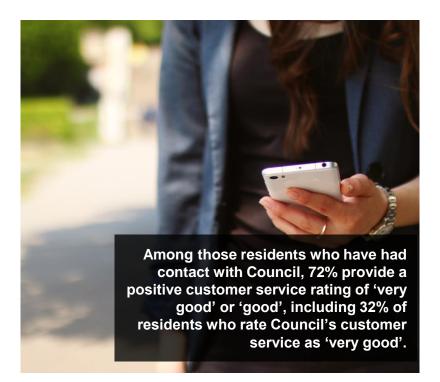


Contact with council

Six in 10 residents (61%) have had contact with Council in the last 12 months.

 Rate of contact is up three points on 2021 but remains lower than earlier years.

Telephone (44%) remains the main method of contacting Council, followed by in person (23%) and via email (17%).



Customer service

Council's customer service index of 70 is down four points from 2021, erasing the three-point improvement recorded between 2020 and 2021.

- Customer service is rated in line with the State-wide and Small Rural group averages (index scores of 68 and 67 respectively).
- Residents aged 18 to 34 years rate Council's customer service significantly lower than the Council-wide average, however only a minority (48%) of this group have had contact with Council.

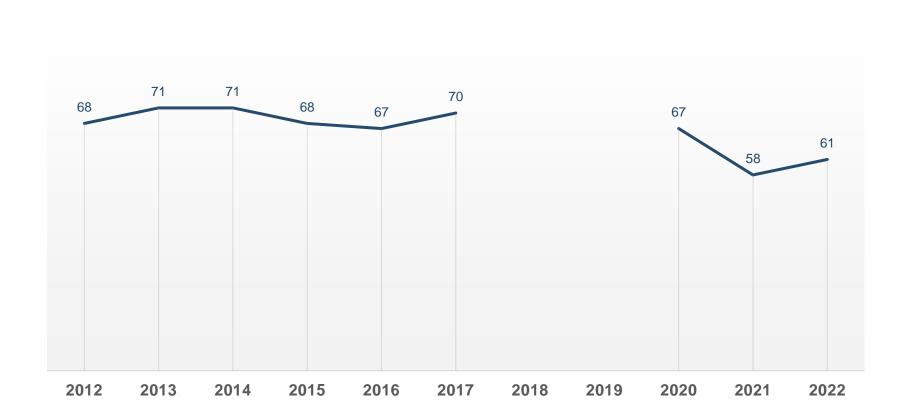
Among those who have had contact with council, 72% provide a positive customer service rating of 'very good' or 'good'. Few (15%) rate Council's customer service as 'poor' or 'very poor'.

On the key methods of contact, service is rated highly for telephone and in person interactions (index score of 71 for each). Email contact rates slightly lower (index score of 62).

Contact with council



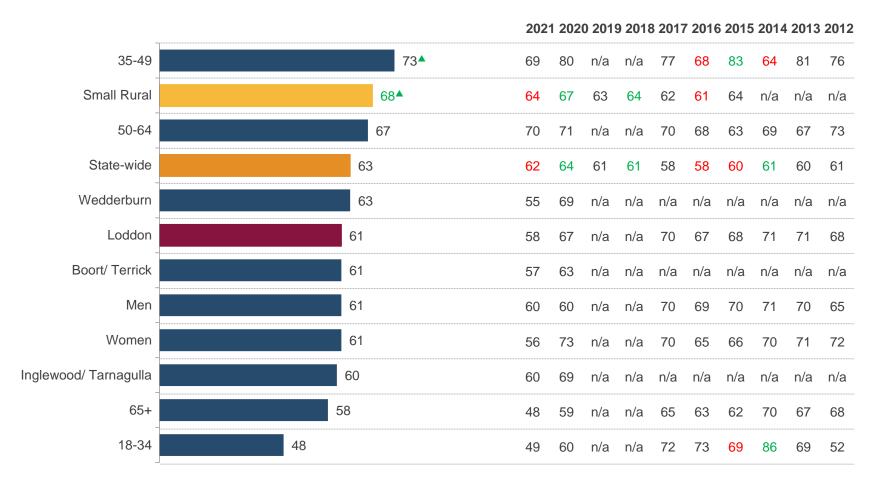
2022 contact with council (%) Have had contact



Contact with council



2022 contact with council (%)



Q5a. Have you or any member of your household had any recent contact with Loddon Shire Council in any of the following ways?

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Customer service rating



2022 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Loddon Shire Council for customer service? Please keep in mind we do not mean the 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 State-wide: 67 Councils asked group: 19

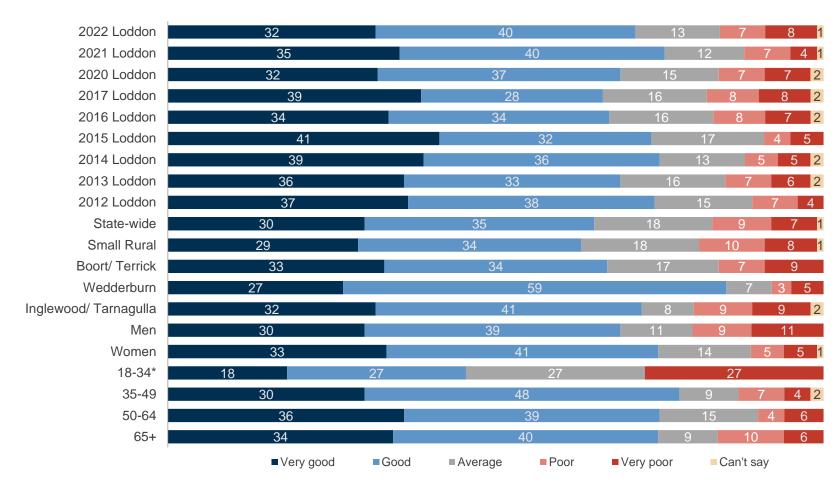
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Customer service rating



2022 customer service rating (%)



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 the 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 State-wide: 67 Councils asked group: 19

Method of contact with council



2022 method of contact (%)















In Person

In Writing

By Telephone

By Text Message

By Email

Via Website

By Social Media

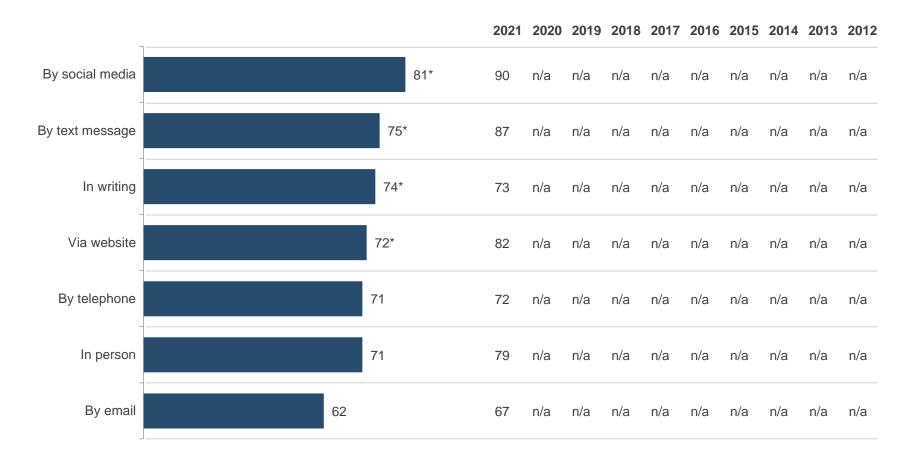


Q5a. Have you or any member of your household had any recent contact with Loddon Shire Council in any of the following ways?

Customer service rating by method of last contact



2022 customer service rating (index score by method of last contact)



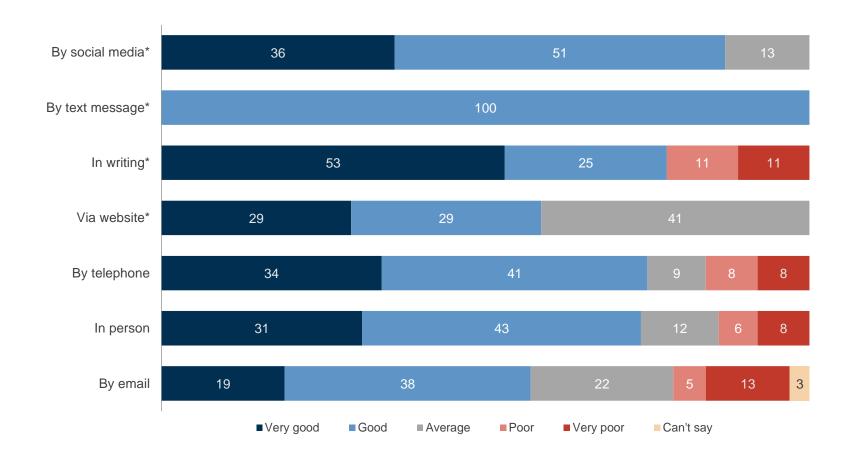
Q5c. Thinking of the most recent contact, how would you rate Loddon Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received. Base: All respondents who have had contact with Council in the last 12 months. Councils asked State-wide: 25 Councils asked group: 4

Note: Please see Appendix A for explanation of significant differences. *Caution: small sample size < n=30

Customer service rating by method of last contact



2022 customer service rating (% by method of last contact)



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 the 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 State-wide: 25 Councils asked group: 4 *Caution: small sample size < n=30



Communication

The preferred form of communication from Council for news and information and upcoming events is a newsletter sent via mail (42%).

While there has been a decline in preference for mailed newsletters over the past ten years (including an eightpoint decrease since 2021), they remain more than twice as popular as any alternative.

The next highest preference is for newsletters sent via email (16%), followed by the use of local newspapers – both advertising (11%) and newsletter inserts (10%).

- The preferred form of communication among residents aged <u>under 50 years</u> remains a newsletter sent via mail (33%), followed by via email (24%), however a shift is occurring with increased preference for email (up seven points), rather than mail (down nine points). There is also some interest in social media (14%) and advertising in a local newspaper (12%, up nine points).
- Among those aged <u>over 50 years</u>, almost half prefer a newsletter sent via mail (47%, down eight points on 2021). Far fewer, around one in ten, prefer newsletters via email or a local newspaper insert (12% for each) or advertising in a local newspaper (11%).



Best form of communication



2022 best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



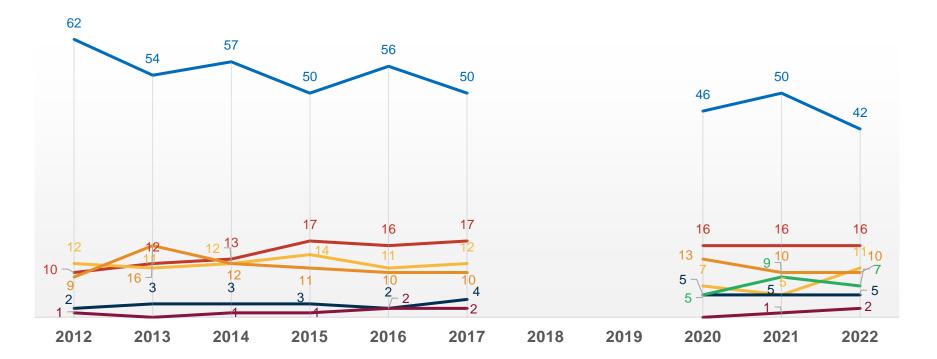
Council Website



Text Message



Social Media



Q13. If Loddon Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents. Councils asked State-wide: 39 Councils asked group: 10

Note: 'Social Media' was included in 2019.

Best form of communication: under 50s



2022 under 50s best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



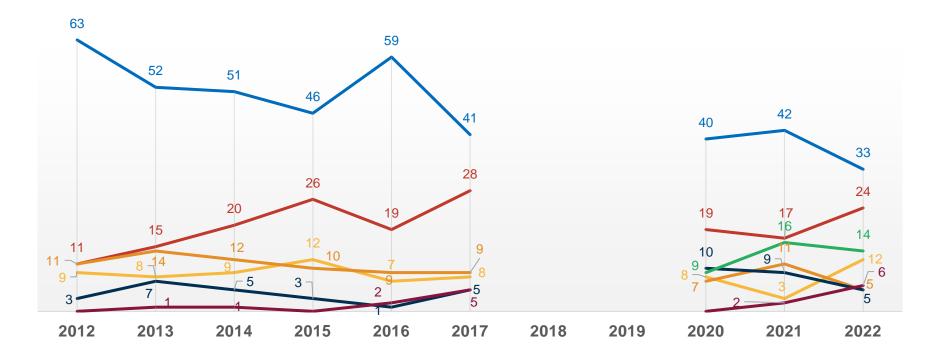
Council Website



Text Message



Social Media



Q13. If Loddon Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged under 50. Councils asked State-wide: 39 Councils asked group: 10

Best form of communication: over 50s



2022 over 50s best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



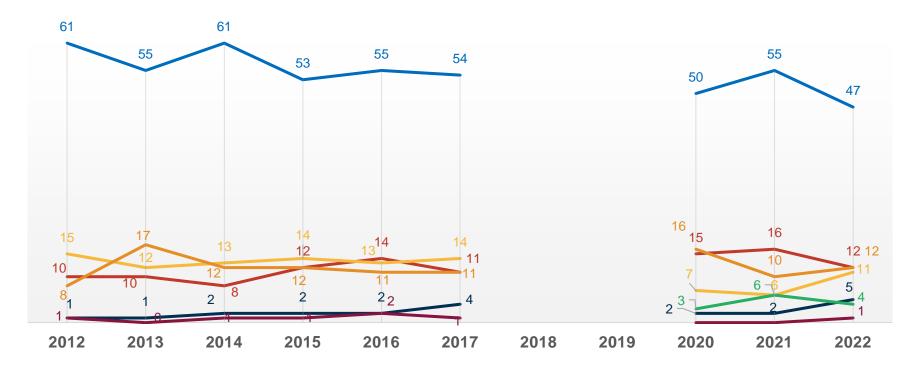
Council Website



Text Message



Social Media



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 State-wide: 39 Councils asked group: 10 Note: 'Social Media' was included in 2019.



Council direction

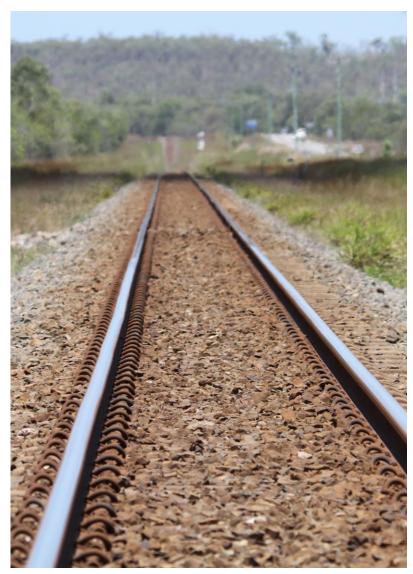
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Perceptions of the direction of Council's overall performance (index score of 48) are slightly lower than 2021 (down two points) and represent Council's lowest result on this measure.

 Council is rated in line with the State-wide average but significantly lower than the Small Rural group average (index scores of 50 and 51 respectively).

Over the last 12 months, 64% of residents believe the direction of Council's overall performance has stayed the same (down seven points on 2021).

- 13% believe the direction has improved (unchanged from 2021).
- 17% believe it has deteriorated (up four points on 2021).
- The <u>most</u> satisfied with council direction are residents aged 18 to 34 years.
- The <u>least</u> satisfied with council direction are residents aged 35 to 49 years (index score of 40, significantly lower than the Council average).



Overall council direction last 12 months



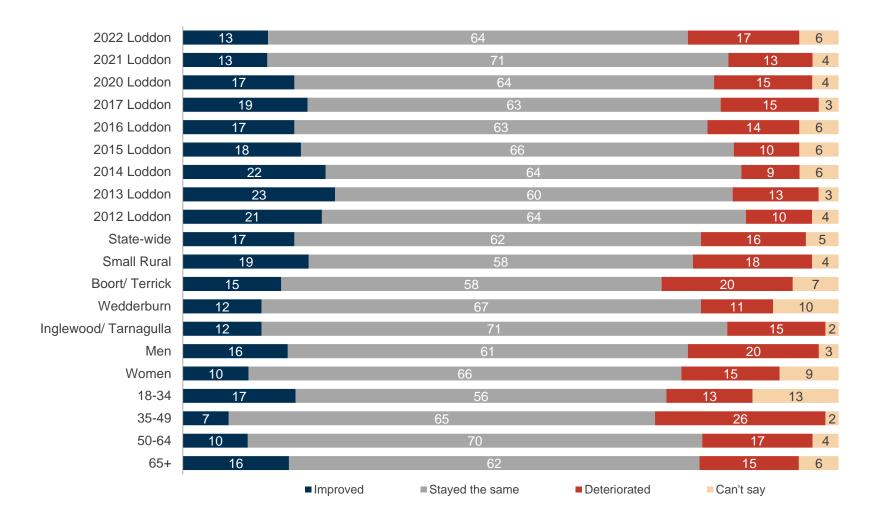
2022 overall council direction (index scores)



Overall council direction last 12 months



2022 overall council direction (%)



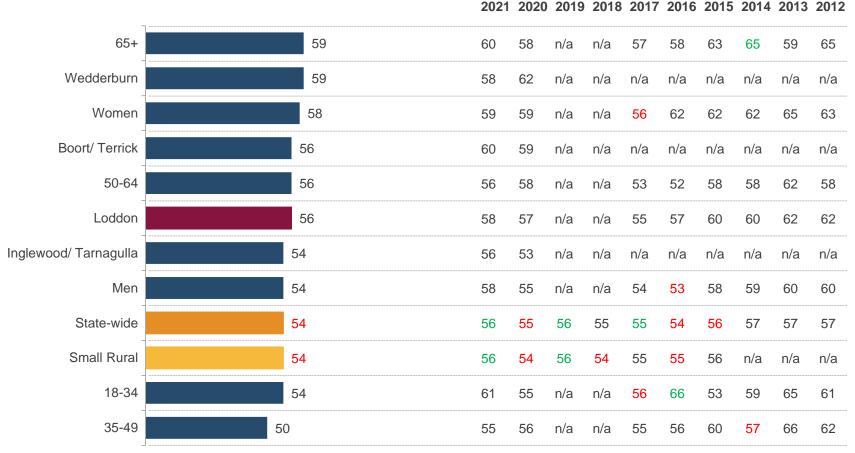


Community consultation and engagement performance





2022 consultation and engagement performance (index scores)

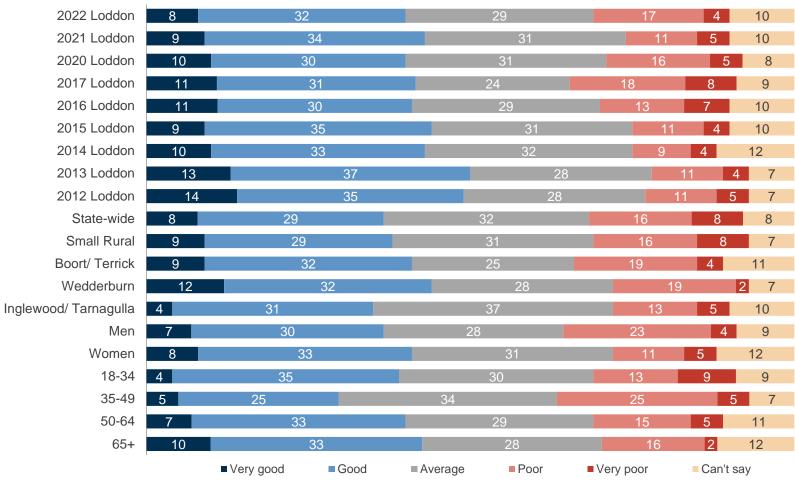


Community consultation and engagement performance





2022 consultation and engagement performance (%)



Lobbying on behalf of the community performance





2022 lobbying performance (index scores)

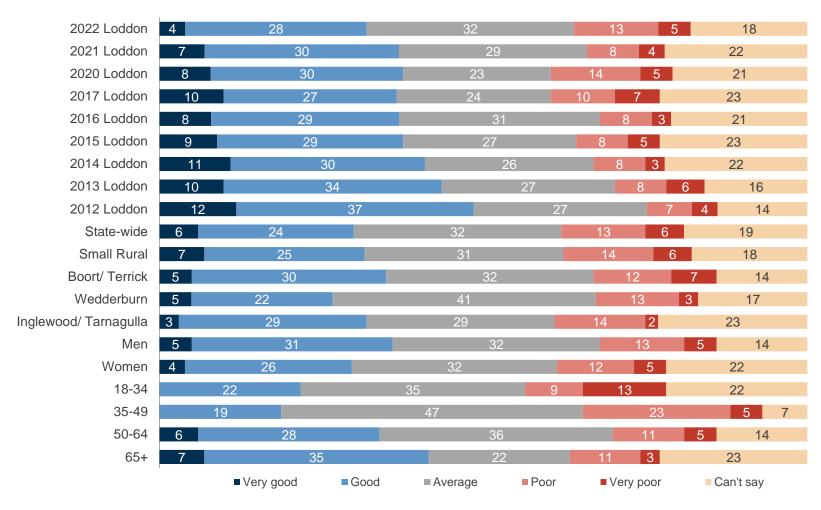


Lobbying on behalf of the community performance





2022 lobbying performance (%)



Decisions made in the interest of the community performance





2022 community decisions made performance (index scores)

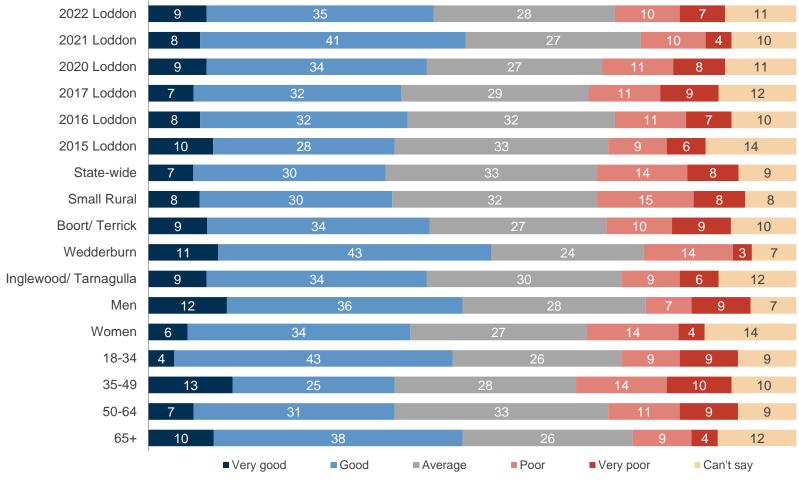


Decisions made in the interest of the community performance





2022 community decisions made performance (%)



The condition of sealed local roads in your area performance





2022 sealed local roads performance (index scores)

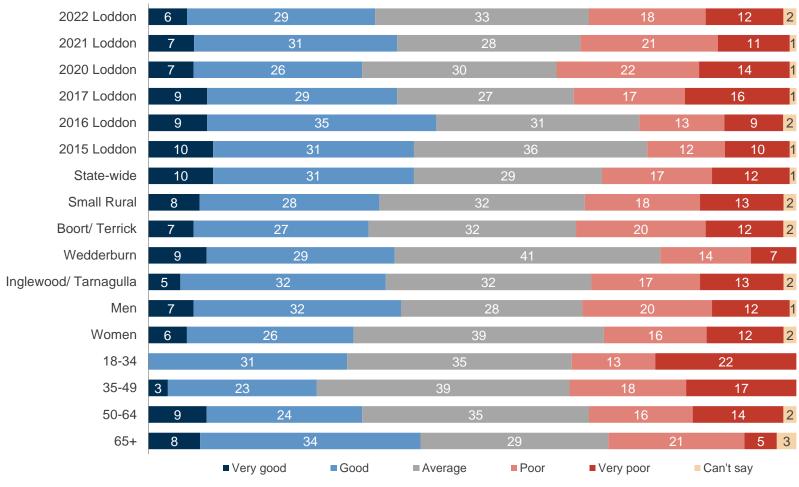


The condition of sealed local roads in your area performance





2022 sealed local roads performance (%)



Informing the community performance





2022 informing community performance (index scores)

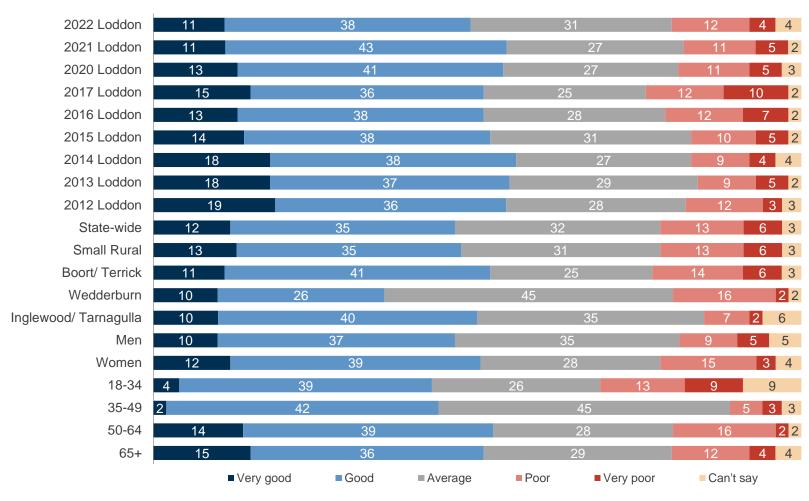
2021 2020 2019 2018 2017 2016 2015 2014 2013 2012 Inglewood/ Tarnagulla 63 60 60 n/a n/a n/a n/a n/a n/a n/a n/a 50-64 62 54 57 60 63 61 64 n/a n/a 64 59 62 65+ 63 62 60 63 68 69 63 65 n/a n/a Women 61 65 62 n/a n/a 60 64 64 67 66 66 Loddon 60 62 59 60 62 65 64 61 n/a n/a 64 Boort/ Terrick 60 62 63 n/a n/a n/a n/a n/a n/a n/a n/a Men 60 62 60 60 n/a n/a 58 57 61 64 63 Small Rural 58 n/a 59 61 58 56 58 58 60 n/a n/a State-wide 59 61 60 59 60 59 59 59 62 61 60 35-49 59 59 60 58 62 61 65 66 57 n/a n/a Wedderburn 57 60 62 n/a n/a n/a n/a n/a n/a n/a n/a 18-34 55 62 60 62 62 54 65 65 68 n/a n/a

Informing the community performance





2022 informing community performance (%)



The condition of local streets and footpaths in your area performance





2022 streets and footpaths performance (index scores)

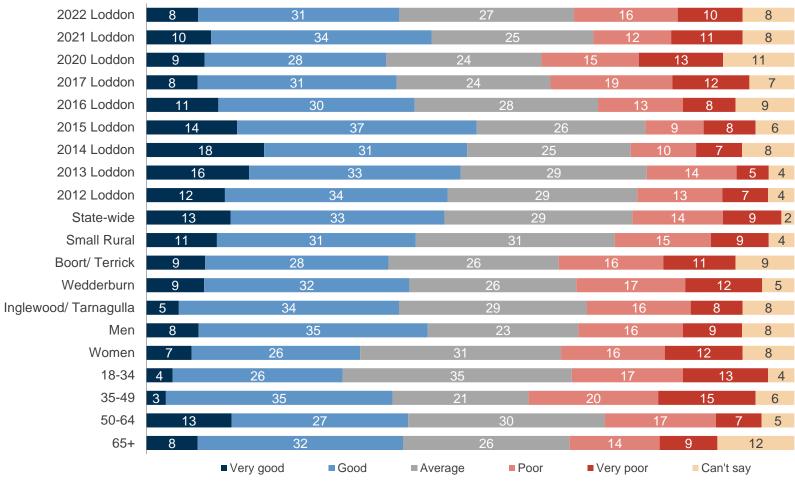


The condition of local streets and footpaths in your area performance





2022 streets and footpaths performance (%)



Enforcement of local laws performance





2022 law enforcement performance (index scores)

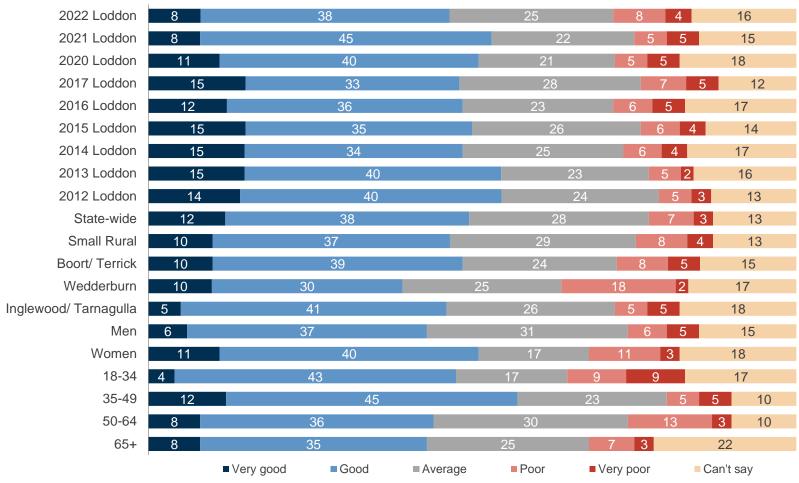


Enforcement of local laws performance





2022 law enforcement performance (%)

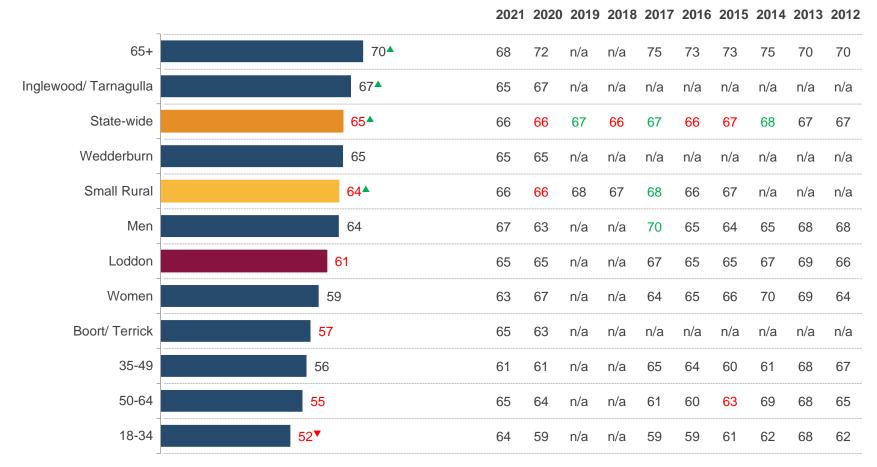


Family support services performance





2022 family support performance (index scores)

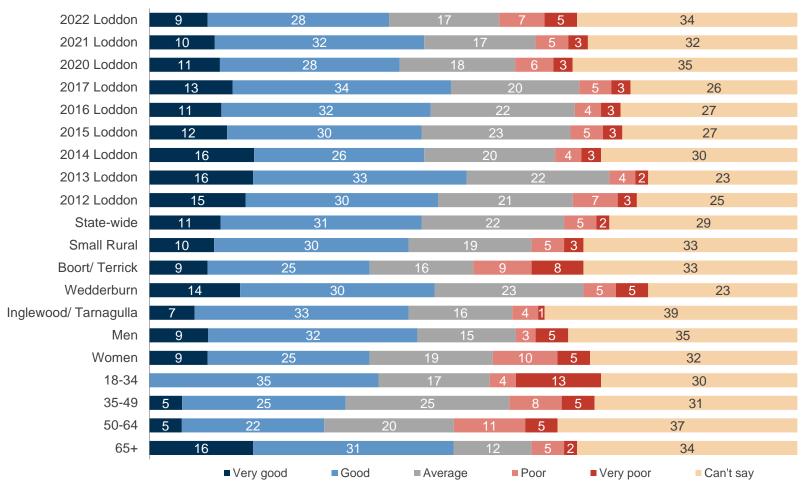


Family support services performance





2022 family support performance (%)

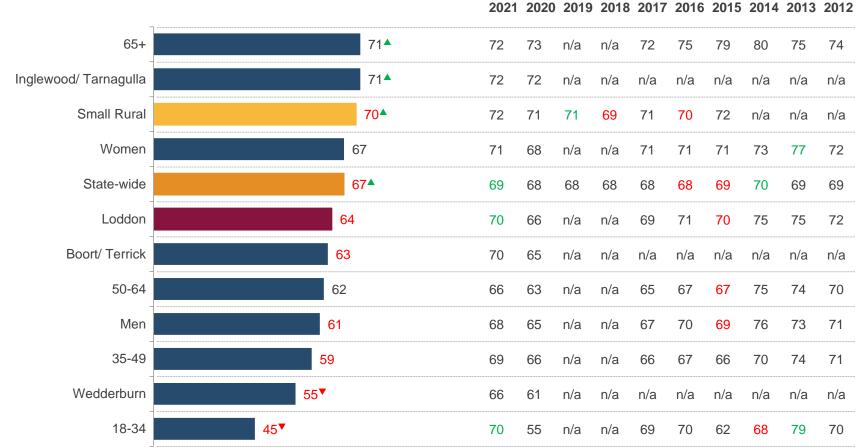


Elderly support services performance





2022 elderly support performance (index scores)

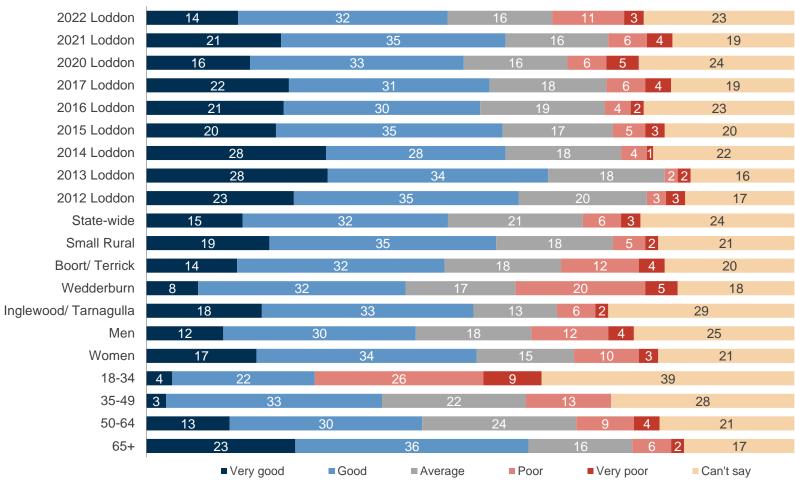


Elderly support services performance





2022 elderly support performance (%)

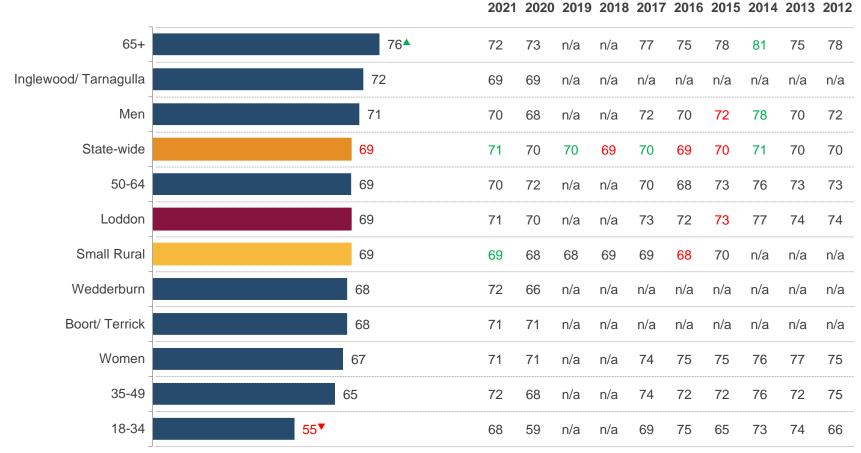


Recreational facilities performance





2022 recreational facilities performance (index scores)

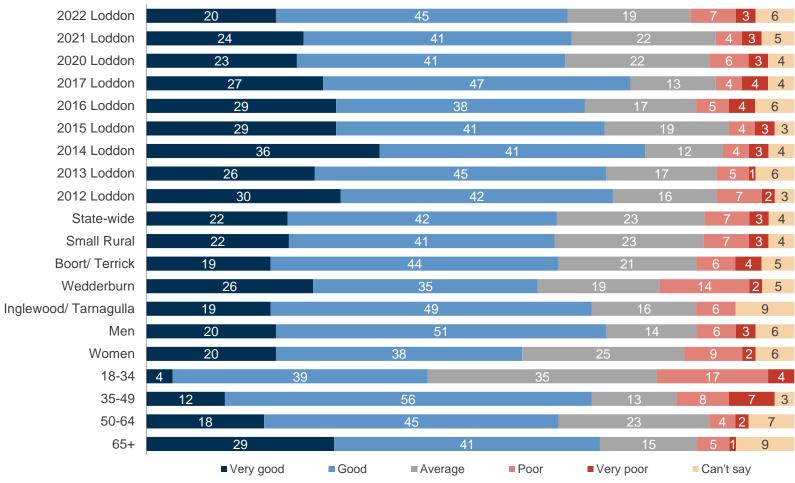


Recreational facilities performance





2022 recreational facilities performance (%)



The appearance of public areas performance





2022 public areas performance (index scores)

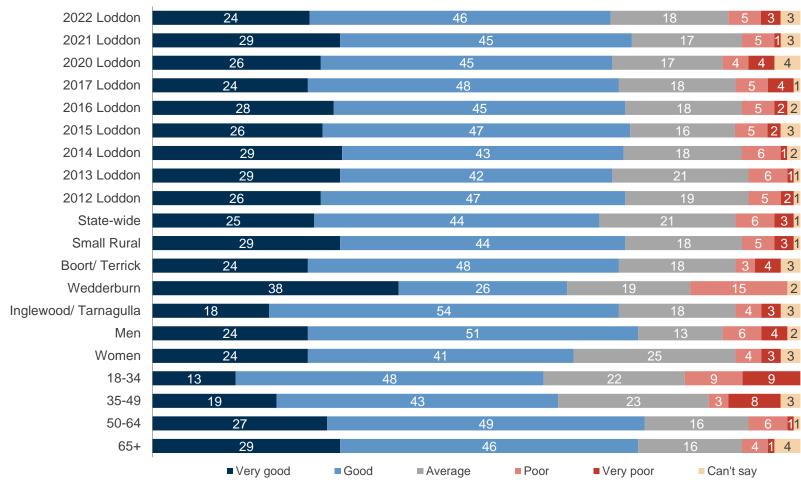


The appearance of public areas performance





2022 public areas performance (%)



Waste management performance





2022 waste management performance (index scores)

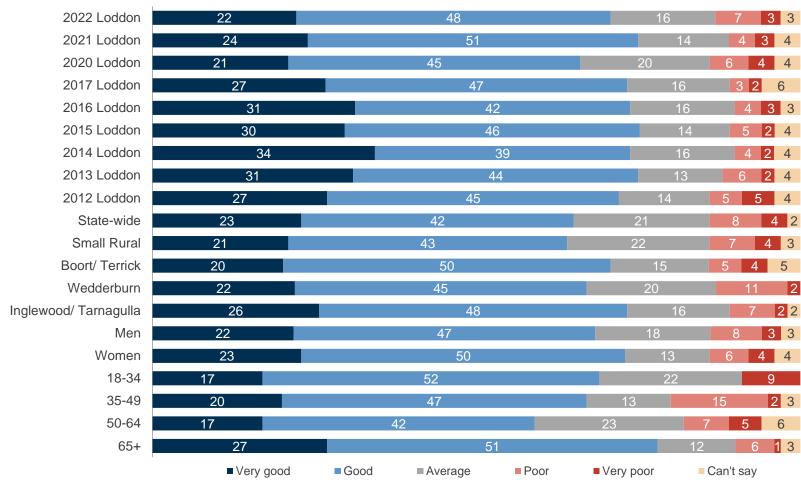


Waste management performance





2022 waste management performance (%)



Council's general town planning policy performance





2022 town planning performance (index scores)

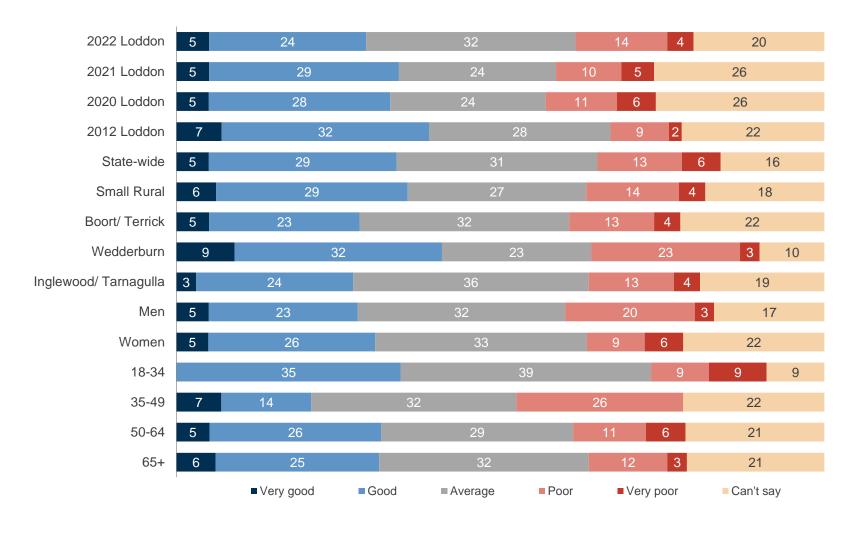


Council's general town planning policy performance





2022 town planning performance (%)



Planning and building permits performance





2022 planning and building permits performance (index scores)

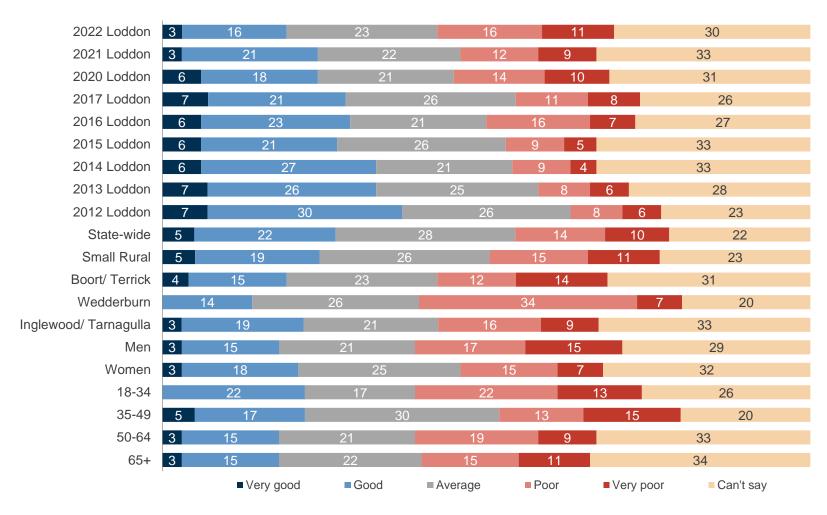


Planning and building permits performance





2022 planning and building permits performance (%)



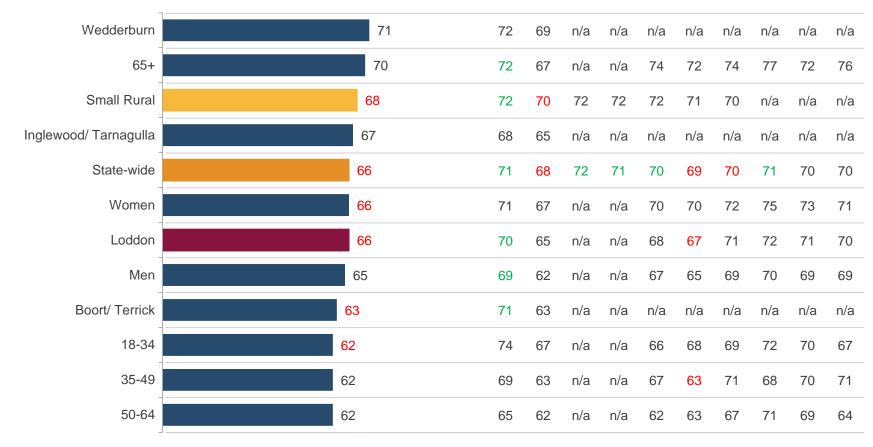
Emergency and disaster management performance





2022 emergency and disaster management performance (index scores)

2021 2020 2019 2018 2017 2016 2015 2014 2013 2012

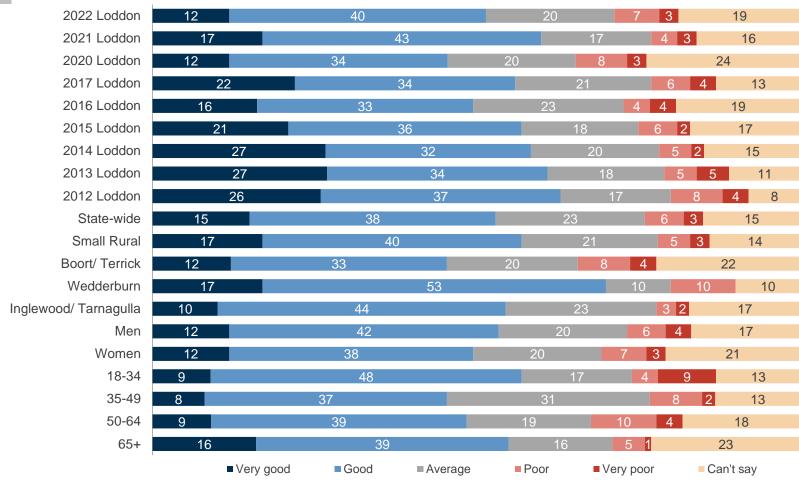


Emergency and disaster management performance





2022 emergency and disaster management performance (%)

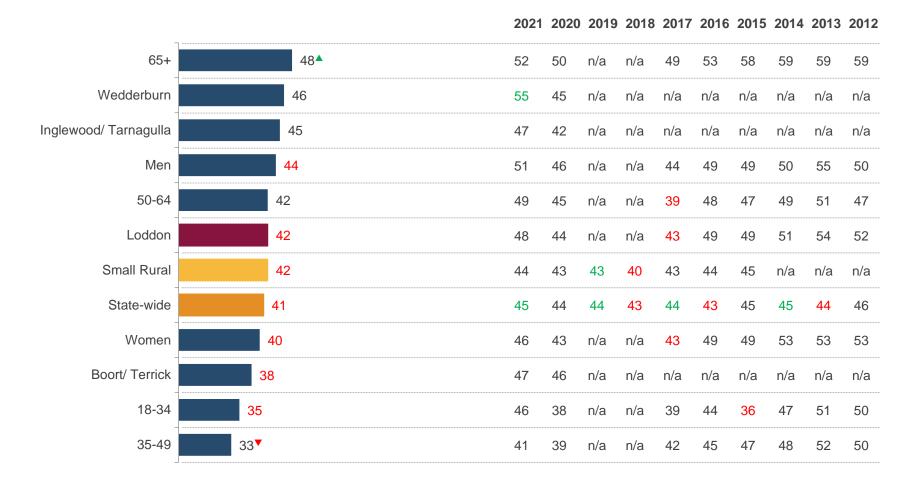


Maintenance of unsealed roads in your area performance





2022 unsealed roads performance (index scores)

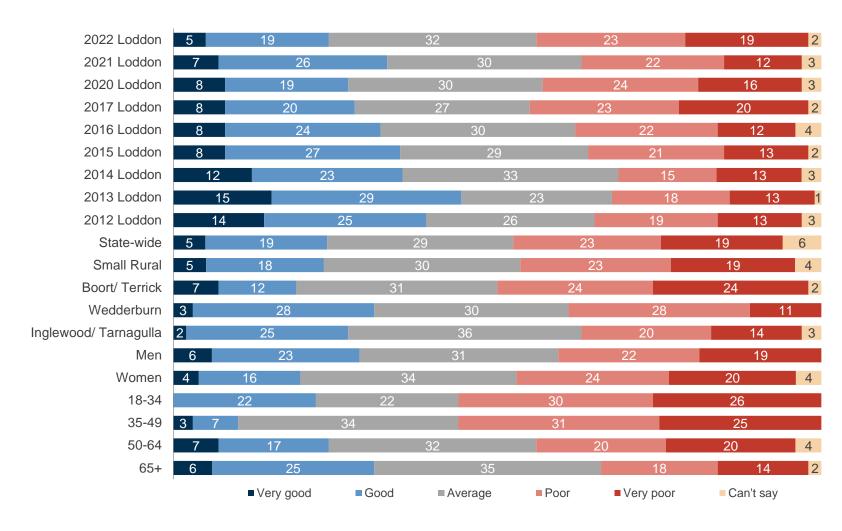


Maintenance of unsealed roads in your area performance





2022 unsealed roads performance (%)

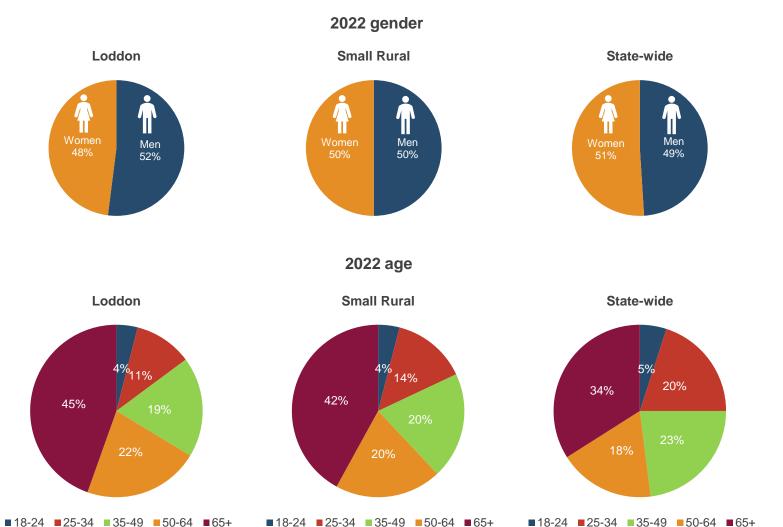


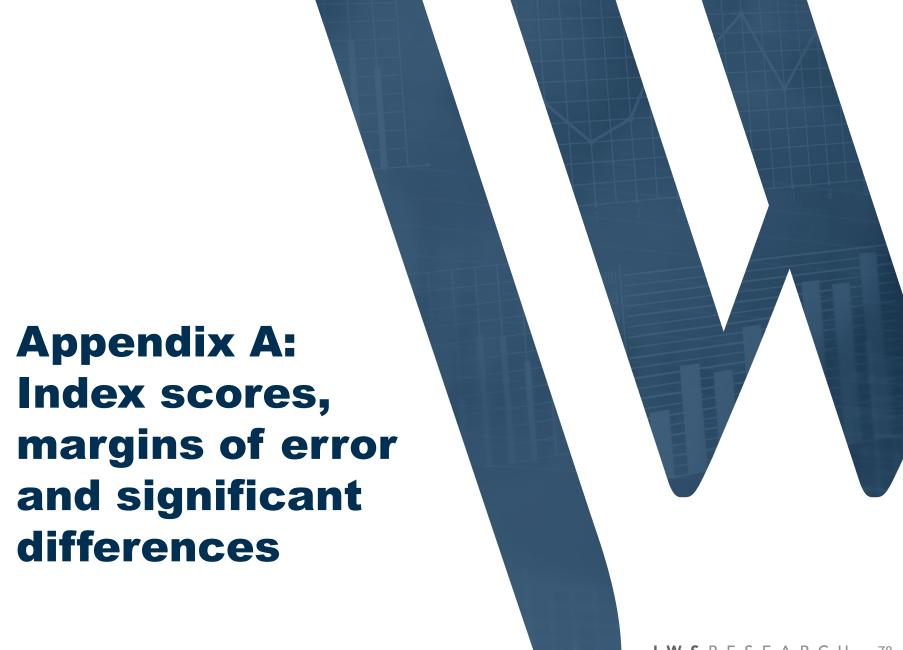


Detailed demographics

Gender and age profile







Appendix A: Index Scores



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 survey and measured against the statewide 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.

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
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

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

Appendix A: Margins of error



The sample size for the 2022 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 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 6,100 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	181	208	+/-7.2
Women	219	192	+/-6.5
Boort/ Terrick	211	203	+/-6.6
Wedderburn	54	56	+/-13.4
Inglewood/ Tarnagulla	131	138	+/-8.5
18-34 years	23	57	+/-20.9
35-49 years	44	76	+/-14.9
50-64 years	109	87	+/-9.3
65+ years	224	180	+/-6.4

Appendix A: Significant difference reporting notation



Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green () and downward directing red arrows ().

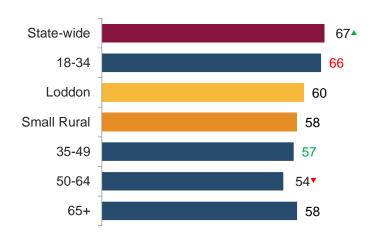
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in green and red indicate significantly higher or lower results than in 2021. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2021.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2021.

2022 overall performance (index scores) (example extract only)



Appendix A: Index score significant difference calculation



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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information

Appendix B: Further information



Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

- · Background and objectives
- · Analysis and reporting
- Glossary of terms

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2022 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email: admin@jwsresearch.com

Appendix B: Survey methodology and sampling



The 2022 results are compared with previous years, as detailed below:

- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=401 completed interviews, conducted in the period of 18th May 30th June.

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.

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 demographic profile of Loddon Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 60% mobile phone numbers to cater to the diversity of residents within Loddon Shire 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 27th January – 24th March, 2022.

Appendix B: Analysis and reporting



All participating councils are listed in the State-wide report published on the DELWP website. In 2022, 67 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2022 vary slightly.

Council Groups

Loddon Shire Council is classified as a Small Rural council according to the following classification list:

 Metropolitan, Interface, Regional Centres, Large Rural & Small Rural.

Councils participating in the Small Rural group are:

 Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, West Wimmera and Yarriambiack. Wherever appropriate, results for Loddon Shire Council for this 2022 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

Appendix B: 2012 survey revision

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The survey was revised in 2012. As a result:

- 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 2012-2022 have been made throughout this report as appropriate.

Appendix B: Core, optional and tailored questions



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 2022 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)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2022 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2022 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey

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.

Appendix B: Glossary of terms

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

CSS: 2022 Victorian Local Government Community Satisfaction Survey.

Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

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 subgroup 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.

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