



2023 Local Government Community Satisfaction Survey

Central Goldfields Shire Council

Coordinated by the Department of
Government Services on behalf of
Victorian councils



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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-fourth 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 24 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 24 years of results, the CSS offers councils a 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.



Key findings and recommendations



Central Goldfields Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Central Goldfields 52



Small Rural 55



State-wide 56

Council performance compared to group average

Top performing areas		
	Appearance of public areas	▼ lower
	Waste management	= on par
Lowest performing area		
	Sealed local roads	▼ lower
	Customer service	= on par



Summary of core measures

Index scores

Overall Performance

Value for money

Community Consultation

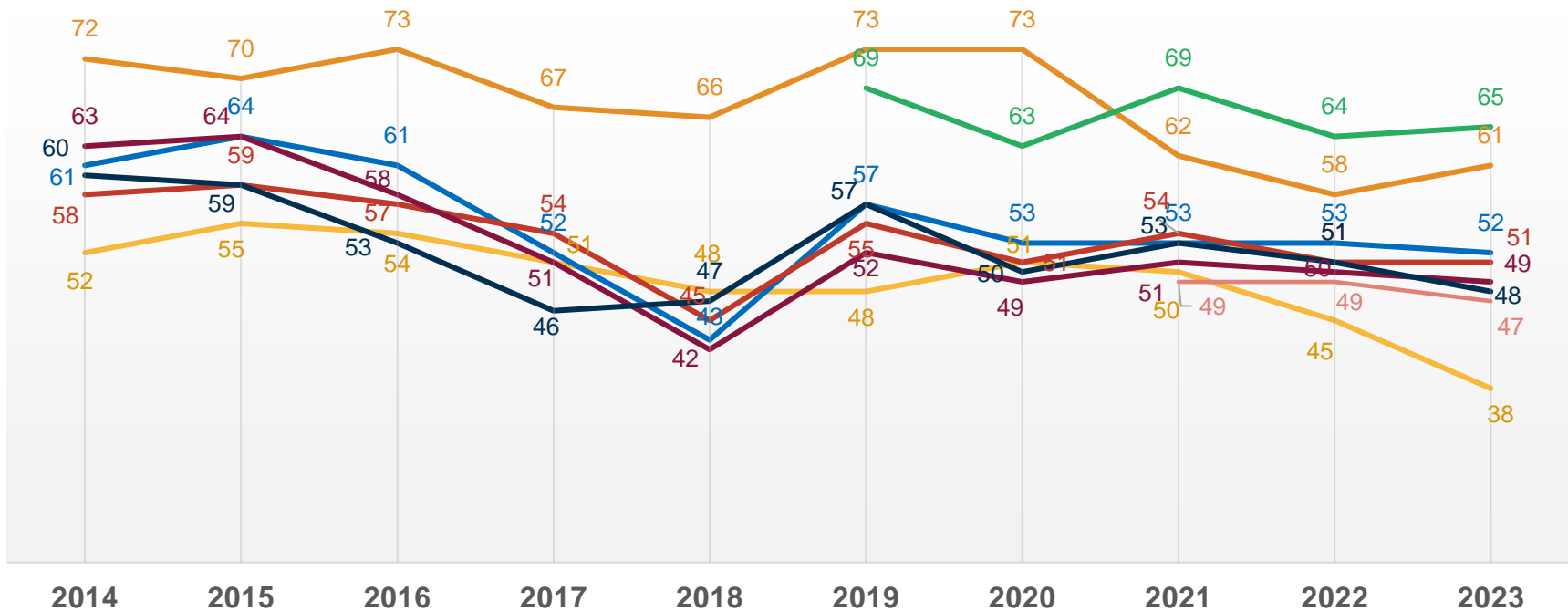
Making Community Decisions

Sealed Local Roads

Waste management

Customer Service

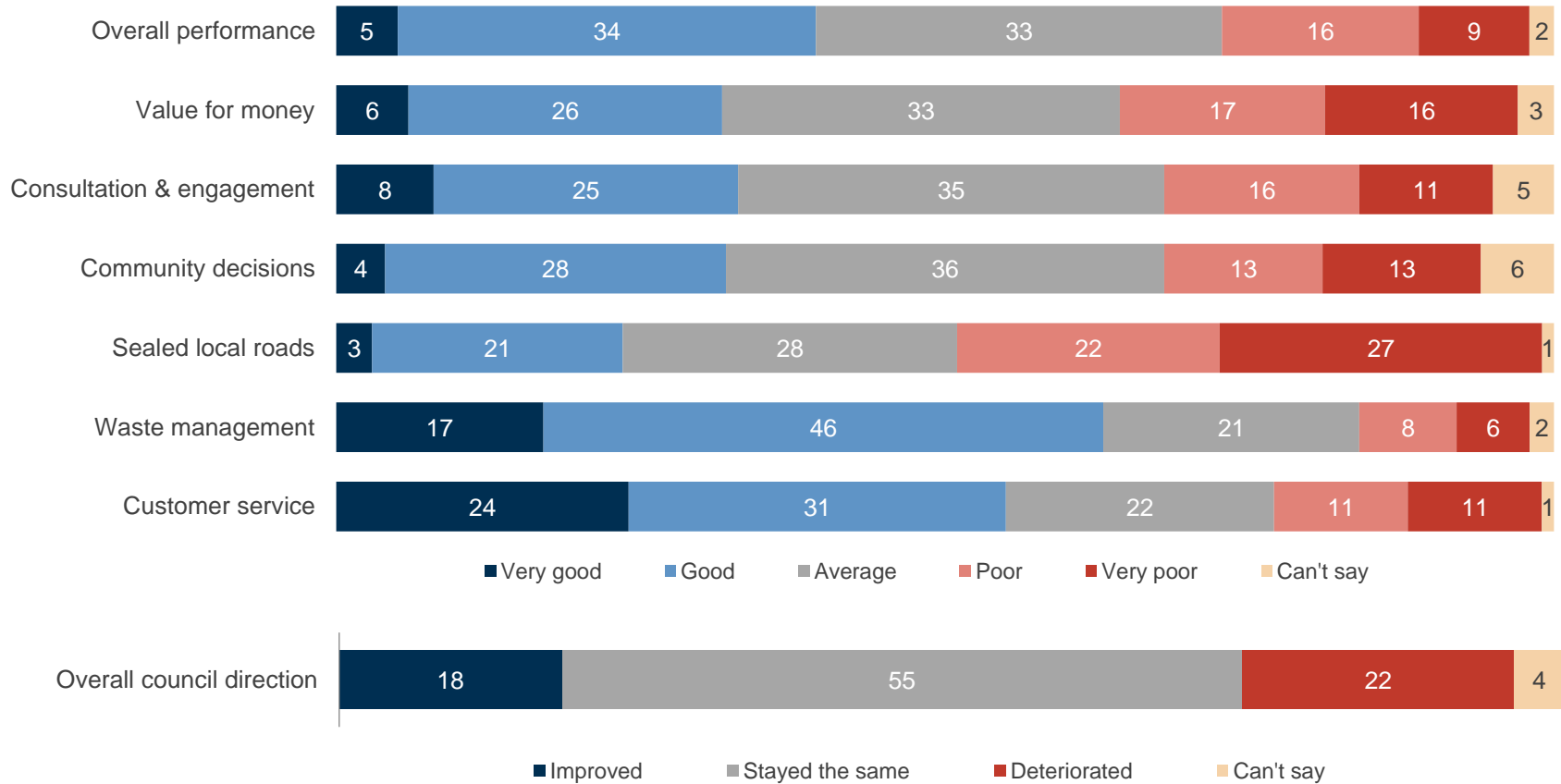
Overall Council Direction
















Summary of core measures

Core measures summary results (%)





Summary of Central Goldfields Shire Council performance

Services	Central Goldfields 2023	Central Goldfields 2022	Small Rural 2023	State-wide 2023	Highest score	Lowest score
 Overall performance	52	53	55	56	Aged 65+ years	Aged 50-64 years
 Value for money	47	49	49	49	Aged 65+ years	Aged 50-64 years
 Overall council direction	48	51	47	46	Aged 65+ years	Aged 50-64 years
 Customer service	61	58	65	67	Aged 35-49 years	Aged 50-64 years
 Appearance of public areas	67	71	71	67	Aged 65+ years	Aged 50-64 years
 Waste management	65	64	66	66	Men, Aged 65+ years	Aged 35-49 years
 Informing the community	56	58	58	57	Aged 65+ years	Aged 50-64 years
 Consultation & engagement	51	51	53	52	Aged 65+ years	Aged 50-64 years
 Community decisions	49	50	52	51	Aged 65+ years	Aged 18-49 years
 Lobbying	48	50	52	51	Aged 18-34 years	Aged 50-64 years
 Sealed local roads	38	45	44	48	Aged 65+ years	Aged 50-64 years



Focus areas for the next 12 months

Overview

Perceptions of Central Goldfields Shire Council's overall performance have not changed significantly since 2020, but remain lower than the higher ratings seen in 2019 and between the years 2014 to 2016. On most service areas evaluated, ratings have largely remained similar to last year. The exception is the appearance of public areas and sealed local roads, where perceptions decreased significantly this year.

Focus areas

As the lowest performing area, sealed local roads should be Council's primary area of focus. Council should also look to improve residents' perceptions of the two related areas of lobbying and making decisions in the interest of the community, where it performs relatively lower. Good communication and transparency with residents in Council decision making provide an opportunity to drive up opinion of Council's performance here.

Comparison to state and area grouping

Council performs in line with the Small Rural group and State-wide averages for councils in the service areas of waste management, informing the community, and consultation and engagement. On all other service areas, Council's performance is significantly lower than the Small Rural group average for councils. Council performs significantly lower than the State-wide average for councils on lobbying and sealed local roads.

Opportunity to engage with residents

Endeavours should be made to continue to improve customer service. A declining trend in perceptions of customer service has been abated, however ratings remain lower than historical ratings providing evidence that Council can be viewed more positively here. In addition, residents aged 50 to 64 years old have a higher level of contact with Council and are consistently the most critical of Council performance. Attention should be paid to interactions with this cohort over the coming year.

DETAILED FINDINGS



Overall performance



Overall performance

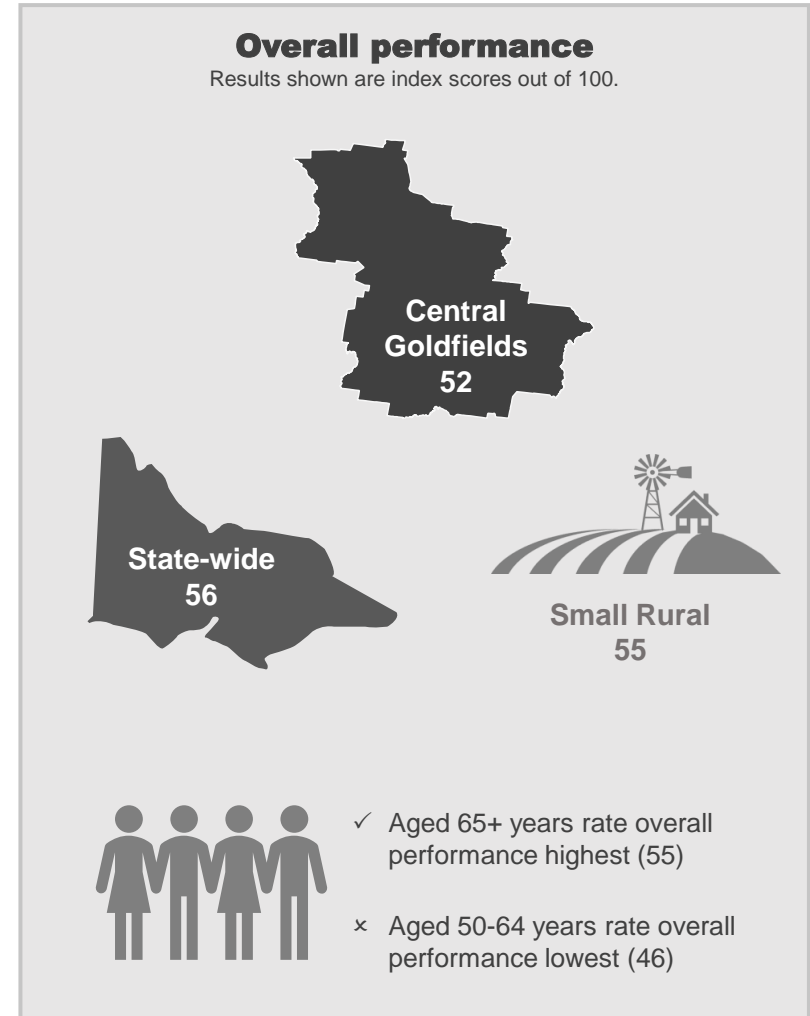
The overall performance index score of 52 for Central Goldfields Shire Council has remained relatively stable for three years. The current rating is however lower than the ratings seen in 2019 and in the years 2014 to 2016.

- Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the Small Rural group and State-wide council averages (index scores of 55 and 56 respectively).

Performance ratings across each of the demographic cohorts evaluated are not significantly different from the Council average.

Close to a third of Council residents (32%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'good' or 'very good'. This is similar to the number of residents who rate the value for money as 'poor' or 'very poor' and those who rate it as 'average' (both 33%).

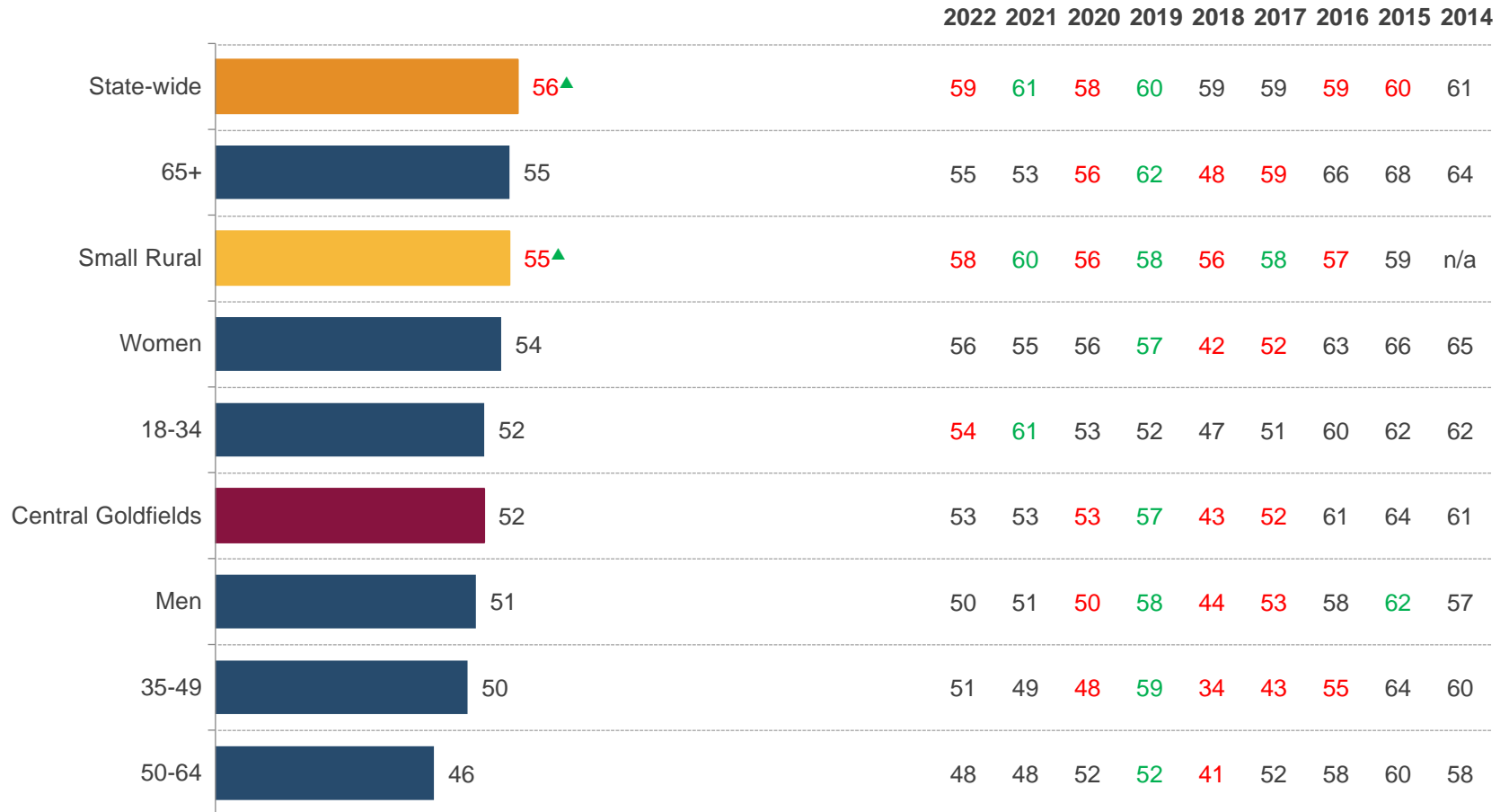
- Perceptions of value for money in services and infrastructure are significantly higher than the Council average (index score of 47) among residents aged 65 years and over (52), and significantly lower than the average among residents aged 50 to 64 years (36).





Overall performance

2023 overall performance (index scores)



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

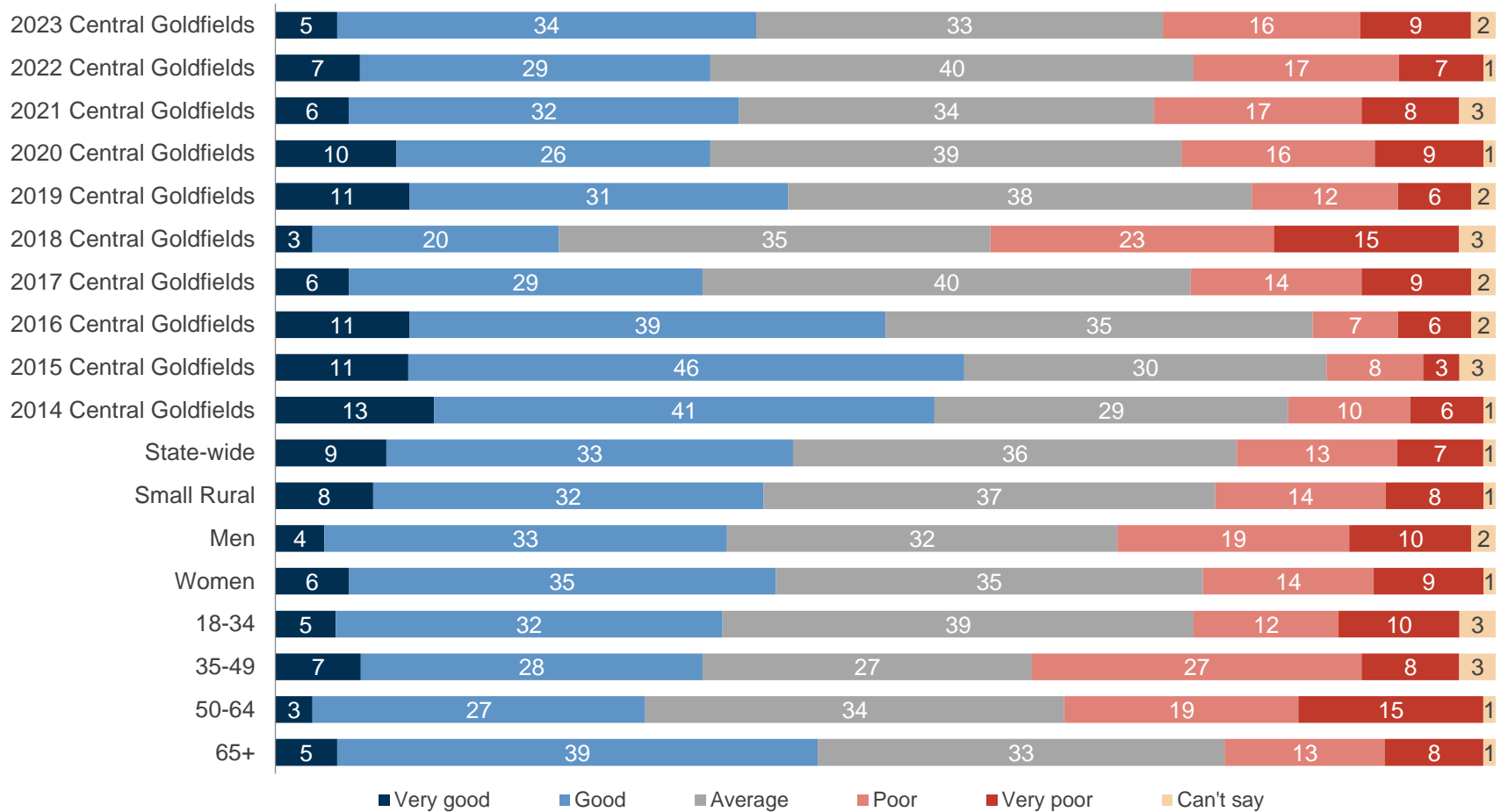
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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



Overall performance

2023 overall performance (%)

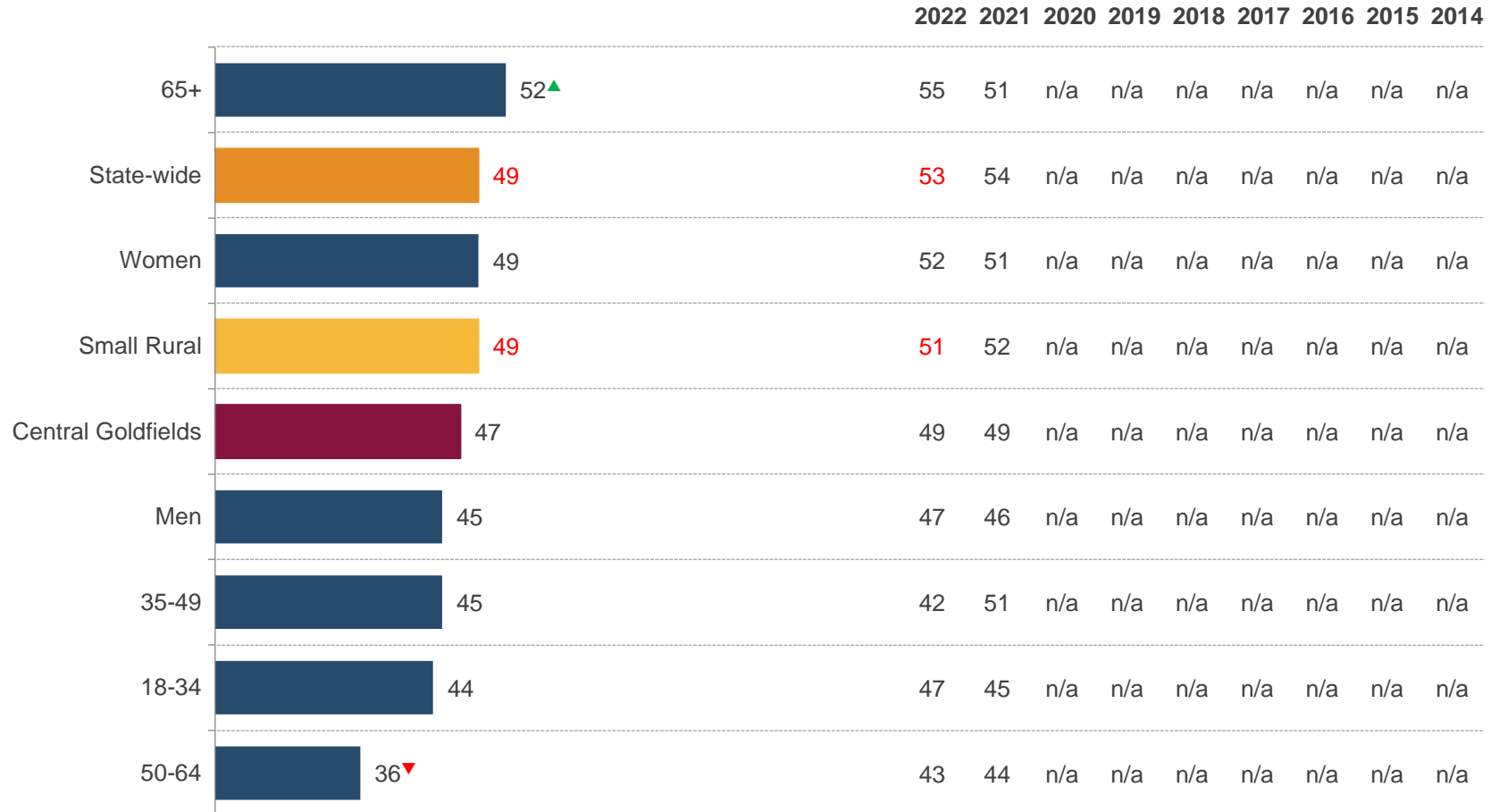


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Central Goldfields Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19



Value for money in services and infrastructure

2023 value for money (index scores)



Q3b. How would you rate Central Goldfields Shire Council at providing good value for money in infrastructure and services provided to your community?

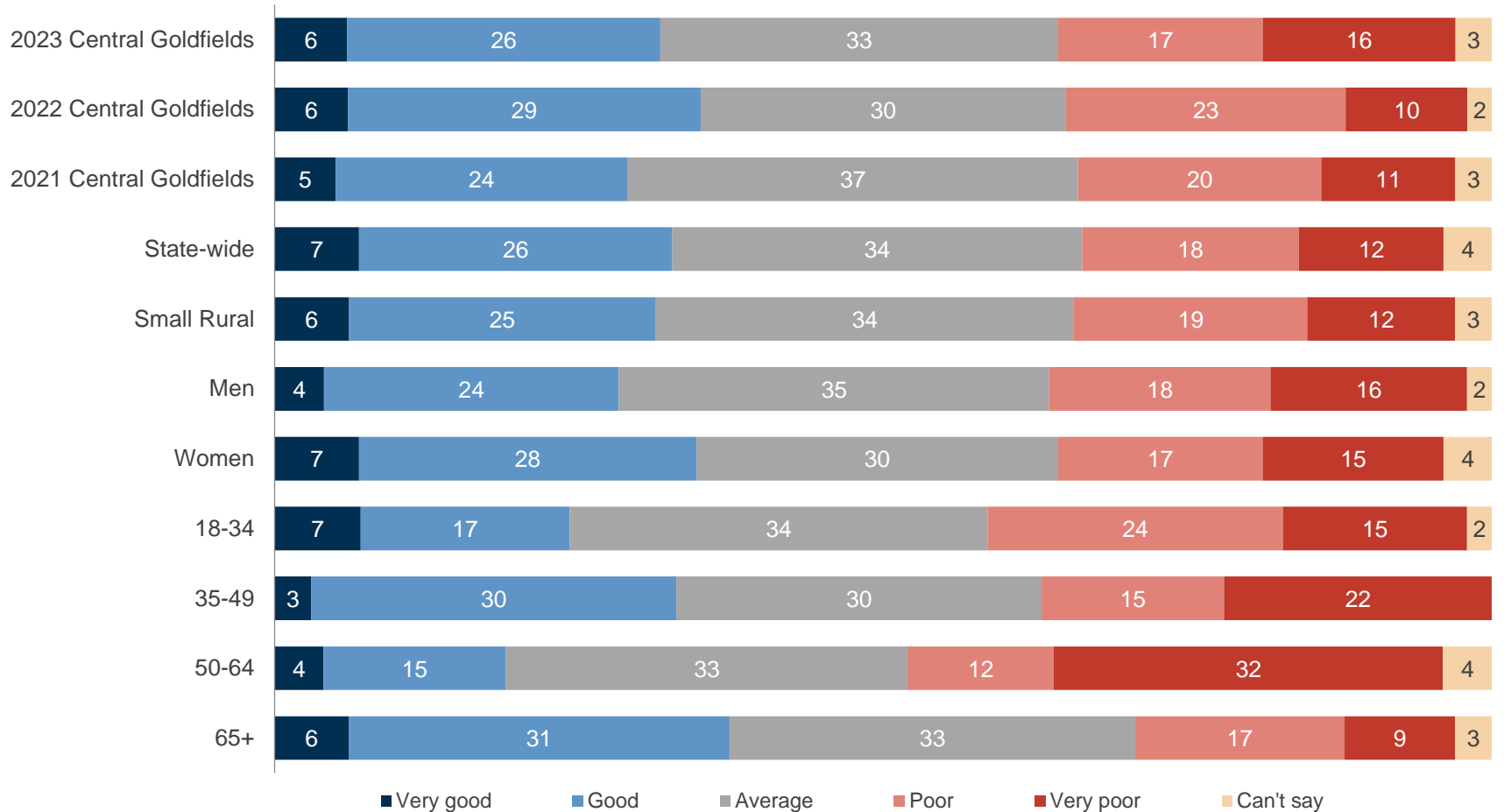
Base: All respondents. Councils asked State-wide: 65 Councils asked group: 19

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



Value for money in services and infrastructure

2023 value for money (%)



Q3b. How would you rate Central Goldfields Shire Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked State-wide: 65 Councils asked group: 19



Top performing service areas

Appearance of public areas (index score of 67) is the area where Council performed best in 2023.

Perceptions, however, are significantly lower than those seen last year (down four index points) and at their lowest level recorded (across the four years where this service area has been measured).

- Council performs significantly lower than the Small Rural group average (index score of 71) and in line with the State-wide average (67) in this service area.
- Women's perceptions of Council's performance in this service area have decreased significantly this year (67, down six points from 2022).

Waste management is Council's next highest rated service area (index score of 65), although it has not recovered from the decline experienced last year. Notably, waste management is rated in line with the Small Rural group and State-wide averages for councils (both 66).

- Perceptions of Council's performance on waste management have improved significantly this year among residents aged 18 to 34 years (up 12 index points).



Appearance of public areas (index score of 67) is the area where Council performed best in 2023.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 38).

The service area that received the lowest rating by Council residents is sealed local roads (index score of 38). This rating is significantly lower this year (down seven points on 2022) and is the lowest rating to have been recorded in 10 years.

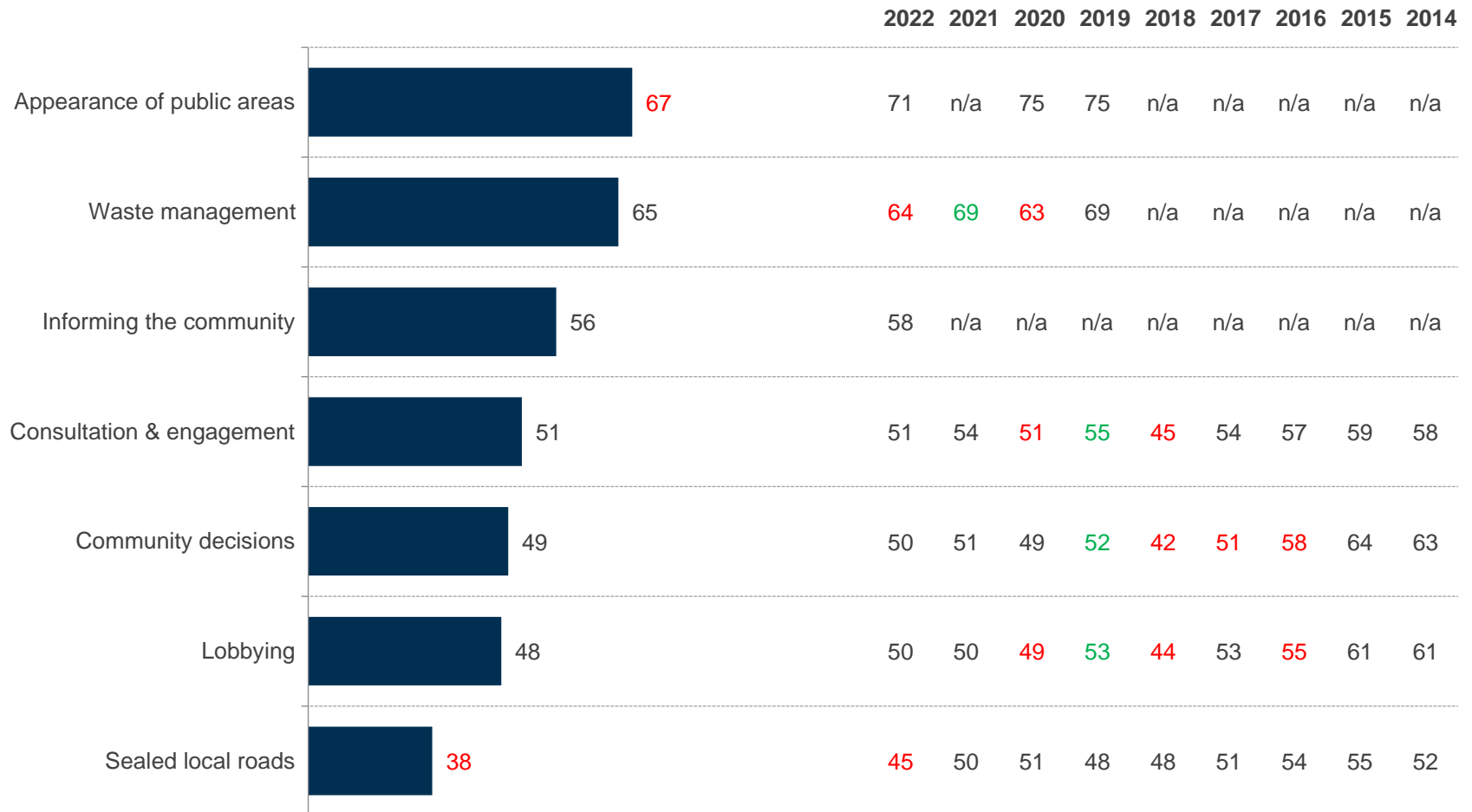
- It is also significantly lower than the Small Rural group and State-wide averages (index scores of 44 and 48 respectively).
- Council residents aged 65 years and over (index score of 45) rate this service area significantly higher than average, while those aged between 50 and 64 years (index score of 28) rate it significantly lower than average.
- Two in 10 Council residents (20%) volunteer sealed road maintenance as the Council area most in need of improvement.

Lobbying, and decisions made in the interest of the community, are Council's next lowest areas of service (index scores of 48 and 49 respectively). Council performs significantly lower than the Small Rural group averages for councils in these service areas (both index scores of 52).



Individual service area performance

2023 individual service area performance (index scores)

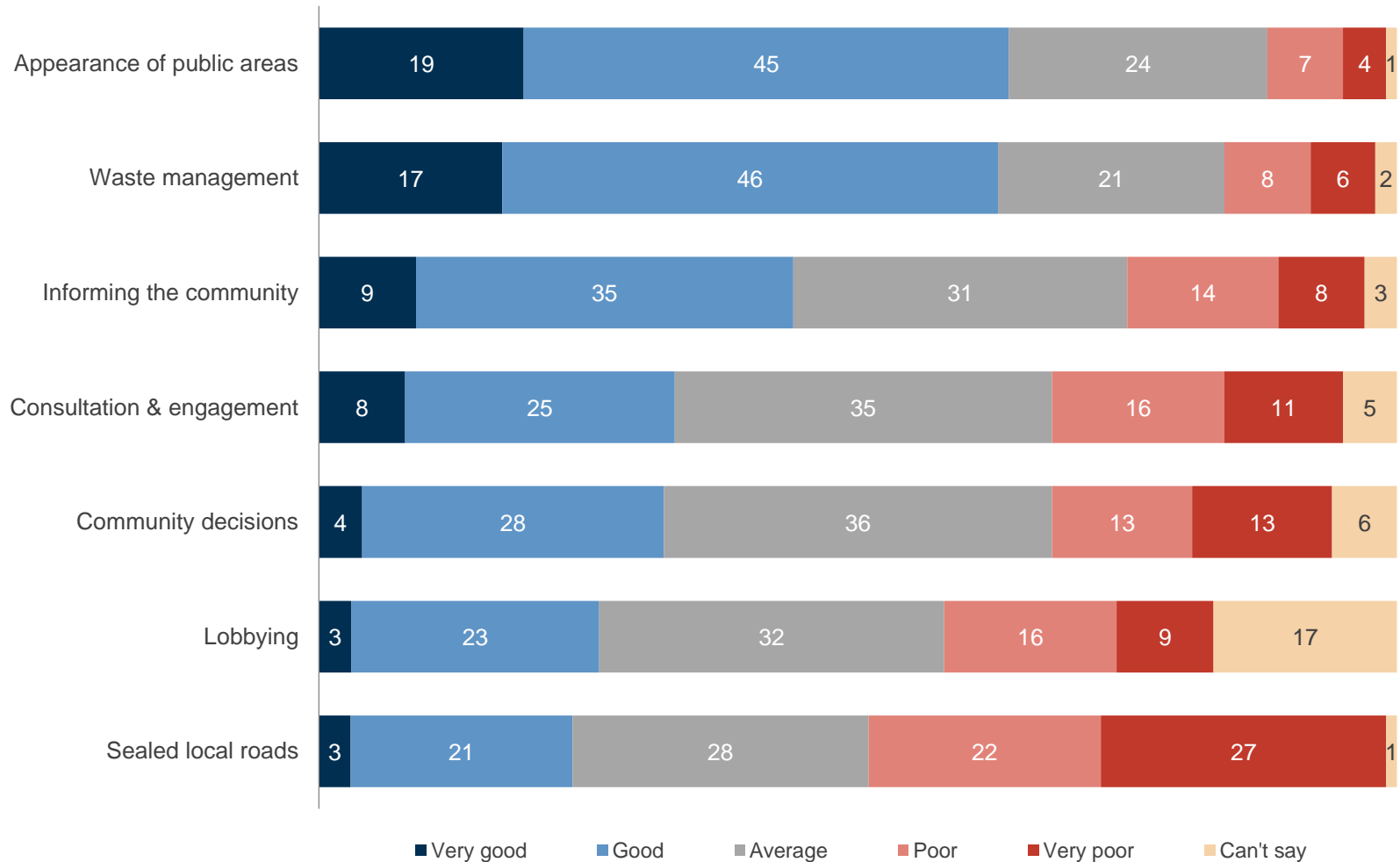


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2023 individual service area performance (%)

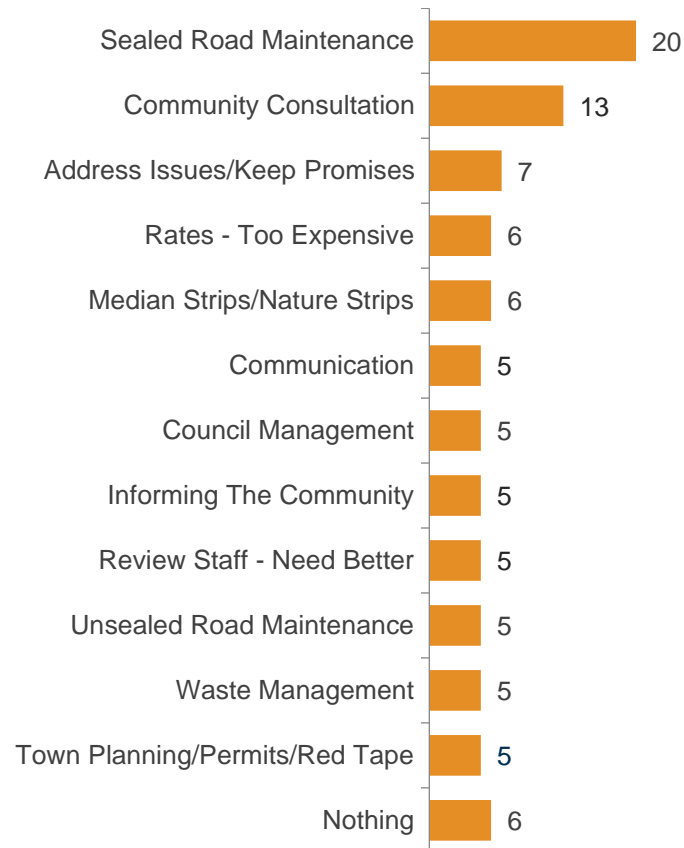


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19



Areas for improvement

2023 areas for improvement (%)
 - Top mentions only -



Q17. What does Central Goldfields Shire Council MOST need to do to improve its performance?
 Base: All respondents. Councils asked State-wide: 53 Councils asked group: 12
 A verbatim listing of responses to this question can be found in the accompanying dashboard.



Customer service



Contact with council and customer service

Contact with council

Close to six in 10 Council residents (57%) have had contact with Council in the last 12 months. Rate of contact over the past decade has been relatively stable.

- Rate of contact is significantly lower than the Small Rural group and State-wide averages for councils (66% and 62% respectively).
- Rate of contact has decreased significantly this year among residents aged 35 to 49 years (52%, down 22 percentage points on 2022).



Among those residents who have had contact with Council, 55% provide a positive customer service rating of 'very good' or 'good', including 24% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 61 has improved slightly, but remains lower than historical ratings.

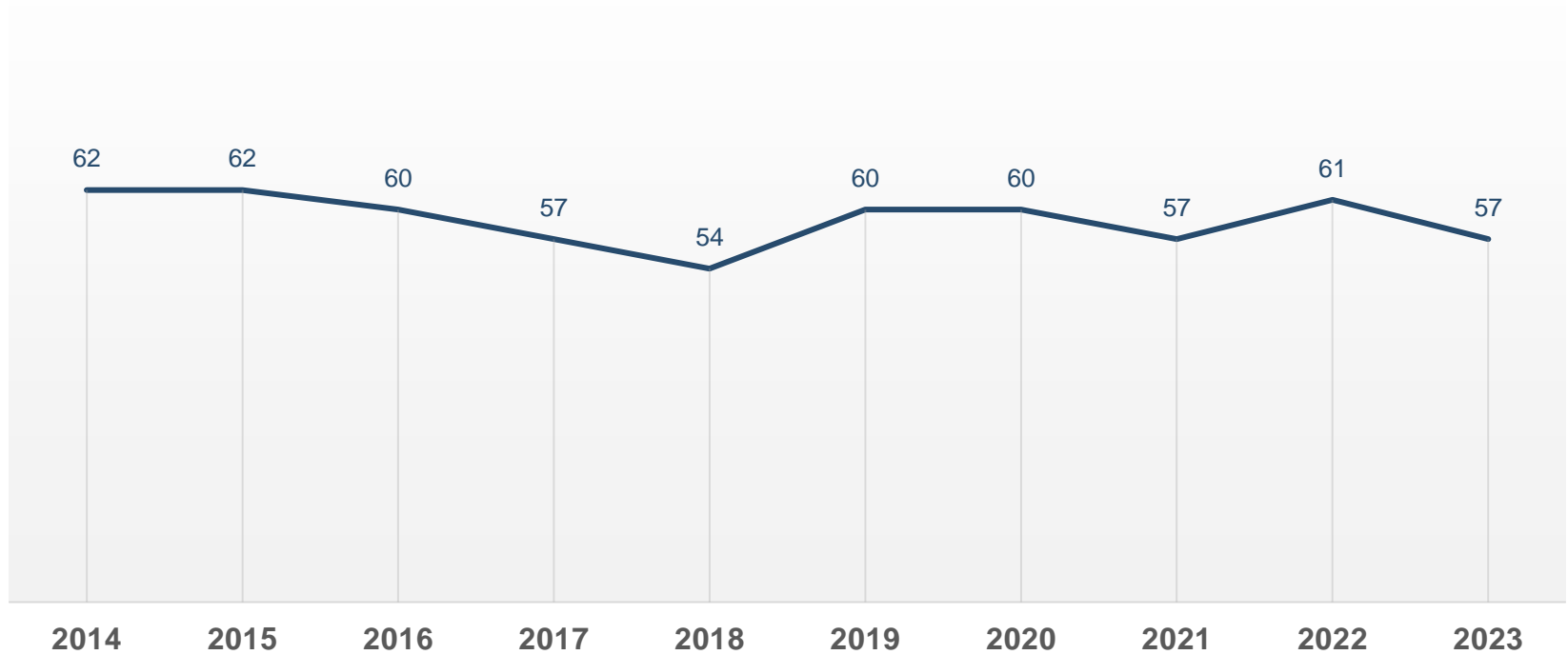
- Customer service is rated in line with the Small Rural group average for councils (index score of 65) and significantly lower than the State-wide average for councils (67).
- Ratings among Council residents aged 50 to 64 years (49) are significantly lower than the Council average.

Among those residents who have had contact with Council, over half (55%) provide a positive customer service rating of 'very good' or 'good', far more than the two in 10 (22%) rate the customer service as 'poor' or 'very poor'.



Contact with council

2023 contact with council (%)
Have had contact



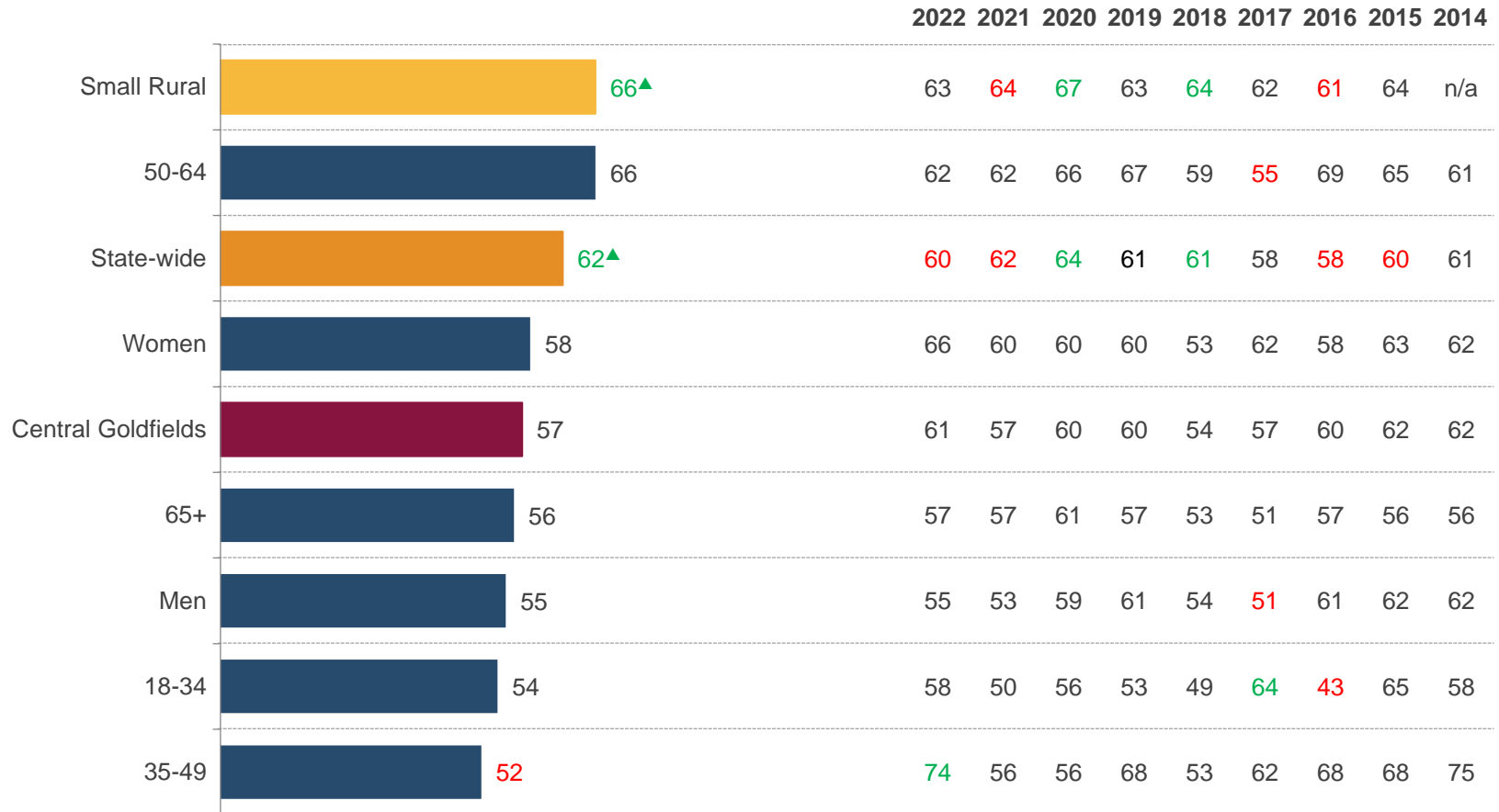
Q5. Over the last 12 months, have you or any member of your household had any contact with Central Goldfields Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 41 Councils asked group: 16



Contact with council

2023 contact with council (%)



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

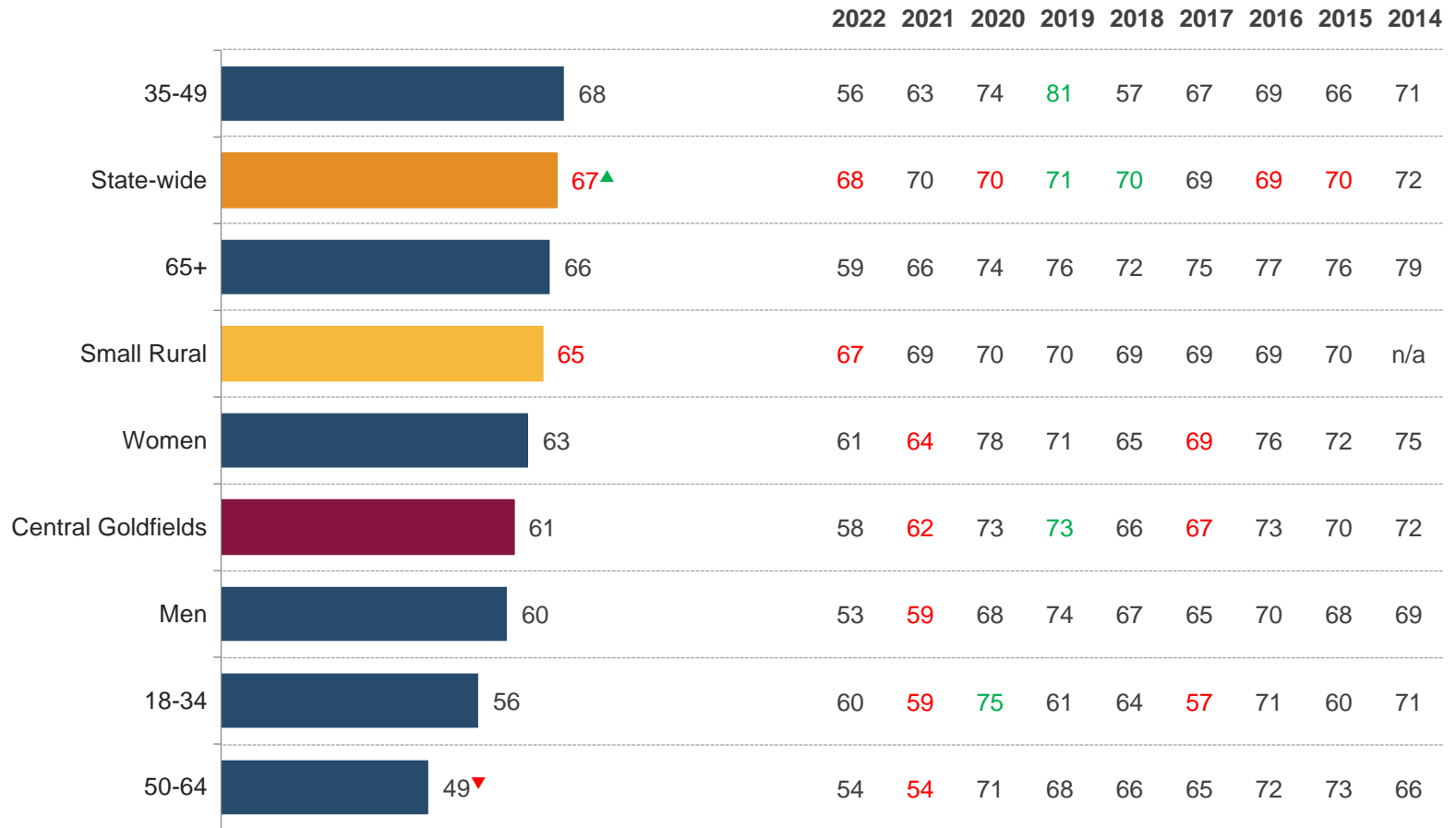
Base: All respondents. Councils asked State-wide: 41 Councils asked group: 16

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



Customer service rating

2023 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Central Goldfields 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.

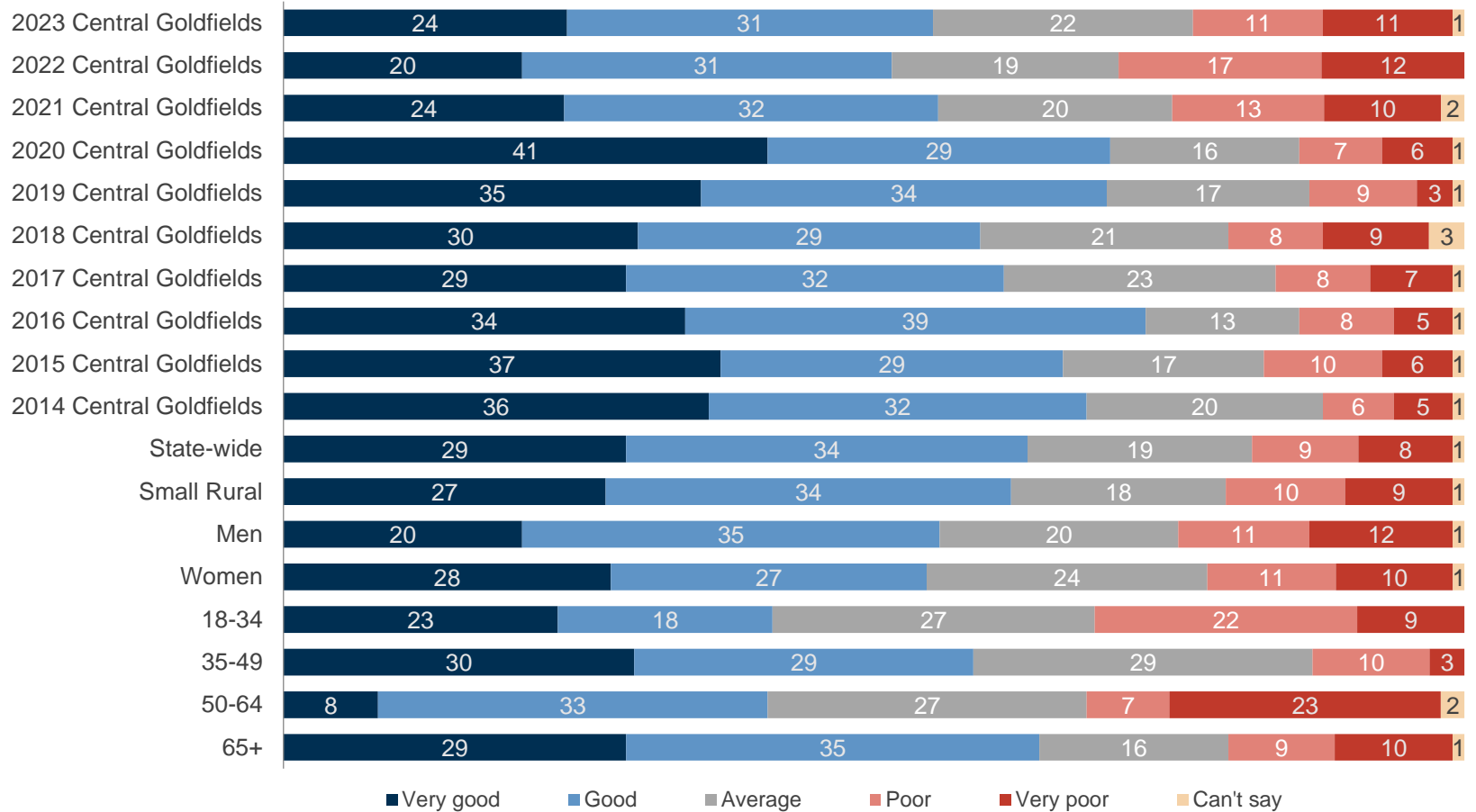
Councils asked State-wide: 66 Councils asked group: 19

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



Customer service rating

2023 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Central Goldfields 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: 66 Councils asked group: 19



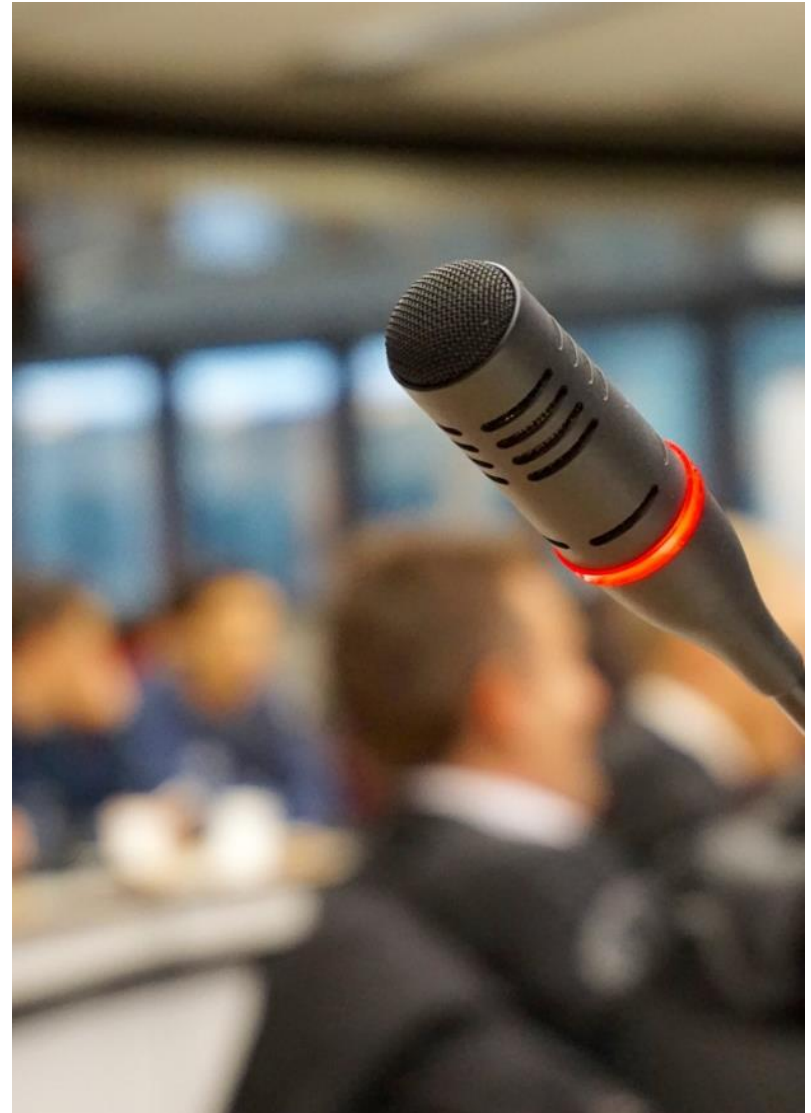
Communication

Communication

Newsletters sent via mail (29%) and advertising in a local newspaper (28%) continue to be the preferred forms of communication from Council about news and information and upcoming events.

Advertising in a local newspaper has seen the greatest change (seven percentage points up) since 2022. Council newsletters via email (11%) are the next biggest change; going down six percentage points since 2022. A newsletter via email has now been pushed down to the fourth preferred form of communication from Council, just behind social media (13%).

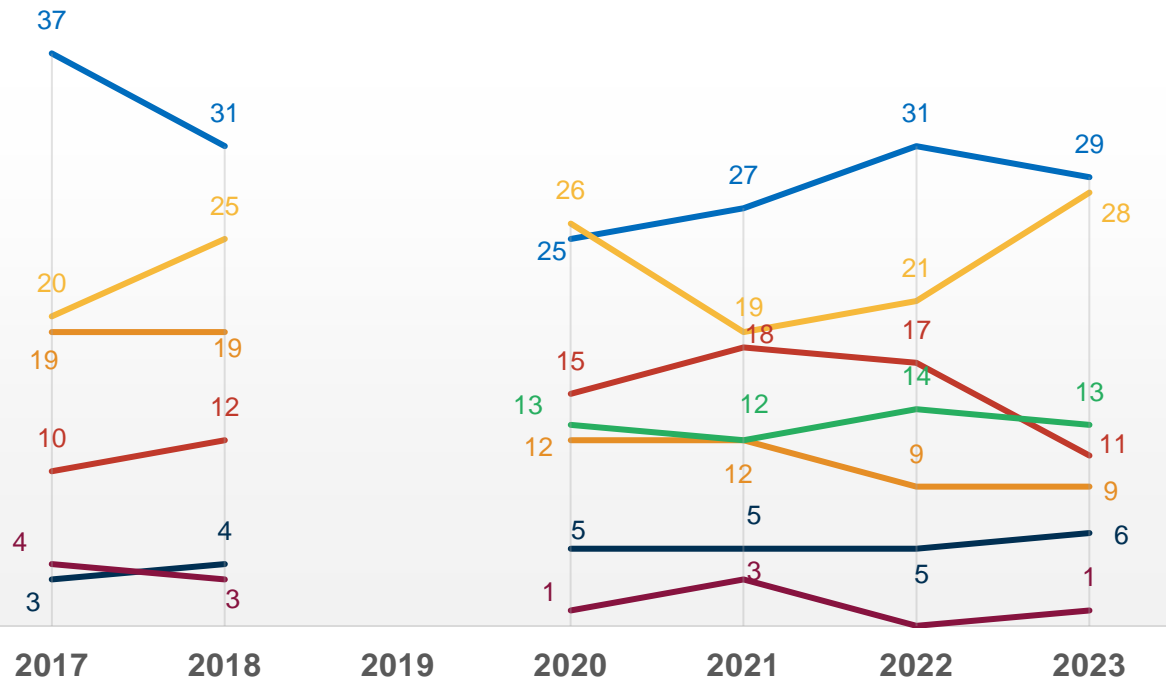
- Among residents aged under 50 years, Council newsletters sent via mail (31%) continue to be the preferred form of communication, closely followed by social media (26%).
- Among residents aged over 50 years, advertising in a local newspaper (36%, up 11 percentage points on 2022) has overtaken Council newsletters via mail (28%) as the preferred form of communication.





Best form of communication

2023 best form of communication (%)

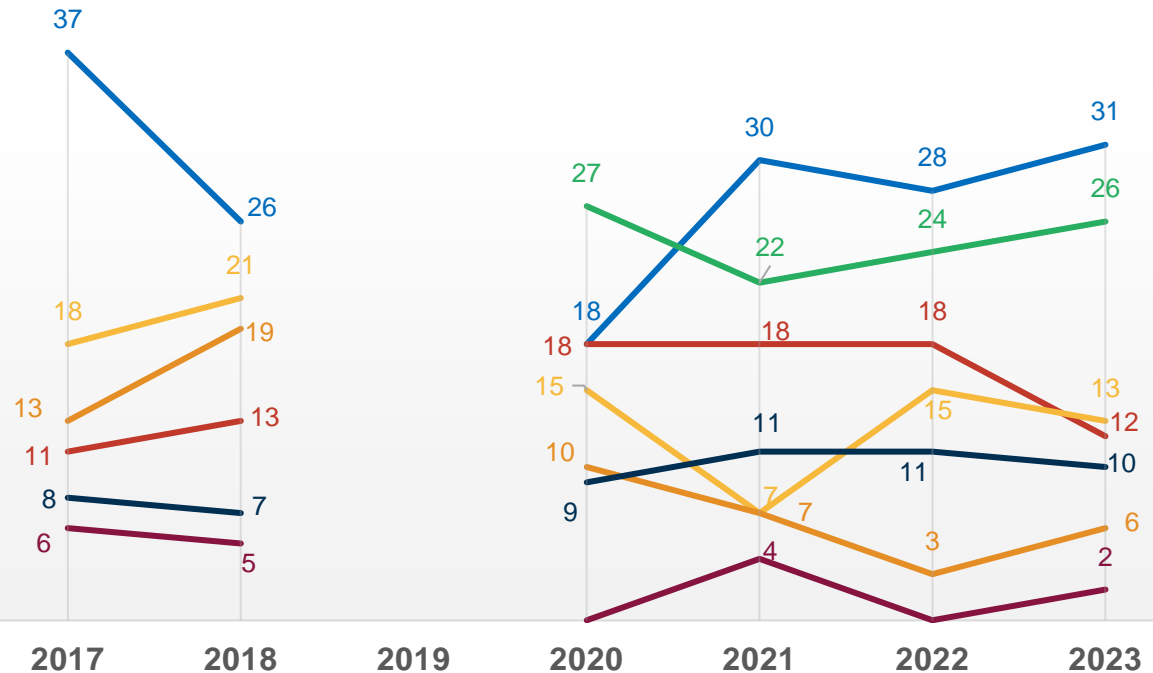


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 11
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2023 under 50s best form of communication (%)

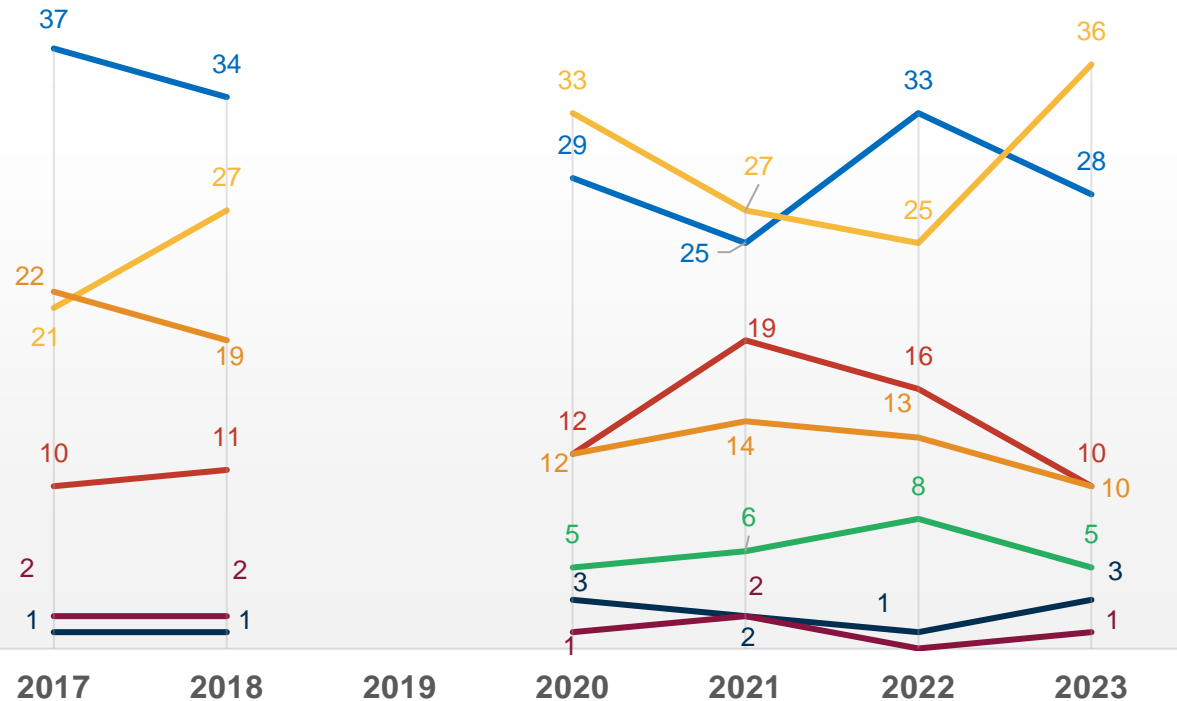


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked State-wide: 40 Councils asked group: 11
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2023 over 50s best form of communication (%)



Q13. If Central Goldfields 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: 40 Councils asked group: 11
 Note: 'Social Media' was included in 2019.



Council direction



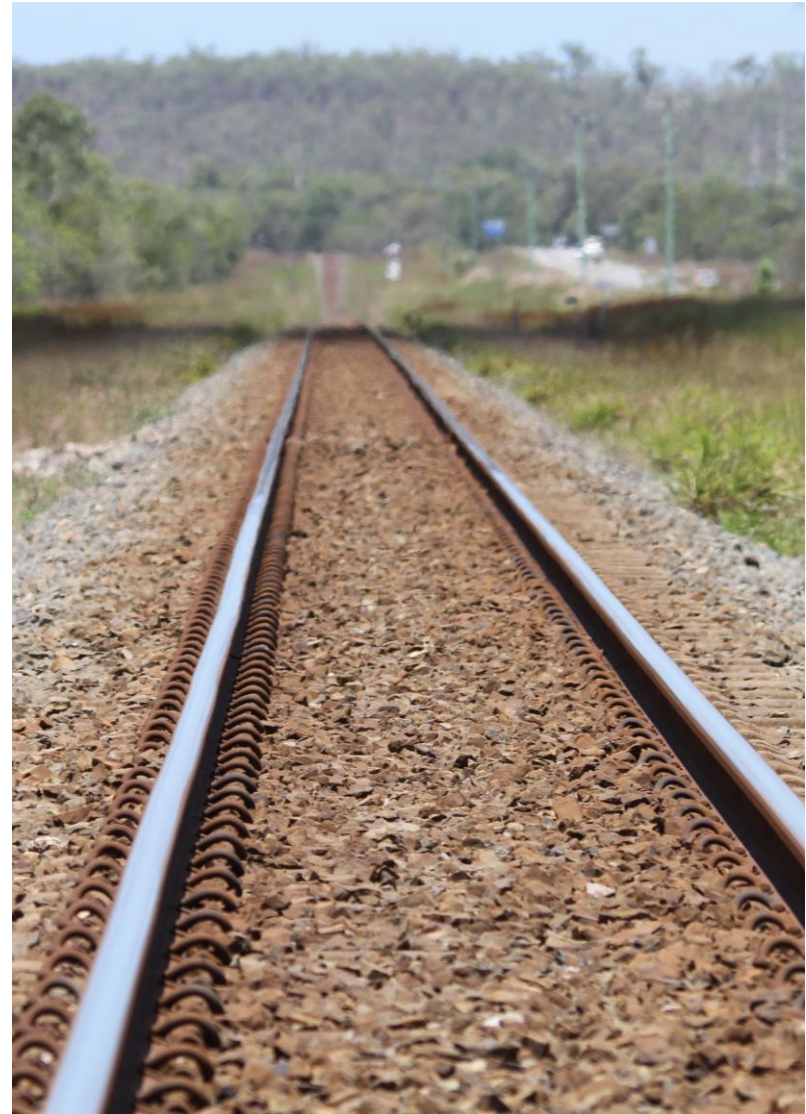
Council direction

Over the last 12 months, 55% of Council residents believe the direction of Council's overall performance has stayed the same (up eight percentage points since 2022).

- 18% believe the direction has improved in the last 12 months (down seven points on 2022) .
- 22% believe it has deteriorated, down two points on 2022.

Perceptions of the direction of Council's overall performance (index score of 48) have not changed significantly since 2020.

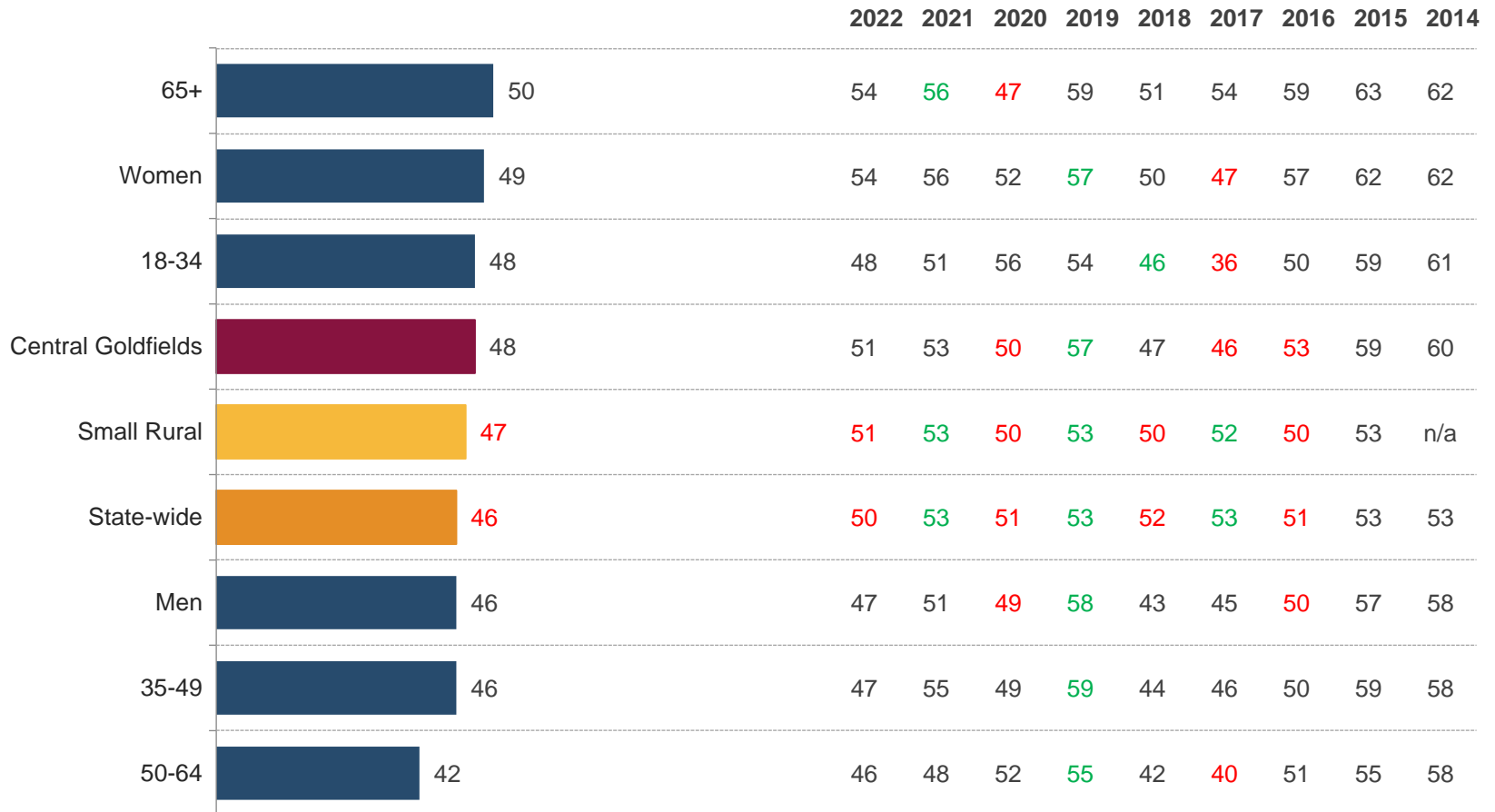
- These perceptions are in line with the Small Rural group and State-wide averages for councils (index scores of 47 and 46 respectively).
- The most satisfied with Council direction are residents aged 65 years and over.
- The least satisfied with Council direction are residents aged 50 to 64 years.





Overall council direction last 12 months

2023 overall council direction (index scores)



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

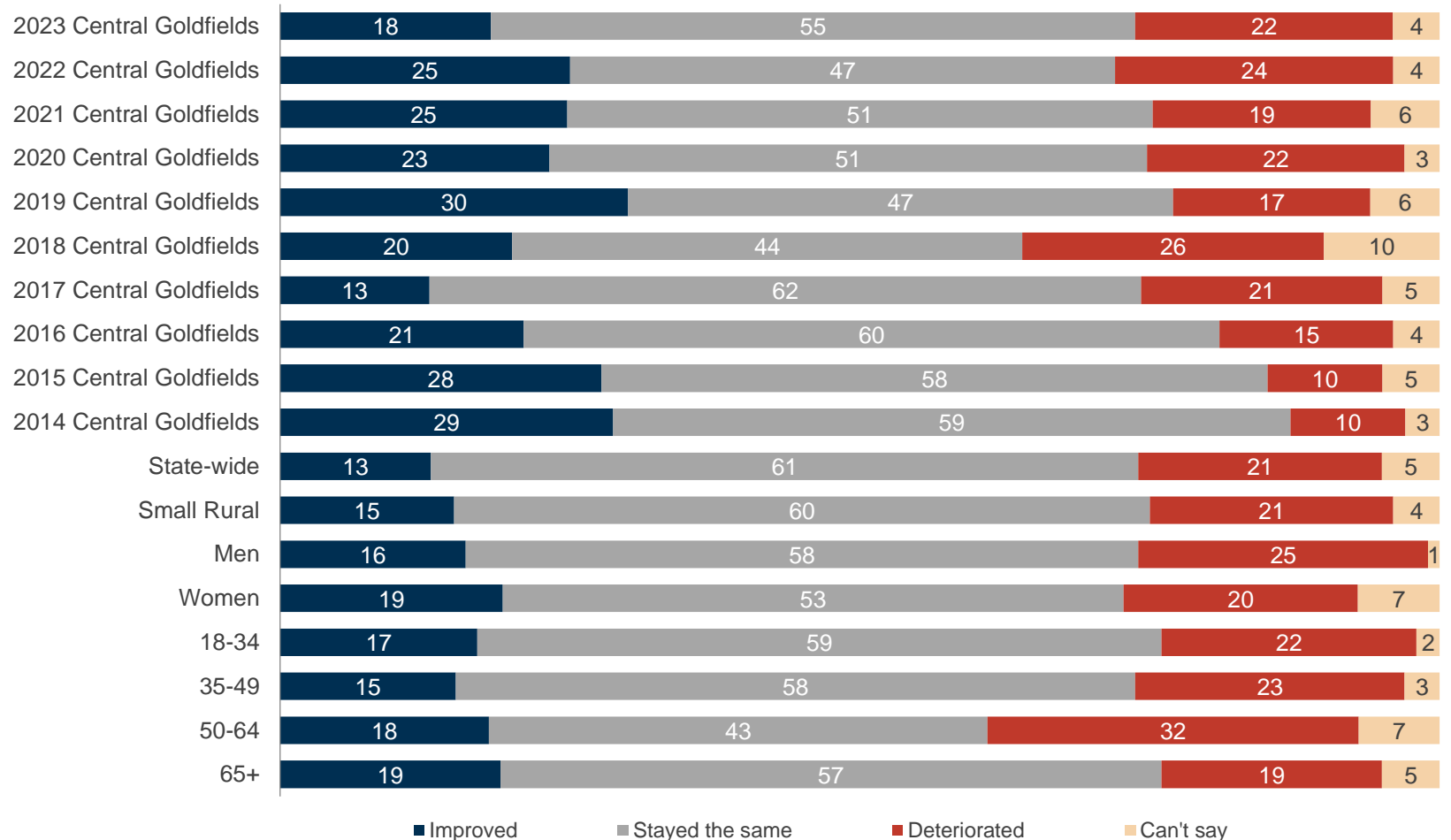
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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



Overall council direction last 12 months

2023 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Central Goldfields Shire Council's overall performance?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex data structure. The background of the 'W' is a dark blue gradient.

Individual service areas



Community consultation and engagement performance



2023 consultation and engagement performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	53	54	56	58	52	58	60	63	60
Small Rural	53	56	54	56	54	55	55	56	n/a
State-wide	52	56	55	56	55	55	54	56	57
Women	51	57	56	57	45	53	61	61	62
Central Goldfields	51	54	51	55	45	54	57	59	58
Men	51	50	47	54	44	54	54	56	54
35-49	51	53	44	60	42	50	58	60	53
18-34	49	58	54	52	42	56	58	60	65
50-64	47	48	47	50	39	49	53	52	54

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

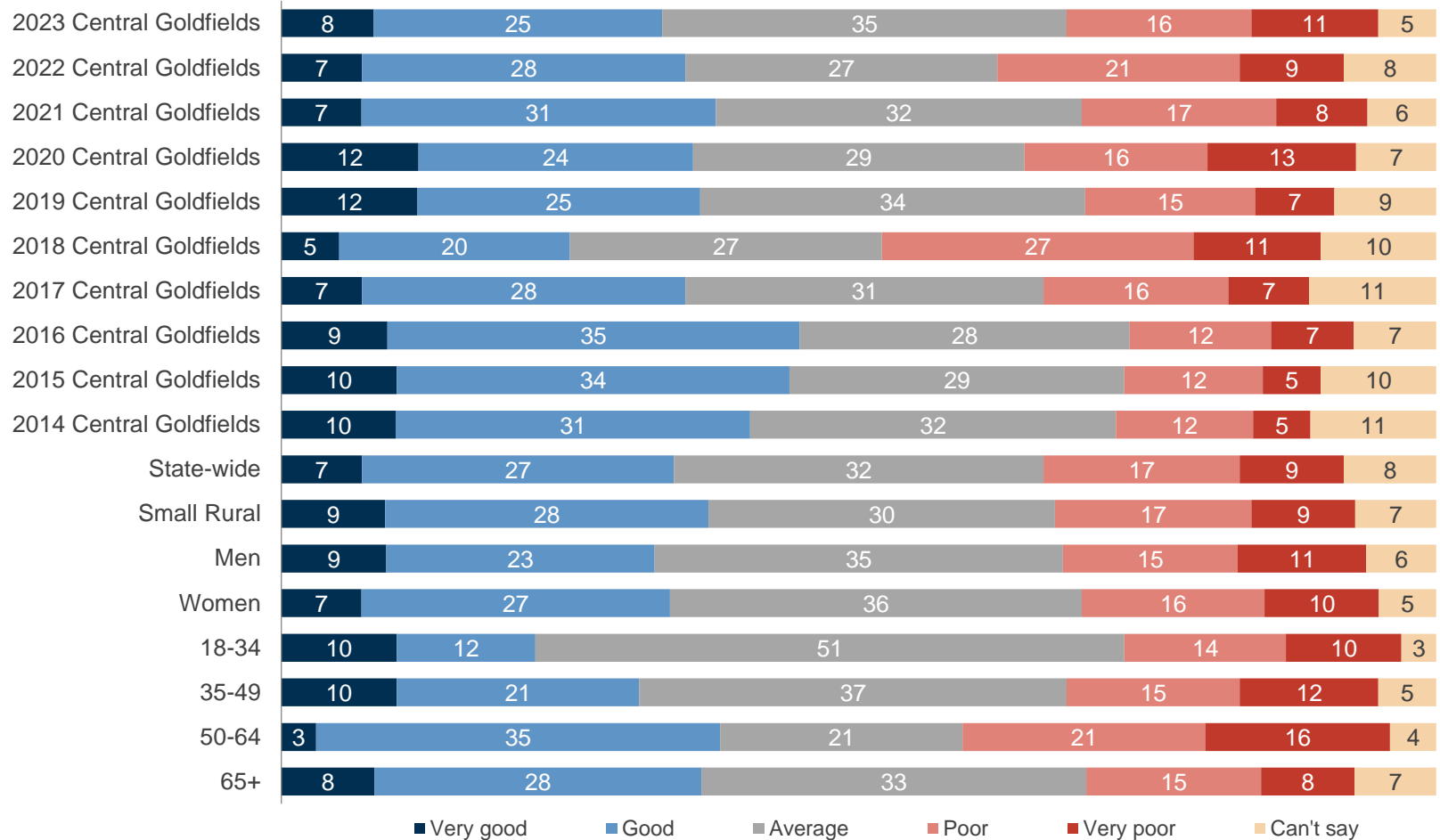
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2023 consultation and engagement performance (%)



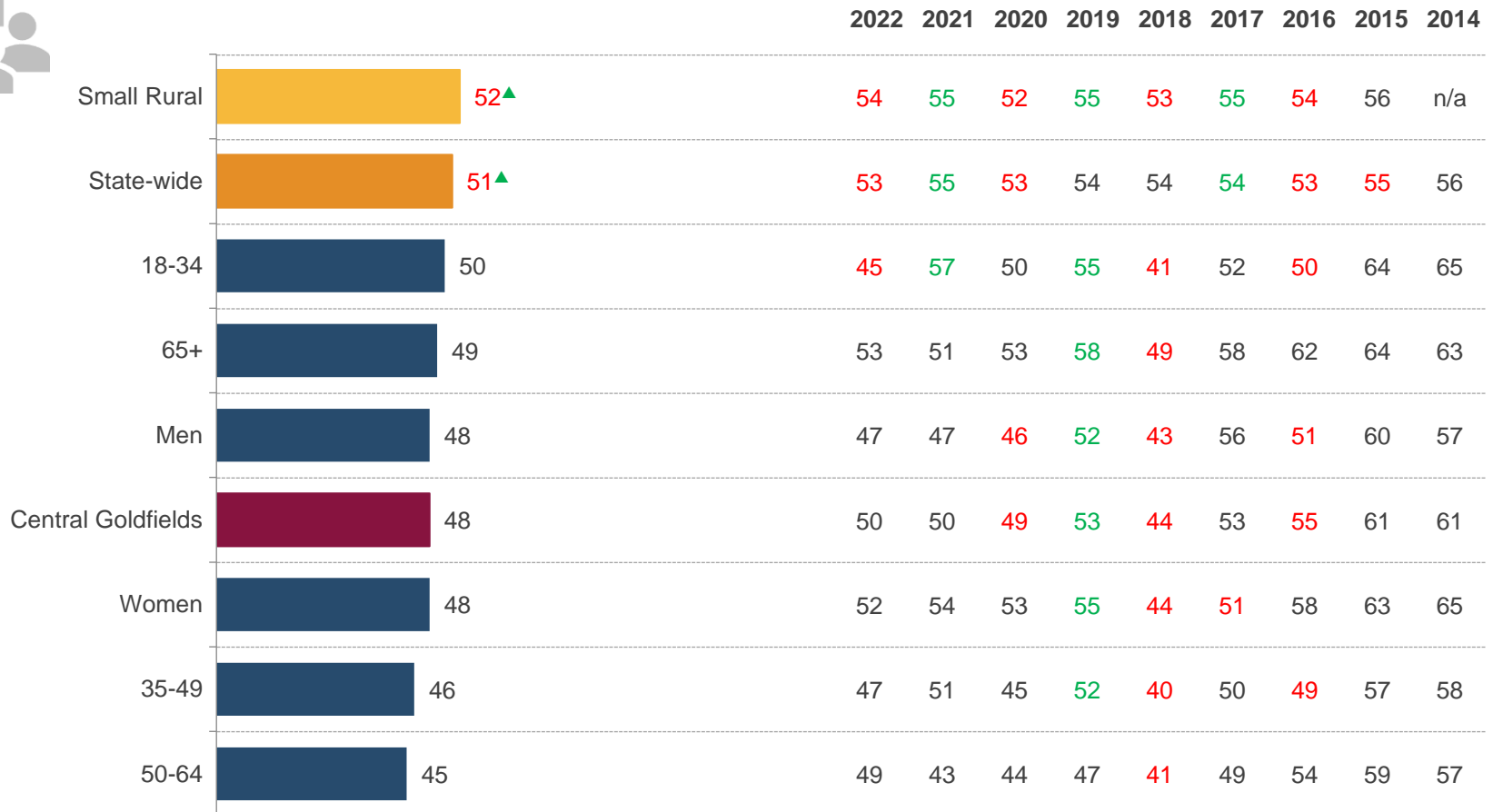
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19



Lobbying on behalf of the community performance



2023 lobbying performance (index scores)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked State-wide: 51 Councils asked group: 14

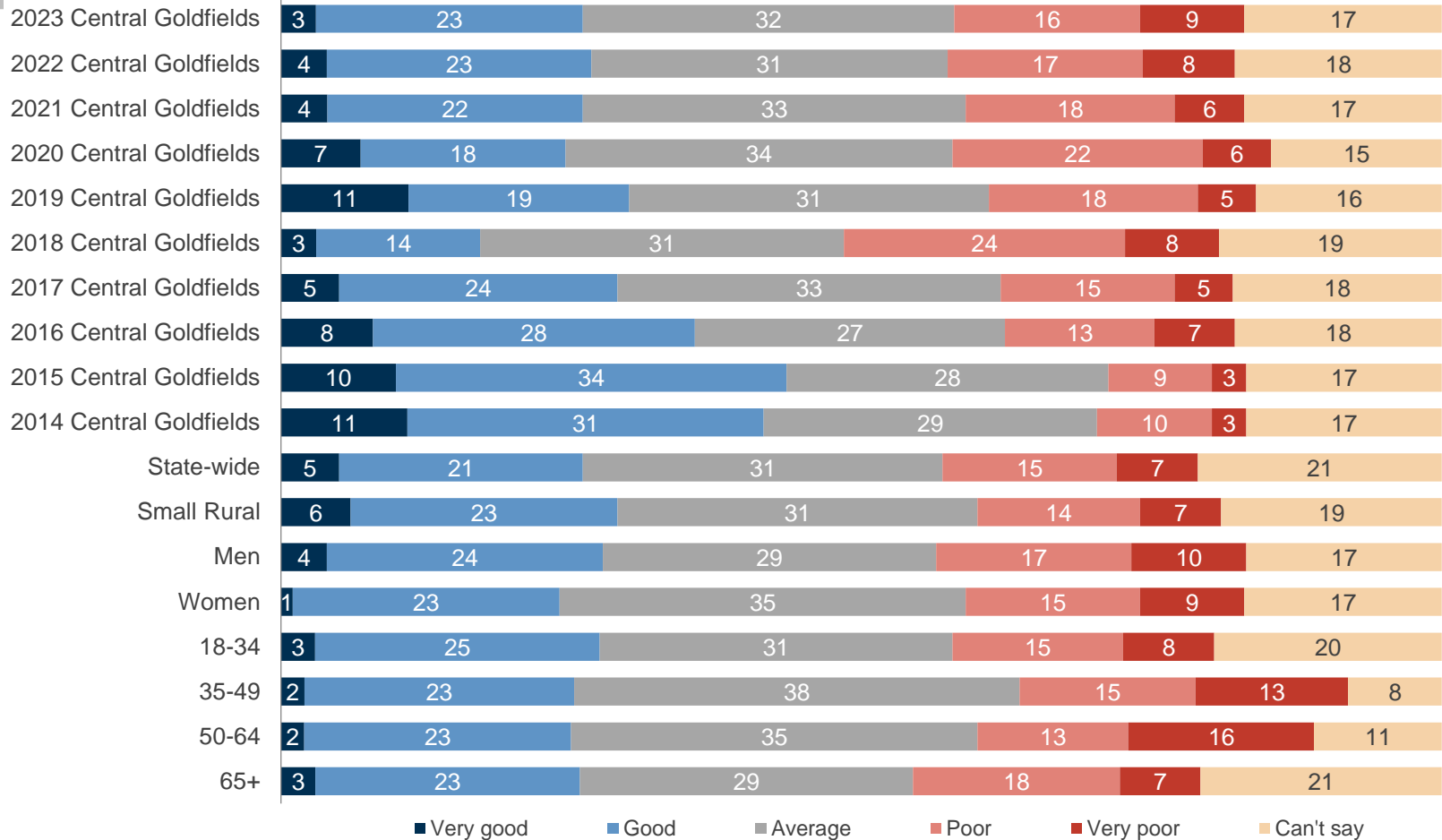
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2023 lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 51 Councils asked group: 14

Decisions made in the interest of the community performance



2023 community decisions made performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
65+	54▲	52	50	52	57	47	59	63	68	65
Small Rural	52▲	54	56	53	55	52	55	53	56	n/a
State-wide	51	54	56	53	55	54	54	54	55	57
Women	50	51	55	52	53	41	51	60	66	66
Central Goldfields	49	50	51	49	52	42	51	58	64	63
Men	49	48	47	46	50	43	51	56	62	60
50-64	46	48	46	46	48	40	49	56	59	59
35-49	45	48	51	41	49	39	44	52	62	60
18-34	45	49	58	54	49	39	43	55	64	69

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?

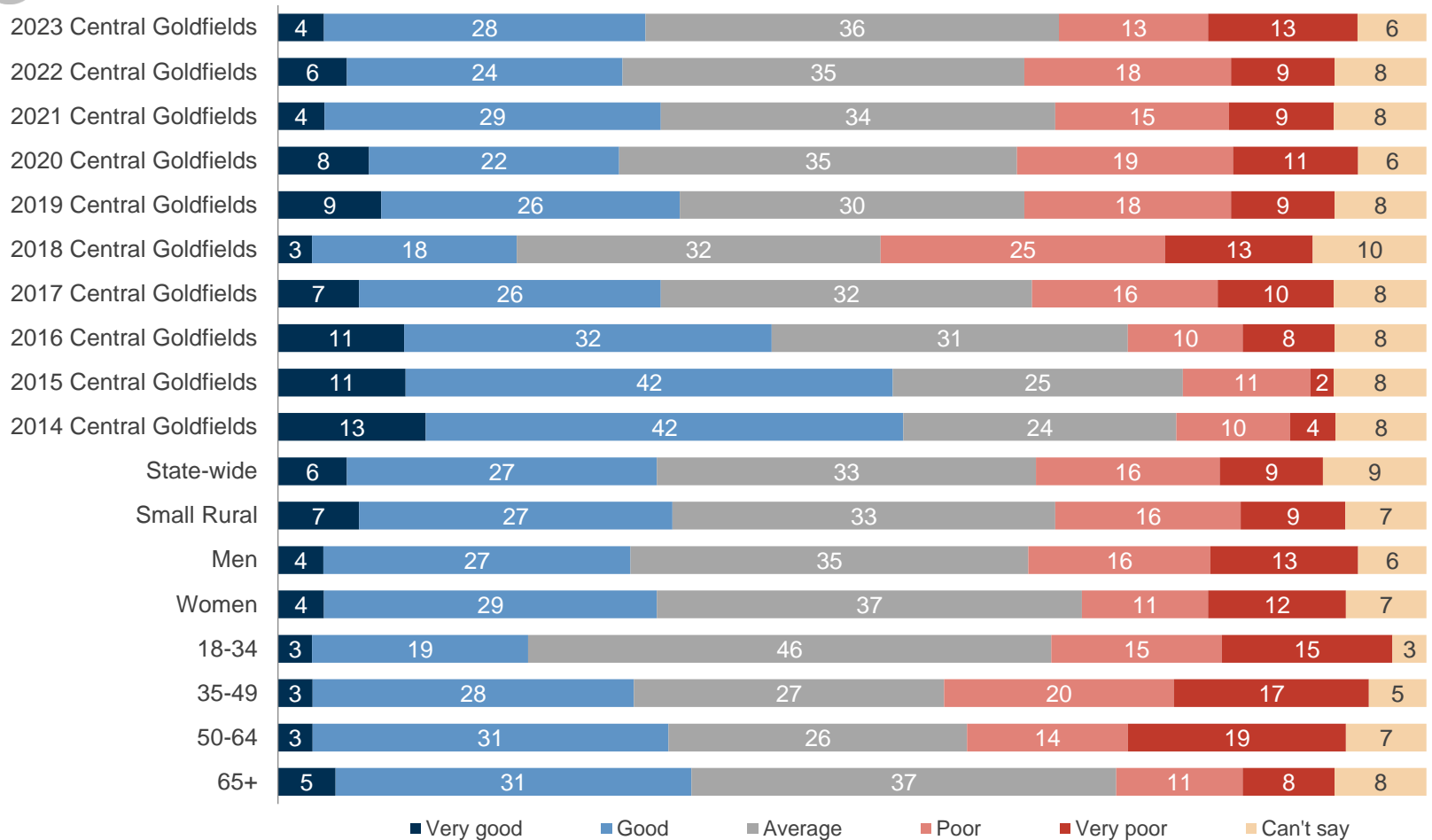
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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

Decisions made in the interest of the community performance



2023 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

The condition of sealed local roads in your area performance



2023 sealed local roads performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
State-wide	48▲	53	57	54	56	53	53	54	55	55
65+	45▲	50	54	57	57	55	56	61	62	58
Small Rural	44▲	50	53	51	53	49	50	52	52	n/a
Women	38	46	51	53	48	49	52	57	55	55
Central Goldfields	38	45	50	51	48	48	51	54	55	52
Men	37	44	50	48	49	47	51	51	55	50
35-49	32	43	49	44	42	41	42	51	60	49
18-34	32	42	47	47	40	47	56	51	45	53
50-64	28▼	38	45	46	46	44	49	50	49	48

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?

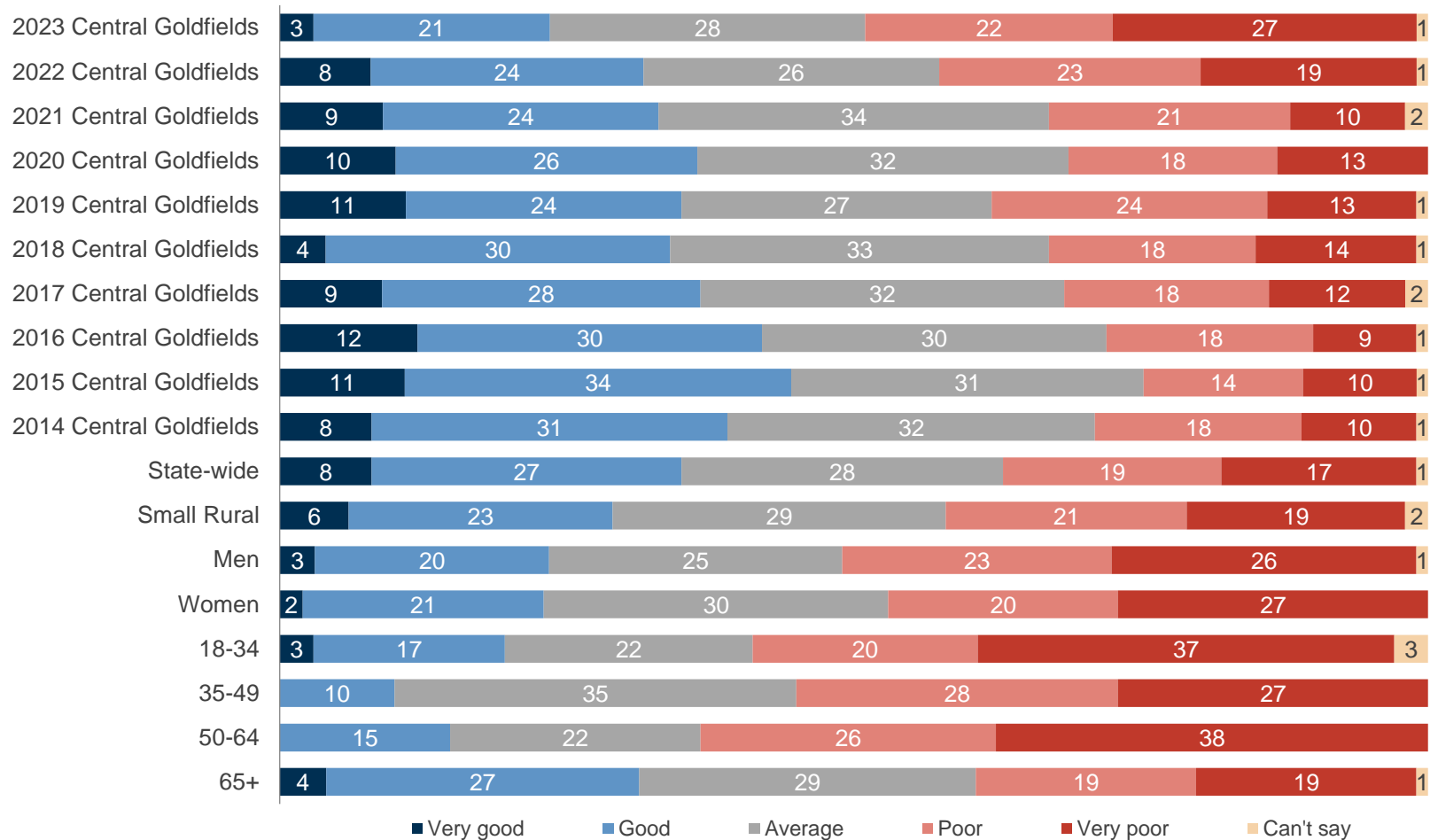
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2023 sealed local roads performance (%)



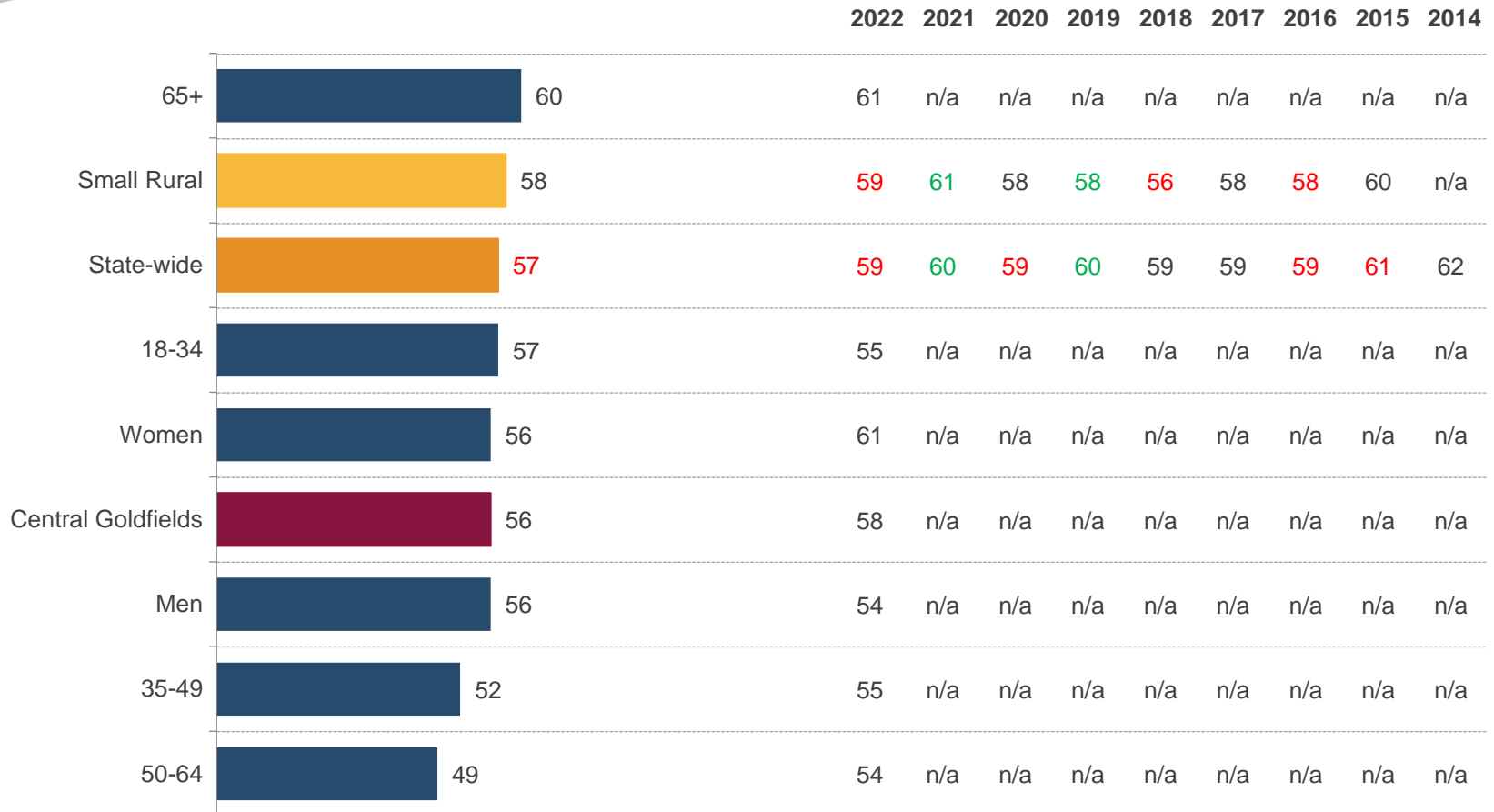
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19



Informing the community performance



2023 informing community performance (index scores)



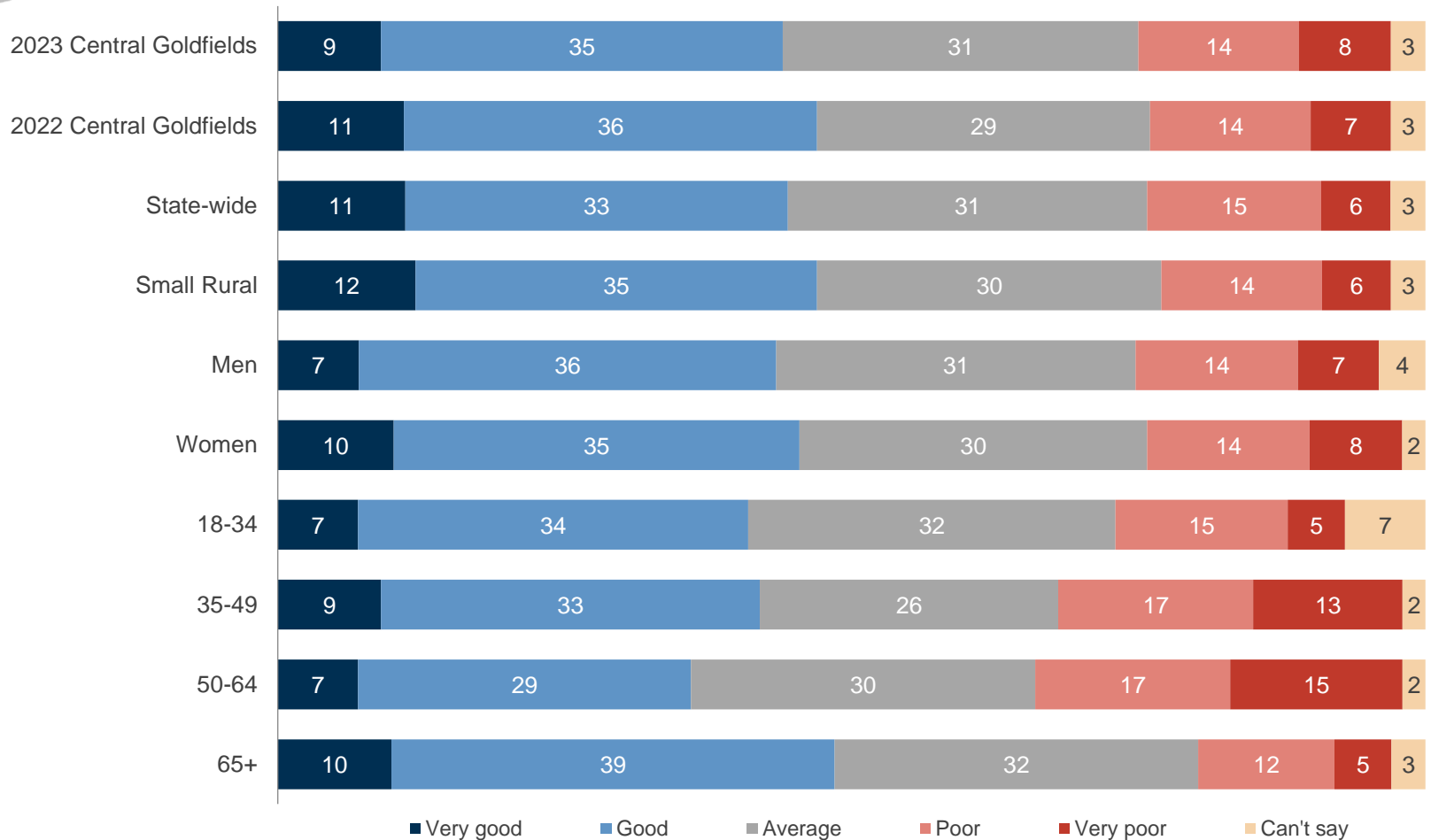
Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2023 informing community performance (%)



Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 10



The appearance of public areas performance



2023 public areas performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
Small Rural	71▲	73	75	72	73	72	74	73	74	n/a
65+	69	73	n/a	76	79	n/a	n/a	n/a	n/a	n/a
Men	68	70	n/a	72	75	n/a	n/a	n/a	n/a	n/a
18-34	68	71	n/a	76	66	n/a	n/a	n/a	n/a	n/a
Central Goldfields	67	71	n/a	75	75	n/a	n/a	n/a	n/a	n/a
State-wide	67	71	73	72	72	71	71	71	72	72
Women	67	73	n/a	78	75	n/a	n/a	n/a	n/a	n/a
35-49	66	71	n/a	75	75	n/a	n/a	n/a	n/a	n/a
50-64	64	69	n/a	73	78	n/a	n/a	n/a	n/a	n/a

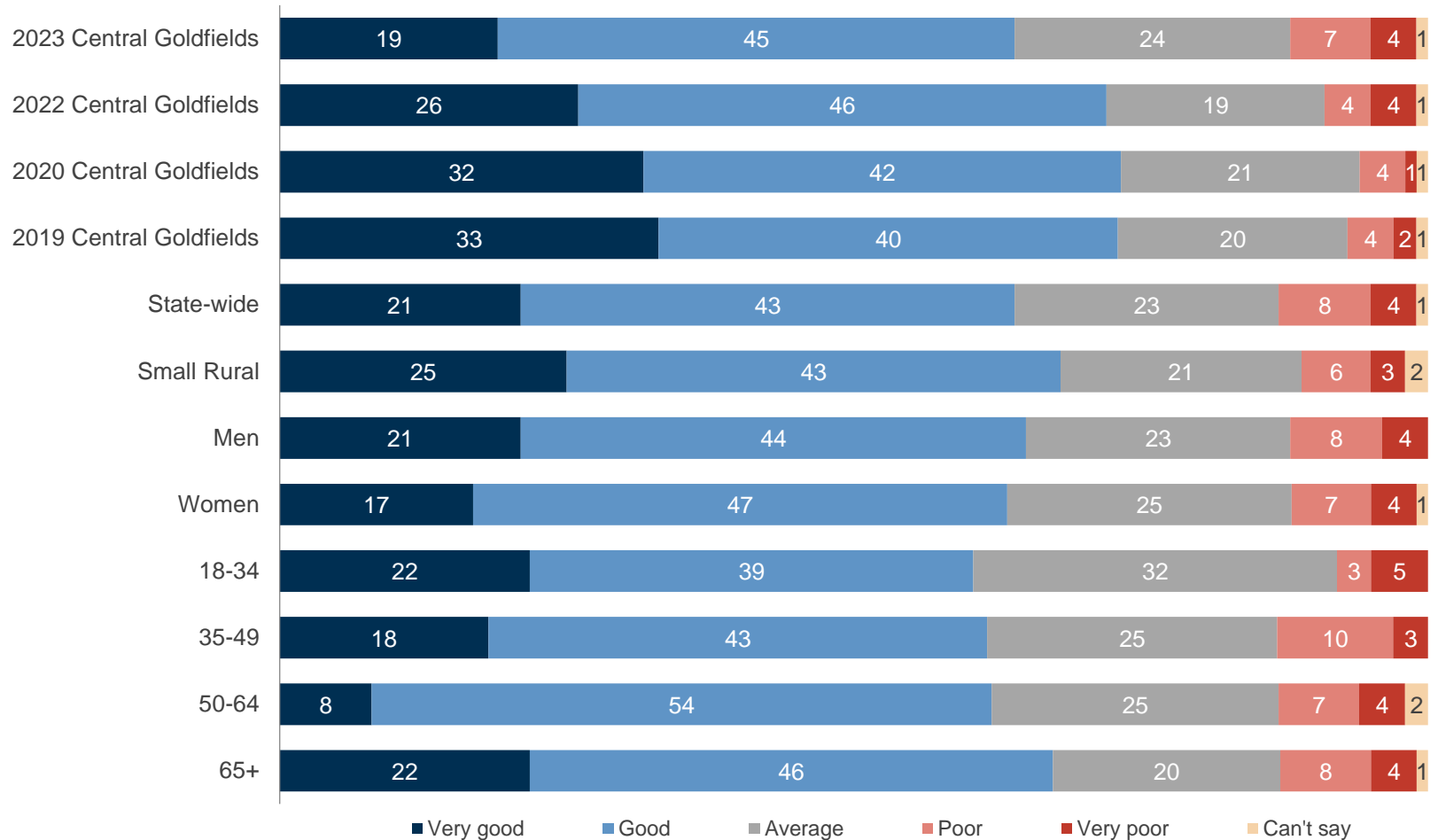
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 45 Councils asked group: 14
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2023 public areas performance (%)



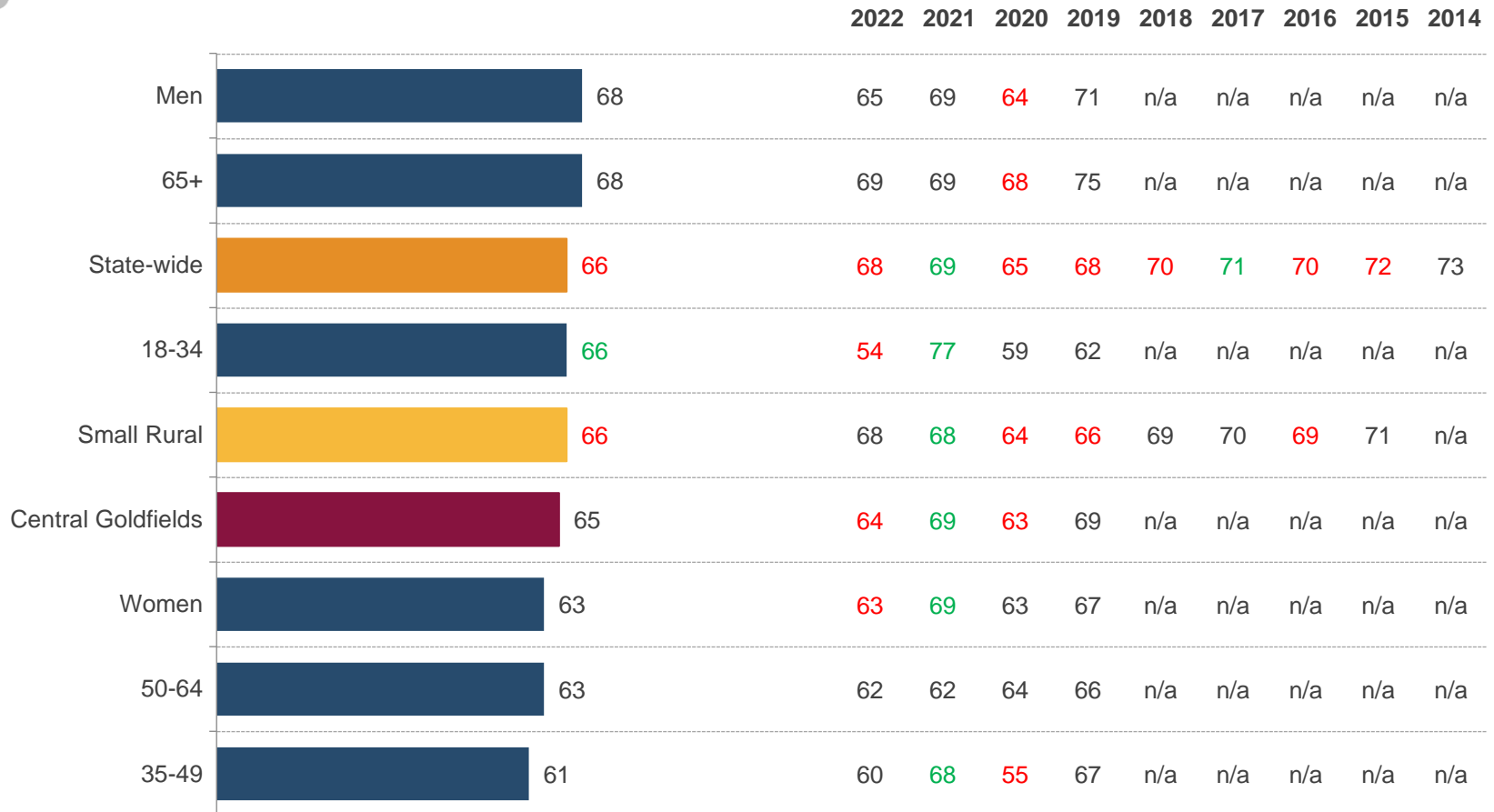
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 45 Councils asked group: 14



Waste management performance



2023 waste management performance (index scores)



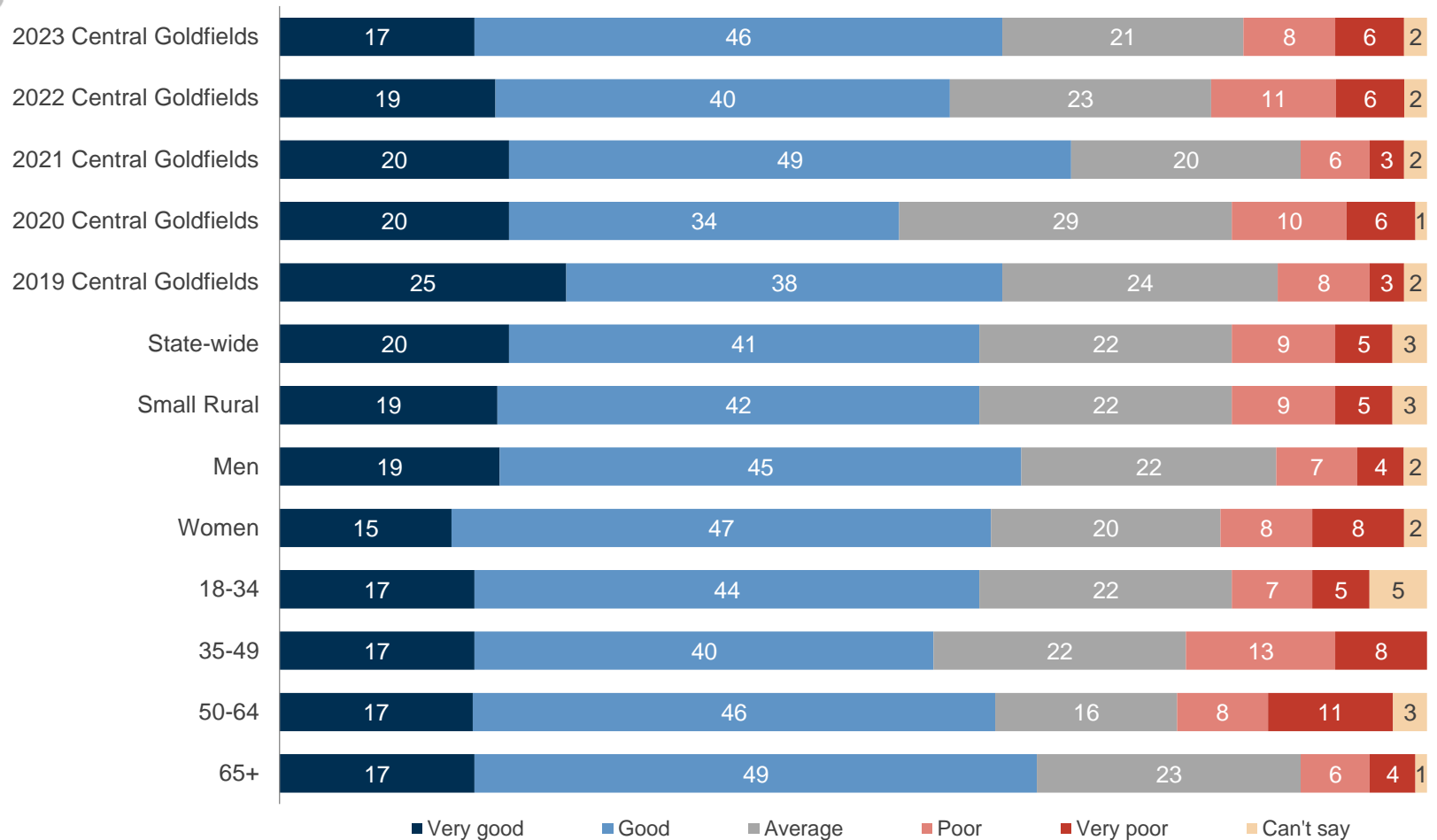
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2023 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19



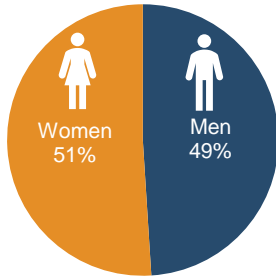
Detailed demographics



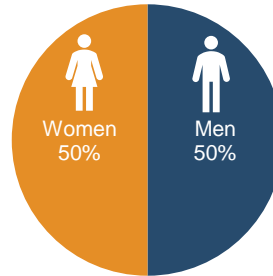
Gender and age profile

2023 gender

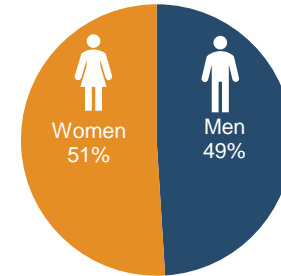
Central Goldfields



Small Rural

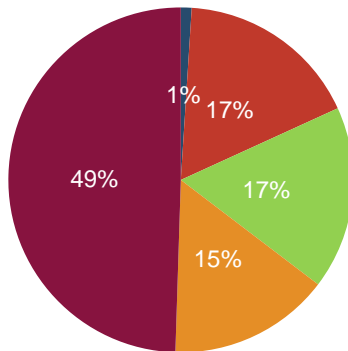


State-wide

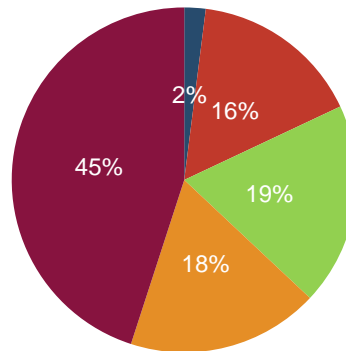


2023 age

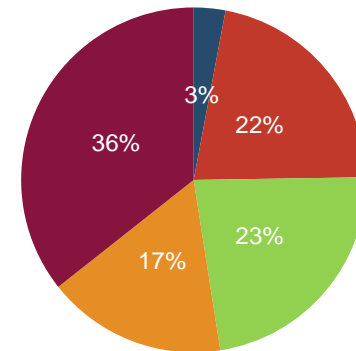
Central Goldfields



Small Rural



State-wide




■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



Appendix A: Index scores, margins of error and significant differences



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 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.

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 2023 State-wide Local Government Community Satisfaction Survey for Central Goldfields 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 +/-4.8% 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 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 11,000 people aged 18 years or over for Central Goldfields Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Central Goldfields Shire Council	400	400	+/-4.8
Men	187	197	+/-7.1
Women	213	203	+/-6.7
18-34 years	41	74	+/-15.5
35-49 years	60	67	+/-12.7
50-64 years	72	61	+/-11.6
65+ years	227	198	+/-6.5



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:

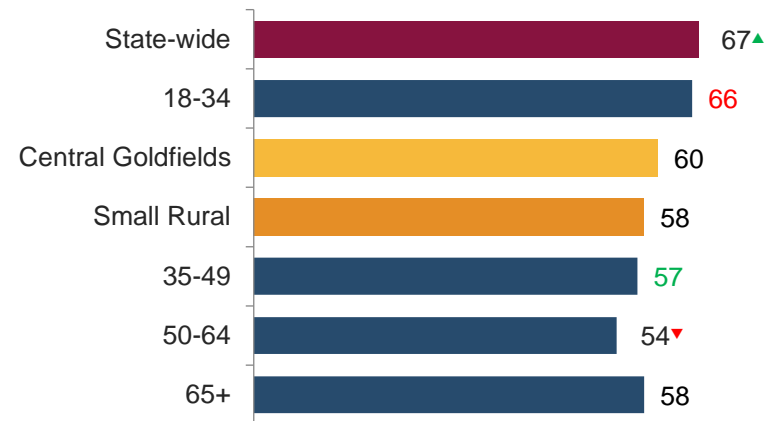
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2022.

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 2022.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2022.

**2023 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:

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

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 2023 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 2023 results are compared with previous years, as detailed below:

- 2022, n=401 completed interviews, conducted in the period of 27th January – 24th March.
- 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.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, 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.

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 Central Goldfields 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 Central Goldfields Shire Council.

Survey sample matched to the demographic profile of Central Goldfields 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 Central Goldfields Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Central Goldfields Shire Council. Survey fieldwork was conducted across four quarters from 16th June 2022 – 19th March 2023.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 66 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 2012-2023 vary slightly.

Council Groups

Central Goldfields 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 Central Goldfields Shire Council for this 2023 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

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 Central Goldfields 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 2012-2023 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 2023 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 2023 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 2023 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: 2023 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 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.

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