



# **2024 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

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**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-fifth 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 25 years

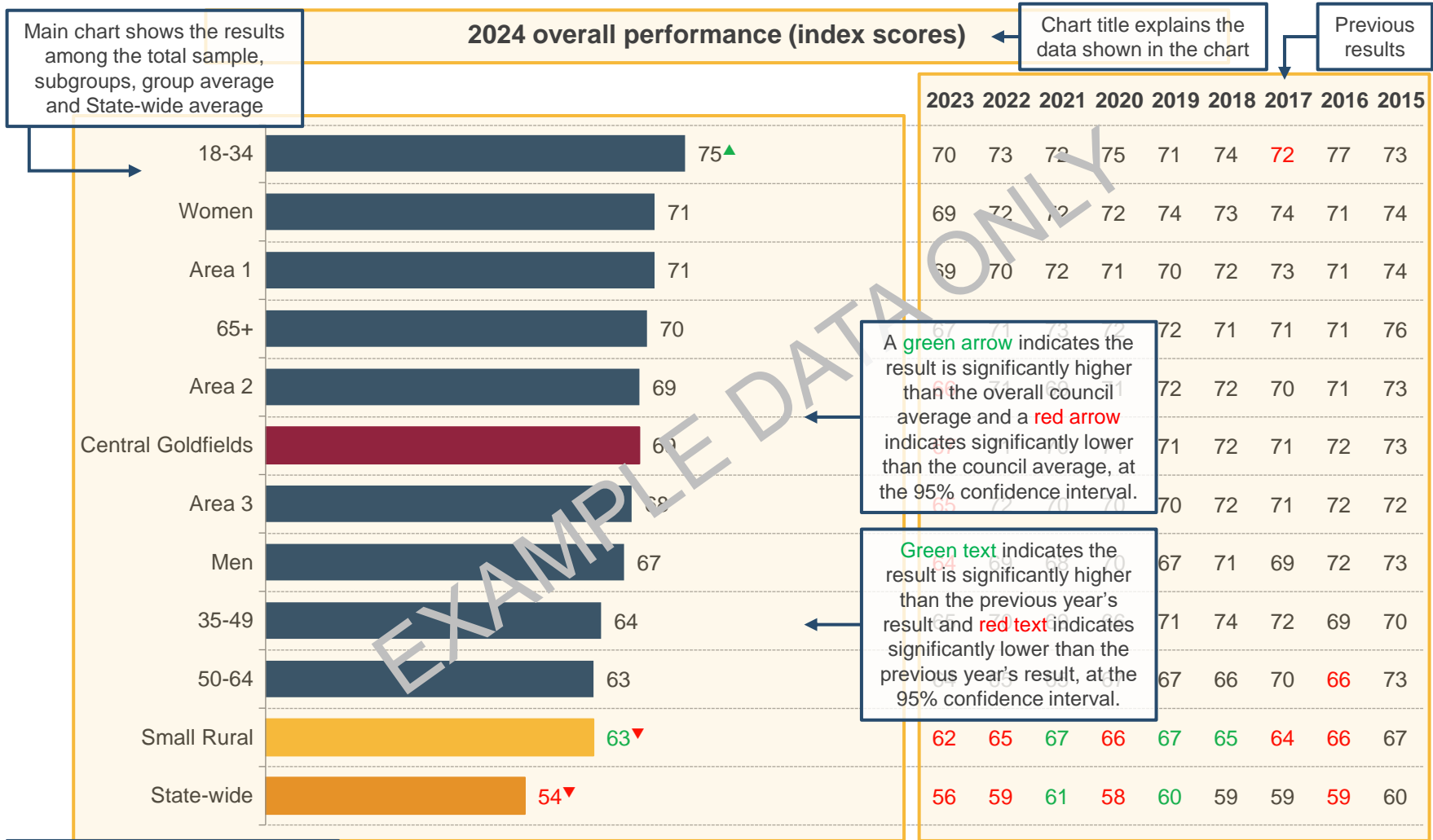
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 25 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide 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.



# How to read index score charts in this report

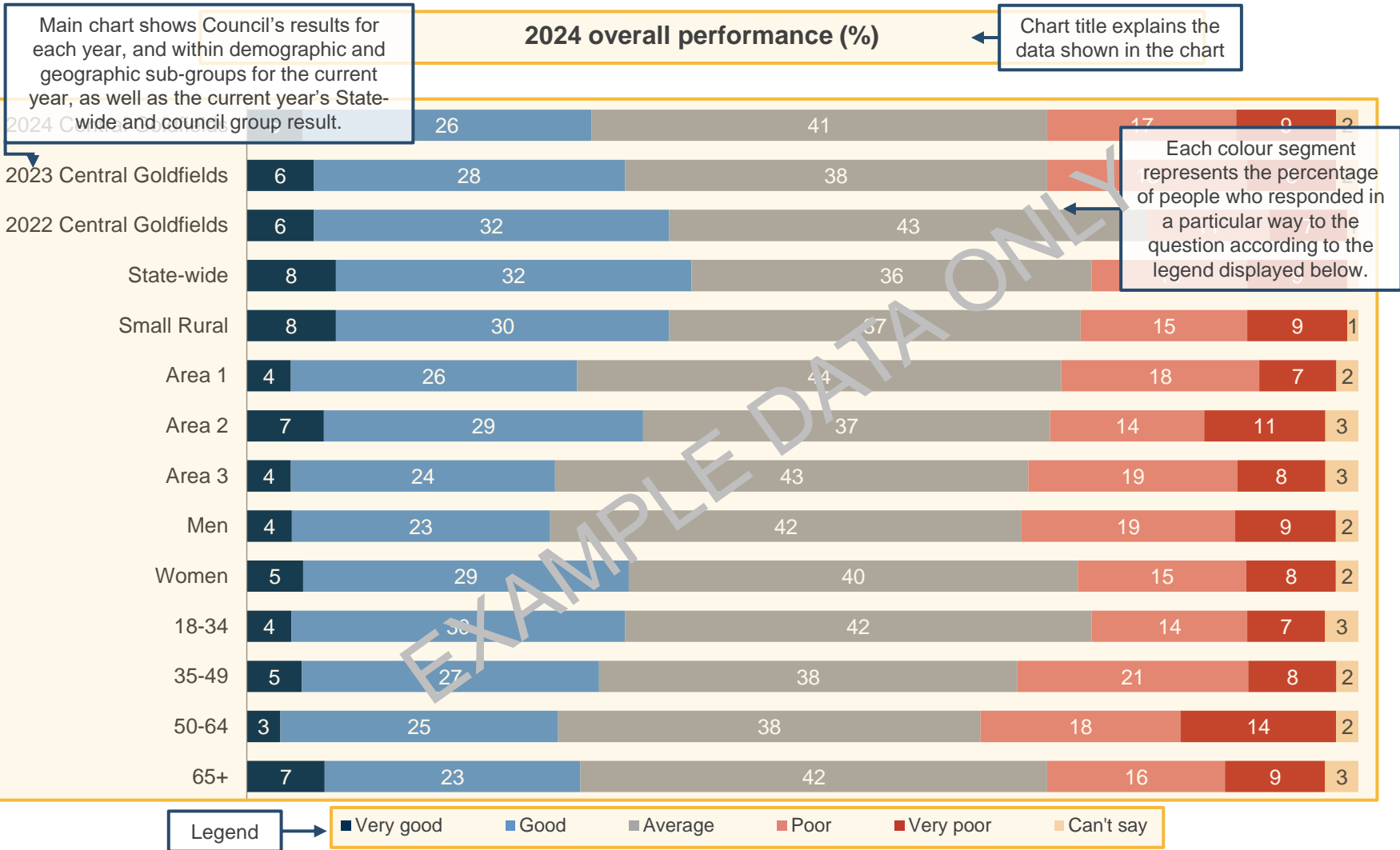


Question asked and base size(s)

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: 62 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.



# How to read stacked bar charts in this report

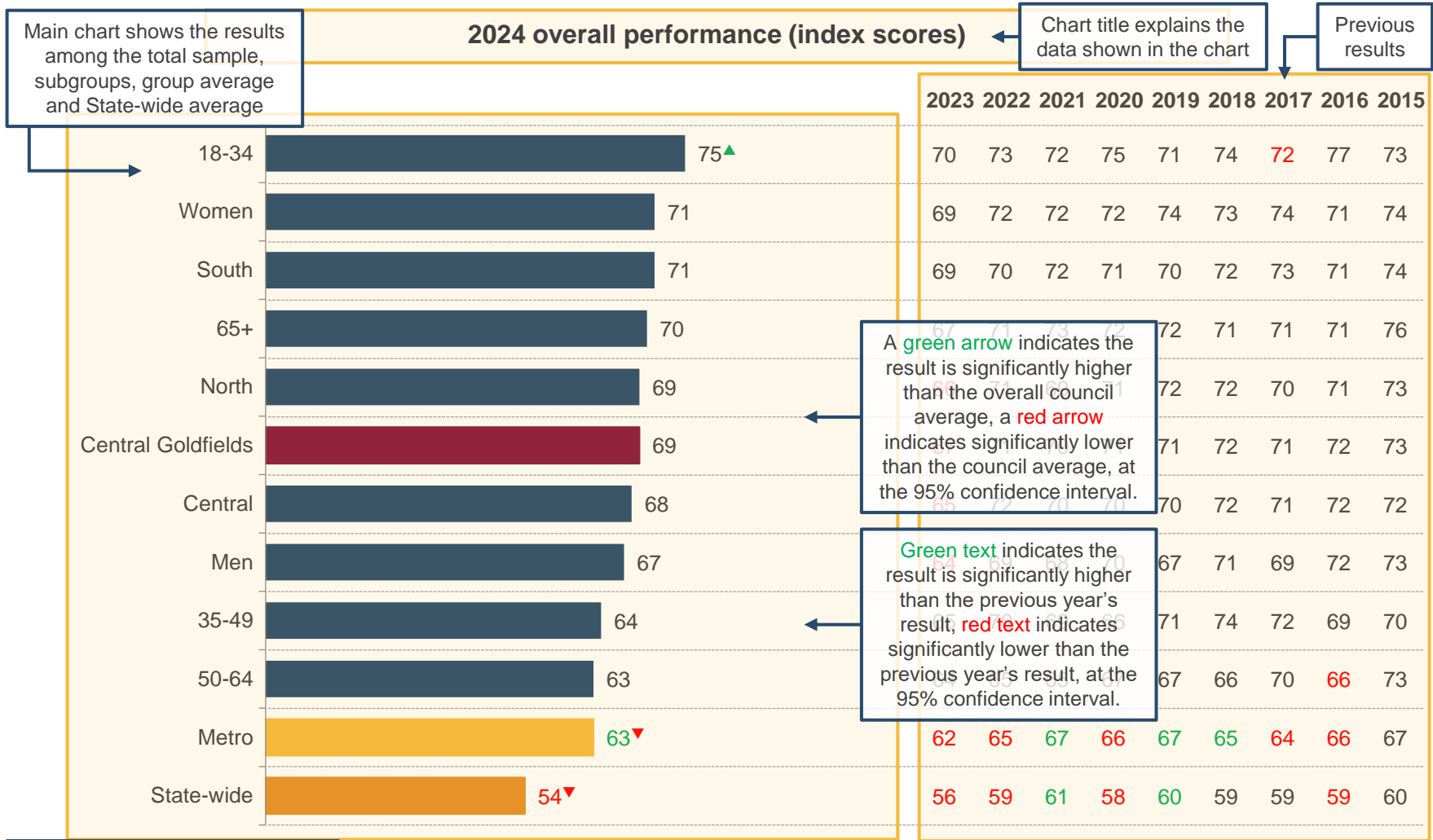


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**UPDATE**

# How to read index score charts in this report



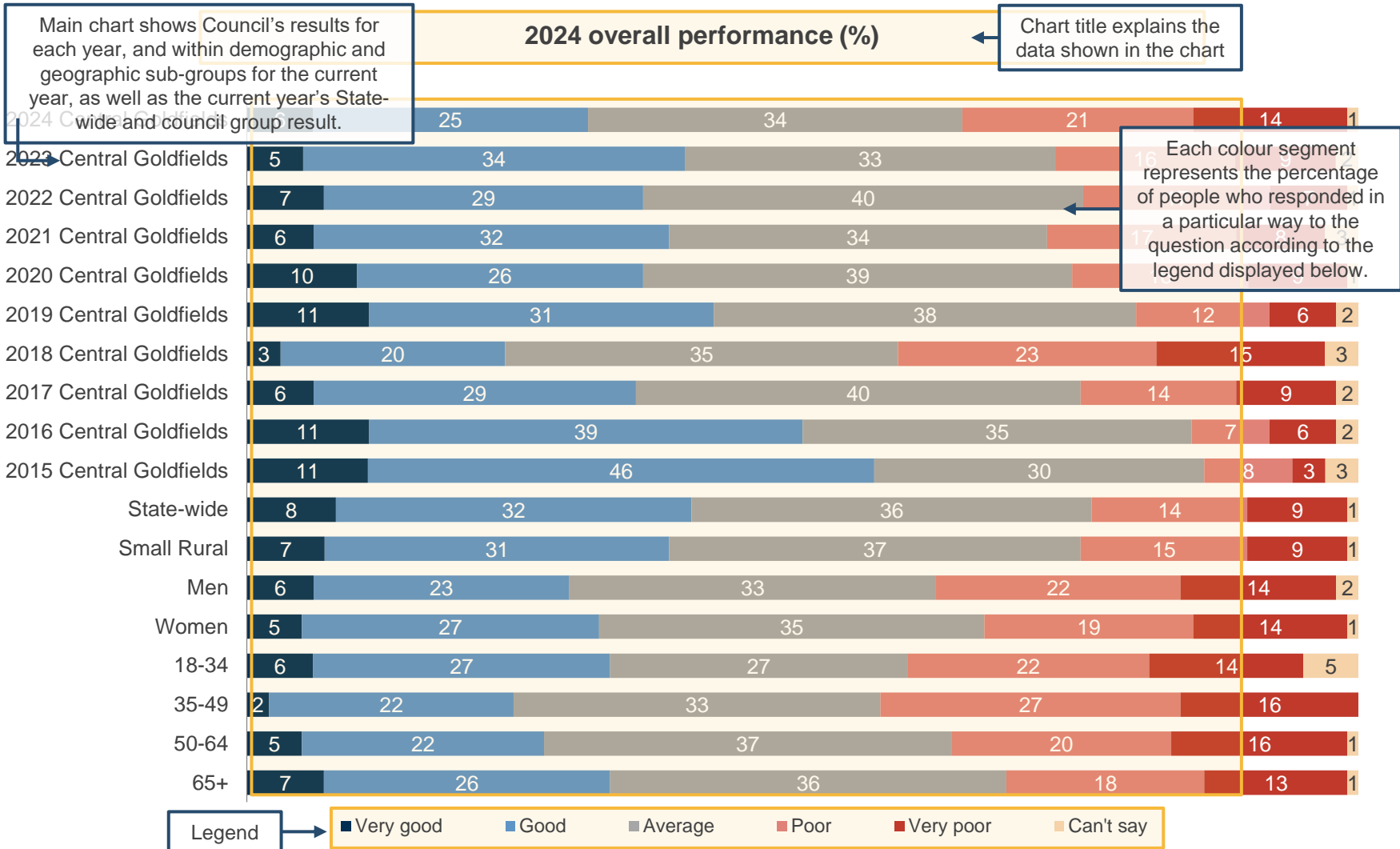
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UPDATE

# How to read stacked bar charts in this report



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A large, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a dark blue color and contains 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 lighter blue gradient.

## **Key findings and recommendations**



# Central Goldfields Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Central Goldfields 47



Small Rural 53



State-wide 54

## Council performance compared to group average

Top 3 performing areas		
	Appearance of public areas	▼ lower
	Waste management	▼ lower
	Informing the community	▼ lower
Bottom 3 performing areas		
	Sealed local roads	▼ lower
	Lobbying	▼ lower
	Community decisions	▼ lower
	Customer service	▼ lower



# Summary of core measures

## Index scores

**Overall Performance**

**Value for money**

**Community Consultation**

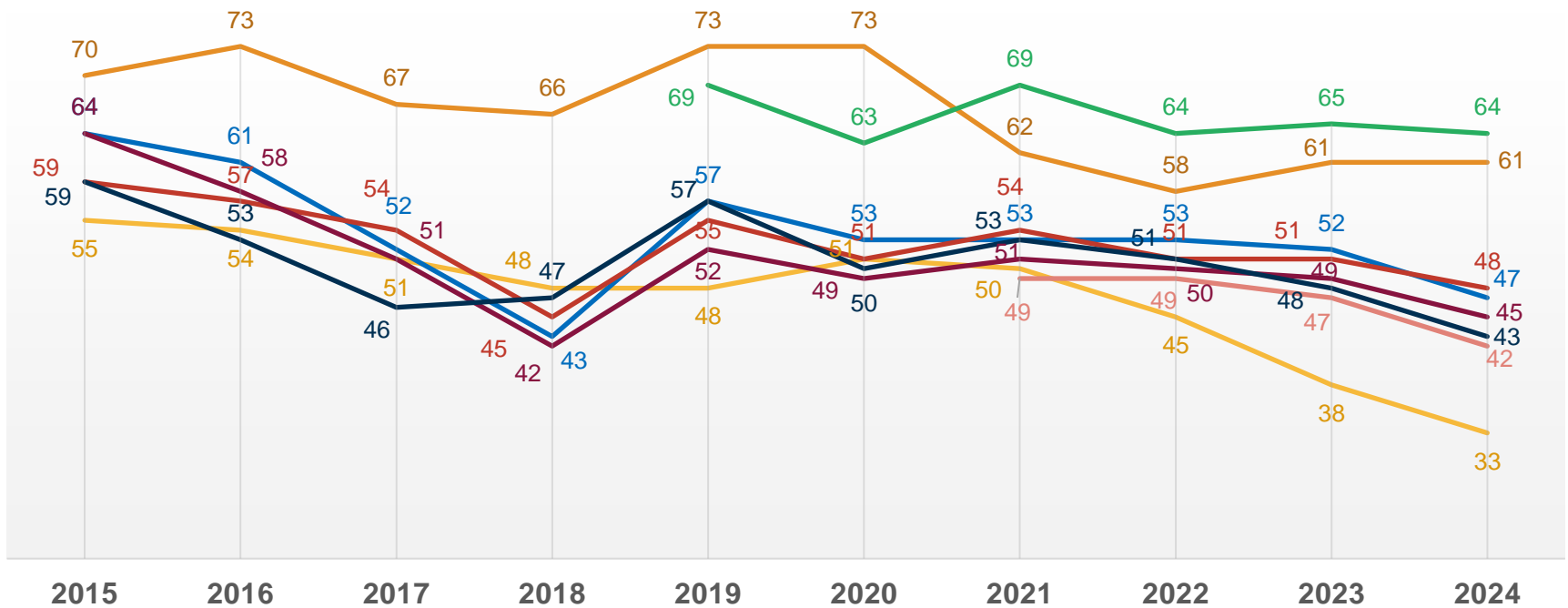
**Making Community Decisions**

**Sealed Local Roads**

**Waste management**

**Customer Service**

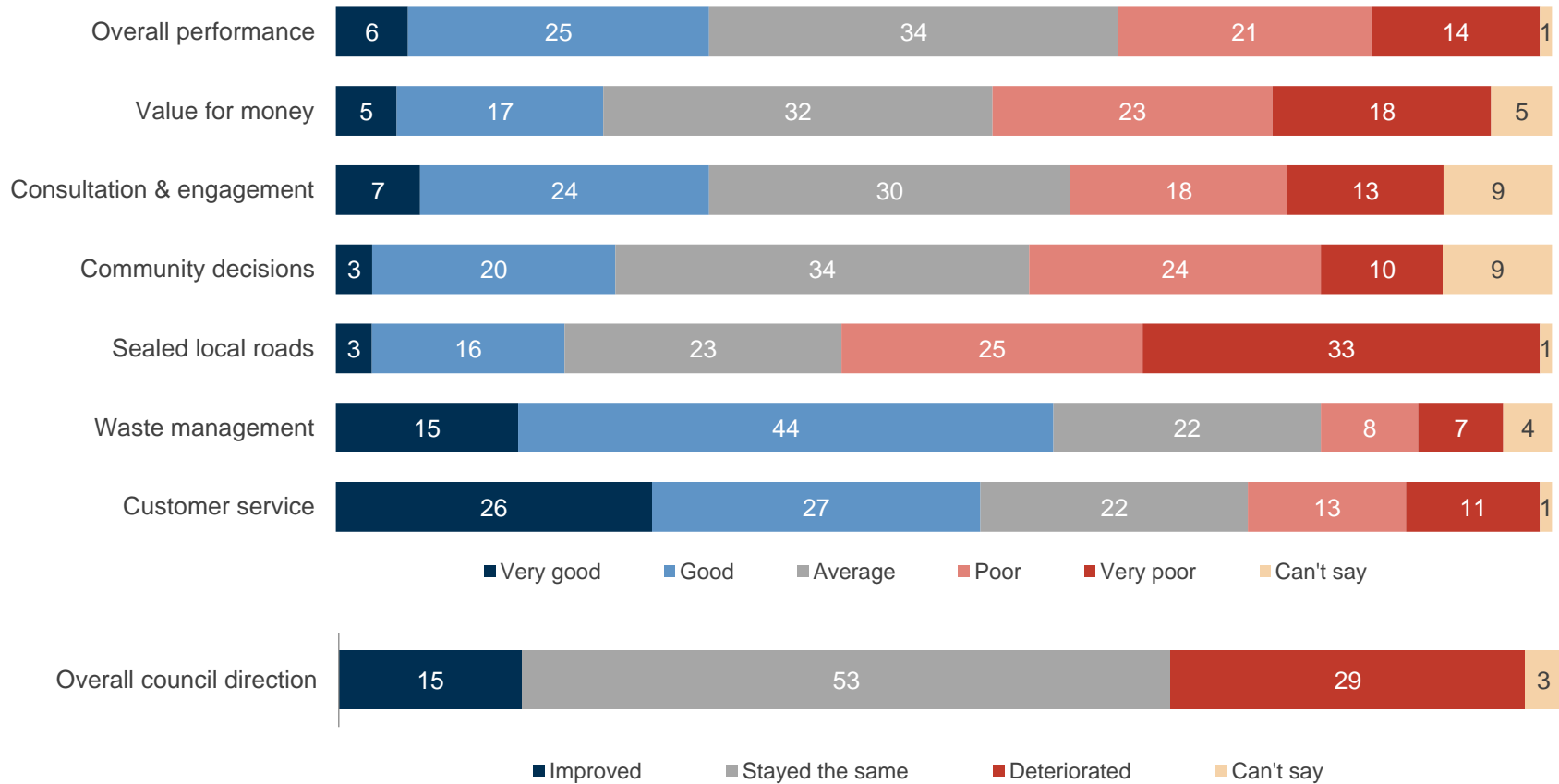
**Overall Council Direction**
















# Summary of core measures

Core measures summary results (%)





# Summary of Central Goldfields Shire Council performance

Services	Central Goldfields 2024	Central Goldfields 2023	Small Rural 2024	State-wide 2024	Highest score	Lowest score
 Overall performance	47	52	53	54	65+ years	35-49 years
 Value for money	42	47	47	48	65+ years	35-49 years
 Overall council direction	43	48	44	45	65+ years	35-49 years
 Customer service	61	61	66	67	18-34 years	35-49 years
 Appearance of public areas	67	67	71	68	18-34 years	35-49 years
 Waste management	64	65	67	67	18-34 years	35-49 years
 Informing the community	52	56	56	56	18-34 years	35-49 years
 Consultation & engagement	48	51	51	51	18-34 years	35-49 years
 Community decisions	45	49	50	50	65+ years	35-49 years
 Lobbying	45	48	50	50	18-34 years	50-64 years
 Sealed local roads	33	38	41	45	65+ years	35-49 years



## Focus areas for the next 12 months

### Overview

Perceptions of Council performance on the core measures of overall performance, value for money and overall council direction have declined significantly this year continuing a downward trend. Results for the individual service areas evaluated are mixed, with perceptions either remaining steady or in decline over the past year. Council rates highest in the appearance of public areas and waste management (index scores of 67 and 64 respectively). Sealed local roads is Council's lowest rated service area.

### Opportunity to engage

Notably, across six of seven service areas, residents aged 35 to 49 years are the cohort that rate Council performance lowest (the exception is the service area of lobbying, where this cohort scores second-lowest). There is an opportunity to improve engagement with residents in this cohort, particularly because they are the cohort with the highest contact rate with Council (67%) yet provide the lowest customer service rating (index score of 54, declining a significant 15 index points from 2023).

### Comparison to state and area grouping

When it comes to overall performance, Council's index score of 47 is significantly lower than both the State-wide and Small Rural group averages (index scores of 54 and 53 respectively). Council does not perform higher than either the State-wide or Small Rural average in any service area and performs significantly lower than both in six out of seven service areas. The only area where Council is in line with the State-wide average is appearance of public areas (index scores of 67 and 68 respectively).

### Communication preferences differ by age

The top three preferences of residents aged 50 years and over for communication from Council are all the 'physical copy' options: a newsletter sent via mail (37%), advertising in a local newspaper (21%) and a newsletter as a local paper insert (14%). Residents aged under 50 years prefer social media (34%), followed by a newsletter via mail (26%) or email (16%). Ensuring Council communications use compatible channels to reach intended cohorts may assist to shore up performance in areas such as informing the community.

# DETAILED FINDINGS



# Overall performance



## Overall performance

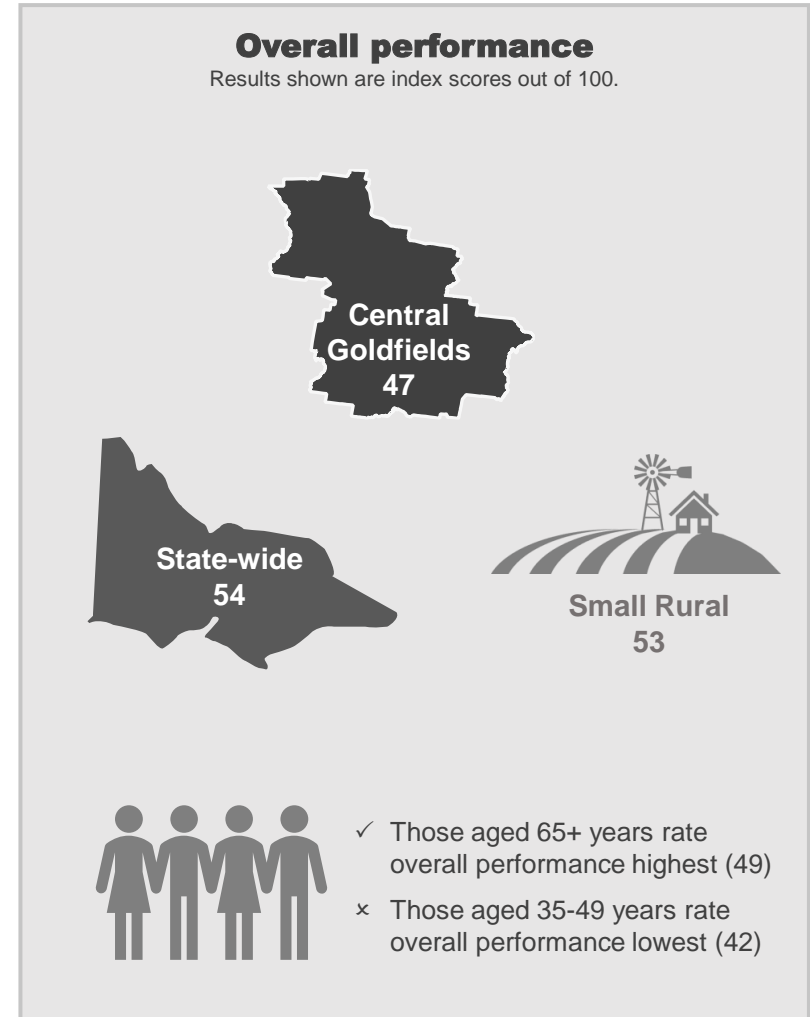
The overall performance index score of 47 for Central Goldfields Shire Council represents a significant five-point decline on the 2023 result, ending a four-year period of stability. The current result is the lowest since 2018.

Council is rated statistically significantly lower (at the 95% confidence interval) than both the State-wide and Small Rural group averages (index scores of 54 and 53 respectively). Overall performance ratings both State-wide and in the Small Rural group have experienced significant year on year declines, and are at their lowest point in a decade.

All demographic cohorts score either on par with or significantly lower than the 2023 result in their perceptions of Council's overall performance.

- Residents aged 65 years and over, and women, rate overall performance significantly lower compared to last year (index scores of 49 and 47, down six and seven index points, respectively).

More than one in five residents (22%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. Almost twice as many rate it as 'very poor' or 'poor' (41%). A further 32% rate it as 'average'.

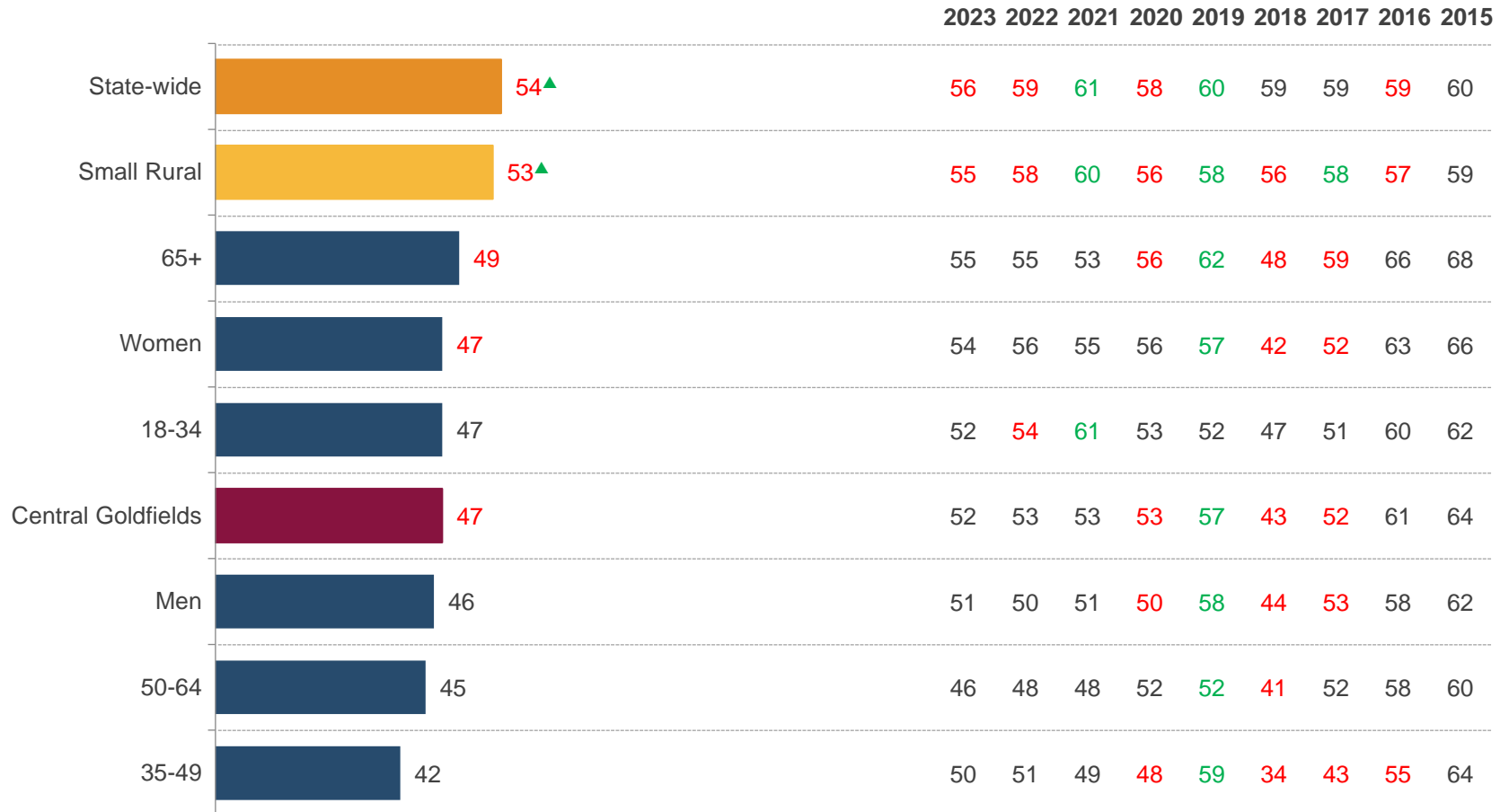






# Overall performance

## 2024 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?

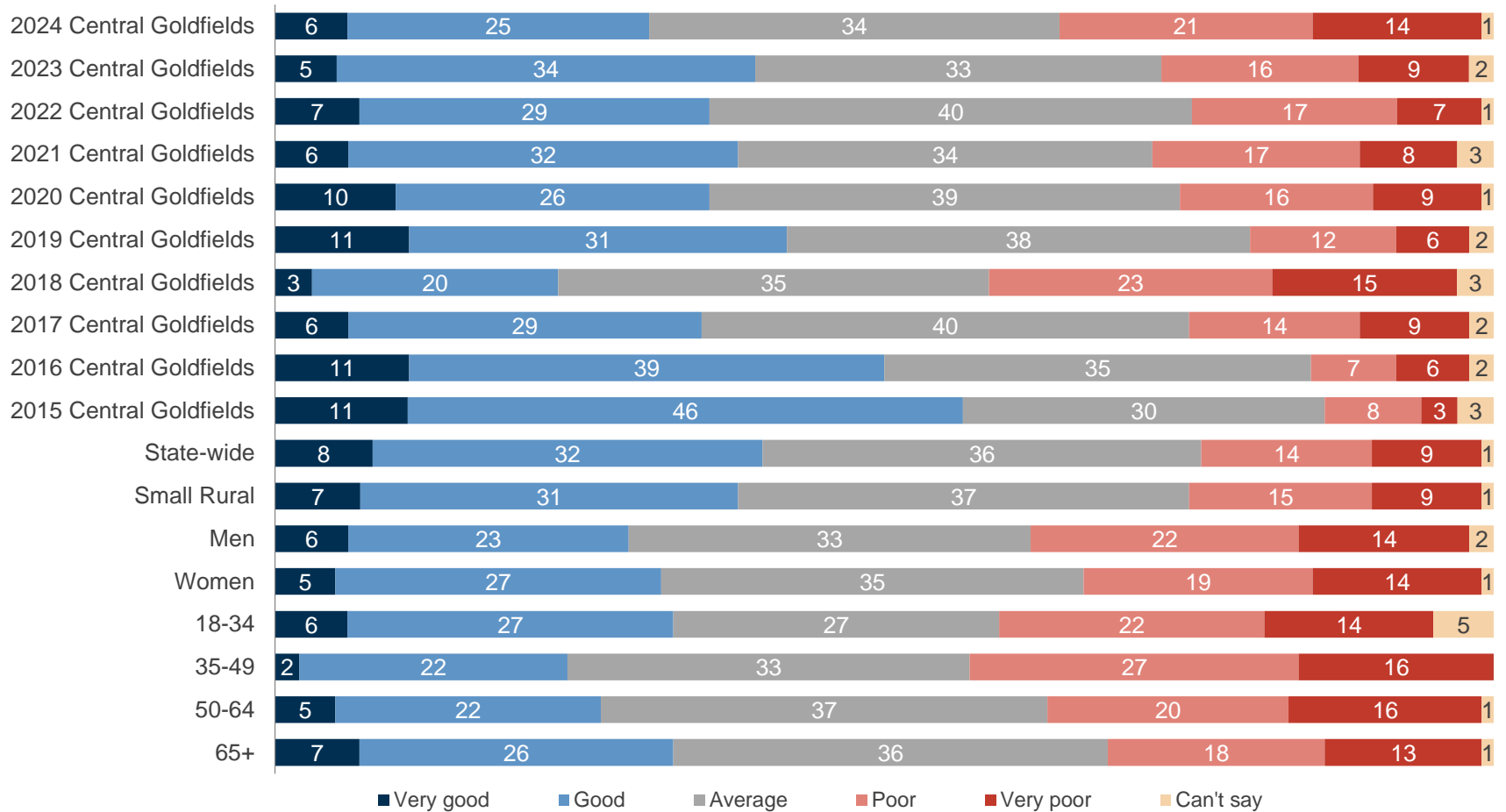
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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



# Overall performance

2024 overall performance (%)

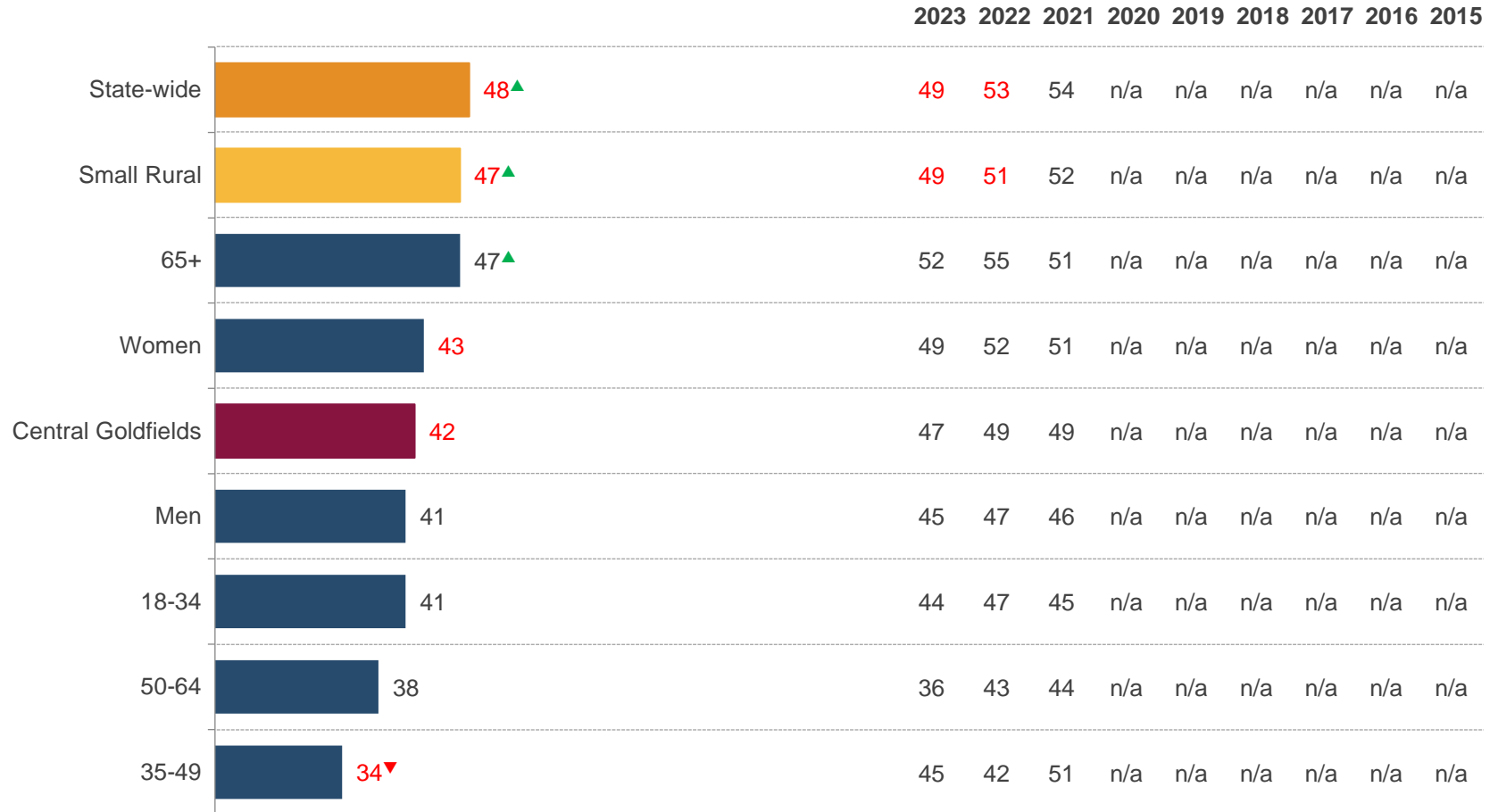


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Central Goldfields Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19



# Value for money in services and infrastructure

2024 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?

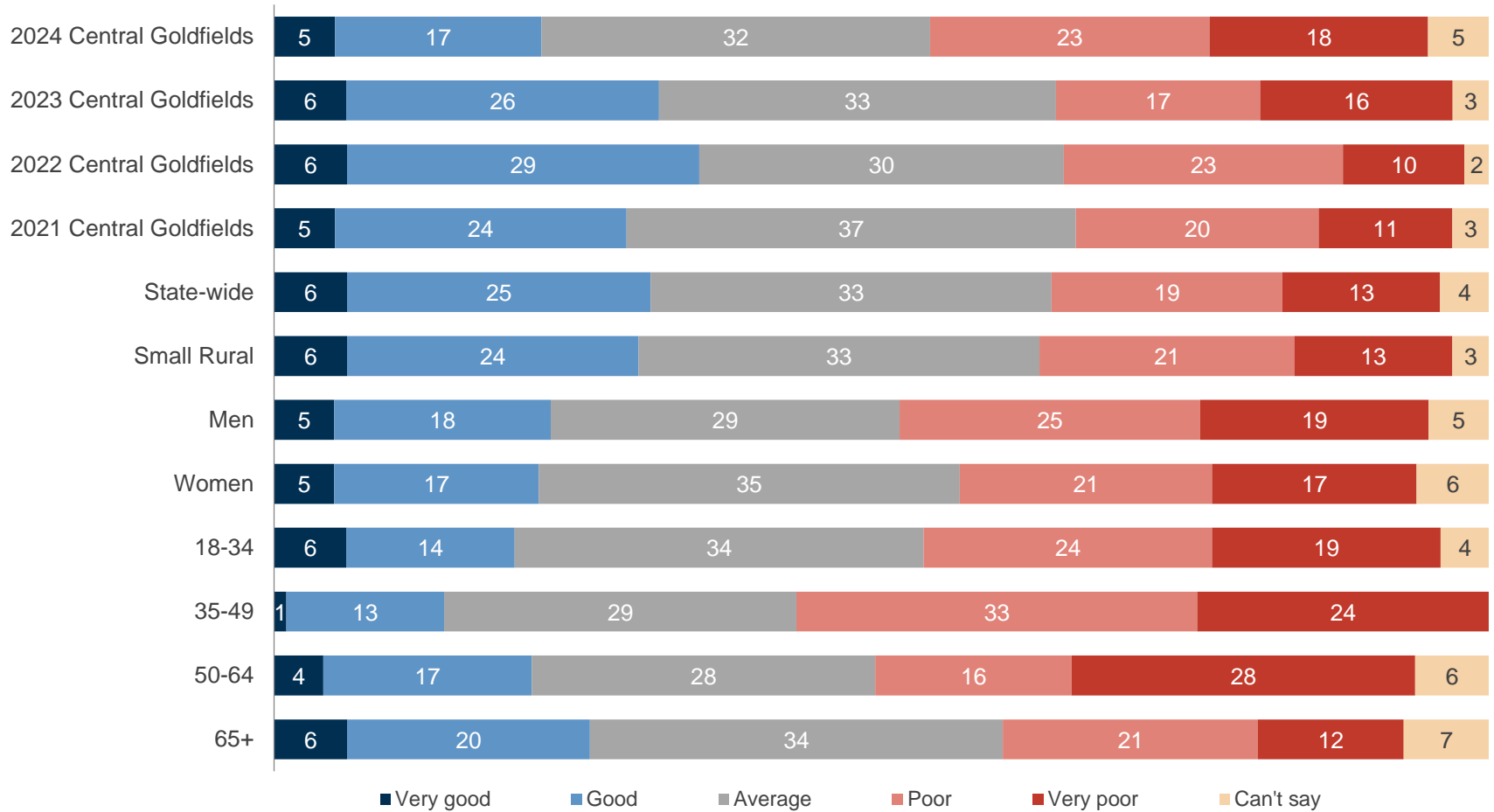
Base: All respondents. Councils asked State-wide: 61 Councils asked group: 19

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



# Value for money in services and infrastructure

2024 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: 61 Councils asked group: 19



## Top performing service areas

Appearance of public areas is the service area where Council performs best in 2024. The index score of 67, while consistent with the 2023 result, is the equal-lowest score Council has recorded for this service area across the five years it has been measured.

- Council performs in line with the State-wide average and significantly lower than the Small Rural group in this area (index scores of 68 and 71 respectively).

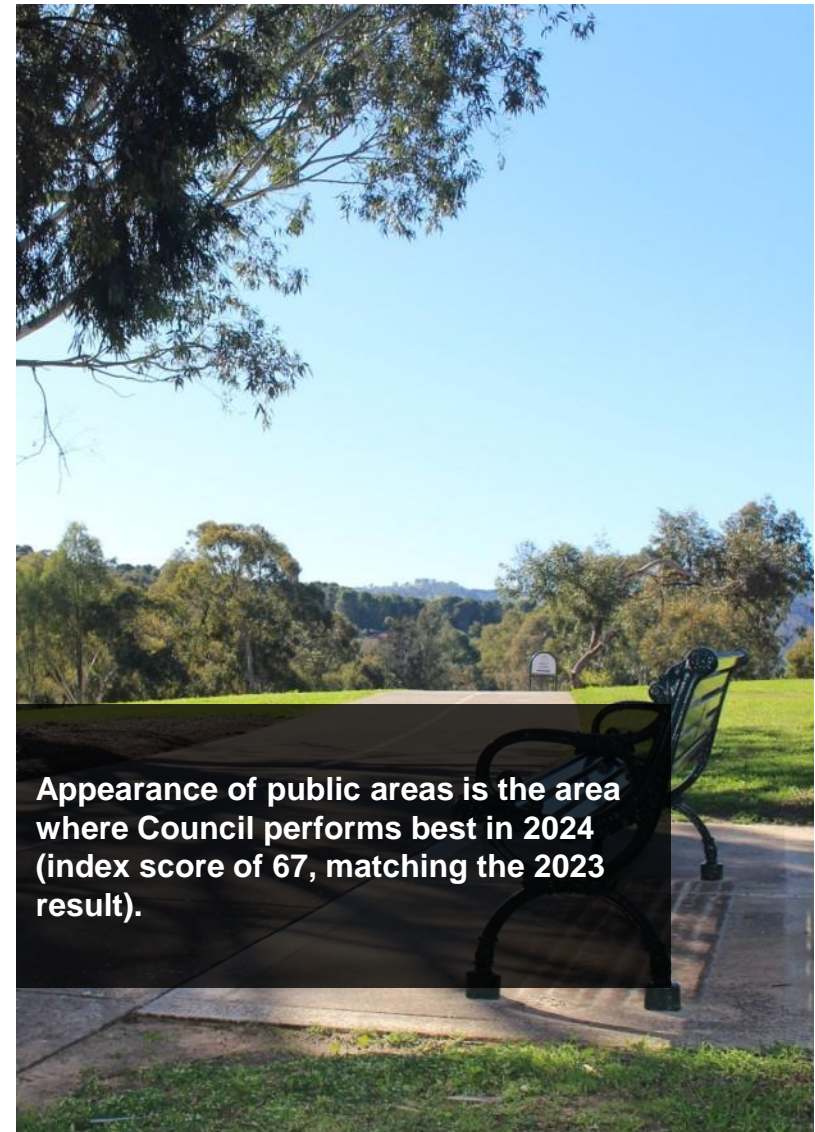
The next highest rated service areas for Council are:

- waste management (index score of 64)
- informing the community (index score of 52, down a significant four index points on 2023).

However, each of these are rated significantly lower than the State-wide and Small Rural group averages.

Residents aged 35 to 49 years rate all of the aforementioned service areas significantly lower than the Council average.

- In the area of informing the community, residents aged 18 to 34 years rate Council significantly higher than average.





## Low performing service areas



**Council rates lowest in the areas of sealed local roads (index score of 33), lobbying and community decisions (index scores of 45).**

Council is rated lowest in the area of sealed local roads (index score of 33), representing three years of successive significant decline, resulting in the lowest rating in 10 years. Council rates significantly lower than the Small Rural average (index score of 41). When asked what Council most needs to do to improve its performance, 27% of residents nominate sealed road maintenance.

The next-lowest rated service areas are lobbying and community decisions (index score of 45 for each).

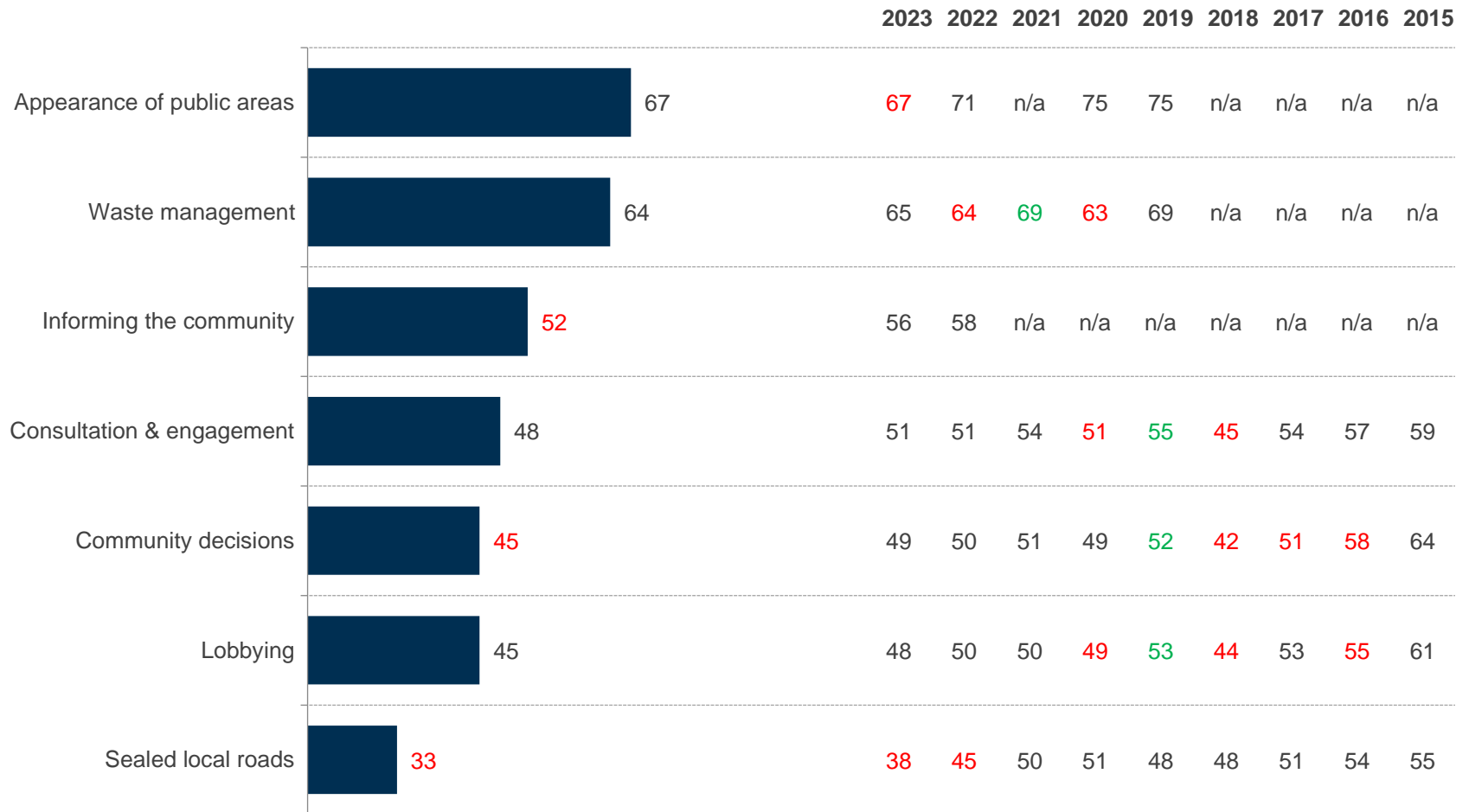
- In both of these service areas, Council performs significantly lower than the Small Rural group average.
- Residents aged 18 to 34 years (index score of 55) rate lobbying performance significantly higher than the Council average.

Perceptions of Council's efforts to make decisions in the interest of the community declined significantly this year, reaching a decade long low point.



# Individual service area performance

2024 individual service area performance (index scores)

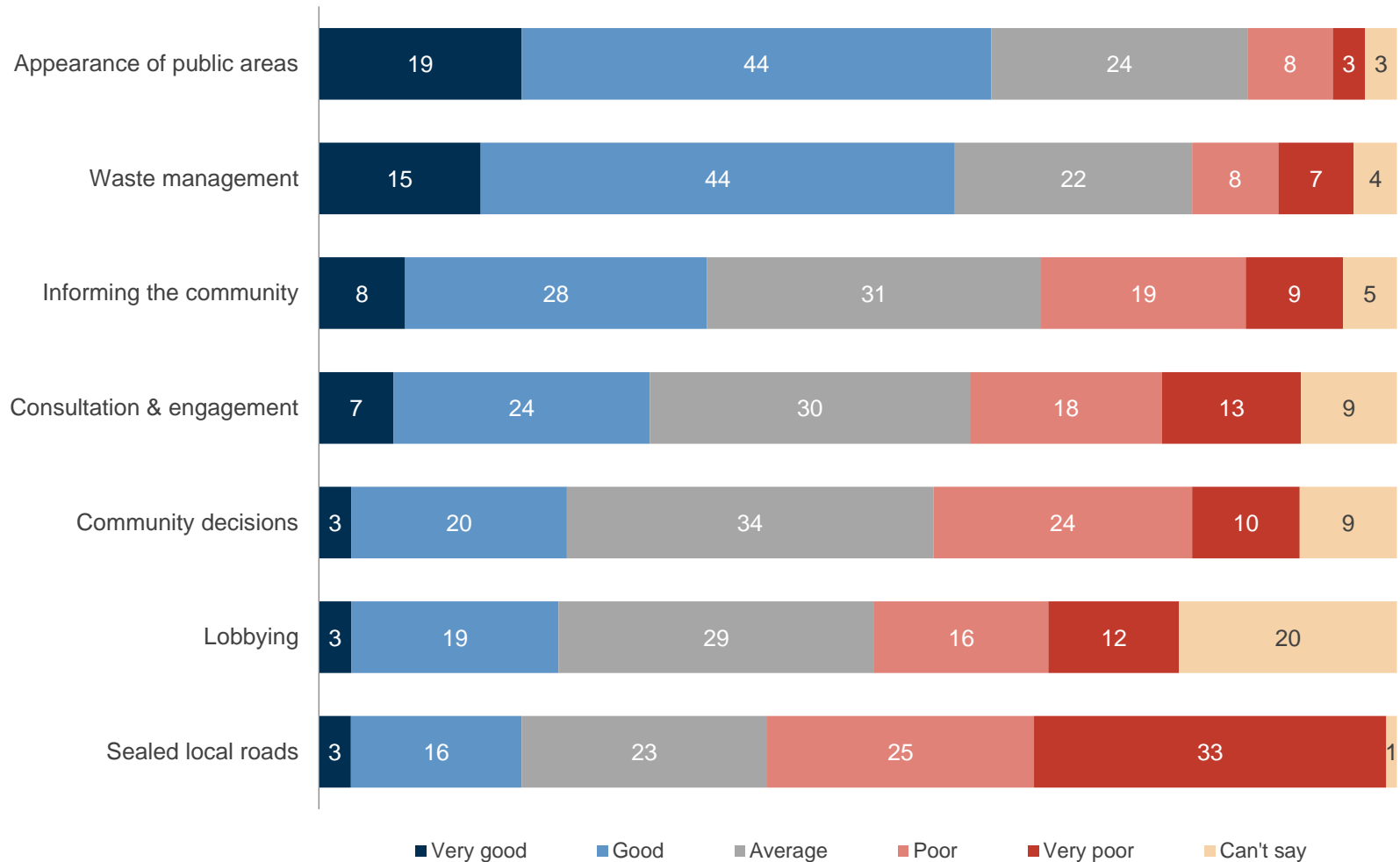


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19  
 Note: Please see Appendix A for explanation of significant differences.



# Individual service area performance

2024 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19





# Areas for improvement

**2024 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: 49 Councils asked group: 14  
 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

Almost six in 10 Council residents (59%) have had contact with Council in the last 12 months. Rate of contact has been relatively stable over time.

- Residents aged 35 to 49 years have the highest rate of contact with Council, at 67%, an increase of 15 percentage points on last year.
- Council's average rate of contact is significantly lower than the Small Rural group average (65%).



**Among those residents who have had contact with Council, 53% provide a positive customer service rating of 'very good' or 'good', including 26% who rate Council's customer service as 'very good'.**

### Customer service

Council's customer service index of 59 is not significantly different from 2023. Perceptions of customer service have been largely stable in recent years, but remain lower than that seen prior to the significant decline that occurred in 2021. Council has yet to recover.

Customer service is rated significantly lower than the State-wide and Small Rural group averages (index scores of 67 and 66 respectively).

- Residents aged 35 to 49 years are the only cohort to provide a significantly lower rating than they did last year (index score of 54, down 14 points). This is of some concern, as this is the age group that has had the highest level of contact with Council.

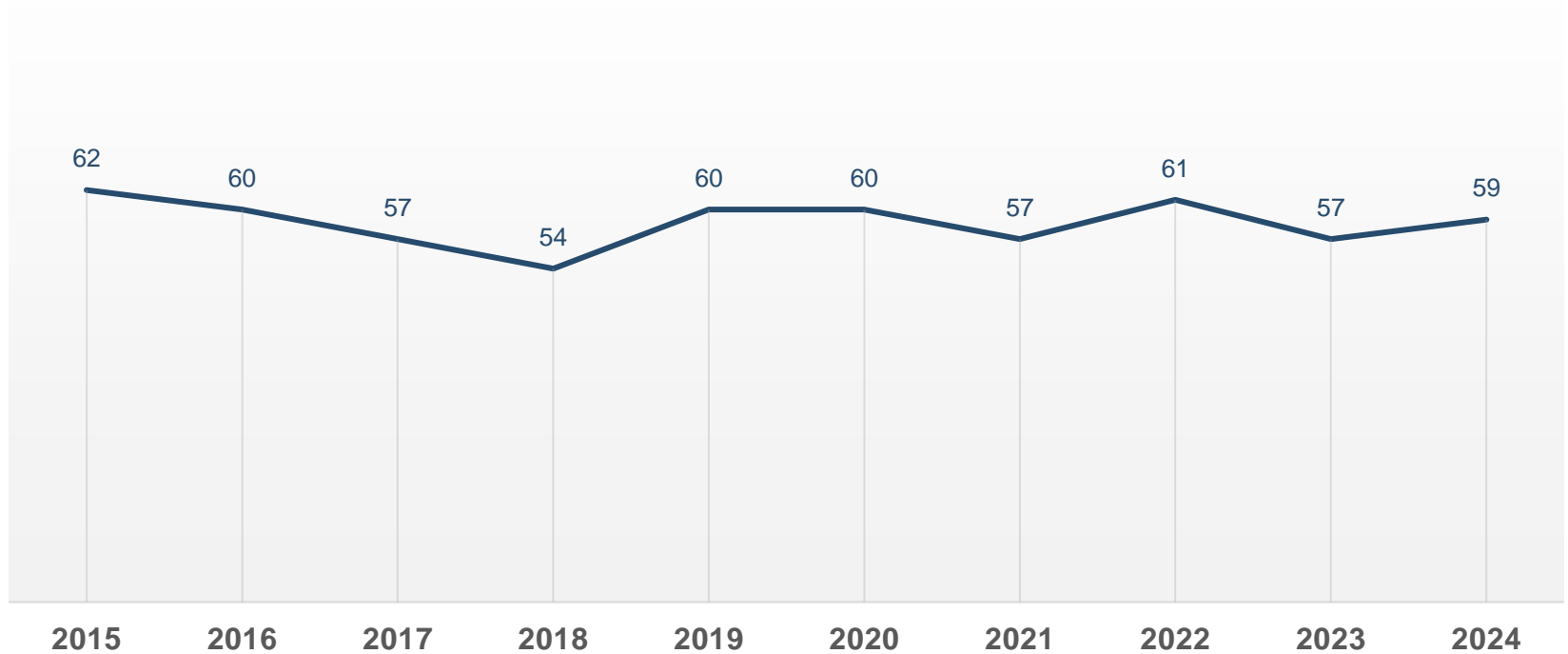
Over half of residents (53%) provide a positive customer service rating of 'very good' or 'good'.

- Less than a quarter of residents (24%) provide a negative customer service rating of 'poor' or 'very poor'.
- A further 22% provide an 'average' rating for Council's customer service.



# Contact with council

**2024 contact with council (%)**  
Have had contact



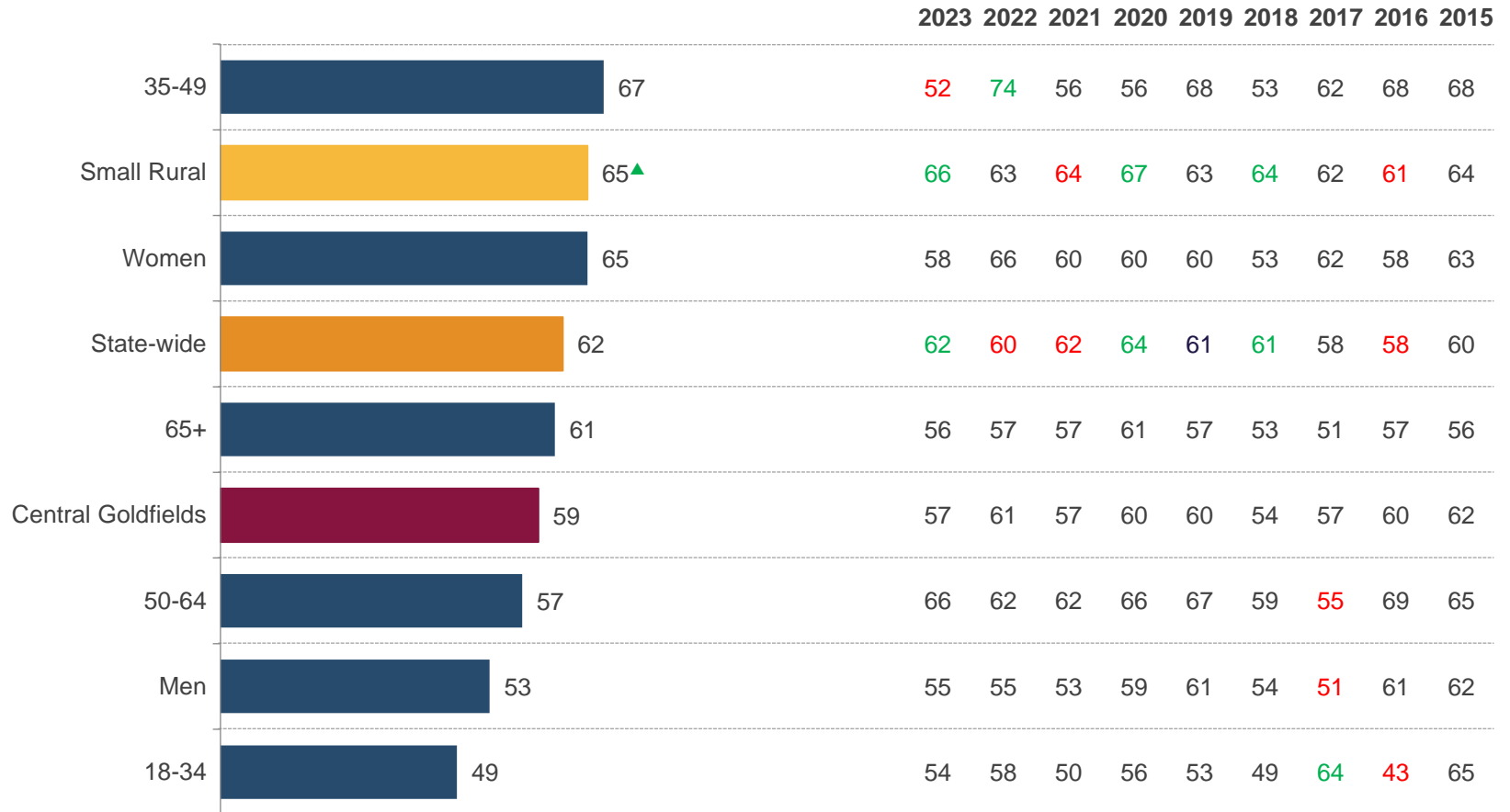
Q5. Over the last 12 months, have you or any member of your household had any contact with Central Goldfields Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 36 Councils asked group: 15



# Contact with council

2024 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?

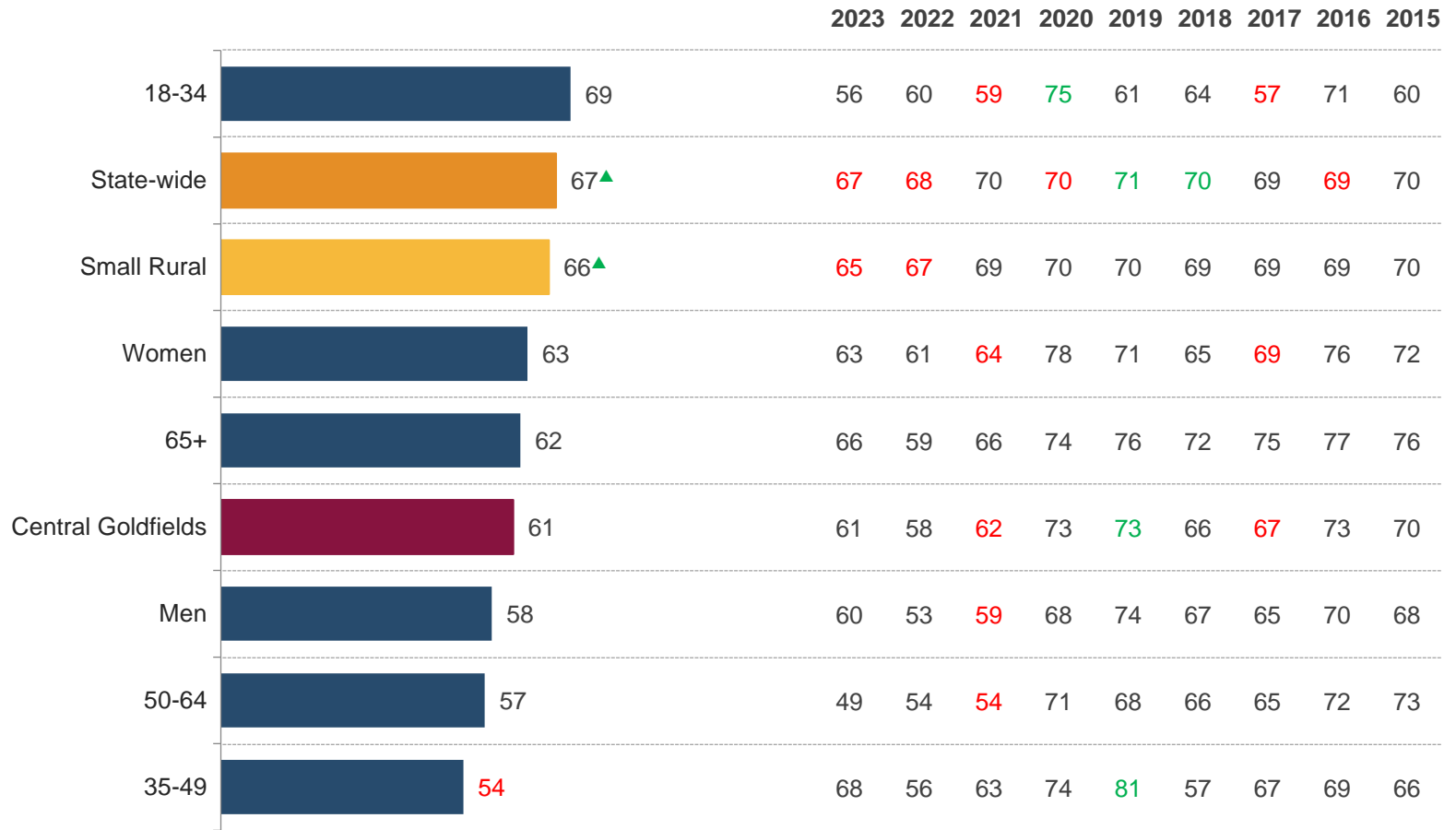
Base: All respondents. Councils asked State-wide: 36 Councils asked group: 15

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



# Customer service rating

2024 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.

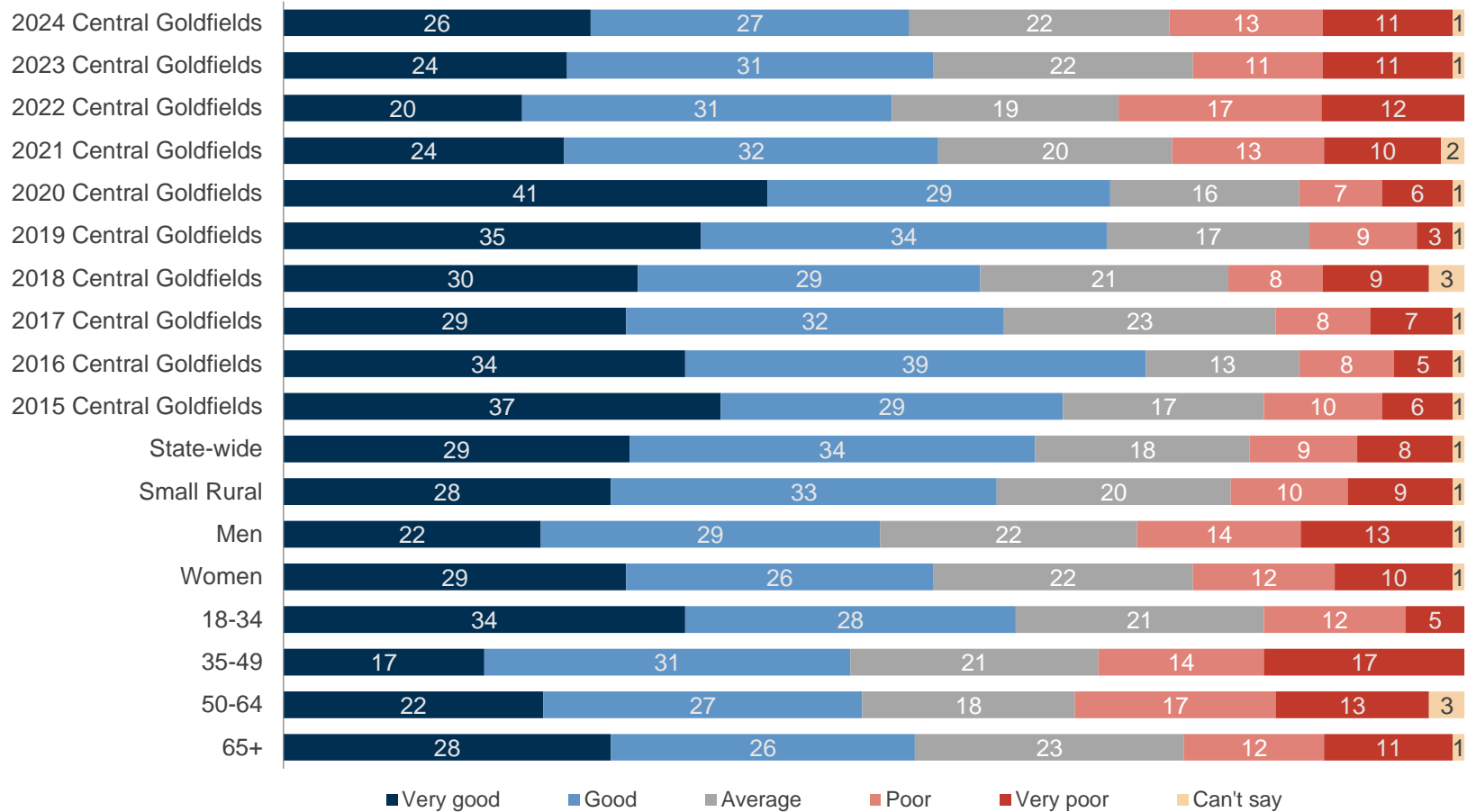
Councils asked State-wide: 62 Councils asked group: 19

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# Customer service rating

2024 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: 62 Councils asked group: 19



# Communication



## Communication

Council residents' preferred form of communication from Council about news and information and upcoming events is a newsletter sent via mail (33%).

The next preferred form of communication from Council – for the first time placing this high, both in terms of percentage and ranking – is social media (18%, up from 13% in 2023).

The greatest change since 2023 has been a decline in preference for receiving Council communication via advertising in a local newspaper (16%, down 12 percentage points from 28% in 2023). Despite this, it is still the third preferred form of communication (and is almost on par with preference for social media).

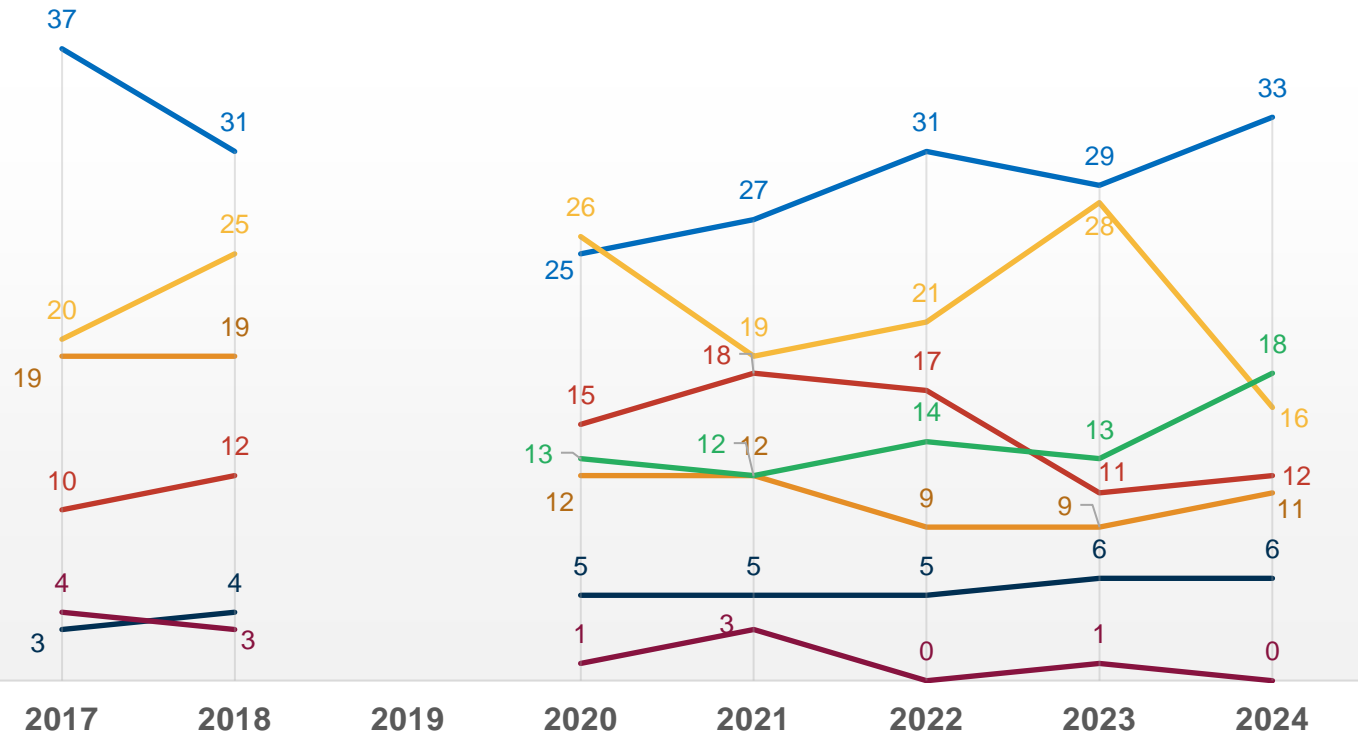
- The preferred form of communication among residents under 50 years of age is social media (34%, trending up and at the highest level recorded) – now ahead of a Council newsletter sent via mail (26%).
- The preferred form of communication among those aged 50 years or older is a Council newsletter sent via mail (37%, up from 28% in 2023), ahead of advertising in a local newspaper (21%).
- Interestingly, the three 'physical copy' options all place in the top three preferences for those aged 50 years or older.





# Best form of communication

2024 best form of communication (%)

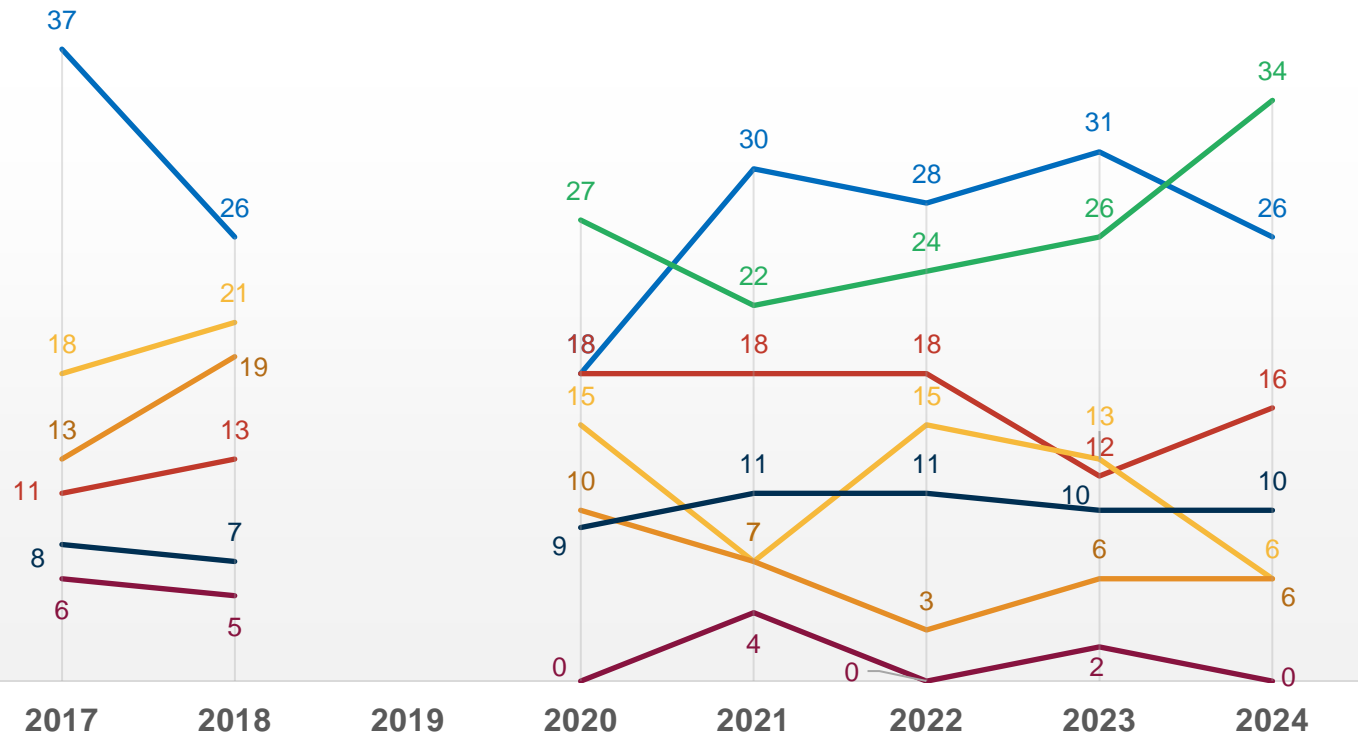


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 11  
 Note: 'Social Media' was included in 2019.



# Best form of communication: under 50s

2024 under 50s best form of communication (%)

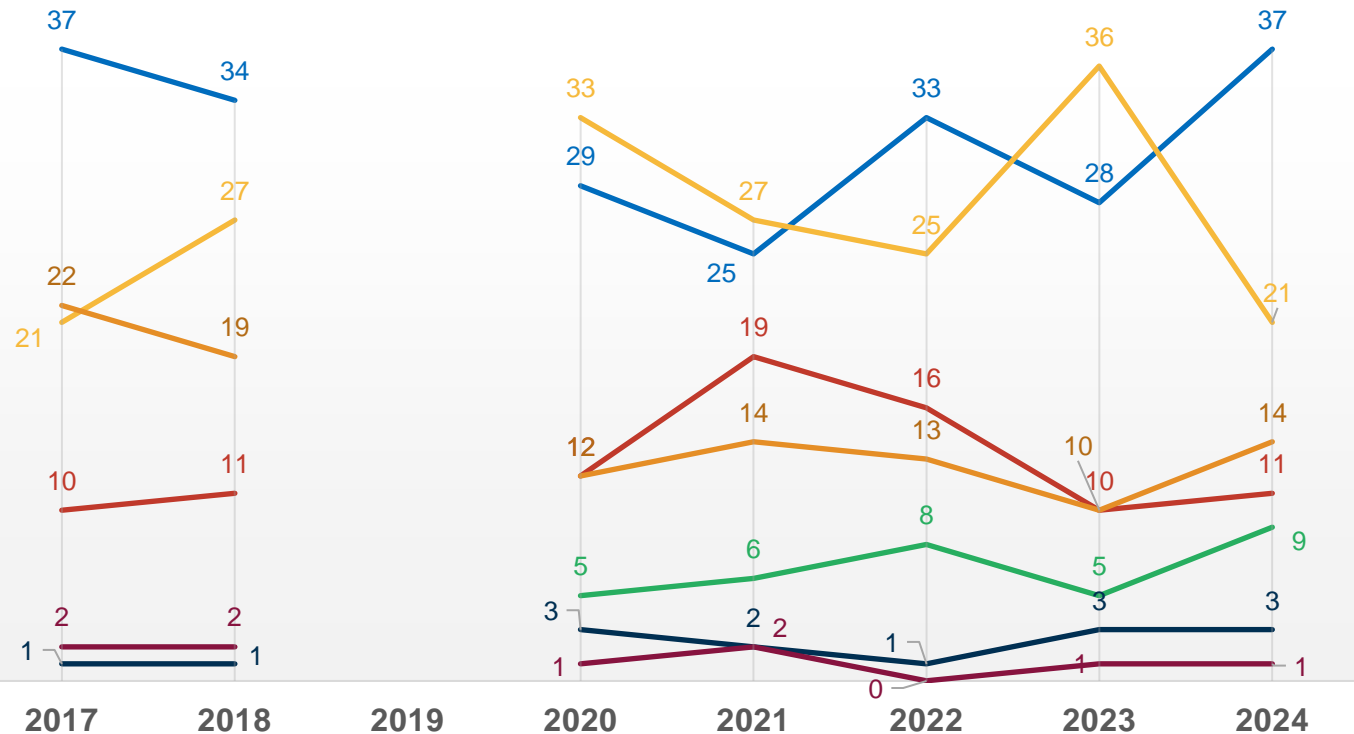


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged under 50. Councils asked State-wide: 38 Councils asked group: 11  
 Note: 'Social Media' was included in 2019.



# Best form of communication: 50+ years

2024 50+ years 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 50+ years. Councils asked State-wide: 38 Councils asked group: 11  
 Note: 'Social Media' was included in 2019.



# Council direction



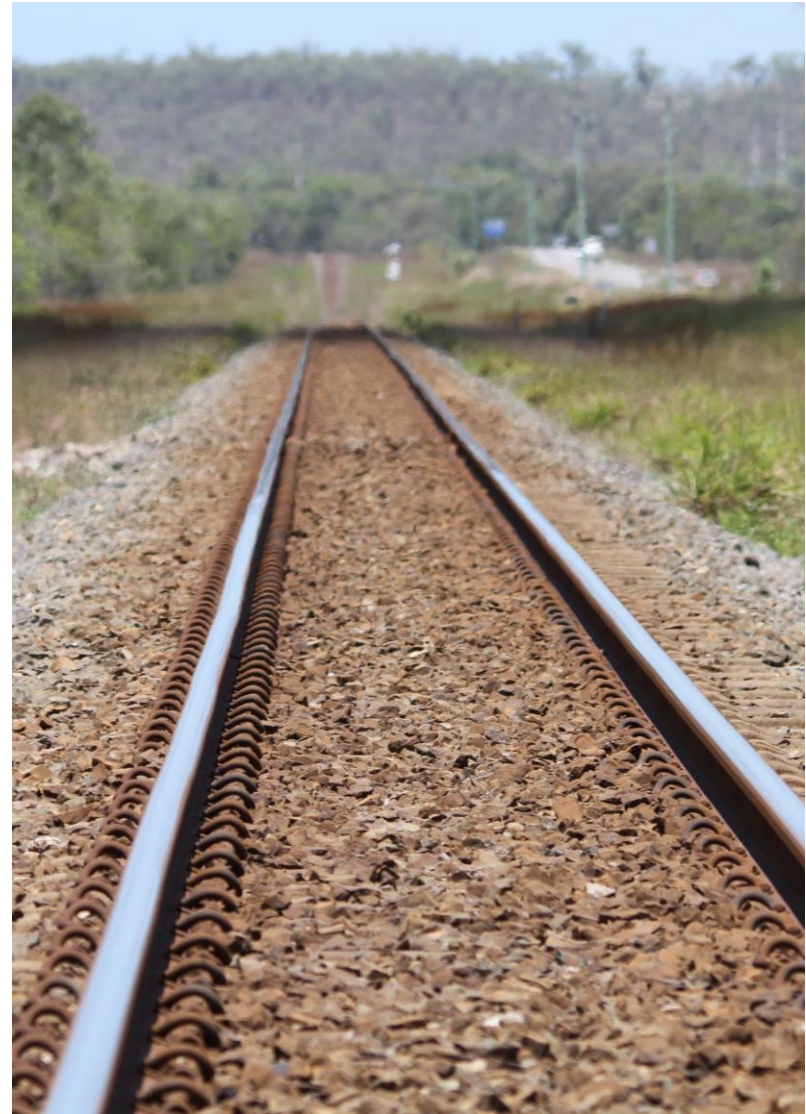
## Council direction

When it comes to direction of Council's overall performance, 53% of residents believe it has stayed the same.

- Only 15% of residents believe the Council's overall direction has improved (down three percentage points on 2023) in the last 12 months.
- More residents believe it has deteriorated (29%, up seven percentage points on 2023).

No significant differences are found among residents from different demographic groups compared to the Council average (index score of 43), which is in line with the State-wide and Small Rural averages (index scores of 45 and 44 respectively). However, Council's result is significantly lower than the 2023 result (down five points from 48).

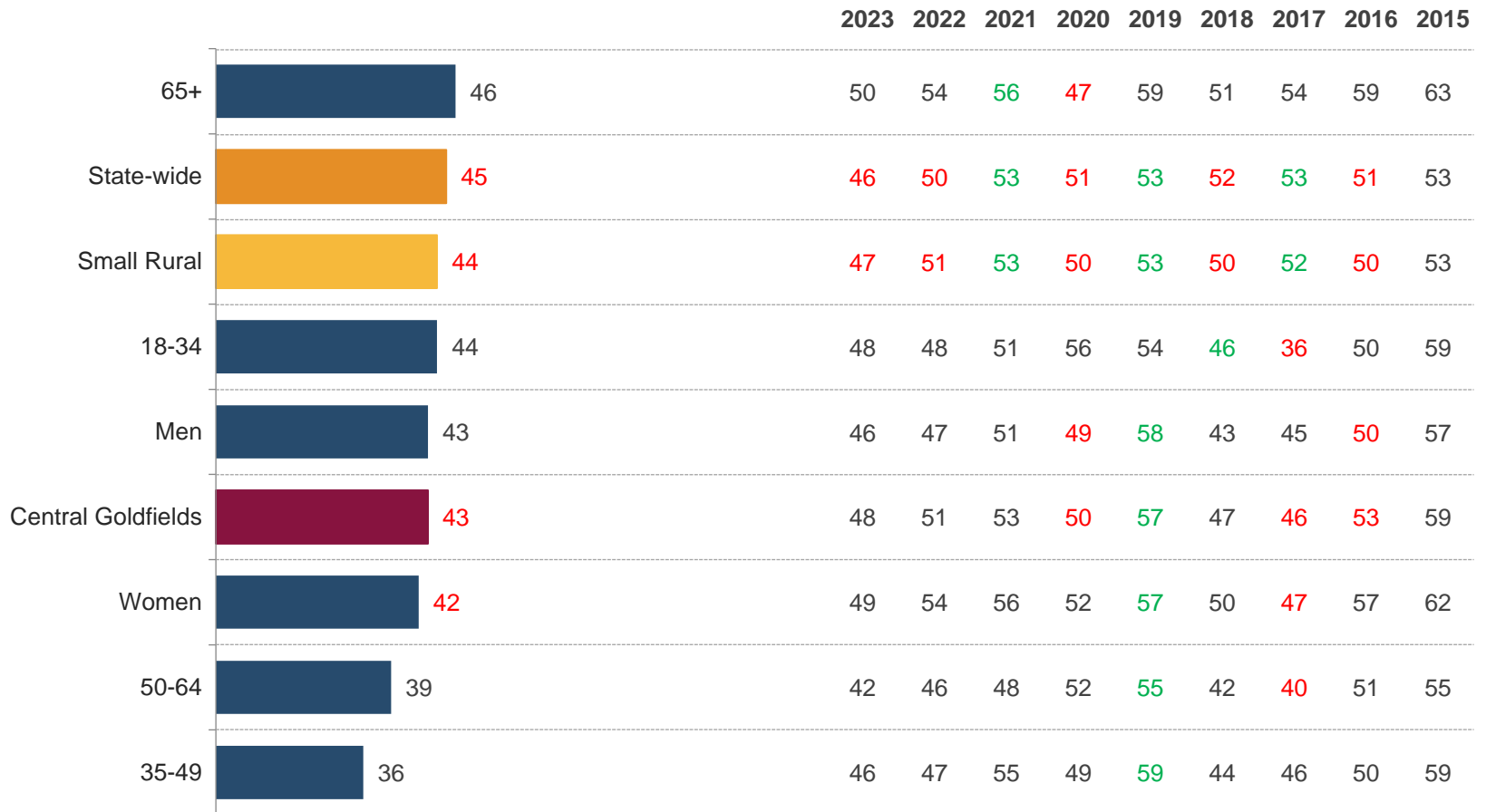
- The most satisfied with council direction are residents aged 65 years or older and 18 to 34 years (index scores of 46 and 44 respectively).
- The least satisfied with council direction are residents aged 35 to 49 years and 50 to 64 years (index scores of 36 and 39 respectively).
- Women (index score of 42) are the only cohort where perceptions of Council direction is significantly down on the 2023 result (down seven index points).





# Overall council direction last 12 months

2024 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?

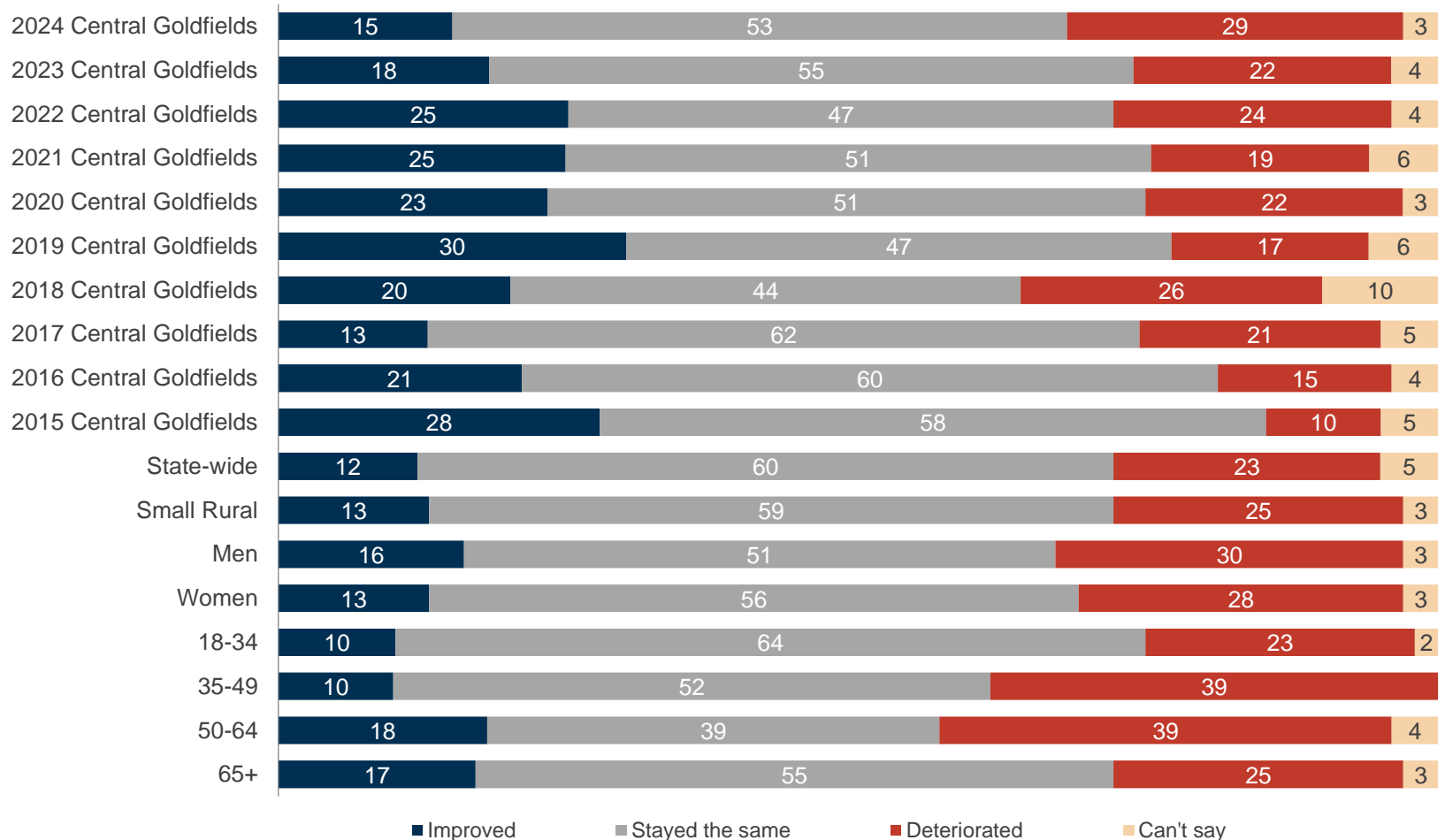
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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



# Overall council direction last 12 months

2024 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: 62 Councils asked group: 19



A large, stylized letter 'W' graphic that serves as a background element. The 'W' is filled with a dark blue color and overlaid with a glowing, light blue network pattern of interconnected nodes and lines, resembling a data or communication network. The 'W' is positioned on the right side of the page, extending from the top to the bottom.

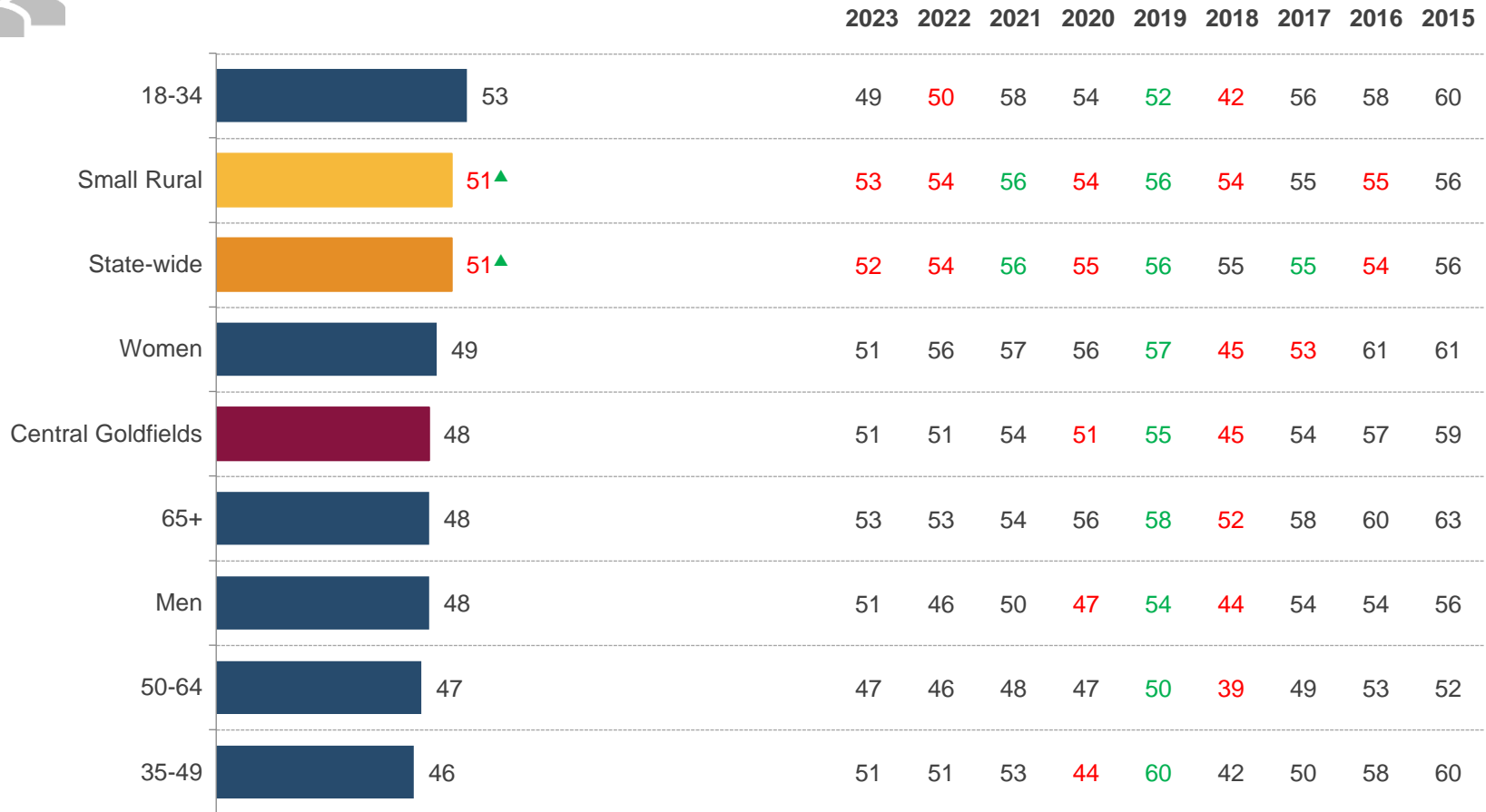
# Individual service areas



# Community consultation and engagement performance



2024 consultation and engagement performance (index scores)



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

Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

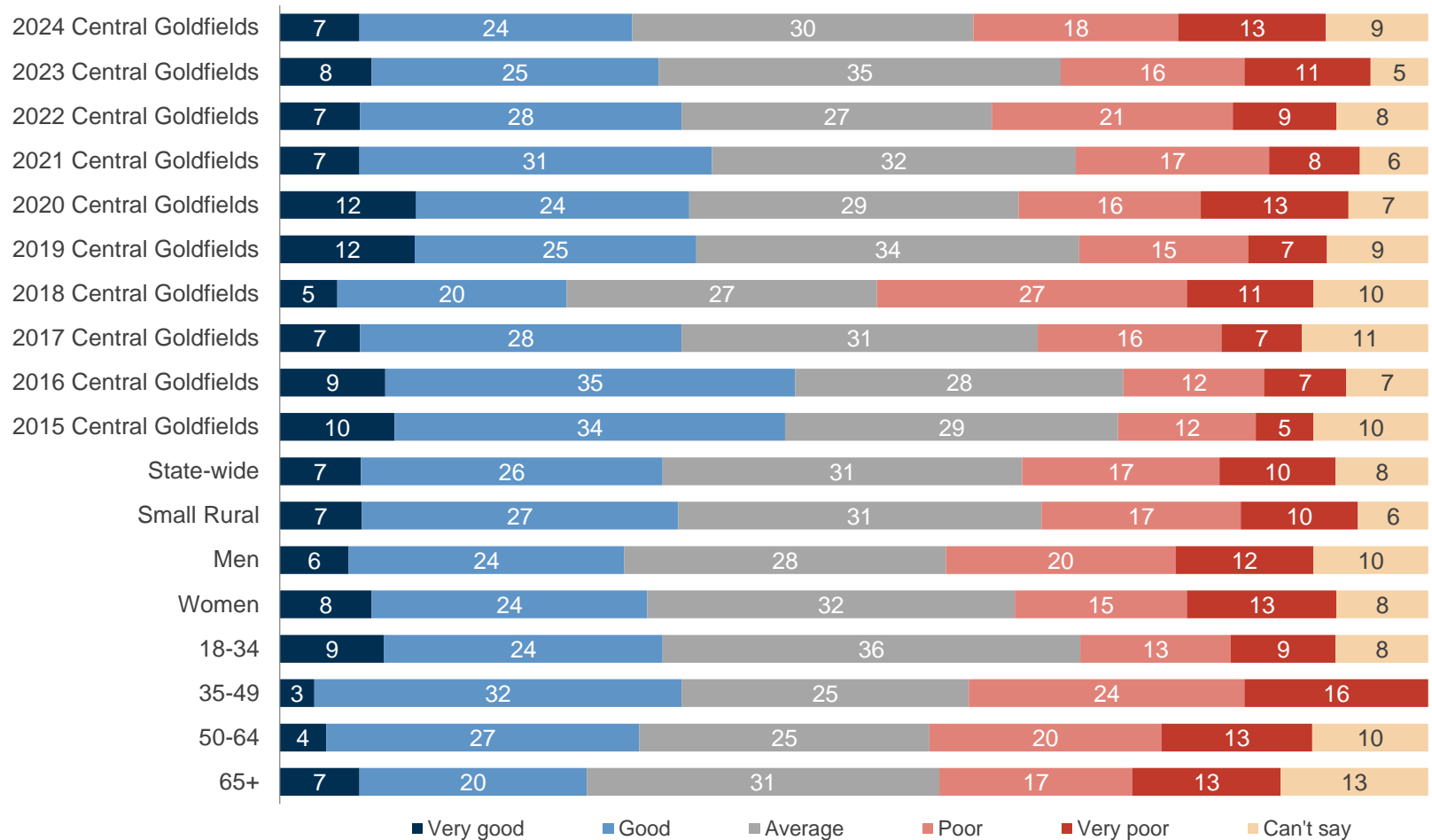
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement performance



2024 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: 62 Councils asked group: 19



# Lobbying on behalf of the community performance



2024 lobbying performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	50	45	57	50	55	41	52	50	64
Small Rural	52	54	55	52	55	53	55	54	56
State-wide	51	53	55	53	54	54	54	53	55
Women	48	52	54	53	55	44	51	58	63
65+	49	53	51	53	58	49	58	62	64
Central Goldfields	48	50	50	49	53	44	53	55	61
Men	48	47	47	46	52	43	56	51	60
35-49	46	47	51	45	52	40	50	49	57
50-64	45	49	43	44	47	41	49	54	59

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

Base: All respondents. Councils asked State-wide: 46 Councils asked group: 14

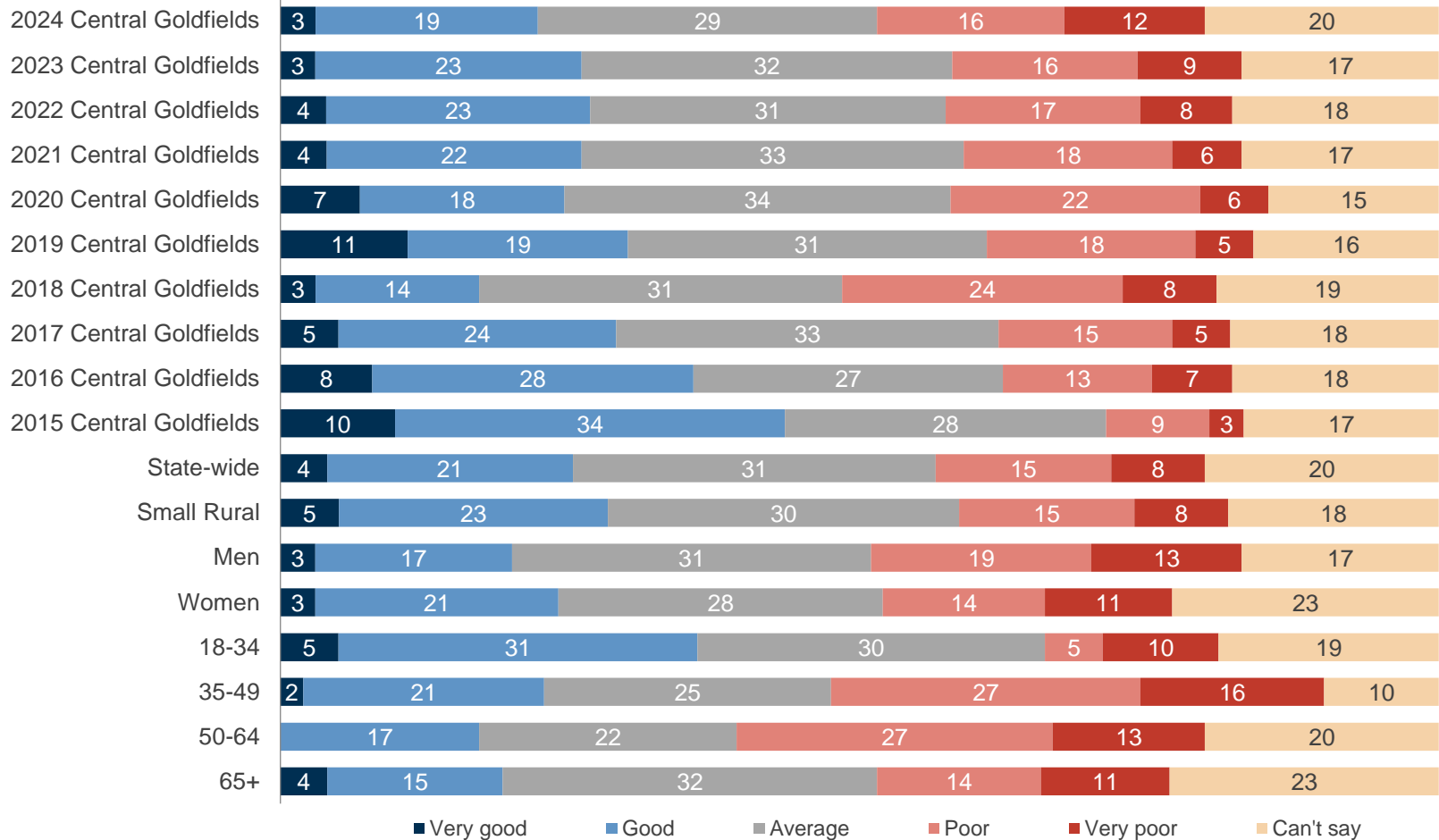
Note: Please see Appendix A for explanation of significant differences.



# Lobbying on behalf of the community performance



2024 lobbying performance (%)

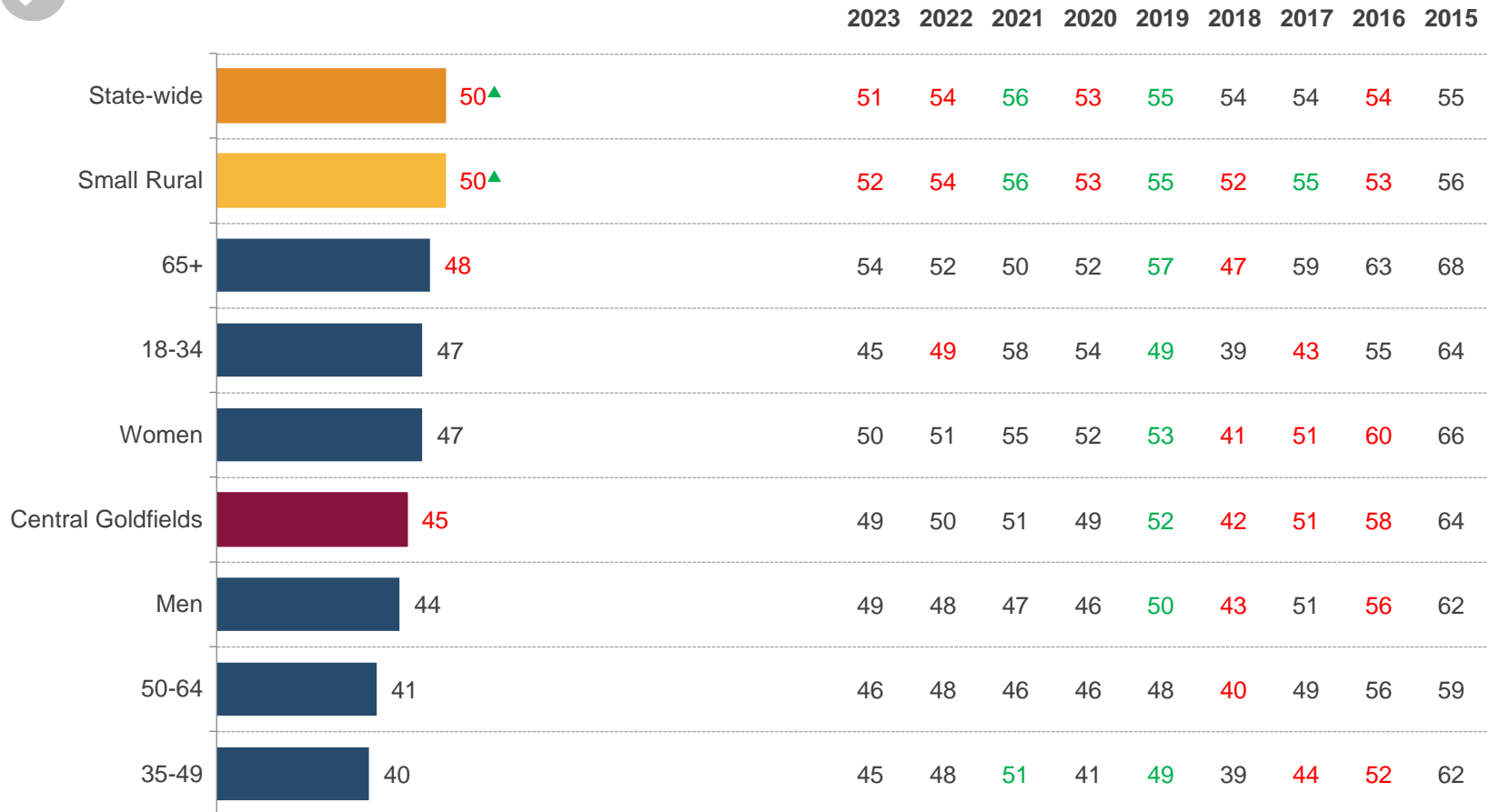


Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 46 Councils asked group: 14

# Decisions made in the interest of the community performance



2024 community decisions made performance (index scores)



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

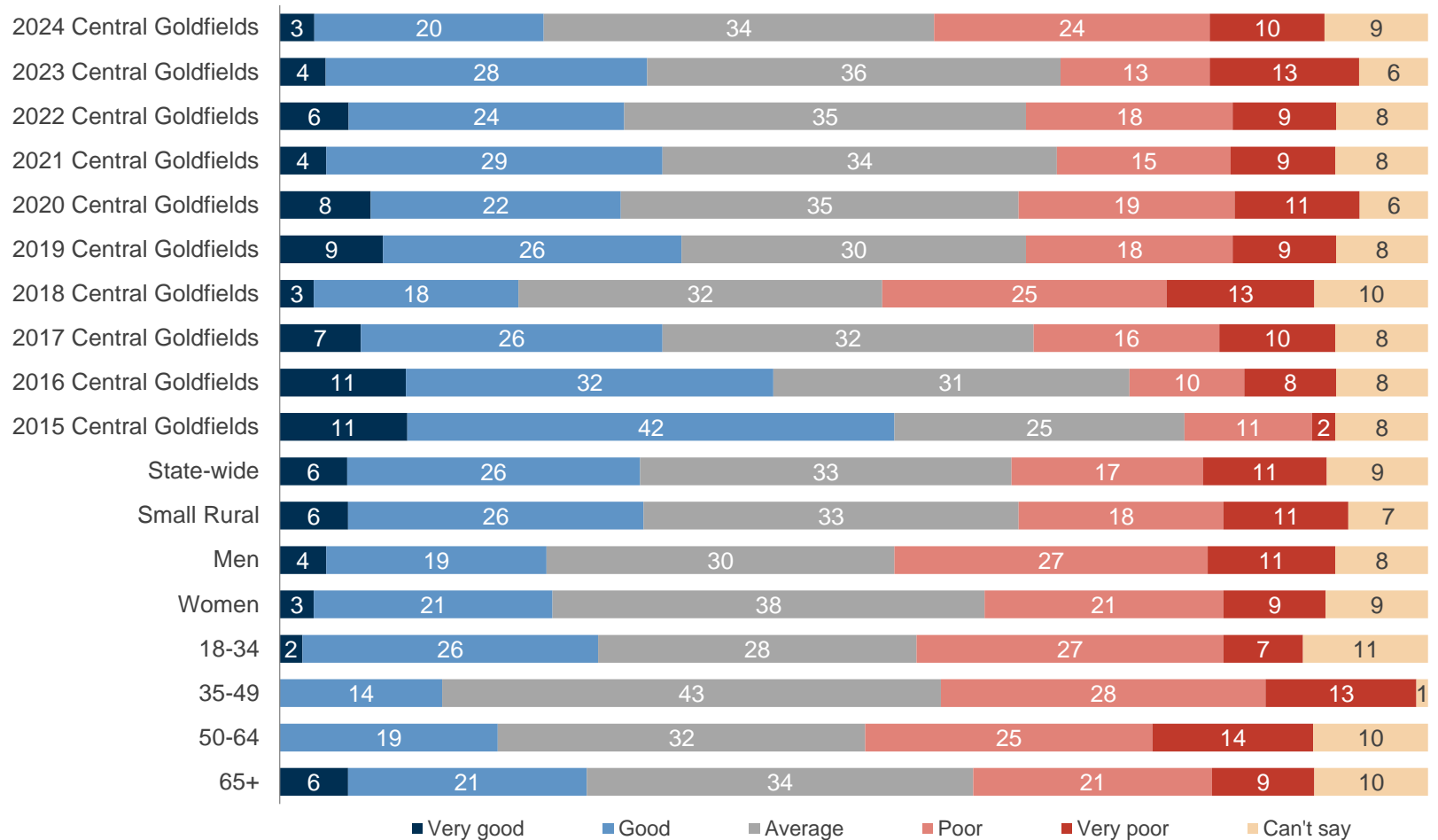
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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

# Decisions made in the interest of the community performance



2024 community decisions made performance (%)

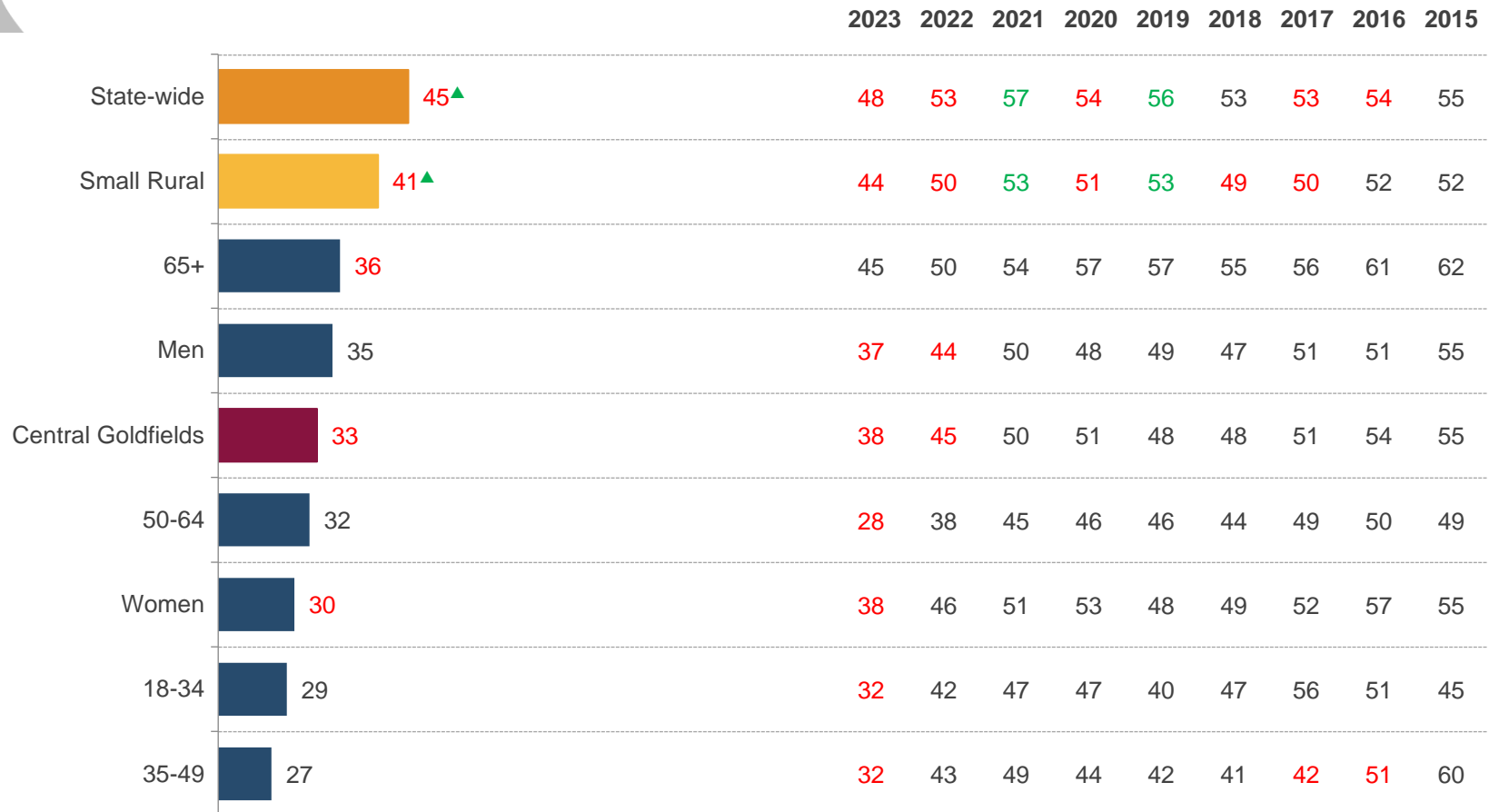


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

# The condition of sealed local roads in your area performance



2024 sealed local roads performance (index scores)



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: 62 Councils asked group: 19

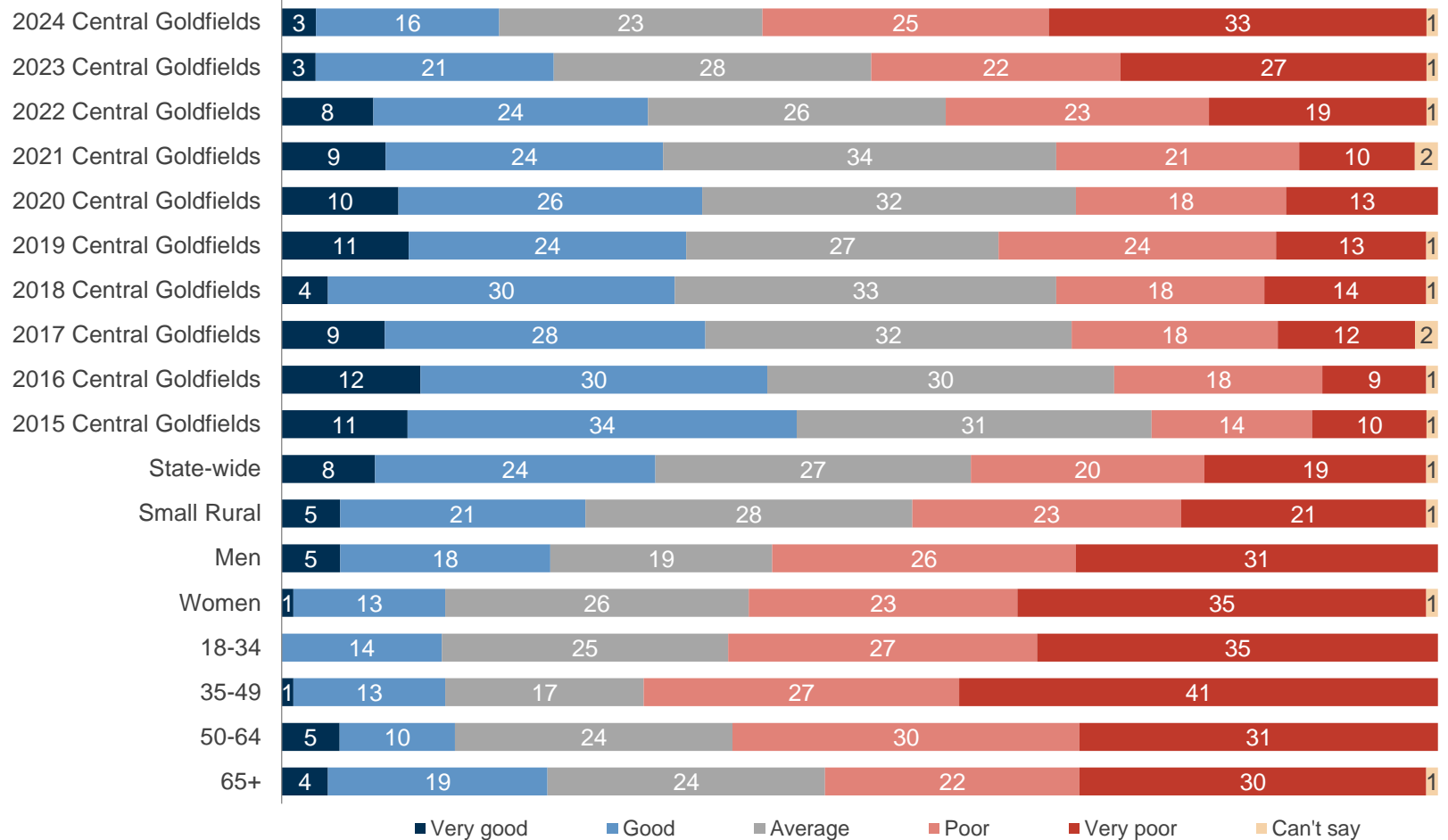
Note: Please see Appendix A for explanation of significant differences.



# The condition of sealed local roads in your area performance



2024 sealed local roads performance (%)



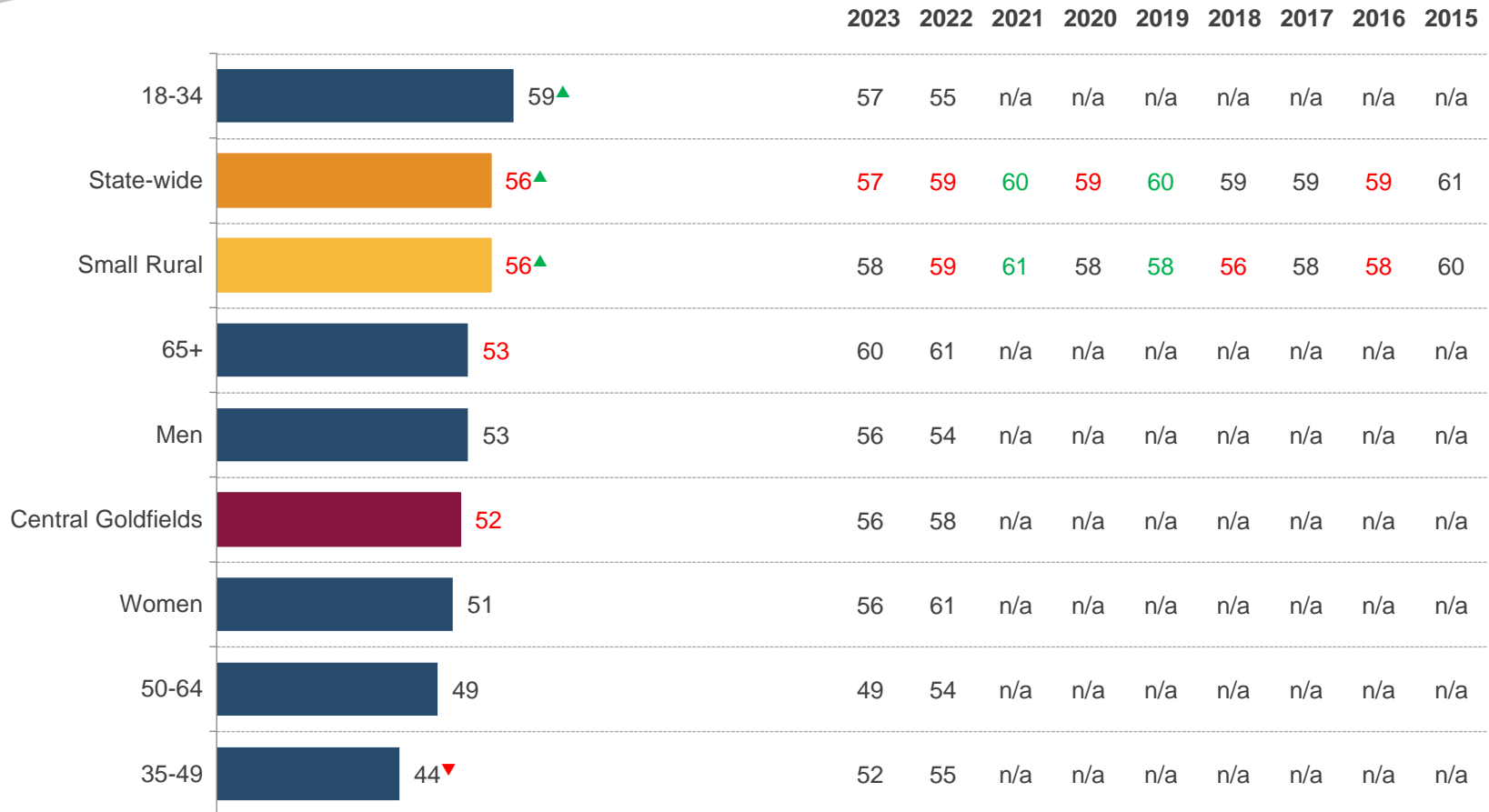
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19



# Informing the community performance



2024 informing community performance (index scores)



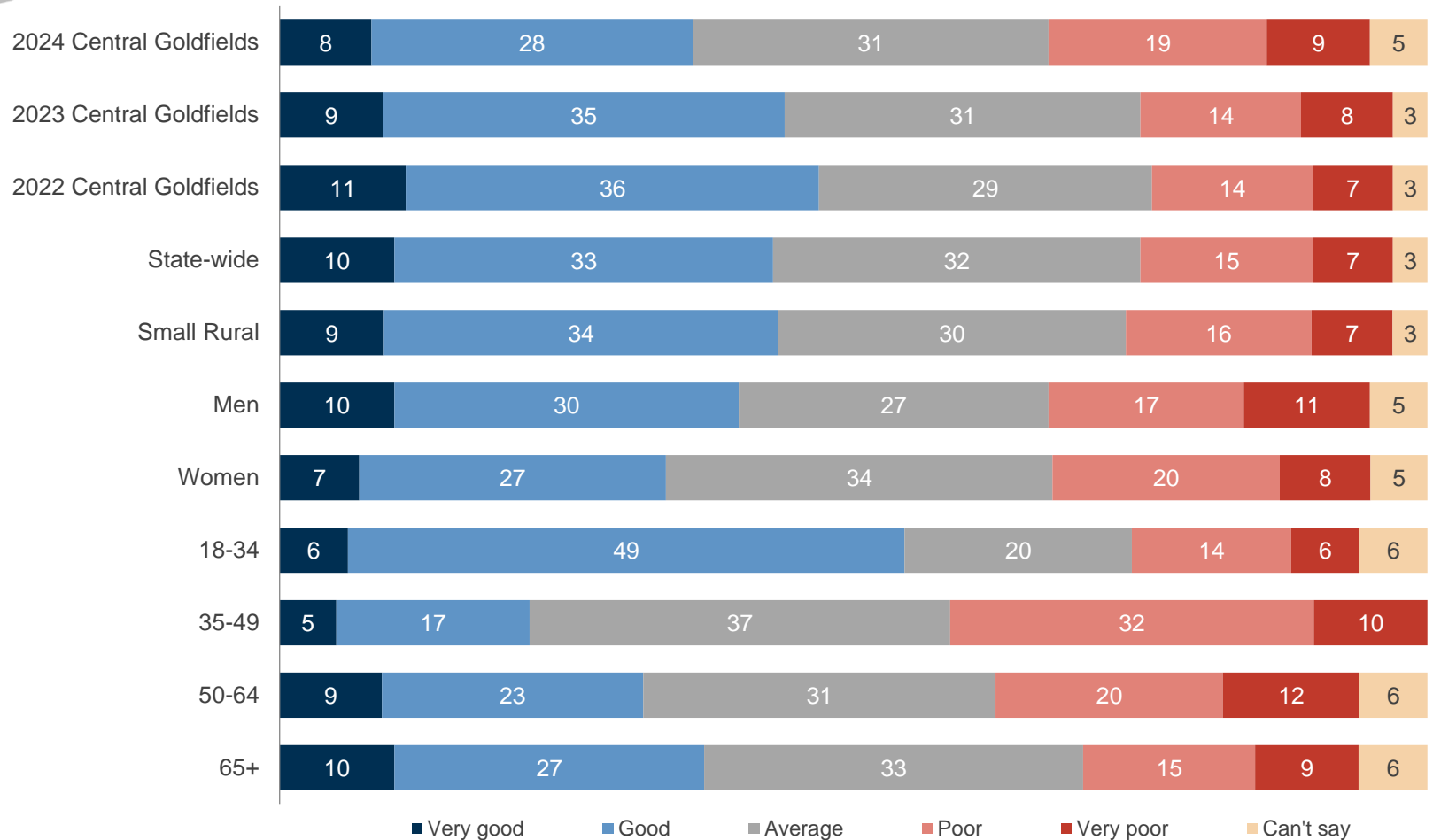
Q2. How has Council performed on 'Informing the community' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 10  
 Note: Please see Appendix A for explanation of significant differences.



# Informing the community performance



2024 informing community performance (%)



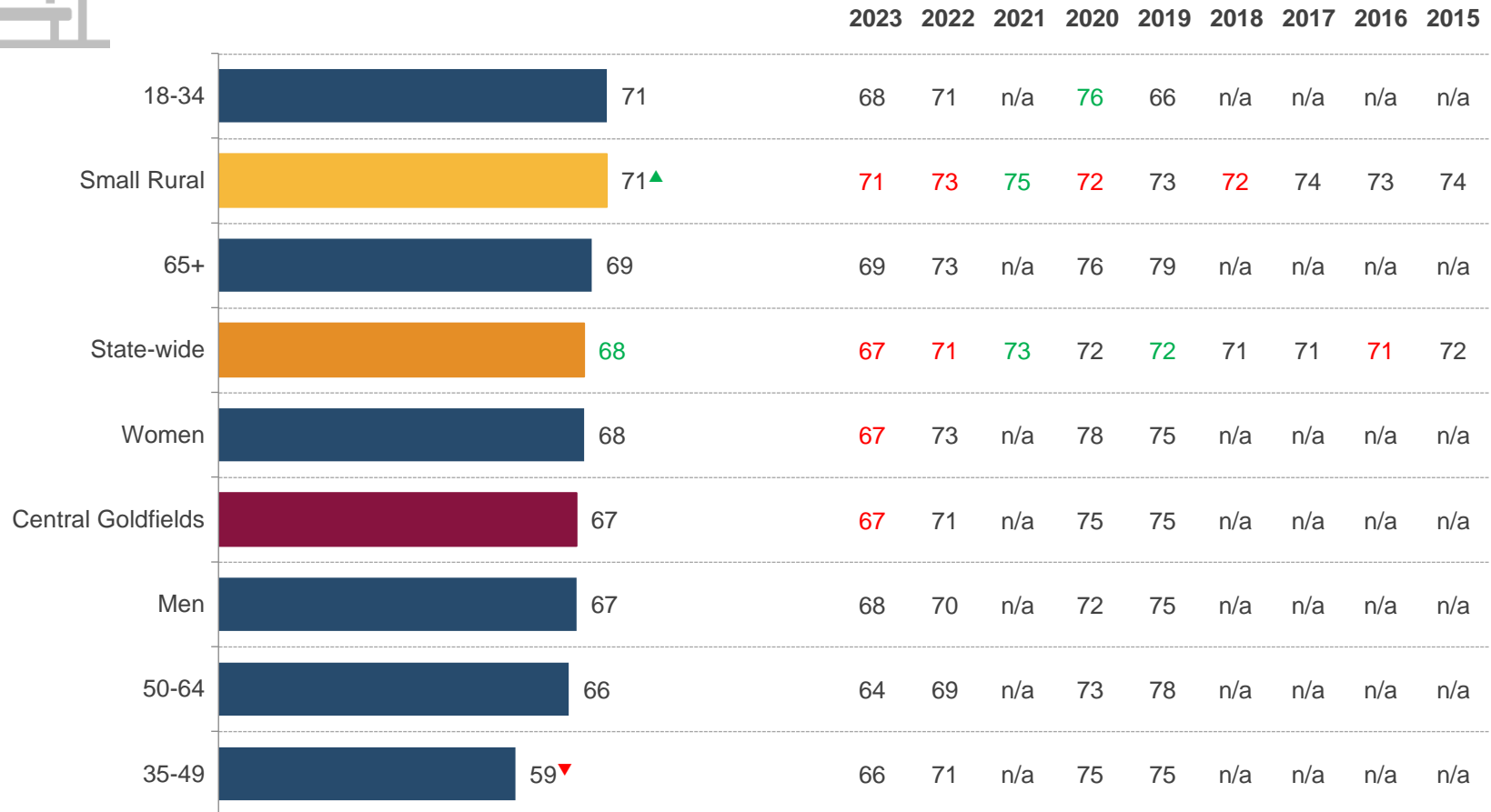
Q2. How has Council performed on 'Informing the community' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 10



# The appearance of public areas performance



2024 public areas performance (index scores)



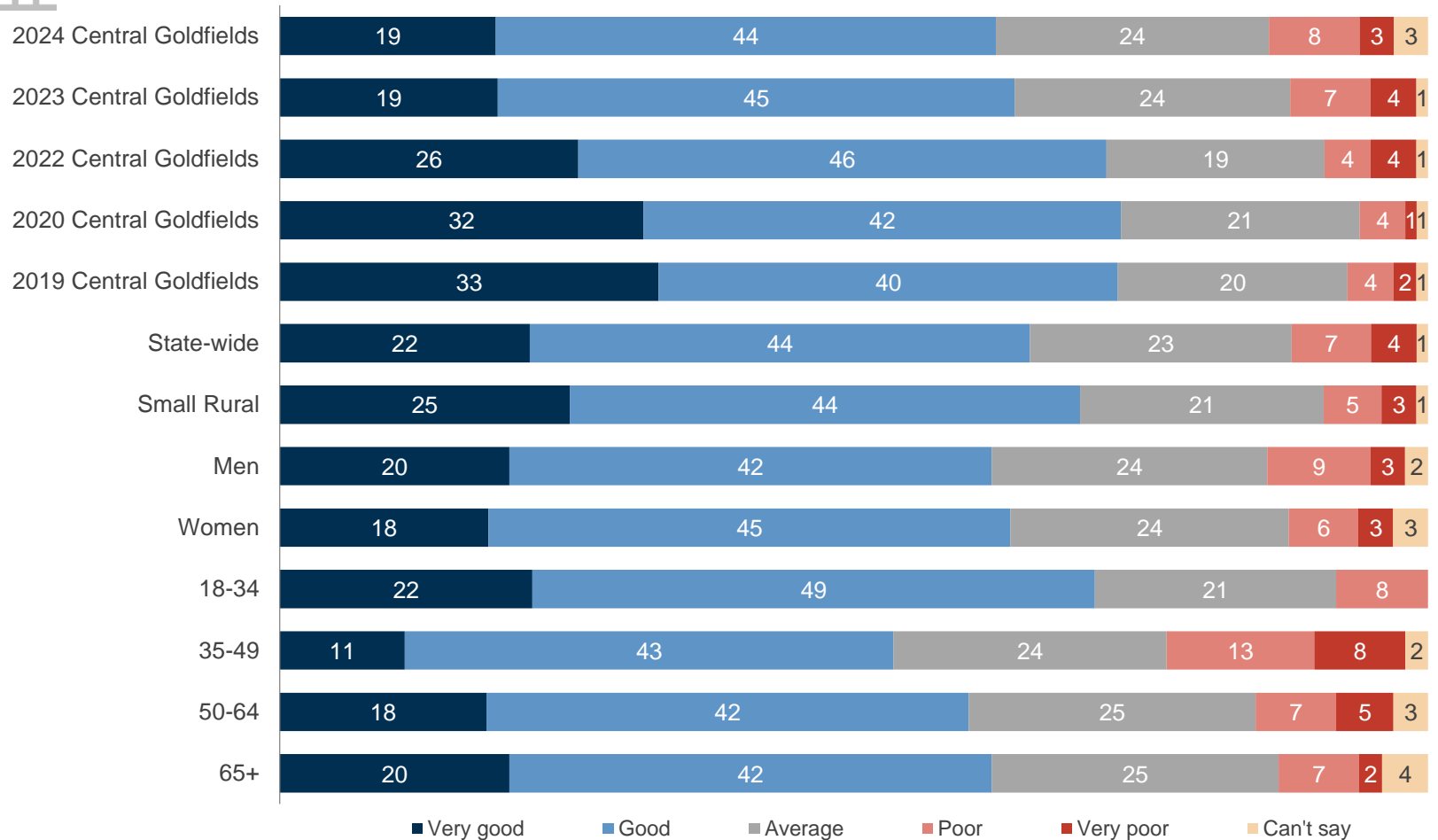
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 42 Councils asked group: 14  
 Note: Please see Appendix A for explanation of significant differences.



# The appearance of public areas performance



2024 public areas performance (%)



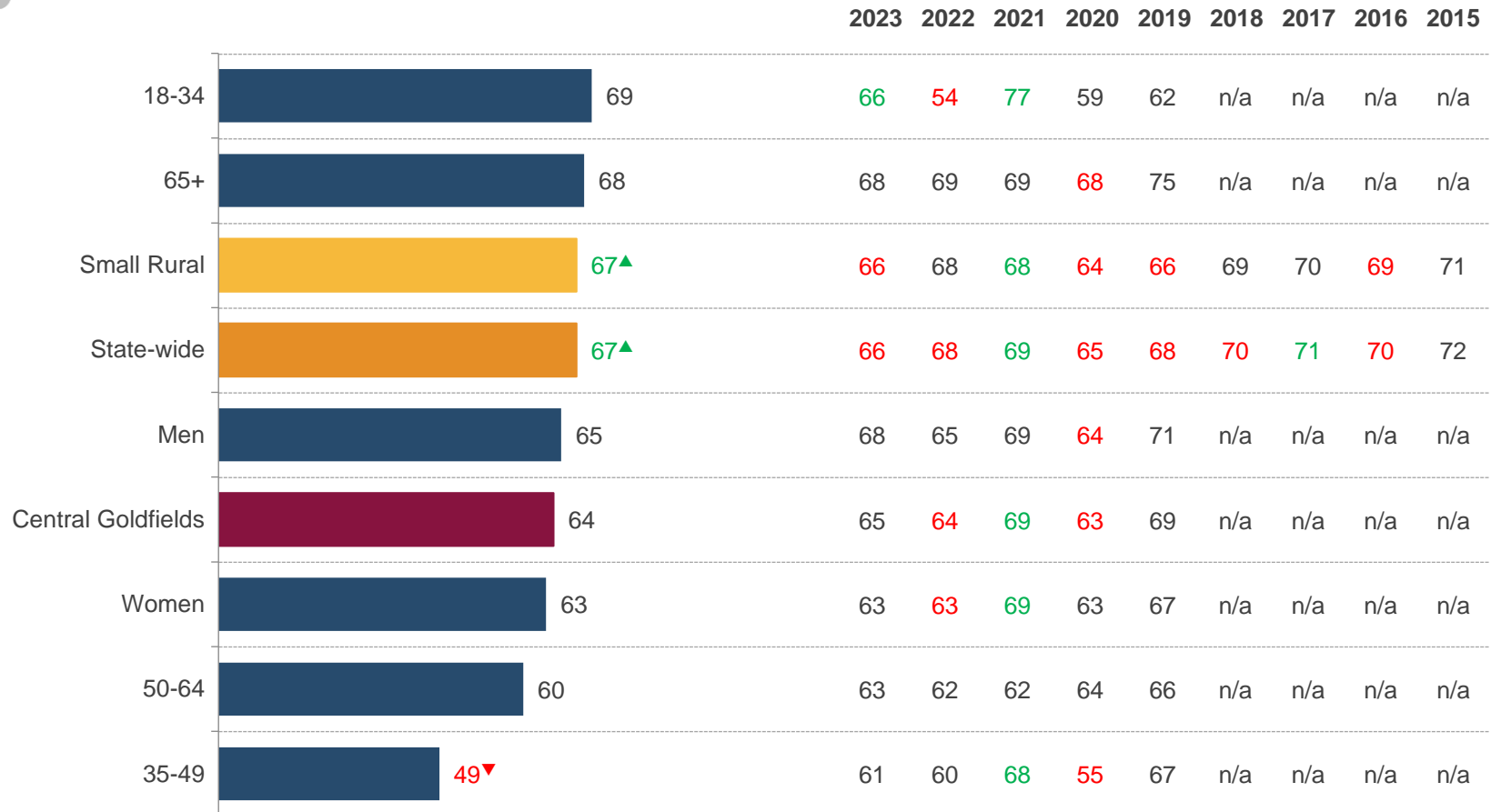
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 42 Councils asked group: 14



# Waste management performance



2024 waste management performance (index scores)



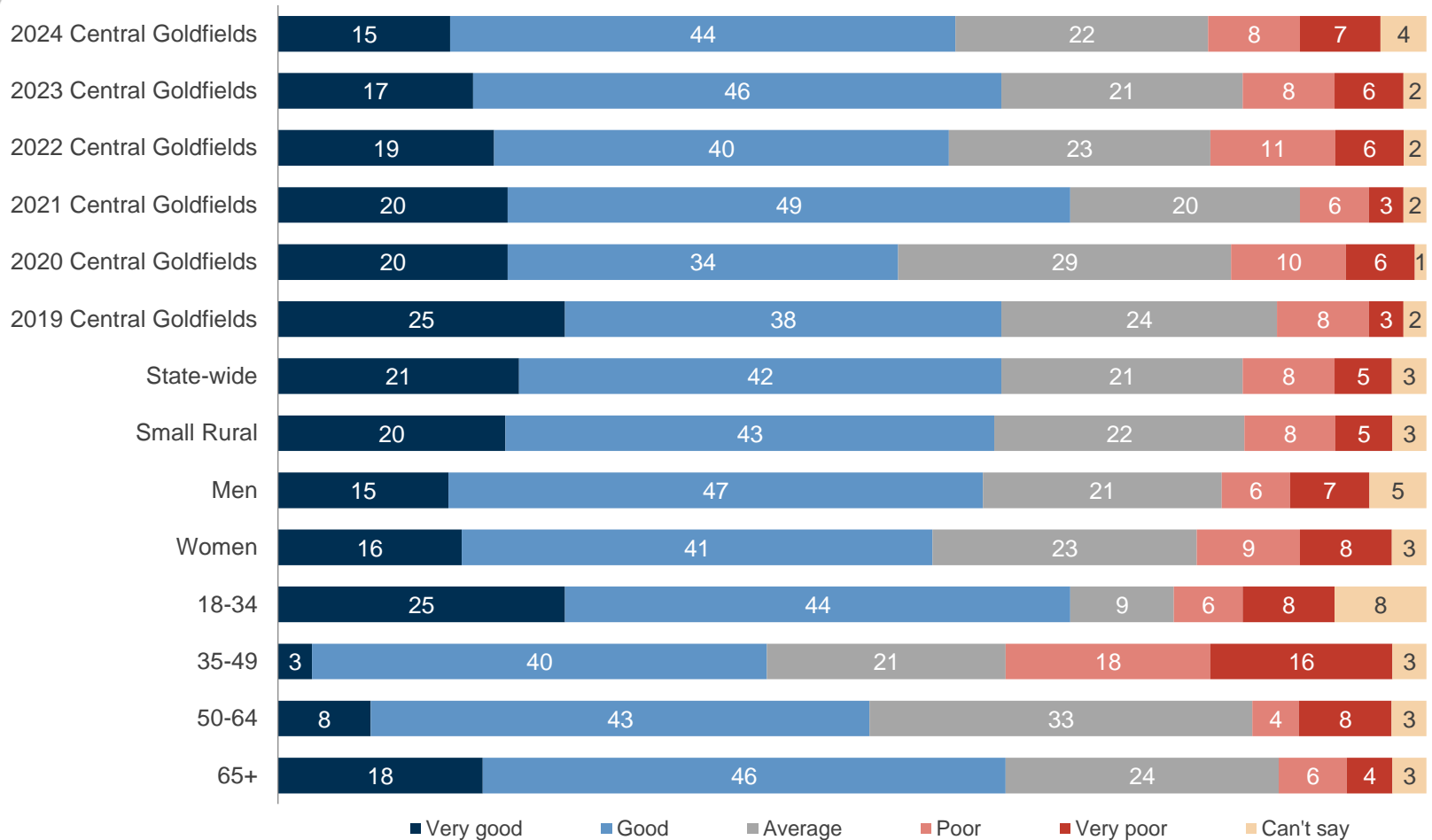
Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19  
 Note: Please see Appendix A for explanation of significant differences.



# Waste management performance



2024 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19



# **Detailed demographics**

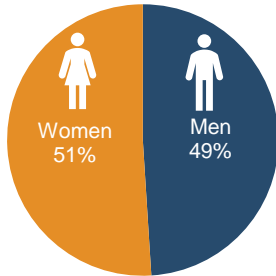




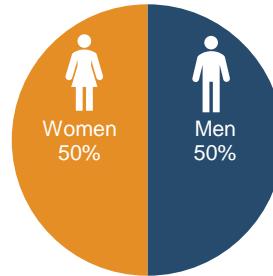
# Gender and age profile

## 2024 gender

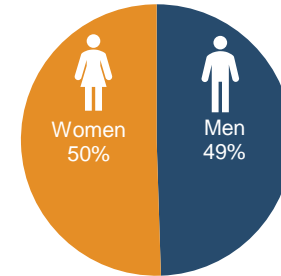
Central Goldfields



Small Rural

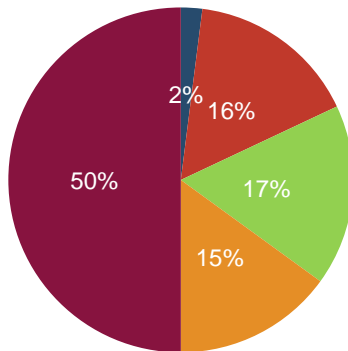


State-wide

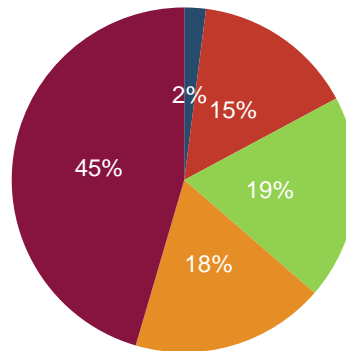


## 2024 age

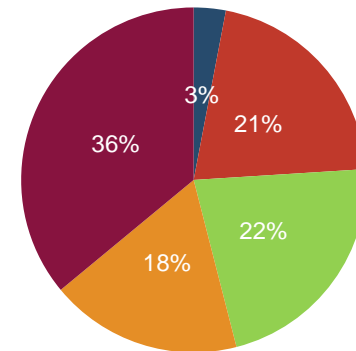
Central Goldfields



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: 62 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. Councils interviewing residents on an annual basis included an "Other" option for gender, hence the State-wide and Small Rural gender results may not add to 100%.



# **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

Please note that the horizontal (x) axis of the index score bar charts in this report is displayed on a scale from 20 to 100.



## Appendix A: Margins of error

The sample size for the 2024 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 11,100 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	190	198	+/-7.1
Women	210	202	+/-6.7
18-34 years	36	72	+/-16.5
35-49 years	63	67	+/-12.4
50-64 years	70	61	+/-11.8
65+ years	231	200	+/-6.4



## Appendix A: Index score significant difference calculation

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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

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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 2024 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:

**[admin@jwsresearch.com](mailto:admin@jwsresearch.com)**



## Appendix B: Survey methodology and sampling

The 2024 results are compared with previous years, as detailed below:

- 2023, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 19<sup>th</sup> March.
- 2022, n=401 completed interviews, conducted in the period of 27<sup>th</sup> January – 24<sup>th</sup> March.
- 2021, n=400 completed interviews, conducted in the period of 28<sup>th</sup> January – 18<sup>th</sup> March.
- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> 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 1<sup>st</sup> June 2023 – 18<sup>th</sup> March 2024.





## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DGS website. In 2024, 62 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 2012-2024 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 2024 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 cannot be made within the reported charts.



## Appendix B: Core, optional and tailored questions

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### 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 2024 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 2024 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

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### Reporting

Every council that participated in the 2024 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

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

**CSS:** 2024 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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