



2020 Local Government Community Satisfaction Survey

Central Goldfields Shire Council

Coordinated by the Department of
Environment, Land, Water and Planning
on behalf of Victorian councils



Contents

<u>Background and objectives</u>	<u>3</u>	<u>Business and community development and tourism</u>	<u>83</u>
<u>Key findings and recommendations</u>	<u>4</u>	<u>Environmental sustainability</u>	<u>87</u>
<u>Detailed findings</u>	<u>11</u>	<u>Detailed demographics</u>	<u>91</u>
<u>Overall performance</u>	<u>12</u>	<u>Appendix A: Index scores, margins of error and significant differences</u>	<u>93</u>
<u>Customer service</u>	<u>28</u>	<u>Appendix B: Further project information</u>	<u>98</u>
<u>Communication</u>	<u>37</u>		
<u>Council direction</u>	<u>42</u>		
<u>Individual service areas</u>	<u>46</u>		
<u>Community consultation and engagement</u>	<u>47</u>		
<u>Lobbying on behalf of the community</u>	<u>49</u>		
<u>Decisions made in the interest of the community</u>	<u>51</u>		
<u>Condition of sealed local roads</u>	<u>53</u>		
<u>Condition of local streets and footpaths</u>	<u>55</u>		
<u>Parking facilities</u>	<u>59</u>		
<u>Enforcement of local laws</u>	<u>63</u>		
<u>Recreational facilities</u>	<u>67</u>		
<u>Appearance of public areas</u>	<u>71</u>		
<u>Art centres and libraries</u>	<u>75</u>		



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-first year, this survey provides insight into the community's views on:

- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities 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 nine years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 21 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 21 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.

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.

Key findings and recommendations



Central Goldfields Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Central Goldfields 53



State-wide 58



Small Rural 56

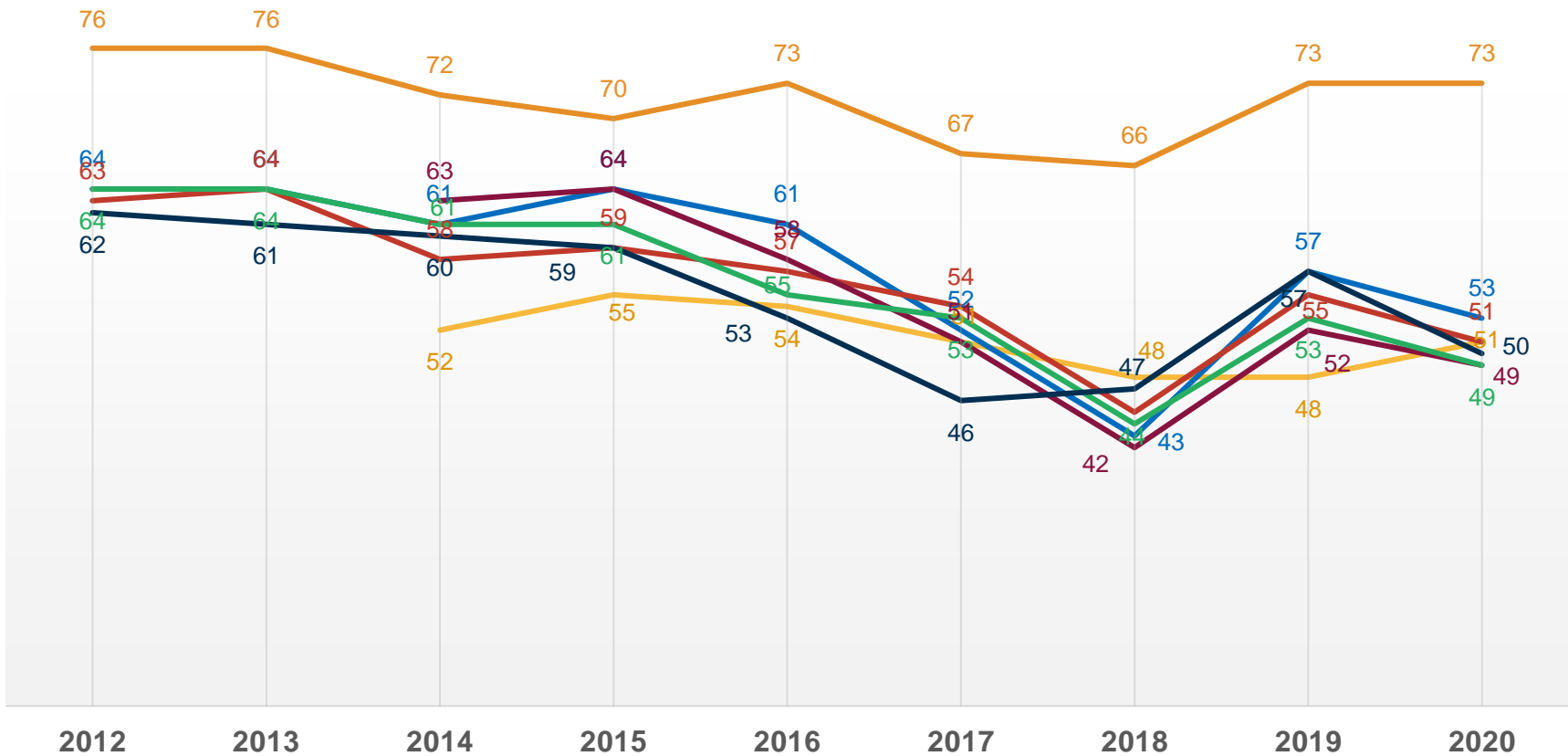
Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	<div style="background-color: #e8f5e9; padding: 5px;">  Parking facilities </div> <div style="background-color: #e8f5e9; padding: 5px;">  Appearance of public areas </div>	<div style="background-color: #ffe0b2; padding: 5px;">  Local streets & footpaths </div> <div style="background-color: #ffe0b2; padding: 5px;">  Bus/community dev./tourism </div> <div style="background-color: #ffe0b2; padding: 5px;">  Recreational facilities </div>
Compared to group average	<div style="background-color: #e8f5e9; padding: 5px;">  Appearance of public areas </div>	<div style="background-color: #ffe0b2; padding: 5px;">  Local streets & footpaths </div> <div style="background-color: #ffe0b2; padding: 5px;">  Community decisions </div> <div style="background-color: #ffe0b2; padding: 5px;">  Bus/community dev./tourism </div>



Summary of core measures

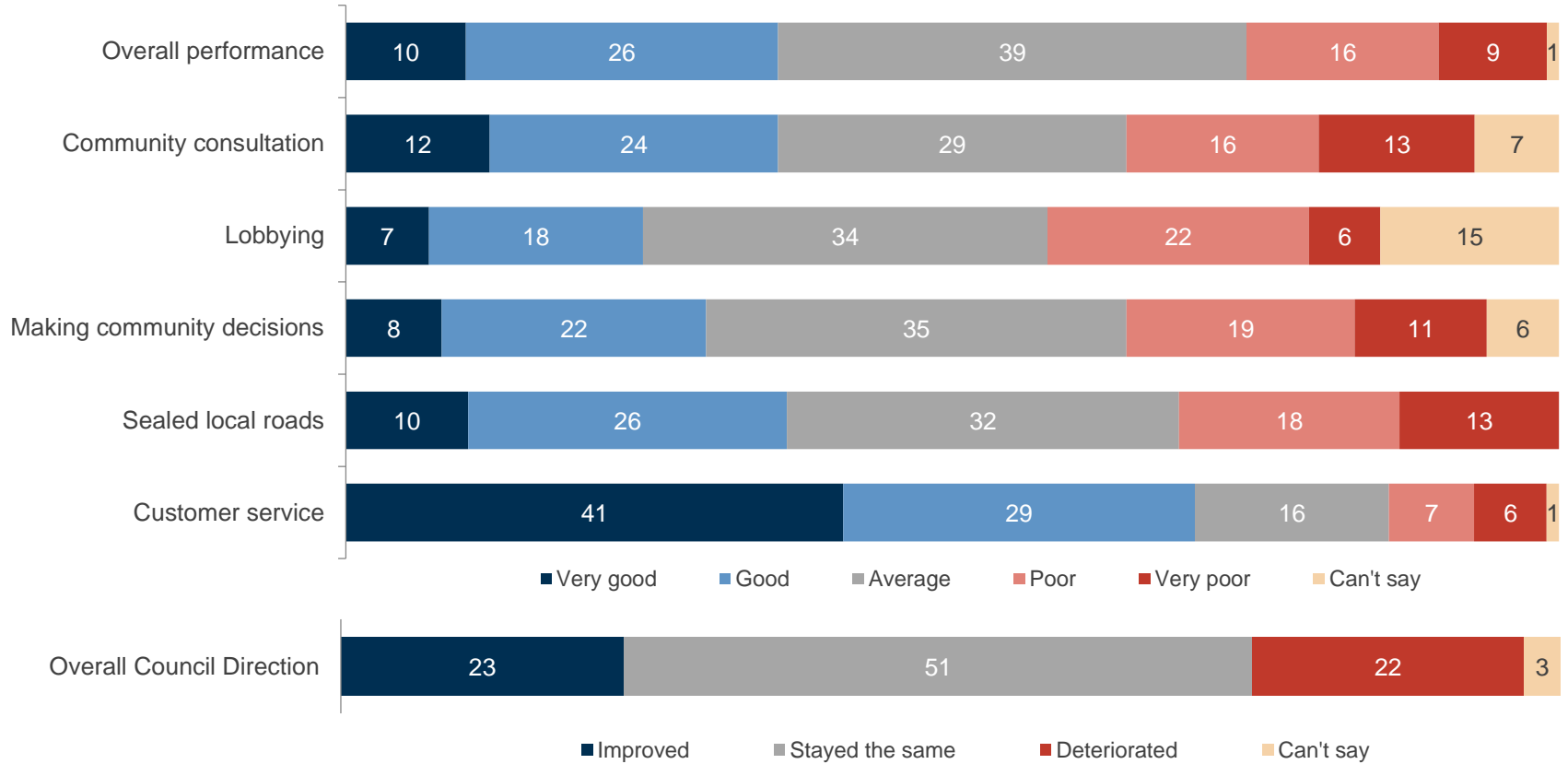
Index scores





Summary of core measures

Core measures summary results (%)











Summary of Central Goldfields Shire Council performance

Services	Central Goldfields 2020	Central Goldfields 2019	Small Rural 2020	State-wide 2020	Highest score	Lowest score
Overall performance	53	57	56	58	Aged 65+ years, Women	Aged 35-49 years
Overall council direction	50	57	50	51	Aged 18-34 years	Aged 65+ years
Customer service	73	73	70	70	Women	Men
Appearance of public areas	75	75	72	72	Women	Dunolly residents
Art centres & libraries	71	71	74	74	Aged 65+ years	Aged 18-34 years
Recreational facilities	65	68	68	70	Aged 65+ years	Aged 35-49 years
Waste management	63	69	64	65	Aged 65+ years	Talbot residents
Parking facilities	62	61	60	55	Dunolly residents, Aged 50+ years	Aged 35-49 years
Enforcement of local laws	62	64	62	63	Aged 18-34 years	Dunolly residents
Environmental sustainability	57	60	57	60	Aged 18-34 years, Maryborough residents	Talbot residents



Summary of Central Goldfields Shire Council performance

Services		Central Goldfields 2020	Central Goldfields 2019	Small Rural 2020	State-wide 2020	Highest score	Lowest score
	Bus/community dev./tourism	55	-	58	59	Women, Aged 65+ years	Talbot residents, Aged 35-49 years
	Consultation & engagement	51	55	54	55	Aged 65+ years, Women	Talbot residents
	Local streets & footpaths	51	-	57	58	Aged 18-34 years	Talbot residents
	Sealed local roads	51	48	51	54	Aged 65+ years	Talbot residents
	Lobbying	49	53	52	53	Aged 65+ years, Women	Aged 50-64 years
	Community decisions	49	52	53	53	Aged 18-34 years	Aged 35-49 years



Focus areas for the next 12 months

Overview

Central Goldfields Shire Council has largely consolidated the significant gains made in 2019 on overall performance and customer service. This is despite a four-point decrease in overall performance this year. Rated performance remains largely in line with 12 months ago across most individual service areas, however ratings have declined significantly on waste management, community consultation and lobbying, particularly among Talbot area residents.

Key influences on perceptions of overall performance

Council should focus on maintaining and improving performance in service areas that most influence perceptions of overall performance: making decisions in the community's interest, lobbying, community consultation, business, community development and tourism, and enforcement of local laws. These are Council's lower rated performance areas and focused attention, particularly on council decisions, lobbying and community consultation, presents the greatest opportunities to improve overall opinion of Council.

Comparison to state and area grouping

Council performance is rated significantly better than the Small Rural group and State-wide averages for the appearance of public areas, and better than the State-wide average for parking facilities. Council also performs in line with the group average for half of the remaining service areas and on customer service and overall direction. However, it is rated below the group average for other service areas and overall performance and performs below the State-wide average on most areas.

Maintain gains achieved and build upon improvements

Council should look to shore up its customer service and overall performance to further consolidate gains made in 2019. To that end, Council should maintain efforts in its stronger performing service areas of public areas, art centres and libraries and recreational facilities and prevent any further decline in community perceptions of its waste management. Council should also focus on improving its performance in important and influential areas such as community decisions, lobbying and consultation (particularly in the Talbot area).

DETAILED FINDINGS



Overall performance



Overall performance

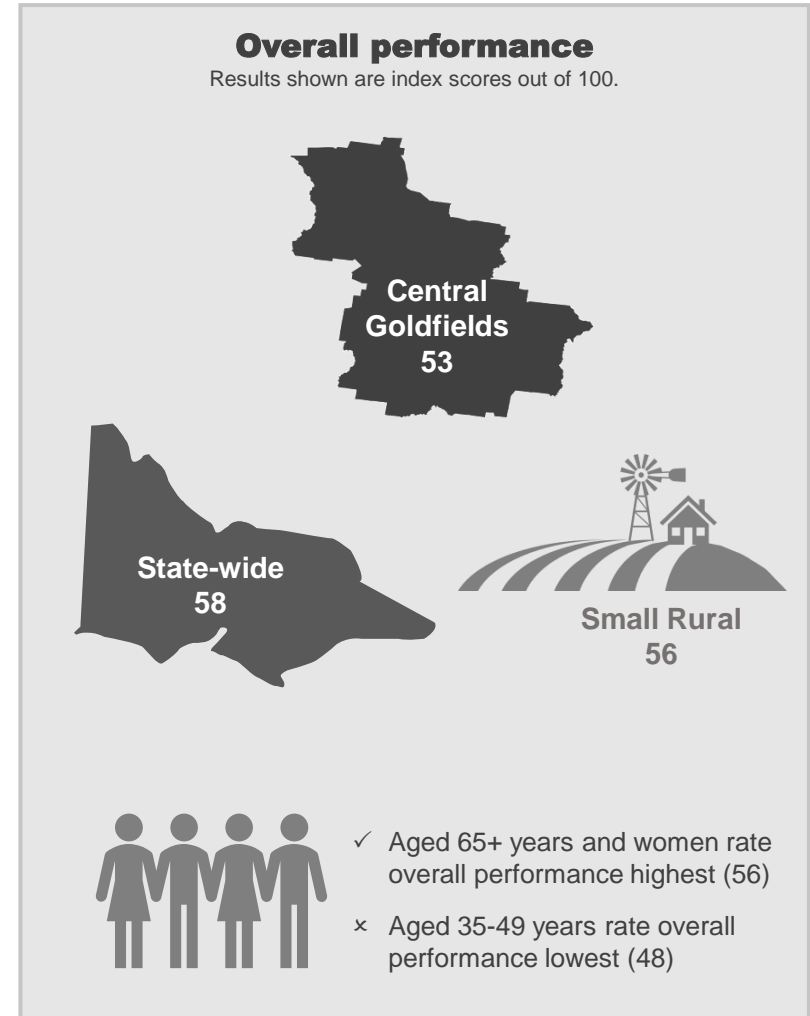
The overall performance index score of 53 for Central Goldfields Shire Council represents a significant four-point decline on the 2019 result.

However, Council had previously increased from a series low of 43 in 2018 to 57 last year and has largely maintained this improvement in 2020. While Council's current rating is in line with 2017 (index score of 52), there is still some way to go to rebuild community perceptions back to their pre-2017 levels (scores of 61 to 64).

- Contributing to this overall decrease are significant declines among men, residents aged 35 to 49 and 65+ years, and Maryborough and Talbot residents.

Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Small Rural group and State-wide (index scores of 56 and 58 respectively).

More residents rate Central Goldfields Shire Council's overall performance as 'very good' or 'good' (36%) than rate it as 'very poor' or 'poor' (25%), however almost four in ten (39%) sit mid-scale, rating Council's overall performance as 'average'.





Overall performance

2020 overall performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	60	59	59	59	60	61	60	60
65+	62	48	59	66	68	64	71	69
Women	57	42	52	63	66	65	65	64
Small Rural	58	56	58	57	59	n/a	n/a	n/a
Maryborough	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	57	43	52	61	64	61	64	64
Dunolly	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	52	47	51	60	62	62	64	67
50-64	52	41	52	58	60	58	61	61
Talbot	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	58	44	53	58	62	57	63	64
35-49	59	34	43	55	64	60	60	58

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?

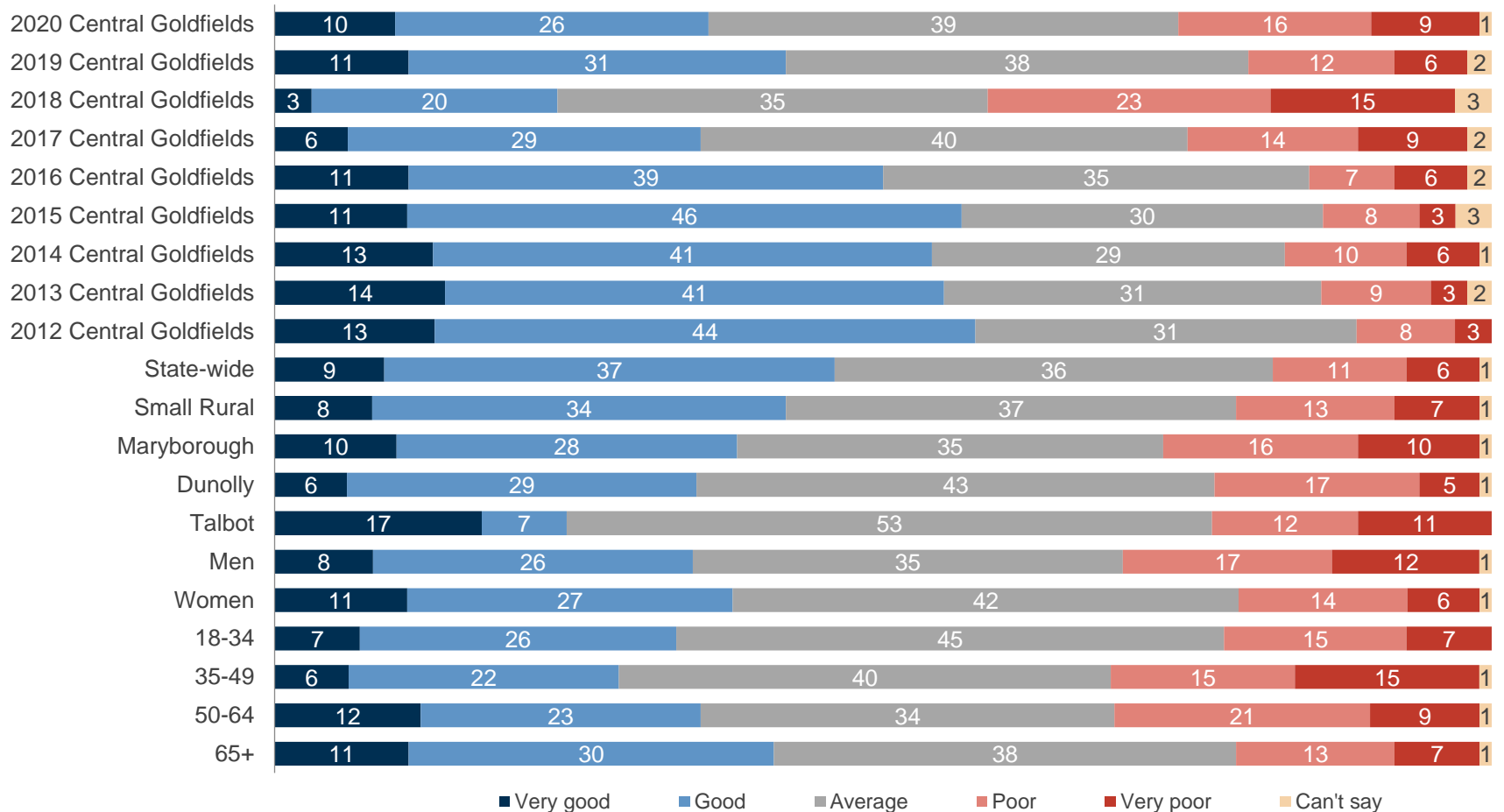
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18

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



Overall performance

2020 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: 18



Top performing service areas

The appearance of public areas is where Central Goldfields Shire Council performed best in 2020 (index score of 75, unchanged from 2019).

- This is the only service area where Council rated above both the Small Rural group and State-wide averages (index score of 72 for each).
- Perceptions improved significantly over the past year among residents aged 18 to 34 years (index score of 76, up 10 points).

Art centres and libraries are Council's next most highly rated service area (index score of 71, also unchanged from 2019).

- However, Council rates significantly lower than the Small Rural group and State-wide averages (index score of 74 for each).
- Perceptions among residents aged 18 to 34 years are significantly lower than the Council-wide average for this service area (index score of 64).

Council also continues to be rated well on recreational facilities (index score of 65) and waste management (index score of 63 – but down six points from 2019).

Parks and gardens (8%), recreational / sporting facilities (8%) and waste management (5%) are also mentioned spontaneously by residents as the best things about Council.



Appearance of public areas (index score of 75) is the area where Council performed best in 2020.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of community decisions and lobbying (index score of 49 for each).

Central Goldfields Shire Council rates lowest – relative to its performance in other areas – on community decisions and lobbying (index score of 49 for each).

Council rates significantly below the Small Rural group and State-wide averages for both service areas and has declined significantly on its own 2019 result for lobbying (down four points).

- Contributing to this decrease on lobbying are significant declines over the past year among men (index score of 46, down six points) and Talbot residents (index score of 45, down 15 points).
- Ratings among Talbot residents have also declined significantly on community decisions (index score of 43, down 17 points from 2019), indicating a need for Council to demonstrate efforts to protect the interests of this community.

Further, Council also performs less well on the related area of consultation and engagement, as well as local streets and sealed roads (index score of 51 for each). Perceptions of consultation and engagement have declined significantly overall (down four points) and among Talbot residents (down 15 points) since 2019.

Sealed roads (11%) and community consultation (10%) are also the leading areas mentioned spontaneously by residents as needing improvement.



Individual service area performance

2020 individual service area performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Appearance of public areas	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Art centres & libraries	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Enforcement of local laws	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Parking facilities	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	51	55	45	54	57	59	58	64
Local streets & footpaths	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Sealed local roads	51	48	48	51	54	55	52	n/a
Lobbying	49	53	44	53	55	61	61	64
Community decisions	49	52	42	51	58	64	63	n/a

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?

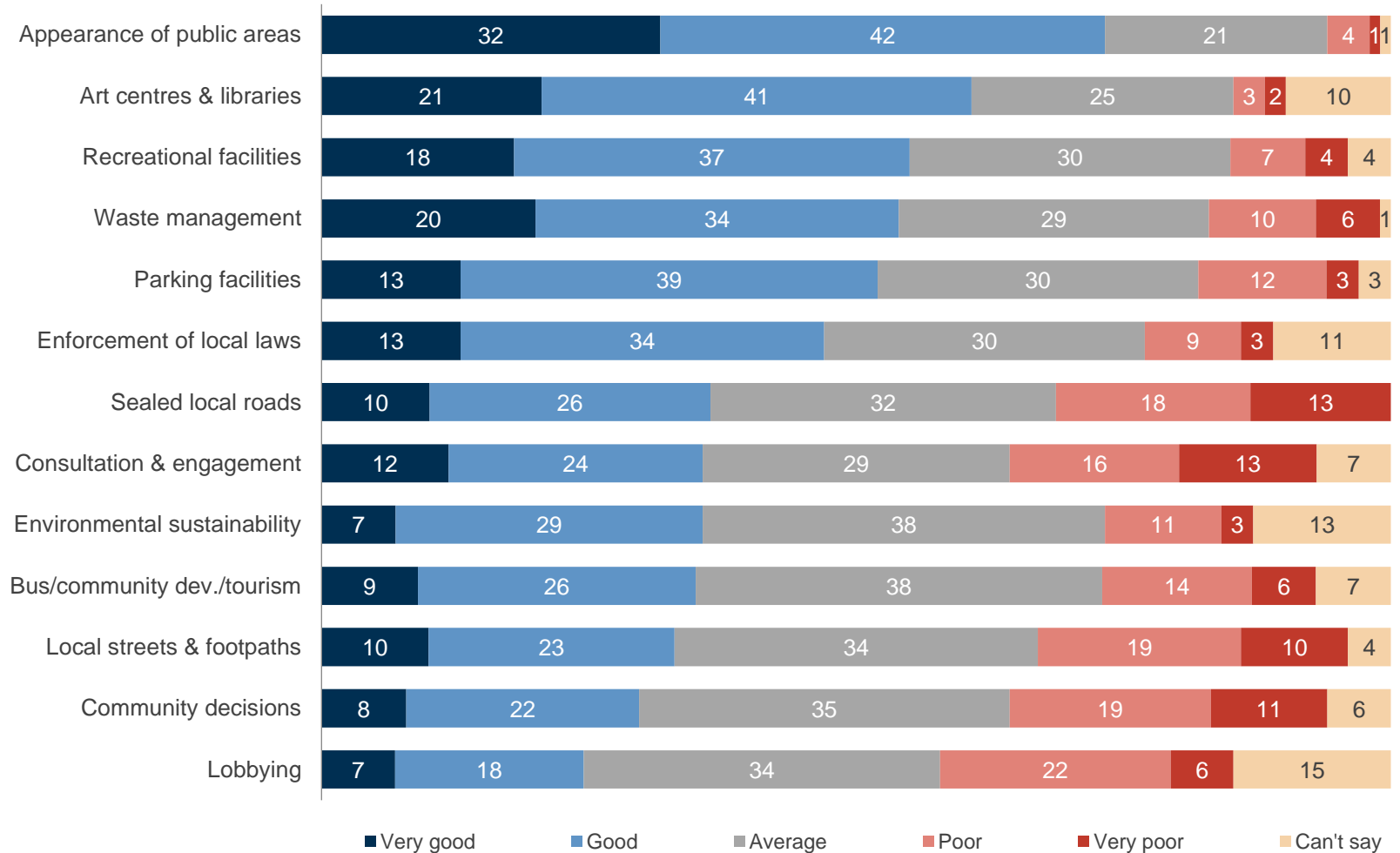
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18

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



Individual service area performance

2020 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: 18



Individual service area importance

2020 individual service area importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Waste management	79	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Local streets & footpaths	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	73	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	73	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	69	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Parking facilities	69	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Enforcement of local laws	68	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Art centres & libraries	62	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?

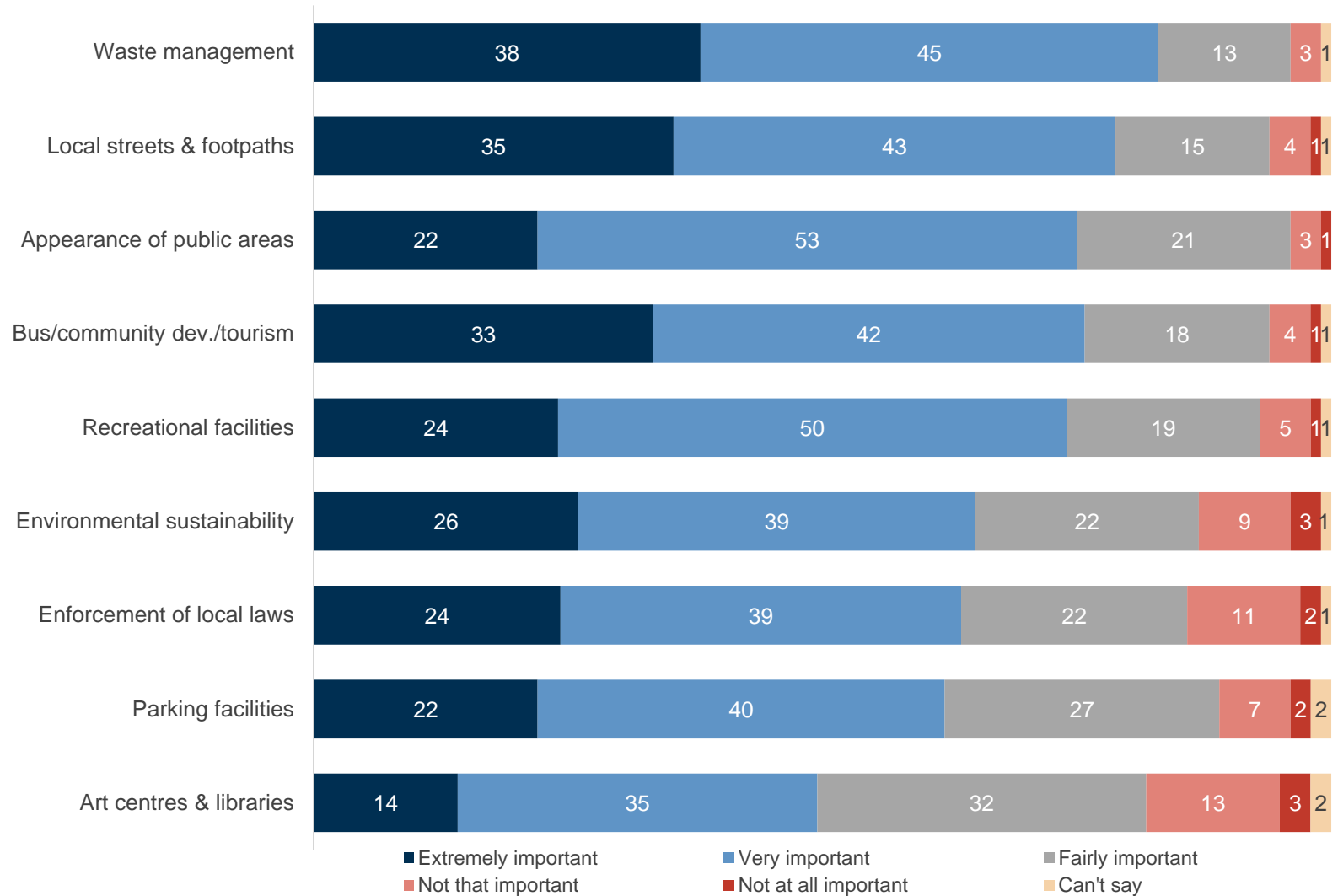
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 6

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



Individual service area importance

2020 individual service area importance (%)

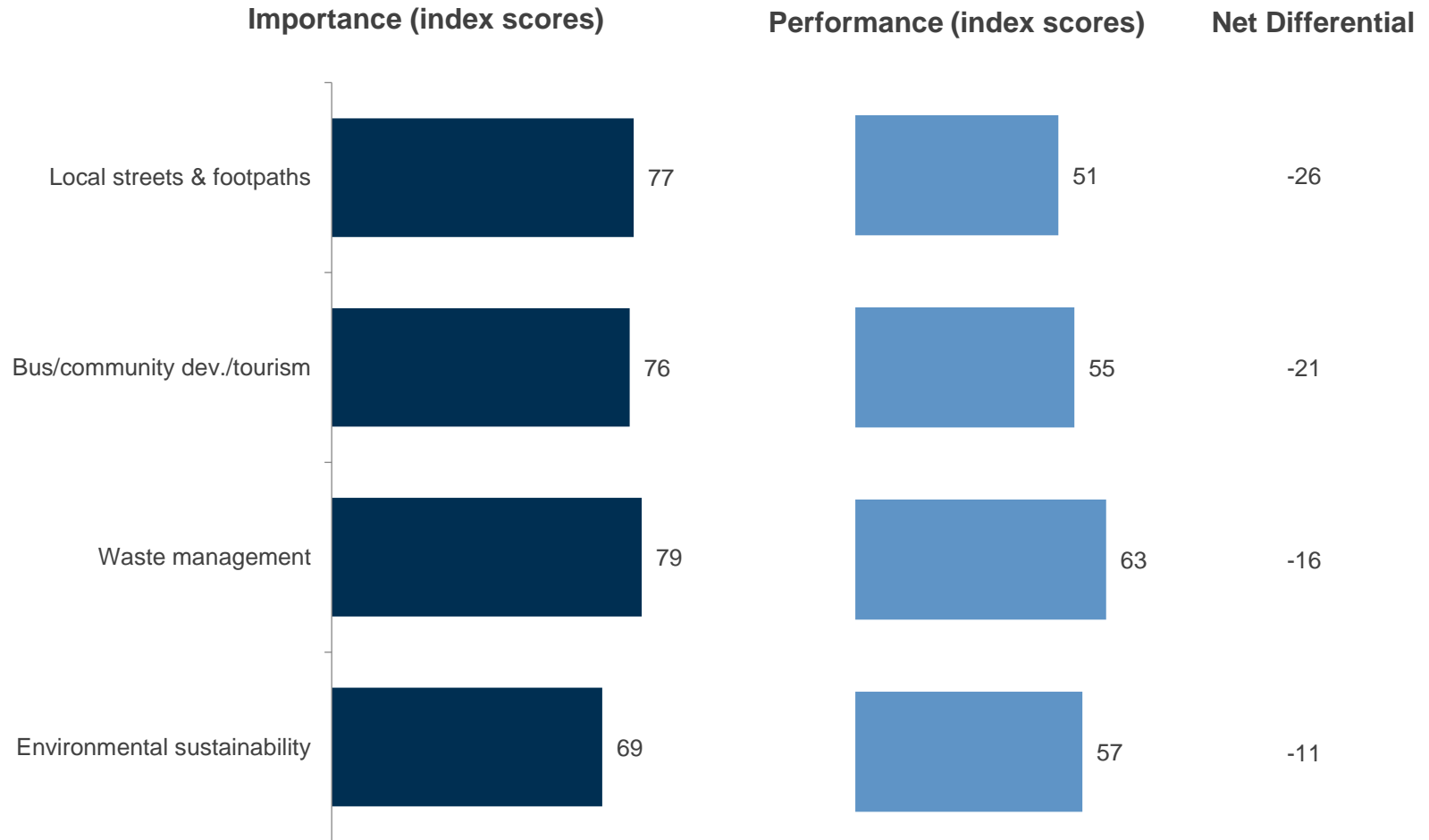


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 6



Individual service areas importance vs performance

Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary.



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number.



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Council is currently rated poorly in this area (performance index of 49).

Improved communication and transparency with residents about decisions the Council has made in the community's interest provides the greatest opportunity to improve perceptions of Council's overall performance.

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

- Lobbying on behalf of the community
- Community consultation and engagement
- Business, community development and tourism
- The enforcement of local laws.

Council lobbying is the other key area most in need of attention as it is poorly rated (performance index of 49) and one of the stronger influences on perceptions of overall performance.

Demonstrating Council efforts to advance and defend resident interests will also be important to improving community opinion overall.

Among these more influential service areas, enforcement of local laws has the highest performance index (62) and a moderate positive influence on the overall performance rating, therefore maintaining this positive result should remain a focus.

Other service areas that have a positive influence on overall perceptions but perform relatively less well are business, community development and tourism and community consultation (performance index of 55 and 51 respectively).

It will be particularly important for Council to demonstrate community interest and a willingness to consult residents as part of future business, development and planning decisions, in order to improve overall opinion of Council's performance.



Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

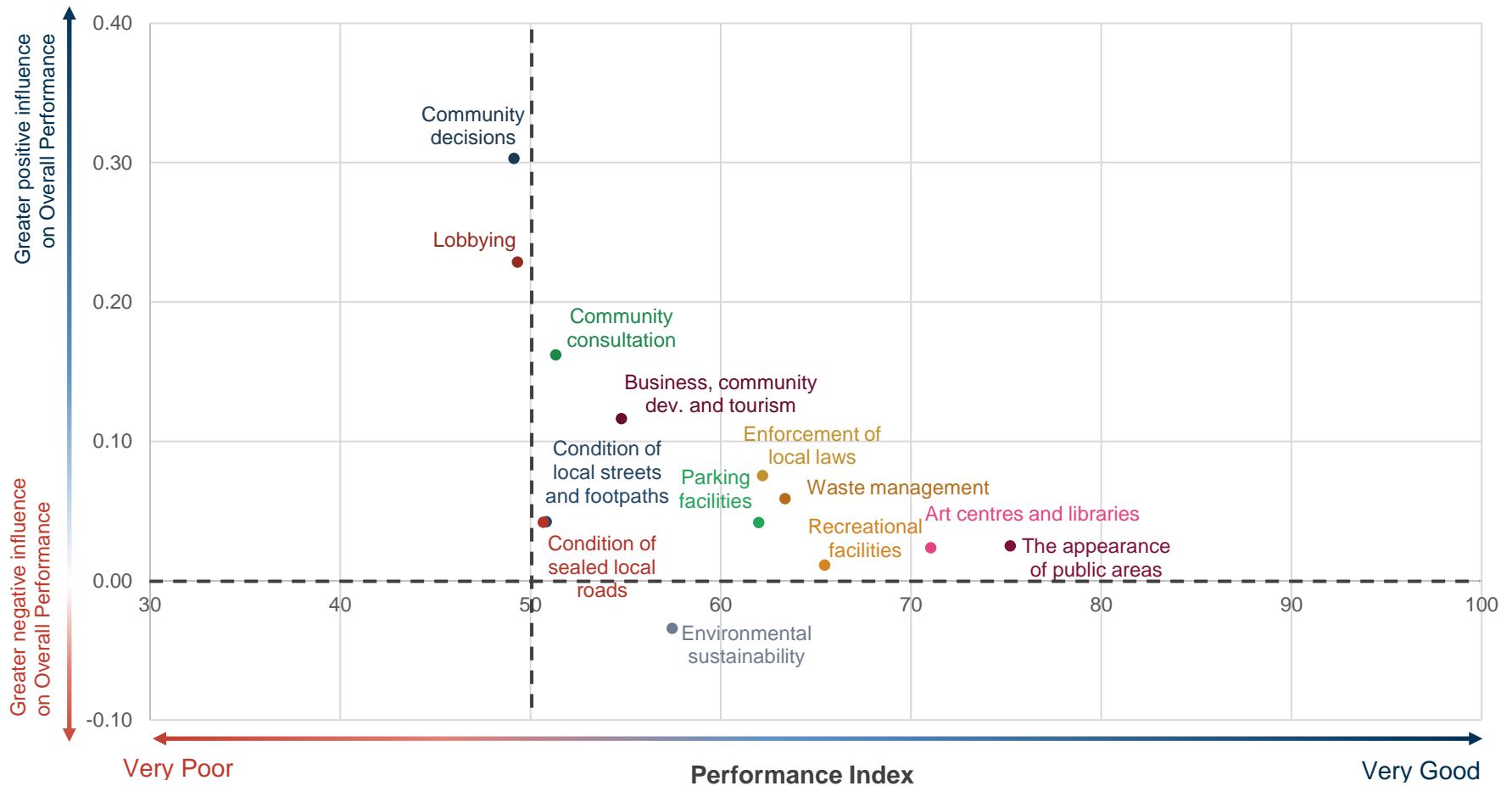
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

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



Influence on overall performance: all service areas

2020 regression analysis (all service areas)

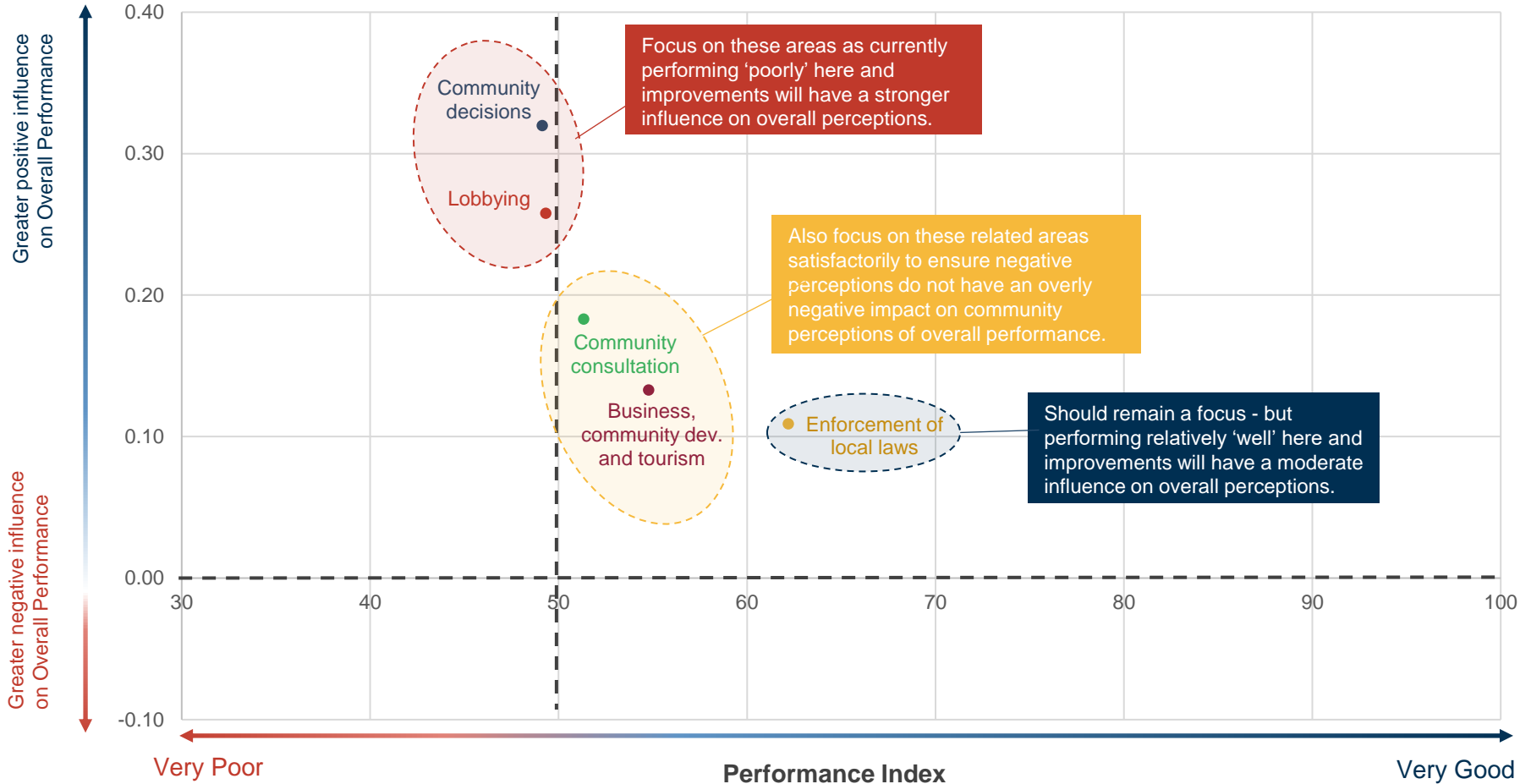


The multiple regression analysis model above (all service areas) has an R-squared value of 0.649 and adjusted R-square value of 0.637, which means that 65% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 54.8$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2020 regression analysis (key service areas)

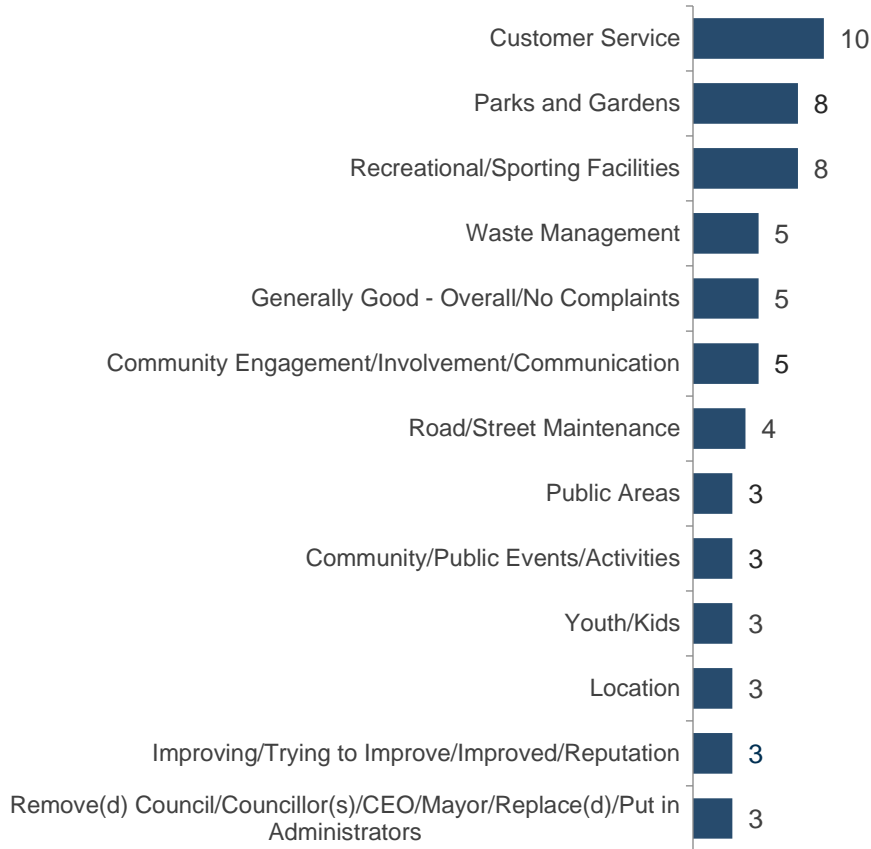


The multiple regression analysis model above (reduced set of service areas) has an R-squared value of 0.634 and adjusted R-square value of 0.630, which means that 63% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 136.7$.

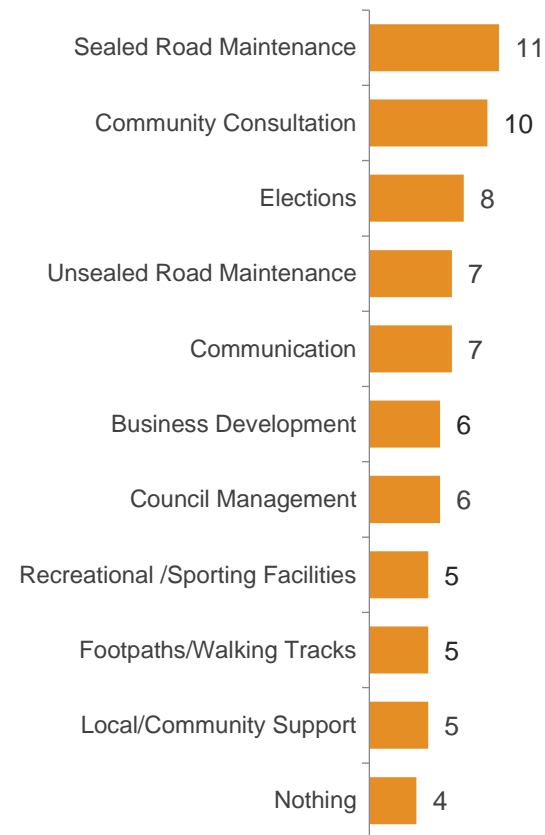


Best things about Council and areas for improvement

2020 best things about Council (%)
- Top mentions only -



2020 areas for improvement (%)
- Top mentions only -



Q16. Please tell me what is the ONE BEST thing about Central Goldfields Shire Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 5

Q17. What does Central Goldfields Shire Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 11

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

Six in ten residents (60%) have had contact with Central Goldfields Shire Council in the last 12 months, unchanged from last year.

In person (43%) and by telephone (28%) continue to be the main methods of contacting Council.



Among those residents who have had contact with Council, 70% provide a positive customer service rating of 'very good' or 'good', including 41% of residents who rate Council's customer service as 'very good'.

Customer service

Central Goldfields Shire Council's customer service index of 73 is unchanged from last year, maintaining the seven-point gain achieved between 2018 and 2019.

Performance is in-line with the Small Rural group and State-wide averages (index score of 70 for each).

Among those residents who have had contact with Council, seven in ten (70%) provide a positive customer service rating of 'very good' or 'good'.

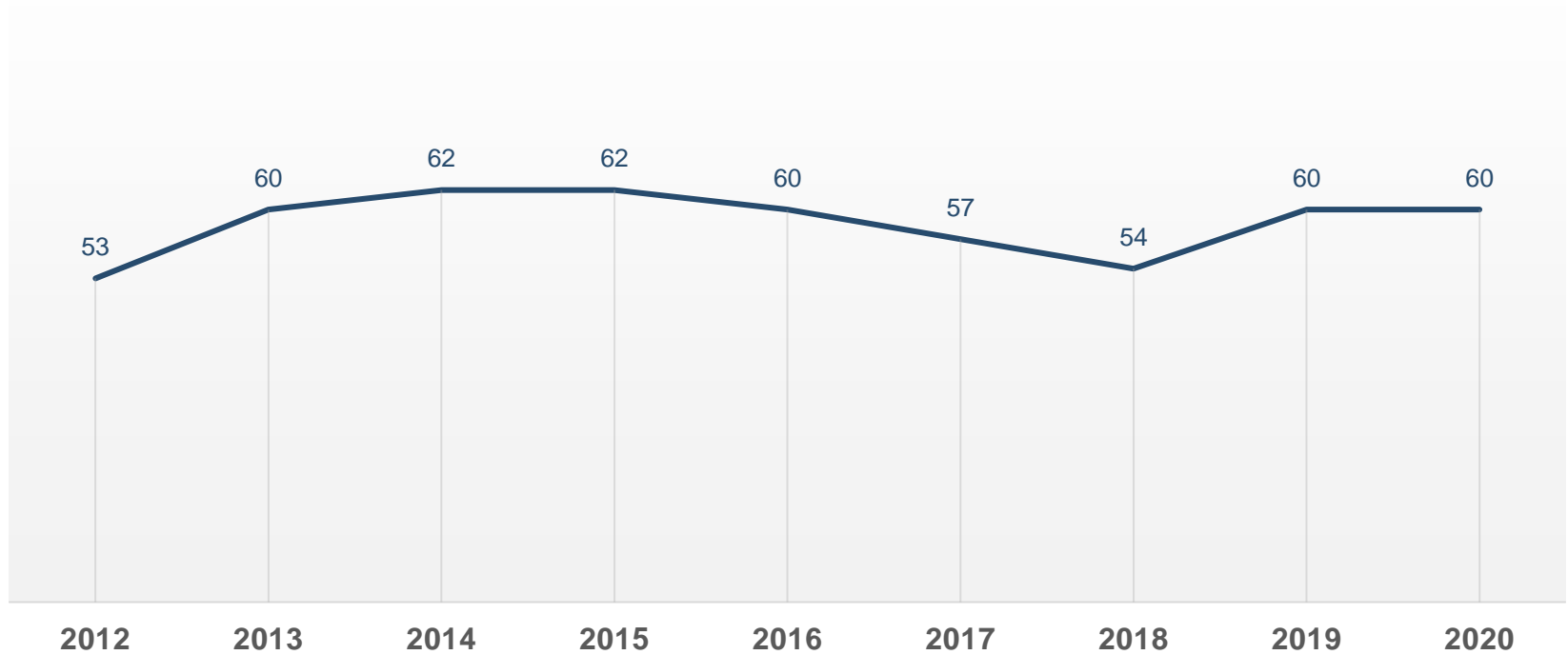
- Perceptions improved significantly in the past year among younger residents aged 18 to 34 years (index score of 75, up 14 points).
- Further, customer service tops the list of areas nominated by residents as the best thing about Council, mentioned by 10% of residents.

Customer service ratings remain highest for those whose most recent contact with Council was in person or by telephone (index score of 78 and 71 respectively). As the most commonly utilised methods of contact, this is a very positive result for Council.



Contact with council

2020 contact with council (%)
Have had contact



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

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6



Contact with council

2020 contact with council (%)

	2019	2018	2017	2016	2015	2014	2013	2012
Small Rural	66	64	62	61	64	n/a	n/a	n/a
50-64	67	59	55	69	65	61	63	56
State-wide	63	61	58	58	60	61	60	61
Dunolly	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	57	53	51	57	56	56	53	58
Central Goldfields	60	54	57	60	62	62	60	53
Women	60	53	62	58	63	62	62	60
Maryborough	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	61	54	51	61	62	62	57	46
Talbot	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	53	49	64	43	65	58	64	30
35-49	68	53	62	68	68	75	63	65

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

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6

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



Customer service rating

2020 customer service rating (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Women	78	71	65	69	76	72	75	79	76
Talbot	75*	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	75	61	64	57	71	60	71	65	71
65+	74	76	72	75	77	76	79	82	79
35-49	74	81	57	67	69	66	71	81	77
Central Goldfields	73	73	66	67	73	70	72	76	76
Dunolly	73	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	73	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	71	68	66	65	72	73	66	74	74
State-wide	70	71	70	69	69	70	72	71	71
Small Rural	70	70	69	69	69	70	n/a	n/a	n/a
Men	68	74	67	65	70	68	69	73	76

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: 18

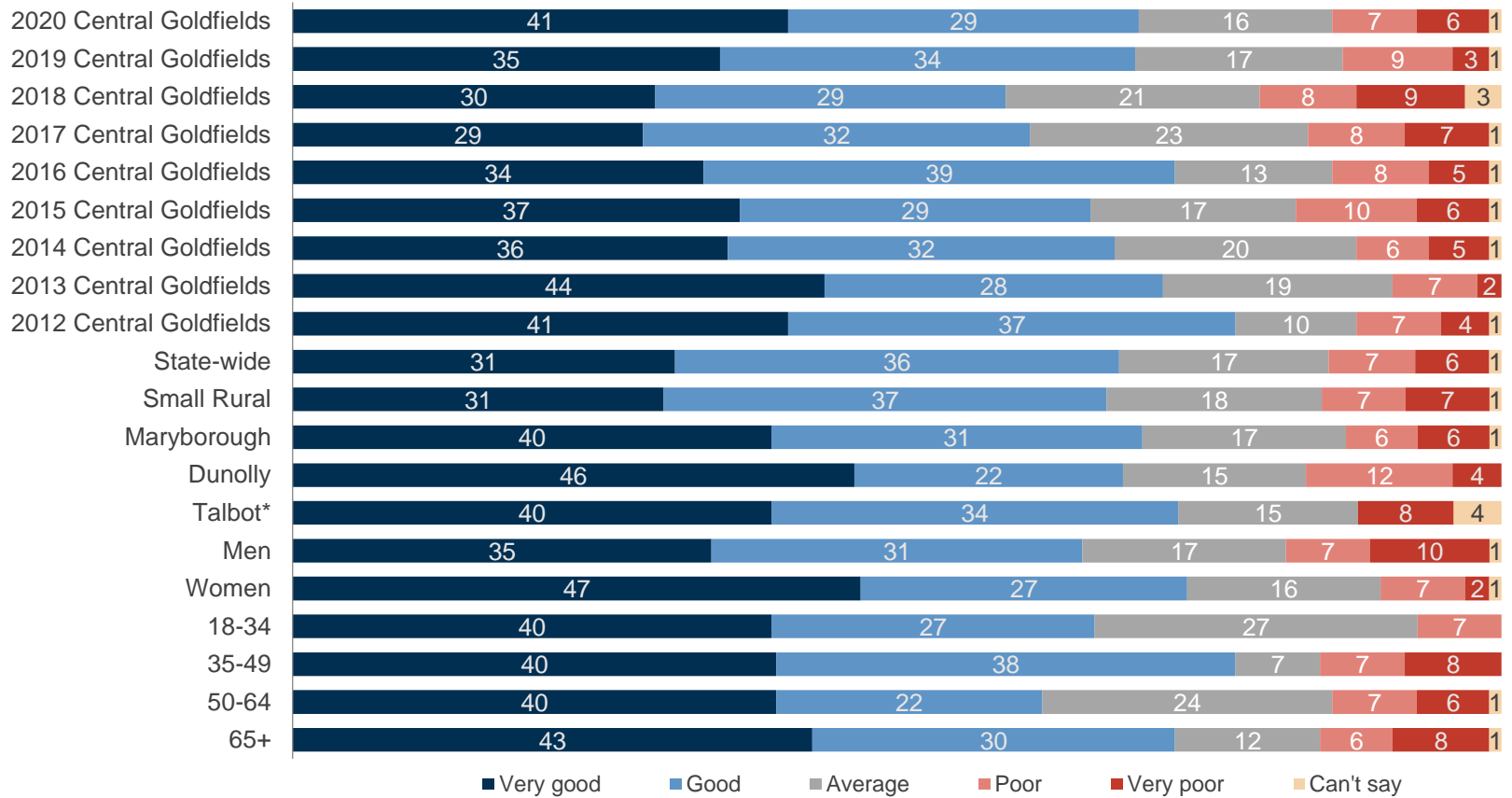
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating

2020 customer service rating (%)

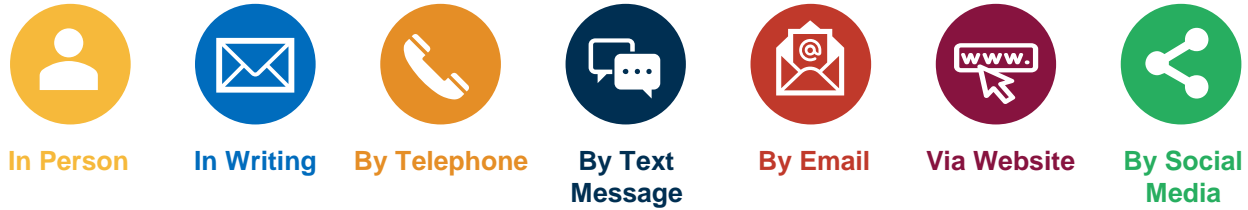


Q5c. Thinking of the most recent contact, how would you rate Central Goldfields Shire Council for customer service?
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked state-wide: 62 Councils asked group: 18
 *Caution: small sample size < n=30



Method of contact with council

2020 method of contact (%)



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

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6

Note: Respondents could name multiple contacts methods so responses may add to more than 100%



Customer service rating by method of last contact

2020 customer service rating (index score by method of last contact)



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: 26 Councils asked group: 6

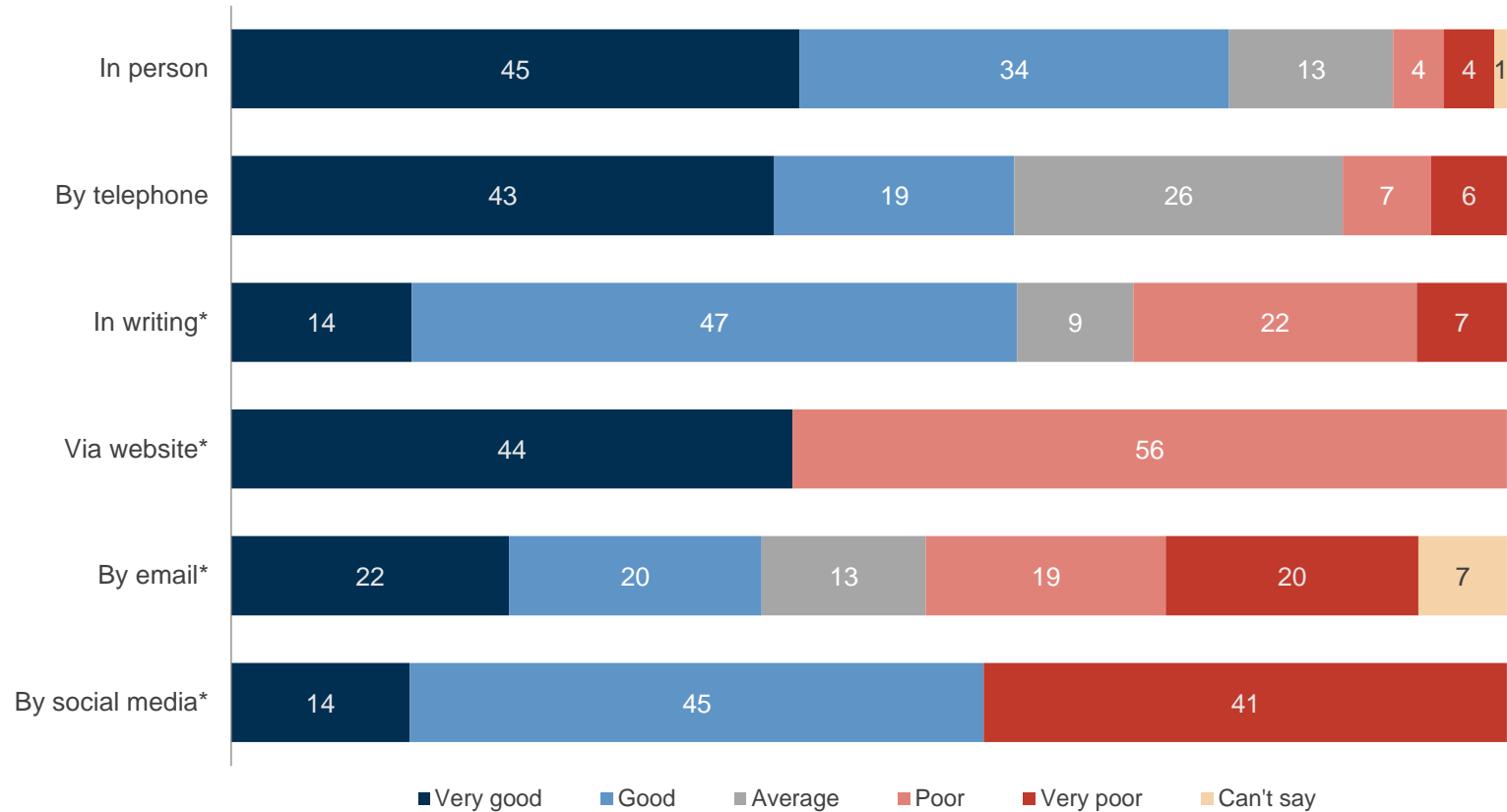
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2020 customer service rating (% by method of last contact)



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: 26 Councils asked group: 6

*Caution: small sample size < n=30



Communication

Communication

Overall, the preferred forms of communication from Central Goldfields Shire Council remain advertising in local newspapers (26%) and Council newsletters sent via mail (25%).

However, interest in mailed newsletters remains in decline among both younger and older residents.

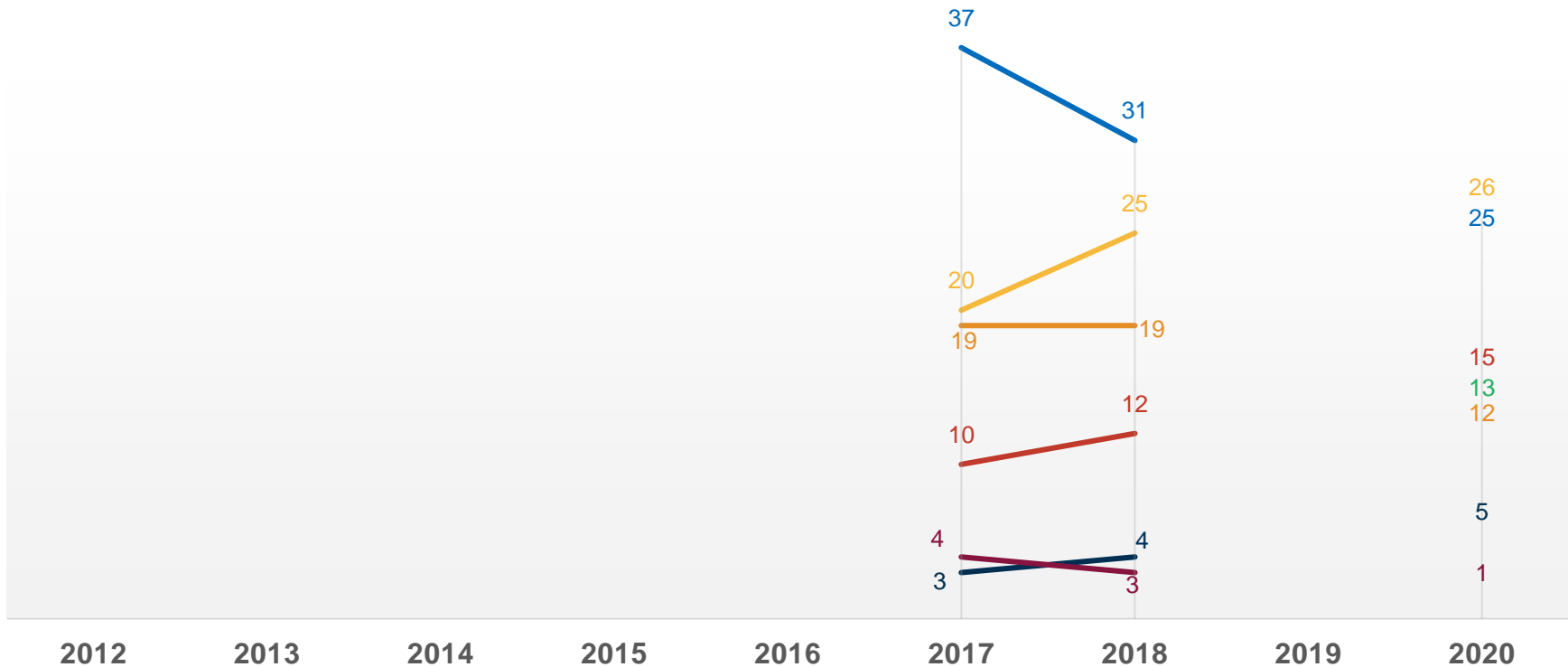
- Preferred forms of communication among the under 50s are social media (27%) and newsletters via email (18%) or mail (18%).
- Preferred form of communication among the over 50s is advertising in local newspapers (33%), overtaking Council newsletters via mail (29%) for the first time.





Best form of communication

2020 best form of communication (%)

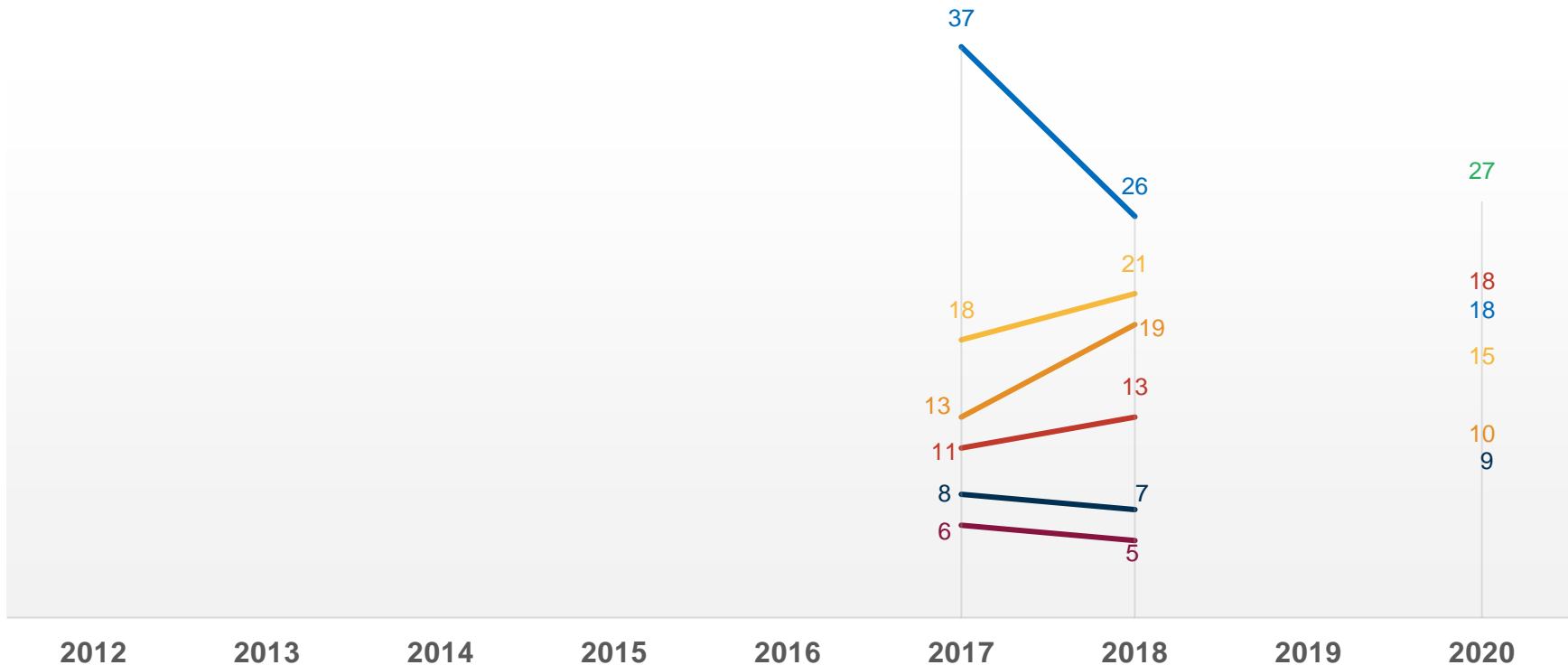


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2020 under 50s best form of communication (%)

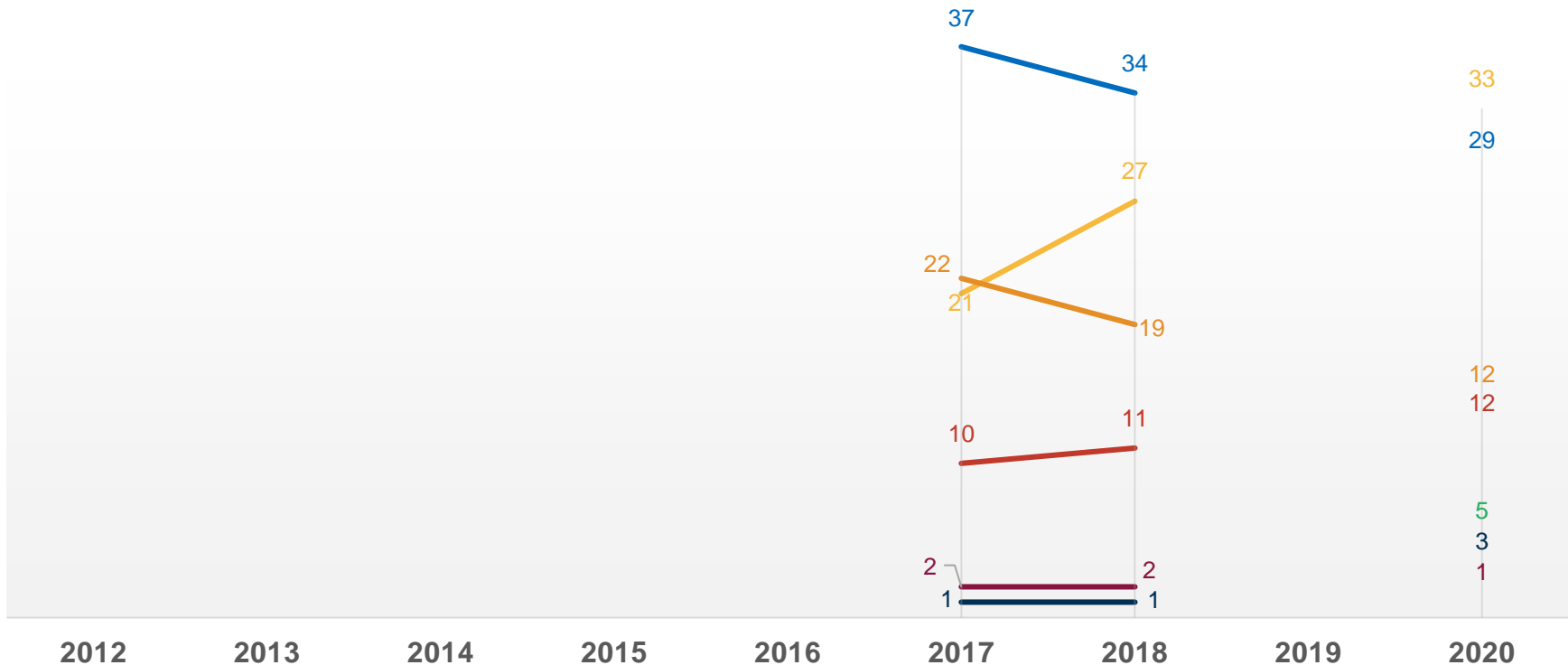


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked state-wide: 33 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2020 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: 33 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Council direction

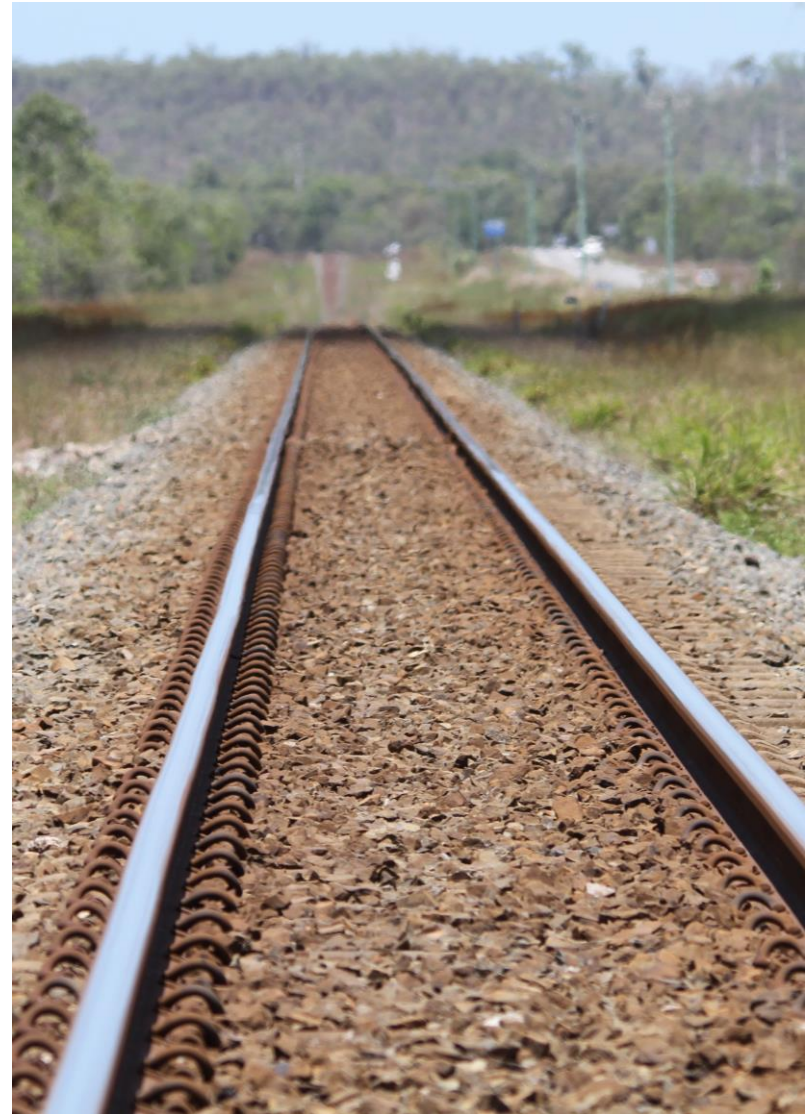


Council direction

Perceptions of the overall direction of Central Goldfields Shire Council performance have declined since last year (index score of 50, down seven points), losing most of the ten-point gain recorded from 2018 to 2019.

Half of residents (51%) believe the direction of Council's overall performance has stayed the same over the past 12 months, up four points on 2019.

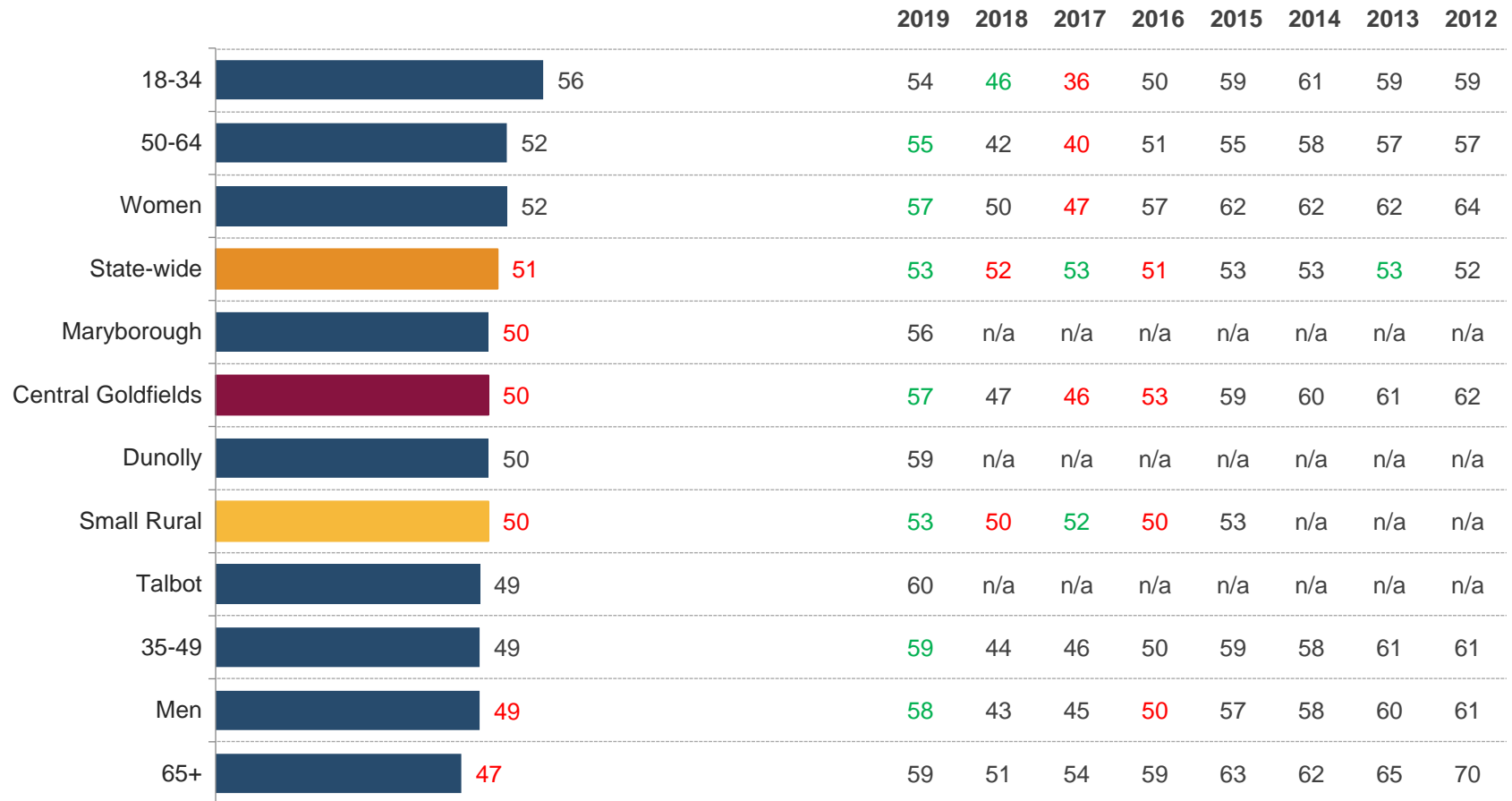
- 23% believe it has improved (down seven points).
- 22% believe it has deteriorated (up five points).
- Perceptions have declined over the past year among men, older adults aged 65+ years and Maryborough residents.
- The most satisfied with the direction of Council performance are residents aged 18 to 34 years.
- The least satisfied with the direction of Council performance are residents aged 65+ years.





Overall council direction last 12 months

2020 overall direction (index scores)



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

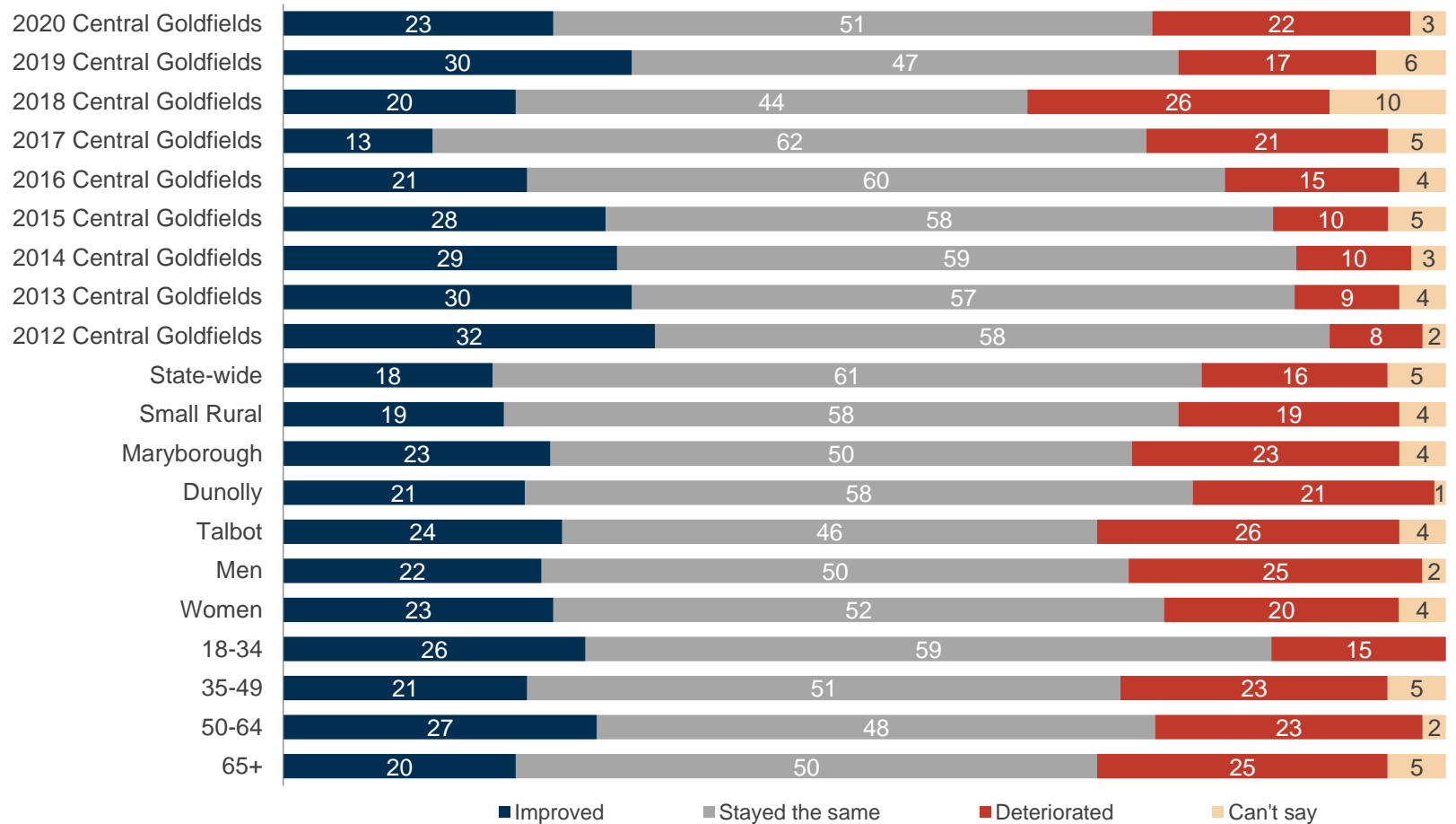
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18

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



Overall council direction last 12 months

2020 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: 18

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

Individual service areas



Community consultation and engagement performance



2020 consultation and engagement performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
65+	58	52	58	60	63	60	70	65
Women	57	45	53	61	61	62	65	66
State-wide	56	55	55	54	56	57	57	57
Small Rural	56	54	55	55	56	n/a	n/a	n/a
18-34	52	42	56	58	60	65	66	66
Maryborough	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	55	45	54	57	59	58	64	63
Dunolly	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	50	39	49	53	52	54	59	60
Men	54	44	54	54	56	54	63	60
35-49	60	42	50	58	60	53	60	62
Talbot	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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: 18

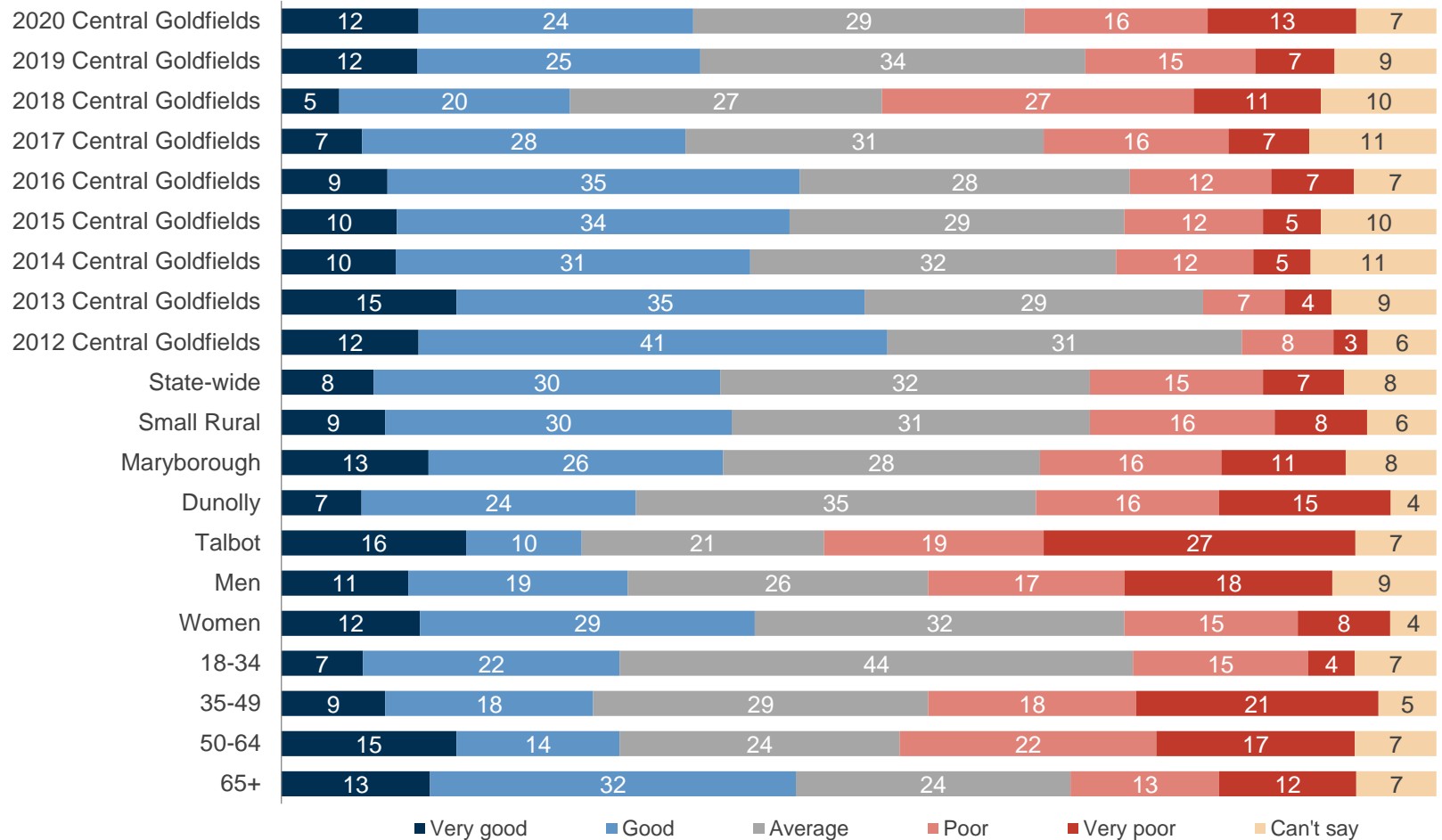
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2020 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: 18



Lobbying on behalf of the community performance



2020 lobbying performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012	
65+	53	58	49	58	62	64	63	69	67
State-wide	53▲	54	54	54	53	55	56	55	55
Women	53	55	44	51	58	63	65	66	65
Small Rural	52▲	55	53	55	54	56	n/a	n/a	n/a
18-34	50	55	41	52	50	64	65	63	66
Dunolly	50	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	50	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	49	53	44	53	55	61	61	64	64
Men	46	52	43	56	51	60	57	63	63
35-49	45	52	40	50	49	57	58	61	60
Talbot	45	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	44	47	41	49	54	59	57	62	62

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

Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18

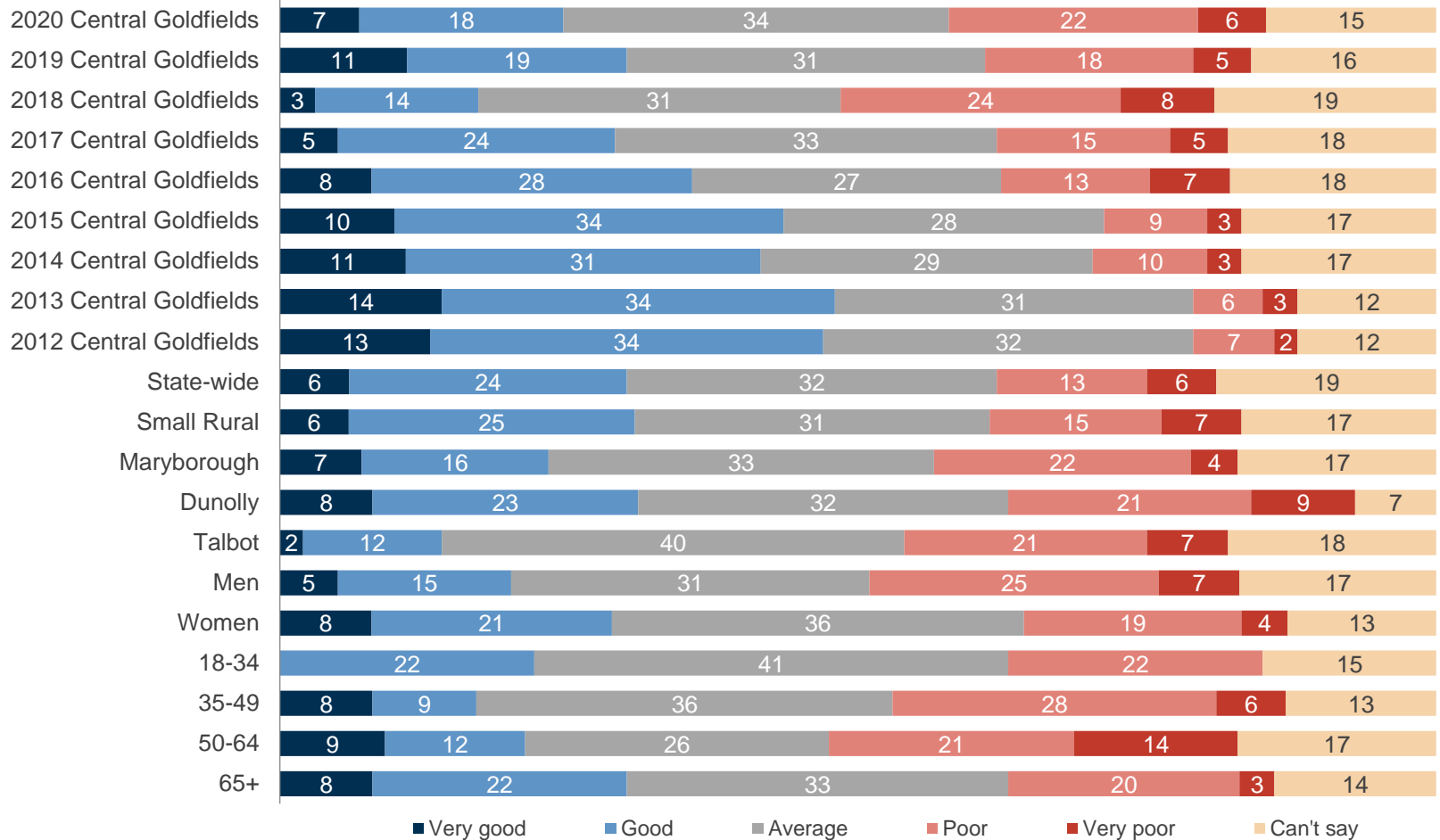
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2020 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: 62 Councils asked group: 18

Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	49	39	43	55	64	69	n/a	n/a
State-wide	55	54	54	54	55	57	n/a	n/a
Small Rural	55	52	55	53	56	n/a	n/a	n/a
Women	53	41	51	60	66	66	n/a	n/a
65+	57	47	59	63	68	65	n/a	n/a
Maryborough	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	52	42	51	58	64	63	n/a	n/a
50-64	48	40	49	56	59	59	n/a	n/a
Men	50	43	51	56	62	60	n/a	n/a
Talbot	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	49	39	44	52	62	60	n/a	n/a

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

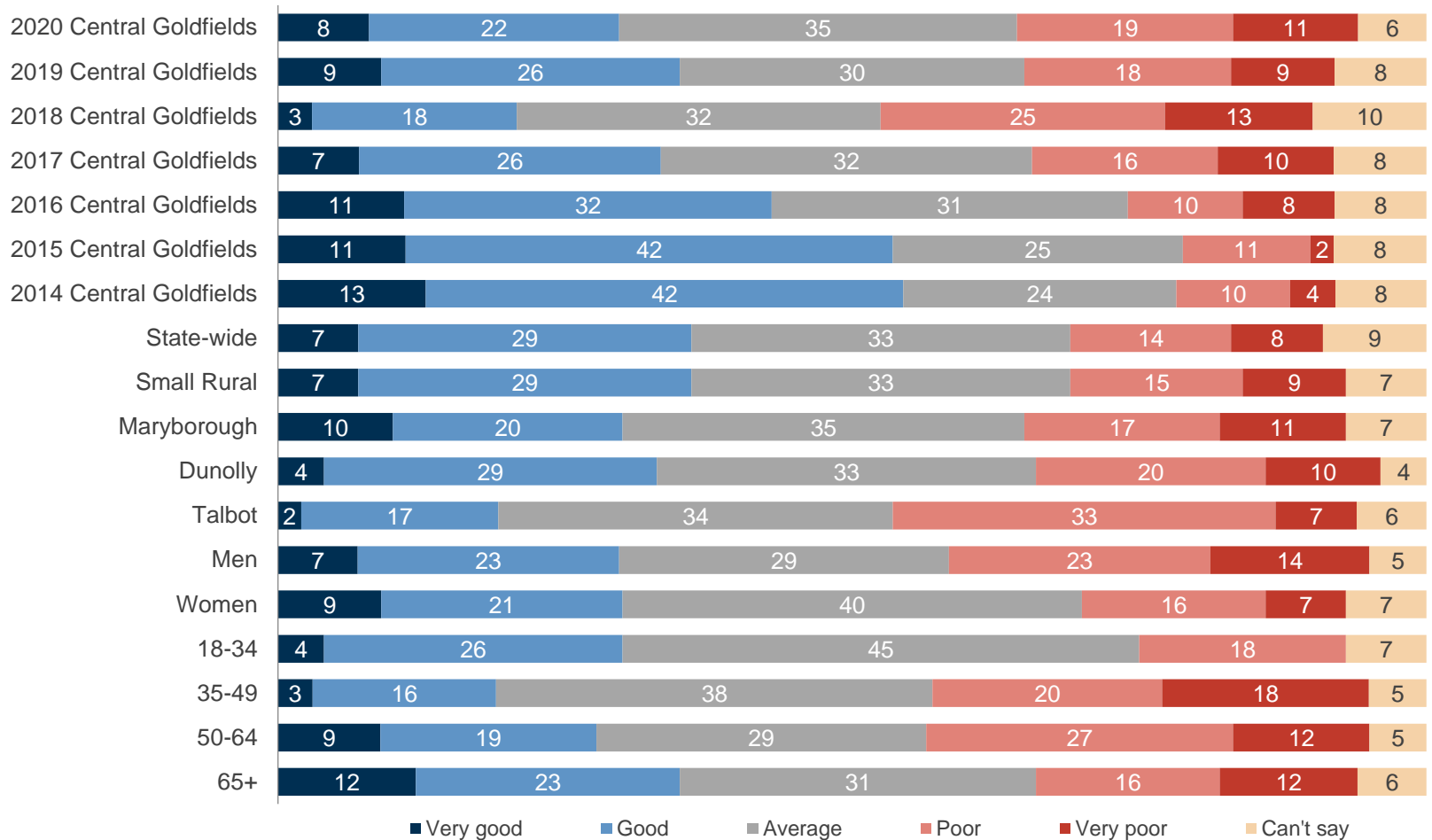
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18

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

Decisions made in the interest of the community performance



2020 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: 18

The condition of sealed local roads in your area performance



2020 sealed local roads performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
65+	57▲	55	56	61	62	58	n/a	n/a
Maryborough	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	56▲	53	53	54	55	55	n/a	n/a
Women	53	49	52	57	55	55	n/a	n/a
Central Goldfields	51	48	51	54	55	52	n/a	n/a
Small Rural	51	49	50	52	52	n/a	n/a	n/a
Men	48	47	51	51	55	50	n/a	n/a
18-34	47	47	56	51	45	53	n/a	n/a
50-64	46	44	49	50	49	48	n/a	n/a
35-49	44	41	42	51	60	49	n/a	n/a
Dunolly	44▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	38▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

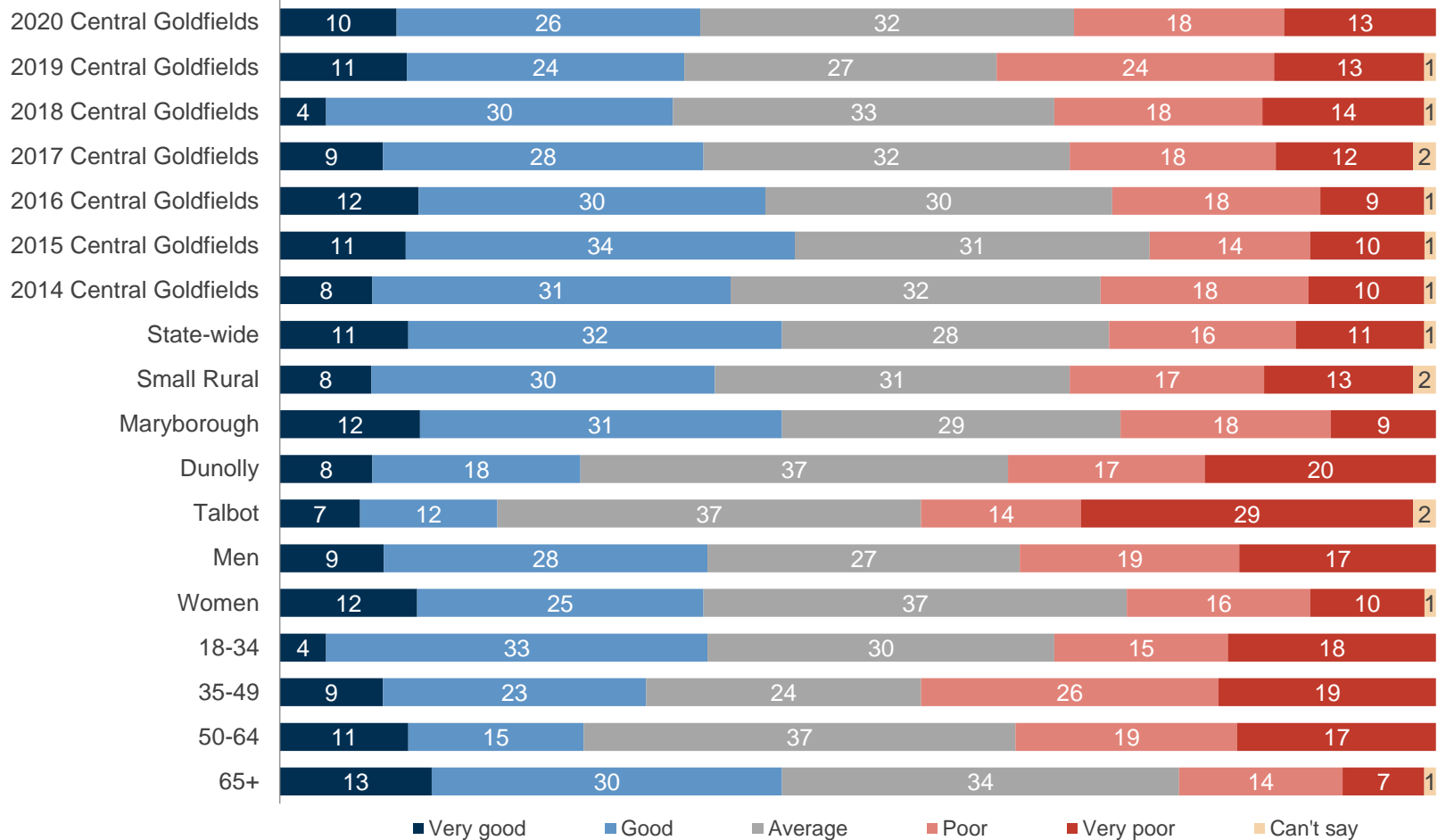
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18

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

The condition of sealed local roads in your area performance



2020 sealed local roads performance (%)

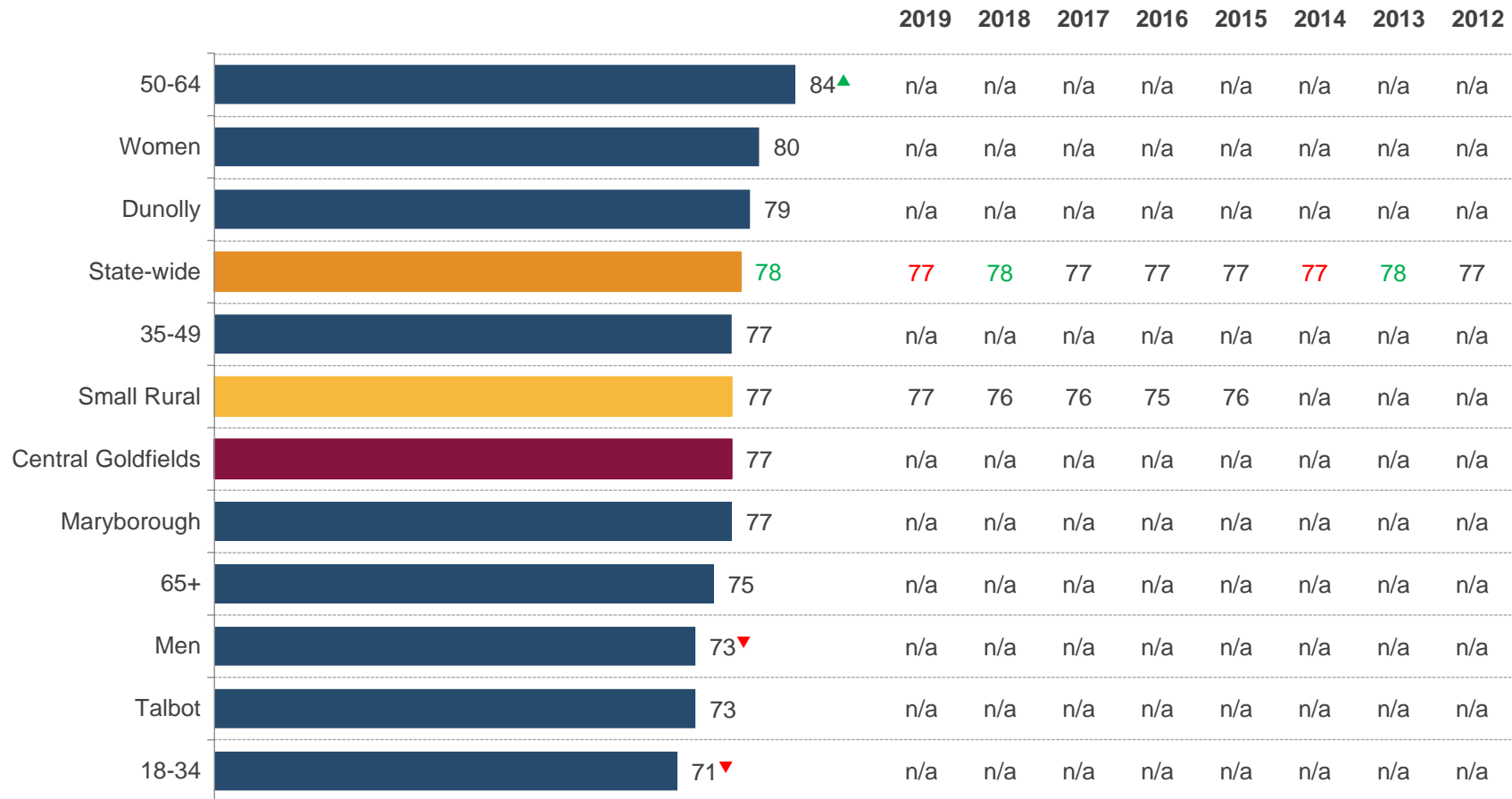


Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18

The condition of local streets and footpaths in your area importance



2020 streets and footpaths importance (index scores)



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

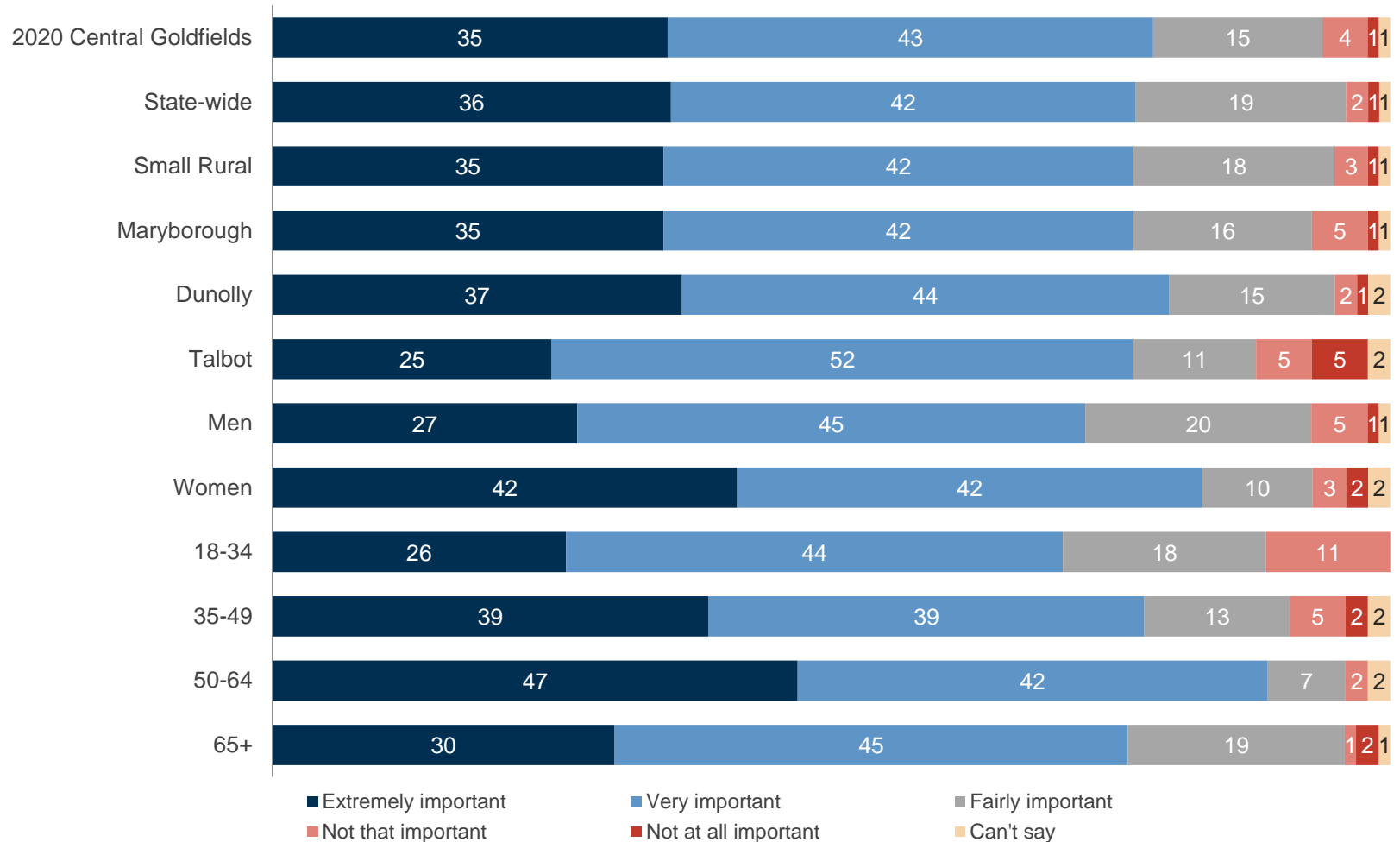
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 3

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

The condition of local streets and footpaths in your area importance



2020 streets and footpaths importance (%)



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 3

The condition of local streets and footpaths in your area performance



2020 streets and footpaths performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	59	58	57	57	58	58	58	57
Small Rural	57	57	57	58	59	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

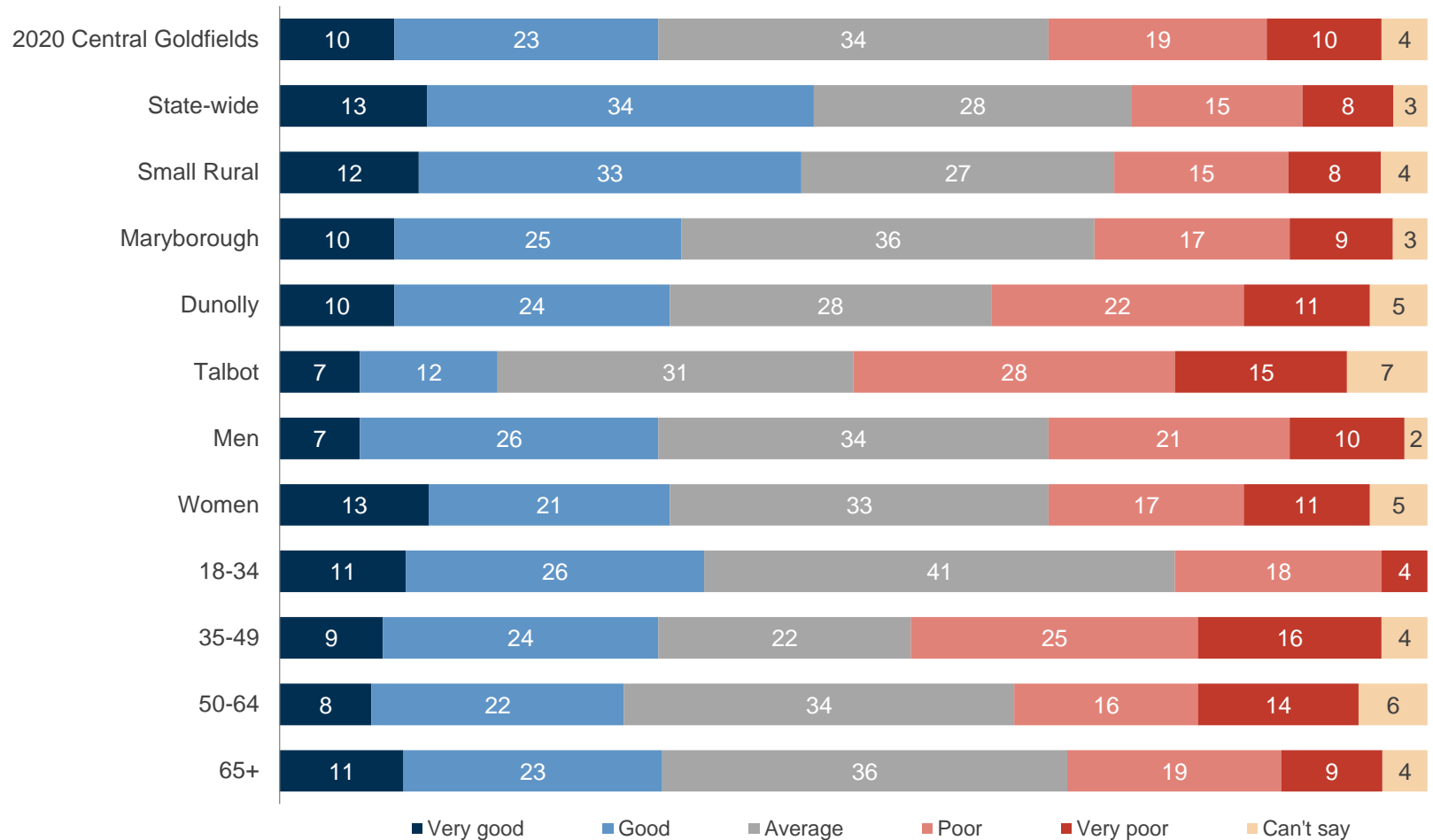
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 9

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

The condition of local streets and footpaths in your area performance



2020 streets and footpaths performance (%)



Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 35 Councils asked group: 9



Parking facilities importance



2020 parking importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	71	71	71	70	70	70	70	71	71
Women	71	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	70	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	70	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	70	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	69	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	69	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	69	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	69	66	64	64	65	67	n/a	n/a	n/a
Men	67	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	64	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	63	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a

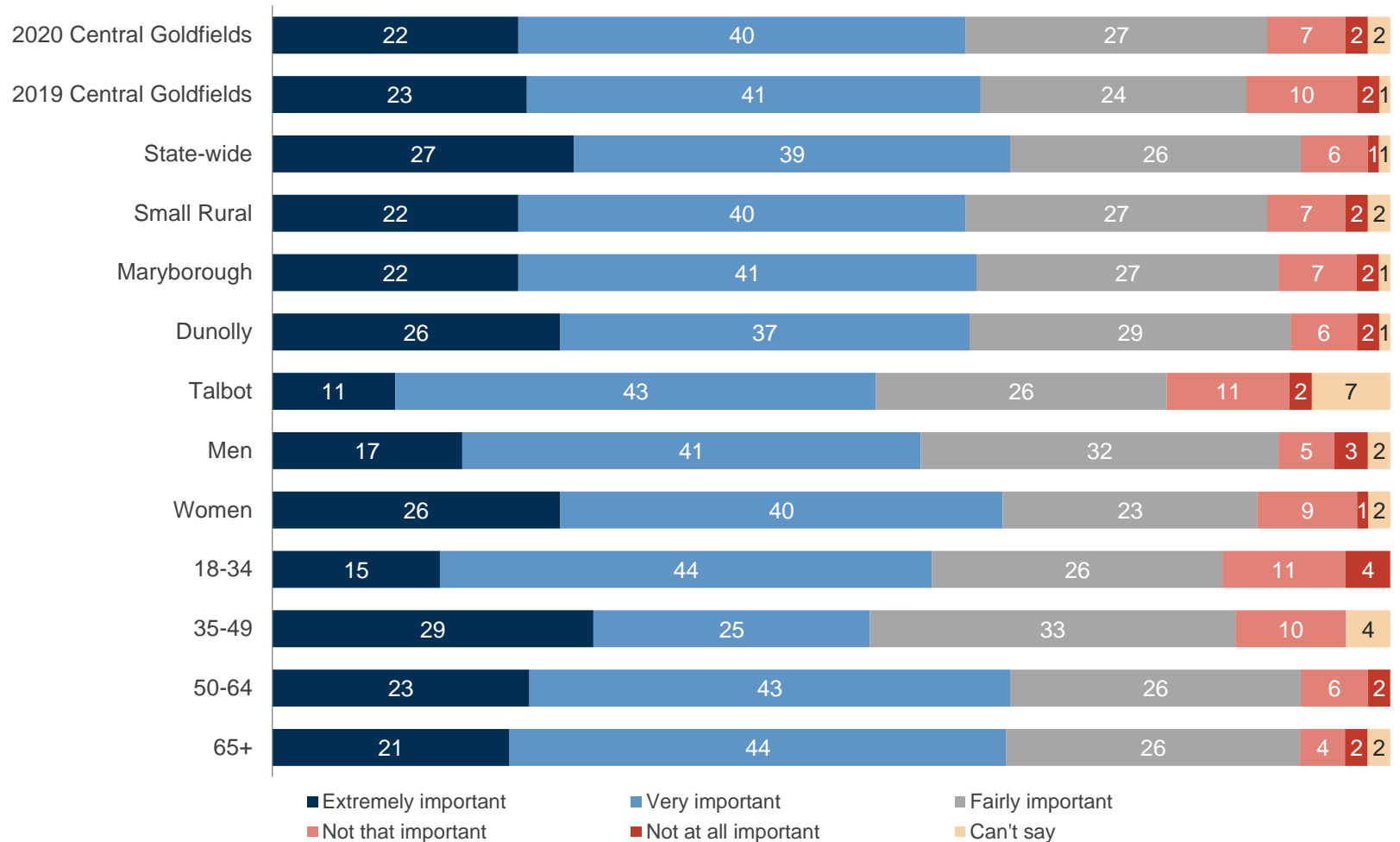
Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 17 Councils asked group: 1
 Note: Please see Appendix A for explanation of significant differences.



Parking facilities importance



2020 parking importance (%)



Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 17 Councils asked group: 1



Parking facilities performance



2020 parking performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Dunolly	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	60	60	63	61	62	n/a	n/a	n/a
35-49	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	55	56	55	56	57	57	57	56

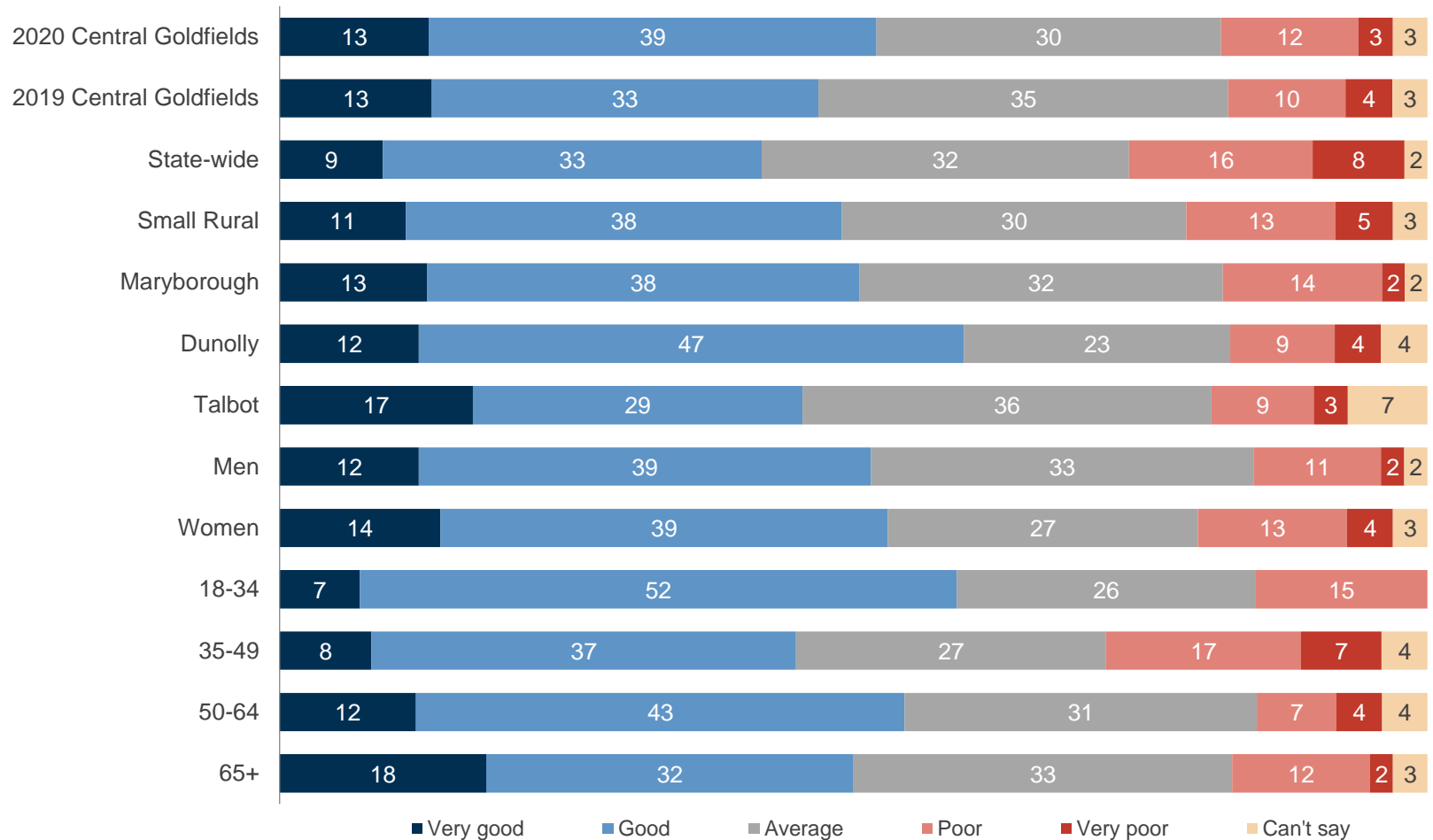
Q2. How has Council performed on 'Parking facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Parking facilities performance



2020 parking performance (%)



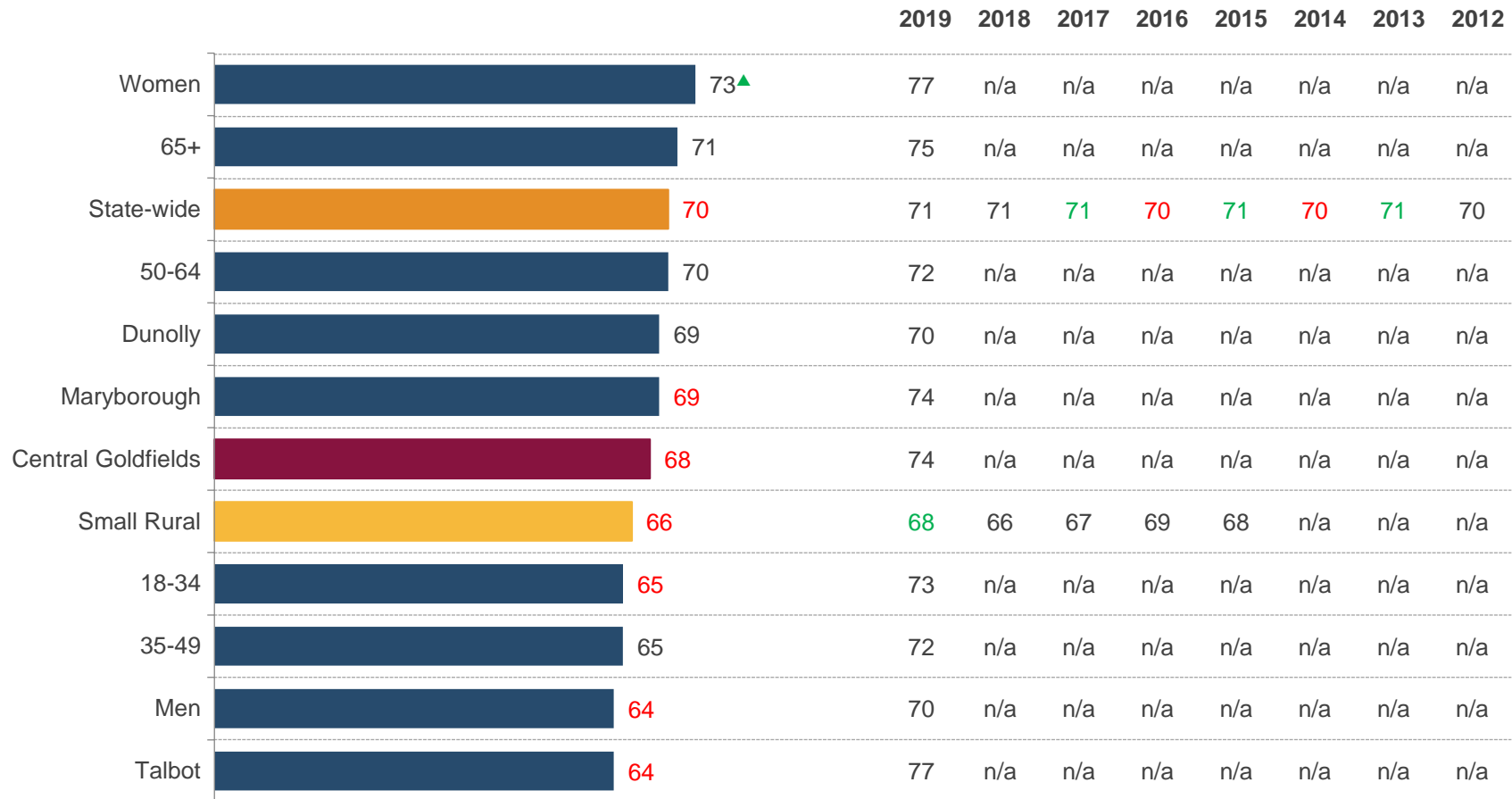
Q2. How has Council performed on 'Parking facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3



Enforcement of local laws importance



2020 law enforcement importance (index scores)



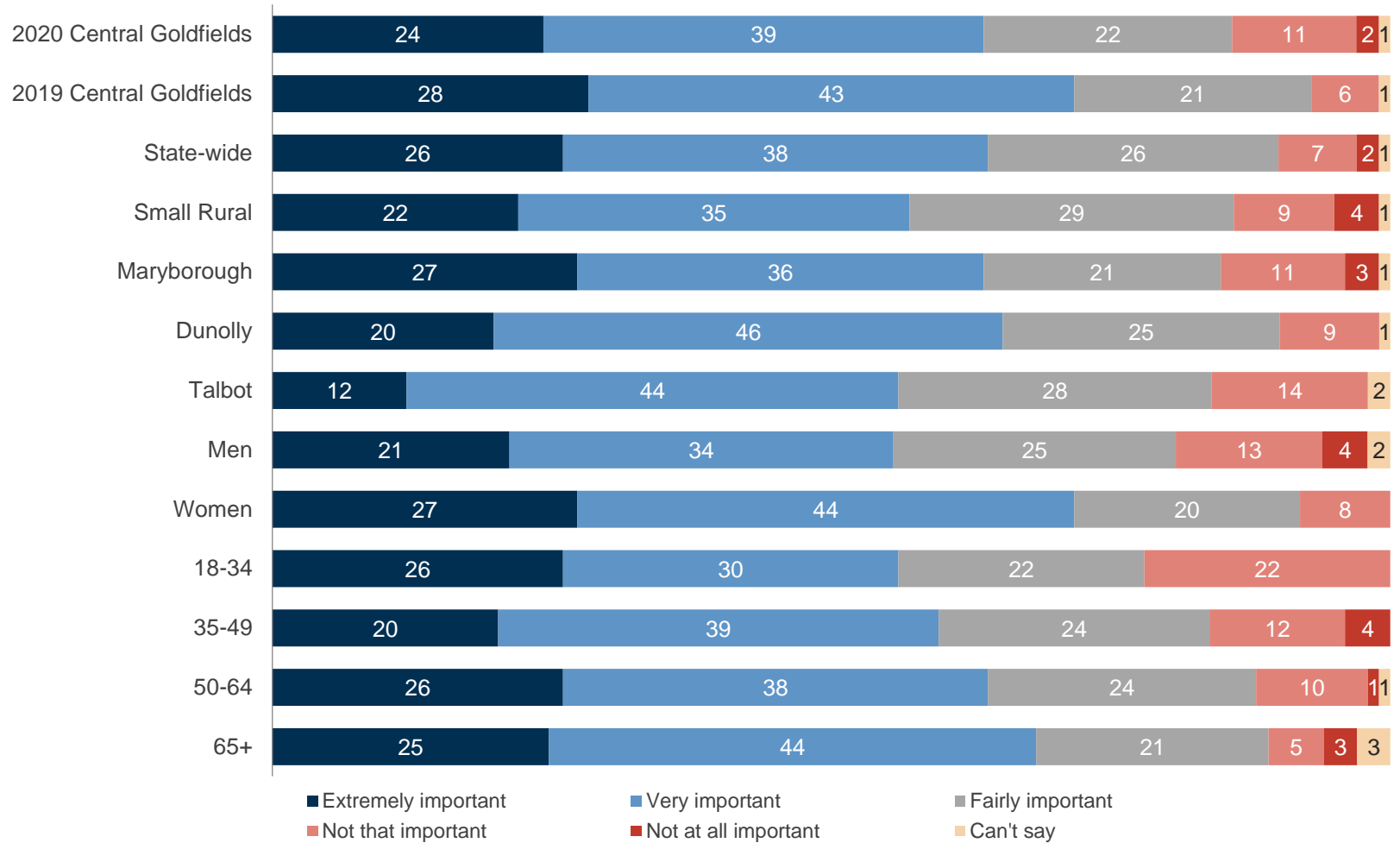
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2020 law enforcement importance (%)



Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4



Enforcement of local laws performance



2020 law enforcement performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	66	63	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	63	66	n/a	n/a	n/a	n/a	n/a	n/a
Women	63	65	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	63	64	64	63	66	66	65	65
50-64	63	65	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	62	64	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	62	63	63	65	64	66	n/a	n/a
65+	61	65	n/a	n/a	n/a	n/a	n/a	n/a
Men	61	64	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	60	59	n/a	n/a	n/a	n/a	n/a	n/a
35-49	60	65	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	59	63	n/a	n/a	n/a	n/a	n/a	n/a

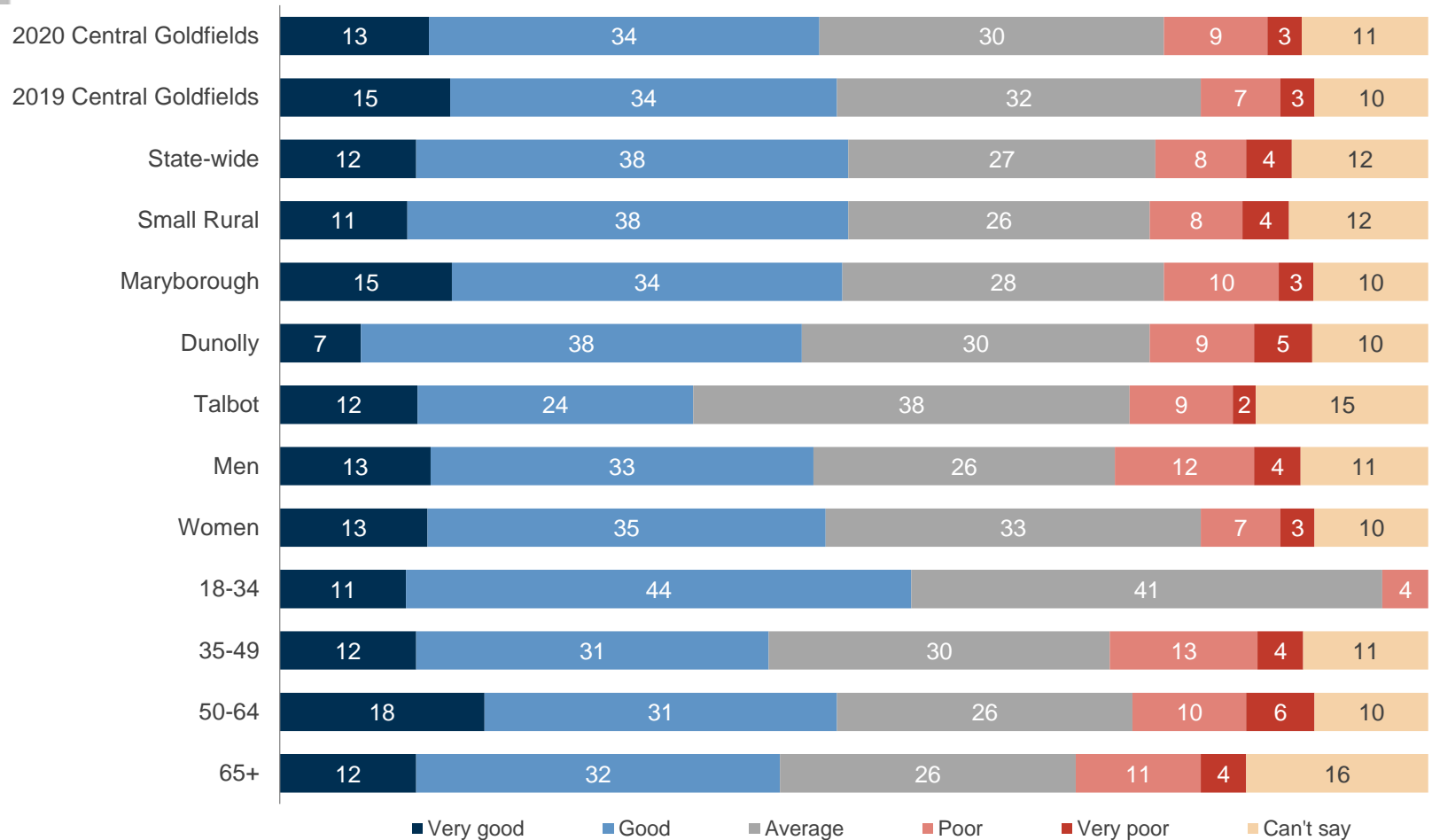
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2020 law enforcement performance (%)



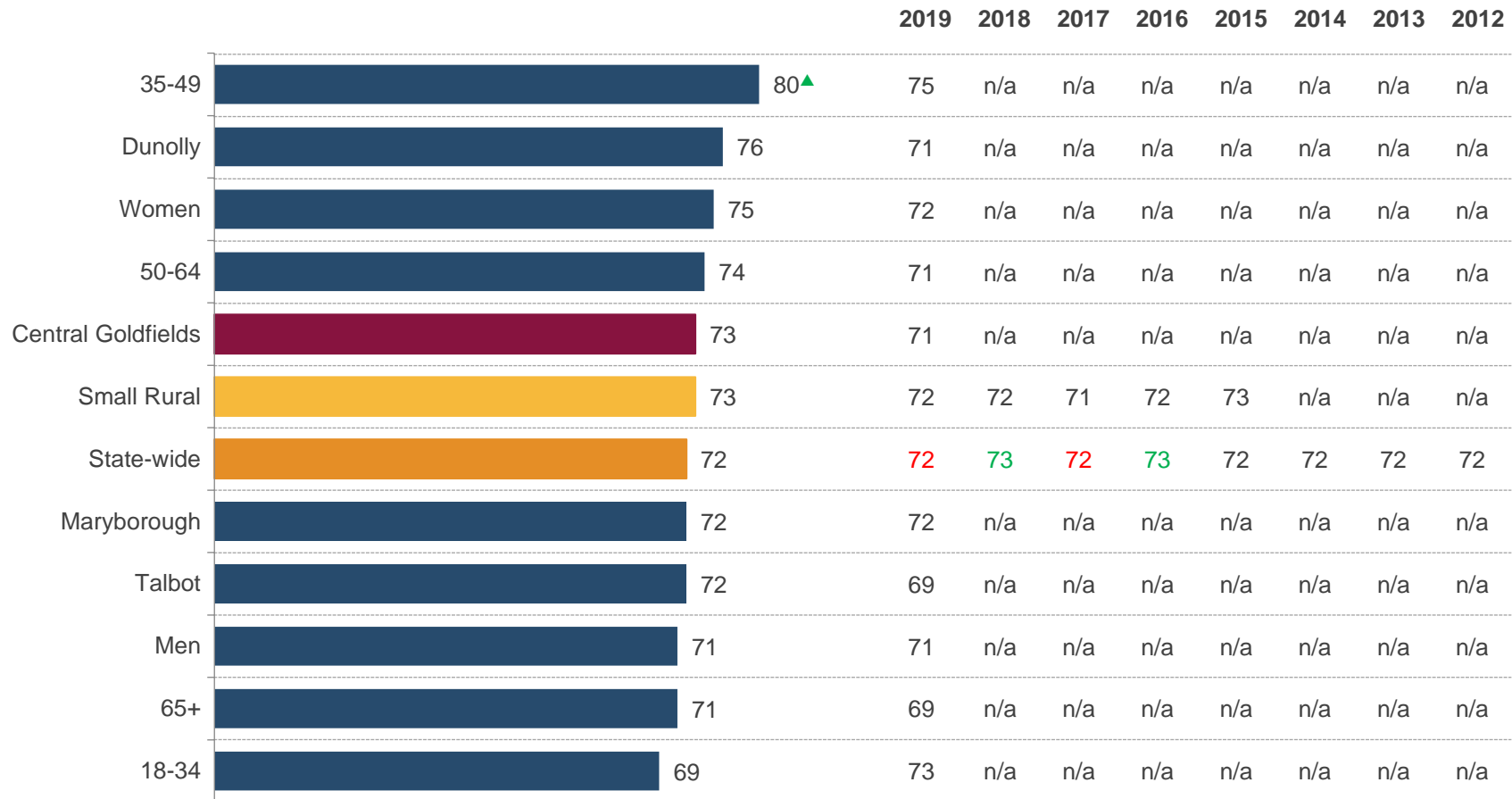
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 10



Recreational facilities importance



2020 recreational facilities importance (index scores)



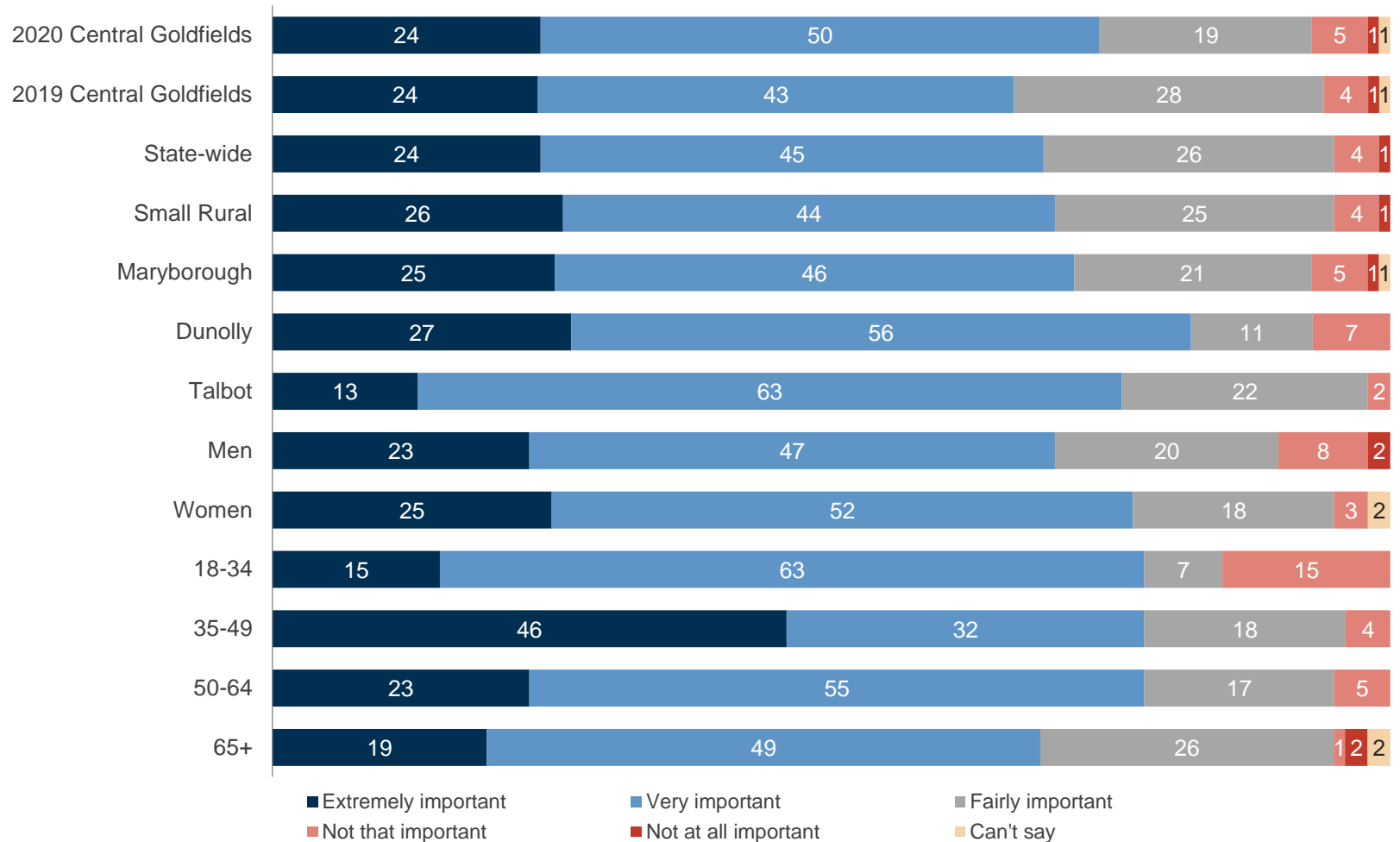
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2020 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5



Recreational facilities performance



2020 recreational facilities performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
65+	72▲	74	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	70▲	70	69	70	69	70	71	70
Maryborough	68	69	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	68▲	68	69	69	68	70	n/a	n/a
Men	66	69	n/a	n/a	n/a	n/a	n/a	n/a
50-64	66	69	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	65	68	n/a	n/a	n/a	n/a	n/a	n/a
Women	65	68	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	60	66	n/a	n/a	n/a	n/a	n/a	n/a
18-34	60	58	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	56▼	62	n/a	n/a	n/a	n/a	n/a	n/a
35-49	55▼	67	n/a	n/a	n/a	n/a	n/a	n/a

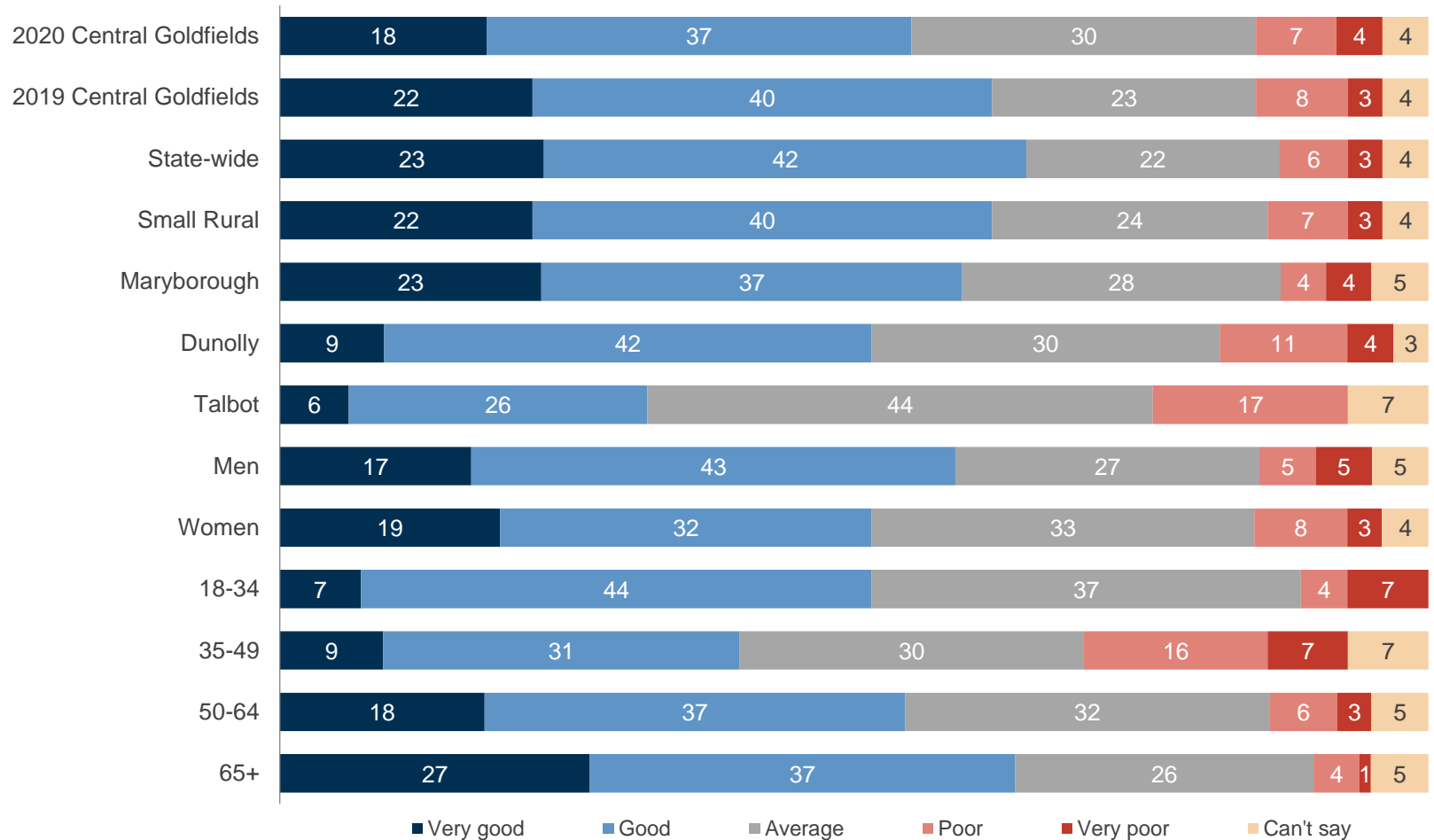
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 39 Councils asked group: 11
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2020 recreational facilities performance (%)



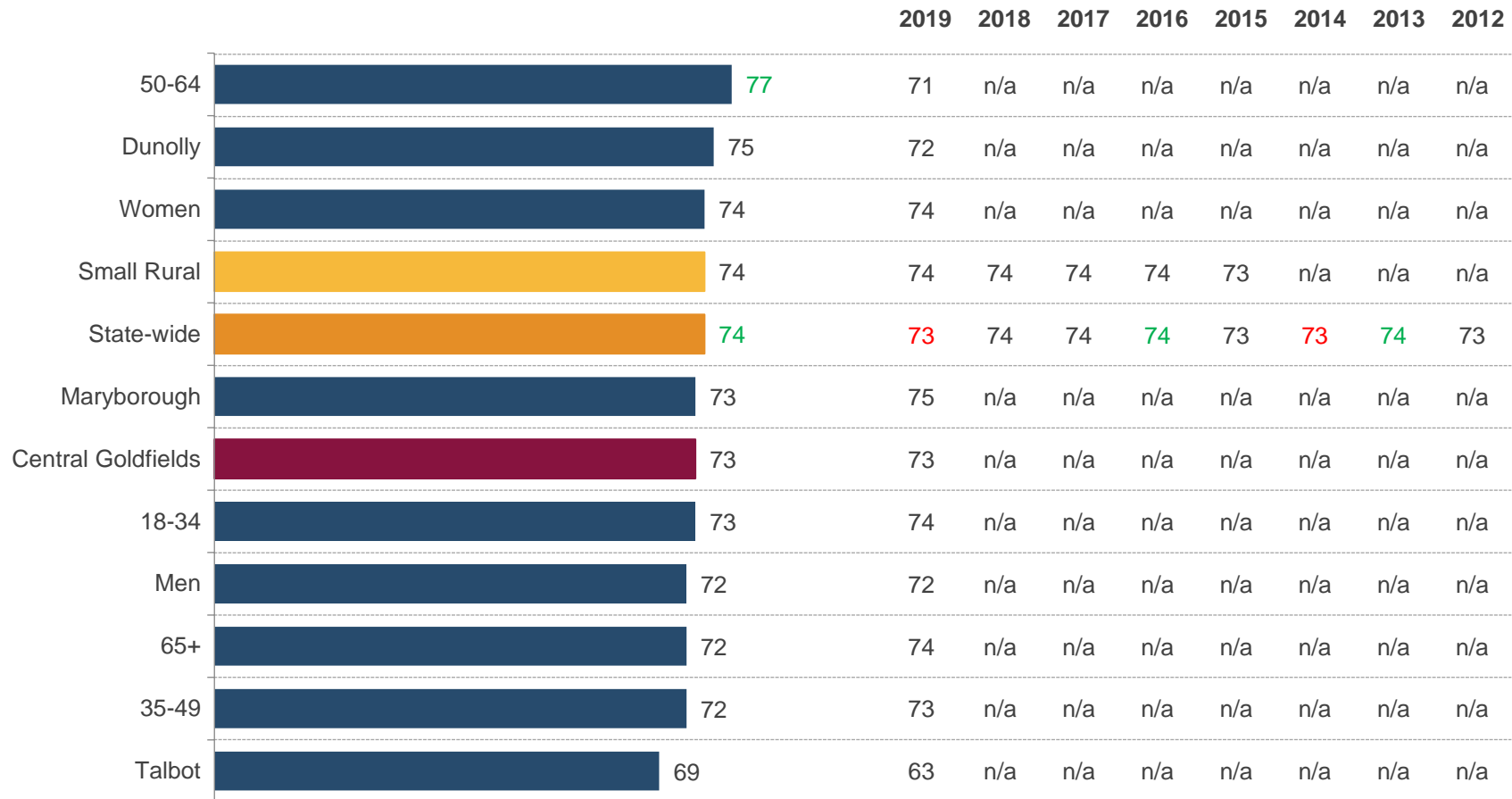
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 39 Councils asked group: 11



The appearance of public areas importance



2020 public areas importance (index scores)



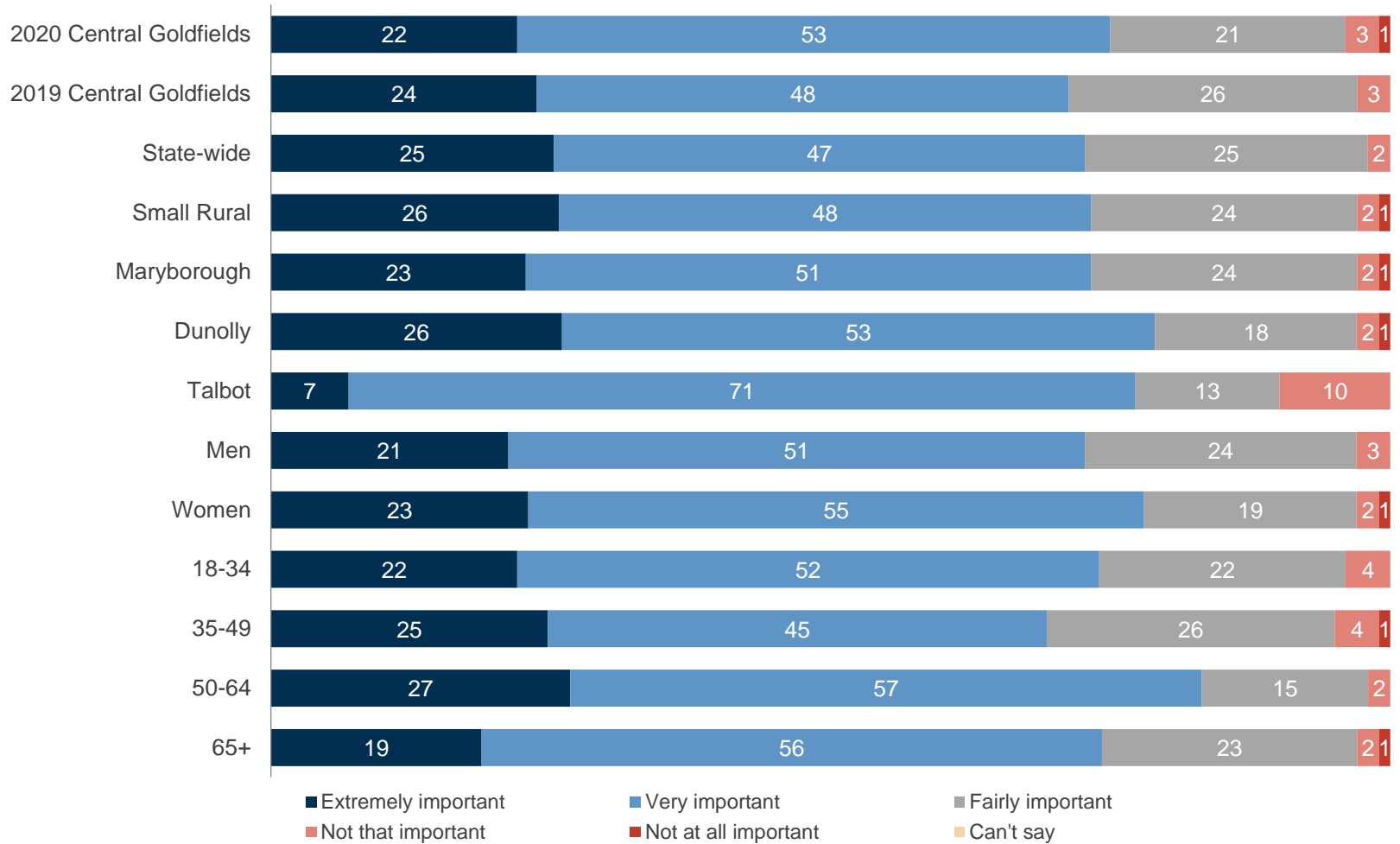
Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2020 public areas importance (%)



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5



The appearance of public areas performance



2020 public areas performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Women	78	75	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	77	76	n/a	n/a	n/a	n/a	n/a	n/a
18-34	76	66	n/a	n/a	n/a	n/a	n/a	n/a
65+	76	79	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	75	77	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	75	75	n/a	n/a	n/a	n/a	n/a	n/a
35-49	75	75	n/a	n/a	n/a	n/a	n/a	n/a
50-64	73	78	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	72▼	73	72	74	73	74	n/a	n/a
Men	72	75	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	72▼	72	71	71	71	72	72	71
Dunolly	71	72	n/a	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: 38 Councils asked group: 12

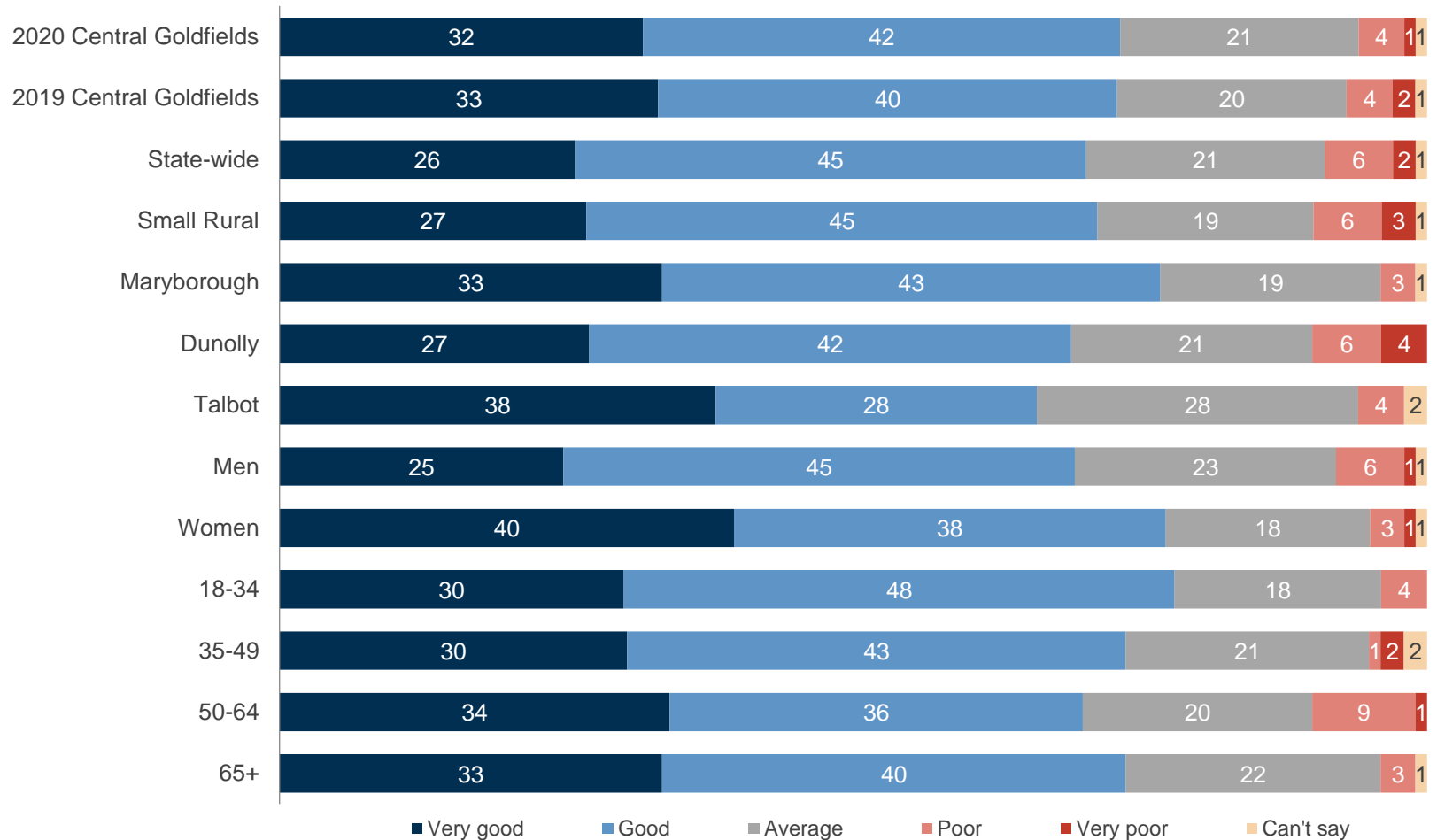
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2020 public areas performance (%)



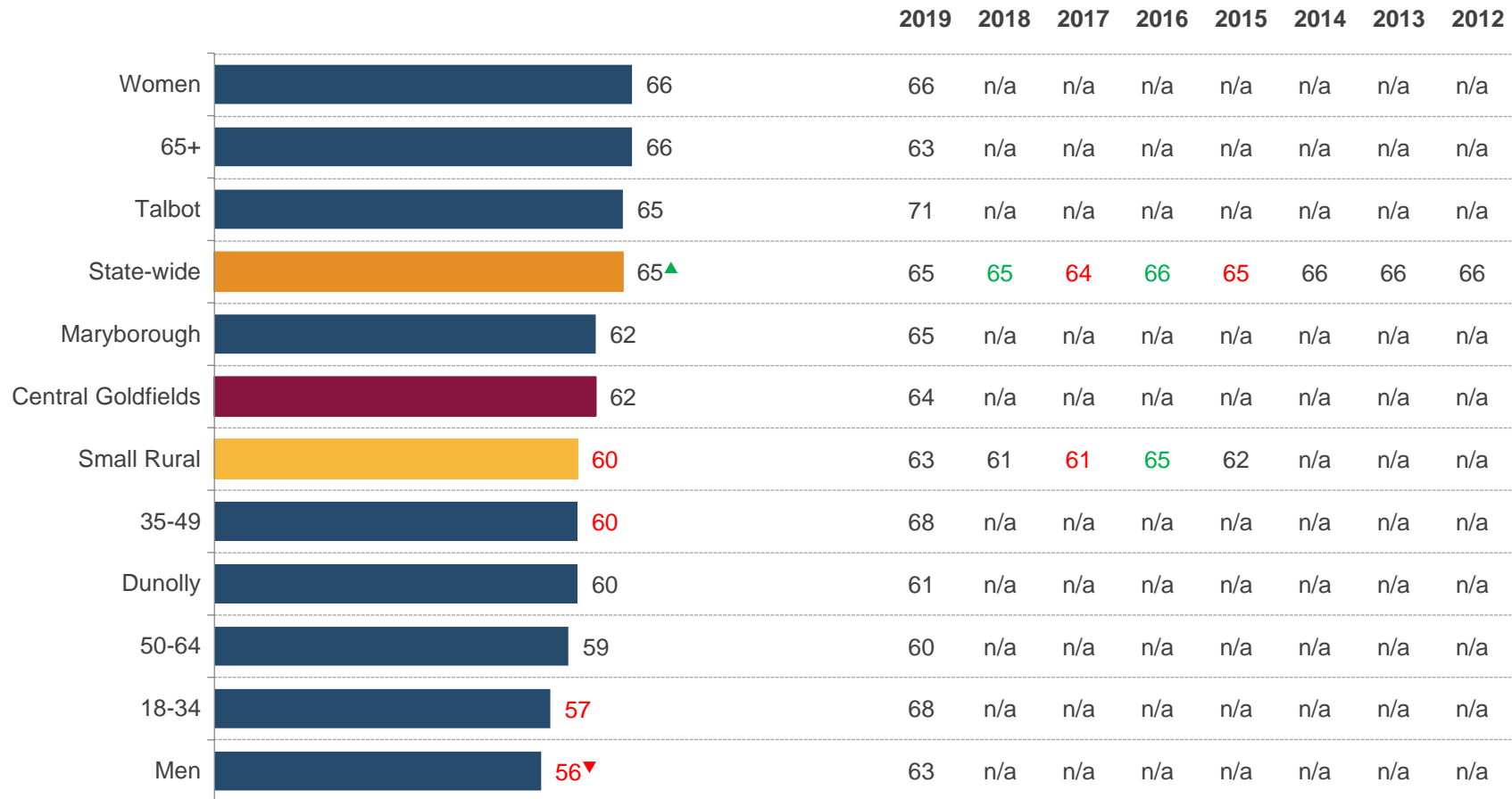
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 38 Councils asked group: 12



Art centres and libraries importance



2020 art centres and libraries importance (index scores)



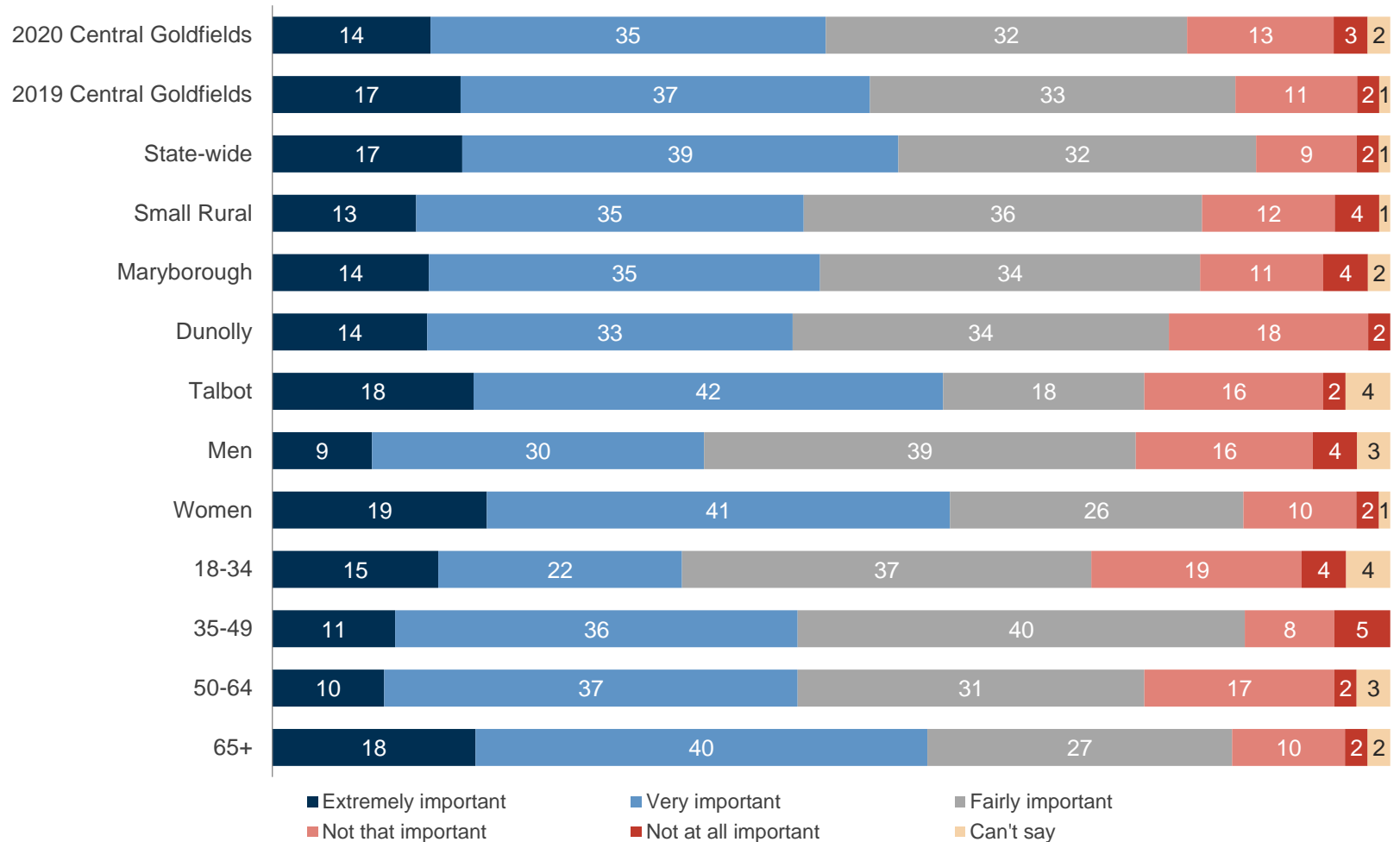
Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 2
 Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries importance



2020 art centres and libraries importance (%)



Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 2



Art centres and libraries performance



2020 art centres and libraries performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Small Rural	74▲	74	73	72	71	69	n/a	n/a
State-wide	74▲	74	73	72	73	75	73	73
65+	74	76	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	73	73	n/a	n/a	n/a	n/a	n/a	n/a
50-64	72	69	n/a	n/a	n/a	n/a	n/a	n/a
35-49	72	76	n/a	n/a	n/a	n/a	n/a	n/a
Men	71	71	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	71	71	n/a	n/a	n/a	n/a	n/a	n/a
Women	71	71	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	68	68	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	67	70	n/a	n/a	n/a	n/a	n/a	n/a
18-34	64▼	61	n/a	n/a	n/a	n/a	n/a	n/a

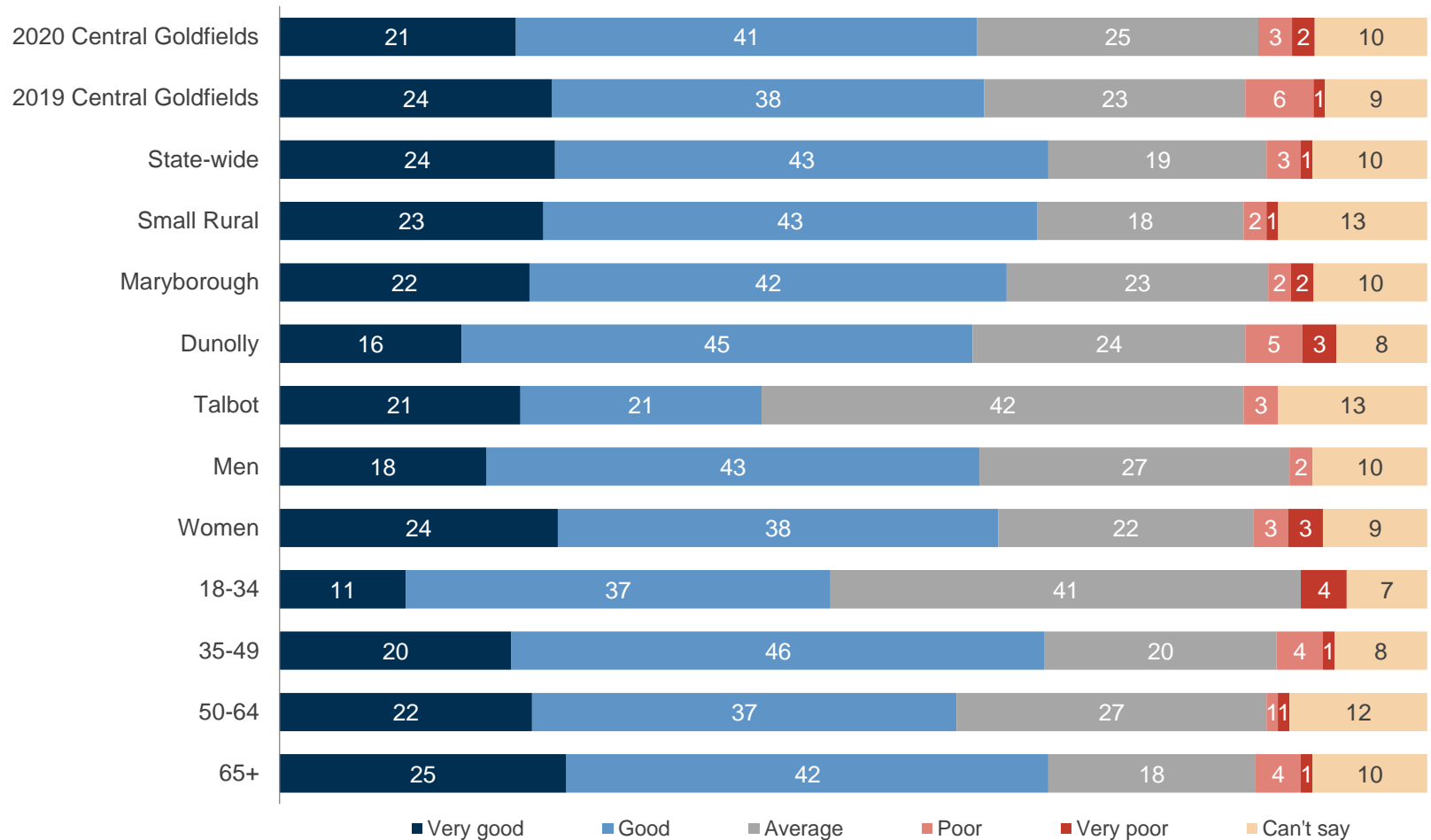
Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries performance



2020 art centres and libraries performance (%)



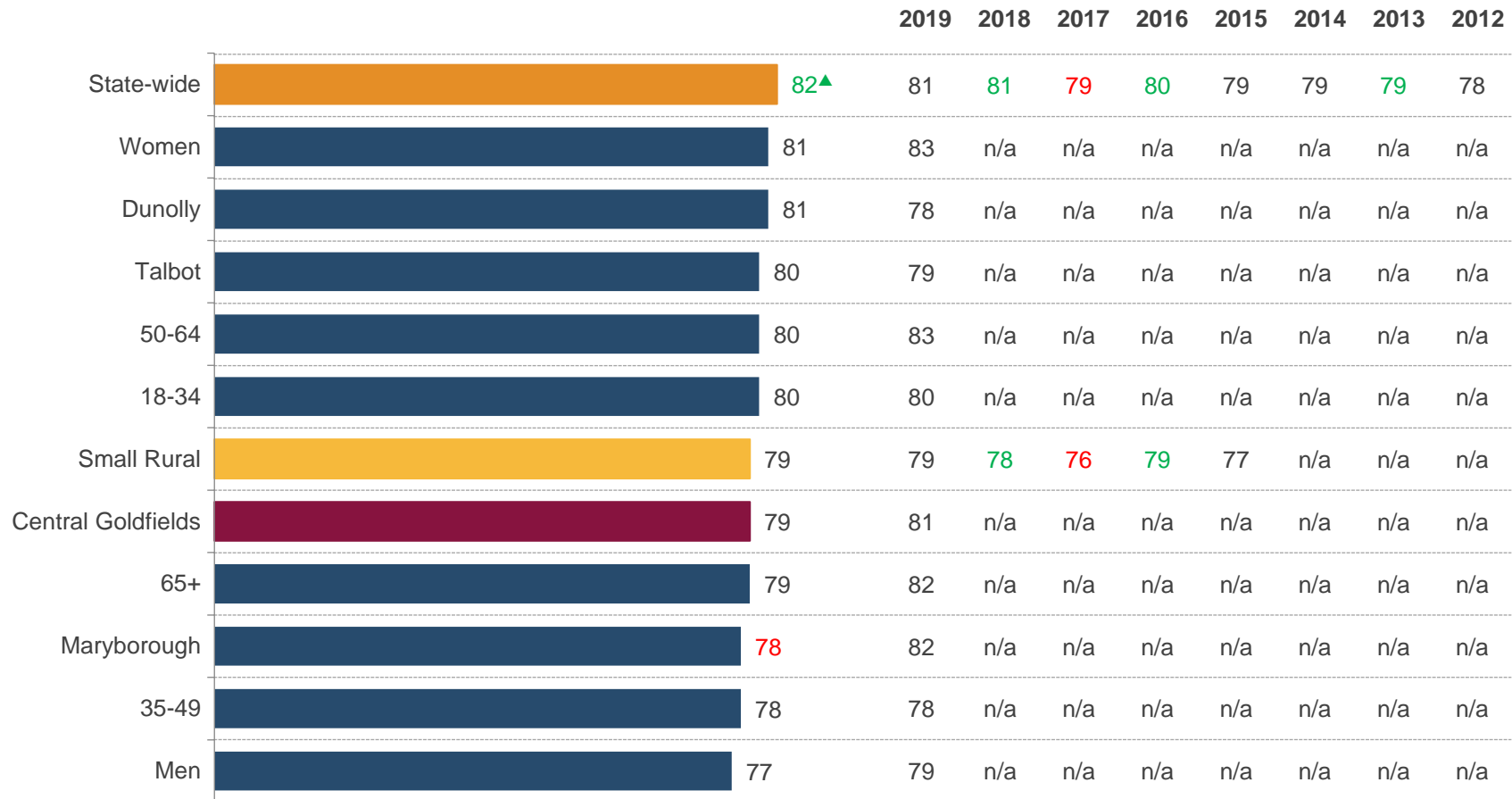
Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5



Waste management importance



2020 waste management importance (index scores)



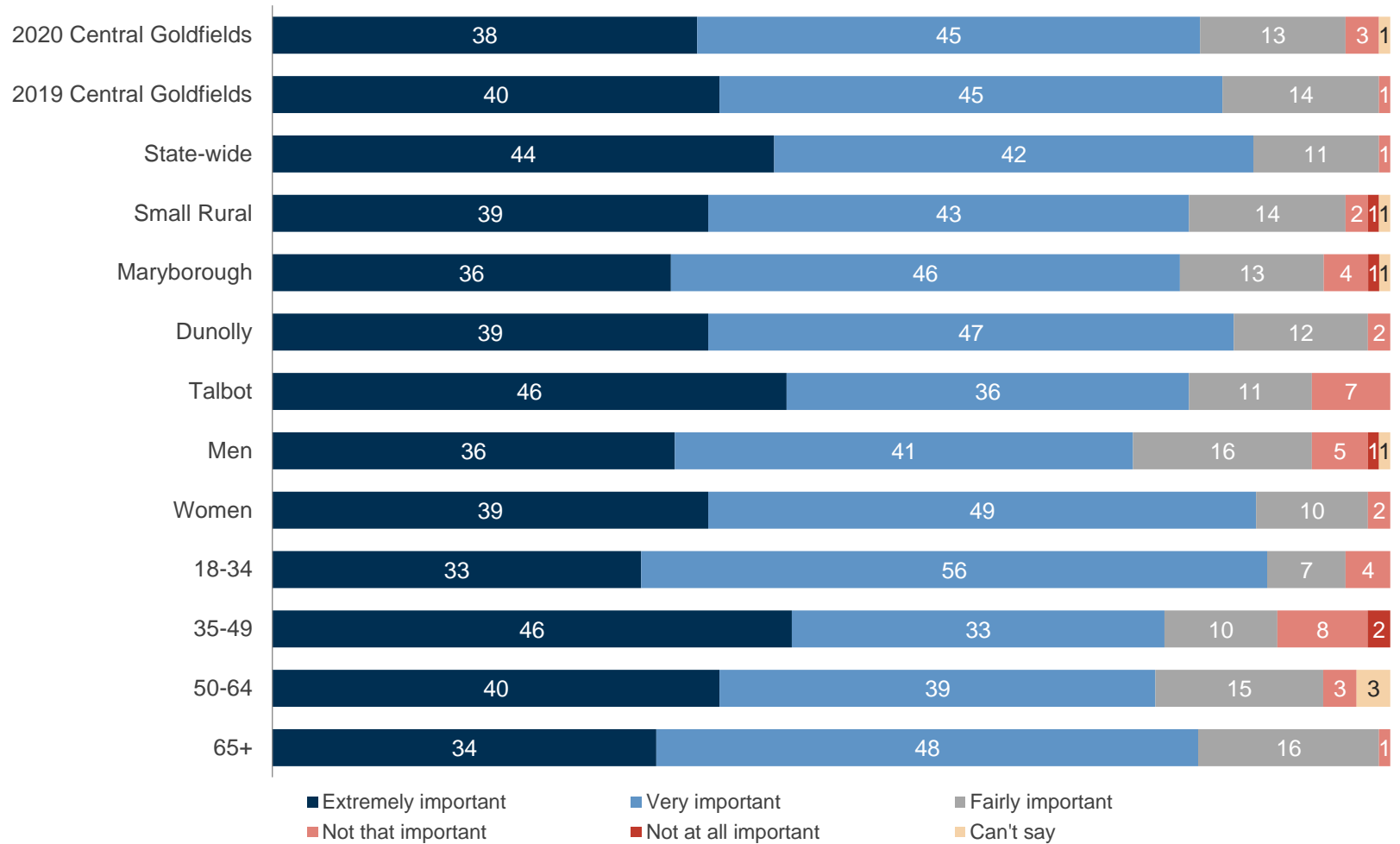
Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2020 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5



Waste management performance



2020 waste management performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
65+	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	68	70	71	70	72	73	71	72
50-64	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	66	69	70	69	71	n/a	n/a	n/a
Maryborough	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a

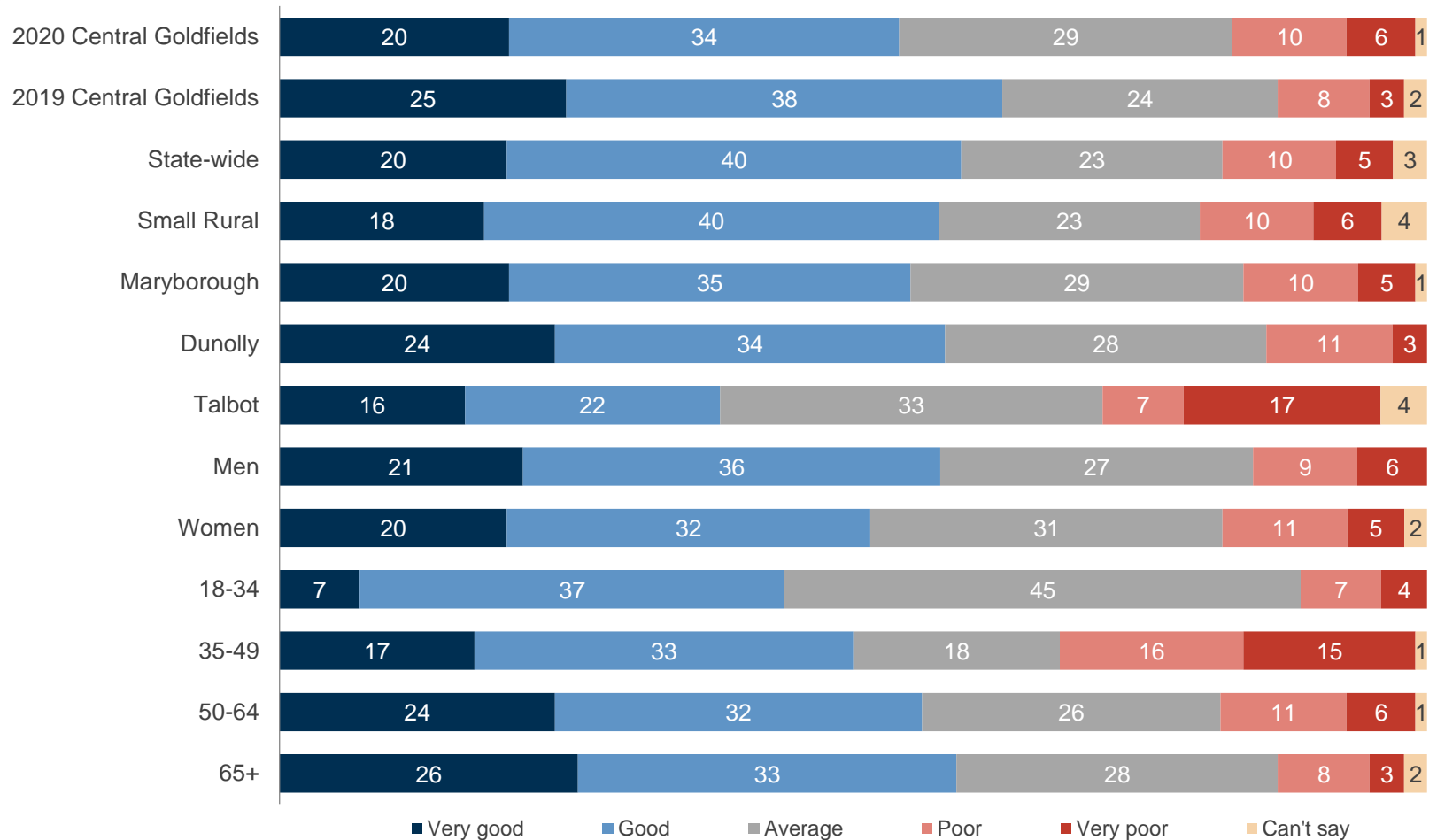
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 41 Councils asked group: 13
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2020 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 41 Councils asked group: 13

Business and community development and tourism importance



2020 business/development/tourism importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
35-49	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	74	71	71	72	71	70	n/a	n/a
Talbot	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67	65	66	67	67	67	67	66

Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?

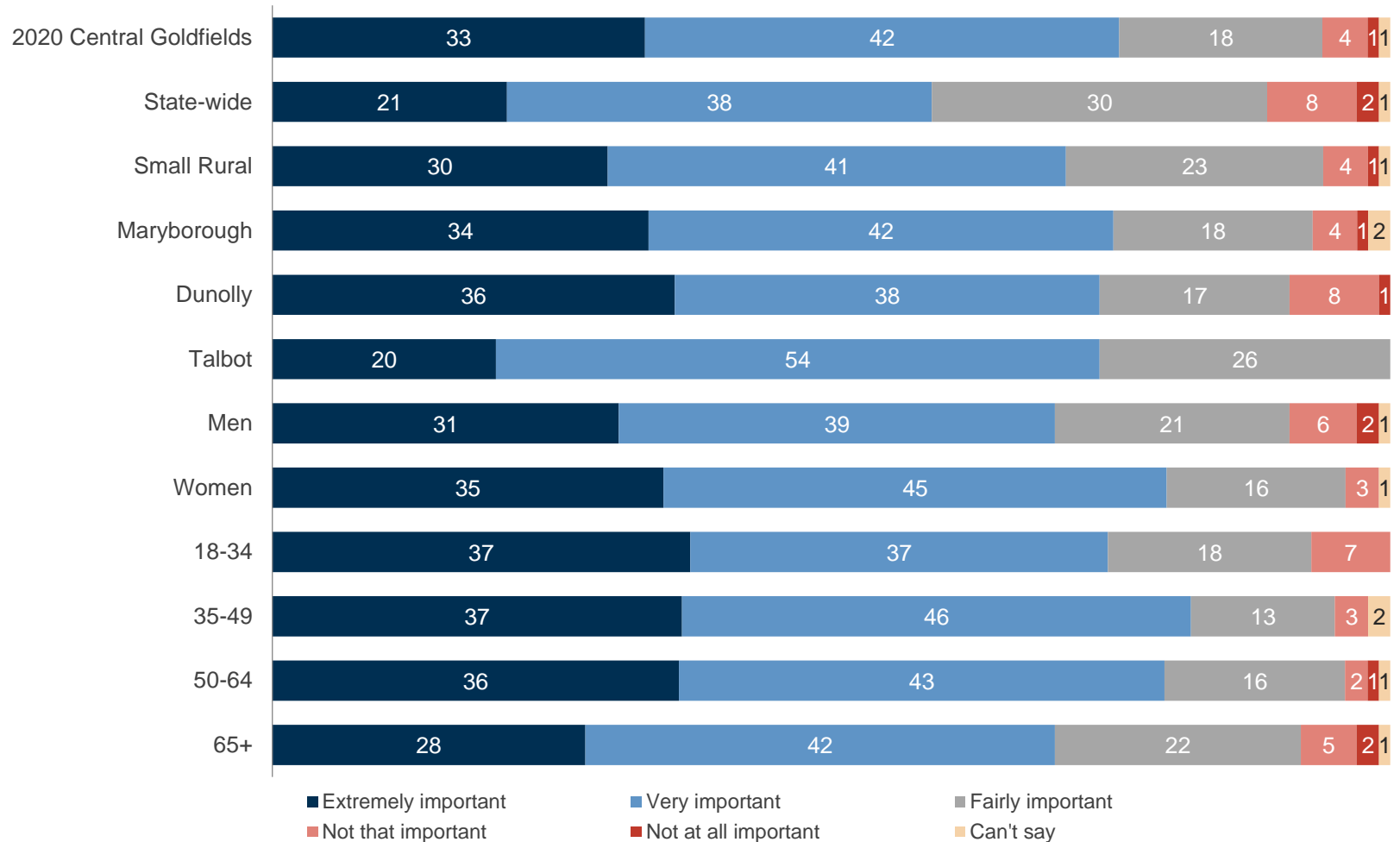
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 5

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

Business and community development and tourism importance



2020 business/development/tourism importance (%)



Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 18 Councils asked group: 5

Business and community development and tourism performance



2020 business/development/tourism performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	61	60	61	60	61	62	62	62
Small Rural	59	59	64	61	63	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?

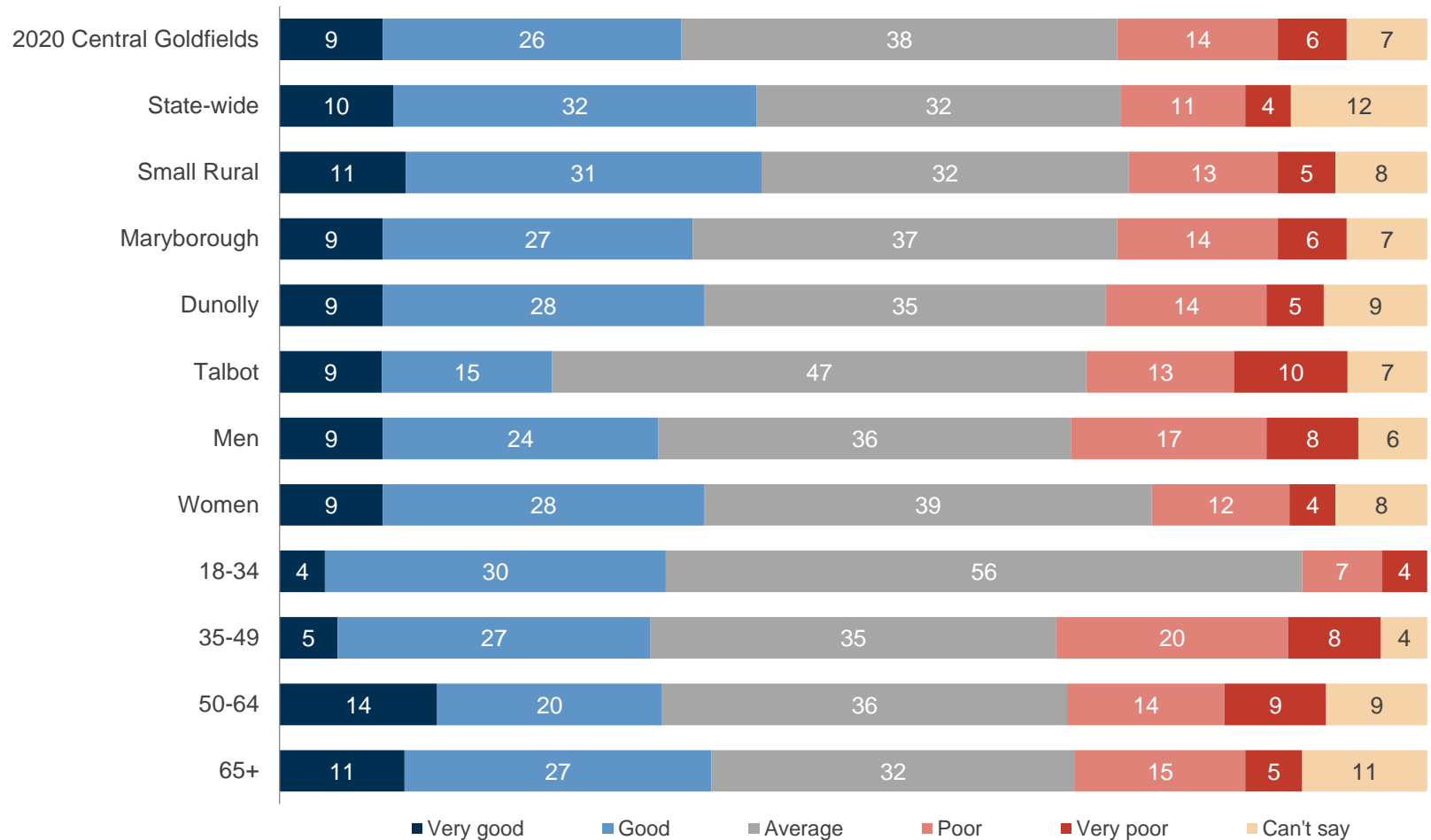
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 7

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

Business and community development and tourism performance



2020 business/development/tourism performance (%)



Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 7



Environmental sustainability importance



2020 environmental sustainability importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Talbot	75	77	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	74▲	74	73	72	73	73	72	71
35-49	74	72	n/a	n/a	n/a	n/a	n/a	n/a
Women	74▲	77	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	70	72	70	70	74	77	n/a	n/a
Maryborough	70	72	n/a	n/a	n/a	n/a	n/a	n/a
50-64	70	74	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	69	73	n/a	n/a	n/a	n/a	n/a	n/a
65+	68	71	n/a	n/a	n/a	n/a	n/a	n/a
18-34	66	79	n/a	n/a	n/a	n/a	n/a	n/a
Men	64▼	69	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	64	75	n/a	n/a	n/a	n/a	n/a	n/a

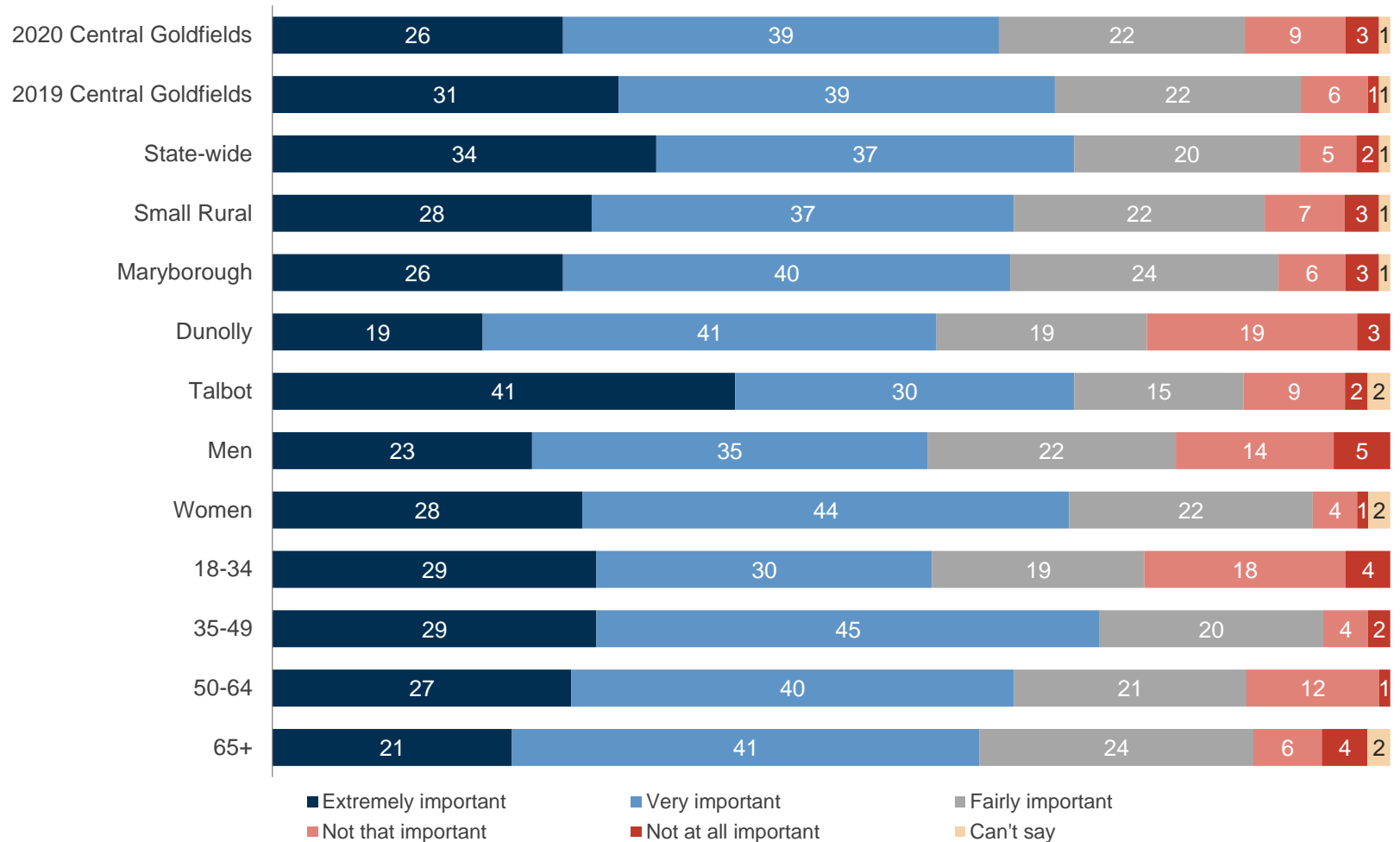
Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2020 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4



Environmental sustainability performance



2020 environmental sustainability performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Maryborough	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	60▲	62	63	64	63	64	64	64
65+	59	60	n/a	n/a	n/a	n/a	n/a	n/a
Men	58	62	n/a	n/a	n/a	n/a	n/a	n/a
Central Goldfields	57	60	n/a	n/a	n/a	n/a	n/a	n/a
Women	57	58	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	57	59	62	63	61	63	n/a	n/a
50-64	56	57	n/a	n/a	n/a	n/a	n/a	n/a
Dunolly	56	56	n/a	n/a	n/a	n/a	n/a	n/a
35-49	53	62	n/a	n/a	n/a	n/a	n/a	n/a
Talbot	43▼	68	n/a	n/a	n/a	n/a	n/a	n/a

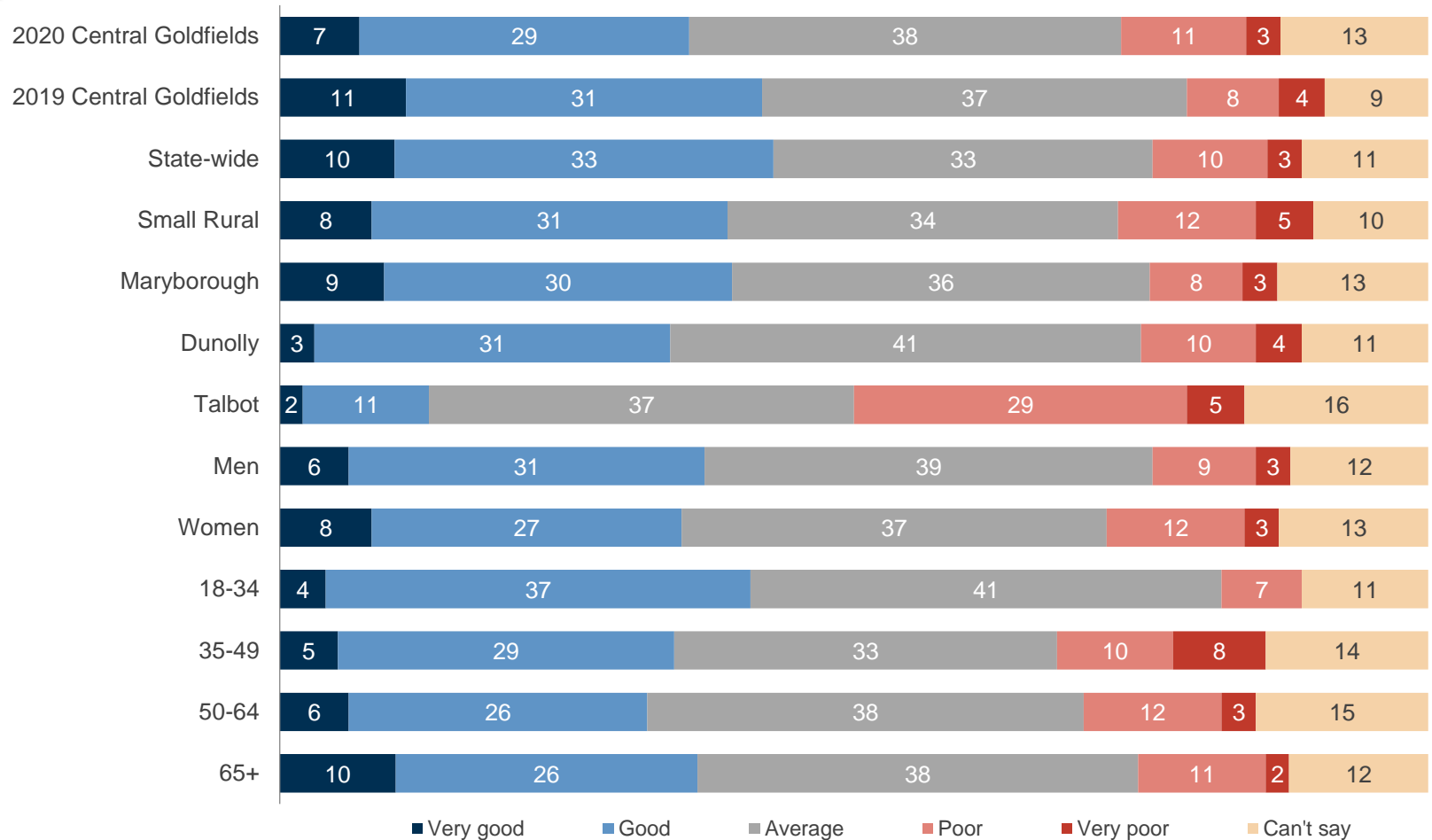
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2020 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5



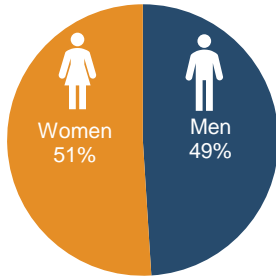
Detailed demographics



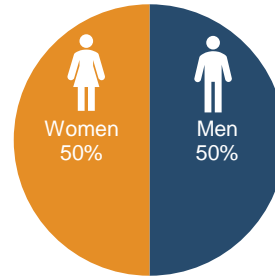
Gender and age profile

2020 gender

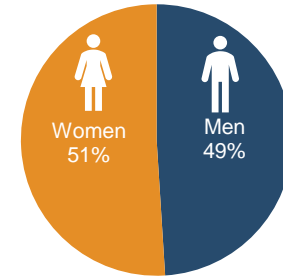
Central Goldfields



Small Rural

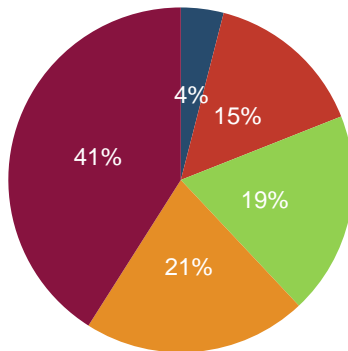


State-wide

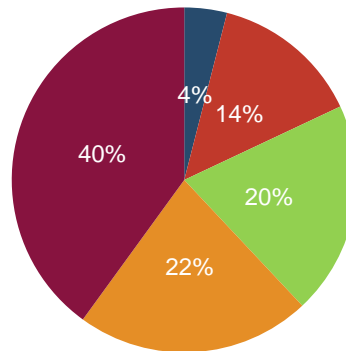


2020 age

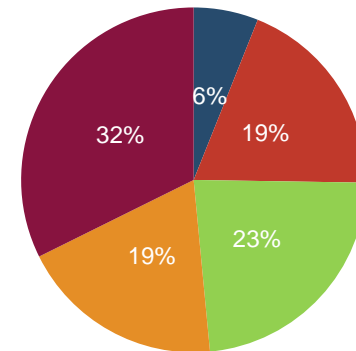
Central Goldfields



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: 18
 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 2020 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 10,700 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	186	197	+/-7.1
Women	214	203	+/-6.6
Maryborough	275	274	+/-5.8
Dunolly	89	90	+/-10.4
Talbot	36	36	+/-16.5
18-34 years	27	76	+/-19.2
35-49 years	60	75	+/-12.7
50-64 years	104	83	+/-9.6
65+ years	209	166	+/-6.7



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:

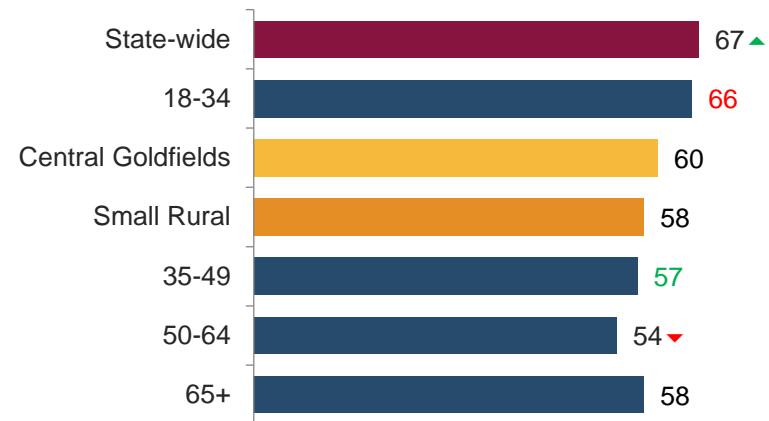
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2019.

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 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

**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 2020 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 2020 results are compared with previous years, as detailed below:

- 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.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the 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 in the period of 30th January – 22nd March, 2020.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 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 2012-2020 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 2020 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 2012-2020 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 2020 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2020 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 2020 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:

<http://www.delwp.vic.gov.au/local-government/strengthening-councils/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: 2020 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.

Statewide 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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