



2021 Local Government Community Satisfaction Survey

Central Goldfields Shire Council

Coordinated by the Department of Jobs,
Precincts and Regions on behalf of
Victorian councils



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Background and objectives

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

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

Now in its twenty-second 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 22 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 22 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, 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 53



State-wide 61



Small Rural 60

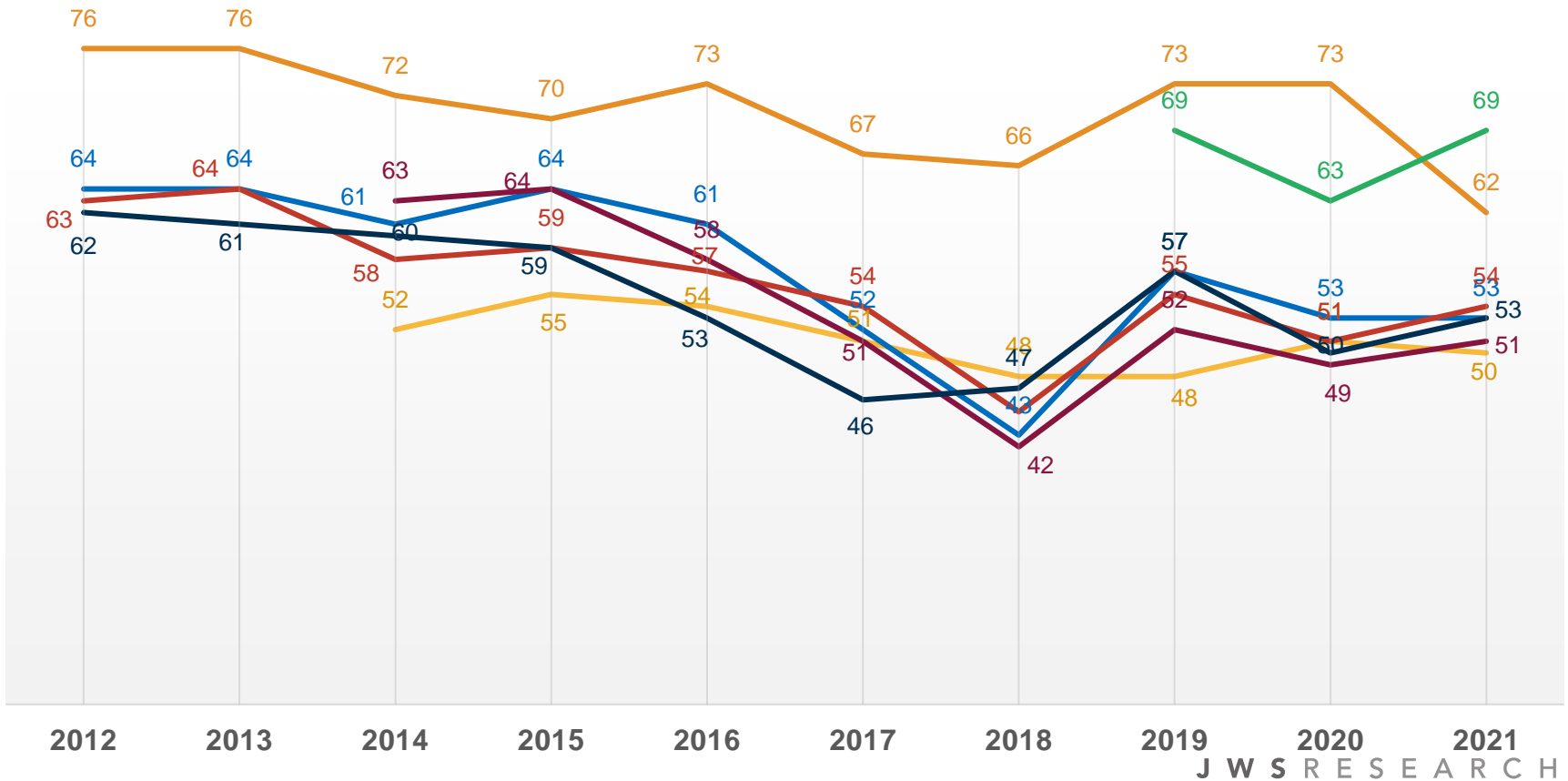
Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	Areas where Council performance is significantly lower
Compared to State-wide average	None	<ul style="list-style-type: none"> Sealed local roads Community decisions Lobbying
Compared to group average	None	<ul style="list-style-type: none"> Community decisions Lobbying Sealed local roads



Summary of core measures

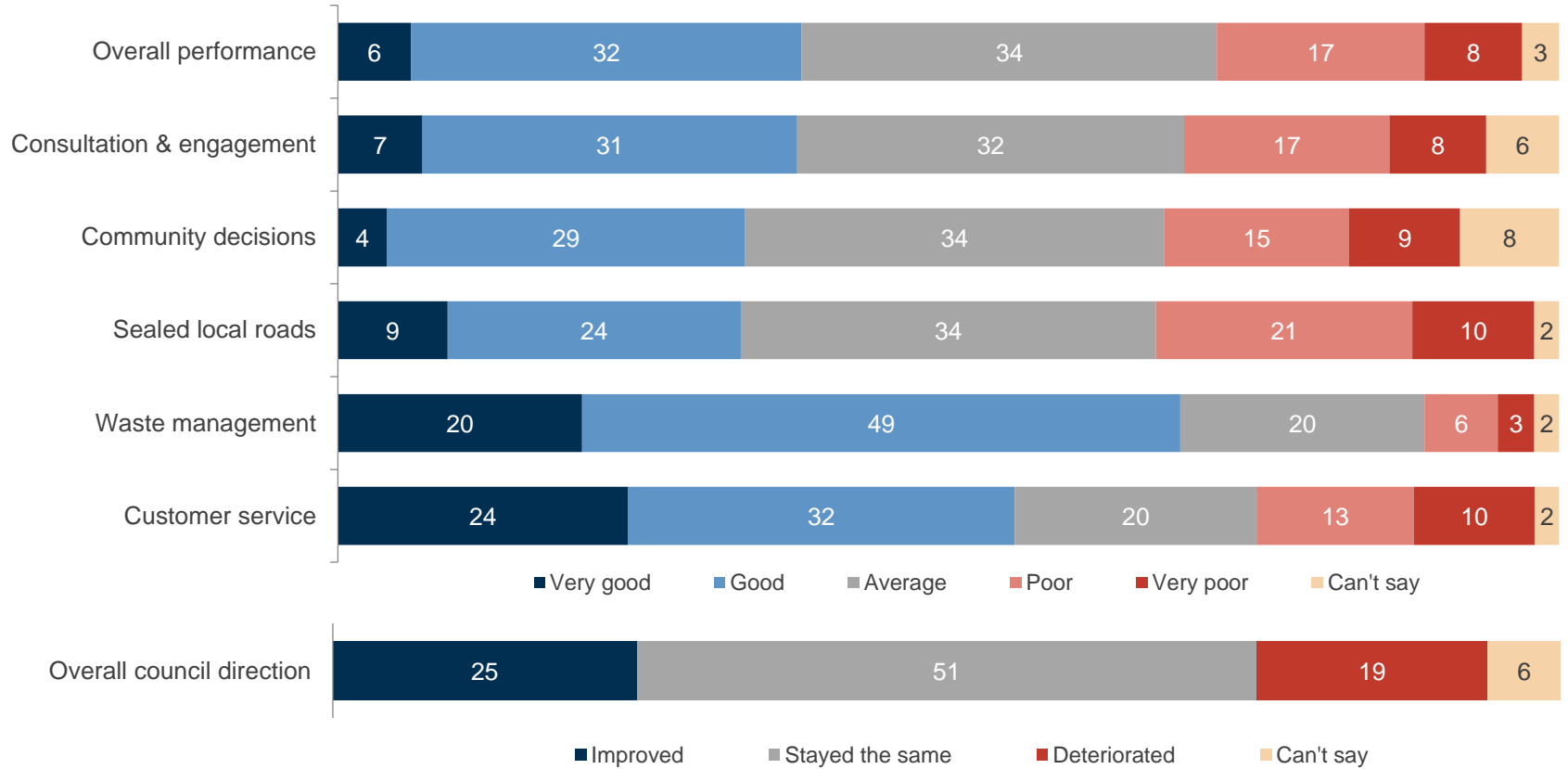
Index scores














Summary of core measures

Core measures summary results (%)





Summary of Central Goldfields Shire Council performance

Services	Central Goldfields 2021	Central Goldfields 2020	Small Rural 2021	State-wide 2021	Highest score	Lowest score
 Overall performance	53	53	60	61	Aged 18-34 years	Aged 50-64 years
 Value for money	49	-	52	54	Aged 65+ years, Aged 35-49 years, Women	Aged 50-64 years
 Overall council direction	53	50	53	53	Aged 65+ years, Women	Aged 50-64 years
 Customer service	62	73	69	70	Aged 65+ years	Aged 50-64 years
 Waste management	69	63	68	69	Aged 18-34 years	Aged 50-64 years
 Consultation & engagement	54	51	56	56	Aged 18-34 years	Aged 50-64 years
 Community decisions	51	49	56	56	Aged 18-34 years	Aged 50-64 years
 Lobbying	50	49	55	55	Aged 18-34 years	Aged 50-64 years
 Sealed local roads	50	51	53	57	Aged 65+ years	Aged 50-64 years



Focus areas for the next 12 months

Overview

Perceptions of Central Goldfields Shire Council's overall performance is not significantly different from last year. On several service areas, ratings have increased slightly on 2020 but not statistically significantly. However, for the most part they remain well below their historical peaks. The exception is waste management, which improved significantly on 2020 and is at its equal highest rating since evaluation of this service area began in 2019.

Areas of focus

Particular attention should be paid to customer service, which dropped significantly in perceptions of performance and is at its lowest ever rating. Endeavours should be made to prevent further decline and, ideally, to bring the rating back in line with Council's historically strong performance in this area. Residents aged 50 to 64 years should be the priority here – perceptions among this age group are lowest, and they have the highest rate of contact.

Comparison to state and area grouping

Council performs in line with the Small Rural group and State-wide averages in the areas of waste management and consultation and engagement. On all other service areas, Council's performance is significantly lower than the Small Rural group and State-wide council averages.

Maintain and consolidate gains achieved

Central Goldfields Shire Council should look to consolidate gains made in 2021 and maintain efforts in its strongest performing service area of waste management. Beyond this, Council should focus on maintaining and improving performance in the individual service areas that saw small improvements. In all service areas however, Council has previously experienced higher perceptions of performance.

DETAILED FINDINGS



Overall performance



Overall performance

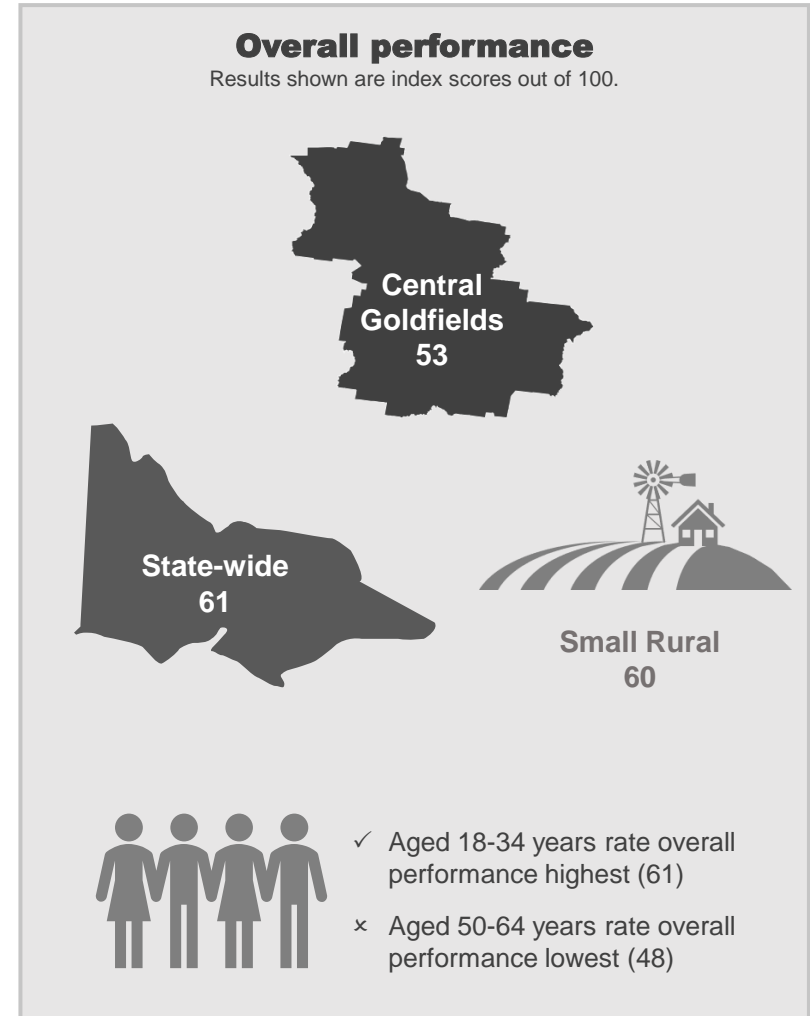
The overall performance index score of 53 for Central Goldfields Shire Council is unchanged from the 2020 result.

Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the Small Rural group and the State-wide averages for councils (index scores of 60 and 61 respectively).

- Among people aged 18 to 34 years (index score of 61), perceptions of overall performance are significantly higher than the Council average.

Less than a third of residents (29%) rate the value for money they receive from Council for services and infrastructure provided to their community as 'very good' or 'good'. This is less than the proportion who rate Council as 'very poor' or 'poor' (31%). A further 37% rate Council as 'average' in terms of providing value for money.

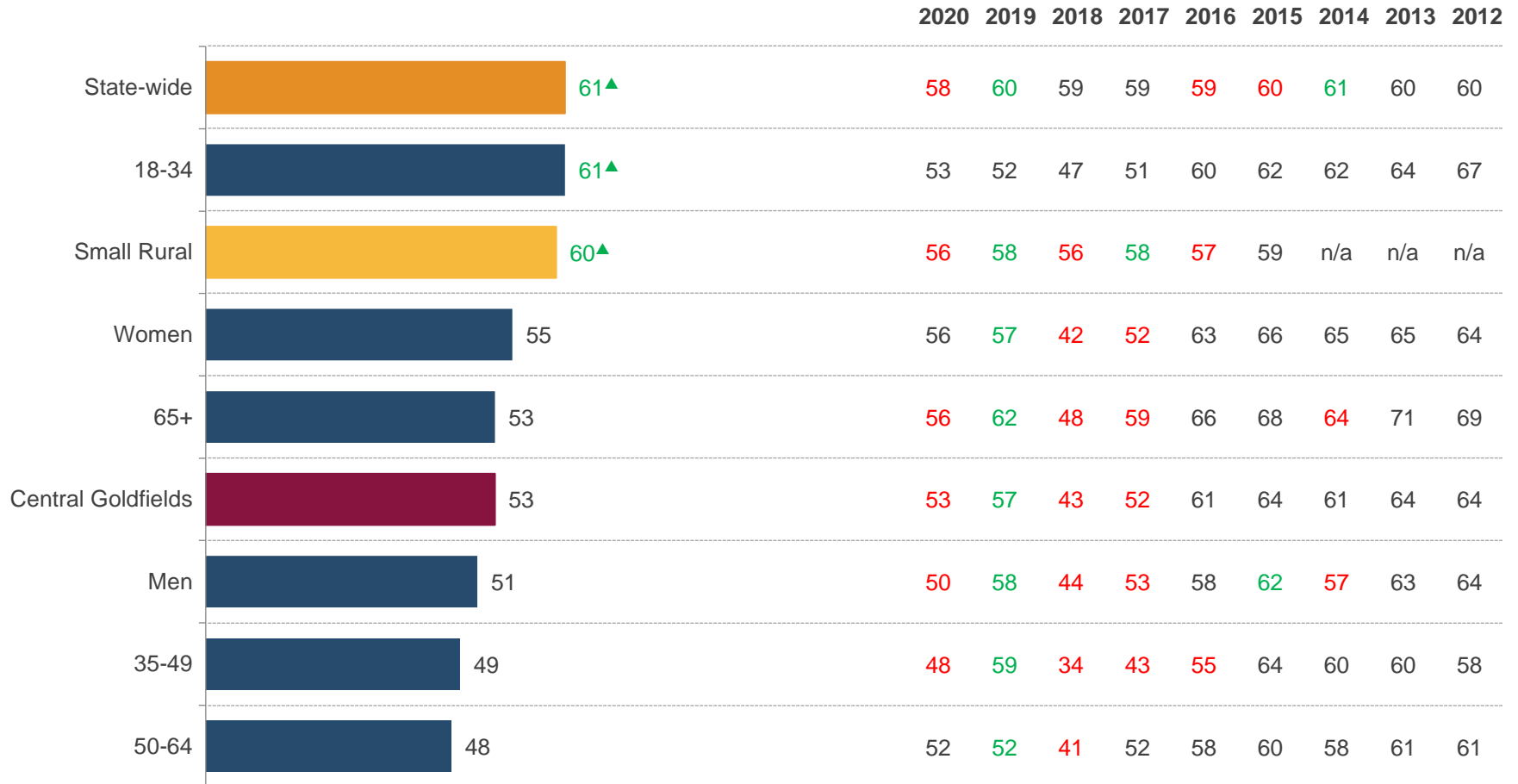
- Perceptions of value for money in services and infrastructure (index score of 49) are significantly lower than the Small Rural group and State-wide council averages (index scores of 52 and 54 respectively).
- Differences across demographic cohorts compared to the 2021 Council average are not statistically significant.





Overall performance

2021 overall performance (index scores)

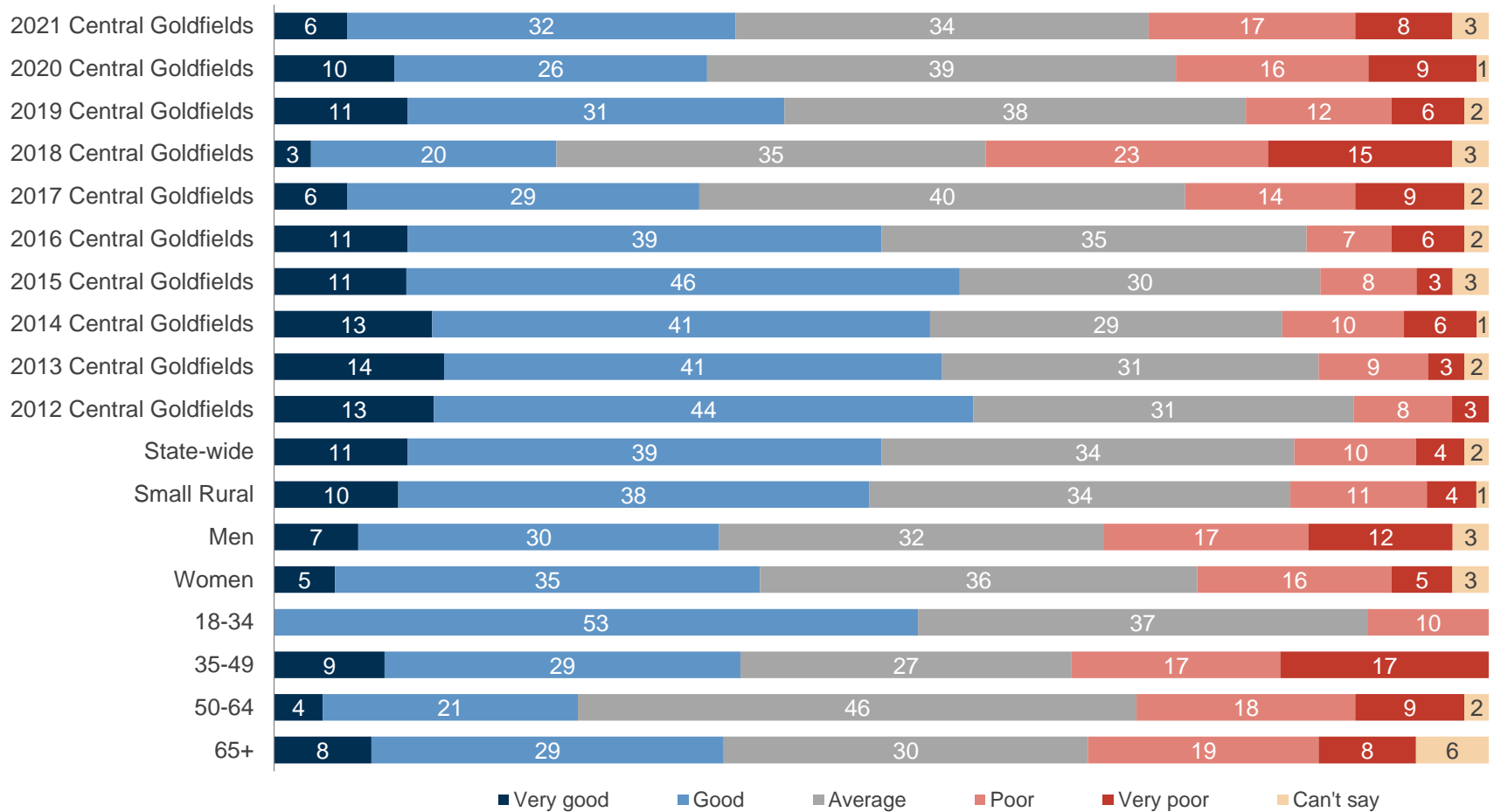


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Central Goldfields Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: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



Overall performance

2021 overall performance (%)

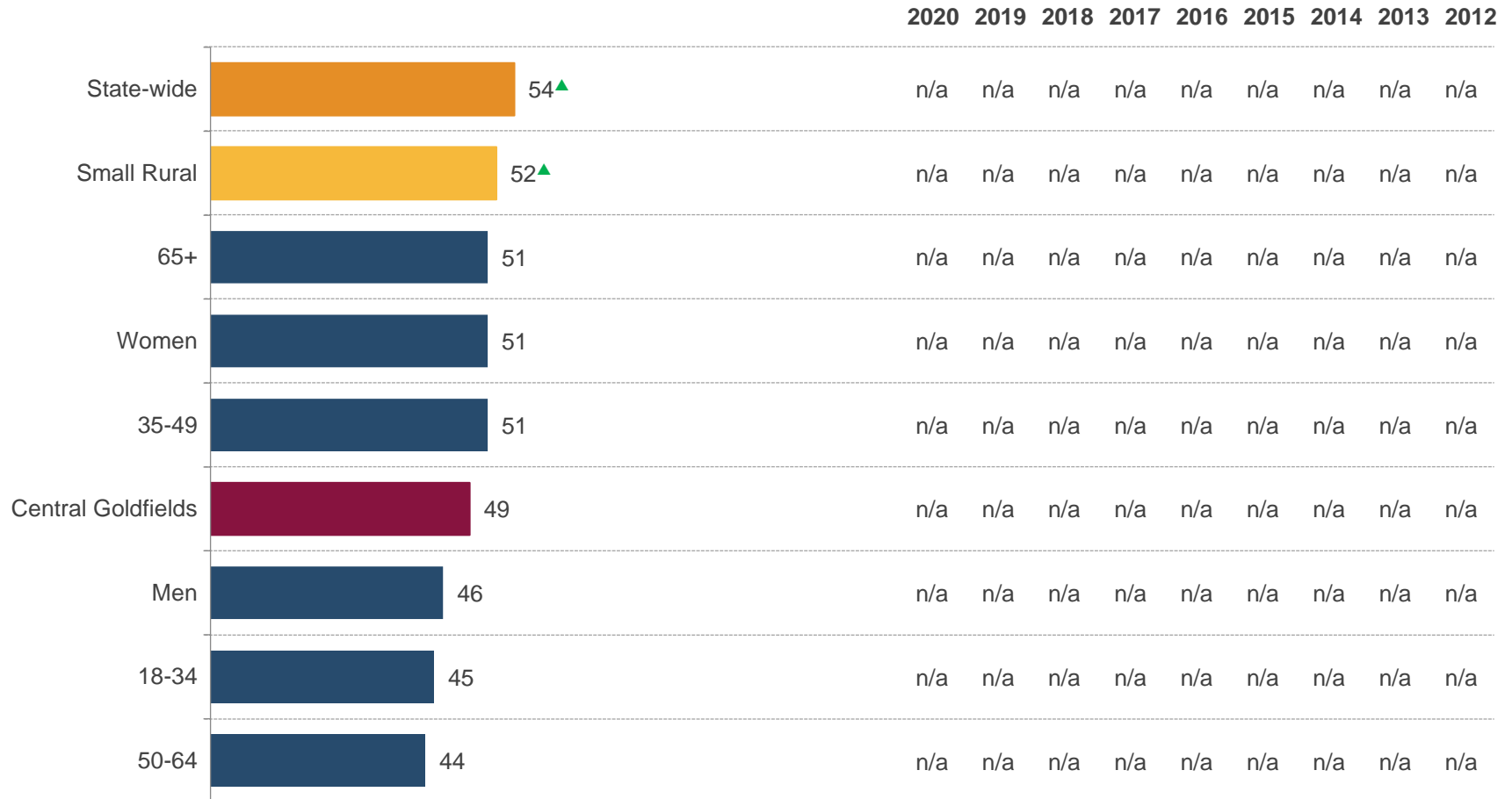


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Central Goldfields Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: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



Value for money in services and infrastructure

2021 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?

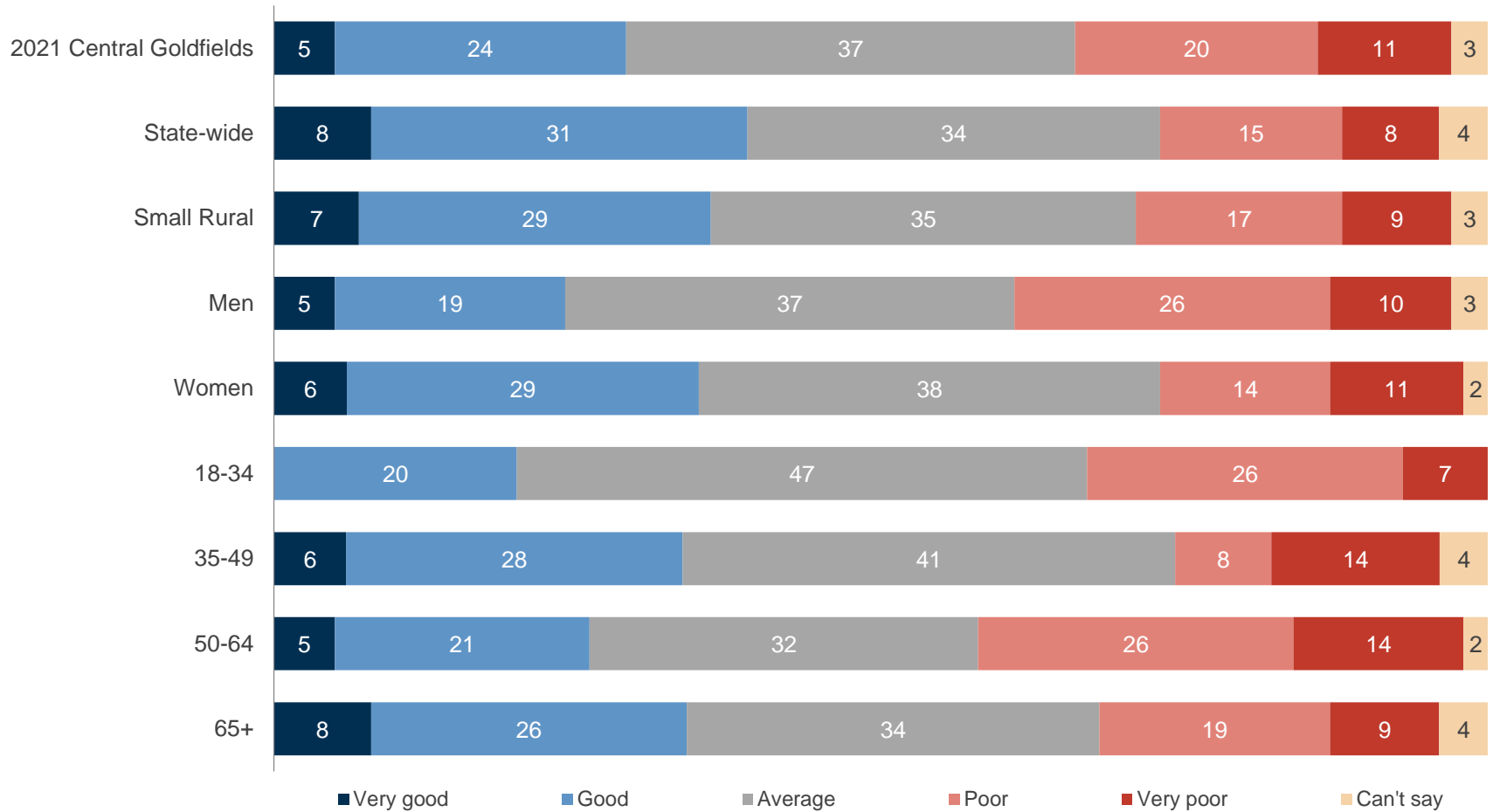
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Value for money in services and infrastructure

2021 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: 66 Councils asked group: 19



Top performing service areas

Waste management is the area where Council performed best in 2021 and improved the most on 2020 (index score of 69, up six points).

- Council performs in line with the Small Rural group and State-wide council averages in this service area (index scores of 68 and 69 respectively).
- Among people aged 18 to 34 years, perceptions of Council's performance on waste management are significantly higher than the Central Goldfields Shire Council average and significantly improved on 2020 (index score of 77, up 18 points).
- Perceptions among people aged 50 to 64 years (index score of 62) are significantly lower than the Council average. Consultation and engagement is Council's next highest rated service area (index score of 54, up three points).
- Council performs in line with the Small Rural group and State-wide averages (both with an index score of 56).
- Among people aged 50 to 64 years (index score of 48) perceptions are significantly lower than the Council average





Lower performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of sealed local roads (index score of 50), lobbying (index score of 50) and community decisions (index score of 51).

Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 50, down one point on 2020).

- Differences across the demographic cohorts compared to the 2021 Council average are not statistically significant.

Council's next lowest rated area is lobbying (index score of 50, up one point on 2020).

- Among people aged 18 to 34 years and women (index scores of 57 and 54 respectively), perceptions of Council's performance on lobbying are significantly higher than the Council average.

Another area where Council performs less well is community decisions (index score of 51, up two points).

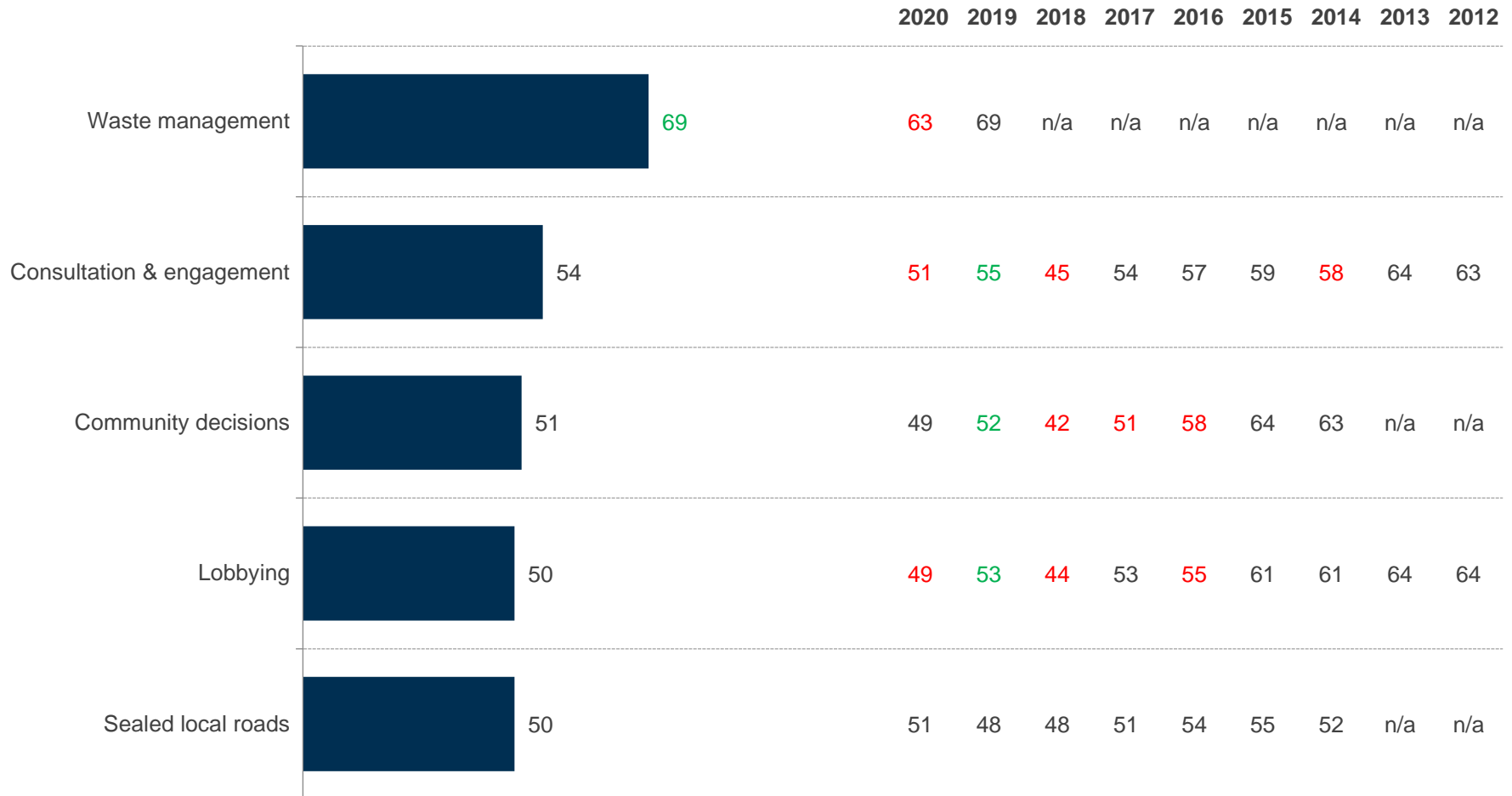
- Among people aged 18 to 34 years (index score of 58) perceptions of Council's performance are significantly higher than the Council average.

Council rates significantly lower than the Small Rural group and State-wide averages on all these three service areas.



Individual service area performance

2021 individual service area performance (index scores)

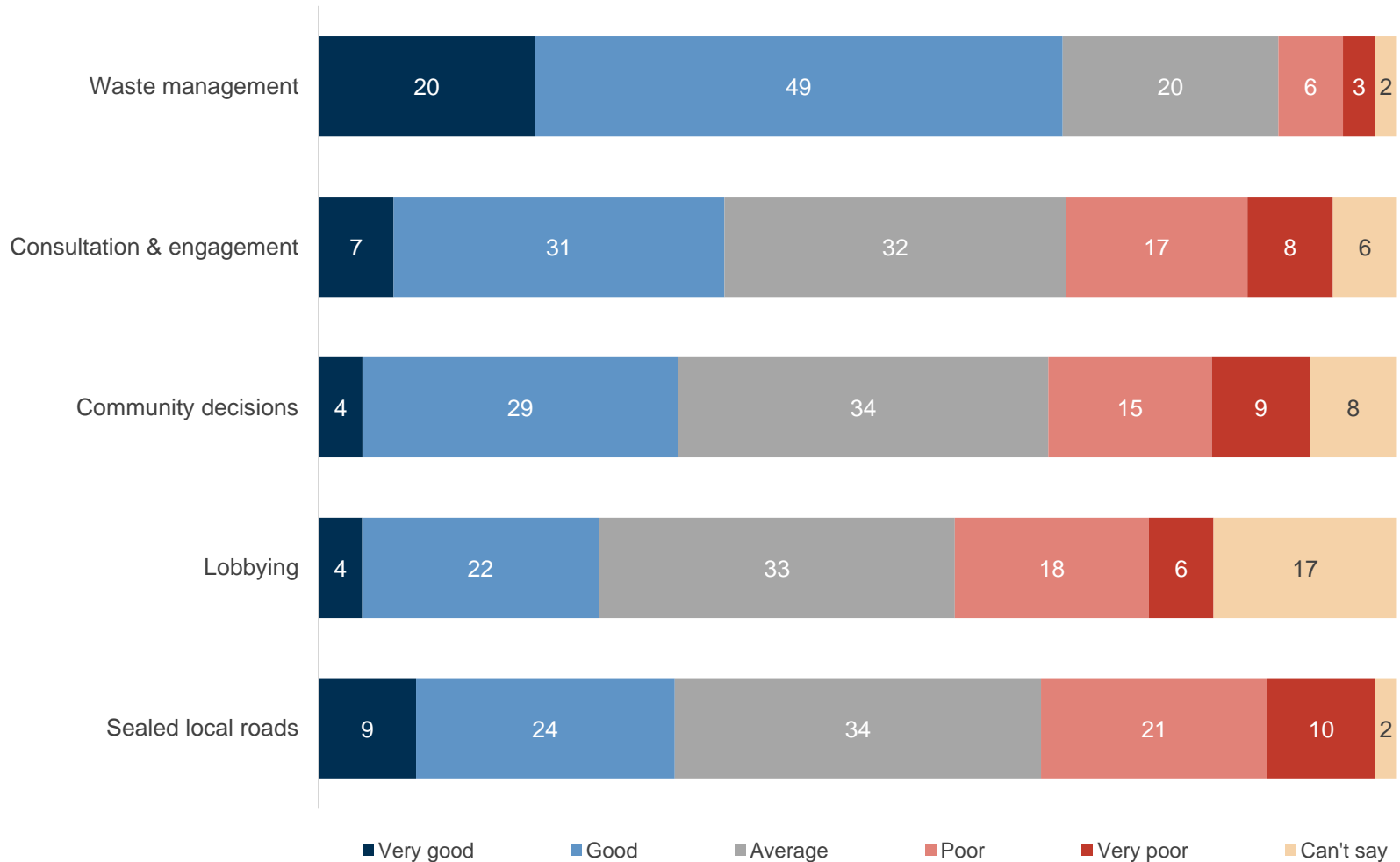


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2021 individual service area performance (%)



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



Customer service



Contact with council and customer service

Contact with council

Fewer than three in five (57%) of Central Goldfields Shire Council residents have had contact with Council in the last 12 months. Rate of contact is three percentage points lower than last year.

- Rate of contact is significantly lower than the Small Rural group average (63%).



Among those people who have had contact with Council, (56%) provide a positive customer service rating of 'very good' or 'good', including 24% of residents who rate Council's customer service as 'very good'.

Customer service

Perceptions of Council's customer service is significantly lower than in 2020 (index score of 62, down 11 points). Customer service is rated significantly lower than Small Rural group and State-wide averages (index scores of 69 and 70 respectively).

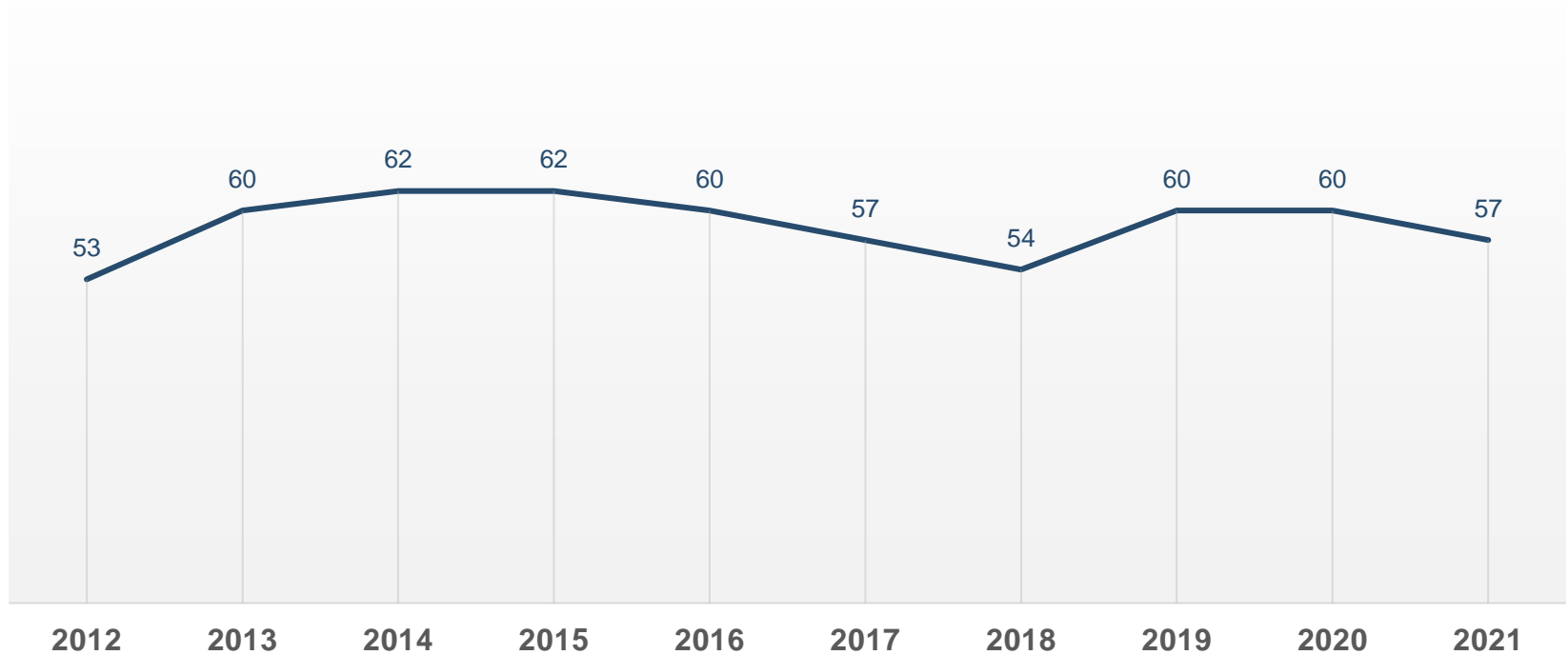
More than half of residents (56%) provide a positive customer service rating of 'very good' or 'good'.

- Differences across the demographic cohorts compared to the 2021 Council average are not statistically significant.
- However, extra attention should perhaps be paid to residents aged 50 to 64 years. Perceptions of customer service declined significantly this year (index score of 54, down 17 index points). This age group is also the cohort who has the most contact with Council.



Contact with council

2021 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: 39 Councils asked group: 15



Contact with council

2021 contact with council (%)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Small Rural	67	66	64▲	62	61	64	n/a	n/a	n/a
50-64	66	67	59	55	69	65	61	63	56
State-wide	64	63	61	58	58	60	61	60	61
Women	60	60	53	62	58	63	62	62	60
Central Goldfields	60	60	54	57	60	62	62	60	53
65+	61	57	53	51	57	56	56	53	58
35-49	56	68	53	62	68	68	75	63	65
Men	59	61	54	51	61	62	62	57	46
18-34	56	53	49	64	43	65	58	64	30

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?

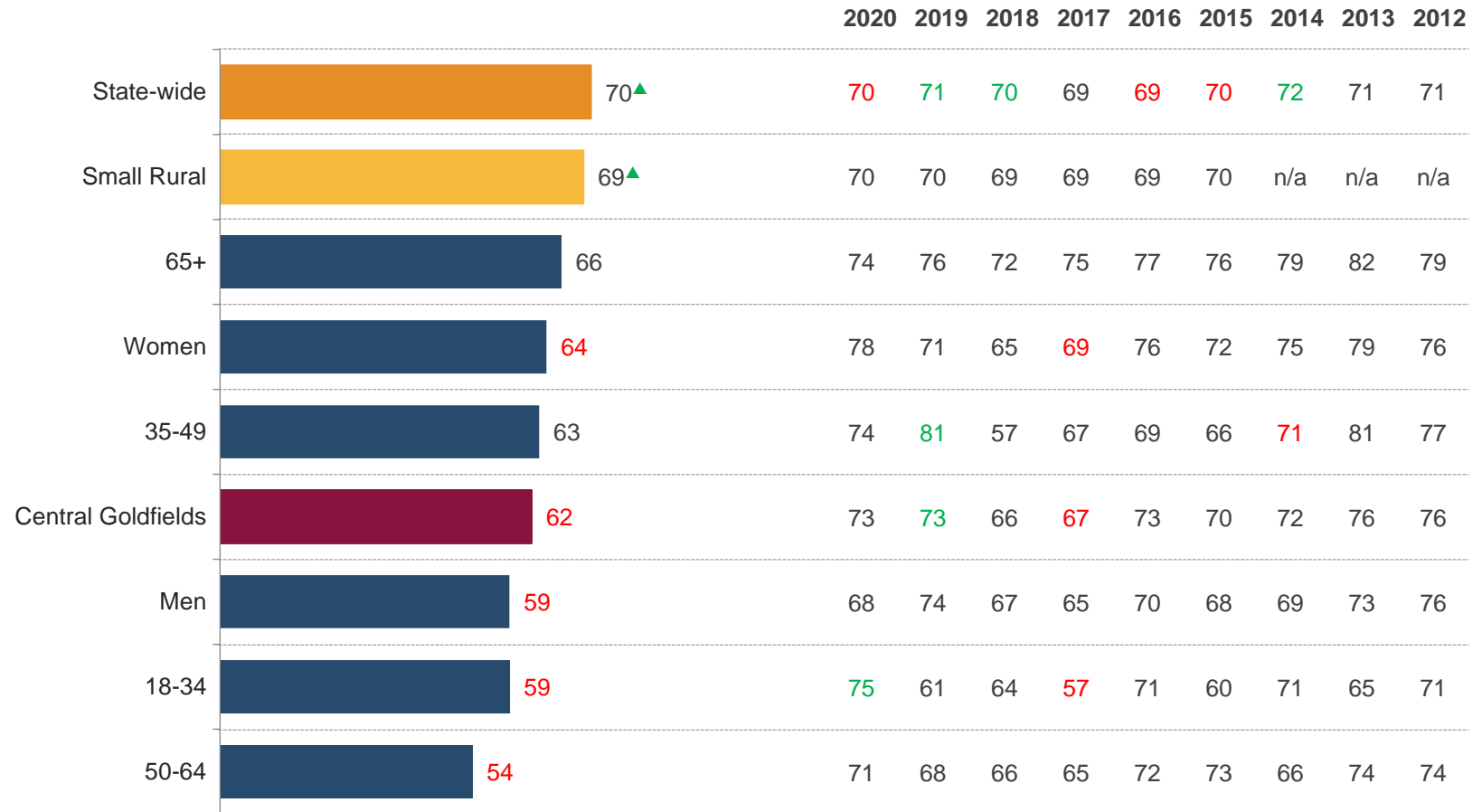
Base: All respondents. Councils asked state-wide: 39 Councils asked group: 15

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



Customer service rating

2021 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Central Goldfields Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

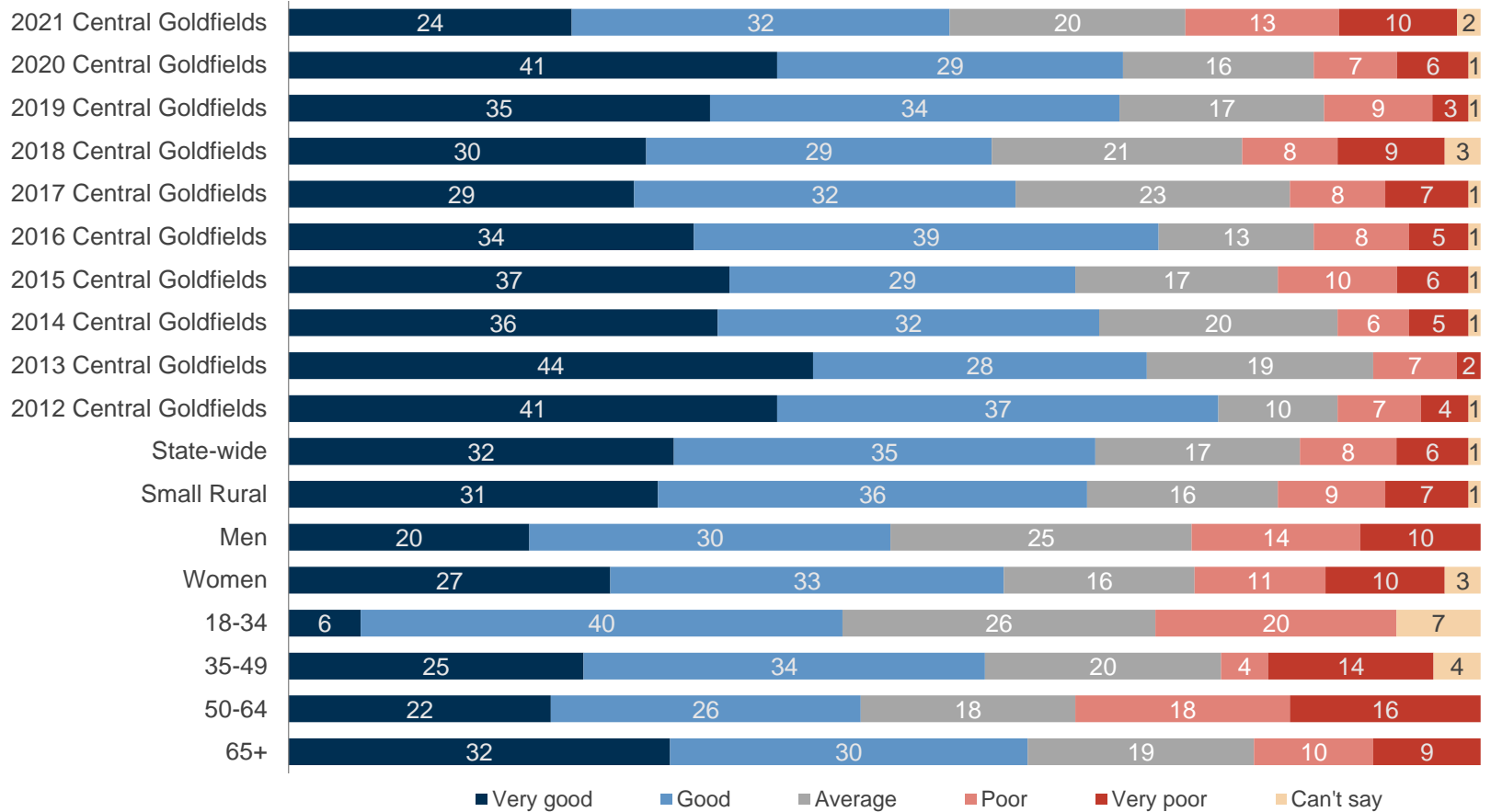
Councils asked state-wide: 66 Councils asked group: 19

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



Customer service rating

2021 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Central Goldfields Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked state-wide: 66 Councils asked group: 19



Communication

Communication

Council newsletter sent via mail (27%, up two percentage points on 2020) has overtaken advertising in a local newspaper (19%, down seven points) as the preferred form of communication from Council.

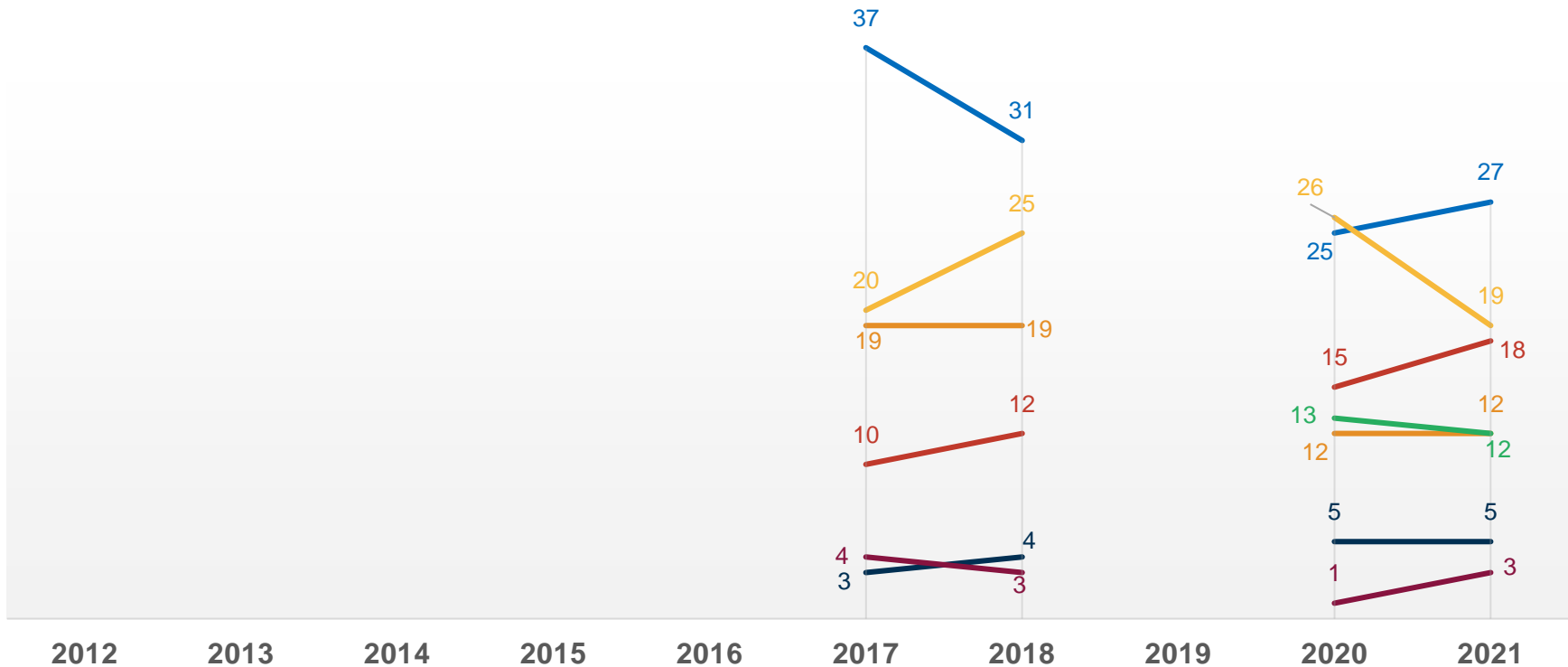
- Preferred form of communication among residents aged under 50 years is a Council newsletter sent via mail (30%).
- Preferred form of communication among those aged over 50 years is advertising in a local newspaper (27%), closely followed by a Council newsletter sent via mail (25%).





Best form of communication

2021 best form of communication (%)

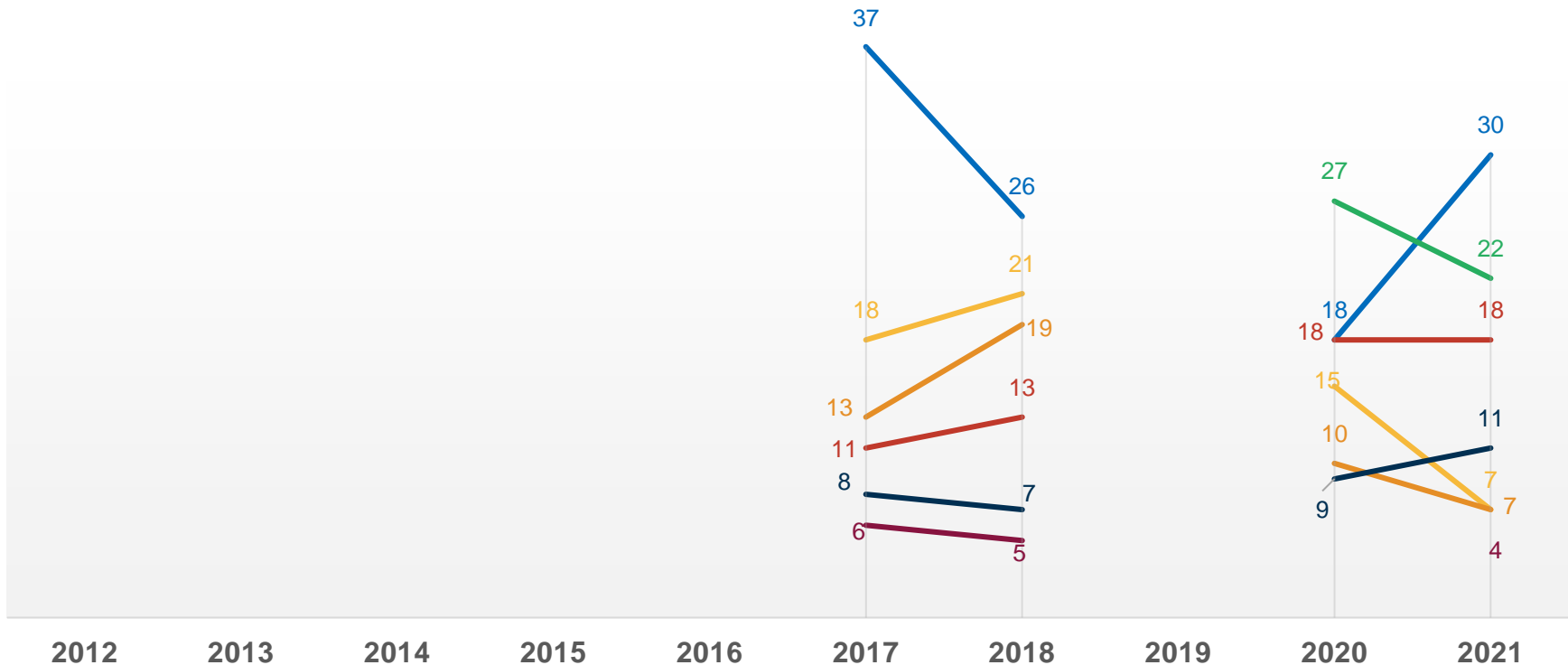


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 35 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2021 under 50s best form of communication (%)

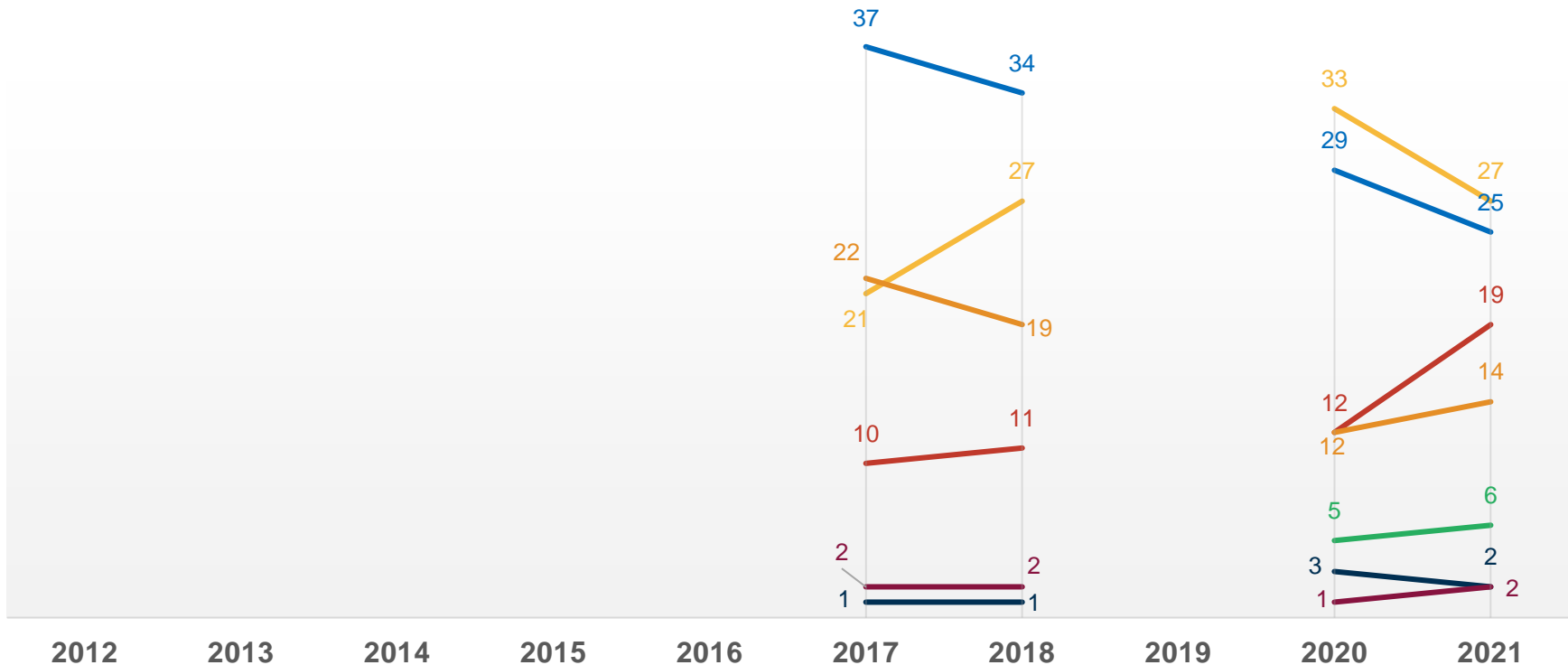


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked state-wide: 35 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2021 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: 35 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Council direction



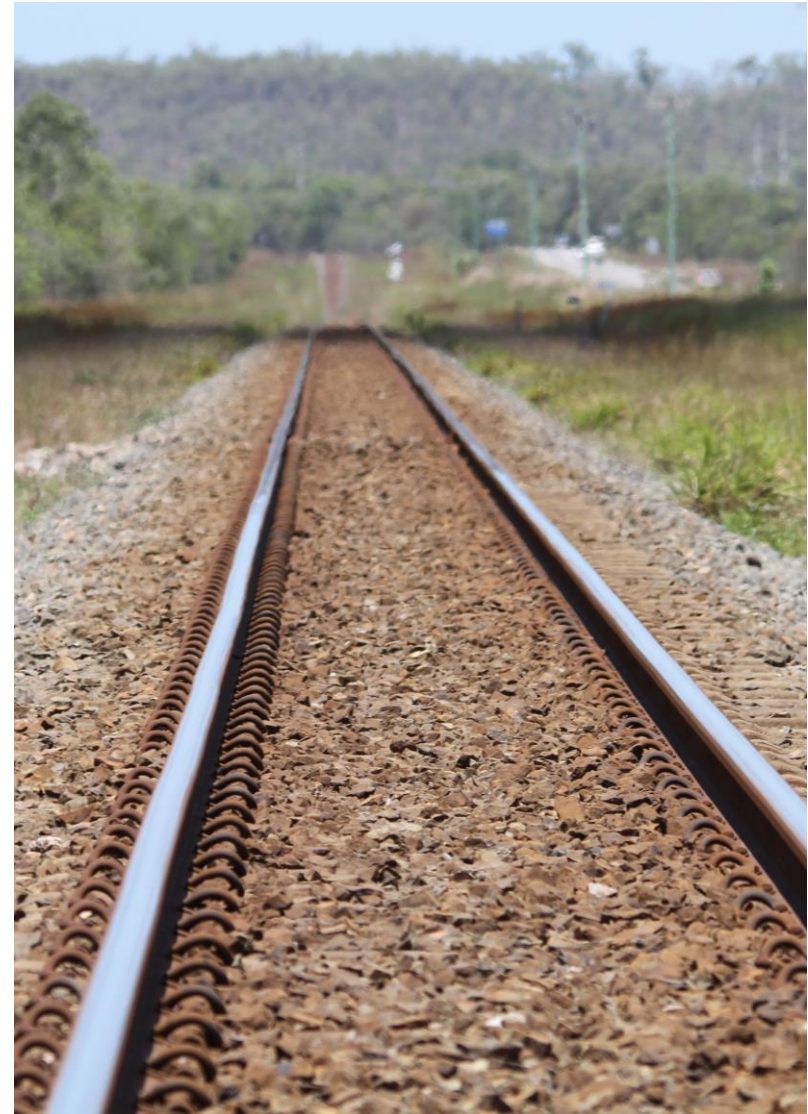
Council direction

Perceptions of the overall direction of Central Goldfields Shire Council's performance is up three points on 2020, with an index score of 53.

- Perceptions of Council's overall direction is in line with the Small Rural group and State-wide averages (both with an index score of 53).

Over the last 12 months, 51% of residents believe the direction of Council's overall performance has stayed the same, unchanged from 2020.

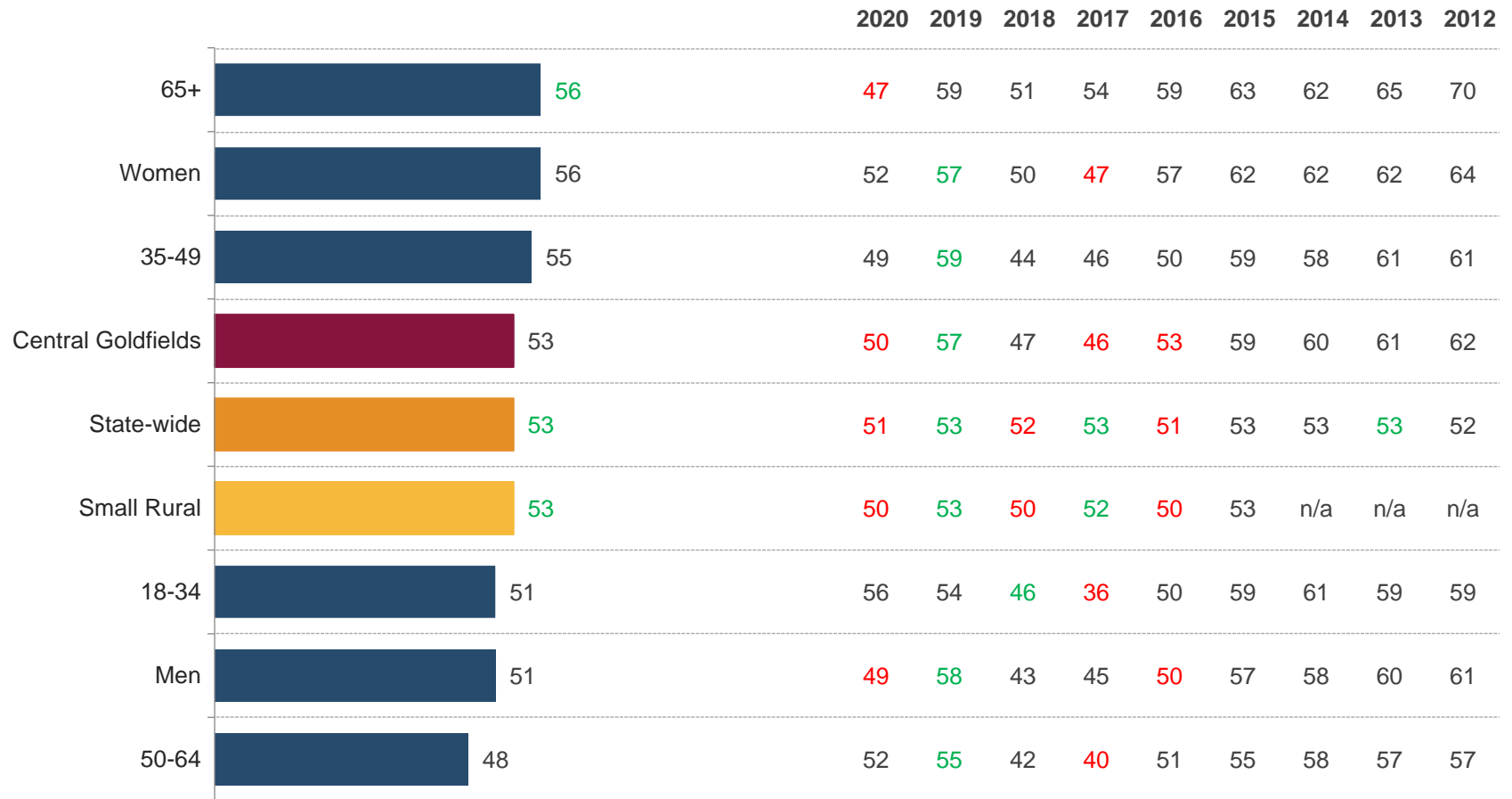
- 25% believe the direction has improved in the last 12 months (up two points on 2020).
- 19% believe it has deteriorated, down three points on 2020.
- The most satisfied with council direction are those aged 65 years and over and women.
- The least satisfied with council direction are those aged 50 to 64 years.





Overall council direction last 12 months

2021 overall council direction (index scores)



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

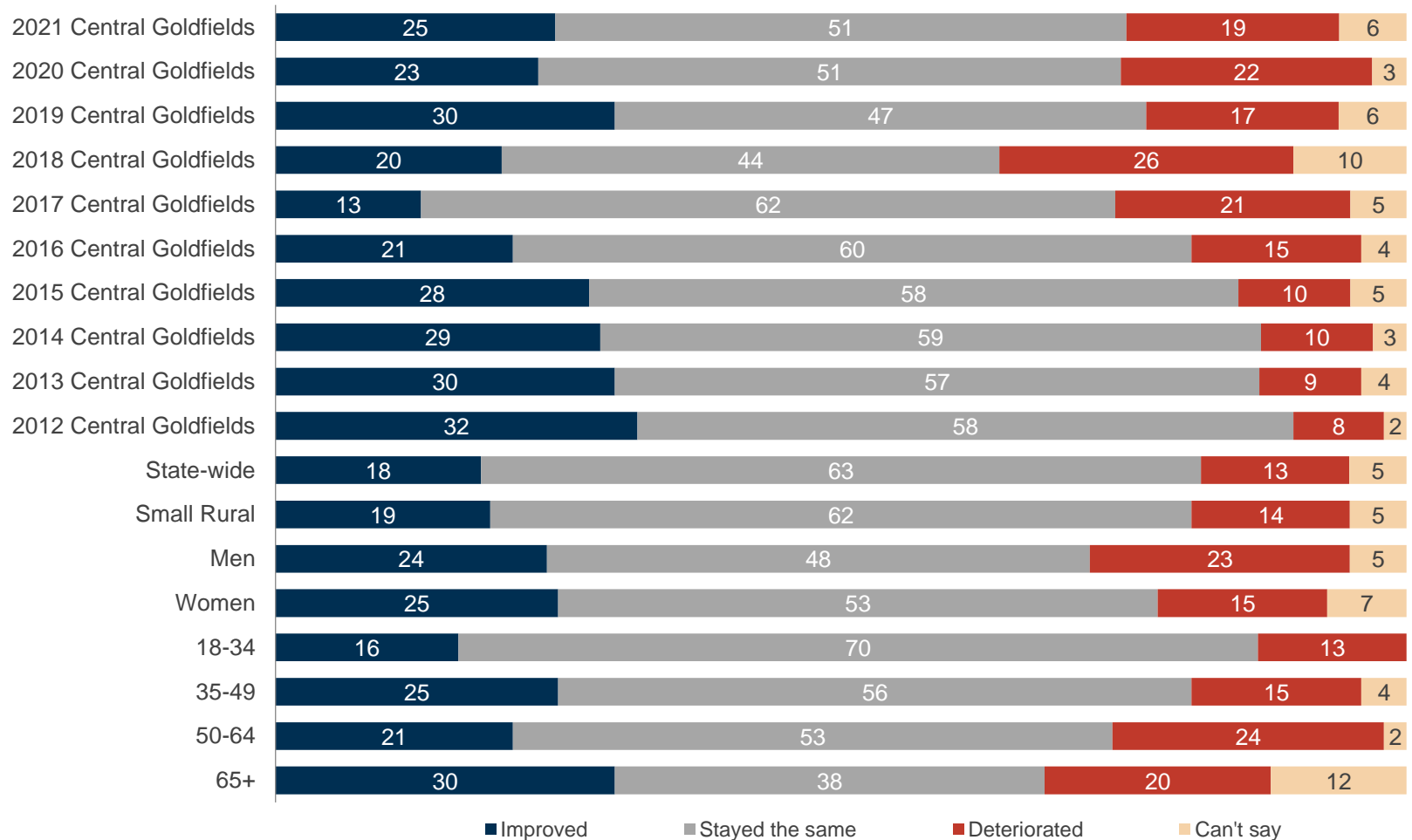
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Overall council direction last 12 months

2021 overall council direction (%)



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



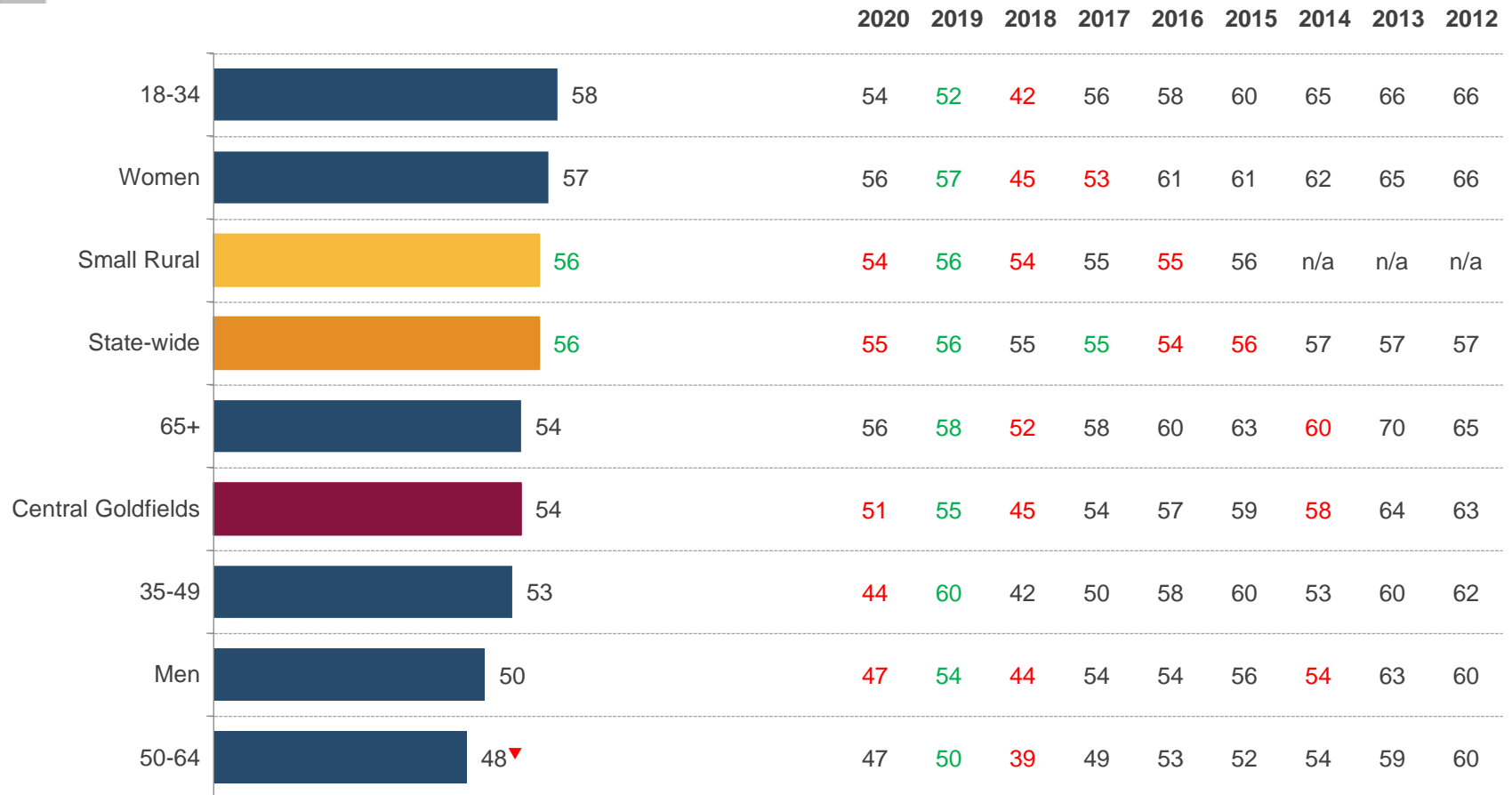
Individual service areas



Community consultation and engagement performance



2021 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: 66 Councils asked group: 19

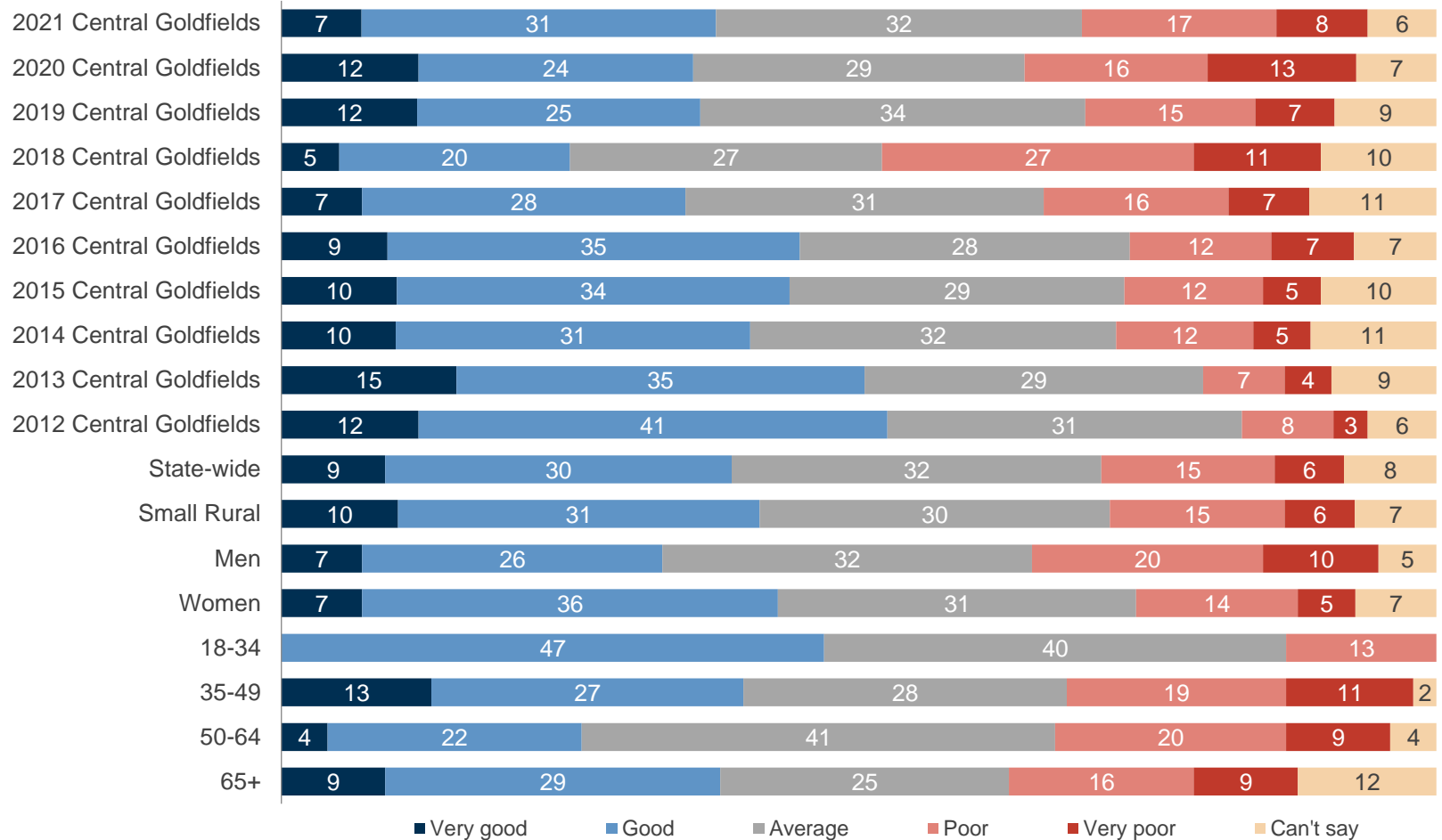
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2021 consultation and engagement performance (%)



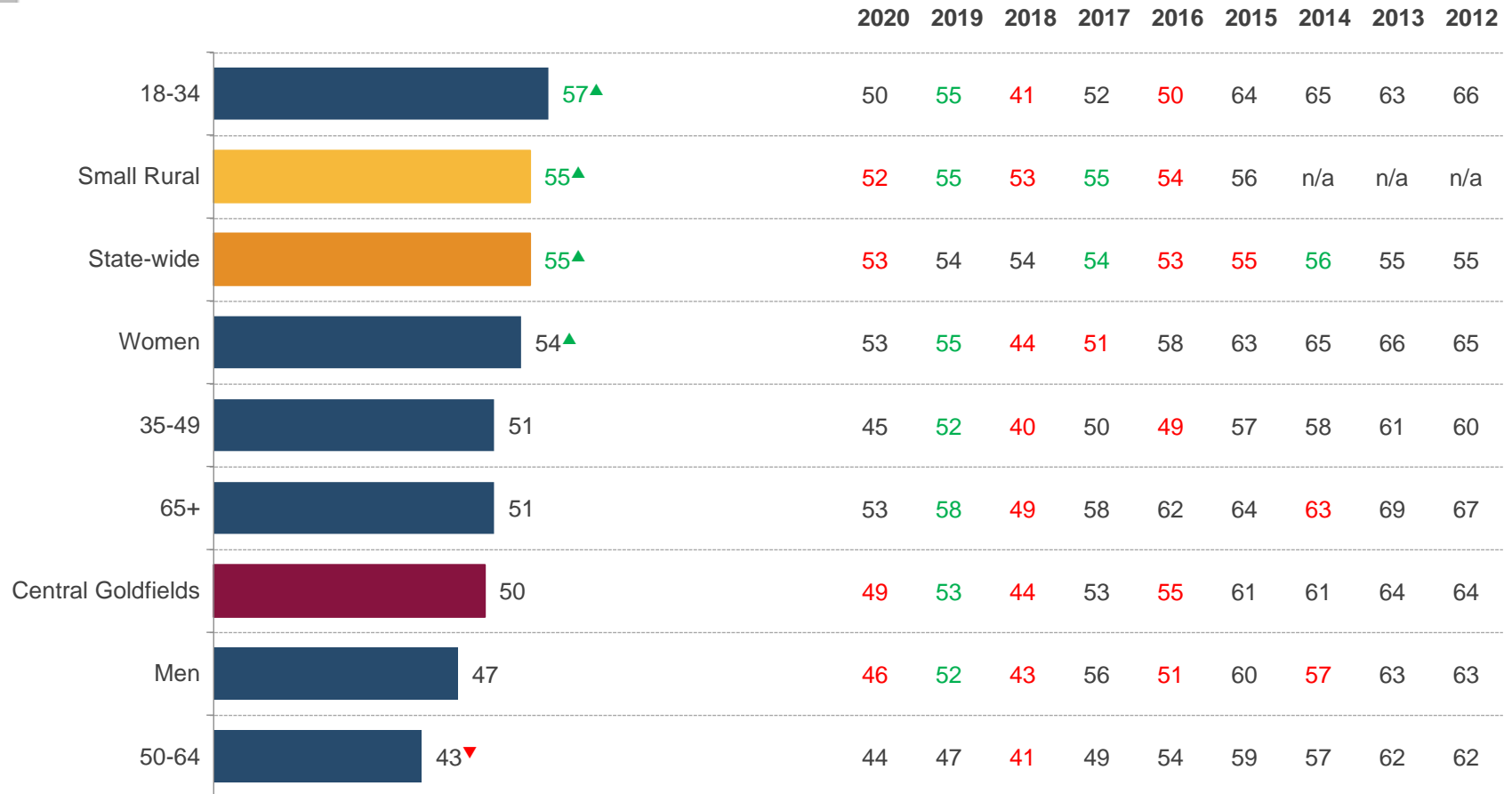
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



Lobbying on behalf of the community performance



2021 lobbying performance (index scores)



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

Base: All respondents. Councils asked state-wide: 51 Councils asked group: 13

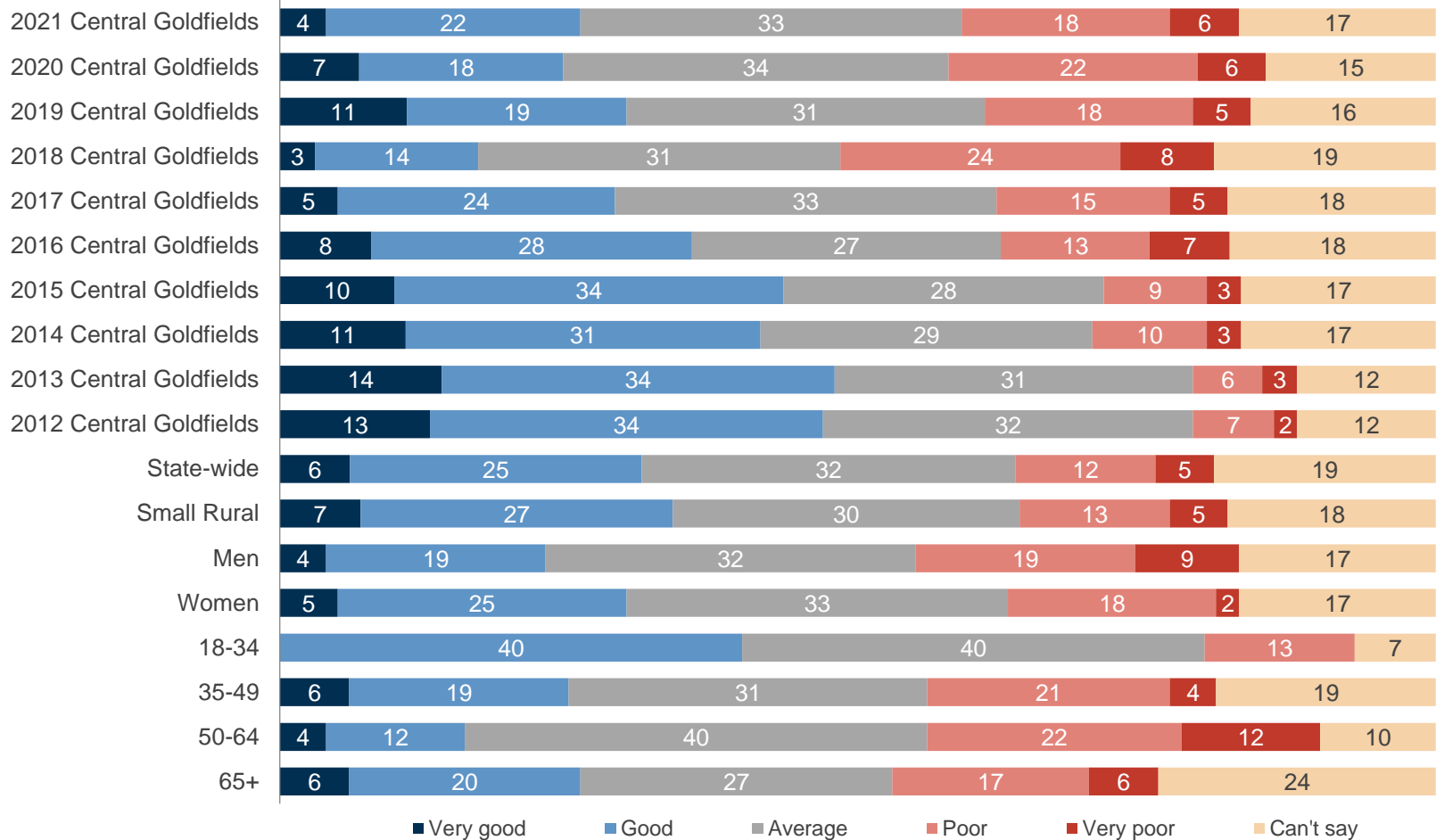
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2021 lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 51 Councils asked group: 13

Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	54	49▲	39	43	55	64	69	n/a	n/a
Small Rural	53	55	52	55	53	56	n/a	n/a	n/a
State-wide	53	55	54	54	54	55	57	n/a	n/a
Women	52	53	41	51	60	66	66	n/a	n/a
Central Goldfields	49	52	42	51	58	64	63	n/a	n/a
35-49	41	49	39	44	52	62	60	n/a	n/a
65+	52	57	47	59	63	68	65	n/a	n/a
Men	46	50	43	51	56	62	60	n/a	n/a
50-64	46	48	40	49	56	59	59	n/a	n/a

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

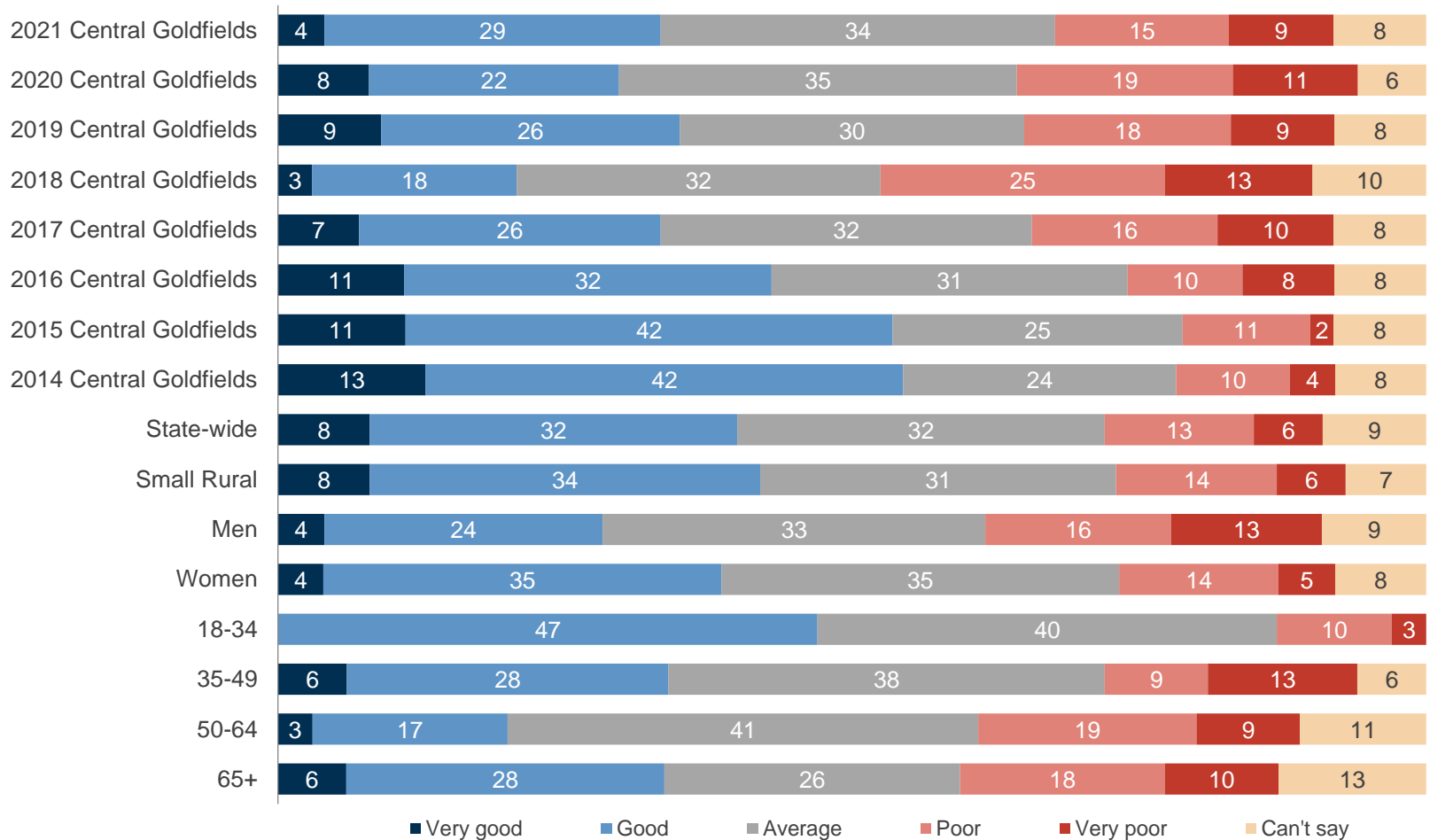
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

Decisions made in the interest of the community performance



2021 community decisions made performance (%)



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

The condition of sealed local roads in your area performance



2021 sealed local roads performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	54	56	53	53	54	55	55	n/a	n/a
65+	57	57	55	56	61	62	58	n/a	n/a
Small Rural	51	53	49	50	52	52	n/a	n/a	n/a
Women	53	48	49	52	57	55	55	n/a	n/a
Central Goldfields	51	48	48	51	54	55	52	n/a	n/a
Men	48	49	47	51	51	55	50	n/a	n/a
35-49	44	42	41	42	51	60	49	n/a	n/a
18-34	47	40	47	56	51	45	53	n/a	n/a
50-64	46	46	44	49	50	49	48	n/a	n/a

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

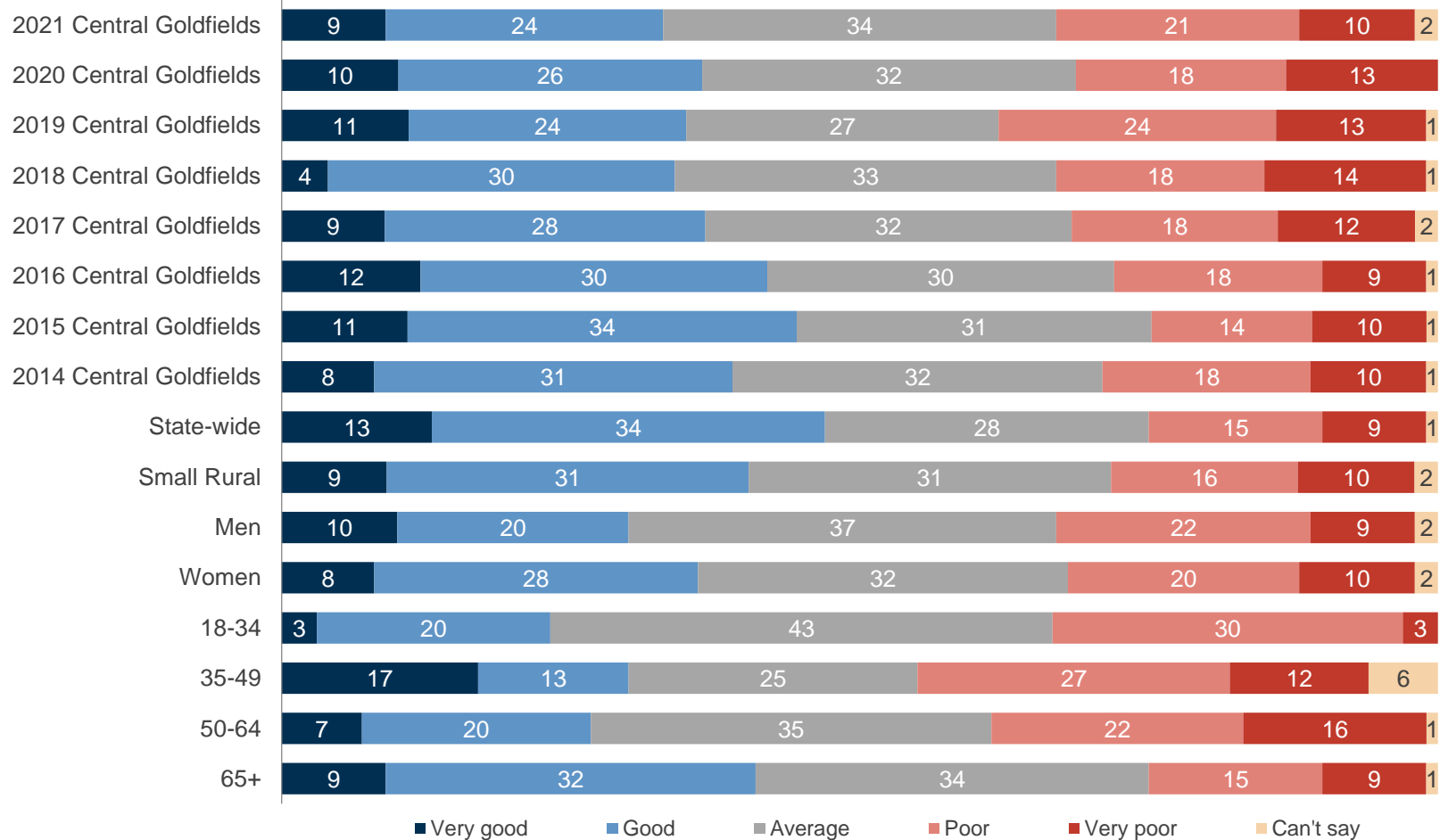
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2021 sealed local roads performance (%)



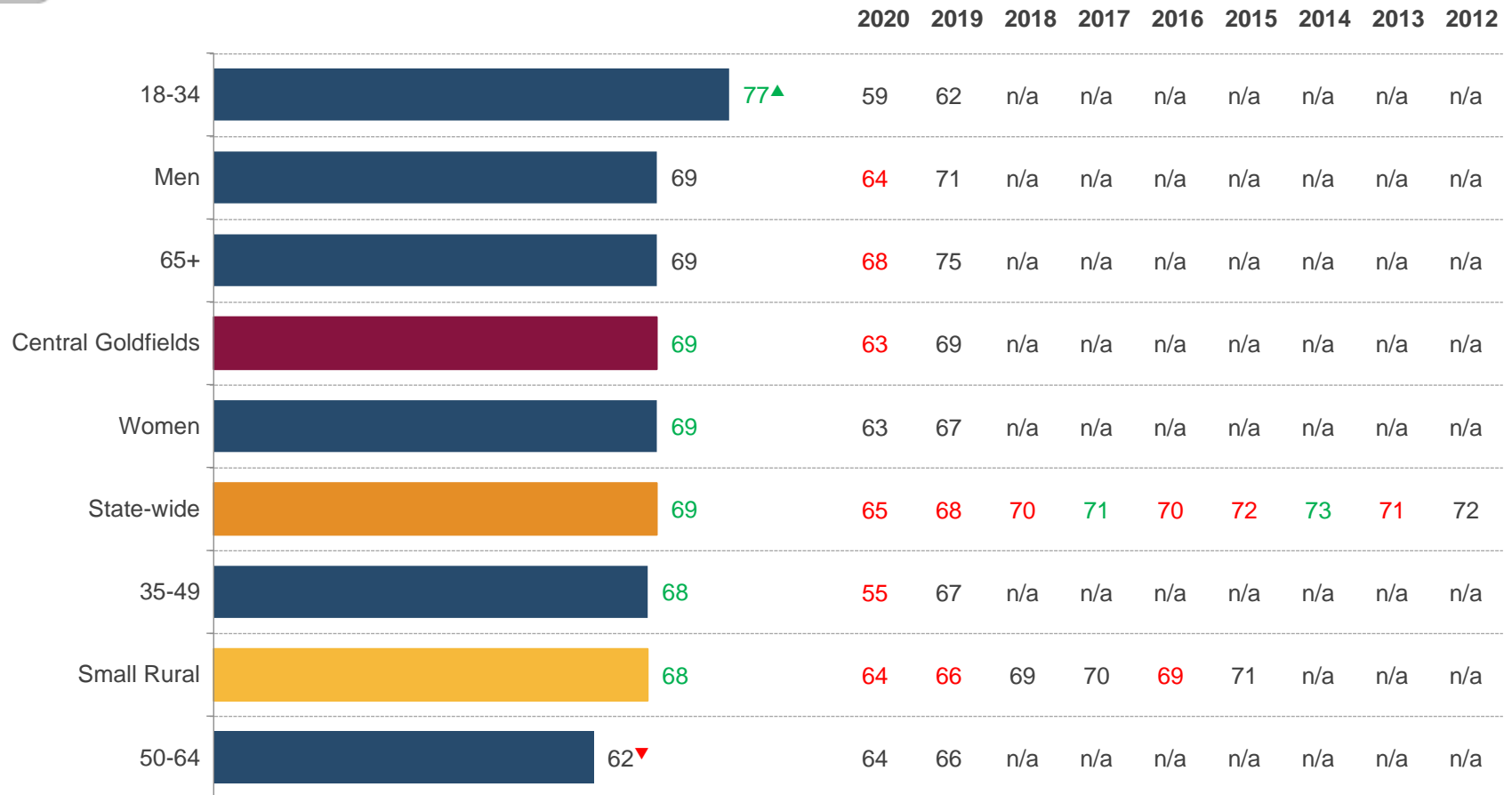
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



Waste management performance



2021 waste management performance (index scores)



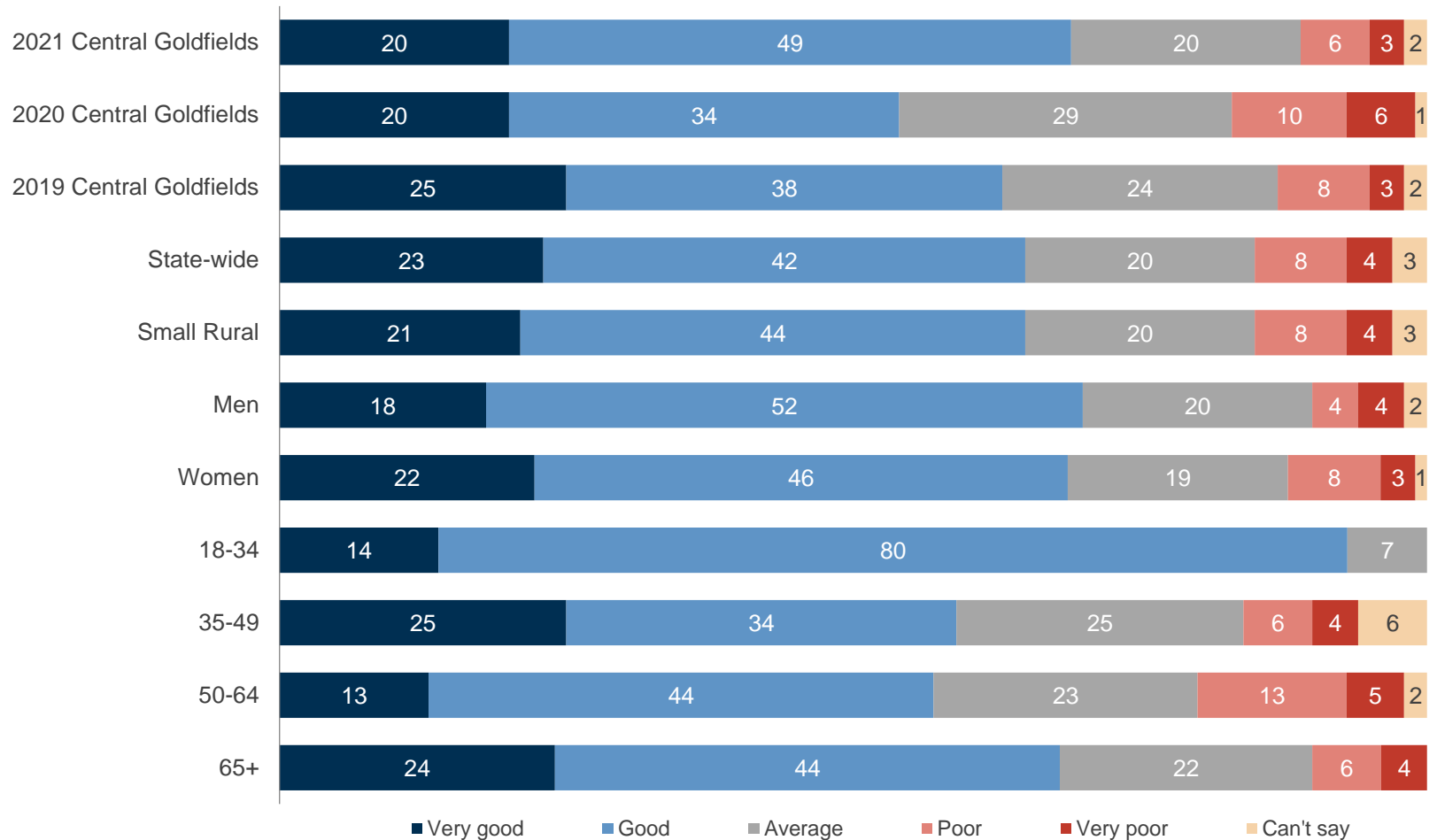
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2021 waste management performance (%)



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

A large, stylized graphic of the letters 'N' and 'W' in a dark blue color. The letters are filled with a blurred image of a crowd of people, likely at a sporting event or festival, wearing various hats and clothing. The background is white.

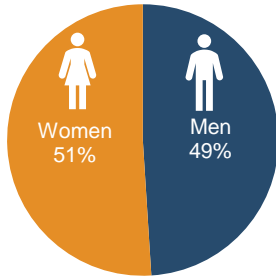
Detailed demographics



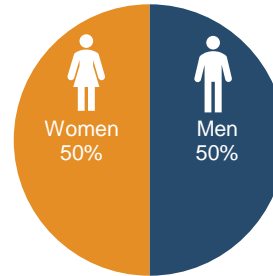
Gender and age profile

2021 gender

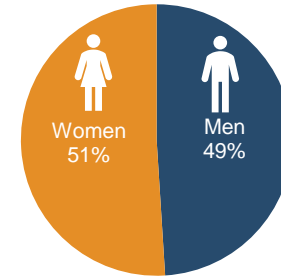
Central Goldfields



Small Rural

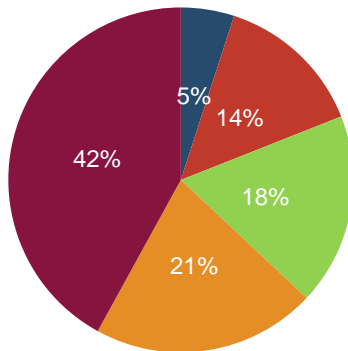


State-wide

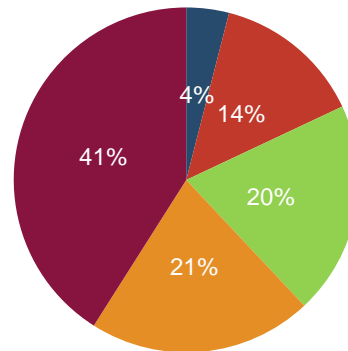


2021 age

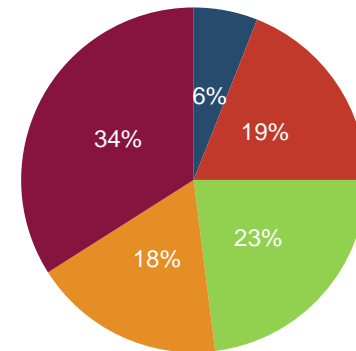
Central Goldfields



Small Rural



State-wide




■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

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



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



Appendix A: Index Scores

Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

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

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	INDEX SCORE 56



Appendix A: Margins of error

The sample size for the 2021 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	168	196	+/-7.5
Women	232	204	+/-6.4
18-34 years	30	78	+/-18.2
35-49 years	39	71	+/-15.9
50-64 years	109	83	+/-9.4
65+ years	222	168	+/-6.5



Appendix A: Significant difference reporting notation

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

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

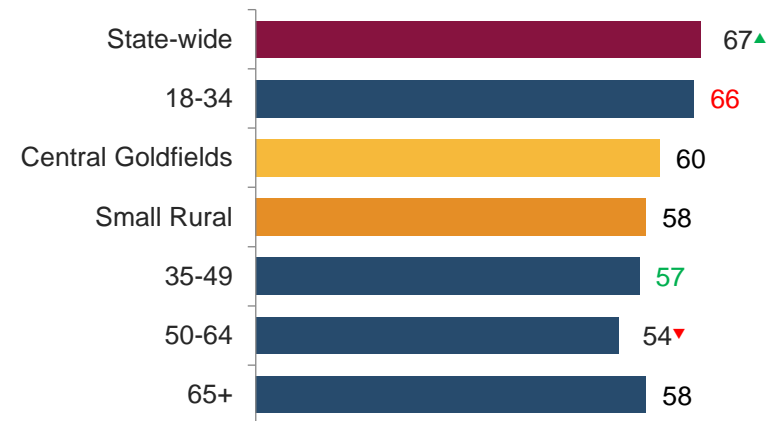
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

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 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 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 2021 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 2021 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 8th February – 21st March, 2021.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2021 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 2021 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 2012-2021 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 2021 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 2021 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 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.



Appendix B: Glossary of terms

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

CSS: 2021 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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John Scales
Founder
jcales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com



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