



2022 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-third year, this survey provides insight into the community's views on:

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

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

Serving Victoria for 23 years

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

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

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, light blue network pattern of interconnected nodes and lines, resembling a neural network or a data visualization. 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 59



Small Rural 58

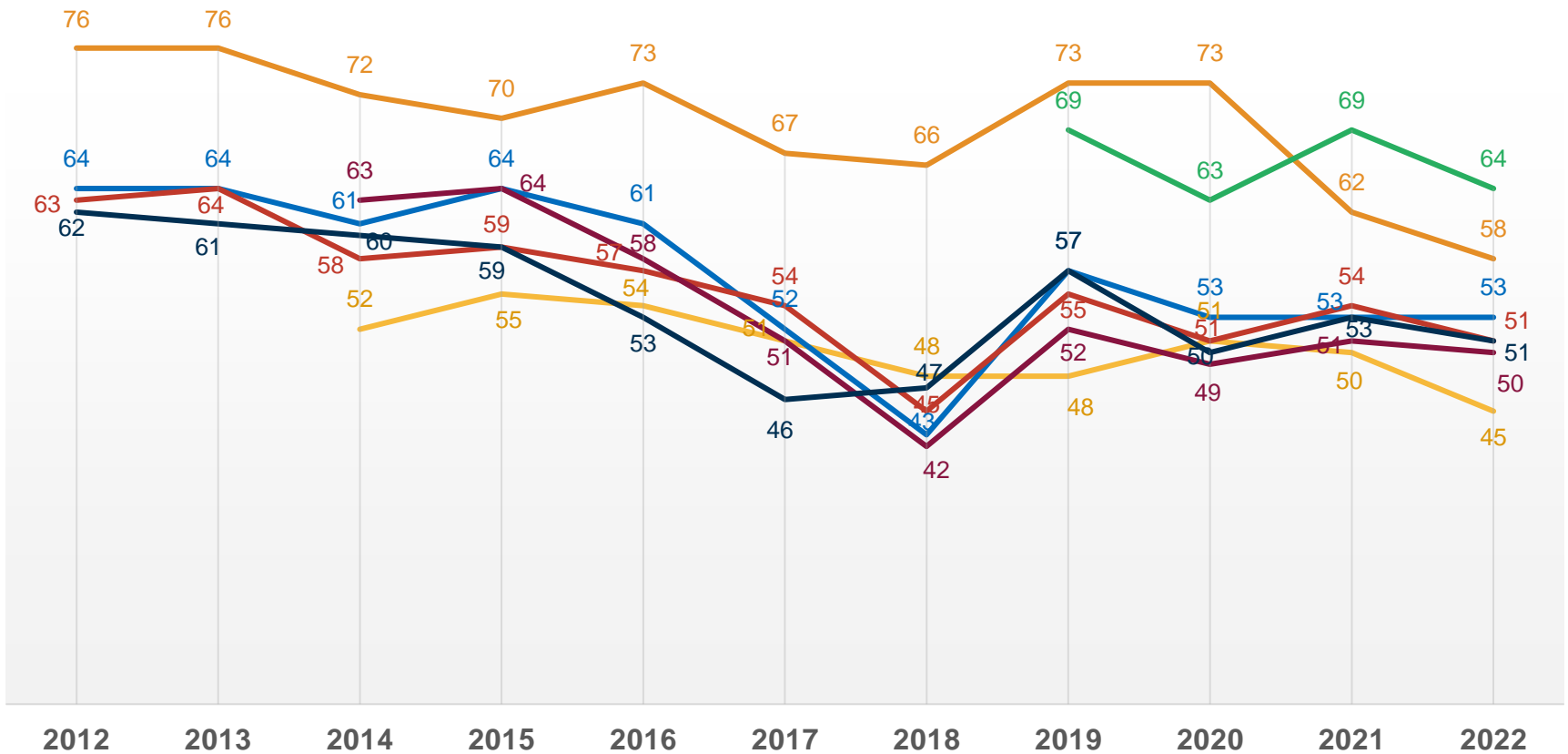
Council performance compared to State-wide and group averages

	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	None	<ul style="list-style-type: none"> Sealed local roads Waste management Community decisions
Compared to group average	None	<ul style="list-style-type: none"> Sealed local roads Waste management Lobbying



Summary of core measures

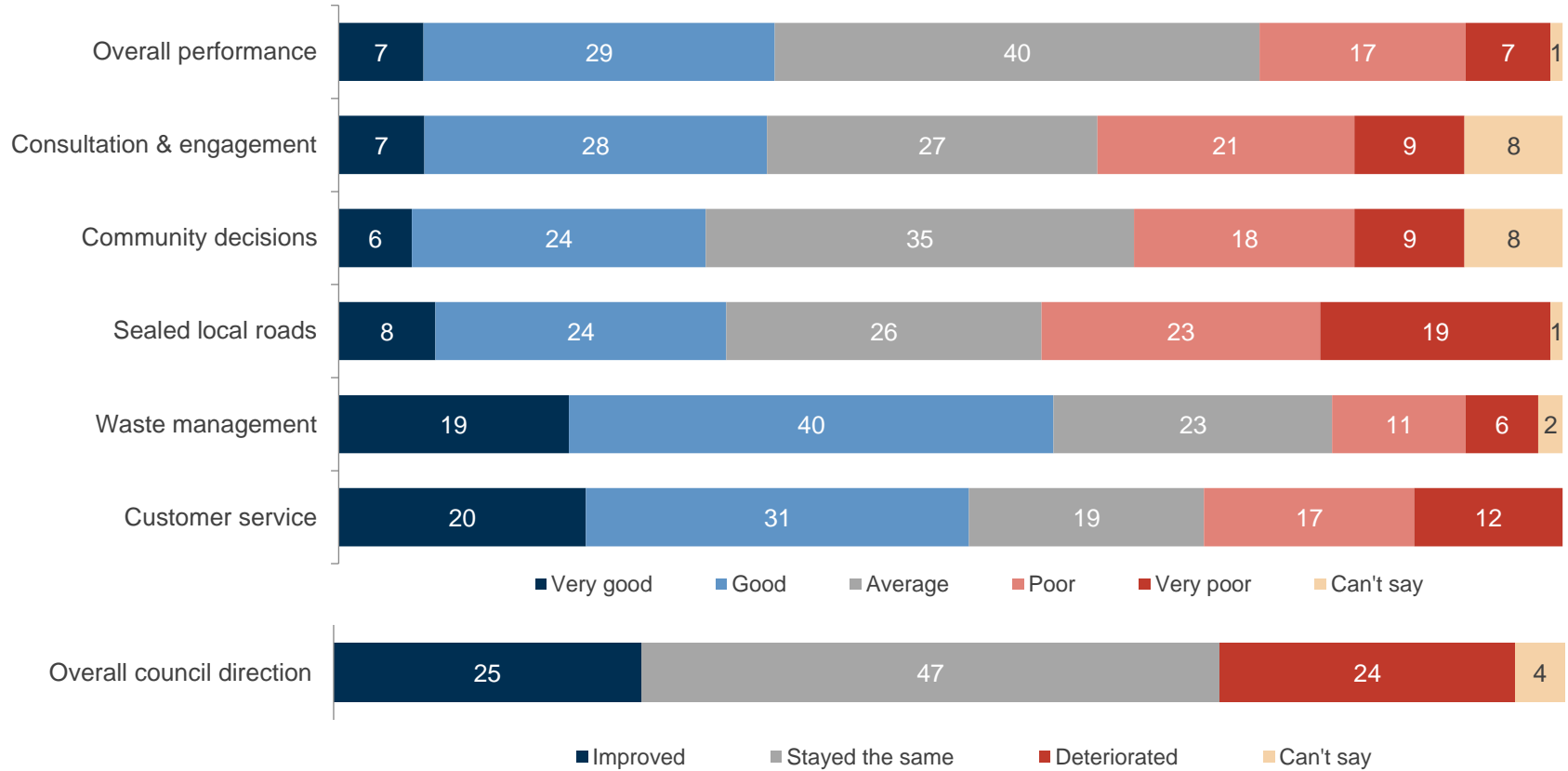
Index scores













Summary of core measures

Core measures summary results (%)








Summary of Central Goldfields Shire Council performance

Services		Central Goldfields 2022	Central Goldfields 2021	Small Rural 2022	State-wide 2022	Highest score	Lowest score
	Overall performance	53	53	58	59	Women	Aged 50-64 years
	Value for money	49	49	51	53	Aged 65+ years	Aged 35-49 years
	Overall council direction	51	53	51	50	Aged 65+ years, Women	Aged 50-64 years
	Customer service	58	62	67	68	Women	Men
	Appearance of public areas	71	-	73	71	Aged 65+ years, Women	Aged 50-64 years
	Waste management	64	69	68	68	Aged 65+ years	Aged 18-34 years
	Informing the community	58	-	59	59	Aged 65+ years, Women	Aged 50-64 years, Men
	Consultation & engagement	51	54	54	54	Aged 65+ years	Aged 50-64 years, Men



Summary of Central Goldfields Shire Council performance

Services		Central Goldfields 2022	Central Goldfields 2021	Small Rural 2022	State-wide 2022	Highest score	Lowest score
	Community decisions	50	51	54	54	Aged 65+ years	Aged 35-49 years, Men, Aged 50-64 years
	Lobbying	50	50	54	53	Aged 65+ years	Aged 18-34 years
	Sealed local roads	45	50	50	53	Aged 65+ years	Aged 50-64 years



Focus areas for the next 12 months

Overview

Perceptions of Central Goldfields Shire Council's overall performance have remained unchanged for two years. They are nevertheless lower than the higher ratings seen in 2019 and in the years preceding 2017. On all service areas evaluated, ratings have largely remained the same, with the exception of ratings of waste management and sealed local roads which decreased significantly this year.

Focus areas

As the lowest performing area, sealed local roads should be Council's primary area of focus. The current rating is the lowest score Council has received for sealed local roads, and Council is also performing below the Small Rural group average. This demonstrates that higher ratings are achievable. Council should also look to improve residents' perceptions of lobbying and community decisions, where it also performs relatively lower.

Comparison to state and area grouping

Council performs in line with the Small Rural group and State-wide averages for councils in the areas of appearance of public areas and informing the community. On all other service areas evaluated, Council's performance is significantly lower than the Small Rural group and State-wide averages.

Opportunity to engage with residents

Further endeavours should be made to improve customer service as ratings here have fallen to a record low this year and are significantly lower than the Small Rural and State-wide council averages. There is an opportunity to improve perceptions by engaging with men who rate Council's customer service least well and are generally less positive in ratings of Council relative to women.

DETAILED FINDINGS



Overall performance



Overall performance

The overall performance index score of 53 for Central Goldfields Shire Council has remained unchanged for two years. It nevertheless remains lower than the higher ratings seen in 2019 and in the years preceding 2017.

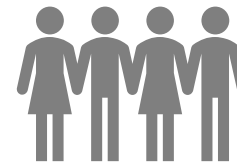
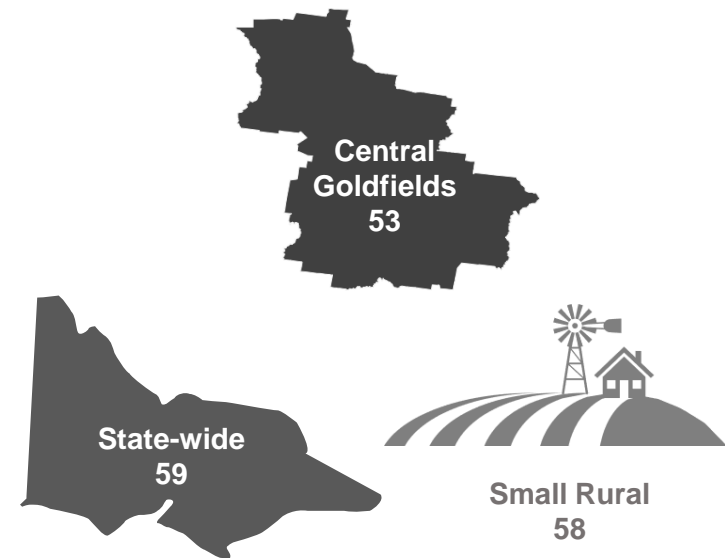
- Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the Small Rural group and State-wide averages (index scores of 58 and 59 respectively).
- Ratings among residents aged 18 to 34 years have decreased significantly in the past year (index score of 54, down seven points on 2021).

More than a third of Council residents (35%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. This is similar to the proportion who rate the value for money as 'very poor' or 'poor' (33%). A further 30% rate it as 'average' in terms of providing value for money.

- Among residents aged 65 years and over, perceptions of value for money in services and infrastructure (index score of 55) are significantly higher than the Council average (49).

Overall performance

Results shown are index scores out of 100.

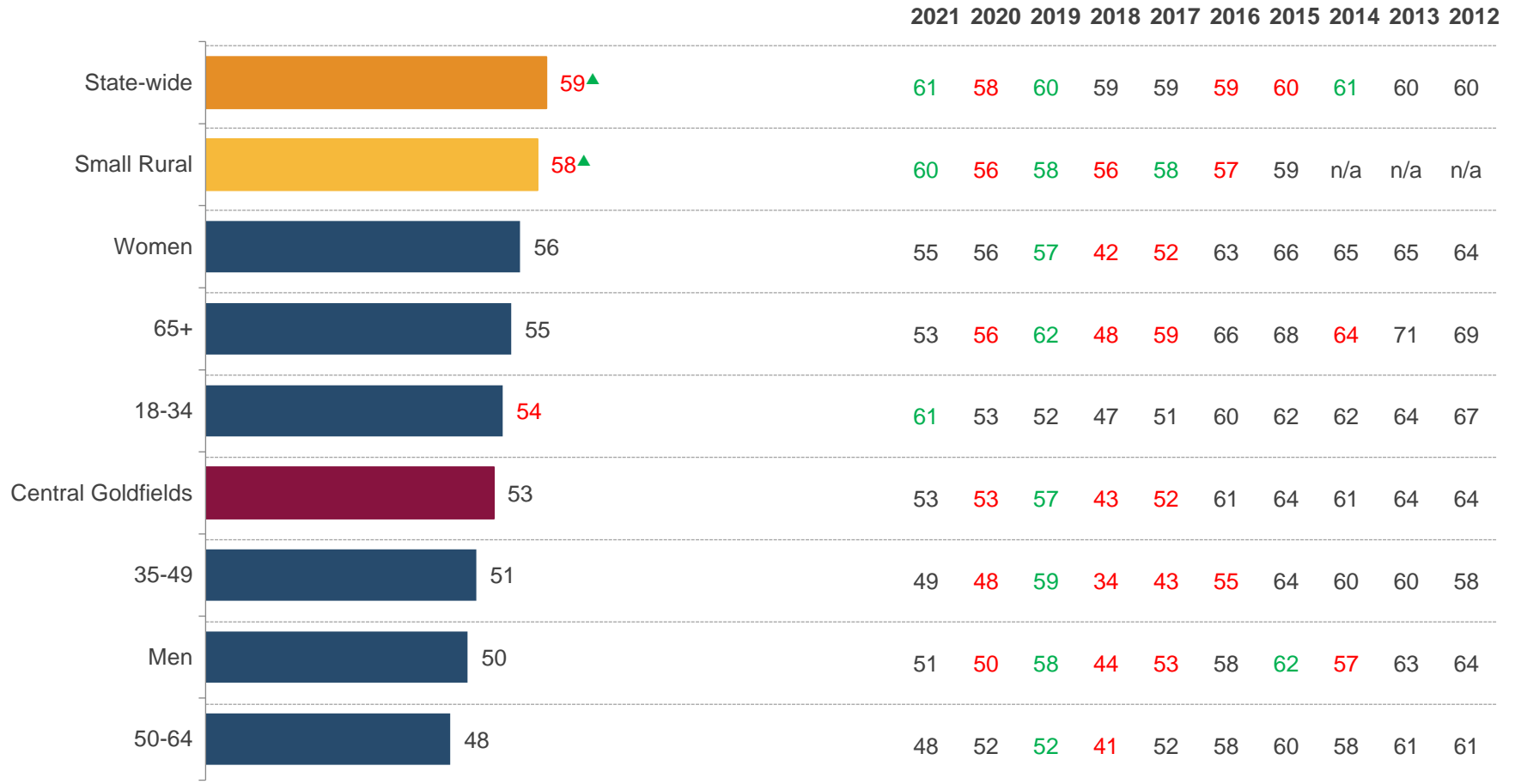


- ✓ Women rate overall performance highest (56)
- × Aged 50-64 years rate overall performance lowest (48)



Overall performance

2022 overall performance (index scores)

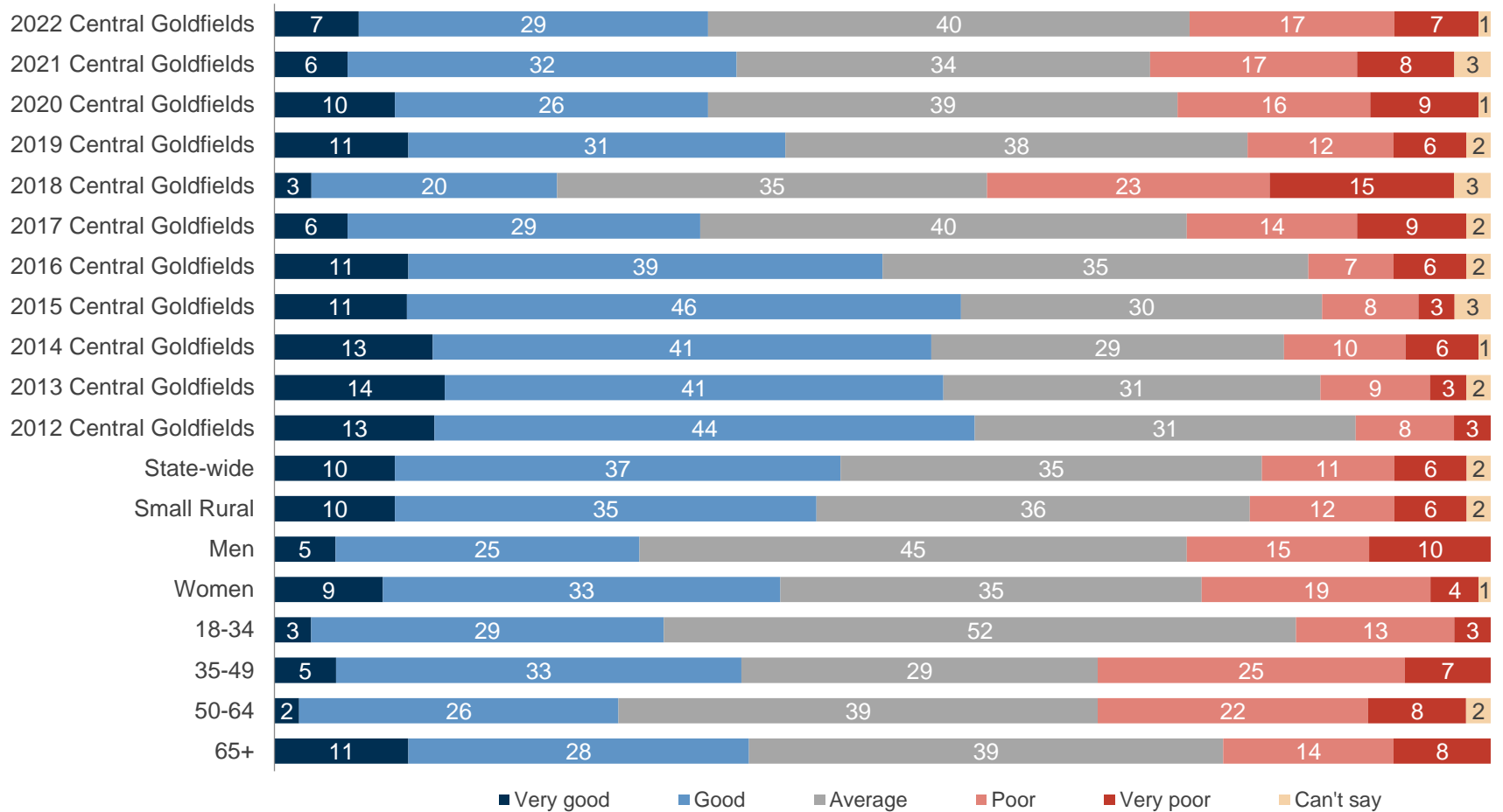


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Central Goldfields Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Overall performance

2022 overall performance (%)

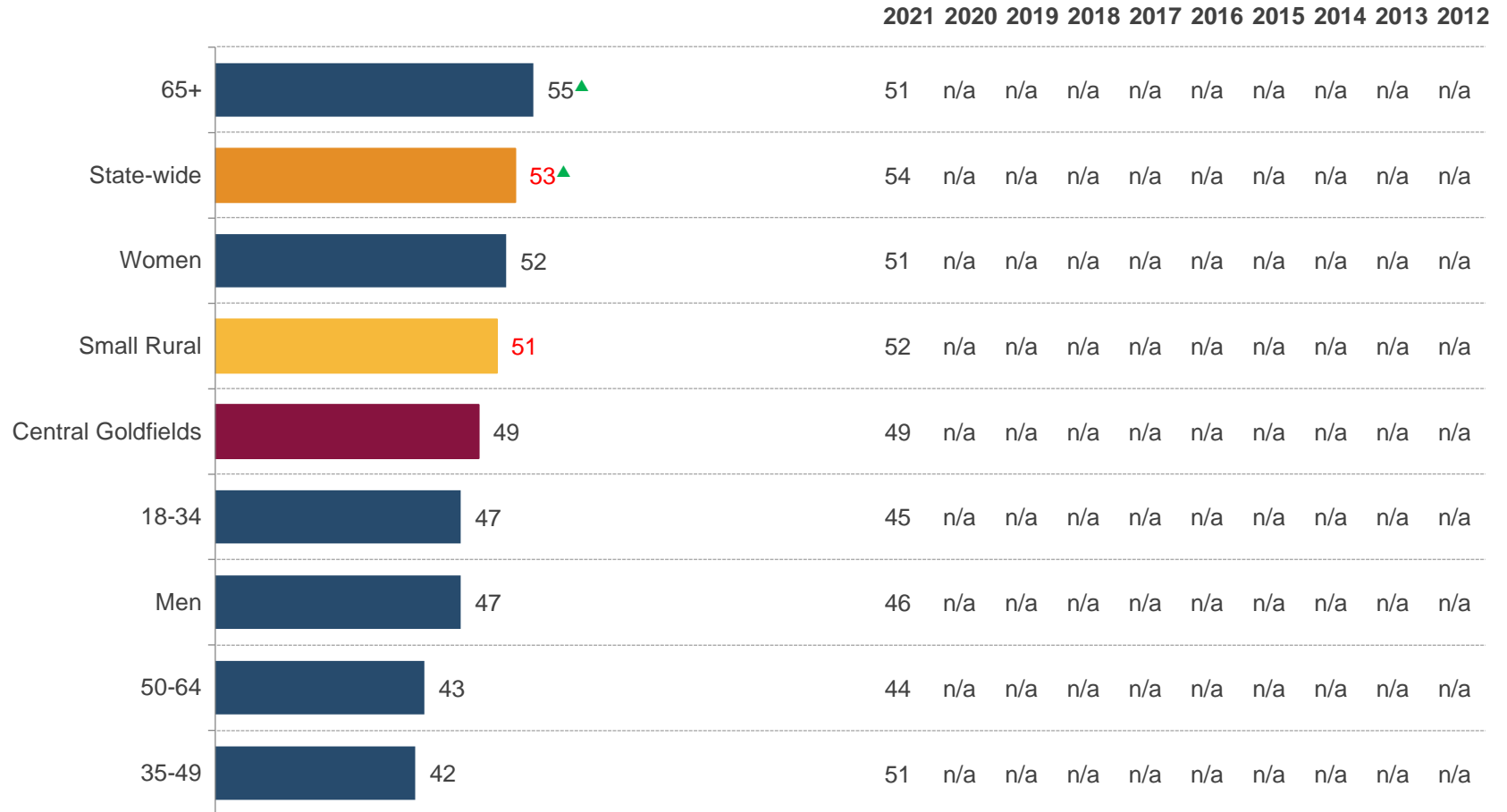


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Central Goldfields Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Value for money in services and infrastructure

2022 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?

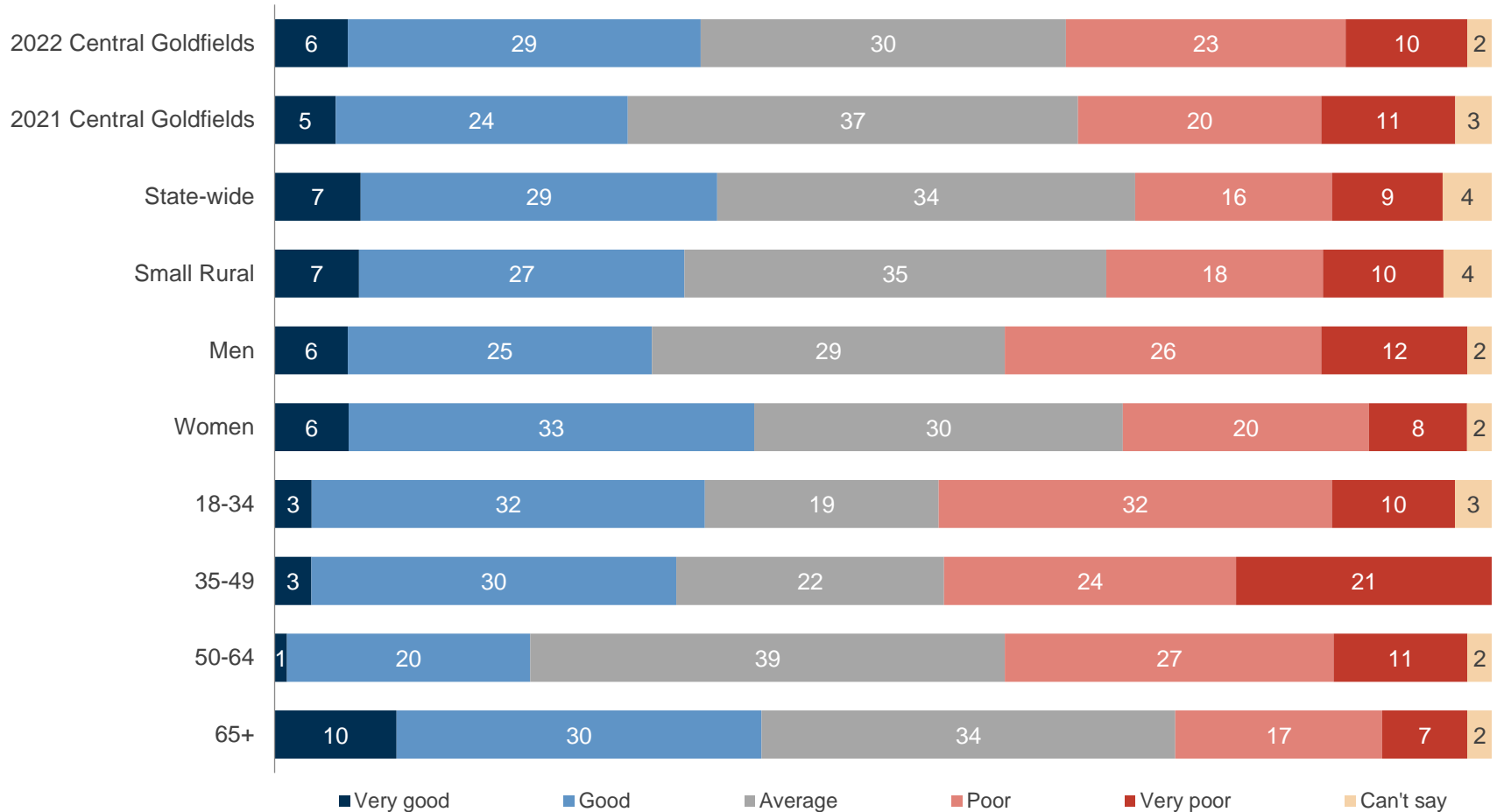
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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



Value for money in services and infrastructure

2022 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

Appearance of public areas (index score of 71) is the area where Council performed best in 2022.

Perceptions, however, are lower this year compared to those seen in 2019 and 2020 (both 75).

- Council performs in line with the Small Rural and State-wide council averages in this service area (index scores of 73 and 71 respectively).
- Perceptions of the appearance of Council's public areas do not differ significantly from the average among the various demographic cohorts.

Waste management and informing the community (index scores of 64 and 58 respectively) are Council's next highest rated service areas.

Perceptions of waste management decreased significantly this year (down five index points on 2021) – although perceptions on this service area have fluctuated over time.

- Notably, Council rates significantly lower than the Small Rural group and State-wide averages in this service area (both 68).
- Residents aged 65 years and over (index score of 69) rate Council significantly higher than the average in this service area. By contrast, residents aged 18 to 34 years (54) rate Council significantly lower than average.





Low performing service areas



The service area that received the lowest rating by Council residents is sealed local roads (index score of 45).

- This rating is significantly lower this year (down five points on 2021) and is the lowest rating to have been recorded for sealed local roads.
- It is also significantly lower than the Small Rural group and State-wide averages (index scores of 50 and 53 respectively).
- Ratings among men (index score of 44) decreased significantly this year (down six points) driving the overall decline in this service area.

Council's next lowest areas of service are lobbying and community decisions (both with an index score of 50) and consultation and engagement (index score of 51).

- On each of these service areas, Council rates significantly lower than the Small Rural group and State-wide averages.
- Residents aged 18 to 34 years rate these service areas significantly lower this year than last year.



Individual service area performance

2022 individual service area performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Appearance of public areas	71	n/a	75	75	n/a	n/a	n/a	n/a	n/a	n/a	
Waste management	64	69	63	69	n/a	n/a	n/a	n/a	n/a	n/a	
Informing the community	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Consultation & engagement	51	54	51	55	45	54	57	59	58	64	63
Community decisions	50	51	49	52	42	51	58	64	63	n/a	n/a
Lobbying	50	50	49	53	44	53	55	61	61	64	64
Sealed local roads	45	50	51	48	48	51	54	55	52	n/a	n/a

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

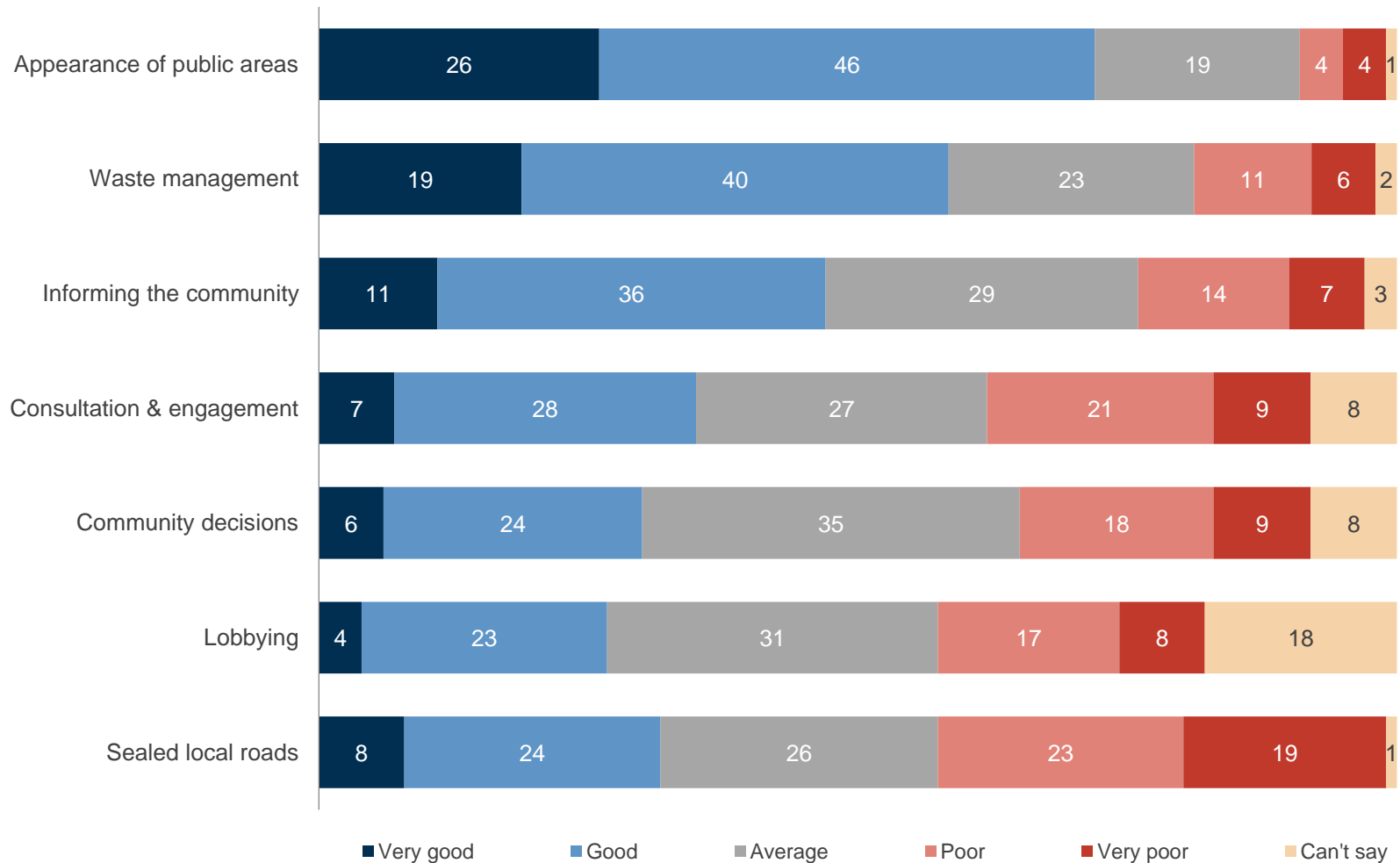
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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



Individual service area performance

2022 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Customer service



Contact with council and customer service

Contact with council

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

- Rate of contact has remained relatively stable since 2013.
- Rate of contact is significantly higher than the Council average among residents aged 35 to 49 years (74%). This rate is also significantly higher this year (up 18 percentage points on 2021).



Among those residents who have had contact with Council, 51% provide a positive customer service rating of 'very good' or 'good', including 20% of residents who rate Council's customer service as 'very good'.

Customer service

Perceptions of Council's customer service have fallen to a record-low this year (index score of 58).

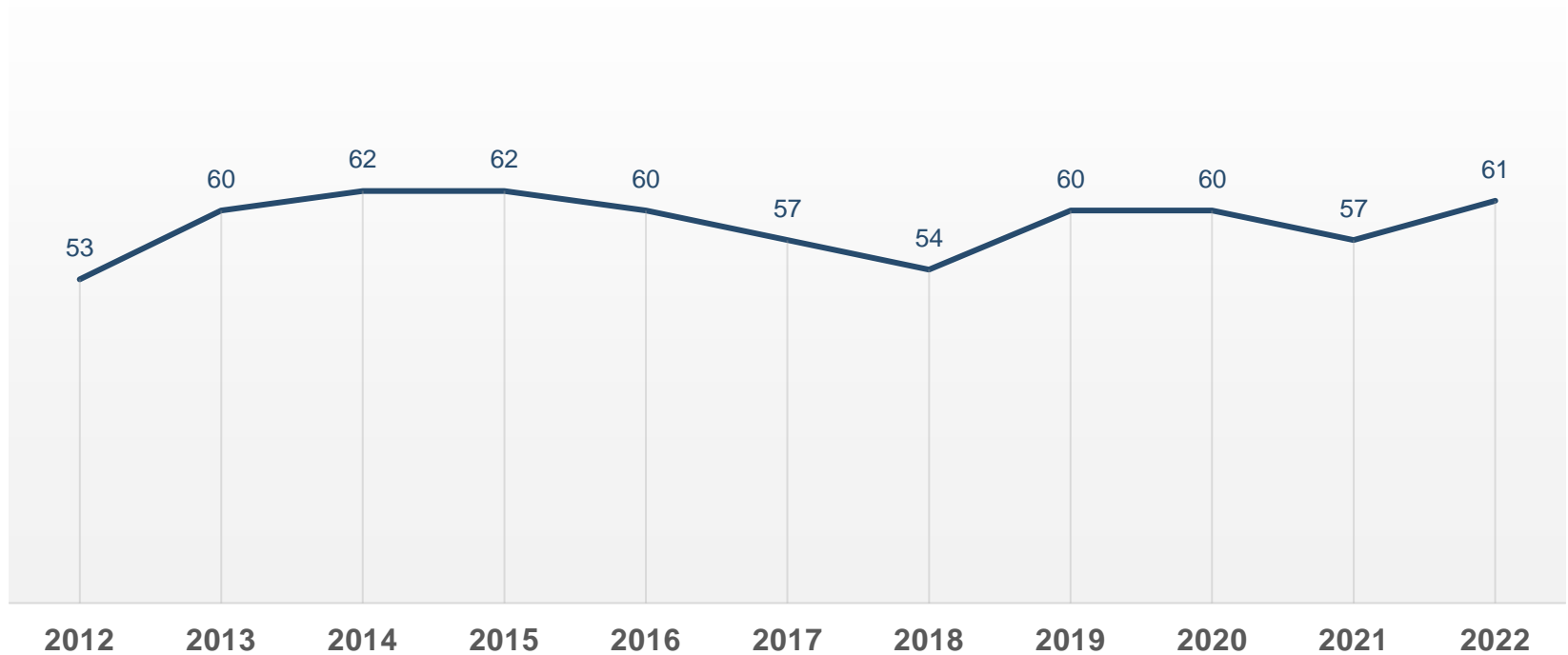
- Ratings are significantly lower than the Small Rural group and State-wide averages (index scores of 67 and 68 respectively).
- Ratings across each of the demographic cohorts are not significantly different from the Council average.

Among those residents who have had contact with Council, just over half (51%) provide a positive customer service rating of 'very good' or 'good'. However, almost three in 10 residents (29%) rate the customer service as 'poor' or 'very poor'.



Contact with council

2022 contact with council (%)
Have had contact



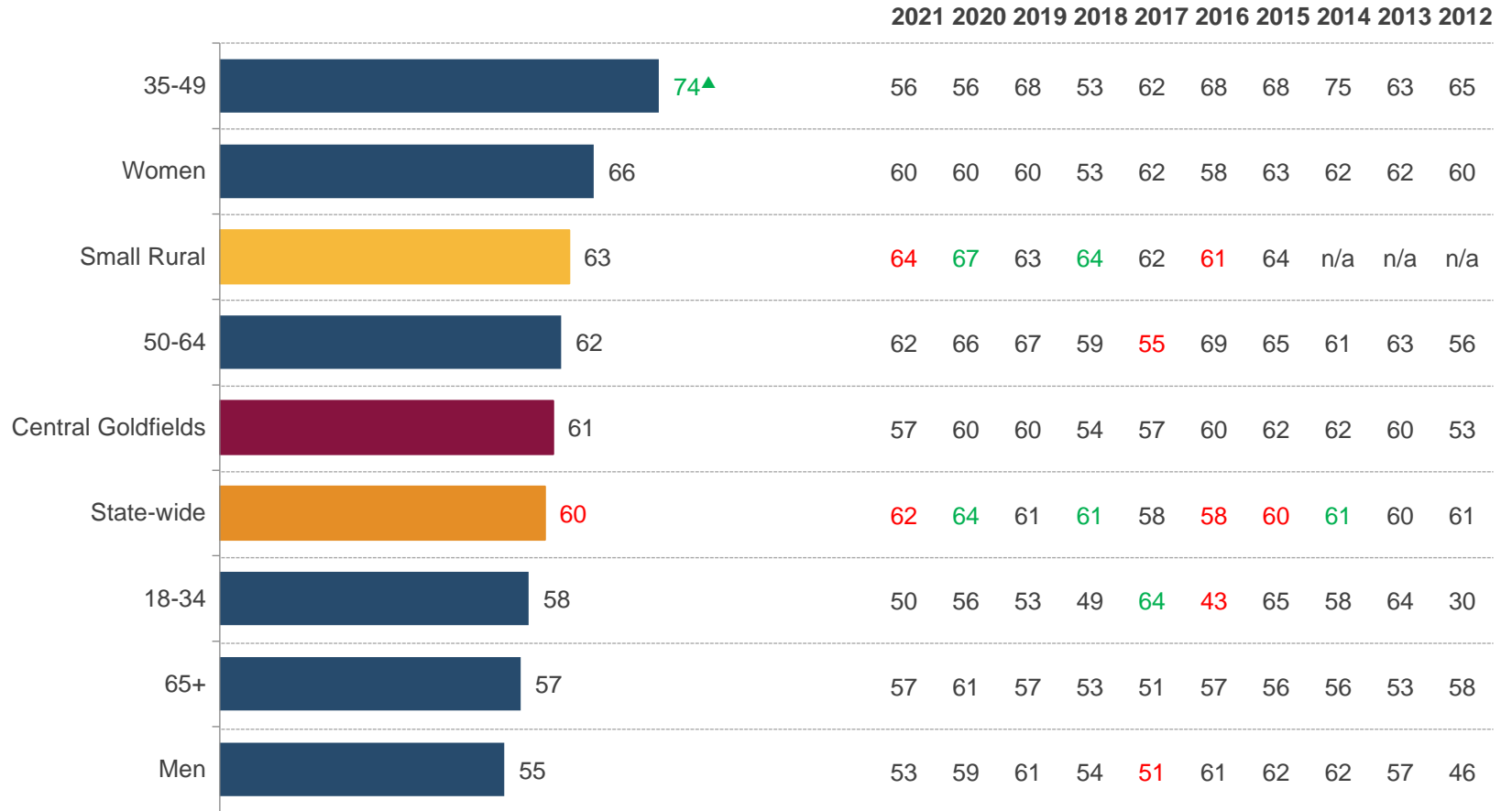
Q5. Over the last 12 months, have you or any member of your household had any contact with Central Goldfields Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 42 Councils asked group: 15



Contact with council

2022 contact with council (%)



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

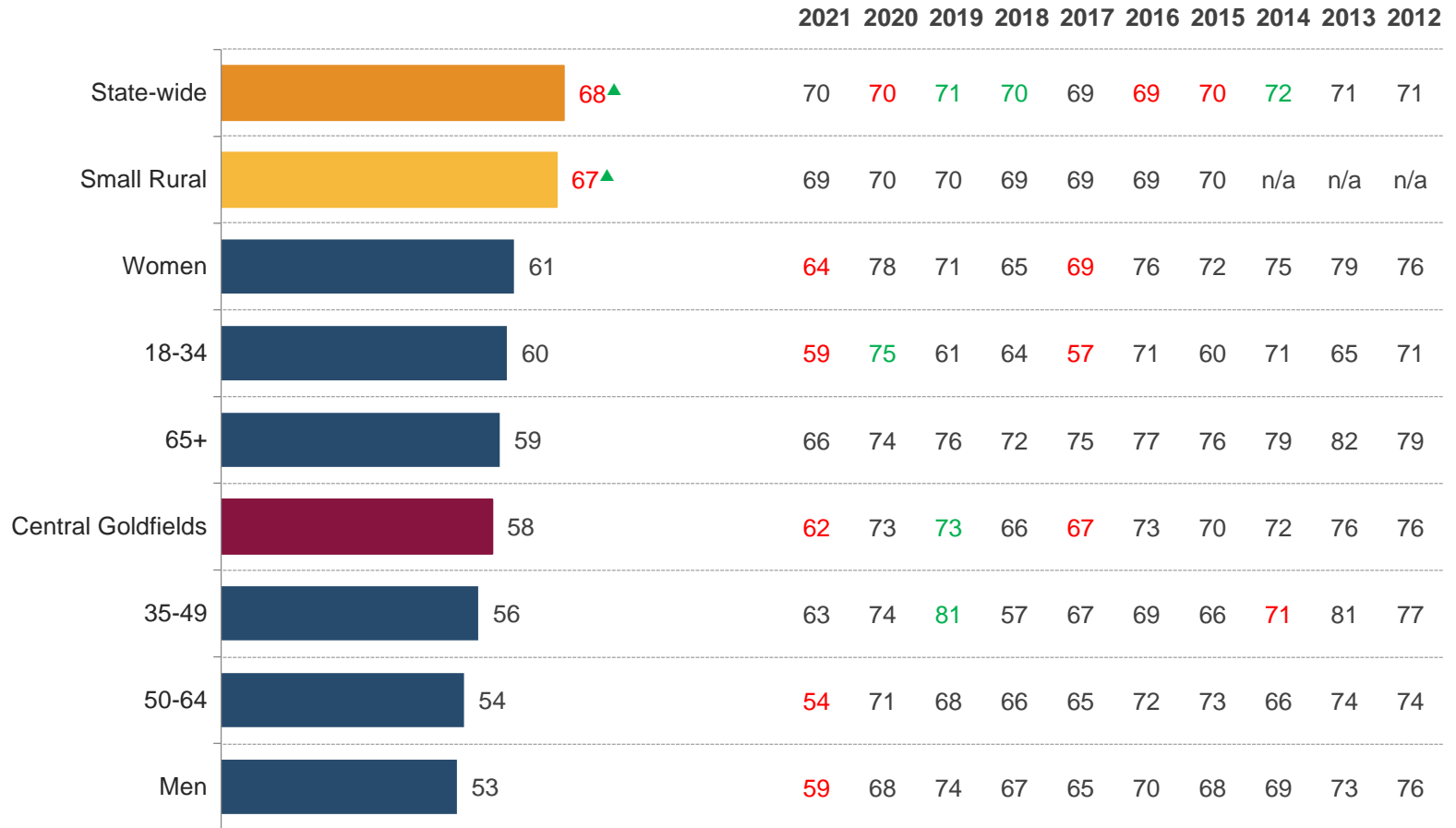
Base: All respondents. Councils asked State-wide: 42 Councils asked group: 15

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



Customer service rating

2022 customer service rating (index scores)



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

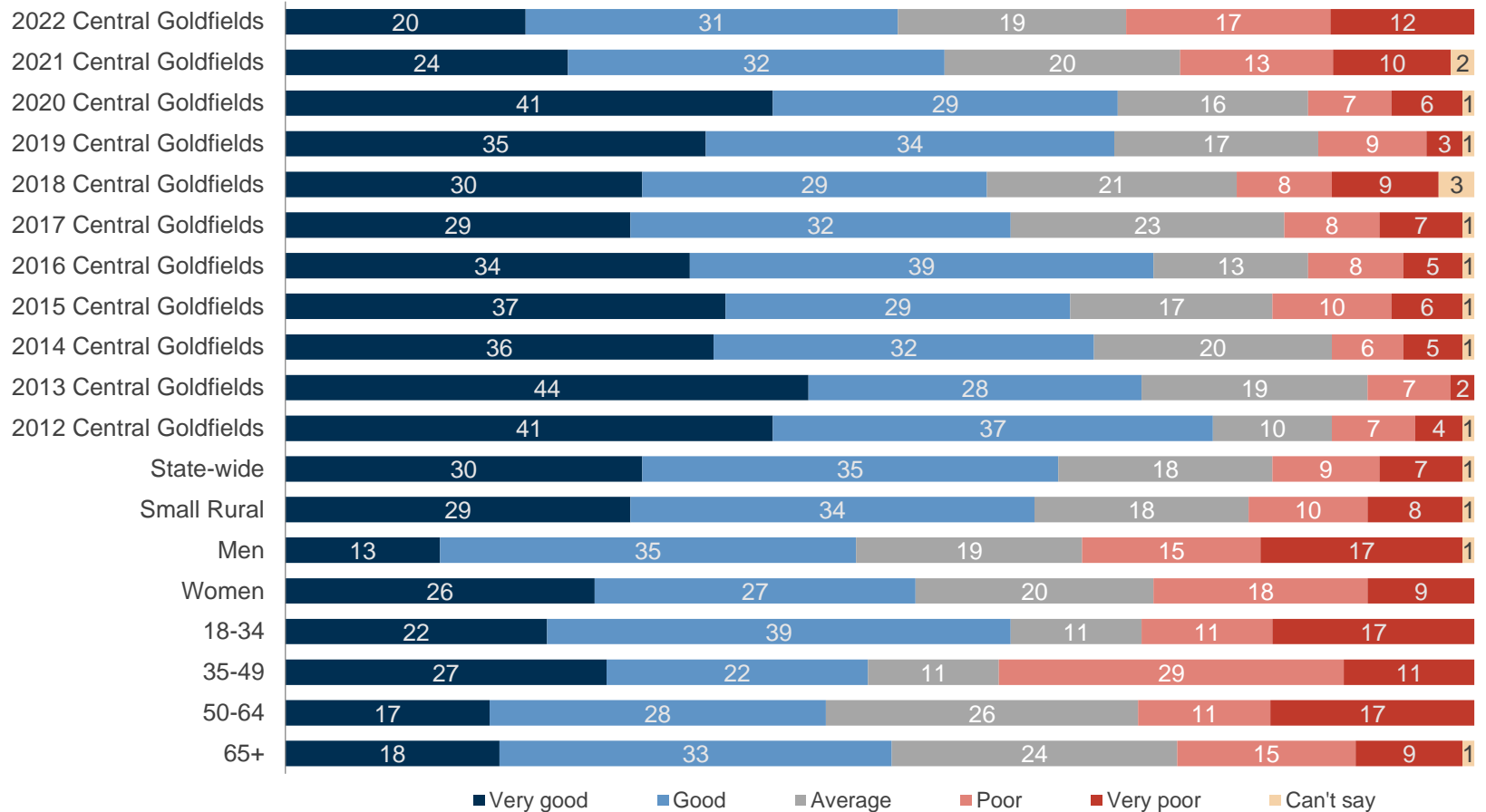
Councils asked State-wide: 67 Councils asked group: 19

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



Customer service rating

2022 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: 67 Councils asked group: 19



Communication

Communication

Newsletters sent via mail (31%, up from 25% in 2020) continues to be the preferred form of communication from Council about news and information and upcoming events. The next most preferred form of communication is advertising in a local newspaper (21%), followed by a Council newsletter via email (17%) and social media (14%).

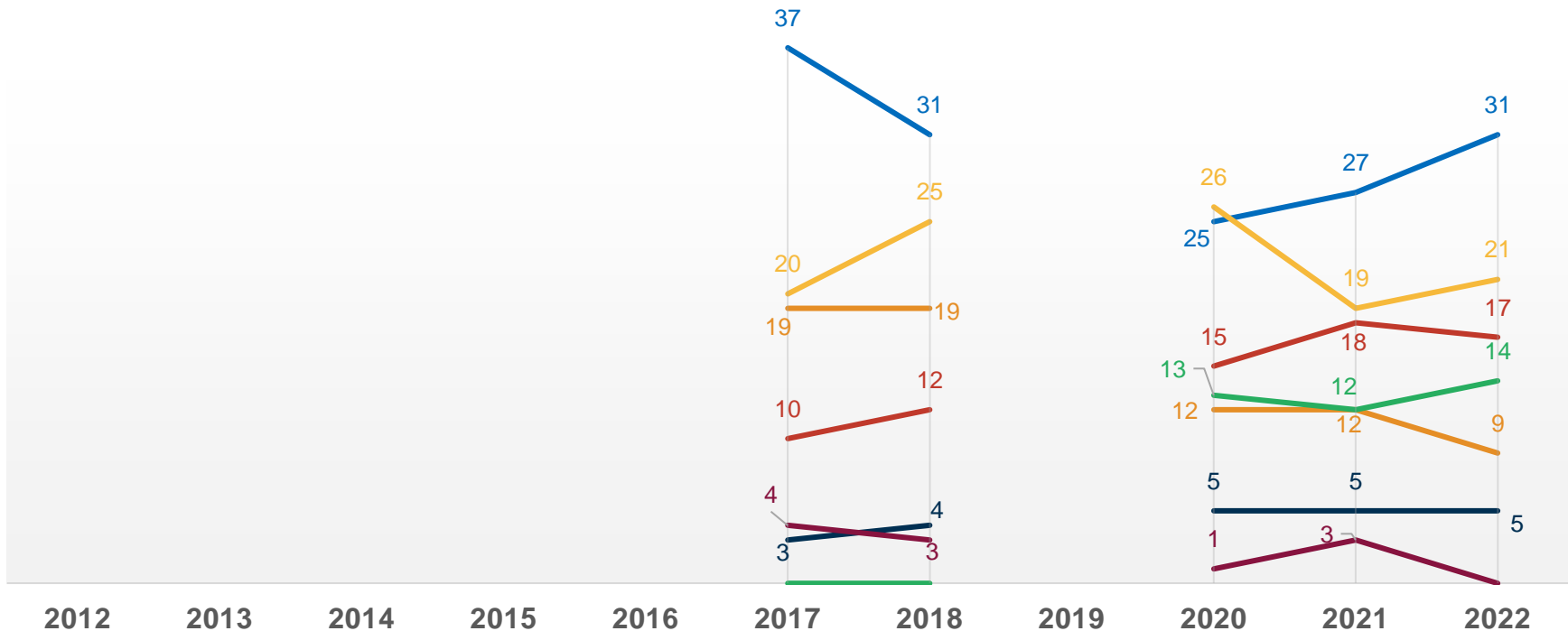
- Among residents aged under 50 years, newsletters sent via mail (28%) continue to be the preferred form of communication. However, among this age group, social media (24%) has a higher preference than other forms of communication.
- Among residents aged over 50 years, Council newsletters sent via mail (33%, up eight percentage points on 2021) have overtaken advertising in a local newspaper (25%) as the preferred form of communication. Newsletters via email (16%) are the next most preferred form of communication from Council.





Best form of communication

2022 best form of communication (%)

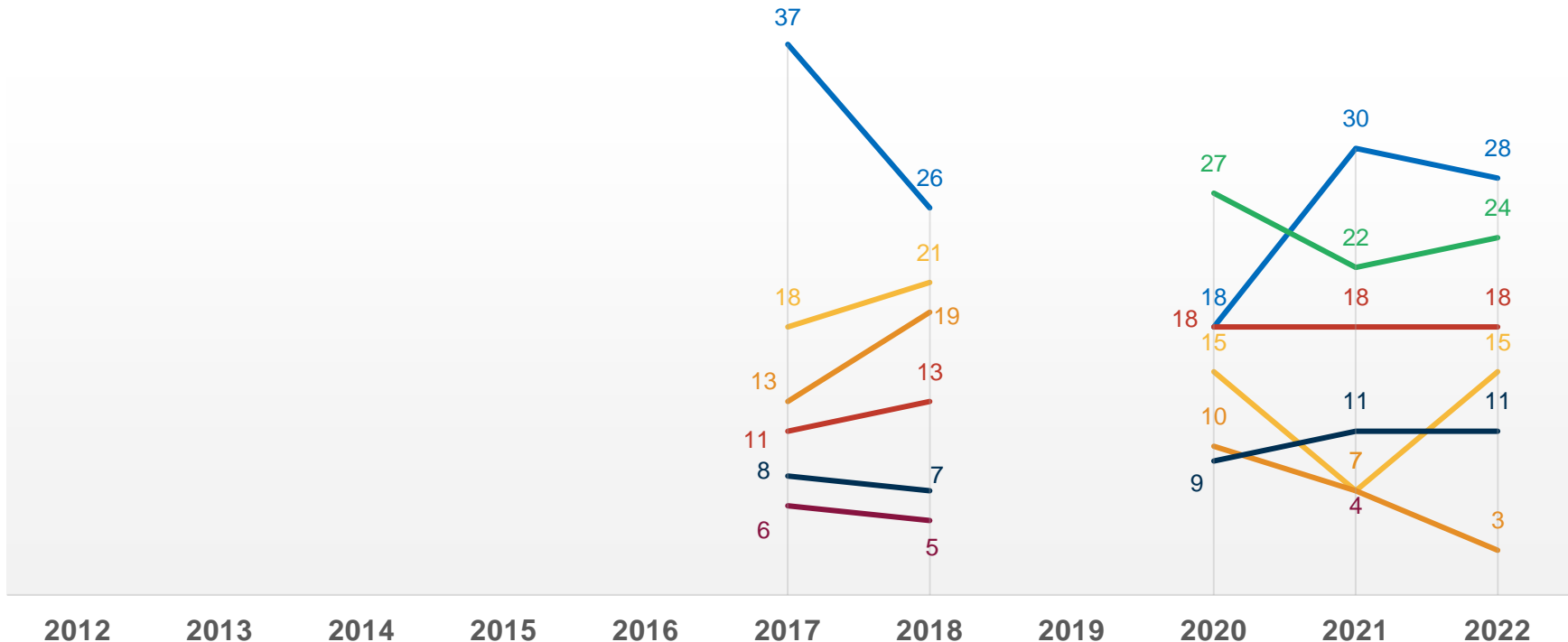


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked State-wide: 39 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2022 under 50s best form of communication (%)

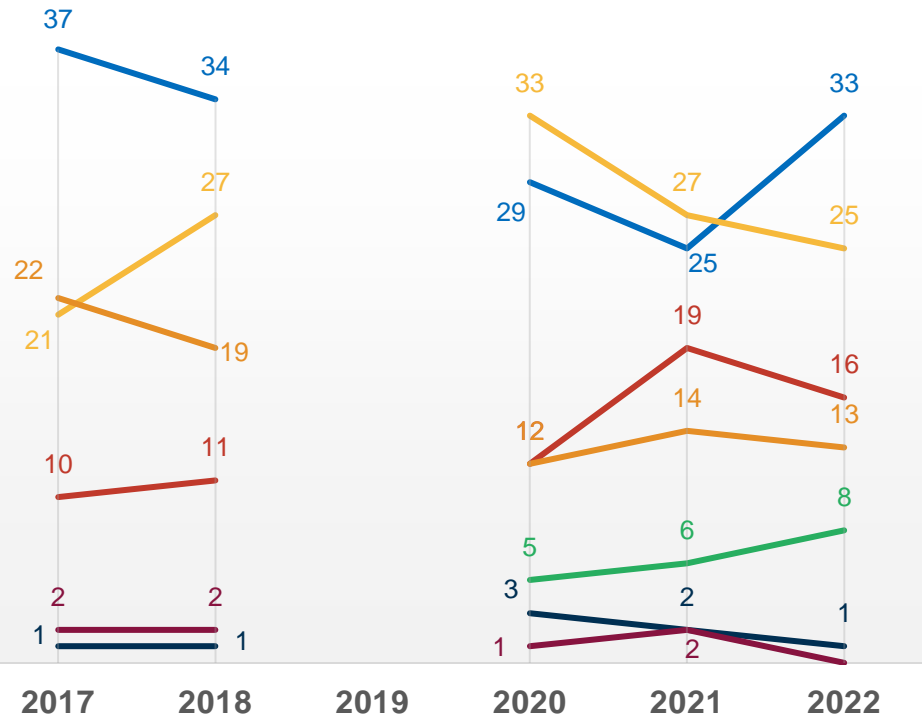


Q13. If Central Goldfields Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked State-wide: 39 Councils asked
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2022 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: 39 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Council direction



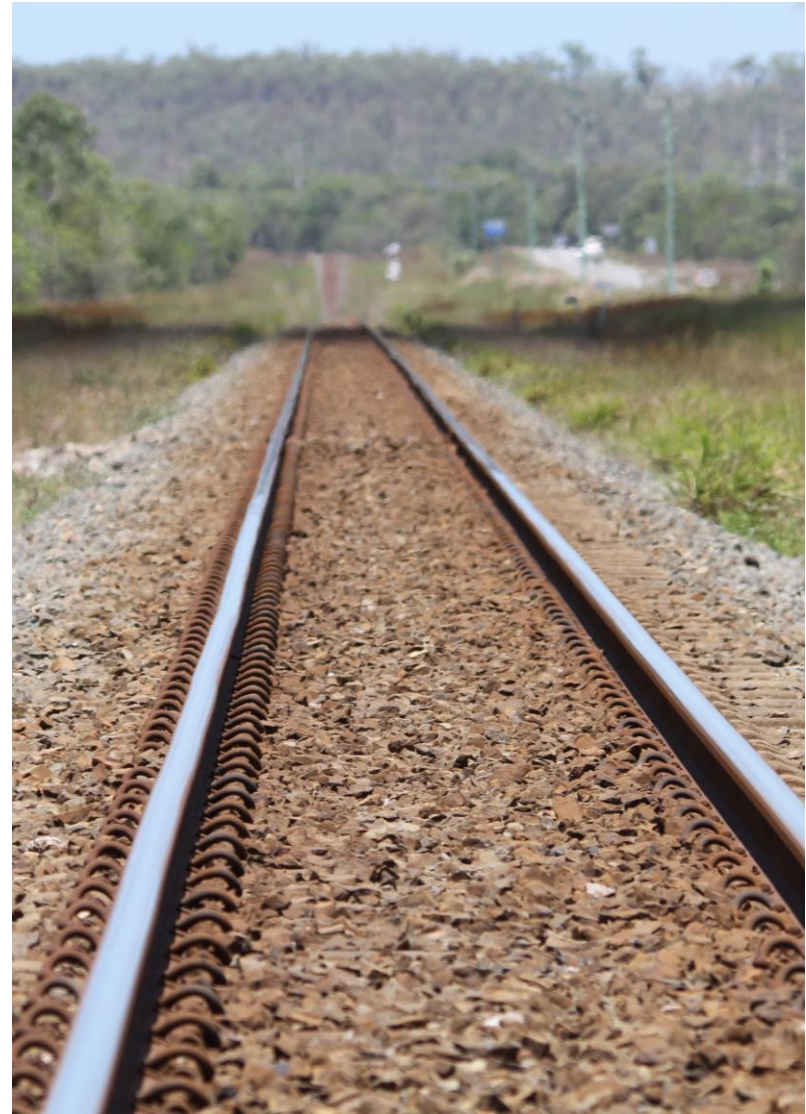
Council direction

Over the last 12 months, 47% of residents believe the direction of Council's overall performance has stayed the same – down four percentage points since 2021.

- 25% believe Council direction has improved in the last 12 months (unchanged from 2021).
- 24% believe it has deteriorated, up five points on 2021.

Perceptions of the direction of Council's overall performance (index score of 51) have not changed significantly over the last two years.

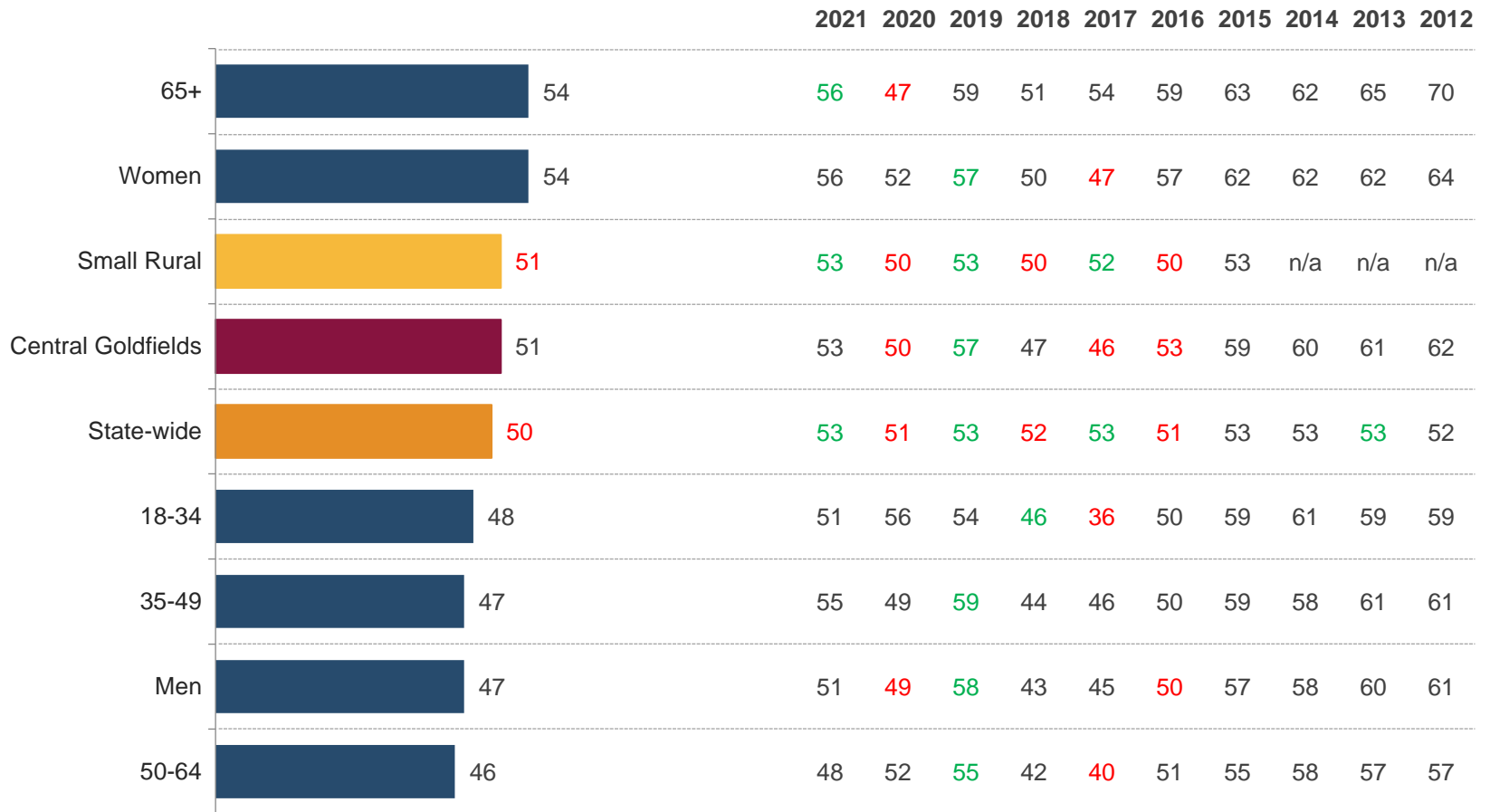
- These perceptions are in line with the Small Rural group and State-wide averages for Council (index scores of 51 and 50 respectively).
- The most satisfied with Council direction are women and residents aged 65 years and over.
- The least satisfied with Council direction are residents aged 50 to 64 years.





Overall council direction last 12 months

2022 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?

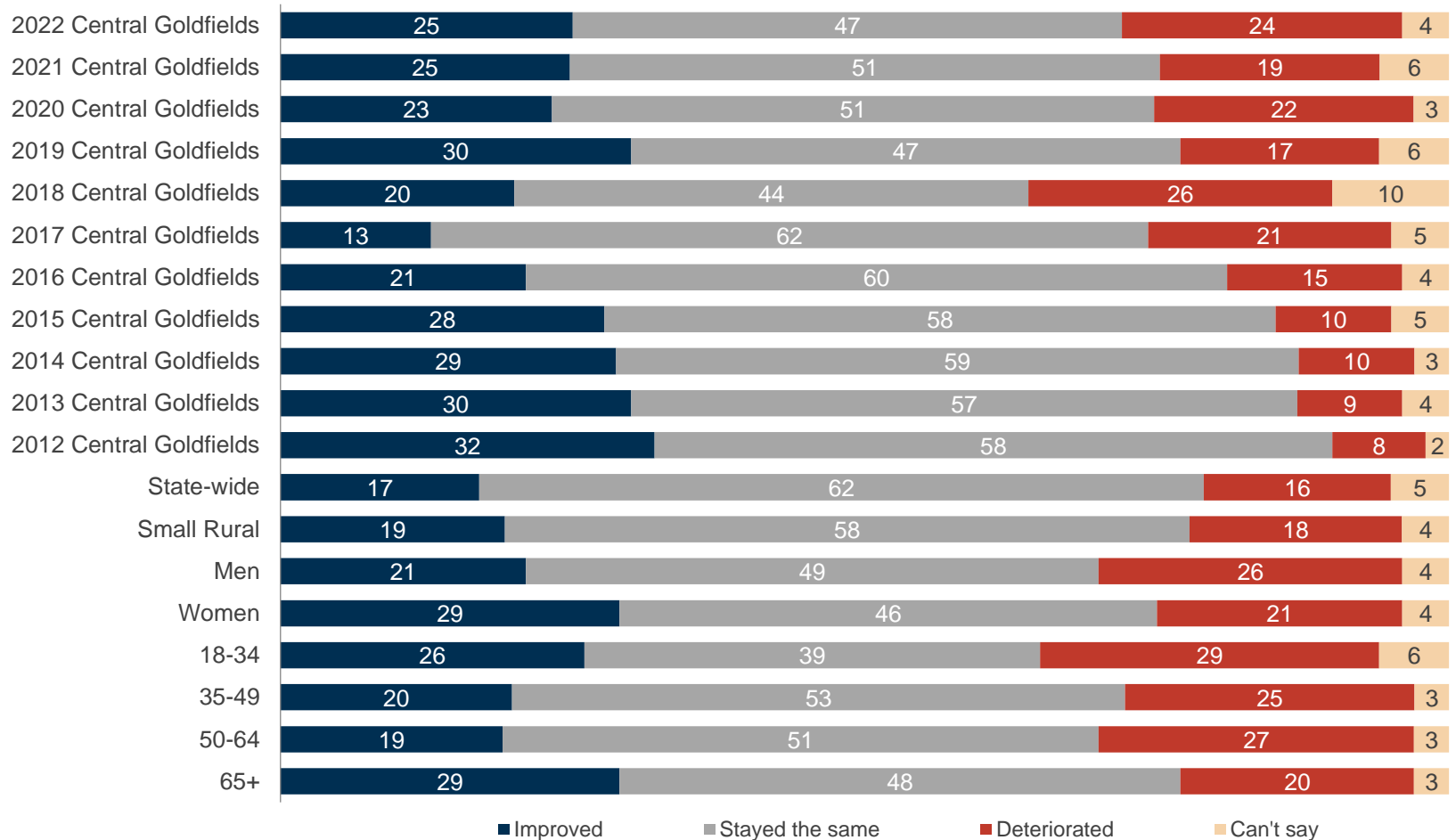
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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



Overall council direction last 12 months

2022 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: 67 Councils asked group: 19

A large, stylized letter 'W' graphic that serves as a background element. The 'W' is filled with a dark blue color and contains a glowing, intricate network pattern of white and light blue lines, resembling a fiber optic or neural network. The 'W' is positioned on the right side of the slide, extending from the top to the bottom.

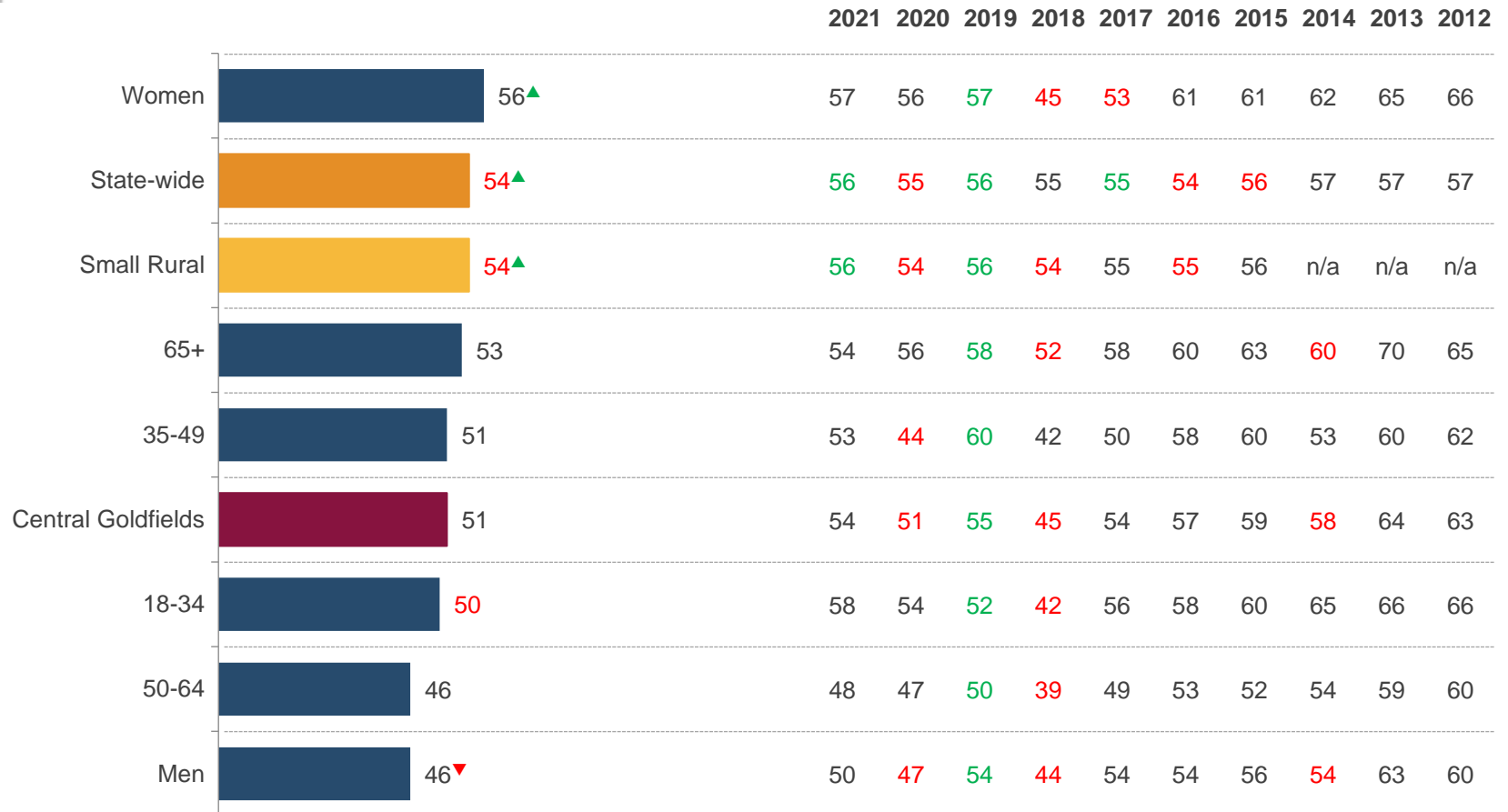
Individual service areas



Community consultation and engagement performance



2022 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: 67 Councils asked group: 19

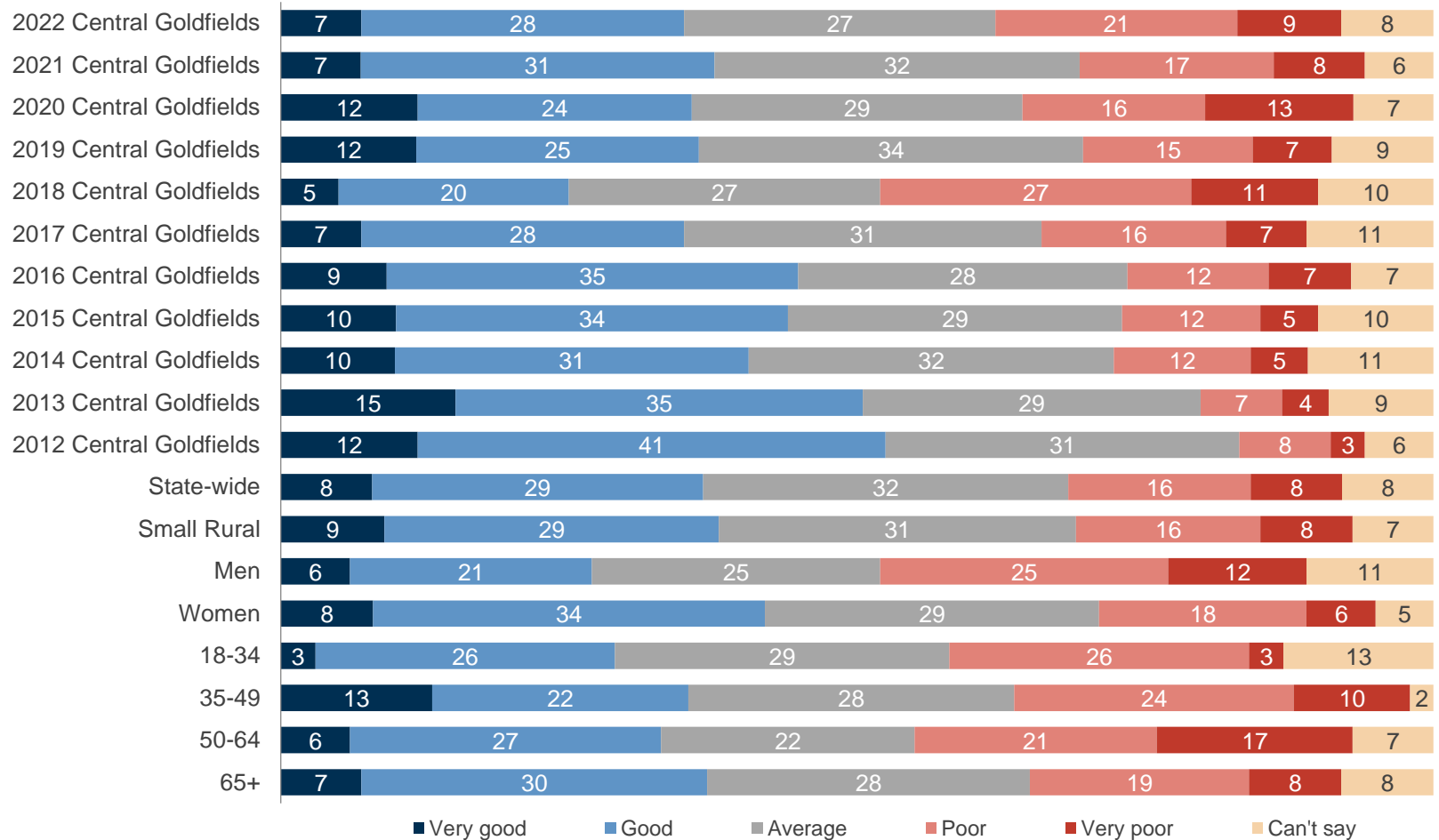
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2022 consultation and engagement performance (%)



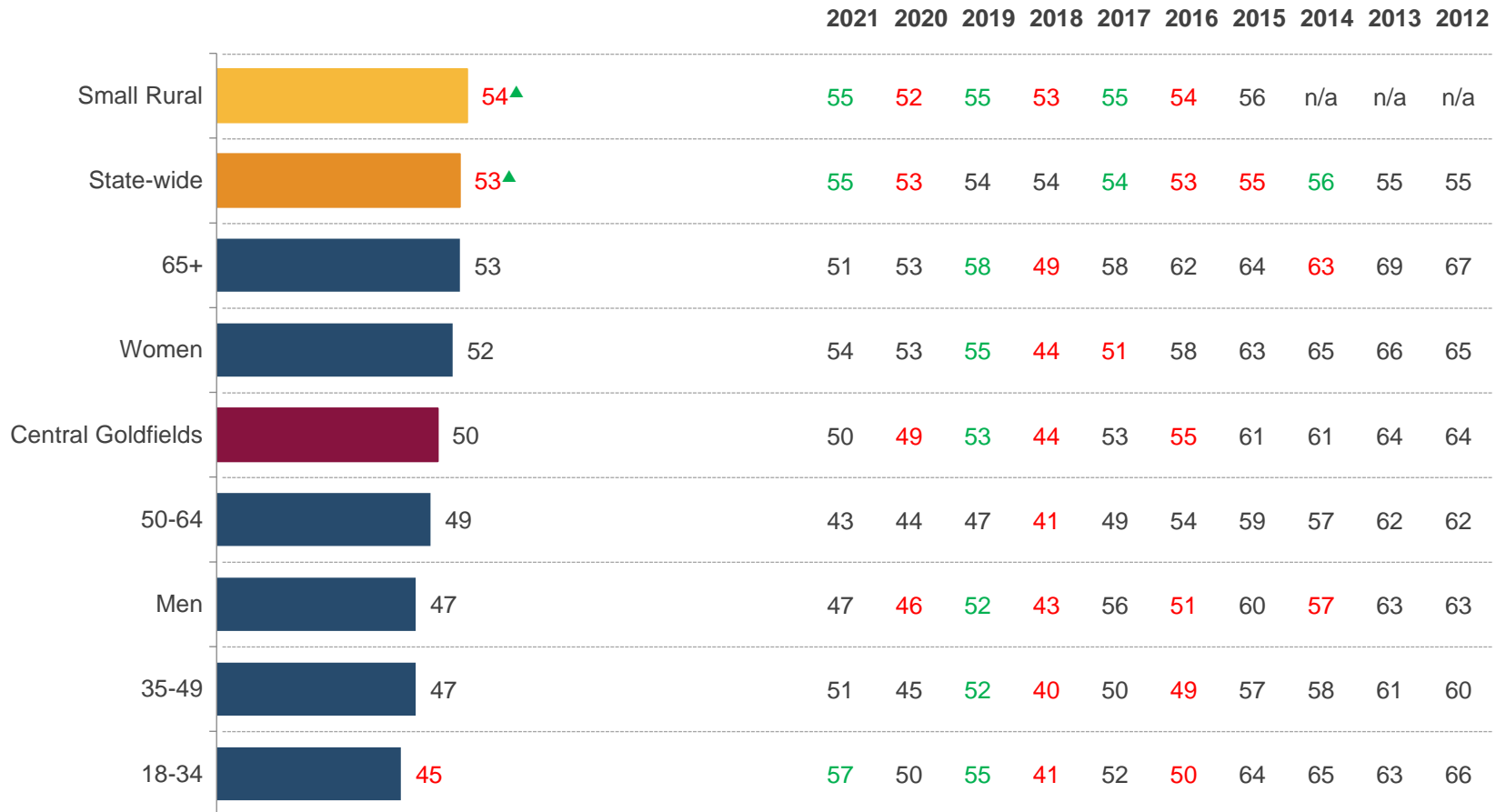
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Lobbying on behalf of the community performance



2022 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: 49 Councils asked group: 13

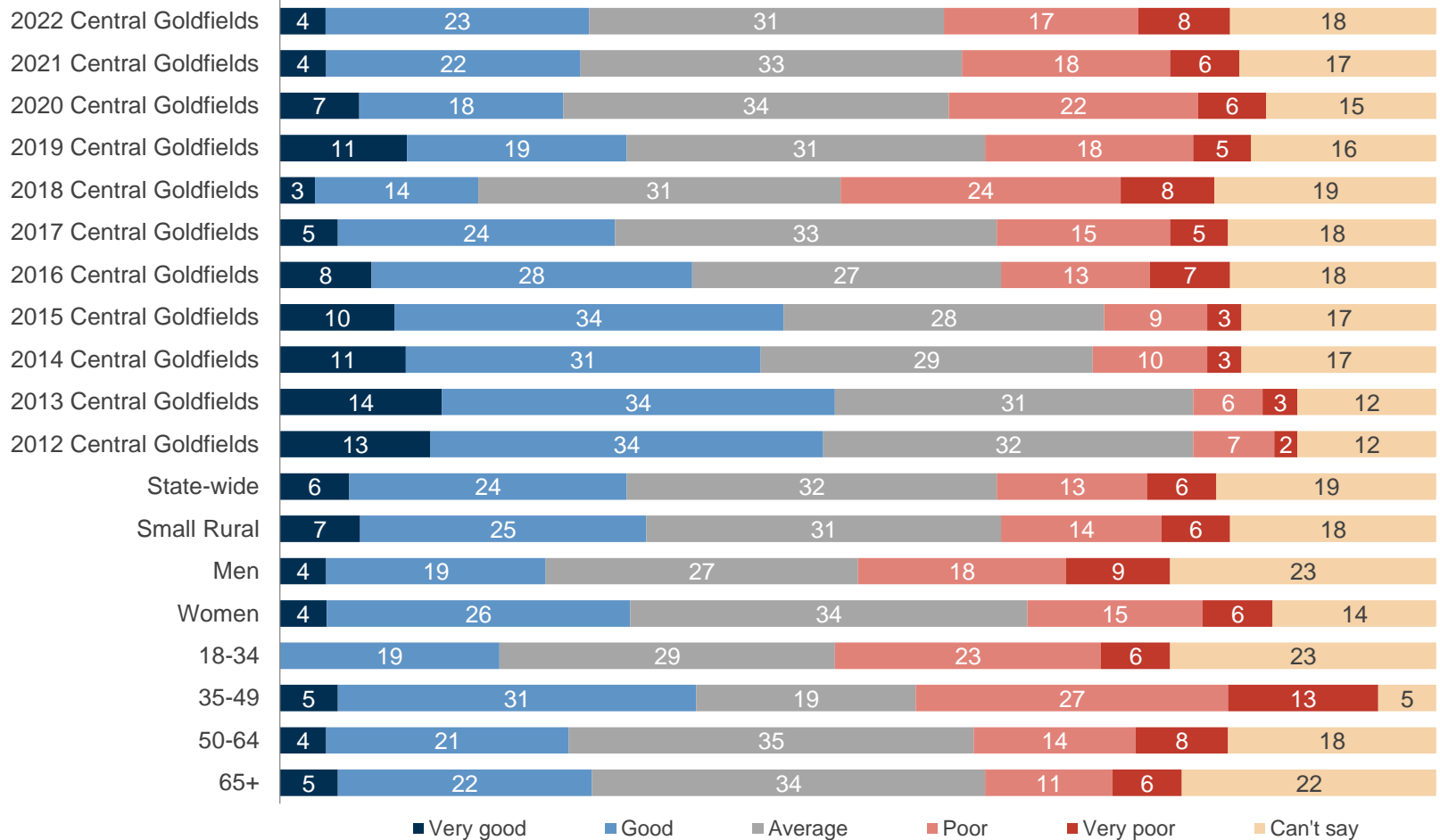
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2022 lobbying performance (%)

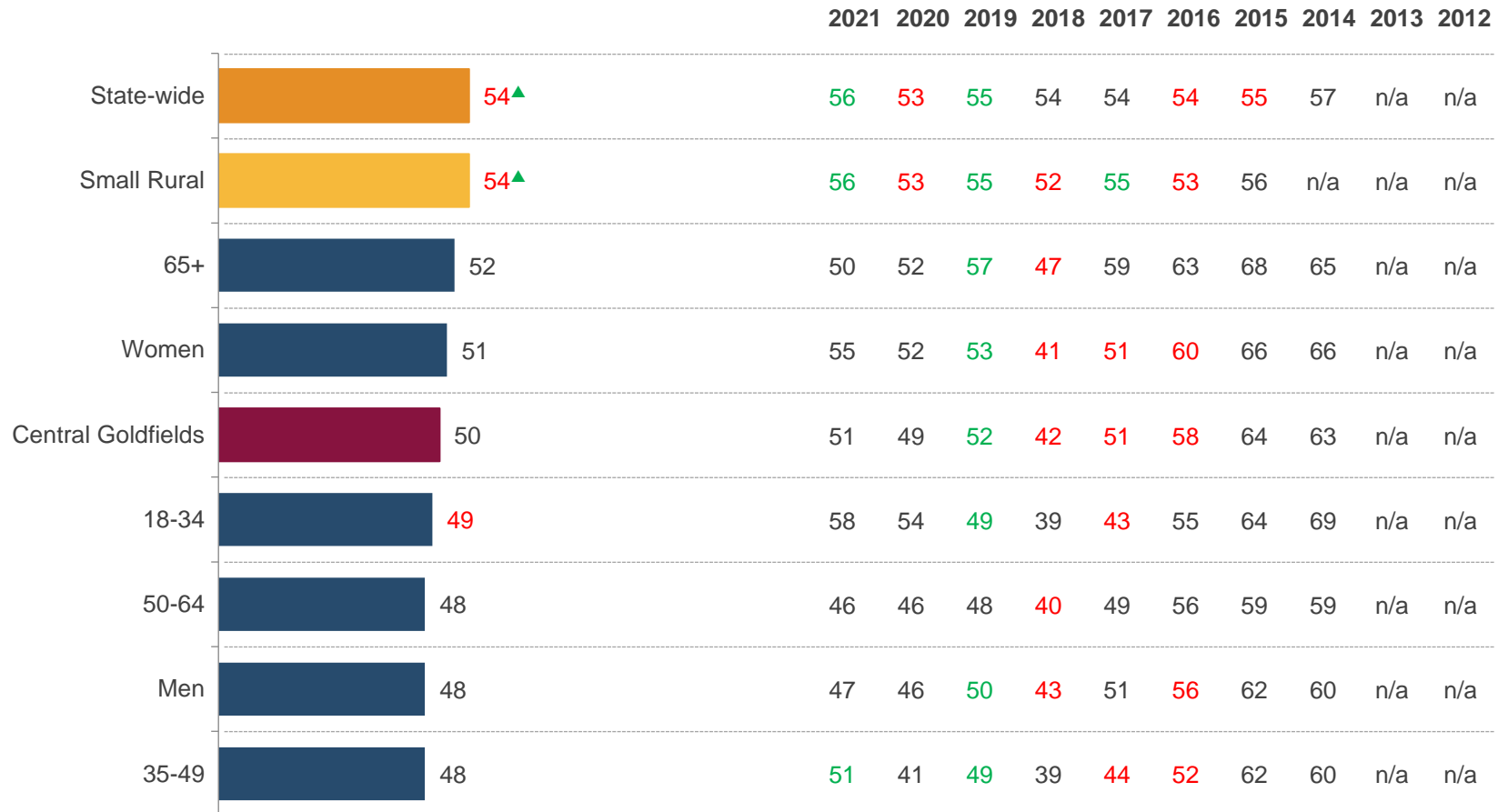


Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 49 Councils asked group: 13

Decisions made in the interest of the community performance



2022 community decisions made performance (index scores)



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

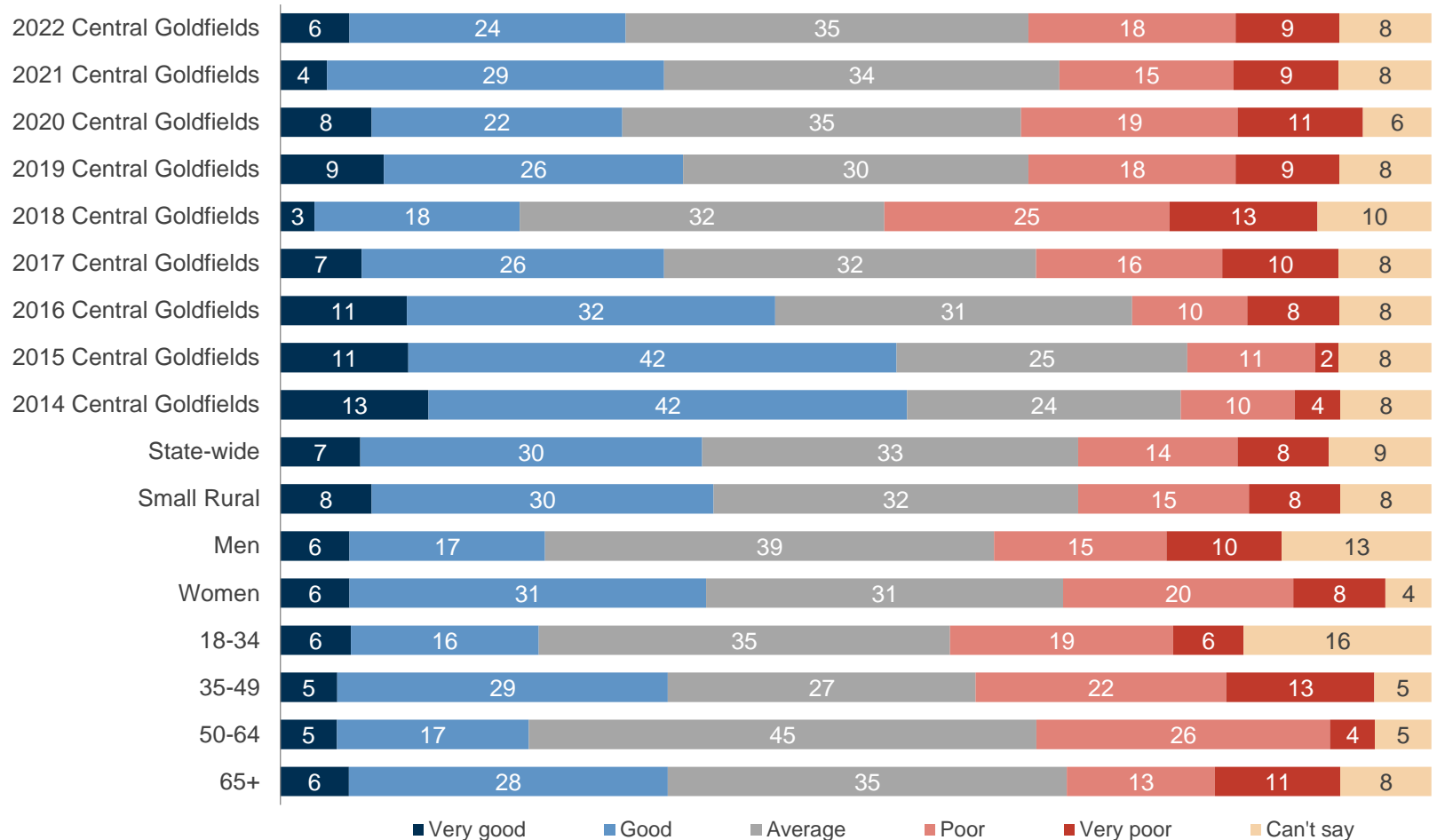
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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

Decisions made in the interest of the community performance



2022 community decisions made performance (%)

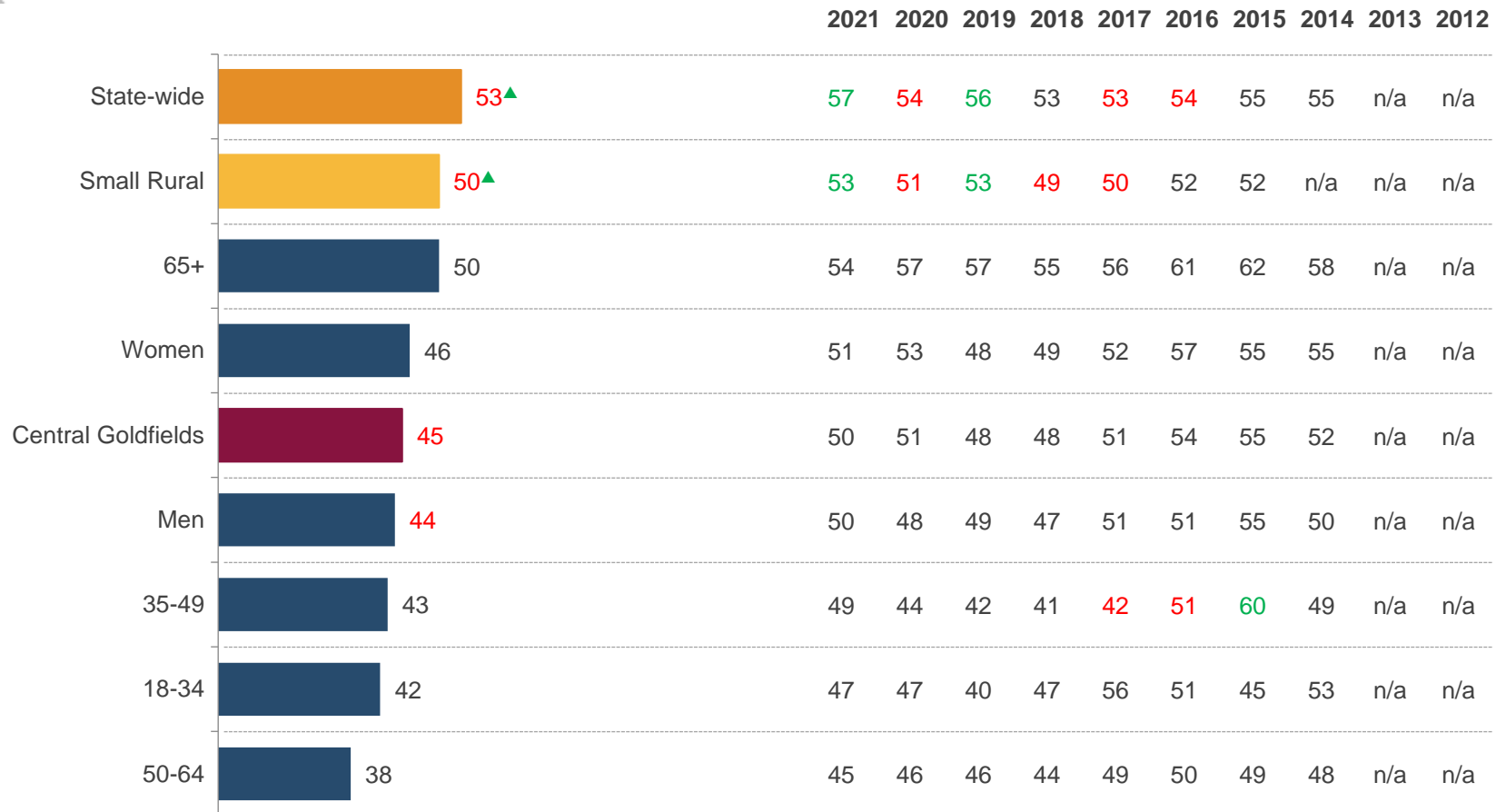


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

The condition of sealed local roads in your area performance



2022 sealed local roads performance (index scores)



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

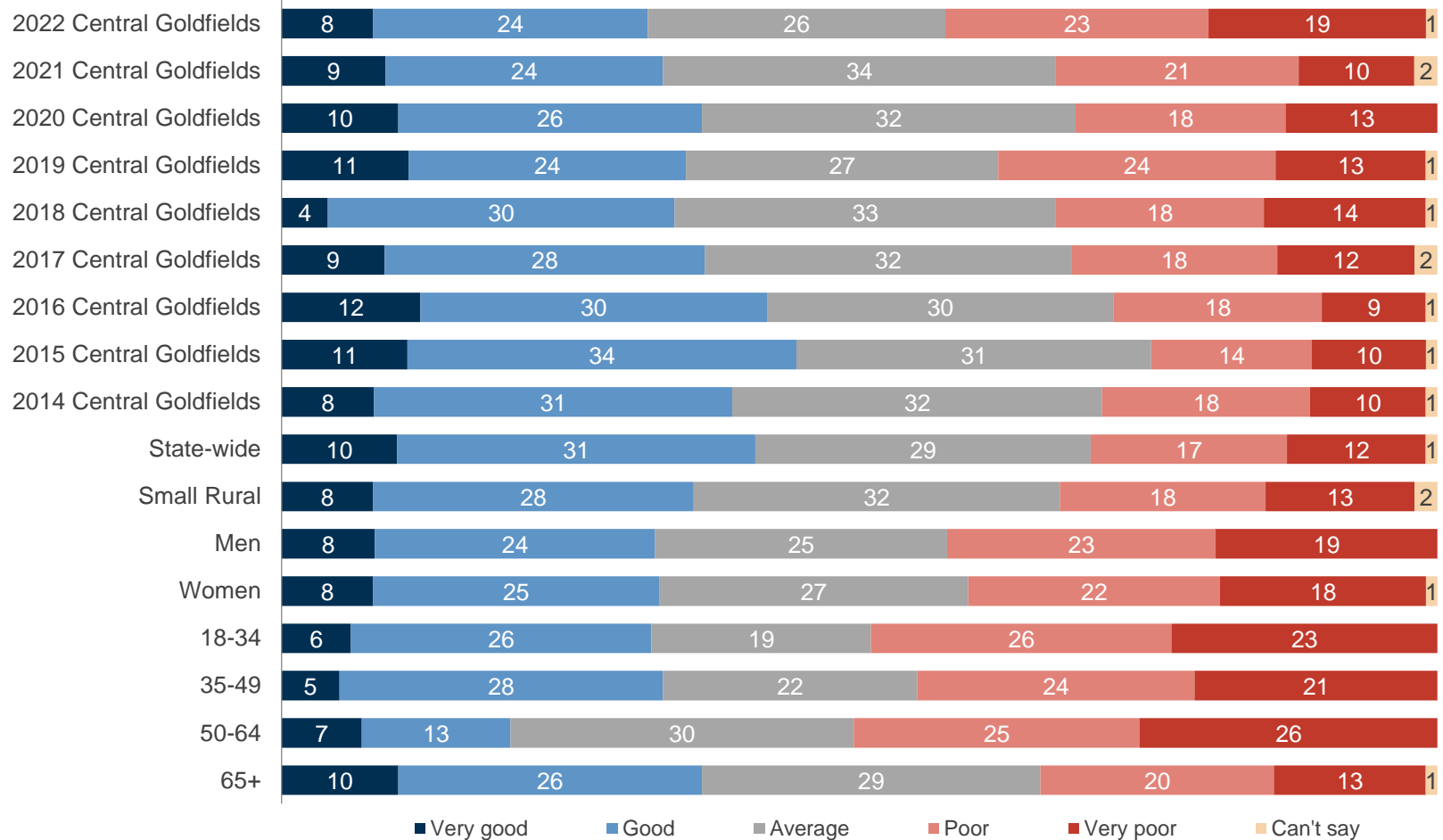
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2022 sealed local roads performance (%)



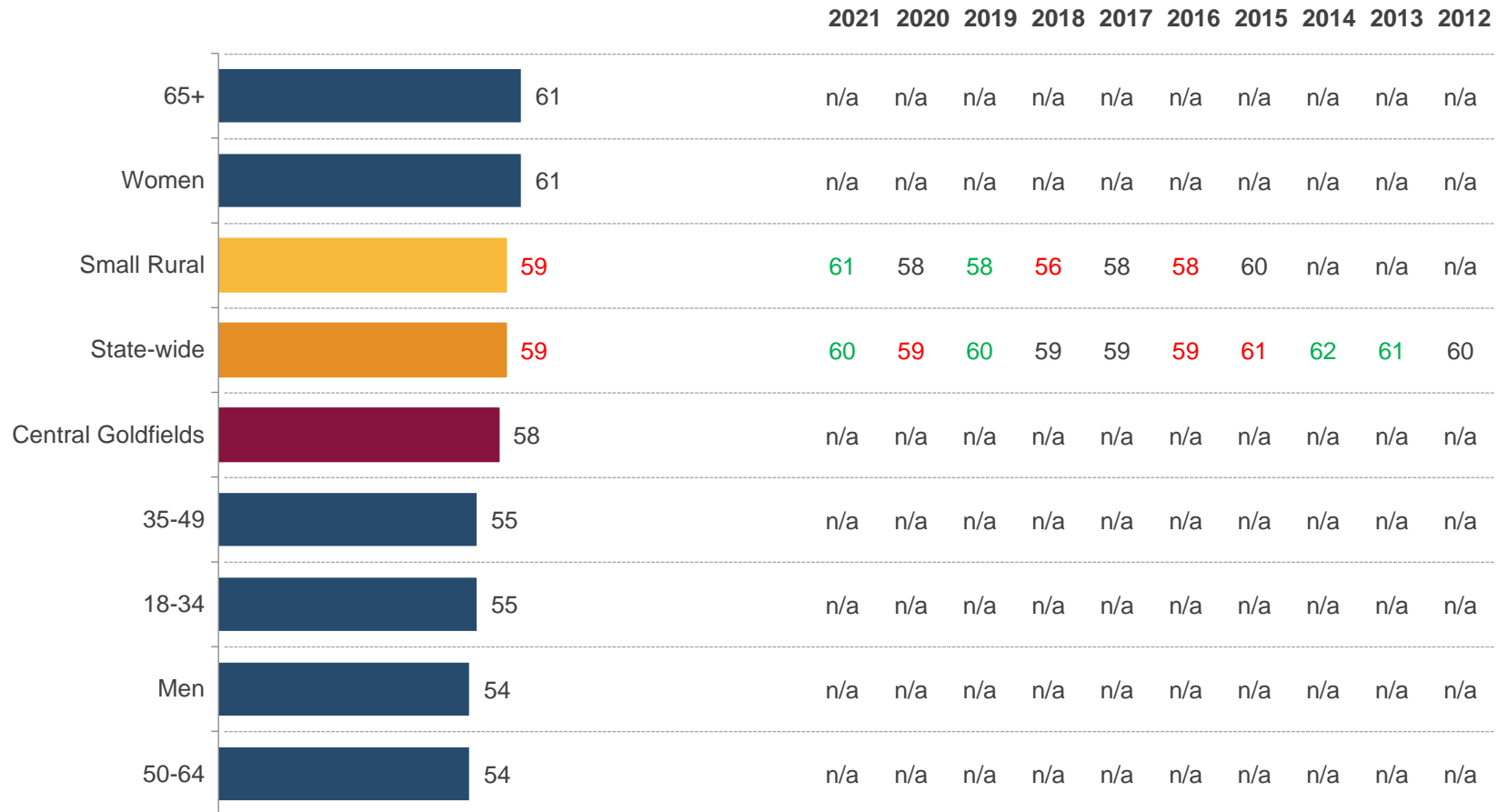
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



Informing the community performance



2022 informing community performance (index scores)



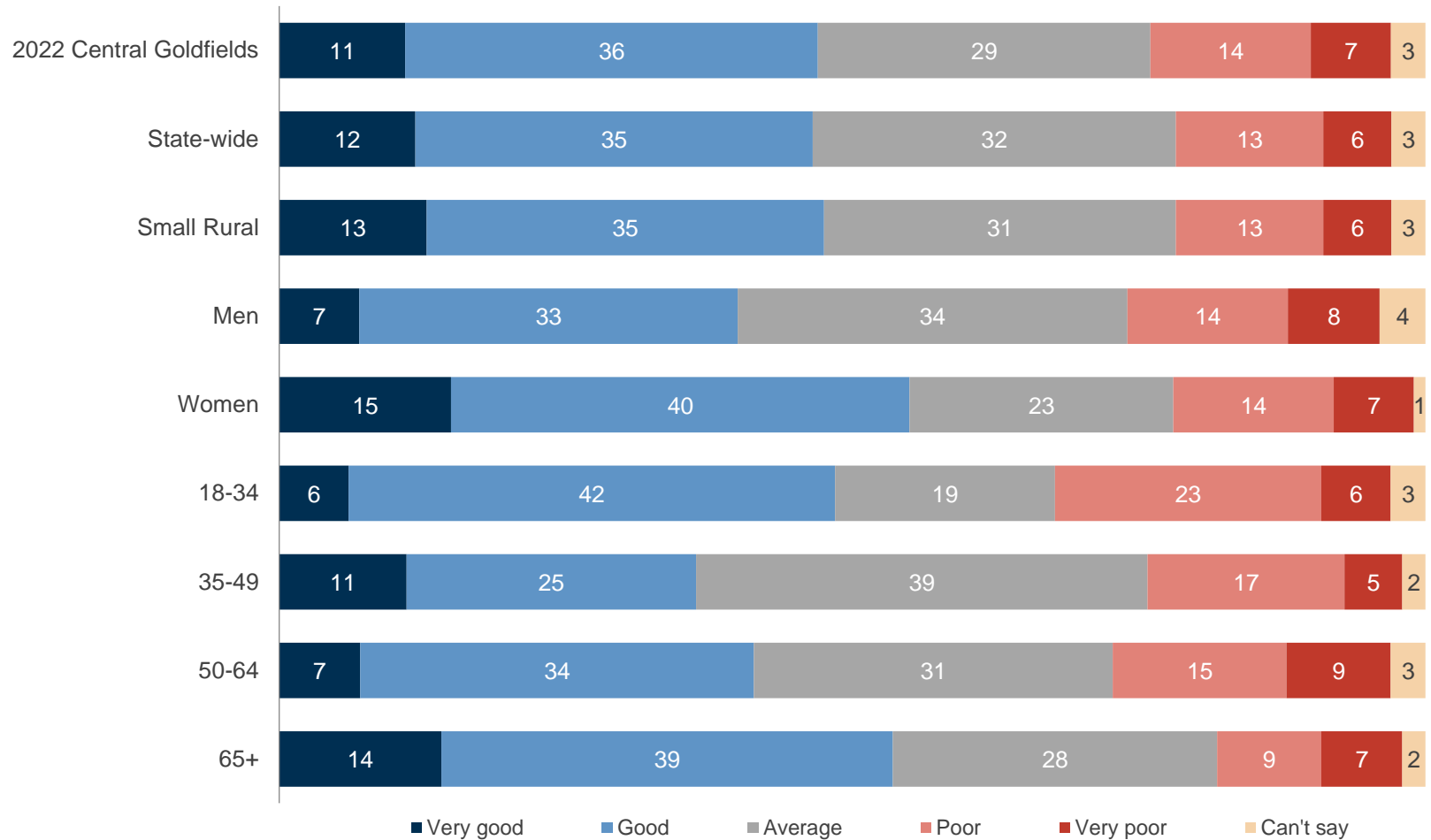
Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 36 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2022 informing community performance (%)



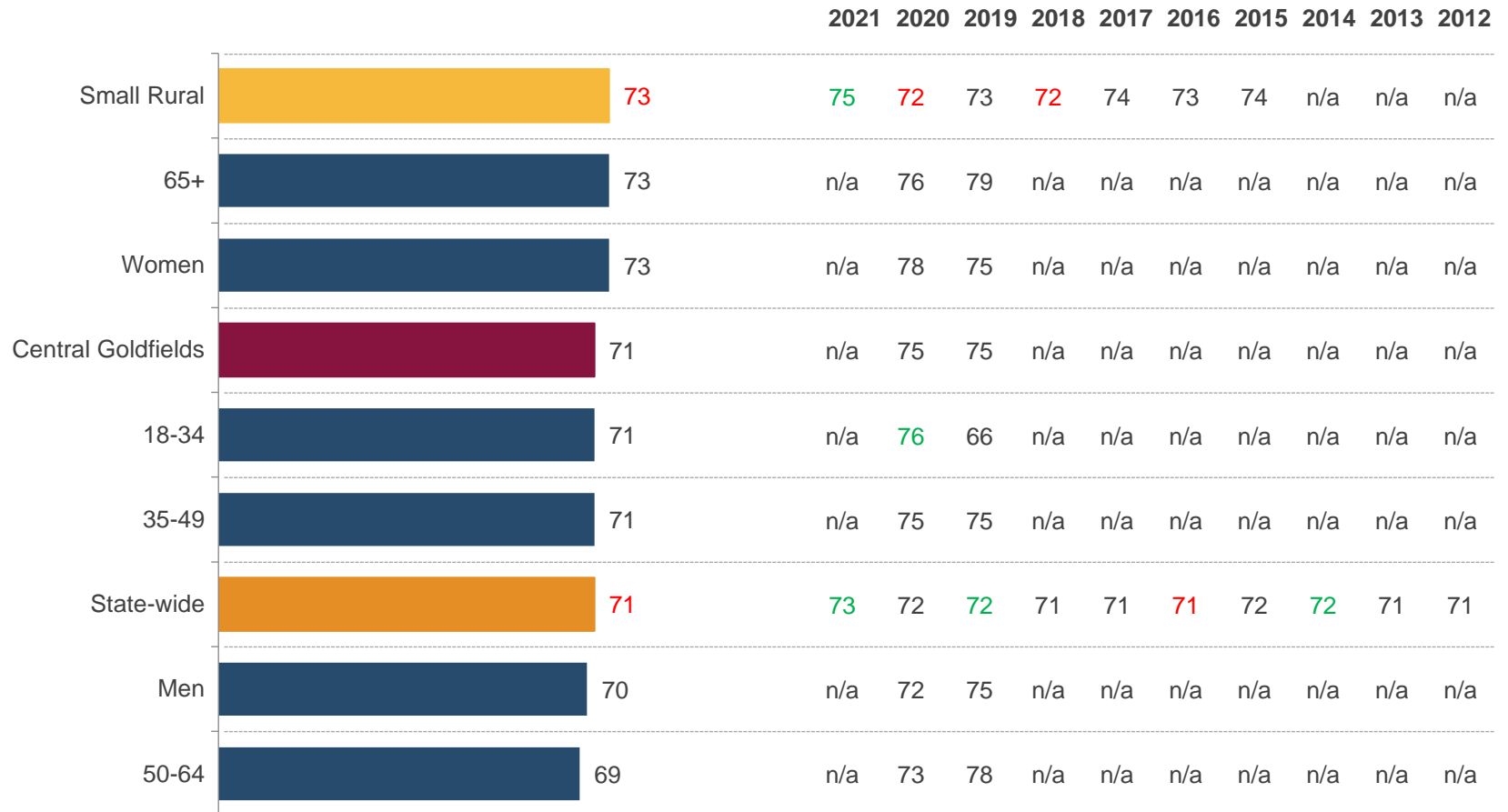
Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 36 Councils asked group: 10



The appearance of public areas performance



2022 public areas performance (index scores)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked State-wide: 43 Councils asked group: 14

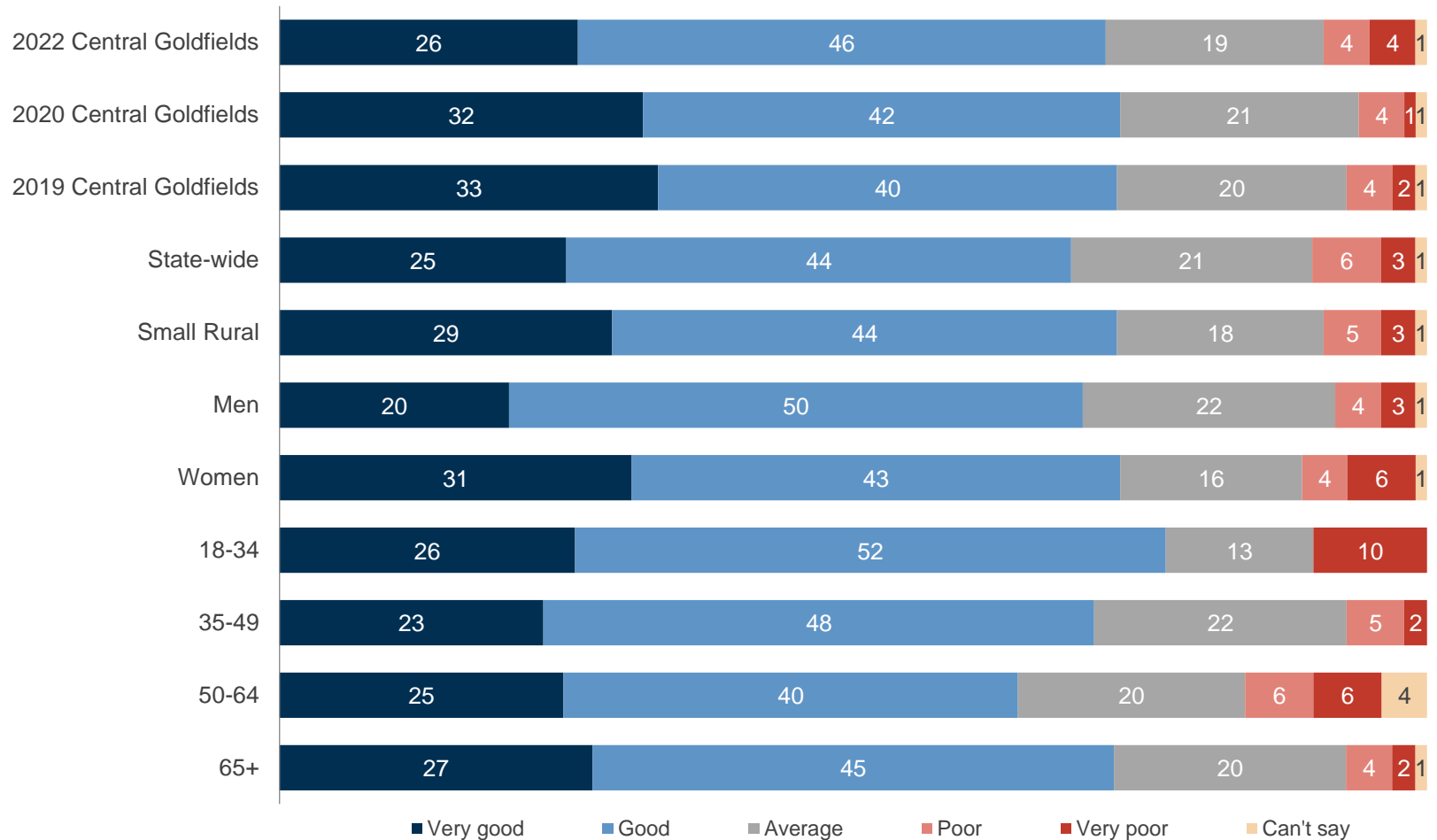
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2022 public areas performance (%)



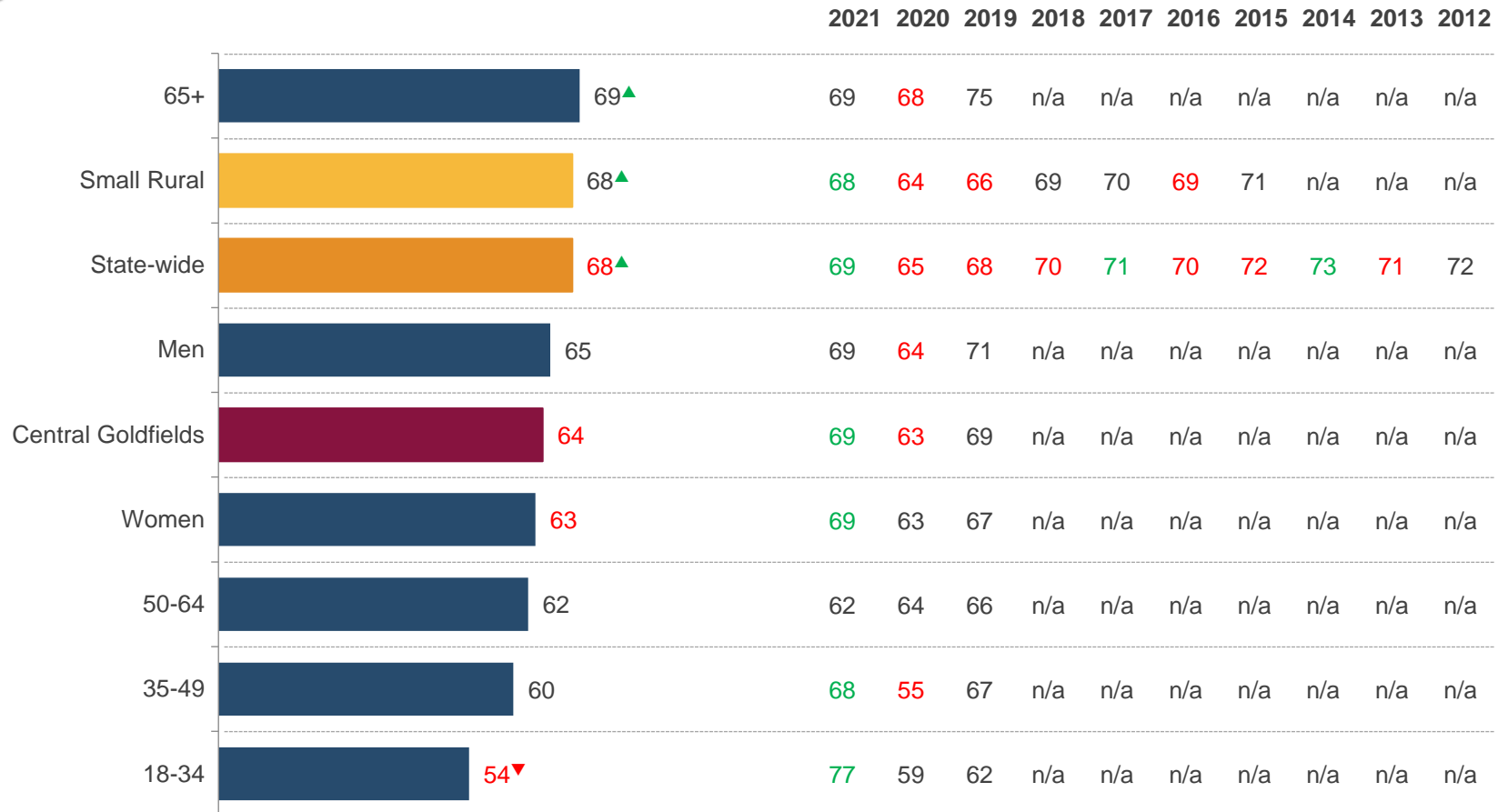
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 43 Councils asked group: 14



Waste management performance



2022 waste management performance (index scores)



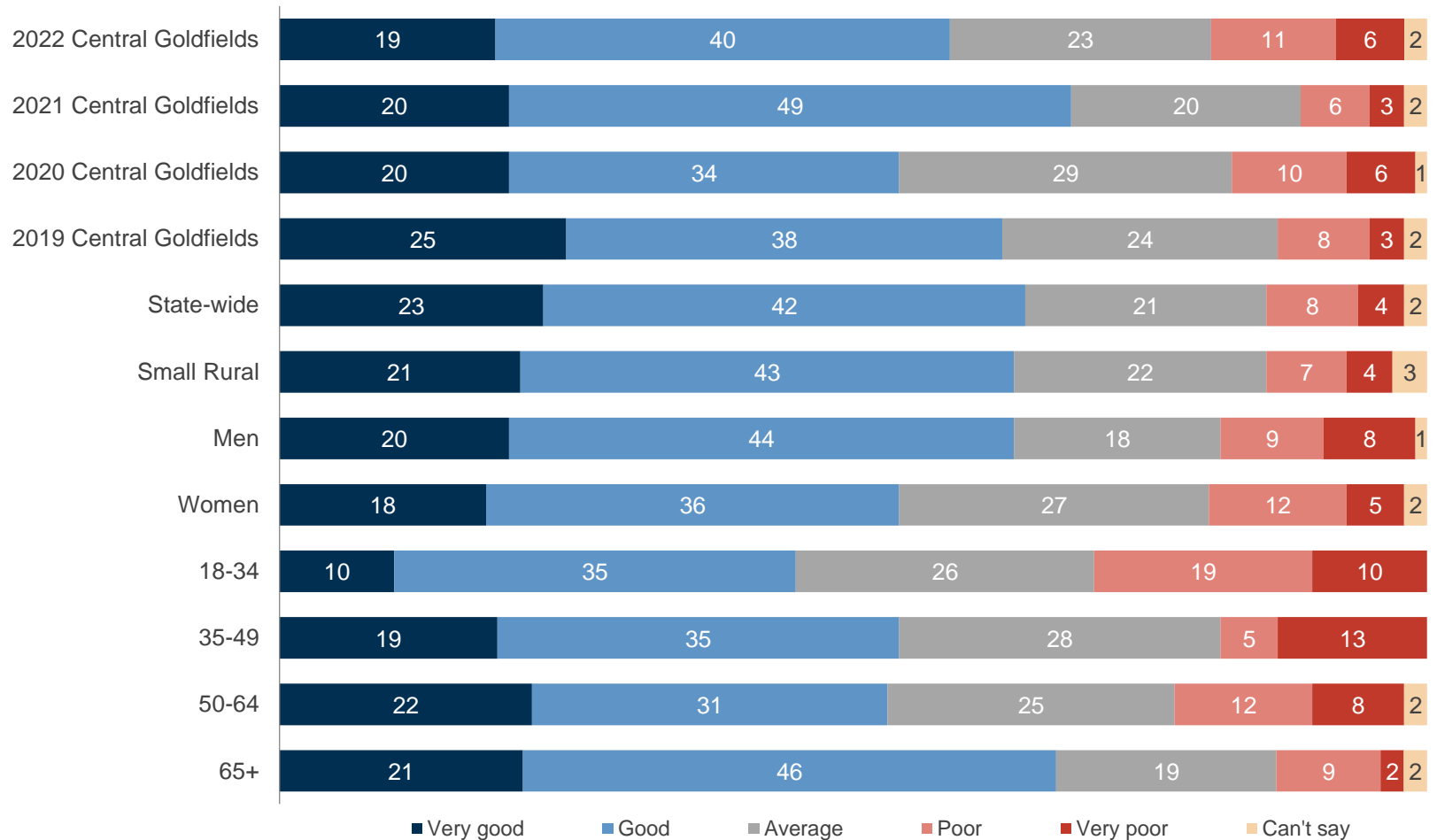
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2022 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



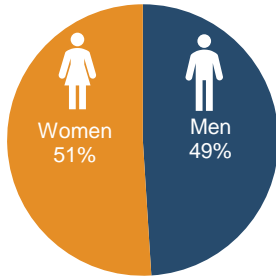
Detailed demographics



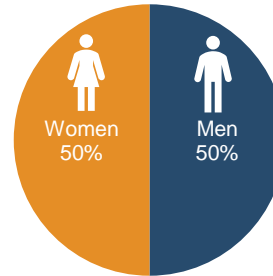
Gender and age profile

2022 gender

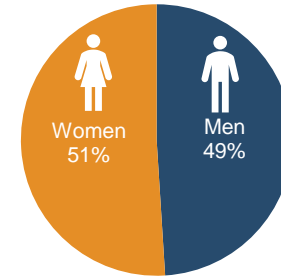
Central Goldfields



Small Rural

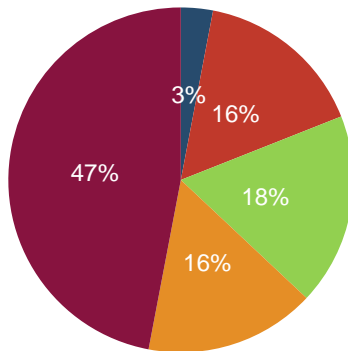


State-wide

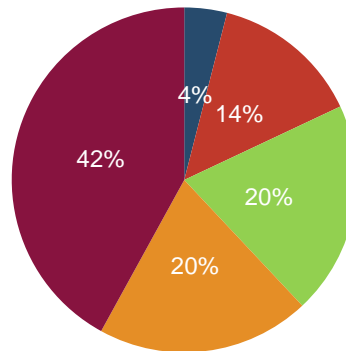


2022 age

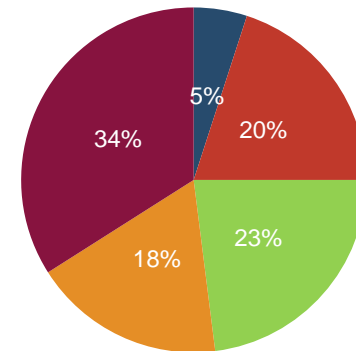
Central Goldfields



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: 67 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 2022 State-wide Local Government Community Satisfaction Survey for Central Goldfields Shire Council was n=401. 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=401 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 10,600 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	401	400	+/-4.8
Men	194	196	+/-7.0
Women	207	204	+/-6.8
18-34 years	31	78	+/-17.9
35-49 years	37	71	+/-16.3
50-64 years	85	64	+/-10.6
65+ years	248	187	+/-6.2



Appendix A: Significant difference reporting notation

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

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

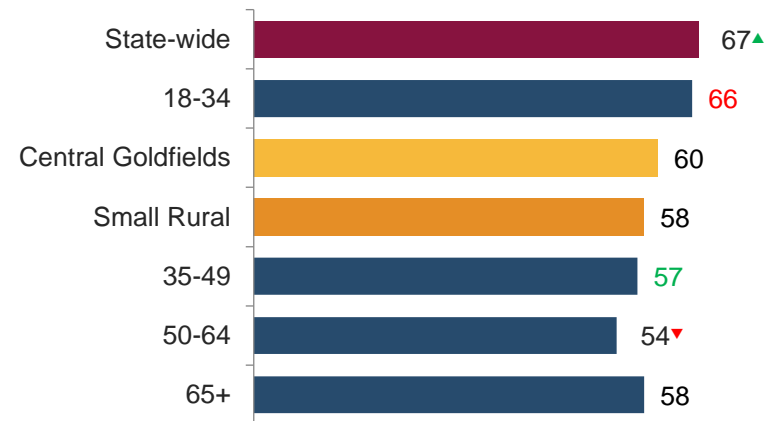
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2021.

Therefore in the example below:

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

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





Appendix A: Index score significant difference calculation

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

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

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 2022 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

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

- 2021, n=401 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 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=401 completed interviews were achieved in Central Goldfields Shire Council. Survey fieldwork was conducted in the period of 27th January – 24th March, 2022.



Appendix B: Analysis and reporting

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

Council Groups

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 2022 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



Appendix B: 2012 survey revision

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



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2022 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

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



Appendix B: Analysis and reporting

Reporting

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

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

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



Appendix B: Glossary of terms

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

CSS: 2022 Victorian Local Government Community Satisfaction Survey.

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

Council group average: The average result for all participating councils in the council group.

Highest / lowest: The result described is the highest or lowest result across a particular demographic 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

