

2020 Local Government Community Satisfaction Survey

Northern Grampians Shire Council

Coordinated by the Department of
Environment, Land, Water and Planning
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-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.



**Key findings and
recommendations**



Northern Grampians Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Northern Grampians 53



State-wide 58



Small Rural 56

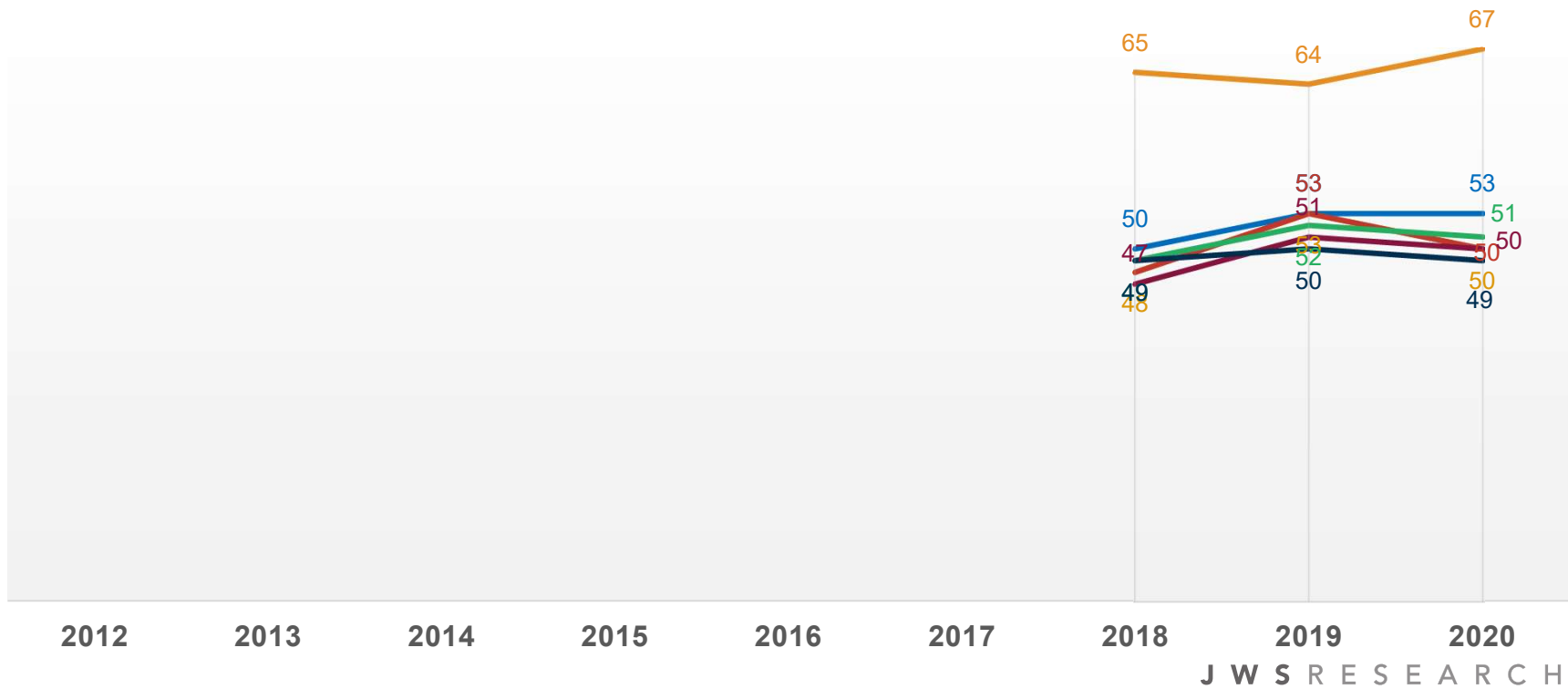
Council performance compared to State-wide and group averages

	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"> <li style="display: flex; align-items: center; margin-bottom: 10px;"> Consultation & engagement <li style="display: flex; align-items: center; margin-bottom: 10px;"> Sealed local roads <li style="display: flex; align-items: center;"> Community decisions
Compared to group average	None	<ul style="list-style-type: none"> <li style="display: flex; align-items: center; margin-bottom: 10px;"> Consultation & engagement <li style="display: flex; align-items: center;"> Community decisions



Summary of core measures

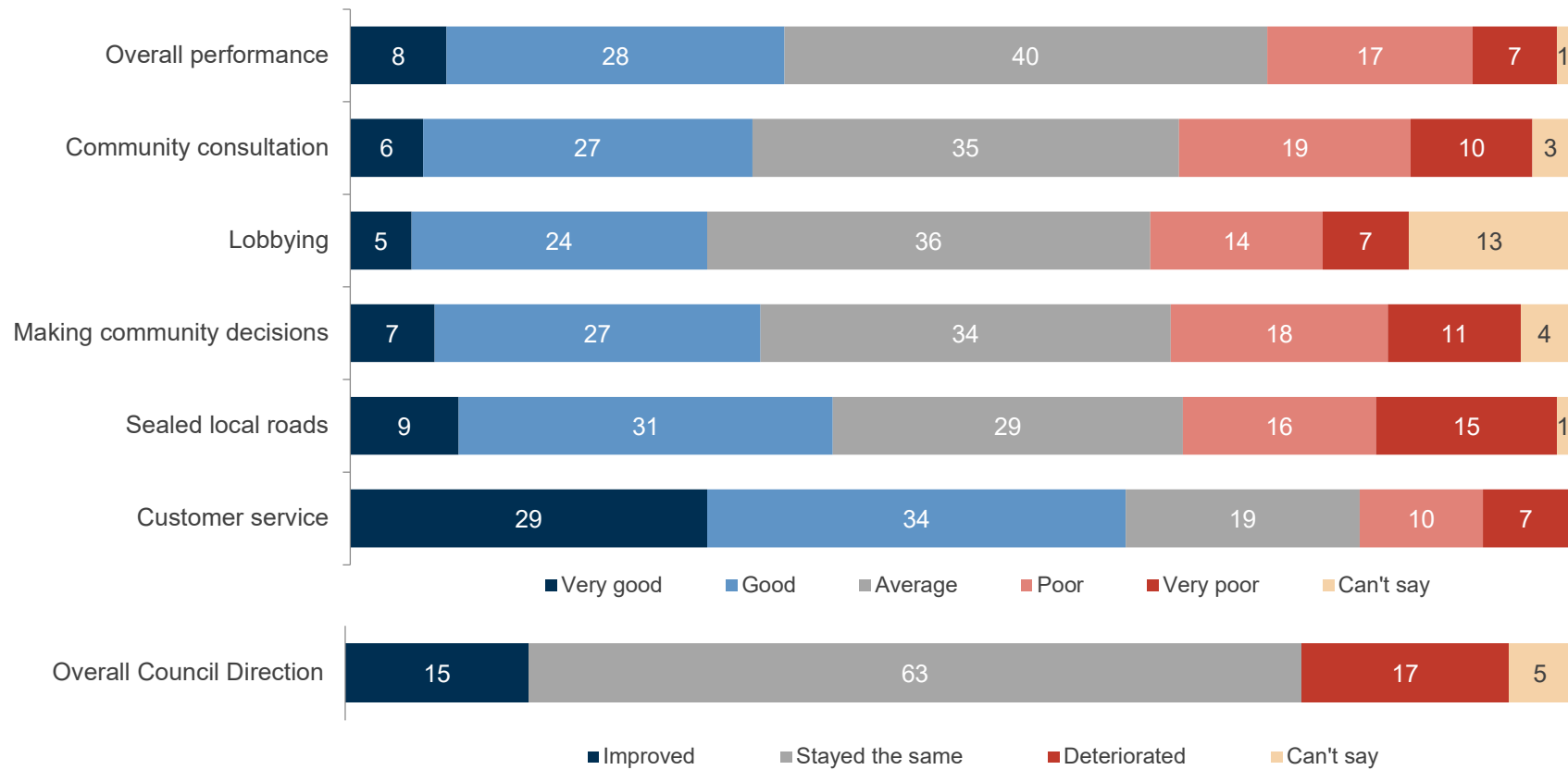
Index scores












Summary of core measures

Core measures summary results (%)



Summary of Northern Grampians Shire Council performance



Services	Northern Grampians 2020	Northern Grampians 2019	Small Rural 2020	State-wide 2020	Highest score	Lowest score
 Overall performance	53	53	56	58	Aged 18-34 years	St Arnaud residents, Aged 50-64 years
 Overall council direction	49	50	50	51	Aged 18-34 years	Aged 35-49 years
 Customer service	67	64	70	70	Aged 65+ years, Stawell residents	St Arnaud residents
 Lobbying	51	52	52	53	Aged 18-34 years	St Arnaud residents
 Consultation & engagement	50	53	54	55	Aged 18-34 years	Aged 50-64 years
 Community decisions	50	51	53	53	Aged 18-34 years, Aged 65+ years	St Arnaud residents
 Sealed local roads	50	53	51	54	Aged 18-34 years	Aged 50-64 years

Significantly higher / lower than Northern Grampians Shire Council 2020 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences and index scores.



Focus areas for the next 12 months

Overview

Perceptions of Council's performance is relatively stable across all service areas evaluated, with no significant changes from 2019. Council's results this year reveal they've been able to hold firm on significant gains made in 2019 in a number of areas, a positive result for Council. This stability is also evident in overall performance perceptions, which remain unchanged compared to the 2019 result. However, Council still rates below the Small Rural group and State-wide Council averages on the overall measure.

Focus areas

Consultation and engagement with the community and the condition of sealed roads are service areas that may warrant some extra attention in the coming 12 months, as performance ratings in these areas are lower than in 2019. Residents who reside in St Arnaud and those aged 50 to 64 are significantly more critical of Council's performance in almost all services areas and in overall performance, so attention should be paid to interactions with these cohorts over the coming 12 months.

Comparison to state and area grouping

Council performs significantly lower than the Small Rural group and State-wide averages for decisions made in the interest of the community, consultation and engagement and overall performance. Performance on sealed local roads is rated significantly lower than the State-wide average, but is in line with the Small Rural group average. In the balance of measures evaluated, performance is rated in line with both the Small Rural and State-wide group averages.

Maintain gains achieved to date and remain consistent

There were no significant declines in service area performance ratings in 2020. Council should look to maintain this consistency over the next 12 months, and look to improve in comparison to the Small Rural group averages in areas where it performs less well. Council should look to ensure that minor declines in some service areas do not continue as trends in the coming years.

DETAILED FINDINGS





**Overall
performance**



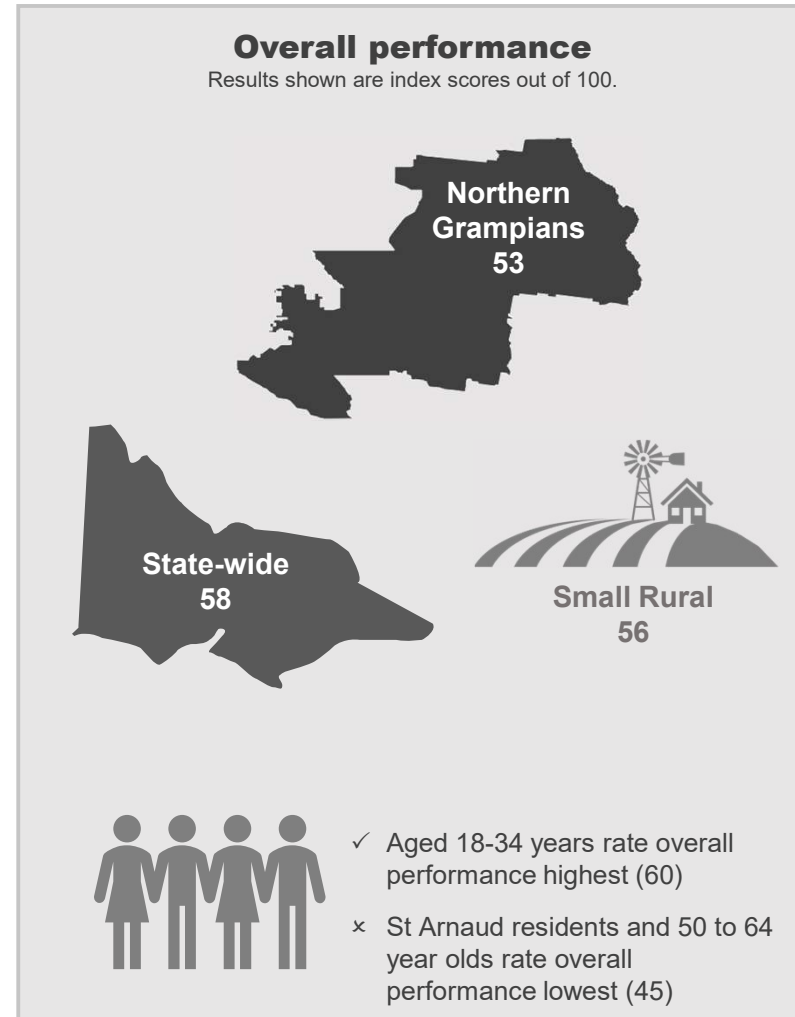
Overall performance

The overall performance index score of 53 for Northern Grampians Shire Council is unchanged from last year, maintaining the three-point gain from 2019.

Northern Grampian Shire 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).

- Perceptions of overall performance are most positive among younger residents aged 18 to 34 (index score of 60) with significantly higher ratings compared to the Council average. Sentiment among this group has improved even further (up three points this year) following a significantly increase in 2019.
- In contrast, ratings among residents of St Arnaud and those aged between 50 to 64 years are significantly lower than the Council average (both with index scores of 45). Perceptions among both groups are lowest this year, compared to evaluations in the past.

Over a third of all residents rate Northern Grampians Shire Council’s overall performance as ‘very good’ or ‘good’ (36%), while 24% rate it as ‘very poor’ or ‘poor’. A further 40% sit mid-scale, rating Council’s overall performance as ‘average’.





Overall performance

2020 overall performance (index scores)

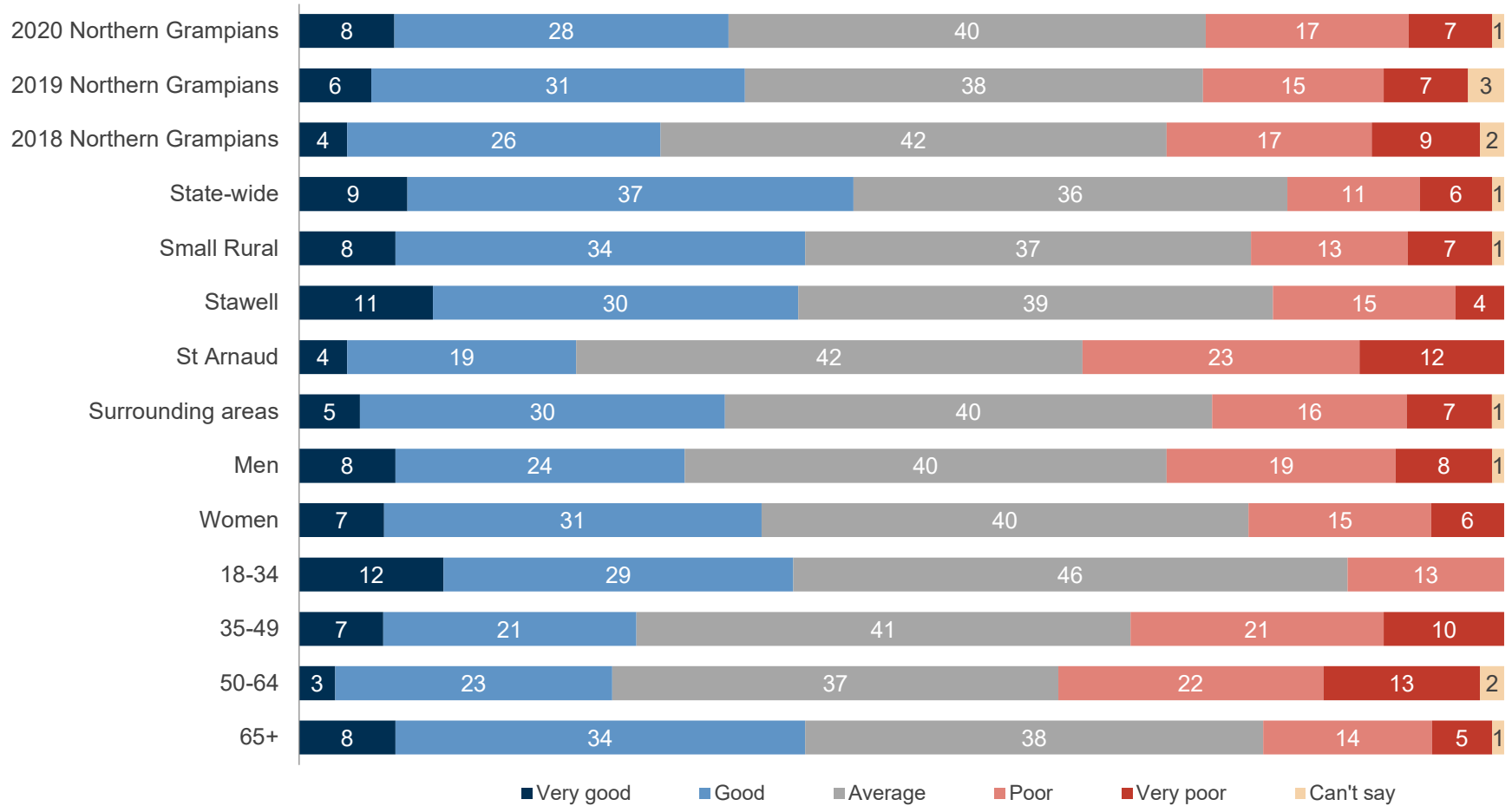
	2019	2018	2017	2016	2015	2014	2013	2012
18-34	60▲	49	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	60	59	59	59	60	61	60	60
Stawell	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	56	54	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	56▲	56	58	57	59	n/a	n/a	n/a
Women	54	53	n/a	n/a	n/a	n/a	n/a	n/a
Northern Grampians	53	50	n/a	n/a	n/a	n/a	n/a	n/a
Surrounding areas	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	52	48	n/a	n/a	n/a	n/a	n/a	n/a
35-49	49	50	n/a	n/a	n/a	n/a	n/a	n/a
50-64	45▼	46	n/a	n/a	n/a	n/a	n/a	n/a
St Arnaud	45▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Northern Grampians 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 Northern Grampians 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



Service areas where performance is stable

Lobbying (index score of 51) is the individual service area where Council performed best in 2020, with performance here relatively unchanged (one-point decline from 2019).

- Council performs in line with the Small Rural Group and State-wide averages in this service area.
- Younger residents aged 18 to 34 and those in Stawell rate Council's lobbying performance significantly higher than average. Both groups have improved on their 2019 result.
- Conversely, residents of St Arnaud area and those aged 50 to 64 years rate Council's performance here significantly lower than average. Perceptions among both groups have declined over the past 12 months.

Community decisions (index score of 50) remained similarly stable in 2020 (one-point decline from 2019). Positively, Council has been able to maintain most of the significant gains made in this area from 2019.

- Council performs significantly lower than the Small Rural group and State-wide averages on this service.
- Following a similar pattern to lobbying, residents in St Arnaud and those aged 50 to 64 years are least positive in their views, with significantly lower ratings compared to the Council average. Perceptions among 50 to 64 year olds have deteriorated significantly over the past 12 months.



Lobbying (index score of 51) is the area where Council performed best in 2020.



Service areas where performance has declined



Council rates lowest – relative to its performance in other areas – in the areas of consultation and engagement (index score of 50) and sealed local roads (index score of 50).

Among Council's lowest rated – relative to its performance in other areas – are the areas of consultation and engagement and sealed local roads (both with index scores of 50, both down three points).

On consultation and engagement, Council rates significantly below the Small Rural and State-wide averages.

- Residents aged 18 to 34 rate Council's performance in this area significantly higher than average.
- Conversely, residents aged 50-64 rate Council's performance significantly lower than average and have also declined significantly since 2019.

For sealed local roads, Council rates in line with the Small Rural group average and significantly lower than the State-wide average.

- In a similar vein to consultation and engagement, younger residents aged 18 to 34 rate performance of sealed local roads significantly higher, whilst 50-64 year olds are significantly lower and have declined significantly since 2019.



Individual service area performance

2020 individual service area performance (index scores)

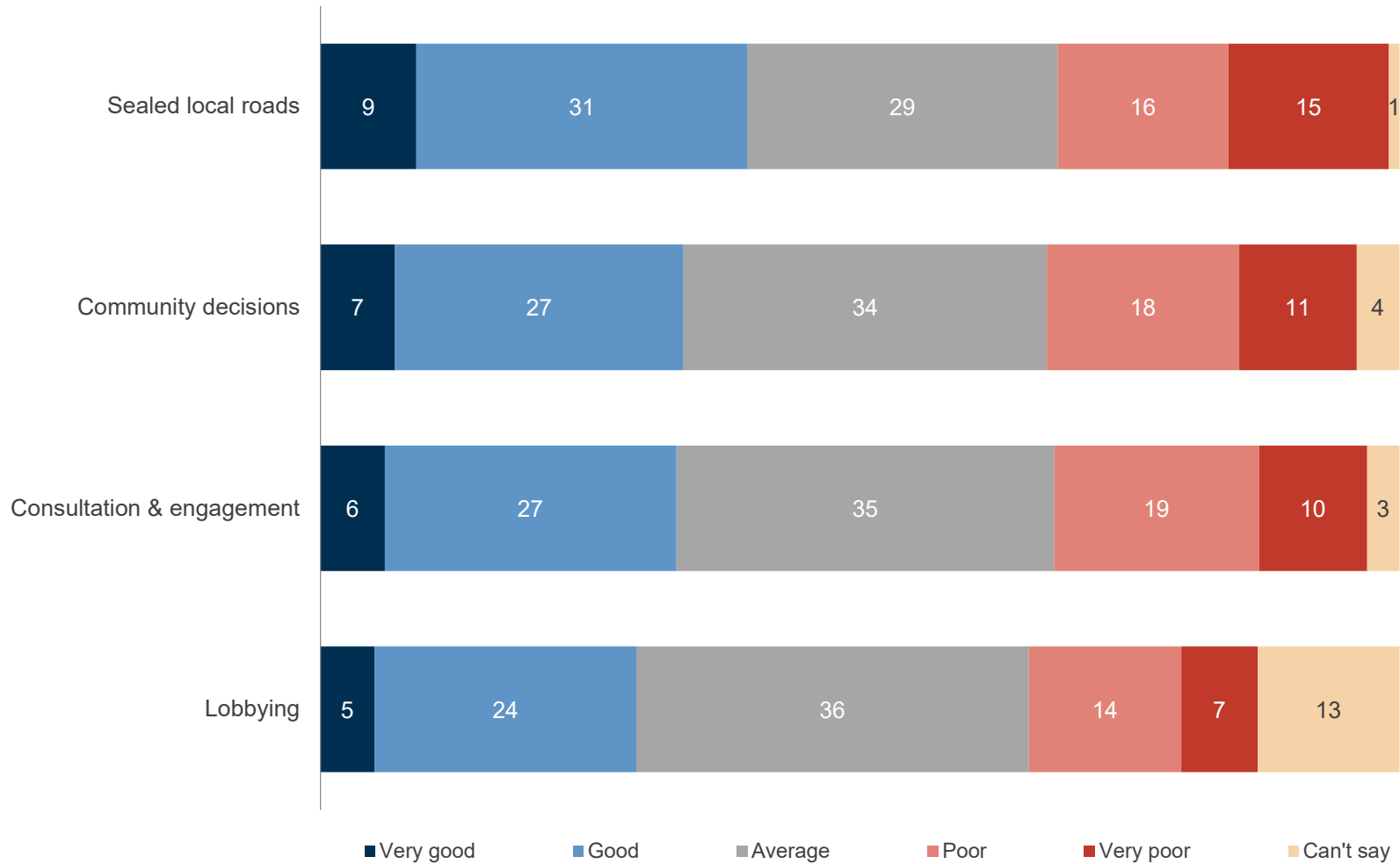


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



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

Customer service





Contact with council and customer service

Contact with council

Just over two-thirds of residents (67%) have had contact with Council in the last 12 months. Rate of contact is five percentage points higher than last year.

- Younger residents aged 18 to 34 years and those who reside in the Stawell area had significantly more contact with Council this year compared to the previous 12 month period.



Among those residents who have had contact with Council, 63% provide a positive customer service rating of 'very good' or 'good', including 29% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 67 is its highest recorded in this area, and a three-point improvement from 2019. Council's performance here is rated in line with the State-wide and Small Rural group average (both with index scores of 70).

- Despite having the least contact with Council over the past 12 months, older residents aged 65 years are one of the most positive groups regarding Council's customer service performance, equalled by Stawell residents with an index score of 72.
- Residents of St Arnaud area rate customer service significantly lower than average, at 58.
- While not significantly different to the Council average, ratings among those aged 50 to 64 years are among the lowest, at 61. This group are consistently the most critical of Council's performance in all areas evaluated, and so particular attention should be paid to interactions with this cohort over the coming 12 months.



Contact with council

2020 contact with council (%)
Have had contact

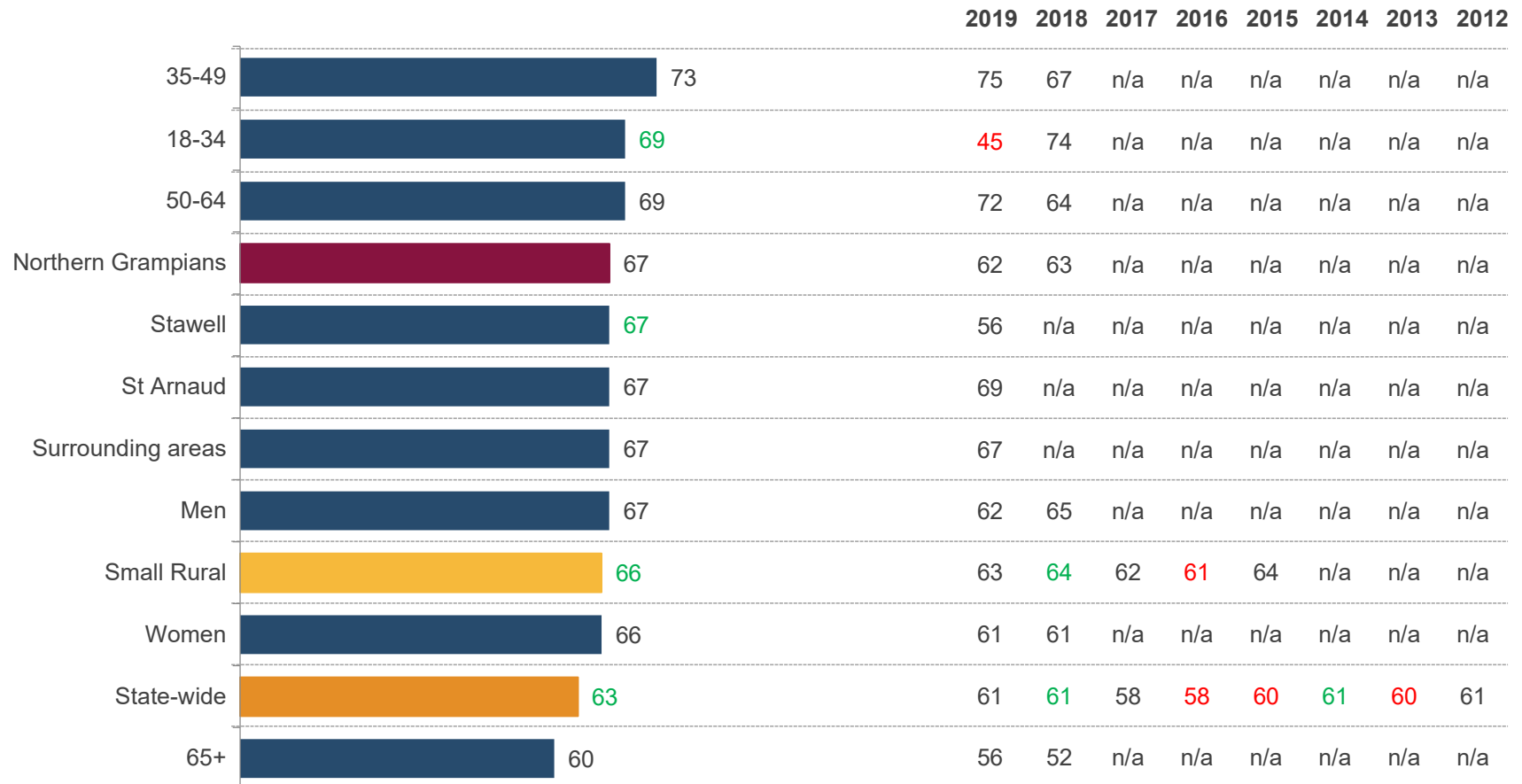


Q5. Over the last 12 months, have you or any member of your household had any contact with Northern Grampians Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 12



Contact with council

2020 contact with council (%)



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

Base: All respondents. Councils asked state-wide: 36 Councils asked group: 12

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



Customer service rating

2020 customer service rating (index scores)

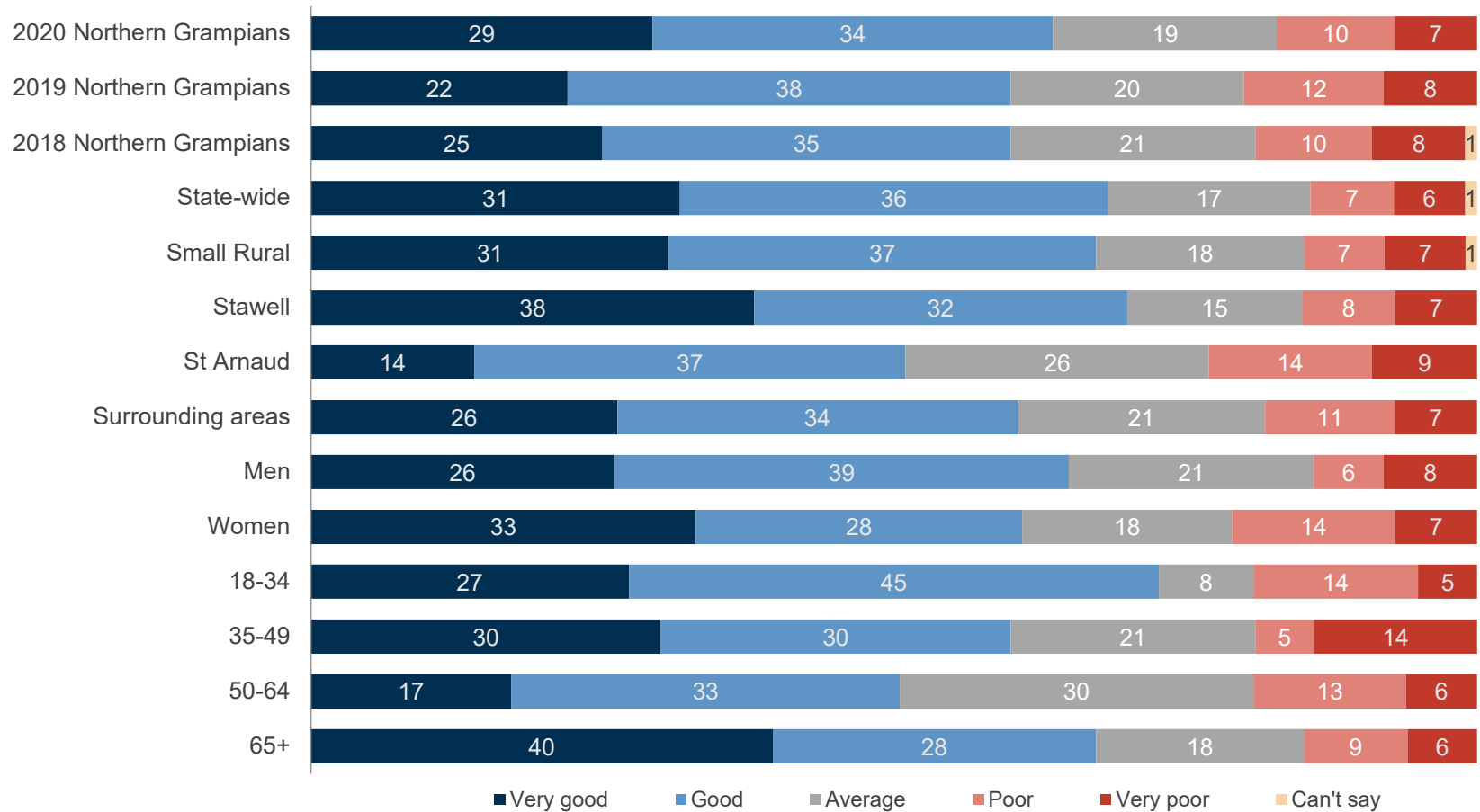
		2019	2018	2017	2016	2015	2014	2013	2012
65+	72	65	68	n/a	n/a	n/a	n/a	n/a	n/a
Stawell	72	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	70	71	70	69	69	70	72	71	71
Small Rural	70	70	69	69	69	70	n/a	n/a	n/a
18-34	69	60	64	n/a	n/a	n/a	n/a	n/a	n/a
Men	67	63	66	n/a	n/a	n/a	n/a	n/a	n/a
Northern Grampians	67	64	65	n/a	n/a	n/a	n/a	n/a	n/a
Women	67	64	64	n/a	n/a	n/a	n/a	n/a	n/a
Surrounding areas	65	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	64	66	61	n/a	n/a	n/a	n/a	n/a	n/a
50-64	61	63	66	n/a	n/a	n/a	n/a	n/a	n/a
St Arnaud	58▼	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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



Customer service rating

2020 Customer service rating (%)



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



Council direction



Council direction

Perceptions of Council's overall direction this year are relatively unchanged (index score of 49), down just one point on the 2019 result.

Over the last 12 months, 63% of residents believe the direction of Council's overall performance has stayed the same, up six points on 2019 – due to a shift in proportions who view Council's direction as improving or deteriorating.

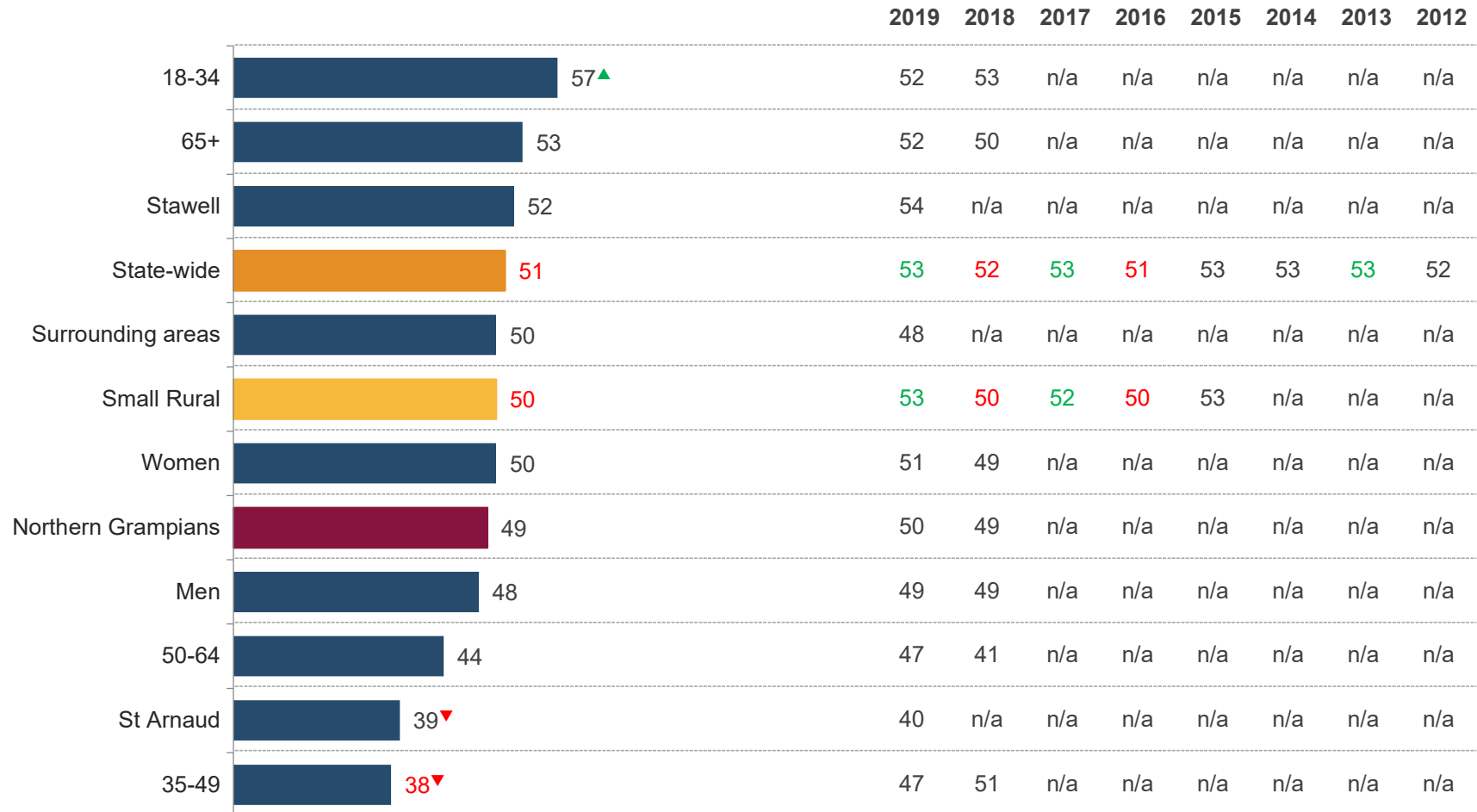
- 15% believe the direction has improved in the last 12 months (down three points on 2019).
- 17% believe it has deteriorated, down two points on 2019.
- The most satisfied with council direction are those aged 18 to 34 years, significantly more so compared to the Council average.
- The least satisfied with council direction are those aged 35 to 49 years and St Arnaud residents. Ratings of Council's overall direction among both groups are significantly lower compared to the Council average, with views among 35 to 49 year olds having deteriorated significantly over the past 12 months.





Overall council direction last 12 months

2020 overall direction (index scores)

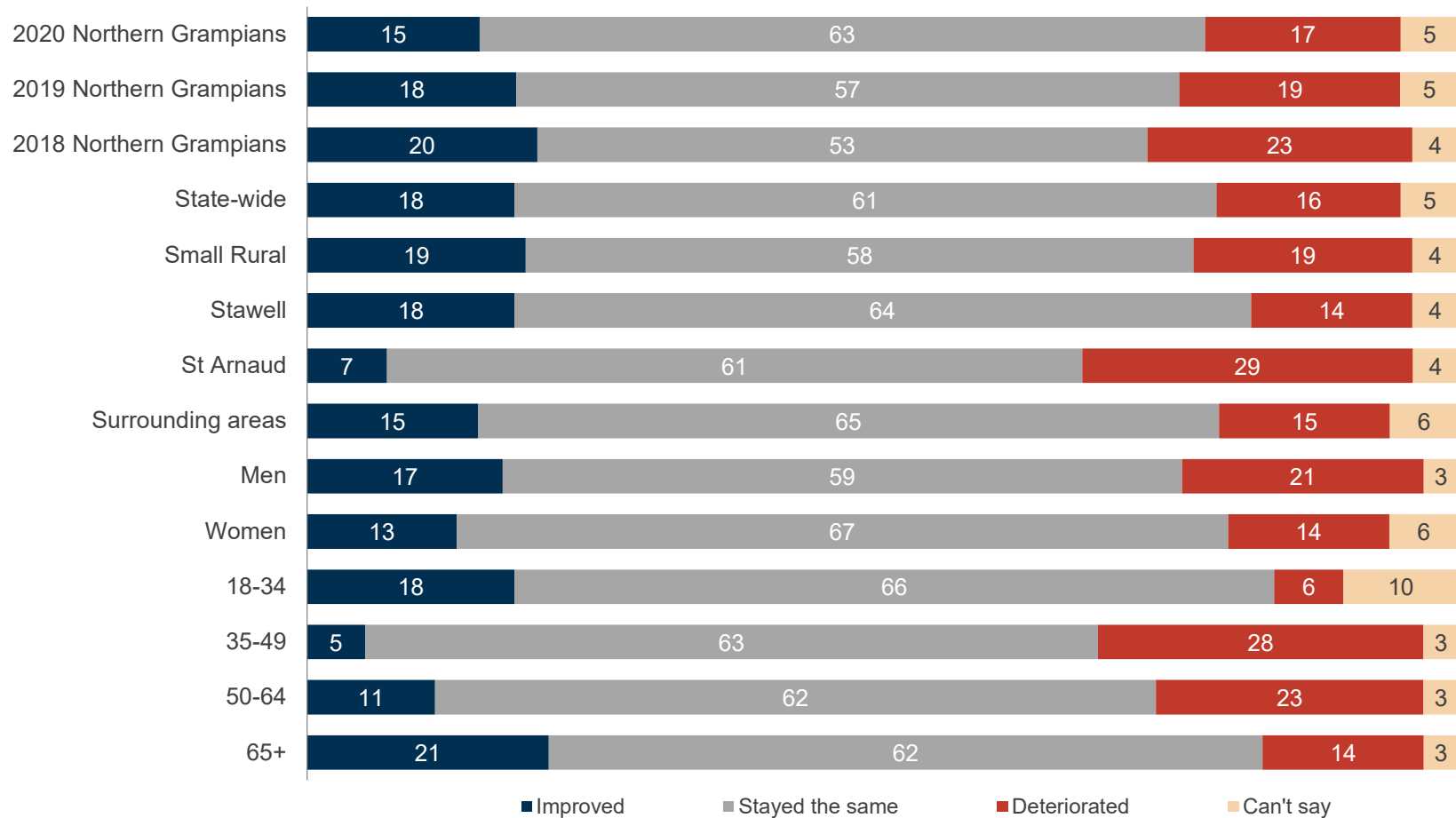


Q6. Over the last 12 months, what is your view of the direction of Northern Grampians Shire Council's overall performance?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Overall council direction last 12 months

2020 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Northern Grampians Shire Council's overall performance?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18



Individual service areas



Community consultation and engagement performance



2020 consultation and engagement performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	61▲	45	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	56	55	55	54	56	57	57	57
Small Rural	56	54	55	55	56	n/a	n/a	n/a
Stawell	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	53	53	n/a	n/a	n/a	n/a	n/a	n/a
Women	54	50	n/a	n/a	n/a	n/a	n/a	n/a
Surrounding areas	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Northern Grampians	53	48	n/a	n/a	n/a	n/a	n/a	n/a
Men	52	46	n/a	n/a	n/a	n/a	n/a	n/a
35-49	51	49	n/a	n/a	n/a	n/a	n/a	n/a
St Arnaud	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	48	45	n/a	n/a	n/a	n/a	n/a	n/a

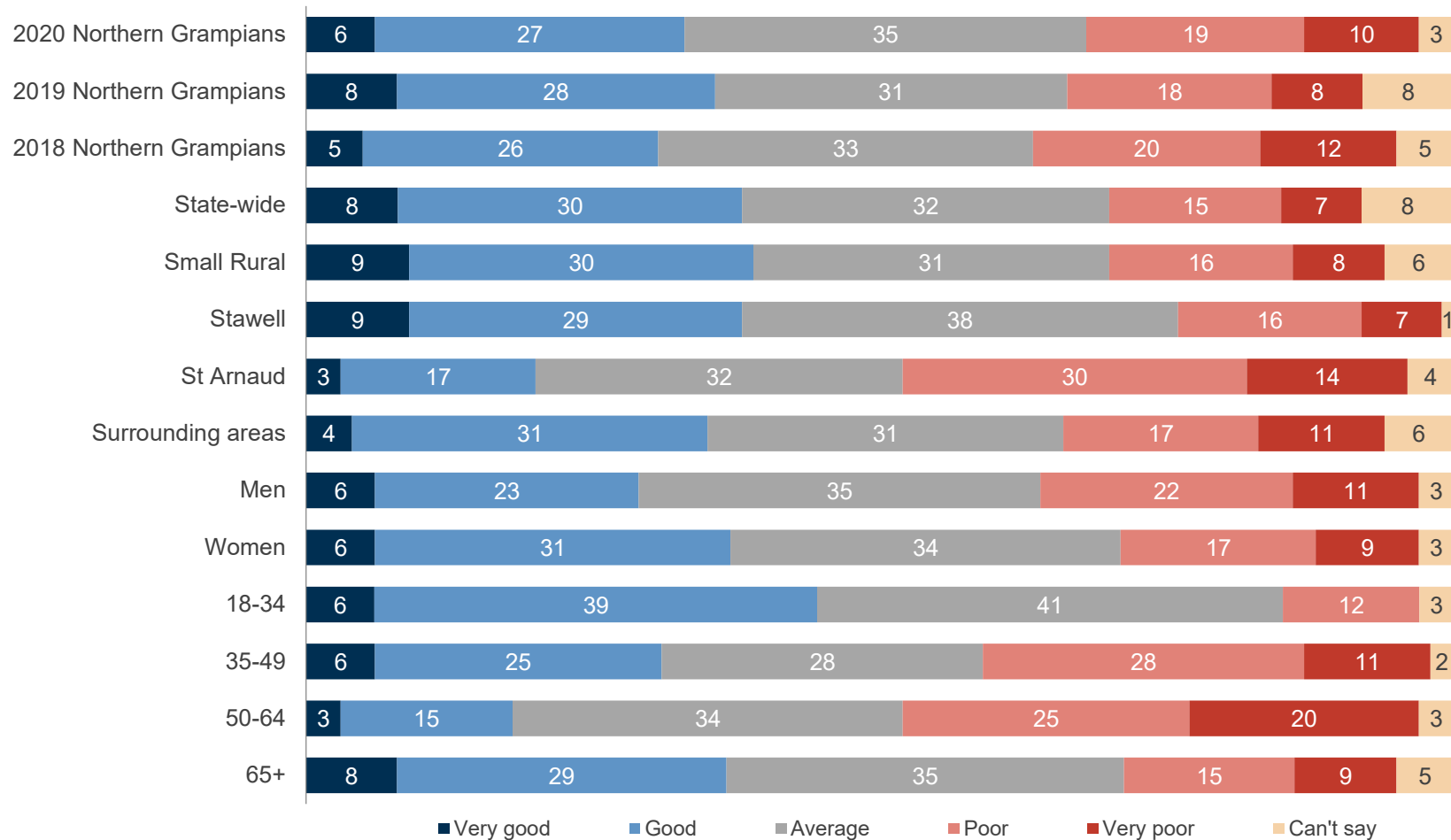
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



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
18-34	59▲	54	48	n/a	n/a	n/a	n/a	n/a
Stawell	57▲	55	n/a	n/a	n/a	n/a	n/a	n/a
65+	55	56	54	n/a	n/a	n/a	n/a	n/a
State-wide	53	54	54	53	55	56	55	55
Women	53	52	48	n/a	n/a	n/a	n/a	n/a
Small Rural	52	55	53	55	54	56	n/a	n/a
Northern Grampians	51	52	49	n/a	n/a	n/a	n/a	n/a
Surrounding areas	51	52	n/a	n/a	n/a	n/a	n/a	n/a
Men	50	52	50	n/a	n/a	n/a	n/a	n/a
35-49	48	47	50	n/a	n/a	n/a	n/a	n/a
50-64	43▼	49	45	n/a	n/a	n/a	n/a	n/a
St Arnaud	39▼	43	n/a	n/a	n/a	n/a	n/a	n/a

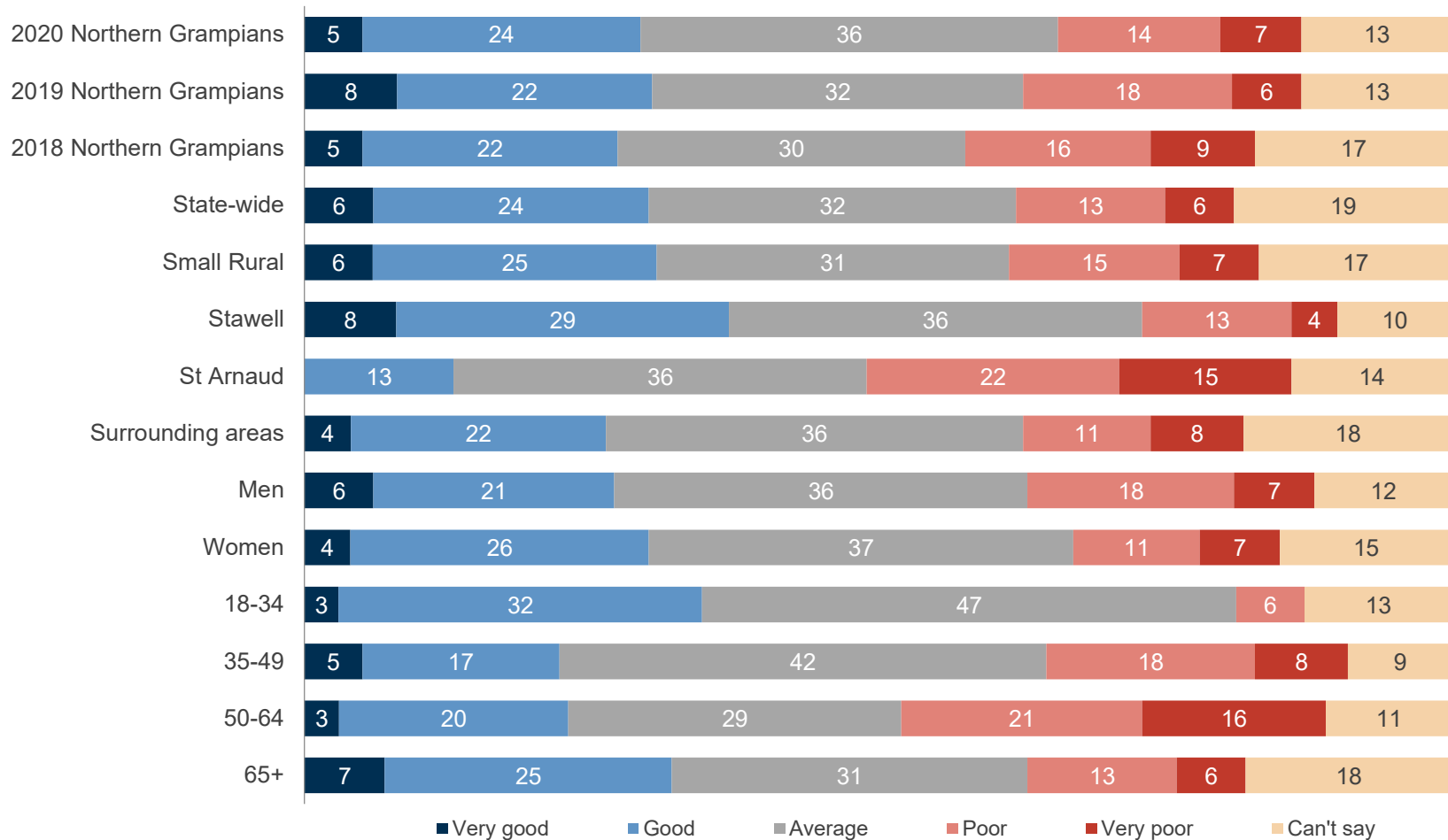
Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



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)

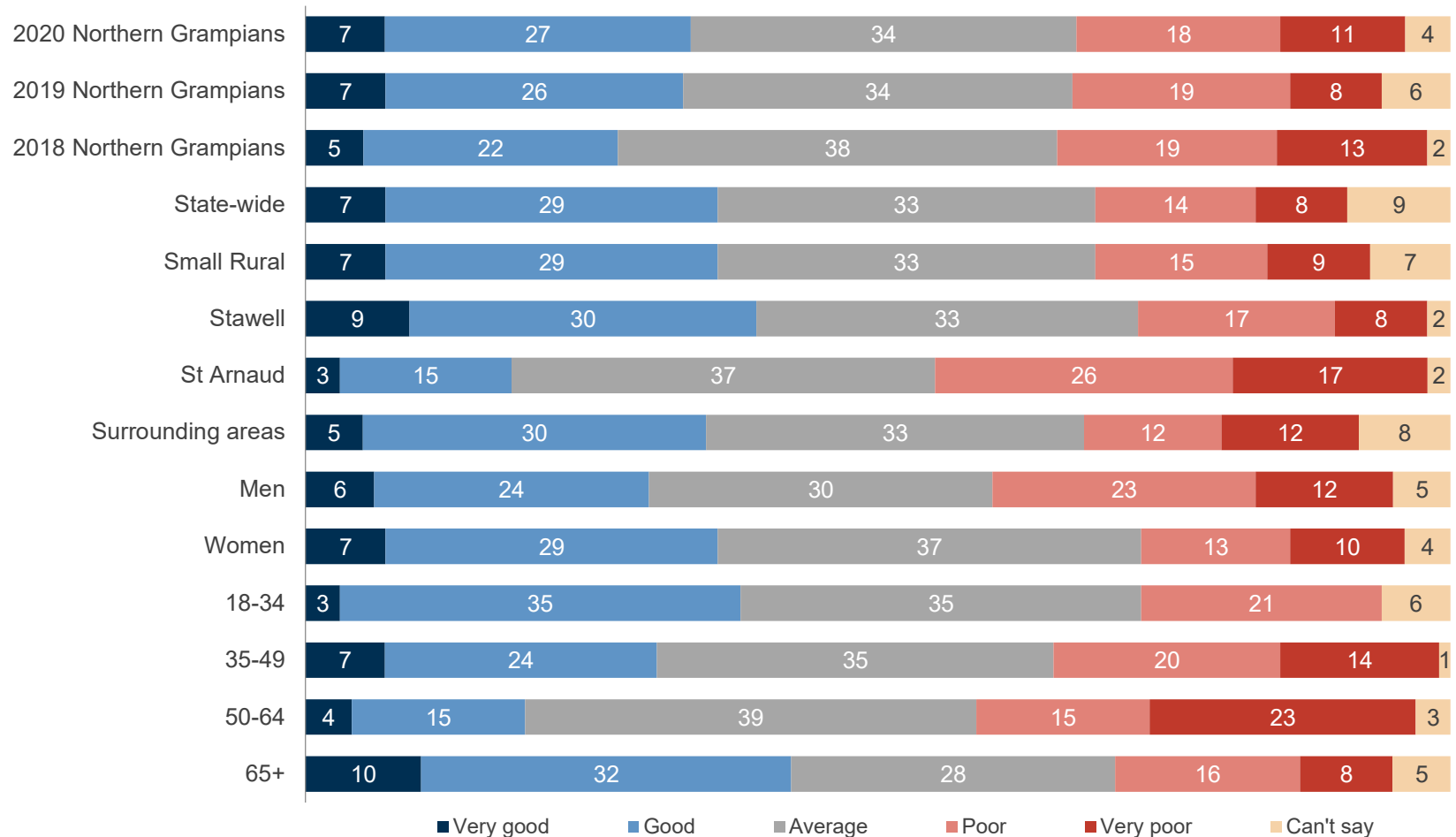
	2019	2018	2017	2016	2015	2014	2013	2012
18-34	55	41	n/a	n/a	n/a	n/a	n/a	n/a
65+	55	53	n/a	n/a	n/a	n/a	n/a	n/a
Stawell	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	53▲	54	54	54	55	57	n/a	n/a
Women	53	49	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	53▲	52	55	53	56	n/a	n/a	n/a
Surrounding areas	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Northern Grampians	50	47	n/a	n/a	n/a	n/a	n/a	n/a
Men	47	45	n/a	n/a	n/a	n/a	n/a	n/a
35-49	47	46	n/a	n/a	n/a	n/a	n/a	n/a
50-64	41▼	46	n/a	n/a	n/a	n/a	n/a	n/a
St Arnaud	40▼	n/a	n/a	n/a	n/a	n/a	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)

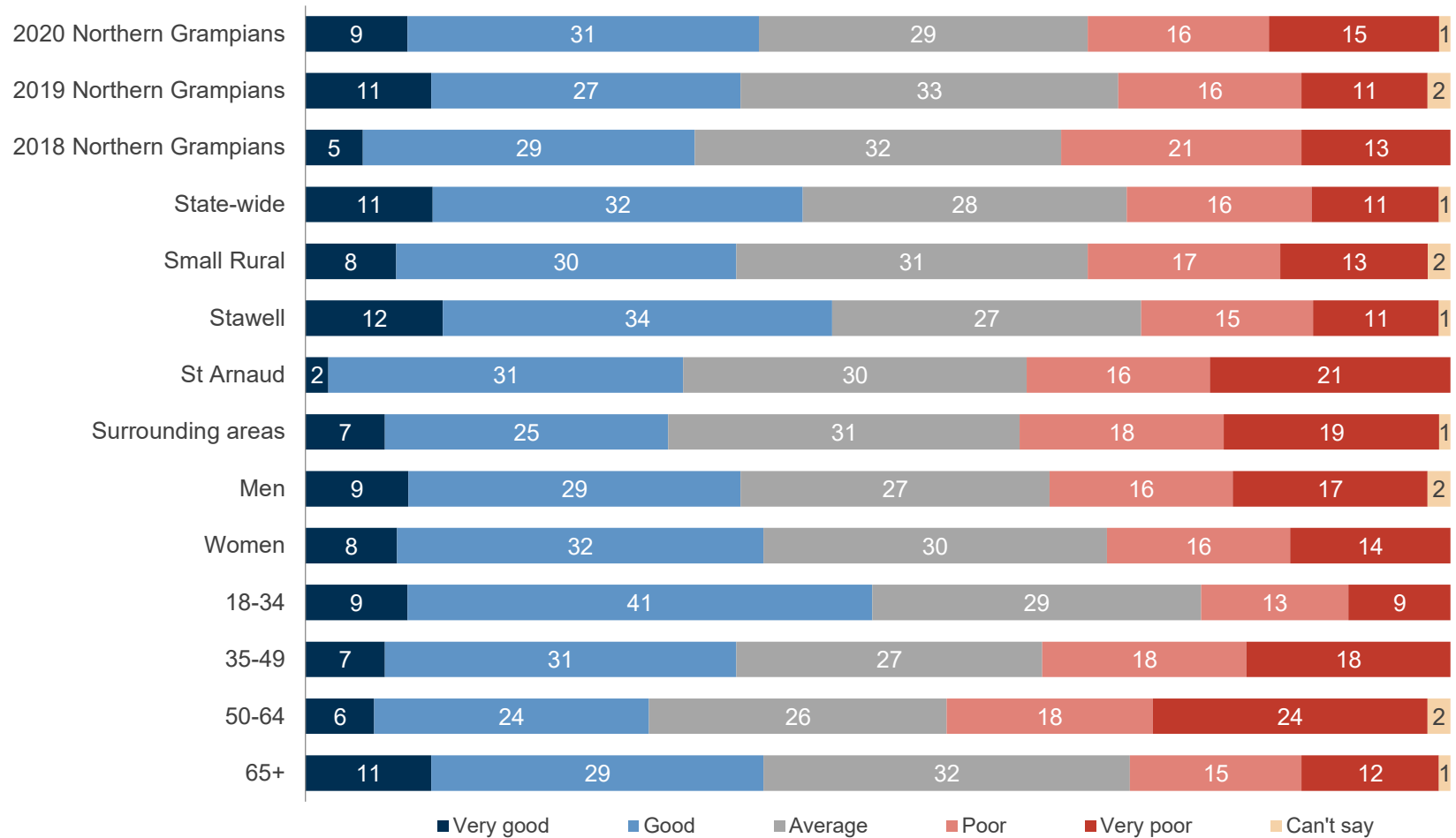
	2019	2018	2017	2016	2015	2014	2013	2012
18-34	57▲	56	47	n/a	n/a	n/a	n/a	n/a
Stawell	56▲	57	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	54▲	56	53	53	54	55	55	n/a
65+	53	55	52	n/a	n/a	n/a	n/a	n/a
Women	51	51	46	n/a	n/a	n/a	n/a	n/a
Small Rural	51	53	49	50	52	52	n/a	n/a
Northern Grampians	50	53	48	n/a	n/a	n/a	n/a	n/a
Men	50	55	50	n/a	n/a	n/a	n/a	n/a
35-49	48	50	46	n/a	n/a	n/a	n/a	n/a
Surrounding areas	46	50	n/a	n/a	n/a	n/a	n/a	n/a
St Arnaud	44	46	n/a	n/a	n/a	n/a	n/a	n/a
50-64	42▼	51	45	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



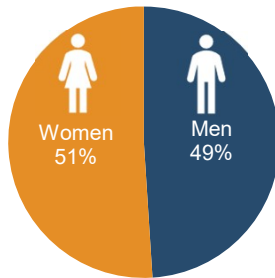
**Detailed
demographics**



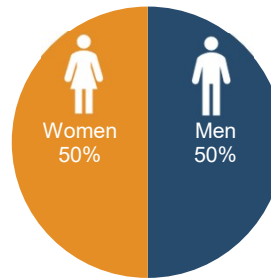
Gender and age profile

2020 gender

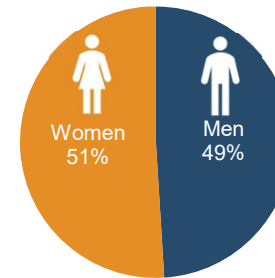
Northern Grampians



Small Rural

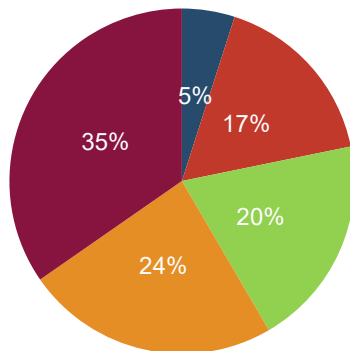


State-wide

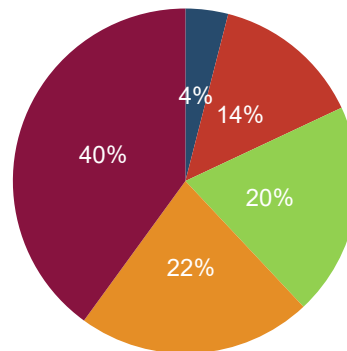


2020 age

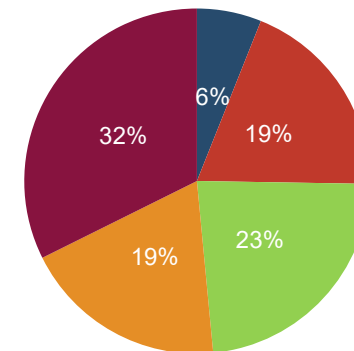
Northern Grampians



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 Northern Grampians 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 9,200 people aged 18 years or over for Northern Grampians Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Northern Grampians Shire Council	400	400	+/-4.8
Men	186	194	+/-7.1
Women	214	206	+/-6.6
Stawell	190	195	+/-7.1
St Arnaud	86	81	+/-10.6
Surrounding areas	124	124	+/-8.8
18-34 years	32	85	+/-17.6
35-49 years	75	78	+/-11.3
50-64 years	117	94	+/-9.0
65+ years	176	142	+/-7.3



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:

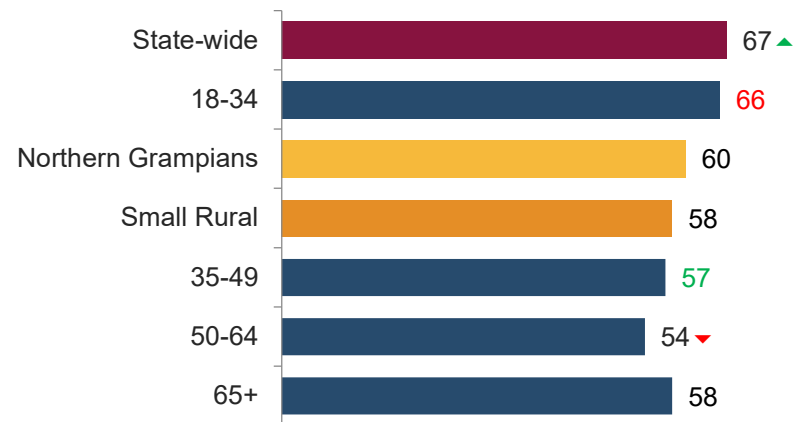
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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=401 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.

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 Northern Grampians 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 Northern Grampians Shire Council.

Survey sample matched to the demographic profile of Northern Grampians 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 Northern Grampians Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Northern Grampians 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

Northern Grampians 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 Northern Grampians 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 Northern Grampians 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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