



# **2022 Local Government Community Satisfaction Survey**

## **Northern Grampians Shire Council**

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



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## Background and objectives

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

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

Now in its twenty-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.



# **Key findings and recommendations**



# Northern Grampians Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Northern Grampians 56



State-wide  
59



Small Rural 58

## 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	 Waste management
Compared to group average	None	 Waste management



# Summary of core measures

## Index scores

**Overall performance**

**Consultation & engagement**

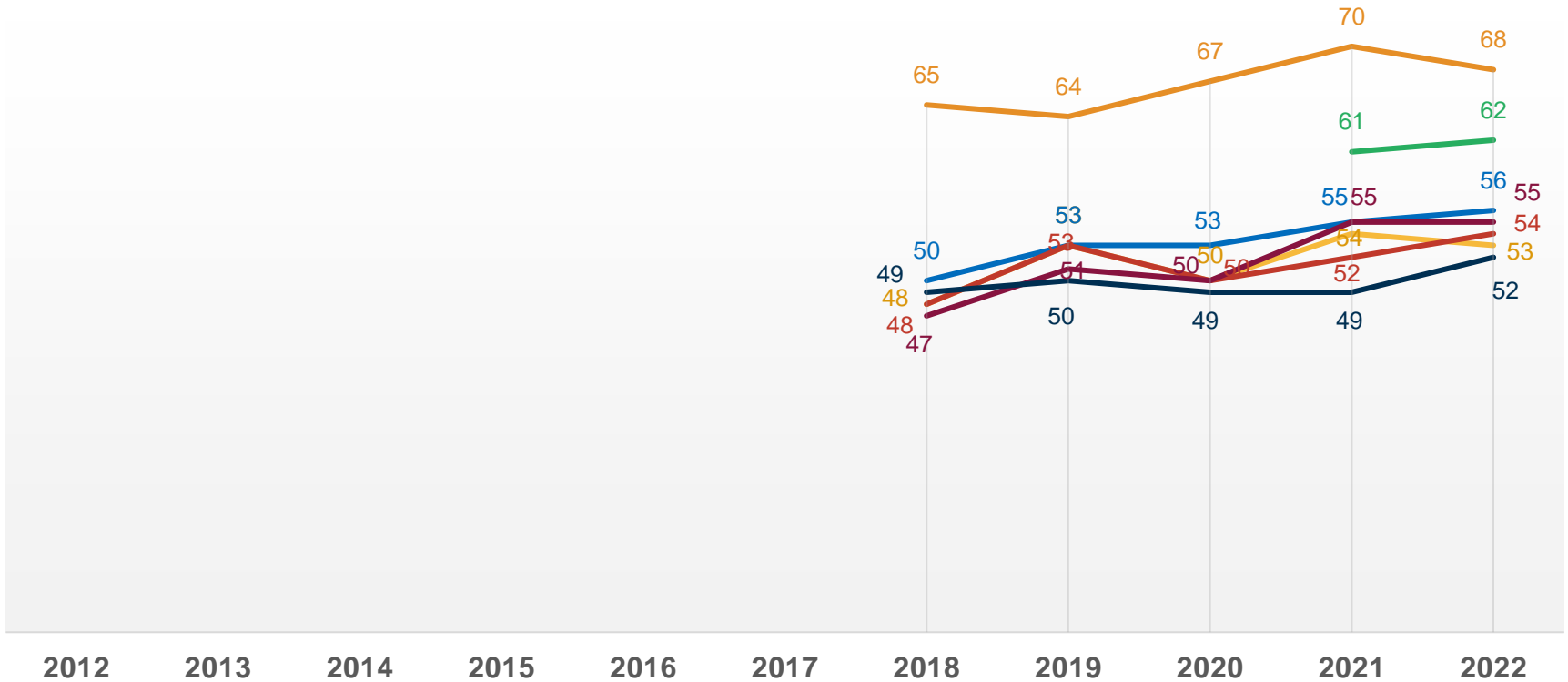
**Community decisions**

**Sealed local roads**

**Waste management**

**Customer service**

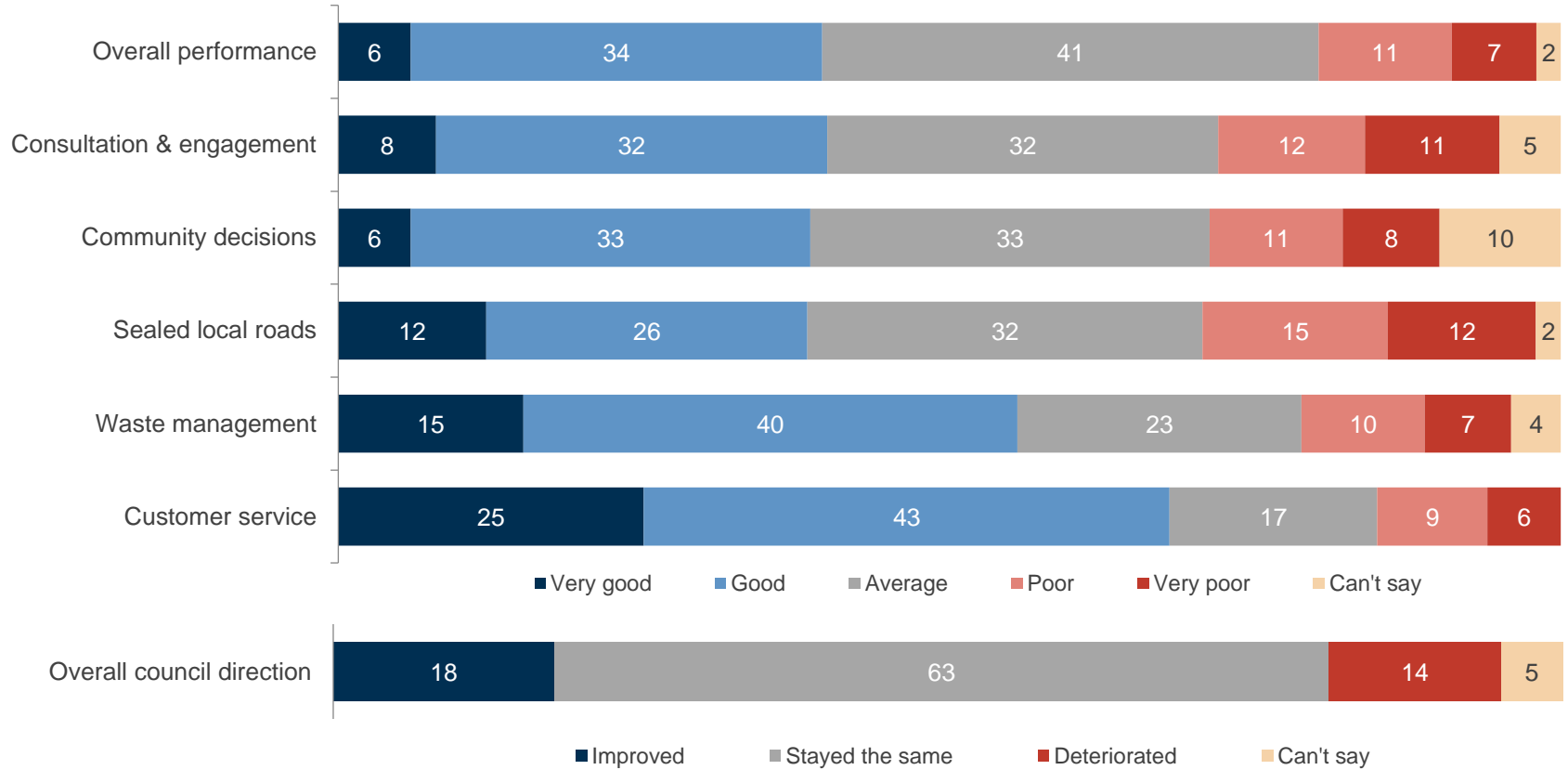
**Overall council direction**













# Summary of core measures

Core measures summary results (%)



# Summary of Northern Grampians Shire Council performance



Services	Northern Grampians 2022	Northern Grampians 2021	Small Rural 2022	State-wide 2022	Highest score	Lowest score
 Overall performance	56	55	58	59	Stawell residents	St Arnaud residents
 Value for money	50	49	51	53	Stawell residents	St Arnaud residents, Aged 50-64 years
 Overall council direction	52	49	51	50	Aged 18-34 years	Surrounding areas residents, Aged 50-64 years
 Customer service	68	70	67	68	Aged 18-34 years	St Arnaud residents
 Waste management	62	61	68	68	Aged 18-34 years, Aged 65+ years, Stawell residents	Aged 35-49 years
 Community decisions	55	55	54	54	Aged 18-34 years	St Arnaud residents
 Consultation & engagement	54	52	54	54	Aged 18-34 years	St Arnaud residents
 Sealed local roads	53	54	50	53	Stawell residents	Surrounding areas residents, Aged 50-64 years





## Focus areas for the next 12 months

### Overview

Perceptions of Council's overall performance continue their gradual upward trend, up one index point from 2021. Council performs strongly on waste management, has maintained last year's significant gains on community decisions, and continues to recover more positive sentiment on community consultation. However, it rates slightly lower this year on the condition of sealed roads.

### Focus areas

Sealed roads is Council's lowest rated service area and particular attention is needed in the St Arnaud area and surrounding areas, where residents are most critical of its performance. Council should also work to improve its community consultation, with the large age cohort of 35 to 64 year olds critical of its performance in this area. Engaging with residents on key local issues, policies and decisions will be important, particularly in the St Arnaud area, where residents are also more critical of Council.

### Comparison to state and area grouping

Council performs in line with the Small Rural group and State-wide council averages on most core and individual service measures. However, it performs significantly lower than the Small Rural group and State-wide council averages on waste management, and below the State-wide average on overall performance and value for money.

### Opportunity to engage with key cohorts

In the year ahead, Council should look to maintain its strong performance on waste management and among Stawell residents, and to build upon previous gains in other key service areas. St Arnaud and surrounding area residents are more critical of Council performance across key service areas and addressing the concerns of these localities should be a focus over the next year.

# DETAILED FINDINGS



# Overall performance



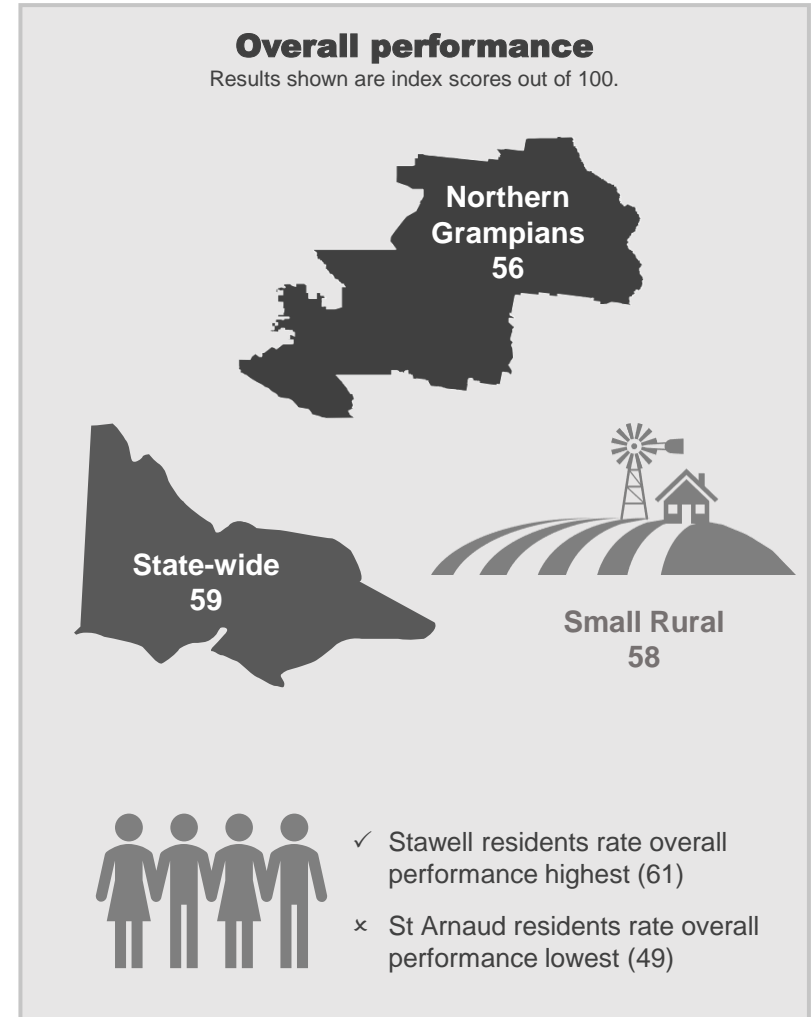
## Overall performance

The overall performance index score of 56 for Northern Grampians Shire Council is up one point on 2021 and at its highest level since measurement began in 2018. While not a statistically significant increase (at the 95% confidence interval), this result does continue a long term upward trend for Council.

- Council performance is rated slightly lower than the Small Rural group average and significantly lower than the State-wide average.
- Stawell residents rate Council performance significantly higher than the Council average, while St Arnaud residents rate it significantly lower.

Just over a third (34%) of residents rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. Fewer (29%) rate it as 'very poor' or 'poor', and a third of residents (33%) rate it as 'average'.

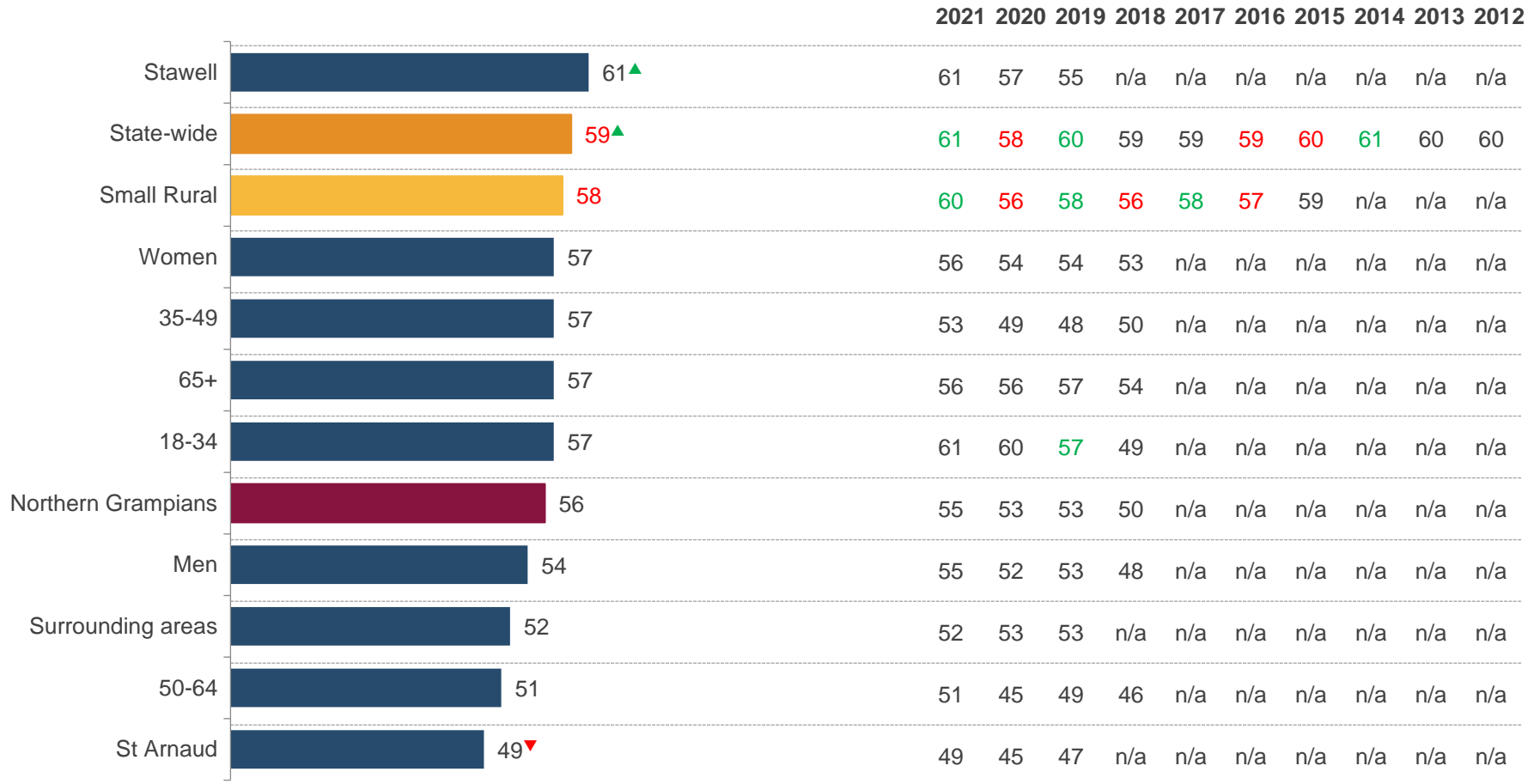
- Among Stawell residents, perceptions of value for money are significantly higher than the Council average.





# Overall performance

## 2022 overall performance (index scores)



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?

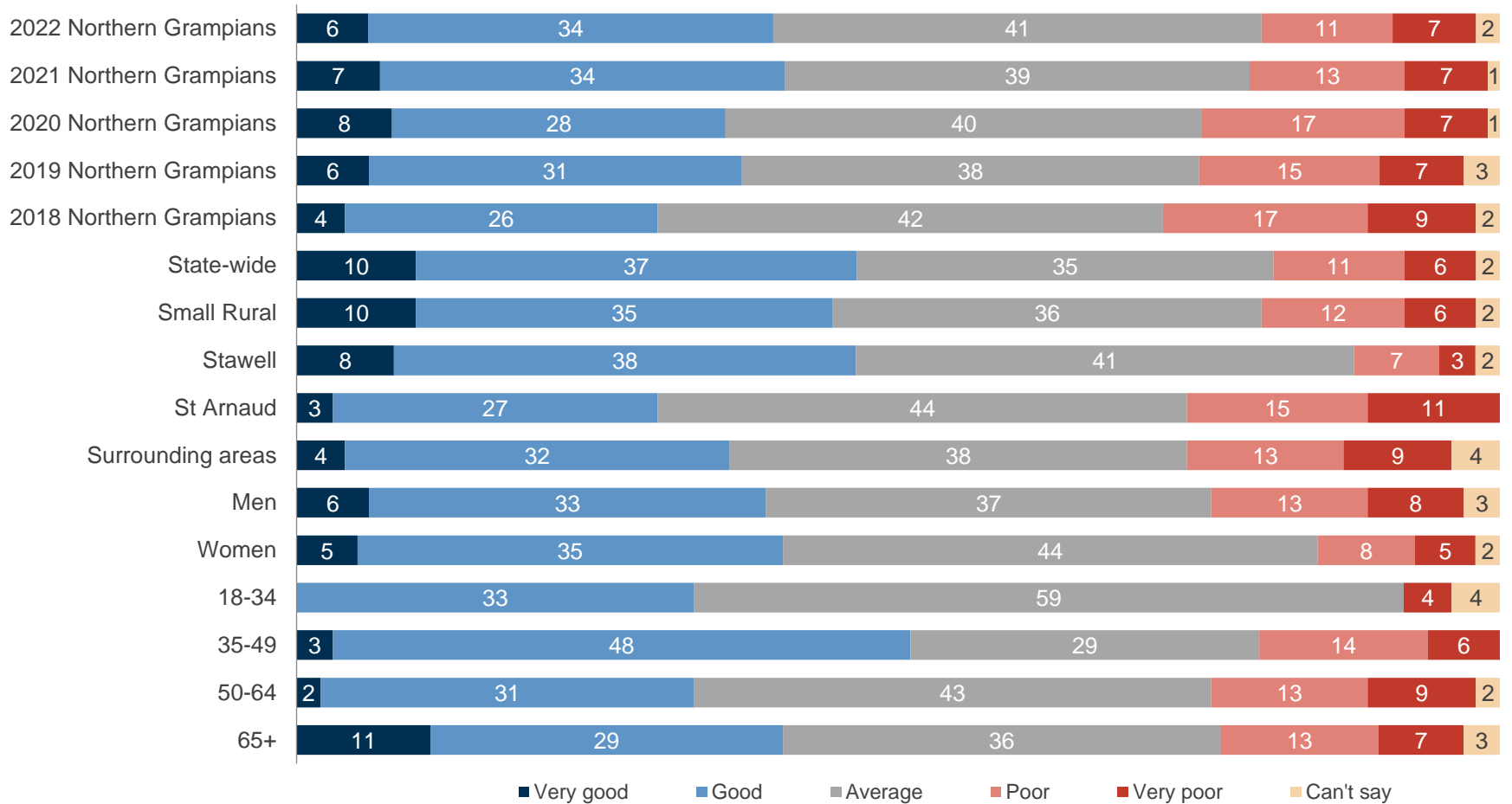
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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



# Overall performance

2022 overall performance (%)

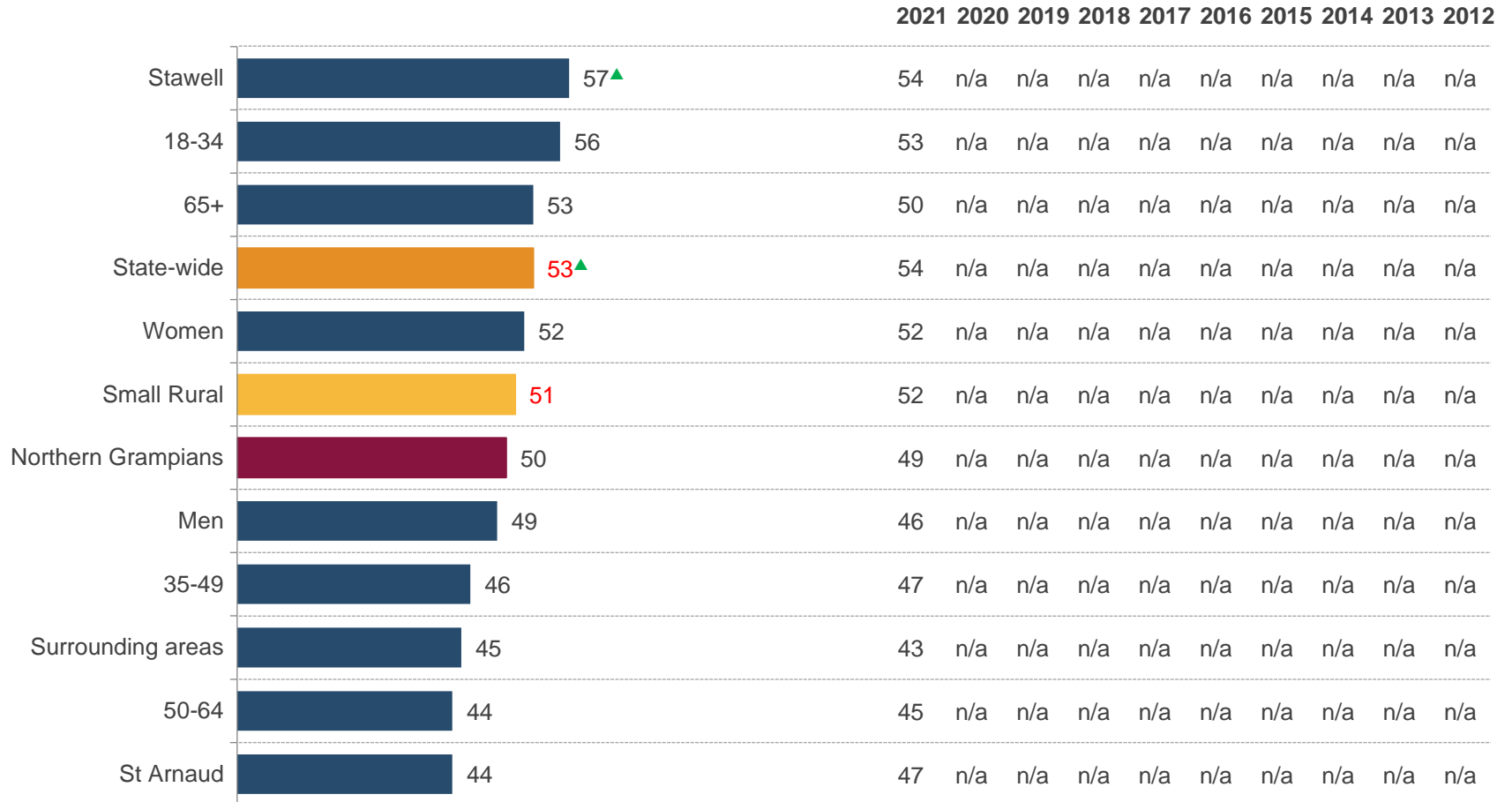


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Northern Grampians Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked State-wide: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



# Value for money in services and infrastructure

2022 value for money (index scores)



Q3b. How would you rate Northern Grampians Shire Council at providing good value for money in infrastructure and services provided to your community?

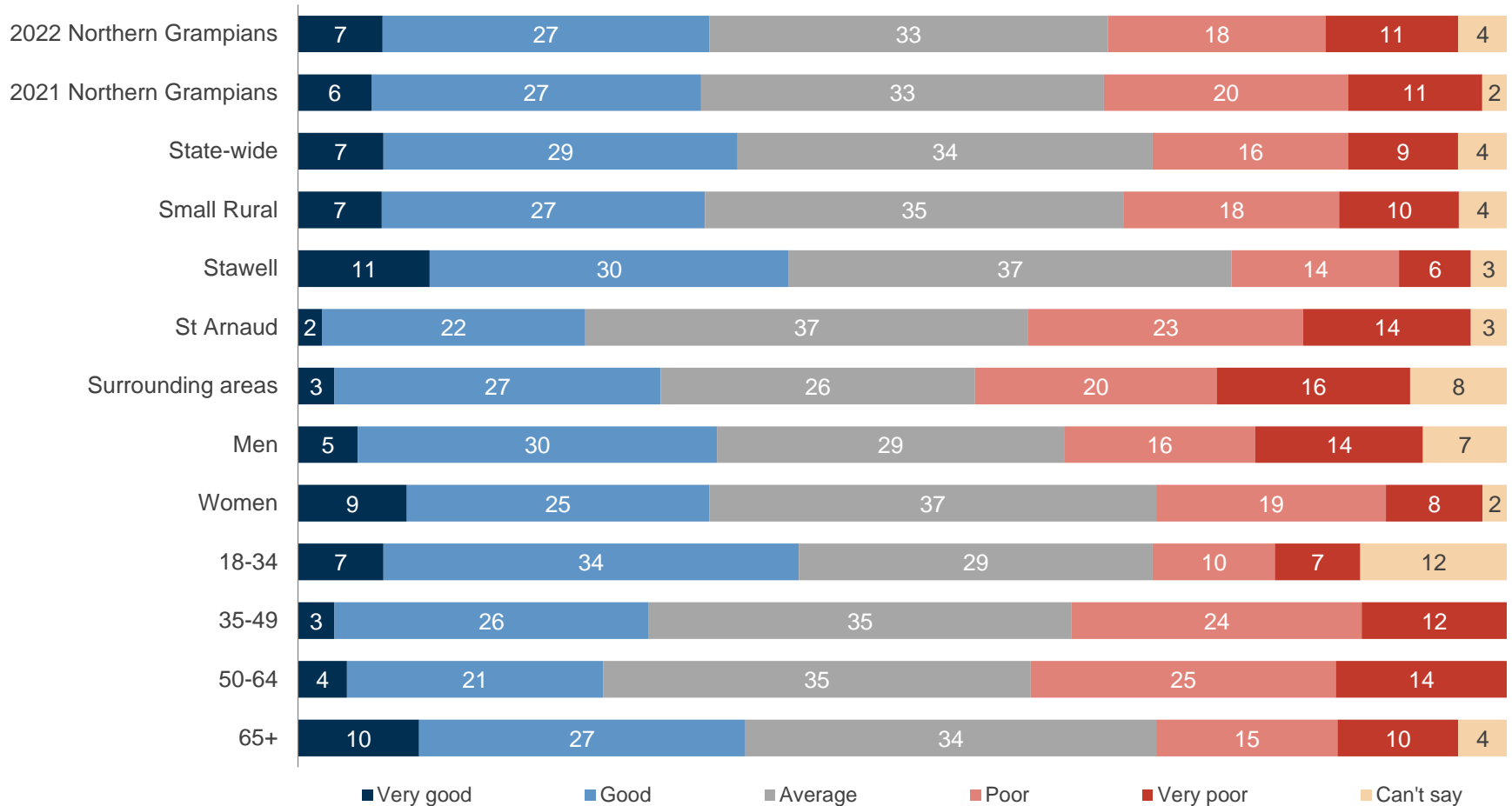
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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 Northern Grampians 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 continues to be Council's best performing service area (index score of 62, up one point on 2021).

- However, Council is rated significantly lower than the Small Rural council group and State-wide averages (index score of 68 for each).

Another better performing area is community decisions (index score of 55), where Council has maintained a five-point gain made in 2021.

- Council performance remains in line with the Small Rural council group and State-wide averages (index score of 54 for each).
- Ratings are highest among 18 to 34 year olds and Stawell residents, however St Arnaud residents continue to rate Council poorly in this service area.





## Low performing service areas



Council rates lowest in the area of sealed local roads (index score of 53, down one point on 2021).

- While Stawell residents rate Council as performing well in this area, those in St Arnaud and surrounding areas continue to rate it poorly, suggesting specific concerns about the condition of sealed roads in these two localities.

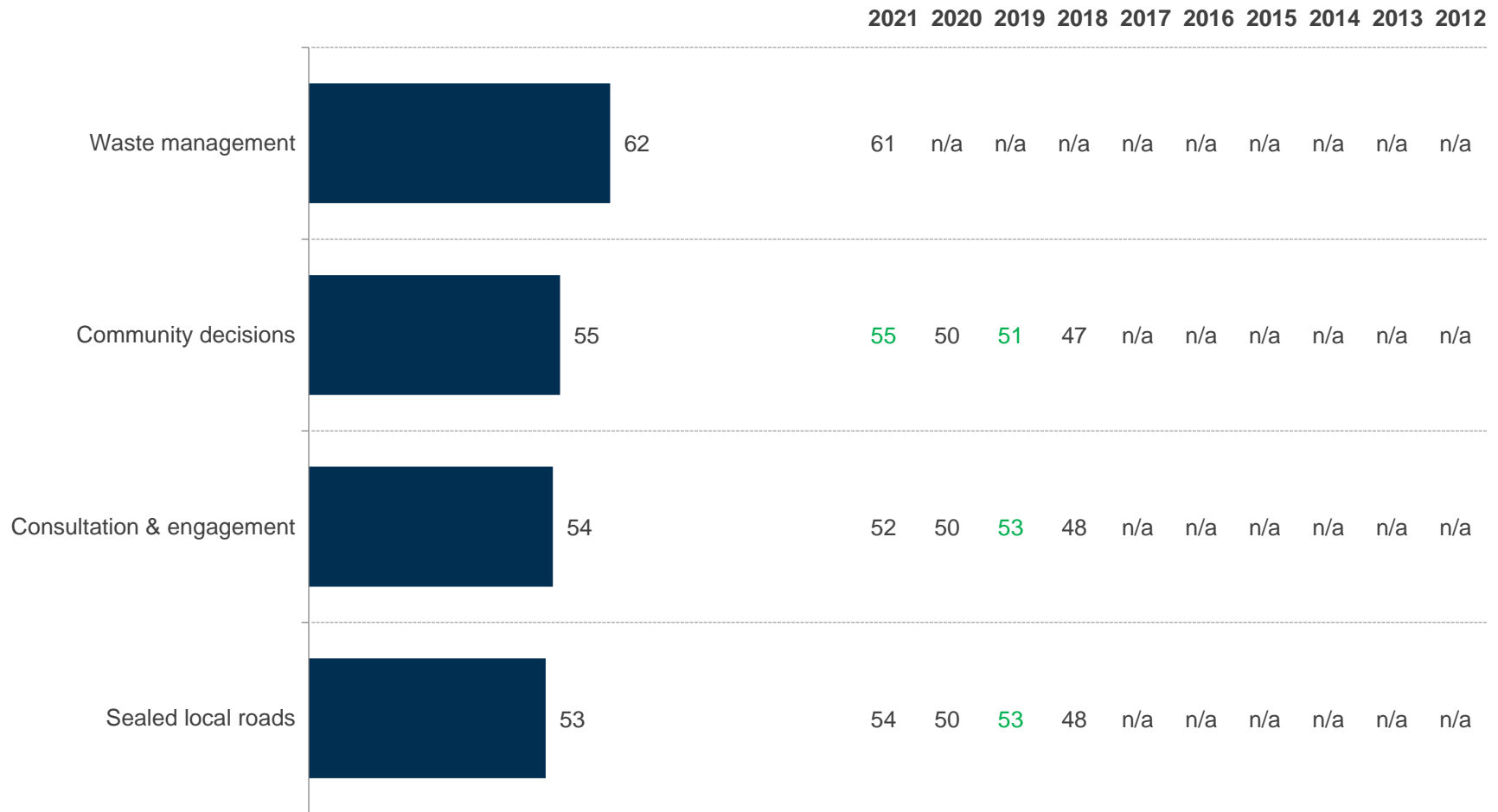
Another lower performing area for Council is consultation and engagement (index score of 54).

- Council has gradually improved its overall rating in this area over the past two years, which is now in line with the Small Rural council group and State-wide averages (index score of 54 for each).
- However, the core ratepayer group of 35 to 49 and 50 to 64 year olds rate Council as performing poorly in this area (index scores below 50), as do St Arnaud residents.



# Individual service area performance

2022 individual service area performance (index scores)

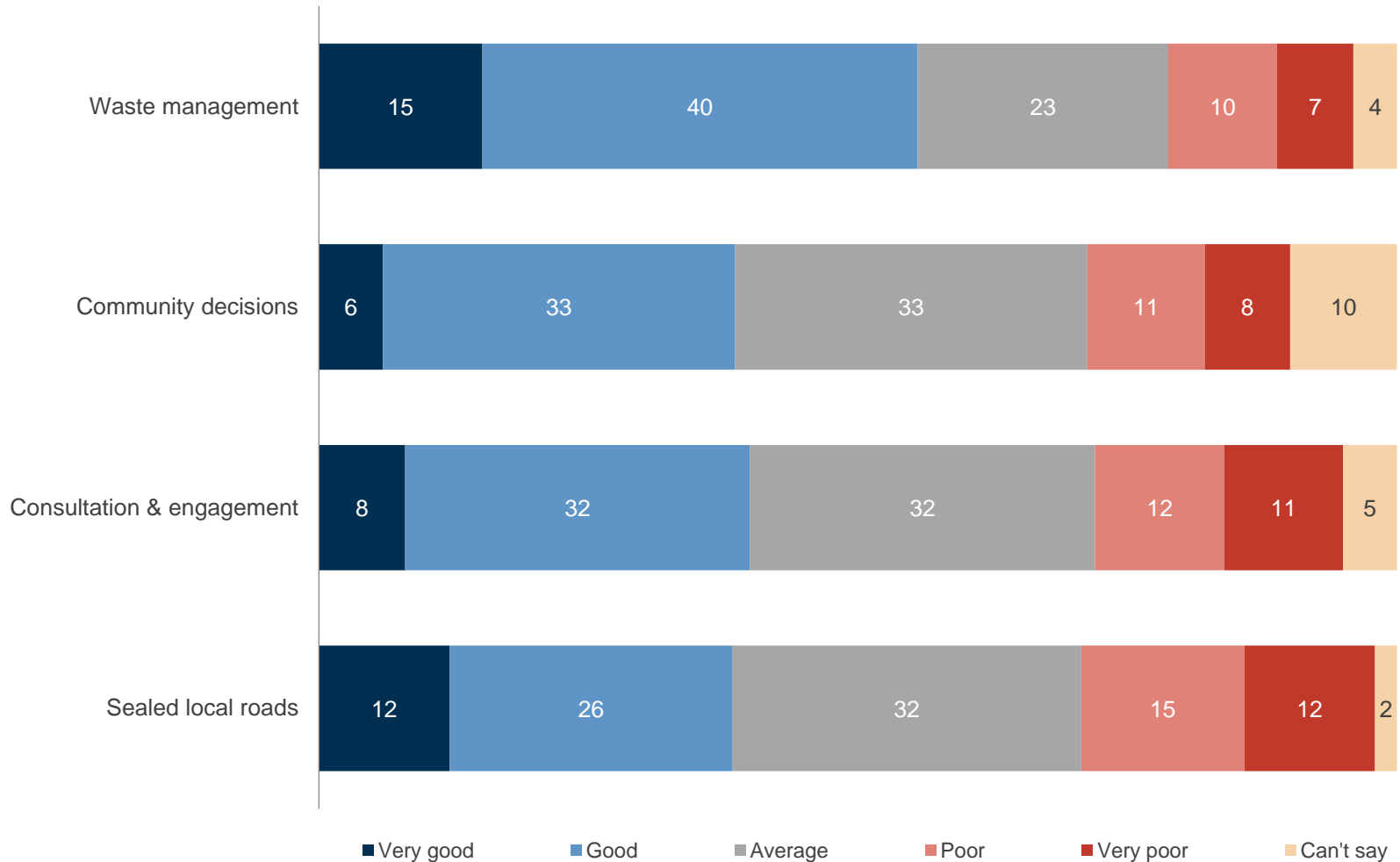


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19  
 Note: Please see Appendix A for explanation of significant differences.



# 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

Six in 10 residents (60%) have had contact with Council in the last 12 months.

- Rate of contact is down two points from 2021, continuing a decline from Council's peak result of 67% in 2020.

### Customer service

Perceptions of Council's customer service (index score of 68) have remained relatively stable over time.

- Council's customer service rates in line with the Small Rural group and State-wide averages (index scores of 67 and 68 respectively).
- Council is rated highest by 18 to 34 year olds and lowest by St Arnaud residents, with ratings down 11 index points this year among St Arnaud residents.

Among those who have had contact with Council, around two thirds (68%) provide a positive customer service rating of 'very good' or 'good'. Few (15%) rate Council's customer service as 'poor' or 'very poor'.

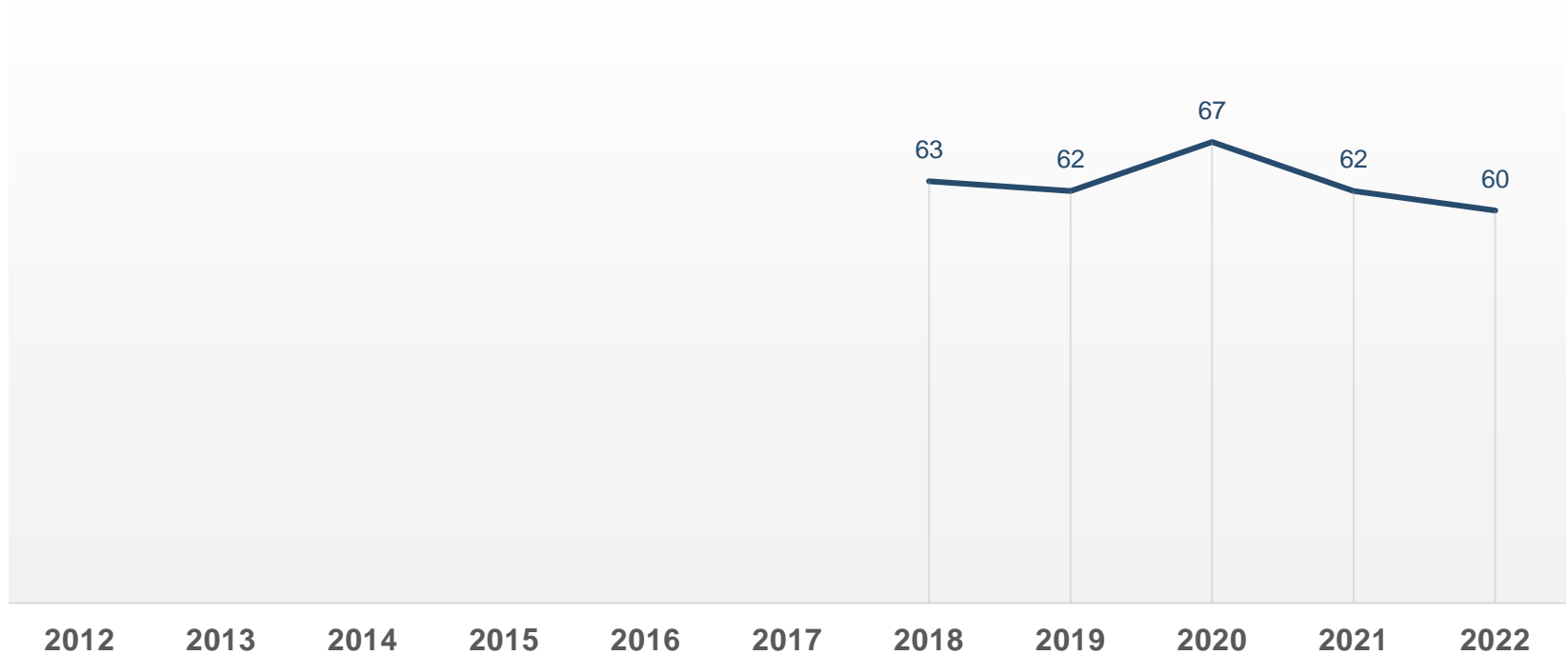


**Among those residents who have had contact with Council, 68% provide a positive customer service rating of 'very good' or 'good', including 25% of residents who rate Council's customer service as 'very good'.**



# Contact with council

**2022 contact with council (%)**  
Have had contact



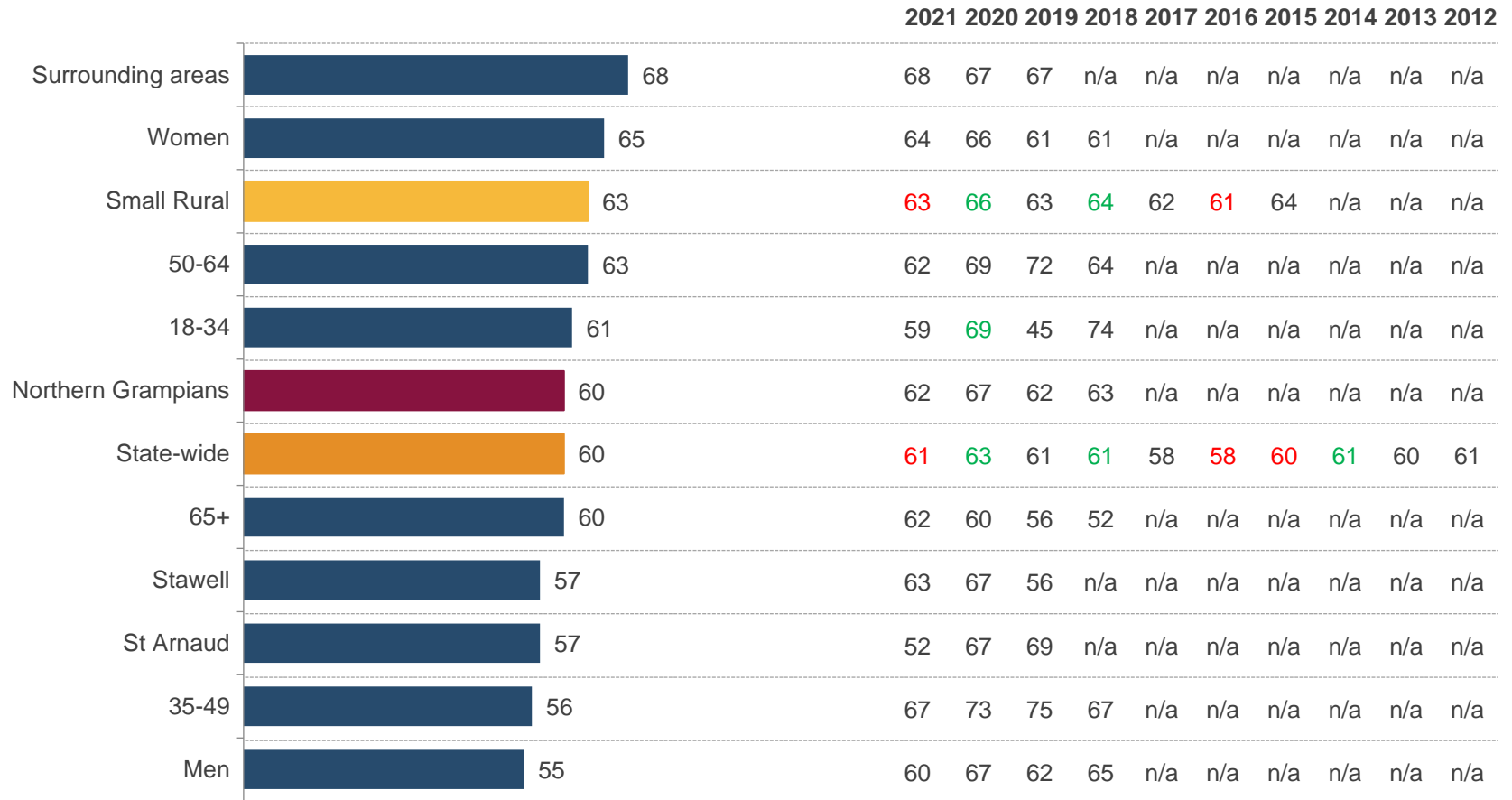
Q5. Over the last 12 months, have you or any member of your household had any contact with Northern Grampians Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

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

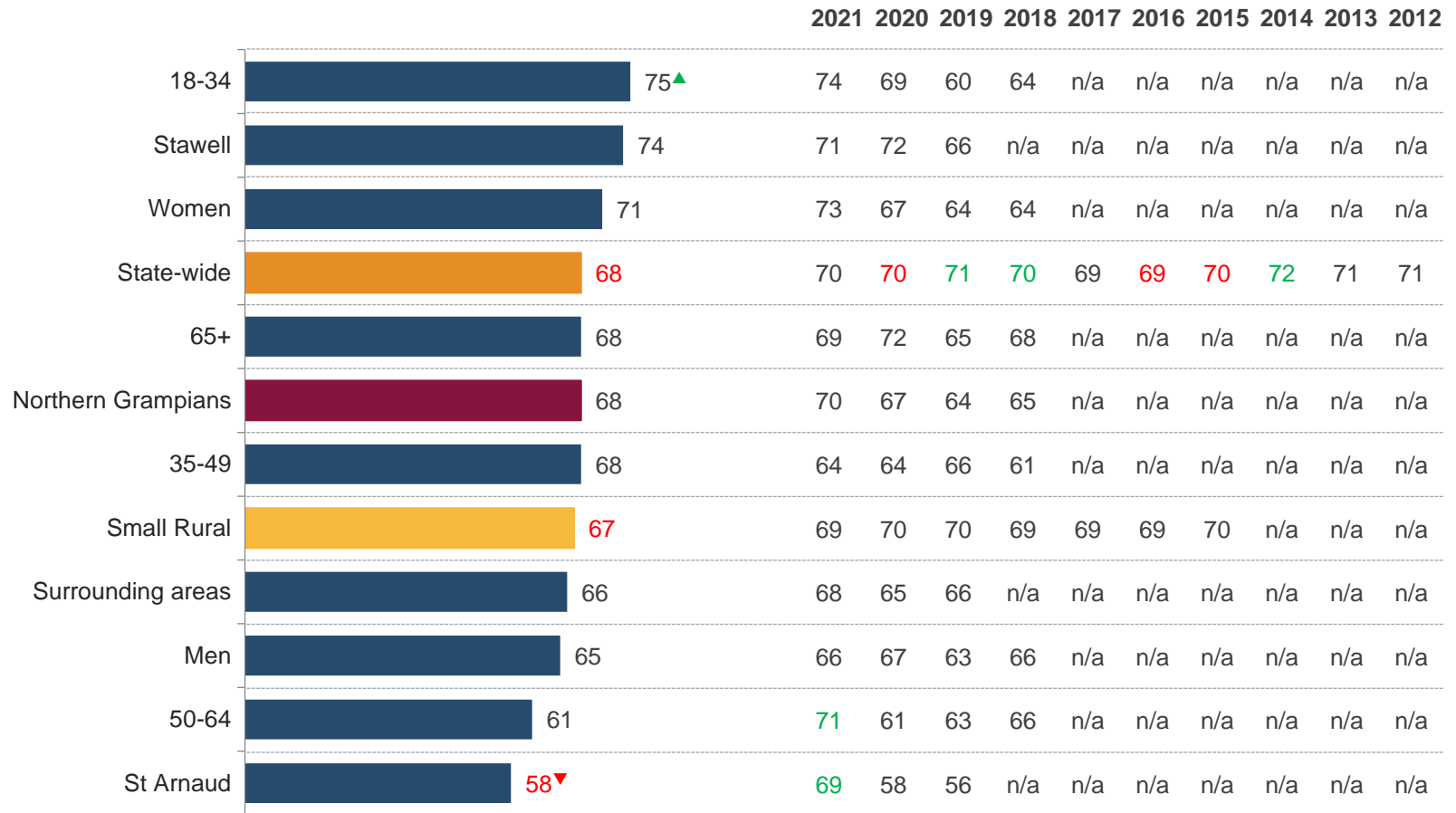
Note: Please see Appendix A for explanation of significant differences.





# Customer service rating

## 2022 customer service rating (index scores)



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

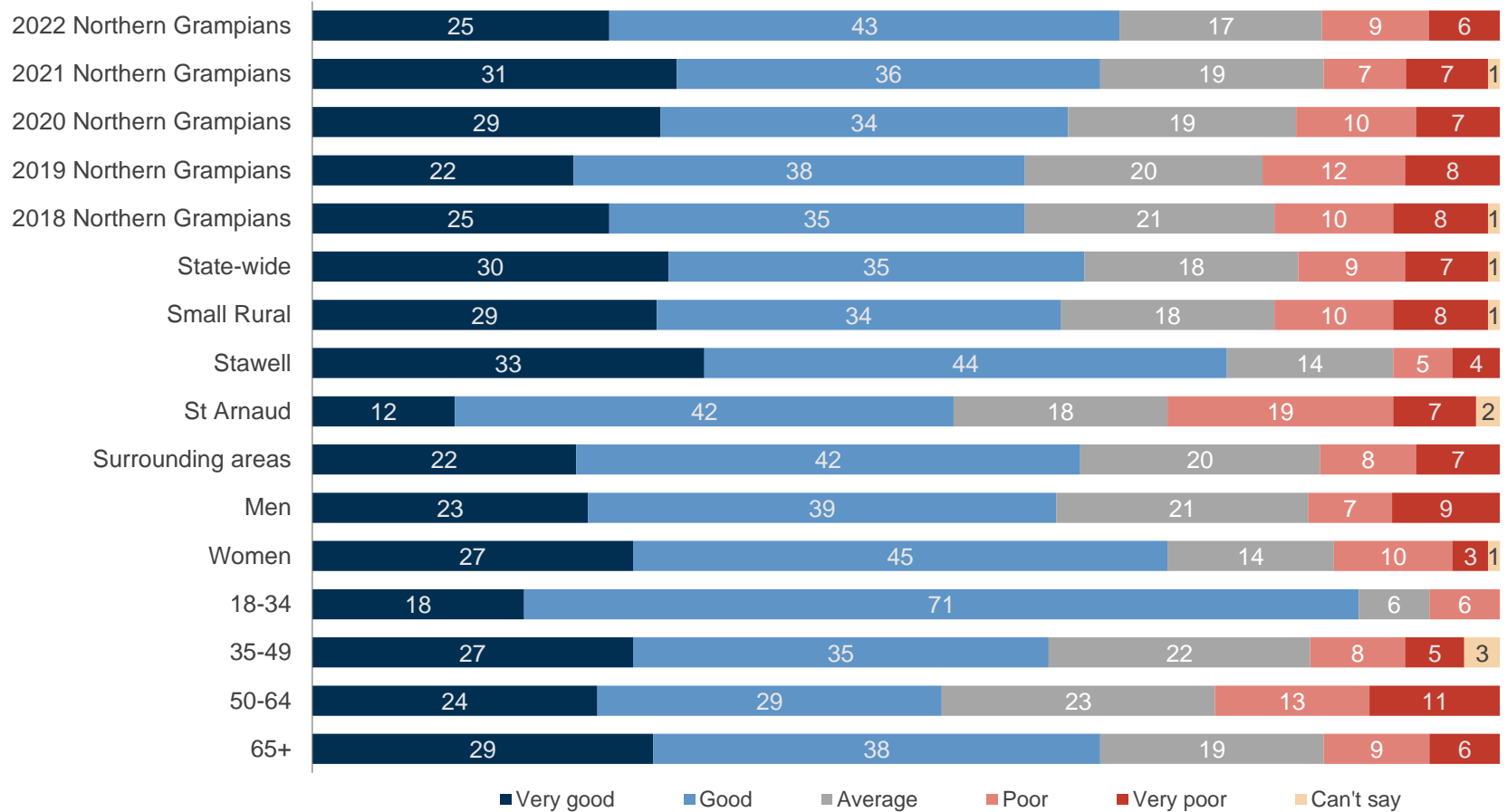
Councils asked State-wide: 67 Councils asked group: 19

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 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: 67 Councils asked group: 19



# Council direction

## Council direction

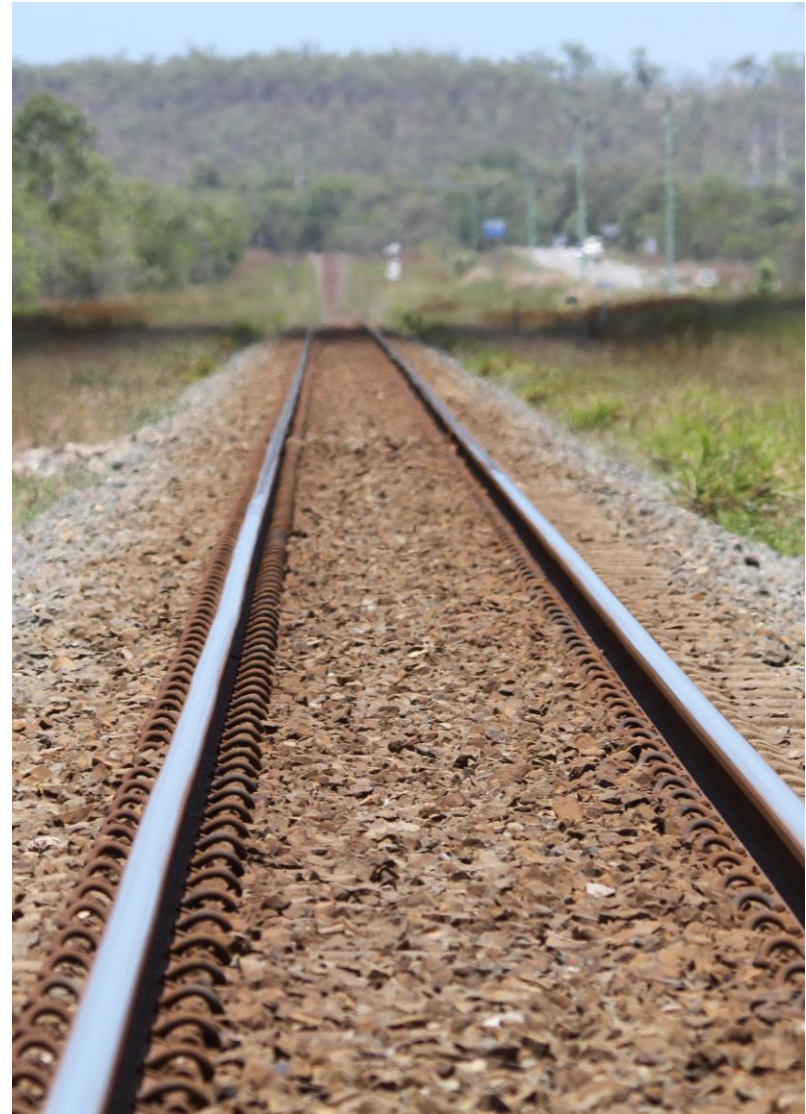
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Council's overall direction index score has improved slightly in the last 12 months (up 3 points, to 52).

- Perceptions are in line with the Small Rural council group and State-wide averages (index scores of 51 and 50 respectively).

Over the last 12 months, 63% of residents believe the direction of Council's overall performance has stayed the same (down four points on 2021).

- 18% believe Council's direction has improved in the last 12 months, up four points on 2021.
- 14% believe it has deteriorated, down two points on 2021.
- The most satisfied with Council direction are residents aged 18 to 34 years and those in Stawell.
- The least satisfied with Council direction are residents in surrounding areas, those aged 50 to 64 years and men.





# Overall council direction last 12 months

2022 overall council direction (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	61▲	52	57	52	53	n/a	n/a	n/a	n/a	n/a
Stawell	57▲	54	52	54	n/a	n/a	n/a	n/a	n/a	n/a
Women	56	51	50	51	49	n/a	n/a	n/a	n/a	n/a
Northern Grampians	52	49	49	50	49	n/a	n/a	n/a	n/a	n/a
65+	52	49	53	52	50	n/a	n/a	n/a	n/a	n/a
Small Rural	51	53	50	53	50	52	50	53	n/a	n/a
State-wide	50	53	51	53	52	53	51	53	53	52
St Arnaud	49	45	39	40	n/a	n/a	n/a	n/a	n/a	n/a
35-49	49	48	38	47	51	n/a	n/a	n/a	n/a	n/a
Men	47▼	48	48	49	49	n/a	n/a	n/a	n/a	n/a
50-64	46	48	44	47	41	n/a	n/a	n/a	n/a	n/a
Surrounding areas	46▼	46	50	48	n/a	n/a	n/a	n/a	n/a	n/a

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

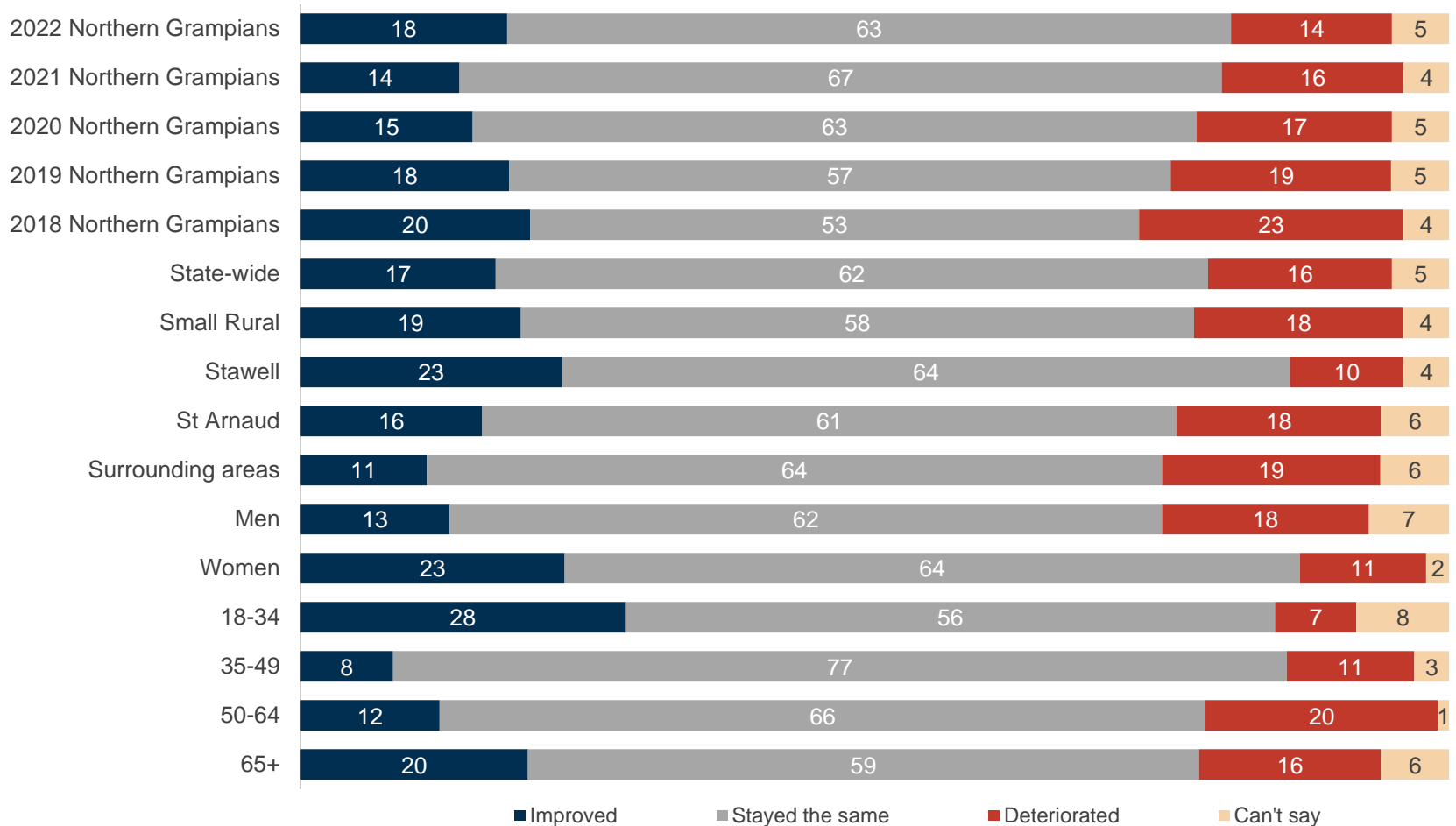
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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 Northern Grampians Shire Council's overall performance?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19



# Individual service areas



# Community consultation and engagement performance



2022 consultation and engagement performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	63▲	58	60	61	45	n/a	n/a	n/a	n/a	n/a
Stawell	58	59	54	56	n/a	n/a	n/a	n/a	n/a	n/a
Women	54	54	52	54	50	n/a	n/a	n/a	n/a	n/a
State-wide	54	56	55	56	55	55	54	56	57	57
Small Rural	54	56	54	56	54	55	55	56	n/a	n/a
Northern Grampians	54	52	50	53	48	n/a	n/a	n/a	n/a	n/a
Men	53	50	48	52	46	n/a	n/a	n/a	n/a	n/a
65+	53	51	53	53	53	n/a	n/a	n/a	n/a	n/a
Surrounding areas	52	47	50	53	n/a	n/a	n/a	n/a	n/a	n/a
35-49	49	50	47	51	49	n/a	n/a	n/a	n/a	n/a
50-64	48	49	39	48	45	n/a	n/a	n/a	n/a	n/a
St Arnaud	45▼	46	40	46	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: 67 Councils asked group: 19

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

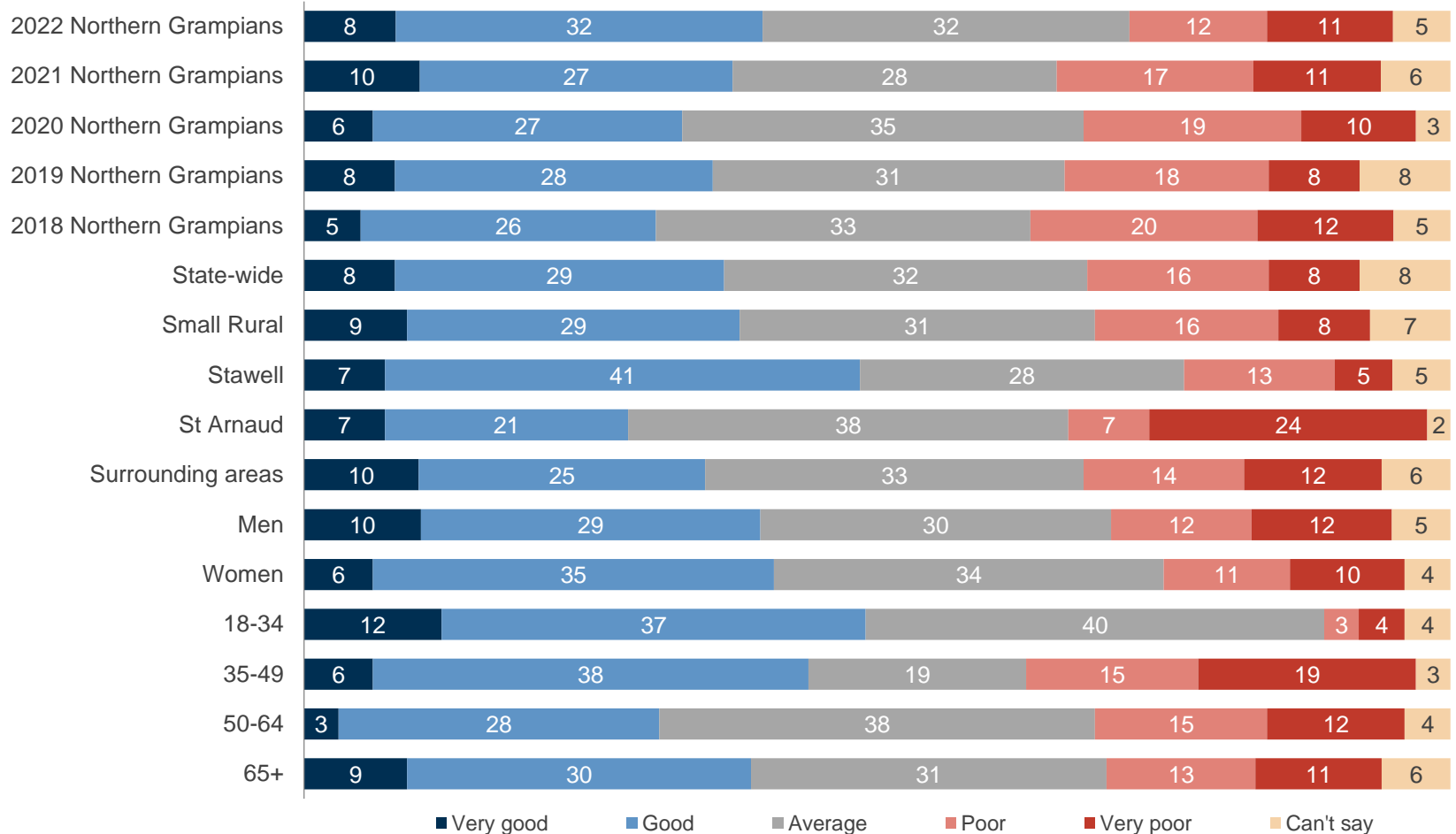




# Community consultation and engagement performance



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

# Decisions made in the interest of the community performance



2022 community decisions made performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	65▲	57	55	51	41	n/a	n/a	n/a	n/a	n/a
Stawell	61▲	61	54	53	n/a	n/a	n/a	n/a	n/a	n/a
Men	55	57	47	50	45	n/a	n/a	n/a	n/a	n/a
Northern Grampians	55	55	50	51	47	n/a	n/a	n/a	n/a	n/a
Women	55	54	53	51	49	n/a	n/a	n/a	n/a	n/a
State-wide	54	56	53	55	54	54	54	55	57	n/a
Small Rural	54	56	53	55	52	55	53	56	n/a	n/a
65+	53	55	55	54	53	n/a	n/a	n/a	n/a	n/a
35-49	53	57	47	46	46	n/a	n/a	n/a	n/a	n/a
Surrounding areas	51	52	51	50	n/a	n/a	n/a	n/a	n/a	n/a
50-64	51	52	41	50	46	n/a	n/a	n/a	n/a	n/a
St Arnaud	47▼	49	40	45	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?

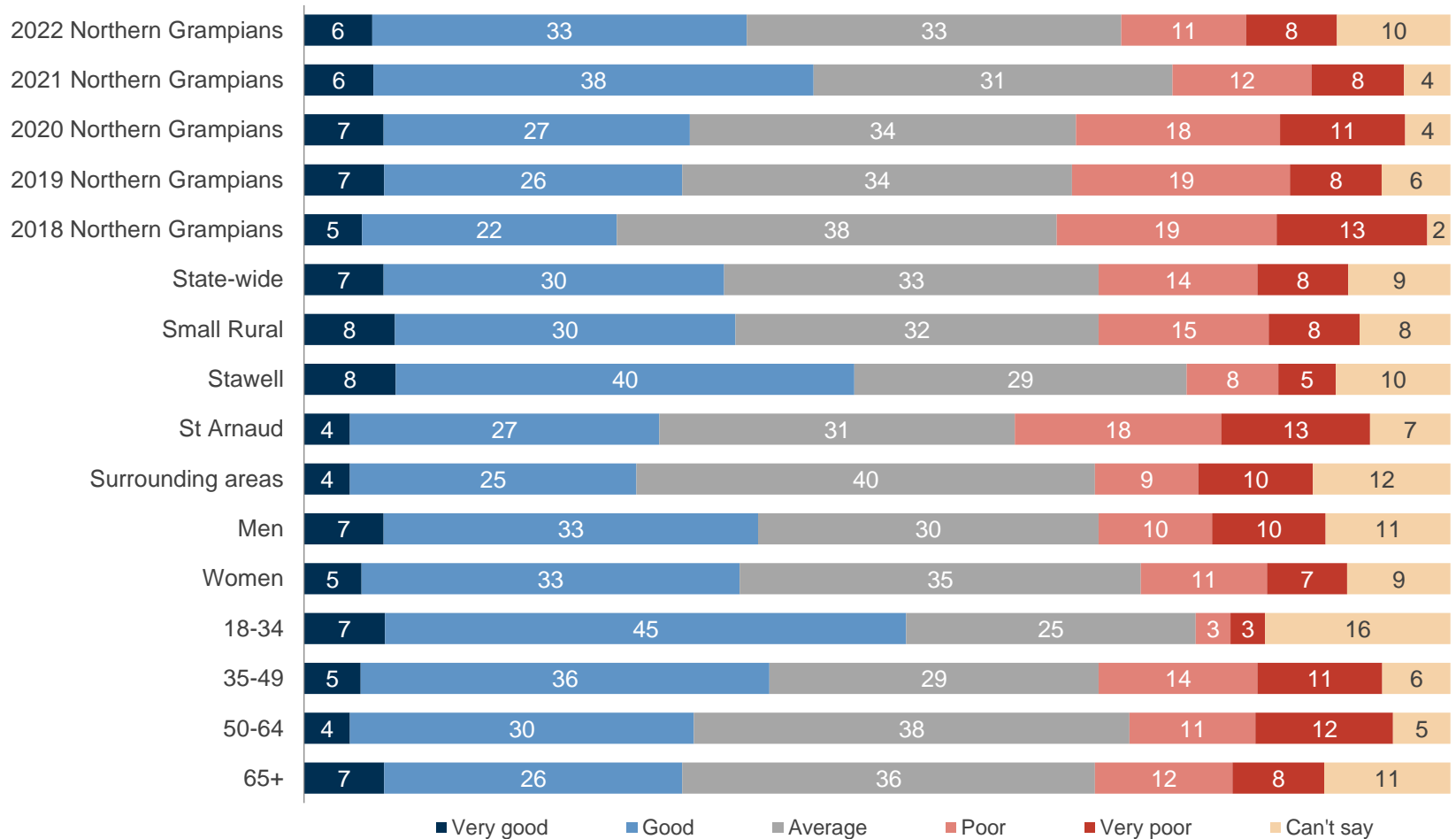
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Stawell	61	56	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	58	57	56	47	n/a	n/a	n/a	n/a	n/a	n/a
65+	54	53	55	52	n/a	n/a	n/a	n/a	n/a	n/a
Women	53	51	51	46	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	57	54	56	53	53	54	55	55	n/a	n/a
Northern Grampians	54	50	53	48	n/a	n/a	n/a	n/a	n/a	n/a
Men	54	50	55	50	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	53	51	53	49	50	52	52	n/a	n/a	n/a
35-49	52	48	50	46	n/a	n/a	n/a	n/a	n/a	n/a
St Arnaud	48	44	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	51	42	51	45	n/a	n/a	n/a	n/a	n/a	n/a
Surrounding areas	47	46	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

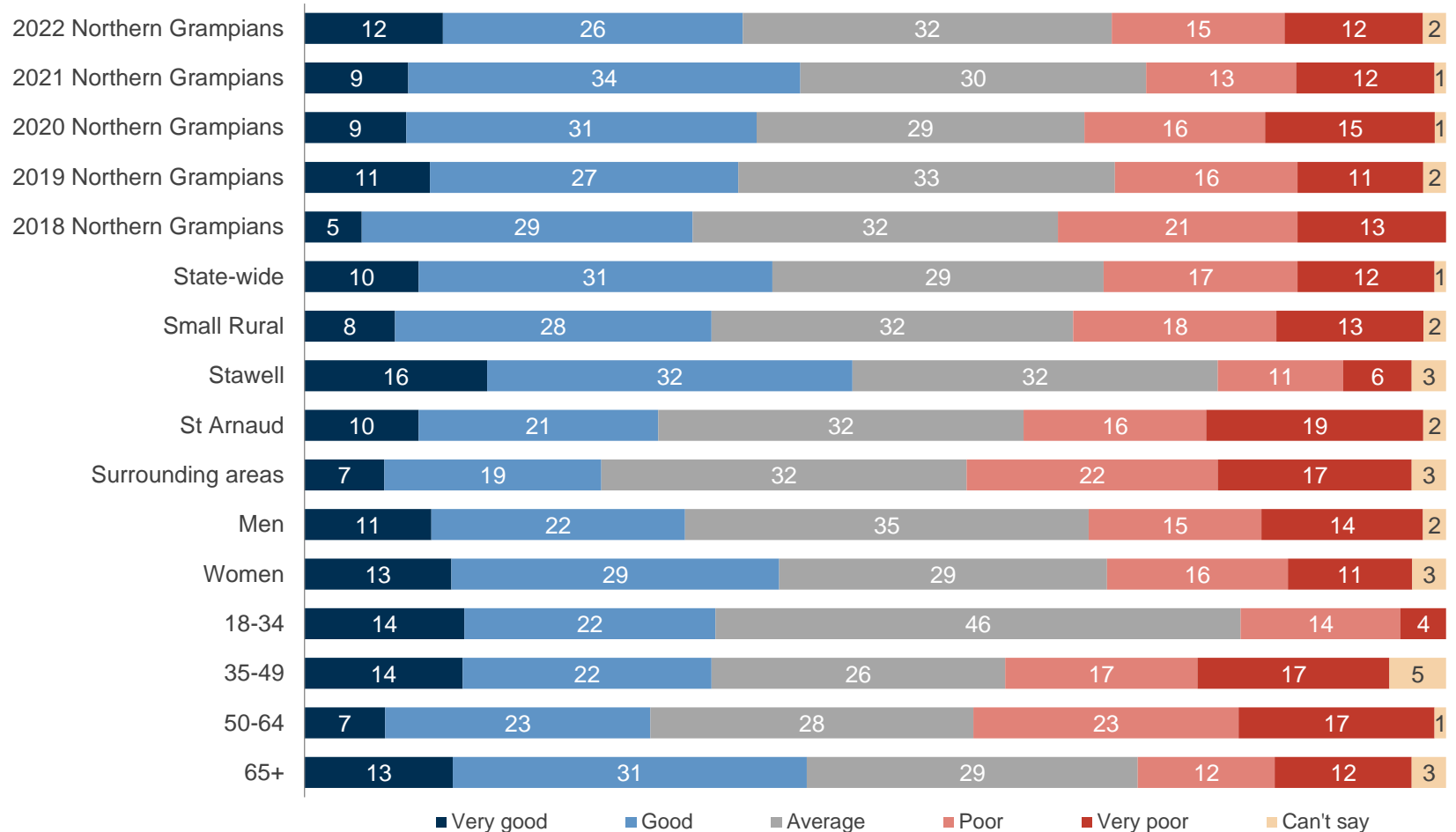
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19

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



# Waste management performance



2022 waste management performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Small Rural	68▲	64	66	69	70	69	71	n/a	n/a	n/a
State-wide	68▲	65	68	70	71	70	72	73	71	72
18-34	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Stawell	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Northern Grampians	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Surrounding areas	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St Arnaud	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

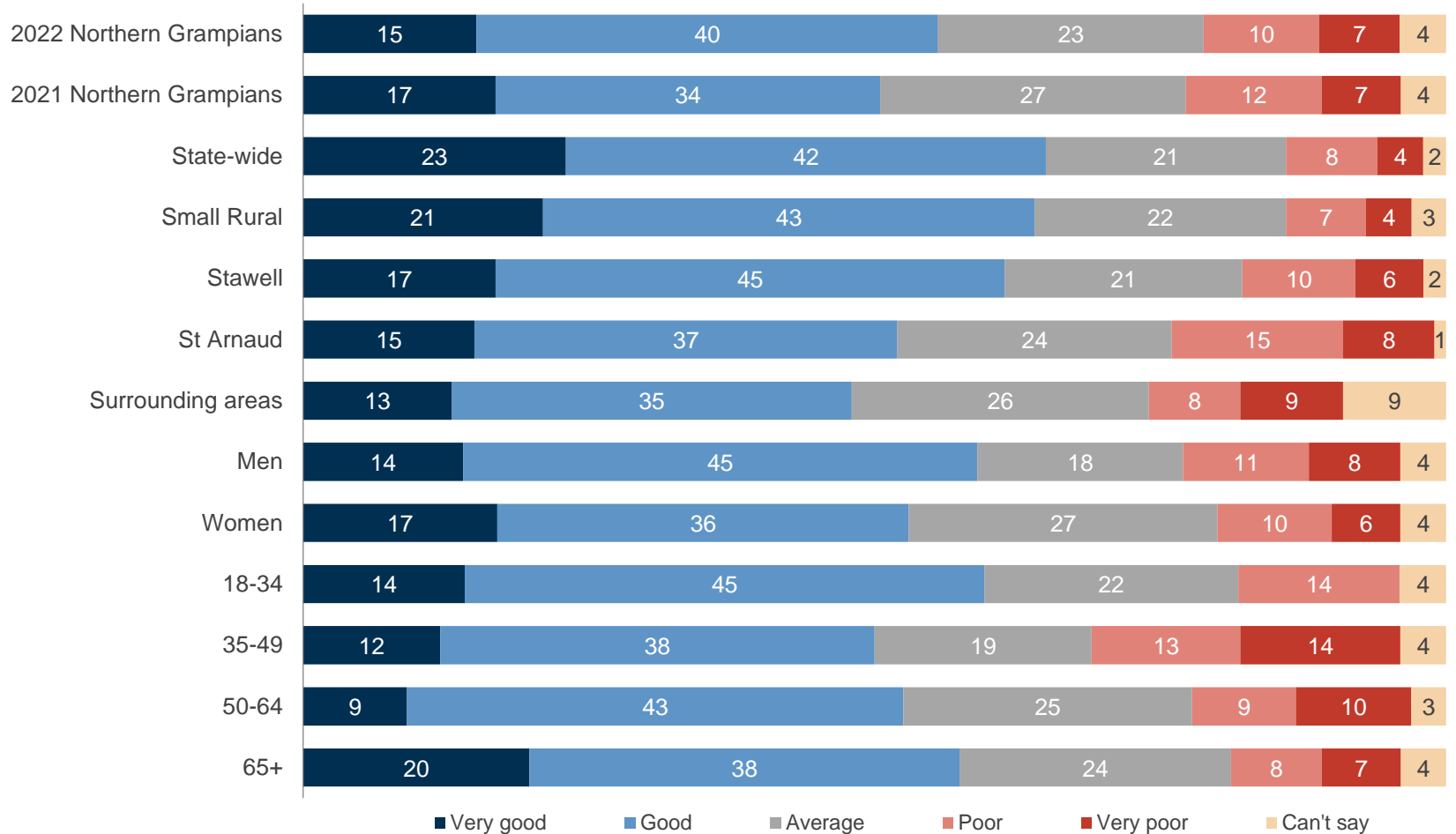
Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 19  
 Note: Please see Appendix A for explanation of significant differences.



# 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**

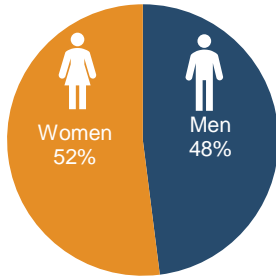




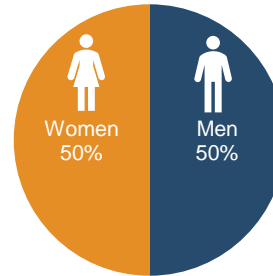
# Gender and age profile

## 2022 gender

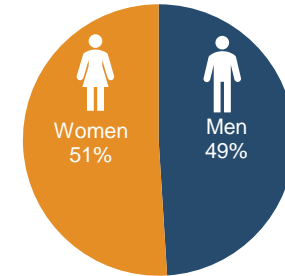
Northern Grampians



Small Rural

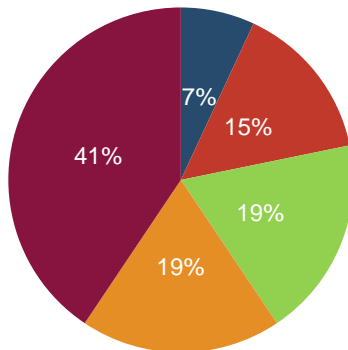


State-wide

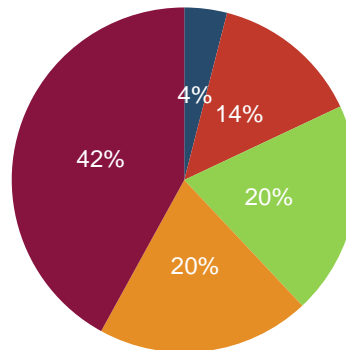


## 2022 age

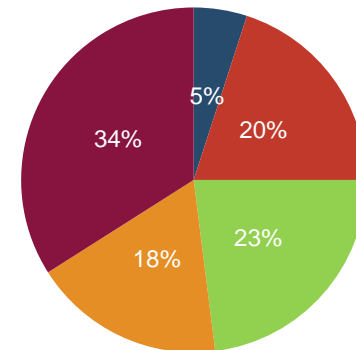
Northern Grampians



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: 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 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	195	193	+/-7.0
Women	205	207	+/-6.8
Stawell	190	194	+/-7.1
St Arnaud	83	83	+/-10.8
Surrounding areas	127	122	+/-8.7
18-34 years	27	85	+/-19.2
35-49 years	66	75	+/-12.1
50-64 years	98	76	+/-9.9
65+ years	209	164	+/-6.7



## Appendix A: Significant difference reporting notation

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

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

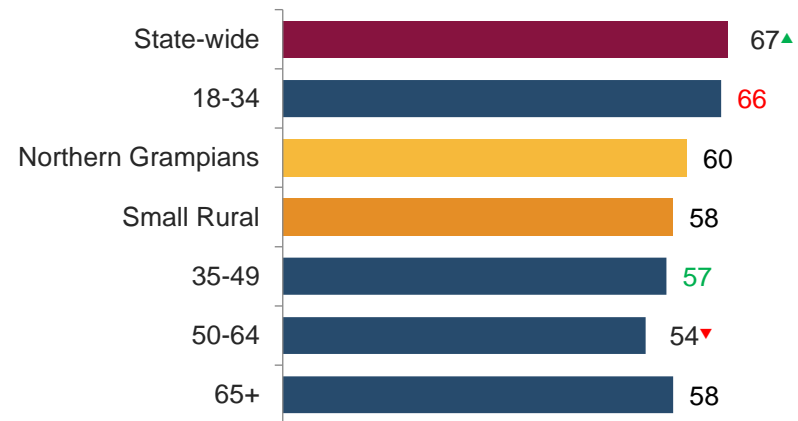
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

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

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

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 2
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.



# **Appendix B: Further project information**



## Appendix B: Further information

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Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

- Background and objectives
- Analysis and reporting
- Glossary of terms

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

For further queries about the conduct and reporting of the 2022 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

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

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





## Appendix B: Survey methodology and sampling

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

- 2021, n=400 completed interviews, conducted in the period of 28<sup>th</sup> January – 18<sup>th</sup> March.
- 2019, n=401 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.

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 27<sup>th</sup> January – 24<sup>th</sup> March, 2022.



## Appendix B: Analysis and reporting

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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

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 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

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



## Appendix B: Core, optional and tailored questions

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### Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 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

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### 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

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**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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