2024 Local Government Community Satisfaction Survey

Swan Hill Rural City Council

Coordinated by the Department of Government Services on behalf of Victorian councils

JWS RESEARCH

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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-fifth 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.

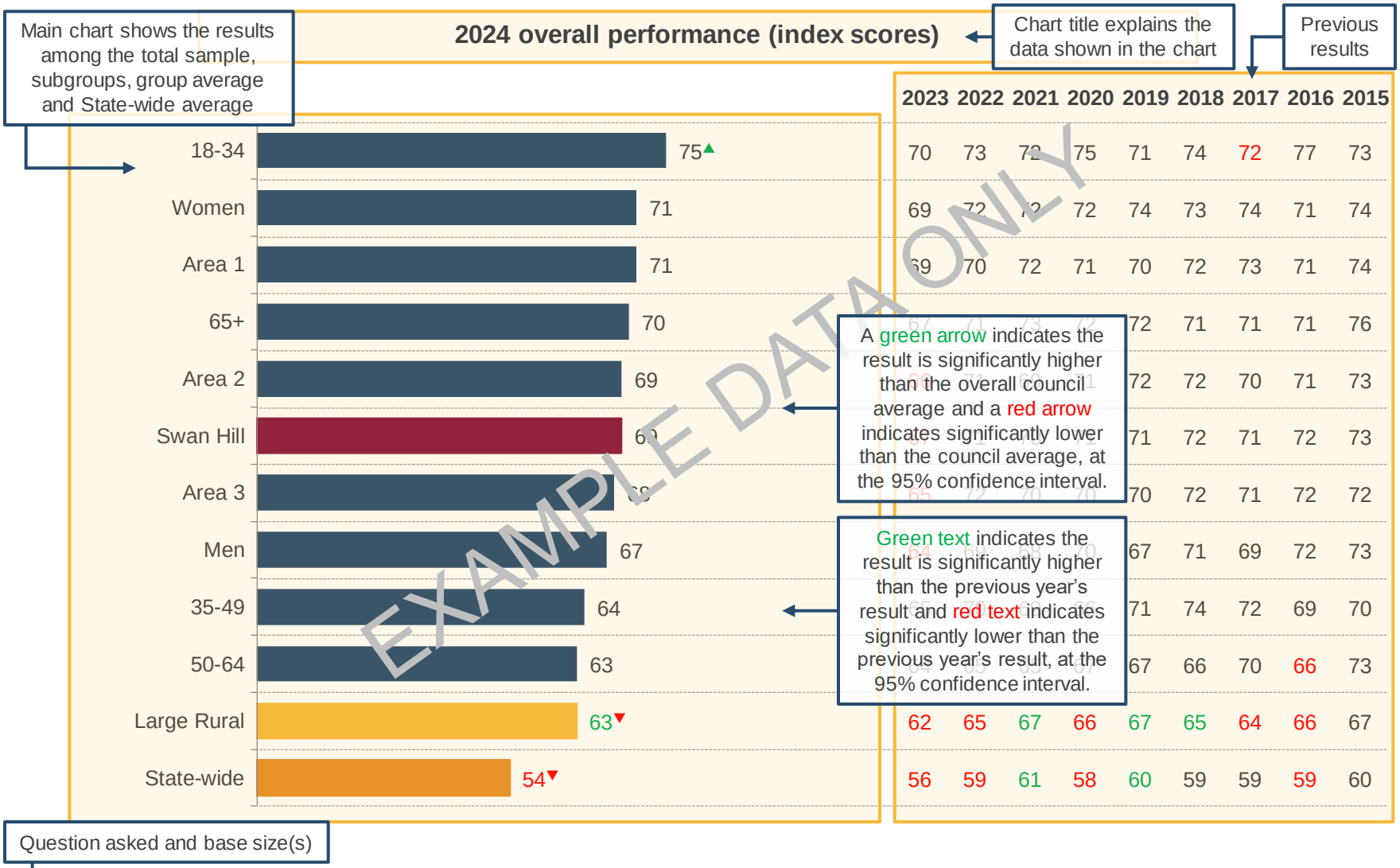
When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 25 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 25 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.

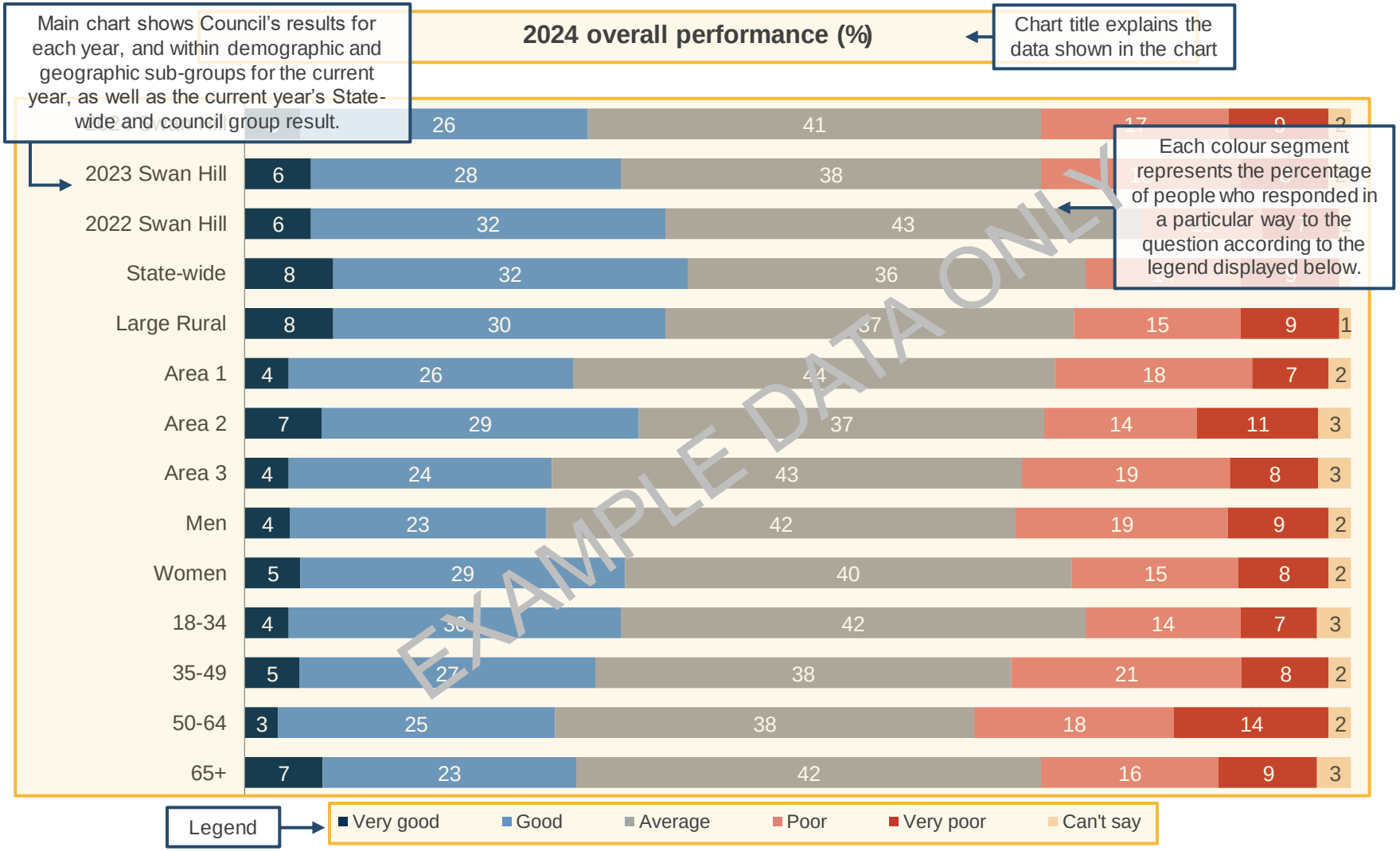
How to read index score charts in this report



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Swan Hill Rural City 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: 9
Note: Please see Appendix A for explanation of significant differences.

How to read stacked bar charts in this report

Main chart shows Council's results for each year, and within demographic and geographic sub-groups for the current year, as well as the current year's State-wide and council group result.



EXAMPLE DATA ONLY

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Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

Key findings and recommendations

Swan Hill Rural City Council – at a glance

Overall council performance

Results shown are index scores out of 100.

Swan Hill 46

Large Rural 50

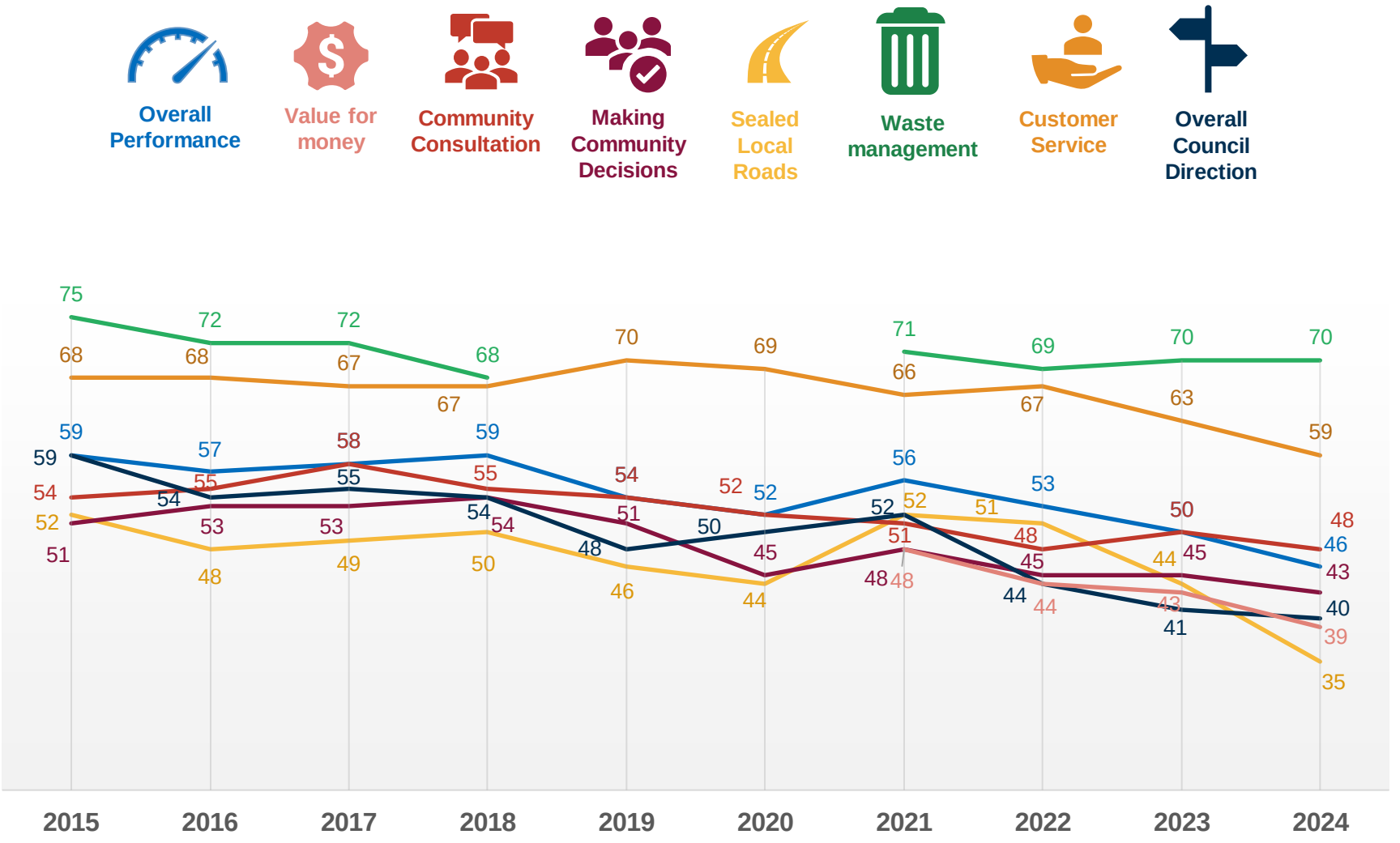
State-wide 54

Council performance compared to group average

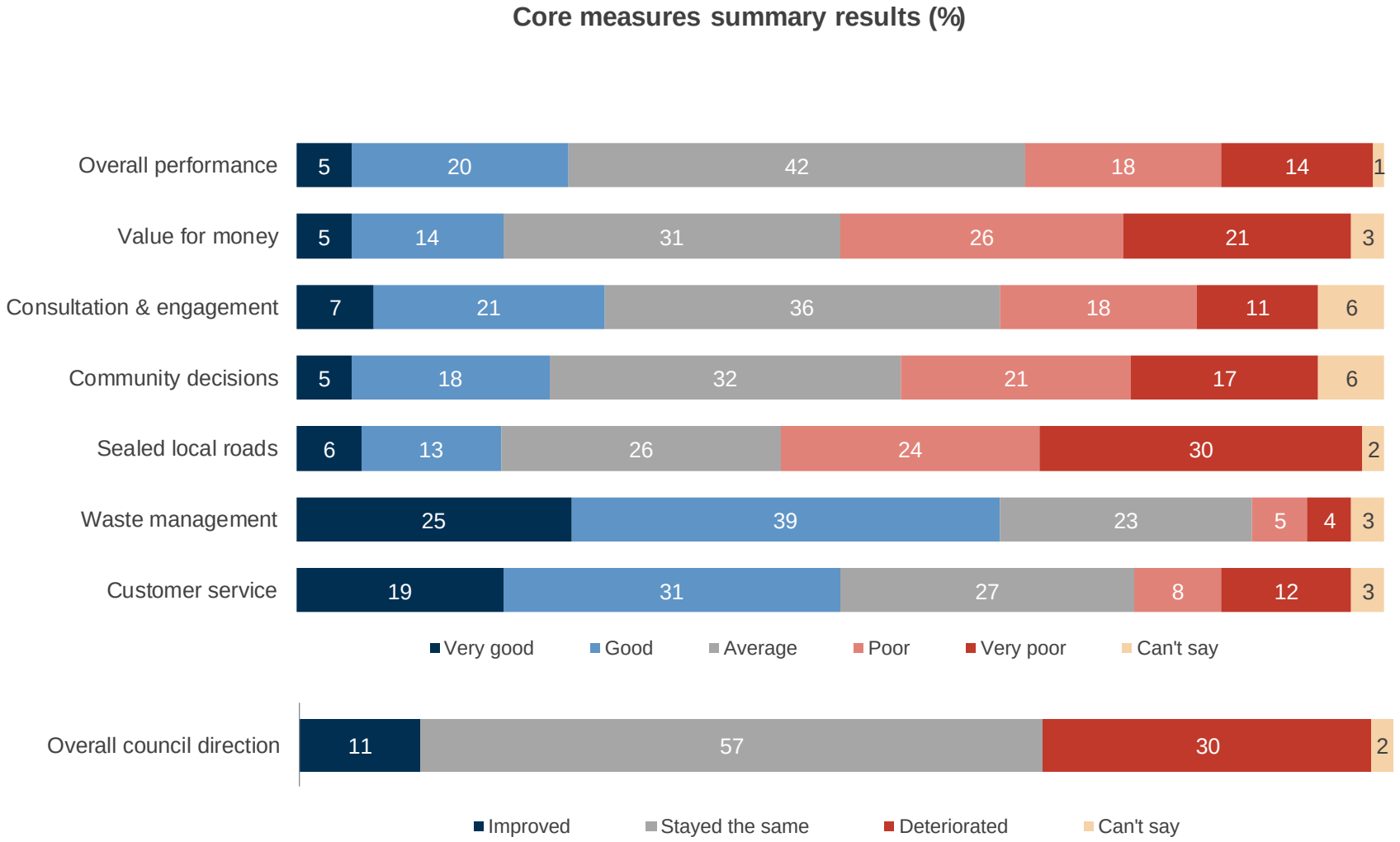
Top 4 performing areas	
Waste management	▲ higher
Appearance of public areas	= on par
Community & cultural	▼ lower
Family support services	= on par
Bottom 3 performing areas	
Unsealed roads	= on par
Planning & building permits	▼ lower
Sealed local roads	= on par
Customer service	▼ lower

Summary of core measures

Index scores



Summary of core measures



Summary of Swan Hill Rural City Council performance

Services	Swan Hill 2024	Swan Hill 2023	Large Rural 2024	State-wide 2024	Highest score	Lowest score
Overall performance	**46**	50	50	54	65+ years	50-64 years
Value for money	**39**	43	43	48	65+ years	35-49 years
Overall council direction	**40**	41	42	45	Lakes residents	50-64 years
Customer service	**59**	63	65	67	65+ years	35-64 years
Waste management	**70**	70	65	67	65+ years	18-34 years
Appearance of public areas	**64**	65	66	68	65+ years	18-34 years, Robinvale and Surrounds residents
Community & cultural	**61**	59	64	66	65+ years	Robinvale and Surrounds residents
Family support services	**61**	60	62	63	65+ years	50-64 years
Environmental sustainability	**57**	58	58	60	35-49 years	18-34 years
Elderly support services	**57**	61	62	63	65+ years	Robinvale and Surrounds residents

Significantly higher / lower than Swan Hill Rural City Council 2024 result at the 95% confidence interval.
Please see Appendix A for explanation of significant differences.

Summary of Swan Hill Rural City Council performance

Services	Swan Hill 2024	Swan Hill 2023	Large Rural 2024	State-wide 2024	Highest score	Lowest score
Bus/community dev./tourism	**52**	53	55	57	65+ years	50-64 years
Informing the community	**49**	51	53	56	65+ years	35-49 years
Consultation & engagement	**48**	50	48	51	Robinvale and Surrounds residents	50-64 years
Community decisions	**43**	45	46	50	65+ years	Robinvale and Surrounds residents
Local streets & footpaths	**43**	48	46	52	65+ years	18-34 years
Sealed local roads	**35**	44	38	45	65+ years	18-34 years
Planning & building permits	**34**	40	41	45	Women, 18-34 years	35-49 years
Unsealed roads	**32**	39	34	36	65+ years	18-34 years

Significantly higher / lower than Swan Hill Rural City Council 2024 result at the 95% confidence interval.
Please see Appendix A for explanation of significant differences.

Focus areas for the next 12 months

Overview

Perceptions of Swan Hill Rural City Council's overall performance have fallen a significant four points, to an index score of 46, the lowest score recorded in a decade. While this follows the pattern across the State, Council's rating is nevertheless significantly lower than for the Large Rural group and State-wide average. Results for nine of the 14 individual service areas evaluated have held steady, however for the remainder have significantly declined. This will require a concerted effort from Council to correct.

Key influences on perceptions of overall performance

Council should focus on improving performance in the individual service areas that most influence perception of overall performance, such as decisions made in the community interest (and the related area of consultation and engagement). Information provision is important to ensure the community are aware of the actions Council is taking. Waste management is another area that influences overall perceptions, but to a lesser degree. Council currently performs well here and should endeavour to maintain these efforts.

Comparison to state and area grouping

On half of the 14 service areas evaluated, Council performs in line with the Large Rural group averages. For six of the service areas, Council performs significantly below the group averages. In the area of waste management, Council's performance is significantly higher than both the Large Rural group and State-wide average for councils. In comparison to the State-wide average, on almost all measures evaluated, Council performs significantly lower.

A need to attend to roads and planning and building permits

Perceptions of the condition of sealed local roads, and planning and building permits, declined significantly this year. These service areas are among Council's lowest performing. It should be a priority for Council to reverse this trend, particularly as these service areas have a moderate to strong influence on perceptions of overall performance. Sealed road maintenance is also the area most commonly identified as an area of improvement for Council (by 22% of residents).

DETAILED FINDINGS

Overall performance

Overall performance

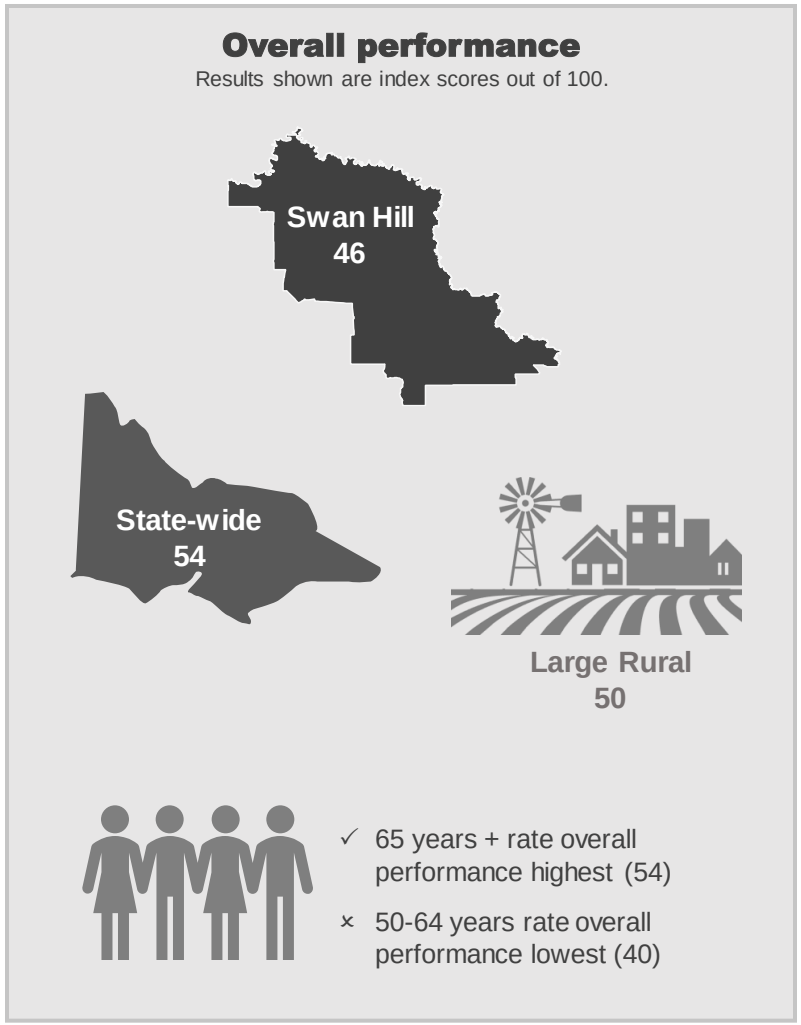
The overall performance index score of 46 for Swan Hill Rural City Council represents a significant four-point decline on the 2023 result. This result is the lowest overall performance rating for Council in a decade.

Swan Hill Rural City Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Large Rural group and the State-wide average for councils (index scores of 50 and 54 respectively).

- Ratings among residents aged 65 years and over (index score of 54) are significantly higher than the Council average.
- Residents aged 18 to 34 years, while not providing the lowest index score, are the only group to record a significant drop in perceptions of overall performance this year (44, down nine index points).

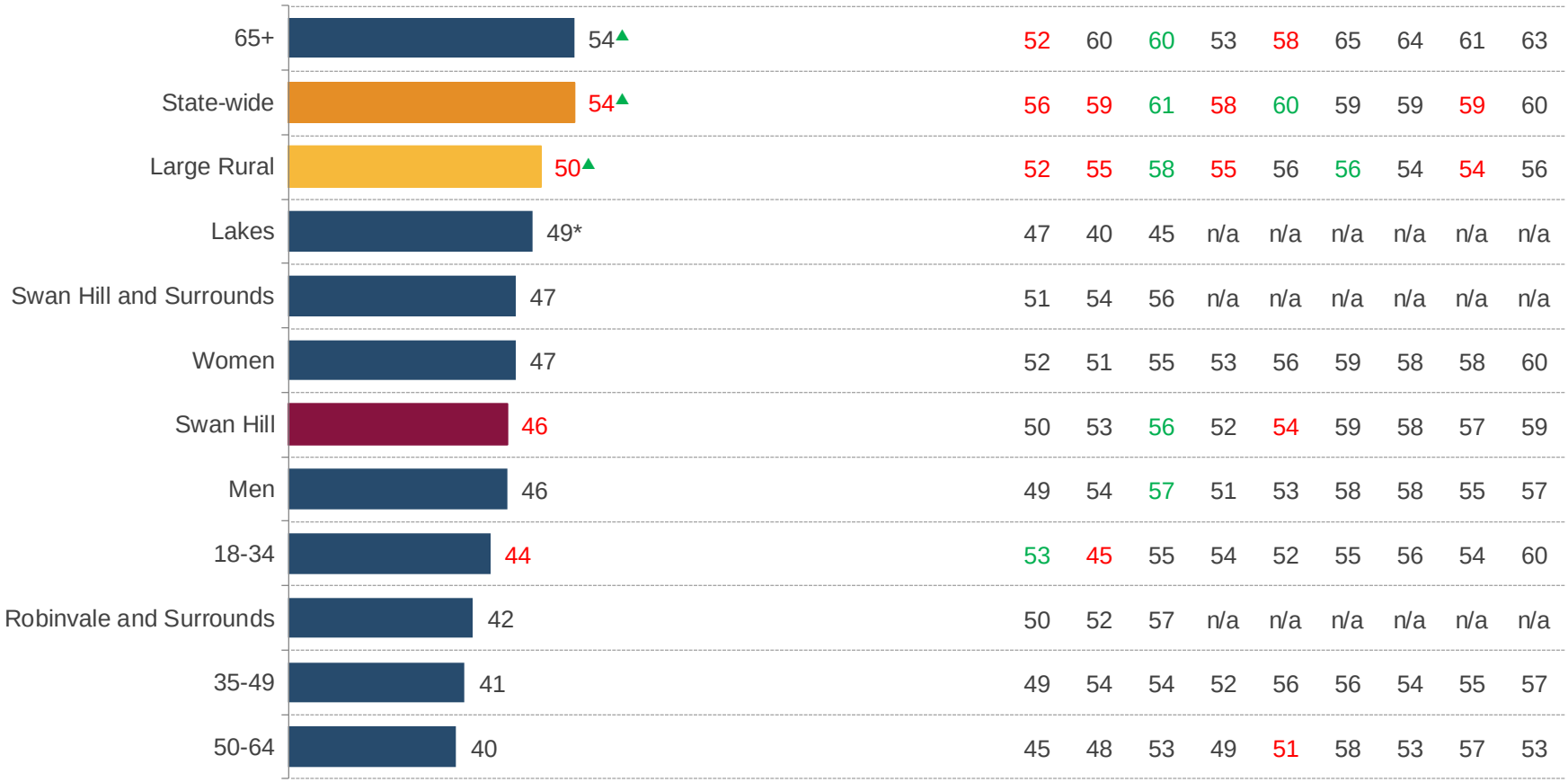
Perceptions of value for money (index score of 39) has also fallen significantly, down four index points. Those aged under 40 years rate Council significantly lower than average on this measure.

- Nearly one in five residents (19%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. More than twice as many (47%) rate Council as 'very poor' or 'poor'.



Overall performance

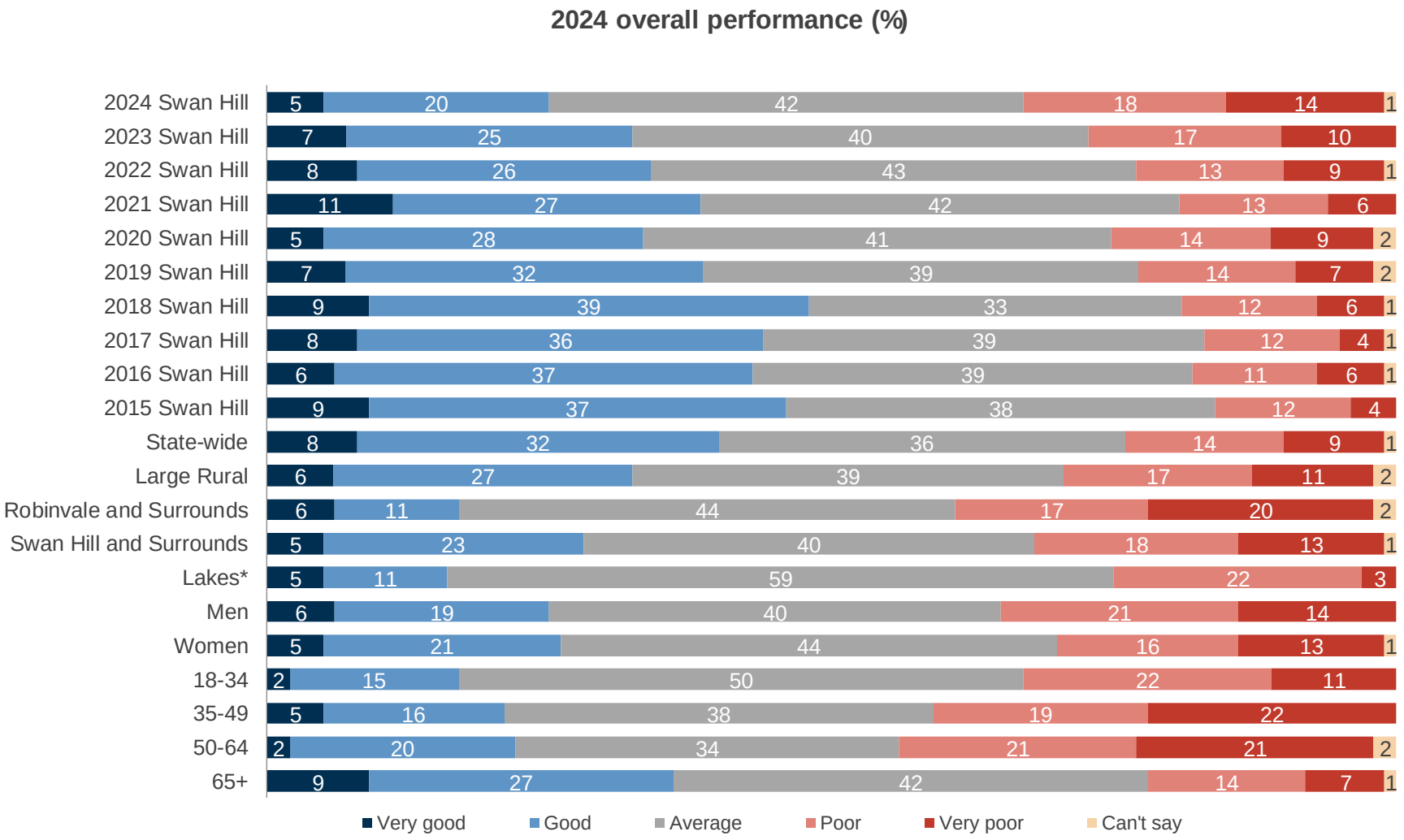
2024 overall performance (index scores)



	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	52	60	60	53	58	65	64	61	63
State-wide	56	59	61	58	60	59	59	59	60
Large Rural	52	55	58	55	56	56	54	54	56
Lakes	47	40	45	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	51	54	56	n/a	n/a	n/a	n/a	n/a	n/a
Women	52	51	55	53	56	59	58	58	60
Swan Hill	50	53	56	52	54	59	58	57	59
Men	49	54	57	51	53	58	58	55	57
18-34	53	45	55	54	52	55	56	54	60
Robinvale and Surrounds	50	52	57	n/a	n/a	n/a	n/a	n/a	n/a
35-49	49	54	54	52	56	56	54	55	57
50-64	45	48	53	49	51	58	53	57	53

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Swan Hill Rural City 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.
**Caution: small sample size < n=30*

Overall performance



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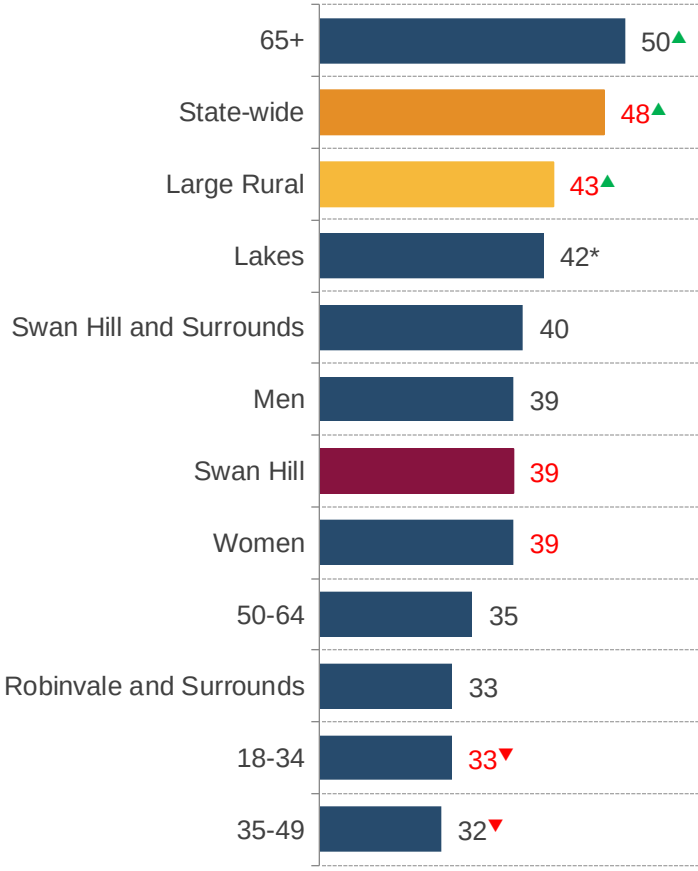
Value for money in services and infrastructure

2024 value for money (index scores)



	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	47	55	55	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	49	53	54	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	45	48	50	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	43	32	36	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	44	46	49	n/a	n/a	n/a	n/a	n/a	n/a
Men	39	45	47	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	43	44	48	n/a	n/a	n/a	n/a	n/a	n/a
Women	46	42	48	n/a	n/a	n/a	n/a	n/a	n/a
50-64	37	42	48	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	38	38	44	n/a	n/a	n/a	n/a	n/a	n/a
18-34	43	33	46	n/a	n/a	n/a	n/a	n/a	n/a
35-49	40	41	40	n/a	n/a	n/a	n/a	n/a	n/a

Q3b. How would you rate Swan Hill Rural City Council at providing good value for money in infrastructure and services provided to your community?
Base: All respondents. Councils asked State-wide: 61 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.
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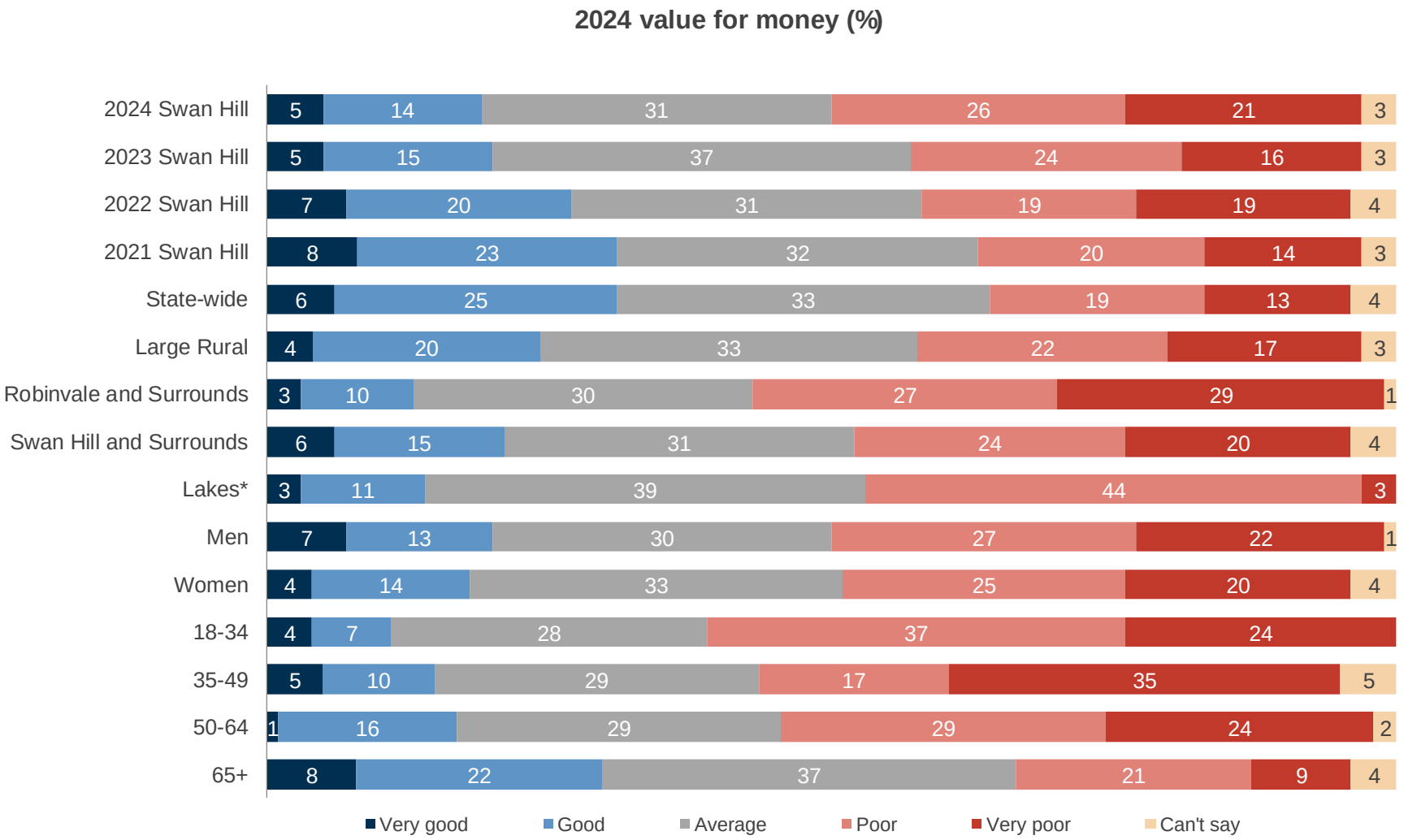
Value for money in services and infrastructure



Q3b. How would you rate Swan Hill Rural City Council at providing good value for money in infrastructure and services provided to your community?
Base: All respondents. Councils asked State-wide: 61 Councils asked group: 18
**Caution: small sample size < n=30*

Top performing service areas

Waste management (index score of 70) is the again the area where Council performs best.

- Council performs significantly higher than both the Large Rural group and the State-wide average in this service area (65 and 67 respectively).
- Residents aged 18 to 34 years (64) rate Council's performance significantly lower than average.
- Performance ratings across geographic cohorts are not significantly different from the average.
- Waste management has a moderately positive influence on perceptions of overall performance, so maintaining this result is warranted.

The appearance of public areas is Council's next highest rated service area (index score of 64). Perceptions in this area have held steady, not recovering yet from the significant decline last year.

- In this service area, Council performs in line with the Large Rural group and significantly lower than the State-wide average (66 and 68 respectively).
- Residents aged 18 to 34 years, as well as those in Robinvale and Surrounds (index scores of 57 for each) rate Council significantly lower than average. Conversely, those aged 65 years and older (index score of 71) rate Council significantly higher.

Low performing service areas

Council scores lowest in the area of the maintenance of unsealed roads (index score of 32), down a significant seven points.

- Council performs in line with the Large Rural group (index score of 34) and significantly lower than the State-wide average (index score of 36).

The next lowest rated service areas, which have both experienced significant decline in perceptions, are:

- planning and building permits (index score of 34, down six points)
- sealed local roads (35, down nine points).

Both the condition of sealed local roads, and planning and building permits, have a moderately positive influence on perceptions of overall performance, so improvements are warranted.

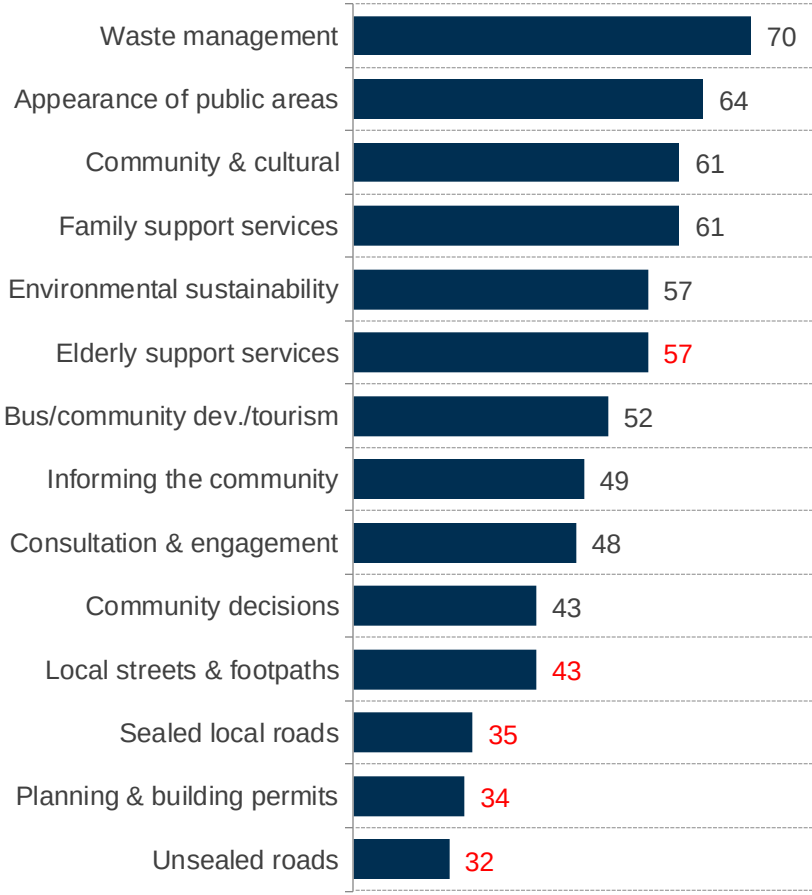
Sealed road maintenance is also mentioned most frequently as an area Council most needs to address to improve its performance (22% of residents).

Furthermore, sealed and unsealed roads are among the most important service areas for residents (importance index score of 85 for each).

In all three of these lowest rated service areas, perceptions declined significantly this year in the Swan Hill and Surrounds area.

Individual service area performance

2024 individual service area performance (index scores)

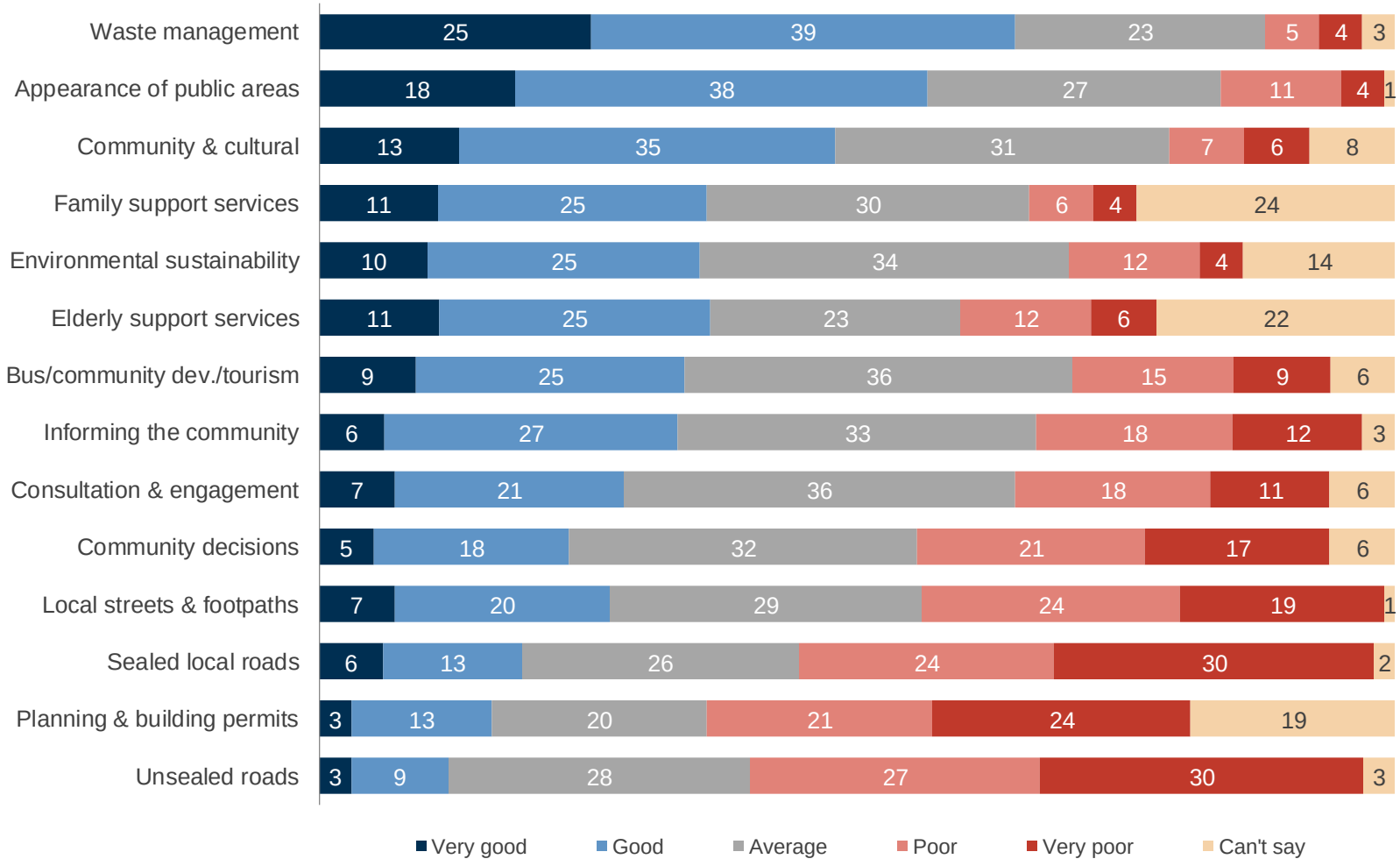


	2023	2022	2021	2020	2019	2018	2017	2016	2015
Waste management	70	69	71	n/a	n/a	68	72	72	75
Appearance of public areas	65	73	71	n/a	n/a	n/a	n/a	n/a	n/a
Community & cultural	59	59	63	n/a	n/a	n/a	n/a	n/a	n/a
Family support services	60	65	63	n/a	n/a	64	65	67	63
Environmental sustainability	58	60	61	n/a	n/a	n/a	n/a	n/a	n/a
Elderly support services	61	64	65	n/a	n/a	65	67	69	70
Bus/community dev./tourism	53	51	54	n/a	n/a	60	59	62	55
Informing the community	51	50	55	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	50	48	51	52	54	55	58	55	54
Community decisions	45	45	48	45	51	54	53	53	51
Local streets & footpaths	48	52	52	n/a	n/a	54	52	53	55
Sealed local roads	44	51	52	44	46	50	49	48	52
Planning & building permits	40	44	48	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed roads	39	39	43	n/a	n/a	n/a	n/a	n/a	n/a

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

Individual service area performance

2024 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18

Individual service area importance

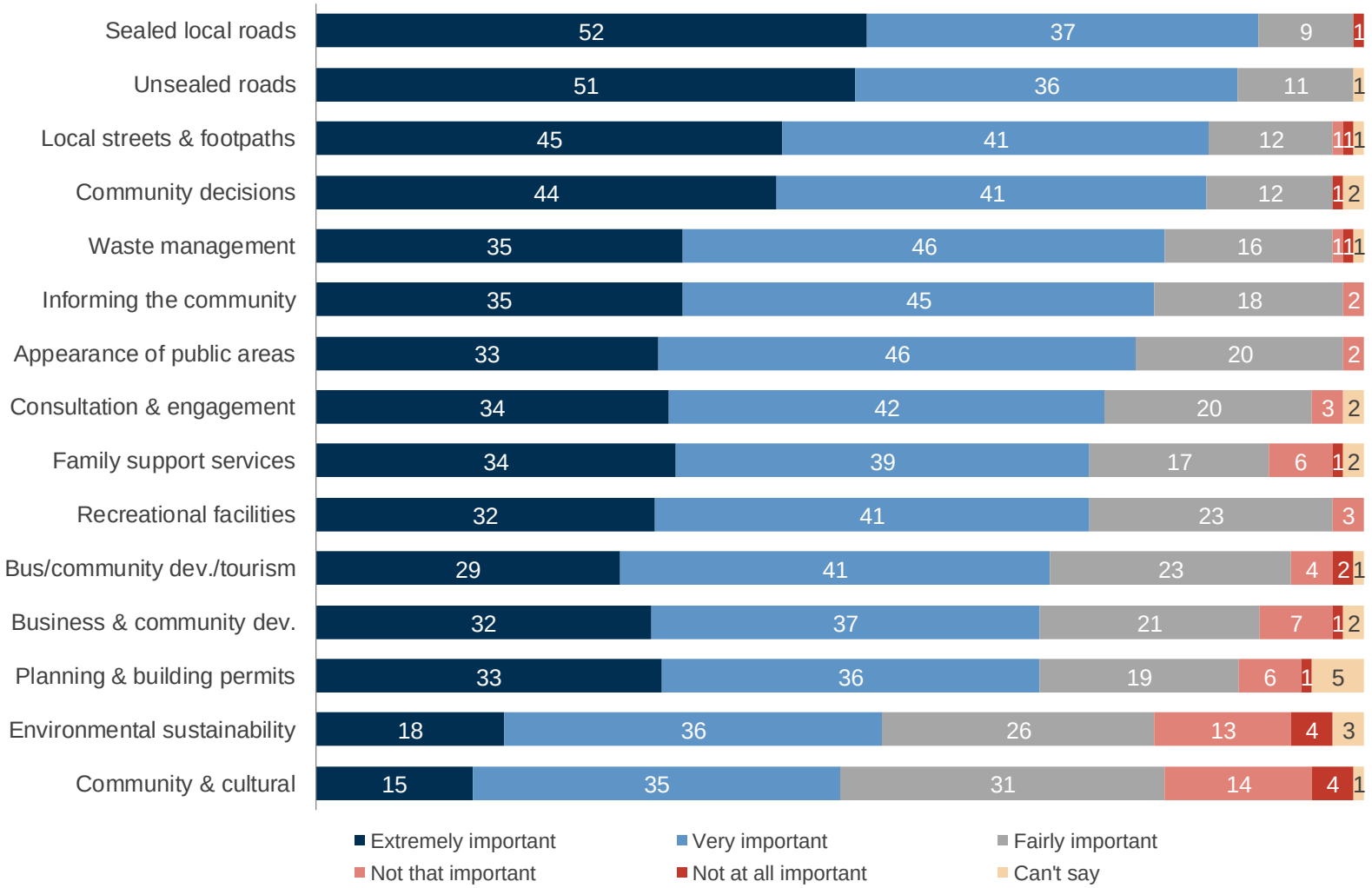
2024 individual service area importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Sealed local roads	83	83	81	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed roads	83	81	79	n/a	n/a	n/a	n/a	n/a	n/a
Local streets & footpaths	79	83	81	n/a	n/a	n/a	n/a	n/a	n/a
Community decisions	79	81	84	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	76	79	78	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	76	81	80	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	73	78	78	n/a	n/a	n/a	n/a	n/a	n/a
Family support services	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	73	77	74	n/a	n/a	n/a	n/a	n/a	n/a
Planning & building permits	71	73	72	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	62	67	68	n/a	n/a	n/a	n/a	n/a	n/a
Community & cultural	61	66	64	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

Individual service area importance

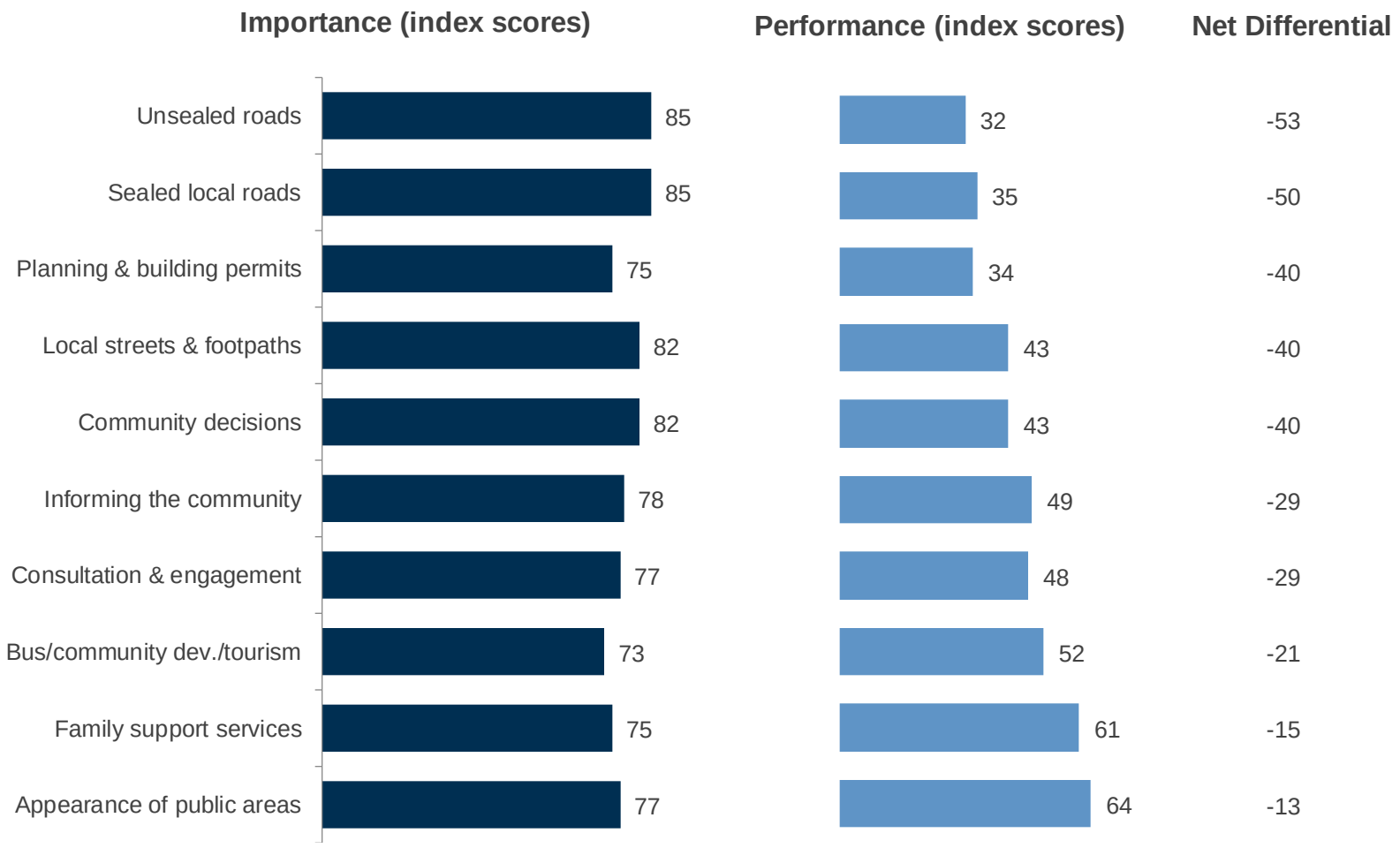
2024 individual service area importance (%)



Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 9

Individual service areas importance vs performance

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



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.

Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance. Currently, Council performs poorly in this area (index score of 43).

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

- The condition of sealed local roads
- Business, community development and tourism
- Community consultation and engagement
- Planning and building permits
- Waste management
- Community and cultural activities.

Looking at these key service areas only, waste management has a high performance index score (70) and a moderate influence on the overall performance rating.

Maintaining this positive result should remain a focus – but there is greater work to be done elsewhere.

Council performs relatively less well on business, community development and tourism (index score of 52), which is also a moderate influence on overall perceptions.

A focus on providing opportunities for the community and local business, including around tourism, can also help to shore up positive overall opinion of Council.

However, most in need of attention are areas where Council is currently performing poorly, including planning and building permits (index score of 34) and the stronger influence of local sealed roads (index score of 35).

Council performance is also rated as below average on community consultation (index score of 48), which is a moderate influence on overall perceptions.

It will be important to attend to the maintenance of sealed roads, and to consult with residents and address their concerns around Council's approach to planning and building permits, to help improve overall ratings of performance.

Regression analysis explained

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

In the charts that follow:

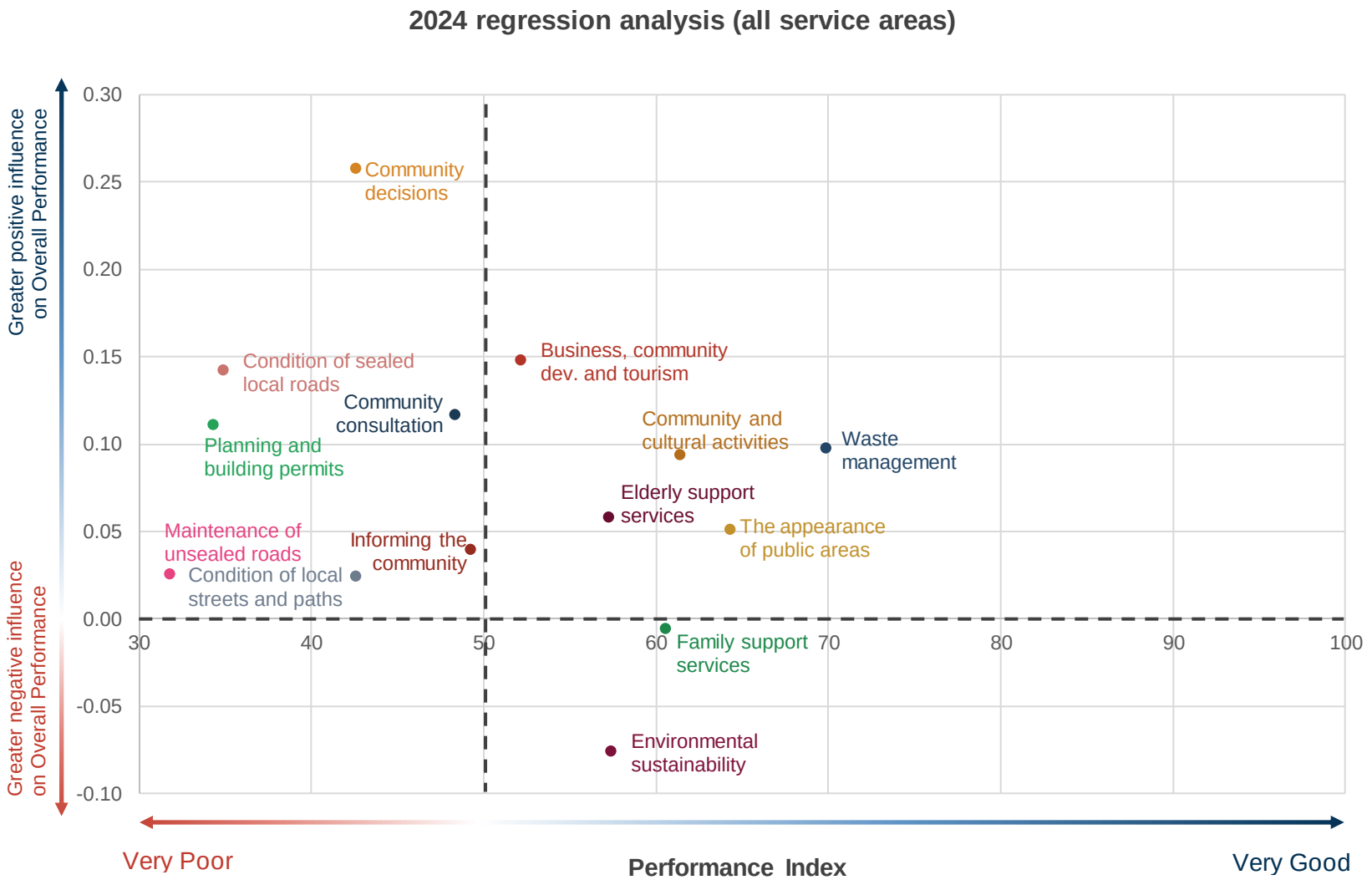
- The horizontal axis represents Council's performance index score for each individual service. Service areas appearing on the right side of the chart have a higher index score than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed.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

The regressions are shown on the following two charts.

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

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

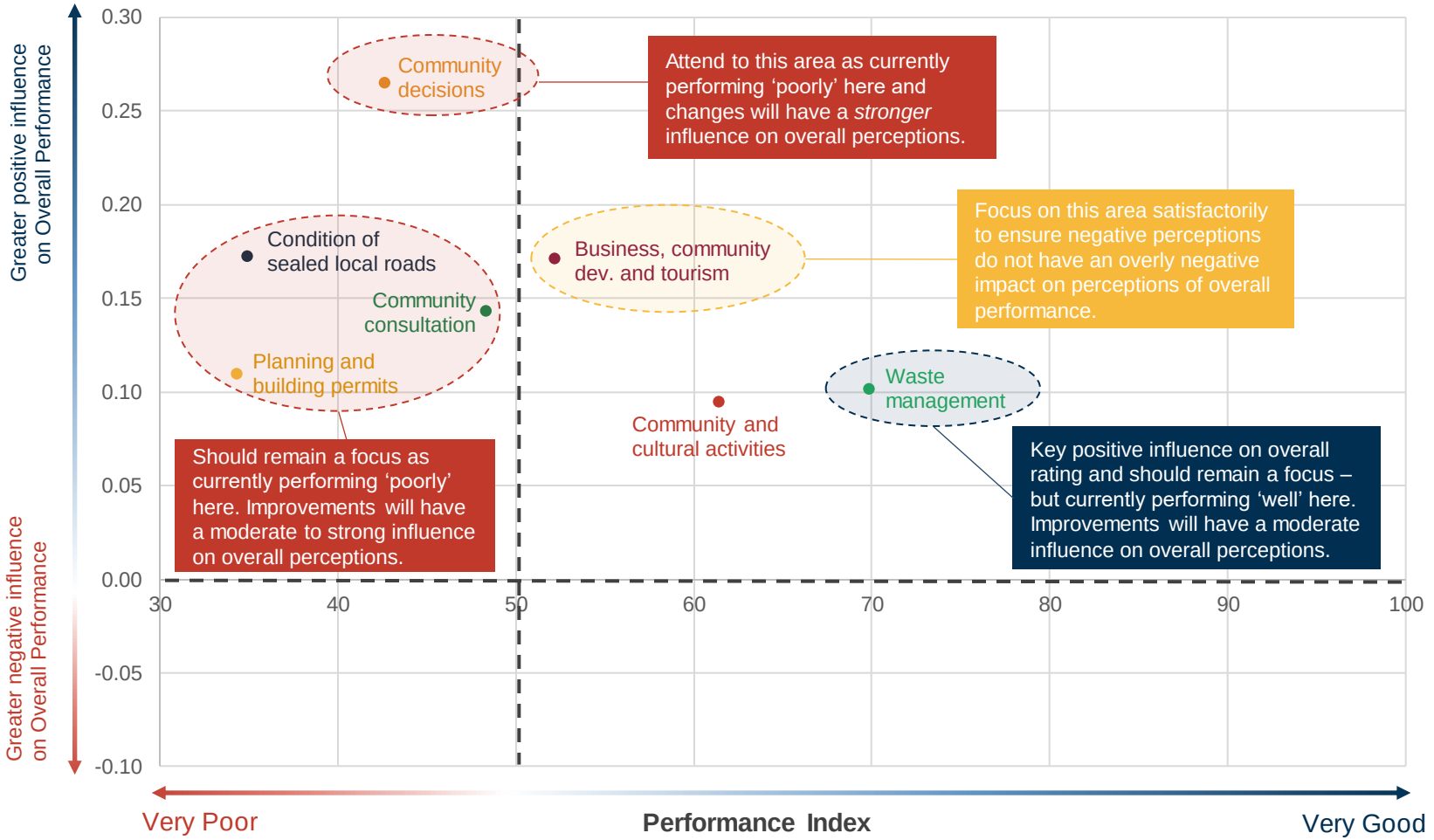
Influence on overall performance: all service areas



The multiple regression analysis model above (all service areas) has an R^2 value of 0.595 and adjusted R^2 value of 0.581, which means that 58% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 40.48. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.

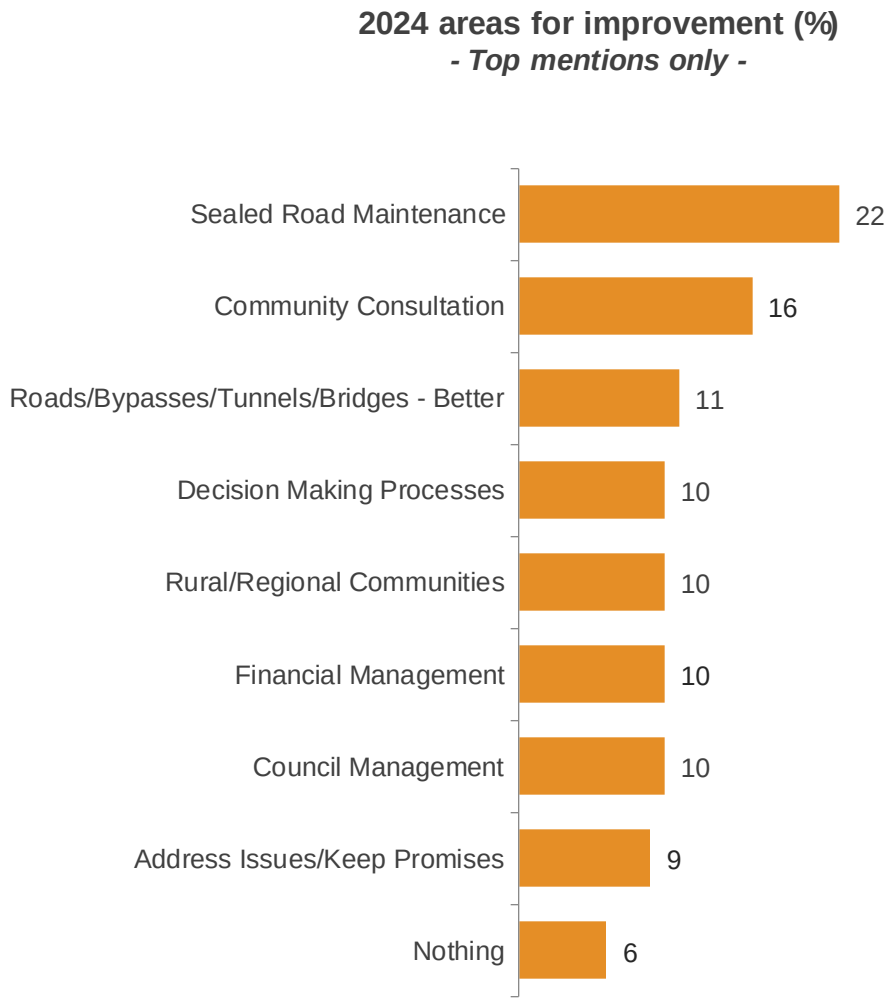
Influence on overall performance: key service areas

2024 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.586 and adjusted R^2 value of 0.579, which means that 58% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 79.29$.

Areas for improvement



Q17. What does Swan Hill Rural City Council MOST need to do to improve its performance?
Base: All respondents. Councils asked State-wide: 49 Councils asked group: 14
A verbatim listing of responses to this question can be found in the accompanying dashboard.

Customer service

Contact with council and customer service

Contact with council

Around two thirds of residents (65%) have had contact with Council in the last 12 months – the highest rate of contact with Council in a decade.

Rate of contact has increased significantly this year among women (68%, up 11 percentage points) and 18 to 34 year olds (73%, up 20 percentage points).

The most frequent contact methods are telephone (37%), in person (33%) and by email (26%). The use of email to contact Council has been increasing over time.

Customer service

Council's customer service index of 59 is four points lower than in 2023. This is not a significant change but is the lowest index score recorded since 2015.

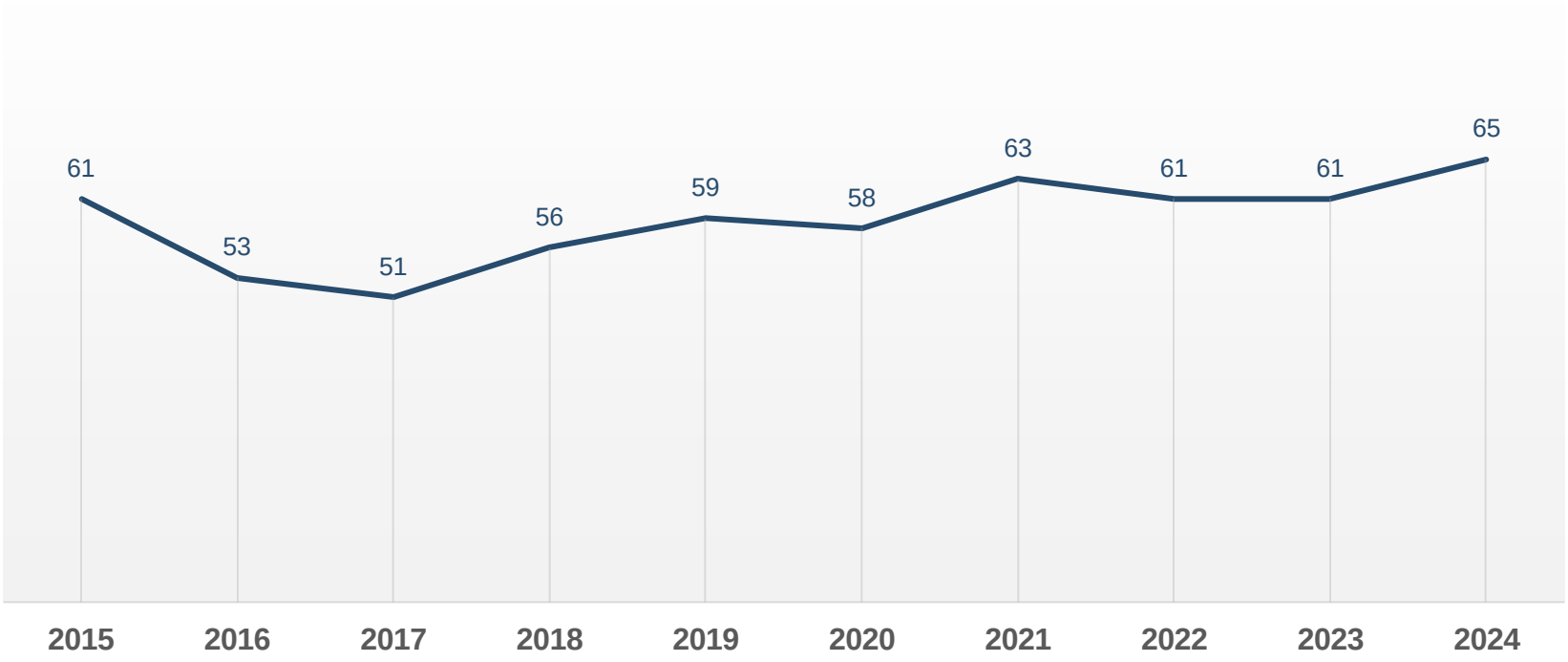
- Customer service is rated significantly lower than for the Large Rural group and the State-wide average (index scores of 65 and 67 respectively).
- No geographic or demographic group provide a customer service rating that is significantly higher or lower than the Council average.

Half of residents (50%) provide a positive customer service rating of 'very good' or 'good', far more than the 20% who provide a rating of 'very poor' or 'poor'.

Customer service ratings are similar across the three most frequently used channels – by telephone (index score of 60), in person (59) and via email (59).

Contact with council

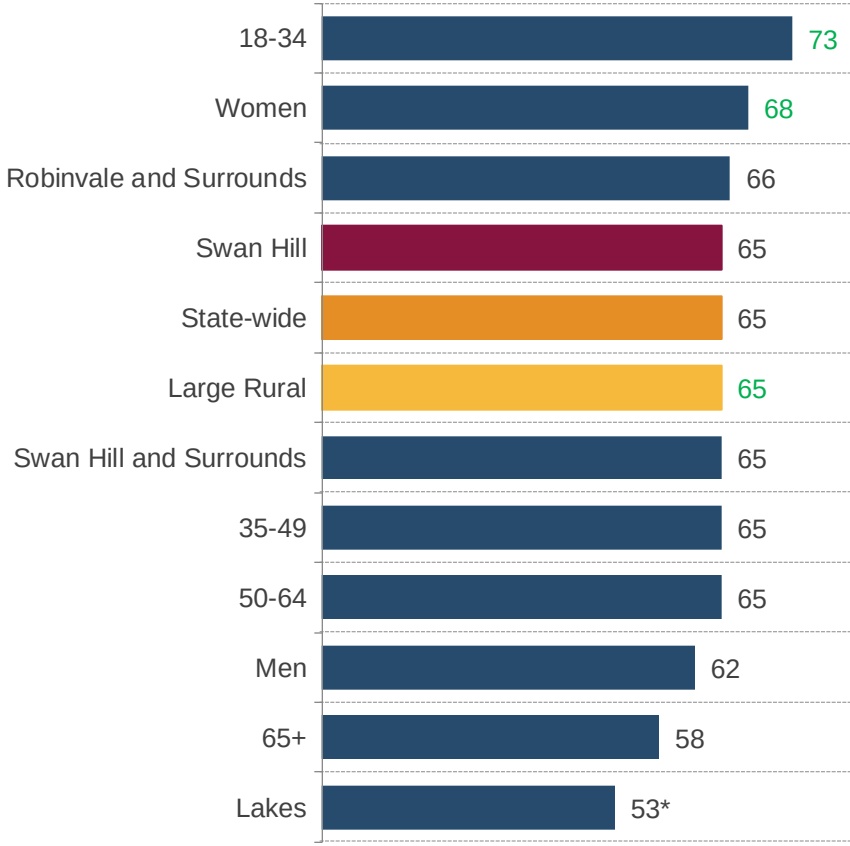
2024 contact with council (%)
Have had contact



Q5a. Have you or any member of your household had any recent contact with Swan Hill Rural City Council in any of the following ways?
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 9

Contact with council

2024 contact with council (%)

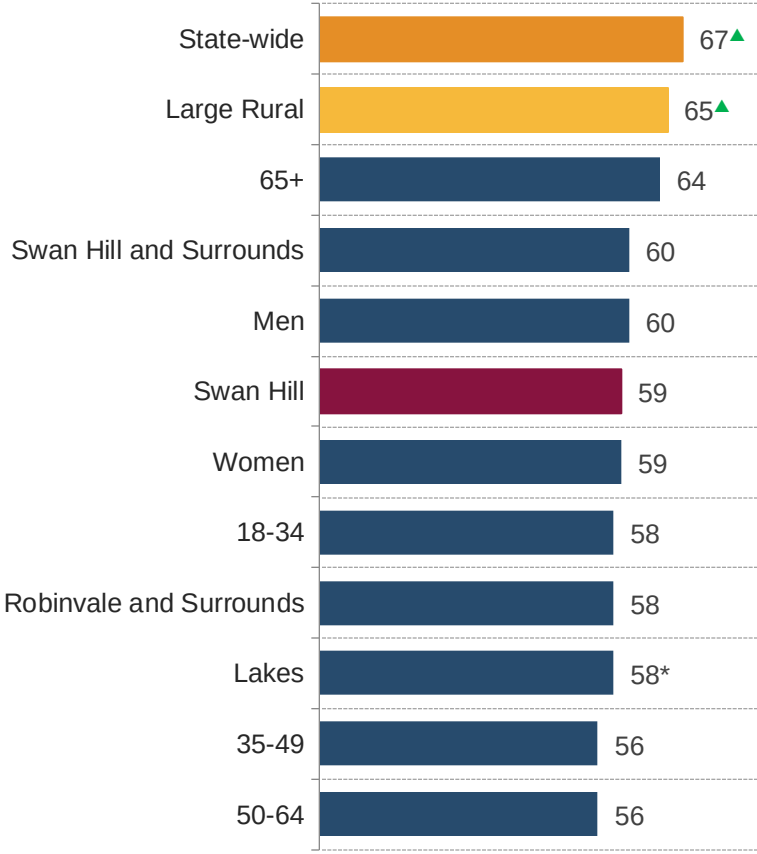


	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	73	53	57	64	46	60	54	44	55	60
Women	68	57	63	67	62	63	57	50	49	63
Robinvale and Surrounds	66	55	59	54	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	65	61	61	63	58	59	56	51	53	61
State-wide	65	64	63	62	64	63	61	58	58	60
Large Rural	65	62	62	63	63	61	62	57	57	59
Swan Hill and Surrounds	65	62	60	65	n/a	n/a	n/a	n/a	n/a	n/a
35-49	65	76	73	77	68	60	60	65	54	65
50-64	65	66	65	64	59	61	55	59	49	61
Men	62	65	59	59	53	55	56	52	58	58
65+	58	55	55	51	61	57	57	43	53	57
Lakes	53*	73	87	71	n/a	n/a	n/a	n/a	n/a	n/a

Q5a. Have you or any member of your household had any recent contact with Swan Hill Rural City Council in any of the following ways?
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Customer service rating

2024 customer service rating (index scores)

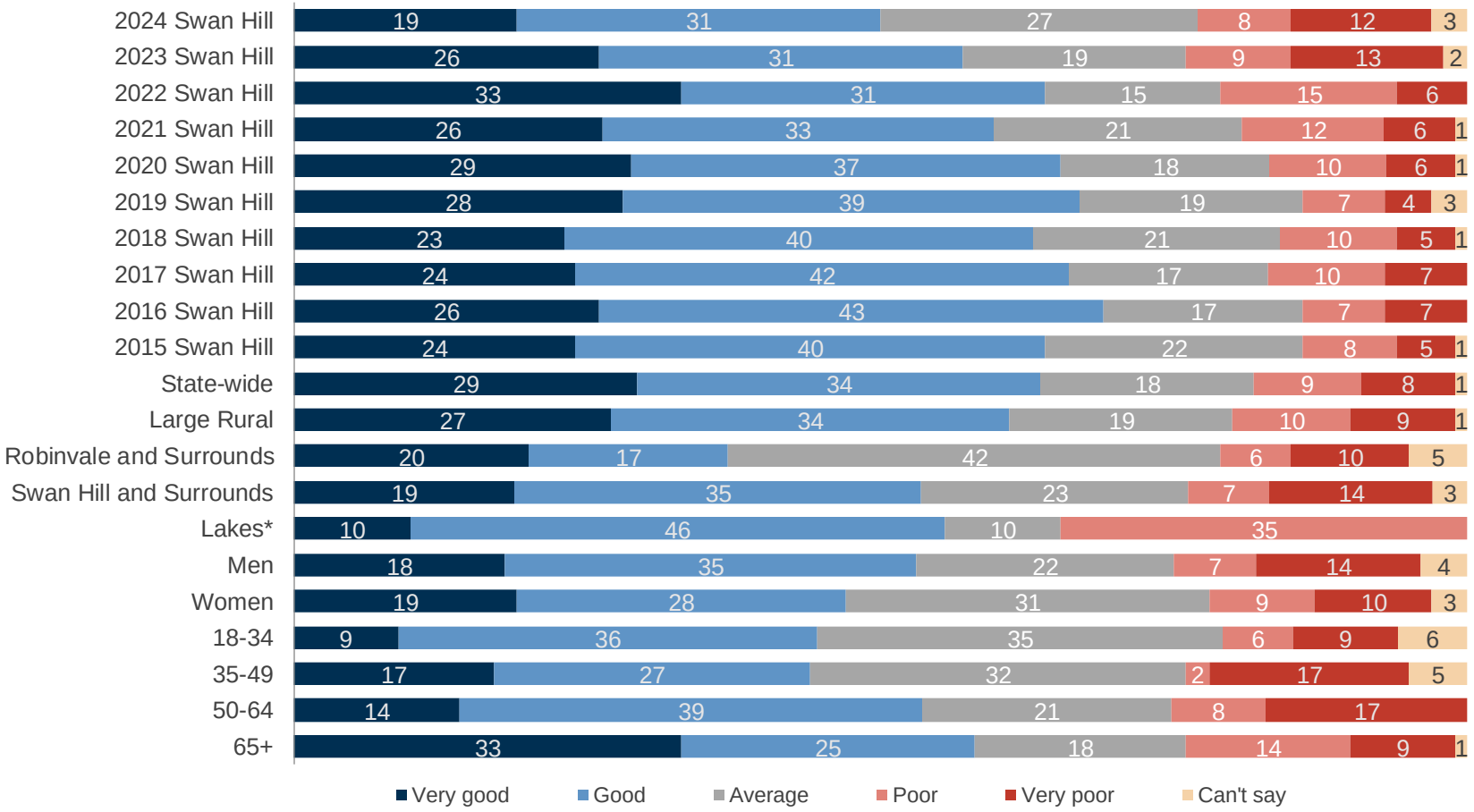


	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	67	68	70	70	71	70	69	69	70
Large Rural	65	67	68	68	69	67	66	67	67
65+	63	72	70	65	70	70	71	70	75
Swan Hill and Surrounds	63	68	67	n/a	n/a	n/a	n/a	n/a	n/a
Men	61	65	64	68	65	64	63	65	66
Swan Hill	63	67	66	69	70	67	67	68	68
Women	65	69	67	69	74	69	71	73	69
18-34	59	63	61	68	75	59	59	66	62
Robinvale and Surrounds	62	63	64	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	54	67	49	n/a	n/a	n/a	n/a	n/a	n/a
35-49	65	67	65	72	71	72	70	73	70
50-64	62	66	69	70	63	66	65	65	65

Q5c. Thinking of the most recent contact, how would you rate Swan Hill Rural City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked State-wide: 62 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Customer service rating

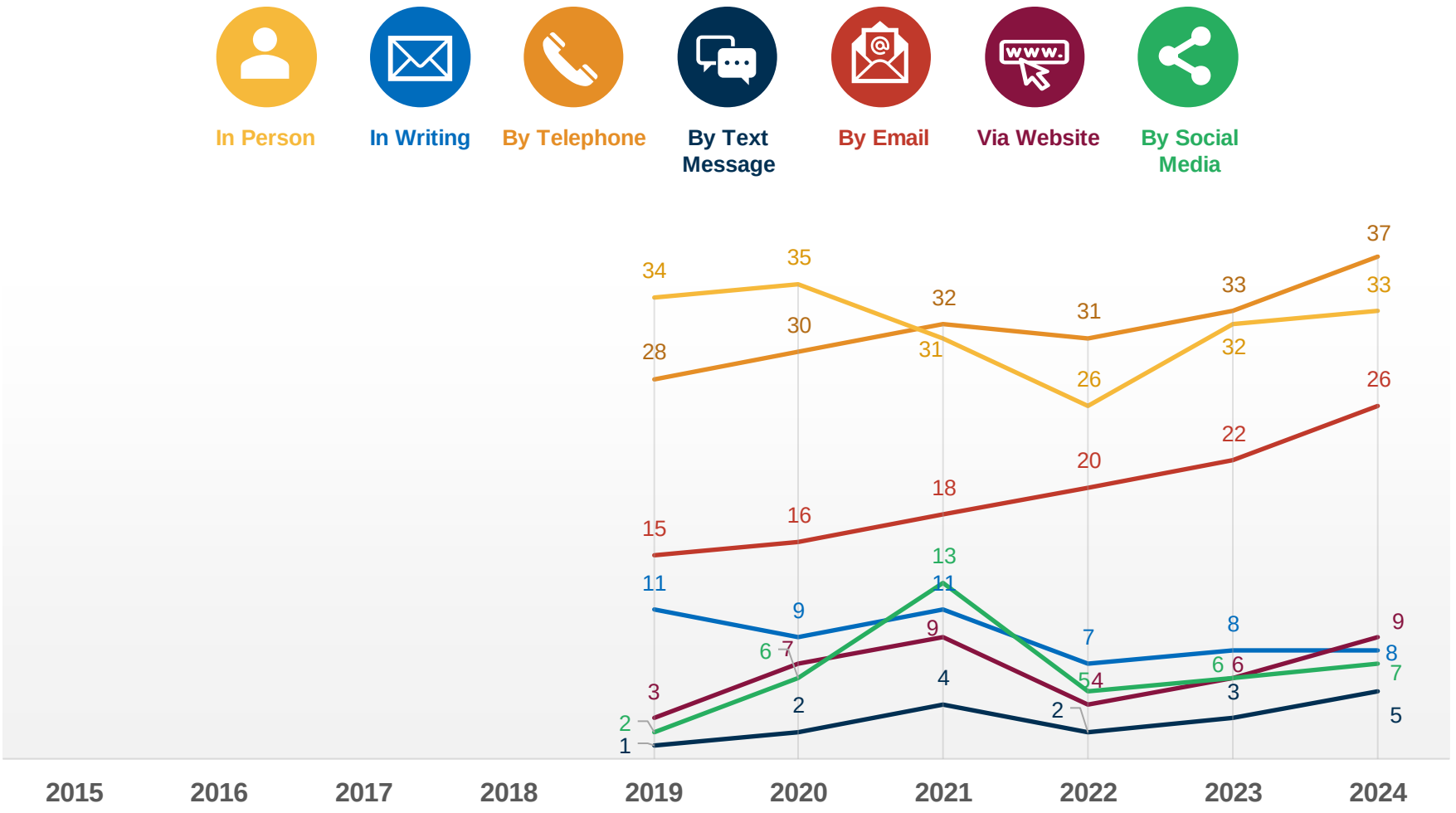
2024 customer service rating (%)



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

Method of contact with council

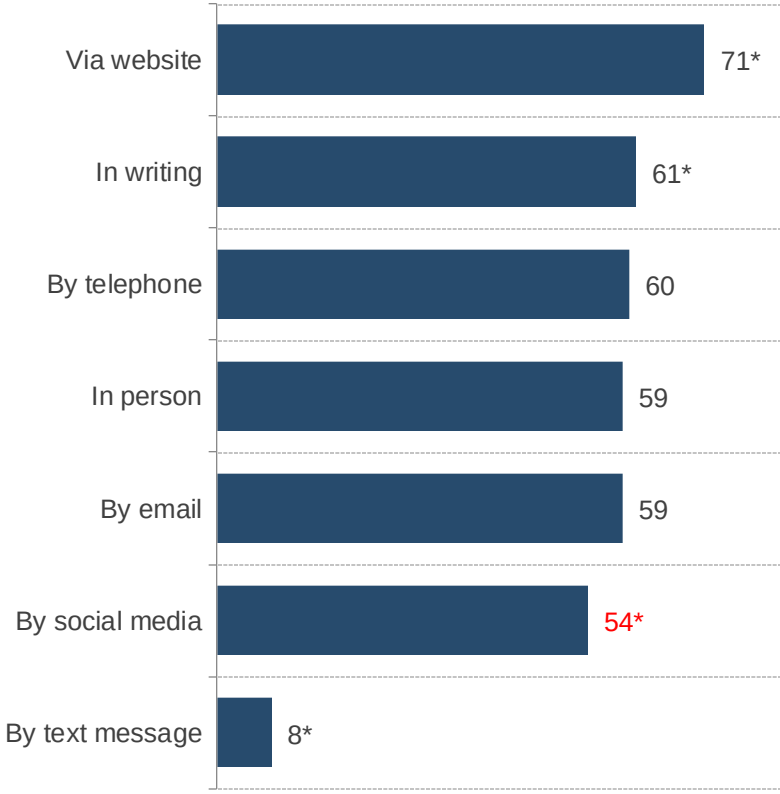
2024 method of contact (%)



Q5a. Have you or any member of your household had any recent contact with Swan Hill Rural City Council in any of the following ways?
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 9
Note: Respondents could name multiple contacts methods so responses may add to more than 100%

Customer service rating by method of last contact

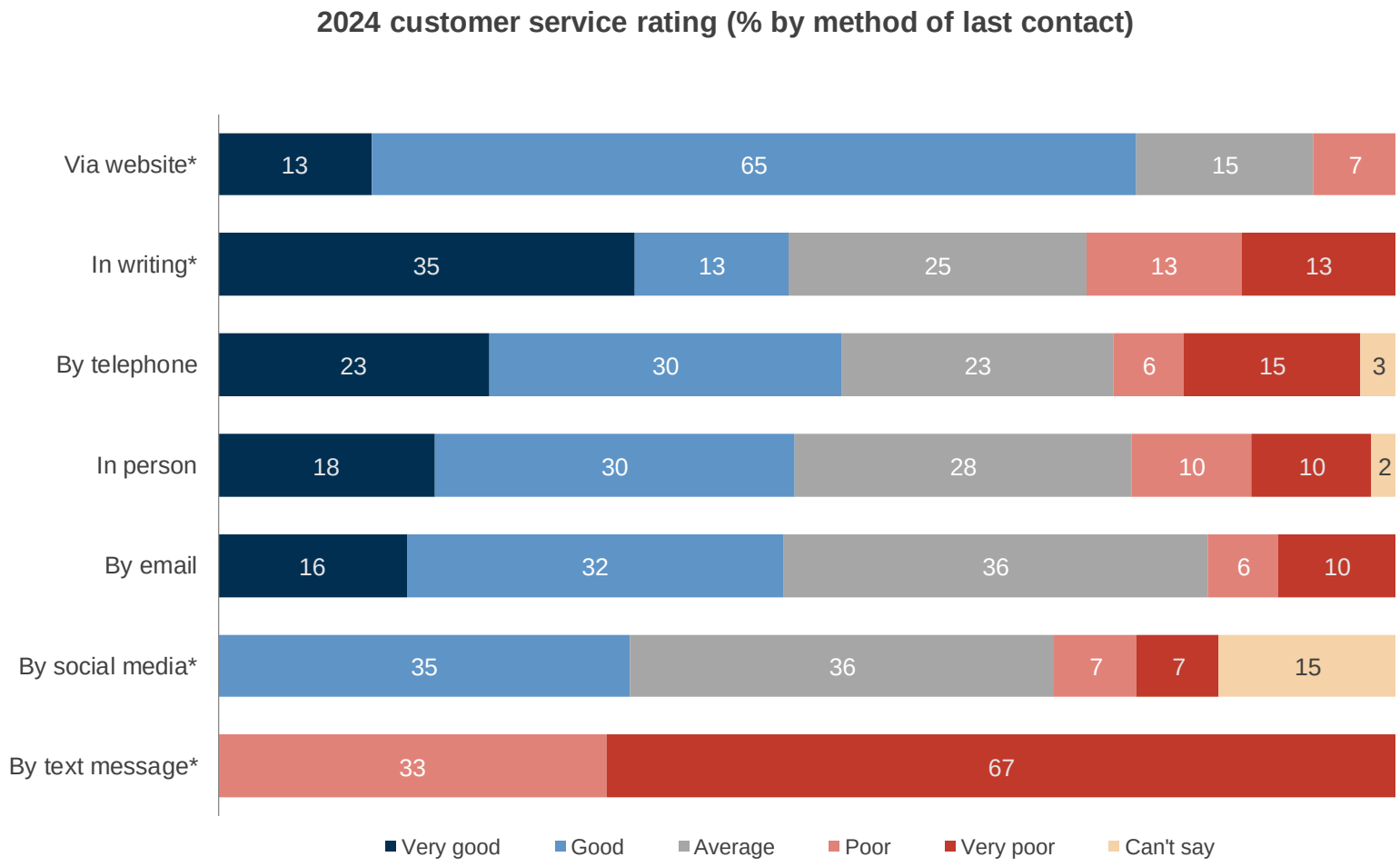
2024 customer service rating (index score by method of last contact)



	2023	2022	2021	2020	2019	2018	2017	2016	2015
Via website	75	58	69	57	36	n/a	n/a	n/a	n/a
In writing	53	47	73	68	56	n/a	n/a	n/a	n/a
By telephone	65	73	60	68	70	n/a	n/a	n/a	n/a
In person	63	72	69	71	73	n/a	n/a	n/a	n/a
By email	56	59	66	63	72	n/a	n/a	n/a	n/a
By social media	86	59	68	70	51	n/a	n/a	n/a	n/a
By text message	n/a	44	n/a	75	75	n/a	n/a	n/a	n/a

Q5c. Thinking of the most recent contact, how would you rate Swan Hill Rural City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked State-wide: 26 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Customer service rating by method of last contact



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Base: All respondents who have had contact with Council in the last 12 months.
Councils asked State-wide: 26 Councils asked group: 9
**Caution: small sample size < n=30*

Communication

Communication

The preferred form of communication from Council about news and information and upcoming events is via social media (26%). This is the first year that social media as a communications channel has been preferred ahead of other channels. This is followed by a Council newsletter sent via mail (21%) or a Council newsletter sent via email (20%).

The two largest changes in communication preferences are:

- a decline in the preference for advertising in a local newspaper (down nine percentage points to 10%)
- an increase in the preference for the use of social media (up eight percentage points to 26%).

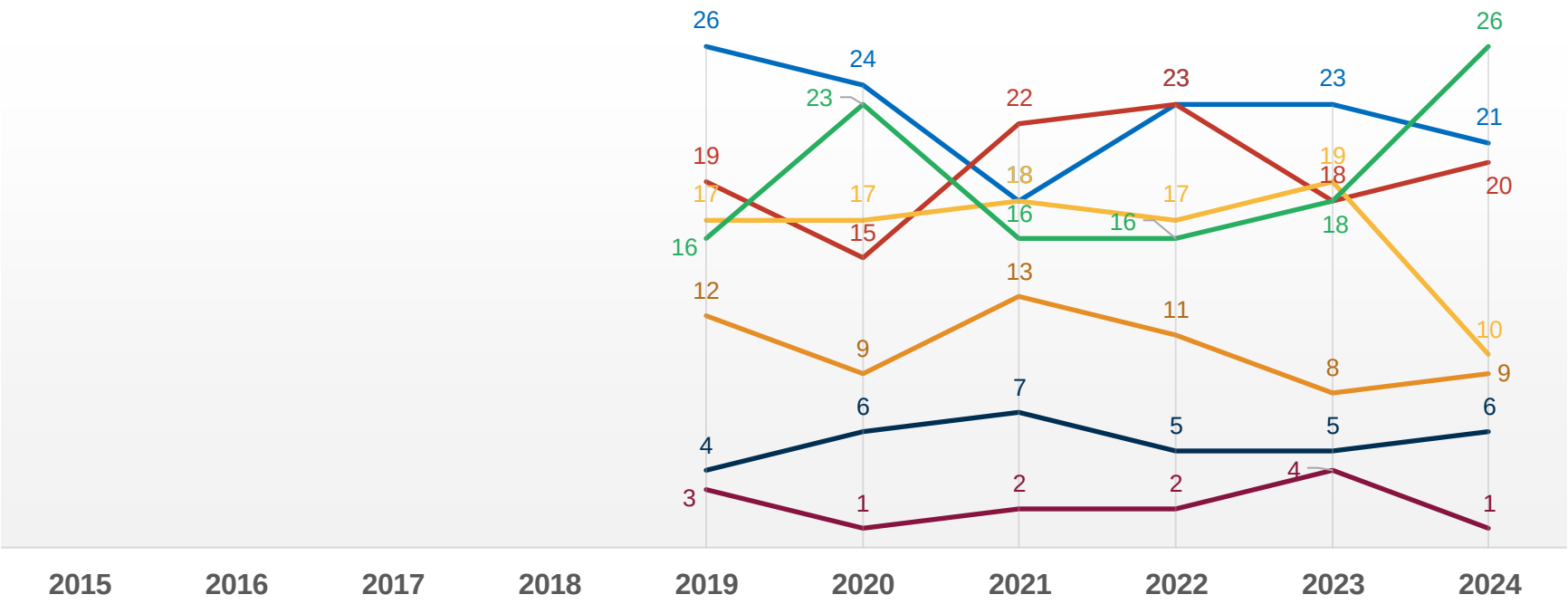
Preferences differ by age group.

- For residents aged under 50 years, the preference for social media communications has increased from 26% last year to 41% in 2024. No other communication channel comes close, with the next most preferred being a Council newsletter via mail (19%) or via email (18%).
- For residents aged 50 years and over, the preferred forms of communication are a newsletter via mail or via email (both 23%). This is followed by advertising in a local newspaper (17%).

Best form of communication

2024 best form of communication (%)

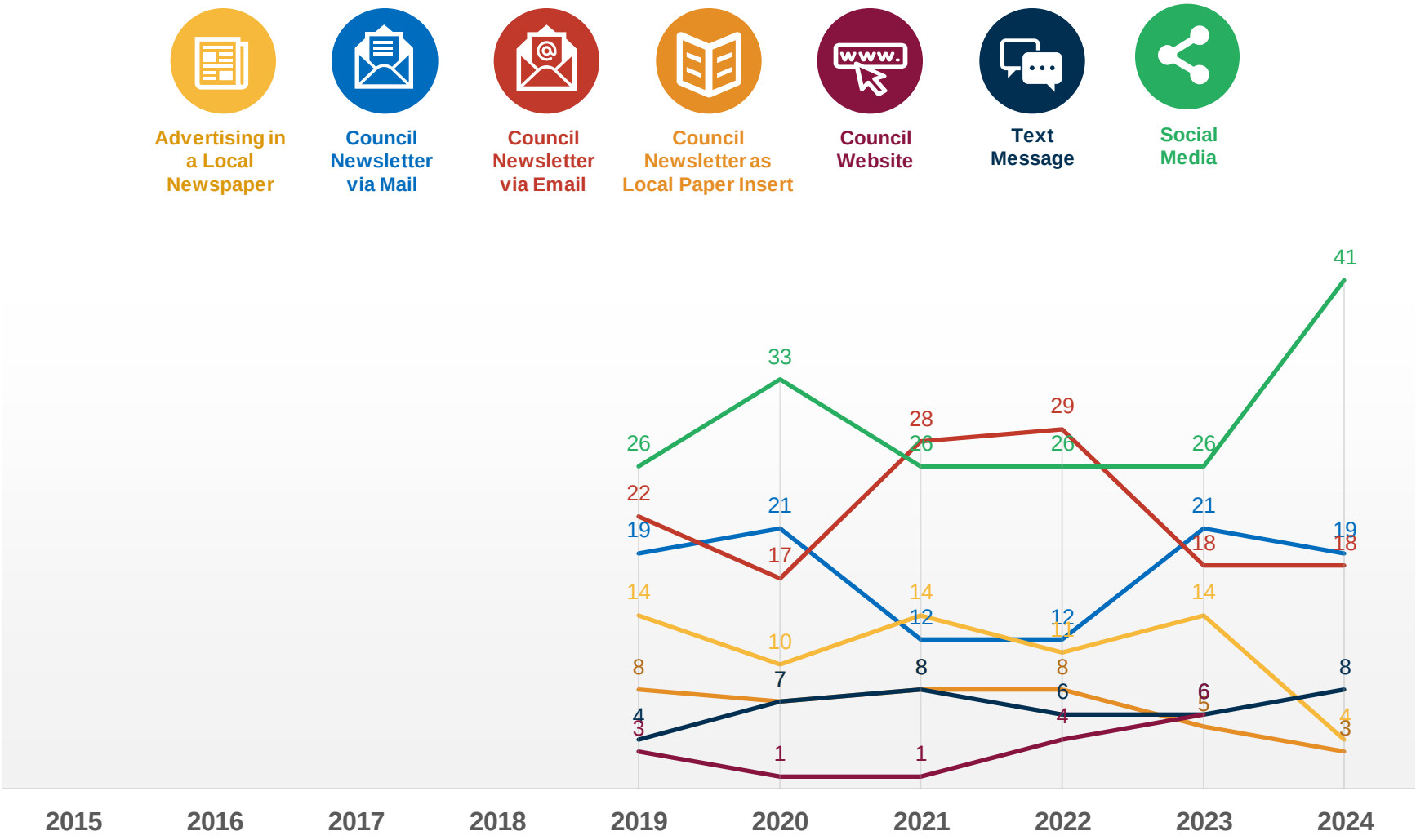
Advertising in a Local Newspaper
Council Newsletter via Mail
Council Newsletter via Email
Council Newsletter as Local Paper Insert
Council Website
Text Message
Social Media



Q13. If Swan Hill Rural City 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: 38 Councils asked group: 9

Best form of communication: under 50s

2024 under 50s best form of communication (%)

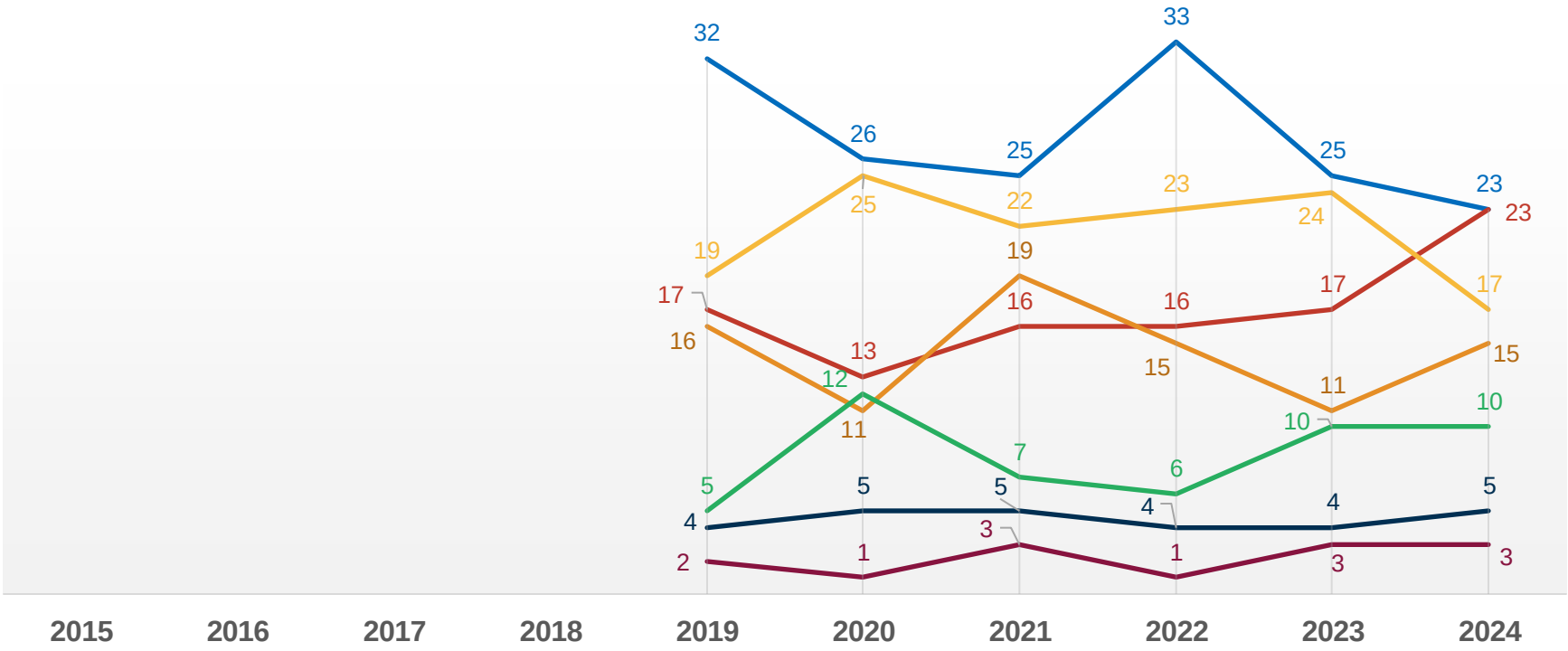


Q13. If Swan Hill Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
Base: All respondents aged under 50. Councils asked State-wide: 38 Councils asked group: 9

Best form of communication: 50+ years

2024 50+ years best form of communication (%)

Advertising in a Local Newspaper
Council Newsletter via Mail
Council Newsletter via Email
Council Newsletter as Local Paper Insert
Council Website
Text Message
Social Media



Q13. If Swan Hill Rural City 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 50+ years. Councils asked State-wide: 38 Councils asked group: 9

Council direction

Council direction

Council's overall direction index score of 40 is the lowest recorded in a decade. Perceptions of the direction of Council's overall performance have been in a slow but steady decline since 2021.

Council performs in line with the Large Rural group (index score of 42) on this measure and significantly lower than the State-wide average (index score of 45).

- Lakes region residents (index score of 54) rate overall direction significantly higher than average.
- The least satisfied with council direction are residents aged 50 to 64 years or men (index scores of 36 and 38 respectively). Neither of these scores are significantly lower than Council's average score.

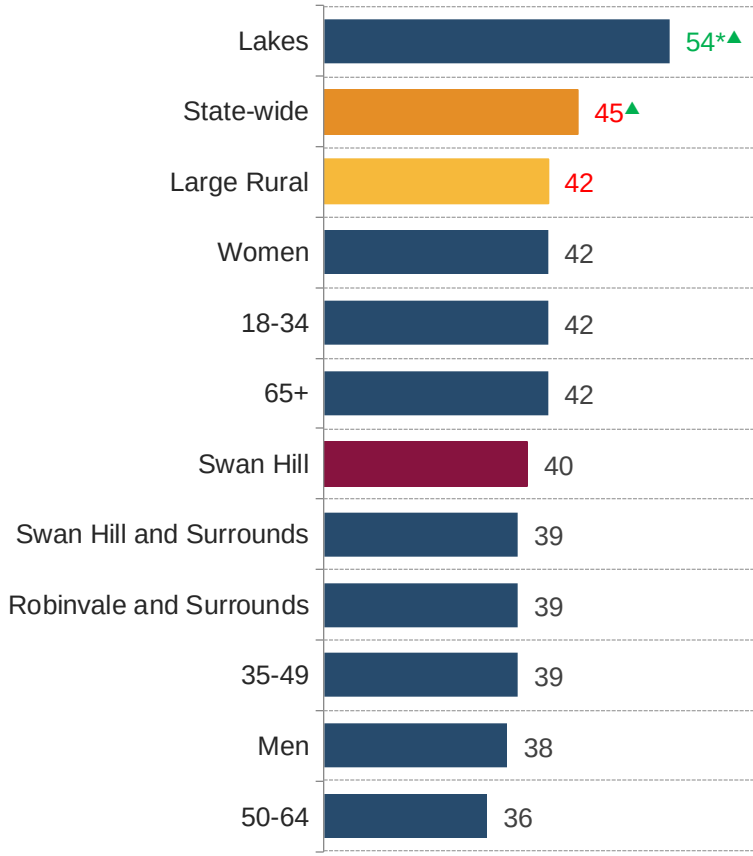
Over the last 12 months, 57% believe the direction of Council's overall performance has stayed the same, down two percentage points on 2023.

- Just 11% believe the direction has improved in the last 12 months (unchanged from 2023).
- Three in ten residents (30%) believe it has deteriorated (up two points on 2023).

When it comes to the trade off between rates and services, residents have a clear preference for cuts in council services to keep council rates at the same level as they are now (54%) over rate rises to improve local services (22% would prefer this).

Overall council direction last 12 months

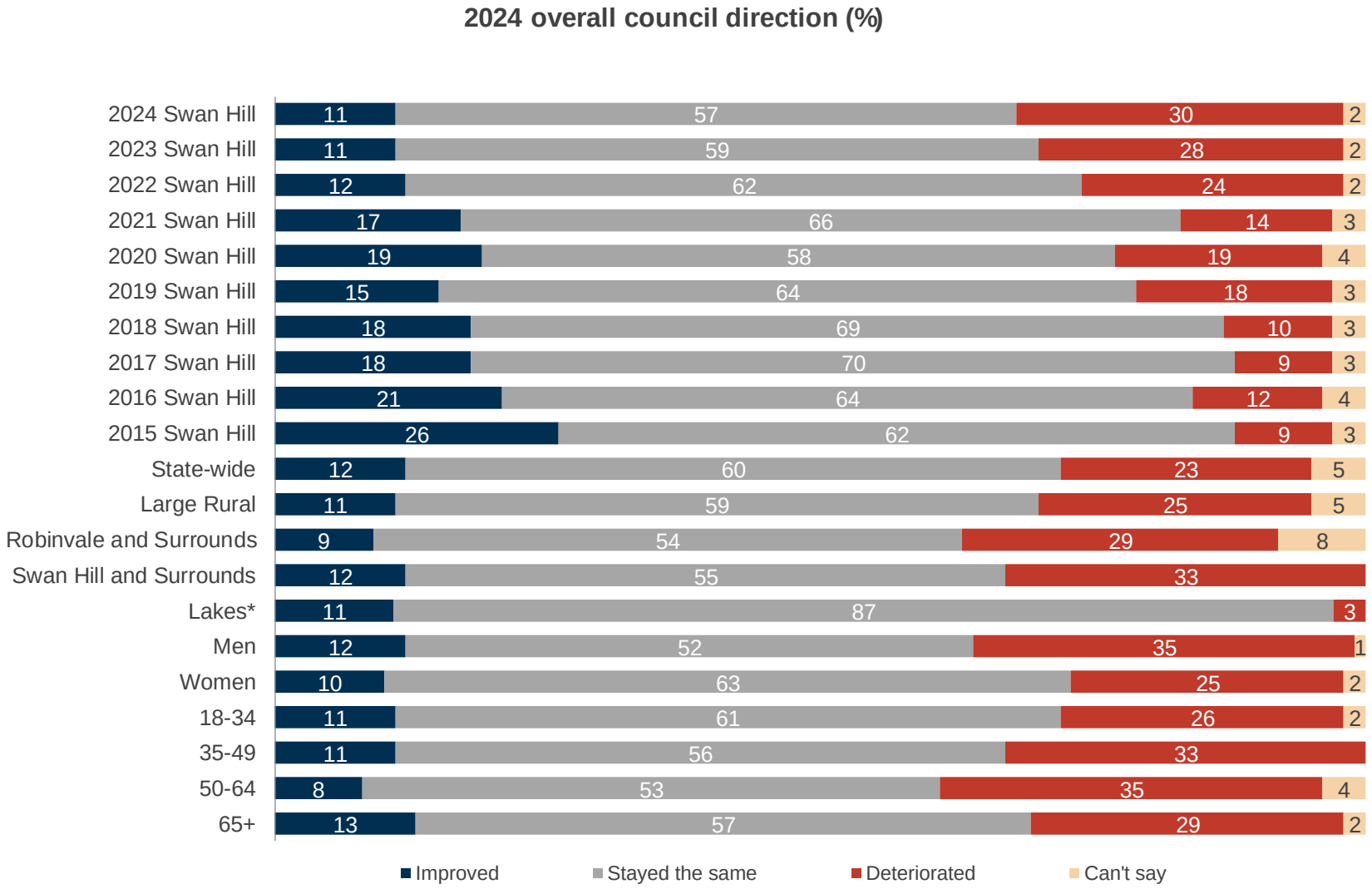
2024 overall council direction (index scores)



	2023	2022	2021	2020	2019	2018	2017	2016	2015
Lakes	36	46	37	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	46	50	53	51	53	52	53	51	53
Large Rural	44	47	51	50	51	52	52	48	51
Women	43	44	50	50	49	53	57	54	59
18-34	43	42	55	59	49	57	57	60	62
65+	45	47	53	47	48	57	55	54	59
Swan Hill	41	44	52	50	48	54	55	54	59
Swan Hill and Surrounds	42	43	50	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	40	49	61	n/a	n/a	n/a	n/a	n/a	n/a
35-49	40	49	51	44	50	50	53	52	61
Men	39	44	53	49	47	55	52	55	59
50-64	34	34	44	47	45	50	53	50	51

Q6. Over the last 12 months, what is your view of the direction of Swan Hill Rural City 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.
**Caution: small sample size < n=30*

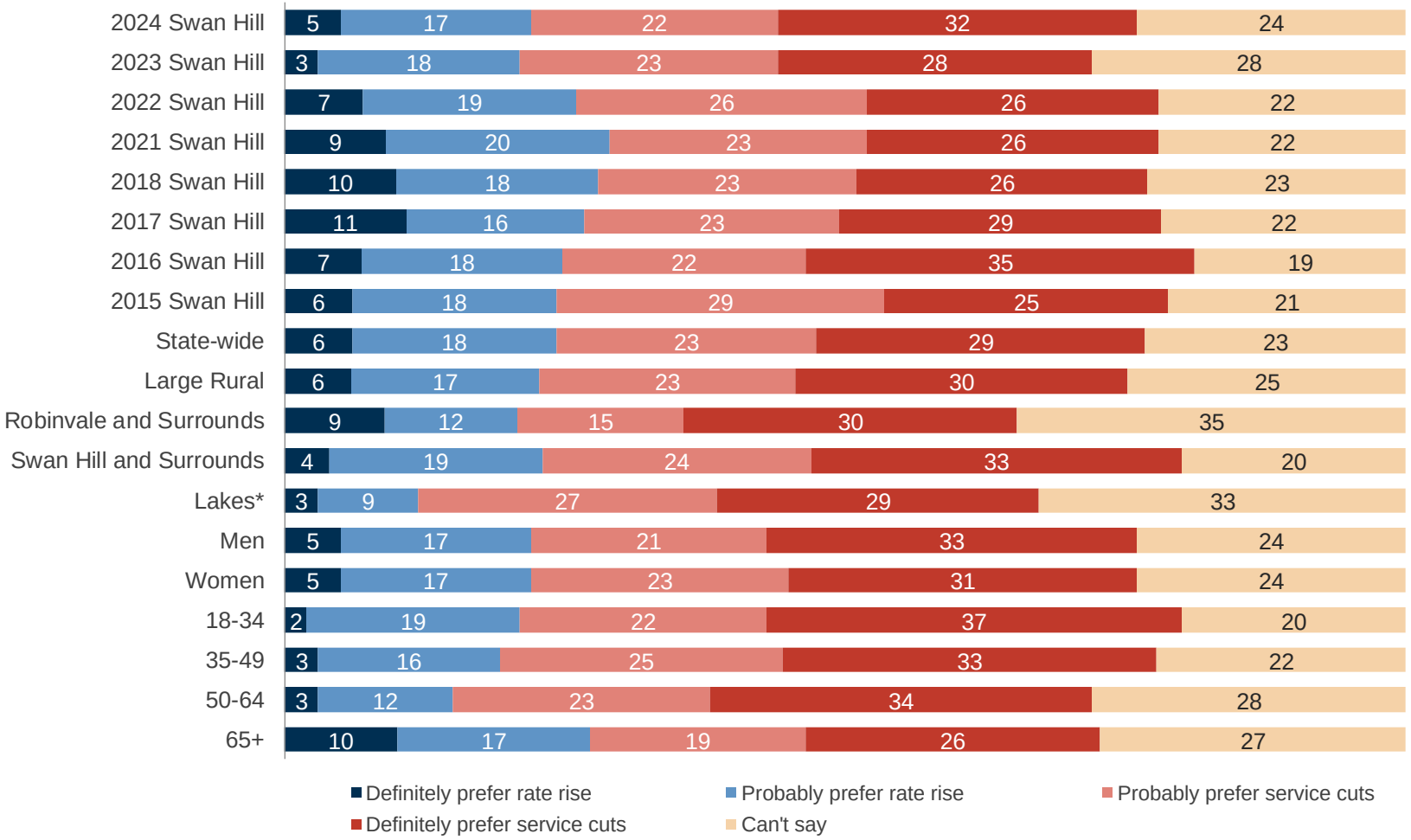
Overall council direction last 12 months



Q6. Over the last 12 months, what is your view of the direction of Swan Hill Rural City Council's overall performance?
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18
**Caution: small sample size < n=30*

Rates / services trade-off

2024 rates / services trade-off (%)

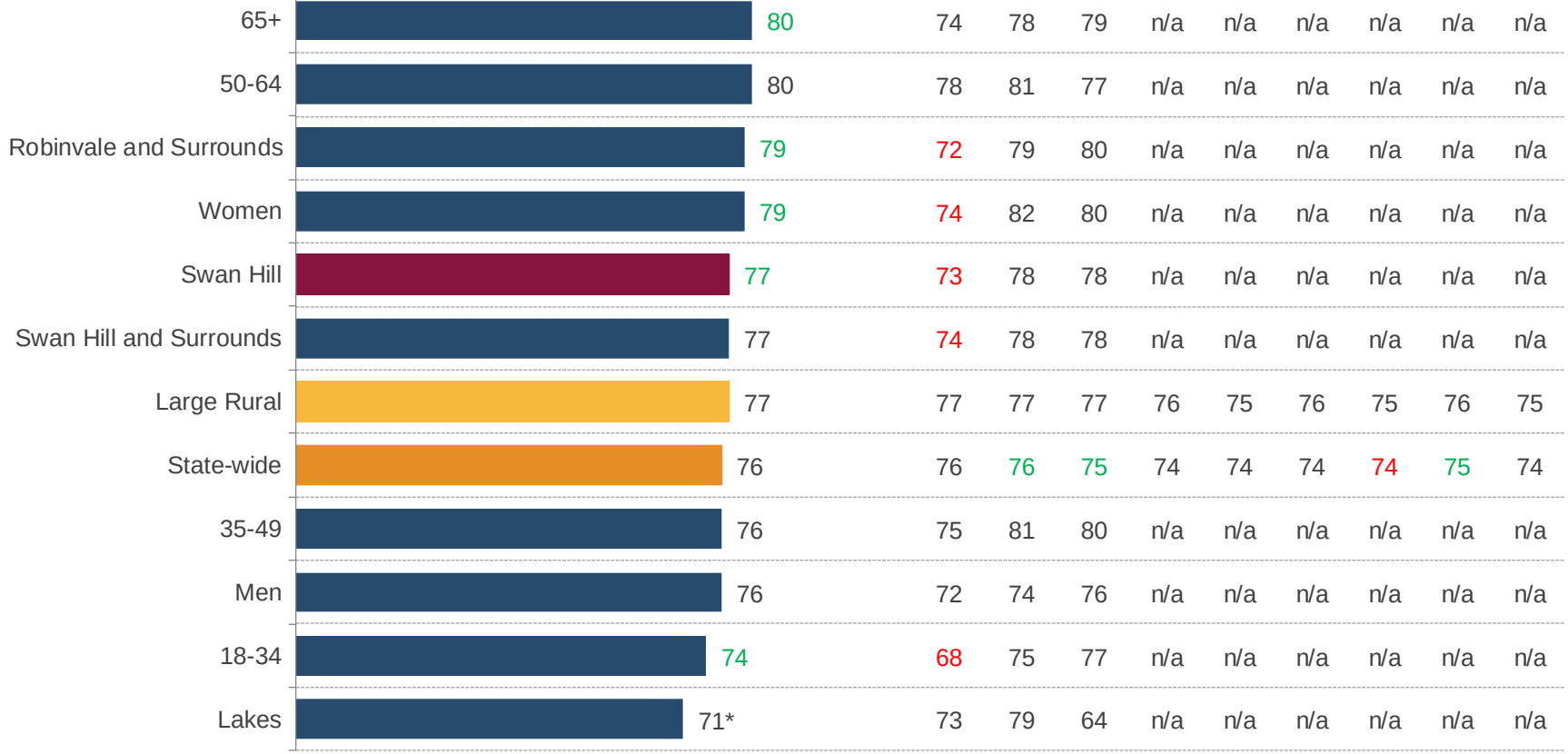


Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?
Base: All respondents. Councils asked State-wide: 19 Councils asked group: 6
**Caution: small sample size < n=30*

Individual service areas

Community consultation and engagement importance

2024 consultation and engagement importance (index scores)

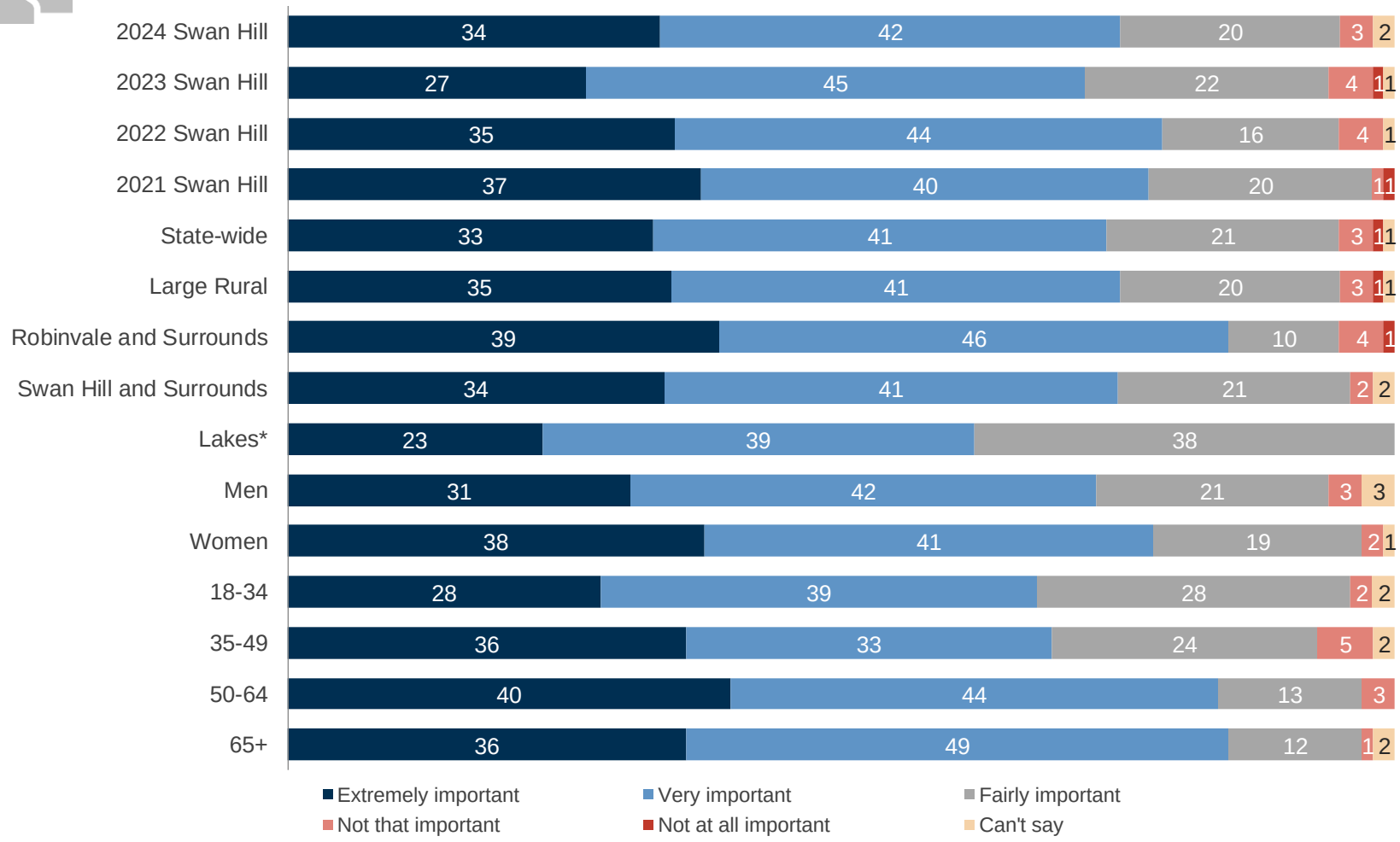


	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	74	78	79	n/a	n/a	n/a	n/a	n/a	n/a
50-64	78	81	77	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	72	79	80	n/a	n/a	n/a	n/a	n/a	n/a
Women	74	82	80	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	73	78	78	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	74	78	78	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	77	77	77	76	75	76	75	76	75
State-wide	76	76	75	74	74	74	74	75	74
35-49	75	81	80	n/a	n/a	n/a	n/a	n/a	n/a
Men	72	74	76	n/a	n/a	n/a	n/a	n/a	n/a
18-34	68	75	77	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	73	79	64	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Community consultation and engagement importance

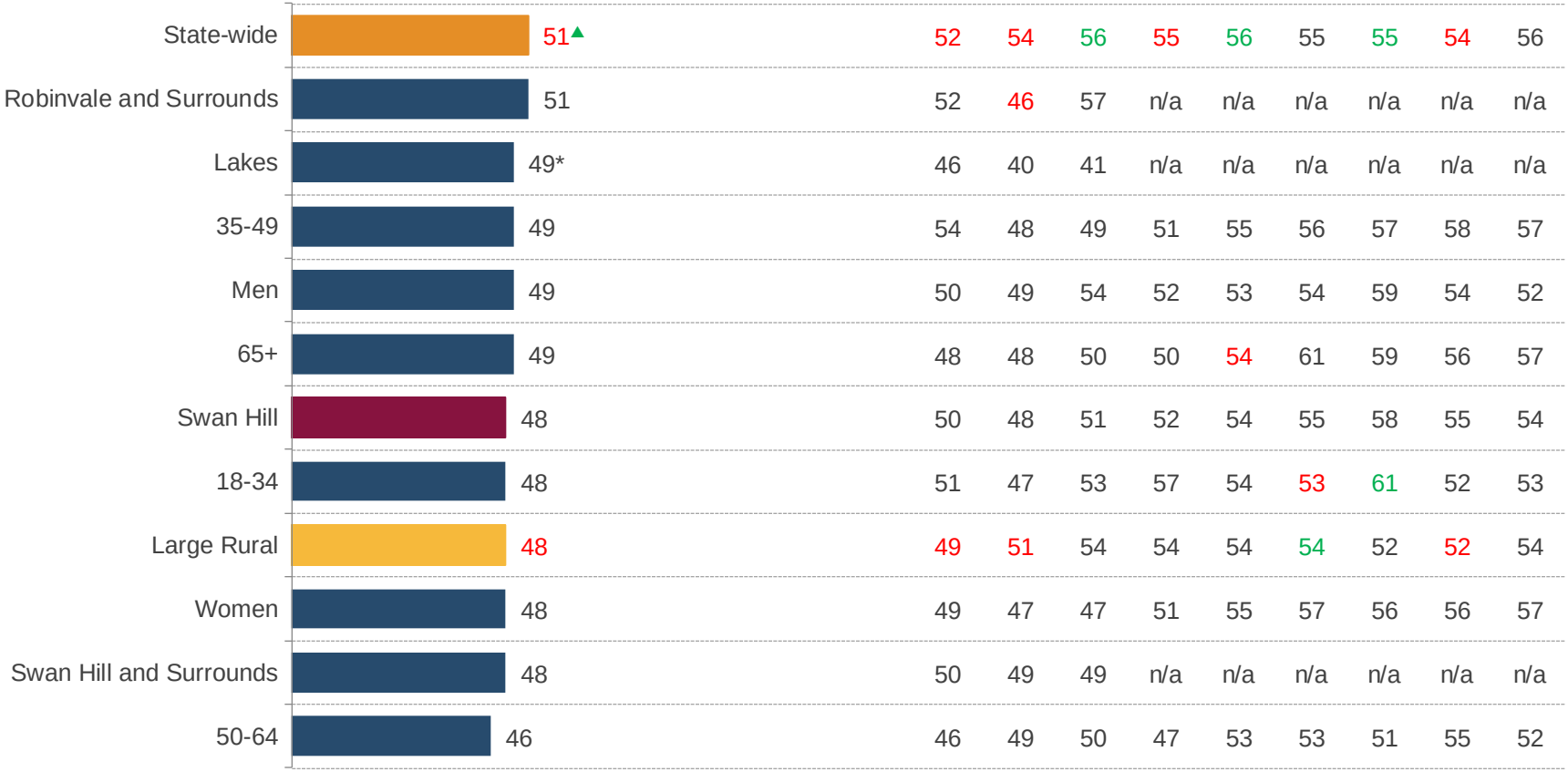
2024 consultation and engagement importance (%)



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 9
**Caution: small sample size < n=30*

Community consultation and engagement performance

2024 consultation and engagement performance (index scores)

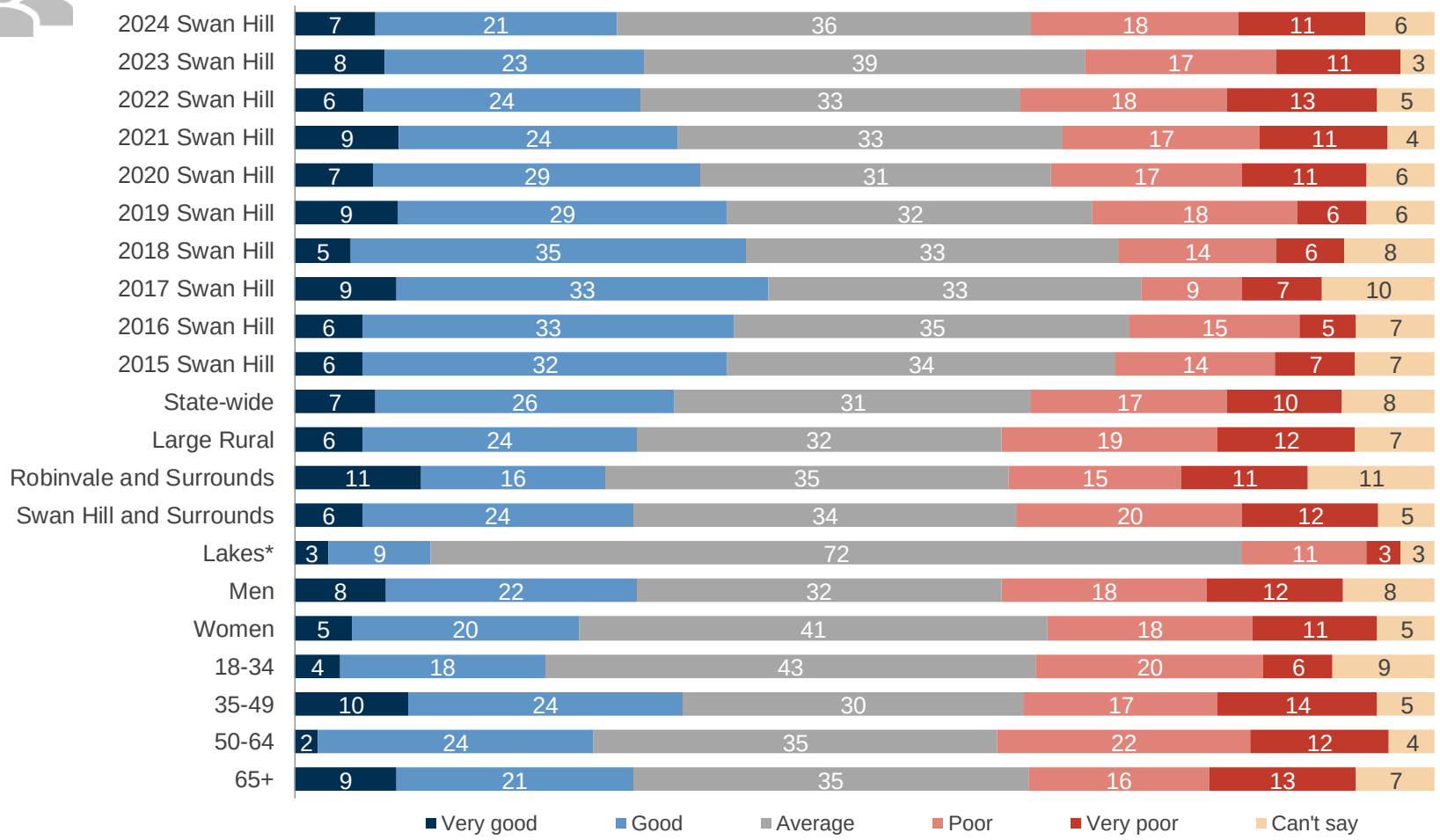


	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	52	54	56	55	56	55	55	54	56
Robinvale and Surrounds	52	46	57	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	46	40	41	n/a	n/a	n/a	n/a	n/a	n/a
35-49	54	48	49	51	55	56	57	58	57
Men	50	49	54	52	53	54	59	54	52
65+	48	48	50	50	54	61	59	56	57
Swan Hill	50	48	51	52	54	55	58	55	54
18-34	51	47	53	57	54	53	61	52	53
Large Rural	49	51	54	54	54	54	52	52	54
Women	49	47	47	51	55	57	56	56	57
Swan Hill and Surrounds	50	49	49	n/a	n/a	n/a	n/a	n/a	n/a
50-64	46	49	50	47	53	53	51	55	52

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.
**Caution: small sample size < n=30*

Community consultation and engagement performance

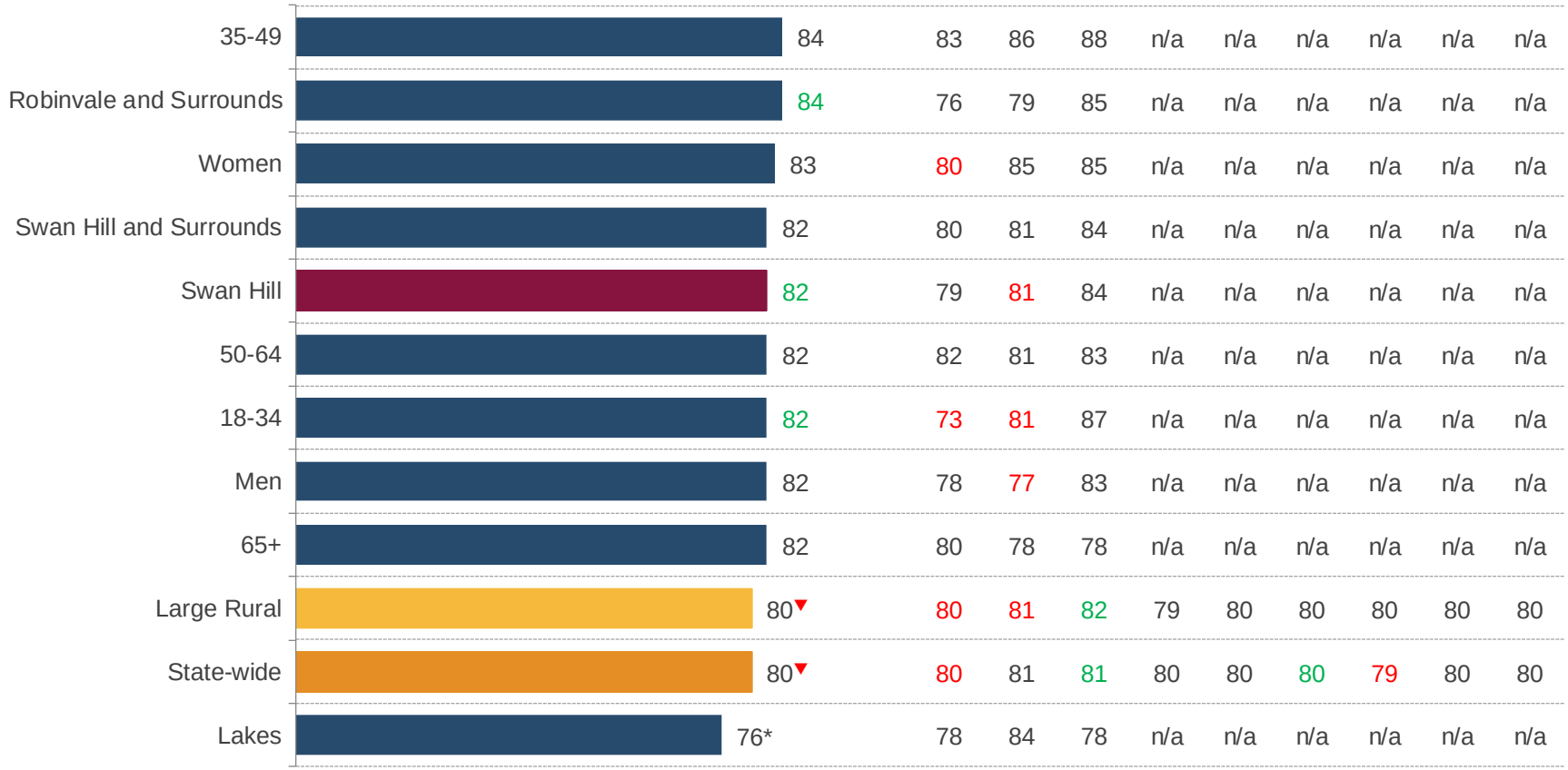
2024 consultation and engagement performance (%)



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
**Caution: small sample size < n=30*

Decisions made in the interest of the community importance

2024 community decisions made importance (index scores)

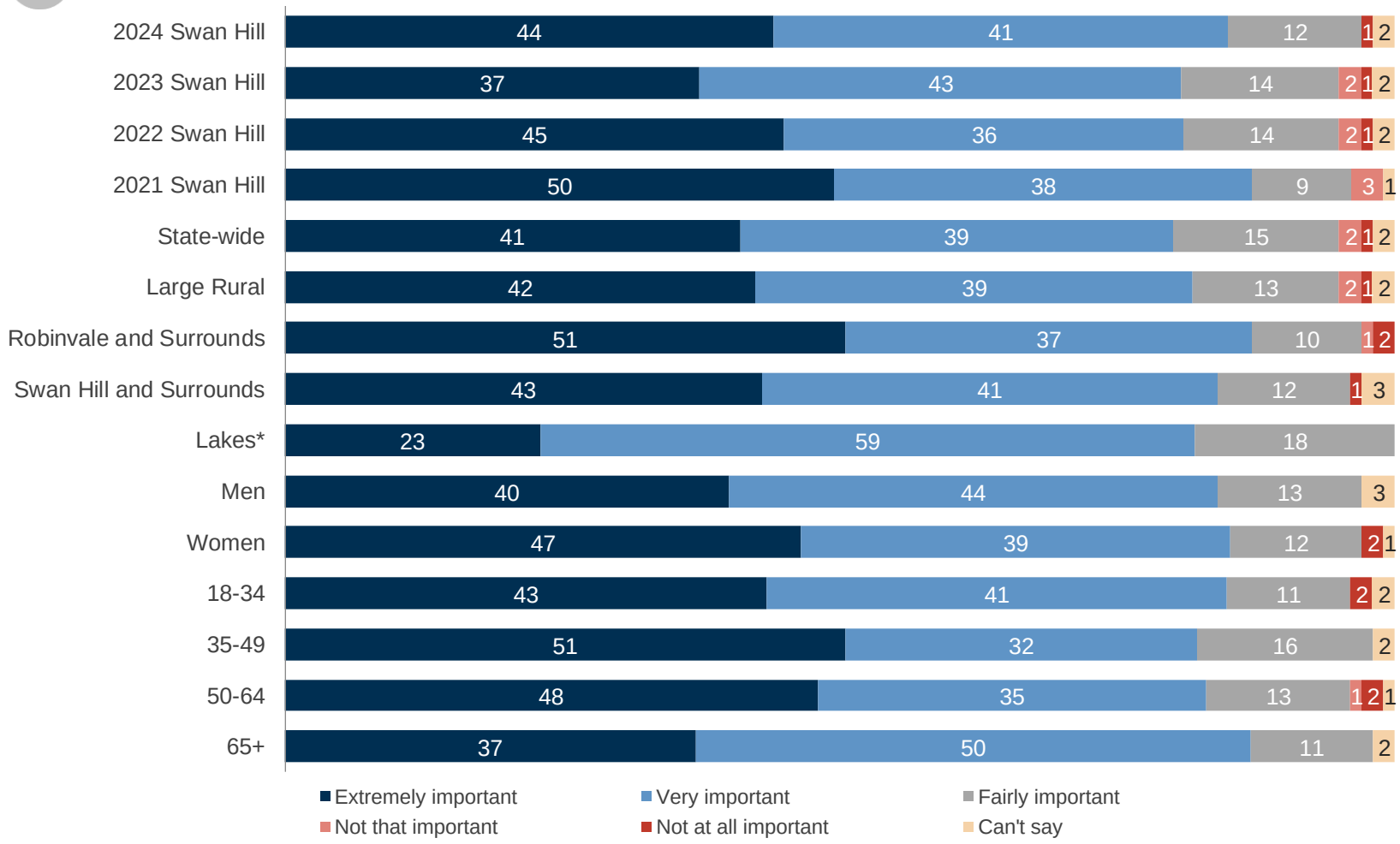


	2023	2022	2021	2020	2019	2018	2017	2016	2015
35-49	83	86	88	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	76	79	85	n/a	n/a	n/a	n/a	n/a	n/a
Women	80	85	85	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	80	81	84	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	79	81	84	n/a	n/a	n/a	n/a	n/a	n/a
50-64	82	81	83	n/a	n/a	n/a	n/a	n/a	n/a
18-34	73	81	87	n/a	n/a	n/a	n/a	n/a	n/a
Men	78	77	83	n/a	n/a	n/a	n/a	n/a	n/a
65+	80	78	78	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	80	81	82	79	80	80	80	80	80
State-wide	80	81	81	80	80	80	79	80	80
Lakes	78	84	78	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 19 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Decisions made in the interest of the community importance

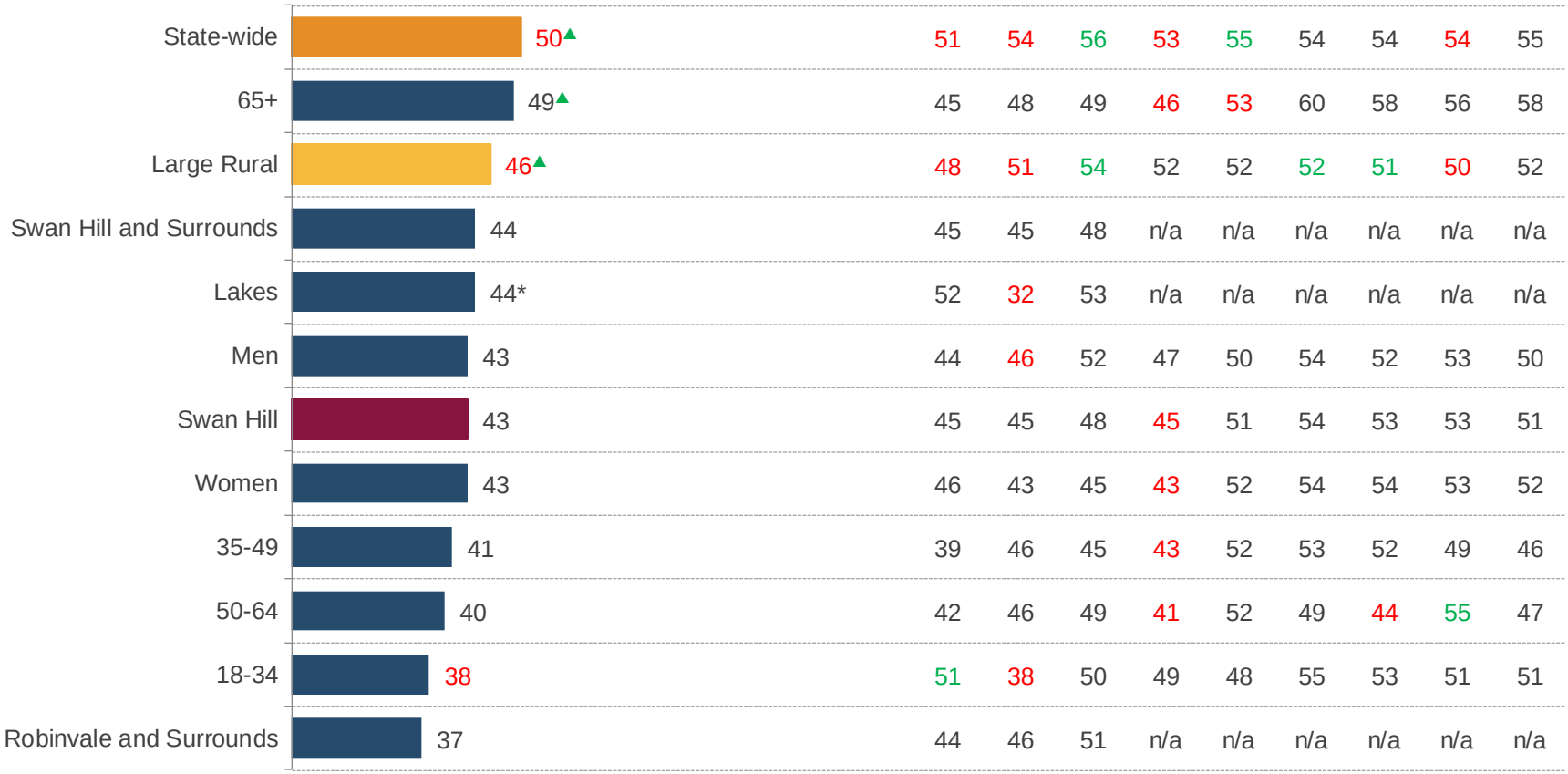
2024 community decisions made importance (%)



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 19 Councils asked group: 8
**Caution: small sample size < n=30*

Decisions made in the interest of the community performance

2024 community decisions made performance (index scores)

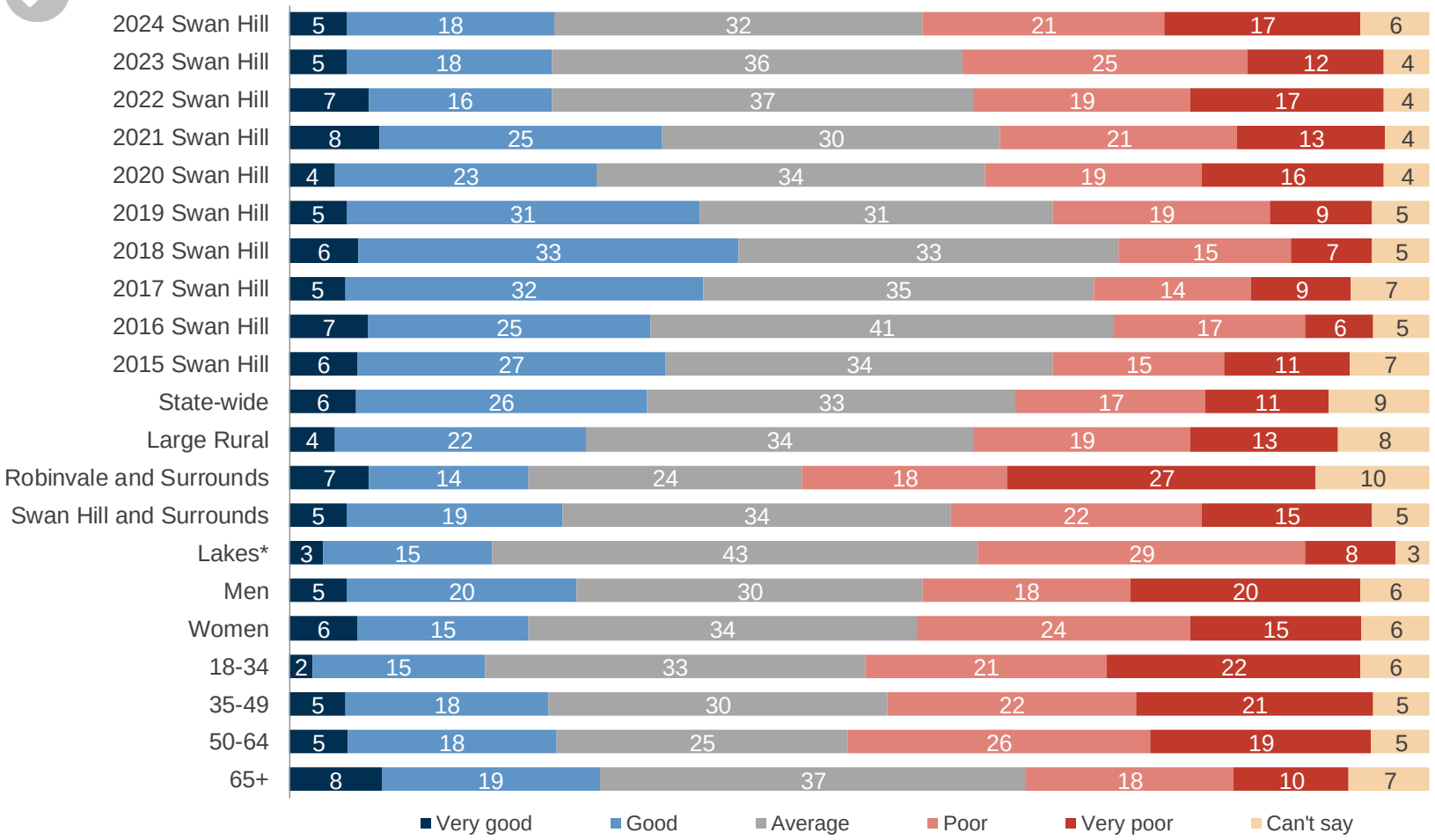


	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	51	54	56	53	55	54	54	54	55
65+	45	48	49	46	53	60	58	56	58
Large Rural	48	51	54	52	52	52	51	50	52
Swan Hill and Surrounds	45	45	48	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	52	32	53	n/a	n/a	n/a	n/a	n/a	n/a
Men	44	46	52	47	50	54	52	53	50
Swan Hill	45	45	48	45	51	54	53	53	51
Women	46	43	45	43	52	54	54	53	52
35-49	39	46	45	43	52	53	52	49	46
50-64	42	46	49	41	52	49	44	55	47
18-34	51	38	50	49	48	55	53	51	51
Robinvale and Surrounds	44	46	51	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.
**Caution: small sample size < n=30*

Decisions made in the interest of the community performance

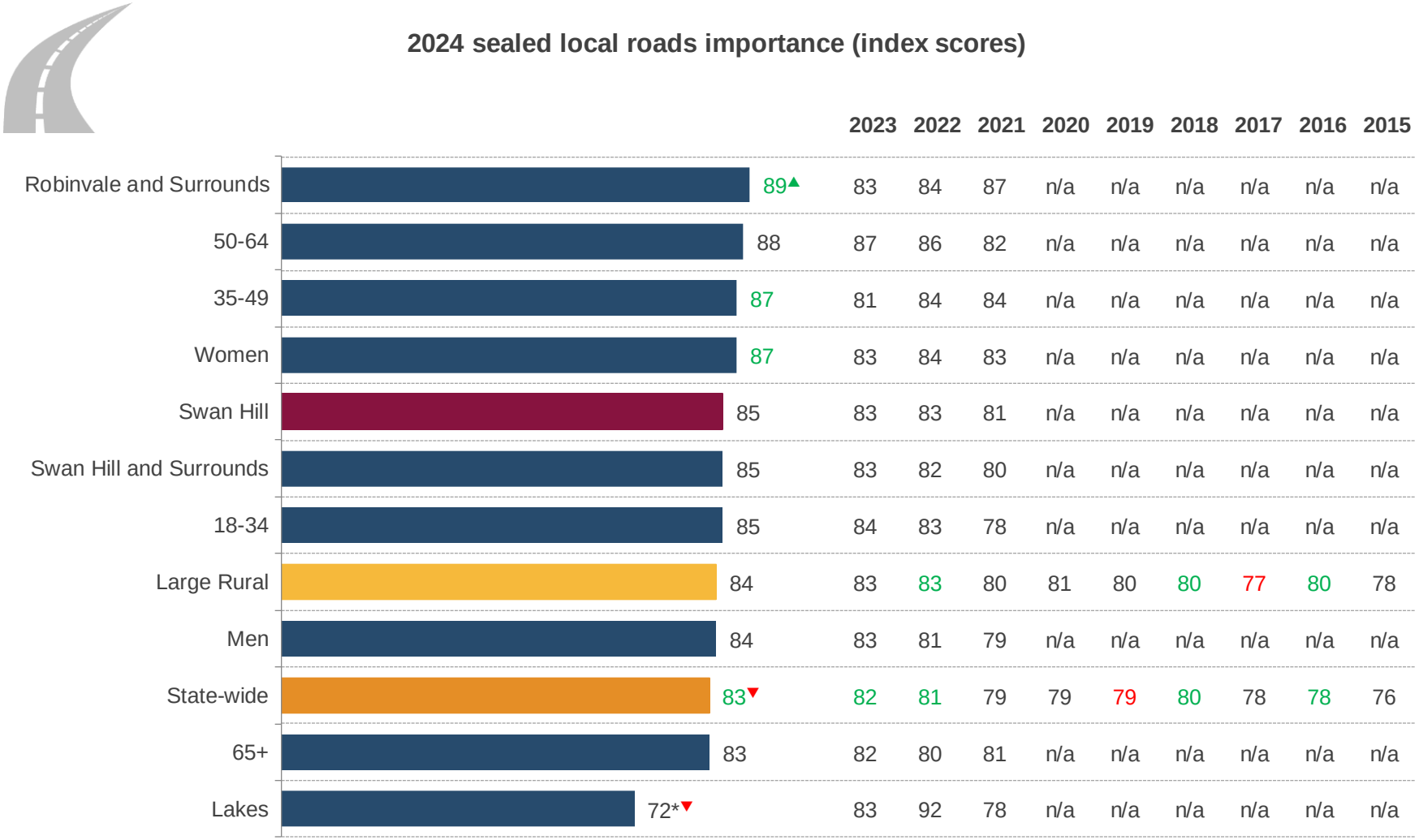
2024 community decisions made performance (%)



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
**Caution: small sample size < n=30*

The condition of sealed local roads in your area importance

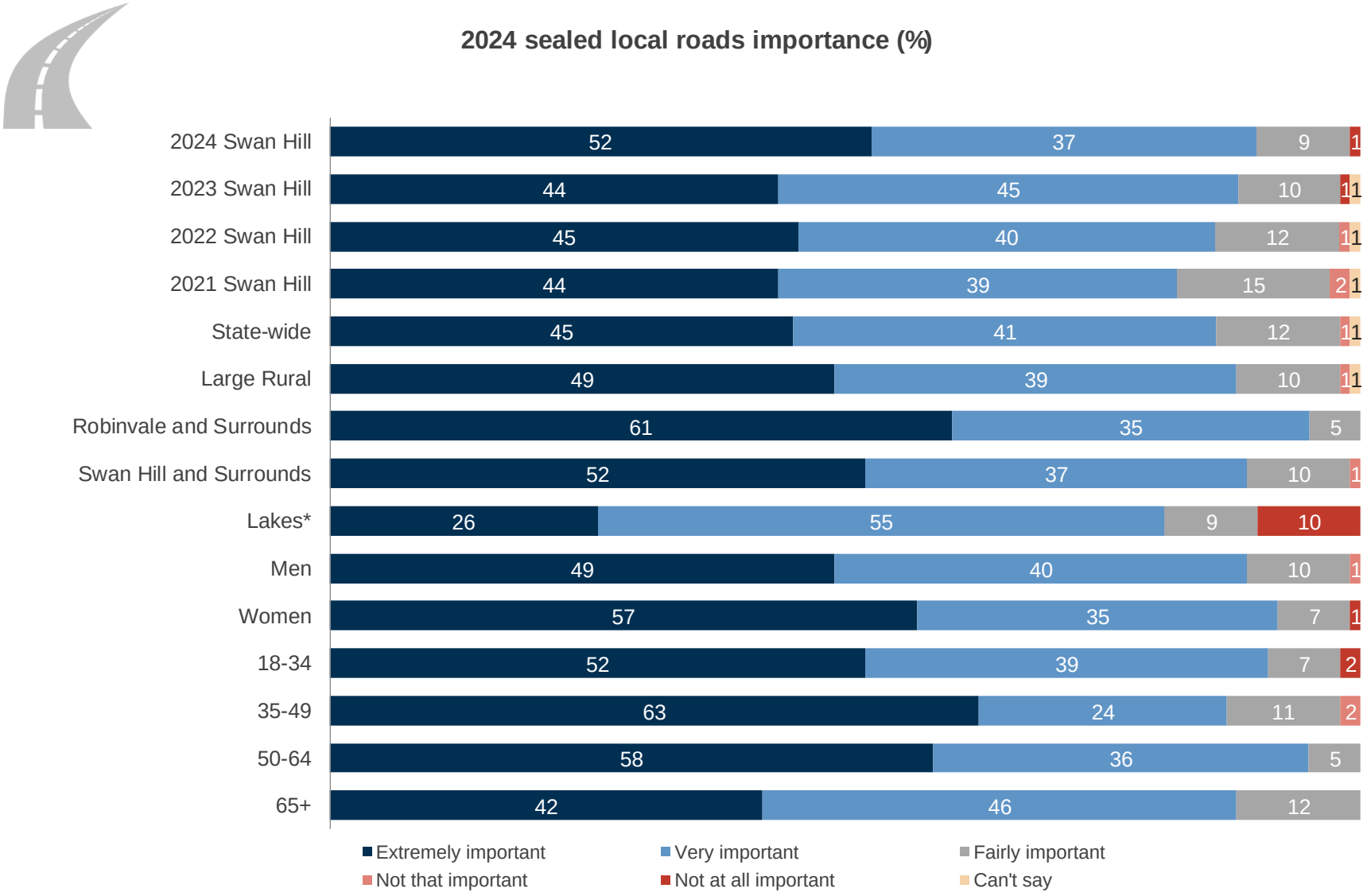
2024 sealed local roads importance (index scores)



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 6
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

The condition of sealed local roads in your area importance

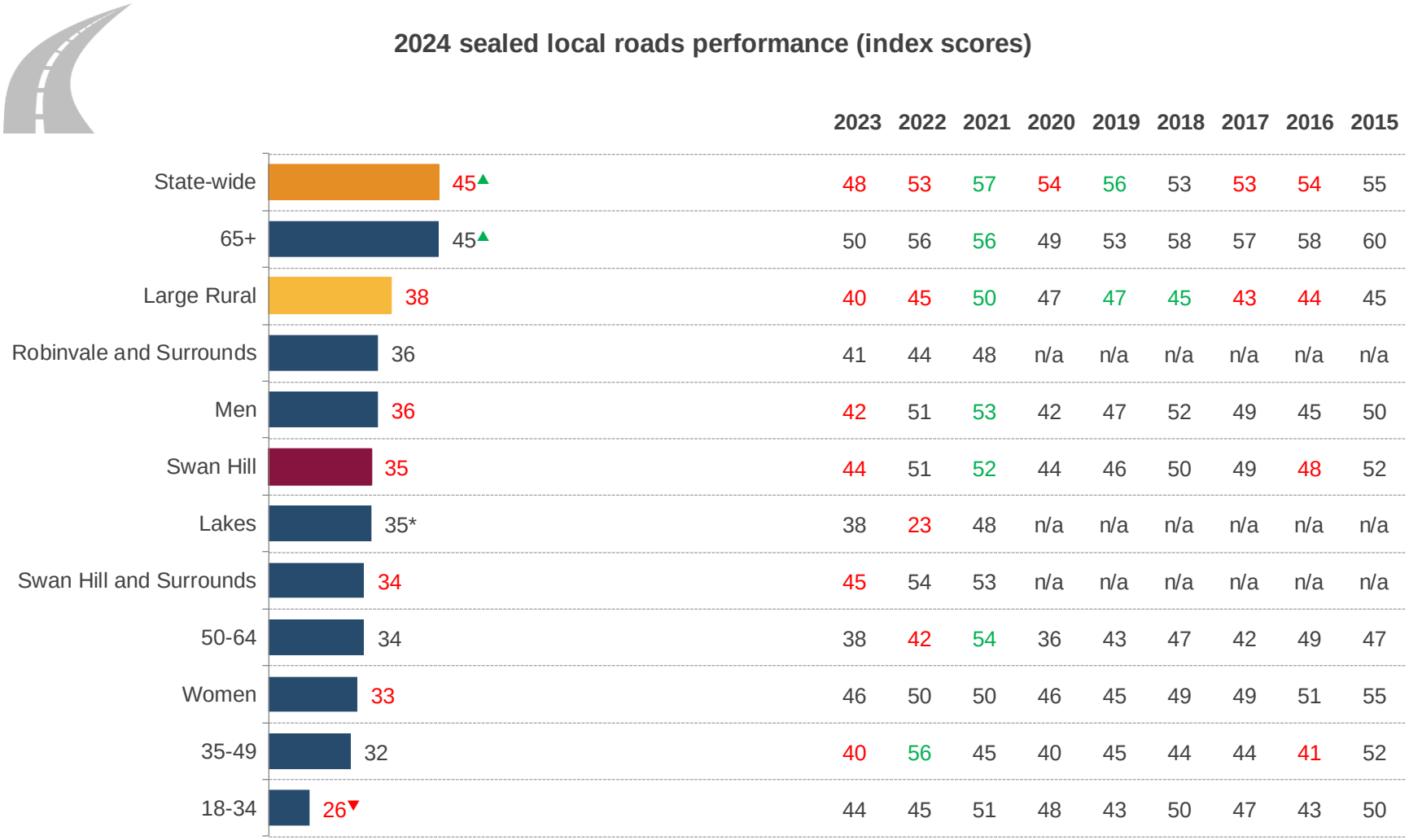
2024 sealed local roads importance (%)



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 6
**Caution: small sample size < n=30*

The condition of sealed local roads in your area performance

2024 sealed local roads performance (index scores)

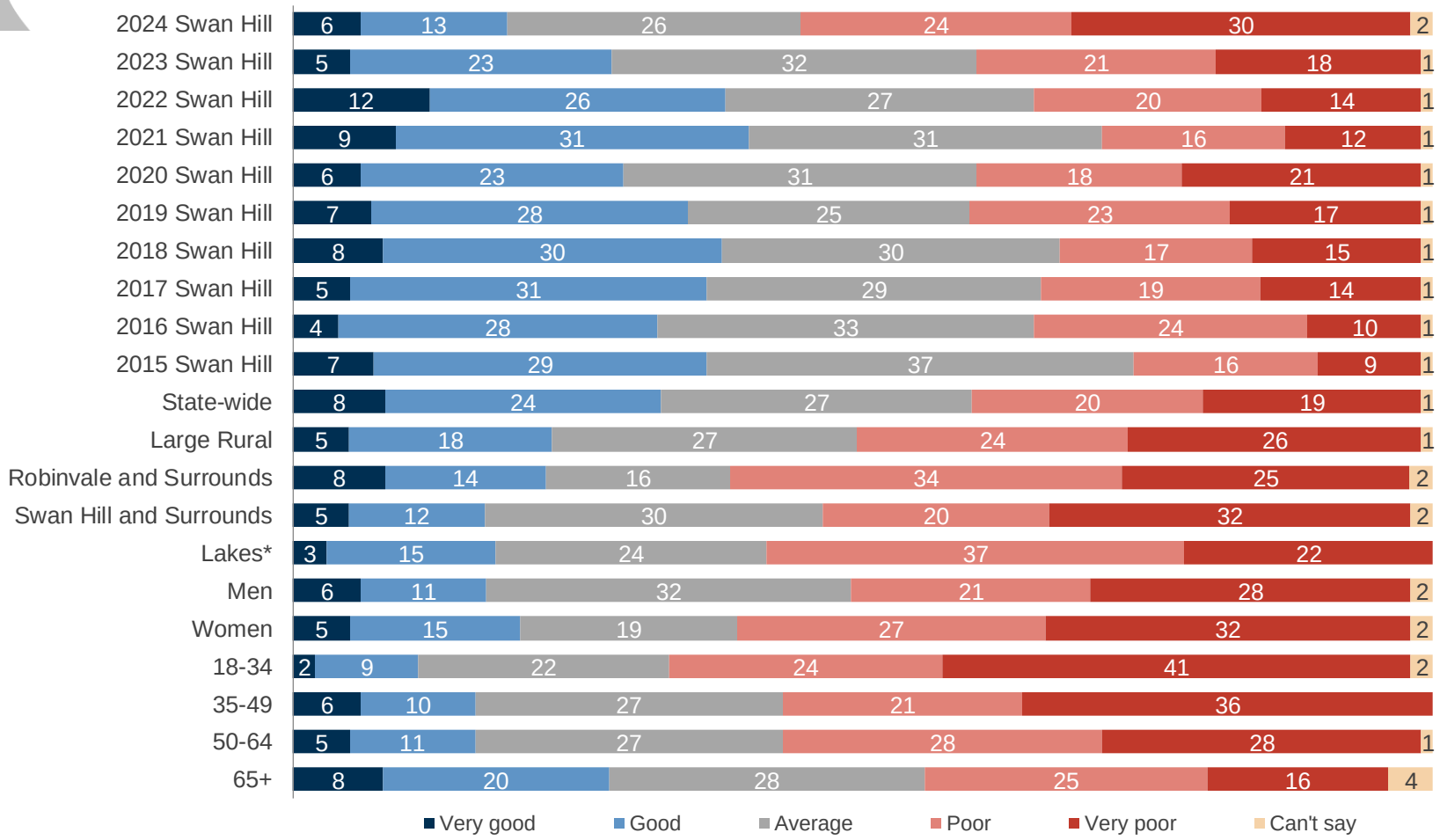


	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	48	53	57	54	56	53	53	54	55
65+	50	56	56	49	53	58	57	58	60
Large Rural	40	45	50	47	47	45	43	44	45
Robinvale and Surrounds	41	44	48	n/a	n/a	n/a	n/a	n/a	n/a
Men	42	51	53	42	47	52	49	45	50
Swan Hill	44	51	52	44	46	50	49	48	52
Lakes	38	23	48	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	45	54	53	n/a	n/a	n/a	n/a	n/a	n/a
50-64	38	42	54	36	43	47	42	49	47
Women	46	50	50	46	45	49	49	51	55
35-49	40	56	45	40	45	44	44	41	52
18-34	44	45	51	48	43	50	47	43	50

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.
**Caution: small sample size < n=30*

The condition of sealed local roads in your area performance

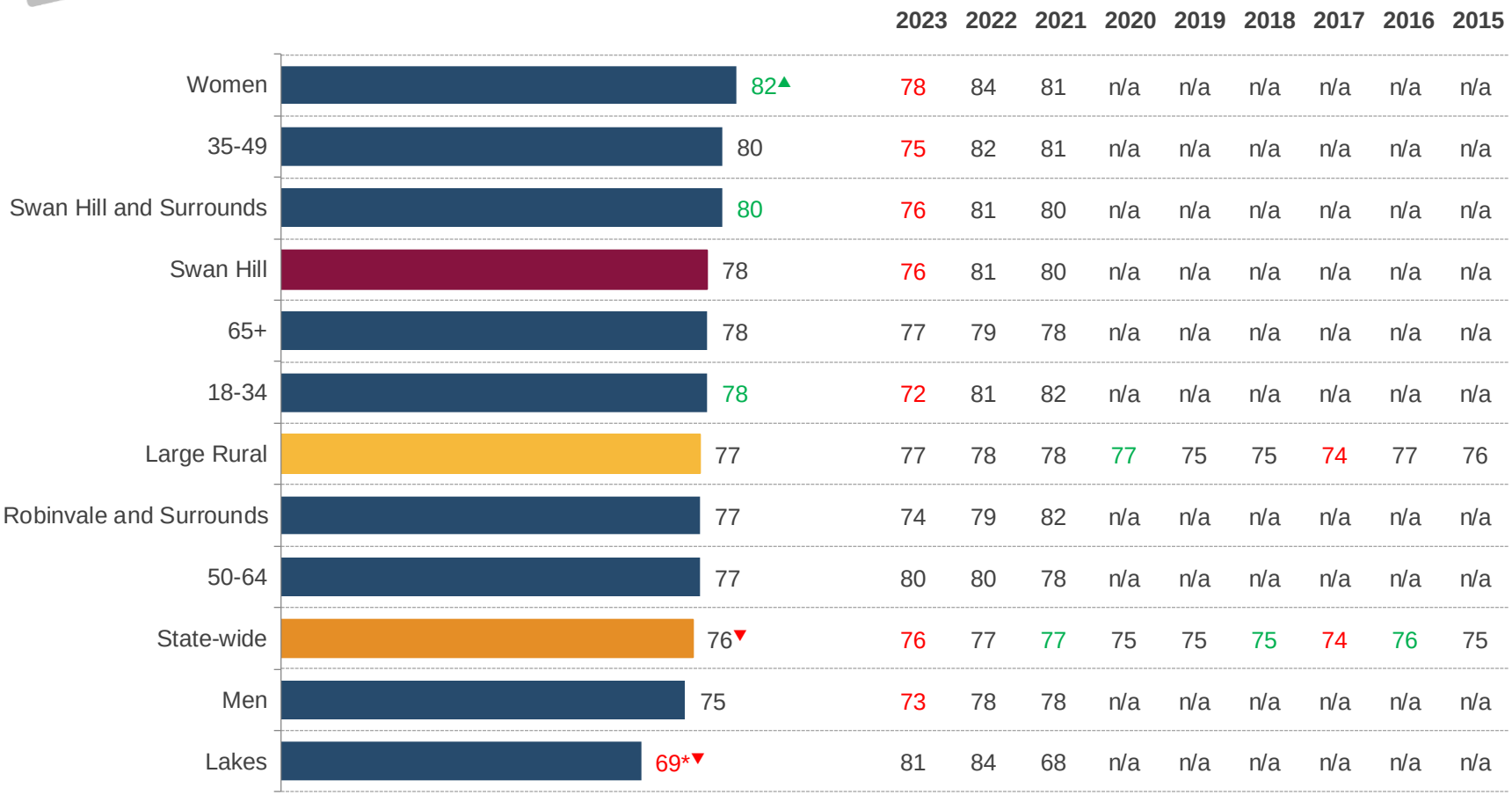
2024 sealed local roads performance (%)



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
**Caution: small sample size < n=30*

Informing the community importance

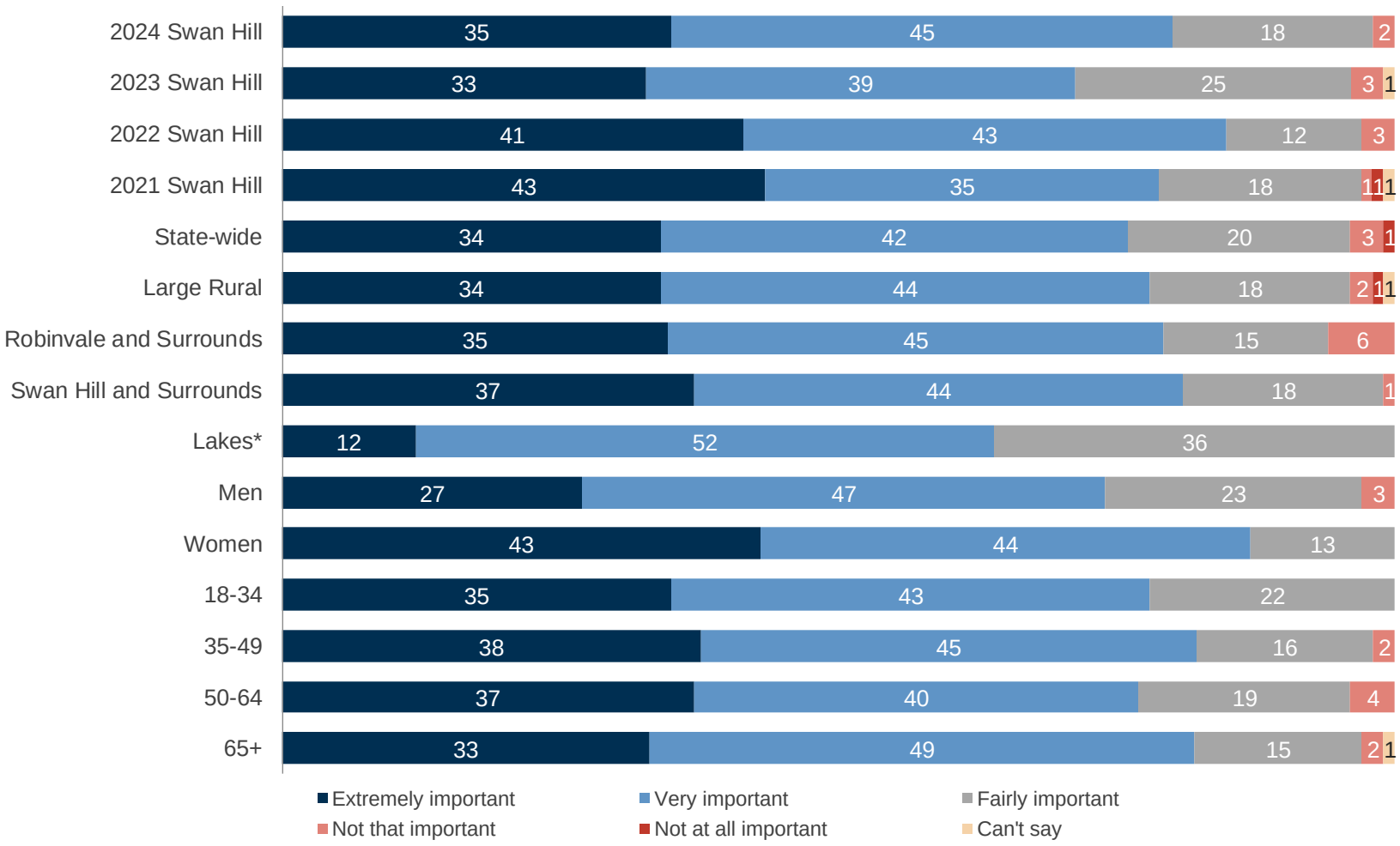
2024 informing community importance (index scores)



Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 18 Councils asked group: 5
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Informing the community importance

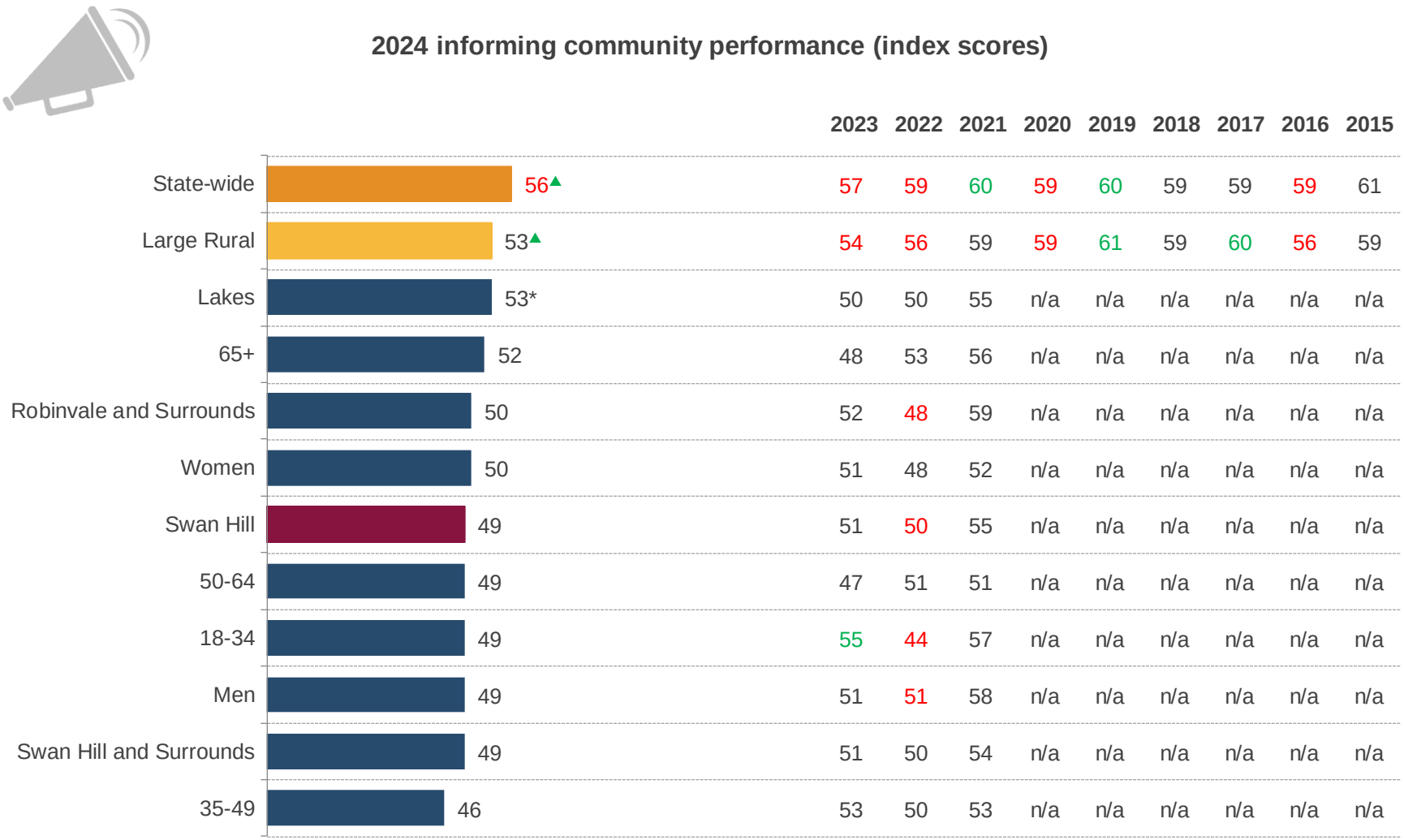
2024 informing community importance (%)



Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 18 Councils asked group: 5
**Caution: small sample size < n=30*

Informing the community performance

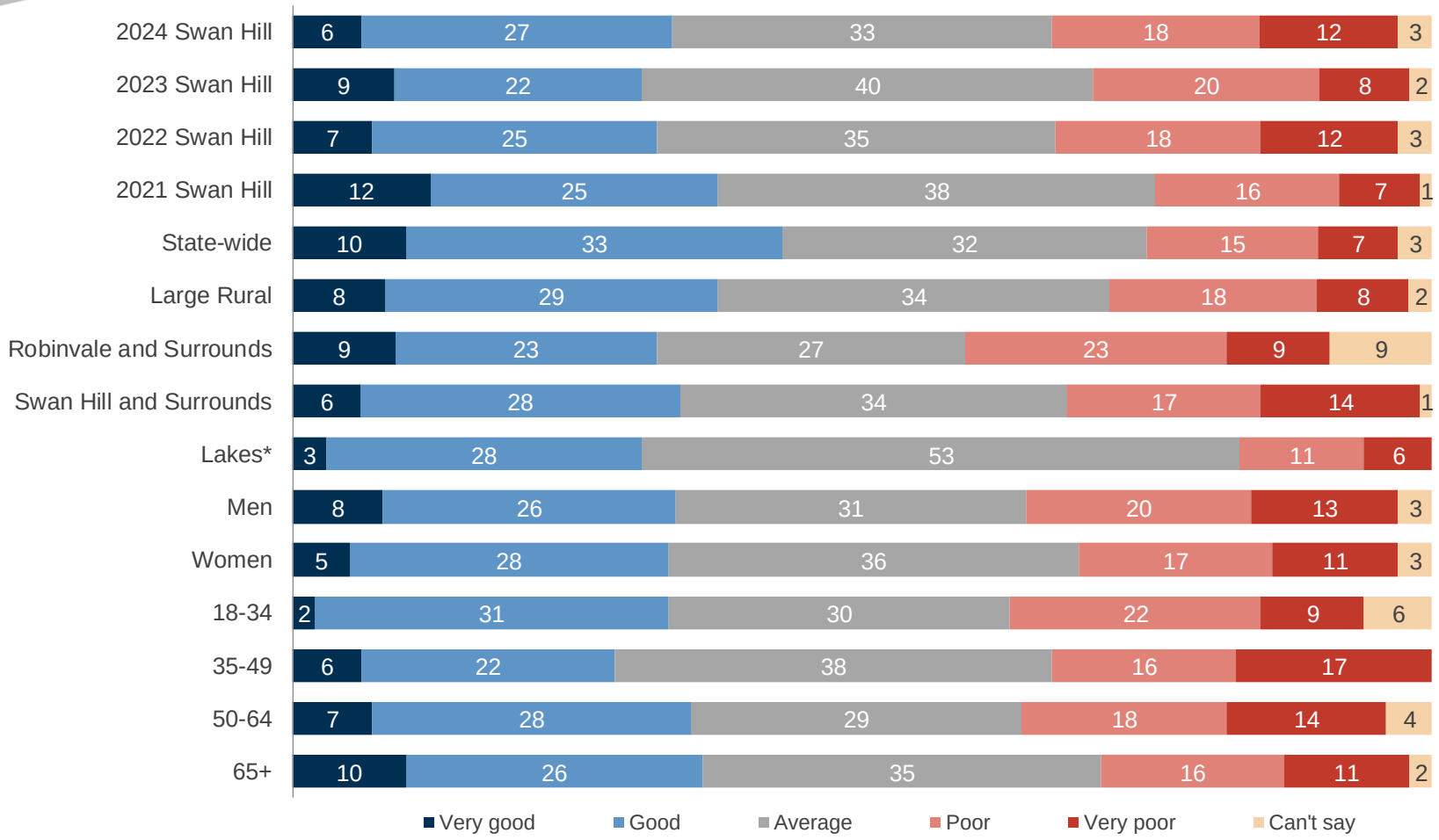
2024 informing community performance (index scores)



	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	57	59	60	59	60	59	59	59	61
Large Rural	54	56	59	59	61	59	60	56	59
Lakes	50	50	55	n/a	n/a	n/a	n/a	n/a	n/a
65+	48	53	56	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	52	48	59	n/a	n/a	n/a	n/a	n/a	n/a
Women	51	48	52	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	51	50	55	n/a	n/a	n/a	n/a	n/a	n/a
50-64	47	51	51	n/a	n/a	n/a	n/a	n/a	n/a
18-34	55	44	57	n/a	n/a	n/a	n/a	n/a	n/a
Men	51	51	58	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	51	50	54	n/a	n/a	n/a	n/a	n/a	n/a
35-49	53	50	53	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Informing the community' over the last 12 months?
Base: All respondents. Councils asked State-wide: 34 Councils asked group: 7
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

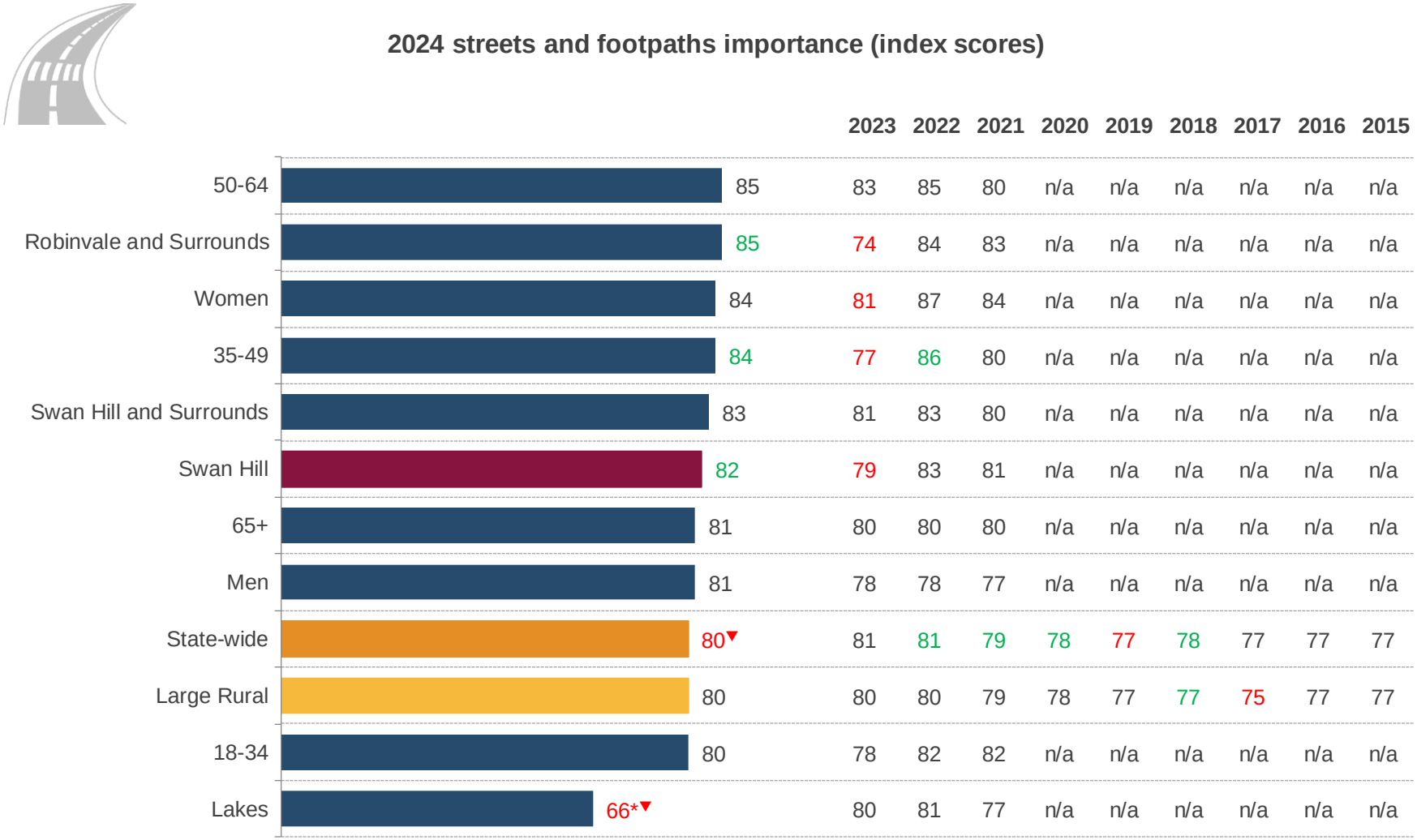
Informing the community performance



Q2. How has Council performed on 'Informing the community' over the last 12 months?
Base: All respondents. Councils asked State-wide: 34 Councils asked group: 7
**Caution: small sample size < n=30*

The condition of local streets and footpaths in your area importance

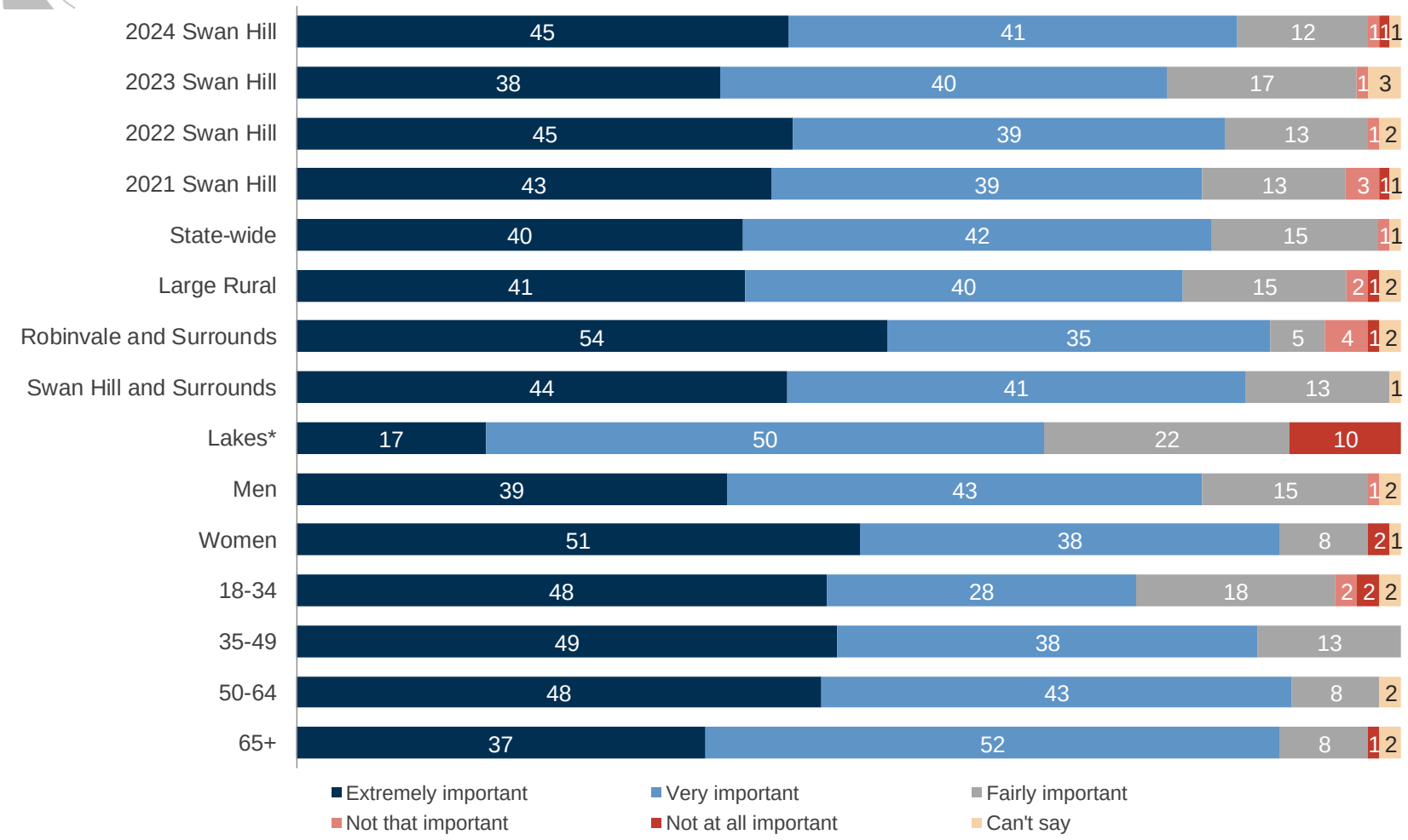
2024 streets and footpaths importance (index scores)



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 6
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

The condition of local streets and footpaths in your area importance

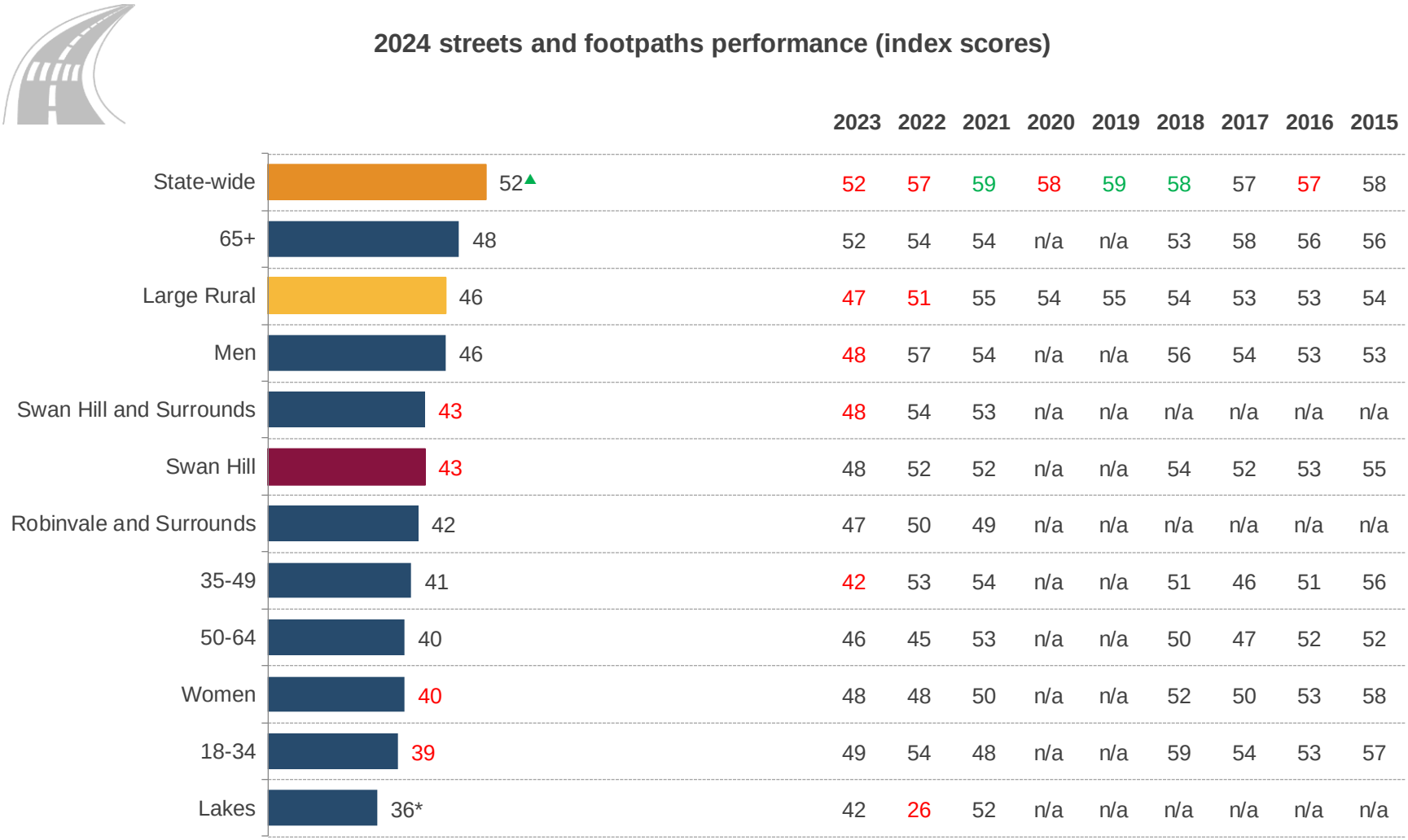
2024 streets and footpaths importance (%)



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 6
**Caution: small sample size < n=30*

The condition of local streets and footpaths in your area performance

2024 streets and footpaths performance (index scores)

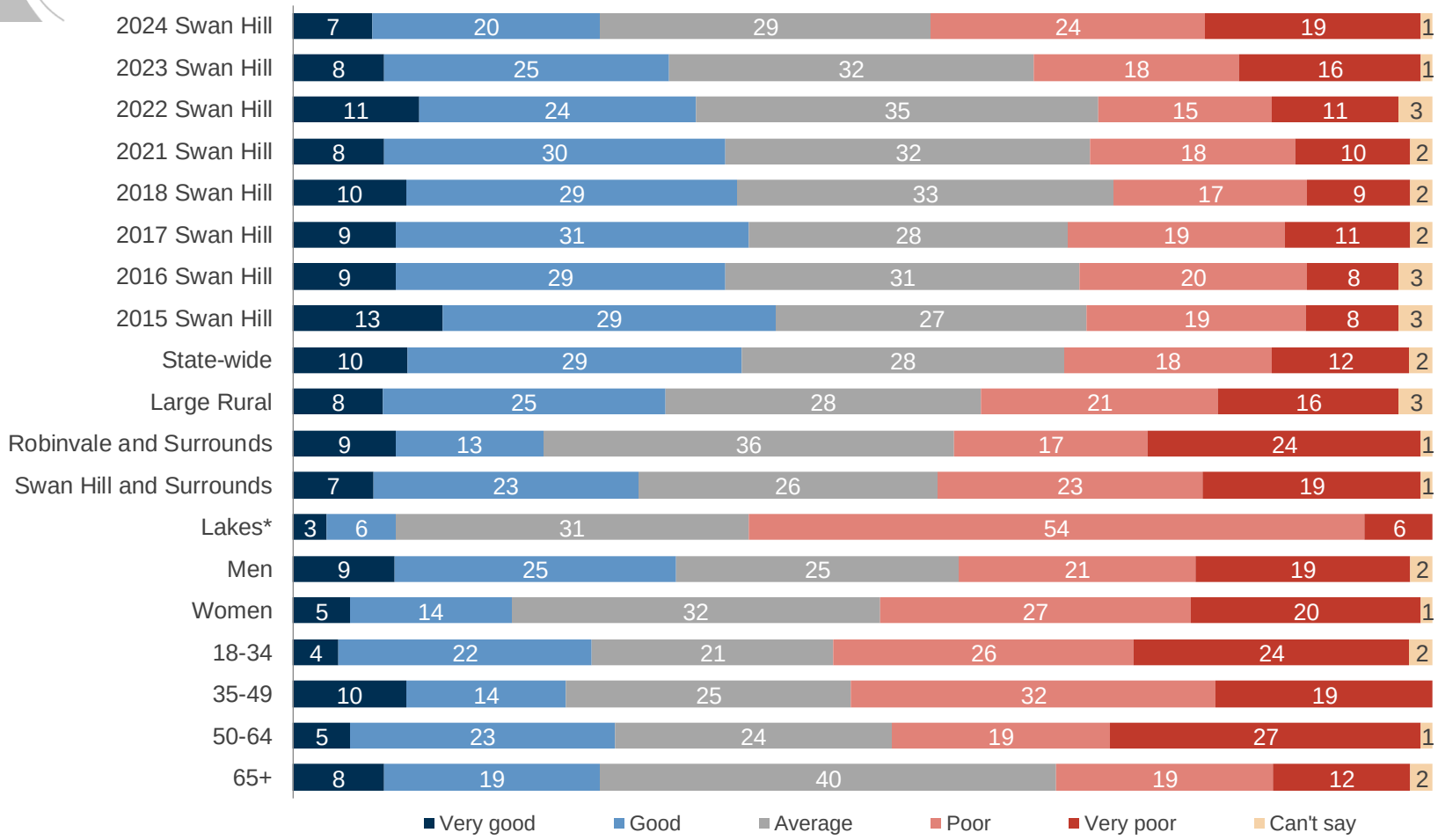


	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	52	57	59	58	59	58	57	57	58
65+	52	54	54	n/a	n/a	53	58	56	56
Large Rural	47	51	55	54	55	54	53	53	54
Men	48	57	54	n/a	n/a	56	54	53	53
Swan Hill and Surrounds	48	54	53	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	48	52	52	n/a	n/a	54	52	53	55
Robinvale and Surrounds	47	50	49	n/a	n/a	n/a	n/a	n/a	n/a
35-49	42	53	54	n/a	n/a	51	46	51	56
50-64	46	45	53	n/a	n/a	50	47	52	52
Women	48	48	50	n/a	n/a	52	50	53	58
18-34	49	54	48	n/a	n/a	59	54	53	57
Lakes	42	26	52	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
Base: All respondents. Councils asked State-wide: 31 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

The condition of local streets and footpaths in your area performance

2024 streets and footpaths performance (%)



Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
Base: All respondents. Councils asked State-wide: 31 Councils asked group: 8
**Caution: small sample size < n=30*

Family support services importance

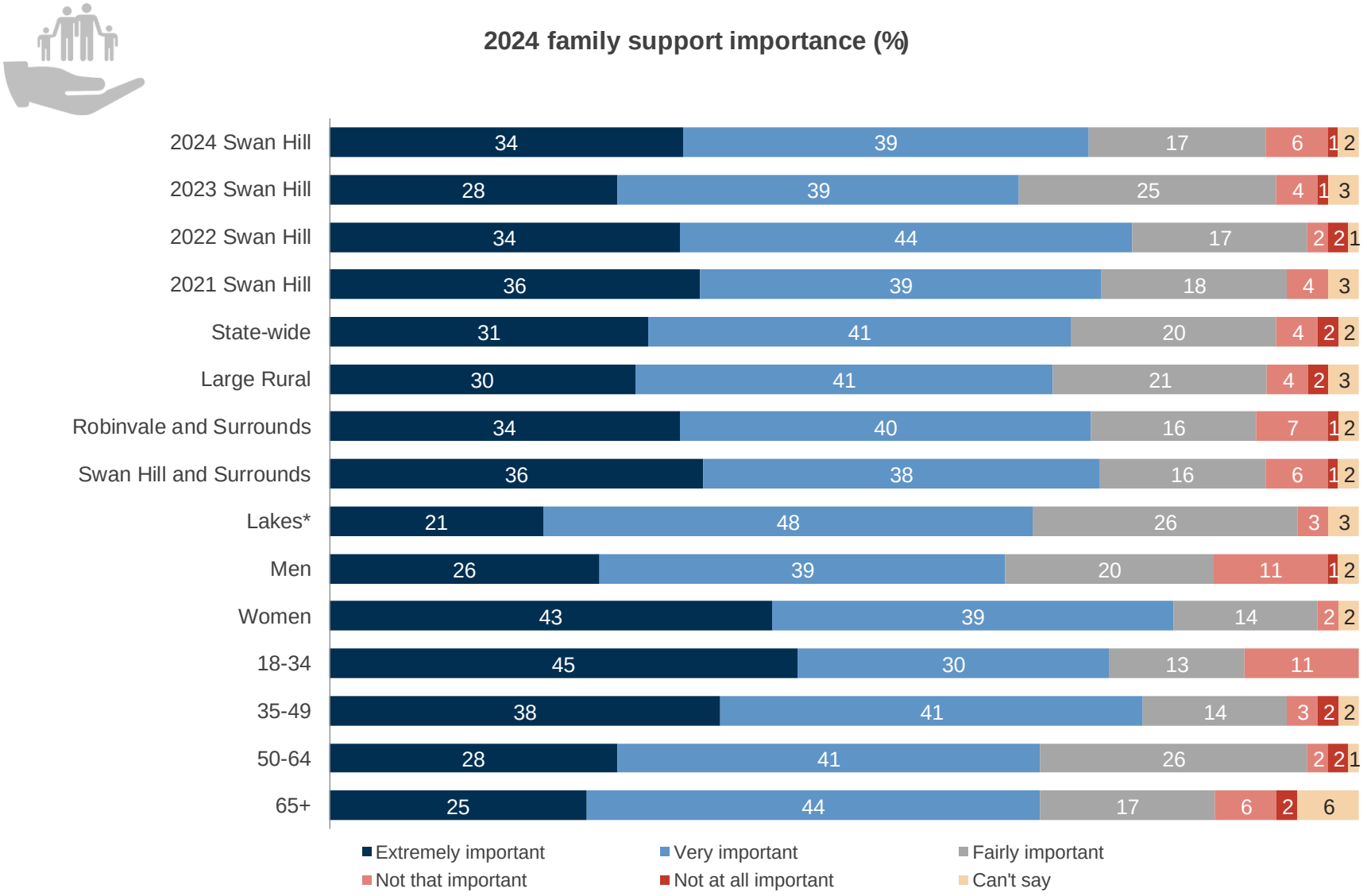
2024 family support importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	77	79	82	n/a	n/a	n/a	n/a	n/a	n/a
35-49	74	81	75	n/a	n/a	n/a	n/a	n/a	n/a
18-34	75	78	84	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	72	76	77	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	72	81	80	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	75	76	76	75	74	74	73	73	73
Large Rural	74	75	75	74	73	72	72	72	72
65+	73	73	74	n/a	n/a	n/a	n/a	n/a	n/a
50-64	67	76	73	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	86	78	67	n/a	n/a	n/a	n/a	n/a	n/a
Men	69	74	72	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 13 Councils asked group: 4
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Family support services importance

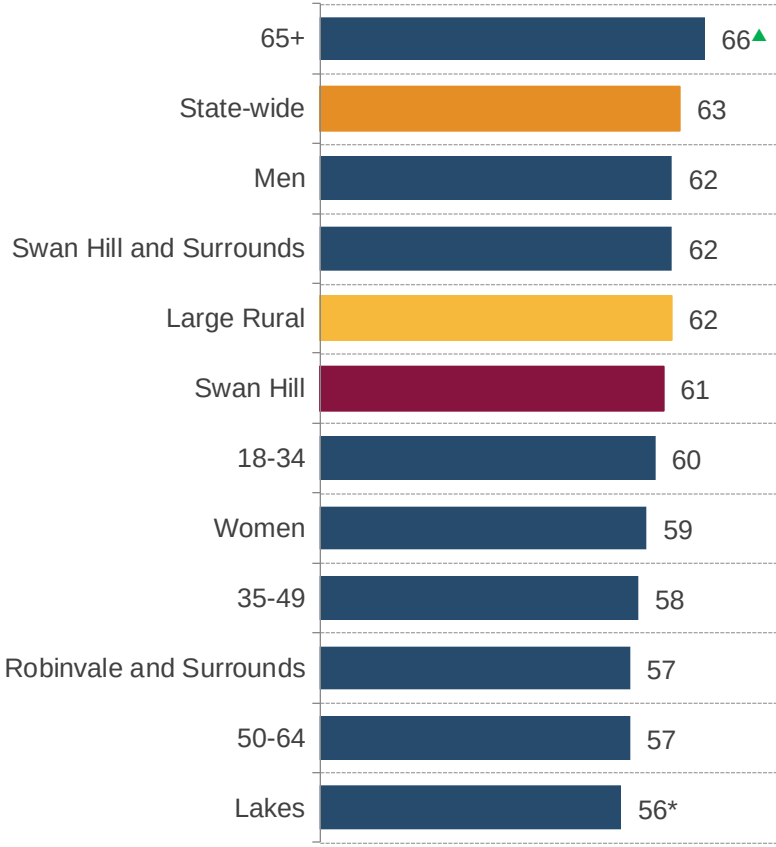
2024 family support importance (%)



Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 13 Councils asked group: 4
**Caution: small sample size < n=30*

Family support services performance

2024 family support performance (index scores)

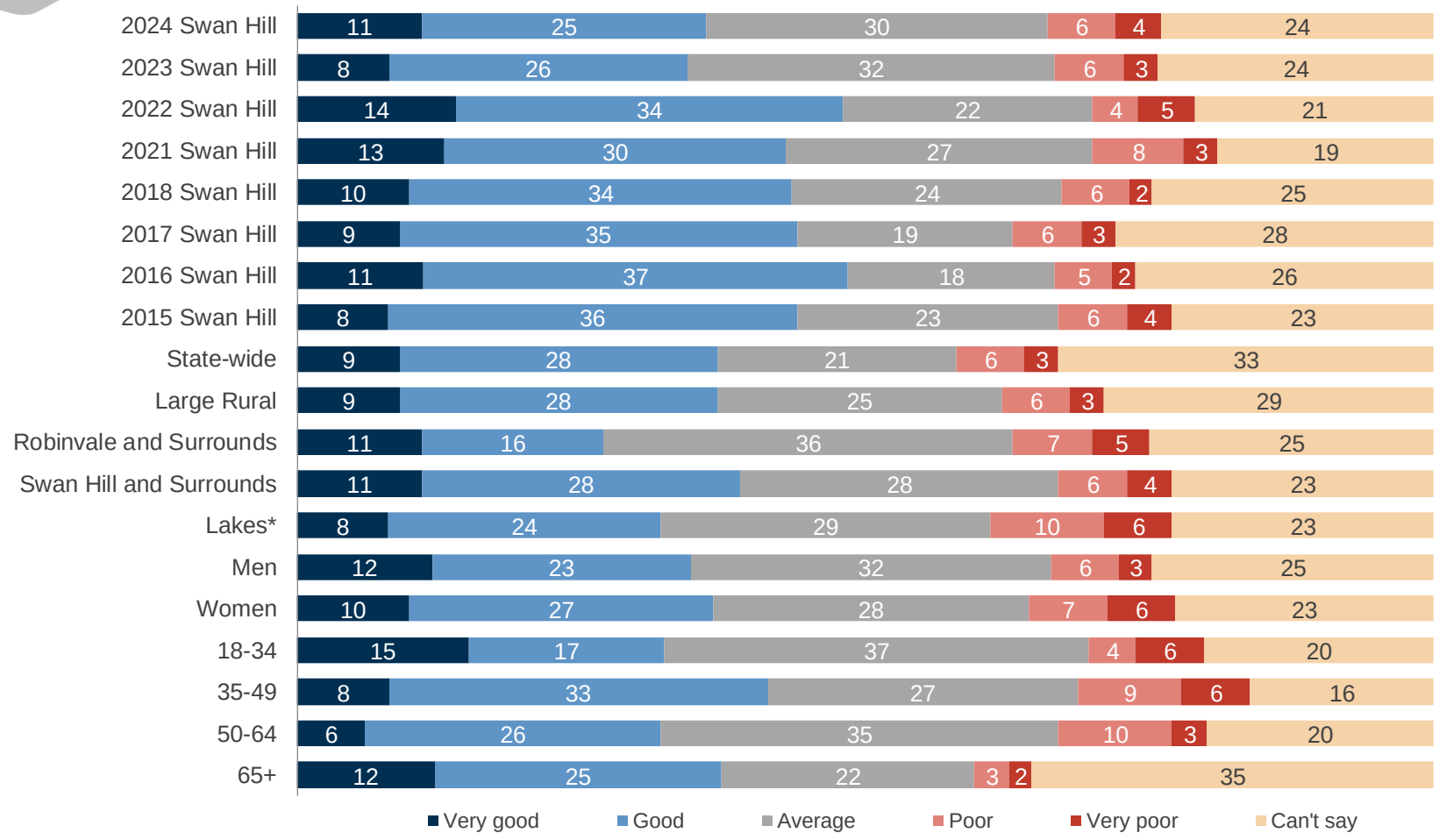


	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	64	68	68	n/a	n/a	67	73	74	68
State-wide	63	65	66	66	67	66	67	66	67
Men	62	67	66	n/a	n/a	66	69	67	62
Swan Hill and Surrounds	62	67	64	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	61	64	66	64	65	65	65	64	67
Swan Hill	60	65	63	n/a	n/a	64	65	67	63
18-34	56	62	57	n/a	n/a	66	61	64	60
Women	59	61	60	n/a	n/a	63	62	68	63
35-49	59	63	66	n/a	n/a	60	66	67	63
Robinvale and Surrounds	52	57	57	n/a	n/a	n/a	n/a	n/a	n/a
50-64	62	64	63	n/a	n/a	64	59	64	60
Lakes	61	61	79	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Family support services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 7
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Family support services performance

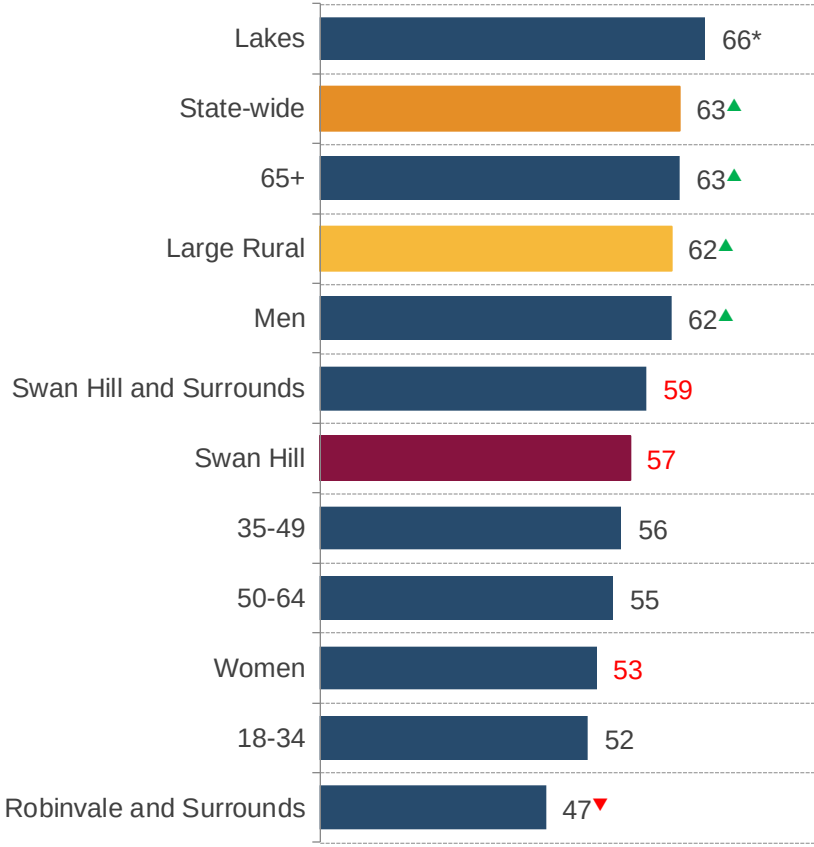
2024 family support performance (%)



Q2. How has Council performed on 'Family support services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 7
**Caution: small sample size < n=30*

Elderly support services performance

2024 elderly support performance (index scores)

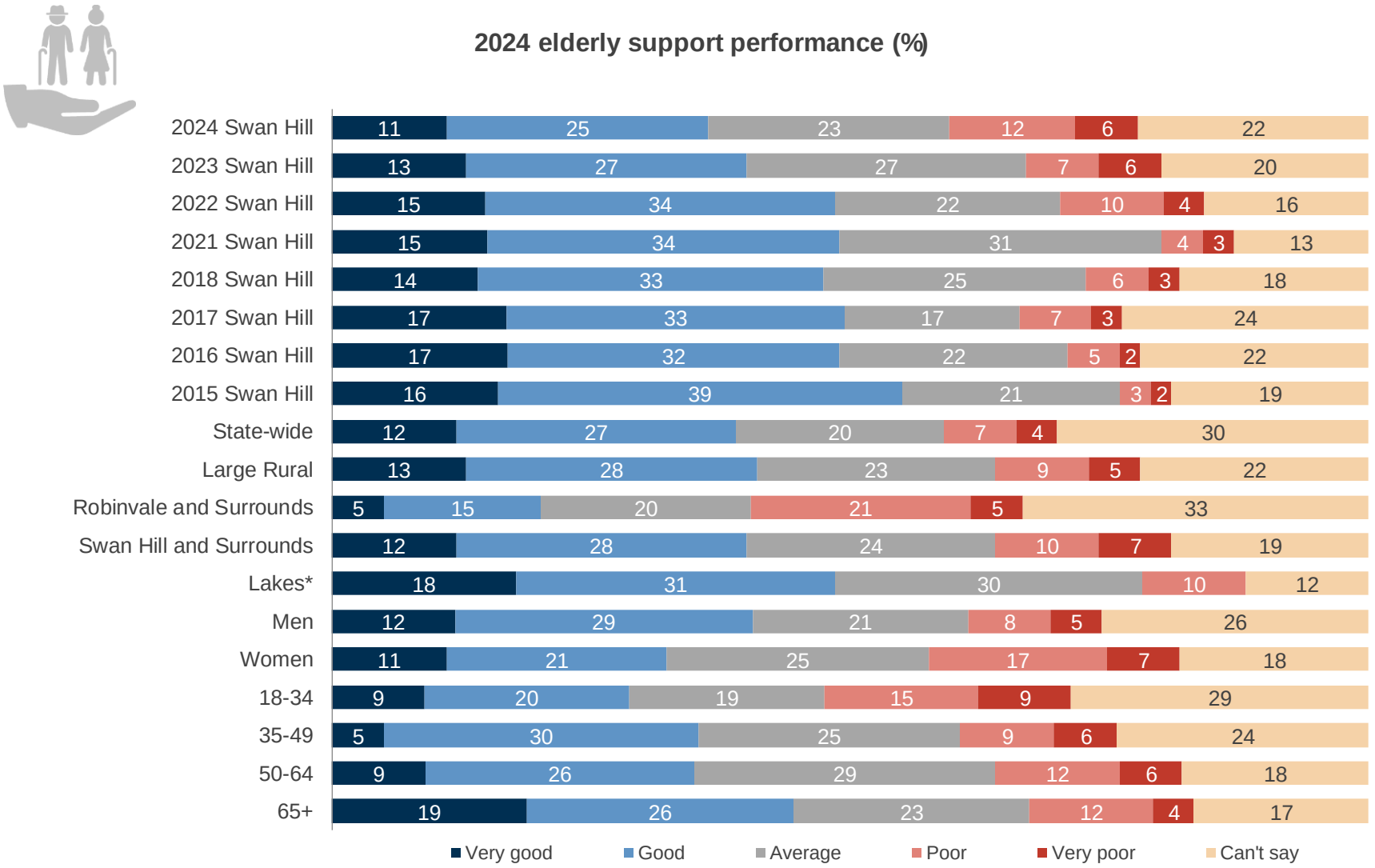


	2023	2022	2021	2020	2019	2018	2017	2016	2015
Lakes	53	50	63	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	63	67	69	68	68	68	68	68	69
65+	62	69	69	n/a	n/a	69	76	75	74
Large Rural	63	65	68	67	67	67	67	66	69
Men	62	66	68	n/a	n/a	67	70	66	69
Swan Hill and Surrounds	64	66	67	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	61	64	65	n/a	n/a	65	67	69	70
35-49	63	62	67	n/a	n/a	60	65	66	65
50-64	57	60	65	n/a	n/a	61	59	65	68
Women	60	61	63	n/a	n/a	63	65	71	70
18-34	59	59	60	n/a	n/a	66	64	67	70
Robinvale and Surrounds	51	56	59	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Elderly support services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 23 Councils asked group: 6
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Elderly support services performance

2024 elderly support performance (%)



Q2. How has Council performed on 'Elderly support services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 23 Councils asked group: 6
**Caution: small sample size < n=30*

Recreational facilities importance

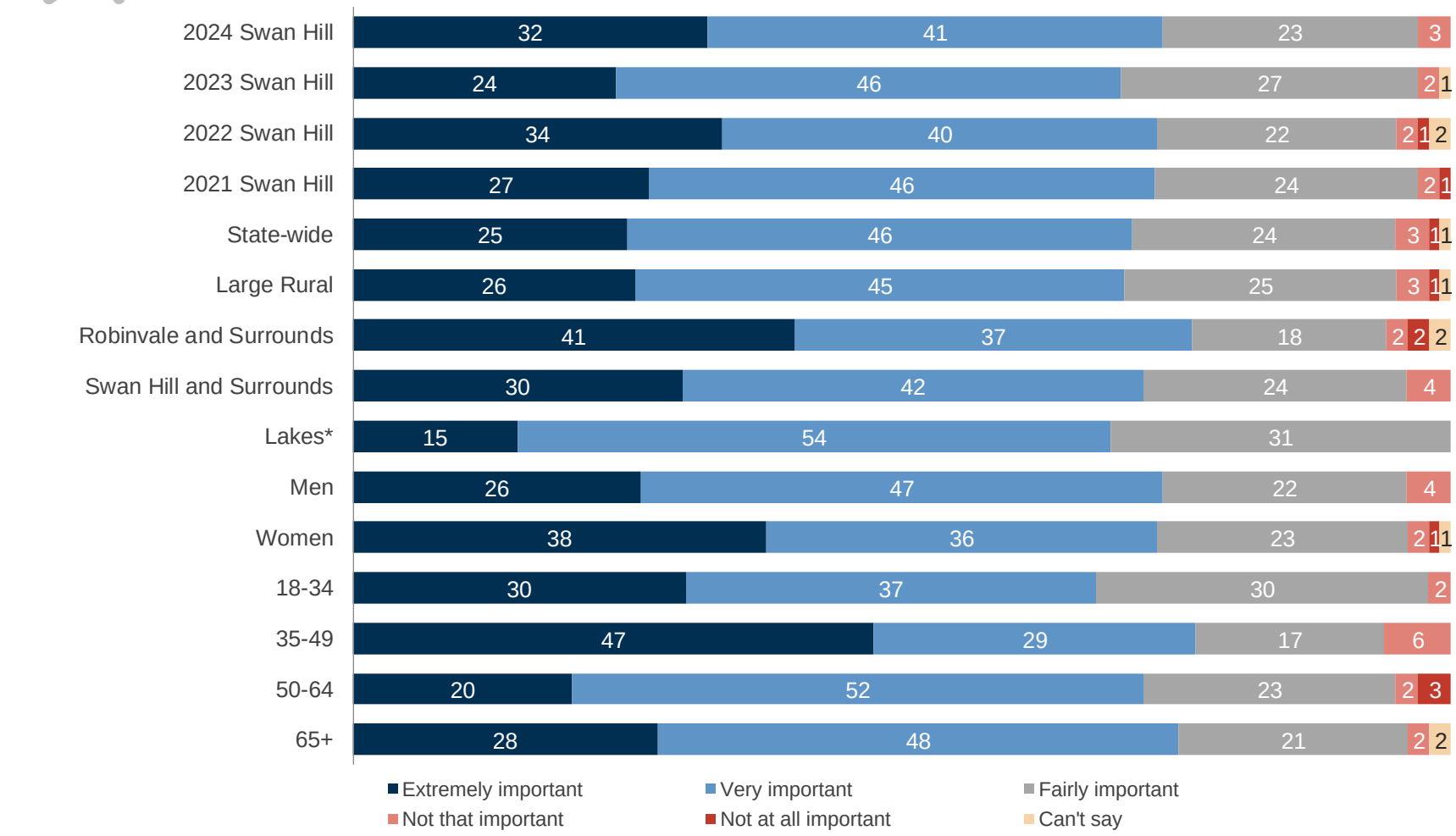
2024 recreational facilities importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
35-49	74	81	77	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	68	79	77	n/a	n/a	n/a	n/a	n/a	n/a
Women	75	80	76	n/a	n/a	n/a	n/a	n/a	n/a
65+	74	75	73	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	73	77	74	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	74	76	74	n/a	n/a	n/a	n/a	n/a	n/a
18-34	72	77	75	n/a	n/a	n/a	n/a	n/a	n/a
Men	71	74	72	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	73	74	74	72	72	73	72	73	72
Large Rural	73	74	73	72	72	74	72	72	72
Lakes	79	79	64	n/a	n/a	n/a	n/a	n/a	n/a
50-64	72	75	72	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Recreational facilities importance

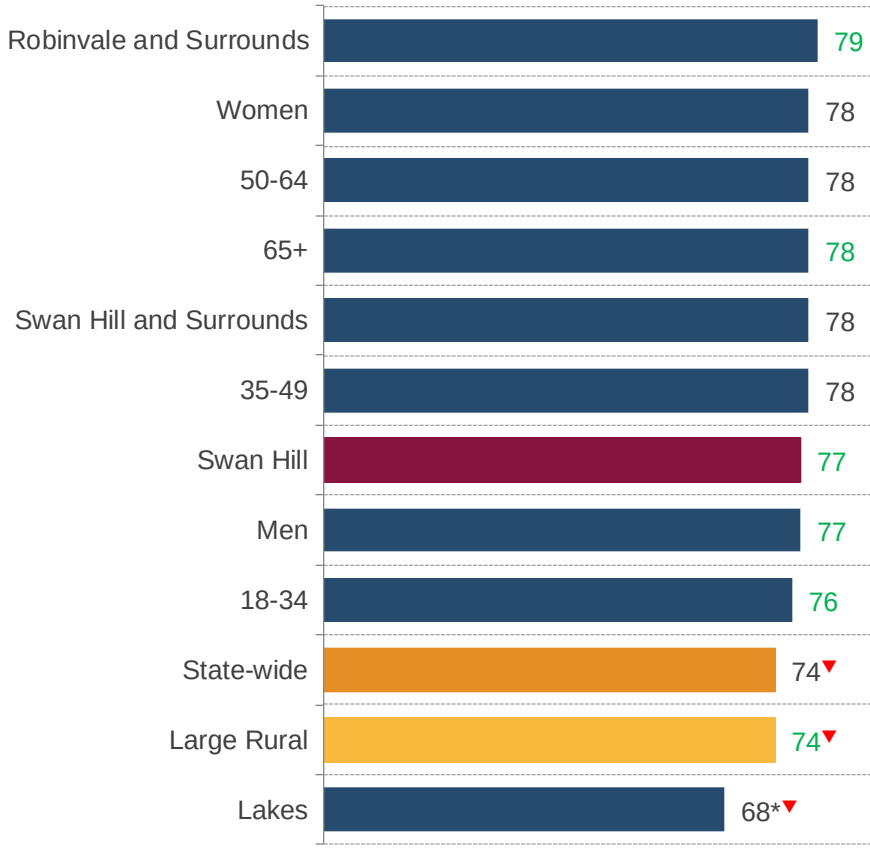
2024 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8
**Caution: small sample size < n=30*

The appearance of public areas importance

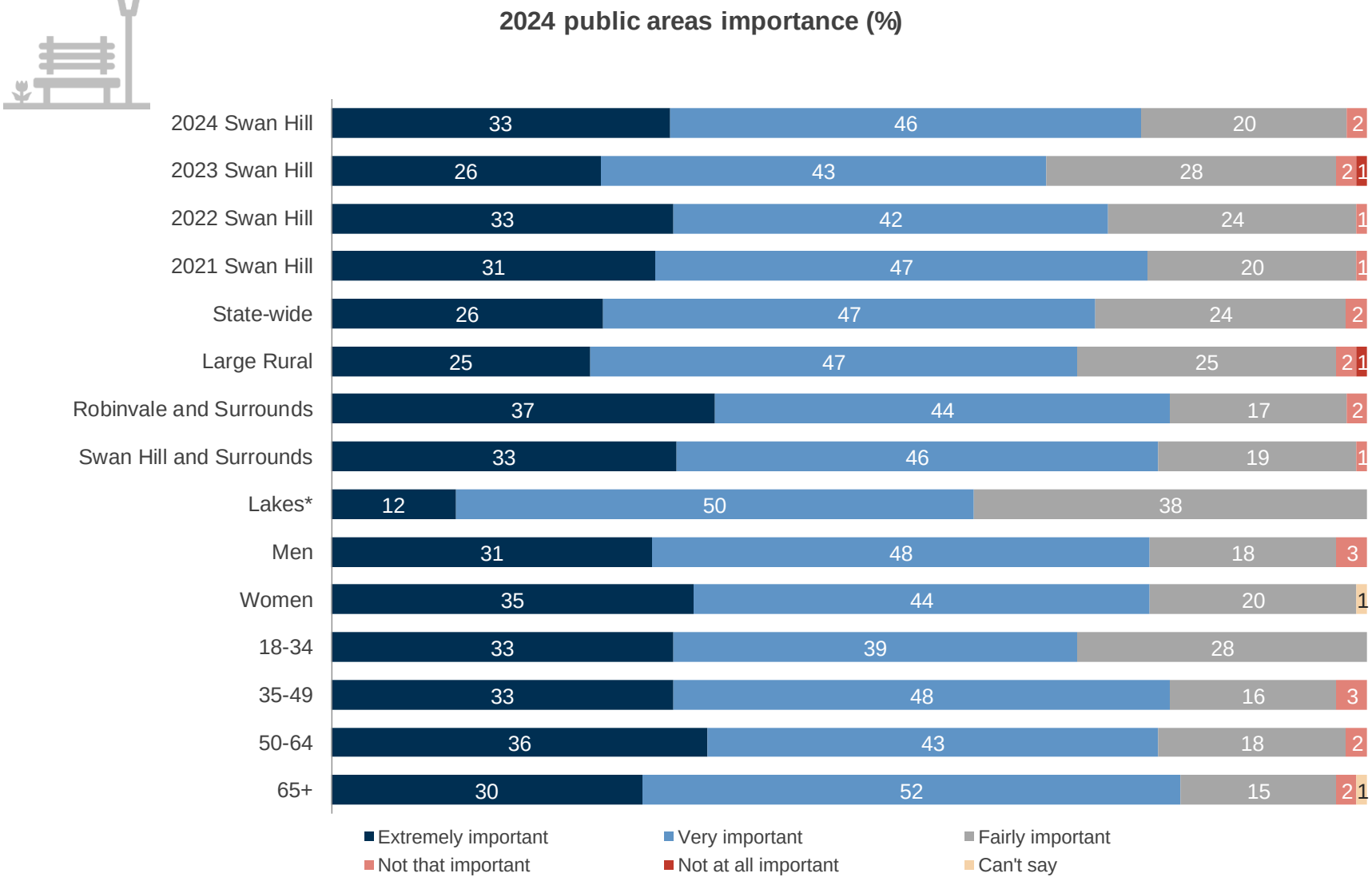
2024 public areas importance (index scores)



	2023	2022	2021	2020	2019	2018	2017	2016	2015
Robinvale and Surrounds	66	80	80	n/a	n/a	n/a	n/a	n/a	n/a
Women	76	81	79	n/a	n/a	n/a	n/a	n/a	n/a
50-64	75	77	75	n/a	n/a	n/a	n/a	n/a	n/a
65+	72	76	76	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	75	76	77	n/a	n/a	n/a	n/a	n/a	n/a
35-49	75	81	77	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
Men	69	73	75	n/a	n/a	n/a	n/a	n/a	n/a
18-34	70	76	80	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	74	75	75	74	73	74	74	74	73
Large Rural	73	75	75	73	73	73	73	74	73
Lakes	68	80	69	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

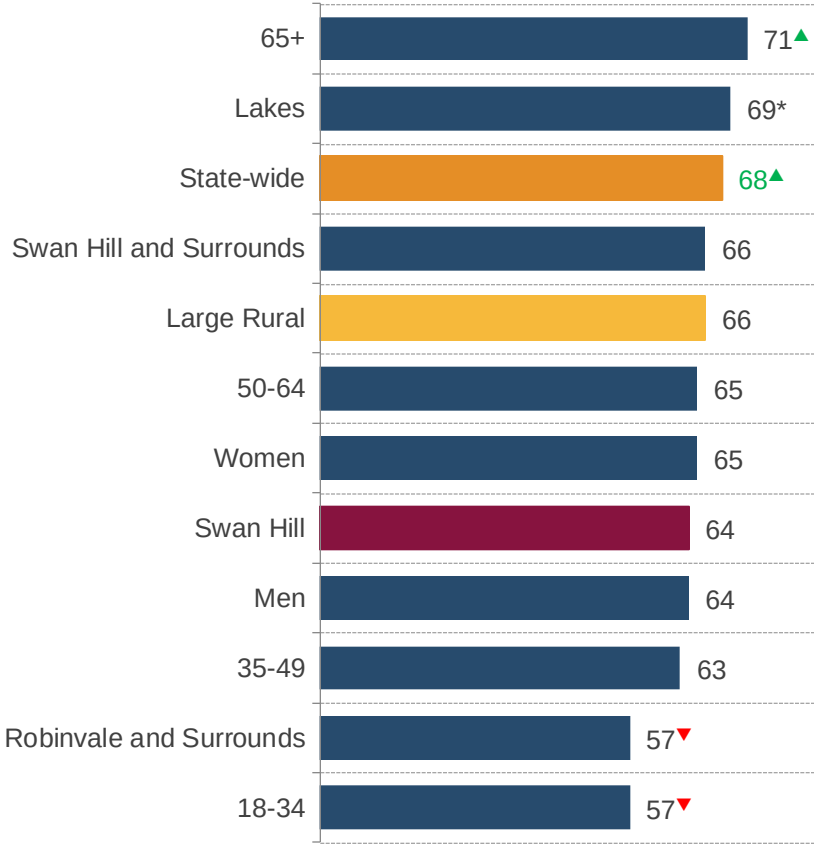
The appearance of public areas importance



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 8
**Caution: small sample size < n=30*

The appearance of public areas performance

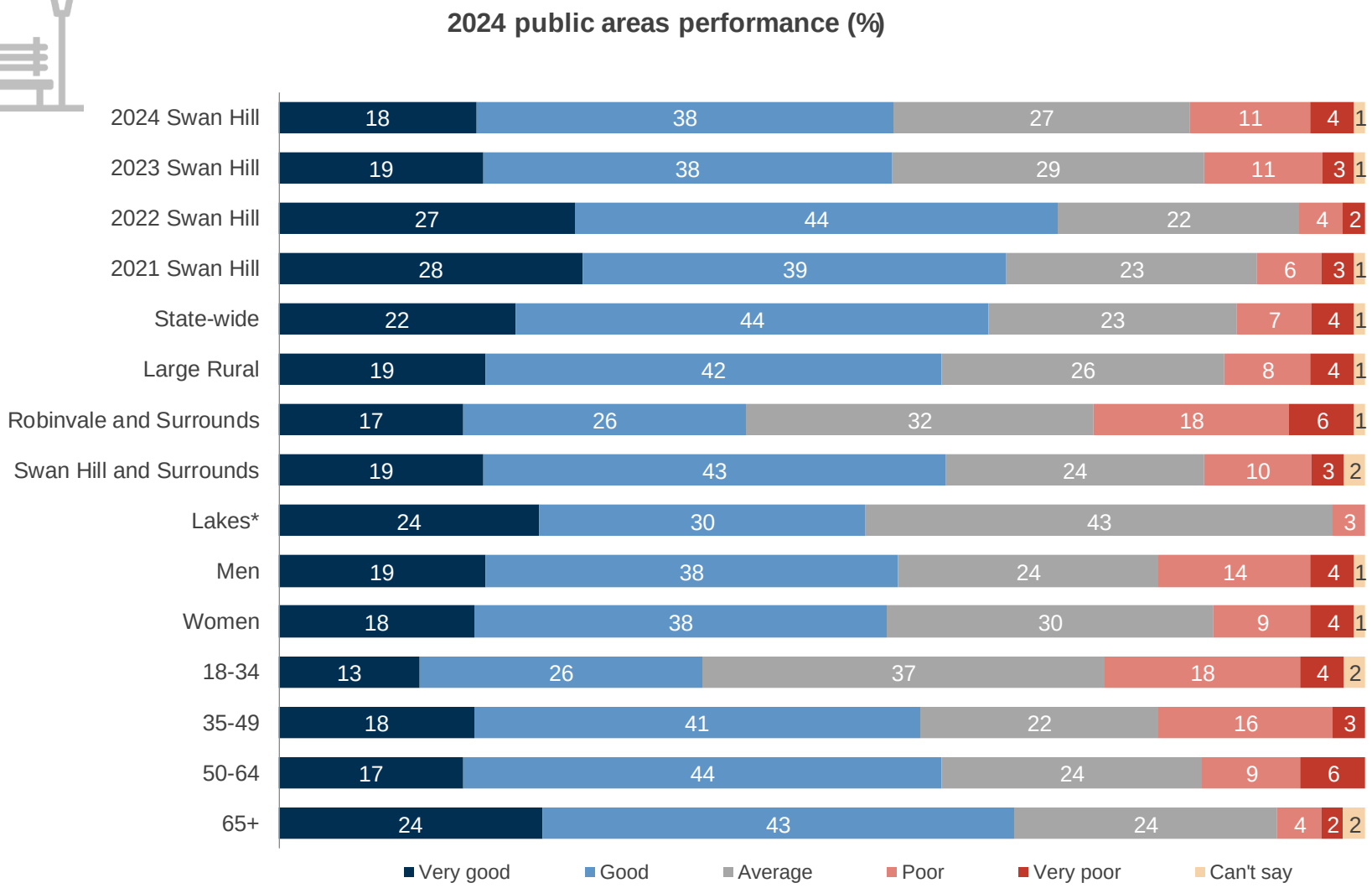
2024 public areas performance (index scores)



	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	69	76	73	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	67	59	71	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67	71	73	72	72	71	71	71	72
Swan Hill and Surrounds	66	75	72	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	65	67	70	71	70	69	69	69	69
50-64	66	67	74	n/a	n/a	n/a	n/a	n/a	n/a
Women	65	72	70	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	65	73	71	n/a	n/a	n/a	n/a	n/a	n/a
Men	65	73	71	n/a	n/a	n/a	n/a	n/a	n/a
35-49	62	74	70	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	62	65	68	n/a	n/a	n/a	n/a	n/a	n/a
18-34	63	71	68	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked State-wide: 42 Councils asked group: 11
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

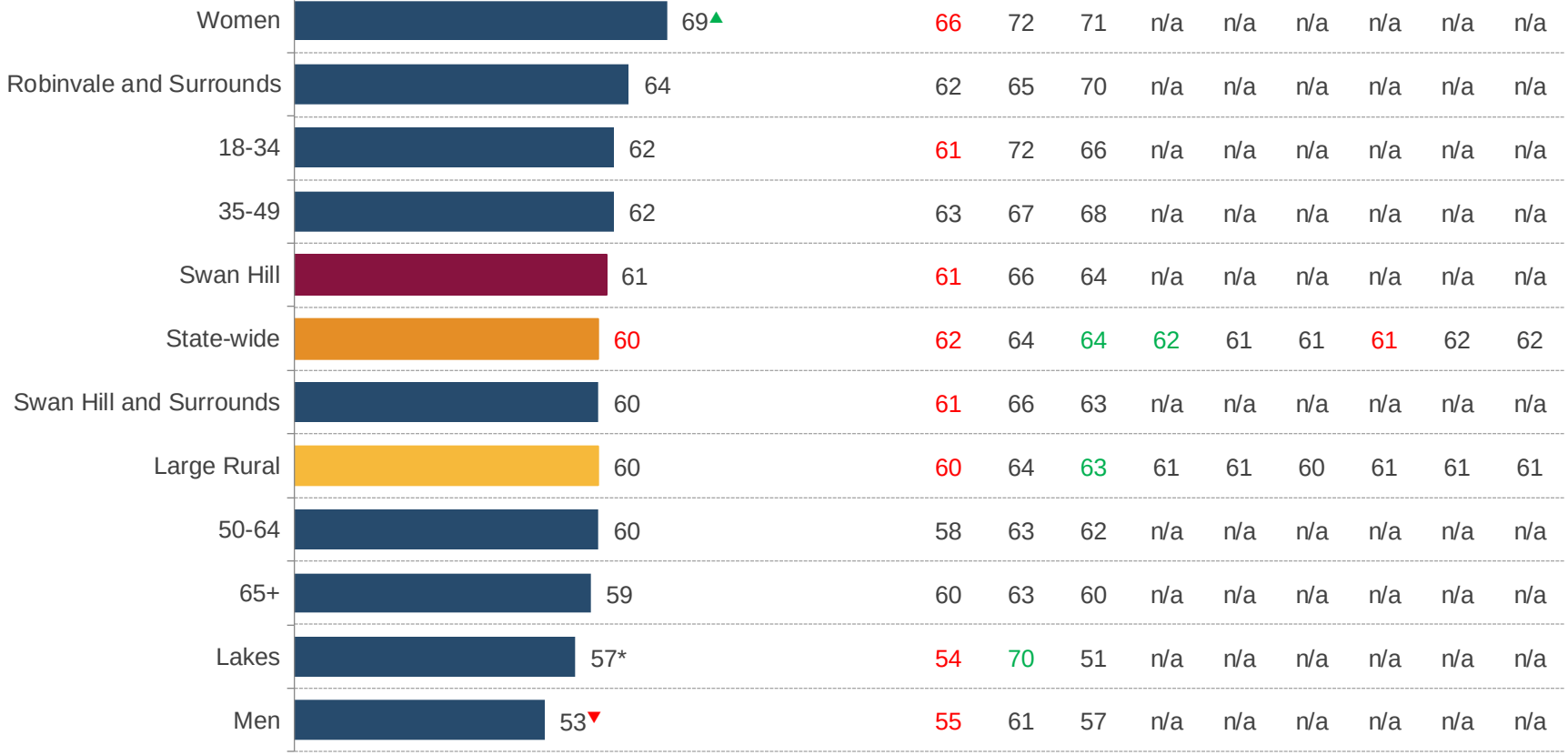
The appearance of public areas performance



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked State-wide: 42 Councils asked group: 11
**Caution: small sample size < n=30*

Community and cultural activities importance

2024 community and cultural activities importance (index scores)

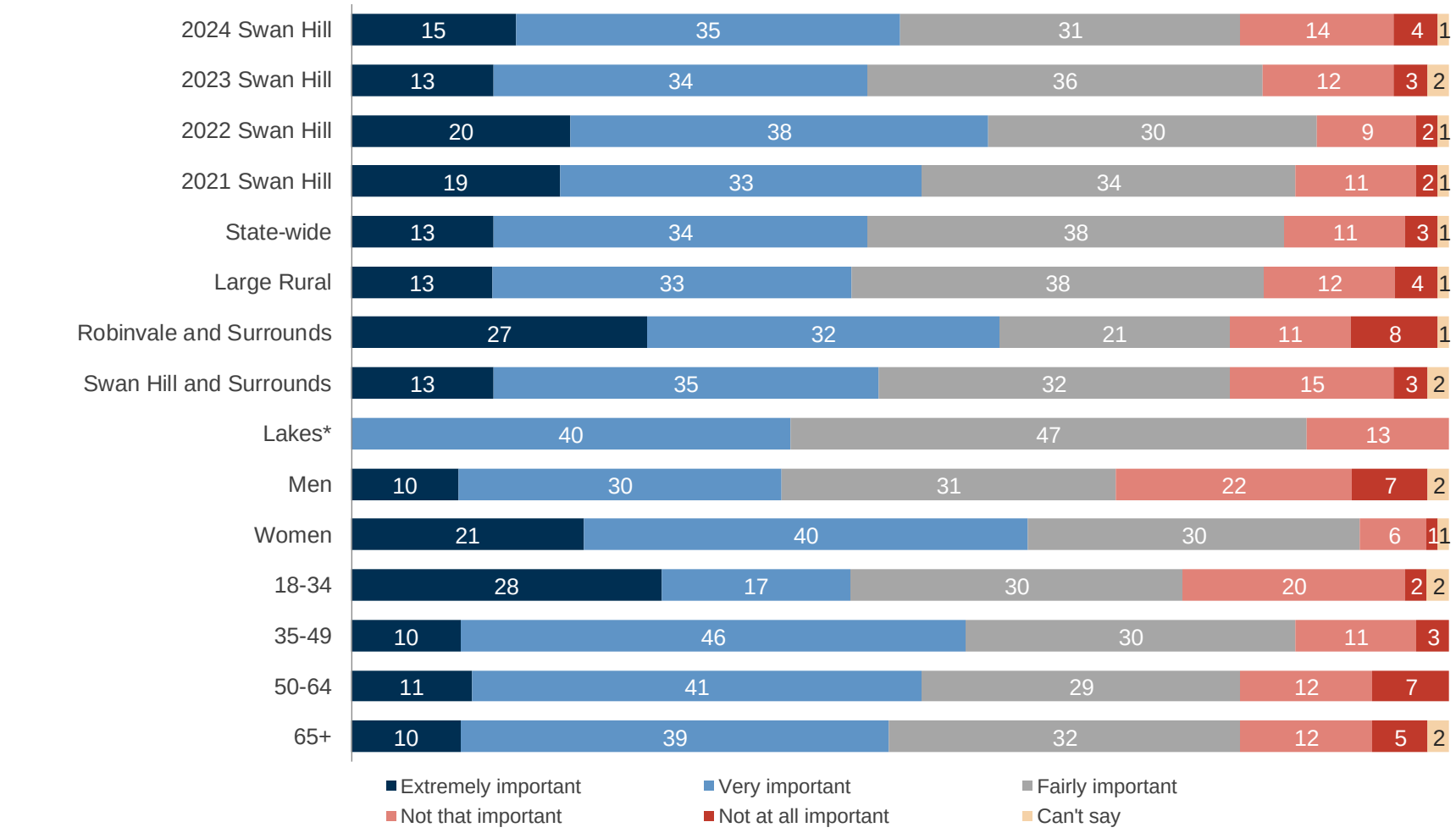


	2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	66	72	71	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	62	65	70	n/a	n/a	n/a	n/a	n/a	n/a
18-34	61	72	66	n/a	n/a	n/a	n/a	n/a	n/a
35-49	63	67	68	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	61	66	64	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	62	64	64	62	61	61	61	62	62
Swan Hill and Surrounds	61	66	63	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	60	64	63	61	61	60	61	61	61
50-64	58	63	62	n/a	n/a	n/a	n/a	n/a	n/a
65+	60	63	60	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	54	70	51	n/a	n/a	n/a	n/a	n/a	n/a
Men	55	61	57	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Community and cultural activities' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 15 Councils asked group: 4
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Community and cultural activities importance

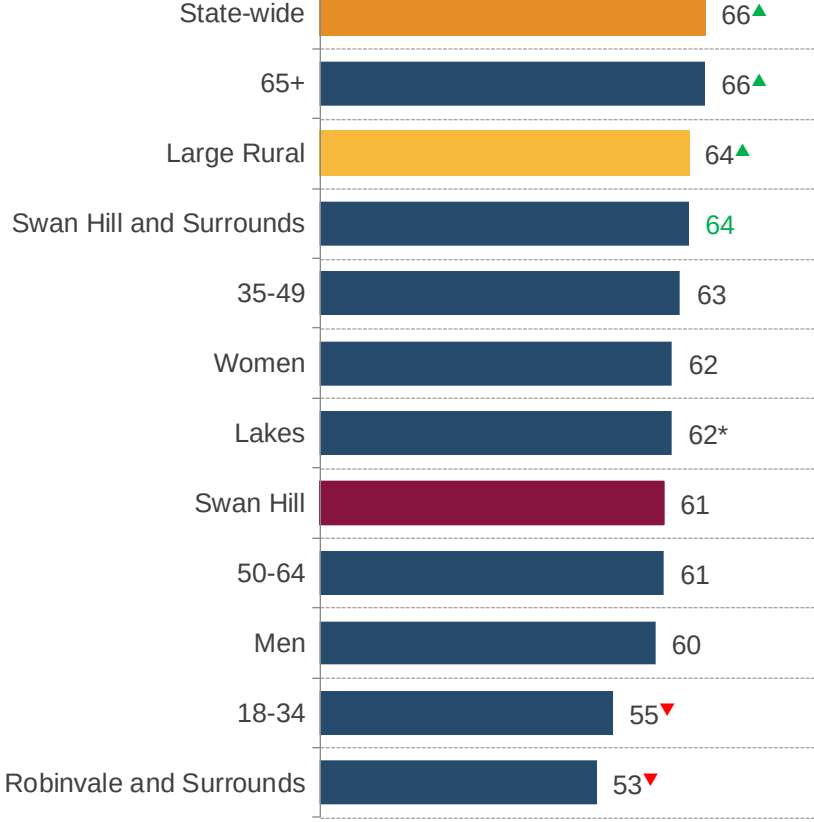
2024 community and cultural activities importance (%)



Q1. Firstly, how important should 'Community and cultural activities' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 15 Councils asked group: 4
**Caution: small sample size < n=30*

Community and cultural activities performance

2024 community and cultural activities performance (index scores)

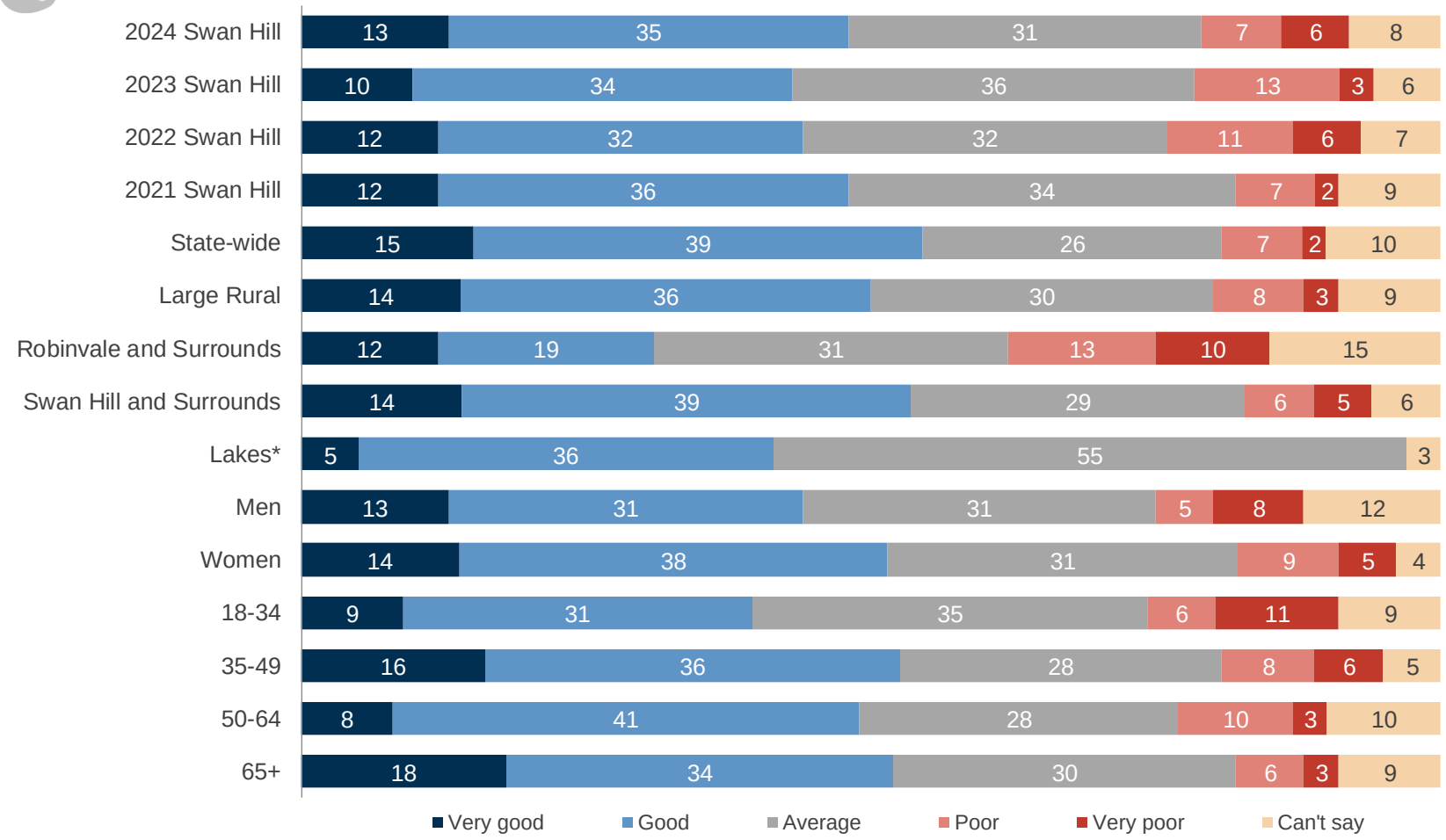


	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	66	65	65	68	69	69	69	69	69
65+	62	63	64	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	64	63	65	67	67	67	69	67	69
Swan Hill and Surrounds	60	60	64	n/a	n/a	n/a	n/a	n/a	n/a
35-49	61	58	65	n/a	n/a	n/a	n/a	n/a	n/a
Women	60	58	59	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	62	55	76	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	59	59	63	n/a	n/a	n/a	n/a	n/a	n/a
50-64	57	55	64	n/a	n/a	n/a	n/a	n/a	n/a
Men	59	60	67	n/a	n/a	n/a	n/a	n/a	n/a
18-34	57	57	61	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	58	53	60	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Community and cultural activities' over the last 12 months?
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 7
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Community and cultural activities performance

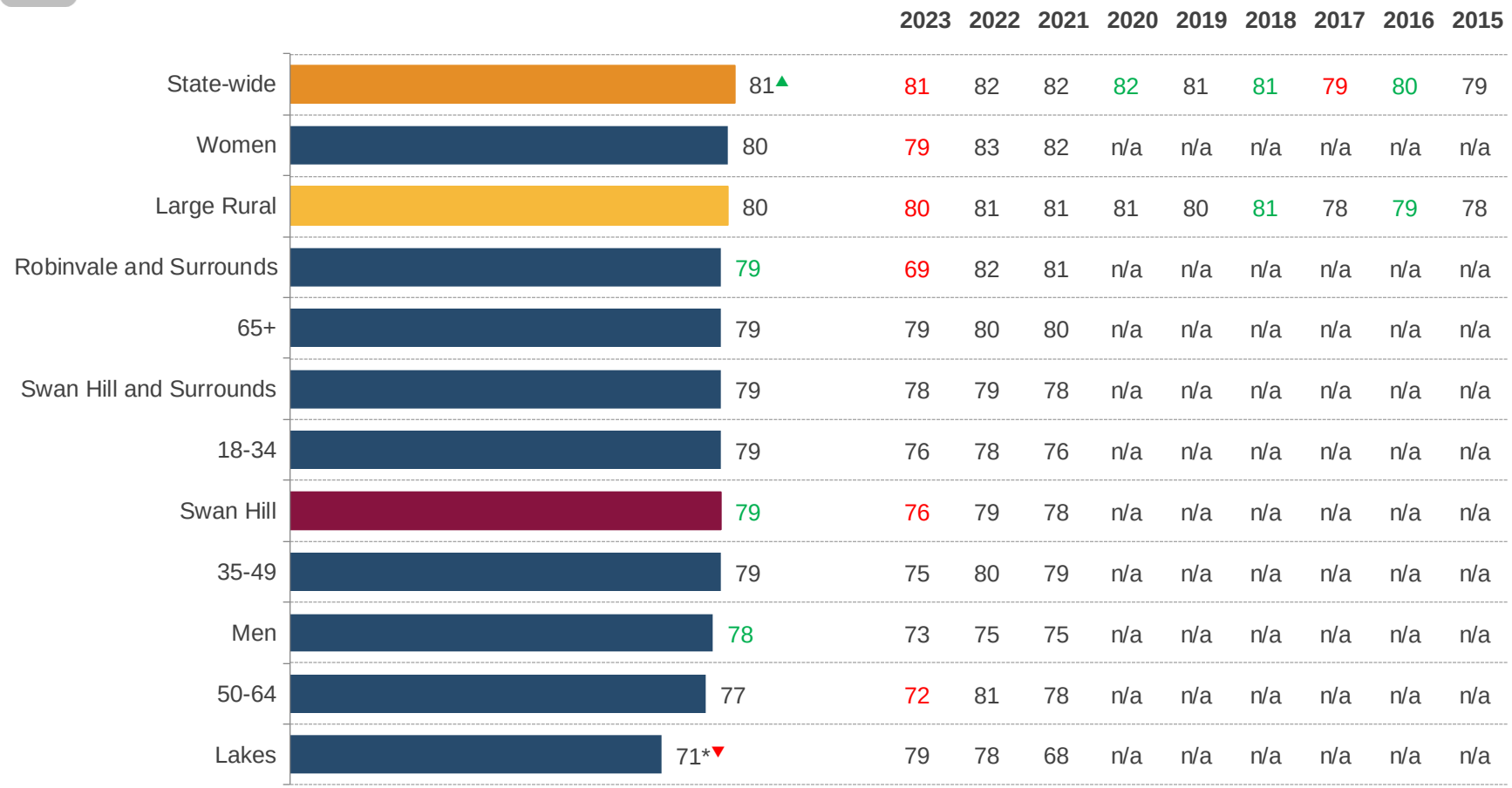
2024 community and cultural activities performance (%)



Q2. How has Council performed on 'Community and cultural activities' over the last 12 months?
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 7
**Caution: small sample size < n=30*

Waste management importance

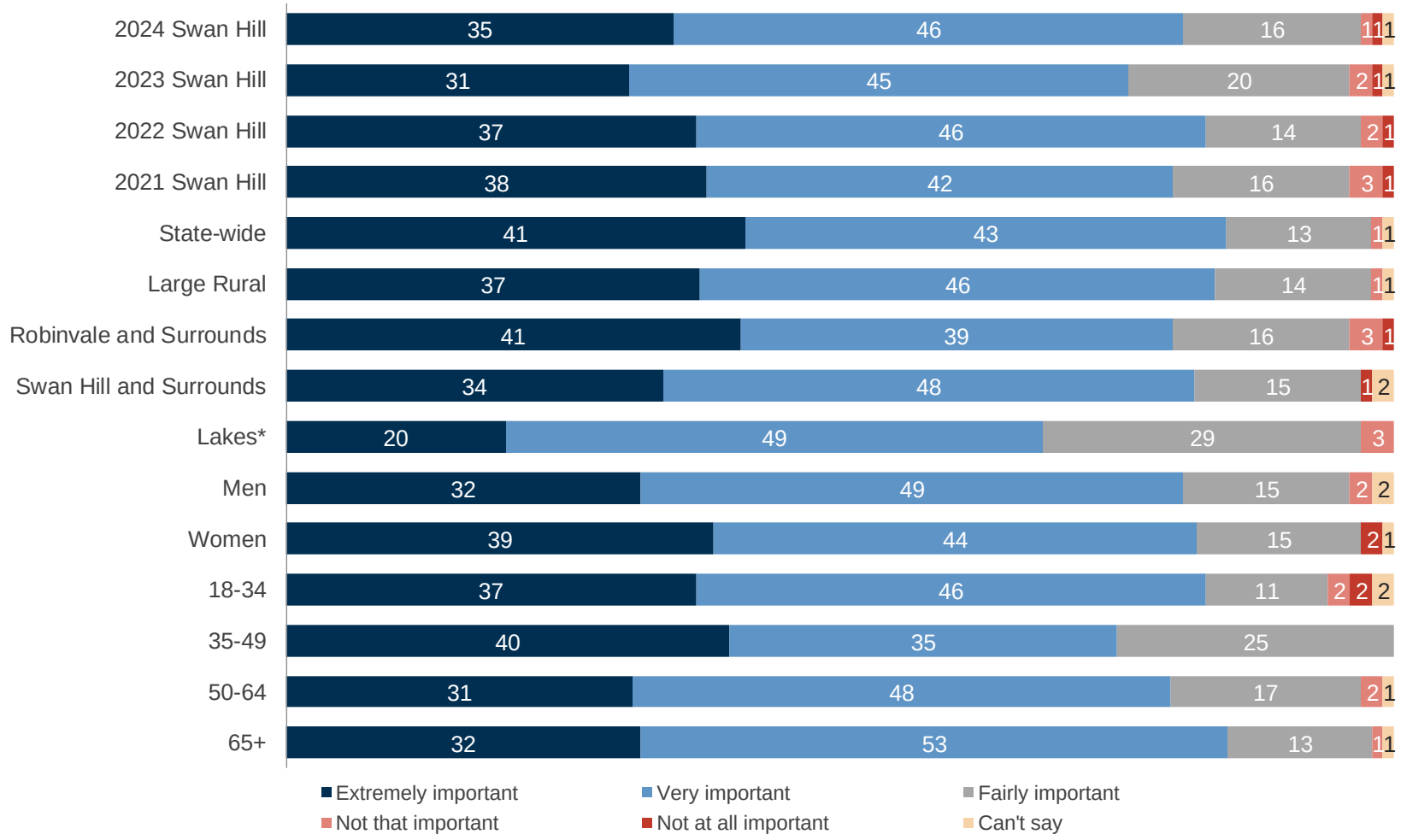
2024 waste management importance (index scores)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Waste management importance

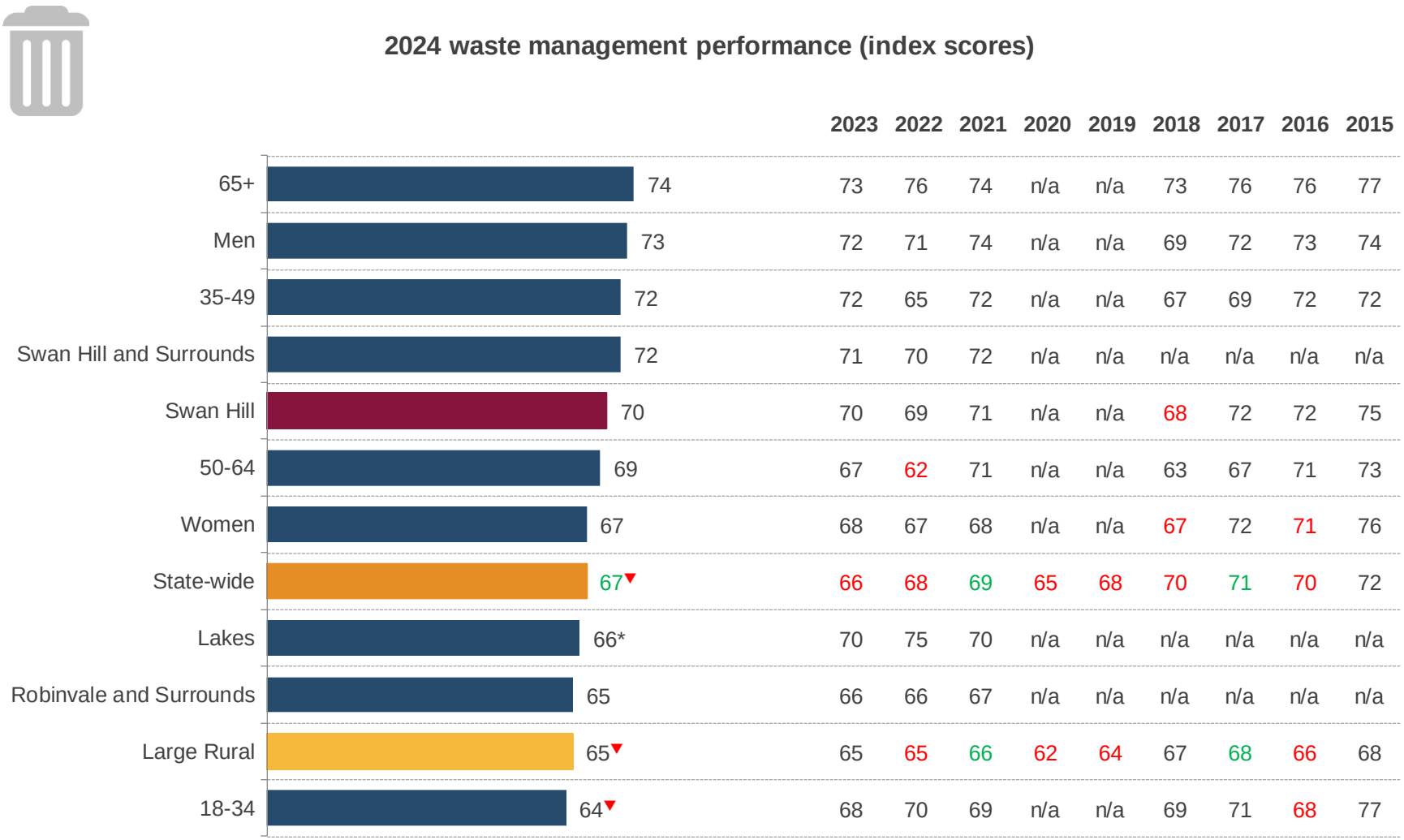
2024 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 8
**Caution: small sample size < n=30*

Waste management performance

2024 waste management performance (index scores)

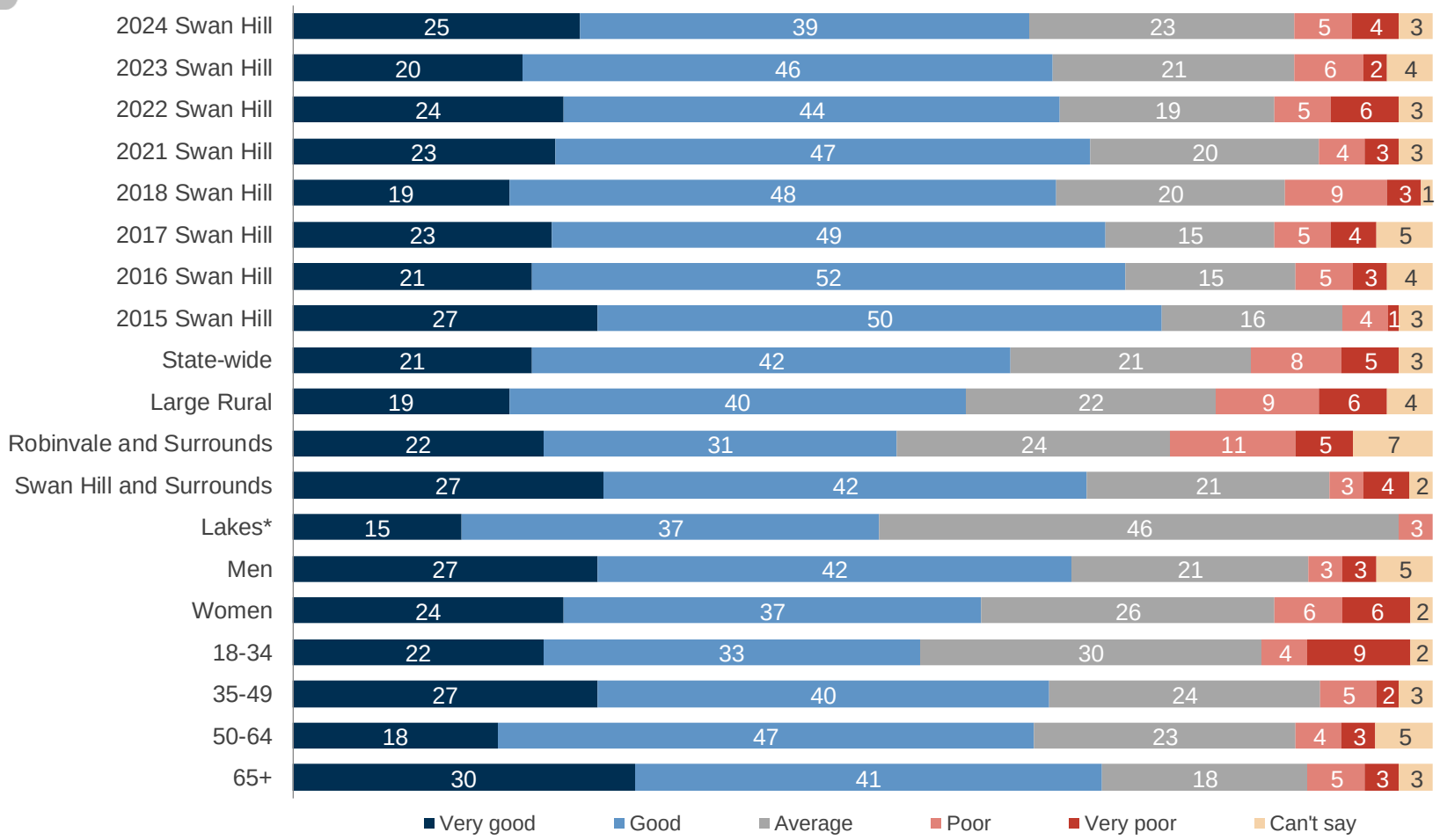


	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	73	76	74	n/a	n/a	73	76	76	77
Men	72	71	74	n/a	n/a	69	72	73	74
35-49	72	65	72	n/a	n/a	67	69	72	72
Swan Hill and Surrounds	71	70	72	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	70	69	71	n/a	n/a	68	72	72	75
50-64	67	62	71	n/a	n/a	63	67	71	73
Women	68	67	68	n/a	n/a	67	72	71	76
State-wide	66	68	69	65	68	70	71	70	72
Lakes	70	75	70	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	66	66	67	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	65	65	66	62	64	67	68	66	68
18-34	68	70	69	n/a	n/a	69	71	68	77

Q2. How has Council performed on 'Waste management' 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.
**Caution: small sample size < n=30*

Waste management performance

2024 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18
**Caution: small sample size < n=30*

Business and community development and tourism importance

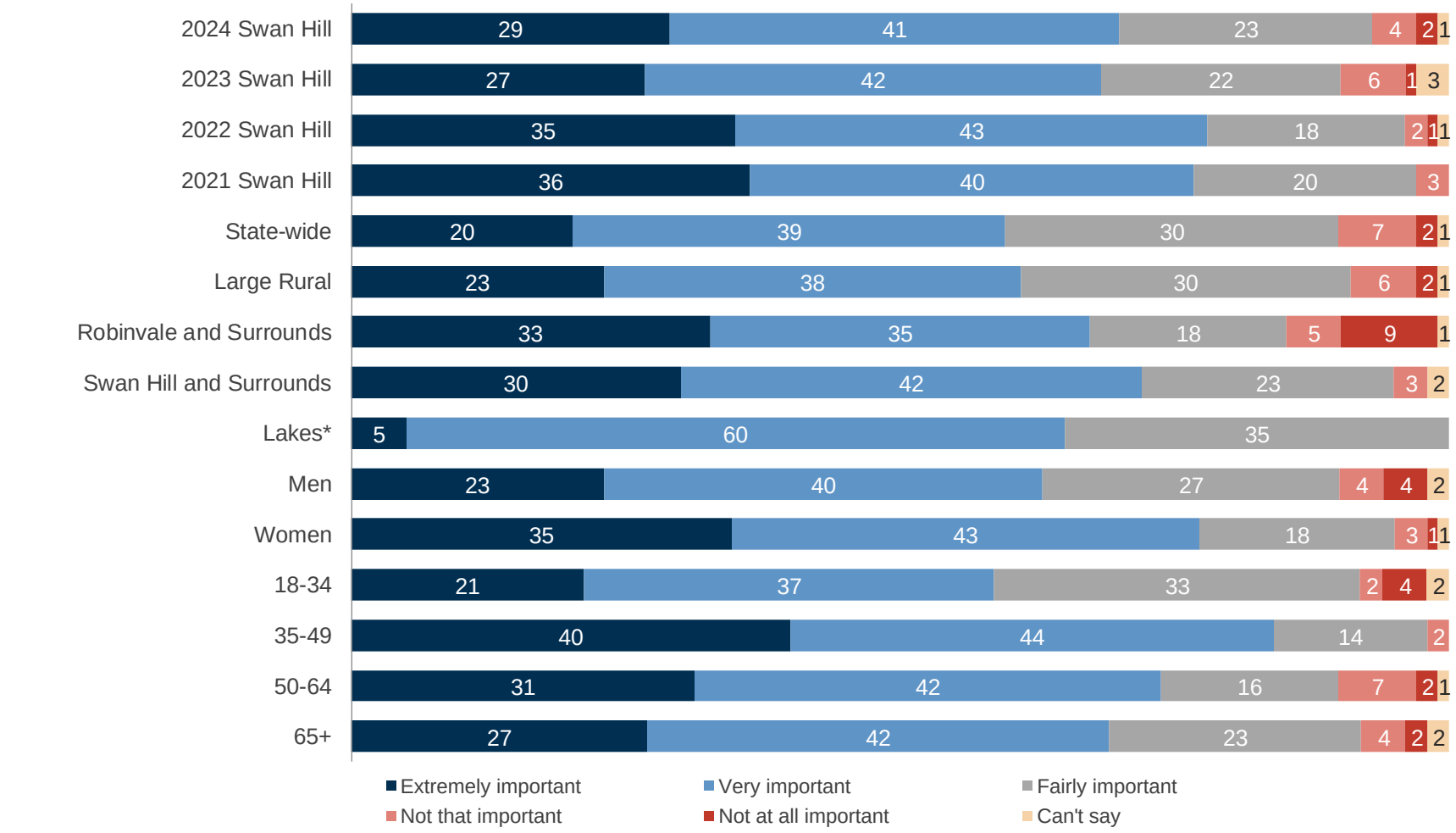
2024 business/development/tourism importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
35-49	74	80	78	n/a	n/a	n/a	n/a	n/a	n/a
Women	74	81	79	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	74	77	78	n/a	n/a	n/a	n/a	n/a	n/a
50-64	74	75	72	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
65+	72	75	73	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	66	75	74	n/a	n/a	n/a	n/a	n/a	n/a
Men	71	74	75	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	68	70	71	68	64	65	67	69	70
Lakes	73	84	73	n/a	n/a	n/a	n/a	n/a	n/a
18-34	71	79	85	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67	69	70	67	65	66	67	67	67

Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 19 Councils asked group: 6
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Business and community development and tourism importance

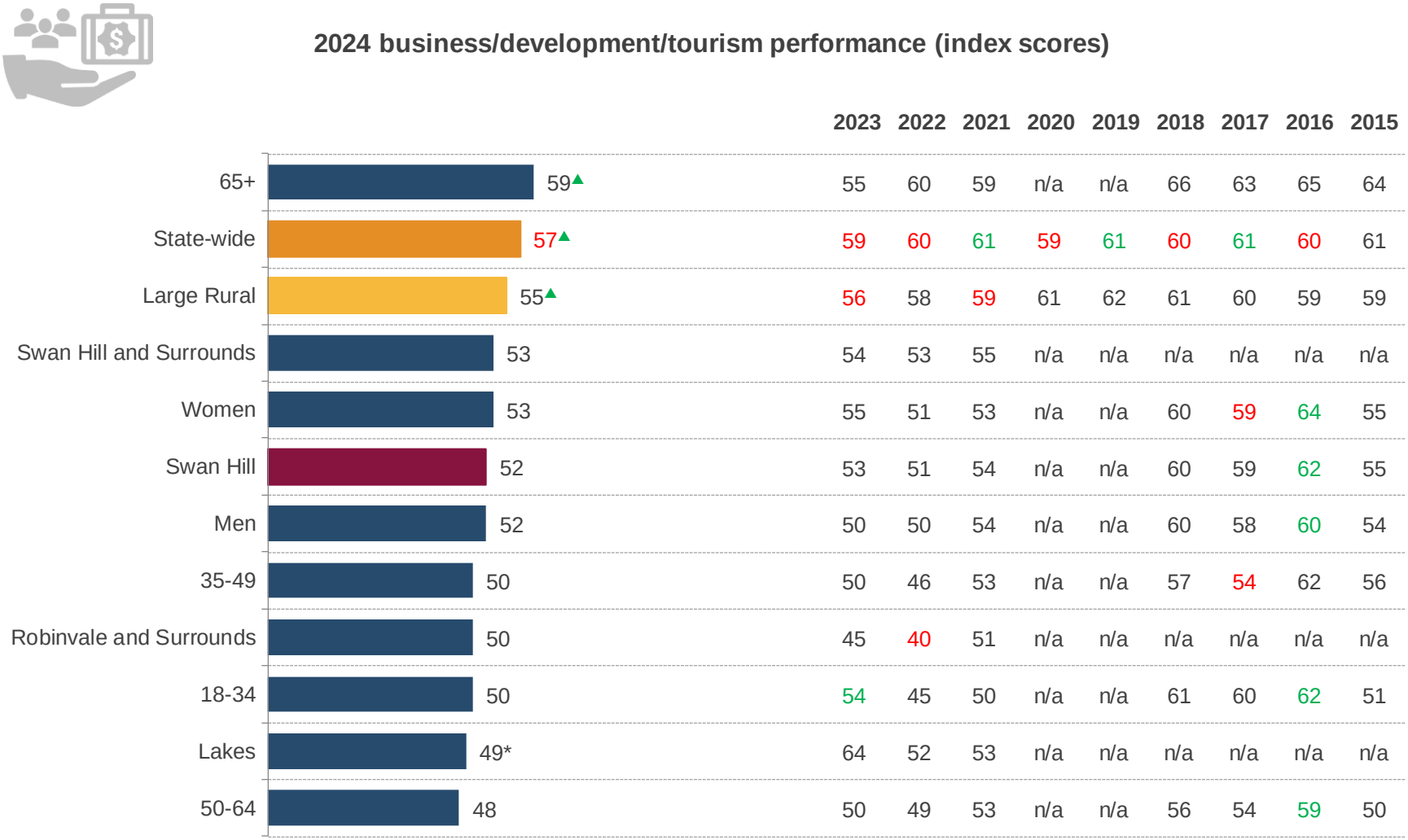
2024 business/development/tourism importance (%)



Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 19 Councils asked group: 6
**Caution: small sample size < n=30*

Business and community development and tourism performance

2024 business/development/tourism performance (index scores)

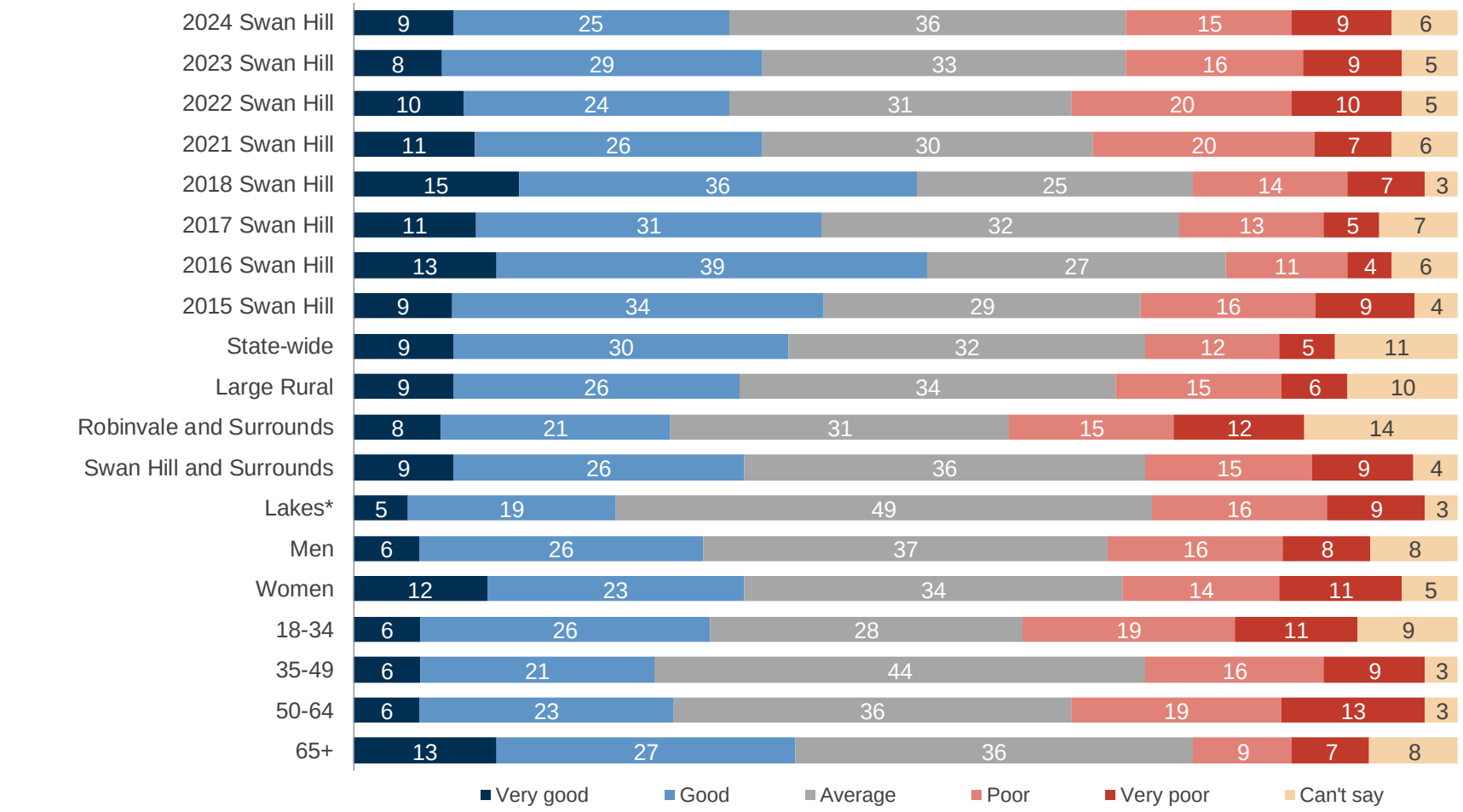


	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	55	60	59	n/a	n/a	66	63	65	64
State-wide	59	60	61	59	61	60	61	60	61
Large Rural	56	58	59	61	62	61	60	59	59
Swan Hill and Surrounds	54	53	55	n/a	n/a	n/a	n/a	n/a	n/a
Women	55	51	53	n/a	n/a	60	59	64	55
Swan Hill	53	51	54	n/a	n/a	60	59	62	55
Men	50	50	54	n/a	n/a	60	58	60	54
35-49	50	46	53	n/a	n/a	57	54	62	56
Robinvale and Surrounds	45	40	51	n/a	n/a	n/a	n/a	n/a	n/a
18-34	54	45	50	n/a	n/a	61	60	62	51
Lakes	64	52	53	n/a	n/a	n/a	n/a	n/a	n/a
50-64	50	49	53	n/a	n/a	56	54	59	50

Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 10
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Business and community development and tourism performance

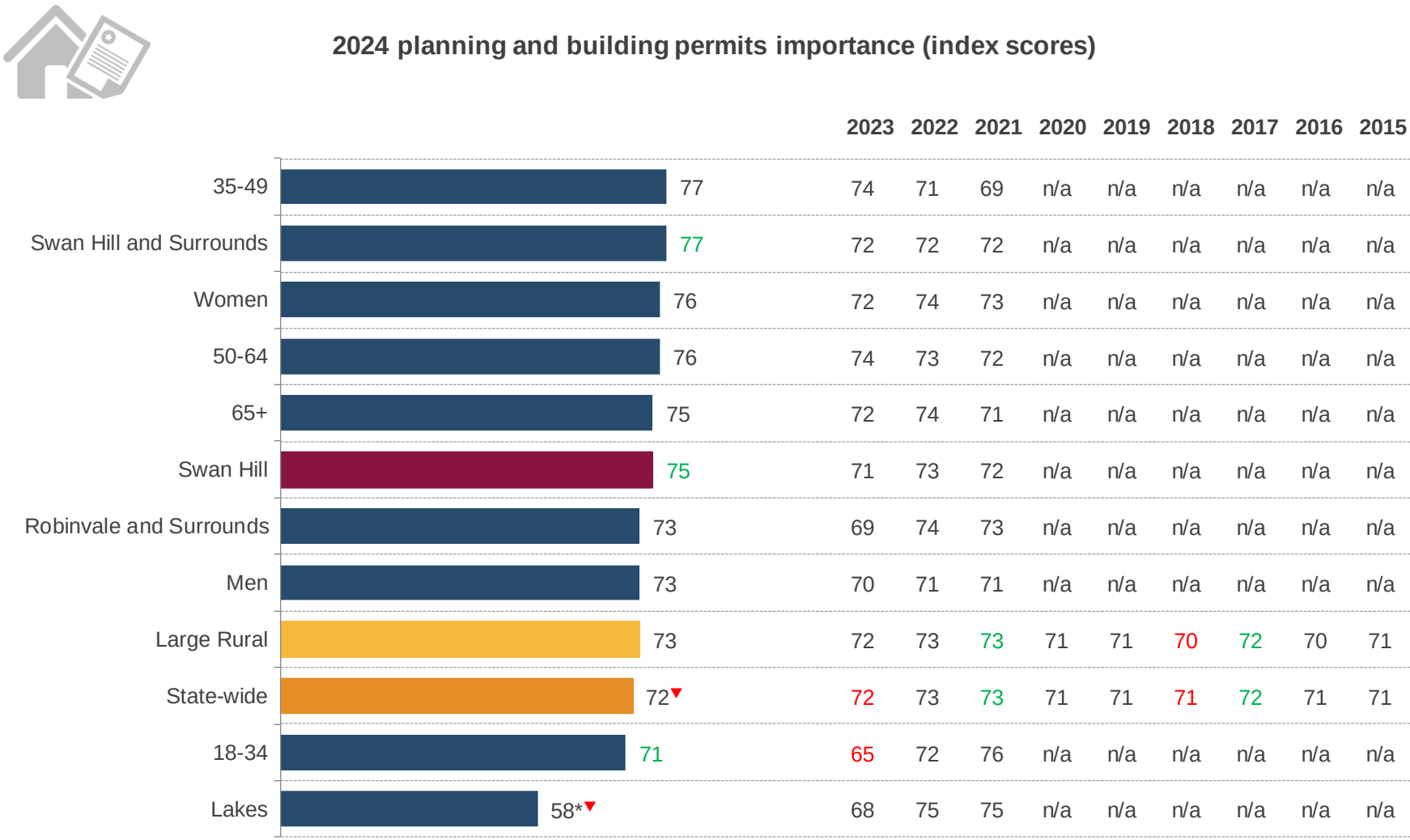
2024 business/development/tourism performance (%)



Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 10
**Caution: small sample size < n=30*

Planning and building permits importance

2024 planning and building permits importance (index scores)

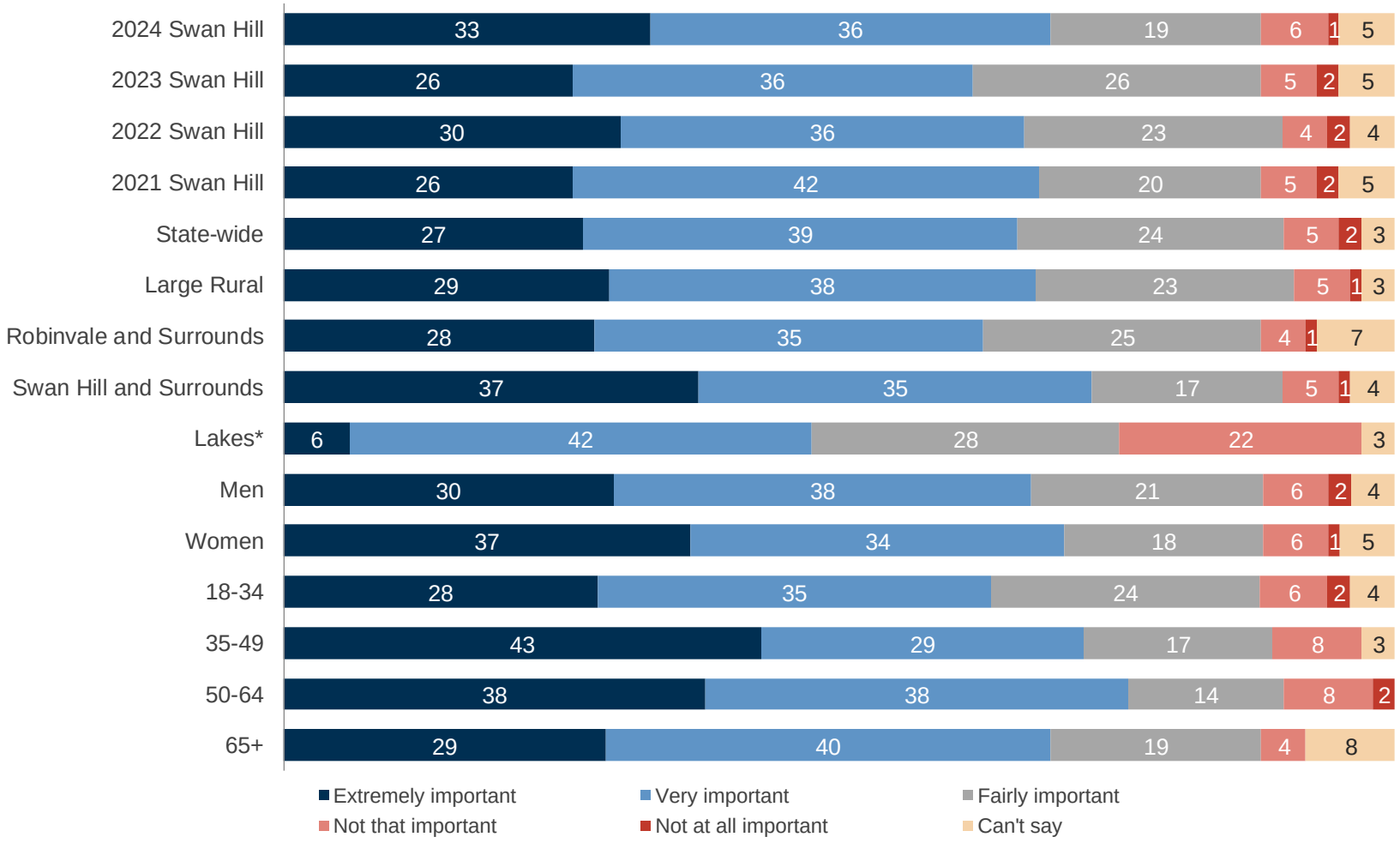


	2023	2022	2021	2020	2019	2018	2017	2016	2015
35-49	74	71	69	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	72	72	72	n/a	n/a	n/a	n/a	n/a	n/a
Women	72	74	73	n/a	n/a	n/a	n/a	n/a	n/a
50-64	74	73	72	n/a	n/a	n/a	n/a	n/a	n/a
65+	72	74	71	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	71	73	72	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	69	74	73	n/a	n/a	n/a	n/a	n/a	n/a
Men	70	71	71	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	72	73	73	71	71	70	72	70	71
State-wide	72	73	73	71	71	71	72	71	71
18-34	65	72	76	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	68	75	75	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 18 Councils asked group: 5
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Planning and building permits importance

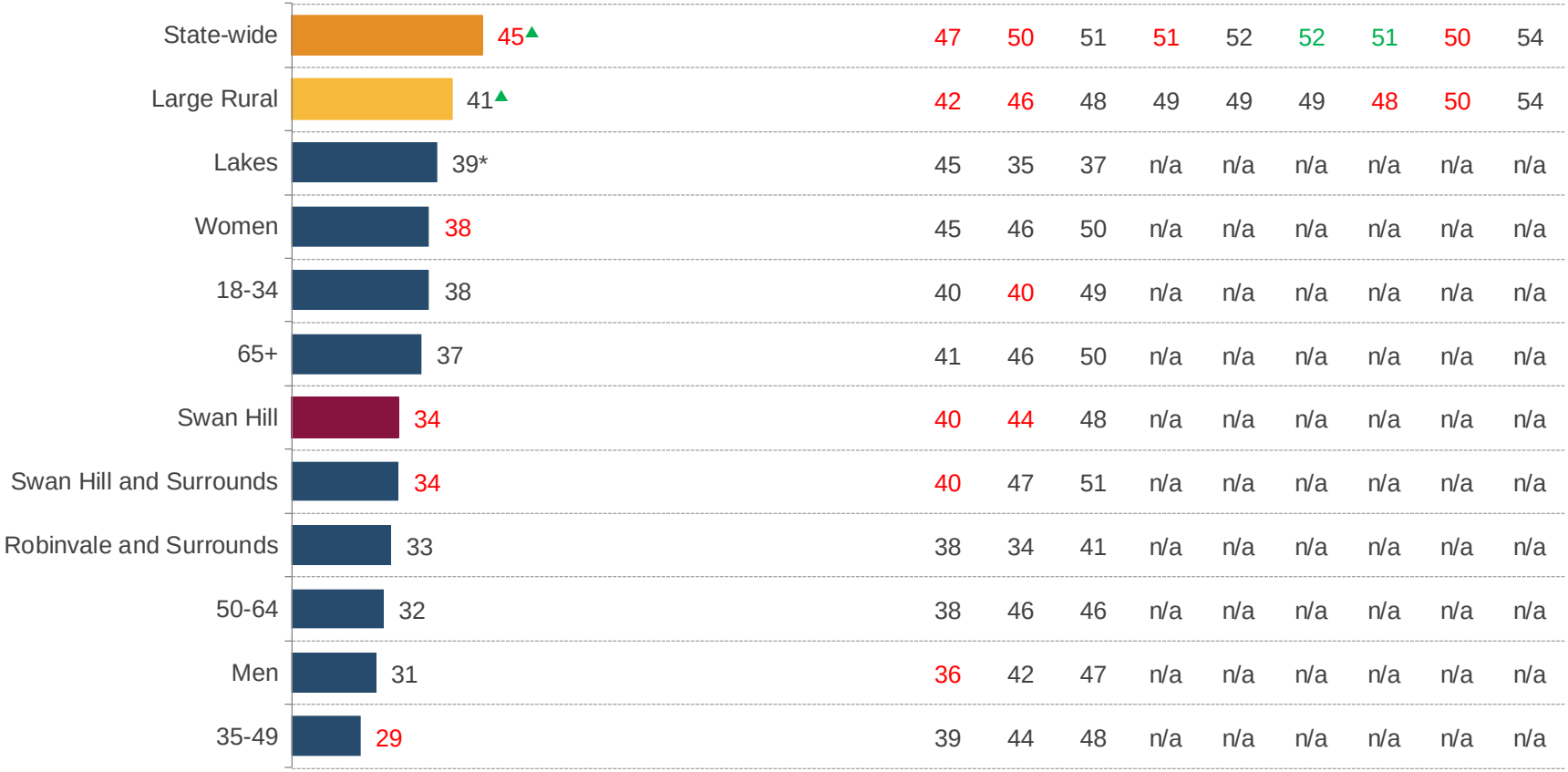
2024 planning and building permits importance (%)



Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 18 Councils asked group: 5
**Caution: small sample size < n=30*

Planning and building permits performance

2024 planning and building permits performance (index scores)

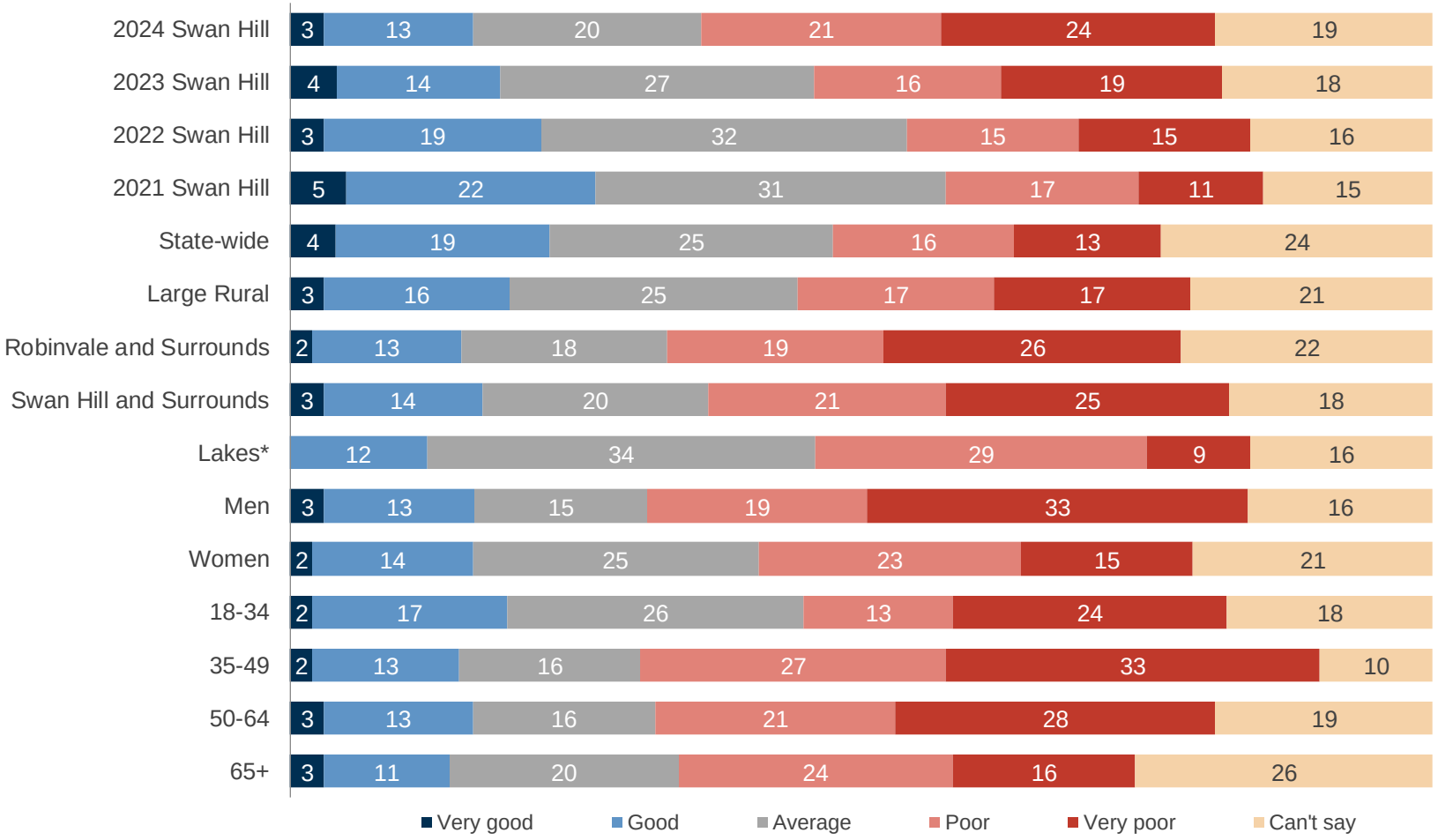


	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	47	50	51	51	52	52	51	50	54
Large Rural	42	46	48	49	49	49	48	50	54
Lakes	45	35	37	n/a	n/a	n/a	n/a	n/a	n/a
Women	45	46	50	n/a	n/a	n/a	n/a	n/a	n/a
18-34	40	40	49	n/a	n/a	n/a	n/a	n/a	n/a
65+	41	46	50	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	40	44	48	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	40	47	51	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	38	34	41	n/a	n/a	n/a	n/a	n/a	n/a
50-64	38	46	46	n/a	n/a	n/a	n/a	n/a	n/a
Men	36	42	47	n/a	n/a	n/a	n/a	n/a	n/a
35-49	39	44	48	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
Base: All respondents. Councils asked State-wide: 29 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Planning and building permits performance

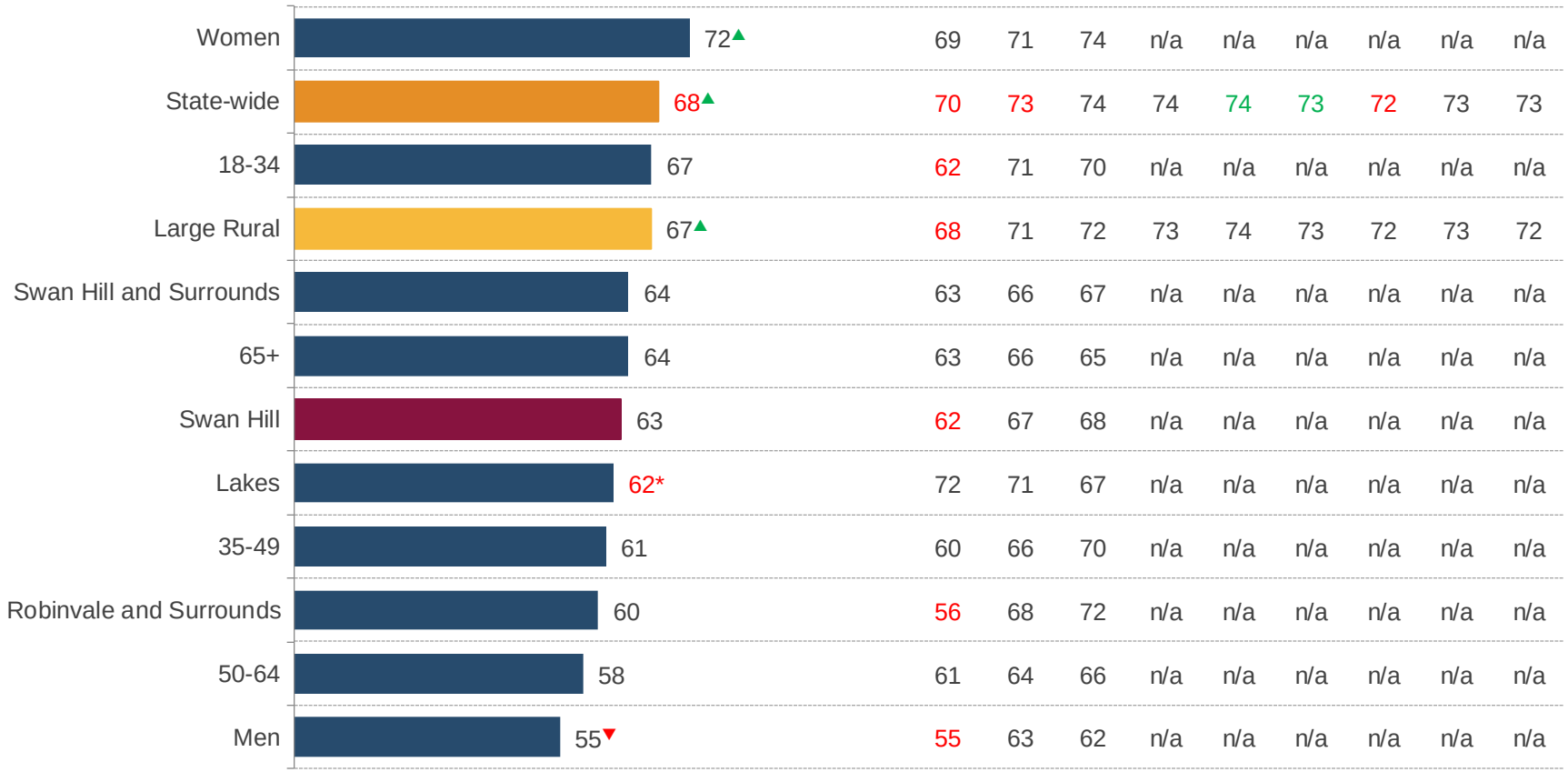
2024 planning and building permits performance (%)



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
Base: All respondents. Councils asked State-wide: 29 Councils asked group: 8
**Caution: small sample size < n=30*

Environmental sustainability importance

2024 environmental sustainability importance (index scores)

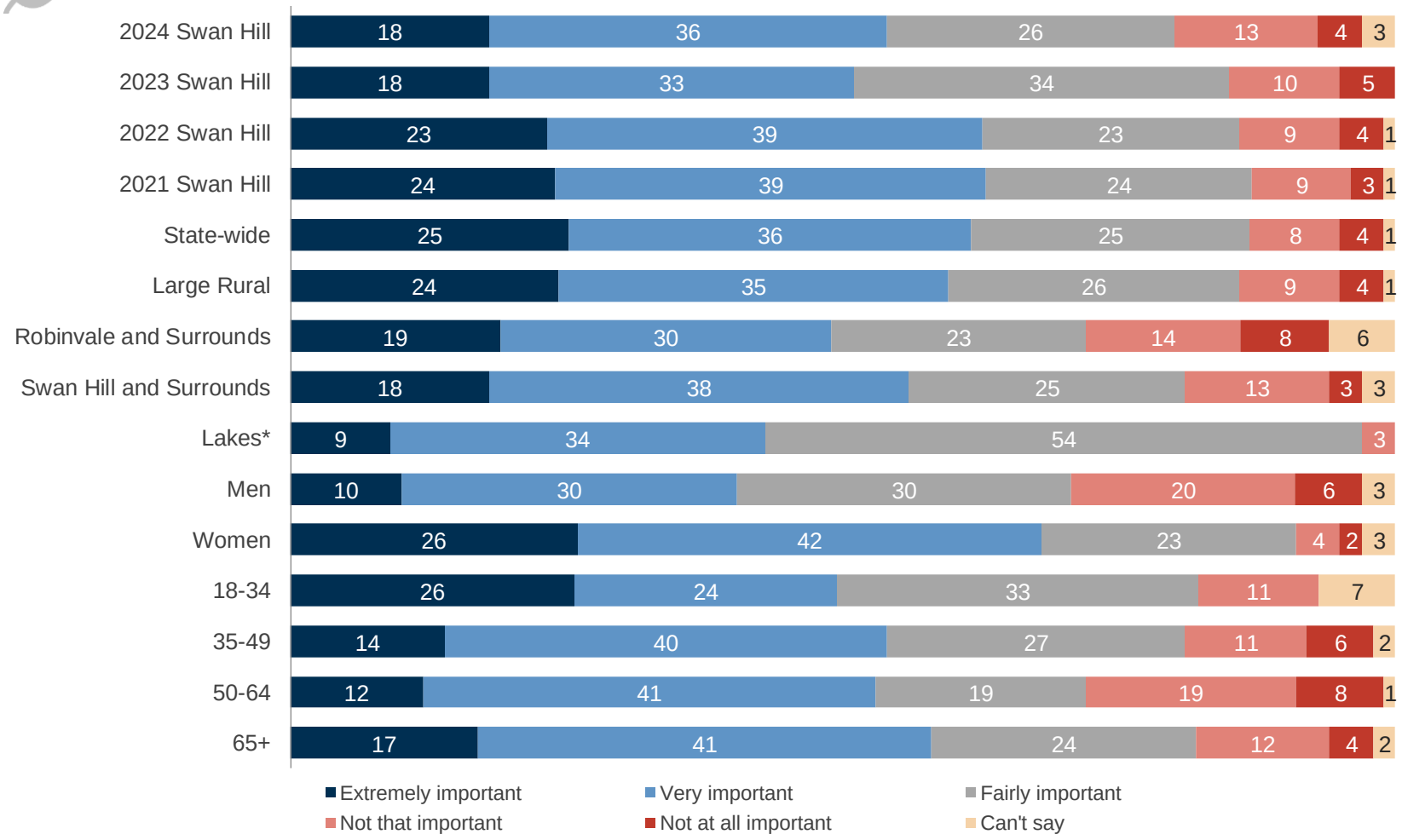


	2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	69	71	74	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	70	73	74	74	74	73	72	73	73
18-34	62	71	70	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	68	71	72	73	74	73	72	73	72
Swan Hill and Surrounds	63	66	67	n/a	n/a	n/a	n/a	n/a	n/a
65+	63	66	65	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	62	67	68	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	72	71	67	n/a	n/a	n/a	n/a	n/a	n/a
35-49	60	66	70	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	56	68	72	n/a	n/a	n/a	n/a	n/a	n/a
50-64	61	64	66	n/a	n/a	n/a	n/a	n/a	n/a
Men	55	63	62	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 22 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Environmental sustainability importance

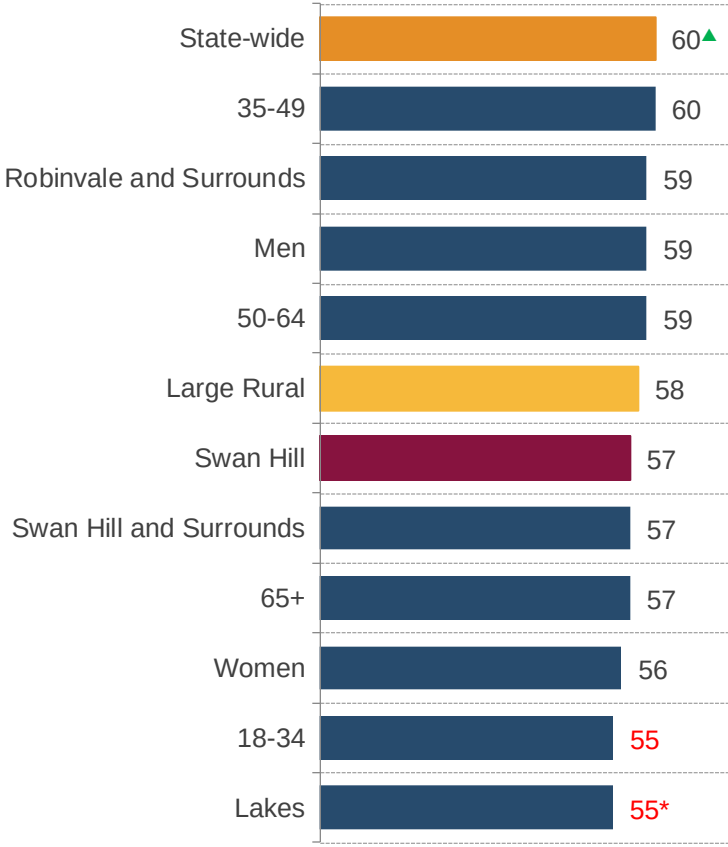
2024 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 22 Councils asked group: 8
**Caution: small sample size < n=30*

Environmental sustainability performance

2024 environmental sustainability performance (index scores)

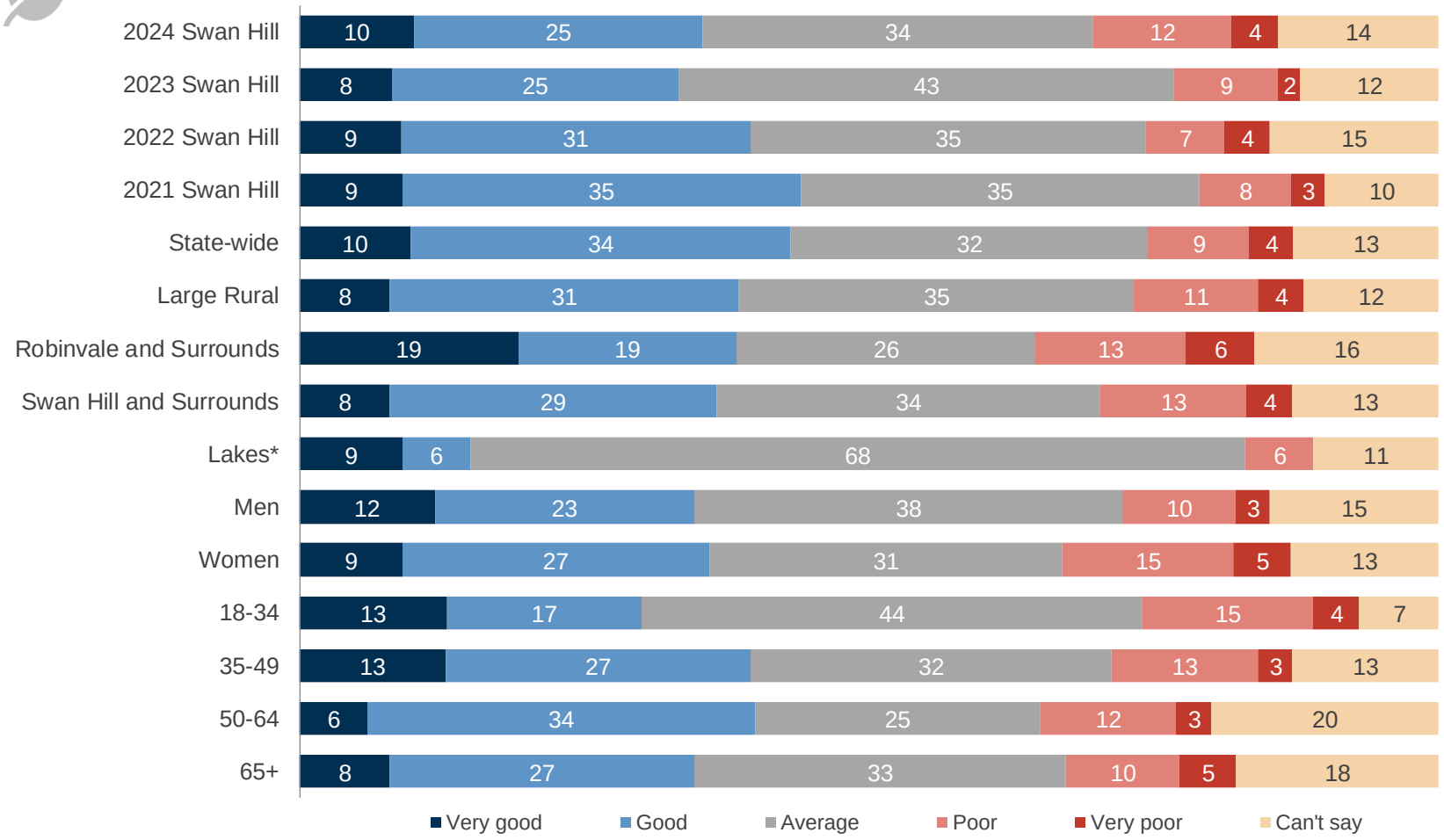


	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	60	61	62	60	62	63	64	63	64
35-49	55	61	63	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	55	56	60	n/a	n/a	n/a	n/a	n/a	n/a
Men	58	59	63	n/a	n/a	n/a	n/a	n/a	n/a
50-64	57	57	58	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	58	59	61	60	61	61	62	62	64
Swan Hill	58	60	61	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	58	61	61	n/a	n/a	n/a	n/a	n/a	n/a
65+	56	63	64	n/a	n/a	n/a	n/a	n/a	n/a
Women	58	61	59	n/a	n/a	n/a	n/a	n/a	n/a
18-34	63	58	57	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	69	60	63	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
Base: All respondents. Councils asked State-wide: 34 Councils asked group: 10
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Environmental sustainability performance

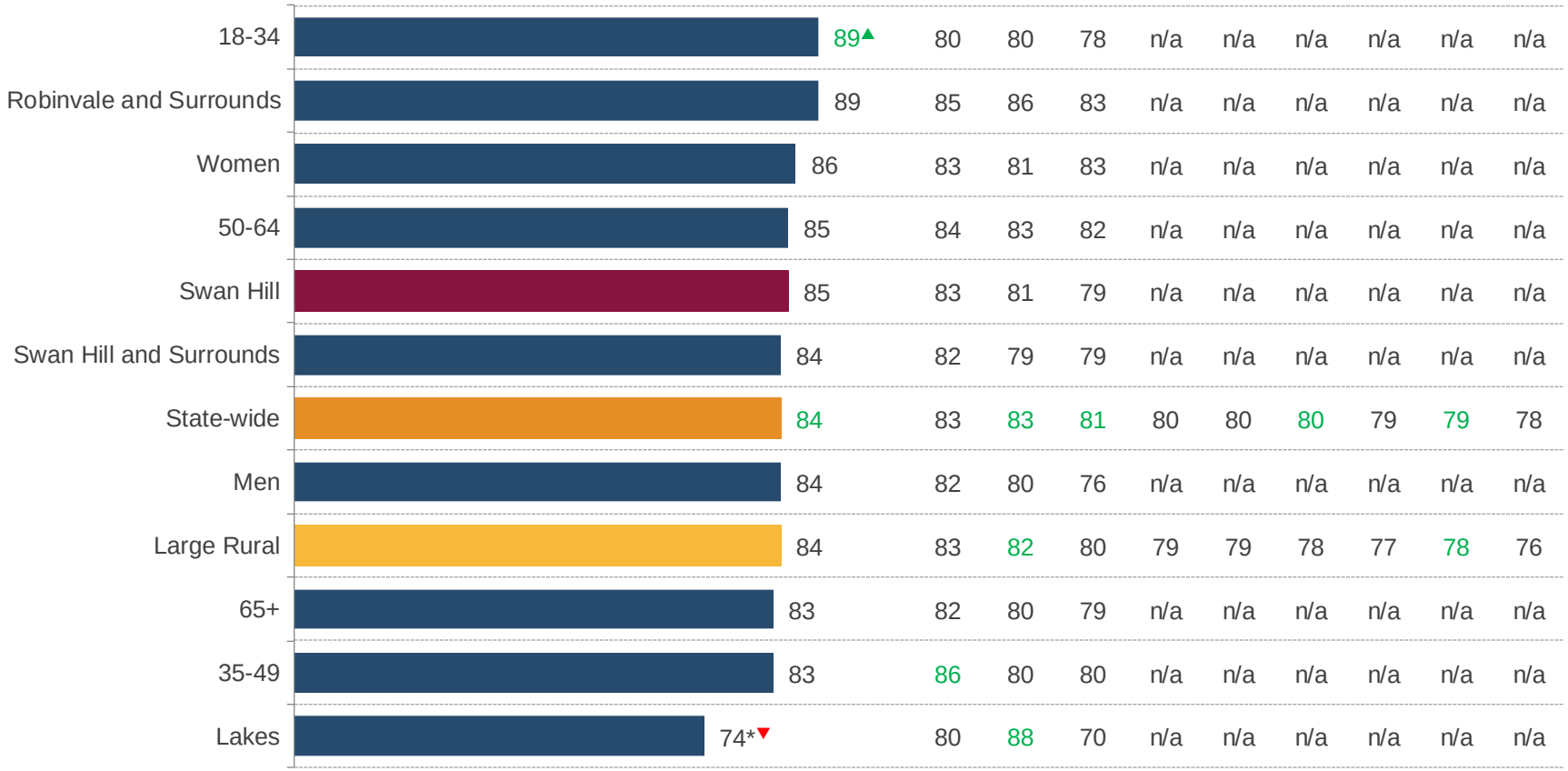
2024 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
Base: All respondents. Councils asked State-wide: 34 Councils asked group: 10
**Caution: small sample size < n=30*

Maintenance of unsealed roads in your area importance

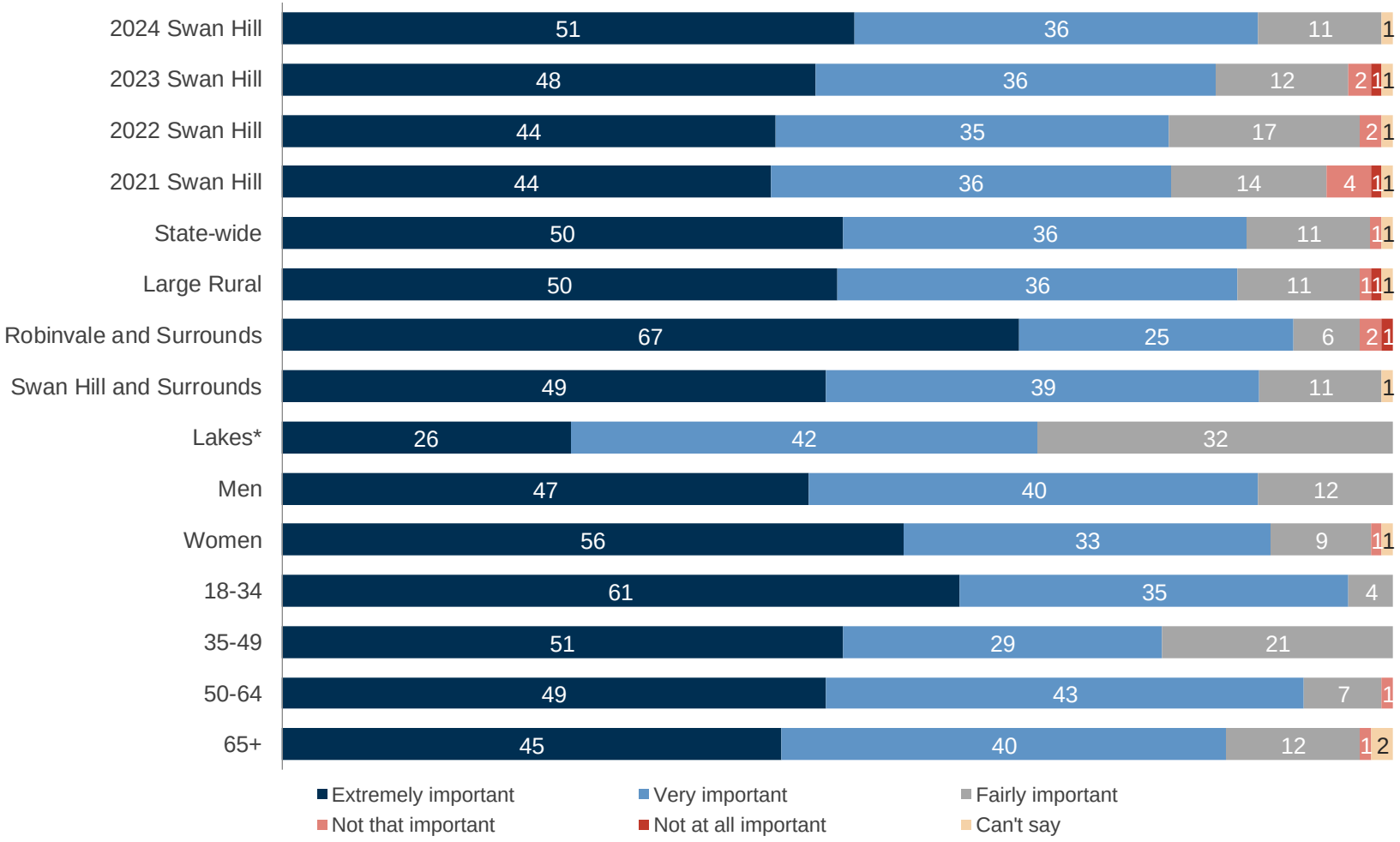
2024 unsealed roads importance (index scores)



Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 13 Councils asked group: 6
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Maintenance of unsealed roads in your area importance

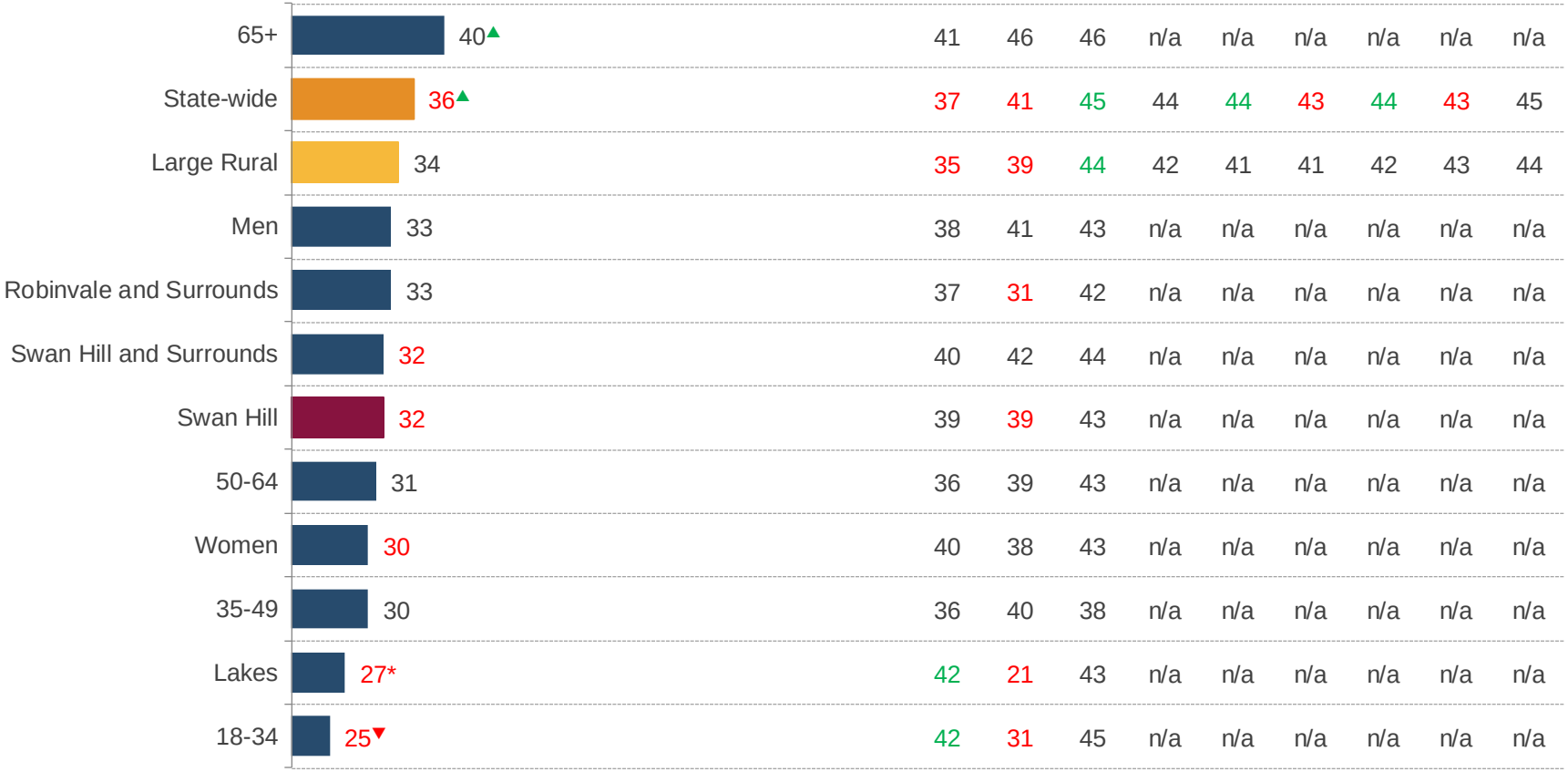
2024 unsealed roads importance (%)



Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 13 Councils asked group: 6
**Caution: small sample size < n=30*

Maintenance of unsealed roads in your area performance

2024 unsealed roads performance (index scores)

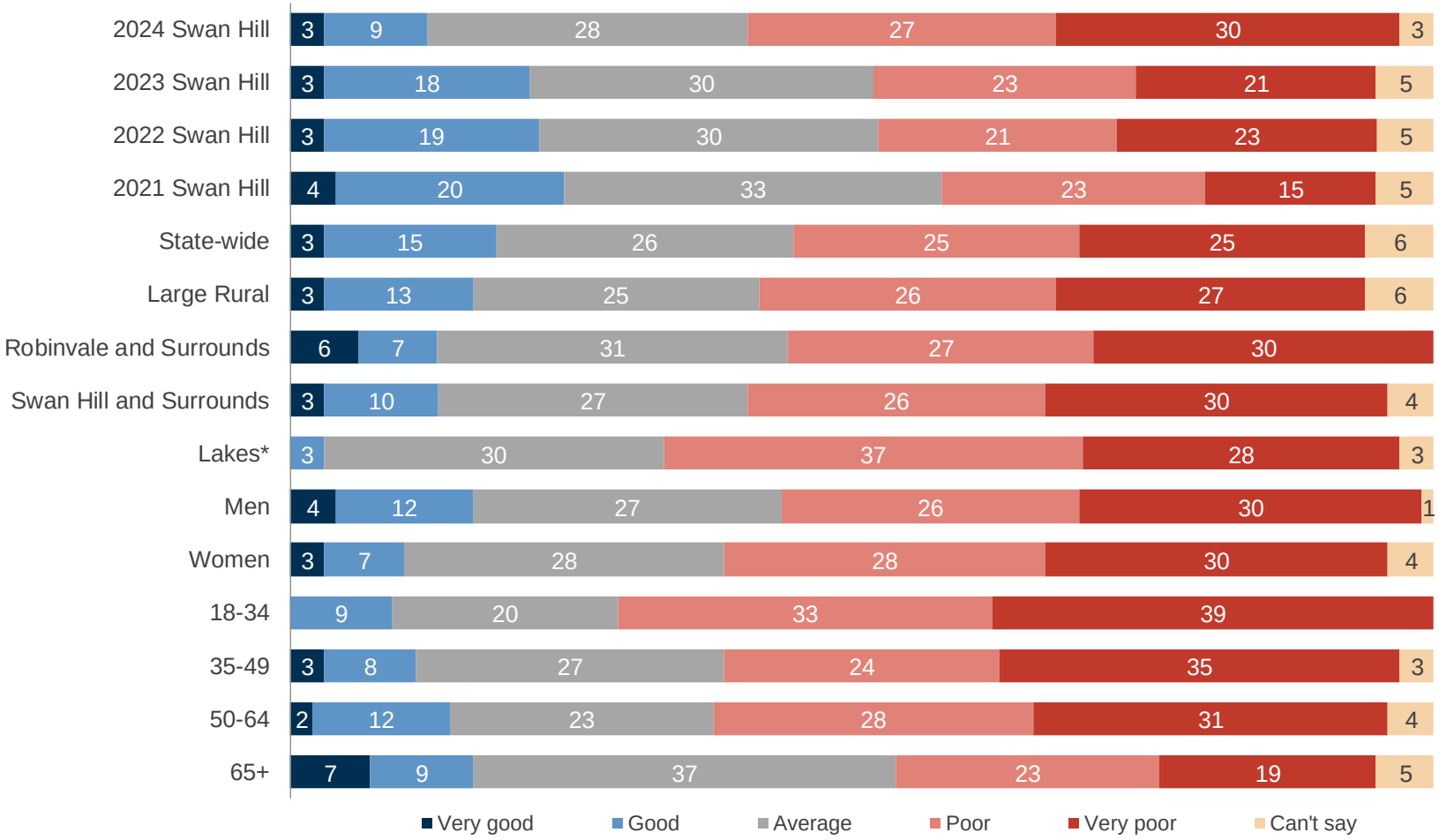


	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	41	46	46	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	37	41	45	44	44	43	44	43	45
Large Rural	35	39	44	42	41	41	42	43	44
Men	38	41	43	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	37	31	42	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	40	42	44	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	39	39	43	n/a	n/a	n/a	n/a	n/a	n/a
50-64	36	39	43	n/a	n/a	n/a	n/a	n/a	n/a
Women	40	38	43	n/a	n/a	n/a	n/a	n/a	n/a
35-49	36	40	38	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	42	21	43	n/a	n/a	n/a	n/a	n/a	n/a
18-34	42	31	45	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 11
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Maintenance of unsealed roads in your area performance

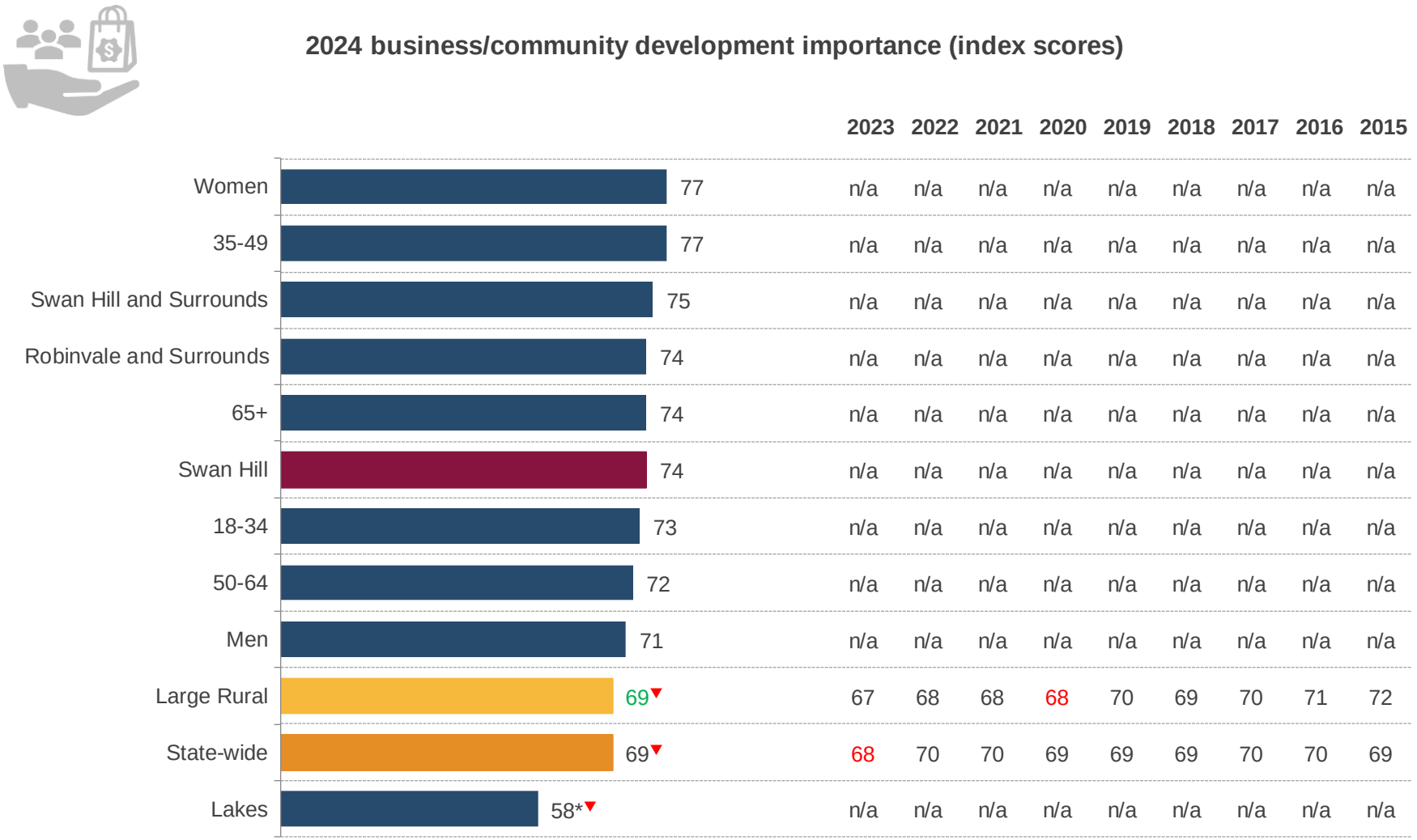
2024 unsealed roads performance (%)



Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 11
**Caution: small sample size < n=30*

Business and community development importance

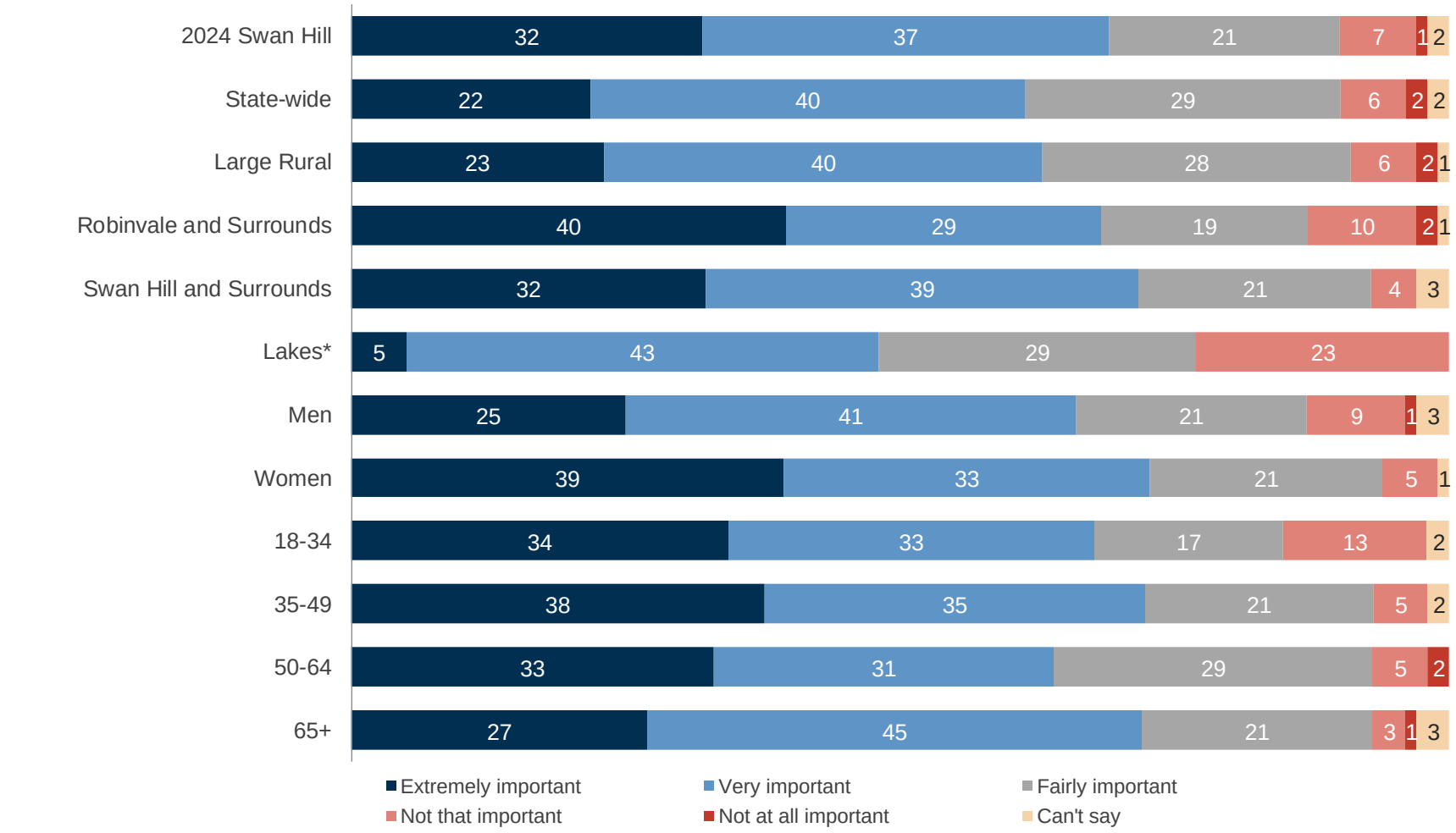
2024 business/community development importance (index scores)



Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 8 Councils asked group: 4
Note: Please see Appendix A for explanation of significant differences.
**Caution: small sample size < n=30*

Business and community development importance

2024 business/community development importance (%)

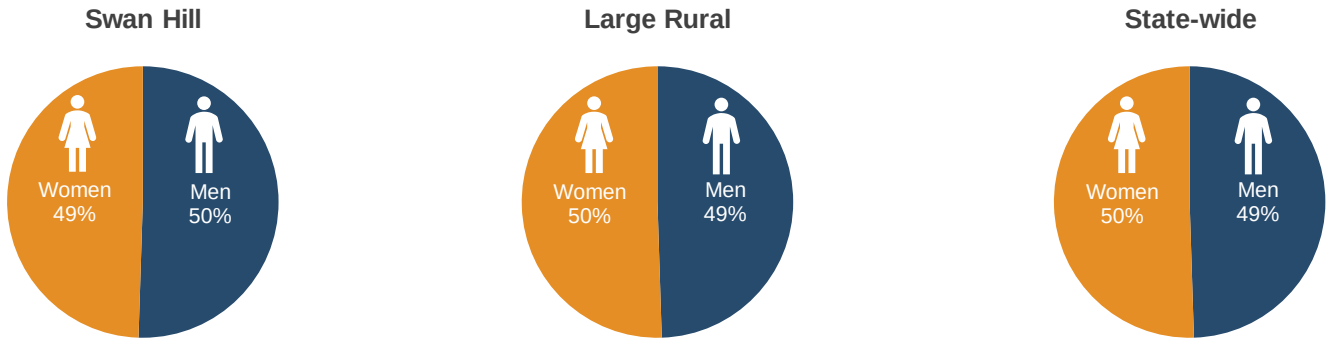


Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?
Base: All respondents. Councils asked State-wide: 8 Councils asked group: 4
**Caution: small sample size < n=30*

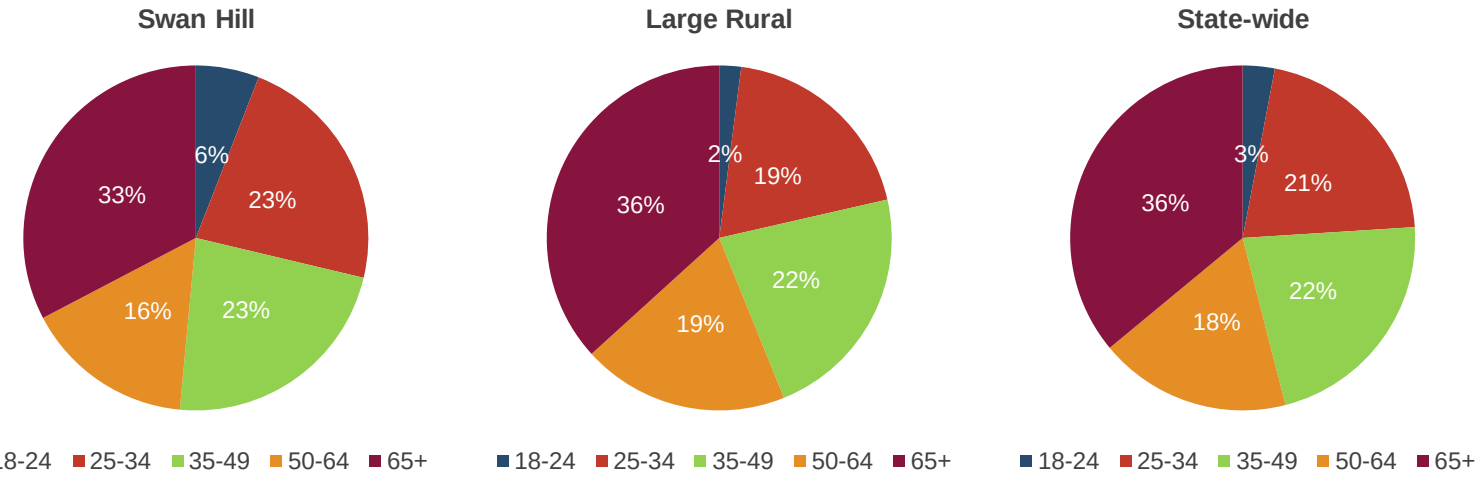
Detailed demographics

Gender and age profile

2024 gender



2024 age



S3. How would you describe your gender? / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18
≤1% of respondents in each of Swan Hill Rural City Council, Large Rural and State-wide did not describe their gender as male or female.
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

Please note that the horizontal (x) axis of the index score bar charts in this report is displayed on a scale from 20 to 100.

Appendix A: Margins of error

The sample size for the 2024 State-wide Local Government Community Satisfaction Survey for Swan Hill Rural City 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 16,500 people aged 18 years or over for Swan Hill Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Swan Hill Rural City Council	400	400	+/-4.8
Men	189	201	+/-7.1
Women	209	197	+/-6.8
Robinvale and Surrounds	90	89	+/-10.4
Swan Hill and Surrounds	288	287	+/-5.7
Lakes	22	24	+/-21.4
18-34 years	46	113	+/-14.6
35-49 years	63	92	+/-12.4
50-64 years	94	64	+/-10.1
65+ years	197	131	+/-7.0

Appendix A:
Index score significant difference calculation

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

Z Score = ($1 - $2) / 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 2024 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 2024 results are compared with previous years, as detailed below:

- 2023, n=400 completed interviews, conducted in the period of 27th January – 19th March.
- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.
- 2021, n=400 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=401 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 Swan Hill Rural City 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 Swan Hill Rural City Council.

Survey sample matched to the demographic profile of Swan Hill Rural City 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 Swan Hill Rural City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Swan Hill Rural City Council. Survey fieldwork was conducted in the period of 29th January – 18th March, 2024.

Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DGS website. In 2024, 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 2012-2024 vary slightly.

Council Groups

Swan Hill Rural City Council is classified as a Large Rural council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural.

Councils participating in the Large Rural group are:

- Bass Coast, Baw Baw, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Swan Hill Rural City Council for this 2024 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large 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 cannot be made within the reported charts.

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 2024 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 2024 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 2024 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: 2024 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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