



**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
SWAN HILL RURAL CITY COUNCIL**

2016 RESEARCH REPORT

**COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND
PLANNING ON BEHALF OF VICTORIAN COUNCILS**

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2016 State-wide Local Government Community Satisfaction Survey for Swan Hill Rural City Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

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

The main objectives of the survey are to assess the performance of Swan Hill Rural City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING

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 10% 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 1st February – 30th March, 2016.

The 2016 results are compared with previous years, as detailed below:

- 2015, n=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the 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.

SURVEY METHODOLOGY AND SAMPLING

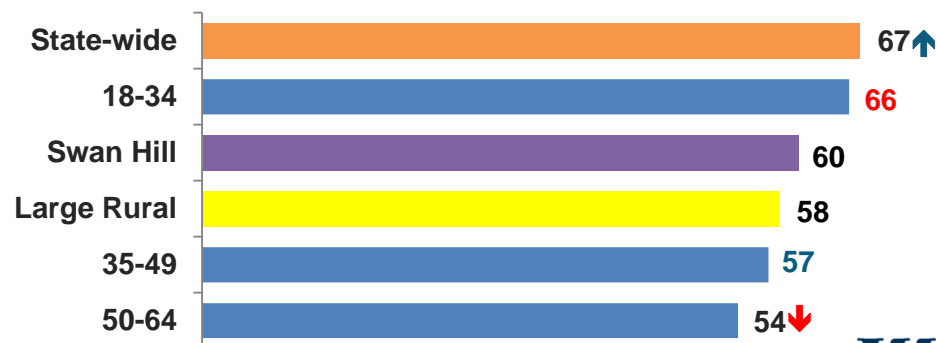
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in blue and red indicate significantly higher or lower results than in 2015. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2015.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2015.

Overall Performance – Index Scores (example extract only)



Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B.

FURTHER INFORMATION

Further Information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2016 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The map is centered on the country, with the surrounding ocean visible in dark blue. The text "KEY FINDINGS & RECOMMENDATIONS" is overlaid in white, bold, sans-serif font across the middle of the map.

KEY FINDINGS & RECOMMENDATIONS

KEY FINDINGS AND RECOMMENDATIONS

- Performance on core measures, as well as individual service areas, **remained relatively stable** between 2015 and 2016, moving only a few points with only a handful of exceptions. Only two core measures – **Sealed Local Roads** (index score of 48, -4 index points from 2015) and **Council Direction** (54, -5) – experienced significant decreases in the past year. For the most part, results are still higher than 2014 levels.
 - Of note, Swan Hill Rural City Council still **meets or exceeds the Large Rural and State-wide council averages on most core measures**.
- **Overall Performance** (index score of 57) declined two points between 2015 and 2016, but it is still in line with historical results. Most demographic groups rated Overall Performance within one or two points of 2015 levels.
 - Residents aged 18 to 34 (54, -6) declined in their impressions more than other cohorts, while residents aged 50 to 64 (57, +4) were the only group to improve in their impressions. Residents aged 18 to 34 (54) and 35 to 49 (55) rate Council lowest for Overall Performance, while residents aged 65+ rate them highest (61).

KEY FINDINGS AND RECOMMENDATIONS

- While Overall Performance was relatively constant, **Overall Council Direction** (index score of 54) experienced the **greatest decline** – five points – in the past year. **Residents aged 35 to 49** (52, -9) **declined most** in their impressions of Council Direction between 2015 and 2016. Women (54) and residents aged 65+ years (54) also declined by five points each, while all other groups rated Council Direction largely in line with last year's results.
 - Nonetheless, residents largely believe Council's Overall Direction 'stayed the same' over the course of the last twelve months (64%), compared to 21% who believe performance 'improved' and 12% who believe it 'deteriorated'.
- Performance on **Making Community Decisions** (53) moved upwards two points, achieving its highest score since the question was first asked in 2014 (46).
 - Gains this year are largely driven by **residents aged 50 to 64 years** (55), who increased eight points on this measure since 2015.

KEY FINDINGS AND RECOMMENDATIONS

- Performance on **Lobbying** (54) and **Community Consultation** (55) **increased slightly (by one point)** in the past year. In the case of Lobbying, **women** (58, +5) rate Council best and their perceptions of Council's advocacy efforts increased most of the demographic groups between 2015 and 2016.
 - Of note, Lobbying elicits higher levels of '**don't know**' responses than other core measures (19%), indicating that one in five members of the community is not hearing what Council is doing in this area.
- Of the core measures, Swan Hill Rural City Council continues to perform **best** in the area of **Customer Service** (index score of 68, no change from 2015). One-quarter (26%) rate Council's Customer Service as 'very good', with a further 43% rating Customer Service as 'good' (17% 'average' and 14% 'very poor' or 'poor').
- Council **performs well on individual service areas**, better in fact than on core measures. Of the six service areas tested in addition to core measures, Council performs positively (index score of 60 or higher) on five of them.
 - Performance **increased significantly in two service areas** in the past year – **Family Support Services** (67, +4) and **Business and Community Development** (62, +7). Performance ratings remained relatively stable in all other areas.

KEY FINDINGS AND RECOMMENDATIONS

- Council **performs best** on **Waste Management** (72), **Elderly Support Services** (69) and **Recreational Facilities** (68). Not including core measures, performance is **weakest** on **Local Streets and Footpaths** (53).
- Of the six individual service areas tested in addition to core measures, Swan Hill Rural City Council **significantly exceeds average ratings for Large Rural Councils** on five of them. It is in line with the Group average for the condition of **Local Streets and Footpaths**, but trails the State-wide average for this area.
- Similar to 2015 results, residents prefer service cuts (57% 'definitely' or 'probably prefer service cuts') to rate rises (25%) by a wide margin. One in five (19%) residents are unsure which they would prefer.
- **Residents aged 65+ and women generally are the most satisfied groups across measures.** These are the groups Council can leverage to understand what is working, in order to further consolidate their positive views of Council.
- **No one group consistently rates Council lower across measures.**

KEY FINDINGS AND RECOMMENDATIONS

- An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the council.
- **A complimentary personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**

KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2016

- Family Support Services
- Business/Community Development/Tourism

Lower results in 2016

- Council Direction
- Sealed Local Roads

Most favourably disposed towards Council

- Aged 65+ years
- Women

Least favourably disposed towards Council

- Not any particular resident group

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the land is a mix of brown and green, indicating different terrain types.

SUMMARY OF FINDINGS

2016 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS

| Performance Measures | Swan Hill 2012 | Swan Hill 2013 | Swan Hill 2014 | Swan Hill 2015 | Swan Hill 2016 | Large Rural 2016 | State- wide 2016 |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|------------------------|------------------------|
| OVERALL PERFORMANCE | 57 | 58 | 53 | 59 | 57 | 54 | 59 |
| COMMUNITY CONSULTATION (Community consultation and engagement) | 55 | 60 | 55 | 54 | 55 | 52 | 54 |
| ADVOCACY (Lobbying on behalf of the community) | 53 | 57 | 51 | 53 | 54 | 50 | 53 |
| MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community) | n/a | n/a | 46 | 51 | 53 | 50 | 54 |
| SEALED LOCAL ROADS (Condition of sealed local roads) | n/a | n/a | 48 | 52 | 48 | 44 | 54 |
| CUSTOMER SERVICE | 64 | 71 | 65 | 68 | 68 | 67 | 69 |
| OVERALL COUNCIL DIRECTION | 50 | 57 | 47 | 59 | 54 | 48 | 51 |

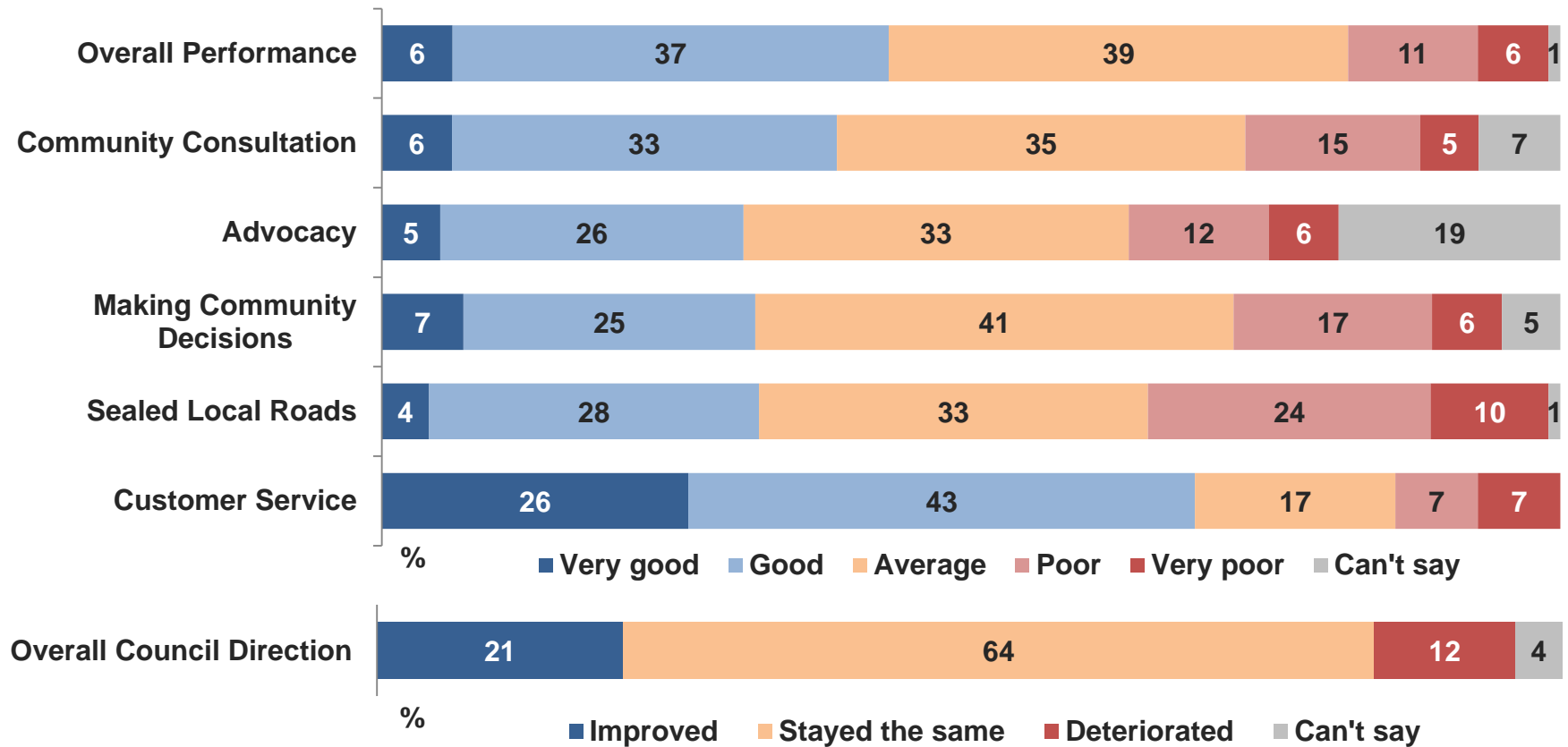
2016 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

| Performance Measures | Swan Hill 2016 | vs Swan Hill 2015 | vs Large Rural 2016 | vs State-wide 2016 | Highest score | Lowest score |
|---|----------------|-------------------|---------------------|--------------------|------------------------|----------------------|
| OVERALL PERFORMANCE | 57 | 2 points lower | 3 points higher | 2 points lower | 65+ year olds | 18-34 year olds |
| COMMUNITY CONSULTATION (Community consultation and engagement) | 55 | 1 point higher | 3 points higher | 1 point higher | 35-49 year olds | 18-34 year olds |
| ADVOCACY (Lobbying on behalf of the community) | 54 | 1 point higher | 4 points higher | 1 point higher | Women | Men |
| MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community) | 53 | 2 points higher | 3 points higher | 1 point lower | 65+ year olds | 35-49 year olds |
| SEALED LOCAL ROADS (Condition of sealed local roads) | 48 | 4 points lower | 4 points higher | 6 points lower | 65+ year olds | 35-49 year olds |
| CUSTOMER SERVICE | 68 | Equal | 1 point higher | 1 point lower | Women, 35-49 year olds | Men, 50-64 year olds |
| OVERALL COUNCIL DIRECTION | 54 | 5 points lower | 6 points higher | 3 points higher | 18-34 year olds | 50-64 year olds |

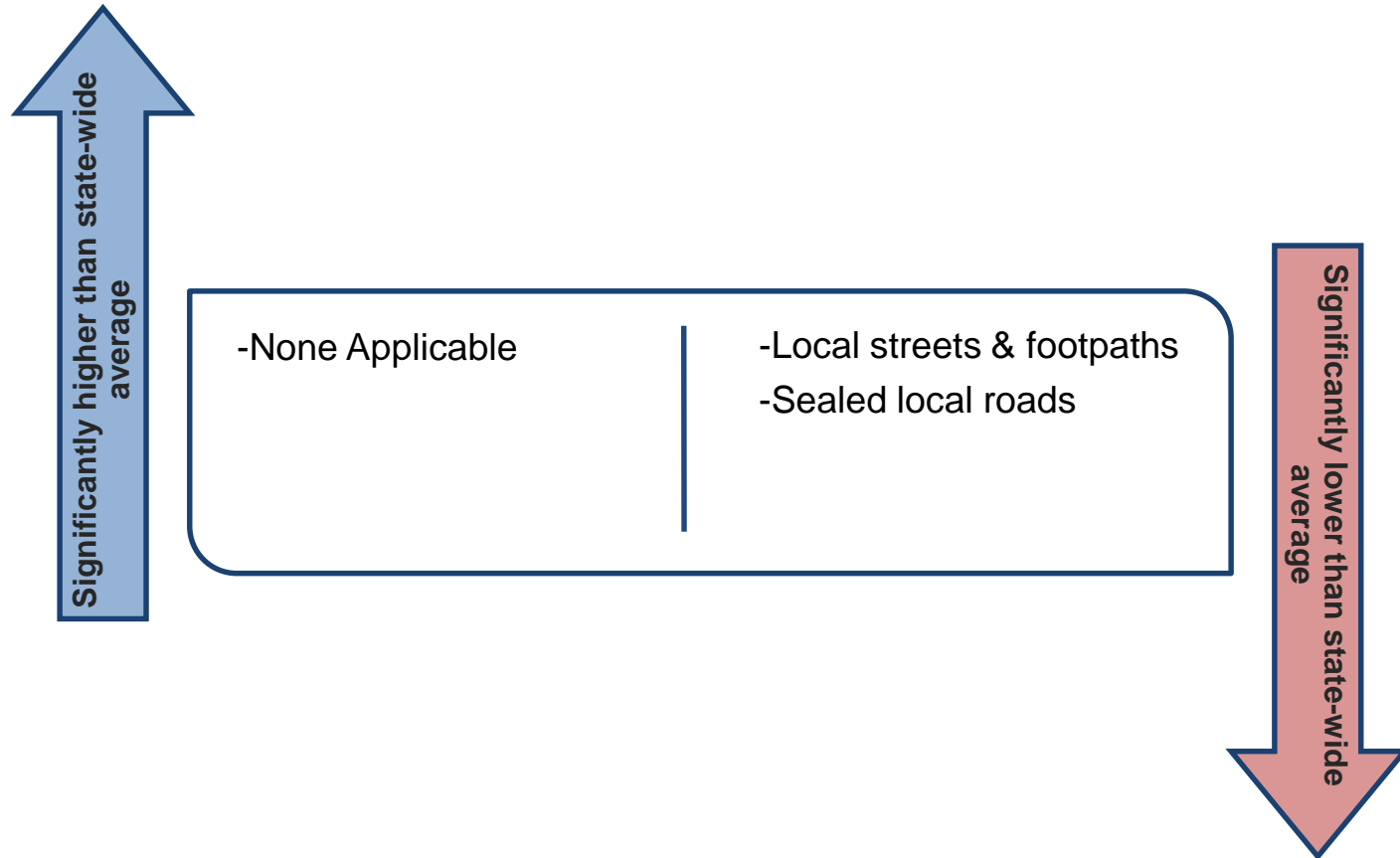
2016 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

Key Measures Summary Results



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE

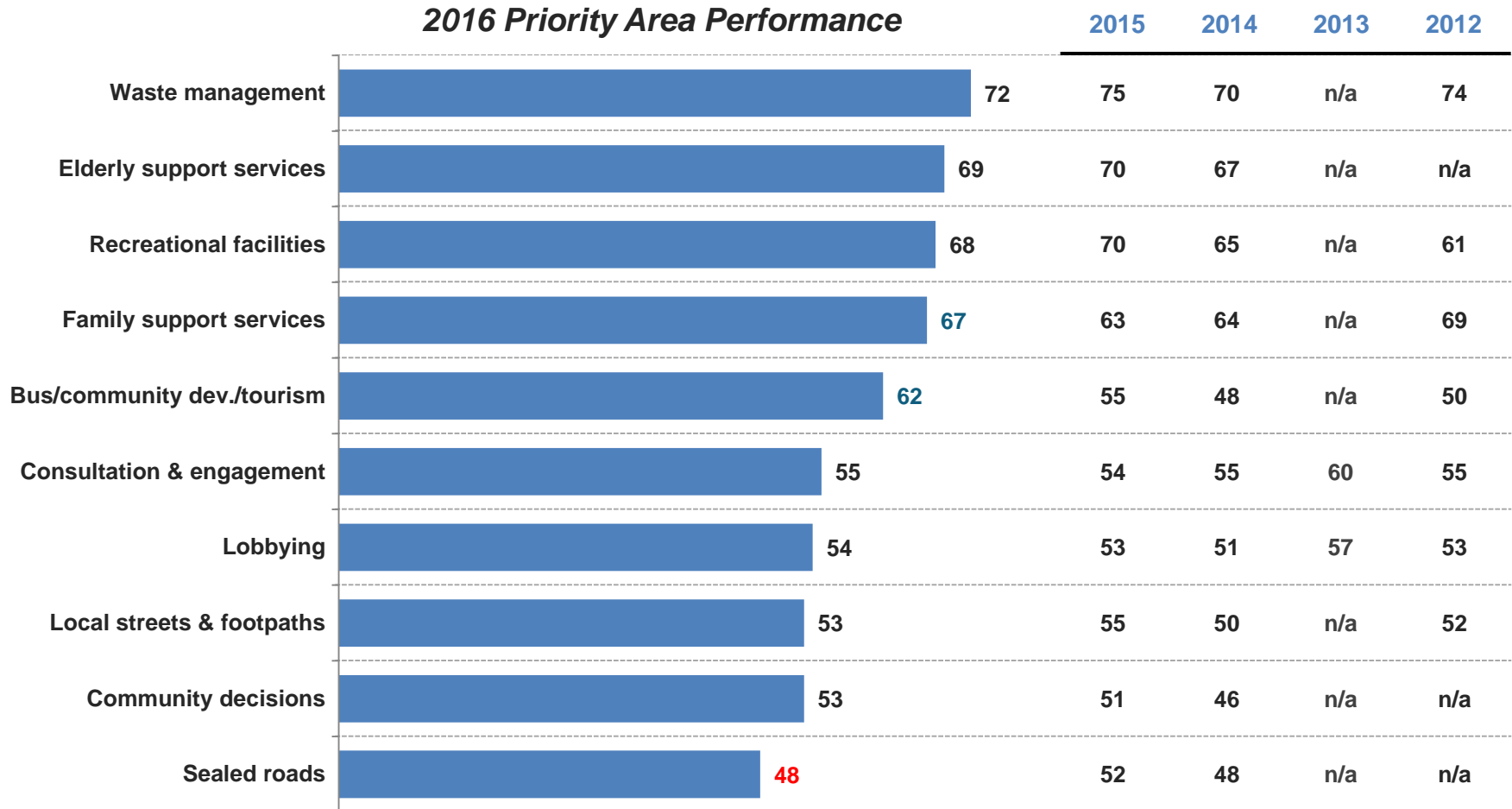
Significantly higher than group average

- Consultation & engagement
- Lobbying
- Family support services
- Elderly support services
- Recreational facilities
- Waste management
- Bus/community dev./tourism
- Making community decisions
- Sealed local roads

-None Applicable

Significantly lower than group average

2016 PERFORMANCE SUMMARY



Base: All respondents. Councils asked state-wide: 69

Note: Please see page 5 for explanation of significant differences

2016 PERFORMANCE SUMMARY BY COUNCIL GROUP

Top Three Most Performance Service Areas (Highest to lowest, i.e. 1. = highest performance)

| Swan Hill Rural City Council | Metropolitan | Interface | Regional Centres | Large Rural | Small Rural |
|--|---|---|---|---|---|
| <ol style="list-style-type: none"> 1. Waste management 2. Elderly support services 3. Recreational facilities | <ol style="list-style-type: none"> 1. Waste management 2. Art centres & libraries 3. Recreational facilities | <ol style="list-style-type: none"> 1. Waste management 2. Emergency & disaster mngt 3. Art centres & libraries | <ol style="list-style-type: none"> 1. Art centres & libraries 2. Appearance of public areas 3. Tourism development | <ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas | <ol style="list-style-type: none"> 1. Appearance of public areas 2. Art centres & libraries 3. Emergency & disaster mngt |

Bottom Three Most Performance Service Areas (Lowest to highest, i.e. 1. = lowest performance)

| Swan Hill Rural City Council | Metropolitan | Interface | Regional Centres | Large Rural | Small Rural |
|---|--|---|---|--|---|
| <ol style="list-style-type: none"> 1. Sealed roads 2. Community decisions 3. Local streets & footpaths | <ol style="list-style-type: none"> 1. Planning permits 2. Population growth 3. Town planning policy | <ol style="list-style-type: none"> 1. Unsealed roads 2. Planning permits 3. Town planning policy | <ol style="list-style-type: none"> 1. Community decisions 2. Lobbying 3. Consultation & engagement | <ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Population growth | <ol style="list-style-type: none"> 1. Unsealed roads 2. Town planning policy 3. Planning permits |

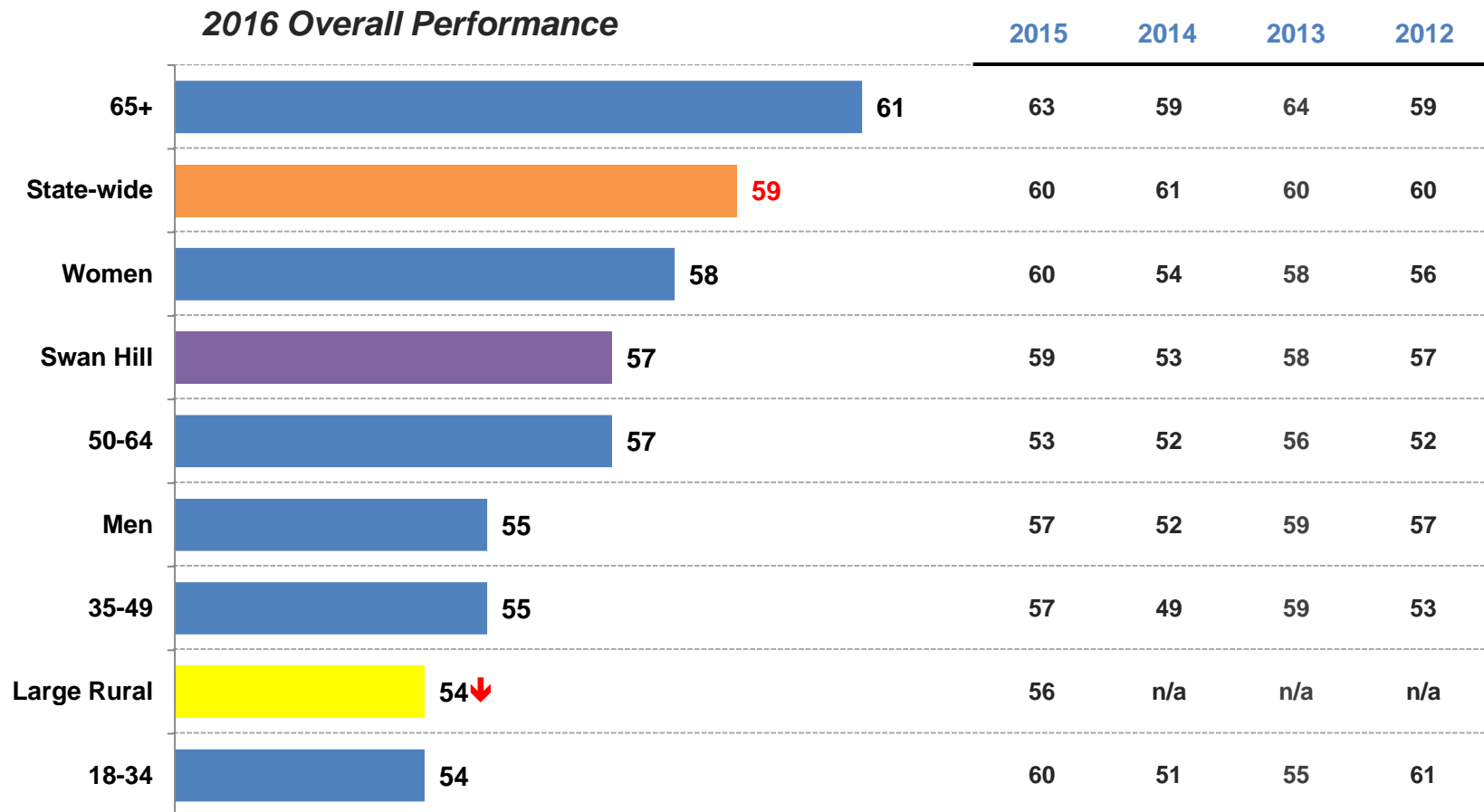
A satellite night-time image of South Africa, showing the country's coastline and internal landmass. The land is dark brown, while the surrounding oceans are a deep blue. A dense network of glowing yellow and white lines represents the road system and city lights, with major hubs like Johannesburg, Cape Town, and Durban being particularly bright. The text "DETAILED FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

DETAILED FINDINGS

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the land is a mix of brown and green, indicating different terrain types.

**KEY CORE MEASURE
OVERALL PERFORMANCE**

OVERALL PERFORMANCE INDEX SCORES



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: 69 Councils asked group: 21

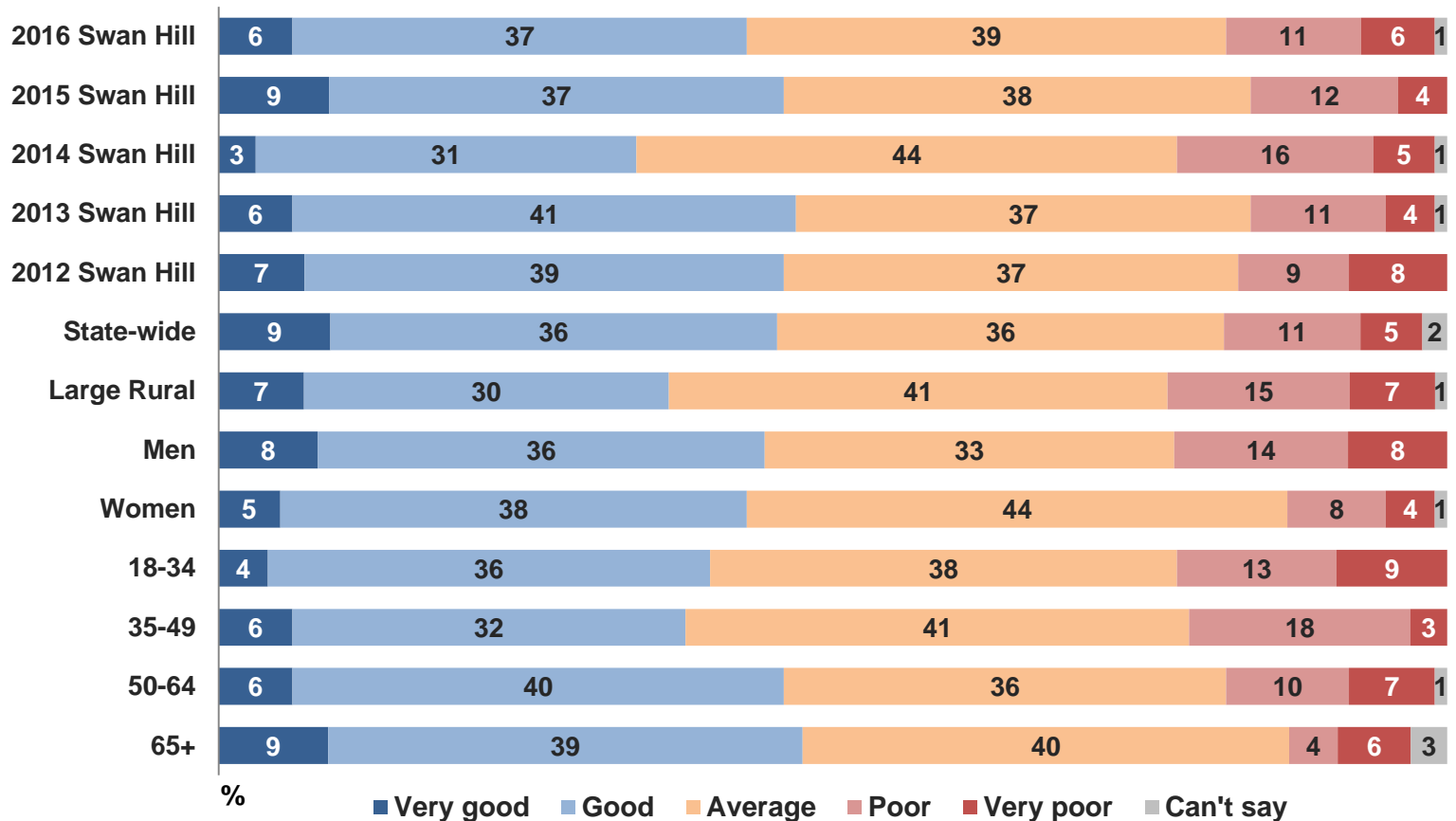
Note: Please see page 5 for explanation about significant differences



OVERALL PERFORMANCE

DETAILED PERCENTAGES

2016 Overall Performance



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: 69 Councils asked group: 21



A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the land is a mix of brown and green, indicating different terrain types.

**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Swan Hill Rural City Council

- 53%, down 8 points on 2015

Most contact with Swan Hill Rural City Council

- Men
- Aged 18-34 years

Least contact with Swan Hill Rural City Council

- Women
- Aged 50-64 years

Customer Service rating

- Index score of 68, equal points on 2015

Most satisfied with Customer Service

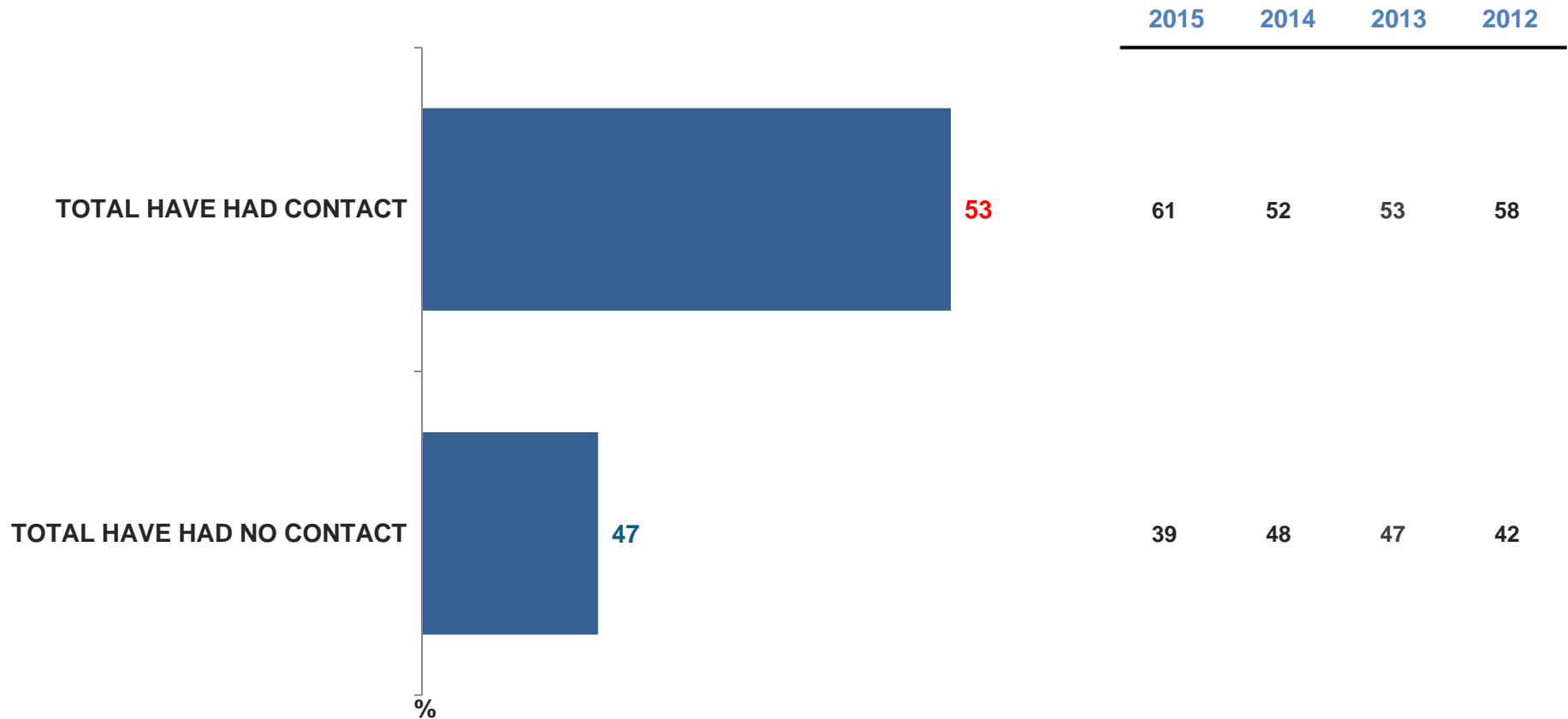
- Women
- Aged 35-49 years

Least satisfied with Customer Service

- Aged 50-64 years
- Men

2016 CONTACT WITH COUNCIL LAST 12 MONTHS

2016 Method of Contact



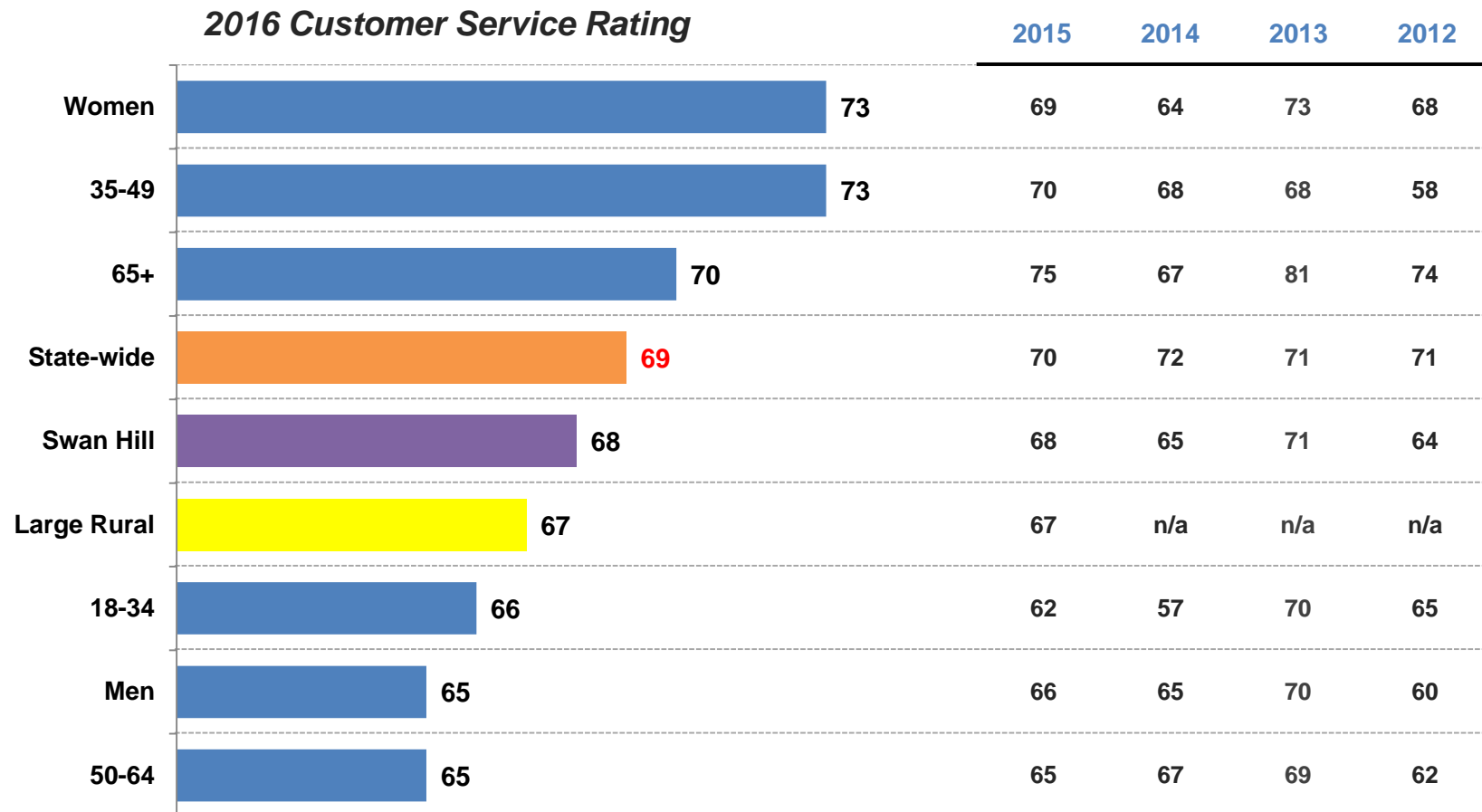
Q5. Over the last 12 months, have you or any member of your household had any contact with Swan Hill Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 52 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences



2016 CONTACT CUSTOMER SERVICE INDEX SCORES



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.

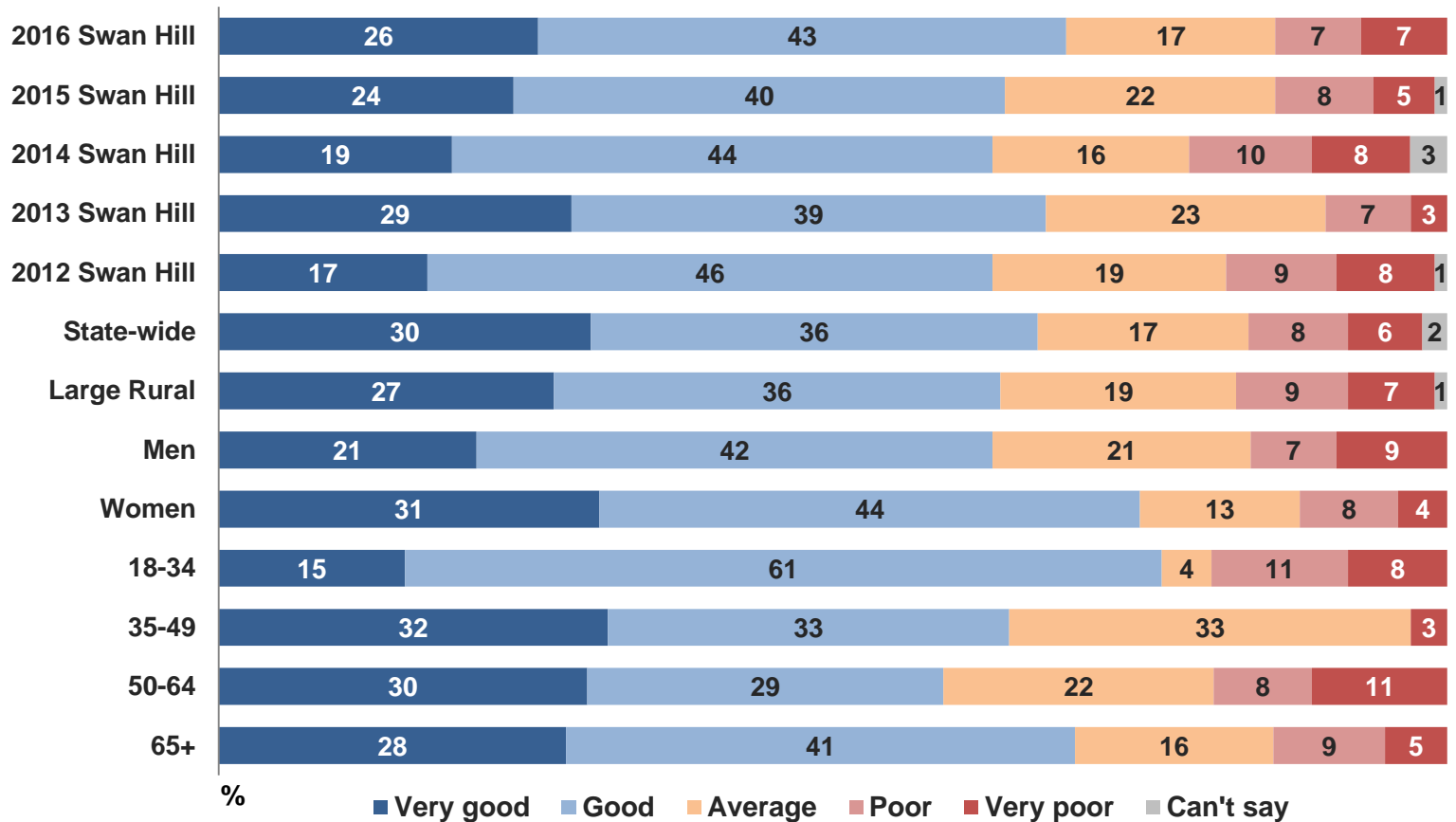
Councils asked state-wide: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences



2016 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

2016 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: 69 Councils asked group: 21



A satellite night map of South Australia, showing the state's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas, particularly around Adelaide, Perth, and the Eyre Peninsula. The interior of the state is mostly dark, with some smaller towns visible. The surrounding ocean is dark blue.

KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months

- 64% stayed about the same, up 2 points on 2015
- 21% improved, down 5 points on 2015
- 12% deteriorated, up 3 points on 2015

Most satisfied with Council Direction

- Aged 18-34 years
- Men

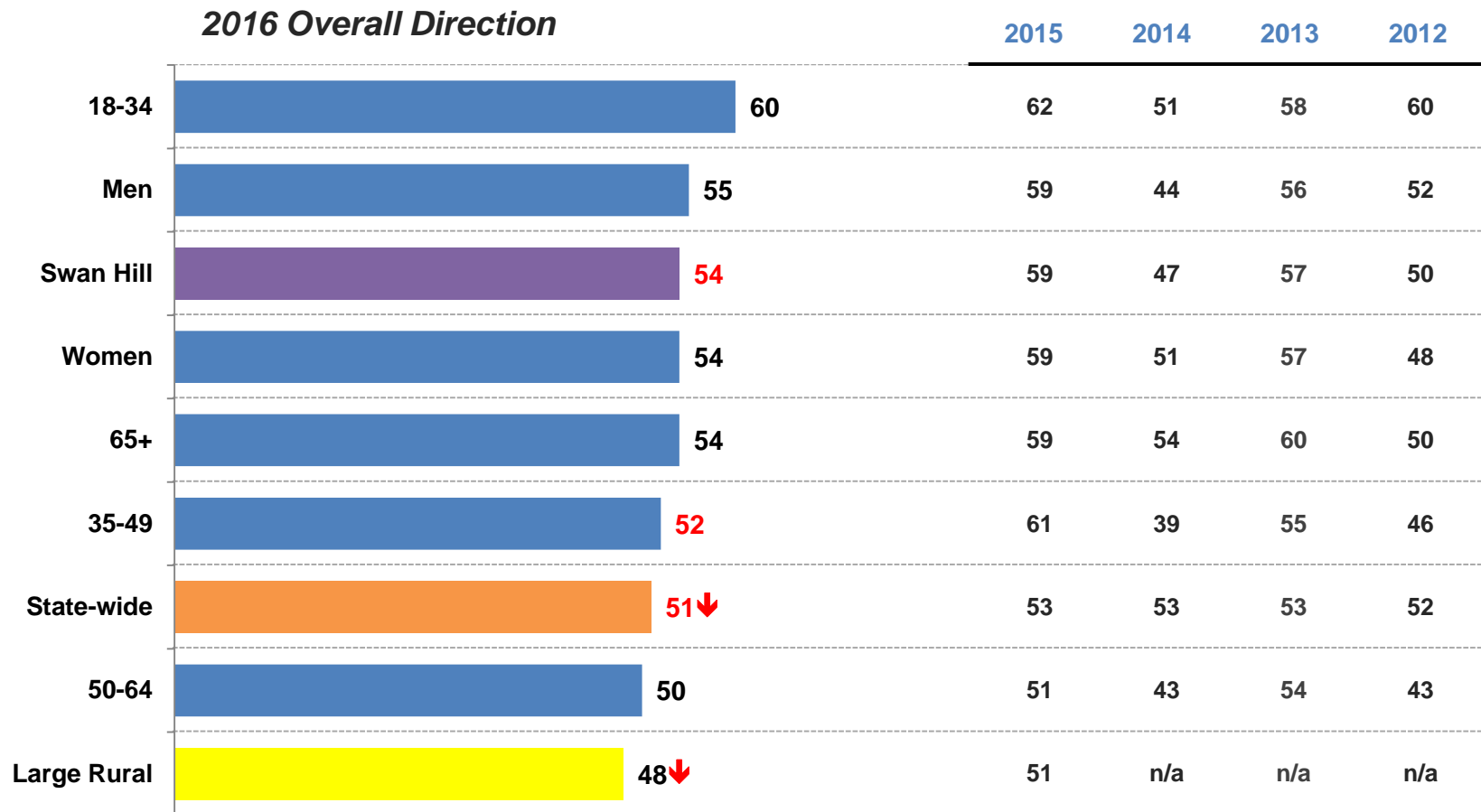
Least satisfied with Council Direction

- Aged 50-64 years
- Aged 35-49 years

Rates vs Services Trade-Off

- 25% prefer rate rise, up 1 point on 2015
- 56% prefer service cuts, up 2 points on 2015

2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



Q6. Over the last 12 months, what is your view of the direction of Swan Hill Rural City Council's overall performance?

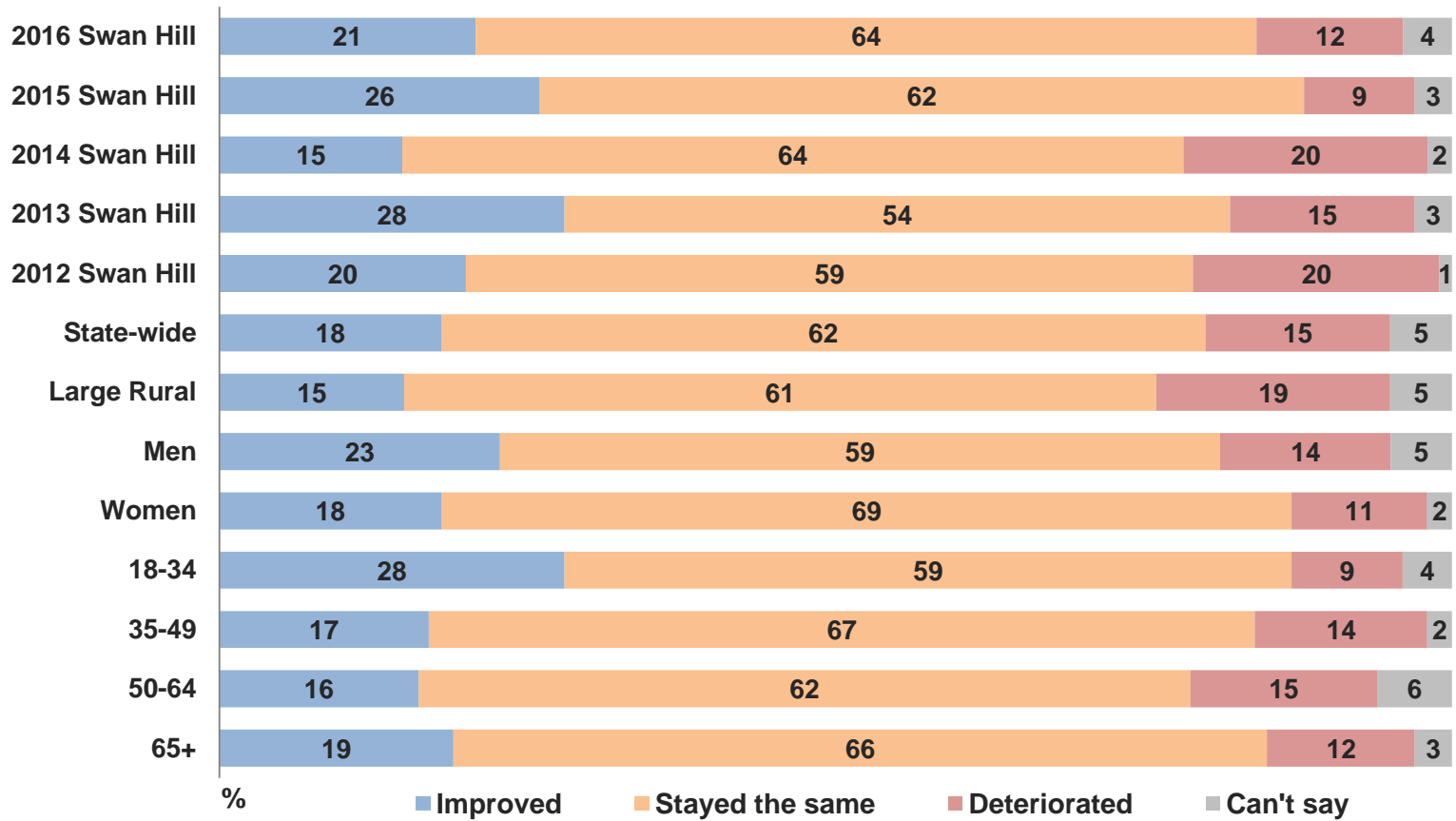
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences

2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2016 Overall Direction



Q6. Over the last 12 months, what is your view of the direction of Swan Hill Rural City Council's overall performance?

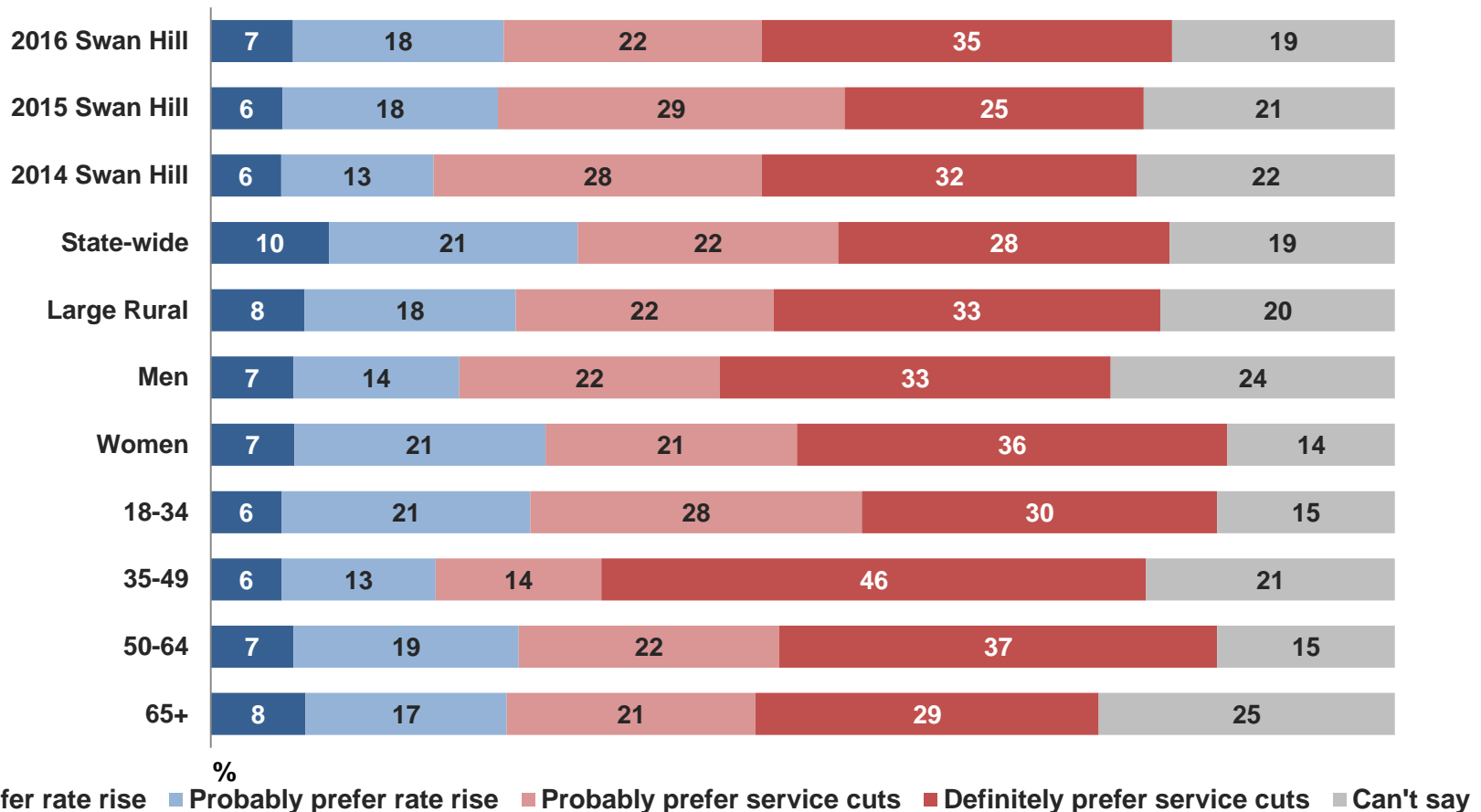
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21



2016 RATES/SERVICE TRADE OFF

DETAILED PERCENTAGES

2016 Rate Rise v Service Cut



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: 21 Councils asked group: 6

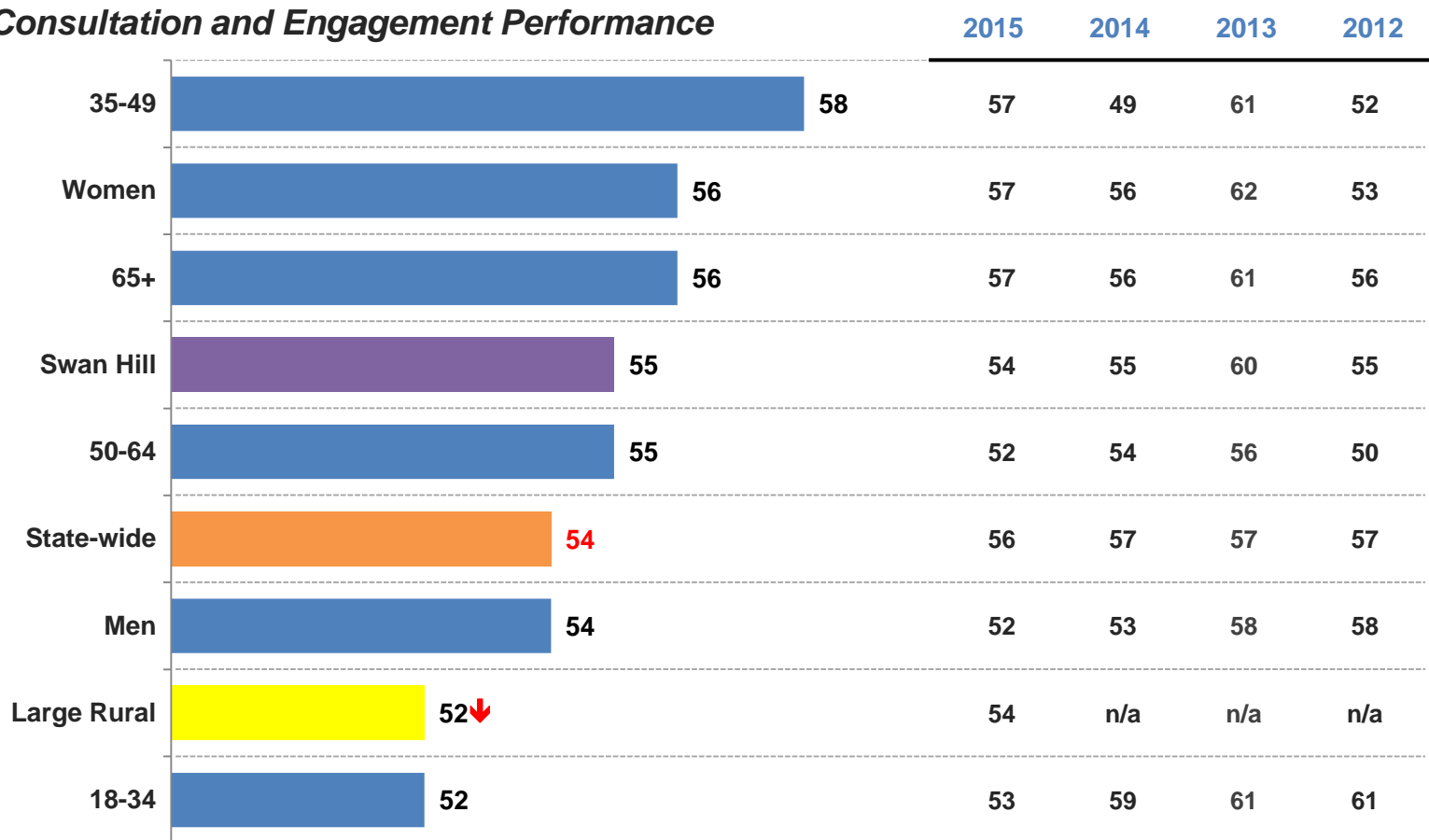


A satellite map of South Africa at night, showing the country's coastline and major cities illuminated by city lights. The map is centered on the country, with the surrounding ocean visible. The text "INDIVIDUAL SERVICE AREAS" is overlaid on the map in a large, white, sans-serif font.

INDIVIDUAL SERVICE AREAS

2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

2016 Consultation and Engagement Performance



Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

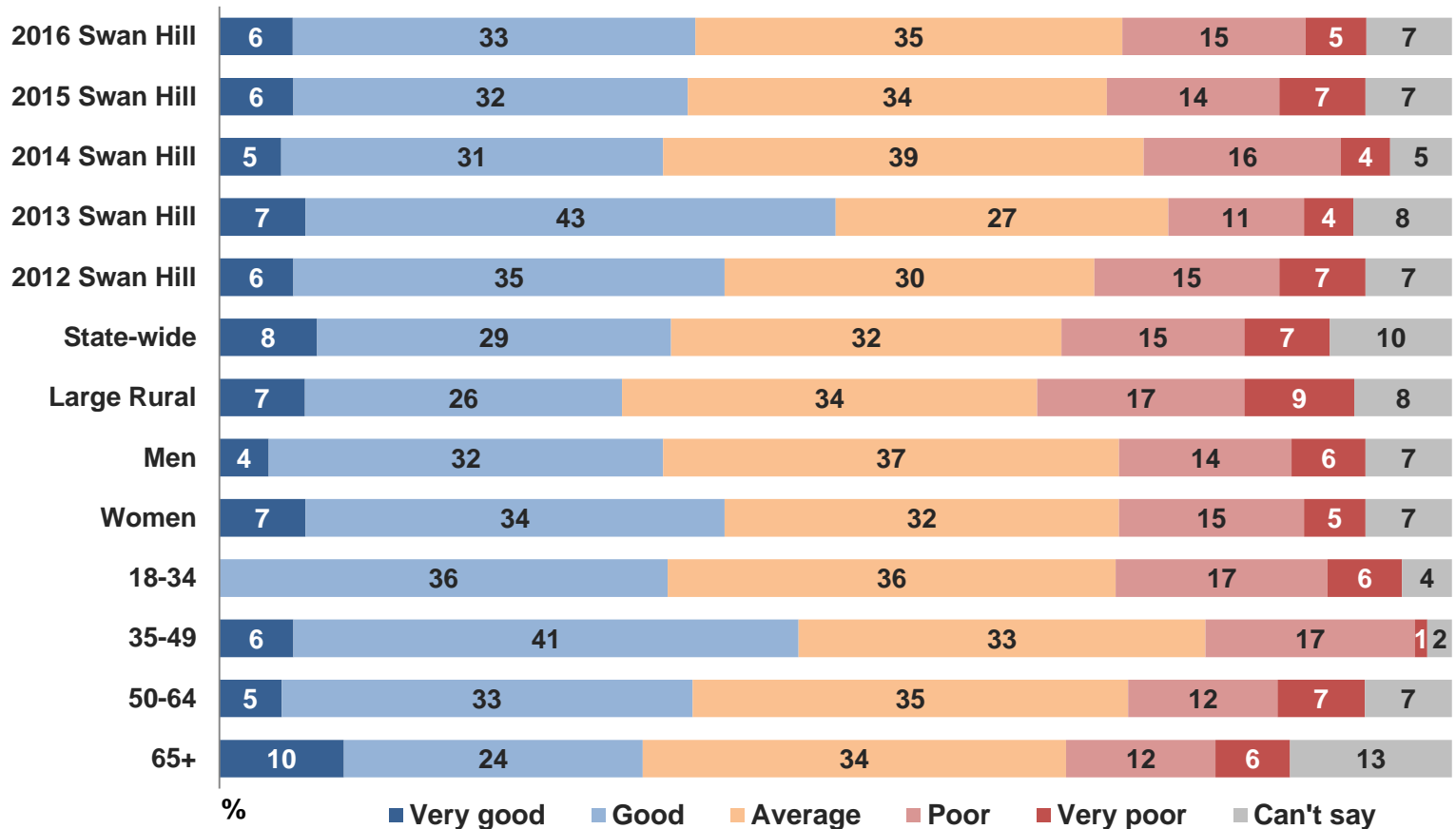
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences



2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

2016 Consultation and Engagement Performance



Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

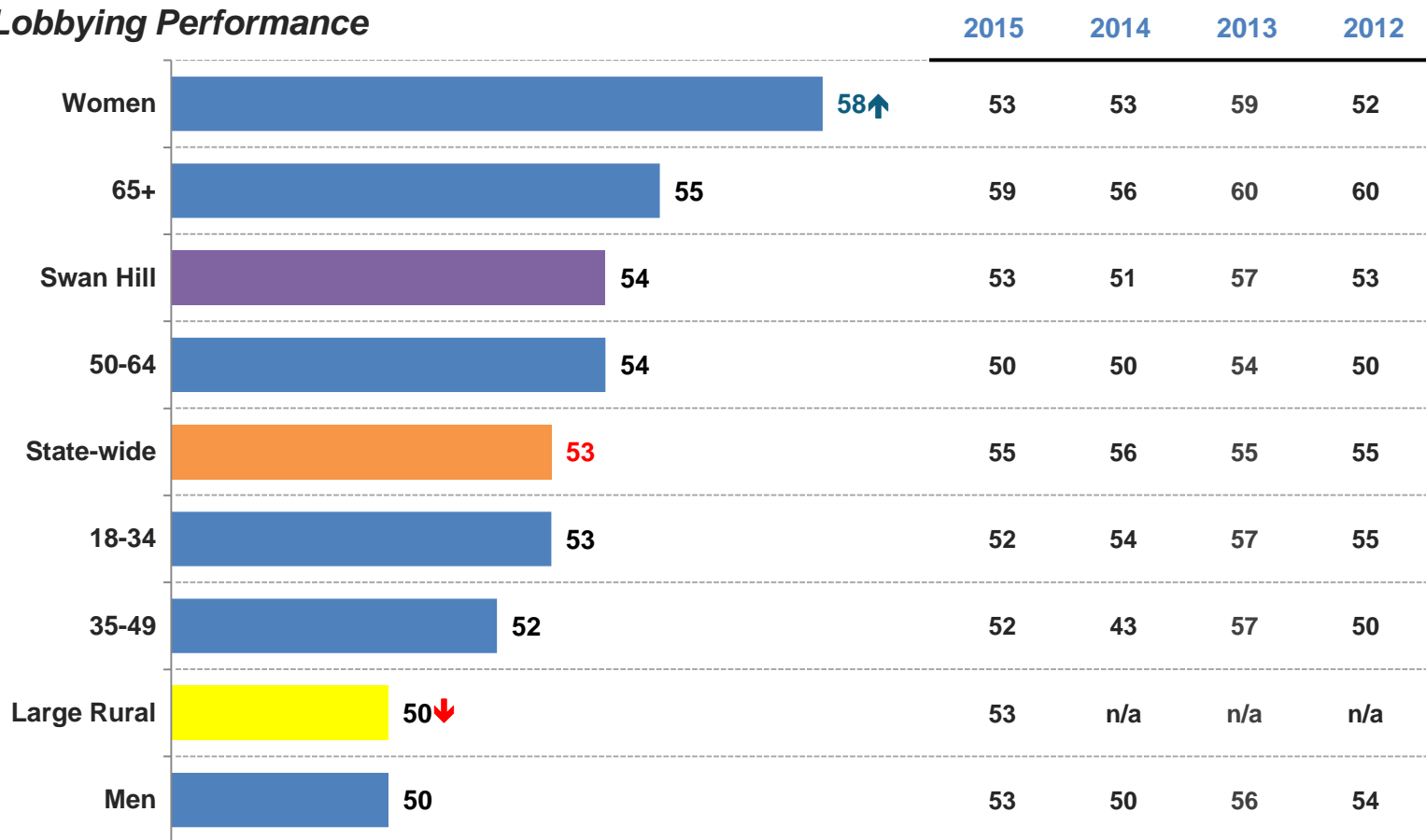
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21



J W S R E S E A R C H

2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES

2016 Lobbying Performance

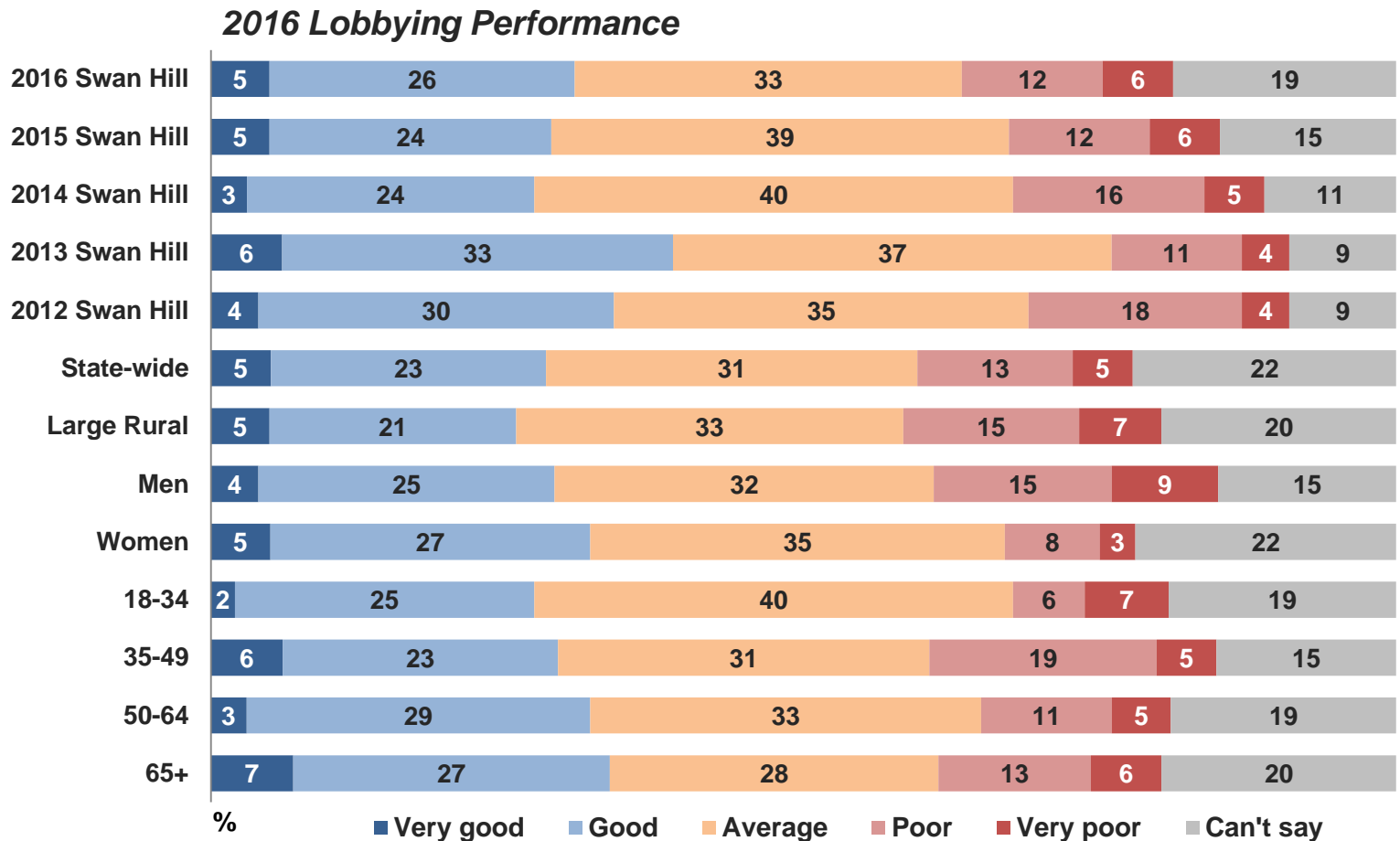


Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences

2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

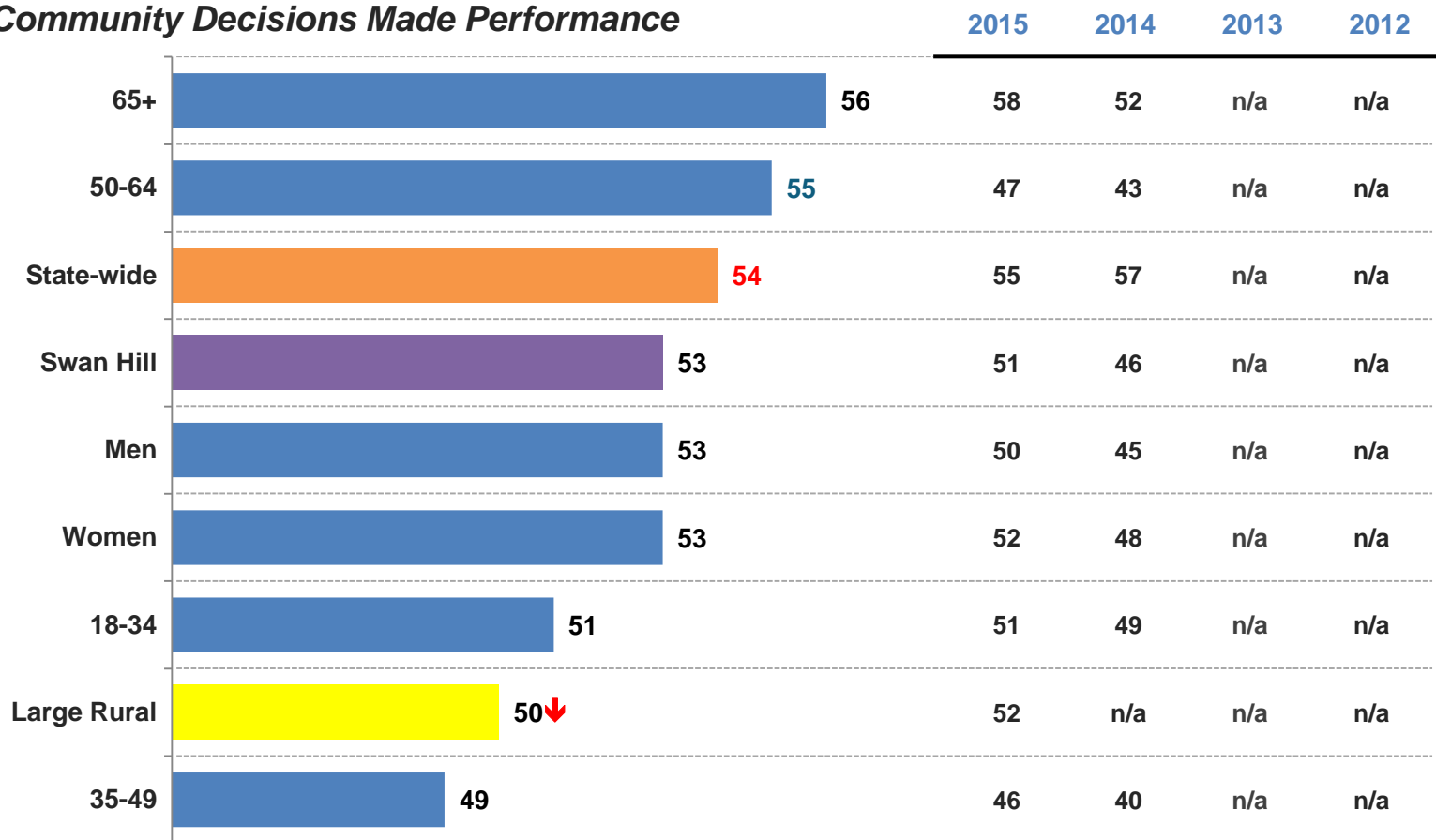


Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21



2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES

2016 Community Decisions Made Performance



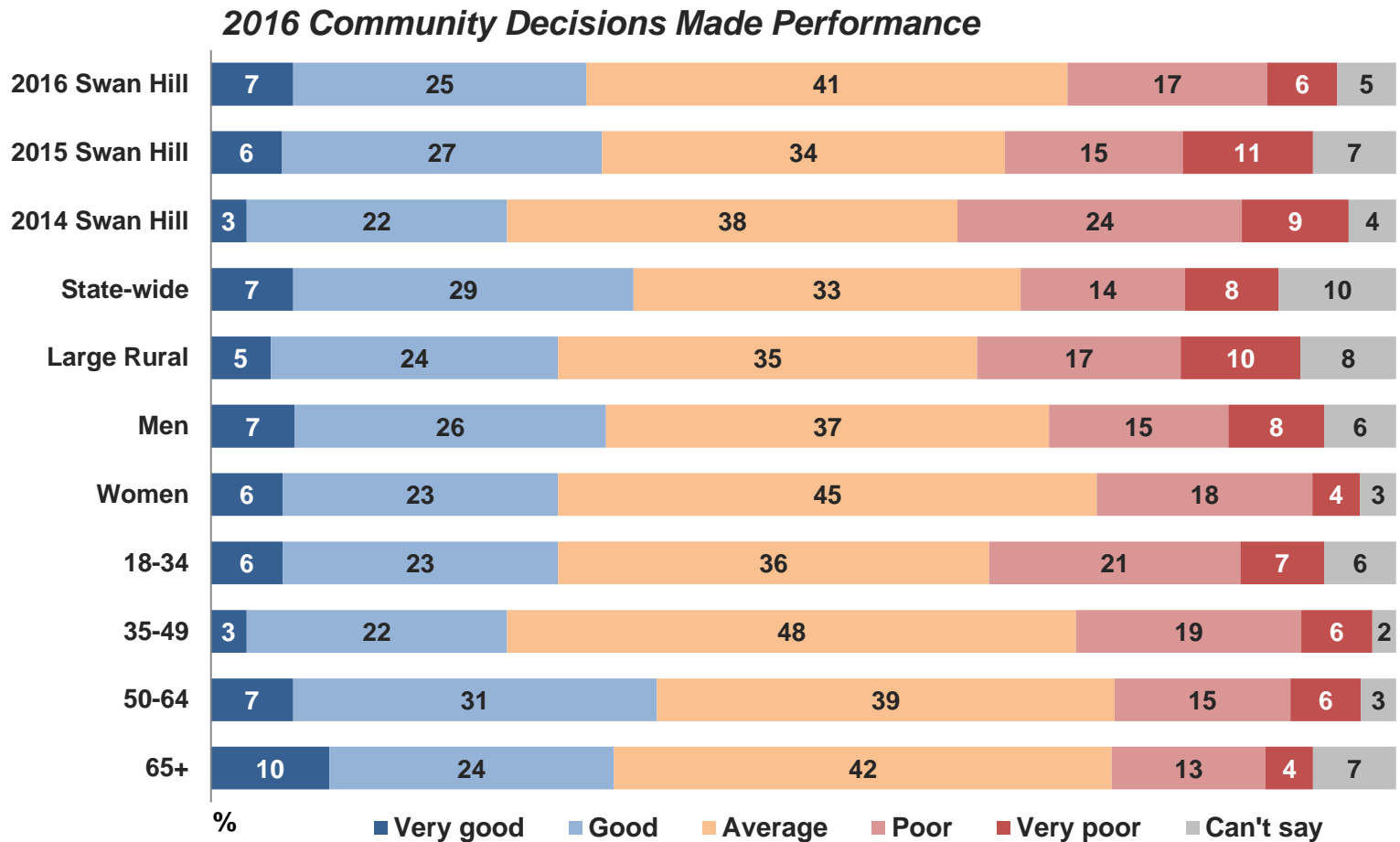
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences

2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

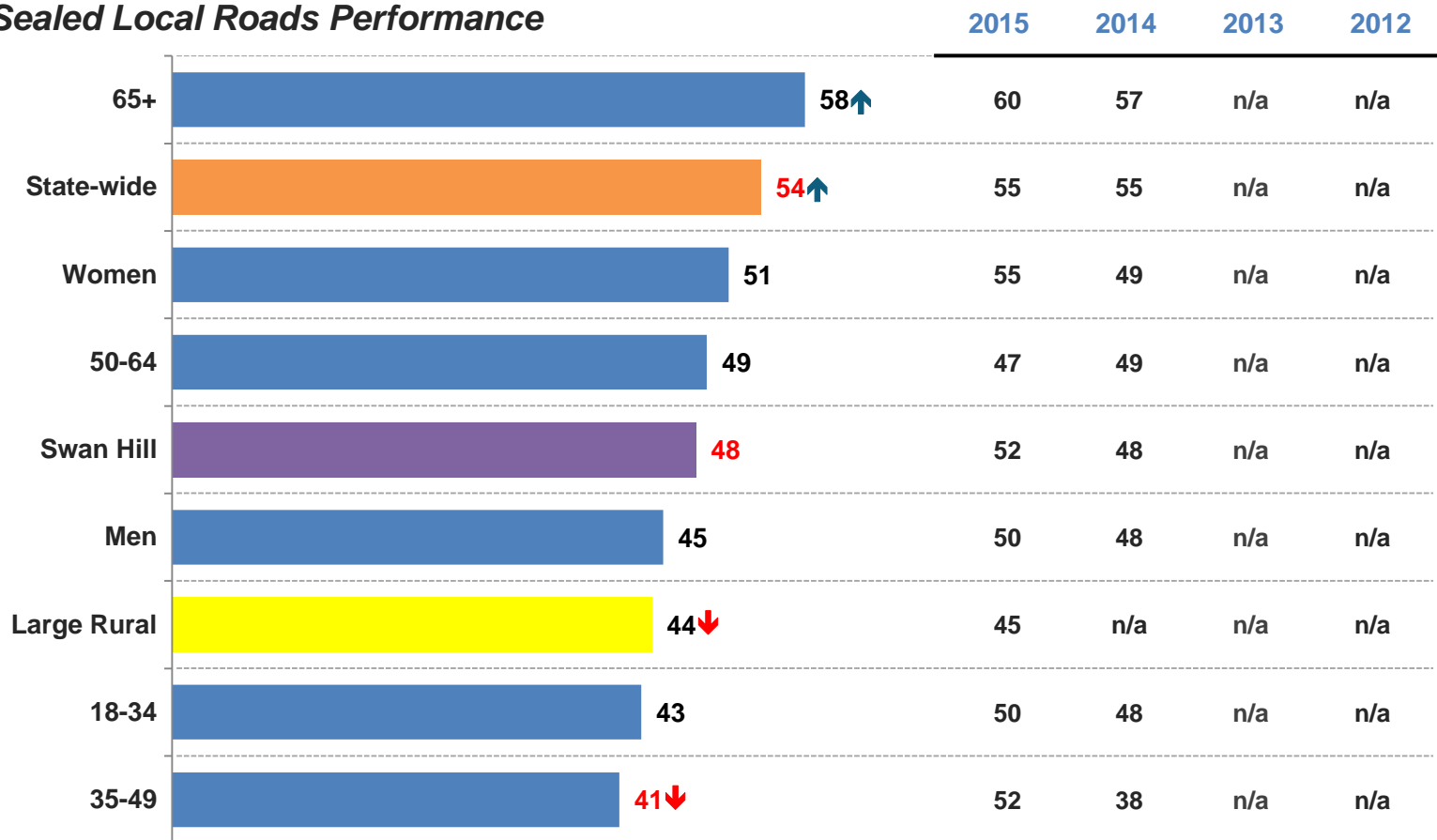
PERFORMANCE DETAILED PERCENTAGES



2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES

2016 Sealed Local Roads Performance



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

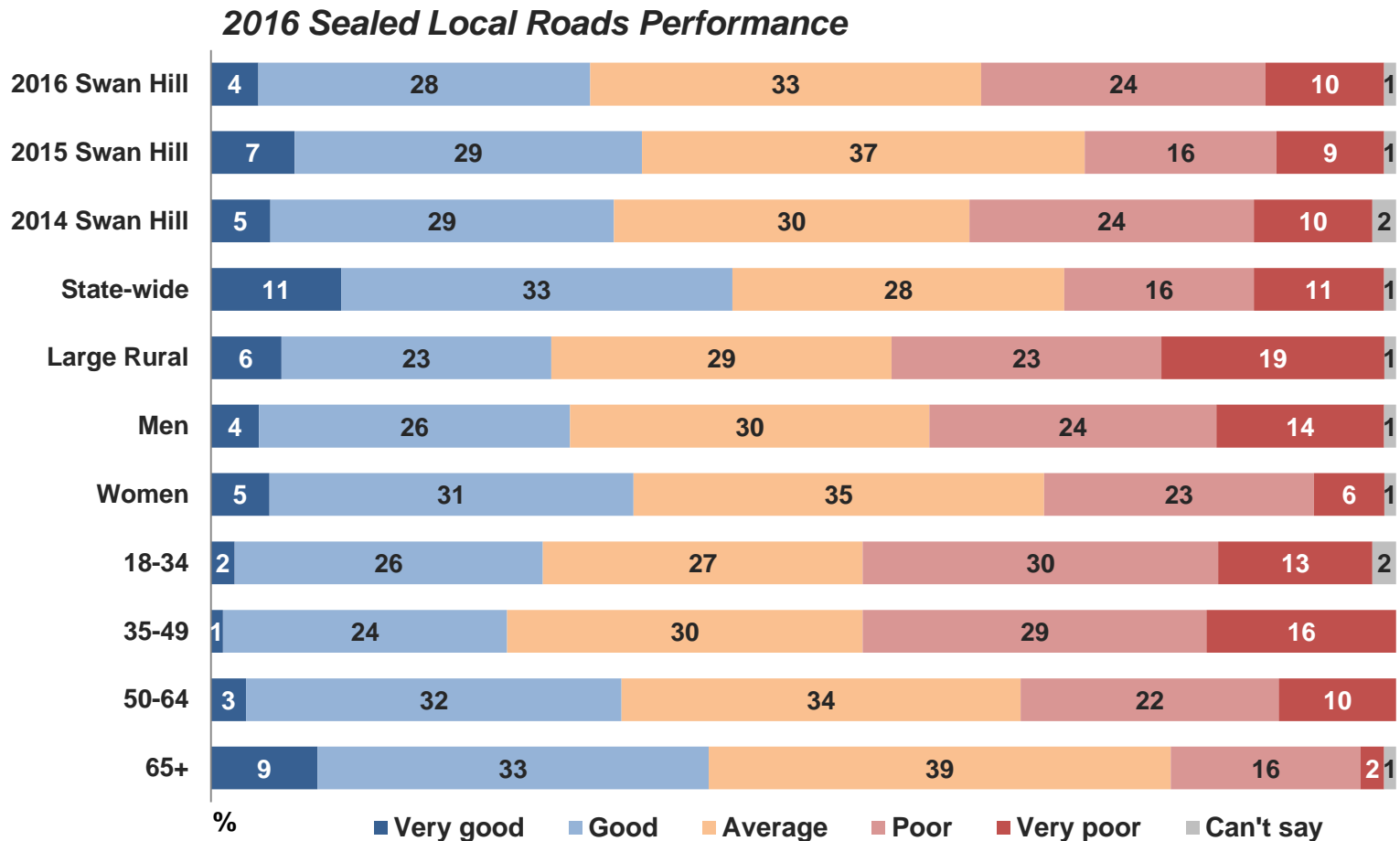
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences



2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



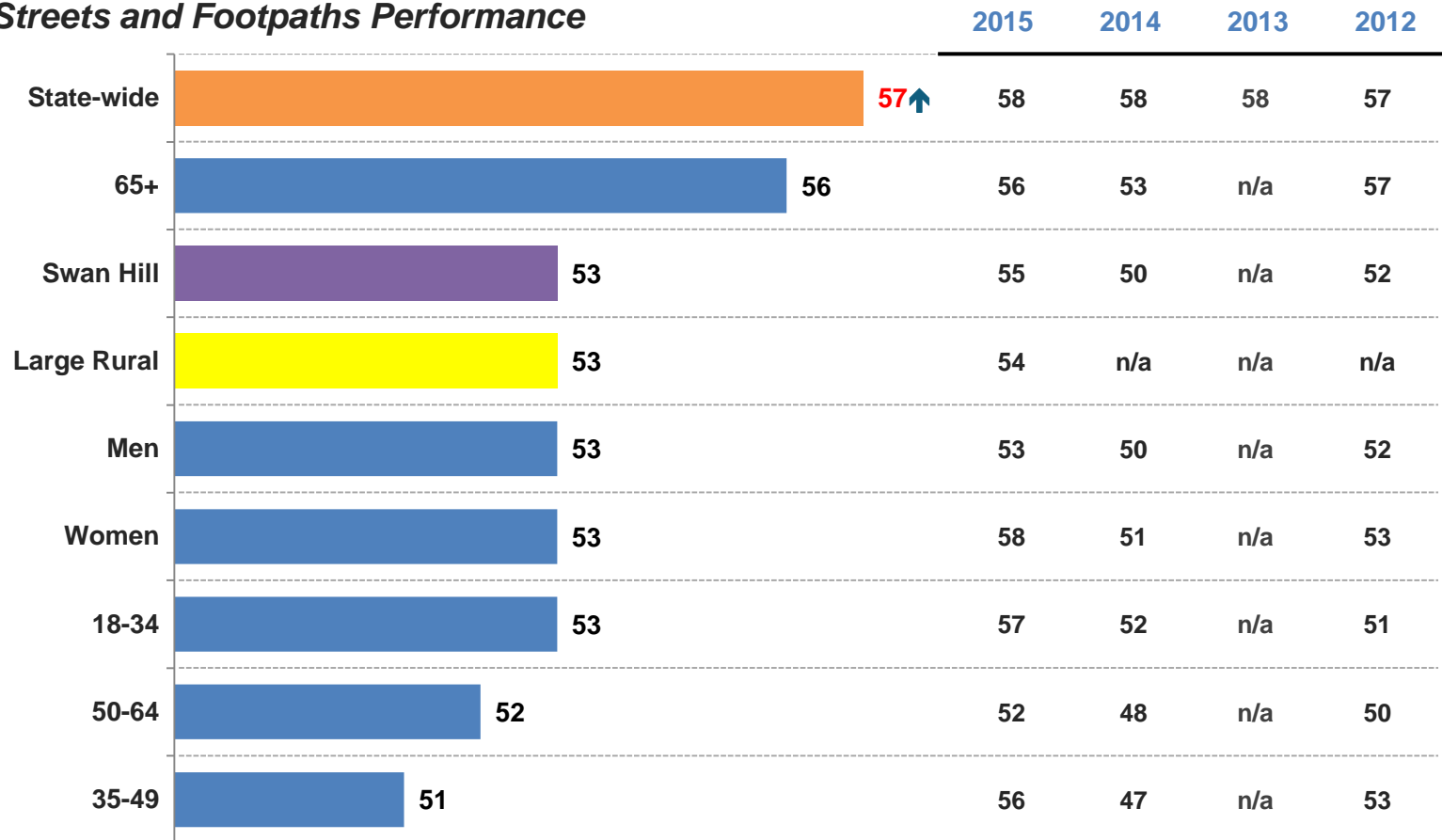
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21



2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE INDEX SCORES

2016 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?

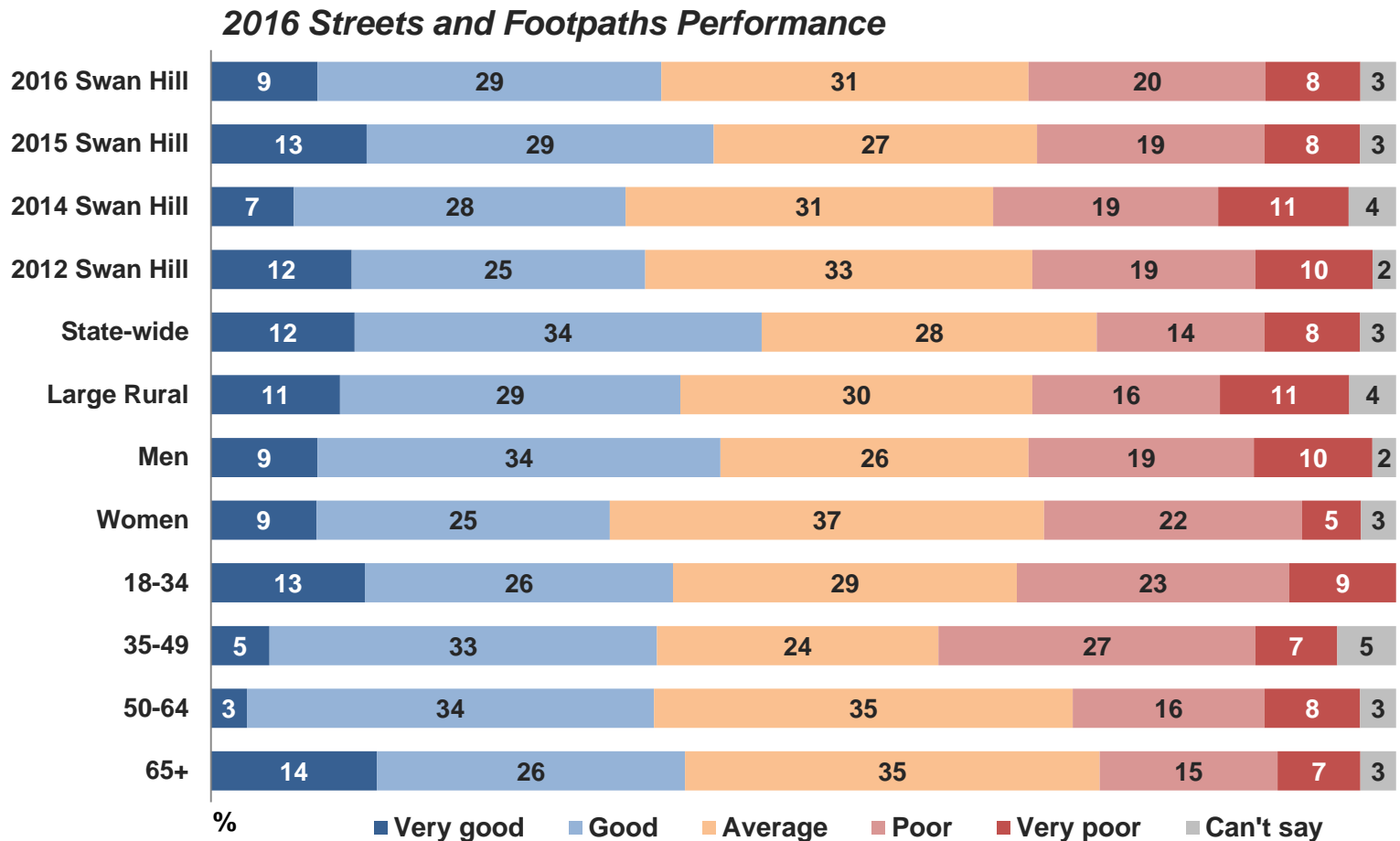
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 13

Note: Please see slide 5 for explanation about significant differences



2016 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



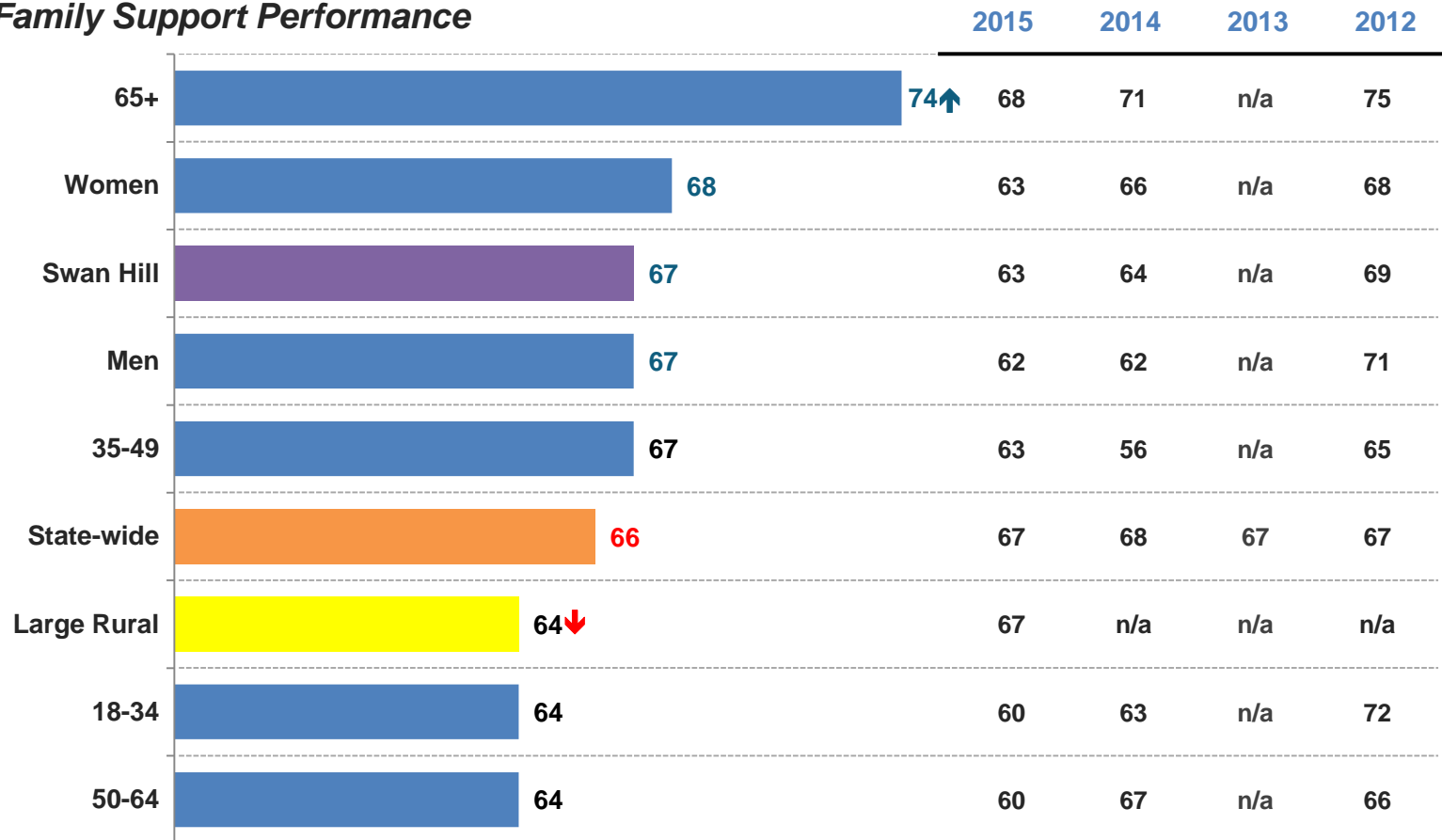
Q2. How has Council performed on 'the condition of local streets and footpaths in your area' over the last 12 months?

Base: All respondents. Councils asked state-wide: 34 Councils asked group: 13



2016 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES

2016 Family Support Performance

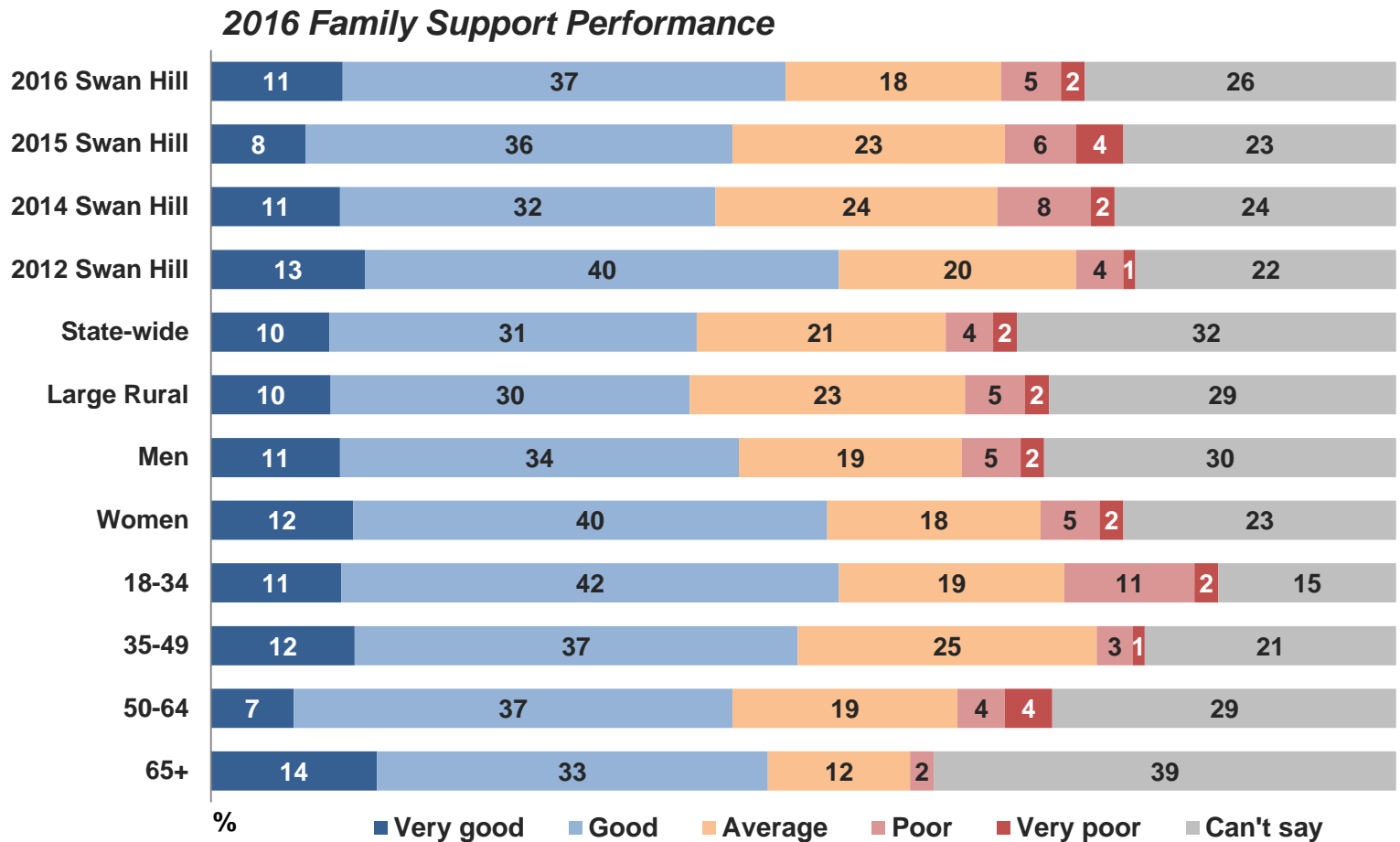


Q2. How has Council performed on 'family support services' over the last 12 months?

Base: All respondents. Councils asked state-wide: 35 Councils asked group: 11

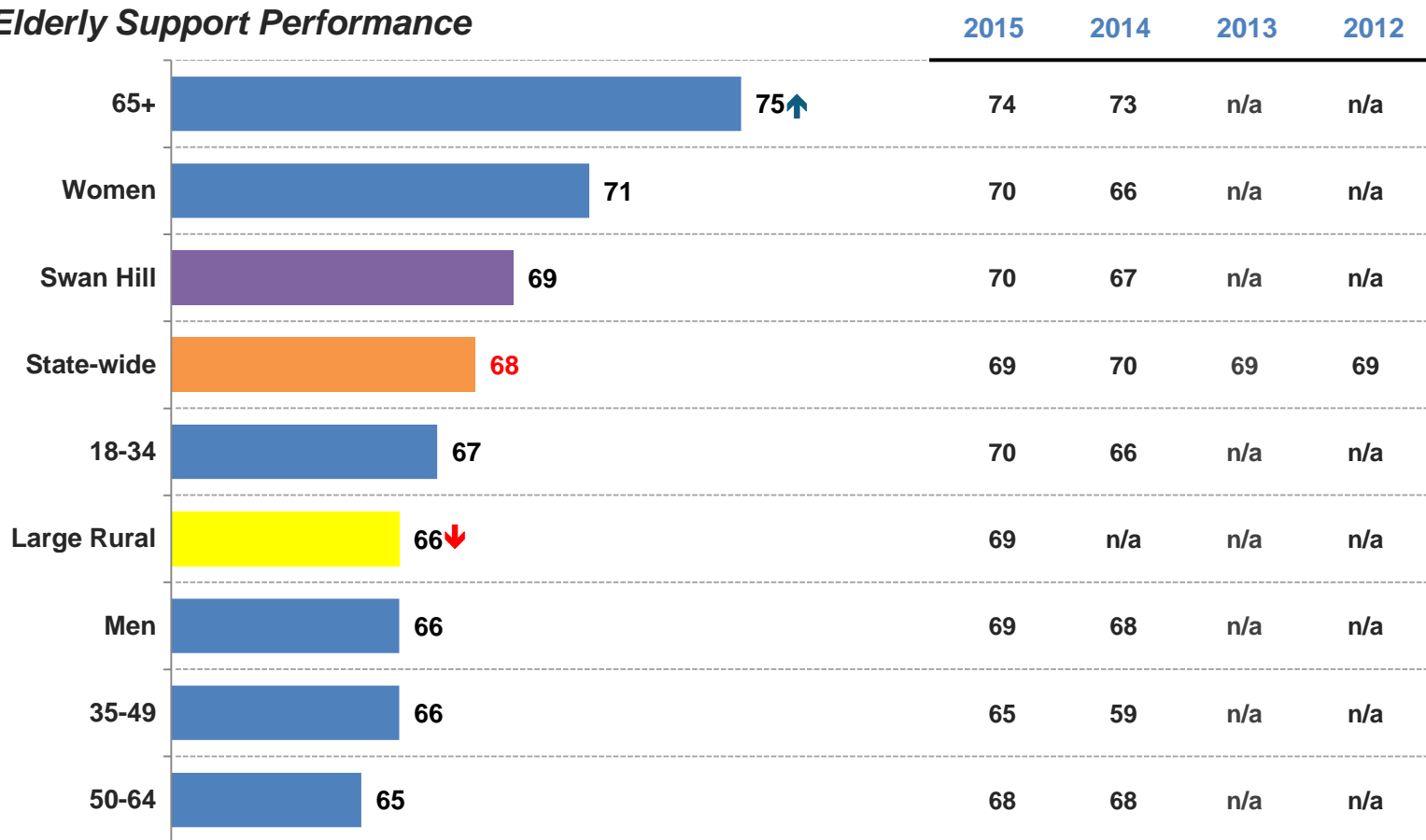
Note: Please see slide 5 for explanation about significant differences

2016 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES



2016 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES

2016 Elderly Support Performance

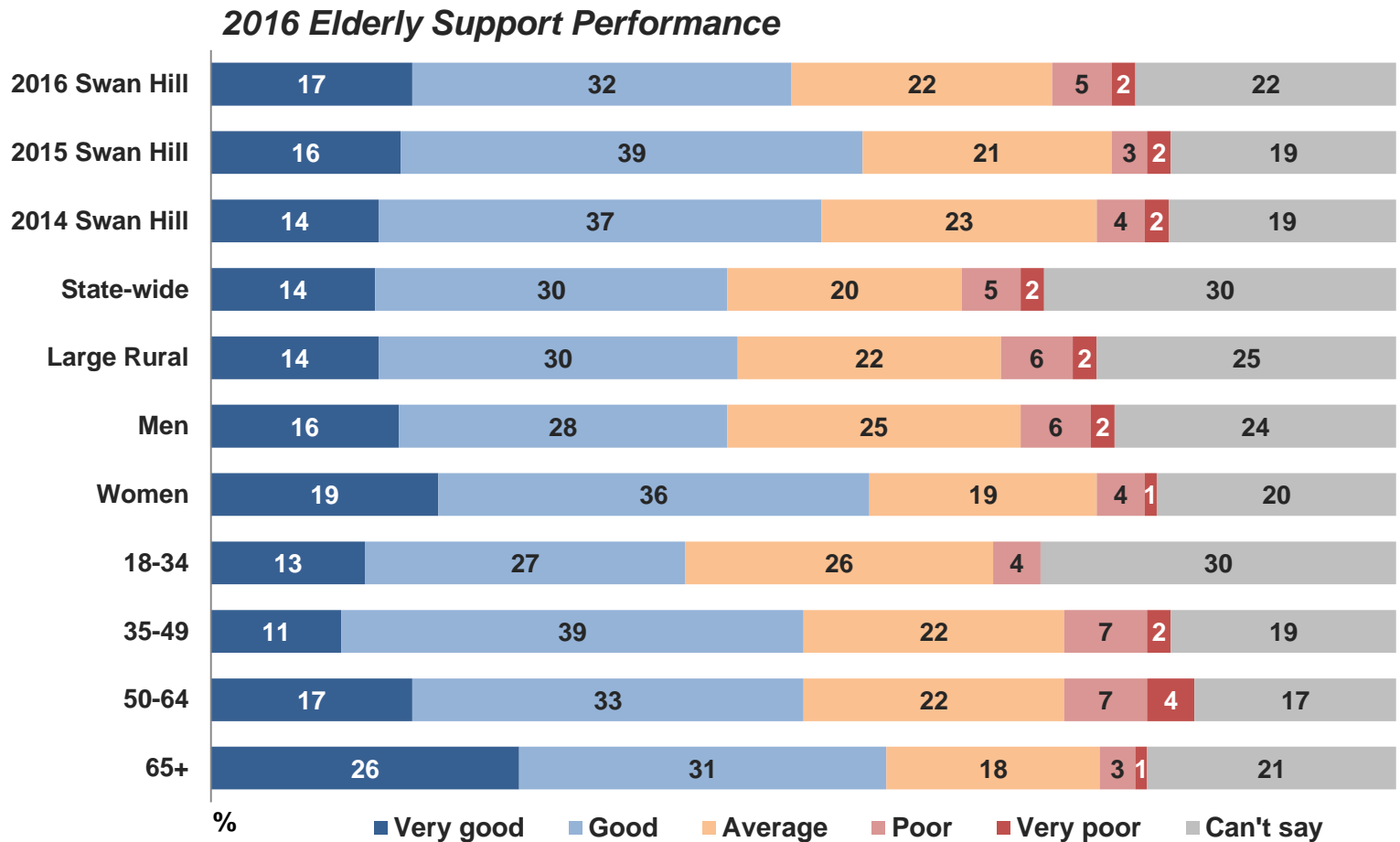


Q2. How has Council performed on 'elderly support services' over the last 12 months?

Base: All respondents. Councils asked state-wide: 37 Councils asked group: 12

Note: Please see slide 5 for explanation about significant differences

2016 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

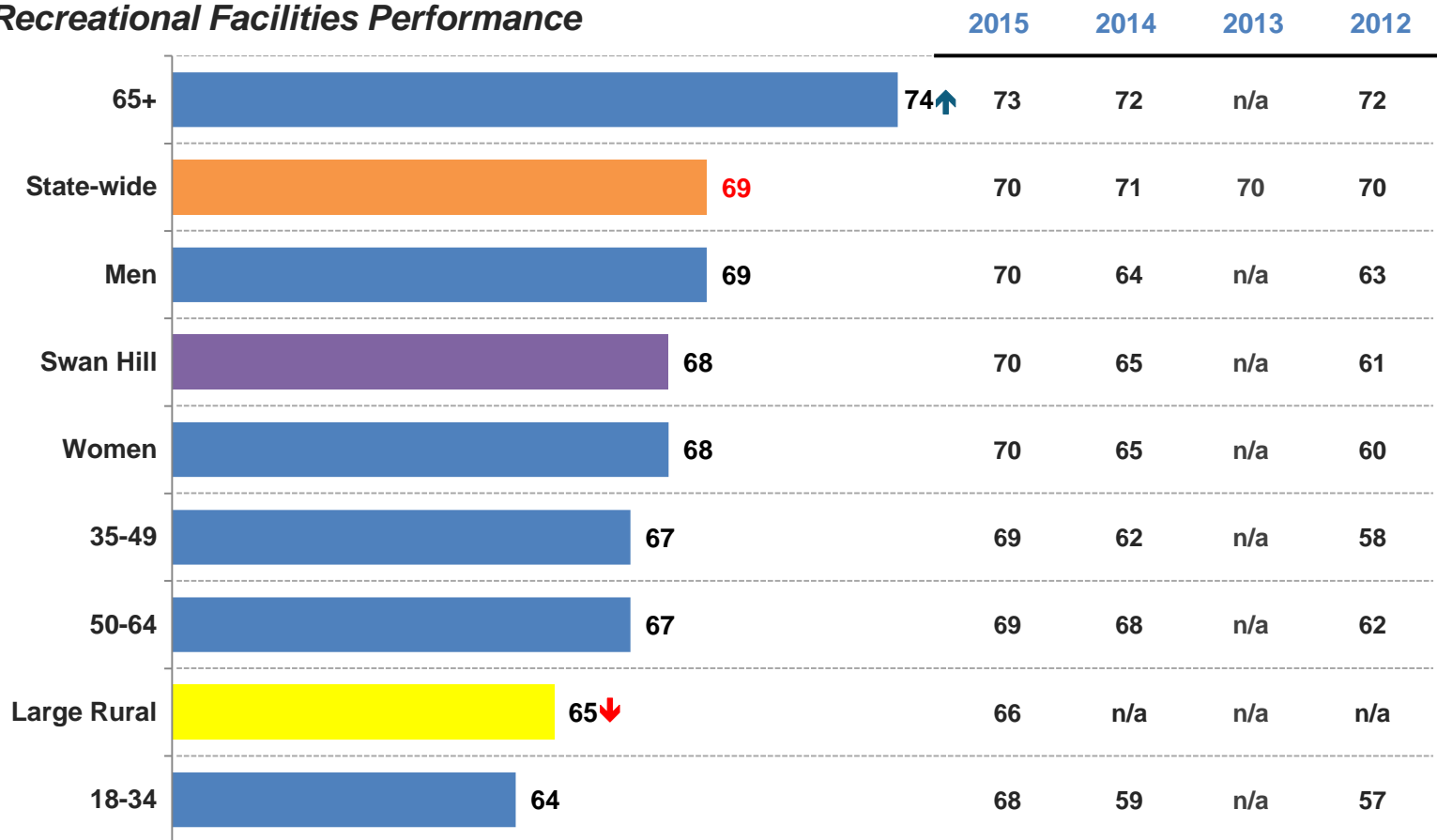


Q2. How has Council performed on 'elderly support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 37 Councils asked group: 12



2016 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES

2016 Recreational Facilities Performance

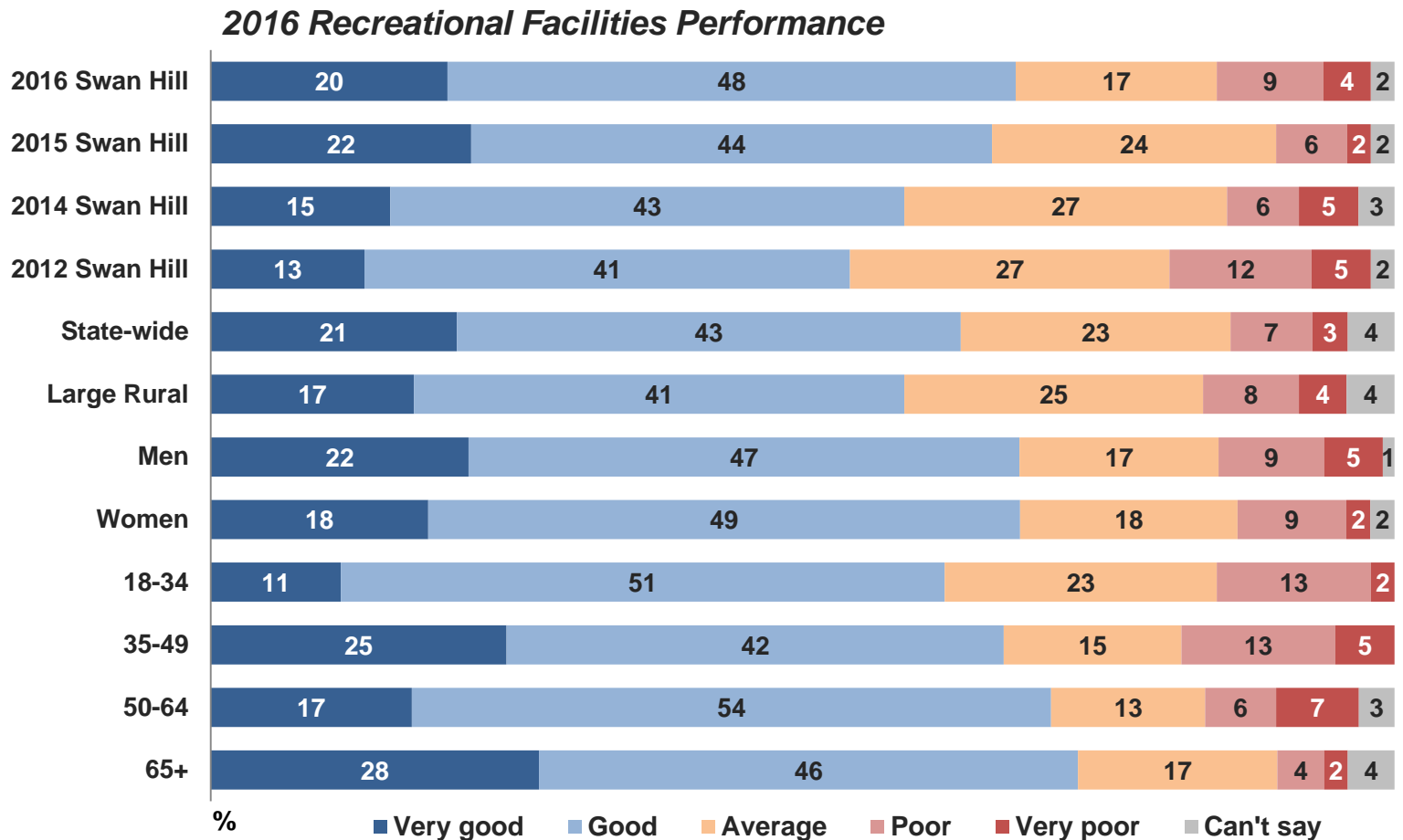


Q2. How has Council performed on 'recreational facilities' over the last 12 months?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 15

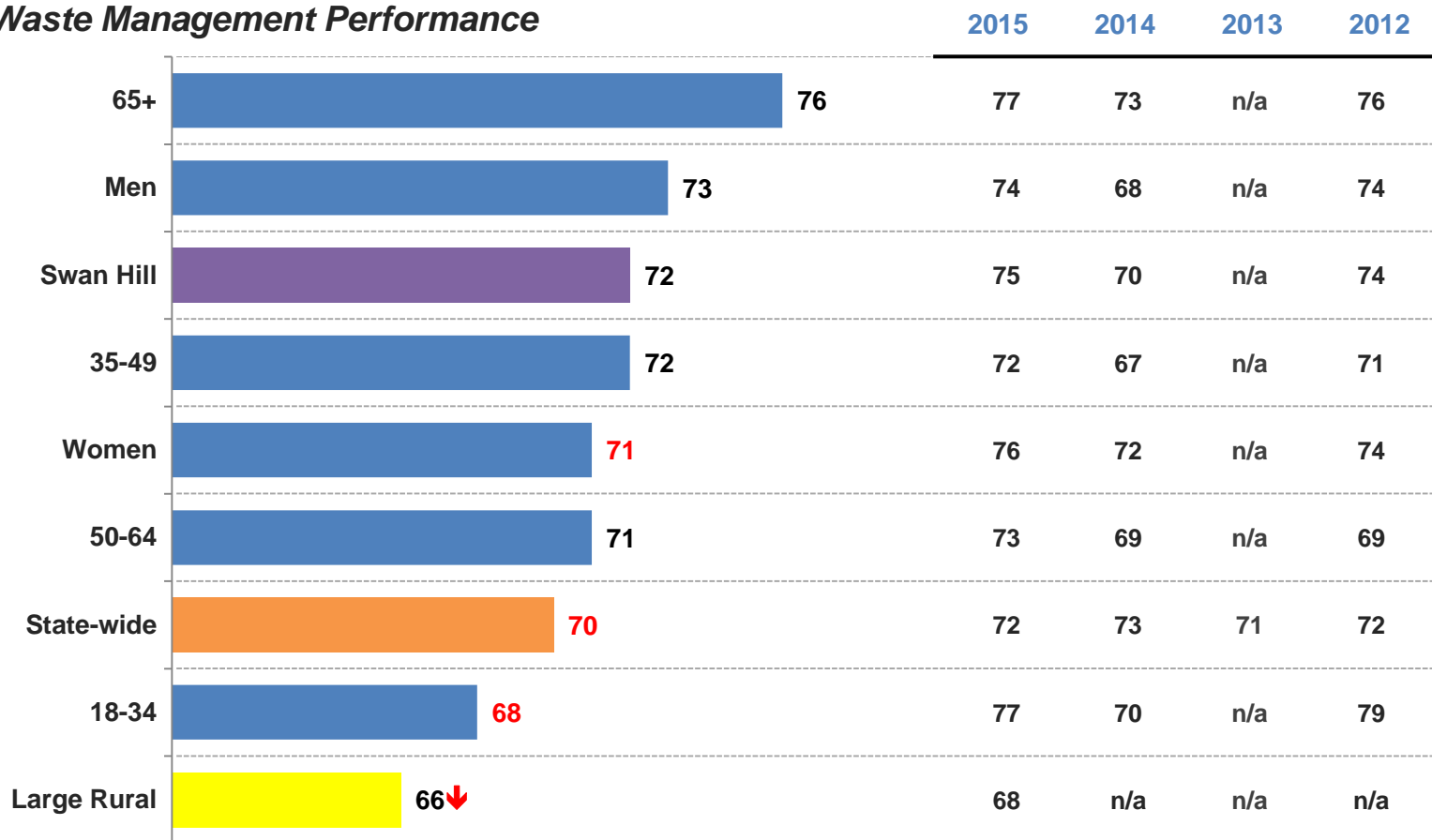
Note: Please see slide 5 for explanation about significant differences

2016 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES



2016 WASTE MANAGEMENT PERFORMANCE INDEX SCORES

2016 Waste Management Performance

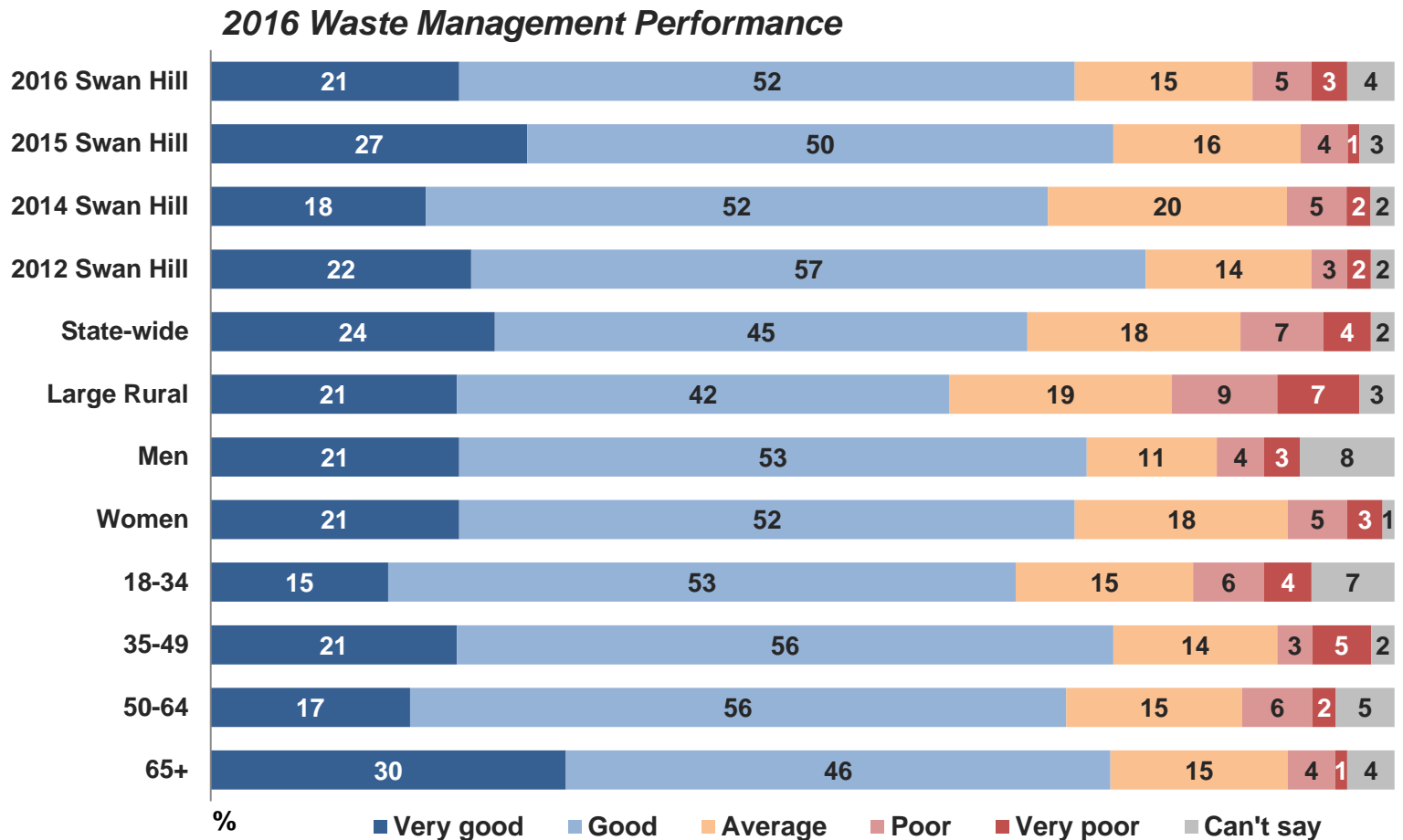


Q2. How has Council performed on 'waste management' over the last 12 months?

Base: All respondents. Councils asked state-wide: 41 Councils asked group: 14

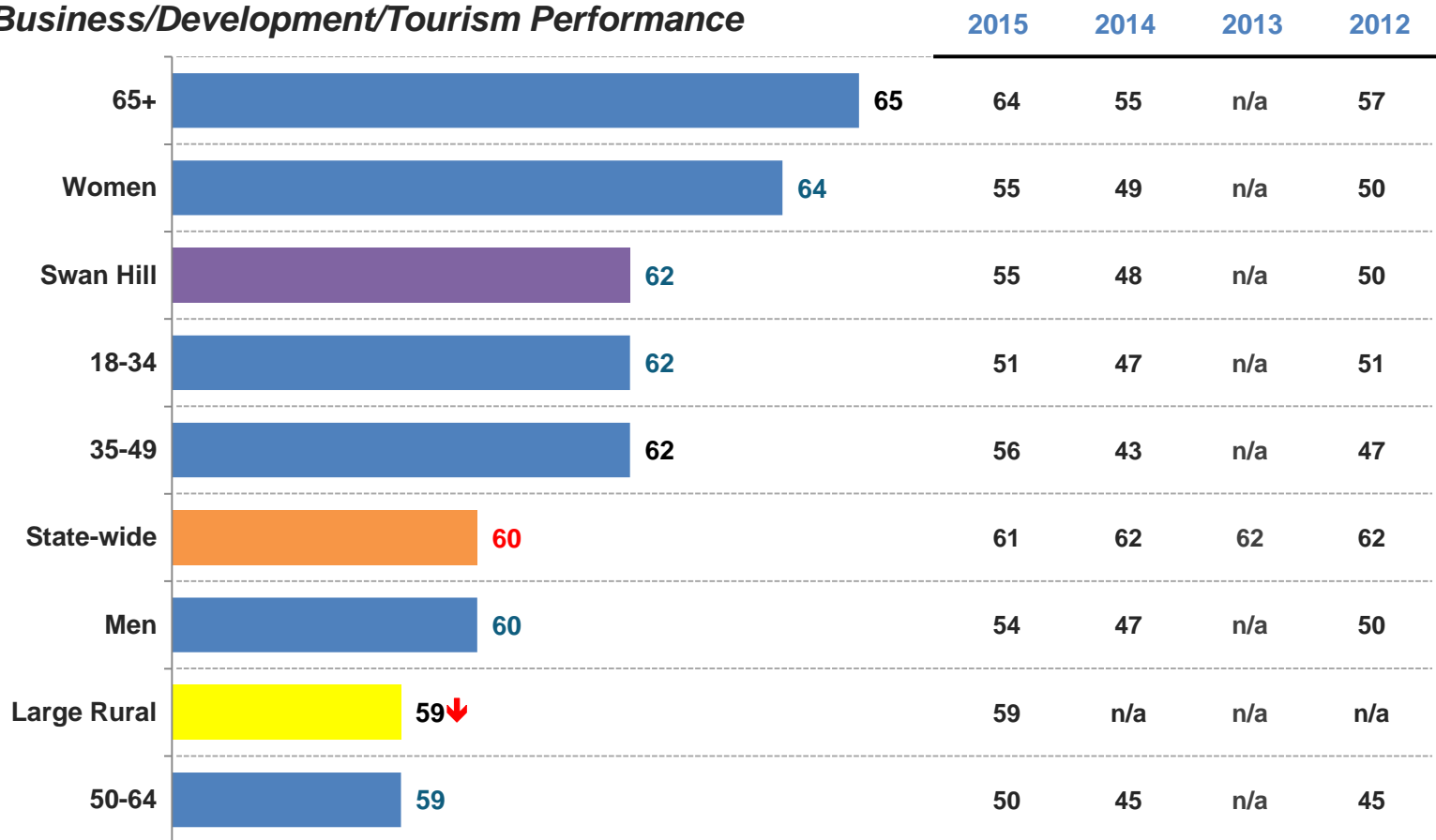
Note: Please see slide 5 for explanation about significant differences

2016 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES

2016 Business/Development/Tourism Performance

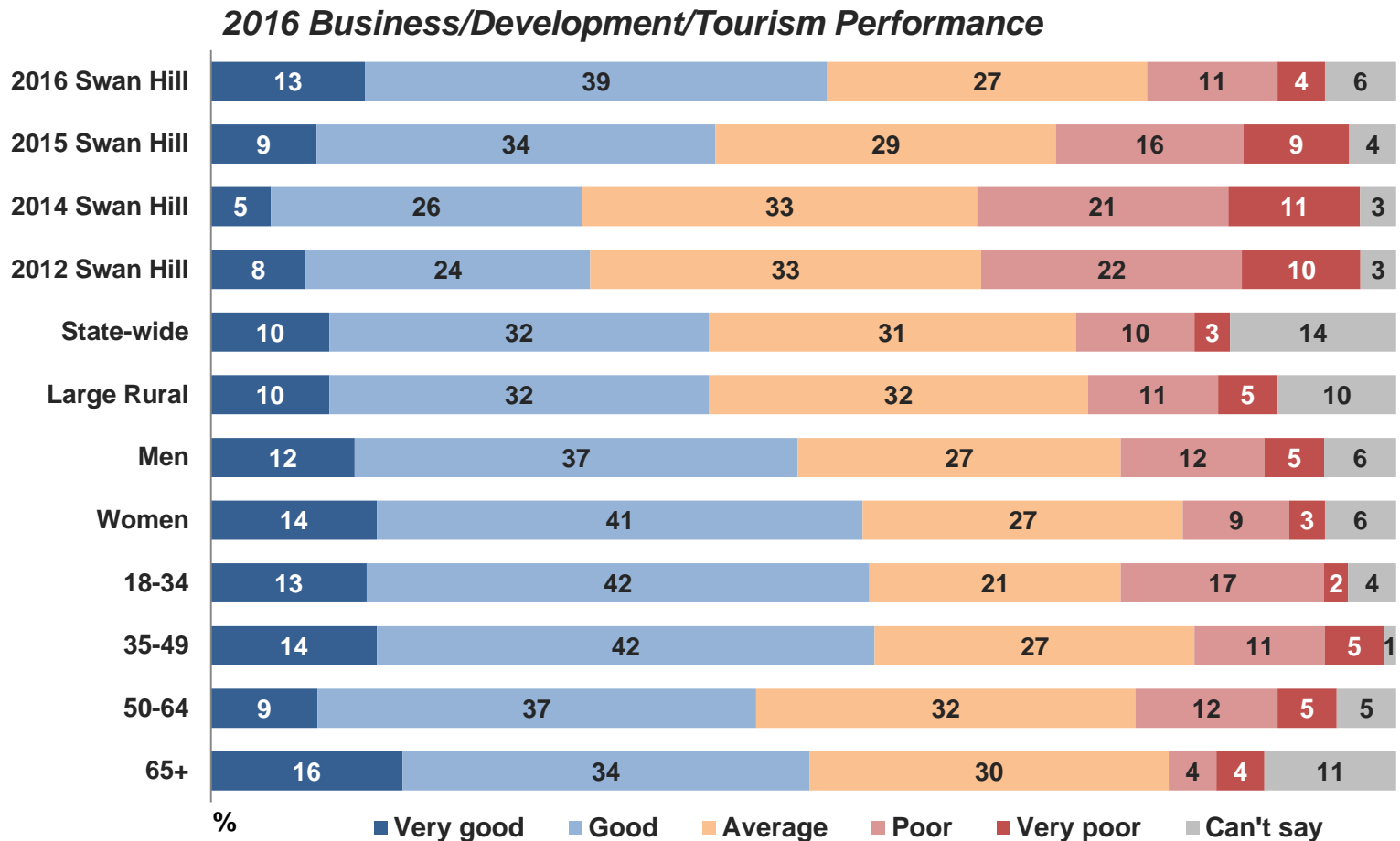


Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 9

Note: Please see slide 5 for explanation about significant differences

2016 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES



Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 9

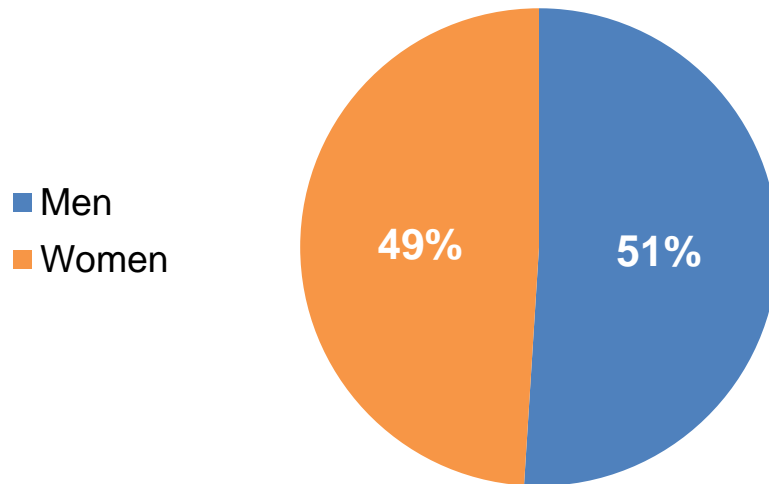


A satellite night-time image of South America, showing the continent's outline against the dark ocean. The landmass is covered with a dense network of glowing yellow and white lines representing roads and city lights. Major urban centers like Lima, Bogotá, and São Paulo are particularly bright. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font on the left side of the continent.

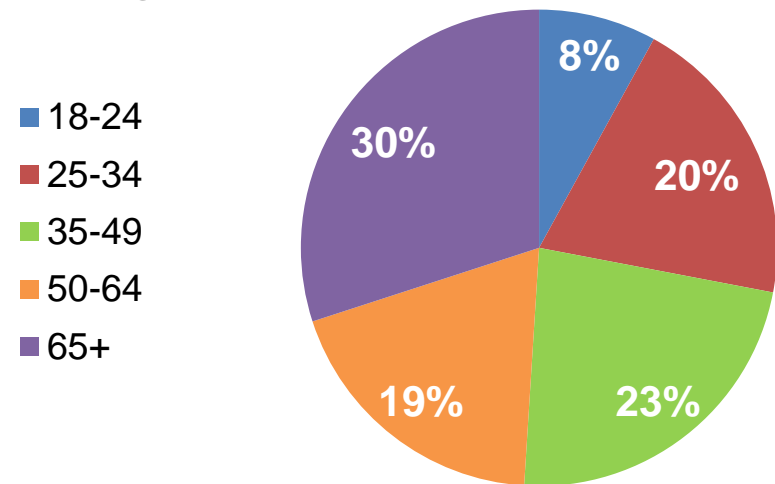
DETAILED DEMOGRAPHICS

2016 GENDER AND AGE PROFILE

Gender



Age



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.

A satellite night map of South America, showing the continent's outline and the glowing lights of cities and roads. The lights are concentrated in the eastern and central parts of the continent, with a few smaller lights visible in the south. The surrounding oceans are dark blue.

APPENDIX A: DETAILED SURVEY TABULATIONS

AVAILABLE IN SUPPLIED EXCEL FILE

A satellite night-time map of South Australia and Western Australia. The landmasses are dark brown, and the surrounding oceans are dark blue. A dense network of white lines represents roads and highways, with numerous bright yellow and white dots indicating city lights and urban areas. The text 'APPENDIX B: FURTHER PROJECT INFORMATION' is overlaid in large, bold, white capital letters on the left side of the map.

APPENDIX B: FURTHER PROJECT INFORMATION

APPENDIX B:

BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a ‘head of household’ survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Swan Hill Rural City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2016 have been made throughout this report as appropriate.**

APPENDIX B: MARGINS OF ERROR

The sample size for the 2016 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 16,000 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 | 160 | 204 | +/-7.7 |
| Women | 240 | 196 | +/-6.3 |
| 18-34 years | 47 | 113 | +/-14.4 |
| 35-49 years | 63 | 92 | +/-12.4 |
| 50-64 years | 114 | 77 | +/-9.2 |
| 65+ years | 176 | 118 | +/-7.4 |

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2016, 69 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 2012-2016 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, Campaspe, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Horsham, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill, Wangaratta and Wellington.

Wherever appropriate, results for Swan Hill Rural City Council for this 2016 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 can not be made within the reported charts.

APPENDIX B:

ANALYSIS AND REPORTING

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 benchmark 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.

| 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 |

APPENDIX B:

ANALYSIS AND REPORTING

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 |
|------------------|----------|--------------|----------------|
| Improved | 36% | 100 | 36 |
| Stayed the same | 40% | 50 | 20 |
| Deteriorated | 23% | 0 | 0 |
| Can’t say | 1% | -- | INDEX SCORE 56 |

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 1
- \$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:

ANALYSIS AND REPORTING

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 2016 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2016 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 2016 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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.

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2016 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.