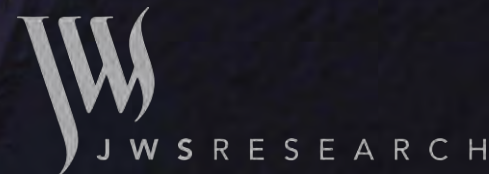




**LOCAL GOVERNMENT COMMUNITY SATISFACTION
SURVEY
SWAN HILL RURAL CITY COUNCIL
2014**

RESEARCH REPORT

**COORDINATED BY DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL
INFRASTRUCTURE ON BEHALF OF VICTORIAN COUNCILS**



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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2014 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 Swan Hill Rural City Council 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 in the 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 31 January – 11 March 2014.

The 2013 results against which 2014 results are compared involved a total of n=400 completed interviews in Swan Hill Rural City Council conducted in the period of 1 February – 24 March, 2013.

The 2012 results against which results are compared involved a total of n=400 completed interviews in Swan Hill Rural City Council conducted in the period of 4 May – 30 June 2012.



SURVEY METHODOLOGY AND SAMPLING

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 red indicate a significantly lower result than in 2013, for example, below the result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2013. Results shown in blue indicate a significantly higher result than in 2013, for example, below the result among 35-49 year olds is significantly higher than the result achieved among this group in 2013.

OVERALL PERFORMANCE – INDEX SCORE (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 2014 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



**KEY FINDINGS AND
RECOMMENDATIONS**

KEY FINDINGS AND RECOMMENDATIONS

- Council performance ratings dropped between 5 and 10 index points since last year on all **core performance measures**. (Core measures include overall job performance, council direction, community consultation, advocacy, and customer service.) In the case of community consultation and customer service, ratings returned to 2012 levels. On all other core performance measures, results dipped below 2012 levels.
- As a result of declines in core performance ratings, Swan Hill's scores are slightly behind **group and state averages** on core measures with the exception of community consultation.
- Swan Hill is rated positively for **customer service** contacts (index score of 65). While it trails the State-wide (72) and Large Rural Shires group (68) averages for customer service, results are still on the positive end of the ratings spectrum. Customer service ratings however, declined 6 index points from last year, though 2014 results are still one point higher than 2012 results (64) for customer service.

KEY FINDINGS AND RECOMMENDATIONS

- Swan Hill receives middling ratings (in the 50s) for its **overall performance** (index score of 53, -5 from 2013), **community consultation** (55, -5) and **advocacy** (51, -6).
 - While **community consultation** ratings are in keeping with the group average and only two points behind the state-wide average, bigger differences exist between Swan Hill, other large rural shires and the state when it comes to overall performance and advocacy ratings.
 - Swan Hill's **overall performance** rating is 53 (index score) compared to a group average of 57 and a state-wide average of 61.
 - Swan Hill's **advocacy** rating is 51 compared to a group average of 54 and a state-wide average of 56.
- Perceptions lean negative when it comes to **council direction**; residents award Swan Hill an index rating of 47 for the direction council performance has headed over the past year (down from 57 in 2013 and 50 in 2012). Council direction numbers are 4 points behind the group average (51) and 6 points behind the state (53). Nonetheless, most residents believe council performance stayed the same (64%) in the past twelve months, while 20% believe it deteriorated, and 15% say it improved.



KEY FINDINGS AND RECOMMENDATIONS

- The most significant erosion in performance ratings on core measures occurred among 35 to 49 year-olds, with the exception of reactions to customer service, which saw the biggest drop in ratings among seniors (aged 65+) and 18 to 34 year-olds.
- That said, Council still performs well on a number of individual service areas, with positive index scores for the job it has done in the areas of waste management (70), elderly support services (67), recreational facilities (65), and family support services (64).
- 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

Highest result in 2014

- Customer service
- Waste management

Lowest results in 2014

- Overall council direction
- Advocacy
- Community decisions

Most favourably disposed towards Council

- 65+ years

Least favourably disposed towards Council

- Aged 35-49



A satellite night view of South Africa, showing a dense network of roads and city lights. The lights are concentrated in major urban centers like Johannesburg, Cape Town, and Durban, with smaller lights scattered throughout the country. The surrounding ocean is dark, and the landmass is illuminated by the city lights.

SUMMARY OF FINDINGS

2014 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

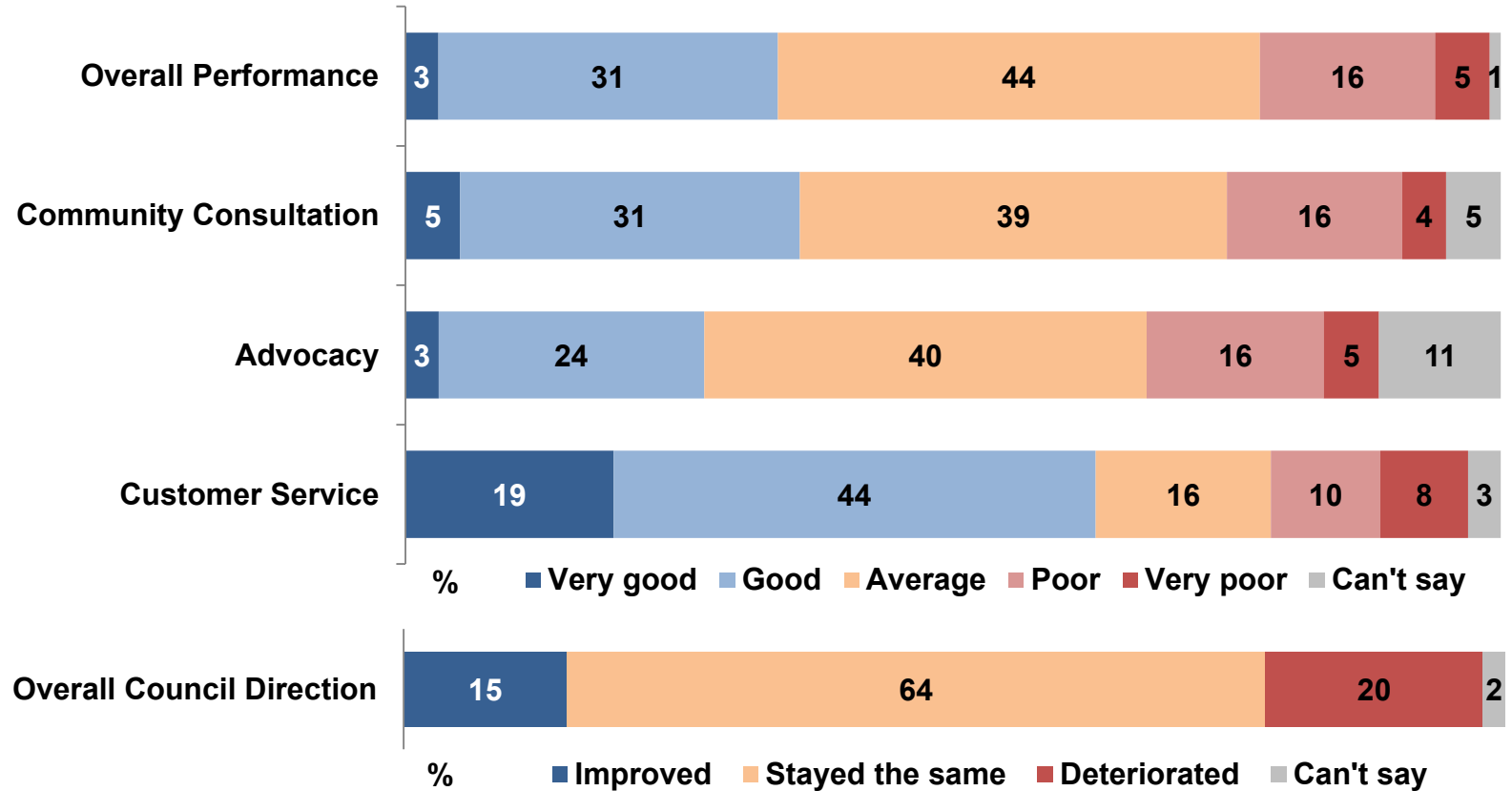
Performance Measures	Swan Hill 2012	Swan Hill 2013	Swan Hill 2014	Large Rural Shires 2014	State-wide 2014
OVERALL PERFORMANCE	57	58	53	57	61
COMMUNITY CONSULTATION (Community consultation and engagement)	55	60	55	55	57
ADVOCACY (Lobbying on behalf of the community)	53	57	51	54	56
CUSTOMER SERVICE	64	71	65	68	72
OVERALL COUNCIL DIRECTION	50	57	47	51	53

2014 SUMMARY OF CORE MEASURES DETAILED ANALYSIS

Performance Measures	Swan Hill 2014	vs. Swan Hill 2013	vs. Large Rural Shires 2014	vs. State-wide 2014	Highest score amongst	Lowest score amongst
OVERALL PERFORMANCE	53	5 points lower	4 points lower	8 points lower	65+ year olds	Robinvale Ward
COMMUNITY CONSULTATION (Community consultation and engagement)	55	5 points lower	Equal	2 points lower	18-34 year olds	35-49 year olds
ADVOCACY (Lobbying on behalf of the community)	51	6 points lower	3 points lower	5 points lower	65+ year olds	35-49 year olds
CUSTOMER SERVICE	65	6 points lower	3 points lower	7 points lower	Lakes Ward	Robinvale Ward
OVERALL COUNCIL DIRECTION	47	10 points lower	4 points lower	6 points lower	Robinvale Ward	35-49 year olds



2014 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS



INDIVIDUAL SERVICE AREAS SUMMARY

KEY RESULTS

**Highest results in
2014**

- Waste management
- Elderly Support Services

**Lowest result in
2014**

- Community decisions

**Most favourably
disposed towards
Council**

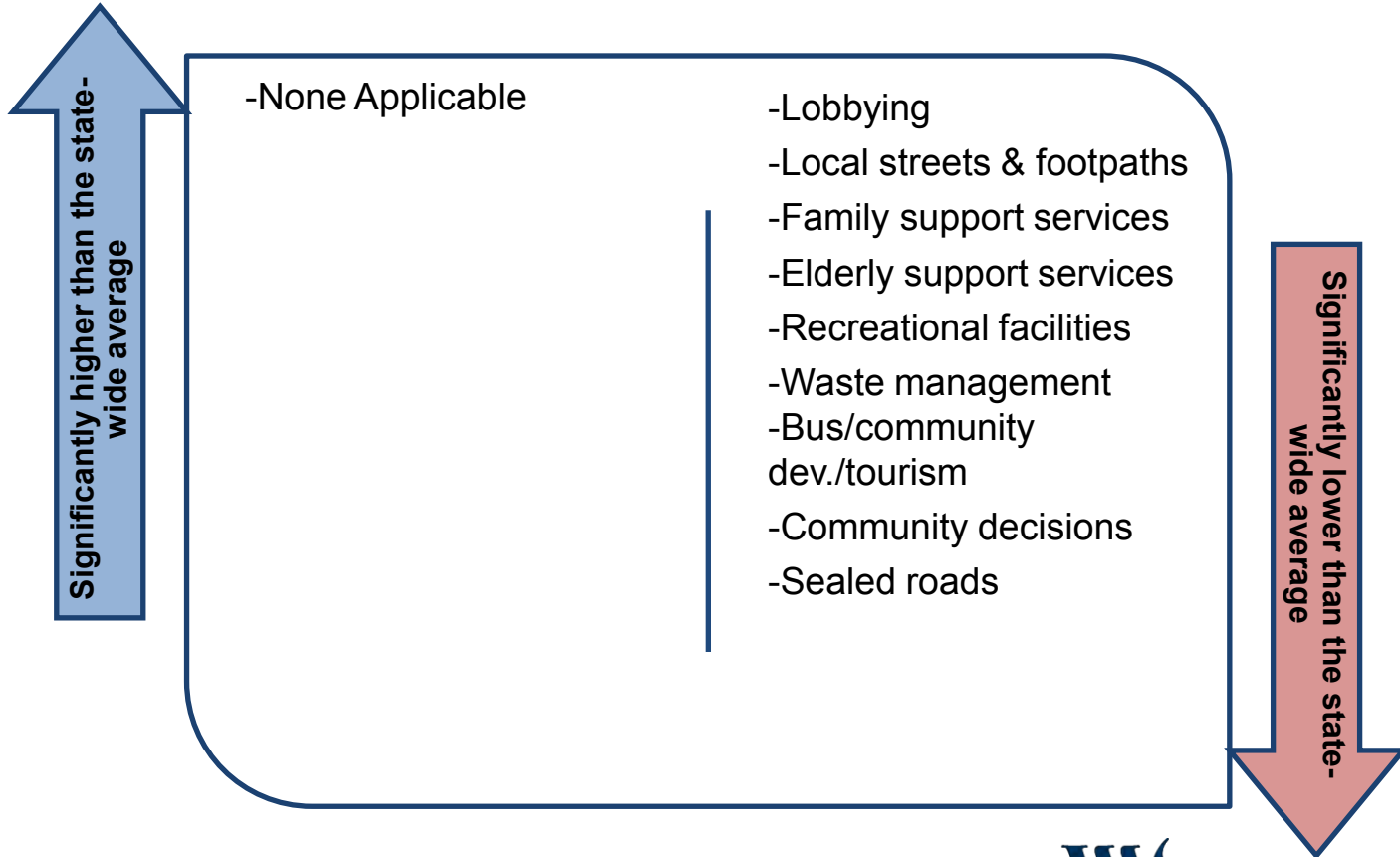
- Aged 65+

**Least favourably
disposed towards
Council**

- Aged 35-49

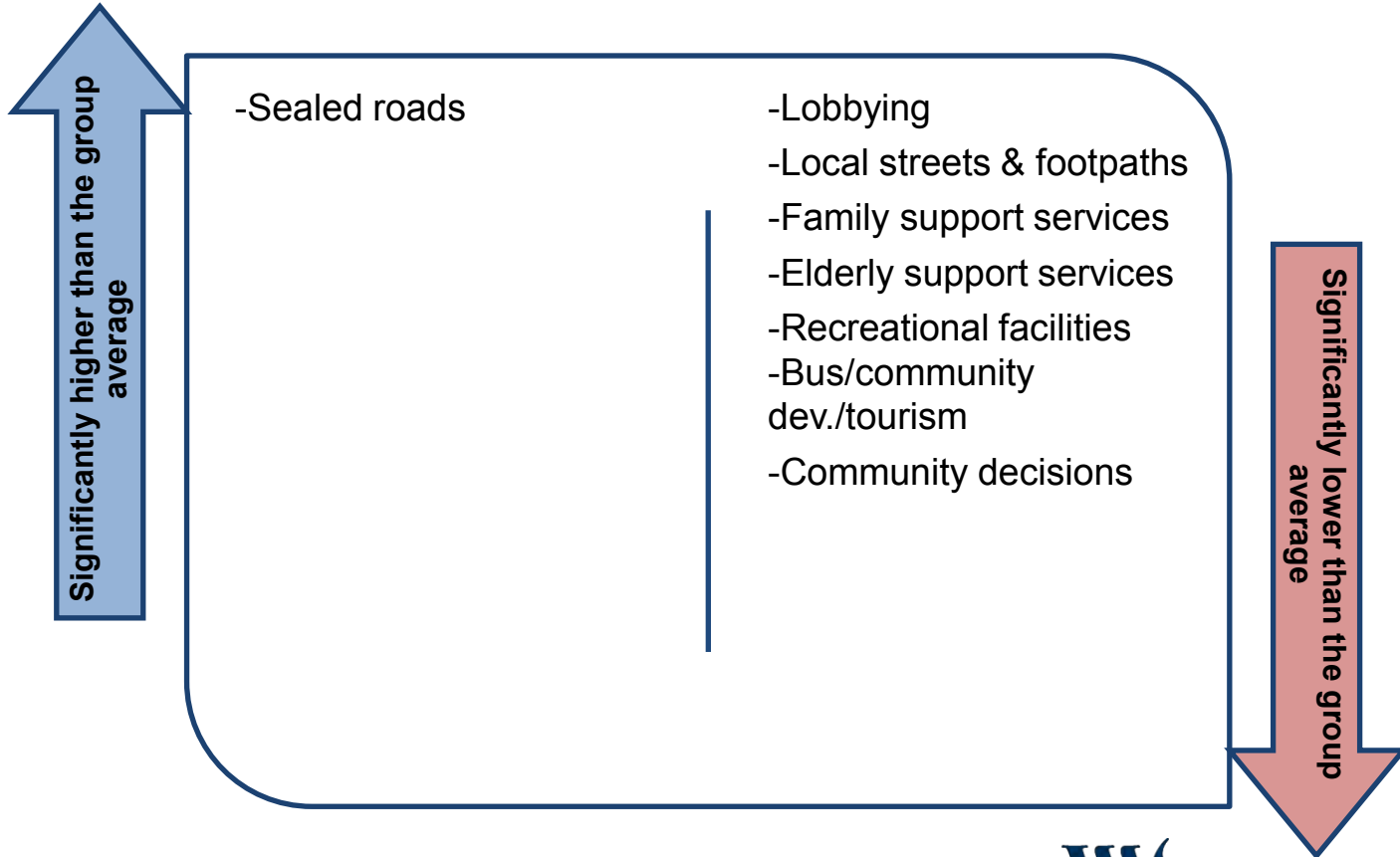
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE

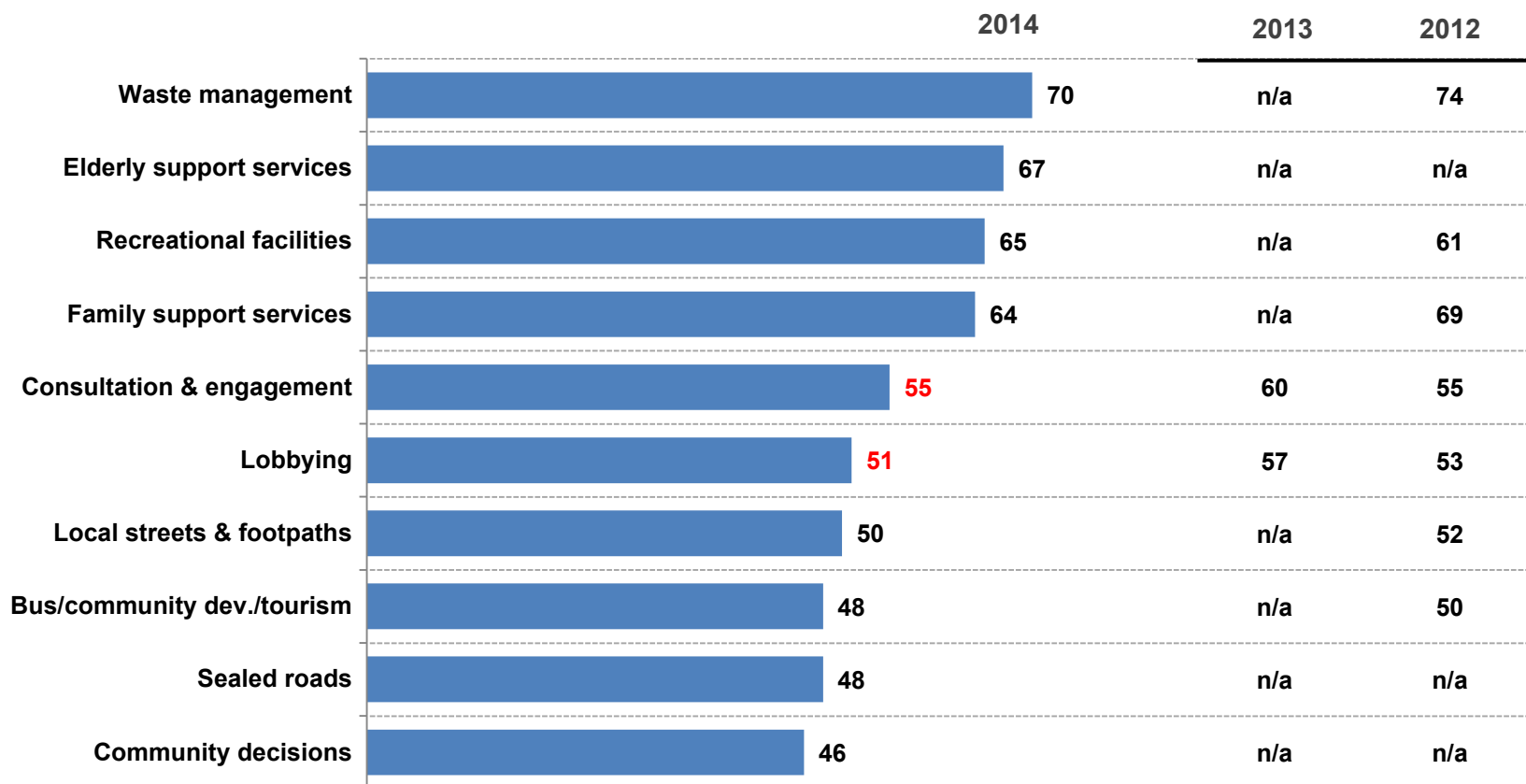


INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



2014 PERFORMANCE SUMMARY



Base: All respondents.

Note: please see page 6 for explanation about significant differences

2014 PERFORMANCE SUMMARY BY COUNCIL GROUP

Top Five Highest Performing Service Areas (Highest to Lowest, i.e. #1 – Highest Performing)

Swan Hill Rural City Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
1. Waste management	1. Art centres & libraries	1. Art centres & libraries	1. Art centres & libraries	1. Appearance of public areas	1. Art centres & libraries
2. Elderly support services	2. Waste management	2. Waste management	2. Emergency & disaster mngt	2. Art centres & libraries	2. Emergency & disaster mngt
3. Recreational facilities	3. Recreational facilities	3. Emergency & disaster mngt	3. Appearance of public areas	3. Elderly support services	3. Appearance of public areas
4. Family support services	4. Appearance of public areas	4. Recreational facilities	4. Waste management	4. Waste management	4. Waste management
5. Consultation & engagement	5. Community & cultural	5. Family support services	5. Recreational facilities	5. Community & cultural	5. Elderly support services



2014 PERFORMANCE SUMMARY BY COUNCIL GROUP

Bottom Five Lowest Performing Service Areas (Lowest to Highest, i.e. #1 – Lowest Performing)

Swan Hill Rural City Council	Inner Metro	Outer Metro	Regional Centres	Small Rural Shires	Large Rural Shires
<ol style="list-style-type: none"> 1. Community decisions 2. Bus/community dev./tourism 3. Sealed roads 4. Local streets & footpaths 5. Lobbying 	<ol style="list-style-type: none"> 1. Planning permits 2. Population growth 3. Tourism development 4. Town planning policy 5. Parking facilities 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Planning permits 3. Town planning policy 4. Lobbying 5. Traffic management 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Parking facilities 3. Sealed roads 4. Planning permits 5. Town planning policy 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Slashing & weed control 4. Planning permits 5. Town planning policy 	<ol style="list-style-type: none"> 1. Sealed roads 2. Unsealed roads 3. Slashing & weed control 4. Population growth 5. Local streets & footpaths



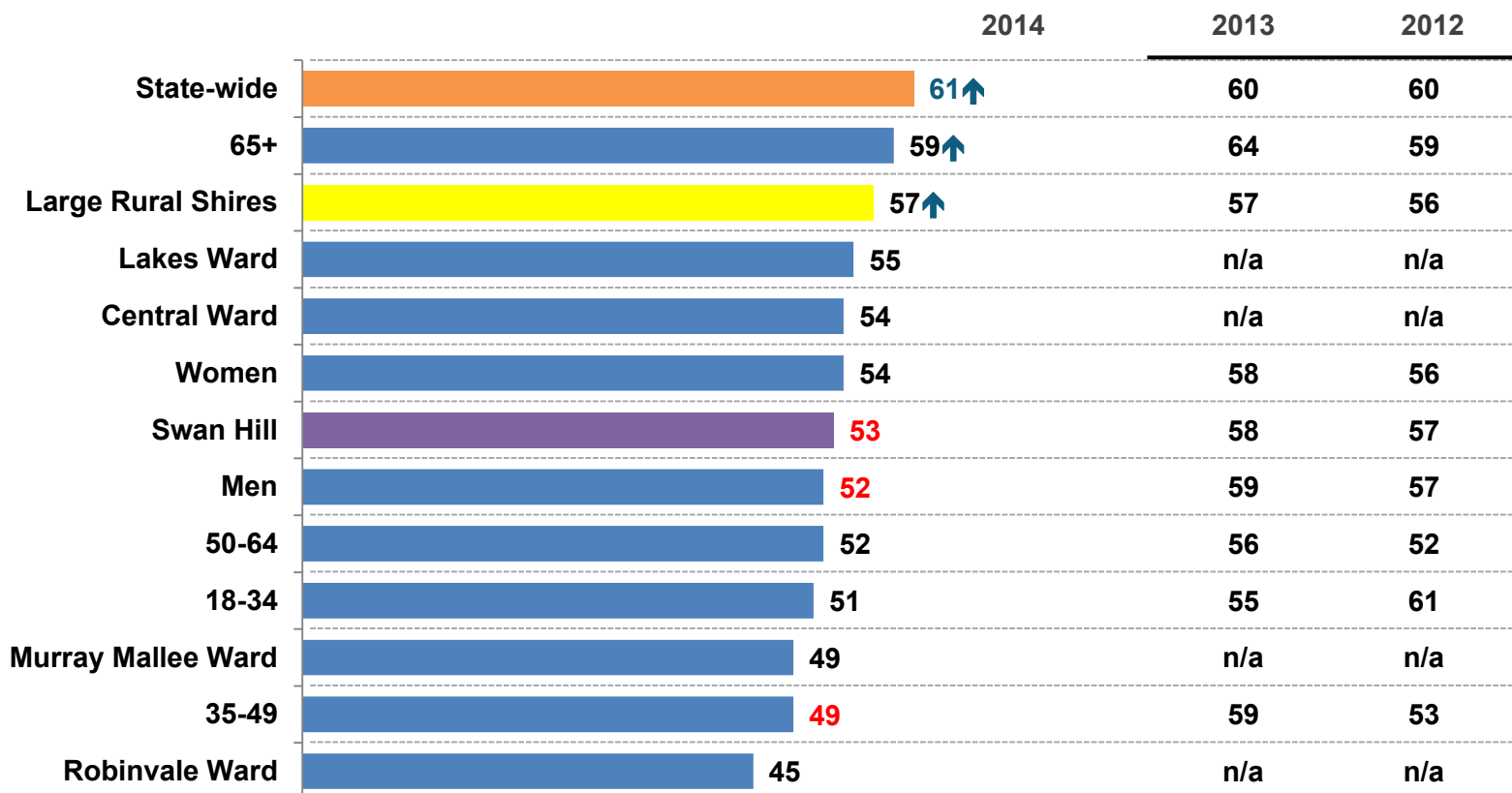
A satellite night view of South America, showing the continent's outline and the glowing lights of major cities and a dense network of roads. The lights are concentrated in the eastern and southern parts of the continent, with a particularly bright cluster in the southeast. The surrounding oceans are dark, and the text 'DETAILED FINDINGS' is overlaid in white on the left side.

DETAILED FINDINGS

A satellite night view of South Africa, showing the country's coastline and interior. The land is dark brown, and the sea is dark blue. A dense network of white lines represents roads, and numerous bright yellow and white spots represent city lights. The text "KEY CORE MEASURE" and "OVERALL PERFORMANCE" is overlaid in white, bold, sans-serif font on the left side of the image.

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?

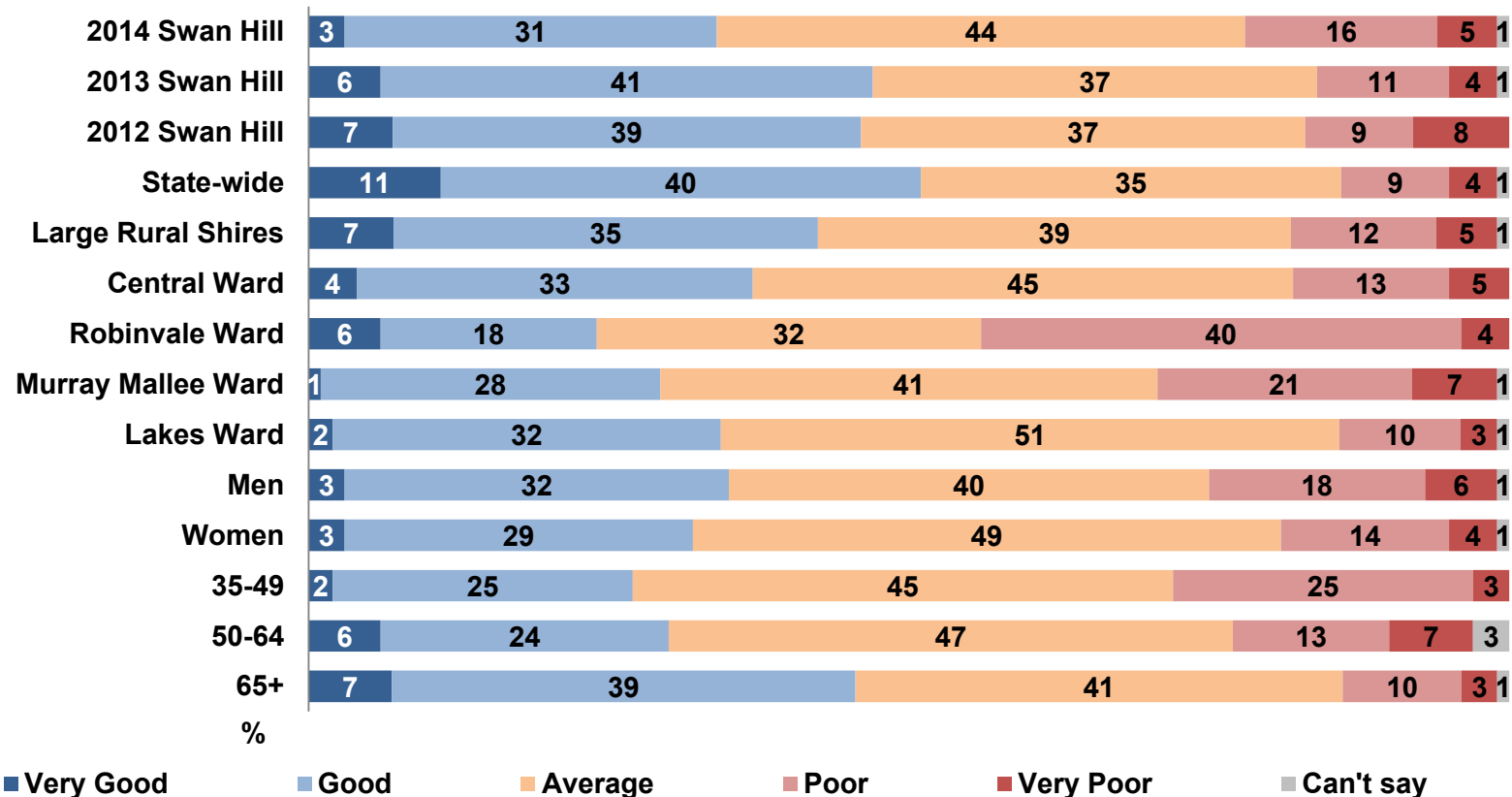
Base: All respondents Councils asked statewide: 67 Councils asked group: 17



J W S R E S E A R C H

Note: please see page 6 for explanation about significant differences

OVERALL PERFORMANCE DETAILED PERCENTAGES



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 statewide: 67 Councils asked group: 17



J W S R E S E A R C H

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A satellite night view 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 inland cities, creating a glowing network of light points and lines. The surrounding ocean is dark, and the overall scene is a high-contrast, night-time satellite image.

**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Swan Hill Rural City Council

- 52%, down 1 point on 2013

Most contact with Swan Hill Rural City Council

- Aged 35-49 years

Least contact with Swan Hill Rural City Council

- Aged 65+ years

Customer Service rating

- Index score of 65, down 6 points on 2013

Most satisfied with Customer Service

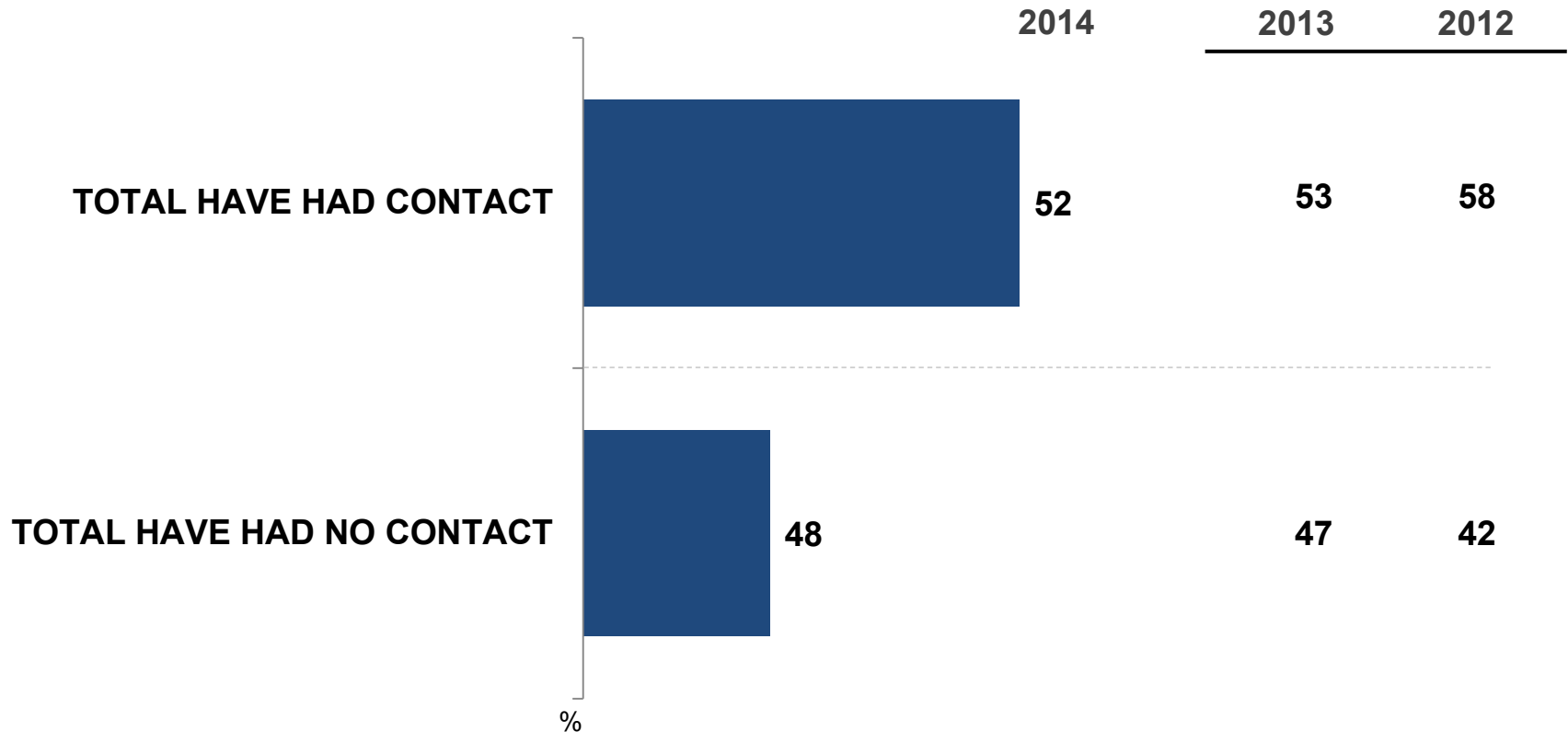
- Lakes Ward

Least satisfied with Customer Service

- Robinvale Ward



2014 CONTACT WITH COUNCIL LAST 12 MONTHS



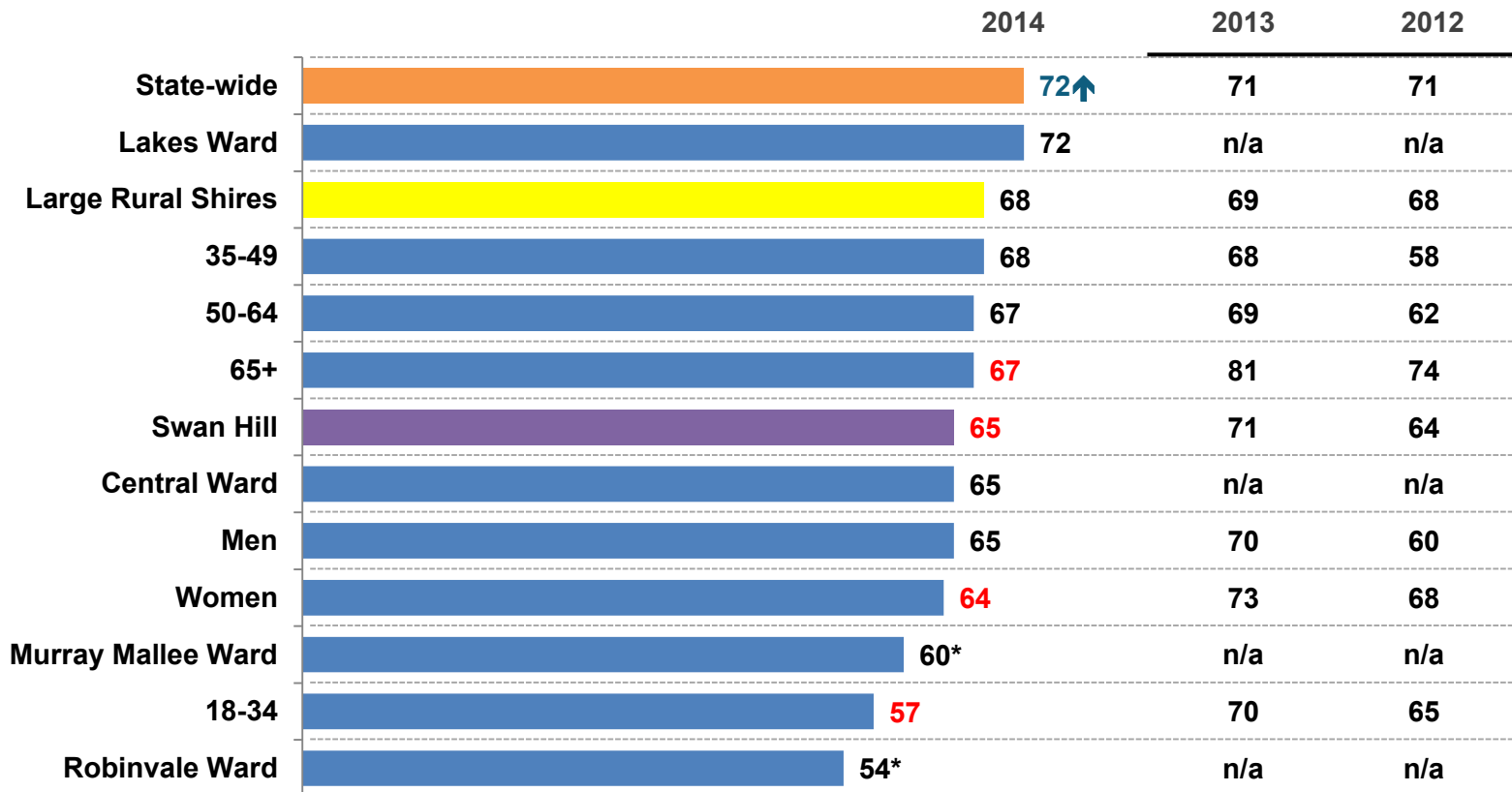
Q5. Over the last 12 months, have you or any member of your household had any contact with Swan Hill Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked statewide: 54 Councils asked group: 16



J W S R E S E A R C H

2014 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 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 statewide: 67 Councils asked group: 17

Note: please see page 6 for explanation about significant differences

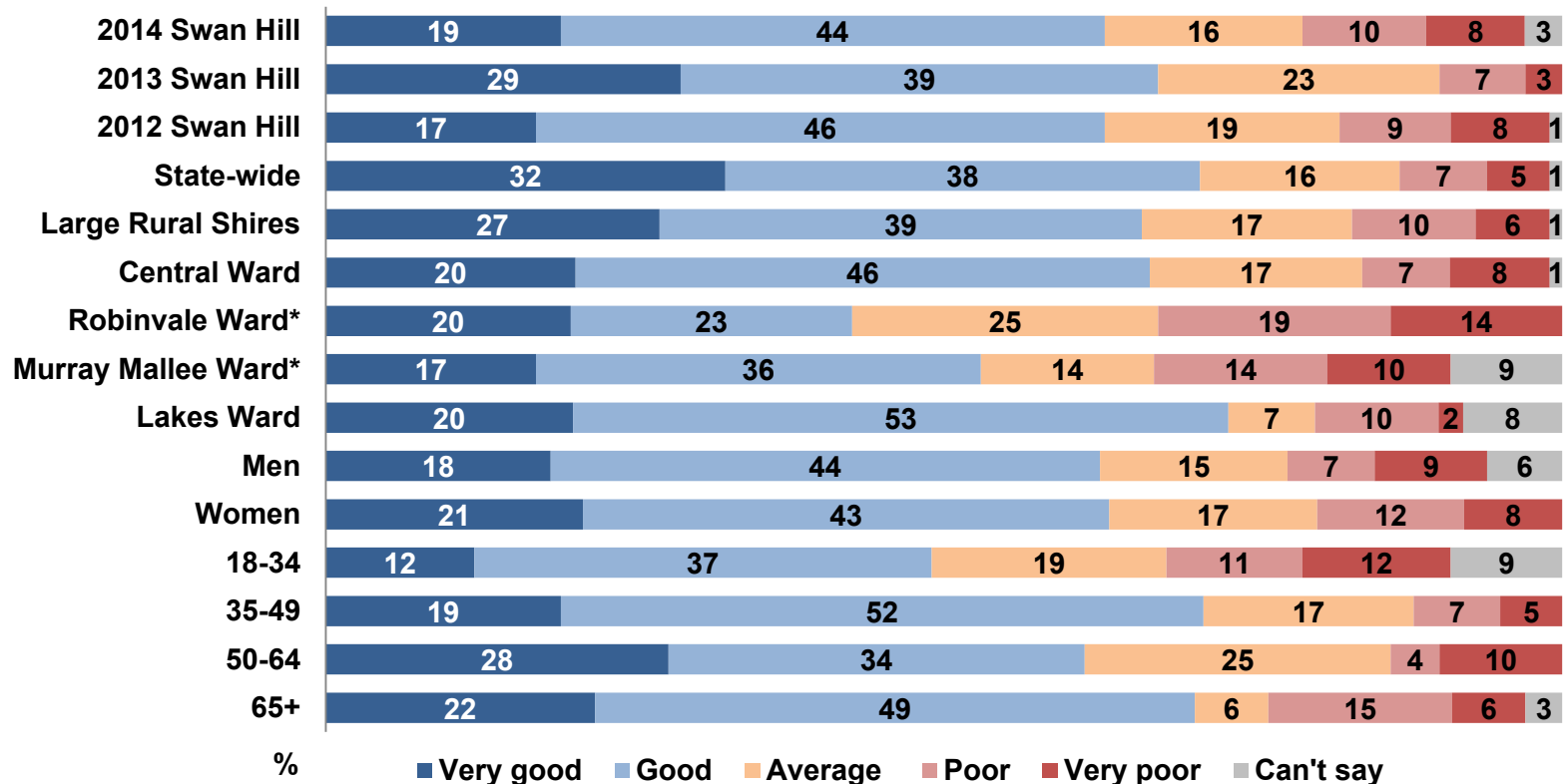
*Caution: small sample size < n=30



J W S R E S E A R C H

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2014 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES



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 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 statewide: 67 Councils asked group: 17



J W S R E S E A R C H

*Caution: small sample size < n=30

A satellite night view of the United Kingdom, showing the island and surrounding waters. The landmass is illuminated by a dense network of city lights and road networks, appearing as bright yellow and white lines against the dark brown and green terrain. The surrounding waters are dark blue. The text is overlaid on the left side of the image.

**KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS**

COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months

- 64% stayed about the same, up 10 points on 2013
- 15% improved, down 13 points on 2013
- 20% deteriorated, up 5 points on 2013

Most satisfied with Council Direction

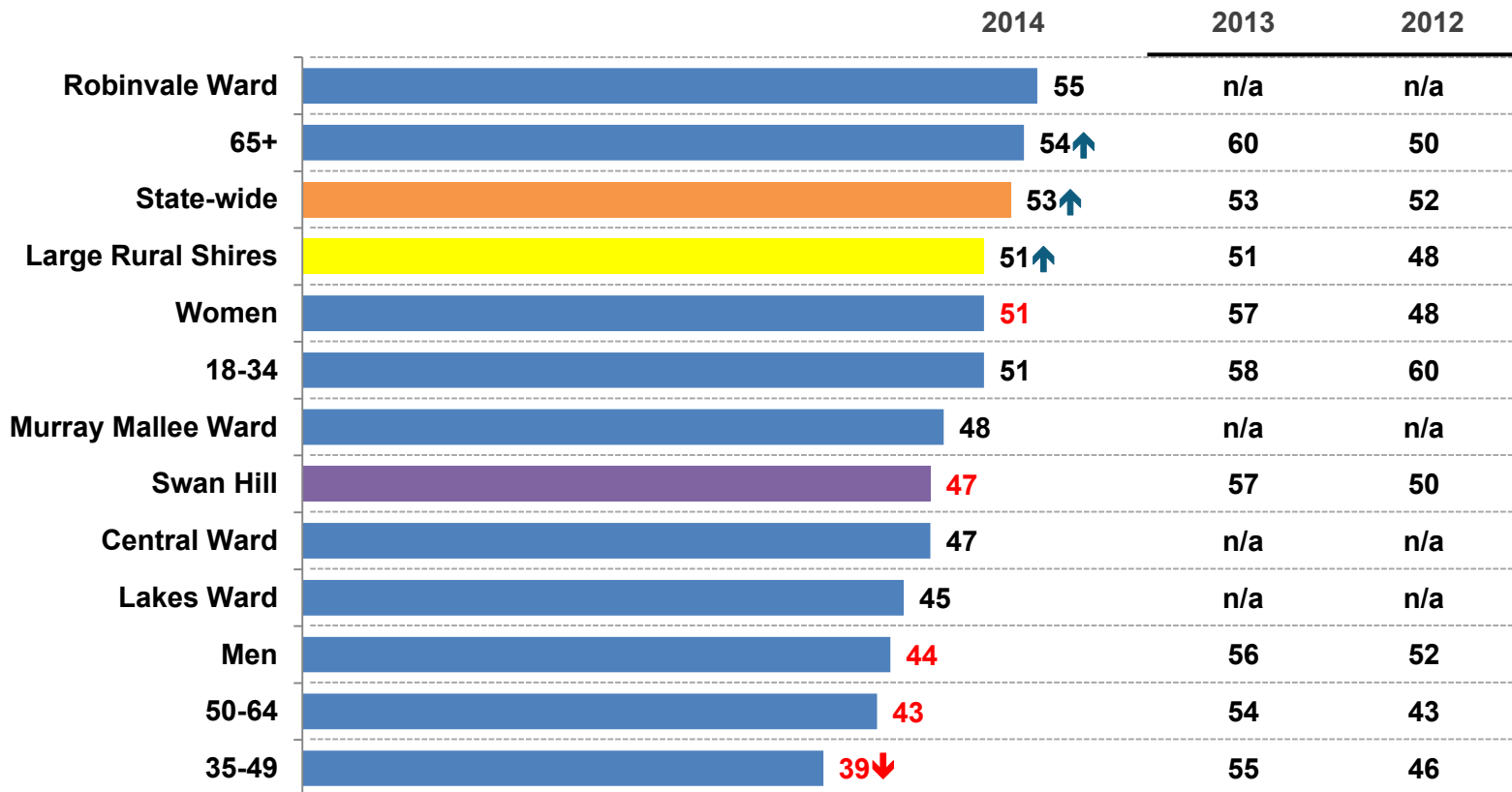
- Robinvale Ward

Least satisfied with Council Direction

- Aged 35-49 years



2014 OVERALL SWAN HILL RURAL CITY 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?

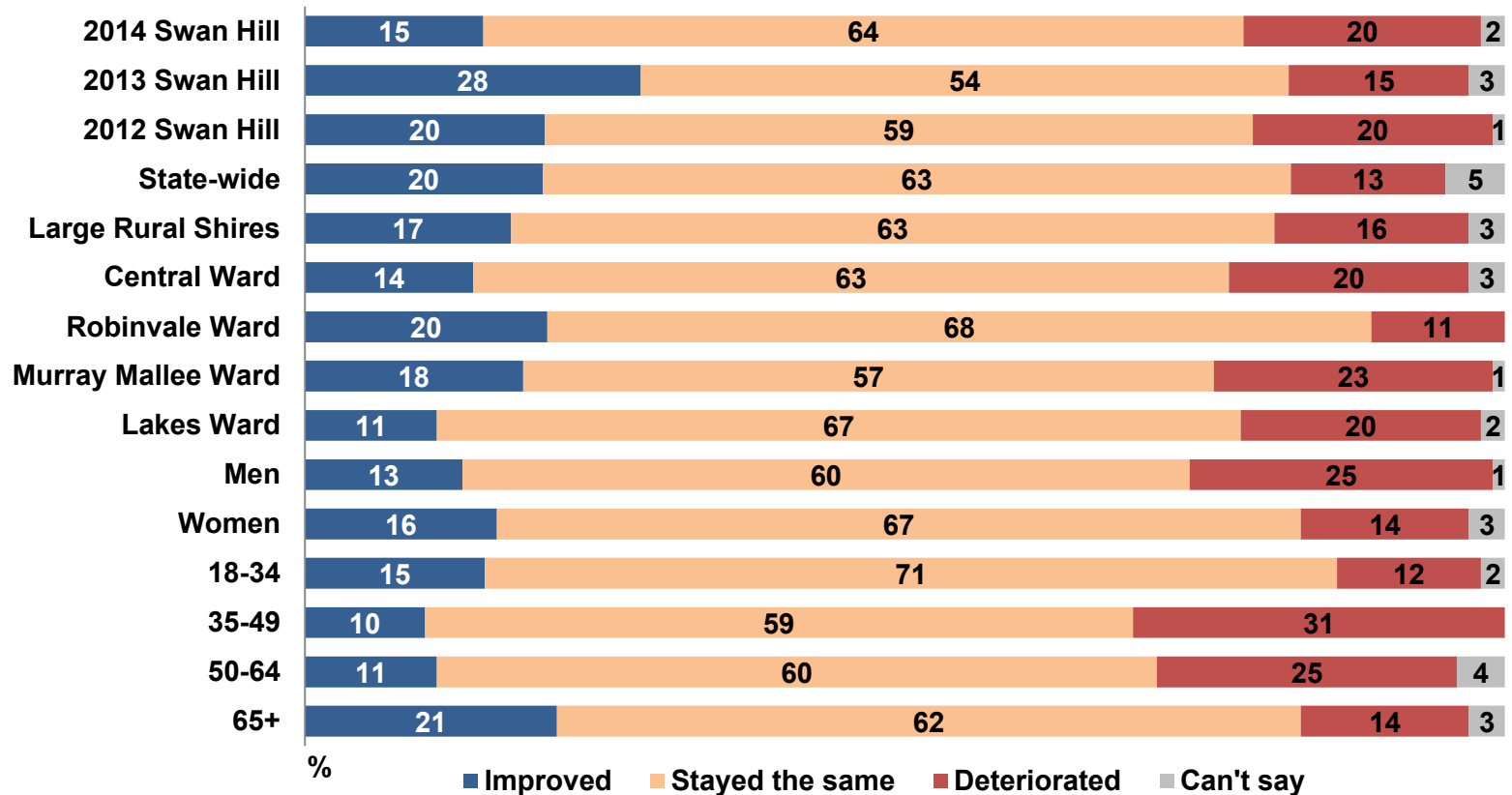
Base: All respondents. Councils asked statewide: 67 Councils asked group: 17



J W S R E S E A R C H

2014 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES



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

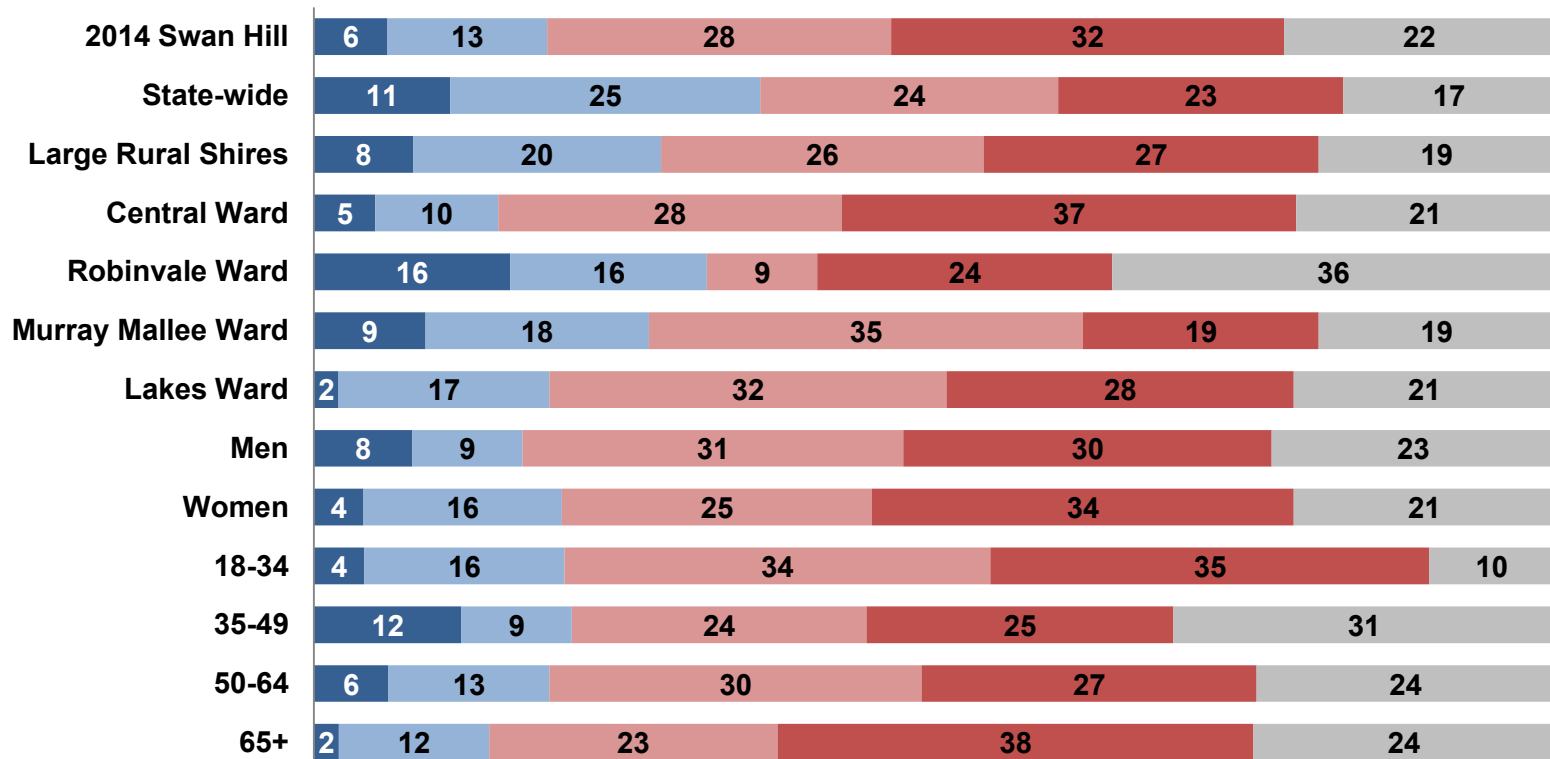
Base: All respondents. Councils asked statewide: 67 Councils asked group: 17



J W S R E S E A R C H

2014 RATES/SERVICE TRADE OFF

DETAILED PERCENTAGES



%

■ Definitely prefer rate rise
 ■ Probably prefer rate rise
 ■ Probably prefer service cuts
 ■ Definitely prefer service cuts
 ■ Can't say

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 statewide: 22 Councils asked group: 3



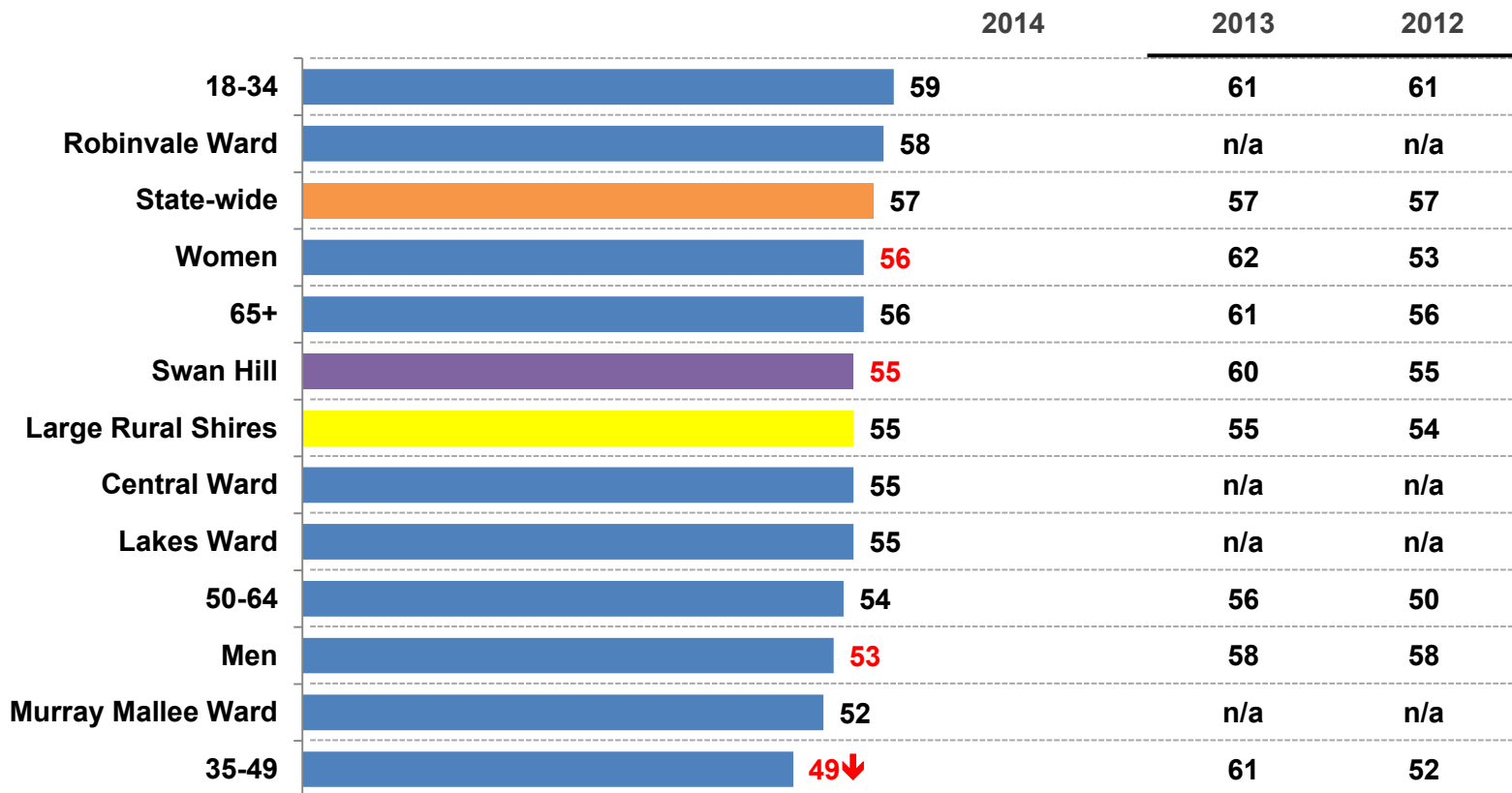
J W S R E S E A R C H

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A satellite night view of the United States, showing a dense network of glowing yellow and white lines across the landmass, representing individual service areas. The lines are most concentrated in the eastern half of the country and around major metropolitan areas. The text "INDIVIDUAL SERVICE AREAS" is overlaid in the center in a bold, white, sans-serif font.

INDIVIDUAL SERVICE AREAS

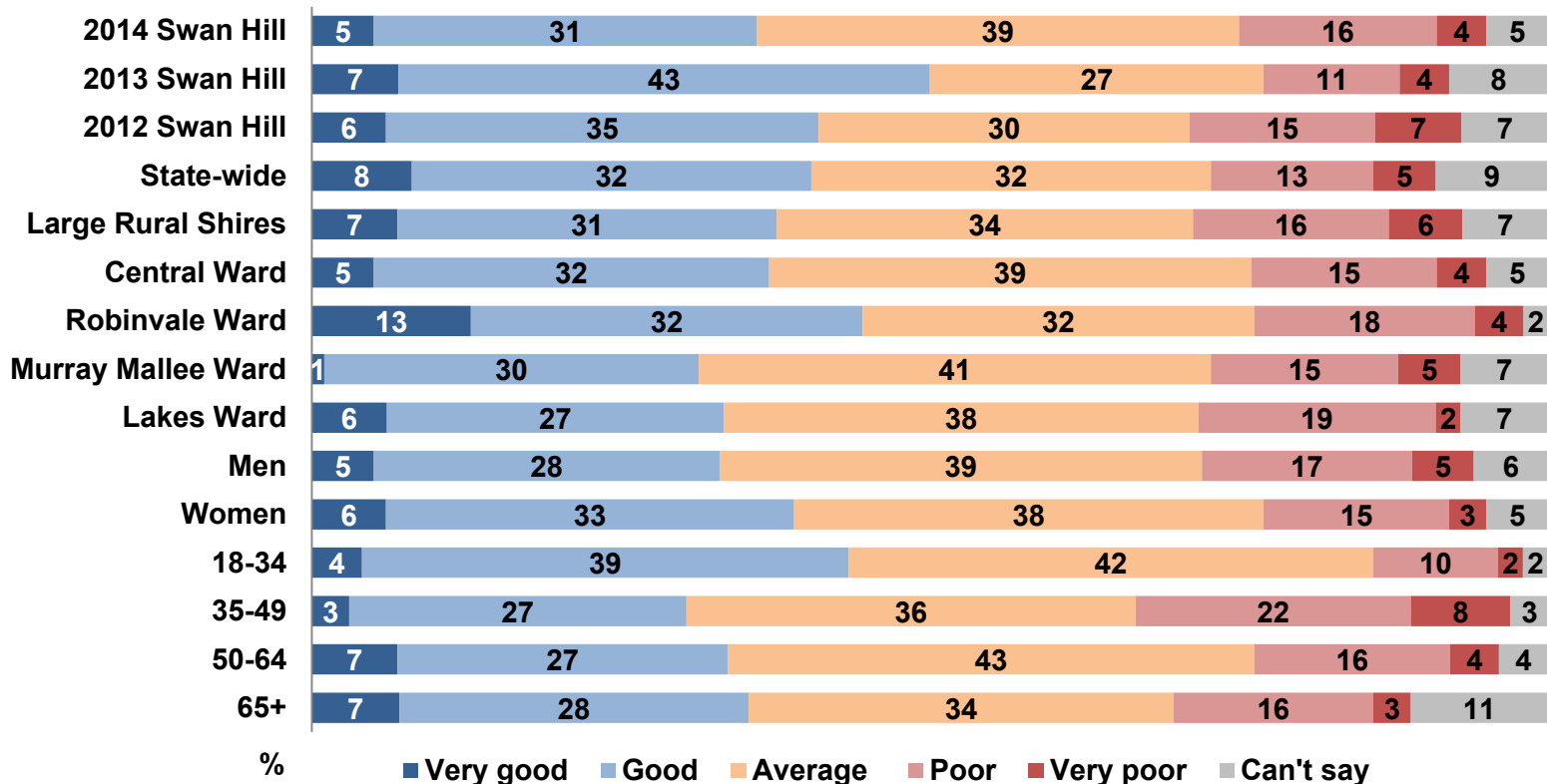
2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



Q2. How has Swan Hill Rural City Council performed on 'Community Consultation and Engagement' over the last 12 months?

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17

2014 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES



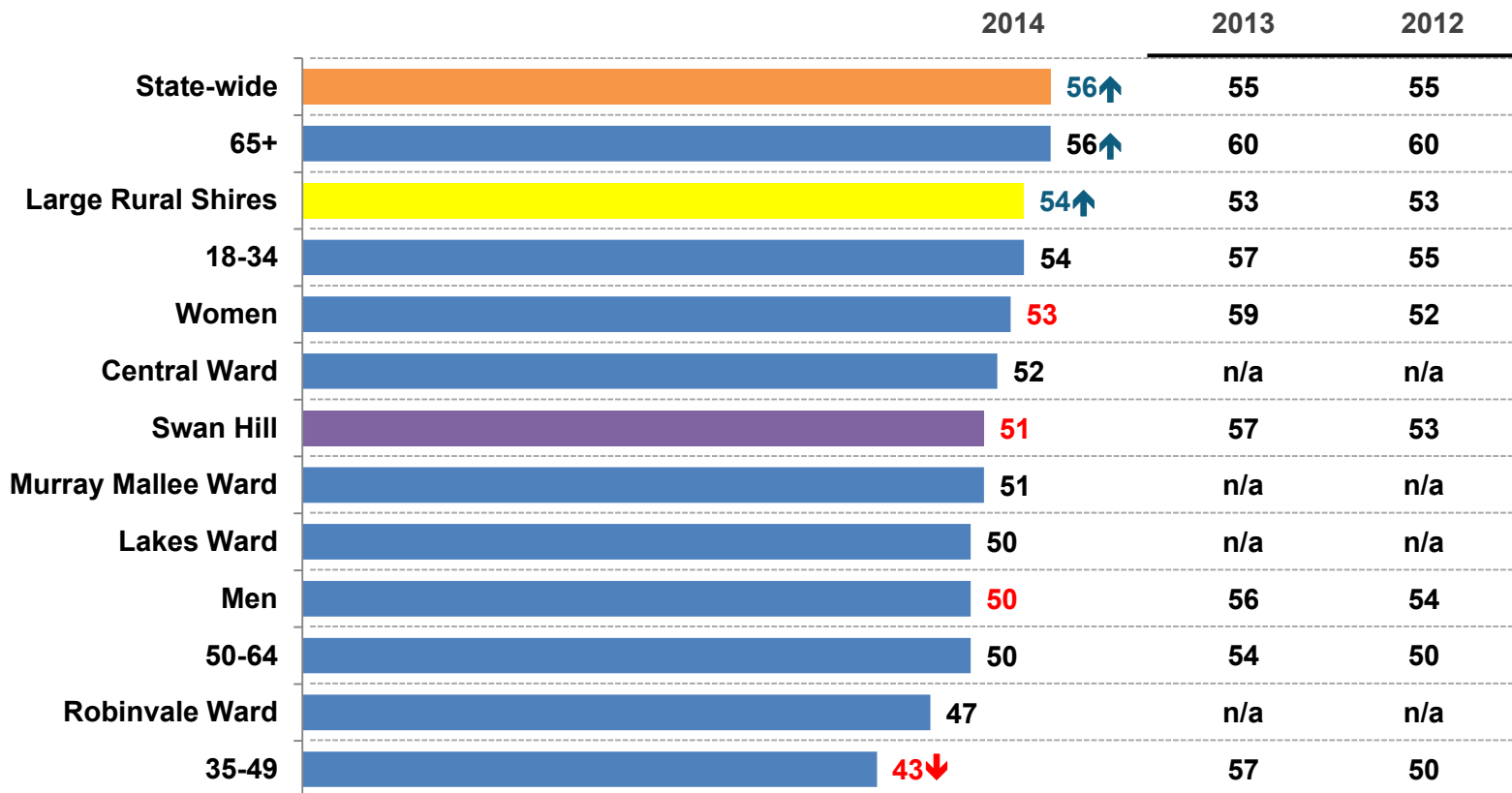
Q2. How has Swan Hill Rural City Council performed on 'Community Consultation and Engagement' over the last 12 months?

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17



J W S R E S E A R C H

2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES



Q2. How has Swan Hill Rural City Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17

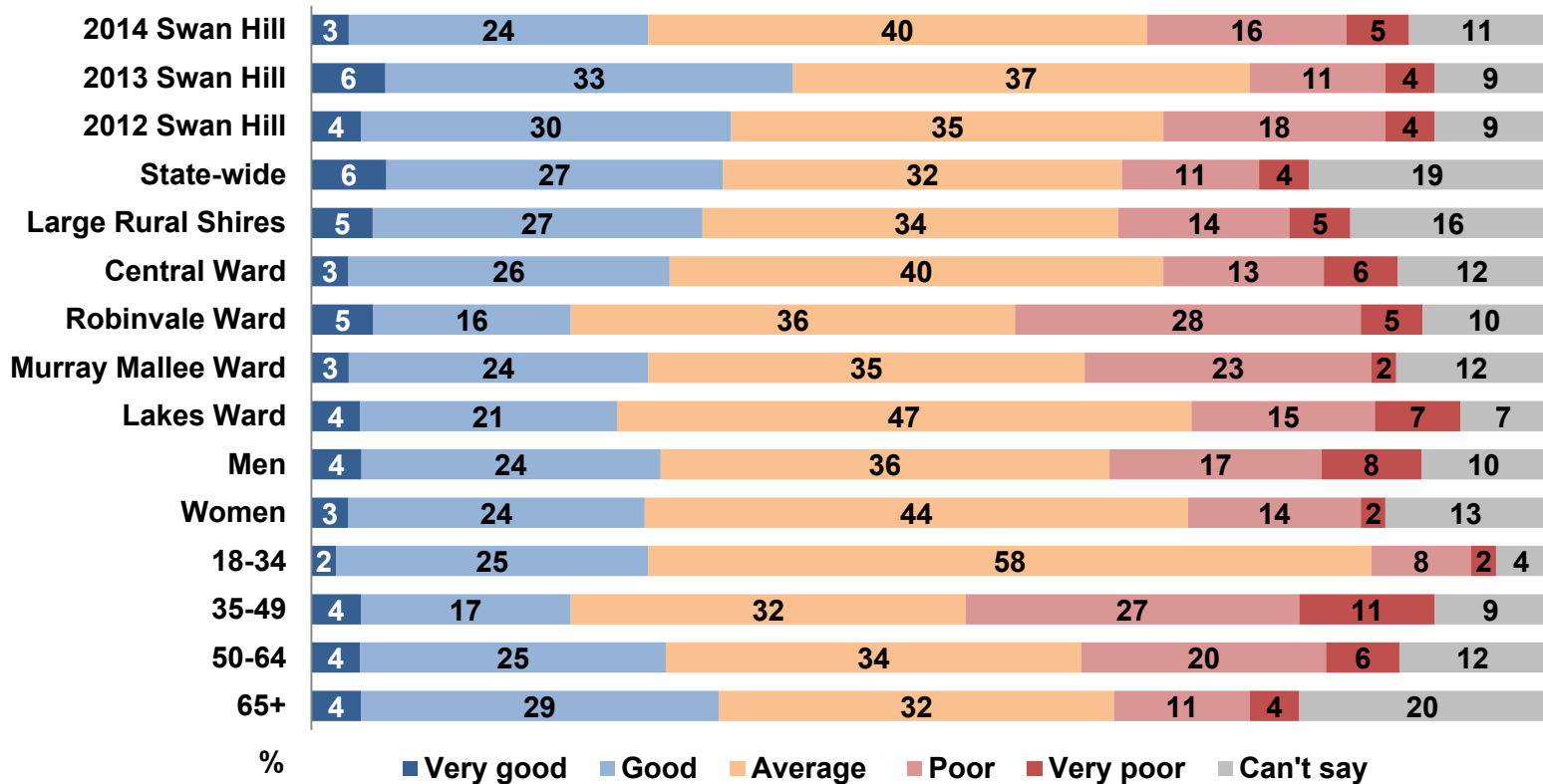


J W S R E S E A R C H

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Note: please see page 6 for explanation about significant differences

2014 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



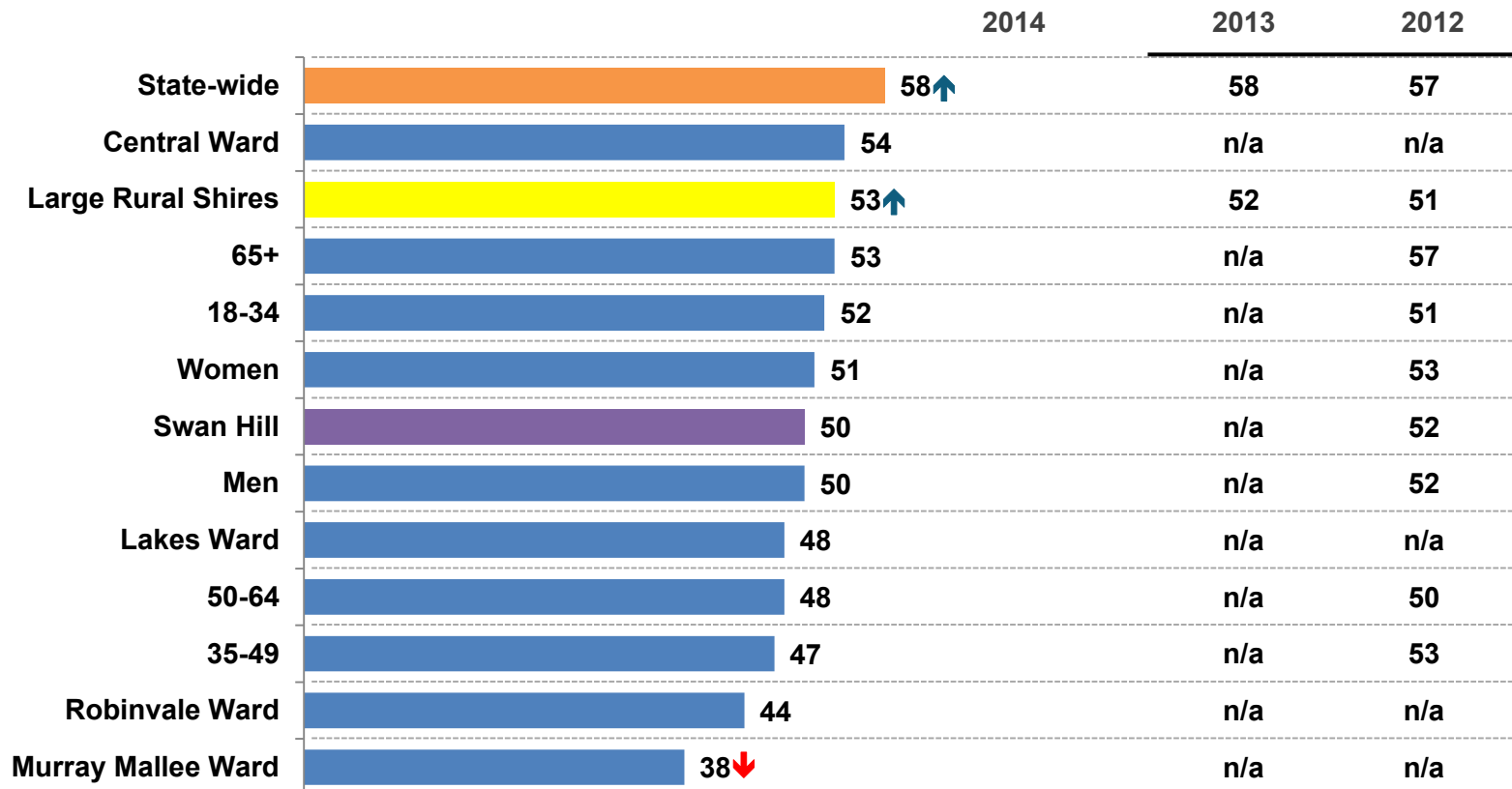
Q2. How has Swan Hill Rural City Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?

Base: All respondents. Councils asked statewide: 67 Councils asked group: 17



J W S R E S E A R C H

2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE INDEX SCORES



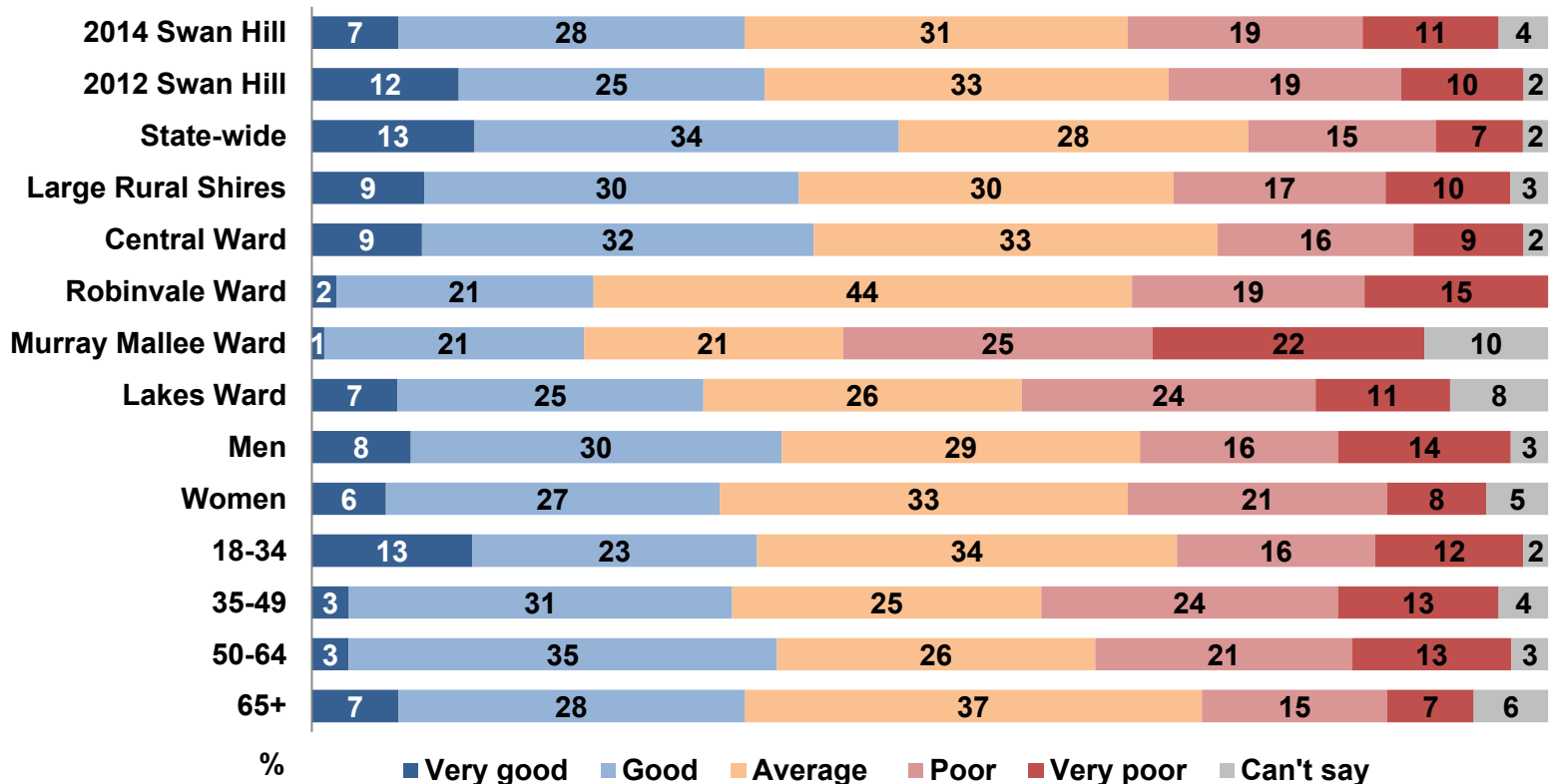
Q2. How has Swan Hill Rural City Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?

Base: All respondents. Councils asked statewide: 46 Councils asked group: 14



J W S R E S E A R C H

2014 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE DETAILED PERCENTAGES



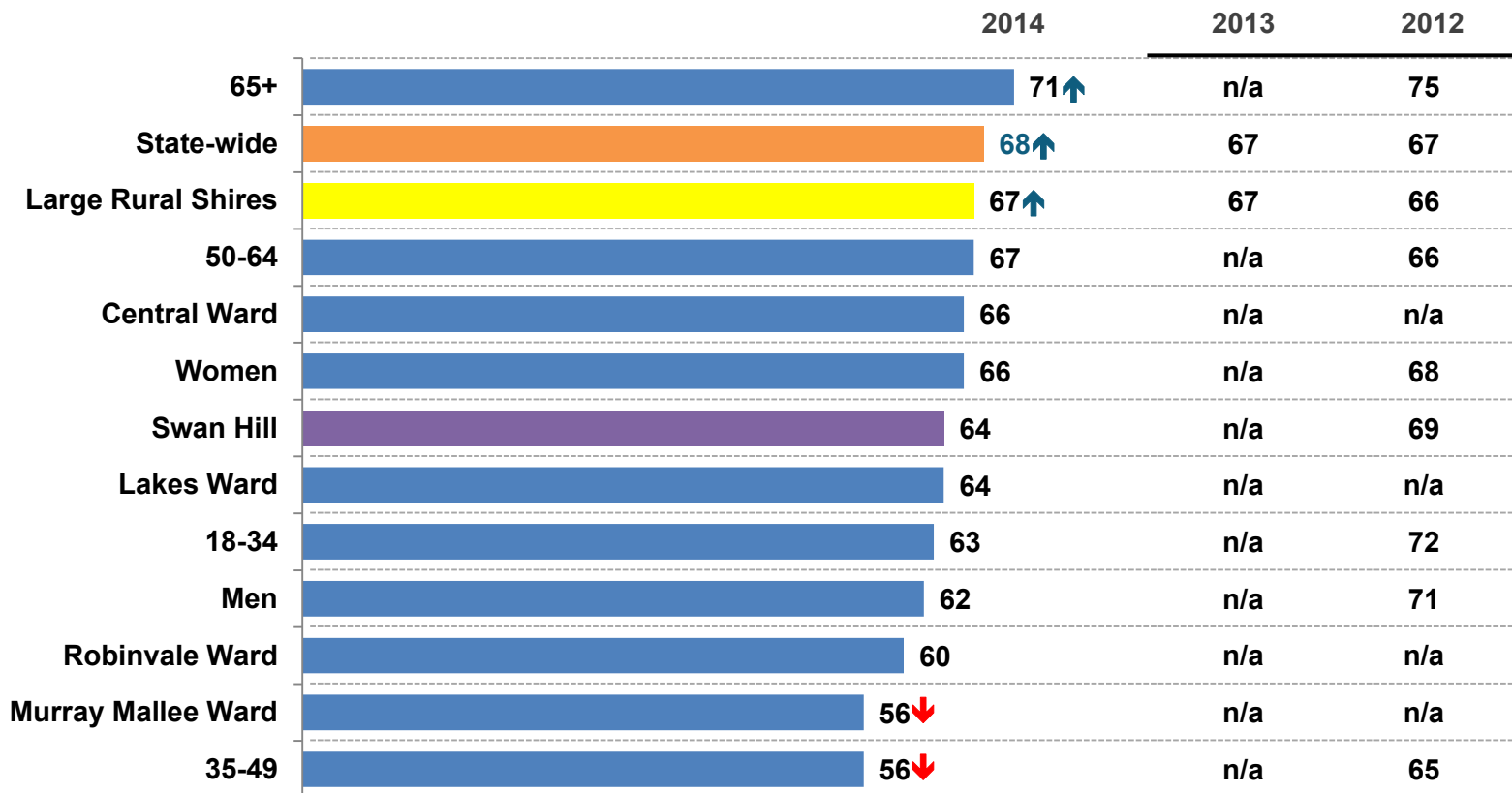
Q2. How has Swan Hill Rural City Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?

Base: All respondents. Councils asked statewide: 46 Councils asked group: 14



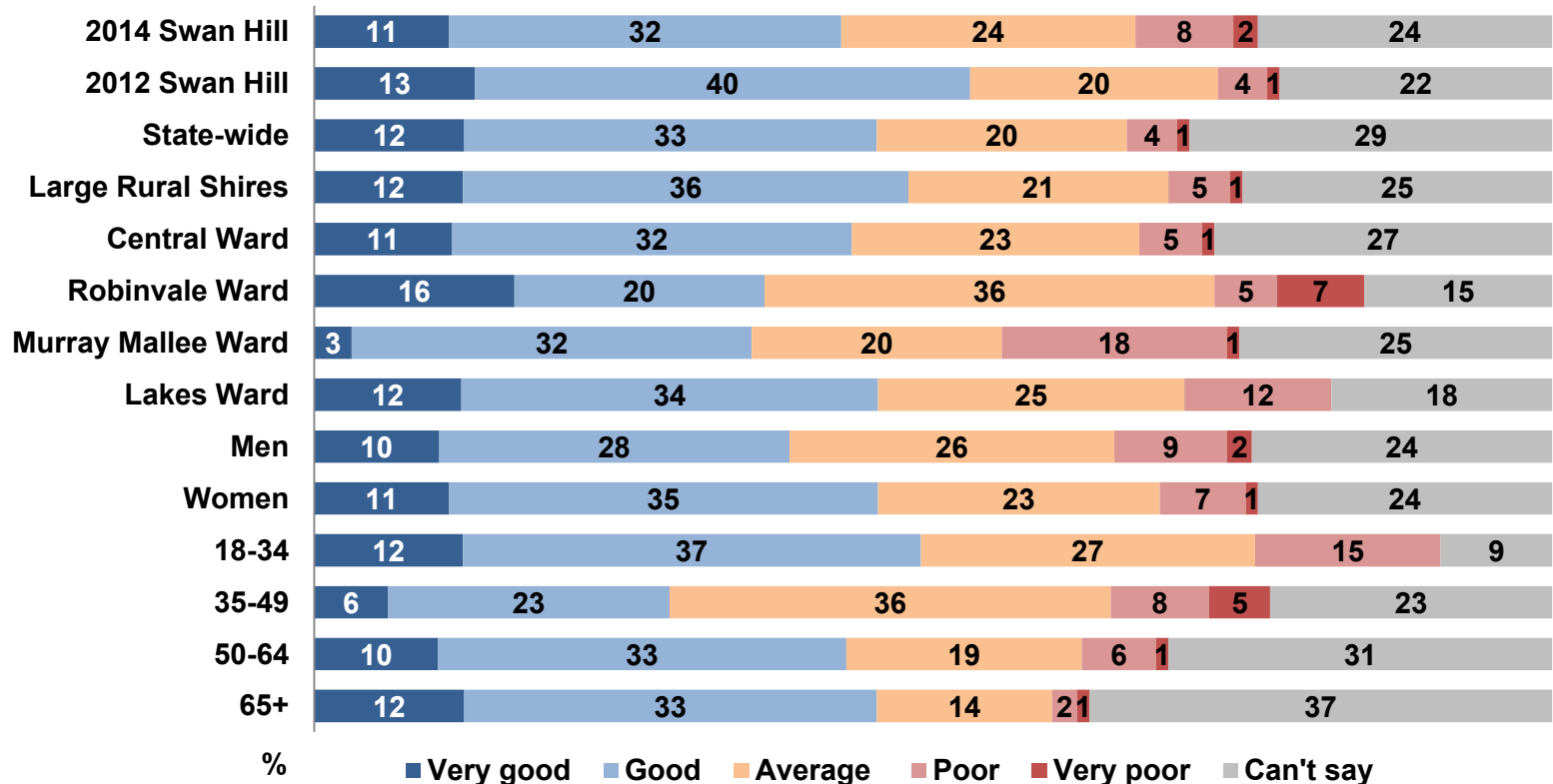
J W S R E S E A R C H

2014 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Swan Hill Rural City Council performed on 'Family Support Services' over the last 12 months?
Base: All respondents. Councils asked statewide: 44 Councils asked group: 12

2014 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

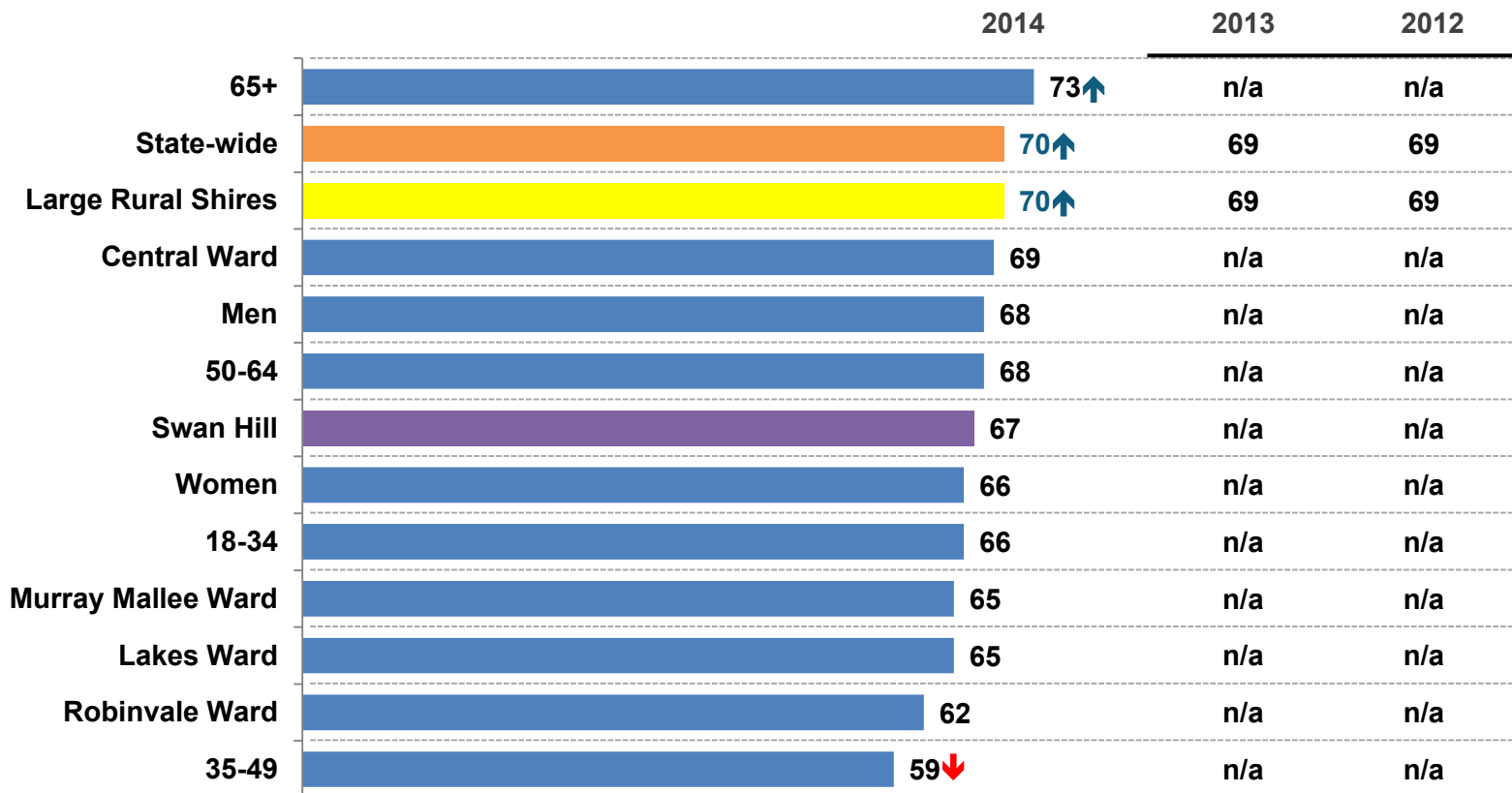


Q2. How has Swan Hill Rural City Council performed on 'Family Support Services' over the last 12 months?
Base: All respondents. Councils asked statewide: 44 Councils asked group: 12



J W S R E S E A R C H

2014 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES

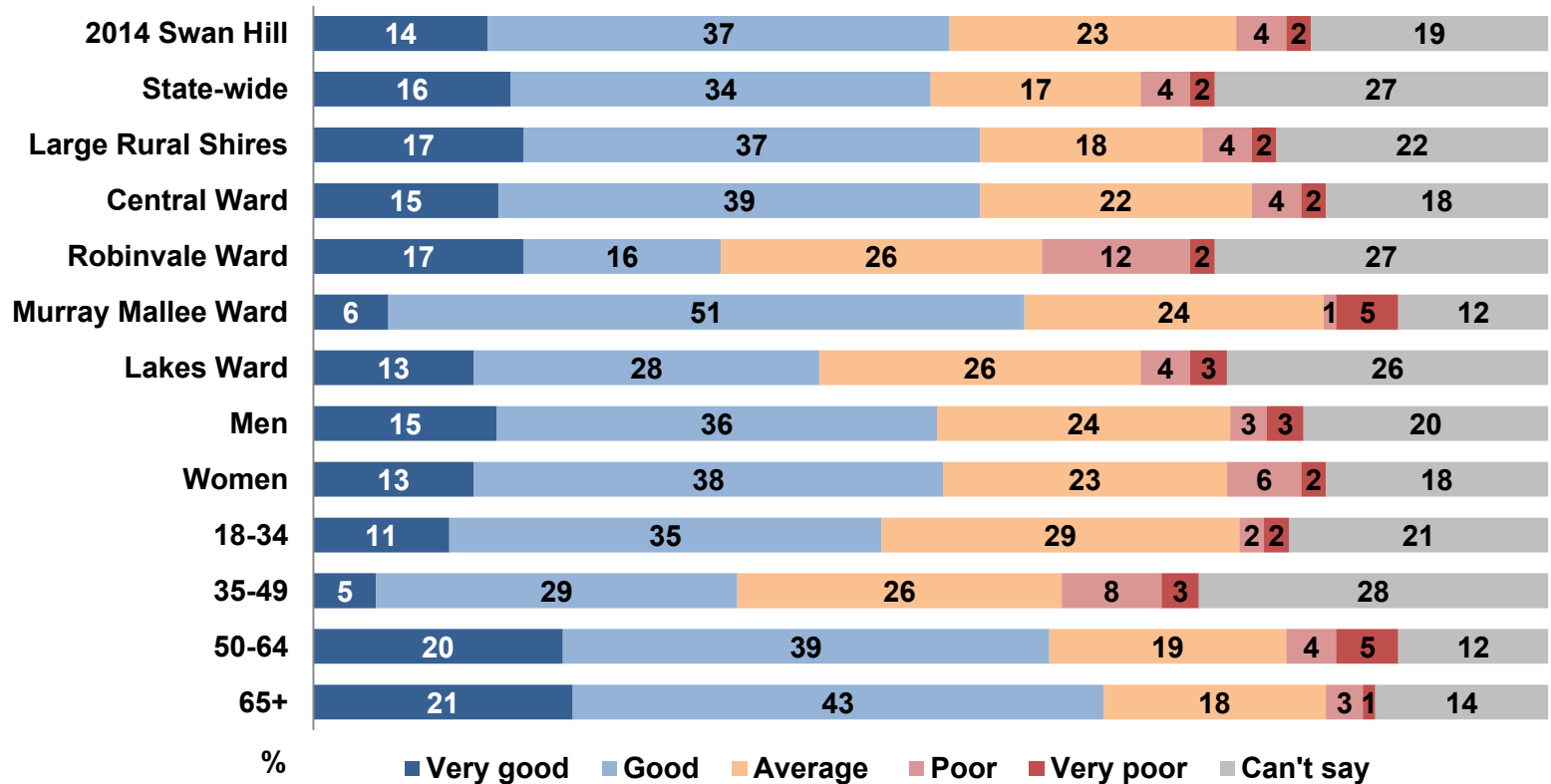


Q2. How has Swan Hill Rural City Council performed on 'Elderly Support Services' over the last 12 months?
Base: All respondents. Councils asked statewide: 44 Councils asked group: 13

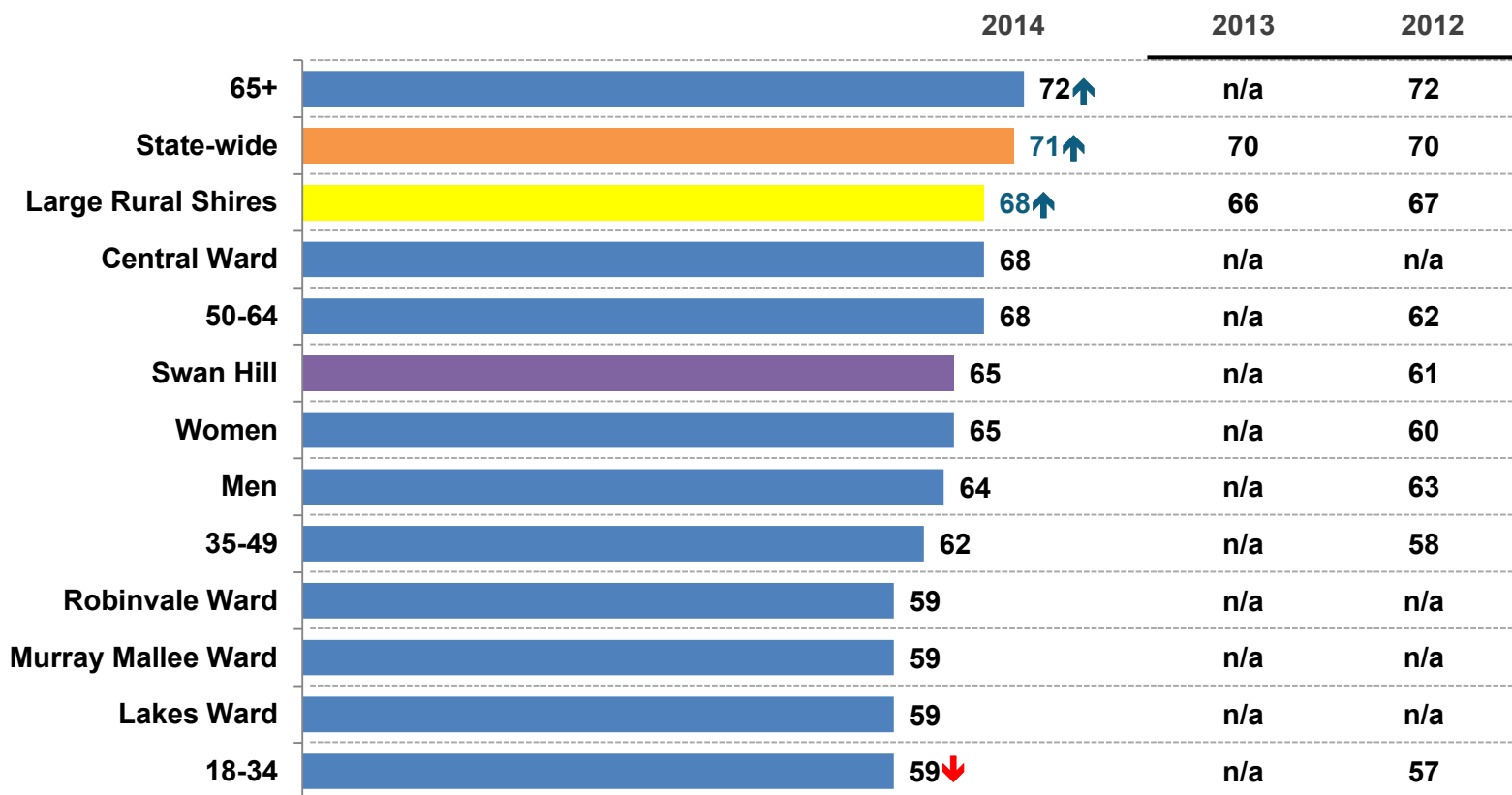


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2014 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

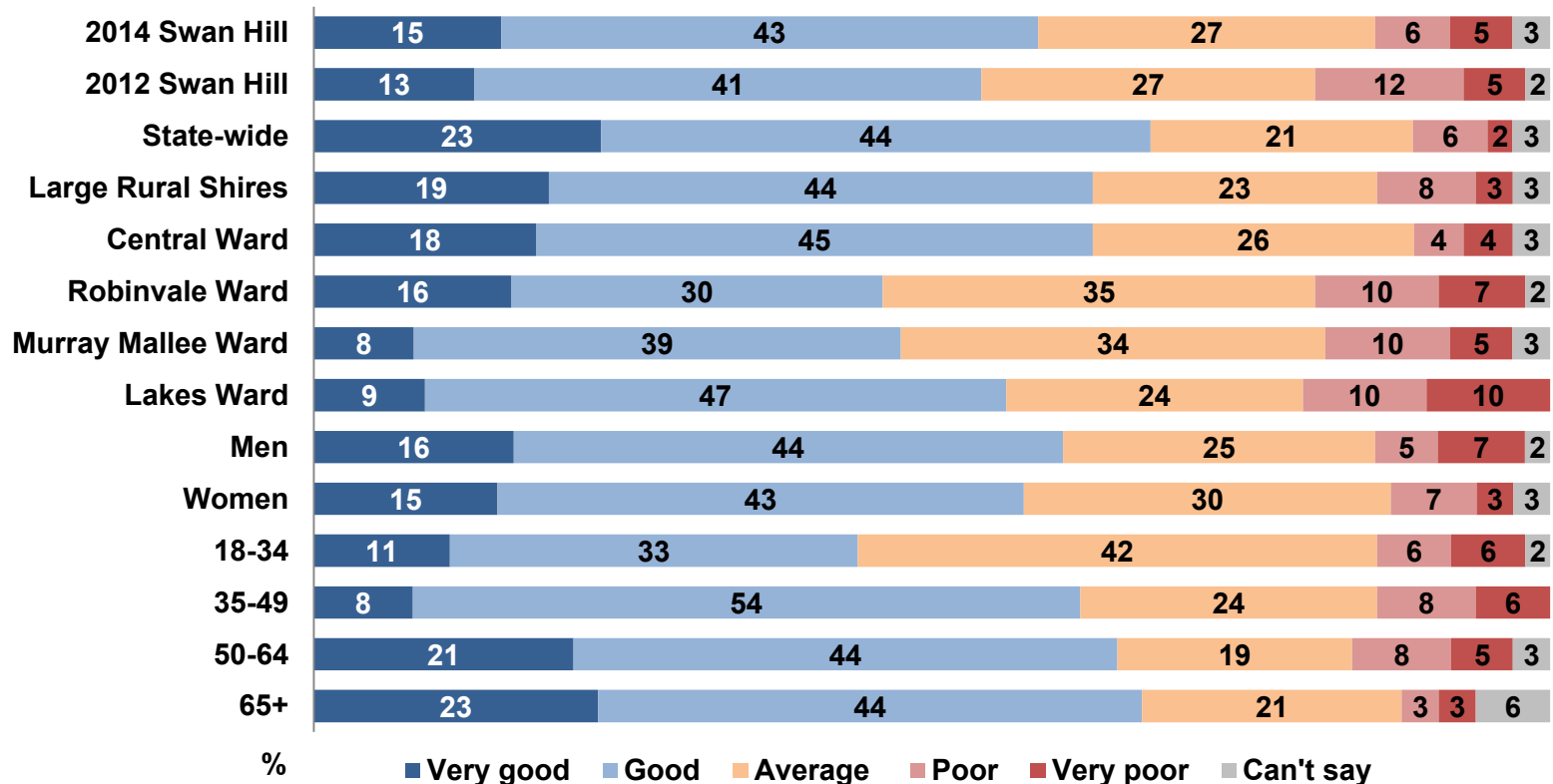


2014 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES



Q2. How has Swan Hill Rural City Council performed on 'Recreational Facilities' over the last 12 months?
Base: All respondents. Councils asked statewide: 50 Councils asked group: 15

2014 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES

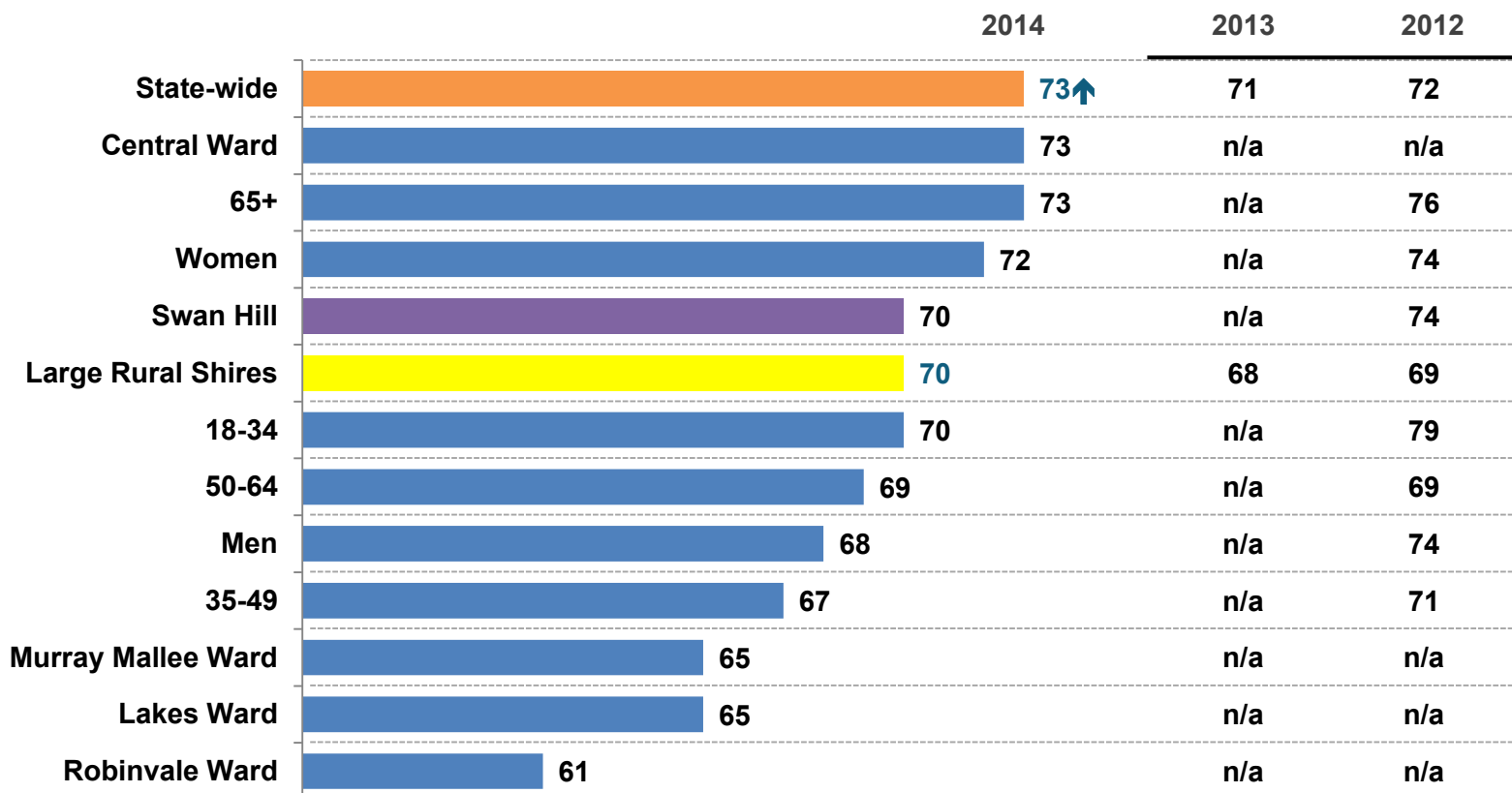


Q2. How has Swan Hill Rural City Council performed on 'Recreational Facilities' over the last 12 months?
 Base: All respondents. Councils asked statewide: 50 Councils asked group: 15



J W S R E S E A R C H

2014 WASTE MANAGEMENT PERFORMANCE INDEX SCORES

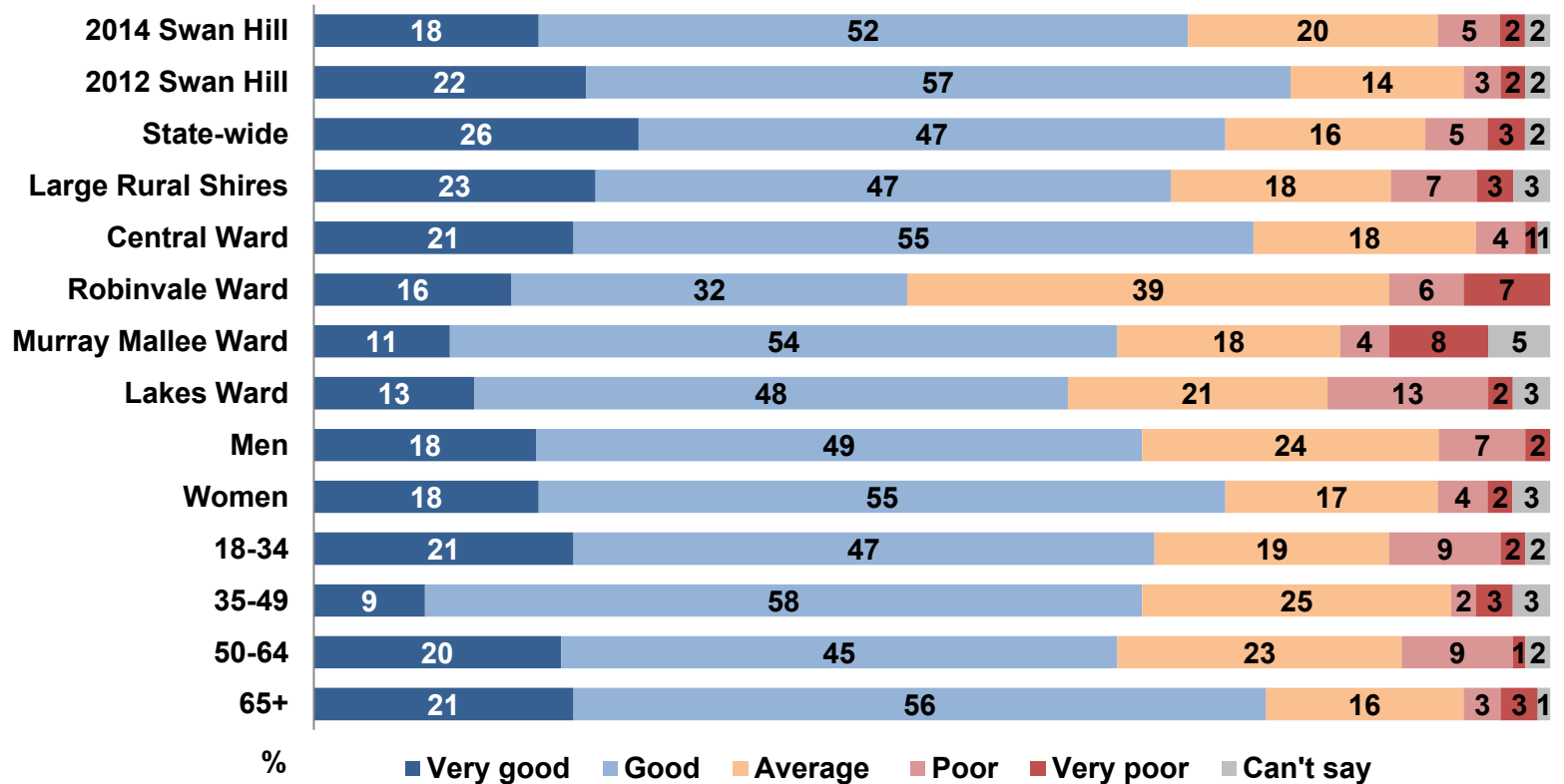


Q2. How has Swan Hill Rural City Council performed on 'Waste Management' over the last 12 months?
 Base: All respondents. Councils asked statewide: 48 Councils asked group: 14



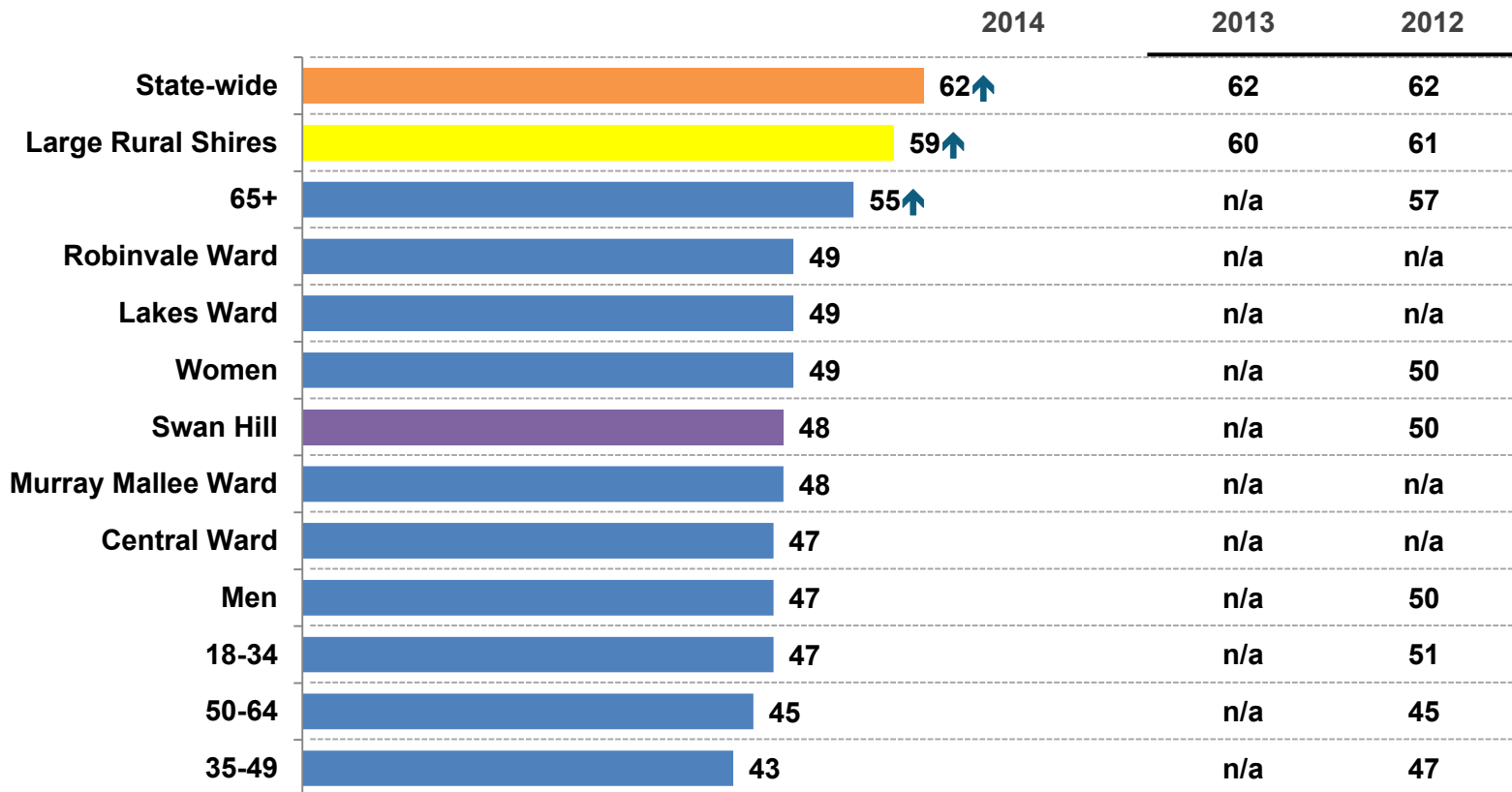
J W S R E S E A R C H

2014 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



Q2. How has Swan Hill Rural City Council performed on 'Waste Management' over the last 12 months?
 Base: All respondents. Councils asked statewide: 48 Councils asked group: 14

2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES



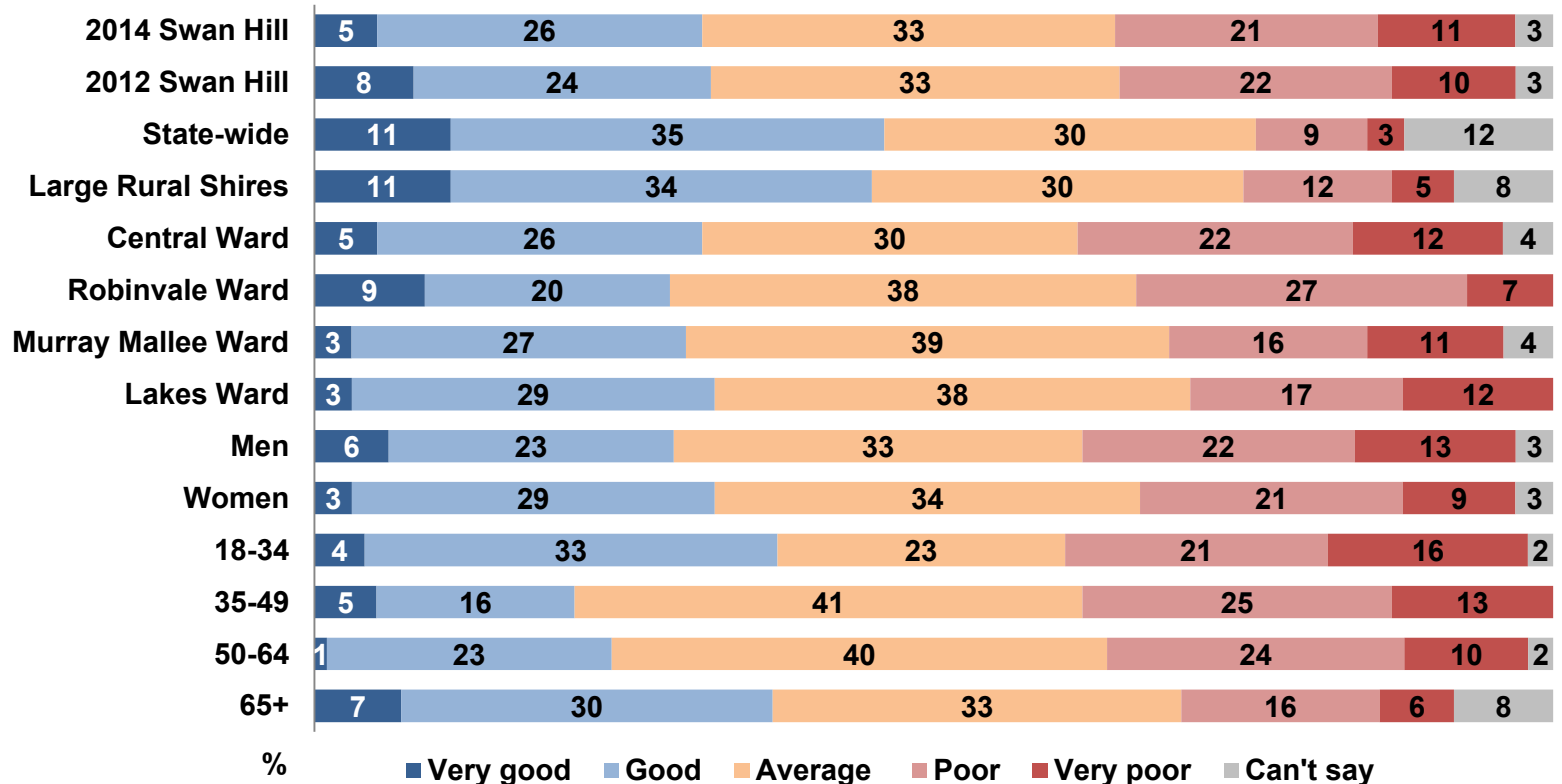
Q2. How has Swan Hill Rural City Council performed on 'Business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked statewide: 36 Councils asked group: 11



J W S R E S E A R C H

2014 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES



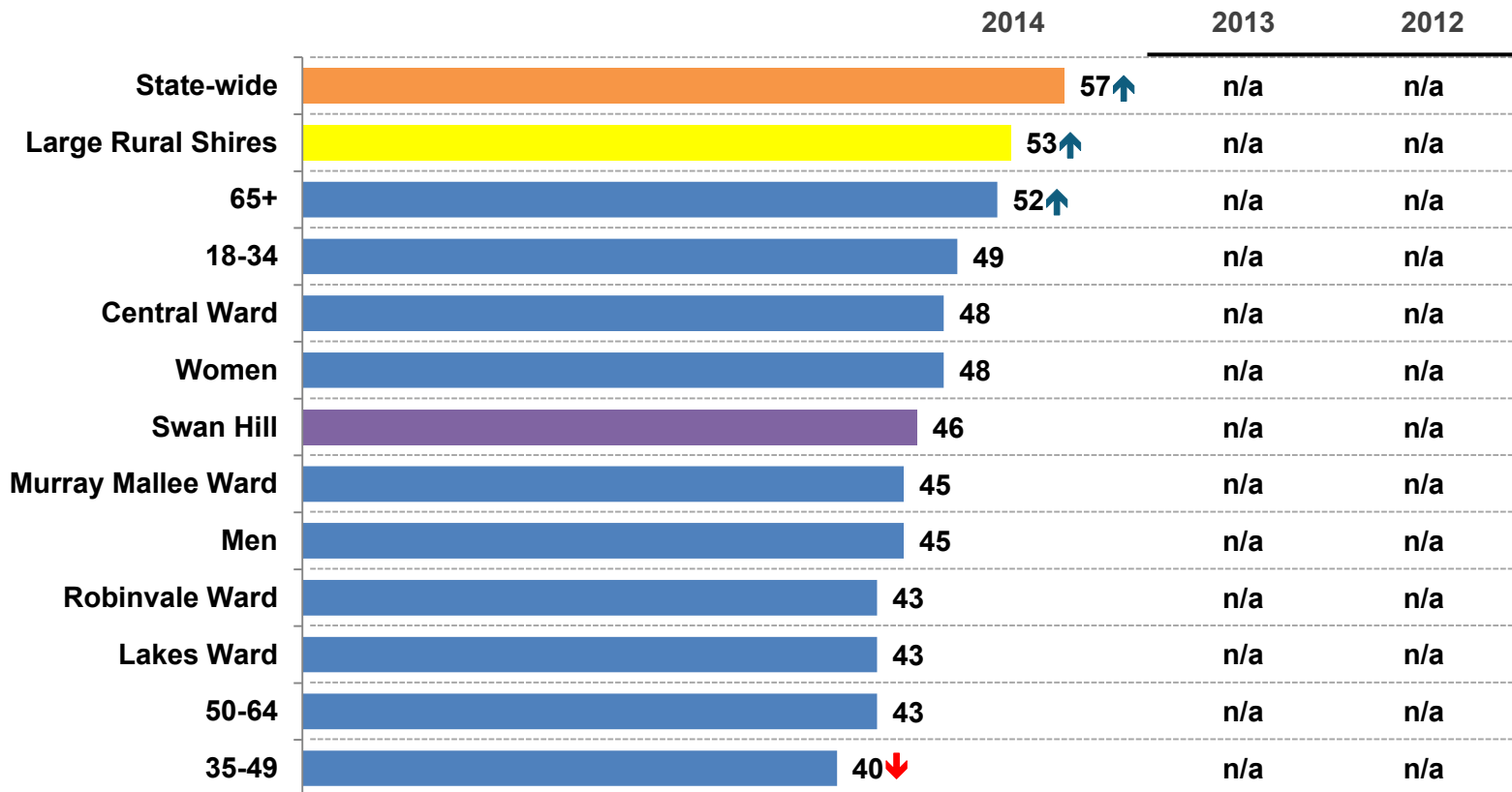
Q2. How has Swan Hill Rural City Council performed on 'Business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked statewide: 36 Councils asked group: 11



J W S R E S E A R C H

2014 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



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

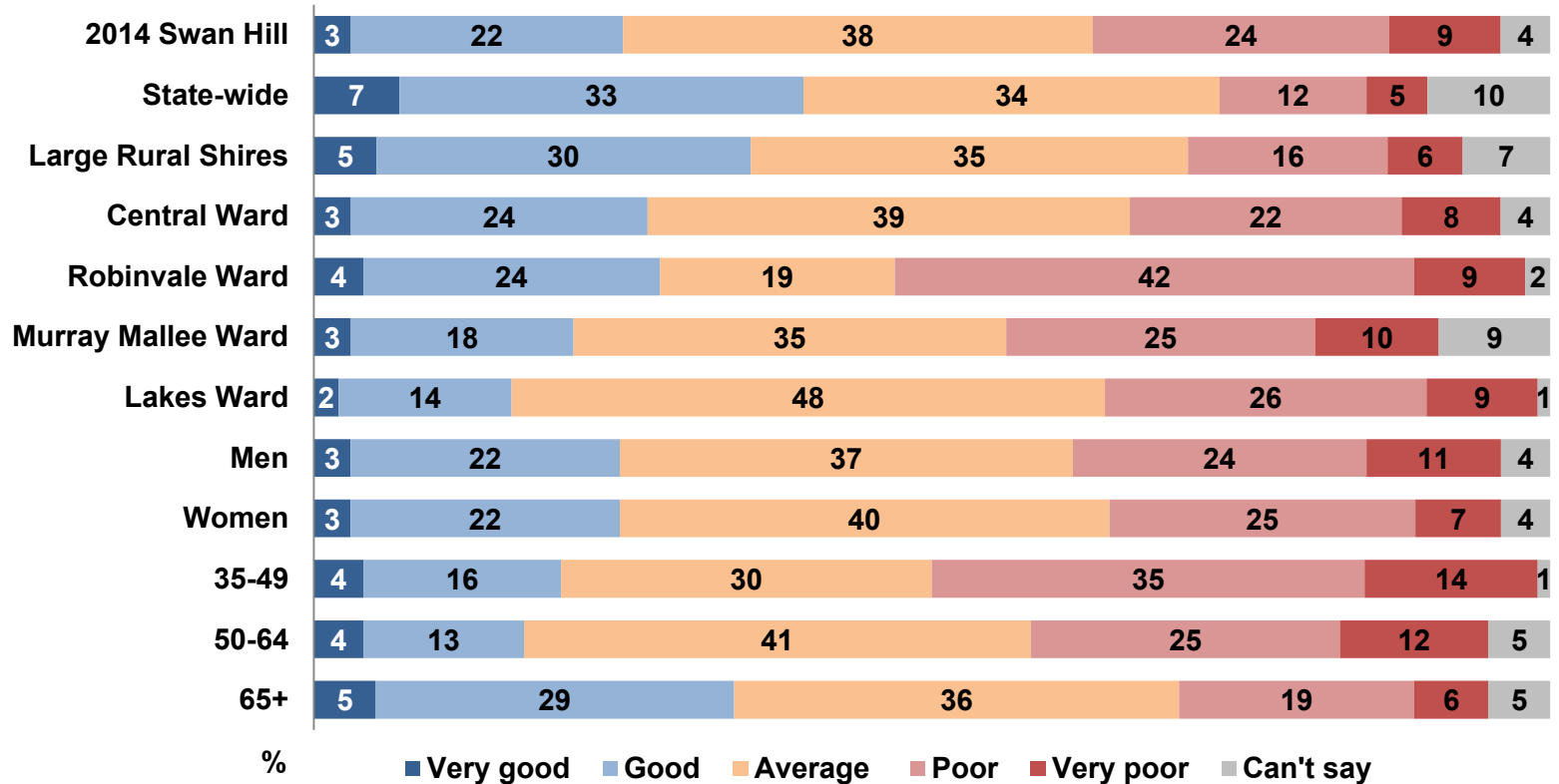
Base: All respondents. Councils asked statewide: 43 Councils asked group: 11



J W S R E S E A R C H

2014 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



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

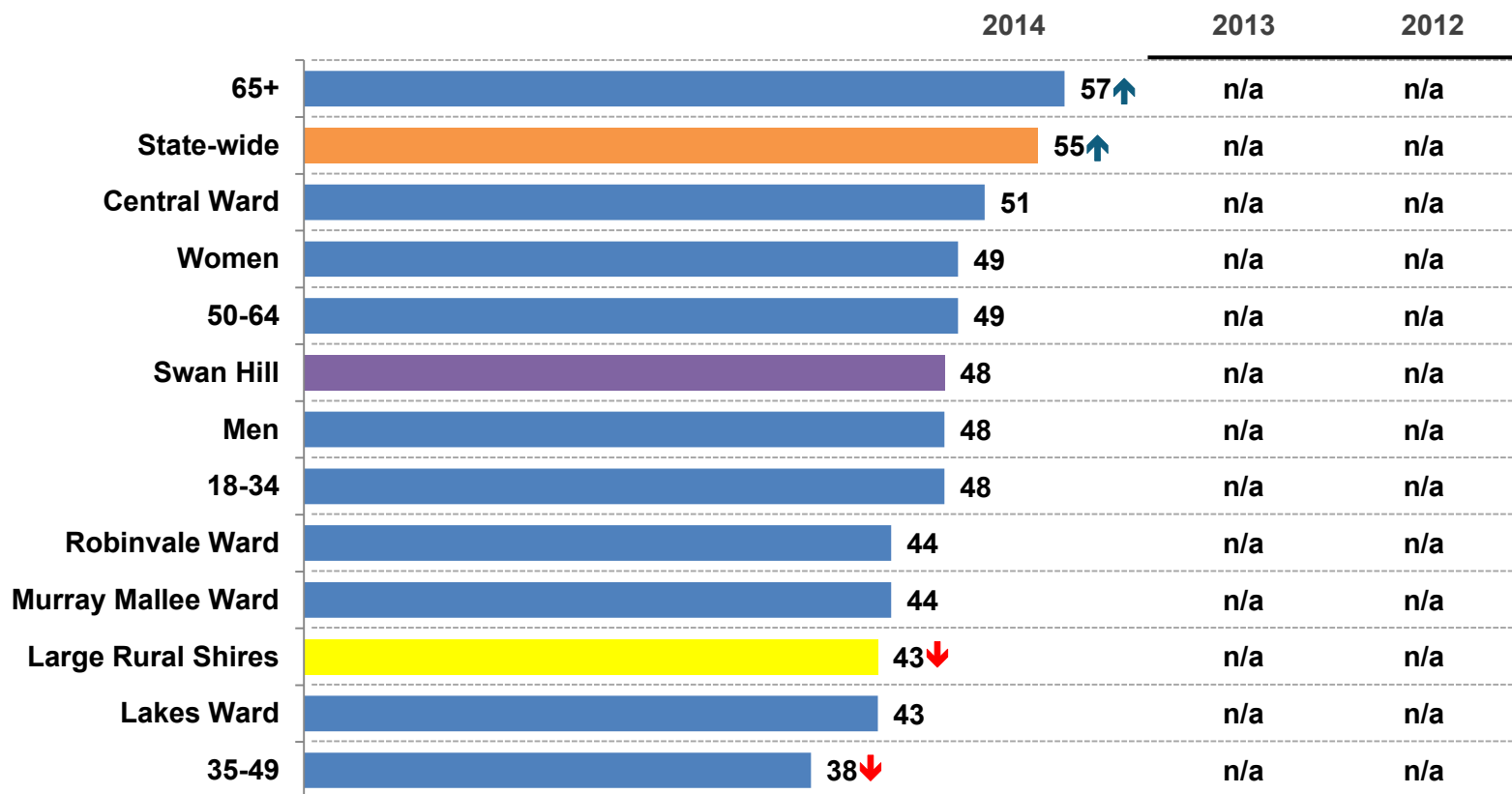
Base: All respondents. Councils asked statewide: 43 Councils asked group: 11



J W S R E S E A R C H

55

2014 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES

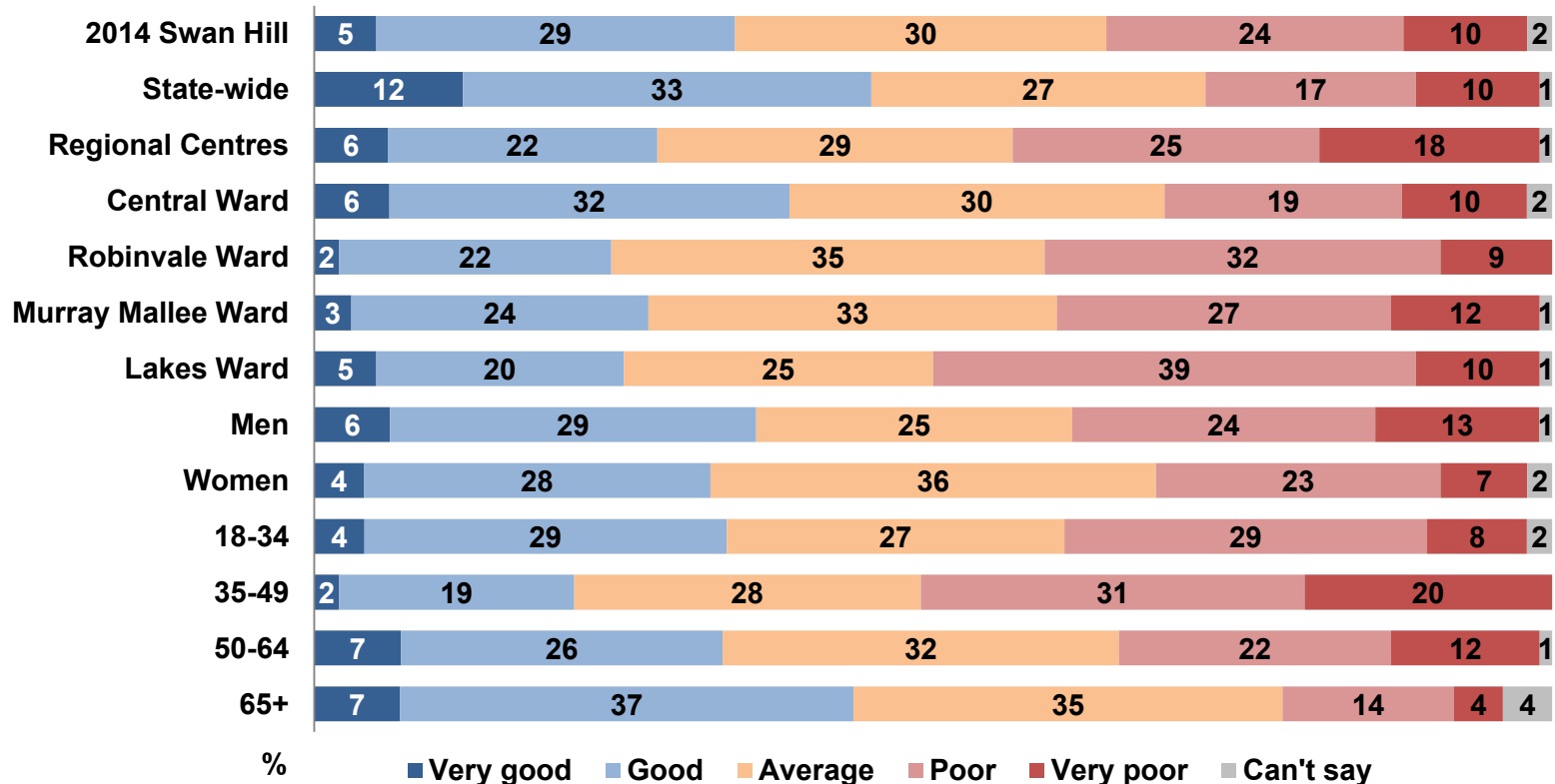


Q2. How has Swan Hill Rural City Council performed on 'The condition of sealed local roads in your area' over the last 12 months?

Base: All respondents. Councils asked statewide: 40 Councils asked group: 11

2014 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



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

Base: All respondents. Councils asked statewide: 40 Councils asked group: 11



J W S R E S E A R C H

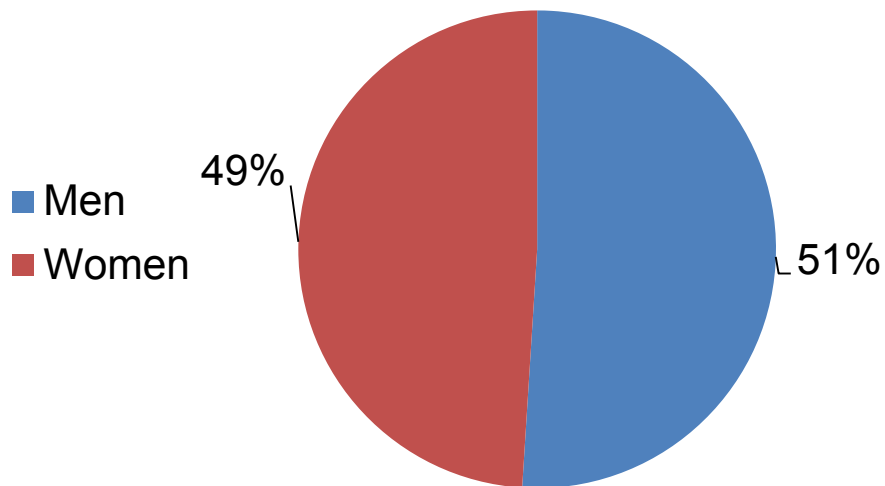
57

A satellite night view of South America, showing the continent's outline against the dark ocean. The landmass is illuminated by 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 across the center of the continent.

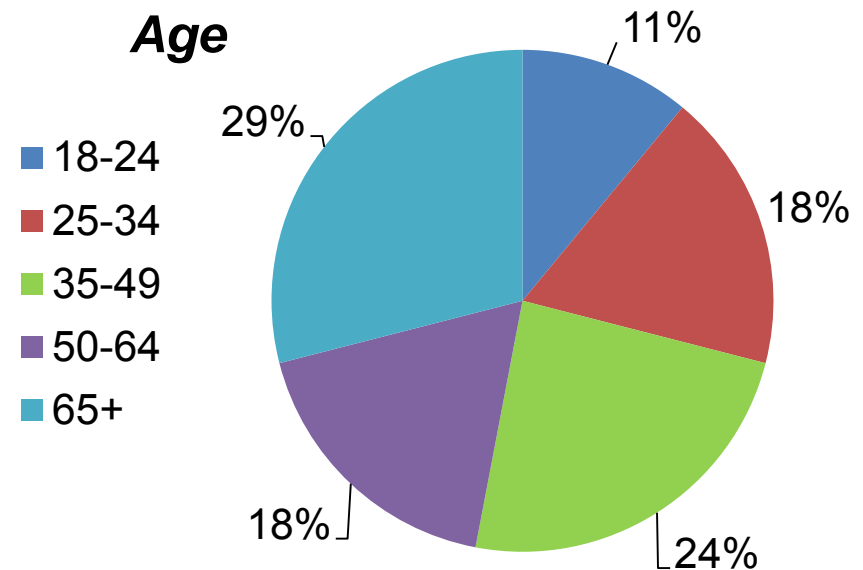
DETAILED DEMOGRAPHICS

2014 GENDER AND AGE

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.





**APPENDIX A:
DETAILED SURVEY TABULATIONS**

AVAILABLE IN SUPPLIED EXCEL FILE

A satellite night view of the United States, showing the continental United States and Alaska. The landmasses are illuminated by city lights, creating a dense network of bright yellow and white points and lines against the dark background of the night sky and the dark blue of the oceans. The text is overlaid on the left side of the image.

**APPENDIX B:
FURTHER PROJECT INFORMATION**

APPENDIX B:

BACKGROUND AND OBJECTIVES

Please note that as a result of feedback from extensive consultations with councils, in 2012 there were necessary and significant changes to the methodology and content of the survey, including:

- 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 2012-2014 have been made throughout this report as appropriate.**



APPENDIX B: MARGINS OF ERROR

The sample size for the 2014 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 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	179	204	+/-7.3
Women	221	196	+/-6.6
18-34 years	48	114	+/-14.3
35-49 years	72	98	+/-11.6
50-64 years	107	72	+/-9.5
65+ years	173	116	+/-7.4



APPENDIX B: ANALYSIS AND REPORTING

The Councils in the Large Rural Shires group are: Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, East Gippsland, Glenelg, Macedon Ranges, Mitchell, Moira, Moorabool, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington. All participating Councils are listed in the State-wide report published on the DTPLI website. In 2014, 67 of the 79 Councils throughout Victoria participated in this survey.

Please note that the Councils that participated in 2012 and 2013 vary slightly to those participating in 2014.

APPENDIX B: ANALYSIS AND REPORTING

Council Groups

Wherever appropriate, results for Swan Hill Rural City Council for this 2014 Community Satisfaction Survey have been compared against other Councils in the Large Rural Shires group and on a State-wide basis. Swan Hill Rural City Council is self-classified as a Large Rural Shires council according to the following classification list:

- Inner metropolitan councils
- Outer metropolitan councils
- Rural cities and regional centres
- Large rural shires
- Small rural shires

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: ANALYSIS AND REPORTING

Index Scores 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 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: 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 2014 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)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

APPENDIX B: ANALYSIS AND REPORTING

Reporting of results for these Core questions can always be compared against other councils in the council group and against all participating councils state-wide.

Alternatively, some questions in the 2014 State-wide Local Government Community Satisfaction Survey were optional. If comparisons for Swan Hill Rural City Council for some questions cannot be made against all other councils in the Large Rural Shires group and/or all councils on a state-wide basis, this is noted for those results by a footnote of the number of councils the comparison is made against.

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 2014 State-wide Local Government Services Survey has received a customised report. In addition, the State Government is supplied with a Statewide 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 Services Report is available at www.localgovernment.vic.gov.au.

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2014 Victorian Local Government Community Satisfaction Survey.

Council group: One of five self-classified groups, comprising: inner metropolitan councils, outer metropolitan councils, rural cities and regional centres, large rural shires and small rural shires.

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.