



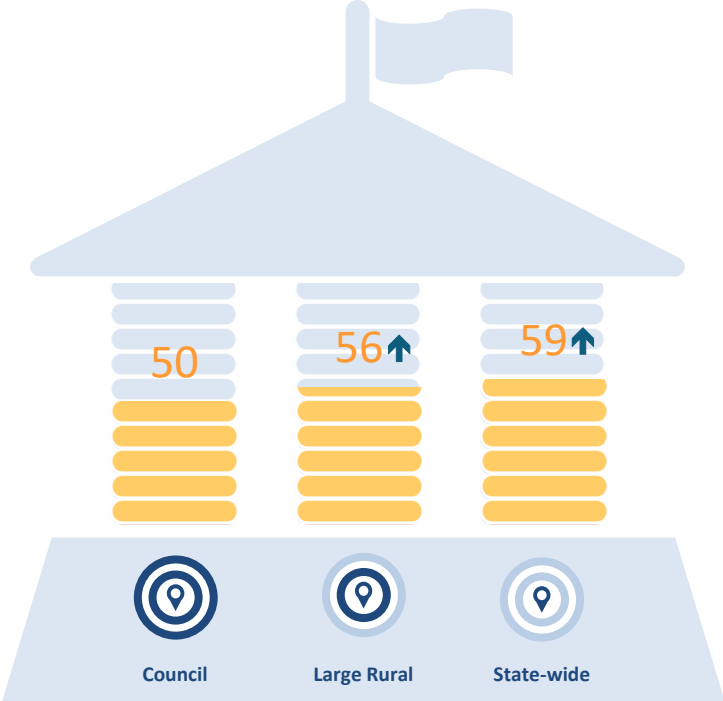
**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
BAW BAW SHIRE COUNCIL**

2018 RESEARCH REPORT

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

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BAW BAW SHIRE COUNCIL – AT A GLANCE



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2018 State-wide Local Government Community Satisfaction Survey for Baw Baw Shire 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. 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.

The main objectives of the survey are to assess the performance of Baw Baw Shire 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 Baw Baw Shire Council.

Survey sample matched to the demographic profile of Baw Baw Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Baw Baw Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Baw Baw Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2018.

The 2018 results are compared with previous years, as detailed below:

- 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=400 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 Baw Baw Shire Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, ‘—’ denotes not mentioned and ‘0%’ denotes mentioned by less than 1% of respondents. ‘Net’ scores refer to two or more response categories being combined into one category for simplicity of reporting.

SURVEY METHODOLOGY AND SAMPLING

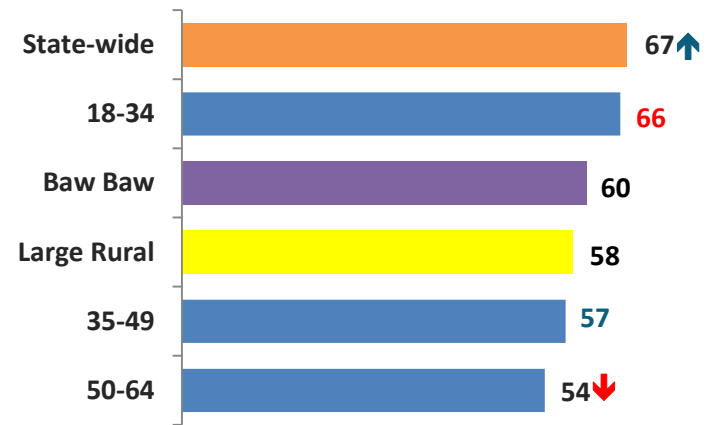
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2017. 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 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

Overall Performance – Index Scores (example extract only)



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 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



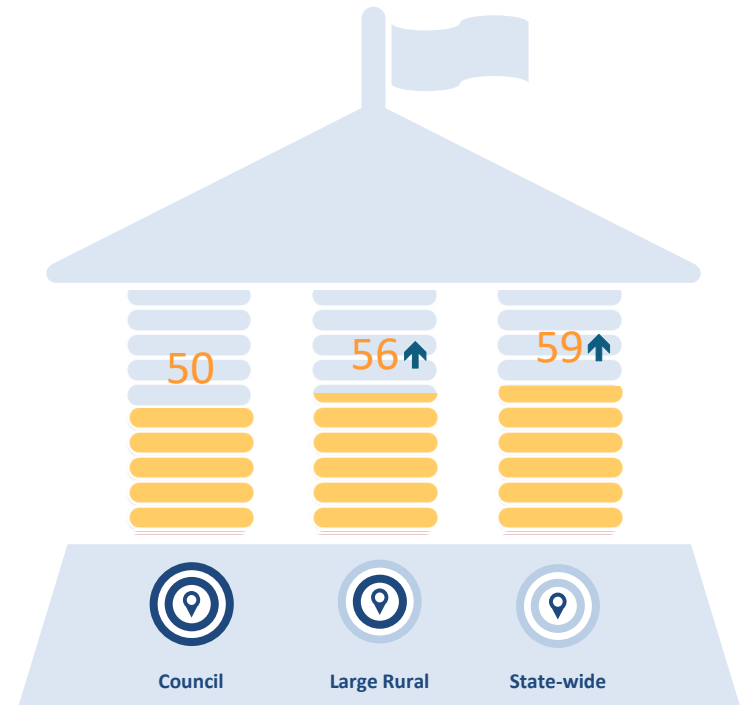
KEY FINDINGS & RECOMMENDATIONS

OVERALL PERFORMANCE

The **overall performance index score of 50** for Baw Baw Shire Council **remains consistent** with the 2017 result. While stable, current performance is seven points down from Council's peak result of 57 achieved in 2014.

- Baw Baw Shire Council's overall performance is rated statistically *significantly lower* (at the 95% confidence interval) than the average rating for councils **State-wide** and in the **Large Rural** group (index scores of 59 and 56 respectively).
- Review of index scores by demographic cohorts does not reveal any *significant* differences compared to the Council average rating.

One in ten residents (9%) rate Baw Baw Shire Council's overall performance 'very poor', more than those residents who rate Council's performance as 'very good (4%).



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Baw Baw Shire Council's **performance was either stable, or exhibited a slight increase** compared to Council's own results in 2017.

- While not *significant* increases, Baw Baw Shire Council's performance on four of the seven core measures improved on the 2017 result.
- Baw Baw Shire Council's most improved area is **overall council direction** (index score of 51, up three points). While not a *significant* improvement, this core measure is rated similar to the **State-wide** and **Large Rural** group council averages.
- However, Council's performance on **community consultation and engagement, making community decisions** and **advocacy** are *significantly lower* than the **State-wide** and **Large Rural** group council averages.
- Baw Baw Shire Council's performance on **sealed local roads** is also *significantly lower* than the **State-wide** council average, but is not rated significantly different to the **Large Rural** group council average.

While there are no *significant* differences across any of the demographic cohorts compared to the council average, there are notable differences compared with 2017.

- On the measure of **making community decisions** residents aged **65+ years** rate council *significantly higher* than 2017; whereas residents aged **18 to 34 years** rate council *significantly lower* than 2017.
- On the measure of **community consultation and engagement**, residents of **East Ward** and those aged **35 to 49 years** rate council *significantly higher* than 2017; whereas residents aged **18 to 34 years** rate council *significantly lower* than 2017.

In the area of **customer service** (index score of 61), Baw Baw Shire Council is performing *significantly lower* than the **State-wide** and **Large Rural** group council averages (index scores of 70 and 67 respectively). However, this core performance measure is Baw Baw Shire Council's best performing area.

CUSTOMER CONTACT AND SERVICE

Just under two-thirds (62%) of Baw Baw Shire Council residents have had recent contact with council, *significantly higher* than in 2017 (53%). The current level of contact is similar to that evident across 2012 to 2014. Of note, 2017 represented the lowest level of contact with Council over the course of the tracking.

- Residents aged **50 to 64 years** had the most contact with council (67%). Conversely, residents aged **18 to 34 years** had the least contact with council (54%). These differences are not *significant* compared to the council average.
- While there are no *significant* differences in contact across any of the demographic sub-groups compared to the average, **women**, those aged **50 to 64 years**, and residents of **East Ward** all had *significantly more* contact with council compared with 2017.

Baw Baw Shire Council's **customer service** index of 61 is the same as the result for 2017. This is the lowest customer service rating Baw Baw Shire Council has received equalling the result in 2012. As previously mentioned, this core measure is performing *significantly lower* to the **State-wide** and **Large Rural** group averages.

- One in five residents (20%) rate Council's **customer service** as 'very good', with a further third (35%) rating it as 'good', generally consistent with 2017.
- There are no *significant* differences in **customer service** rating across demographic cohorts or compared with 2017.

AREAS WHERE COUNCIL IS PERFORMING WELL

While **customer service** remains the area where Baw Baw Shire Council has performed **most strongly** overall (index score of 61), the most improved area in 2018 is **overall council direction**.

While not a *statistically significant* increase, with an index score of 51, performance in this area is three points higher than 2017.

- Just under one in five residents (18%) rate **overall council direction** as 'improved', representing a 5 point increase on 2017.
- Notably, the 2018 result for **council direction** is now performing at a level similar to the **Large Rural** and **State-wide** council group averages (both 52); and is also trending back toward its peak result of 52 in 2014.

While not *statistically significant* increases, two other areas where Baw Baw Shire Council has improved compared with 2017 are **community consultation and engagement** and **making community decisions** (both up two points).

- As previously mentioned, perceptions of **community consultation and engagement** among residents of **East Ward** and those aged **35 to 49 years** (index scores of 52 and 53 respectively) are *significantly higher* than in 2017 (index scores of 45 and 43 respectively), with these cohorts driving the improvement in opinion in this particular area.

FOCUS AREAS FOR COMING 12 MONTHS

Council did not experience any *significant declines* in performance index scores in the past year. This is a positive result for Council.

In terms of priorities for the coming 12 months, Baw Baw Shire Council should focus attention on areas that remain *significantly lower* than the **State-wide** and **Large Rural** group council averages.

While it remains Council's highest performing measure, the area that stands out as being most in need of attention is **customer service**, which is underperforming the most comparatively with the **State-wide** and **Large Rural** group councils; and has not 'bounced back' after its decline in 2017. This core measure is now six points down on its peak result of 67 in 2014.

- Most notably, consideration should be given to younger residents (**18 to 34 years** and **35 to 49 years**) who appear to be most driving negative opinion in the area of customer service.

On the positive side, Council should aim to **build** on its improved performance on a number of measures; as well as aim to improve its rating on **sealed local roads** which has maintained its performance increase built up since 2014 and is not *significantly* different to the **Large Rural** group council average.

- It is also important not to ignore, and to learn from, what is working amongst key demographic groups, especially residents of **East Ward**, and use these lessons to build performance experience and perceptions in other areas.

FURTHER AREAS FOR EXPLORATION

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, self-mining the SPSS data provided, or via the dashboard portal available to the council.

A 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.

SNAPSHOT OF KEY FINDINGS

Higher results in 2018

(Significantly higher result than 2017)

- None

Lower results in 2018

(Significantly lower result than 2017)

- None

Most favourably disposed towards Council

- Aged 18 to 34 years
- East Ward residents

Least favourably disposed towards Council

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



SUMMARY OF FINDINGS

2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



Overall Performance



Community Consultation



Advocacy



Making Community Decisions



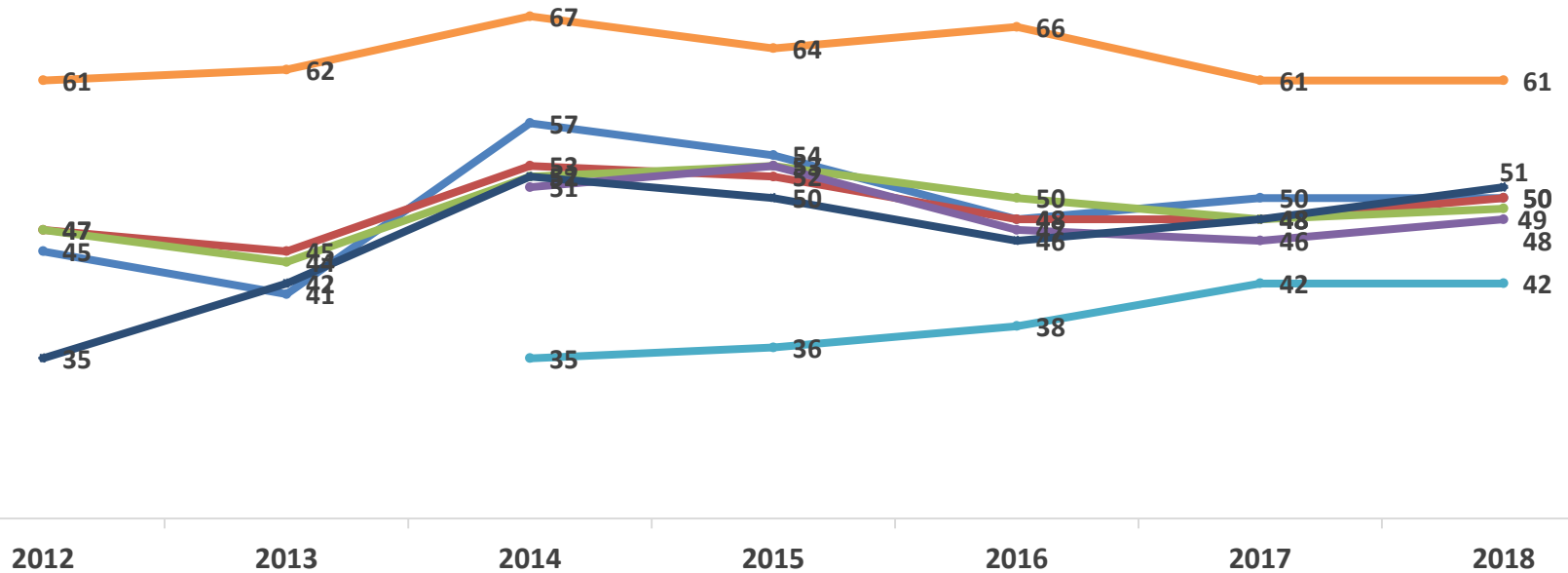
Sealed Local Roads



Customer Service



Overall Council Direction



2018 SUMMARY OF CORE MEASURES

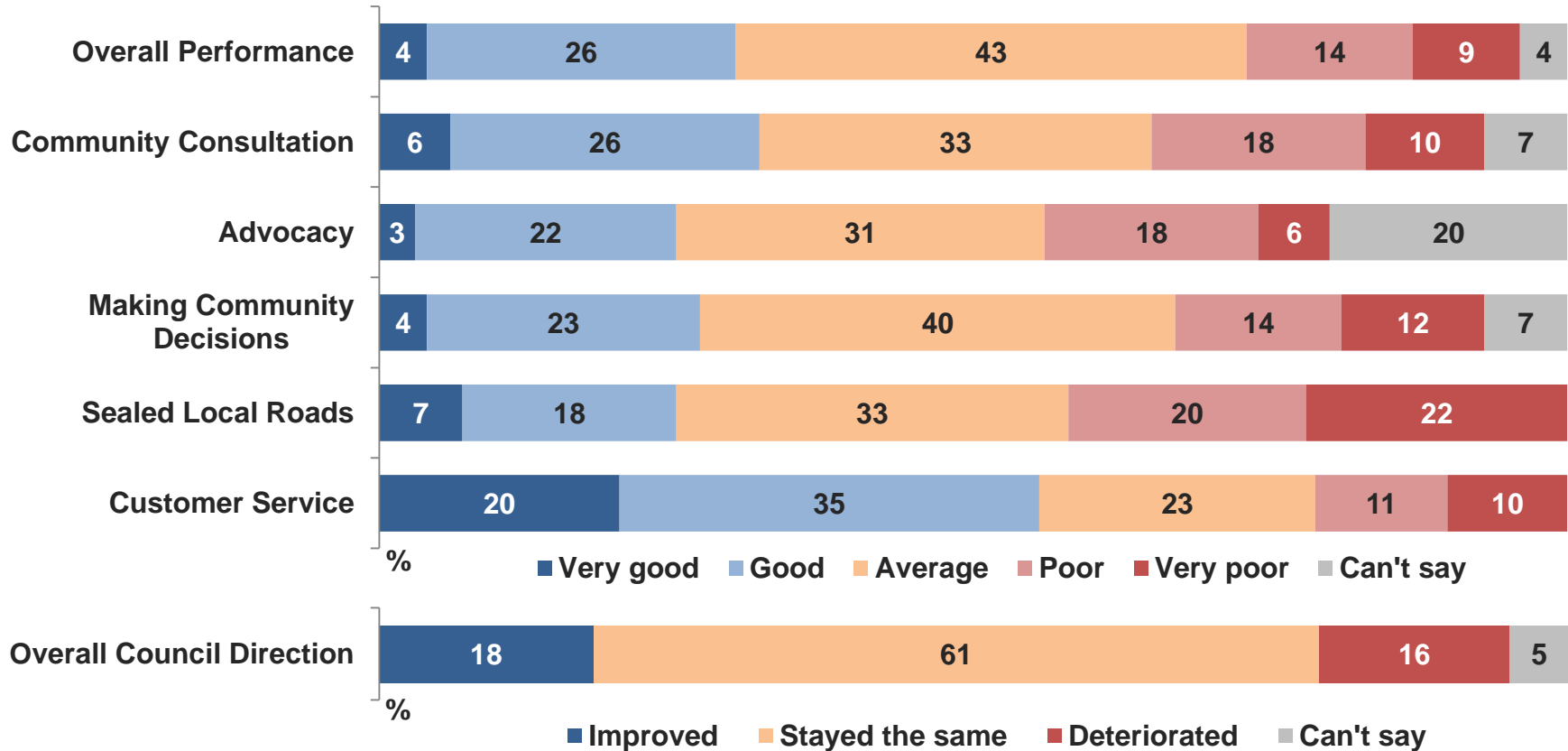
DETAILED ANALYSIS

Performance Measures	Baw Baw 2018	Baw Baw 2017	Large Rural 2018	State- wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	50	50	56	59	Aged 18-34 years	Aged 35-49 years
COMMUNITY CONSULTATION (Community consultation and engagement)	50	48	54	55	Women	Aged 50-64 years
ADVOCACY (Lobbying on behalf of the community)	49	48	52	54	Aged 18-34 years	Central ward, Aged 50-64 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	48	46	52	54	East ward	Aged 35-49 years
SEALED LOCAL ROADS (Condition of sealed local roads)	42	42	45	53	Central ward	East ward
CUSTOMER SERVICE	61	61	67	70	Aged 50-64 years	Aged 35-49 years
OVERALL COUNCIL DIRECTION	51	48	52	52	Aged 18-34 years	Aged 50-64 years

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS

Key Measures Summary Results

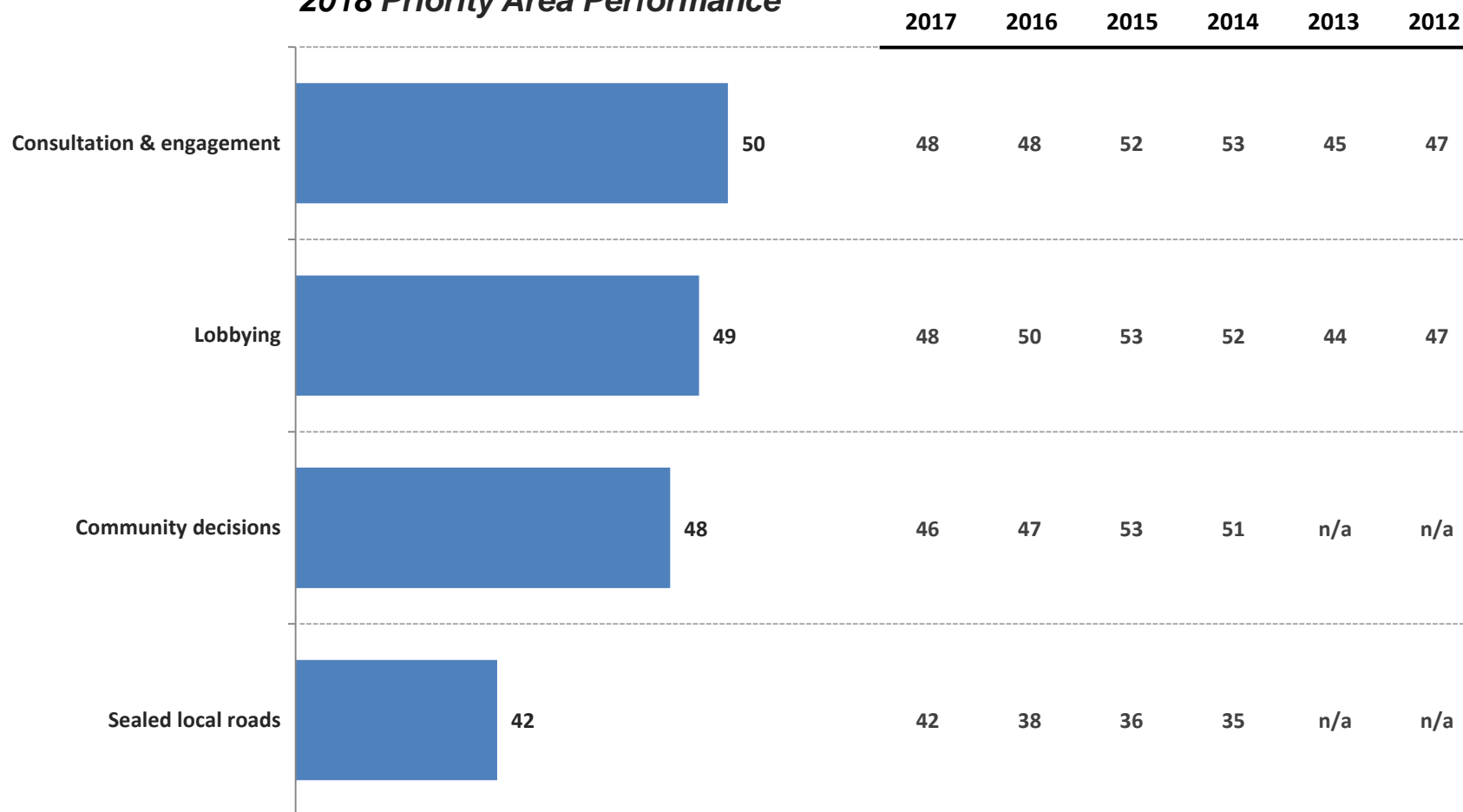


2018 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



2018 Priority Area Performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?

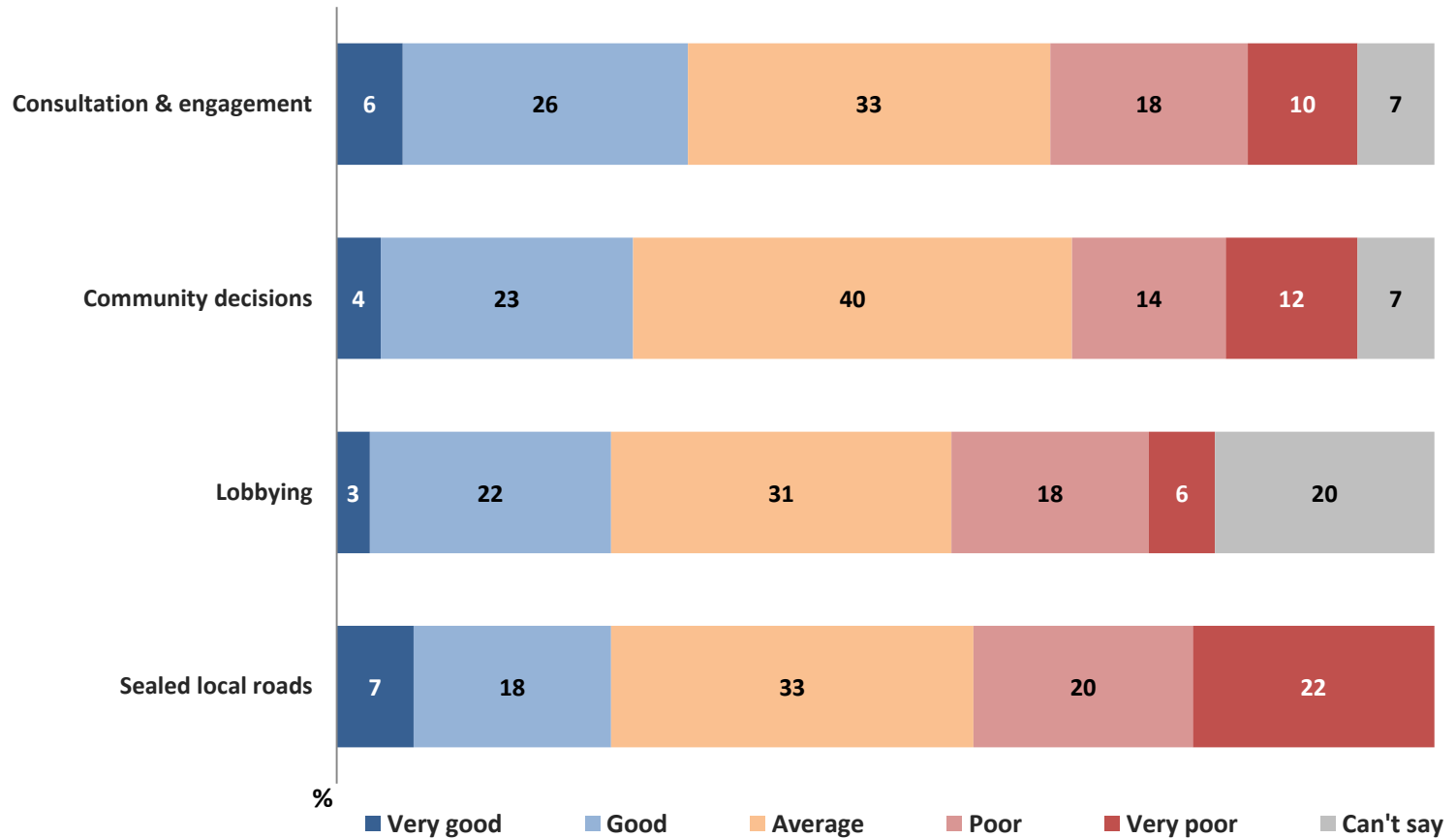
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation of significant differences.

2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES

Individual Service Areas Performance



INDIVIDUAL SERVICE AREAS SUMMARY


COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



Significantly Higher than State-wide Average

- None Applicable

Significantly Lower than State-wide Average

- Consultation & engagement
 - Lobbying
 - Making community decisions
 - Sealed local roads
- 

INDIVIDUAL SERVICE AREAS SUMMARY


COUNCIL'S PERFORMANCE VS GROUP AVERAGE



Significantly Higher than Group Average

- None Applicable

Significantly Lower than Group Average

- Consultation & engagement
 - Lobbying
 - Making community decisions
- 

A satellite night view of the United States, showing city lights and a glowing network of lines across the landmass. The text "DETAILED FINDINGS" is overlaid in white on the left side of the image.

DETAILED FINDINGS

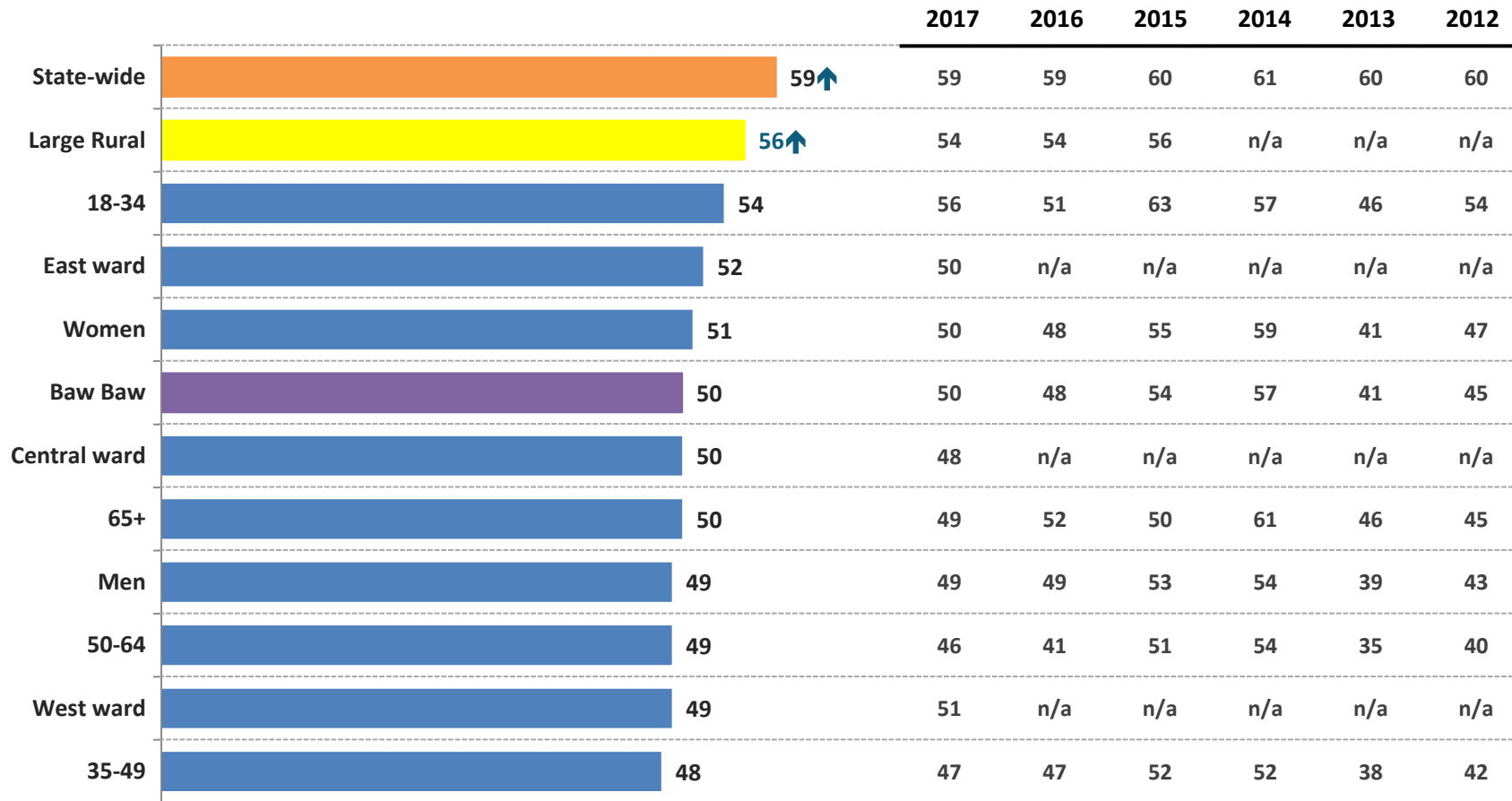
A satellite-style map of the United States at night, showing city lights and a glowing network of lines across the landmass. The text is overlaid on the left side of the map.

KEY CORE MEASURE OVERALL PERFORMANCE

OVERALL PERFORMANCE

INDEX SCORES

2018 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Baw Baw Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

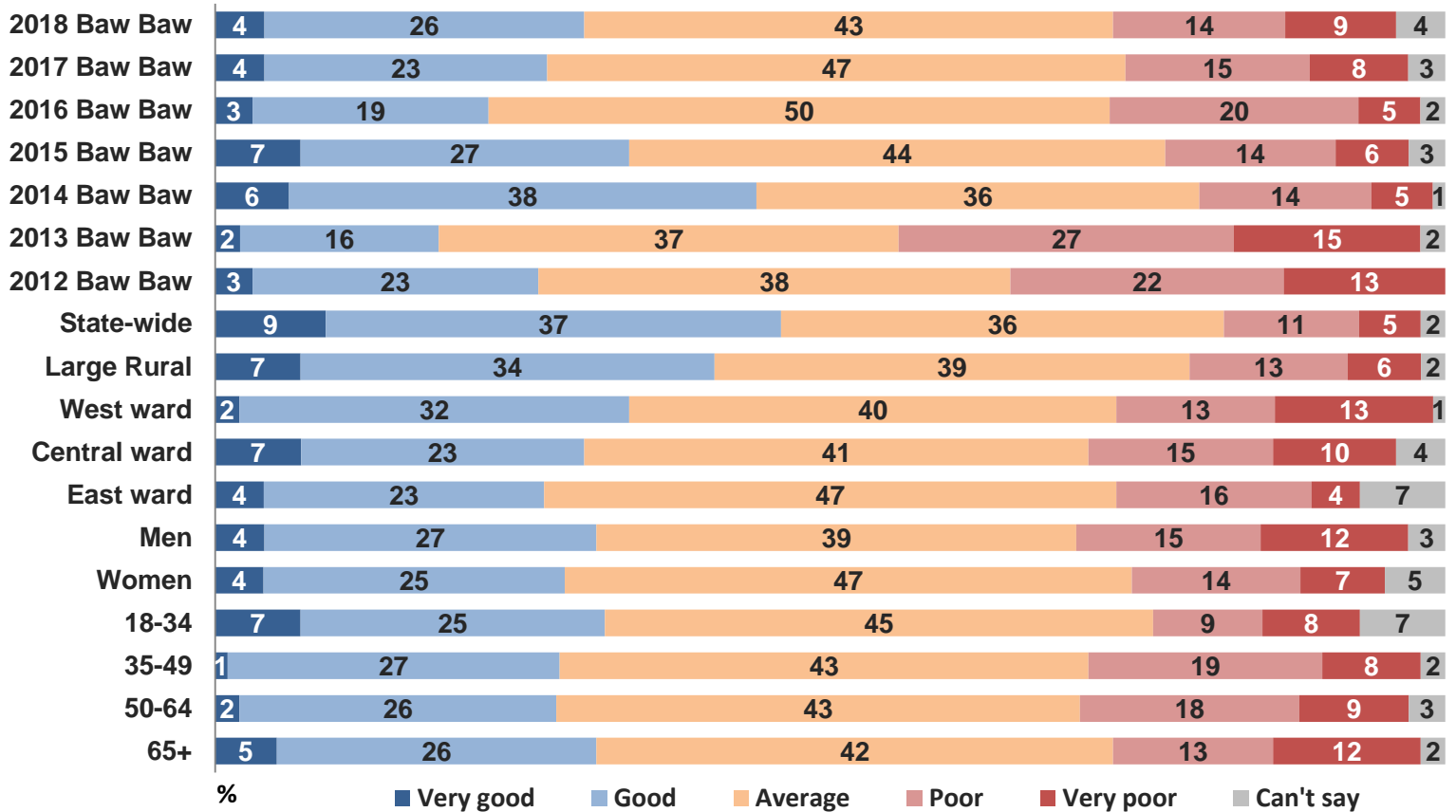
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

OVERALL PERFORMANCE

DETAILED PERCENTAGES

2018 Overall Performance



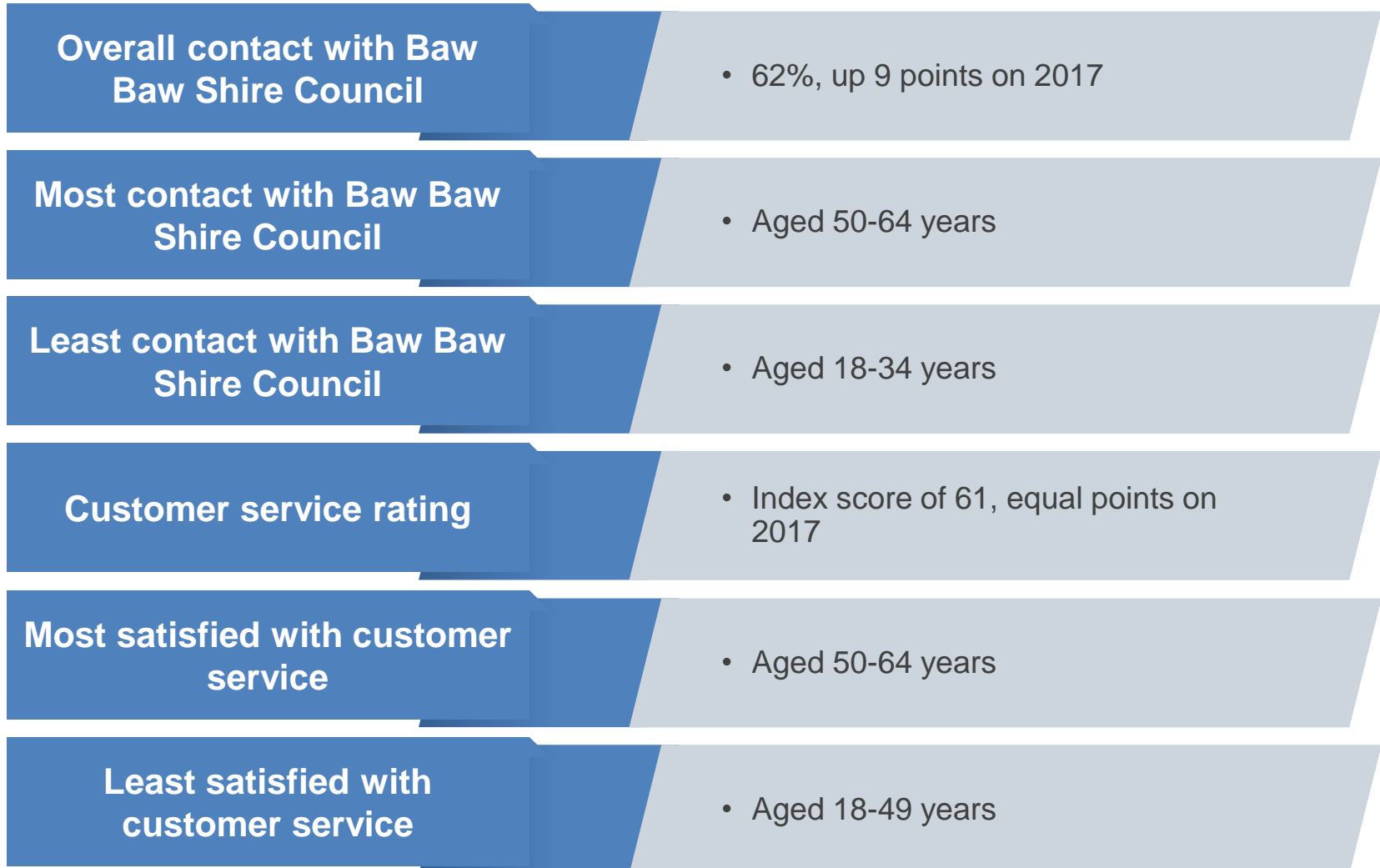
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Baw Baw Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18



**KEY CORE MEASURE
CUSTOMER SERVICE**

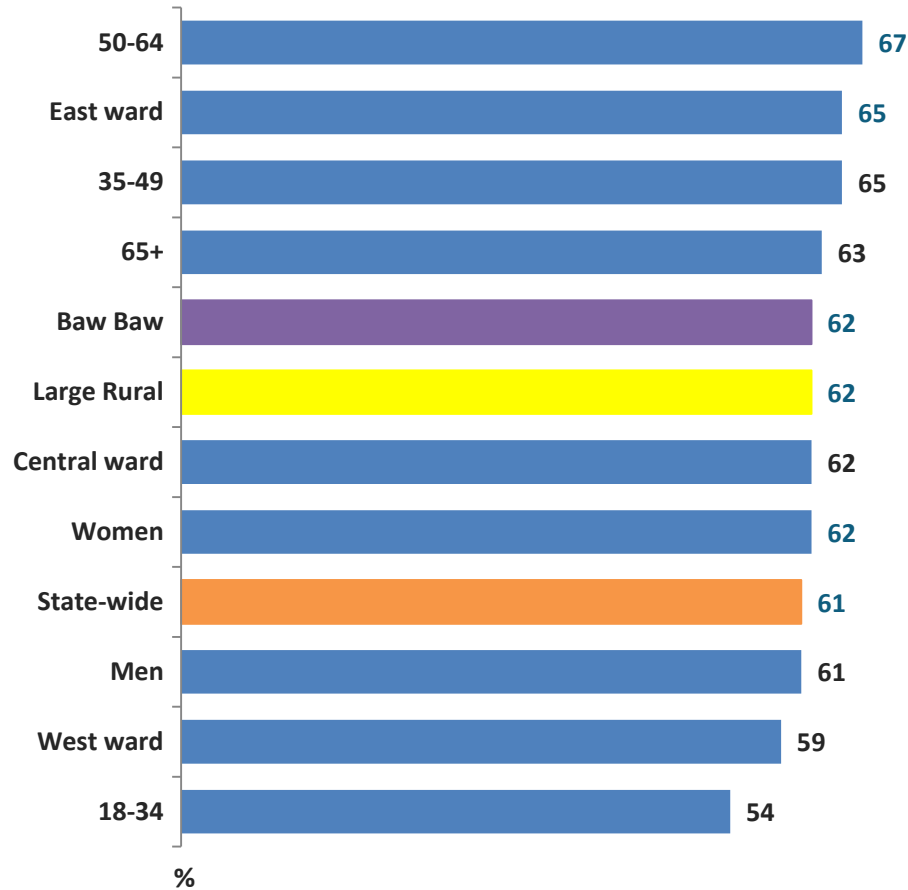
CONTACT LAST 12 MONTHS

SUMMARY



2018 CONTACT WITH COUNCIL

2018 Contact with Council



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

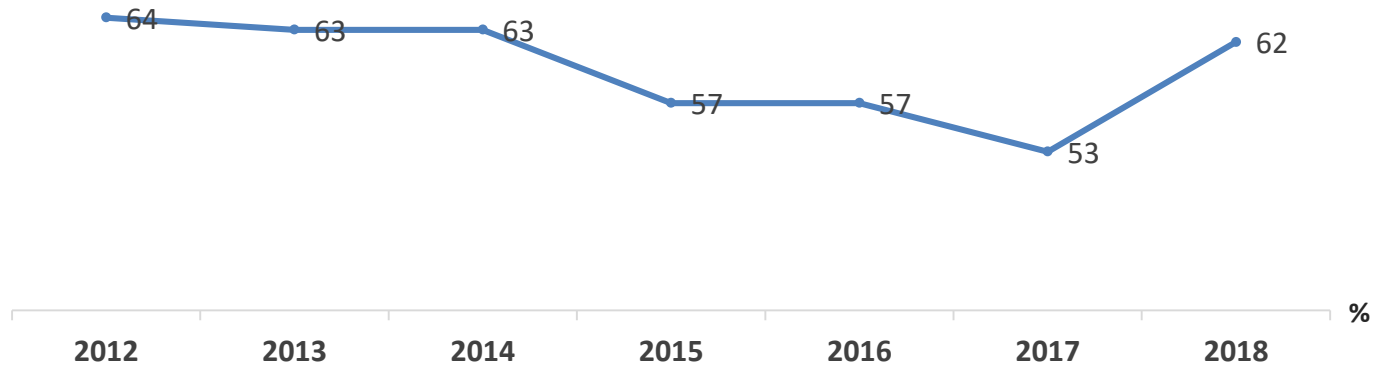
Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13

Note: Please see page 6 for explanation about significant differences.

2018 CONTACT WITH COUNCIL

2018 Contact with Council

Have had contact



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

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13

2018 CONTACT CUSTOMER SERVICE INDEX SCORES



2018 Customer Service Rating

		2017	2016	2015	2014	2013	2012
State-wide	70↑	69	69	70	72	71	71
Large Rural	67↑	66	67	67	n/a	n/a	n/a
50-64	67	62	56	67	68	55	60
65+	65	67	68	63	69	69	67
East ward	63	61	n/a	n/a	n/a	n/a	n/a
Women	63	67	65	69	71	65	66
Baw Baw	61	61	66	64	67	62	61
Central ward	61	62	n/a	n/a	n/a	n/a	n/a
Men	60	56	67	60	62	60	57
West ward	59	61	n/a	n/a	n/a	n/a	n/a
18-34	56	63	69	63	63	69	60
35-49	55	53	68	65	68	61	60

Q5c. Thinking of the most recent contact, how would you rate Baw Baw Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

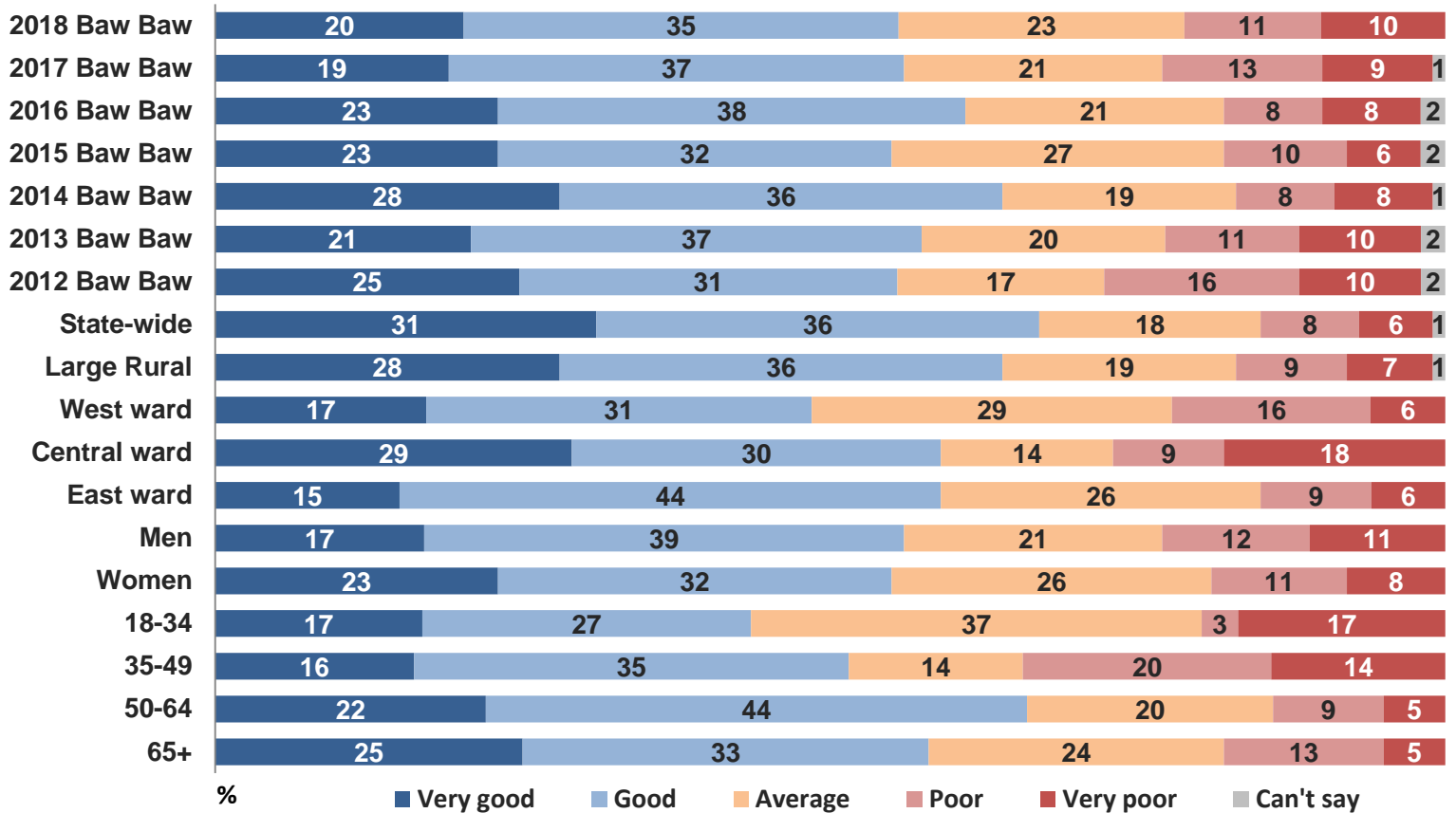
Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

2018 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Baw Baw Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 64 Councils asked group: 18



KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council direction

- 61% stayed about the same, equal points on 2017
- 18% improved, up 5 points on 2017
- 16% deteriorated, equal points on 2017

Most satisfied with council direction

- Aged 18-34 years
- Central ward residents

Least satisfied with council direction

- Aged 50-64 years
- West ward residents

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



2018 Overall Direction

	2017	2016	2015	2014	2013	2012
18-34	55	53	50	46	52	48
Central ward	54	50	n/a	n/a	n/a	n/a
State-wide	52	53	51	53	53	52
Large Rural	52	52	48	51	n/a	n/a
Women	52	50	44	51	53	44
East ward	51	46	n/a	n/a	n/a	n/a
65+	51	46	46	49	59	29
Baw Baw	51	48	46	50	52	42
35-49	50	49	45	52	45	37
Men	50	46	48	48	51	40
West ward	48	49	n/a	n/a	n/a	n/a
50-64	48	45	43	51	49	37

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

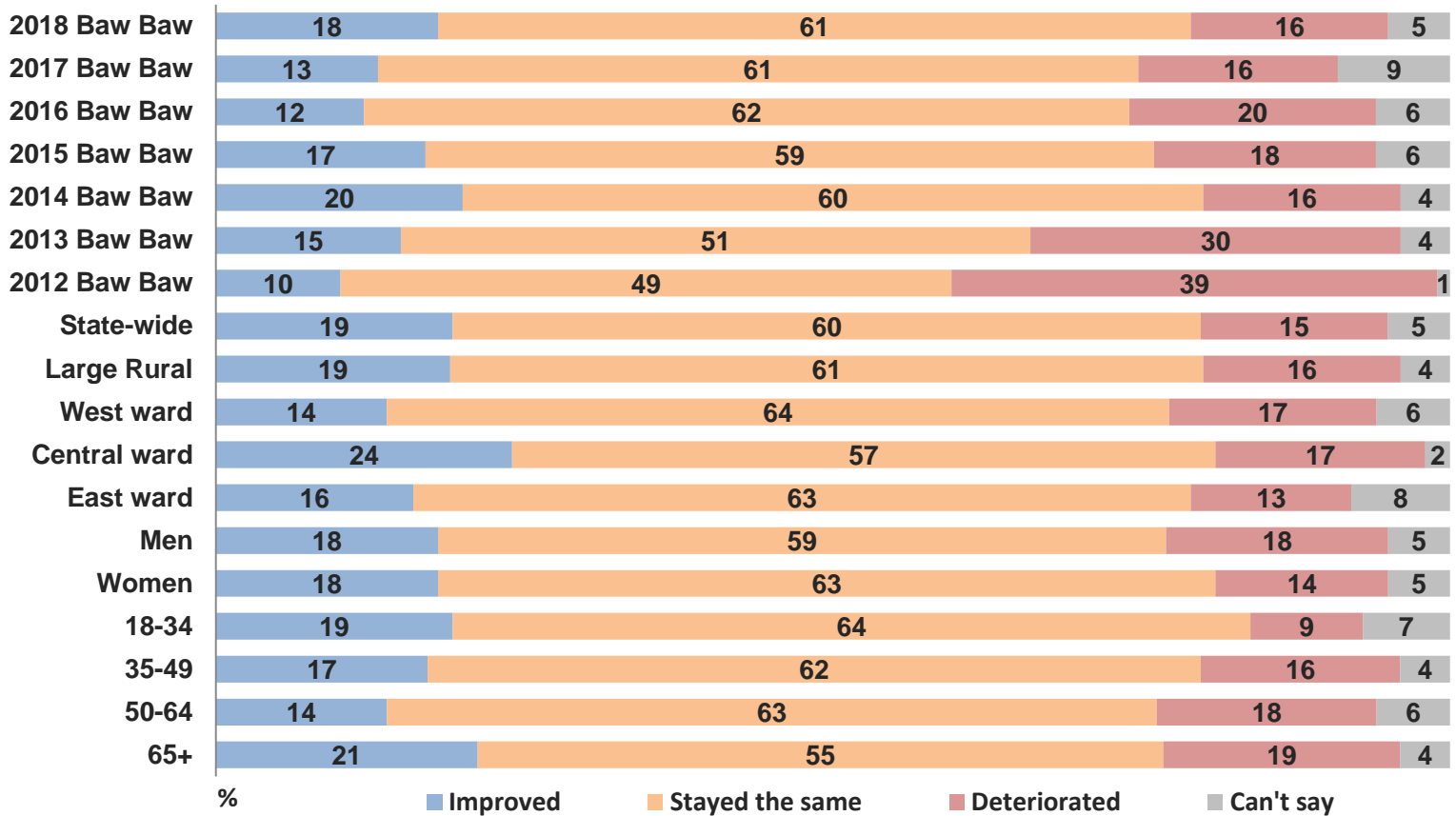
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2018 Overall Direction



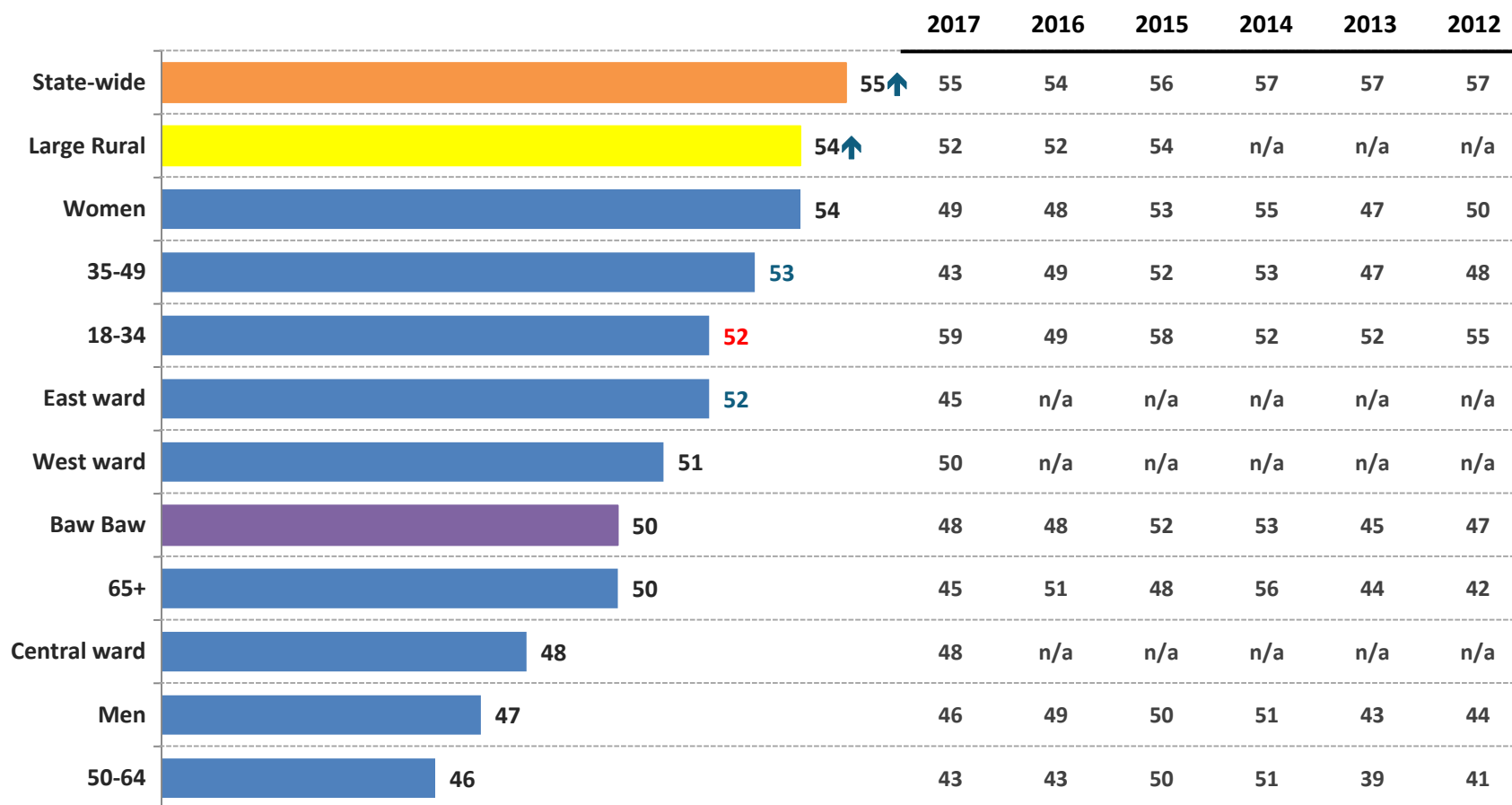
Q6. Over the last 12 months, what is your view of the direction of Baw Baw Shire Council's overall performance?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18



INDIVIDUAL SERVICE AREAS

2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

2018 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: 64 Councils asked group: 18

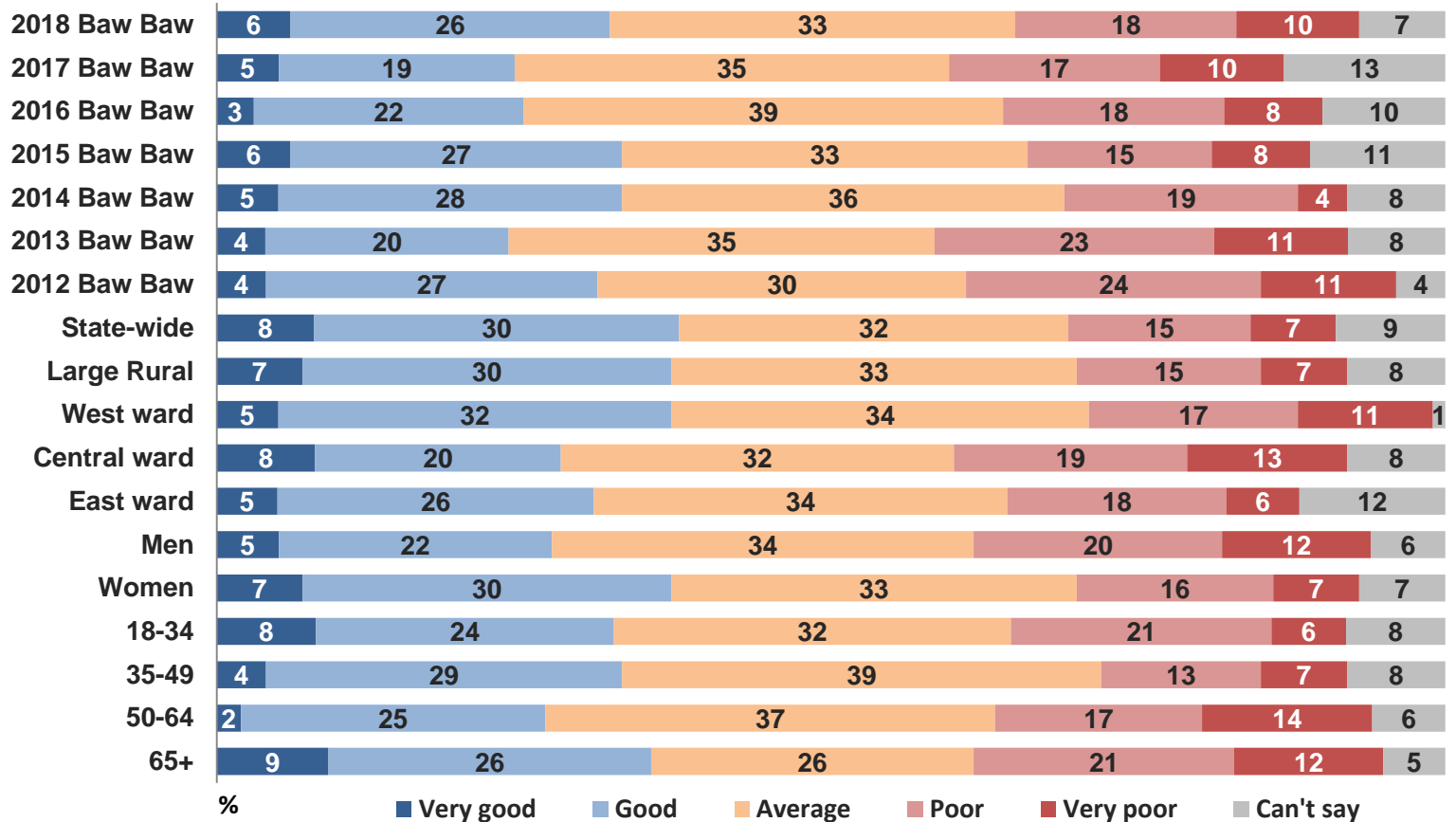
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES



2018 Consultation and Engagement Performance



2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 Lobbying Performance

	2017	2016	2015	2014	2013	2012
State-wide	54↑	53	55	56	55	55
Large Rural	52↑	50	53	n/a	n/a	n/a
18-34	52	55	62	51	51	55
East ward	49	n/a	n/a	n/a	n/a	n/a
Women	51	48	52	53	45	47
West ward	49	n/a	n/a	n/a	n/a	n/a
35-49	49	47	51	46	43	41
Baw Baw	49	50	53	52	44	47
65+	48	54	48	58	44	48
Men	47	53	54	50	43	46
50-64	46	41	53	51	38	44
Central ward	46	n/a	n/a	n/a	n/a	n/a

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

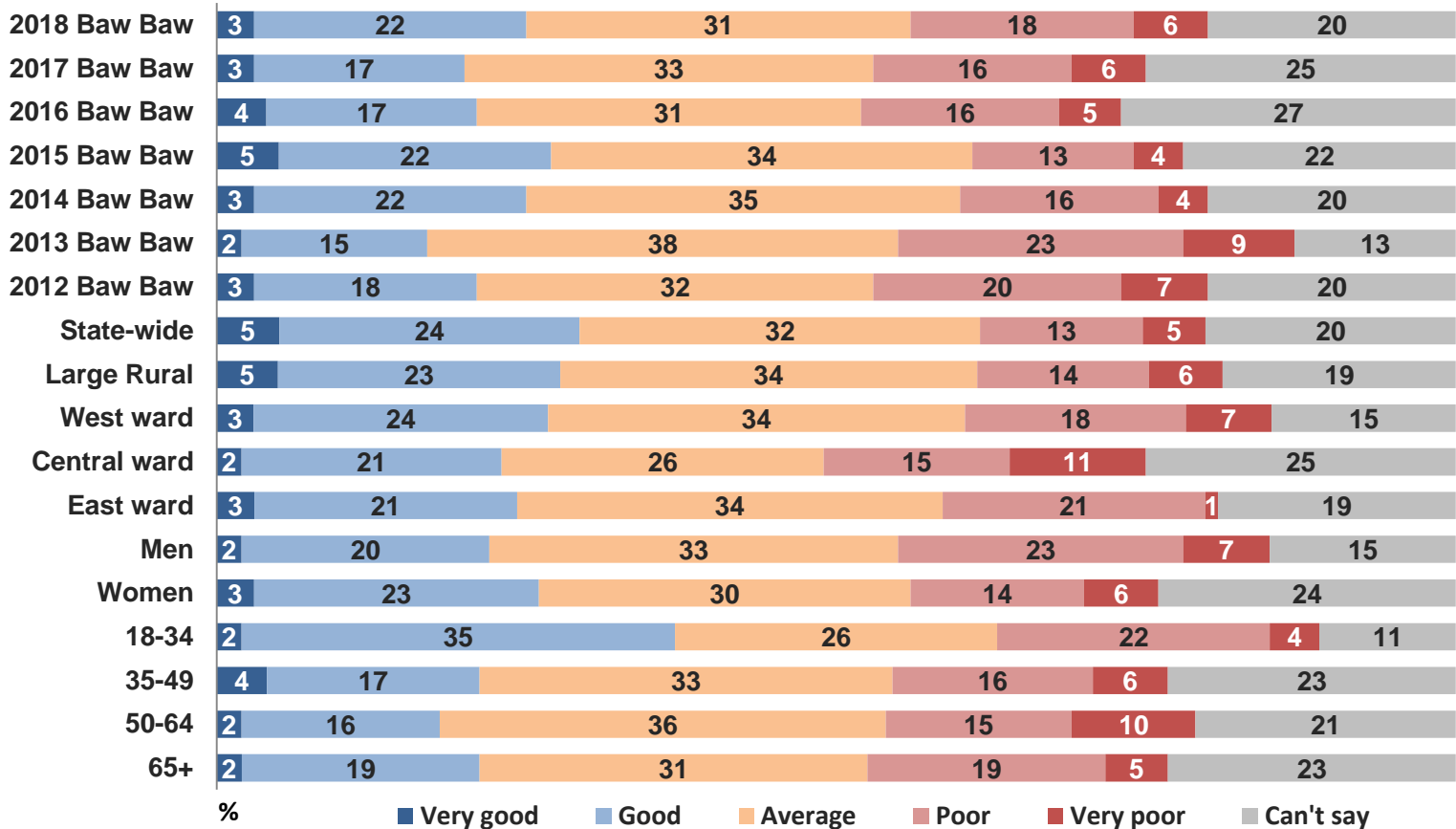
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2018 Lobbying Performance



2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 Community Decisions Made Performance

	2017	2016	2015	2014	2013	2012
State-wide	54↑	54	55	57	n/a	n/a
Large Rural	52↑	50	52	n/a	n/a	n/a
East ward	49	n/a	n/a	n/a	n/a	n/a
Women	49	46	54	52	n/a	n/a
65+	49	51	46	55	n/a	n/a
18-34	48	50	62	49	n/a	n/a
Baw Baw	48	47	53	51	n/a	n/a
50-64	48	41	51	50	n/a	n/a
West ward	48	n/a	n/a	n/a	n/a	n/a
Central ward	47	n/a	n/a	n/a	n/a	n/a
Men	47	48	51	50	n/a	n/a
35-49	47	45	53	49	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: 64 Councils asked group: 18

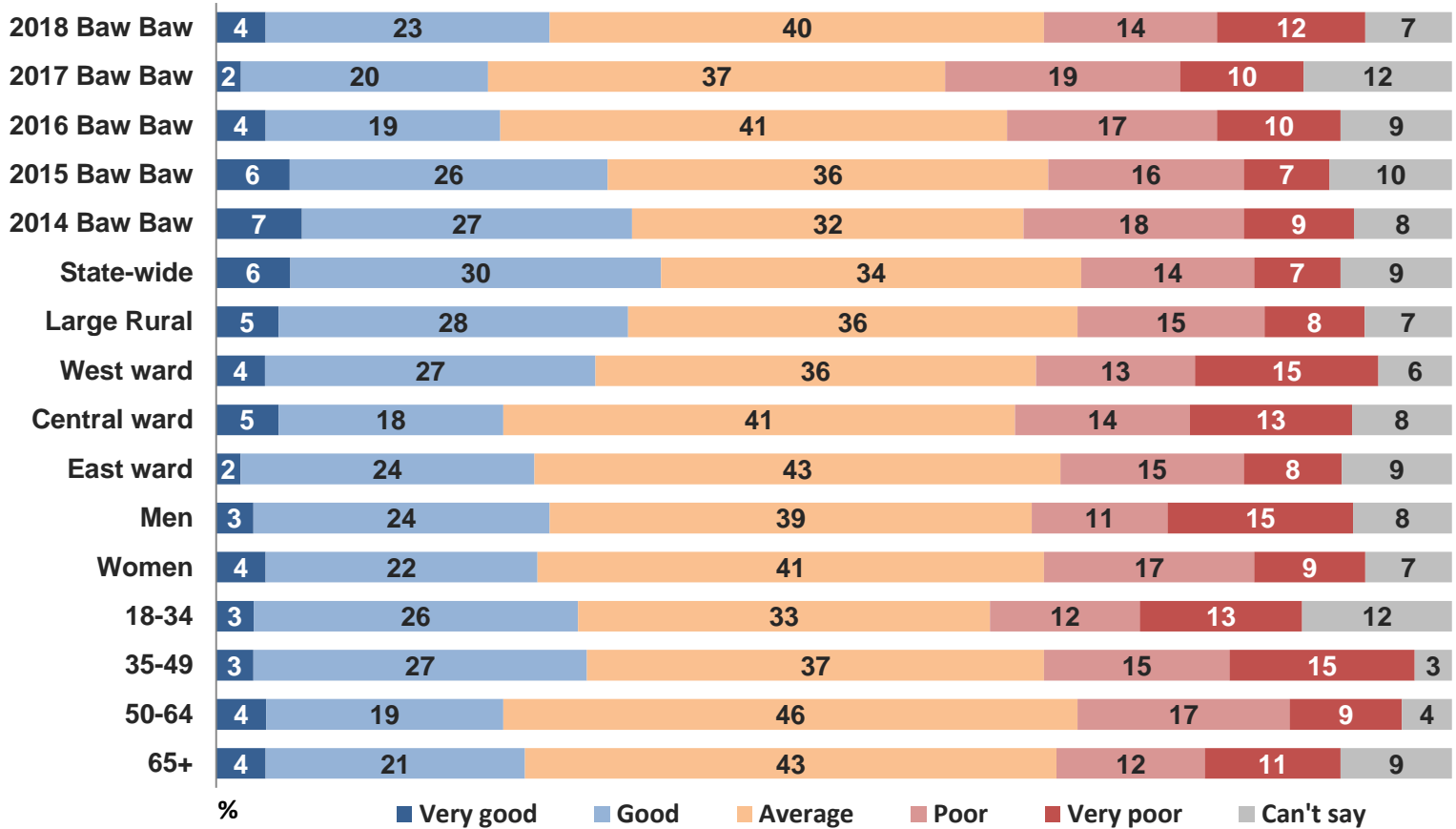
Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2018 Community Decisions Made Performance



2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Sealed Local Roads Performance

		2017	2016	2015	2014	2013	2012
State-wide	53↑	53	54	55	55	n/a	n/a
Central ward	45	42	n/a	n/a	n/a	n/a	n/a
Large Rural	45	43	44	45	n/a	n/a	n/a
West ward	44	46	n/a	n/a	n/a	n/a	n/a
18-34	44	48	38	39	27	n/a	n/a
65+	43	46	44	37	44	n/a	n/a
Men	42	38	41	33	32	n/a	n/a
Baw Baw	42	42	38	36	35	n/a	n/a
Women	42	46	35	38	37	n/a	n/a
35-49	41	38	33	30	30	n/a	n/a
50-64	39	37	34	36	36	n/a	n/a
East ward	37	39	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

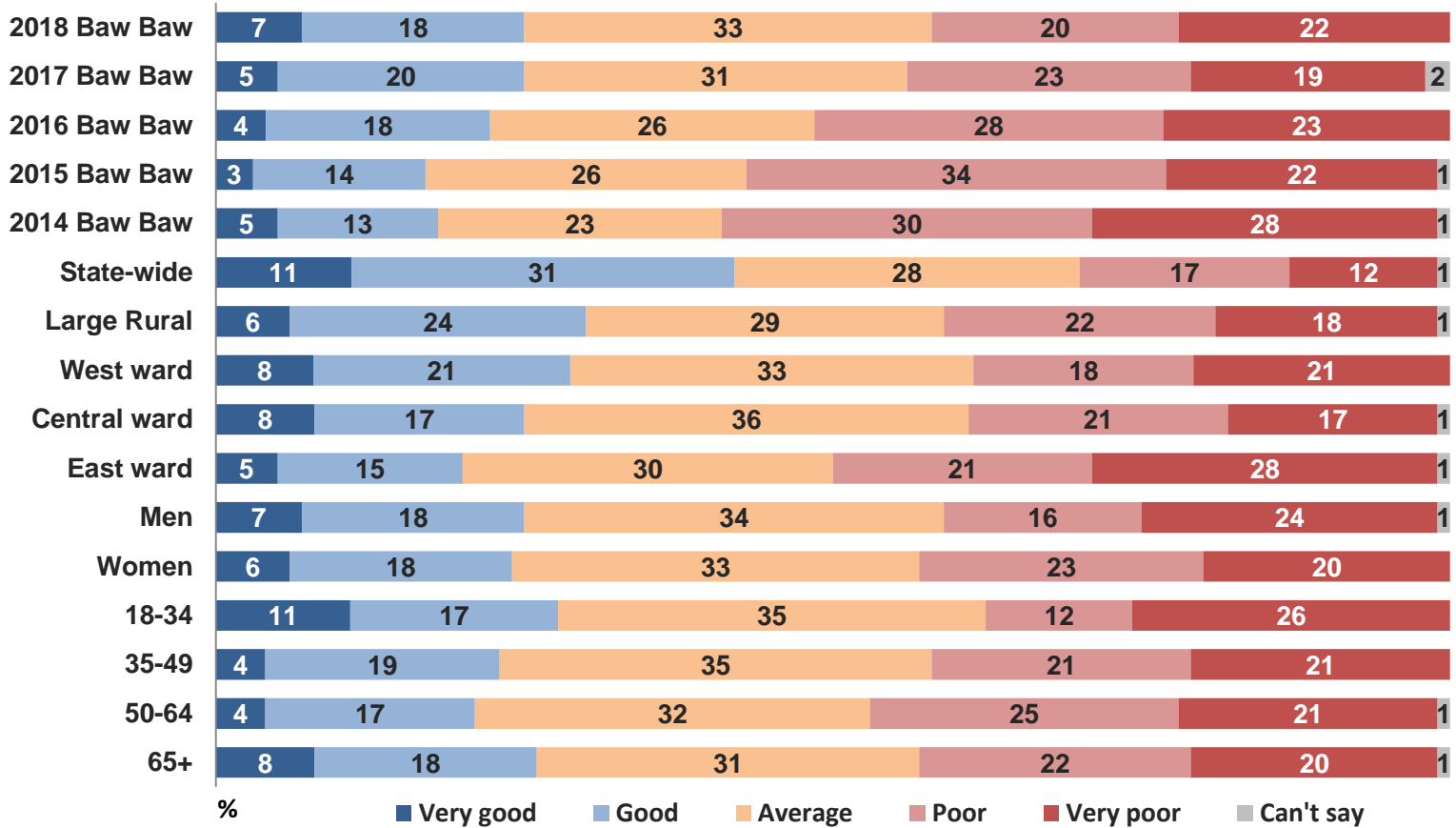
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2018 Sealed Local Roads Performance



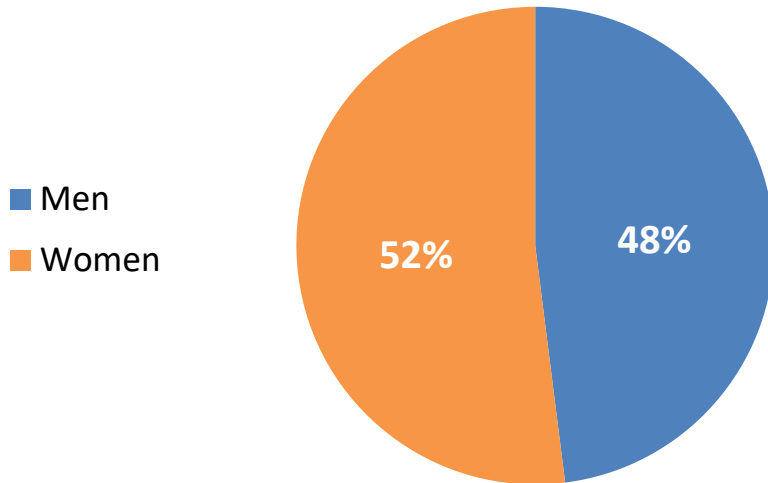
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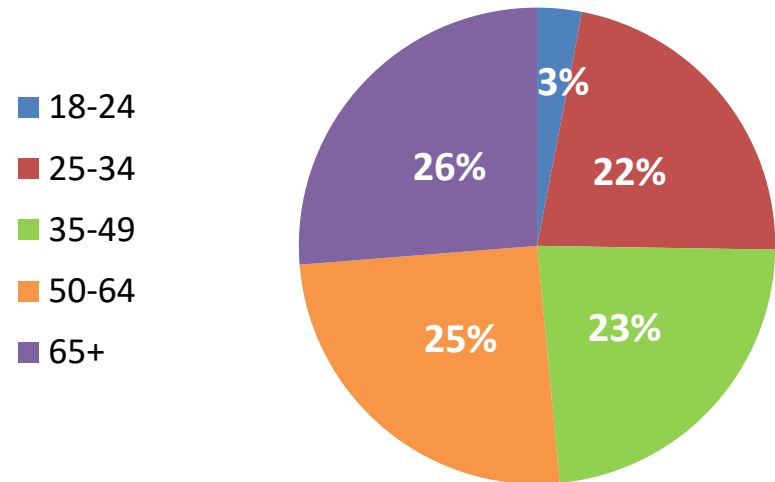
DETAILED DEMOGRAPHICS

2018 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.



**APPENDIX A:
DETAILED SURVEY TABULATIONS
AVAILABLE IN SUPPLIED EXCEL FILE**



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 Baw Baw Shire Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Baw Baw Shire Council was 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 +/-4.9% 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 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 38,000 people aged 18 years or over for Baw Baw Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Baw Baw Shire Council	400	400	+/-4.9
Men	175	194	+/-7.4
Women	225	206	+/-6.5
West ward	135	138	+/-8.5
Central ward	129	128	+/-8.6
East ward	136	134	+/-8.4
18-34 years	56	101	+/-13.2
35-49 years	87	93	+/-10.6
50-64 years	126	101	+/-8.8
65+ years	131	105	+/-8.6

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 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 2012-2018 vary slightly.

Council Groups

Baw Baw Shire 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, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Baw Baw Shire Council for this 2018 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 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 IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing very well in this service area	This service area is seen to be extremely important
60 – 75	Council is performing well in this service area, but there is room for improvement	This service area is seen to be very important
50 – 60	Council is performing satisfactorily in this service area but needs to improve	This service area is seen to be fairly important
40 – 50	Council is performing poorly in this service area	This service area is seen to be somewhat important
0 – 40	Council is performing very poorly in this service area	This service area is seen to be not that important

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 2018 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 2018 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 2018 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: 2018 Victorian Local Government Community Satisfaction Survey.

Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

Council group average: The average result for all participating councils in the council group.

Highest / lowest: The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

Index score: A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).

Optional questions: Questions which councils had an option to include or not.

Percentages: Also referred to as ‘detailed results’, meaning the proportion of responses, expressed as a percentage.

Sample: The number of completed interviews, e.g. for a council or within a demographic sub-group.

Significantly higher / lower: The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

Statewide average: The average result for all participating councils in the State.

Tailored questions: Individual questions tailored by and only reported to the commissioning council.

Weighting: Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.



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