

2020 Local Government Community Satisfaction Survey

Baw Baw Shire Council

Coordinated by the Department of
Environment, Land, Water and Planning
on behalf of Victorian councils





Contents

<u>Background and objectives</u>	<u>3</u>
<u>Key findings and recommendations</u>	<u>4</u>
<u>Detailed findings</u>	<u>10</u>
<u>Overall performance</u>	<u>11</u>
<u>Customer service</u>	<u>19</u>
<u>Communication</u>	<u>28</u>
<u>Council direction</u>	<u>33</u>
<u>Individual service areas</u>	<u>37</u>
<u>Community consultation and engagement</u>	<u>38</u>
<u>Lobbying on behalf of the community</u>	<u>40</u>
<u>Decisions made in the interest of the community</u>	<u>42</u>
<u>Condition of sealed local roads</u>	<u>44</u>
<u>Detailed demographics</u>	<u>46</u>
<u>Appendix A: Index scores, margins of error and significant differences</u>	<u>49</u>
<u>Appendix B: Further project information</u>	<u>54</u>



Background and objectives

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

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

Now in its twenty-first year, this survey provides insight into the community's views on:

- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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

Serving Victoria for 21 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 21 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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



**Key findings and
recommendations**



Baw Baw Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Baw Baw 49



State-wide 58



Large Rural 55

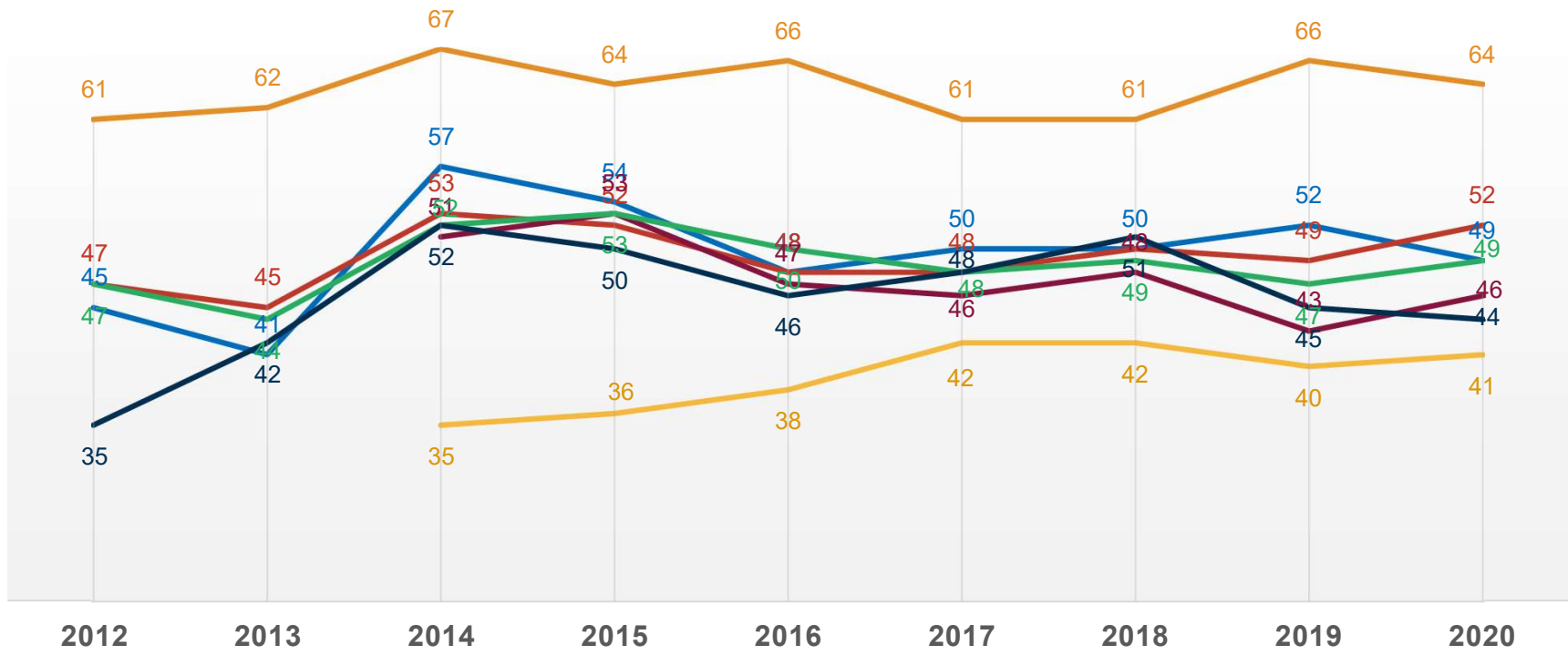
Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	None	<ul style="list-style-type: none"> Sealed local roads Community decisions Lobbying
Compared to group average	None	<ul style="list-style-type: none"> Community decisions Sealed local roads Lobbying



Summary of core measures

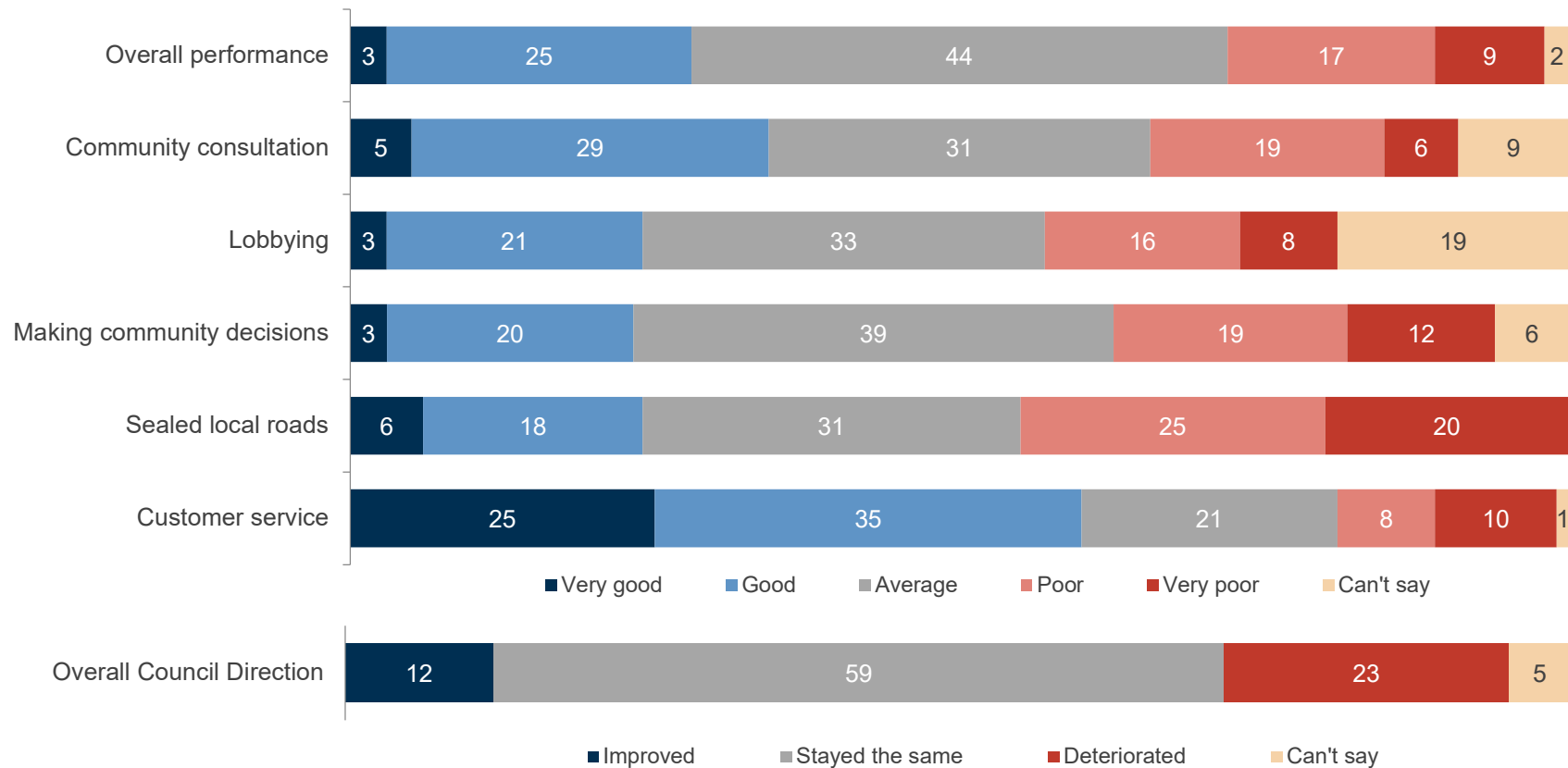
Index scores












Summary of core measures

Core measures summary results (%)





Summary of Baw Baw Shire Council performance

Services	Baw Baw 2020	Baw Baw 2019	Large Rural 2020	State-wide 2020	Highest score	Lowest score
 Overall performance	49	52	55	58	Aged 18-34 years	Aged 50-64 years
 Overall council direction	44	45	50	51	Aged 18-34 years	Aged 65+ years
 Customer service	64	66	68	70	Aged 18-34 years	Men, Aged 65+ years
 Consultation & engagement	52	49	54	55	Aged 18-34 years	Aged 50-64 years
 Lobbying	49	47	53	53	Aged 18-34 years	Aged 50-64 years
 Community decisions	46	43	52	53	Aged 18-34 years, East Ward	Aged 50-64 years
 Sealed local roads	41	40	47	54	Aged 65+ years, Aged 18-34 years	Aged 50-64 years

Significantly higher / lower than Baw Baw Shire Council 2020 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences and index scores.



Focus areas for the next 12 months

Overview

Perceptions of Council's overall performance is down three index points from last year, although this is not a statistically significant decline. Performance perceptions on most service areas have improved slightly (not significantly) – nevertheless, a positive result for Council. Consultation and engagement and community decisions experienced the biggest improvements (each up by three index points), followed by lobbying (up two index points).

Focus areas

Council's situation is somewhat unique. Although ratings across all service areas improved, perceptions of overall performance declined. Customer service is an area that may warrant some extra attention in the coming 12 months, as performance ratings in this service area have also declined. Attention could be especially given to queries via email, as this is the method of contact that has more 'poor' than 'good' ratings.

Comparison to state and area grouping

On the measure of consultation and engagement, Council performs in line with the Large Rural group council average. Improvements in 2020 are evident following mostly stable results over the past four years. On the other core service areas, Council performs significantly lower than the State-wide and Large Rural council averages. Attention could also be turned to these areas that perform less well than the Large Rural group average.

Maintain gains achieved to date

Council should look to maintain and build upon its improved performance on community consultation and engagement, making community decisions and lobbying. On all these measures, performance perceptions had declined in 2019 but have managed to bounce back in 2020. Ratings are now moving closer to peak levels seen across 2014 and 2015.

DETAILED FINDINGS





**Overall
performance**



Overall performance

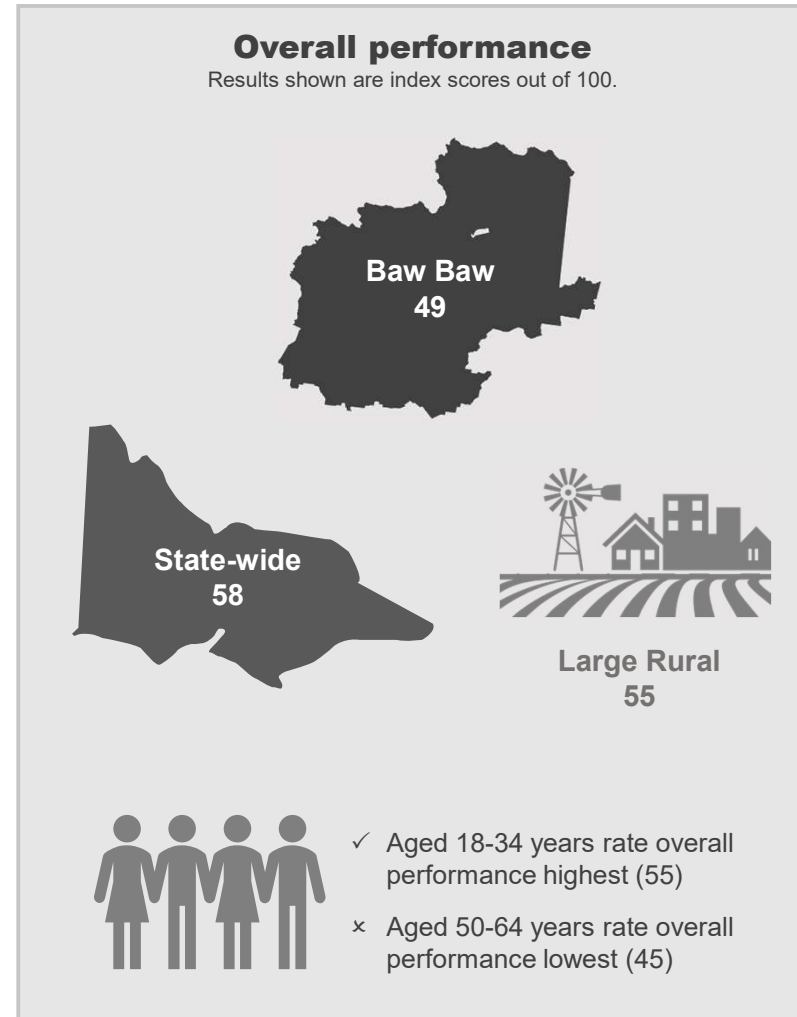
The overall performance index score of 49 for Baw Baw Shire Council represents a three-point decline on the 2019 result.

- Overall performance ratings had improved to a four year high in 2019, but results have now regressed back to similar levels seen between 2016 to 2018.

Baw Baw Shire Council’s overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Large Rural group and for councils State-wide (index scores of 55 and 58 respectively).

- With the exception of East Ward residents, all demographic and geographic cohorts declined in their perceptions of overall performance in the past year. However, West Ward residents are the only group to decline significantly in their ratings (index score of 48, down six points).
- Ratings among residents aged 18 to 34 years and women (index scores of 55 and 53 respectively) are significantly higher than the Council-wide average.

A similar amount of residents rate Baw Baw Shire Council’s overall performance as ‘very good’ or ‘good’ (28%) as those who rate it as ‘very poor’ or ‘poor’ (26%). A further 44% sit mid-scale, rating Council’s overall performance as ‘average’.





Overall performance

2020 overall performance (index scores)

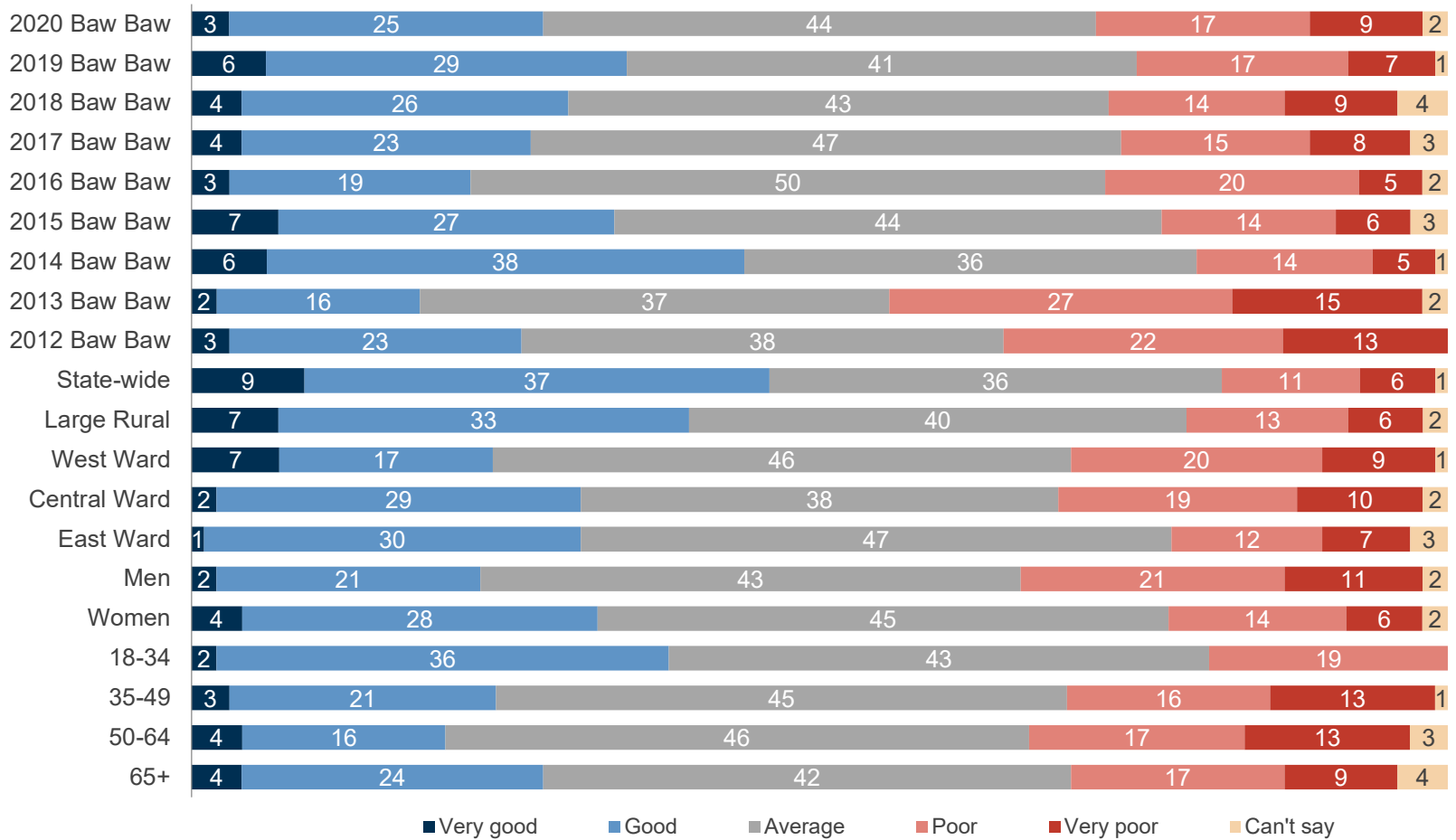
	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	60	59	59	59	60	61	60	60
18-34	57	54	56	51	63	57	46	54
Large Rural	56	56	54	54	56	n/a	n/a	n/a
Women	54	51	50	48	55	59	41	47
East Ward	50	52	50	n/a	n/a	n/a	n/a	n/a
65+	54	50	49	52	50	61	46	45
Baw Baw	52	50	50	48	54	57	41	45
Central Ward	53	50	48	n/a	n/a	n/a	n/a	n/a
West Ward	54	49	51	n/a	n/a	n/a	n/a	n/a
35-49	48	48	47	47	52	52	38	42
Men	50	49	49	49	53	54	39	43
50-64	49	49	46	41	51	54	35	40

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: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.



Overall performance

2020 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: 62 Councils asked group: 17



Top performing service areas

Consultation and engagement (index score of 52) is the area where Council performed best in 2020, improving by three index points from 2019 (noting this is not a statistically significant improvement).

- After steady ratings in this area since 2016, ratings are now similar to peaks seen in 2014 and 2015.
- Council performs in line with the Large Rural group average in this service area, but significantly lower than the State-wide average.
- All demographic and geographic cohorts improved in their perceptions of consultation and engagement in the past year. However, ratings among residents aged 18 to 34 years (index score of 59) are significantly higher than the Council-wide average.

Lobbying is Council's next highest rated service area (index score of 49, up two points from 2019). Positively, declines in performance ratings on lobbying in 2019 have been recovered this year.

- Ratings among residents aged 18 to 34 years (index score of 56) are significantly higher than average. Residents aged 50 to 64 years rate this service area significantly lower (39).
- Council performs significantly lower than the Large Rural group and State-wide average for lobbying.



Consultation and engagement (index score of 52) is the area where Council performed best in 2020, improving by three index points from 2019.



Lower performing service areas



Council did not experience any declines in performance ratings of core service areas in 2020.

Council rates lower – relative to its performance in other areas – in the areas of sealed local roads (index score of 41) and community decisions (index score of 46), although performance in both these areas improved over the past year (noting these are not statistically significant improvements).

- Ratings on community decisions improved by three points this year. Following a significant decline in 2019, performance ratings have managed to bounce back and are now similar to results seen across 2016 to 2018.
- Performance on sealed local roads improved by one index point, mostly consistent with ratings seen since 2017.

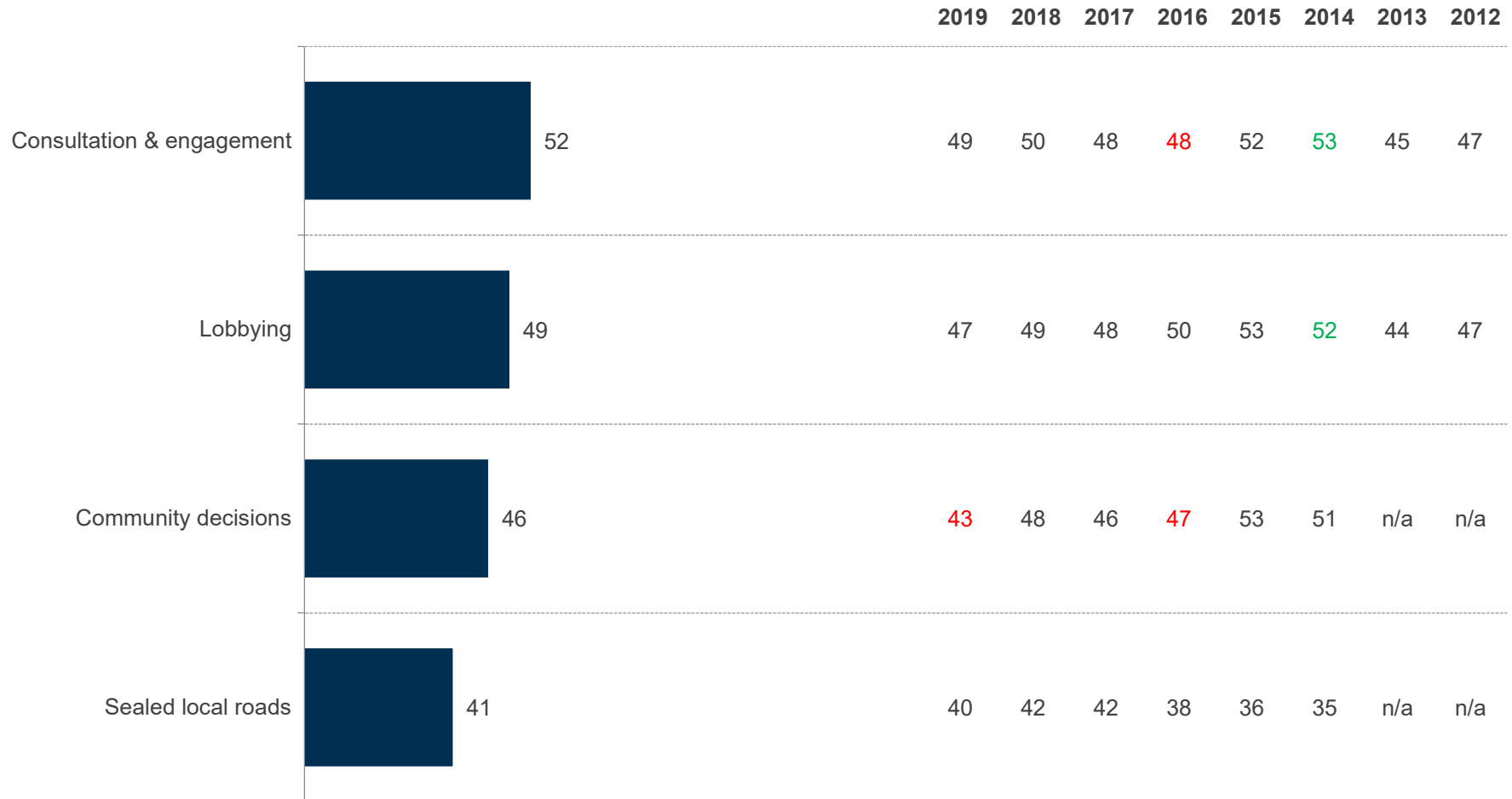
East Ward residents improved significantly in their ratings on sealed local roads, while Central Ward residents declined significantly – demonstrating where attention should be focused first.

- Ratings on community decisions improved among most demographic and geographic cohorts.
- Council is rated significantly lower than the Large Rural group and State-wide averages in both these areas.



Individual service area performance

2020 individual service area performance (index scores)

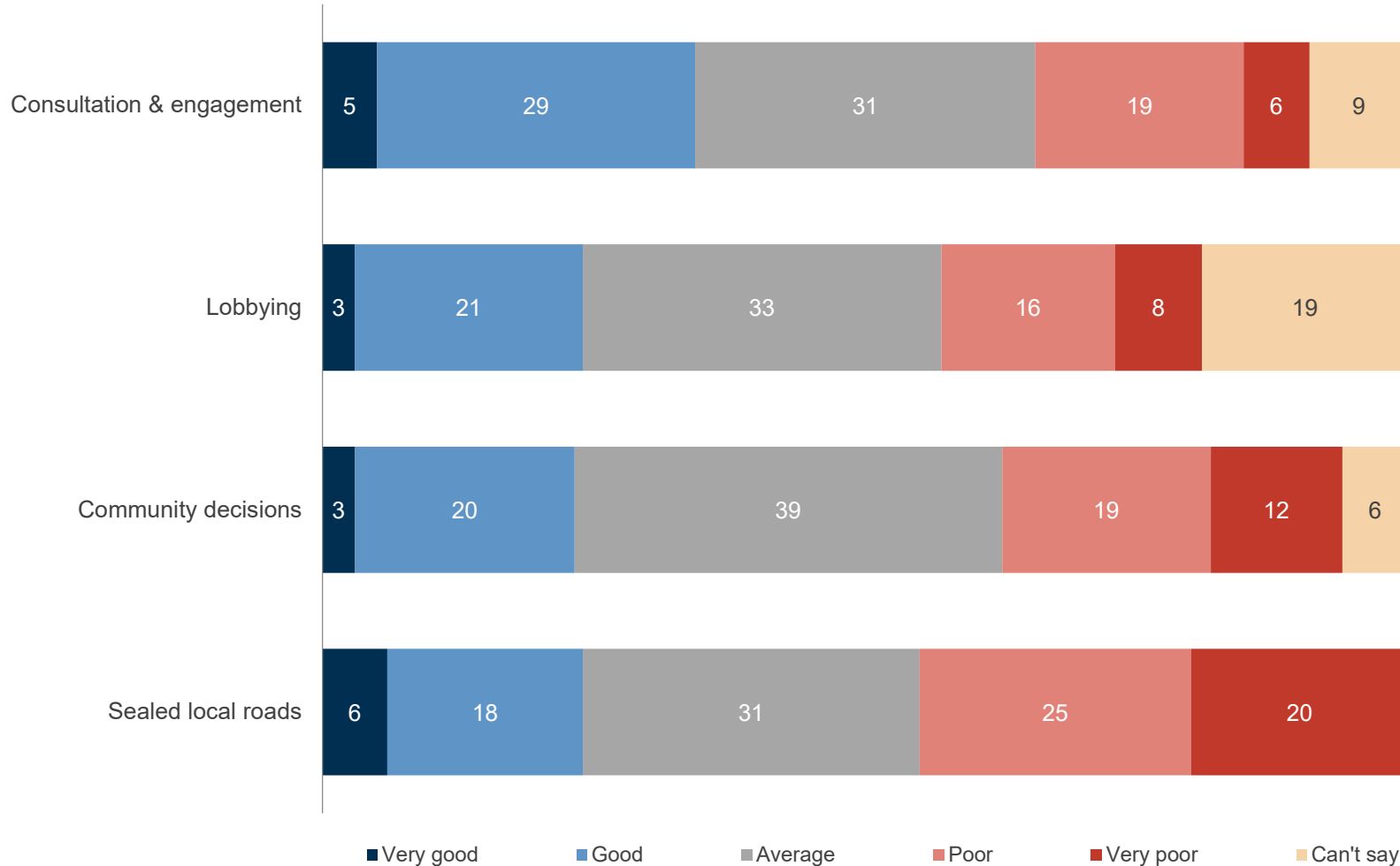


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2020 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

Customer service



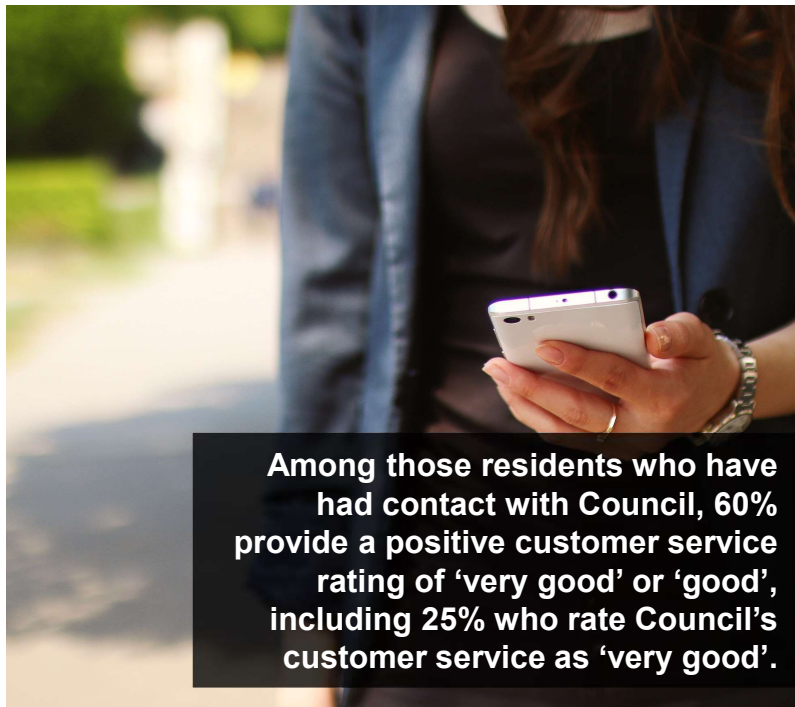


Contact with council and customer service

Contact with council

Three in five Council residents (60%) have had contact with Council in the last 12 months. Rate of contact is a significant eight percentage points lower than last year, which had been Council's highest rate of contact to date.

Telephone (33%) and in person (27%) are the main methods of contacting Council, followed by email (22%).



Among those residents who have had contact with Council, 60% provide a positive customer service rating of 'very good' or 'good', including 25% who rate Council's customer service as 'very good'.

Customer service

Council's customer service index score of 64 is down two points from 2019. After lows seen in 2017 and 2018, Council had managed to improve its customer service rating by five points last year, but has not been able to further consolidate these gains.

Customer service in 2020 is rated similar to the Large Rural group average but significantly lower than the State-wide average (index scores of 68 and 70 respectively).

- There are no significant differences across the demographic and geographic cohorts in the customer service index score compared to the 2020 Council average.

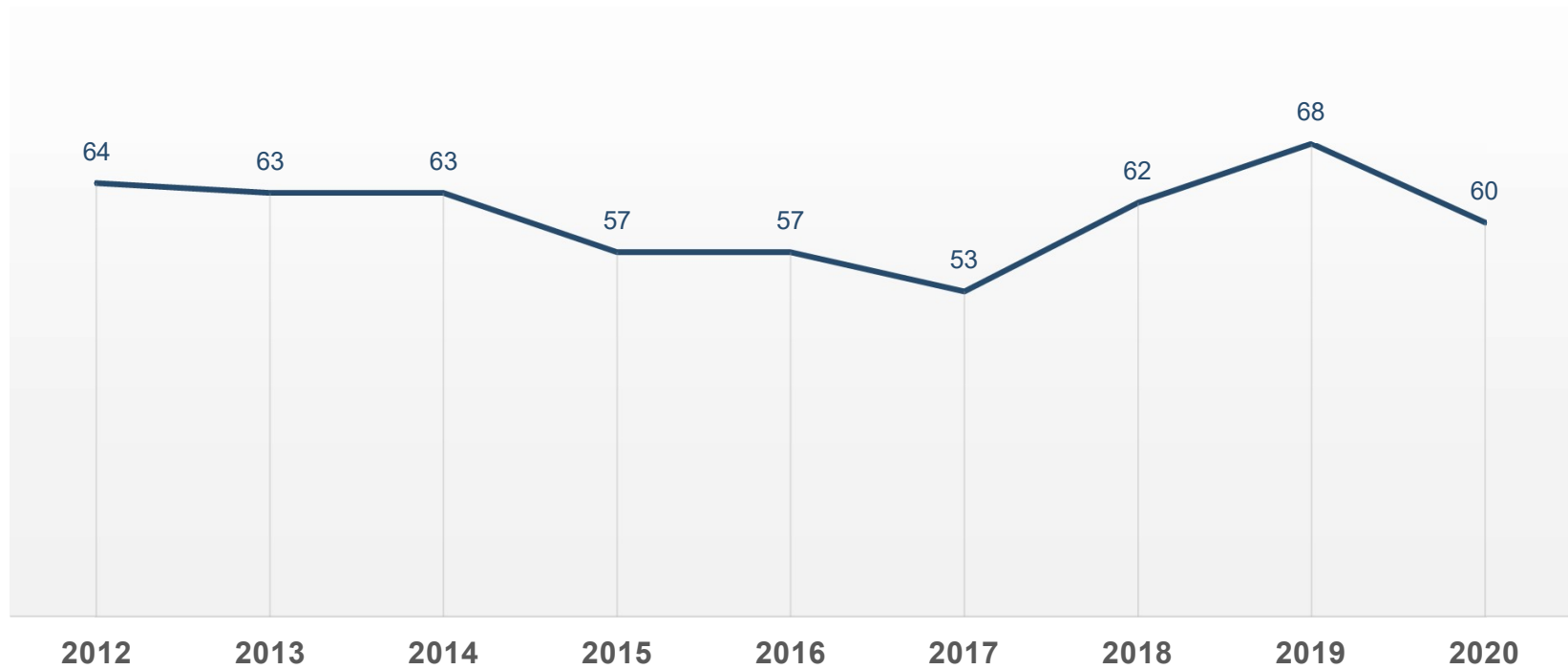
Customer service ratings are highest among residents who communicated with Council in-person (index score of 71) and telephone (69), and lowest among those who communicated via email (42).

- Of those who contact Council via email, 46% rate Council's customer service as 'poor' or 'very poor'. Given 22% of residents who contacted Council did so via email, this is an area where attention is required.



Contact with council

2020 contact with council (%)
Have had contact

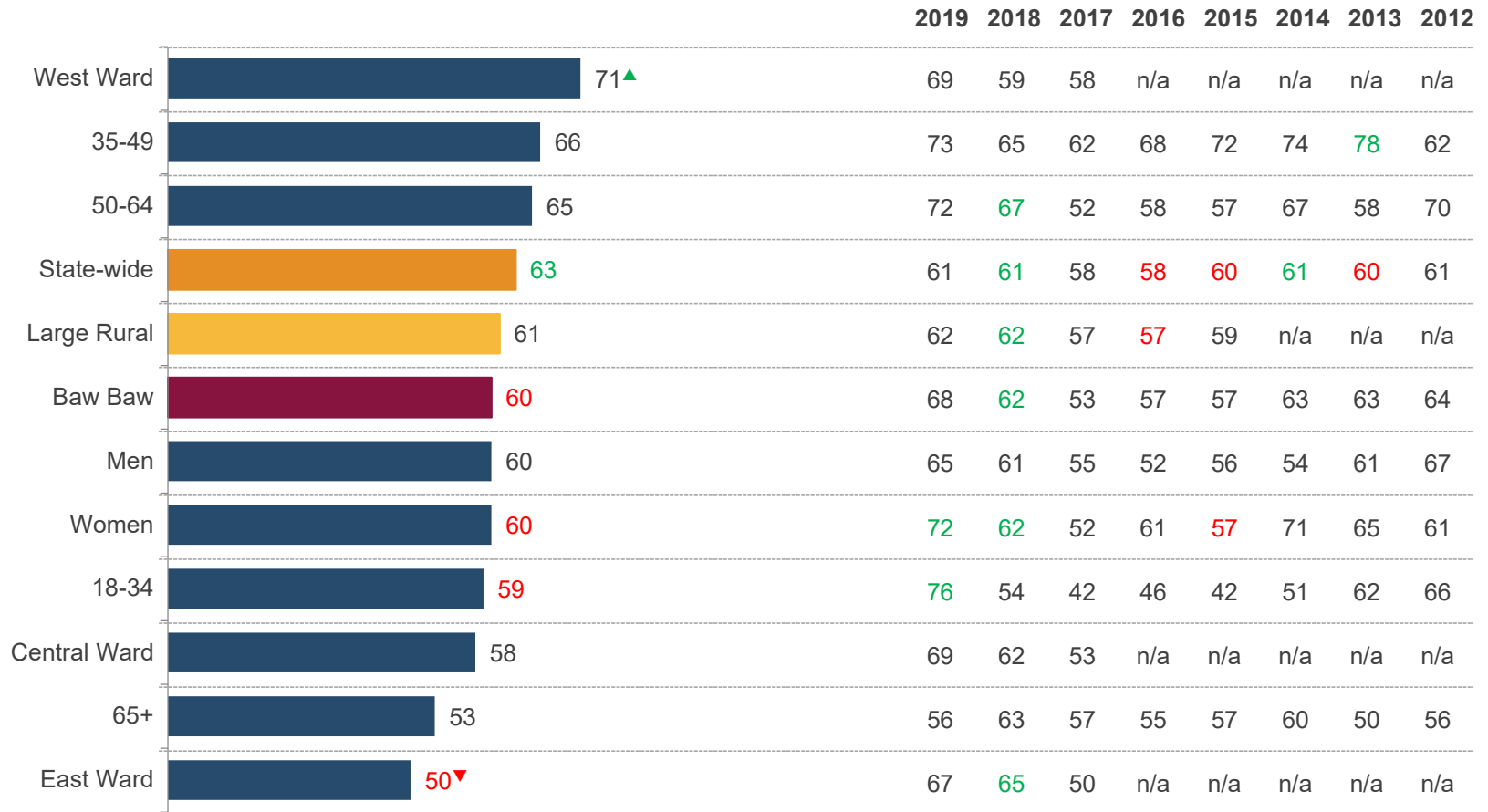


Q5a. Have you or any member of your household had any recent contact with Baw Baw Shire Council in any of the following ways?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10



Contact with council

2020 contact with council (%)



Q5a. Have you or any member of your household had any recent contact with Baw Baw Shire Council in any of the following ways?
 Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Customer service rating

2020 customer service rating (index scores)

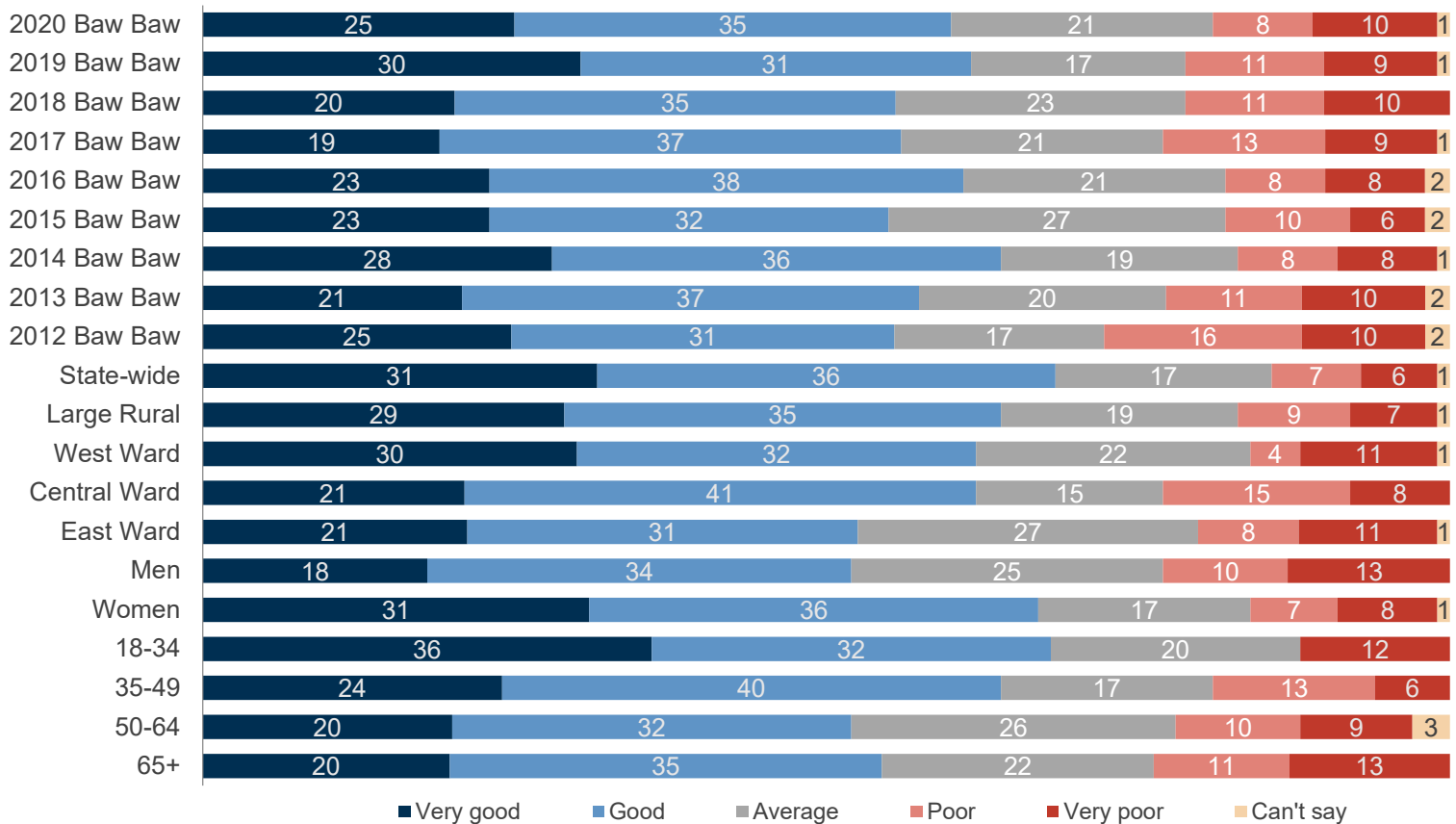
	2019	2018	2017	2016	2015	2014	2013	2012	
18-34	70	73	56	63	69	63	63	69	60
State-wide	70▲	71	70	69	69	70	72	71	71
Women	69	72	63	67	65	69	71	65	66
Large Rural	68	69	67	66	67	67	n/a	n/a	n/a
West Ward	67	68	59	61	n/a	n/a	n/a	n/a	n/a
35-49	66	62	55	53	68	65	68	61	60
Baw Baw	64	66	61	61	66	64	67	62	61
Central Ward	63	66	61	62	n/a	n/a	n/a	n/a	n/a
50-64	61	59	67	62	56	67	68	55	60
East Ward	61	63	63	61	n/a	n/a	n/a	n/a	n/a
65+	59	67	65	67	68	63	69	69	67
Men	59	59	60	56	67	60	62	60	57

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: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.



Customer service rating

2020 customer service rating (%)

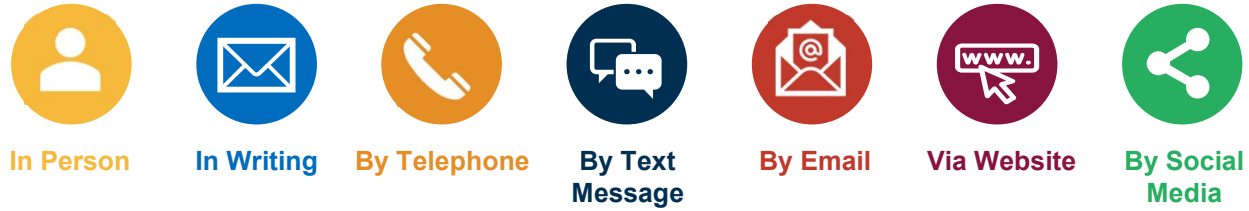


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 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked state-wide: 62 Councils asked group: 17



Method of contact with council

2020 method of contact (%)



Q5a. Have you or any member of your household had any recent contact with Baw Baw Shire Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10

Note: Respondents could name multiple contacts methods so responses may add to more than 100%



Customer service rating by method of last contact

2020 customer service rating (index score by method of last contact)



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: 26 Councils asked group: 7

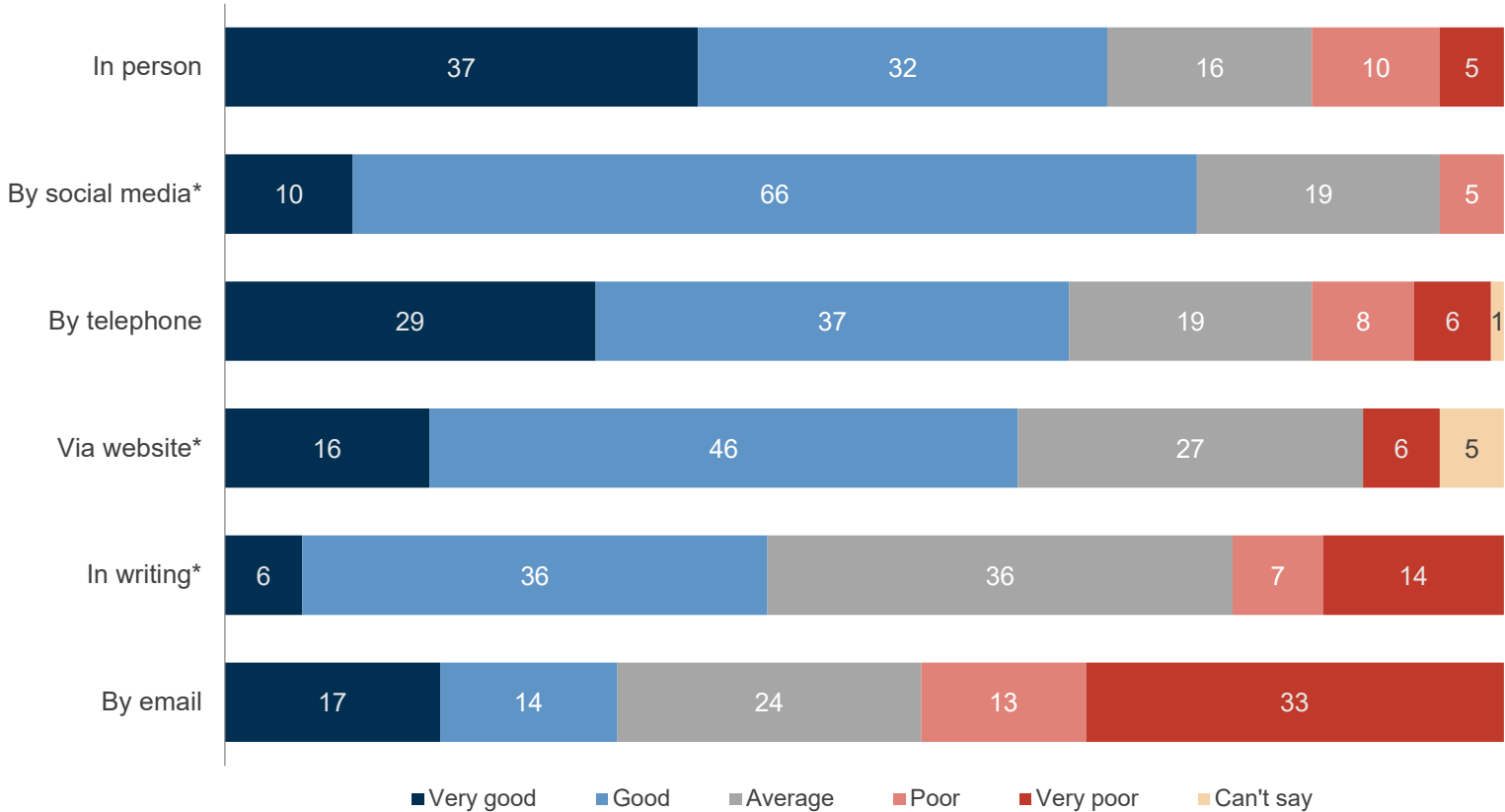
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2020 customer service rating (% by method of last contact)



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: 26 Councils asked group: 7
 *Caution: small sample size < n=30



Communication

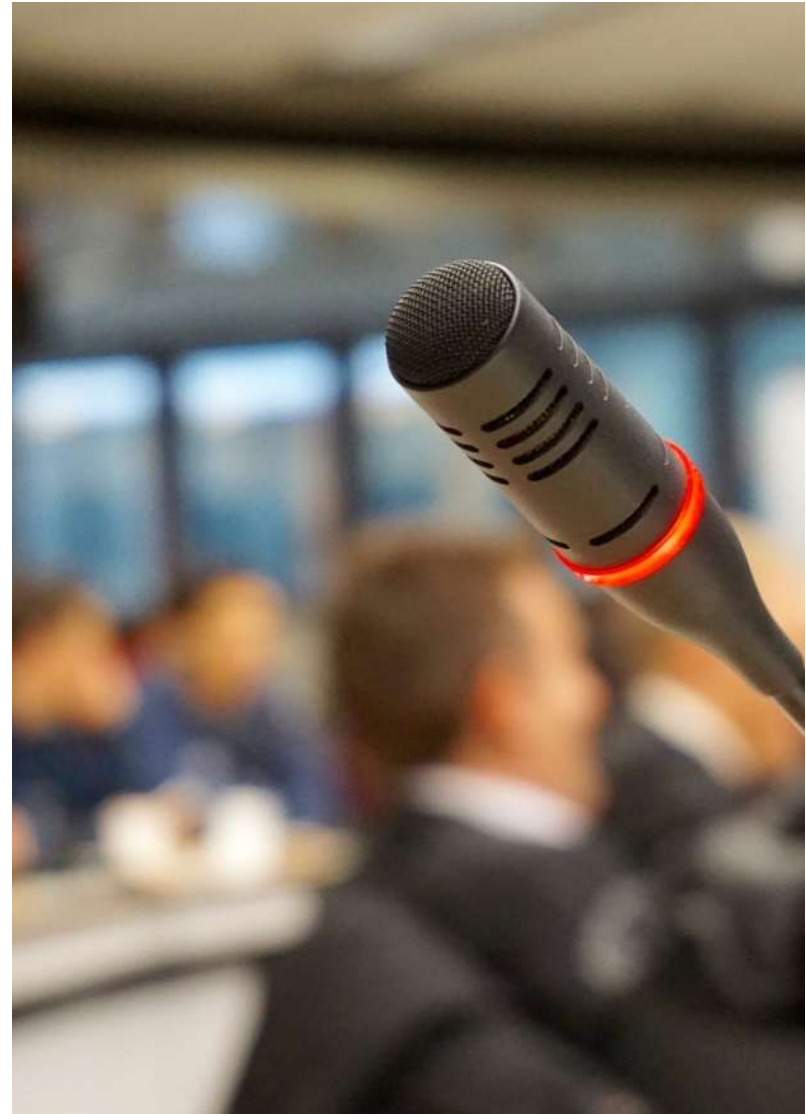


Communication

The most preferred form of communication from Council is newsletters sent via email (23%), although preference for this form of communication has declined four percentage points since 2019. A similar proportion of residents prefer communication via Council newsletters sent via mail (22%).

- The most preferred form of communication among under 50s is newsletters sent via email (25%). Newsletters sent via mail and communication via social media (both 22%) are also common preferences among this group.
- The most preferred form of communication among over 50s is newsletters sent via mail (22%). Newsletters sent via email (21%) and advertising in a local newspaper (18%) are also common preferences among this group.

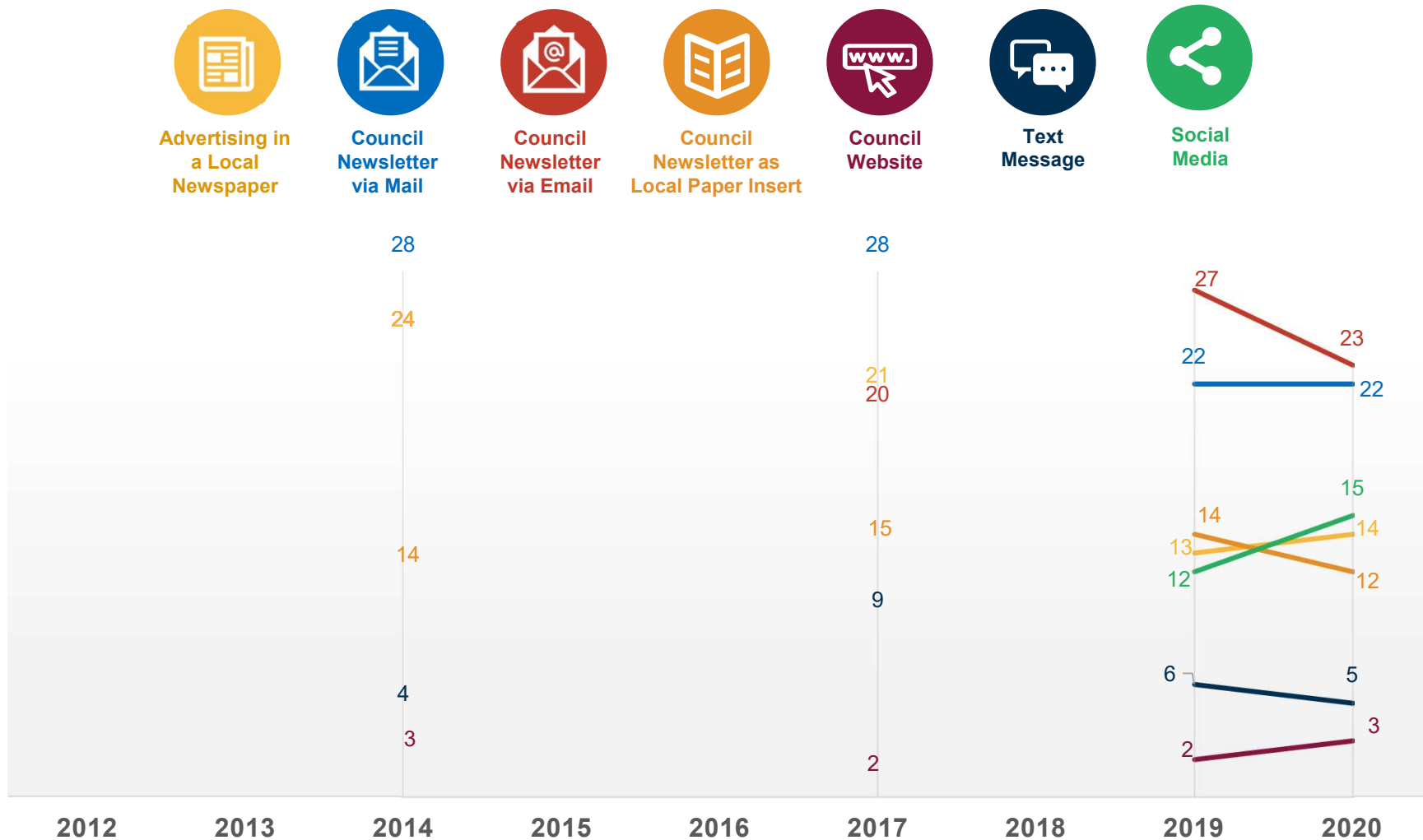
Notably, overall preference for communication via social media increased by three percentage points to 15%.





Best form of communication

2020 best form of communication (%)

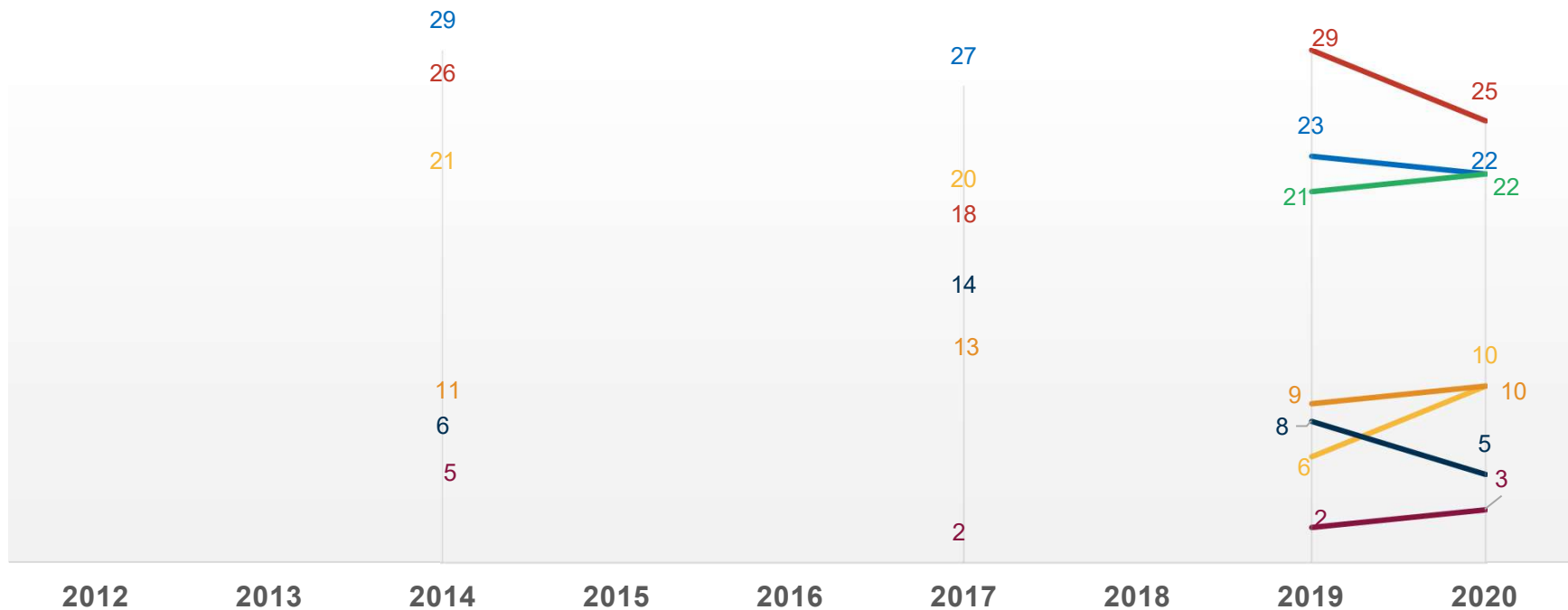


Q13. If Baw Baw Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 9
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2020 under 50s best form of communication (%)

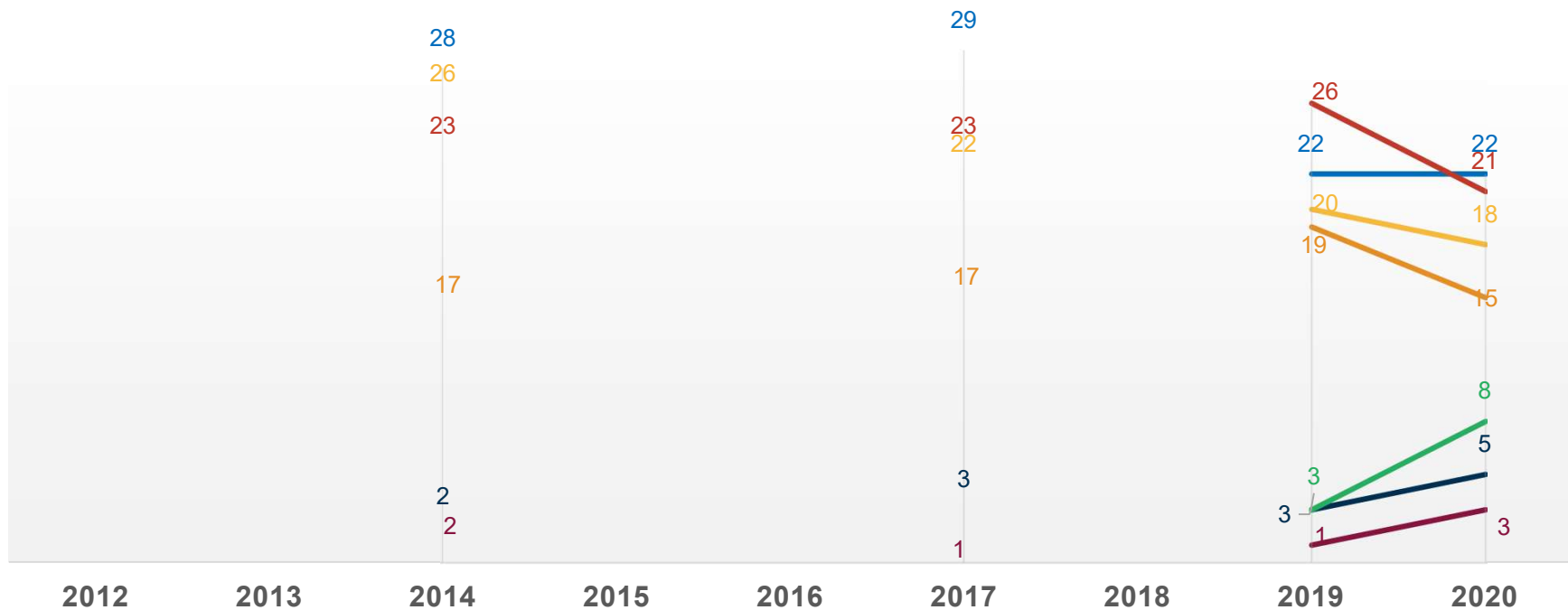


Q13. If Baw Baw Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked state-wide: 33 Councils asked group: 9
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2020 over 50s best form of communication (%)



Q13. If Baw Baw Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged over 50. Councils asked state-wide: 33 Councils asked group: 9
 Note: 'Social Media' was included in 2019.



Council direction



Council direction

Perceptions of Council's overall direction is mostly consistent with that seen in 2019. Over the last 12 months, 58% of people believe the direction of Council's overall performance has stayed the same, up one percentage point on 2019.

- 12% believe the direction of Council's overall performance has improved in the last 12 months (down two points on 2019).
- 23% believe it has deteriorated (unchanged from 2019).
- The most satisfied with council direction are those aged 18 to 34 years (this group provides a significantly higher index rating than the Council average) and West Ward residents.
- The least satisfied with council direction are those aged 65+ years and Central Ward residents.





Overall council direction last 12 months

2020 overall direction (index scores)

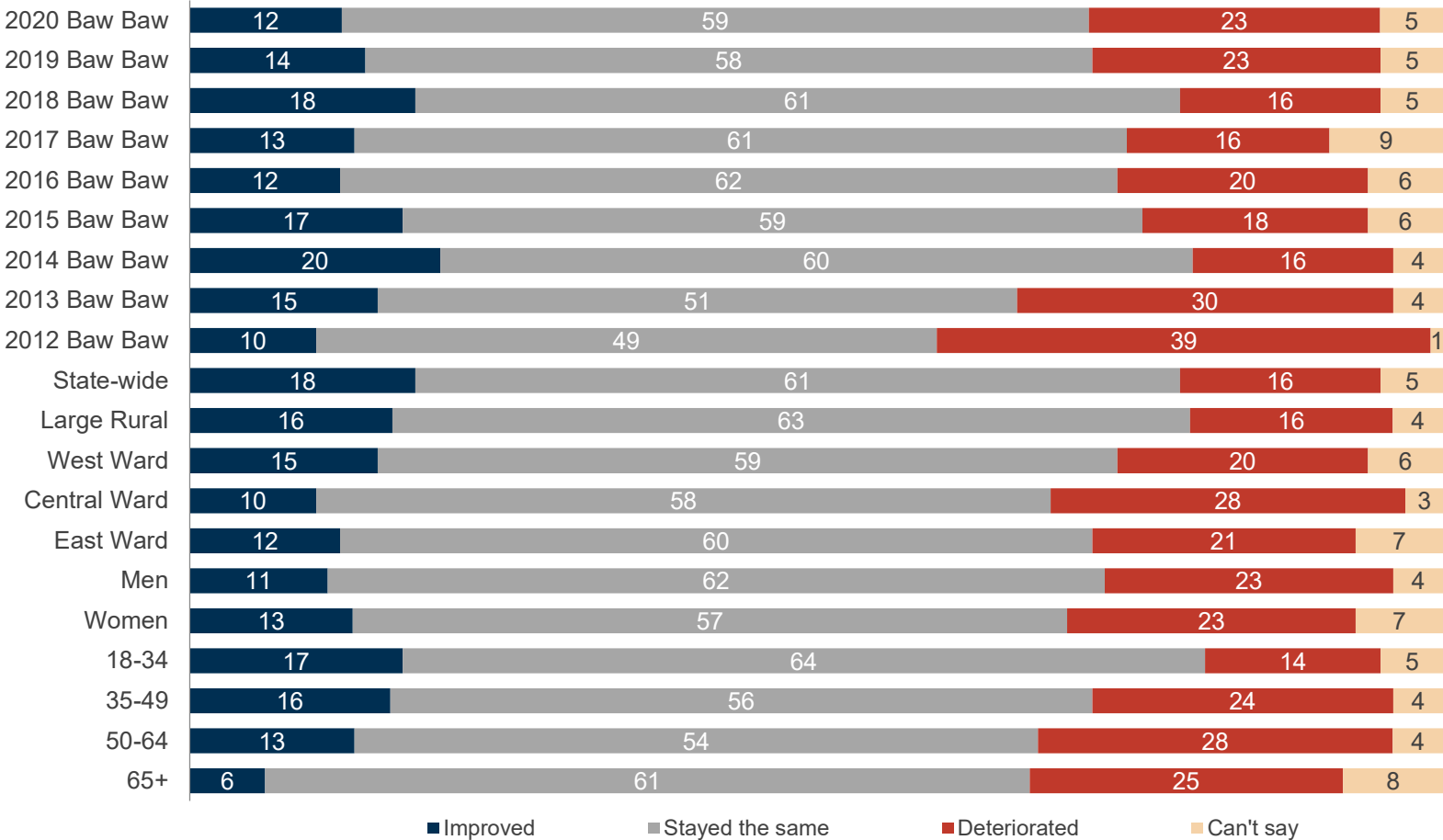
	2019	2018	2017	2016	2015	2014	2013	2012
18-34	54	55	53	50	46	52	46	48
State-wide	53	52	53	51	53	53	53	52
Large Rural	51	52	52	48	51	n/a	n/a	n/a
West Ward	46	48	49	n/a	n/a	n/a	n/a	n/a
35-49	45	50	49	45	52	45	37	34
East Ward	42	51	46	n/a	n/a	n/a	n/a	n/a
Women	48	52	50	44	51	53	44	35
Baw Baw	45	51	48	46	50	52	42	35
Men	43	50	46	48	48	51	40	36
50-64	39	48	45	43	51	49	37	28
Central Ward	48	54	50	n/a	n/a	n/a	n/a	n/a
65+	43	51	46	46	49	59	55	29

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: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.



Overall council direction last 12 months

2020 overall council 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: 62 Councils asked group: 17



Individual service areas



Community consultation and engagement performance



2020 consultation and engagement performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	54	52	59	49	58	52	52	55
West Ward	54	51	50	n/a	n/a	n/a	n/a	n/a
State-wide	56	55	55	54	56	57	57	57
Large Rural	54	54	52	52	54	n/a	n/a	n/a
Women	52	54	49	48	53	55	47	50
Baw Baw	49	50	48	48	52	53	45	47
65+	49	50	45	51	48	56	44	42
East Ward	46	52	45	n/a	n/a	n/a	n/a	n/a
Central Ward	46	48	48	n/a	n/a	n/a	n/a	n/a
Men	46	47	46	49	50	51	43	44
35-49	44	53	43	49	52	53	47	48
50-64	46	46	43	43	50	51	39	41

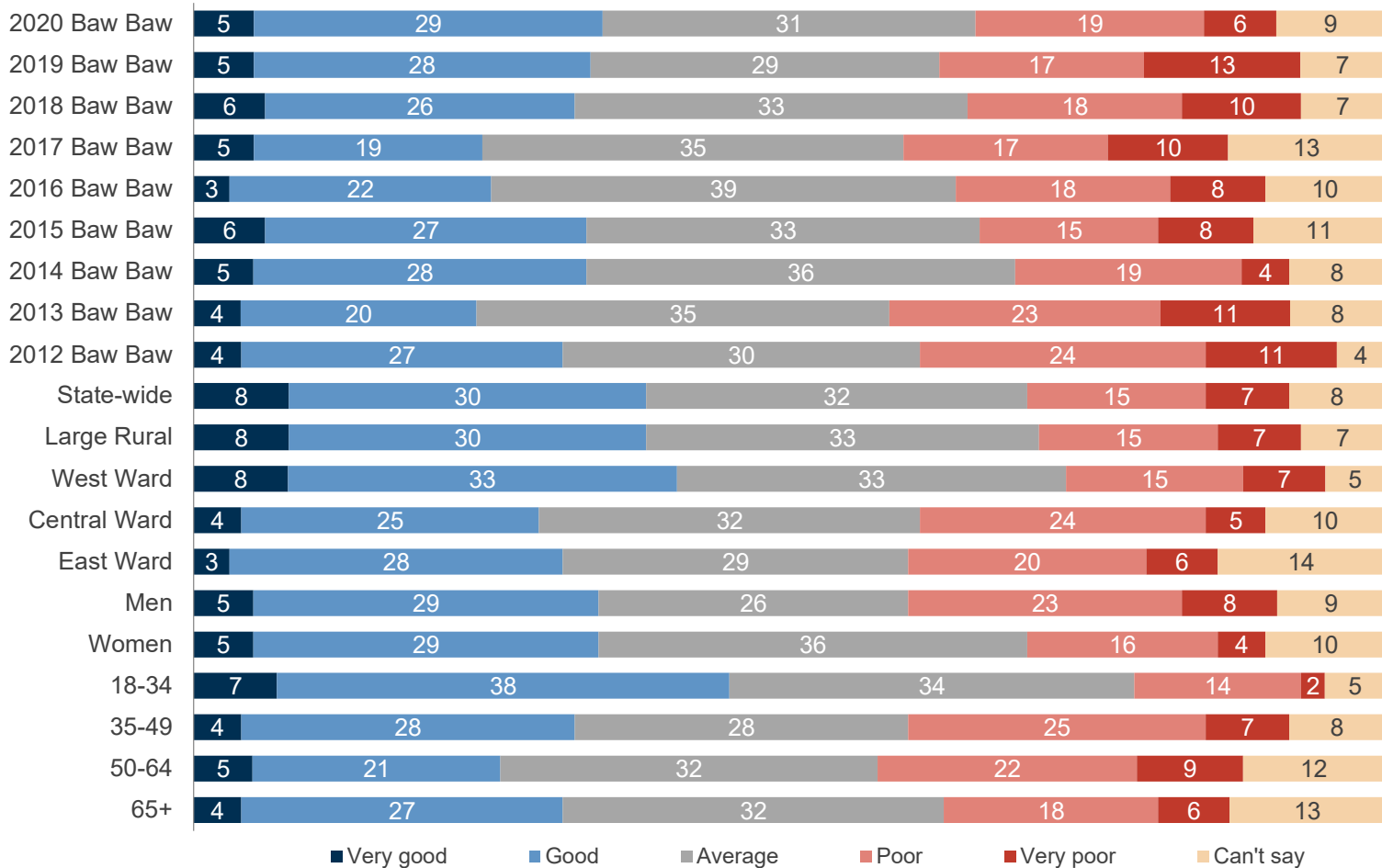
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2020 consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



Lobbying on behalf of the community performance



2020 lobbying performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	50	52	58	55	62	51	51	55
State-wide	54	54	54	53	55	56	55	55
Large Rural	52	52	51	50	53	n/a	n/a	n/a
Women	49	51	50	48	52	53	45	47
65+	50	48	46	54	48	58	44	48
Central Ward	44	46	45	n/a	n/a	n/a	n/a	n/a
East Ward	46	51	49	n/a	n/a	n/a	n/a	n/a
Baw Baw	47	49	48	50	53	52	44	47
West Ward	49	49	51	n/a	n/a	n/a	n/a	n/a
Men	44	47	47	53	54	50	43	46
35-49	42	49	46	47	51	46	43	41
50-64	43	46	41	41	53	51	38	44

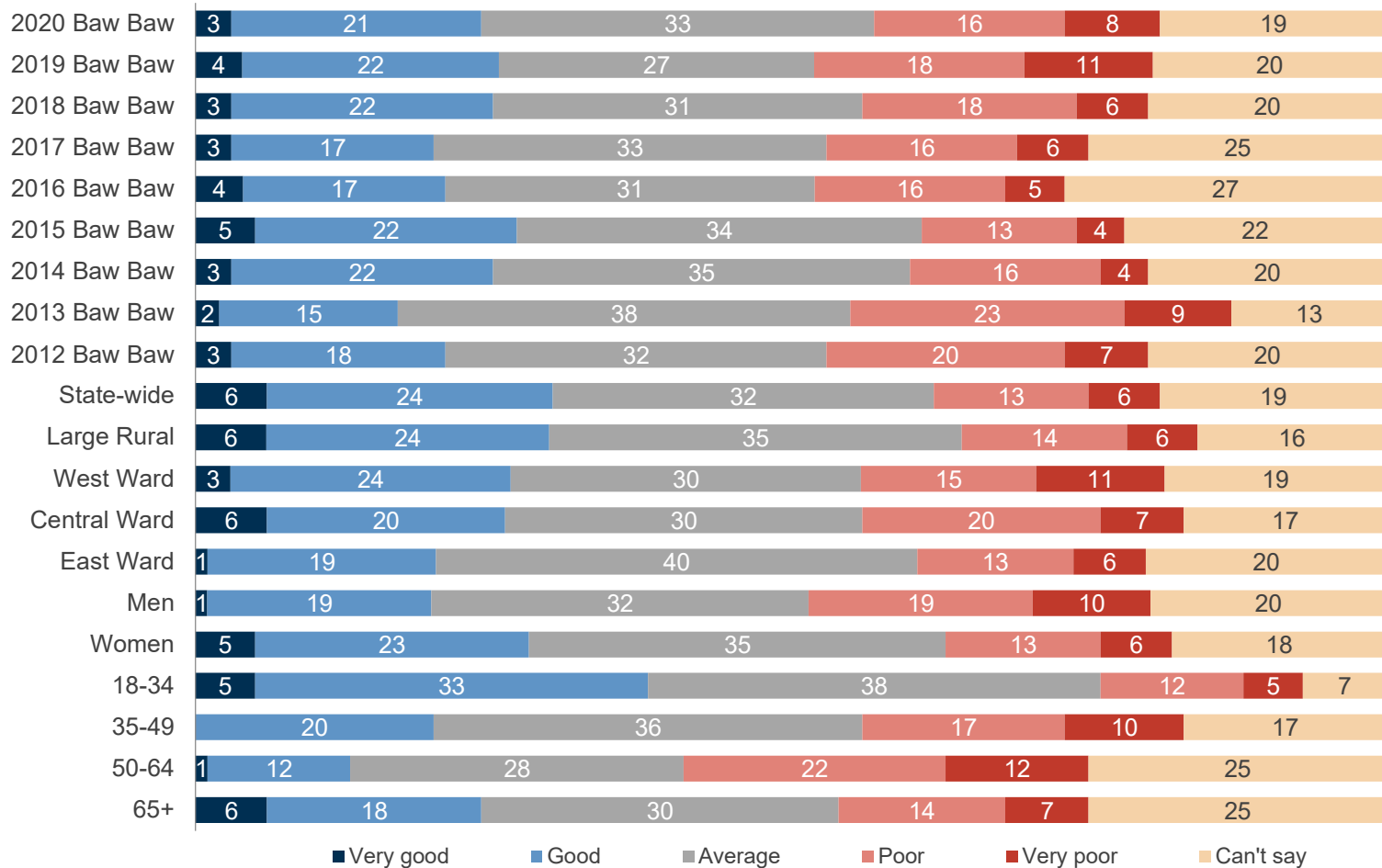
Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2020 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: 62 Councils asked group: 17

Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)

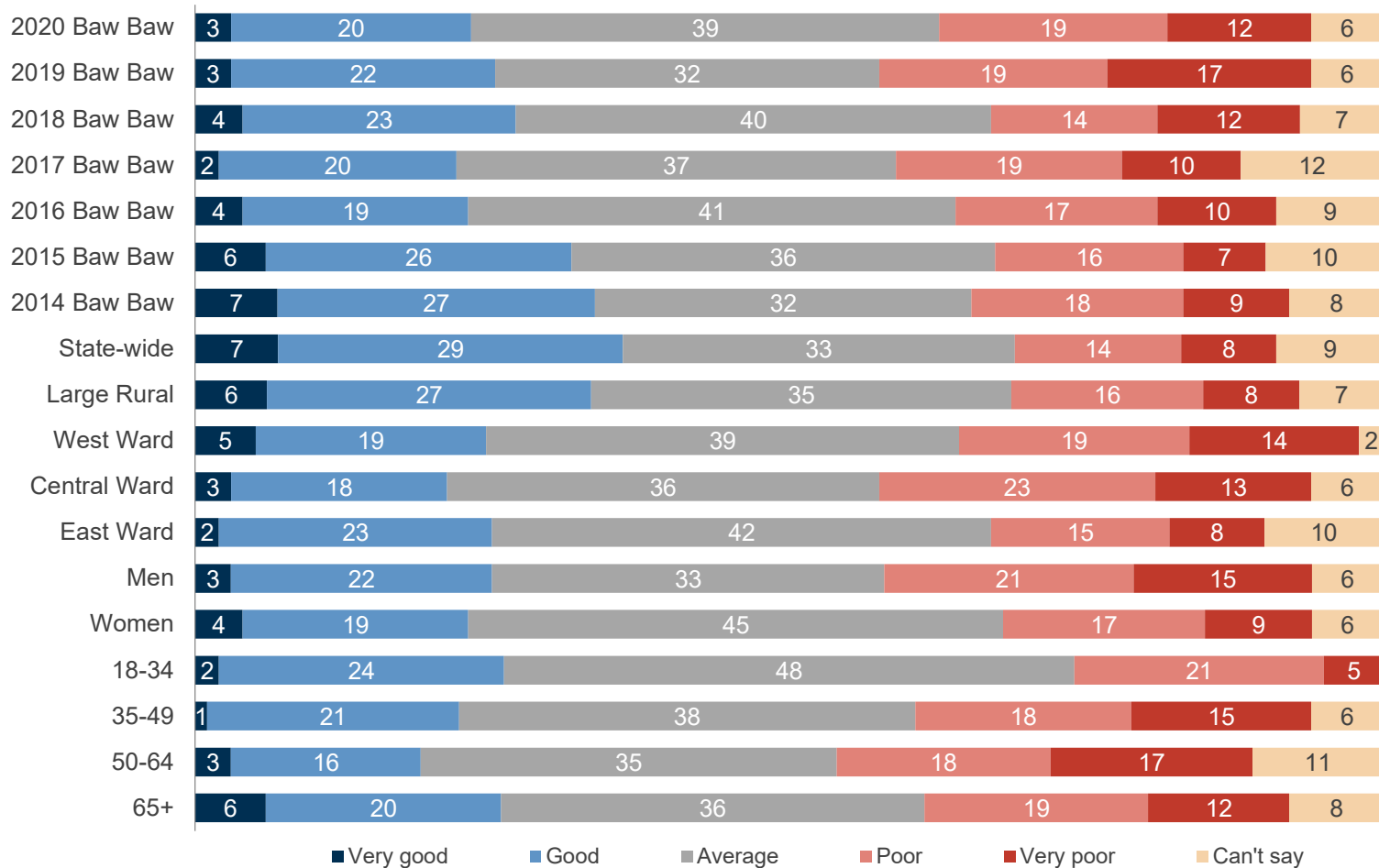
	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	55	54	54	54	55	57	n/a	n/a
Large Rural	52	52	51	50	52	n/a	n/a	n/a
18-34	51	48	56	50	62	49	n/a	n/a
East Ward	44	49	44	n/a	n/a	n/a	n/a	n/a
Women	46	49	49	46	54	52	n/a	n/a
65+	47	49	42	51	46	55	n/a	n/a
Baw Baw	43	48	46	47	53	51	n/a	n/a
West Ward	47	48	50	n/a	n/a	n/a	n/a	n/a
Men	41	47	43	48	51	50	n/a	n/a
Central Ward	39	47	44	n/a	n/a	n/a	n/a	n/a
35-49	37	47	44	45	53	49	n/a	n/a
50-64	38	48	42	41	51	50	n/a	n/a

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance



2020 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

The condition of sealed local roads in your area performance



2020 sealed local roads performance (index scores)

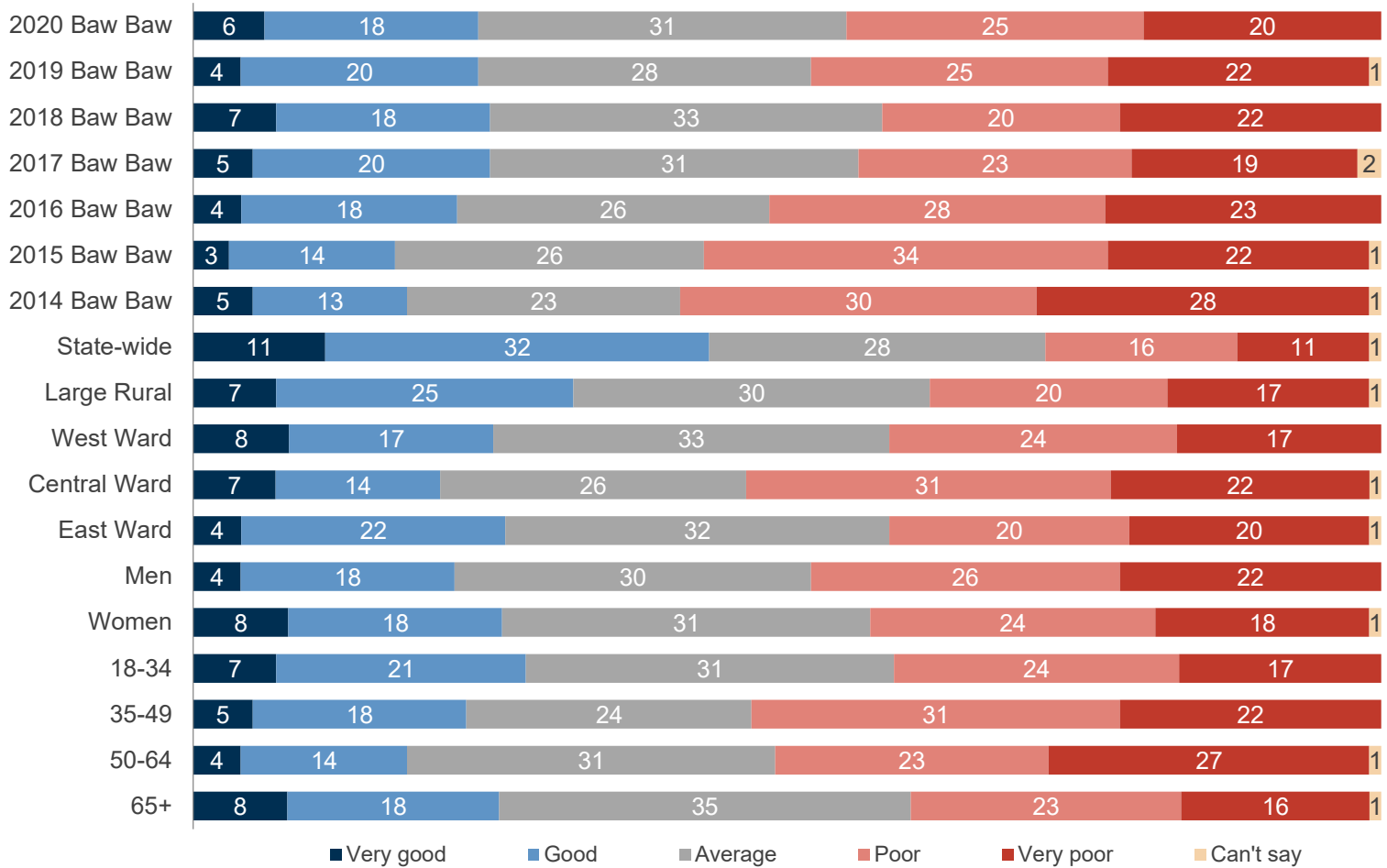
	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56	53	53	54	55	55	n/a	n/a
Large Rural	47	45	43	44	45	n/a	n/a	n/a
65+	44	43	46	44	37	44	n/a	n/a
18-34	38	44	48	38	39	27	n/a	n/a
Women	39	42	46	35	38	37	n/a	n/a
West Ward	41	44	46	n/a	n/a	n/a	n/a	n/a
East Ward	31	37	39	n/a	n/a	n/a	n/a	n/a
Baw Baw	40	42	42	38	36	35	n/a	n/a
Men	40	42	38	41	33	32	n/a	n/a
Central Ward	47	45	42	n/a	n/a	n/a	n/a	n/a
35-49	39	41	38	33	30	30	n/a	n/a
50-64	35	39	37	34	36	36	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: 62 Councils asked group: 17
 Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance



2020 sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17



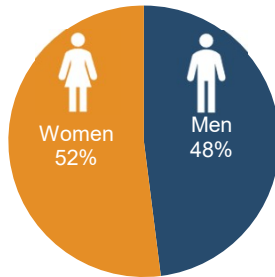
**Detailed
demographics**



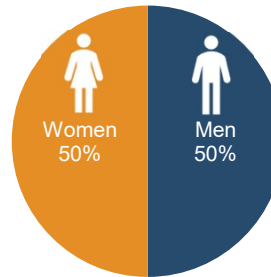
Gender and age profile

2020 gender

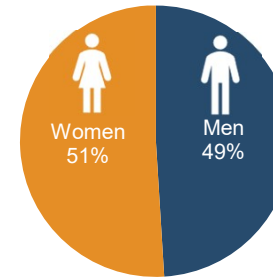
Baw Baw



Large Rural

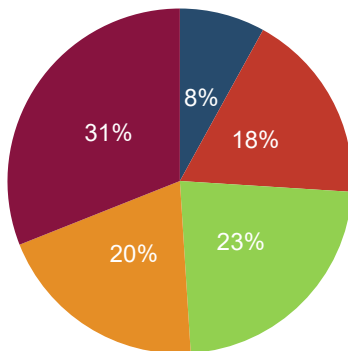


State-wide

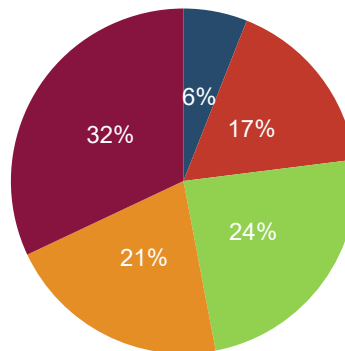


2020 age

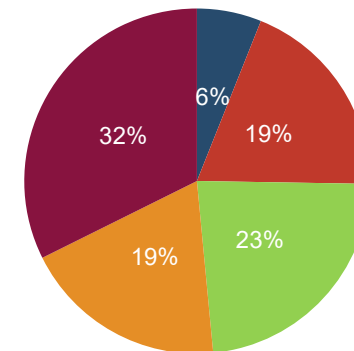
Baw Baw



Large Rural



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?

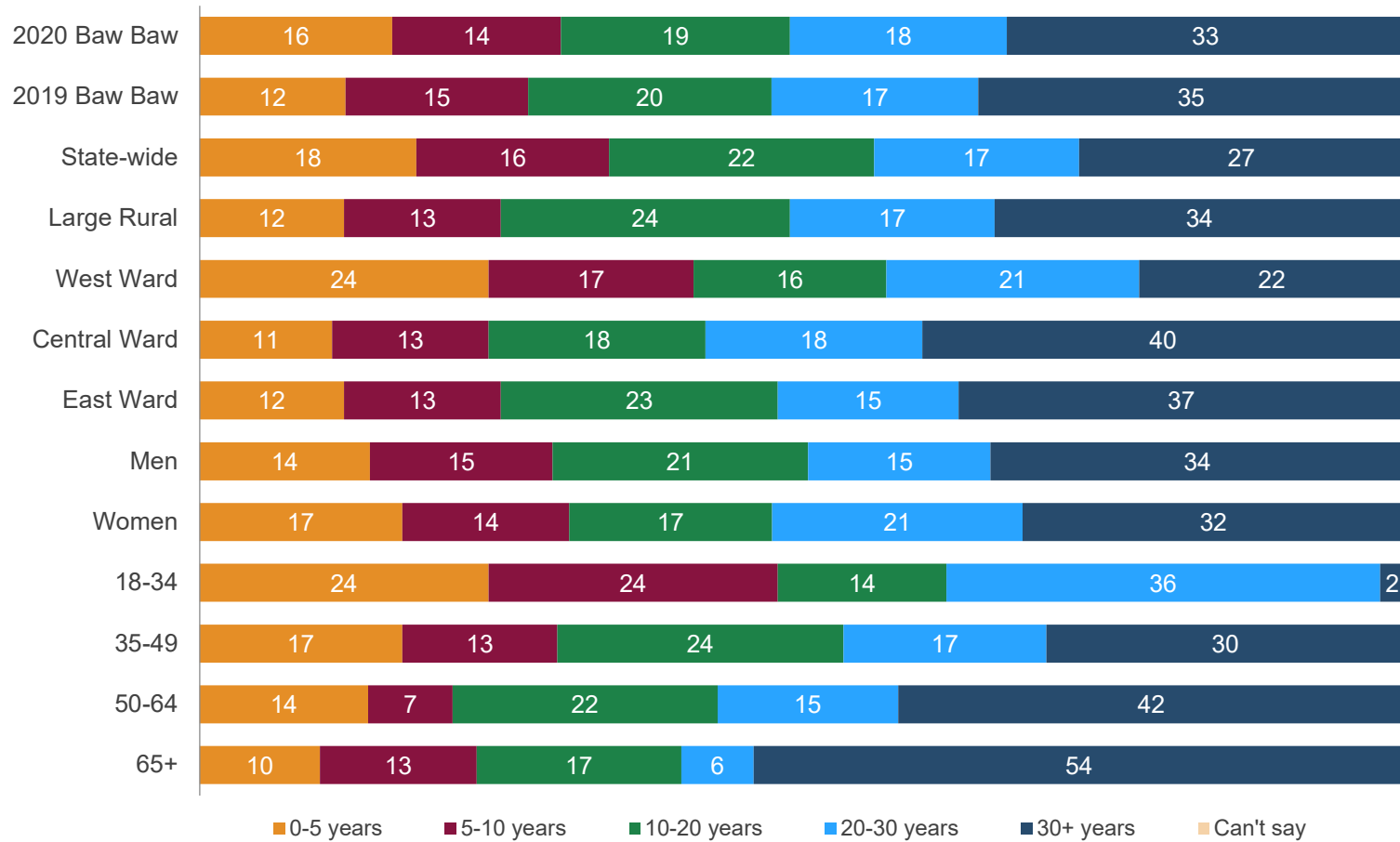
Base: All respondents. Councils asked state-wide: 62 Councils asked group: 17

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.




Years lived in area

2020 years lived in area (%)



S5. How long have you lived in this area?/How long have you owned a property in this area?
 Base: All respondents. Councils asked state-wide: 11 Councils asked group: 4



**Appendix A:
Index scores,
margins of error
and significant
differences**



Appendix A: Index Scores

Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	INDEX SCORE 56



Appendix A: Margins of error

The sample size for the 2020 State-wide Local Government Community Satisfaction Survey for Baw Baw Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% 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 39,900 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	181	193	+/-7.3
Women	219	207	+/-6.6
West Ward	128	139	+/-8.7
Central Ward	136	128	+/-8.4
East Ward	136	132	+/-8.4
18-34 years	42	103	+/-15.3
35-49 years	103	91	+/-9.7
50-64 years	101	82	+/-9.8
65+ years	154	125	+/-7.9



Appendix A: Significant difference reporting notation

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

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

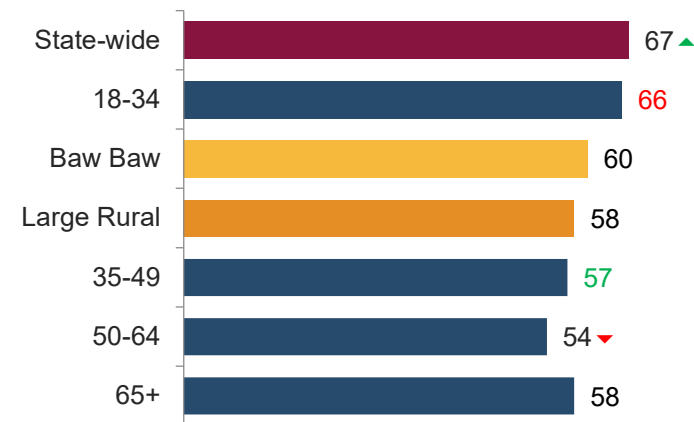
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2019.

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 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

**Overall Performance – Index Scores
(example extract only)**





Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



**Appendix B:
Further project
information**



Appendix B: Further information

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2020 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:
admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2020 results are compared with previous years, as detailed below:

- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=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.

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 60% 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 30th January – 22nd March, 2020.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 62 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2020 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 and Small Rural.

Councils participating in the Large Rural group are:

- Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, 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 2020 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: 2012 survey revision

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 2012-2020 have been made throughout this report as appropriate.



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2020 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 2020 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 2020 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.



Appendix B: Glossary of terms

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

CSS: 2020 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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