



2021 Local Government Community Satisfaction Survey

Baw Baw Shire Council

Coordinated by the Department of Jobs,
Precincts and Regions on behalf of
Victorian councils



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Background and objectives

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

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

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

- councils' overall performance, with benchmarking against State-wide and council group results
- value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services and
- overall council direction.

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

Serving Victoria for 22 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 22 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.

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. It has a glowing, network-like pattern of white lines and nodes, resembling a map or a data visualization, overlaid on its structure.

Key findings and recommendations



Baw Baw Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Baw Baw 54








State-wide 61



Large Rural 58

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	 Sealed local roads  Community decisions  Lobbying
Compared to group average	 Waste management	 Sealed local roads



Summary of core measures

Index scores


Overall
performance


Consultation &
engagement

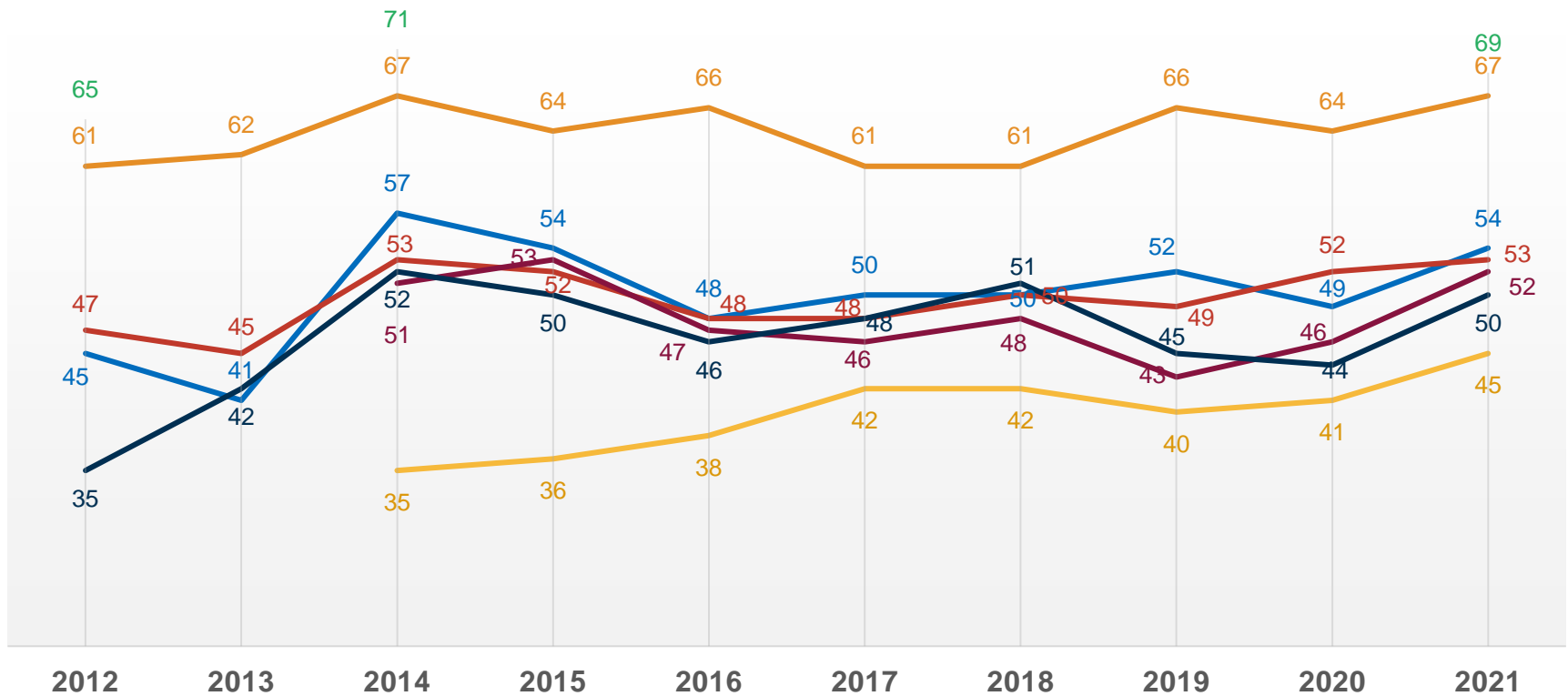

Community
decisions


Sealed
local
roads


Waste
management


Customer
service

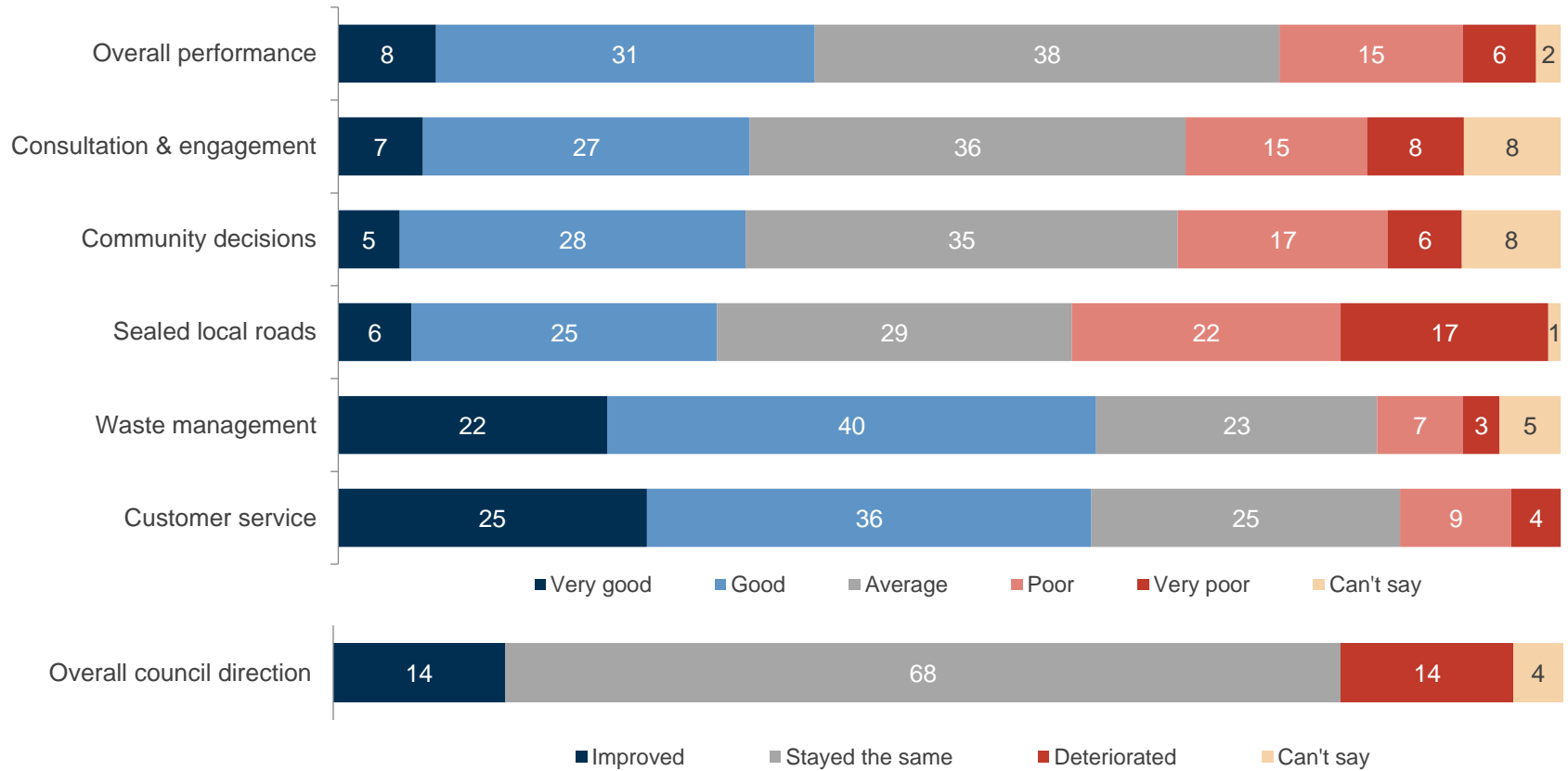

Overall
council
direction














Summary of core measures

Core measures summary results (%)





Summary of Baw Baw Shire Council performance

Services		Baw Baw 2021	Baw Baw 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Overall performance	54	49	58	61	Aged 18-34 years	Aged 50-64 years
	Value for money	45	-	50	54	Aged 65+ years, Aged - 34 years, Women	Aged 50-64 years
	Overall council direction	50	44	51	53	West Ward residents	Central Ward residents
	Customer service	67	64	68	70	Women	Aged 18-34 years, Men
	Waste management	69	-	66	69	Women, Aged 65+ years	Men, Aged 35-49 years
	Consultation & engagement	53	52	54	56	Aged 18-34 years	Aged 50-64 years
	Community decisions	52	46	54	56	Aged 18-34 years	Aged 50-64 years
	Lobbying	52	49	54	55	Aged 18-34 years	Aged 50-64 years
	Sealed local roads	45	41	50	57	Aged 65+ years	Aged 50-64 years



Focus areas for the next 12 months

Overview

Baw Baw Shire Council's overall performance experienced a significant five-point increase in 2021. Positively, performance ratings of all metrics have increased in the past year, approaching the peak levels seen across 2014 and 2015. Notably, ratings in community decisions and the direction of Council's overall performance both experienced a six-point increase. Improvements in customer service are also evident in 2021, following a slight decline in the result previously.

Focus areas

Sealed local roads remains an area that warrants further attention in the next 12 months. Council consistently rates lowest in this area relative to its performance in other areas, noting that performance is trending up over time. Given residents aged 50 to 64 years return the lowest rating on most core metrics, including overall performance, this is a cohort that may also warrant extra attention in the coming 12 months in order to improve perceptions of Council's overall performance.

Comparison to state and area grouping

Council performs significantly higher than the Large Rural group average on waste management. Council rates significantly lower than the State-wide and Large Rural group averages for its performance on sealed local roads. On the other core service areas, Council performs significantly lower than the State-wide average and in line with the Large Rural group average.

Maintain gains achieved to date

In the year ahead, Council should look to uphold and build upon its improved performance. In particular, Council should continue to focus on upholding its improved performance in decisions made in the interest of the community, to bring it even closer to the State-wide and Large Rural group averages.

DETAILED FINDINGS



Overall performance



Overall performance

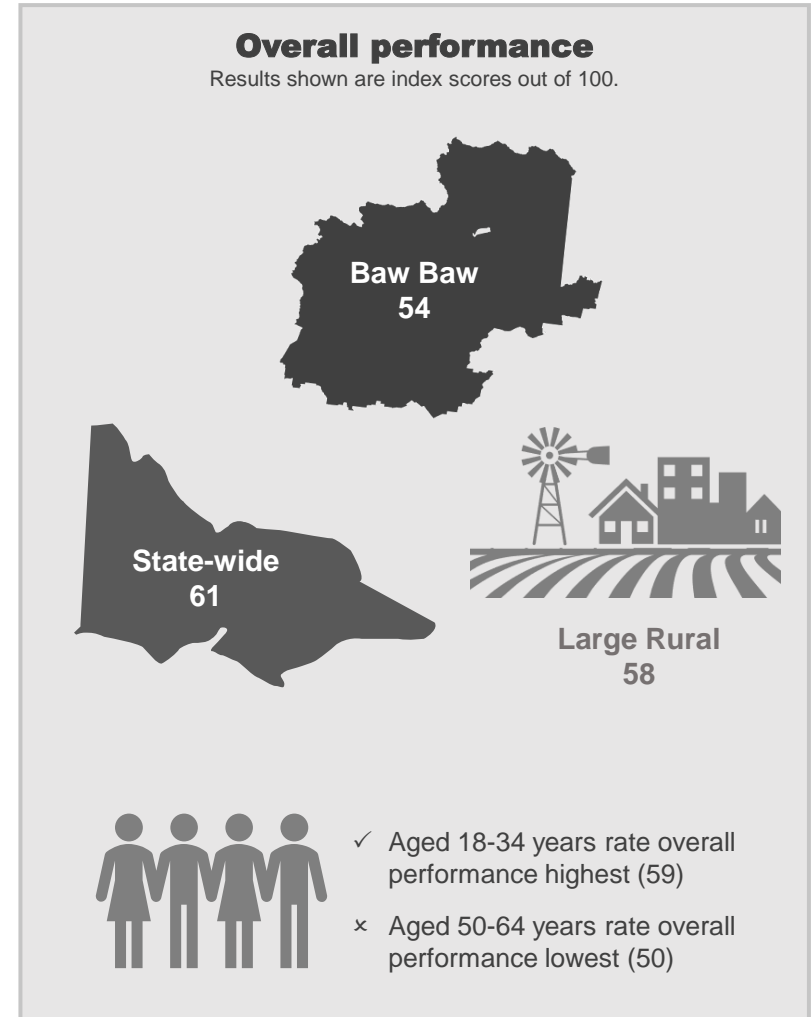
The overall performance index score of 54 for Baw Baw Shire Council represents a significant five-point improvement on the 2020 result. Overall performance is at its highest level since 2014.

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 58 and 61 respectively).

Positively, all demographic and geographic cohorts improved in their perceptions of Council's overall performance in the past year.

- Ratings among West Ward residents (index score of 57) and men (52) are significantly higher than last year – both experienced ratings' increases of nine and six index points respectively.
- Ratings among residents aged 18 to 34 years (index score of 59) are significantly higher than the Council-wide average.

Council's performance in providing value for money in infrastructure and services provided (index score of 45) is rated significantly lower than the Large Rural group and State-wide averages (index scores of 54 and 50 respectively).





Overall performance

2021 overall performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	61▲	58	60	59	59	59	60	61	60	60
18-34	59▲	55	57	54	56	51	63	57	46	54
Large Rural	58▲	55	56	56	54	54	56	n/a	n/a	n/a
Women	57	53	54	51	50	48	55	59	41	47
West Ward	57	48	54	49	51	n/a	n/a	n/a	n/a	n/a
65+	55	49	54	50	49	52	50	61	46	45
East Ward	55	51	50	52	50	n/a	n/a	n/a	n/a	n/a
Baw Baw	54	49	52	50	50	48	54	57	41	45
35-49	52	46	48	48	47	47	52	52	38	42
Men	52	46	50	49	49	49	53	54	39	43
Central Ward	52	49	53	50	48	n/a	n/a	n/a	n/a	n/a
50-64	50	45	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?

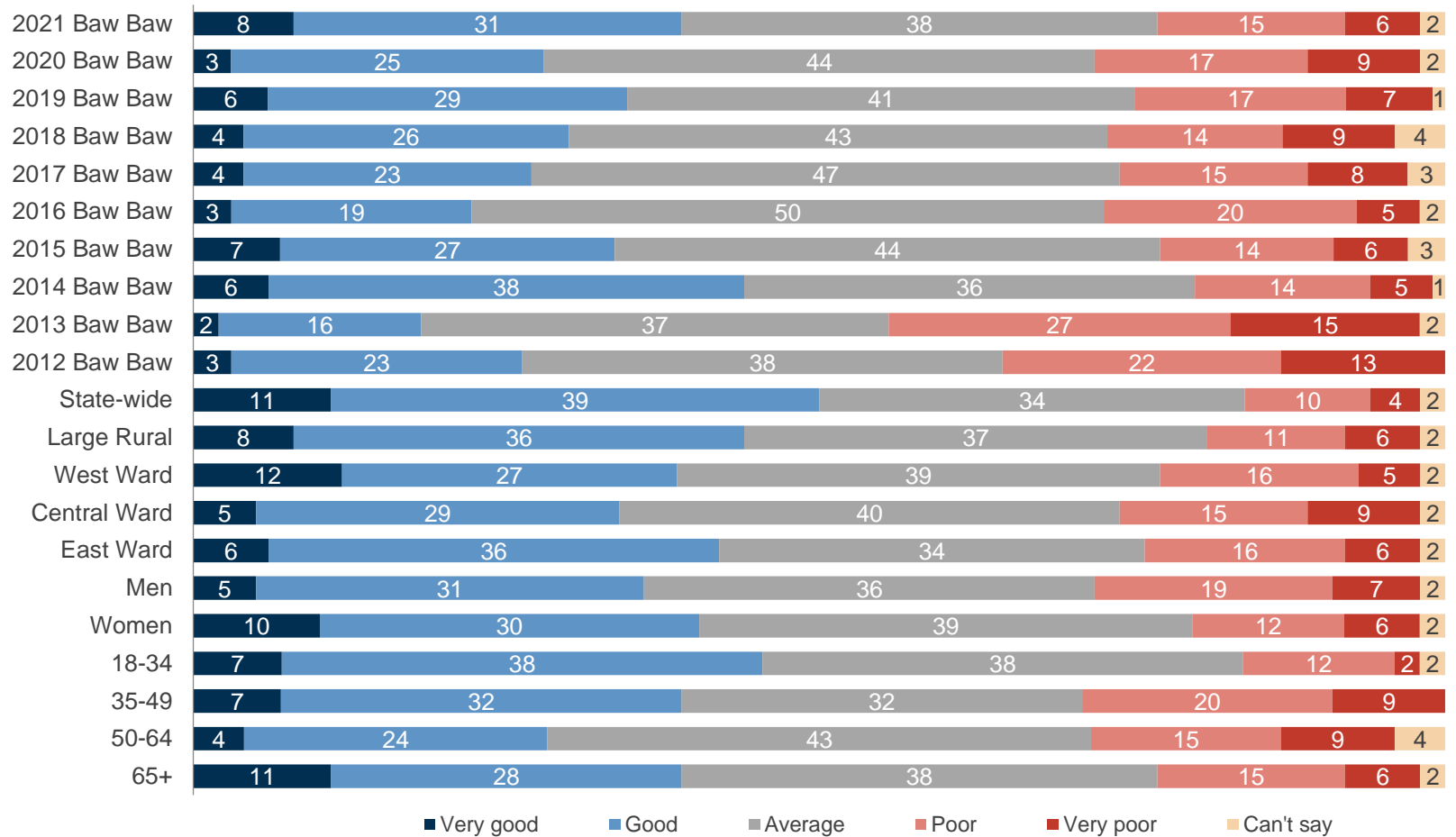
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Overall performance

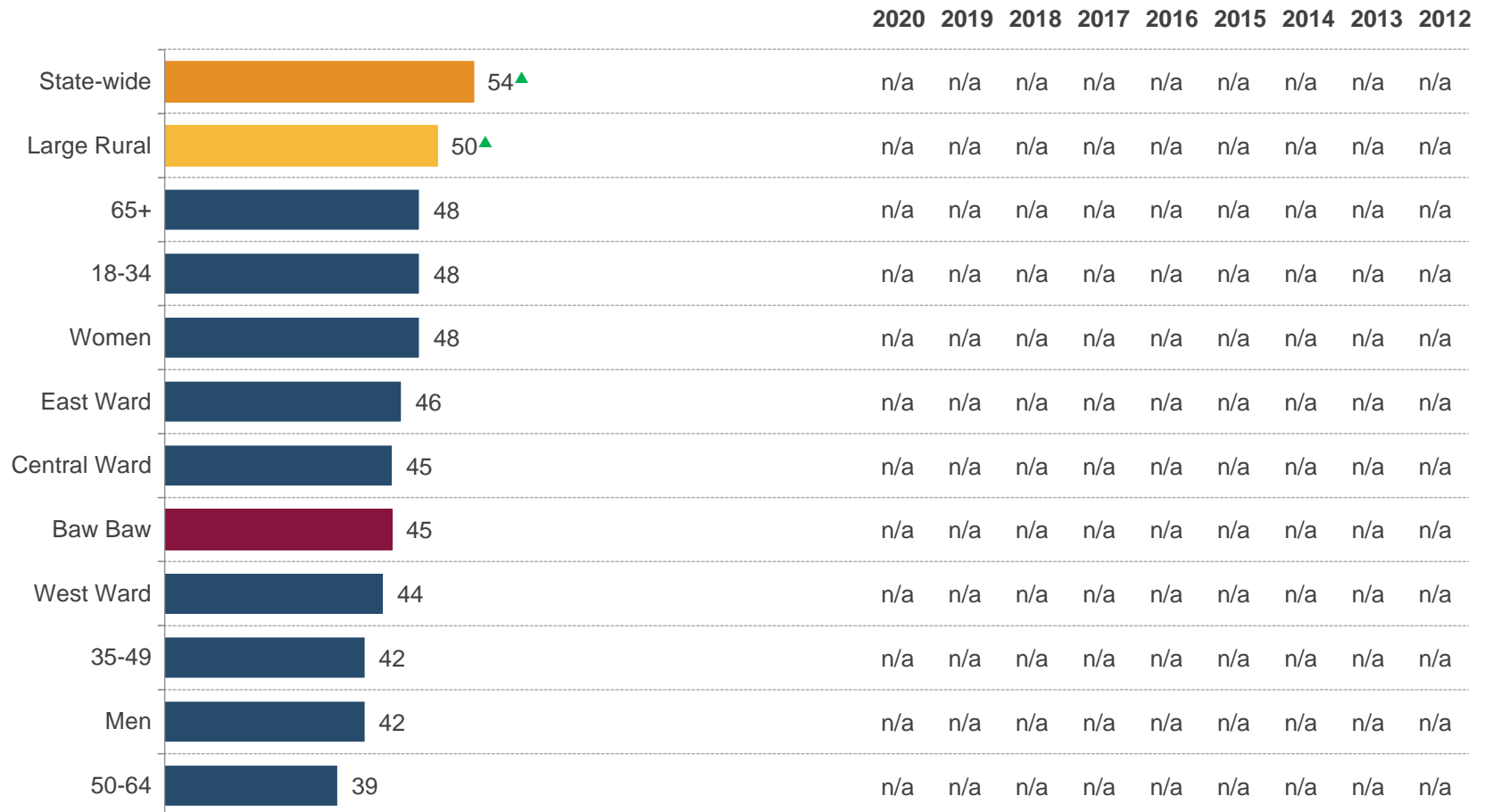
2021 overall performance (%)





Value for money in services and infrastructure

2021 value for money (index scores)



Q3b. How would you rate Baw Baw Shire Council at providing good value for money in infrastructure and services provided to your community?

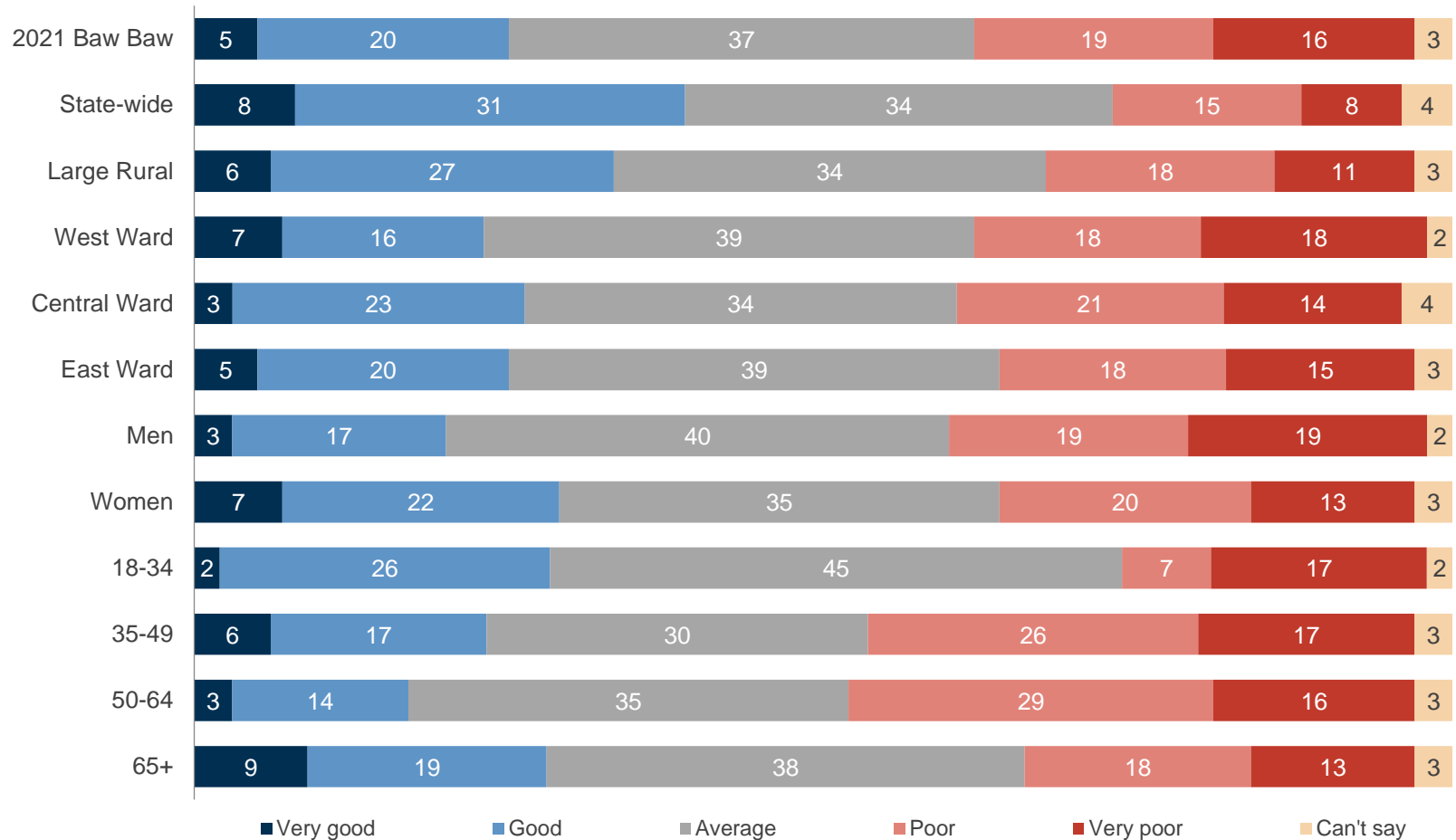
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Value for money in services and infrastructure

2021 value for money (%)



Q3b. How would you rate Baw Baw Shire Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



Higher performing service areas

Waste management (index score of 69) is the area where Council performed best in 2021, comparable to the previous rating when it was last measured in 2014 (index score of 71).

- Council performs significantly higher than the Large Rural group average and in line with the State-wide average in this service area.

Community consultation and engagement is Council's next highest rated service area (index score of 53 – now equal to the peak rating achieved in 2014).

- Residents aged 18 to 34 years (index score of 58) rate Council significantly higher than average in this service area.

Council's most improved measure in 2021 is decisions made in the interest of the community (index score of 52 – significantly higher than 46 in 2020). This increase is also significant among most demographic and geographic cohorts.

- Here again, 18 to 34 year-olds (index score of 59) rate Council significantly higher than average – but also significantly higher than last year (up 10 index points).
- Conversely, those aged 50 to 64 years (index score of 44) rate Council significantly lower than average in this service area.



Waste management (index score of 69) is the area where Council performed best in 2021.



Lower performing service areas



Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 45).

Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 45).

Despite having achieved an all-time high rating in sealed local roads, Council continues to rate significantly lower than the State-wide and Large Rural group averages for its performance in this service area (index scores of 57 and 50 respectively).

- Reassuringly, Central Ward residents improved significantly in their ratings on sealed local roads, increasing by nine index points and returning to the peak index rating of 47.
- Meanwhile, ratings among East Ward residents are unchanged (42).

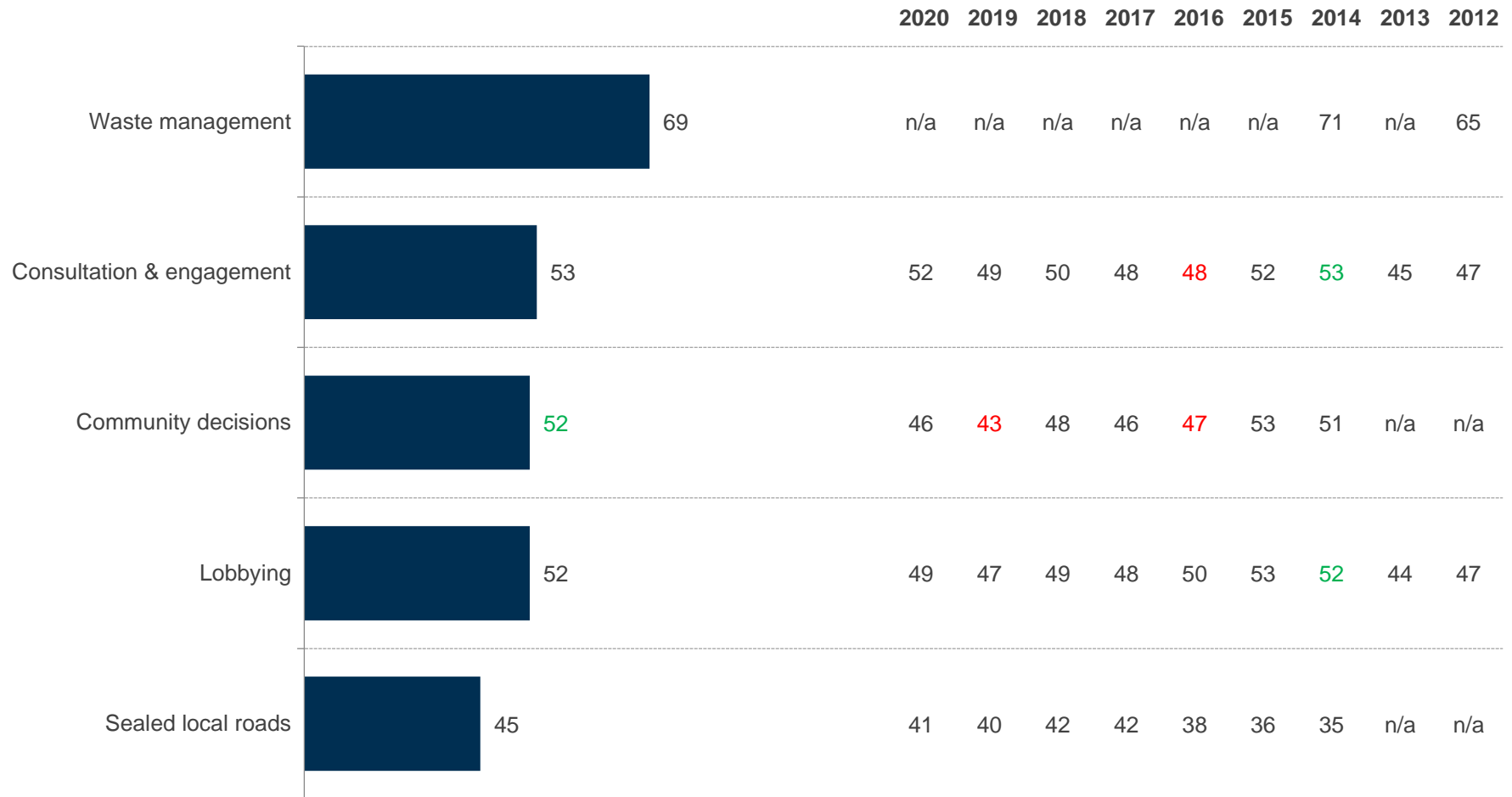
Lobbying is another area in which Council performs relatively lower, although performance ratings in this service area have been progressively restored over the past two years, close to the peak rating seen in 2015. However, it is still significantly lower than the State-wide average (index score of 55).

- Residents aged 50 to 64 years provide the lowest ratings for lobbying (48). While ratings among this cohort increased significantly over the last 12 months, they still remain well below the peak performance rating given in 2015.



Individual service area performance

2021 individual service area performance (index scores)



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

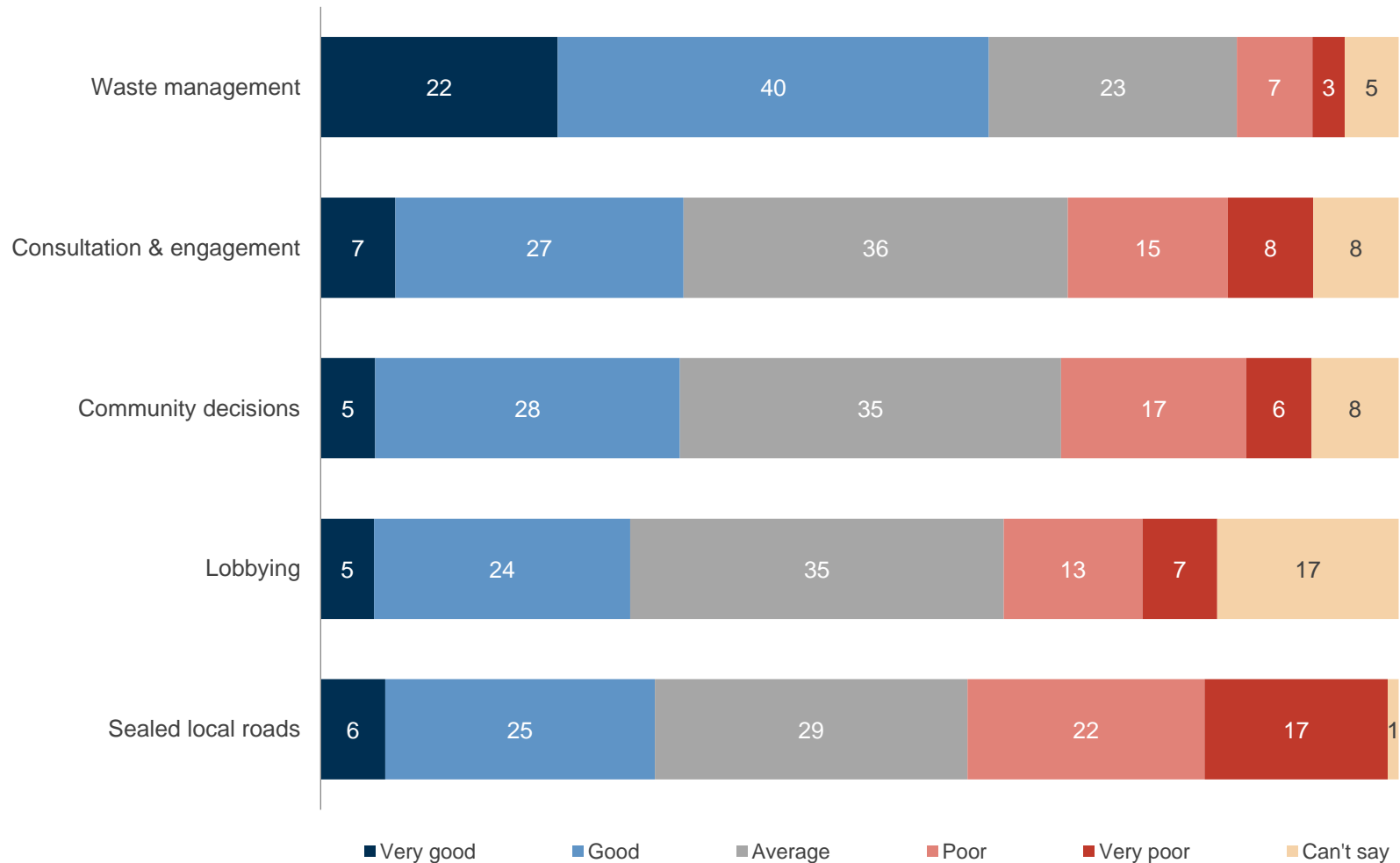
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Individual service area performance

2021 individual service area performance (%)





Customer service



Contact with council and customer service

Contact with council

Almost two in three households (64%) have had contact with Council in the last 12 months. This is significantly lower among residents aged 18 to 34 years (48%). Rate of contact increased by four percentage points, significantly so among residents aged 65 years and over (71%, up 18 percentage points) and those in the East Ward (67%, up 17 percentage points).

Telephone (36%) is the main method of contacting Council, followed by email (21%) and in person (20%).



Customer service

Council's customer service index of 67 marks a three-point increase on the 2020 result. Customer service is rated in line with the State-wide and Large Rural group averages (index scores of 70 and 68 respectively).

Promisingly, among those who have had contact with Council, a majority (61%) provide a positive customer service rating of 'very good' or 'good'.

- Residents aged 18 to 34 years are the only cohort where customer service ratings declined over the past year. As discussed, rate of contact with Council is significantly lower among this demographic.

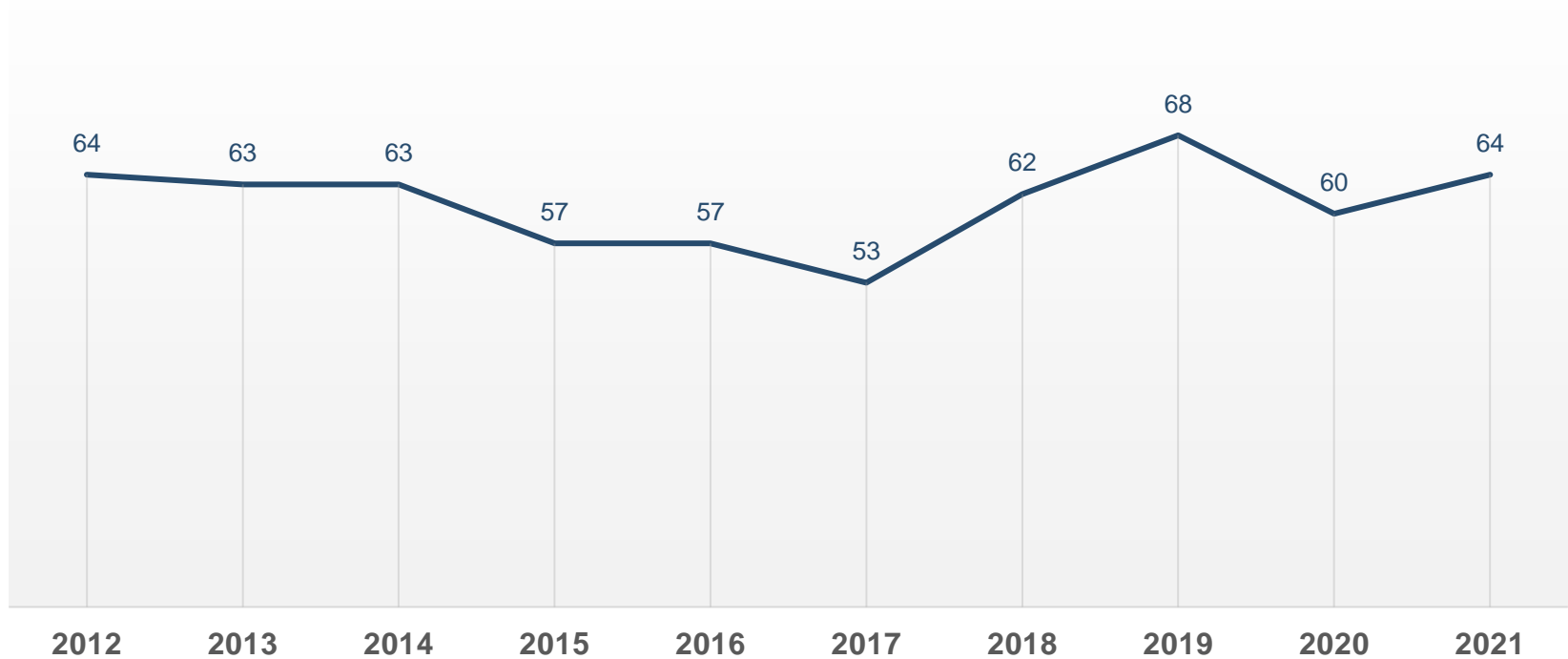
Of note, customer service ratings increased significantly among residents who communicated with council by email (index score of 42 in 2020 and 68 in 2021).

This demonstrates that Council's efforts in attending to queries via email have been effective in bolstering customer service ratings.



Contact with council

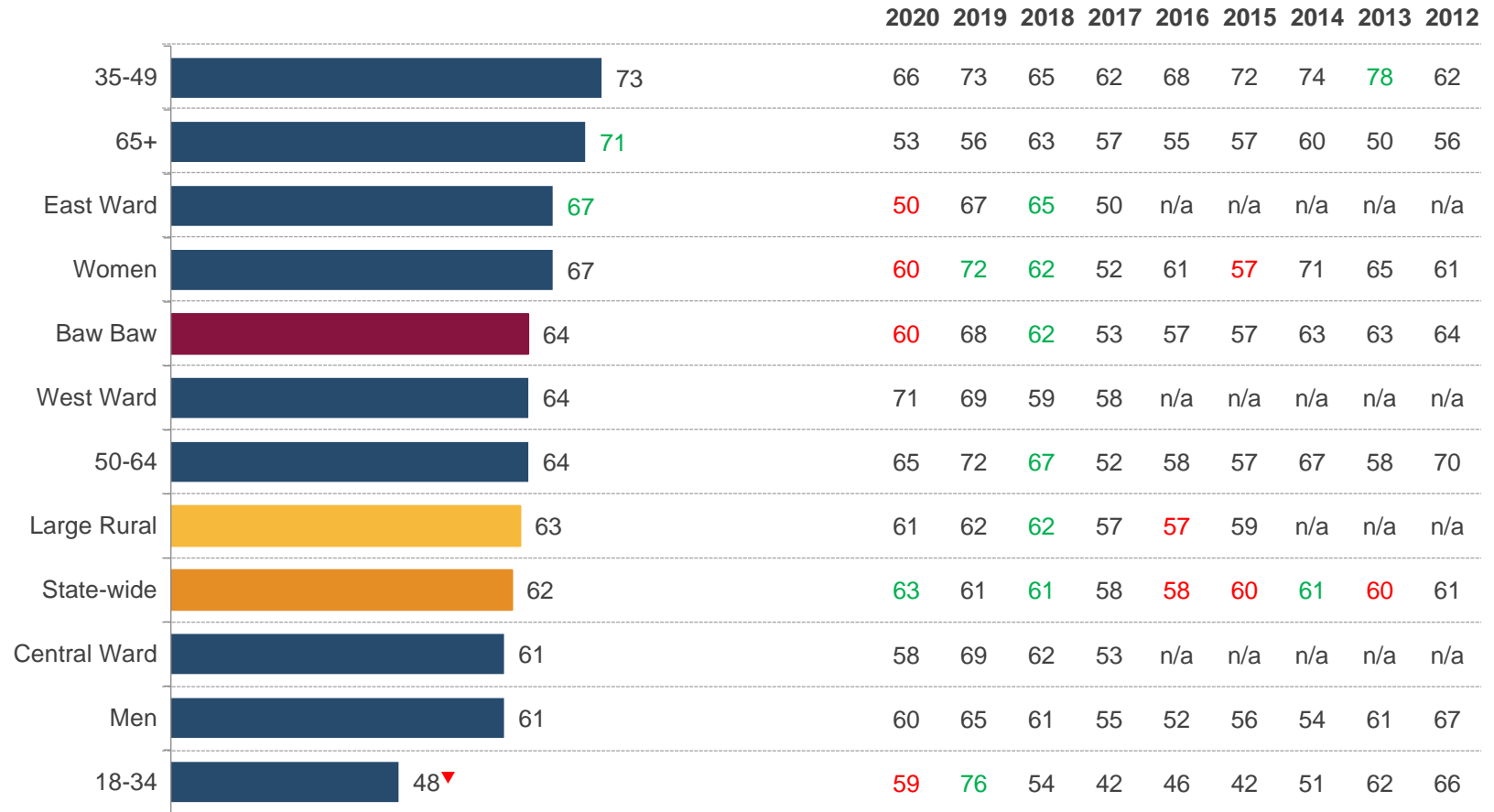
2021 contact with council (%)
Have had contact





Contact with council

2021 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: 27 Councils asked group: 9

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



Customer service rating

2021 customer service rating (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	70	70	71	70	69	69	70	72	71	71
Women	70	69	72	63	67	65	69	71	65	66
Central Ward	69	63	66	61	62	n/a	n/a	n/a	n/a	n/a
65+	68	59	67	65	67	68	63	69	69	67
35-49	68	66	62	55	53	68	65	68	61	60
Large Rural	68	68	69	67	66	67	67	n/a	n/a	n/a
Baw Baw	67	64	66	61	61	66	64	67	62	61
50-64	67	61	59	67	62	56	67	68	55	60
West Ward	67	67	68	59	61	n/a	n/a	n/a	n/a	n/a
East Ward	66	61	63	63	61	n/a	n/a	n/a	n/a	n/a
Men	64	59	59	60	56	67	60	62	60	57
18-34	64	70	73	56	63	69	63	63	69	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.

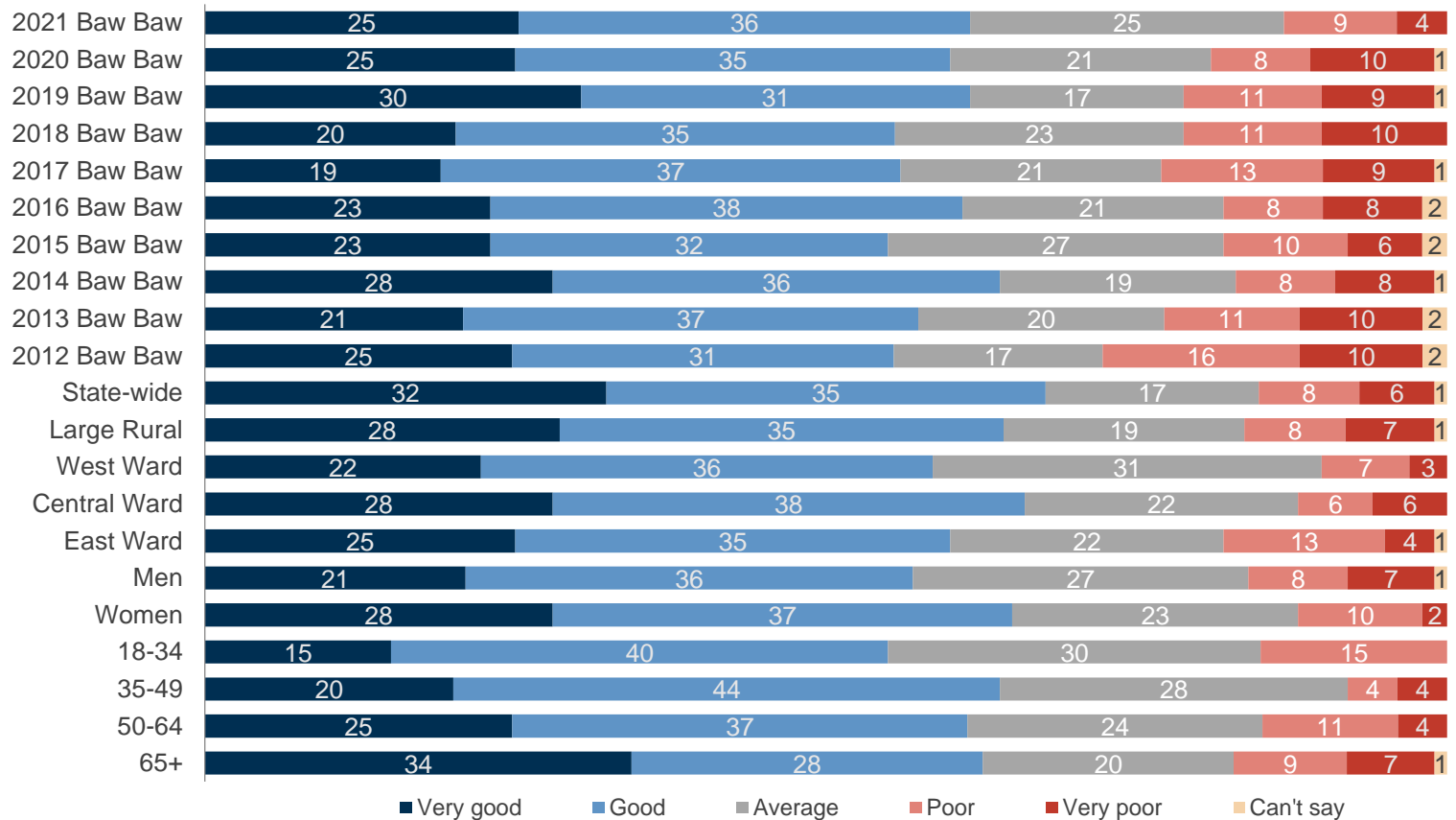
Councils asked state-wide: 66 Councils asked group: 19

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



Customer service rating

2021 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: 66 Councils asked group: 19



Method of contact with council

2021 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



By Email



Via Website



By Social Media



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

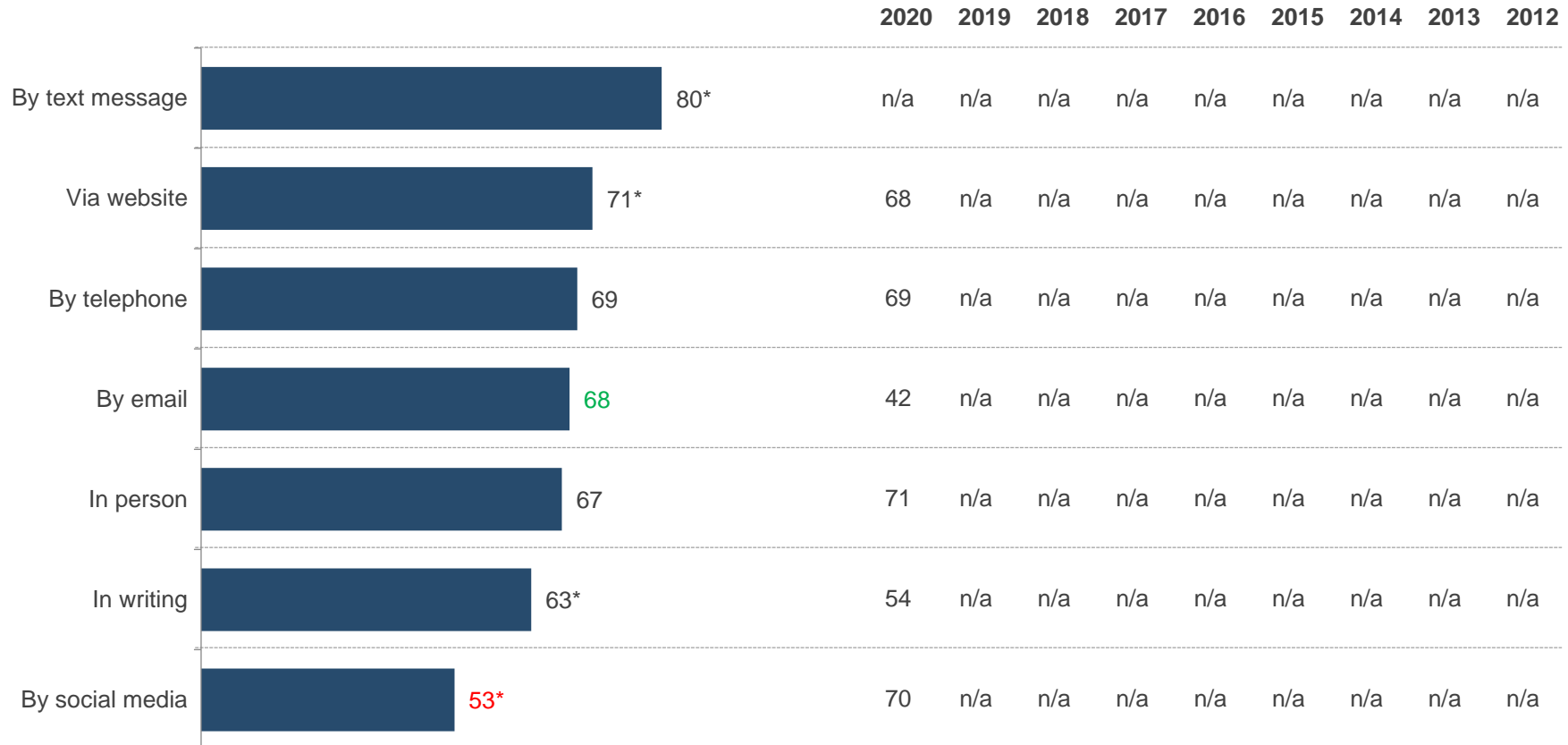
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9

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



Customer service rating by method of last contact

2021 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: 27 Councils asked group: 9

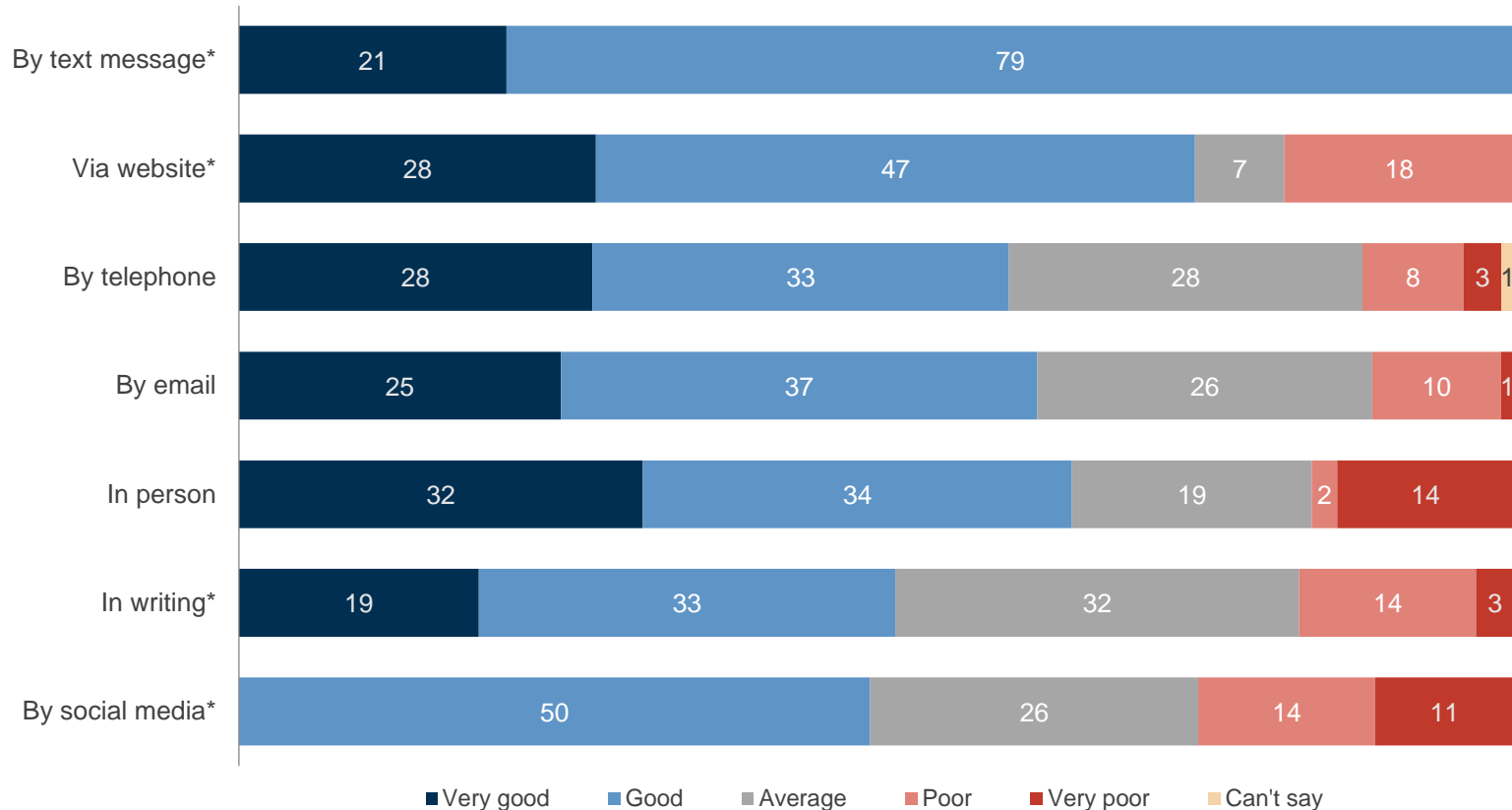
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2021 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: 27 Councils asked group: 9

*Caution: small sample size < n=30



Council direction



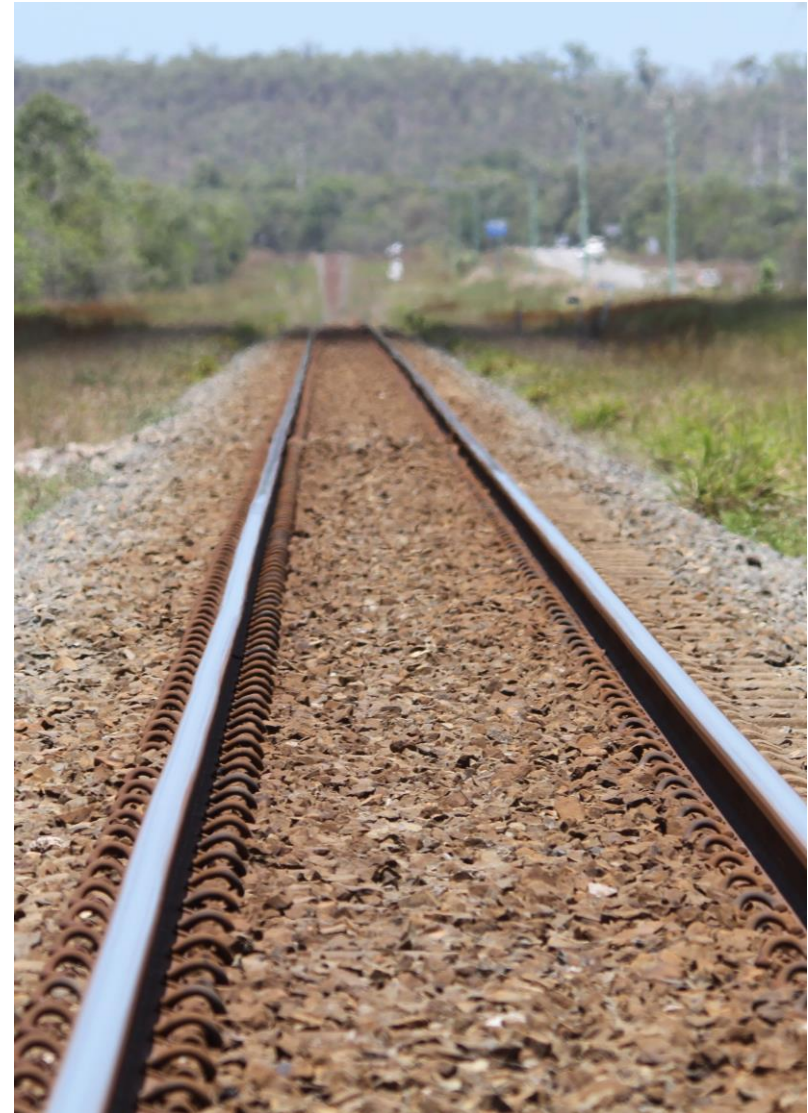
Council direction

Perceptions of the direction of Baw Baw Shire Council's overall performance have increased significantly, by six index points (index score of 50). This rates in line with the Large Rural Group average but significantly lower than the State-wide average (index scores of 51 and 53 respectively).

Over the last 12 months, a slightly larger proportion of residents believe the direction of Council's overall performance has improved – 14% up two percentage points.

A significantly larger proportion (68%, up nine percentage points) believe it has stayed the same and significantly fewer believe it has deteriorated (14%, down nine percentage points).

- The most satisfied with council direction are West Ward residents and those aged 18 to 34 years. Twice as many West Ward residents think Council's overall performance has improved since the last year as those who think it has deteriorated.
- The least satisfied with council direction are Central Ward residents and those aged 65 years and over. Twice as many Central Ward residents think Council's overall performance has deteriorated in the last year as those who think it has improved.





Overall council direction last 12 months

2021 overall council direction (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
West Ward	47	46	48	49	n/a	n/a	n/a	n/a	n/a
18-34	51	54	55	53	50	46	52	46	48
35-49	45	45	50	49	45	52	45	37	34
State-wide	51	53	52	53	51	53	53	53	52
Women	45	48	52	50	44	51	53	44	35
Large Rural	50	51	52	52	48	51	n/a	n/a	n/a
Baw Baw	44	45	51	48	46	50	52	42	35
East Ward	45	42	51	46	n/a	n/a	n/a	n/a	n/a
Men	44	43	50	46	48	48	51	40	36
50-64	42	39	48	45	43	51	49	37	28
65+	39	43	51	46	46	49	59	55	29
Central Ward	41	48	54	50	n/a	n/a	n/a	n/a	n/a

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

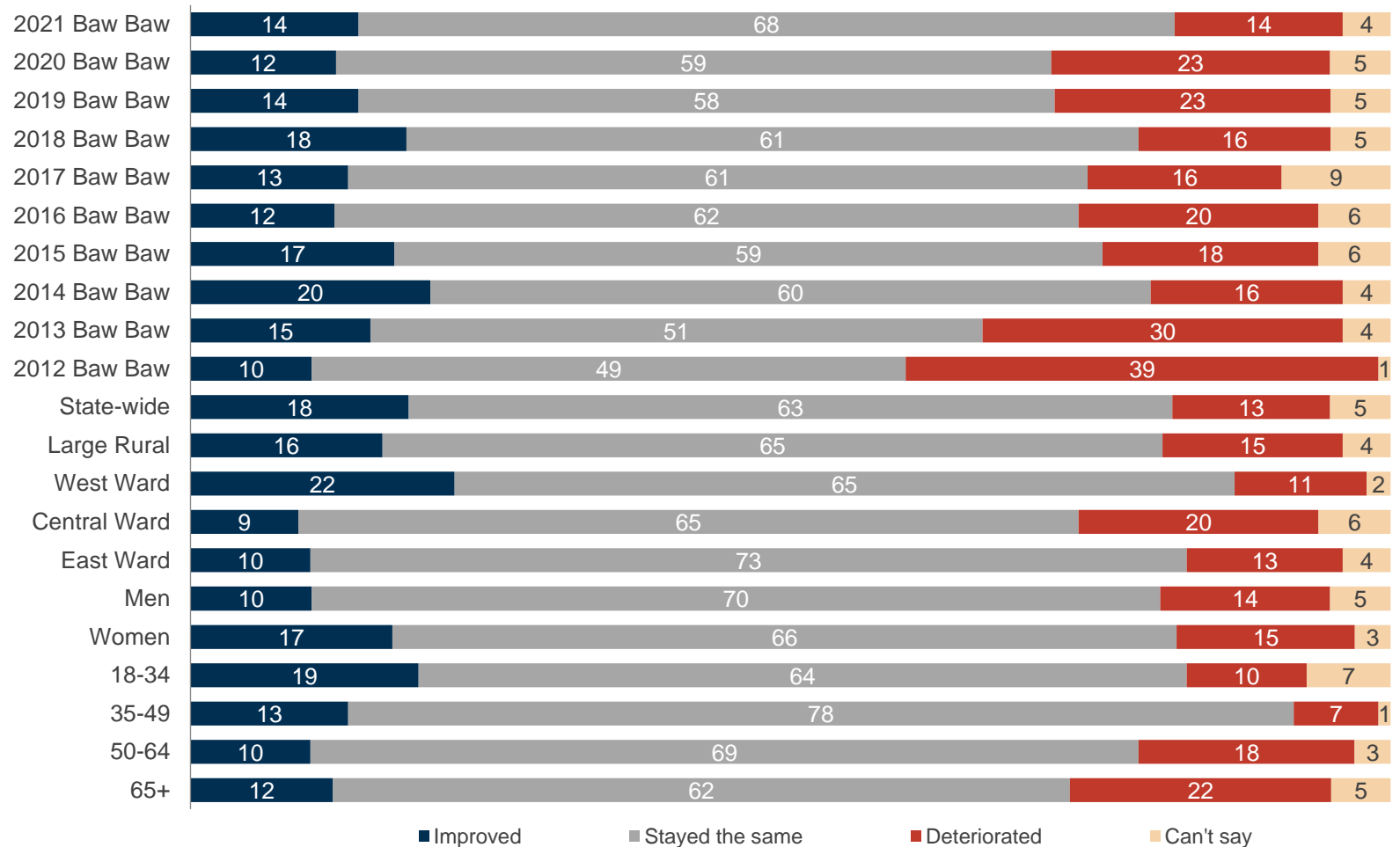
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Overall council direction last 12 months

2021 overall council direction (%)



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Individual service areas



Community consultation and engagement performance



2021 consultation and engagement performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	58▲	59	54	52	59	49	58	52	52	55
Women	56	54	52	54	49	48	53	55	47	50
State-wide	56▲	55	56	55	55	54	56	57	57	57
35-49	54	49	44	53	43	49	52	53	47	48
West Ward	54	55	54	51	50	n/a	n/a	n/a	n/a	n/a
Large Rural	54	54	54	54	52	52	54	n/a	n/a	n/a
East Ward	54	51	46	52	45	n/a	n/a	n/a	n/a	n/a
Baw Baw	53	52	49	50	48	48	52	53	45	47
65+	51	51	49	50	45	51	48	56	44	42
Central Ward	51	50	46	48	48	n/a	n/a	n/a	n/a	n/a
Men	49	50	46	47	46	49	50	51	43	44
50-64	48	47	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: 66 Councils asked group: 19

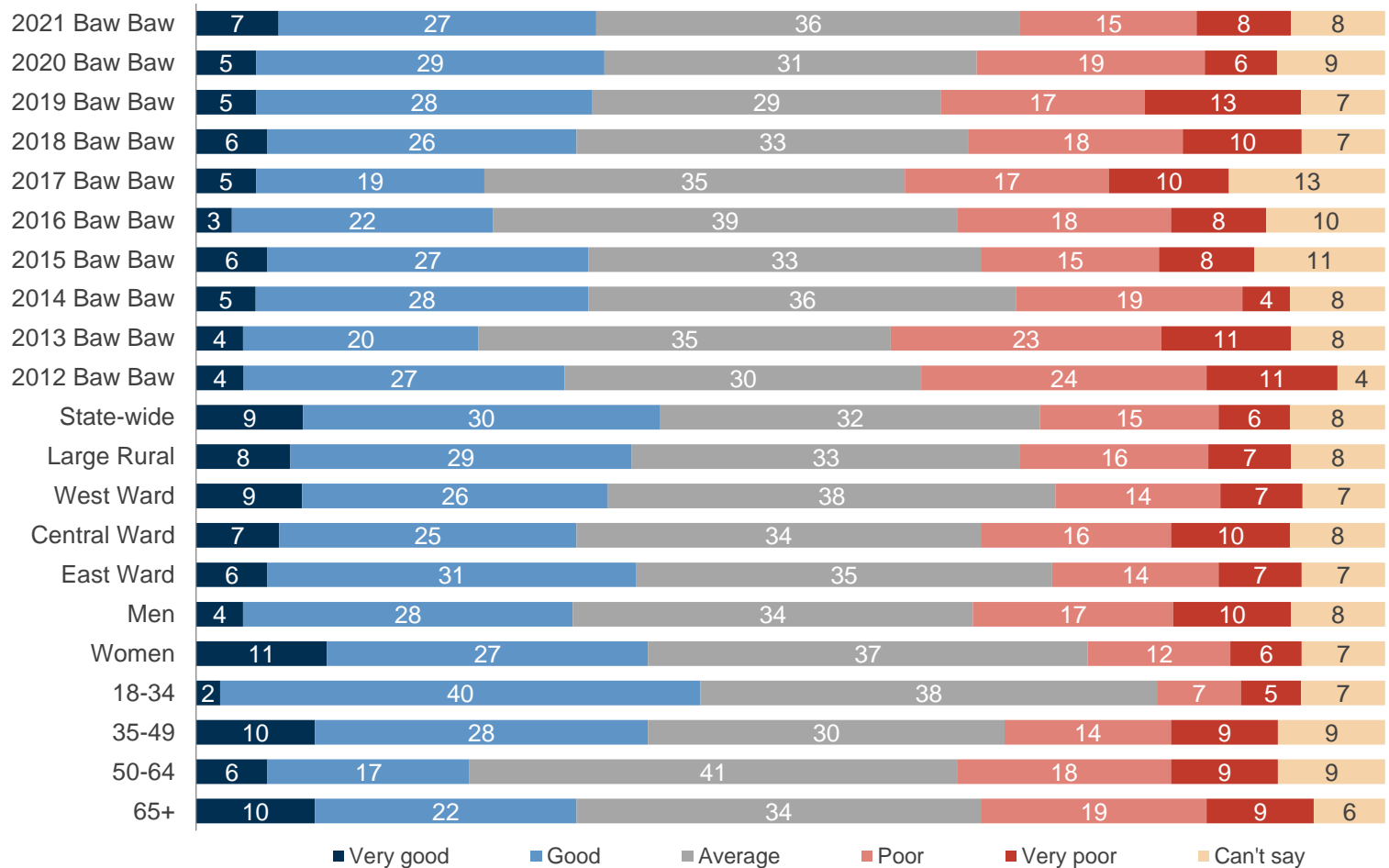
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2021 consultation and engagement performance (%)





Lobbying on behalf of the community performance



2021 lobbying performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	58▲	56	50	52	58	55	62	51	51	55
State-wide	55▲	53	54	54	54	53	55	56	55	55
West Ward	55	48	49	49	51	n/a	n/a	n/a	n/a	n/a
Large Rural	54	53	52	52	51	50	53	n/a	n/a	n/a
Women	53	52	49	51	50	48	52	53	45	47
Baw Baw	52	49	47	49	48	50	53	52	44	47
East Ward	51	49	46	51	49	n/a	n/a	n/a	n/a	n/a
65+	51	51	50	48	46	54	48	58	44	48
Men	50	45	44	47	47	53	54	50	43	46
Central Ward	50	49	44	46	45	n/a	n/a	n/a	n/a	n/a
35-49	50	45	42	49	46	47	51	46	43	41
50-64	48	39	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: 51 Councils asked group: 15

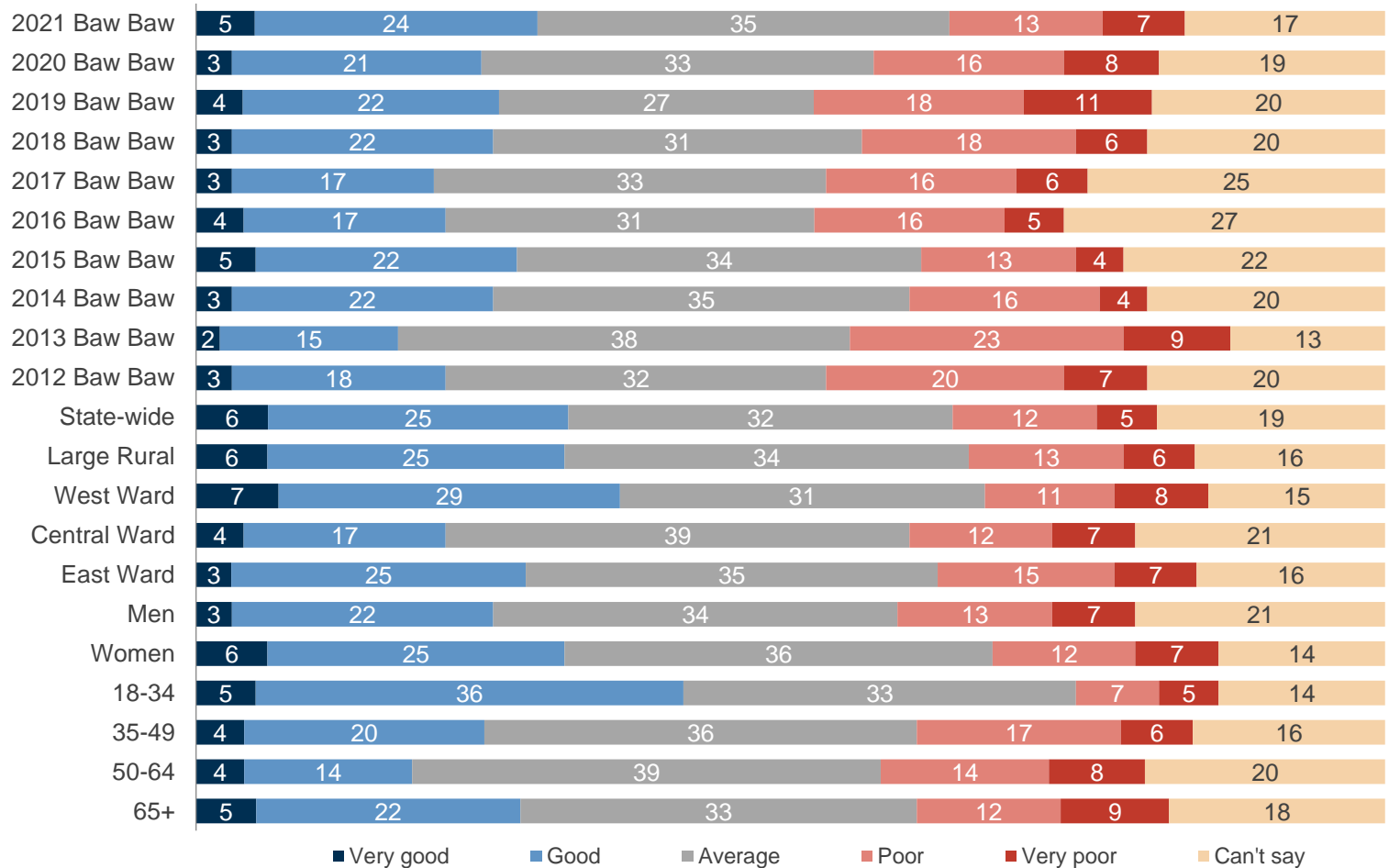
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2021 lobbying performance (%)



Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	49	51	48	56	50	62	49	n/a	n/a
State-wide	53	55	54	54	54	55	57	n/a	n/a
Women	48	46	49	49	46	54	52	n/a	n/a
Large Rural	52	52	52	51	50	52	n/a	n/a	n/a
West Ward	45	47	48	50	n/a	n/a	n/a	n/a	n/a
Central Ward	43	39	47	44	n/a	n/a	n/a	n/a	n/a
35-49	43	37	47	44	45	53	49	n/a	n/a
Baw Baw	46	43	48	46	47	53	51	n/a	n/a
65+	47	47	49	42	51	46	55	n/a	n/a
East Ward	49	44	49	44	n/a	n/a	n/a	n/a	n/a
Men	44	41	47	43	48	51	50	n/a	n/a
50-64	42	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?

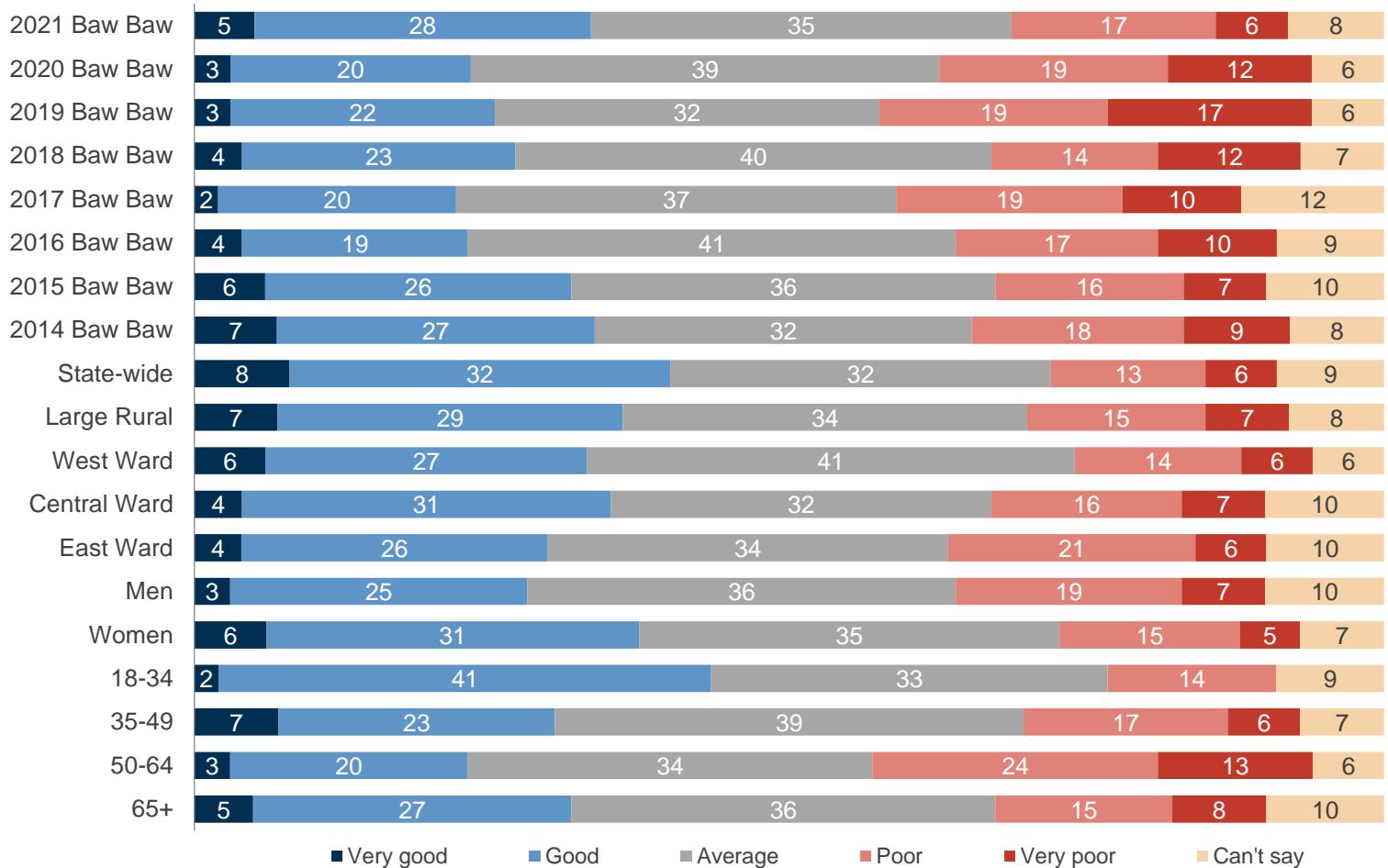
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

Decisions made in the interest of the community performance



2021 community decisions made performance (%)



The condition of sealed local roads in your area performance



2021 sealed local roads performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	54	56	53	53	54	55	55	n/a	n/a
Large Rural	47	47	45	43	44	45	n/a	n/a	n/a
65+	45	44	43	46	44	37	44	n/a	n/a
West Ward	43	41	44	46	n/a	n/a	n/a	n/a	n/a
18-34	45	38	44	48	38	39	27	n/a	n/a
Central Ward	38	47	45	42	n/a	n/a	n/a	n/a	n/a
Men	39	40	42	38	41	33	32	n/a	n/a
Baw Baw	41	40	42	42	38	36	35	n/a	n/a
35-49	38	39	41	38	33	30	30	n/a	n/a
Women	43	39	42	46	35	38	37	n/a	n/a
East Ward	42	31	37	39	n/a	n/a	n/a	n/a	n/a
50-64	36	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?

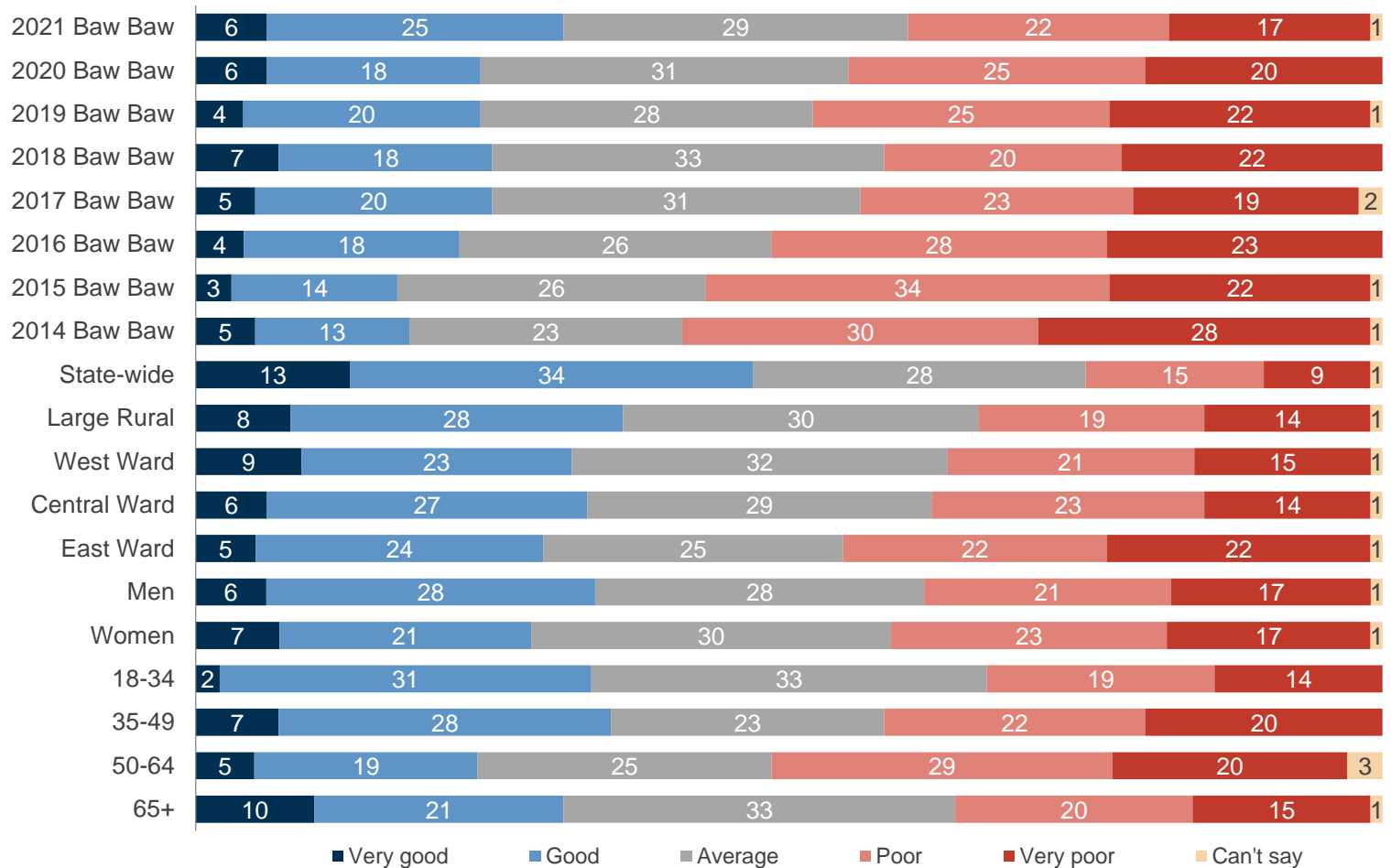
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2021 sealed local roads performance (%)





Waste management performance



2021 waste management performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	72	n/a	n/a	n/a	n/a	n/a	n/a	73	n/a	66
65+	72	n/a	n/a	n/a	n/a	n/a	n/a	75	n/a	70
East Ward	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	70	n/a	n/a	n/a	n/a	n/a	n/a	70	n/a	70
West Ward	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	69	65	68	70	71	70	72	73	71	72
Baw Baw	69	n/a	n/a	n/a	n/a	n/a	n/a	71	n/a	65
Central Ward	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	66	n/a	n/a	n/a	n/a	n/a	n/a	67	n/a	58
Large Rural	66	62	64	67	68	66	68	n/a	n/a	n/a
35-49	65	n/a	n/a	n/a	n/a	n/a	n/a	71	n/a	61
Men	65	n/a	n/a	n/a	n/a	n/a	n/a	69	n/a	63

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

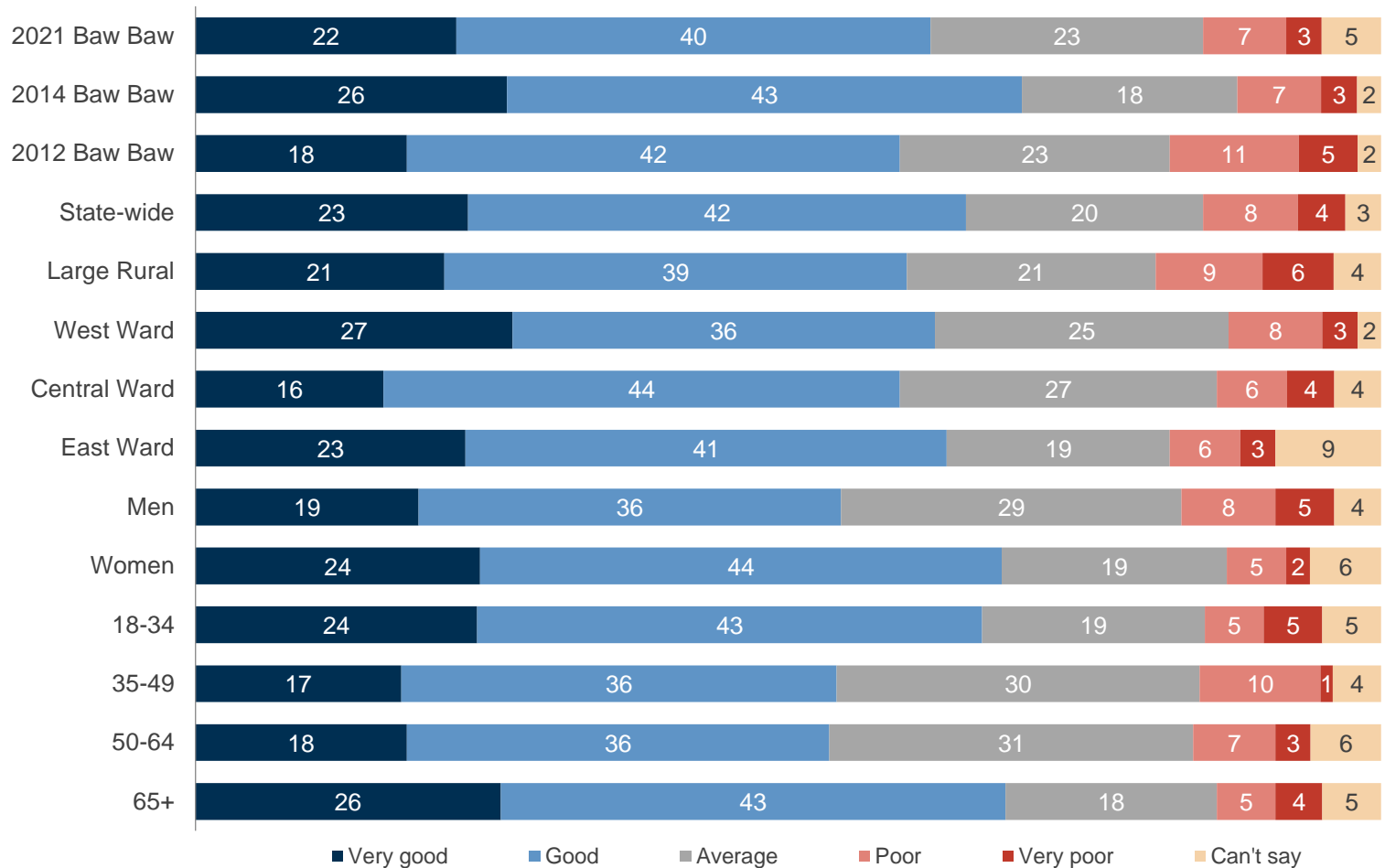
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2021 waste management performance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred image of a crowd of people, possibly at a sporting event or a public gathering. The background of the entire slide is white.

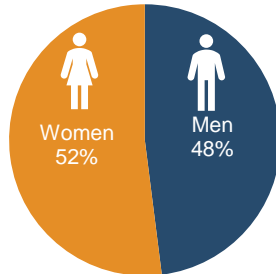
Detailed demographics



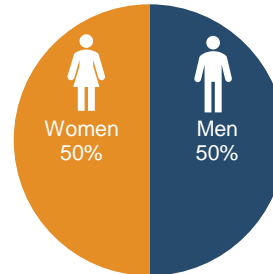
Gender and age profile

2021 gender

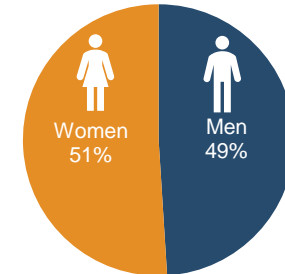
Baw Baw



Large Rural

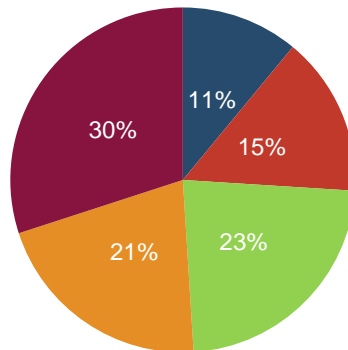


State-wide

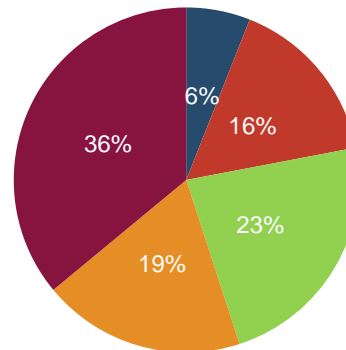


2021 age

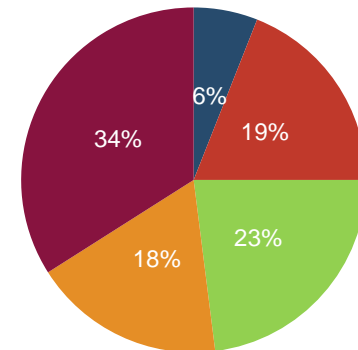
Baw Baw



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?

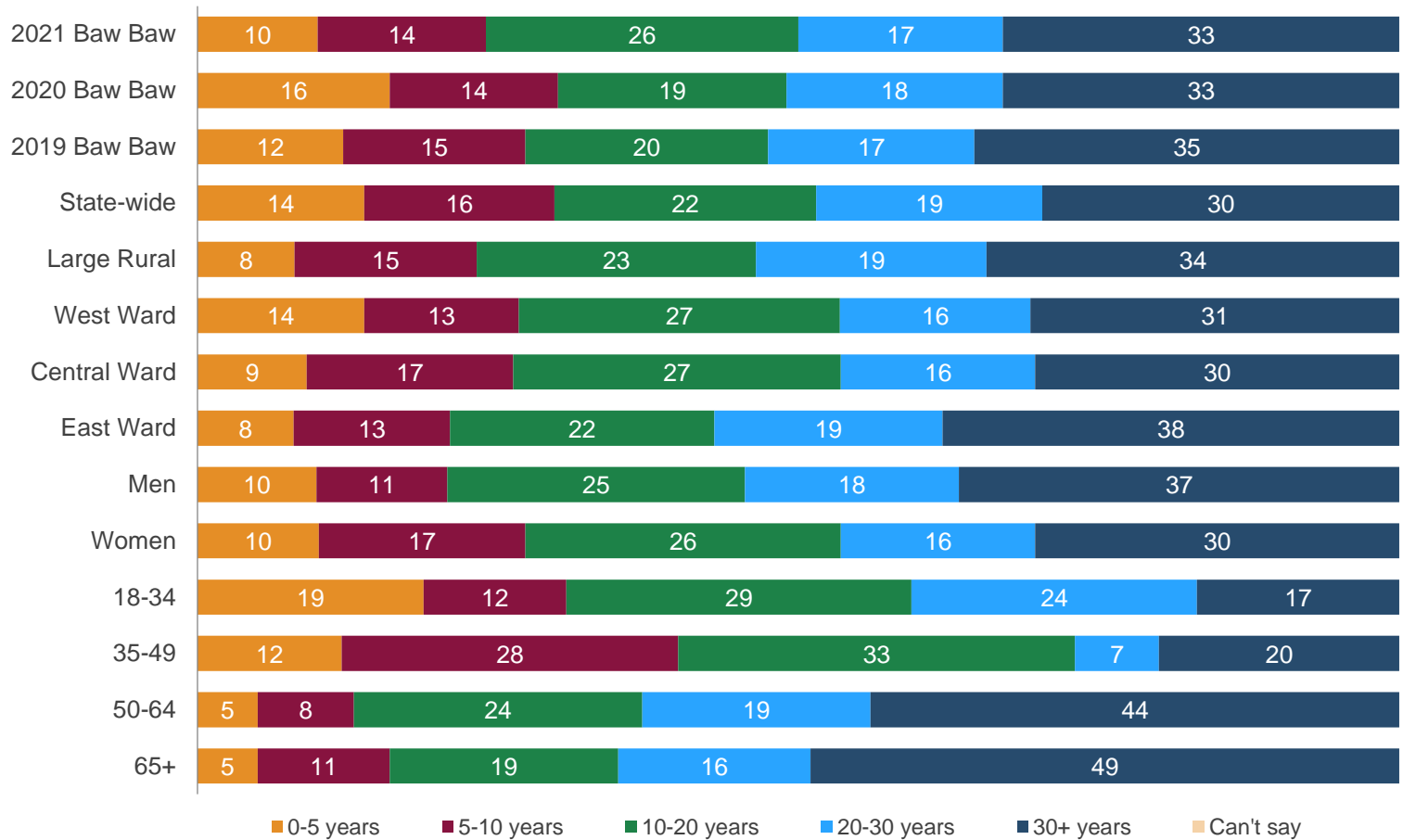
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

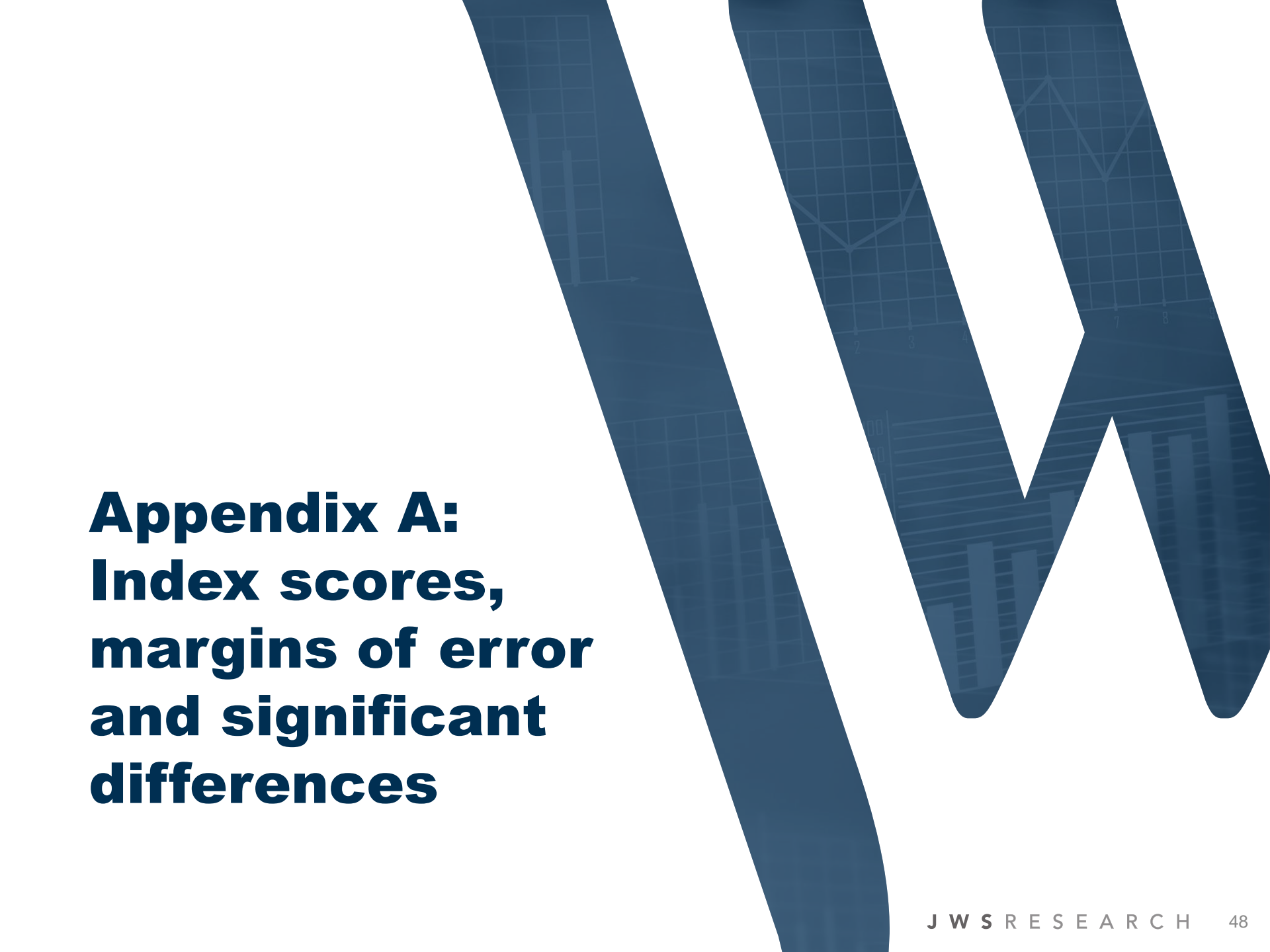
Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



Years lived in area

2021 years lived in area (%)





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 2021 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 41,000 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	193	193	+/-7.1
Women	207	207	+/-6.8
West Ward	125	132	+/-8.8
Central Ward	140	133	+/-8.3
East Ward	135	134	+/-8.5
18-34 years	42	104	+/-15.3
35-49 years	69	90	+/-11.9
50-64 years	118	84	+/-9.0
65+ years	171	122	+/-7.5



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:

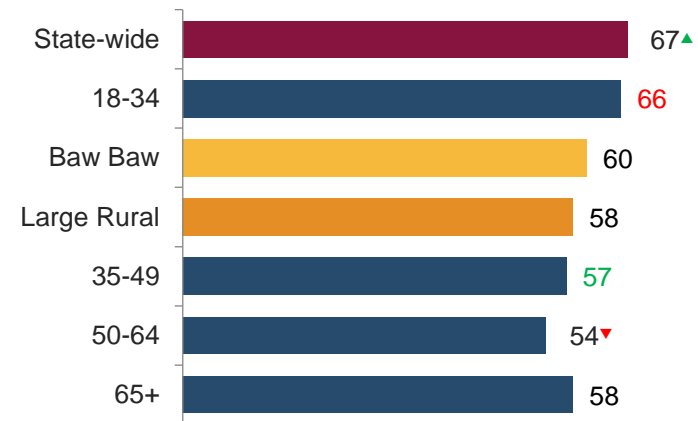
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

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 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 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 2021 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 2021 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 19th February – 5th March, 2021.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 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 2012-2021 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, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Baw Baw Shire Council for this 2021 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 2012-2021 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 2021 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2021 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 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>

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



Appendix B: Glossary of terms

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

CSS: 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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