



2019 Local Government Community Satisfaction Survey

Indigo Shire Council

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

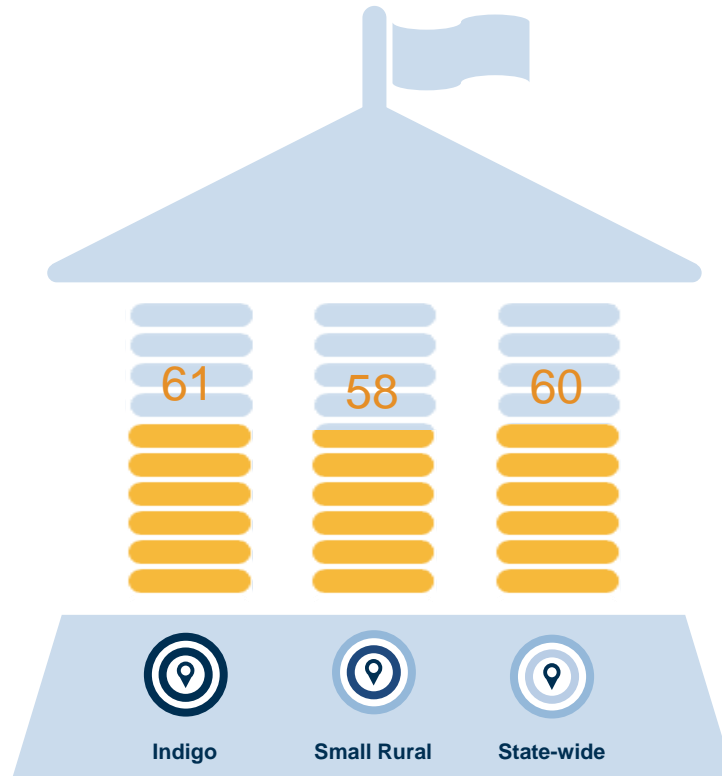


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Indigo Shire Council – at a glance



Overall Council performance

Results shown are index scores out of 100.



Background and objectives



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 twentieth year, this survey provides insight into the community's views on:

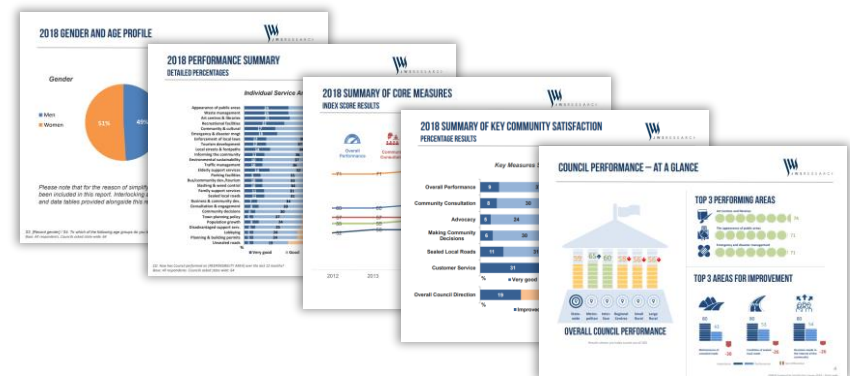
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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 seven years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent 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



Overall performance

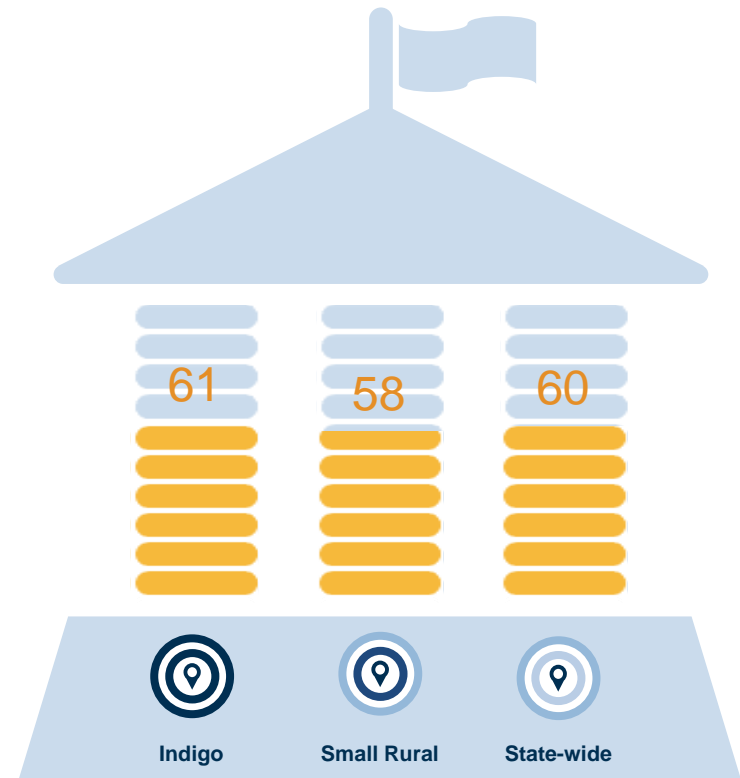
Indigo Shire Council's overall performance rating of 61 (index score) is unchanged from the 2018 result. Council's overall performance has remained between 60 and 61 index points since 2014.

Indigo Shire Council's overall performance is rated statistically significantly higher (at the 95% confidence interval) than the average rating for councils in the Small Rural group and is in line with councils State-wide (index scores of 58 and 60 respectively).

- Ratings of overall performance for almost all demographic and geographic sub-groups have not changed significantly compared to 2018.
- The exception is among residents in Region 3, where perceptions decreased significantly (index score of 59, down 6 index points from 2018).

Just fewer than four times as many residents rate Indigo Shire Council's overall performance as 'very good' or 'good' (52%) compared to those who rate it as 'very poor' or 'poor' (14%). A further 31% sit mid-scale, rating Council's overall performance as 'average'.

Overall Council performance



Results shown are index scores out of 100.



Customer contact and service

Contact with council

Around two-thirds of Indigo Shire Council residents (63%) have had recent contact with Council in the last 12 months. This in line with the 2018 result (61%). Levels of contact with council have remained relatively stable since 2014.

- Residents aged 35 to 49 years had the most contact with council (71%) in 2019.
- Conversely, men and residents aged 65+ years had the least contact with council (56% each).
- There are no significant differences in rate of contact, however, across the demographic cohorts compared to the council average.

Customer service

Indigo Shire Council's customer service index of 68 is three points lower than the 2018 result, though the change is not considered significant. However, this is the first year since 2012 that customer service has dropped below an index score of 70. Performance on this measure is rated statistically similar to the State-wide and Small Rural group averages for councils (index scores of 71 and 70 respectively).

Just over one-quarter of residents (27%) rate Council's customer service as 'very good', representing a 6% decrease in 'very good' ratings compared with 2018. A further two in five residents (40%) in 2019 rate the customer service as 'good'.

- There are no significant differences in ratings of customer service across the demographic cohorts compared to the 2018 council average.
- Geographically, perceptions of customer service among residents of Region 3 (index score of 63) are significantly lower compared to 2018 (index score of 72).



Top performing areas

Top performing areas

Customer service is the area where Indigo Shire Council has performed most strongly overall (index score of 68), with this area performing at a similar level to the State-wide and Small Rural group council averages.

The top performing service areas for Indigo Shire Council (beyond customer service) are:

- Sealed local roads (index score of 60)
- Consultation and engagement (index score of 60).

Notably, these top performing service areas are also rated significantly higher than the State-wide and Small Rural group council averages. (Council also outperforms State-wide and Small Rural group averages when it comes to making community decisions.)

Perceptions of council performance also improved significantly in the area of sealed local roads in the past year (up 4 index points from 2018) and is at an all time high for this measure. Increases occurred across every demographic group.



Focus areas for coming 12 months

Perceptions of Council are largely consistent with 2018 results. Of note, perceptions of sealed local road improved significantly and is at an all time high. This is a positive result for council.

In addition, Council performs significantly higher than State-wide and Small Rural group averages for councils in most service areas measured.

In terms of priorities for the year ahead, Council should focus its attention on the two areas where performance drops below 60-index points – lobbying (index score of 56) and making community decisions (index score of 58).

While Council performs higher than State-wide and Small Rural group averages in the area of making community decisions and in line with averages in the area of lobbying, they are Council's lowest rated measures. On both measures, Council has previously recorded high ratings.

Consideration should also be given to men and residents aged 65+ years who appear to be driving more negative opinion in several areas in 2019.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially women and residents aged 18 to 34 years, and use these lessons to build on performance experience and perceptions.

On the positive side, Council should look to build upon its improved performance on sealed local roads over the next 12 months.



Further areas of 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

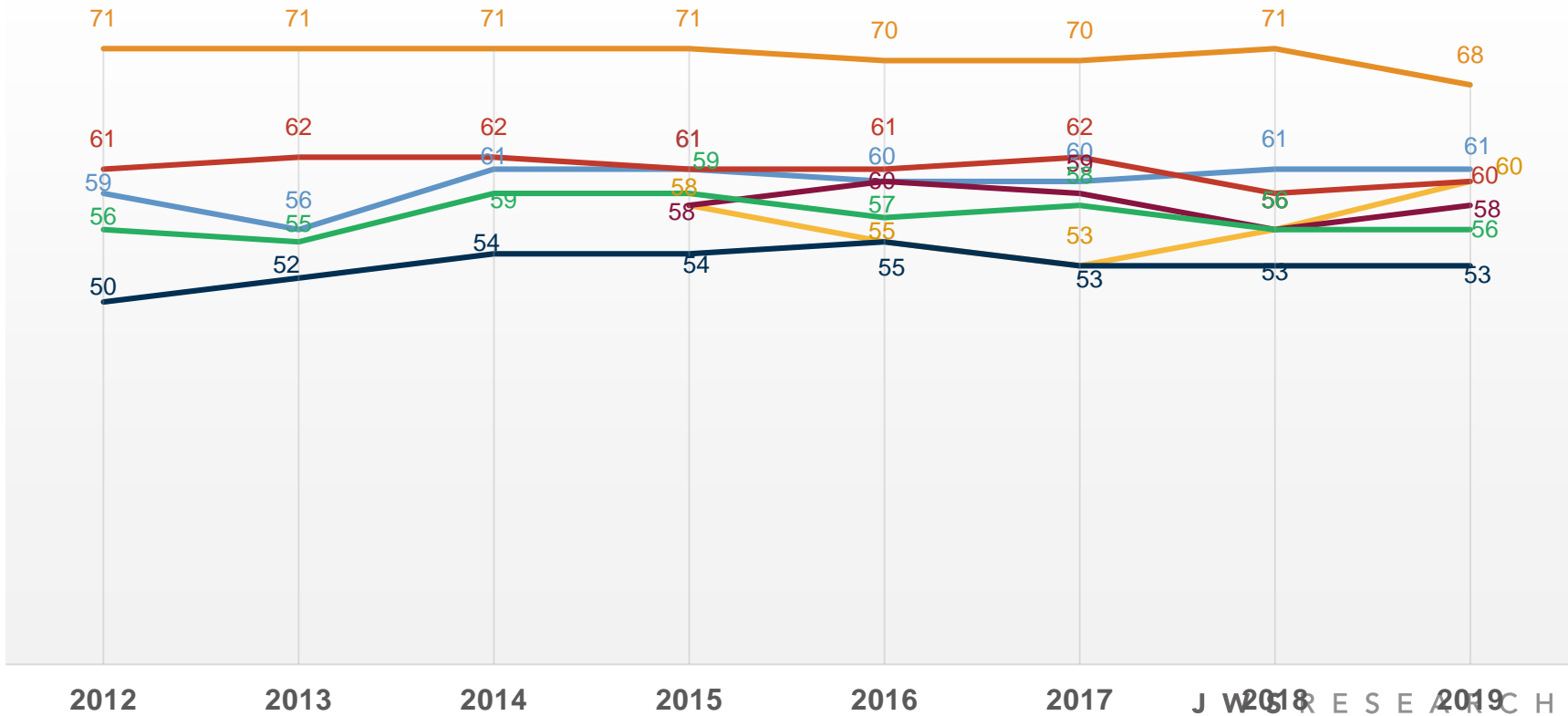


Summary of findings



Summary of core measures

Index scores





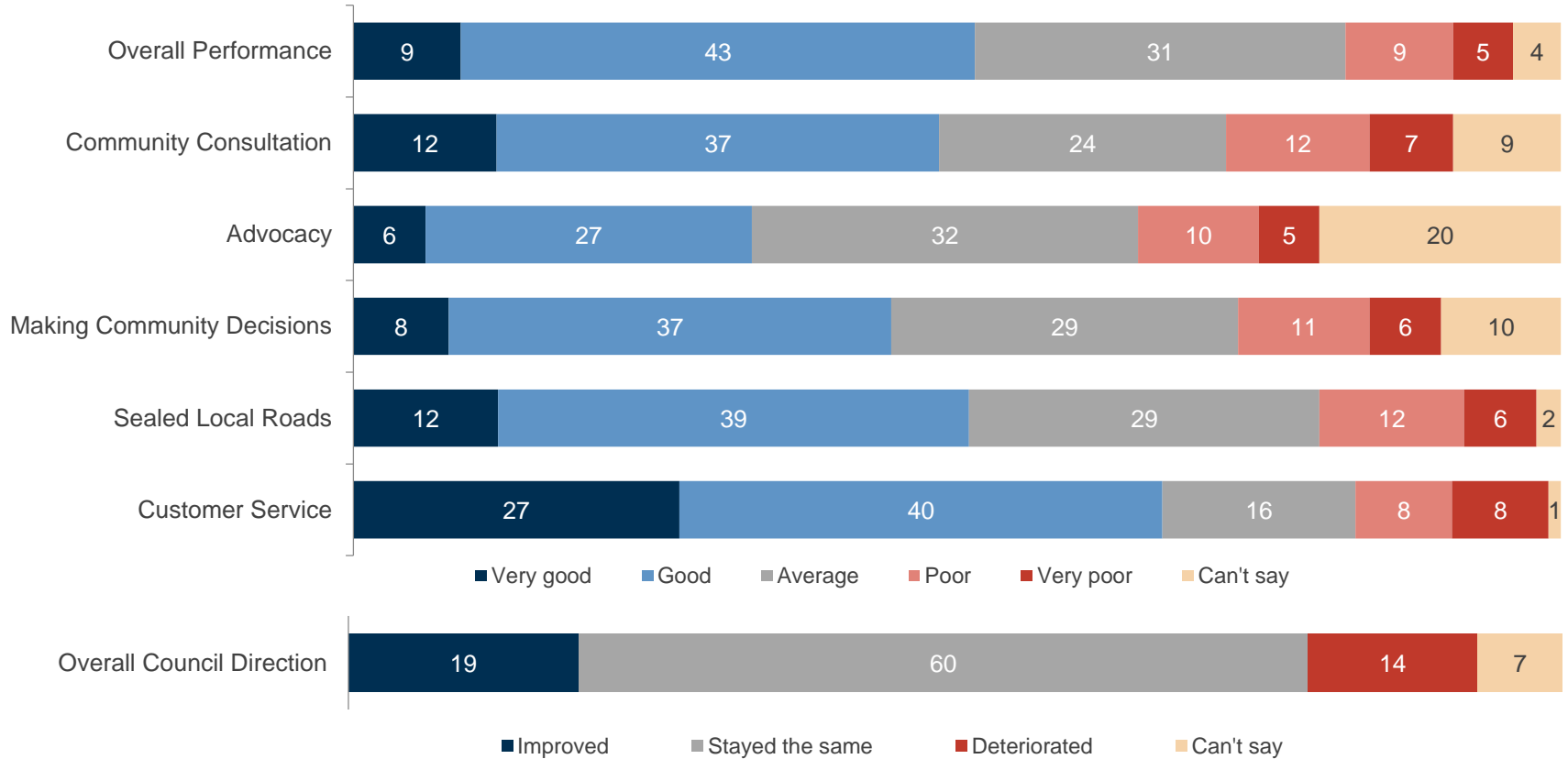
Summary of core measures

Performance Measures	Indigo 2019	Indigo 2018	Small Rural 2019	State-wide 2019	Highest score	Lowest score
Overall Performance	61	61	58	60	Aged 18-34 years	Aged 65+ years
Community Consultation (Community consultation and engagement)	60	59	56	56	Women	Men
Advocacy (Lobbying on behalf of the community)	56	56	55	54	Aged 18-34 years	Aged 65+ years
Making Community Decisions (Decisions made in the interest of the community)	58	56	55	55	Aged 18-34 years	Aged 65+ years, Men
Sealed Local Roads (Condition of sealed local roads)	60	56	53	56	Aged 18-34 years	Aged 65+ years
Customer Service	68	71	70	71	Women	Men, Region 3
Overall Council Direction	53	53	53	53	Region 1, Women	Region 3



Summary of key community satisfaction

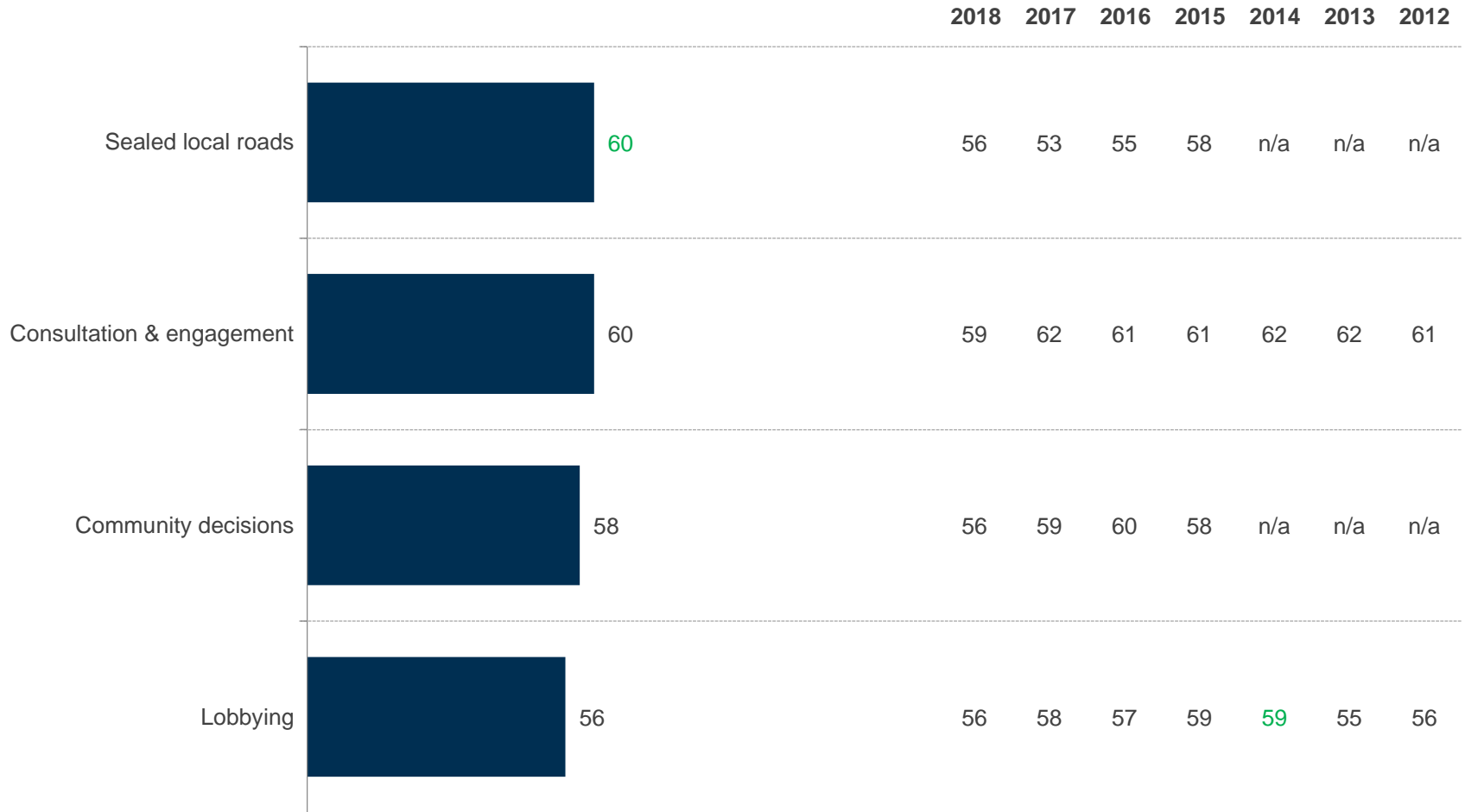
Key measures summary results (%)





Individual service area performance

2019 individual service area (index scores)

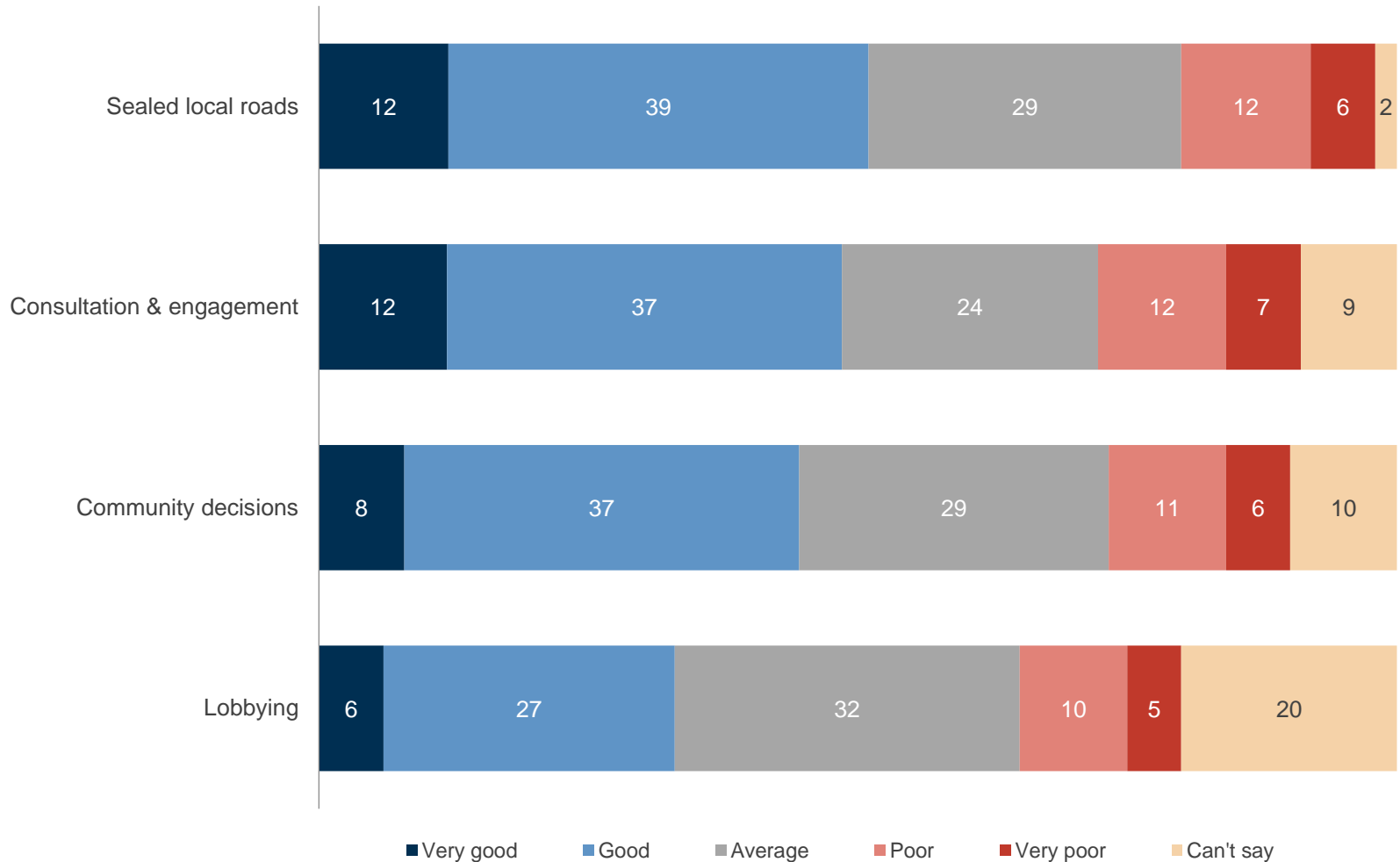


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2019 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Individual service area performance vs State-wide average



Significantly Higher than State-wide Average

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

Significantly Lower than State-wide Average

- Not applicable



Individual service area performance vs group average

Significantly Higher than Group Average

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

Significantly Lower than Group Average

- Not applicable

DETAILED FINDINGS



Overall performance



Overall performance

2019 overall performance (index scores)

	2018	2017	2016	2015	2014	2013	2012
18-34	60	61	64	60	72	65	66
50-64	61	59	56	61	57	55	54
Women	60	61	63	61	65	56	60
Region 1	58	57	62	59	62	58	58
Region 2	61	64	58	62	58	60	63
Indigo	61	60	60	61	61	56	59
35-49	61	61	60	60	60	53	60
State-wide	59	59	59	60	61	60	60
Region 3	65	61	61	62	64	51	55
Men	62	60	58	61	58	57	57
Small Rural	56	58	57	59	n/a	n/a	n/a
65+	61	61	63	63	60	55	55

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Indigo 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?

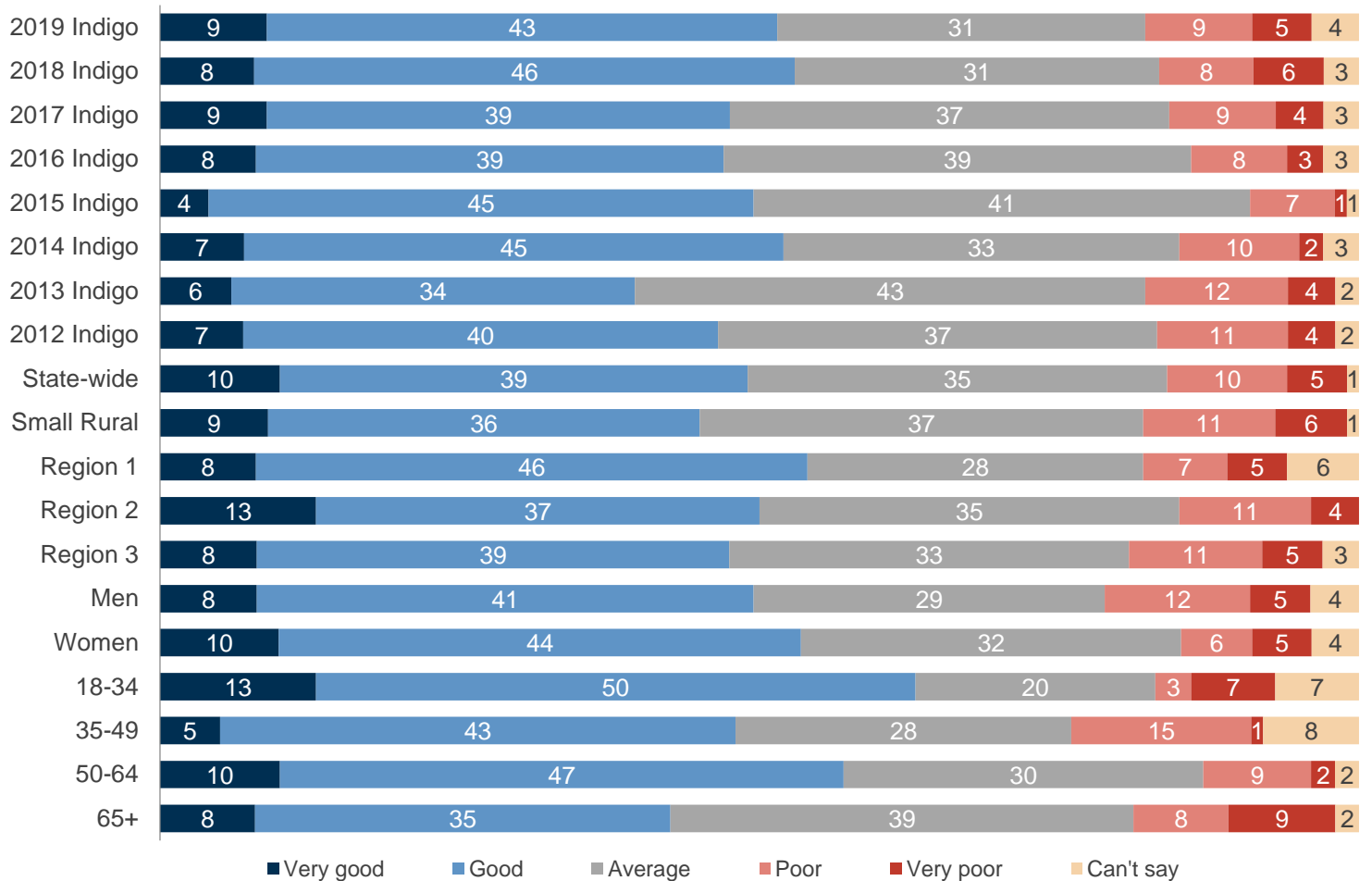
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Overall performance

Overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Indigo 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: 63 Councils asked group: 18

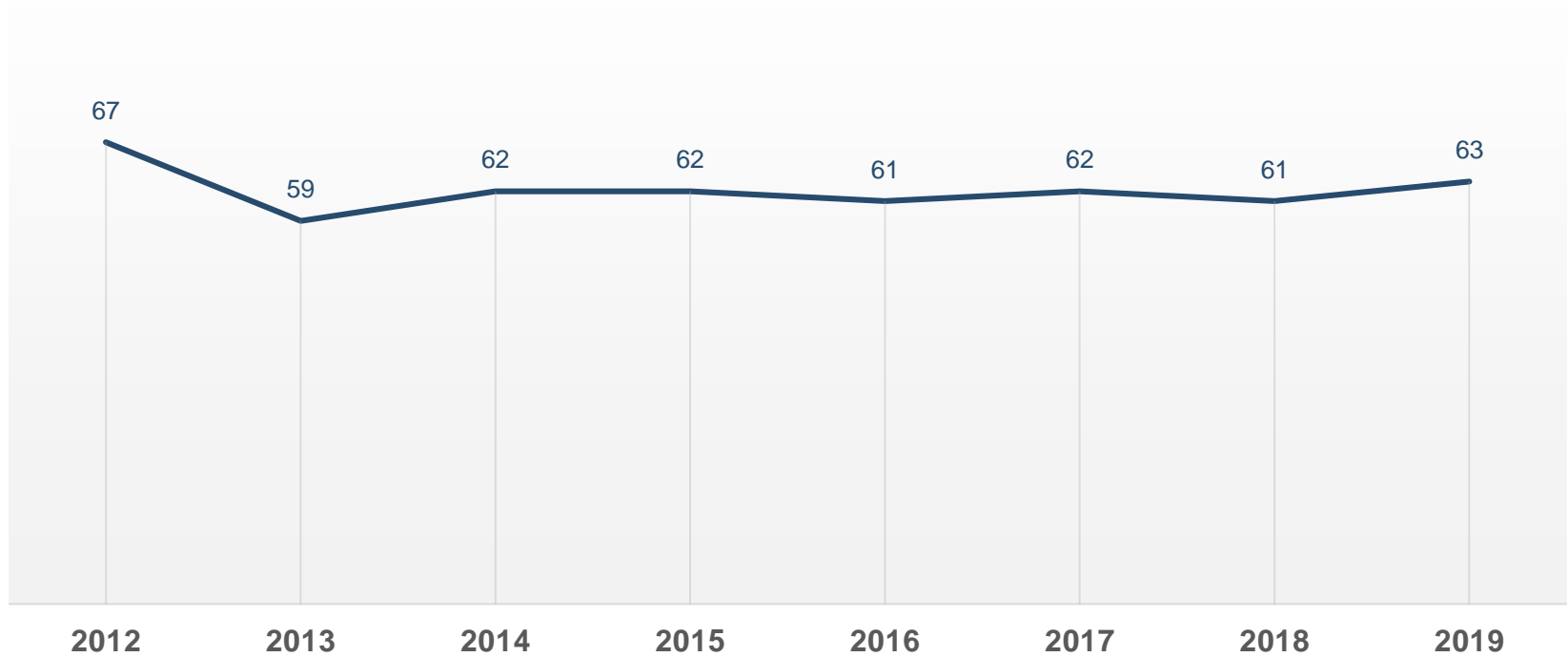


Customer service



Contact with council

2019 contact with council (%)
Have had contact



Q5. Over the last 12 months, have you or any member of your household had any contact with Indigo 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: 38 Councils asked group: 12



Contact with council

2019 contact with council (%)

	2018	2017	2016	2015	2014	2013	2012
35-49	71	70	66	66	62	59	70
Region 3	70	66	68	62	63	63	58
Women	70	63	56	58	65	58	62
50-64	66	71	61	64	65	62	67
Region 2	64	61	67	65	58	65	61
Indigo	63	61	62	61	62	62	59
Small Rural	63	64	62	61	64	n/a	n/a
State-wide	61	61	58	58	60	61	60
18-34	60	38	66	46	64	64	38
Region 1	58	57	56	57	65	59	59
Men	56	58	68	63	60	66	56
65+	56	58	58	61	59	63	54

Q5. Over the last 12 months, have you or any member of your household had any contact with Indigo 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: 38 Councils asked group: 12

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



Customer service rating

2019 customer service rating (index scores)

		2018	2017	2016	2015	2014	2013	2012
Women	72	72	71	75	69	73	73	73
50-64	71	69	67	67	77	64	74	69
Region 1	71	69	68	68	68	74	73	71
State-wide	71	70	69	69	70	72	71	71
Small Rural	70	69	69	69	70	n/a	n/a	n/a
Region 2	68	74	70	69	75	69	74	72
Indigo	68	71	70	70	71	71	71	71
35-49	67	74	64	69	66	68	65	71
18-34	67	59	77	75	65	82	72	76
65+	66	75	74	70	73	72	75	70
Region 3	63	72	72	73	73	68	66	71
Men	63	70	69	65	73	69	69	69

Q5c. Thinking of the most recent contact, how would you rate Indigo 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.

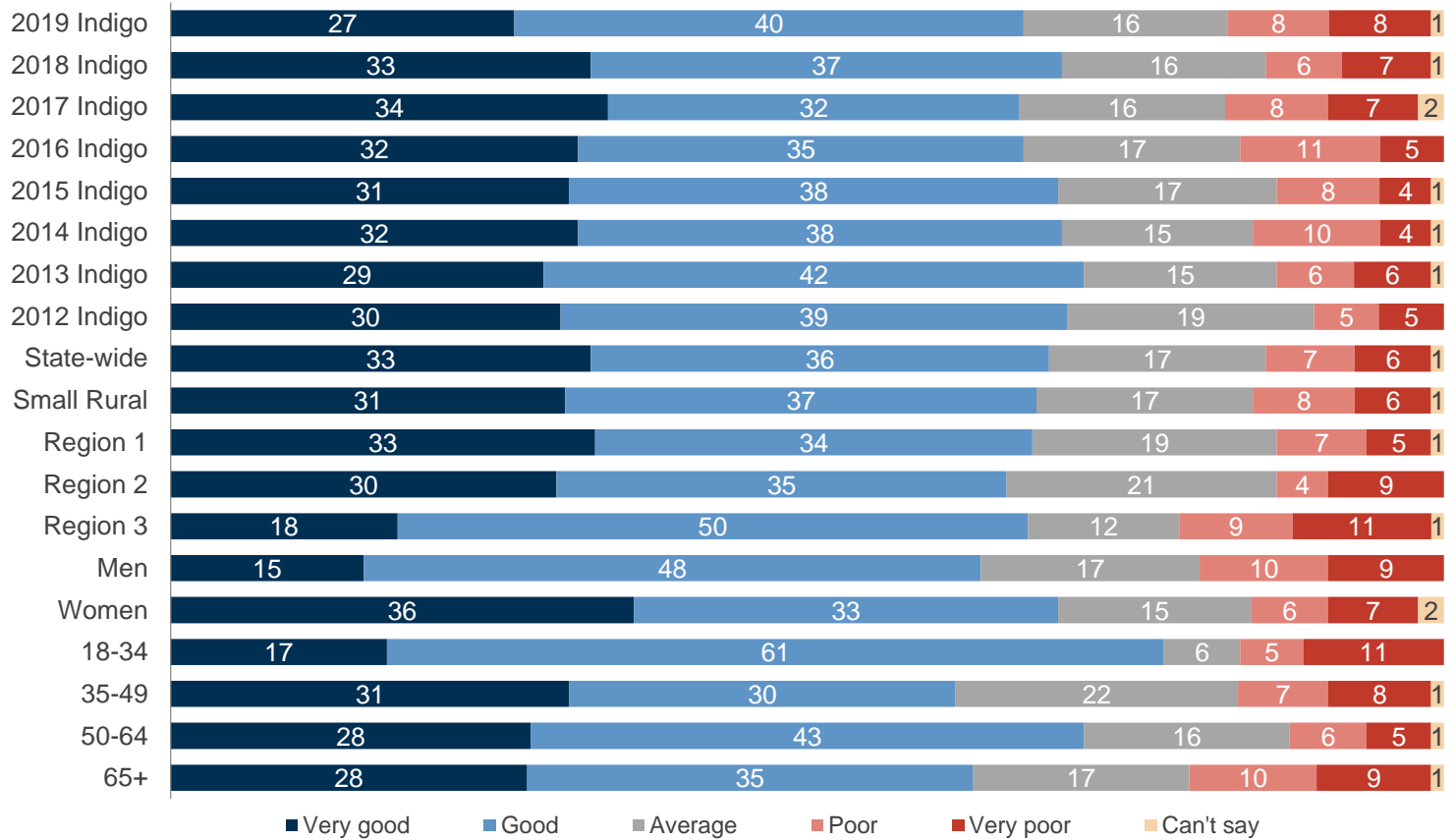
Councils asked state-wide: 63 Councils asked group: 18

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



Customer service rating

Customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Indigo 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: 63 Councils asked group: 18



Council direction



Council direction summary

Council direction	<ul style="list-style-type: none">• 60% stayed about the same, down 1 point on 2018• 19% improved, equal points on 2018• 14% deteriorated, equal points on 2018
Most satisfied with Council direction	<ul style="list-style-type: none">• Region 1 residents• Women
Least satisfied with Council direction	<ul style="list-style-type: none">• Region 3 residents• Men



Overall council direction last 12 months

2019 overall direction (index scores)

	2018	2017	2016	2015	2014	2013	2012
Region 1	51	50	56	53	58	56	53
Women	52	56	57	54	59	53	51
50-64	57	54	50	53	51	50	44
18-34	51	55	63	59	59	57	57
Indigo	53	53	55	54	54	52	50
State-wide	52	53	51	53	53	53	52
Small Rural	50	52	50	53	n/a	n/a	n/a
35-49	56	53	52	52	52	47	52
65+	47	51	58	54	56	57	48
Region 2	53	56	56	55	49	53	57
Men	53	50	54	54	50	52	49
Region 3	56	54	53	55	55	47	39

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

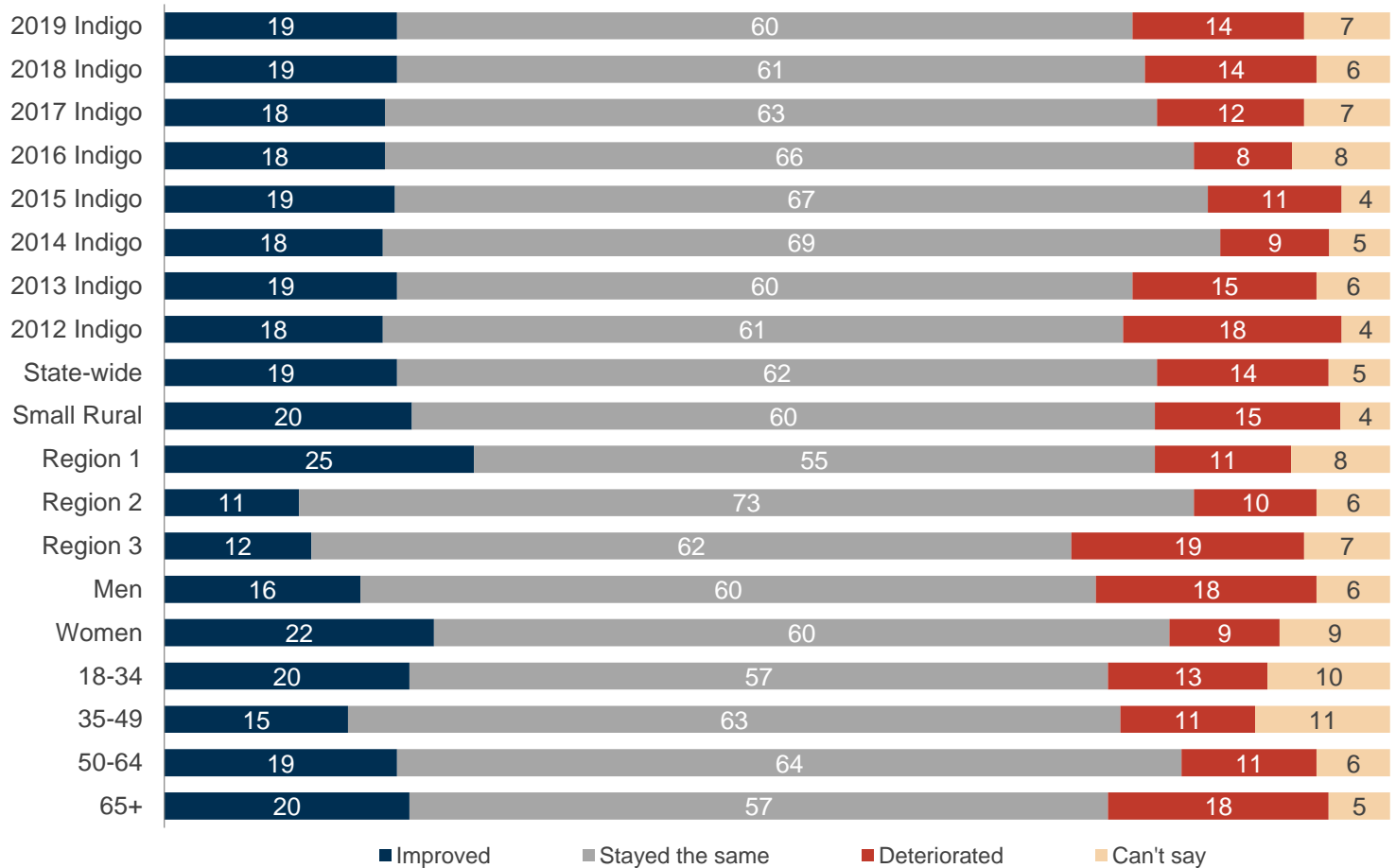
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Overall council direction last 12 months

2019 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Indigo Shire Council's overall performance?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



Individual service areas



Community consultation and engagement performance

2019 Consultation and engagement performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Women	64	59	62	62	60	65	63	63
18-34	62	57	61	68	51	71	67	72
50-64	61	61	64	57	62	61	61	54
Region 2	60	63	64	60	60	61	65	67
Region 1	60	55	59	61	59	63	65	64
Indigo	60	59	62	61	61	62	62	61
Region 3	59	62	63	61	63	61	55	50
65+	59	57	60	60	65	60	60	62
35-49	58	60	61	60	62	57	61	59
Men	56	58	61	59	61	58	61	59
Small Rural	56▼	54	55	55	56	n/a	n/a	n/a
State-wide	56▼	55	55	54	56	57	57	57

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

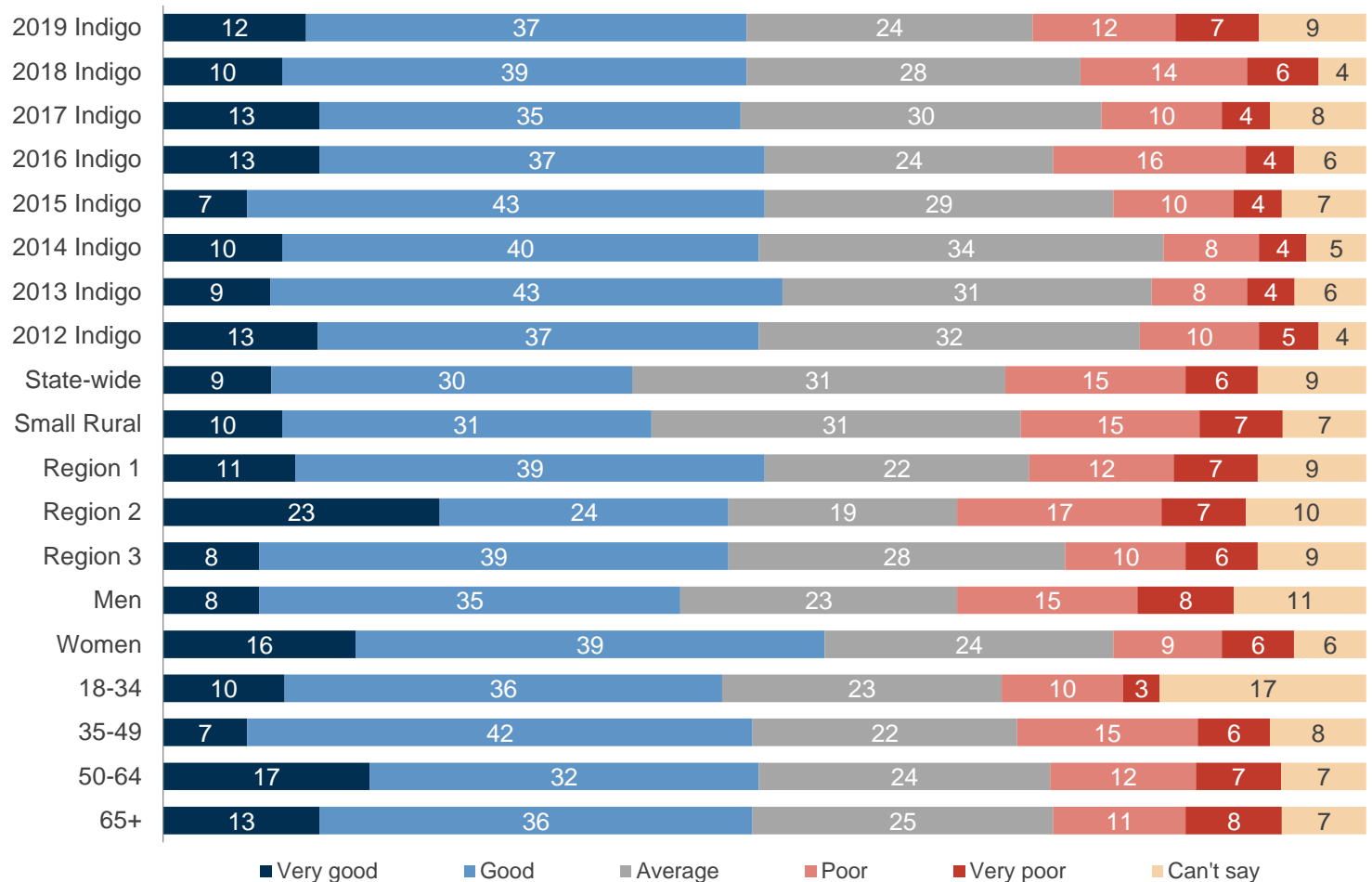
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Community consultation and engagement performance

2019 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: 63 Councils asked group: 18



Lobbying on behalf of the community performance

2019 Lobbying performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	62	56	61	65	65	71	60	63
Region 2	58	60	61	57	65	57	58	60
50-64	57	55	55	53	57	54	56	49
Women	57	56	57	58	58	62	56	59
Indigo	56	56	58	57	59	59	55	56
Region 3	56	57	58	58	61	60	50	51
Region 1	56	53	55	57	54	59	57	57
Men	56	55	59	56	61	55	54	54
35-49	55	56	59	57	59	54	51	57
Small Rural	55	53	55	54	56	n/a	n/a	n/a
State-wide	54	54	54	53	55	56	55	55
65+	54	55	56	57	60	60	55	57

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

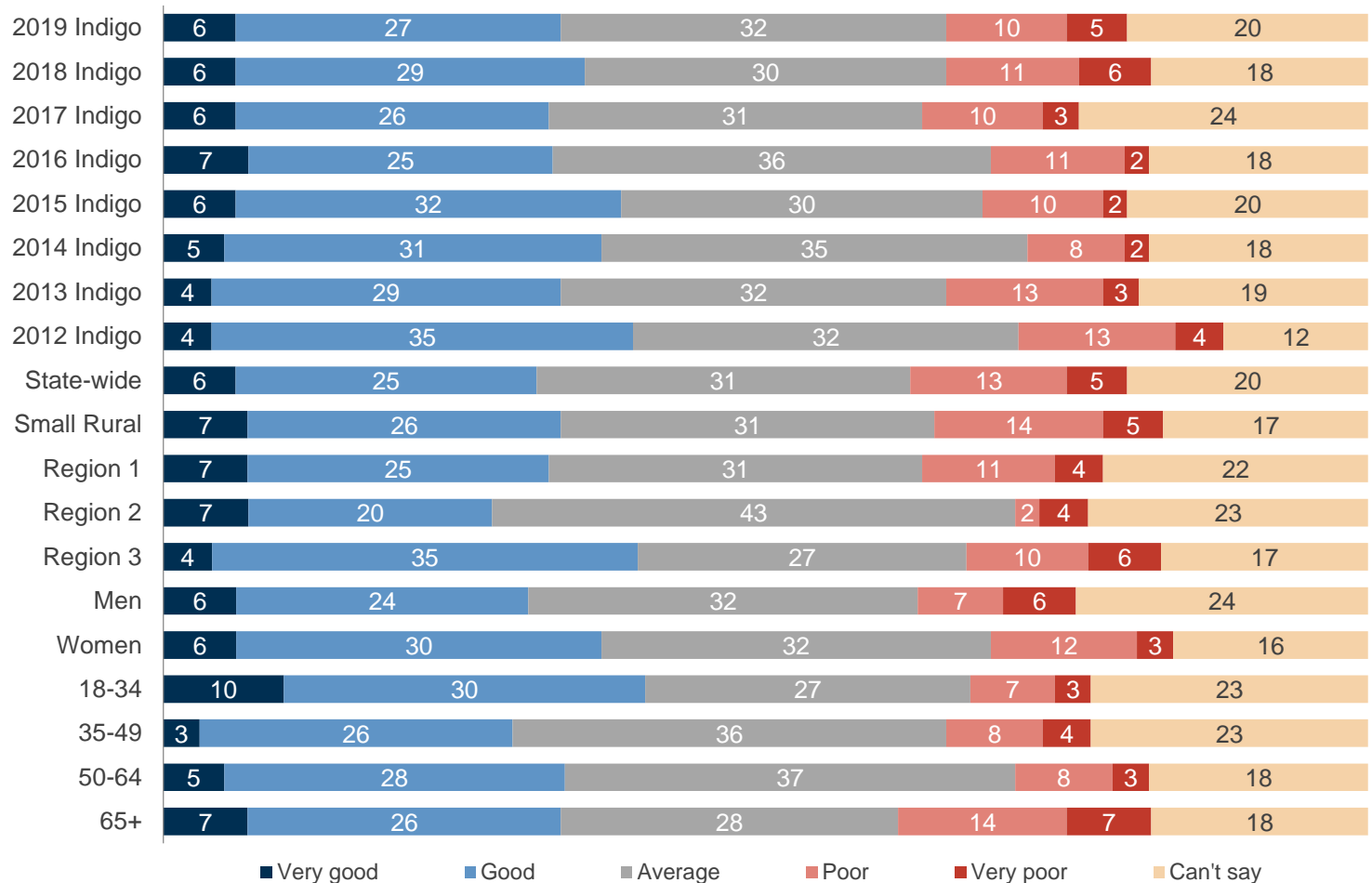
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Lobbying on behalf of the community performance

2019 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: 63 Councils asked group: 18

Decisions made in the interest of the community performance



2019 Community decisions made performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	67▲	53	61	69	57	n/a	n/a	n/a
Women	61	55	59	61	57	n/a	n/a	n/a
Region 2	61	61	64	60	60	n/a	n/a	n/a
Indigo	58	56	59	60	58	n/a	n/a	n/a
Region 1	58	52	55	59	54	n/a	n/a	n/a
35-49	58	58	59	59	56	n/a	n/a	n/a
50-64	58	60	60	53	57	n/a	n/a	n/a
Region 3	57	60	61	60	60	n/a	n/a	n/a
Men	55	58	59	58	58	n/a	n/a	n/a
65+	55	55	57	61	60	n/a	n/a	n/a
Small Rural	55▼	52	55	53	56	n/a	n/a	n/a
State-wide	55▼	54	54	54	55	57	n/a	n/a

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

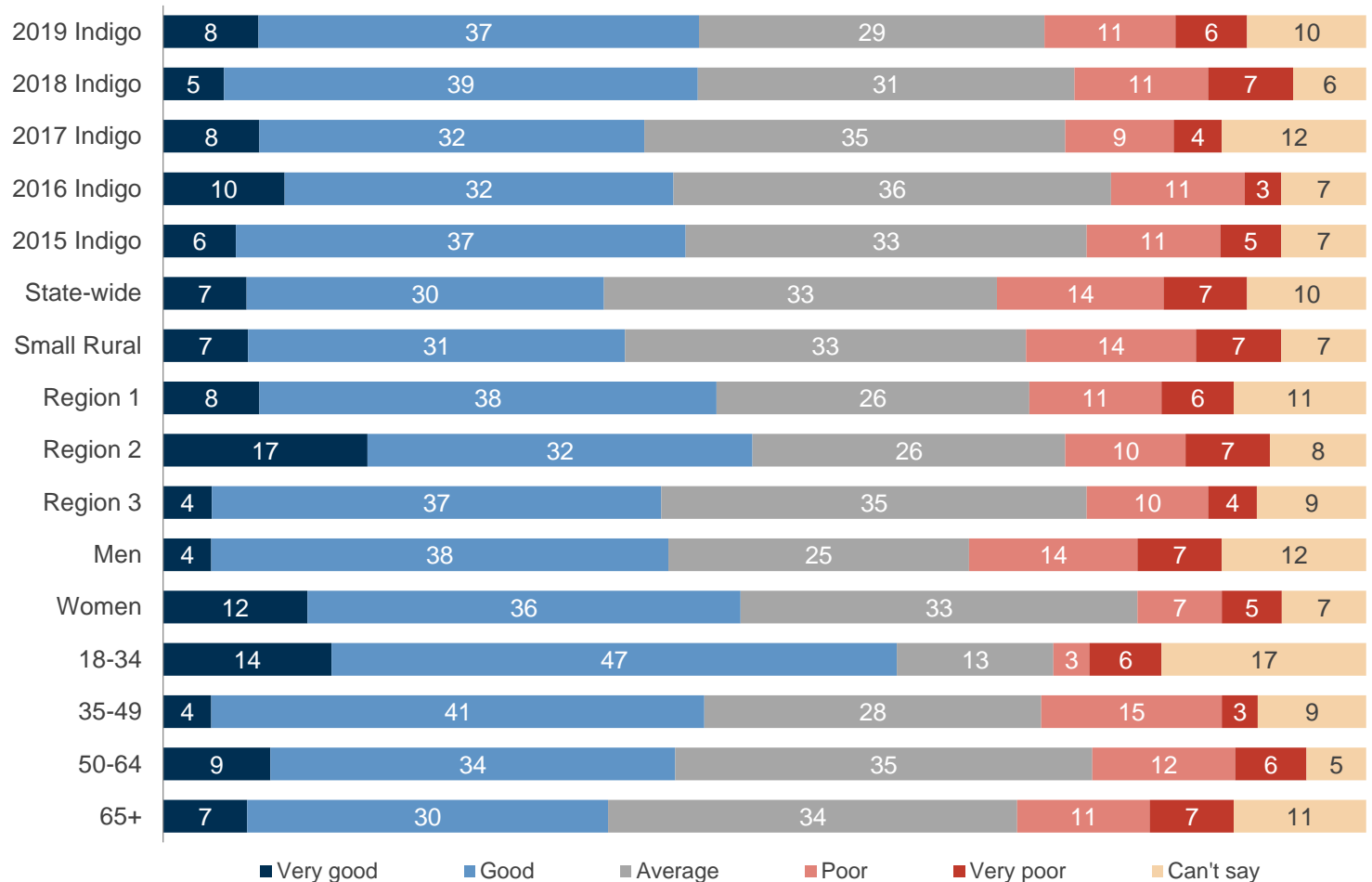
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

Decisions made in the interest of the community performance



2019 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: 63 Councils asked group: 18

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	64	58	56	58	63	n/a	n/a	n/a
35-49	62	57	48	57	56	n/a	n/a	n/a
Men	62	57	55	55	59	n/a	n/a	n/a
Region 1	61	58	50	57	57	n/a	n/a	n/a
Indigo	60	56	53	55	58	n/a	n/a	n/a
Region 2	60	54	53	51	56	n/a	n/a	n/a
50-64	60	53	55	49	58	n/a	n/a	n/a
Region 3	59	53	57	54	60	n/a	n/a	n/a
Women	58	54	51	55	57	n/a	n/a	n/a
65+	57	56	52	56	56	n/a	n/a	n/a
State-wide	56▼	53	53	54	55	55	n/a	n/a
Small Rural	53▼	49	50	52	52	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?

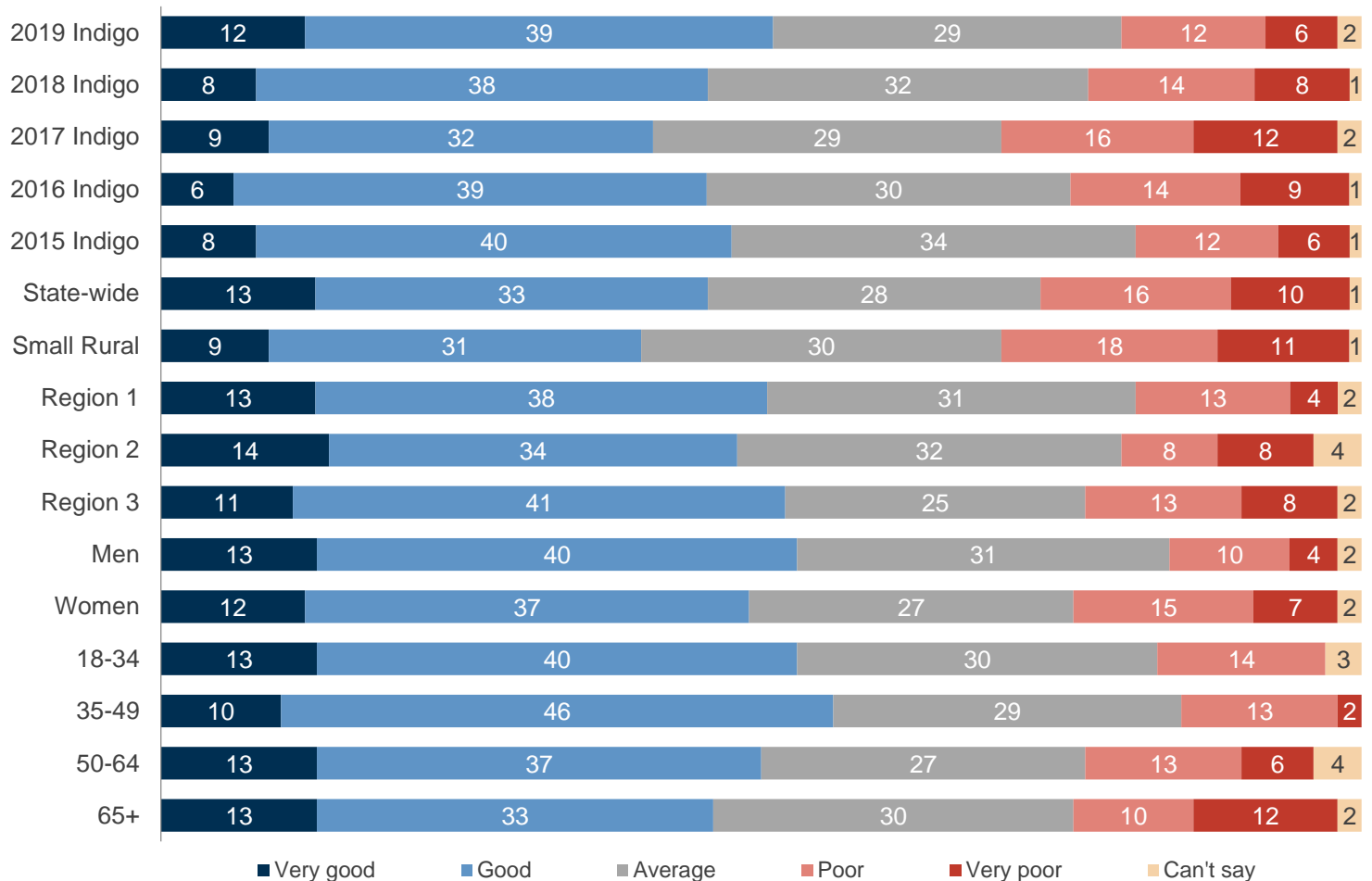
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

The condition of sealed local roads in your area performance



2019 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: 63 Councils asked group: 18



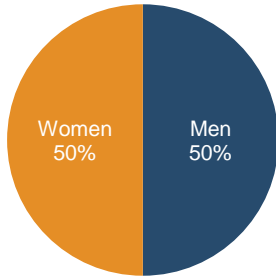
Detailed demographics



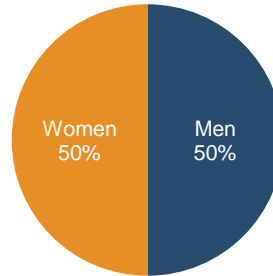
Gender and age profile

2019 gender

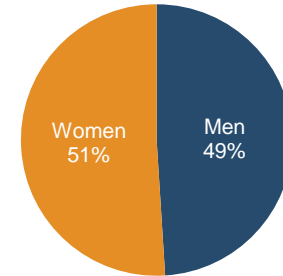
Indigo



Small Rural

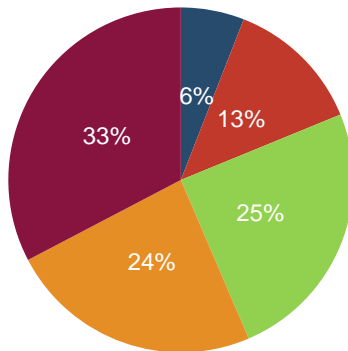


State-wide

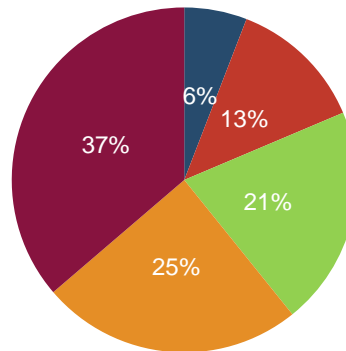


2019 age

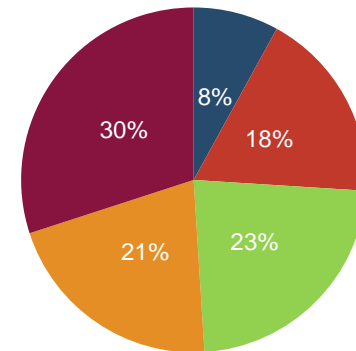
Indigo



Small Rural



State-wide

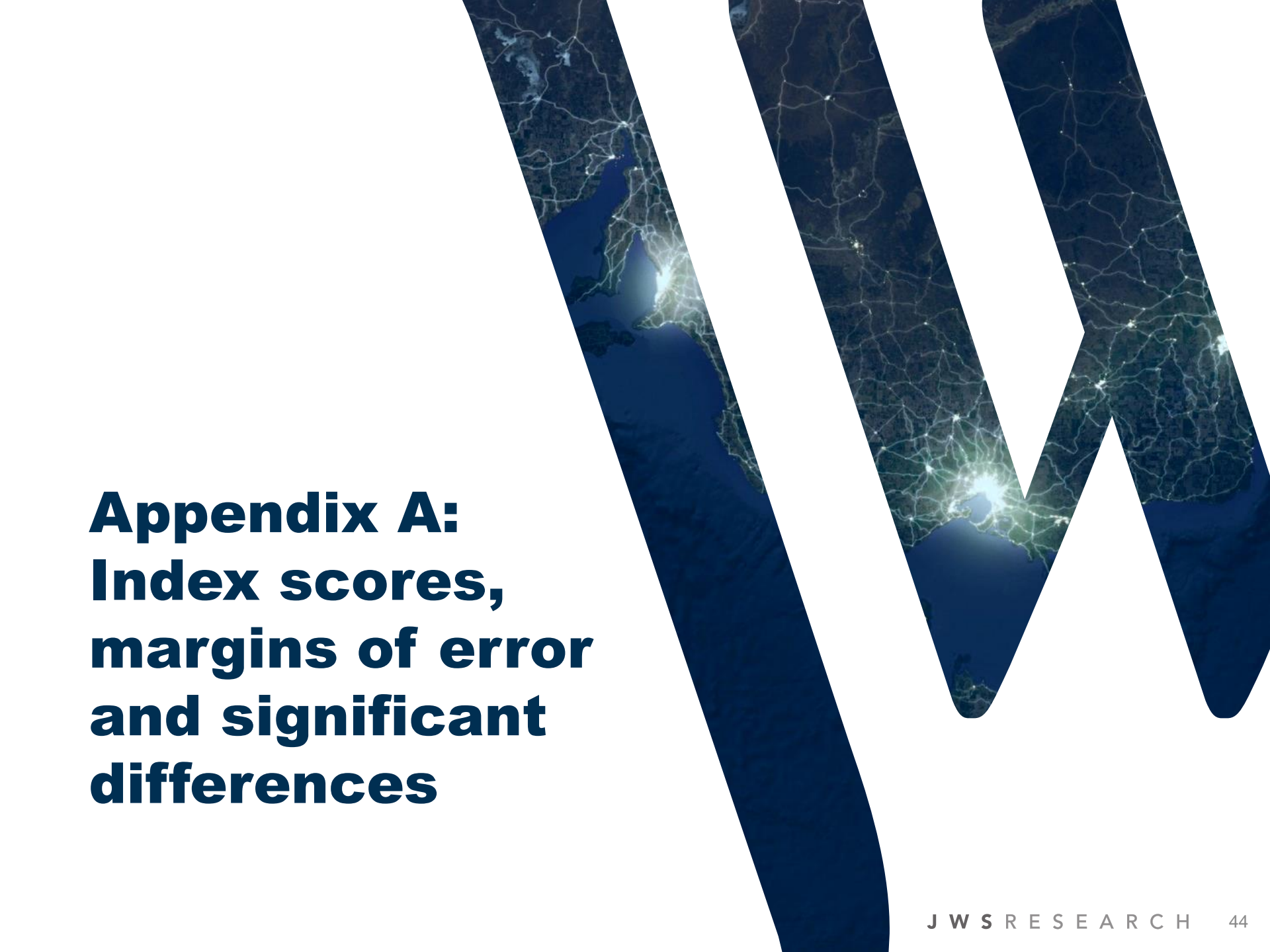


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 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: 63 Councils asked group: 18
 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:
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 2019 State-wide Local Government Community Satisfaction Survey for Indigo 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 +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 12,800 people aged 18 years or over for Indigo Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Indigo Shire Council	400	400	+/-4.8
Men	178	200	+/-7.3
Women	222	200	+/-6.5
Region 1	200	207	+/-6.9
Region 2	58	58	+/-13.0
Region 3	142	135	+/-8.2
18-34 years	30	75	+/-18.2
35-49 years	75	100	+/-11.4
50-64 years	123	94	+/-8.8
65+ years	172	132	+/-7.4



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:

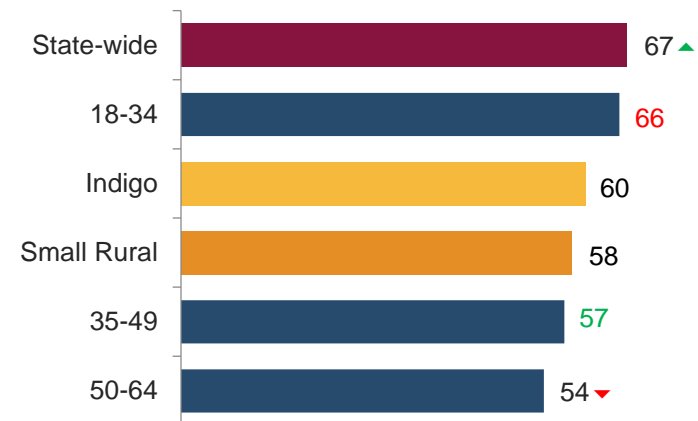
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2018.

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 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

**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:

- Survey methodology and sampling
- 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 2019 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 2019 results are compared with previous years, as detailed below:

- 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 Indigo 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 Indigo Shire Council.

Survey sample matched to the demographic profile of Indigo 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 Indigo Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Indigo Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 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 2012-2019 vary slightly.

Council Groups

Indigo Shire Council is classified as a Small Rural council according to the following classification list:

Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Small Rural group are:

Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Indigo Shire Council for this 2019 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small 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

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 Indigo 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 2012-2019 have been made throughout this report as appropriate.



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 2019 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 2019 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 2019 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: 2019 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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