

A satellite night view of Australia, showing the continent's outline and the glowing lights of major cities and towns. The background is dark, with the lights creating a network of bright spots and lines across the landmass.

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

2015 RESEARCH REPORT

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

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2015 State-wide Local Government Community Satisfaction Survey for Swan Hill Rural City Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

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

The main objectives of the survey are to assess the performance of Swan Hill Rural City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Swan Hill Rural City Council.

Survey sample matched to the demographic profile of Swan Hill Rural City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents within Swan Hill Rural City Council, particularly younger people.

A total of n=401 completed interviews were achieved in Swan Hill Rural City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2015.

The 2015 results are compared with previous years, as detailed below:

- 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 Swan Hill Rural City Council area.

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

SURVEY METHODOLOGY AND SAMPLING

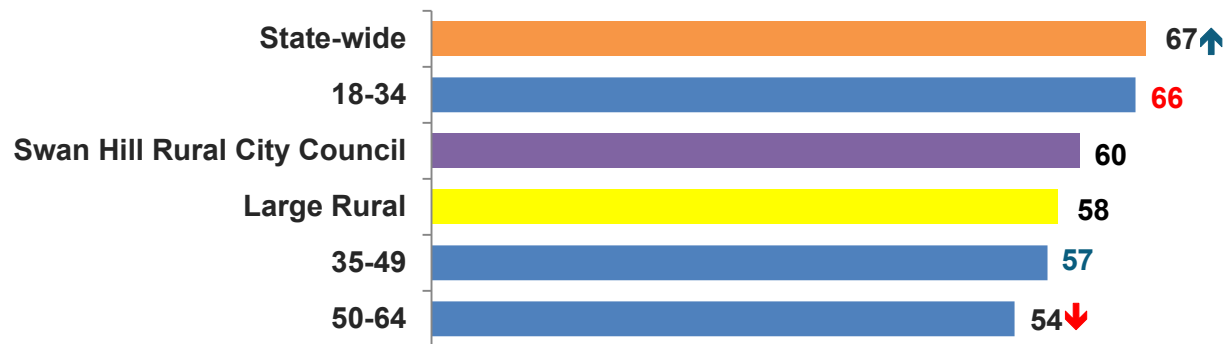
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the ‘Total’ result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in blue and red indicate significantly higher or lower results than in 2014. 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 2014.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2014.

Overall Performance – Index Scores (example extract only)



Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B.

FURTHER INFORMATION

Further Information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2015 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

A satellite night view of the United Kingdom, showing the dense network of roads and city lights. The text "KEY FINDINGS & RECOMMENDATIONS" is overlaid in white, bold, sans-serif font across the center of the image.

KEY FINDINGS & RECOMMENDATIONS

KEY FINDINGS AND RECOMMENDATIONS

- Swan Hill Rural City Council has **performed strongly** across **all core measures** in 2015, re-bounding from disappointing results in 2014. There have been statistically significant improvements in four of seven core measures.
 - The performance by Swan Hill Rural City Council is on par or ahead of the average results for other Large Rural councils and only marginally behind the State-wide average council results.

- Council's **overall performance** index is 59 which is a **significant improvement** of six points compared with 2014.
 - While residents aged 65 years and older continue to provide the most favourable performance ratings of Council, significantly improved ratings have been given across most demographic and residential cohorts in 2015.
 - On overall performance, Swan Hill Rural City Council significantly outperforms the average of other Large Rural councils (56), though it remains slightly below the State-wide council average (60).

- Supporting the strong result in overall performance is a **12 point improvement** in **overall council direction**, with an index score of 59 in 2015.
 - While just 15% of residents felt that **Council had improved** over the previous 12 months when surveyed in 2014, that figure has **increased to 26% in 2015**.

KEY FINDINGS AND RECOMMENDATIONS

- Council performance on **decisions made in the interest of the community** also **improved significantly** by five points, to achieve an index score in 2015 of 51.
 - On this issue, residents aged 65 years and older again gave the most favourable ratings of Council but it is residents in Central Ward that have given the most improved ratings compared with 2014 (an increase of five to points to 53).
 - By contrast, residents of Robinvale Ward are far more critical of Council on this issue compared to other residents.

- **A much higher proportion** of residents indicate they have **been in contact** with Council over the last 12 months (61% in 2015 compared with 52% in 2014). In this context it is pleasing that **customer service** has again been **highlighted as a strength** of the Swan Hill Rural City Council. The index score of 68 is three points higher than 2014.

- Council's **advocacy** score is 53, two points higher than 2014.
 - This improvement can largely be attributed to residents aged 35-49 years who have given more favourable ratings on this issue in 2015 (index score of 52, an increase of nine points).

KEY FINDINGS AND RECOMMENDATIONS

- **Strong gains** have also been made on the **condition of sealed local roads** in 2015 with an index score of 52, a four point improvement on 2014.
 - Improvements on this issue stem from many demographic segments but most significantly from residents aged 35-49 (an improvement of 14 points), residents of the Lakes Ward (an improvement of 11 points) and female residents (an improvement of six points).

- Beyond the core issues, Swan Hill Rural City Council has also achieved **significantly improved** performance ratings on:
 - **Waste management** (index score of 75, five points higher than 2014);
 - **Recreational facilities** (index score of 70, an improvement of five points);
 - **Local streets and footpaths** (index score of 55 and again a five point improvement); and
 - **Business and community development and tourism** (index score of 54 and a seven point improvement).

KEY FINDINGS AND RECOMMENDATIONS

- An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the council.
- **A complimentary personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on (03) 8685 8555.**

KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2015

- Overall council direction
- Business/ community development and tourism
- Overall performance
- Making community decisions
- Waste management
- Recreational facilities
- Local streets and footpaths
- Sealed local roads

Lower results in 2015

- Community consultation

Most favourably disposed towards Council

- Aged 65 years+

Least favourably disposed towards Council

- Robinvale ward

A satellite night view of the United Kingdom, showing the dense network of roads and city lights. The text "SUMMARY OF FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

SUMMARY OF FINDINGS

2015 SUMMARY OF CORE MEASURES INDEX SCORE RESULTS

Performance Measures	Swan Hill 2012	Swan Hill 2013	Swan Hill 2014	Swan Hill 2015	Large Rural 2015	State- wide 2015
OVERALL PERFORMANCE	57	58	53	59	56	60
COMMUNITY CONSULTATION (Community consultation and engagement)	55	60	55	54	54	56
ADVOCACY (Lobbying on behalf of the community)	53	57	51	53	53	55
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	n/a	n/a	46	51	52	55
SEALED LOCAL ROADS (Condition of sealed local roads)	n/a	n/a	48	52	45	55
CUSTOMER SERVICE	64	71	65	68	67	70
OVERALL COUNCIL DIRECTION	50	57	47	59	51	53

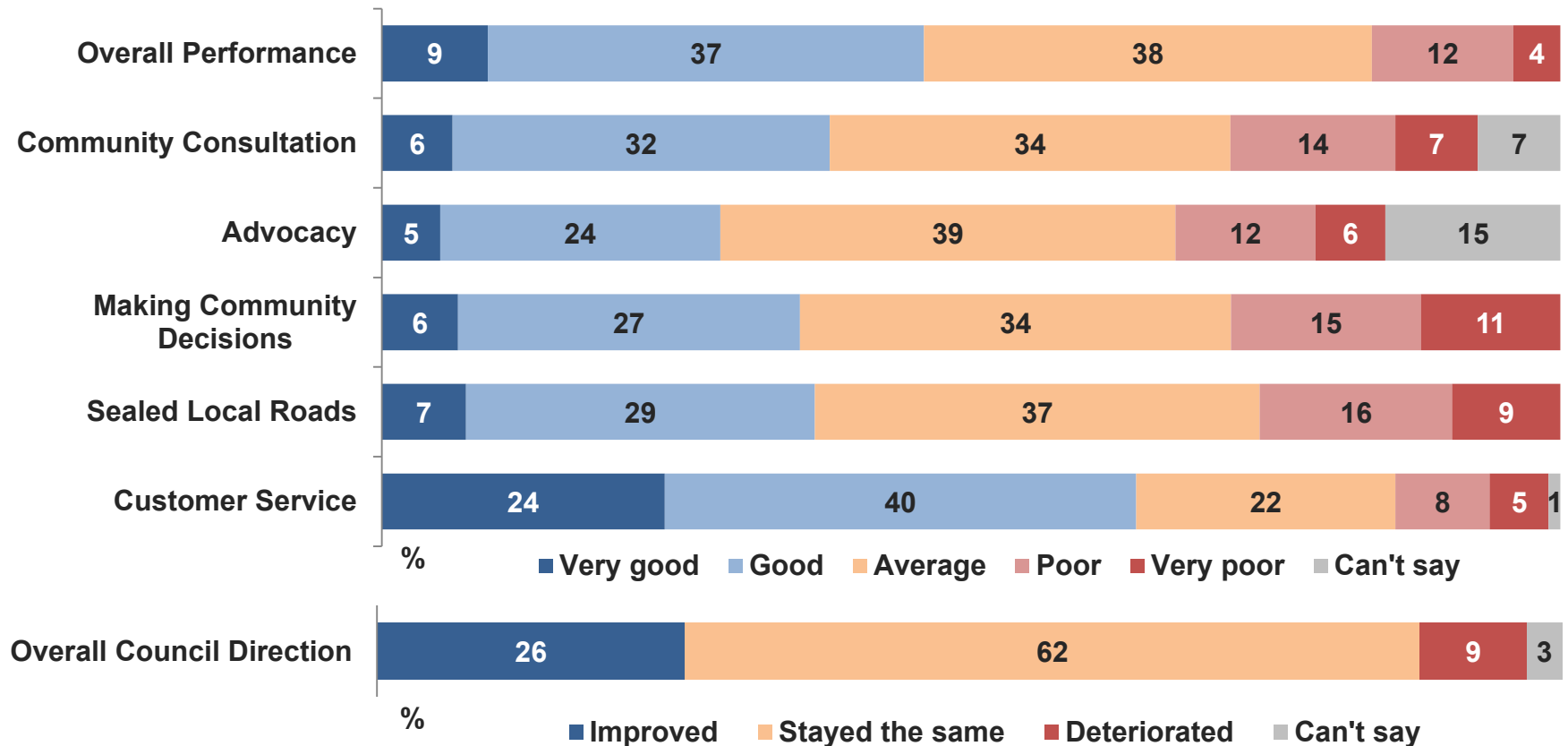
2015 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

Performance Measures	Swan Hill 2015	vs Swan Hill 2014	vs Large Rural 2015	vs State-wide 2015	Highest score	Lowest score
OVERALL PERFORMANCE	59	6 points higher	3 points higher	1 points lower	65+ year olds	Robinvale Ward
COMMUNITY CONSULTATION (Community consultation and engagement)	54	1 points lower	Equal	2 points lower	Women	Robinvale Ward
ADVOCACY (Lobbying on behalf of the community)	53	2 points higher	Equal	2 points lower	65+ year olds	Murray Mallee Ward
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	51	5 points higher	1 points lower	4 points lower	65+ year olds	Robinvale Ward
SEALED LOCAL ROADS (Condition of sealed local roads)	52	4 points higher	7 points higher	3 points lower	65+ year olds	Murray Mallee Ward
CUSTOMER SERVICE	68	3 points higher	1 points higher	2 points lower	65+ year olds	18-34 year olds
OVERALL COUNCIL DIRECTION	59	12 points higher	8 points higher	6 points higher	Central Ward	Robinvale Ward

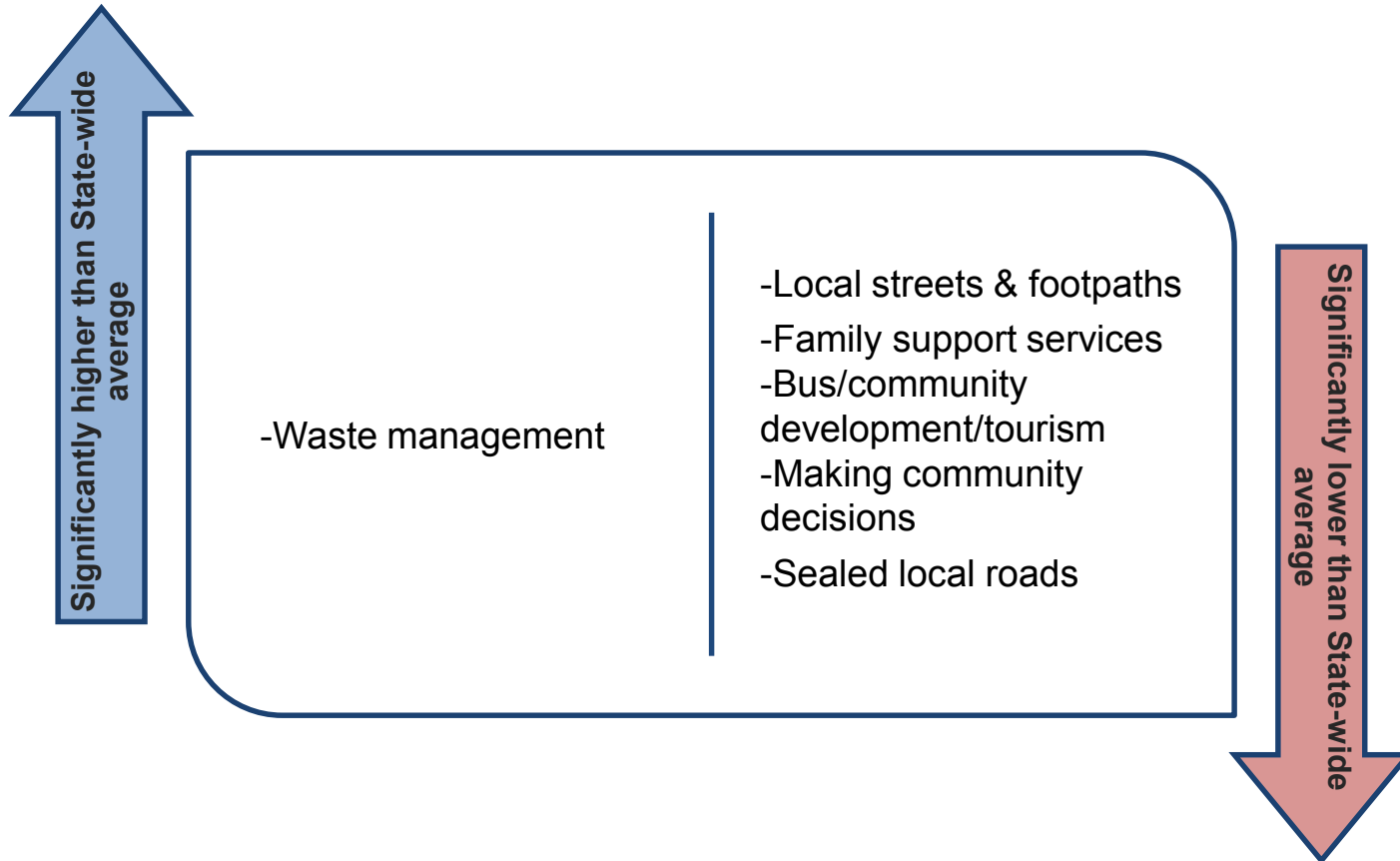
2015 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

Key Measures Summary Results



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE

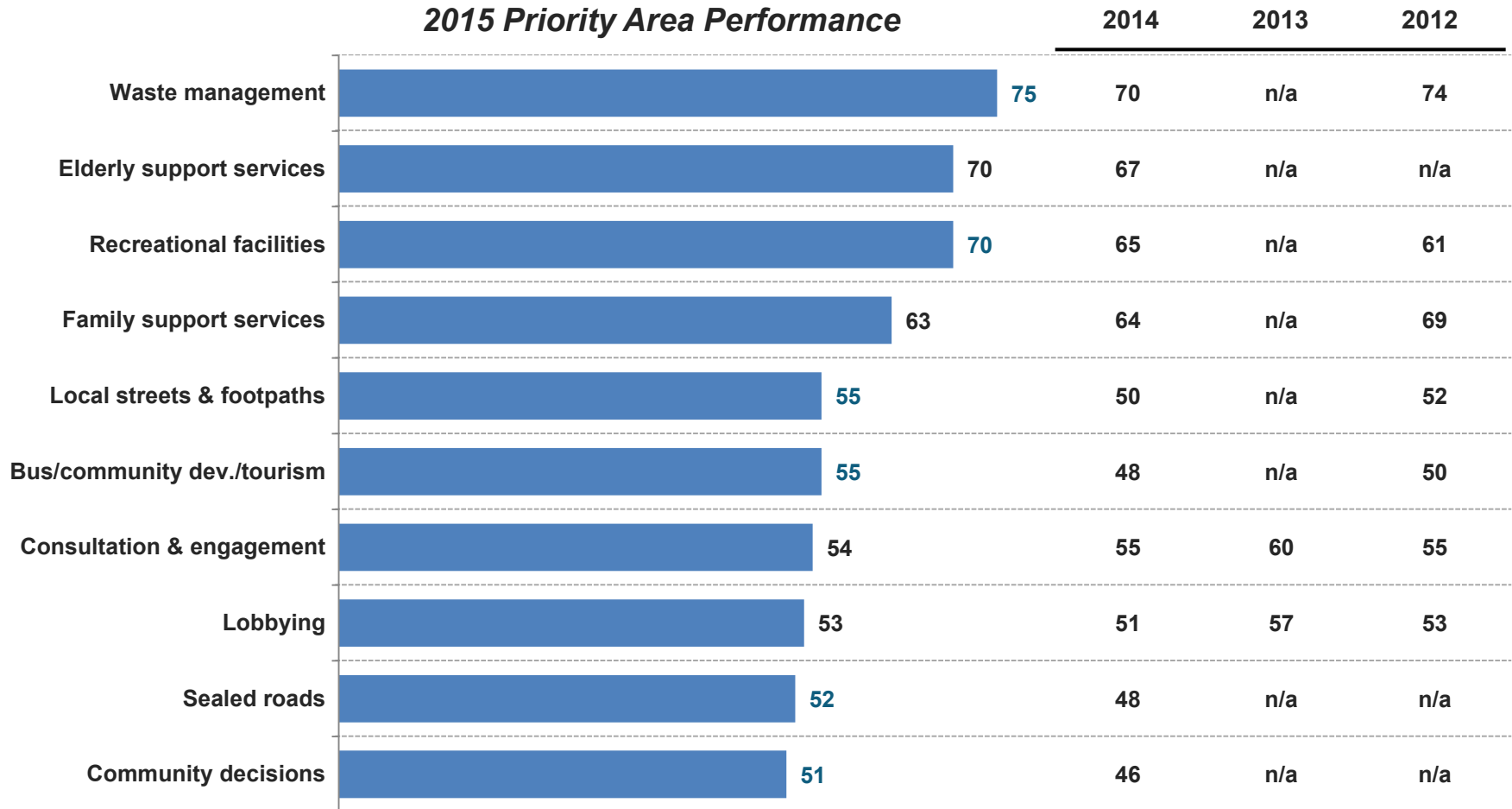


INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



2015 PERFORMANCE SUMMARY



Base: All respondents Councils asked State-wide: 69
 Note: Please see page 5 for explanation of significant differences

2015 PERFORMANCE SUMMARY BY COUNCIL GROUP

Top Three Most Performance Service Areas (Highest to lowest, i.e. 1. = highest performance)

Swan Hill Rural City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Waste management 2. Recreational facilities 3. Elderly support services 	<ol style="list-style-type: none"> 1. Waste management 2. Art centres & libraries 3. Recreational facilities 	<ol style="list-style-type: none"> 1. Waste management 2. Art centres & libraries 3. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Appearance of public areas 3. Waste management 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas 	<ol style="list-style-type: none"> 1. Appearance of public areas 2. Elderly support services 3. Waste management

Bottom Three Most Performance Service Areas (Lowest to highest, i.e. 1. = lowest performance)

Swan Hill Rural City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Community decisions 2. Sealed roads 3. Lobbying 	<ol style="list-style-type: none"> 1. Planning permits 2. Population growth 3. Town planning policy 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Planning permits 3. Slashing & weed control 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Community decisions 3. Parking facilities 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Population growth 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Slashing & weed control 3. Sealed roads

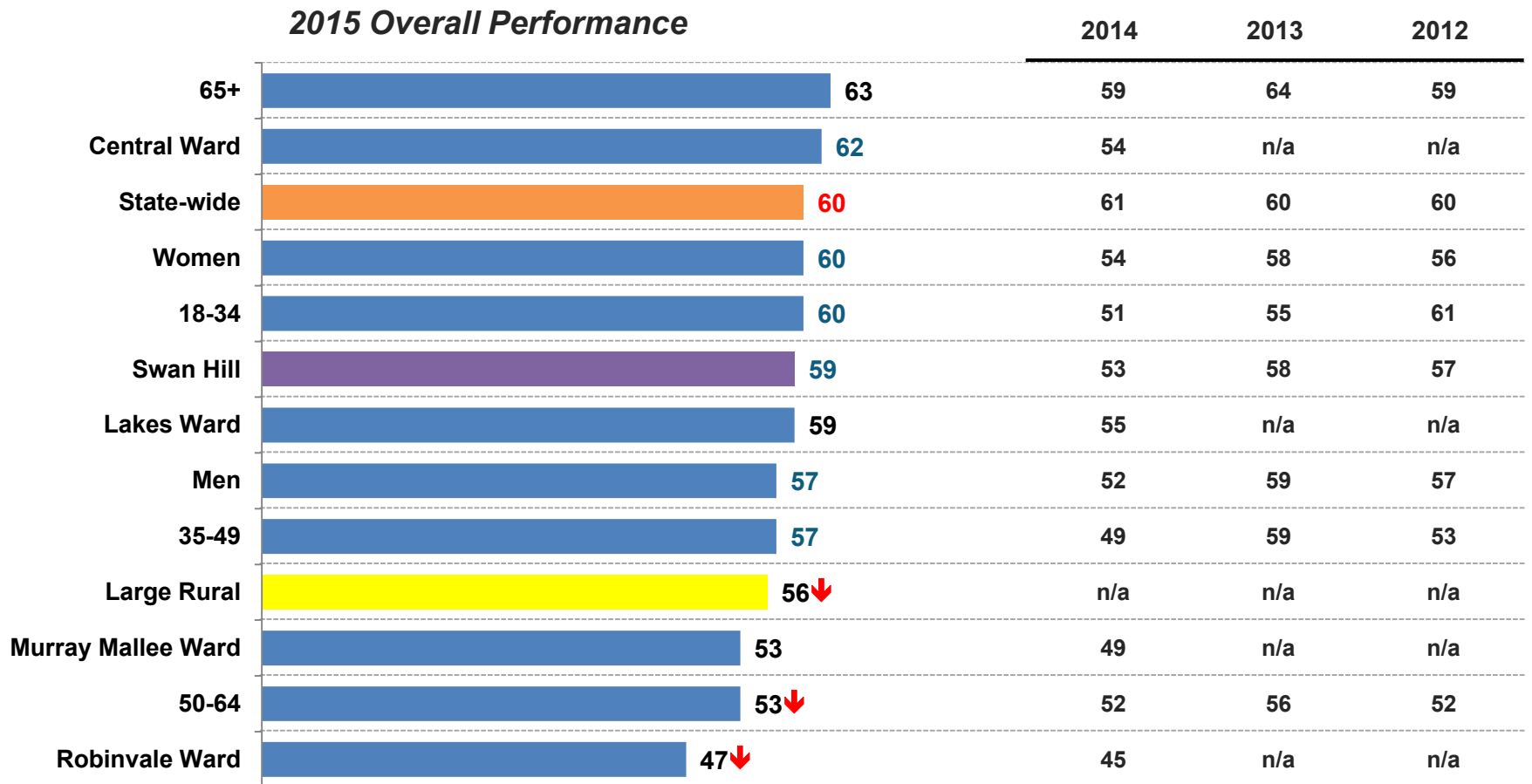
A satellite night view of the United Kingdom, showing a dense network of roads and cities illuminated with a golden glow. The surrounding sea is dark blue. The text "DETAILED FINDINGS" is overlaid on the left side of the image.

DETAILED FINDINGS

A satellite night view of the United Kingdom, showing city lights and a network of glowing lines representing infrastructure. The text is overlaid on the left side of the image.

**KEY CORE MEASURE
OVERALL PERFORMANCE**

OVERALL PERFORMANCE INDEX SCORES



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

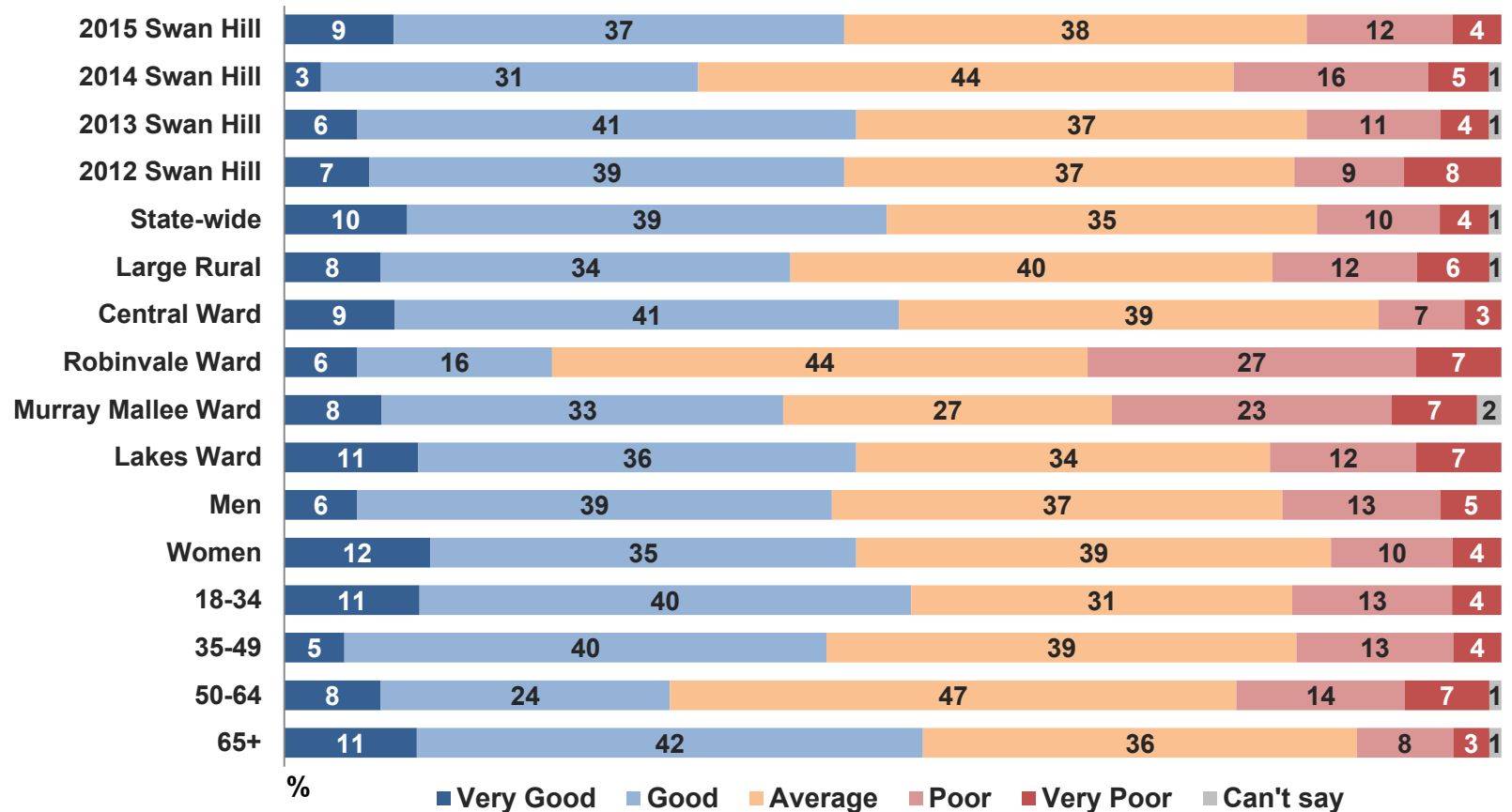
Base: All respondents Councils asked State-wide: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences



OVERALL PERFORMANCE DETAILED PERCENTAGES

2015 Overall Performance



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

Base: All respondents Councils asked State-wide: 69 Councils asked group: 21



An aerial night photograph of a city, likely San Francisco, showing a dense network of roads and buildings illuminated by warm, golden lights. The surrounding water is dark blue, and the overall scene is viewed from a high angle, looking down at the city's layout.

**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with Swan Hill Rural City Council

- 61%, up 9 points on 2014

Most contact with Swan Hill Rural City Council

- Aged 35-49 years
- Murray Mallee Ward*

Least contact with Swan Hill Rural City Council

- Robinvale Ward
- Aged 65+ years

Customer Service rating

- Index score of 68, up 3 points on 2014

Most satisfied with Customer Service

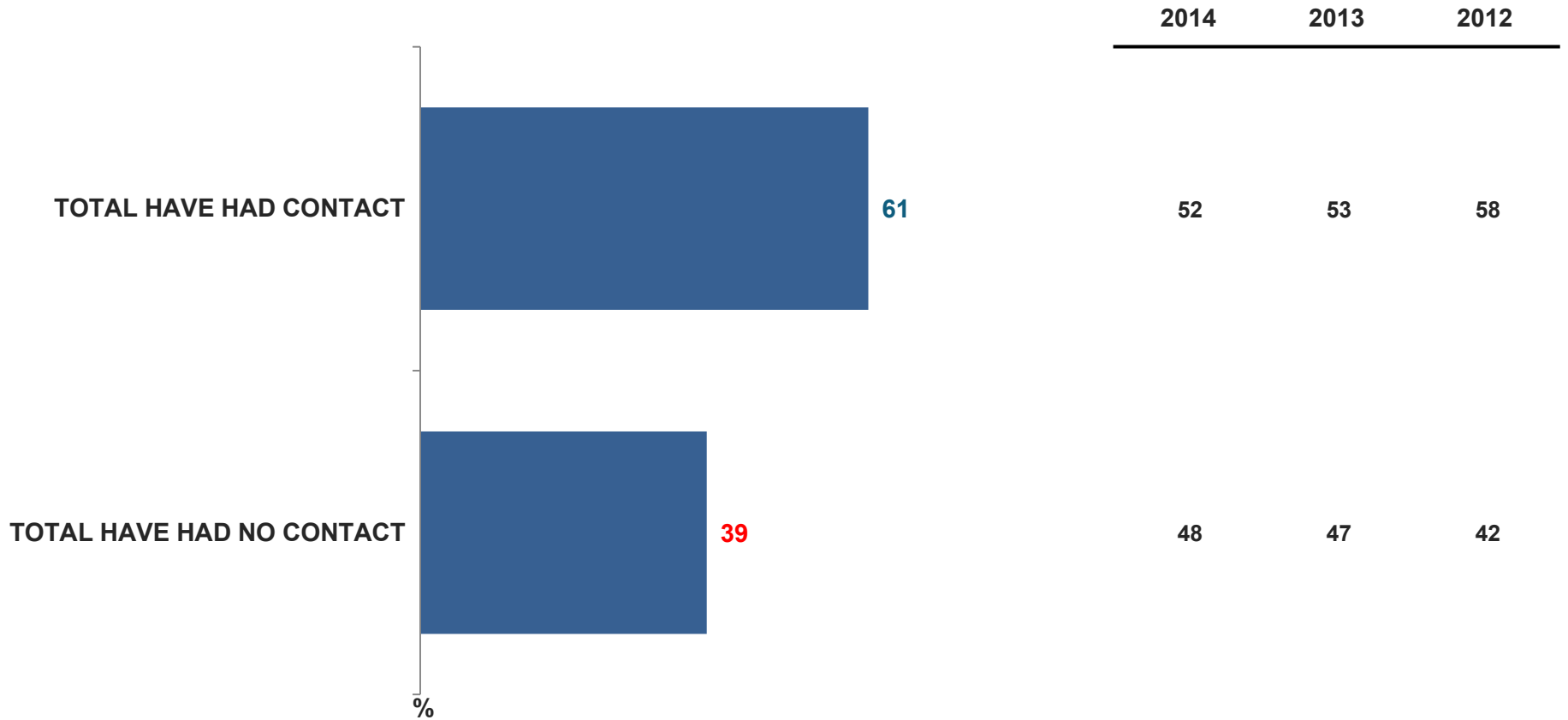
- Aged 65+ years

Least satisfied with Customer Service

- Aged 18-34 years

2015 CONTACT WITH COUNCIL LAST 12 MONTHS

2015 Method of Contact



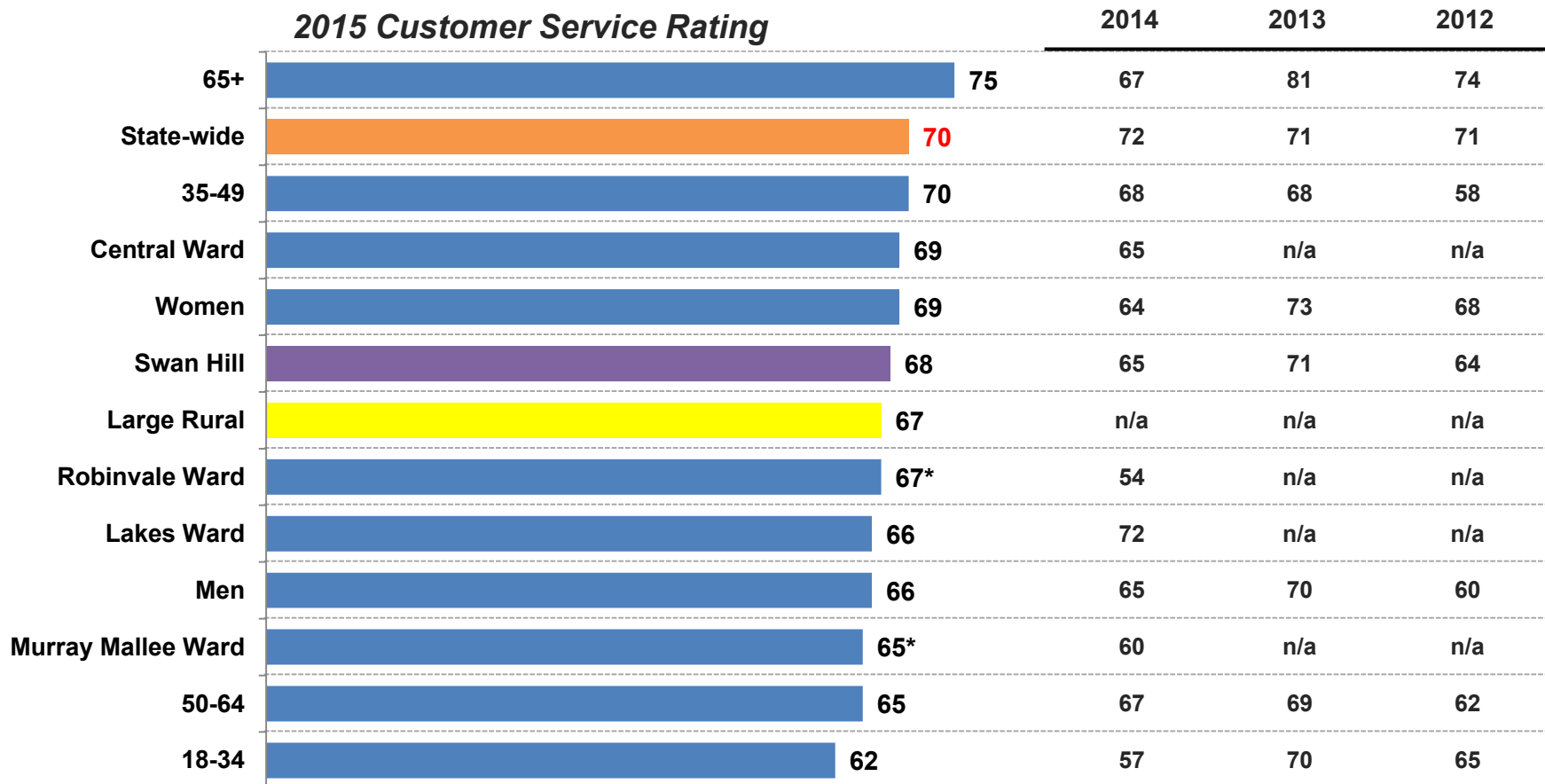
Q5. Over the last 12 months, have you or any member of your household had any contact with Swan Hill Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 53 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences



2015 CONTACT CUSTOMER SERVICE INDEX SCORES



Q5c. Thinking of the most recent contact, how would you rate Swan Hill Rural City Council for customer service? Please keep in mind we do not mean 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: 69 Councils asked group: 21

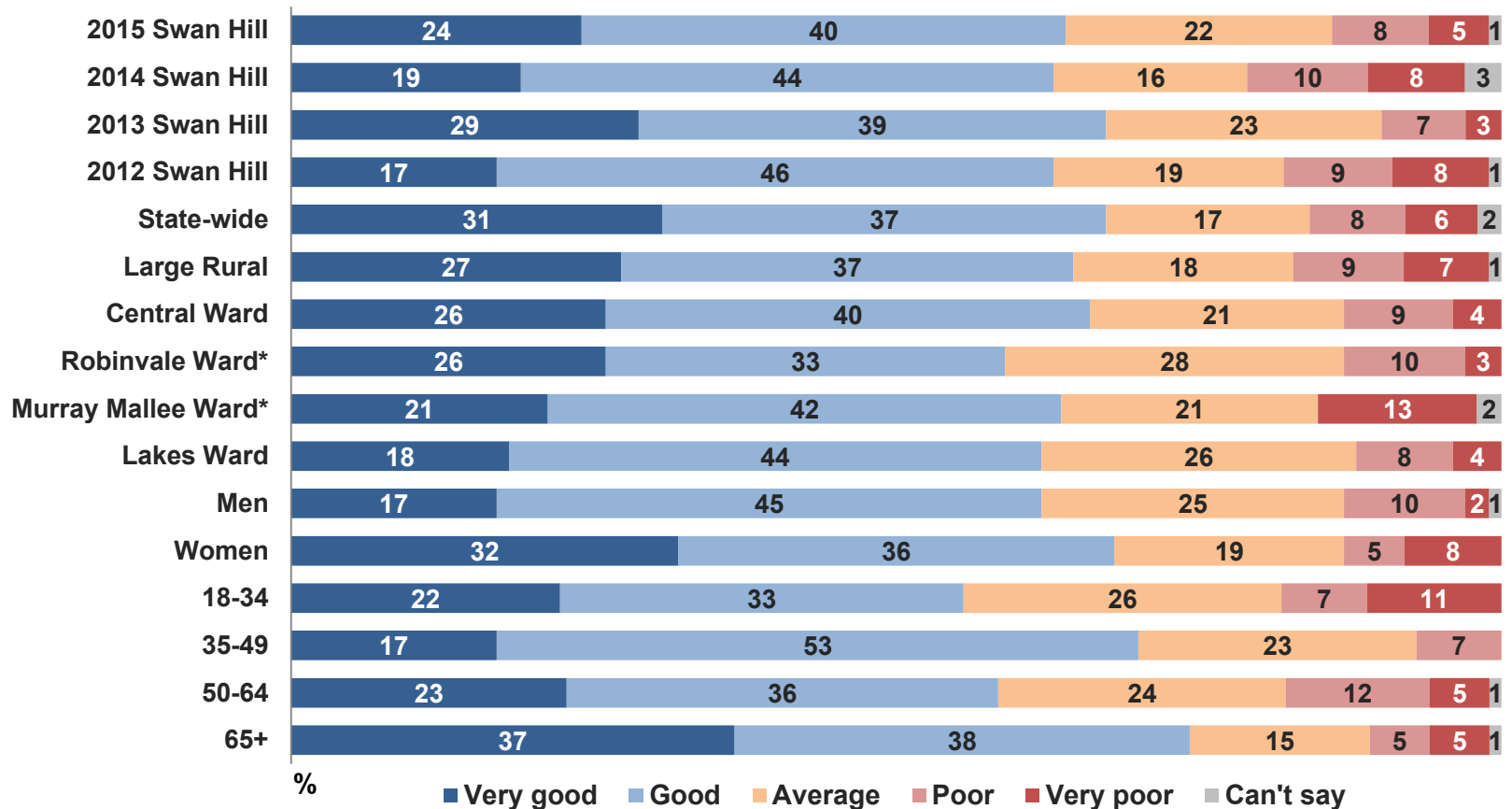
Note: Please see page 5 for explanation about significant differences

*Caution: small sample size < n=30



2015 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

2015 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Swan Hill Rural City Council for customer service?

Please keep in mind we do not mean 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: 69 Councils asked group: 21

*Caution: small sample size < n=30





**KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS**

COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months

- 62% stayed about the same, down 2 points on 2014
- 26% improved, up 11 points on 2014
- 9% deteriorated, down 11 points on 2014

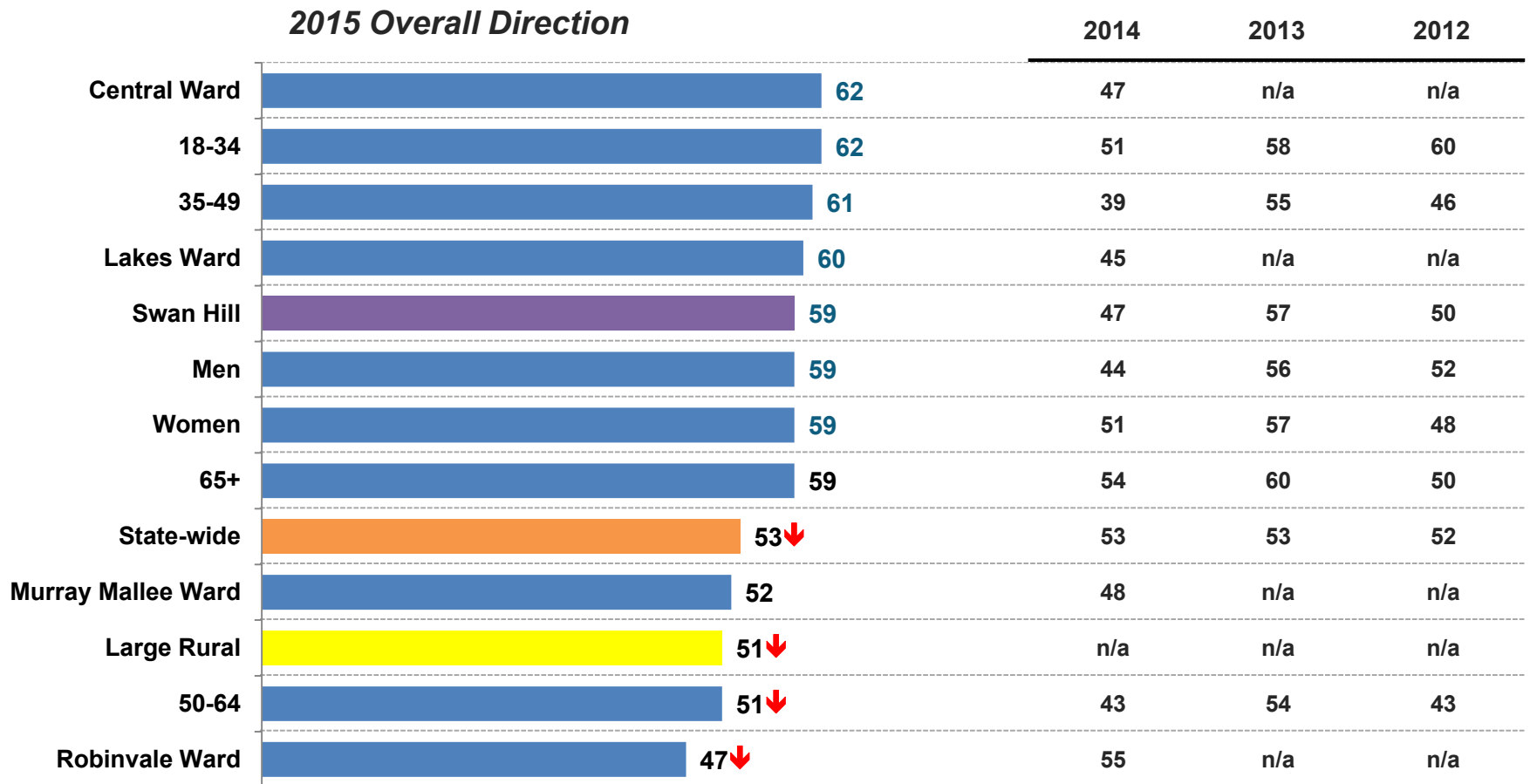
Most satisfied with Council Direction

- Central Ward
- Aged 18-34 years

Least satisfied with Council Direction

- Robinvale Ward
- Aged 50-64 years

2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



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

Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21

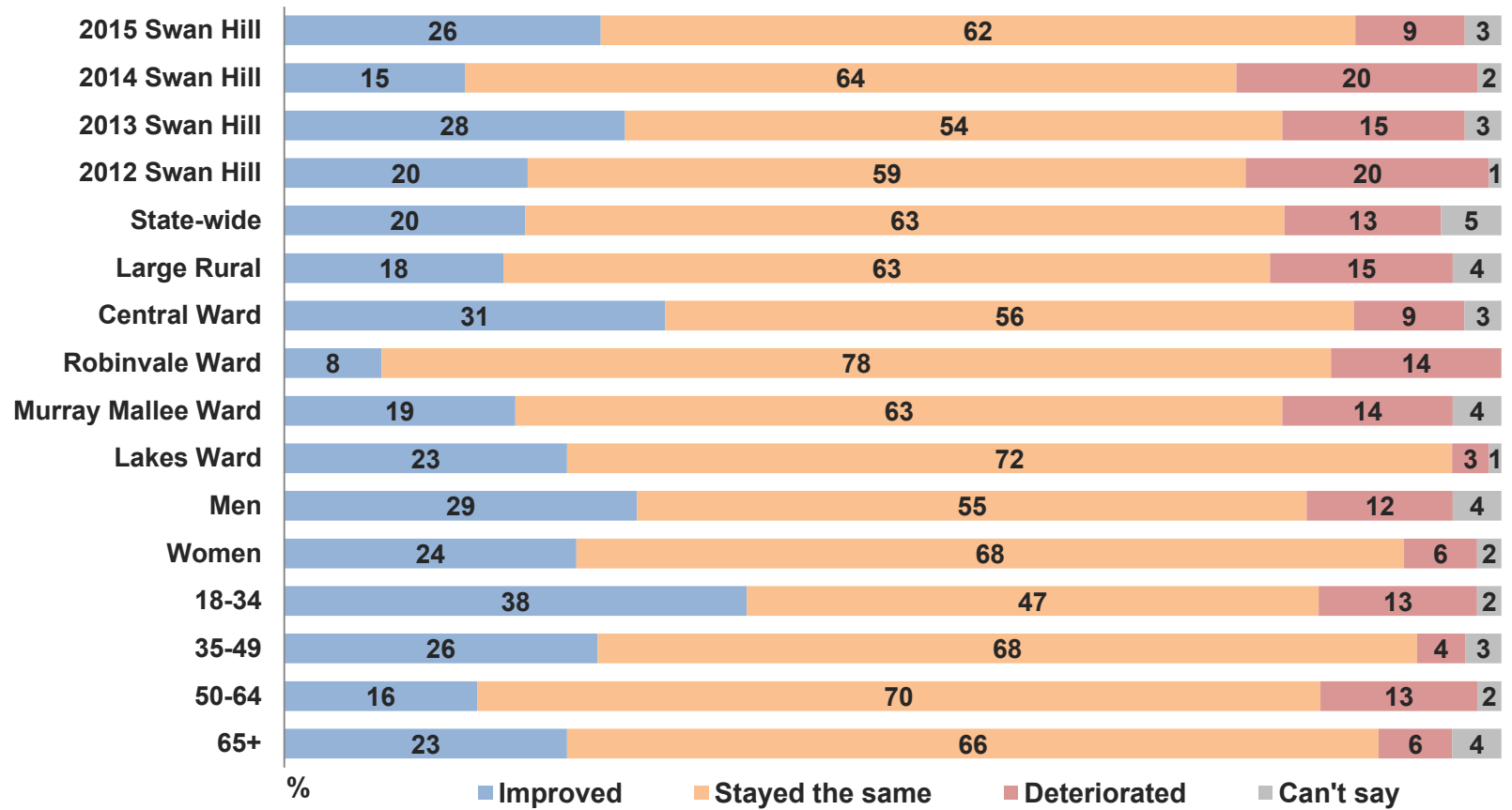
Note: Please see page 5 for explanation about significant differences



2015 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2015 Overall Direction



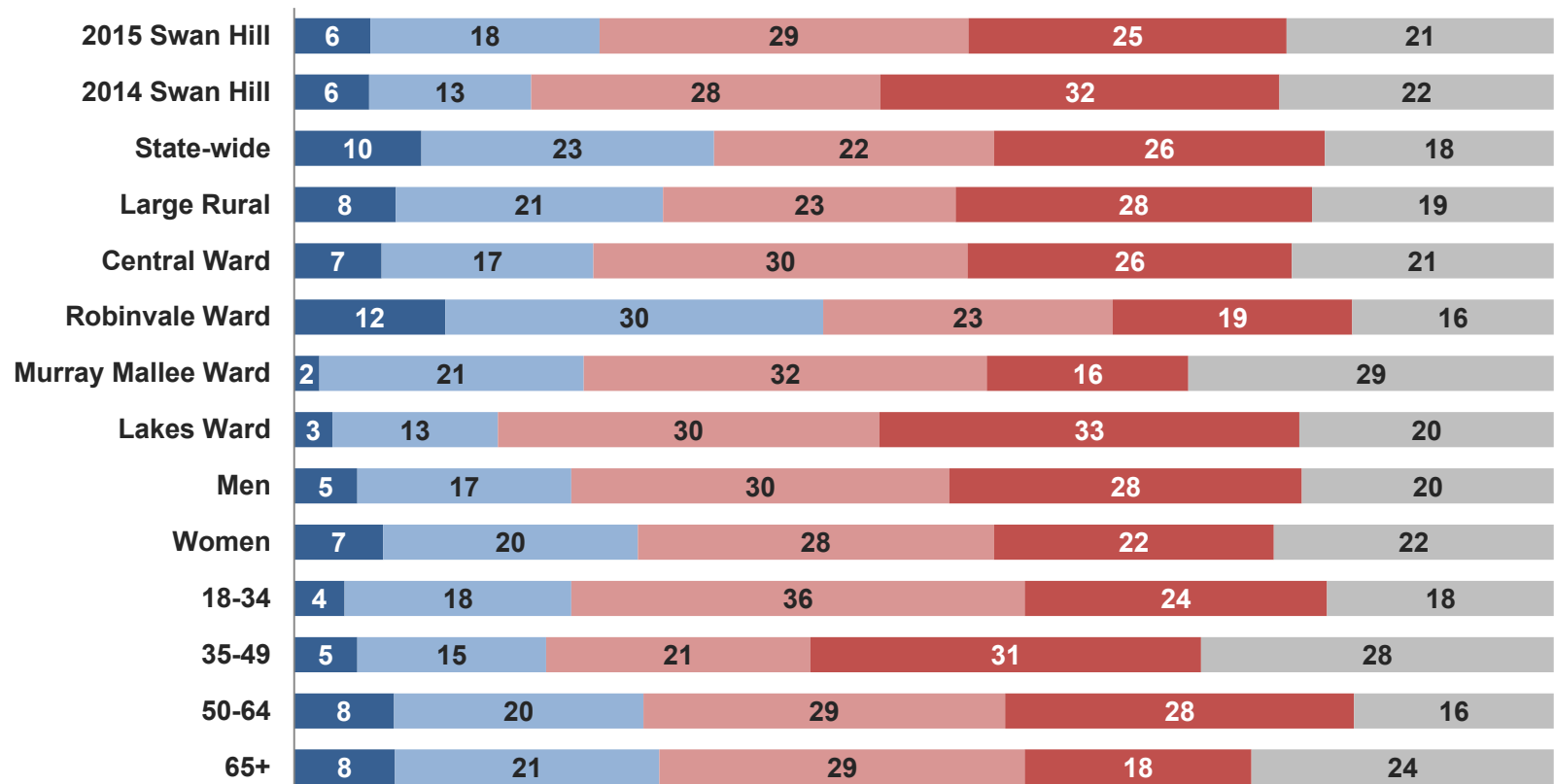
Q6. Over the last 12 months, what is your view of the direction of Swan Hill Rural City Council's overall performance?

Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21



2015 RATES/SERVICE TRADE OFF DETAILED PERCENTAGES

2015 Rate Rise v Service Cut



%

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

Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?

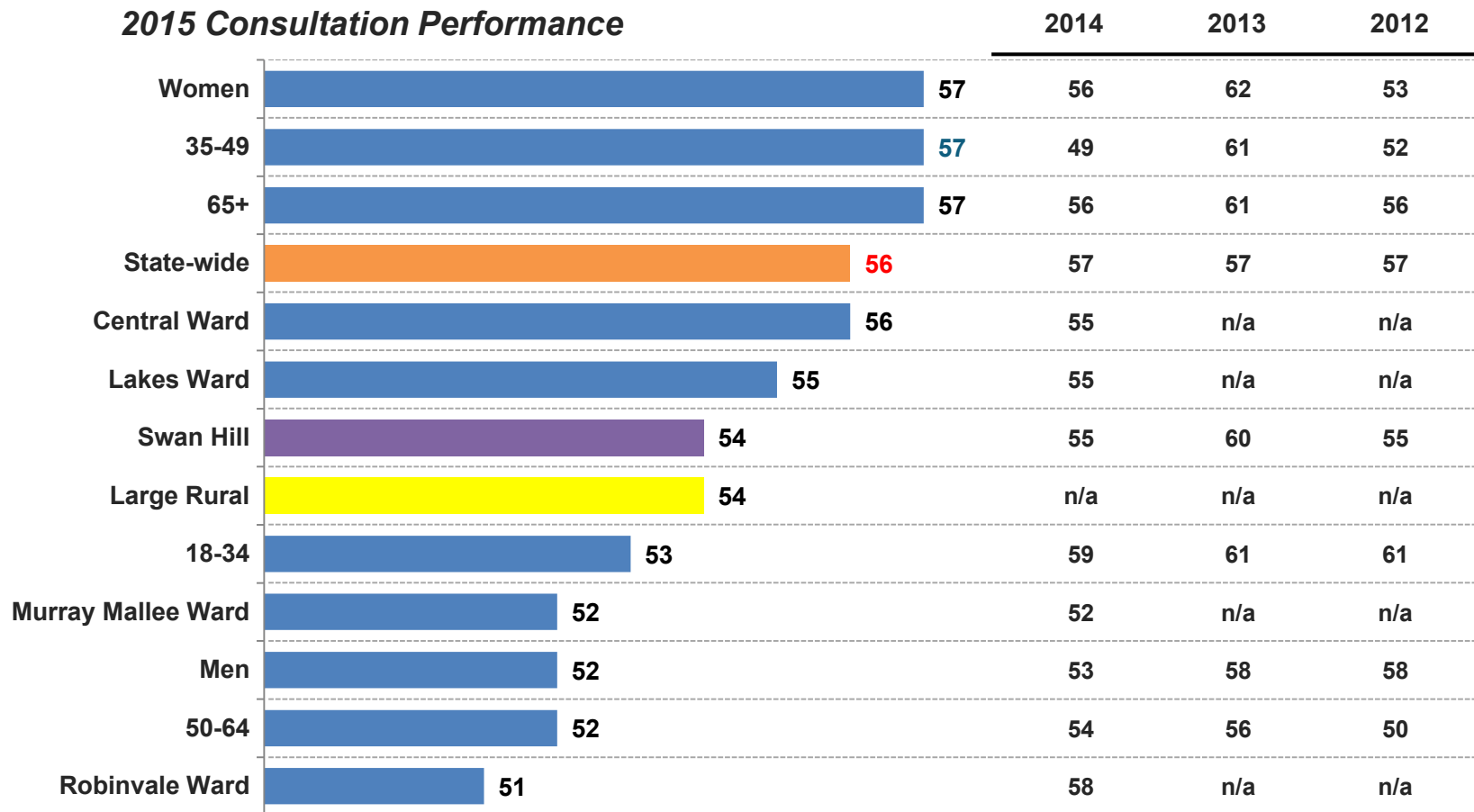
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 7



A satellite night-time map of the United States, showing the illuminated road network and city lights. The text "INDIVIDUAL SERVICE AREAS" is overlaid in white, bold, sans-serif font across the center of the map.

INDIVIDUAL SERVICE AREAS

2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



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

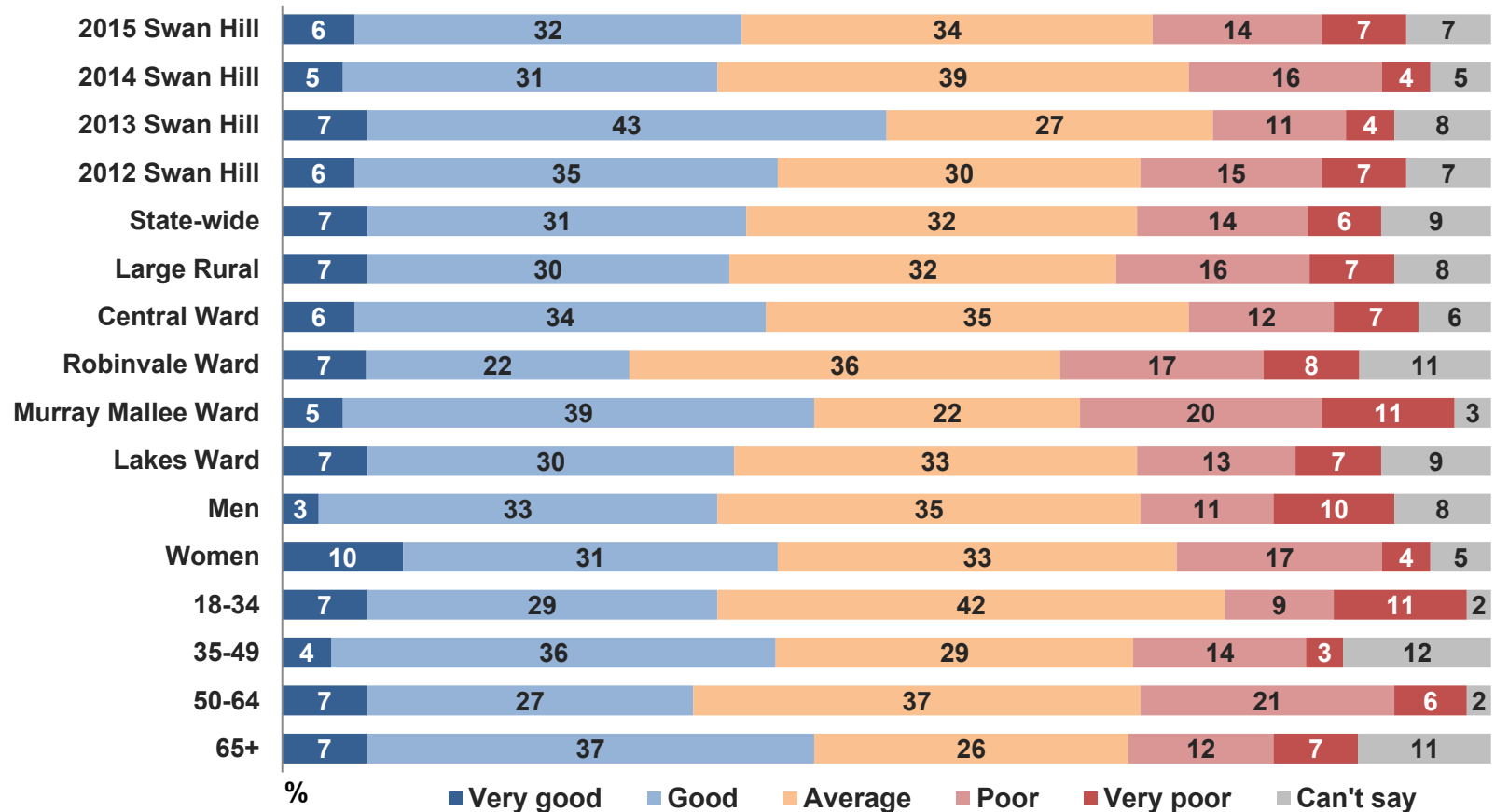
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences



2015 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

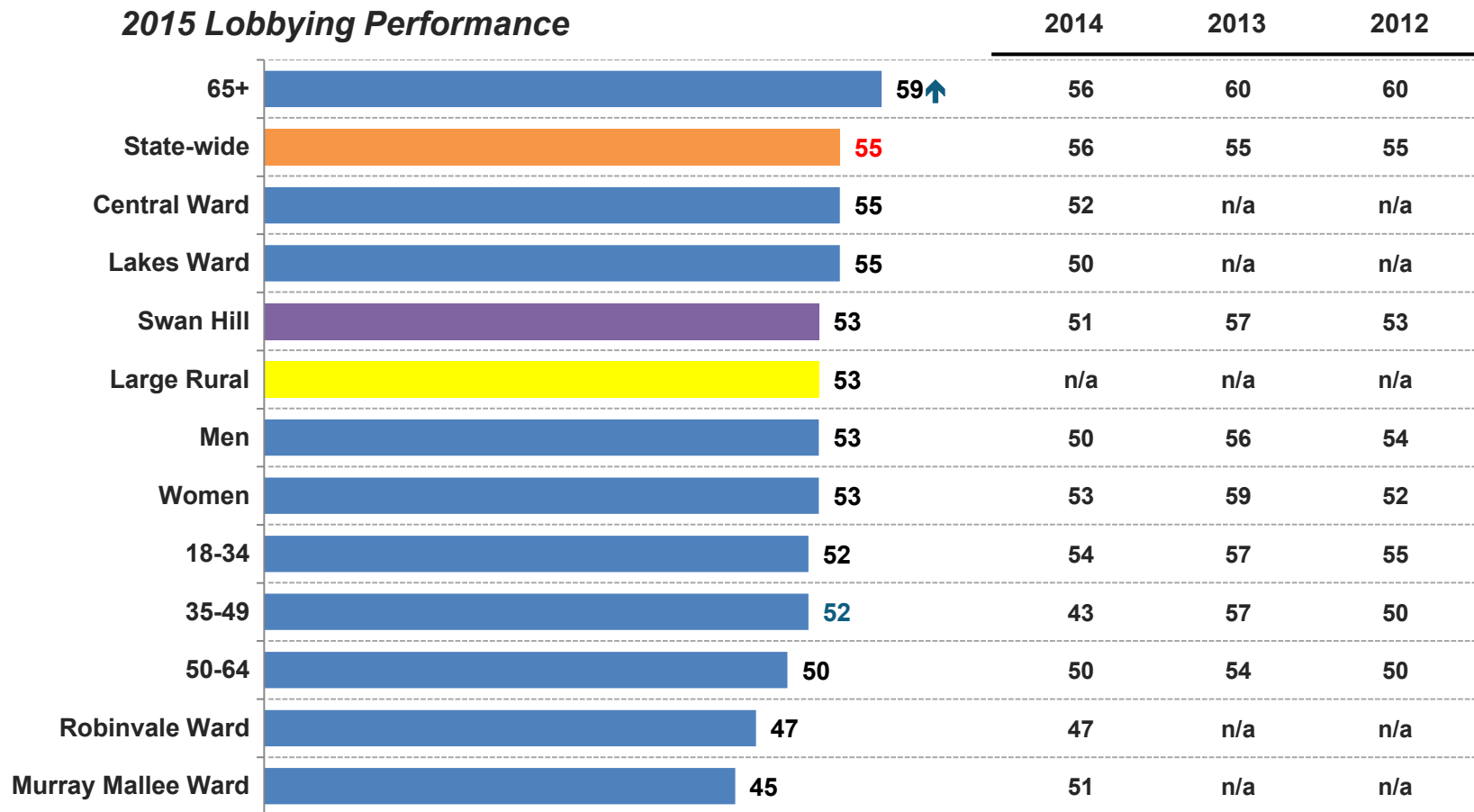
2015 Consultation Performance



Q2. How has Council performed on 'Community Consultation and Engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21



2015 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES



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

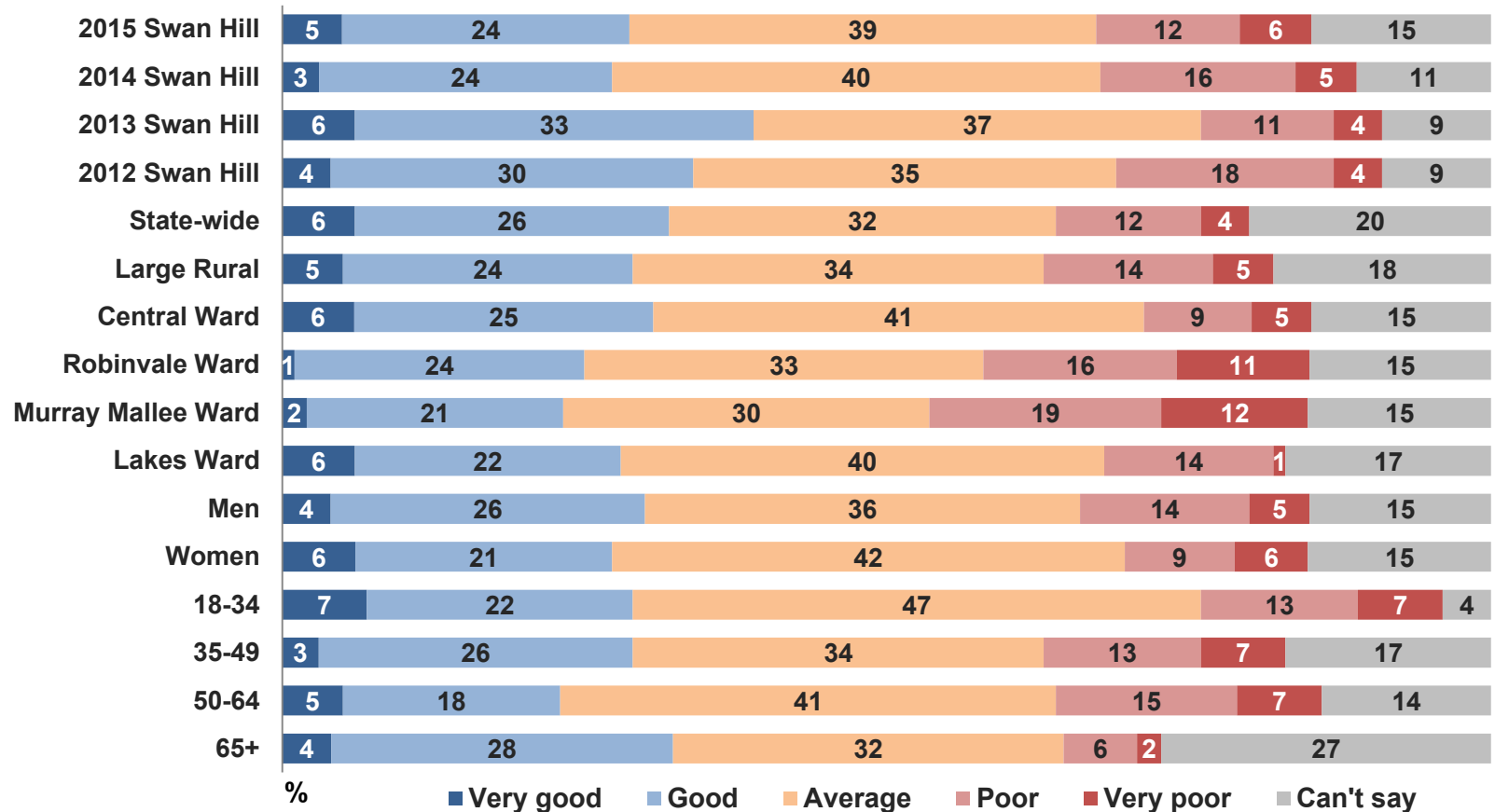
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences



2015 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES

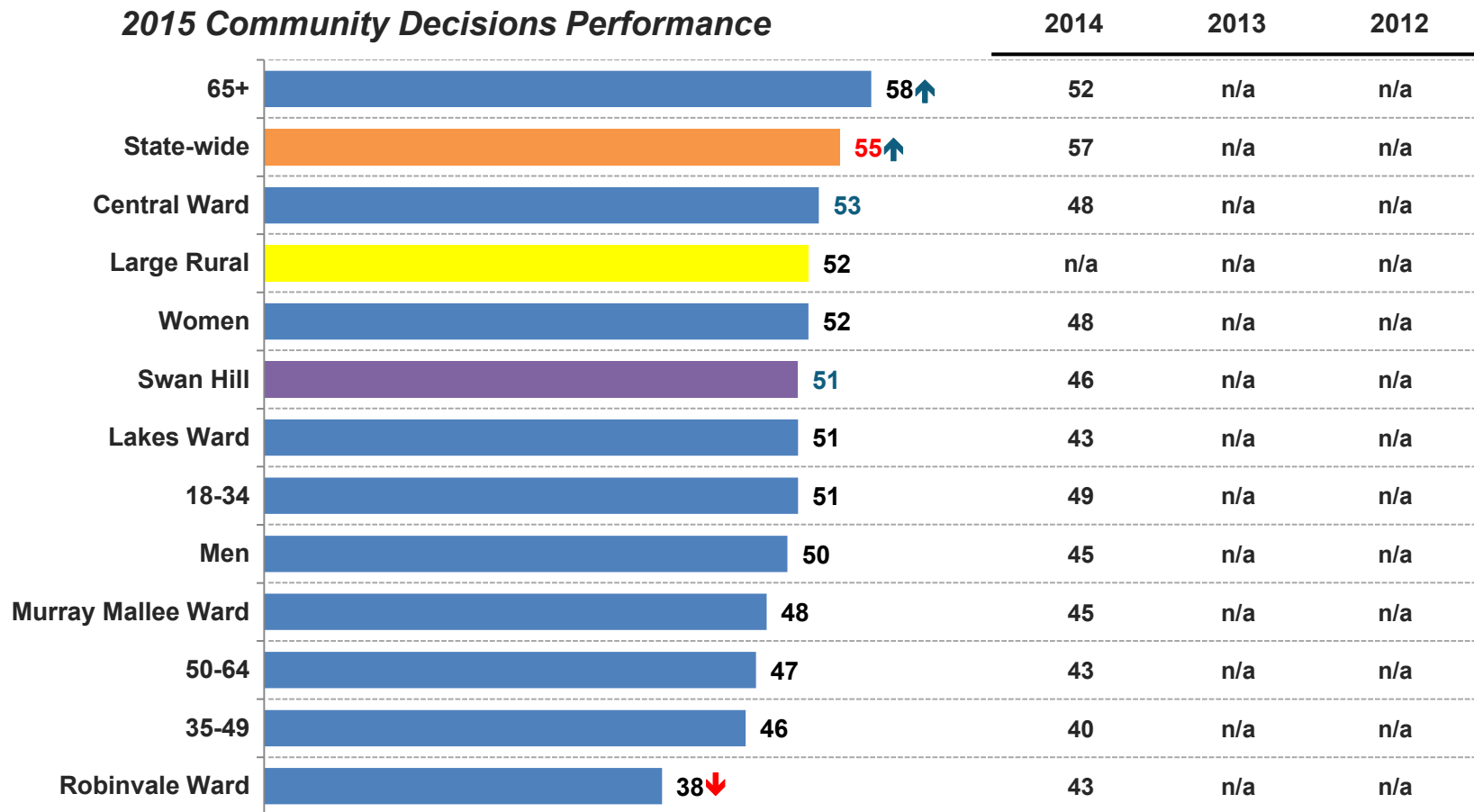
2015 Lobbying Performance



Q2. How has Council performed on 'Lobbying on Behalf of the Community' over the last 12 months?
Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21



2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



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: 69 Councils asked group: 21

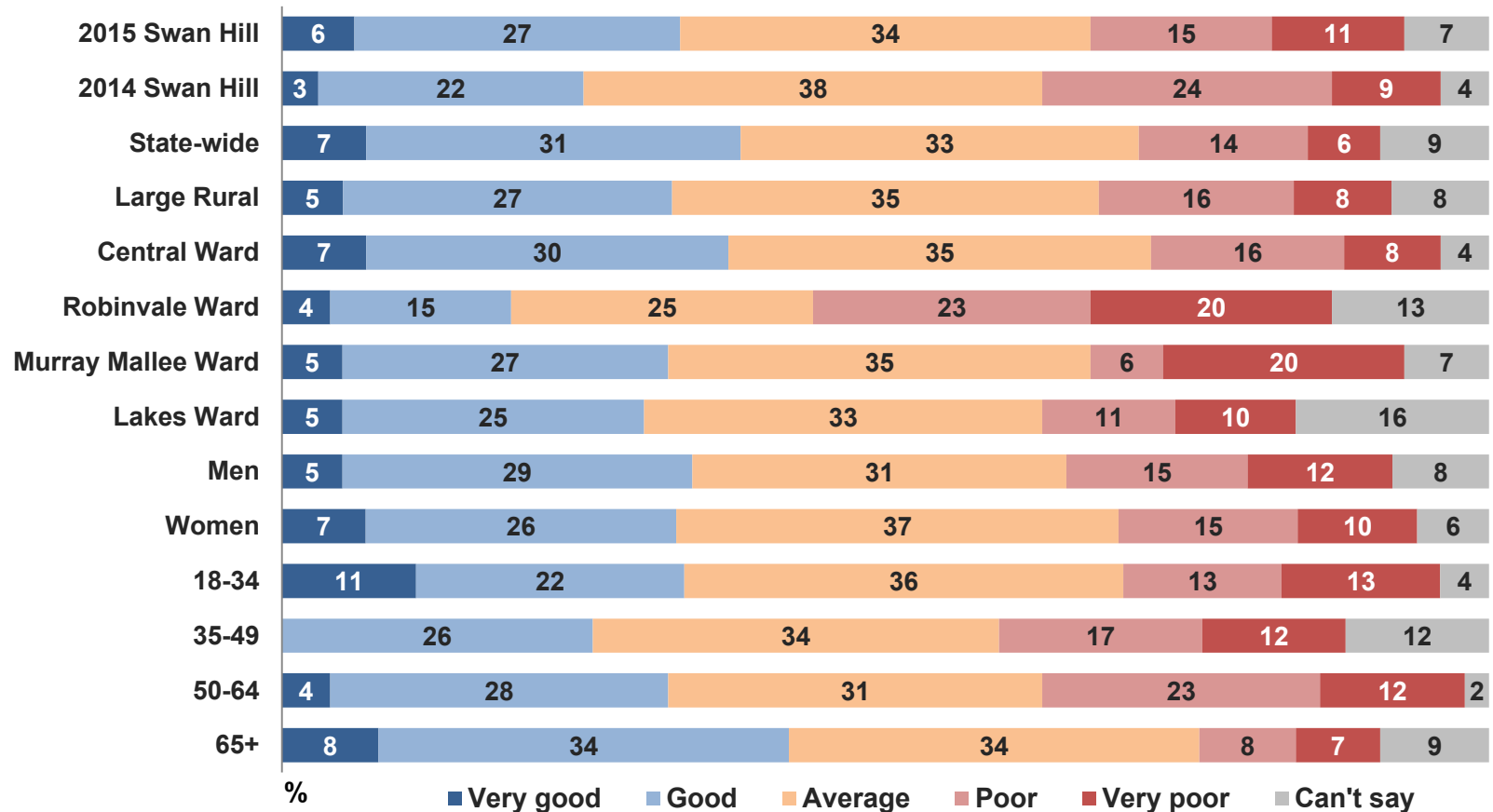
Note: Please see slide 5 for explanation about significant differences



2015 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

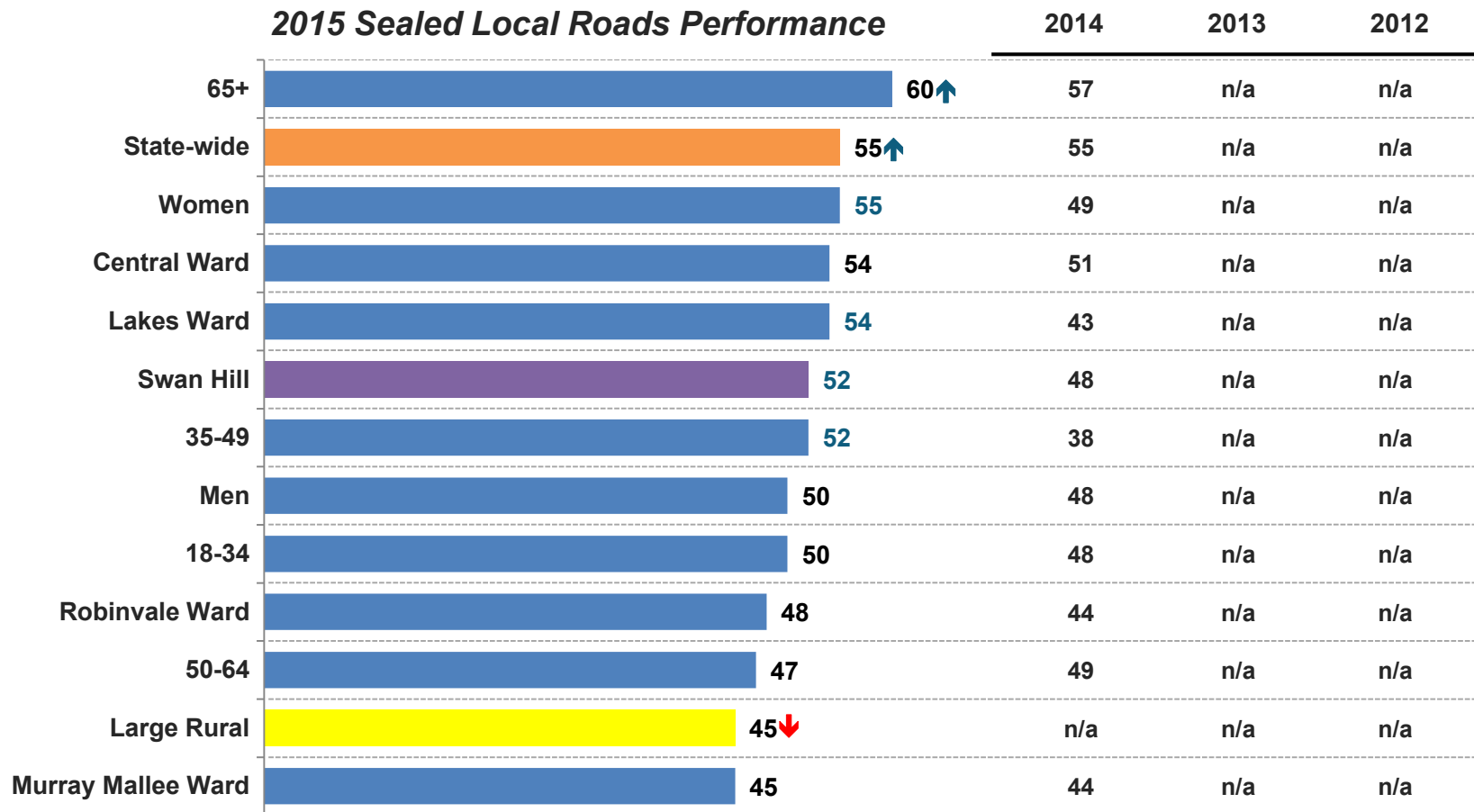
2015 Community Decisions Performance



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: 69 Councils asked group: 21



2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES



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: 69 Councils asked group: 21

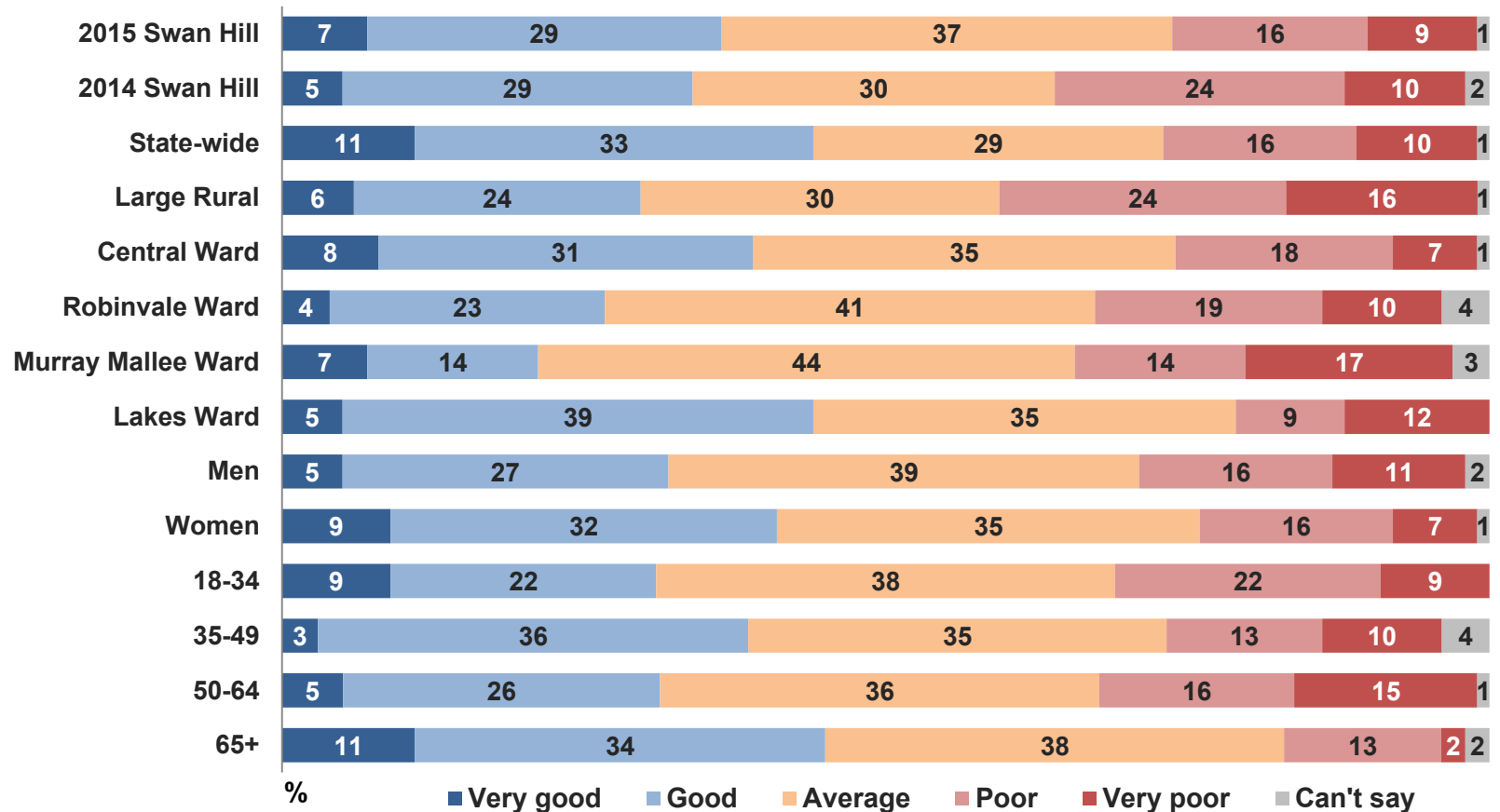
Note: Please see slide 5 for explanation about significant differences



2015 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

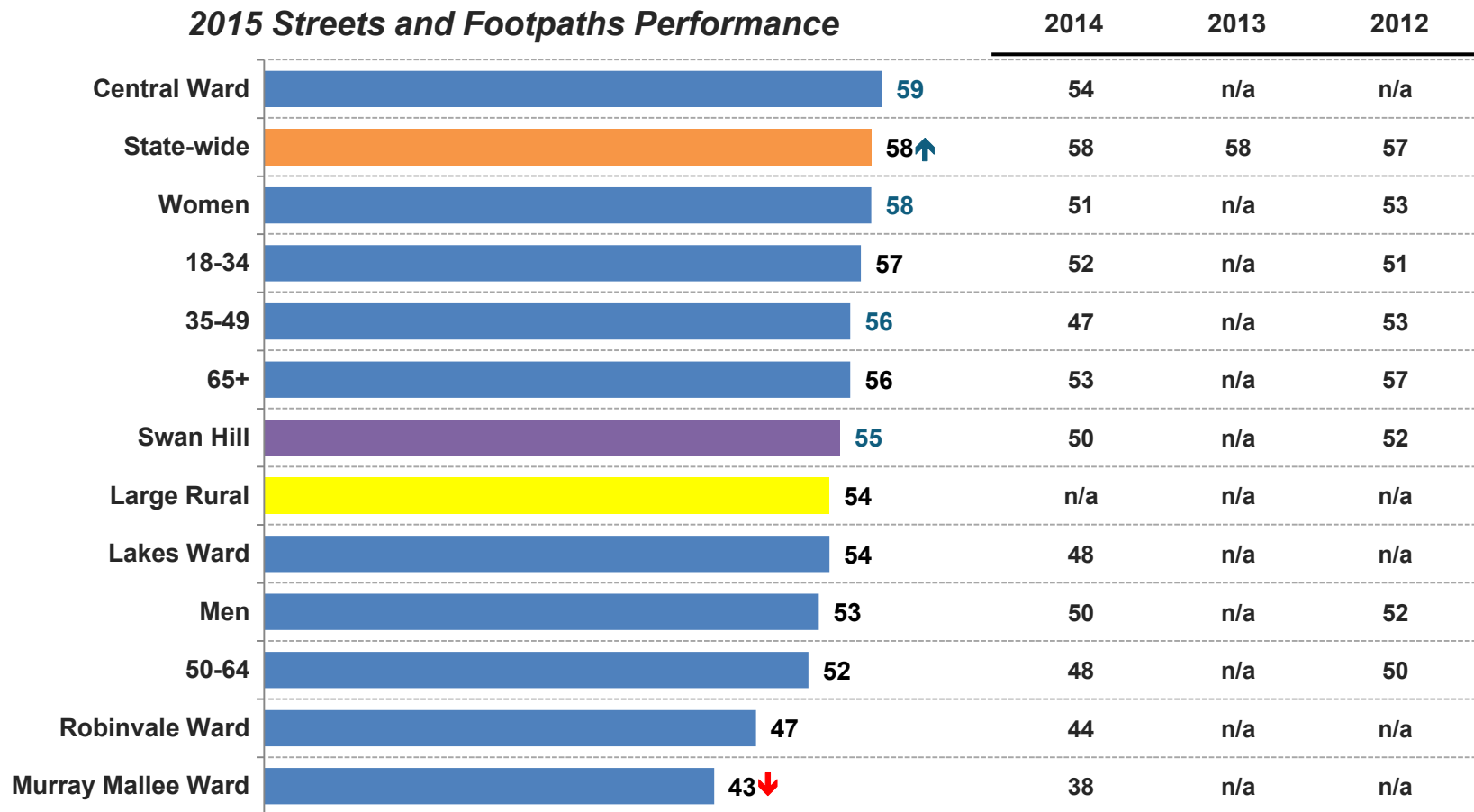
2015 Sealed Local Roads Performance



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: 69 Councils asked group: 21



2015 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE INDEX SCORES



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

Base: All respondents. Councils asked State-wide: 40 Councils asked group: 15

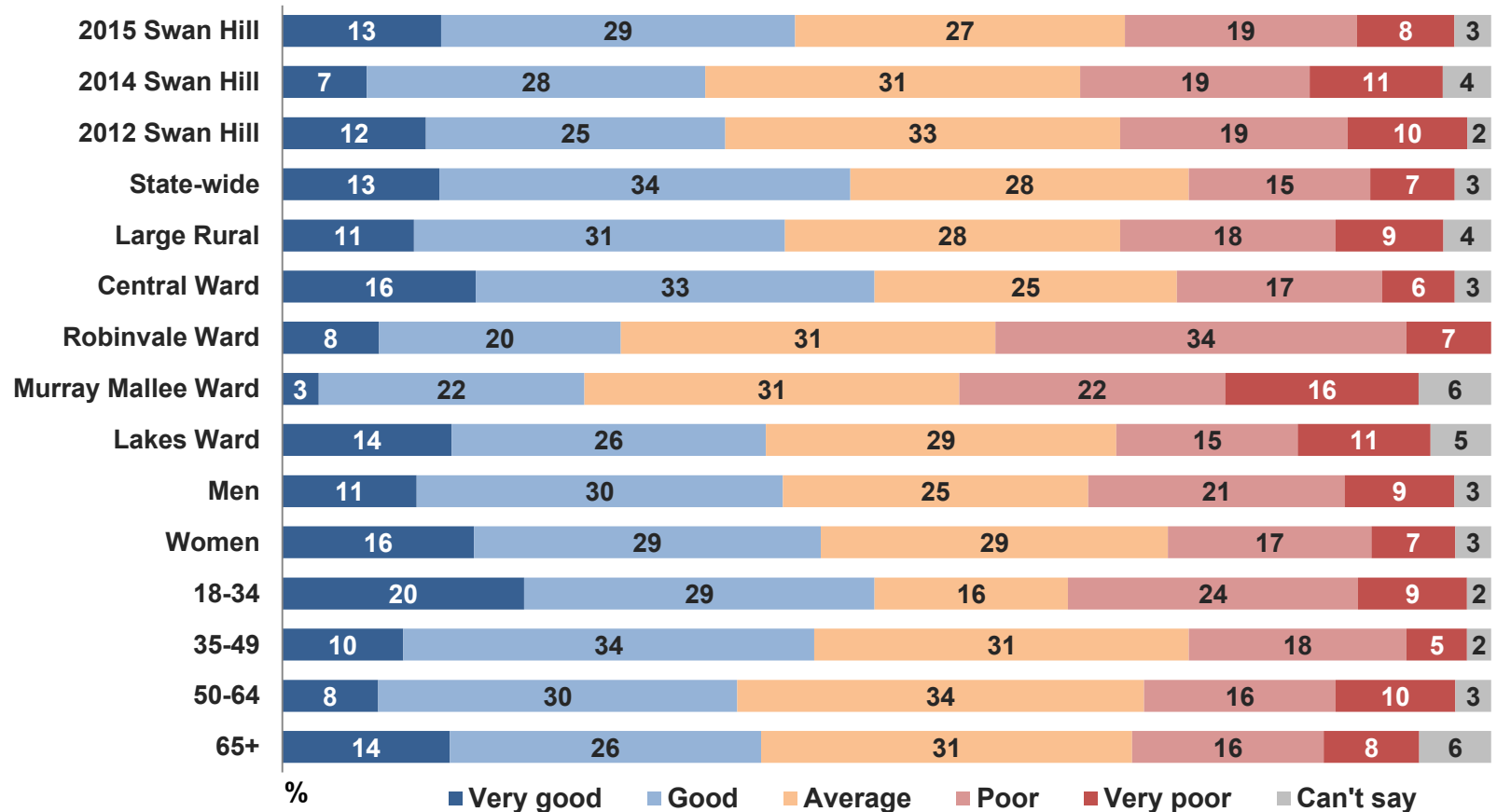
Note: Please see slide 5 for explanation about significant differences



2015 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

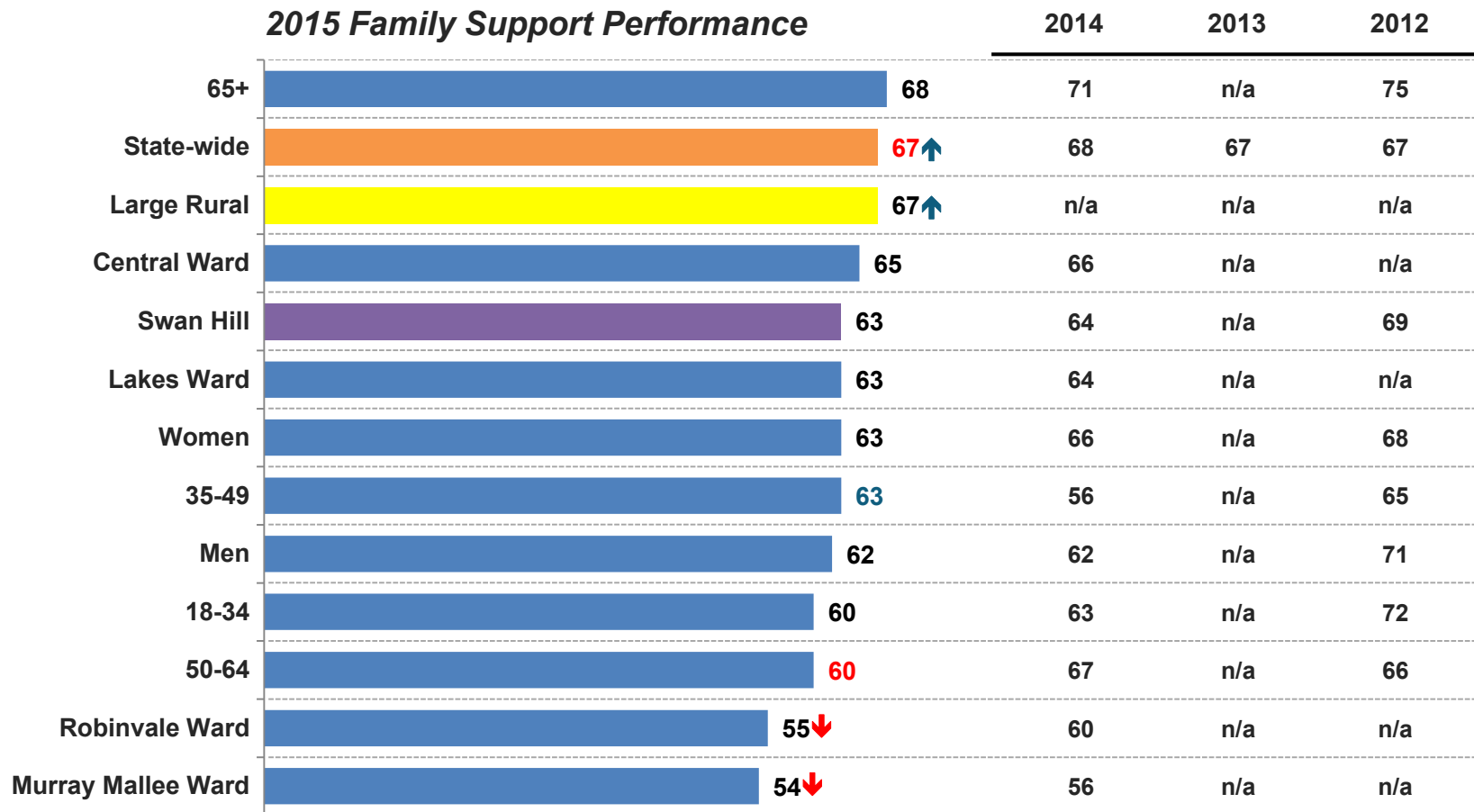
2015 Streets and Footpaths Performance



Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 15



2015 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Family Support Services' over the last 12 months?

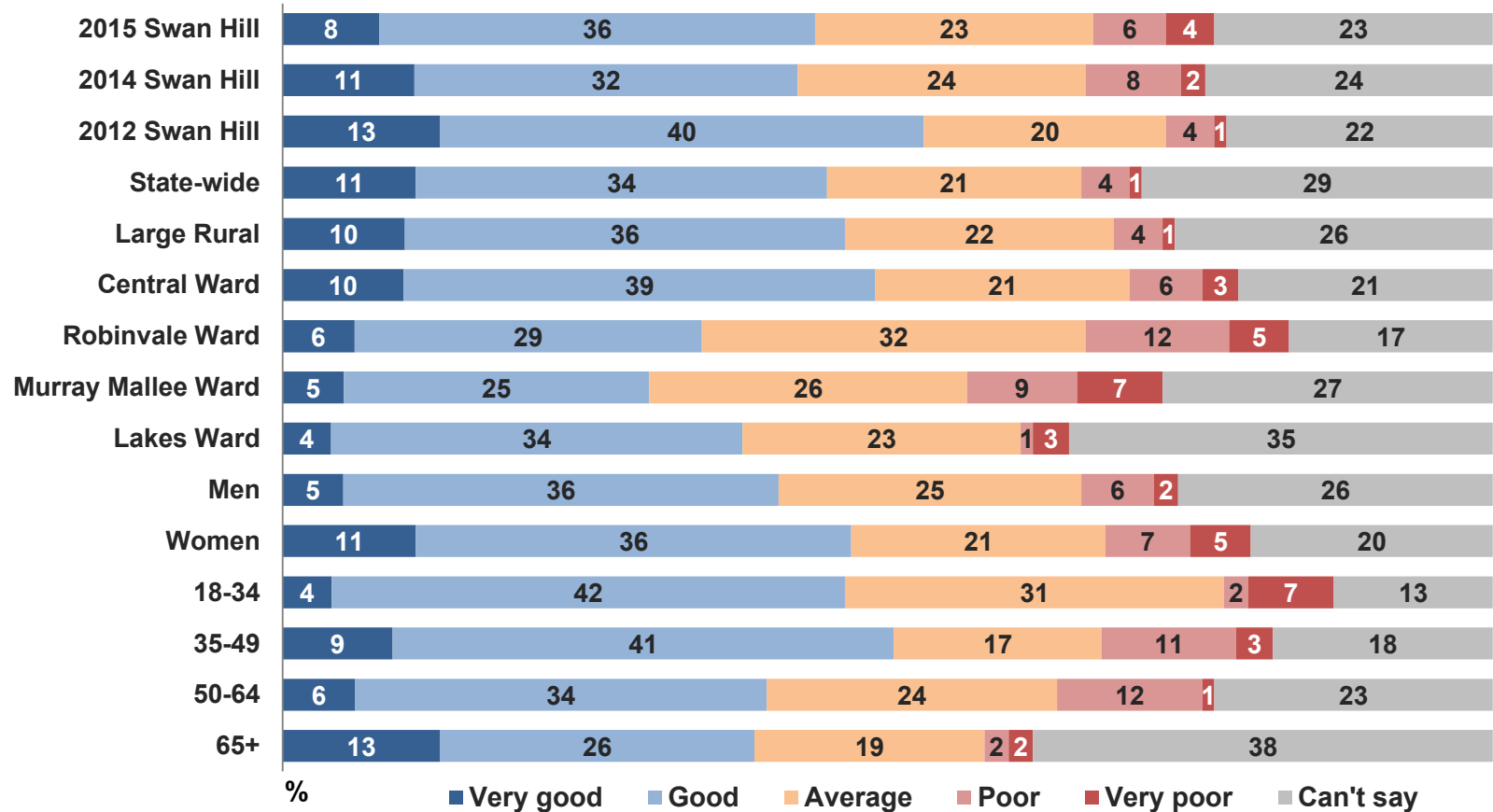
Base: All respondents. Councils asked State-wide: 37 Councils asked group: 10

Note: Please see slide 5 for explanation about significant differences



2015 FAMILY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

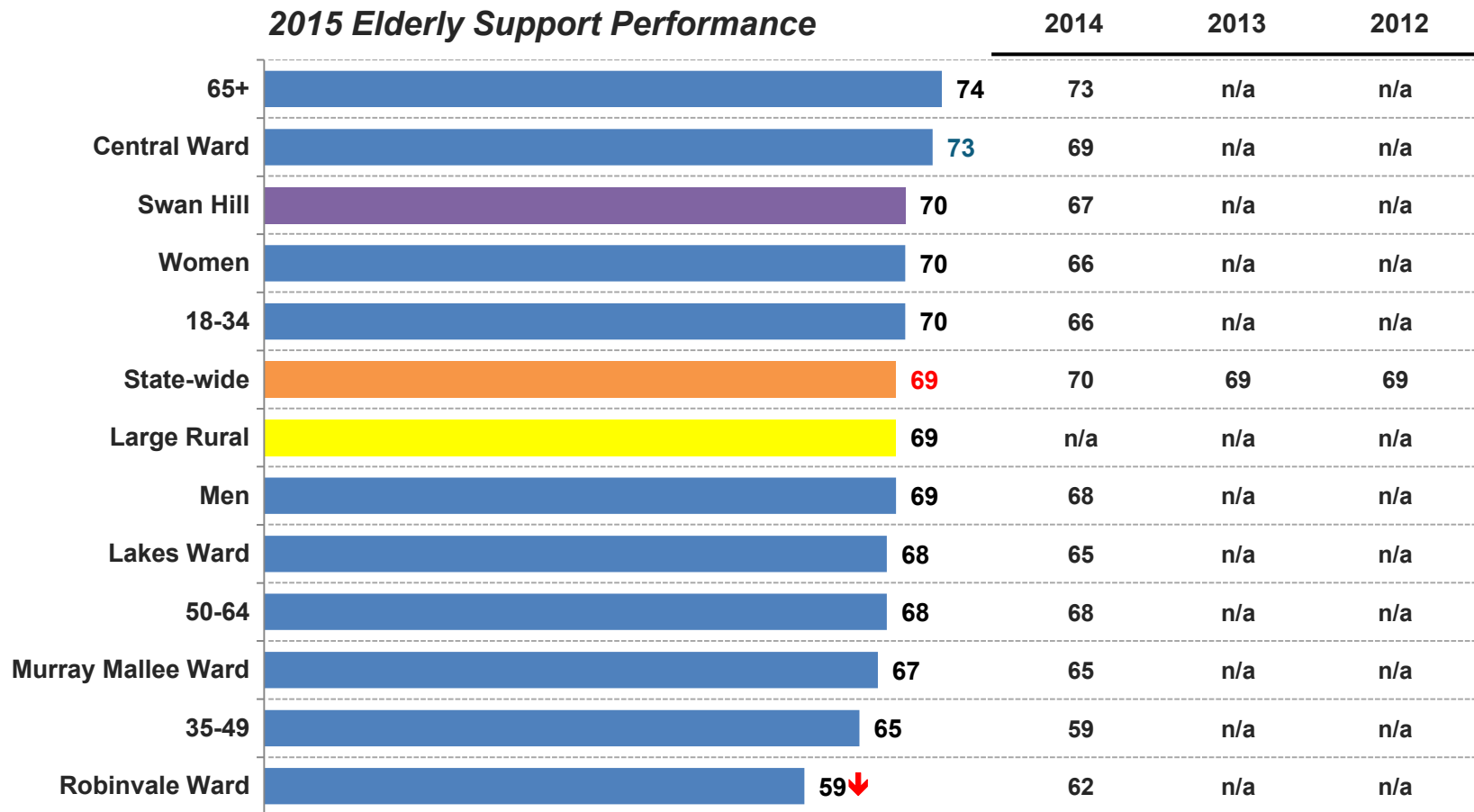
2015 Family Support Performance



Q2. How has Council performed on 'Family Support Services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 37 Councils asked group: 10



2015 ELDERLY SUPPORT SERVICES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Elderly Support Services' over the last 12 months?

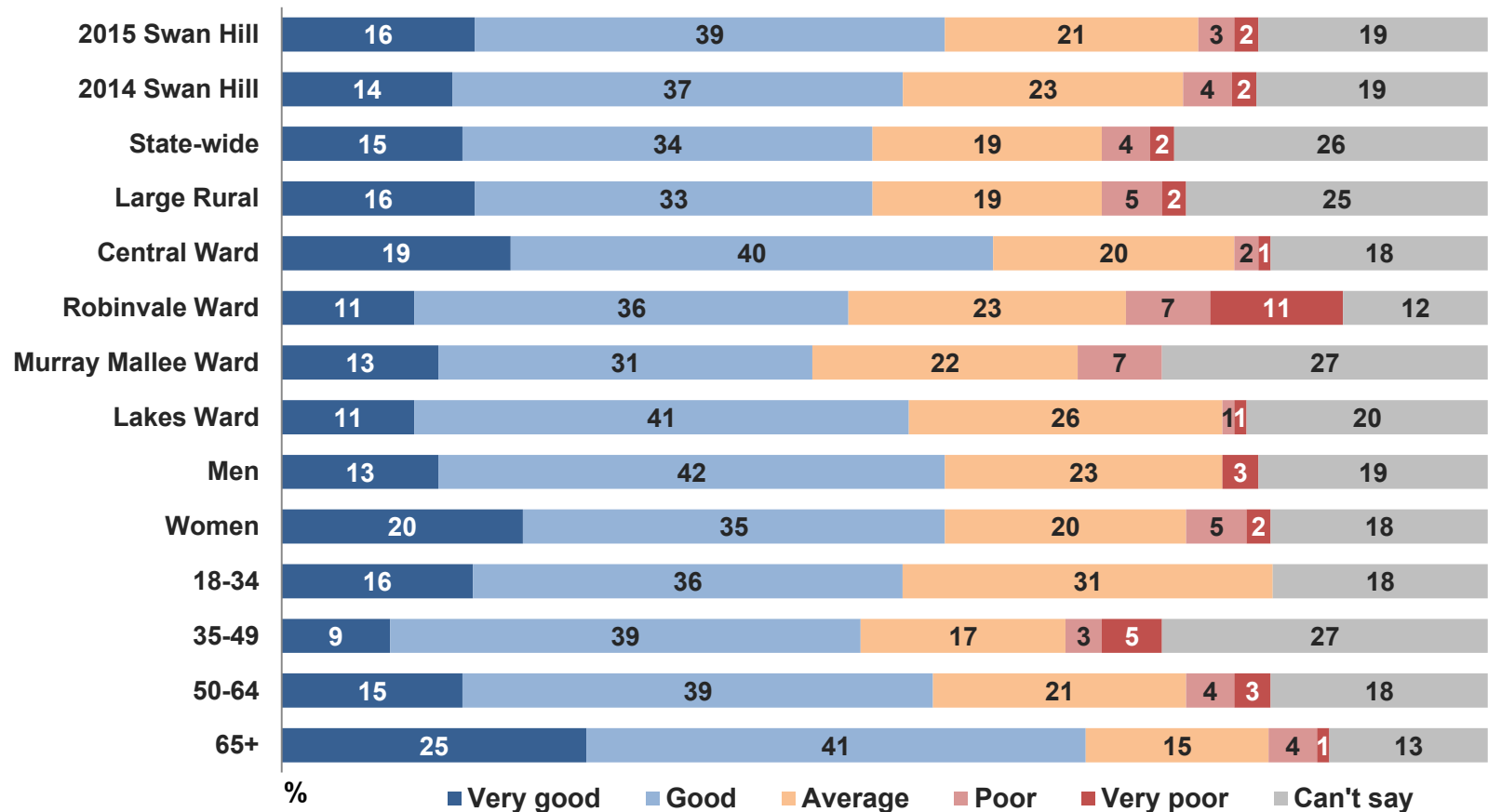
Base: All respondents. Councils asked State-wide: 40 Councils asked group: 13

Note: Please see slide 5 for explanation about significant differences



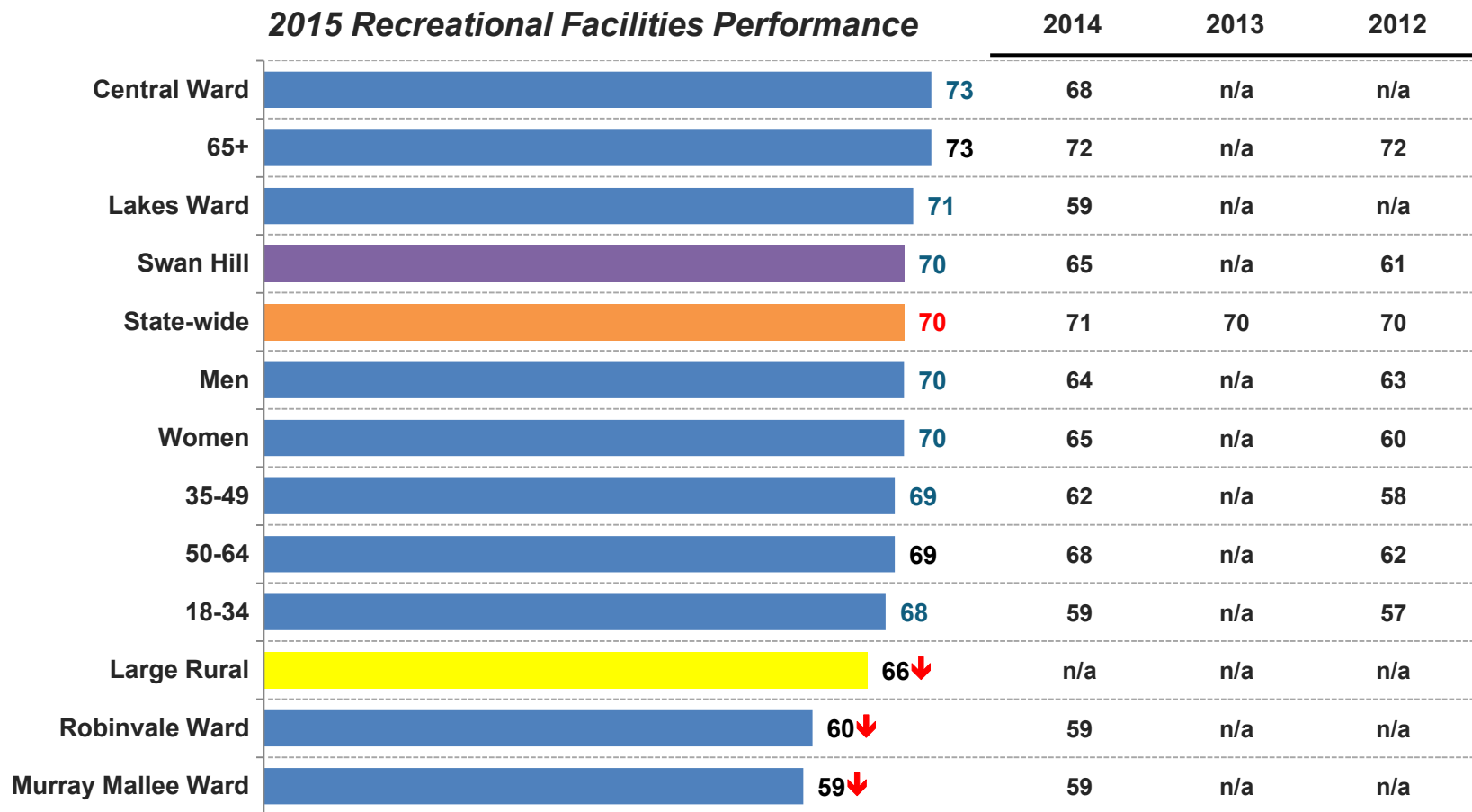
2015 ELDERLY SUPPORT SERVICES PERFORMANCE DETAILED PERCENTAGES

2015 Elderly Support Performance



Q2. How has Council performed on 'Elderly Support Services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 40 Councils asked group: 13

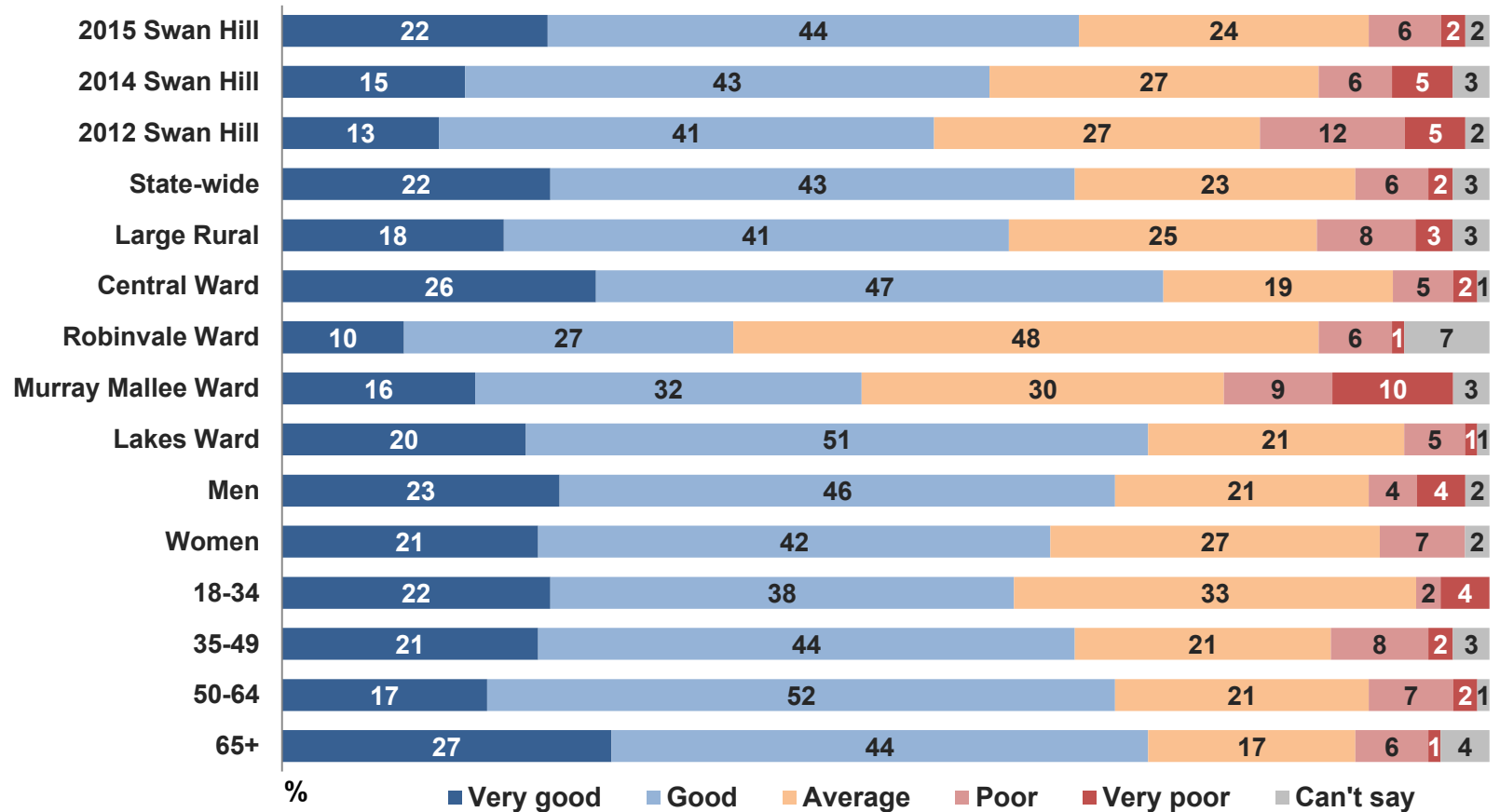
2015 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES



Q2. How has Council performed on 'Recreational Facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 47 Councils asked group: 16
 Note: Please see slide 5 for explanation about significant differences

2015 RECREATIONAL FACILITIES PERFORMANCE DETAILED PERCENTAGES

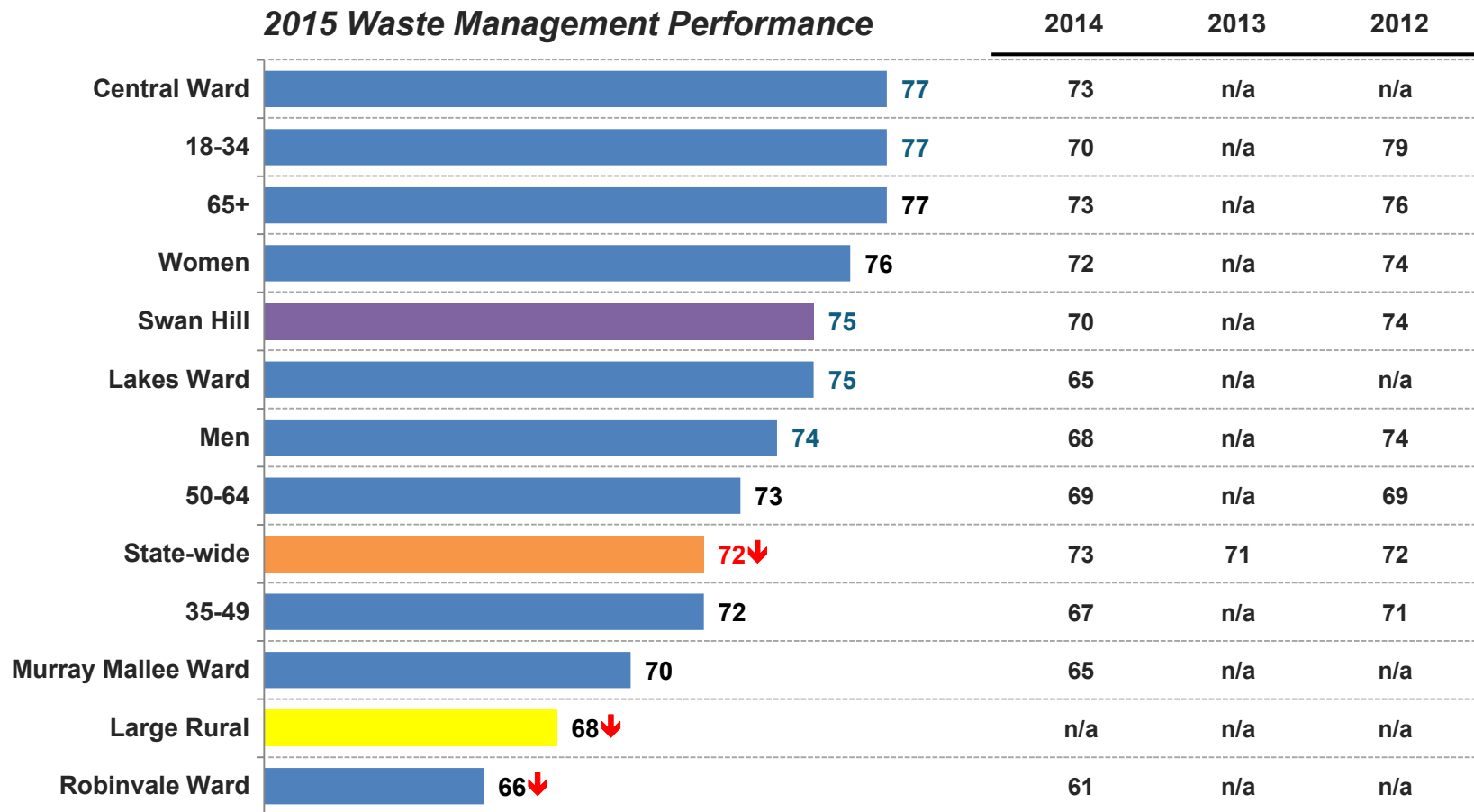
2015 Recreational Facilities Performance



Q2. How has Council performed on 'Recreational Facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 47 Councils asked group: 16



2015 WASTE MANAGEMENT PERFORMANCE INDEX SCORES



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

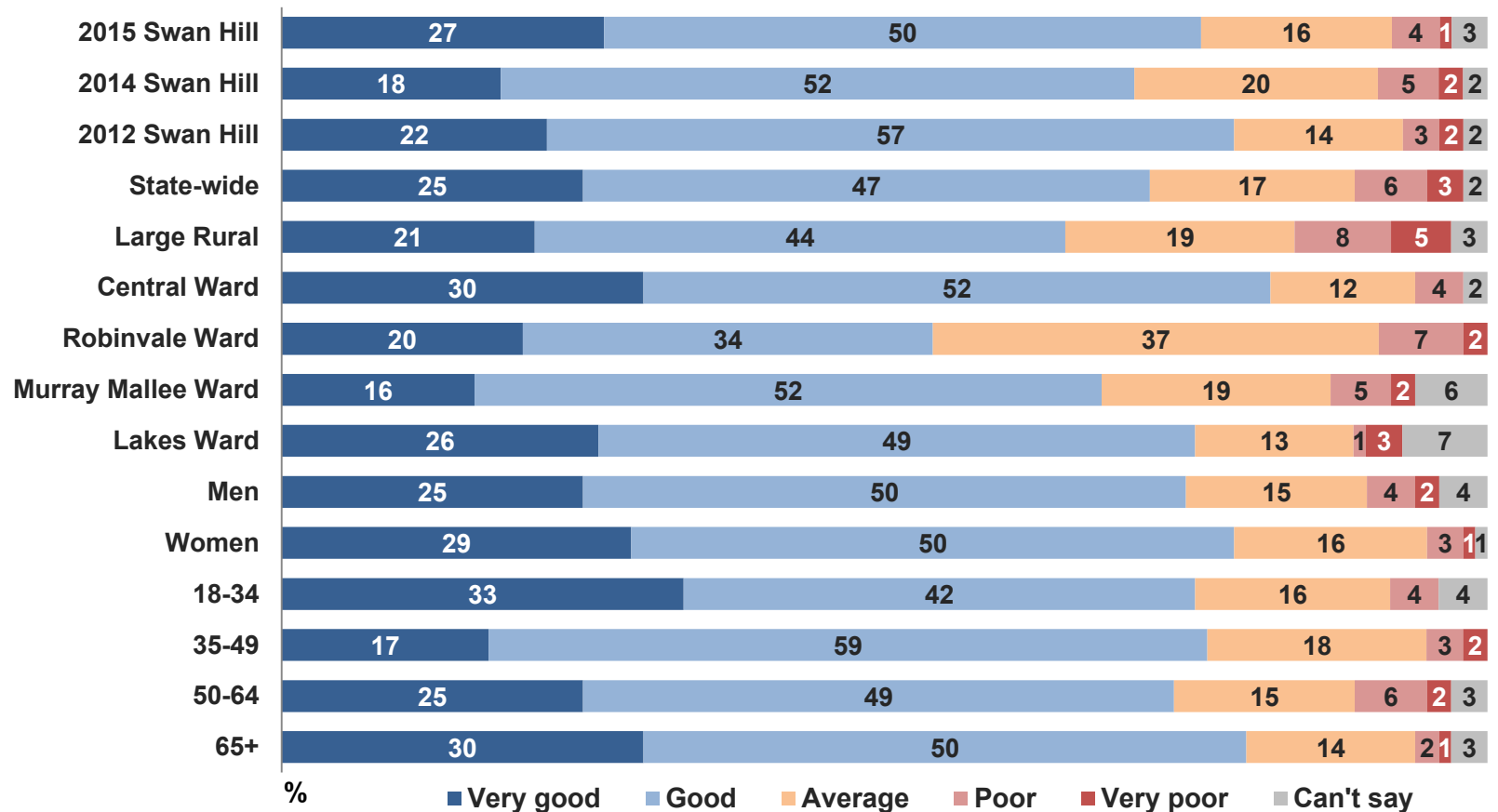
Base: All respondents. Councils asked State-wide: 45 Councils asked group: 14

Note: Please see slide 5 for explanation about significant differences



2015 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

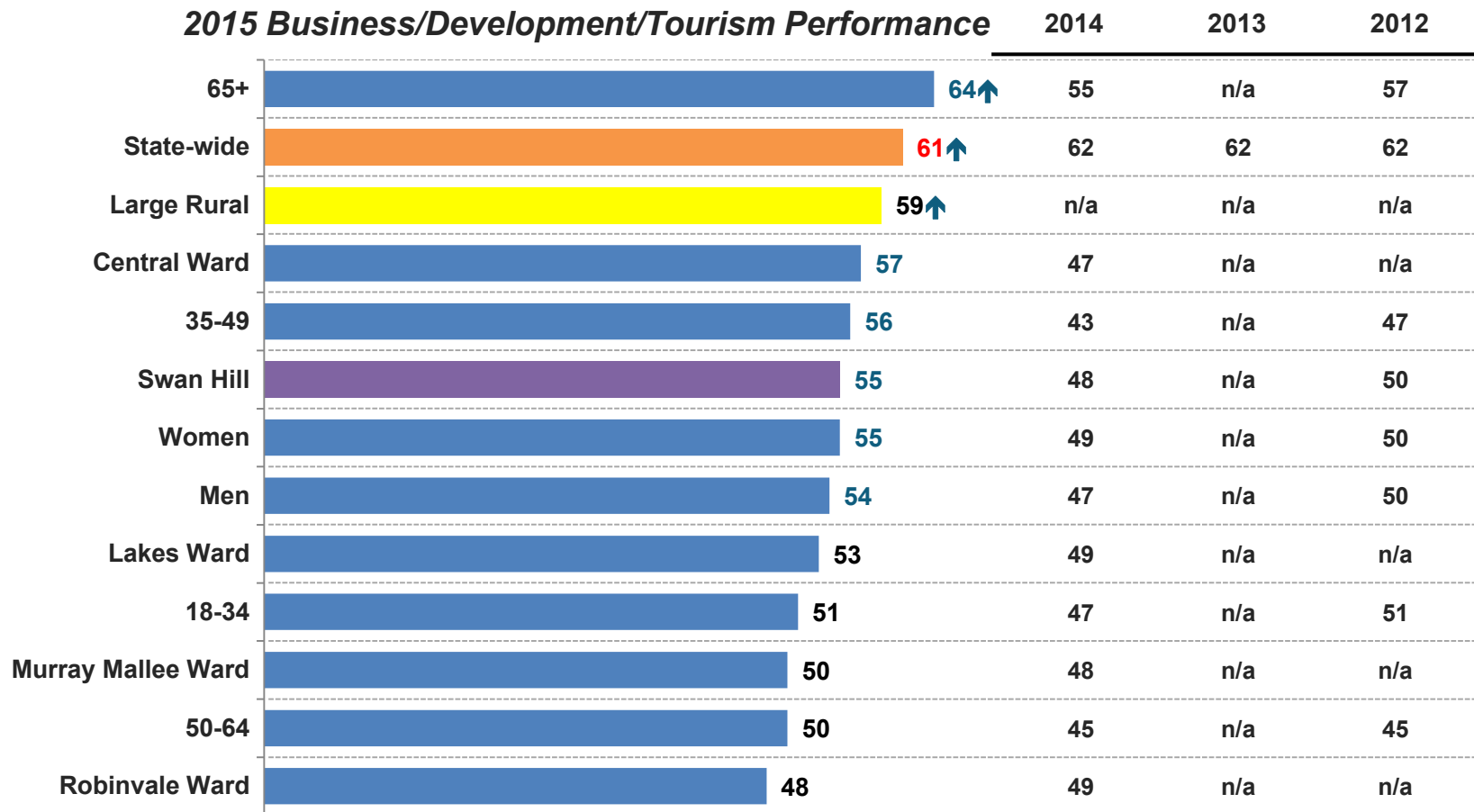
2015 Waste Management Performance



Q2. How has Council performed on 'Waste Management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 45 Councils asked group: 14



2015 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES



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

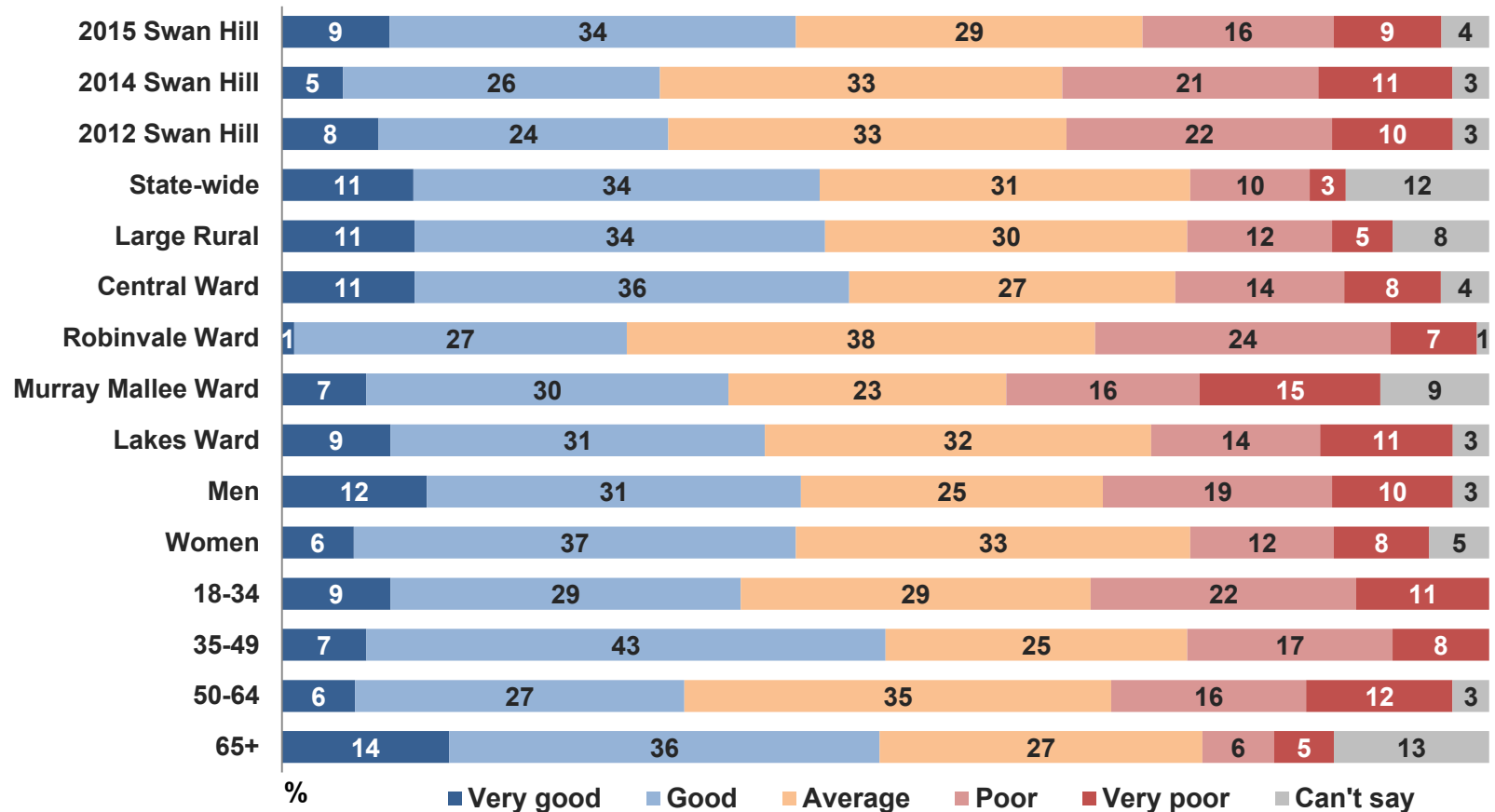
Base: All respondents. Councils asked State-wide: 30 Councils asked group: 10

Note: Please see slide 5 for explanation about significant differences



2015 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES

2015 Business/Development/Tourism Performance



Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 10

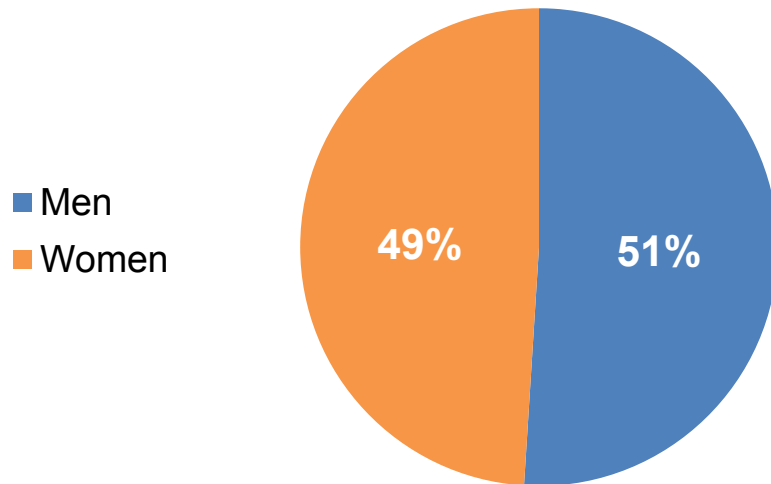


A satellite night view of the United States, showing a dense network of city lights and roadways. The lights are concentrated in the eastern half of the country, with major hubs in the Northeast and the Southeast. The western half of the country is less densely populated, with fewer lights and more visible road networks. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font on the left side of the image.

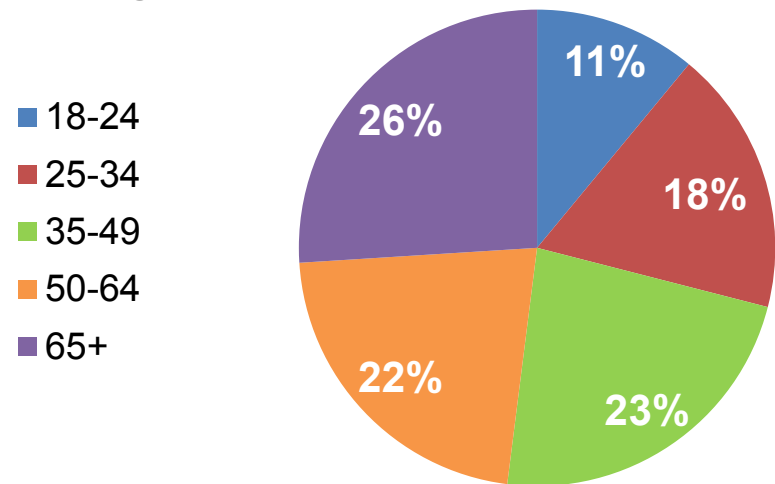
DETAILED DEMOGRAPHICS

2015 GENDER AND AGE PROFILE

Gender



Age



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

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked State-wide: 69 Councils asked group: 21



**APPENDIX A:
DETAILED SURVEY TABULATIONS**

AVAILABLE IN SUPPLIED EXCEL FILE

A satellite night view of the United States, showing city lights and a dense network of roads. The text is overlaid on the left side of the image.

**APPENDIX B:
FURTHER PROJECT INFORMATION**

APPENDIX B: BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a ‘head of household’ survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Swan Hill Rural City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2015 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2015 State-wide Local Government Community Satisfaction Survey for Swan Hill Rural City Council was n=401. 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=401 interviews is +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 16,000 people aged 18 years or over for Swan Hill Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Swan Hill Rural City Council	401	400	+/-4.8
Men	174	204	+/-7.4
Women	227	196	+/-6.5
Central Ward	243	254	+/-6.3
Robinvale Ward	47	45	+/-14.4
Murray Mallee Ward	49	42	+/-14.1
Lakes Ward	62	59	+/-12.5
18-34 years	45	114	+/-14.8
35-49 years	61	94	+/-12.6
50-64 years	133	88	+/-8.5
65+ years	162	104	+/-7.7

APPENDIX B: ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2015, 69 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 in 2012, 2013 and 2014 vary slightly to those participating in 2015.

Council Groups

Swan Hill Rural City Council is classified as a Large Rural council according to the following classification list:

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

Councils participating in the Large Rural group are: Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Horsham, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill, Wangaratta and Wellington.

Wherever appropriate, results for Swan Hill Rural City Council for this 2015 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 however, that council groupings have changed for 2015. As such, comparisons to previous council group results can not be made within the reported charts. For comparisons with previous groupings, please contact JWS Research.

APPENDIX B: ANALYSIS AND REPORTING

Index Scores

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

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

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

APPENDIX B: ANALYSIS AND REPORTING

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

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

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

APPENDIX B: ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2015 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 2015 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 2015 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 www.localgovernment.vic.gov.au.

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2015 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.