



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

2017 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 2017 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. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

The main objectives of the survey are to assess the performance of 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=400 completed interviews were achieved in Swan Hill Rural City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2017.

The 2017 results are compared with previous years, as detailed below:

- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=401 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 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

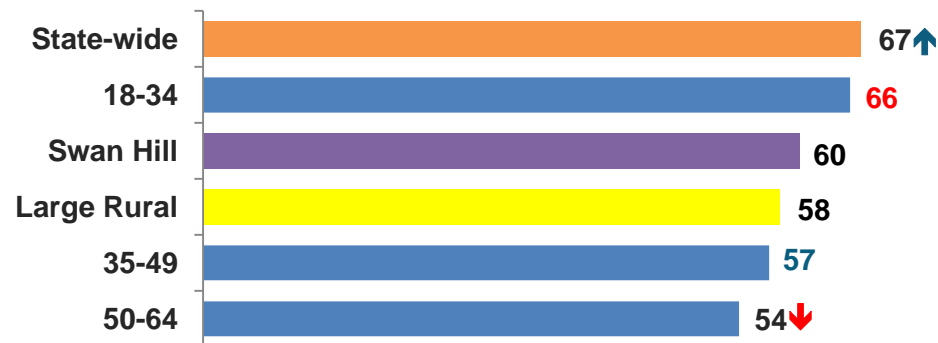
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2016. 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 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.

Overall Performance – Index Scores (example extract only)



FURTHER INFORMATION

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

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

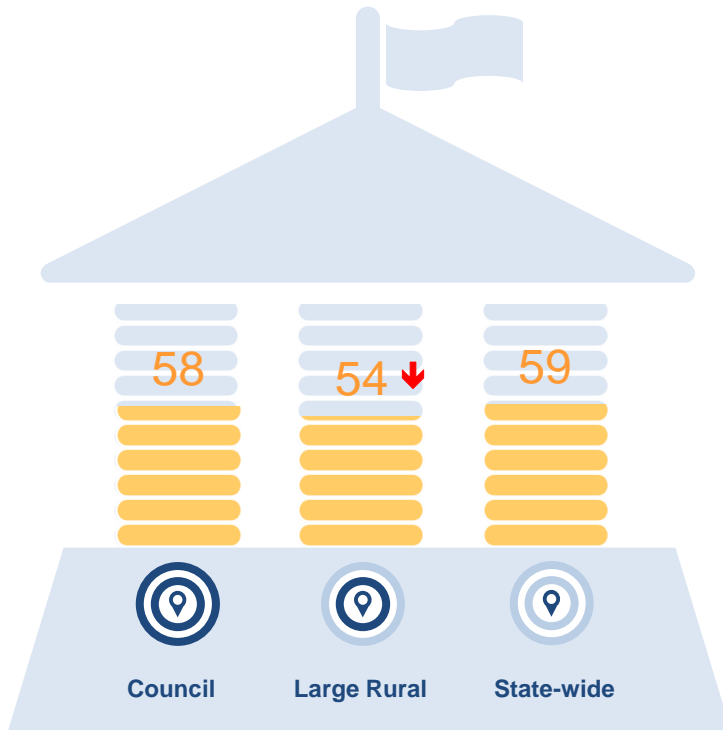
Contacts

For further queries about the conduct and reporting of the 2017 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



KEY FINDINGS & RECOMMENDATIONS

SWAN HILL RURAL CITY COUNCIL



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

TOP 3 PERFORMING AREAS



BOTTOM 3 PERFORMING AREAS



OVERALL PERFORMANCE

The **overall performance index score of 58** for Swan Hill Rural City Council represents a one point **improvement** on the 2016 result. Overall performance ratings have remained relatively consistent over the past three years.

- Swan Hill Rural City Council's overall performance is rated statistically ***significantly higher*** (at the 95% confidence interval) **than the average rating for Large Rural councils** (index score of 54); it is in line with the **State-wide average** for councils (index score of 59).
- **Residents aged 65+ years** (index score of 64) are ***significantly more favourable*** in their view of Council's overall performance than residents overall.

More residents rate Swan Hill Rural City Council's overall performance as 'very good' (8%) than 'very poor' (4%). More than 1 in 3 residents (36%) rate Council's overall performance as 'good', while a further 39% sit mid-scale providing an 'average' rating. Another 12% rate Council's overall performance as 'poor'.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 19) shows that Swan Hill Rural City Council's **performance was either stable, or exhibited a slight increase** compared to Council's own results in 2016.

- Over time, ratings have been relatively consistent, aside from making community decisions. For this service area, performance index scores have been trending up (from 46 in 2014 to 53 in 2016 and 2017).

Although there were no significant improvements in 2017, the results are generally higher or equal to the Large Rural and State-wide council averages.

- Council performs *significantly higher* than the **group average for Large Rural councils** on all core measures with the exception of **making community decisions** and **customer service** where ratings are in line with group averages.
- Council performs *significantly higher* than the average for councils State-wide on the measure of **community consultation and engagement** and *significantly lower* than the State-wide average on **sealed local roads**.

In the area of **customer service** (index score of 67), Swan Hill Rural City Council is **similar** to the Large Rural group and State-wide council averages (index scores of 66 and 69 respectively). Of the core measures, Council performs best in the area of customer service.

CUSTOMER CONTACT AND SERVICE

Half (51%) of Swan Hill Rural City Council residents have had recent contact with Council. Those aged 35 to 49 years are *significantly more likely* to have contacted Council (65%).

Swan Hill Rural City Council's customer service index of 67 is a positive result for Council. It is rated the third equal highest of all service areas evaluated.

- One-quarter (24%) of residents rate Council's customer service as 'very good', with a further 42% rating customer service as 'good', generally consistent with 2016. Customer service ratings have remained relatively consistent for past three years in a row.

Perceptions of customer service are relatively consistent across demographic groups, meaning there is no particular cohort that Council should focus its attention on. Rather, Council should aim to improve customer service across all groups.

AREAS WHERE COUNCIL IS PERFORMING WELL

Waste management is the area where Swan Hill Rural City Council has **performed most strongly** (index score of 72).

- Council's performance on this measure is *significantly higher* than the group average for Large Rural councils (index score of 68).
- One-quarter (23%) of residents rate Council's performance in the area of waste management as 'very good' and a further 49% rate it as 'good'.

Another area where Swan Hill Rural City Council is well regarded is recreational facilities. With a performance index score of 69, this service area is rated second highest among residents.

- Council's performance on this measure is *significantly higher* than the group average for Large Rural councils (index score of 66).
- Two in three (67%) residents rate Council's performance in the area of recreational facilities as 'very good' or 'good'.
- Residents **aged 65+ years** have *significantly more favourable* impressions of Council performance in this area while residents **aged 35 to 49 years** have *significantly less favourable* impressions (index scores of 77 and 62 respectively).

Elderly support services (performance index score of 67) is another area where Council is rated more highly compared to other service areas.

- Half of residents (50%) rate Council's performance in this area as 'very good' or 'good'.
- Residents **aged 65+ years** have *significantly more favourable* impressions in this area while residents **aged 50 to 64 years** have *significantly less favourable* impressions (index scores of 76 and 59 respectively).

AREAS IN NEED OF ATTENTION

The area that stands out as being most in need of Council attention is **the condition of sealed local roads**. With a performance index score of 49, it is the **lowest** performing service area.

- This is *significantly lower* than the average for councils State-wide (performance index score of 53), but is *significantly higher* than the Large Rural group average (43).
- One in three residents (33%) rate Council performance in this service area as 'very poor' or 'poor'.

The **condition of local streets and footpaths** is the second lowest performing service area with an index score of 52.

- This is also *significantly lower* than the average for councils State-wide (performance index score of 57), but is on par with the Large Rural group average (53).

Residents aged 65+ years rate both the condition of sealed local roads (index score of 57) **and the condition of local streets and footpaths** (index score of 58) *significantly higher* than the Council average for each for these service areas.

Nonetheless, residents would much prefer service cuts to keep rates at current levels (52%, including 29% who would 'definitely prefer service cuts') to rate increases intended to improve local services (27%). A further 22% are undecided on this question.

FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Swan Hill Rural City Council should focus on service areas where performance is lowest. This makes **the condition of sealed local roads and local streets and footpaths** key priorities. Notwithstanding this, consideration needs to be given to the fact that Council is performing well relative to other Large Rural councils on sealed local roads, and so at a minimum a maintenance strategy should be employed in these areas.

In general, consideration should be given to Swan Hill Rural City Council residents aged 50 to 64 years, who appear to be most driving negative opinion in 2017.

On the positive side, Council should **maintain its relatively strong performance in the area of customer service**, and aim to shore up service areas that are currently rated higher than others, such as **waste management**.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 65+ years and use these lessons to build performance experience and perceptions in other areas.

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.

SNAPSHOT OF KEY FINDINGS

Higher results in 2017

(Significantly higher result than 2016)

- None applicable

Lower results in 2017

(Significantly lower result than 2016)

- None applicable

Most favourably disposed towards Council

- Aged 65+ years

Least favourably disposed towards Council

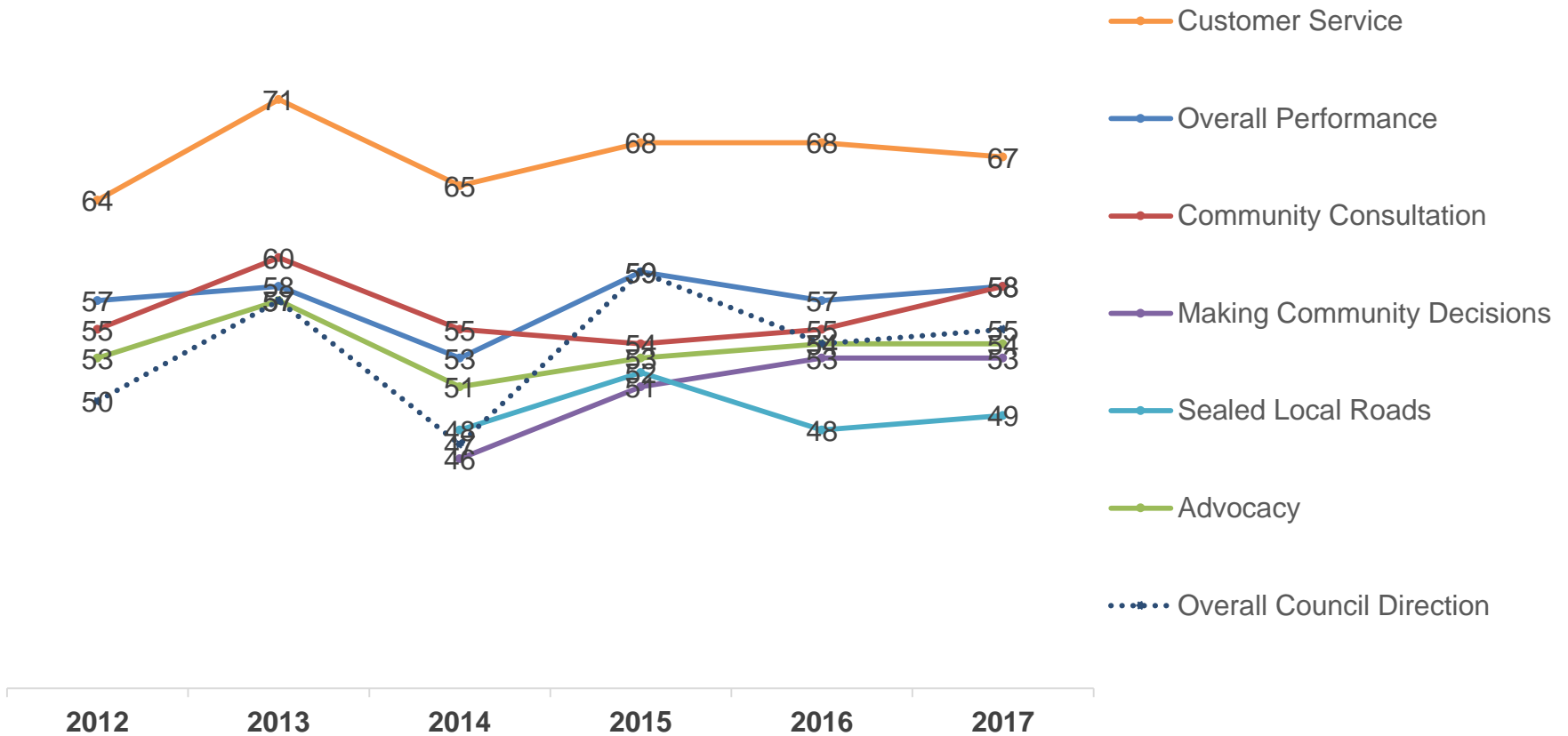
- Aged 50-64 years



SUMMARY OF FINDINGS

2017 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



2017 SUMMARY OF CORE MEASURES

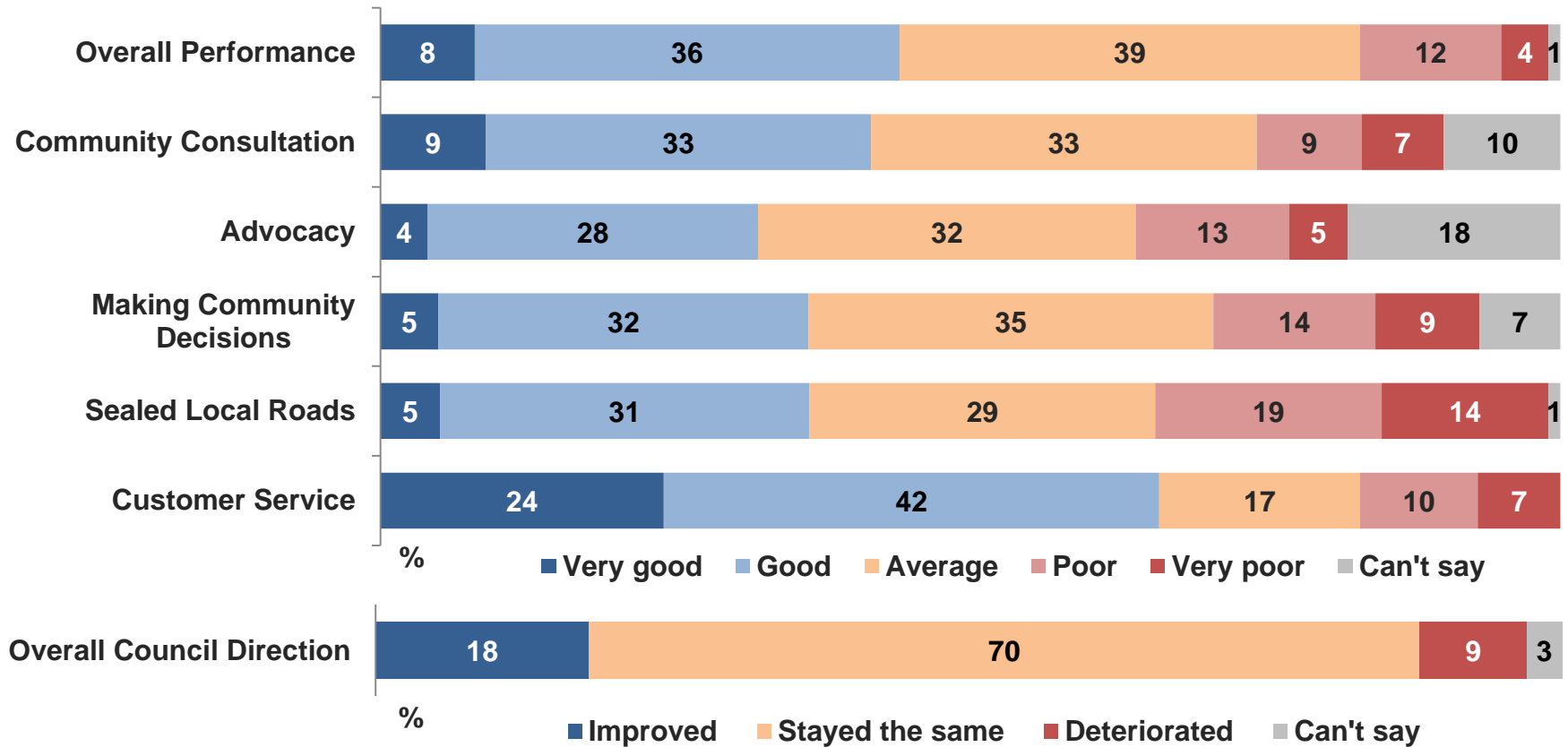
DETAILED ANALYSIS

Performance Measures	Swan Hill 2017	Swan Hill 2016	Large Rural 2017	State-wide 2017	Highest score	Lowest score
OVERALL PERFORMANCE	58	57	54	59	Aged 65+ years	Aged 50-64 years
COMMUNITY CONSULTATION (Community consultation and engagement)	58	55	52	55	Aged 18-34 years	Aged 50-64 years
ADVOCACY (Lobbying on behalf of the community)	54	54	51	54	Aged 65+ years	Aged 35-49 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	53	53	51	54	Aged 65+ years	Aged 50-64 years
SEALED LOCAL ROADS (Condition of sealed local roads)	49	48	43	53	Aged 65+ years	Aged 50-64 years
CUSTOMER SERVICE	67	68	66	69	Women, Aged 65+ years	Aged 18-34 years
OVERALL COUNCIL DIRECTION	55	54	52	53	Aged 18-34 years, Women	Men

2017 SUMMARY OF KEY COMMUNITY SATISFACTION

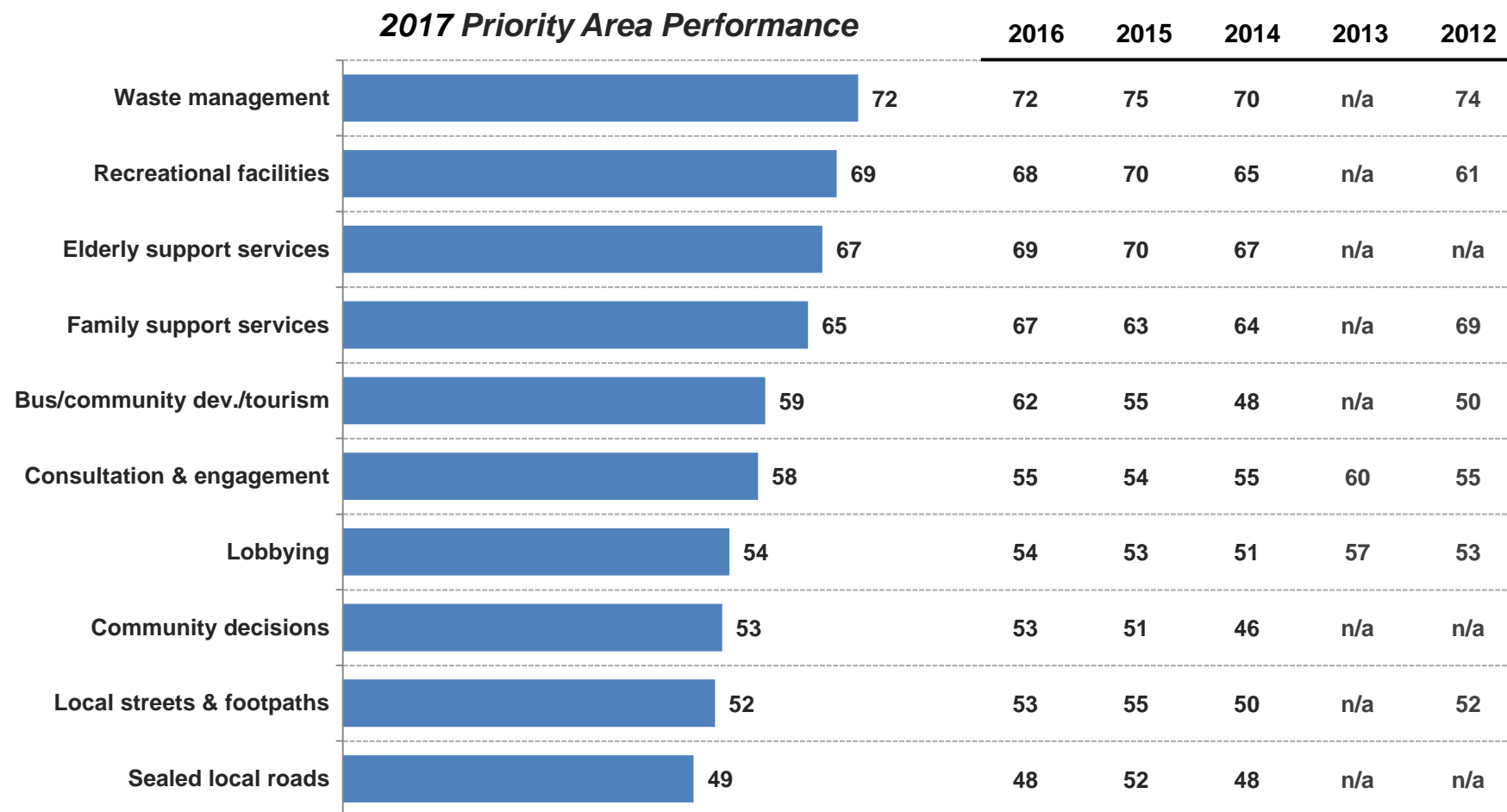
PERCENTAGE RESULTS

Key Measures Summary Results



2017 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



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

Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

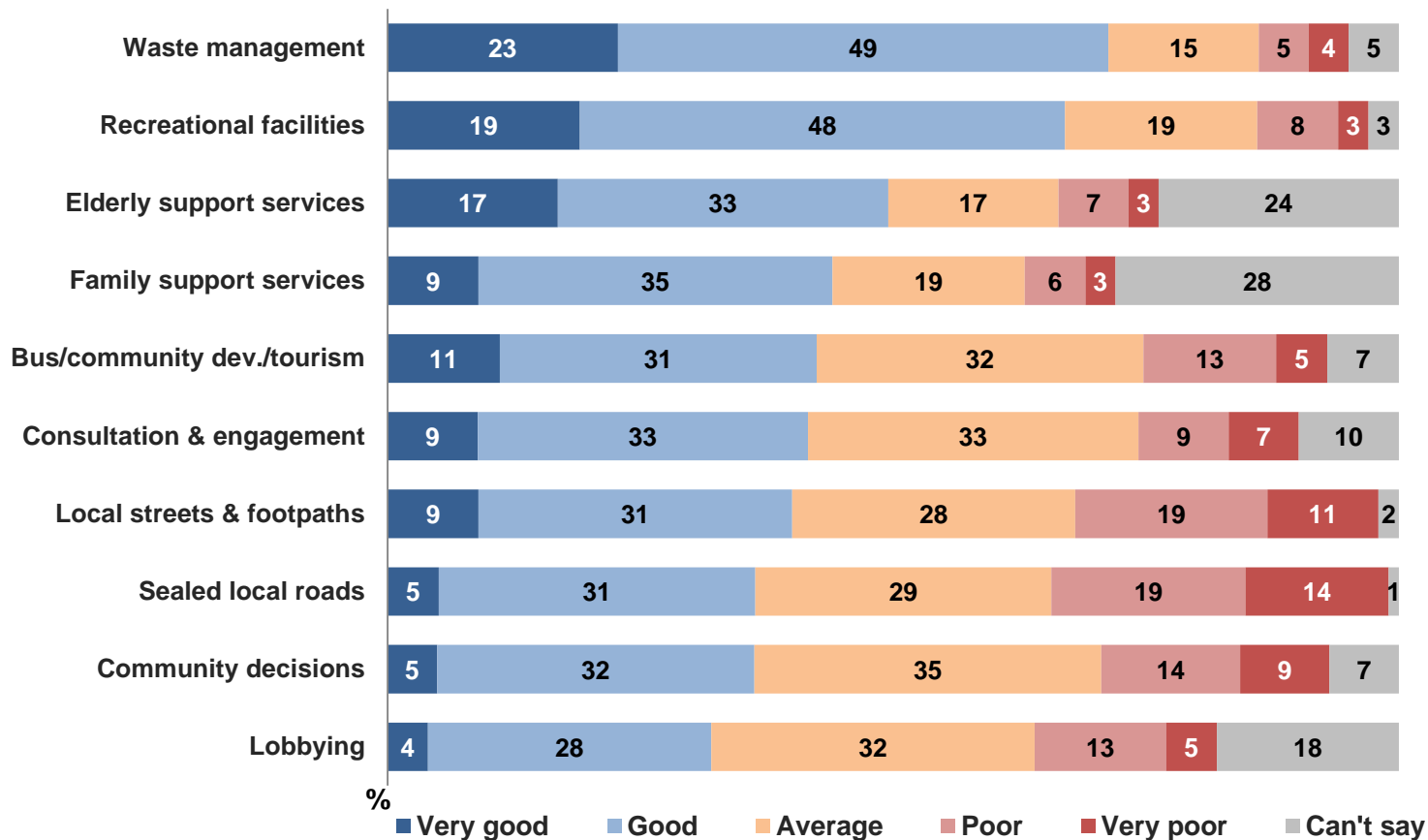
Note: Please see page 5 for explanation of significant differences

INDIVIDUAL SERVICE AREAS PERFORMANCE

DETAILED PERCENTAGES



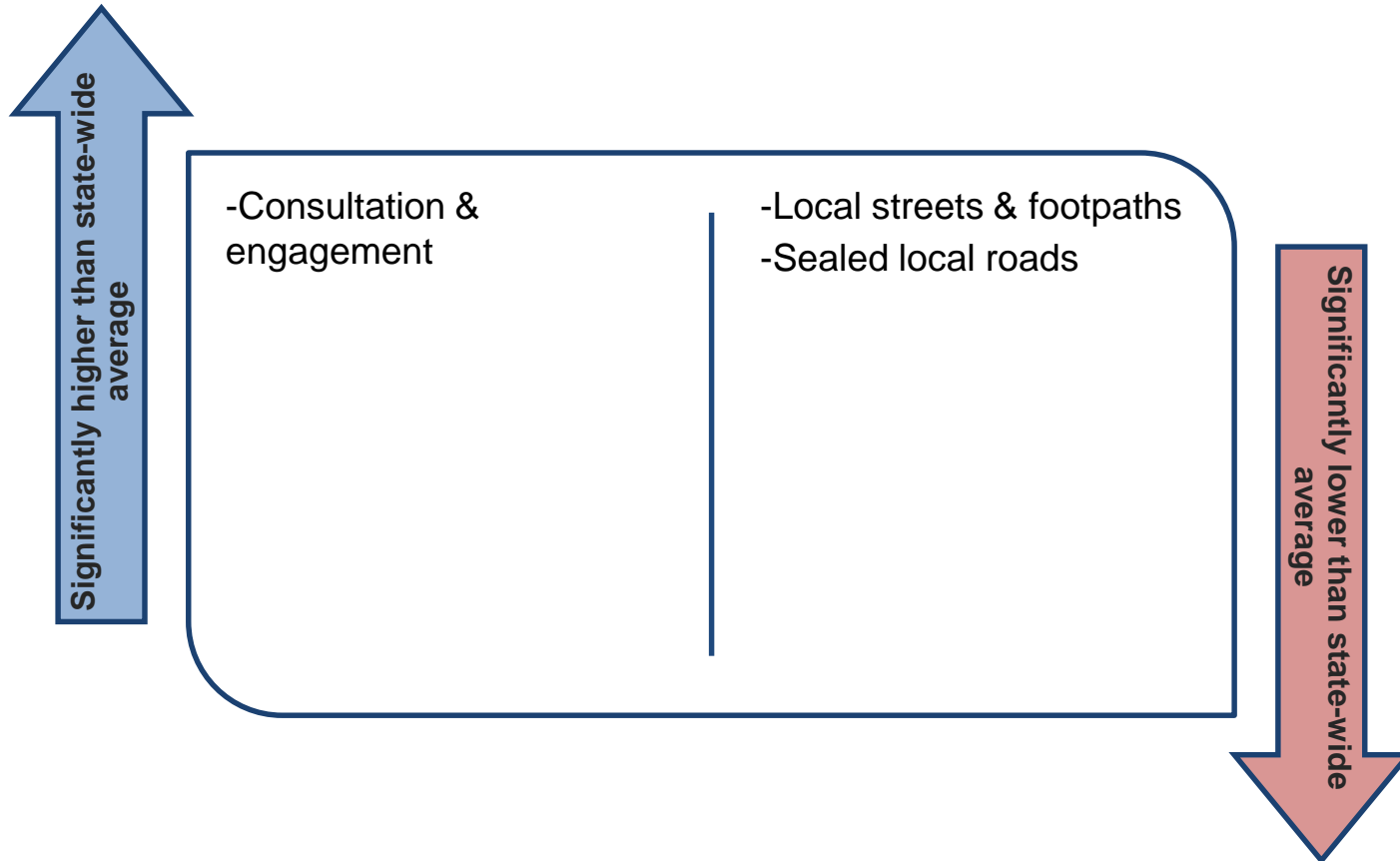
Individual Service Areas Performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

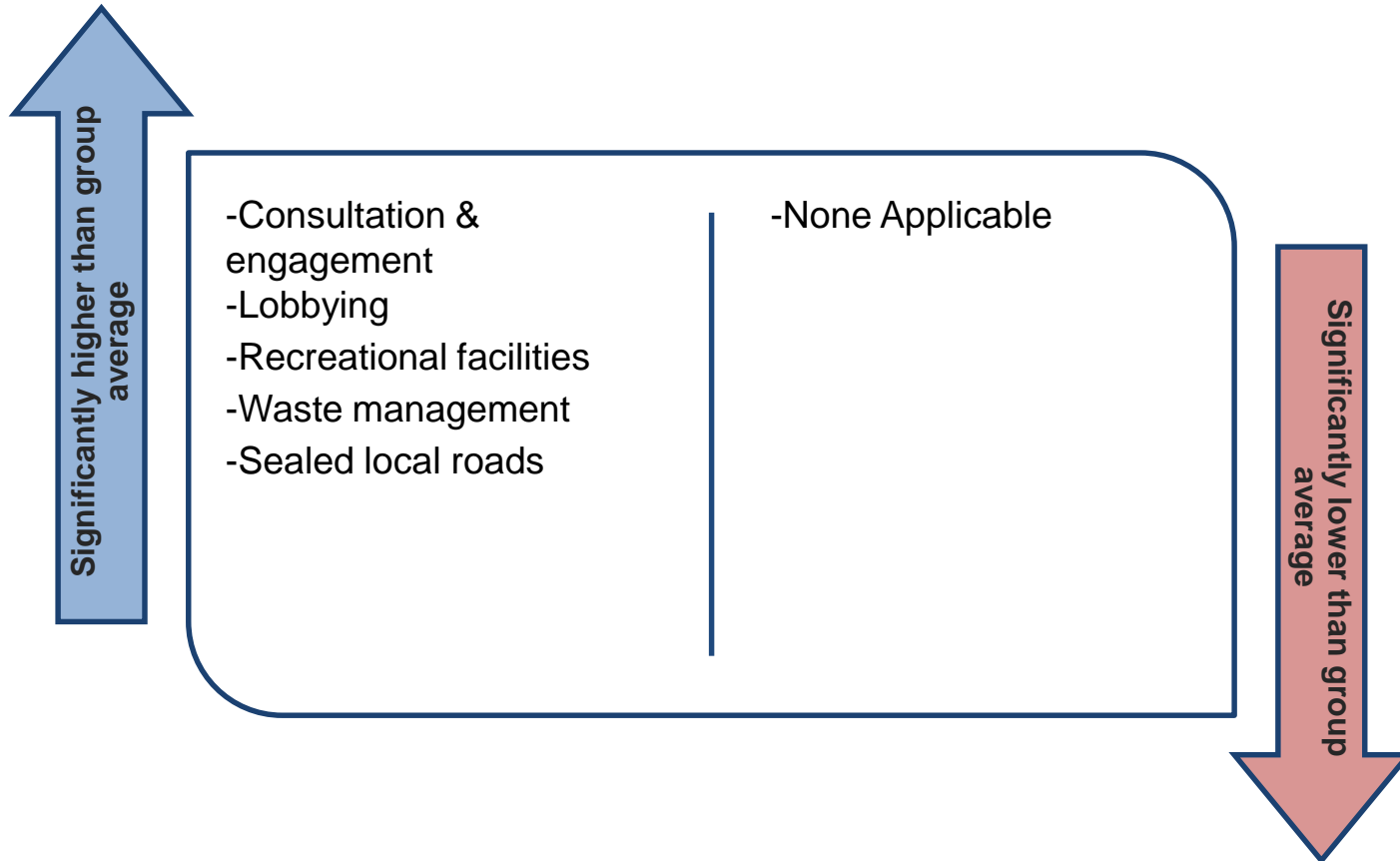
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



2017 PERFORMANCE SUMMARY

BY COUNCIL GROUP

Top Three Performing 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. Art centres & libraries 2. Waste management 3. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Appearance of public areas 3. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Appearance of public areas 2. Emergency & disaster mngt 3. Art centres & libraries 	<ol style="list-style-type: none"> 1. Emergency & disaster mngt 2. Art centres & libraries 3. Community & cultural

Bottom Three Performing 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. Sealed roads 2. Local streets & footpaths 3. Community decisions 	<ol style="list-style-type: none"> 1. Planning permits 2. Population growth 3. Parking facilities 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Planning permits 3. Population growth 	<ol style="list-style-type: none"> 1. Parking facilities 2. Community decisions 3. Unsealed roads 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Slashing & weed control 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Planning permits



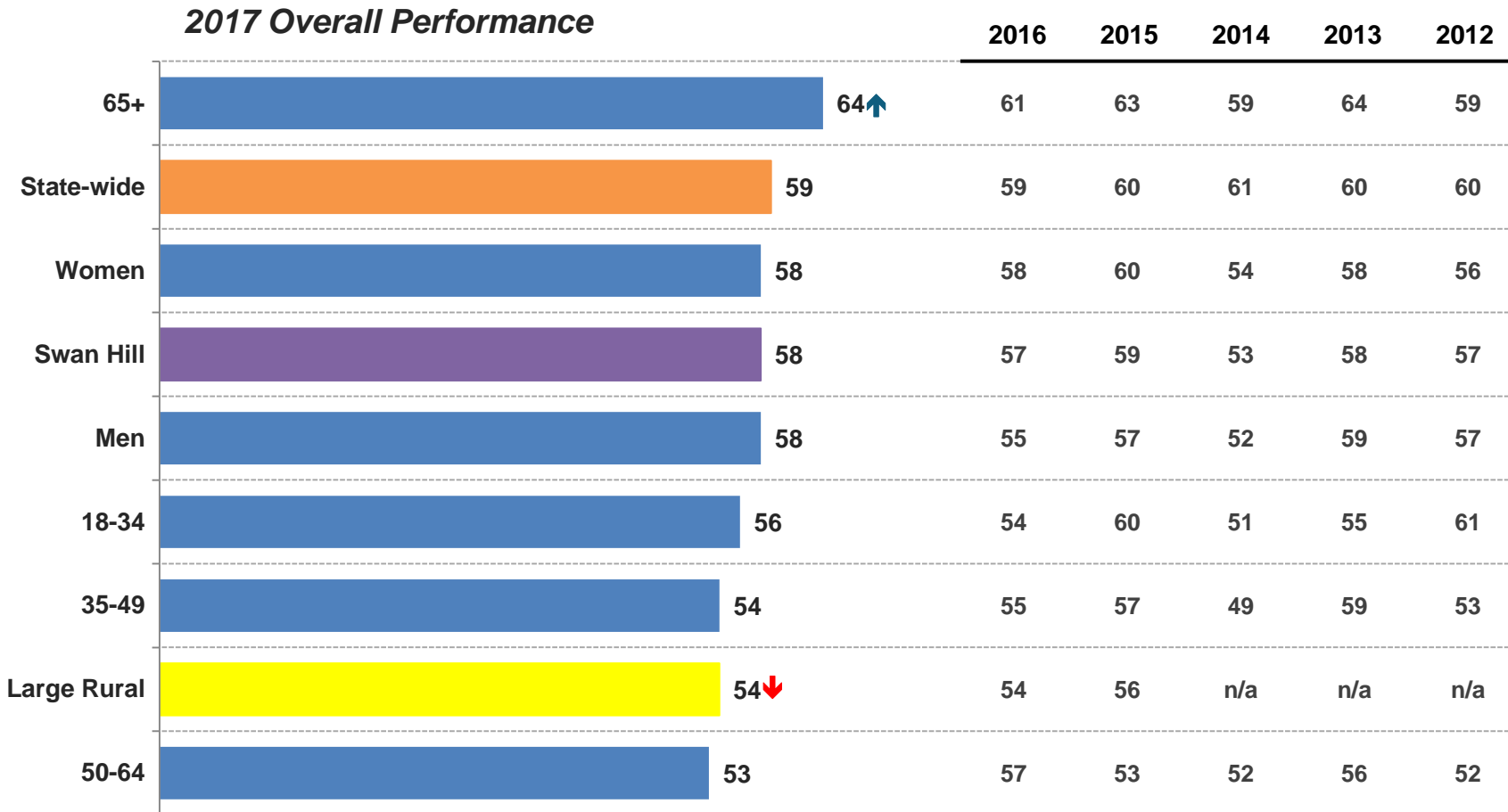
DETAILED FINDINGS



**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?

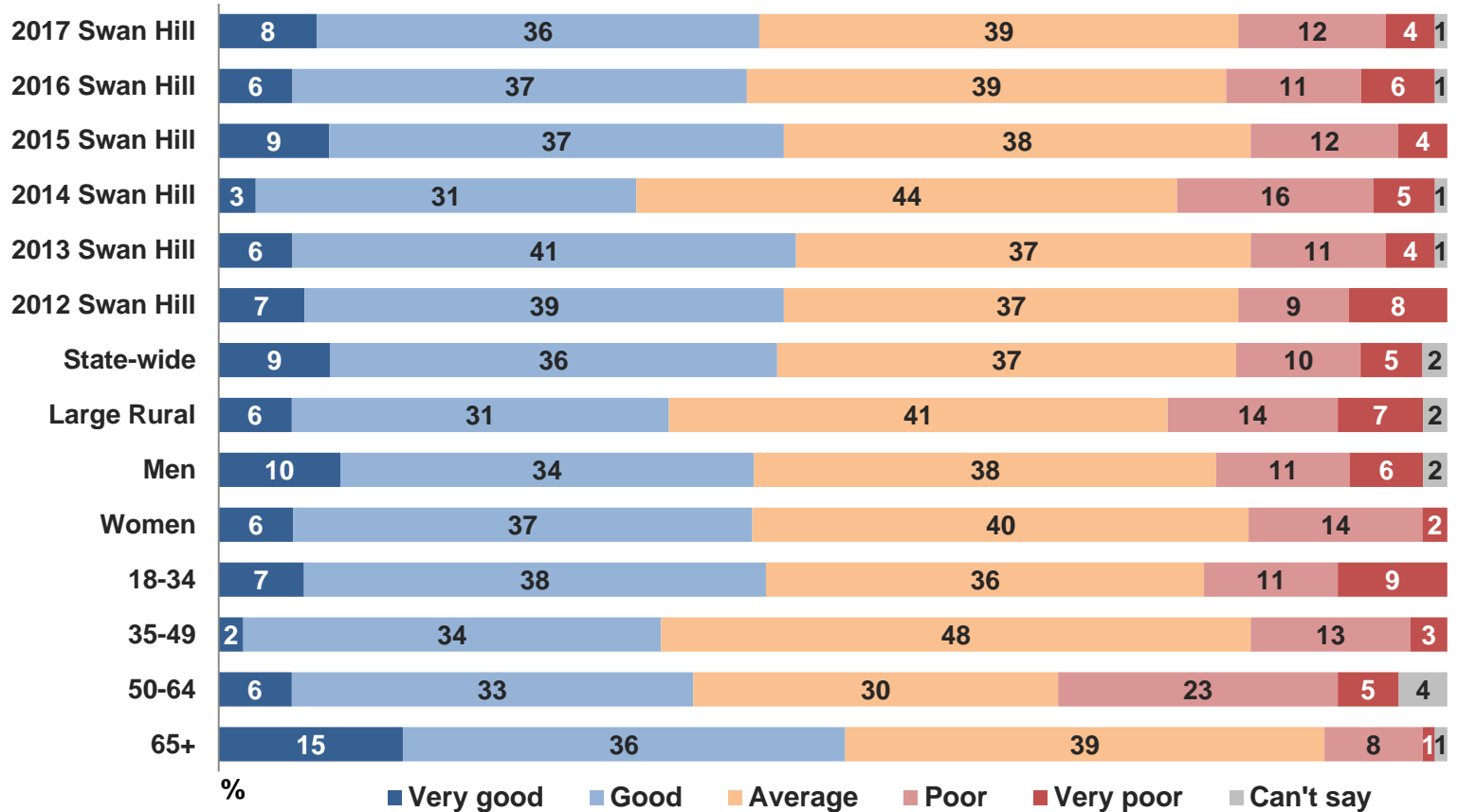
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences

OVERALL PERFORMANCE

DETAILED PERCENTAGES

2017 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: 68 Councils asked group: 19



**KEY CORE MEASURE
CUSTOMER SERVICE**

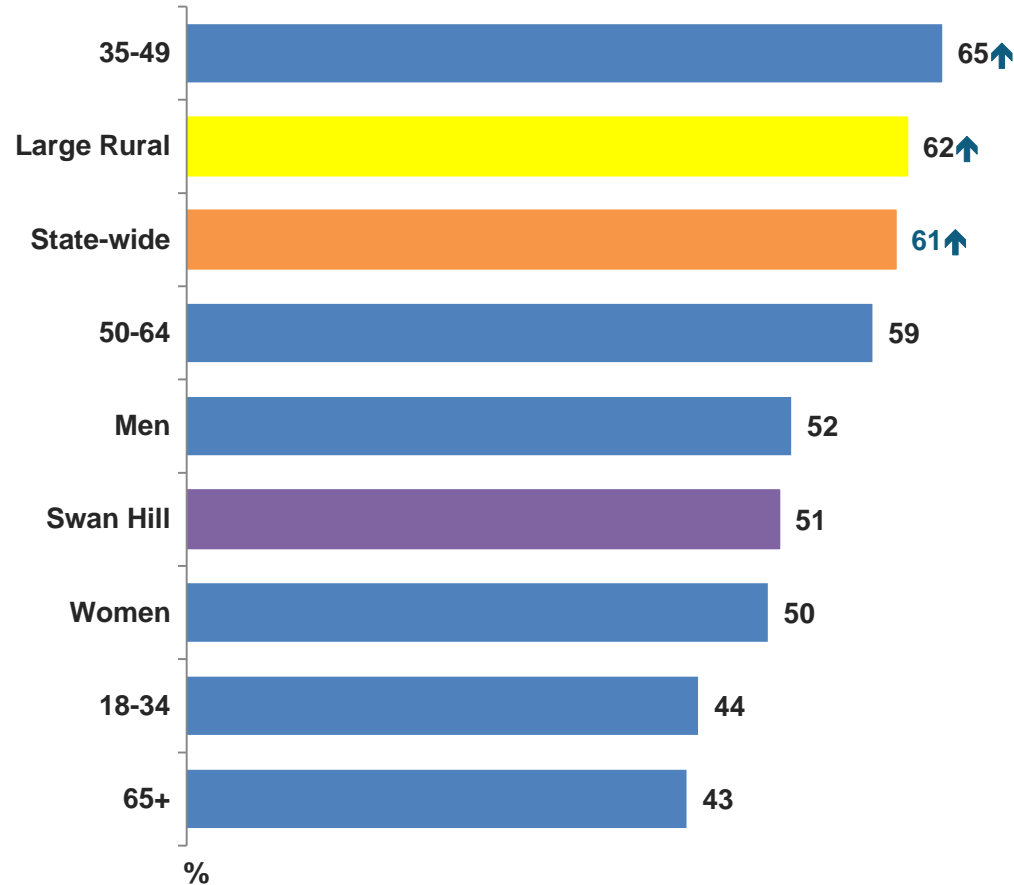
CONTACT LAST 12 MONTHS

SUMMARY

Overall contact with Swan Hill Rural City Council	<ul style="list-style-type: none">• 51%, down 2 points on 2016
Most contact with Swan Hill Rural City Council	<ul style="list-style-type: none">• Aged 35-49 years
Least contact with Swan Hill Rural City Council	<ul style="list-style-type: none">• Aged 65+ years
Customer service rating	<ul style="list-style-type: none">• Index score of 67, down 1 point on 2016
Most satisfied with customer service	<ul style="list-style-type: none">• Women• Aged 65+ years
Least satisfied with customer service	<ul style="list-style-type: none">• Aged 18-34 years

2017 CONTACT WITH COUNCIL

2017 Contact with Council

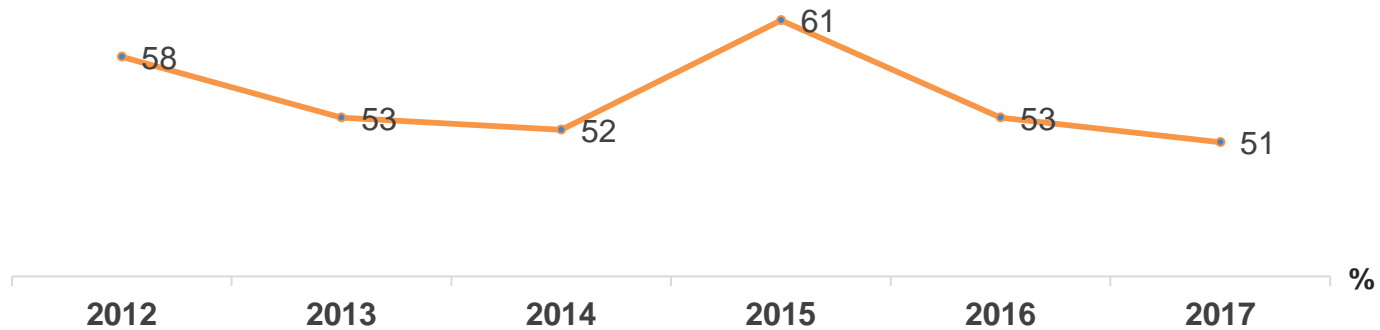


Q5. Over the last 12 months, have you or any member of your household had any contact with Swan Hill Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 49 Councils asked group: 16

Note: Please see page 5 for explanation about significant differences

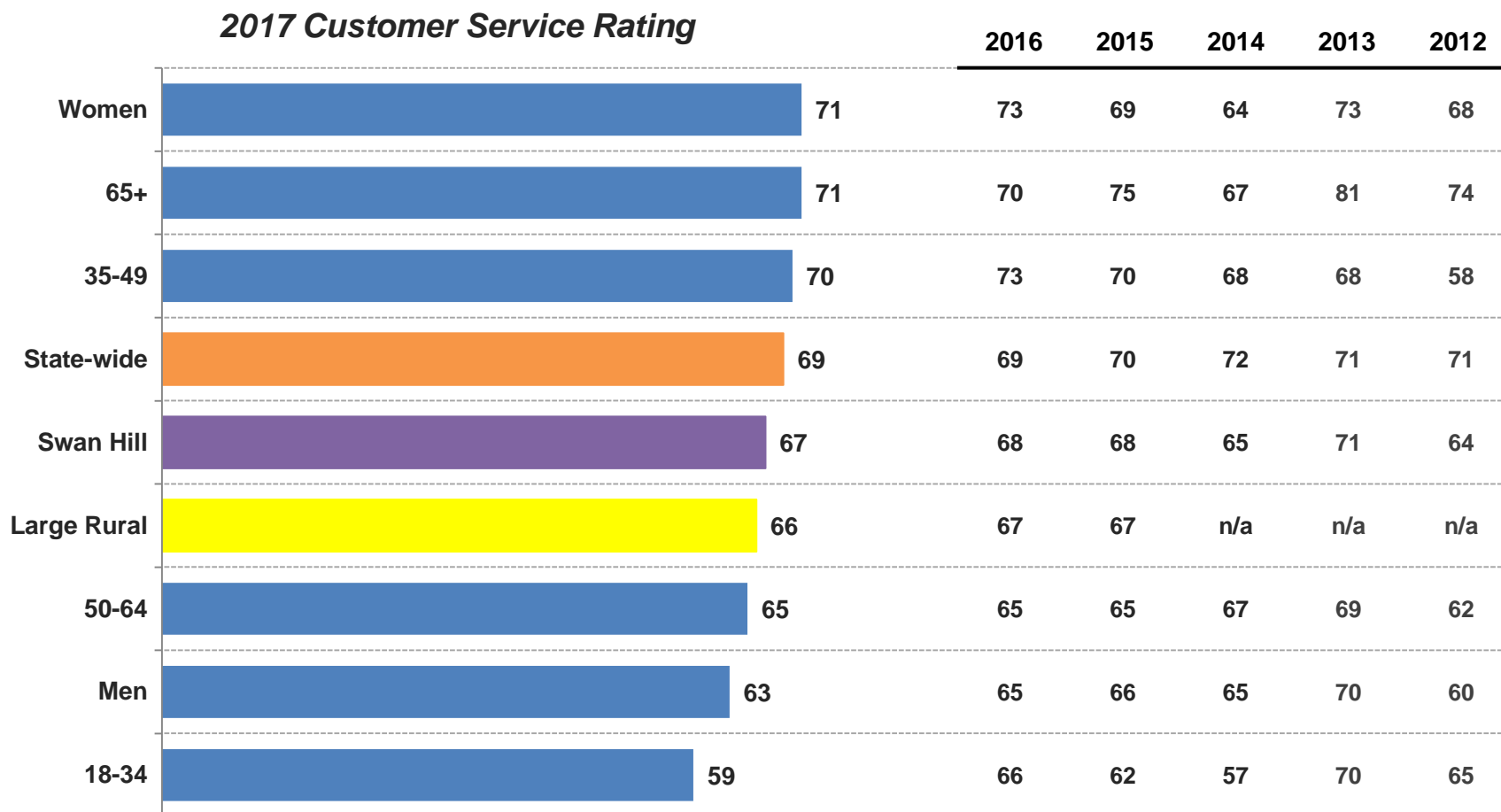
2017 Contact with Council Have had contact



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: 49 Councils asked group: 16

2017 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: 68 Councils asked group: 19

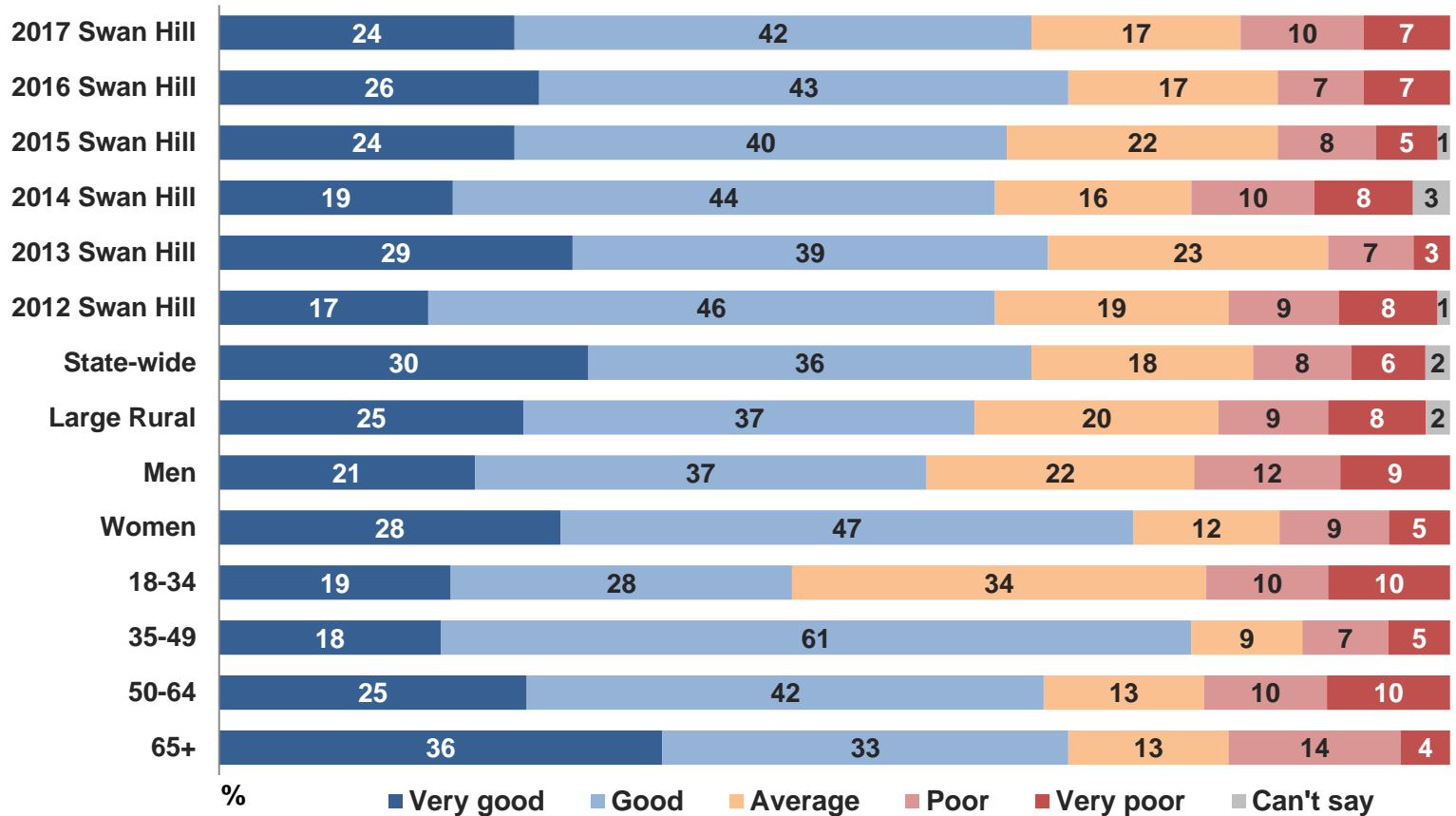
Note: Please see page 5 for explanation about significant differences

2017 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES



2017 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: 68 Councils asked group: 19

A satellite-style map of the United States is shown, with a glowing, interconnected network of lines and nodes overlaid on the landmass, suggesting a data or infrastructure network. The map is centered on the continental United States, with the Atlantic Ocean to the east and the Pacific Ocean to the west. The text is overlaid on the left side of the map.

KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council Direction from Q6

- 70% stayed about the same, up 6 points on 2016
- 18% improved, down 3 points on 2016
- 9% deteriorated, down 3 points on 2016

Most satisfied with Council Direction from Q6

- Aged 18-34 years
- Women

Least satisfied with Council Direction from Q6

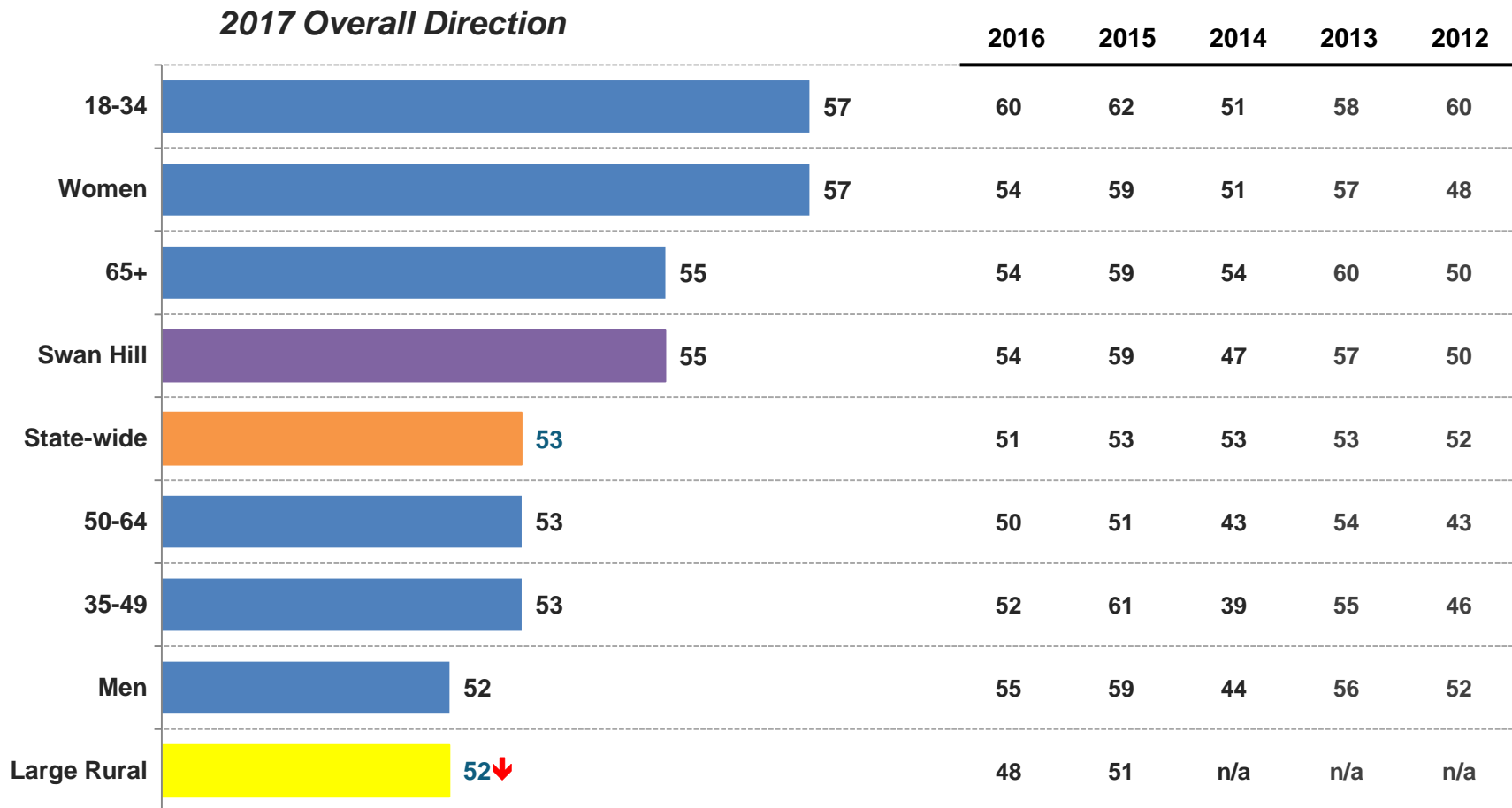
- Men

Rates vs Services Trade-Off from Q10

- 26% prefer rate rise, up 1 point on 2016
- 52% prefer service cuts, down 4 points on 2016

2017 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?

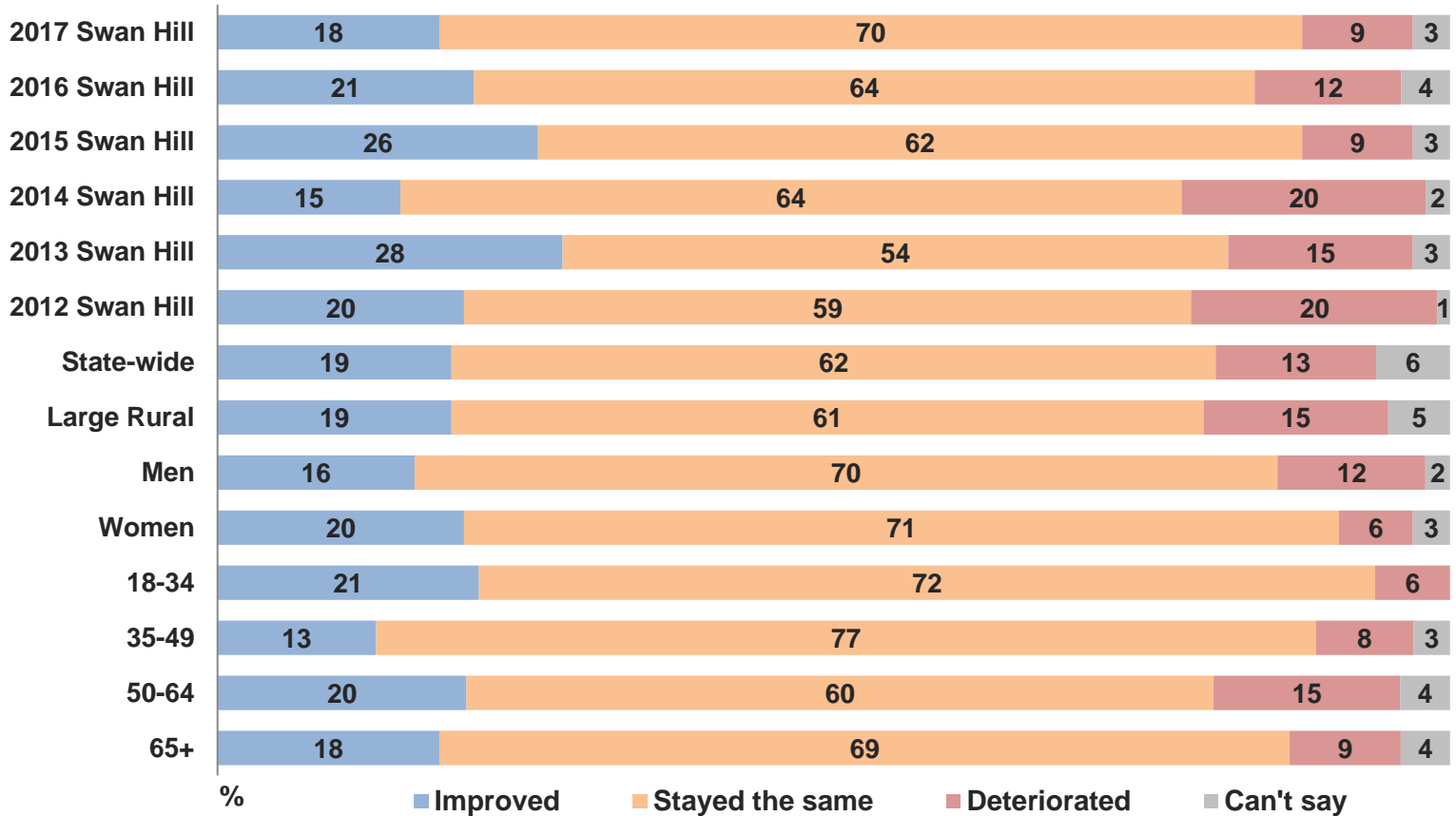
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

Note: Please see page 5 for explanation about significant differences

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

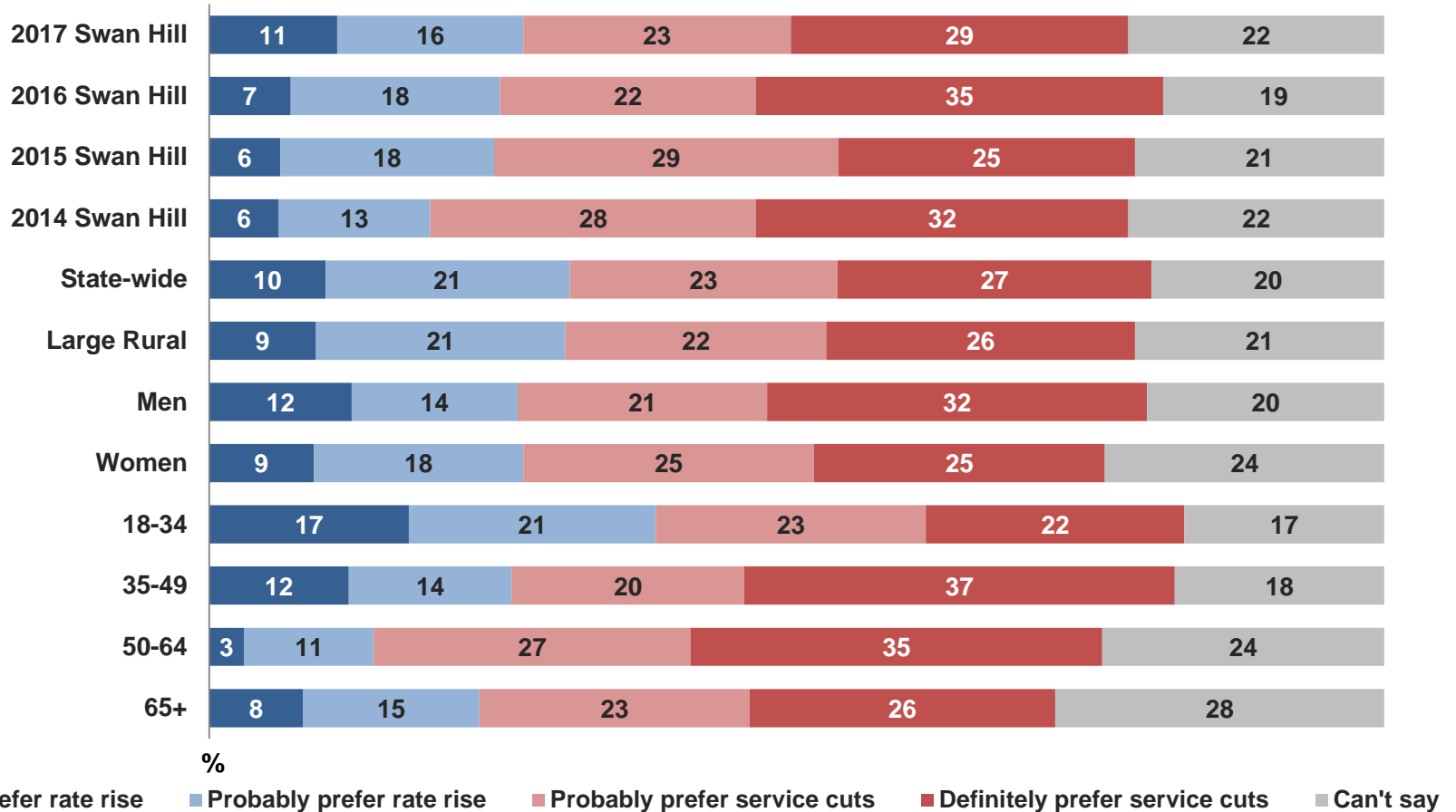
2017 Overall Direction



2017 RATES/SERVICE TRADE OFF

DETAILED PERCENTAGES

2017 Rate Rise v Service Cut



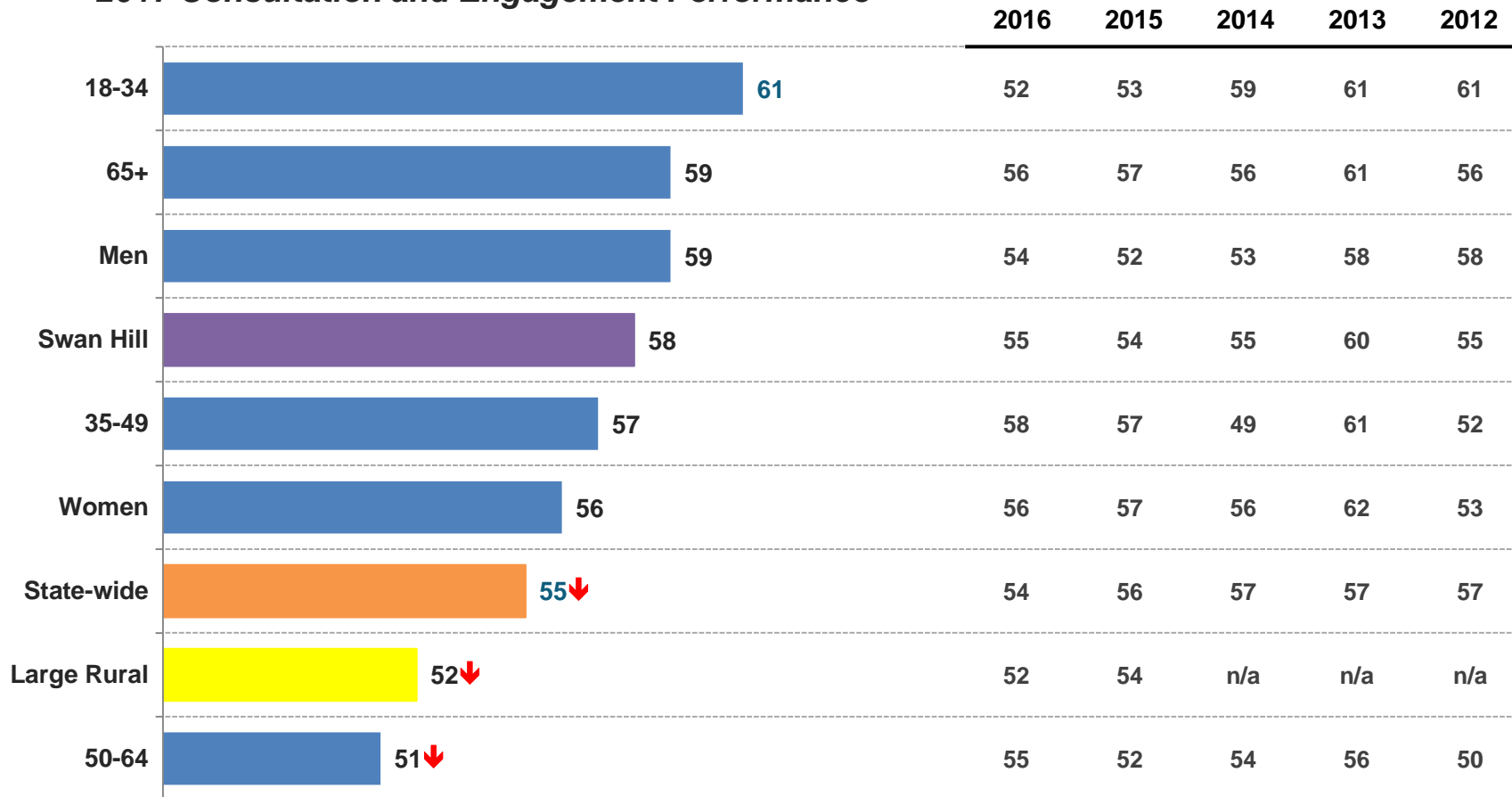
Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 3



INDIVIDUAL SERVICE AREAS

2017 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

2017 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: 68 Councils asked group: 19

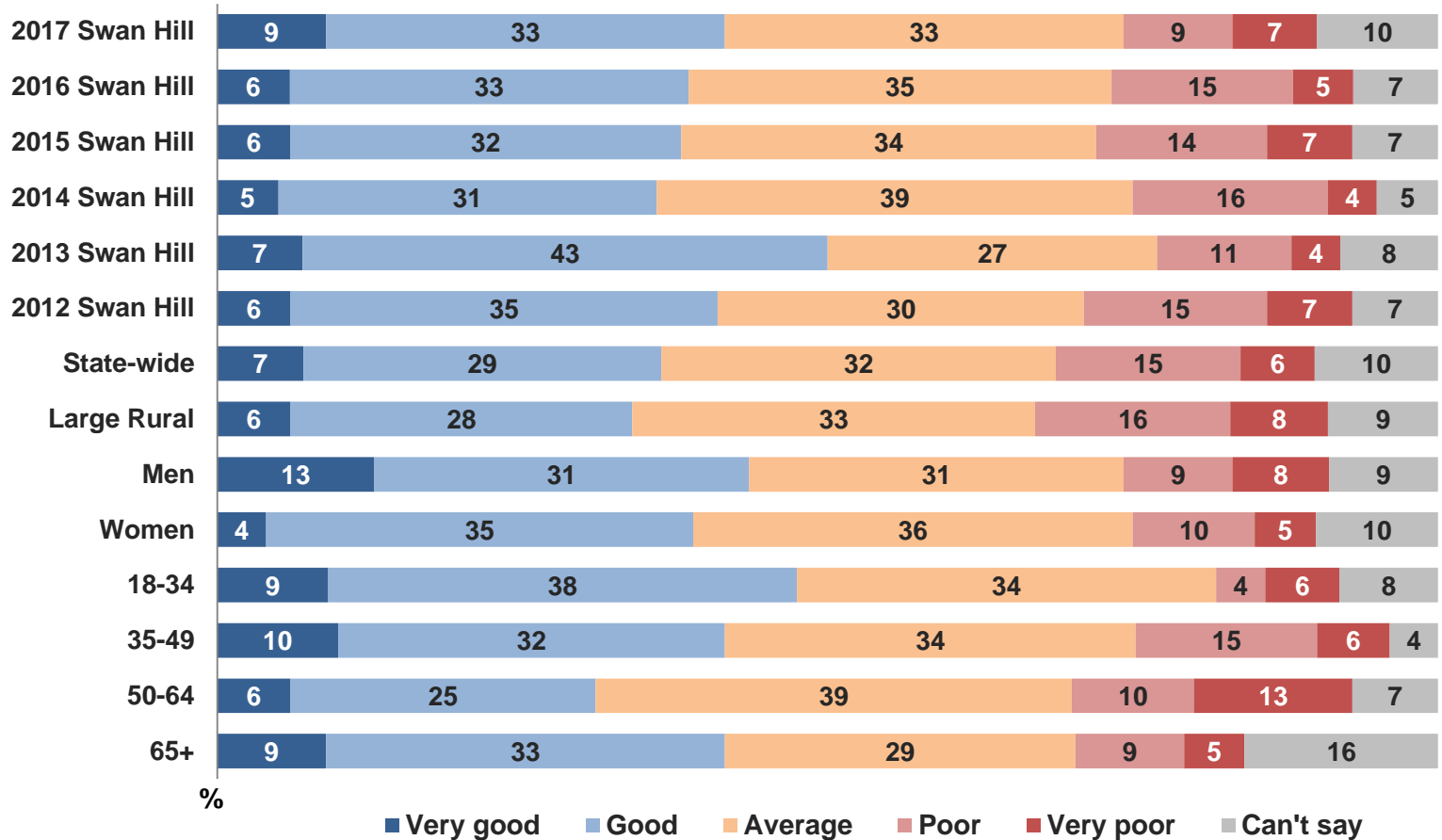
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2017 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES



2017 Consultation and Engagement Performance

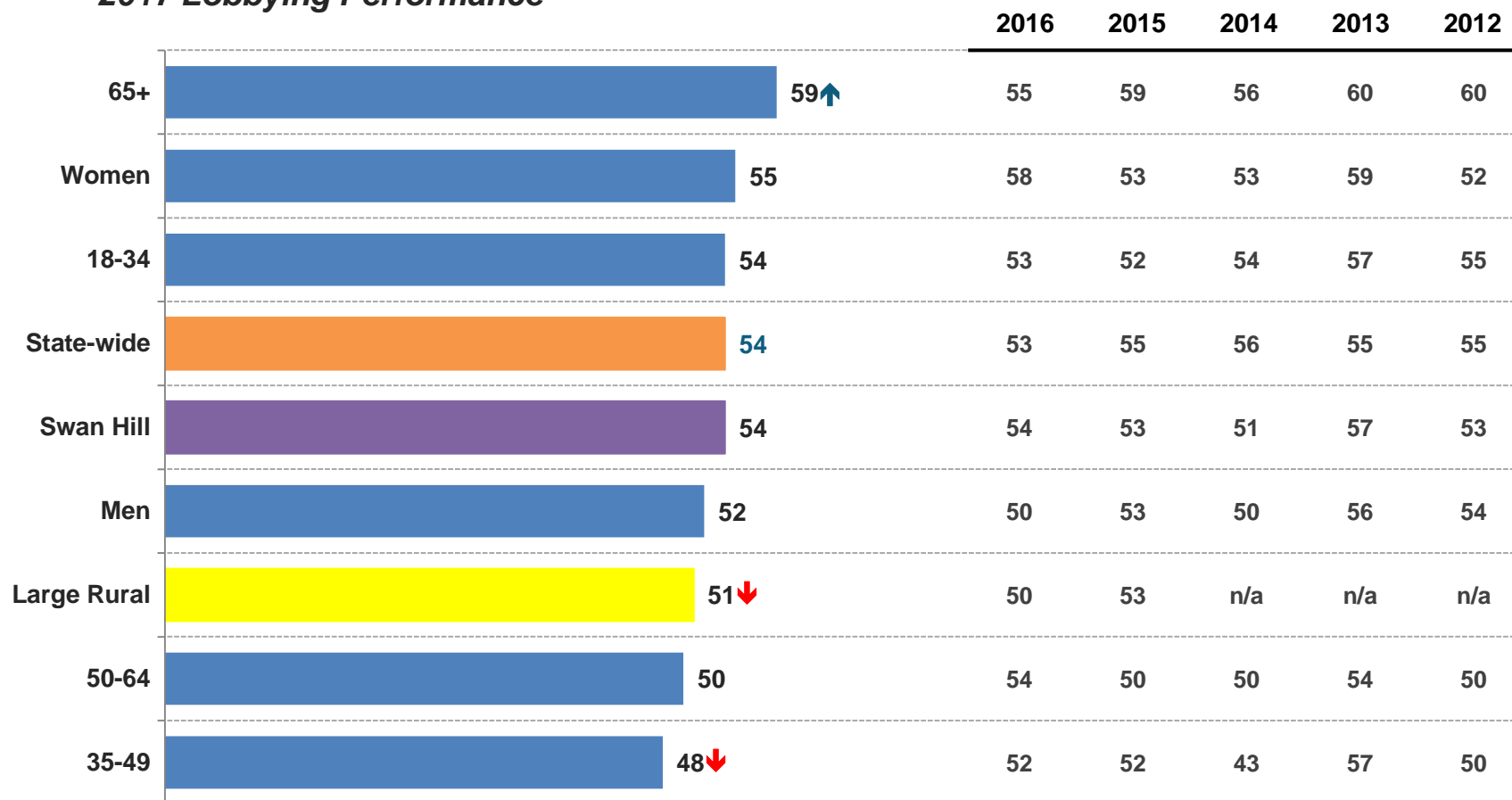


Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2017 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: 68 Councils asked group: 19

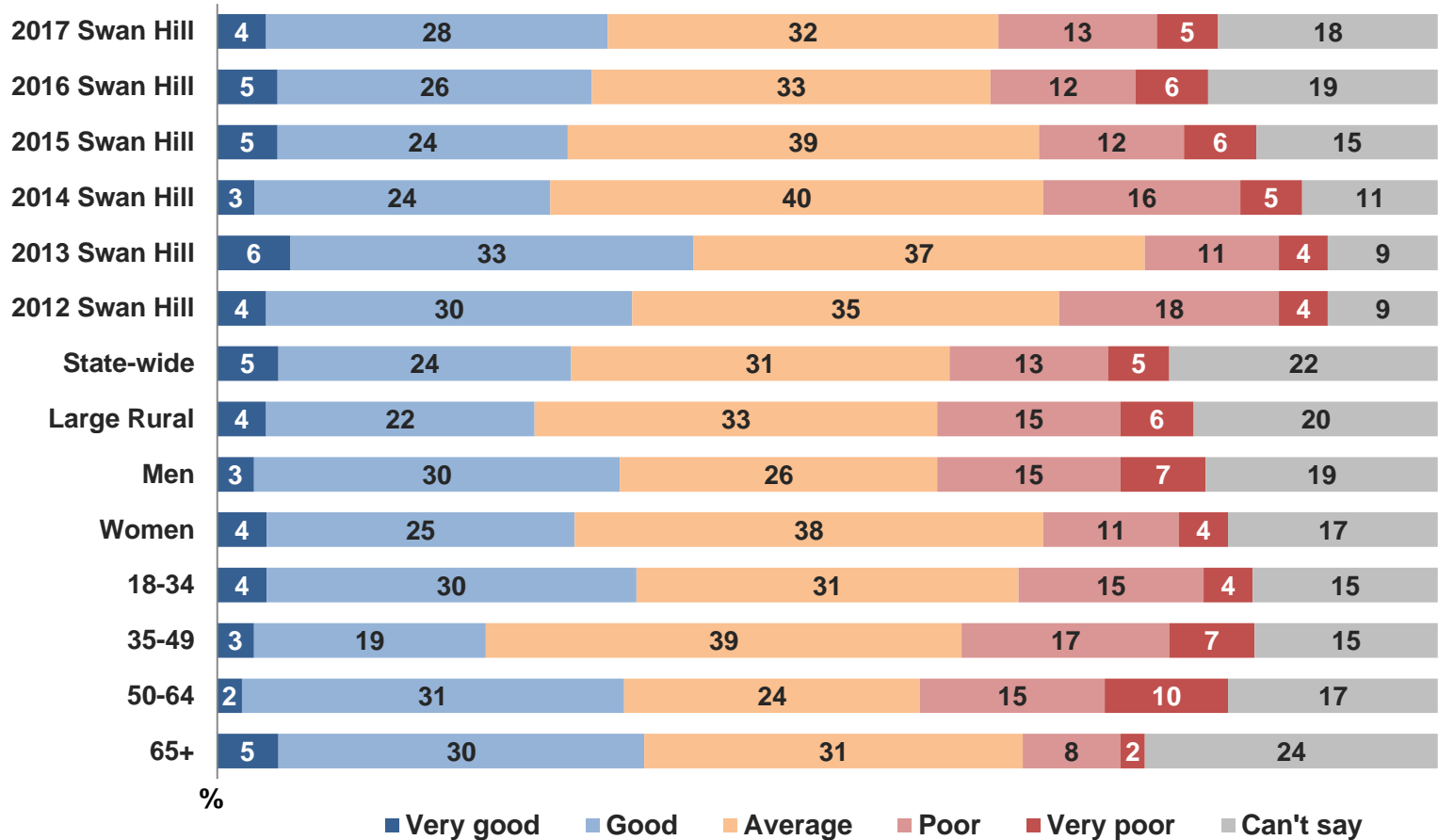
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2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2017 Lobbying Performance



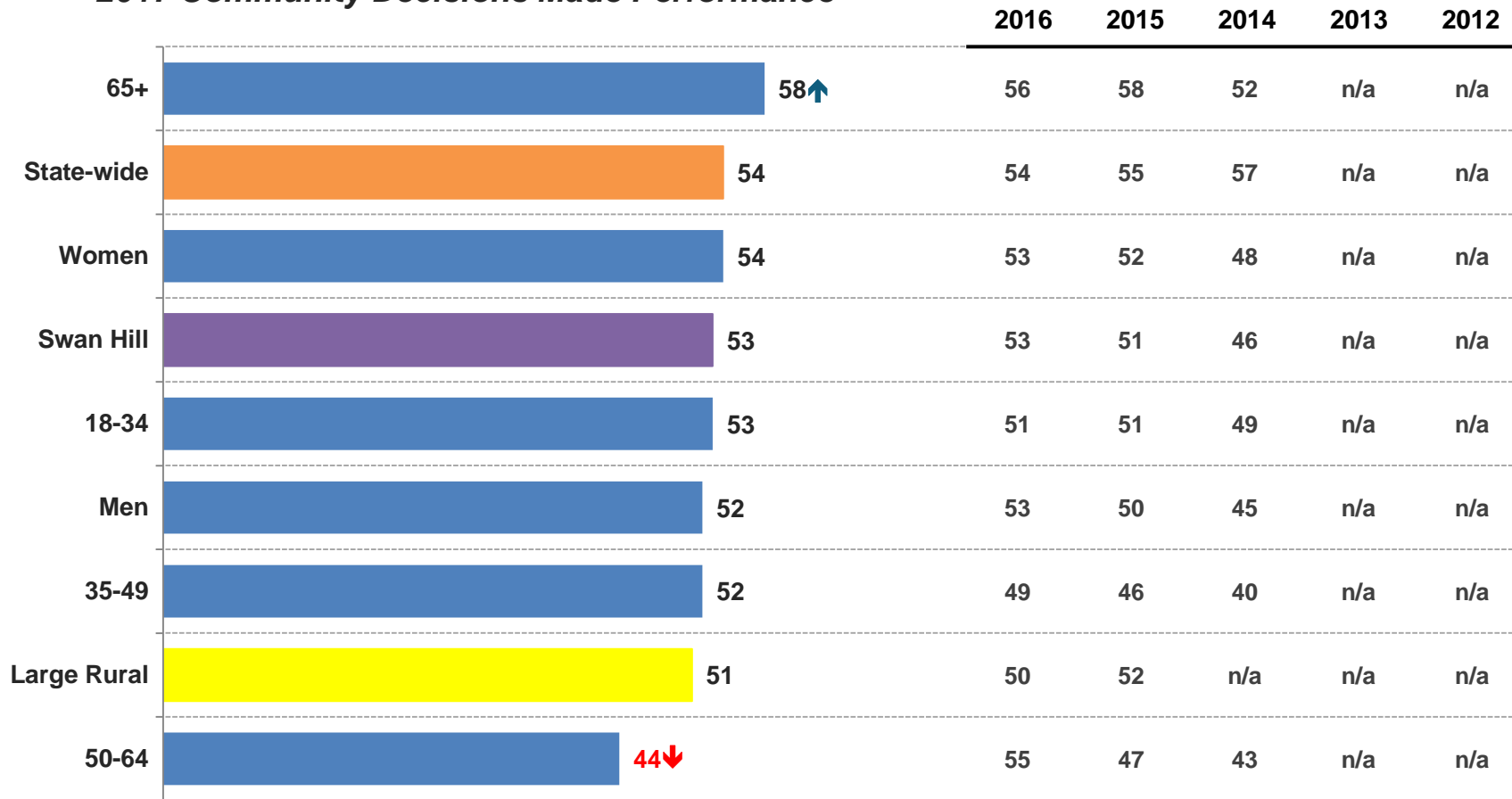
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2017 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: 68 Councils asked group: 19

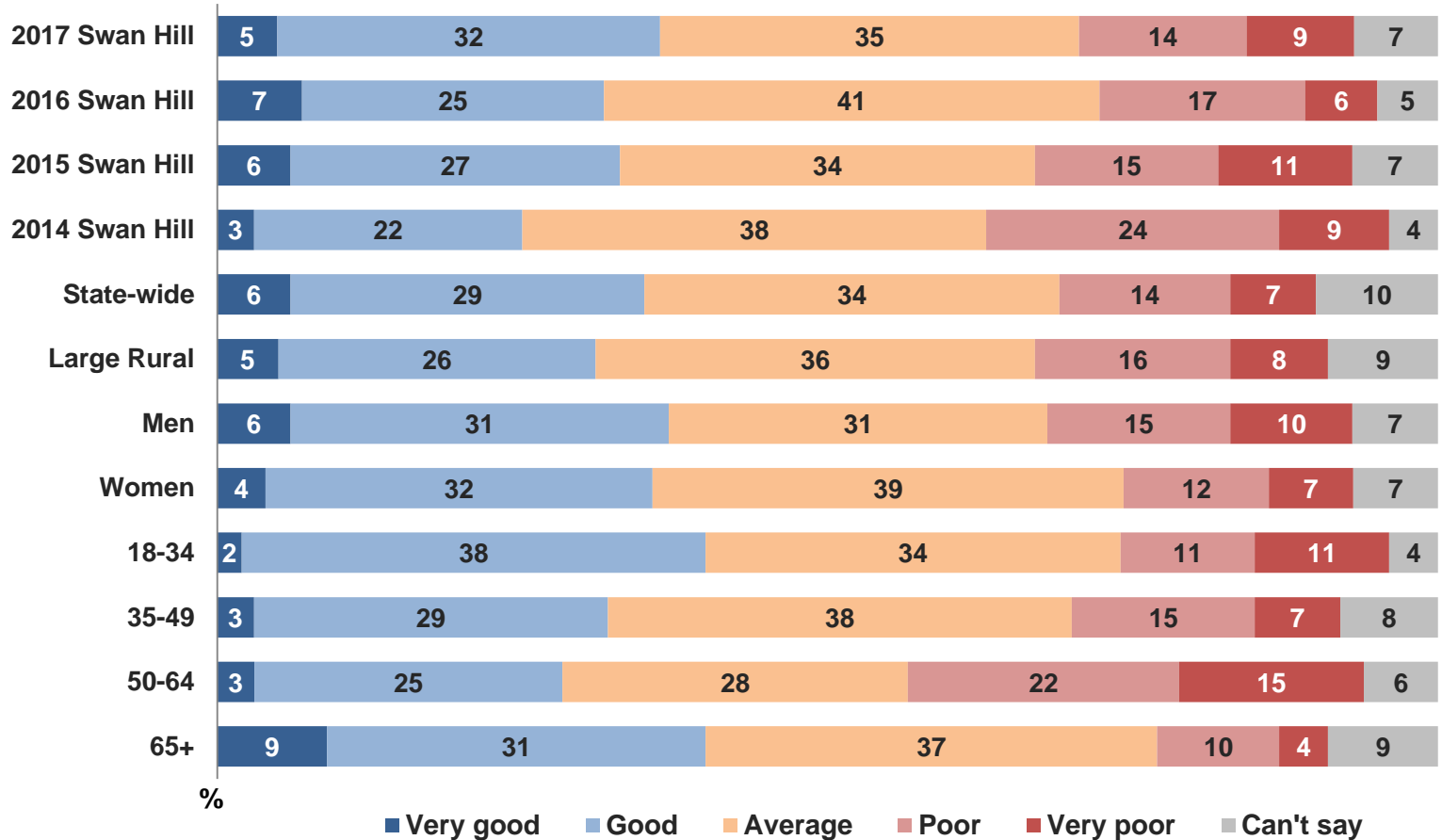
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2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2017 Community Decisions Made Performance



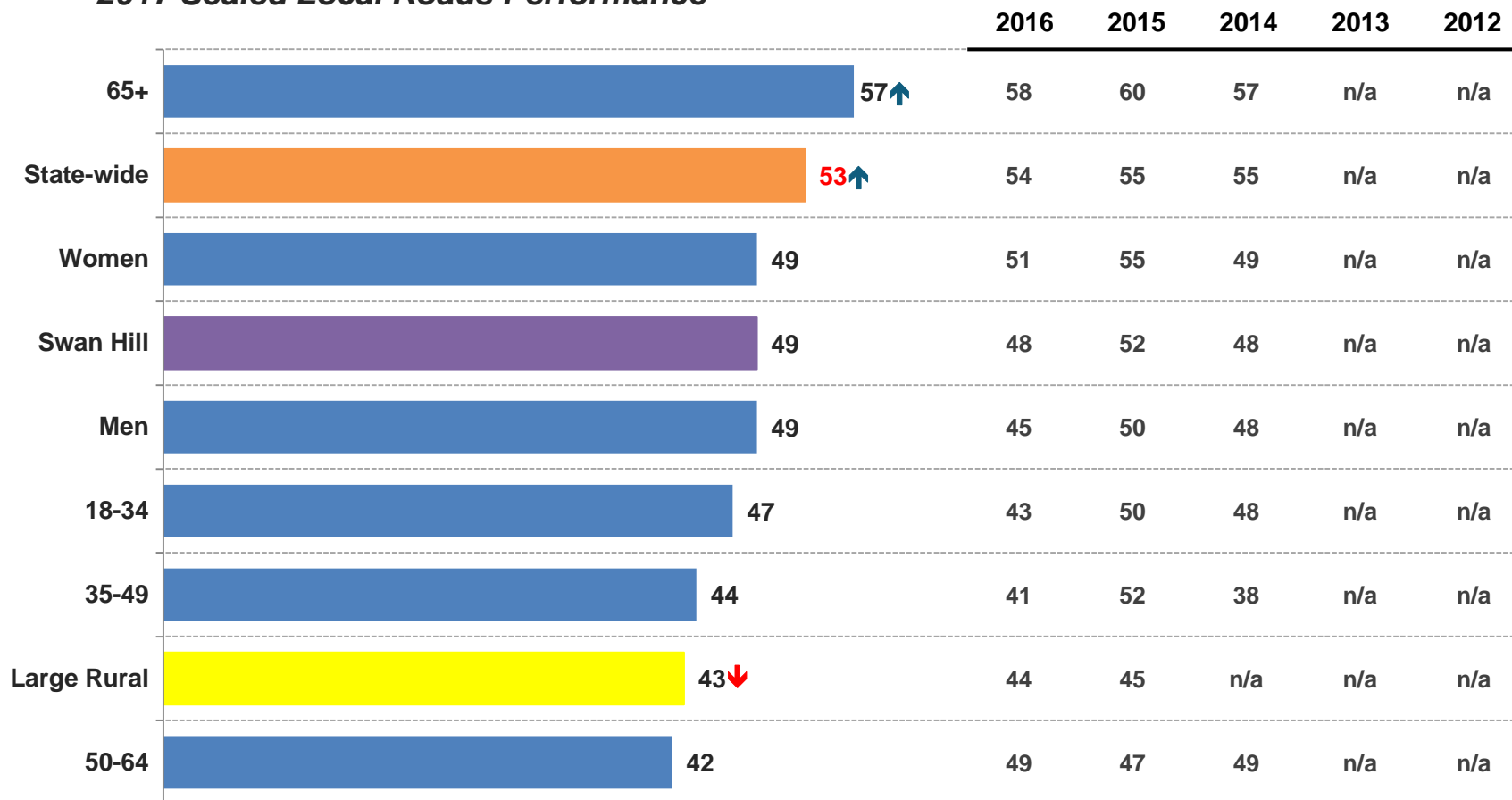
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2017 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: 68 Councils asked group: 19

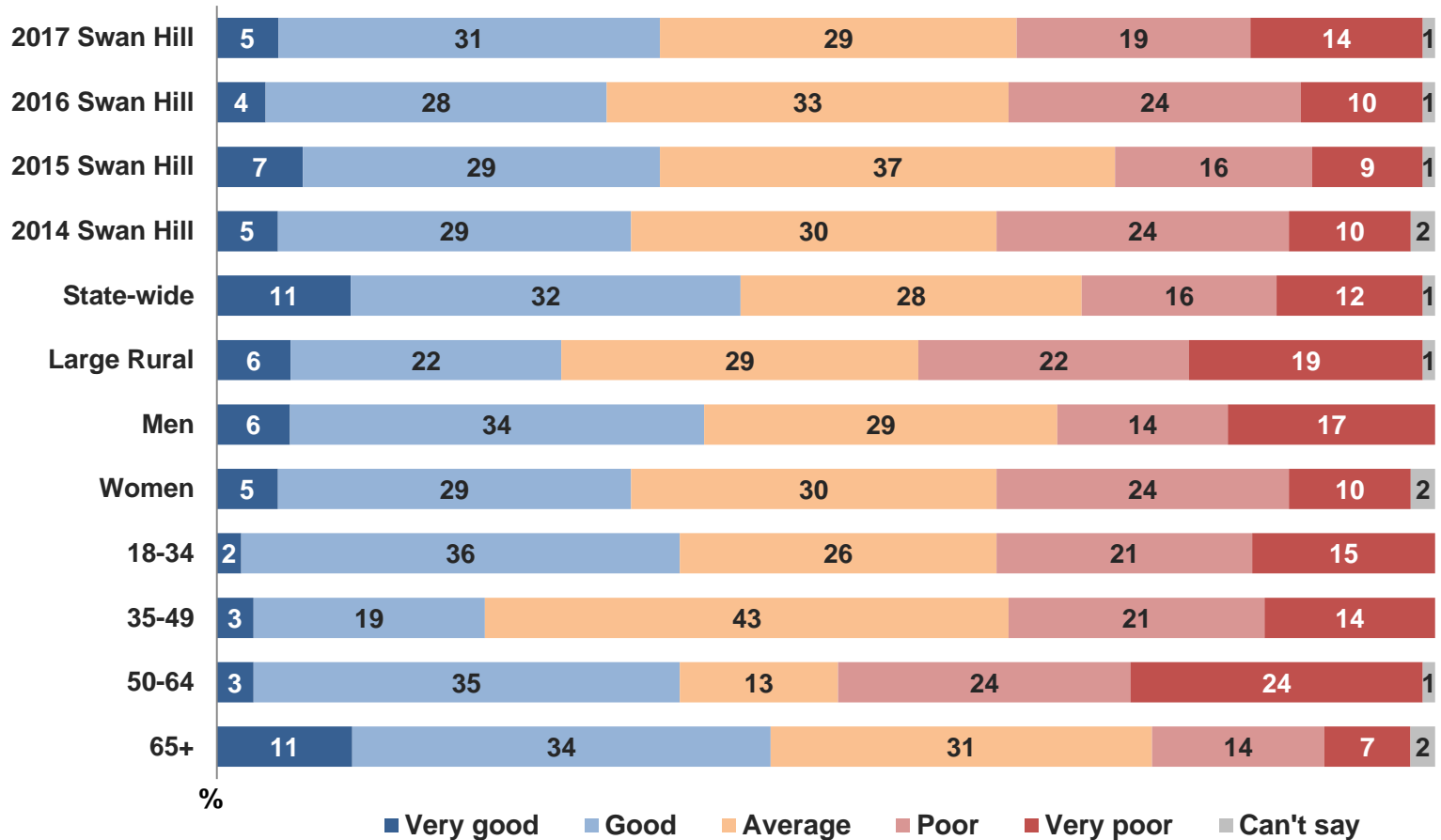
Note: Please see page 5 for explanation about significant differences

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2017 Sealed Local Roads Performance



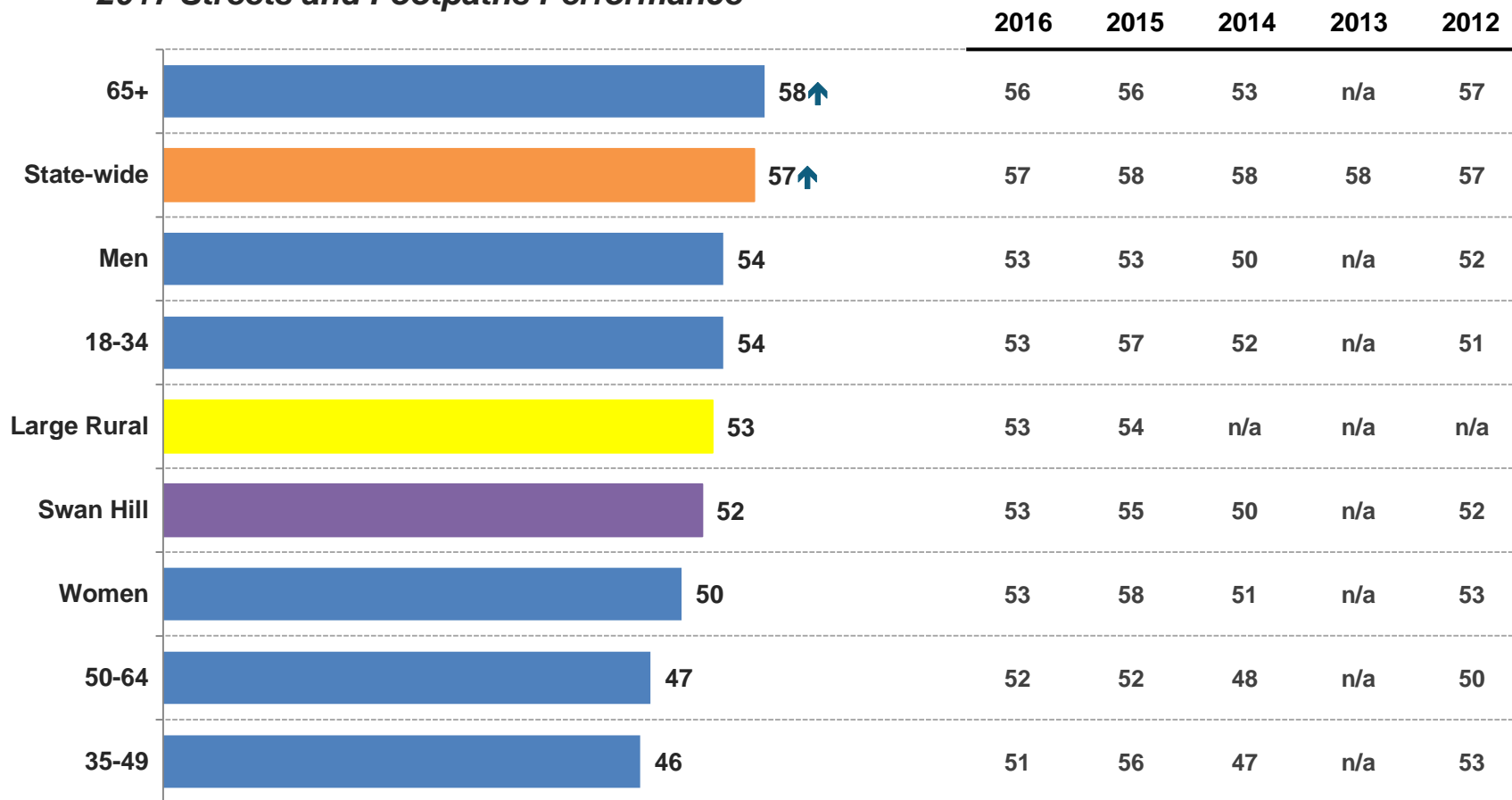
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

2017 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE INDEX SCORES



2017 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: 32 Councils asked group: 9

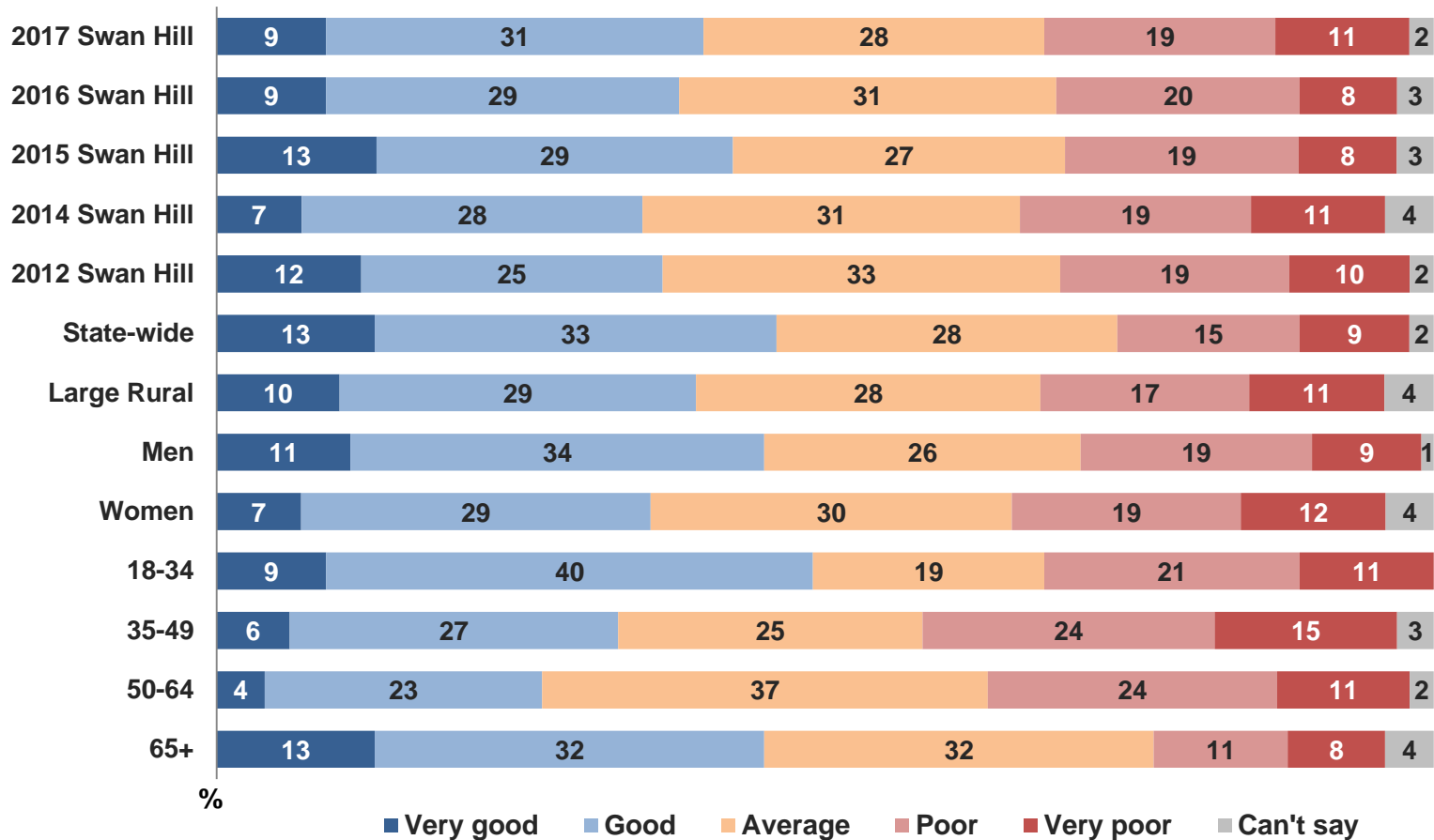
Note: Please see page 5 for explanation about significant differences

2017 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2017 Streets and Footpaths Performance

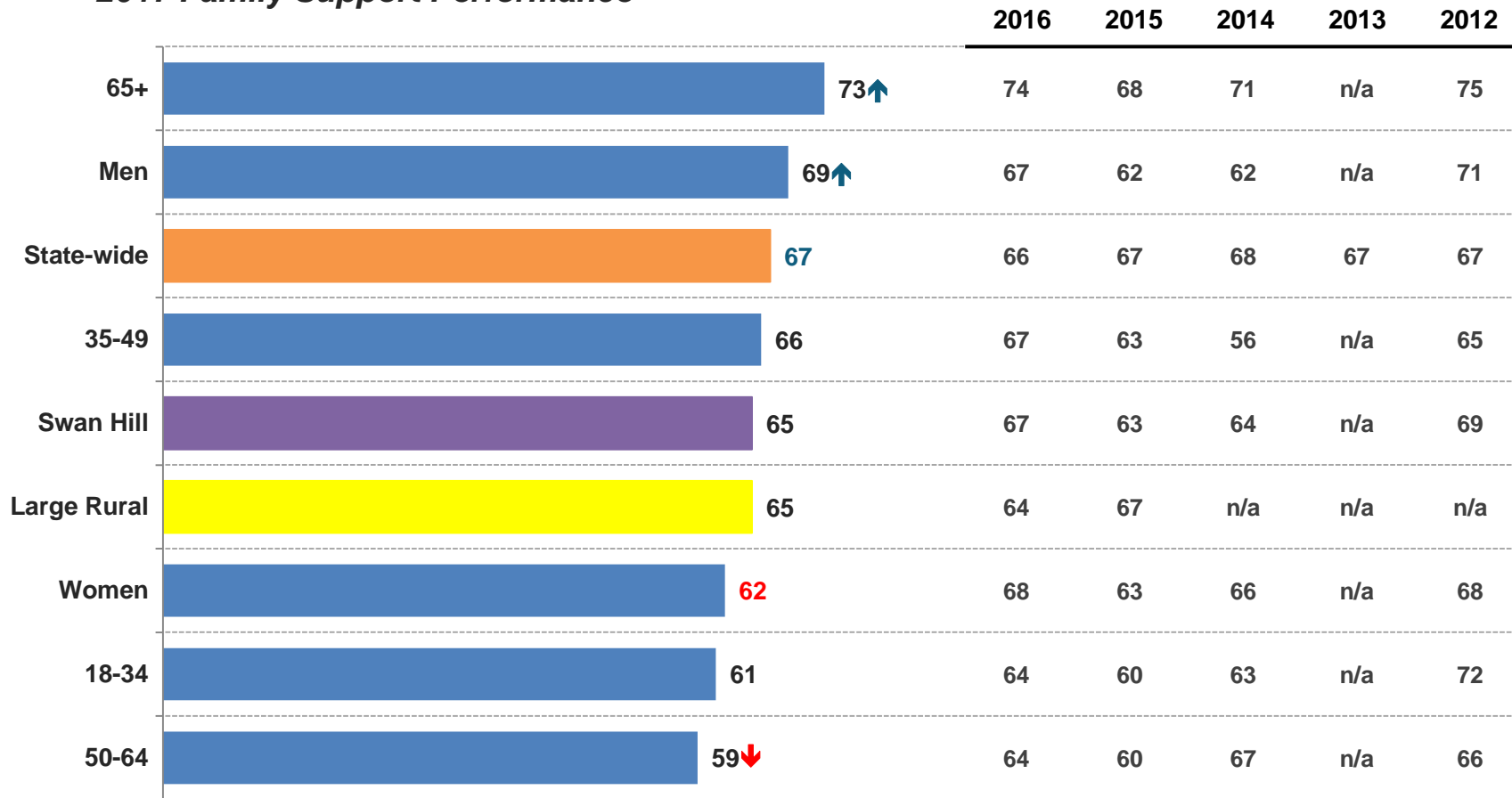


Q2. How has Council performed on 'the condition of local streets and footpaths in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 9

2017 FAMILY SUPPORT SERVICES

PERFORMANCE INDEX SCORES

2017 Family Support Performance



Q2. How has Council performed on 'family support services' over the last 12 months?

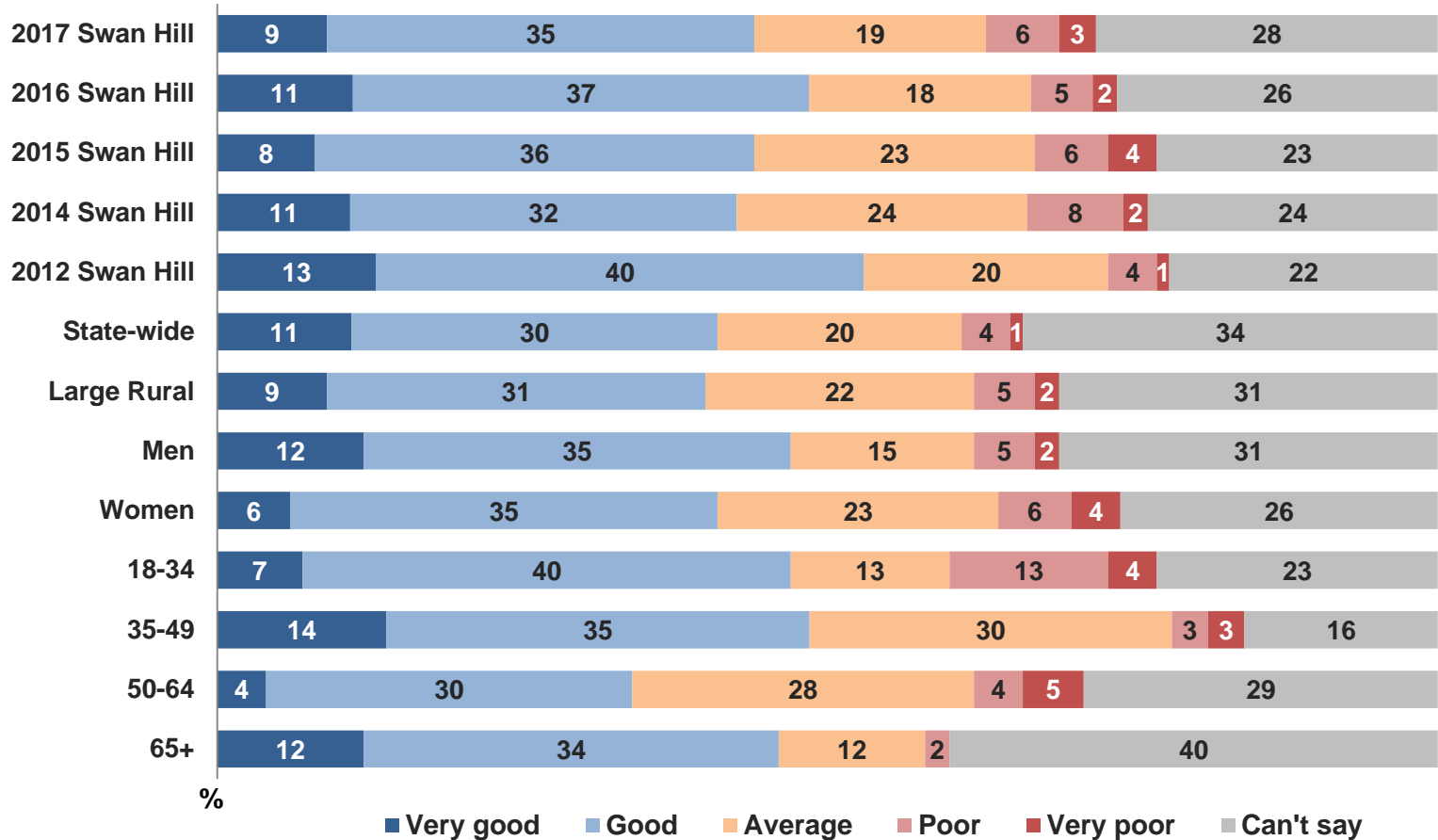
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 8

Note: Please see page 5 for explanation about significant differences

2017 FAMILY SUPPORT SERVICES

PERFORMANCE DETAILED PERCENTAGES

2017 Family Support Performance

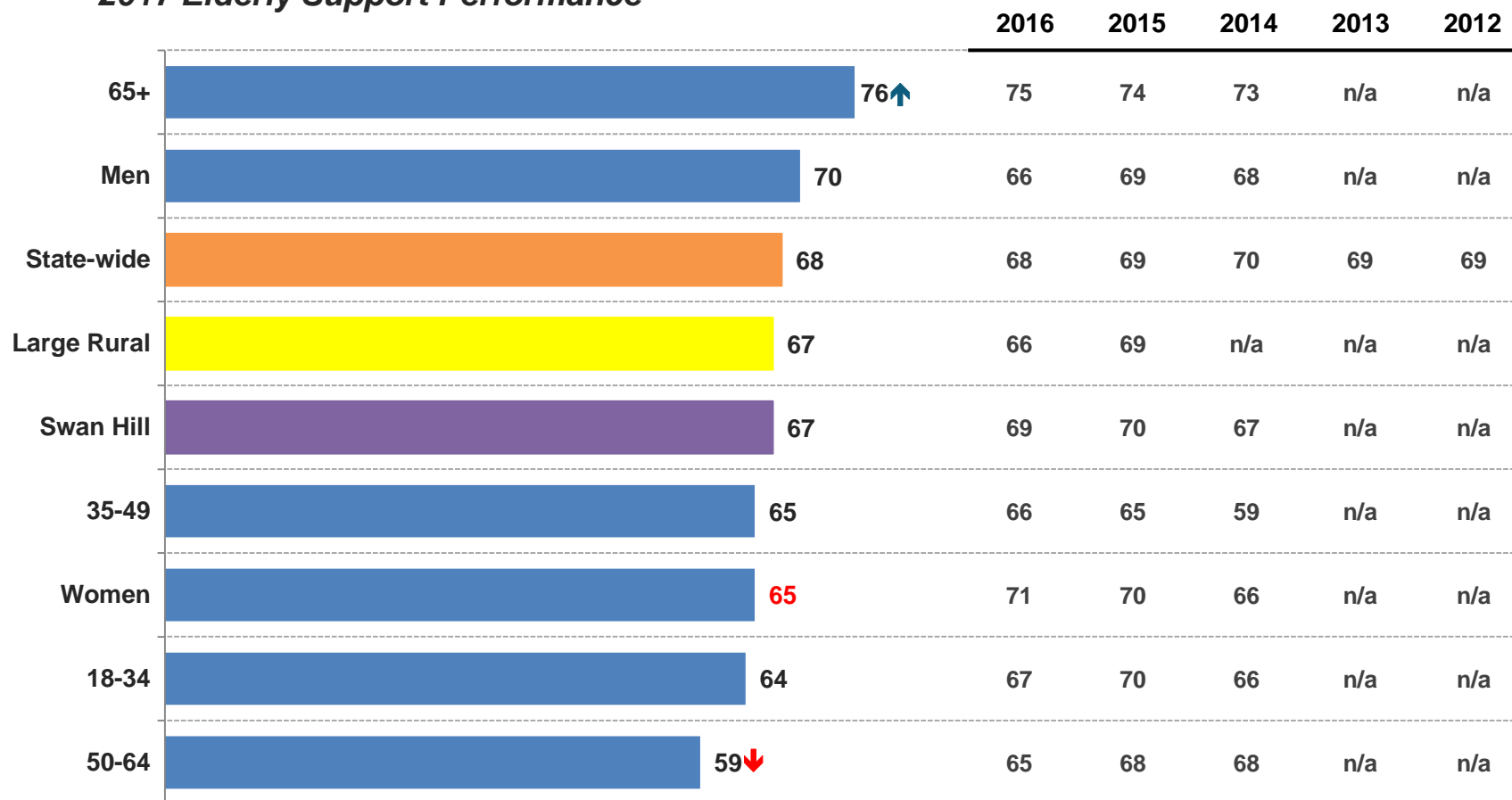


Q2. How has Council performed on 'family support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 8

2017 ELDERLY SUPPORT SERVICES

PERFORMANCE INDEX SCORES

2017 Elderly Support Performance



Q2. How has Council performed on 'elderly support services' over the last 12 months?

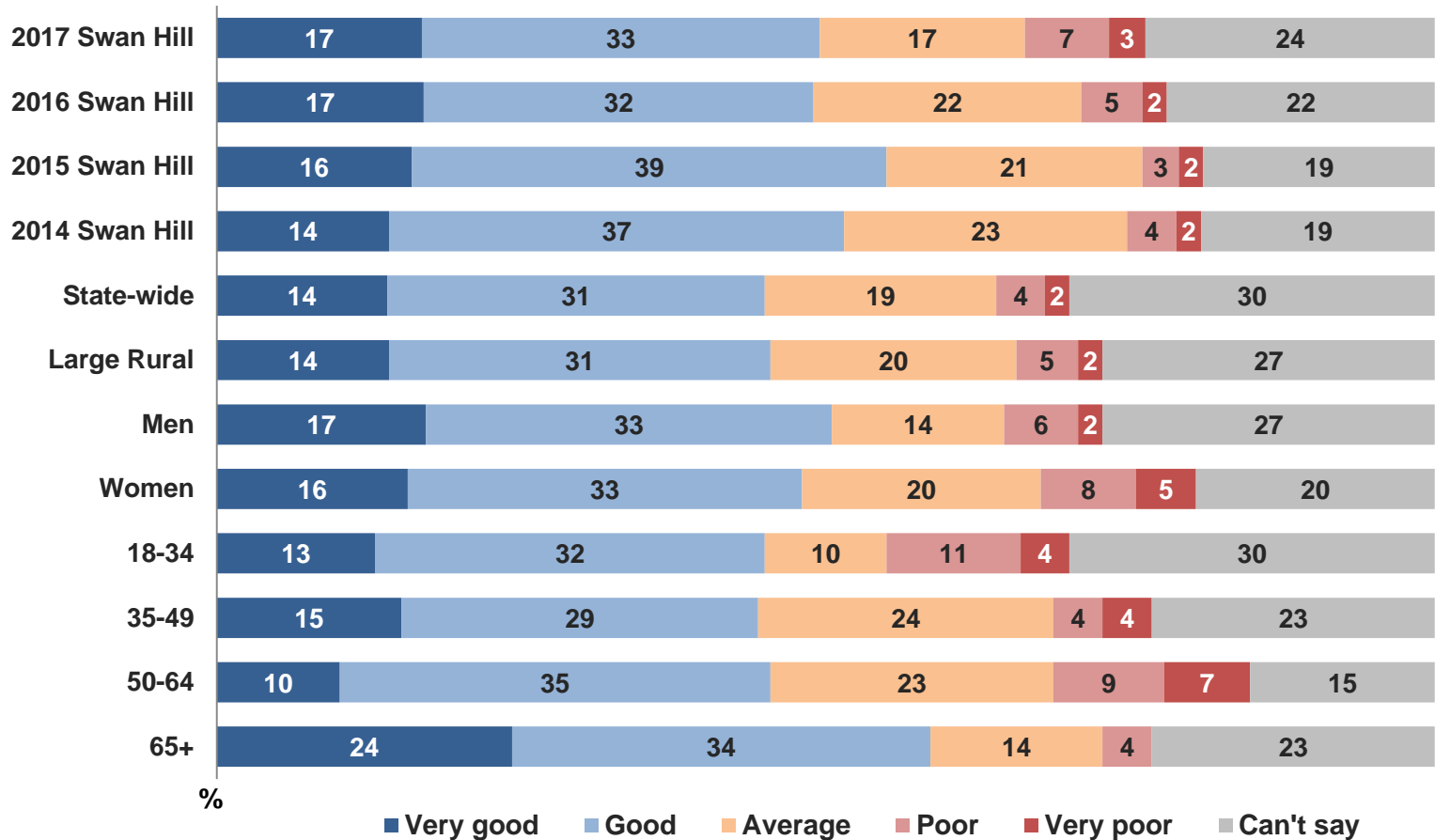
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 9

Note: Please see page 5 for explanation about significant differences

2017 ELDERLY SUPPORT SERVICES

PERFORMANCE DETAILED PERCENTAGES

2017 Elderly Support Performance



2017 RECREATIONAL FACILITIES

PERFORMANCE INDEX SCORES

2017 Recreational Facilities Performance

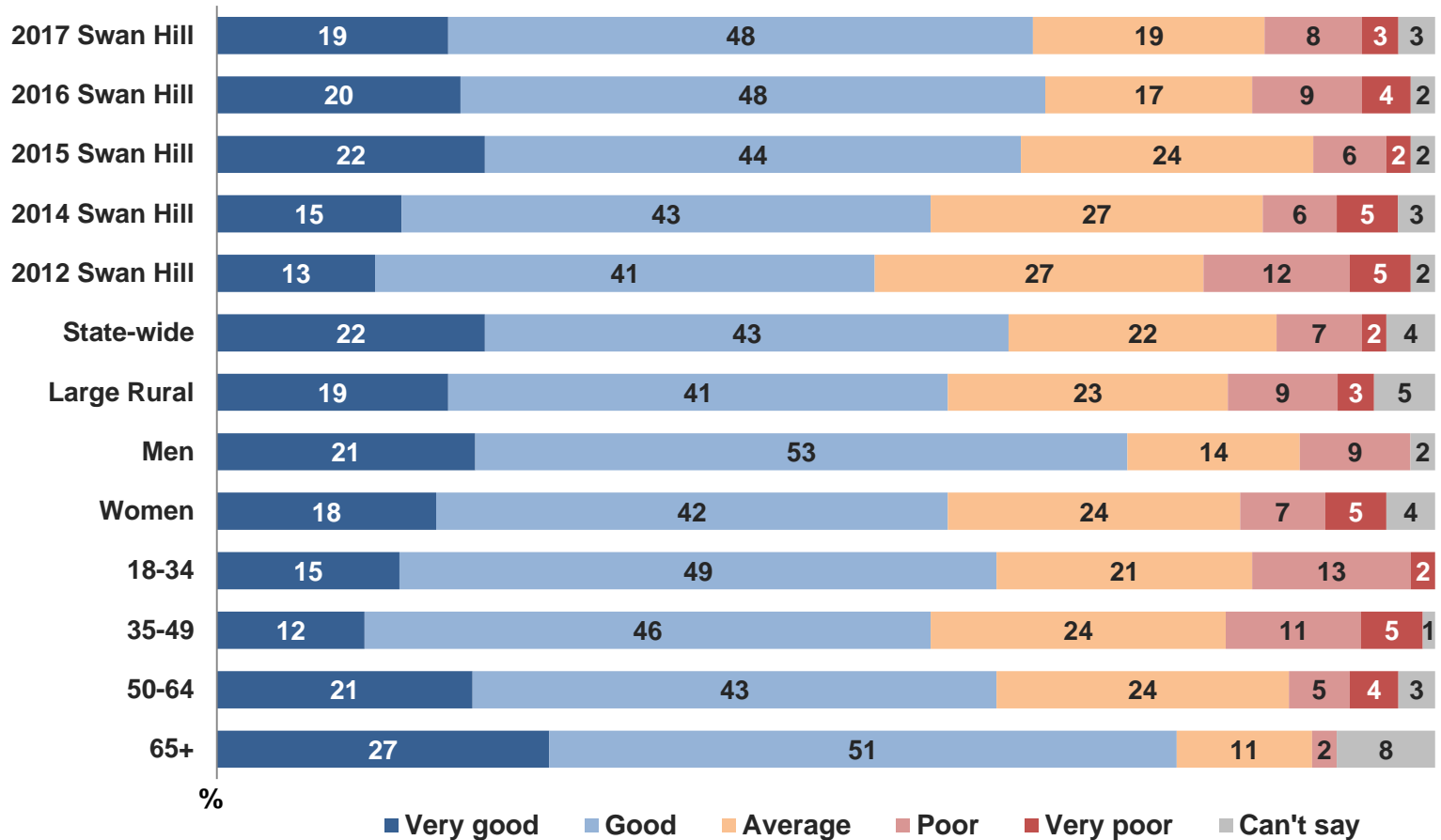
	2016	2015	2014	2013	2012
65+	74	73	72	n/a	72
Men	69	70	64	n/a	63
State-wide	69	70	71	70	70
Swan Hill	68	70	65	n/a	61
50-64	67	69	68	n/a	62
Large Rural	65	66	n/a	n/a	n/a
Women	68	70	65	n/a	60
18-34	64	68	59	n/a	57
35-49	67	69	62	n/a	58

Q2. How has Council performed on 'recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 40 Councils asked group: 10
 Note: Please see page 5 for explanation about significant differences

2017 RECREATIONAL FACILITIES

PERFORMANCE DETAILED PERCENTAGES

2017 Recreational Facilities Performance



Q2. How has Council performed on 'recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 40 Councils asked group: 10

2017 WASTE MANAGEMENT PERFORMANCE INDEX SCORES



2017 Waste Management Performance

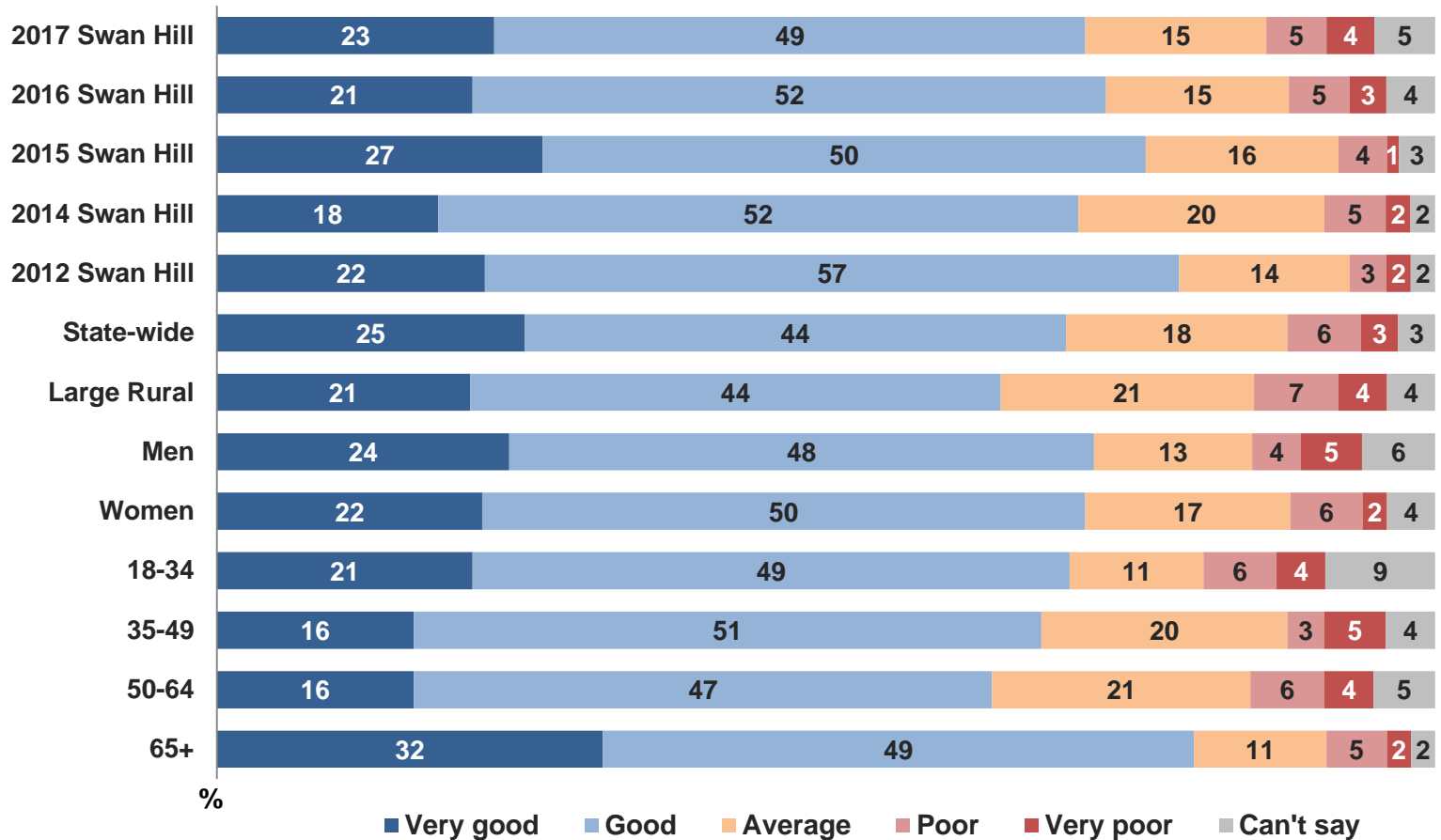
	2016	2015	2014	2013	2012
65+	76	77	73	n/a	76
Men	73	74	68	n/a	74
Swan Hill	72	75	70	n/a	74
Women	71	76	72	n/a	74
State-wide	70	72	73	71	72
18-34	68	77	70	n/a	79
35-49	72	72	67	n/a	71
Large Rural	66	68	n/a	n/a	n/a
50-64	71	73	69	n/a	69

Q2. How has Council performed on 'waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 38 Councils asked group: 9
 Note: Please see page 5 for explanation about significant differences

2017 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES



2017 Waste Management Performance

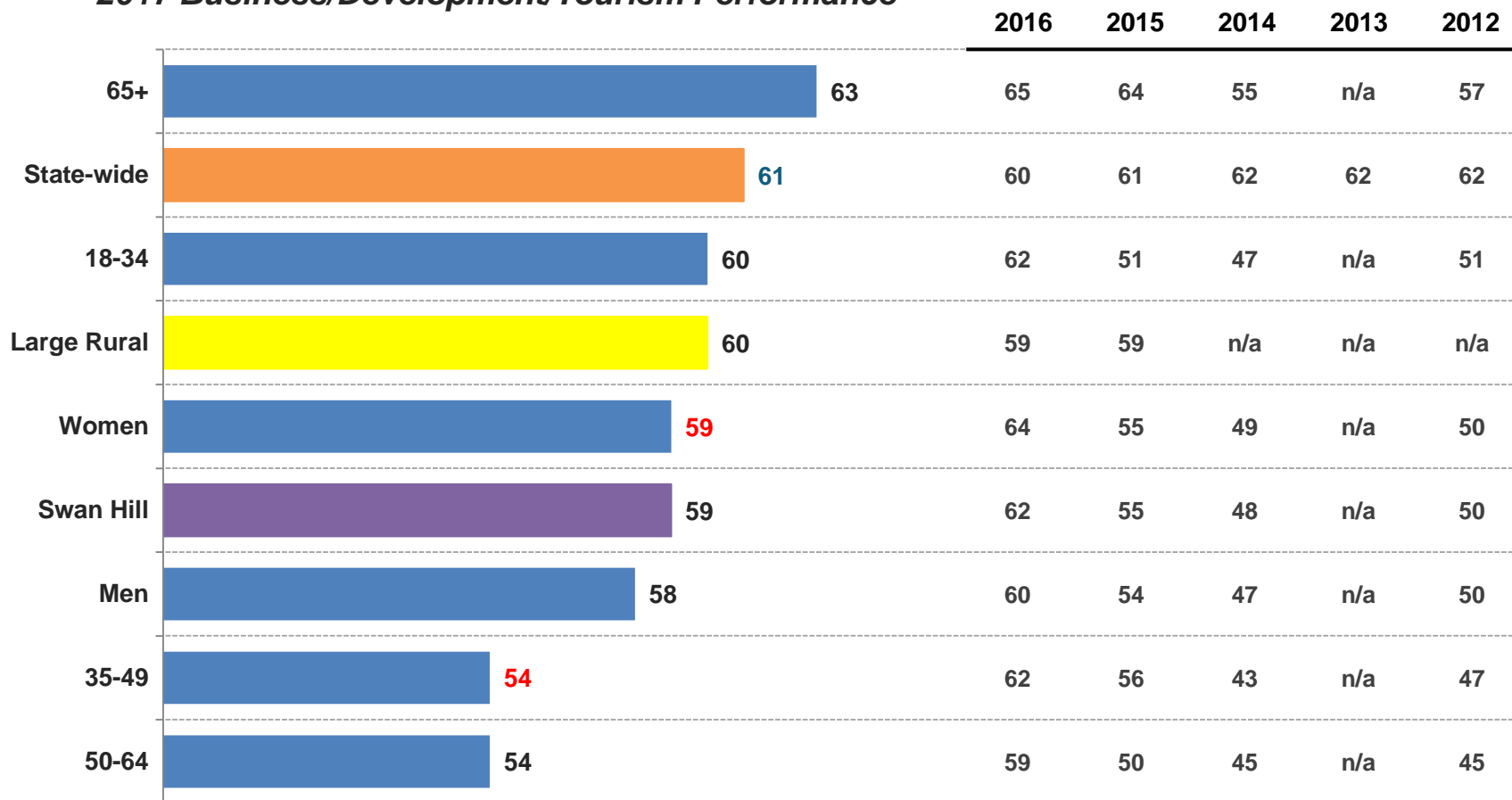


Q2. How has Council performed on 'waste management' over the last 12 months?
Base: All respondents. Councils asked state-wide: 38 Councils asked group: 9

2017 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES



2017 Business/Development/Tourism Performance



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

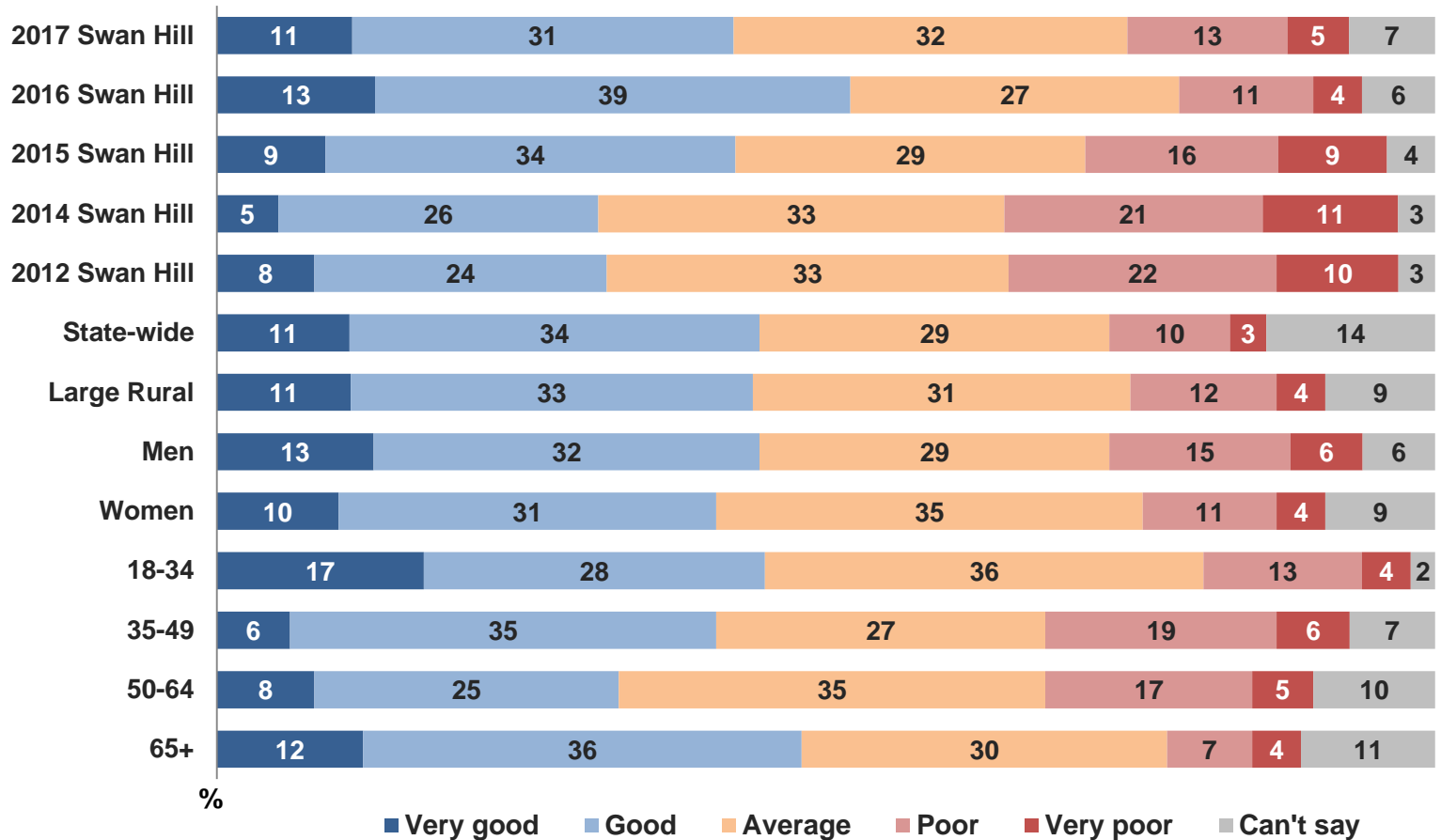
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 5

Note: Please see page 5 for explanation about significant differences

2017 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES



2017 Business/Development/Tourism Performance



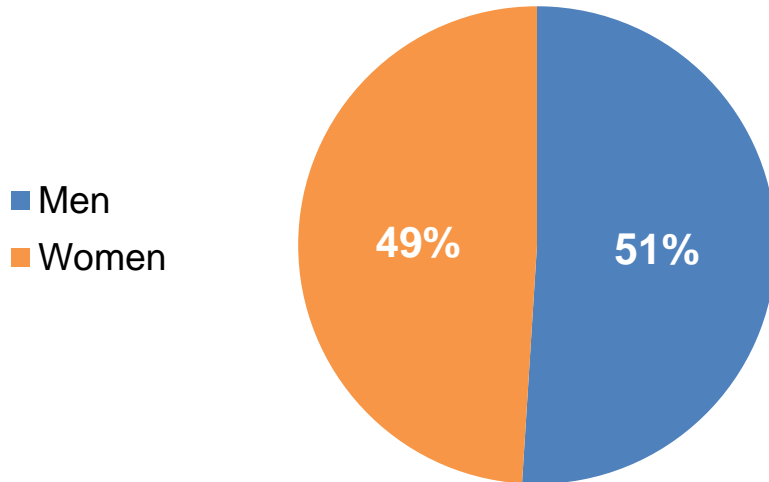
Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 5



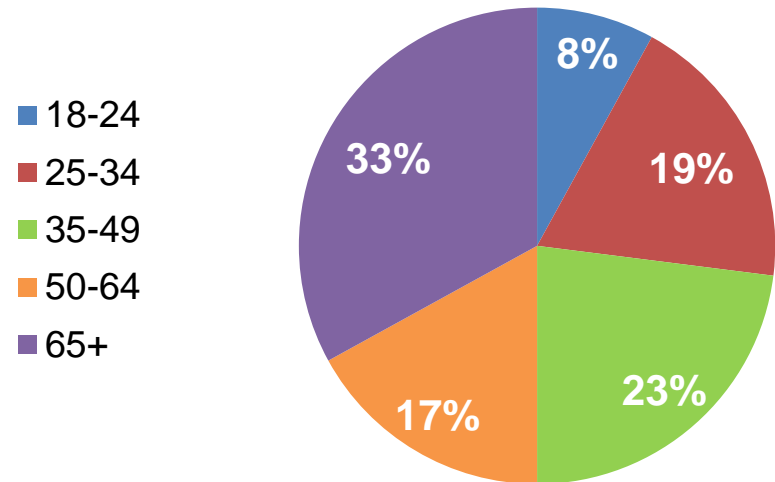
DETAILED DEMOGRAPHICS

2017 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.

A satellite-style map of the United States is shown, with a glowing, interconnected network of lines overlaid on the landmass, suggesting a data network or survey routes. The map is set against a dark blue background.

APPENDIX A:

DETAILED SURVEY TABULATIONS

AVAILABLE IN SUPPLIED EXCEL FILE



**APPENDIX B:
FURTHER PROJECT INFORMATION**

APPENDIX B:

BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of 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 2012-2017 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2017 State-wide Local Government Community Satisfaction Survey for Swan Hill Rural City 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 15,000 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	400	400	+/-4.8
Men	173	204	+/-7.4
Women	227	196	+/-6.5
18-34 years	47	111	+/-14.4
35-49 years	68	91	+/-11.9
50-64 years	96	68	+/-10.0
65+ years	189	131	+/-7.1

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2017, 68 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 2012-2017 vary slightly.

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

Wherever appropriate, results for Swan Hill Rural City Council for this 2017 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B: ANALYSIS AND REPORTING

Index Scores

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

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

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

APPENDIX B: ANALYSIS AND REPORTING

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

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

APPENDIX B:

INDEX SCORE IMPLICATIONS

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

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

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

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

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

APPENDIX B:

ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2017 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 2017 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 2017 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 <https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>.

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2017 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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IN VICTORIA...**

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