

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.

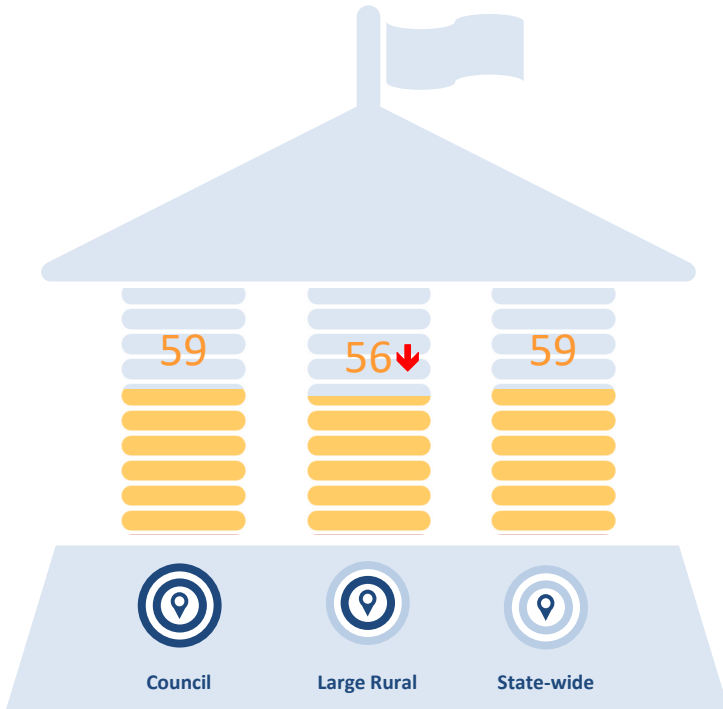
**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
SWAN HILL RURAL CITY COUNCIL**

2018 RESEARCH REPORT

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



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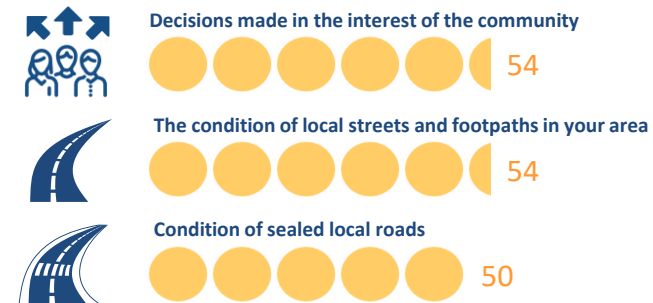
OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

TOP 3 PERFORMING AREAS



BOTTOM 3 PERFORMING AREAS



BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2018 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 40% 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, 2018.

The 2018 results are compared with previous years, as detailed below:

- 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=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

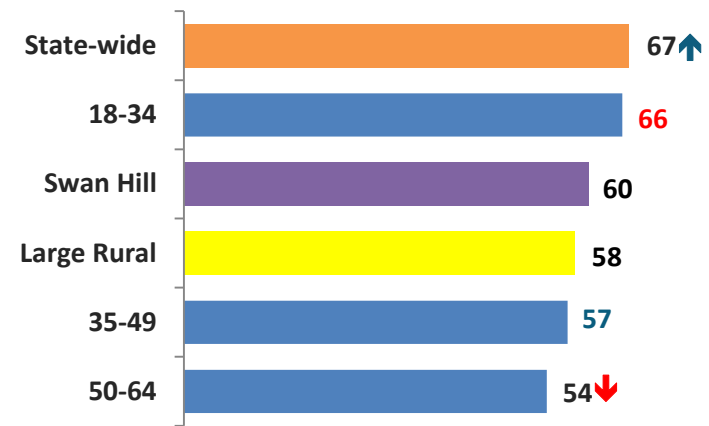
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2017. 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 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

**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 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



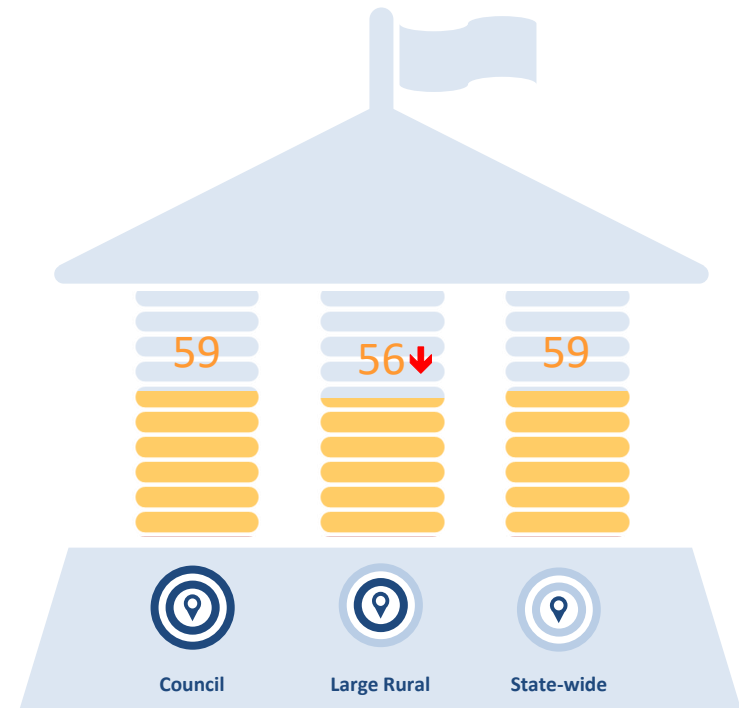
KEY FINDINGS & RECOMMENDATIONS

OVERALL PERFORMANCE

The **overall performance index score of 59** for Swan Hill Rural City Council represents a **one-point increase** on the 2017 result, continuing the trend upward since 2016, with current performance now equalling Council's peak result achieved in 2015.

- Swan Hill Rural City Council's overall performance is rated *statistically significantly higher* (at the 95% confidence interval) than the average rating for councils in the **Large Rural** group, and is rated the same as the **State-wide** council average (index scores of 56 and 59 respectively).
- **Central** residents and those aged **65+ years** are *significantly more* favourable in their view of overall performance compared to the council average (index scores of 63 and 65 respectively).
- Conversely, residents of **Murray Mallee** and **Robinvale** are *significantly less* favourable in their view of overall performance (index scores of 50 and 39 respectively).

Far more residents (48%) rate Swan Hill Rural City Council's overall performance as 'very good' or 'good' as rate it 'very poor' or 'poor' (18%).



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Swan Hill Rural City Council's **performance is relatively stable** compared to Council's own results in 2017.

- Swan Hill Rural City Council's performance on four of the seven measures increased, but these are not *significant* improvements.
- Swan Hill Rural City Council's performance on **advocacy** (index score of 55, up one point) is performing similar to the **State-wide** council average, and is rated *significantly higher* than the **Large Rural** group council average (index score of 54 and 52 respectively).
- Council's performance on **sealed local roads** (index score of 50, up one point) is rated *significantly higher* than the **Large Rural** group council average, but *significantly lower* than the **State-wide** council average (index scores of 45 and 53 respectively).
- While not *significant* declines, performance decreased on the measures of **community consultation and engagement** (index score of 55), and **overall council direction** (index score of 54) but are still rated similarly to **State-wide** and **Large Rural** group council averages.

There are also notable differences across and among demographic cohorts within Swan Hill Rural City Council.

- On the measure of **community consultation and engagement** (index score of 55), residents of **Central** and those aged **65+ years** rate council *significantly higher* than average, while residents of **Robinvale** rate council *significantly lower* than average.
- On the measure of **making community decisions** (index score of 54), residents of **Central** and those aged **65+ years** rate council *significantly higher* than average, while residents of **Murray Mallee** and **Robinvale** rate council *significantly lower* than average.
- On the measure of **overall council direction** (index score of 54), residents of **Murray Mallee** and **Robinvale** rate council *significantly lower* than average (index scores of 45 and 42 respectively).

In the area of **customer service** (index score of 67), Swan Hill Rural City Council is rated the same as the **Large Rural** group council average, and is not *significantly* different to the **State-wide** council average (index score of 70). This core performance measure is also Swan Hill Rural City Council's best-performing area.

CUSTOMER CONTACT AND SERVICE

Over half (56%) of Swan Hill Rural City Council residents have had recent contact with Council. While this is not *significantly higher* than 2017 (51%), it represents the highest level of contact since 2015, increasing after its downward trend from 2015 to 2017. The current level of contact is *significantly lower* than the **State-wide** and **Large Rural** group council averages (61% and 62% respectively).

- Residents of **Murray Mallee** had the most contact with council (71%) in 2018, and this is *significantly higher* than the council average.
- Conversely, residents aged of **Robinvale** had the least contact with council (48%), but this is not *significantly* different to the council average.
- Of note, residents aged **65+ years** (57%) had *significantly more* contact with Council compared to 2017.

Swan Hill Rural City Council's **customer service** index of 67 is the same as the result for 2017, with ratings remaining relatively stable since 2015. As mentioned previously, performance on this core measure is rated similar to both the **State-wide** and **Large Rural** group council averages (index scores of 70 and 67 respectively).

Just under a quarter of residents (23%) rate Council's **customer service** as 'very good', with a further two-fifths (40%) rating it as 'good', generally consistent with 2017.

- Notably, perceptions of **customer service** among residents of **Murray Mallee, Robinvale** and those aged **18 to 34 years** are *significantly lower* than the council average (index scores of 56, 42 and 59 respectively).

AREAS WHERE COUNCIL IS PERFORMING WELL

Customer service is the core area where Swan Hill Rural City Council continues to perform **most strongly overall** (index score of 67).

Another core area where Council is performing comparatively well is on the measure of **advocacy** (index score of 55). While not a *significant* improvement, performance on this measure improved on the 2017 result (index score of 55), with this area performing similar to the **State-wide** council average and *significantly higher* than the **Large Rural** group council average (index scores of 54 and 52 respectively).

A further core area where Swan Hill Rural City Council is performing relatively well is **making community decisions** (index score of 54). While this measure did not exhibit a *significant* improvement, performance increased one point on the 2017 result and is rated similar to the **State-wide** and **Large Rural** group council average (index scores of 54 and 52 respectively).

Despite slightly declining in performance compared to 2017, the **top-performing** service areas for Swan Hill Rural City Council outside of the core measures are:

- **Waste management** (index score of 68)
- **Recreational facilities** (index score of 66)
- **Elderly support services** (index score of 65)
- **Family support services** (index score of 64)

In terms of addressing issues and service areas, Council should keep in mind resident preferences for **rate rises** to improve local services or **service cuts** to keep council rates the same.

Around half of residents (49%) state they would prefer 'service cuts', with just under a third (28%) stating a preference for a 'rate rise'.

FOCUS AREAS FOR COMING 12 MONTHS

Perceptions of Council did not experience any significant declines in performance index scores in the past year. This is a positive result for Council.

In terms of priorities for the coming 12 months, Council should focus attention on service areas where current performance levels are low and remain *significantly lower* than either the **State-wide** or **Large Rural** group council averages.

The area that stands out as being most in need of Council attention is **sealed local roads** (index score of 50). Despite being rated *significantly higher* than the **Large Rural** group council average (index score of 45), this is Council's lowest performing area, and is the only measure rated *significantly lower* than the **State-wide** council average (index score of 53).

Another area Council should pay attention to is **community consultation and engagement** (index score of 55) which exhibited the largest decrease of any measure in 2018 (down three points). While not a *significant* decline, Council should look to shore up performance in this area.

Outside of the core performance measures, while **elderly support services** and **recreational facilities** are two of Council's highest performing service areas, perceptions on these areas are rated *significantly lower* than **State-wide** council averages.

Moreover, although **waste management** (index score of 68) is Council's highest rated service area, perceptions are *significantly lower* compared to 2017 (index score of 72). As such, Council should aim to further strengthen perceptions and build performance in these areas.

More generally, consideration should also be given to residents of **Robinvale**, who appear to be most driving negative opinion in 2018.

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.

The **regression analysis on pages 25-28** shows the individual service areas that have the strongest influence on the overall performance rating are:

- Decisions made in the interest of the community
- Community consultation and engagement

In summary, good communication and transparency with residents about decisions the Council has made in the Swan Hill community's interest, improved community consultation and engagement, the condition of sealed local roads and increased lobbying on behalf of the community will help drive up overall opinion of the Council's performance.

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 2018

(Significantly *higher* result than 2017)

- *None applicable*

Lower results in 2018

(Significantly *lower* result than 2017)

- *None applicable*

Most favourably disposed towards Council

- Aged 65+ years

Least favourably disposed towards Council

- Robinvale residents



SUMMARY OF FINDINGS

2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



Overall
Performance



Community
Consultation



Advocacy



Making
Community
Decisions



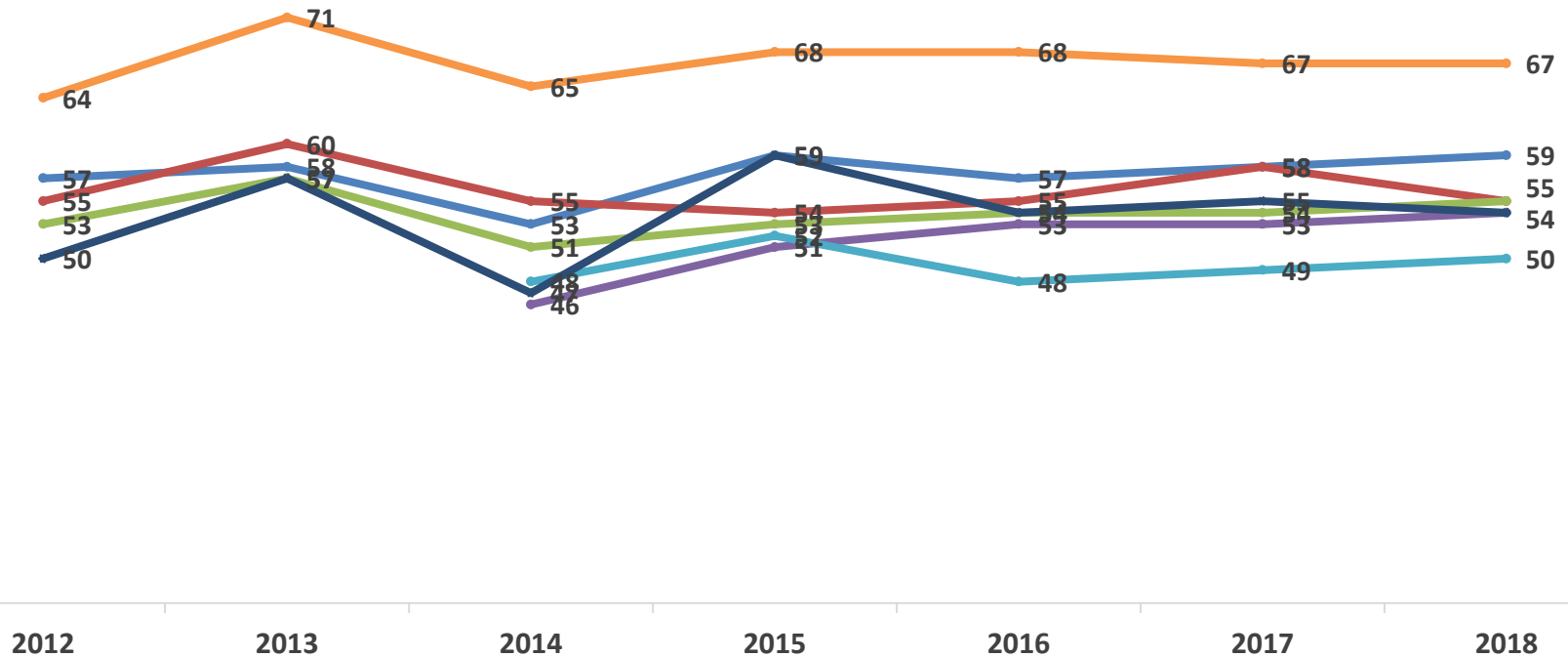
Sealed
Local
Roads



Customer
Service



Overall
Council
Direction



2018 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

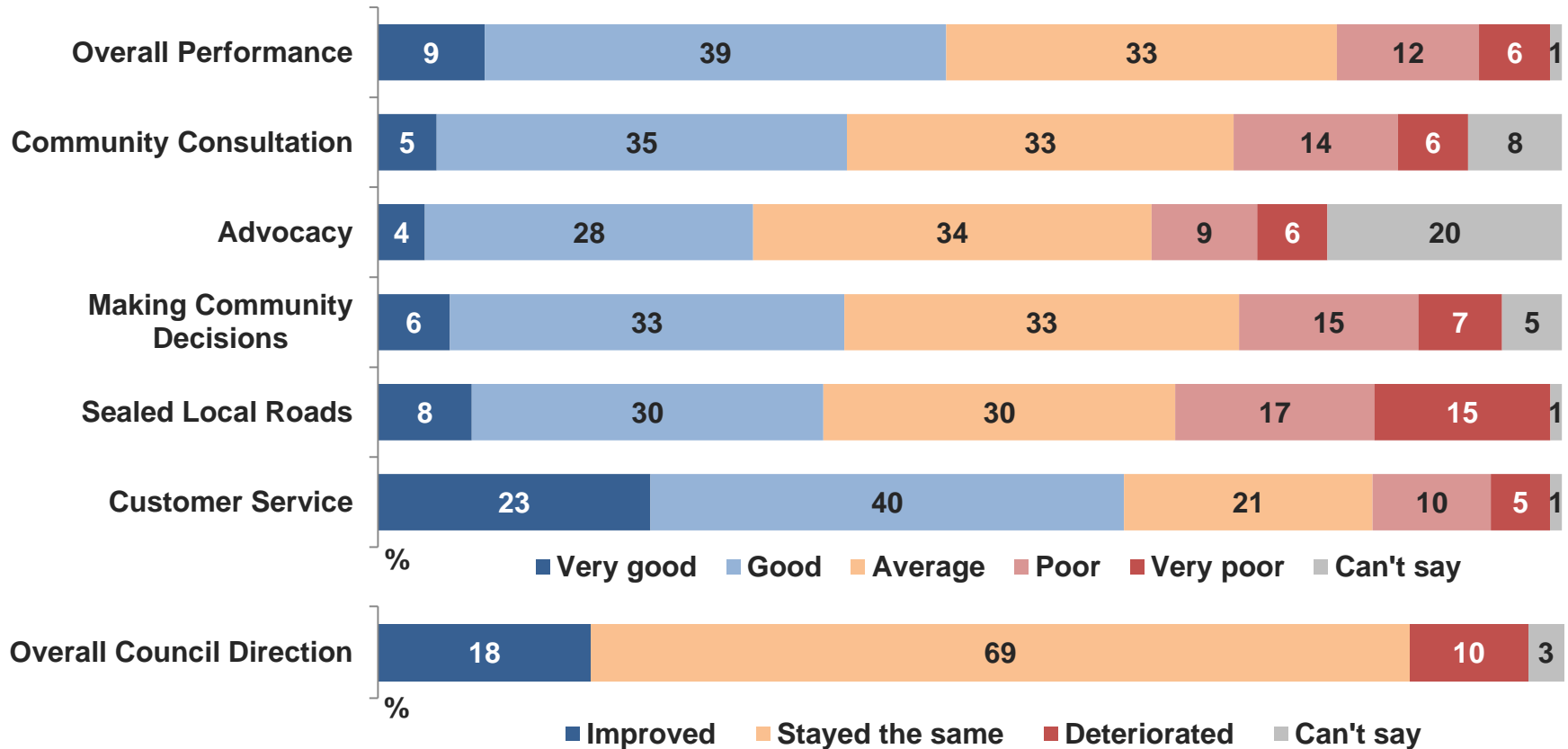
Performance Measures	Swan Hill 2018	Swan Hill 2017	Large Rural 2018	State-wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	59	58	56	59	Aged 65+ years	Robinvale
COMMUNITY CONSULTATION (Community consultation and engagement)	55	58	54	55	Aged 65+ years	Robinvale
ADVOCACY (Lobbying on behalf of the community)	55	54	52	54	Central	Robinvale
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	54	53	52	54	Aged 65+ years	Robinvale
SEALED LOCAL ROADS (Condition of sealed local roads)	50	49	45	53	Aged 65+ years	Murray Mallee
CUSTOMER SERVICE	67	67	67	70	Aged 35-49 years	Robinvale
OVERALL COUNCIL DIRECTION	54	55	52	52	Lakes	Robinvale

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS

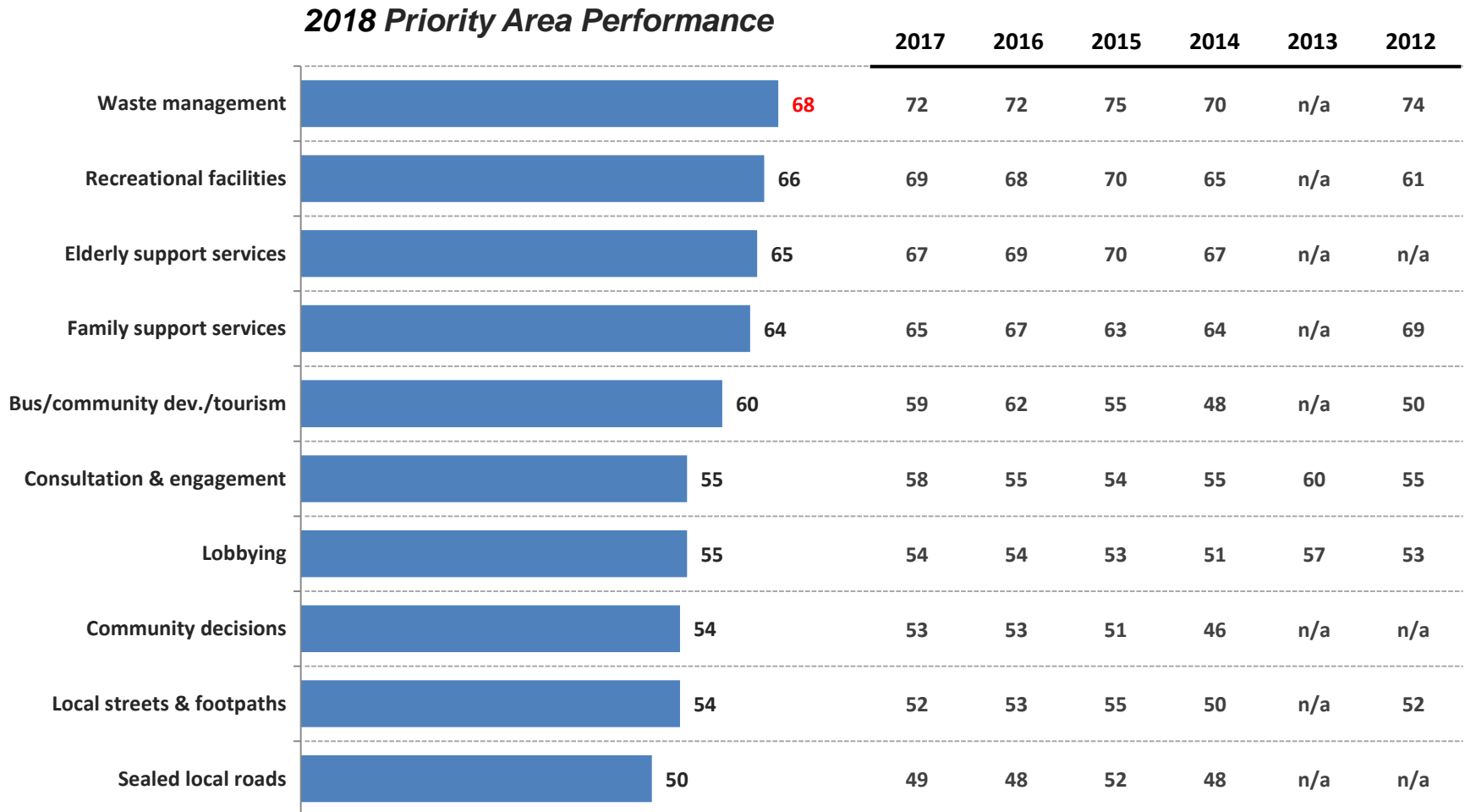


Key Measures Summary Results



2018 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



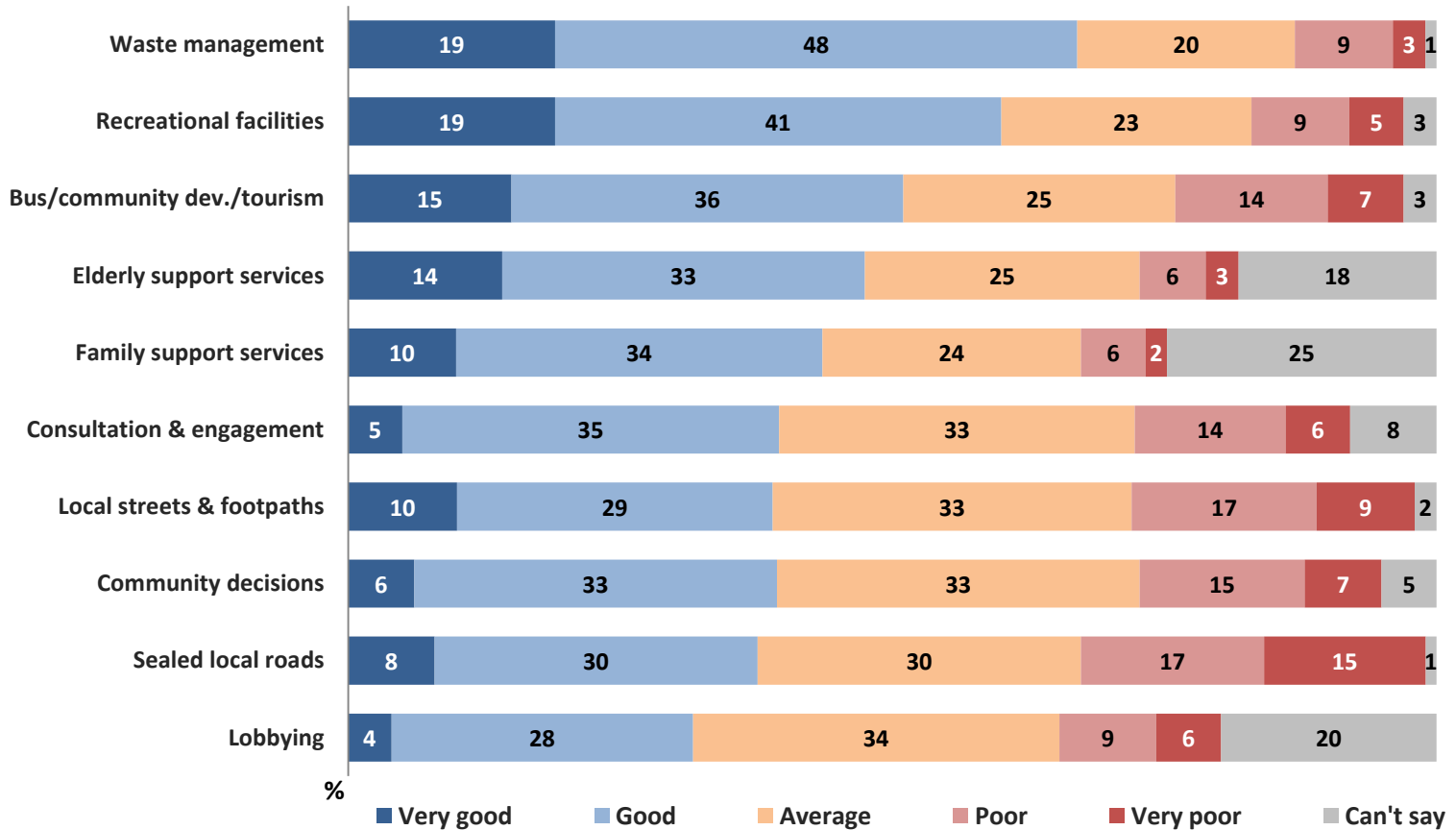
Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
 Note: Please see page 6 for explanation of significant differences.

2018 PERFORMANCE SUMMARY

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: 64 Councils asked group: 18

INDIVIDUAL SERVICE AREAS SUMMARY


COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



Significantly Higher than State-wide Average

- None Applicable

Significantly Lower than State-wide Average

- Local streets & footpaths
 - Elderly support services
 - Recreational facilities
 - Sealed local roads
- 

INDIVIDUAL SERVICE AREAS SUMMARY


COUNCIL'S PERFORMANCE VS GROUP AVERAGE



Significantly Higher than Group Average

- Lobbying
- Sealed local roads

Significantly Lower than Group Average

- None Applicable
- 

2018 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. Art centres & libraries 2. Waste management 3. Recreational facilities 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Recreational facilities 	<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. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas

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. Population growth 2. Planning permits 3. Town planning policy 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Population growth 3. Traffic management 	<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. Planning permits 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Population growth

To predict a respondent's score on a question related to overall performance, based on knowledge of their performance scores for individual areas, we use *regression analysis*. For example, suppose we are interested in predicting which areas of local government responsibility could influence a person's opinion on overall council performance. The *independent variables* would be areas of responsibility tested (e.g. community consultation, traffic management, etc.) and the *dependent variable* would be overall performance.

The stronger the correlation between the dependent variable (overall opinion) and individual areas of responsibility, the closer the scores will fall to the regression line and the more accurate the prediction. Multiple regression can predict one variable on the basis of several other variables. Therefore, we can test perceptions of council's overall performance to investigate which set of areas are influencing respondents' opinions.

In the chart of the regression results, the horizontal axis represents the council performance index for each area of responsibility. Areas plotted on the right-side have a higher performance index than those on the left.

The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each variable (i.e. each area) to the model, with a larger Beta value indicating a greater effect on overall performance.

Therefore areas of responsibility located near the top of the following chart are more likely to have an impact on respondent's overall rating, than the areas closest to the axis.

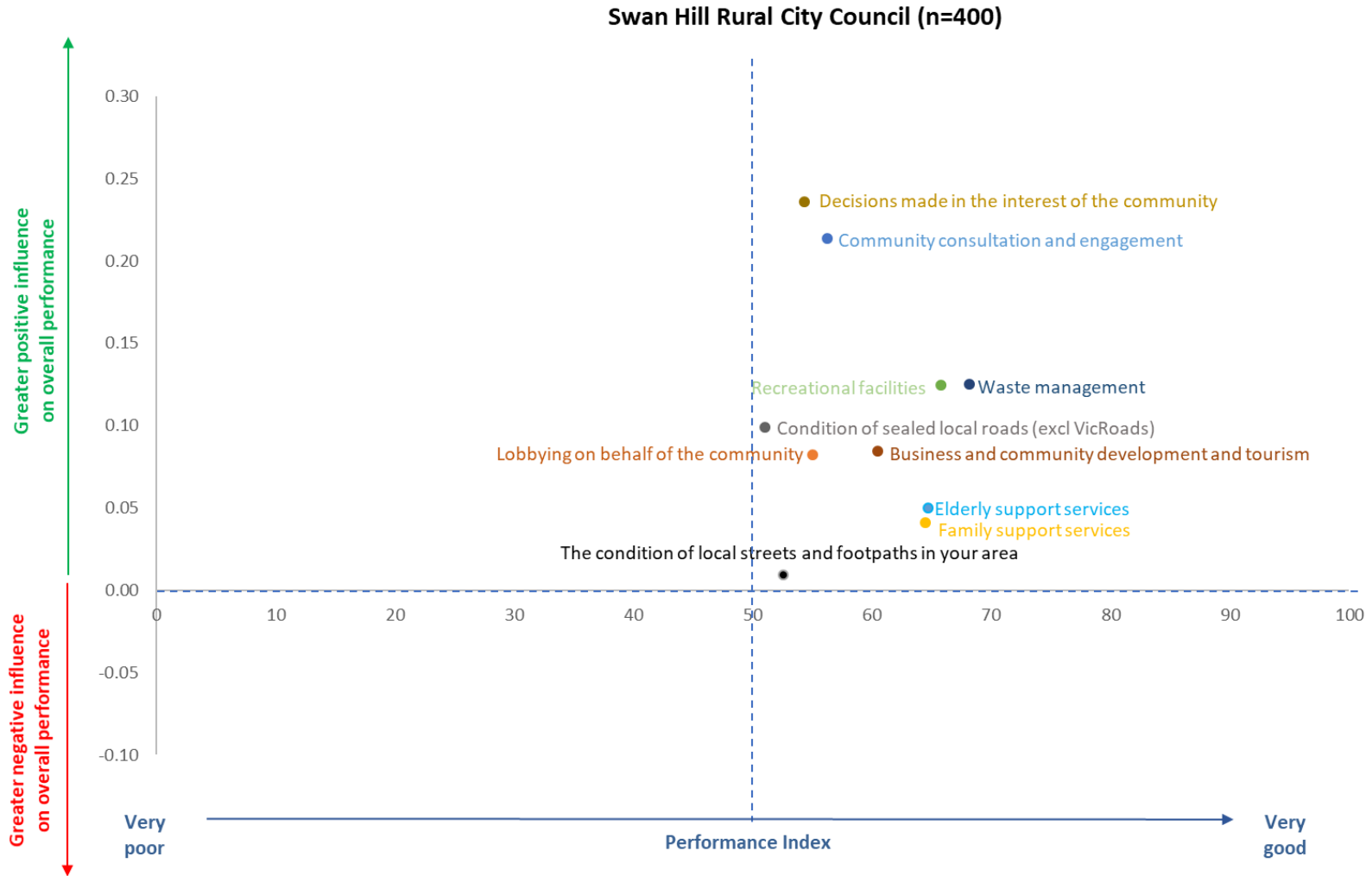
The regressions are shown on the following two charts. The first chart shows a regression analysis of *all* the service areas chosen by the Council. However, this model should be interpreted with caution because some of the data are not normally distributed and not all items have linear correlations.

The chart that follows is an enlarged version of the first chart, with key findings highlighted.

The results are then discussed according to the findings of these service areas.

PERFORMANCE ON SERVICES AND OVERALL PERFORMANCE

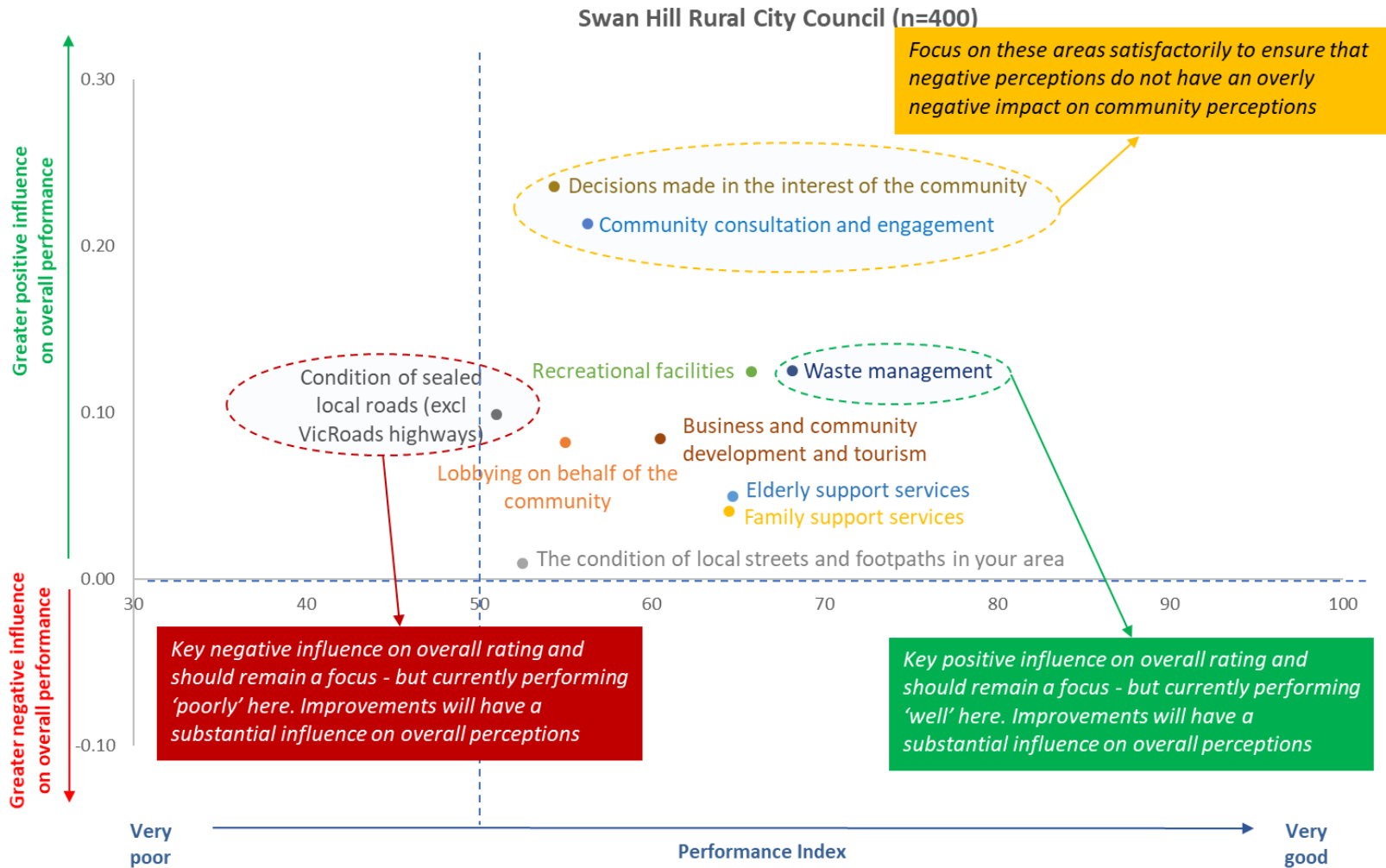
ALL SERVICE AREAS



The multiple regression analysis model of all question items above has an R-squared value of 0.571 and adjusted R-square value of 0.560, which means that 57% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 51.86$. However, this model should be interpreted with caution because not all service areas had linear correlations.

PERFORMANCE ON SERVICES AND OVERALL PERFORMANCE

ENLARGED RIGHT QUADRANT



The multiple regression analysis model of all question items above has an R-squared value of 0.571 and adjusted R-square value of 0.560, which means that 57% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 51.86$. However, this model should be interpreted with caution because not all service areas had linear correlations.

REGRESSION ANALYSIS – KEY RESULTS CONSIDERATIONS

The individual service areas that have the strongest influence on the overall performance rating are:

- Decisions made in the interest of the community
- Community consultation and engagement

Other key areas with a positive influence on overall performance include:

- Waste management
- Recreational facilities
- Elderly support services
- Family support services
- Business and community development and tourism

Waste management has the strongest positive performance index (68) and a strong positive influence on the overall performance rating. Recreational facilities has a similar performance index (66) and influence on overall perceptions. Currently, Swan Hill Rural City Council is performing *well* in these areas, and, while they should remain a focus, there is greater work to be done elsewhere.

In addition, elderly and family support services as well as business and community development and tourism have reasonable performance indices (all over 60) and have a small to moderate influence on performance perceptions.

Swan Hill Rural City Council's decisions made in the community's interest, as well as community consultation and engagement have lower (but still positive) performance ratings overall. These areas have a strong influence on overall performance perceptions. Continuing efforts in these areas has the capacity to lift Swan Hill Rural City Council's overall performance rating. (These areas have performance indices of 54 and 55 respectively).

The condition of sealed local roads (excluding VicRoads highways) has the lowest performance rating (50). Because it has a moderately strong influence on overall performance perceptions, it should be an issue of priority for the Council.

Another area for consideration is the Council's lobbying on behalf of the community. This area has a lower performance index (55) and a moderately strong influence on overall perceptions.

In summary, good communication and transparency with residents about decisions the Council has made in the Swan Hill community's interest, improved community consultation and engagement, the condition of sealed local roads and increased lobbying on behalf of the community will help drive up overall opinion of the Council's performance.



DETAILED FINDINGS

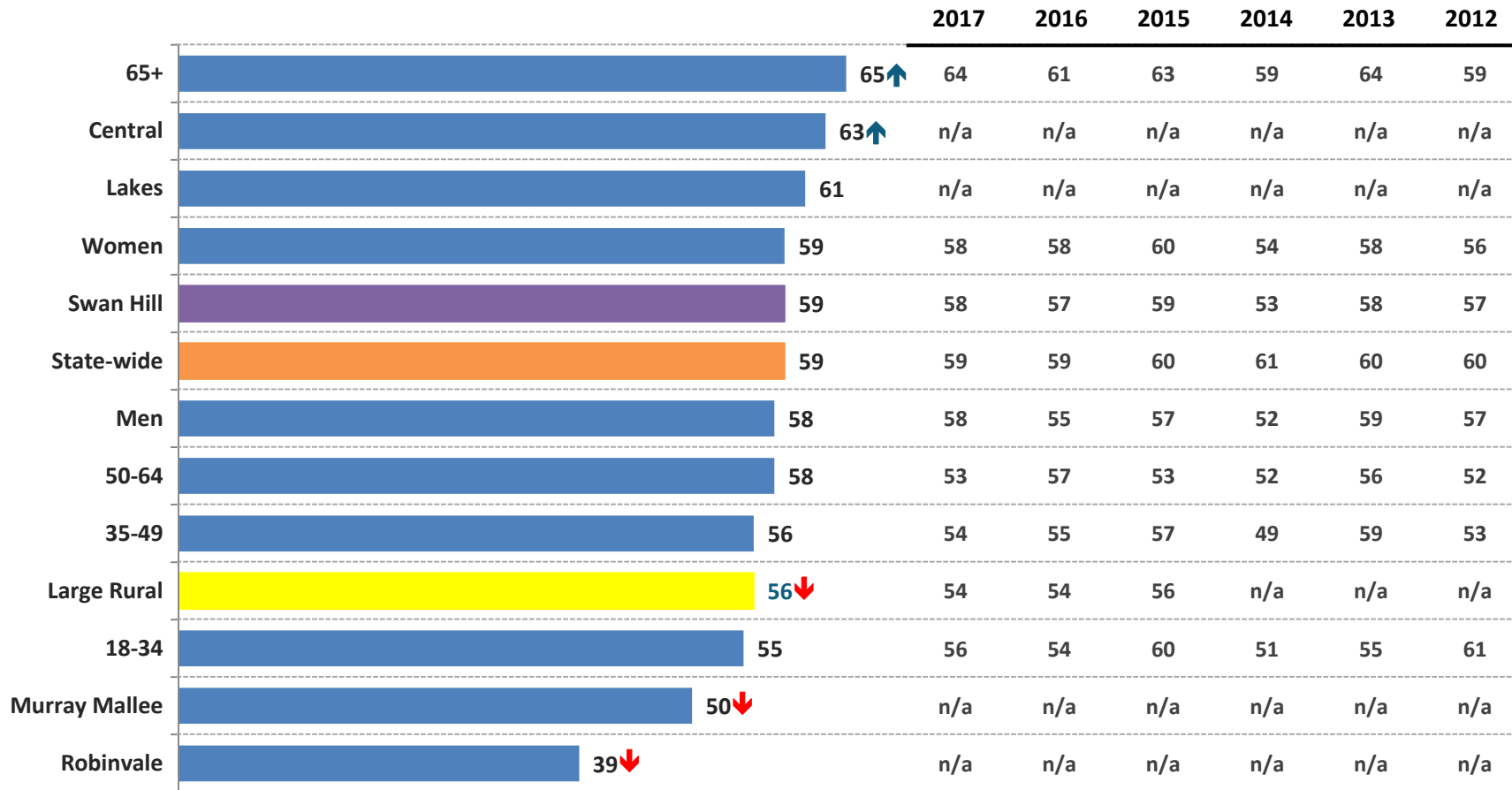
A satellite-style map of the United States at night, showing city lights and a glowing network of lines across the landmass. The text is overlaid on the left side of the map.

KEY CORE MEASURE OVERALL PERFORMANCE

OVERALL PERFORMANCE

INDEX SCORES

2018 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?

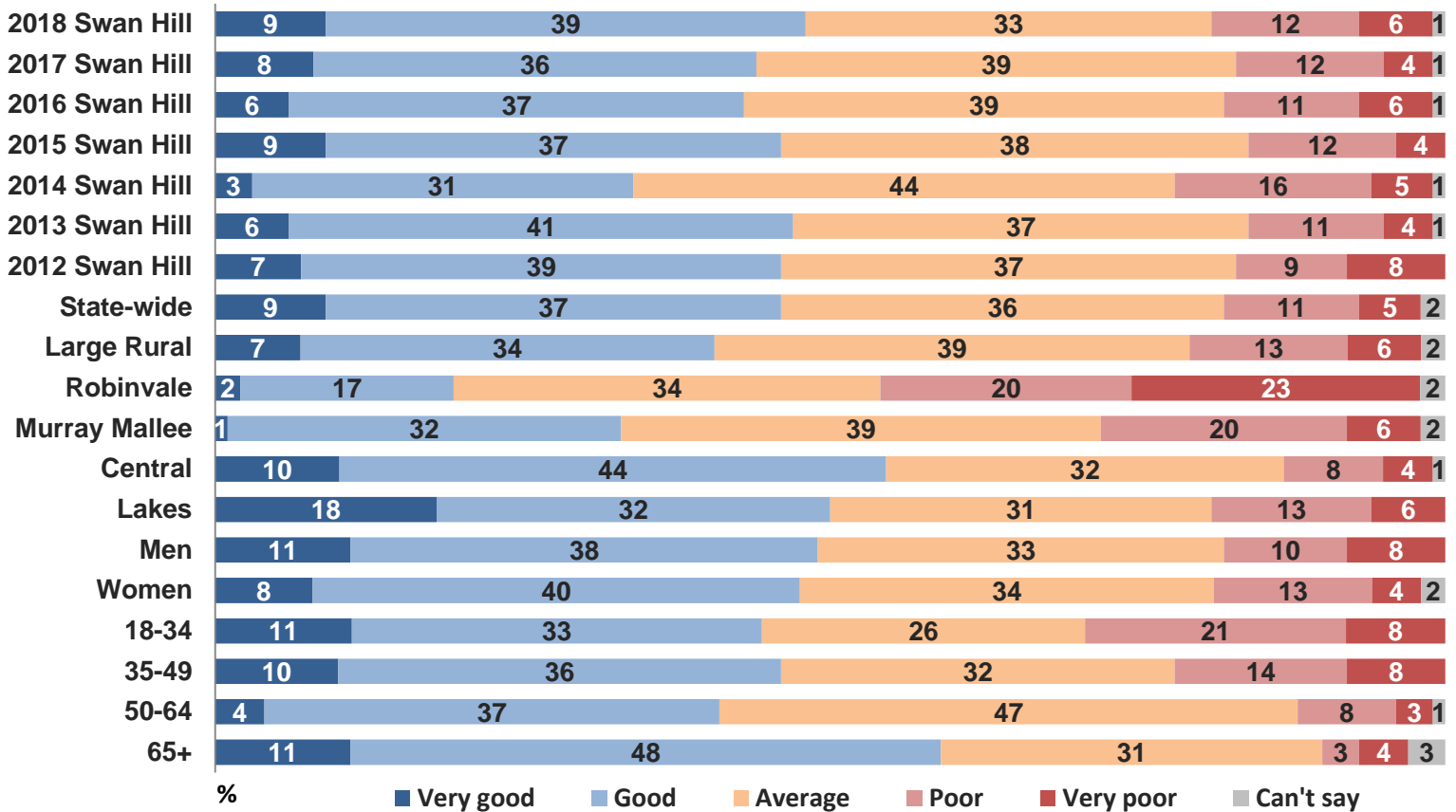
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

OVERALL PERFORMANCE

DETAILED PERCENTAGES

2018 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: 64 Councils asked group: 18



**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS

SUMMARY

Overall contact with Swan Hill Rural City Council

- 56%, up 5 points on 2017

Most contact with Swan Hill Rural City Council

- Murray Mallee

Least contact with Swan Hill Rural City Council

- Robinvale

Customer service rating

- Index score of 67, equal points on 2017

Most satisfied with customer service

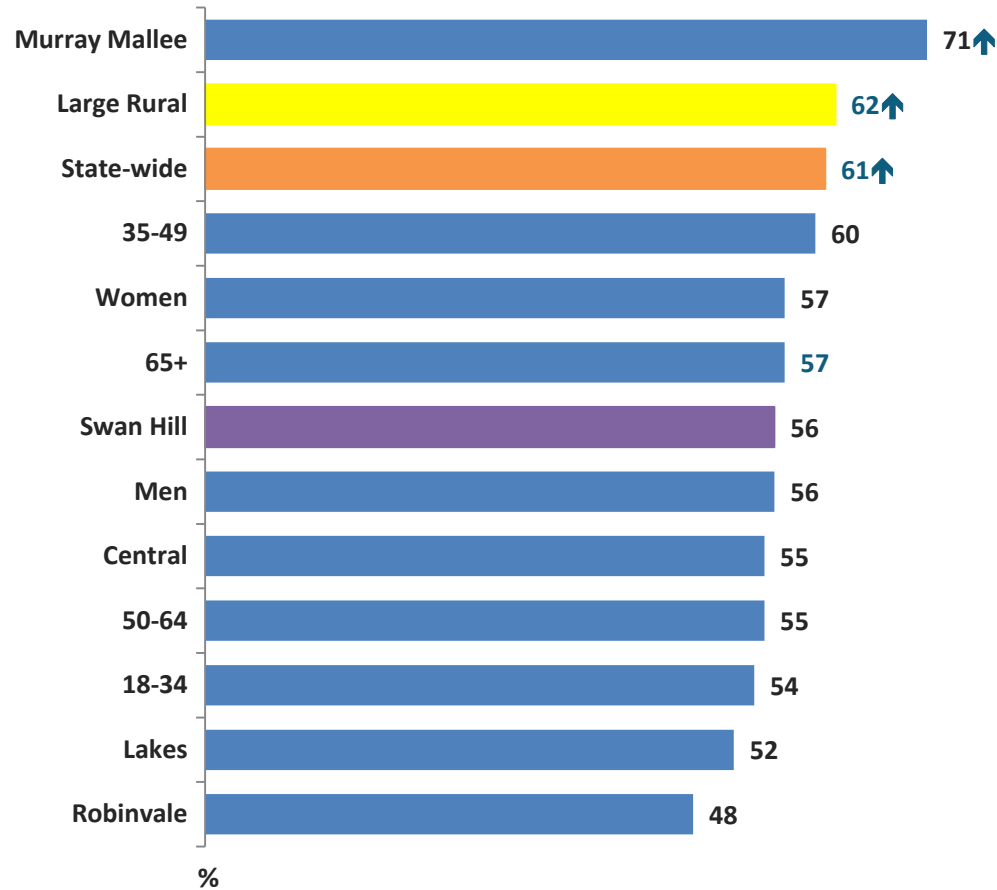
- Aged 35-49 years

Least satisfied with customer service

- Murray Mallee

2018 CONTACT WITH COUNCIL

2018 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?

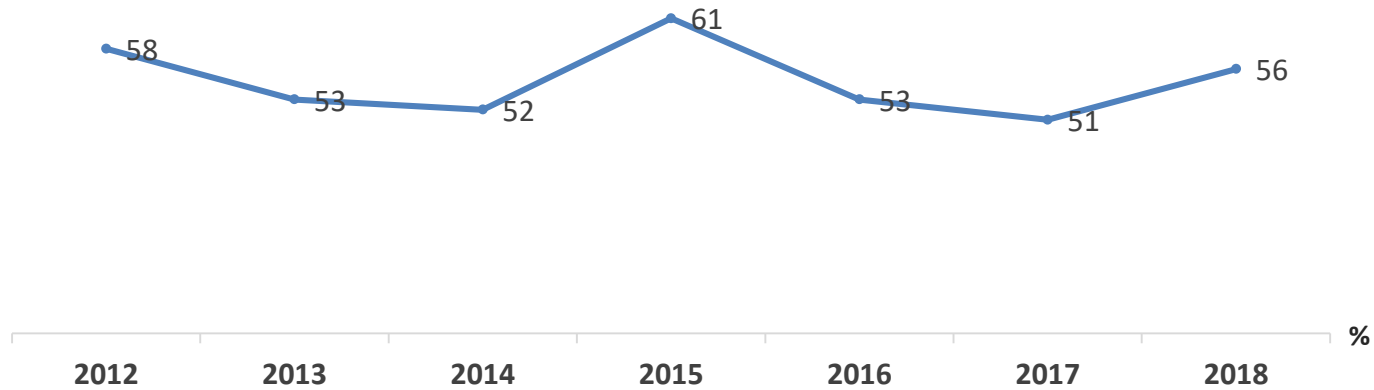
Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13

Note: Please see page 6 for explanation about significant differences.

2018 CONTACT WITH COUNCIL

2018 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: 43 Councils asked group: 13

2018 CONTACT CUSTOMER SERVICE INDEX SCORES



2018 Customer Service Rating

		2017	2016	2015	2014	2013	2012
35-49	72	70	73	70	68	68	58
Central	72	n/a	n/a	n/a	n/a	n/a	n/a
65+	70	71	70	75	67	81	74
Lakes	70*	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	70	69	69	70	72	71	71
Women	69	71	73	69	64	73	68
Large Rural	67	66	67	67	n/a	n/a	n/a
Swan Hill	67	67	68	68	65	71	64
50-64	66	65	65	65	67	69	62
Men	64	63	65	66	65	70	60
18-34	59↓	59	66	62	57	70	65
Murray Mallee	56↓	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale	42*↓	n/a	n/a	n/a	n/a	n/a	n/a

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: 64 Councils asked group: 18

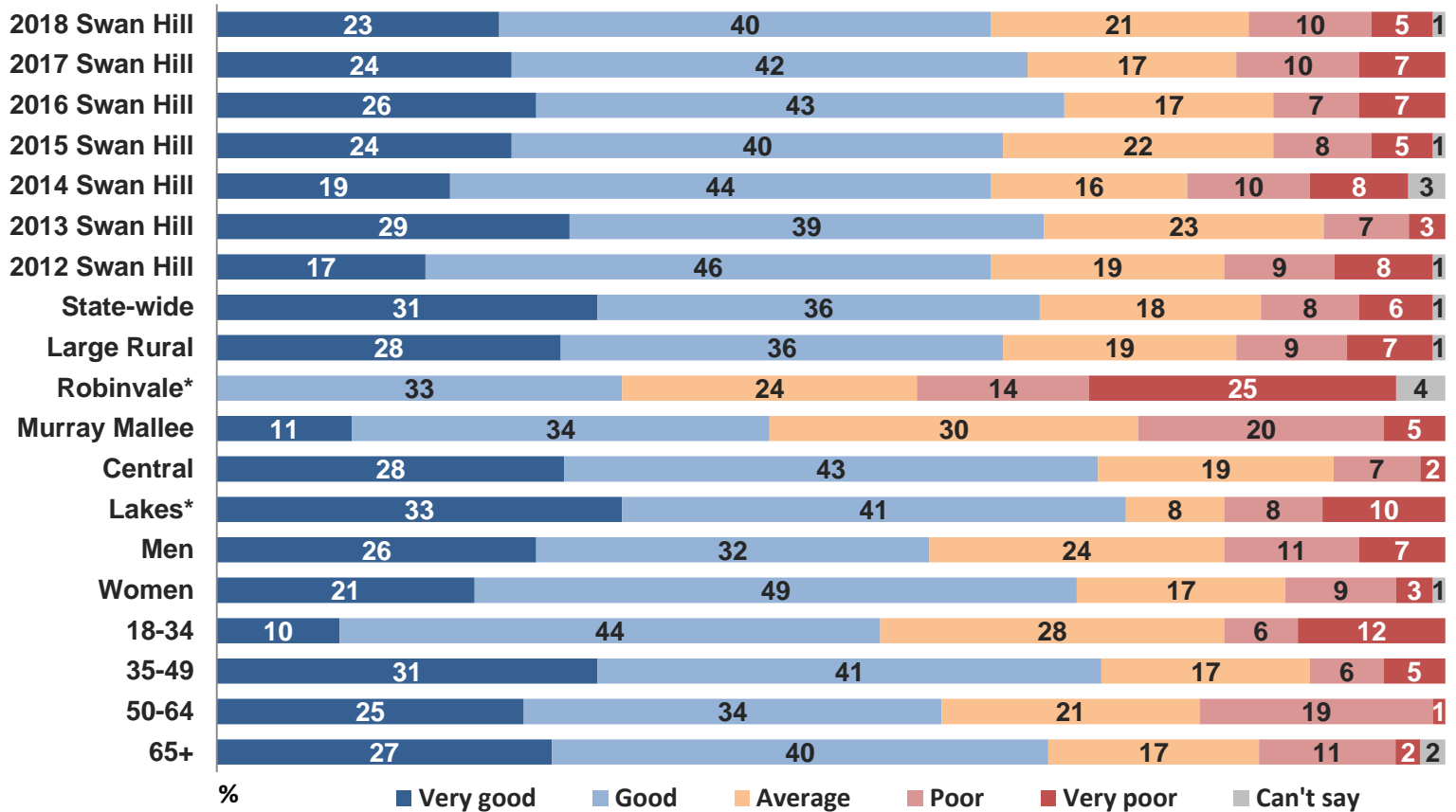
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

2018 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: 64 Councils asked group: 18

*Caution: small sample size < n=30



KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council direction

- 69% stayed about the same, down 1 point on 2017
- 18% improved, equal points on 2017
- 10% deteriorated, up 1 point on 2017

Most satisfied with council direction

- Lakes

Least satisfied with council direction

- Robinvale
- Murray Mallee

Rates vs services trade-off

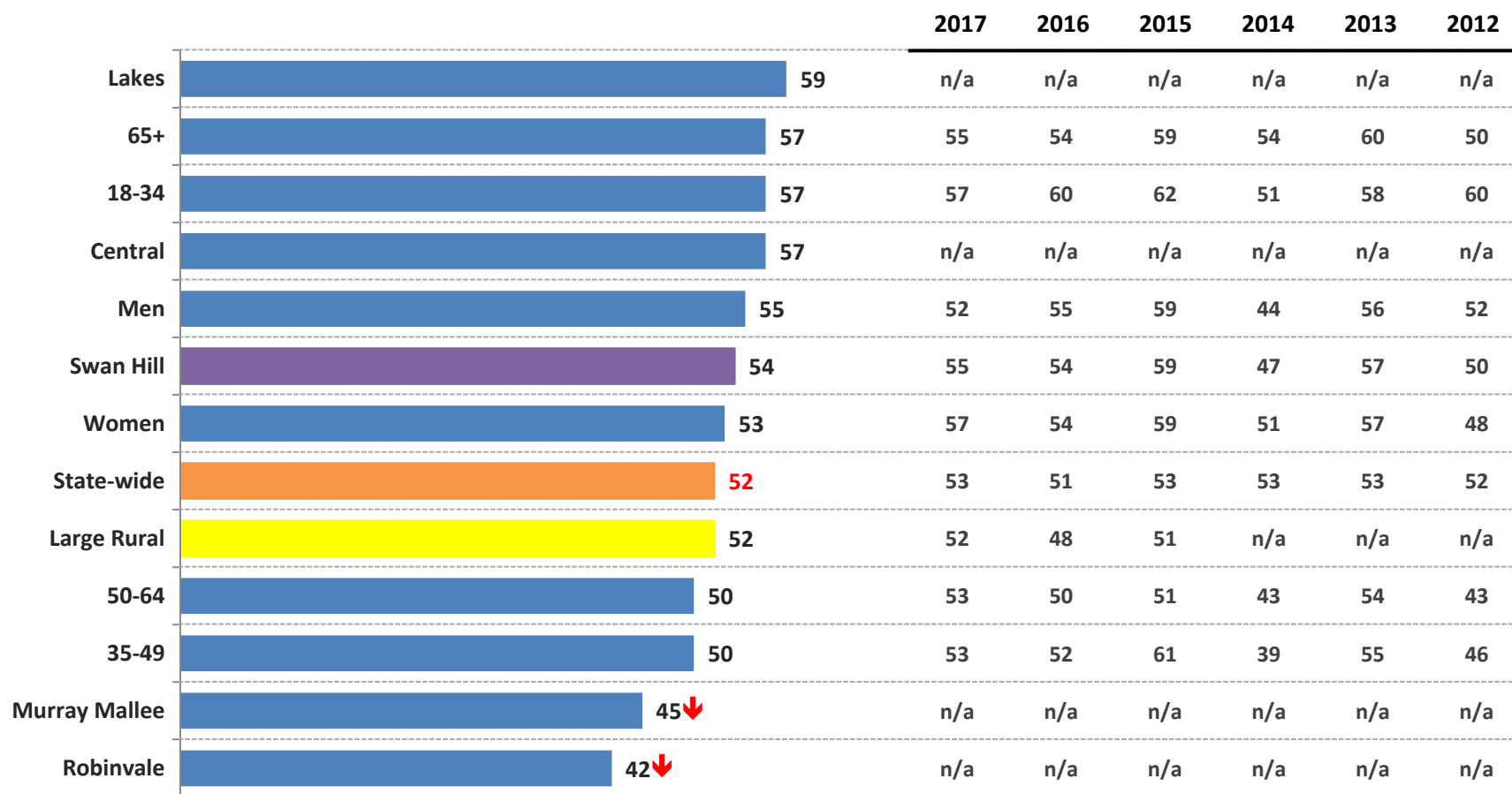
- 28% prefer rate rise, up 2 points on 2017
- 49% prefer service cuts, down 3 points on 2017

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



2018 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: 64 Councils asked group: 18

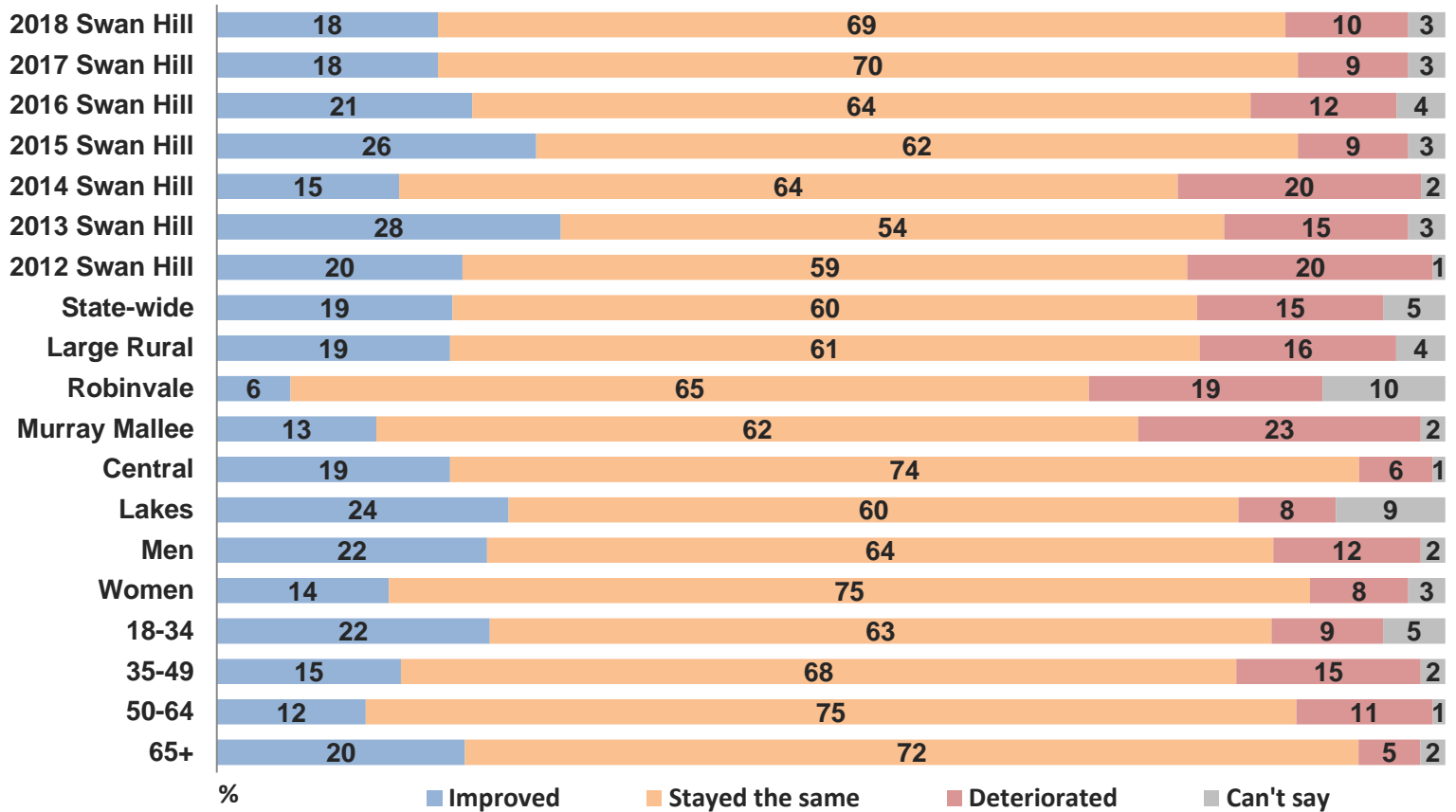
Note: Please see page 6 for explanation about significant differences.

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES



2018 Overall Direction

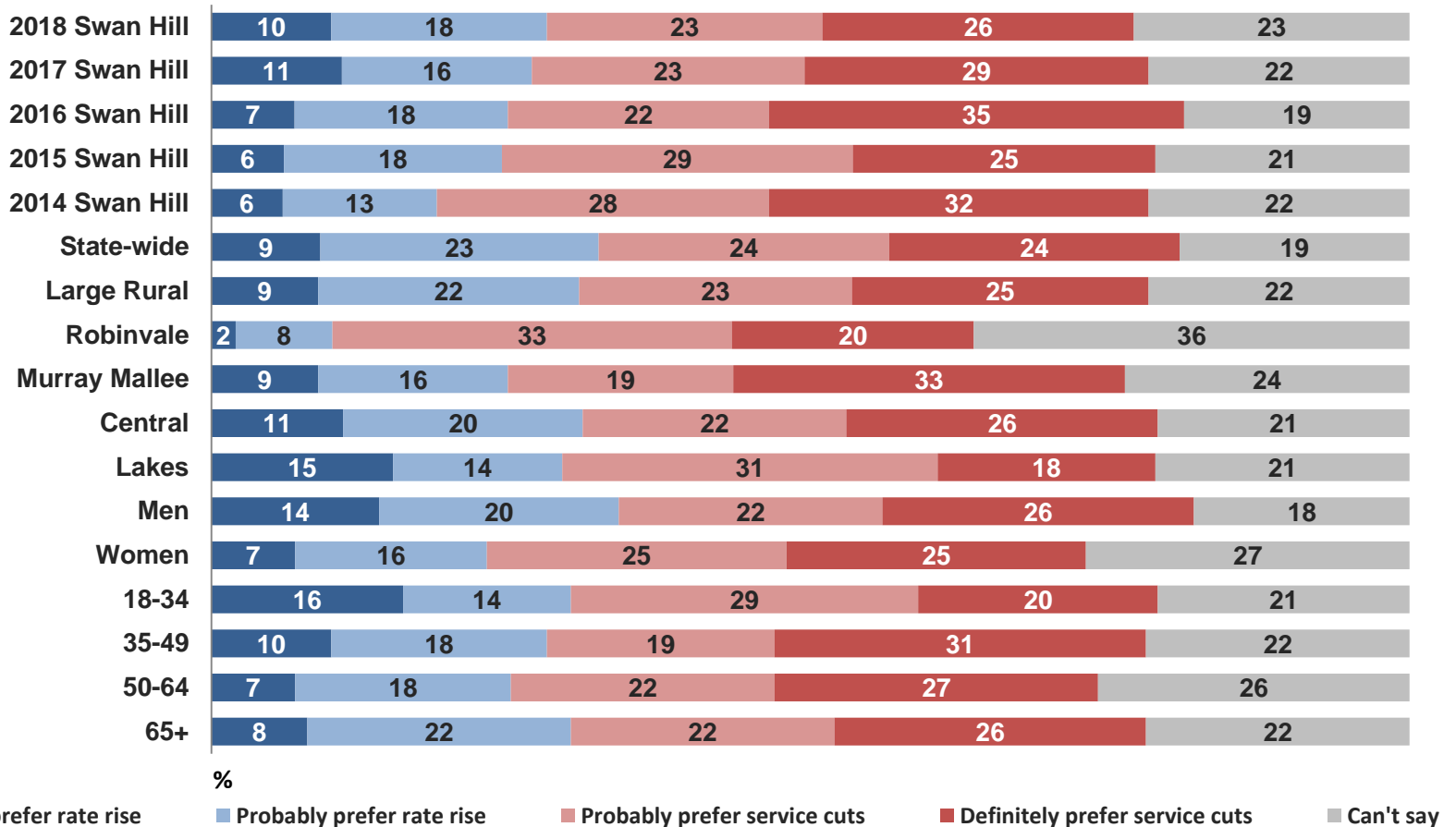


Q6. Over the last 12 months, what is your view of the direction of Swan Hill Rural City Council's overall performance?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 RATES/SERVICE TRADE OFF

DETAILED PERCENTAGES

2018 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: 15 Councils asked group: 4

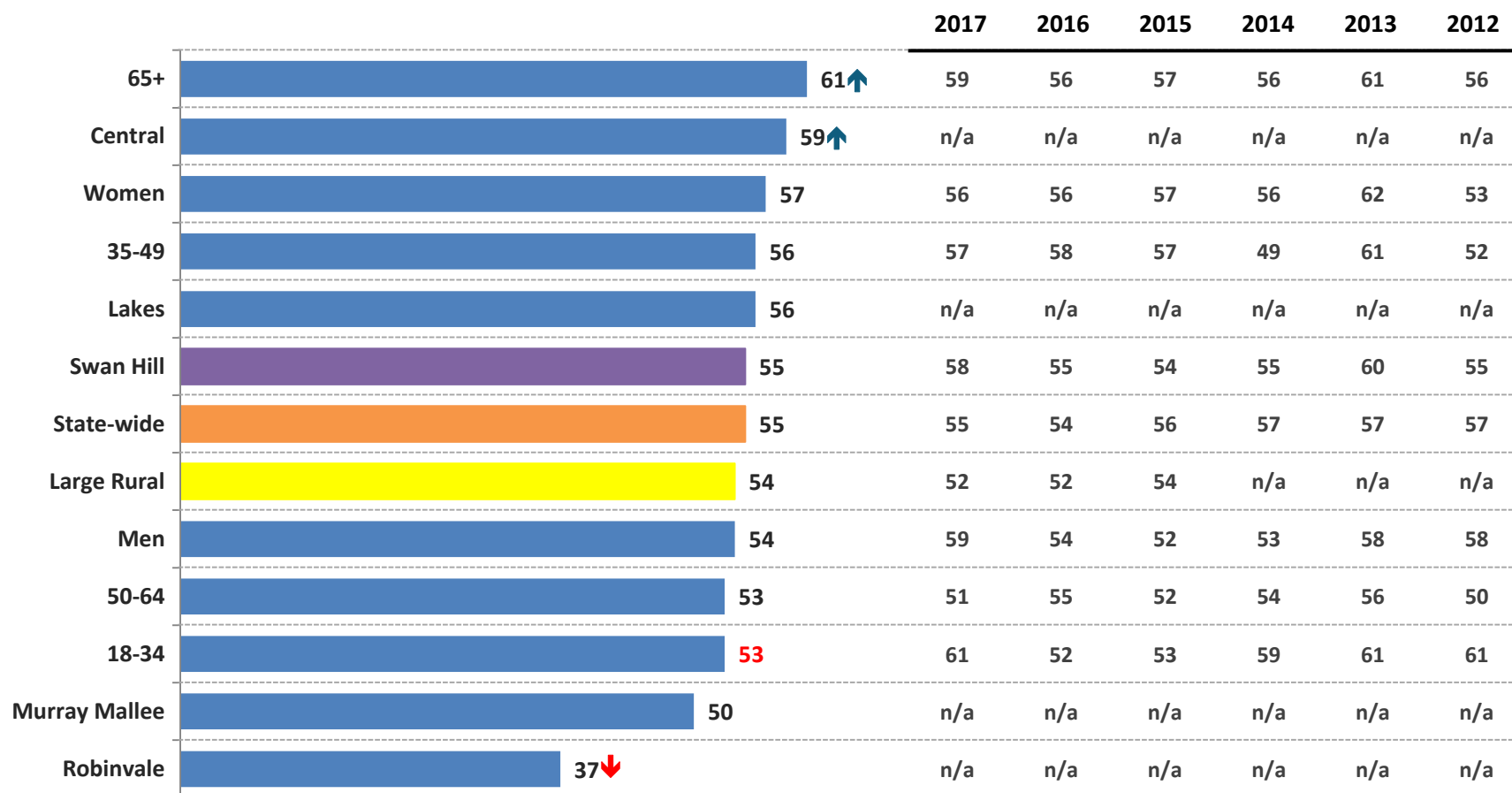


INDIVIDUAL SERVICE AREAS

2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



2018 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: 64 Councils asked group: 18

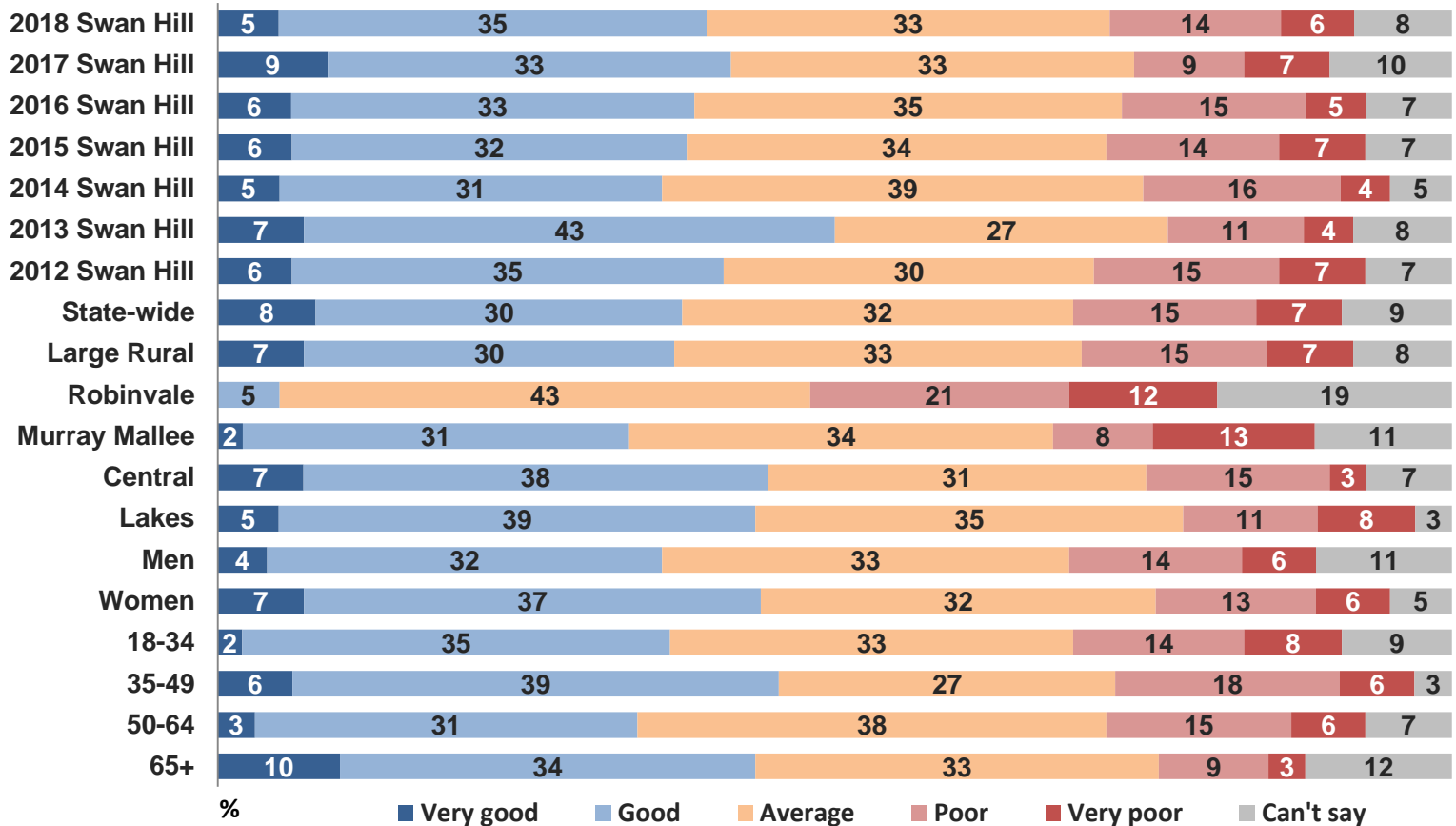
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES



2018 Consultation and Engagement Performance



2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2018 Lobbying Performance

	2017	2016	2015	2014	2013	2012
Central	59↑	n/a	n/a	n/a	n/a	n/a
65+	58	59	55	59	56	60
18-34	56	54	53	52	54	57
Women	55	55	58	53	53	59
Swan Hill	55	54	54	53	51	57
Men	55	52	50	53	50	56
State-wide	54	54	53	55	56	55
50-64	53	50	54	50	50	54
Large Rural	52↓	51	50	53	n/a	n/a
35-49	52	48	52	52	43	57
Murray Mallee	50	n/a	n/a	n/a	n/a	n/a
Lakes	49	n/a	n/a	n/a	n/a	n/a
Robinvale	43↓	n/a	n/a	n/a	n/a	n/a

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

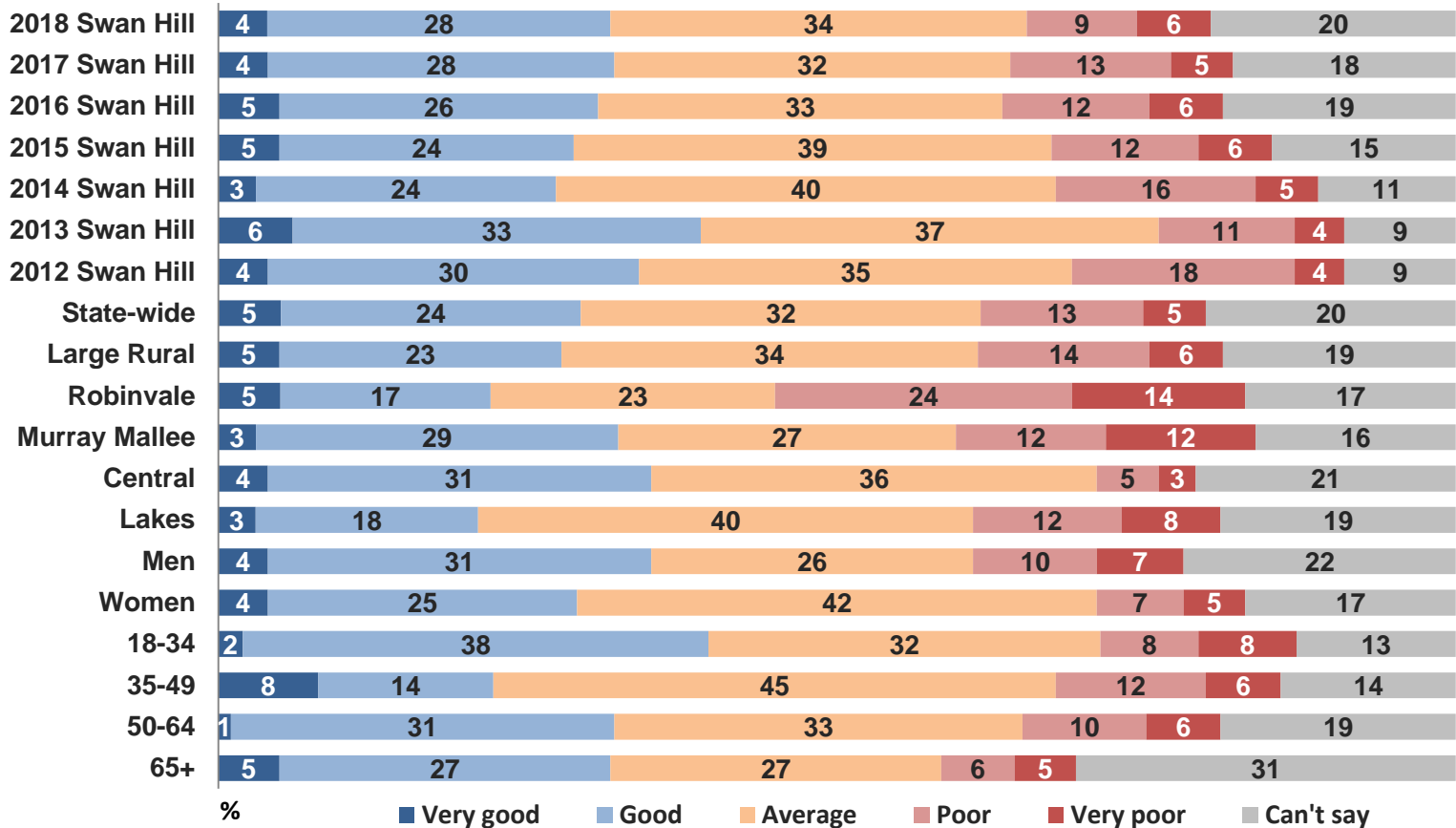
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

Note: Please see page 6 for explanation about significant differences.

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2018 Lobbying Performance

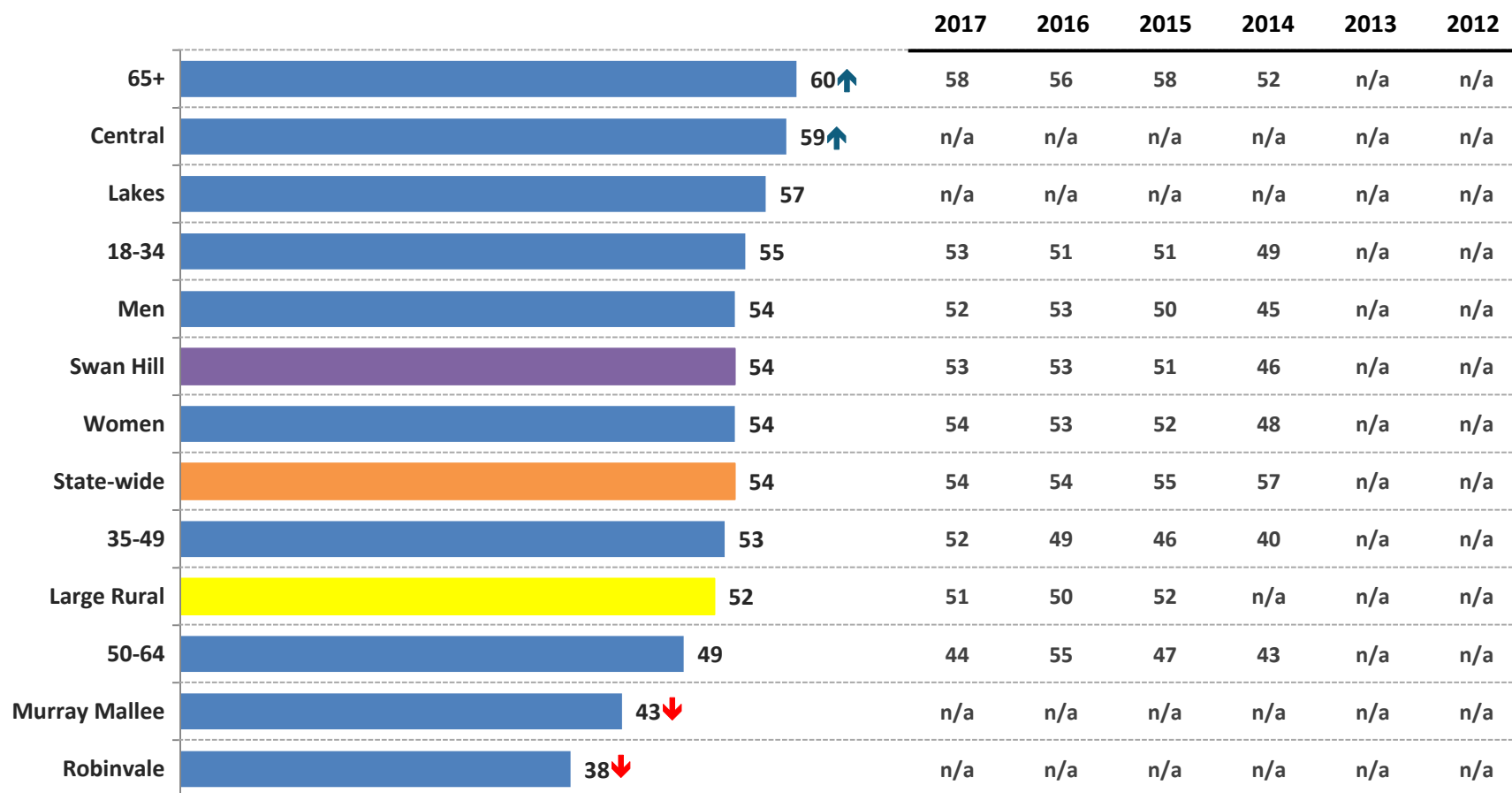


2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 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: 64 Councils asked group: 18

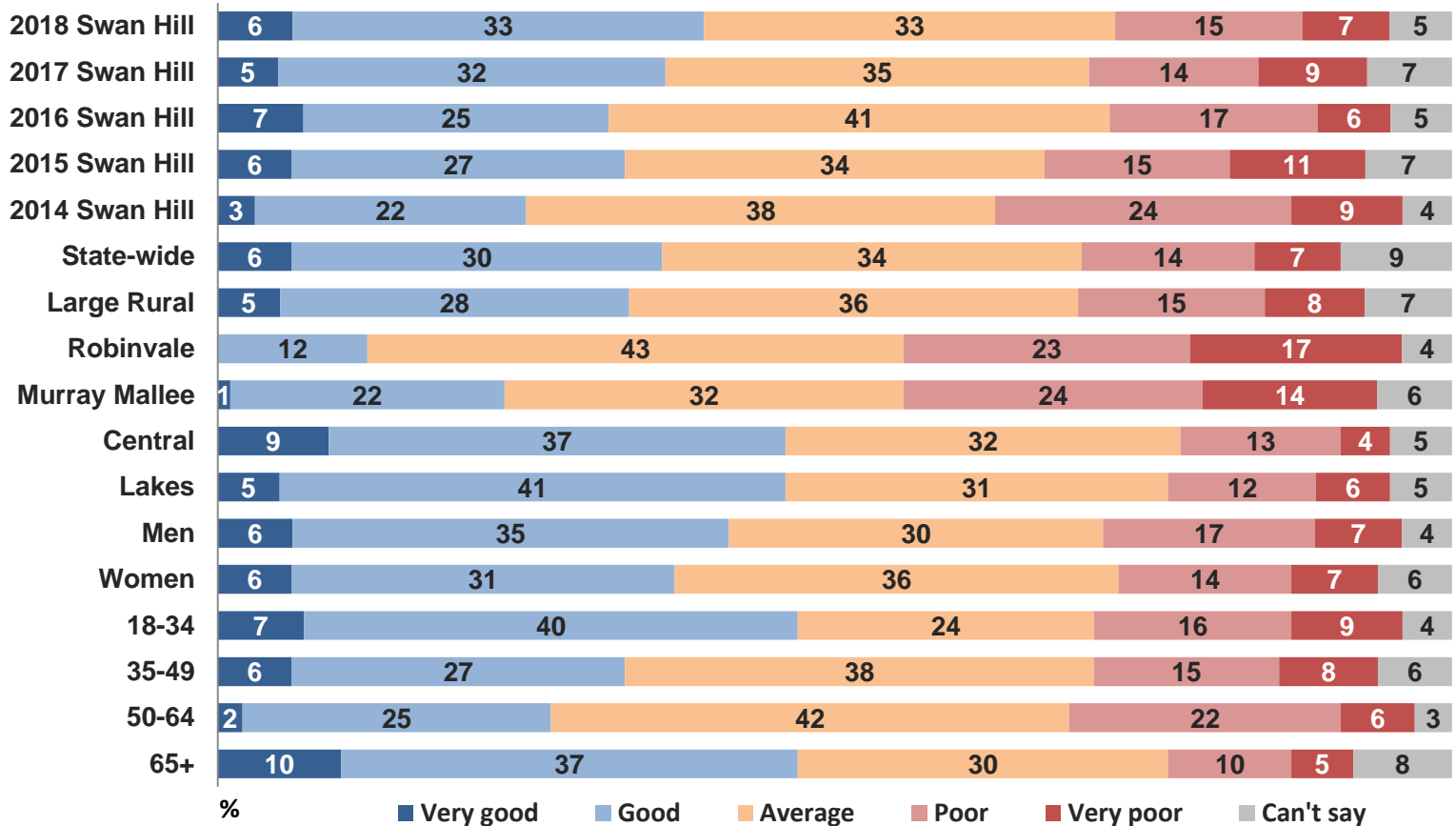
Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2018 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: 64 Councils asked group: 18

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Sealed Local Roads Performance

	2017	2016	2015	2014	2013	2012
65+	57	58	60	57	n/a	n/a
Central	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	53	54	55	55	n/a	n/a
Men	49	45	50	48	n/a	n/a
Swan Hill	49	48	52	48	n/a	n/a
18-34	47	43	50	48	n/a	n/a
Lakes	n/a	n/a	n/a	n/a	n/a	n/a
Women	49	51	55	49	n/a	n/a
50-64	42	49	47	49	n/a	n/a
Large Rural	43	44	45	n/a	n/a	n/a
35-49	44	41	52	38	n/a	n/a
Robinvale	n/a	n/a	n/a	n/a	n/a	n/a
Murray Mallee	n/a	n/a	n/a	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: 64 Councils asked group: 18

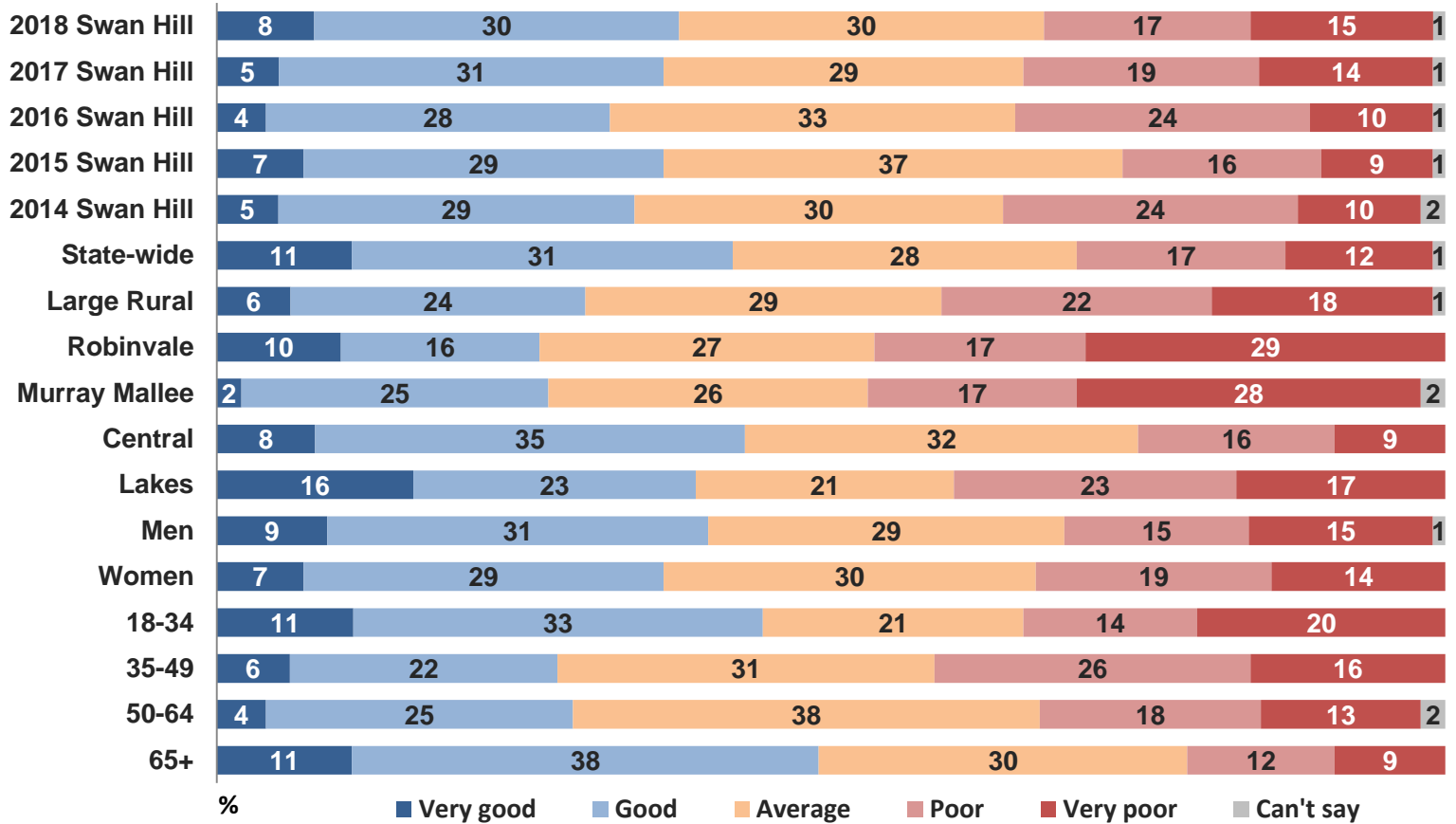
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2018 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: 64 Councils asked group: 18

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Streets and Footpaths Performance

	2017	2016	2015	2014	2013	2012
18-34	59	54	53	57	52	n/a
State-wide	58↑	57	57	58	58	57
Central	58	n/a	n/a	n/a	n/a	n/a
Men	56	54	53	53	50	n/a
Large Rural	54	53	53	54	n/a	n/a
Swan Hill	54	52	53	55	50	n/a
65+	53	58	56	56	53	n/a
Lakes	53	n/a	n/a	n/a	n/a	n/a
Women	52	50	53	58	51	n/a
35-49	51	46	51	56	47	n/a
50-64	50	47	52	52	48	n/a
Robinvale	46	n/a	n/a	n/a	n/a	n/a
Murray Mallee	41↓	n/a	n/a	n/a	n/a	n/a

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: 30 Councils asked group: 8

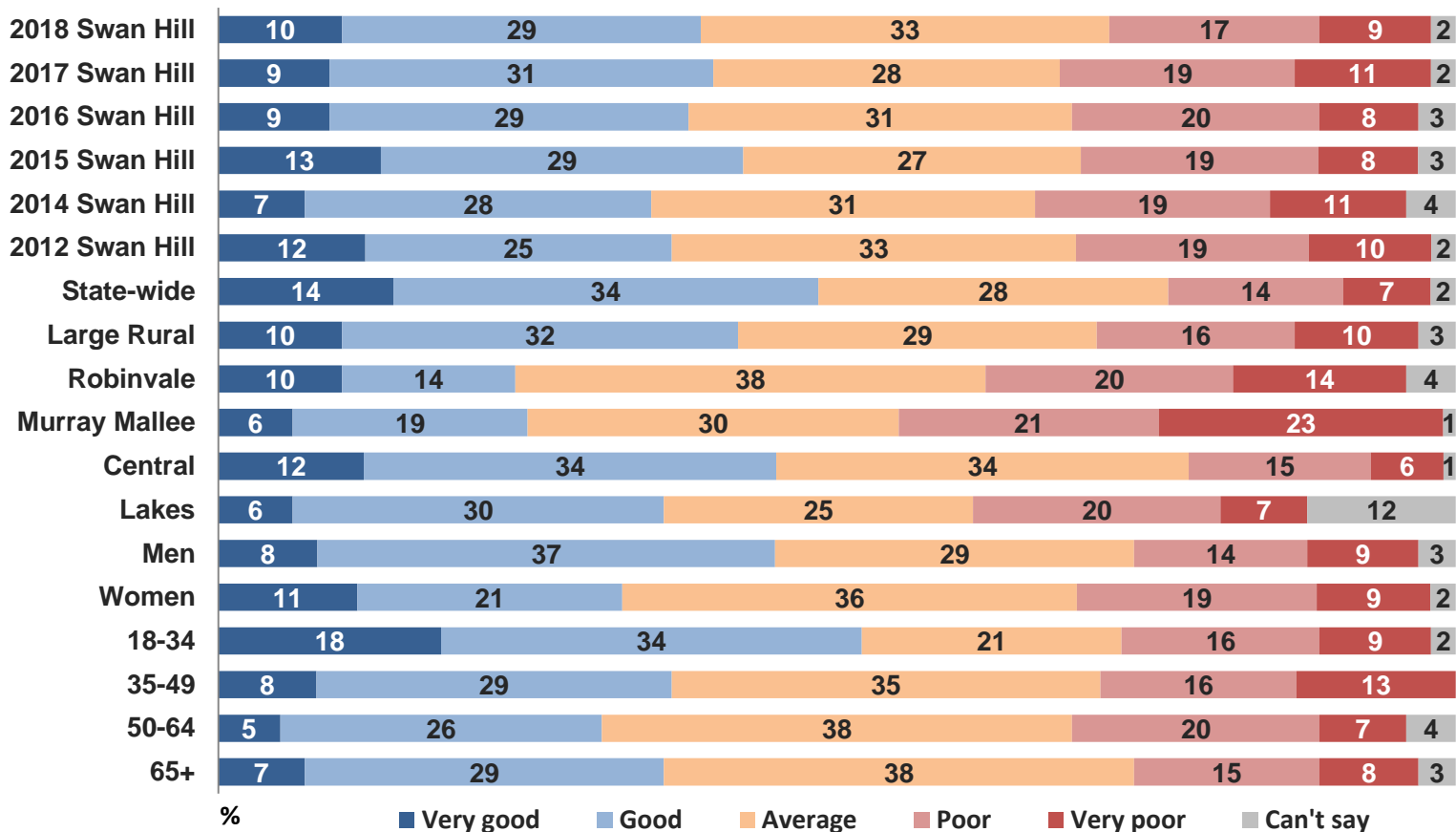
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2018 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: 30 Councils asked group: 8

2018 FAMILY SUPPORT SERVICES PERFORMANCE INDEX SCORES

2018 Family Support Performance

		2017	2016	2015	2014	2013	2012
Lakes	67	n/a	n/a	n/a	n/a	n/a	n/a
65+	67	73	74	68	71	n/a	75
State-wide	66	67	66	67	68	67	67
18-34	66	61	64	60	63	n/a	72
Central	66	n/a	n/a	n/a	n/a	n/a	n/a
Men	66	69	67	62	62	n/a	71
Large Rural	65	65	64	67	n/a	n/a	n/a
Swan Hill	64	65	67	63	64	n/a	69
50-64	64	59	64	60	67	n/a	66
Women	63	62	68	63	66	n/a	68
35-49	60	66	67	63	56	n/a	65
Murray Mallee	57↓	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale	56	n/a	n/a	n/a	n/a	n/a	n/a

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

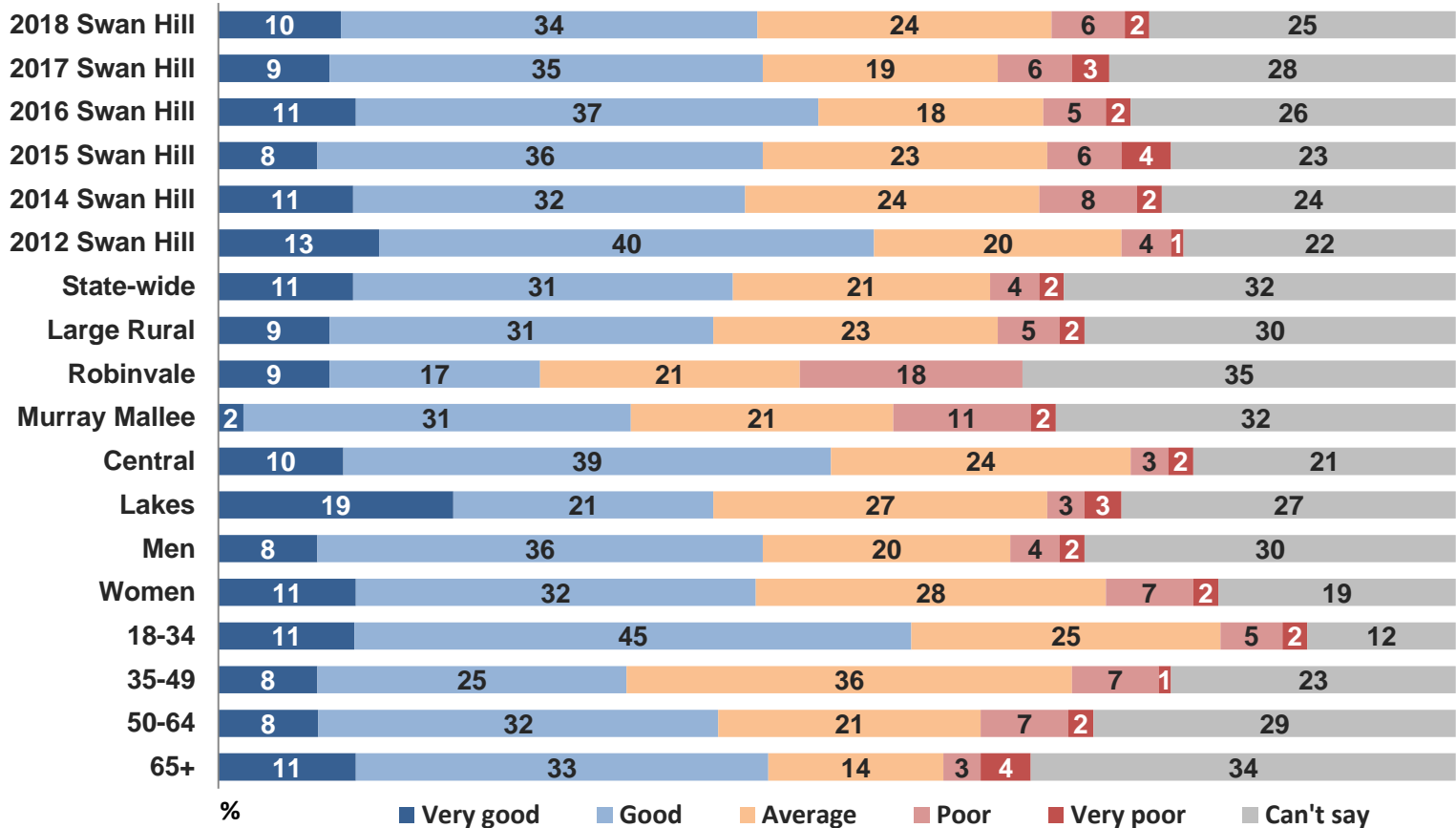
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 9

Note: Please see page 6 for explanation about significant differences.

2018 FAMILY SUPPORT SERVICES

PERFORMANCE DETAILED PERCENTAGES

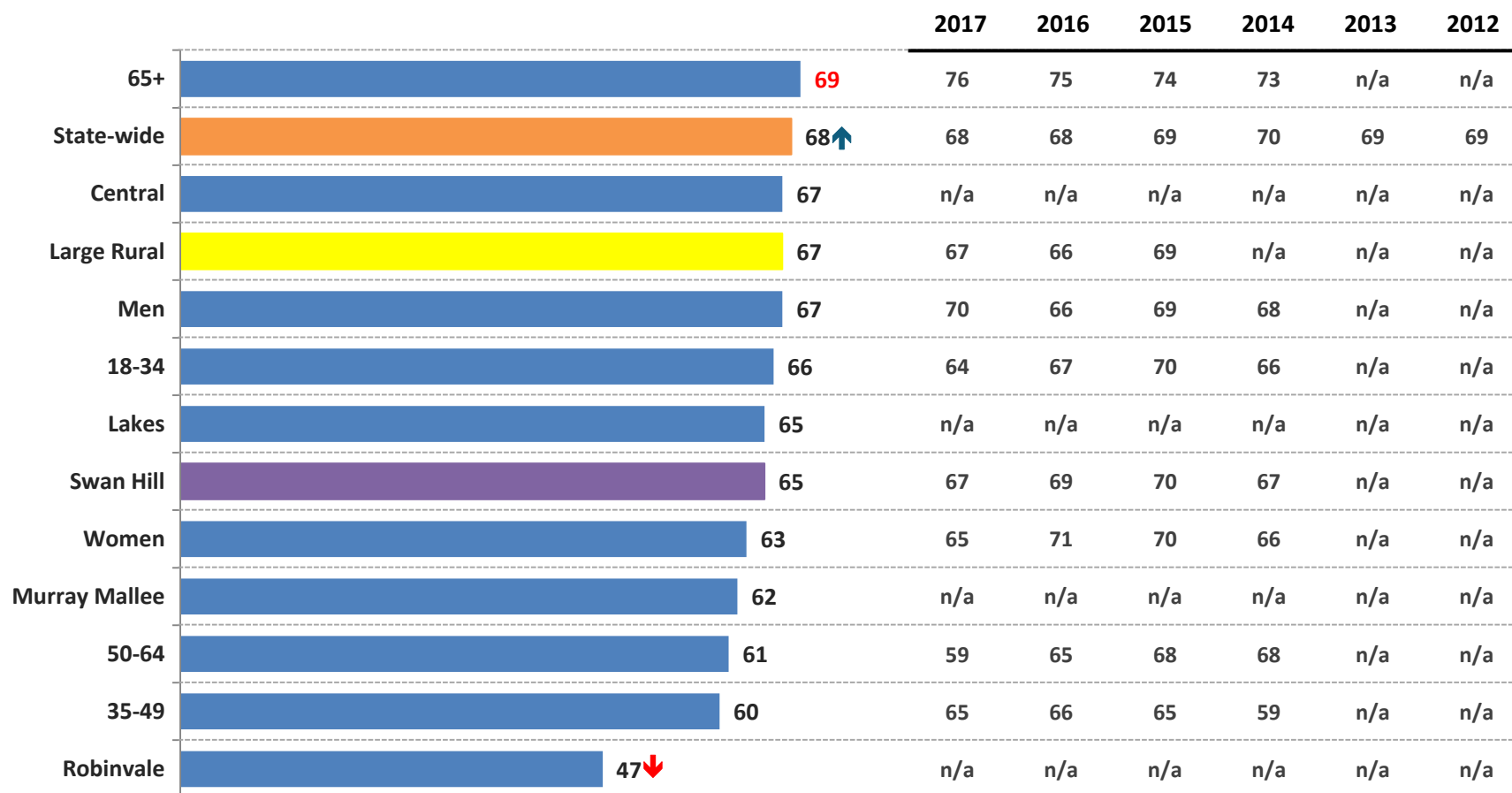
2018 Family Support Performance



2018 ELDERLY SUPPORT SERVICES

PERFORMANCE INDEX SCORES

2018 Elderly Support Performance



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

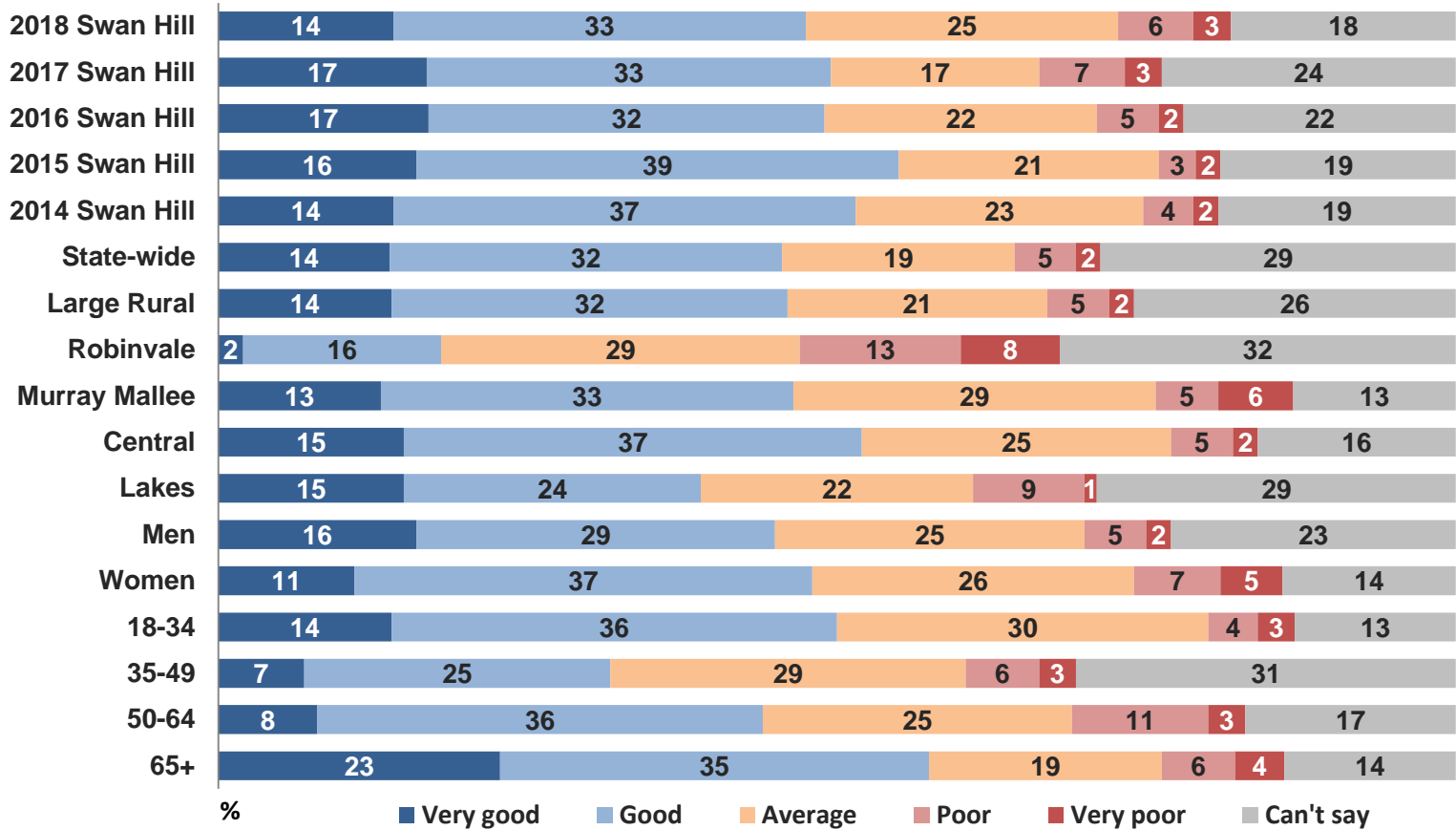
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 9

Note: Please see page 6 for explanation about significant differences.

2018 ELDERLY SUPPORT SERVICES

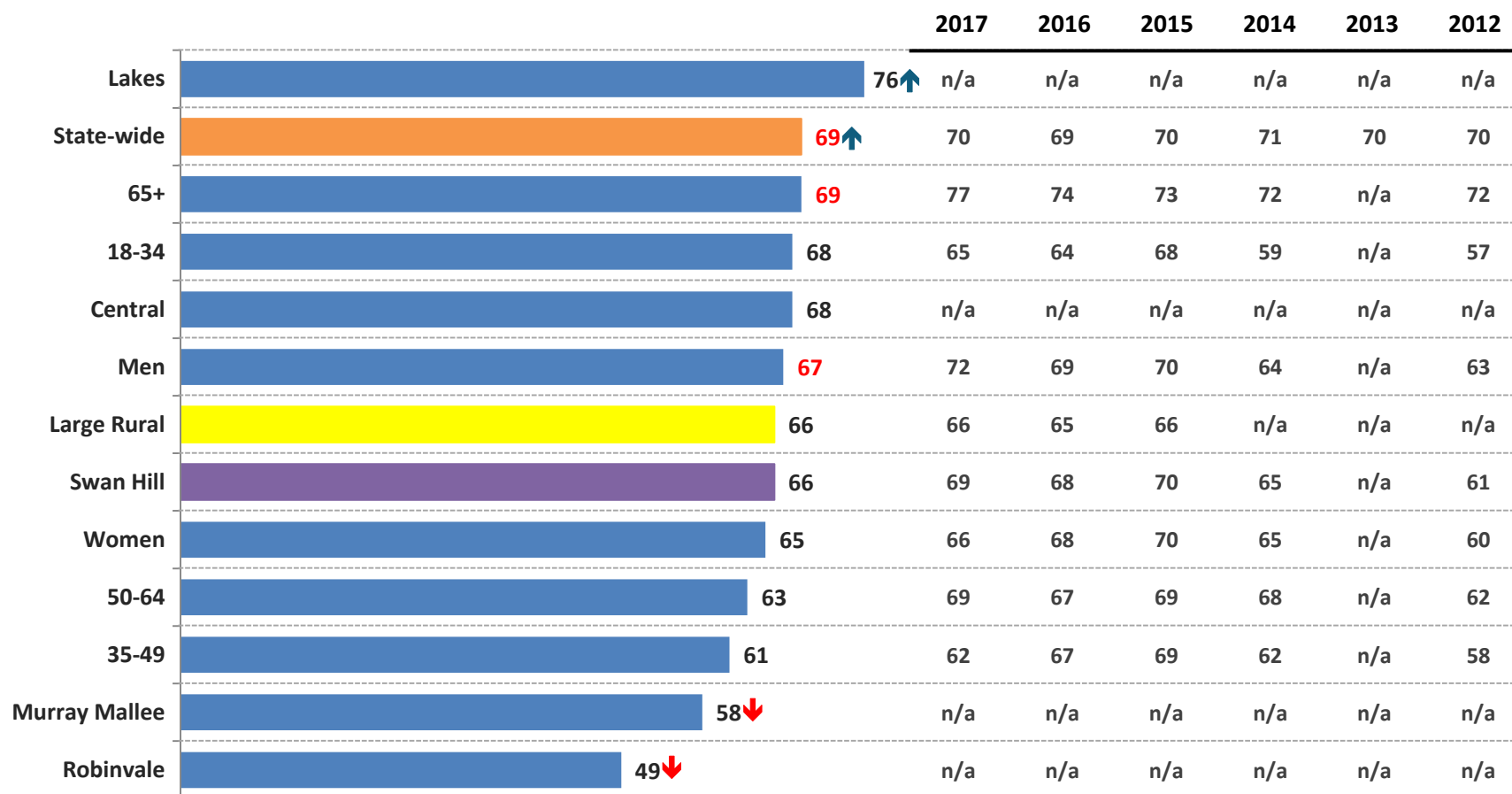
PERFORMANCE DETAILED PERCENTAGES

2018 Elderly Support Performance



2018 RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES

2018 Recreational Facilities Performance



Q2. How has Council performed on 'recreational facilities' over the last 12 months?

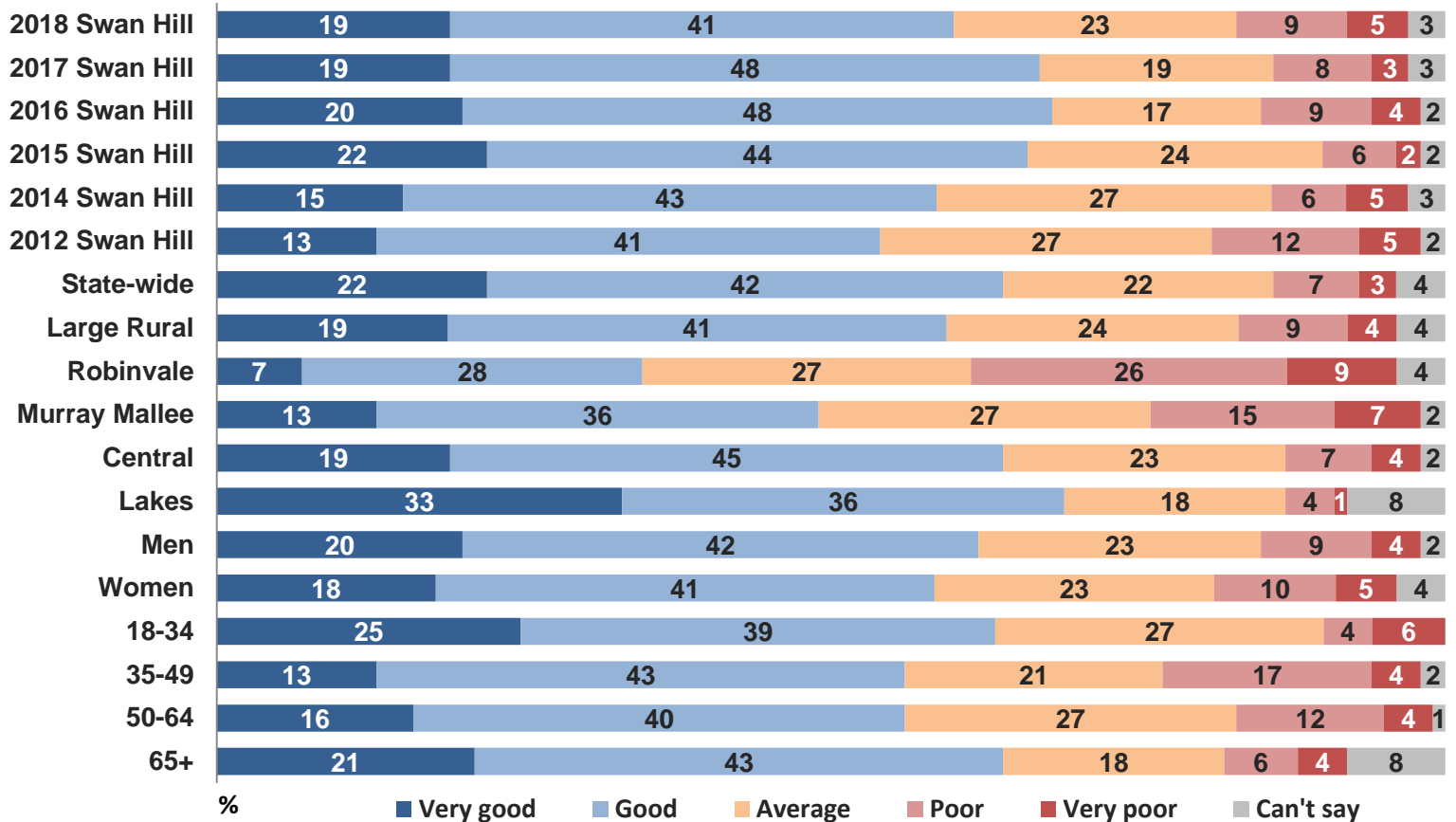
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10

Note: Please see page 6 for explanation about significant differences.

2018 RECREATIONAL FACILITIES

PERFORMANCE DETAILED PERCENTAGES

2018 Recreational Facilities Performance



2018 WASTE MANAGEMENT PERFORMANCE INDEX SCORES

2018 Waste Management Performance

		2017	2016	2015	2014	2013	2012
65+	73↑	76	76	77	73	n/a	76
Central	72↑	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	70	71	70	72	73	71	72
Men	69	72	73	74	68	n/a	74
18-34	69	71	68	77	70	n/a	79
Swan Hill	68	72	72	75	70	n/a	74
Women	67	72	71	76	72	n/a	74
Large Rural	67	68	66	68	n/a	n/a	n/a
35-49	67	69	72	72	67	n/a	71
Lakes	64	n/a	n/a	n/a	n/a	n/a	n/a
50-64	63	67	71	73	69	n/a	69
Murray Mallee	61	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale	55↓	n/a	n/a	n/a	n/a	n/a	n/a

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

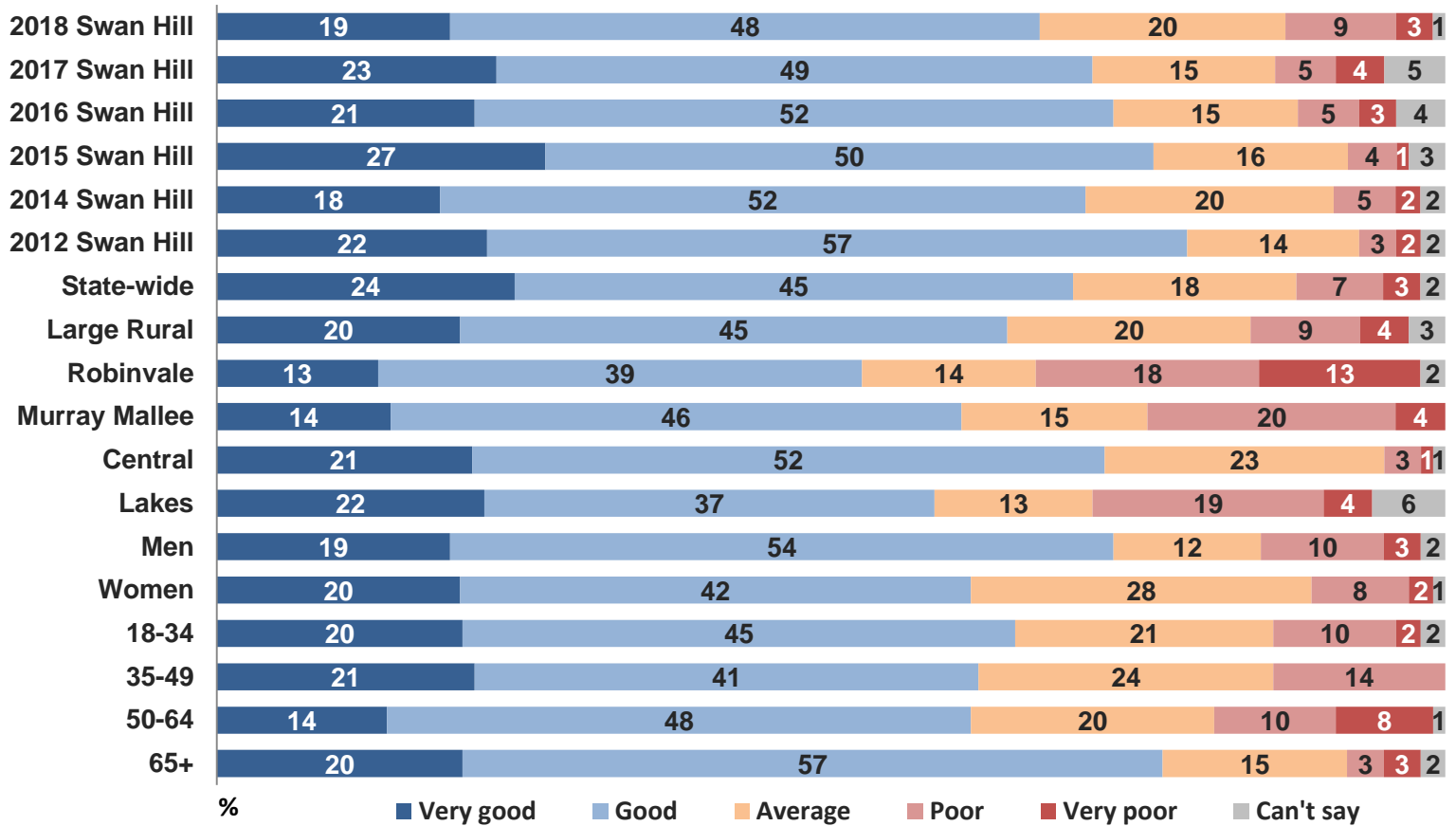
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9

Note: Please see page 6 for explanation about significant differences.

2018 WASTE MANAGEMENT PERFORMANCE DETAILED PERCENTAGES

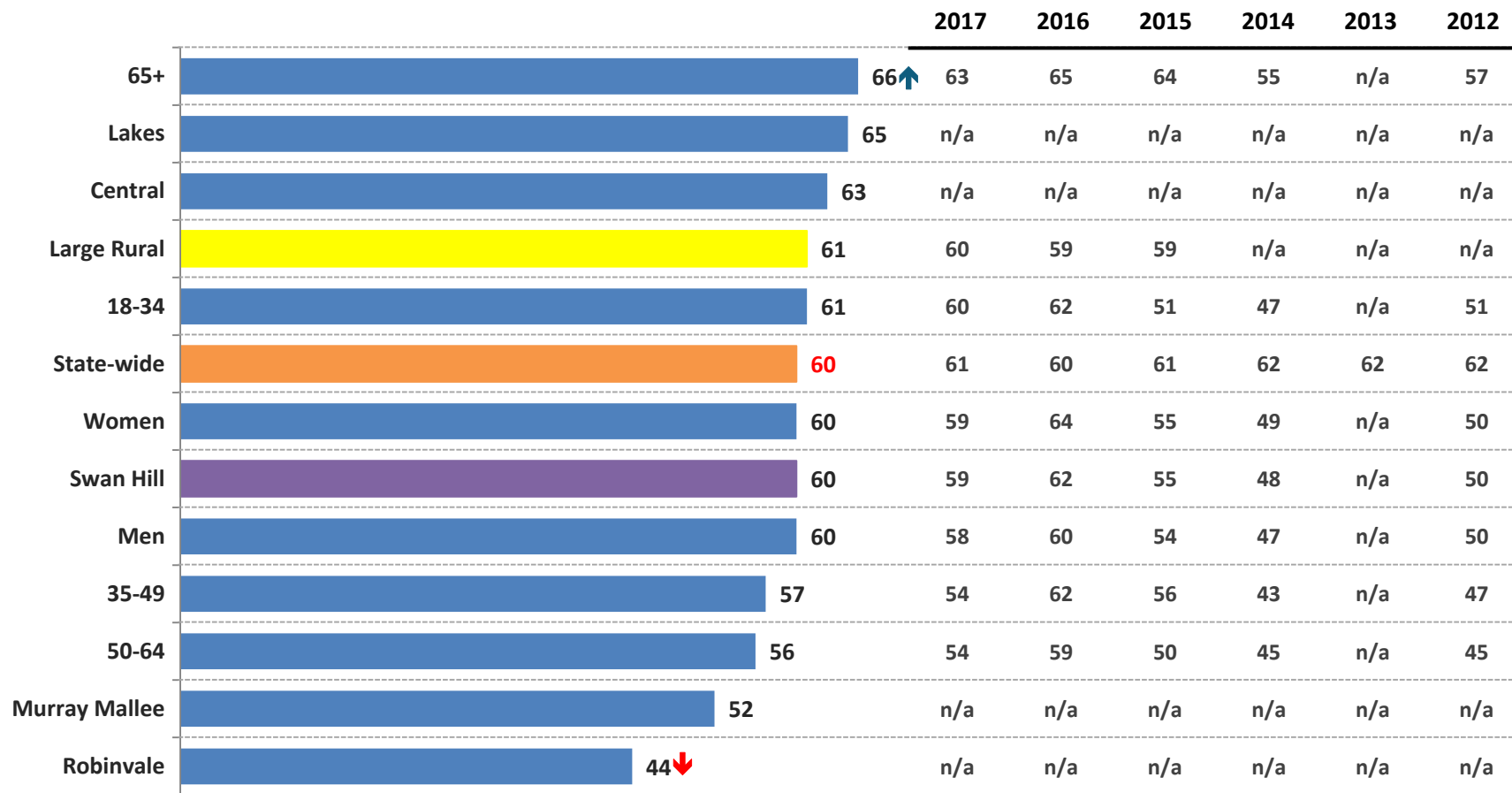


2018 Waste Management Performance



2018 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES

2018 Business/Development/Tourism Performance



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

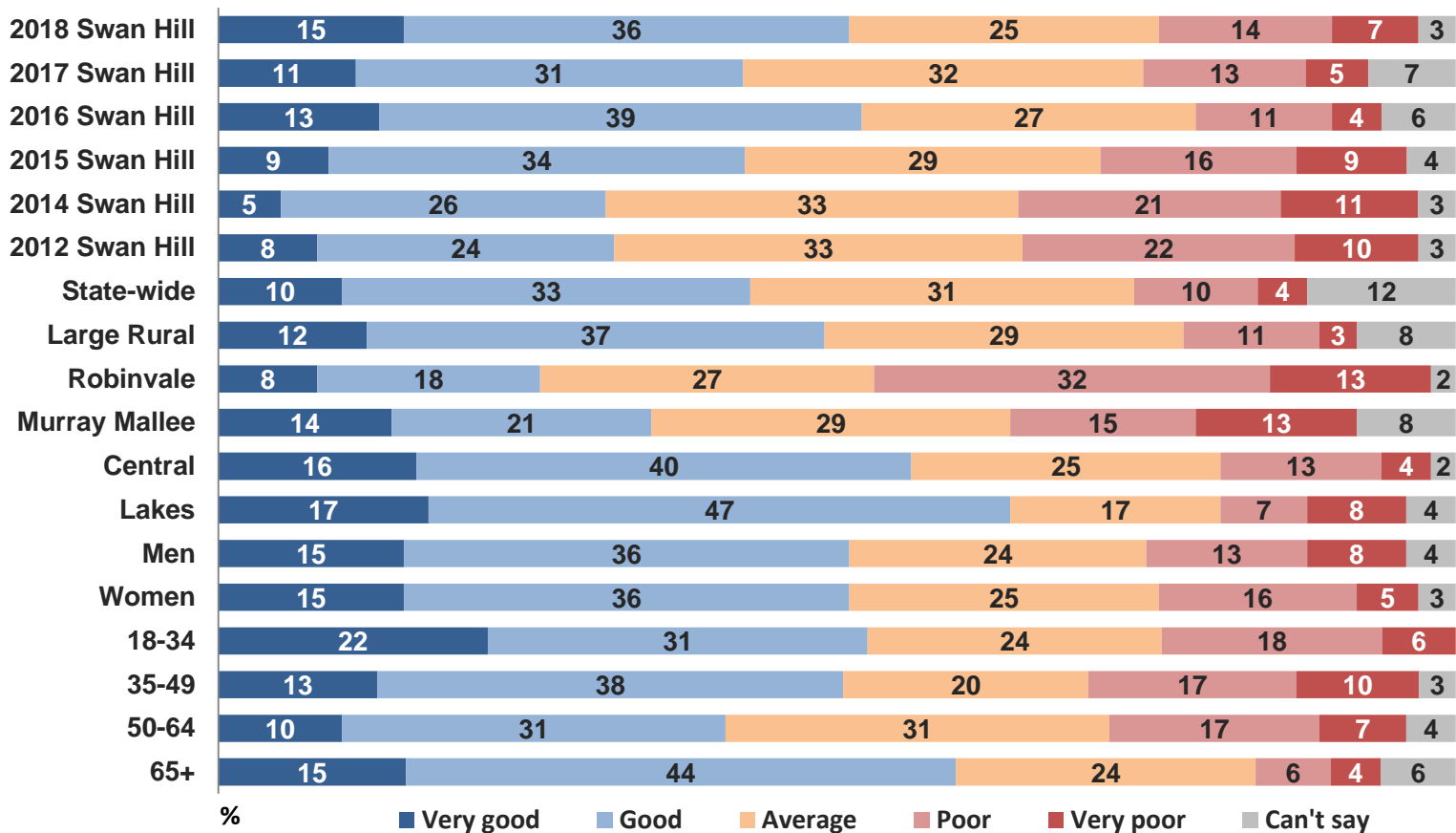
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5

Note: Please see page 6 for explanation about significant differences.

2018 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES



2018 Business/Development/Tourism Performance



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

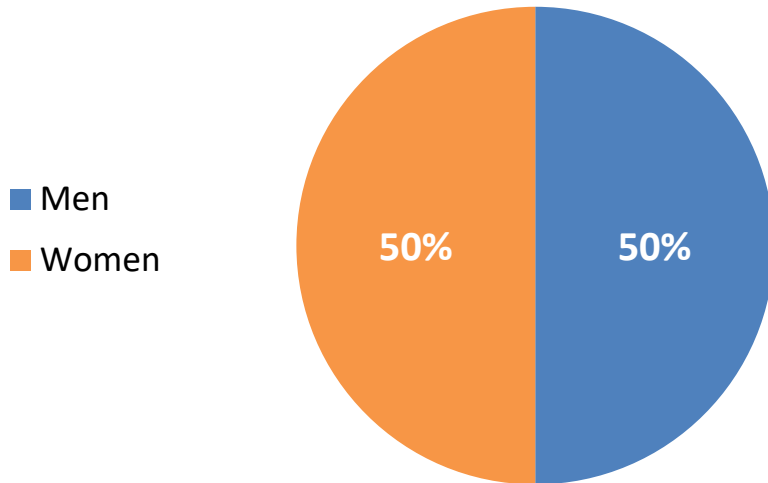
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5



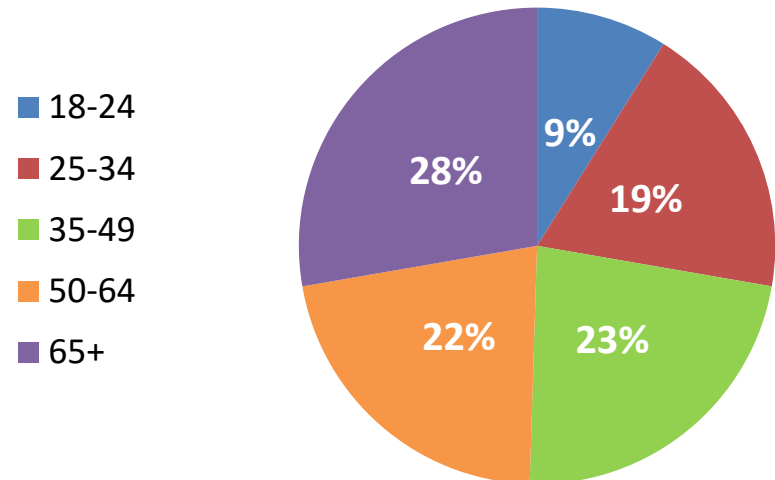
DETAILED DEMOGRAPHICS

2018 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.



**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 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B:

MARGINS OF ERROR

The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Swan Hill Rural City Council was 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 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 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	400	400	+/-4.8
Men	179	202	+/-7.3
Women	221	198	+/-6.6
Robinvale	32	31	+/-17.6
Murray Mallee	65	64	+/-12.2
Central	256	257	+/-6.1
Lakes	47	48	+/-14.4
18-34 years	54	110	+/-13.4
35-49 years	63	92	+/-12.4
50-64 years	124	88	+/-8.8
65+ years	159	110	+/-7.8

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 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 2012-2018 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, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Swan Hill Rural City Council for this 2018 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 2018 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 2018 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 2018 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: 2018 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.



**THERE ARE OVER
6 MILLION PEOPLE
IN VICTORIA...**

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THINKING.**

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John Scales
Managing Director

Mark Zuker
Managing Director


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