



2019 Local Government Community Satisfaction Survey

Swan Hill Rural City Council

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

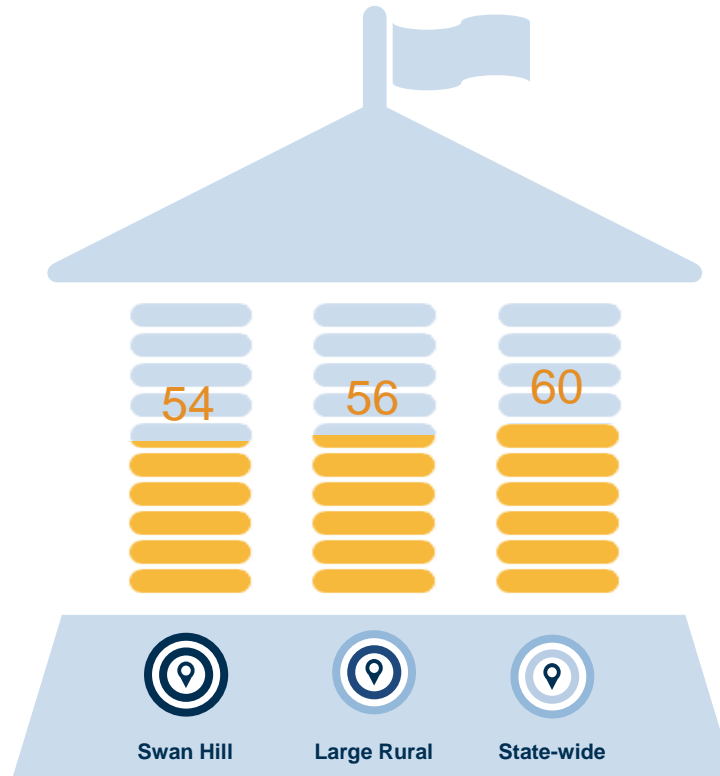


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Swan Hill Rural City Council – at a glance



Overall Council performance

Results shown are index scores out of 100.



Background and objectives



Background and objectives

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

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

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

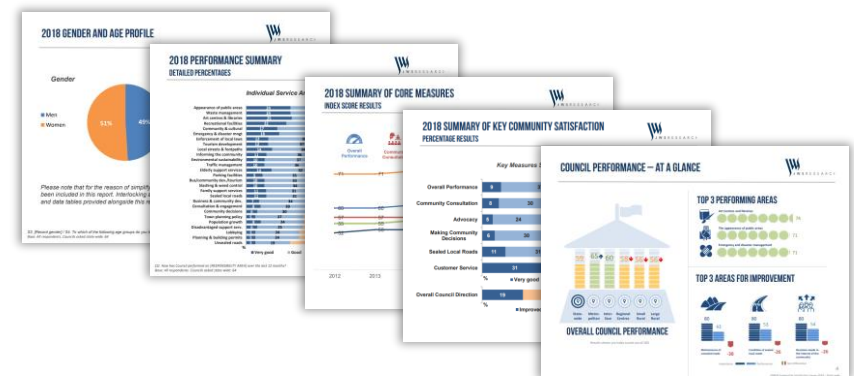
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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

Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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





Key findings and recommendations



Overall performance

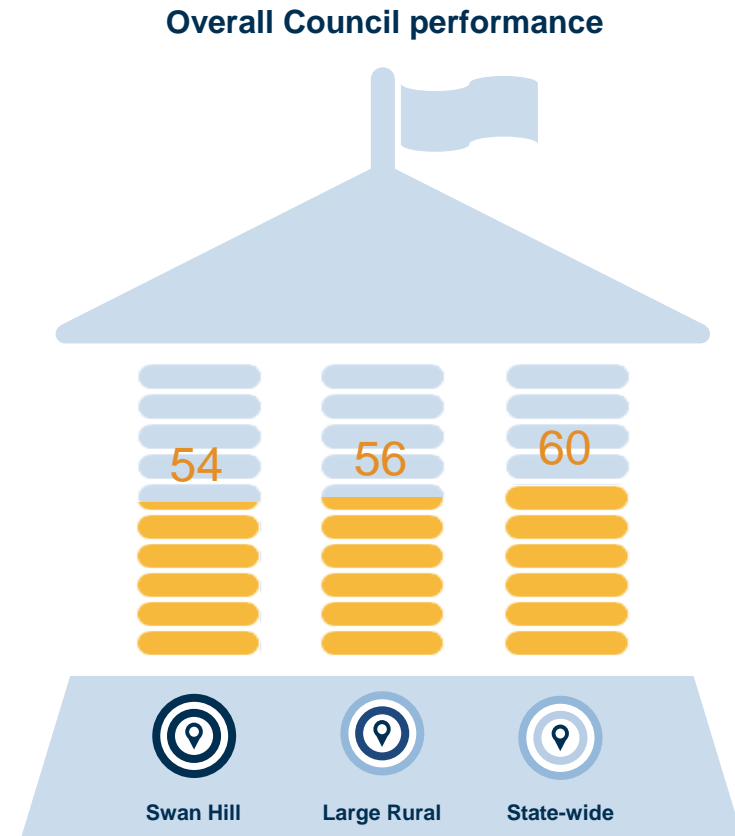
The overall performance index score of 54 for Swan Hill Rural City Council represents a significant decrease on the 2018 result. Overall performance remains five points down on the peak performance experienced both last year and in 2015 (index scores of 59).

- The decline in perceptions is driven by residents aged 50 to 64 years and over 65+ years (51 and 58 respectively). Index scores declined by a significant seven index points among each age group.

Swan Hill Rural City Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the State-wide average and on par with councils in the Large Rural group (index scores of 60 and 56 respectively).

- Residents in Central (index score of 59) rate overall performance significantly higher than average although there has been a significant four point decrease from 2018.
- Conversely, Robinvale residents (index score of 32) rate performance significantly lower than average.

Residents are almost twice as likely to rate Swan Hill Rural City Council's overall performance as 'very good' or 'good' (39%) than those who rate it as 'very poor' or 'poor' (21%). A further 39% sit mid-scale, rating Council's overall performance as 'average'.



Results shown are index scores out of 100.



Customer contact and service

Contact with council

Almost six in ten residents (59%) of Swan Hill Rural City Council have had contact with Council in the last 12 months. This is not significantly different to 2018 (56%).

- Residents from the Robinvale area were significantly more likely to have had contact with Council compared to 2018 results (up from 48% to 71%).
- There are no other significant differences across the demographic or geographic cohorts compared to the Council average.

The main methods of contacting Council are 'in person' (34%) and 'by telephone' (28%).

Overall, newsletters sent via mail (26%) and email (19%) are the preferred methods for Council to inform residents about news, information and upcoming events.

- The preference for newsletters sent via mail is, however, higher among residents aged 50 years or older (32%). Residents under 50 years of age prefer social media (26%).

Customer service

Swan Hill Rural City Council's customer service index of 70 is up three points from last year, although this doesn't represent a significant change. Council is now only one-point off its highest recorded score for customer service, recorded in 2013.

Just under a third of residents (28%) rate Council's customer service as 'very good', representing a five-point increase in 'very good' ratings compared with 2018. A further 39% rated Council's customer service as 'good'.

- Robinvale residents rate Council's customer service significantly lower than the average (index score of 51).
- Perceptions of customer service among residents aged 18 to 34 years (index score of 75) are significantly higher compared to 2018.



Top performing areas and areas for improvement

Top performing areas

After customer service (index score of 70), the top performing service area for Swan Hill Rural City Council is consultation and engagement (index score of 54). While not significantly different to 2018 (down one index point), this is however Council's equal lowest rating for this service area.

- Central residents rate Council significantly higher than average on consultation and engagement (index score of 59), while Robinvale residents rate Council significantly lower (index score of 35).
- Among residents aged 65+ years, perceptions have declined significantly compared to 2018 (index score of 54, down seven points).

Council's next top performing service area is lobbying (index score of 52). Again here, this is Council's lowest rating for this service area – previously recording an index score of 57 in 2013.

- As with consultation and engagement, Central residents rate Council significantly higher than average for lobbying (index score of 57). Robinvale residents rate Council significantly lower (28).
- Perceptions of lobbying declined significantly among 18 to 34 year olds (index score of 48, down eight points) compared to 2018.

Areas for improvement

Council's two poorest performing service areas are:

- Sealed local roads (index score of 46)
- Community decisions (index score of 51).

While on par with the Large Rural group averages, Council's performance is significantly lower than the State-wide averages for these measures (index scores of 56 and 55 respectively).

Residents aged 65 years and over rate Council significantly higher than average on sealed local roads (index score of 53). Robinvale residents rate Council significantly lower (index score of 36).

'Sealed road maintenance' is also the area residents volunteer as most in need of improvement (17%). It is followed by community consultation (12%) and communication (9%).

On community decisions, Central residents rate Council significantly higher than average (index score of 55). Here again, Robinvale residents rate Council significantly lower (index score of 30).

Relative to 2018, there was a significant decrease in perceptions of community decisions among residents aged 65+ years (index score of 53, down seven points).



Focus areas for coming 12 months

No significant declines were noted for individual service areas in the past year, which is a good result. However, Council's overall performance and overall direction index scores have decreased significantly in 2019 (to 54 and 48 respectively).

More residents believe the direction of Council's overall performance deteriorated in the past year (18%) than improved (15%). In particular, significant decreases in ratings of Council's overall direction relative to 2018 were experienced among:

- 18 to 34 year olds (index score of 49, down eight index points)
- 65+ year olds (index score of 48, down nine points)
- Men (index score of 47, down eight points)
- Lakes residents (index score of 46, down 13 points)
- Robinvale residents (index score of 29, down 13 points).

Focusing on good communication and transparency with residents about decisions Council has made in the community's interest, along with community consultation and engagement, could help drive up opinion of Council's overall direction.

More generally, consideration should also be given to residents in Robinvale who appear to be driving negative opinion on all core measures this year.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents in the Central area, and use these lessons to build on performance experience and perceptions.

In all service areas evaluated, Council is not performing significantly differently to the Large Rural group average. However, in many instances, Council has previously achieved higher performance index scores on individual service areas – demonstrating that scope for improvement on existing scores remains.

- A key focus area for Council over the next 12 months should be sealed local roads. This is the service area where Council has recorded its lowest performance index score to date.



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.

Please note that the category descriptions for the coded open-ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on:

03 8685 8555

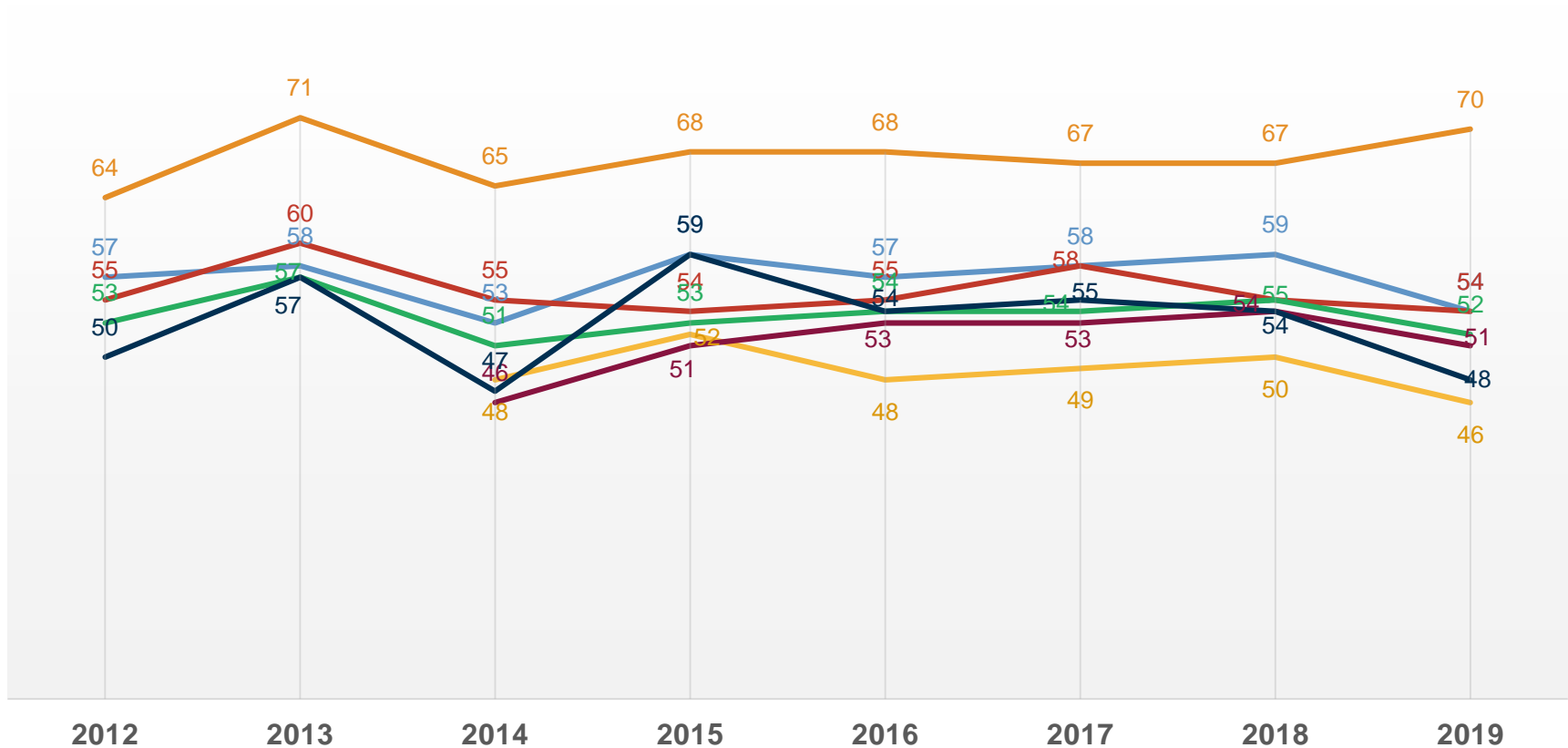


Summary of findings



Summary of core measures

Index scores





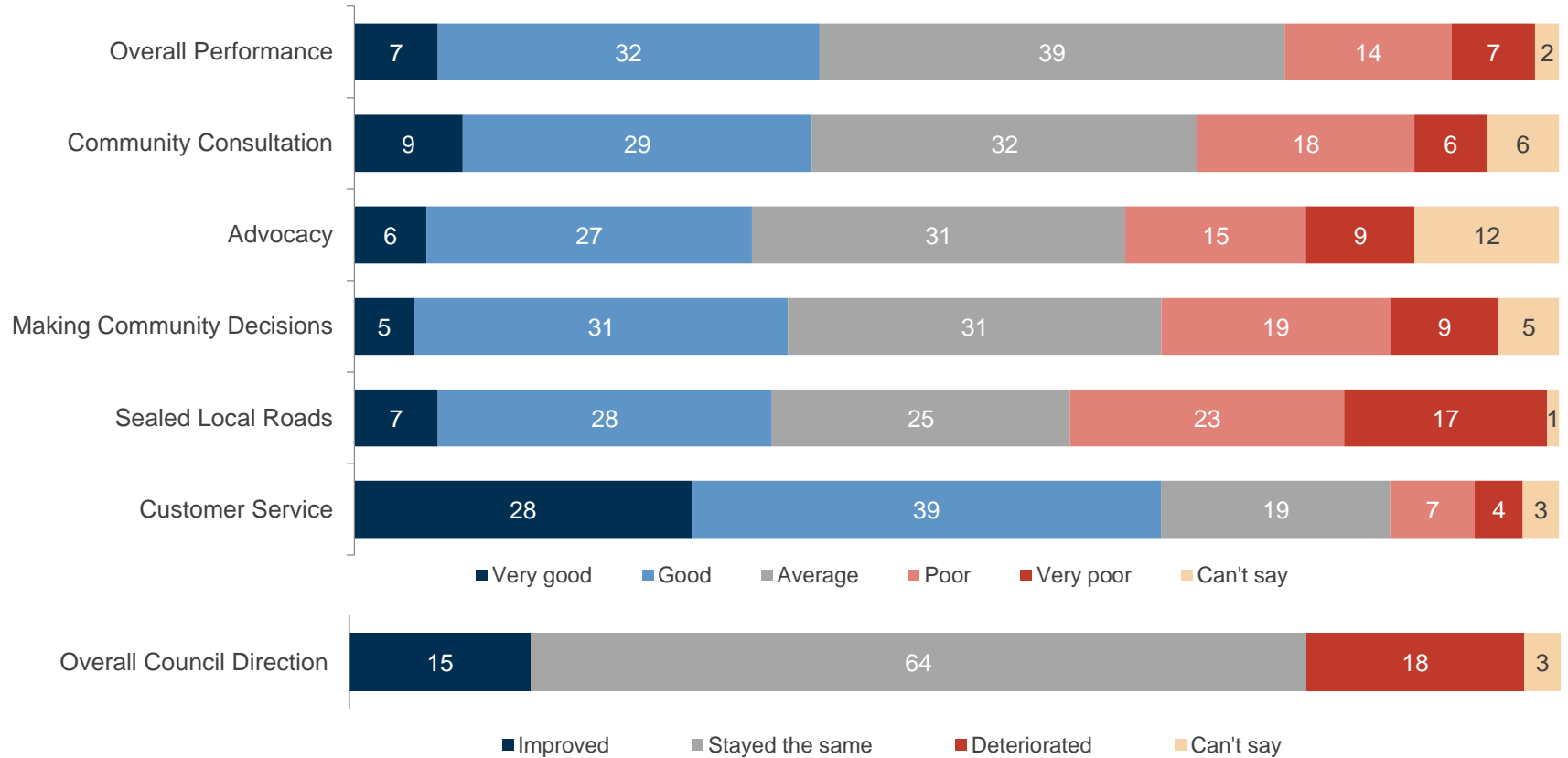
Summary of core measures

Performance Measures	Swan Hill 2019	Swan Hill 2018	Large Rural 2019	State-wide 2019	Highest score	Lowest score
Overall Performance	54	59	56	60	Central	Robinvale
Community Consultation (Community consultation and engagement)	54	55	54	56	Central	Robinvale
Advocacy (Lobbying on behalf of the community)	52	55	52	54	Central	Robinvale
Making Community Decisions (Decisions made in the interest of the community)	51	54	52	55	Lakes, Central	Robinvale
Sealed Local Roads (Condition of sealed local roads)	46	50	47	56	Aged 65+ years	Robinvale
Customer Service	70	67	69	71	Aged 18-34 years	Robinvale
Overall Council Direction	48	54	51	53	Central	Robinvale



Summary of key community satisfaction

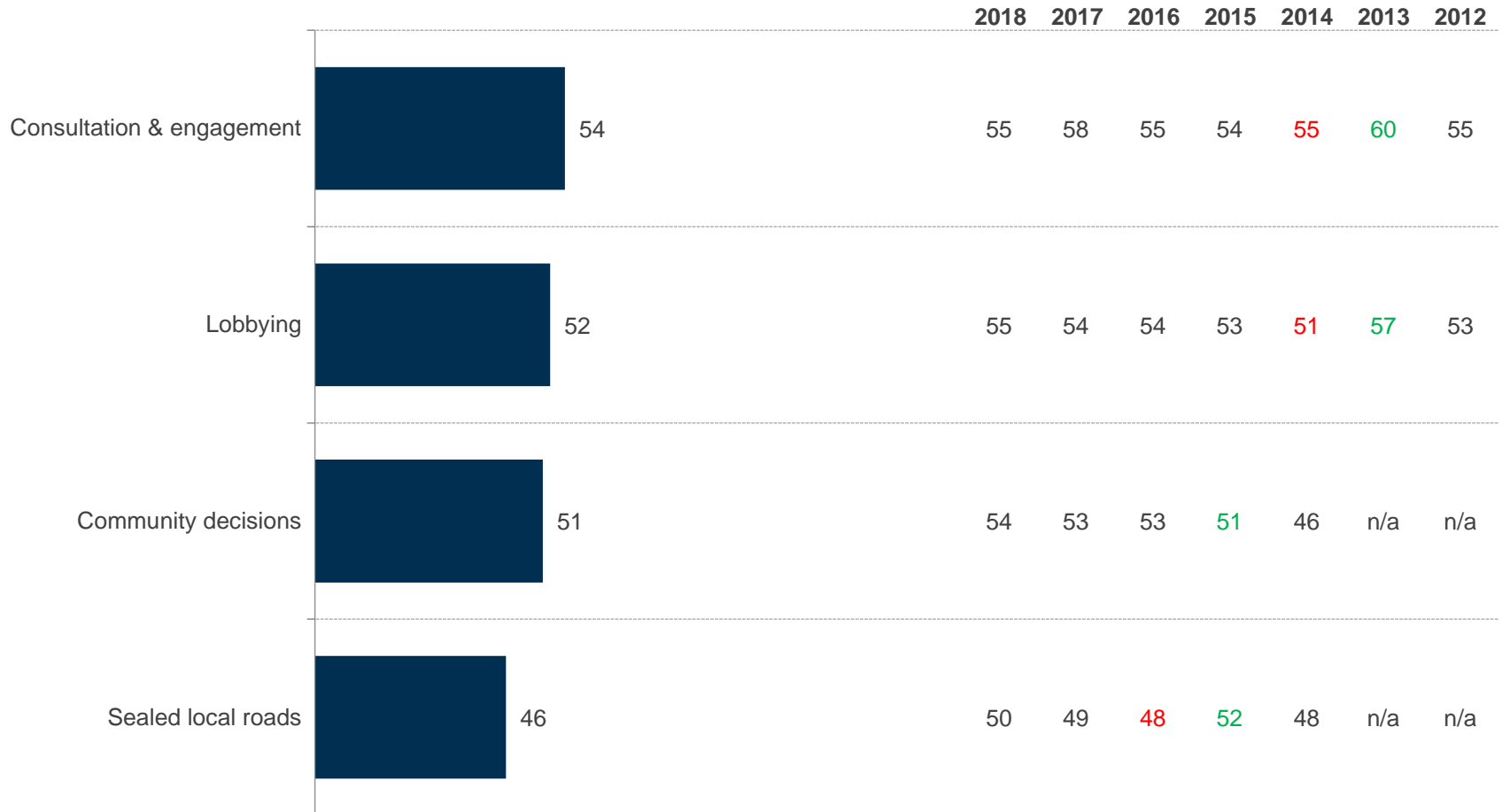
Key measures summary results (%)





Individual service area performance

2019 individual service area performance (index scores)

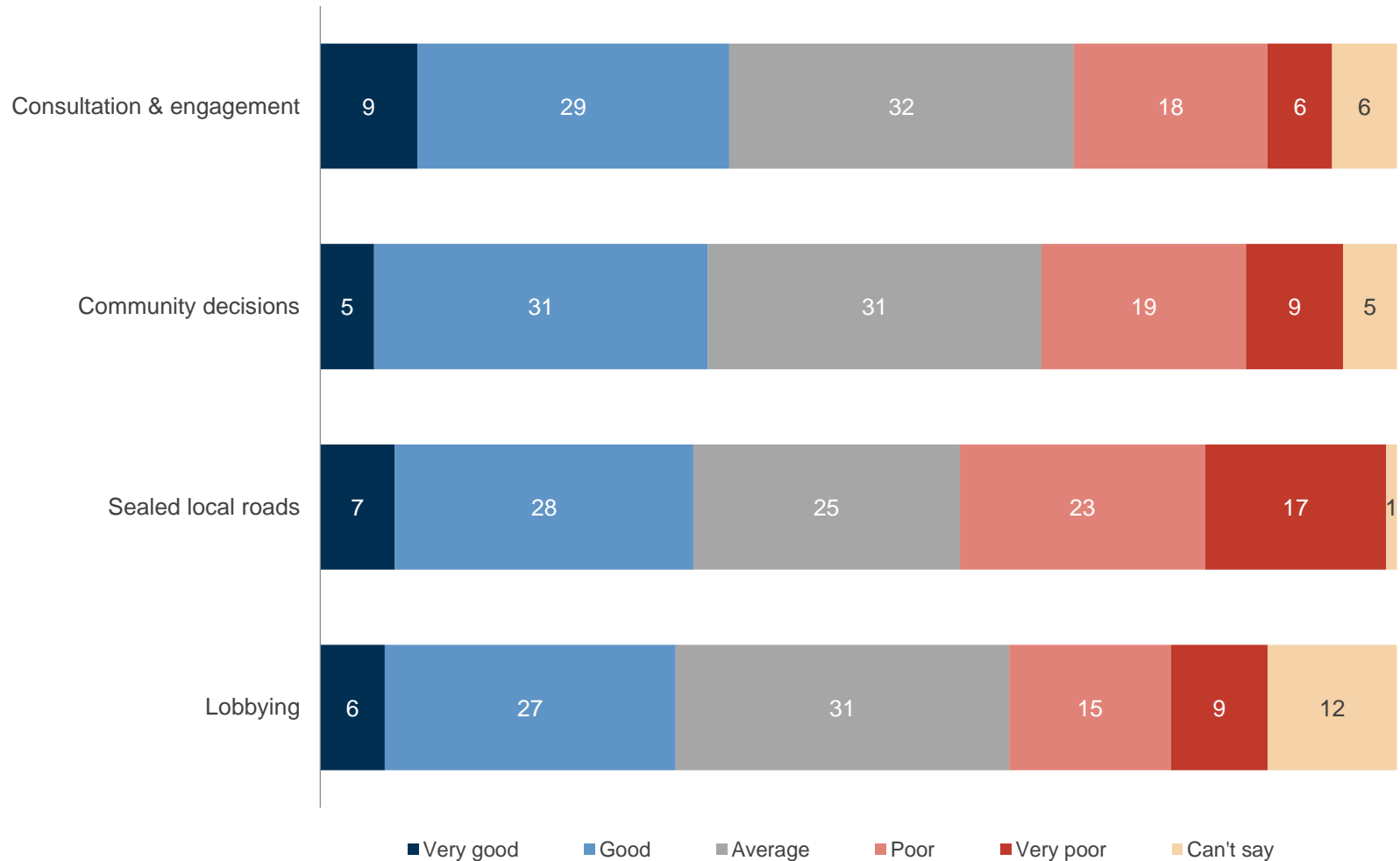


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2019 individual service area performance (%)



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



Individual service area performance vs State-wide average

Significantly Higher than State-wide Average

- Not applicable

Significantly Lower than State-wide Average

- Making community decisions
- Sealed local roads



Individual service area performance vs group average

Significantly Higher than Group Average

- Not applicable

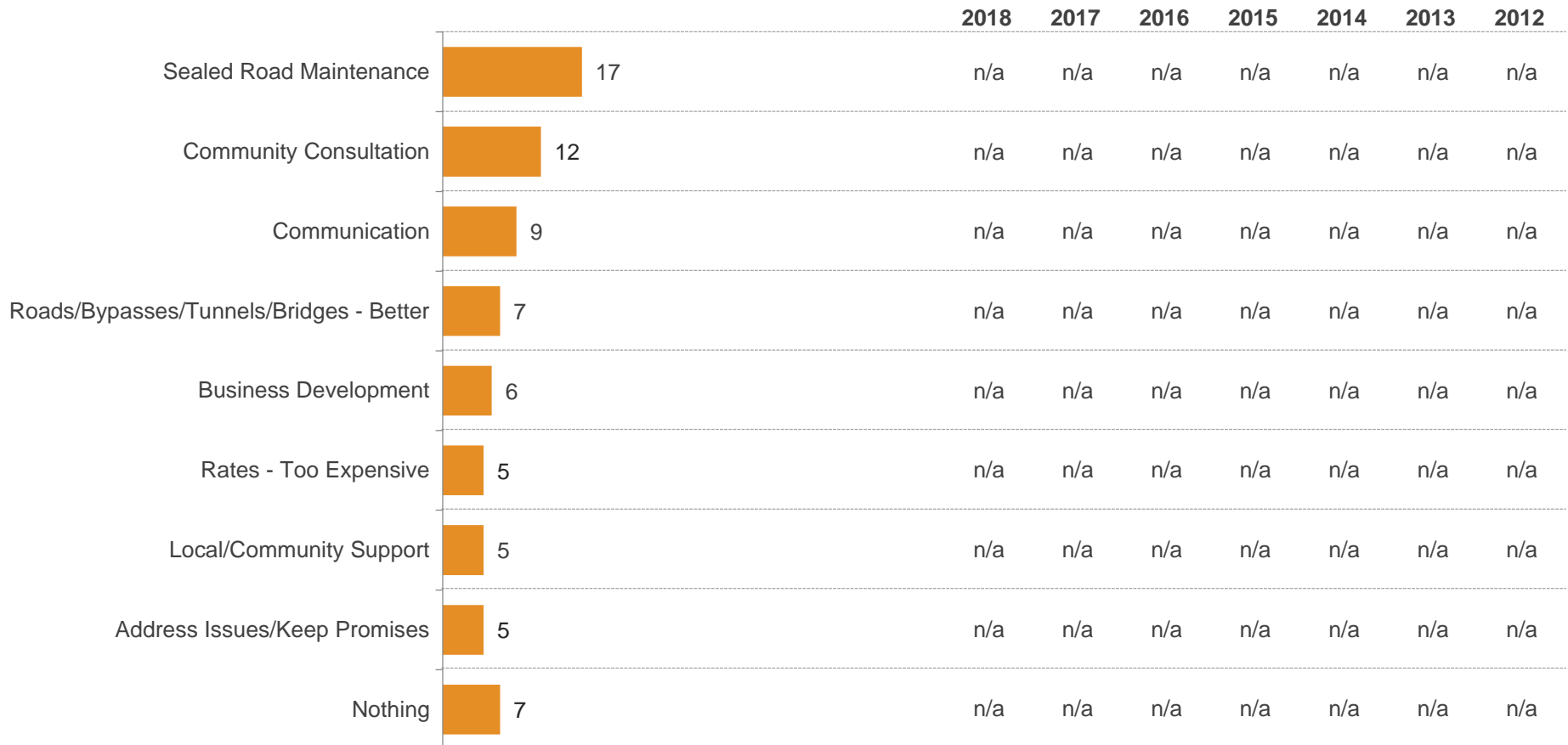
Significantly Lower than Group Average

- Not applicable



Areas for improvement

2019 areas for improvement (%)
- Top mentions only -



Q17. What does Swan Hill Rural City Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 12

Note: Significant differences have not been applied to this chart.

A verbatim listing of responses to this question can be found in the accompanying dashboard.

DETAILED FINDINGS



Overall performance



Overall performance

2019 overall performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
State-wide	60▲	59	59	59	60	61	60	60
Central	59▲	63	n/a	n/a	n/a	n/a	n/a	n/a
65+	58	65	64	61	63	59	64	59
35-49	56	56	54	55	57	49	59	53
Large Rural	56	56	54	54	56	n/a	n/a	n/a
Women	56	59	58	58	60	54	58	56
Swan Hill	54	59	58	57	59	53	58	57
Lakes	54	61	n/a	n/a	n/a	n/a	n/a	n/a
Murray Mallee	54	50	n/a	n/a	n/a	n/a	n/a	n/a
Men	53	58	58	55	57	52	59	57
18-34	52	55	56	54	60	51	55	61
50-64	51	58	53	57	53	52	56	52
Robinvale	32▼	39	n/a	n/a	n/a	n/a	n/a	n/a

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?

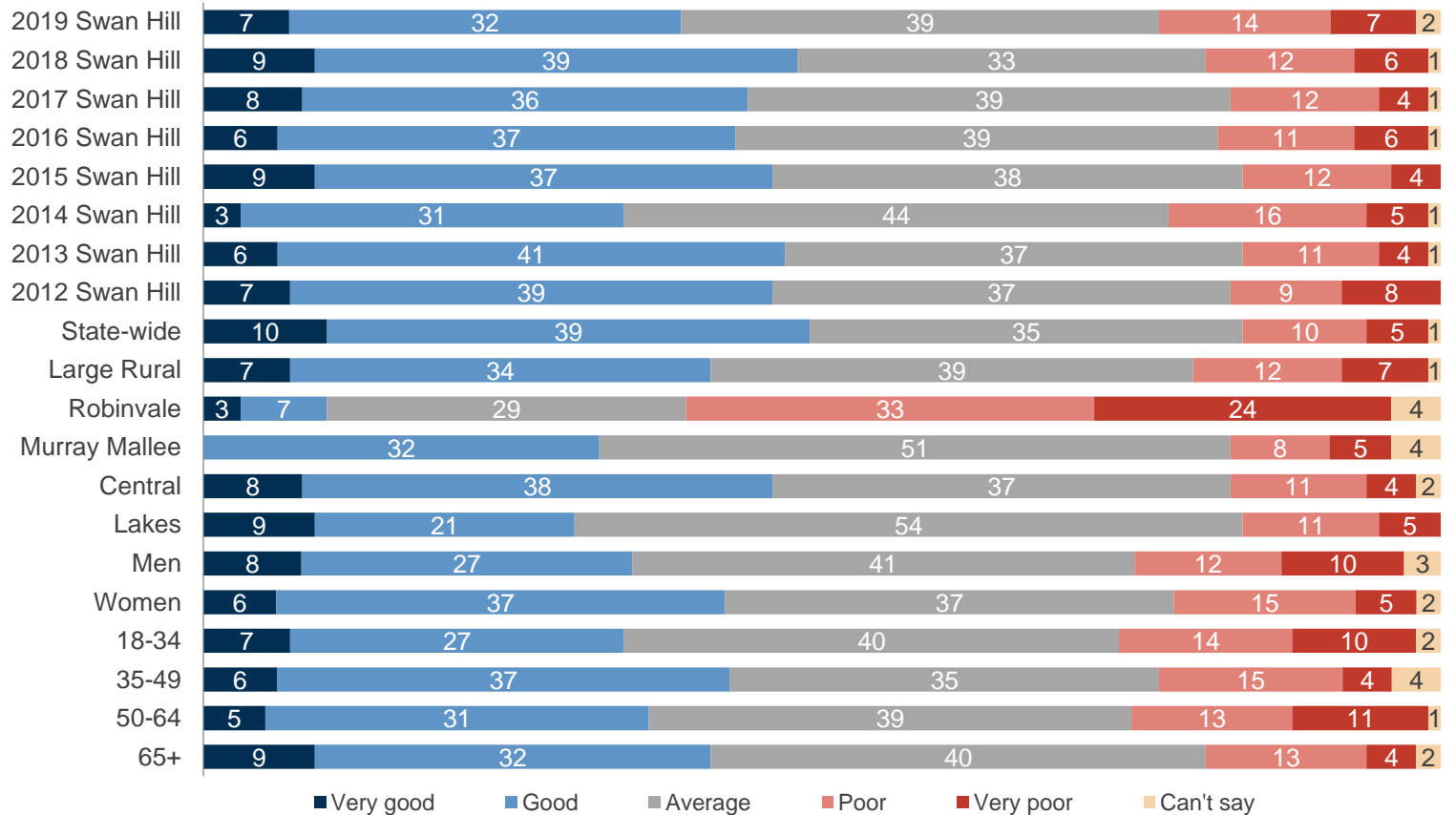
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Overall performance

Overall performance (%)



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

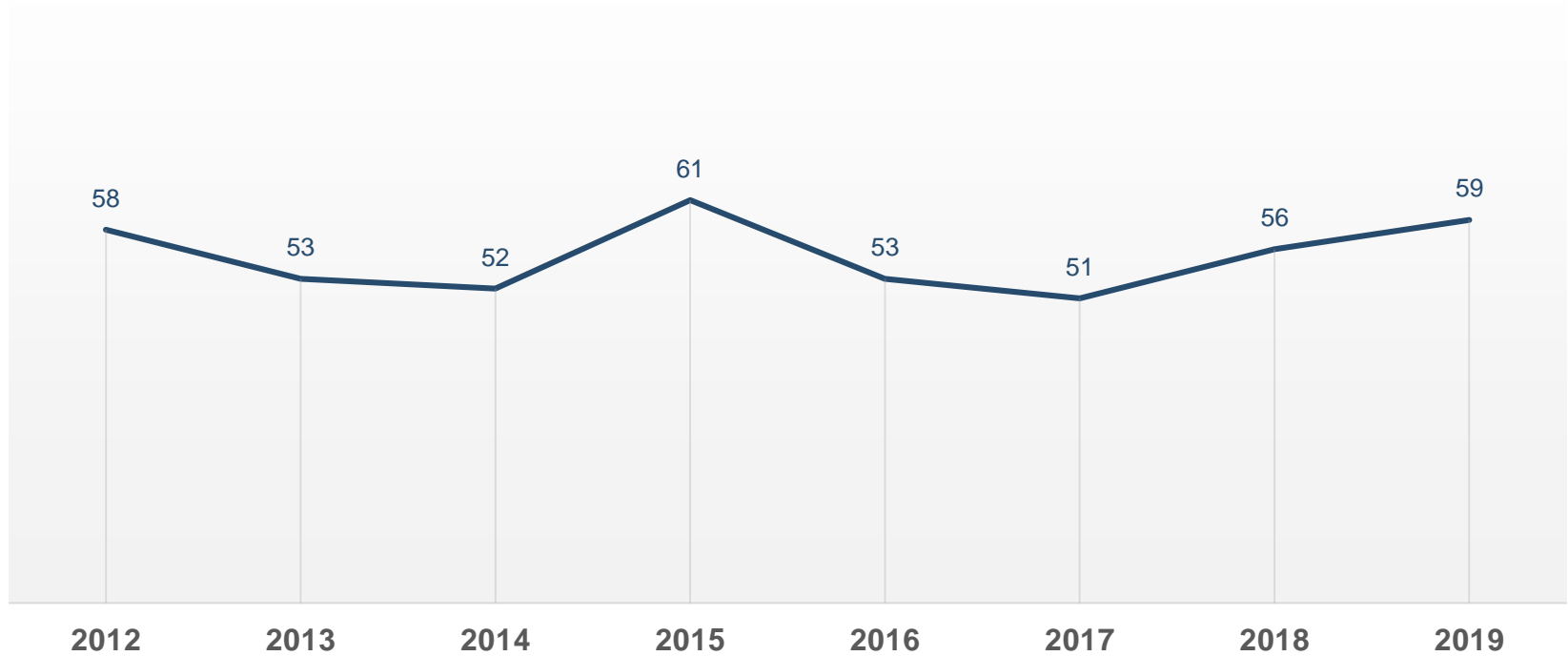


Customer service



Contact with council

2019 contact with council (%)
Have had contact



Q5a. Have you or any member of your household had any recent contact with Swan Hill Rural City Council in any of the following ways?
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7



Contact with council

2019 contact with council (%)

	2018	2017	2016	2015	2014	2013	2012
Robinvale	71	48	n/a	n/a	n/a	n/a	n/a
State-wide	63	61	58	58	60	61	60
Murray Mallee	63	71	n/a	n/a	n/a	n/a	n/a
Women	63	57	50	49	63	54	53
Large Rural	61	62	57	57	59	n/a	n/a
50-64	61	55	59	49	61	51	52
18-34	60	54	44	55	60	51	47
35-49	60	60	65	54	65	57	71
Swan Hill	59	56	51	53	61	52	53
Central	59	55	n/a	n/a	n/a	n/a	n/a
65+	57	57	43	53	57	49	43
Men	55	56	52	58	58	50	54
Lakes	44	52	n/a	n/a	n/a	n/a	n/a

Q5a. Have you or any member of your household had any recent contact with Swan Hill Rural City Council in any of the following ways?

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

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



Customer service rating

2019 customer service rating (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	75	59	59	66	62	57	70	65
Central	74	72	n/a	n/a	n/a	n/a	n/a	n/a
Women	74	69	71	73	69	64	73	68
Murray Mallee	72*	56	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	71	70	69	69	70	72	71	71
35-49	71	72	70	73	70	68	68	58
Swan Hill	70	67	67	68	68	65	71	64
65+	70	70	71	70	75	67	81	74
Lakes	70*	70	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	69	67	66	67	67	n/a	n/a	n/a
Men	65	64	63	65	66	65	70	60
50-64	63	66	65	65	65	67	69	62
Robinvale	51▼	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: 63 Councils asked group: 18

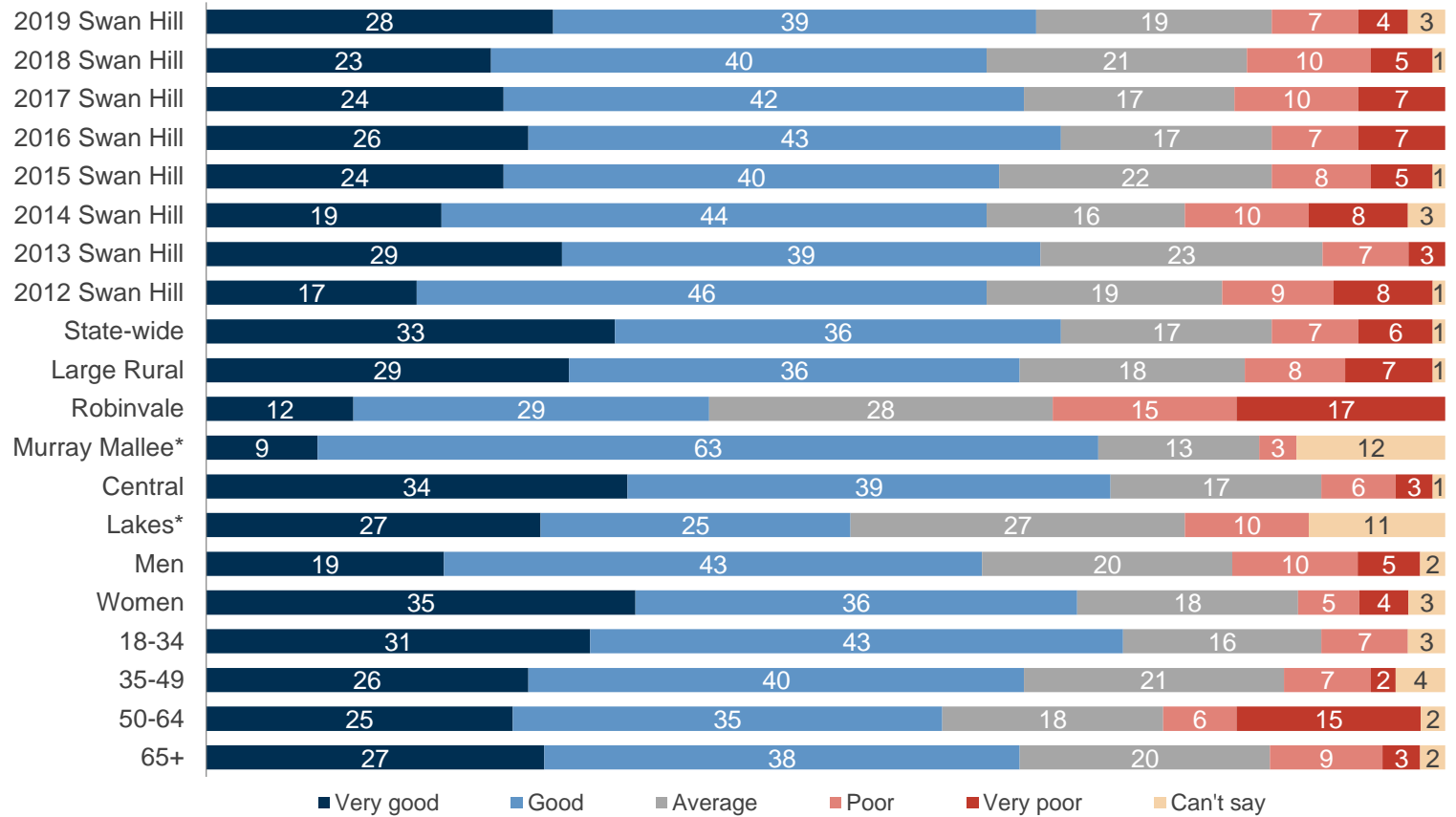
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating

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.

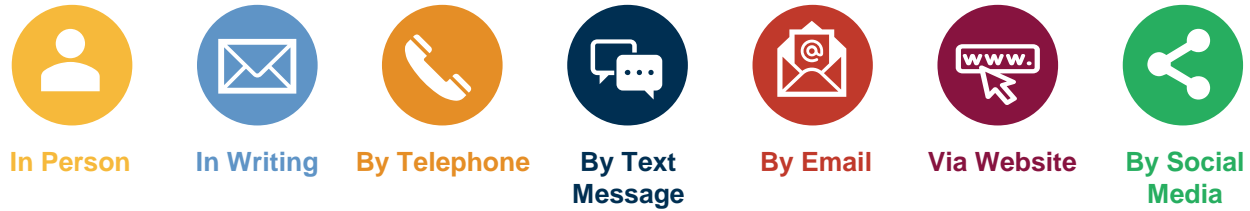
Councils asked state-wide: 63 Councils asked group: 18

*Caution: small sample size < n=30



Method of contact with council

2019 method of contact (%)



Q5a. Have you or any member of your household had any recent contact with Swan Hill Rural City Council in any of the following ways?

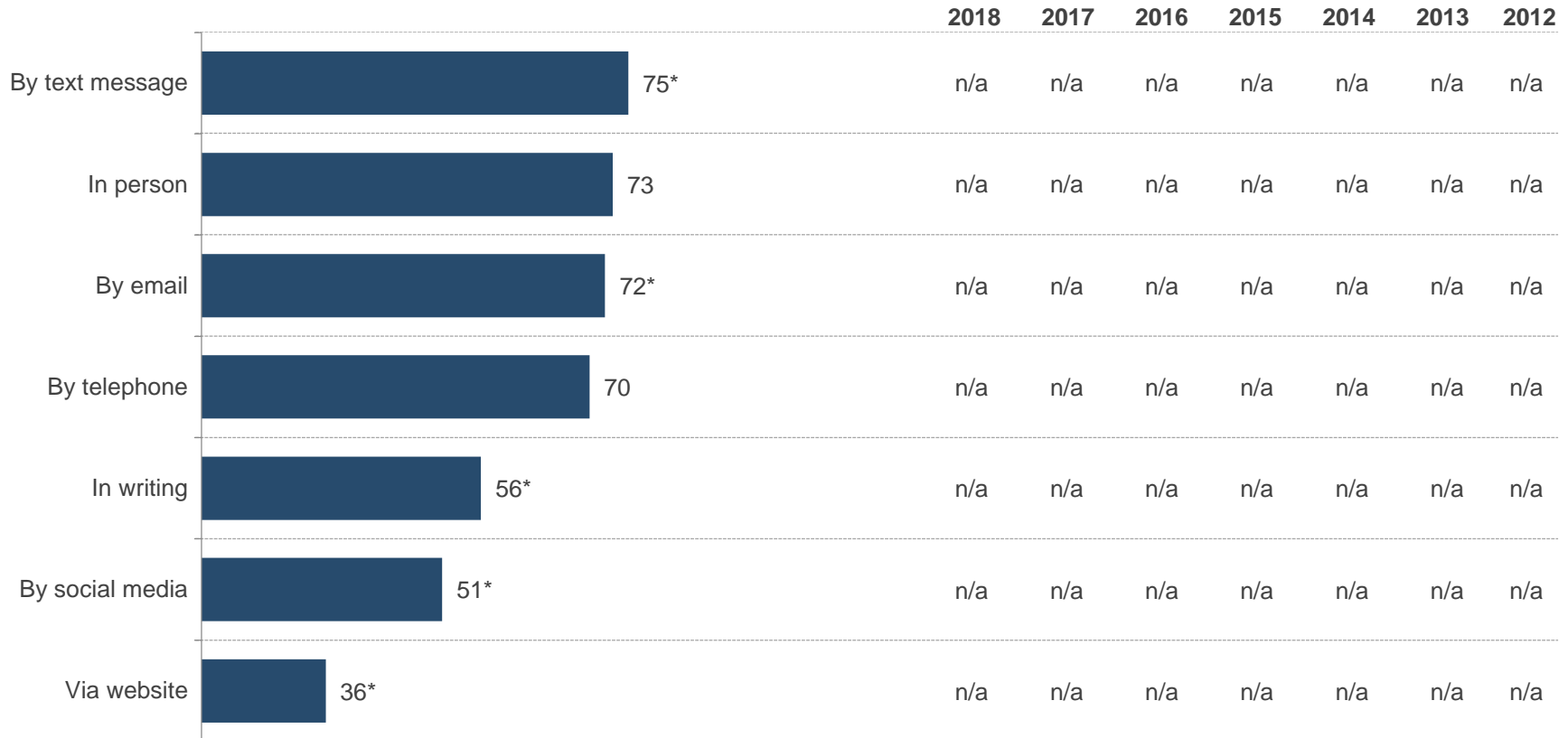
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

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



Customer service rating by method of last contact

2019 customer service rating (index score by method of last contact)



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: 63 Councils asked group: 18

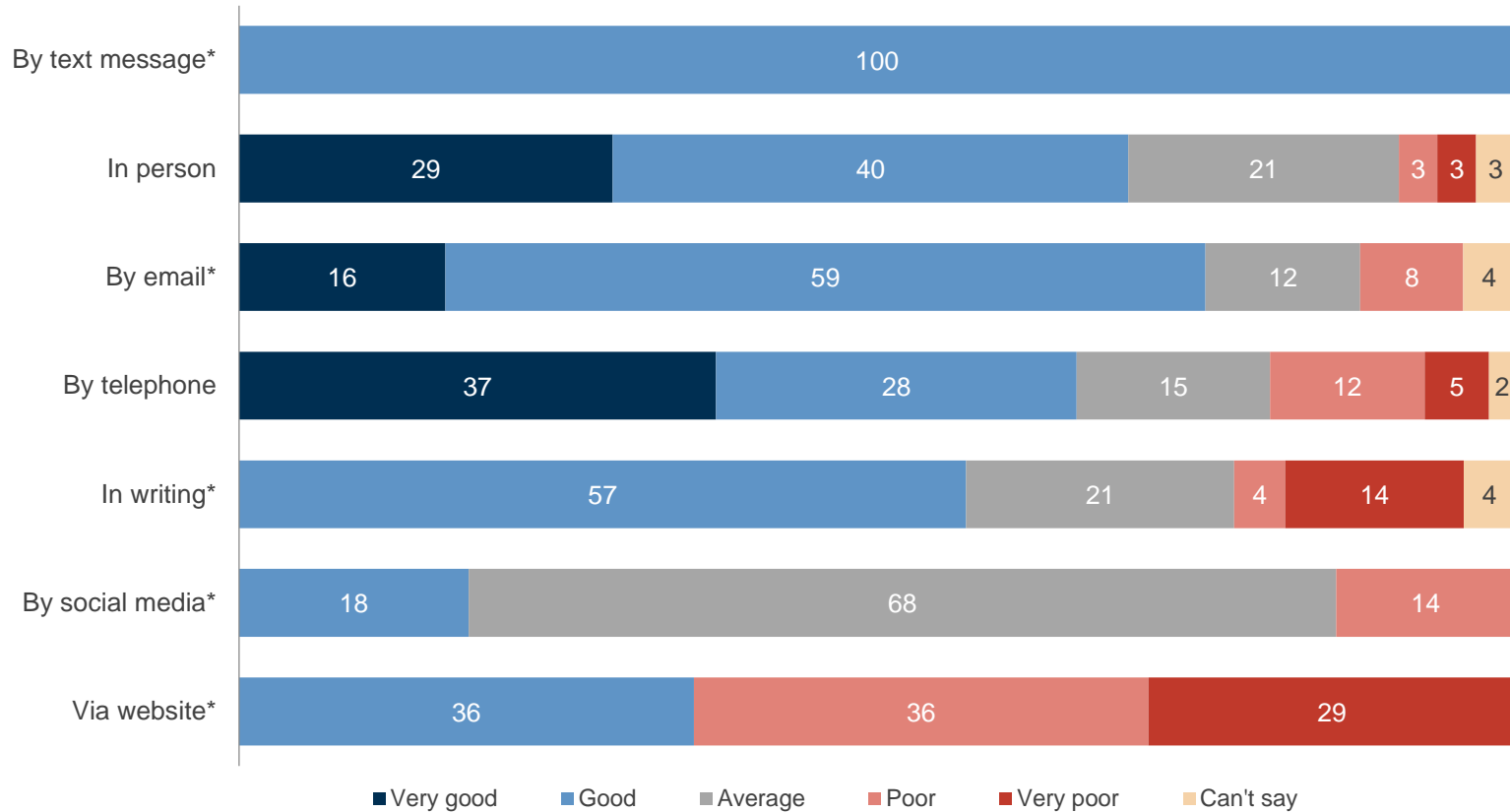
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2019 customer service rating (% by method of last contact)



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: 25 Councils asked group: 7

*Caution: small sample size < n=30



Communication



Communication summary

Overall preferred forms of communication

- Newsletter sent via mail (26%)

Preferred forms of communication among over 50s

- Newsletter sent via mail (32%)

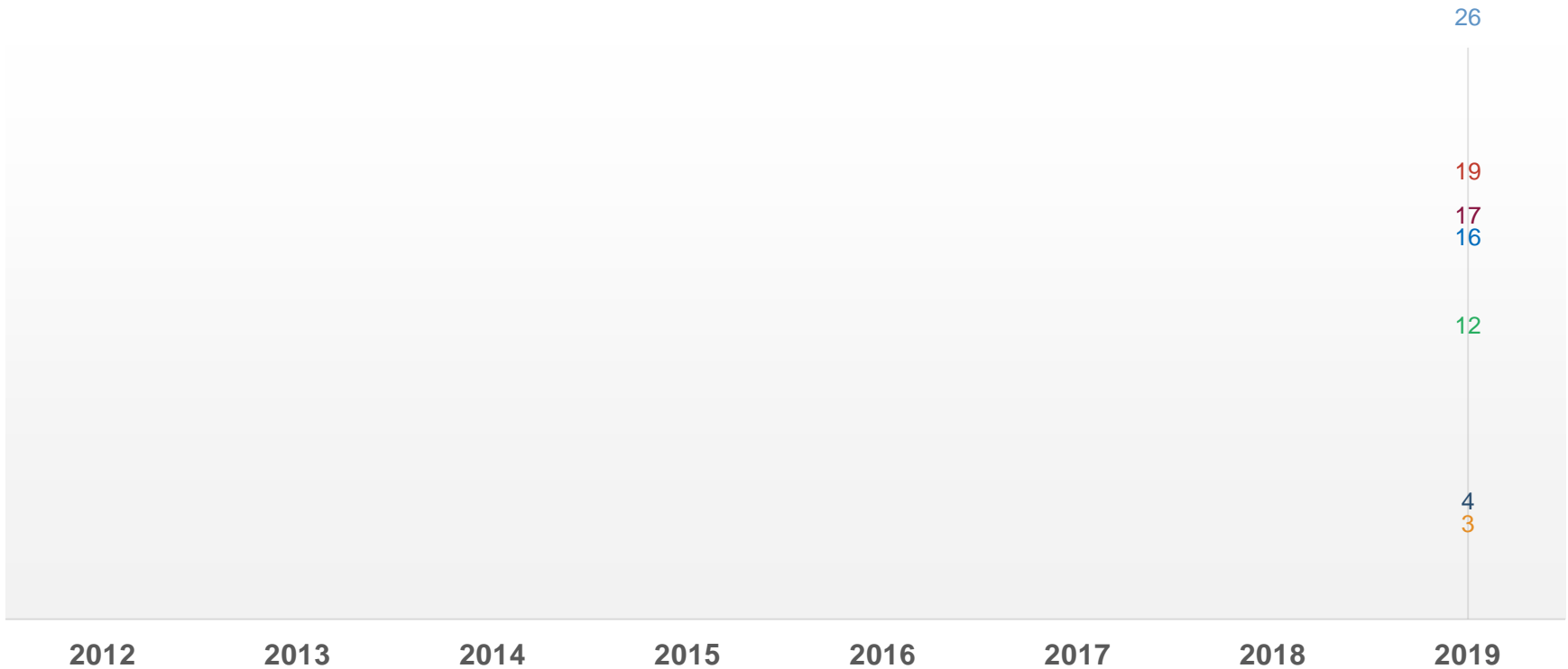
Preferred forms of communication among under 50s

- Social media (26%)
- Note: Social Media was added in 2019.



Best form of communication

2019 best form of communication (%)

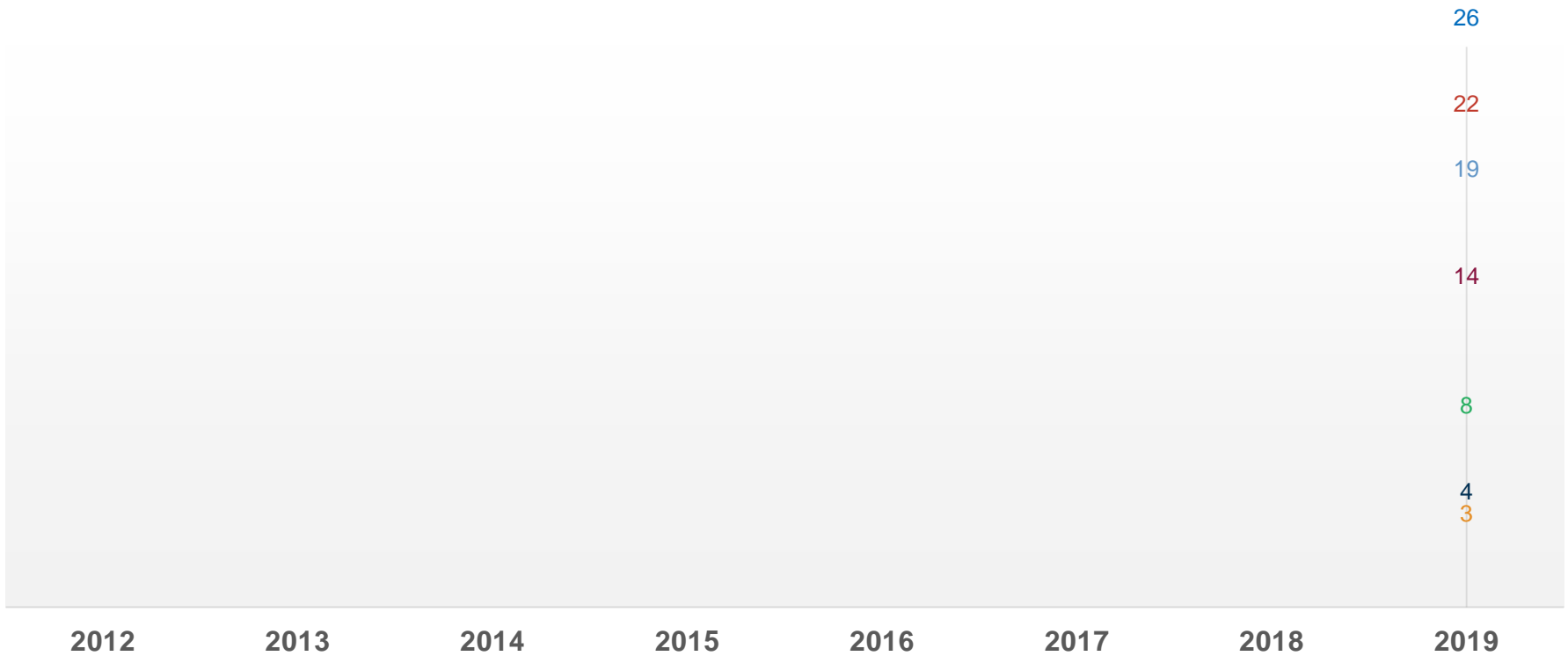


Q13. If Swan Hill Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 10



Best form of communication: under 50s

2019 under 50s best form of communication (%)



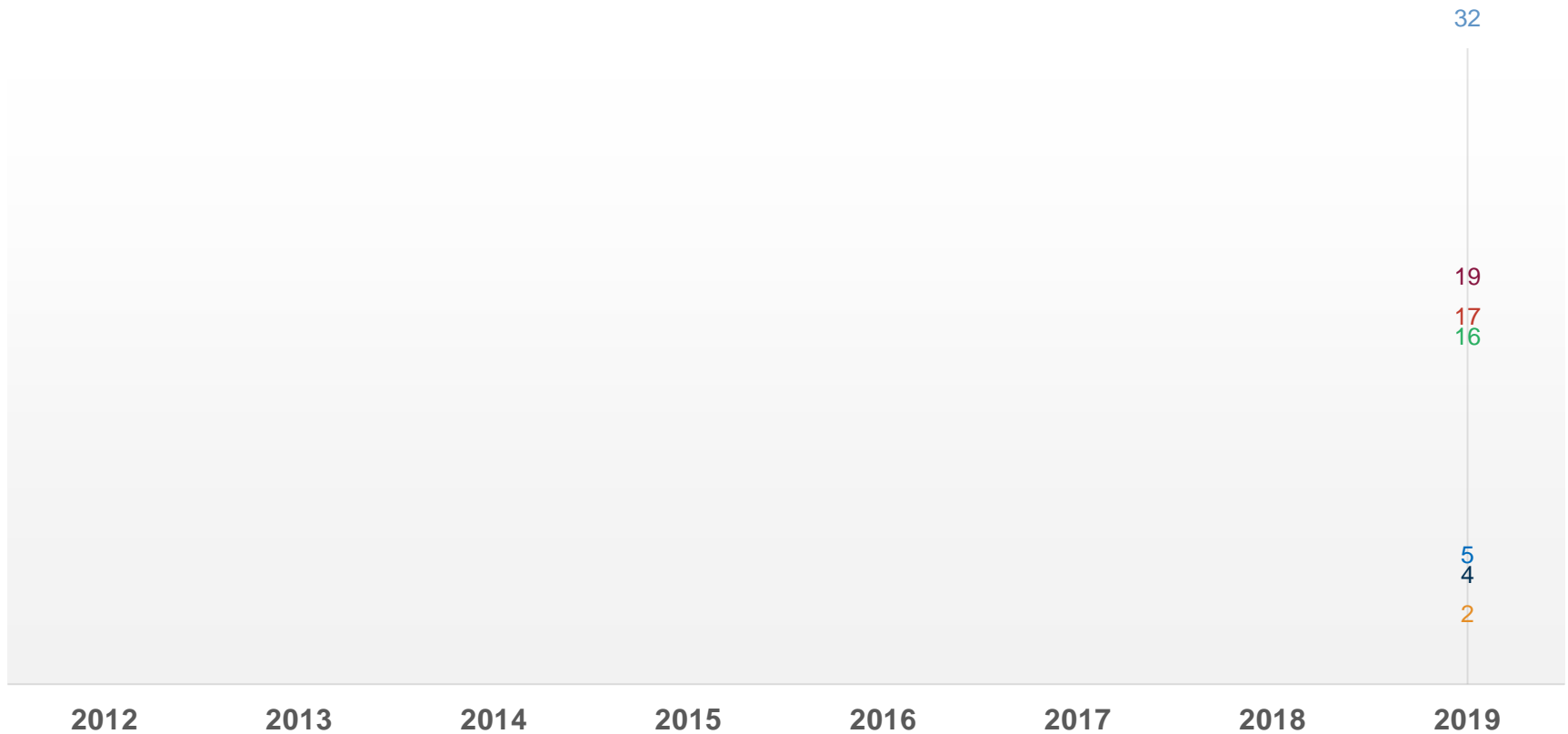
Q13. If Swan Hill Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged under 50. Councils asked state-wide: 31 Councils asked group: 10



2019 best form of communication: over 50s

2019 over 50s best form of communication (%)



Q13. If Swan Hill Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged over 50. Councils asked state-wide: 31 Councils asked group: 10



Council direction



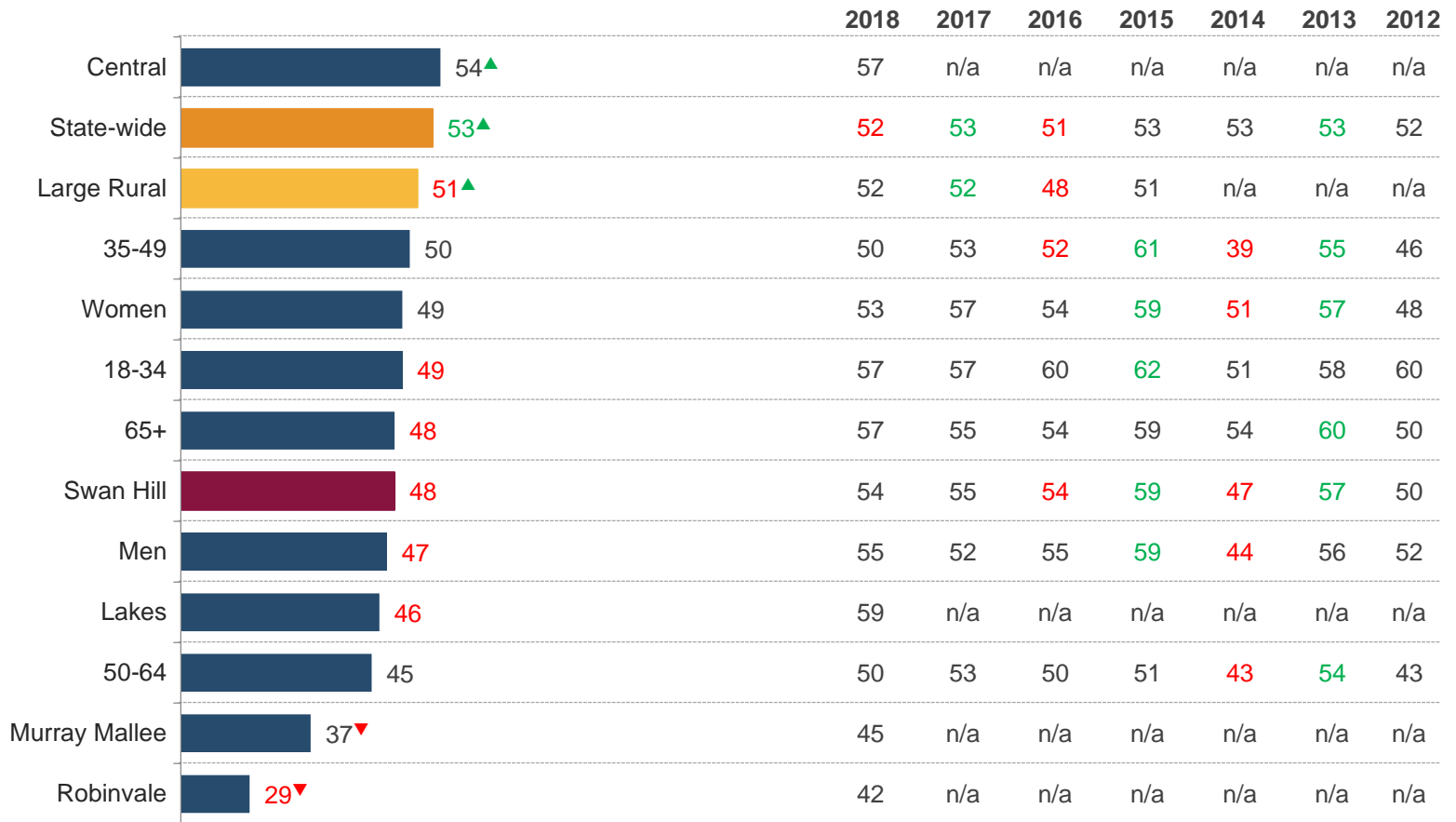
Council direction summary

Council direction	<ul style="list-style-type: none">• 64% stayed about the same, down 5 points on 2018• 15% improved, down 3 points on 2018• 18% deteriorated, up 8 points on 2018
Most satisfied with Council direction	<ul style="list-style-type: none">• Central residents
Least satisfied with Council direction	<ul style="list-style-type: none">• Robinvale residents



Overall council direction last 12 months

2019 overall direction (index scores)



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

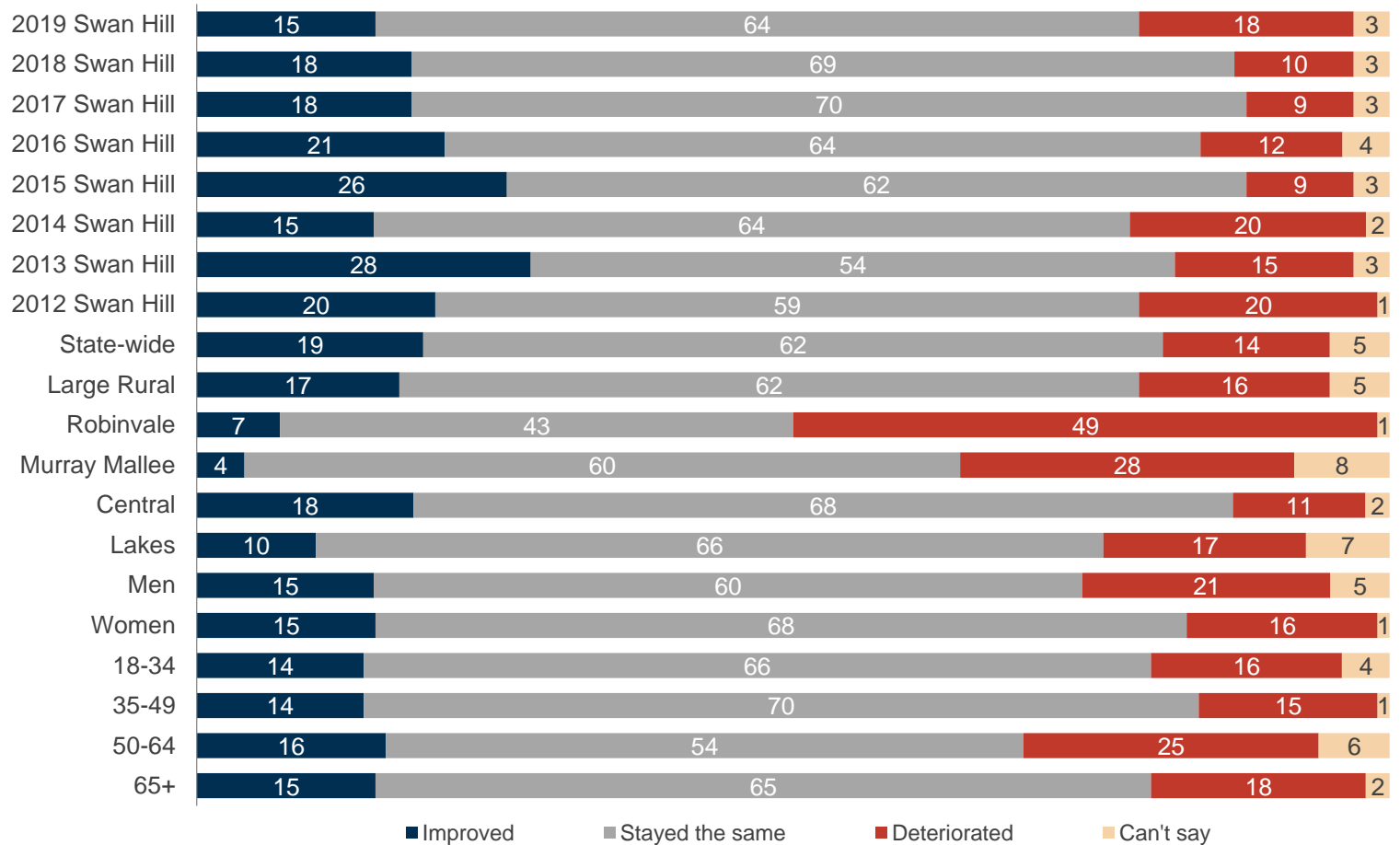
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Overall council direction last 12 months

2019 overall council direction (%)



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

The background of the slide features large, dark blue, stylized letters 'N' and 'W' that overlap. The interior of these letters is filled with a satellite-style map of North America, showing city lights and road networks in white and yellow against a dark blue background. The 'N' is on the left and the 'W' is on the right, with their stems overlapping.

Individual service areas



Community consultation and engagement performance

2019 Consultation and engagement performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Central	59▲	59	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	56	55	55	54	56	57	57	57
35-49	55	56	57	58	57	49	61	52
Women	55	57	56	56	57	56	62	53
18-34	54	53	61	52	53	59	61	61
Swan Hill	54	55	58	55	54	55	60	55
65+	54	61	59	56	57	56	61	56
Large Rural	54	54	52	52	54	n/a	n/a	n/a
Lakes	54	56	n/a	n/a	n/a	n/a	n/a	n/a
Men	53	54	59	54	52	53	58	58
50-64	53	53	51	55	52	54	56	50
Murray Mallee	51	50	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale	35▼	37	n/a	n/a	n/a	n/a	n/a	n/a

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

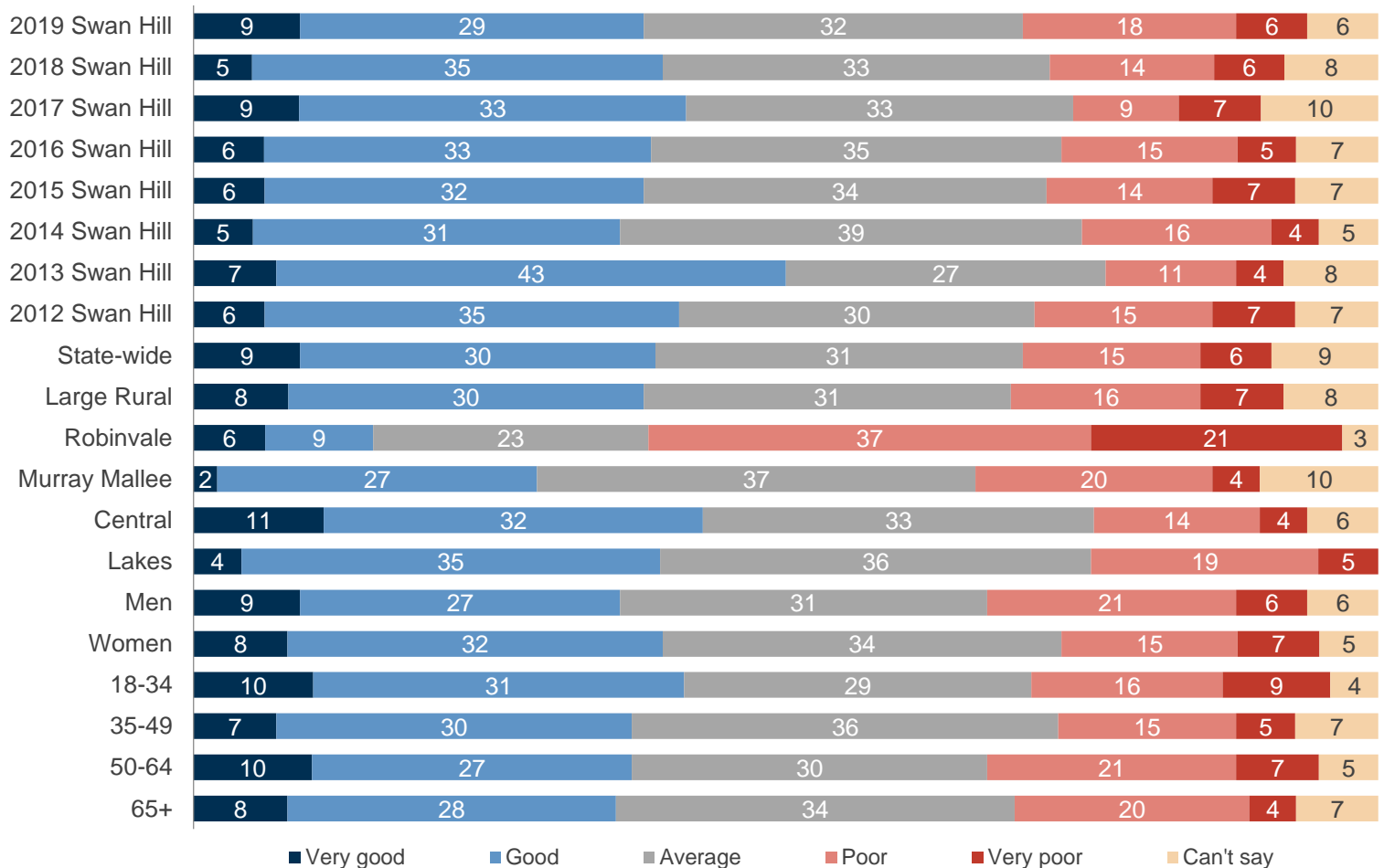
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Community consultation and engagement performance

2019 Consultation and engagement performance (%)

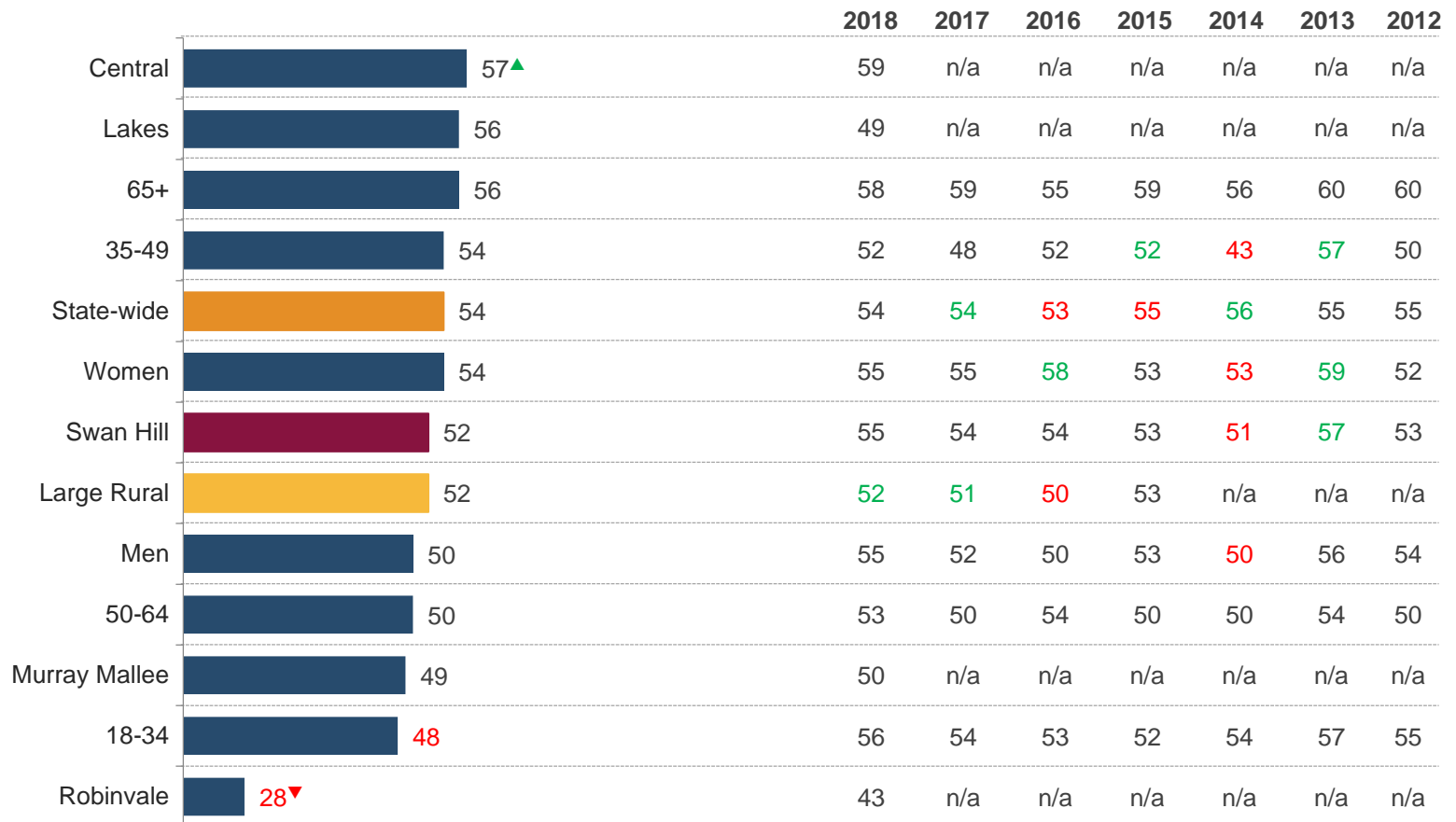


Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



Lobbying on behalf of the community performance

2019 Lobbying performance (index scores)



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

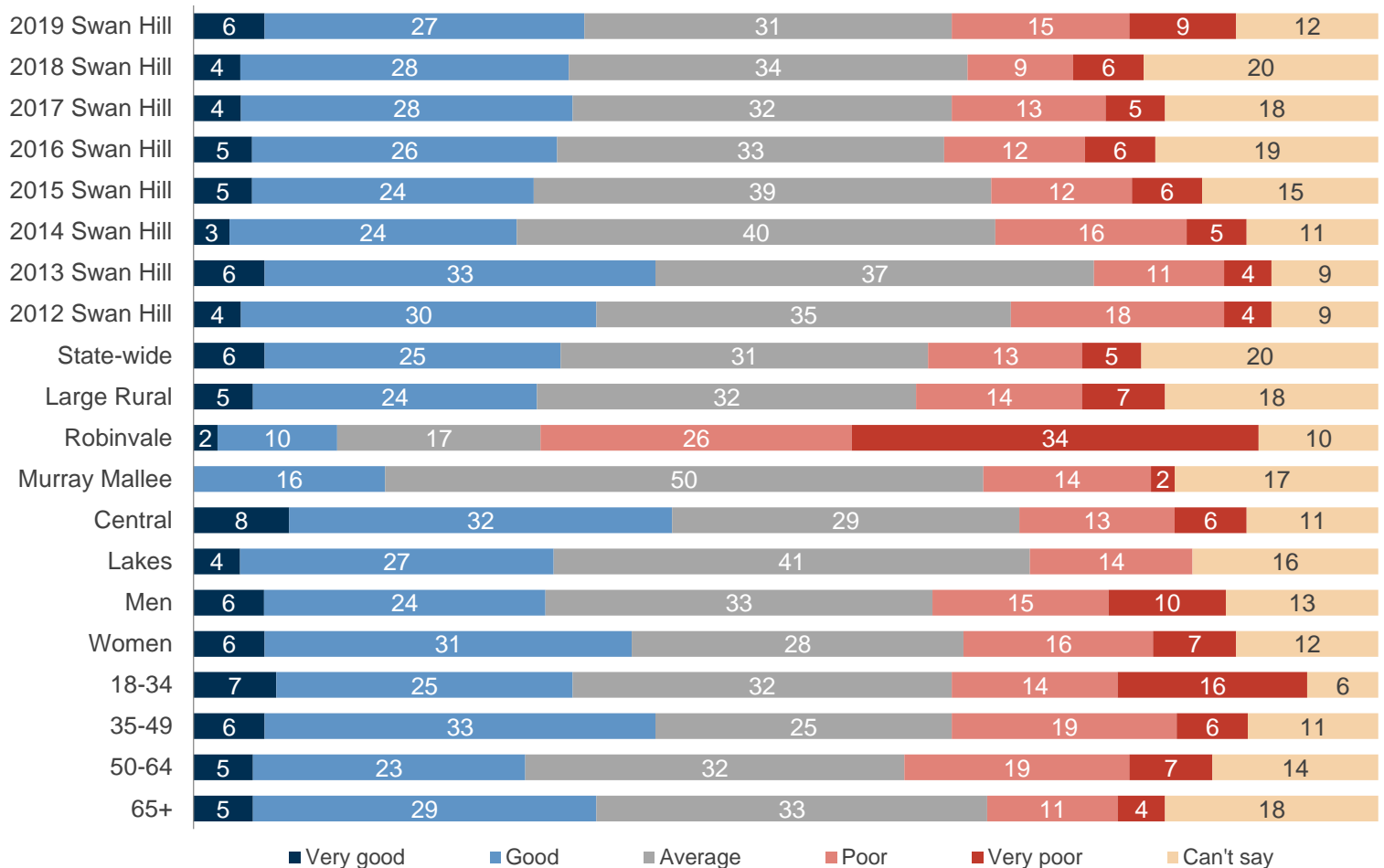
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



Lobbying on behalf of the community performance

2019 Lobbying performance (%)

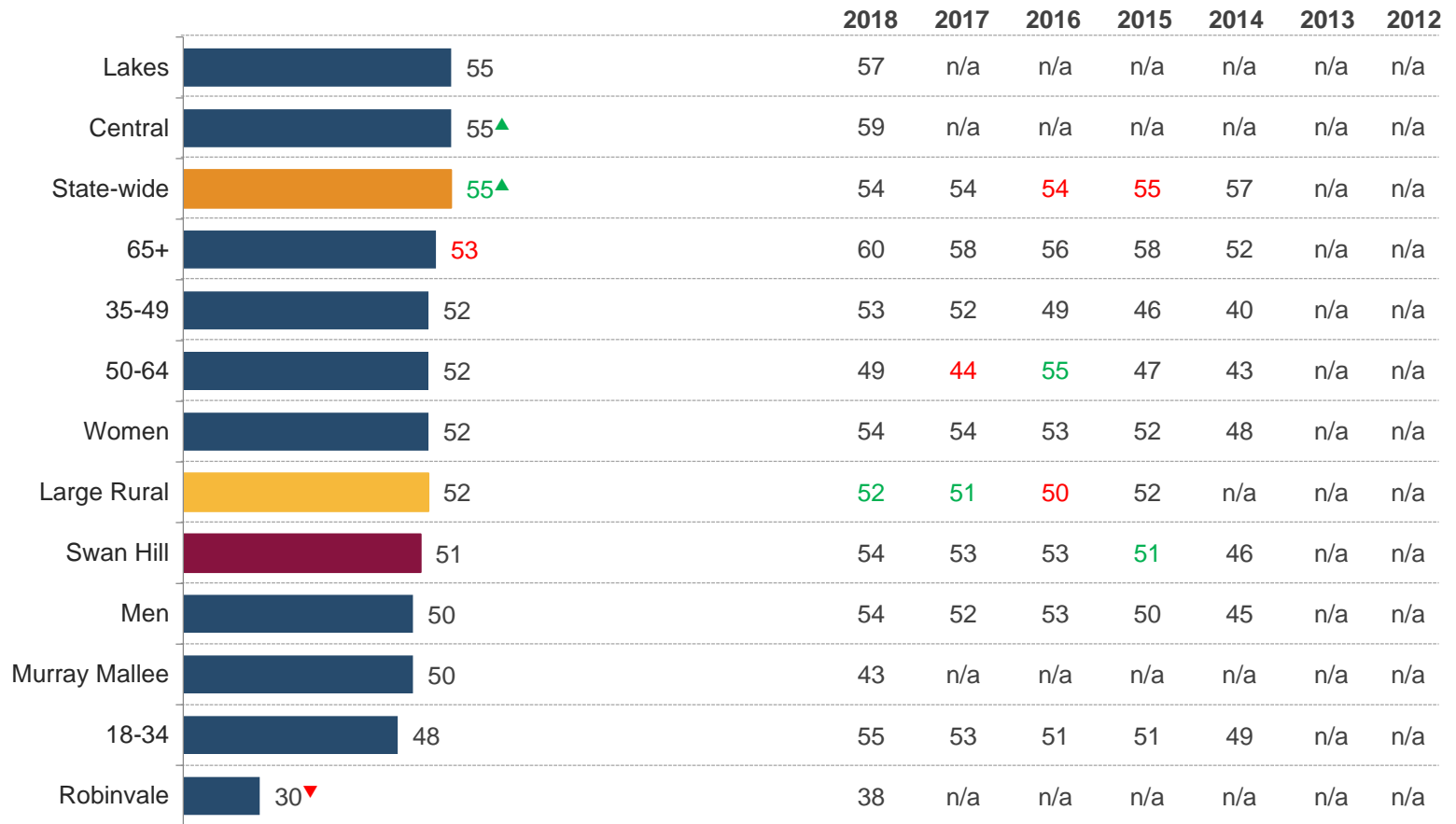


Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Decisions made in the interest of the community performance



2019 Community decisions made performance (index scores)



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

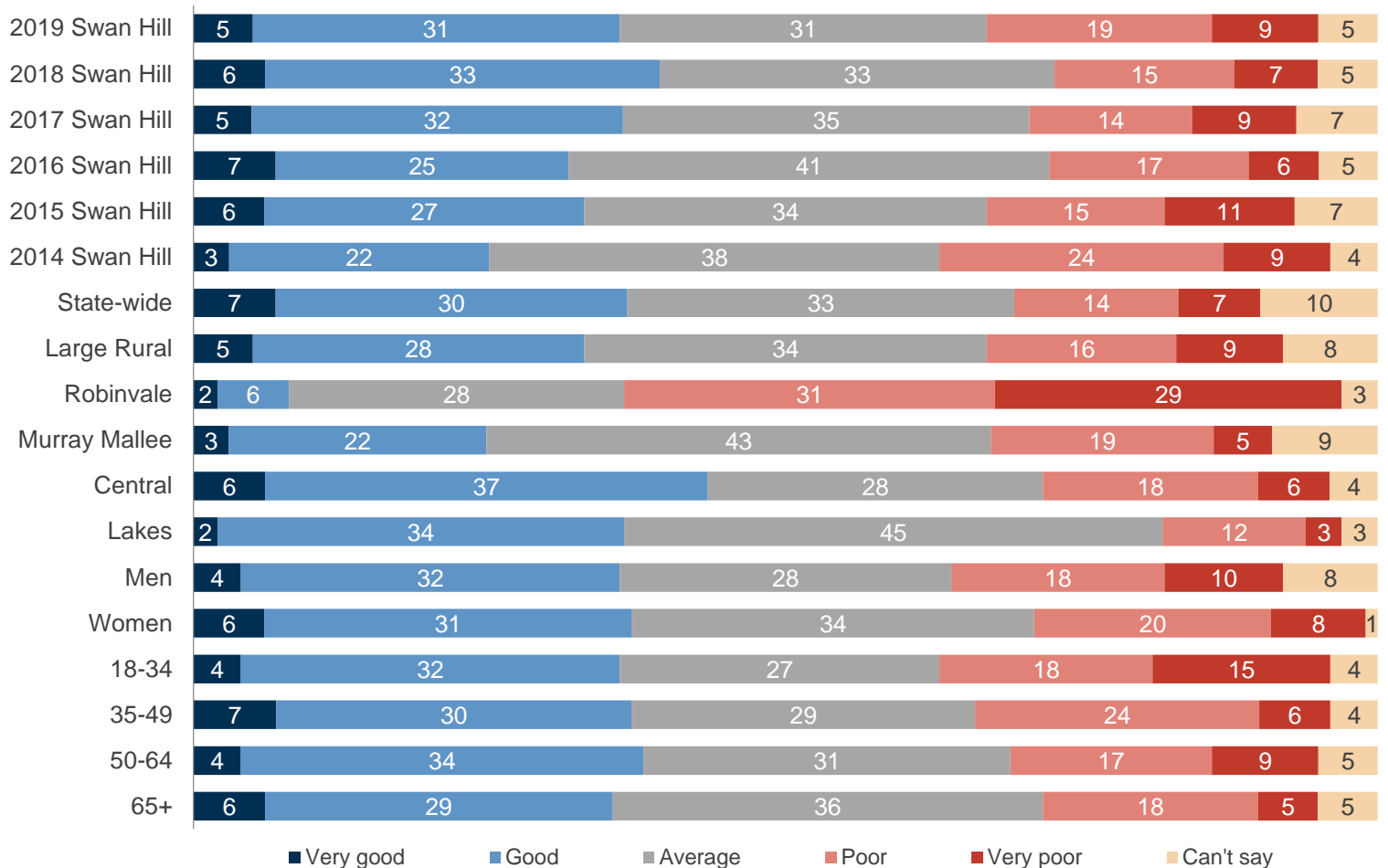
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

Decisions made in the interest of the community performance



2019 Community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (index scores)

	2018	2017	2016	2015	2014	2013	2012
State-wide	53	53▲	54	55	55	n/a	n/a
65+	58	57	58	60	57	n/a	n/a
Central	54	n/a	n/a	n/a	n/a	n/a	n/a
Men	52	49	45	50	48	n/a	n/a
Large Rural	45	43	44	45	n/a	n/a	n/a
Swan Hill	50	49	48	52	48	n/a	n/a
35-49	44	44	41	52	38	n/a	n/a
Women	49	49	51	55	49	n/a	n/a
Lakes	50	n/a	n/a	n/a	n/a	n/a	n/a
50-64	47	42	49	47	49	n/a	n/a
18-34	50	47	43	50	48	n/a	n/a
Murray Mallee	39	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale	40	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?

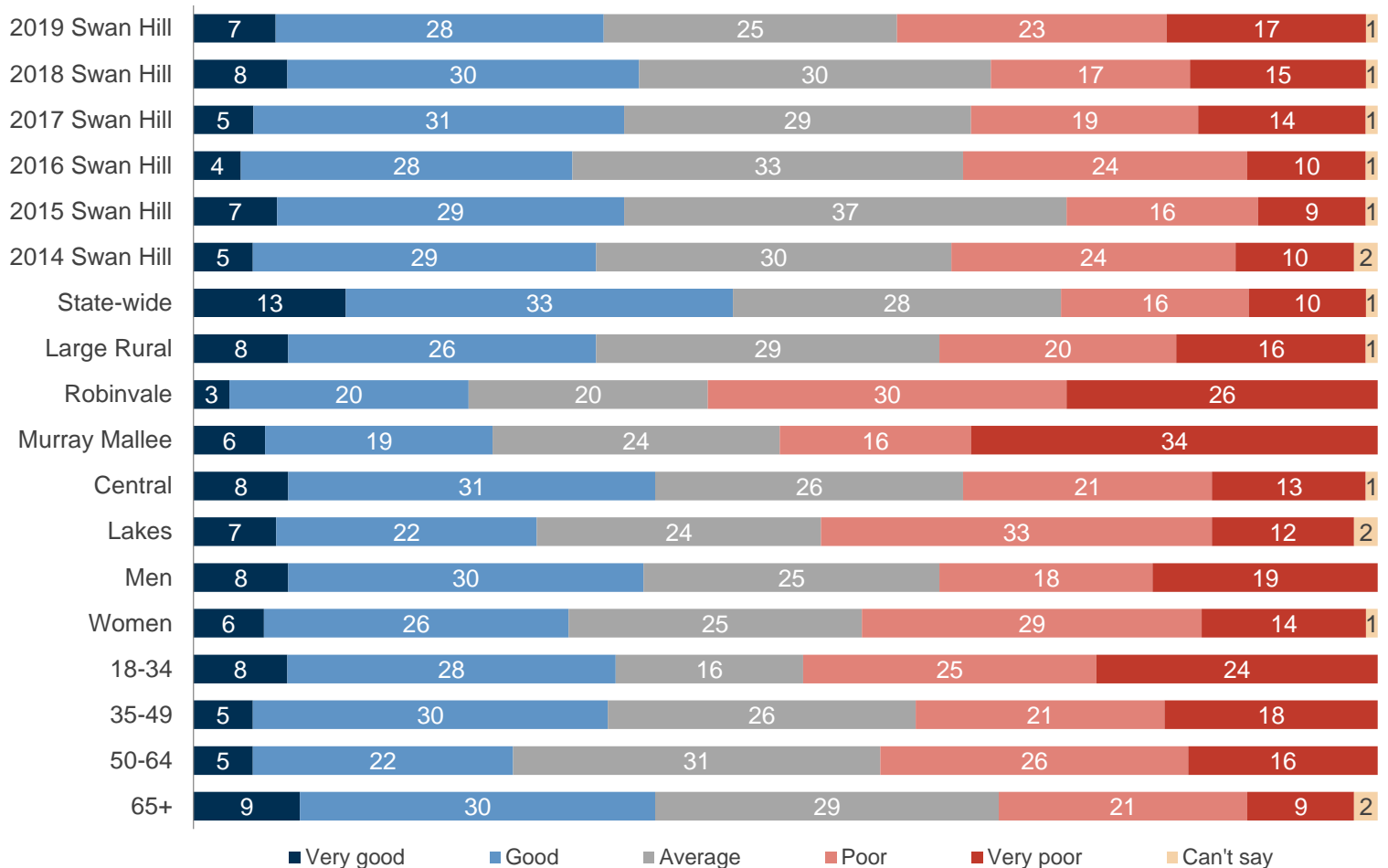
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

The condition of sealed local roads in your area performance



2019 Sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



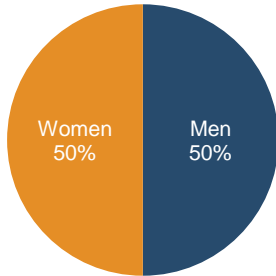
Detailed demographics



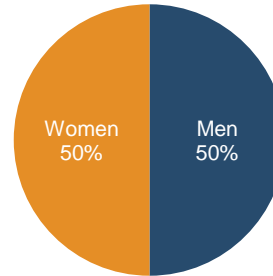
Gender and age profile

2019 gender

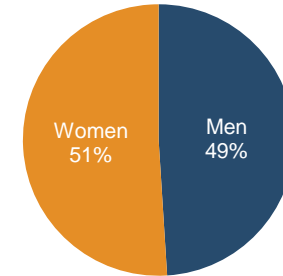
Swan Hill



Large Rural

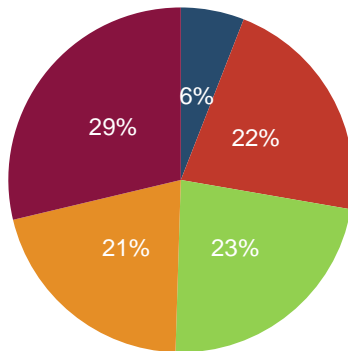


State-wide

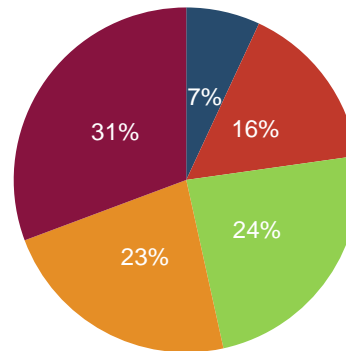


2019 age

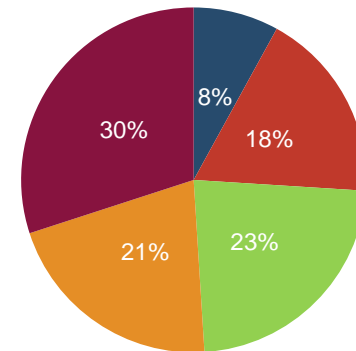
Swan Hill



Large Rural



State-wide

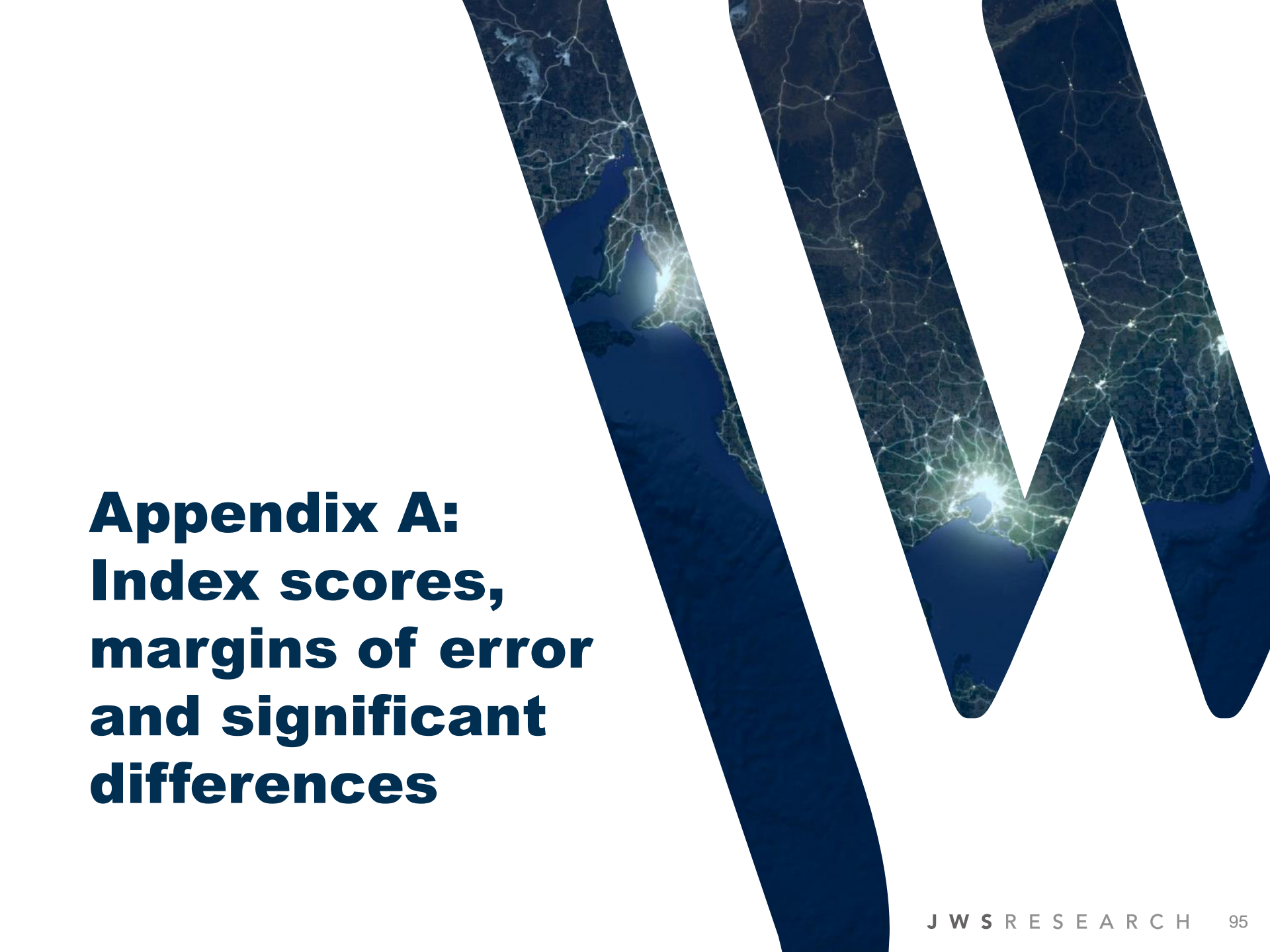


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report.
 Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

The background of the slide features large, stylized letters 'N' and 'W' in a dark blue color. The interior of these letters is filled with a satellite-style map of North America, showing city lights and geographical features. The 'N' is on the left and the 'W' is on the right, both slanted downwards from left to right.

Appendix A: Index scores, margins of error and significant differences



Appendix A: Index Scores

Index Scores

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

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

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

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

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



Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for 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 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	188	202	+/-7.1
Women	212	198	+/-6.7
Robinvale	57	54	+/-13.1
Murray Mallee	40	36	+/-15.7
Central	270	275	+/-5.9
Lakes	33	35	+/-17.3
18-34 years	51	111	+/-13.8
35-49 years	80	90	+/-11.0
50-64 years	112	84	+/-9.3
65+ years	157	115	+/-7.8



Appendix A: Significant difference reporting notation

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green (▲) and downward directing red arrows (▼).

Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

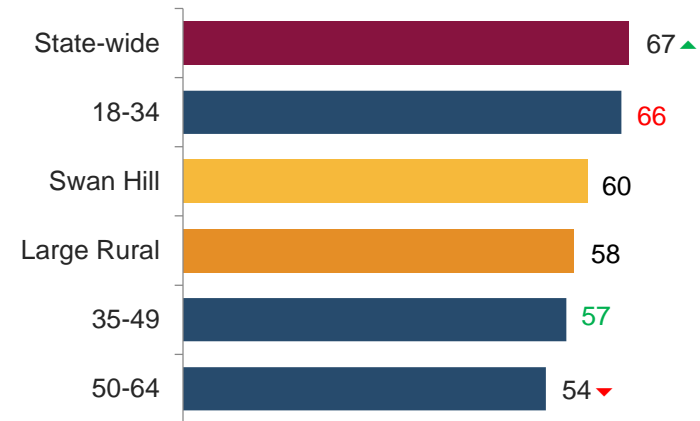
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

Overall Performance – Index Scores
(example extract only)





Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

- Survey methodology and sampling
- Analysis and reporting
- Glossary of terms

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2019 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2019 results are compared with previous years, as detailed below:

- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=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.

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, 2019.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2019 vary slightly.

Council Groups

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 2019 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

2012 survey revision

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of 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 2012-2019 have been made throughout this report as appropriate.



Appendix B: Analysis and reporting

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2019 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2019 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2019 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.



Appendix B: Glossary of terms

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

CSS: 2019 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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