



2023 Local Government Community Satisfaction Survey

Swan Hill Rural City Council

Coordinated by the Department of
Government Services on behalf of
Victorian councils



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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 twenty-fourth year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services 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 ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 24 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 24 years of results, the CSS offers councils a long-term 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.

A large, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a dark blue color and contains a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex data structure. The background of the 'W' is a lighter blue gradient.

Key findings and recommendations



Swan Hill Rural City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Swan Hill 50



Large Rural 52



State-wide 56

Council performance compared to group average

Top 3 performing areas		
	Waste management	▲ higher
	Appearance of public areas	▬ on par
	Elderly support services	▬ on par
Lowest 3 performing areas		
	Unsealed roads	▲ higher
	Planning & building permits	▬ on par
	Sealed local roads	▲ higher
	Customer service	▬ on par



Summary of core measures

Index scores

Overall Performance

Value for money

Community Consultation

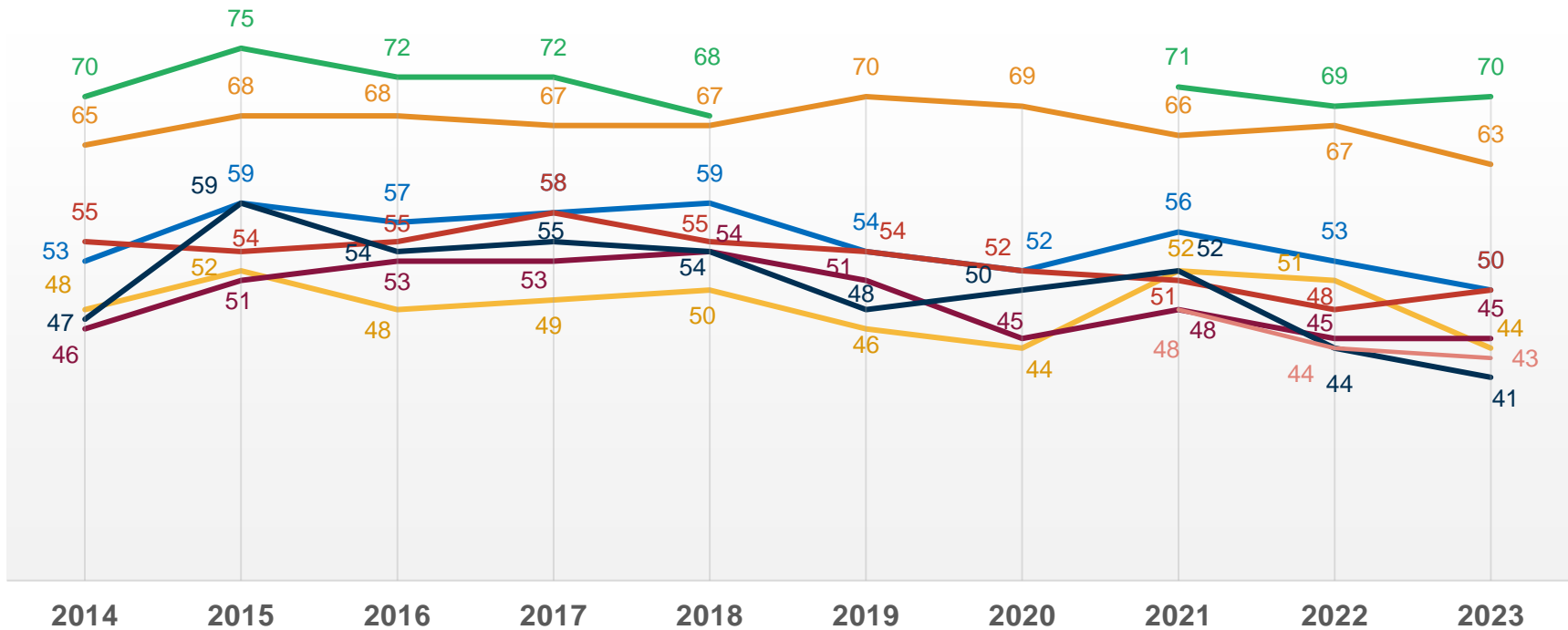
Making Community Decisions

Sealed Local Roads

Waste management

Customer Service

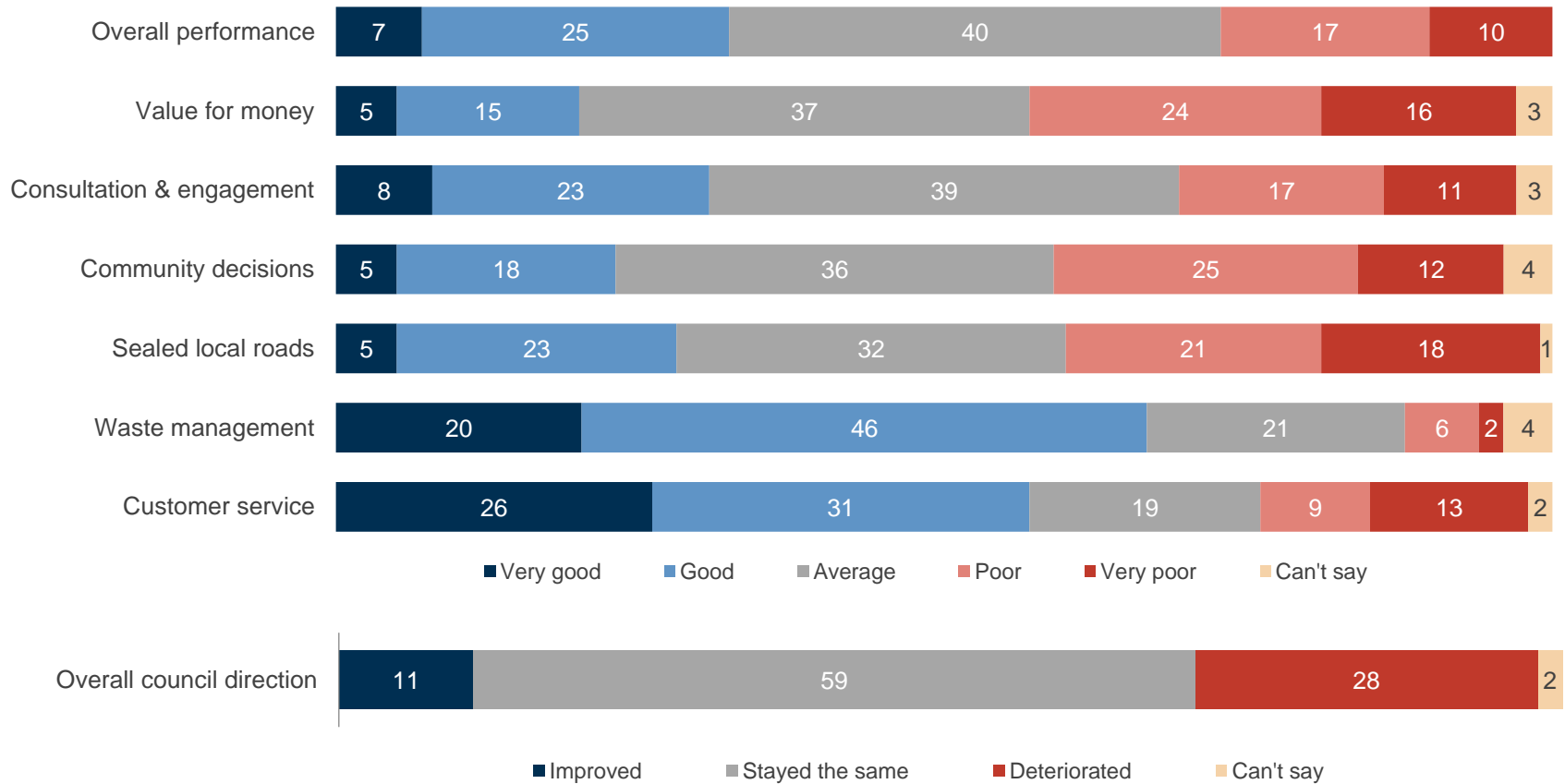
Overall Council Direction














Summary of core measures

Core measures summary results (%)














Summary of Swan Hill Rural City Council performance

Services	Swan Hill 2023	Swan Hill 2022	Large Rural 2023	State-wide 2023	Highest score	Lowest score
 Overall performance	50	53	52	56	Aged 18-34 years	Aged 50-64 years
 Value for money	43	44	45	49	Aged 65+ years	Aged 50-64 years
 Overall council direction	41	44	44	46	Aged 65+ years	Aged 50-64 years
 Customer service	63	67	65	67	Aged 35-49 years, Women	Lakes residents
 Waste management	70	69	65	66	Aged 65+ years	Robinvale and Surrounds residents
 Appearance of public areas	65	73	65	67	Aged 65+ years	Aged 35-49 years, Robinvale and Surrounds residents
 Elderly support services	61	64	63	63	Swan Hill and Surrounds residents	Robinvale and Surrounds residents
 Family support services	60	65	61	63	Aged 65+ years	Robinvale and Surrounds residents
 Community & cultural	59	59	64	66	Lakes residents, Aged 65+ years	Aged 18-34 years, Aged 50-64 years



Summary of Swan Hill Rural City Council performance

Services		Swan Hill 2023	Swan Hill 2022	Large Rural 2023	State-wide 2023	Highest score	Lowest score
	Environmental sustainability	58	60	58	60	Lakes residents	Aged 35-49 years, Robinvale and Surrounds residents
	Bus/community dev./tourism	53	51	56	59	Lakes residents	Robinvale and Surrounds residents
	Informing the community	51	50	54	57	Aged 18-34 years	Aged 50-64 years
	Consultation & engagement	50	48	49	52	Aged 35-49 years	Aged 50-64 years, Lakes residents
	Local streets & footpaths	48	52	47	52	Aged 65+ years	Lakes residents, Aged 35-49 years
	Community decisions	45	45	48	51	Lakes residents	Aged 35-49 years
	Sealed local roads	44	51	40	48	Aged 65+ years	Lakes residents, Aged 50-64 years
	Planning & building permits	40	44	42	47	Lakes residents, Women	Men
	Unsealed roads	39	39	35	37	Aged 18-34 years, Lakes residents	Aged 35-49 years, Aged 50-64 years



Focus areas for the next 12 months

Overview

Perceptions of overall performance for Swan Hill Rural City Council are at an all time low. Council performs in line with the Large Rural group, but significantly lower than the State-wide average on overall performance. On the individual service areas evaluated, performance is stable for most, although several have declined significantly in the last 12 months and no significant improvements were recorded on any measure.

Key influences on perceptions of overall performance

Community decisions and sealed local roads have the greatest influence on overall performance but are among Council's lowest performing areas. These areas should be a priority for Council in the next 12 months. Planning and building permits is also a low performing area, and has a moderate impact on overall performance perceptions, thus should also be a focus area. Efforts should be made to maintain high performance on waste management, which has a moderate influence on overall performance.

Comparison to state and area grouping

Council performs in line with or significantly lower than both the Large Rural group and the State-wide average across most of the service areas evaluated. In Council's top performing service area, waste management, Council performs significantly higher than the Large Rural group and the State-wide average. Council also performs significantly higher than the Large Rural group average on sealed and unsealed roads.

A need to abate declines and rebuild

In the past two years, Council has not made any significant improvements on any of the service areas evaluated. Whilst most service areas remain stable, several areas experienced significant declines in the past 12 months. Council should focus on improving perceptions within the community on these measures and abating any further patterns of decline in the coming year. It is also worth noting that 22% of residents mention sealed road maintenance as an area Council needs most to improve.

DETAILED FINDINGS



Overall performance

Overall performance

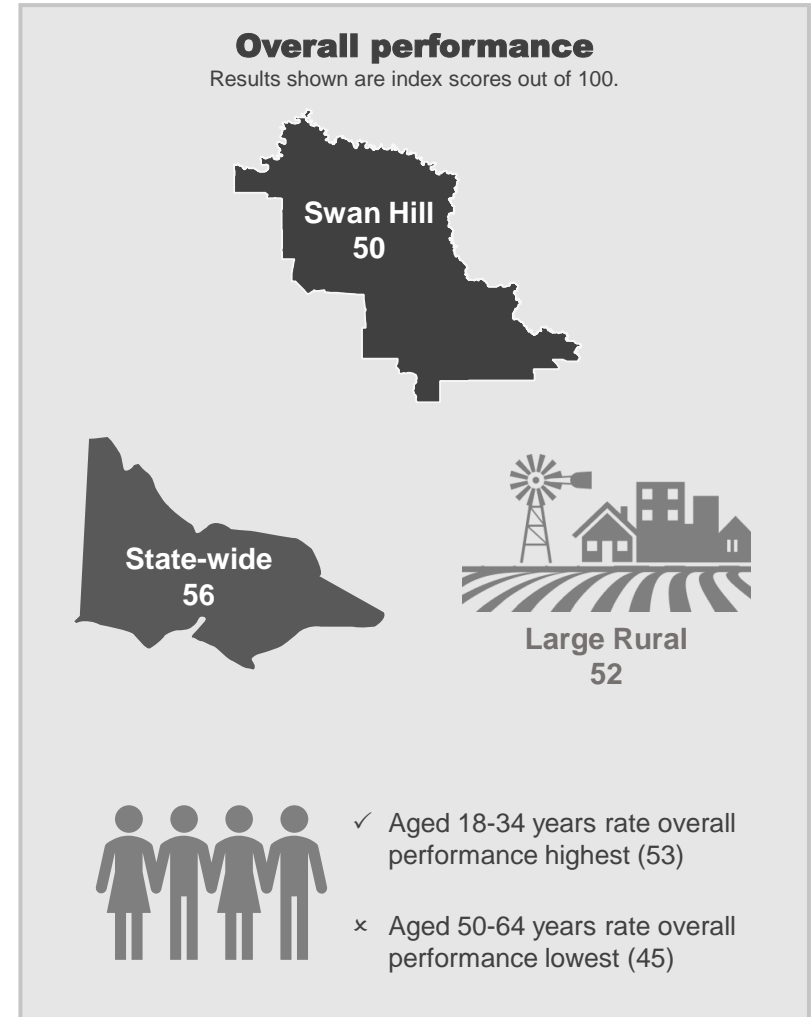
The overall performance index score of 50 for Swan Hill Rural City Council is three index points lower than last year. Whilst this decline is not significant, it represents the continuation of decline since the most recent peak of 56 in 2021.

- Overall performance is now at its lowest level recorded in the last decade.

Swan Hill Rural City Council's overall performance is rated in line with the Large Rural group and statistically significantly lower (at the 95% confidence interval) than the State-wide average for councils (index scores of 52 and 56 respectively).

- Perceptions of overall performance increased significantly among 18 to 34 year olds in the last 12 months (index score of 53, up eight points), but declined significantly among residents aged 65 years and over (index score of 52, down eight points).

One in five residents (20%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. This is half as many as those who rate Council as 'very poor' or 'poor' (40%). A further 37% rate Council as 'average' in terms of providing value for money.





Overall performance

2023 overall performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
State-wide	56▲	59	61	58	60	59	59	59	60	61
18-34	53	45	55	54	52	55	56	54	60	51
65+	52	60	60	53	58	65	64	61	63	59
Women	52	51	55	53	56	59	58	58	60	54
Large Rural	52	55	58	55	56	56	54	54	56	n/a
Swan Hill and Surrounds	51	54	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	50	53	56	52	54	59	58	57	59	53
Robinvale and Surrounds	50	52	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	49	54	57	51	53	58	58	55	57	52
35-49	49	54	54	52	56	56	54	55	57	49
Lakes	47*	40	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	45	48	53	49	51	58	53	57	53	52

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: 66 Councils asked group: 18

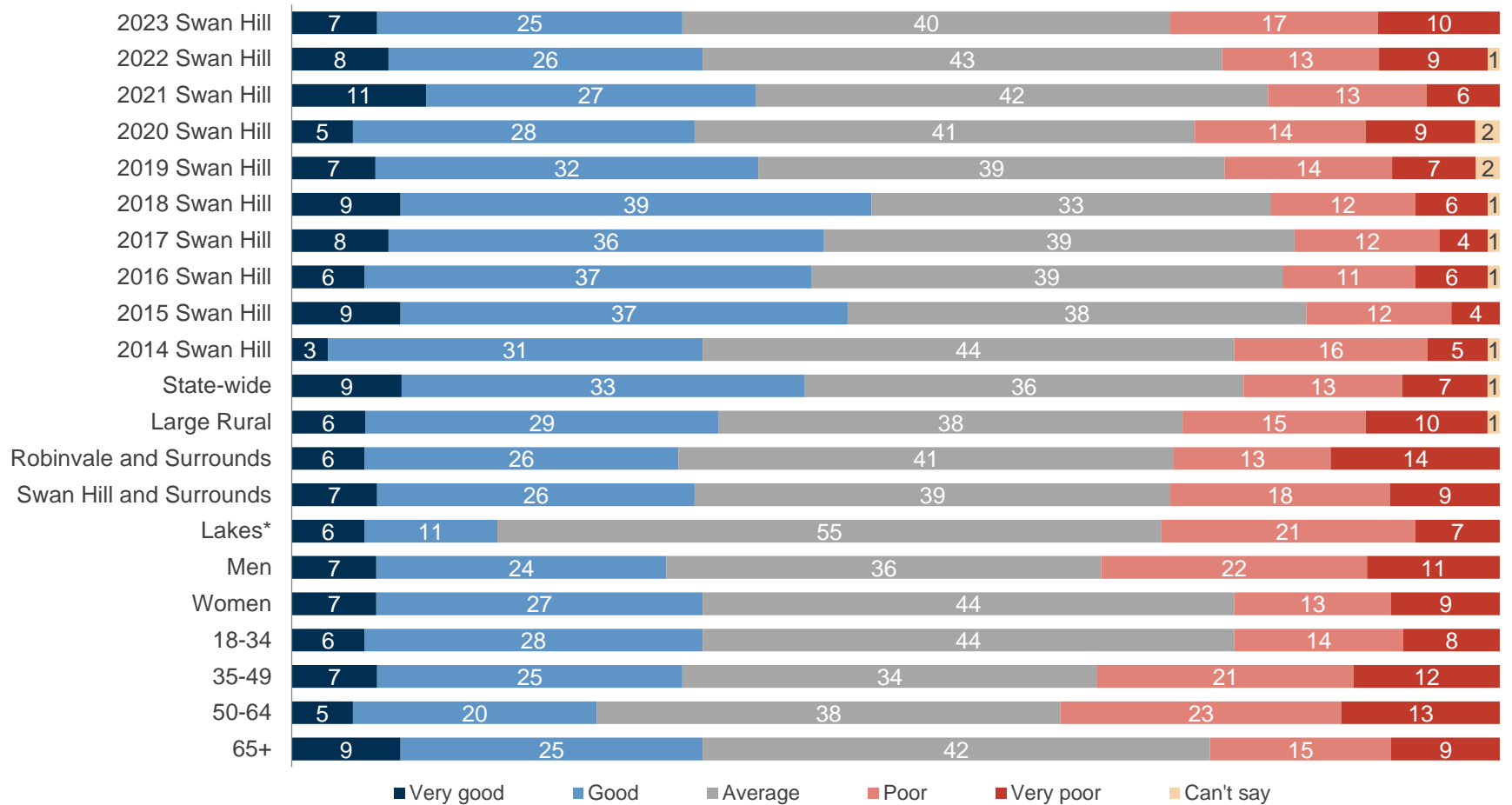
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Overall performance

2023 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?

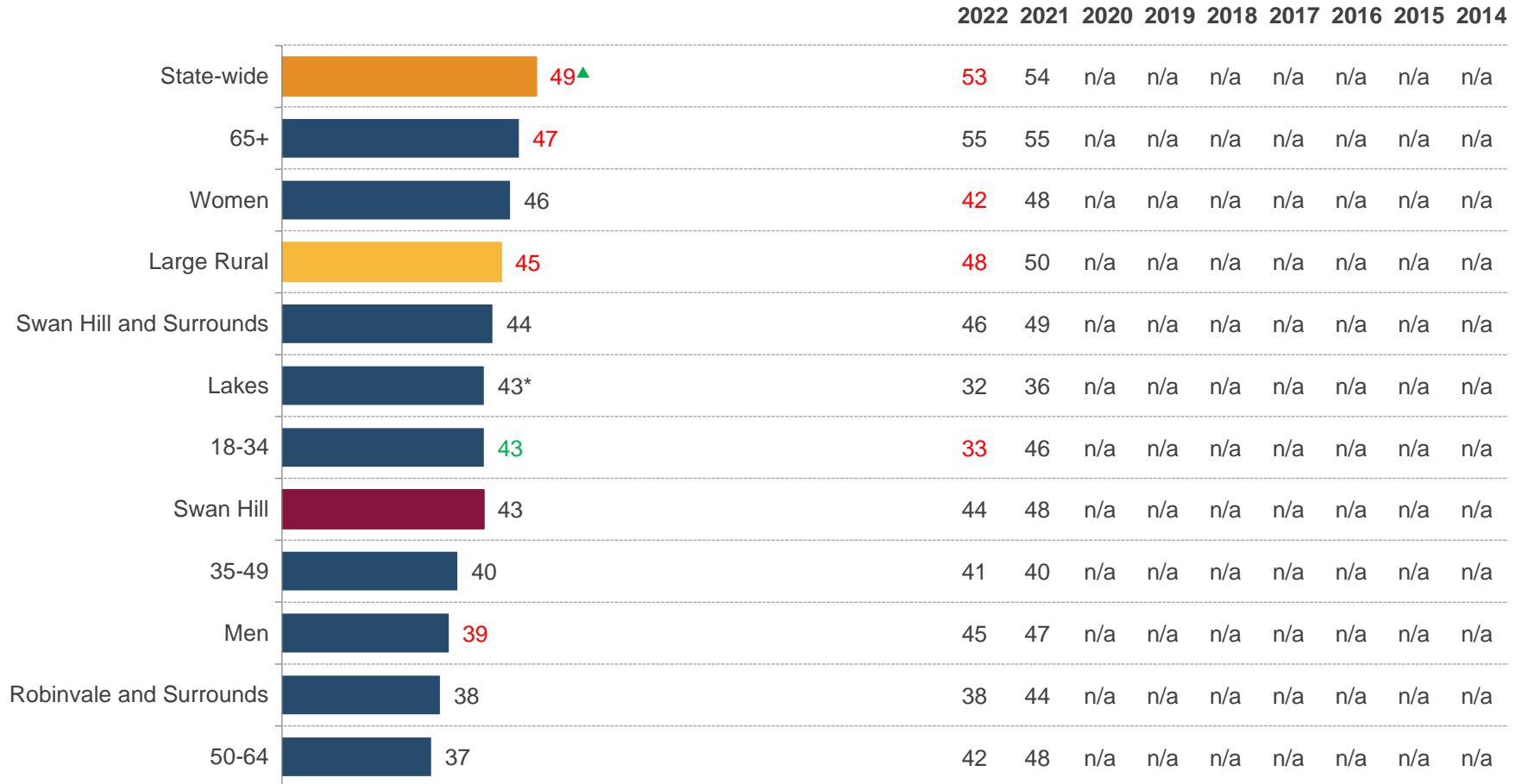
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

*Caution: small sample size < n=30



Value for money in services and infrastructure

2023 value for money (index scores)



Q3b. How would you rate Swan Hill Rural City Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked State-wide: 65 Councils asked group: 18

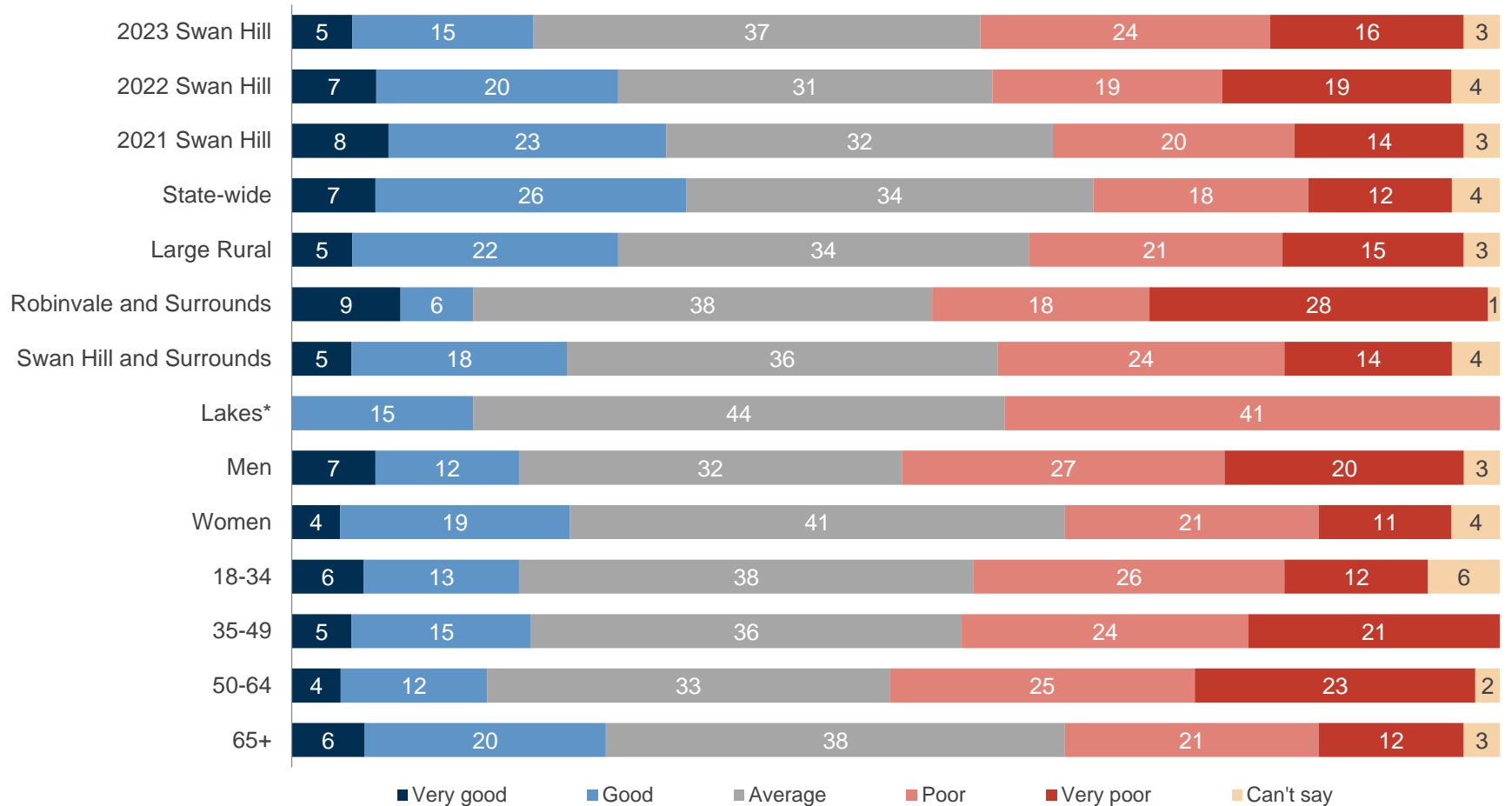
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Value for money in services and infrastructure

2023 value for money (%)



Q3b. How would you rate Swan Hill Rural City Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked State-wide: 65 Councils asked group: 18

*Caution: small sample size < n=30



Top performing service areas

Waste management is the area where Council performed best in 2023 (index score of 70).

- Council performs significantly higher than the Large Rural group and the State-wide average for councils (index scores of 65 and 66 respectively).

The appearance of public areas (index score of 65) and elderly support services (index score of 61) are Council's next best performing service areas. Council performs in line with the Large Rural group and the State-wide average in each of these service areas.

- Performance ratings on the appearance of public areas declined significantly in the last 12 months.
- Residents aged 65+ years rate performance the highest (index score of 69), whilst residents aged 35 to 49 years rate the lowest (index score of 62) – however neither group is significantly different to the Council average. Performance ratings declined significantly across all nearly all gender and age groups.

Performance ratings on elderly support services are in line with last year, although a slight decline sets a new low point.

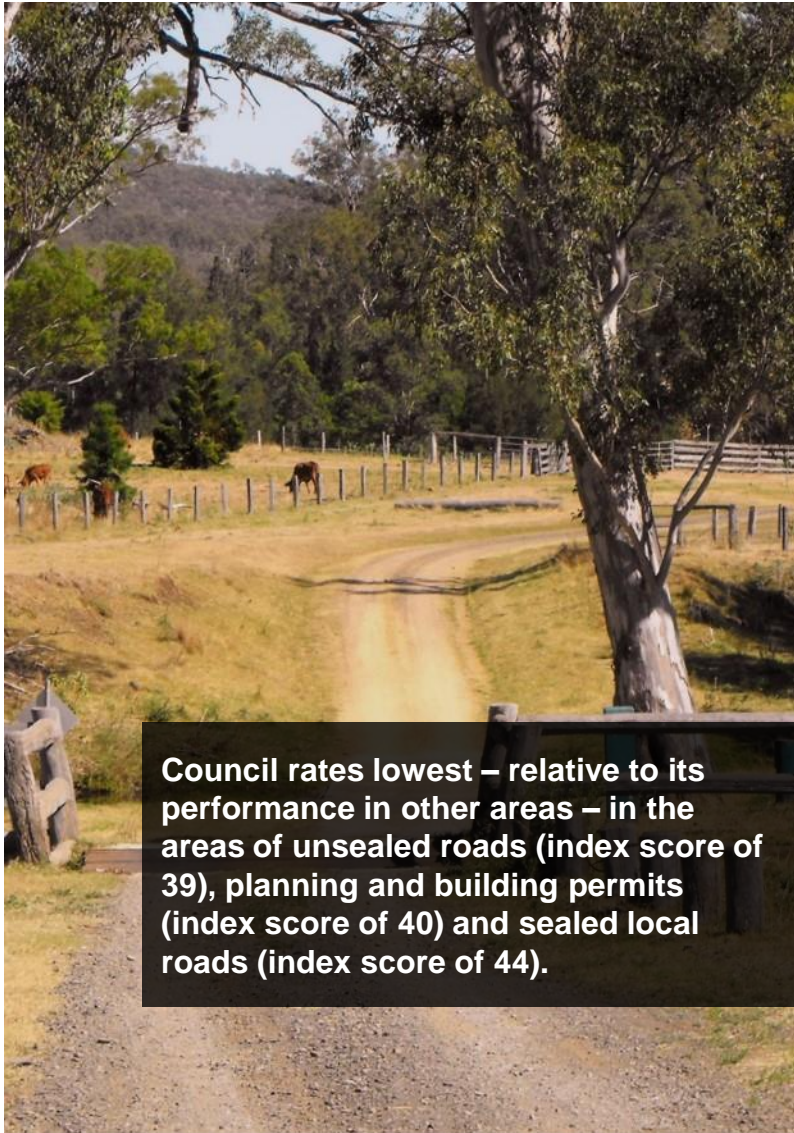
- Robinvale and Surrounds residents (index score of 51) rate performance the lowest and significantly lower than Council average, while ratings of performance declined significantly for residents aged 65 and over.



Waste management (index score of 70) is the area where Council performed best in 2023.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of unsealed roads (index score of 39), planning and building permits (index score of 40) and sealed local roads (index score of 44).

Council performs the lowest on the maintenance of unsealed roads (index score of 39). Performance is in line with last year.

- Council performs significantly higher than the Large Rural group and in line with the State-wide average.
- Residents aged 18 to 34 years and residents in the Lakes region rate Council significantly higher than last year.

Planning and building permits (index score of 40) and the condition of sealed local roads (index score of 44) are Council's next lowest rated service areas. Council performs significantly lower than last year on each of these service areas.

In the area of planning and building permits, Council performs in line with the Large Rural group and significantly lower than the State-wide average.

- Men and Swan Hill and Surrounds residents rate Council significantly lower than last year.

In the area of sealed local roads, Council performs significantly higher than the Large Rural group, but significantly lower than the State-wide average.

- Residents aged 35 49 years, men and Swan Hill and Surrounds residents rate Council significantly lower than last year.



Individual service area performance

2023 individual service area performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
Waste management	70	69	71	n/a	n/a	68	72	72	75	70
Appearance of public areas	65	73	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Elderly support services	61	64	65	n/a	n/a	65	67	69	70	67
Family support services	60	65	63	n/a	n/a	64	65	67	63	64
Community & cultural	59	59	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	58	60	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	53	51	54	n/a	n/a	60	59	62	55	48
Informing the community	51	50	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	50	48	51	52	54	55	58	55	54	55
Local streets & footpaths	48	52	52	n/a	n/a	54	52	53	55	50
Community decisions	45	45	48	45	51	54	53	53	51	46
Sealed local roads	44	51	52	44	46	50	49	48	52	48
Planning & building permits	40	44	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed roads	39	39	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

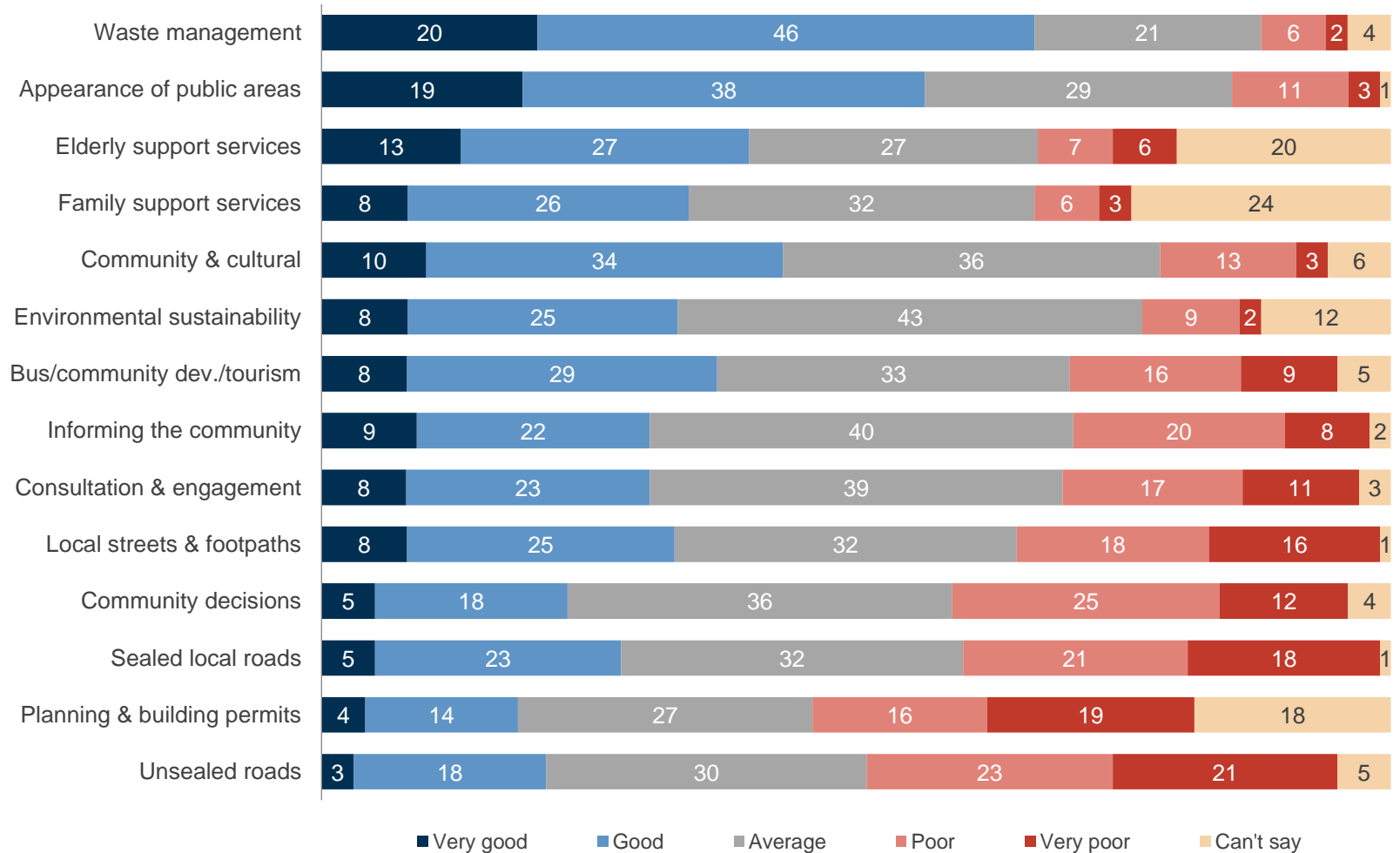
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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



Individual service area performance

2023 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18



Individual service area importance

2023 individual service area importance (index scores)

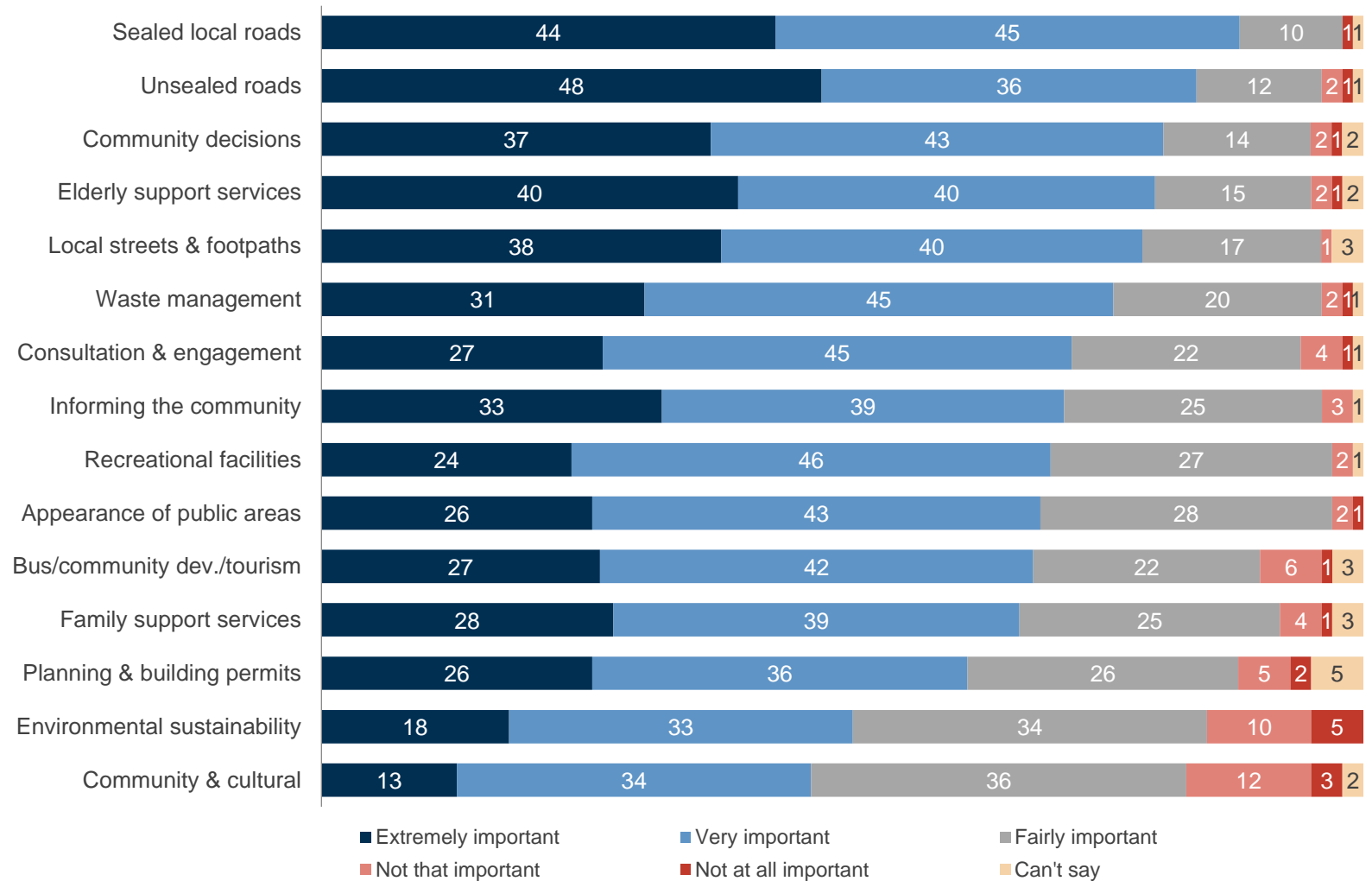
	2022	2021	2020	2019	2018	2017	2016	2015	2014
Sealed local roads	83	83	81	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed roads	83	81	79	n/a	n/a	n/a	n/a	n/a	n/a
Local streets & footpaths	79	83	81	n/a	n/a	n/a	n/a	n/a	n/a
Elderly support services	79	82	82	n/a	n/a	n/a	n/a	n/a	n/a
Community decisions	79	81	84	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	76	79	78	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	76	81	80	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	73	78	78	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	73	77	74	n/a	n/a	n/a	n/a	n/a	n/a
Family support services	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
Planning & building permits	71	73	72	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	62	67	68	n/a	n/a	n/a	n/a	n/a	n/a
Community & cultural	61	66	64	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 33 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Individual service area importance

2023 individual service area importance (%)

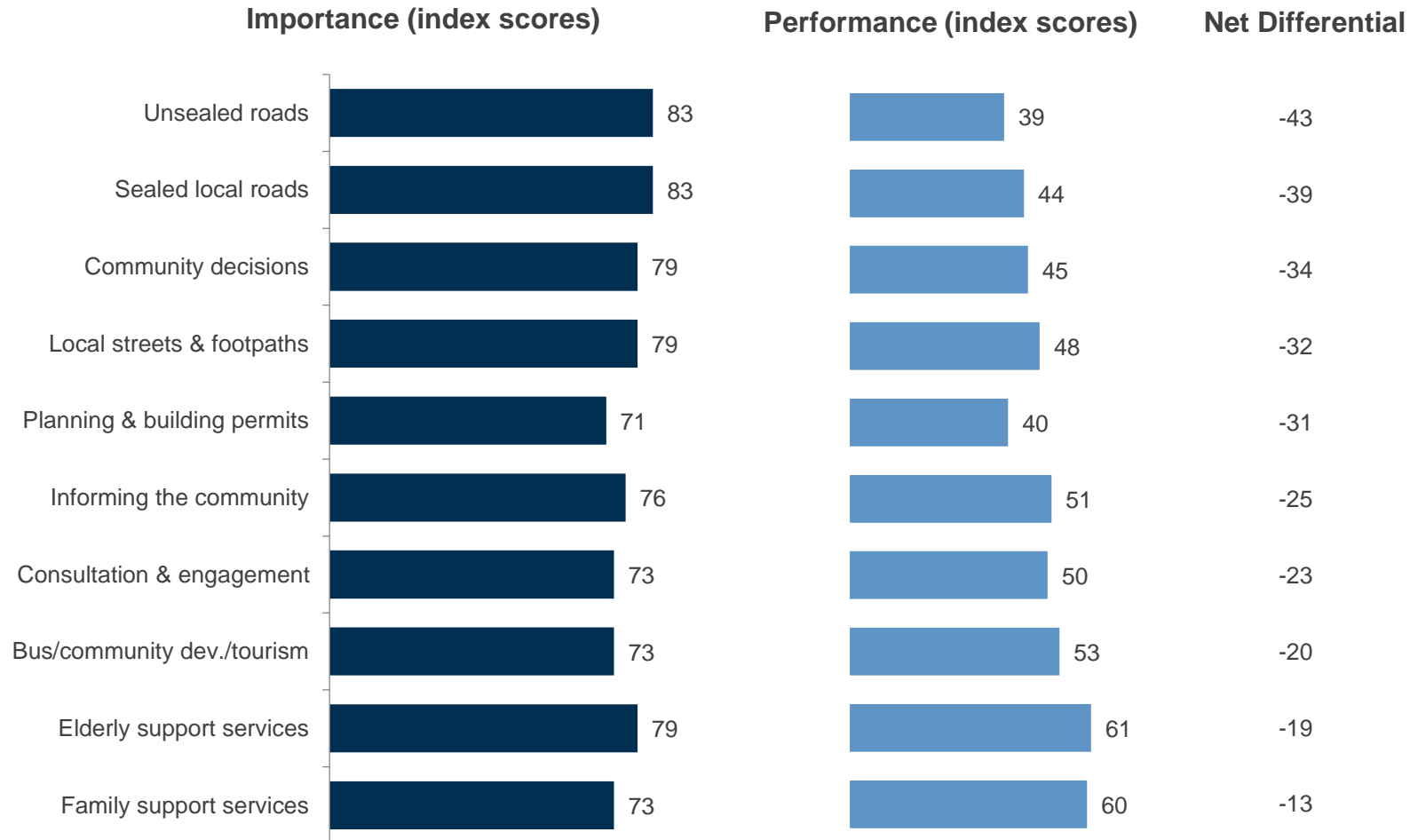


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 33 Councils asked group: 10



Individual service areas importance vs performance

Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary.



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.



Influences on perceptions of overall performance

The individual service area that has the strongest influence on the overall performance rating (based on regression analysis) is:

- Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance. Currently, this is one of Council's poorer performing areas (index score of 45).

After community decisions, other individual service areas with a moderate to strong influence on the overall performance rating are:

- The condition of sealed local roads
- Informing the community
- Waste management
- Community and cultural activities
- Planning and building permits.

Looking at these key service areas only, waste management has a high performance index (70) and Council also performs well on community and cultural activities (59) – both more moderate influences on the overall performance rating.

Maintaining these positive results should remain a focus – but there is greater work to be done elsewhere.

Council performs relatively less well on the stronger influence of informing the community (index of 51).

Ensuring the community feels well informed about key local issues and Council activities can also help to shore up positive overall perceptions of Council.

However, in addition to Council decision making, most in need of attention are its planning and building permits and the condition of its sealed roads, with roads being another very strong influence on overall performance ratings. Both permits and sealed roads are currently rated as poor (index of 40 and 44 respectively).

It will be important to address resident concerns about Council's approach to planning and building permits and to attend to the maintenance of sealed roads to help improve overall ratings of Council performance.



Regression analysis explained

We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents the council performance index for each individual service. Service areas appearing on the right side of the chart 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 service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The regressions are shown on the following two charts.

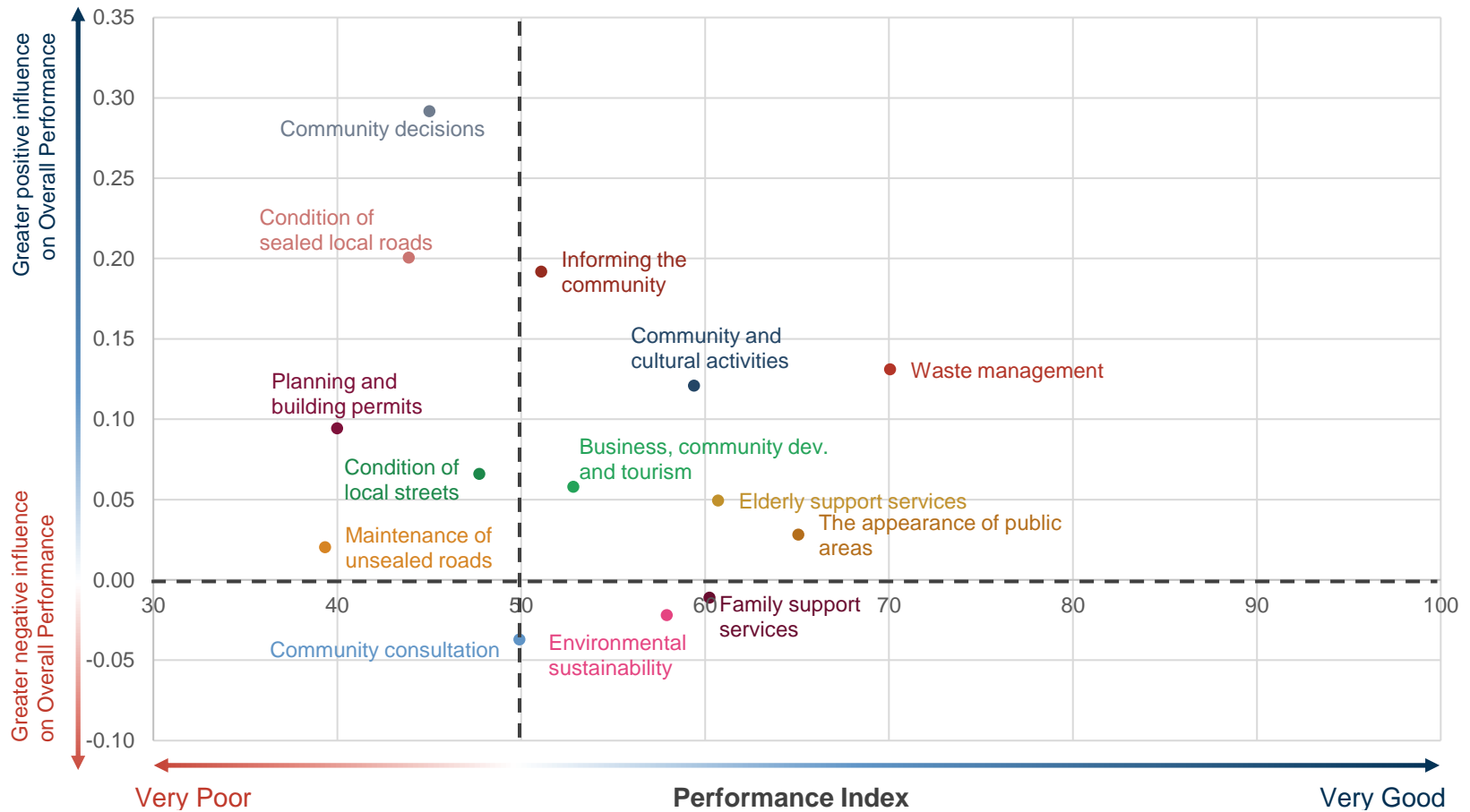
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weak influence on overall performance (i.e. a low Standardised Beta Coefficient) have been excluded from the analysis.

Key insights from this analysis are derived from the second chart.



Influence on overall performance: all service areas

2023 regression analysis (all service areas)

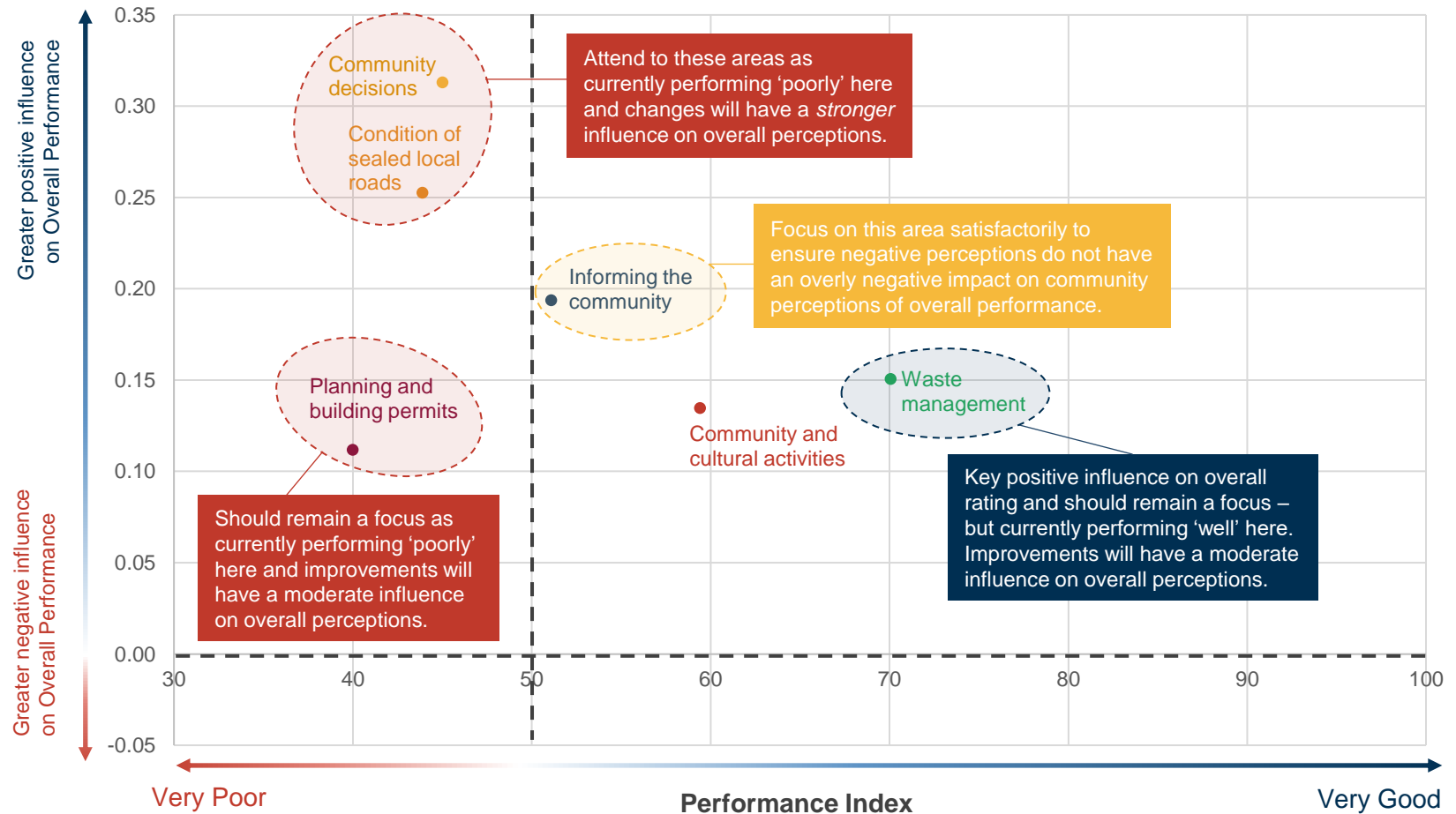


The multiple regression analysis model above (all service areas) has an R^2 value of 0.663 and adjusted R^2 value of 0.650, which means that 65% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 54.02$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2023 regression analysis (key service areas)

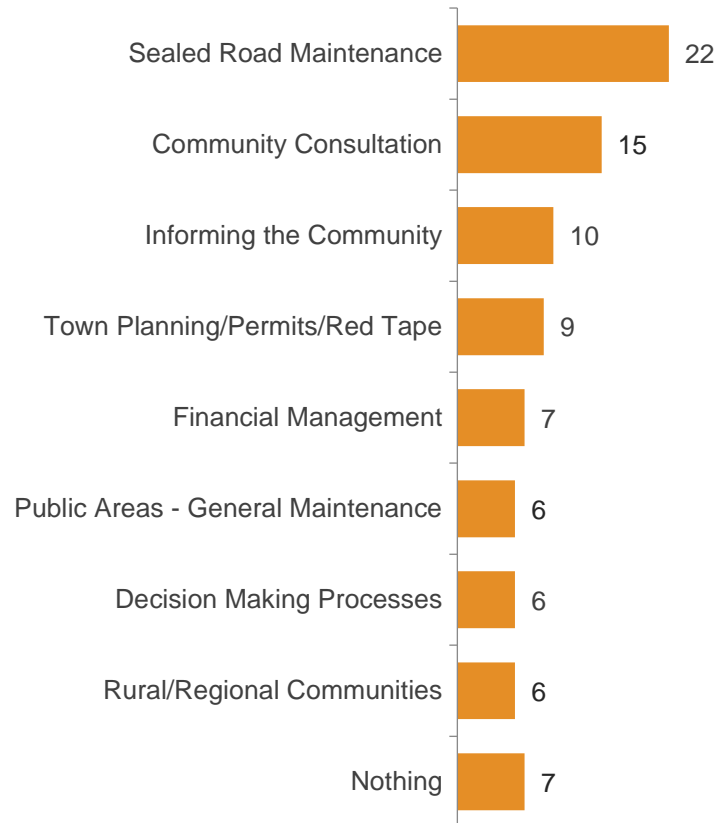


The multiple regression analysis model above (reduced set of service areas) has an R² value of 0.653 and adjusted R² value of 0.648, which means that 65% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 123.34.



Areas for improvement

2023 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: 53 Councils asked group: 16
 A verbatim listing of responses to this question can be found in the accompanying dashboard.



Customer service



Contact with council and customer service

Contact with council

More than three in five Council residents (61%) have had contact with Council in the last 12 months. Rate of contact is unchanged from last year.

- Rate of contact is significantly higher among residents aged 35 to 49 years (76%).
- The main method of contact with Council is by telephone (33%) and in person (32%), although email contact continues to increase (22%, up seven percentage points since 2019).



Among those residents who have had contact with Council, 57% provide a positive customer service rating of 'very good' or 'good', including 26% who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 63 is at its lowest level recorded in the last decade. Customer service is rated in line with the Large Rural group and the State-wide average (index scores of 65 and 67 respectively).

- Residents aged 35 to 49 years rate customer service the highest (index score of 65) and Lakes residents rate customer service the lowest (index score of 54), but these ratings are not significantly different from the Council average.

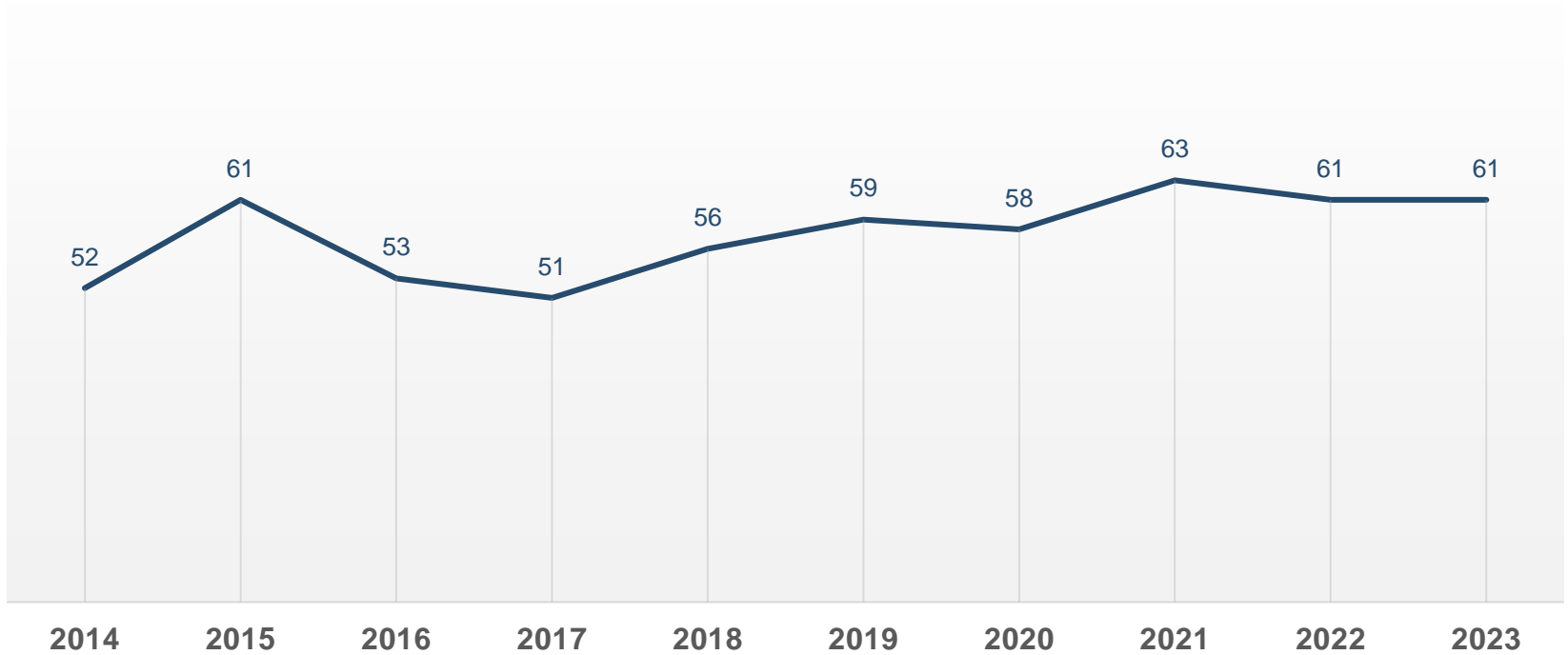
More than half of residents (57%) provide a positive customer service rating of 'very good' or 'good'. 22% of residents rate customer service as 'very poor' or 'poor', and a further 19% rate customer service as 'average'.

- Residents who contacted Council by social media (index score of 86) rate customer service the highest – significantly higher than last year.
- Residents who contacted Council in writing (index score of 53) rate customer service the lowest, followed by customer service for contact via email (index score of 56).



Contact with council

2023 contact with council (%)
Have had contact



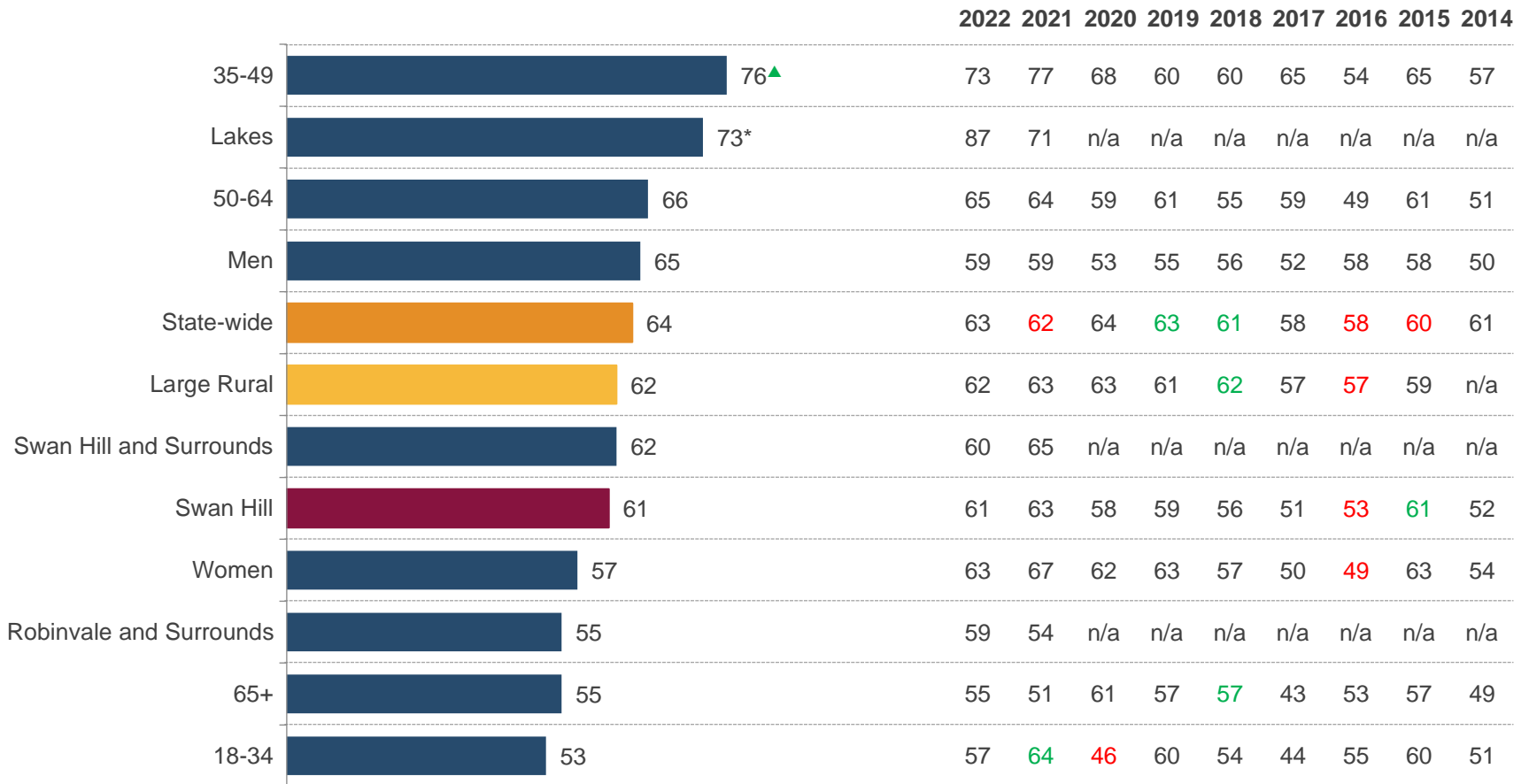
Q5a. Have you or any member of your household had any recent contact with Swan Hill Rural City Council in any of the following ways?

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8



Contact with council

2023 contact with council (%)



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: 8

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

*Caution: small sample size < n=30



Customer service rating

2023 customer service rating (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	67	68	70	70	71	70	69	69	70	72
35-49	65	67	65	72	71	72	70	73	70	68
Large Rural	65	67	68	68	69	67	66	67	67	n/a
Women	65	69	67	69	74	69	71	73	69	64
Swan Hill and Surrounds	63	68	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	63	72	70	65	70	70	71	70	75	67
Swan Hill	63	67	66	69	70	67	67	68	68	65
50-64	62	66	69	70	63	66	65	65	65	67
Robinvale and Surrounds	62	63	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	61	65	64	68	65	64	63	65	66	65
18-34	59	63	61	68	75	59	59	66	62	57
Lakes	54*	67	49	n/a	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: 66 Councils asked group: 18

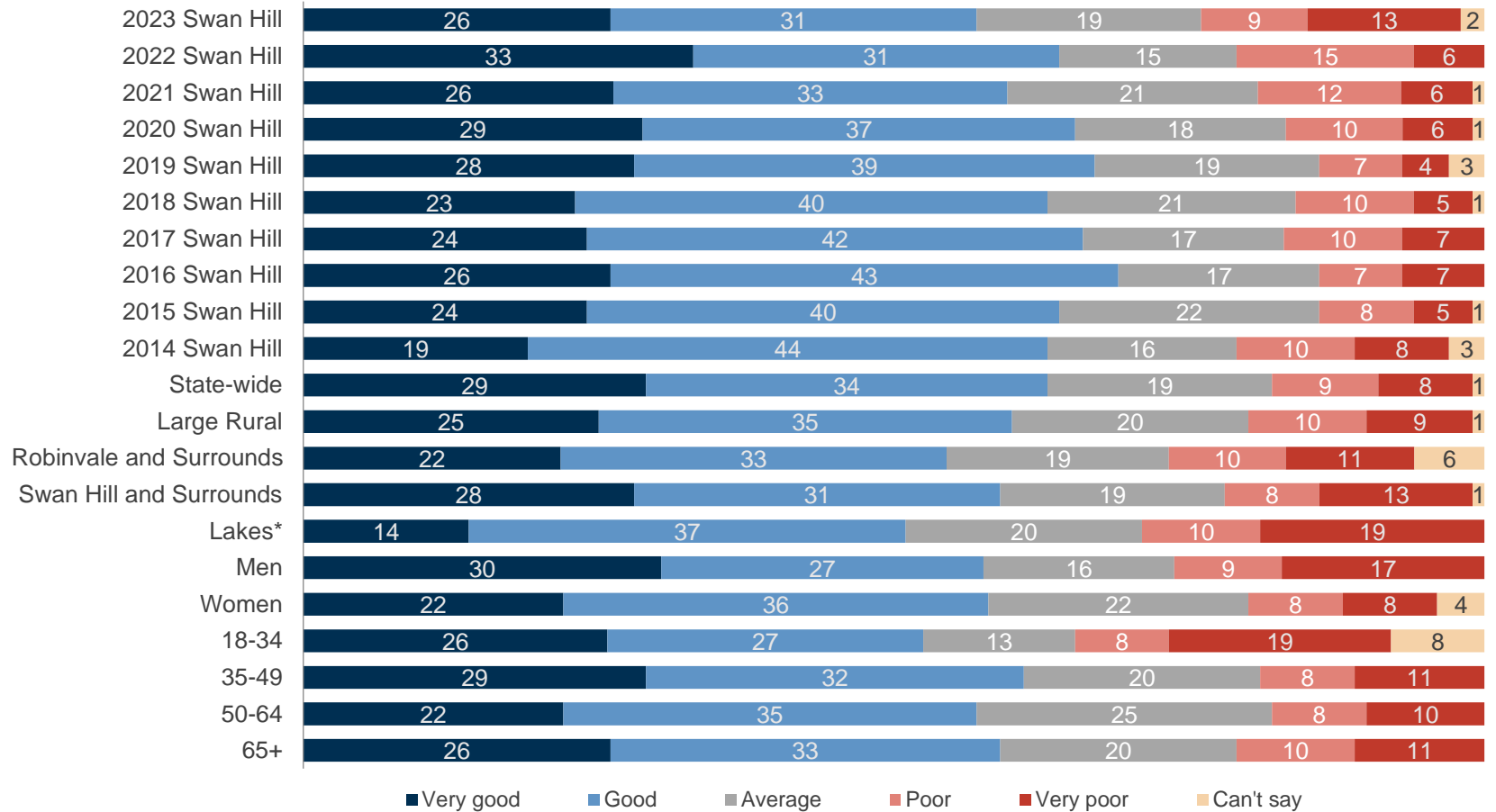
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating

2023 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: 66 Councils asked group: 18
 *Caution: small sample size < n=30



Method of contact with council

2023 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



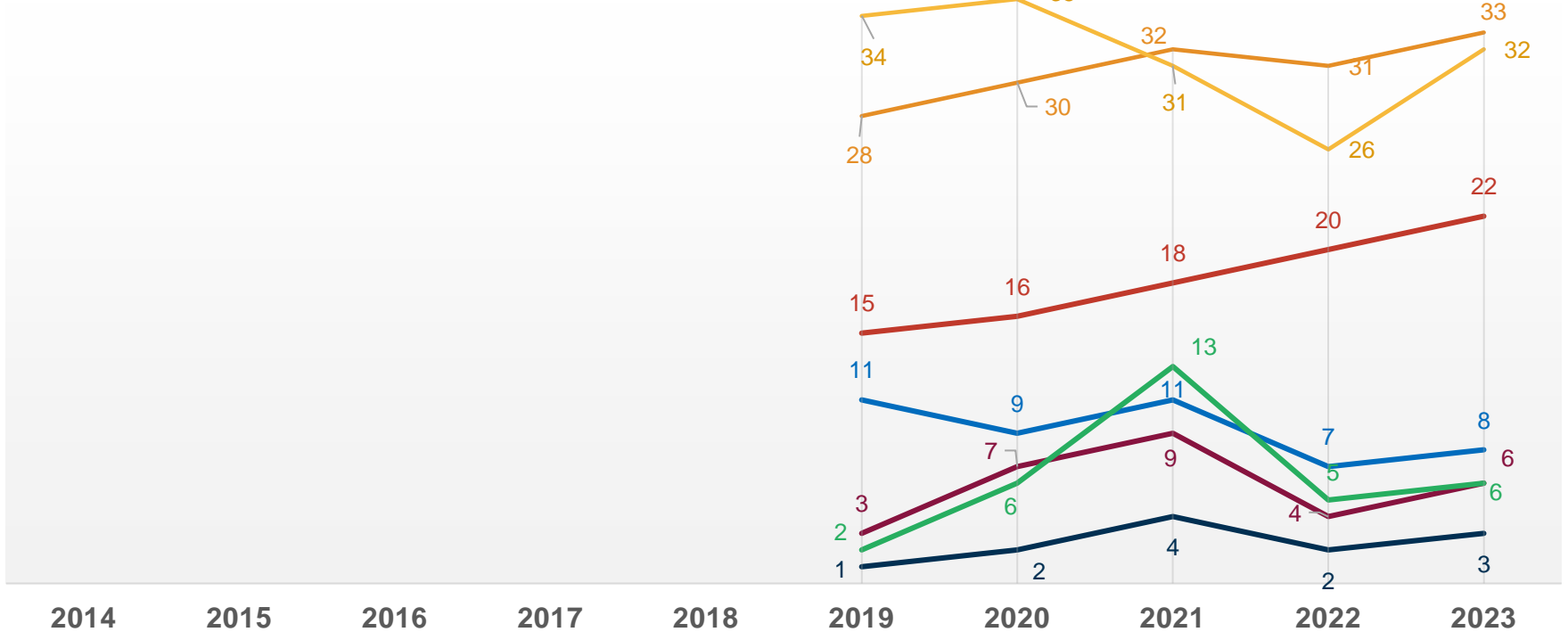
By Email



Via Website



By Social Media



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?

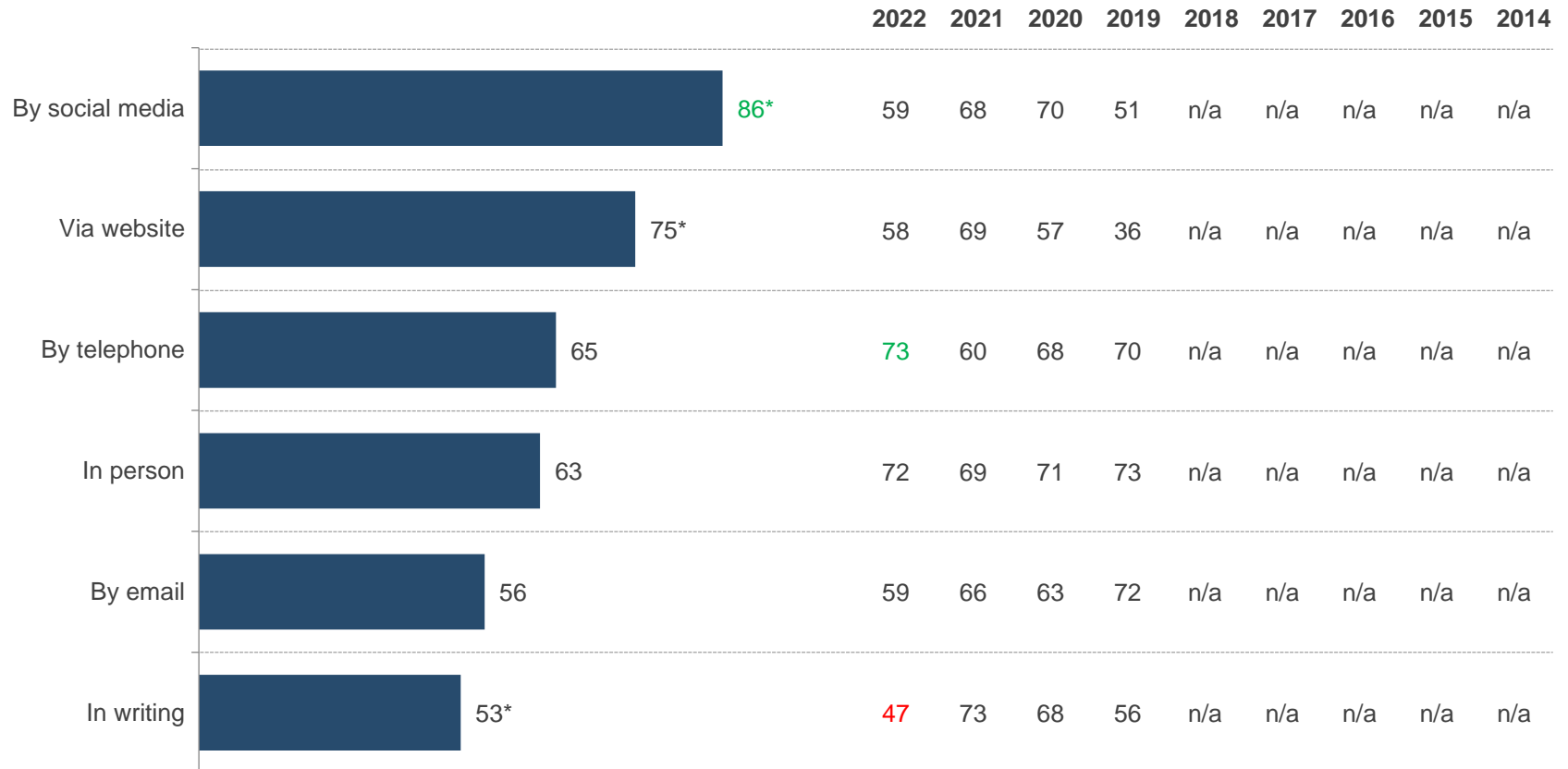
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8

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



Customer service rating by method of last contact

2023 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: 25 Councils asked group: 8

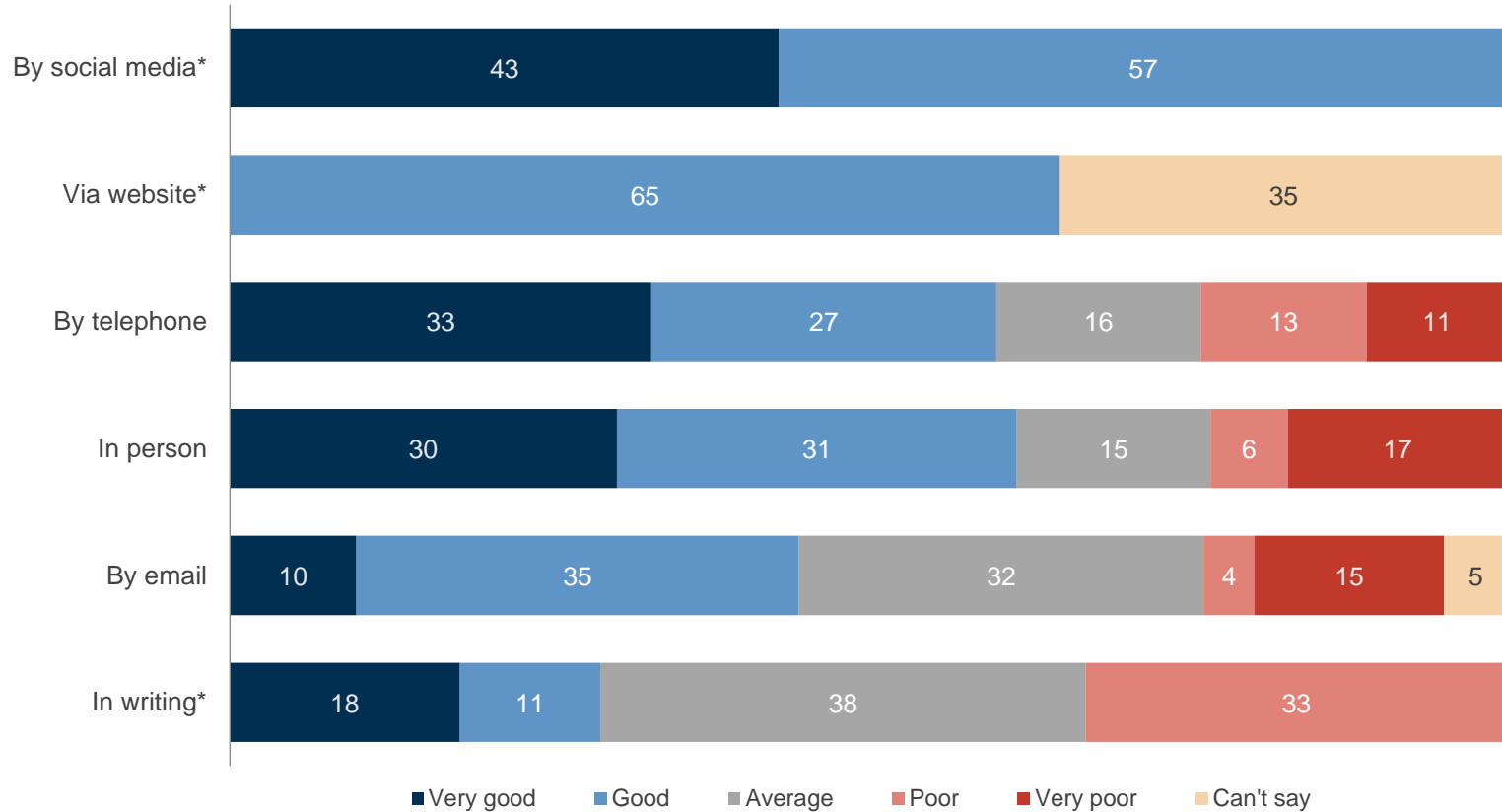
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2023 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: 8

*Caution: small sample size < n=30



Communication

Communication

The preferred form of communication from Council about news and information and upcoming events is a council newsletter sent via mail (23%). This is followed by advertising in a local newspaper (19%), then a newsletter via email or social media (18% each).

The greatest change from last year is the five-percentage point decrease in preference for newsletter via mail (23% in 2022).

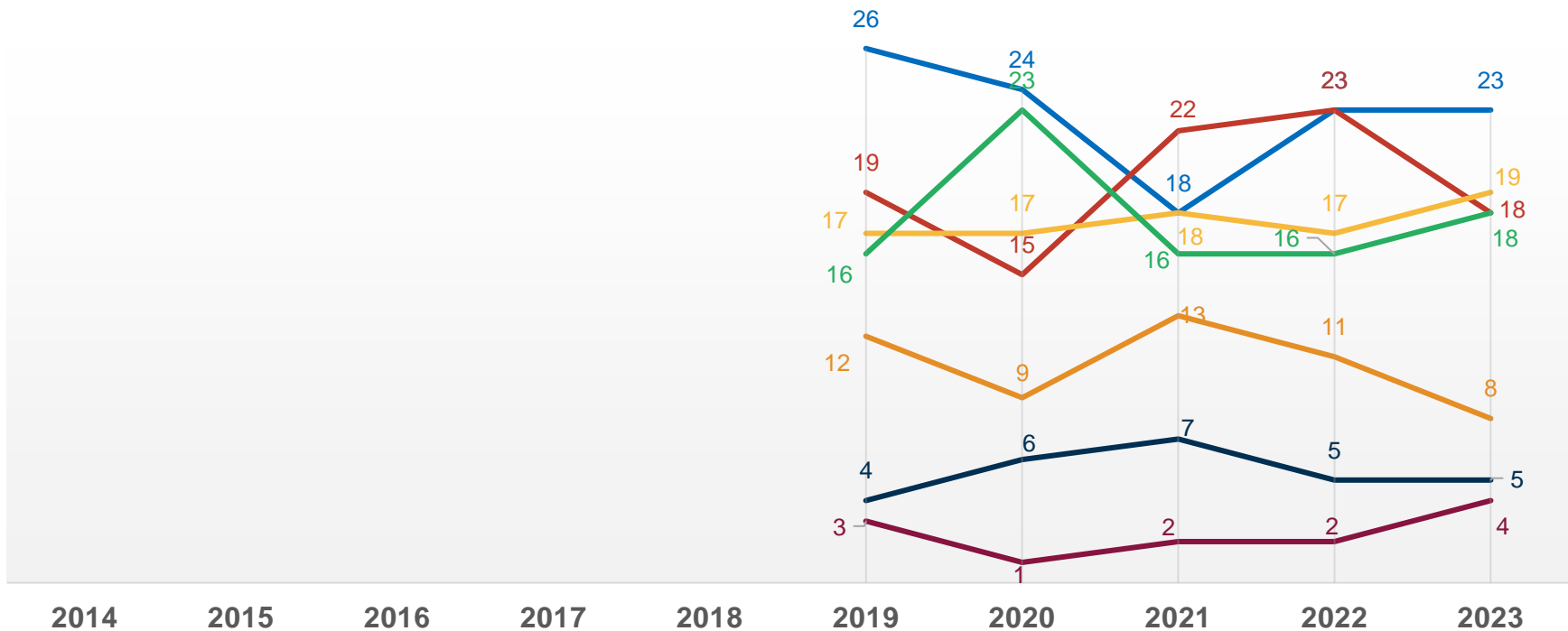
- For residents under 50 years, social media (26%) is the first preferred form of communication, followed by newsletters via mail (21%) or via email (18%).
- Whilst preference for social media has remained unchanged for three years now, newsletters via email dropped 11 percentage points in the last 12 months from being the most preferred form of communication, while in contrast preference for newsletters via mail increased nine percentage points.
- For residents over 50 years, newsletters via mail (25%) is the first preferred form of communication. Advertising in a local paper (24%) and newsletters via email (17%) are next most preferred.
- Preference for newsletters via mail has returned to 2021 levels after increasing by eight percentage points in 2022.





Best form of communication

2023 best form of communication (%)

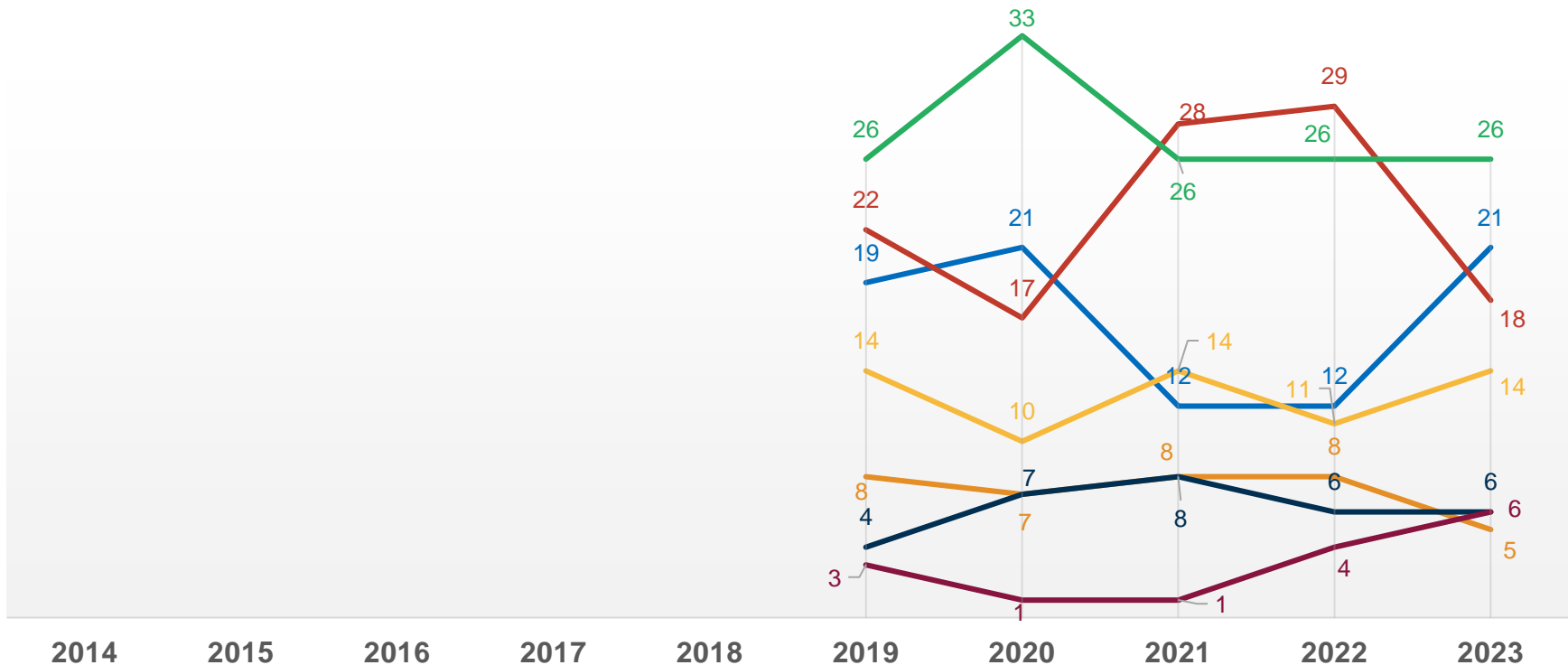


Q13. If Swan Hill Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 10



Best form of communication: under 50s

2023 under 50s best form of communication (%)

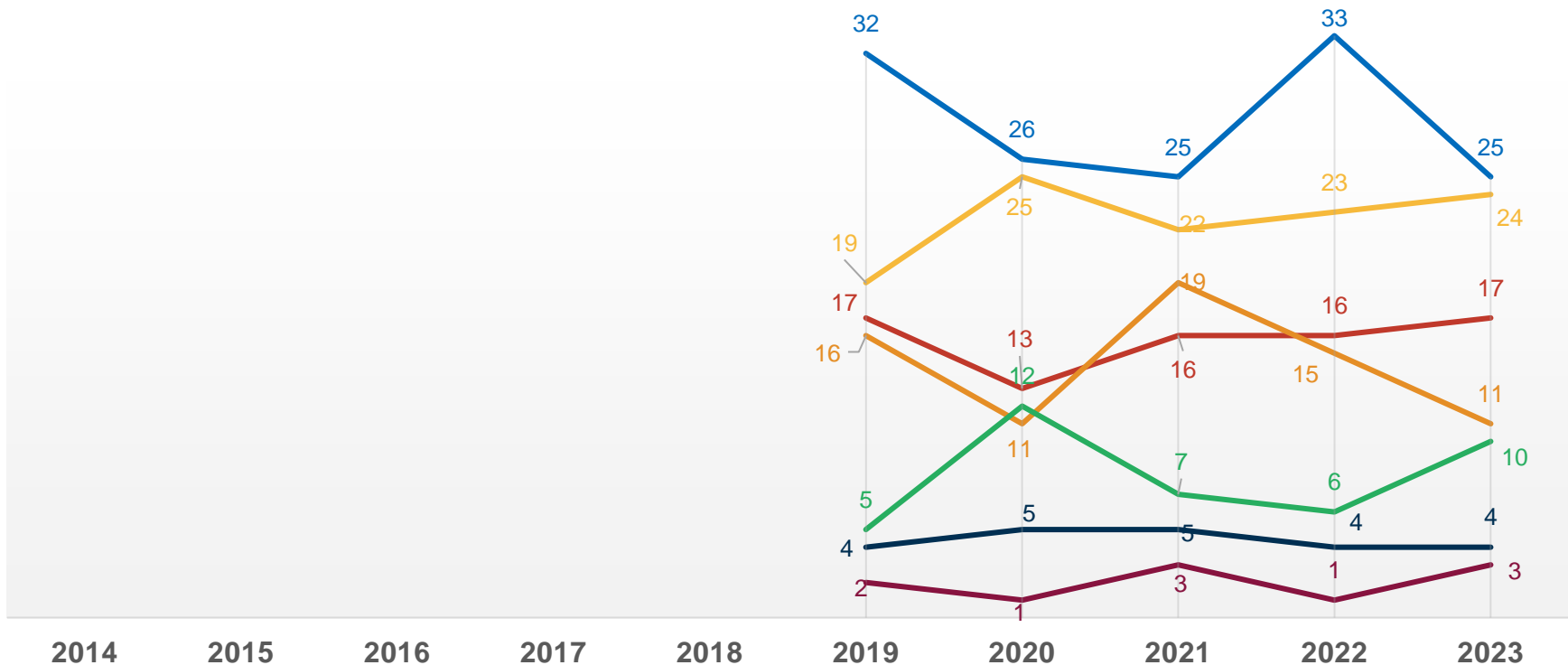


Q13. If Swan Hill Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked State-wide: 40 Councils asked group: 10



Best form of communication: over 50s

2023 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: 40 Councils asked group: 10

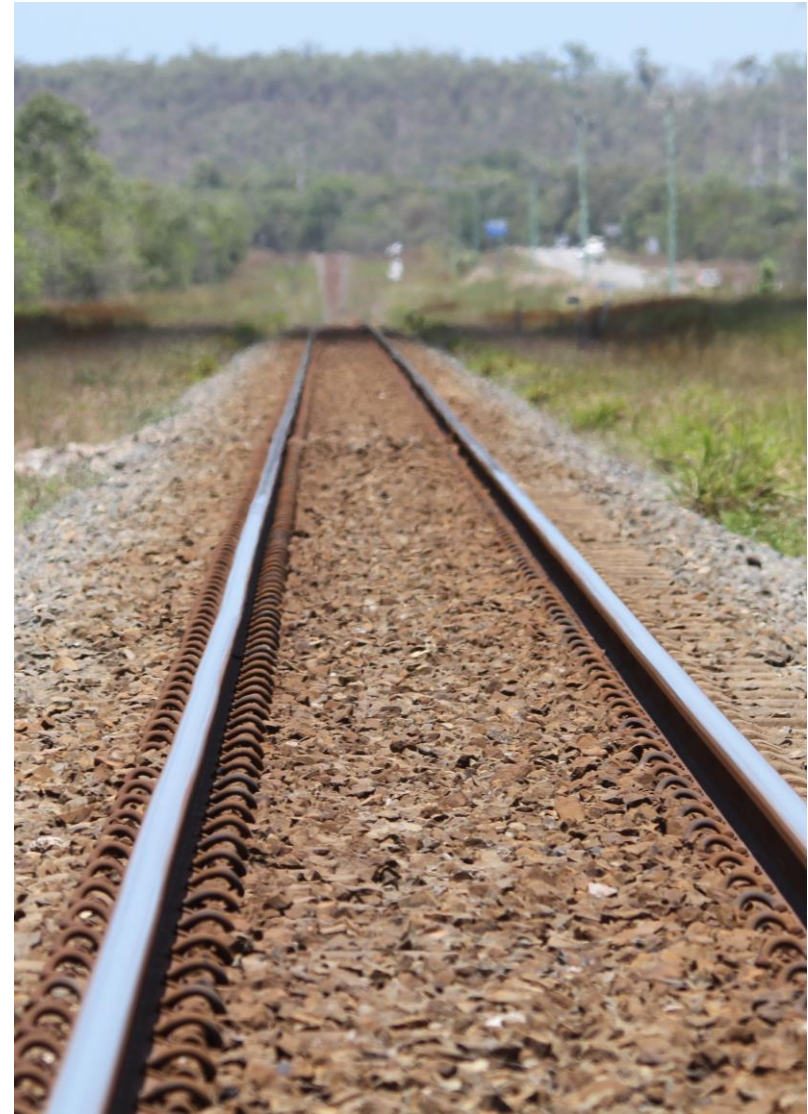


Council direction

Council direction

Council's overall direction index score of 41 is at its lowest level recorded in the last decade.

- Council performs in line with the Large Rural group and significantly lower than the State-wide average (index scores of 44 and 46 respectively).
- Residents aged 65 years and over (index score of 45) are the most satisfied with overall council direction and residents aged 50 to 64 years (index score of 34) are the least satisfied with overall council direction. Neither group rates Council direction significantly different than the Council average for all residents.
- Perceptions of overall council direction declined significantly among residents aged 35 to 49 years in the past year (index score of 40, down from 49 in 2022).
- 59% of residents describe overall council direction as 'having stayed the same' in the last 12 months.
- 11% believe overall council direction has improved in the last 12 months.
- 28% believe overall council direction has deteriorated in the last 12 months.





Overall council direction last 12 months

2023 overall council direction (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	50	53	51	53	52	53	51	53	53
65+	47	53	47	48	57	55	54	59	54
Large Rural	47	51	50	51	52	52	48	51	n/a
Women	44	50	50	49	53	57	54	59	51
18-34	42	55	59	49	57	57	60	62	51
Swan Hill and Surrounds	43	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	44	52	50	48	54	55	54	59	47
Robinvale and Surrounds	49	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	49	51	44	50	50	53	52	61	39
Men	44	53	49	47	55	52	55	59	44
Lakes	46	37	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	34	44	47	45	50	53	50	51	43

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: 66 Councils asked group: 18

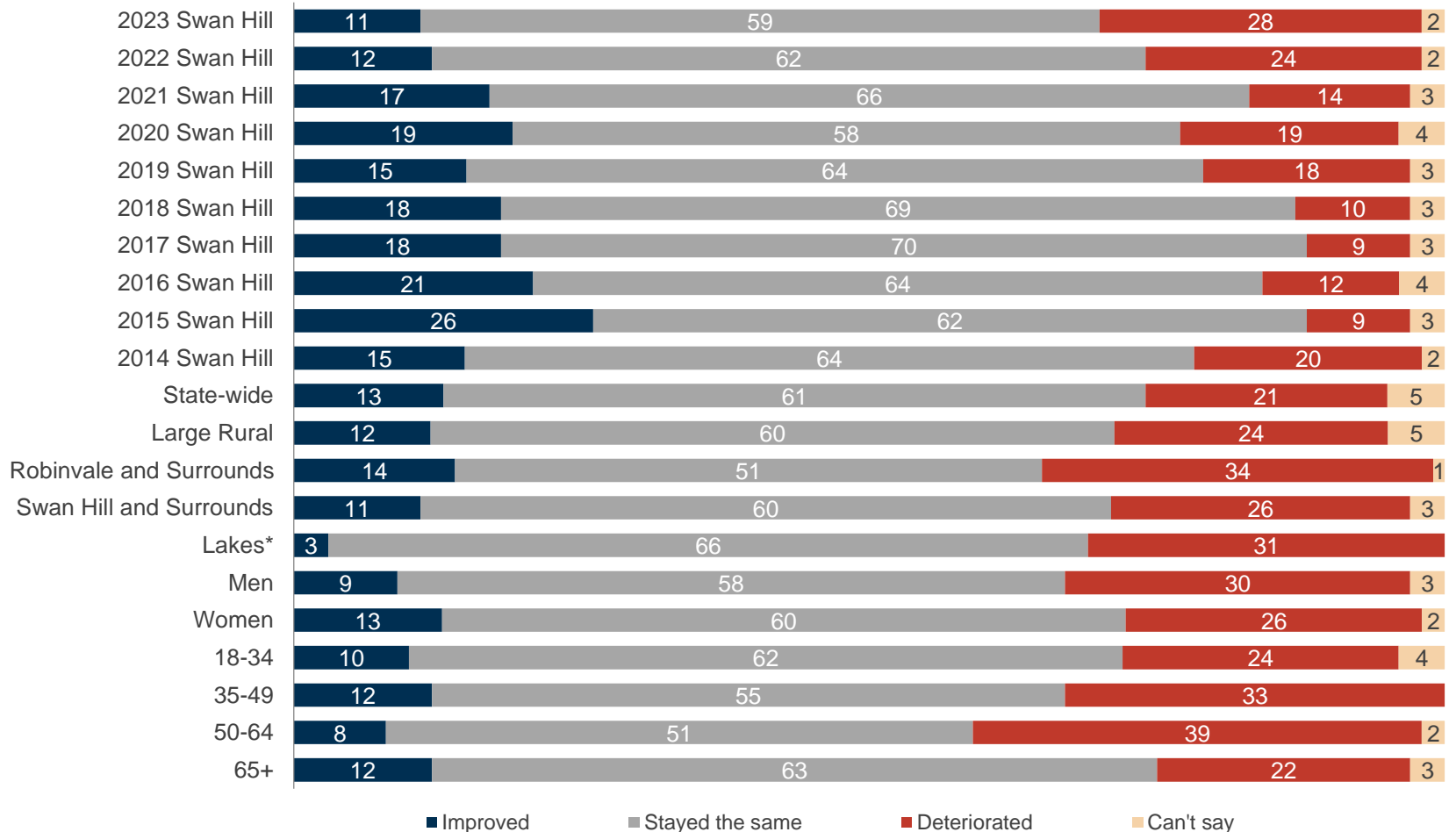
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Overall council direction last 12 months

2023 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?

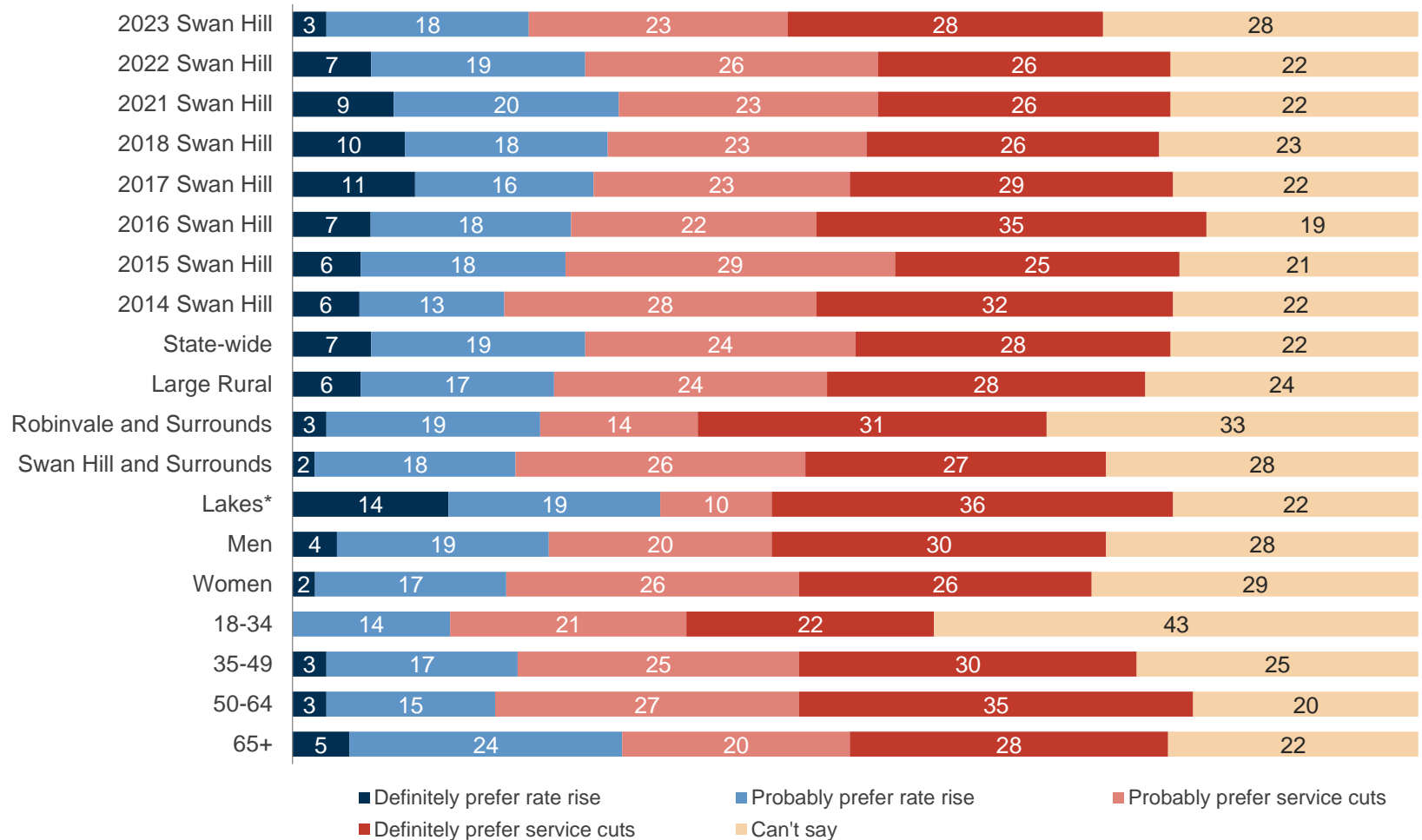
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

*Caution: small sample size < n=30



Rates / services trade-off

2023 rates / services trade-off (%)



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: 21 Councils asked group: 7

*Caution: small sample size < n=30

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex data structure. The background of the 'W' is a dark blue gradient.

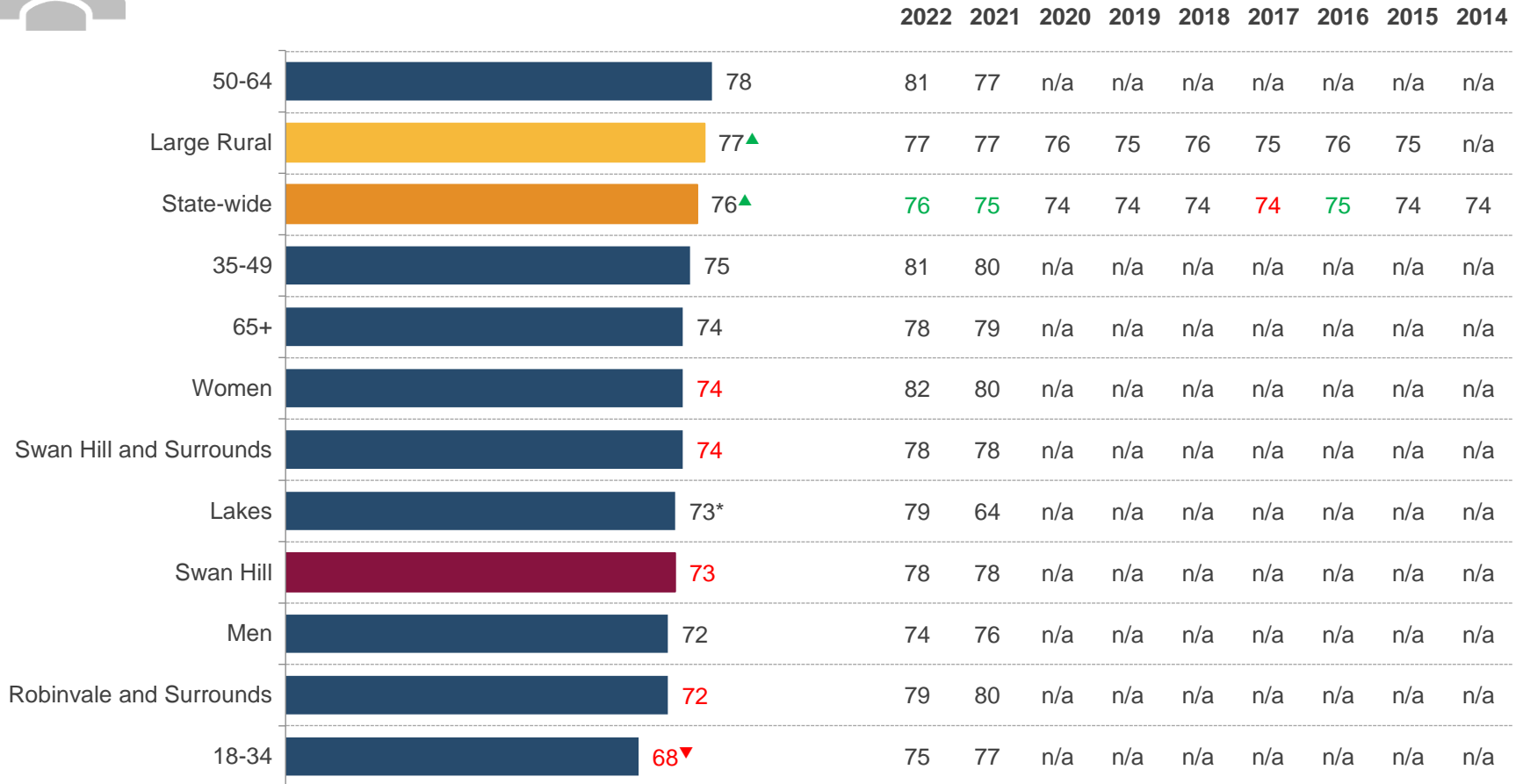
Individual service areas



Community consultation and engagement importance



2023 consultation and engagement importance (index scores)



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?

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

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

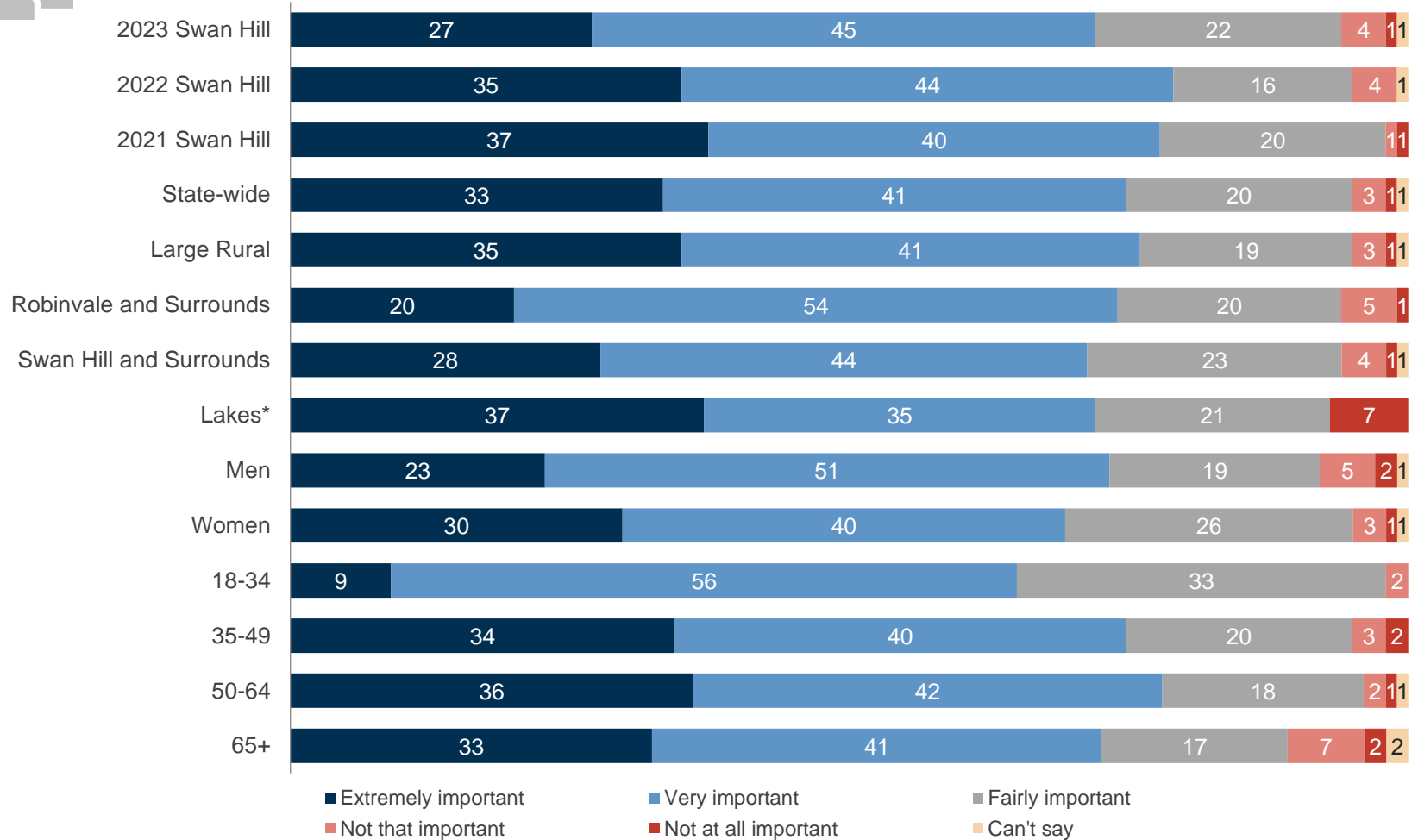
*Caution: small sample size < n=30



Community consultation and engagement importance



2023 consultation and engagement importance (%)



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?

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

*Caution: small sample size < n=30



Community consultation and engagement performance



2023 consultation and engagement performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	48	49	51	55	56	57	58	57	49
Robinvale and Surrounds	46	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	54	56	55	56	55	55	54	56	57
18-34	47	53	57	54	53	61	52	53	59
Men	49	54	52	53	54	59	54	52	53
Swan Hill	48	51	52	54	55	58	55	54	55
Swan Hill and Surrounds	49	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	47	47	51	55	57	56	56	57	56
Large Rural	51	54	54	54	54	52	52	54	n/a
65+	48	50	50	54	61	59	56	57	56
Lakes	40	41	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	49	50	47	53	53	51	55	52	54

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

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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

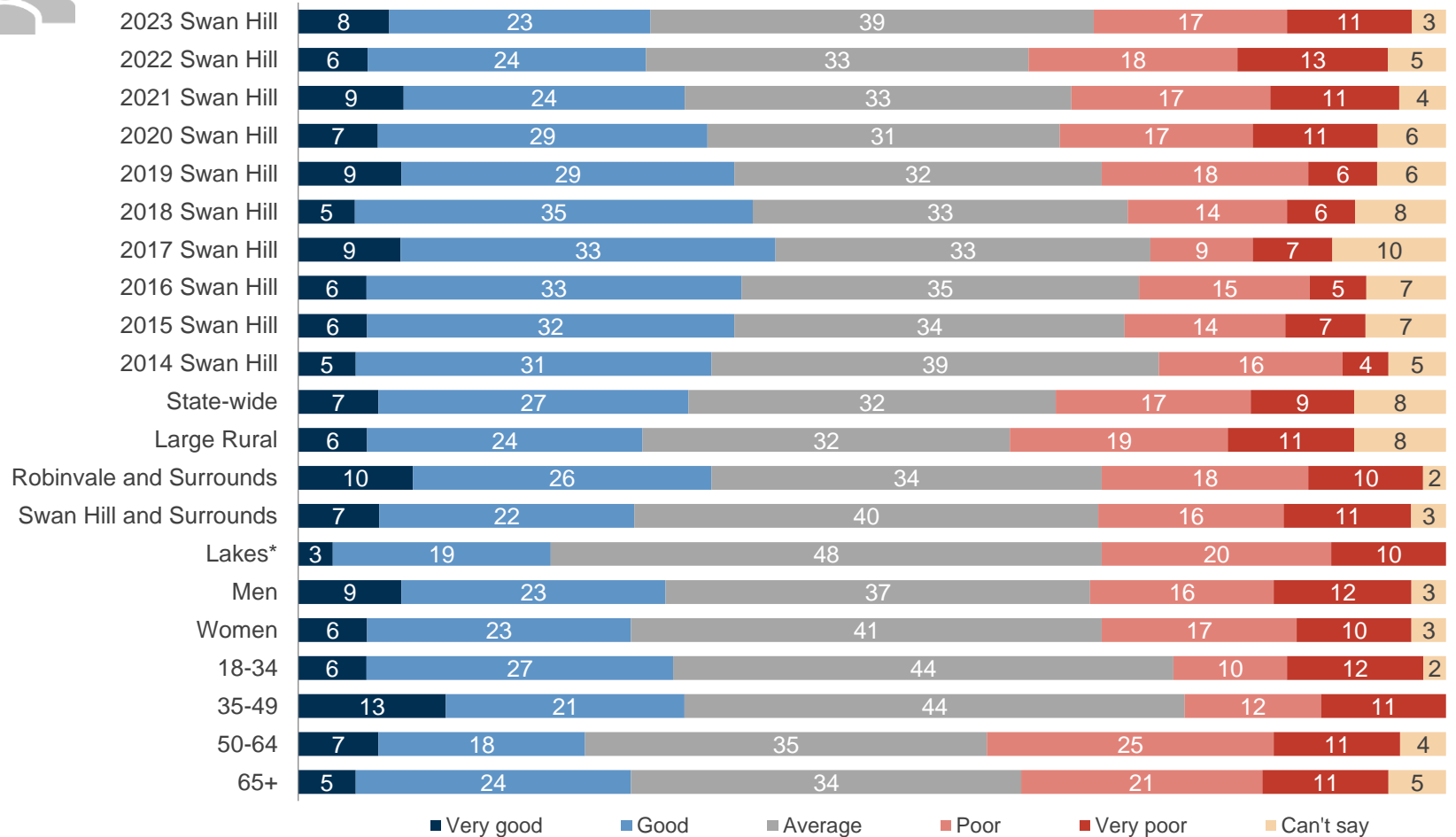
*Caution: small sample size < n=30



Community consultation and engagement performance



2023 consultation and engagement performance (%)



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

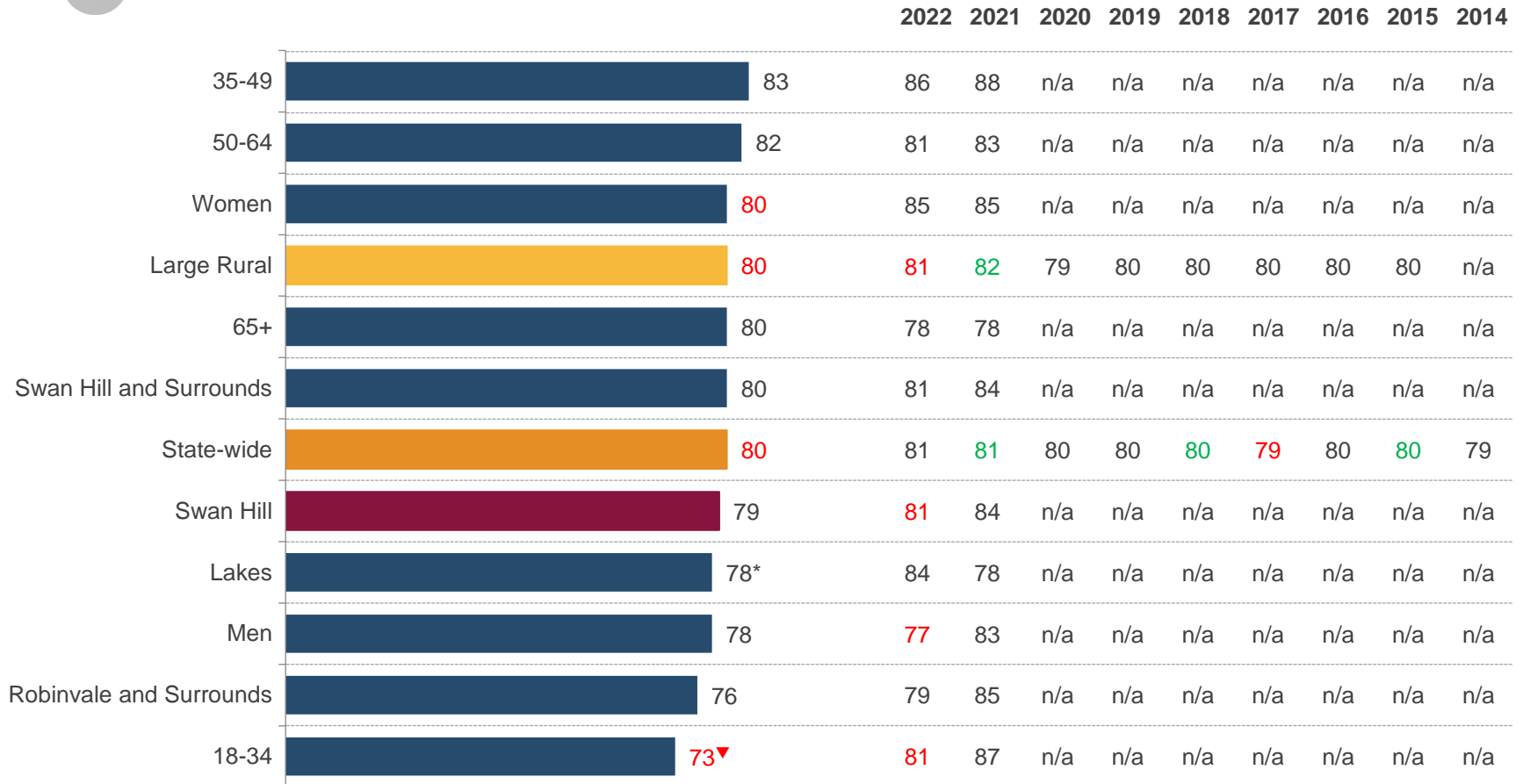
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

*Caution: small sample size < n=30

Decisions made in the interest of the community importance



2023 community decisions made importance (index scores)



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 9

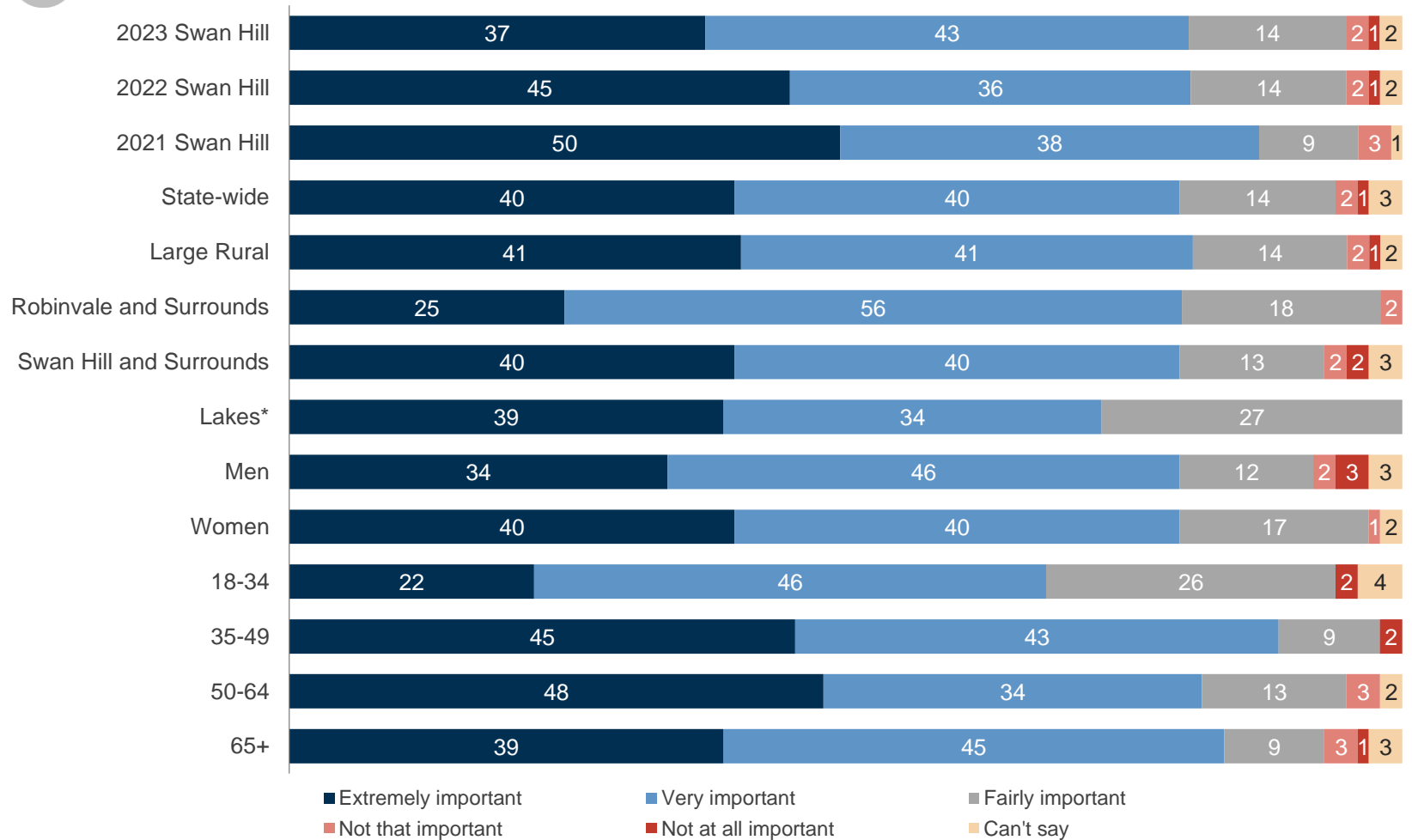
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Decisions made in the interest of the community importance



2023 community decisions made importance (%)



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 9

*Caution: small sample size < n=30

Decisions made in the interest of the community performance



2023 community decisions made performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
Lakes	52*	32	53	n/a	n/a	n/a	n/a	n/a	n/a	
State-wide	51▲	54	56	53	55	54	54	54	55	57
18-34	51▲	38	50	49	48	55	53	51	51	49
Large Rural	48▲	51	54	52	52	52	51	50	52	n/a
Women	46	43	45	43	52	54	54	53	52	48
65+	45	48	49	46	53	60	58	56	58	52
Swan Hill	45	45	48	45	51	54	53	53	51	46
Swan Hill and Surrounds	45	45	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	44	46	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	44	46	52	47	50	54	52	53	50	45
50-64	42	46	49	41	52	49	44	55	47	43
35-49	39▼	46	45	43	52	53	52	49	46	40

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: 66 Councils asked group: 18

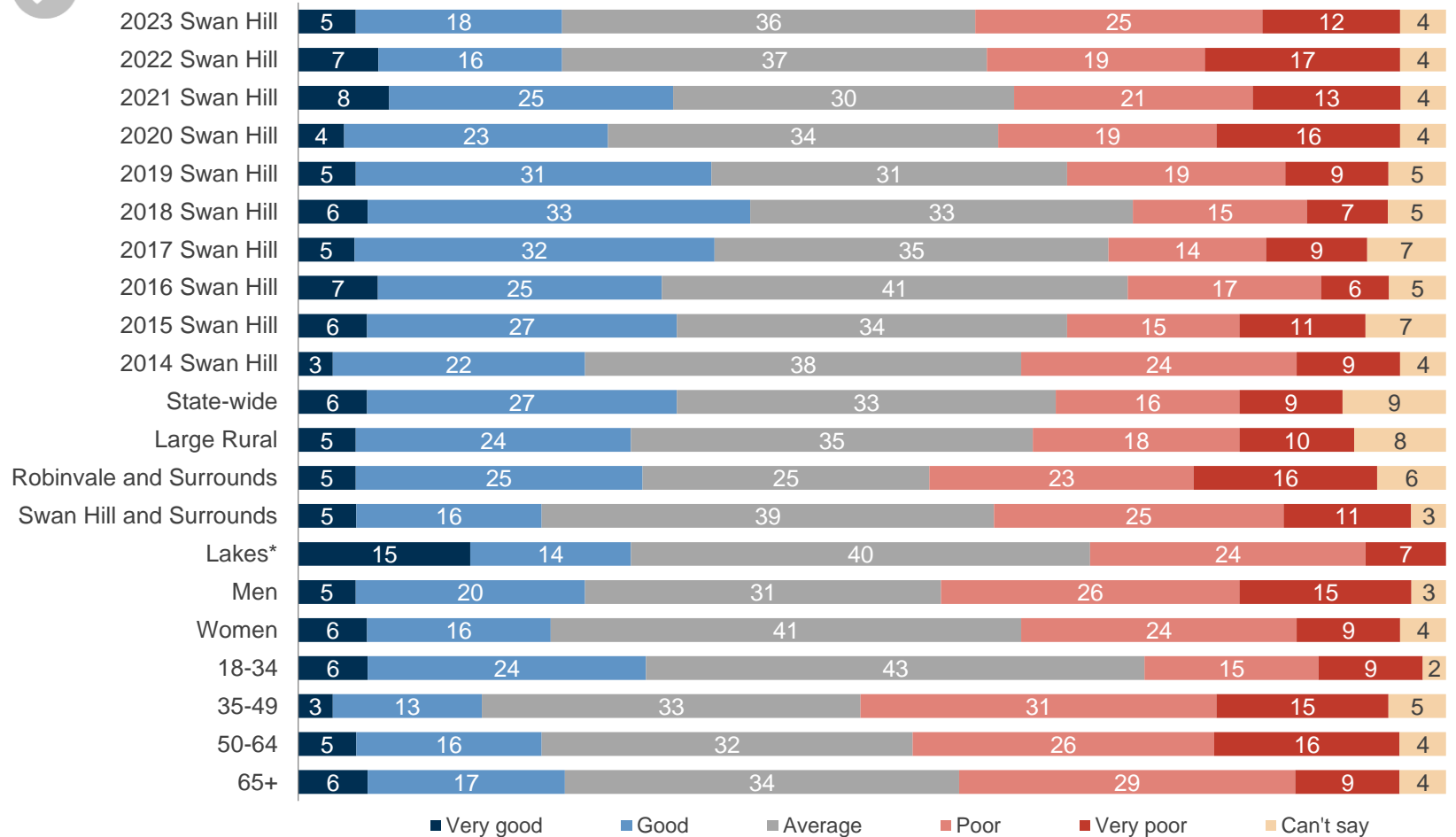
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Decisions made in the interest of the community performance



2023 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: 66 Councils asked group: 18

*Caution: small sample size < n=30

The condition of sealed local roads in your area importance



2023 sealed local roads importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64	87	86	82	n/a	n/a	n/a	n/a	n/a	n/a
18-34	84	83	78	n/a	n/a	n/a	n/a	n/a	n/a
Men	83	81	79	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	83	84	87	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	83	82	80	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	83	83	81	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	83	83	80	81	80	80	77	80	78
Women	83	84	83	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	83*	92	78	n/a	n/a	n/a	n/a	n/a	n/a
65+	82	80	81	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	82	81	79	79	80	78	78	76	77
35-49	81	84	84	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 7

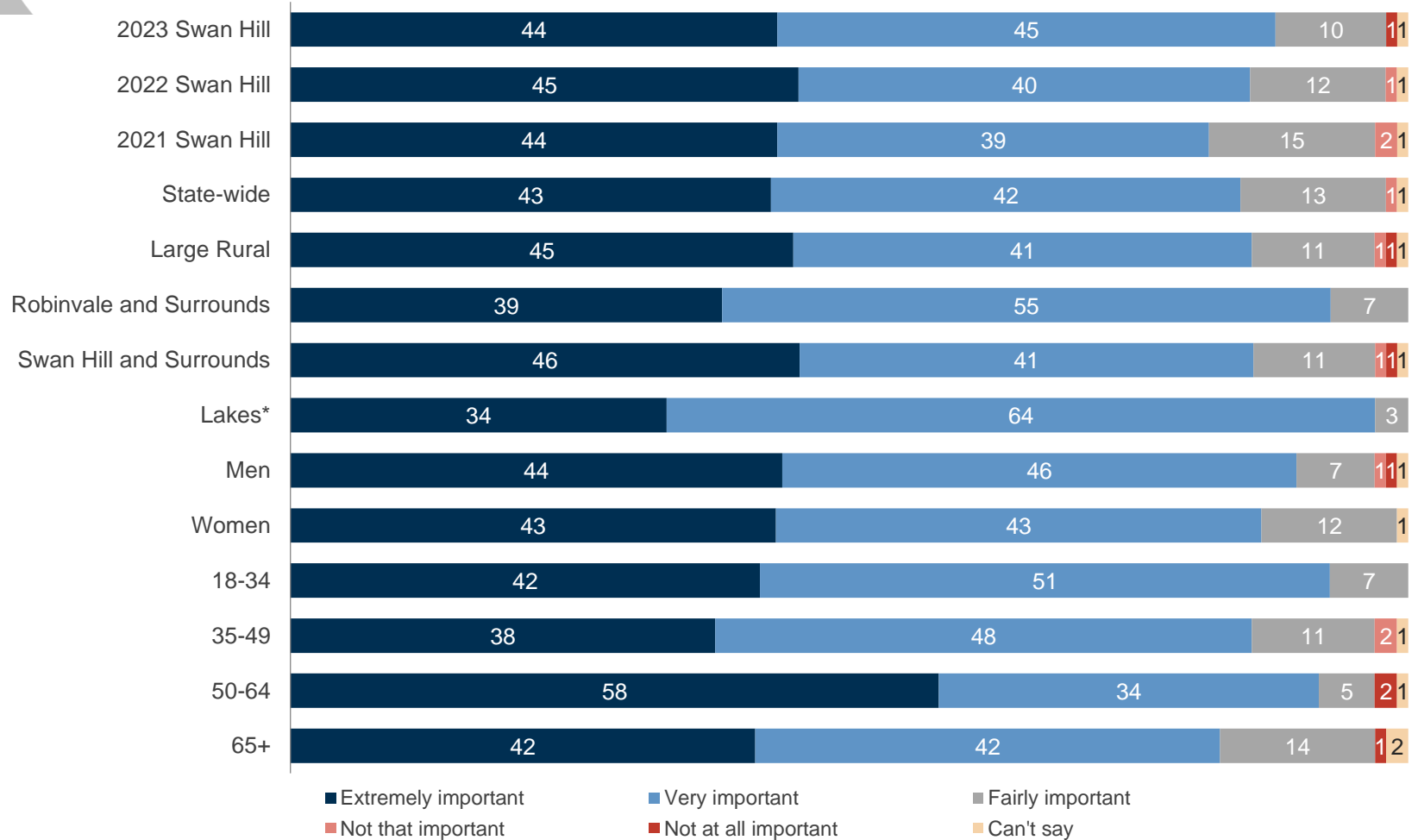
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

The condition of sealed local roads in your area importance



2023 sealed local roads importance (%)



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 7

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2023 sealed local roads performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	50▲	56	49	53	58	57	58	60	57
State-wide	48▲	53	54	56	53	53	54	55	55
Women	46	50	46	45	49	49	51	55	49
Swan Hill and Surrounds	45	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	44	51	44	46	50	49	48	52	48
18-34	44	45	48	43	50	47	43	50	48
Men	42	51	42	47	52	49	45	50	48
Robinvale and Surrounds	41	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	40	56	45	45	44	44	41	52	38
Large Rural	40▼	45	47	47	45	43	44	45	n/a
50-64	38	42	36	43	47	42	49	47	49
Lakes	38*	23	n/a	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: 66 Councils asked group: 18

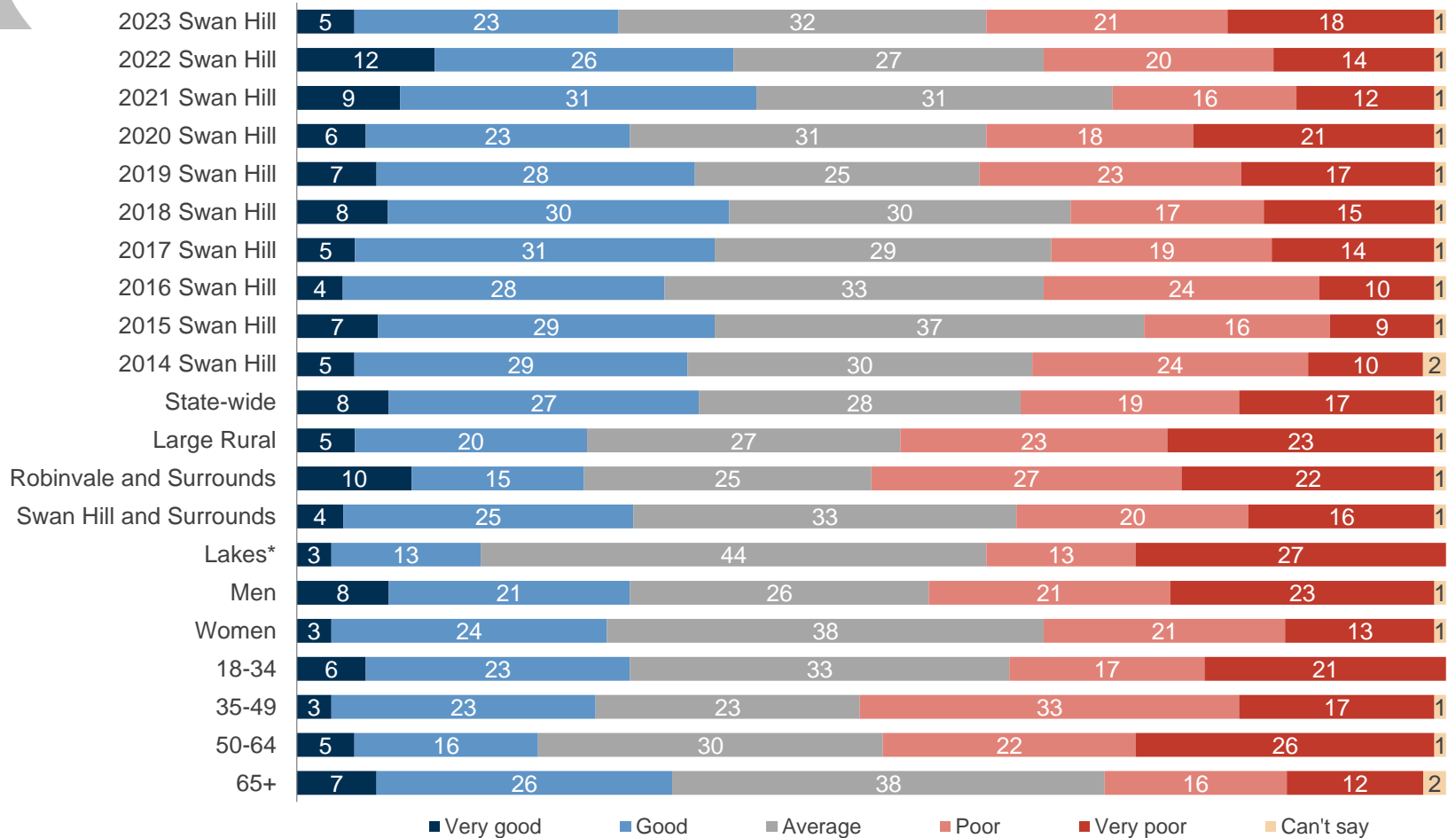
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2023 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: 66 Councils asked group: 18

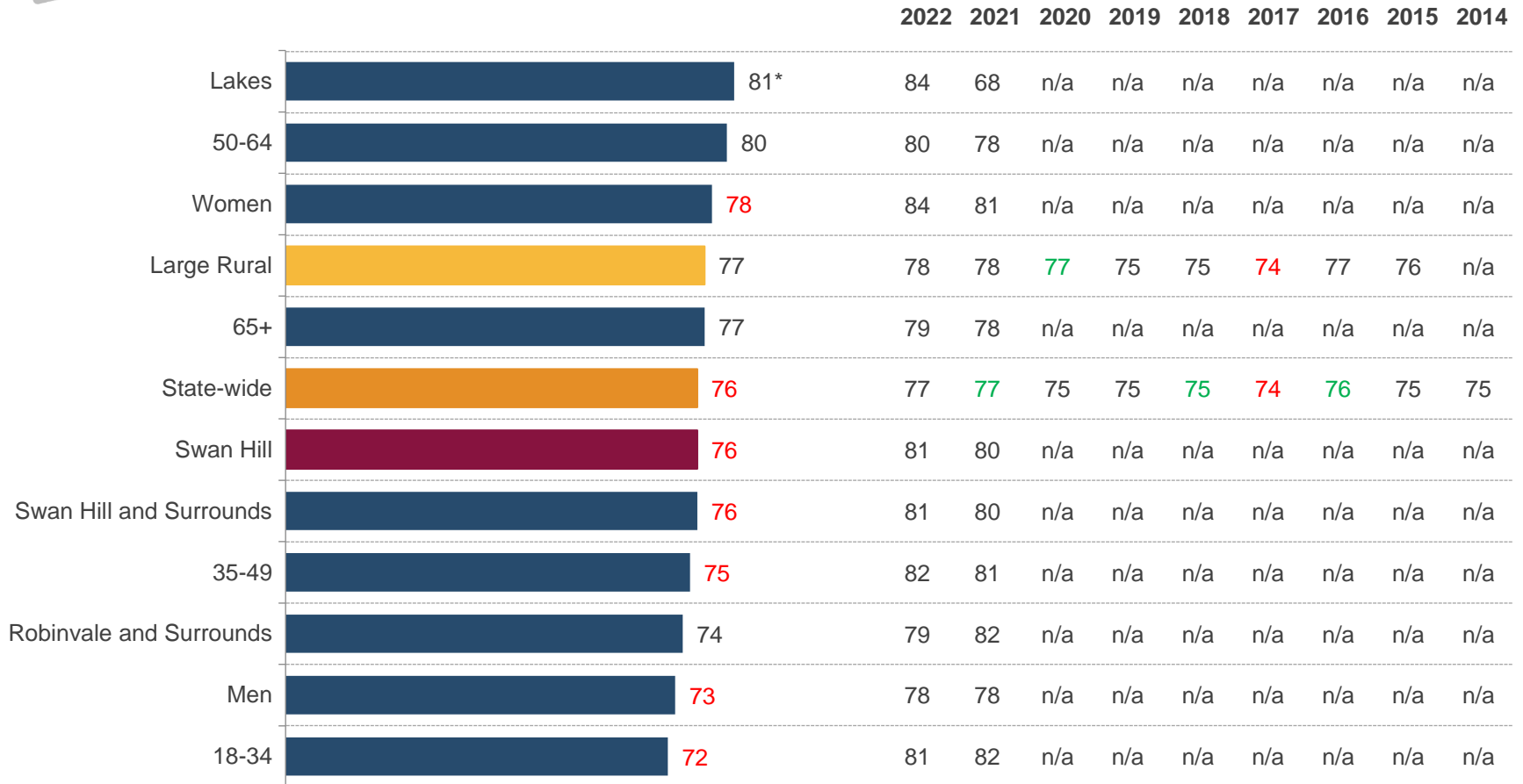
*Caution: small sample size < n=30



Informing the community importance



2023 informing community importance (index scores)



Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 6

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

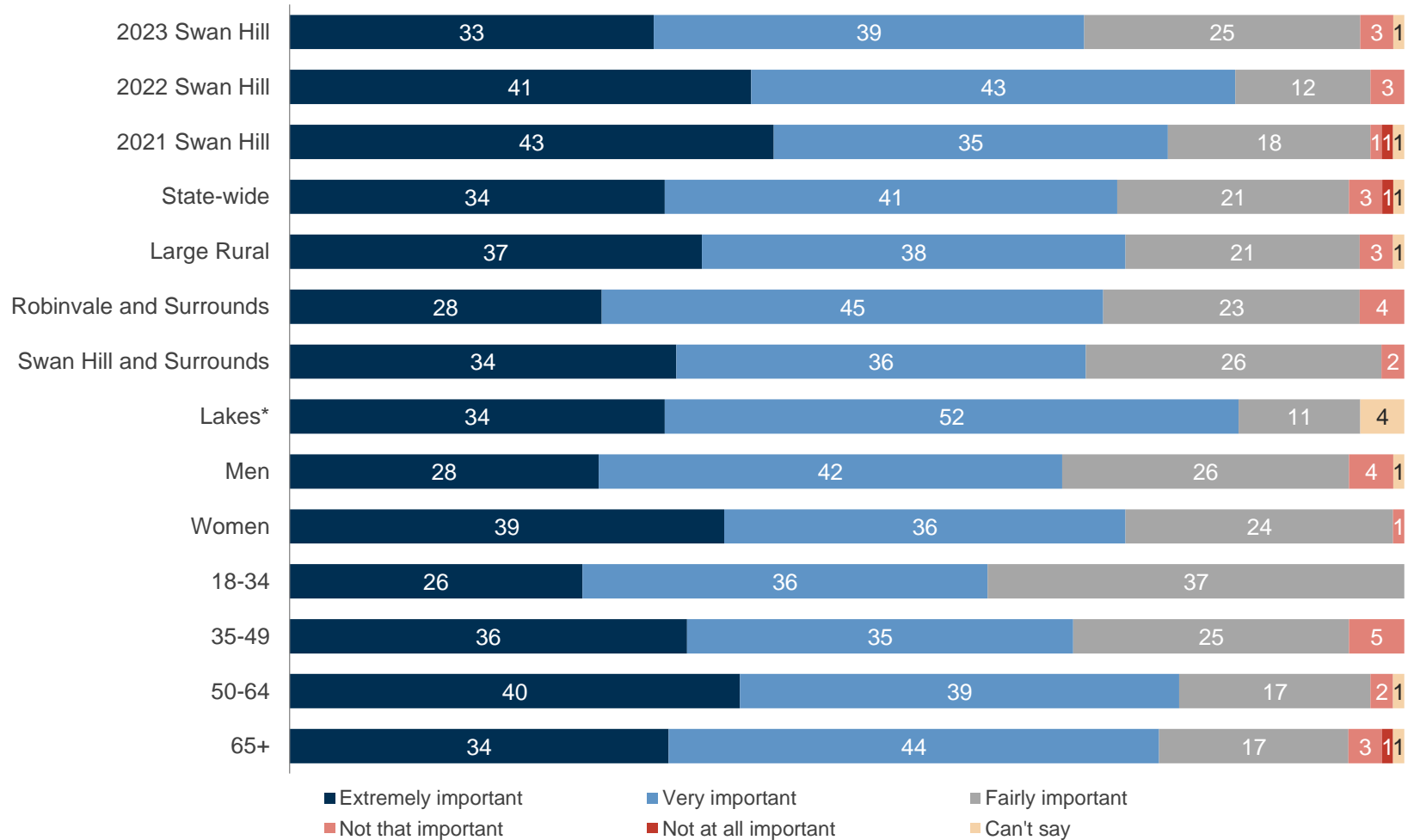
*Caution: small sample size < n=30



Informing the community importance



2023 informing community importance (%)



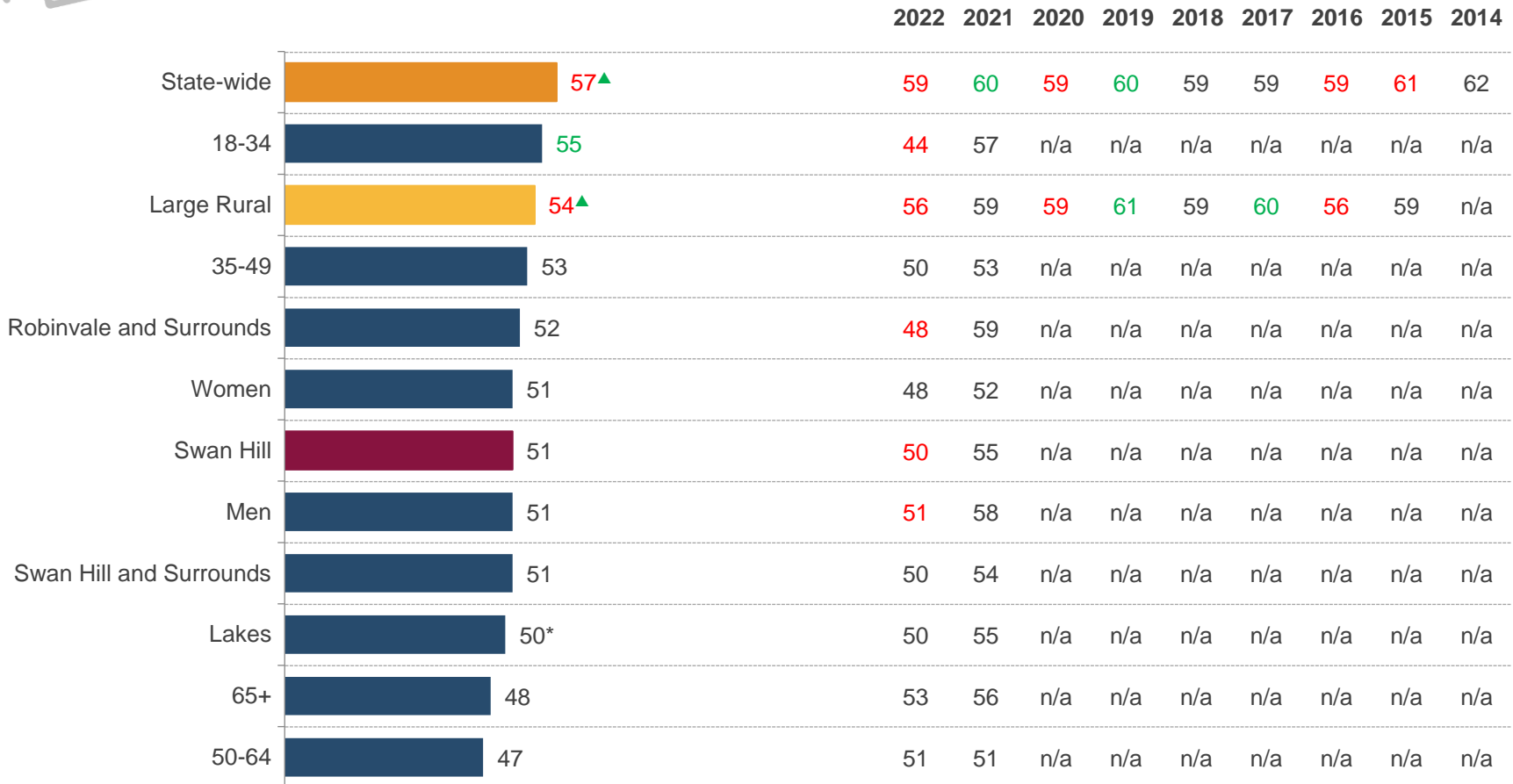
Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 6
 *Caution: small sample size < n=30



Informing the community performance



2023 informing community performance (index scores)



Q2. How has Council performed on 'Informing the community' over the last 12 months?

Base: All respondents. Councils asked State-wide: 38 Councils asked group: 7

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

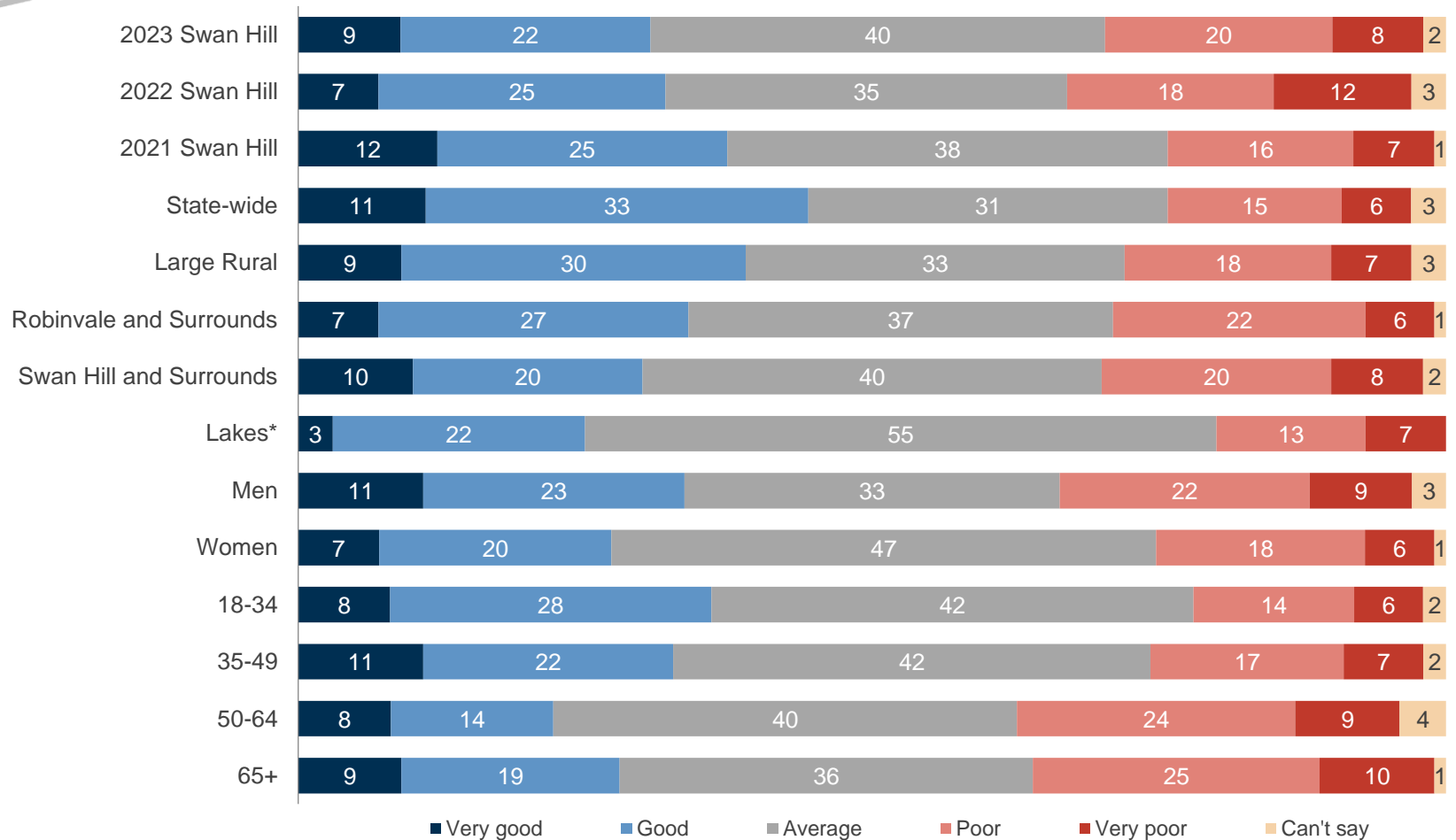
*Caution: small sample size < n=30



Informing the community performance



2023 informing community performance (%)



Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 7
 *Caution: small sample size < n=30

The condition of local streets and footpaths in your area importance



2023 streets and footpaths importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64	83	85	80	n/a	n/a	n/a	n/a	n/a	n/a
Women	81	87	84	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	81	83	80	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	81▲	81	79	78	77	78	77	77	77
65+	80	80	80	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	80	80	79	78	77	77	75	77	n/a
Lakes	80*	81	77	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	79	83	81	n/a	n/a	n/a	n/a	n/a	n/a
18-34	78	82	82	n/a	n/a	n/a	n/a	n/a	n/a
Men	78	78	77	n/a	n/a	n/a	n/a	n/a	n/a
35-49	77	86	80	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	74	84	83	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

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

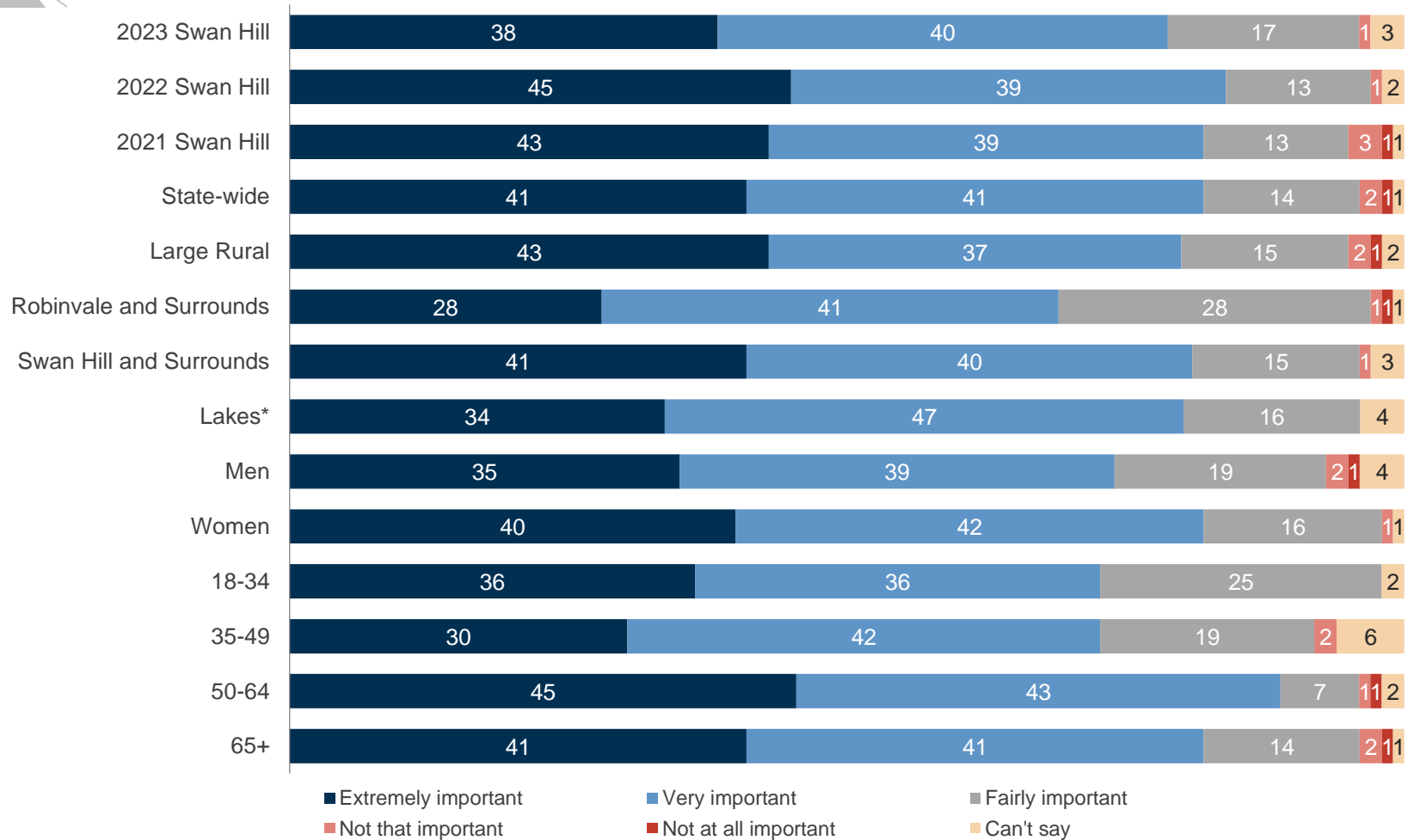
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

The condition of local streets and footpaths in your area importance



2023 streets and footpaths importance (%)



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

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

*Caution: small sample size < n=30

The condition of local streets and footpaths in your area performance



2023 streets and footpaths performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
State-wide	52▲	57	59	58	59	58	57	57	58	58
65+	52	54	54	n/a	n/a	53	58	56	56	53
18-34	49	54	48	n/a	n/a	59	54	53	57	52
Swan Hill and Surrounds	48	54	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	48	57	54	n/a	n/a	56	54	53	53	50
Swan Hill	48	52	52	n/a	n/a	54	52	53	55	50
Women	48	48	50	n/a	n/a	52	50	53	58	51
Large Rural	47	51	55	54	55	54	53	53	54	n/a
Robinvale and Surrounds	47	50	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	46	45	53	n/a	n/a	50	47	52	52	48
35-49	42	53	54	n/a	n/a	51	46	51	56	47
Lakes	42*	26	52	n/a	n/a	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: 33 Councils asked group: 8

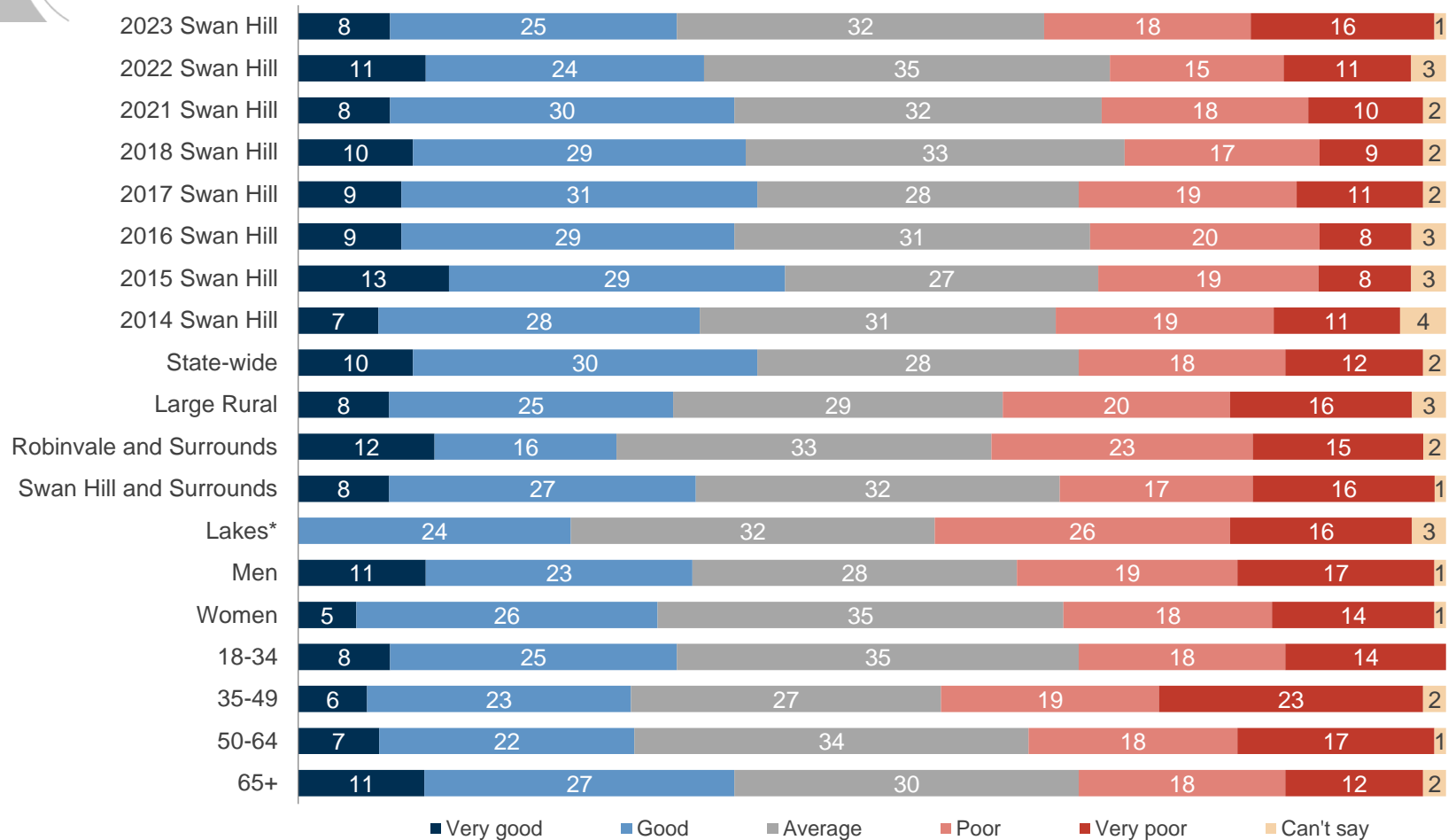
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

The condition of local streets and footpaths in your area performance



2023 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: 33 Councils asked group: 8

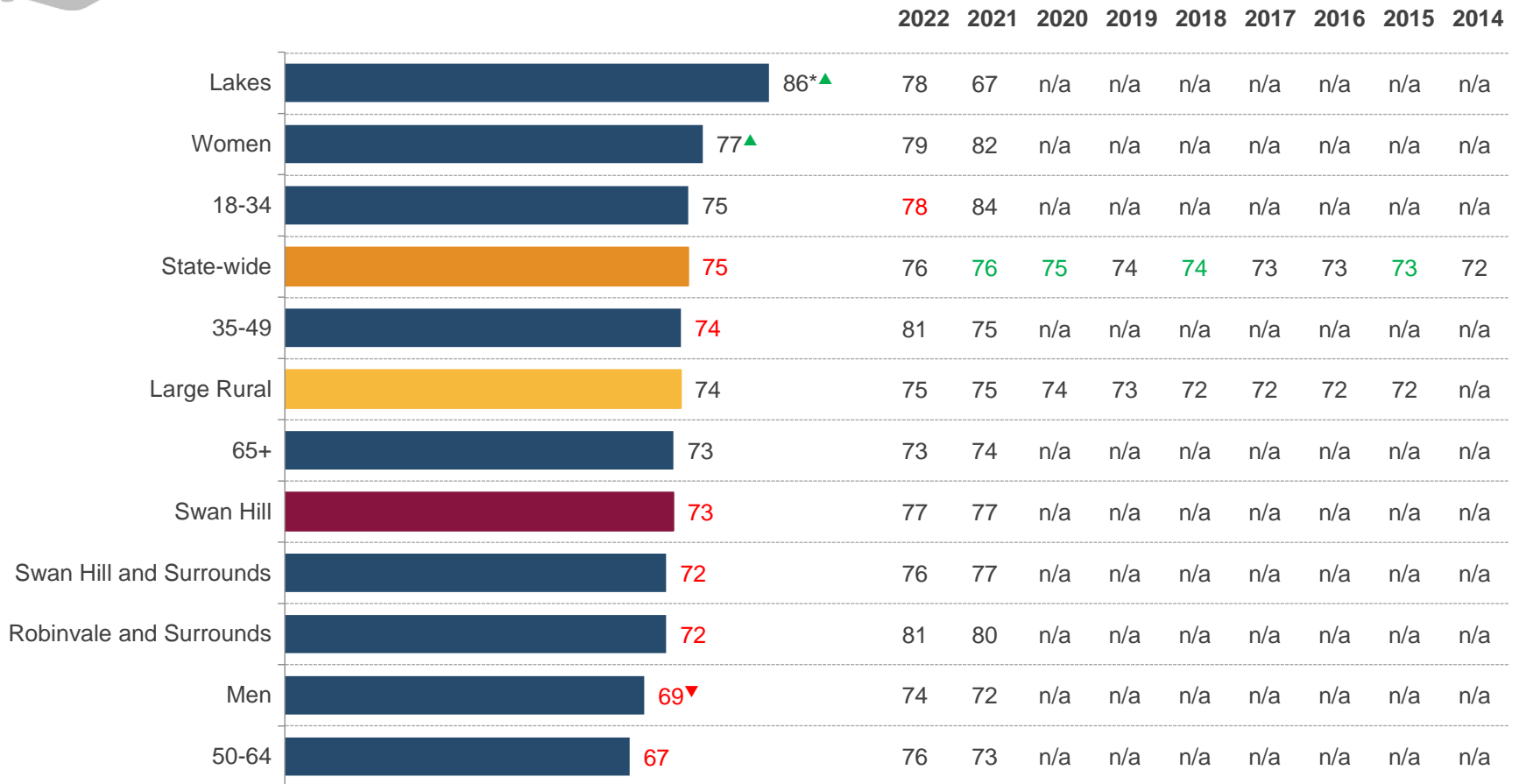
*Caution: small sample size < n=30



Family support services importance



2023 family support importance (index scores)



Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 17 Councils asked group: 5

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

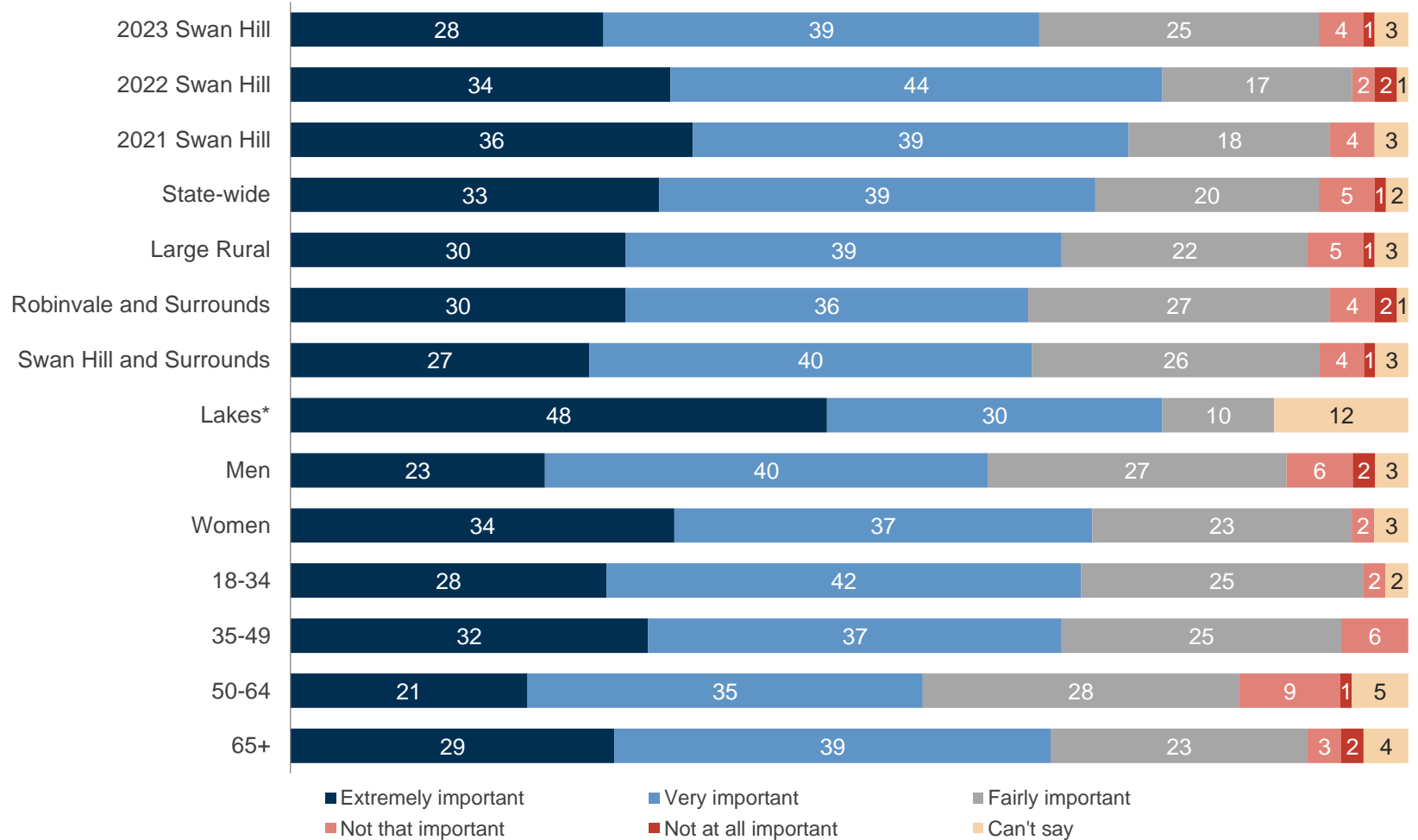
*Caution: small sample size < n=30



Family support services importance



2023 family support importance (%)



Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 17 Councils asked group: 5
 *Caution: small sample size < n=30



Family support services performance



2023 family support performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
65+	64	68	68	n/a	n/a	67	73	74	68	71
State-wide	63▲	65	66	66	67	66	67	66	67	68
Swan Hill and Surrounds	62	67	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	62	64	63	n/a	n/a	64	59	64	60	67
Men	62	67	66	n/a	n/a	66	69	67	62	62
Large Rural	61	64	66	64	65	65	65	64	67	n/a
Lakes	61*	61	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	60	65	63	n/a	n/a	64	65	67	63	64
35-49	59	63	66	n/a	n/a	60	66	67	63	56
Women	59	61	60	n/a	n/a	63	62	68	63	66
18-34	56	62	57	n/a	n/a	66	61	64	60	63
Robinvale and Surrounds	52▼	57	57	n/a	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: 7

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

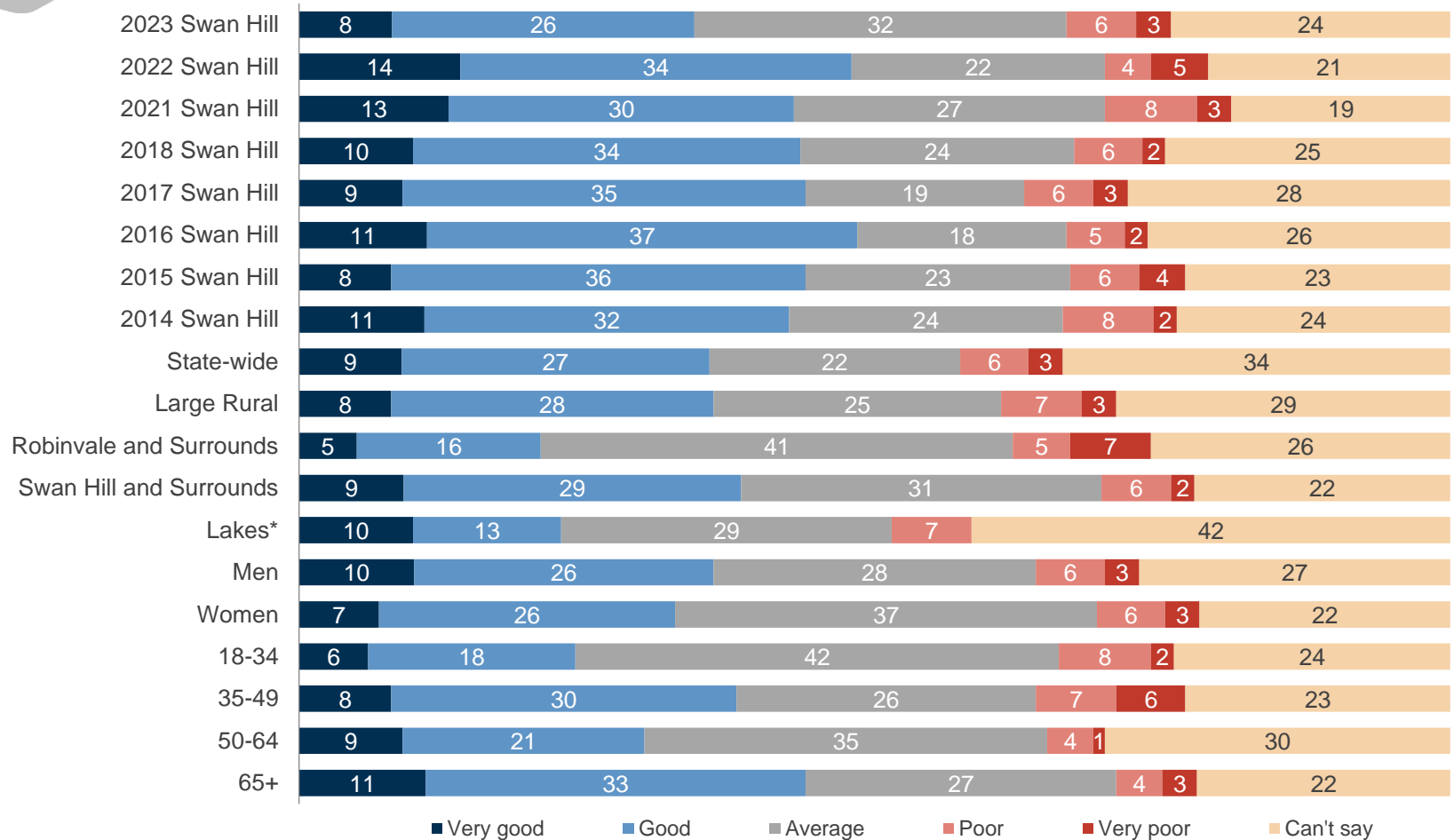
*Caution: small sample size < n=30



Family support services performance



2023 family support performance (%)



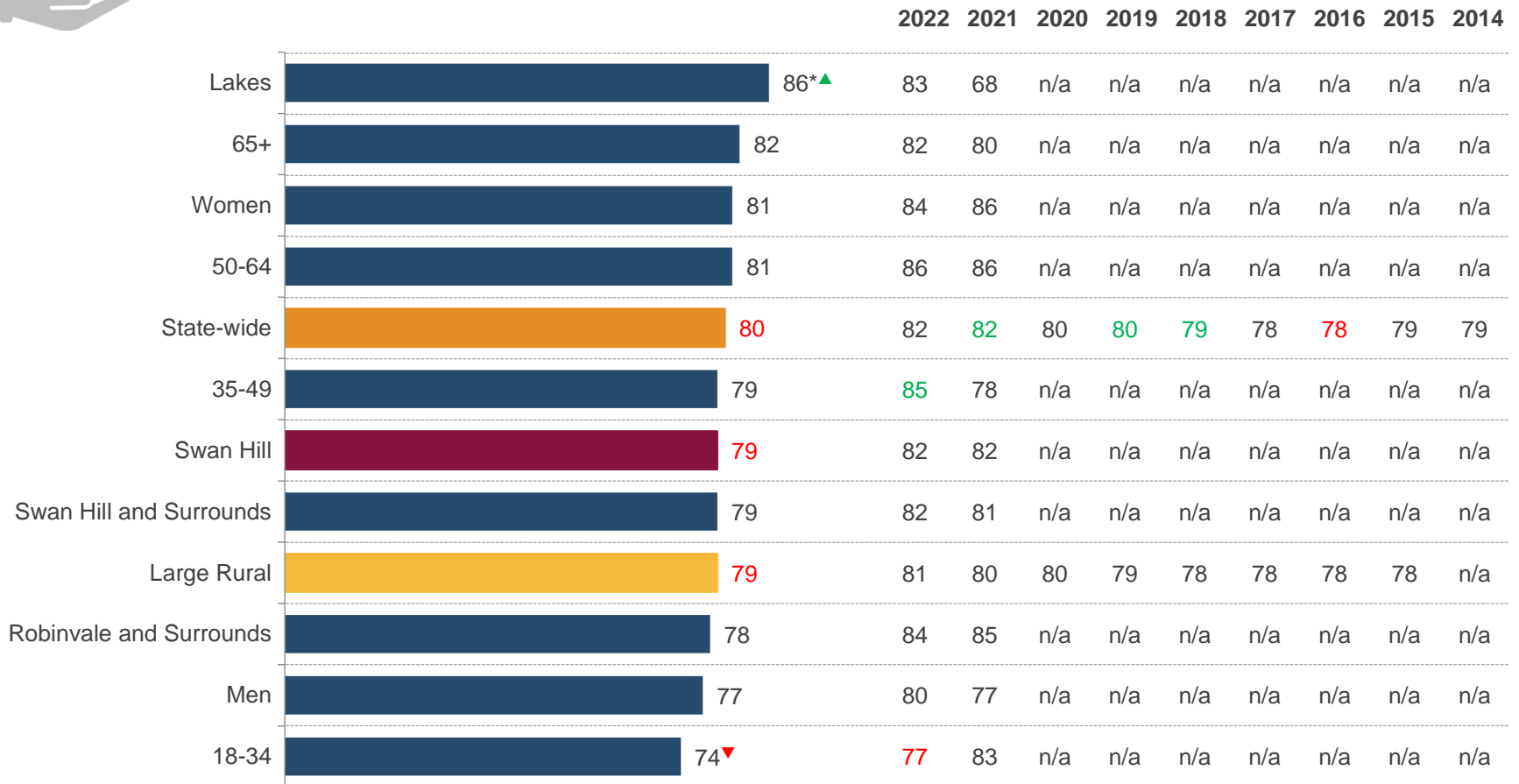
Q2. How has Council performed on 'Family support services' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 7
 *Caution: small sample size < n=30



Elderly support services importance



2023 elderly support importance (index scores)



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 16 Councils asked group: 3

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

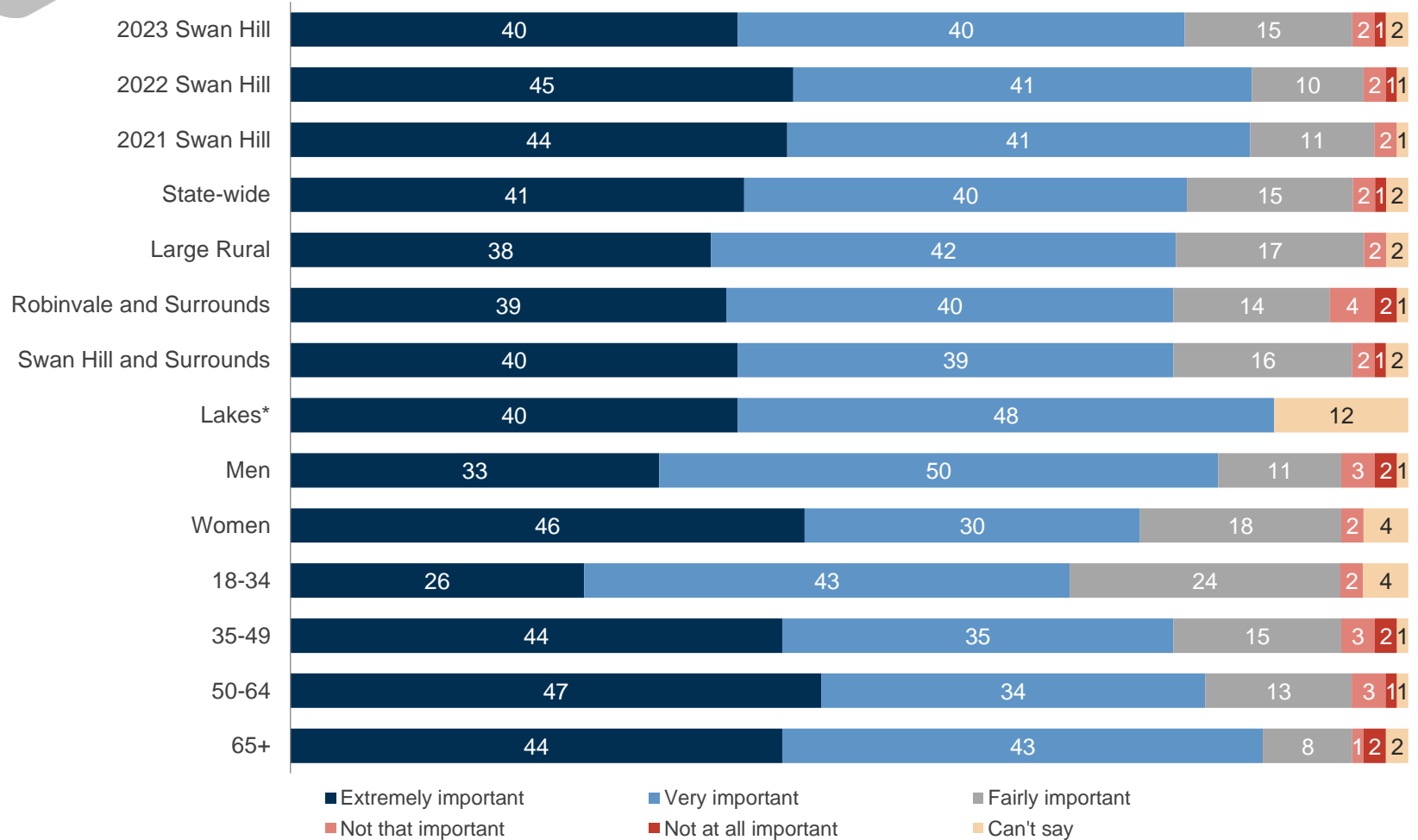
*Caution: small sample size < n=30



Elderly support services importance



2023 elderly support importance (%)



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 16 Councils asked group: 3
 *Caution: small sample size < n=30



Elderly support services performance



2023 elderly support performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Swan Hill and Surrounds	64	66	67	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	63	67	69	68	68	68	68	68	69
35-49	63	62	67	n/a	n/a	60	65	66	65
Large Rural	63	65	68	67	67	67	67	66	69
65+	62	69	69	n/a	n/a	69	76	75	74
Men	62	66	68	n/a	n/a	67	70	66	69
Swan Hill	61	64	65	n/a	n/a	65	67	69	70
Women	60	61	63	n/a	n/a	63	65	71	70
18-34	59	59	60	n/a	n/a	66	64	67	70
50-64	57	60	65	n/a	n/a	61	59	65	68
Lakes	53*	50	63	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	51▼	56	59	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 6

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

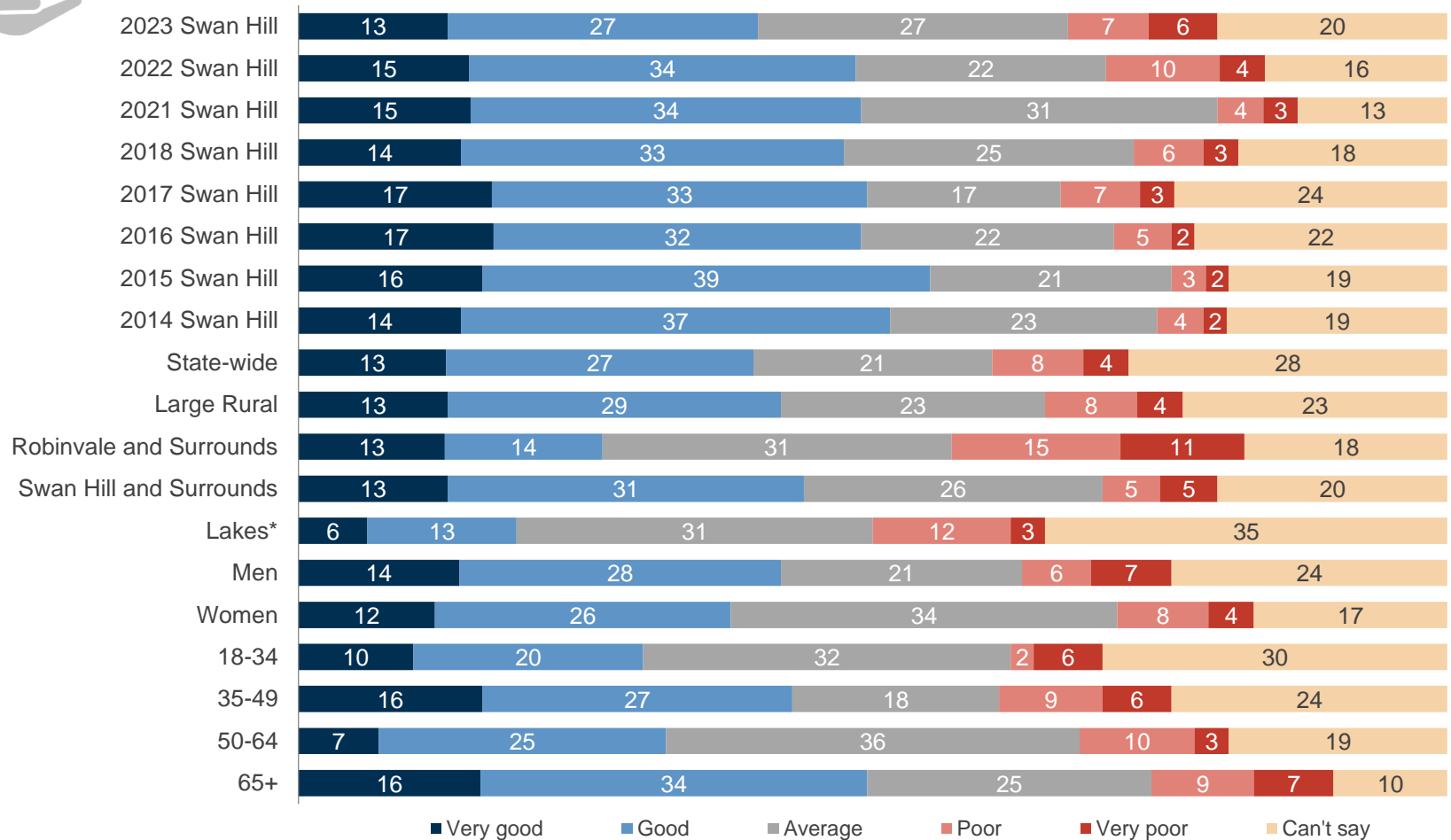
*Caution: small sample size < n=30



Elderly support services performance



2023 elderly support performance (%)



Q2. How has Council performed on 'Elderly support services' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 29 Councils asked group: 6
 *Caution: small sample size < n=30



Recreational facilities importance



2023 recreational facilities importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Lakes	79*	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	75	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	74	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	74	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	74	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	73	74	72	72	73	72	73	72	72
Swan Hill	73	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	73	73	72	72	74	72	72	72	n/a
50-64	72	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	72	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	71	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	68	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?

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

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

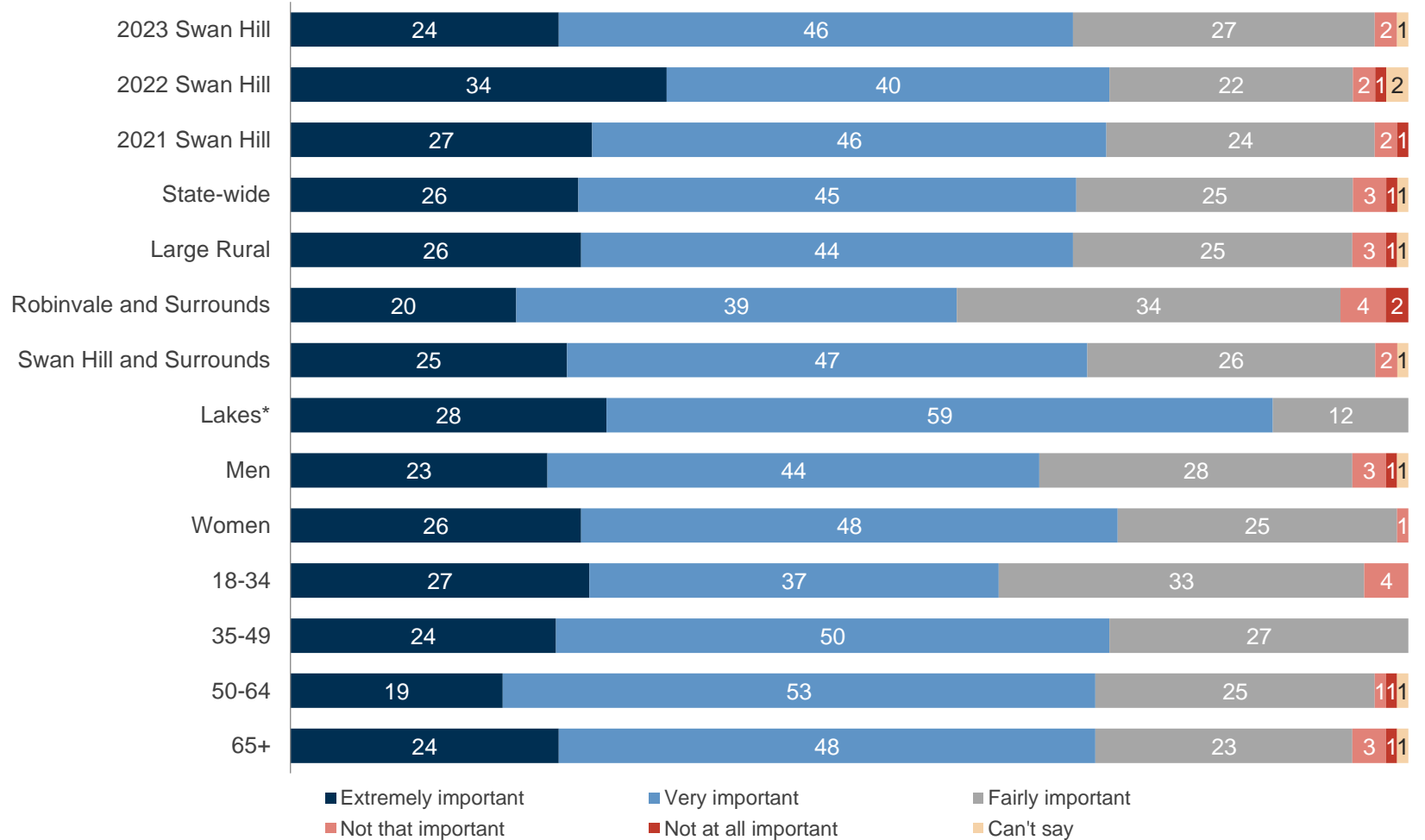
*Caution: small sample size < n=30



Recreational facilities importance



2023 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 32 Councils asked group: 9
 *Caution: small sample size < n=30



The appearance of public areas importance



2023 public areas importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	76	81	79	n/a	n/a	n/a	n/a	n/a	n/a
50-64	75	77	75	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	75	76	77	n/a	n/a	n/a	n/a	n/a	n/a
35-49	75	81	77	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	74	75	75	74	73	74	74	74	73
Large Rural	73	75	75	73	73	73	73	74	73
Swan Hill	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
65+	72	76	76	n/a	n/a	n/a	n/a	n/a	n/a
18-34	70	76	80	n/a	n/a	n/a	n/a	n/a	n/a
Men	69▼	73	75	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	68*	80	69	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	66▼	80	80	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9

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

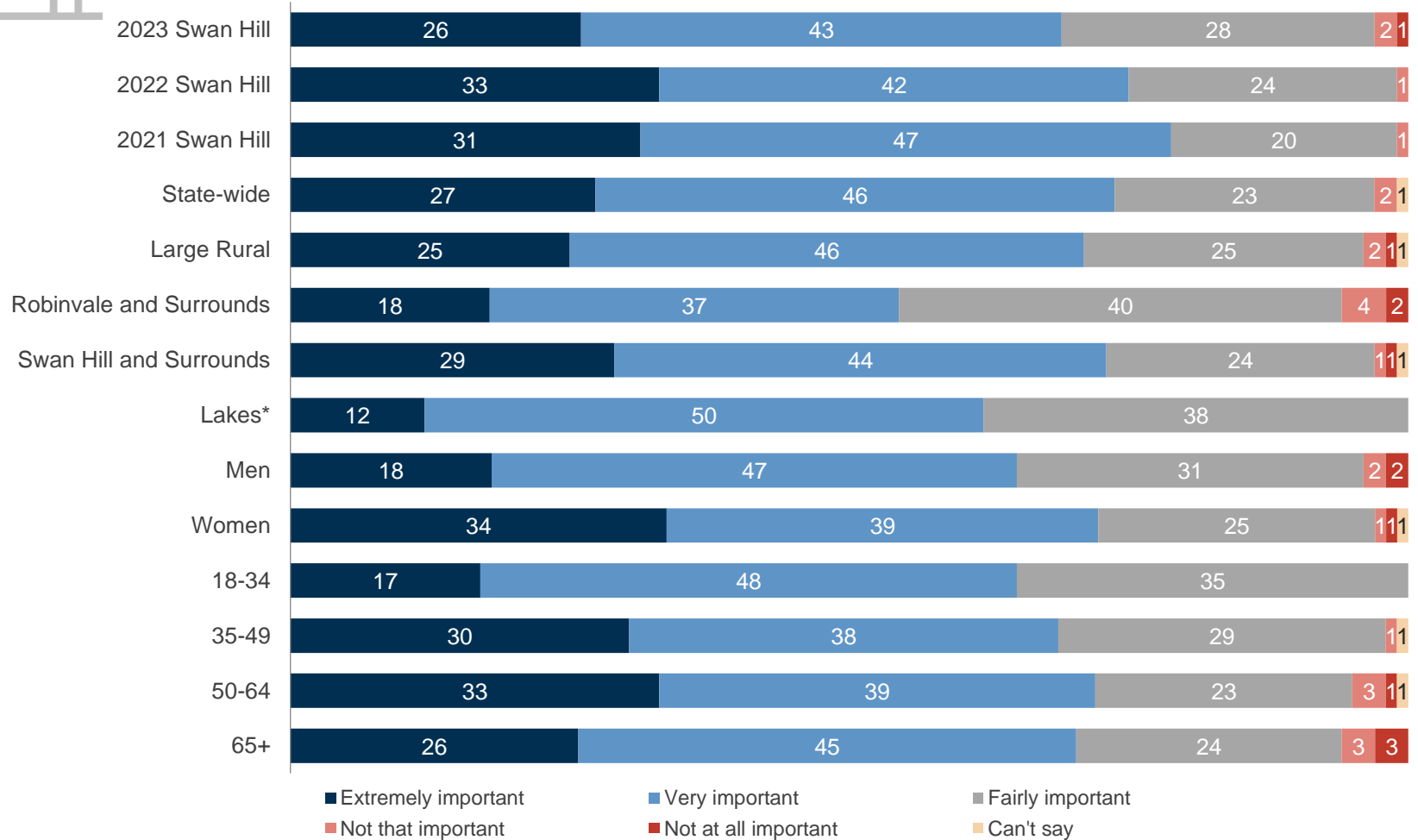
*Caution: small sample size < n=30



The appearance of public areas importance



2023 public areas importance (%)



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9

*Caution: small sample size < n=30



The appearance of public areas performance



2023 public areas performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	69	76	73	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67	71	73	72	72	71	71	71	72
Lakes	67*	59	71	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	66	75	72	n/a	n/a	n/a	n/a	n/a	n/a
50-64	66	67	74	n/a	n/a	n/a	n/a	n/a	n/a
Women	65	72	70	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	65	73	71	n/a	n/a	n/a	n/a	n/a	n/a
Men	65	73	71	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	65	67	70	71	70	69	69	69	69
18-34	63	71	68	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	62	65	68	n/a	n/a	n/a	n/a	n/a	n/a
35-49	62	74	70	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked State-wide: 45 Councils asked group: 12

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

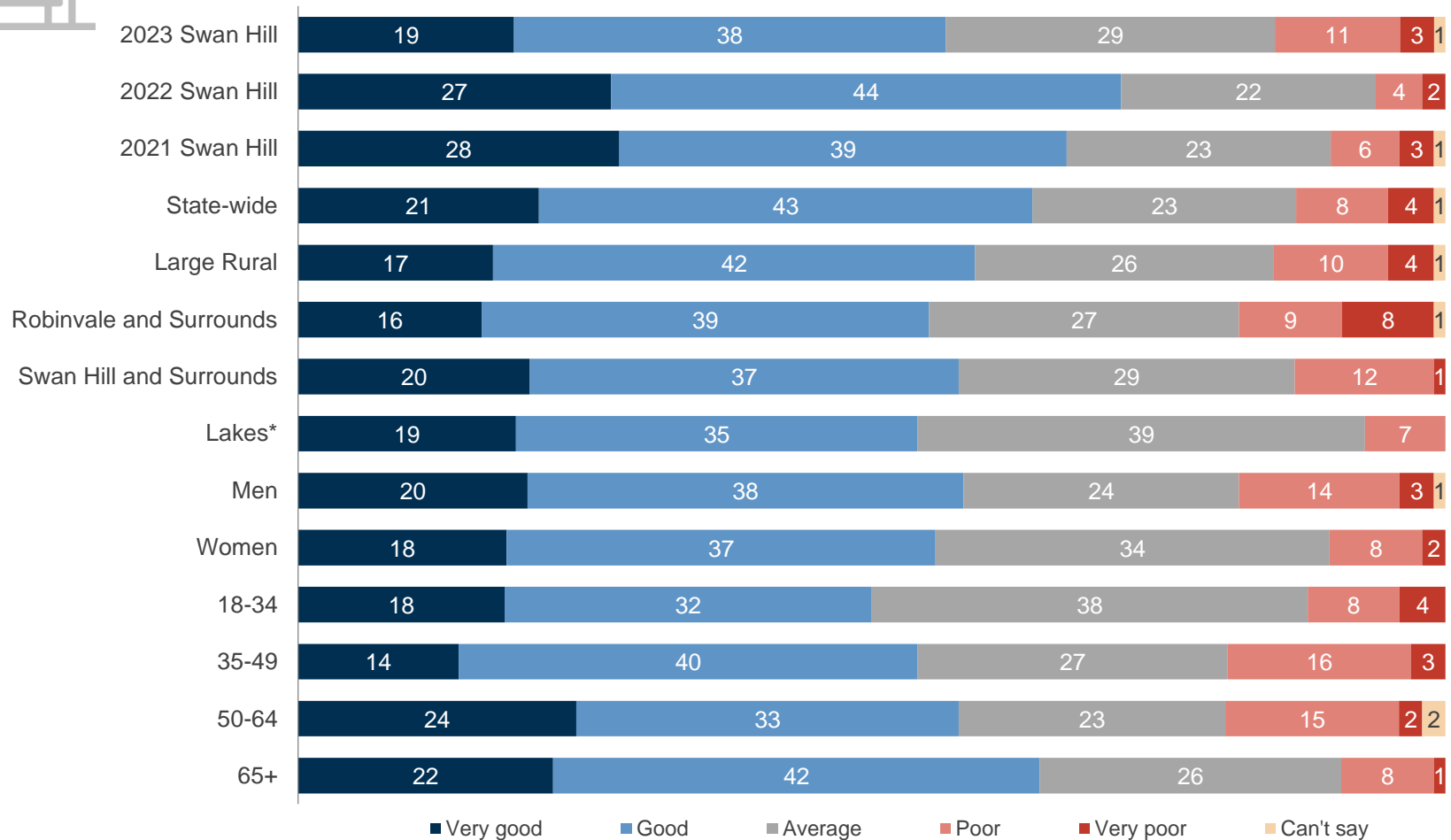
*Caution: small sample size < n=30



The appearance of public areas performance



2023 public areas performance (%)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked State-wide: 45 Councils asked group: 12

*Caution: small sample size < n=30



Community and cultural activities importance



2023 community and cultural activities importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	72	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	67	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	65	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	64	64	62	61	61	61	62	62	62
18-34	72	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	66	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	66	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	63	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	64	63	61	61	60	61	61	61	n/a
50-64	63	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	61	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	70	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Community and cultural activities' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 22 Councils asked group: 5

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

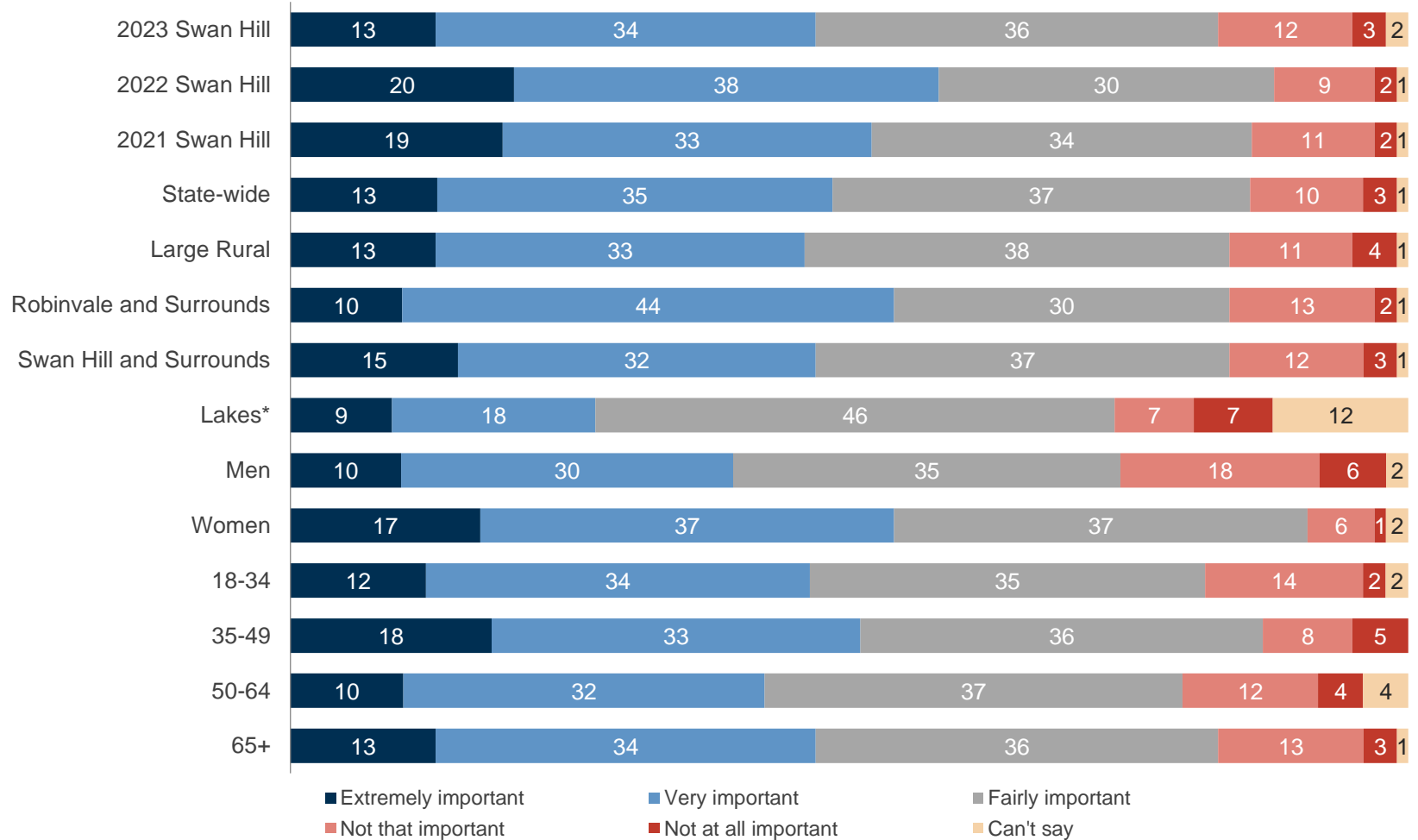
*Caution: small sample size < n=30



Community and cultural activities importance



2023 community and cultural activities importance (%)



Q1. Firstly, how important should 'Community and cultural activities' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 22 Councils asked group: 5
 *Caution: small sample size < n=30



Community and cultural activities performance



2023 community and cultural activities performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	66▲	65	68	69	69	69	69	69	70
Large Rural	64▲	63	65	67	67	69	67	69	n/a
Lakes	62*	55	76	n/a	n/a	n/a	n/a	n/a	n/a
65+	62	63	64	n/a	n/a	n/a	n/a	n/a	n/a
35-49	61	58	65	n/a	n/a	n/a	n/a	n/a	n/a
Women	60	58	59	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	60	60	64	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	59	59	63	n/a	n/a	n/a	n/a	n/a	n/a
Men	59	60	67	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	58	53	60	n/a	n/a	n/a	n/a	n/a	n/a
50-64	57	55	64	n/a	n/a	n/a	n/a	n/a	n/a
18-34	57	57	61	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 7

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

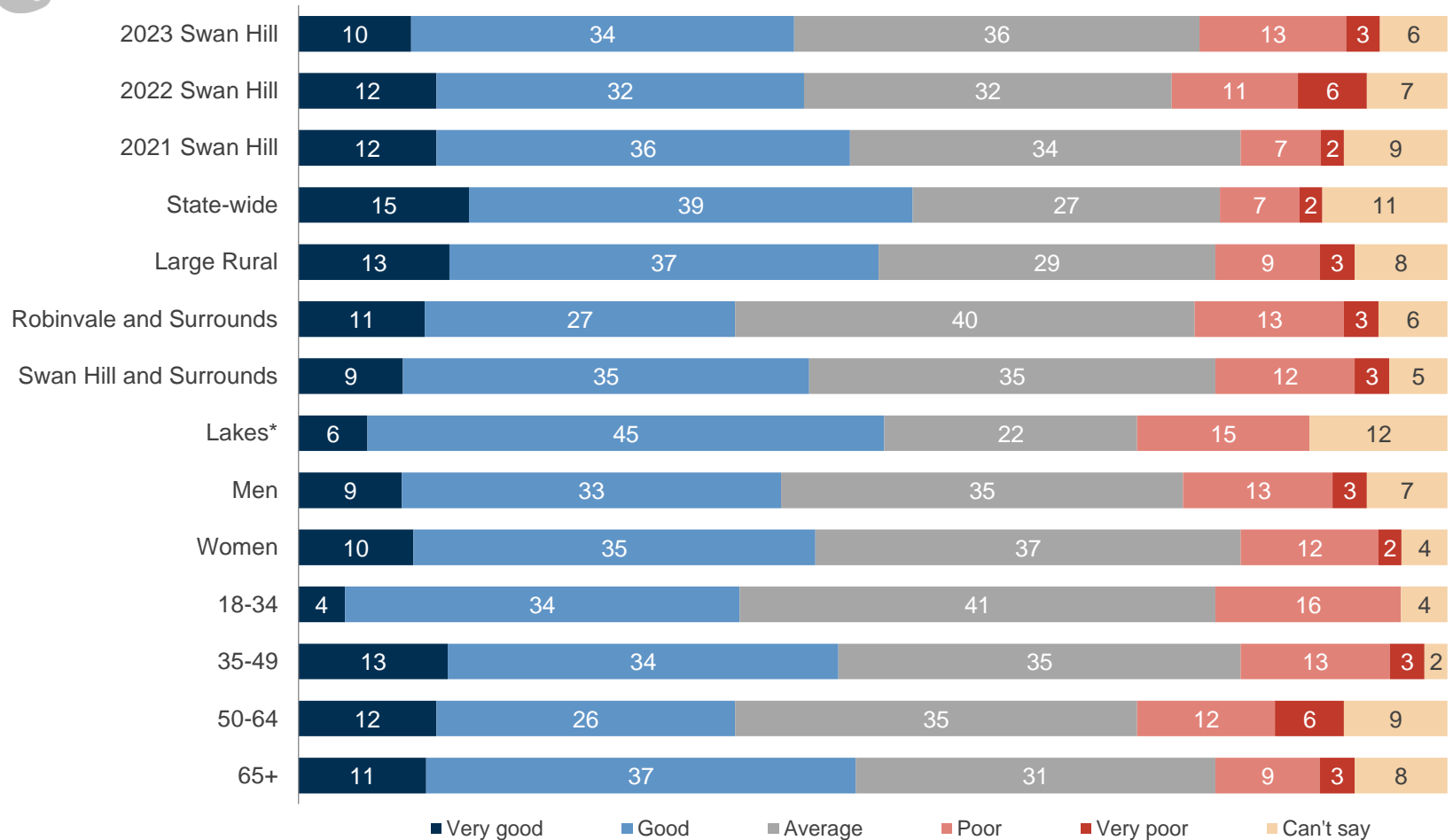
*Caution: small sample size < n=30



Community and cultural activities performance



2023 community and cultural activities performance (%)



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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 7

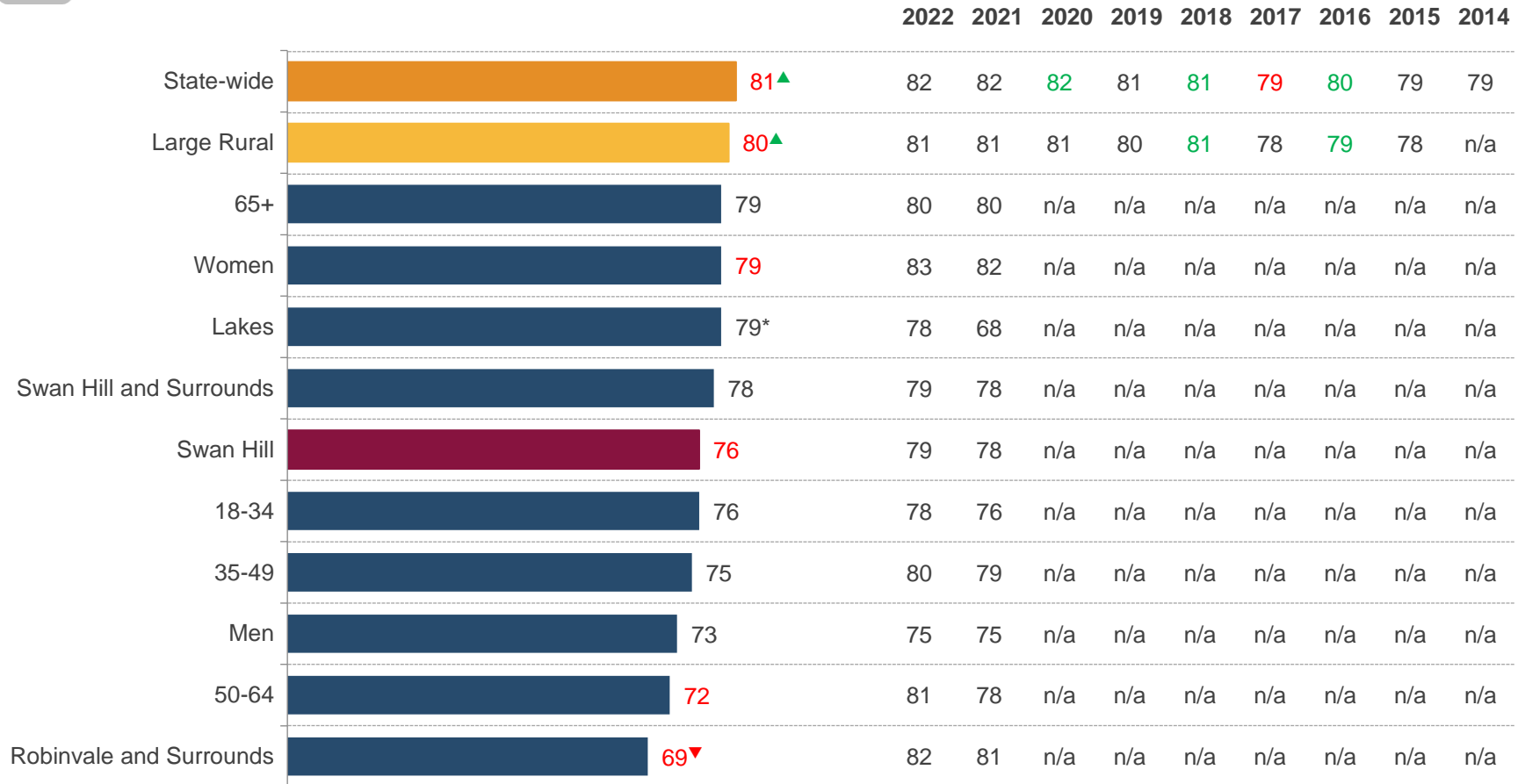
*Caution: small sample size < n=30



Waste management importance



2023 waste management importance (index scores)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9

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

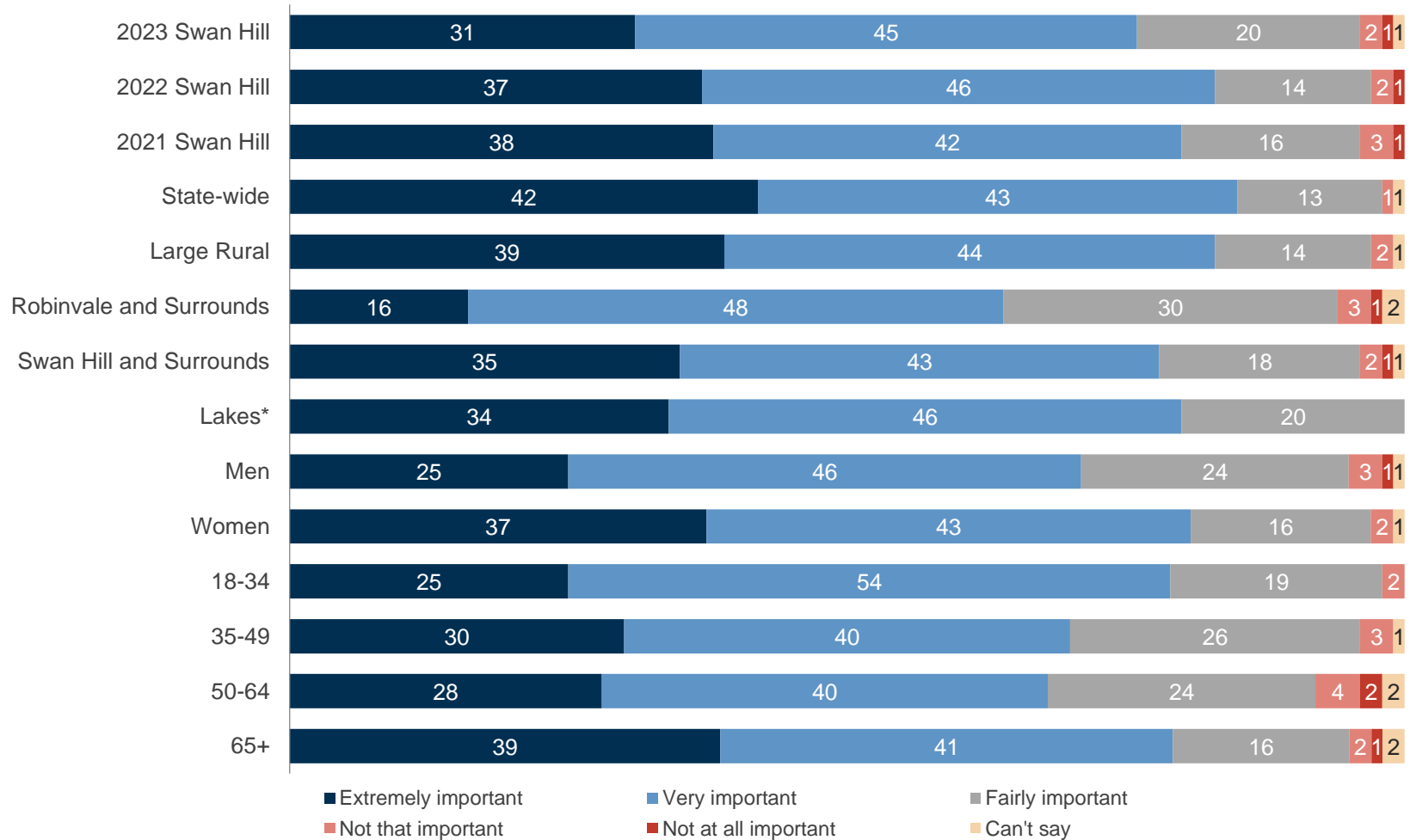
*Caution: small sample size < n=30



Waste management importance



2023 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 31 Councils asked group: 9
 *Caution: small sample size < n=30



Waste management performance



2023 waste management performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014	
65+	73	76	74	n/a	n/a	73	76	76	77	73
35-49	72	65	72	n/a	n/a	67	69	72	72	67
Men	72	71	74	n/a	n/a	69	72	73	74	68
Swan Hill and Surrounds	71	70	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	70	69	71	n/a	n/a	68	72	72	75	70
Lakes	70*	75	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	68	67	68	n/a	n/a	67	72	71	76	72
18-34	68	70	69	n/a	n/a	69	71	68	77	70
50-64	67	62	71	n/a	n/a	63	67	71	73	69
State-wide	66▼	68	69	65	68	70	71	70	72	73
Robinvale and Surrounds	66	66	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	65▼	65	66	62	64	67	68	66	68	n/a

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

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18

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

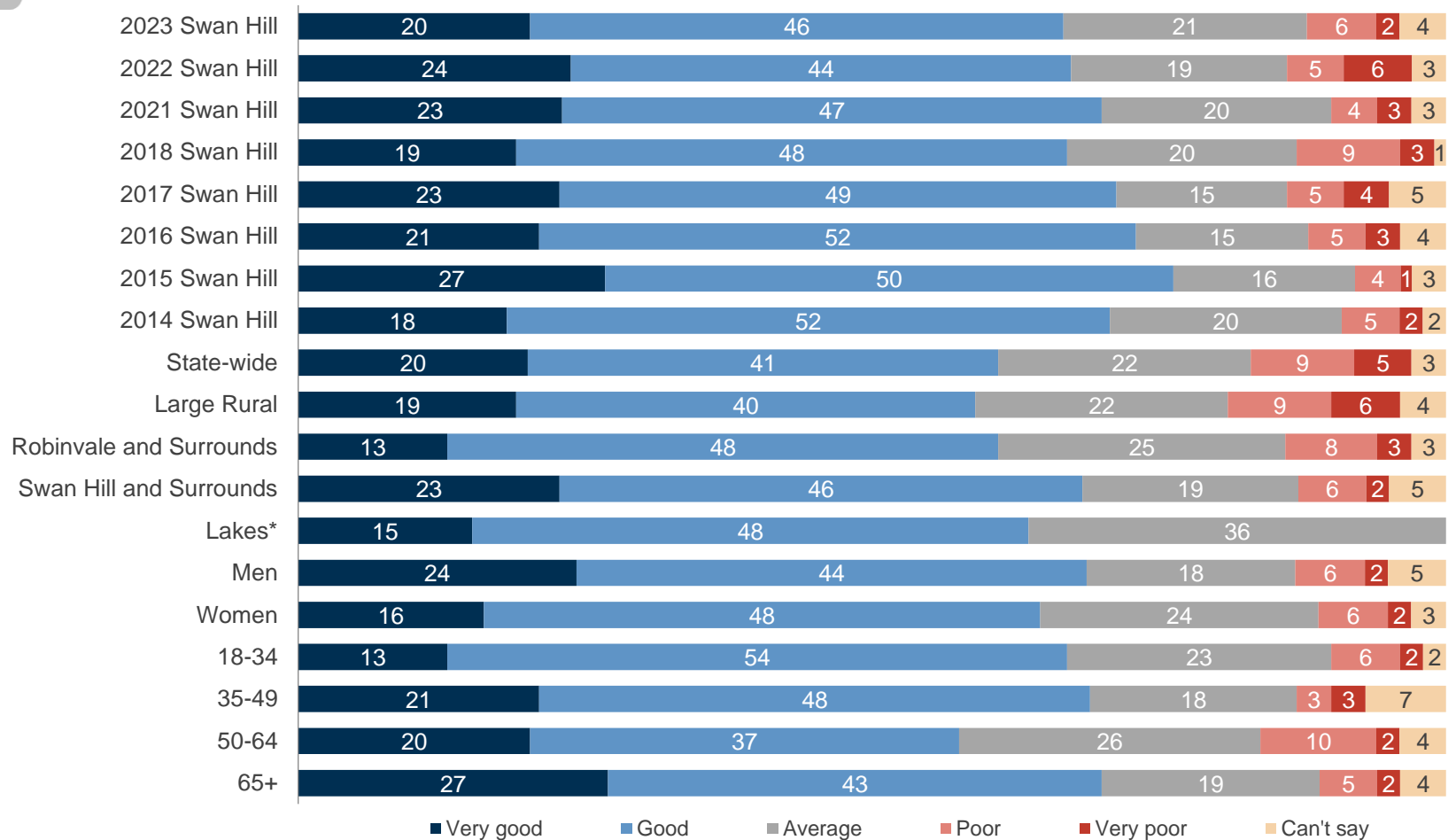
*Caution: small sample size < n=30



Waste management performance



2023 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 18
 *Caution: small sample size < n=30

Business and community development and tourism importance



2023 business/development/tourism importance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Swan Hill and Surrounds	74	77	78	n/a	n/a	n/a	n/a	n/a	n/a
50-64	74	75	72	n/a	n/a	n/a	n/a	n/a	n/a
35-49	74	80	78	n/a	n/a	n/a	n/a	n/a	n/a
Women	74	81	79	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	73*	84	73	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	73	77	77	n/a	n/a	n/a	n/a	n/a	n/a
65+	72	75	73	n/a	n/a	n/a	n/a	n/a	n/a
Men	71	74	75	n/a	n/a	n/a	n/a	n/a	n/a
18-34	71	79	85	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	68▼	70	71	68	64	65	67	69	70
State-wide	67▼	69	70	67	65	66	67	67	67
Robinvale and Surrounds	66▼	75	74	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 23 Councils asked group: 7

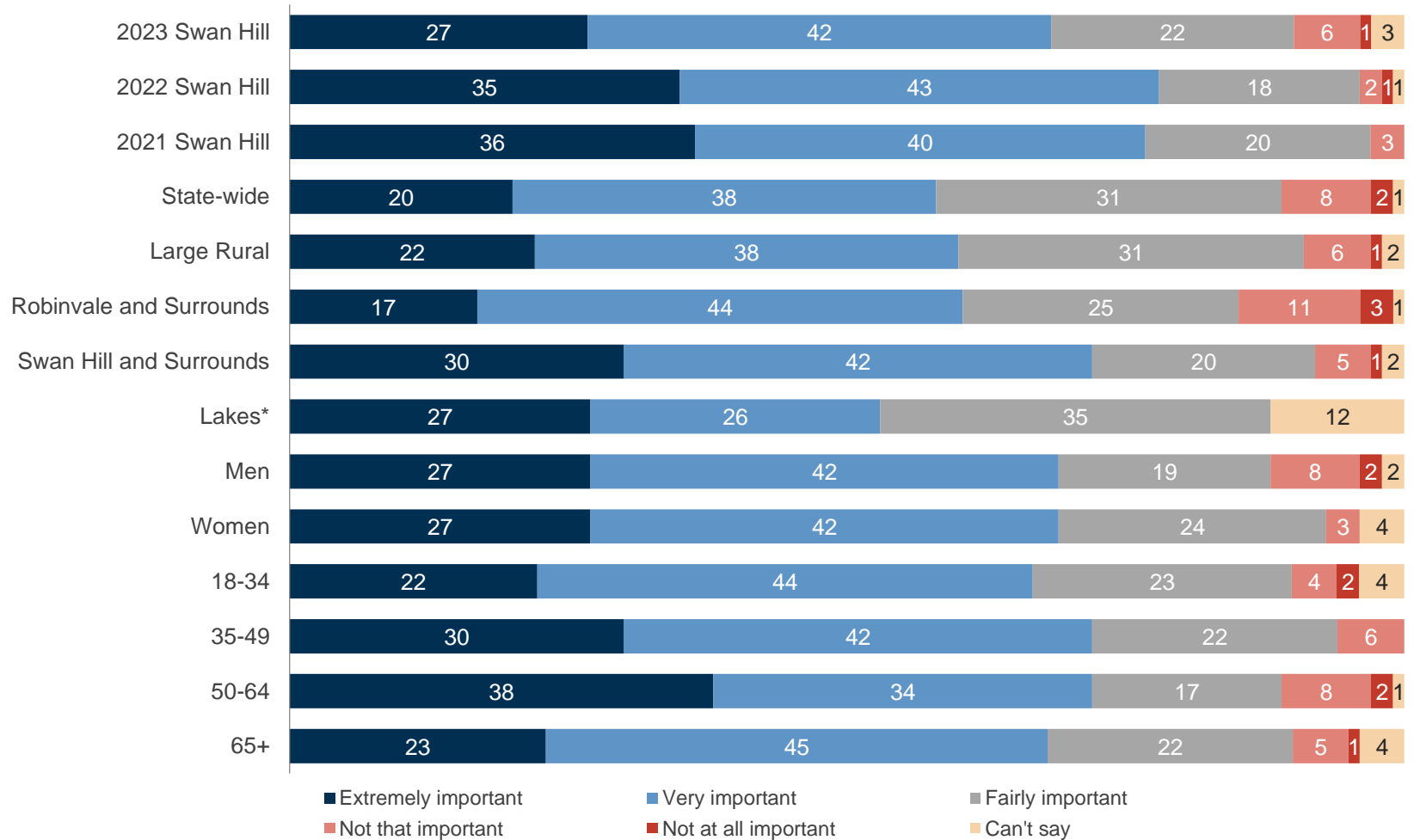
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Business and community development and tourism importance



2023 business/development/tourism importance (%)



Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 23 Councils asked group: 7

*Caution: small sample size < n=30

Business and community development and tourism performance



2023 business/development/tourism performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Lakes	52	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	64*	60	61	59	61	60	61	60	61
Large Rural	59▲	58	59	61	62	61	60	59	59
65+	56▲	60	59	n/a	n/a	66	63	65	64
Women	55	51	53	n/a	n/a	60	59	64	55
Swan Hill and Surrounds	55	53	55	n/a	n/a	n/a	n/a	n/a	n/a
18-34	54	45	50	n/a	n/a	61	60	62	51
Swan Hill	54	51	54	n/a	n/a	60	59	62	55
Men	53	50	54	n/a	n/a	60	58	60	54
35-49	50	46	53	n/a	n/a	57	54	62	56
50-64	50	49	53	n/a	n/a	56	54	59	50
Robinvale and Surrounds	45▼	40	51	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 10

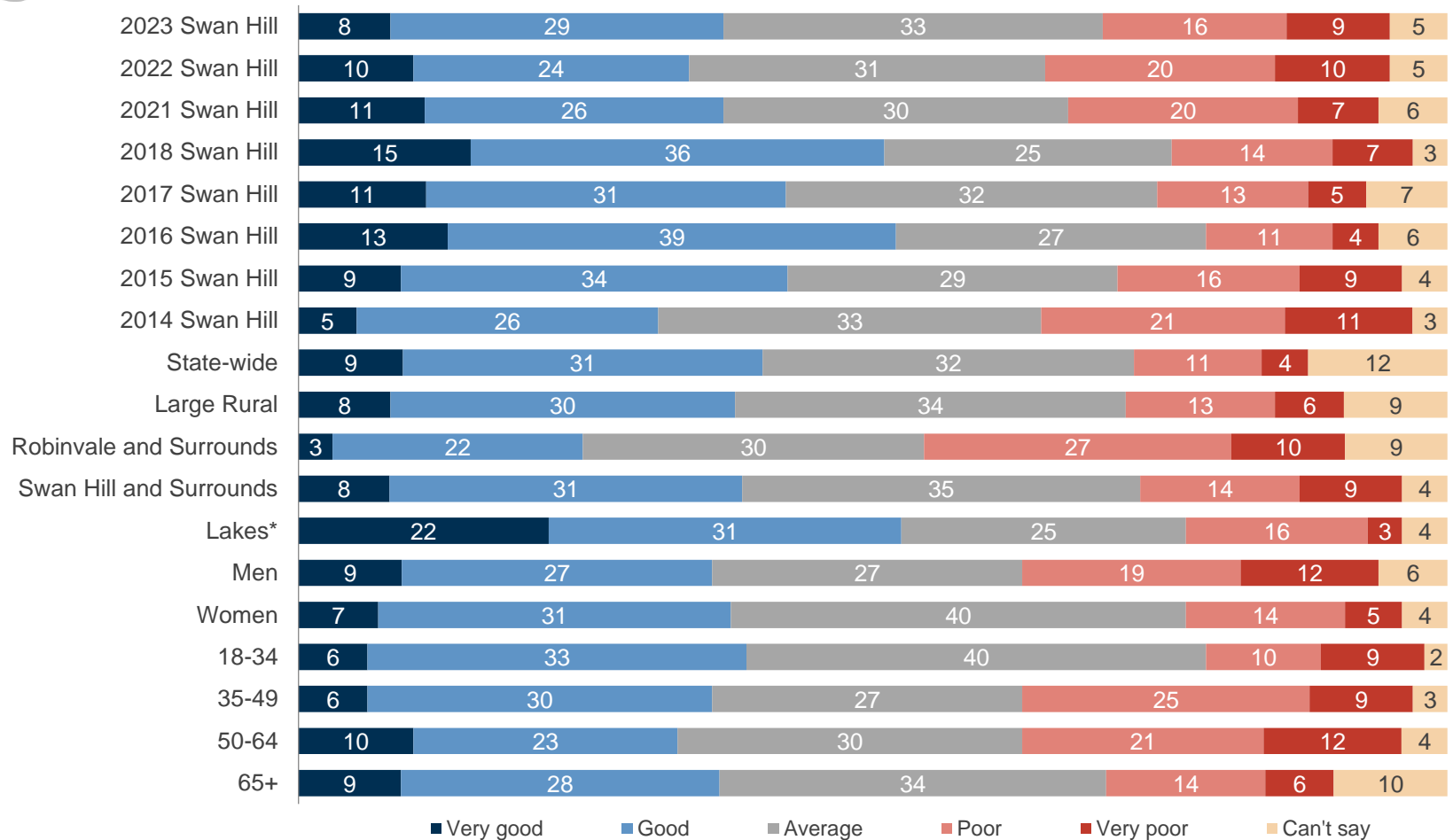
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Business and community development and tourism performance



2023 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: 31 Councils asked group: 10

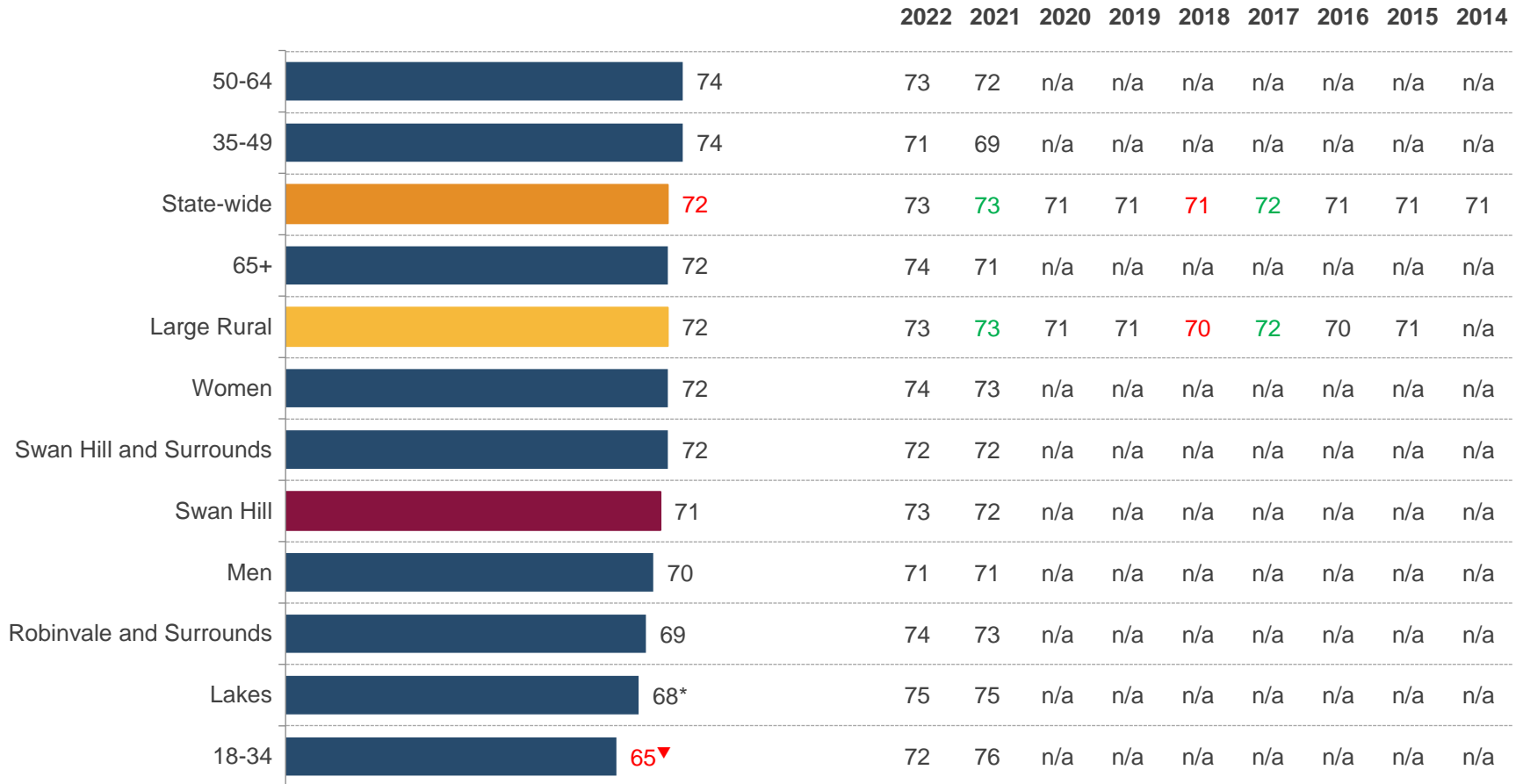
*Caution: small sample size < n=30



Planning and building permits importance



2023 planning and building permits importance (index scores)



Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 6

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

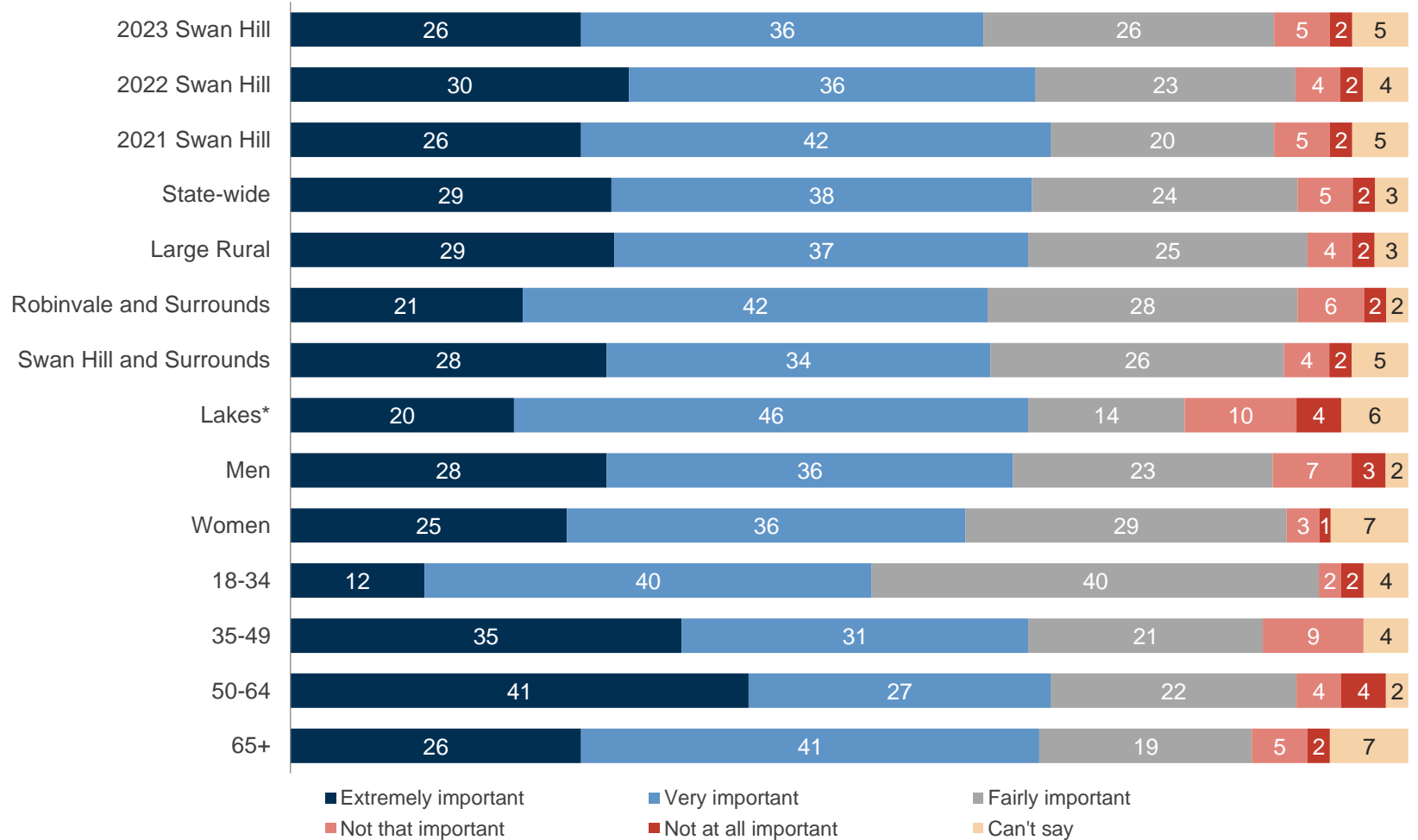
*Caution: small sample size < n=30



Planning and building permits importance



2023 planning and building permits importance (%)



Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 6

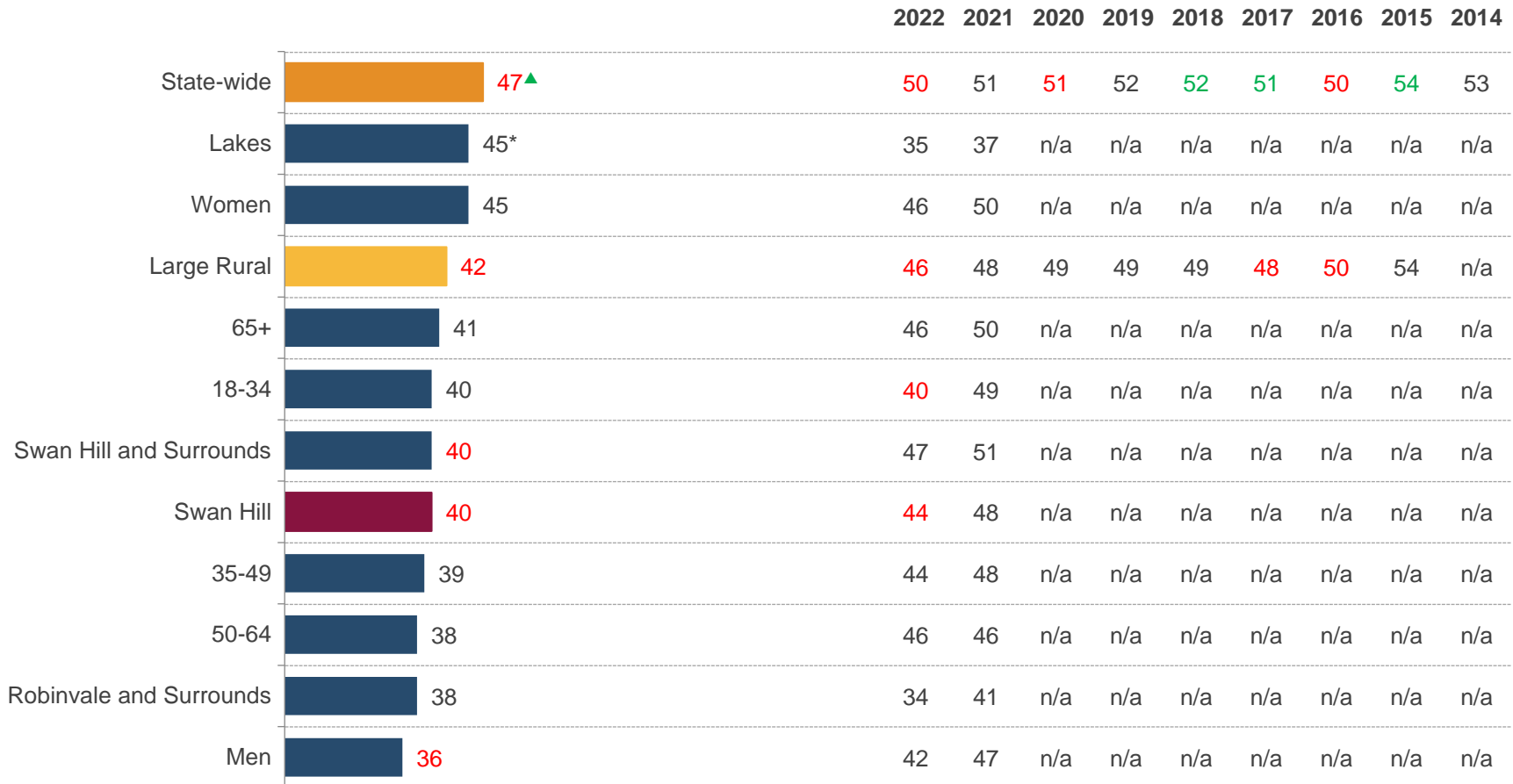
*Caution: small sample size < n=30



Planning and building permits performance



2023 planning and building permits performance (index scores)



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?

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

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

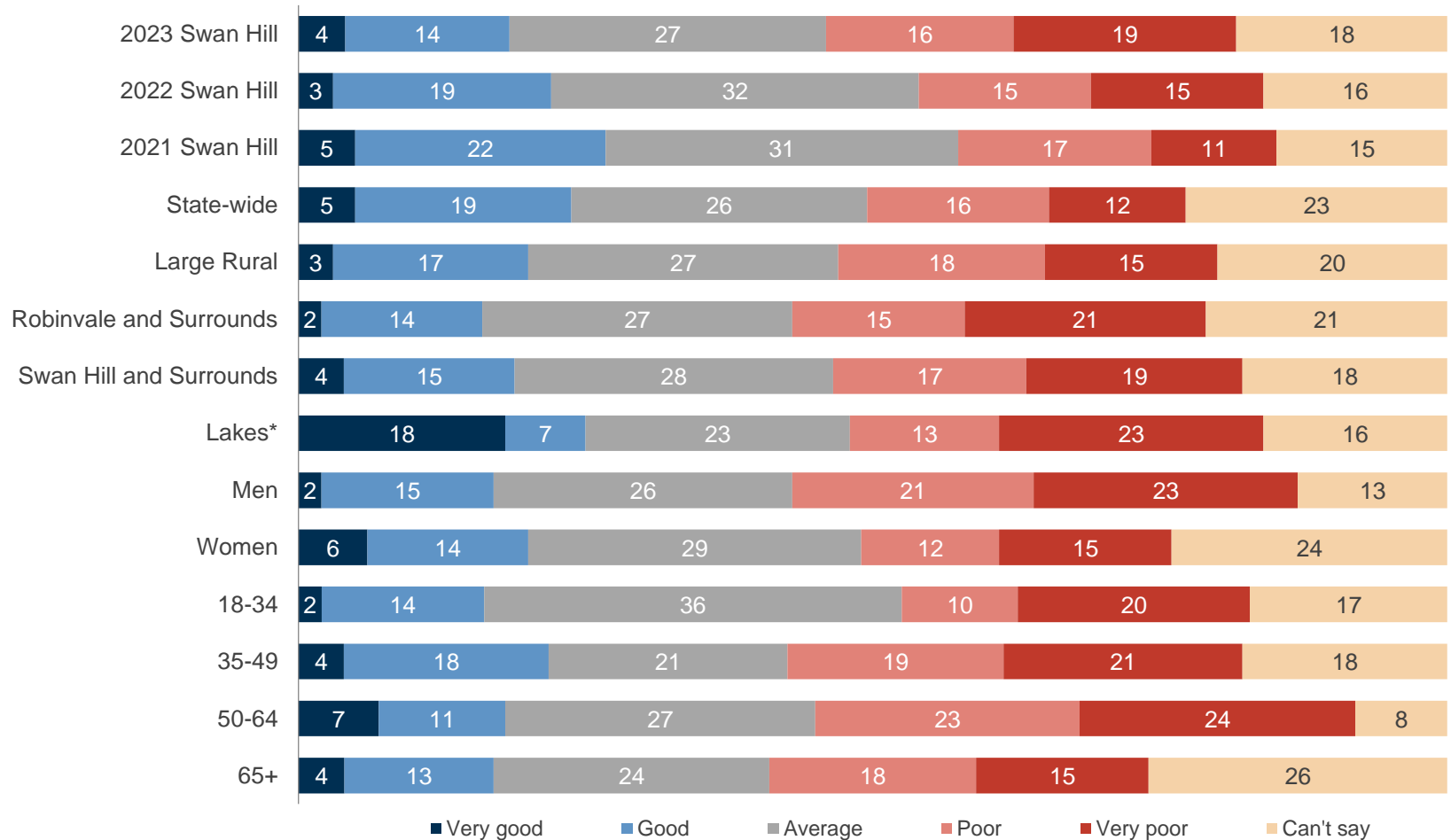
*Caution: small sample size < n=30



Planning and building permits performance



2023 planning and building permits performance (%)



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?

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

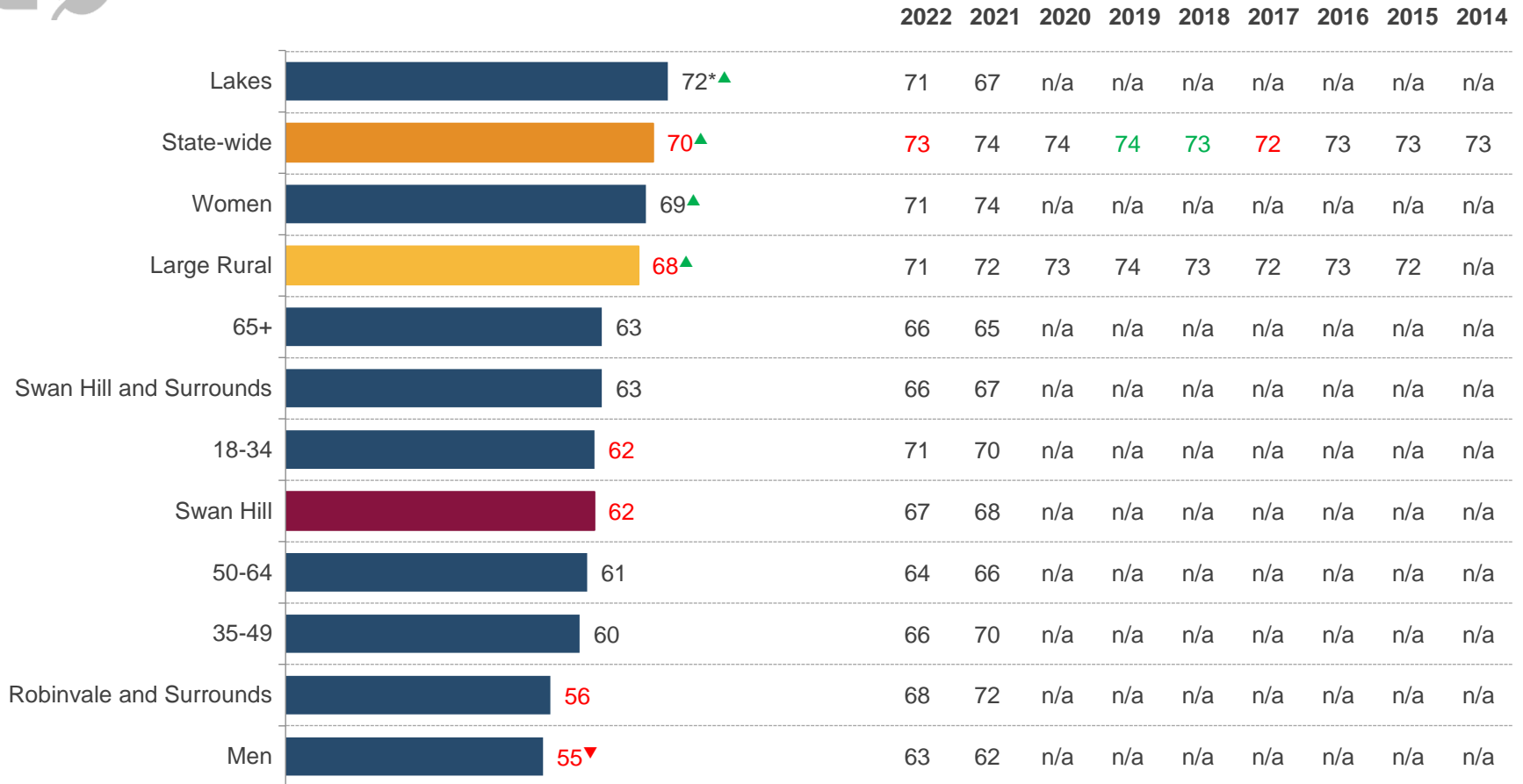
*Caution: small sample size < n=30



Environmental sustainability importance



2023 environmental sustainability importance (index scores)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 28 Councils asked group: 8

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

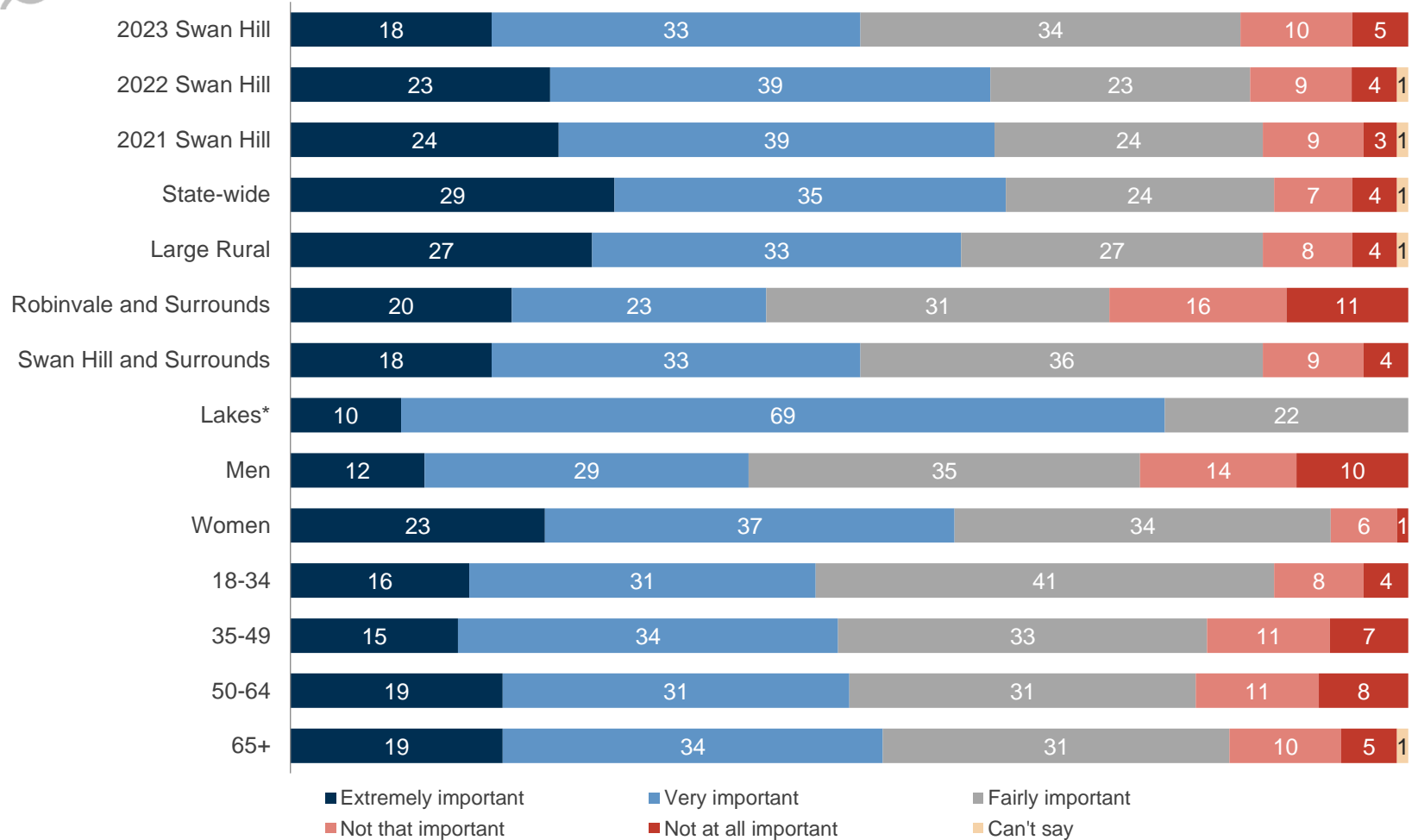
*Caution: small sample size < n=30



Environmental sustainability importance



2023 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 28 Councils asked group: 8
 *Caution: small sample size < n=30



Environmental sustainability performance



2023 environmental sustainability performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Lakes	60	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	58	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	61	62	60	62	63	64	63	64	64
Large Rural	59	61	60	61	61	62	62	64	n/a
Men	59	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	60	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	61	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	61	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	57	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	63	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	56	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	61	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?

Base: All respondents. Councils asked State-wide: 39 Councils asked group: 10

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

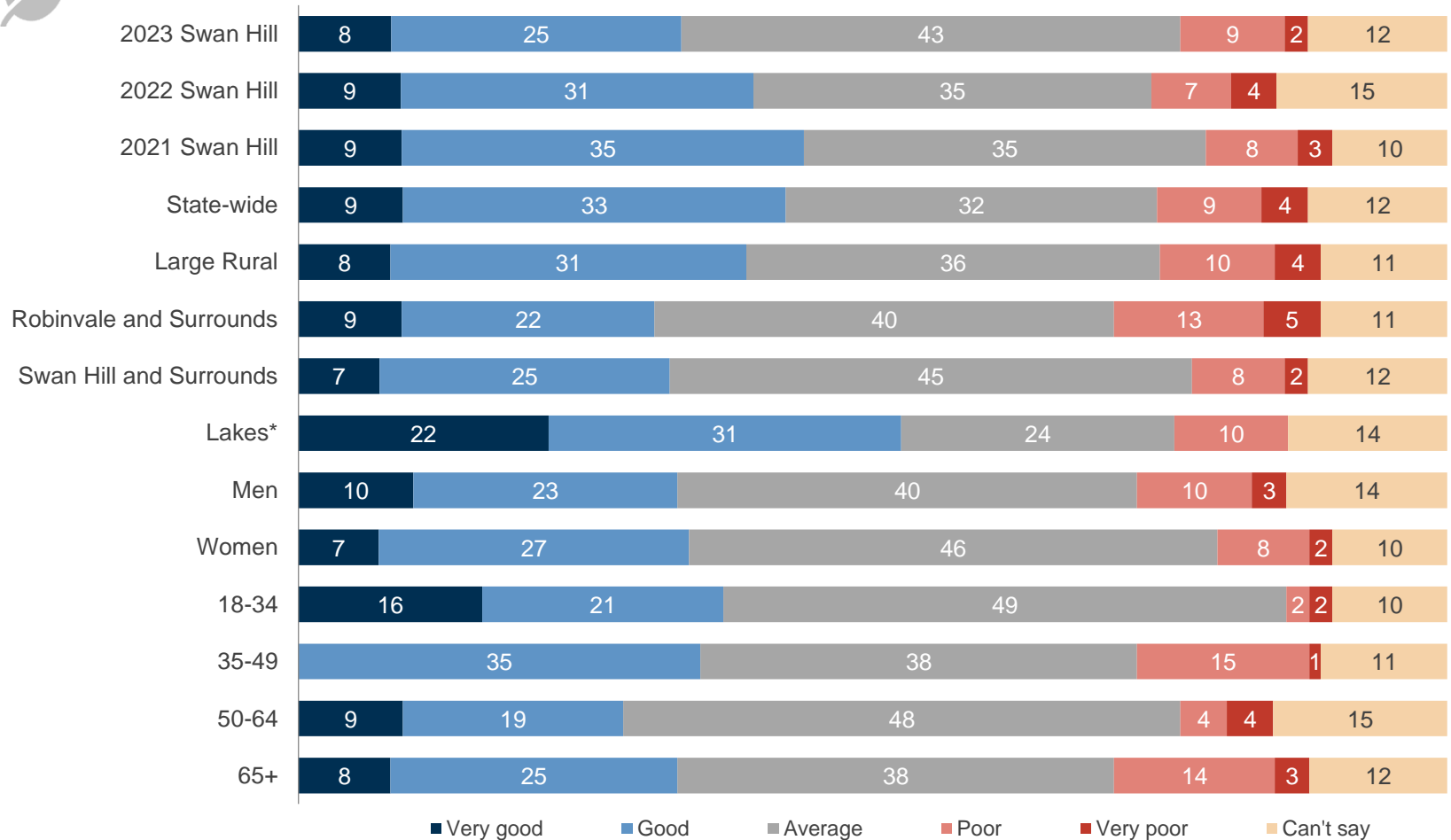
*Caution: small sample size < n=30



Environmental sustainability performance



2023 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?

Base: All respondents. Councils asked State-wide: 39 Councils asked group: 10

*Caution: small sample size < n=30



Maintenance of unsealed roads in your area importance



2023 unsealed roads importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	86	80	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	85	86	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	84	83	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	83	83	81	80	80	80	79	79	78	78
Large Rural	83	82	80	79	79	78	77	78	76	n/a
Women	83	81	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	83	81	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	82	79	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	82	80	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	82	80	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	80	80	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	80*	88	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 14 Councils asked group: 6

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

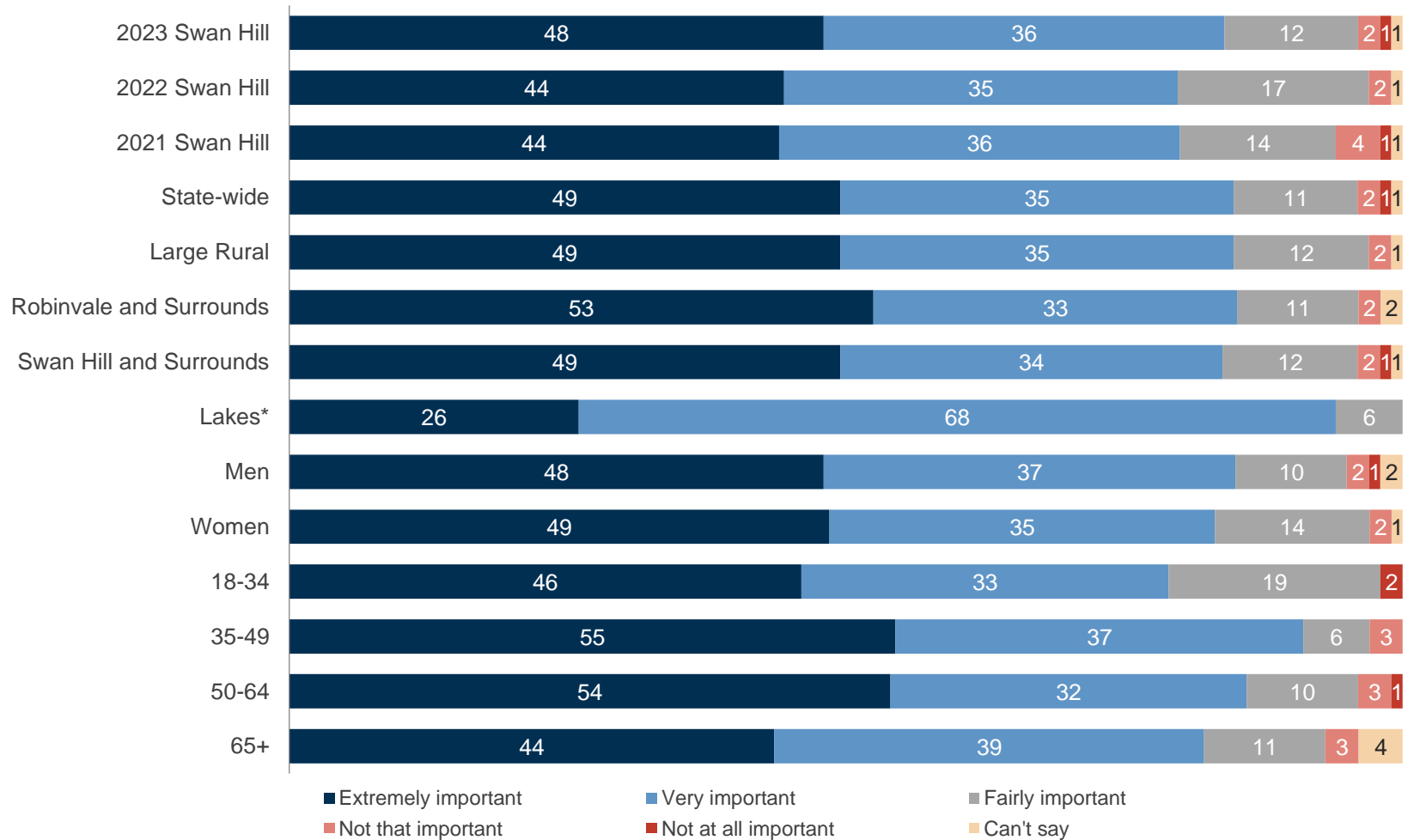
*Caution: small sample size < n=30



Maintenance of unsealed roads in your area importance



2023 unsealed roads importance (%)



Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 14 Councils asked group: 6

*Caution: small sample size < n=30



Maintenance of unsealed roads in your area performance



2023 unsealed roads performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	42	31	45	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	42*	21	43	n/a	n/a	n/a	n/a	n/a	n/a
65+	41	46	46	n/a	n/a	n/a	n/a	n/a	n/a
Women	40	38	43	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	40	42	44	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	39	39	43	n/a	n/a	n/a	n/a	n/a	n/a
Men	38	41	43	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	37	41	45	44	44	43	44	43	45
Robinvale and Surrounds	37	31	42	n/a	n/a	n/a	n/a	n/a	n/a
50-64	36	39	43	n/a	n/a	n/a	n/a	n/a	n/a
35-49	36	40	38	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	35▼	39	44	42	41	41	42	43	44

Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 10

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

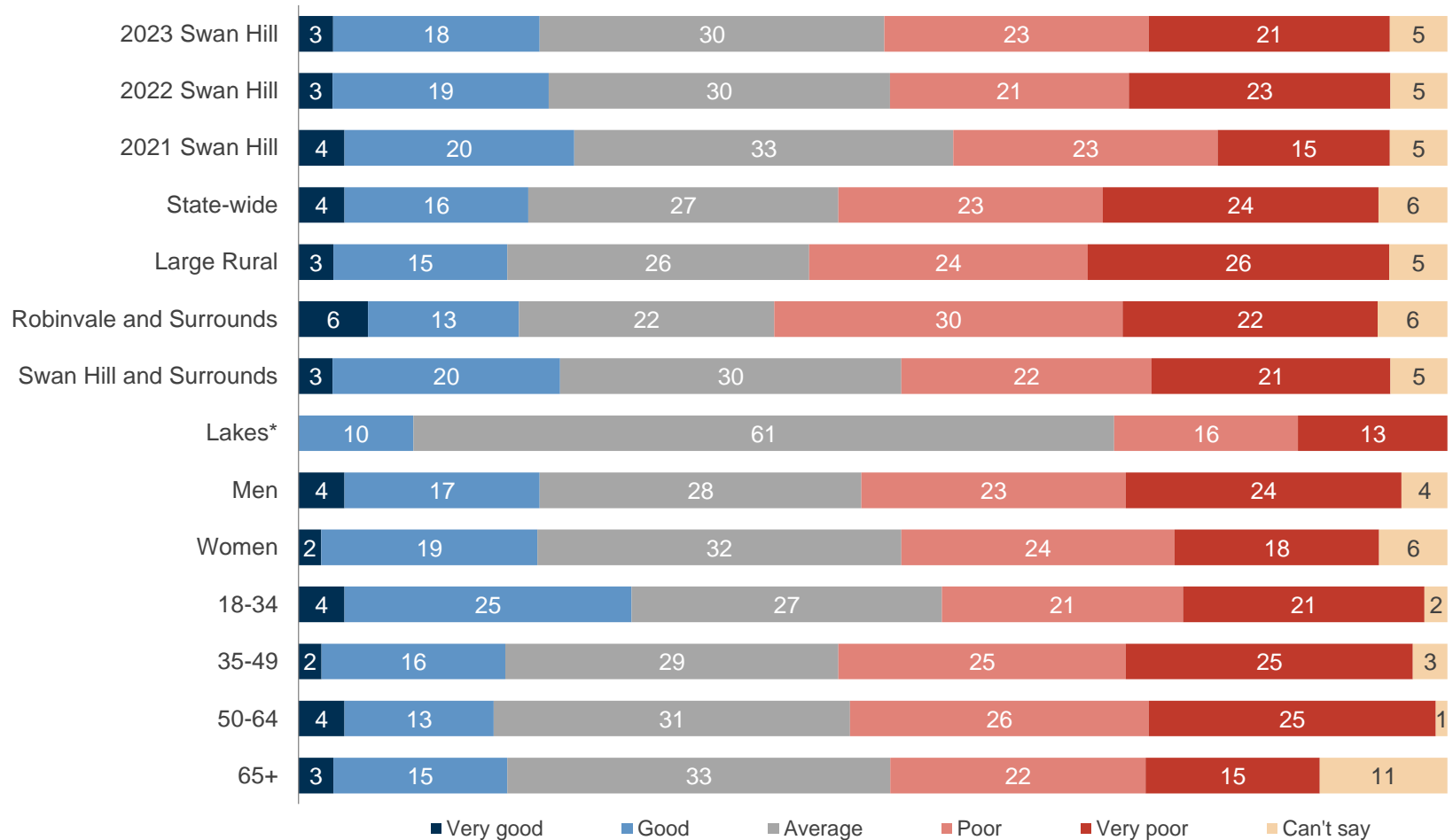
*Caution: small sample size < n=30



Maintenance of unsealed roads in your area performance



2023 unsealed roads performance (%)



Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 10
 *Caution: small sample size < n=30



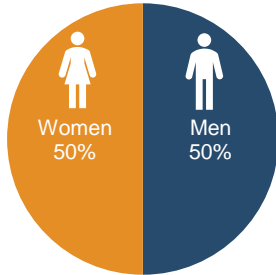
Detailed demographics



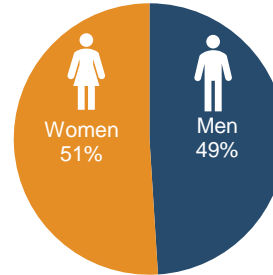
Gender and age profile

2023 gender

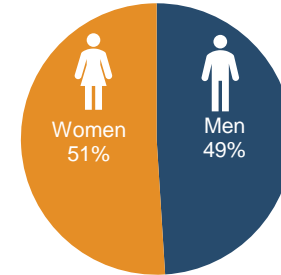
Swan Hill



Large Rural

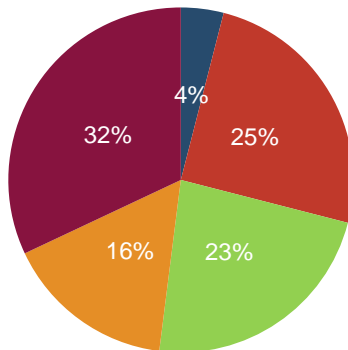


State-wide

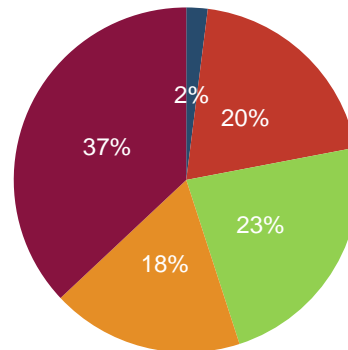


2023 age

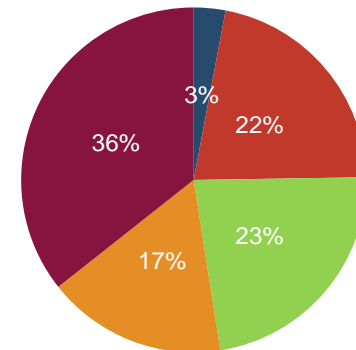
Swan Hill



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: 66 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.

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Inside the 'W', there are faint, light blue data visualizations including a line graph with a downward trend, a bar chart with several bars of varying heights, and a grid pattern.

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 2023 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 16,600 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	183	201	+/-7.2
Women	217	199	+/-6.6
Robinvale and Surrounds	73	79	+/-11.5
Swan Hill and Surrounds	304	299	+/-5.6
Lakes	23	21	+/-20.9
18-34 years	49	115	+/-14.1
35-49 years	68	91	+/-11.9
50-64 years	95	65	+/-10.1
65+ years	188	129	+/-7.1



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:

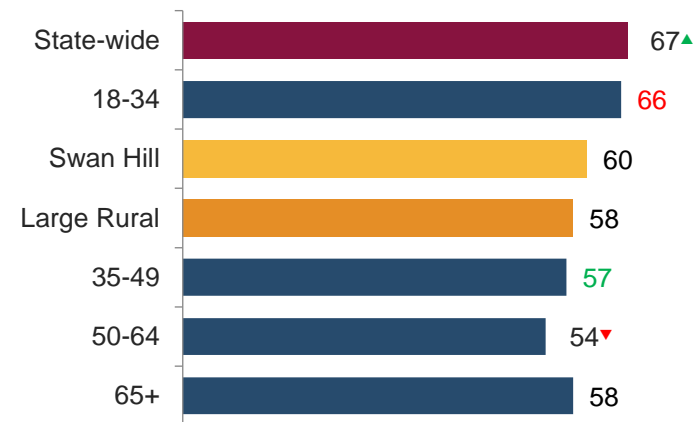
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2022.

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 2022.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2022.

**2023 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:

- Background and objectives
- 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 2023 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 2023 results are compared with previous years, as detailed below:

- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.
- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 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.

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 60% 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 27th January – 19th March, 2023.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 66 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 2012-2023 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, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Swan Hill Rural City Council for this 2023 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: 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 2012-2023 have been made throughout this report as appropriate.



Appendix B: Core, optional and tailored questions

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 2023 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)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

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 2023 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 2023 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>

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.



Appendix B: Glossary of terms

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

CSS: 2023 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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