



# **2021 Local Government Community Satisfaction Survey**

## **Swan Hill Rural City Council**

Coordinated by the Department of Jobs,  
Precincts and Regions on behalf of  
Victorian councils



# Contents

<b><u>Background and objectives</u></b>	<b><u>3</u></b>	<b><u>Business and community development and tourism</u></b>	<b><u>92</u></b>
<b><u>Key findings and recommendations</u></b>	<b><u>4</u></b>	<b><u>Planning and building permits</u></b>	<b><u>96</u></b>
<b><u>Detailed findings</u></b>	<b><u>11</u></b>	<b><u>Environmental sustainability</u></b>	<b><u>100</u></b>
<u>Overall performance</u>	<u>12</u>	<b><u>Maintenance of unsealed roads</u></b>	<b><u>104</u></b>
<u>Customer service</u>	<u>30</u>	<b><u>Detailed demographics</u></b>	<b><u>108</u></b>
<u>Communication</u>	<u>39</u>	<b><u>Appendix A: Index scores, margins of error and significant differences</u></b>	<b><u>110</u></b>
<u>Council direction</u>	<u>44</u>	<b><u>Appendix B: Further project information</u></b>	<b><u>115</u></b>
<u>Individual service areas</u>	<u>49</u>		
<u>Community consultation and engagement</u>	<u>50</u>		
<u>Decisions made in the interest of the community</u>	<u>54</u>		
<u>Condition of sealed local roads</u>	<u>58</u>		
<u>Informing the community</u>	<u>62</u>		
<u>Condition of local streets and footpaths</u>	<u>66</u>		
<u>Family support services</u>	<u>70</u>		
<u>Elderly support services</u>	<u>74</u>		
<u>Recreational facilities</u>	<u>78</u>		
<u>Appearance of public areas</u>	<u>80</u>		
<u>Community and cultural activities</u>	<u>84</u>		
<u>Waste management</u>	<u>88</u>		



## Background and objectives

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**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-second 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 22 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 22 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, 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, textured blue.

# **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 56



State-wide 61



Large Rural 58

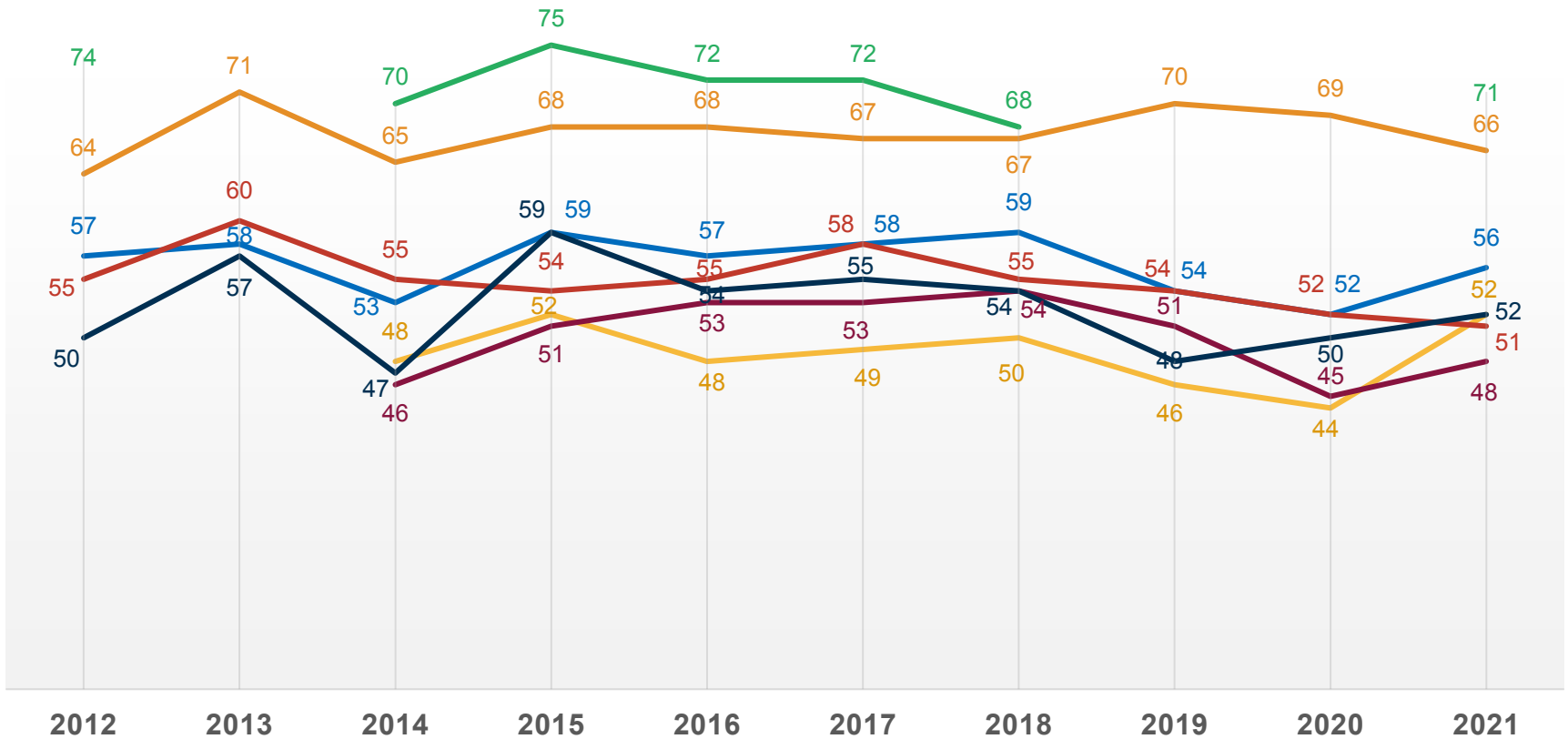
## Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	None	<ul style="list-style-type: none"> <li> Community decisions</li> <li> Local streets &amp; footpaths</li> <li> Bus/community dev./tourism</li> </ul>
Compared to group average	 Waste management	<ul style="list-style-type: none"> <li> Community decisions</li> <li> Bus/community dev./tourism</li> <li> Informing the community</li> </ul>



# Summary of core measures

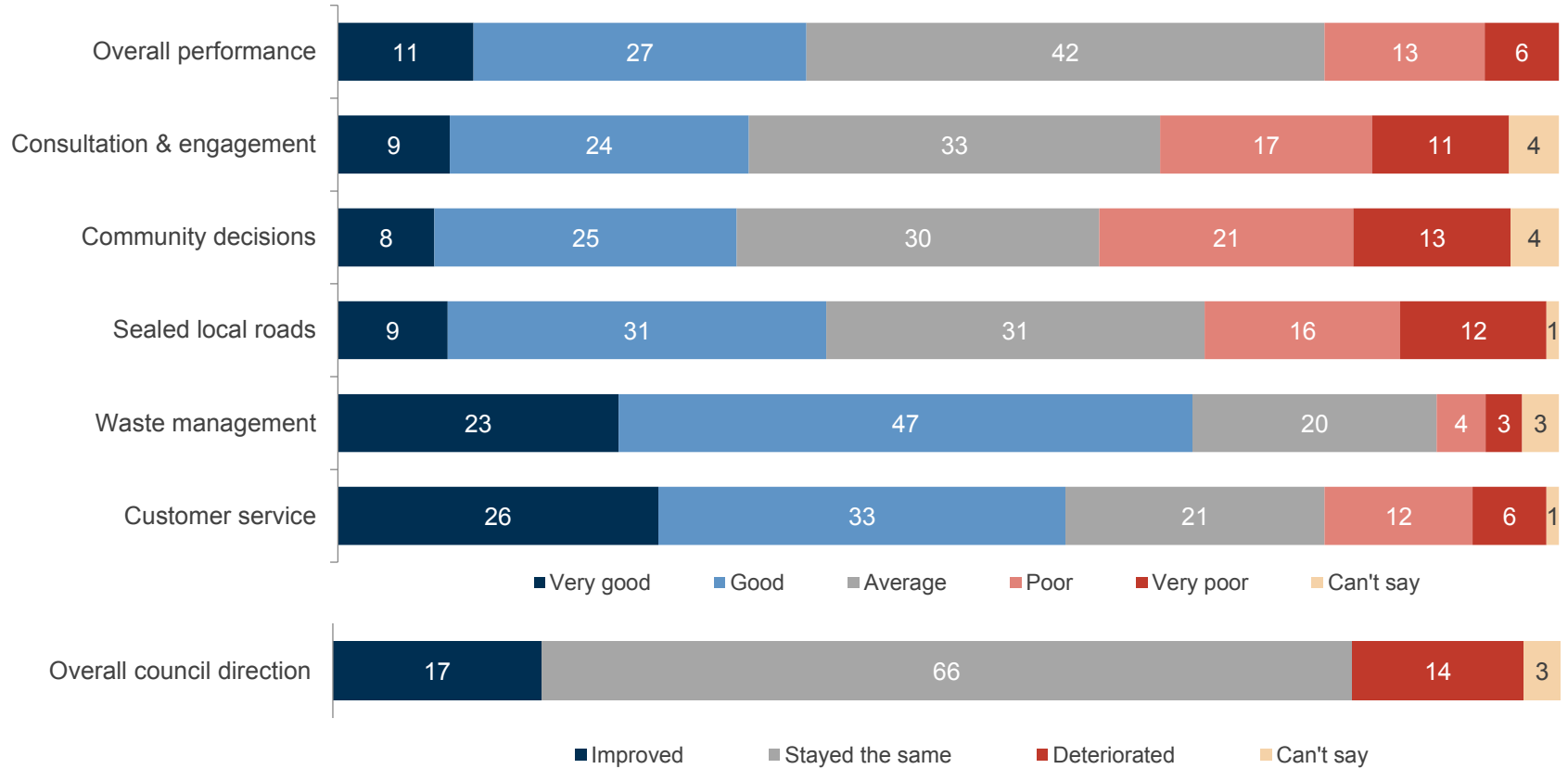
Index scores





# Summary of core measures

Core measures summary results (%)





## Summary of Swan Hill Rural City Council performance









Services	Swan Hill 2021	Swan Hill 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
 Overall performance	56	52	58	61	Aged 65+ years	Aged 50-64 years
 Value for money	48	-	50	54	Aged 65+ years	Aged 35-49 years
 Overall council direction	52	50	51	53	Robinvale and Surrounds residents	Aged 50-64 years
 Customer service	66	69	68	70	Aged 65+ years	Aged 18-34 years
 Waste management	71	-	66	69	Men, Aged 65+ years	Robinvale and Surrounds residents
 Appearance of public areas	71	-	70	73	Aged 50-64 years	Robinvale and Surrounds residents, Aged 18-34 years
 Elderly support services	65	-	68	69	Aged 65+ years	Robinvale and Surrounds residents
 Community & cultural	63	-	65	65	Men	Women
 Family support services	63	-	66	66	Aged 65+ years	Robinvale and Surrounds residents, Aged 18-34 years
 Environmental sustainability	61	-	61	62	Aged 65+ years	Aged 18-34 years

Significantly *higher* / *lower* than Swan Hill Rural City Council 2021 result at the 95% confidence interval.  
Please see Appendix A for explanation of significant differences.





## Summary of Swan Hill Rural City Council performance

Services		Swan Hill 2021	Swan Hill 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Informing the community	55	-	59	60	Robinvale and Surrounds residents	Aged 50-64 years
	Bus/community dev./tourism	54	-	59	61	Aged 65+ years	Aged 18-34 years
	Local streets & footpaths	52	-	55	59	Aged 65+ years, Aged 35-49 years, Men	Aged 18-34 years
	Sealed local roads	52	44	50	57	Aged 65+ years	Aged 35-49 years
	Consultation & engagement	51	52	54	56	Robinvale and Surrounds residents	Women
	Building & planning permits	48	-	48	51	Swan Hill and Surrounds residents	Robinvale and Surrounds residents
	Community decisions	48	45	54	56	Men	Women, Aged 35-49 years
	Unsealed roads	43	-	44	45	Aged 65+ years	Aged 35-49 years



## Focus areas for the next 12 months

### Overview

Perceptions of Swan Hill Rural Council's overall performance has increased significantly in the past year but remain below its historical peak. Overall performance ratings had been declining for the past two years, but Council has managed to arrest that trend in 2021. Positively, ratings of Council's performance on sealed local roads is at Council's equal highest level ever recorded – the one service area to return to peak level ratings.

### Key influences on perceptions of overall performance

Council should focus on improving performance on community decisions as this service area has the strongest influence on perceptions of overall performance, but Council is rated relatively less well on this measure. Additionally, sealed local roads, informing the community, and planning and building permits are also relatively poorly rated and have a moderate-to-strong influence on overall performance. Continued efforts are needed in these areas.

### Comparison to state and area grouping

Waste management is the only service area in which Council rates significantly higher than the Large Rural group average. Council rates in line with the Large Rural council group average on six out of 14 service areas and significantly lower on seven areas. Council performs in line with the State-wide averages on most service areas (nine out of 14 service areas).

### Build on current position

Council should look to maintain and build upon its improved performance on sealed local roads and the small gains made on community decisions, especially given the strong influence these services have on perceptions of overall performance. However, important services such as family and elderly support services cannot be ignored. While Council performs relatively well in these areas, ratings are below the group average (and Council's own historical ratings) indicating there is room for improvement here.

# DETAILED FINDINGS



# Overall performance



## Overall performance

The overall performance index score of 56 for Swan Hill Rural City Council represents a statistically significant (at the 95% confidence interval) four-point improvement on the 2020 result.

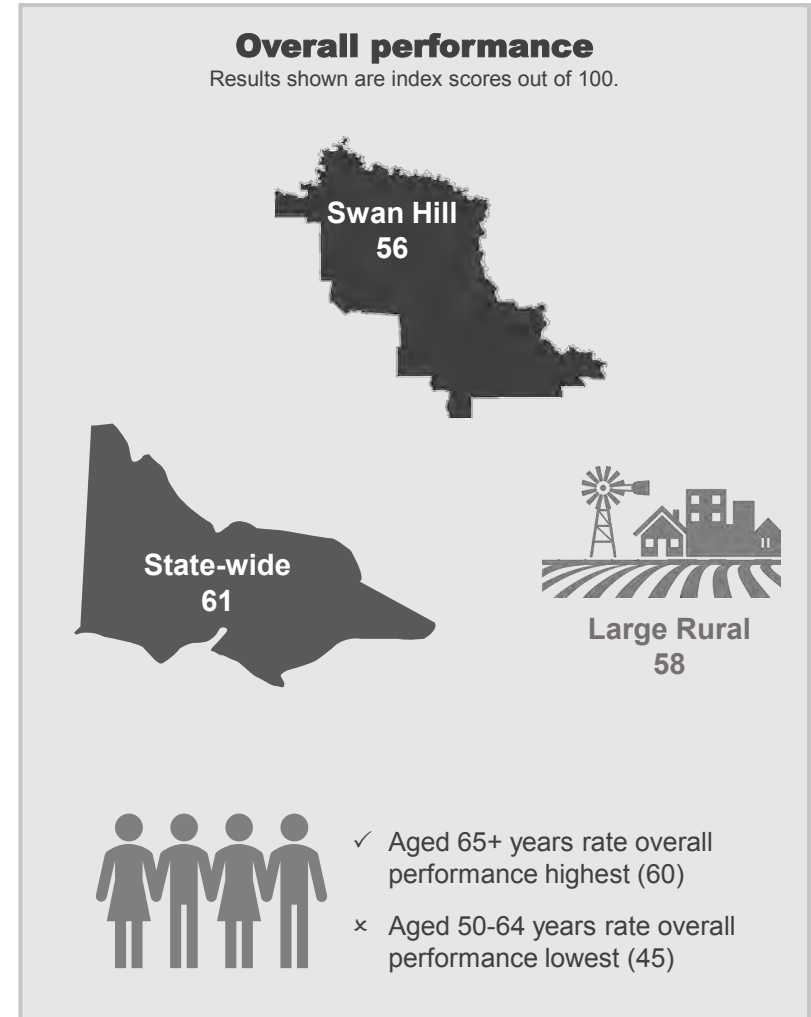
- Overall performance is at its highest point since 2018.

Swan Hill Rural City Council's overall performance is rated in line with the average rating for councils in the Large Rural group and significantly lower than the State-wide average (index scores of 58 and 61 respectively).

- All demographic cohorts improved in their perceptions of overall performance in the past year. Among men and residents aged 65 years and over the increases are significant.

Almost a third of residents (31%) rate the value for money they receive from Council for services and infrastructure provided to their community as 'very good' or 'good'. This is less than the proportion who rate Council as 'very poor' or 'poor' (34%). A further 32% rate Council as 'average' in terms of providing value for money.

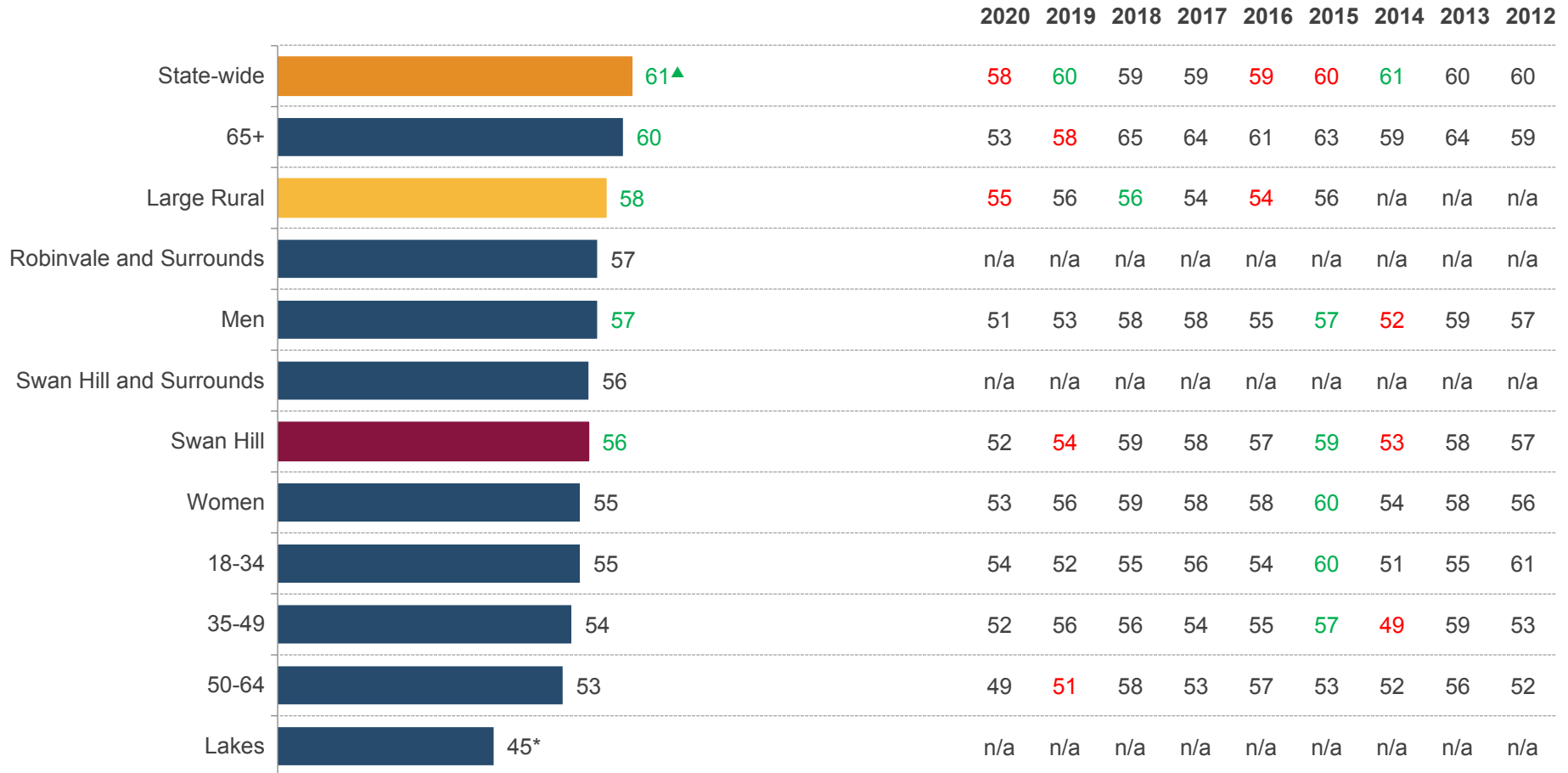
- Perceptions of value for money in services and infrastructure (index score of 48) are in line with the Large Rural council average but significantly lower than the State-wide average for councils.





# Overall performance

## 2021 overall performance (index scores)



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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

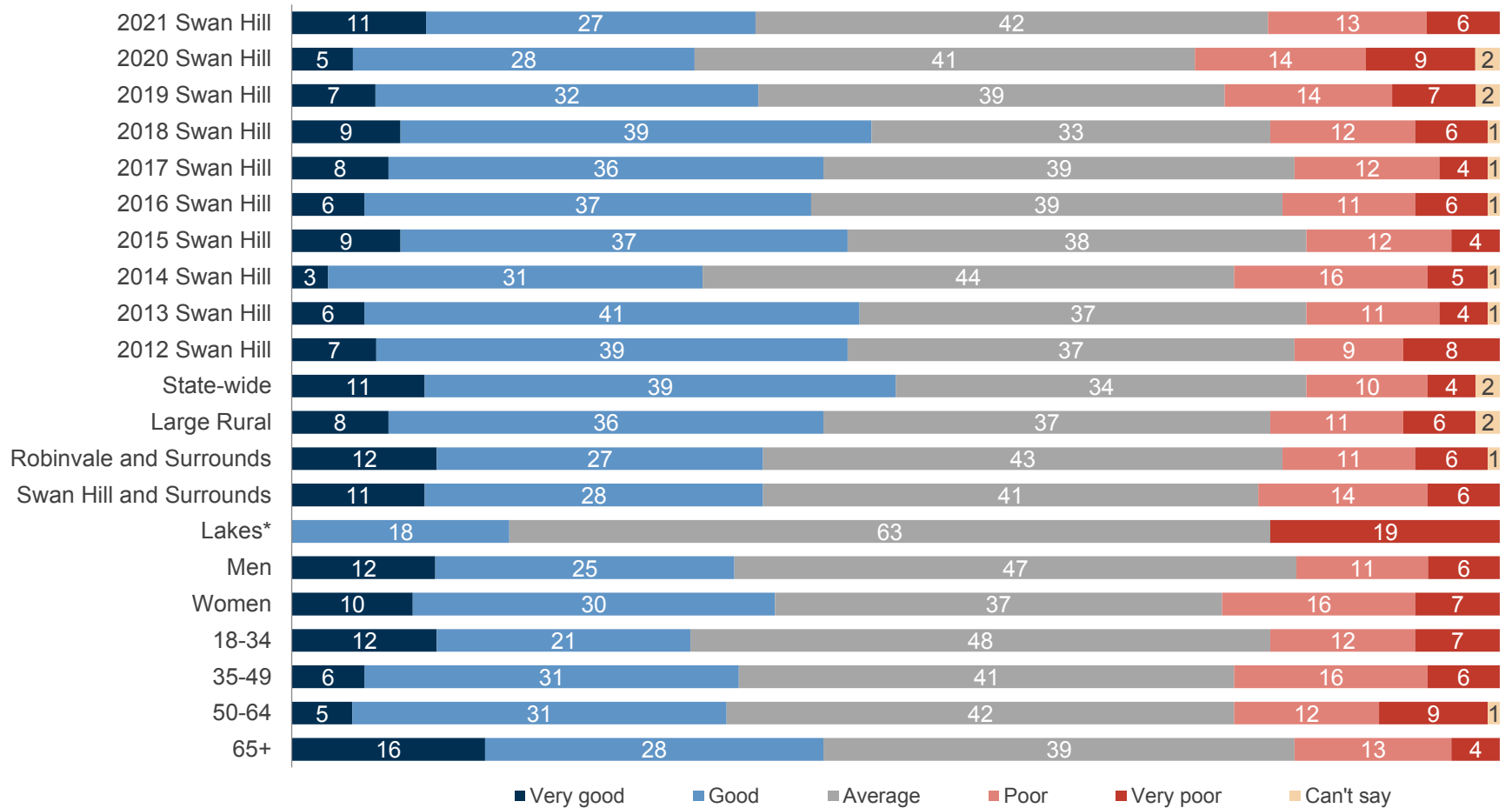
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Overall performance

## 2021 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?

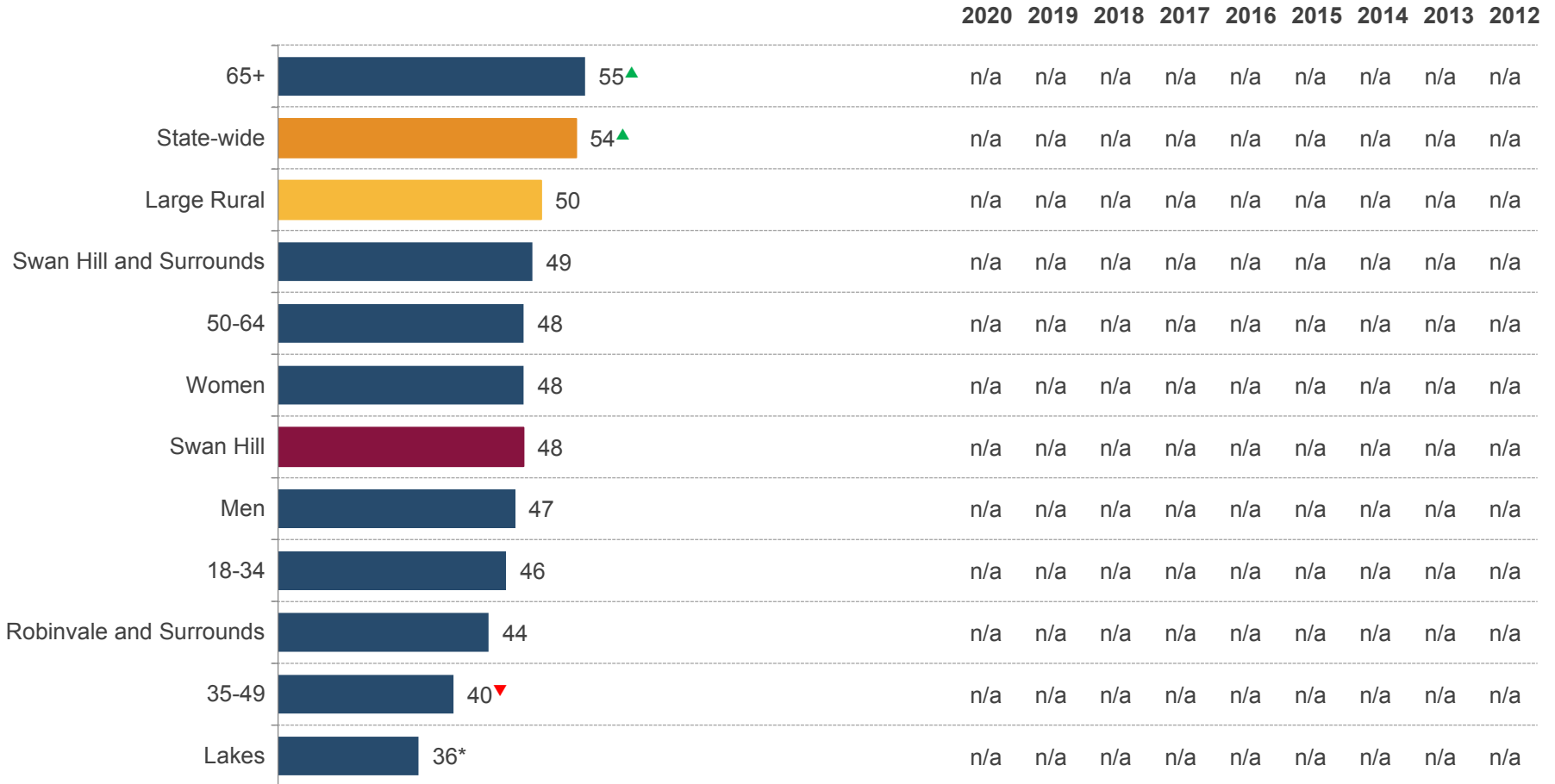
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

\*Caution: small sample size < n=30



# Value for money in services and infrastructure

2021 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: 66 Councils asked group: 19

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

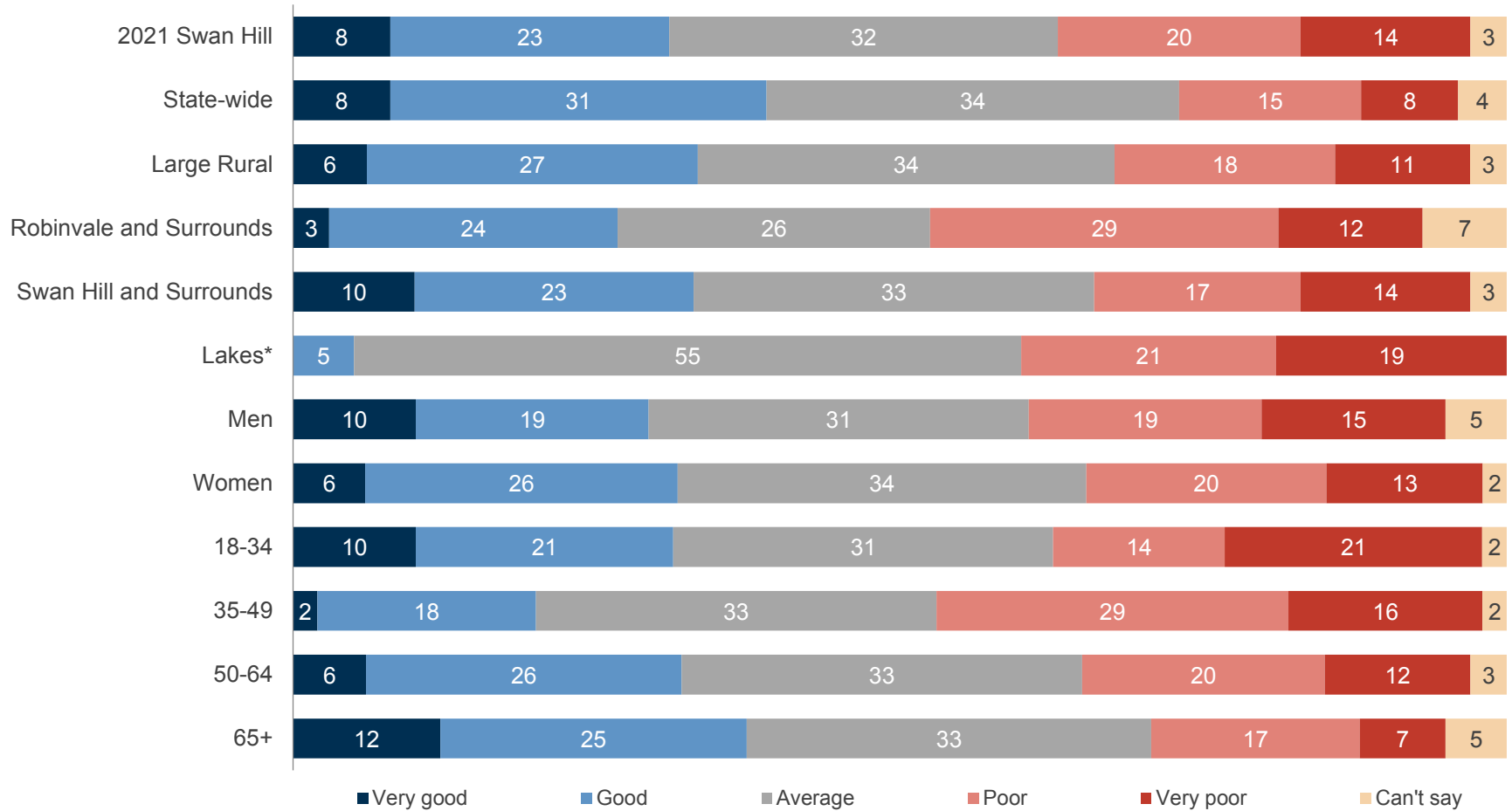
\*Caution: small sample size < n=30





# Value for money in services and infrastructure

2021 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: 66 Councils asked group: 19

\*Caution: small sample size < n=30



## Top performing service areas

Waste management and the appearance of public areas (index score of 71 for both) are the areas where Council performed best in 2021.

- Council performs significantly higher than the Large Rural group average on waste management. On both measures, perceptions of Council's performance are in-line with the State-wide average for councils.
- The appearance of public areas has a moderate influence on the overall performance rating. Council should look to maintain this positive result.

Council's next highest performing service area is elderly support services (index score of 65).

- Council performs significantly lower than the Large Rural and State-wide average on this measure.
- Ratings are highest among people aged 65 years and over and lowest among people aged 18 to 34 years. The rating among 18 to 34 year olds is significantly lower than the Council average.

Notably, Council's performance on sealed local roads improved significantly on 2020 (52, up eight index points) and is now equal to the previous high achieved in 2015.

- Sealed local roads has a strong influence on the overall performance rating. Council should look to consolidate and build on gains made in this area.



**Waste management and appearance of public areas (index score of 71 on each) are the areas where Council performed best in 2021.**



## Low performing service areas



**Council rates lowest – relative to its performance in other areas – in the area of unsealed roads (index score of 43).**

Council rates lowest in the area of unsealed roads (index score of 43).

- Council rates in line with the Large Rural group and State-wide average on unsealed roads.

Council's next lowest rated area is community decisions (index score of 48, up three points on 2020).

- While the improvement in ratings on this measure is a positive, Council still rates significantly lower than the Large Rural and State-wide averages.
- It is imperative that Council continues to focus on this area. Community decisions has the strongest influence on the overall performance rating and provides the greatest opportunity to lift overall opinion of Council's performance.

Additionally, building and planning permits is also rated relatively poorly (index score of 48).

- While Council rates in line with the Large Rural group average on this measure, Council performs significantly below the State-wide average.
- Building and planning permits has a moderate influence on the overall performance rating. Residents in Robinvale and Surrounds (index score of 41) provide significantly lower than average ratings suggesting Council should focus attention here first.



# Individual service area performance

## 2021 individual service area performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Waste management	71	n/a	n/a	68	72	72	75	70	n/a	74
Appearance of public areas	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Elderly support services	65	n/a	n/a	65	67	69	70	67	n/a	n/a
Community & cultural	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	66
Family support services	63	n/a	n/a	64	65	67	63	64	n/a	69
Environmental sustainability	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	55
Bus/community dev./tourism	54	n/a	n/a	60	59	62	55	48	n/a	50
Local streets & footpaths	52	n/a	n/a	54	52	53	55	50	n/a	52
Sealed local roads	52	44	46	50	49	48	52	48	n/a	n/a
Consultation & engagement	51	52	54	55	58	55	54	55	60	55
Planning & building permits	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Community decisions	48	45	51	54	53	53	51	46	n/a	n/a
Unsealed roads	43	n/a	n/a	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?

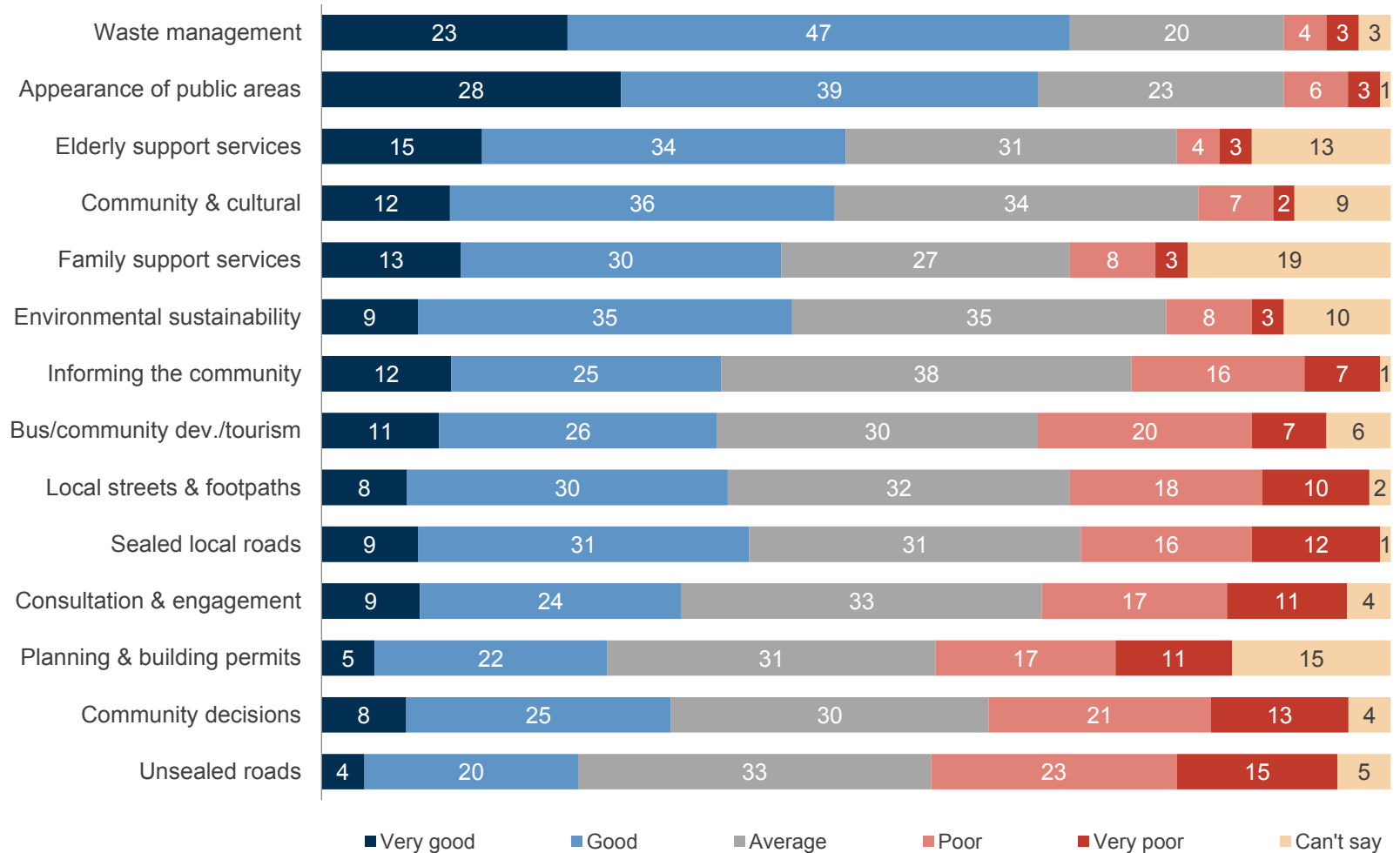
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Individual service area performance

2021 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: 19



# Individual service area importance

## 2021 individual service area importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Community decisions	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Elderly support services	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Sealed local roads	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Local streets & footpaths	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed roads	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Family support services	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Planning & building permits	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Community & cultural	64	n/a	n/a	n/a	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?

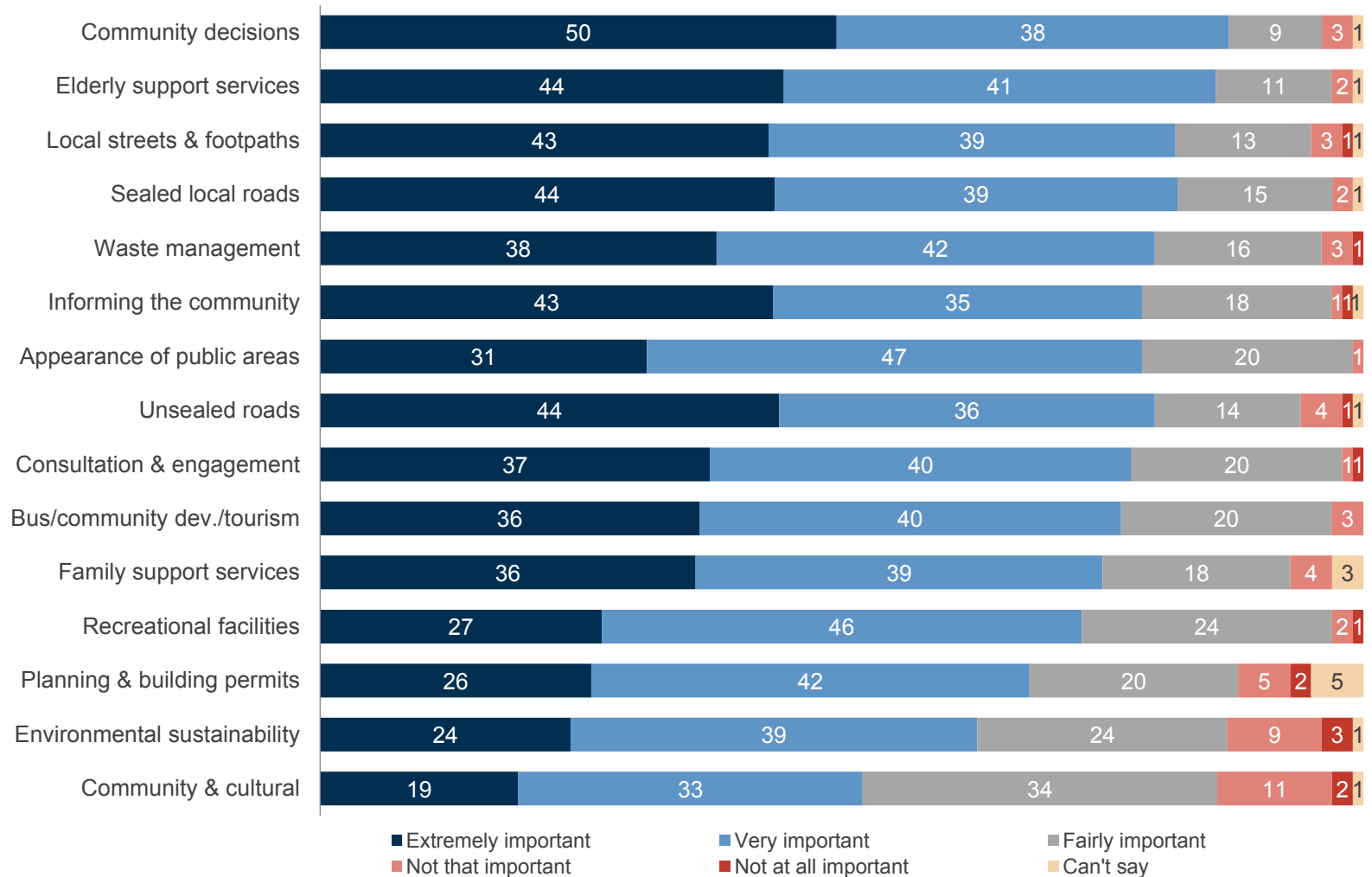
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 9

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



# Individual service area importance

2021 individual service area importance (%)

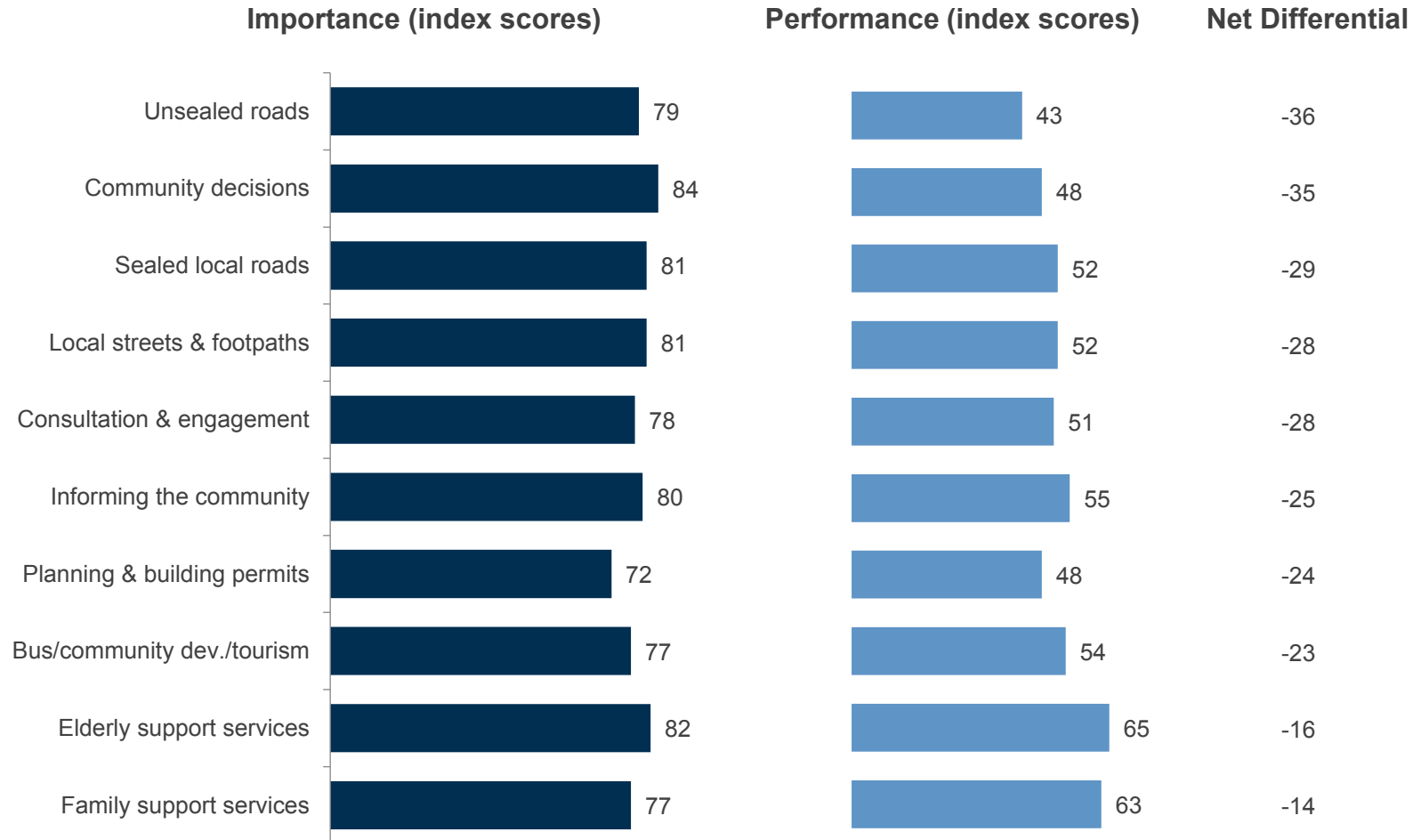


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 9



## 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

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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 poorest performing areas (index score of 48).**

Following on from that, 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
- Planning and building permits
- The appearance of public areas.

Looking at these key service areas only, the appearance of public areas has a high performance index (71) and a moderate influence on the overall performance rating. Maintaining this positive result should remain a focus but there is greater work to be done elsewhere.

Other service areas that have a moderate-to-strong influence on overall perceptions, but perform less well, are the condition of sealed local roads and informing the community (performance index score of 52 and 55 respectively).

**Good communication with residents about key local issues and Council activities, and attending to the maintenance of sealed roads, can help shore up positive community opinion.**

However, most in need of Council attention is its approach to planning and building permits, which is poorly rated (index score of 48) and a moderate influence on overall community opinion.

**It will also be important to attend to resident concerns about planning and building permits to help improve overall ratings of Council performance.**



## Regression analysis explained

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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.

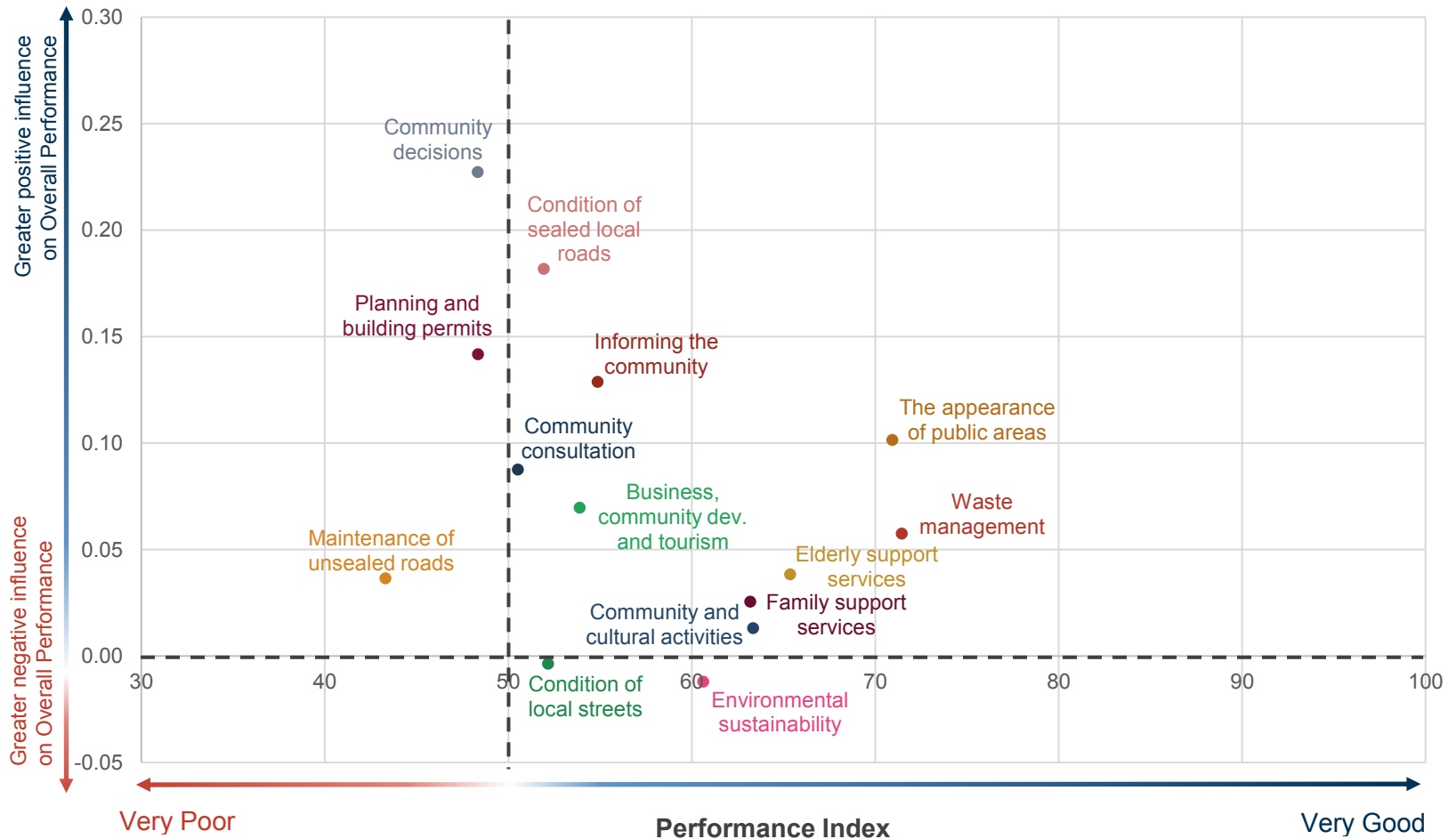
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weaker 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

2021 regression analysis (all service areas)

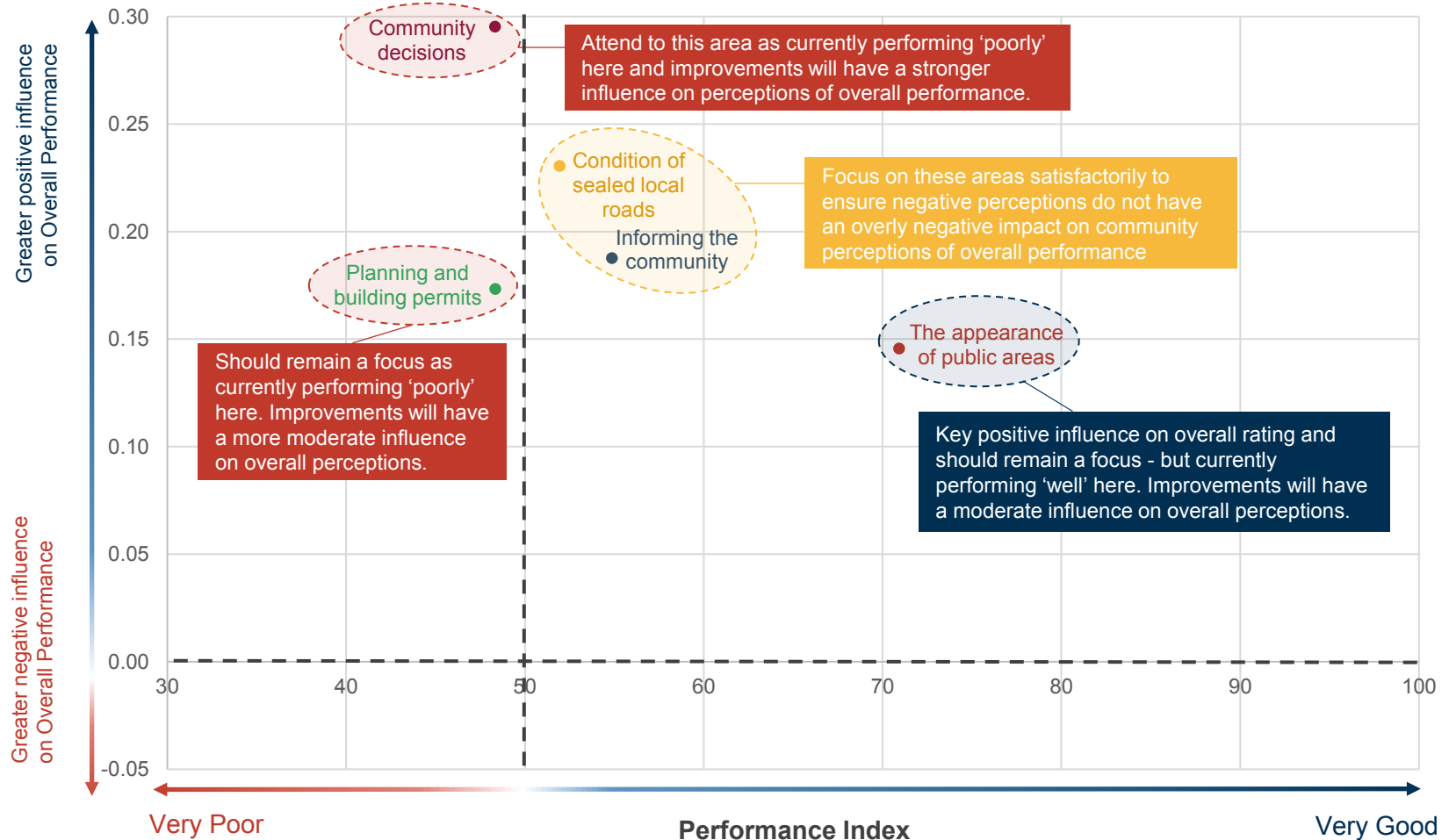


The multiple regression analysis model above (all service areas) has an  $R^2$  value of 0.613 and adjusted  $R^2$  value of 0.599, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 43.57$ . 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

2021 regression analysis (key service areas)

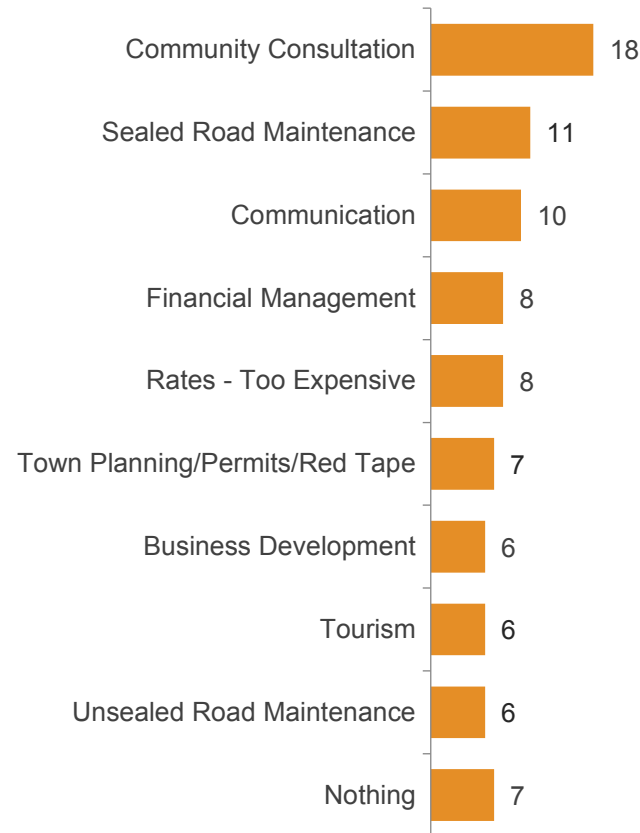


The multiple regression analysis model above (reduced set of service areas) has an  $R^2$  value of 0.600 and adjusted  $R^2$  value of 0.595, which means that 60% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 118.27$ .



# Areas for improvement

**2021 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: 45 Councils asked group: 12  
 A verbatim listing of responses to this question can be found in the accompanying dashboard.



# Customer service

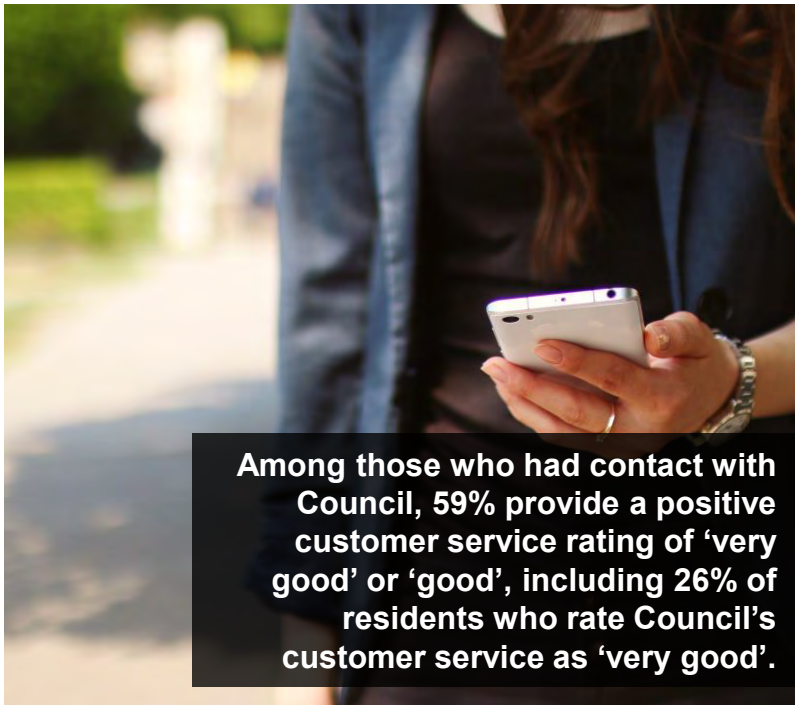


## Contact with council and customer service

### Contact with council

Fewer than two thirds of Council residents (63%) have had contact with Council in the last 12 months. Rate of contact is at Council's highest rate ever. Rate of contact is significantly higher among residents aged 35 to 49 years (77%) and significantly lower among those aged 65+ years (51%).

The main methods of contacting Council are by telephone (32%, up two points) and in person (31%, down four points).



**Among those who had contact with Council, 59% provide a positive customer service rating of 'very good' or 'good', including 26% of residents who rate Council's customer service as 'very good'.**

### Customer service

Council's customer service index of 66 is down three points on 2020. While this is not a significant decline, perceptions of customer service are trending downward following a slight drop in 2020. Customer service ratings are now at their lowest point since 2014, a trend that Council should seek to arrest.

- Customer service is rated in line with the Large Rural council group average and significantly lower than the State-wide average (index scores of 68 and 70 respectively).

Among those who have had contact with Council, six in ten residents (59%) provide a positive customer service rating of 'very good' or 'good'.

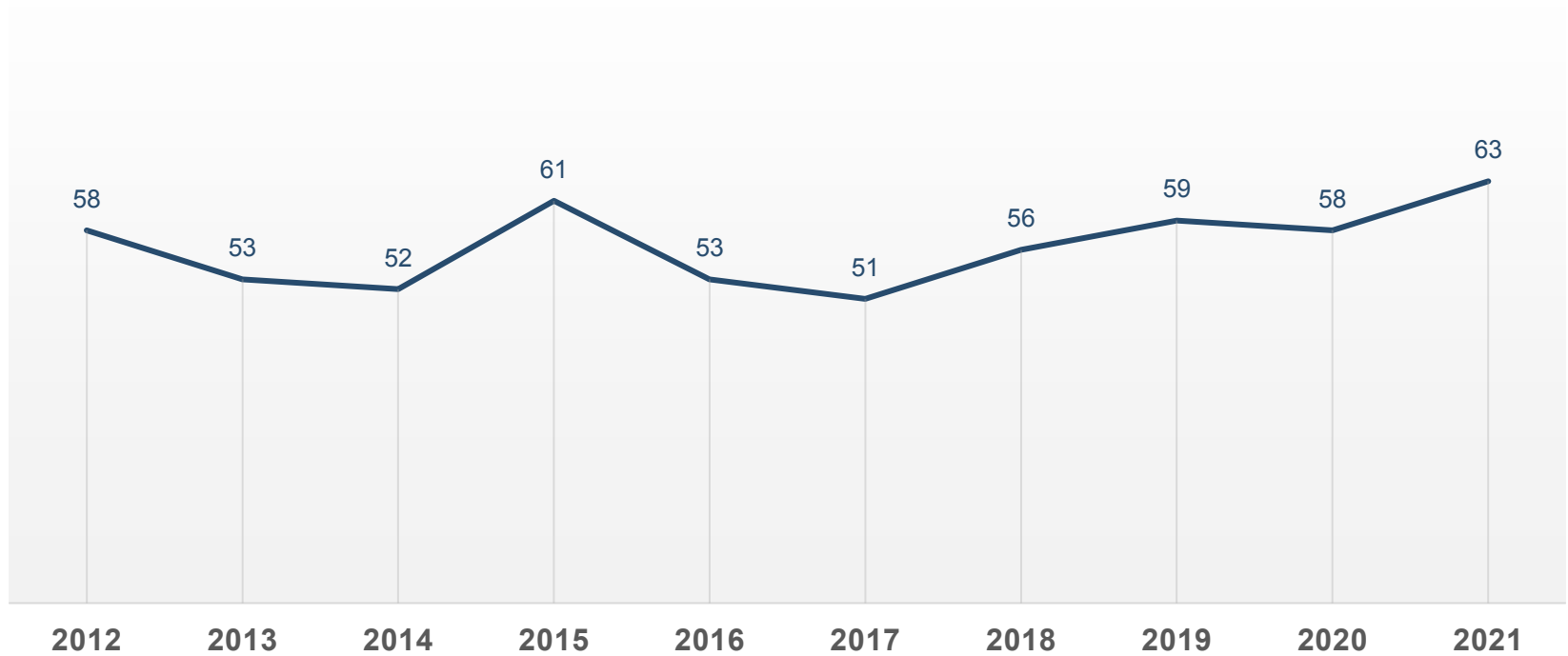
- Perceptions of customer service are lowest among Lakes residents (index score of 49, significantly below average, noting the small sample size) and highest among residents aged 65 years and over (index score of 70).

Customer service ratings are highest among those who contacted Council in person (index score of 69) and lowest among those who contacted Council by telephone (index score of 60).



# Contact with council

**2021 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?

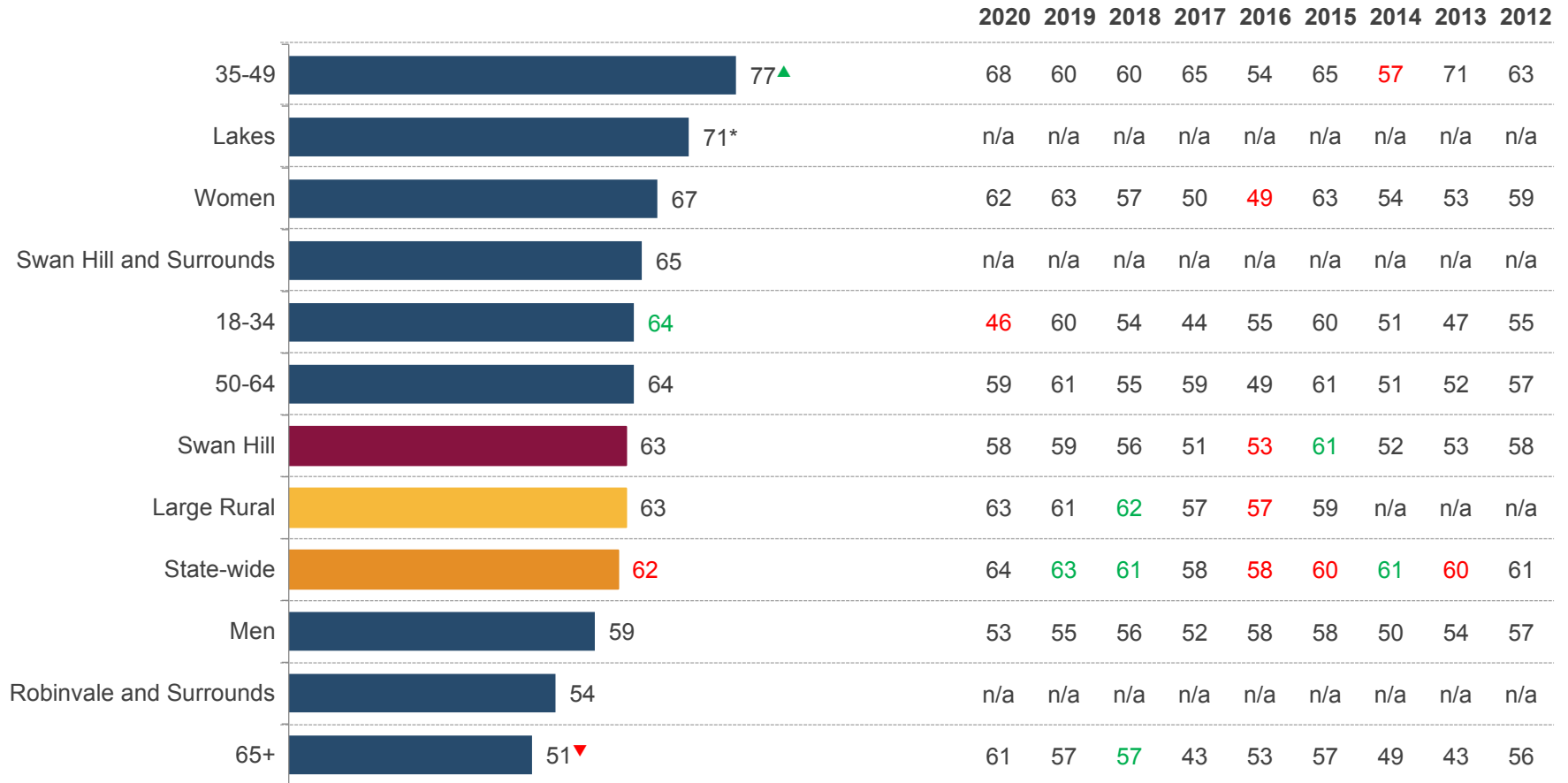
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9





# Contact with council

2021 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: 27 Councils asked group: 9

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

\*Caution: small sample size < n=30



# Customer service rating

## 2021 customer service rating (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	70▲	70	71	70	69	69	70	72	71	71
65+	70	65	70	70	71	70	75	67	81	74
50-64	69	70	63	66	65	65	65	67	69	62
Large Rural	68	68	69	67	66	67	67	n/a	n/a	n/a
Women	67	69	74	69	71	73	69	64	73	68
Swan Hill and Surrounds	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	66	69	70	67	67	68	68	65	71	64
35-49	65	72	71	72	70	73	70	68	68	58
Robinvale and Surrounds	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	64	68	65	64	63	65	66	65	70	60
18-34	61	68	75	59	59	66	62	57	70	65
Lakes	49*▼	n/a	n/a	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: 19

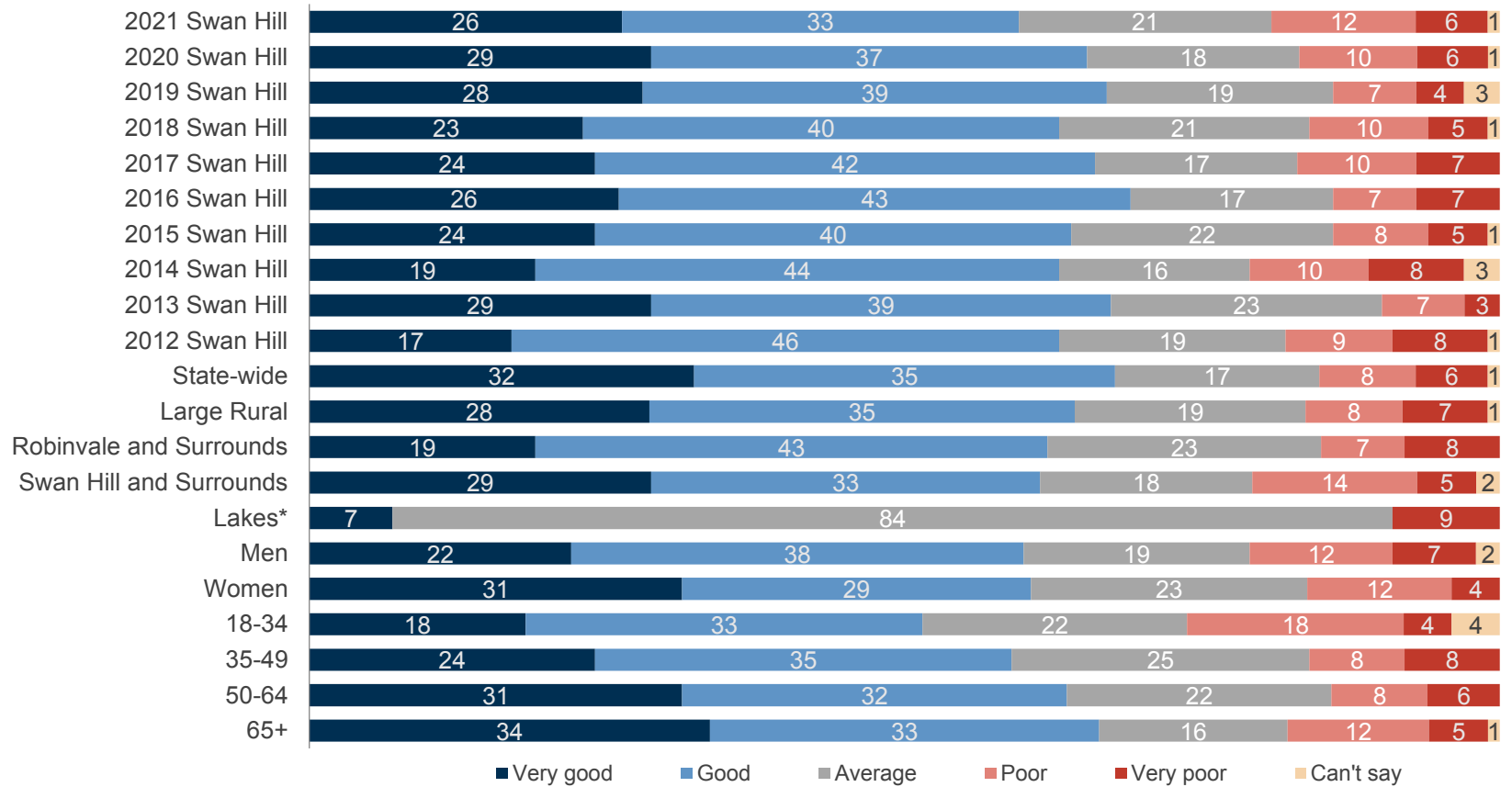
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating

## 2021 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.

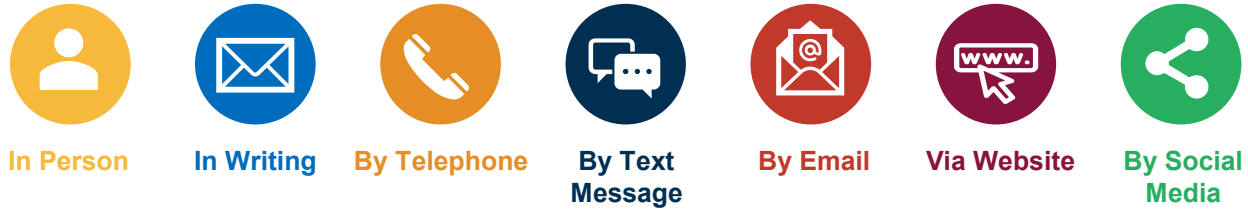
Councils asked state-wide: 66 Councils asked group: 19

\*Caution: small sample size < n=30



# Method of contact with council

2021 method of contact (%)

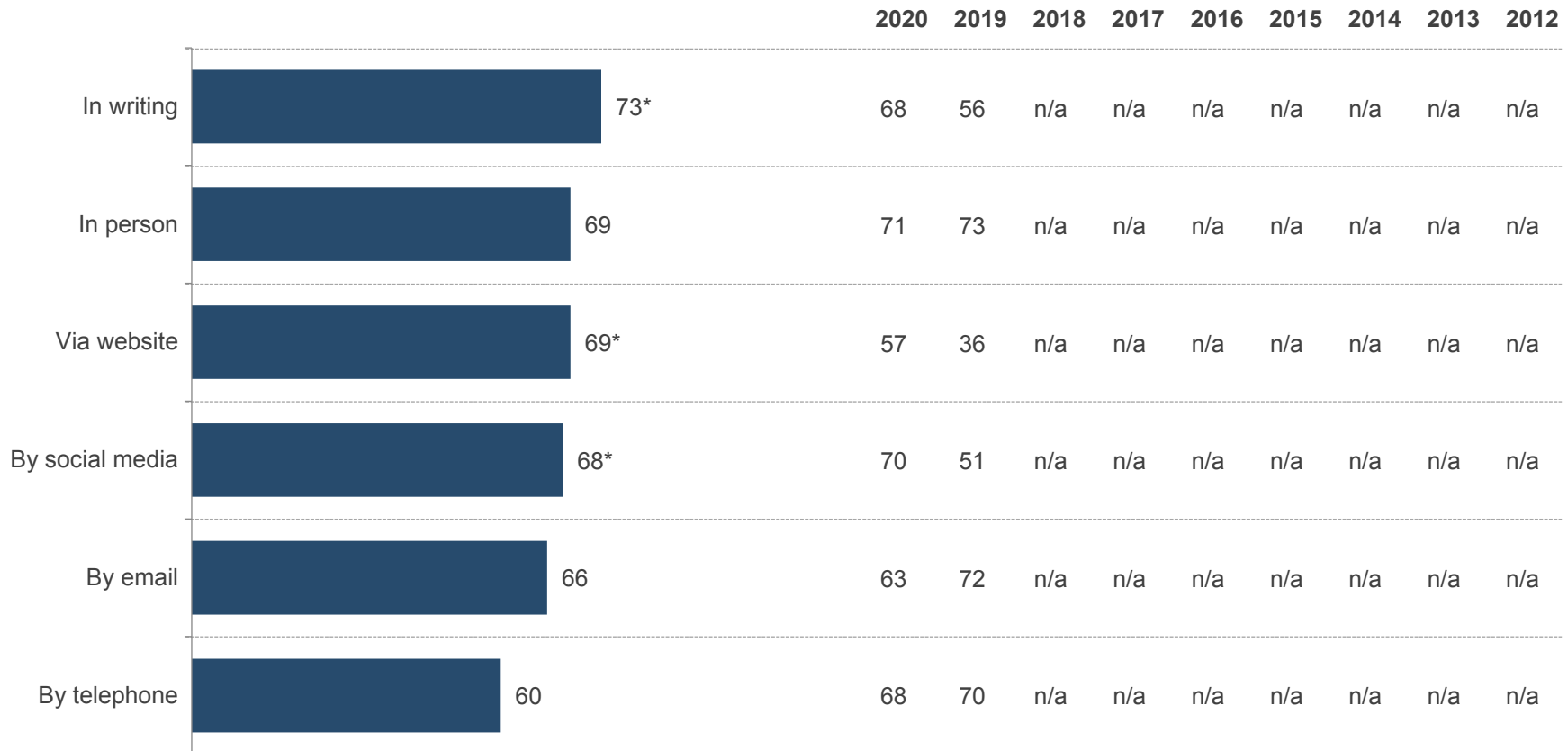


Q5a. Have you or any member of your household had any recent contact with Swan Hill Rural City Council in any of the following ways?  
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9  
 Note: Respondents could name multiple contacts methods so responses may add to more than 100%



# Customer service rating by method of last contact

2021 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: 27 Councils asked group: 9

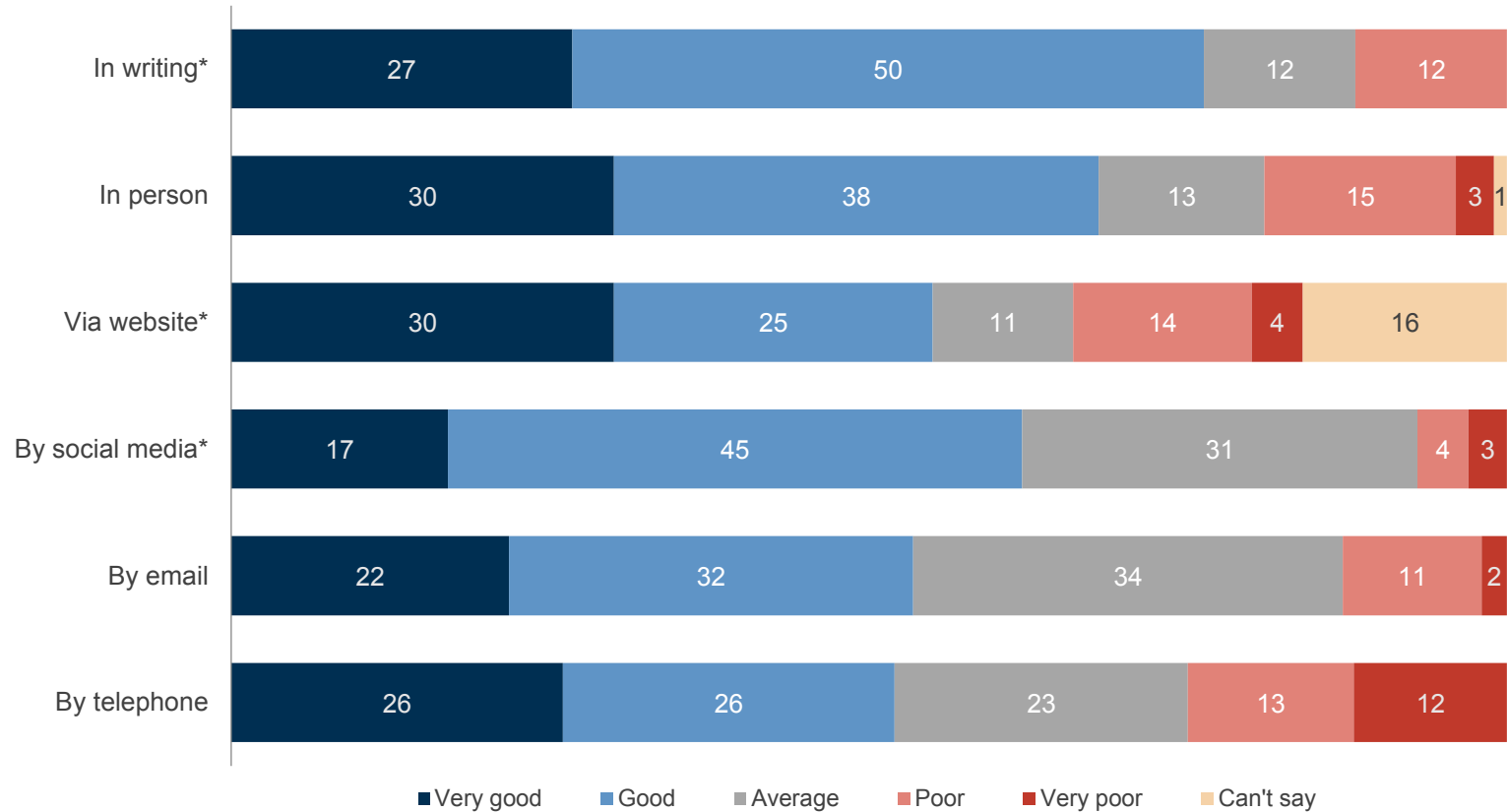
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating by method of last contact

2021 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: 27 Councils asked group: 9  
 \*Caution: small sample size < n=30



# Communication

## Communication

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The preferred form of communication from Council is newsletters sent via email (22%), followed by newsletters via mail and advertising in a local newspaper (both 18%). The greatest change since 2020 has been the increase in preference for newsletter sent via email, which increased by seven points.

- The preferred form of communication among under 50s is newsletters sent via email (28%) followed by social media (26%) – noting that preferences have not stabilised and are changing over time.
- The preferred form of communication among over 50s is newsletters sent via mail (25%) followed by advertising in a local newspaper (22%).

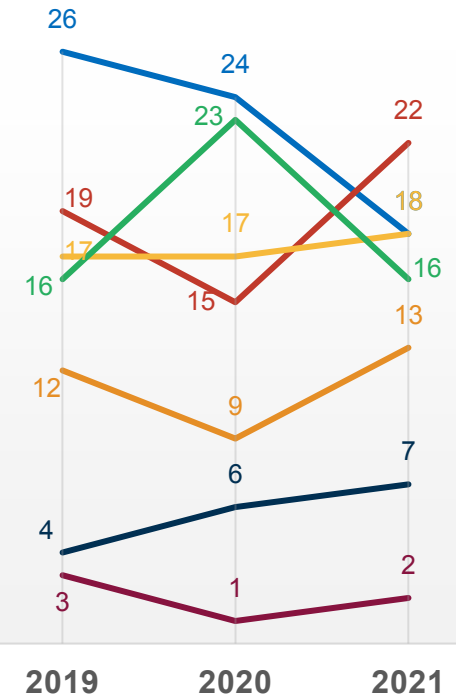






# Best form of communication

2021 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: 35 Councils asked group: 10  
 Note: 'Social Media' was included in 2019.



# Best form of communication: under 50s

2021 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: 35 Councils asked group: 10  
 Note: 'Social Media' was included in 2019.



# Best form of communication: over 50s

2021 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: 35 Councils asked group: 10  
 Note: 'Social Media' was included in 2019.



# Council direction



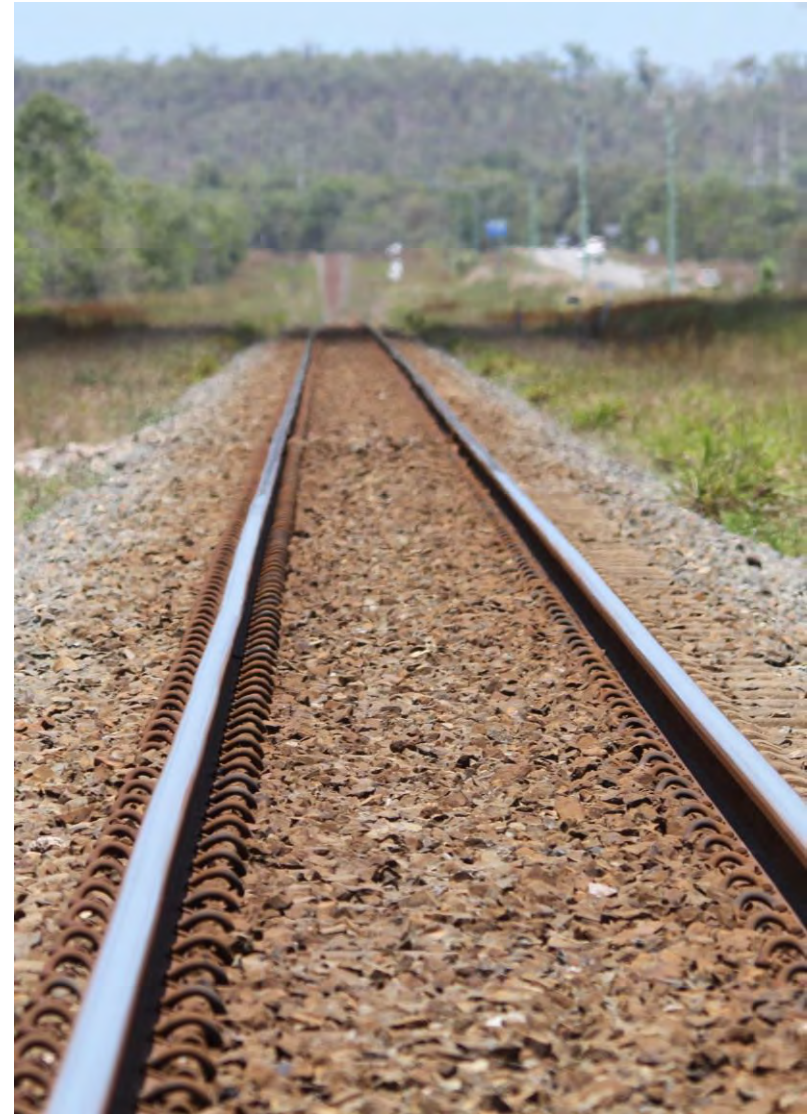
## Council direction

Perceptions of Council's overall direction is up two points on last year, to an index score of 52.

Two thirds of residents (66%) believe the direction of Council's overall performance has stayed the same over the last 12 months (up eight points on 2020).

- 17% believe the direction has improved, down two points .
- 14% believe it has deteriorated, down five points.
- The most satisfied with Council direction are Robinvale and Surrounds residents. Perceptions of Council direction are significantly higher than average among this group.
- The least satisfied with Council direction are Lakes residents and those aged 50 to 64 years. Perceptions are significantly below average among both groups.

Residents are more likely to prefer cuts in Council services to keep Council rates at the same level as they are now (49%) over Council rate rises to improve local services (29%). Perceptions are consistent with recent years.





## Overall council direction last 12 months

### 2021 overall council direction (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Robinvale and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	59	49	57	57	60	62	51	58	60
65+	47	48	57	55	54	59	54	60	50
Men	49	47	55	52	55	59	44	56	52
State-wide	51	53	52	53	51	53	53	53	52
Swan Hill	50	48	54	55	54	59	47	57	50
35-49	44	50	50	53	52	61	39	55	46
Large Rural	50	51	52	52	48	51	n/a	n/a	n/a
Women	50	49	53	57	54	59	51	57	48
Swan Hill and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	47	45	50	53	50	51	43	54	43
Lakes	37*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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: 19

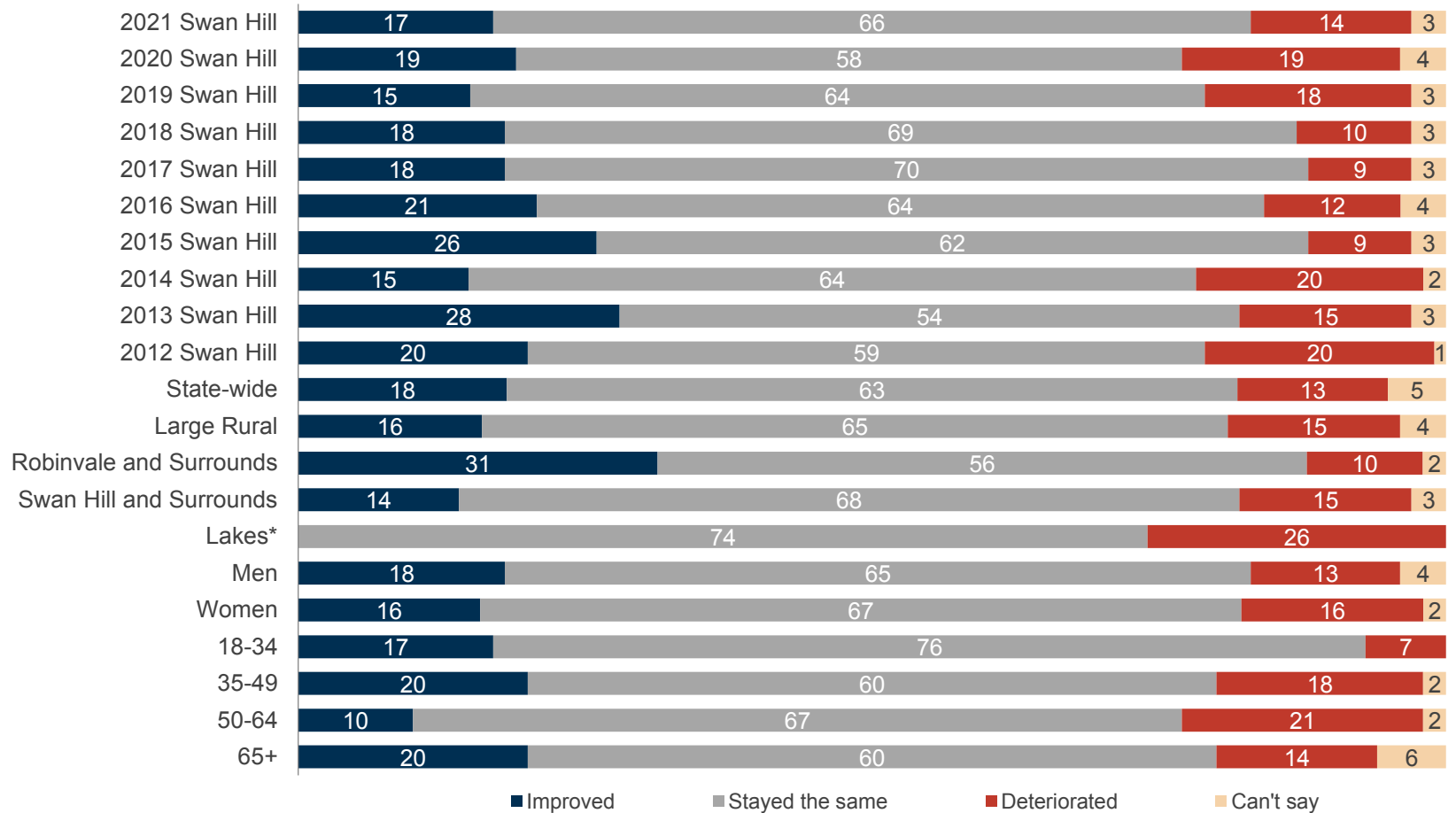
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Overall council direction last 12 months

2021 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?

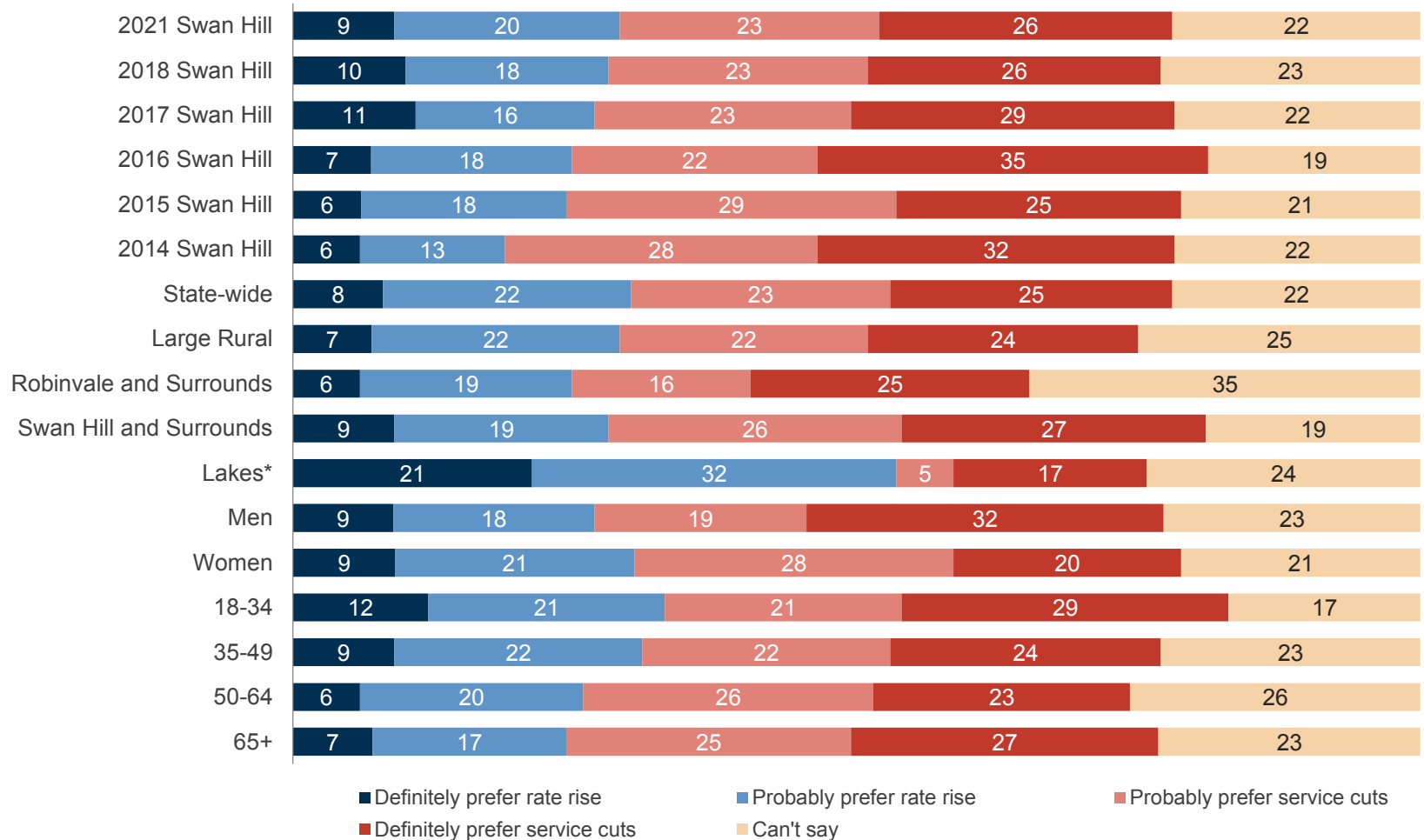
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

\*Caution: small sample size < n=30



# Rates / services trade-off

2021 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: 16 Councils asked group: 5

\*Caution: small sample size < n=30





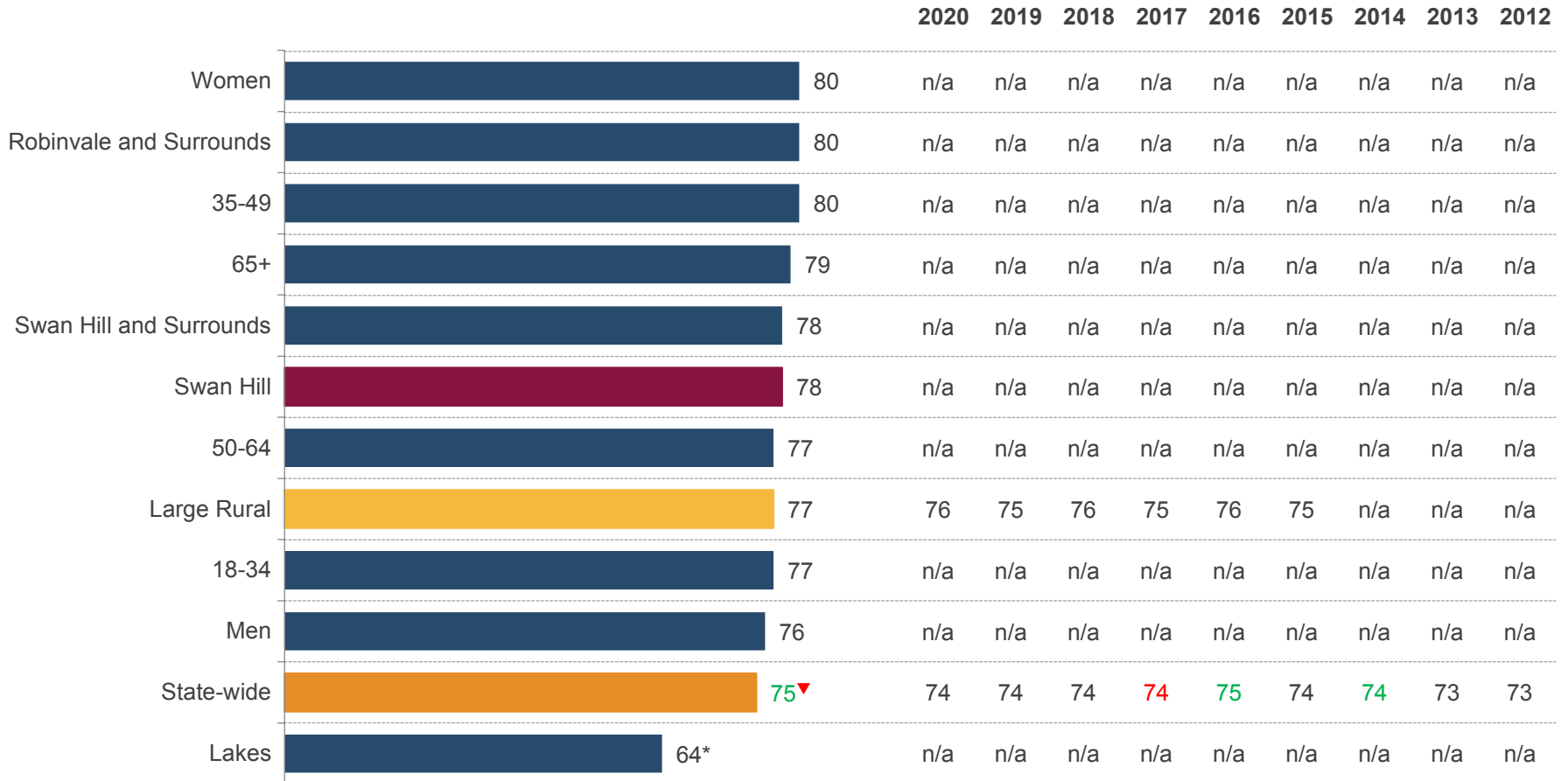
# Individual service areas



# Community consultation and engagement importance



2021 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: 29 Councils asked group: 9

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

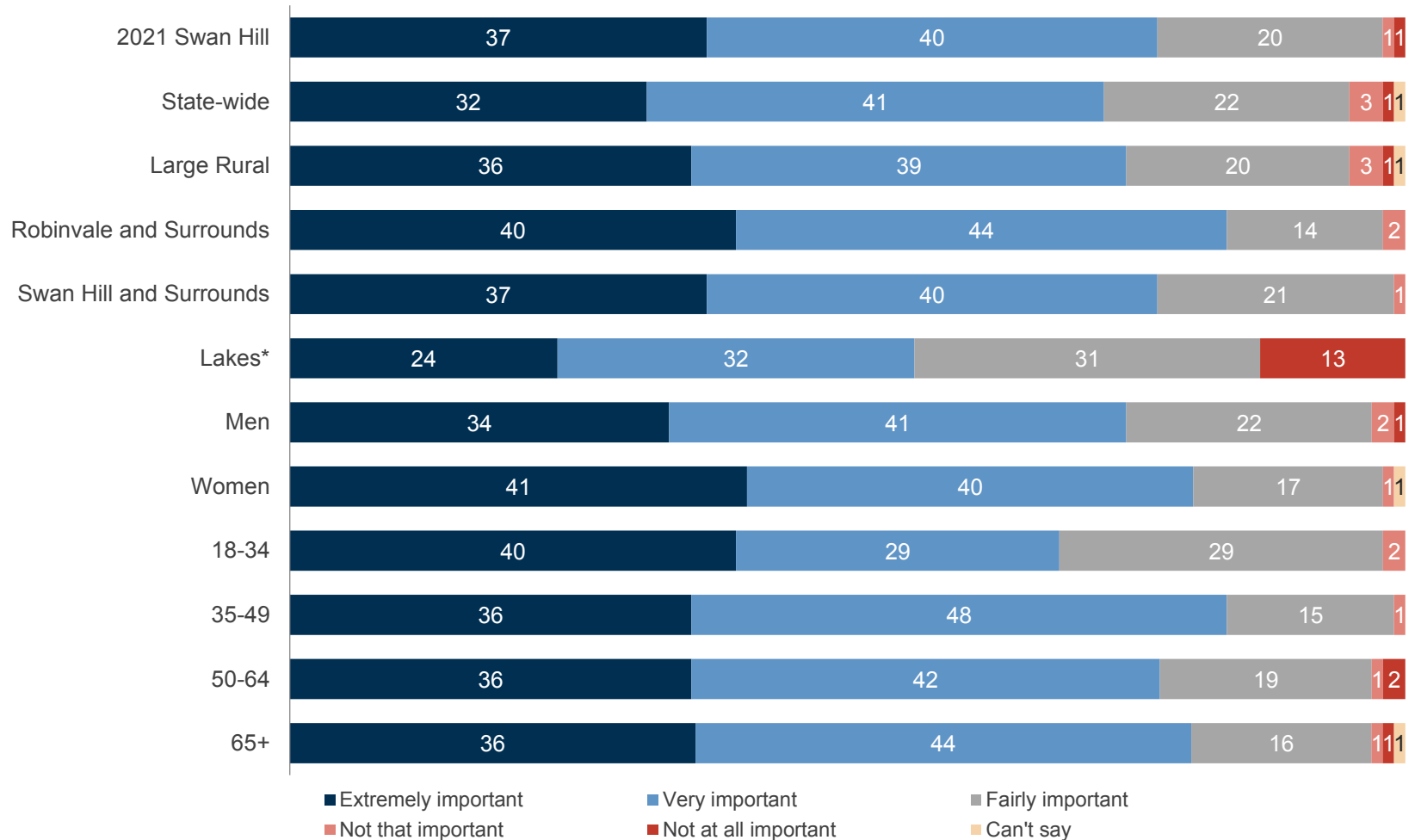
\*Caution: small sample size < n=30



# Community consultation and engagement importance



2021 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: 29 Councils asked group: 9

\*Caution: small sample size < n=30



# Community consultation and engagement performance



## 2021 consultation and engagement performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Robinvale and Surrounds	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	56▲	55	56	55	55	54	56	57	57
Large Rural	54▲	54	54	52	52	54	n/a	n/a	n/a
Men	54	52	53	54	59	54	52	53	58
18-34	53	57	54	53	61	52	53	59	61
Swan Hill	51	52	54	55	58	55	54	55	60
65+	50	50	54	61	59	56	57	56	61
50-64	50	47	53	53	51	55	52	54	56
Swan Hill and Surrounds	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	49	51	55	56	57	58	57	49	61
Women	47	51	55	57	56	56	57	56	62
Lakes	41*	n/a	n/a	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: 66 Councils asked group: 19

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

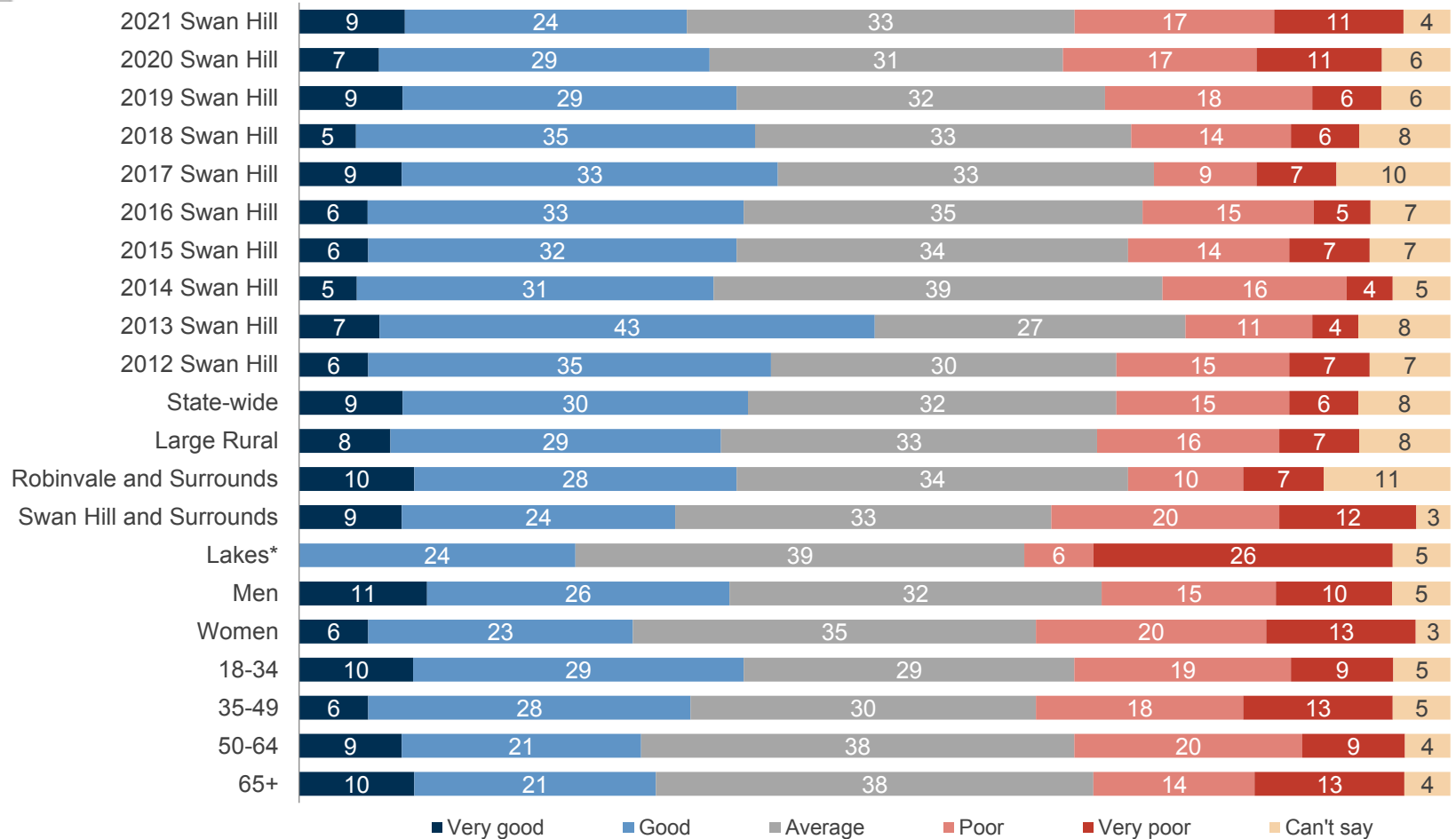
\*Caution: small sample size < n=30



# Community consultation and engagement performance



2021 consultation and engagement performance (%)



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

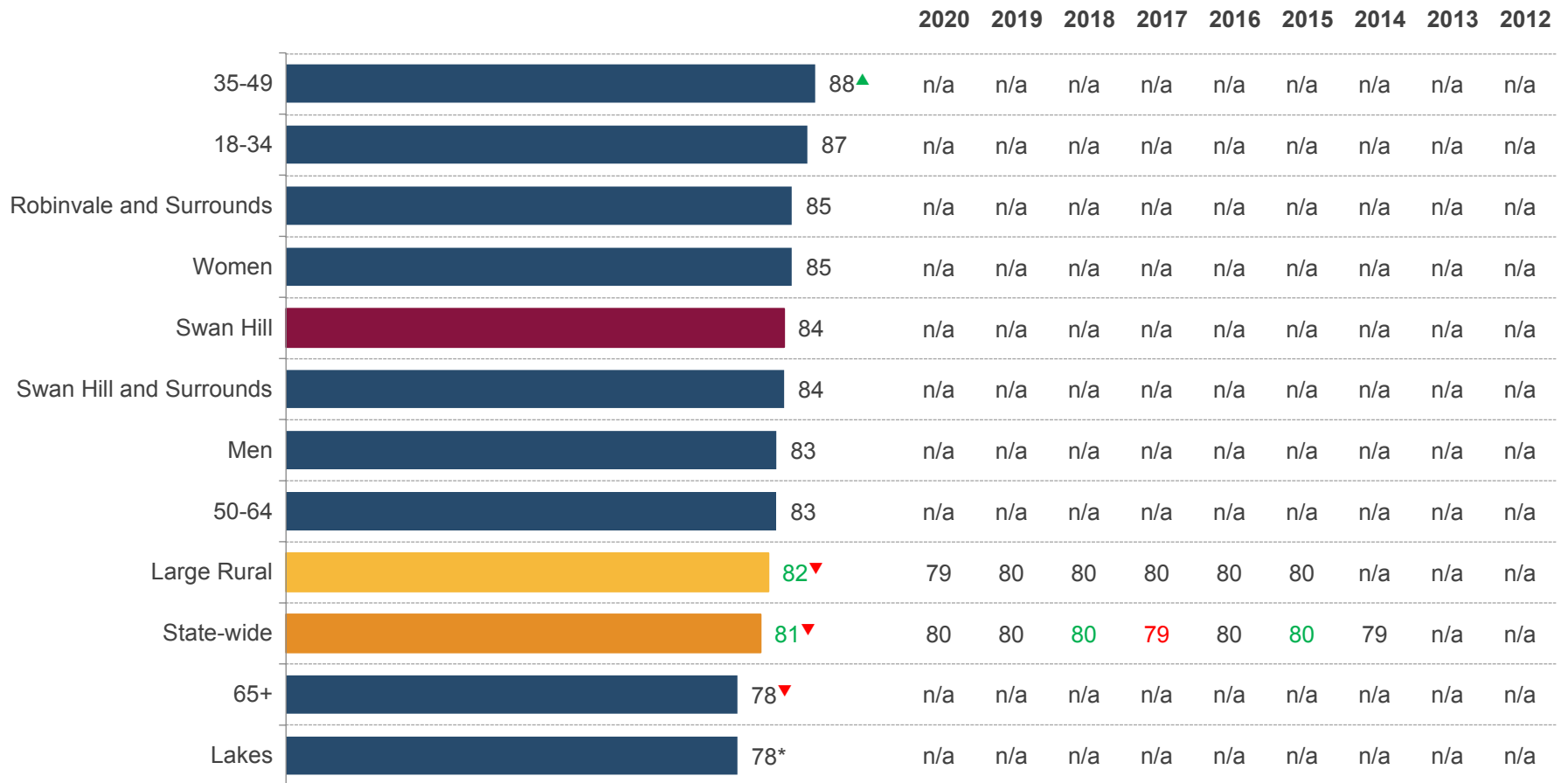
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

\*Caution: small sample size < n=30

# Decisions made in the interest of the community importance



2021 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: 8

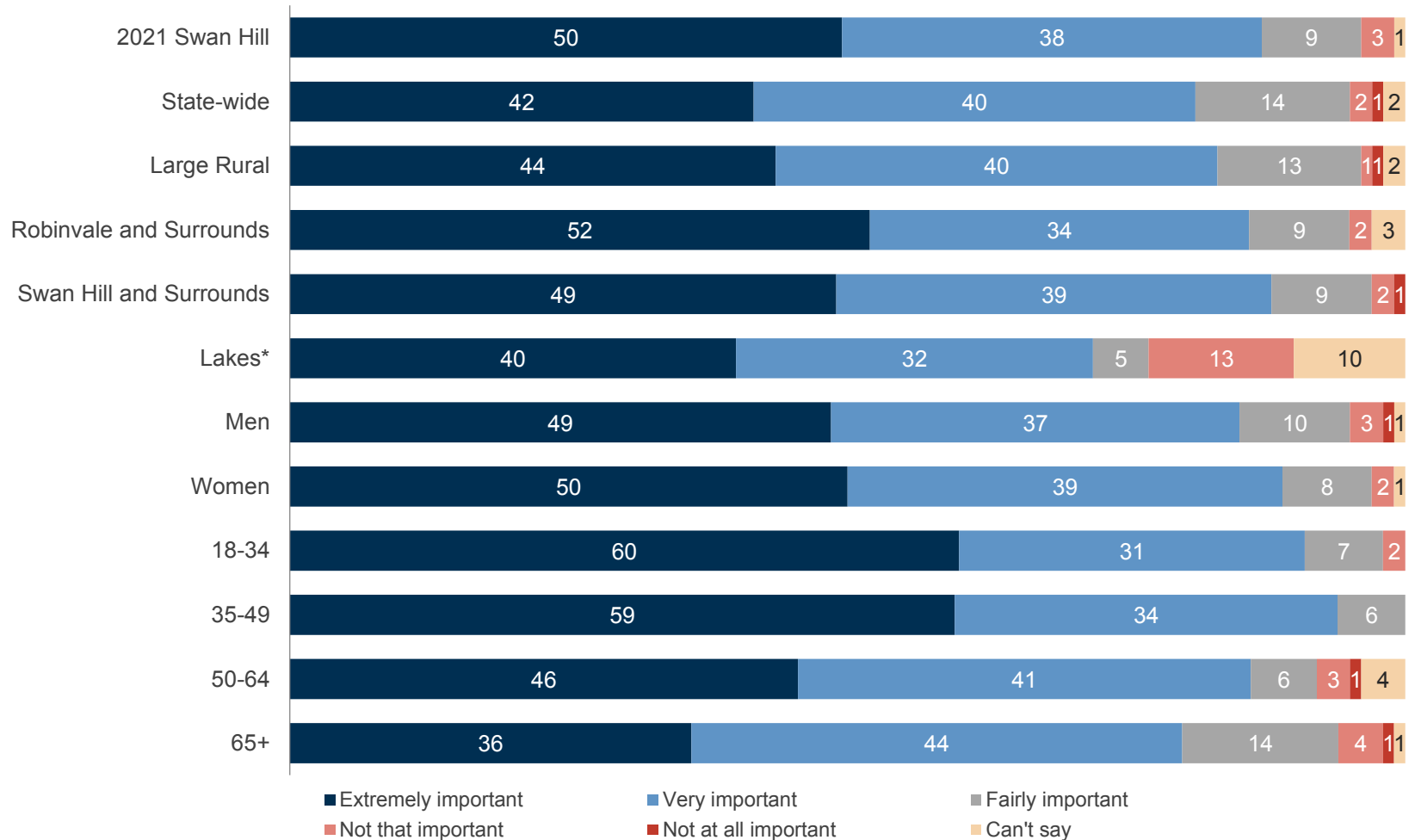
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# Decisions made in the interest of the community importance



2021 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: 8

\*Caution: small sample size < n=30

# Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	53	55	54	54	54	55	57	n/a	n/a
Large Rural	52	52	52	51	50	52	n/a	n/a	n/a
Lakes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	47	50	54	52	53	50	45	n/a	n/a
Robinvale and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	49	48	55	53	51	51	49	n/a	n/a
50-64	41	52	49	44	55	47	43	n/a	n/a
65+	46	53	60	58	56	58	52	n/a	n/a
Swan Hill	45	51	54	53	53	51	46	n/a	n/a
Swan Hill and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	43	52	53	52	49	46	40	n/a	n/a
Women	43	52	54	54	53	52	48	n/a	n/a

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: 19

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

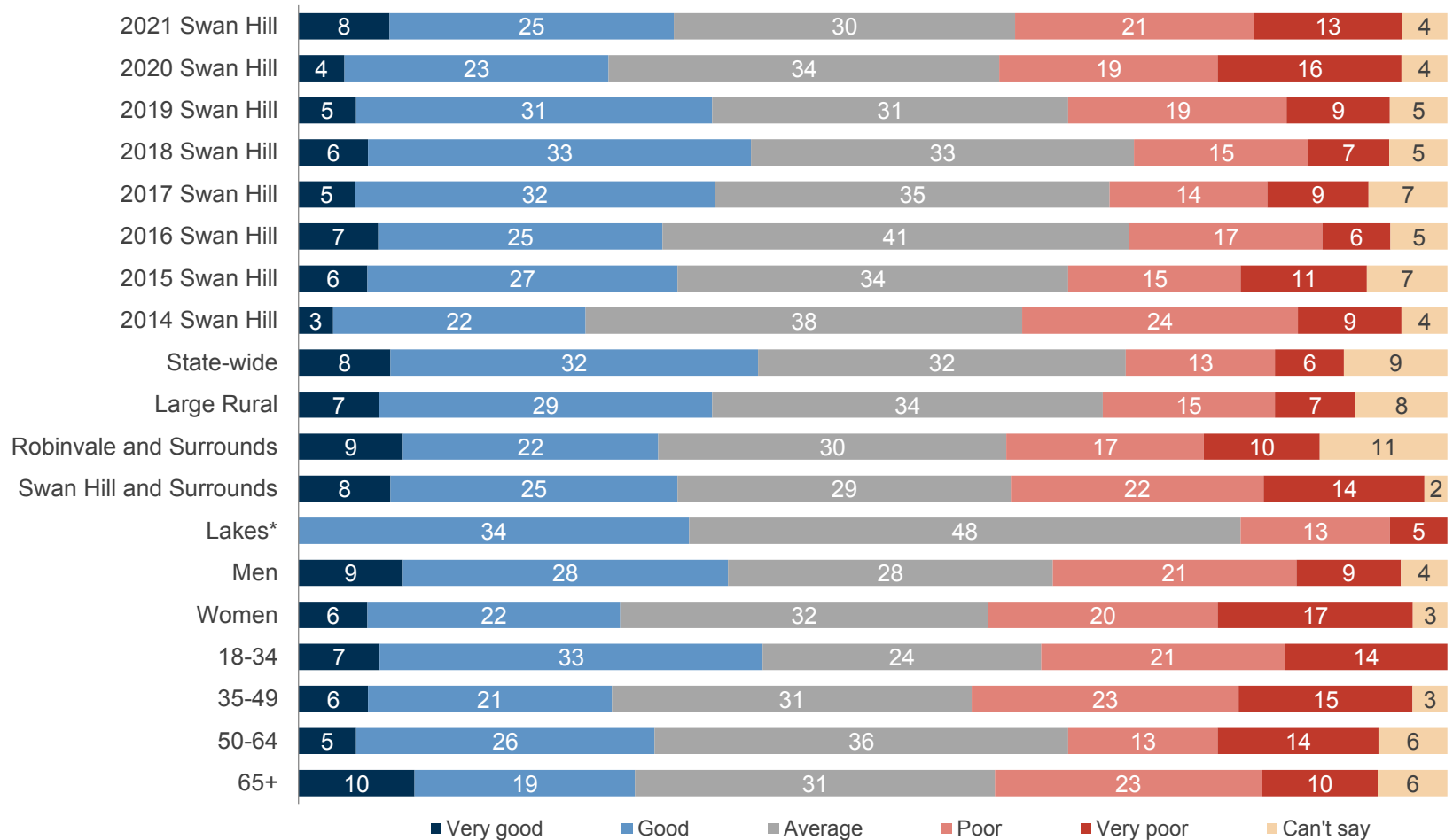
\*Caution: small sample size < n=30



# Decisions made in the interest of the community performance



2021 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: 19

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area importance



2021 sealed local roads importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Robinvale and Surrounds	87▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	83	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	81	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	80	81	80	80	77	80	78	n/a	n/a
Swan Hill and Surrounds	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	79	79	79	80	78	78	76	77	n/a
Men	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	78*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	78	n/a	n/a	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: 6

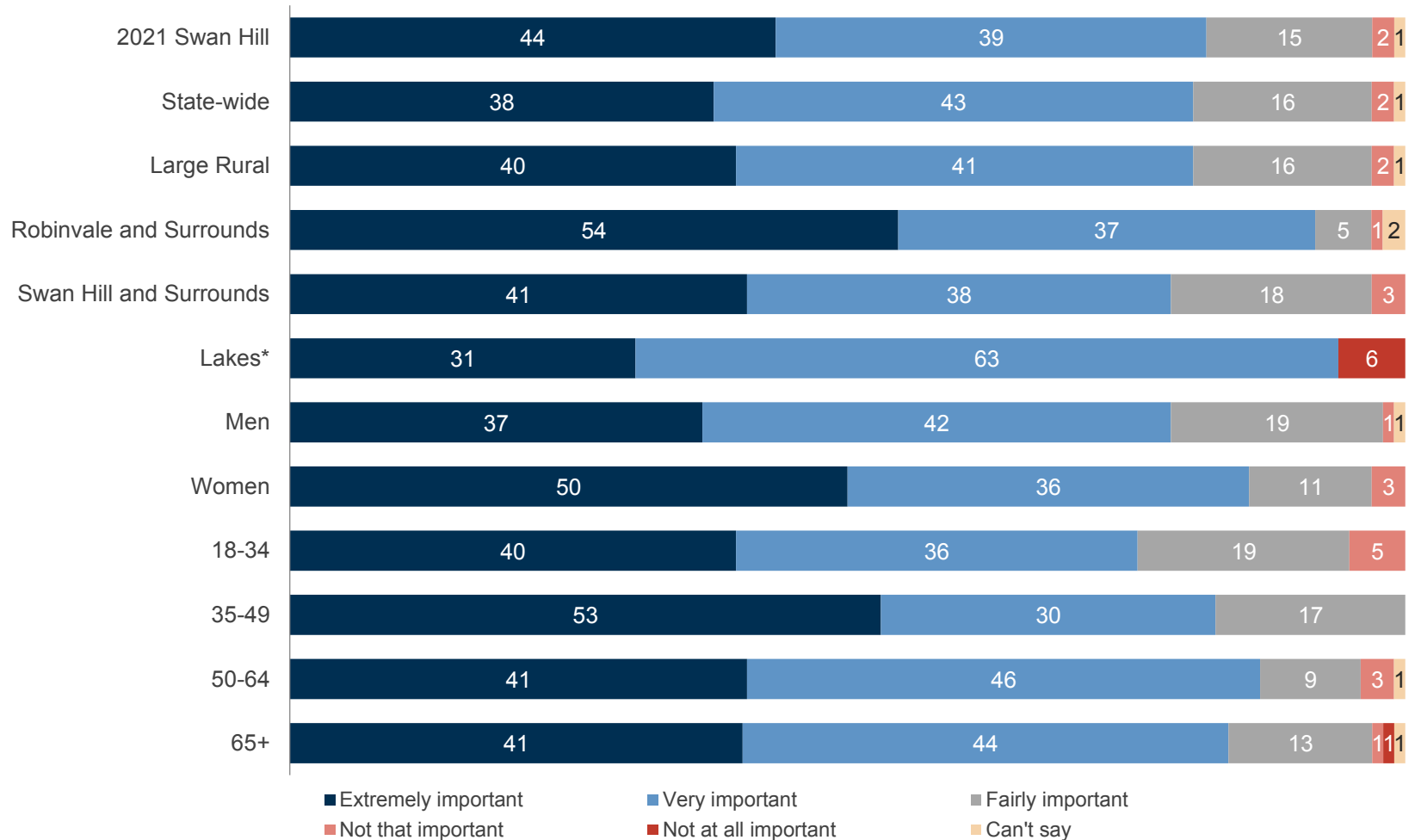
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area importance



2021 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: 6

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area performance



2021 sealed local roads performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	54	56	53	53	54	55	55	n/a	n/a
65+	49	53	58	57	58	60	57	n/a	n/a
50-64	36	43	47	42	49	47	49	n/a	n/a
Men	42	47	52	49	45	50	48	n/a	n/a
Swan Hill and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	44	46	50	49	48	52	48	n/a	n/a
18-34	48	43	50	47	43	50	48	n/a	n/a
Women	46	45	49	49	51	55	49	n/a	n/a
Large Rural	47	47	45	43	44	45	n/a	n/a	n/a
Lakes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	40	45	44	44	41	52	38	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: 19

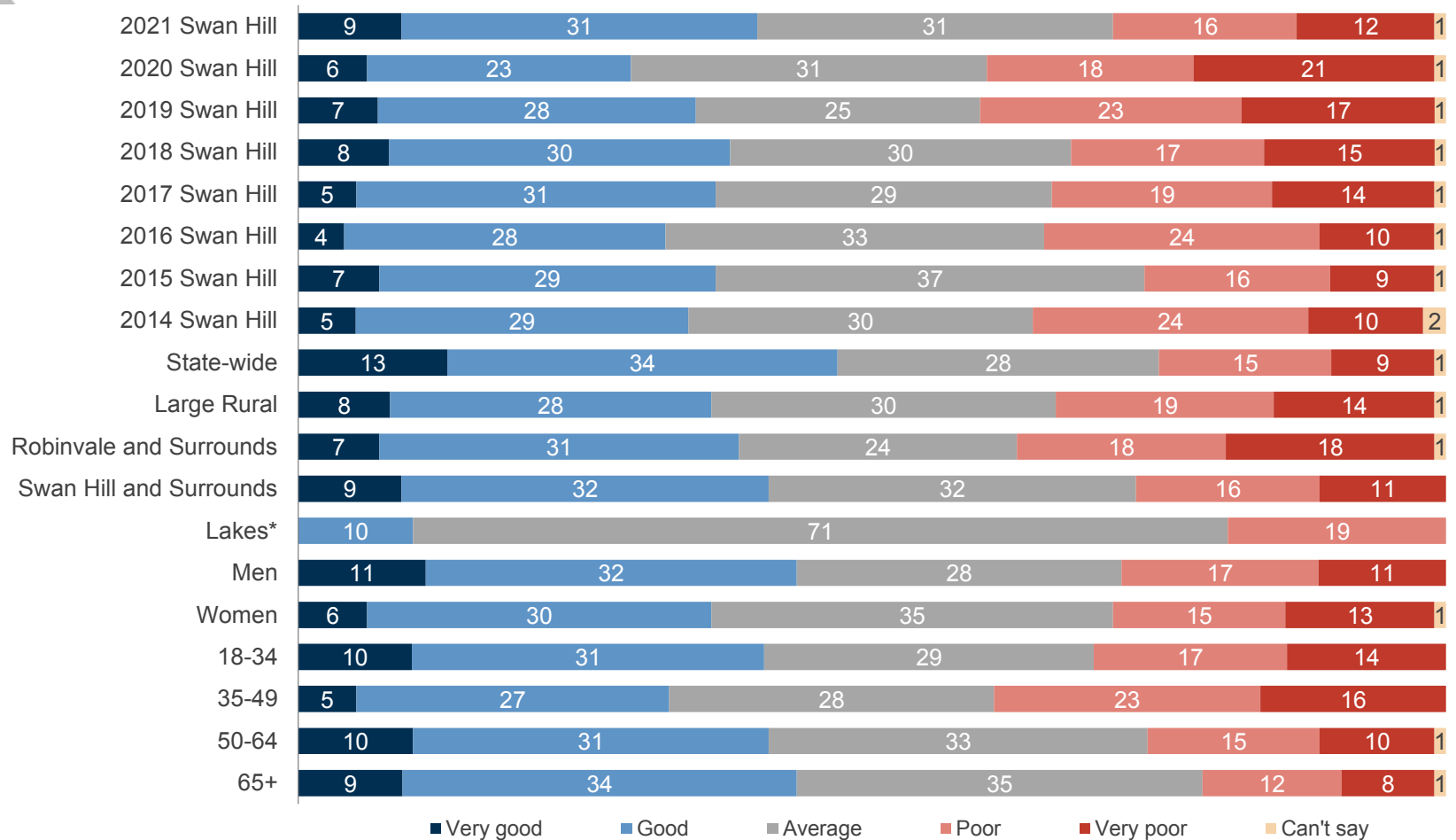
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area performance



2021 sealed local roads performance (%)



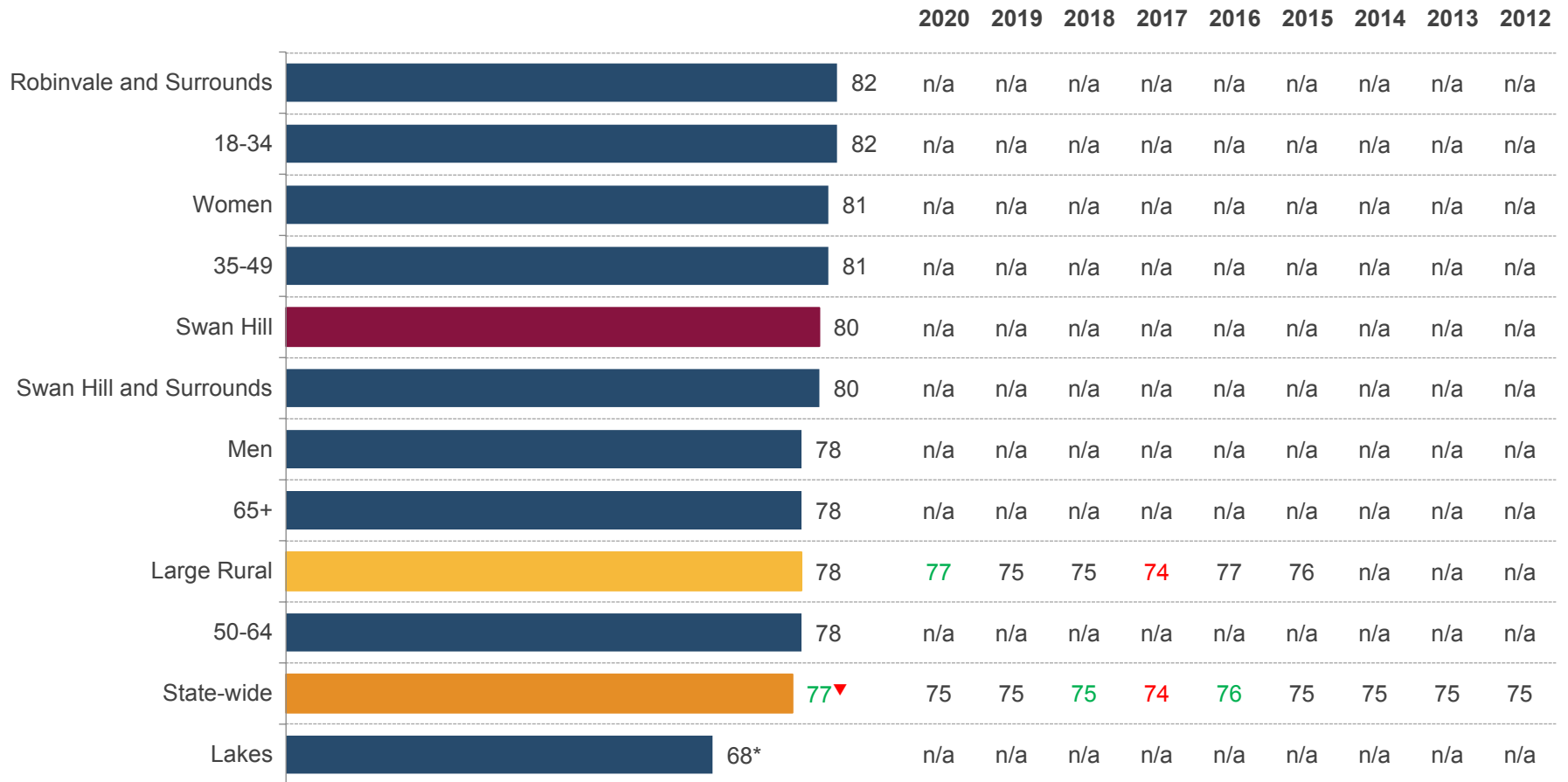
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19  
 \*Caution: small sample size < n=30



# Informing the community importance



2021 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: 27 Councils asked group: 6

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

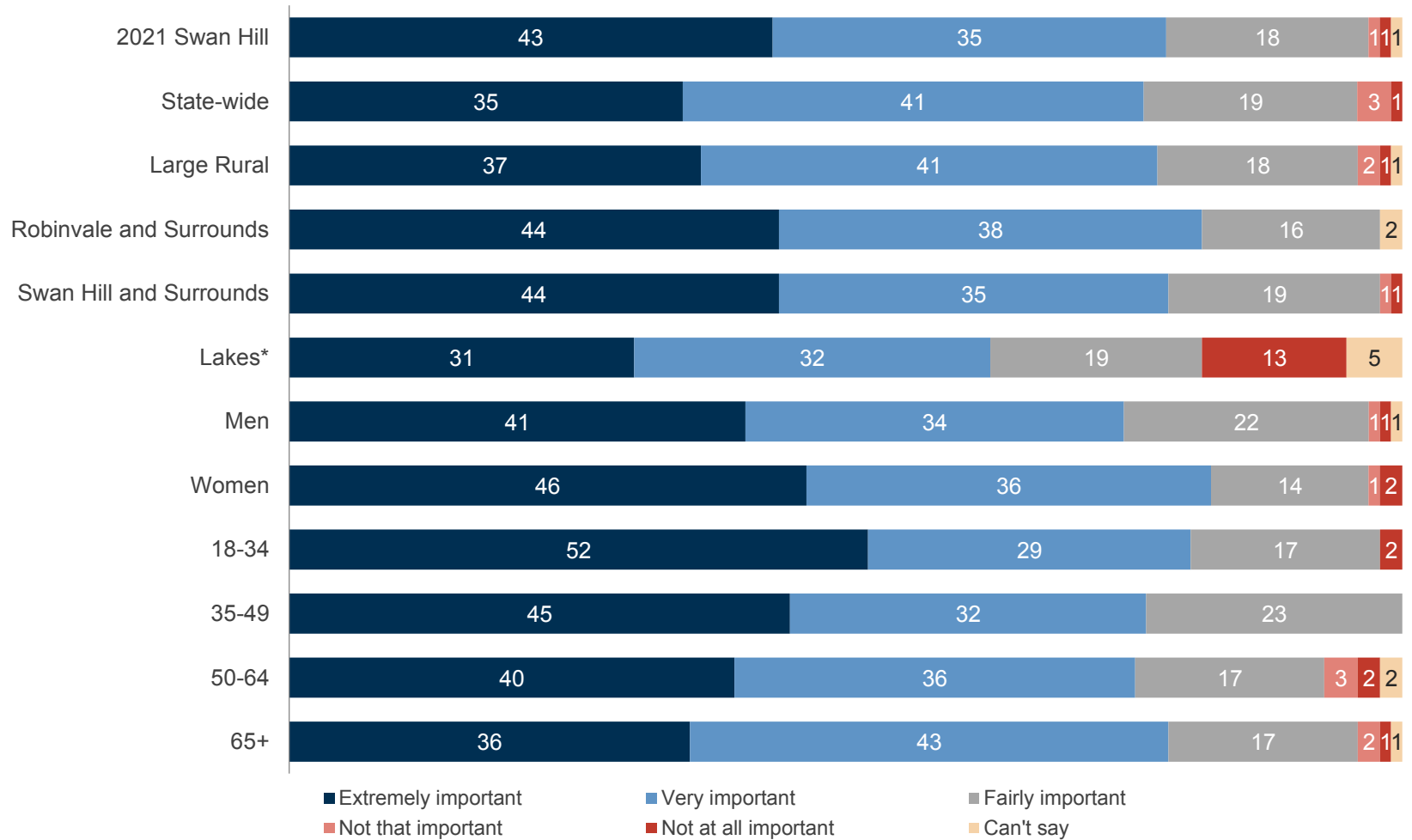
\*Caution: small sample size < n=30



# Informing the community importance



2021 informing community importance (%)



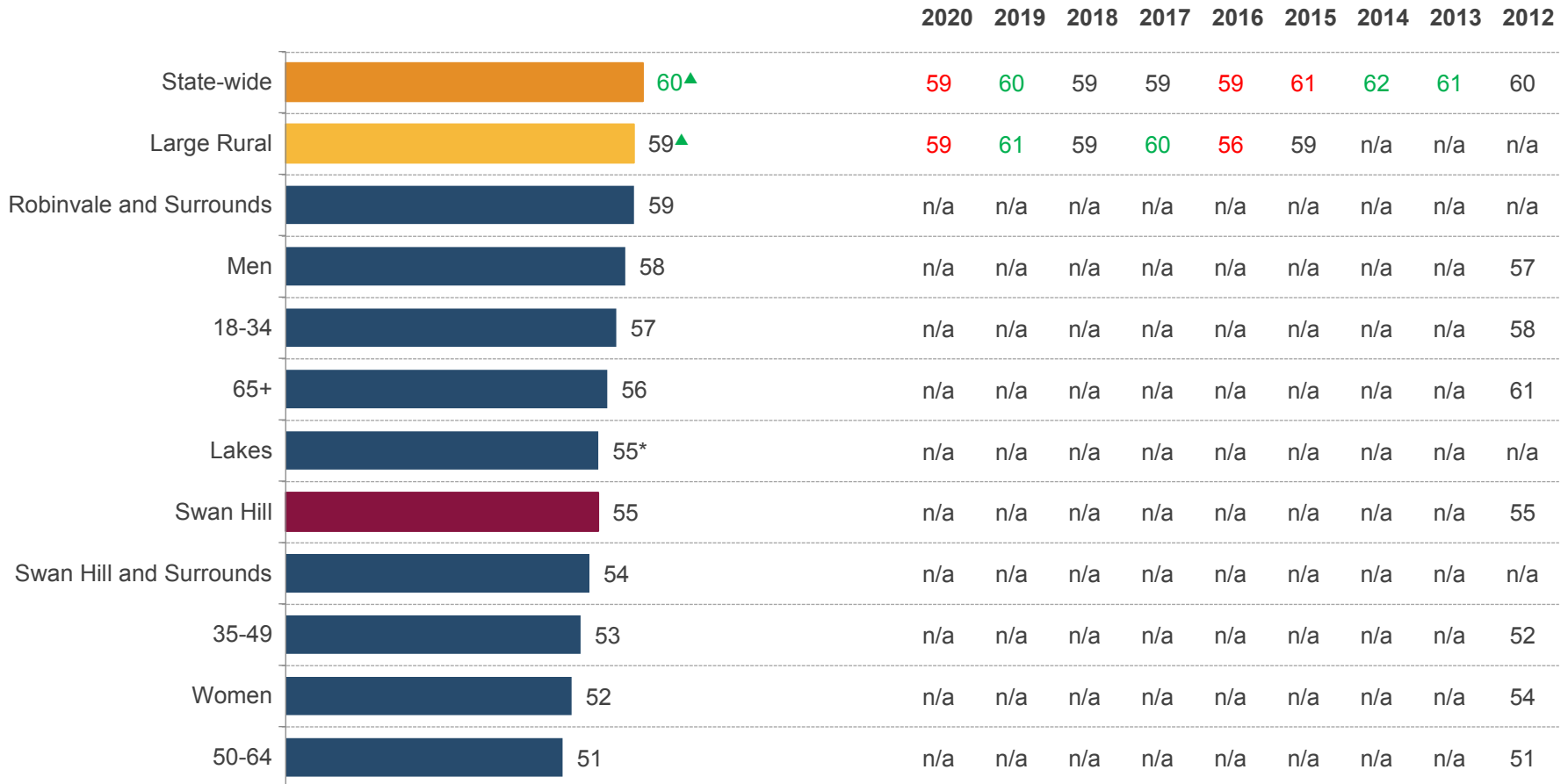
Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 6  
 \*Caution: small sample size < n=30



# Informing the community performance



2021 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: 35 Councils asked group: 8

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

\*Caution: small sample size < n=30

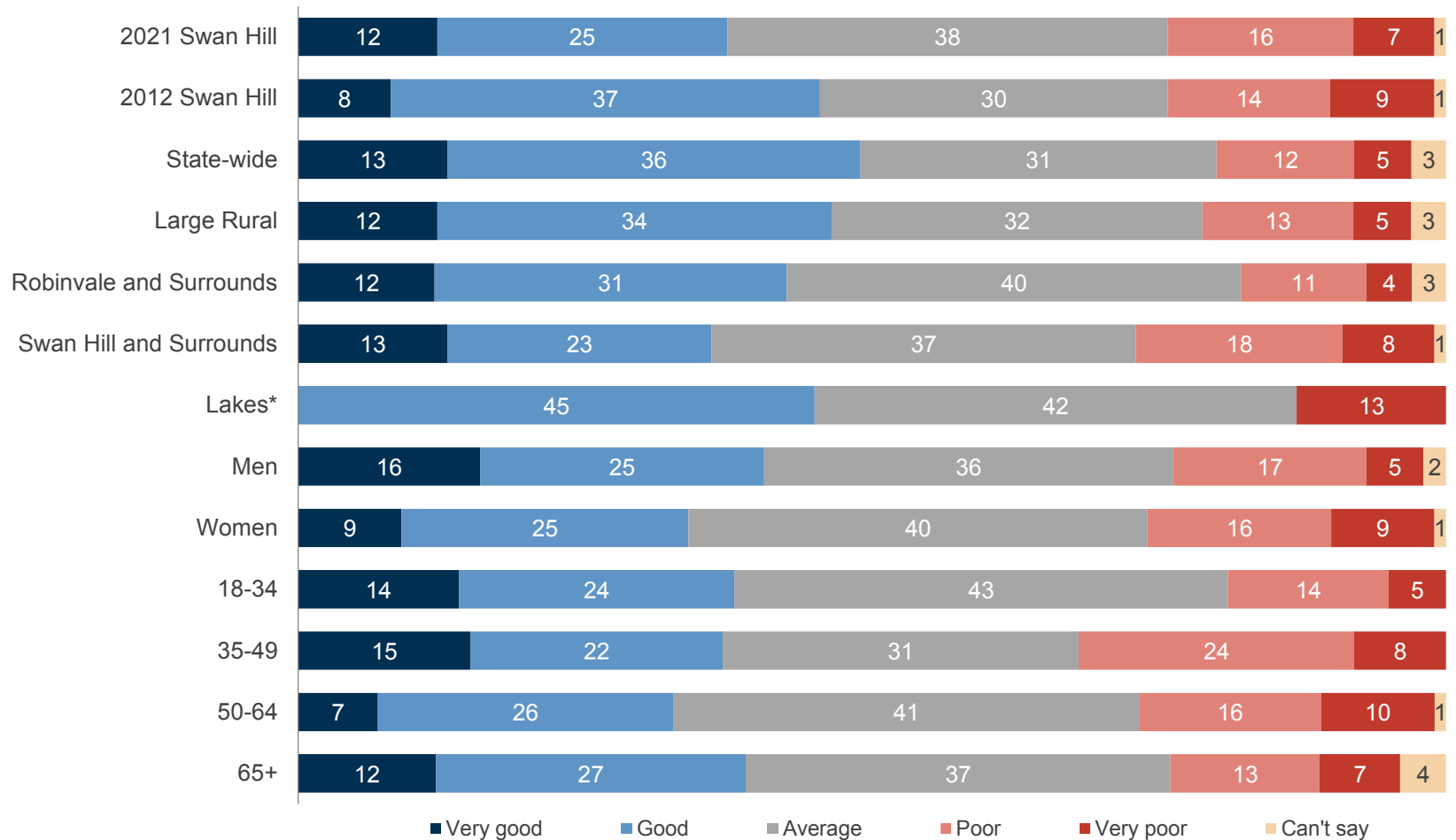




# Informing the community performance



2021 informing community performance (%)

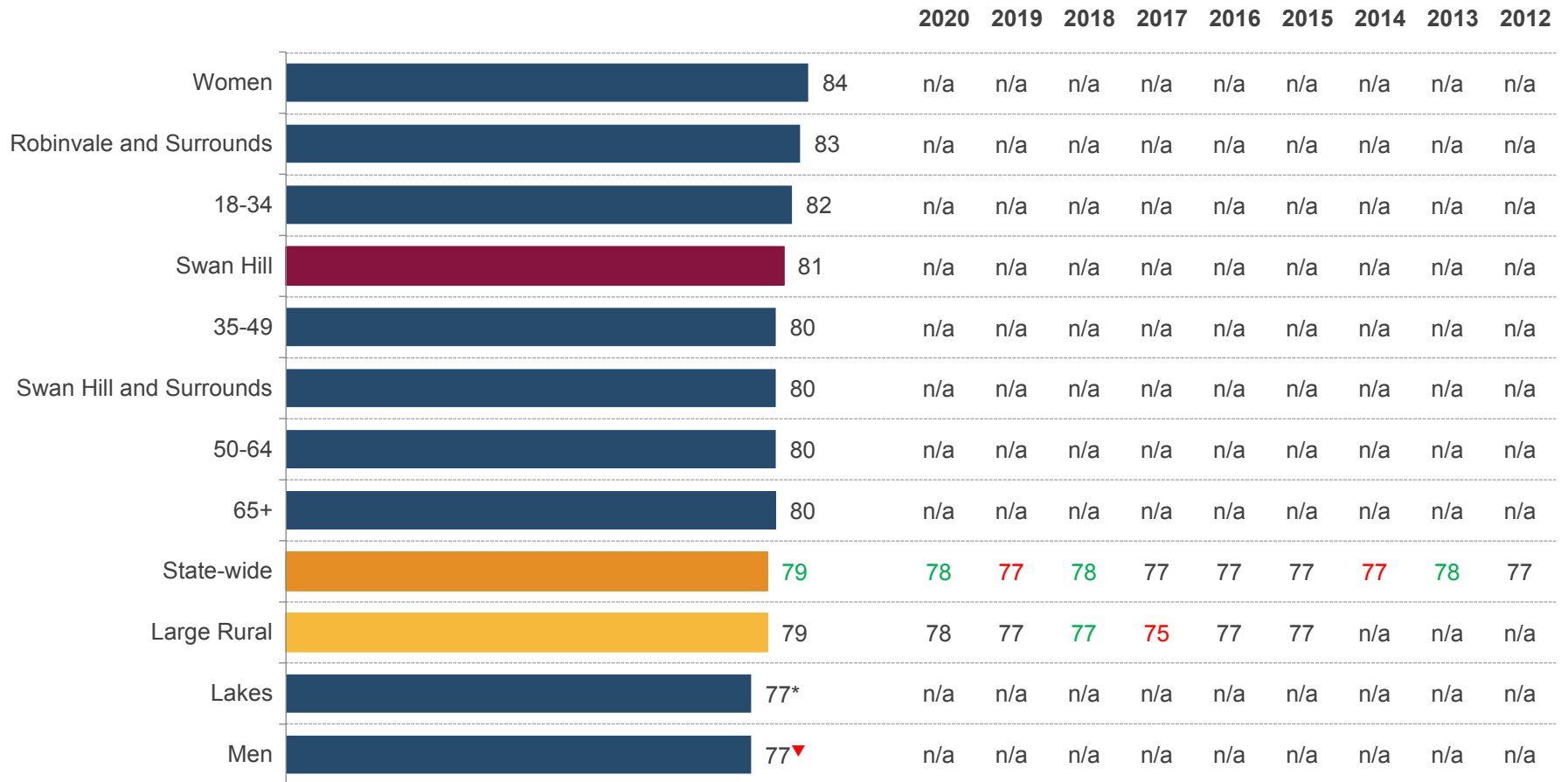


Q2. How has Council performed on 'Informing the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 35 Councils asked group: 8  
 \*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area importance



2021 streets and footpaths importance (index scores)



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

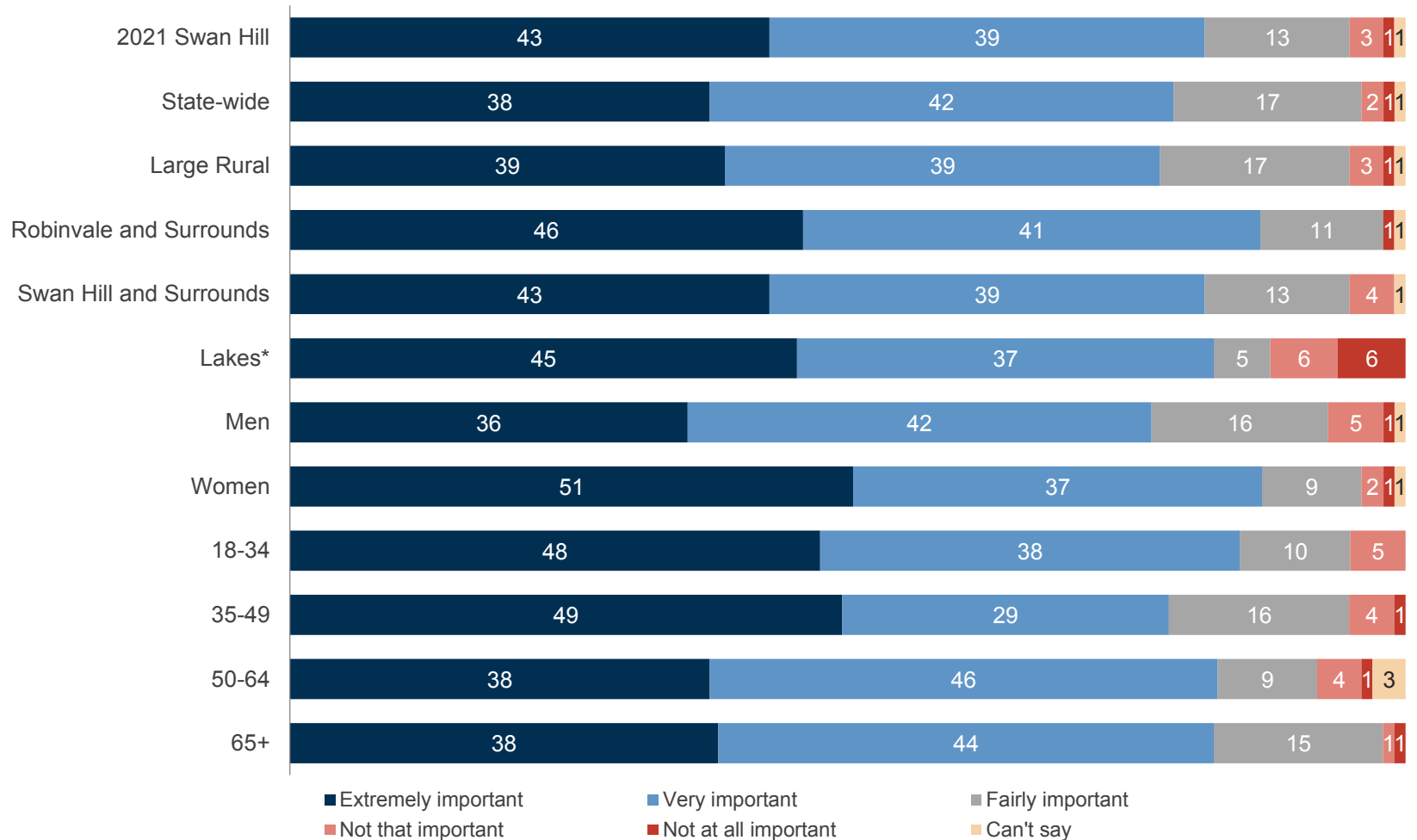
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area importance



2021 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



2021 streets and footpaths performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	58	59	58	57	57	58	58	58	57
Large Rural	54	55	54	53	53	54	n/a	n/a	n/a
65+	n/a	n/a	53	58	56	56	53	n/a	57
35-49	n/a	n/a	51	46	51	56	47	n/a	53
Men	n/a	n/a	56	54	53	53	50	n/a	52
Swan Hill and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	50	47	52	52	48	n/a	50
Lakes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	n/a	n/a	54	52	53	55	50	n/a	52
Women	n/a	n/a	52	50	53	58	51	n/a	53
Robinvale and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	59	54	53	57	52	n/a	51

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

Base: All respondents. Councils asked state-wide: 32 Councils asked group: 10

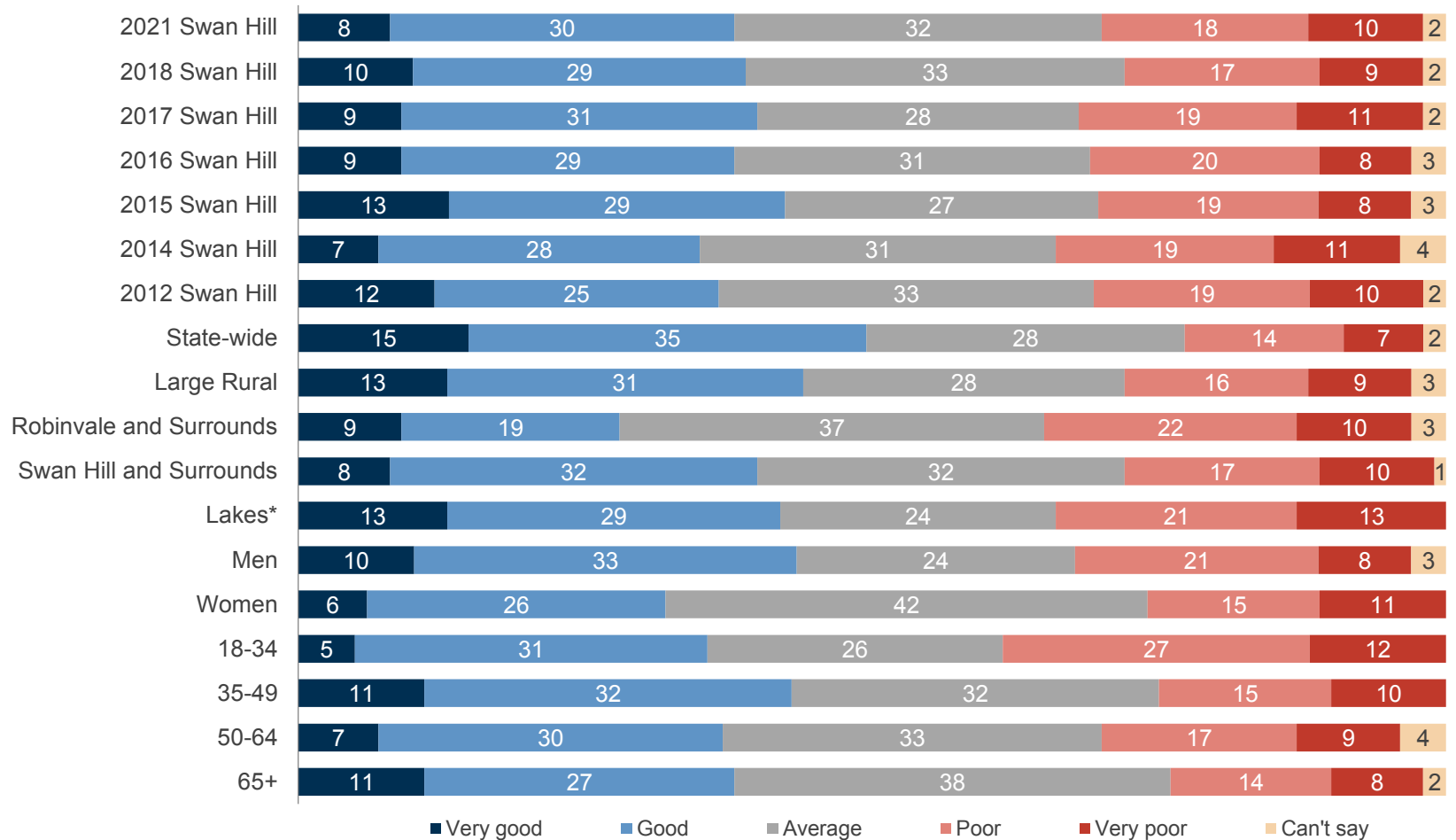
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area performance



2021 streets and footpaths performance (%)



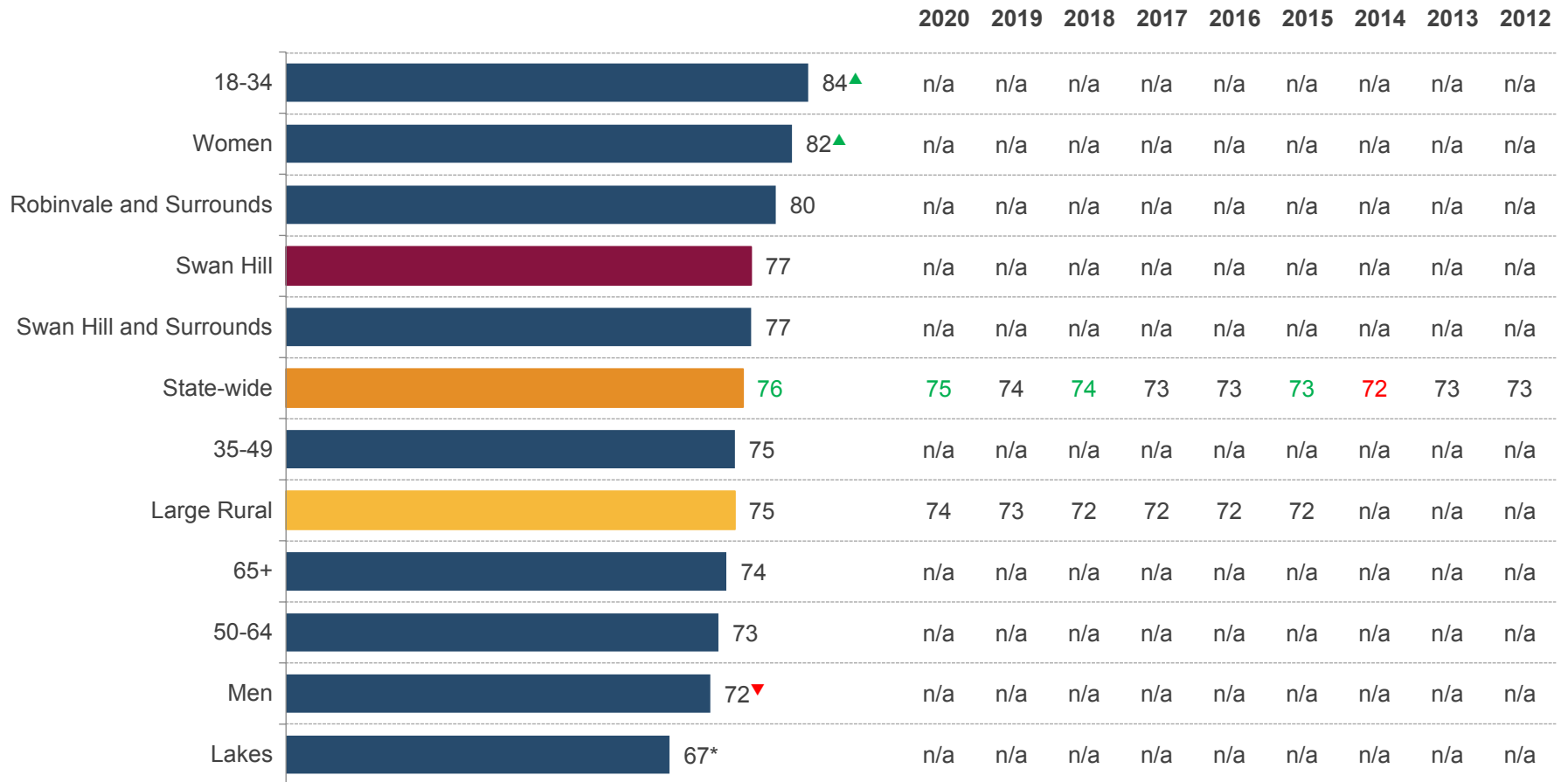
Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 10  
 \*Caution: small sample size < n=30



# Family support services importance



2021 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: 20 Councils asked group: 5

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

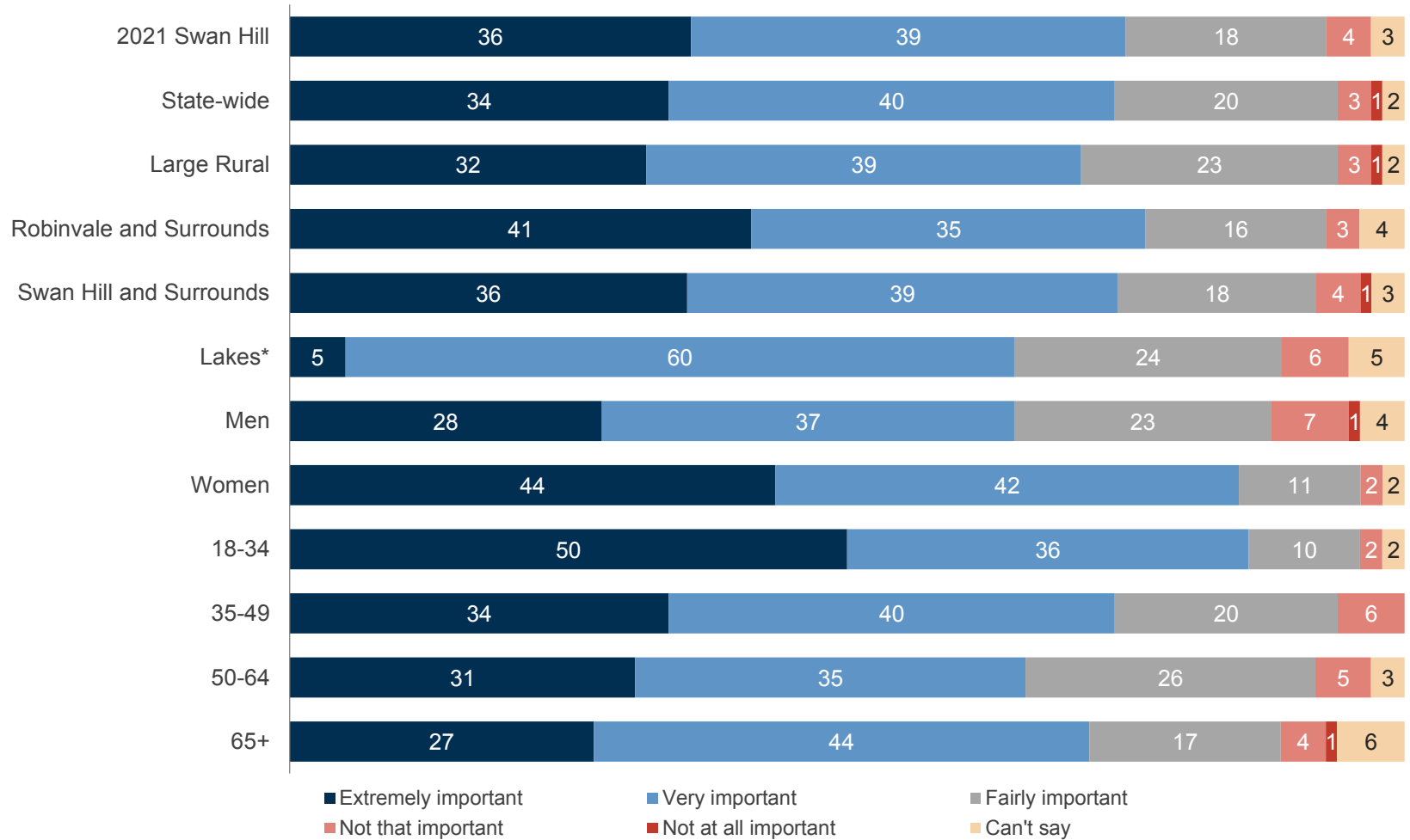
\*Caution: small sample size < n=30



# Family support services importance



2021 family support importance (%)



Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 5  
 \*Caution: small sample size < n=30



# Family support services performance



2021 family support performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Lakes	79*▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	68▲	n/a	67	73	74	68	71	n/a	75
Men	66	n/a	66	69	67	62	62	n/a	71
State-wide	66▲	66	67	66	67	67	68	67	67
35-49	66	n/a	60	66	67	63	56	n/a	65
Large Rural	66▲	64	65	65	64	67	n/a	n/a	n/a
Swan Hill and Surrounds	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	63	n/a	64	59	64	60	67	n/a	66
Swan Hill	63	n/a	64	65	67	63	64	n/a	69
Women	60	n/a	63	62	68	63	66	n/a	68
18-34	57▼	n/a	66	61	64	60	63	n/a	72
Robinvale and Surrounds	57▼	n/a	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: 29 Councils asked group: 8

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

\*Caution: small sample size < n=30

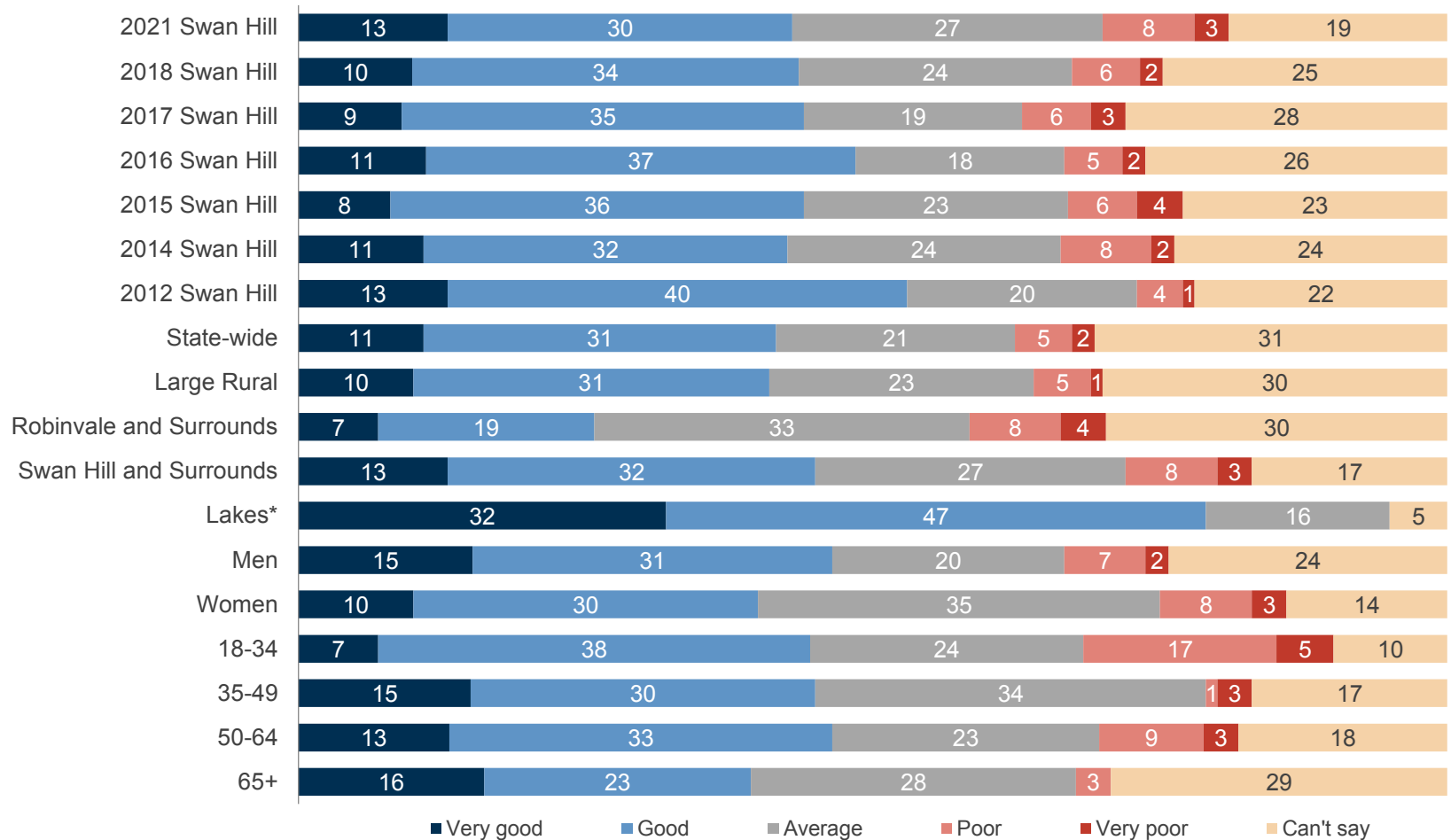




# Family support services performance



2021 family support performance (%)



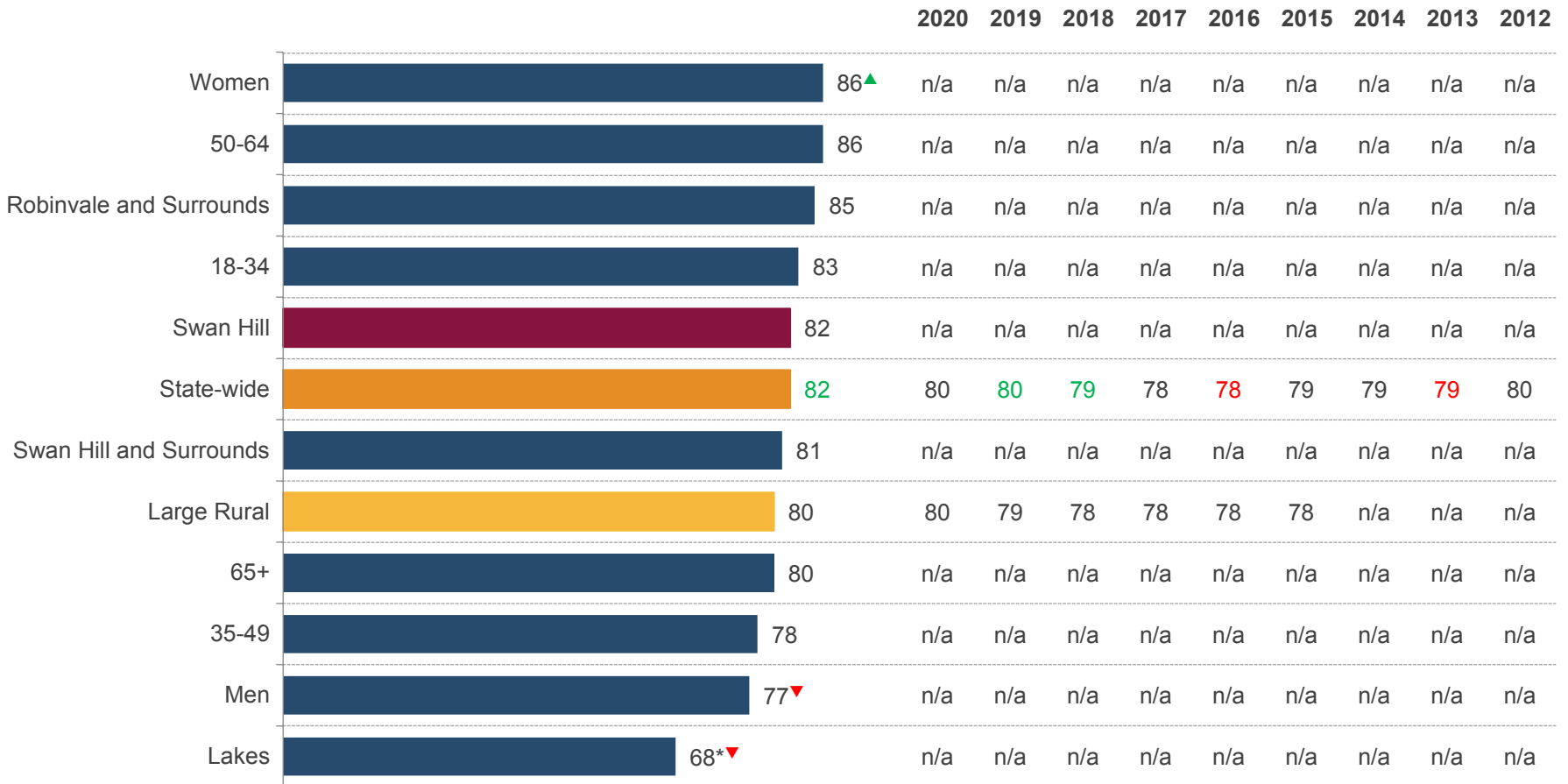
Q2. How has Council performed on 'Family support services' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8  
 \*Caution: small sample size < n=30



# Elderly support services importance



2021 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: 21 Councils asked group: 4

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

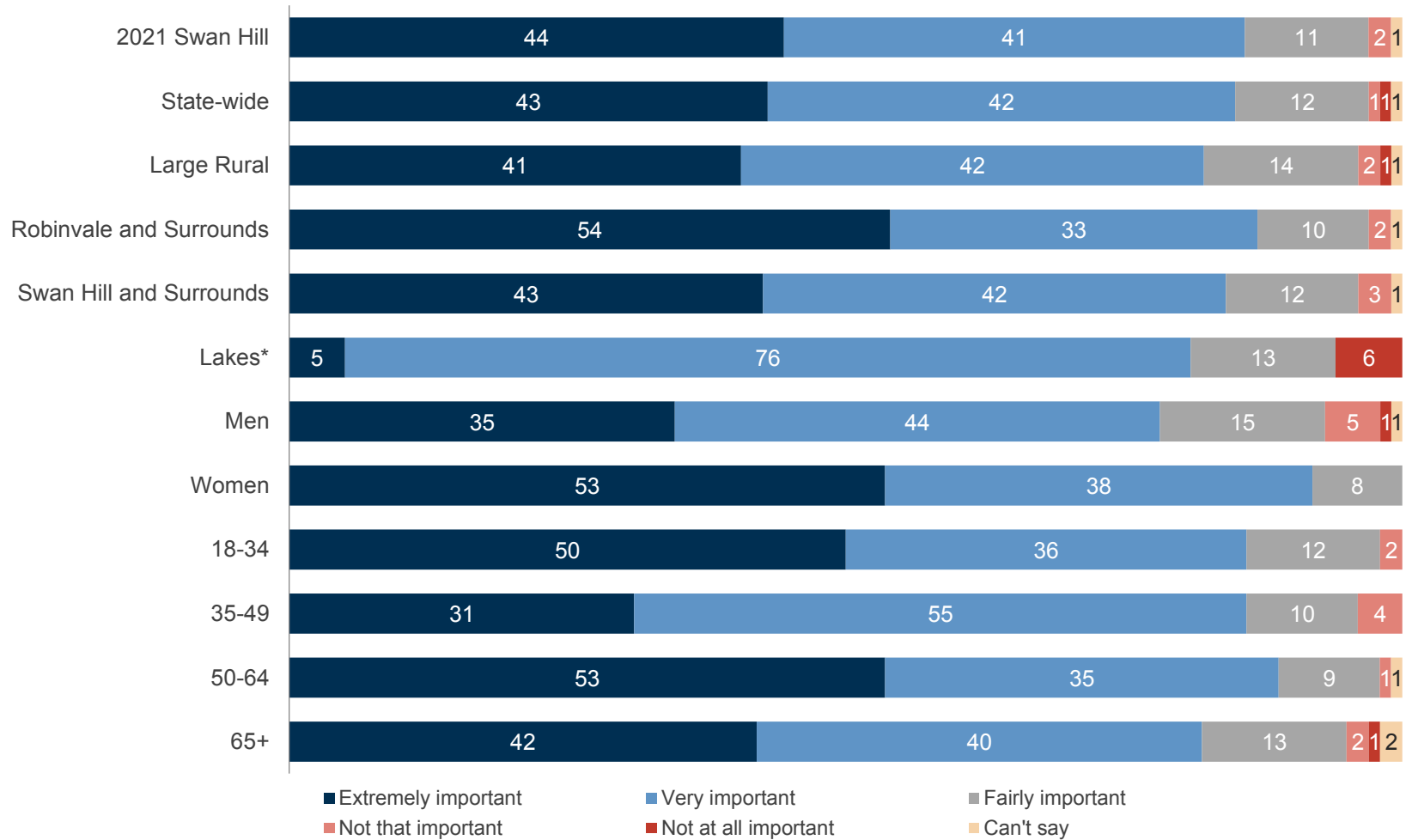
\*Caution: small sample size < n=30



# Elderly support services importance



2021 elderly support importance (%)



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4  
 \*Caution: small sample size < n=30



# Elderly support services performance



2021 elderly support performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
65+	69	n/a	n/a	69	76	75	74	73	n/a	n/a
State-wide	69▲	68	68	68	68	68	69	70	69	69
Men	68	n/a	n/a	67	70	66	69	68	n/a	n/a
Large Rural	68▲	67	67	67	67	66	69	n/a	n/a	n/a
35-49	67	n/a	n/a	60	65	66	65	59	n/a	n/a
Swan Hill and Surrounds	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	65	n/a	n/a	61	59	65	68	68	n/a	n/a
Swan Hill	65	n/a	n/a	65	67	69	70	67	n/a	n/a
Women	63	n/a	n/a	63	65	71	70	66	n/a	n/a
Lakes	63*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	60▼	n/a	n/a	66	64	67	70	66	n/a	n/a
Robinvale and Surrounds	59	n/a	n/a	n/a	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: 32 Councils asked group: 8

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

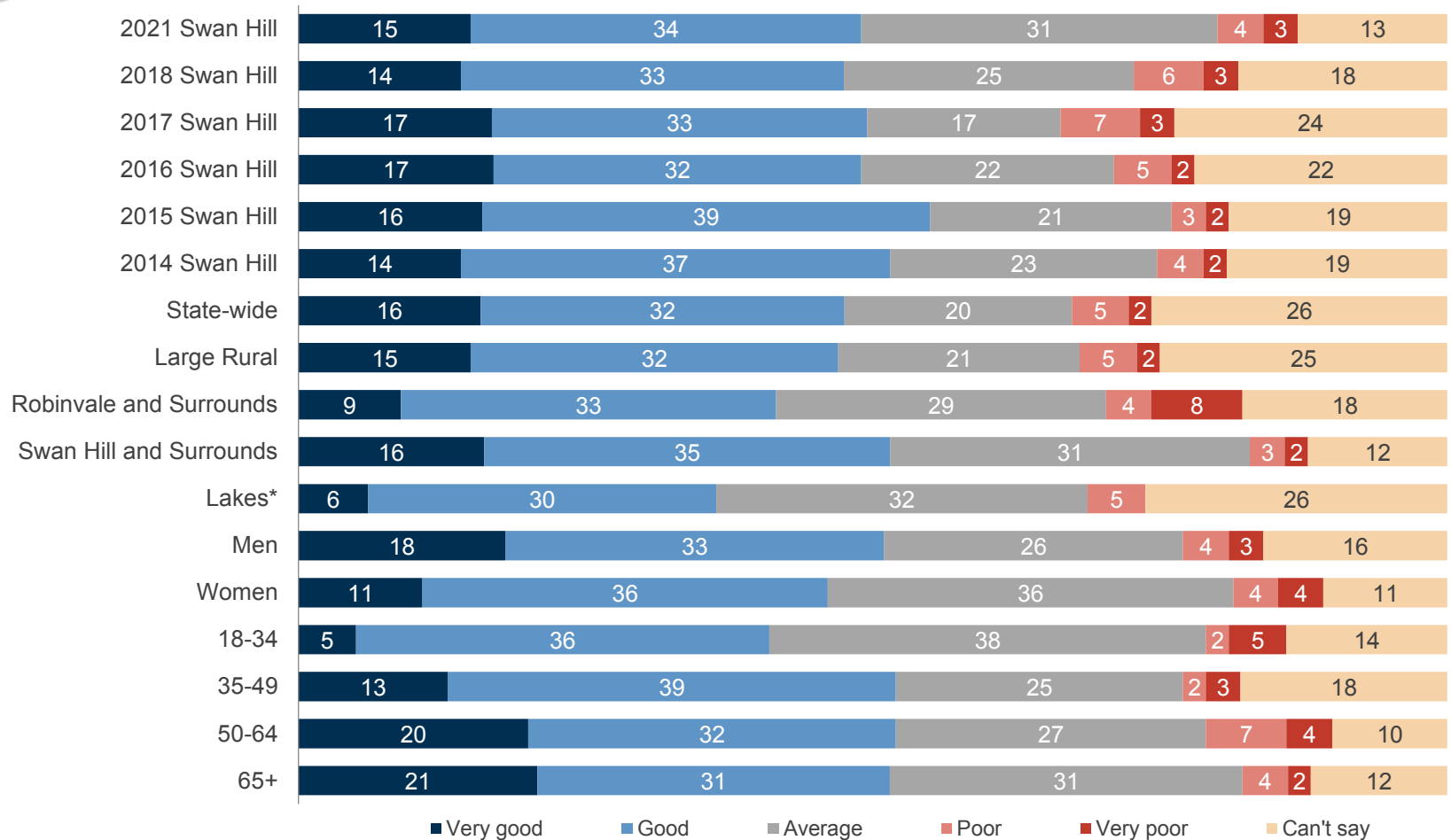
\*Caution: small sample size < n=30



# Elderly support services performance



2021 elderly support performance (%)



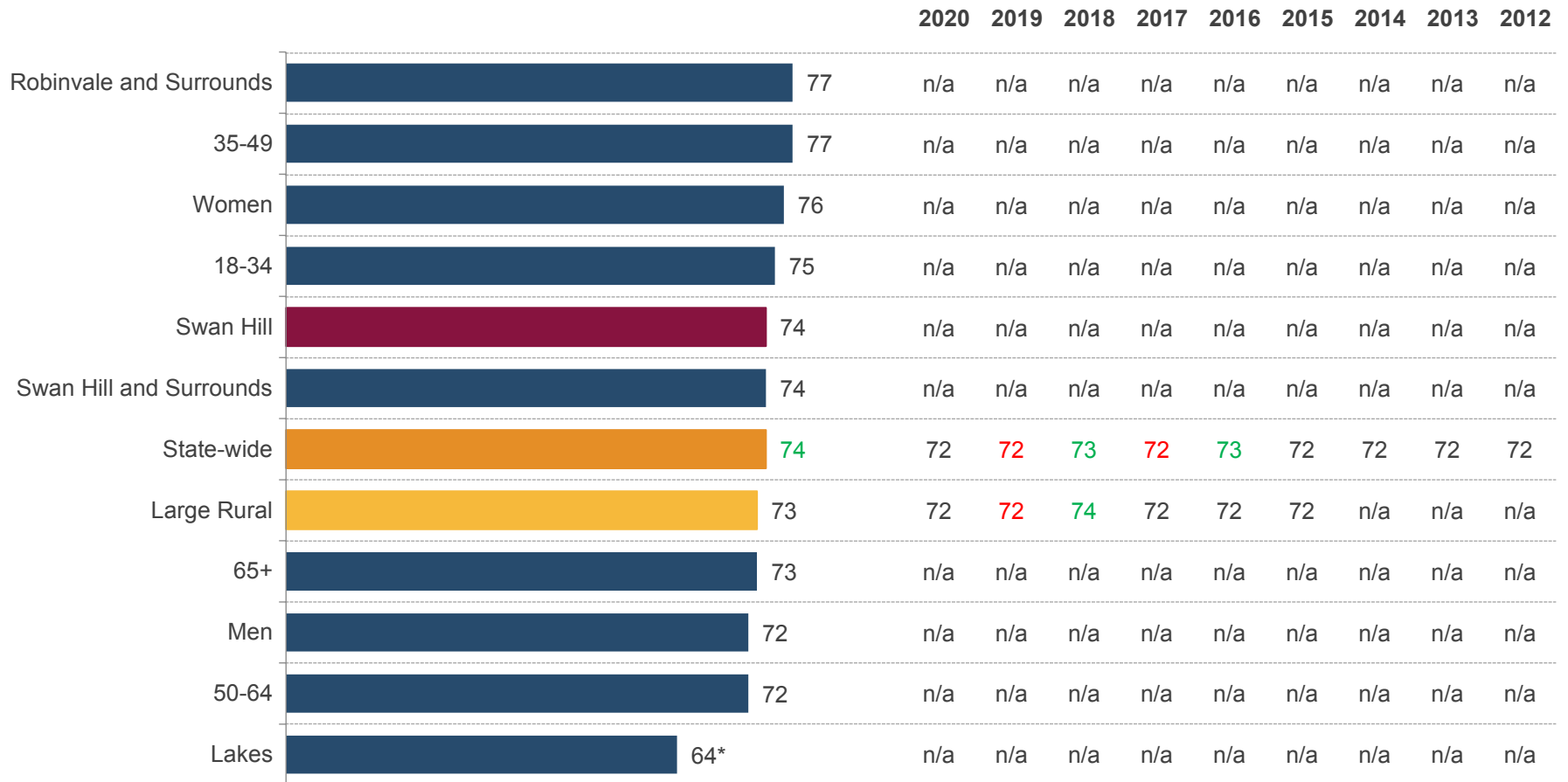
Q2. How has Council performed on 'Elderly support services' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 8  
 \*Caution: small sample size < n=30



# Recreational facilities importance



2021 recreational facilities importance (index scores)



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

Base: All respondents. Councils asked state-wide: 33 Councils asked group: 8

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

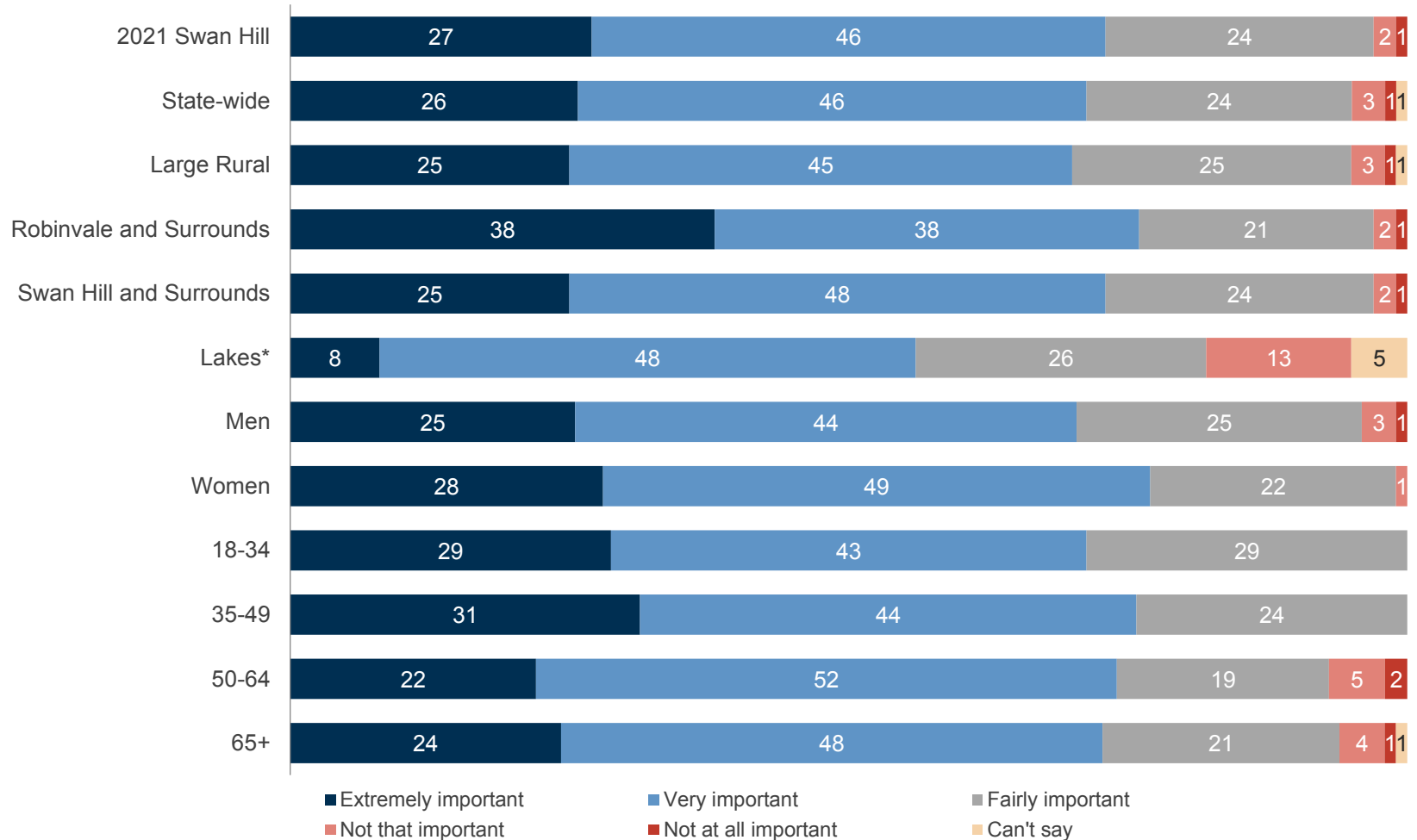
\*Caution: small sample size < n=30



# Recreational facilities importance



2021 recreational facilities importance (%)



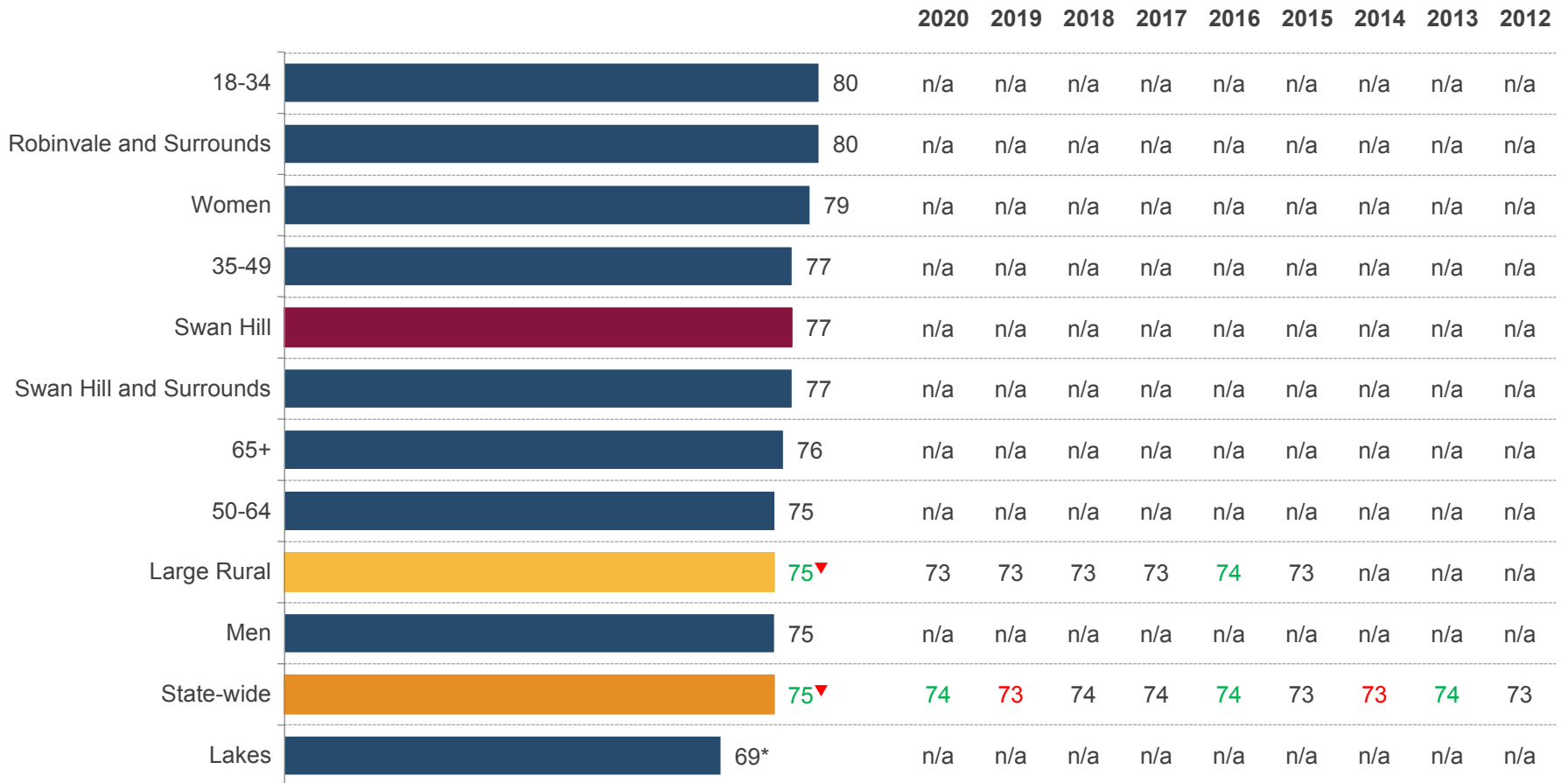
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 8  
 \*Caution: small sample size < n=30



# The appearance of public areas importance



2021 public areas importance (index scores)



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: 8

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

\*Caution: small sample size < n=30

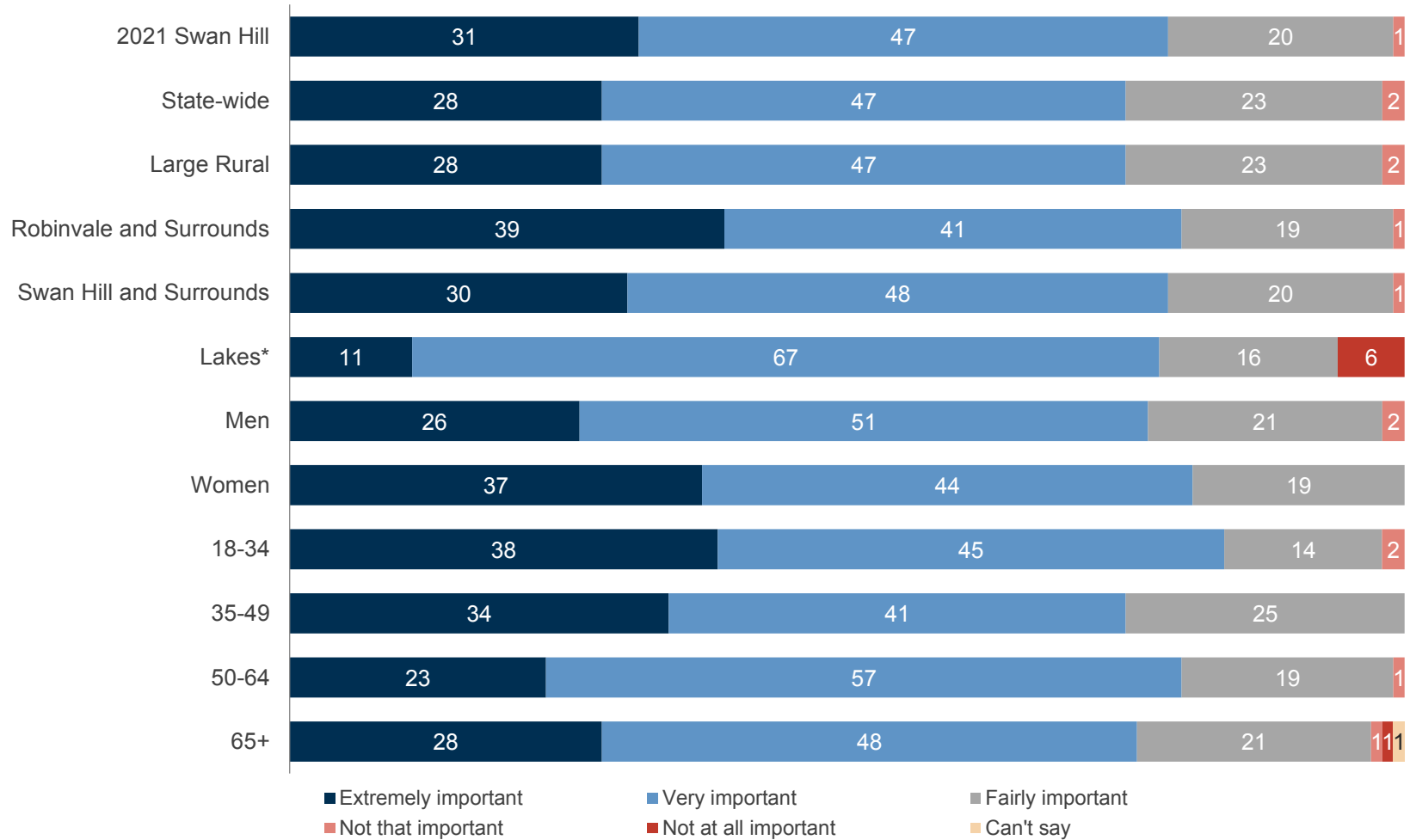




# The appearance of public areas importance



2021 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: 8  
 \*Caution: small sample size < n=30



# The appearance of public areas performance



2021 public areas performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	73	72	71	71	71	72	72	71	71
65+	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill and Surrounds	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	71*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	70	71	70	69	69	69	n/a	n/a	n/a
35-49	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	68	n/a	n/a	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: 40 Councils asked group: 11

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

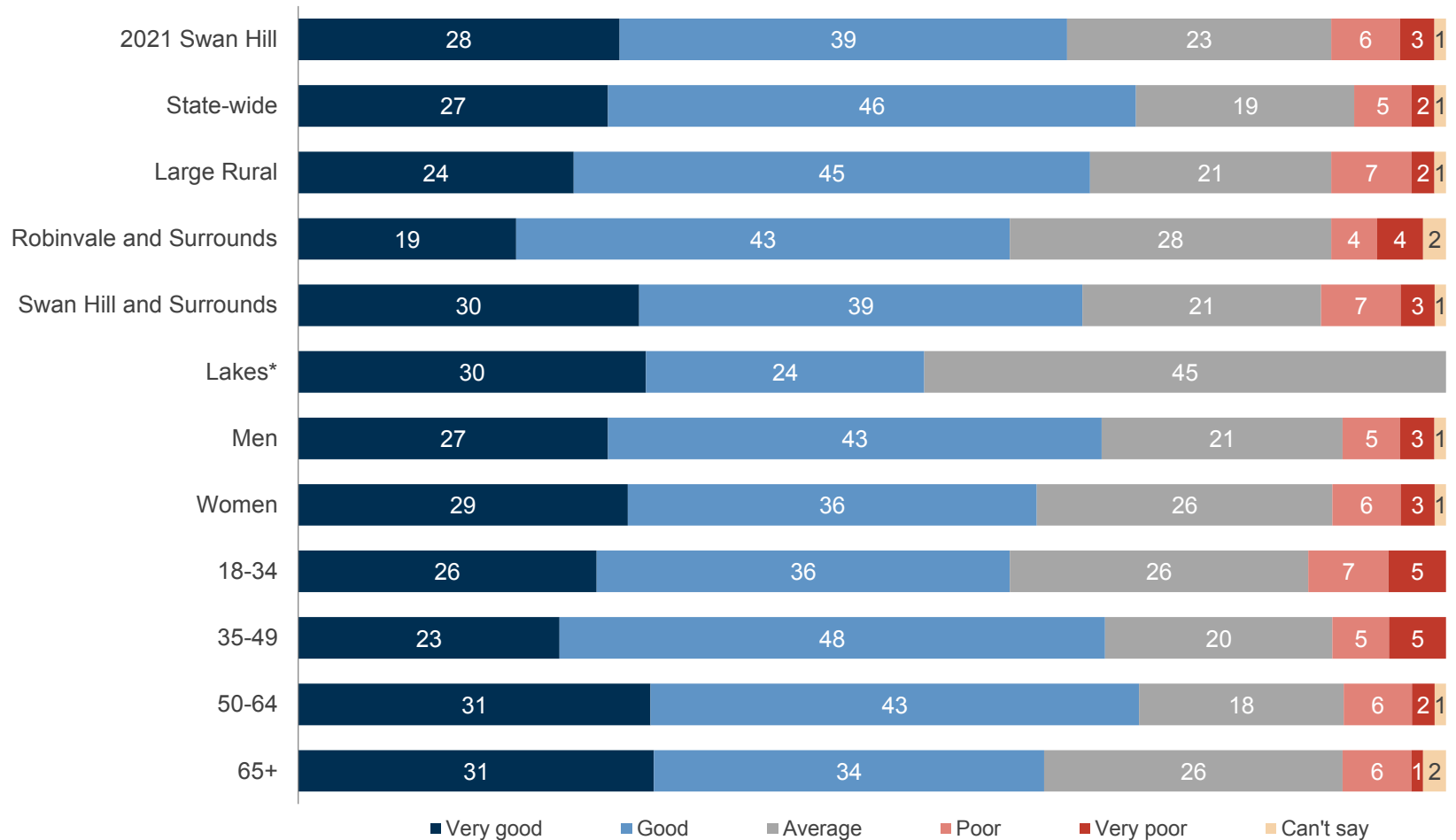
\*Caution: small sample size < n=30



# The appearance of public areas performance



2021 public areas performance (%)



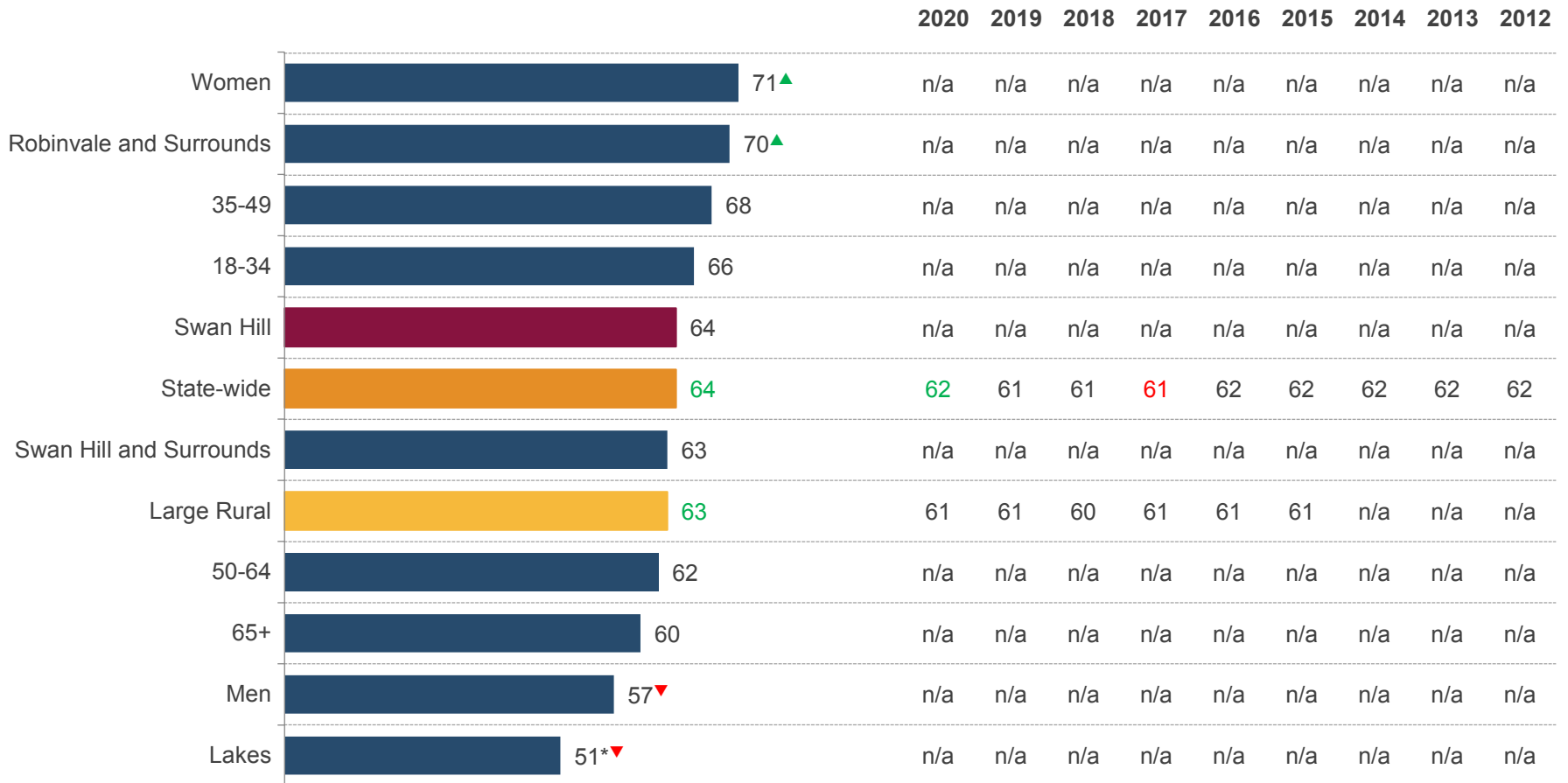
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 40 Councils asked group: 11  
 \*Caution: small sample size < n=30



# Community and cultural activities importance



2021 community and cultural activities importance (index scores)



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.

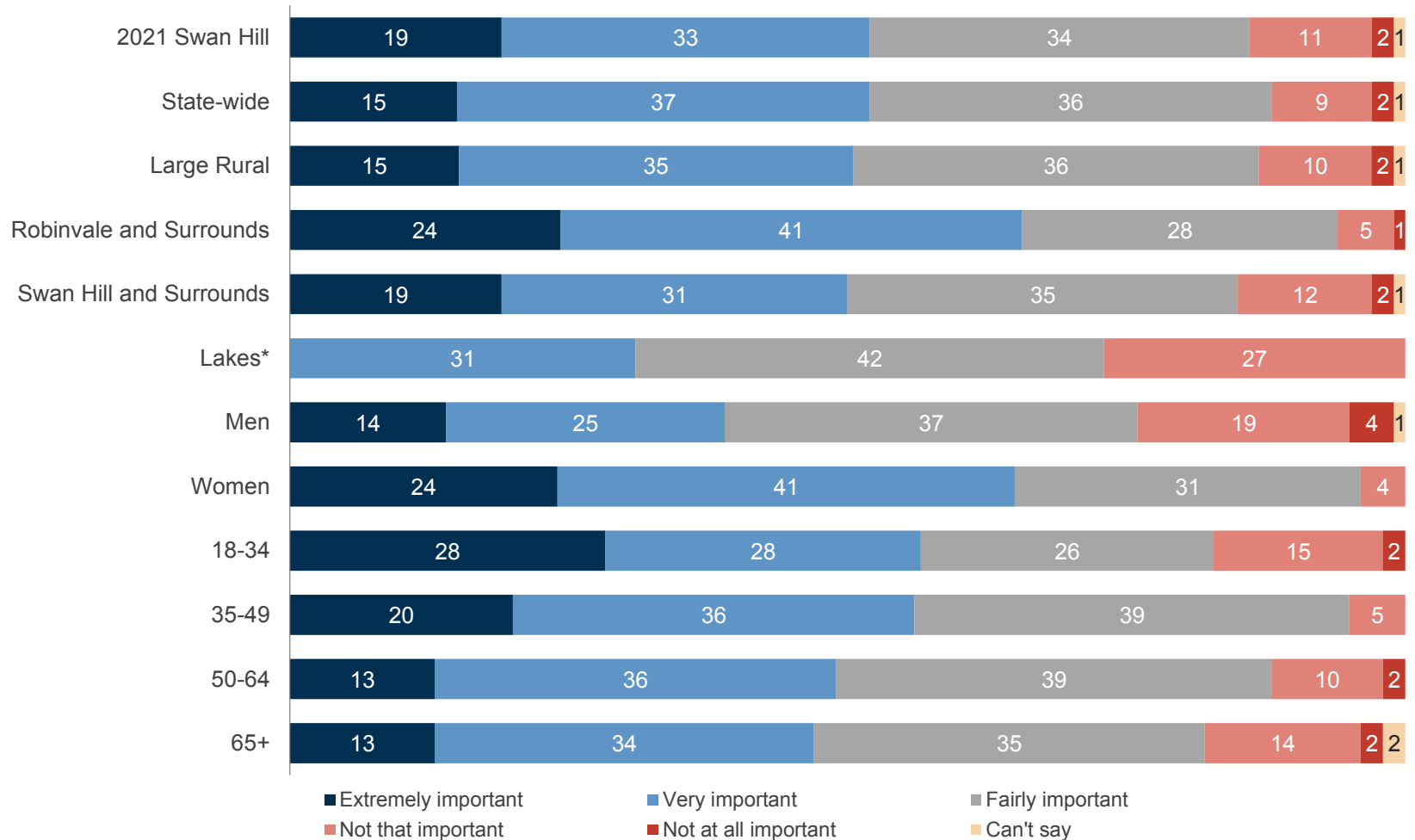
\*Caution: small sample size < n=30



# Community and cultural activities importance



2021 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



2021 community and cultural activities performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Lakes	76*▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	67▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a	67
State-wide	65	68	69	69	69	69	70	69	68
Large Rural	65	67	67	69	67	69	n/a	n/a	n/a
35-49	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a	66
50-64	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	66
65+	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	68
Swan Hill and Surrounds	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a	66
18-34	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a	64
Robinvale and Surrounds	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	59▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a	65

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

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

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

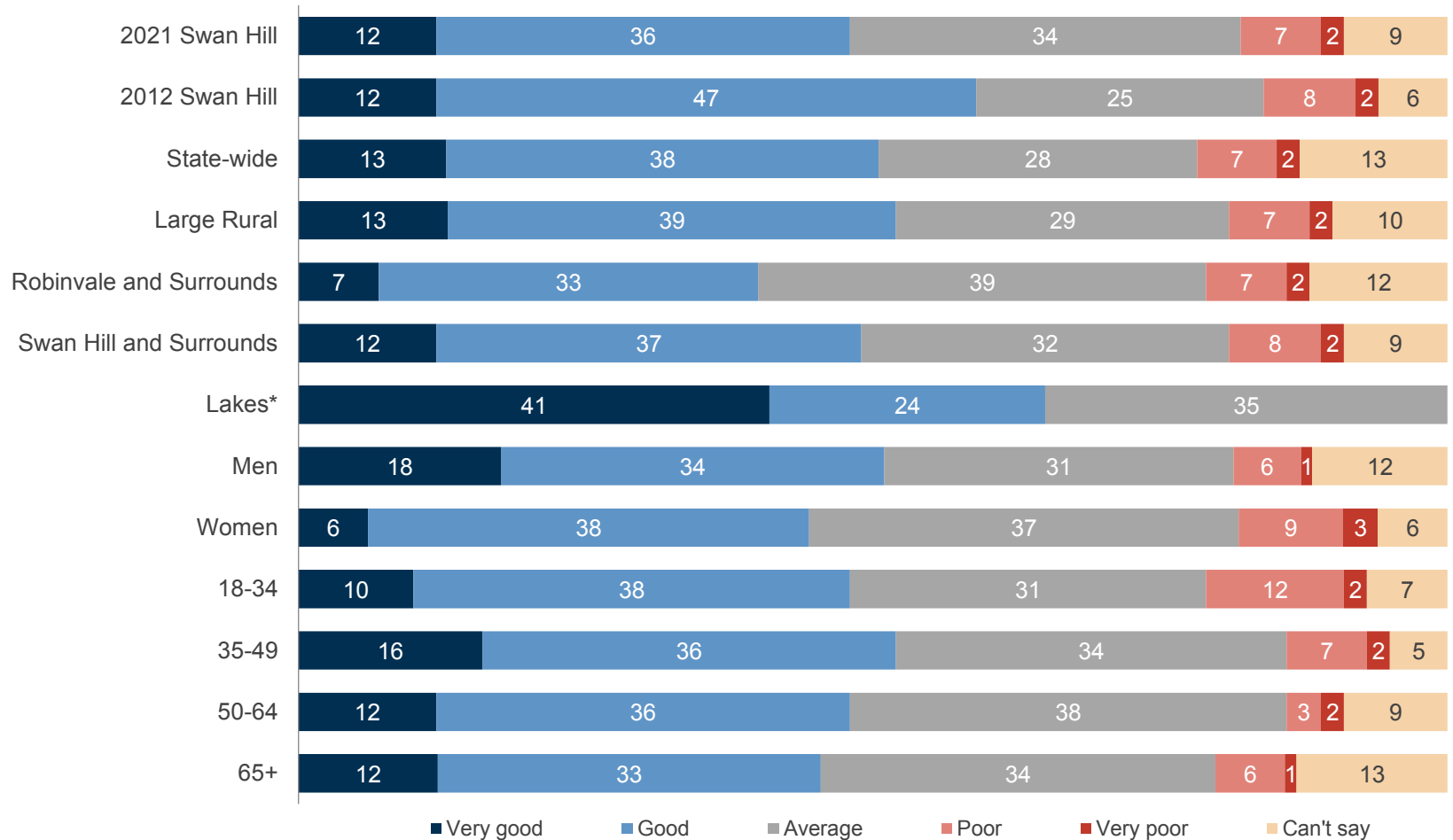
\*Caution: small sample size < n=30



# Community and cultural activities performance



2021 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: 28 Councils asked group: 8

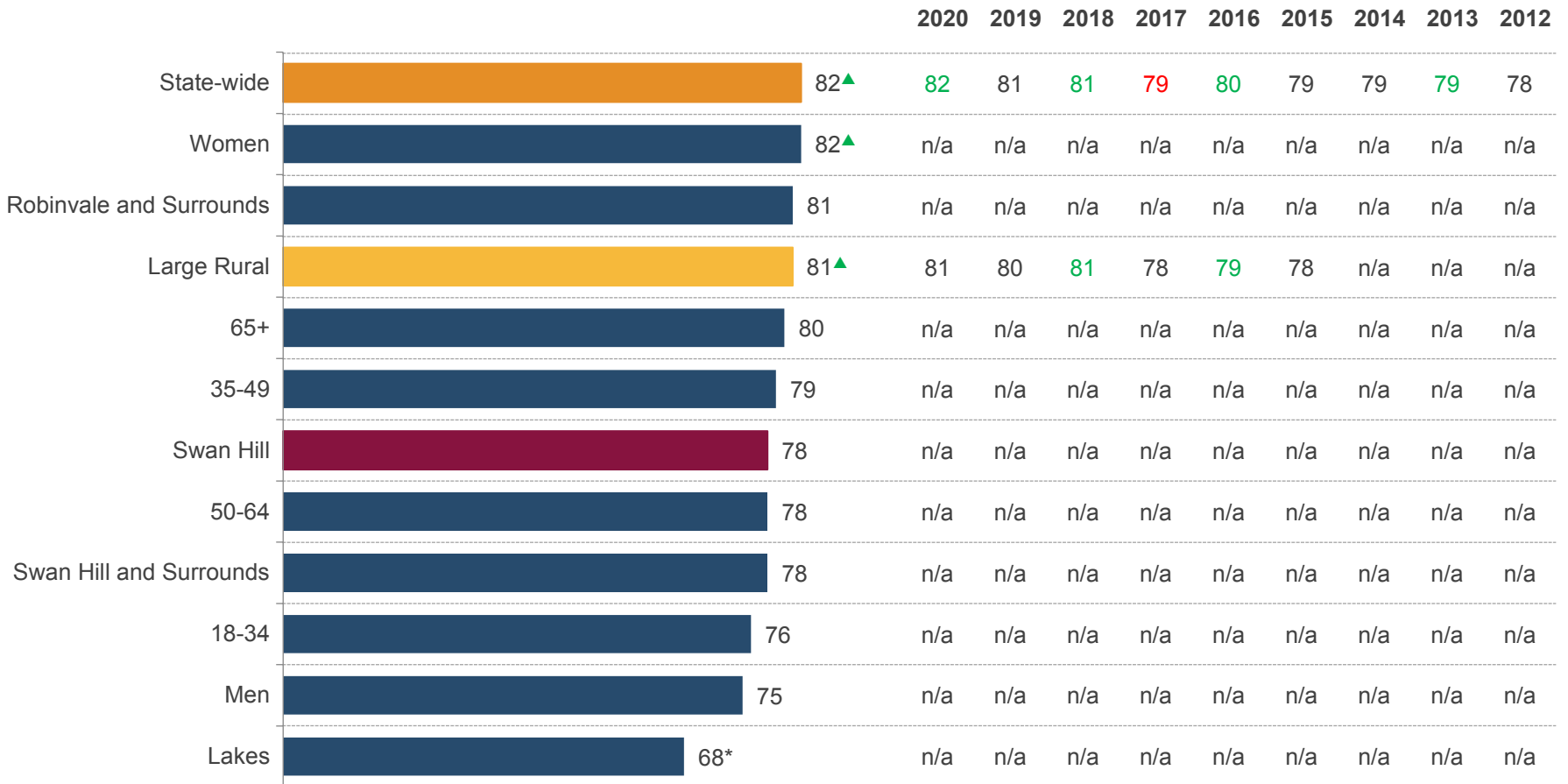
\*Caution: small sample size < n=30



# Waste management importance



2021 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: 32 Councils asked group: 8

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

\*Caution: small sample size < n=30

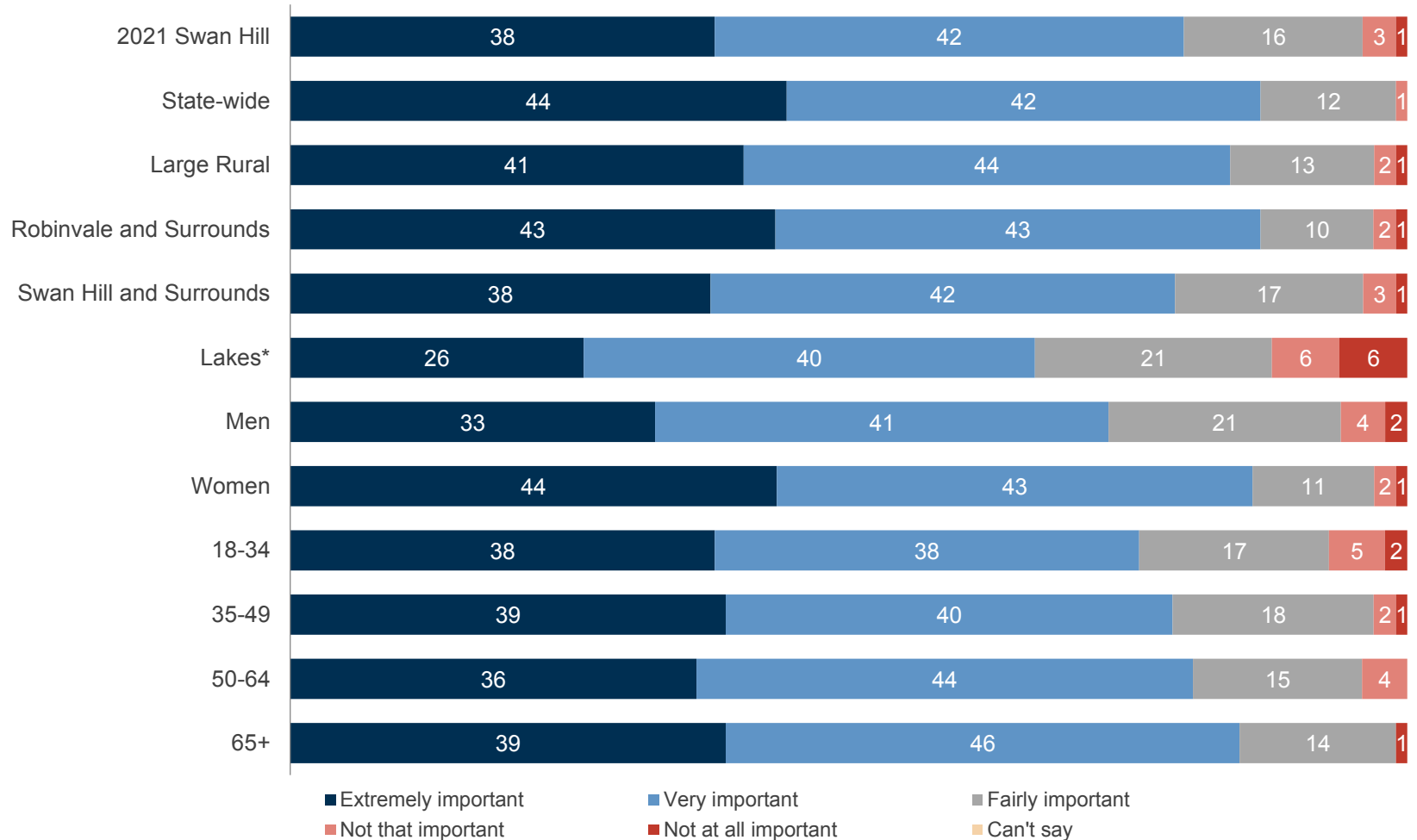




# Waste management importance



2021 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 8  
 \*Caution: small sample size < n=30



# Waste management performance



2021 waste management performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Men	74	n/a	n/a	69	72	73	74	68	n/a	74
65+	74	n/a	n/a	73	76	76	77	73	n/a	76
Swan Hill and Surrounds	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	72	n/a	n/a	67	69	72	72	67	n/a	71
Swan Hill	71	n/a	n/a	68	72	72	75	70	n/a	74
50-64	71	n/a	n/a	63	67	71	73	69	n/a	69
Lakes	70*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	69	65	68	70	71	70	72	73	71	72
18-34	69	n/a	n/a	69	71	68	77	70	n/a	79
Women	68	n/a	n/a	67	72	71	76	72	n/a	74
Robinvale and Surrounds	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	66▼	62	64	67	68	66	68	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

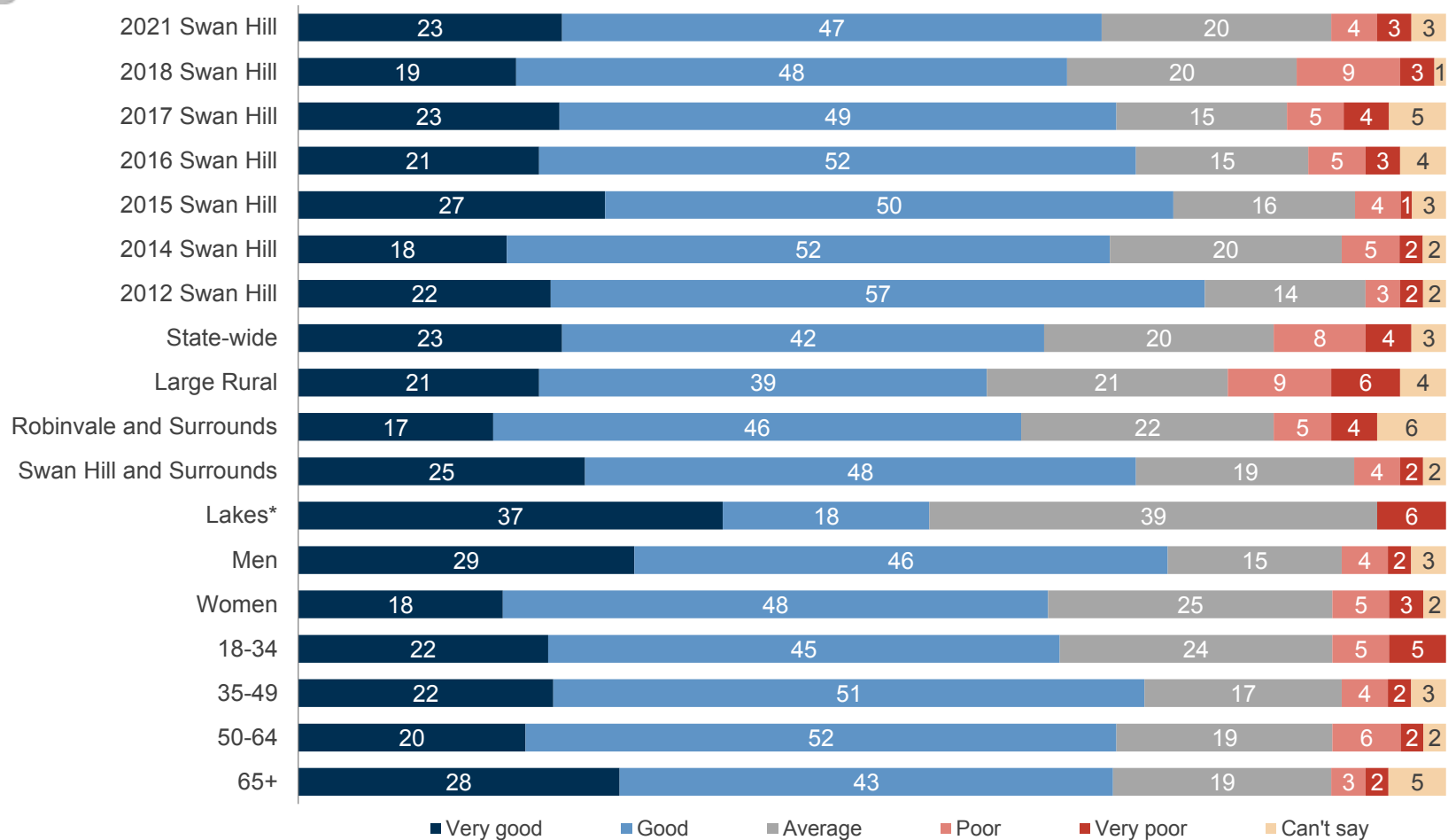
\*Caution: small sample size < n=30



# Waste management performance



2021 waste management performance (%)

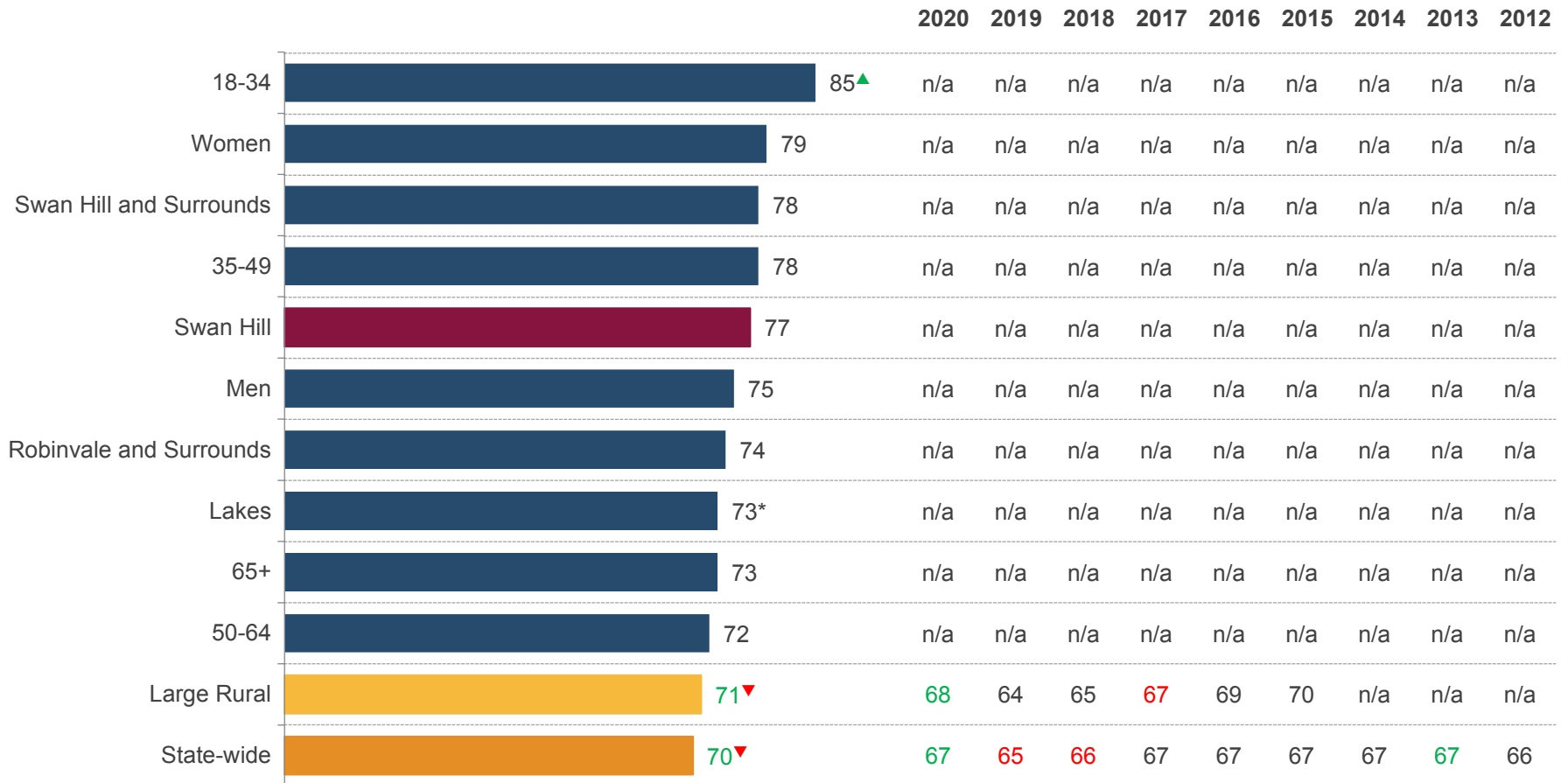


Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19  
 \*Caution: small sample size < n=30

# Business and community development and tourism importance



2021 business/development/tourism importance (index scores)



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

Base: All respondents. Councils asked state-wide: 22 Councils asked group: 6

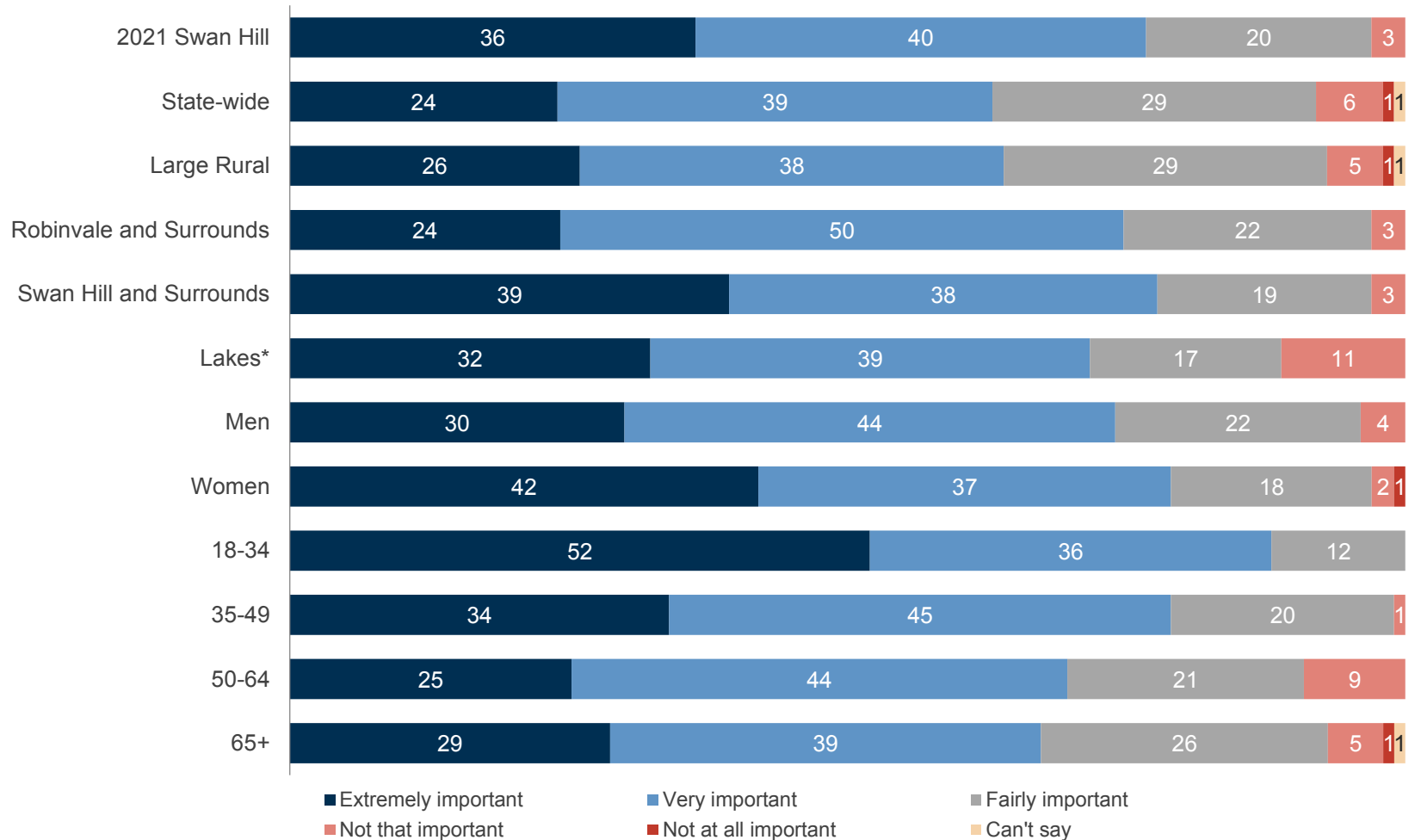
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# Business and community development and tourism importance



2021 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: 22 Councils asked group: 6

\*Caution: small sample size < n=30

# Business and community development and tourism performance



## 2021 business/development/tourism performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	59	61	60	61	60	61	62	62	62
Large Rural	61	62	61	60	59	59	n/a	n/a	n/a
65+	n/a	n/a	66	63	65	64	55	n/a	57
Swan Hill and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	60	58	60	54	47	n/a	50
Swan Hill	n/a	n/a	60	59	62	55	48	n/a	50
Women	n/a	n/a	60	59	64	55	49	n/a	50
35-49	n/a	n/a	57	54	62	56	43	n/a	47
Lakes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	56	54	59	50	45	n/a	45
Robinvale and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	61	60	62	51	47	n/a	51

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

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

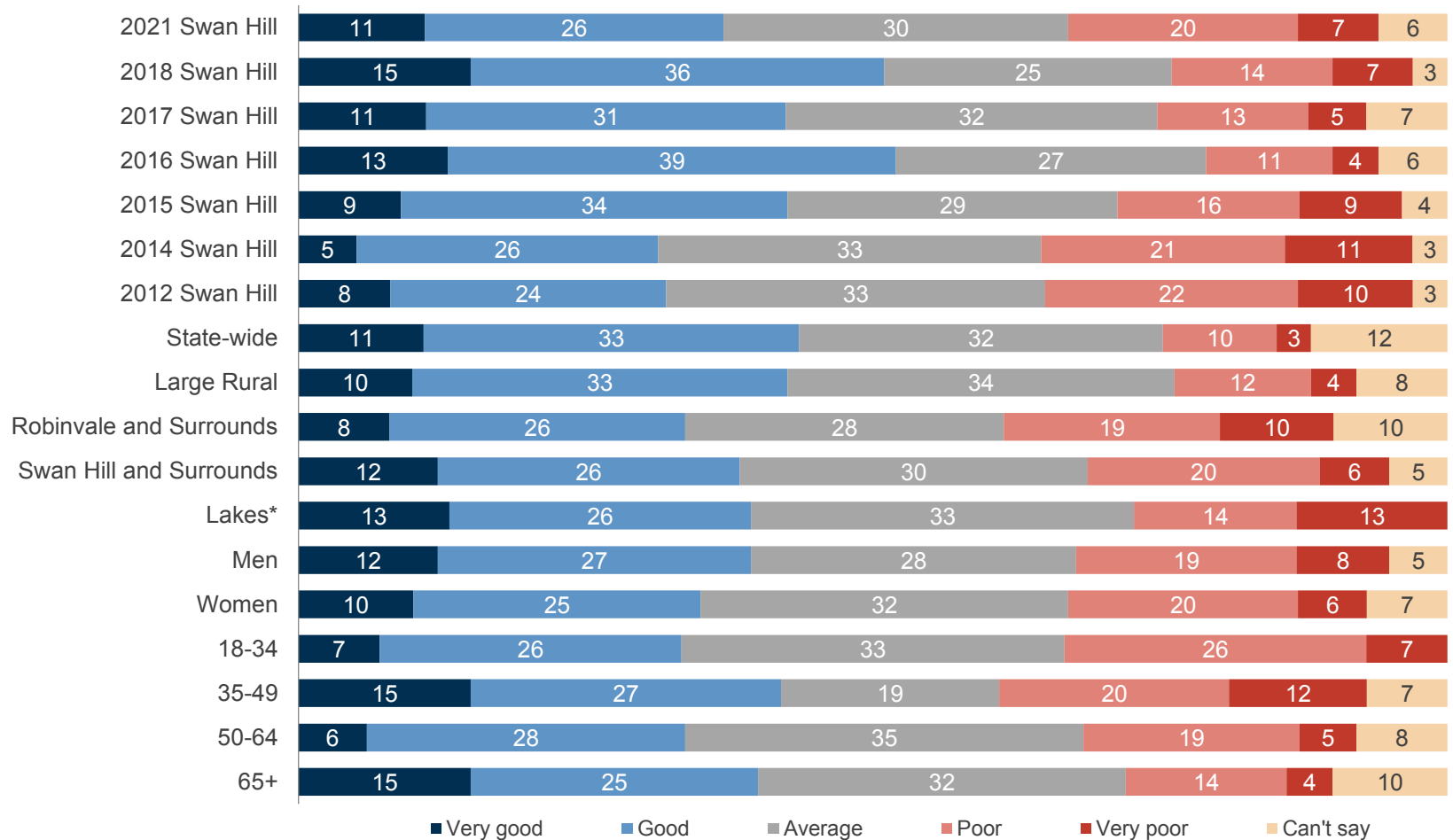
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# Business and community development and tourism performance



2021 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: 28 Councils asked group: 8

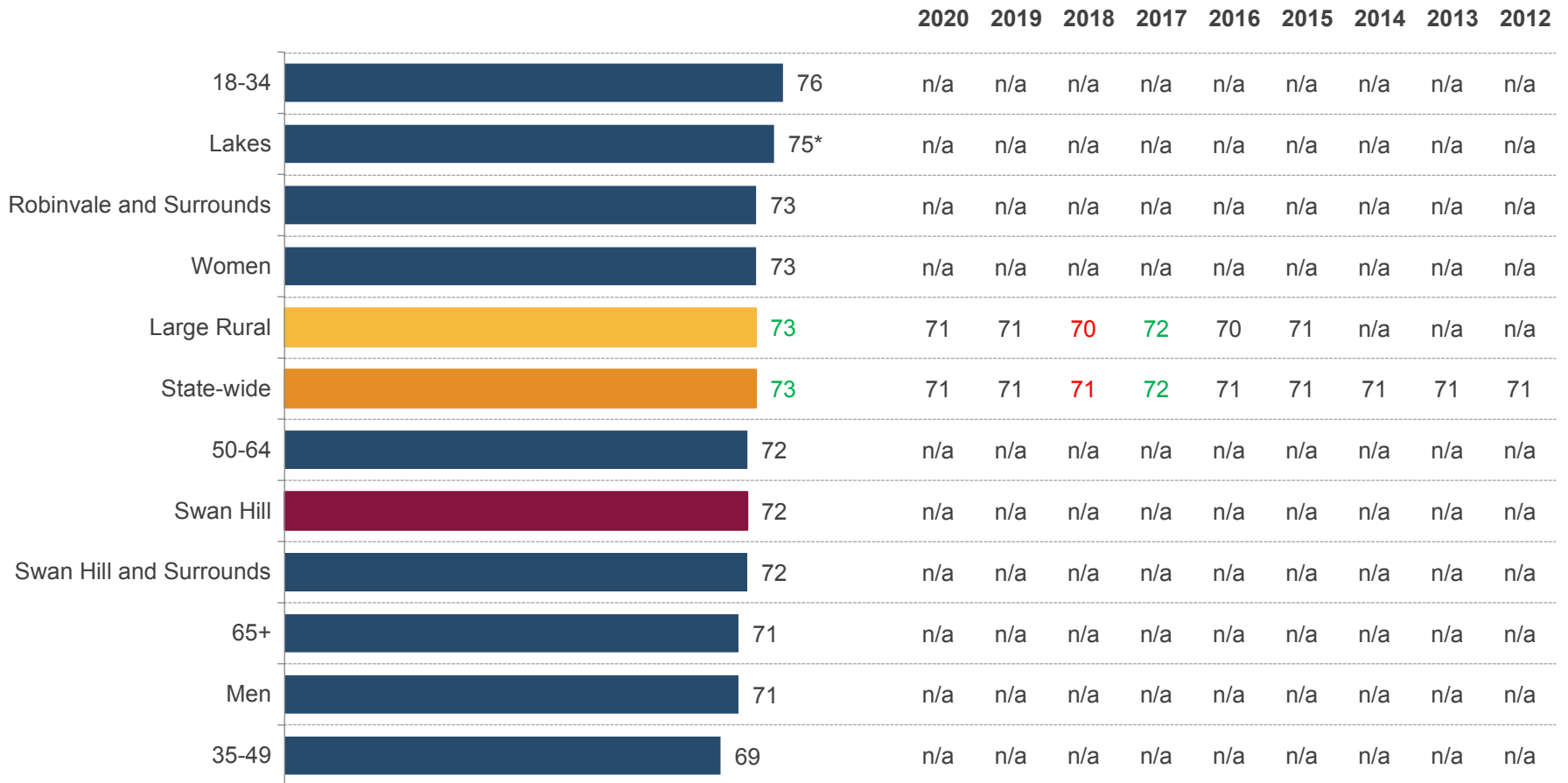
\*Caution: small sample size < n=30



# Planning and building permits importance



2021 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: 23 Councils asked group: 6

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

\*Caution: small sample size < n=30

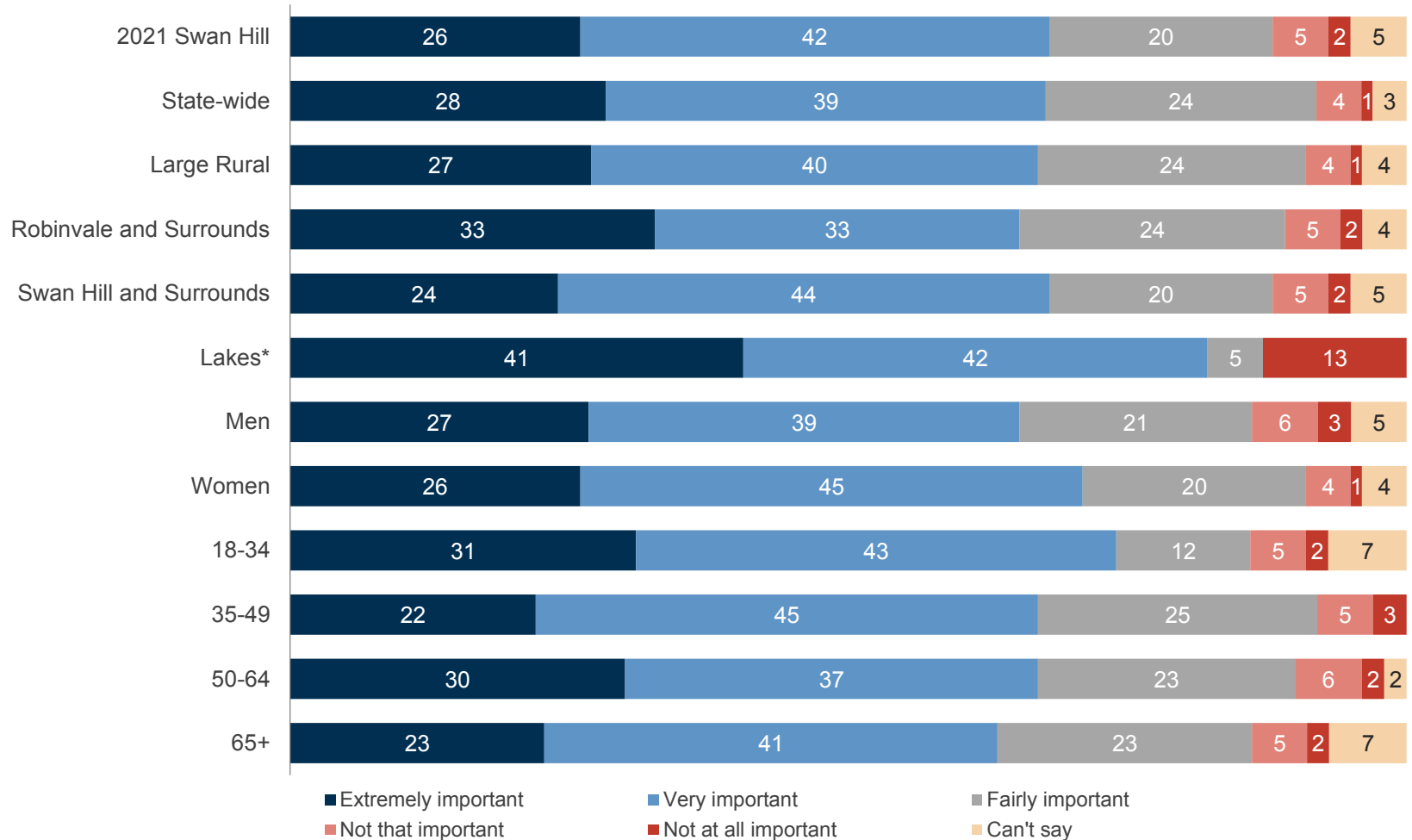




# Planning and building permits importance



2021 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: 23 Councils asked group: 6  
 \*Caution: small sample size < n=30



# Planning and building permits performance



2021 planning and building permits performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	51▲	52	52	51	50	54	53	55	54
Swan Hill and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	49	49	49	48	50	54	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	41▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	37*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 9

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

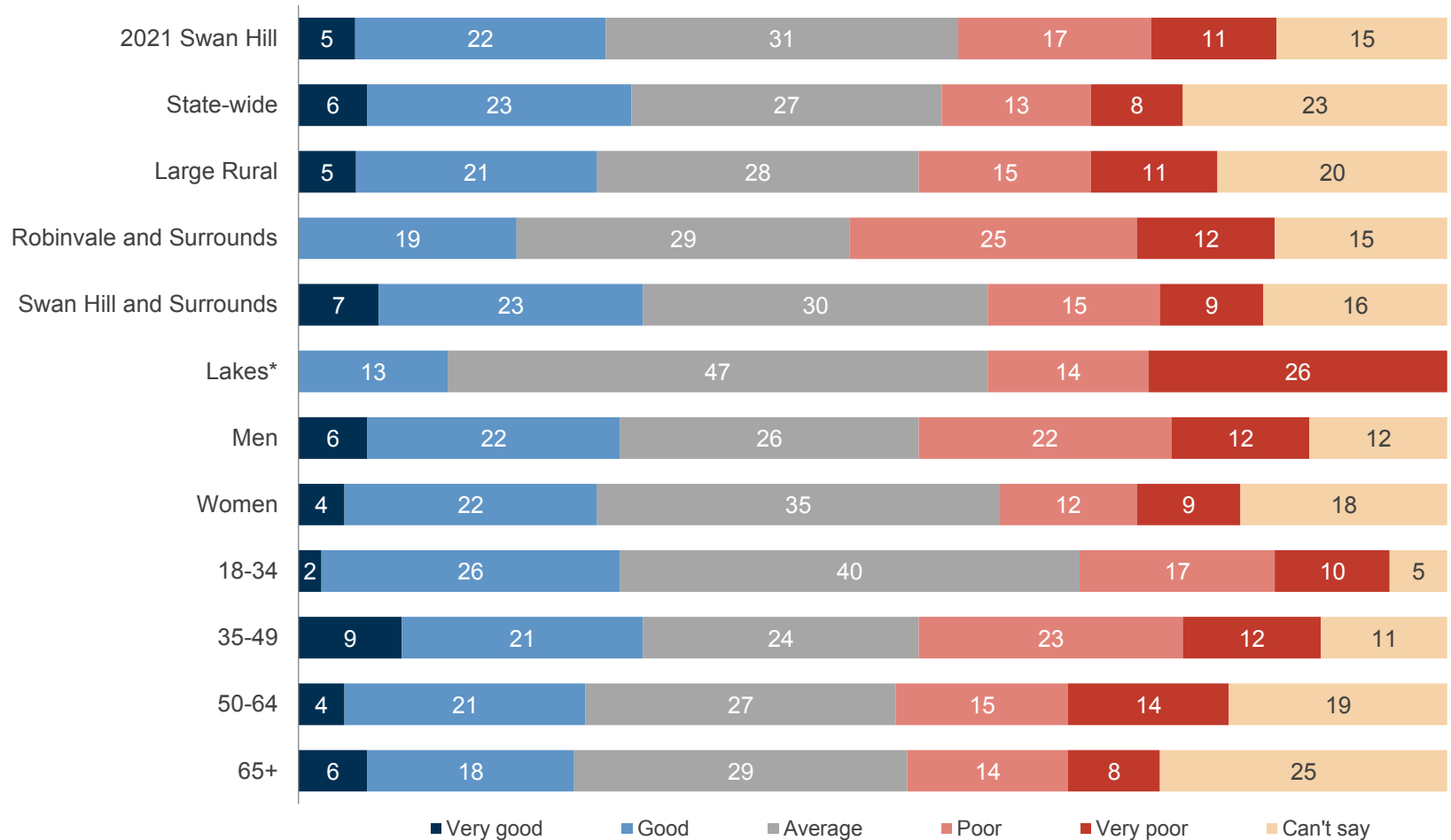
\*Caution: small sample size < n=30



# Planning and building permits performance



2021 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: 29 Councils asked group: 9

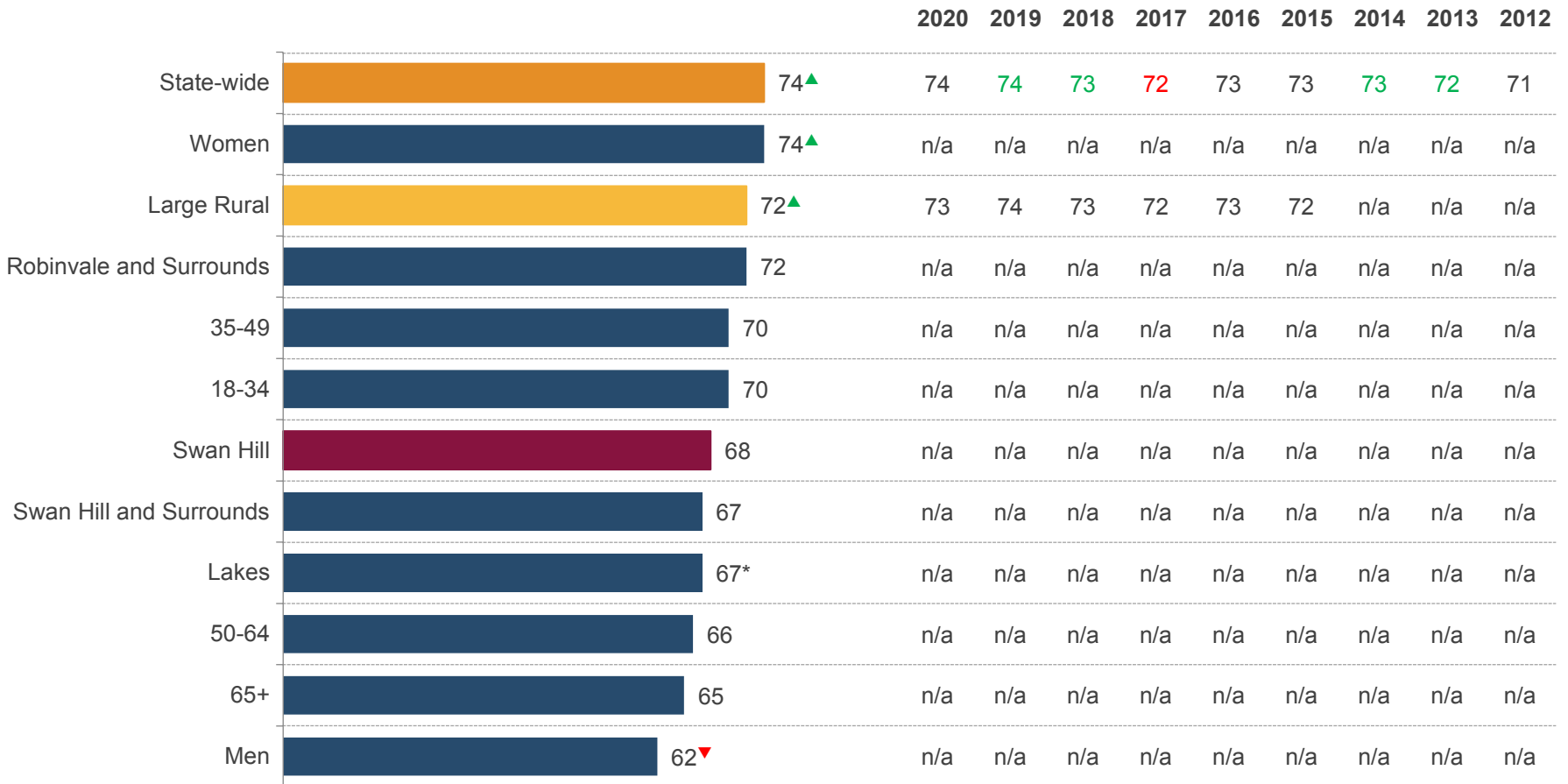
\*Caution: small sample size < n=30



# Environmental sustainability importance



2021 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: 26 Councils asked group: 7

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

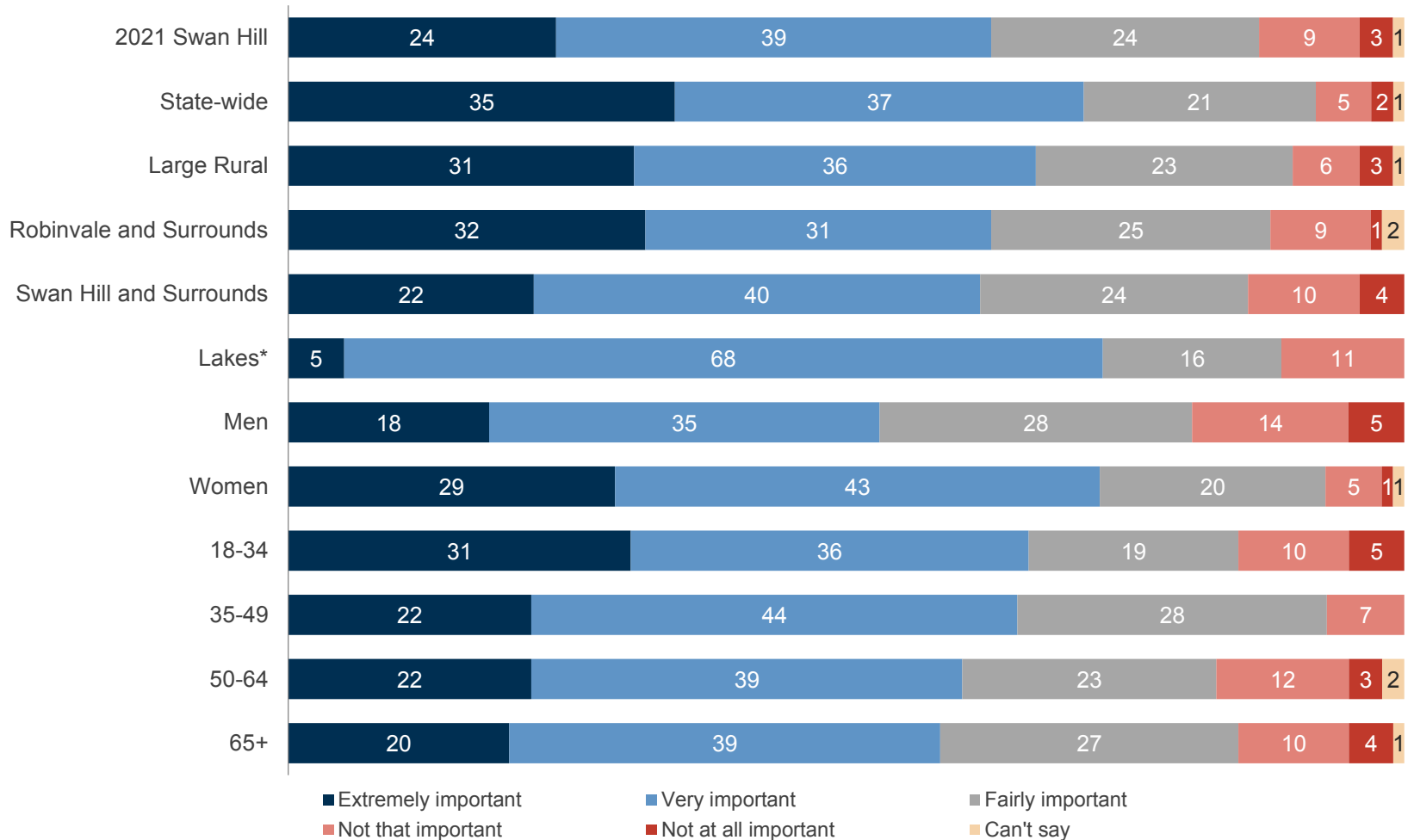
\*Caution: small sample size < n=30



# Environmental sustainability importance



2021 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?  
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 7  
 \*Caution: small sample size < n=30



# Environmental sustainability performance



2021 environmental sustainability performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lakes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	60	62	63	64	63	64	64	64	64
Large Rural	60	61	61	62	62	64	n/a	n/a	n/a
Swan Hill and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Swan Hill	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Robinvale and Surrounds	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	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: 34 Councils asked group: 10

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

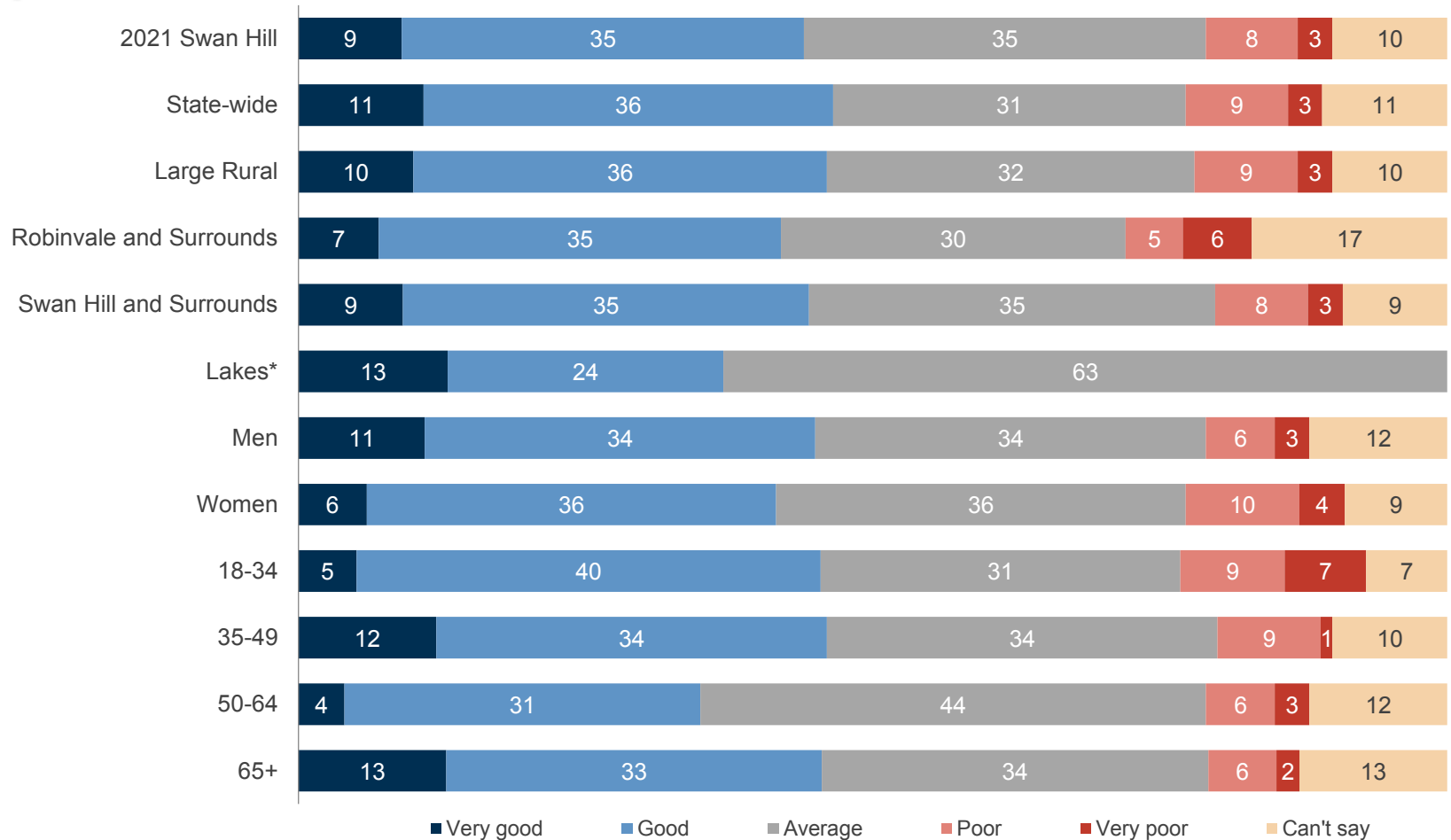
\*Caution: small sample size < n=30



# Environmental sustainability performance



2021 environmental sustainability performance (%)



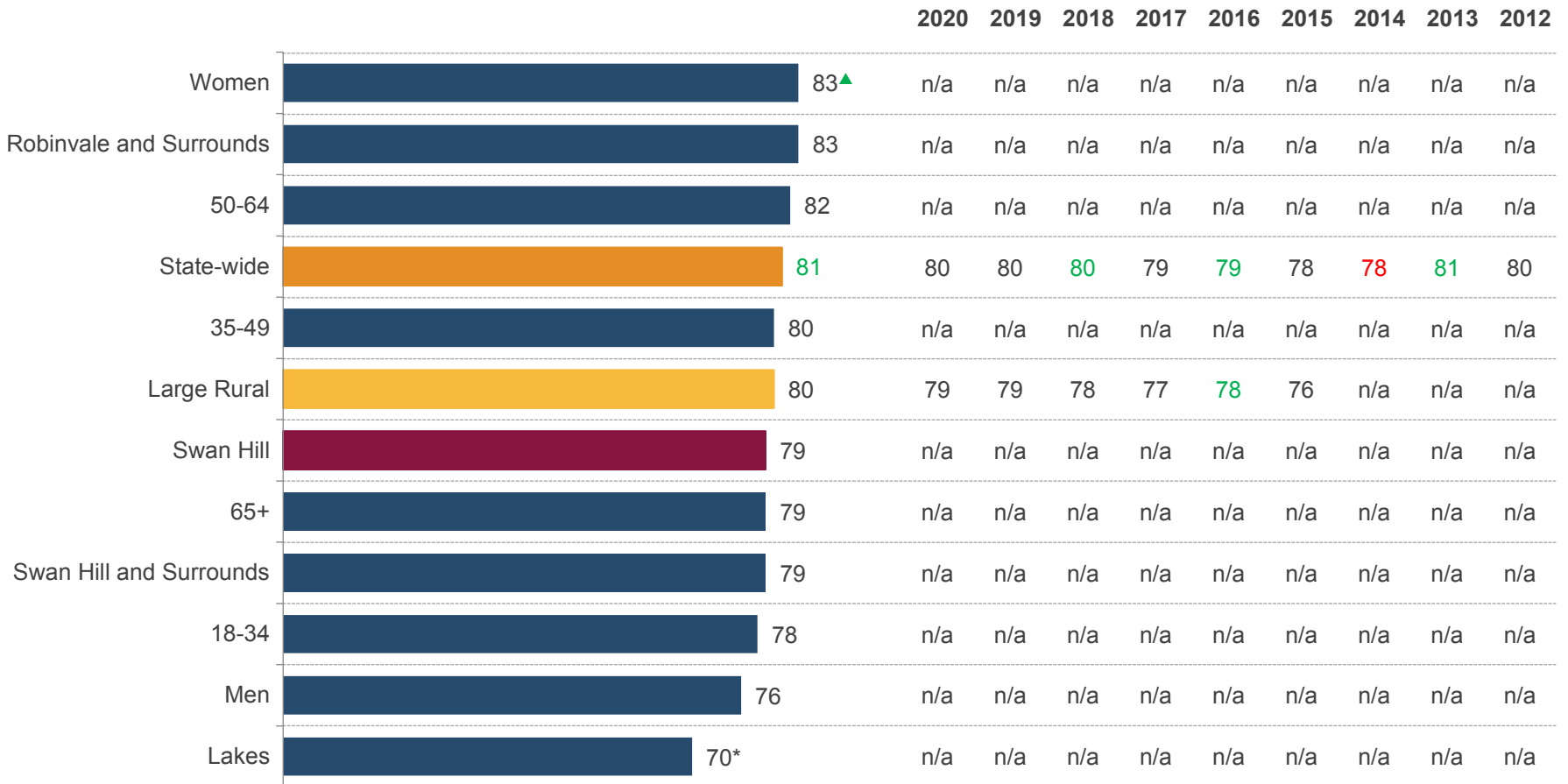
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 10  
 \*Caution: small sample size < n=30



# Maintenance of unsealed roads in your area importance



2021 unsealed roads importance (index scores)



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: 16 Councils asked group: 6

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

\*Caution: small sample size < n=30

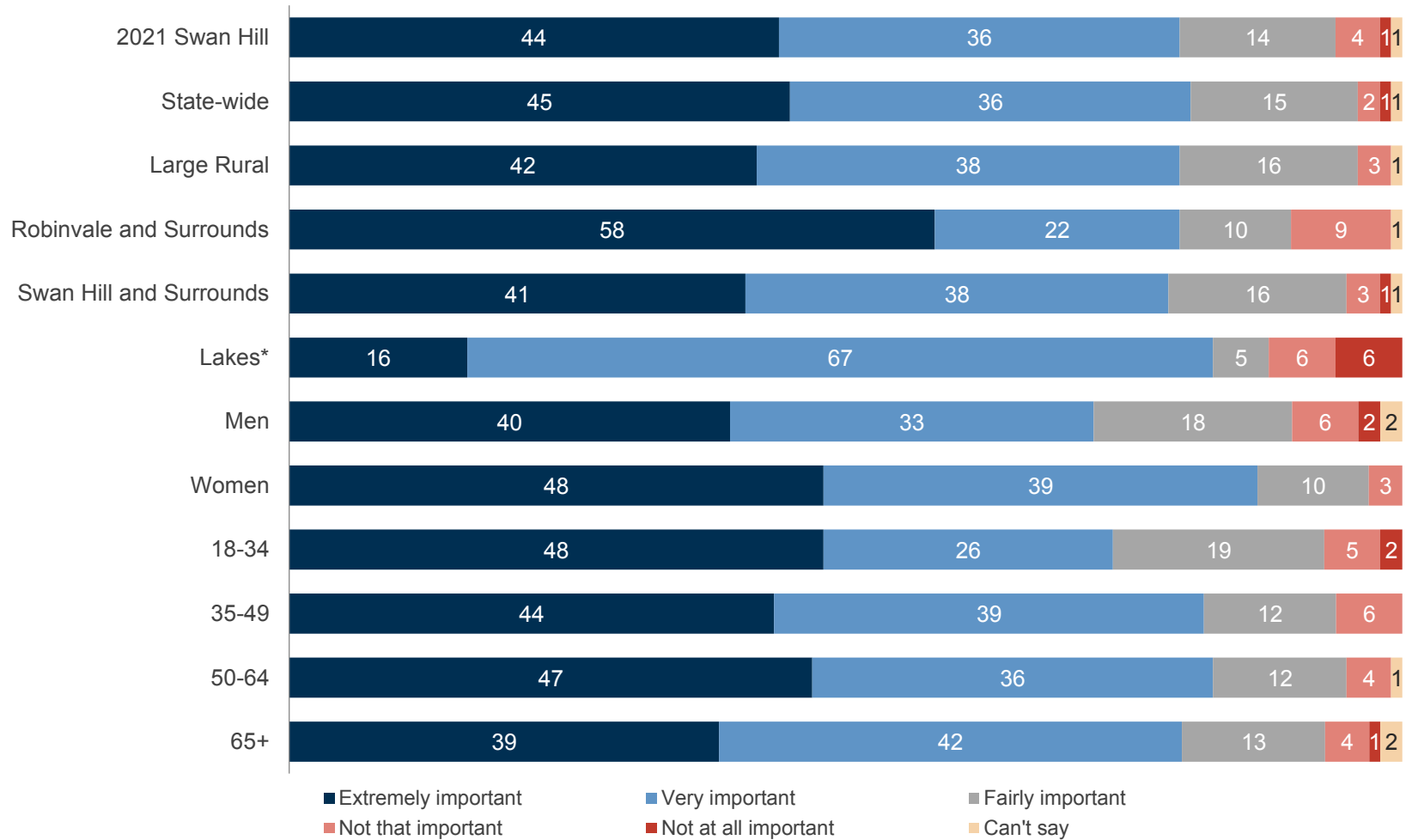




# Maintenance of unsealed roads in your area importance



2021 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: 16 Councils asked group: 6

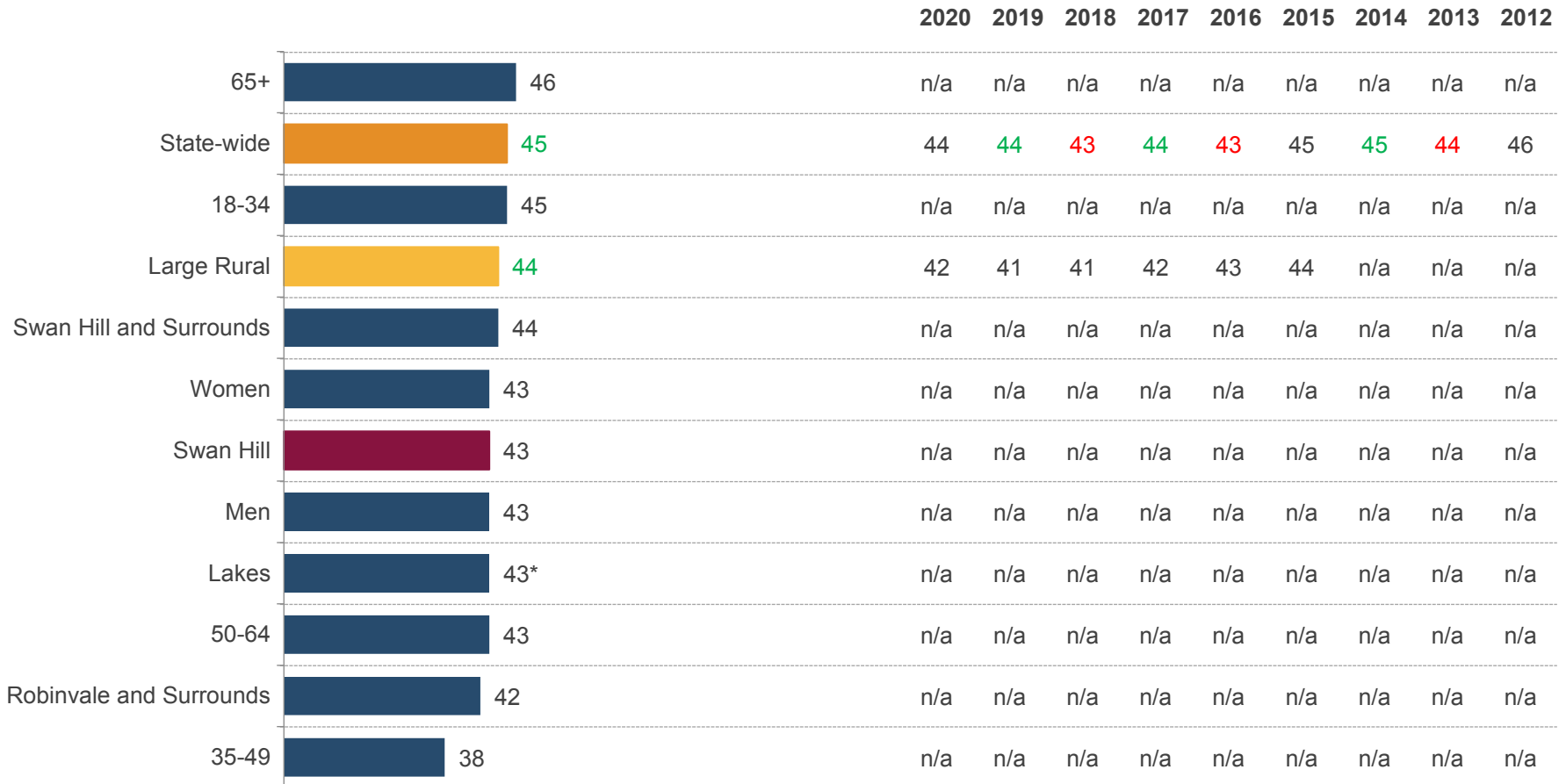
\*Caution: small sample size < n=30



# Maintenance of unsealed roads in your area performance



## 2021 unsealed roads performance (index scores)



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: 24 Councils asked group: 10

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

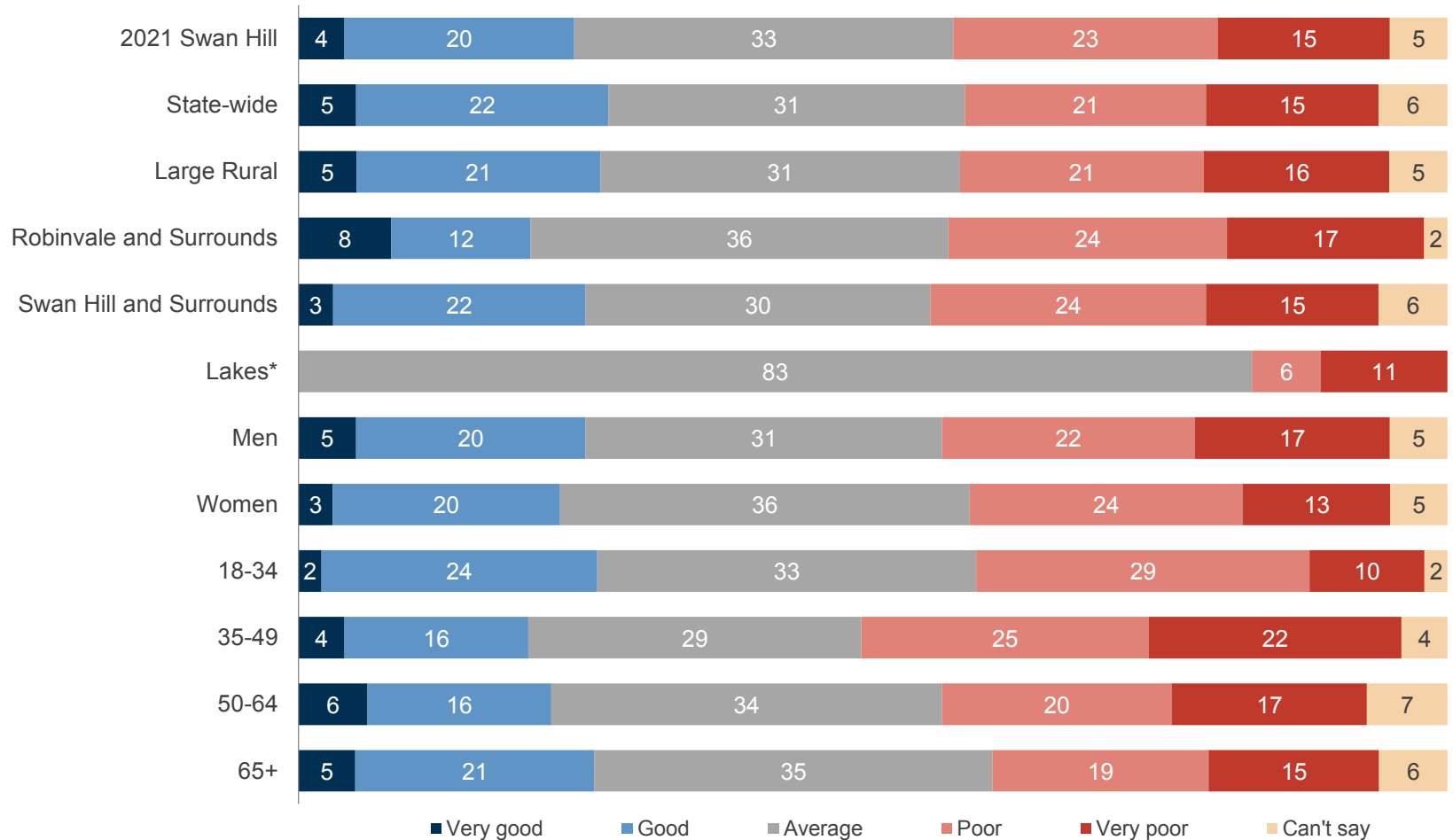
\*Caution: small sample size < n=30



# Maintenance of unsealed roads in your area performance



2021 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: 24 Councils asked group: 10  
 \*Caution: small sample size < n=30



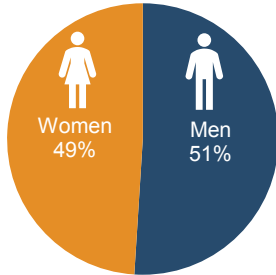
# **Detailed demographics**



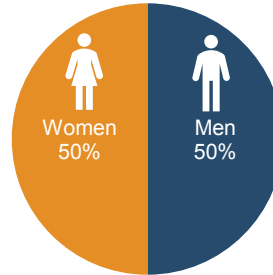
# Gender and age profile

## 2021 gender

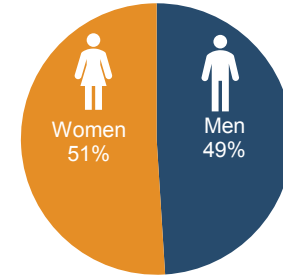
Swan Hill



Large Rural

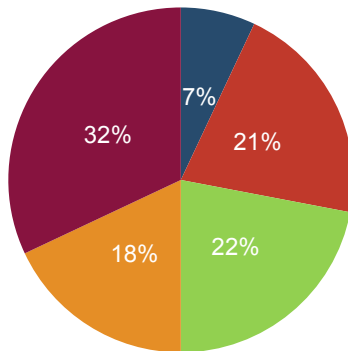


State-wide

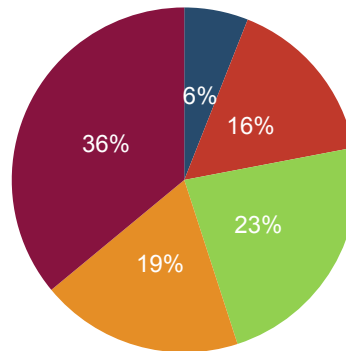


## 2021 age

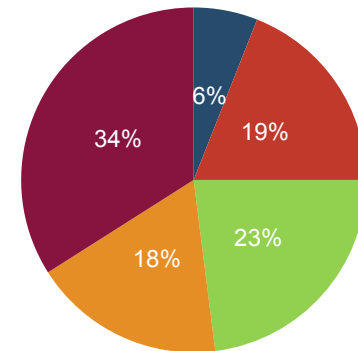
Swan Hill



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: 19  
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



# **Appendix A: 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 2021 State-wide Local Government Community Satisfaction Survey for Swan Hill Rural City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 15,900 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	175	204	+/-7.4
Women	225	196	+/-6.5
Robinvale and Surrounds	72	75	+/-11.6
Swan Hill and Surrounds	316	313	+/-5.5
Lakes	12	13	+/-29.5
18-34 years	42	111	+/-15.3
35-49 years	69	88	+/-11.9
50-64 years	105	73	+/-9.6
65+ years	184	127	+/-7.2





## 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:

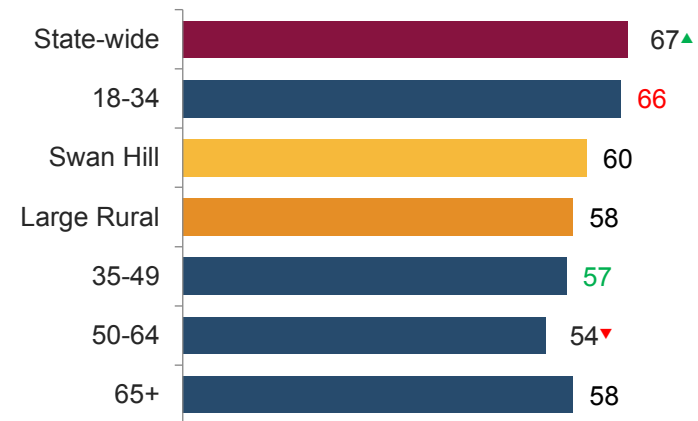
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

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 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 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.

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Within the negative space of the 'W', there are faint, light blue background graphics including a line graph with a grid and a bar chart with several bars of varying heights.

# **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 2021 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:

**[admin@jwsresearch.com](mailto:admin@jwsresearch.com)**



## Appendix B: Survey methodology and sampling

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The 2021 results are compared with previous years, as detailed below:

- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=401 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> 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 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 19<sup>th</sup> February – 21<sup>st</sup> March, 2021.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 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 2012-2021 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, 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 2021 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

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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 2012-2021 have been made throughout this report as appropriate.



## Appendix B: Core, optional and tailored questions

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### 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 2021 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 2021 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

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### Reporting

Every council that participated in the 2021 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

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

**CSS:** 2021 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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