

# COMMUNITY SATISFACTION SURVEY SOUTH GIPPSLAND SHIRE COUNCIL 2013

- RESEARCH REPORT -

**Coordinated by the  
Department of Planning and Community Development  
on behalf of Victorian councils**



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# Background & Objectives

- Welcome to the report of results and recommendations for the 2013 Community Satisfaction Survey for South Gippsland Shire Council.
- Each year the Department of Community Planning and Development (DCPD) coordinates and auspices this Community Satisfaction Survey throughout Victorian Local Government areas. This coordinated approach allows for far more cost effective surveying than would be possible if Councils commissioned surveys individually.
- Participation in the Community Satisfaction Survey is optional and participating Councils have a range of choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.
- The main objectives of the survey are to assess the performance of South Gippsland Shire Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides Councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to the DCPD.

# Background & Objectives (Cont'd)

- Please note that as a result of feedback from extensive consultations with Councils, in 2012 there were necessary and significant changes to the methodology and content of the survey, including:
  - 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 South Gippsland Shire 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 Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes.
- **Comparisons between 2013 and 2012 results have been made throughout this report as appropriate.**

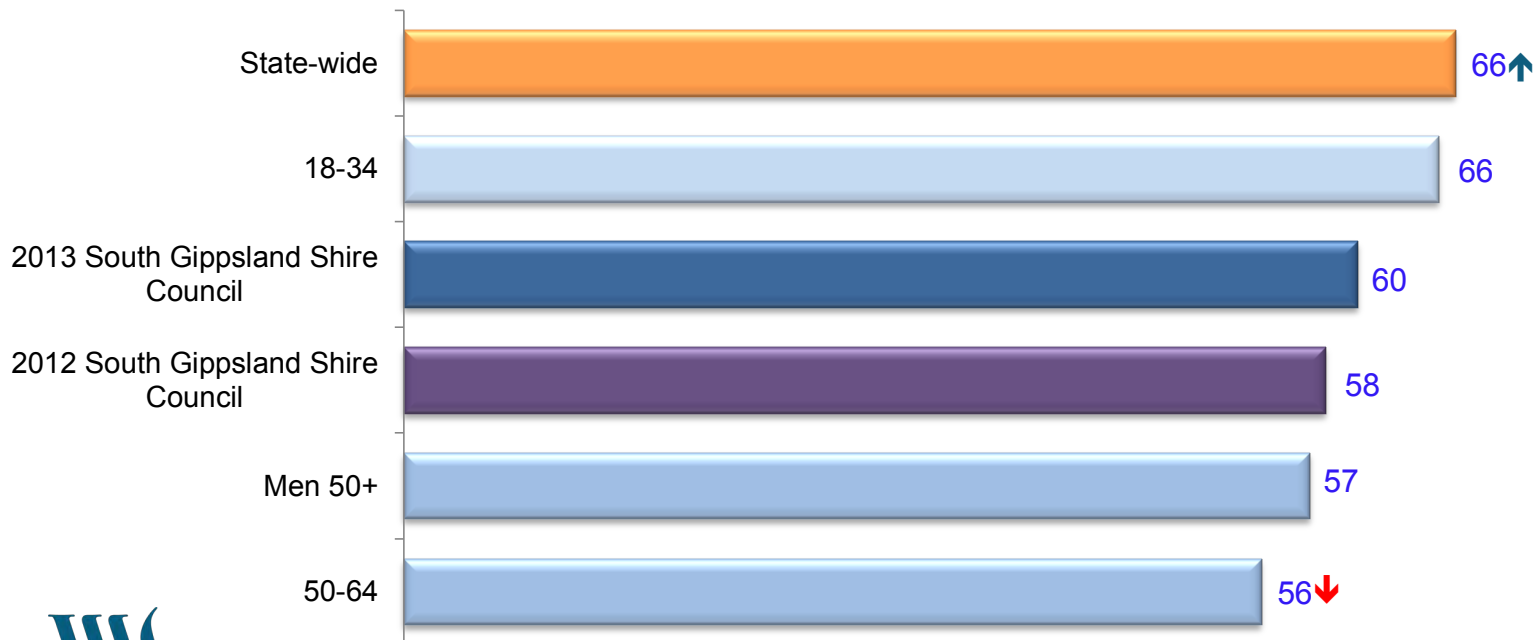
# Survey Methodology & Sampling

- This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in the South Gippsland Shire Council.
- Survey sample matched to the South Gippsland Shire Council was purchased from an accredited supplier of publicly available phone records, including up to 10% mobile phone numbers to cater to the diversity of residents in the Council, particularly younger people.
- A total of n=400 completed interviews were achieved in South Gippsland Shire Council. Survey fieldwork was conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March 2013.
- The 2012 results against which 2013 results are compared involved a total of n=400 completed interviews in the South Gippsland Shire Council conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June 2012.
- 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 South Gippsland Shire Council area.
- Any variation of +/-1% between individual results and NET scores in this report or the detailed survey tabulations is due to rounding.
- “NET” scores refer to two or more response categories being combined into one category for simplicity of reporting.

# Survey Methodology & Sampling (Cont'd)

- Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 2013 'Total' result for the Council for that survey question. Therefore in the following example:
  - The State-wide result is significantly higher than the overall result for the Council.
  - The result amongst 50-64 year olds in the Council is significantly lower than for the overall result for the Council.

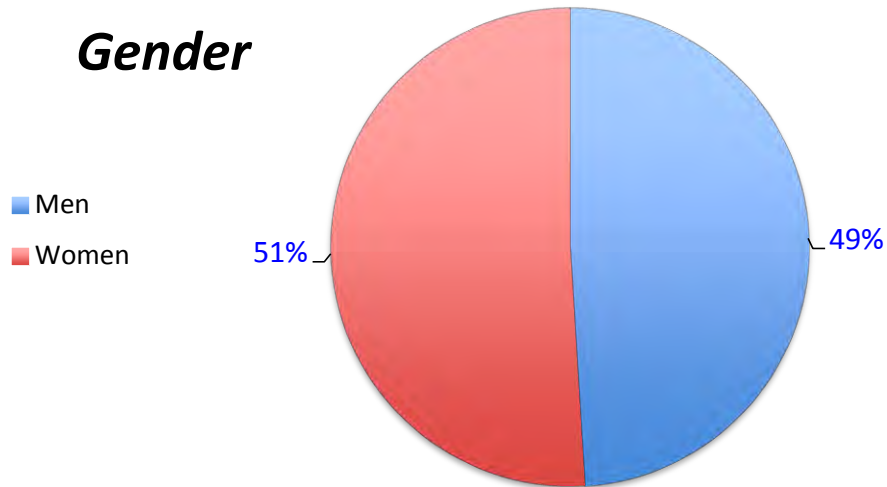
## **Overall Performance – Index Score (example extract only)**



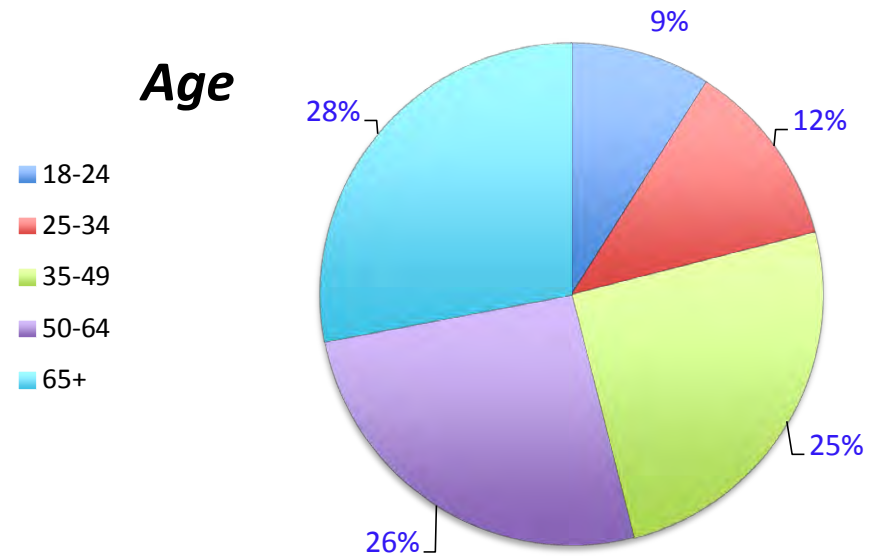
Note: For details on the calculations used to determine statistically significant differences, please refer to Appendix B.

# Weighted Demographics

## Gender



## Age



# Margins of Error

- The sample size for the 2013 Community Satisfaction Survey for South Gippsland Shire 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 +/-4.9 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 45.1% - 54.9%.
- Maximum margins of error are listed in the table below, based on a population of 21,000 people aged 18 years or over for South Gippsland Shire Council, according to ABS estimates.

## Survey sub-samples and margins of error

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
South Gippsland Shire Council	400	400	+/-4.9
Strezlecki	154	157	+/-7.9
Coastal Promontory	92	84	+/-10.3
Tarwin Valley	154	159	+/-7.9
Men	196	197	+/-7.0
Women	204	203	+/-6.8
18-34 years	43	85	+/-15.1
35-49 years	66	98	+/-12.1
50-64 years	142	106	+/-8.2
65+ years	149	111	+/-8.0
Men 18-49 years	51	92	+/-13.8
Men 50+ years	145	105	+/-8.1
Women 18-49 years	58	91	+/-13.0
Women 50+ years	146	112	+/-8.1



# Analysis & Reporting

## Council Groups

- Wherever appropriate, results for the South Gippsland Shire Council for this 2013 Community Satisfaction Survey have been compared against other Councils in the Large Rural Shires group and on a State-wide basis. South Gippsland Shire Council is self-classified as a Large Rural Shires Council according to the following classification list:
  - Inner metropolitan councils
  - Outer metropolitan councils
  - Rural cities and regional centres
  - Large rural shires
  - Small rural shires
- The Councils in the Large Rural Shires group are: Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, East Gippsland, Glenelg, Macedon Ranges, Mitchell, Moira, Moorabool, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington. All participating Councils are listed in the State-wide report published on the DPCD website. In 2013, 71 of the 79 Councils throughout Victoria participated in this survey.
- Please note that the Councils that participated in 2012 vary slightly to those participating in 2013.

# Analysis & Reporting (Cont'd)

## 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 benchmark survey) and against the State-wide result and the Council group, an 'Index Score' has been calculated for such measures.
- The 'Index Score' is calculated and represented as a score out of 100 (on a 0 to 100 scale), with "Can't say" responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

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

- 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:
  - 'Improved' = 100
  - 'Stayed about the same' = 50
  - 'Deteriorated' = 0

# Analysis & Reporting (Cont'd)

## 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 2013 Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils. These Core questions comprised:
  - Overall performance last 12 months (Overall performance)
  - Lobbying on behalf of community (Advocacy)
  - Community consultation and engagement (Consultation)
  - Contact in last 12 months (Contact)
  - Rating of contact (Customer service)
  - Overall council direction last 12 months (Council direction)
- Reporting of results for these Core questions can always be compared against other Councils in the Council group and against all participating Councils State-wide. Alternatively, some questions in the 2013 Community Satisfaction Survey were optional. If comparisons for South Gippsland Shire Council for some questions cannot be made against all other Councils in the Large Rural Shires group and/or all Councils on a State-wide basis, this is noted for those results by a footnote of the number of Councils the comparison is made against.
- Councils also had the ability to ask tailored questions specific only to their Council.

# Analysis & Reporting (Cont'd)

## Reporting

- Every Council that participated in the 2013 Community Satisfaction Survey receives a customized report. In addition, the DPCD is supplied with a State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all Council areas surveyed.
- Tailored questions commissioned by individual Councils are reported only to the commissioning Council and not otherwise shared with the DPCD or others unless by express written approval of the commissioning Council.
- The State-wide Research Results Summary Report is available on the Department's website at [www.localgovernment.vic.gov.au](http://www.localgovernment.vic.gov.au).

## Contacts

- For further queries about the conduct and reporting of this Community Satisfaction Survey, please contact JWS Research as follows:
  - Mark Zuker – [mzucker@jwsresearch.com](mailto:mzucker@jwsresearch.com) - 0418 364 009
  - John Scales – [jscales@jwsresearch.com](mailto:jscales@jwsresearch.com) - 0409 244 412

# Glossary of Terms

- **Core questions:** Compulsory inclusion questions for all Councils participating in the CSS.
- **CSS:** 2013 Victorian Local Government Community Satisfaction Survey.
- **Council group:** One of five self-classified groups, comprising: inner metropolitan councils, outer metropolitan councils, rural cities and regional centres, large rural shires and small rural shires.
- **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.

# KEY FINDINGS & RECOMMENDATIONS

# Key Findings & Recommendations

- There is potentially a need for further investigation and action in South Gippsland Shire Council, with performance on the key measure of Overall Performance lower than in 2012 and Council Direction languishing significantly lower than the State-wide and Large Rural Shires averages.
- The survey results do reveal some clear areas for action. When asked what the Council most needs to do to improve its performance, fully 49% of residents nominated sealed road maintenance as an area requiring Council priority, whilst 28% responded 'nothing' when asked to describe the best thing about Council.
- Rated performance on Customer Service is higher than in 2012, with the increase driven by higher satisfaction across the board but especially among residents aged 18-34, women and women aged 18-49.

# Key Findings & Recommendations

## Higher results in 2013

- Customer service
- Consultation (1 point only)

## Lower results in 2013

- Overall performance
- Overall council direction (1 point only)

## Most favourably disposed towards Council

- 18-34 year olds
- Women aged 18-49

## Least favourably disposed towards Council

- Tarwin Valley Ward residents
- 35-49 year olds



# Key Findings & Recommendations

- South Gippsland Shire Council should pay extra attention to areas and cohorts where it is underperforming on a relative basis in comparison to the State-wide and Large Rural Shires groups.
  - On all five core measures South Gippsland Shire Council scores at best slightly lower than the State-wide and Large Rural Shires averages, whilst on Council Direction it is significantly lower than the State-wide and Large Rural Shires averages
  - Residents aged 35-49 and Tarwin Valley Ward residents consistently drive negative opinion
- It is also important not to ignore, and to learn from, what is working amongst other groups, especially 18 to 34 year olds and women aged 18-49.

# Key Findings & Recommendations

- An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided or via the dashboard portal available to the Council.
- Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to the responses of the key gender and age groups, especially any target groups identified.

# DETAILED RESULTS

# CORE MEASURES

# Core Measures Summary

- In 2013 South Gippsland Shire Council recorded an Overall Performance Index Score of 48, which is a drop of 2 points from 2012. The result is significantly lower than both the State-wide average for this measure of 60 and the average Index Score of 57 for the Large Rural Shires group.
- On other core performance measures (which can also be compared against all Councils State-wide and the Large Rural Shires group) South Gippsland Shire Council scored as follows:
  - 54 for Community Consultation and Engagement – up 1 point since 2012
  - 51 for Advocacy – unchanged since 2012
  - 68 for Customer Service – up 3 points
  - 42 for Overall Council Direction – down 1 point
- More specifically on these core measures:
  - 54 for Consultation is a significant 3 points lower than the State-wide average of 57 and 1 point lower than the Large Rural Shires average of 55.
  - 51 for Advocacy is a significant 4 points lower than the State-wide average of 55 and 2 points lower than the Large Rural Shires average of 53.
  - 68 for Customer Service is 3 points lower than the State-wide average of 71 and 1 point lower than the Large Rural Shires average of 69.
  - 42 for Council Direction is significantly lower than both the State-wide average of 53 and the average Index Score of 51 for the Large Rural Shires group.

# Core Measures Summary

- In terms of its Overall Performance Index Score of 48, which as noted is significantly lower than both the State-wide average of 60 and the Large Rural Shires group average of 57, rated performance for South Gippsland Shire Council is:
  - Highest amongst residents aged 65+ and residents aged 18-34 (both 51).
  - Lowest amongst residents aged 50-64 (44) and residents aged 35-49 (45).
  - Since 2012, the largest decrease in rated performance on this measure was among 50-64 year olds (down 5 points) and there have been no increases on this measure.
- On Community Consultation and Engagement, Council's average Index Score of 54 was significantly lower than the State-wide average and slightly lower than the Large Rural Shires group average and:
  - Significantly higher amongst residents aged 18-34 (60), and although the results are not statistically significant, women aged 18-49 (59) and Strezlecki Ward residents (58) also rated Council higher.
  - Lower (although not significantly) amongst Tarwin Valley Ward residents (50).
  - Since 2012, the largest increase in rated performance on this measure was among 18-34 year olds (up 7 points), while the largest decrease was among 35-49 year olds (down 4 points).

# Core Measures Summary

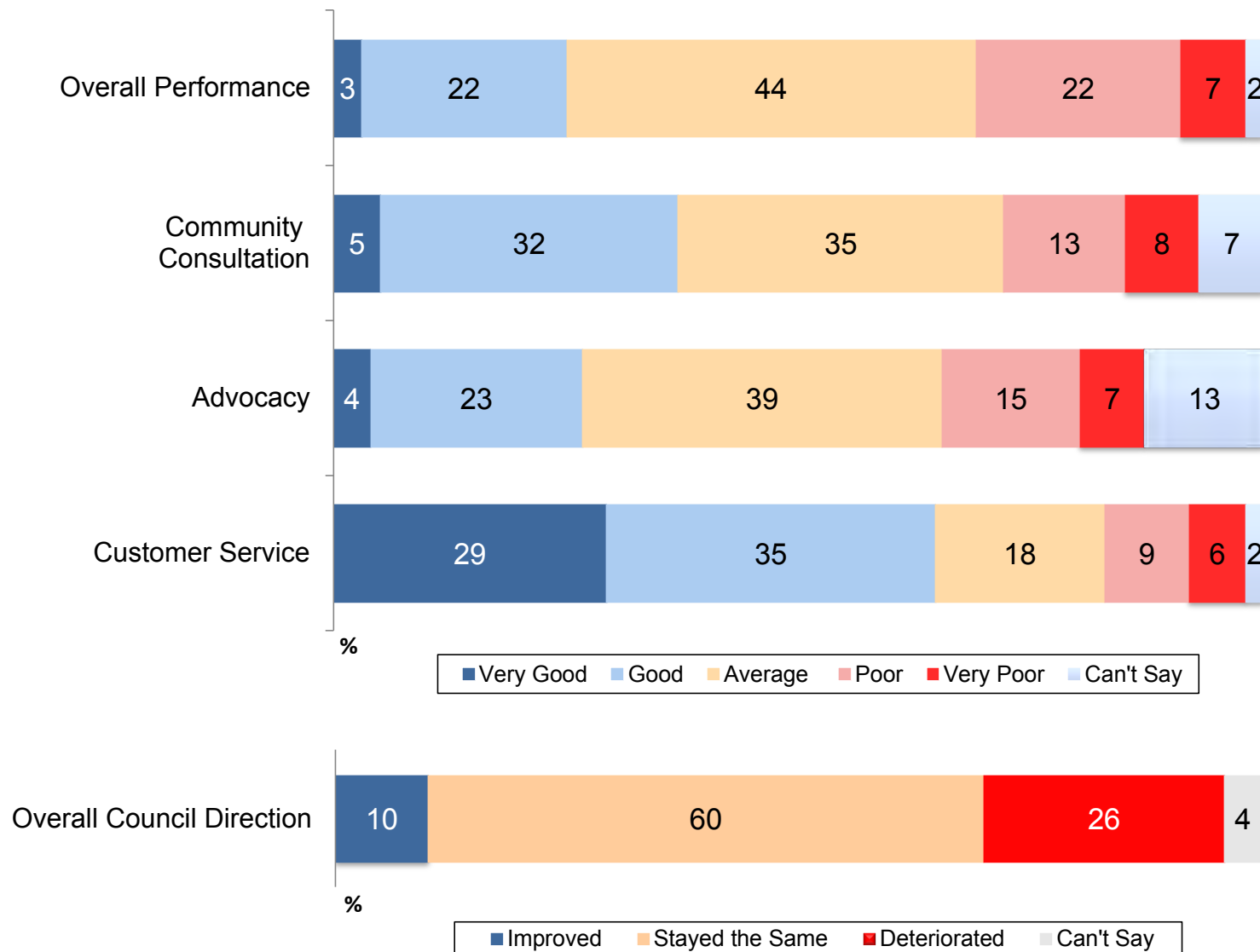
- In terms of South Gippsland Shire Council's Advocacy efforts which achieved an average Index Score of 51, ratings are:
  - Higher amongst residents aged 18-34 (55) and men aged 50+ (54).
  - Lower amongst women aged 50+ and Tarwin Valley Ward residents (both 47).
  - Since 2012, the largest increase in rated performance on this measure was among 18-34 year olds and men 50+ (both up 4 points), while the largest decrease was among 35-49 year olds (down 5 points).
- At 68 overall for Customer Service, performance is slightly lower than the State-wide average of 71 and the Large Rural Shires average of 69 and:
  - Highest amongst Strezlecki Ward residents (73) and women aged 18-49 (71).
  - Lowest amongst Coastal Promontory Ward residents (62).
  - Since 2012, the largest increase in rated performance on this measure was among 18-34 year olds (up 8 points) and there were no decreases relative to 2012.
- When asked about the direction of South Gippsland Shire Council over the last 12 months, 60% of all residents say it has stayed about the same, 10% say things have improved and 26% say things have deteriorated. Residents aged 18-34 (14%) are most likely to say Council Direction has improved while 50-64 year olds (34%) are most likely to say things have deteriorated.
  - Since 2012, the largest increase in rated performance on this measure was among 18-34 year olds (up 4 points), while the largest decrease was among 50-64 year olds (down 6 points).

# Summary of Key Community Satisfaction Index Score Results

Performance Measures	South Gippsland Shire Council 2012	South Gippsland Shire Council 2013	Large Rural Shires 2013	State-wide 2013
<b>OVERALL PERFORMANCE</b>	50	48	57	60
<b>COMMUNITY CONSULTATION</b> (Community consultation and engagement)	53	54	55	57
<b>ADVOCACY</b> (Lobbying on behalf of the community)	51	51	53	55
<b>CUSTOMER SERVICE</b>	65	68	69	71
<b>OVERALL COUNCIL DIRECTION</b>	43	42	51	53



# 2013 Summary of Key Community Satisfaction Percentage Results

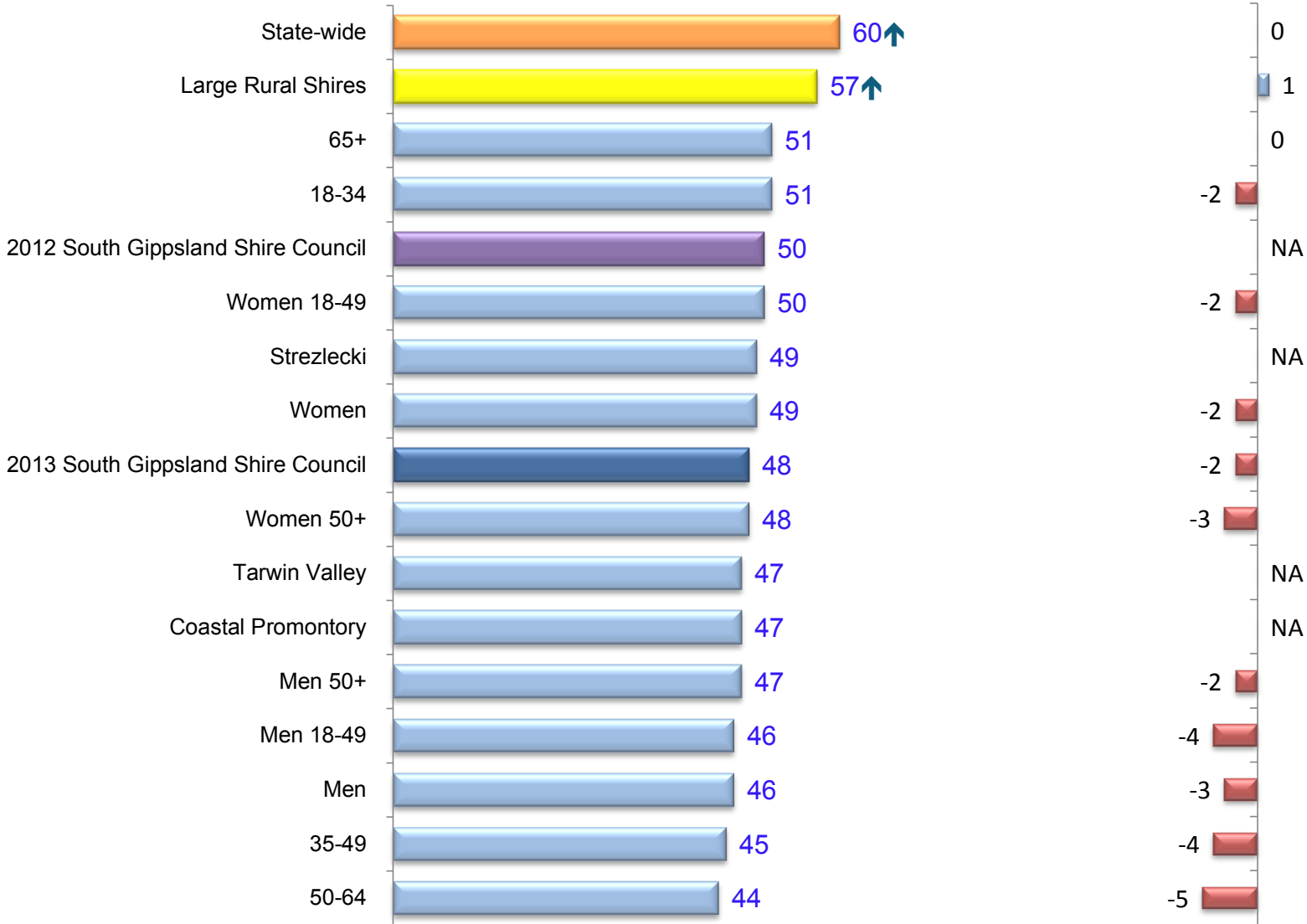


# KEY CORE MEASURE OVERALL PERFORMANCE

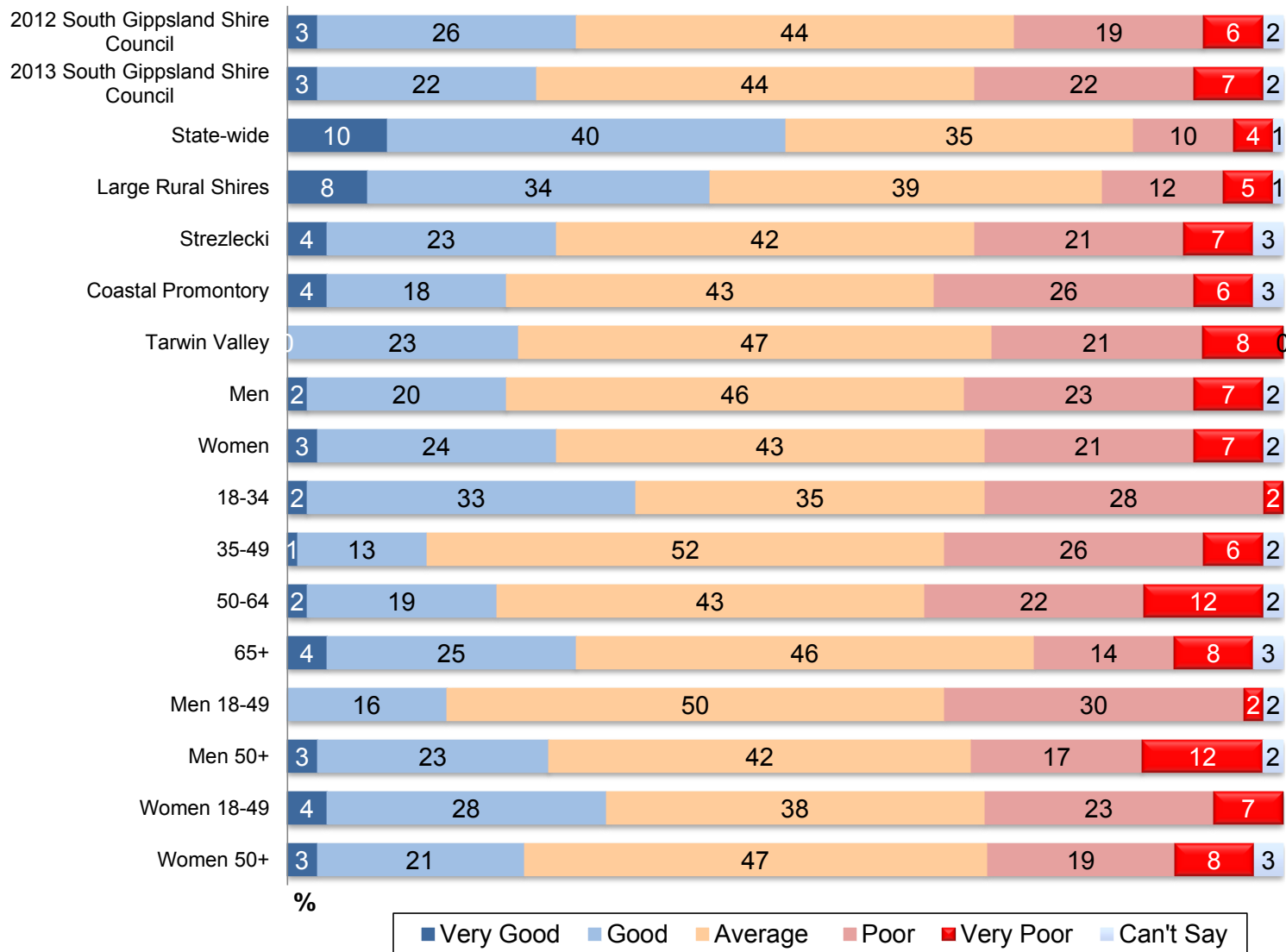
# 2013 Overall Performance

## Index Score

## Change (2012 to 2013)



# 2013 Overall Performance – Detailed Percentages



# INDIVIDUAL SERVICE AREAS



# 2013 Performance Summary

## Index Score

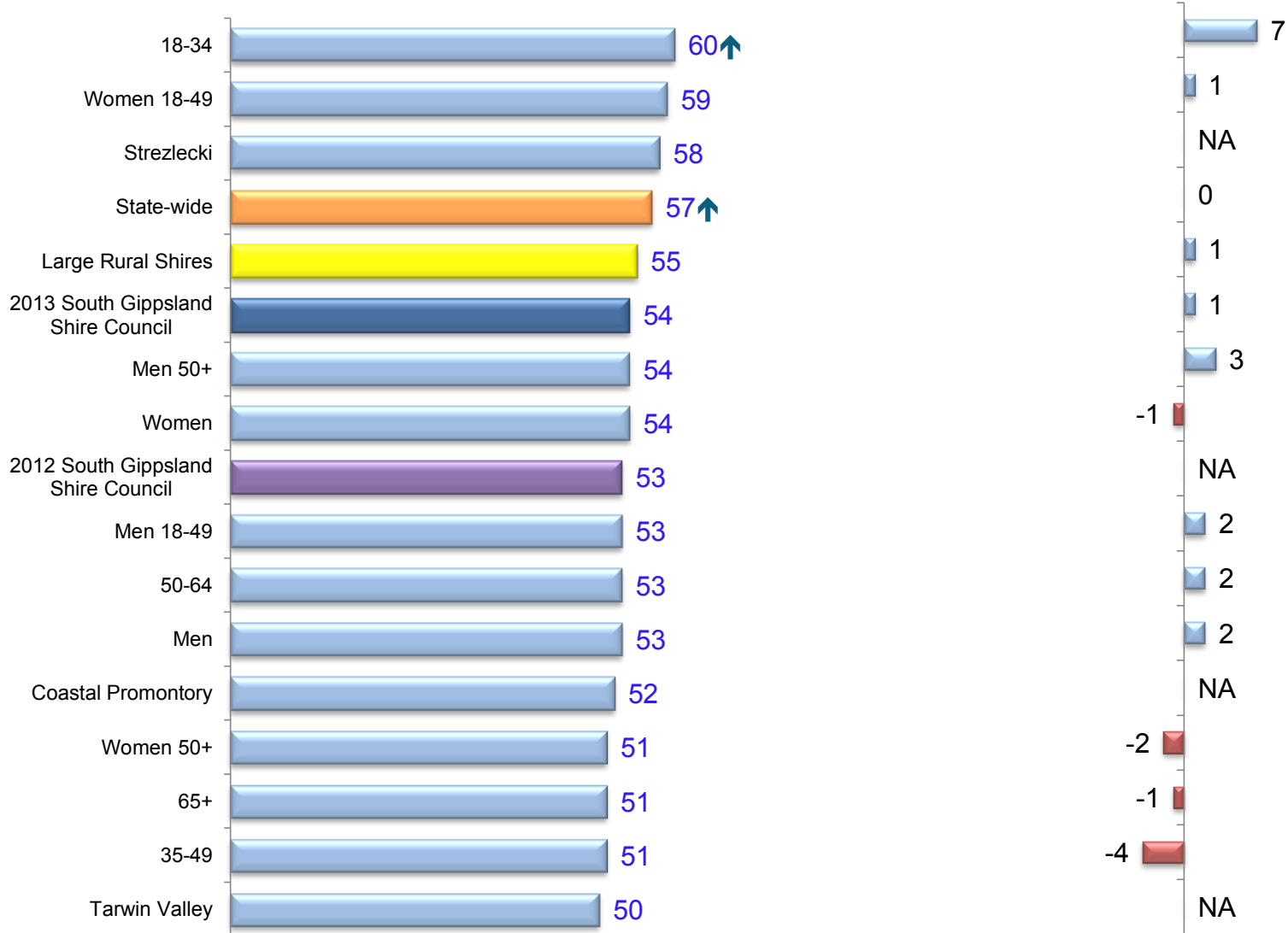
## Change (2012 to 2013)



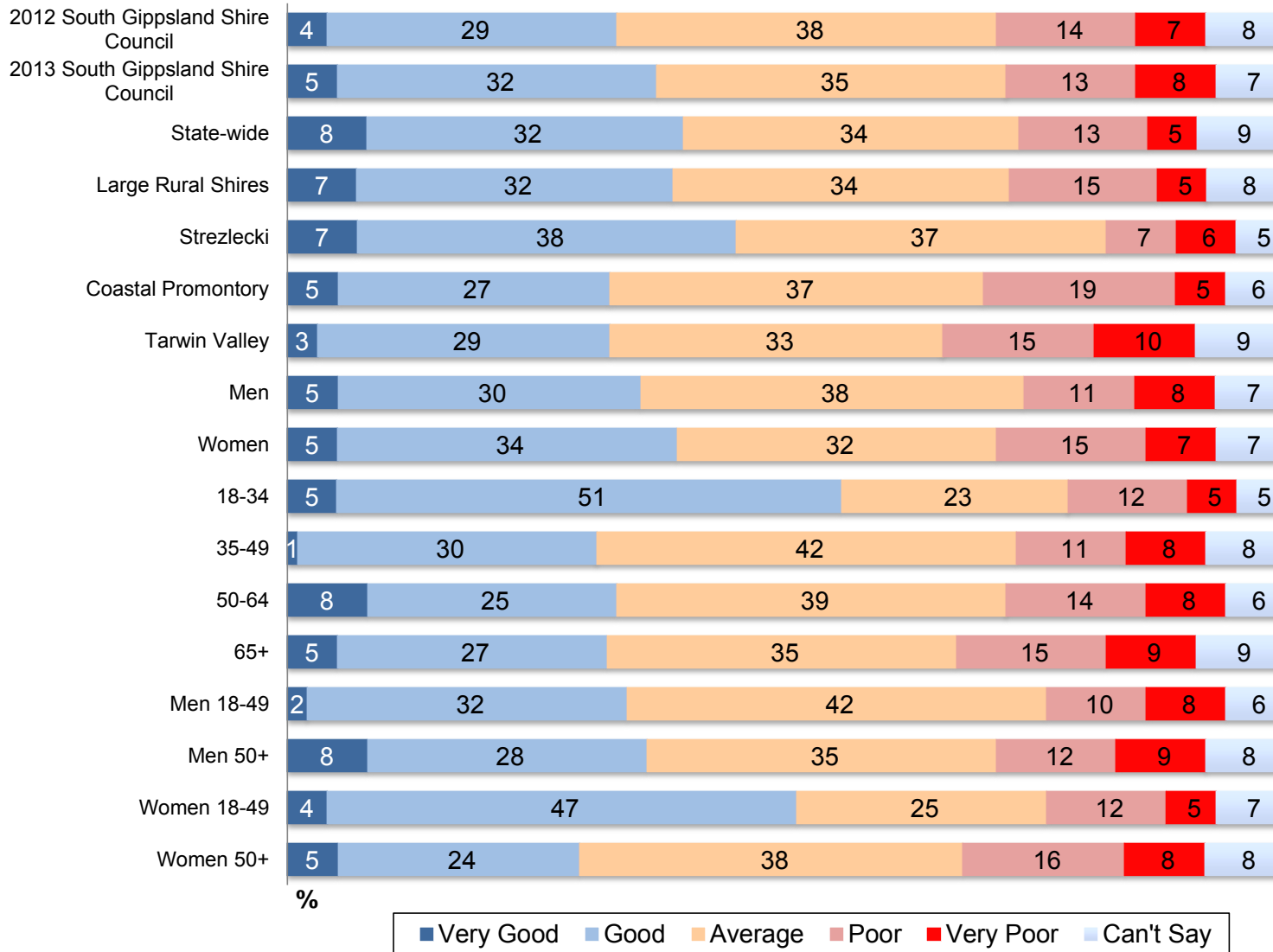
# 2013 Community Consultation and Engagement

## – Performance Index Score

## Change (2012 to 2013)



# 2013 Community Consultation and Engagement – Performance

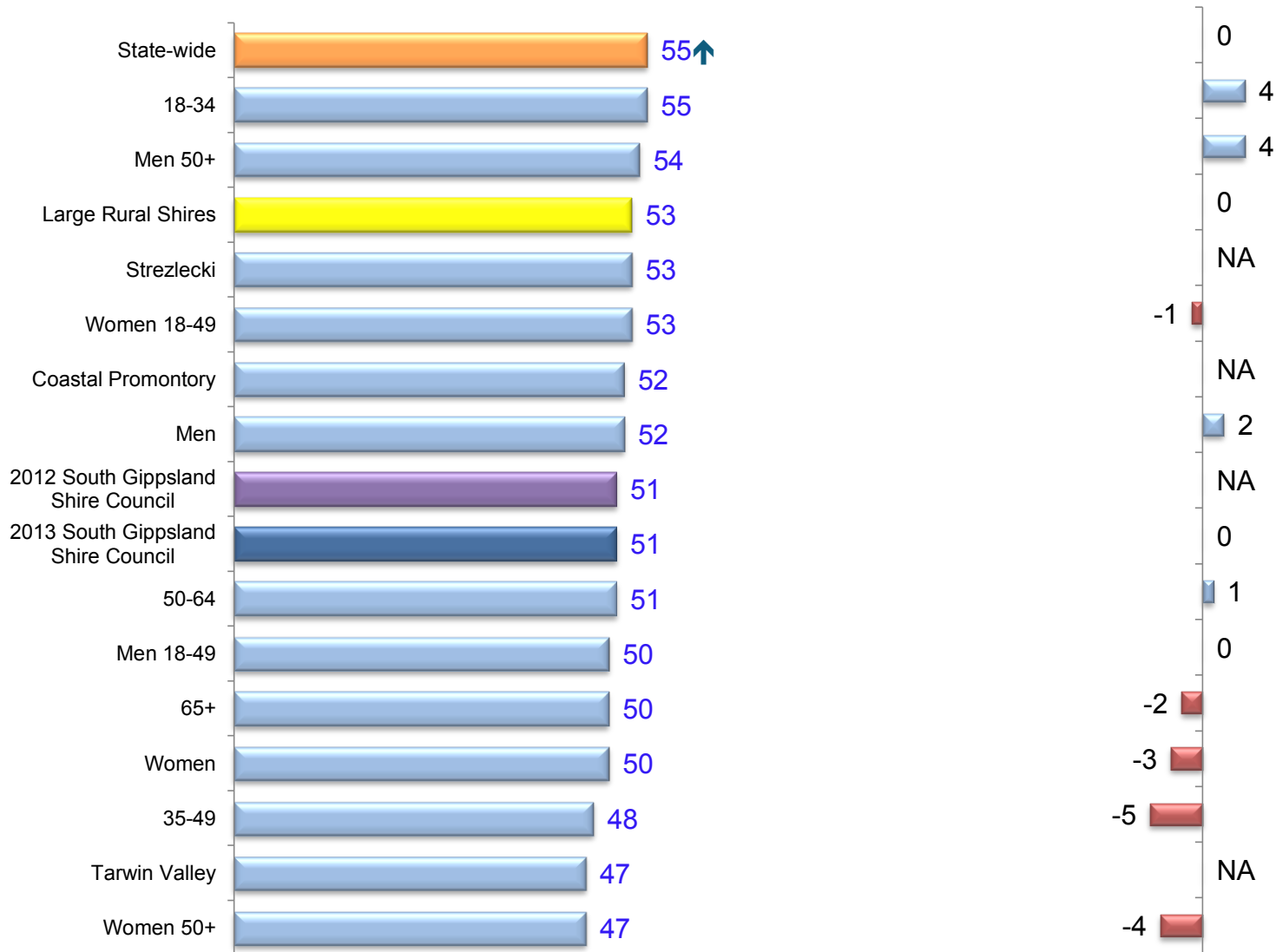




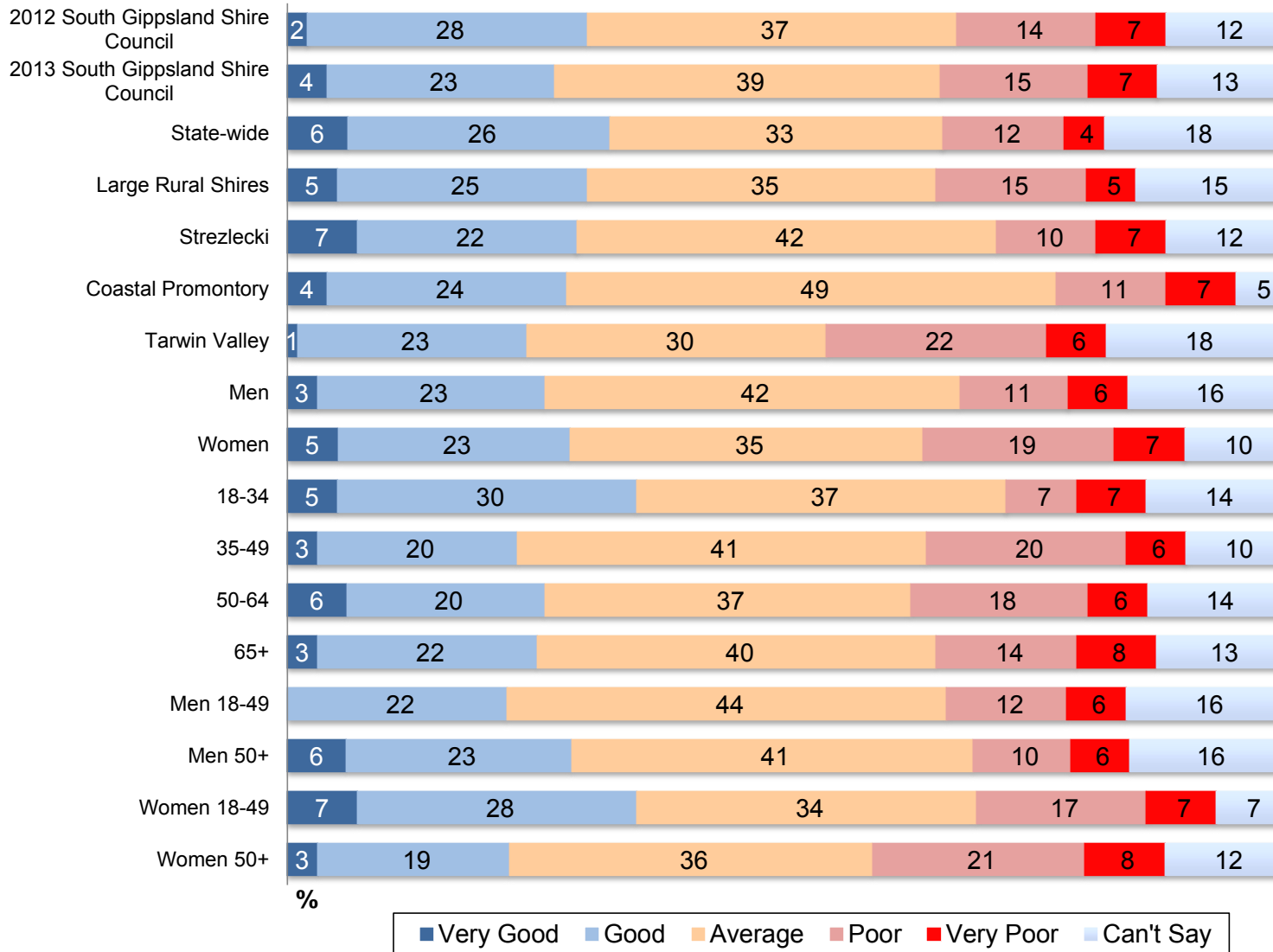
# 2013 Lobbying on Behalf of the Community

## – Performance Index Score

## Change (2012 to 2013)



# 2013 Lobbying on Behalf of the Community – Performance

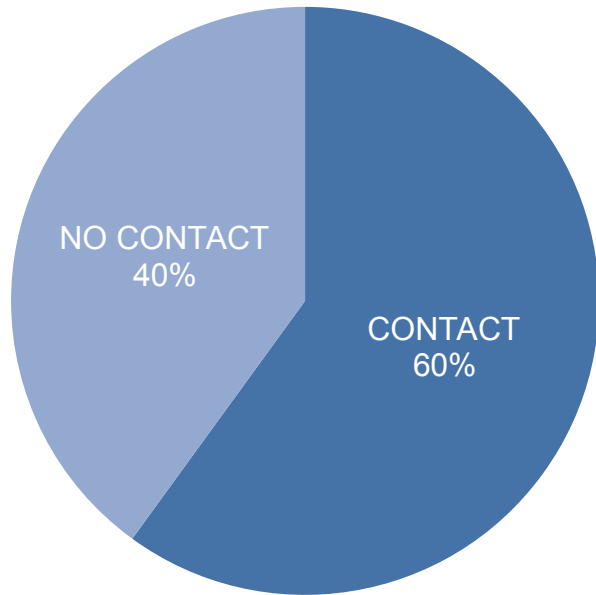


# CUSTOMER SERVICE

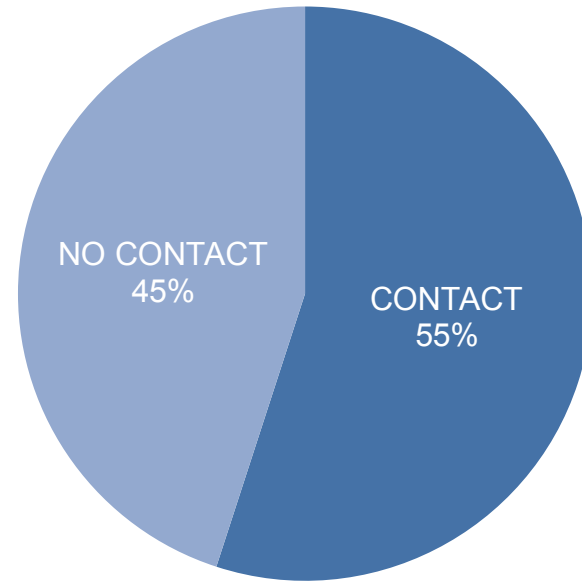


# Contact Last 12 Months

**2012**



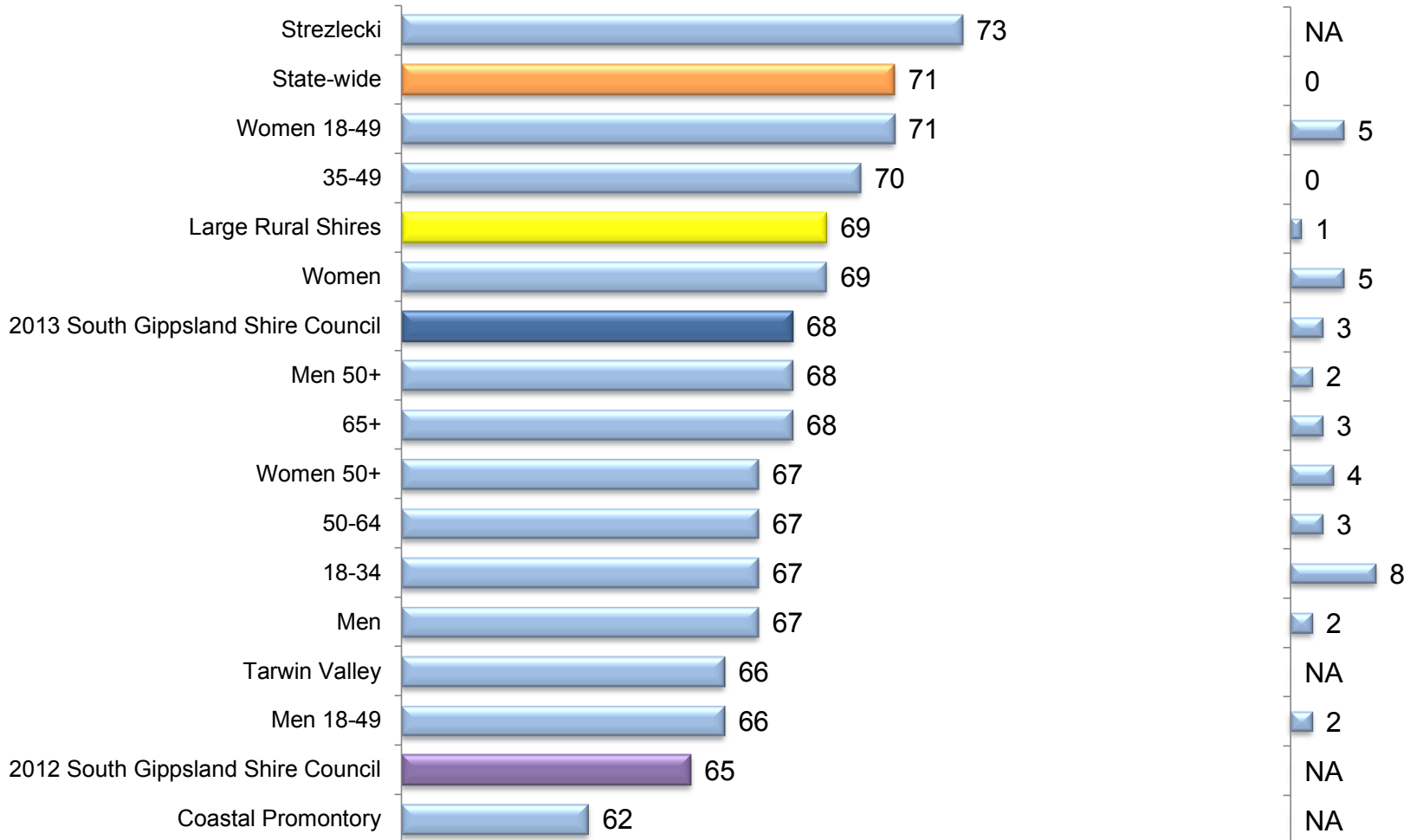
**2013**



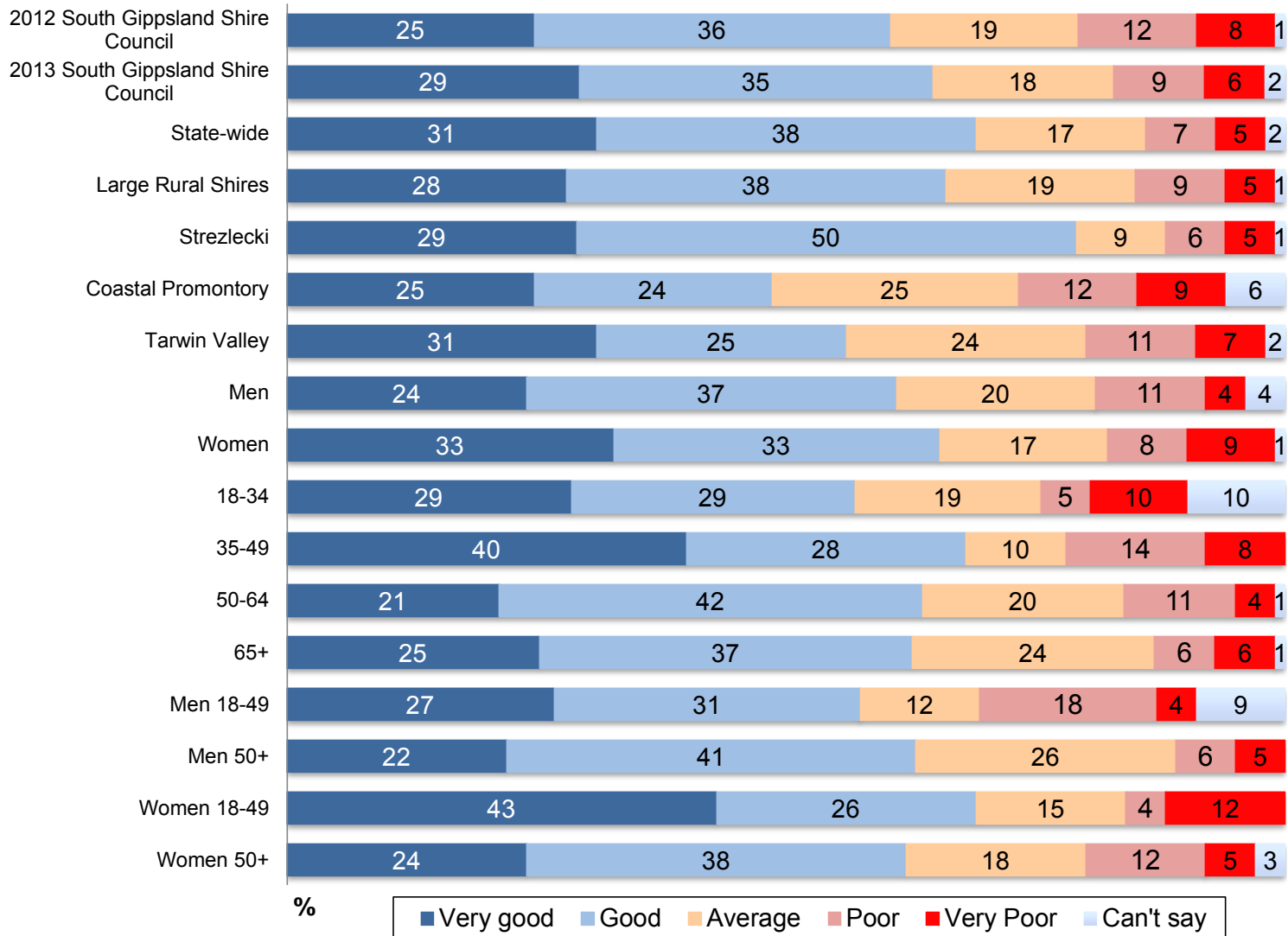
# 2013 Contact Customer Service

## Index Score

## Change (2012 to 2013)



# 2013 Contact Customer Service

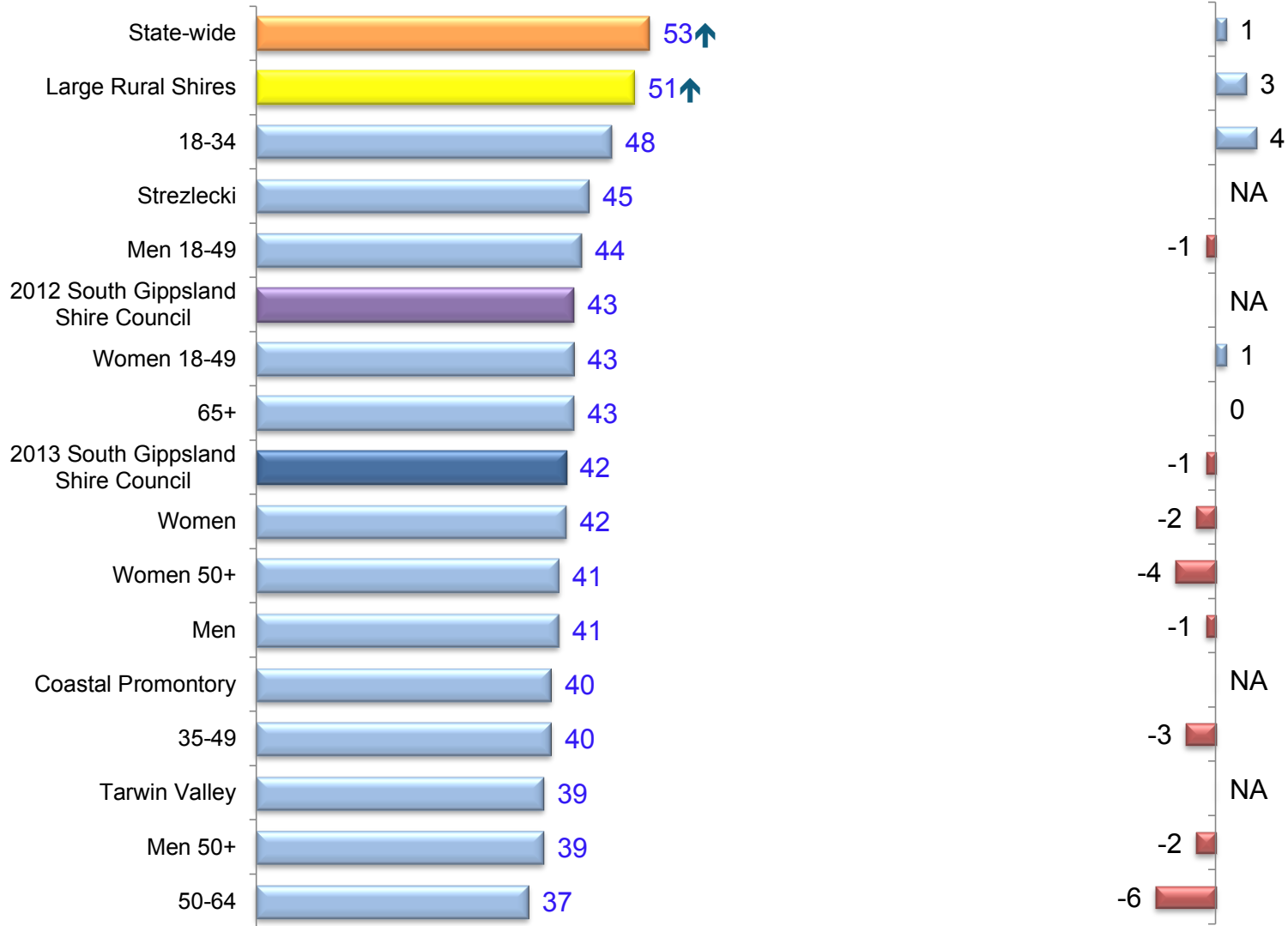


# COUNCIL DIRECTION INDICATORS

# 2013 Overall Direction Last 12 Months

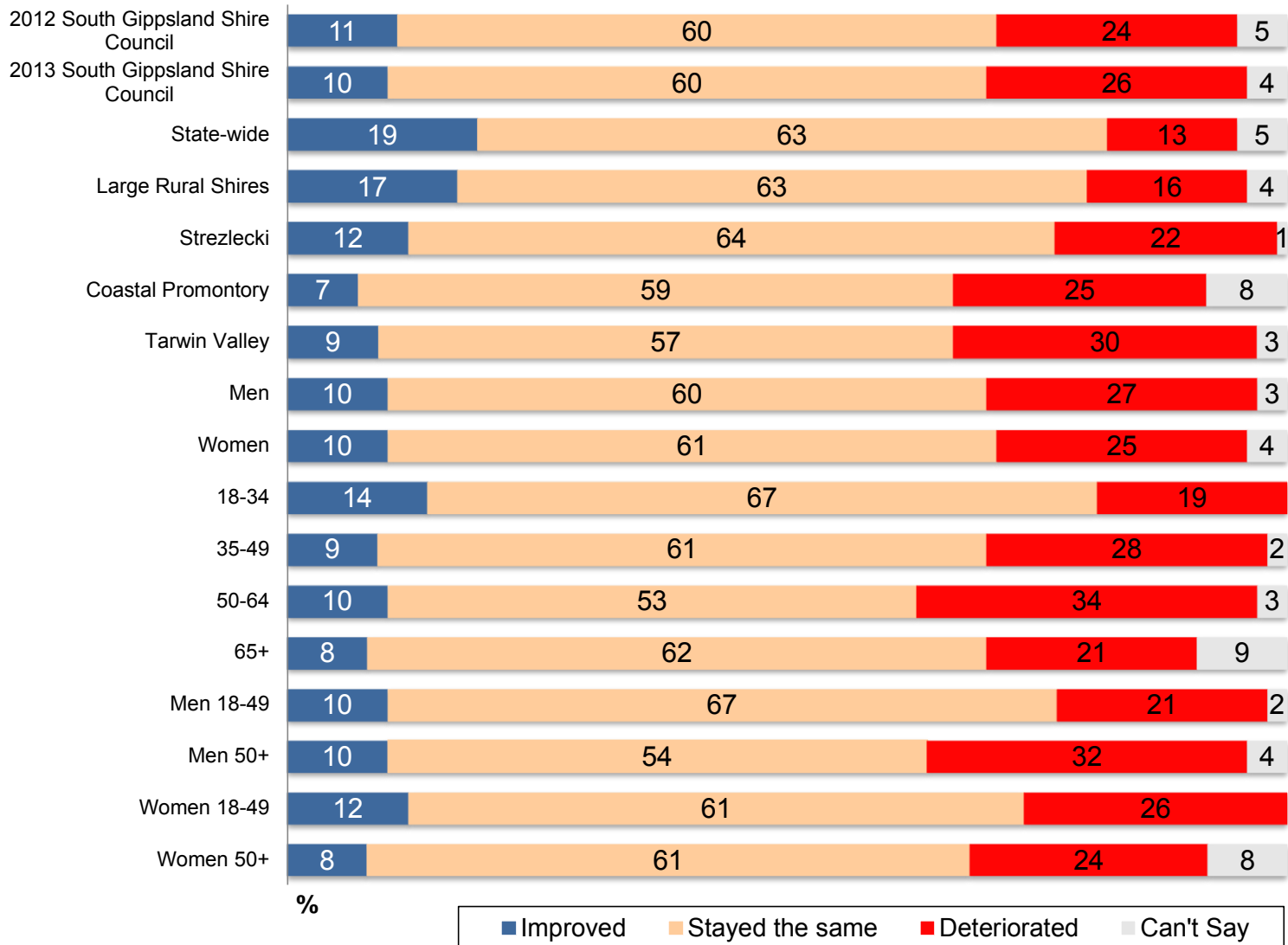
## Index Score

## Change (2012 to 2013)





# 2013 Overall Direction Last 12 Months



# POSITIVES & AREAS FOR IMPROVEMENT

# Positives & areas for improvement summary

- When asked to describe the best thing about the Council, 28% of residents said 'nothing' and otherwise the top mentions failed to reach double figures, including:
  - Councillors: 8%
  - Customer service: 7%
  - Parks and gardens: 6%
  - Road/Street maintenance: 5%
  - Community support services: 5%
- Conversely, when asked what the Council most needs to do to improve its performance, sealed road maintenance (mentioned by 49%) was the stand out issue, with all other issues rating only single figure mentions, including:
  - Community consultation: 7%
  - Rural/Regional communities: 6%
  - Rates expense: 6%
  - Median strips/Nature strips: 6%
  - Business development: 6%

# 2013 Best Things about Council

## Detailed Percentages



# 2013 Council Needs to Improve

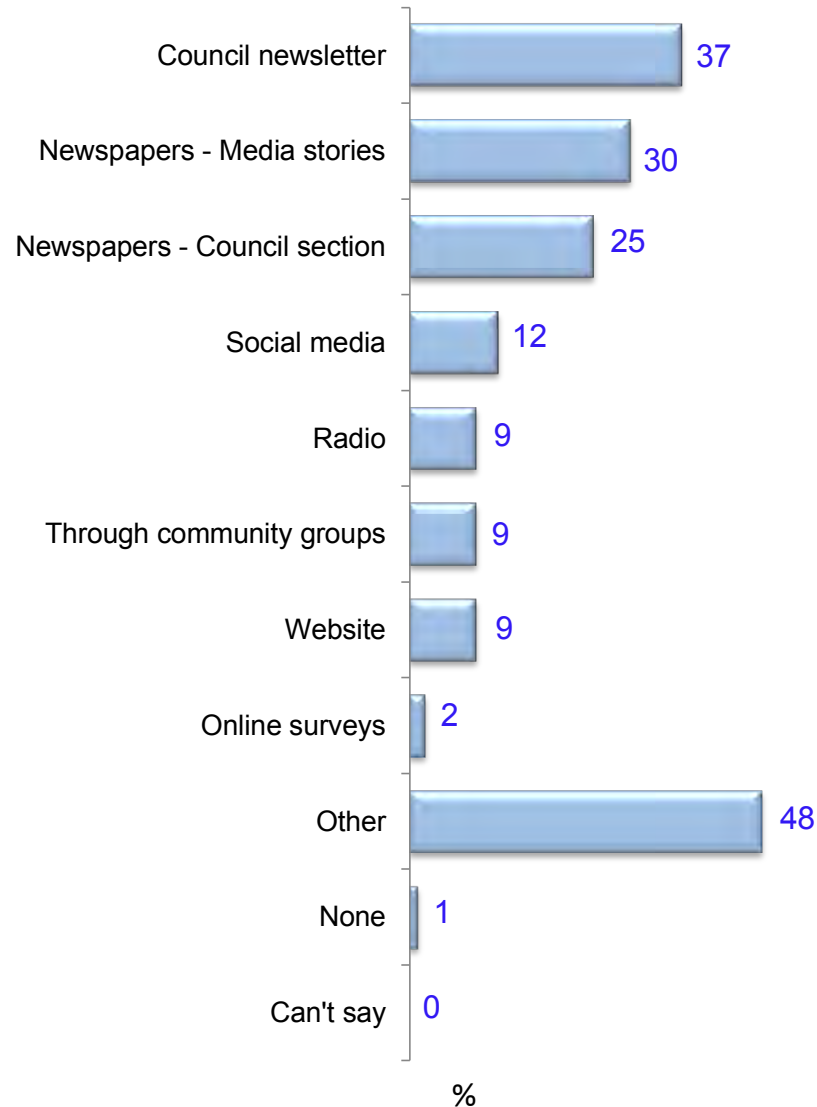
## Detailed Percentages



# TAILORED QUESTIONS

# Preferred Methods of Communication

## Detailed Percentages



# APPENDIX A: DETAILED SURVEY TABULATIONS

Available in Supplied Excel File





# Appendix B: Details of Significant Difference Calculation

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

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

Where:

- \$1 = Index Score 1
  - \$2 = Index Score 2
  - \$3 = unweighted sample count 1
  - \$4 = unweighted sample count 1
  - \$5 = standard deviation 1
  - \$6 = standard deviation 2
- 
- All figures can be sourced from the detailed cross tabulations.
  - The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.