



AGENDA APPENDIX
Council Meeting
Wednesday 22 June 2016

AGENDA ITEM FOR SEPARATE DISTRIBUTION TO COUNCILLORS AND
EXECUTIVE LEADERSHIP TEAM DUE TO DOCUMENT SIZE.

THE ITEM IS ACCESSIBLE VIA THE COUNCIL WEBSITE OR BY
CONTACTING COUNCIL ON 03 5662 9200.

**E.9 SOUTH GIPPSLAND SHIRE COUNCIL COMMUNITY SATISFACTION
SURVEY**

Appendix 1 – Local Government Community Satisfaction Survey - South
Gippsland Shire Council - 2016 Research Report



LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY SOUTH GIPPSLAND SHIRE COUNCIL

2016 RESEARCH REPORT

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

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BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2016 State-wide Local Government Community Satisfaction Survey for South Gippsland Shire Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

Participation in the State-wide Local Government Community Satisfaction Survey is optional 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 LGV.

SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in South Gippsland Shire Council.

Survey sample matched to the demographic profile of South Gippsland Shire Council as determined by the most recent ABS population estimates 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 within South Gippsland Shire 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 1st February – 30th March, 2016.

The 2016 results are compared with previous years, as detailed below:

- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=401 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the 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. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

SURVEY METHODOLOGY AND SAMPLING

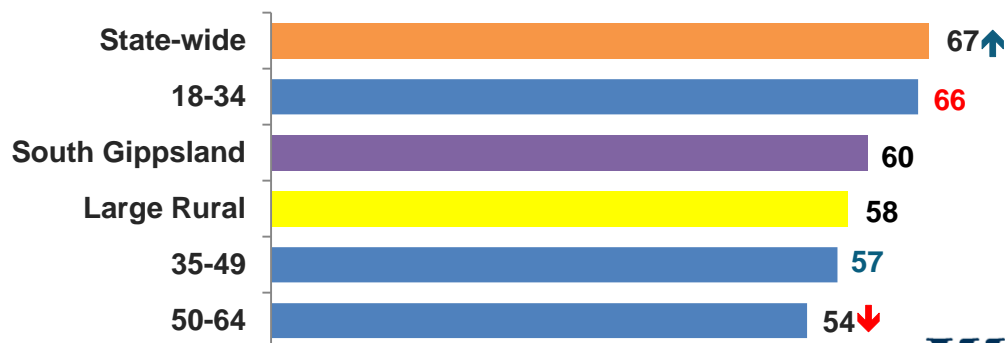
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in blue and red indicate significantly higher or lower results than in 2015. 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 2015.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2015.

Overall Performance – Index Scores (example extract only)



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

FURTHER INFORMATION

Further Information

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2016 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network of light against the dark land and sea. The text "KEY FINDINGS & RECOMMENDATIONS" is overlaid in white, bold, sans-serif font across the center of the map.

KEY FINDINGS & RECOMMENDATIONS

KEY FINDINGS AND RECOMMENDATIONS

- Performance on all core measures was relatively **stable**, moving only a few points in either the plus or minus direction between 2015 and 2016. Nonetheless, South Gippsland Shire Council still **trails average ratings for Large Rural Councils and the State**. Scored on a 100-point index scale, most core measures rate below 50.
 - Performance **decreased slightly** on the measures of **Overall Performance** (index score of 47, -2 from 2015), **Community Consultation** (47, -2) and **Overall Council Direction** (43, -1).
 - Performance **increased slightly** on the measures of **Lobbying** (47, +2), **Community Decisions** (47, +3) and **Sealed Local Roads** (30, +3).
- South Gippsland Shire Council's performance is within a couple of points of the Large Rural council averages on the core measures of Lobbying, Community Decisions and Customer Service. **South Gippsland Shire Council's performance lags significantly behind State-wide averages on all core measures.**
 - **Performance gaps are the largest for Sealed Local Roads.** Council trails the Group average by 14 points and the State-wide average by 24 points on this measure.

KEY FINDINGS AND RECOMMENDATIONS

- The **Overall Performance** index score of 47 represents a slight decline – two points – from 2015 results. Overall Performance is now 3 points from 2012's high score of 50. Most demographic and geographic groups rate Overall Performance within a few points of 2015 results, with the exception of 18 to 34 year olds (-10 to 46 / *small sample size*) and women (-5 to 45), who rate Council *significantly lower* for Overall Performance in 2016.
 - Generationally, residents aged 35 to 49 (52) rate Council considerably higher than other cohorts (45 among residents aged 50 to 64 and 46 among residents aged 65+ and 18 to 34 years respectively).
 - No real differences exist between geographic areas on this measure, though Overall Performance ratings improved slightly in the past year among residents of the Coastal – Promontory area (48, +4).
- Ratings for **Community Consultation** (47) similarly dropped two points in the past year. Ratings are now six points below Council's highest score of 53 (2012) for Consultation. In actuality, most resident groups grew slightly in their impressions in the past year. However, gains are offset by significant losses among residents of the Tarwin Valley (45, -6) and residents aged 18 to 34 (42, -11), who rate Council lowest of any group on this measure.

KEY FINDINGS AND RECOMMENDATIONS

- Ratings for **Overall Council Direction** (index score of 43) only declined one point in the past year, but residents are more than twice as likely to believe Council's Overall Direction 'deteriorated' in the past twelve months (25%) as they are to say it 'improved' (11%). A majority (57%) believe Council's Overall Direction has largely 'stayed the same'.
- Performance ratings on **Lobbying** (index score of 47) increased by two points since 2015; however it is noted that ratings on this measure have higher levels of 'don't know' responses than other core measures (25%). This suggests that a lot of the community is not hearing what Council is doing in this area. Gains on Lobbying were greatest among residents of the **Coastal-Promontory** region (50, +9) and **men** (50, +5).
- The condition of **Sealed Local Roads** (30) continues to be the most problematic area for Council, despite **improving by three points** in the past year. Council trails the Large Rural council average by 14 points and the State-wide average by 24 points on this measure. Results are similar regionally, but ratings dip into the 20s among Strzelicki residents (29), women (24) and residents aged 18 to 24 (16).

KEY FINDINGS AND RECOMMENDATIONS

- Of the core measures, **South Gippsland Shire Council** continues to perform **best** in the area of **Customer Service** (index score of 65). Customer service ratings have remained fairly consistent since 2012, reaching their highest level (68) in 2013.
 - One in five (20%) rate Council's Customer Service as 'very good', with a further 41% rating Customer Service as 'good' (22% 'average' and 15% 'very poor' or 'poor').
- Residents are most likely to cite **sealed road maintenance** (30%), **Community Consultation** (17%) and **expensive rates** (11%) as the **key areas for improvement** for Council. On the flip side, they point to **parks and gardens** (7%), **Councillors** (6%) and **Customer Service** (5%) as the **best aspects** of council.
- South Gippsland Shire Council should pay extra attention to areas and cohorts where it is underperforming in comparison with other areas and cohorts. **Residents aged 50 to 64 years and women generally are more critical of Council** in 2016 compared with other resident segments.

KEY FINDINGS AND 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.
- **A complimentary personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.**

KEY FINDINGS AND RECOMMENDATIONS

Higher results in 2016

- Community decisions
- Sealed local roads
- Advocacy

Lower results in 2016

- Overall performance
- Community consultation

Most favourably disposed towards Council

- 35-49 year olds
- Men

Least favourably disposed towards Council

- 50-64 year olds
- Women

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark blue, and the land is a mix of brown and green, indicating different terrain types.

SUMMARY OF FINDINGS

2016 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS

Performance Measures	South Gippsland 2012	South Gippsland 2013	South Gippsland 2014	South Gippsland 2015	South Gippsland 2016	Large Rural 2016	State-wide 2016
OVERALL PERFORMANCE	50	48	49	49	47	54	59
COMMUNITY CONSULTATION (Community consultation and engagement)	53	54	51	49	47	52	54
ADVOCACY (Lobbying on behalf of the community)	51	51	49	45	47	50	53
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	n/a	n/a	n/a	44	47	50	54
SEALED LOCAL ROADS (Condition of sealed local roads)	n/a	n/a	n/a	27	30	44	54
CUSTOMER SERVICE	65	68	63	65	65	67	69
OVERALL COUNCIL DIRECTION	43	42	42	44	43	48	51

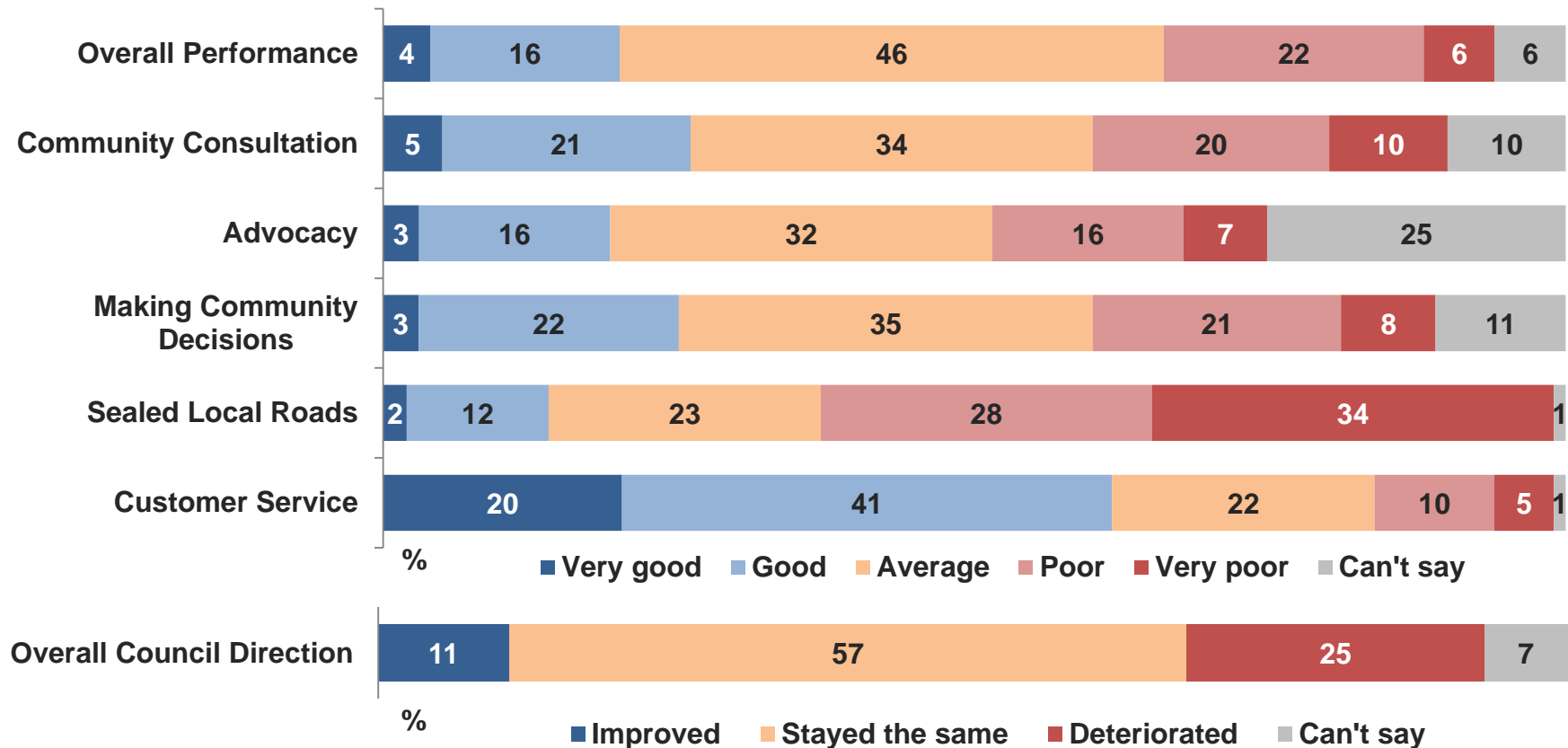
2016 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

Performance Measures	South Gippsland 2016	vs South Gippsland 2015	vs Large Rural 2016	vs State-wide 2016	Highest score	Lowest score
OVERALL PERFORMANCE	47	2 points lower	7 points lower	12 points lower	35-49 year olds	Women, 50-64 year olds
COMMUNITY CONSULTATION (Community consultation and engagement)	47	2 points lower	5 points lower	7 points lower	35-49 year olds	18-34 year olds
ADVOCACY (Lobbying on behalf of the community)	47	2 points higher	3 points lower	6 points lower	18-34 year olds	50-64 year olds
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	47	3 points higher	3 points lower	7 points lower	18-34 and 35-49 year olds	65+ year olds
SEALED LOCAL ROADS (Condition of sealed local roads)	30	3 points higher	14 points lower	24 points lower	65+ year olds	18-34 year olds
CUSTOMER SERVICE	65	Equal	2 points lower	4 points lower	Men	35-49 year olds
OVERALL COUNCIL DIRECTION	43	1 point lower	5 points lower	8 points lower	35-49 year olds	50-64 year olds

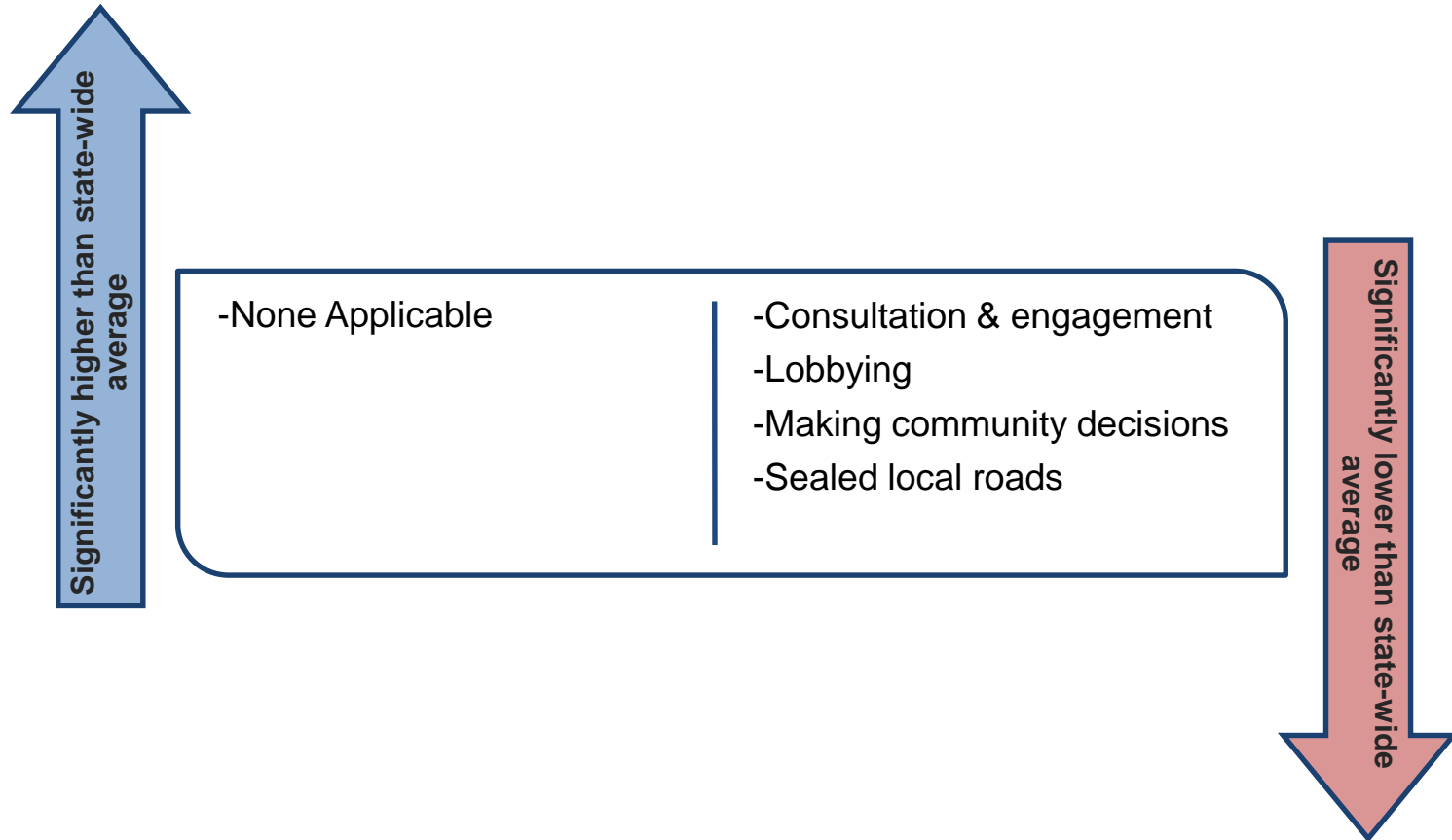
2016 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS

Key Measures Summary Results



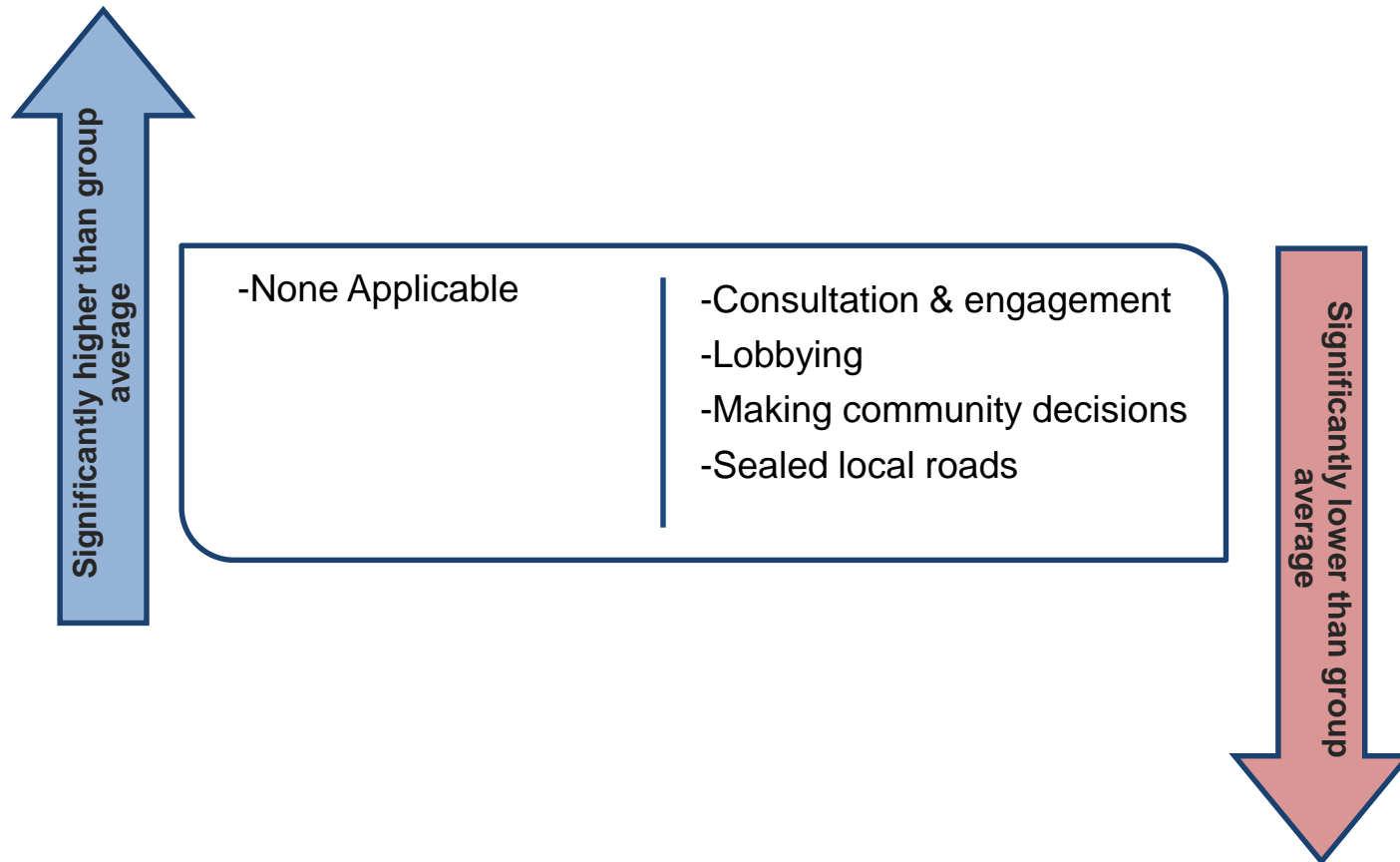
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



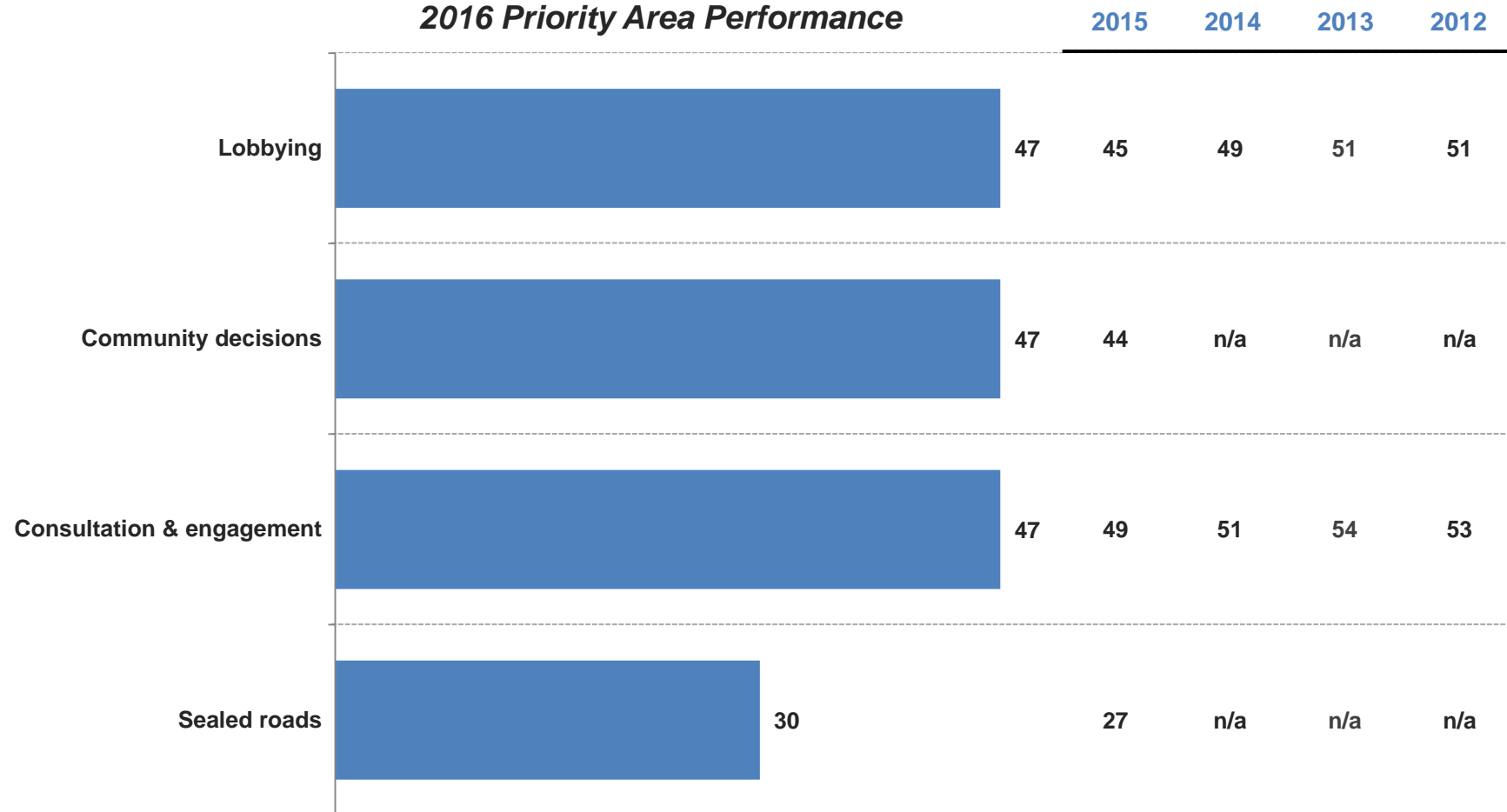
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



2016 PERFORMANCE SUMMARY

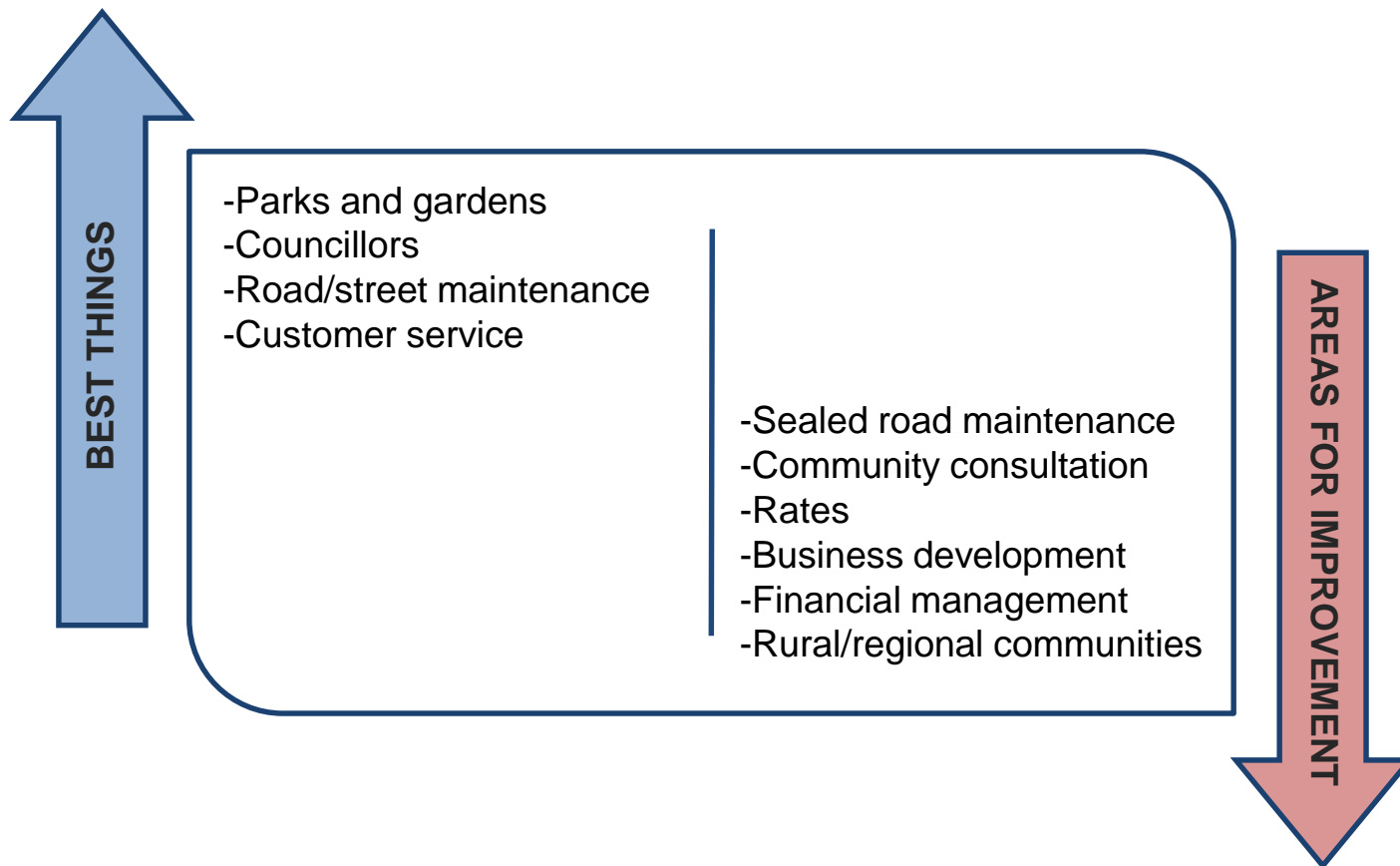
2016 Priority Area Performance



Base: All respondents. Councils asked state-wide: 69

Note: Please see page 5 for explanation of significant differences

POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY



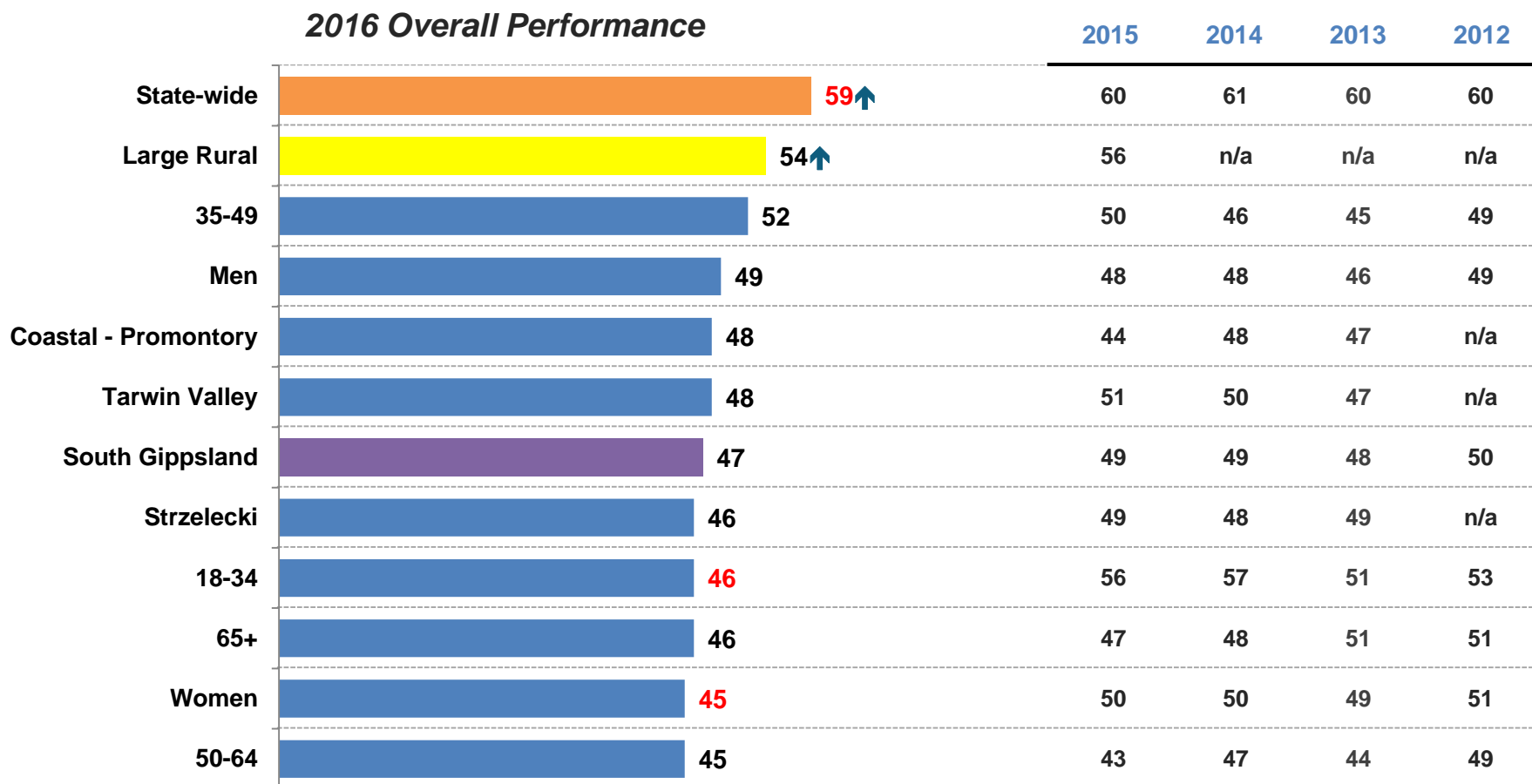
A satellite night-time image of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network against the dark land. The surrounding ocean is dark blue, and the sky is black. The text "DETAILED FINDINGS" is overlaid on the left side of the image.

DETAILED FINDINGS

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the land is a mix of brown and green, indicating different terrain types.

**KEY CORE MEASURE
OVERALL PERFORMANCE**

OVERALL PERFORMANCE INDEX SCORES



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of South Gippsland Shire 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: 69 Councils asked group: 21

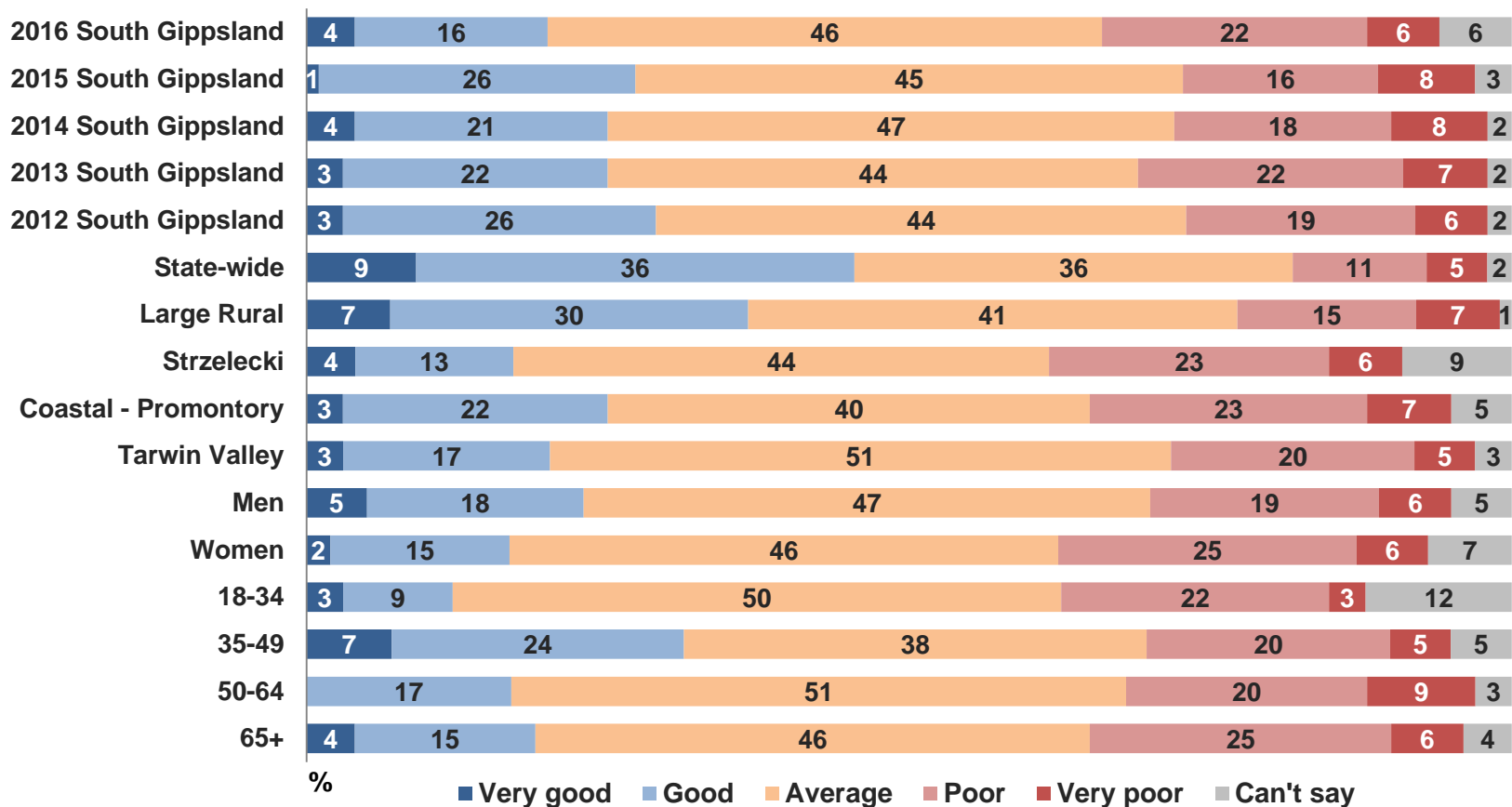
Note: Please see page 5 for explanation about significant differences



OVERALL PERFORMANCE

DETAILED PERCENTAGES

2016 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of South Gippsland Shire 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: 69 Councils asked group: 21



A satellite night-time image of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the land is a mix of brown and green tones, indicating vegetation and terrain.

**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS SUMMARY

Overall contact with South Gippsland Shire Council

- 53%, down 4 points on 2015

Most contact with South Gippsland Shire Council

- Coastal - Promontory
- Aged 35-64 years

Least contact with South Gippsland Shire Council

- Aged 18-34 years
- Tarwin Valley

Customer Service rating

- Index score of 65, equal points on 2015

Most satisfied with Customer Service

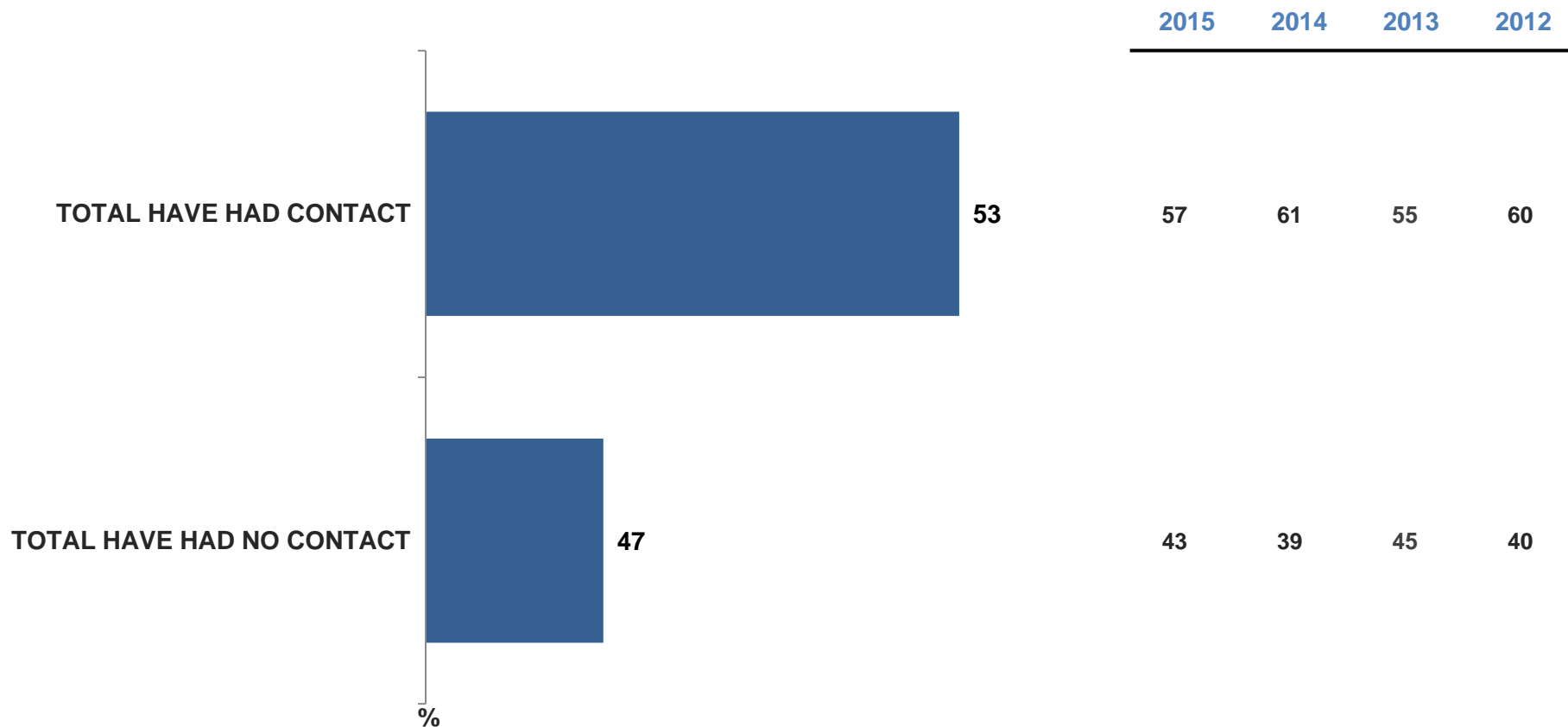
- Men
- Aged 50-64 years

Least satisfied with Customer Service

- Aged 35-49 years
- Women

2016 CONTACT WITH COUNCIL LAST 12 MONTHS

2016 Method of Contact

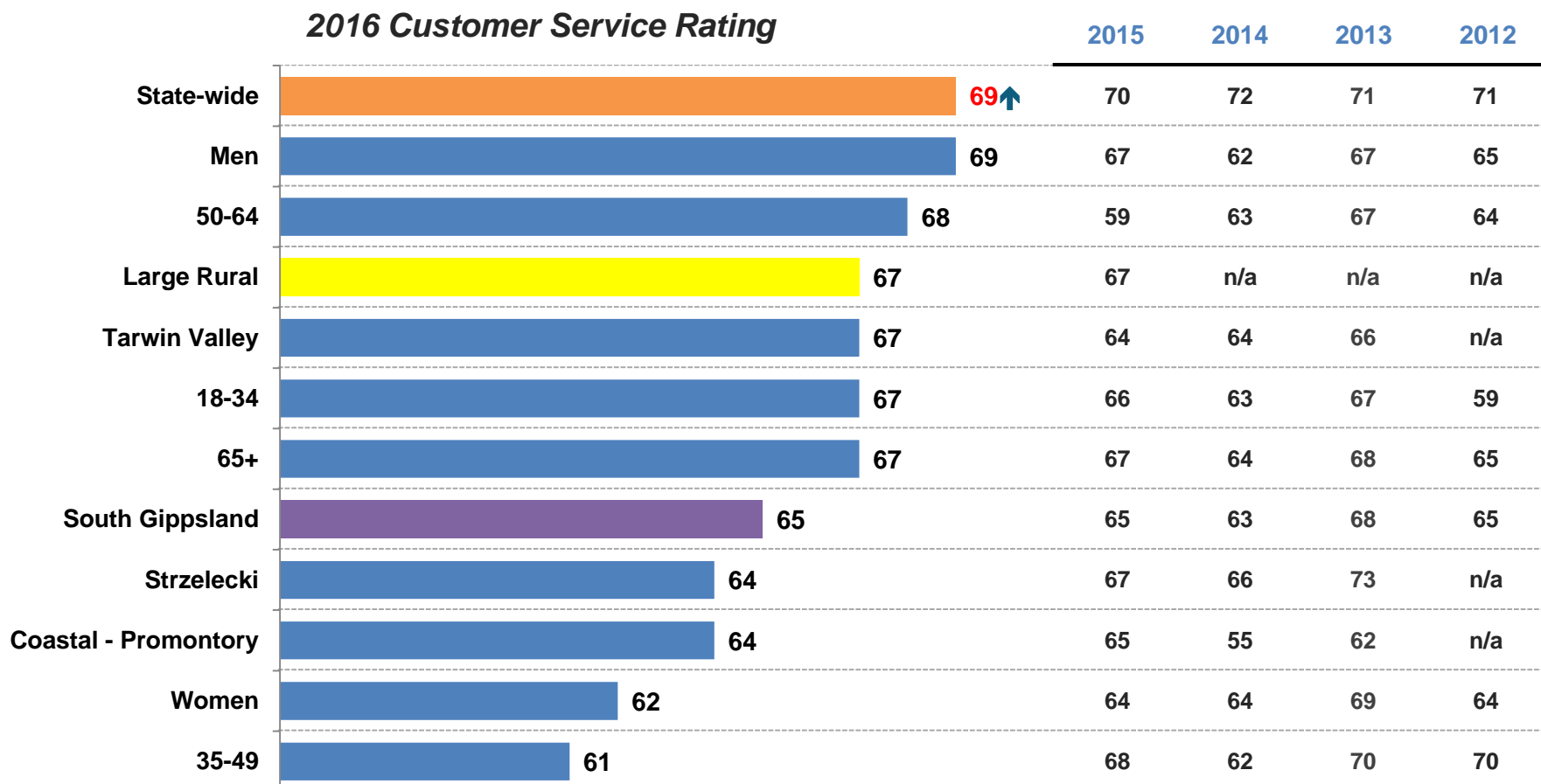


Q5. Over the last 12 months, have you or any member of your household had any contact with South Gippsland Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 52 Councils asked group: 18

Note: Please see page 5 for explanation about significant differences

2016 CONTACT CUSTOMER SERVICE INDEX SCORES



Q5c. Thinking of the most recent contact, how would you rate South Gippsland Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

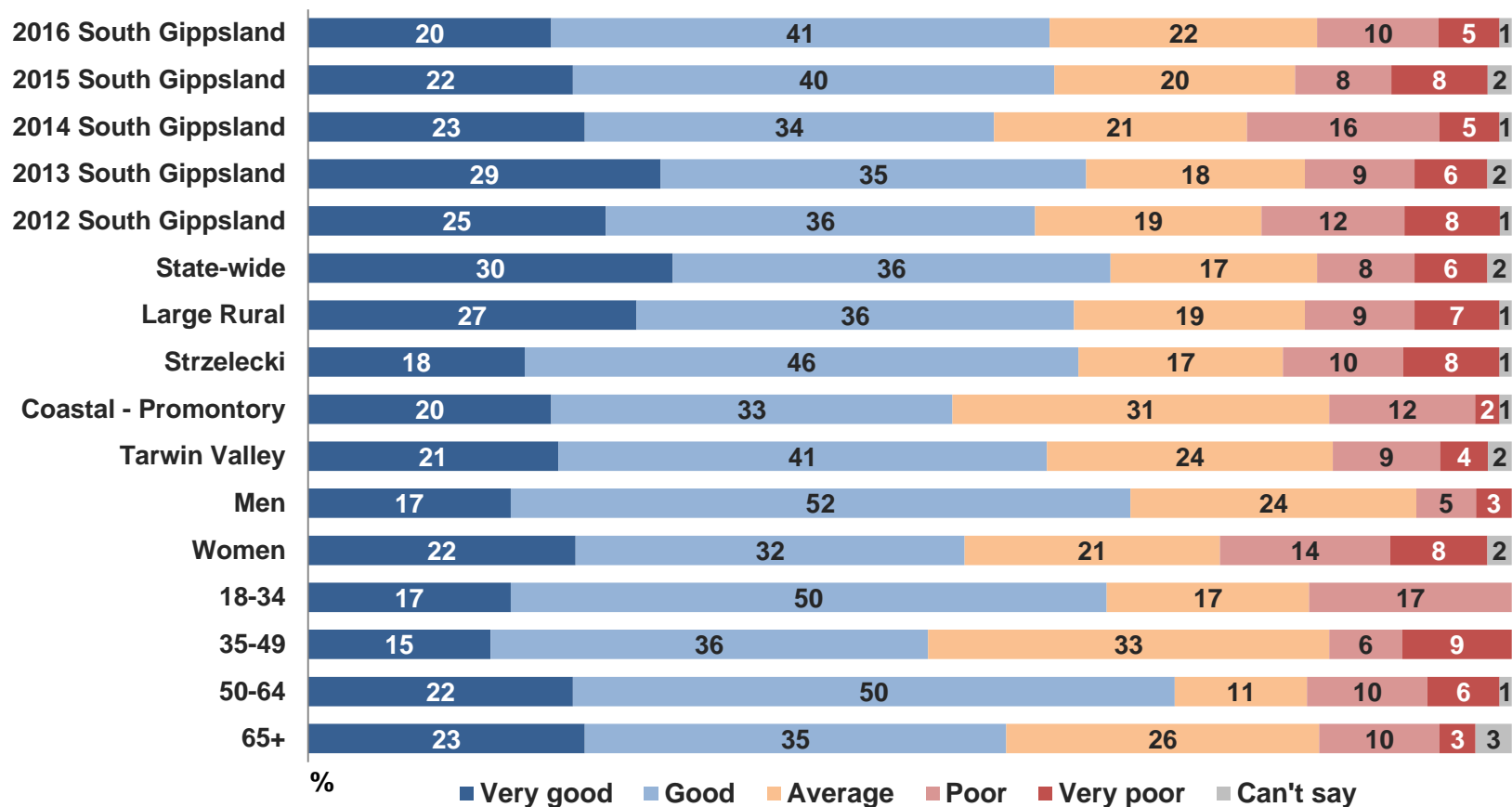
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences

2016 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

2016 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate South Gippsland Shire 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: 69 Councils asked group: 21



A satellite night map of South Australia, showing the state's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas, particularly around Adelaide, Perth, and the Eyre Peninsula. The interior of the state is mostly dark, with some scattered lights indicating smaller towns and infrastructure.

KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council Direction over last 12 months

- 57% stayed about the same, down 10 points on 2015
- 11% improved, up 3 points on 2015
- 25% deteriorated, up 4 points on 2015

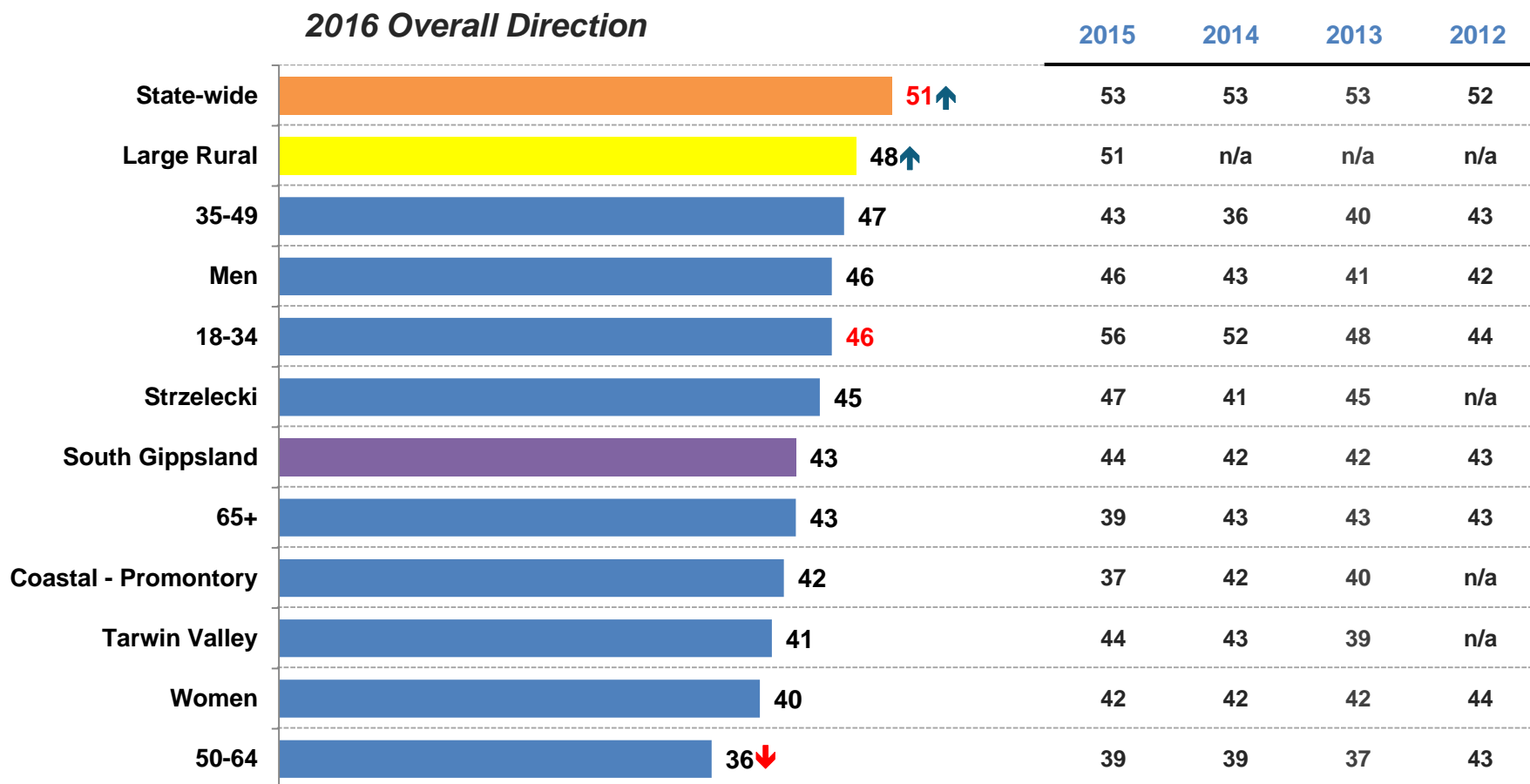
Most satisfied with Council Direction

- Aged 35-49 years
- Men
- Aged 18-34 years

Least satisfied with Council Direction

- Aged 50-64 years
- Women

2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



Q6. Over the last 12 months, what is your view of the direction of South Gippsland Shire Council's overall performance?

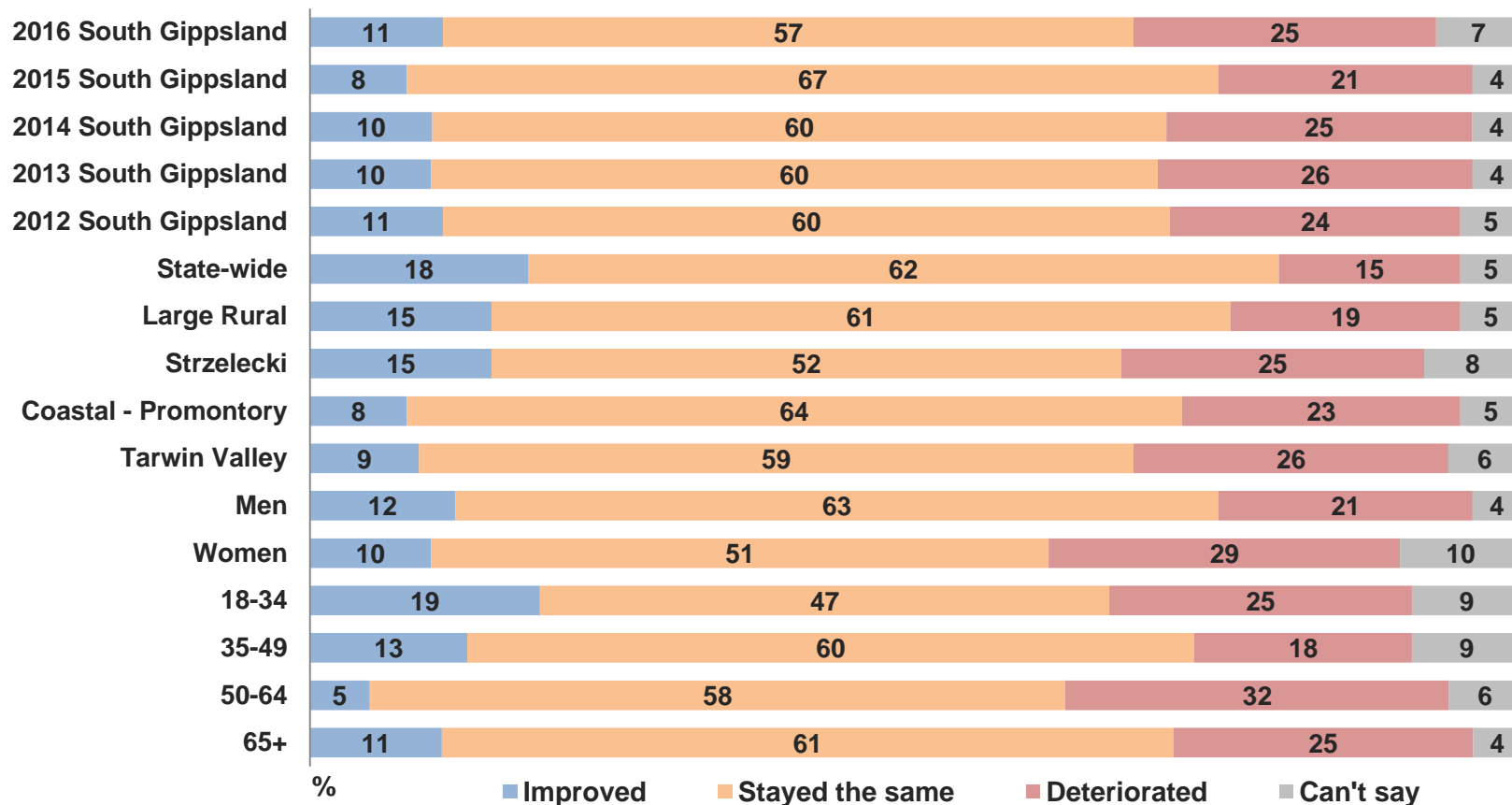
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see page 5 for explanation about significant differences

2016 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

2016 Overall Direction



Q6. Over the last 12 months, what is your view of the direction of South Gippsland Shire Council's overall performance?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21



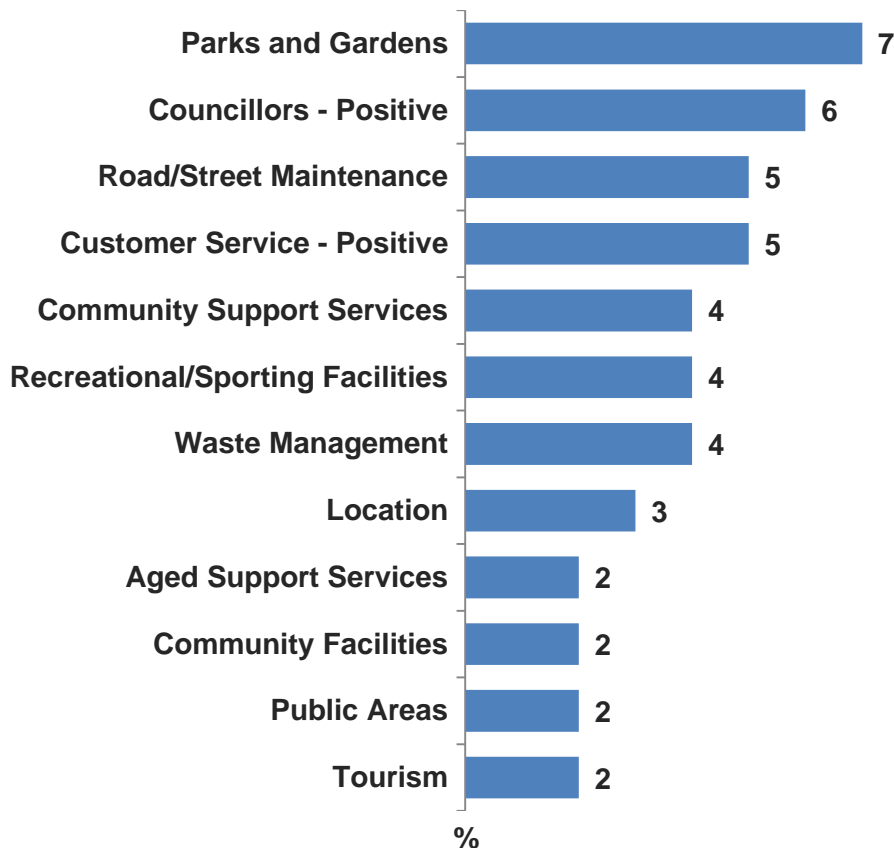
A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the land is a mix of brown and green, indicating different terrain types.

POSITIVES AND AREAS FOR IMPROVEMENT

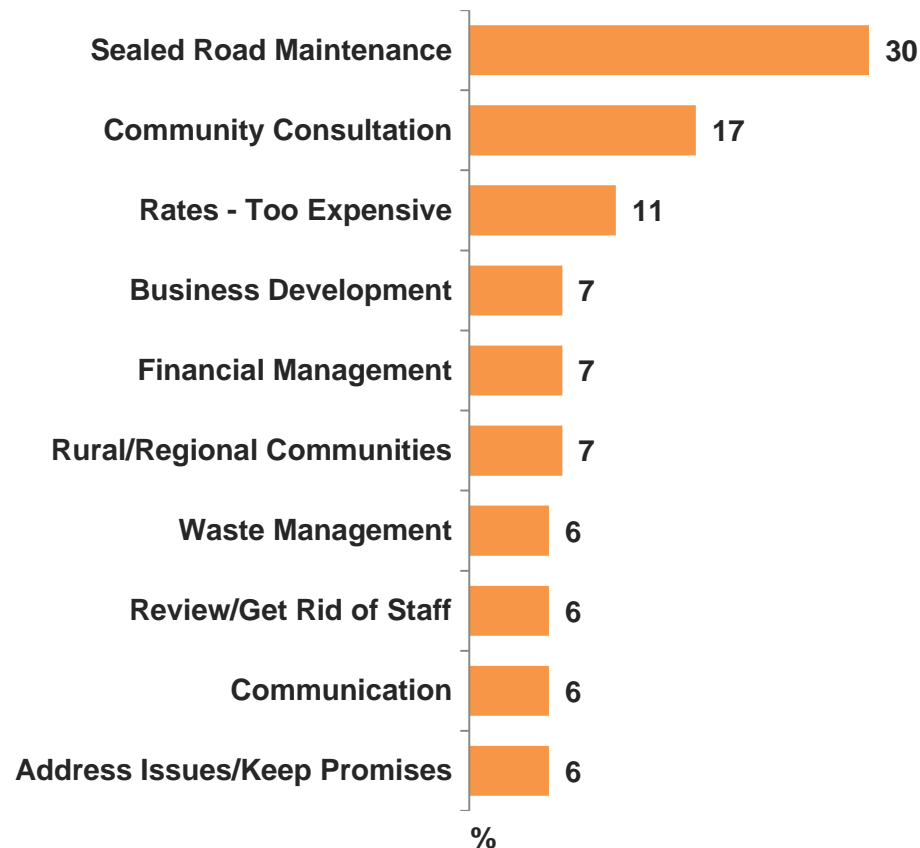
2016 BEST THINGS ABOUT COUNCIL DETAILED PERCENTAGES

2016 SERVICES TO IMPROVE DETAILED PERCENTAGES

2016 Best Aspects



2016 Areas for Improvement



Q16. Please tell me what is the ONE BEST thing about South Gippsland Shire Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked state-wide: 24 Councils asked group: 8

Q17. What does South Gippsland Shire Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 37 Councils asked group: 10

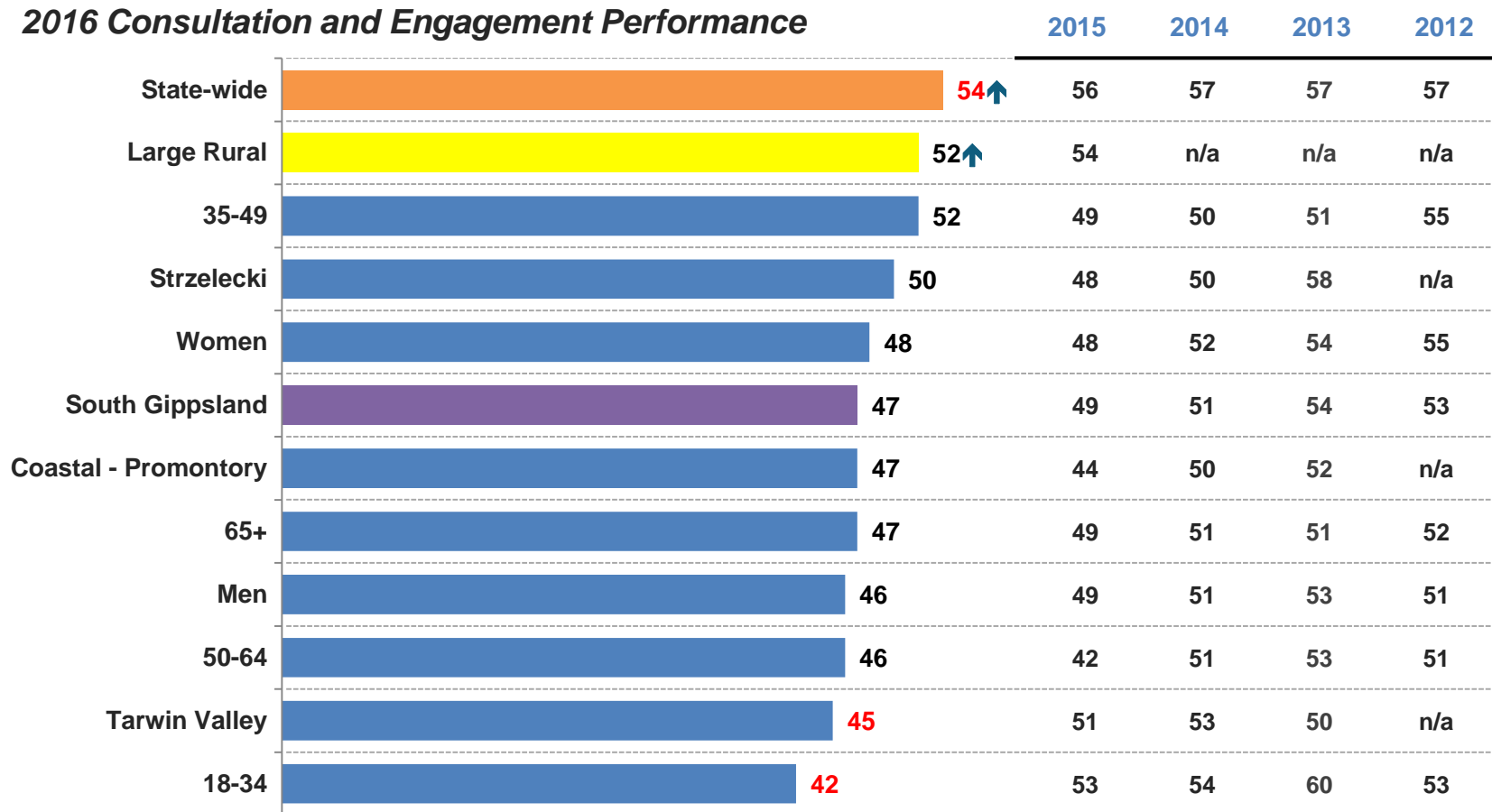


A satellite map of South Africa at night, showing the country's coastline and major cities illuminated by city lights. The map is centered on the country, with the surrounding ocean visible. The text "INDIVIDUAL SERVICE AREAS" is overlaid on the map in a large, white, sans-serif font.

INDIVIDUAL SERVICE AREAS

2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

2016 Consultation and Engagement Performance



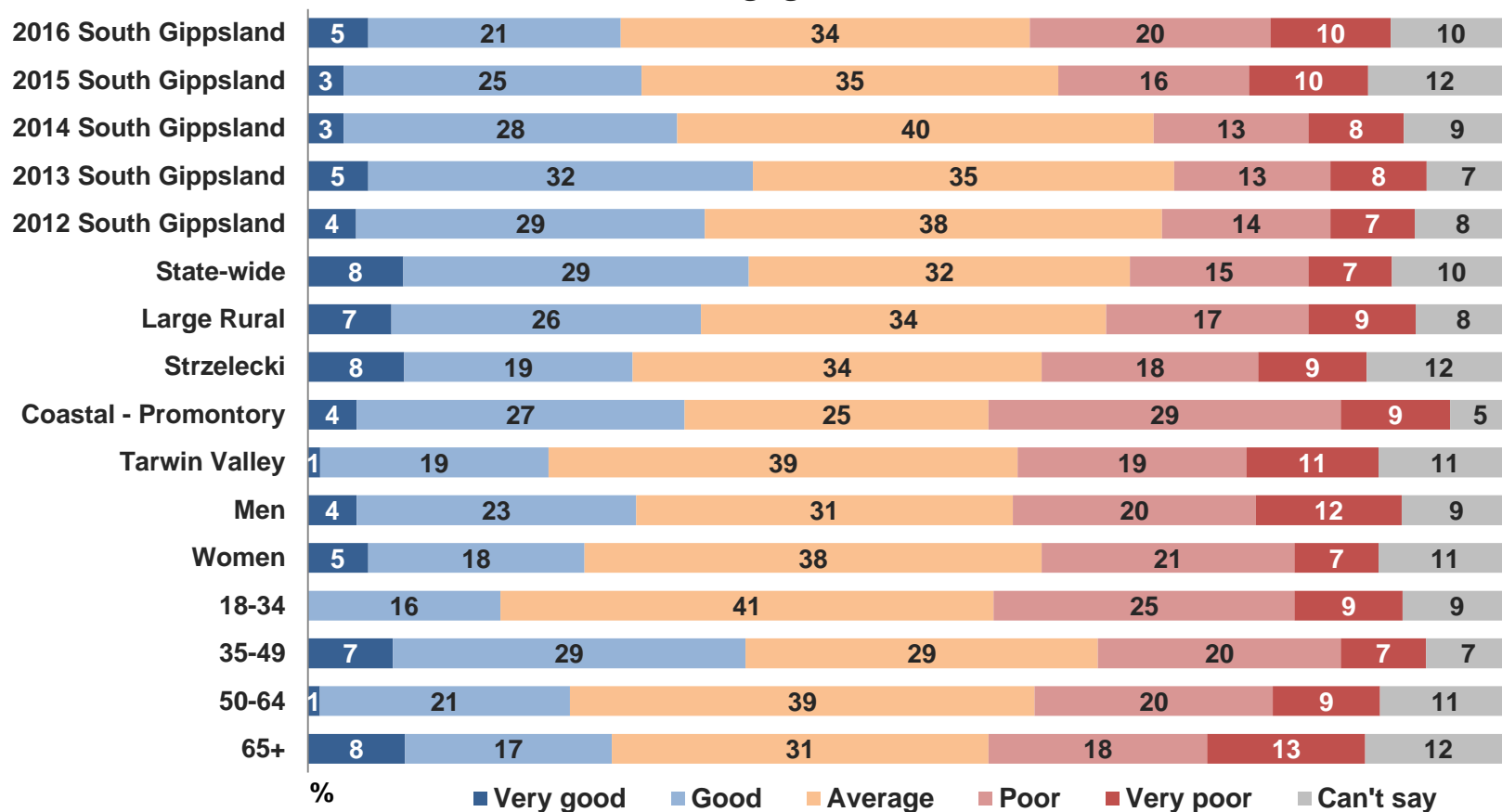
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences

2016 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES

2016 Consultation and Engagement Performance



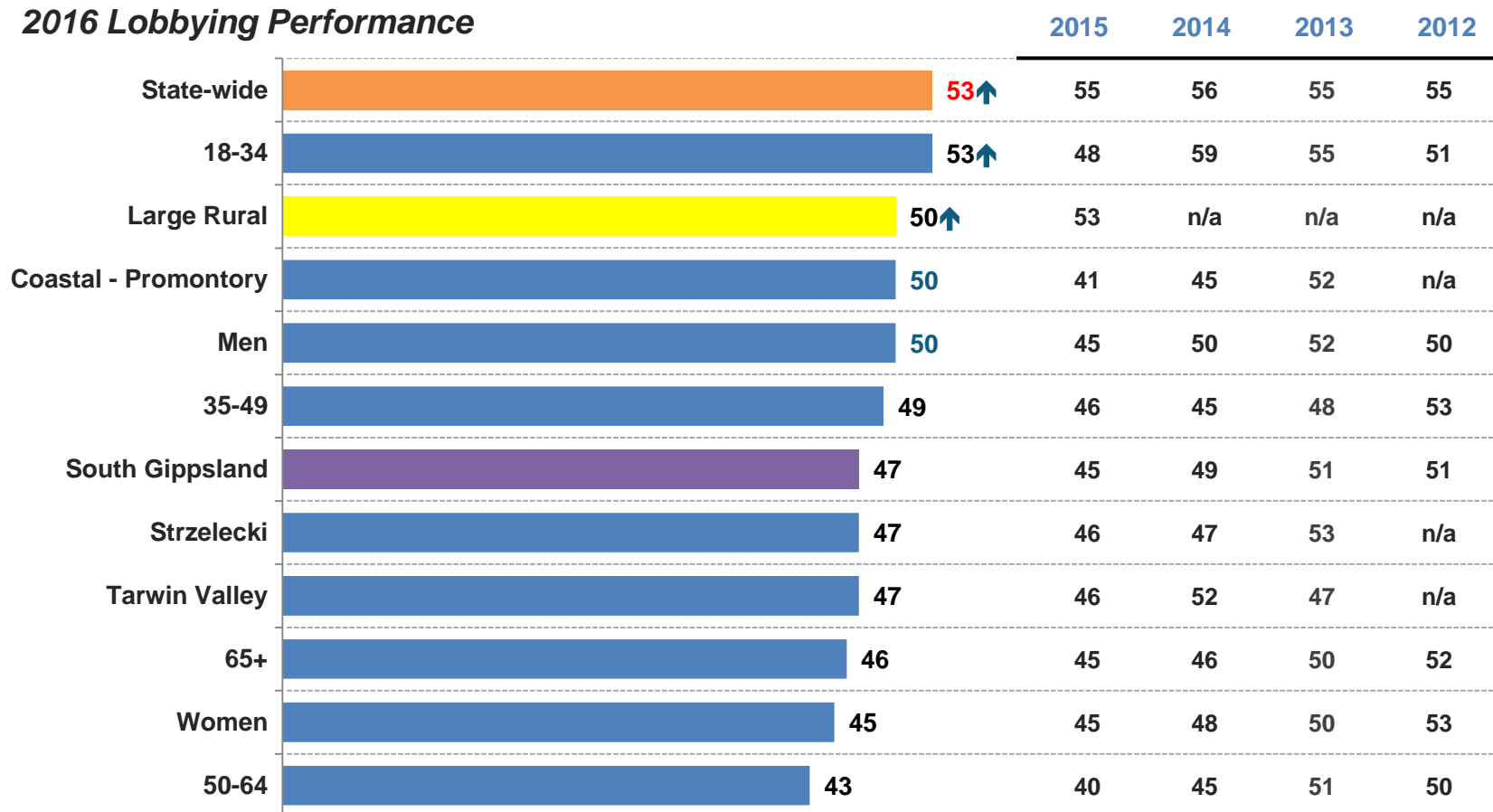
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21



2016 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES

2016 Lobbying Performance



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

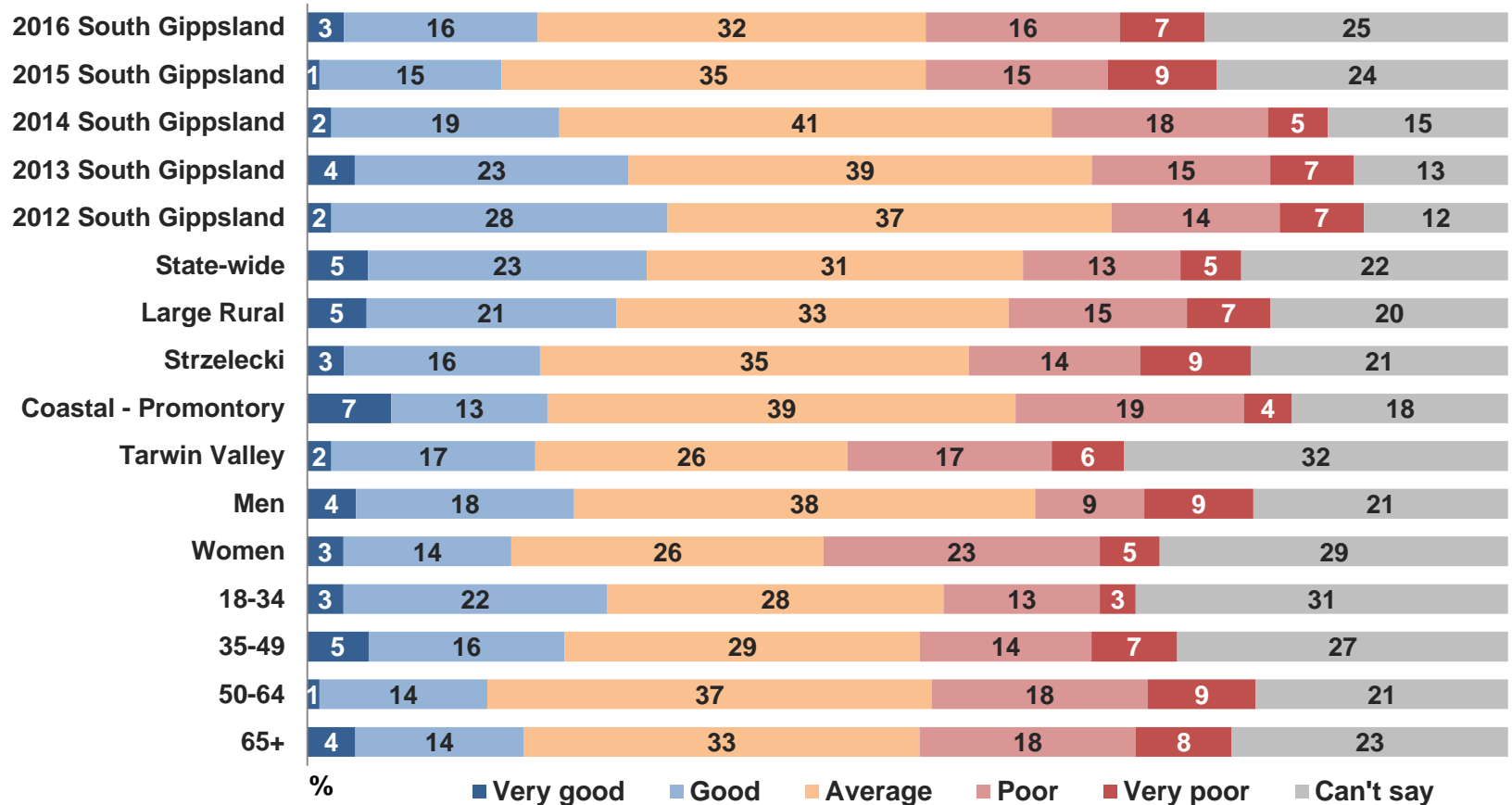
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences

2016 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2016 Lobbying Performance



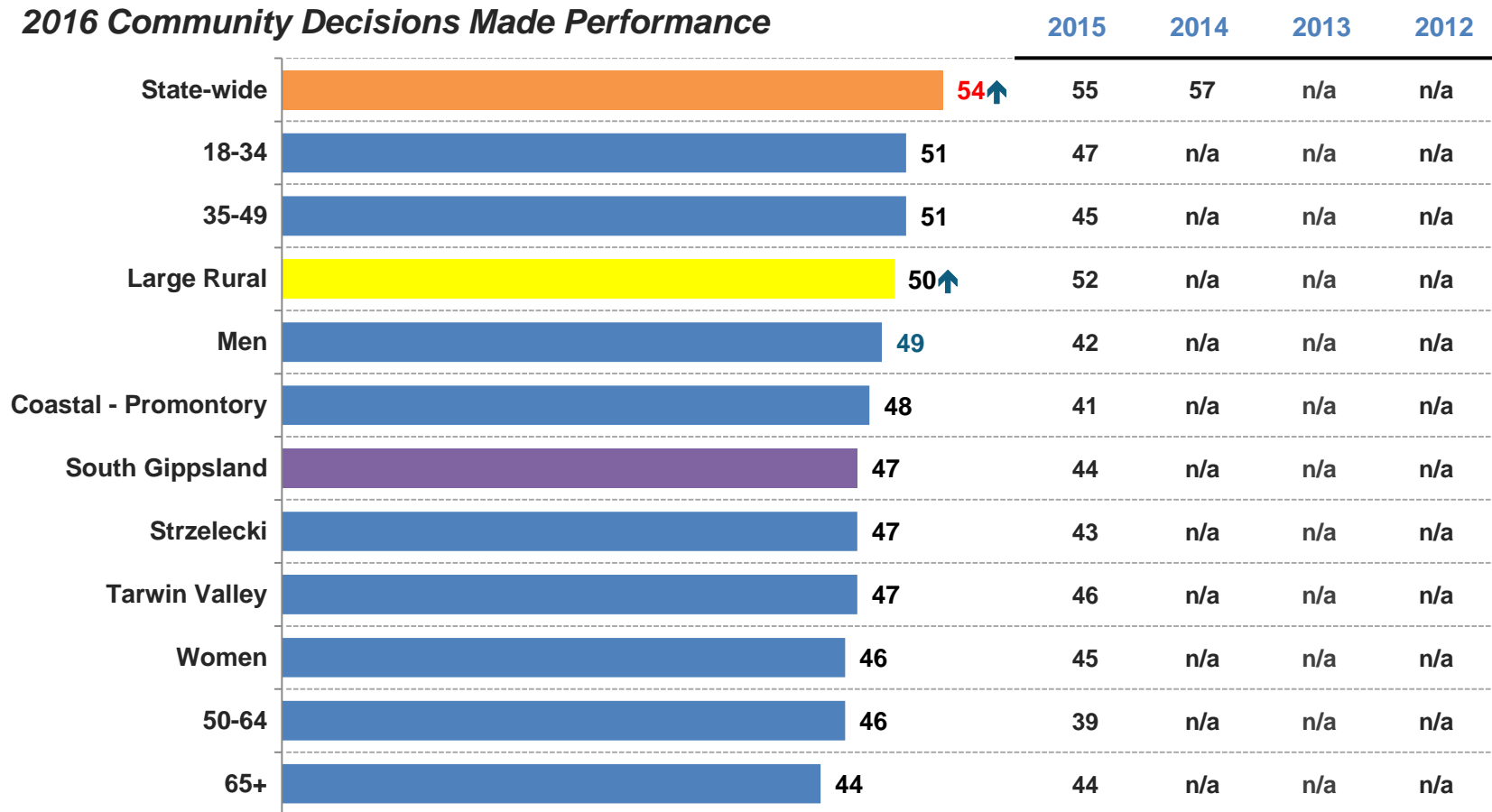
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21



2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES

2016 Community Decisions Made Performance



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

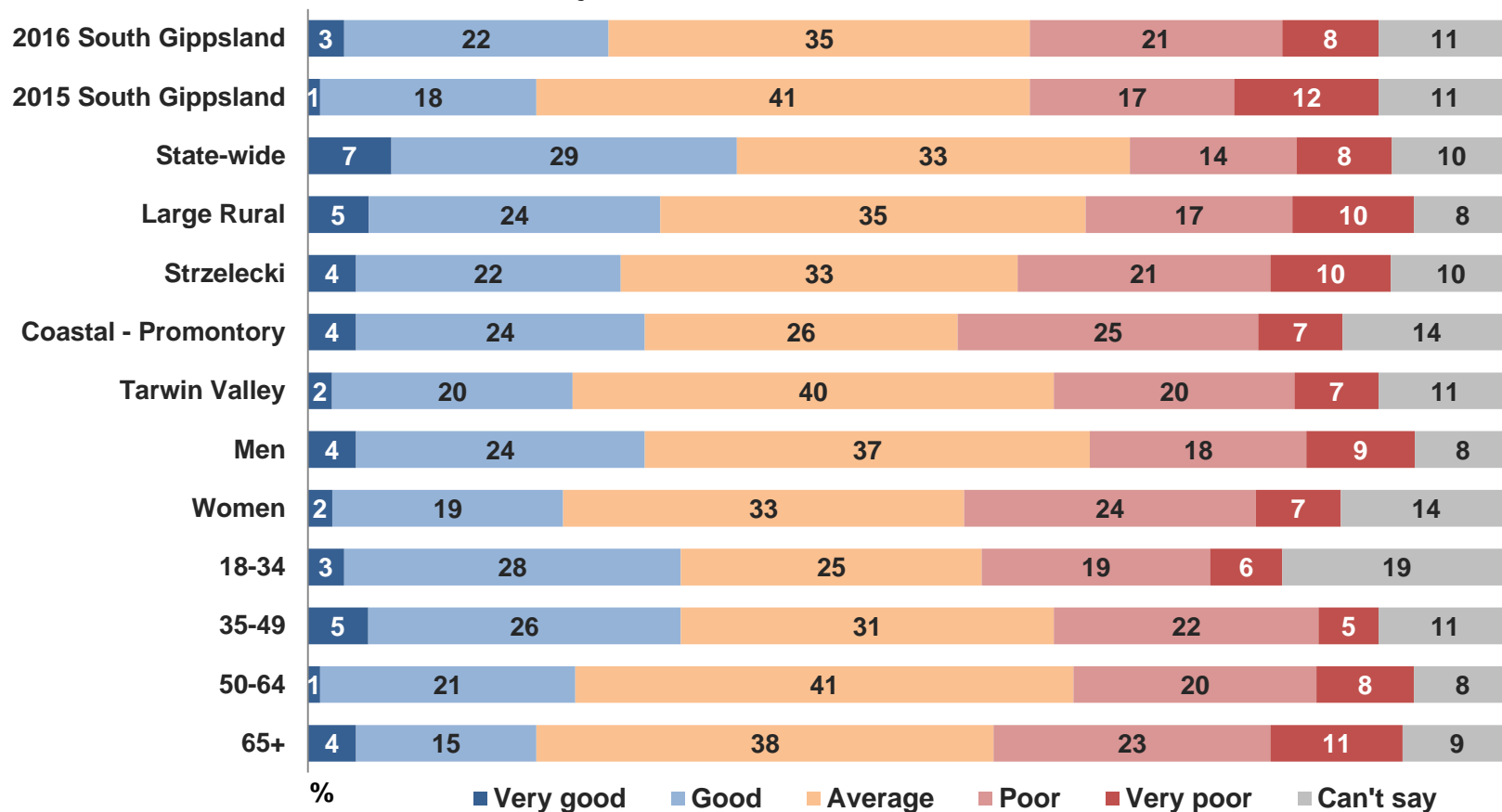
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences

2016 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

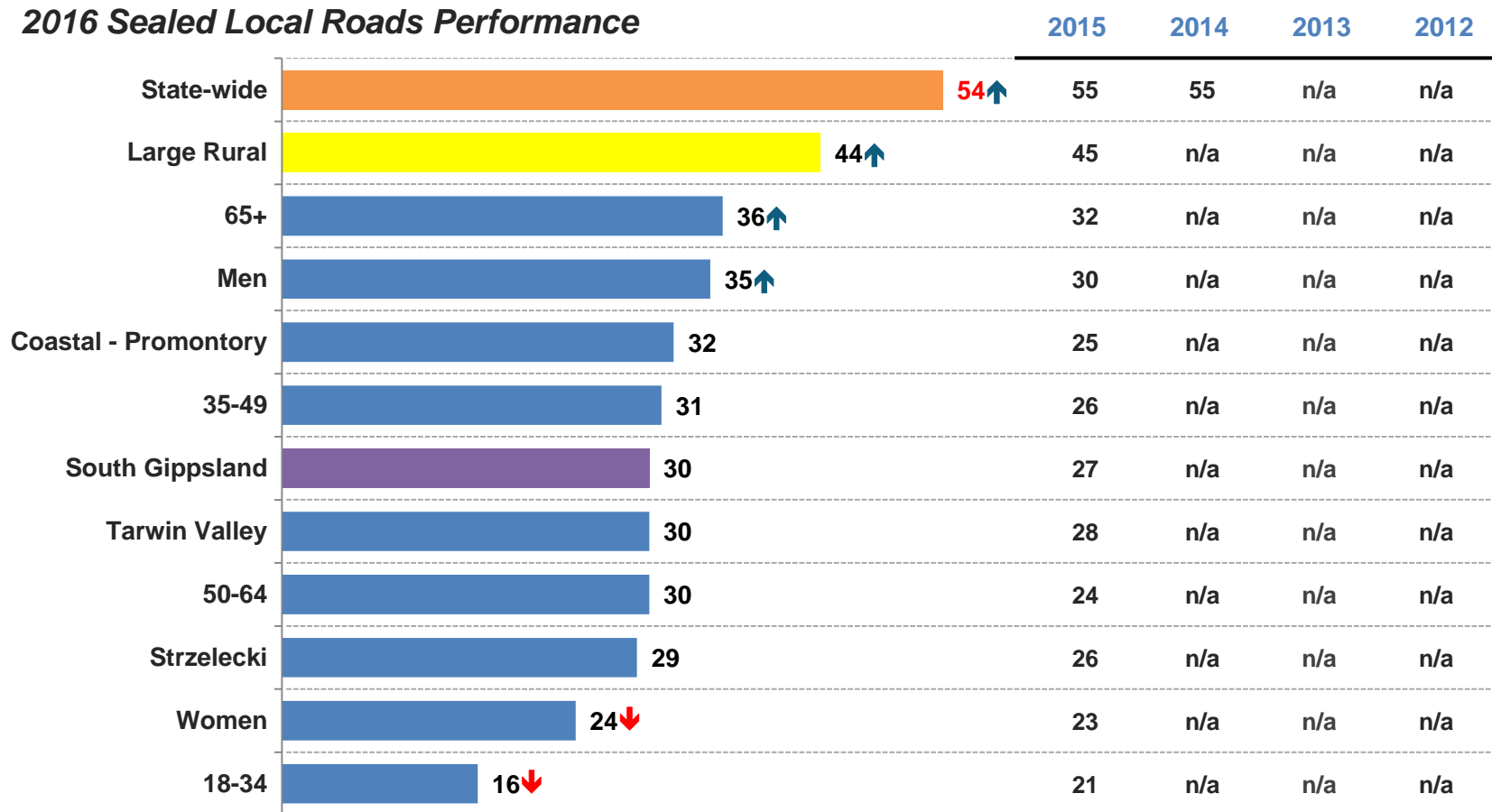
2016 Community Decisions Made Performance



2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES

2016 Sealed Local Roads Performance



Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?

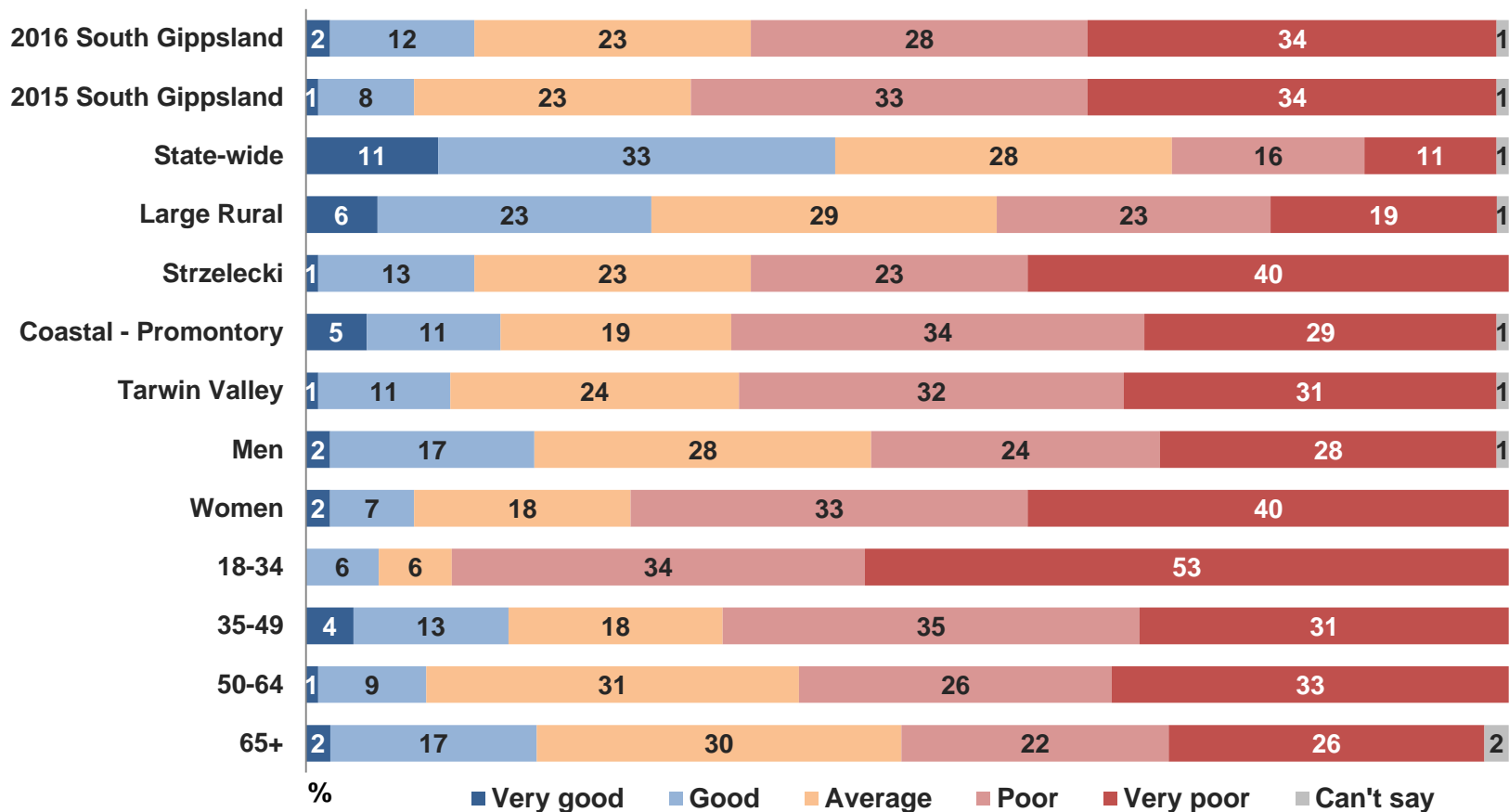
Base: All respondents. Councils asked state-wide: 69 Councils asked group: 21

Note: Please see slide 5 for explanation about significant differences

2016 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2016 Sealed Local Roads Performance

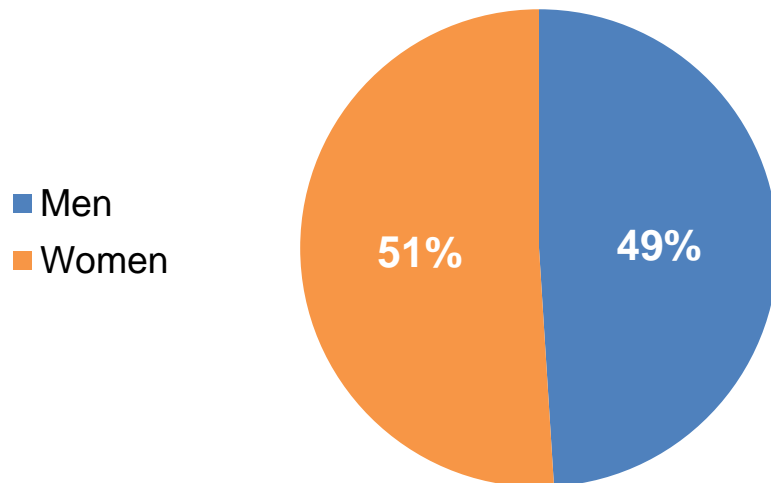


A satellite night-time image of South America, showing the continent's outline against the dark ocean. The landmass is covered with a dense network of glowing yellow and white lines representing roads and city lights. Major urban centers like Lima, Bogotá, and São Paulo are particularly bright. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font on the left side of the continent.

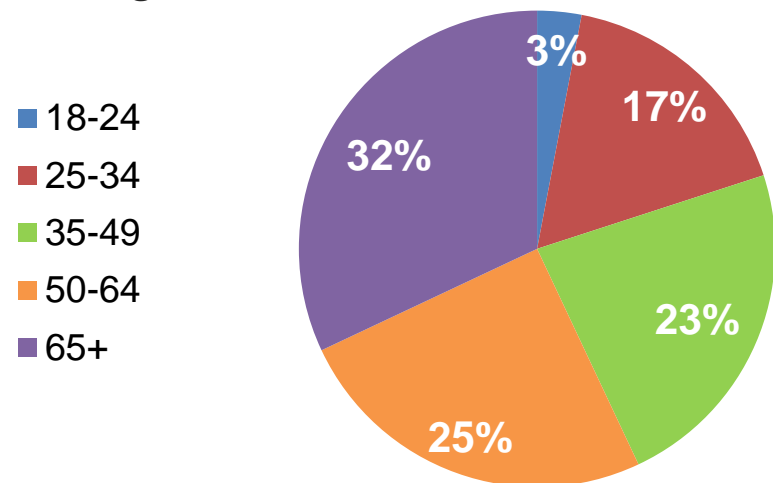
DETAILED DEMOGRAPHICS

2016 GENDER AND AGE PROFILE

Gender



Age



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

A satellite night map of South America, showing the continent's outline and the glowing lights of cities and roads. The lights are concentrated in the eastern and central parts of the continent, with a few smaller lights visible in the south. The background is a dark, textured map of the continent.

APPENDIX A: DETAILED SURVEY TABULATIONS

AVAILABLE IN SUPPLIED EXCEL FILE

A satellite night-time image of South Australia and Tasmania, Australia. The landmasses are dark, with a dense network of glowing yellow and white lights representing cities, towns, and roads. The surrounding ocean is a deep, dark blue. The text 'APPENDIX B: FURTHER PROJECT INFORMATION' is overlaid in large, bold, white capital letters on the left side of the image.

APPENDIX B: FURTHER PROJECT INFORMATION

APPENDIX B: BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a ‘head of household’ survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of 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 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 2012-2016 have been made throughout this report as appropriate.**

APPENDIX B: MARGINS OF ERROR

The sample size for the 2016 State-wide Local Government 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 22,000 people aged 18 years or over for South Gippsland Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
South Gippsland Shire Council	400	400	+/-4.9
Men	173	197	+/-7.4
Women	227	203	+/-6.5
Strzelecki	159	166	+/-7.8
Coastal - Promontory	78	70	+/-11.1
Tarwin Valley	163	164	+/-7.7
18-34 years	32	80	+/-17.6
35-49 years	55	92	+/-13.3
50-64 years	136	99	+/-8.4
65+ years	177	129	+/-7.4

APPENDIX B:

ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2016, 69 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 2012-2016 vary slightly.

Council Groups

South Gippsland Shire Council is classified as a Large Rural council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Large Rural group are: Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Horsham, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill, Wangaratta and Wellington.

Wherever appropriate, results for South Gippsland Shire Council for this 2016 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B:

ANALYSIS AND REPORTING

Index Scores

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

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

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

APPENDIX B:

ANALYSIS AND REPORTING

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

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

APPENDIX B:

INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

APPENDIX B:

ANALYSIS AND REPORTING

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2016 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2016 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

APPENDIX B: ANALYSIS AND REPORTING

Reporting

Every council that participated in the 2016 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

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

APPENDIX B:

GLOSSARY OF TERMS

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

CSS: 2016 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.