South Gippsland Shire Council
Annual Residents' Satisfaction Survey 2020

Report – July 2020

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Introduction, Objectives and Method

Introduction

- The South Gippsland Shire Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by Council, and to prioritise improvement opportunities that will be valued by the residents.

Research Objectives

- To assess satisfaction among residents in relation to services, facilities and other activities of South Gippsland Shire Council.
- To provide insights into how Council can best invest its resources to improve residents' satisfaction with its overall performance.

Method

- A statistically robust postal survey with an online option for completion was sent to 4,000 ratepayers, with a response of n=421 residents across the South Gippsland Shire
- Post data collection the sample has been weighted so it is aligned with known population distributions as contained in the Census 2016.
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of ± 4.78%.
- Interviewing took place between 11 May and 19 June 2020.
- The 2020 survey is similar to the questionnaire that was used in the 2019 survey to allow benchmarking with past survey results. The structure was also designed to facilitate additional analysis to help determine opportunities and how these should be prioritised.
- All performance scores have been calculated excluding *'don't know'* responses, unless otherwise stated.

Note

- Due to rounding, percentages may add to just over or under (± 1%) totals.

Executive Summary

1 Overall satisfaction with *South Gippsland Shire Council's performance* has increased from 31% satisfied residents in 2019 (scoring six to ten out of ten) to 42% satisfied residents in 2020. Perceptions *of Overall services and facilities* as well as *Overall reputation* have also improved while satisfaction with *Value for money* has slightly declined.

2 Council's reputation profile has been evaluated more positively in 2020 as compared with 2019. The reputation benchmark score increased from +27 in 2019 to +32 in 2020 with residents aged 65 years and older and residents in the Coastal Promontory ward being more likely to view Council's reputation more favourably than the other residents. The proportion of residents who are considered as *Champions* has increased while the proportion of residents who are *Sceptics* or those who have doubts or mistrust Council has decreased when compared with 2019.

3 Overall reputation is the main contributor to overall satisfaction with Council's performance. The priorities for improvement for Council are with regard to *Financial management, Leadership*, *Faith and trust*, *Regulatory services* and *Roads, footpaths and trails.* Improving performance in these areas will likely increase overall satisfaction.

4 Satisfaction with most *Services and facilities* has increased from 16% satisfied residents in 2019 to 22% satisfied residents in 2020. Perceptions are most strongly influenced by Council's performance in Regulatory services. Council's overall performance regarding *Waste services* and *Facilities and events* has also improved while the satisfaction index score for *Roads, footpaths and trails* remained the same as its level in 2019.

5 More than two thirds of residents have contacted South Gippsland Shire Council in the past 12 months with more than half (56%) doing so via Telephone (during office hours). Satisfaction with *Council's customer service performance* is consistent with the previous year. *Staff friendliness and professionalism* and the *Quality of services provided by customer service staff* have been rated highly in 2020 with 81% and 77% satisfied residents, respectively.

Key Findings

Index scores

Overall performance

36

Reputation

32

Services and facilities

55

Value for money

35
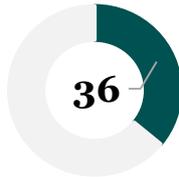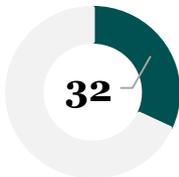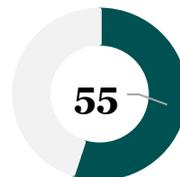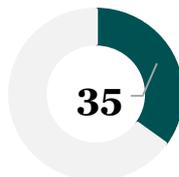
Top 5 Best Performing Areas
(% very satisfied – scoring 8 to 10)

75%	72%	72%	65%	65%
Weekly rubbish collection	Library	Recycling collection	Sports fields	Green waste collection
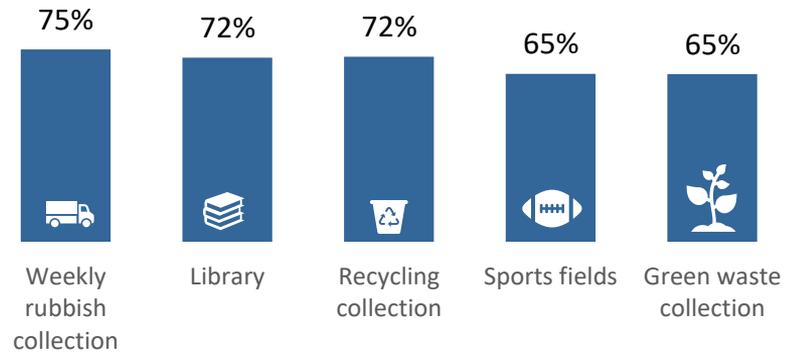
Key Opportunities for Improvement

Faith and trust in Council

Leadership

Roads, footpaths and trails

Financial management

Regulatory services

The questionnaire, rating scale, and categorisation for reporting satisfaction scores has been refined and is somewhat similar to what has been used in previous years

Residents were asked to rate their satisfaction with various services, infrastructure and facilities provided by Council, using a 10-point scale where 1 is very dissatisfied and 10 is very satisfied.

Results throughout this report are presented as:
- the percentage of respondents that provided a score of 8 to 10 being very satisfied,
- an index score calculated and represented as a score out of 100 on a 0 to 100 scale as required by the Local Government Performance Reporting Framework (LGPRF).

Index scores can be categorised as follows:

Category	Score	Index Value
Very satisfied	8 – 10	80 – 100
Satisfied	6 – 7	60 – 79
Neutral	5	40 – 59
Dissatisfied	1 – 4	0 – 39

When making direct comparisons to previous survey results, slight variations could potentially be attributed to differences in questionnaire layout and question wording, method, scale, and index score calculations. When undertaking the survey design and reporting of results, every effort has been made to minimise any potential for variation.

In adopting the mandatory calculation measures as stipulated by the Local Government Performance Reporting Framework (LGPRF), no significant impact in the results can be attributed directly to the change in scale when reporting index scores.

Overall Satisfaction

South Gippsland Shire Council

KEYRESEARCH

Overall satisfaction with South Gippsland Shire Council's performance has improved with more than four in ten satisfied residents (giving a rating of six to ten out of ten). Index scores have also increased for *Overall services and facilities* and *Overall reputation*

Satisfaction: Overall level drivers

INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Very dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall satisfaction with Council's performance	49%	9%	32% (42%)	10%	36	33	+3	33	37	43
Overall services and facilities	23%	17%	38%	22%	55	49	+6	55	54	59
Overall value for money	52%	14%	22%	12%	35	37	-2	31	38	41
Overall reputation	59%	14%	17%	9%	32	27	+5	31	31	36

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
4. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
5. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
6. *Difference 2020 Index – 2019 Index

Index scores for all aspects of *Reputation* have increased from their levels in 2019 with the highest point difference pertaining to *Services and facilities*

Satisfaction: Reputation

INDEX by area
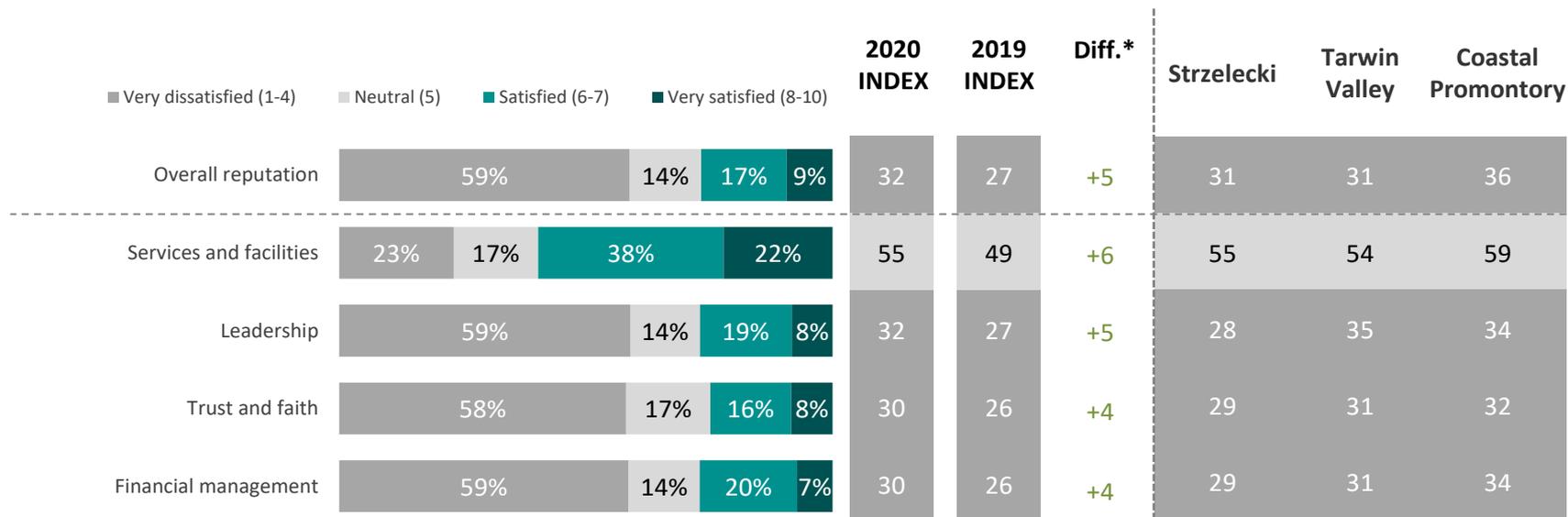
Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

		2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall reputation	59% / 14% / 17% / 9%	32	27	+5	31	31	36
Services and facilities	23% / 17% / 38% / 22%	55	49	+6	55	54	59
Leadership	59% / 14% / 19% / 8%	32	27	+5	28	35	34
Trust and faith	58% / 17% / 16% / 8%	30	26	+4	29	31	32
Financial management	59% / 14% / 20% / 7%	30	26	+4	29	31	34

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. REP1. Being committed to creating a great shire, how it promotes economic development, being in touch with the community and setting clear direction – how would you rate Council for its leadership?
3. REP2. Next I'd like you to think about how open and transparent Council is, how Council can be relied on to act honestly and fairly, and their ability to work in the best interest of the shire. Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. Now thinking about Council's financial management – how appropriately it invests in the shire, how wisely it spends and avoids waste and its transparency around spending. How would you rate Council overall for its financial management?
5. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
6. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
7. *Difference 2020 Index – 2019 Index

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

Most residents of the Shire are very satisfied with Council's *Waste services* (59%) and with the maintenance of *Parks and reserves* (51%). The satisfaction index score for *Regulatory services* increased by seven points from 45 in 2019 to 52 in 2020

Satisfaction: Services and facilities
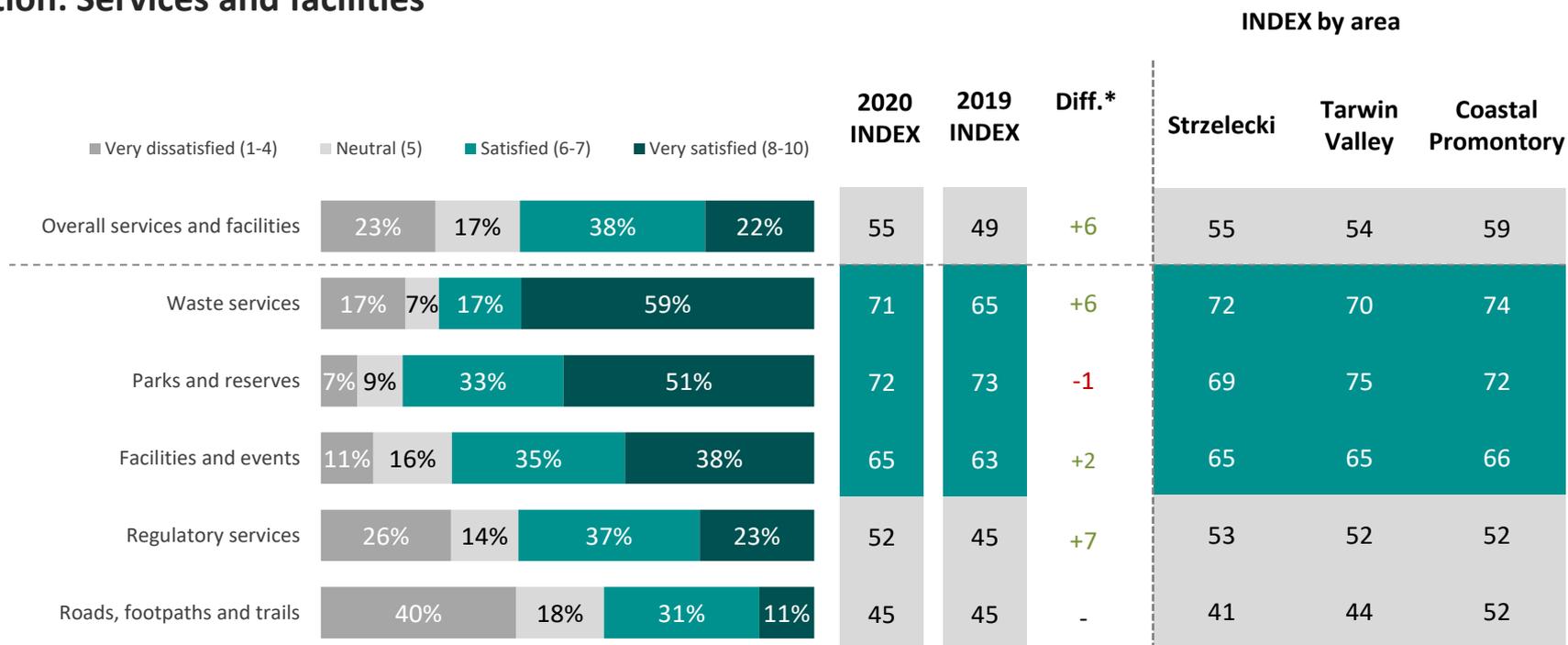
INDEX by area

	Very dissatisfied (1-4) / Neutral (5) / Satisfied (6-7) / Very satisfied (8-10)	2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall services and facilities	23% / 17% / 38% / 22%	55	49	+6	55	54	59
Waste services	17% / 7% / 17% / 59%	71	65	+6	72	70	74
Parks and reserves	7% / 9% / 33% / 51%	72	73	-1	69	75	72
Facilities and events	11% / 16% / 35% / 38%	65	63	+2	65	65	66
Regulatory services	26% / 14% / 37% / 23%	52	45	+7	53	52	52
Roads, footpaths and trails	40% / 18% / 31% / 11%	45	45	-	41	44	52

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
3. WW3. Overall how satisfied are you with Council's waste services?
4. PR3. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
5. FE3. Overall how satisfied are you with the Council's facilities and events?
6. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
7. RS3. Overall how satisfied are you with Council's regulatory services?
8. *Difference 2020 Index – 2019 Index

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

KEYRESEARCH

Residents' satisfaction with *Payment arrangements being fair and reasonable*, *Reminders being timely and useful* and *Invoicing being clear and correct* is high. However, more than half of the residents (52%) are dissatisfied with *Overall value for money*

Satisfaction: Value for money

INDEX by area

Legend: ■ Very dissatisfied (1-4)　■ Neutral (5)　■ Satisfied (6-7)　■ Very satisfied (8-10)

	Distribution	2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall value for money	52% / 14% / 22% / 12%	35	37	-2	31	38	41
Payment arrangements being fair and reasonable	10% / 13% / 20% / 57%	72	70	+2	72	71	76
Reminders being timely and useful	8% / 16% / 20% / 56%	72	71	+1	70	71	78
Invoicing being clear and correct	10% / 14% / 25% / 51%	70	70	-	69	71	72
Fees for other services being fair and reasonable	49% / 17% / 21% / 13%	38	37	+1	35	37	46
Rates being fair and reasonable	59% / 15% / 19% / 7%	30	30	-	23	34	35

| Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. VM2. How would you rate your satisfaction with Council for…
3. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates or other fees?
4. *Difference 2020 Index – 2019 Index

Drivers of Overall Satisfaction

The framework below determines how the various reputation, service and value elements impact residents overall evaluation of Council

Overview

The model determines the relationships that exist between a set of independent variables and a dependent variable for which we want to predict the outcome.

Top level attribute to measure	Rationale
Reputation	How competent the Council is perceived to be and the extent that residents have developed an affinity with Council form the major components of its reputation
Overall services and facilities	Perceptions are also influenced by how well residents believe its council is delivering core services such as roads, waste services and other city infrastructure
Value for money	Residents develop perceptions of value based on what they receive by way of services and what they pay for these via their rates and user based fees

Overall performance

The Customer Value Management (CVM) model has been used to understand perceptions of Council and as a mechanism for prioritising improvement opportunities

Introduction to the CVM driver model

Illustrative

Overview of our driver model

- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides

- We use statistics to derive the impact each driver has on overall satisfaction

Level of impact
Measures the impact that each driver has on overall satisfaction. The measure is derived through statistical modelling based on regression (looking at the influence one or more independent variables has on a dependant variable)

Impact | Index* | Performance (%8-10)

P % Image and reputation
x   S %

P % Roads, footpaths and trails
x   S %

P % Waste services
x   S %

Overall performance
x   S %

P % Overall services and facilities
x   S %

P % Parks and reserves
x   S %

P % Facilities and events
x   S %

P % Value for money
x   S %

P % Regulatory services
x   S %

* Index Value
Score calculated and represented on a scale from 0 to 100 calculated according to LGPRF framework

Performance
Scale of 1=Dissatisfied to 10=Satisfied. Results are reported as the percentage very satisfied; % scoring 8-10

South Gippsland Shire Council

KEYRESEARCH

Council's overall performance evaluation is strongly influenced by *Image and reputation* with *Services and facilities* having a moderate level of impact on perceptions

Driver analysis: Overall level drivers

Impact | Index* | Performance (%8-10)

Performance
1=Dissatisfied/poor 10=Satisfied/excellent
Results are reported as the percentage very satisfied; % scoring 8-10 representing very satisfied

Level of impact
Measures the impact that each driver has on overall satisfaction. The measure is derived through statistical modelling based on regression (looking at the influence one or more independent variables has on a dependant variable)

68% — Image and reputation
32 | 9%

Overall performance
36 | 10%

24% — Overall services and facilities
55 | 22%

34% — Roads, footpaths and trails
45 | 11%

6% — Waste services
71 | 59%

10% — Parks and reserves
72 | 51%

5% — Facilities and events
65 | 38%

44% — Regulatory services
52 | 23%

7% — Value for money
35 | 12%

* Index Value
Score calculated and represented on a scale from 0 to 100 calculated according to LGPRF framework

Reputation is the main driver of perception of Council's performance and as satisfaction with this aspect is low, it is identified as a key area for improvement

Driver analysis: Overall level drivers

	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall satisfaction with Council's performance		10%	7%	5%	13%	16%
Reputation	68%	9% ▲	6%	3%	14%	14%
Service and facilities	24%	22% ▲	16%	14%	28%	26%
Value for money	7%	12%	13%	8%	13%	16%

▲ *Significantly higher than the previous year*
▼ *Significantly lower than the previous year*

Significantly higher than the other ward(s)
Significantly lower than the other ward(s)

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
4. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
5. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Financial management and Leadership have the greatest impact on satisfaction with Overall reputation.
Making improvements in these two areas will likely improve perceptions of Council's performance

Driver analysis: Reputation
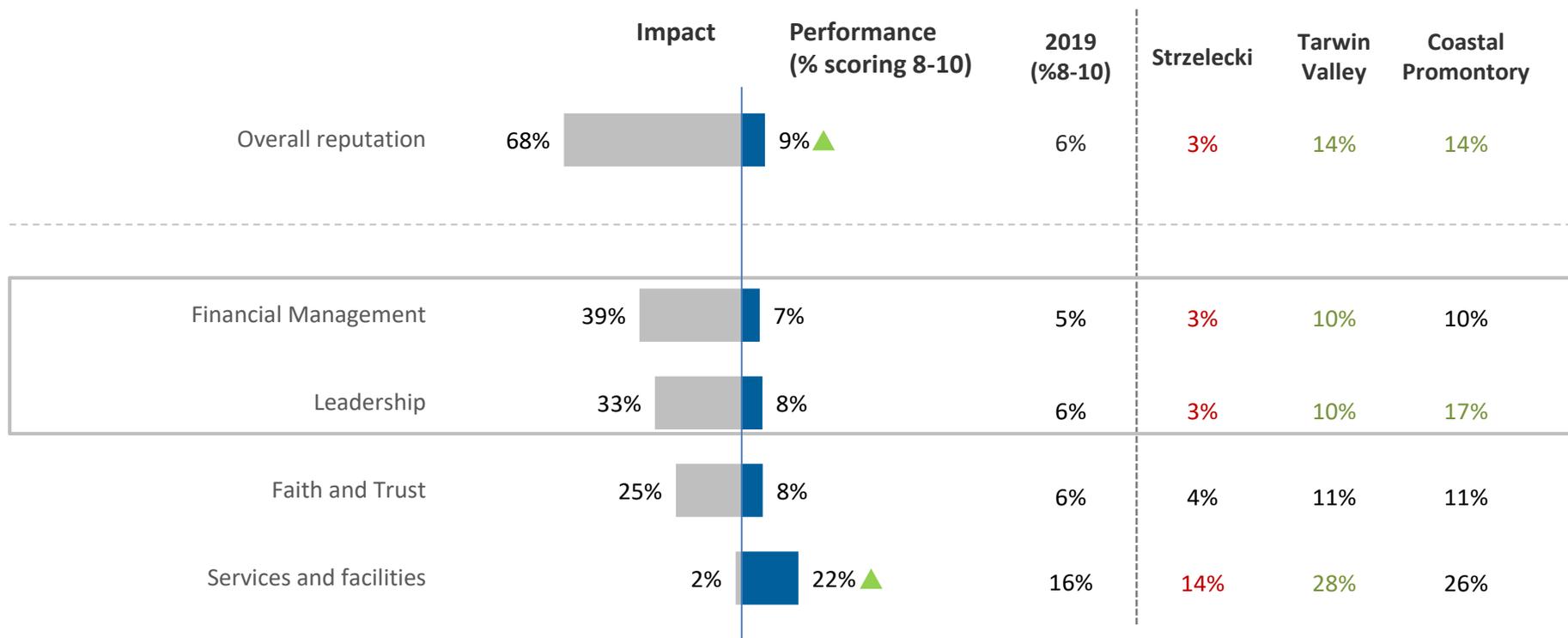
	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall reputation	68%	9% ▲	6%	3%	14%	14%
Financial Management	39%	7%	5%	3%	10%	10%
Leadership	33%	8%	6%	3%	10%	17%
Faith and Trust	25%	8%	6%	4%	11%	11%
Services and facilities	2%	22% ▲	16%	14%	28%	26%

▲ Significantly higher than the previous year
▼ Significantly lower than the previous year

Significantly higher than the other ward(s)
Significantly lower than the other ward(s)

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. REP1. Being committed to creating a great shire, how it promotes economic development, being in touch with the community and setting clear direction – how would you rate Council for its leadership?
3. REP2. Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. How would you rate Council overall for its financial management?
5. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?
6. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?

Rates being fair and reasonable highly influences how residents perceive the value they get out of the rates they pay and with this attribute having a poor performance rating, it is considered as a priority for improvement

Driver analysis: Value for money

	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall value for money	7%	12%	13%	8%	13%	16%
Rates being fair and reasonable	76%	7%	10%	5%	8%	9%
Fees for other services being fair and reasonable	13%	13%	14%	11%	13%	18%
Payment arrangements being fair and reasonable	11%	57% ▲	50%	51%	57%	67%
Reminders being timely and useful	1%	56%	51%	51%	56%	66%
Invoicing clear and correct	nci	51%	50%	46%	53%	59%

▲ *Significantly higher than the previous year*
▼ *Significantly lower than the previous year*

NOTES:
1. Sample: 2019 n=704 ratepayers, 2020 n=400 ratepayers; Strzelecki n=114, Tarwin Valley n= 156, Coastal Promontory n=130
2. VM2. How would you rate your satisfaction with Council for…
3. VM3. Considering all the services and facilities that Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates or other fees?
4. nci = no current impact

Making improvements regarding *Regulatory services* will likely enhance perceptions of *Overall services and facilities* due to its high impact and relatively low performance score

Driver analysis: Services and facilities
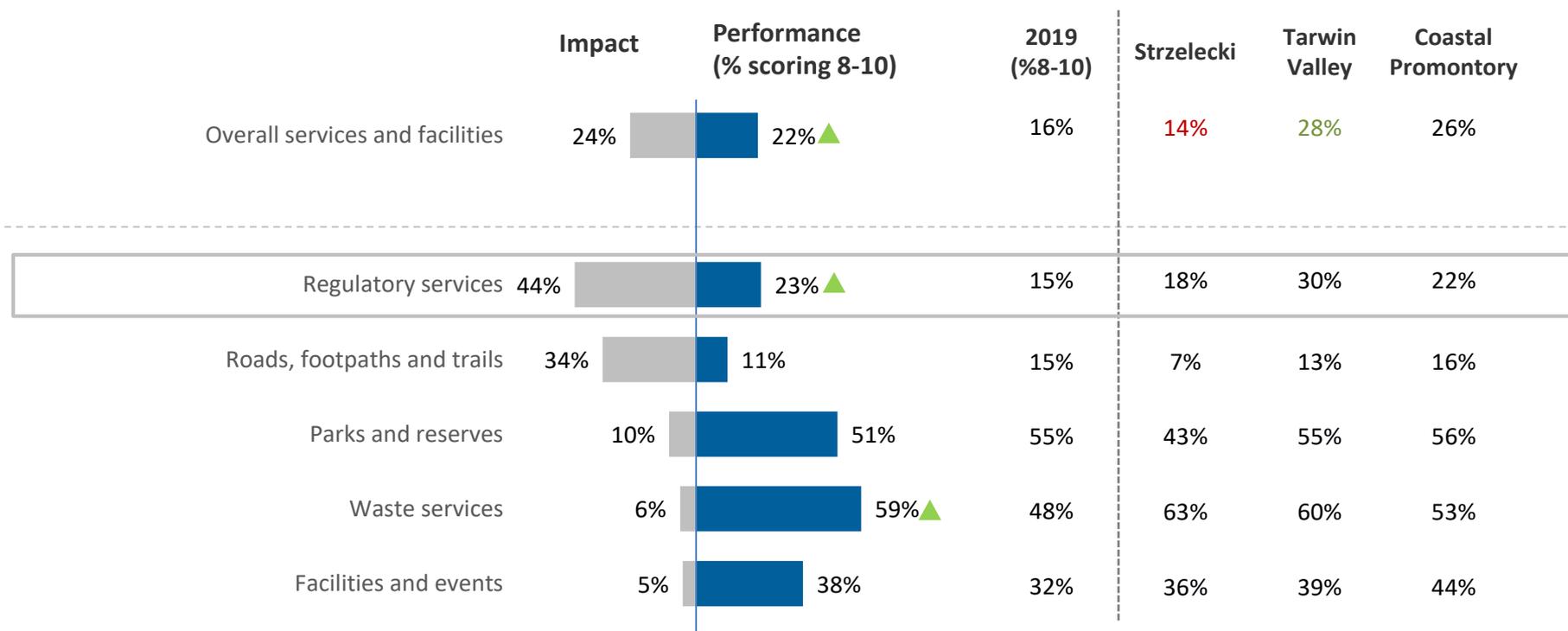
	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall services and facilities	24%	22% ▲	16%	14%	28%	26%
Regulatory services	44%	23% ▲	15%	18%	30%	22%
Roads, footpaths and trails	34%	11%	15%	7%	13%	16%
Parks and reserves	10%	51%	55%	43%	55%	56%
Waste services	6%	59% ▲	48%	63%	60%	53%
Facilities and events	5%	38%	32%	36%	39%	44%

▲ *Significantly higher than the previous year*
▼ *Significantly lower than the previous year*

*Significantly higher than the other ward(s)*
Significantly lower than the other ward(s)

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
3. WW2. Overall how satisfied are you with Council's waste services?
4. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
5. FE2. Overall how satisfied are you with the Council's facilities and events?
6. OVLSV. Overall, how satisfied are you with the services and facilities that Council provides?

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KEYRESEARCH

Building control mainly drives perceptions of *Regulatory services* and it is also the area where improvements should be made since satisfaction with this service is low

Driver analysis: Regulatory Services
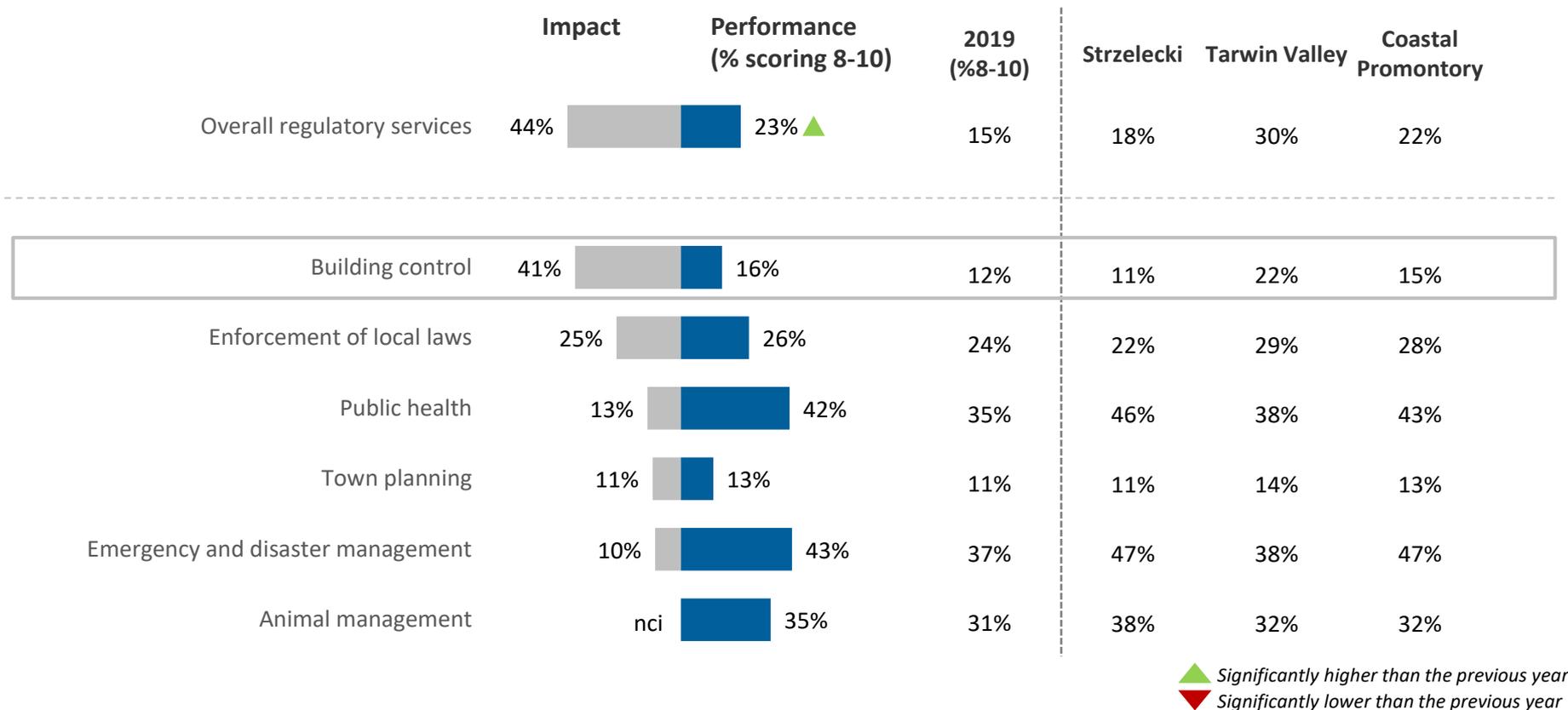
	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall regulatory services	44%	23% ▲	15%	18%	30%	22%
Building control	41%	16%	12%	11%	22%	15%
Enforcement of local laws	25%	26%	24%	22%	29%	28%
Public health	13%	42%	35%	46%	38%	43%
Town planning	11%	13%	11%	11%	14%	13%
Emergency and disaster management	10%	43%	37%	47%	38%	47%
Animal management	nci	35%	31%	38%	32%	32%

▲ *Significantly higher than the previous year*
▼ *Significantly lower than the previous year*

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. RS1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following…
3. RS2. Overall how satisfied are you with the Council's regulatory services?
4. nci = no current impact

Regarding Council's performance in the provision and maintenance of *Roads and footpaths*, residents would most value improvements to the *Condition of local sealed roads* as well as the *Condition of gravel roads*

Driver analysis: Roads, Footpaths and Trails
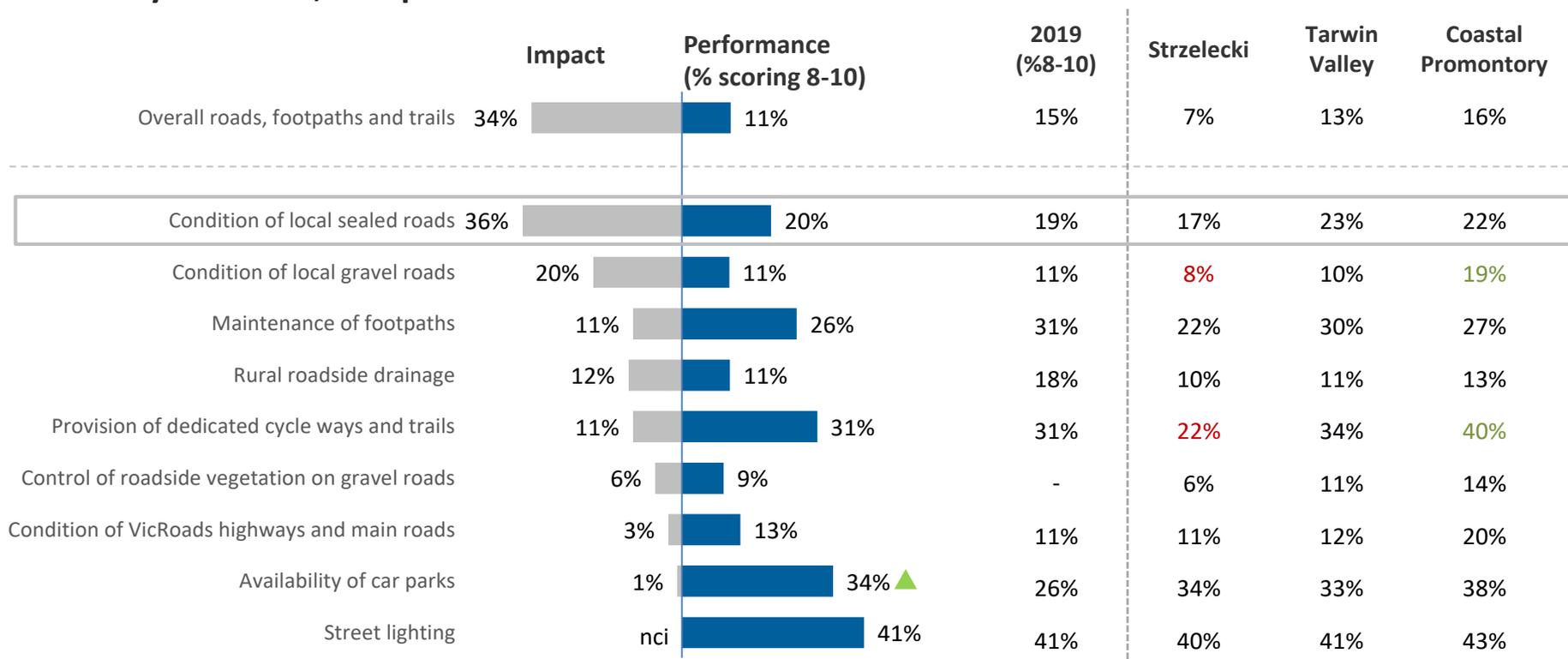
	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall roads, footpaths and trails	34%	11%	15%	7%	13%	16%
Condition of local sealed roads	36%	20%	19%	17%	23%	22%
Condition of local gravel roads	20%	11%	11%	8%	10%	19%
Maintenance of footpaths	11%	26%	31%	22%	30%	27%
Rural roadside drainage	12%	11%	18%	10%	11%	13%
Provision of dedicated cycle ways and trails	11%	31%	31%	22%	34%	40%
Control of roadside vegetation on gravel roads	6%	9%	-	6%	11%	14%
Condition of VicRoads highways and main roads	3%	13%	11%	11%	12%	20%
Availability of car parks	1%	34% ▲	26%	34%	33%	38%
Street lighting	nci	41%	41%	40%	41%	43%

▲ Significantly higher than the previous year
▼ Significantly lower than the previous year
*Significantly higher than the other ward(s)*
Significantly lower than the other ward(s)

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. RF1. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following…
3. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
4. nci = no current impact

Green waste collection is an area for improvement concerning Council's *Waste services* while performance regarding the *Weekly household rubbish collection* should be maintained

Driver analysis: Waste Services
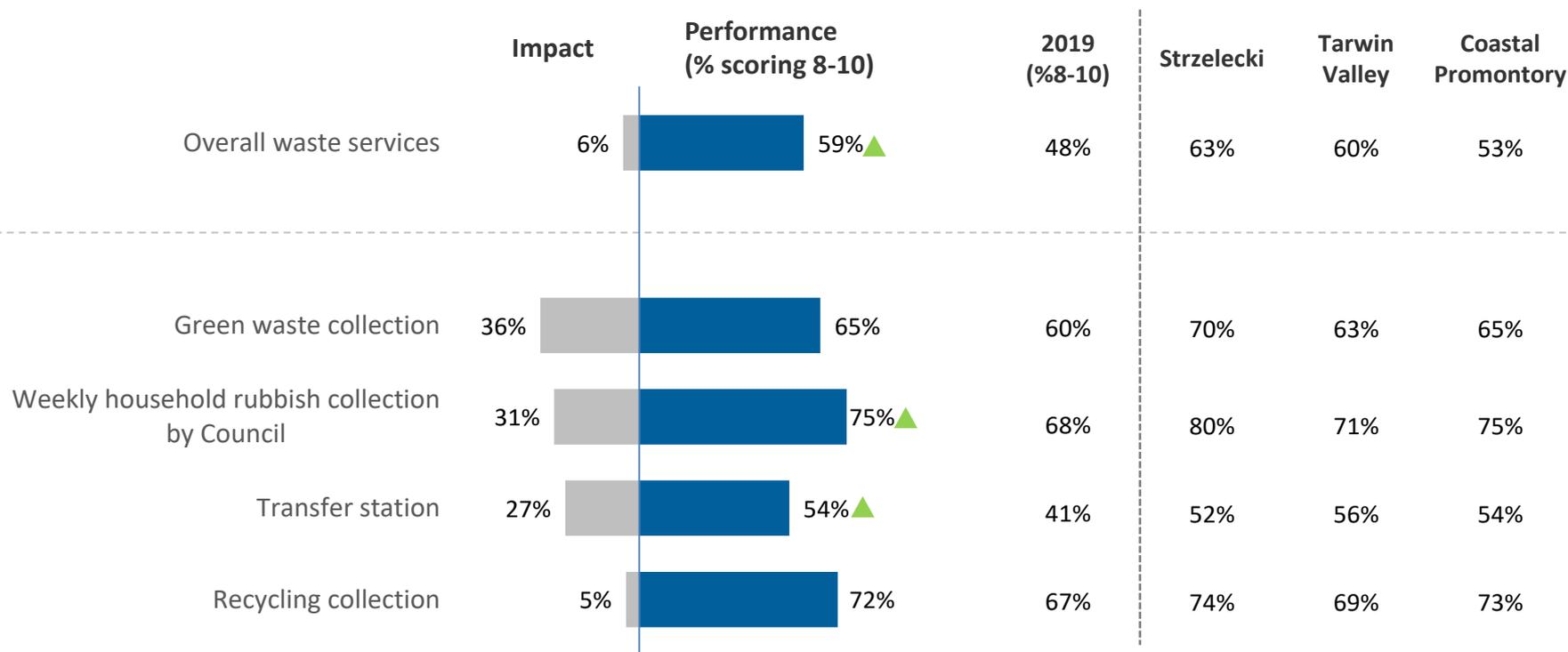
|	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall waste services	6%	59% ▲	48%	63%	60%	53%
Green waste collection	36%	65%	60%	70%	63%	65%
Weekly household rubbish collection by Council	31%	75% ▲	68%	80%	71%	75%
Transfer station	27%	54% ▲	41%	52%	56%	54%
Recycling collection	5%	72%	67%	74%	69%	73%

▲ *Significantly higher than the previous year*
▼ *Significantly lower than the previous year*

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. WW1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following…
3. WW2. Overall how satisfied are you with Council's waste services?

South Gippsland
Shire Council

KEYRESEARCH

The *Provision and maintenance of community facilities and venues* has the greatest impact on overall evaluation of Council *Facilities and events* and as satisfaction is relatively low, improvements should be made

Driver analysis: Facilities and Events
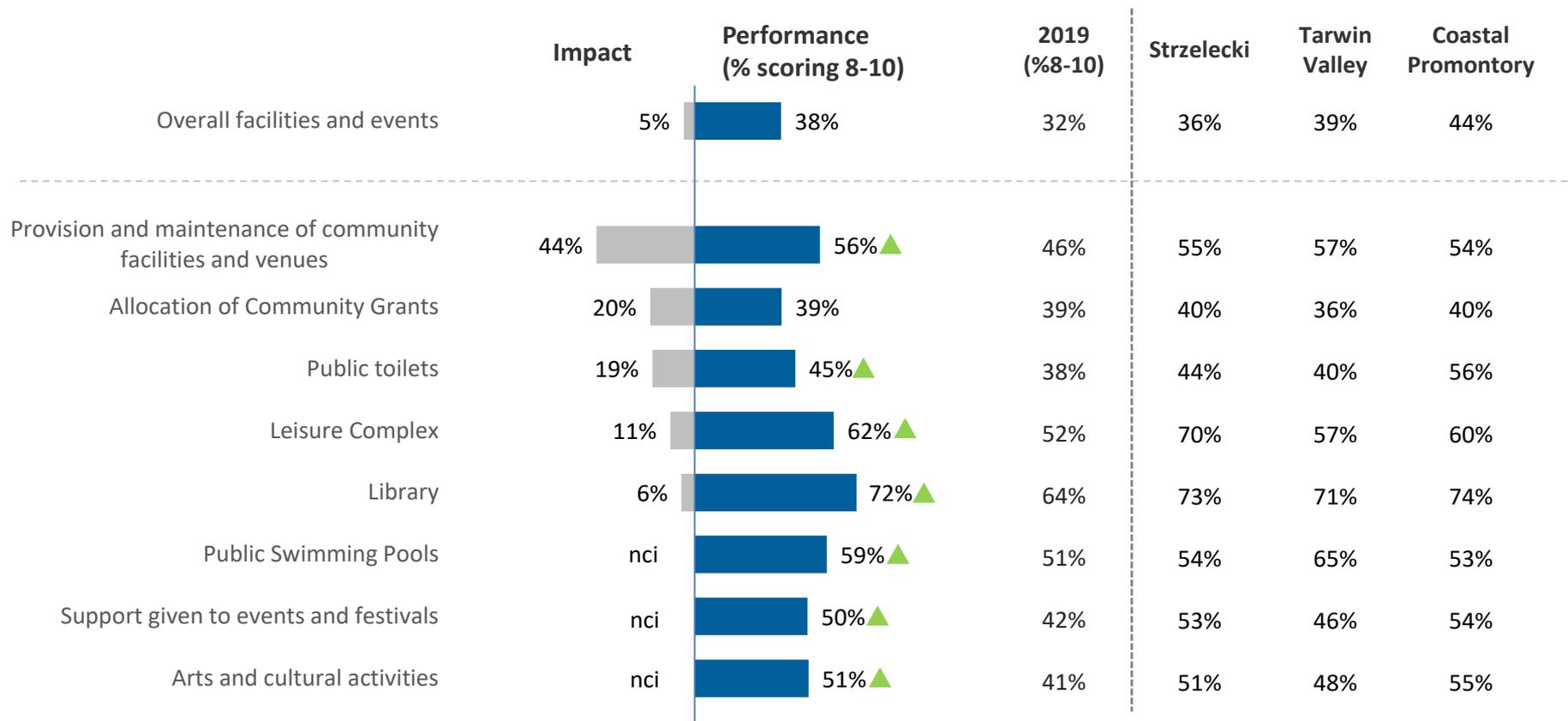
	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall facilities and events	5%	38%	32%	36%	39%	44%
Provision and maintenance of community facilities and venues	44%	56% ▲	46%	55%	57%	54%
Allocation of Community Grants	20%	39%	39%	40%	36%	40%
Public toilets	19%	45% ▲	38%	44%	40%	56%
Leisure Complex	11%	62% ▲	52%	70%	57%	60%
Library	6%	72% ▲	64%	73%	71%	74%
Public Swimming Pools	nci	59% ▲	51%	54%	65%	53%
Support given to events and festivals	nci	50% ▲	42%	53%	46%	54%
Arts and cultural activities	nci	51% ▲	41%	51%	48%	55%

▲ *Significantly higher than the previous year*
▼ *Significantly lower than the previous year*

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. FE1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following…
3. FE3. Overall how satisfied are you with Council's facilities and events?

The *Protection and management of bush reserves and wildlife* strongly influences perception of the maintenance of *Parks and reserves* in the Shire. The Council has performed well in the maintenance of the other outdoor spaces in the Shire

Driver analysis: Parks and Reserves
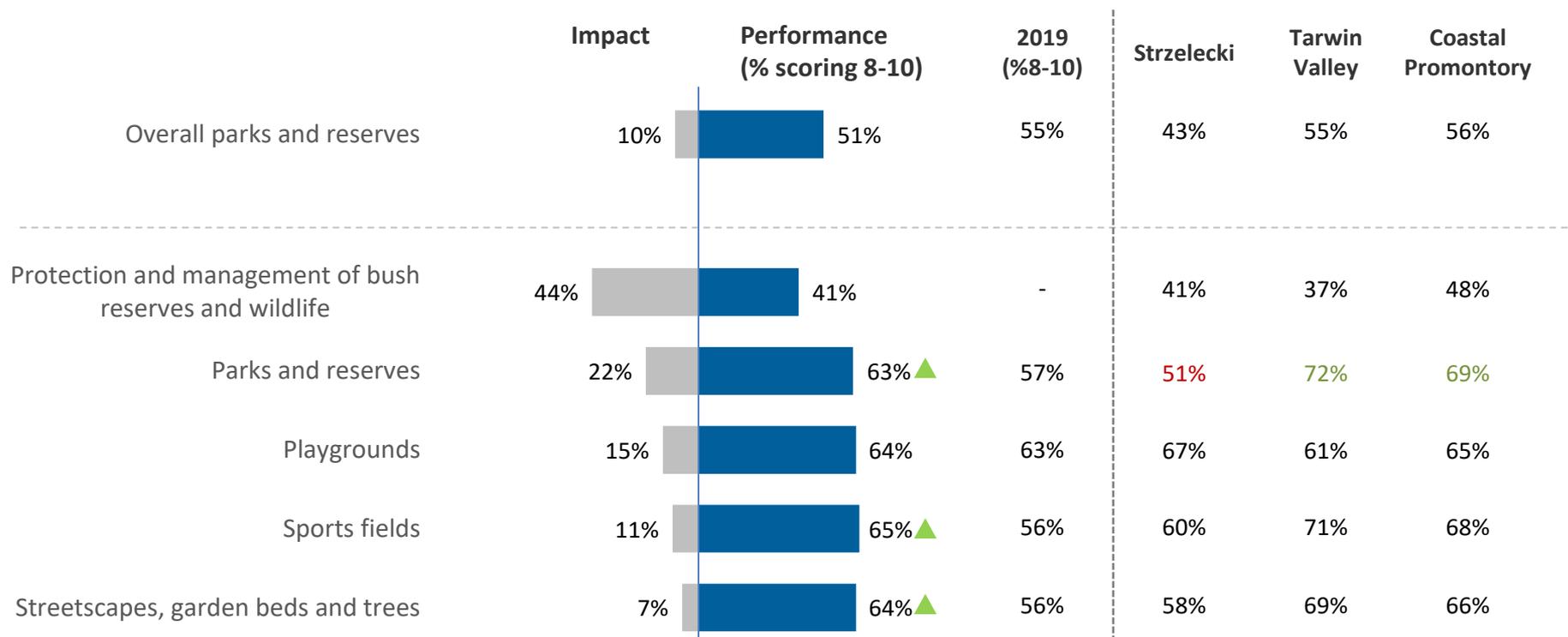
	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall parks and reserves	10%	51%	55%	43%	55%	56%
Protection and management of bush reserves and wildlife	44%	41%	-	41%	37%	48%
Parks and reserves	22%	63% ▲	57%	51%	72%	69%
Playgrounds	15%	64%	63%	67%	61%	65%
Sports fields	11%	65% ▲	56%	60%	71%	68%
Streetscapes, garden beds and trees	7%	64% ▲	56%	58%	69%	66%

▲ *Significantly higher than the previous year*
▼ *Significantly lower than the previous year*
Significantly higher than the other ward(s)
Significantly lower than the other ward(s)

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. PR1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in providing and maintaining its…
3. PR2. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?

The key improvement opportunities for South Gippsland Shire Council are with regard to *Financial management, Leadership, Faith and trust, Regulatory services* and *Roads, footpaths and trails*

Overall performance: Improvement priorities

Priorities for improvement   Maintain

Impact (%)

◆ Financial Management

◆ Leadership

◆ Faith and trust

Regulatory services
◆

Roads, footpaths and trails
◆

◆ Rates being fair and reasonable

Facilities and events ◆

Parks and reserves →◆

Reminders being timely and useful

Waste services ◆

◆
Fees for other services being fair and reasonable

◆ Quality of services and facilities

Invoicing clear and correct ◆

Payment arrangements being fair and reasonable ◆

Monitor   Promote

Performance (%)

Key
◆ Reputation
◆ Services and facilities
◆ Value for money

Understanding Reputation

Council's *reputation benchmark score* in 2020 rose to +32 from +27 in 2019. *Coastal Promontory* ward residents are likely to view Council's reputation more favourably than the other residents

Reputation benchmarks

Reputation benchmark calculated to a 0-100 scale:
Key: (Maximum score 100)
≥70 Excellent reputation
60-79 Acceptable reputation
<60 Poor reputation

	Total	Strzelecki Ward	Tarwin Valley Ward	Coastal Promontory Ward
2019	27	26	27	33
2019 n=	813	274	267	272
2020	32	31	31	36
2020 n=	421	120	164	137

NOTES:
1. Total Sample: n=421
2. REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between 0 and +100 to improve granularity for the purpose of benchmarking

Residents aged *65 years and older* and *'Any language' households* continue to have a more positive evaluation of Council's reputation when compared to other residents

Reputation benchmarks

Reputation benchmark calculated to a 0-100 scale:
Key: (Maximum score 100)
≥70   Excellent reputation
60-79   Acceptable reputation
<60   Poor reputation

	Total	18 to 34 years	35 to 49 years	50 to 64 years	65 years or over	English only households	Any language households
2019	27	19	29	27	33	27	35
2019 n=	808	32	134	277	370	766	42
2020	32	30	29	30	37	31	45
2020 n=	416	25	75	145	176	397	19

NOTES:
1.   Total Sample: n=421
2.   REP5. So considering leadership, trust, financial management and also taking into account the quality services and facilities provided, how would you rate Council for its overall reputation?
3.   The benchmark is calculated by re-scaling the overall reputation measure to a new scale between 0 and +100 to improve granularity for the purpose of benchmarking
4.   DEM3: Are there any languages other than English spoken at home? *Any language, other than and including English.

In 2020, the proportion of residents who are deemed as *Champions* has increased with a corresponding decrease in the proportion of residents who are *Sceptics* or those who do not value or recognise Council's performance

Reputation profile

2020
(2019)

Partiality
(emotional)

- Have a positive emotional connection
- Believe performance could be better

- View Council as competent
- Have a positive emotional connection

Admirers

Champions
14%
(9%)

1%
(2%)

Proficiency
(factual)

12%
(7%)

Pragmatists

- Do not value or recognise performance
- Have doubts and mistrust

Sceptics
73%
(82%)

- Fact based, not influenced by emotional considerations
- Evaluate performance favourably
- Rate trust and leadership poorly
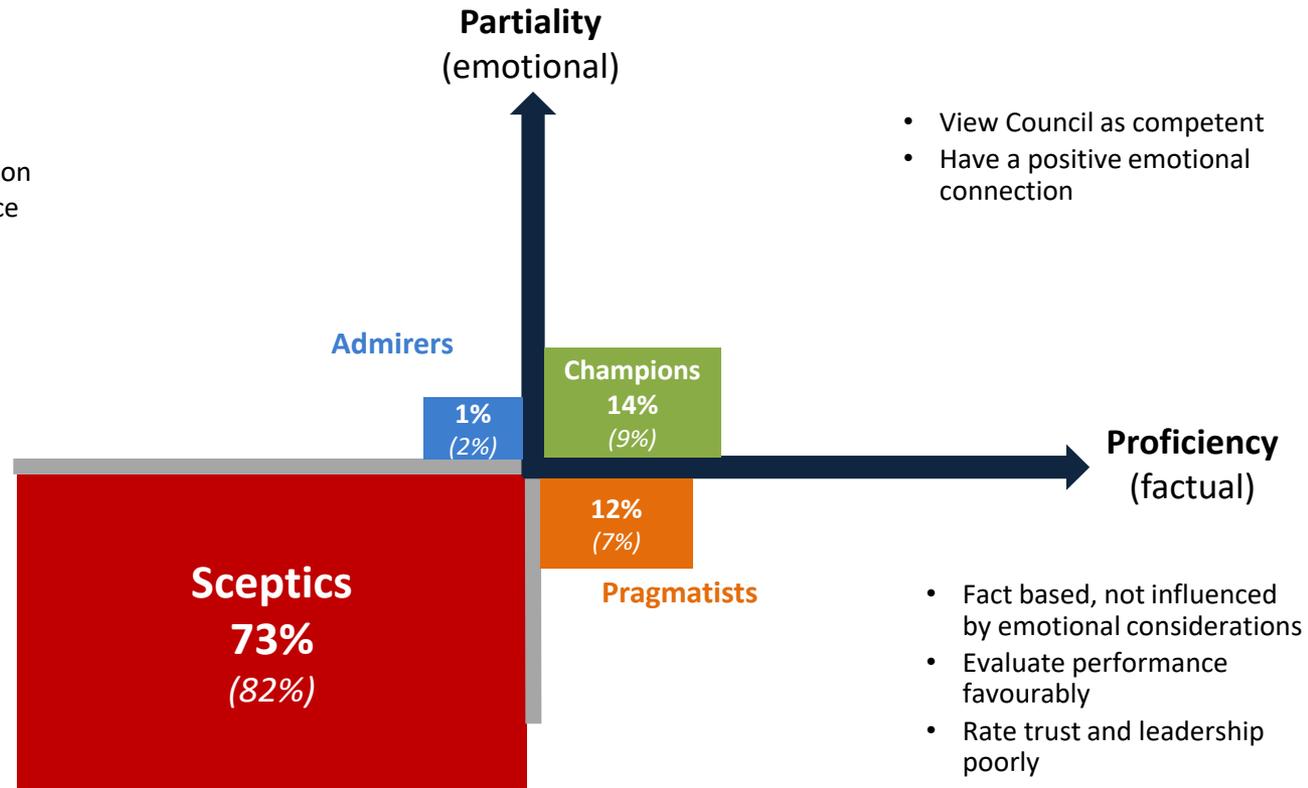
NOTES:
1. Sample: 2019 n=813, 2020 n=421; Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

Strzelecki ward residents tend to be slightly more sceptical of Council than the other residents

Reputation profile: Areas

2020
(2019)
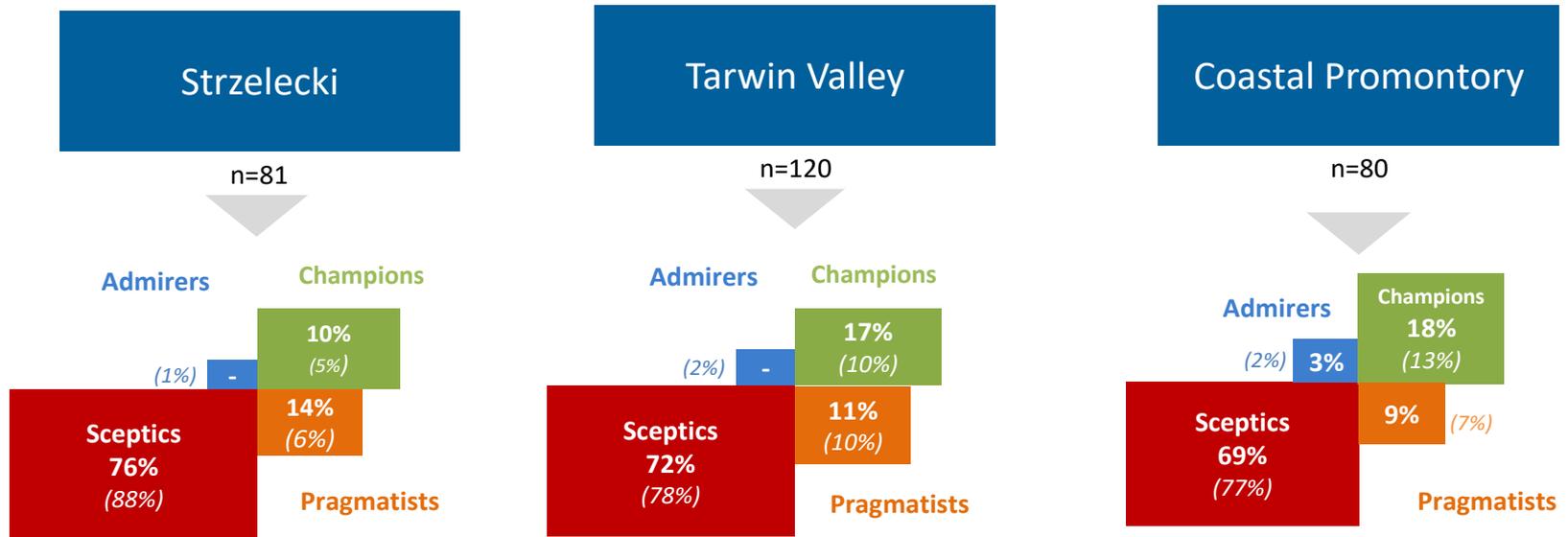
Strzelecki

n=81

Admirers (1%) -

Champions 10% *(5%)*

Sceptics 76% *(88%)*

Pragmatists 14% *(6%)*

Tarwin Valley

n=120

Admirers (2%) -

Champions 17% *(10%)*

Sceptics 72% *(78%)*

Pragmatists 11% *(10%)*

Coastal Promontory

n=80

Admirers (2%) 3%

Champions 18% *(13%)*

Sceptics 69% *(77%)*

Pragmatists 9% *(7%)*

NOTES:
1. Sample: 2019 n=813, 2020 n=421; Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

More than eight in ten residents (83%) *aged 18 to 34 years* and just over three quarters of residents (76%) *aged 35 to 49 years* are *Sceptics*

Reputation profile: Age (I)

2020
(2019)
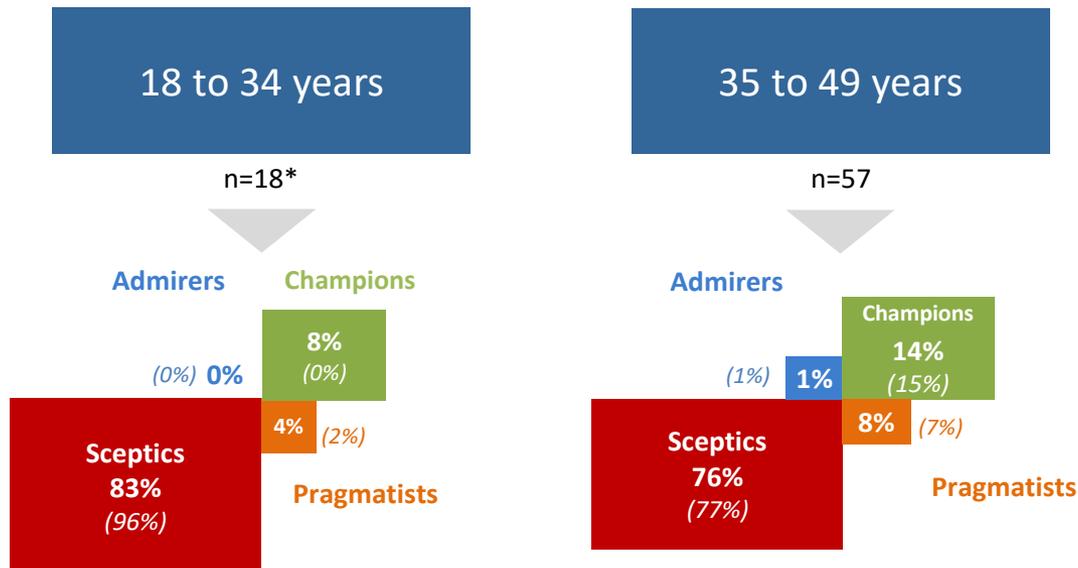
18 to 34 years

n=18*

Admirers   **Champions**

8%
(0%)

(0%) **0%**

4%   *(2%)*

Sceptics
83%
(96%)

Pragmatists

35 to 49 years

n=57

Admirers   **Champions**

14%
(15%)

(1%) **1%**

8%   *(7%)*

Sceptics
76%
(77%)

Pragmatists

NOTES:
1. Sample: 2019 n=813, 2020 n=421; Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation
4. * Caution: small base size

The proportion of *Champions* amongst residents aged *50 years and older* has increased since 2019

Reputation profile: Age (II)

2020
(2019)
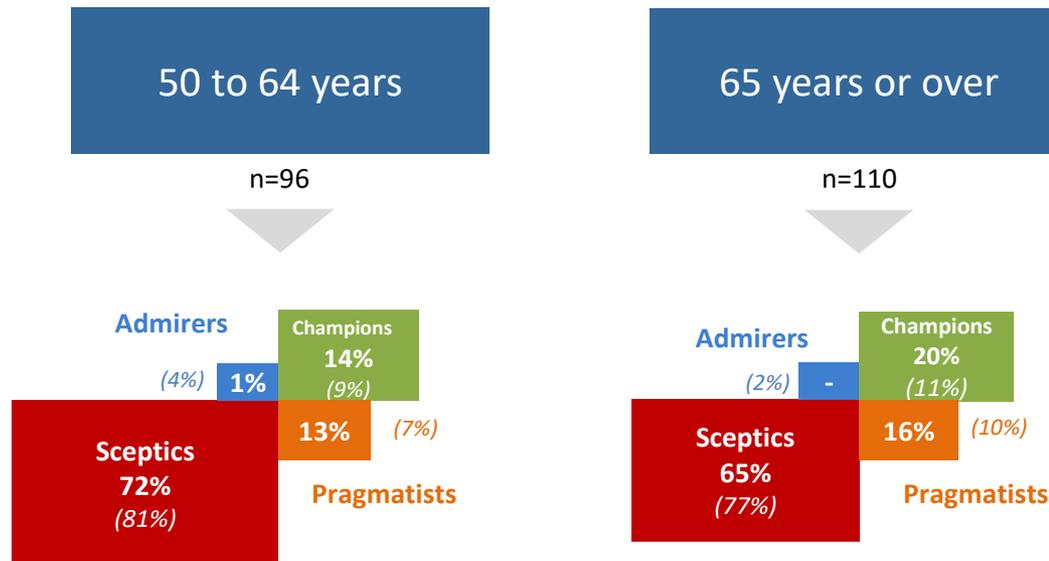
50 to 64 years	65 years or over
n=96	n=110

50 to 64 years

Admirers **1%** *(4%)*

Champions **14%** *(9%)*

Pragmatists **13%** *(7%)*

Sceptics **72%** *(81%)*

65 years or over

Admirers **-** *(2%)*

Champions **20%** *(11%)*

Pragmatists **16%** *(10%)*

Sceptics **65%** *(77%)*

NOTES:
1. Sample: 2019 n=813, 2020 n=421; Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

Satisfaction with Services and Facilities

The satisfaction index score pertaining to the *Availability of car parks* has increased by nine points from 51 in 2019 to 60 in 2020. Residents are likely to be least satisfied with the *Control of roadside vegetation on gravel roads*

Satisfaction: Roads, Footpaths and Trails
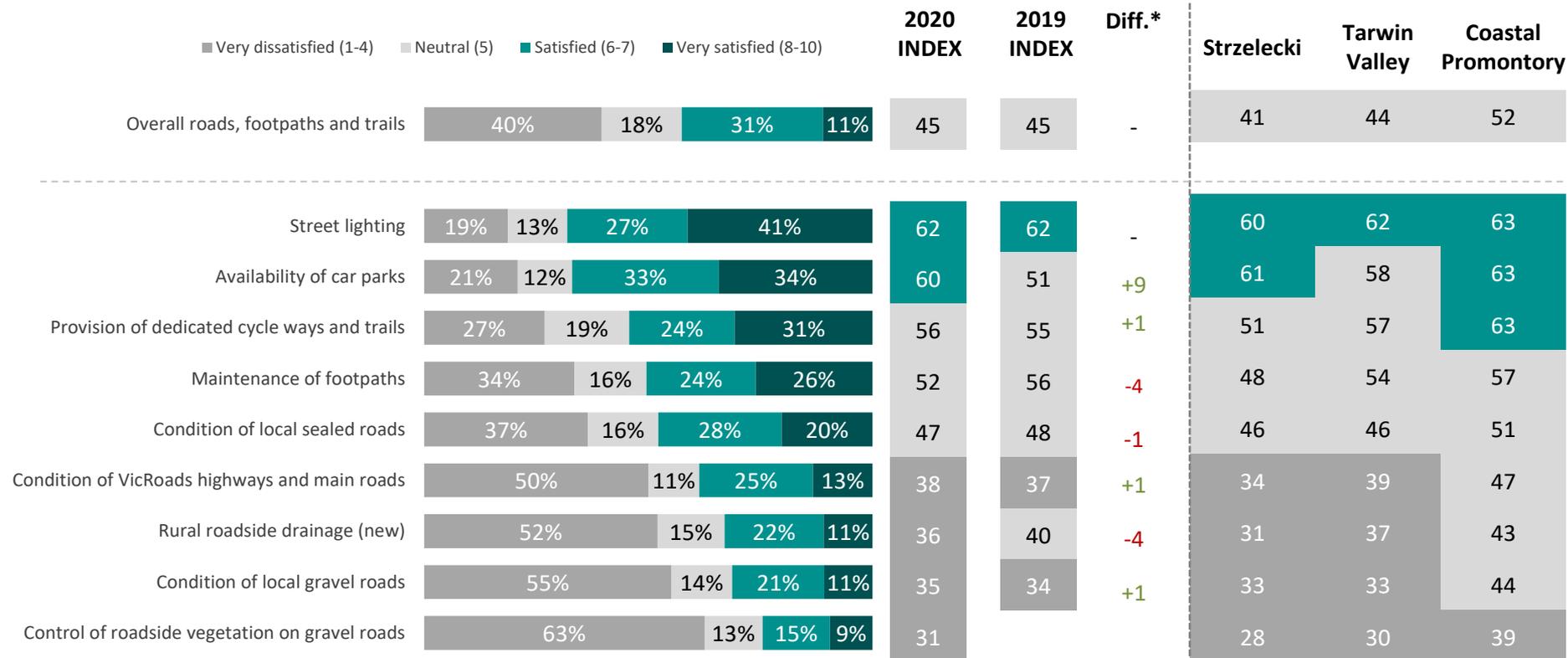
INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Distribution	2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall roads, footpaths and trails	40% / 18% / 31% / 11%	45	45	-	41	44	52
Street lighting	19% / 13% / 27% / 41%	62	62	-	60	62	63
Availability of car parks	21% / 12% / 33% / 34%	60	51	+9	61	58	63
Provision of dedicated cycle ways and trails	27% / 19% / 24% / 31%	56	55	+1	51	57	63
Maintenance of footpaths	34% / 16% / 24% / 26%	52	56	-4	48	54	57
Condition of local sealed roads	37% / 16% / 28% / 20%	47	48	-1	46	46	51
Condition of VicRoads highways and main roads	50% / 11% / 25% / 13%	38	37	+1	34	39	47
Rural roadside drainage (new)	52% / 15% / 22% / 11%	36	40	-4	31	37	43
Condition of local gravel roads	55% / 14% / 21% / 11%	35	34	+1	33	33	44
Control of roadside vegetation on gravel roads	63% / 13% / 15% / 9%	31			28	30	39

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. RF1. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following…
3. RF3. Overall how satisfied are you with Council's roads, footpaths and trails?
4. *Difference 2020 Index – 2019 Index

Perceptions of Council's performance in various aspects of *Waste services* have improved over the past year with the *Weekly household rubbish collection service* having the highest proportion of satisfied residents (76%)

Satisfaction: Waste Services
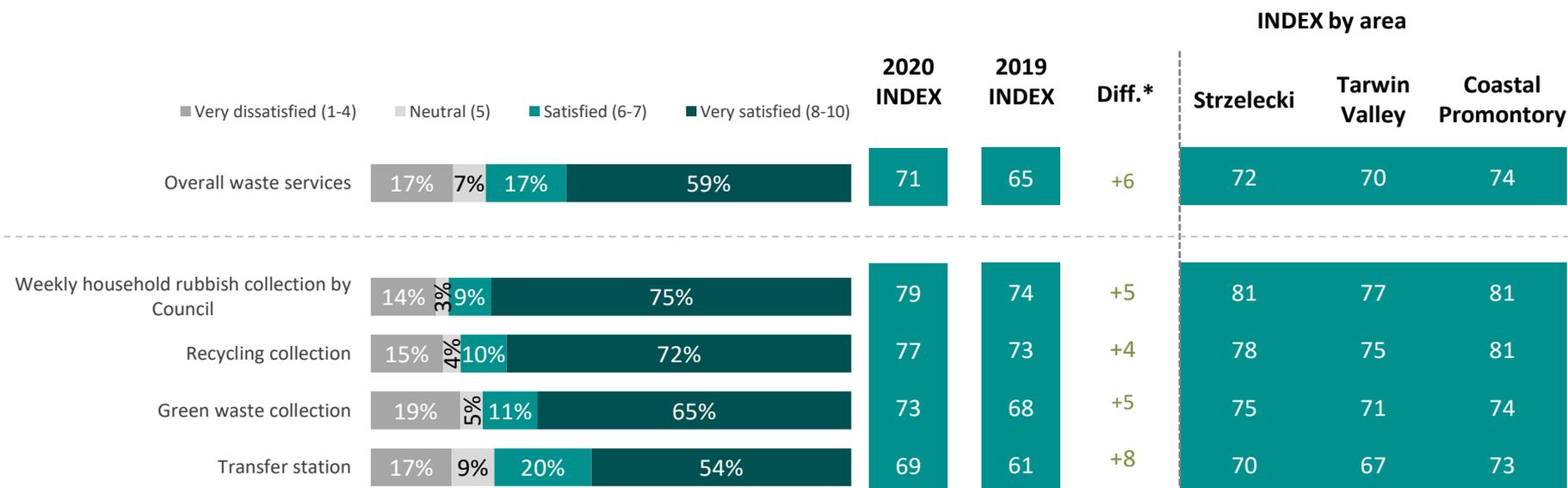
INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

		2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall waste services	17% 7% 17% 59%	71	65	+6	72	70	74
Weekly household rubbish collection by Council	14% 3% 9% 75%	79	74	+5	81	77	81
Recycling collection	15% 4% 10% 72%	77	73	+4	78	75	81
Green waste collection	19% 5% 11% 65%	73	68	+5	75	71	74
Transfer station	17% 9% 20% 54%	69	61	+8	70	67	73

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n =813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. WW1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following…
3. WW3. Overall how satisfied are you with Council's waste services?
4. *Difference 2020 Index – 2019 Index

Council's performance regarding the maintenance of *Parks and reserves* has been generally good. Index scores for *Sports fields* and *Streetscapes, garden beds and trees* have increased since 2019

Satisfaction: Parks and Reserves
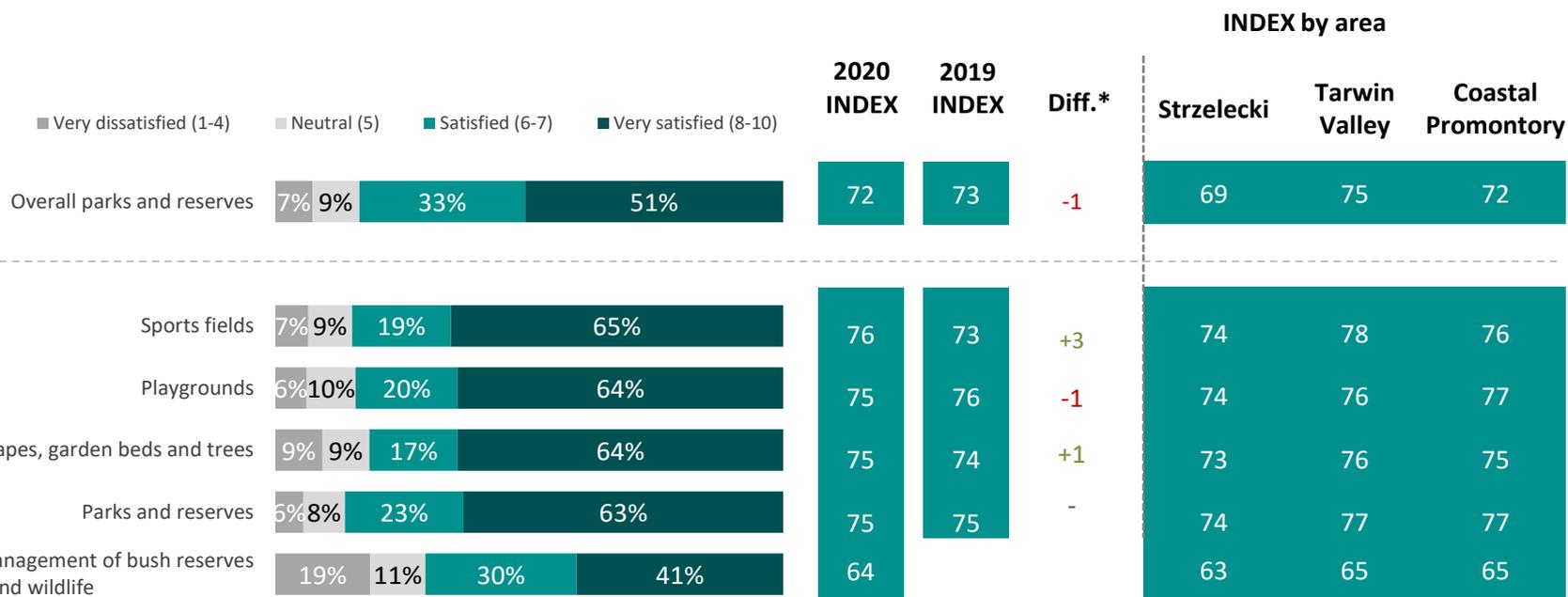
INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Very dissatisfied	Neutral	Satisfied	Very satisfied	2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall parks and reserves	7%	9%	33%	51%	72	73	-1	69	75	72
Sports fields	7%	9%	19%	65%	76	73	+3	74	78	76
Playgrounds	6%	10%	20%	64%	75	76	-1	74	76	77
Streetscapes, garden beds and trees	9%	9%	17%	64%	75	74	+1	73	76	75
Parks and reserves	6%	8%	23%	63%	75	75	-	74	77	77
Protection and management of bush reserves and wildlife	19%	11%	30%	41%	64			63	65	65

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. PR1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in providing and maintaining its…
3. PR3. Overall how satisfied are you with the provision and maintenance of Council's parks and reserves?
4. *Difference 2019 Index – 2018 Index

Satisfaction index scores related to all aspects of Council *Facilities and events* have increased from their levels a year ago

Satisfaction: Facilities and Events
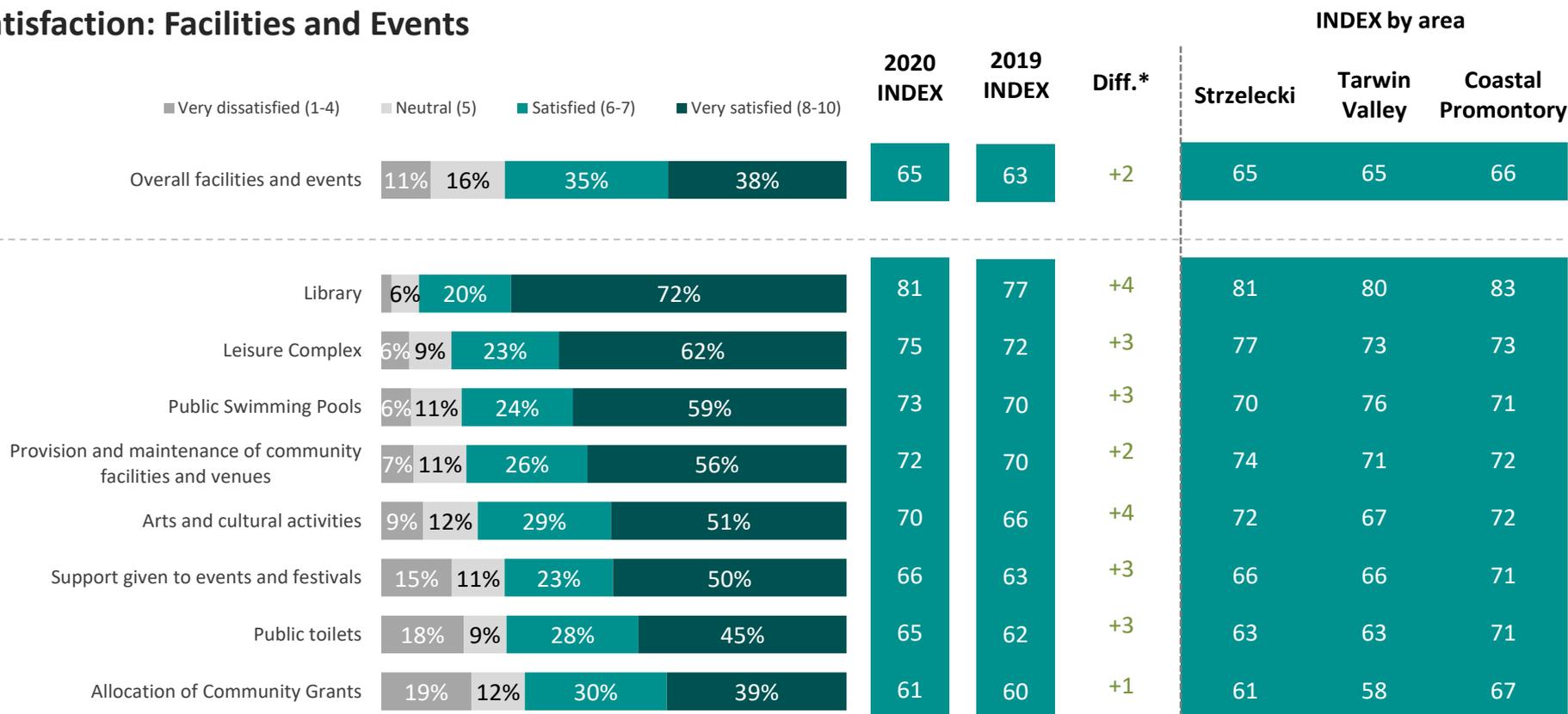
INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall facilities and events — 11% / 16% / 35% / 38%	65	63	+2	65	65	66
Library — 6% / 20% / 72%	81	77	+4	81	80	83
Leisure Complex — 6% 9% / 23% / 62%	75	72	+3	77	73	73
Public Swimming Pools — 6% 11% / 24% / 59%	73	70	+3	70	76	71
Provision and maintenance of community facilities and venues — 7% 11% / 26% / 56%	72	70	+2	74	71	72
Arts and cultural activities — 9% / 12% / 29% / 51%	70	66	+4	72	67	72
Support given to events and festivals — 15% / 11% / 23% / 50%	66	63	+3	66	66	71
Public toilets — 18% / 9% / 28% / 45%	65	62	+3	63	63	71
Allocation of Community Grants — 19% / 12% / 30% / 39%	61	60	+1	61	58	67

| Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. FE1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following…
3. FE2. Overall how satisfied are you with the Council's facilities and events?
4. *Difference 2020 Index – 2019 Index

Perceptions across all service attributes of *Regulatory services* have also improved. The satisfaction index score pertaining to *Building control* increased from 33 in 2019 to 41 in 2020

Satisfaction: Regulatory Services
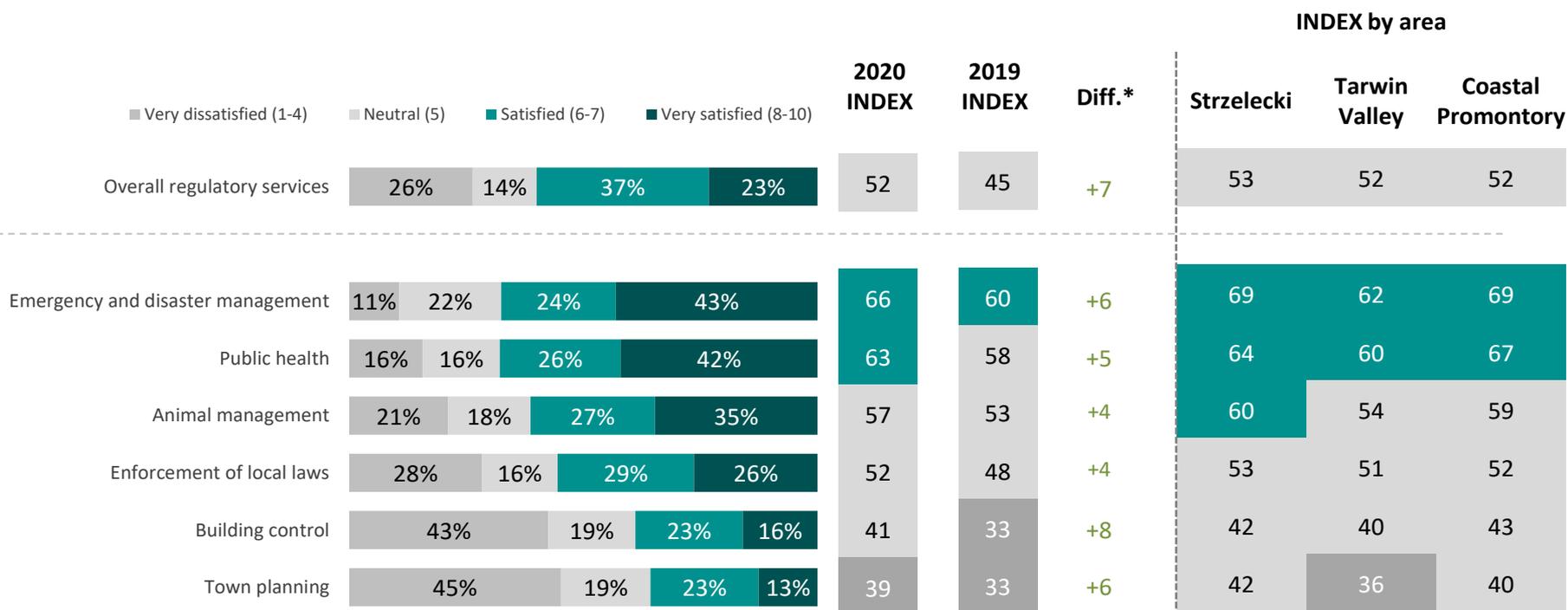
INDEX by area

Legend: ■ Very dissatisfied (1-4)　■ Neutral (5)　■ Satisfied (6-7)　■ Very satisfied (8-10)

	Distribution	2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall regulatory services	26% / 14% / 37% / 23%	52	45	+7	53	52	52
Emergency and disaster management	11% / 22% / 24% / 43%	66	60	+6	69	62	69
Public health	16% / 16% / 26% / 42%	63	58	+5	64	60	67
Animal management	21% / 18% / 27% / 35%	57	53	+4	60	54	59
Enforcement of local laws	28% / 16% / 29% / 26%	52	48	+4	53	51	52
Building control	43% / 19% / 23% / 16%	41	33	+8	42	40	43
Town planning	45% / 19% / 23% / 13%	39	33	+6	42	36	40

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. RS1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following…
3. RS3. Overall how satisfied are you with the Council's regulatory services?
4. *Difference 2020 Index – 2019 Index

Overall, two thirds of the residents (66%) are satisfied with Council's *Community Strengthening Services* with the highest satisfaction index score pointing to *Volunteers support* (65)

Satisfaction: Community Strengthening Services
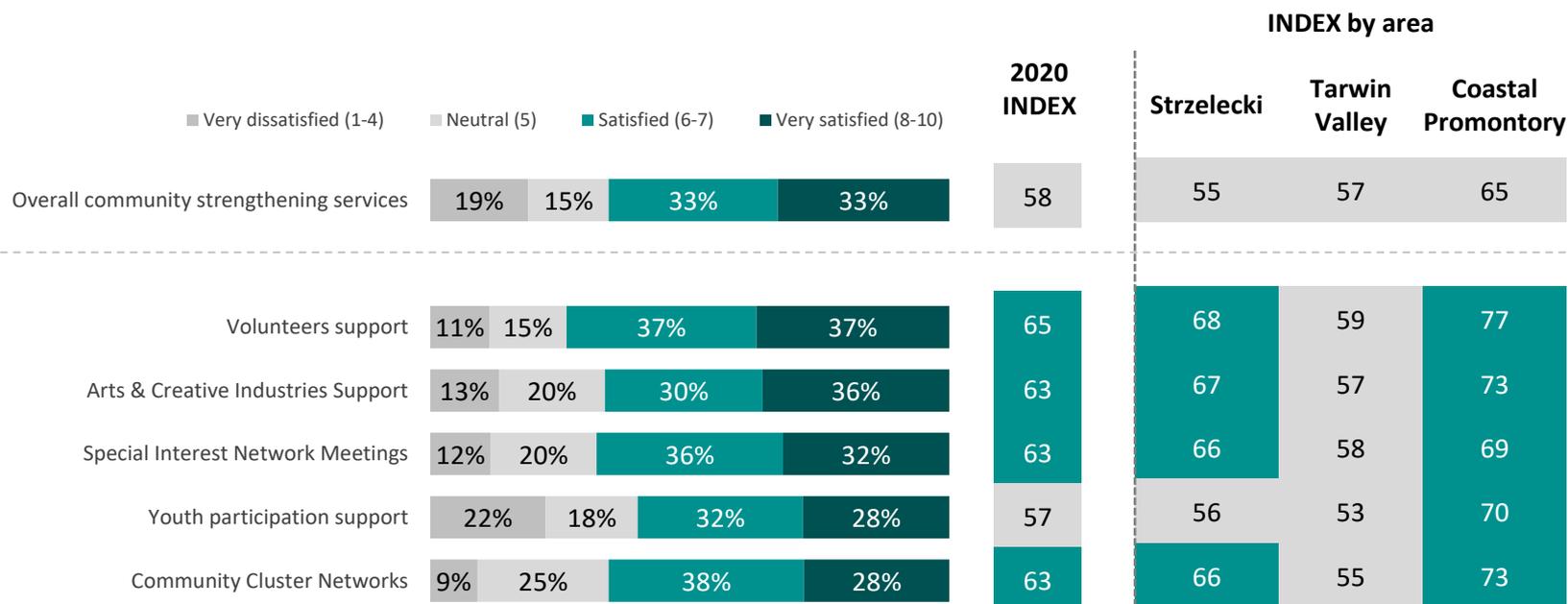
INDEX by area

Legend: ■ Very dissatisfied (1-4) ■ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

|	Very dissatisfied	Neutral	Satisfied	Very satisfied	2020 INDEX	Strzelecki	Tarwin Valley	Coastal Promontory
Overall community strengthening services	19%	15%	33%	33%	58	55	57	65
Volunteers support	11%	15%	37%	37%	65	68	59	77
Arts & Creative Industries Support	13%	20%	30%	36%	63	67	57	73
Special Interest Network Meetings	12%	20%	36%	32%	63	66	58	69
Youth participation support	22%	18%	32%	28%	57	56	53	70
Community Cluster Networks	9%	25%	38%	28%	63	66	55	73

| Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. CS1. On a scale from 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with each of the following community strengthening services that are provided by Council?

Customer Service and Contact with Council

More than two thirds of residents (68%) have had contact with Council in the last 12 months

Contact with Council in the last 12 months
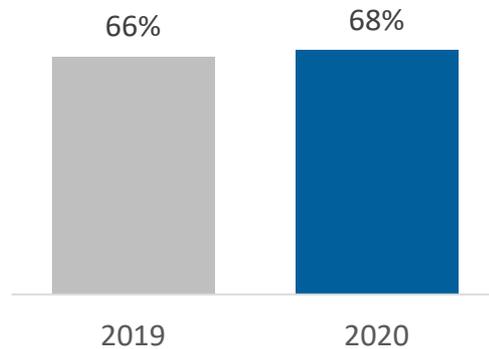
Proportion of residents in each group who have contacted Council

Age Group

18-34	35-49	50-64	65+
94%	60%	66%	58%
n=23	n=42	n=88	n=92

Language

English only household	Any language household
68%	65%
n=233	n=9

2019: 66%
2020: 68%

Area

| Strzelecki	Tarwin Valley	Coastal Promontory
77%	68%	49%
n=81	n=103	n=61
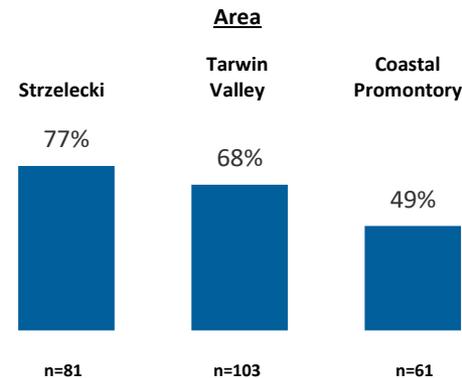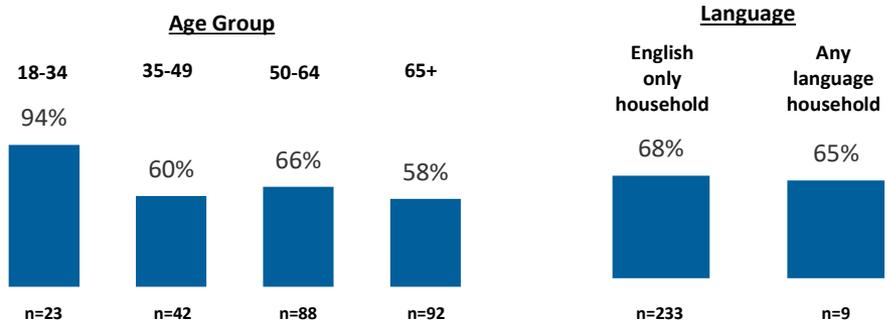
NOTES:
1. Sample: 2019 n=813, 2020 n=421
2. CS1. Have you or any member of your household contacted South Gippsland Shire Council in the last 12 months? Had contact with Council n=252
3. DEM3: Are there any languages other than English spoken at home? *Any language, other than and including English.

Most residents (56%) who have had contact with Council did so via *Telephone (during office hours)*. Almost three in ten residents (29%) had an interaction with Council *In person*

Contact with Council in the last 12 months

Method by which Last Contacted Council

66% — 2019
68% — 2020

| Method	2020	2019
Telephone (during office hours)	56%	56%
Visiting in person	29%	27%
E-mail	10%	8%
Website	2%	3%
Telephone (after hours service)	2%	3%
Mail	1%	1%
Facebook and other social media	<1%	0%
Other	<1%	1%
Don't know	0%	0%
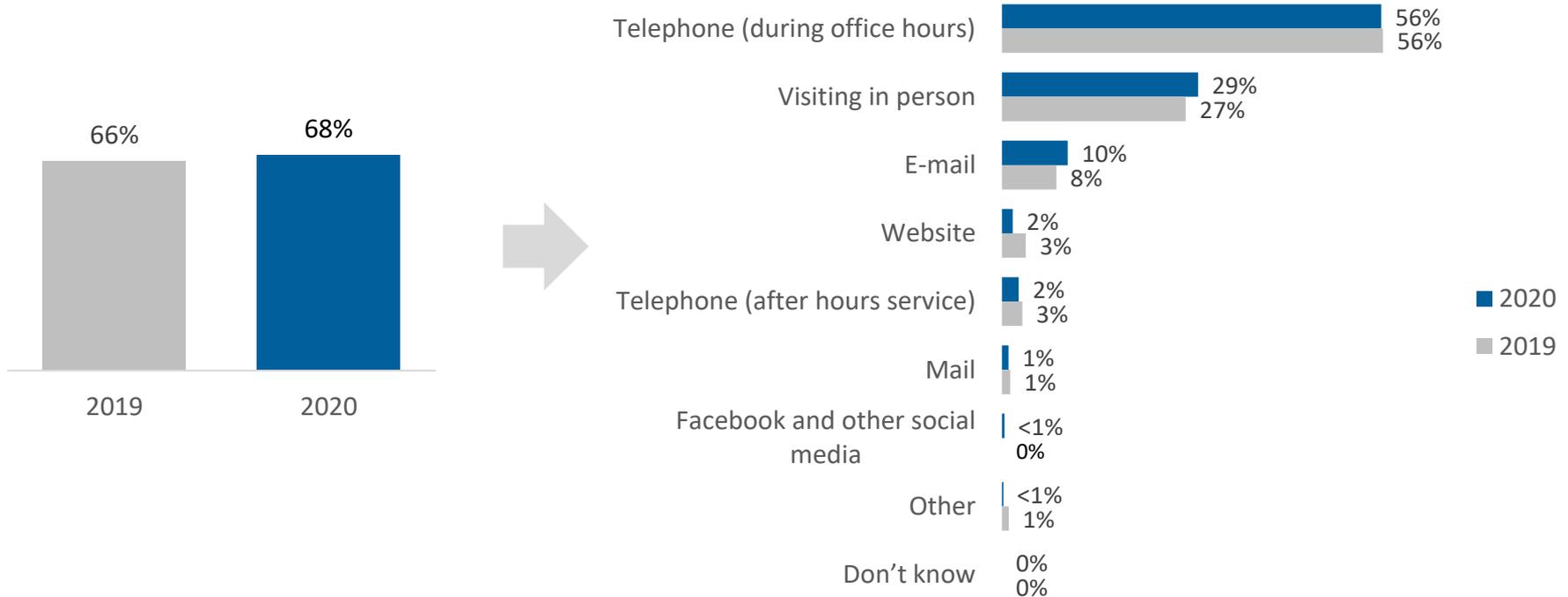
NOTES:
1. Sample: 2019 n=813, 2020 n=421; Those who contacted Council, 2019 n=508, 2020 n=252
2. CS1. Have you or any member of your household contacted South Gippsland Shire Council in the last 12 months?
3. CS2. When you or a member of your household last contacted Council, was it by…?

The overall index score for *Customer service* is consistent with last year's rating. Index scores for *Staff friendliness and professionalism* and the *Quality of services provided by customer service staff* have increased while the index score for *Staff responsiveness* slightly dropped in 2020

## Satisfaction: Customer Service and Contact with Council

Legend: ■ Very dissatisfied (1-4)　■ Neutral (5)　■ Satisfied (6-7)　■ Very satisfied (8-10)

					INDEX by area		
	Satisfaction breakdown	2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall customer service performance	16% / 9% / 22% / 52%	66	66	-	64	67	75
Staff are friendly, helpful and professional	10% / 9% / 15% / 66%	74	72	+2	73	73	83
Quality of services provided by customer service staff	16% / 7% / 15% / 62%	70	68	+2	70	69	76
Responsiveness to your questions or concerns	23% / 7% / 16% / 54%	64	65	-1	65	61	73

NOTES:
1. Sample: Those who contacted Council: 2019 n=508, 2020 n=252, Strzelecki n=84, Tarwin Valley n=107, Coastal Promontory n=62
2. CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following…?
3. CS4. Considering the above, using the same 10-point scale, how satisfied were you with Council's overall performance in customer service of the last 12 months? Please keep in mind we do not mean the actual outcome but rather the actual service that was received
4. *Difference 2020 Index – 2019 Index

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

The *Quality of services provided by Customer service staff* is the main driver of perception of Council's *Overall customer service performance* and this is an area where current service levels should be maintained

Understanding Satisfaction with Customer Service
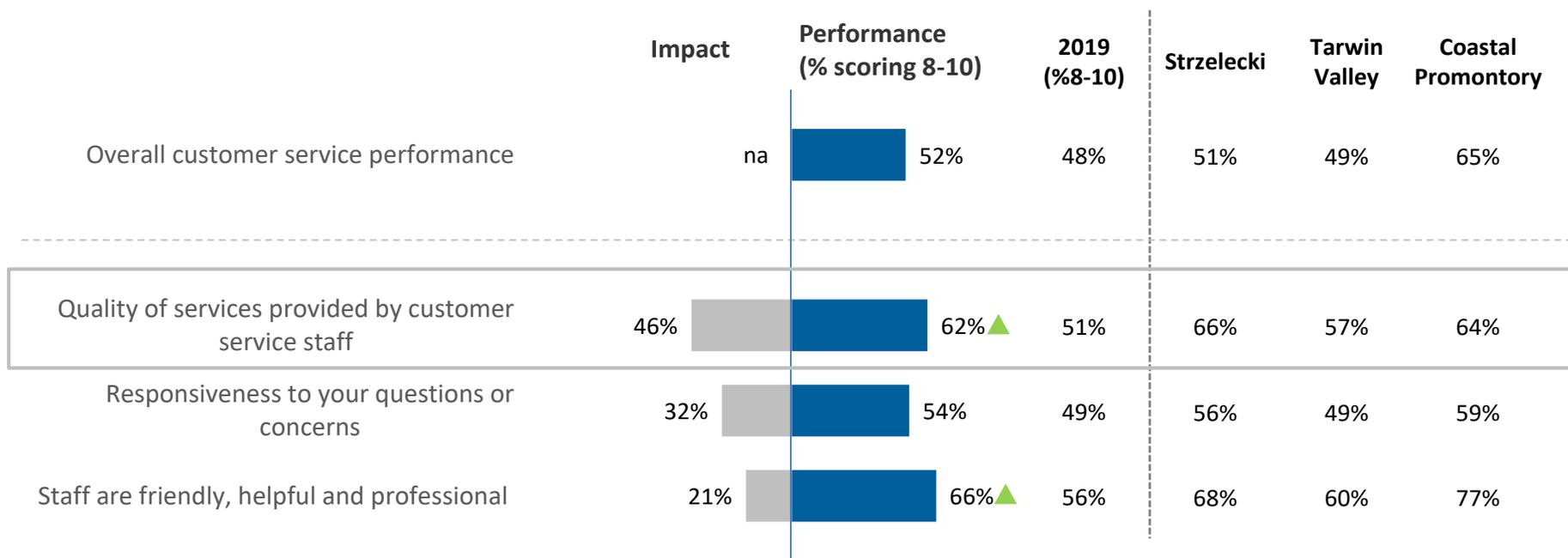
	Impact	Performance (% scoring 8-10)	2019 (%8-10)	Strzelecki	Tarwin Valley	Coastal Promontory
Overall customer service performance	na	52%	48%	51%	49%	65%
Quality of services provided by customer service staff	46%	62% ▲	51%	66%	57%	64%
Responsiveness to your questions or concerns	32%	54%	49%	56%	49%	59%
Staff are friendly, helpful and professional	21%	66% ▲	56%	68%	60%	77%

▲ *Significantly higher than the previous year*
▼ *Significantly lower than the previous year*

NOTES:
1. Sample: Those who contacted Council 2019 n=508, 2020 n=252; Strzelecki n=84, Tarwin Valley n=107, Coastal Promontory n=62
2. CS3. Thinking back to your customer service experience within the last 12 months, using the 10-point scale where 1 is 'very dissatisfied' and 10 is 'very satisfied', how would you rate your satisfaction with each of the following…?
3. CS4. Considering the above, using the same 10-point scale, how satisfied were you with Council's overall performance in customer service of the last 12 months?

Community Engagement

Index scores regarding various aspects of *Community engagement* have increased. More than four in ten residents (42%) are satisfied with *Community consultation and engagement*

Community engagement: Feedback provided
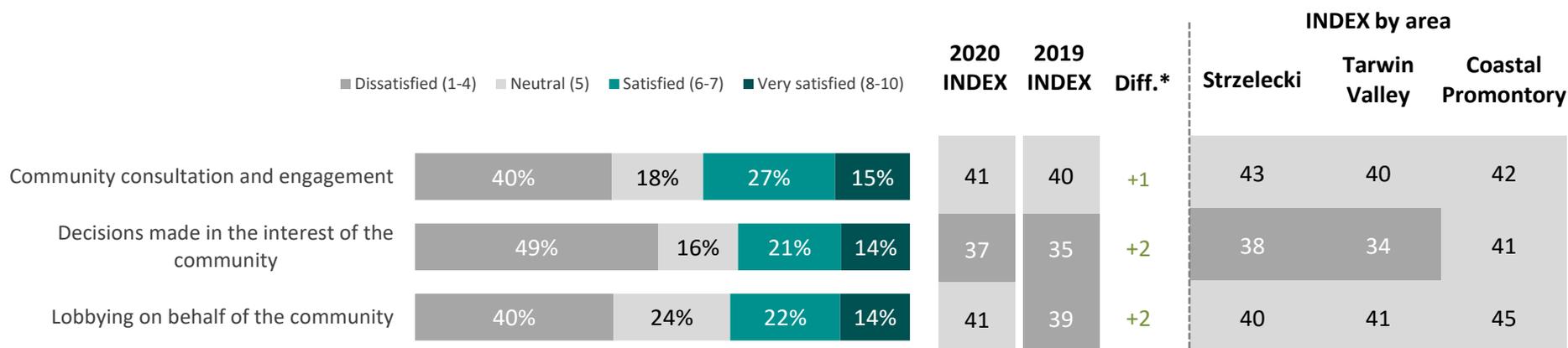
Legend: ■ Dissatisfied (1-4) ▨ Neutral (5) ■ Satisfied (6-7) ■ Very satisfied (8-10)

	Dissatisfied (1-4)	Neutral (5)	Satisfied (6-7)	Very satisfied (8-10)	2020 INDEX	2019 INDEX	Diff.*	INDEX by area		
								Strzelecki	Tarwin Valley	Coastal Promontory
Community consultation and engagement	40%	18%	27%	15%	41	40	+1	43	40	42
Decisions made in the interest of the community	49%	16%	21%	14%	37	35	+2	38	34	41
Lobbying on behalf of the community	40%	24%	22%	14%	41	39	+2	40	41	45

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. CE1. On the 10-point scale where 1 is 'very poor' and 10 is 'very good', please rate the following aspects of Council performance in relation to community engagement?
3. *Difference 2020 Index – 2019 Index

Looking Ahead

Some of the top comments from residents as to the changes that would make them rate Council's performance at a higher level is the *Reduction of rates/a fairer rating system* and *Better leadership*

Changes required for a higher performance rating

58%

Dissatisfied (1-5)

| Change	%
Reduce rates. A fairer rates system. User pays. Provide value for money.	27%
Better leadership, Better financial management, Better decision making, Better performance, implement best practice.	24%
Listen to ratepayers, more collaboration, better communication, more transparency and accountability. Involve ratepayers.	22%
Safer roads. Visibility, markings, overhanging tree branches, grading, maintenance, verges, weed control.	19%
I am dissatisfied with Council. Dismiss or replace Council. Review Council.	15%
Stop wasting money. Look after community needs, not your own. Don't need new council chambers.	13%
Encourage small businesses, new people, and residents to stay in the community.	8%
Improve footpaths. Easier for wheeled pedestrians to use. Safer. More pedestrian crossings.	5%
Building permits are too strict. Reduce subdivision costs. Too much regulation and red tape. Faster turn around.	5%
More harmony amongst Councillors, improve their reputation, stop the inhouse fighting.	5%
Better street maintenance, cleaning. Streetlights, kerbs, rubbish, weeds, gutters, trees.	5%
Too many council staff, paid too well, inexperienced, not qualified.	4%
Council to support all suburbs, better support for outlying suburbs and rural areas.	4%
Improve rubbish collection. Free, discounted, or tip vouchers. Hard rubbish, green waste, recycling.	3%
Fairer distribution of monies amongst all communities.	3%
Other	6%

NOTES:
1. Sample: n=190
2. OP1. Everything considered; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of Council over the past twelve months?
3. OP2. What would need to change to make you rate the Council's performance at a higher level?
4. Options with 3%+ counts shown.

The proportion of residents who think that Council's performance has improved has significantly increased from 5% in 2019 to 17% in 2020

Performance over the past twelve months

**Over the past 12 months, overall performance of Council has…**
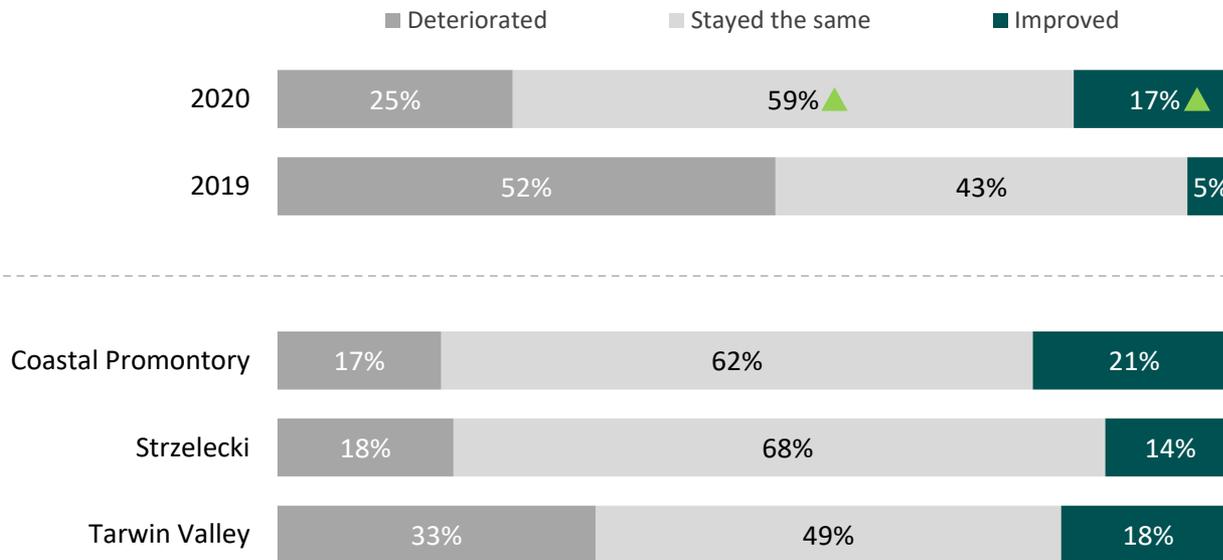
■ Deteriorated   ■ Stayed the same   ■ Improved

	Deteriorated	Stayed the same	Improved
2020	25%	59% ▲	17% ▲
2019	52%	43%	5%

	Deteriorated	Stayed the same	Improved
Coastal Promontory	17%	62%	21%
Strzelecki	18%	68%	14%
Tarwin Valley	33%	49%	18%

▲ *Significantly higher than the previous year*
▼ *Significantly lower than the previous year*

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. OP3. Over the past twelve months, do you think South Gippsland Shire Council's overall performance has…?

South Gippsland
Shire Council

KEYRESEARCH

A third of residents (33%) are satisfied with the *Overall direction of Council* resulting in an increase in the index score by ten points

Overall Direction of Council
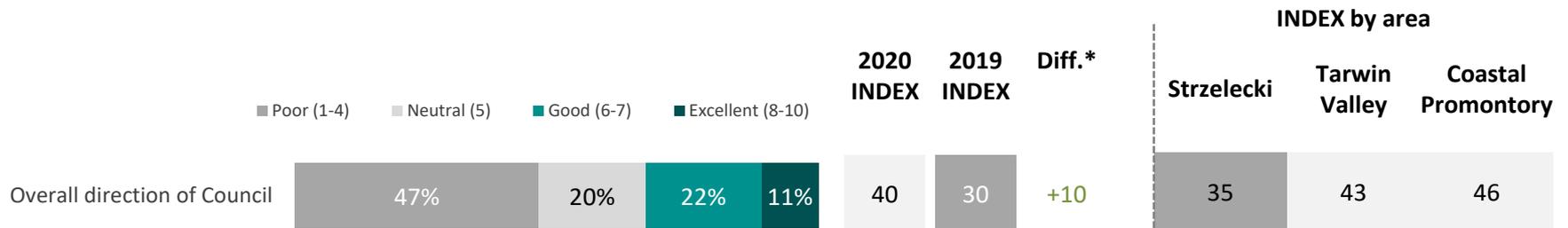
INDEX by area

	Poor (1-4)	Neutral (5)	Good (6-7)	Excellent (8-10)	2020 INDEX	2019 INDEX	Diff.*	Strzelecki	Tarwin Valley	Coastal Promontory
Overall direction of Council	47%	20%	22%	11%	40	30	+10	35	43	46

Category	Index Value
Very satisfied	80 – 100
Satisfied	60 – 79
Neutral	40 – 59
Dissatisfied	0 – 39

NOTES:
1. Sample: 2019 n=813, 2020 n=421, Strzelecki n=120, Tarwin Valley n=164, Coastal Promontory n=137
2. OP4. Finally, thinking about the direction Council has established, how would you rate the overall direction of Council?

General feedback from all residents again focuses on improving *Value for money*, *Better collaboration/ communication with residents* and *More transparency and accountability*

Further Comments

Comment	%
Reduce rates. A fairer rates system. User pays. Provide value for money.	16%
Listen to ratepayers, more collaboration, better communication, more transparency and accountability.	14%
Stop wasting money. Look after community needs, not your own. Don't need new council chambers. Money not spent wisely.	13%
Better leadership, Better financial management, Better decision making, Better performance, implement best practice.	10%
Safer roads. Visibility, markings, overhanging tree branches, grading, maintenance, verges, weed control.	9%
Council do a good job. I am happy with what Council do.	9%
Lack of trust, they do not care.	7%
Seems to be a lack of vision for the entire Shire. No direction. Not pro-active.	7%
Too many council staff, paid too well, inexperienced, not qualified.	6%
Get youth off street at night time. More activities for youth and families. More events and better advertised.	5%
Remove current Council, reduce term times, major overhaul.	5%
Improve rubbish collection. Free, discounted, or tip vouchers. Hard rubbish, green waste, recycling.	5%
Encourage small businesses, new people, and residents to stay in the community.	4%
I am dissatisfied with Council.	4%
Better street maintenance, cleaning. Streetlights, kerbs, rubbish, weeds, gutters, trees, signs.	4%
Other	16%

NOTES:
1.   Sample: n=149
2.   GEN1. Do you have any further comments you would like to make?
3.   Options with 4%+ counts shown

Sample Profile

Sample profile

Demographics

Age

18 to 34 years	**19%**	*(6%)*
35 to 49 years	**22%**	*(18%)*
50 to 64 years	**29%**	*(34%)*
65 years or over	**30%**	*(42%)*

Area

Strzelecki Ward	**41%**	*(29%)*
Tarwin Valley Ward	**40%**	*(39%)*
Coastal Promontory Ward	**19%**	*(33%)*

Gender

52%
(56%)

48%
(44%)

**n=421
weighted**
(unweighted)
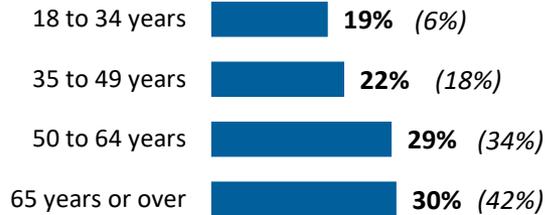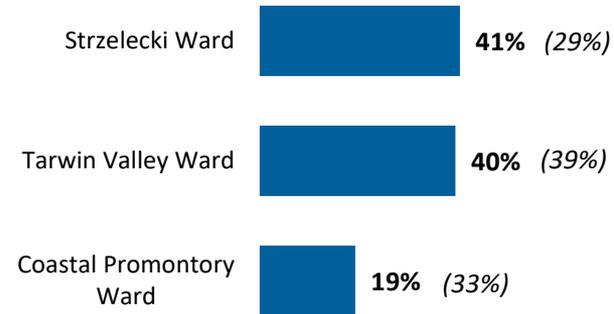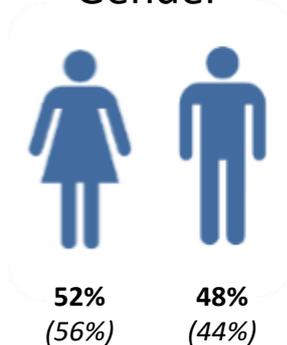
Weighting
The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2016 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.

Sample profile

Demographics

Country of Birth

Australia ████████ **88%**

Other █ **12%**
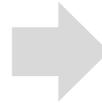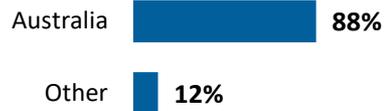
Identify as Aboriginal or Torres Strait Islander

Yes | **3%**

No ████ **97%**

Home language

English only ████████ **96%**

Any language spoken █ **4%**
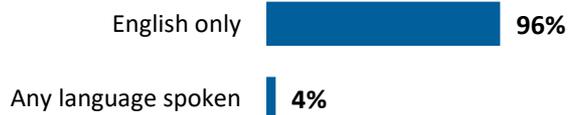
Member of household pays rates in South Gippsland Shire

Yes ██████ **97%**

No | **2%**

Don't know | **2%**
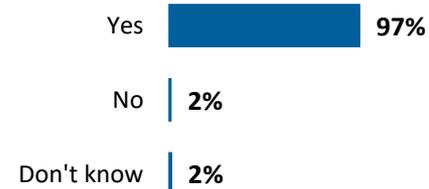
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