



# **2021 Local Government Community Satisfaction Survey**

## **South Gippsland Shire Council**

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



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## Background and objectives

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**The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.**

**Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.**

Now in its twenty-second year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services and
- overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

### Serving Victoria for 22 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 22 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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

Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

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

# **Key findings and recommendations**



# South Gippsland Shire Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



South Gippsland 47



State-wide 61



Large Rural 58

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

	Areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	None	<ul style="list-style-type: none"> <li>Sealed local roads</li> <li>Consultation &amp; engagement</li> <li>Community decisions</li> </ul>
Compared to group average	None	<ul style="list-style-type: none"> <li>Consultation &amp; engagement</li> <li>Lobbying</li> <li>Community decisions</li> </ul>



# Summary of core measures

## Index scores

**Overall performance**

**Consultation & engagement**

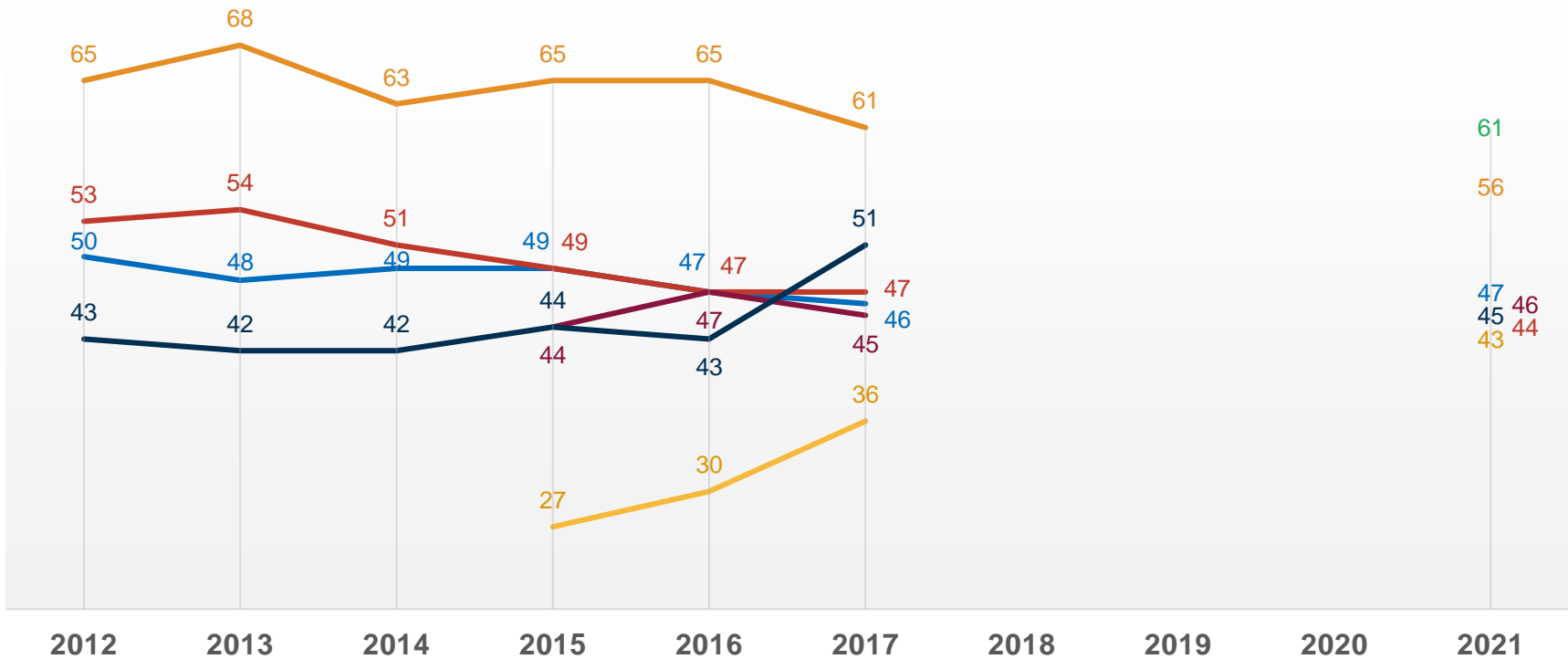
**Community decisions**

**Sealed local roads**

**Waste management**

**Customer service**

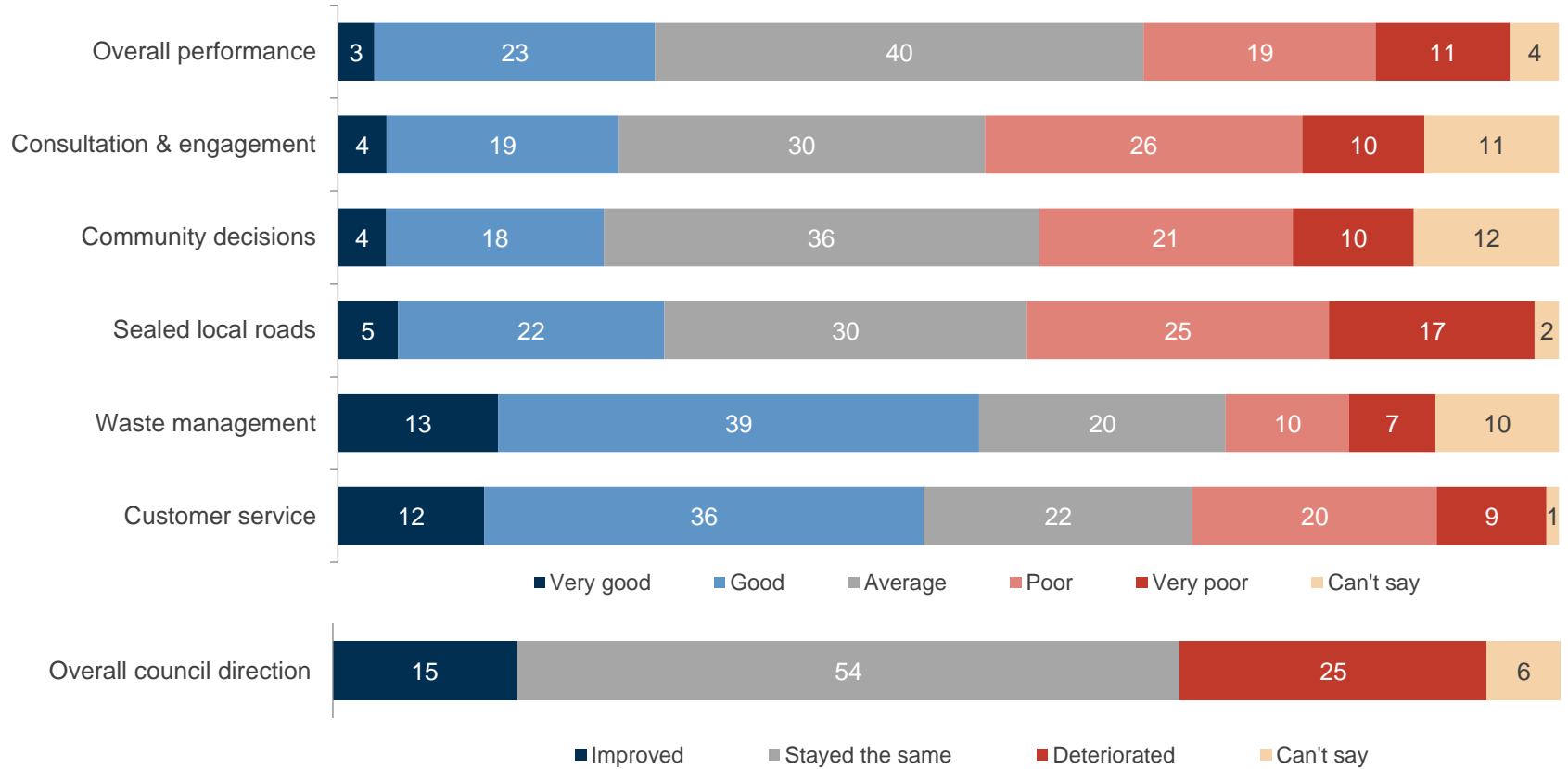
**Overall council direction**














# Summary of core measures

Core measures summary results (%)





## Summary of South Gippsland Shire Council performance

Services	South Gippsland 2021	South Gippsland 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
 Overall performance	47	-	58	61	Aged 35-49 years	Men
 Value for money	43	-	50	54	Aged 18-34 years	Aged 35-49 years
 Overall council direction	45	-	51	53	Aged 50-64 years	Aged 35-49 years, Tarwin Valley Ward residents
 Customer service	56	-	68	70	Aged 50-64 years	Aged 18-34 years
 Waste management	61	-	66	69	Aged 65+ years	Aged 35-64 years
 Community decisions	46	-	54	56	Aged 18-34 years, Women, Coastal Promontory Ward	Tarwin Valley Ward residents
 Lobbying	46	-	54	55	Aged 18-34 years	Aged 50+ years
 Consultation & engagement	44	-	54	56	Aged 18-34 years	Aged 50-64 years
 Sealed local roads	43	-	50	57	Aged 65+ years	Aged 35-49 years





## Focus areas for the next 12 months

### Overview

Perceptions of Council's overall performance remain relatively unchanged since last being evaluated in 2017 when ratings reached a series low point. Council's performance in most individual service areas continues to be rated quite poorly despite declines only being observed in the minority. There are encouraging signs in some service areas where perceptions have improved since 2017.

### Focus areas

Consultation and engagement ratings are at their lowest level to date and is the only service area aside from customer service to have declined since 2017. That said, Council performance in the areas of sealed local roads, lobbying and community decisions still requires attention as they continue to be poorly rated by constituents.

### Comparison to state and area grouping

Council performs significantly lower than the Large Rural group and State-wide average ratings for councils across all areas evaluated. With regard to Large Rural group comparisons specifically, ratings gaps are largest on customer service, overall performance, and consultation and engagement.

### Consolidate gains and reverse declining trends

Council should look to build upon its improved performance on sealed local roads which has shown encouraging signs in recent years. There is still work to be done here as it is Council's most poorly rated service area and the most cited area in need of attention. Concurrently, Council needs to reverse the declining trend apparent in consultation and engagement, by ensuring it makes a concerted effort to reach out to residents about local community issues and its decision making.

# DETAILED FINDINGS



# Overall performance



## Overall performance

The overall performance index score of 47 for South Gippsland Shire Council is similar to past results.

- When last evaluated in 2017, Council's overall performance rating had reached a low point after consecutive years of small declines. It is now just rated one point higher years later.
- That said, overall performance remains just a few points lower than its peak rating of 50, achieved in 2012.

Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Large Rural group and State-wide (index scores of 58 and 61 respectively).

- Views of overall performance are similar across different demographic and geographic areas.
- Notably, results improved since 2017 among residents aged 50 to 64 years (index score of 46, up six points) and 35 to 49 years (49, up four).

Almost two in five residents (39%) rate the value for money they receive from Council in infrastructure and services as 'average'. A similar proportion (37%) rate it as 'poor' or 'very poor', while only 20% rate the value for money received as 'very good' or 'good'.





# Overall performance

## 2021 overall performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	61▲	58	60	59	59	59	60	61	60	60
Large Rural	58▲	55	56	56	54	54	56	n/a	n/a	n/a
35-49	49	n/a	n/a	n/a	45	52	50	46	45	49
Women	48	n/a	n/a	n/a	47	45	50	50	49	51
Tarwin Valley Ward	48	n/a	n/a	n/a	45	48	51	50	47	n/a
South Gippsland	47	n/a	n/a	n/a	46	47	49	49	48	50
Coastal Promontory Ward	47	n/a	n/a	n/a	48	48	44	48	47	n/a
Strzelecki Ward	47	n/a	n/a	n/a	46	46	49	48	49	n/a
18-34	46	n/a	n/a	n/a	51	46	56	57	51	53
65+	46	n/a	n/a	n/a	48	46	47	48	51	51
50-64	46	n/a	n/a	n/a	40	45	43	47	44	49
Men	45	n/a	n/a	n/a	44	49	48	48	46	49

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?

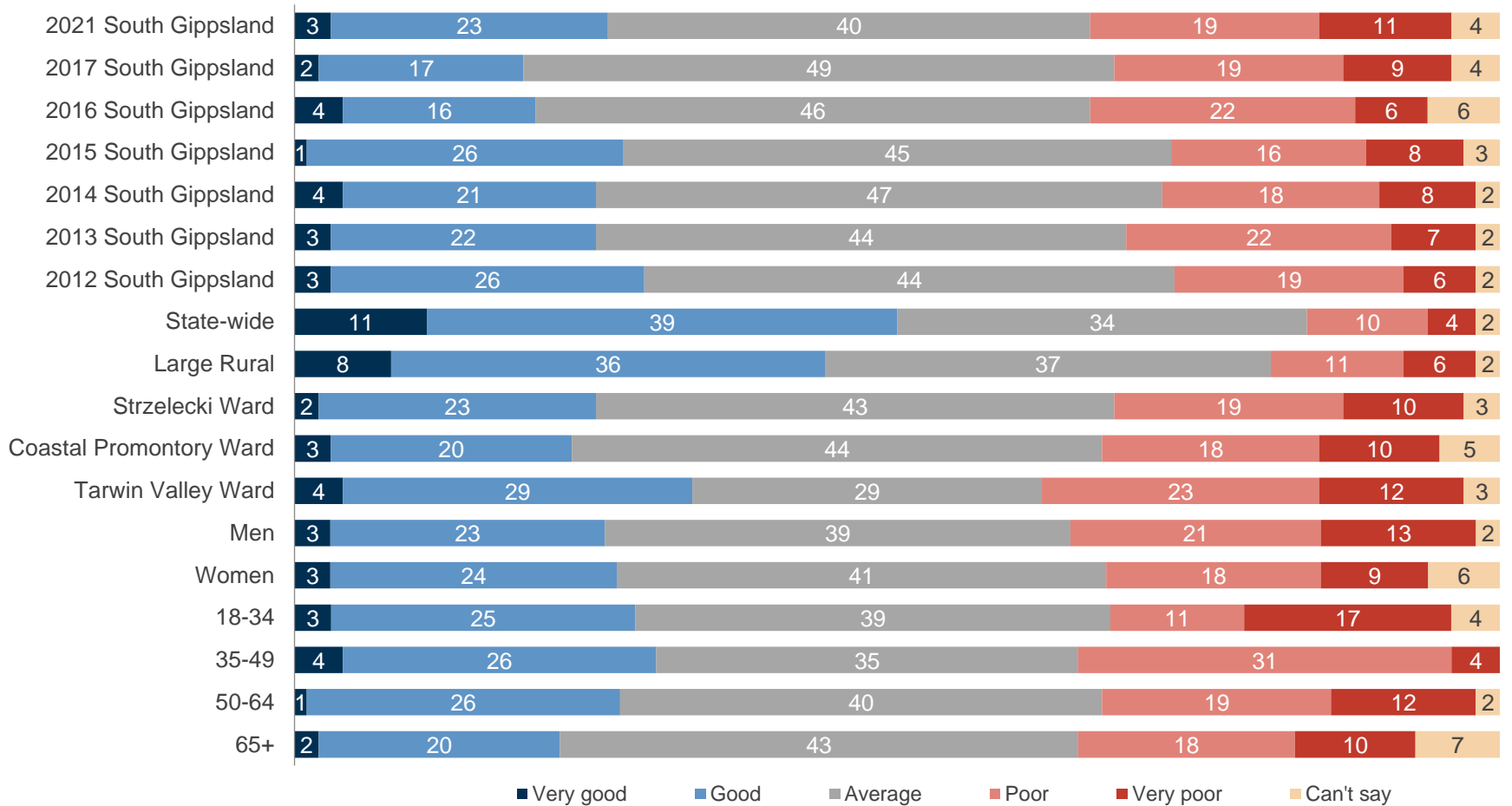
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Overall performance

2021 overall performance (%)

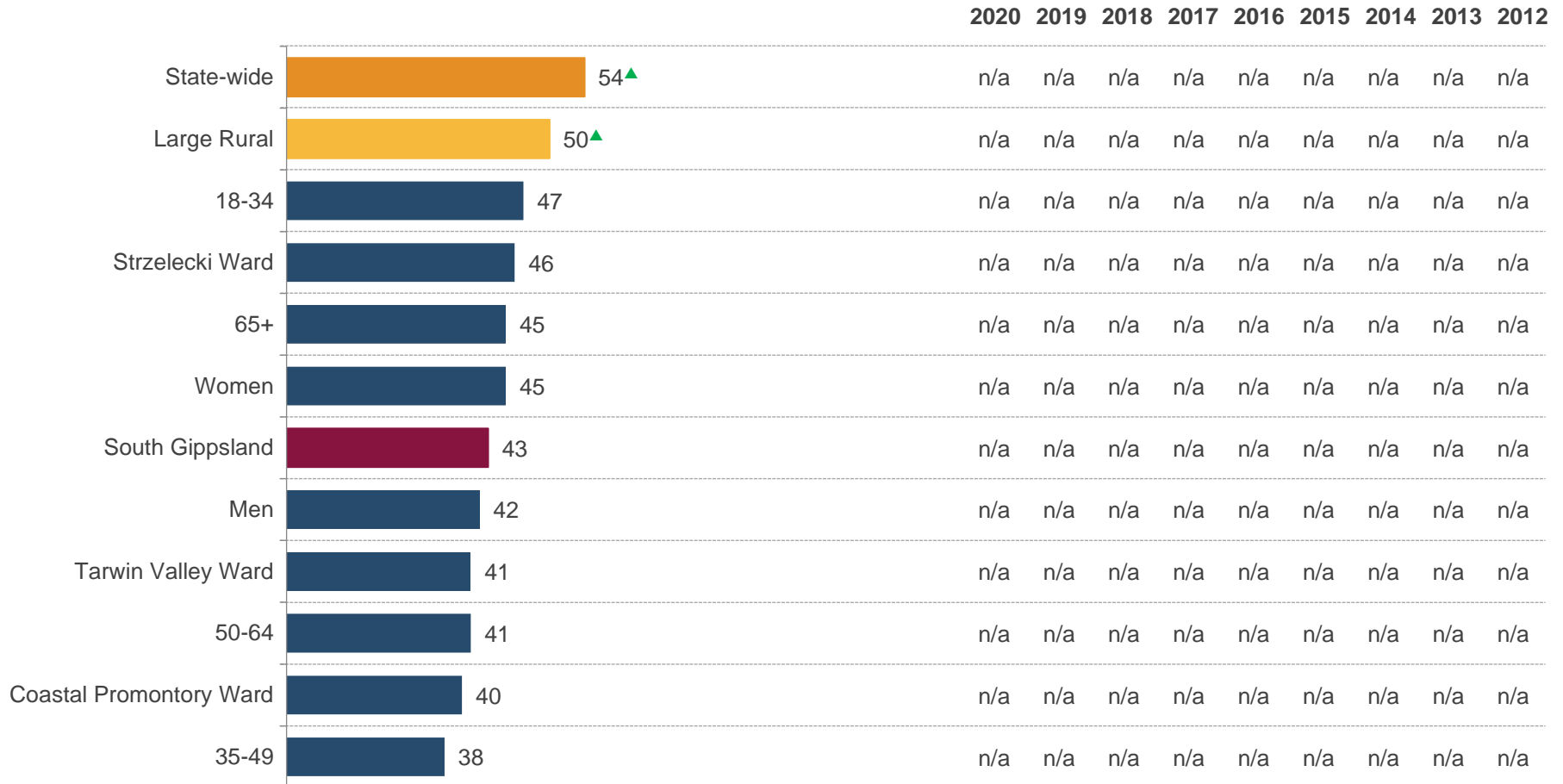


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of South Gippsland Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



# Value for money in services and infrastructure

2021 value for money (index scores)



Q3b. How would you rate South Gippsland Shire Council at providing good value for money in infrastructure and services provided to your community?

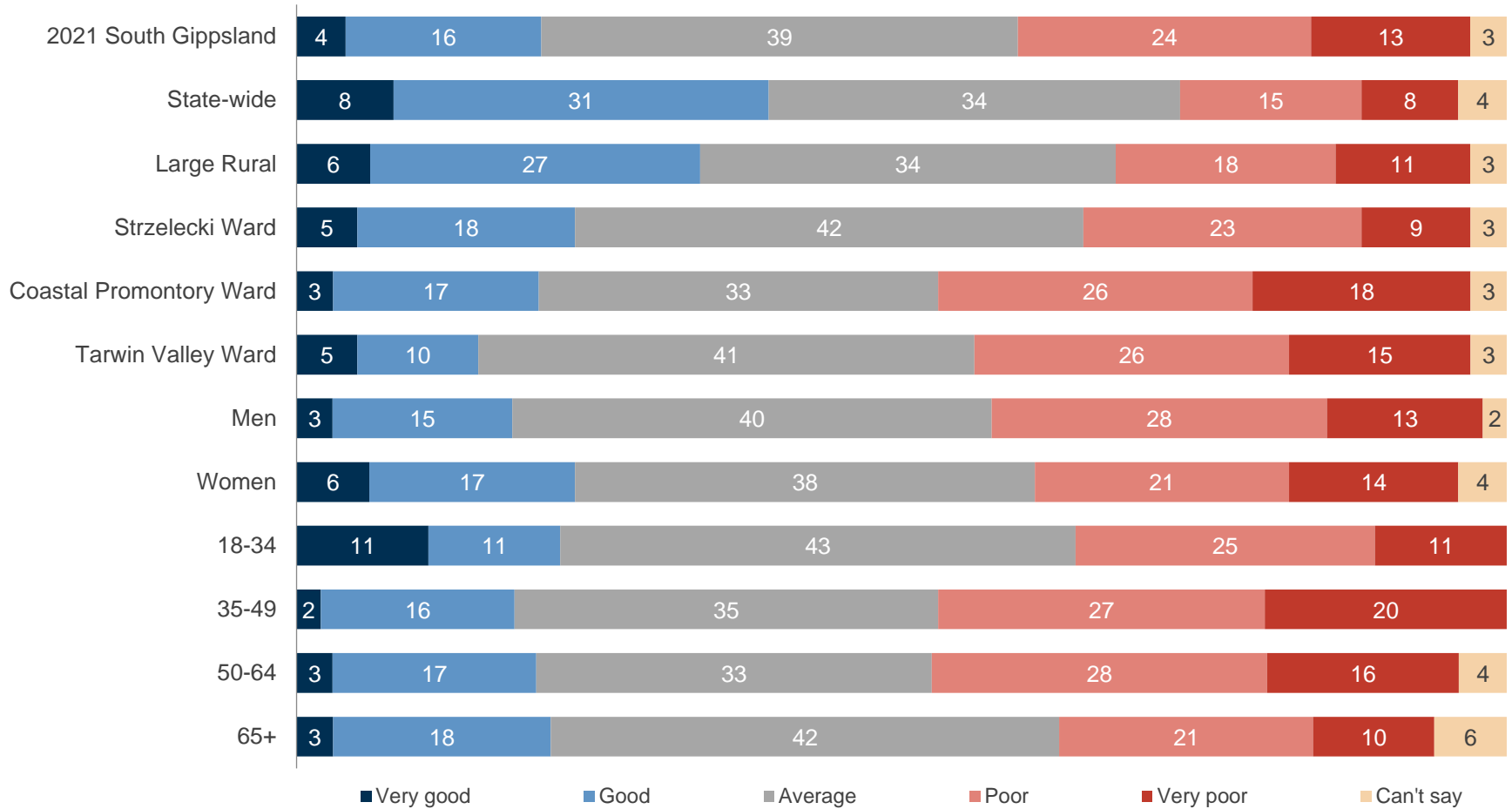
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Value for money in services and infrastructure

2021 value for money (%)



Q3b. How would you rate South Gippsland Shire Council at providing good value for money in infrastructure and services provided to your community?

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





## Top performing service areas

Council performs best by far in the area of waste management (index score of 61) compared to other service areas evaluated.

- Three times as many residents rate Council's performance in the top rated area of waste management as 'very good' or 'good' (52%) as those who rate it as 'very poor' or 'poor' (17%). A further 20% provide an average rating.
- Residents aged 65 years and over rate waste management (index score of 67) significantly higher than the Council average.
- Council's waste management is rated better in Tarwin Valley Ward (index score of 66) compared to Strzelecki (60) and Coastal Promontory Ward (59).

Council performs significantly lower than the Large Rural group and State-wide averages (index scores of 66 and 69 respectively) in the area of waste management.

Though it remains poorly rated, it is worth noting that performance ratings for sealed local roads are most certainly improving and have increased by seven index points since the last time South Gippsland Shire Council polled in 2017 (index score of 43). Ratings are up a total of 16 index points in this area since 2015.



**Waste management (index score of 61) is the area where Council performed best in 2021.**

## Low performing service areas



Council is poorly rated in the areas of sealed local roads (index score of 43), consultation and engagement (44), lobbying (46) and community decisions (46).

- Council rates significantly lower than the Large Rural group and State-wide averages for all of the aforementioned areas.

Consultation and engagement is the only area in which perceptions have declined since last being evaluated in 2017 (down three points).

- It is also the second most commonly cited area in need on improved (13%).

The most commonly cited area in need of improvement is sealed road maintenance (24%).

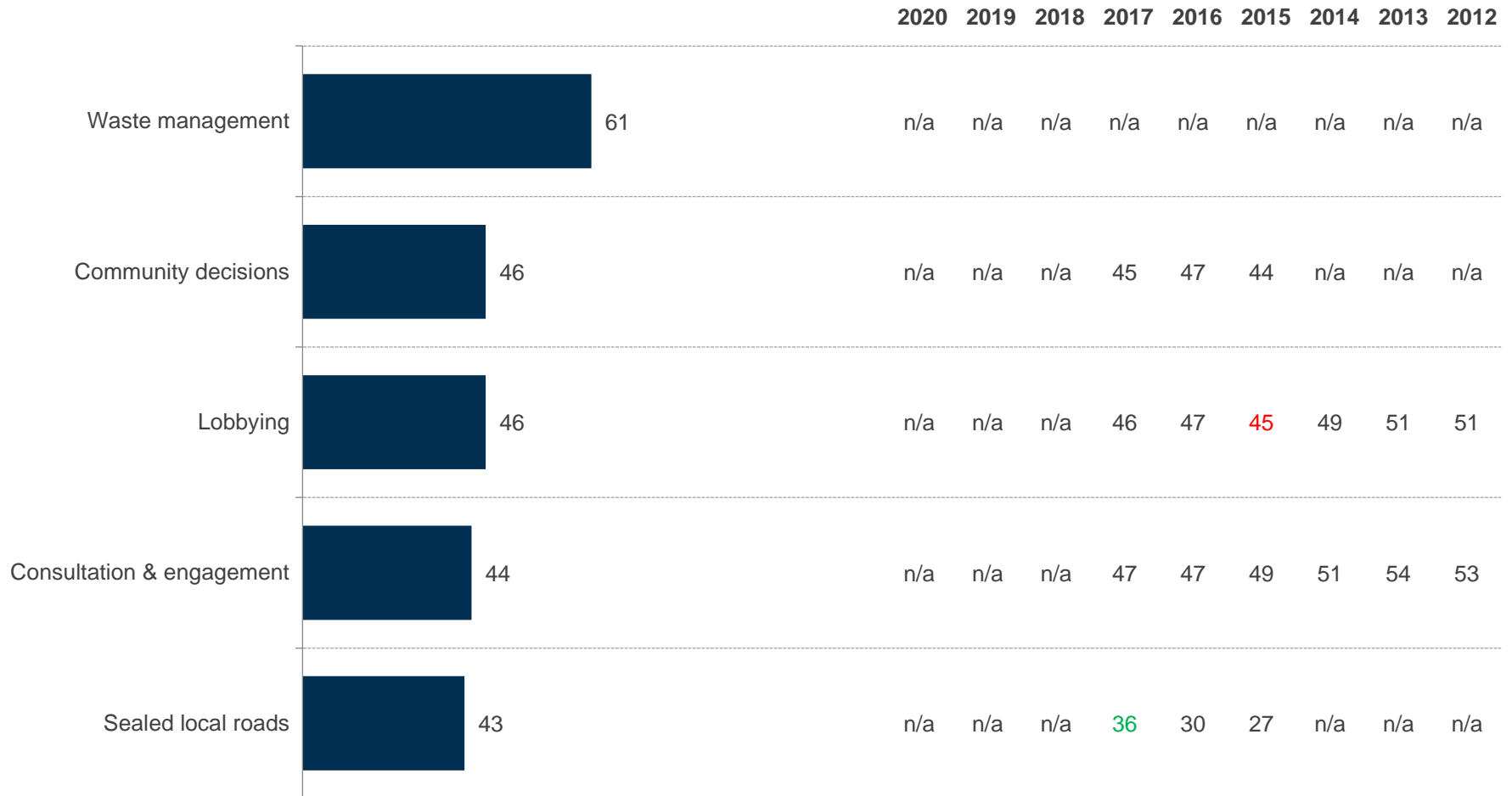
Interestingly, Council's younger resident cohort aged 18 to 34 years are most complimentary of Council's performance in these lower performing areas. In many cases their perceptions are significantly higher compared to average.

- The exception to this is sealed local roads, where they have among the lowest of ratings and the reverse in true. In this instance, residents aged 65 years and over are most complimentary of Council's sealed roads.



# Individual service area performance

2021 individual service area performance (index scores)



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

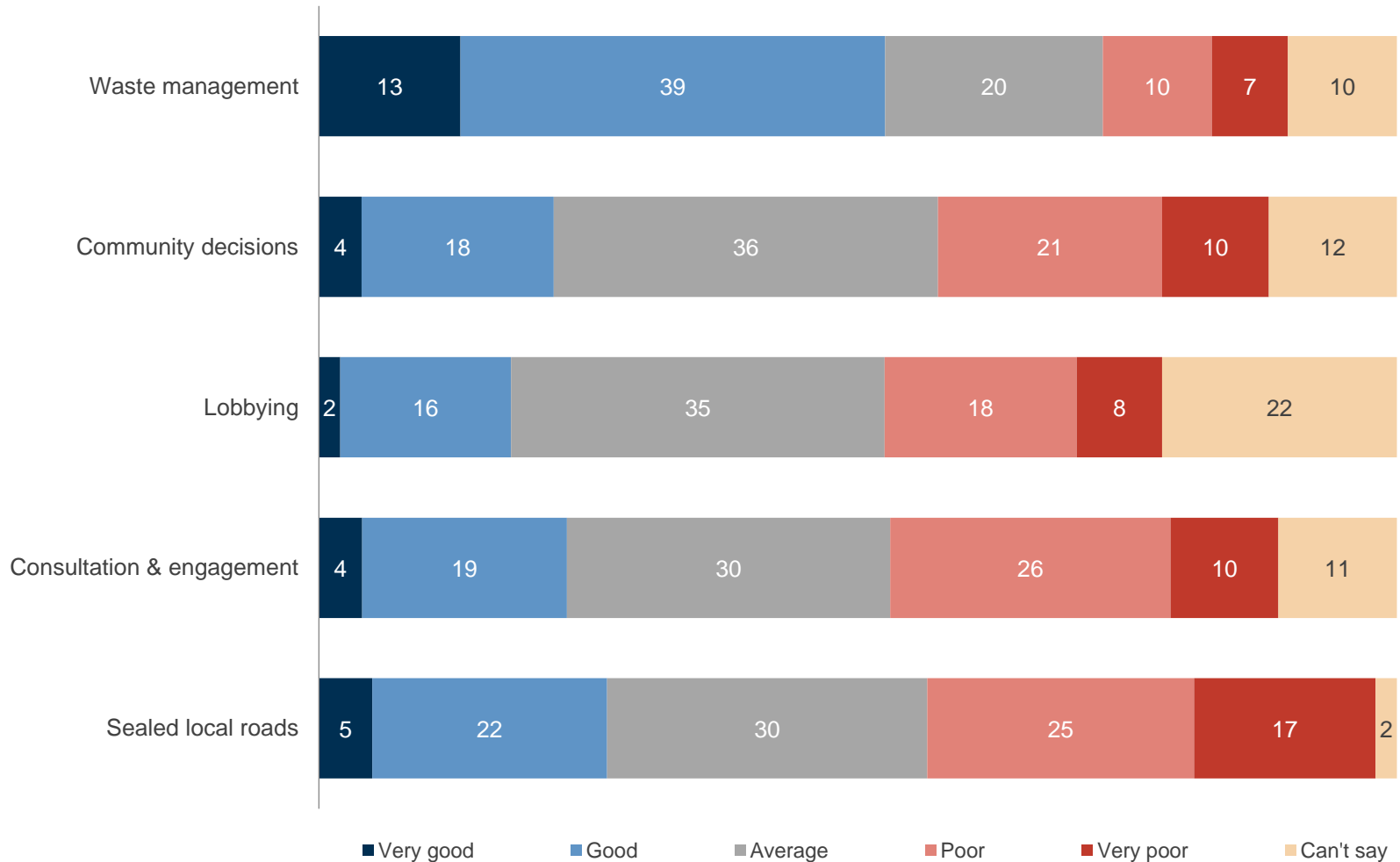
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Individual service area performance

2021 individual service area performance (%)

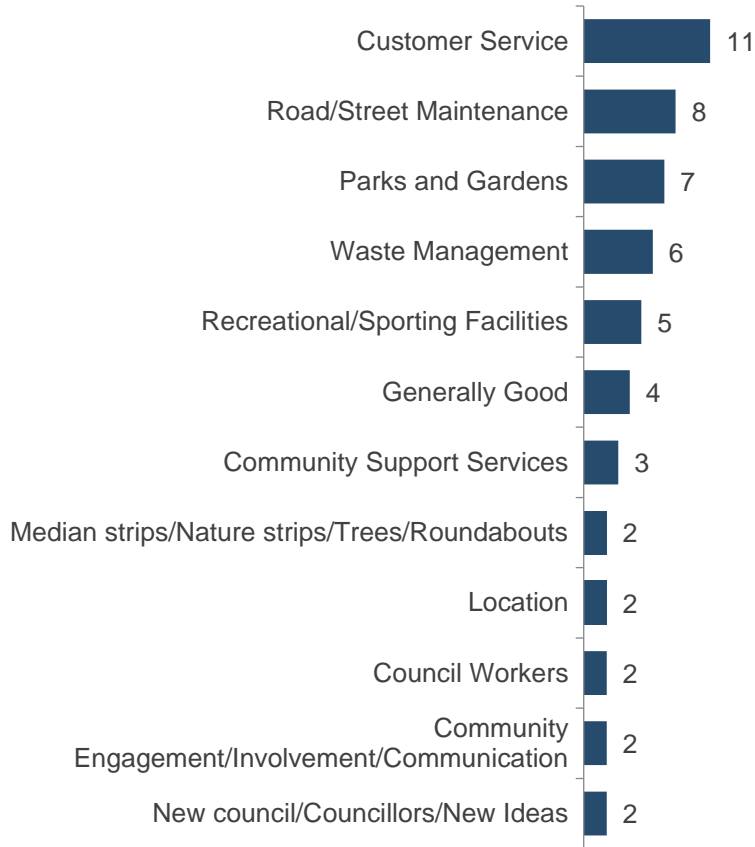


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

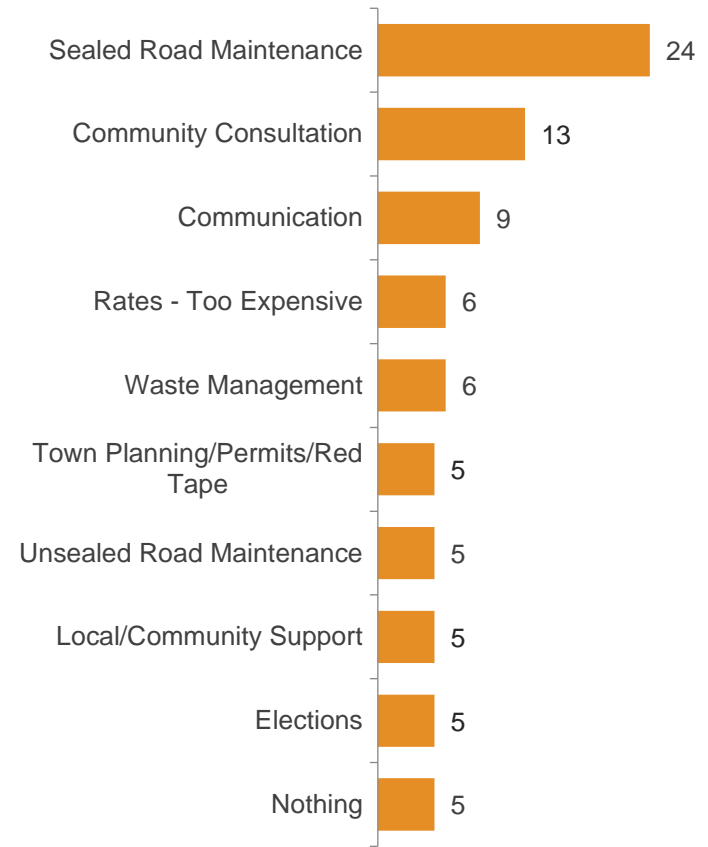


# Best things about Council and areas for improvement

**2021 best things about Council (%)**  
- Top mentions only -



**2021 areas for improvement (%)**  
- Top mentions only -



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: 28 Councils asked group: 9

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

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

A verbatim listing of responses to these questions can be found in the accompanying dashboard.



# Customer service



## Contact with council and customer service

### Contact with council

Just over half of Council residents (53%) have had contact with Council in the last 12 months.

- Strzelecki Ward residents (49%) are least likely to have contacted Council in the last 12 months. By comparison, 55% of Tarwin Valley and 56% of Coastal Promontory Ward residents contacted Council.
- Residents aged 35 to 49 years are most likely to have contacted Council (64%), whereas all other age cohorts sit at 50% contact rates.



**Among those who have had contact with Council, 48% provide a positive customer service rating of 'very good' or 'good', including just 12% who rate Council's customer service as 'very good'.**

### Customer service

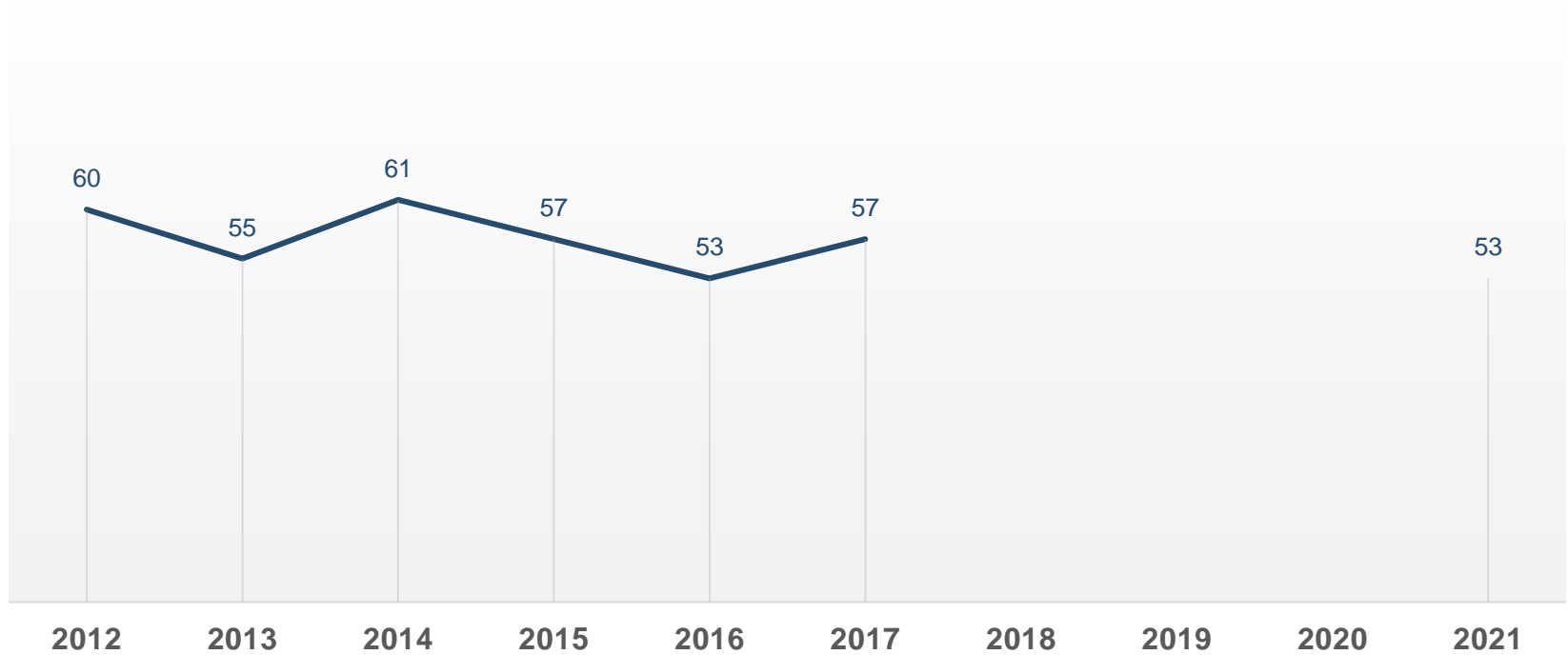
Council's customer service index of 56 is five points lower than results achieved in 2017. This means results for customer service are now at their lowest point to date.

- There is now a 12 point gap to Council's highest achieved rating for customer service, seen in 2013.
- Customer service is rated significantly lower than the Large Rural group and State-wide averages for councils (index scores of 68 and 70 respectively).
- Perceptions of customer service are higher in the Strzelecki Ward (index score of 60), despite residents in this area having the least amount of contact with Council.
- Residents aged 18 to 34 years (index score of 42) rate Council lowest for customer service. Ratings among this group are significantly lower than the average rating – having dropped 18 index points since 2017.



# Contact with council

2021 contact with council (%)  
Have had 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?

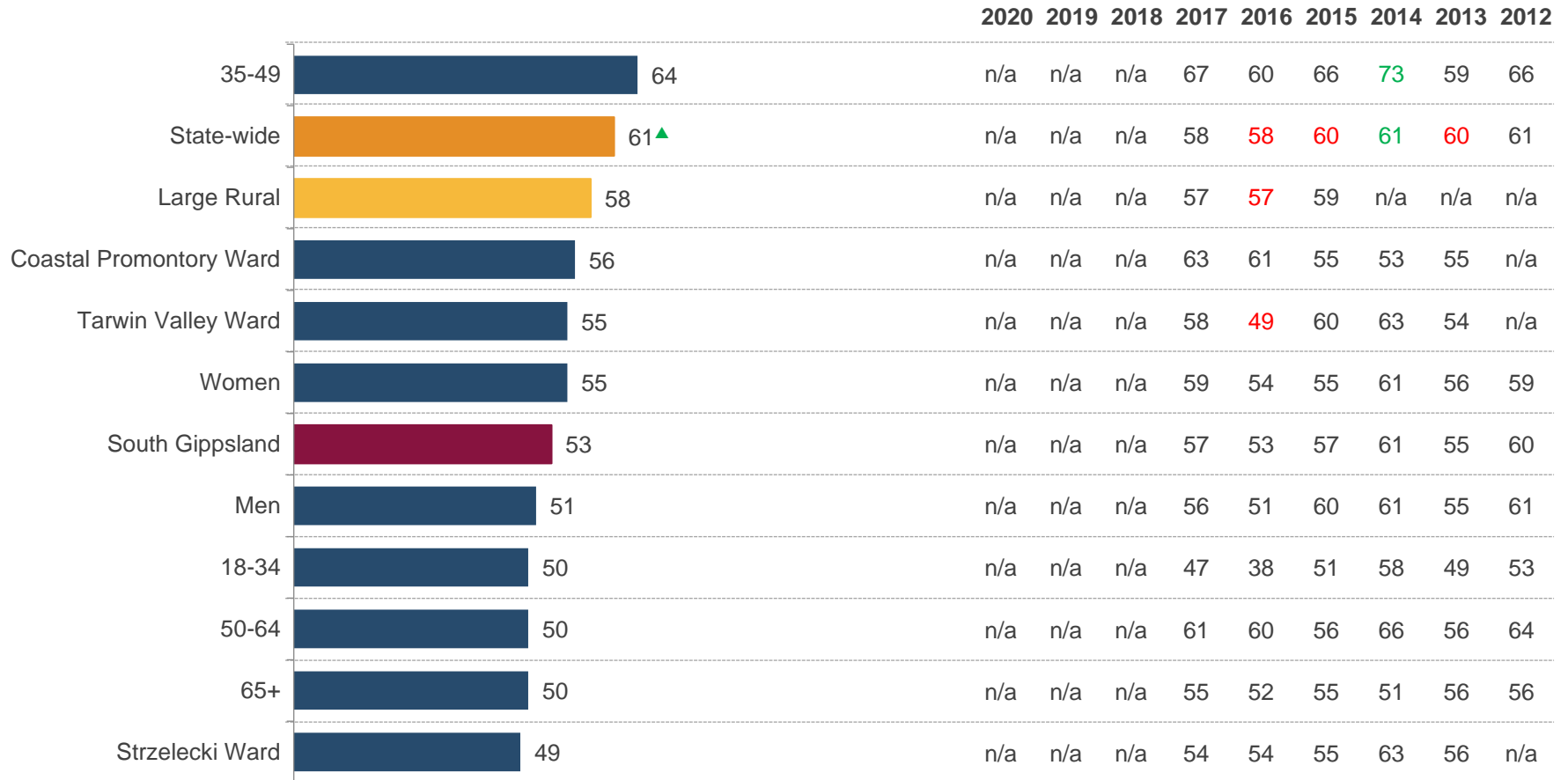
Base: All respondents. Councils asked state-wide: 39 Councils asked group: 10





## Contact with council

### 2021 contact with council (%)



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: 39 Councils asked group: 10

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



# Customer service rating

## 2021 customer service rating (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	70▲	70	71	70	69	69	70	72	71	71
Large Rural	68▲	68	69	67	66	67	67	n/a	n/a	n/a
50-64	64	n/a	n/a	n/a	59	68	59	63	67	64
Strzelecki Ward	60	n/a	n/a	n/a	61	64	67	66	73	n/a
65+	59	n/a	n/a	n/a	65	67	67	64	68	65
Women	56	n/a	n/a	n/a	65	62	64	64	69	64
South Gippsland	56	n/a	n/a	n/a	61	65	65	63	68	65
Men	56	n/a	n/a	n/a	57	69	67	62	67	65
35-49	55	n/a	n/a	n/a	59	61	68	62	70	70
Coastal Promontory Ward	54	n/a	n/a	n/a	64	64	65	55	62	n/a
Tarwin Valley Ward	52	n/a	n/a	n/a	60	67	64	64	66	n/a
18-34	42▼	n/a	n/a	n/a	60	67	66	63	67	59

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.

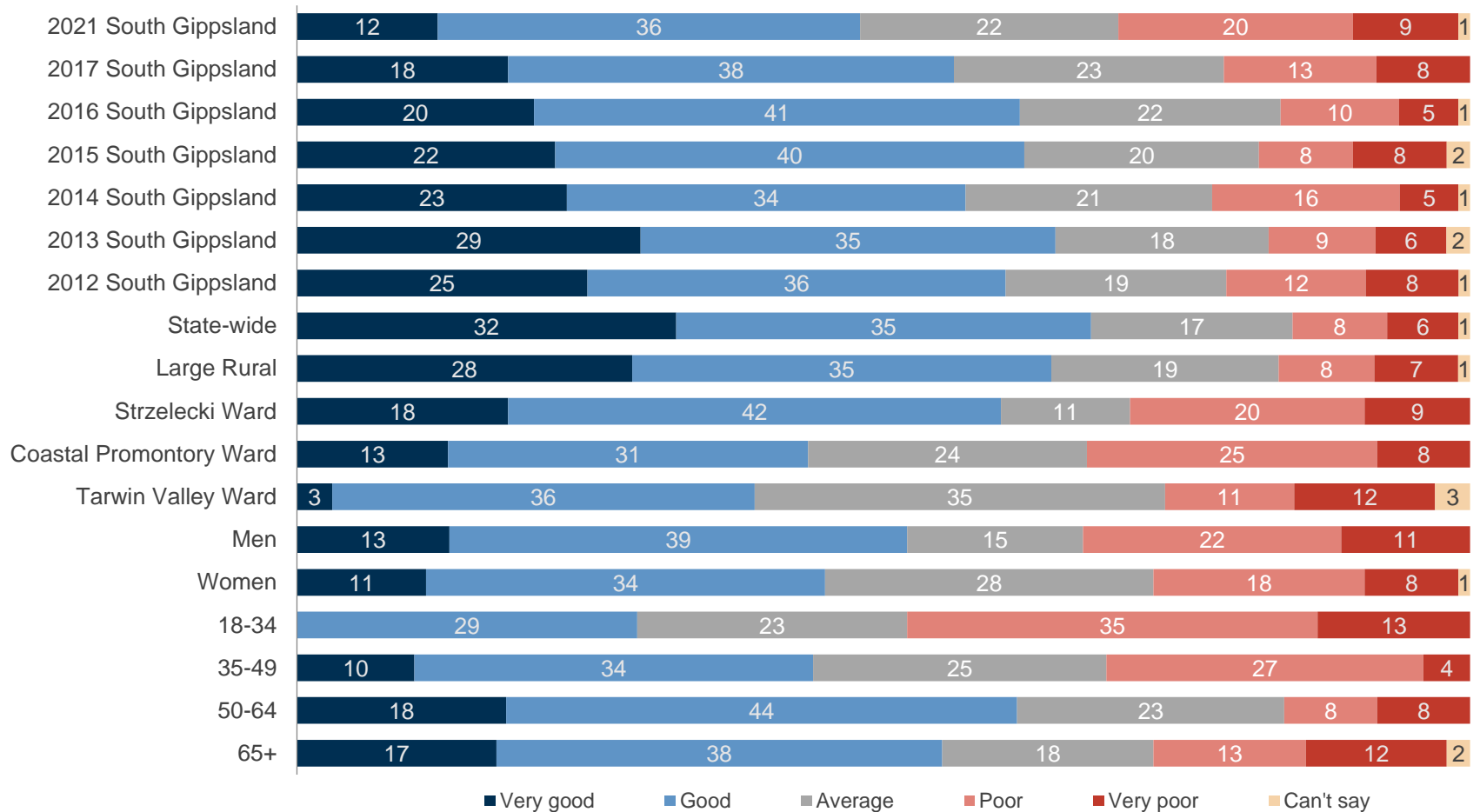
Councils asked state-wide: 66 Councils asked group: 19

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



# Customer service rating

2021 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: 66 Councils asked group: 19



# Council direction

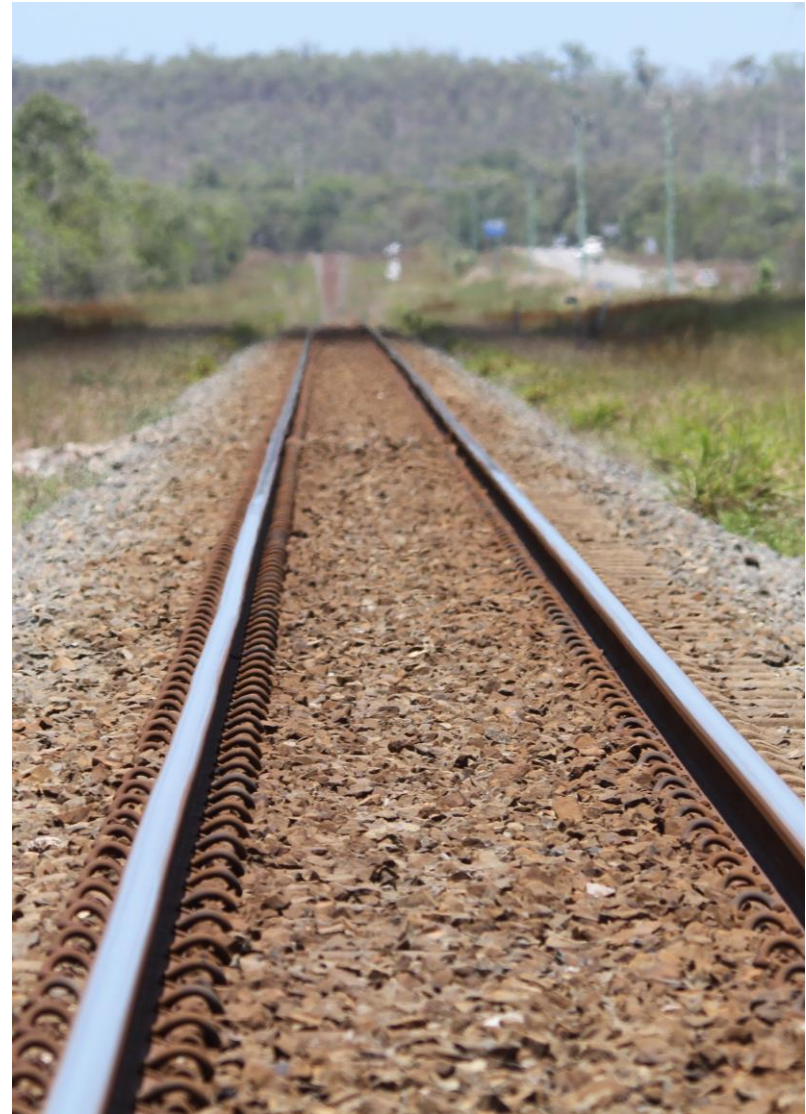
## Council direction

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Over the last 12 months, 54% of residents believe the direction of Council's overall performance has remained the same compared to 15% who believe it has improved and 25% who believe it has deteriorated.

- The most satisfied with Council direction are those aged 50 to 64 years (index score of 48).
- The least satisfied with Council direction are those aged 35 to 49 years and Tarwin Valley Ward residents (index score of 42 each).

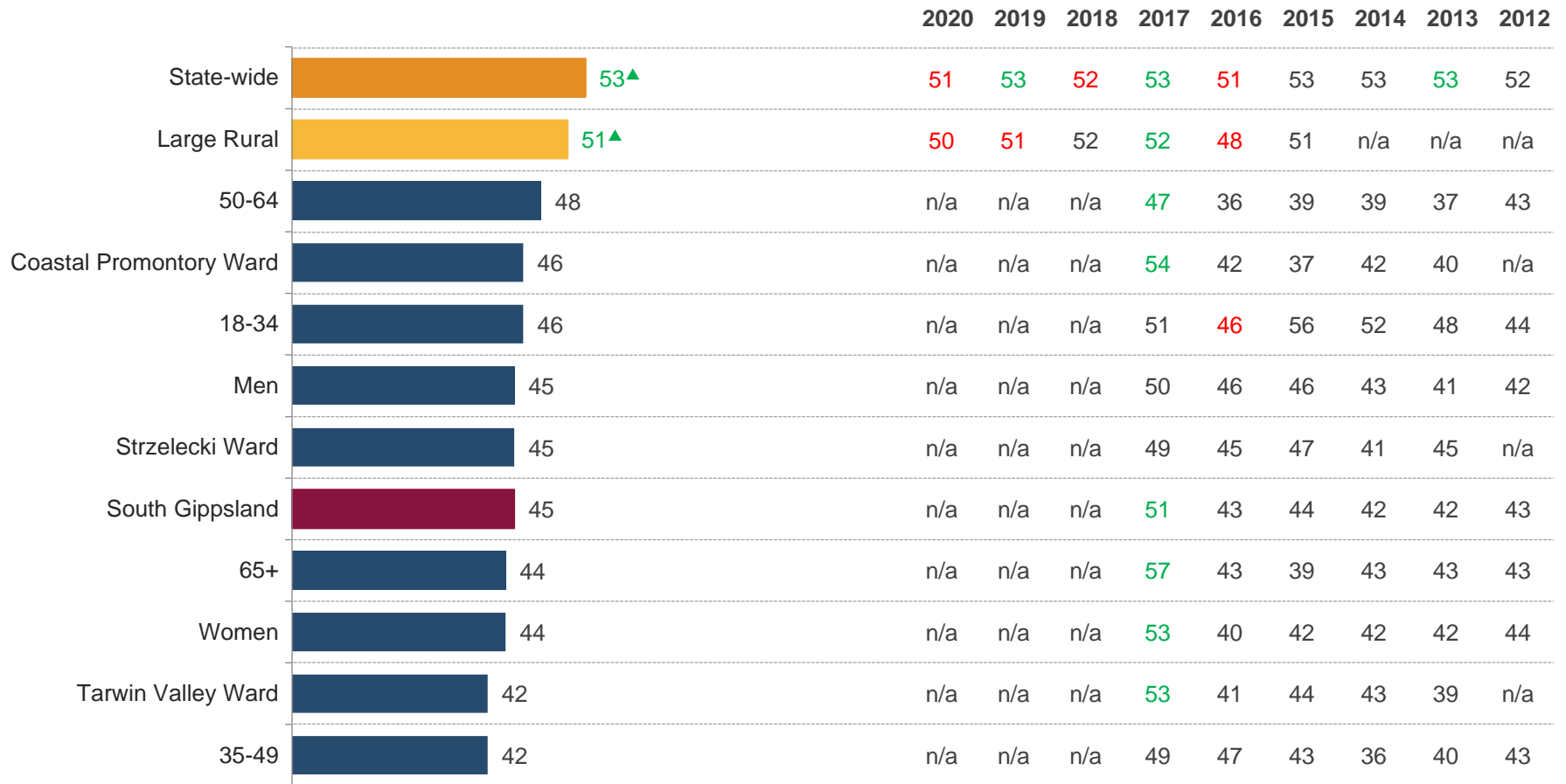
While Council's rating (index score of 45) on the perceived direction of overall performance is six points lower than when it was last evaluated, it has not dropped to levels previously seen in 2013 and 2014 (both 42). Care should be taken to ensure that the overall Council direction index does not reach these levels again.





# Overall council direction last 12 months

2021 overall council direction (index scores)



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

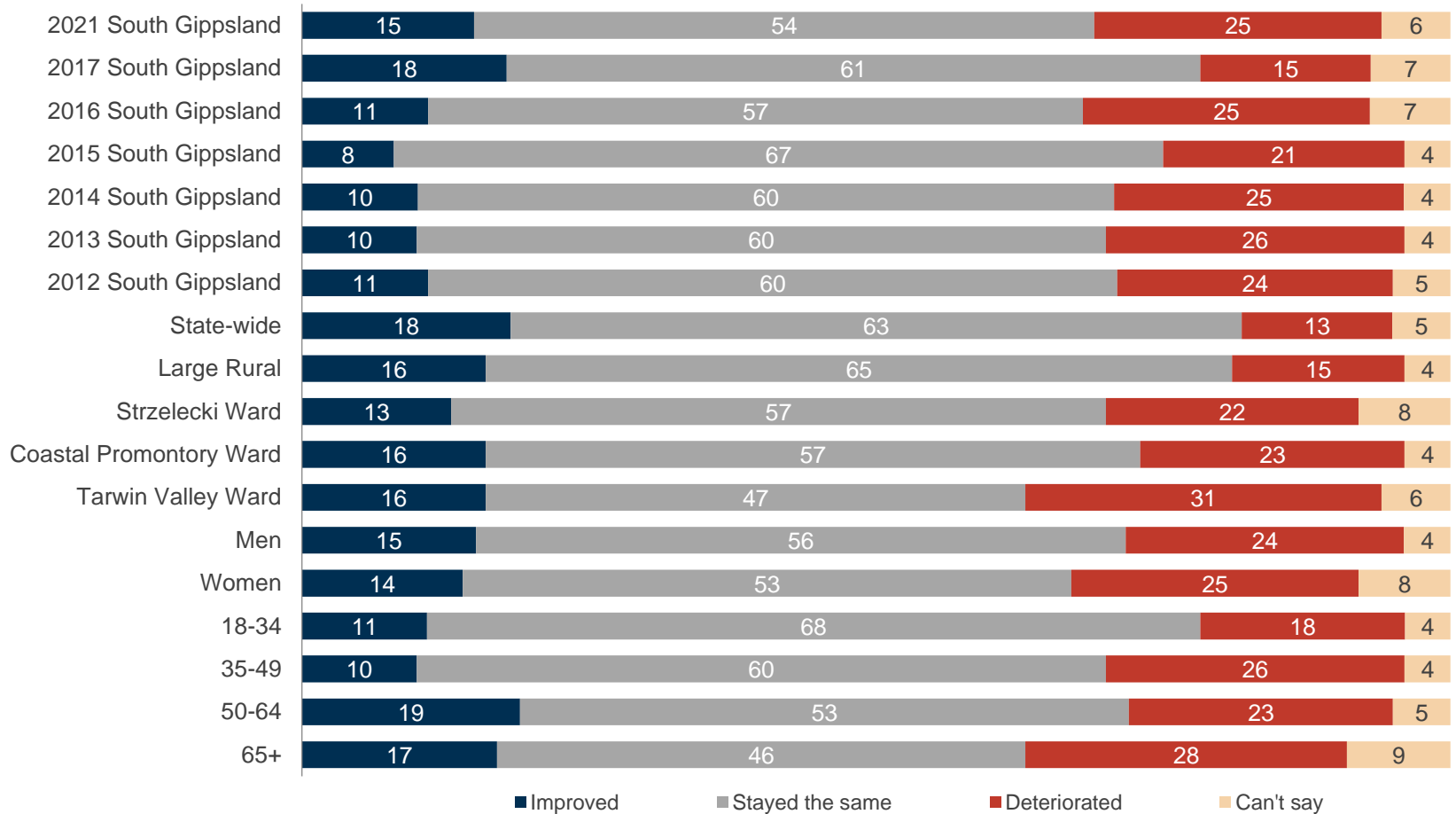
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



# Overall council direction last 12 months

2021 overall council 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: 66 Councils asked group: 19



# Individual service areas

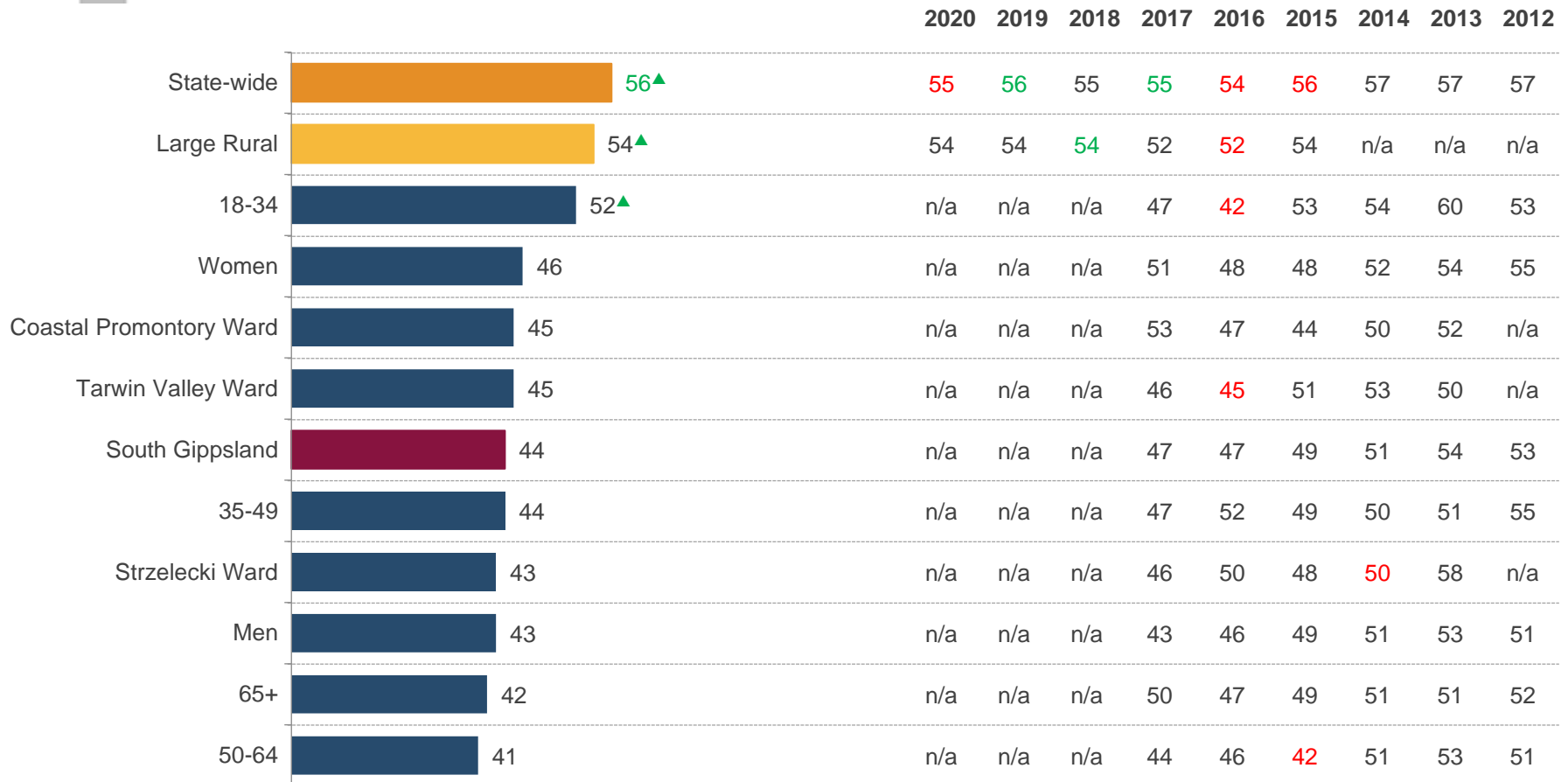




# Community consultation and engagement performance



2021 consultation and engagement performance (index scores)



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

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

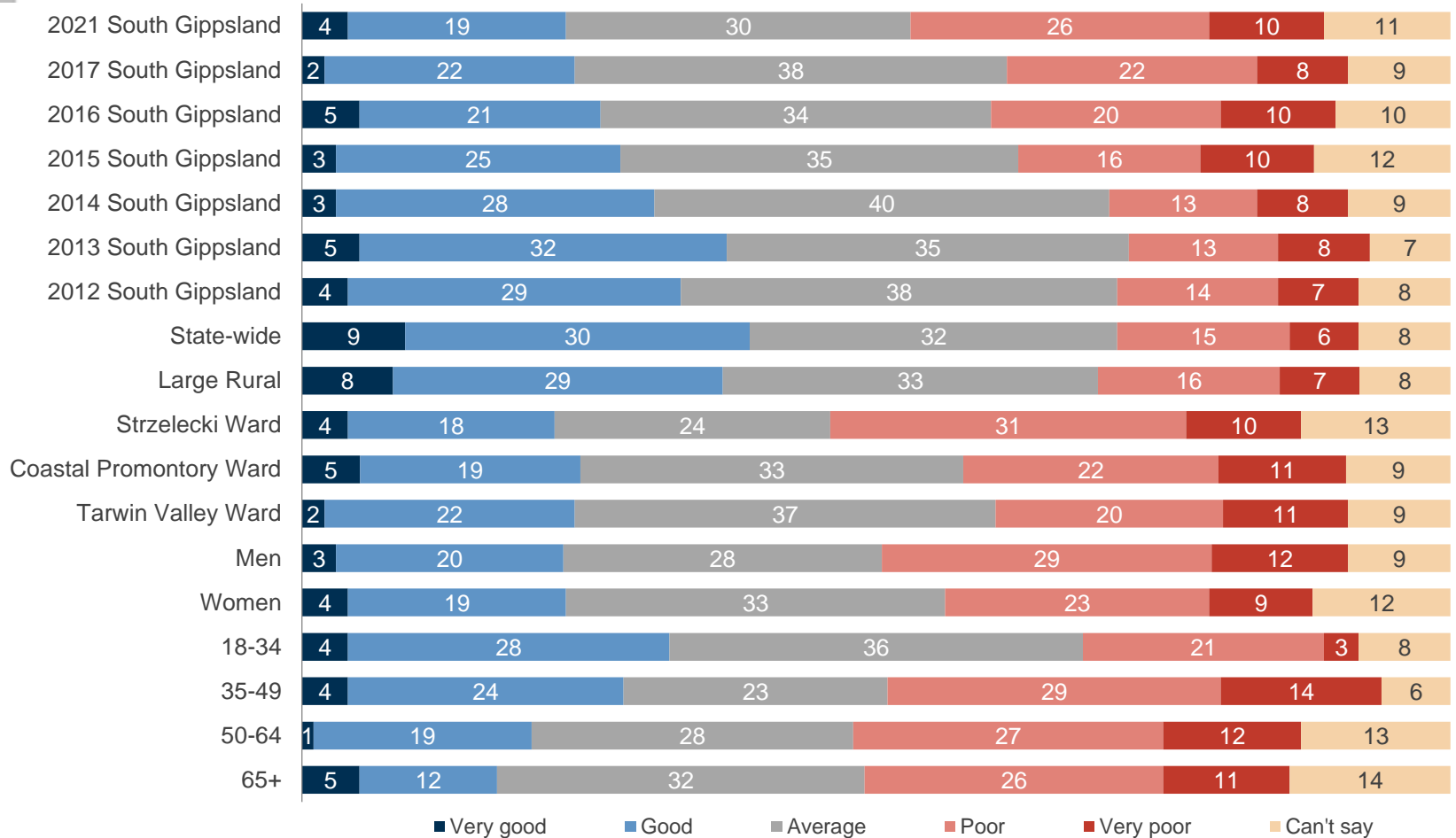
Note: Please see Appendix A for explanation of significant differences.



# Community consultation and engagement performance



2021 consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



# Lobbying on behalf of the community performance



## 2021 lobbying performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	53	54	54	54	53	55	56	55	55
Large Rural	53	52	52	51	50	53	n/a	n/a	n/a
18-34	n/a	n/a	n/a	46	53	48	59	55	51
Coastal Promontory Ward	n/a	n/a	n/a	49	50	41	45	52	n/a
Women	n/a	n/a	n/a	50	45	45	48	50	53
35-49	n/a	n/a	n/a	47	49	46	45	48	53
South Gippsland	n/a	n/a	n/a	46	47	45	49	51	51
Strzelecki Ward	n/a	n/a	n/a	45	47	46	47	53	n/a
Men	n/a	n/a	n/a	41	50	45	50	52	50
Tarwin Valley Ward	n/a	n/a	n/a	45	47	46	52	47	n/a
50-64	n/a	n/a	n/a	42	43	40	45	51	50
65+	n/a	n/a	n/a	48	46	45	46	50	52

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

Base: All respondents. Councils asked state-wide: 51 Councils asked group: 15

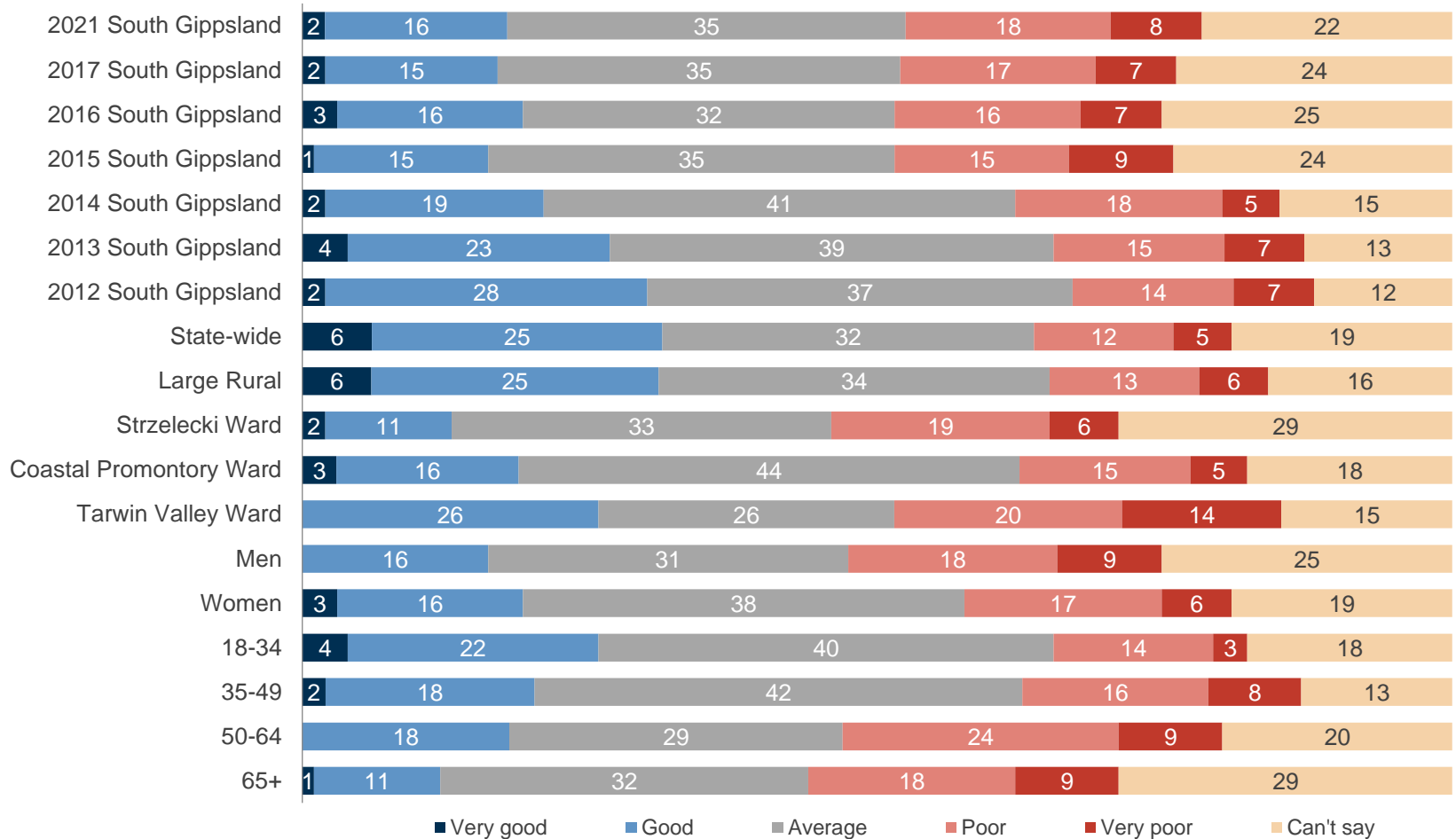
Note: Please see Appendix A for explanation of significant differences.



# Lobbying on behalf of the community performance



2021 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: 51 Councils asked group: 15

# Decisions made in the interest of the community performance



## 2021 community decisions made performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	53	55	54	54	54	55	57	n/a	n/a
Large Rural	52	52	52	51	50	52	n/a	n/a	n/a
18-34	n/a	n/a	n/a	47	51	47	n/a	n/a	n/a
Women	n/a	n/a	n/a	47	46	45	n/a	n/a	n/a
Coastal Promontory Ward	n/a	n/a	n/a	47	48	41	n/a	n/a	n/a
50-64	n/a	n/a	n/a	41	46	39	n/a	n/a	n/a
Strzelecki Ward	n/a	n/a	n/a	45	47	43	n/a	n/a	n/a
South Gippsland	n/a	n/a	n/a	45	47	44	n/a	n/a	n/a
65+	n/a	n/a	n/a	49	44	44	n/a	n/a	n/a
35-49	n/a	n/a	n/a	45	51	45	n/a	n/a	n/a
Men	n/a	n/a	n/a	44	49	42	n/a	n/a	n/a
Tarwin Valley Ward	n/a	n/a	n/a	45	47	46	n/a	n/a	n/a

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

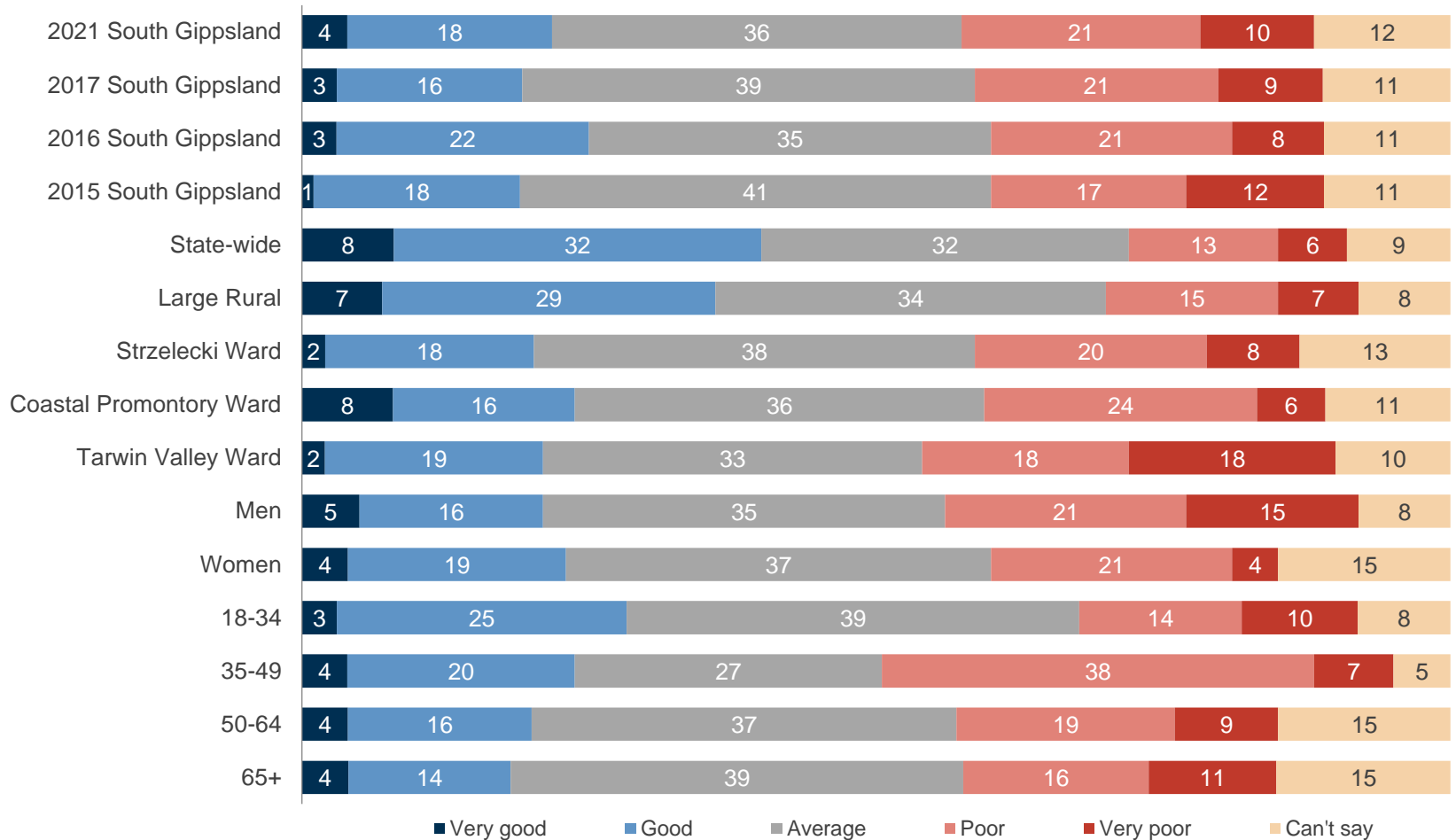
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

# Decisions made in the interest of the community performance



2021 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

# The condition of sealed local roads in your area performance



## 2021 sealed local roads performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	54	56	53	53	54	55	55	n/a	n/a
Large Rural	47	47	45	43	44	45	n/a	n/a	n/a
65+	n/a	n/a	n/a	39	36	32	n/a	n/a	n/a
Coastal Promontory Ward	n/a	n/a	n/a	38	32	25	n/a	n/a	n/a
Tarwin Valley Ward	n/a	n/a	n/a	35	30	28	n/a	n/a	n/a
Men	n/a	n/a	n/a	34	35	30	n/a	n/a	n/a
South Gippsland	n/a	n/a	n/a	36	30	27	n/a	n/a	n/a
Women	n/a	n/a	n/a	38	24	23	n/a	n/a	n/a
50-64	n/a	n/a	n/a	34	30	24	n/a	n/a	n/a
Strzelecki Ward	n/a	n/a	n/a	36	29	26	n/a	n/a	n/a
18-34	n/a	n/a	n/a	34	16	21	n/a	n/a	n/a
35-49	n/a	n/a	n/a	35	31	26	n/a	n/a	n/a

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

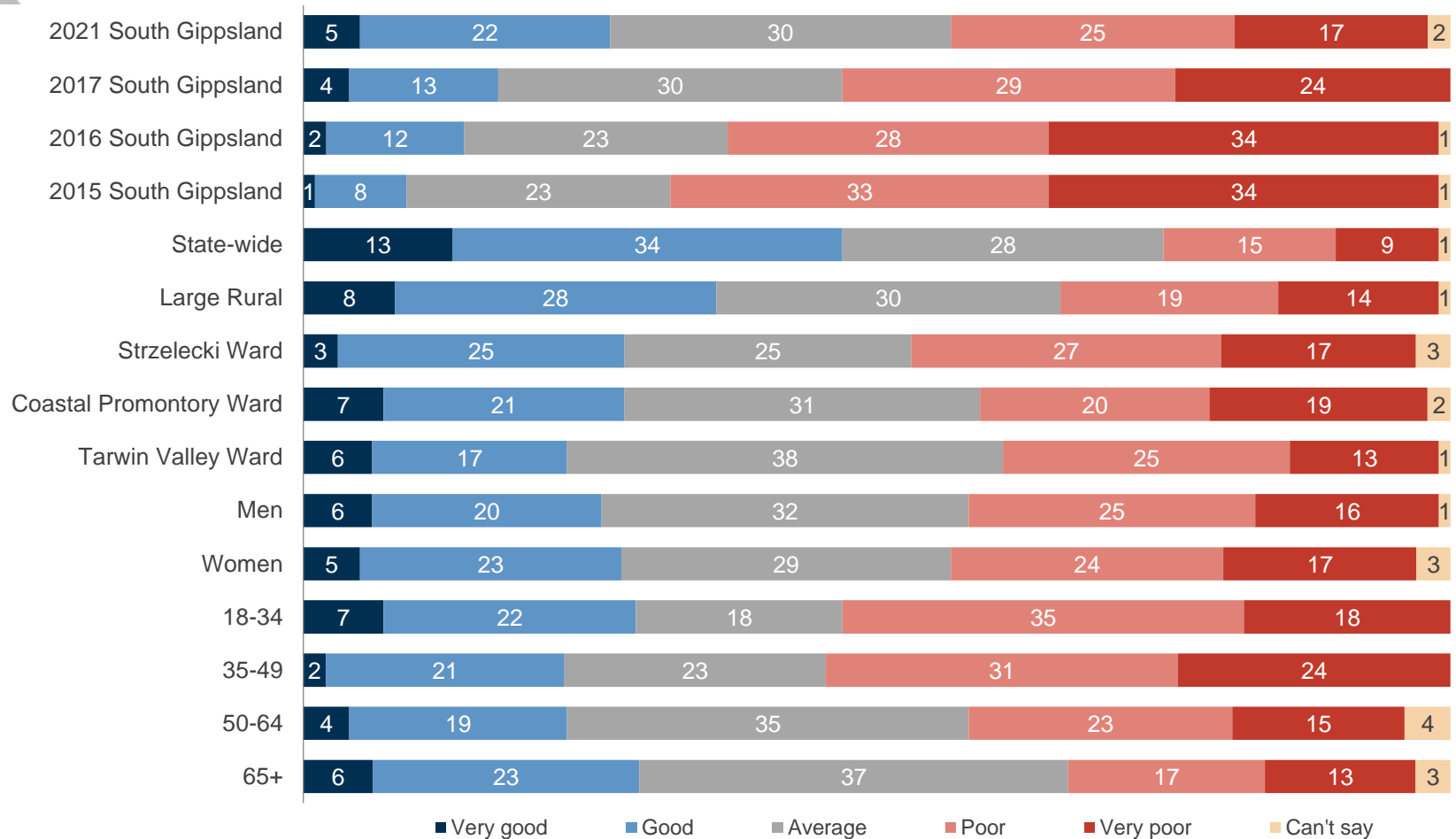
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

# The condition of sealed local roads in your area performance



2021 sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

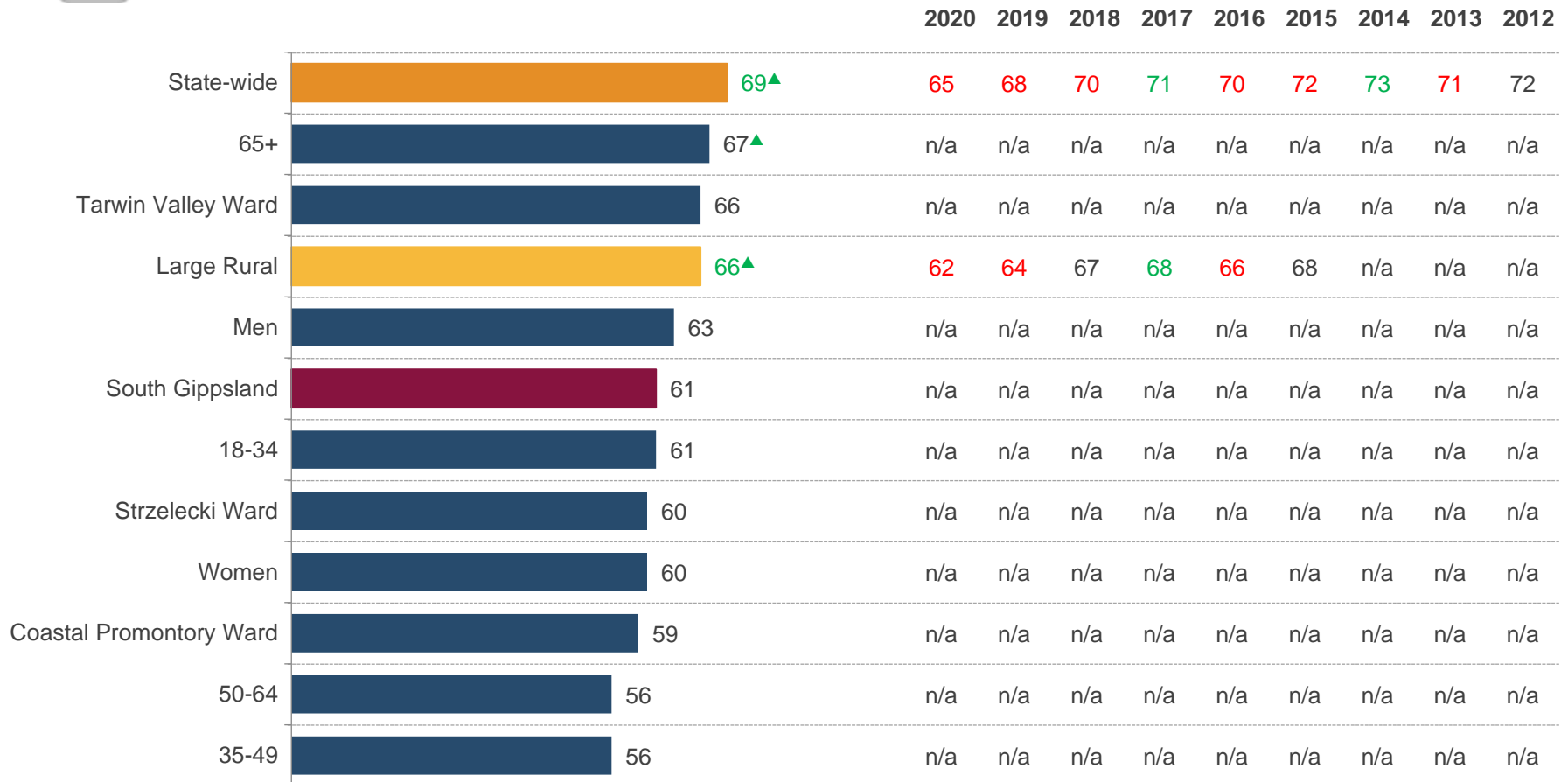




# Waste management performance



2021 waste management performance (index scores)



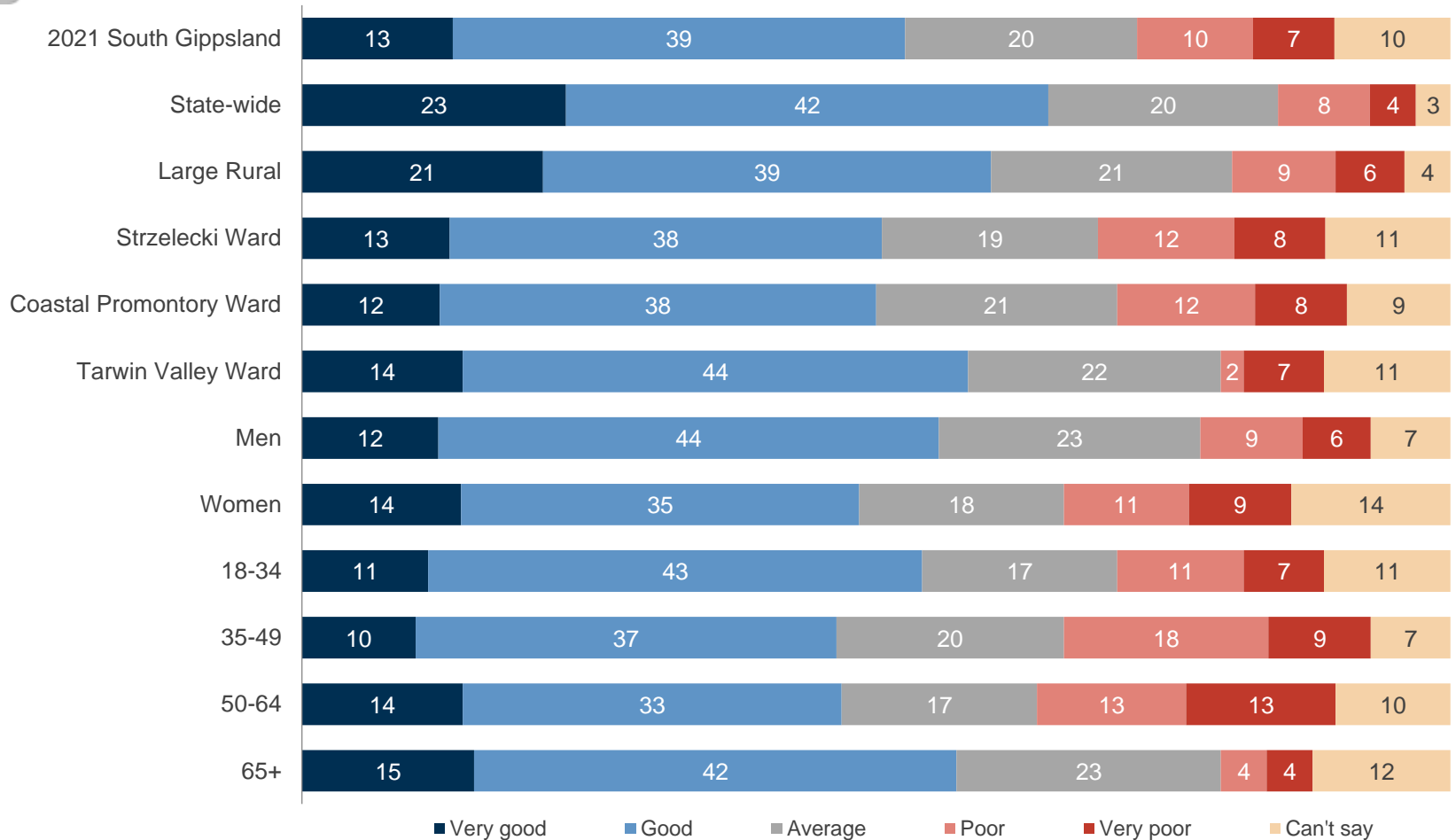
Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19  
 Note: Please see Appendix A for explanation of significant differences.



# Waste management performance



2021 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



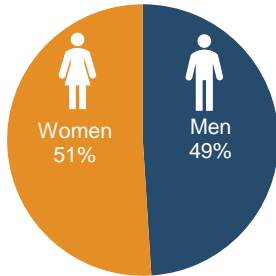
# **Detailed demographics**



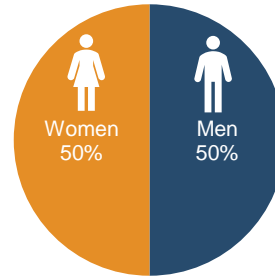
# Gender and age profile

## 2021 gender

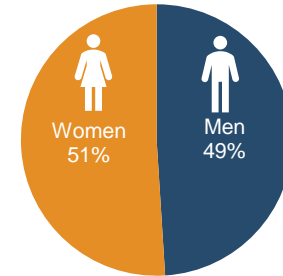
South Gippsland



Large Rural

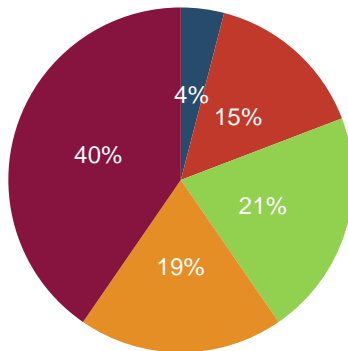


State-wide

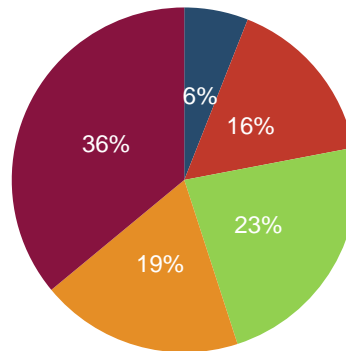


## 2021 age

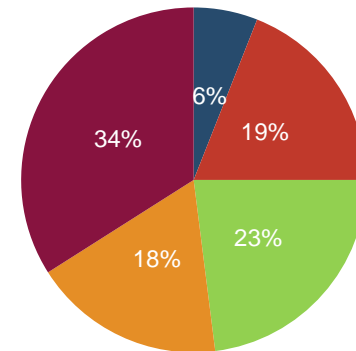
South Gippsland



Large Rural



State-wide




■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?  
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19  
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Inside the 'W', there are faint, light blue background images of various data visualization elements: a bar chart, a line graph with a downward trend, and a grid pattern.

# **Appendix A: Index scores, margins of error and significant differences**



## Appendix A: Index Scores

### Index Scores

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

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

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

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

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



## Appendix A: Margins of error

The sample size for the 2021 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 23,400 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	190	195	+/-7.1
Women	210	205	+/-6.7
Strzelecki Ward	179	173	+/-7.3
Coastal Promontory Ward	125	132	+/-8.8
Tarwin Valley Ward	96	94	+/-10.0
18-34 years	28	78	+/-18.8
35-49 years	50	85	+/-14.0
50-64 years	103	76	+/-9.7
65+ years	219	161	+/-6.6



## Appendix A: Significant difference reporting notation

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green (▲) and downward directing red arrows (▼).

Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

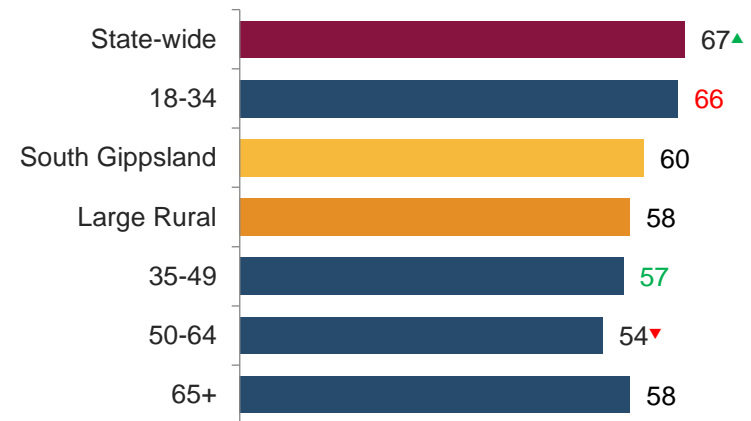
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

2021 overall performance (index scores)  
(example extract only)







## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



# **Appendix B: Further project information**



## Appendix B: Further information

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Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

- Background and objectives
- Analysis and reporting
- Glossary of terms

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

For further queries about the conduct and reporting of the 2021 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

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

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



## Appendix B: Survey methodology and sampling

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

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

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the 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.

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 60% 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 1<sup>st</sup> February – 21<sup>st</sup> March, 2021.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2021 vary slightly.

### Council Groups

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, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for South Gippsland Shire Council for this 2021 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



## Appendix B: 2012 survey revision

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The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of 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 2012-2021 have been made throughout this report as appropriate.



## Appendix B: Core, optional and tailored questions

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### Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2021 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2021 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



## Appendix B: Analysis and reporting

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### Reporting

Every council that participated in the 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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





## Appendix B: Glossary of terms

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

**CSS:** 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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