



# **2019 Local Government Community Satisfaction Survey**

## **East Gippsland Shire Council**

Coordinated by the Department of  
Environment, Land, Water and Planning  
on behalf of Victorian councils



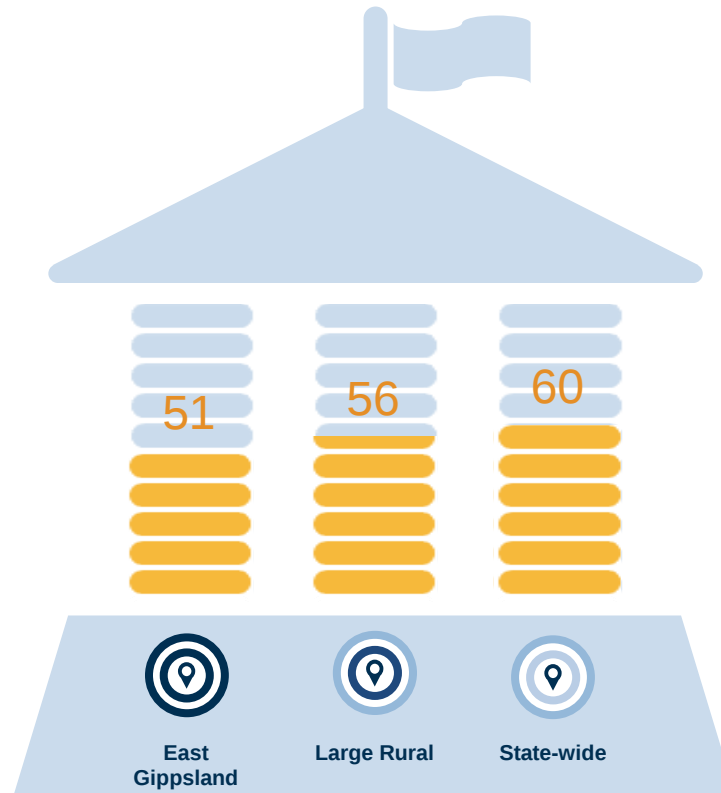
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## East Gippsland Shire Council – at a glance



### Overall Council performance

Results shown are index scores out of 100.



# **Background and objectives**



## Background and objectives

**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 twentieth year, this survey provides insight into the community's views on:

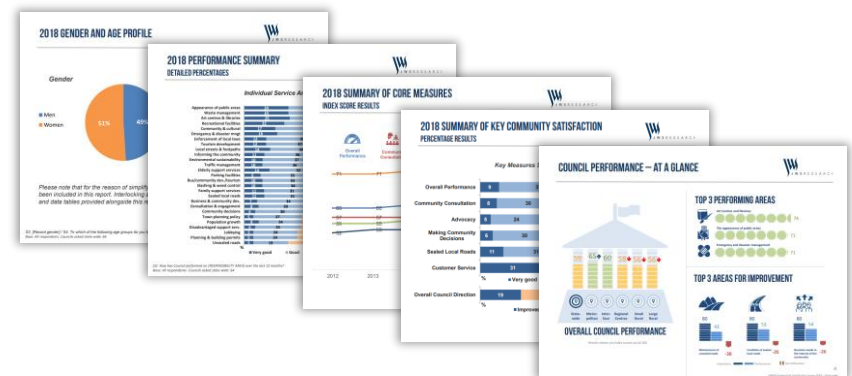
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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 seven years shows that councils in Victoria continue to provide services that meet the public's expectations.

## Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent 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.





# **Key findings and recommendations**



## Overall performance

The overall performance index score of 51 for East Gippsland Shire Council represents a significant four-point decline on the 2018 result. Council's overall performance rating is back closer to previous lows, after increasing between 2017 and 2018.

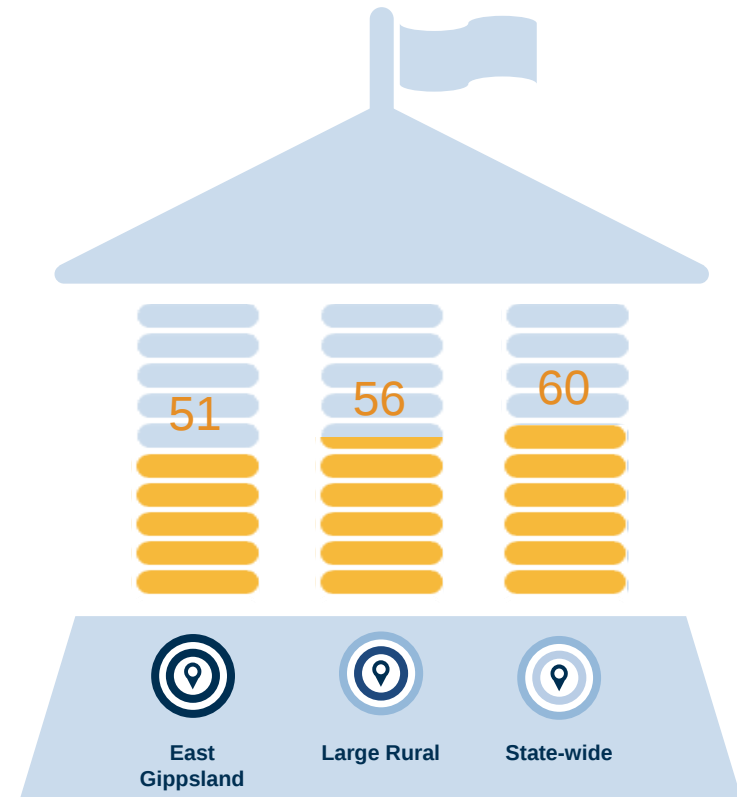
- Overall performance remains nine points down on Council's peak result of 60 achieved across 2013 and 2014.

East Gippsland Shire Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils State-wide and in the Large Rural group (index scores of 60 and 56 respectively).

- Women (index score of 49, down seven points from 2018), residents aged 18 to 34 years (index score of 48, down 11 points) and residents living in postal code 3875 (index score of 52, down seven points) declined significantly in their impressions of overall performance in the past year.

Just over one-third of residents rate East Gippsland Shire Council's overall performance as 'very good' or 'good' (37%) compared to 25% who rate it as 'very poor' or 'poor'. A further 36% sit mid-scale rating Council's overall performance as 'average'.

### Overall Council performance



Results shown are index scores out of 100.



# Customer contact and service

## Contact with council

Around half (52%) of East Gippsland Shire Council residents have had contact with Council in the last 12 months. This is not significantly different to 2018 (56%).

- Residents aged 35 to 49 years had the most contact with council (65%) in 2019. Rate of contact among this group is significantly higher than the Council average.
- Conversely, residents aged 65+ years had the least contact with council (42%), significantly lower than the Council average.

The main methods of contacting Council are in-person (29%) or by telephone (27%).

Advertising in a local newspaper (24%) and council newsletters sent via email (23%) or mail (21%) are the best ways to inform residents about council information and news and upcoming events. Residents aged over 50 years are *most* likely to prefer advertising in the local newspaper (28%). While residents aged under 50 years are *most* likely to prefer council newsletters via mail (24%).

## Customer service

East Gippsland Shire Council's customer service index of 63 is the same as the result for 2018, remaining eight points down on Council's highest result of 71 achieved in 2013. Performance on this measure is rated significantly lower than the State-wide and Large Rural group averages (index scores of 71 and 69 respectively).

Residents are three times as likely to rate Council's customer service as 'very good' or 'good' (59%) than 'very poor' or 'poor' (20%). A further 19% sit mid-scale and provide an 'average' rating.

- Residents aged 35 to 49 years (index score of 72), who had the most contact with Council in 2019, rate Council's customer service highest and significantly higher than the council average.
- Residents aged 18 to 34 years (index score of 53) rate Council's customer service significantly lower than the Council average.



# Top performing areas and areas for improvement

## Top performing areas

Customer service is the area where East Gippsland Shire Council has performed most strongly overall (index score of 63).

Council achieved a performance index score between 46 and 49 on all other service areas evaluated.

While Council is rated significantly below the Large Rural group average on a number of measures, sealed local roads (index score of 49) stands out as a positive result for Council.

- Council is rated slightly higher than the Large Rural group average on the measure of sealed local roads (index score of 47).
- Ratings in this area are similar with 2018 (index score of 50), maintaining the gains achieved last year, and represent the only area where ratings have not significantly declined compared to last year.
- Residents aged 65+ years (index score of 55) rate Council significantly higher than the Council average on sealed local roads, while residents aged 18 to 34 years (index score of 34) rate Council significantly lower than the Council average.

## Areas for improvement

In 2019, Council performance ratings declined significantly across three of the four service areas tested. Council also rates significantly lower than the State-wide and Large Rural group averages on these measures:

- Consultation and engagement (index score of 48, down 4 points from 2018; peak index score of 54 achieved across 2012 and 2013)
- Lobbying (index score of 46, down 4 points from 2018; peak index score of 54 achieved across 2013 and 2014)
- Community decisions (index score of 46, down 5 points from 2018; peak index score of 53 achieved in 2015).

Notably, residents of postal code 3875 declined significantly in their impressions of Council performance on all three measures. Residents in this area may warrant some further consideration.

Residents aged 50 to 64 years rate Council significantly below the Council-wide average on consultation and engagement, thus bringing down performance ratings overall. Attention could be given to this group to help drive up ratings in this area.



## Focus areas for coming 12 months

**Perceptions of Council on customer service and sealed local roads remained consistent over the past year. This is a positive result for Council.**

However, it should be noted that ratings on overall council direction declined significantly compared to 2018 (index score of 46, down seven points). Notably:

- For the second time over the course of tracking, the number of residents who feel that council direction has deteriorated (21%) is higher than residents who feel council direction has improved (14%).
- Declines in ratings are driven by residents aged 50 to 64 years (index score of 41, down 11 points), women (index score of 44, down nine points) and residents aged 18 to 34 years (index score of 47, down 11 points).

Focusing on good communication and transparency with residents about decisions Council has made in the community's interest, along with community consultation and engagement, could help drive up opinion of Council's overall direction.

While performance ratings are mostly below the average rating for councils in the Large Rural group, East Gippsland Shire Council has recorded higher results on all key performance measures in the past – an indication that Council has the capacity to lift its performance ratings.

Looking forward to the year ahead, Council should work to stabilise and grow performance in these areas with the goal of bringing performance levels back in line with group averages.

In addition, consideration should also be given to residents aged 50 to 64 years, who appear to be driving negative opinion in a number of areas in 2019. While residents of postal code 3875 tend to rate Council in-line with the average, ratings among this cohort declined significantly on a number of measures in 2019.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 65+ years, and use these lessons to build on performance experience and perceptions.

On the positive side, Council should look to build upon its performance in the area of customer service and sealed local roads over the next 12 months.



## Further areas of exploration

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An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

**A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on:**

**03 8685 8555**

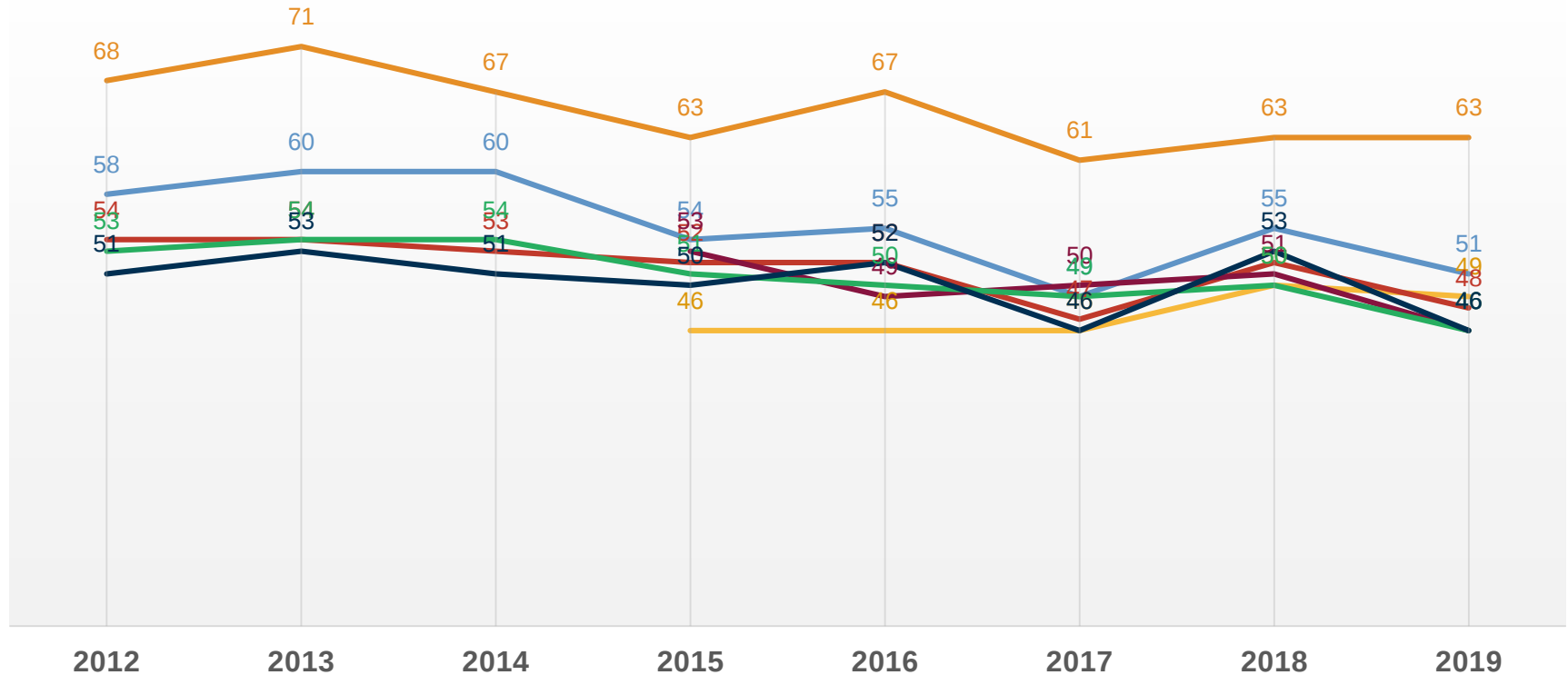
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# **Summary of findings**



## Summary of core measures

### Index scores





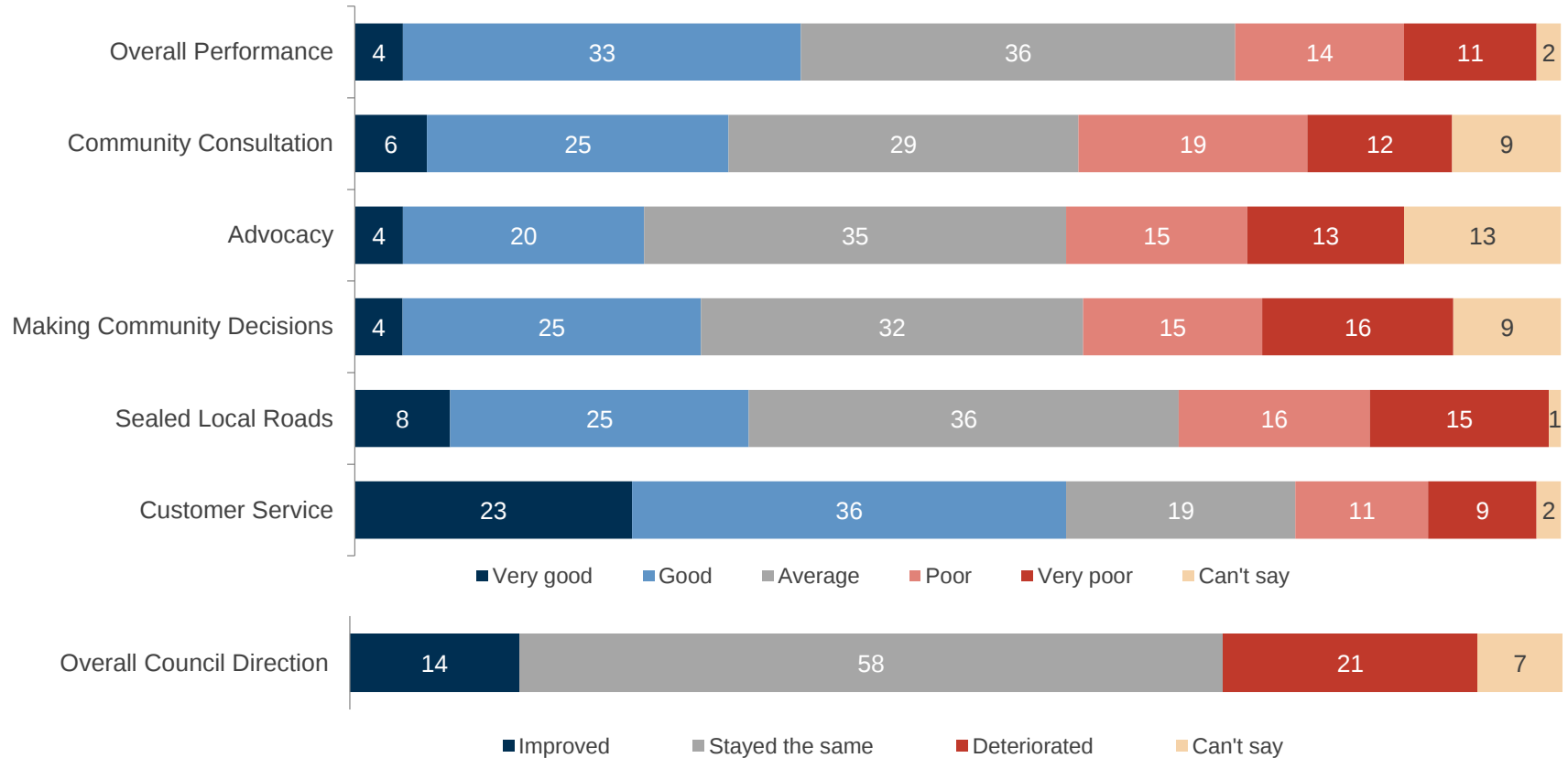
## Summary of core measures

| Performance Measures                                                                   | East Gippsland 2019 | East Gippsland 2018 | Large Rural 2019 | State-wide 2019 | Highest score        | Lowest score     |
|----------------------------------------------------------------------------------------|---------------------|---------------------|------------------|-----------------|----------------------|------------------|
| <b>Overall Performance</b>                                                             | <b>51</b>           | 55                  | 56               | 60              | 3880, Aged 65+ Years | 3909             |
| <b>Community Consultation</b><br>(Community consultation and engagement)               | <b>48</b>           | 52                  | 54               | 56              | Aged 35-49 years     | Aged 50-64 years |
| <b>Advocacy</b><br>(Lobbying on behalf of the community)                               | <b>46</b>           | 50                  | 52               | 54              | Aged 65+ years       | Aged 50-64 years |
| <b>Making Community Decisions</b><br>(Decisions made in the interest of the community) | <b>46</b>           | 51                  | 52               | 55              | Aged 65+ years       | Aged 50-64 years |
| <b>Sealed Local Roads</b><br>(Condition of sealed local roads)                         | <b>49</b>           | 50                  | 47               | 56              | Aged 65+ years       | Aged 18-34 years |
| <b>Customer Service</b>                                                                | <b>63</b>           | 63                  | 69               | 71              | Aged 35-49 years     | Aged 18-34 years |
| <b>Overall Council Direction</b>                                                       | <b>46</b>           | 53                  | 51               | 53              | Aged 65+ years       | Aged 50-64 years |



# Summary of key community satisfaction

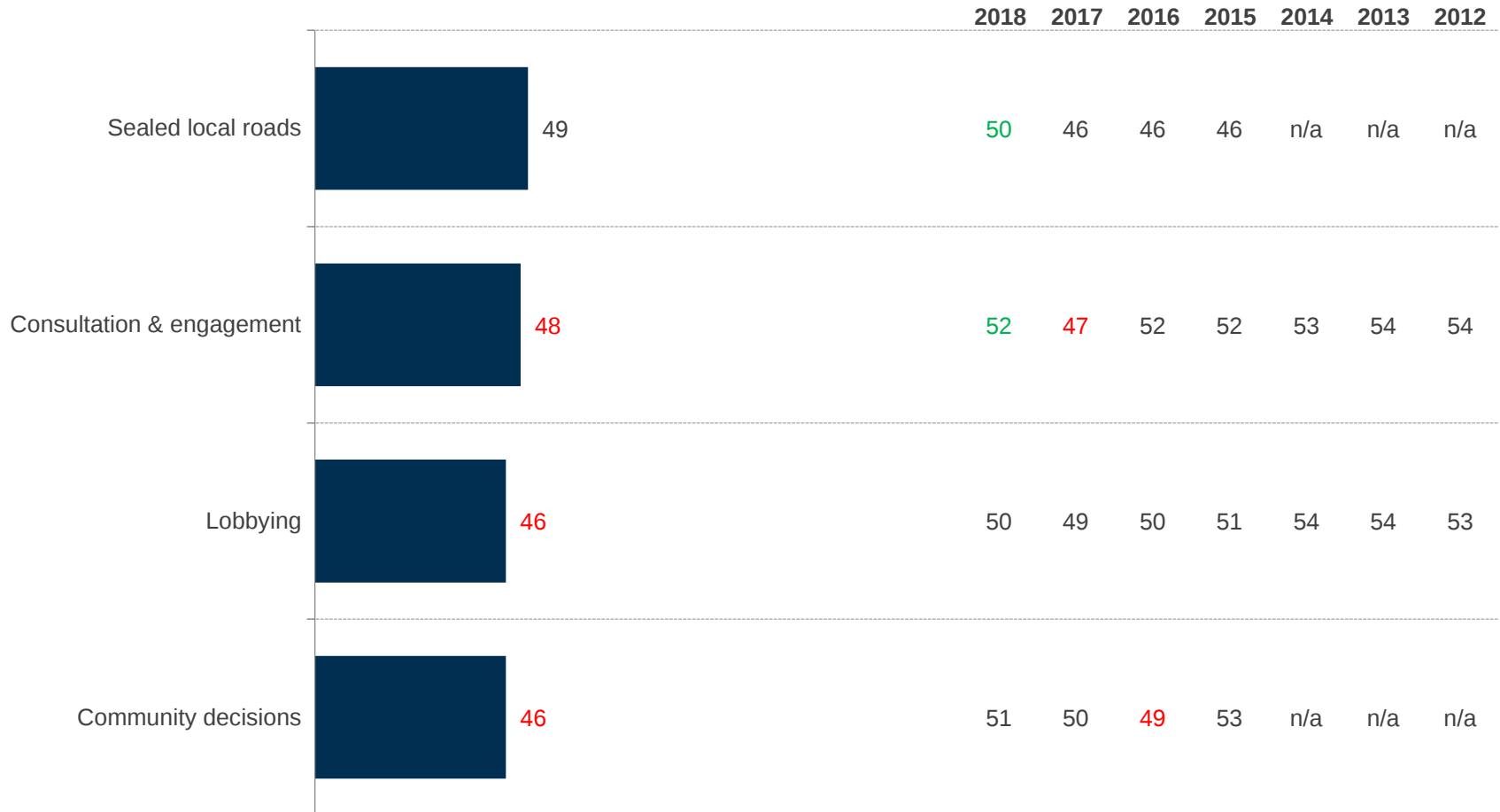
## Key measures summary results (%)





## Individual service area performance

### 2019 individual service area (index scores)



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

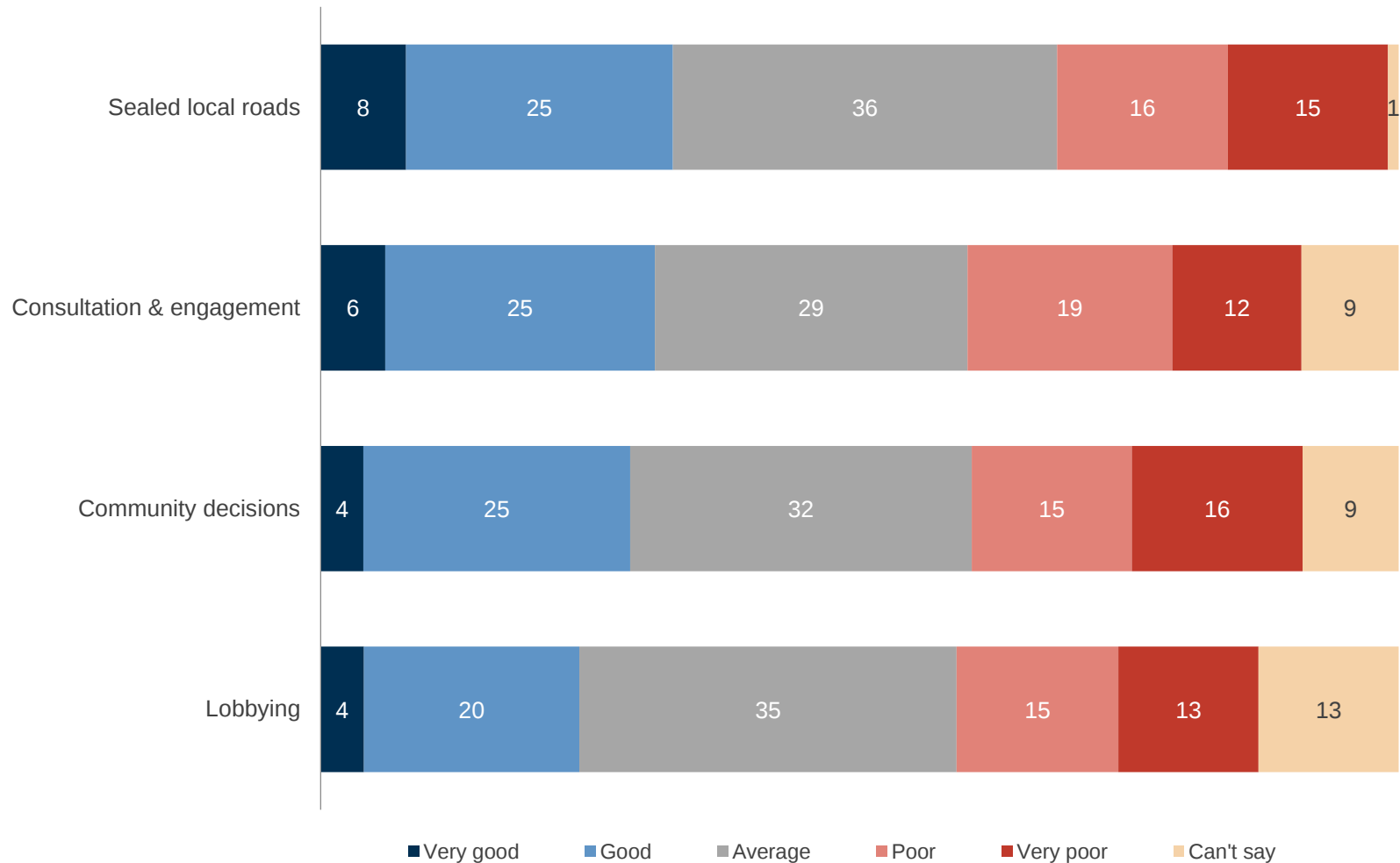
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



## Individual service area performance

2019 individual service area performance (%)



## Individual service area performance vs State-wide average



### Significantly Higher than State-wide Average

- Not applicable

### Significantly Lower than State-wide Average

- Consultation & engagement
- Lobbying
- Making community decisions
- Sealed local roads



## Individual service area performance vs group average

### Significantly Higher than Group Average

- Not applicable

### Significantly Lower than Group Average

- Consultation & engagement
- Lobbying
- Making community decisions

# DETAILED FINDINGS



# **Overall performance**



# Overall performance

## 2019 overall performance (index scores)

|                |                                                                                        | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|----------------|----------------------------------------------------------------------------------------|------|------|------|------|------|------|------|
| State-wide     |  60▲  | 59   | 59   | 59   | 60   | 61   | 60   | 60   |
| Large Rural    |  56▲  | 56   | 54   | 54   | 56   | n/a  | n/a  | n/a  |
| 3880           |  55   | 57   | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  |
| 65+            |  55   | 56   | 49   | 55   | 55   | 56   | 63   | 57   |
| Men            |  53   | 55   | 48   | 53   | 54   | 60   | 59   | 59   |
| 35-49          |  52   | 55   | 49   | 51   | 52   | 59   | 58   | 55   |
| 3875           |  52   | 59   | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  |
| East Gippsland |  51   | 55   | 49   | 55   | 54   | 60   | 60   | 58   |
| Women          |  49   | 56   | 51   | 56   | 55   | 60   | 62   | 58   |
| 18-34          |  48 | 59   | 53   | 58   | 58   | 69   | 65   | 64   |
| 50-64          |  47 | 52   | 47   | 54   | 51   | 60   | 57   | 57   |
| 3909           |  46 | 52   | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  |

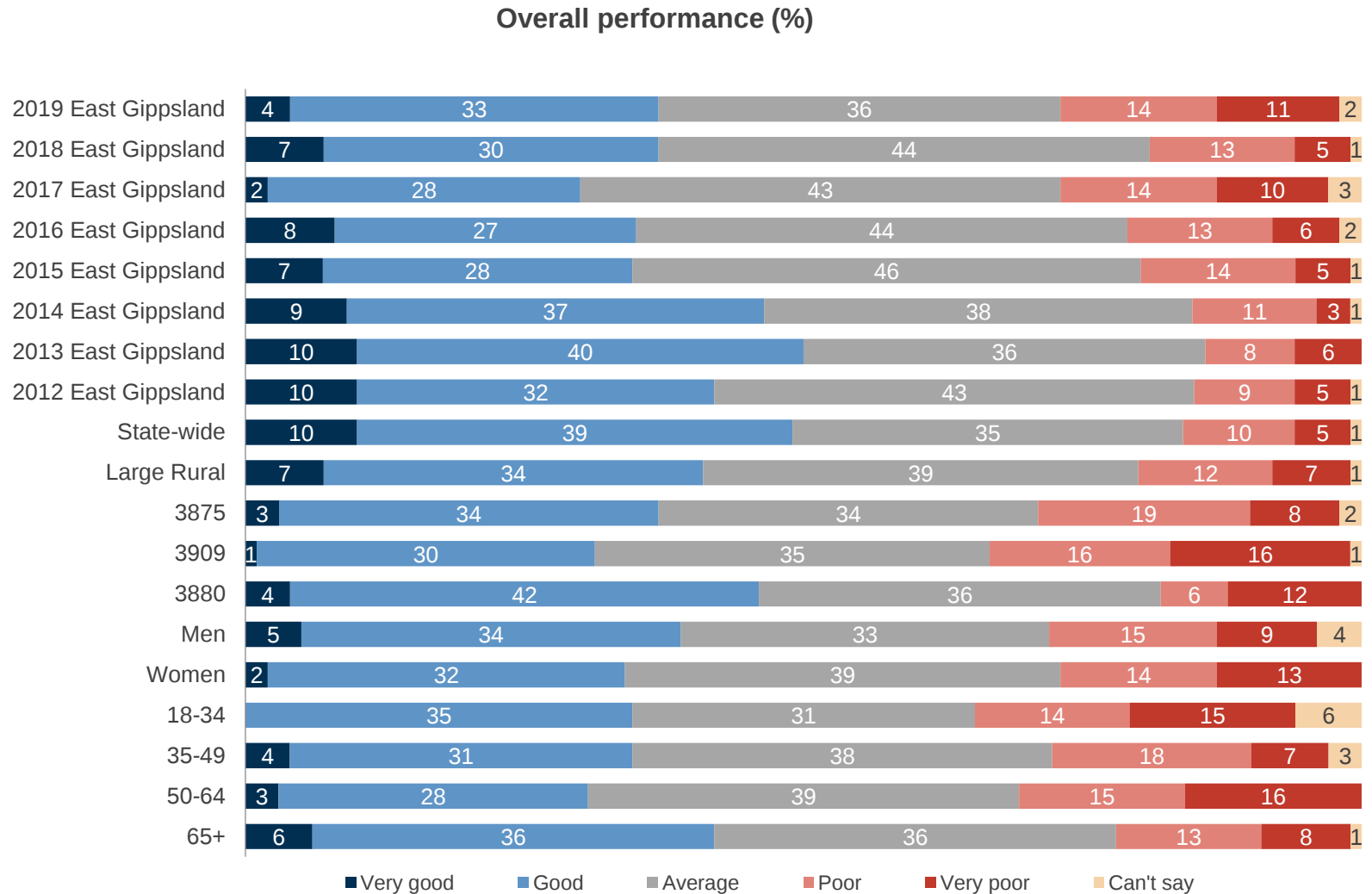
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of East Gippsland Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Overall performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of East 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: 63 Councils asked group: 18

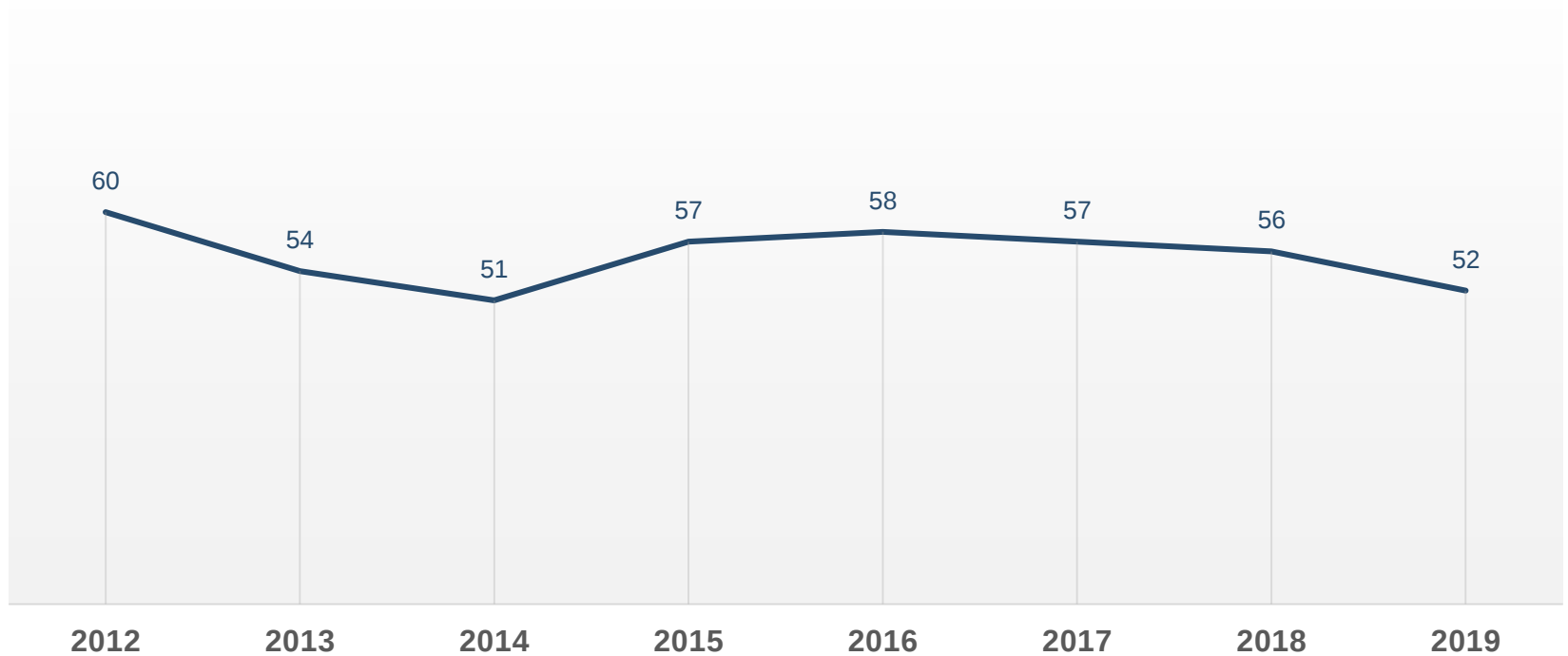


# **Customer service**



## Contact with council

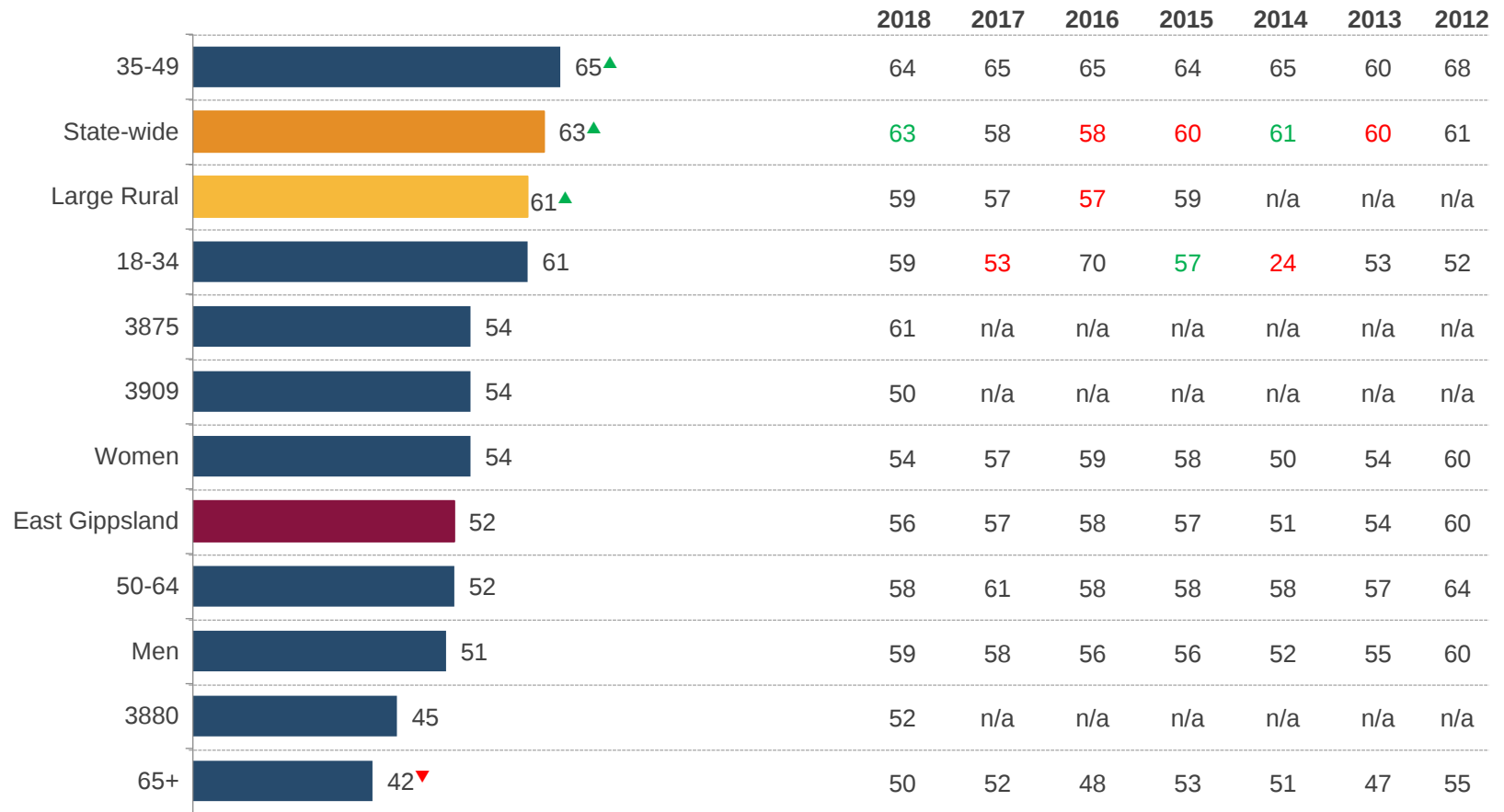
**2019 contact with council (%)**  
Have had contact





## Contact with council

### 2019 contact with council (%)



Q5a. Have you or any member of your household had any recent contact with East Gippsland Shire Council in any of the following ways?

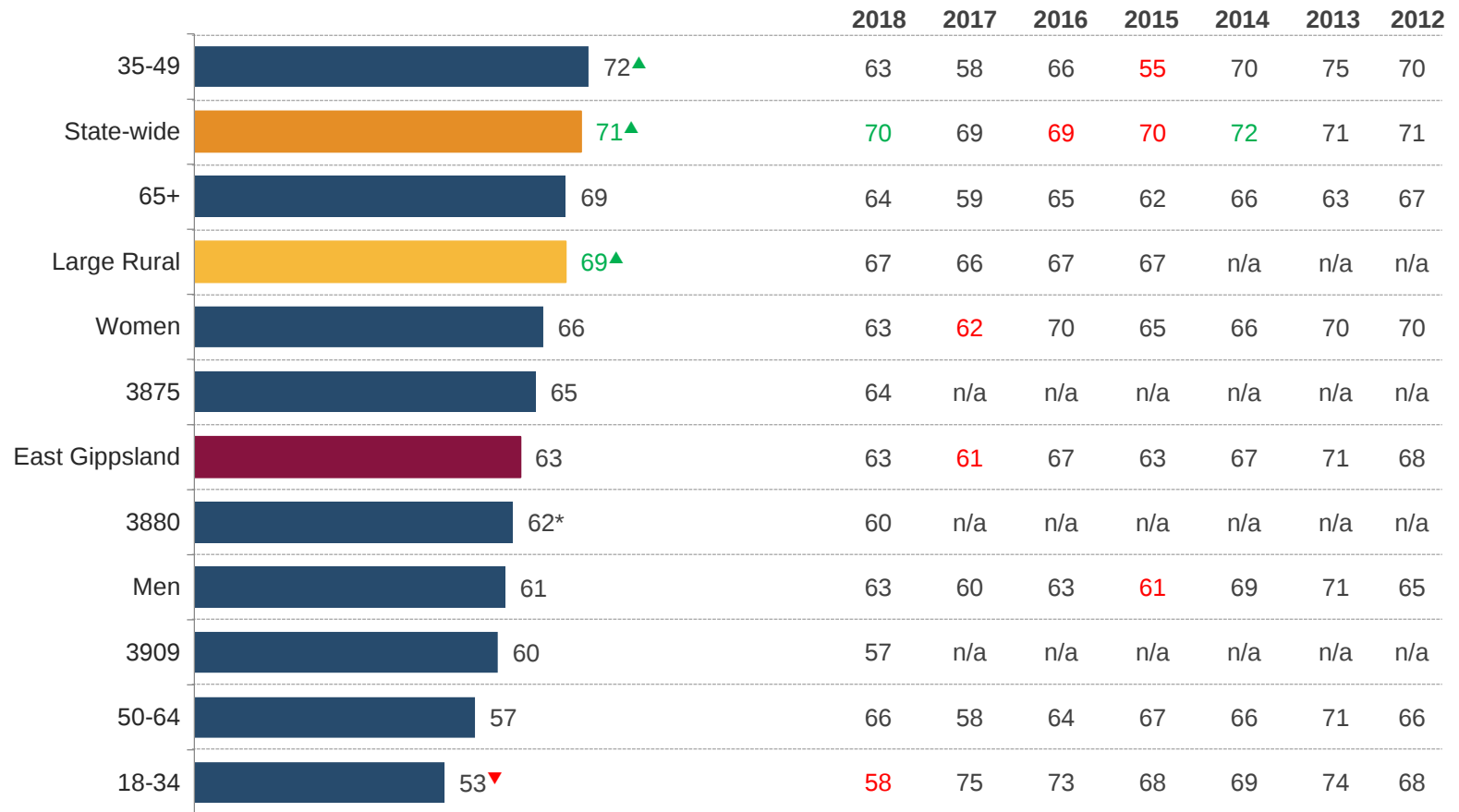
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

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



# Customer service rating

## 2019 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate East 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: 63 Councils asked group: 18

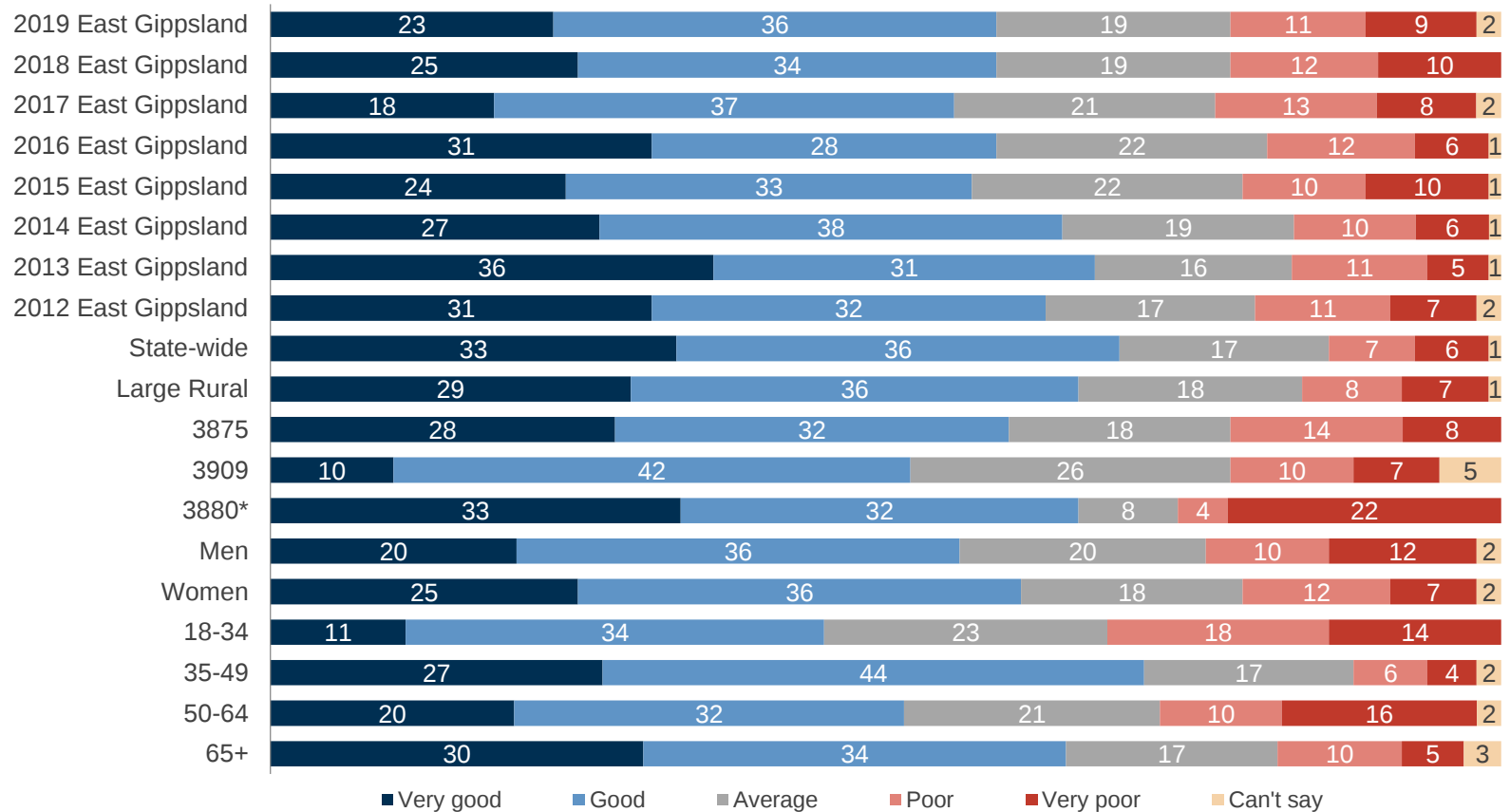
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating

Customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate East 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: 63 Councils asked group: 18

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## Method of contact with council

2019 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



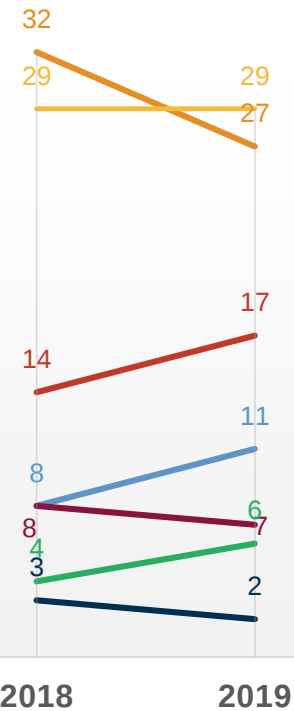
By Email



Via Website



By Social Media



Q5a. Have you or any member of your household had any recent contact with East Gippsland Shire Council in any of the following ways?

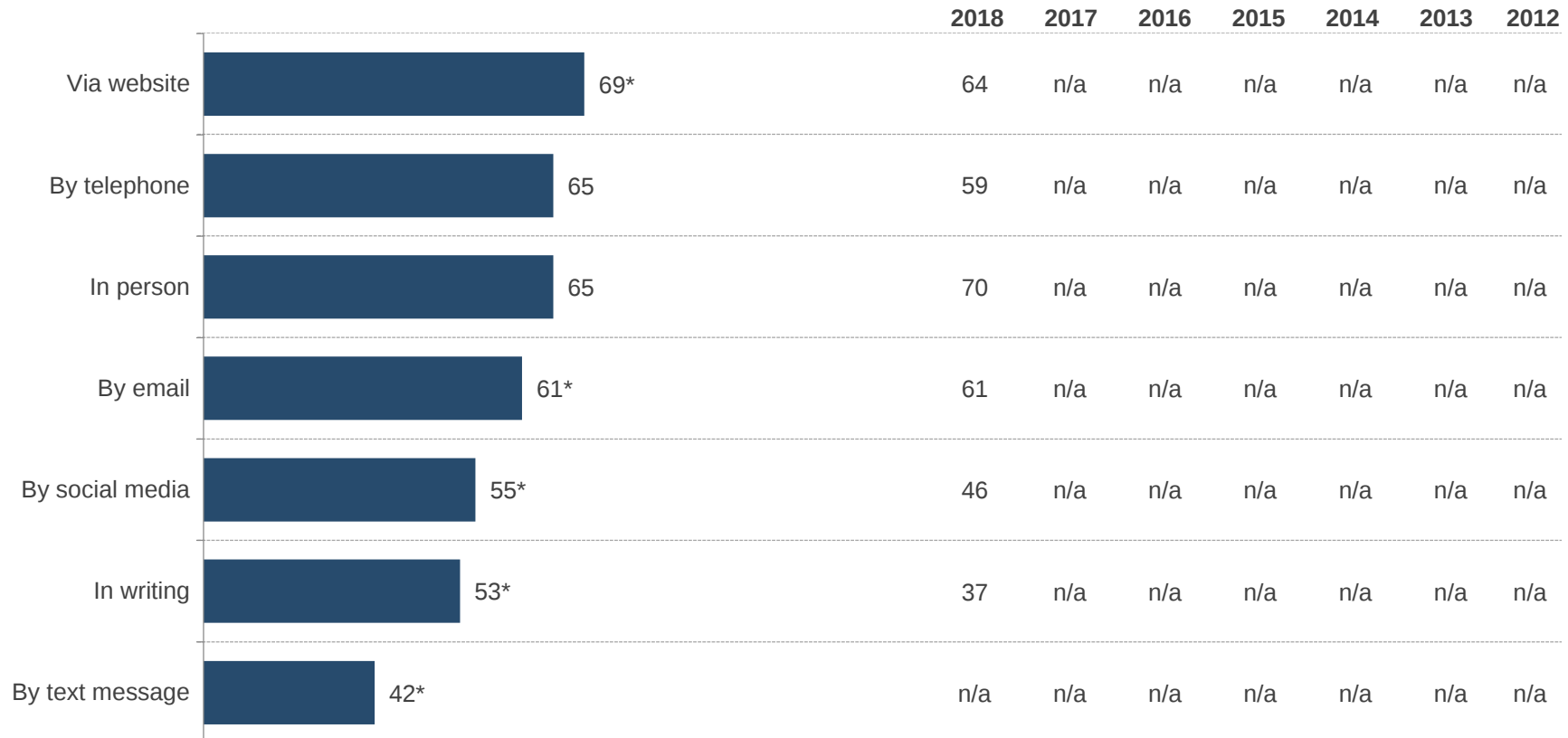
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

Note: Respondents could name multiple contacts methods so responses may add to more than 100%



## Customer service rating by method of last contact

2019 customer service rating (index score by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate East 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: 63 Councils asked group: 18

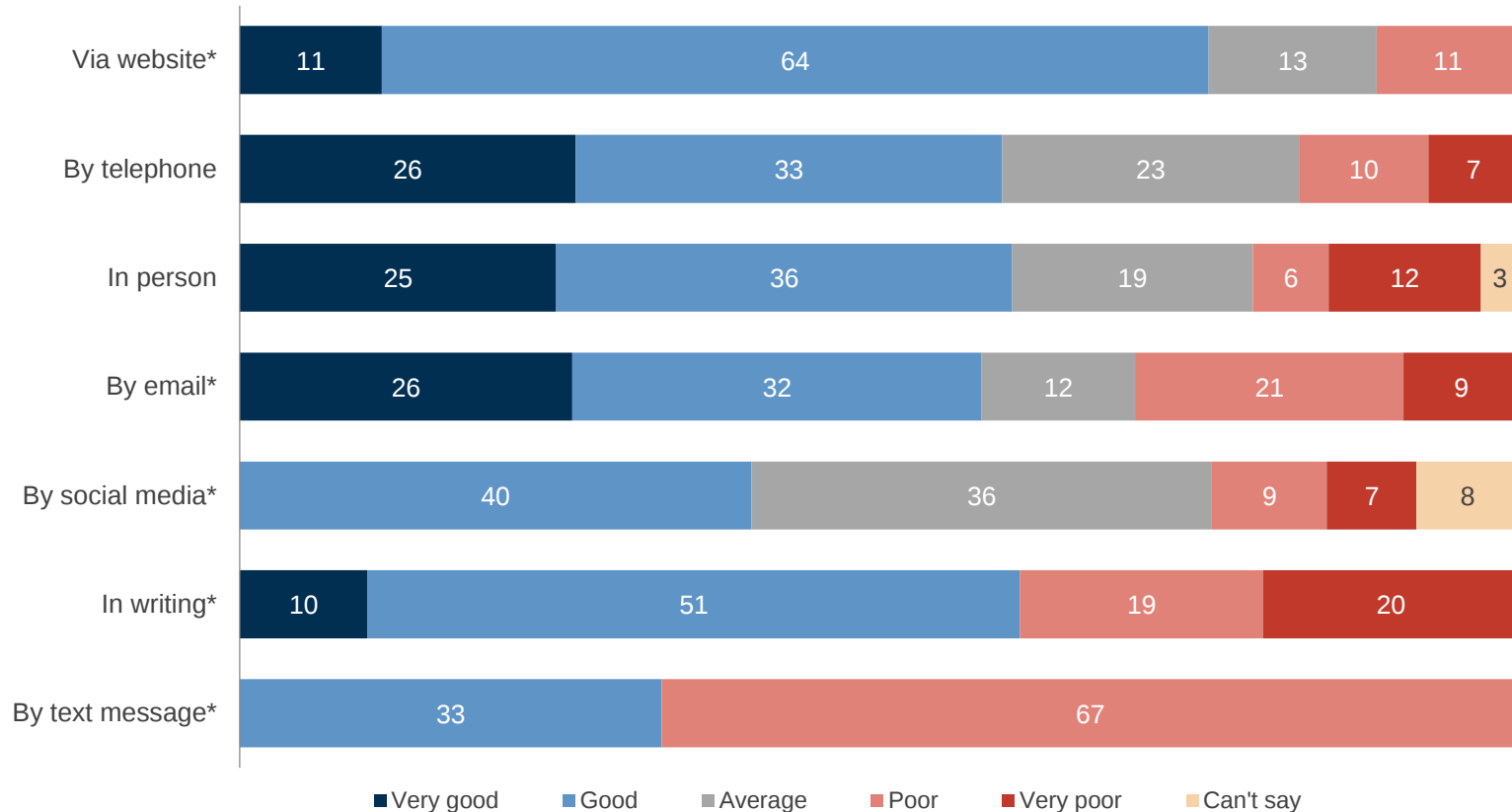
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating by method of last contact

2019 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate East 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: 25 Councils asked group: 7

\*Caution: small sample size < n=30

A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night image of the United States, showing city lights and state boundaries. The 'W' is positioned on the right side of the slide, with its leftmost stroke extending towards the center.

# Communication



## Communication summary

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### Overall preferred forms of communication

- Advertising in local newspapers (24%)

### Preferred forms of communication among over 50s

- Advertising in local newspapers (28%)

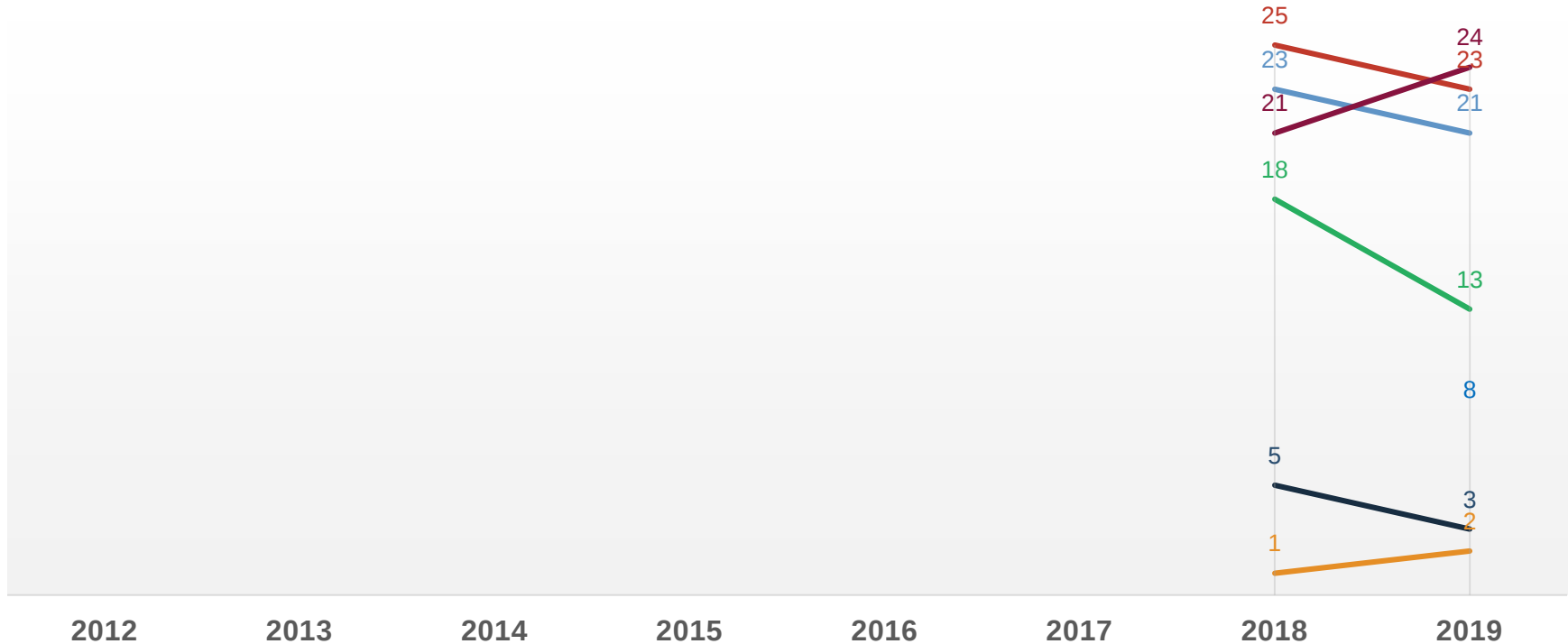
### Preferred forms of communication among under 50s

- Newsletter sent via mail (24%)
- Newsletter sent via email (23%)



## Best form of communication

2019 best form of communication (%)



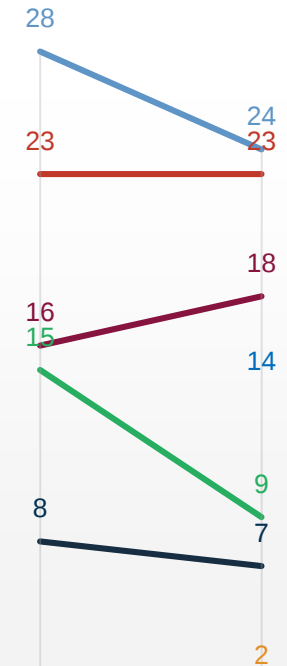
Q13. If East Gippsland Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents. Councils asked state-wide: 31 Councils asked group: 10



## Best form of communication: under 50s

2019 under 50s best form of communication (%)



2012

2013

2014

2015

2016

2017

2018

2019

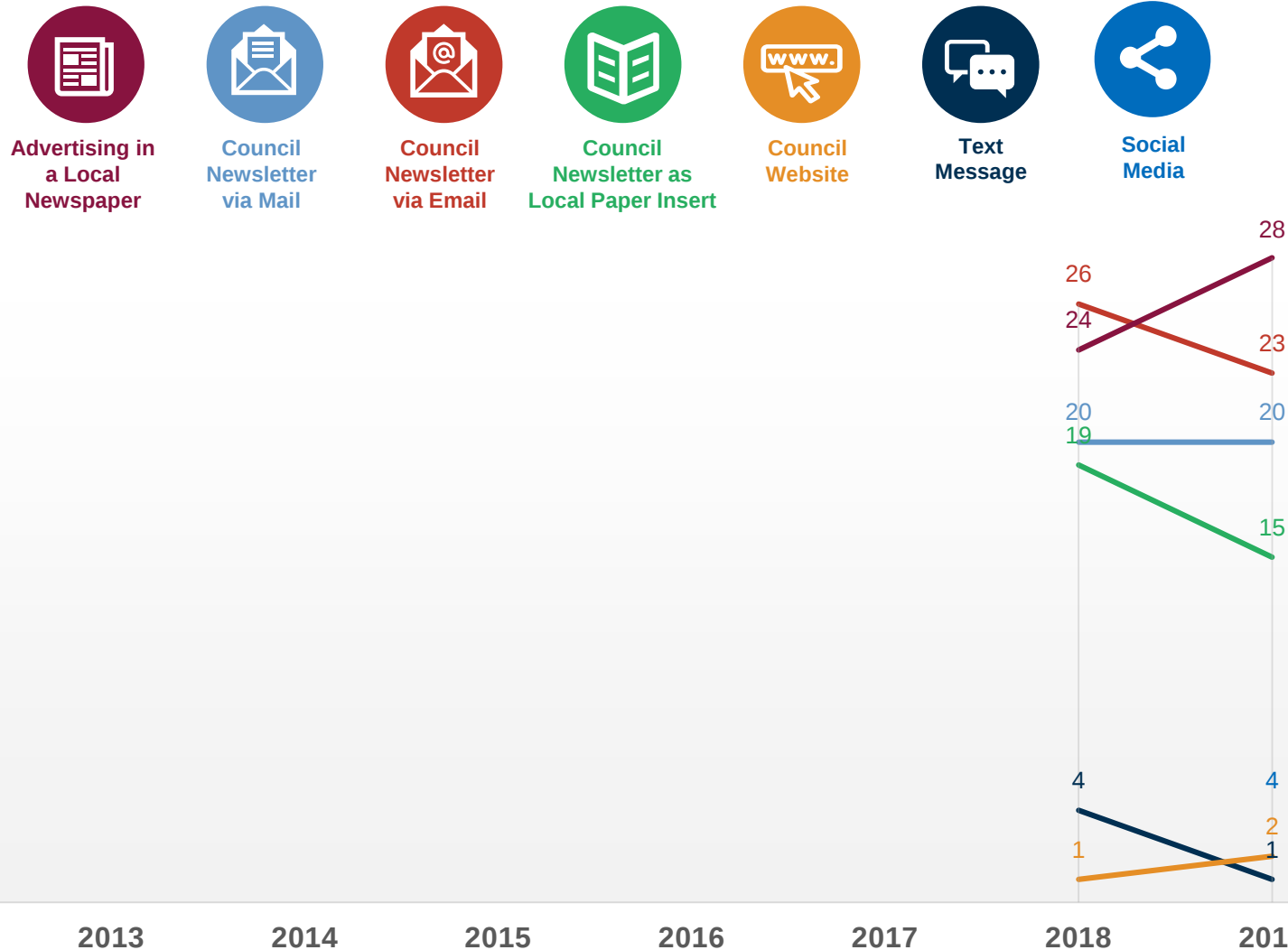
Q13. If East Gippsland Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged under 50. Councils asked state-wide: 31 Councils asked group: 10



## 2019 best form of communication: over 50s

2019 over 50s best form of communication (%)



Q13. If East Gippsland Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged over 50. Councils asked state-wide: 31 Councils asked group: 10



# Council direction



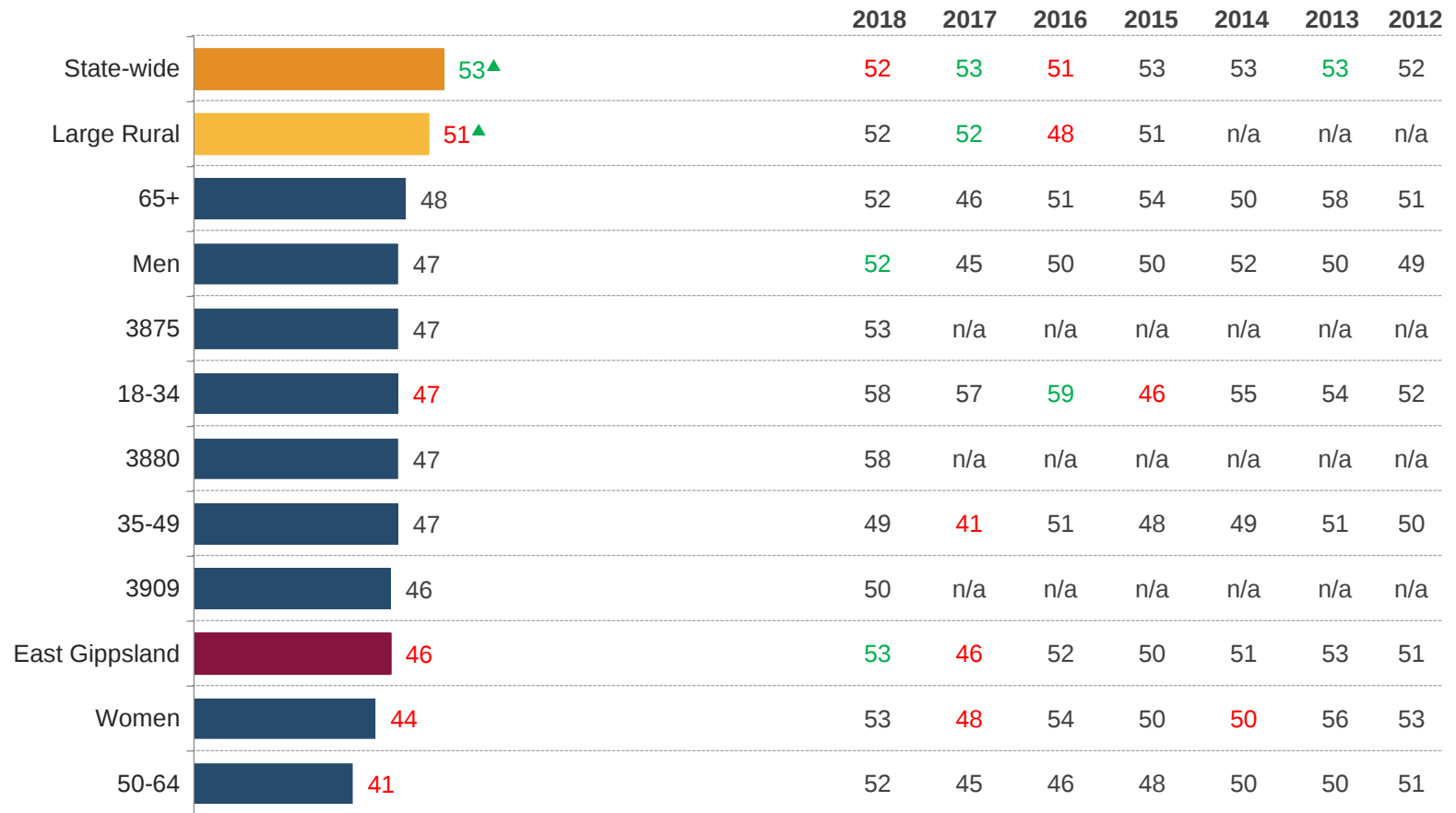
## Council direction summary

|                                               |                                                                                                                                                                                                   |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Council direction</b>                      | <ul style="list-style-type: none"> <li>• 58% stayed about the same, up 1 point on 2018</li> <li>• 14% improved, down 8 points on 2018</li> <li>• 21% deteriorated, up 5 points on 2018</li> </ul> |
| <b>Most satisfied with Council direction</b>  | <ul style="list-style-type: none"> <li>• Aged 65+ years</li> </ul>                                                                                                                                |
| <b>Least satisfied with Council direction</b> | <ul style="list-style-type: none"> <li>• Aged 50-64 years</li> </ul>                                                                                                                              |



## Overall council direction last 12 months

### 2019 overall direction (index scores)



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

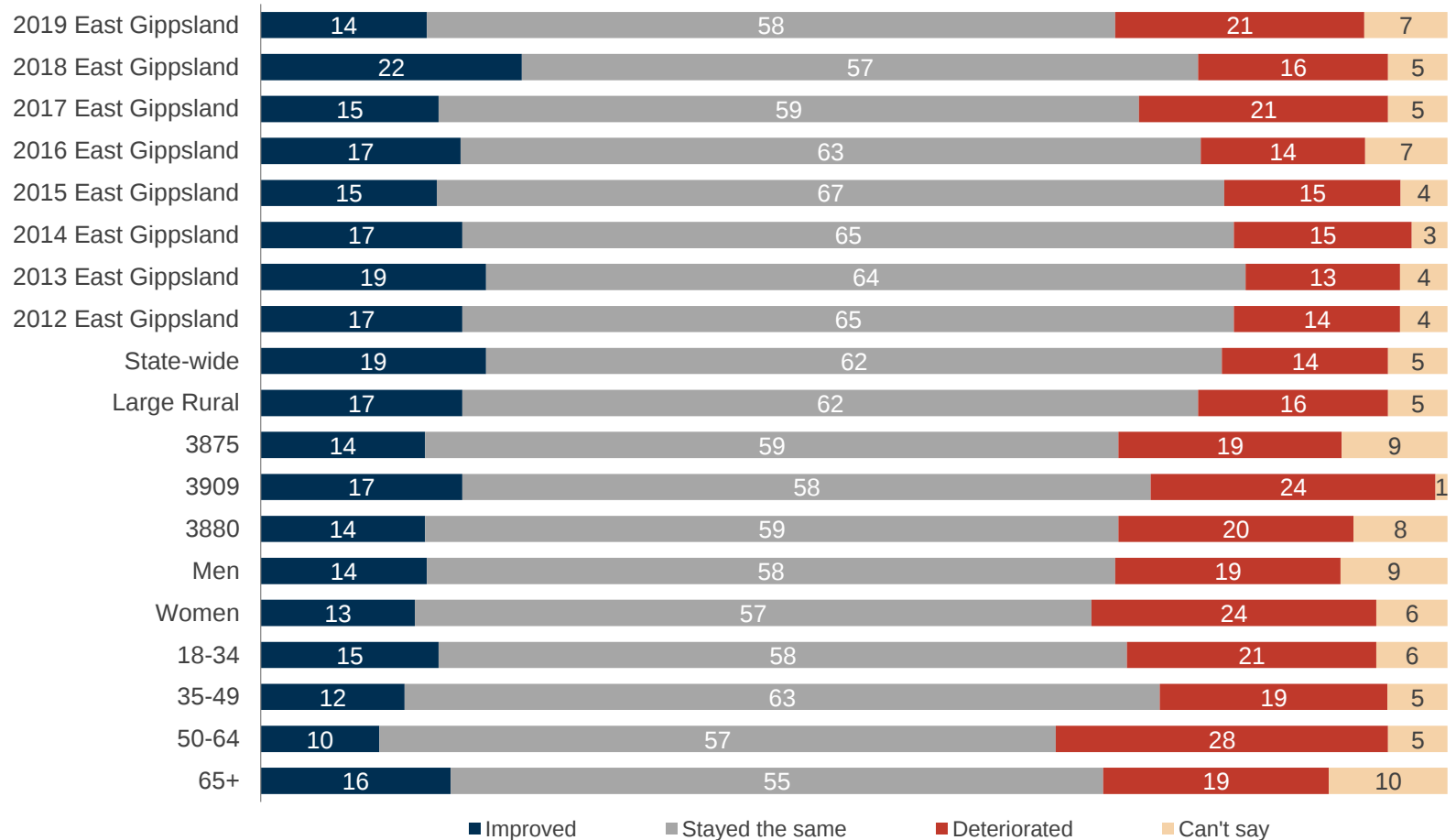
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



## Overall council direction last 12 months

### 2019 overall council direction (%)



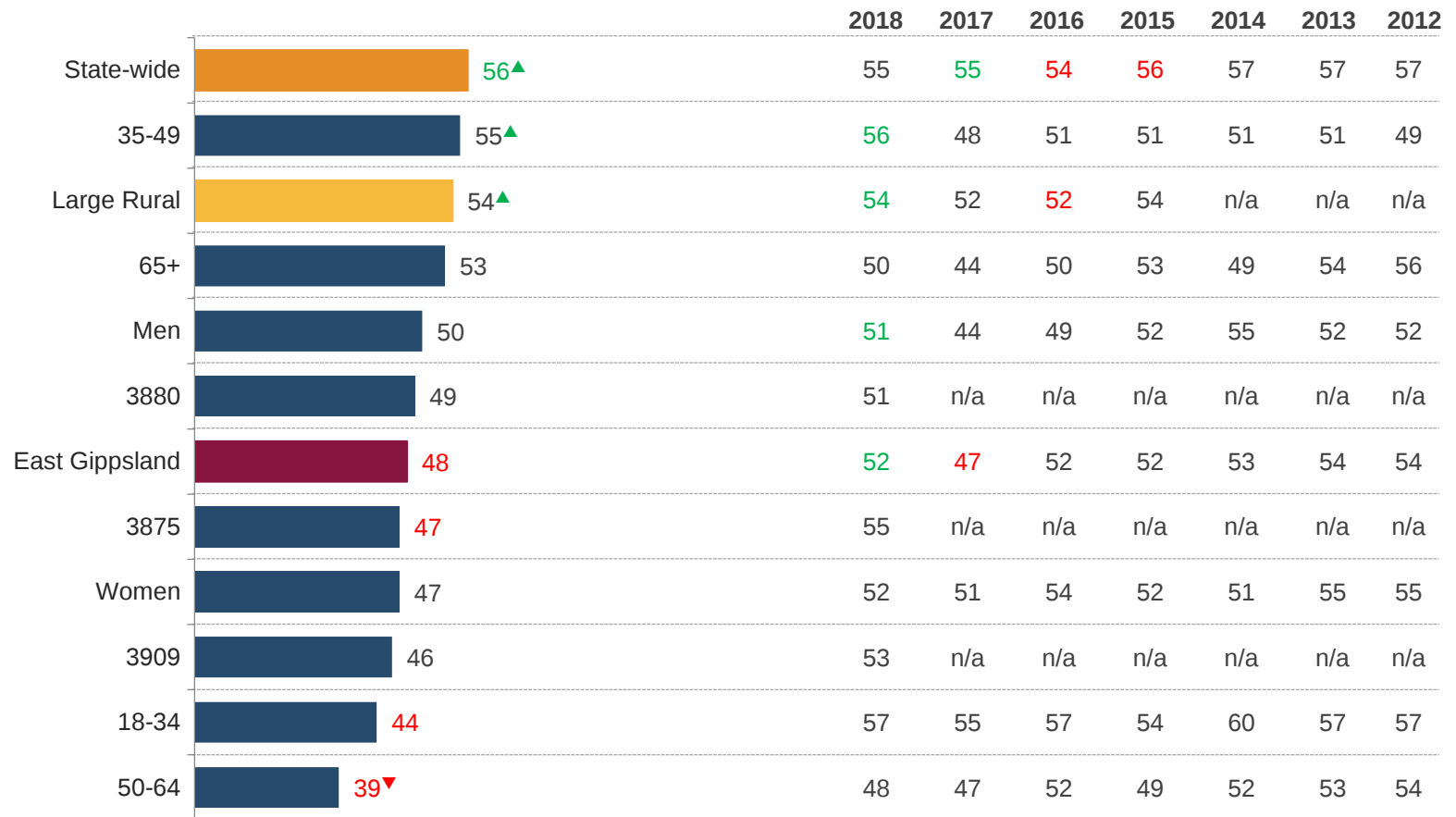


# **Individual service areas**



# Community consultation and engagement performance

## 2019 Consultation and engagement performance (index scores)



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

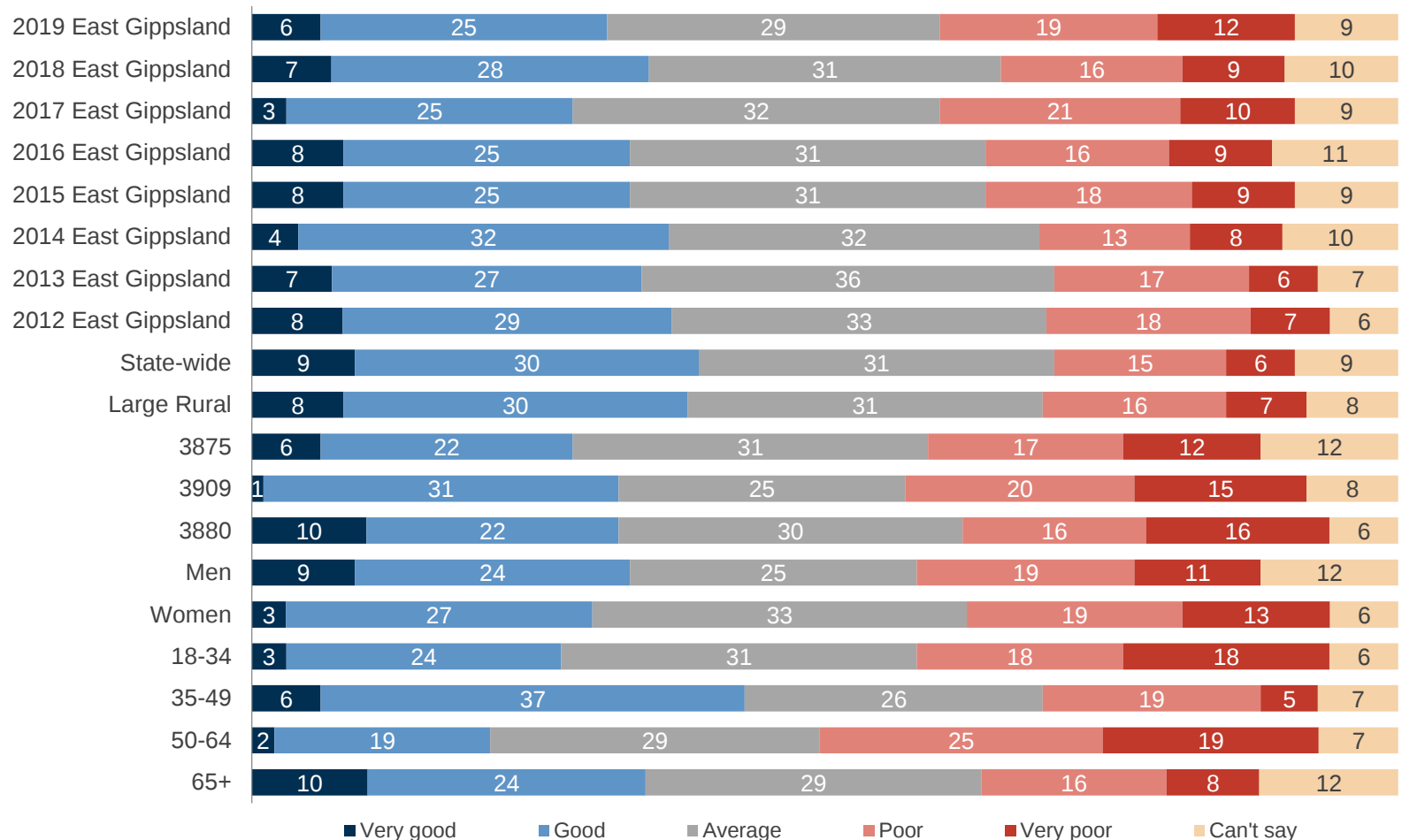
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Community consultation and engagement performance

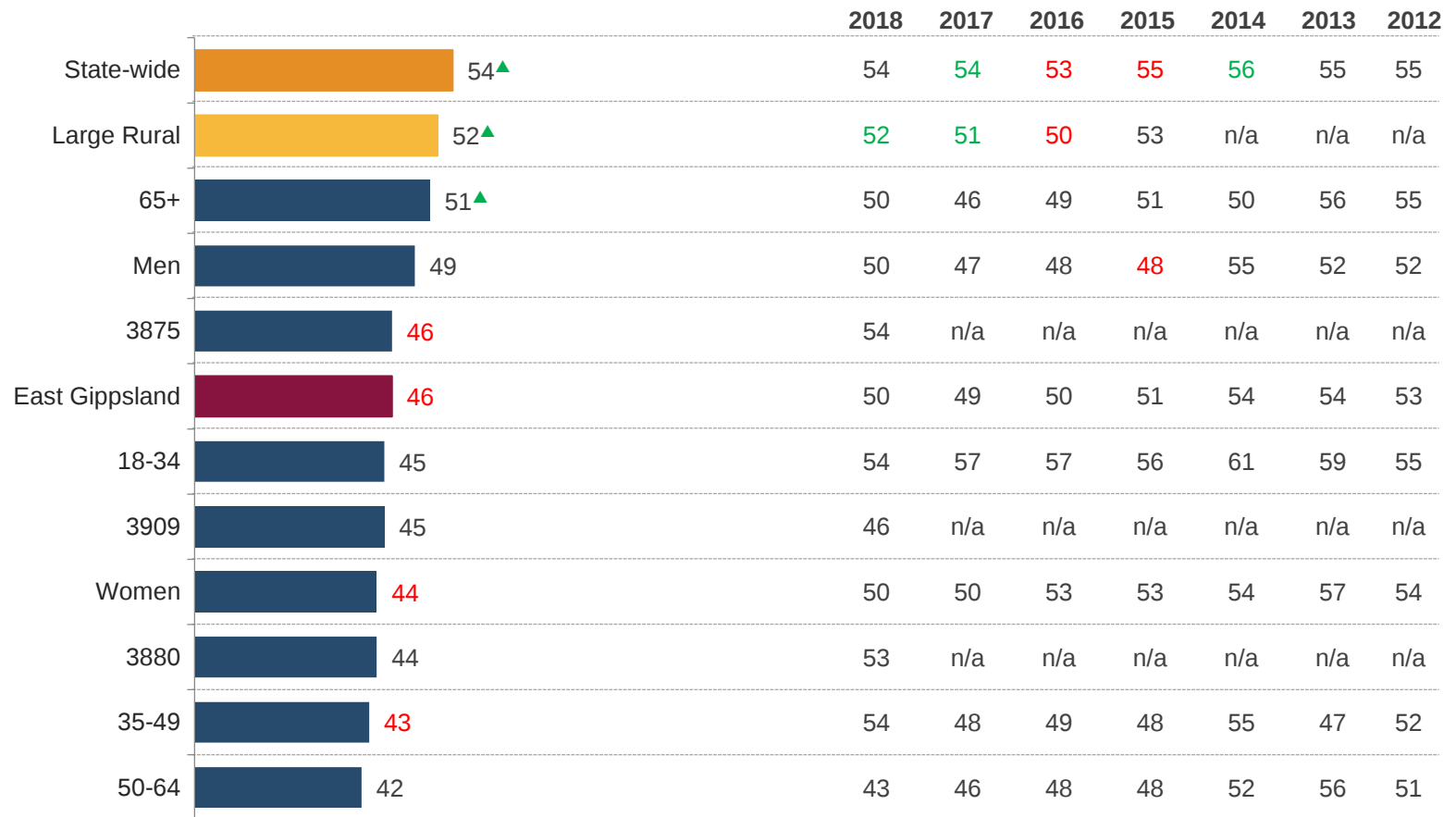
## 2019 Consultation and engagement performance (%)





# Lobbying on behalf of the community performance

## 2019 Lobbying performance (index scores)



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

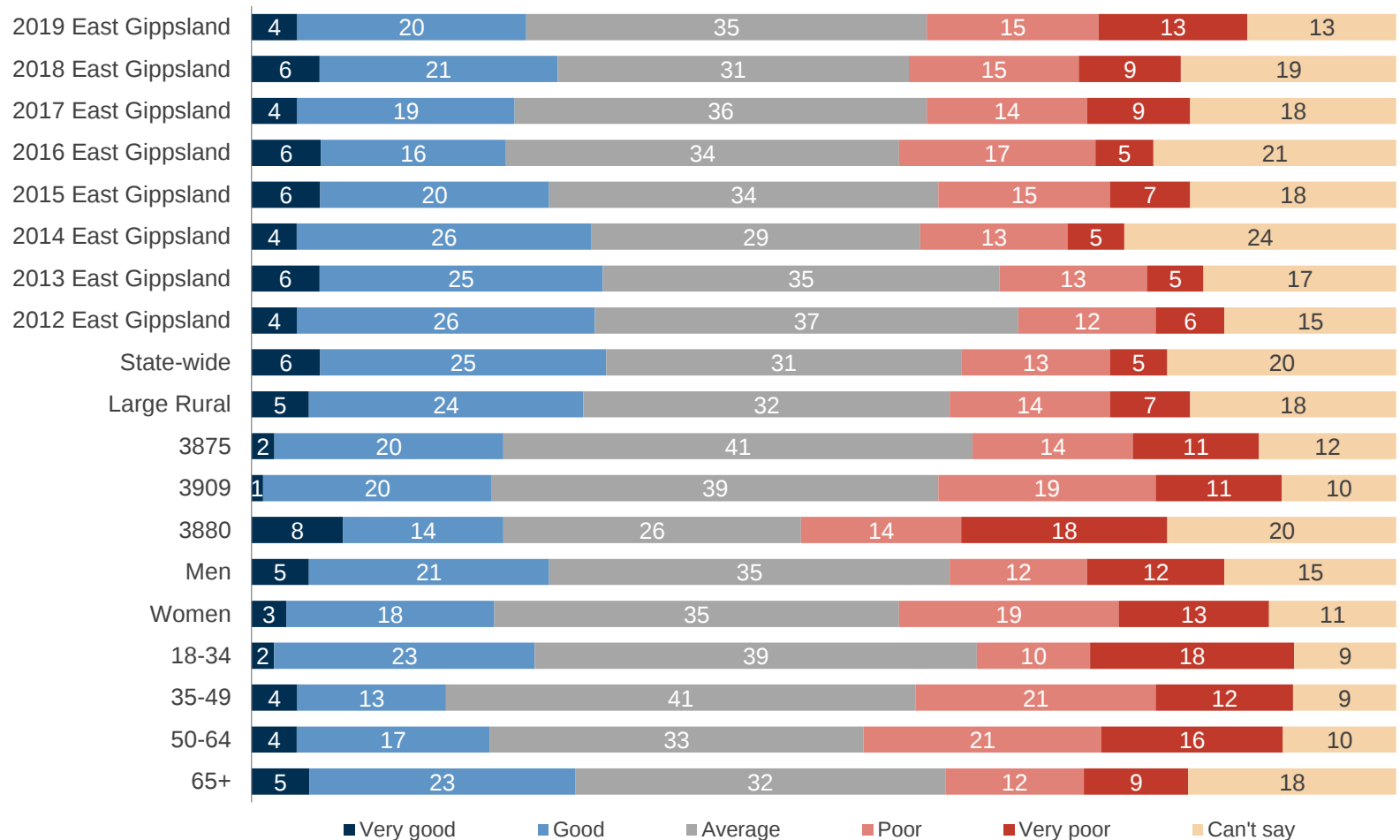
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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# Lobbying on behalf of the community performance

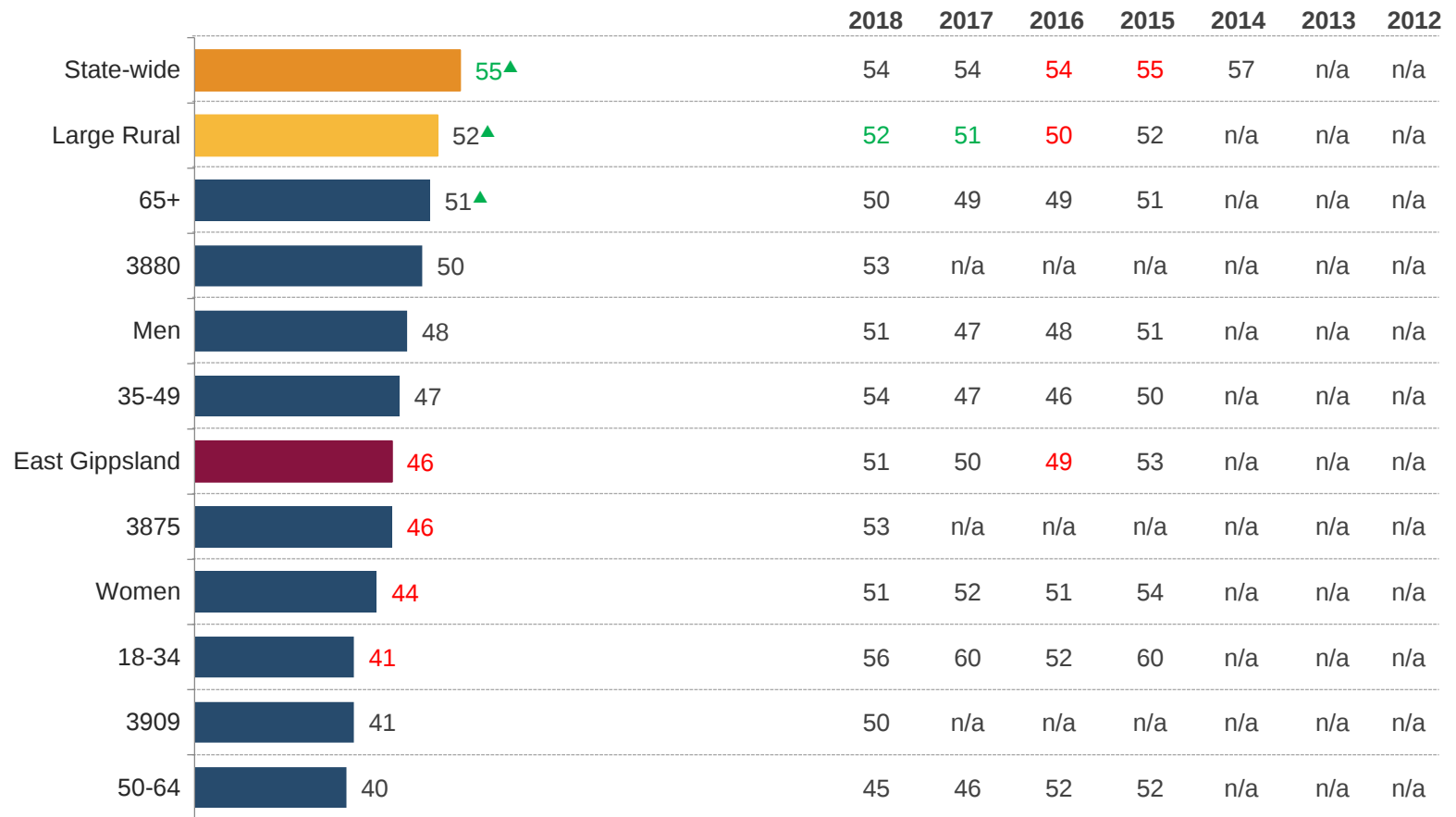
## 2019 Lobbying performance (%)



# Decisions made in the interest of the community performance



## 2019 Community decisions made performance (index scores)



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

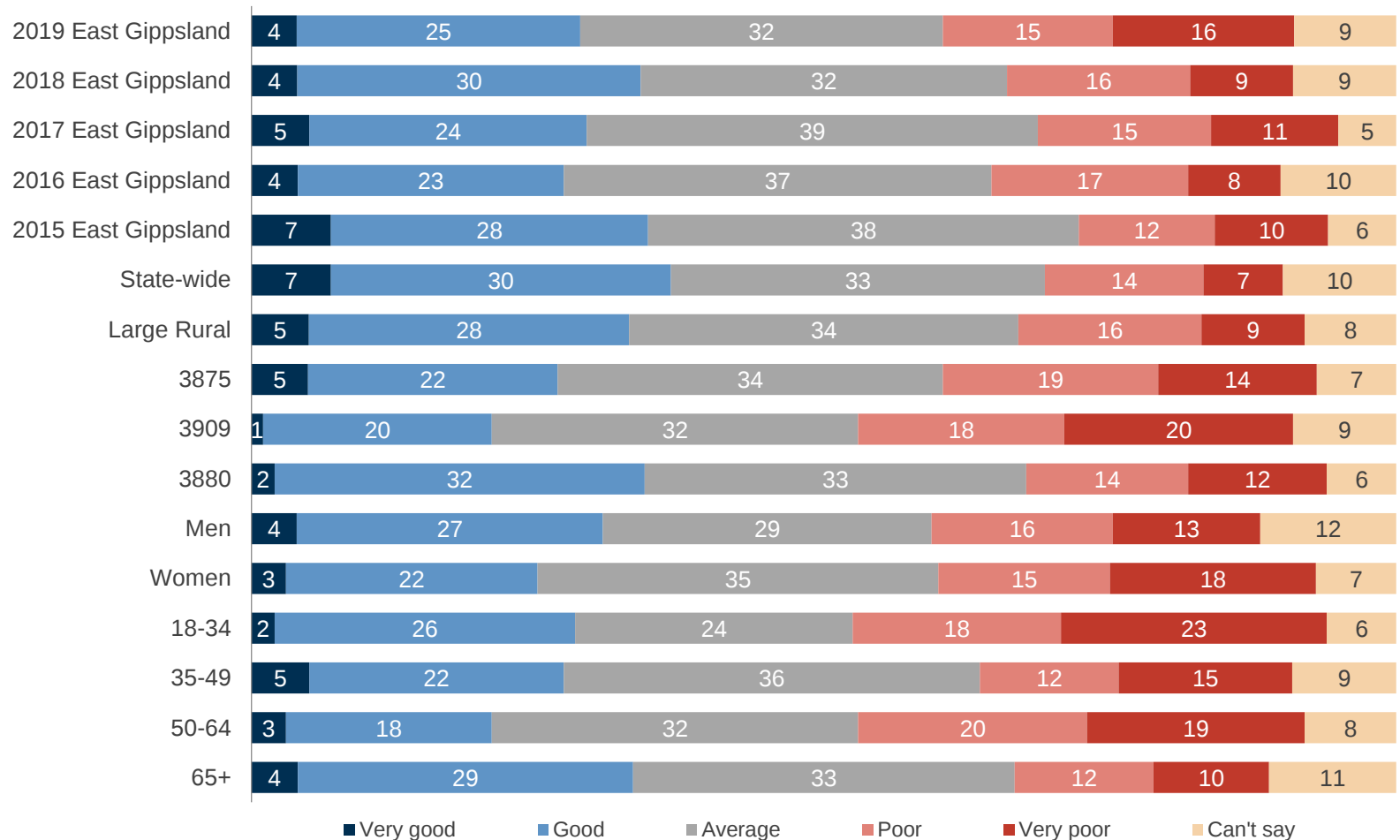
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

# Decisions made in the interest of the community performance



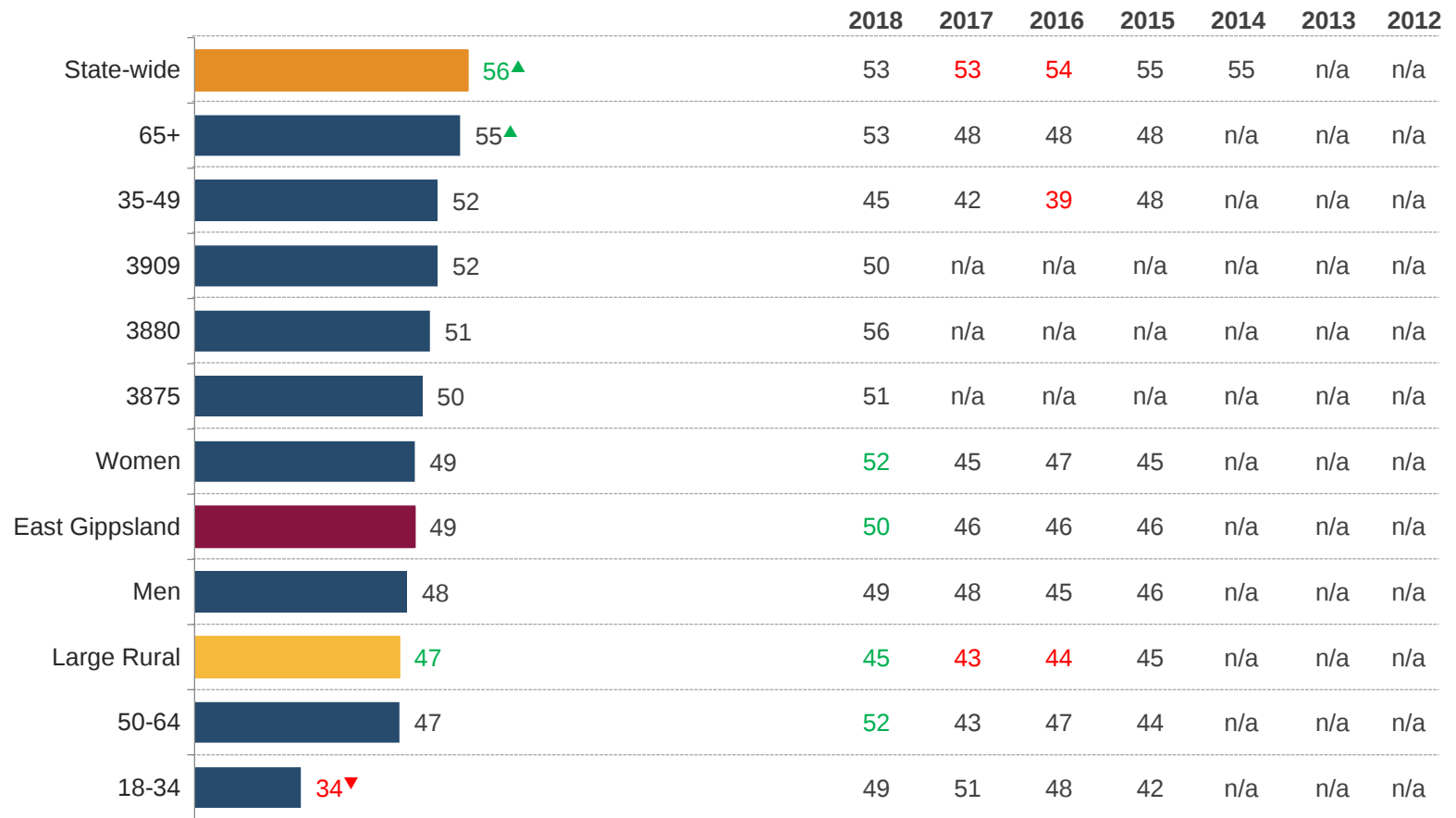
2019 Community decisions made performance (%)



# The condition of sealed local roads in your area performance



## 2019 Sealed local roads performance (index scores)



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

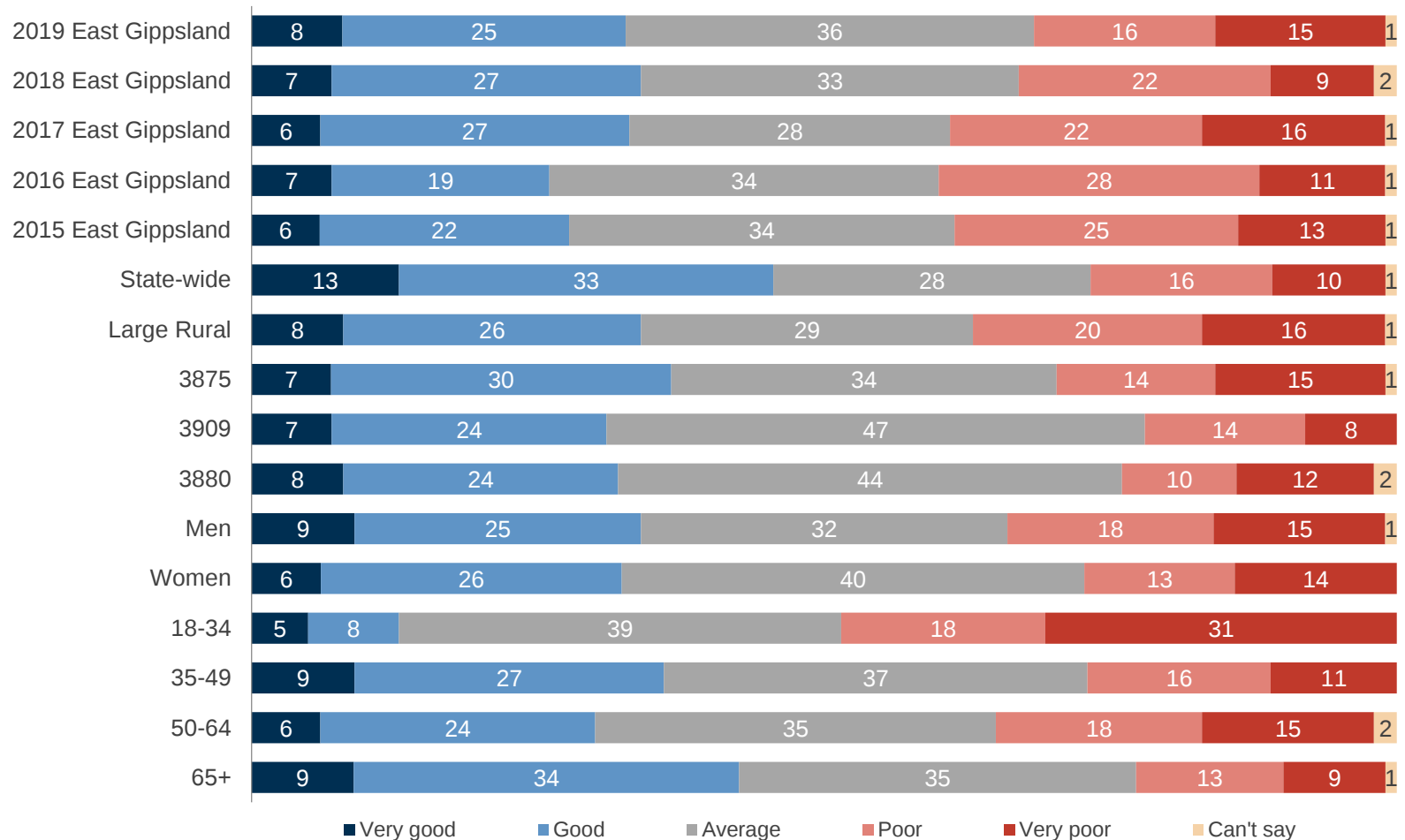
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

# The condition of sealed local roads in your area performance



## 2019 Sealed local roads performance (%)



A large, stylized letter 'W' that serves as a background graphic. It is filled with a satellite night-time image of the United States, showing city lights and road networks. The 'W' is positioned on the right side of the slide, with its leftmost vertical stroke extending towards the center.

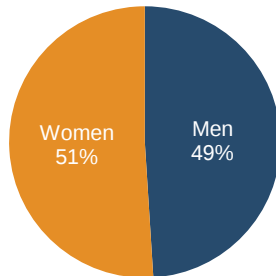
# Detailed demographics



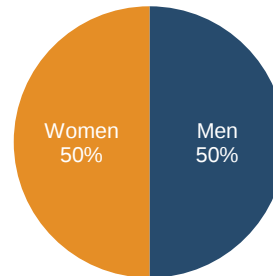
## Gender and age profile

### 2019 gender

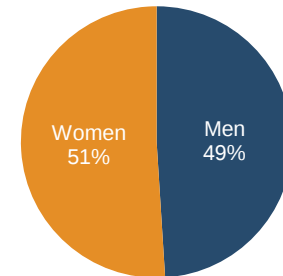
East Gippsland



Large Rural

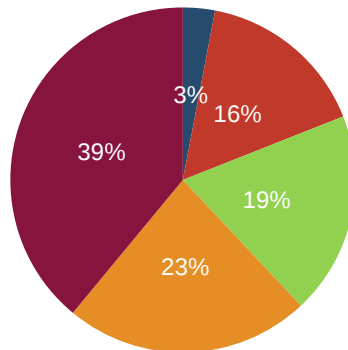


State-wide

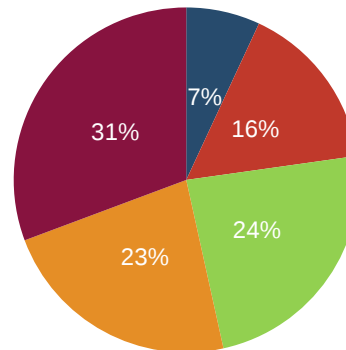


### 2019 age

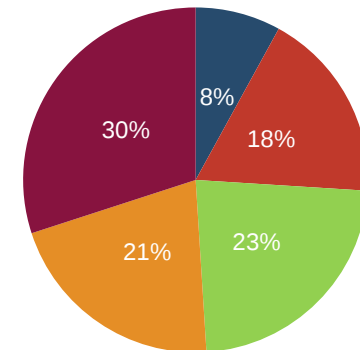
East Gippsland



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?

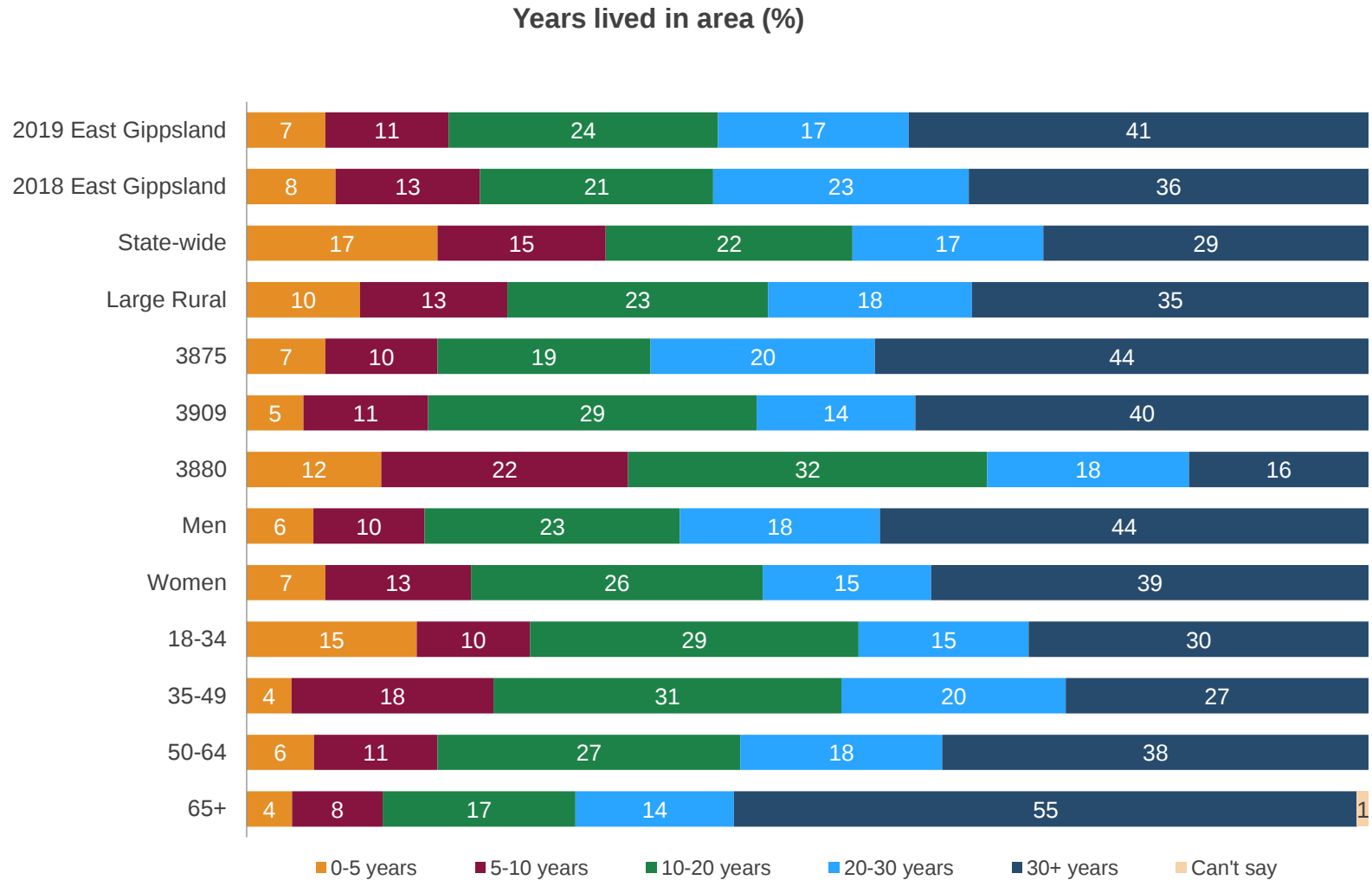
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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.



## Years lived in area



S5. How long have you lived in this area?/How long have you owned a property in this area?

Base: All respondents. Councils asked state-wide: 13 Councils asked group: 5

Note: For 2016, the code frame expanded out "10+ years", to include "10-20 years", "20-30 years" and "30+ years". As such, this chart presents the last four years of data only.

A large, stylized letter 'W' graphic that serves as a background element. It is filled with a satellite-style map of North America, showing landmasses in dark blue and oceans in a lighter blue. A network of glowing white lines, resembling a road or utility network, is overlaid on the map. Two bright, starburst-like light effects are visible: one on the western coast of the United States and another in the central part of the continent.

# **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<br>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<br>56 |



## Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for East 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 37,100 people aged 18 years or over for East Gippsland Shire Council, according to ABS estimates.

| Demographic                  | Actual survey sample size | Weighted base | Maximum margin of error at 95% confidence interval |
|------------------------------|---------------------------|---------------|----------------------------------------------------|
| East Gippsland Shire Council | 400                       | 400           | +/-4.9                                             |
| Men                          | 188                       | 196           | +/-7.1                                             |
| Women                        | 212                       | 204           | +/-6.7                                             |
| 3875                         | 148                       | 155           | +/-8.1                                             |
| 3909                         | 66                        | 65            | +/-12.1                                            |
| 3880                         | 48                        | 44            | +/-14.3                                            |
| 18-34 years                  | 38                        | 76            | +/-16.1                                            |
| 35-49 years                  | 74                        | 76            | +/-11.5                                            |
| 50-64 years                  | 109                       | 94            | +/-9.4                                             |
| 65+ years                    | 179                       | 155           | +/-7.3                                             |



## 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:

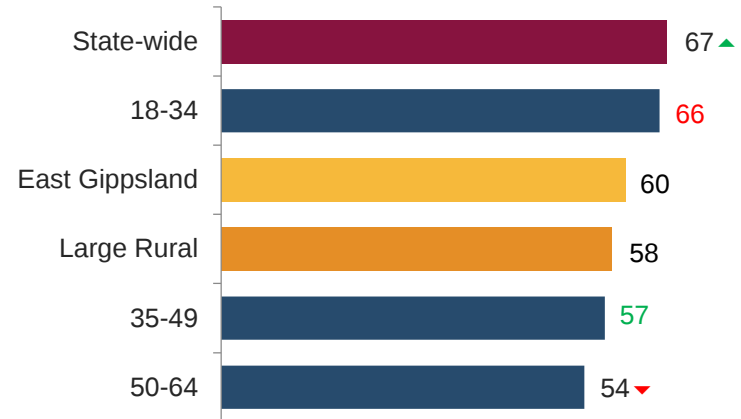
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2018.

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 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

**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:

- Survey methodology and sampling
- 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 2019 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

The 2019 results are compared with previous years, as detailed below:

- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=401 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=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=410 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 East 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 East Gippsland Shire Council.

Survey sample matched to the demographic profile of East 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 40% mobile phone numbers to cater to the diversity of residents within East Gippsland Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in East Gippsland Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.



## 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 2019, 63 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 2012-2019 vary slightly.

### Council Groups

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

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

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

Wherever appropriate, results for East Gippsland Shire Council for this 2019 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



## Appendix B: Analysis and reporting

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### 2012 survey revision

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 East 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 2012-2019 have been made throughout this report as appropriate.



## Appendix B: Analysis and reporting

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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 2019 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2019 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 2019 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

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



## Appendix B: Glossary of terms

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

**CSS:** 2019 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.

**Statewide 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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