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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 twenty-third 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 23 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 23 years of results, the CSS offers councils a consistent, 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.



Wangaratta Rural City Council – at a glance



Overall council performance

Results shown are index scores out of 100.





State-wide 59



Regional Centres 59

Council performance compared to State-wide and group averages

The three areas where Council performance is significantly higher by the widest margin

Waste management



Bus/community dev./tourism



Art centres & libraries

Parking facilities

Areas where Council

performance is significantly

lower



Waste management



Consultation & engagement



Bus/community dev./tourism



Planning & building permits



Parking facilities

Summary of core measures



Index scores





Consultation & engagement



Community decisions



Sealed local roads



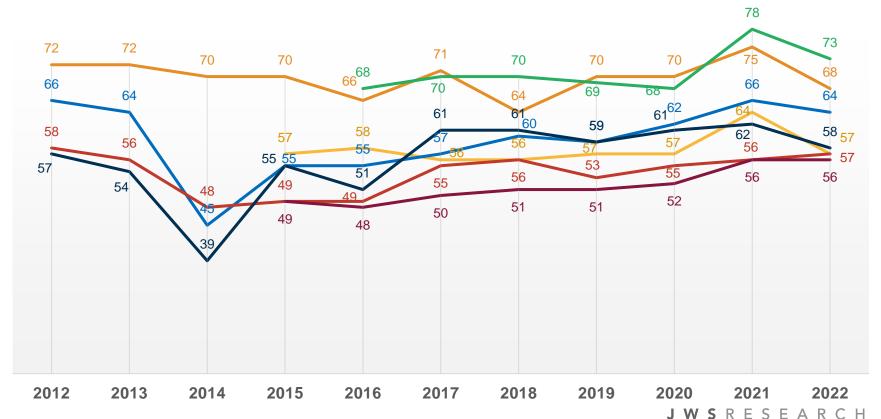
Waste management



Customer service



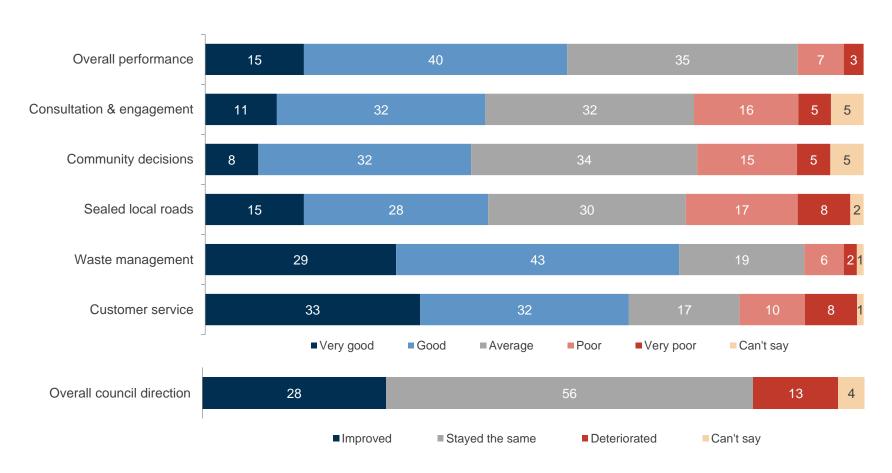
Overall council direction



Summary of core measures



Core measures summary results (%)



Summary of Wangaratta Rural City Council performance



Services		Wangaratta 2022	Wangaratta 2021	Regional Centres 2022	State-wide 2022	Highest score	Lowest score
<i>(</i> %	Overall performance	64	66	59	59	Women	Aged 50-64 years, Rural Area residents
\$	Value for money	56	60	53	53	Aged 65+ years	Aged 50-64 years, Rural Area residents
+	Overall council direction	58	62	52	50	Aged 18-34 years	Rural Area residents
•	Customer service	68	75	69	68	Aged 65+ years	Aged 18-34 years
\$	Art centres & libraries	77	78	76	73	Aged 65+ years	Aged 35-64 years
<u>.</u>	Appearance of public areas	74	78	73	71	Aged 65+ years	Aged 35-64 years, Rural Area residents
弘	Recreational facilities	73	76	72	69	Aged 65+ years	Aged 35-49 years
	Waste management	73	78	68	68	Aged 18-34 years, Aged 65+ years	Rural Area residents
	Community & cultural	68	67	65	65	Aged 65+ years	Aged 18-34 years

Summary of Wangaratta Rural City Council performance



Services		Wangaratta 2022	Wangaratta 2021	Regional Centres 2022	State-wide 2022	Highest score	Lowest score
11111	Family support services	67	-	67	65	Men	Aged 18-64 years
	Elderly support services	66	-	65	67	Aged 65+ years	Aged 35-49 years
	Bus/community dev./tourism	65	65	62	60	Aged 65+ years	Aged 18-34 years
2	Environmental sustainability	64	64	62	61	Aged 65+ years	Aged 35-49 years
	Informing the community	60	61	58	59	Women	Rural Area residents, Aged 35-49 years
	Local streets & footpaths	58	61	59	57	Aged 18-34 years	Rural Area residents
202	Consultation & engagement	57	56	54	54	Rural Area residents, Women, Aged 18-34 years	Aged 35-49 years
	Sealed local roads	57	64	54	53	Aged 18-34 years	Rural Area residents, Aged 35-49 years

Summary of Wangaratta Rural City Council performance



Services		Wangaratta 2022	Wangaratta 2021	Regional Centres 2022	State-wide 2022	Highest score	Lowest score
<u>.</u>	Lobbying	56	59	55	53	Aged 65+ years	Aged 18-34 years, Rural Area residents
***	Community decisions	56	56	54	54	Women	Aged 35-49 years
	Parking facilities	53	51	56	57	Men	Aged 50-64 years
	Planning & building permits	51	54	54	50	Women	Rural Area residents
	Unsealed roads	45	52	46	41	Aged 65+ years	Aged 35-49 years

Focus areas for the next 12 months



Overview

Perceptions of Council's overall performance have held steady in the last 12 months. Ratings of overall performance have been increasing steadily over time from the rating low index score of 45 in 2014. The current index score of 64 is similar to that seen in 2013 prior to the significant decline in perceptions that occurred in 2014. The current rating of overall performance is also significantly higher than the Regional Centres group and Statewide averages.

Key influences on perceptions of overall performance

Council should focus on maintaining and further improving performance in the individual service areas that most influence perception of overall performance, namely community decisions, followed by the condition of sealed local roads and lobbying. These are among the service areas where Council is rated less well. Good communication and transparency with residents about decisions Council has made in the community's interest are warranted.

Comparison to state and area grouping

Importantly, Council performs in line with or significantly higher than the Regional Centres group and State-wide averages on 16 out of the 18 service areas evaluated. This is a positive result for Council. The only service areas where Council is rated significantly lower than the Regional Centres group average are parking facilities, and planning and building permits.

Opportunity to engage with residents

Further endeavours should be made to improve perceptions of customer service which decreased significantly in the past year. There is an opportunity to improve these perceptions by engaging with residents aged 18 to 34 years, men and residents in the Urban Area as customer service perceptions among these cohorts declined significantly in the last 12 months.

DETAILED FINDINGS





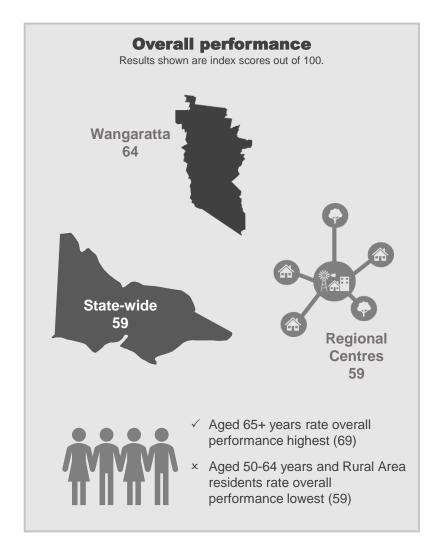


The overall performance index score of 64 for Wangaratta Rural City Council is similar to those seen across 2012 to 2013 and more recently in 2021.

- Council's overall performance is rated significantly higher (at the 95% confidence interval) than the Regional Centres group and State-wide averages for councils (both with an index score of 59).
- Residents aged 65 years and over (index score of 69) rate Council's overall performance significantly higher than the Council average. By contrast, residents in Rural Area (index score of 59) rate it significantly lower.

More than four in 10 residents (41%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. In contrast, a fifth of residents (20%) rate the value for money as 'very poor' or 'poor'. A further 36% rate Council 'average' in terms of providing value for money.

 Perceptions of value for money in services and infrastructure (index score of 56) have declined significantly this year (down four points). However, they are significantly higher than the Regional Centres group and State-wide averages for councils (both with an index score of 53).



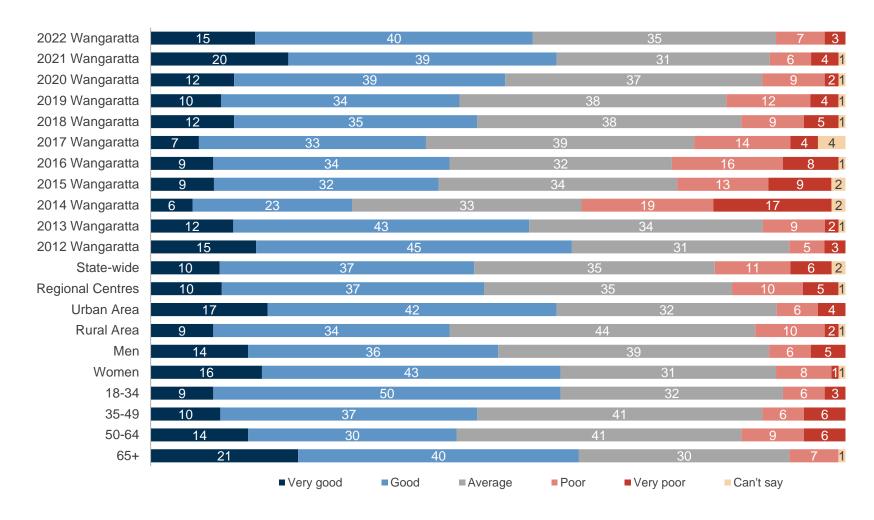


2022 overall performance (index scores)





2022 overall performance (%)



Value for money in services and infrastructure



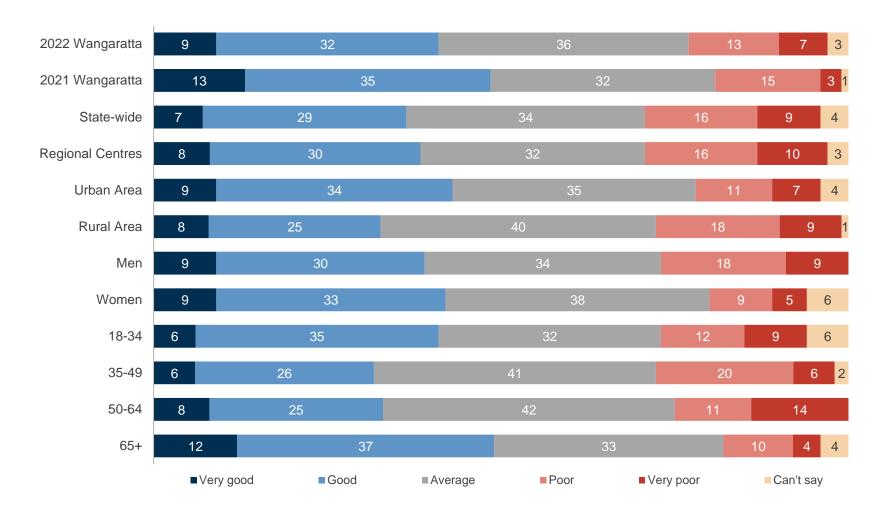
2022 value for money (index scores)

2021 2020 2019 2018 2017 2016 2015 2014 2013 2012 65+ 61 n/a n/a n/a n/a n/a n/a n/a 58 Women n/a n/a n/a n/a n/a n/a n/a 57 Urban Area n/a n/a n/a n/a n/a n/a n/a n/a n/a Wangaratta 56 n/a n/a n/a n/a n/a n/a n/a n/a n/a 18-34 55 n/a n/a n/a n/a n/a n/a n/a n/a n/a 53 n/a Men n/a n/a n/a n/a n/a n/a 53▼ Regional Centres 55 n/a n/a n/a n/a n/a n/a n/a n/a n/a 53▼ State-wide 54 n/a n/a n/a n/a n/a n/a n/a n/a n/a 35-49 52 n/a n/a n/a n/a n/a n/a n/a n/a n/a Rural Area 51 56 n/a n/a n/a n/a n/a n/a n/a n/a n/a 50-64 51 55 n/a n/a n/a n/a n/a n/a n/a n/a n/a

Value for money in services and infrastructure



2022 value for money (%)



Top performing service areas

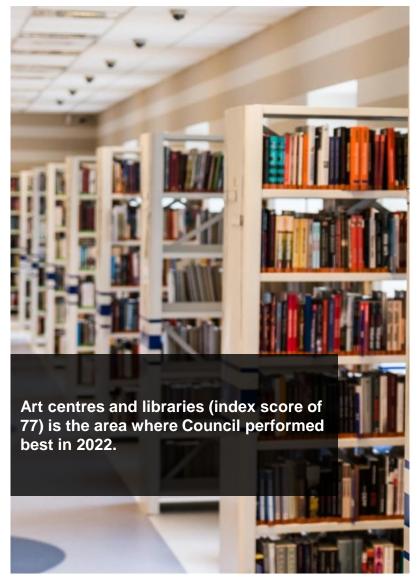
Art centres and libraries (index score of 77) is the area where Council performed best in 2022. This is similar to the levels seen in more recent years (but lower than that recorded in 2012 to 2013).

- Council performs in line with the Regional Centres group average (index score of 76) and significantly higher than the State-wide average (73).
- Performance ratings across demographic and geographic cohorts are not significantly different from the Council average.

Appearance of public areas (74, down a significant four points) is Council's next highest rated service area.

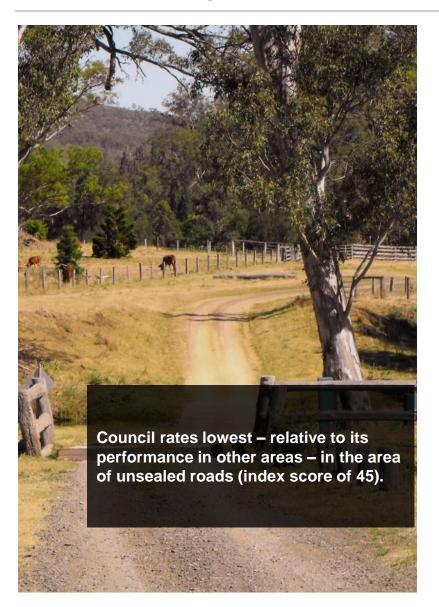
- Here again, Council performs in line with the Regional Centres group average for councils (index score of 73) and significantly higher than the State-wide average (index score of 71).
- Performance ratings decreased significantly this year among women (down five points on 2021), residents aged 18 to 34 years (down six points), those in the Rural Area (down seven points) and those aged 35 to 49 years (down nine points).
- Council is encouraged to ensure perceptions do not continue to decline, given that the appearance of public areas has a moderate to strong influence on perceptions of overall performance.





Low performing service areas





Council rates lowest in the maintenance of unsealed roads (index score of 45). This rating is significantly lower this year (down seven points on 2021) and represents a record low.

- Even so, Council continues to rate in line with the Regional Centres group average for councils and significantly higher than the State-wide average (index scores of 46 and 41 respectively).
- Performance ratings decreased significantly this year among residents in the Urban Area (down 11 points on 2021) and those aged 35 to 49 years (down 17 points).

Council's next lowest area of service is planning and building permits (index score of 51).

- Council performs in line with the State-wide average for councils (50) but significantly lower than the Regional Centres group average (54).
- Performance ratings decreased significantly this year among residents in the Urban Area (52).
- Residents in Rural Area (45) rate Council significantly lower than the Council average.

Ratings of Council's performance declined most significantly in two service areas: sealed local roads and unsealed roads (both down seven points).

Individual service area performance



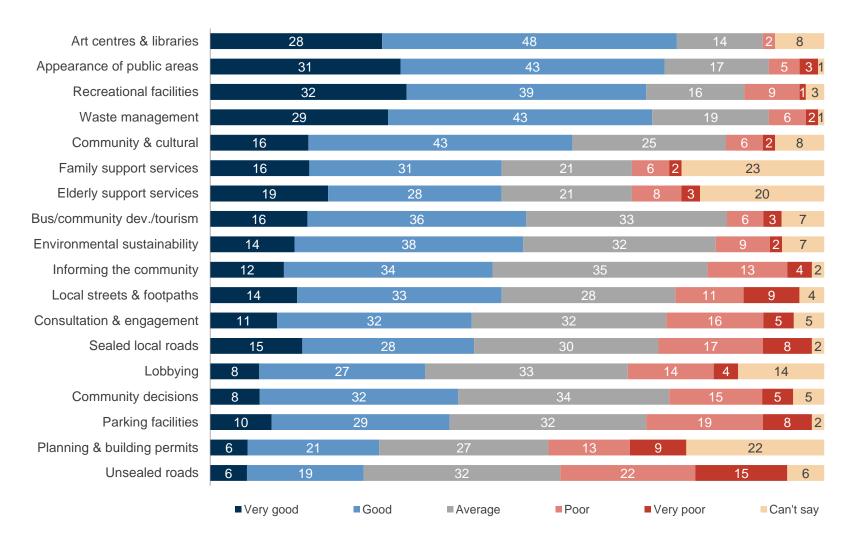
2022 individual service area performance (index scores)



Individual service area performance



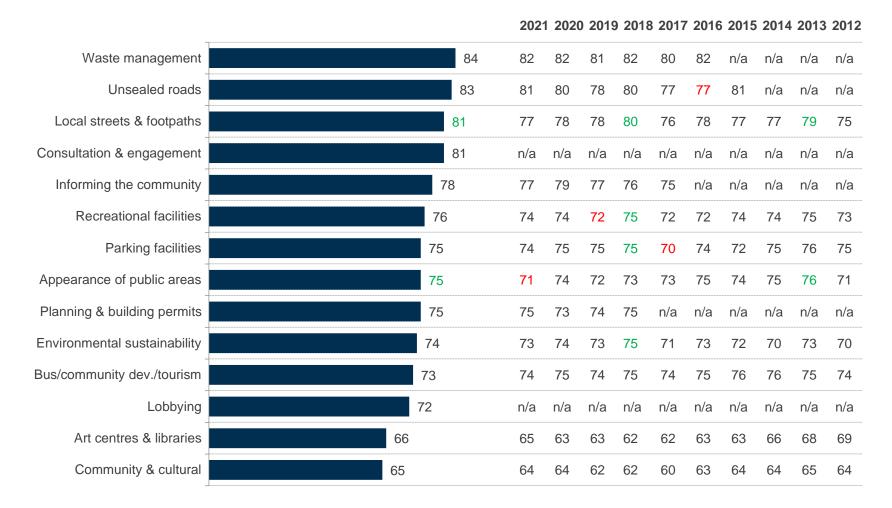
2022 individual service area performance (%)



Individual service area importance



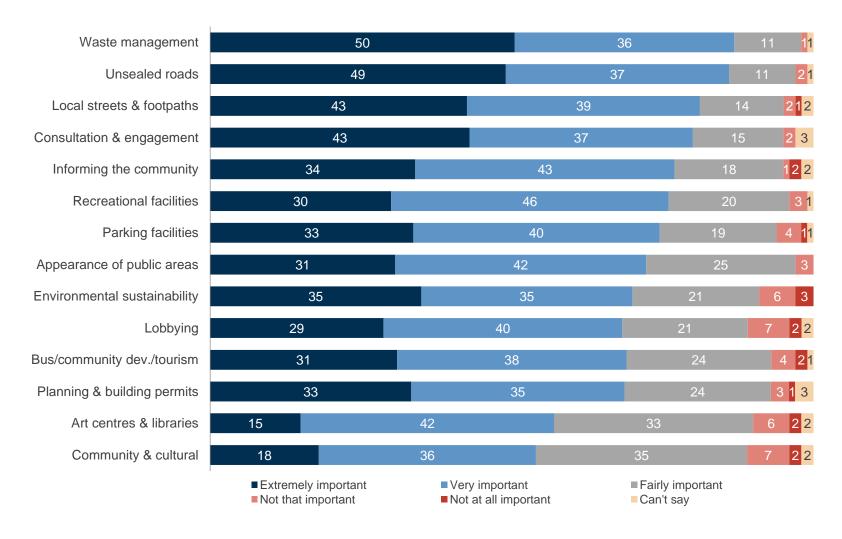
2022 individual service area importance (index scores)



Individual service area importance



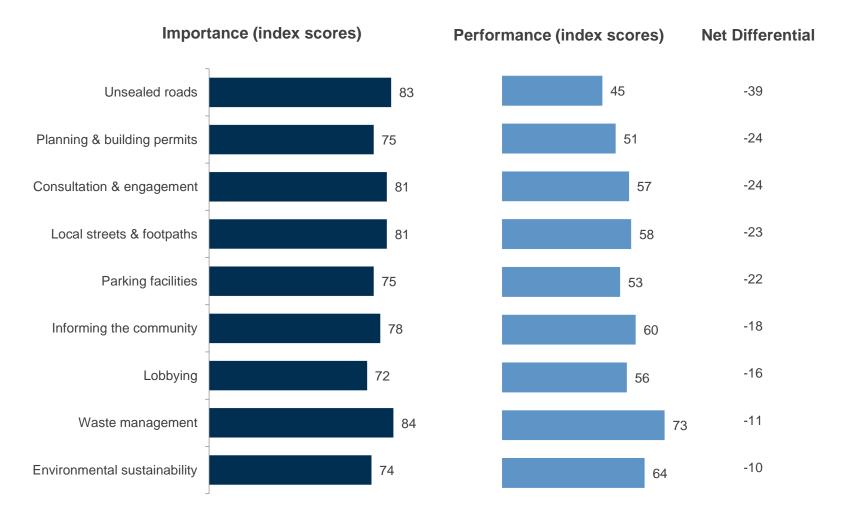
2022 individual service area importance (%)



Individual service areas importance vs performance



Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary.



Influences on perceptions of overall performance



The individual service area that has the strongest influence on the overall performance rating (based on regression analysis) is:

· Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance.

Following on from that, other individual service areas with a moderate to strong influence on the overall performance rating are:

- The condition of sealed local roads
- Lobbying on behalf of the community
- Business, community development and tourism
- The appearance of public areas
- Community and cultural activities
- · Environmental sustainability.

Looking at these key service areas only, the appearance of public areas has a high performance index (74) and a moderate influence on the overall performance rating.

Council also performs well on community and cultural activities, business, community development and tourism, and environmental sustainability (index of 68, 65 and 64 respectively) – also moderate influences on overall perceptions.

Maintaining these positive results should remain a focus but there is greater work to be done elsewhere.

In addition to its decision making, Council performs less well on the condition of its sealed roads and lobbying on behalf of residents (index of 57 and 56 respectively). These are both among the stronger influences on overall community perceptions of Council.

Ensuring sealed roads are well maintained and demonstrating Council efforts to advocate for its community can help improve Council's overall performance ratings.

Regression analysis explained



We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents the council performance index for each individual service.
 Service areas appearing on the right side of the chart have a higher performance index than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed.
 This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The regressions are shown on the following two charts.

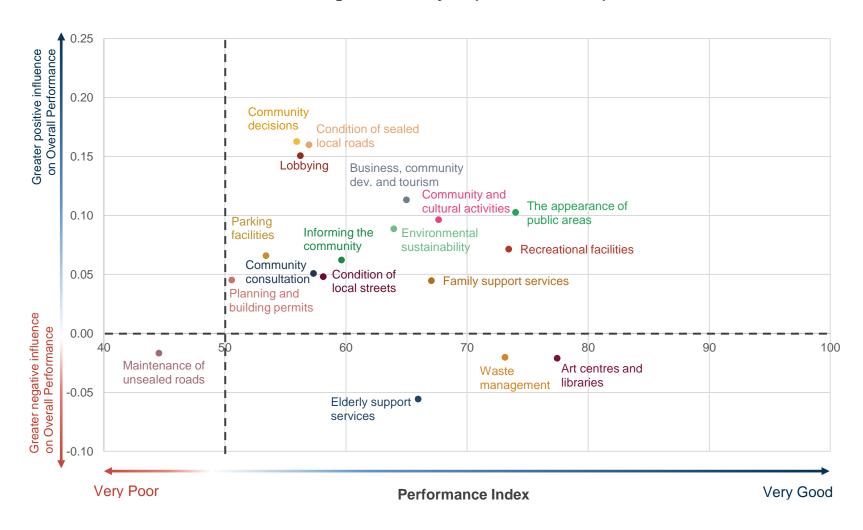
- The first chart shows the results of a regression analysis of all individual service areas selected by Council.
- 2. The second chart shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weak influence on overall performance (i.e. a low Standardised Beta Coefficient) have been excluded from the analysis.

Key insights from this analysis are derived from the second chart.

Influence on overall performance: all service areas



2022 regression analysis (all service areas)

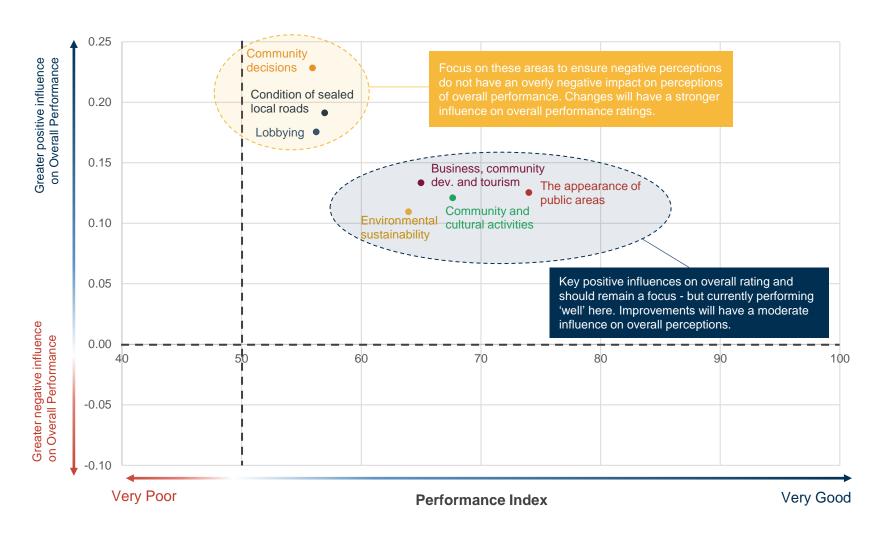


The multiple regression analysis model above (all service areas) has an R^2 value of 0.574 and adjusted R^2 value of 0.554, which means that 57% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 28.56. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.

Influence on overall performance: key service areas



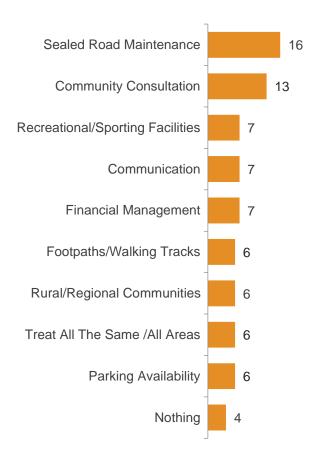
2022 regression analysis (key service areas)



Areas for improvement



2022 areas for improvement (%) - Top mentions only -





Customer service

Contact with council and customer service



Contact with council

More than six in 10 Council residents (63%) have had contact with Council in the last 12 months. This represents a gradual upward trend over time from a low contact rate of 52% in 2015.

- Council's rate of contact is significantly higher than the Regional Centres group average (56%).
- Rate of contact across demographic and geographic cohorts is not statistically different from the Council average.



Customer service

Perceptions of Council's customer service (index score of 68) decreased significantly this year (down seven points on 2021).

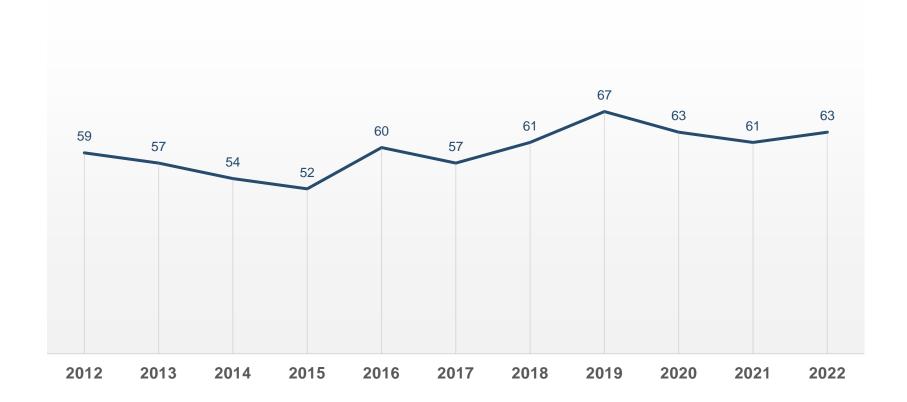
- Notwithstanding this, these perceptions are in line with the Regional Centres group and State-wide averages (index scores of 69 and 68 respectively).
- Customer service ratings decreased significantly this year among residents in the Urban Area (down seven points), men (down eight points) and residents aged 18 to 34 years (down 16 points).

More than six in 10 residents (65%) provide a positive customer service rating of 'very good' or 'good'. This is more than three and a half times higher than those who rate customer service as 'poor' or 'very poor' (18%).

Contact with council



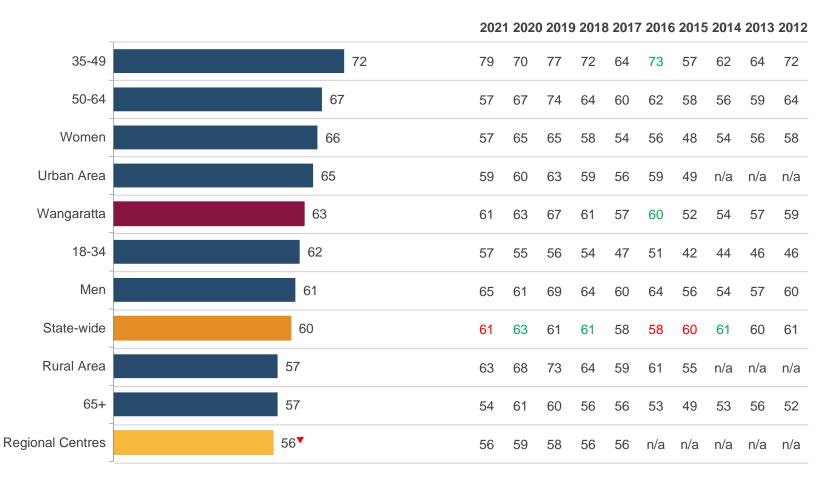
2022 contact with council (%) Have had contact



Contact with council



2022 contact with council (%)



Q5. Over the last 12 months, have you or any member of your household had any contact with Wangaratta Rural City 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?

Customer service rating



2022 customer service rating (index scores)



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

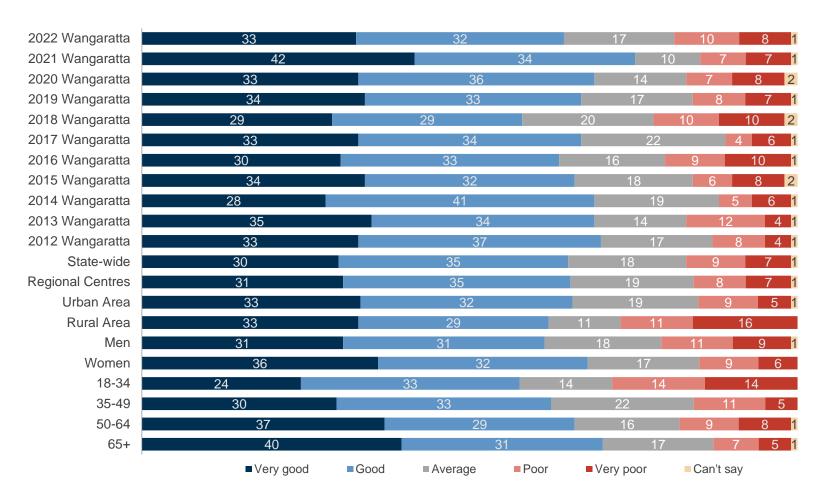
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked State-wide: 67 Councils asked group: 9

Customer service rating



2022 customer service rating (%)



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

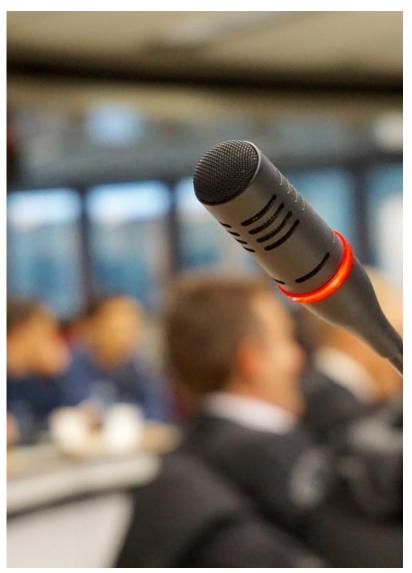


Communication

W

The preferred form of communication from Council about news and information and upcoming events is a newsletter sent via mail (31%), followed by a newsletter sent via email (19%) and advertising in a local newspaper (16%). The greatest change since 2021 has been the four-point increase in preference for a text message (noting that this remains among the lesser preferred forms of communication at 9%).

- Among residents aged <u>under 50 years</u>, a newsletter via mail (24%) has overtaken social media (22%) and a newsletter via email (16%) as the preferred form of communication from Council. Preferences have fluctuated over time among this age group.
- Among residents aged <u>over 50 years</u>, a newsletter via mail (36%) is consistently by far the preferred form of communication from Council.



Best form of communication



2022 best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



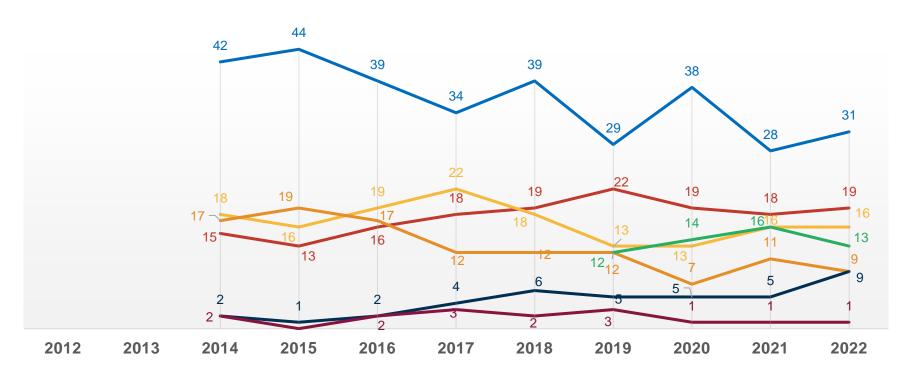
Council Website



Text Message



Social Media



Q13. If Wangaratta Rural City 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: 39 Councils asked group: 6

Note: 'Social Media' was included in 2019.

Best form of communication: under 50s



2022 under 50s best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



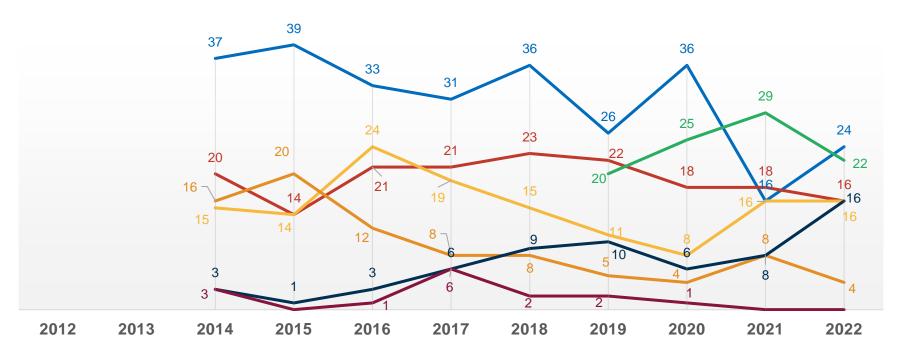
Council Website



Text Message



Social Media



Q13. If Wangaratta Rural City 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: 39 Councils asked group: 6

Base: All respondents aged under 50. Councils asked State-wide Note: 'Social Media' was included in 2019.

Best form of communication: over 50s



2022 over 50s best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



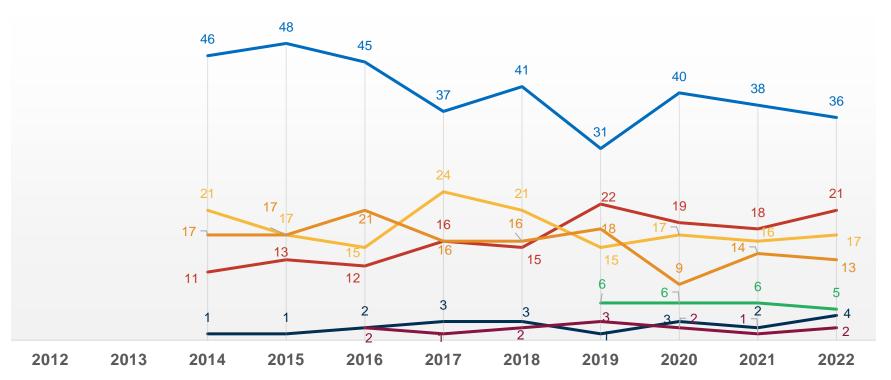
Council Website



Text Message



Social Media



Q13. If Wangaratta Rural City 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: 39 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Council direction

W

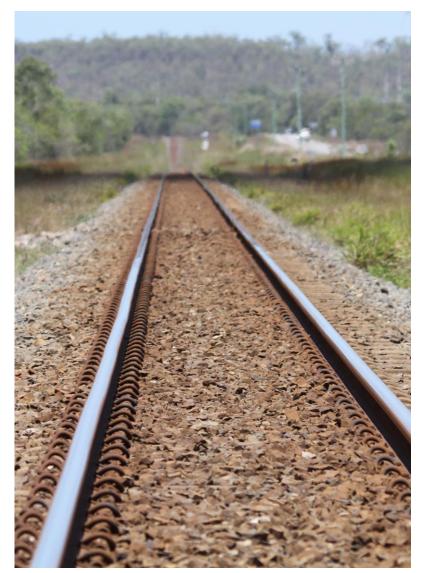
Over the last 12 months, more than half of residents (56%) believe the direction of Council's overall performance has stayed the same – up two percentage points since 2021.

- 28% believe Council's direction has improved in the last 12 months, down five percentage points on 2021.
- 13% believe it has deteriorated, up two points.

Perceptions of the direction of Council's overall performance (index score of 58) are four points lower on 2021 (not a statistically significant decline).

- That said, these perceptions are significantly higher than the Regional Centres group and State-wide averages (index scores of 52 and 50 respectively).
- The most satisfied with Council direction are residents aged 18 to 34 years.
- The <u>least</u> satisfied (and significantly less so) with Council direction are residents in the Rural Area. Ratings among these residents also decreased significantly this year (down eight points).

When it comes to the trade off between rates and services, residents are divided in their preference for rate rises to improve local services (38% would prefer this) versus cuts in council services to keep council rates at the same level as they are now (42%).



Overall council direction last 12 months



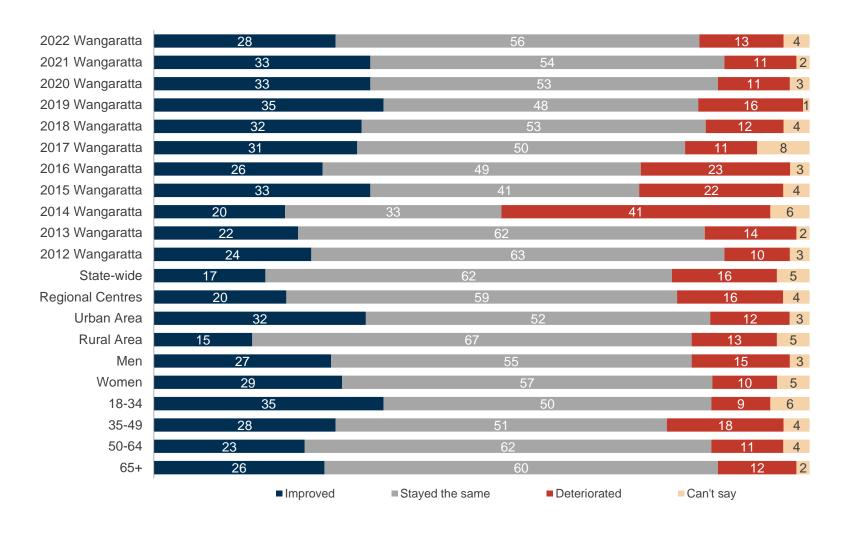
2022 overall council direction (index scores)



Overall council direction last 12 months



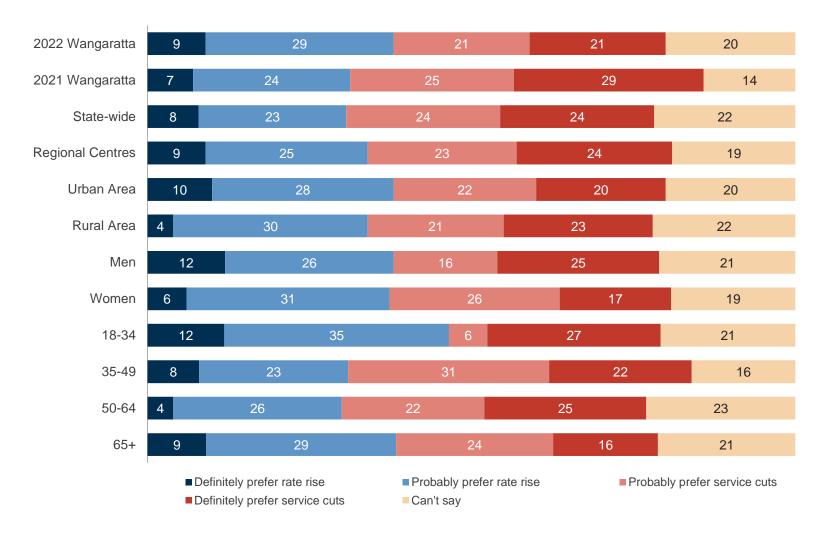
2022 overall council direction (%)



Rates / services trade-off



2022 rates / services trade-off (%)



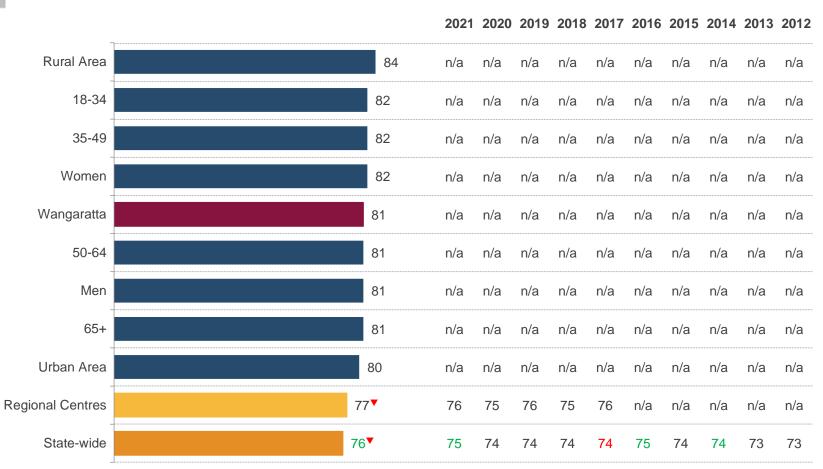


Community consultation and engagement importance





2022 consultation and engagement importance (index scores)

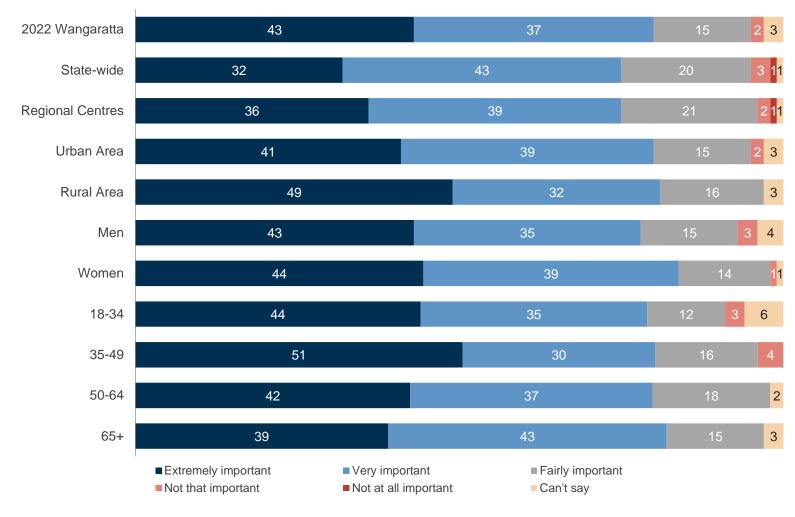


Community consultation and engagement importance





2022 consultation and engagement importance (%)

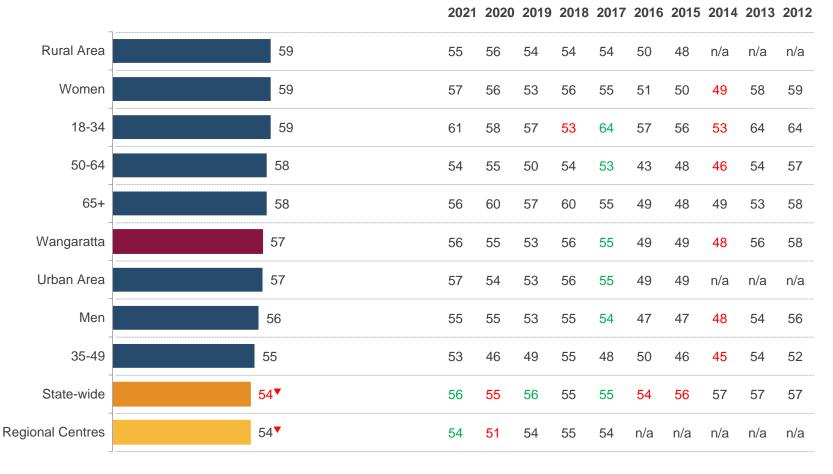


Community consultation and engagement performance





2022 consultation and engagement performance (index scores)

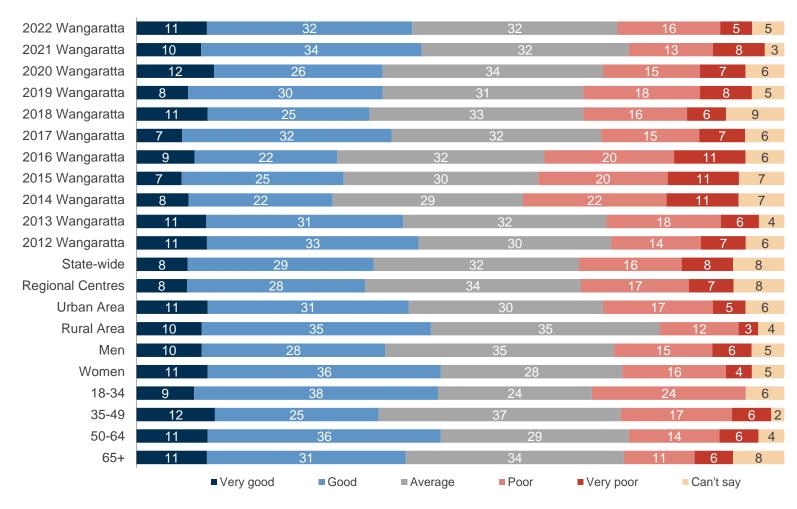


Community consultation and engagement performance





2022 consultation and engagement performance (%)



Lobbying on behalf of the community importance





2022 lobbying importance (index scores)

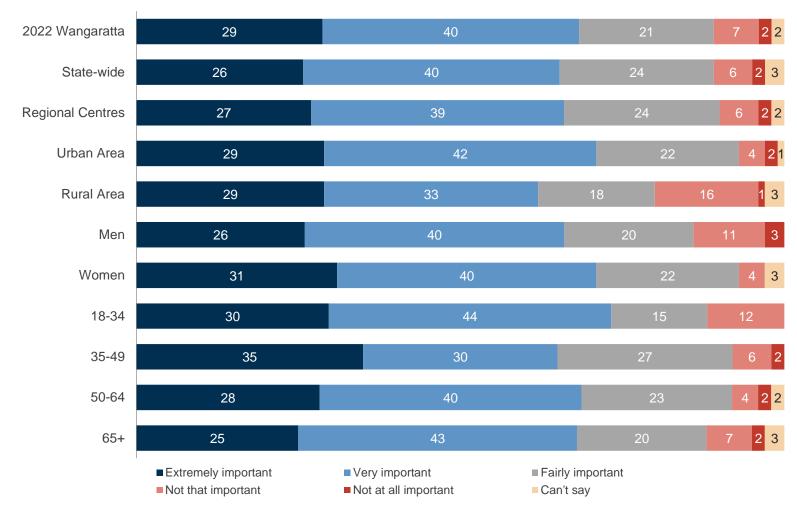
2021 2020 2019 2018 2017 2016 2015 2014 2013 2012 Women 75 n/a Urban Area 73 n/a 18-34 73 n/a 35-49 72 n/a 50-64 72 n/a Wangaratta 72 n/a n/a n/a n/a n/a n/a n/a n/a n/a Regional Centres 71 70 72 70 70 70 n/a n/a n/a n/a n/a 65+ 71 n/a State-wide 71 68 68 69 69 69 70 70 69 67 70 Men 69 n/a Rural Area 69 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a

Lobbying on behalf of the community importance





2022 lobbying importance (%)



Lobbying on behalf of the community performance





2022 lobbying performance (index scores)

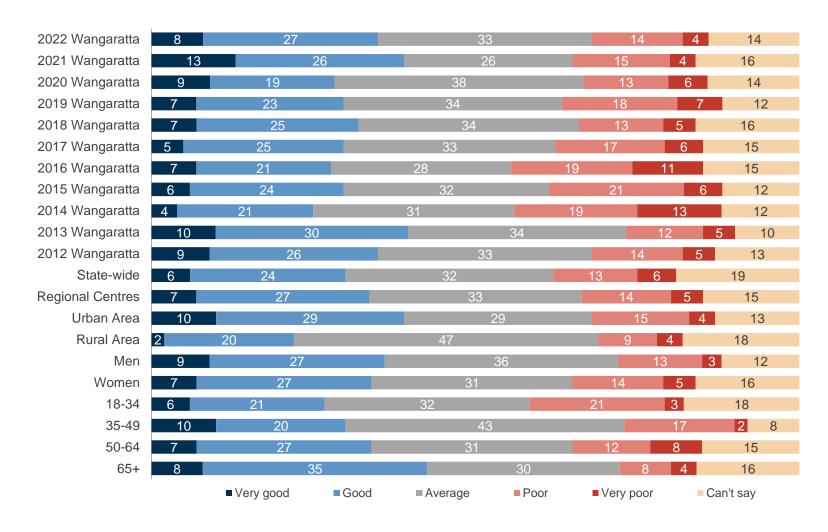


Lobbying on behalf of the community performance





2022 lobbying performance (%)



Decisions made in the interest of the community performance





2022 community decisions made performance (index scores)

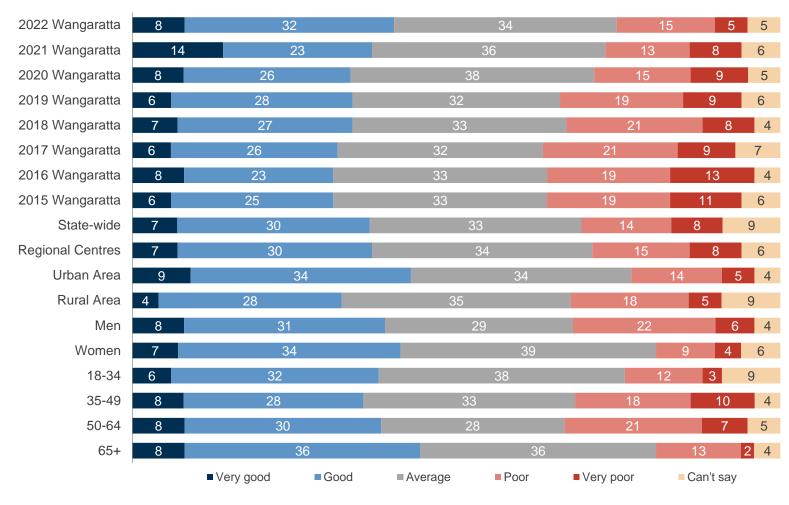


Decisions made in the interest of the community performance





2022 community decisions made performance (%)



The condition of sealed local roads in your area performance





2022 sealed local roads performance (index scores)

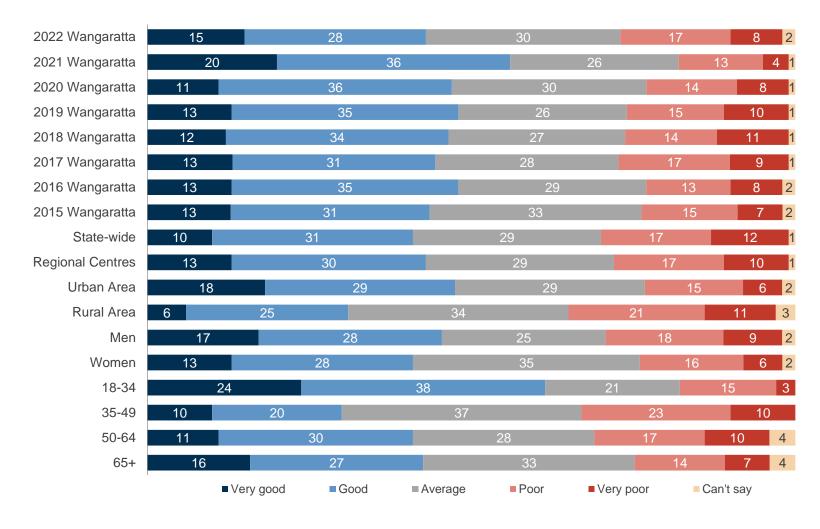


The condition of sealed local roads in your area performance





2022 sealed local roads performance (%)



Informing the community importance





2022 informing community importance (index scores)

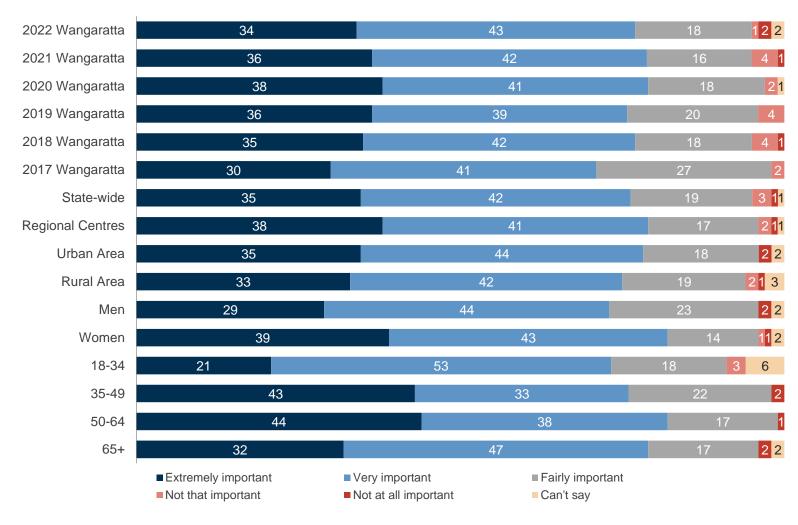


Informing the community importance





2022 informing community importance (%)



Informing the community performance





2022 informing community performance (index scores)

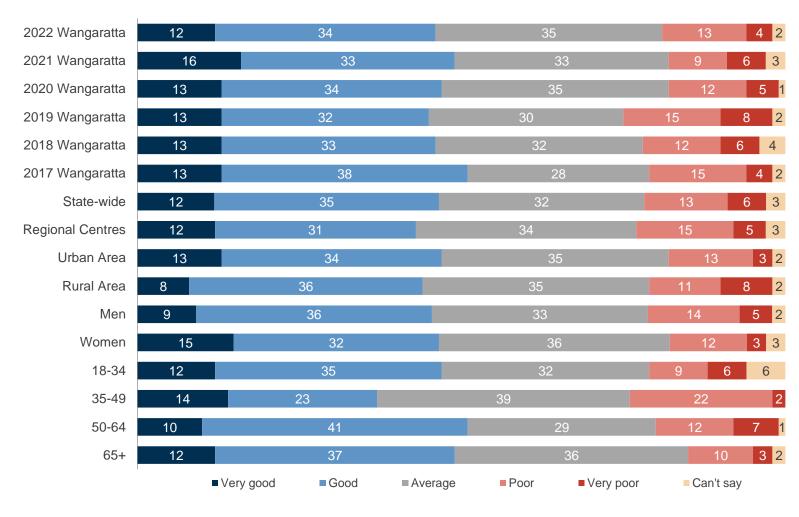


Informing the community performance





2022 informing community performance (%)



The condition of local streets and footpaths in your area importance





2022 streets and footpaths importance (index scores)

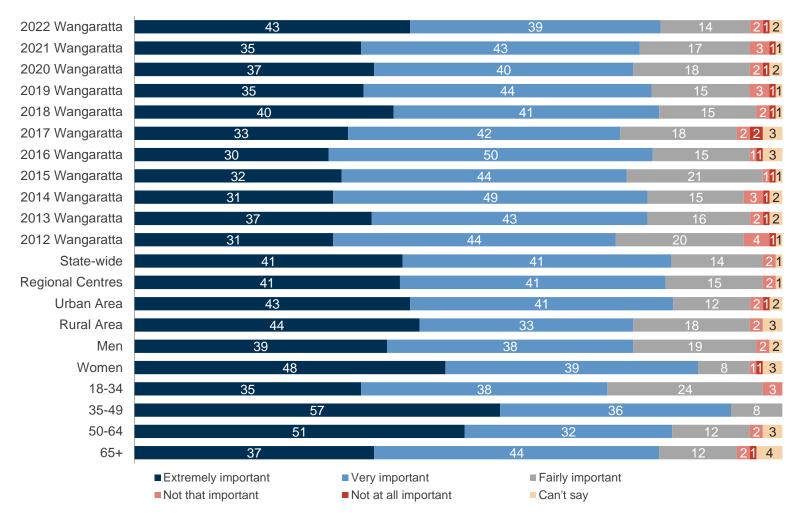


The condition of local streets and footpaths in your area importance





2022 streets and footpaths importance (%)



The condition of local streets and footpaths in your area performance





2022 streets and footpaths performance (index scores)

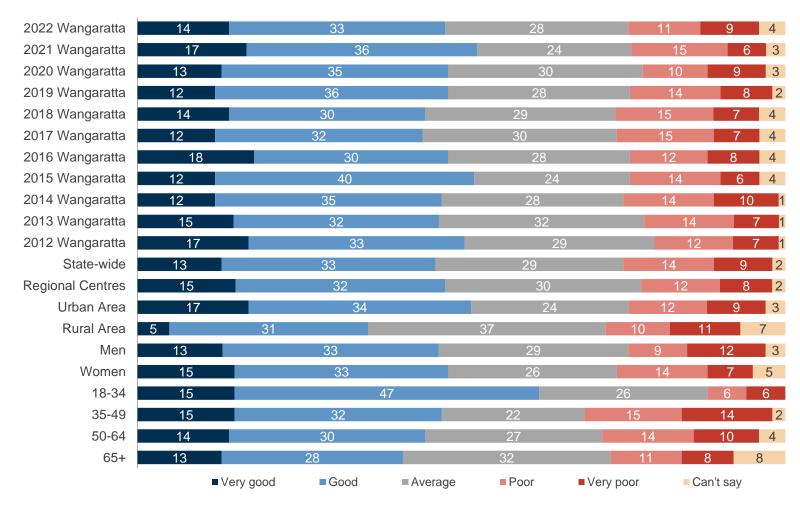


The condition of local streets and footpaths in your area performance





2022 streets and footpaths performance (%)



Parking facilities importance





2022 parking importance (index scores)

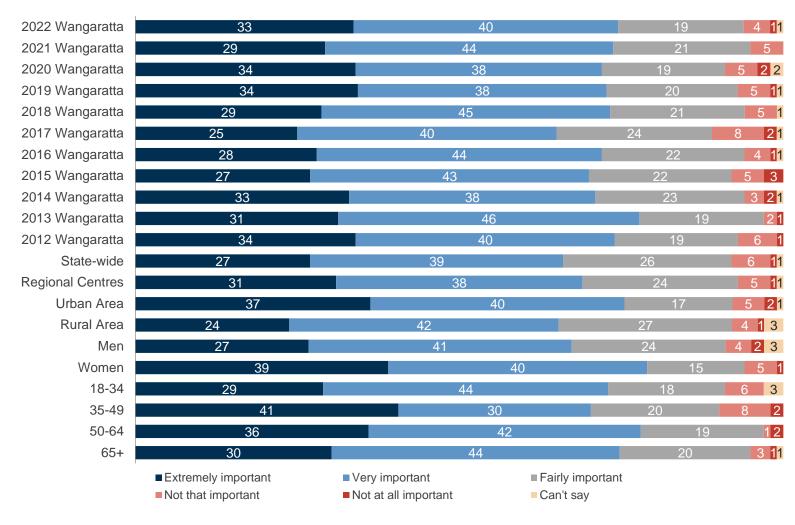


Parking facilities importance





2022 parking importance (%)

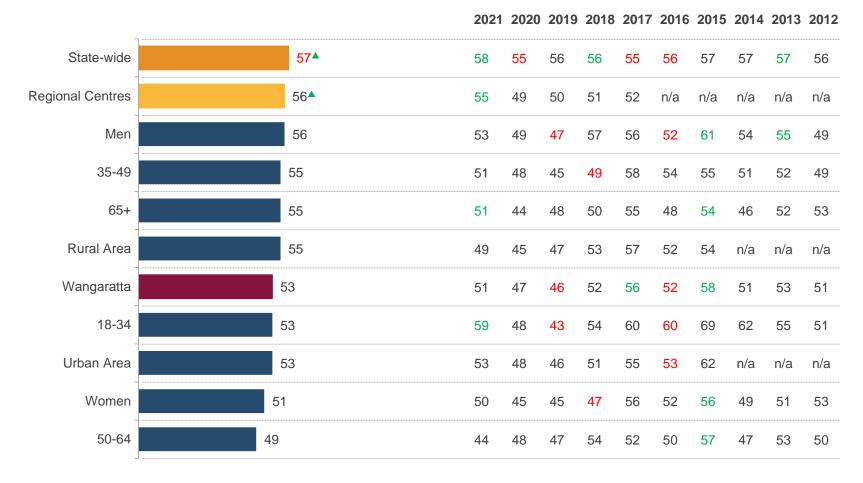


Parking facilities performance





2022 parking performance (index scores)

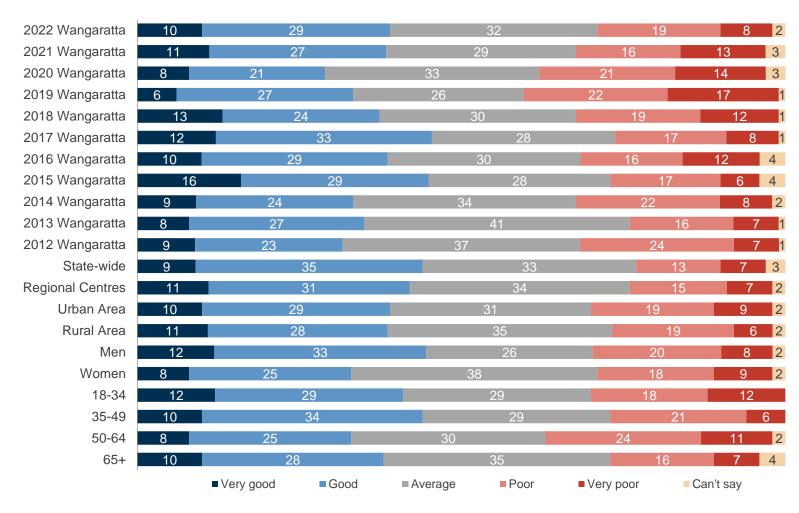


Parking facilities performance





2022 parking performance (%)



Family support services performance





2022 family support performance (index scores)

2021 2020 2019 2018 2017 2016 2015 2014 2013 2012

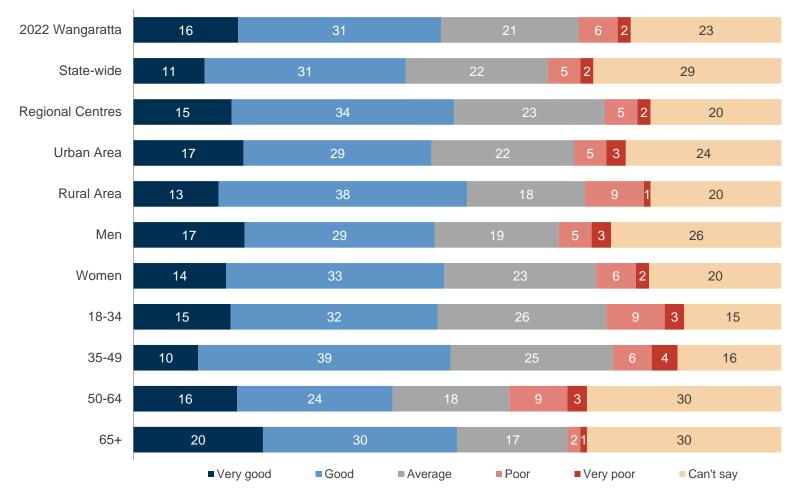


Family support services performance





2022 family support performance (%)



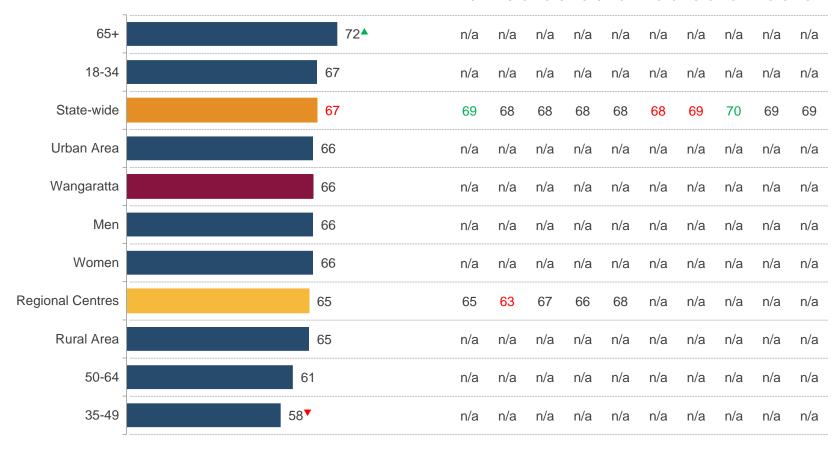
Elderly support services performance





2022 elderly support performance (index scores)

2021 2020 2019 2018 2017 2016 2015 2014 2013 2012

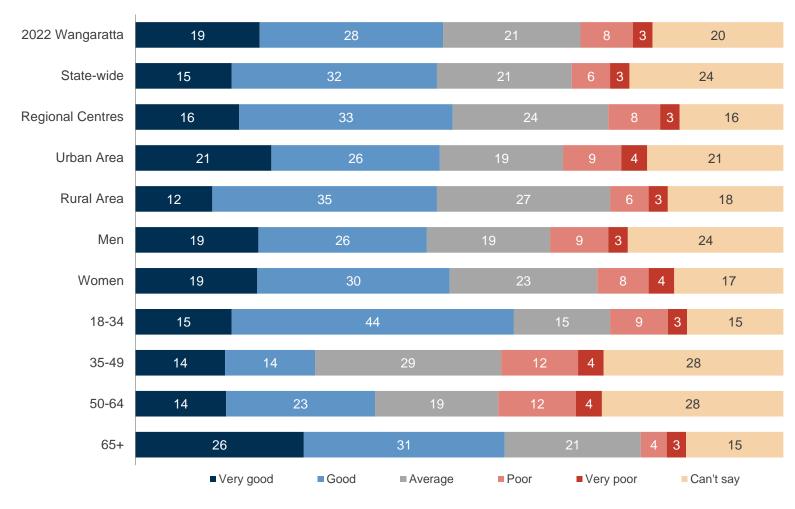


Elderly support services performance





2022 elderly support performance (%)



Recreational facilities importance





2022 recreational facilities importance (index scores)

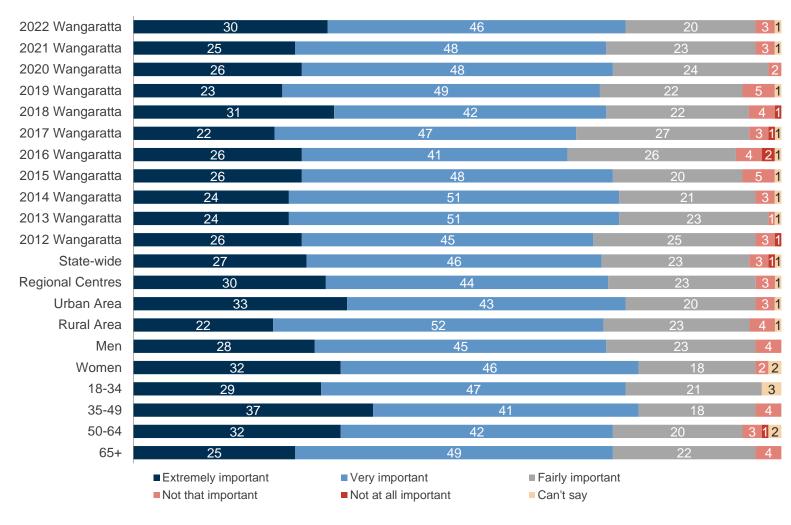


Recreational facilities importance





2022 recreational facilities importance (%)



Recreational facilities performance





2022 recreational facilities performance (index scores)

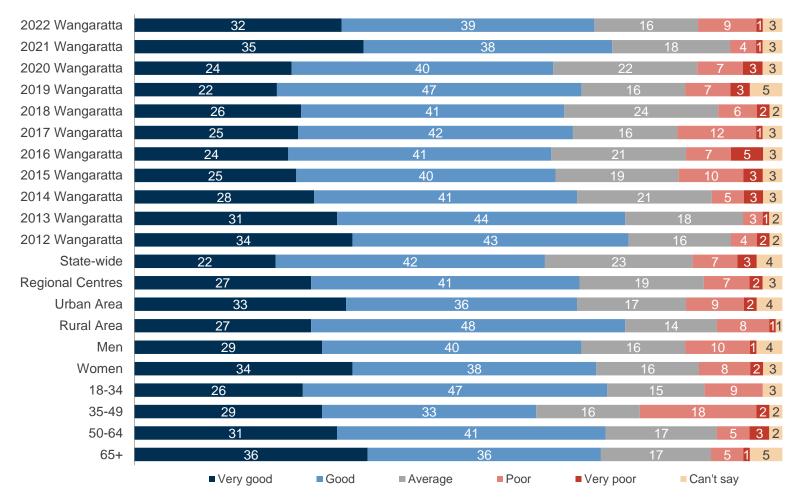


Recreational facilities performance





2022 recreational facilities performance (%)



The appearance of public areas importance





2022 public areas importance (index scores)

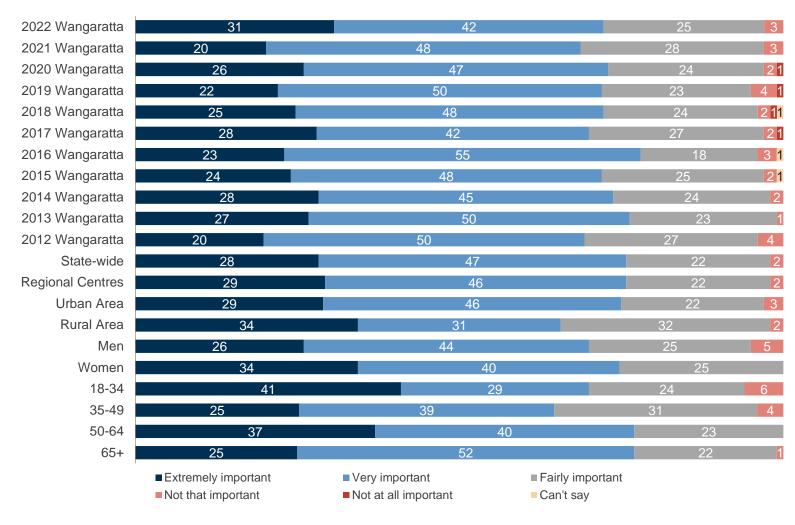


The appearance of public areas importance





2022 public areas importance (%)



The appearance of public areas performance





2022 public areas performance (index scores)

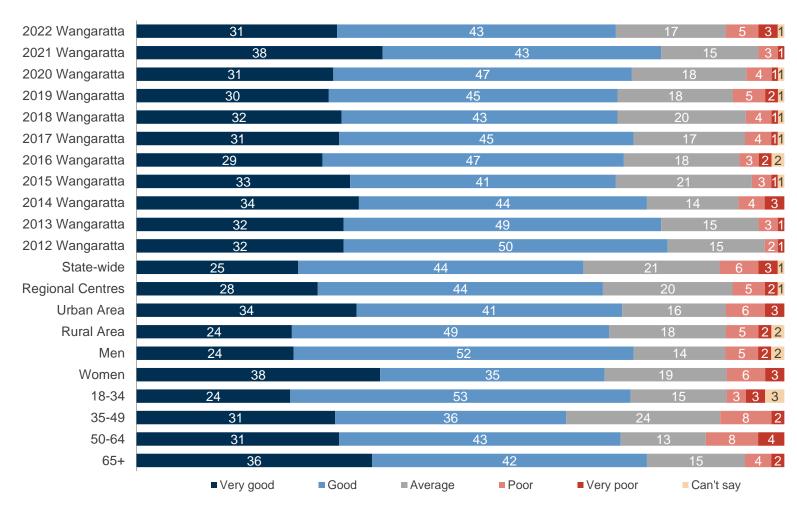


The appearance of public areas performance





2022 public areas performance (%)



Art centres and libraries importance





2022 art centres and libraries importance (index scores)

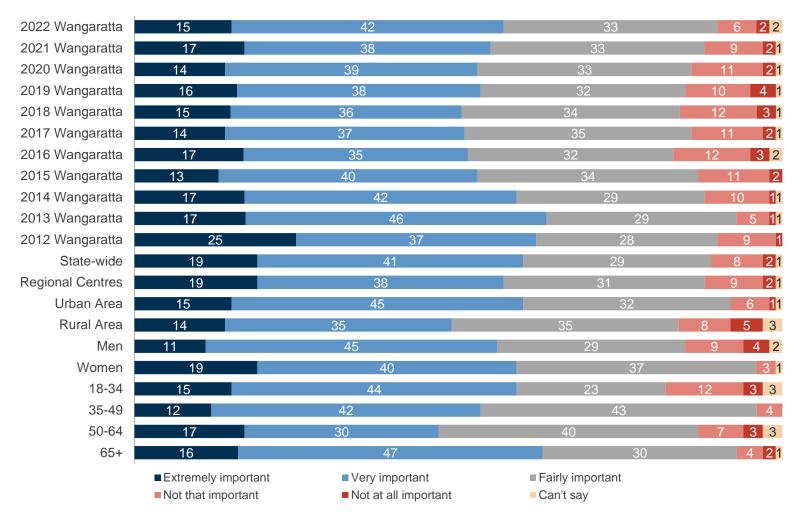


Art centres and libraries importance





2022 art centres and libraries importance (%)



Art centres and libraries performance





2022 art centres and libraries performance (index scores)

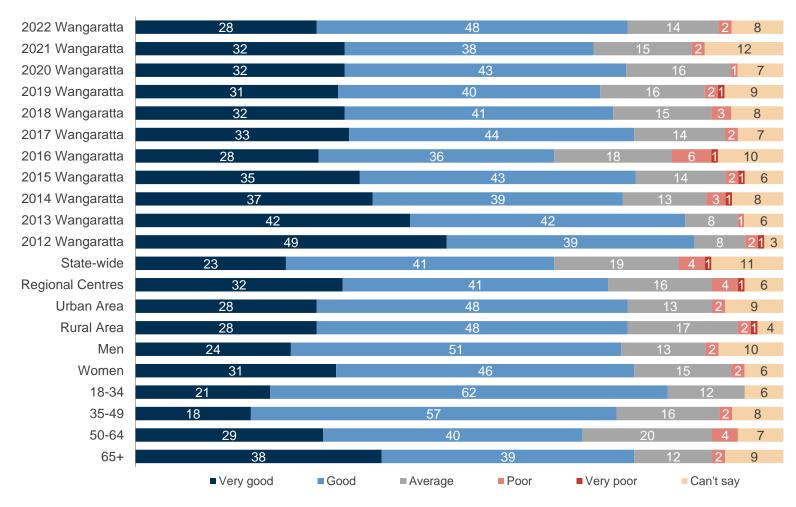


Art centres and libraries performance





2022 art centres and libraries performance (%)



Community and cultural activities importance





2022 community and cultural activities importance (index scores)

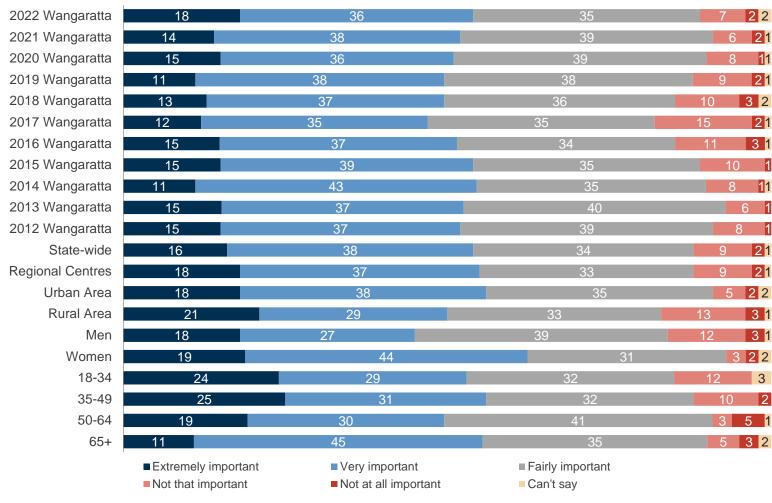


Community and cultural activities importance





2022 community and cultural activities importance (%)



Community and cultural activities performance





2022 community and cultural activities performance (index scores)

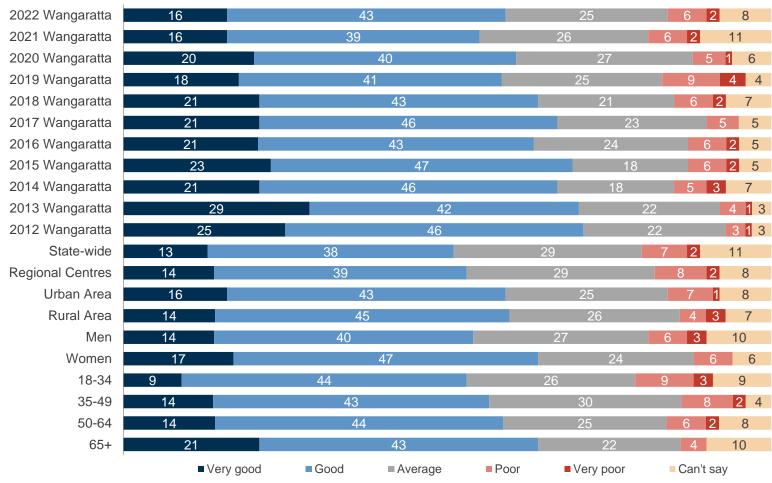


Community and cultural activities performance





2022 community and cultural activities performance (%)



Waste management importance





2022 waste management importance (index scores)

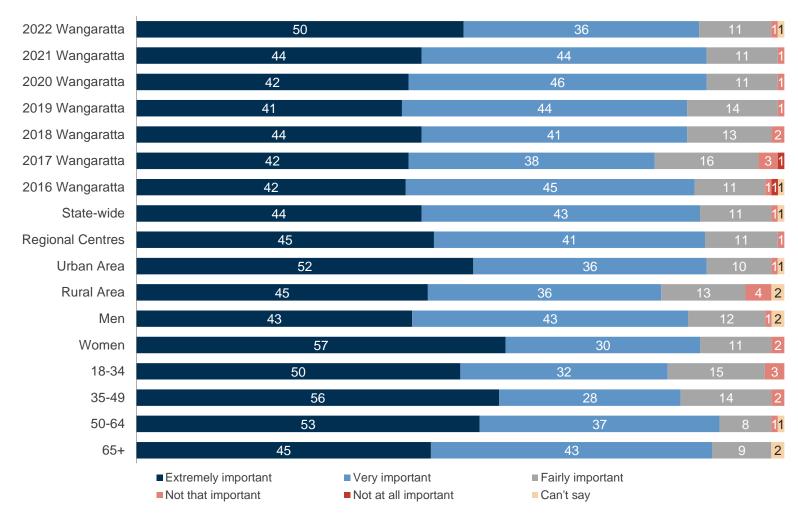


Waste management importance





2022 waste management importance (%)



Waste management performance





2022 waste management performance (index scores)

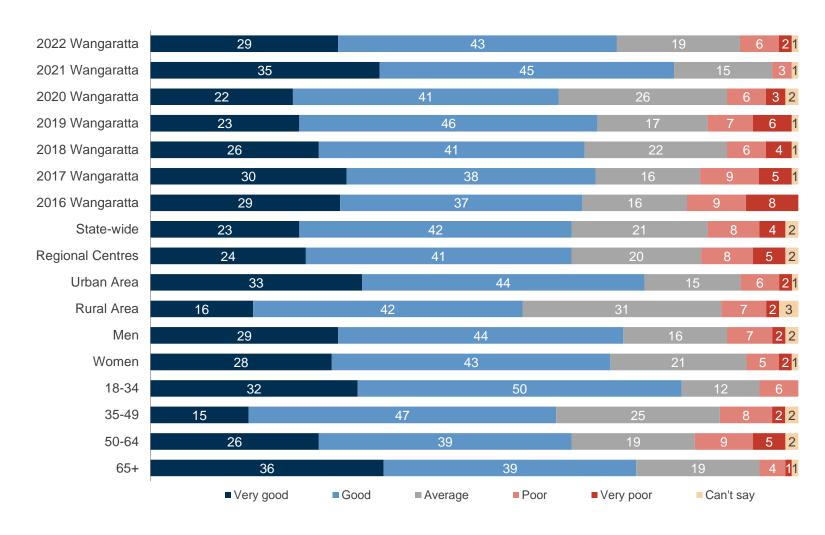


Waste management performance





2022 waste management performance (%)

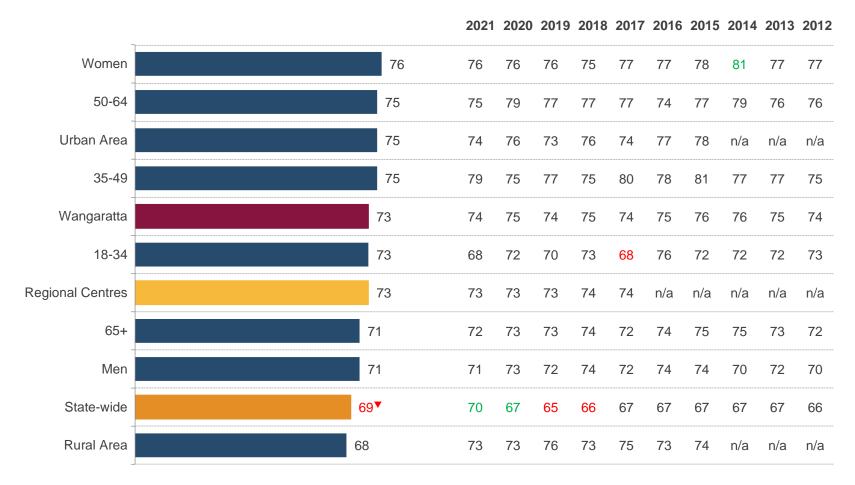


Business and community development and tourism importance





2022 business/development/tourism importance (index scores)

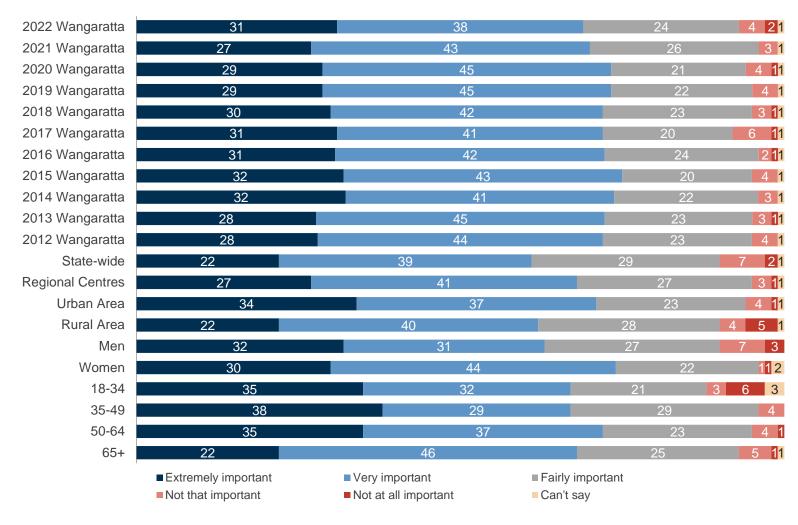


Business and community development and tourism importance





2022 business/development/tourism importance (%)



Business and community development and tourism performance





2022 business/development/tourism performance (index scores)

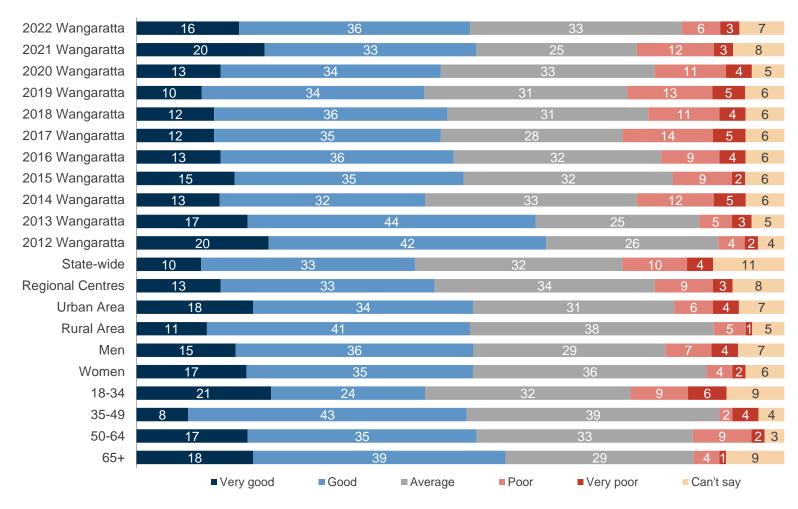


Business and community development and tourism performance





2022 business/development/tourism performance (%)



Planning and building permits importance





2022 planning and building permits importance (index scores)

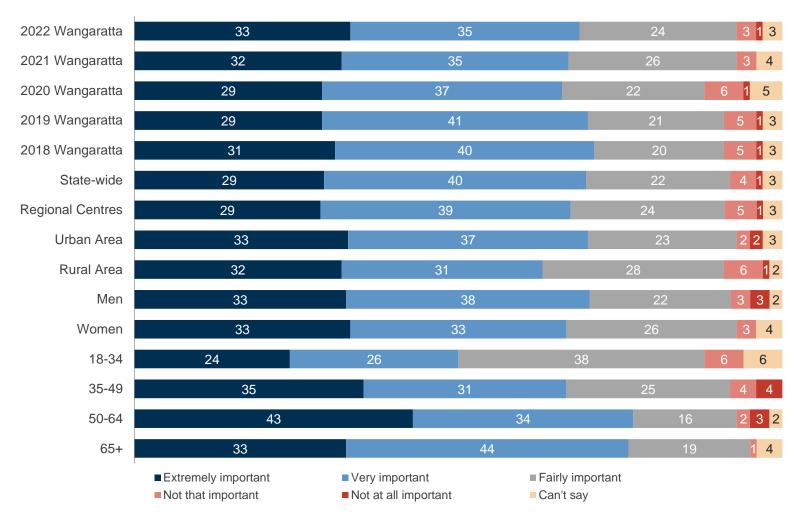


Planning and building permits importance





2022 planning and building permits importance (%)



Planning and building permits performance





2022 planning and building permits performance (index scores)

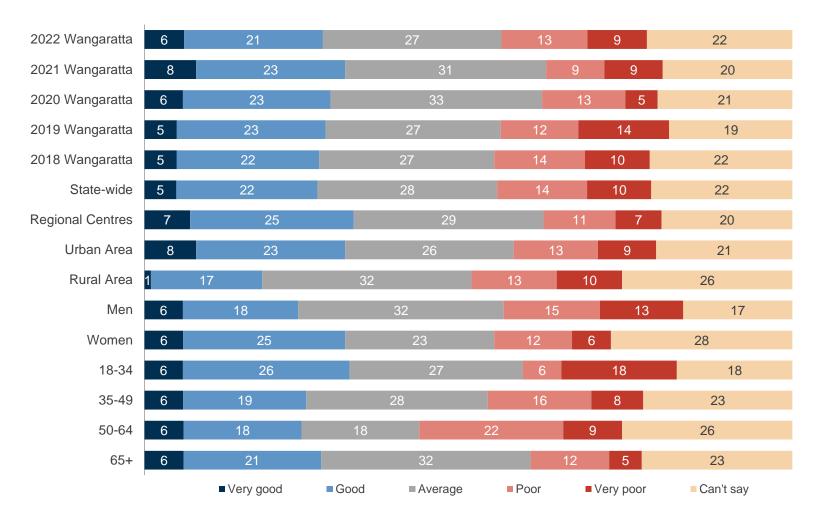


Planning and building permits performance





2022 planning and building permits performance (%)



Environmental sustainability importance





2022 environmental sustainability importance (index scores)

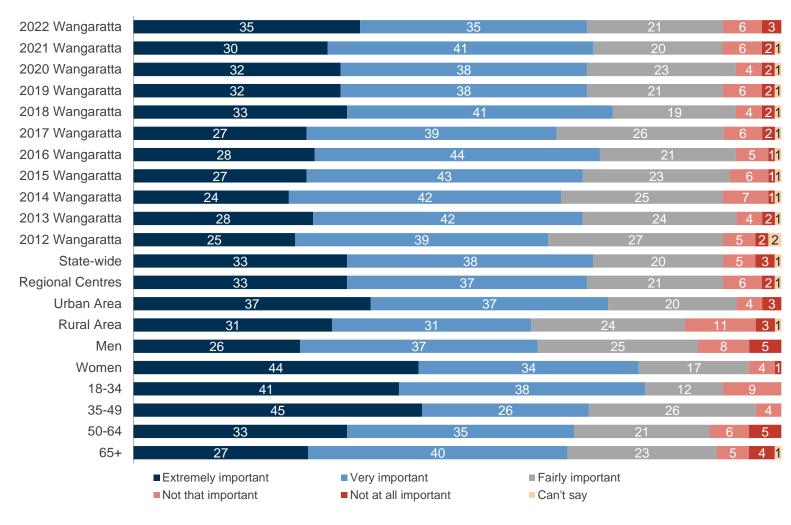


Environmental sustainability importance





2022 environmental sustainability importance (%)



Environmental sustainability performance





2022 environmental sustainability performance (index scores)

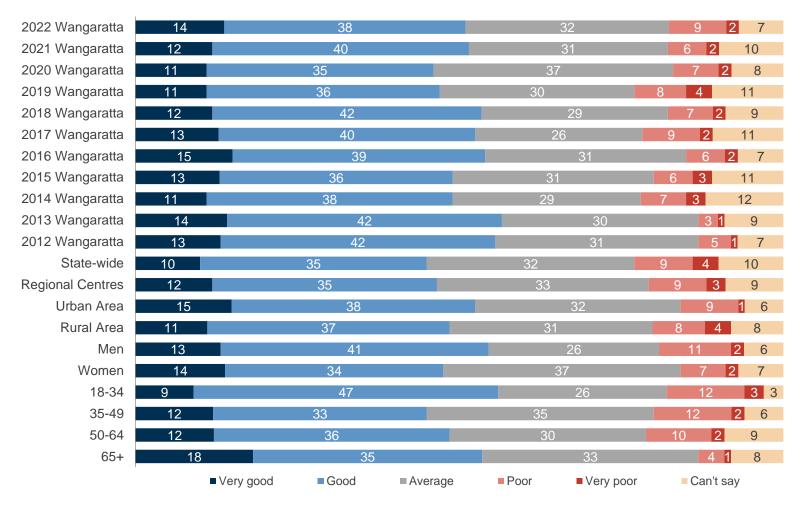


Environmental sustainability performance





2022 environmental sustainability performance (%)



Maintenance of unsealed roads in your area importance





2022 unsealed roads importance (index scores)

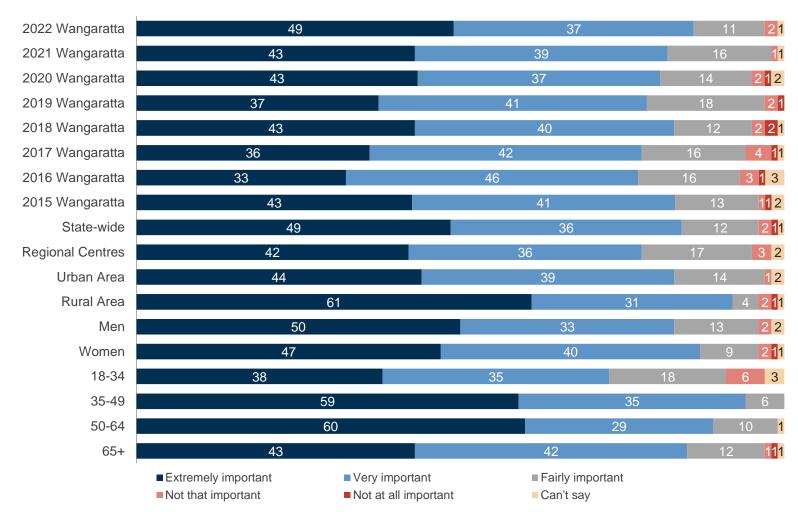


Maintenance of unsealed roads in your area importance





2022 unsealed roads importance (%)



Maintenance of unsealed roads in your area performance





2022 unsealed roads performance (index scores)

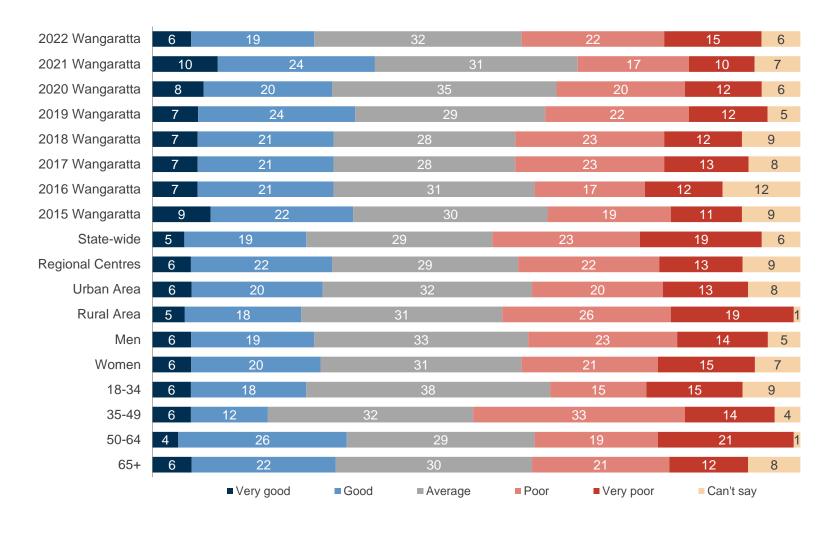


Maintenance of unsealed roads in your area performance





2022 unsealed roads performance (%)

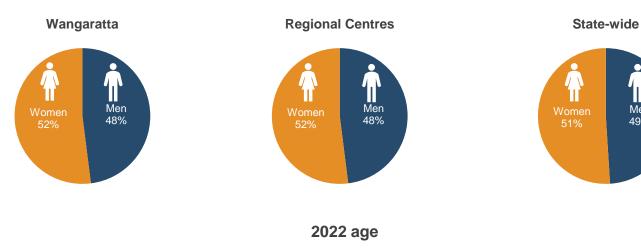


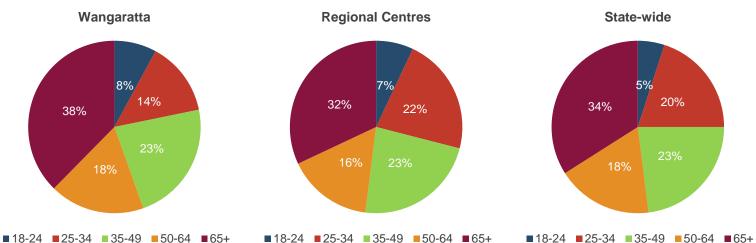


Detailed demographics

Gender and age profile







2022 gender

Men

49%



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 statewide 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 2022 State-wide Local Government Community Satisfaction Survey for Wangaratta Rural City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 22,700 people aged 18 years or over for Wangaratta Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Wangaratta Rural City Council	400	400	+/-4.9
Men	180	193	+/-7.3
Women	220	207	+/-6.6
Urban Area	298	295	+/-5.6
Rural Area	102	105	+/-9.7
18-34 years	34	87	+/-17.0
35-49 years	51	91	+/-13.8
50-64 years	99	70	+/-9.9
65+ years	216	152	+/-6.7

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 ().

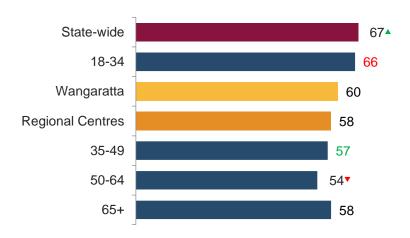
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

- 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 2021. 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 2021.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2021.

2022 overall performance (index scores) (example extract only)



Appendix A: Index score significant difference calculation



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

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

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.

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Appendix B: Further project information

Appendix B: Further information



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 2022 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email: admin@jwsresearch.com

Appendix B: Survey methodology and sampling

The 2022 results are compared with previous years, as detailed below:

- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=401 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

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

Survey sample matched to the demographic profile of Wangaratta Rural City 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 Wangaratta Rural City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Wangaratta Rural City Council. Survey fieldwork was conducted in the period of 27th January – 24th March, 2022.

Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2022, 67 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 2012-2022 vary slightly.

Council Groups

Wangaratta Rural City Council is classified as a Regional Centres council according to the following classification list:

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

Councils participating in the Regional Centres group are:

 Ballarat, Greater Bendigo, Greater Geelong, Horsham, Latrobe, Mildura, Wangaratta, Warrnambool and Wodonga. Wherever appropriate, results for Wangaratta Rural City Council for this 2022 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Regional Centres 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 Wangaratta Rural City 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 2012-2022 have been made throughout this report as appropriate.

Appendix B: Core, optional and tailored questions



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 2022 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 2022 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2022 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

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

CSS: 2022 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 subgroup 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 guestions: Individual guestions 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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