



# **2019 Local Government Community Satisfaction Survey**

## **Horsham Rural City Council**

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



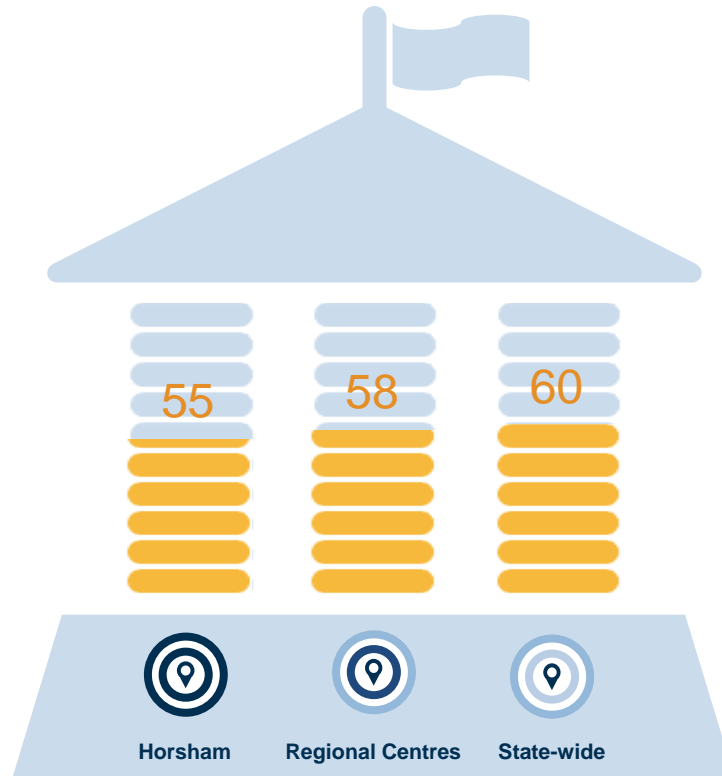
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# Horsham Rural City Council – at a glance



## 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:

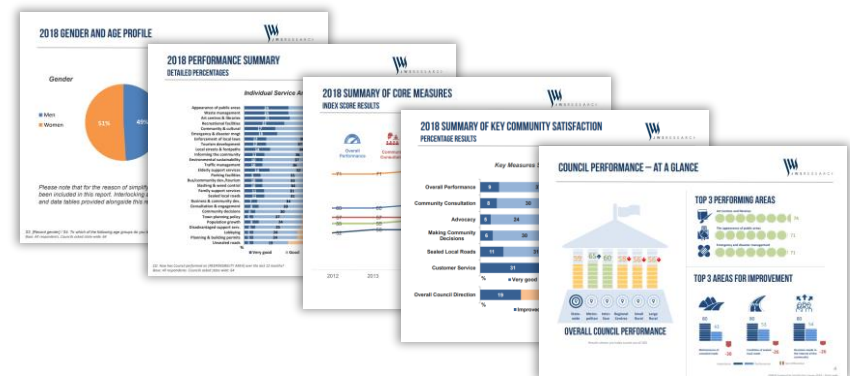
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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 55 for Horsham Rural City Council is in line with the 2018 result, having increased by just one index point in the past year. Although this is not a significant improvement, it halts the trend after declining across 2016 to 2018.

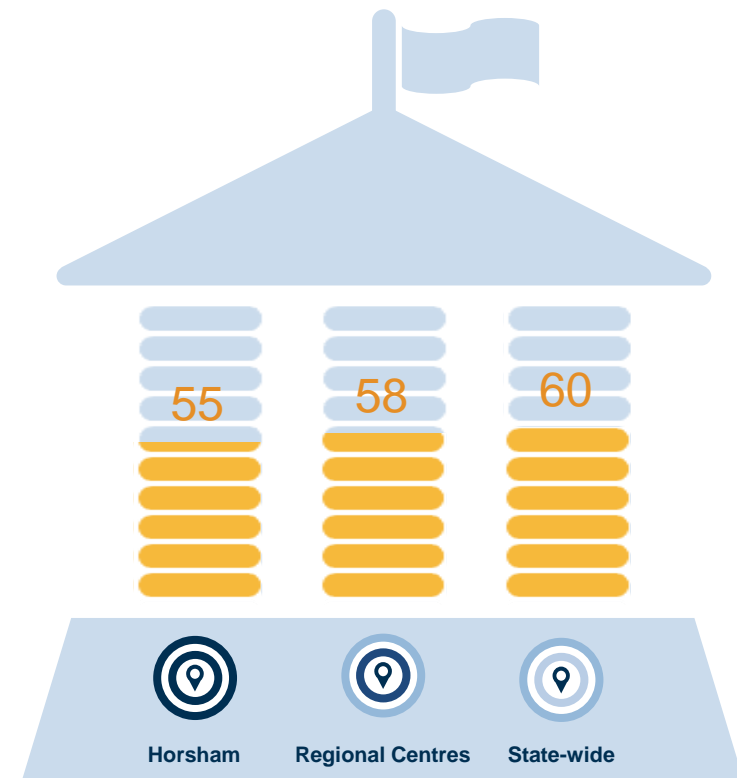
- Overall performance is ten points down on Council's peak result of 65 achieved in 2014.

Horsham Rural City 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 Regional Centres group (index scores of 60 and 58 respectively).

- Residents of the 'Rural Area' rate overall performance (index score of 46) significantly lower than the council average, and 12 index points lower than residents of the 'Horsham Area' (index score of 58).
- In addition, women rate overall performance (index score of 60) highest and significantly higher than the council average, while men (index score of 49) rate it significantly lower than the council average.

Just over two times as many residents rate Horsham Rural City Council's overall performance as 'very good' or 'good' (39%) as those who rate it as 'very poor' or 'poor' (18%). A further 40% 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 three in five (58%) Horsham Rural City Council residents have had recent contact with Council. This is not significantly different to 2018 (55%), though it does represent Council's highest level of contact over the course of tracking.

- Residents aged 50 to 64 years had the most contact with council (67%) in 2019.
- Conversely, residents aged 65+ years had the least contact with council (46%); contact among this group is significantly lower than the council average.

Newsletters sent via mail (23%) and email (21%) are still popular methods for Council to inform residents about news, information and upcoming events, followed closely by advertising in a local newspaper (19%).

Council newsletters sent via mail and email remain the best communication methods amongst residents under and over 50 years of age, though older residents are more likely to also look to local newspapers – through advertising (24%) or a newsletter insert (21%) – than their younger counterparts.

The popularity of text messaging (5%, down from 19% in 2018) has declined in favour of social media updates (26%) among residents under 50 years of age.

## Customer service

Horsham Rural City Council's customer service index of 61 is significantly lower than the 2018 result (index score of 70), and is now 14 index points lower than the peak index score of 75 achieved on this measure in 2016. As a result of the decline, performance on this measure is rated significantly lower than the State-wide and Regional Centres group council averages (index scores of 71 and 72 respectively). Customer service is the only area where Council experienced a significant decline in performance ratings from 2018.

A majority (53%) rate Council's customer service as 'very good' or 'good', representing a 16 point decrease in positive ratings compared with 2018.

- Perceptions of customer service declined across demographic groups over the past year, with the most significant declines occurring among men (index score of 57, down 10 points from 2018), residents aged 18 to 34 years (index score of 57, down 21 points from 2018), and residents of the 'Rural Area' (index score of 52, down 15 points from 2018).





# Top performing areas and areas for improvement

## Top performing areas

Despite the decline, customer service is the area where Horsham Rural City Council has performed most strongly overall (index score of 61), followed by lobbying and consultation and engagement (index scores of 54 each).

With the exception of council direction, Council did not experience any significant increases in performance ratings in the past year. That said, performance ratings for service areas seem to have stabilised after experiencing multi-year declines post-2014.

In addition, one in ten residents volunteer parks and gardens (11%) and customer service (9%) as the best things about living in council.

## Areas for improvement

Council rates lowest in the areas of sealed local roads (index score of 45) and its ability to make decisions in the community's interests (index score of 49). Council also performs significantly lower than State-wide and Regional Centres group averages on both sealed local roads (index scores of 56 and 57 respectively) and community decisions (index scores of 55 and 52 respectively).

- In the area of sealed local roads, Council's current performance is nine points lower than its peak index score of 54 achieved in 2014.
- Residents of the 'Rural Area' (index score of 35) rate Council lowest and significantly lower than the council average for the condition of sealed local roads. (With an index score of 48, performance is rated 13 index points higher in the 'Horsham Area'.)
- Similarly, residents of the 'Rural Area' (index score of 40) rate Council lowest and significantly lower than the council average in the area of community decisions. (Compared to an index score of 52 in the 'Horsham Area'.)

In keeping with this, 16% of residents volunteer community consultation and 15% volunteer sealed road maintenance as the council areas most in need of improvement.



## Focus areas for coming 12 months

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**Perceptions of Council, with the exception of customer service, held steady the past year. This is a positive result for council.**

In terms of priorities for the year ahead, Horsham Rural City Council should focus on service areas where current performance levels are low and remain significantly lower than the State-wide and Regional Centres group council averages. Areas that stand out as in need of attention include the condition of sealed local roads (index score of 45) and community decisions (index score of 49). Council should also work to stem declines in perceptions of customer service.

More generally, consideration should also be given to residents of the 'Rural Area', who appear to be driving negative opinion in a number of areas in 2019.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially women and residents of the 'Horsham Area', and use these lessons to build on performance experience and perceptions.

On the positive side, Council seems to have stemmed ratings' declines that started post-2014 and should seek to build on areas of stabilisation.



## 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.

Please note that the category descriptions for the coded open-ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

**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**

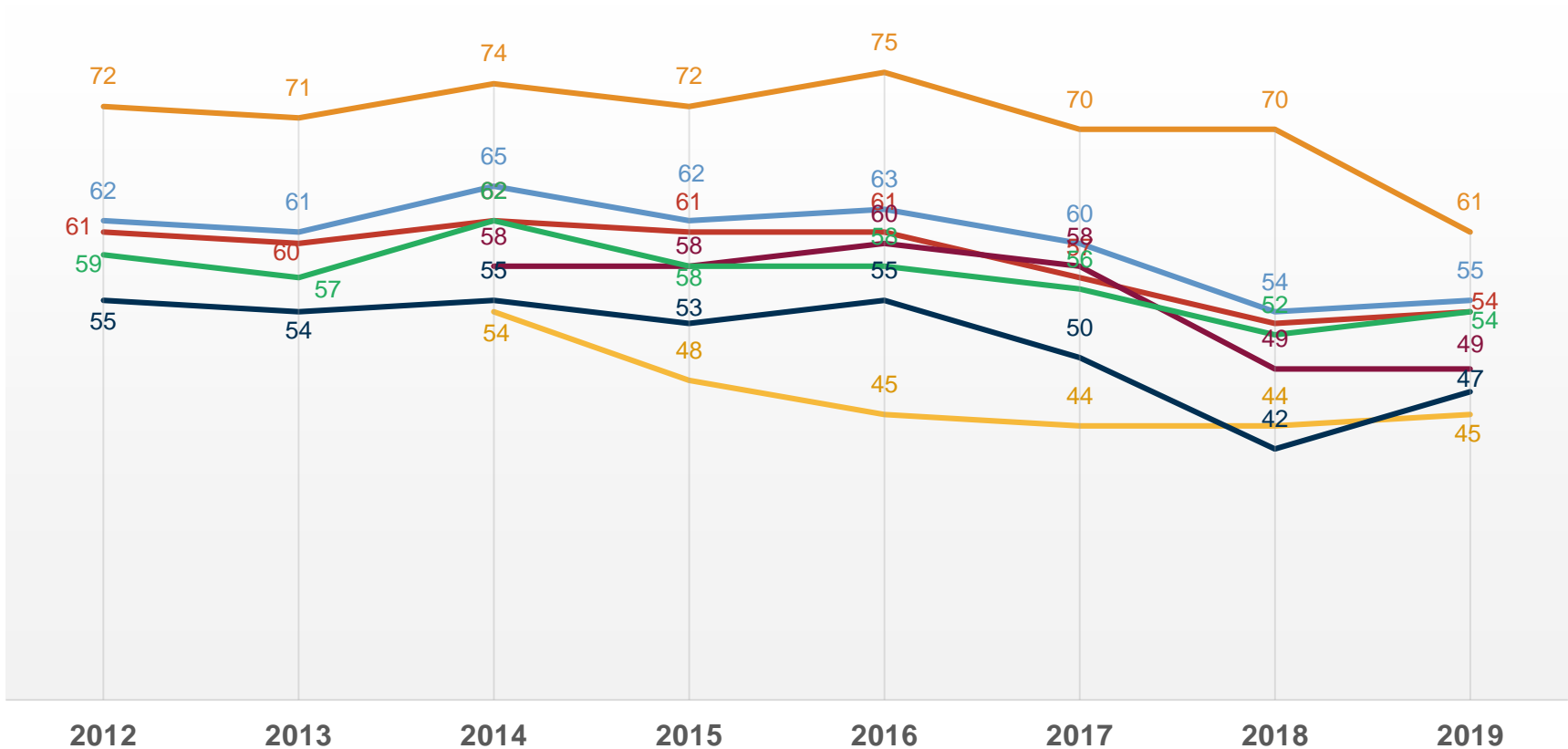


# Summary of findings



# Summary of core measures

## Index scores





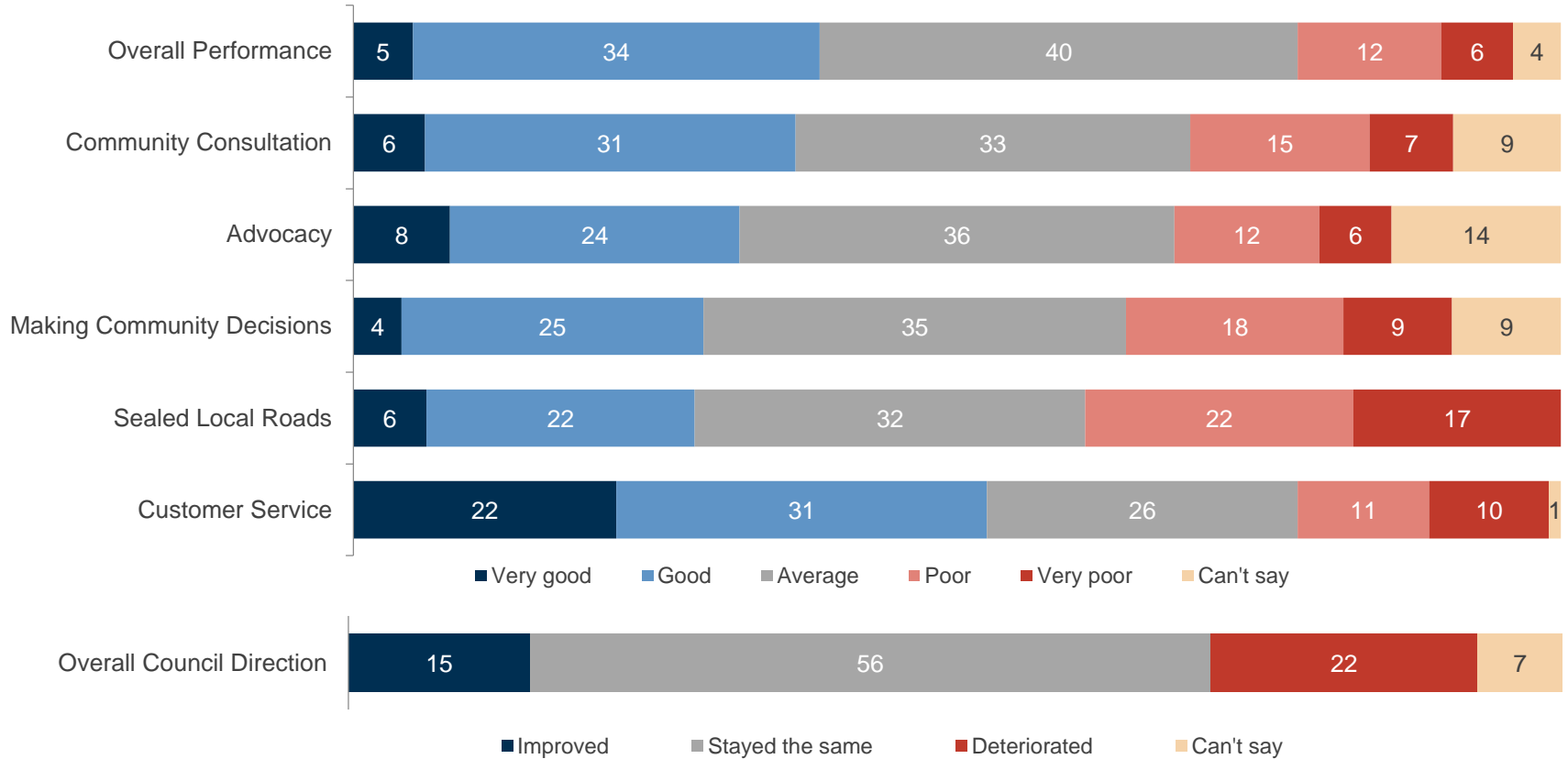
## Summary of core measures

Performance Measures	Horsham 2019	Horsham 2018	Regional Centres 2019	State-wide 2019	Highest score	Lowest score
<b>Overall Performance</b>	<b>55</b>	54	58	60	Women	Rural Area
<b>Community Consultation</b> (Community consultation and engagement)	<b>54</b>	53	54	56	Aged 18-34 years	Rural Area, Aged 50-64 years
<b>Advocacy</b> (Lobbying on behalf of the community)	<b>54</b>	52	54	54	Women	Rural Area
<b>Making Community Decisions</b> (Decisions made in the interest of the community)	<b>49</b>	49	52	55	Women	Rural Area
<b>Sealed Local Roads</b> (Condition of sealed local roads)	<b>45</b>	44	57	56	Aged 65+ years	Rural Area
<b>Customer Service</b>	<b>61</b>	70	72	71	Women, Aged 50-64 years	Rural Area
<b>Overall Council Direction</b>	<b>47</b>	42	52	53	Aged 18-34 years	Rural Area



# Summary of key community satisfaction

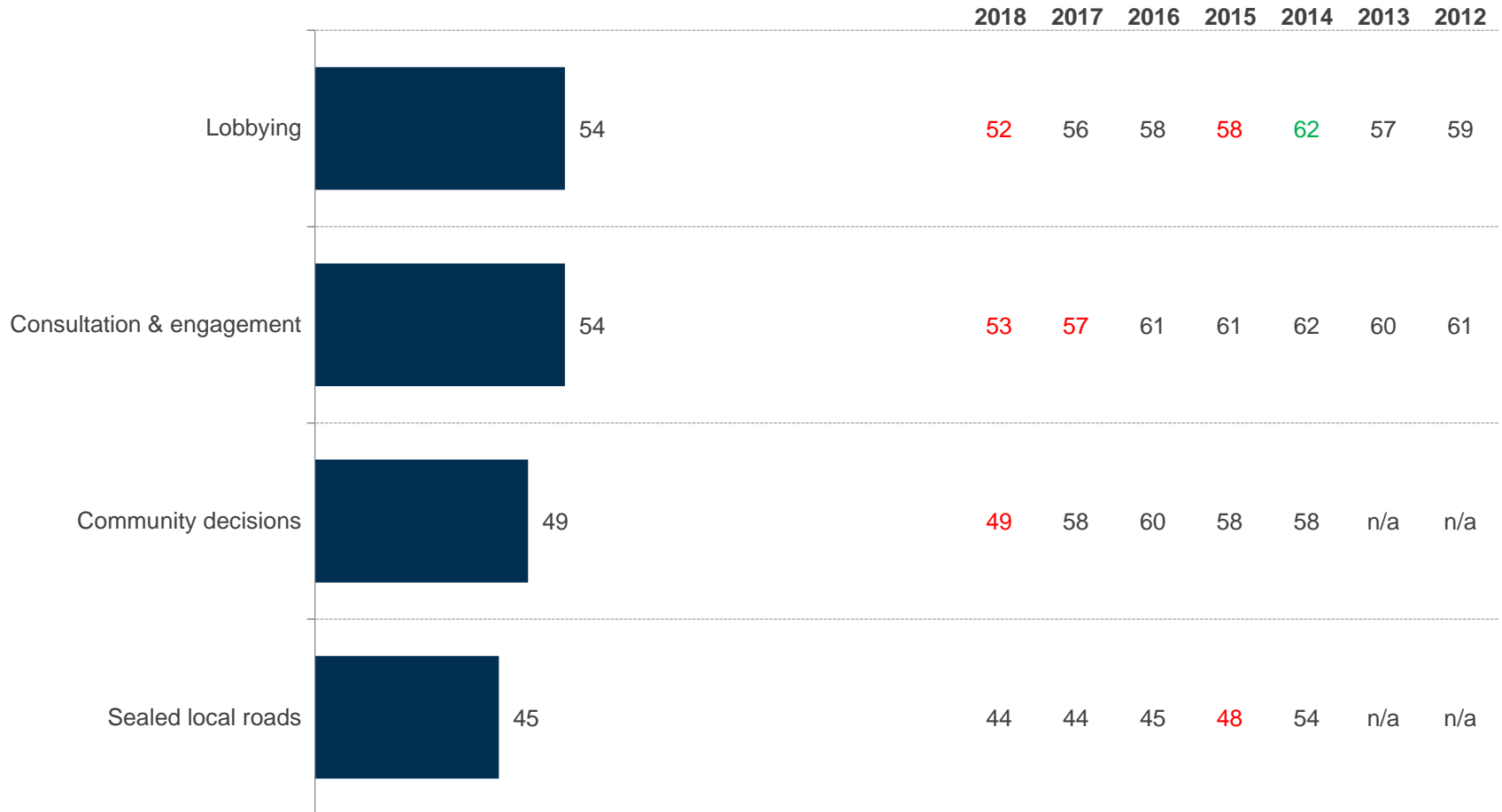
Key measures summary results (%)





# Individual service area performance

2019 individual service area performance (index scores)



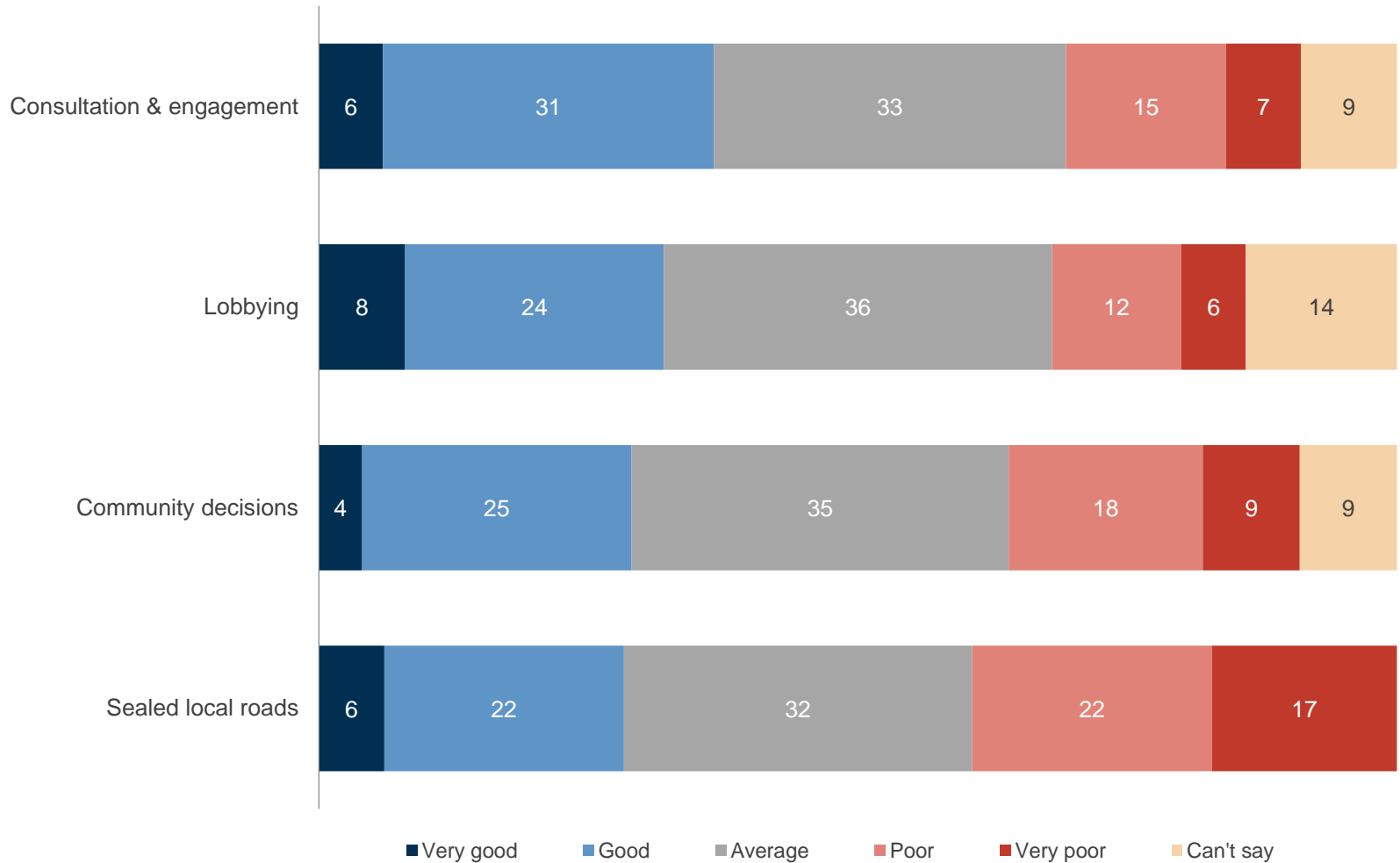
Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8  
 Note: Please see Appendix A for explanation of significant differences.





# Individual service area performance

2019 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8



## Individual service area performance vs State-wide average

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### Significantly Higher than State-wide Average

- Not applicable

### Significantly Lower than State-wide Average

- Making community decisions
- Sealed local roads



## Individual service area performance vs group average

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### Significantly Higher than Group Average

- Not applicable

### Significantly Lower than Group Average

- Making community decisions
- Sealed local roads



## Best things about Council

### 2019 best things about Council (%) - Top mentions only -

	2018	2017	2016	2015	2014	2013	2012
Parks and Gardens	11	8	n/a	n/a	n/a	n/a	n/a
Customer Service	9	8	n/a	n/a	n/a	n/a	n/a
Recreational/Sporting Facilities	5	4	n/a	n/a	n/a	n/a	n/a
Community Facilities	4	4	n/a	n/a	n/a	n/a	n/a
Public Areas	4	6	n/a	n/a	n/a	n/a	n/a
Community Support Services	3	3	n/a	n/a	n/a	n/a	n/a
Cultural Activities	3	1	n/a	n/a	n/a	n/a	n/a
Road/Street Maintenance	3	3	n/a	n/a	n/a	n/a	n/a
Waste Management	3	4	n/a	n/a	n/a	n/a	n/a
Generally Good	3	4	n/a	n/a	n/a	n/a	n/a
Community/Public Events/Activities	3	5	n/a	n/a	n/a	n/a	n/a
Community Engagement/Involvement	3	5	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3

Note: Significant differences have not been applied to this chart.

The verbatim listing of responses is provided within the accompanying dashboard.



## Areas for improvement

### 2019 areas for improvement (%) - Top mentions only -

		2018	2017	2016	2015	2014	2013	2012
Community Consultation	16	24	9	13	n/a	n/a	n/a	n/a
Sealed Road Maintenance	15	25	24	23	n/a	n/a	n/a	n/a
Rates - Too Expensive	10	6	8	6	n/a	n/a	n/a	n/a
Communication	8	5	7	7	n/a	n/a	n/a	n/a
Rural/Regional Communities	7	2	5	5	n/a	n/a	n/a	n/a
Financial Management	6	8	10	11	n/a	n/a	n/a	n/a
Harmony Within Council	5	3	n/a	n/a	n/a	n/a	n/a	n/a
Council Management	4	2	2	1	n/a	n/a	n/a	n/a
Roads/Bypasses/Tunnels/Bridges	4	7	2	4	n/a	n/a	n/a	n/a
Local/Community Support	4	2	2	2	n/a	n/a	n/a	n/a
Nothing	6	6	12	12	n/a	n/a	n/a	n/a

Q17. What does Horsham Rural City Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 7

Note: Significant differences have not been applied to this chart.

The verbatim listing of responses is provided within the accompanying dashboard.

# DETAILED FINDINGS



# Overall performance



# Overall performance

## 2019 overall performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Women	60▲	57	63	64	64	66	62	62
State-wide	60▲	59	59	59	60	61	60	60
Regional Centres	58▲	58	57	n/a	n/a	n/a	n/a	n/a
Horsham Area	58	55	61	65	64	66	n/a	63
65+	58	57	61	64	65	69	59	65
18-34	57	58	66	62	63	63	63	67
Horsham	55	54	60	63	62	65	61	62
35-49	53	53	53	61	57	65	59	60
Other	52*	54	52	62	53	68	n/a	55
50-64	50	48	58	64	60	60	61	56
Men	49▼	51	56	62	59	64	59	62
Rural Area	46▼	52	56	56	56	59	n/a	60

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Horsham Rural City 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: 8

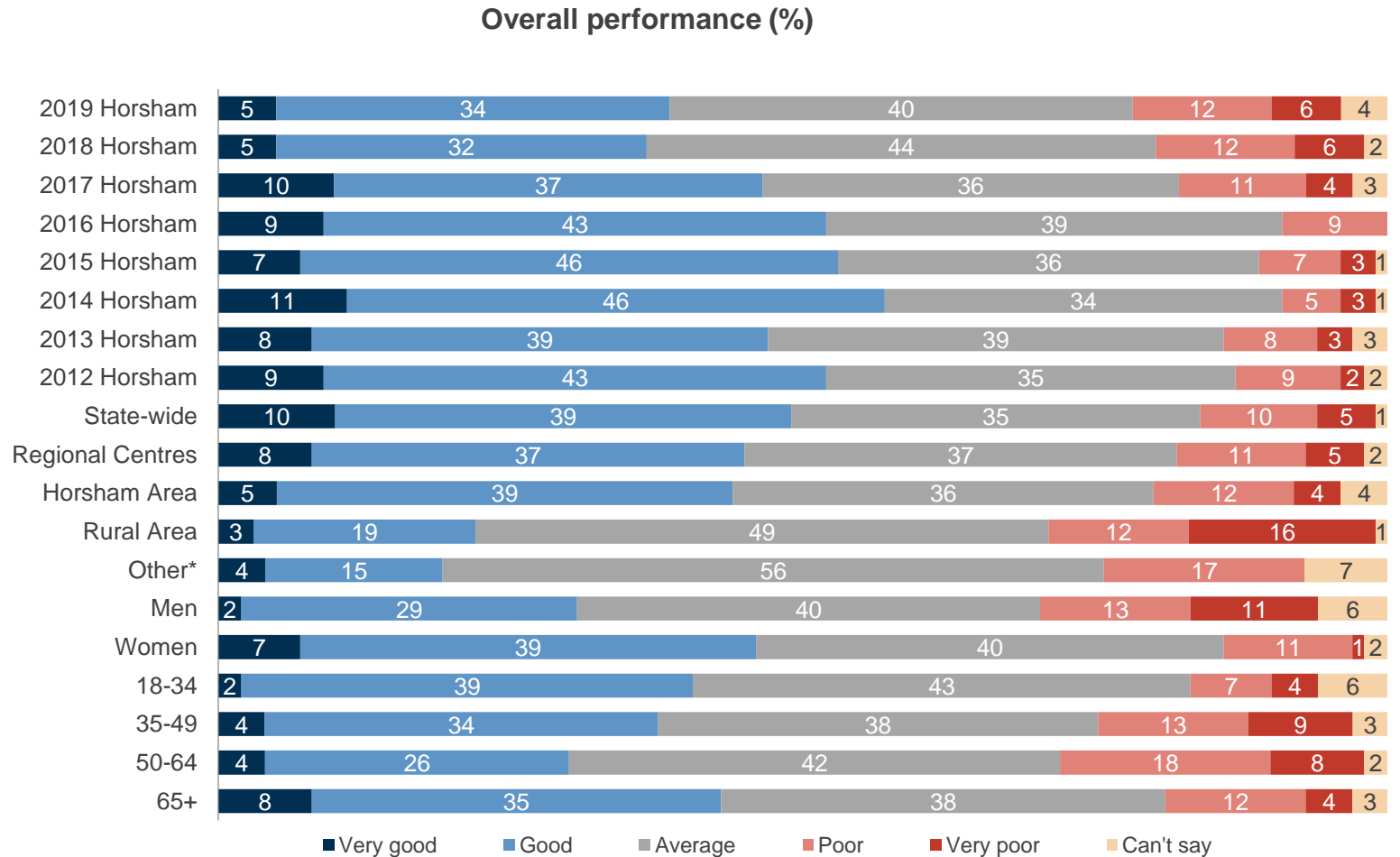
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30





# Overall performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Horsham Rural City 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 state-wide: 8

\*Caution: small sample size < n=30

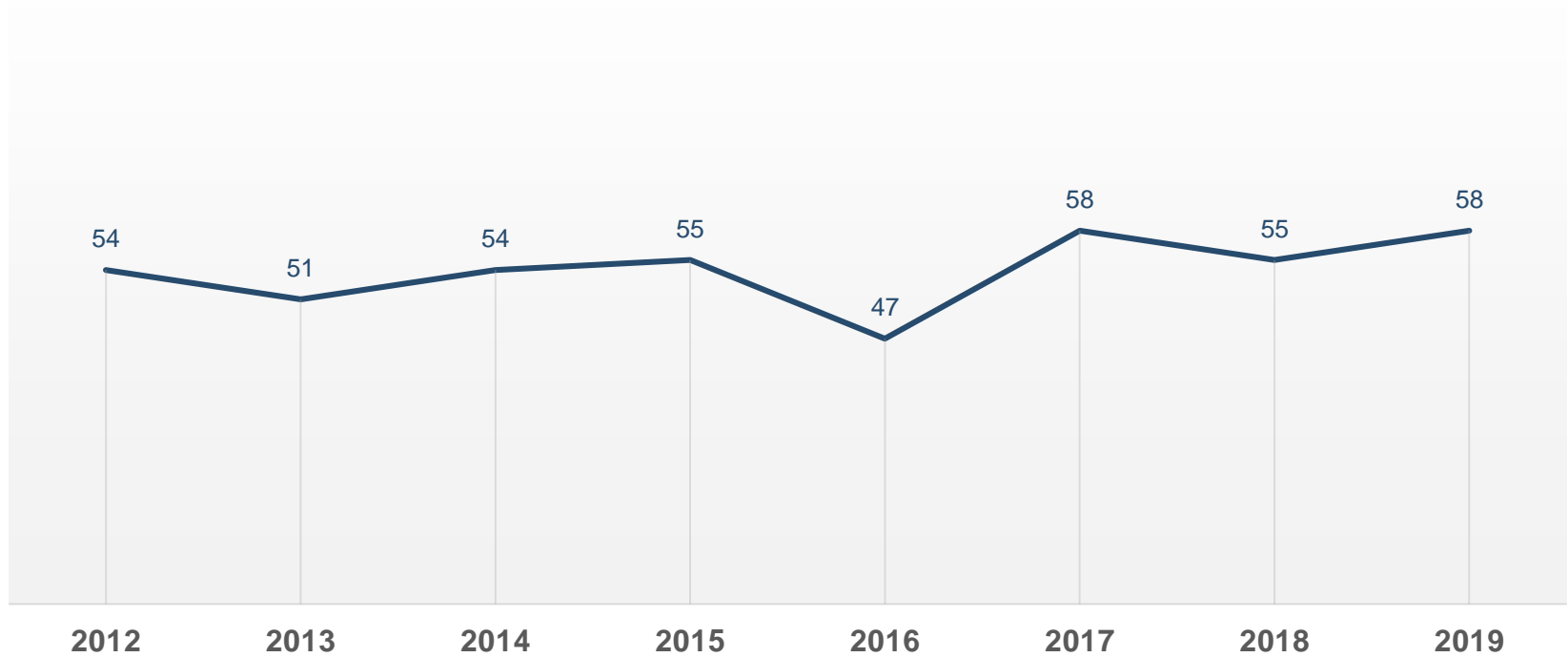


# Customer service



# Contact with council

2019 contact with council (%)  
Have had contact



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

Base: All respondents. Councils asked state-wide: 38 Councils asked group: 4



## Contact with council

### 2019 contact with council (%)

	2018	2017	2016	2015	2014	2013	2012
50-64	61	61	50	62	63	54	52
Rural Area	60	65	51	72	60	n/a	65
18-34	54	55	32	51	60	47	51
35-49	59	69	58	66	57	59	66
State-wide	61	58	58	60	61	60	61
Men	57	56	45	62	54	49	49
Horsham	55	58	47	55	54	51	54
Regional Centres	56	56	n/a	n/a	n/a	n/a	n/a
Other	68	54	49	79	40	n/a	63
Horsham Area	52	56	45	49	54	n/a	50
Women	53	60	48	49	55	52	59
65+	48	48	46	47	40	42	47

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

Base: All respondents. Councils asked state-wide: 38 Councils asked group: 4

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

\*Caution: small sample size < n=30



## Customer service rating

### 2019 customer service rating (index scores)

		2018	2017	2016	2015	2014	2013	2012
Regional Centres	72▲	72	72	n/a	n/a	n/a	n/a	n/a
State-wide	71▲	70	69	69	70	72	71	71
Women	65	72	76	78	74	76	76	72
50-64	65	66	67	73	67	69	69	67
65+	64	67	73	76	80	85	68	76
Horsham Area	64	70	71	78	74	77	n/a	72
Other	63*	73	81	73	59	88	n/a	70
Horsham	61	70	70	75	72	74	71	72
35-49	60	67	67	75	71	80	73	74
Men	57	67	64	72	71	72	66	72
18-34	57	78	76	75	69	66	74	72
Rural Area	52	67	66	67	72	65	n/a	73

Q5c. Thinking of the most recent contact, how would you rate Horsham 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: 63 Councils asked group: 8

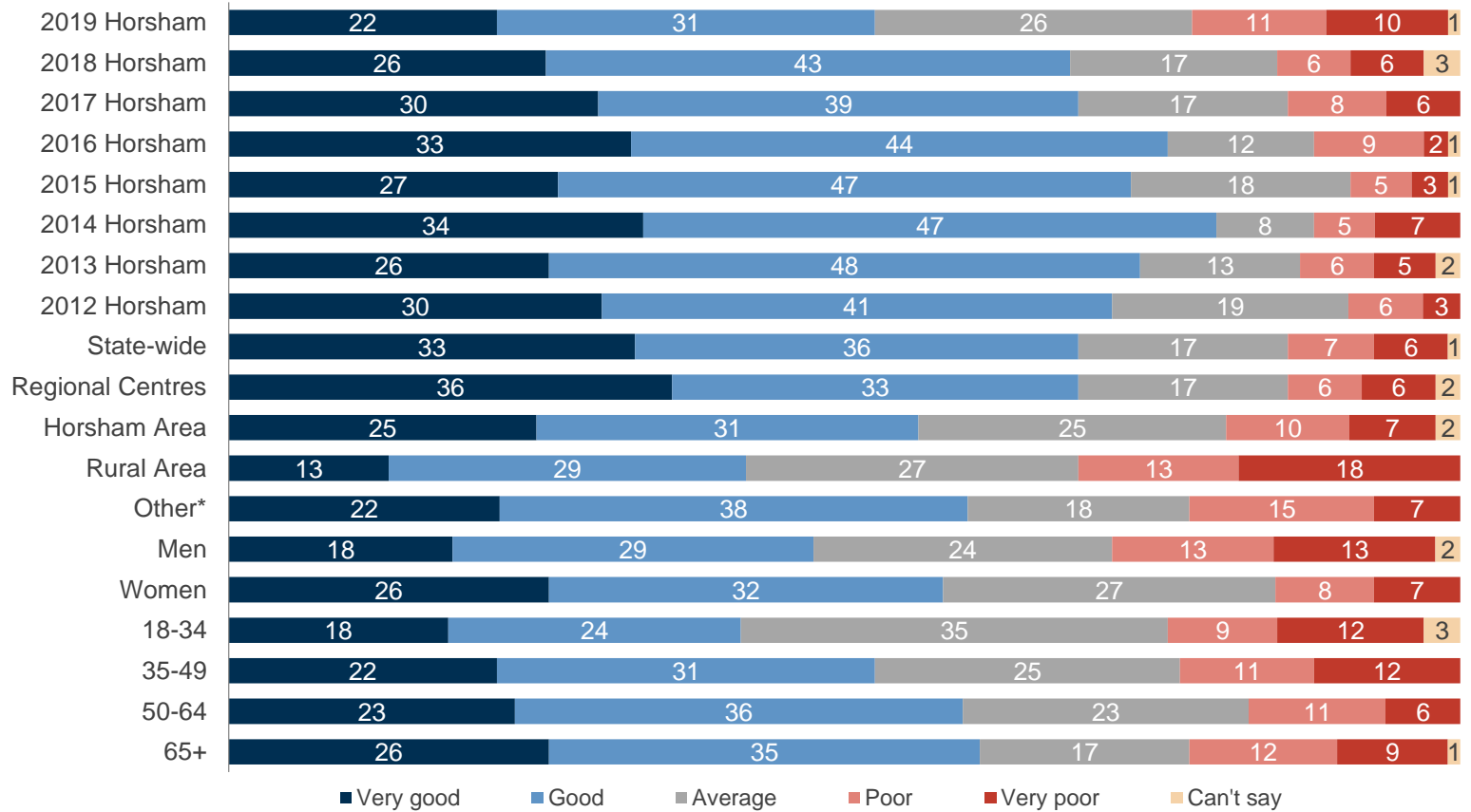
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# Customer service rating

Customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Horsham 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: 63 Councils asked group: 8

\*Caution: small sample size < n=30



# Communication



## Communication summary

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### Overall preferred forms of communication

- Newsletter sent via mail (23%)

### Preferred forms of communication among over 50s

- Advertising in local newspapers (24%)

### Preferred forms of communication among under 50s

- Social media (26%)

### Greatest change since 2018

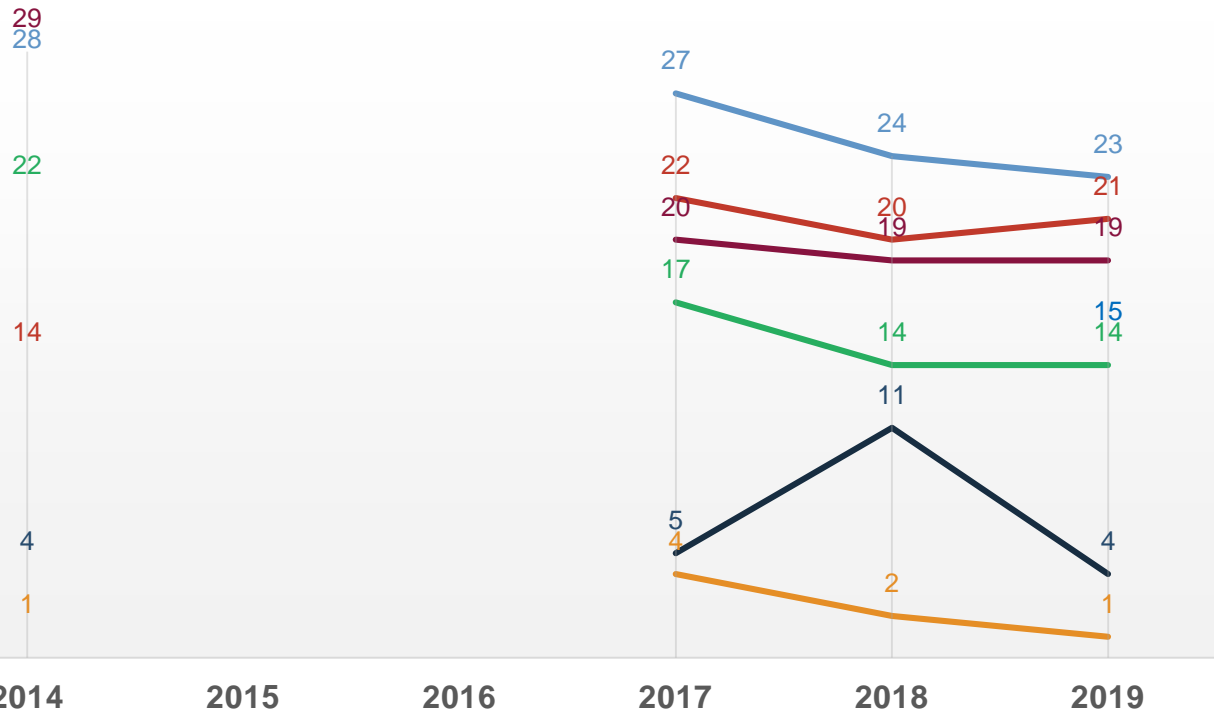
- **NEW ADDITION IN 2019:** Social Media (15%)





# Best form of communication

2019 best form of communication (%)

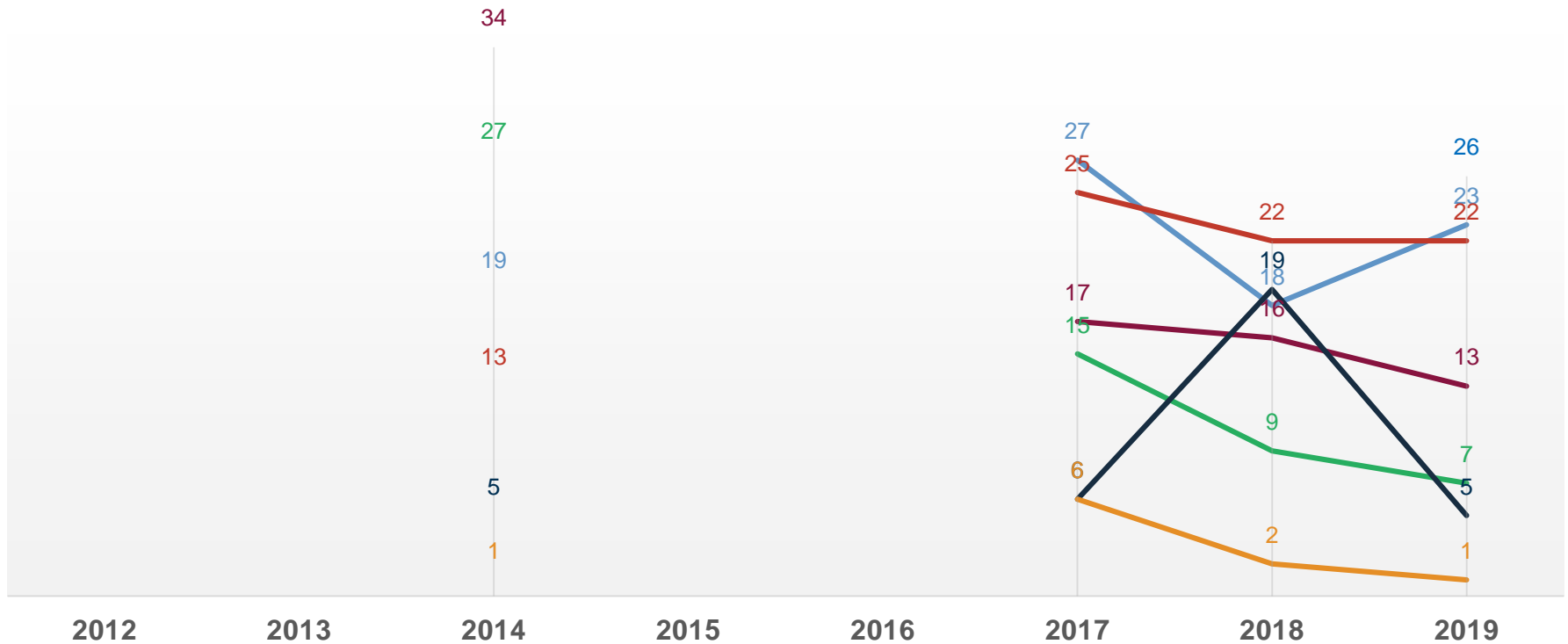


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 6



# Best form of communication: under 50s

2019 under 50s best form of communication (%)

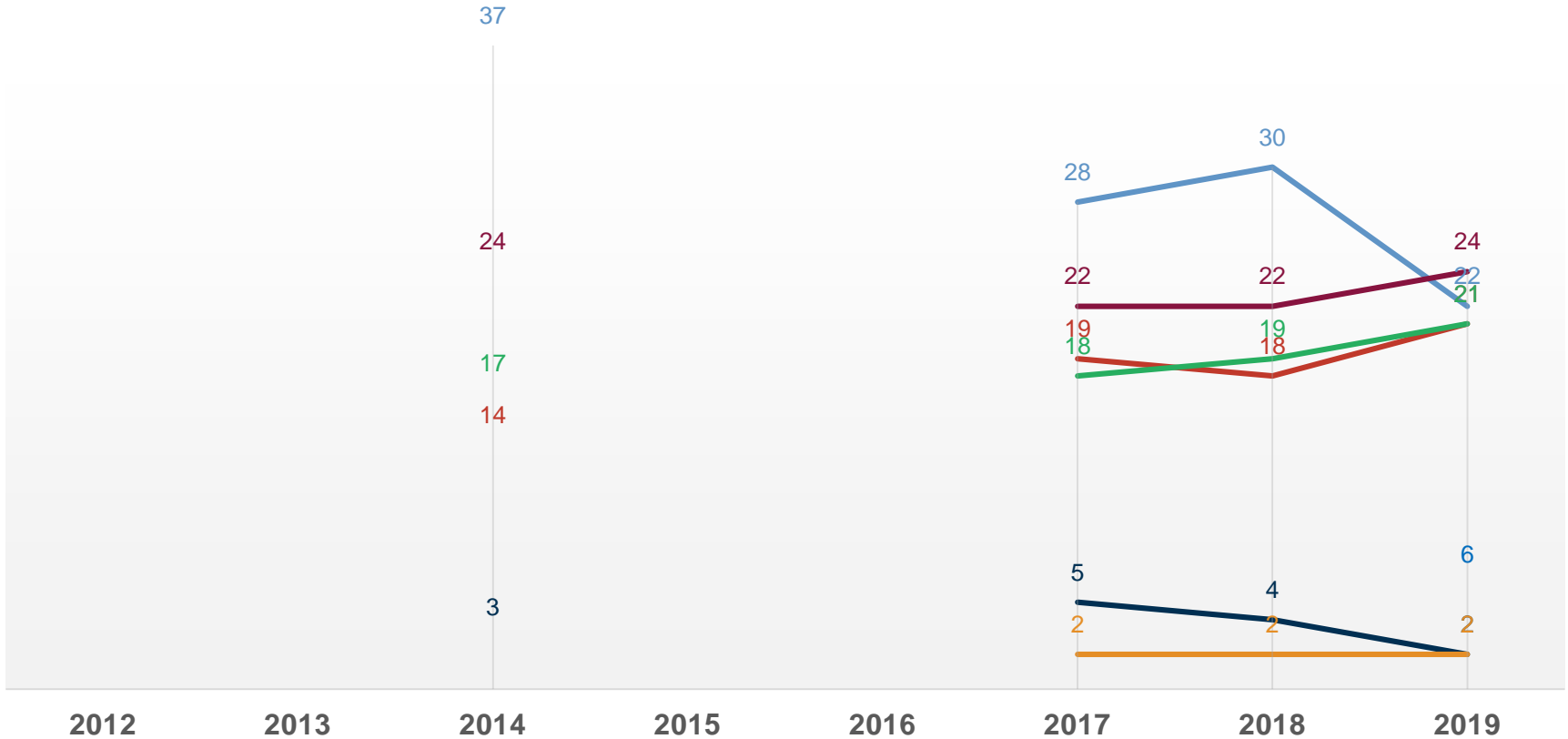


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged under 50. Councils asked state-wide: 31 Councils asked group: 6



# 2019 best form of communication: over 50s

2019 over 50s best form of communication (%)



Q13. If Horsham 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: 31 Councils asked group: 6



# Council direction



## Council direction summary

<b>Council direction</b>	<ul style="list-style-type: none"><li>• 56% stayed about the same, down 7 points on 2018</li><li>• 15% improved, up 6 points on 2018</li><li>• 22% deteriorated, down 3 points on 2018</li></ul>
<b>Most satisfied with Council direction</b>	<ul style="list-style-type: none"><li>• Aged 18-34 years</li></ul>
<b>Least satisfied with Council direction</b>	<ul style="list-style-type: none"><li>• Rural Area residents</li></ul>



## Overall council direction last 12 months

### 2019 overall direction (index scores)

		2018	2017	2016	2015	2014	2013	2012
Other	56*	52	45	45	42	57	n/a	51
18-34	53	44	56	55	55	47	58	57
State-wide	53▲	52	53	51	53	53	53	52
Regional Centres	52▲	53	55	n/a	n/a	n/a	n/a	n/a
Women	51	44	54	58	56	55	54	57
Horsham Area	49	43	52	56	55	55	n/a	56
65+	48	43	51	58	56	59	54	55
Horsham	47	42	50	55	53	55	54	55
Men	42	39	46	51	50	55	53	53
35-49	42	42	45	50	47	59	48	52
50-64	40	36	47	55	51	54	54	54
Rural Area	36▼	37	45	52	47	54	n/a	52

Q6. Over the last 12 months, what is your view of the direction of Horsham Rural City Council's overall performance?

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

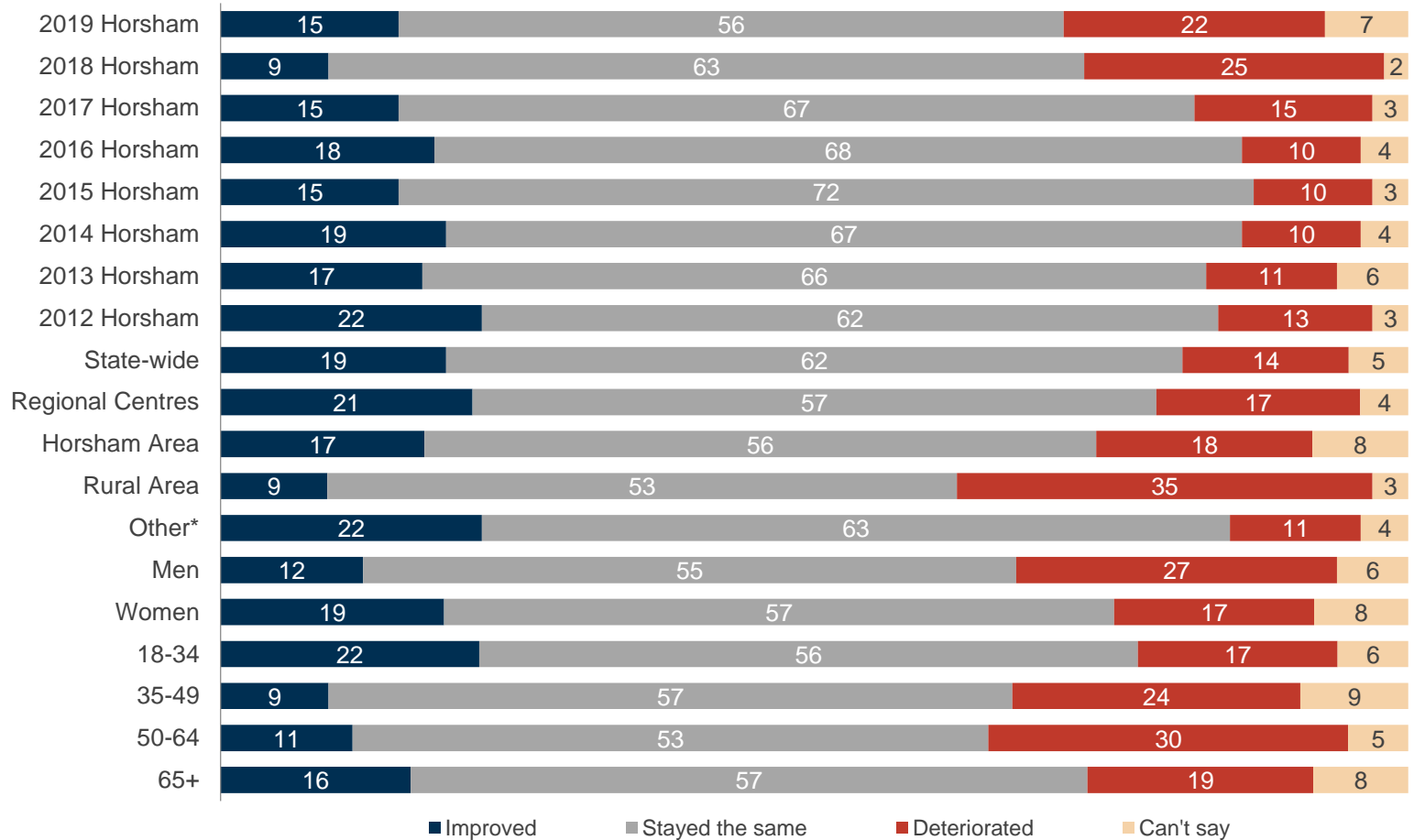
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Overall council direction last 12 months

2019 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Horsham Rural City Council's overall performance?

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

\*Caution: small sample size < n=30



# **Individual service areas**





# Community consultation and engagement performance

## 2019 Consultation and engagement performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	58	59	62	61	63	63	63	63
Horsham Area	56	54	57	61	62	62	n/a	62
Women	56	55	59	63	63	63	62	61
65+	56	53	59	63	64	66	58	65
State-wide	56	55	55	54	56	57	57	57
Regional Centres	54	55	54	n/a	n/a	n/a	n/a	n/a
Horsham	54	53	57	61	61	62	60	61
Men	51	51	55	58	58	61	58	61
35-49	50	49	53	56	58	60	60	59
Other	47*	46	58	73	58	66	n/a	60
50-64	47▼	49	54	62	57	57	60	56
Rural Area	47▼	51	57	58	58	58	n/a	58

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: 8

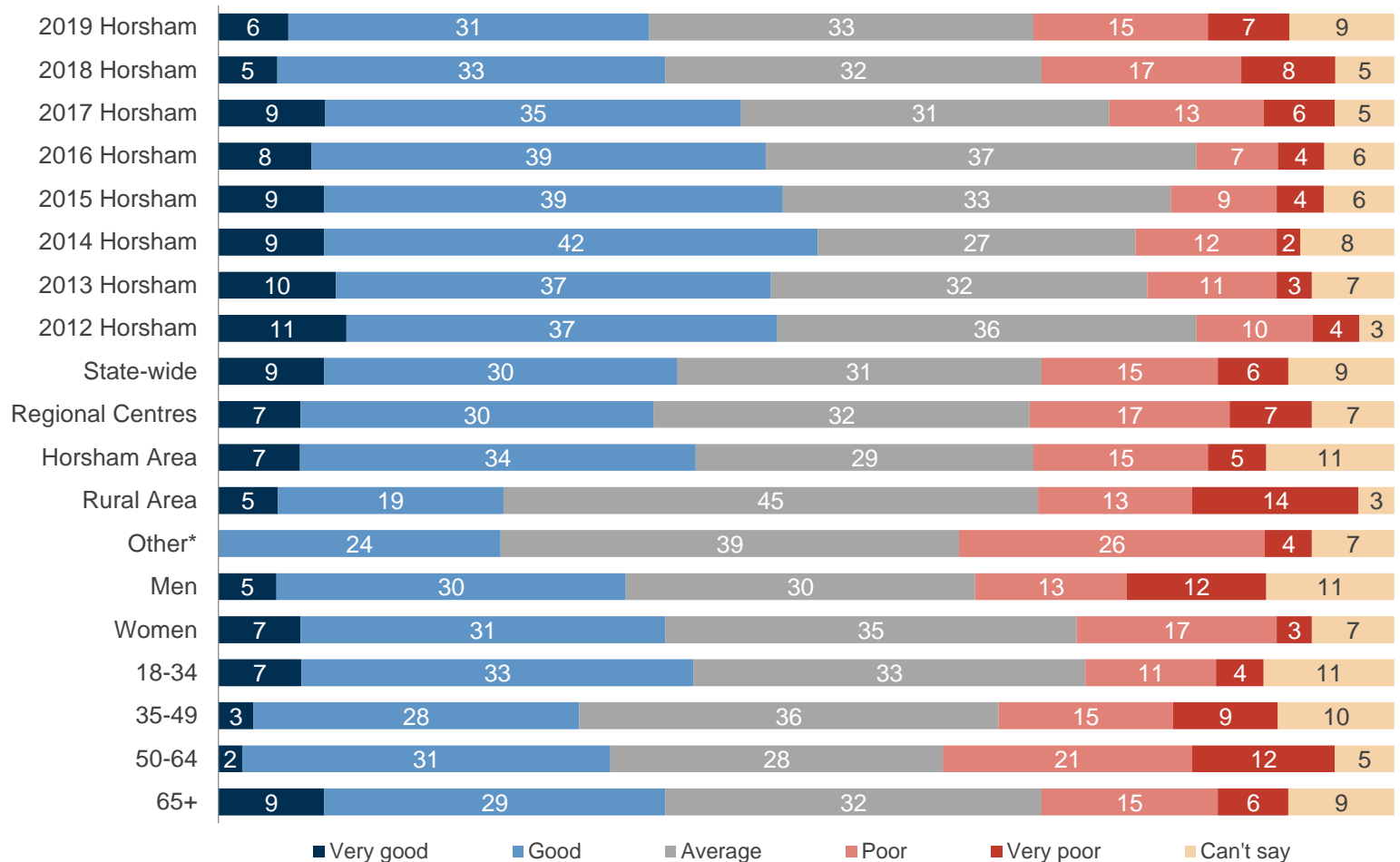
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# Community consultation and engagement performance

2019 Consultation and engagement performance (%)



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

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

\*Caution: small sample size < n=30



# Lobbying on behalf of the community performance

## 2019 Lobbying performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Other	59*	48	52	51	47	62	n/a	50
Women	58	54	58	59	61	62	60	59
65+	56	53	59	59	63	65	57	63
18-34	56	56	62	60	59	63	62	64
Horsham Area	56	53	57	59	60	62	n/a	60
Horsham	54	52	56	58	58	62	57	59
State-wide	54	54	54	53	55	56	55	55
Regional Centres	54	54	54	n/a	n/a	n/a	n/a	n/a
35-49	54	48	50	53	55	61	55	55
Men	51	50	55	56	55	61	55	60
50-64	49	49	55	58	55	57	56	55
Rural Area	48	51	55	55	54	60	n/a	60

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: 8

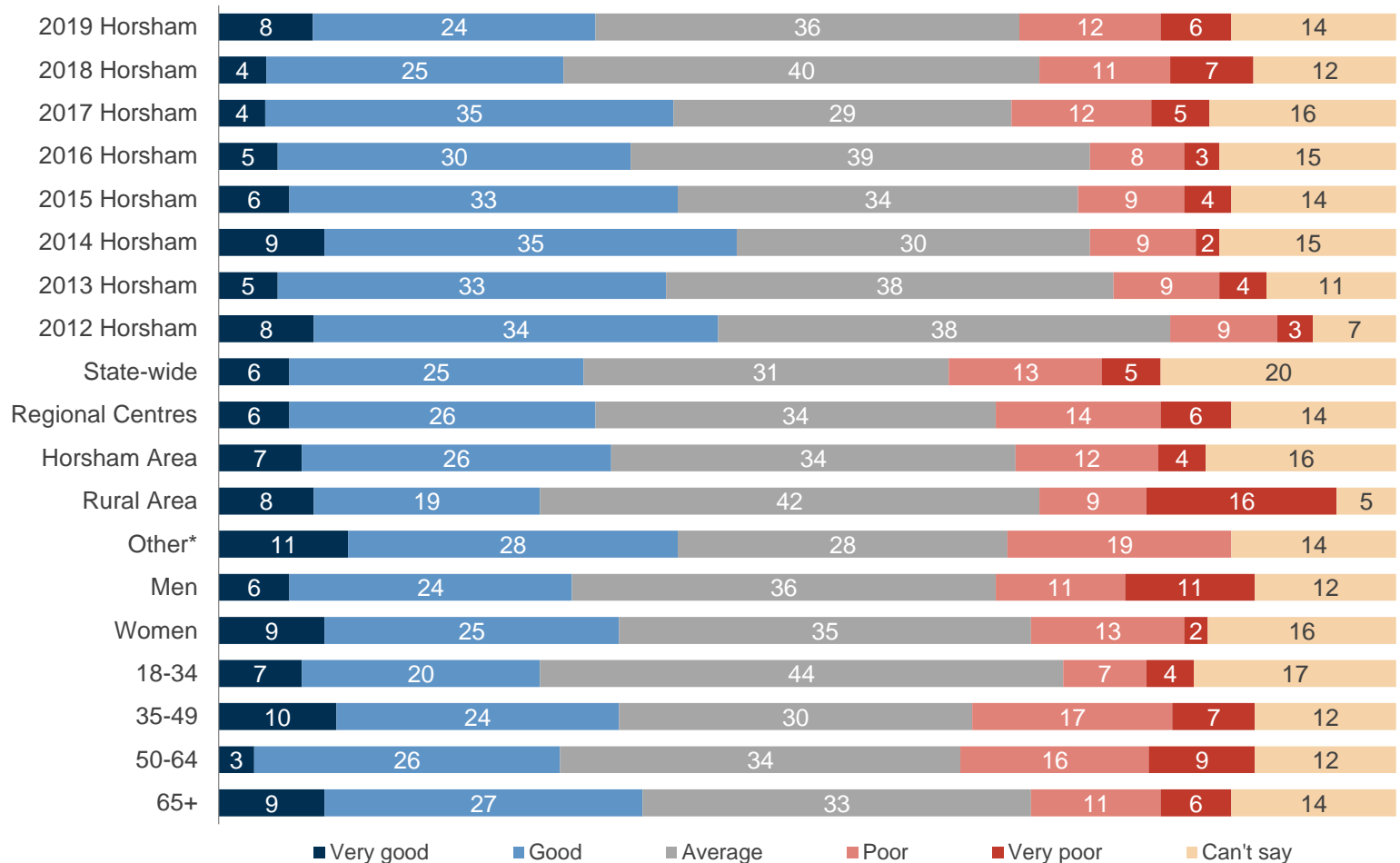
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Lobbying on behalf of the community performance

2019 Lobbying performance (%)



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

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

\*Caution: small sample size < n=30

# Decisions made in the interest of the community performance



## 2019 Community decisions made performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
State-wide	55▲	54	54	54	55	57	n/a	n/a
Women	53	50	62	64	60	59	n/a	n/a
Horsham Area	52	51	59	62	60	59	n/a	n/a
Regional Centres	52▲	52	52	n/a	n/a	n/a	n/a	n/a
65+	51	52	59	63	59	63	n/a	n/a
18-34	51	48	64	62	60	57	n/a	n/a
Horsham	49	49	58	60	58	58	n/a	n/a
35-49	48	51	53	56	56	59	n/a	n/a
Other	48*	54	54	55	54	66	n/a	n/a
50-64	46	47	55	59	56	53	n/a	n/a
Men	45	48	54	57	56	58	n/a	n/a
Rural Area	40▼	44	55	54	54	55	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

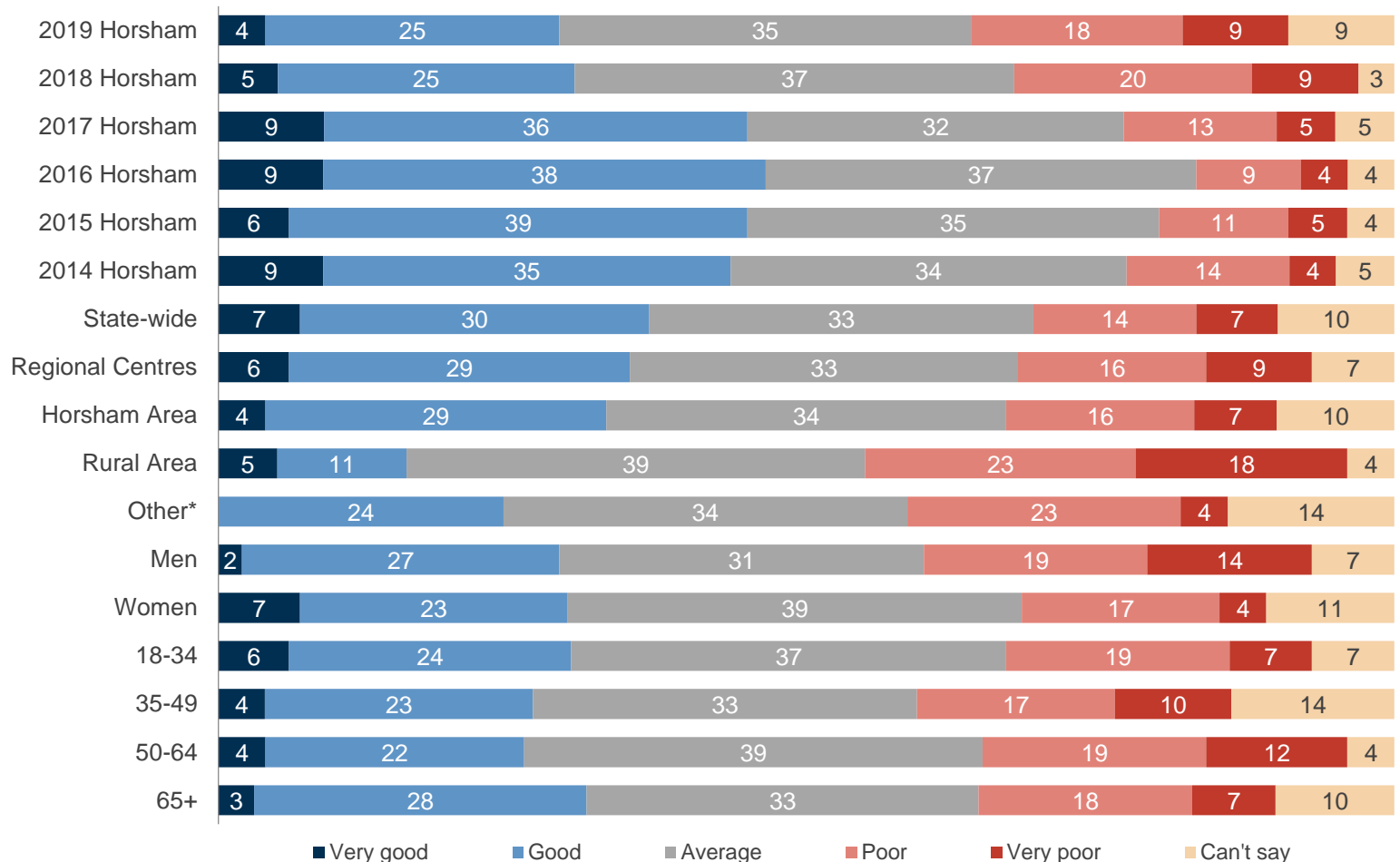
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# Decisions made in the interest of the community performance



2019 Community decisions made performance (%)



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

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area performance



## 2019 Sealed local roads performance (index scores)

	2018	2017	2016	2015	2014	2013	2012
Regional Centres	54	53	n/a	n/a	n/a	n/a	n/a
State-wide	53	53	54	55	55	n/a	n/a
65+	47	46	53	55	59	n/a	n/a
Women	45	46	47	52	54	n/a	n/a
Horsham Area	47	46	49	51	55	n/a	n/a
50-64	39	44	42	45	52	n/a	n/a
Horsham	44	44	45	48	54	n/a	n/a
18-34	46	43	44	48	49	n/a	n/a
Other	34	42	25	43	54	n/a	n/a
Men	42	41	44	44	53	n/a	n/a
35-49	41	40	41	42	54	n/a	n/a
Rural Area	36	36	40	41	49	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

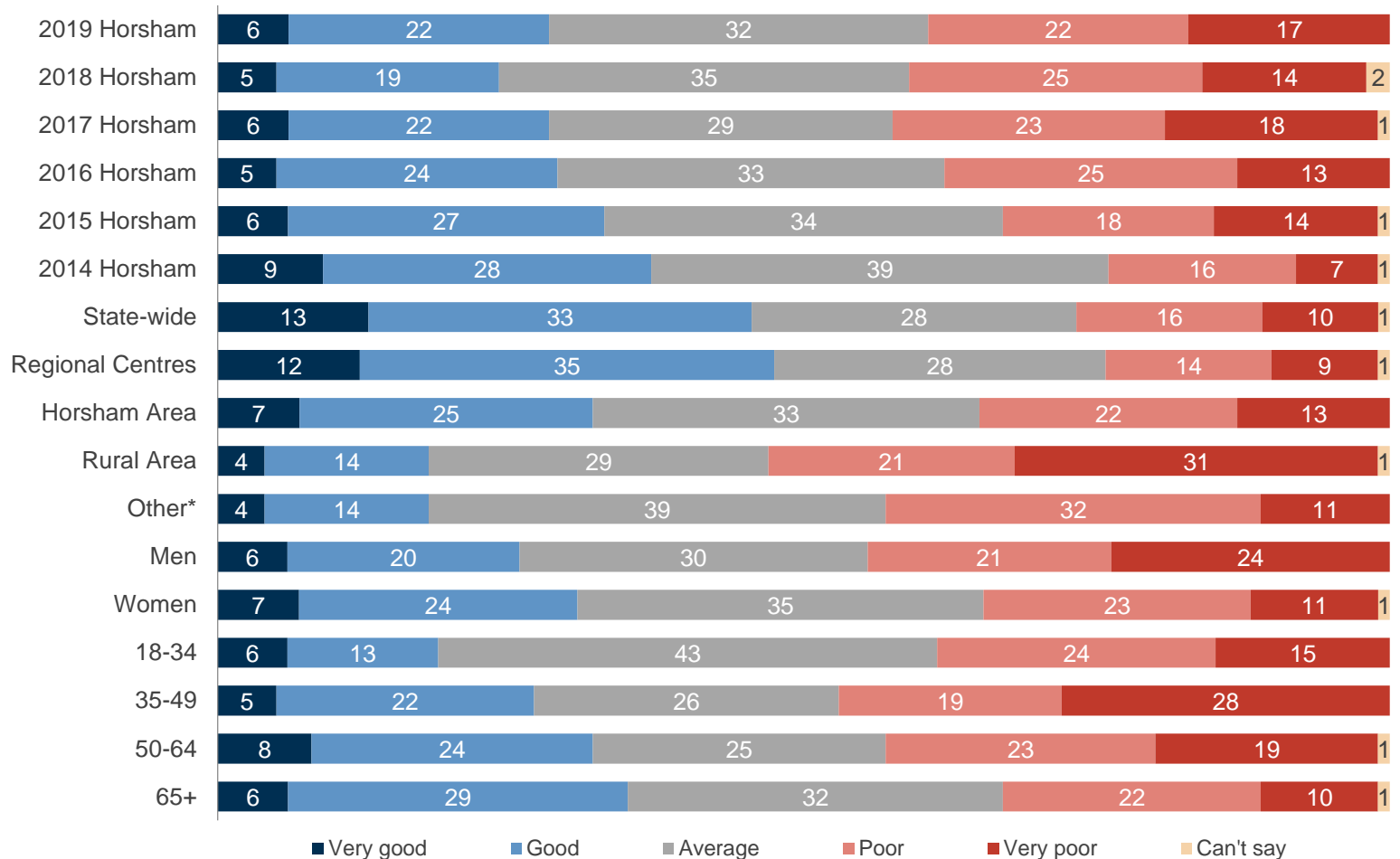
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area performance



2019 Sealed local roads performance (%)



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

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

\*Caution: small sample size < n=30





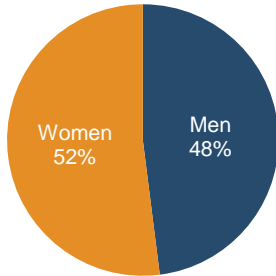
# Detailed demographics



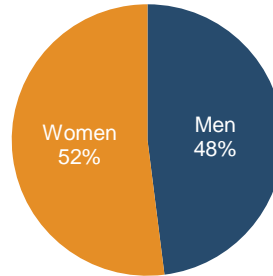
# Gender and age profile

## 2019 gender

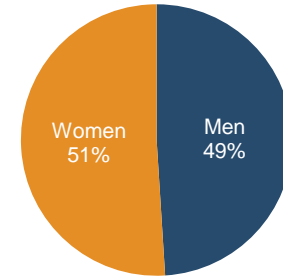
Horsham



Regional Centres

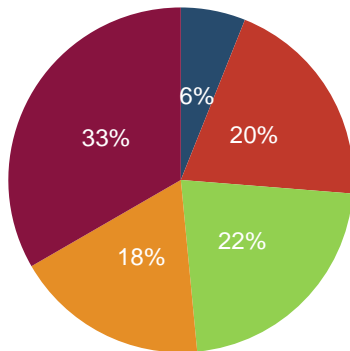


State-wide

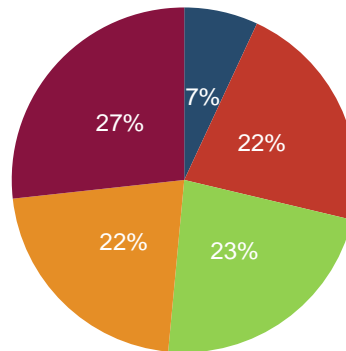


## 2019 age

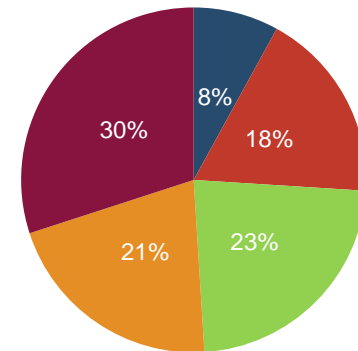
Horsham



Regional Centres



State-wide

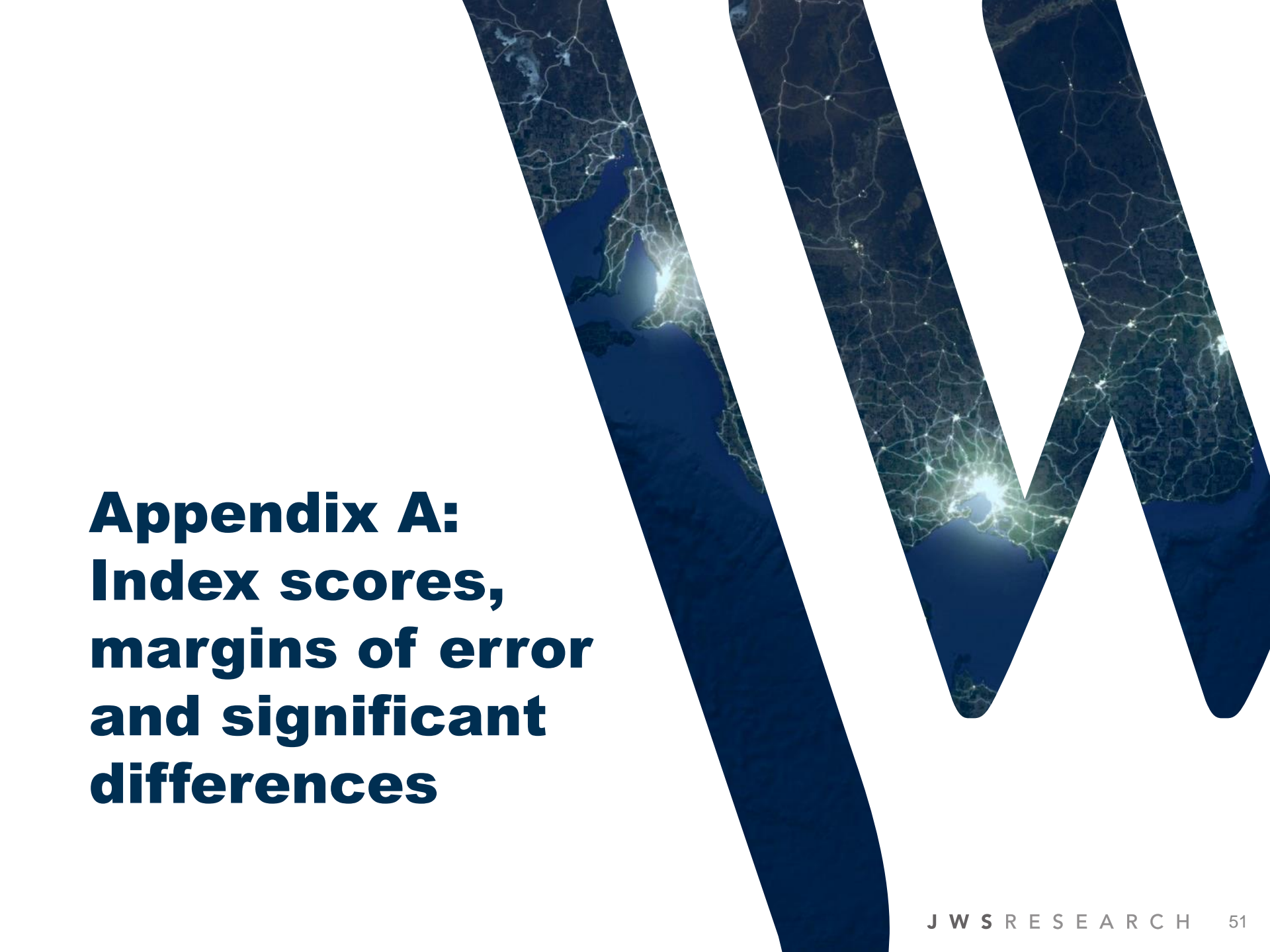


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 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: 8  
 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.



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



## Appendix A: Index Scores

### Index Scores

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

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

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

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

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



## Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for Horsham 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 +/-4.8% 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 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 15,300 people aged 18 years or over for Horsham Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
<b>Horsham Rural City Council</b>	400	400	+/-4.8
<b>Men</b>	191	192	+/-7.1
<b>Women</b>	209	208	+/-6.7
<b>Horsham Area</b>	291	299	+/-5.7
<b>Rural Area</b>	91	83	+/-10.3
<b>Other</b>	18	18	+/-23.8
<b>18-34 years</b>	54	106	+/-13.4
<b>35-49 years</b>	73	89	+/-11.5
<b>50-64 years</b>	96	72	+/-10.0
<b>65+ years</b>	177	133	+/-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:

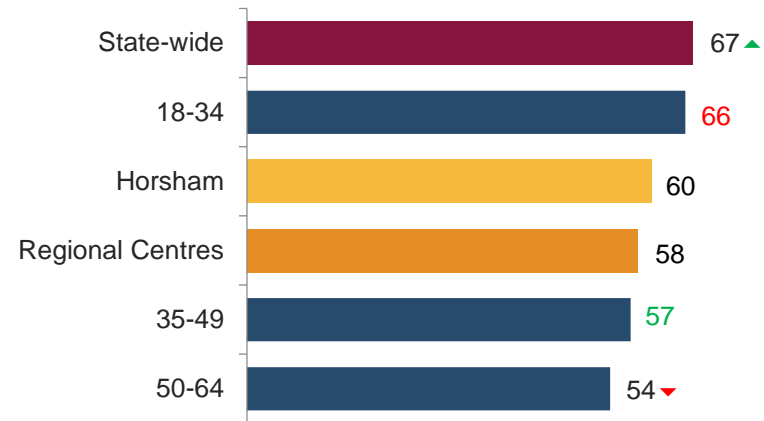
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

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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=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=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=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June.

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

Survey sample matched to the demographic profile of Horsham 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 40% mobile phone numbers to cater to the diversity of residents within Horsham Rural City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Horsham Rural City 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

Horsham 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: Greater Bendigo, Greater Geelong, Horsham, Latrobe, Mildura, Wangaratta, Warrnambool and Wodonga.

Wherever appropriate, results for Horsham Rural City Council for this 2019 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 Horsham changed from being classified as a Large Rural Shire to being a Regional Centre from 2017, 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 Horsham 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 2012-2019 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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