



2022 Local Government Community Satisfaction Survey

Horsham Rural City Council

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

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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.

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex data structure. The background of the 'W' is a solid dark blue color.

Key findings and recommendations

Horsham Rural City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Horsham 56



State-wide 59



Regional Centres 59

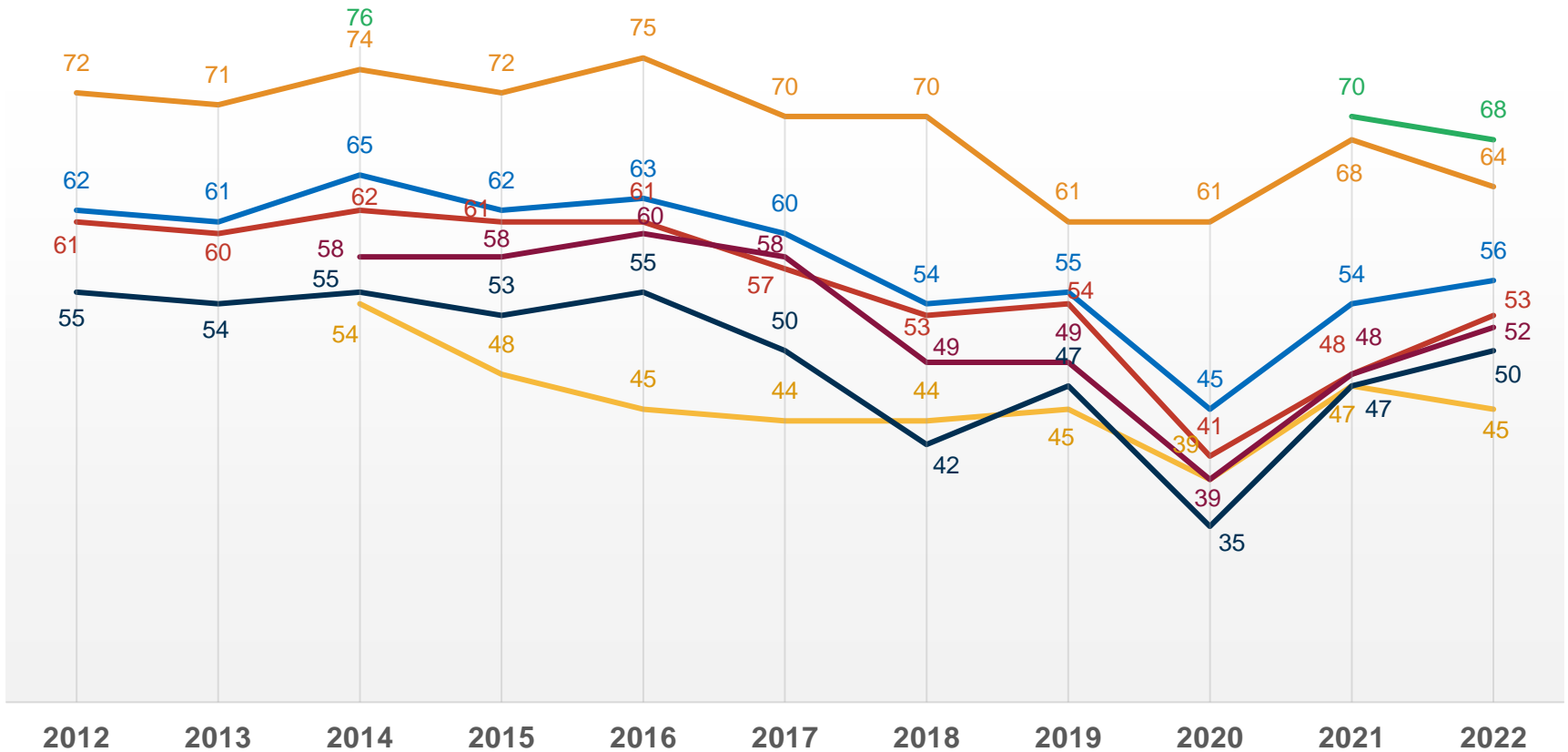
Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	Areas where Council performance is significantly lower
Compared to State-wide average	None	Sealed local roads
Compared to group average	None	Sealed local roads

Summary of core measures



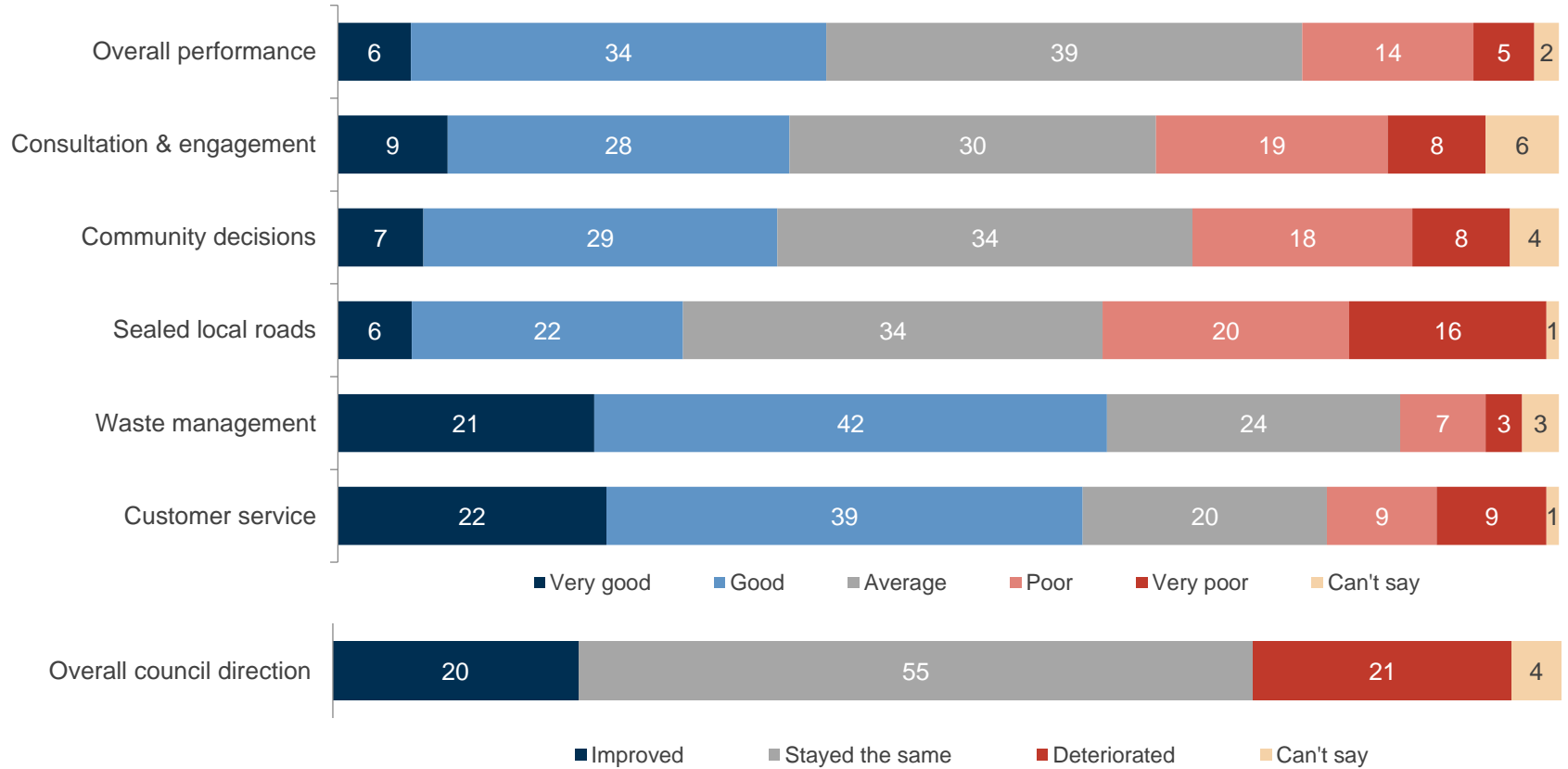
Index scores











Summary of core measures



Core measures summary results (%)



Summary of Horsham Rural City Council performance

Services	Horsham 2022	Horsham 2021	Regional Centres 2022	State-wide 2022	Highest score	Lowest score
 Overall performance	56	54	59	59	Aged 65+ years	Rural Area residents
 Value for money	49	50	53	53	Women	Rural Area residents
 Overall council direction	50	47	52	50	Aged 35-49 years, Women, Aged 65+ years	Aged 50-64 years
 Customer service	64	68	69	68	Aged 35-49 years, Women. Horsham area residents	Aged 50-64 years
 Waste management	68	70	68	68	Aged 65+ years	Aged 18-34 years
 Consultation & engagement	53	48	54	54	Aged 35-49 years	Rural area residents
 Community decisions	52	48	54	54	Women, Aged 35-49 years, Aged 65+ years, Horsham area residents	Rural area residents
 Sealed local roads	45	47	54	53	Aged 65+ years	Rural area residents, Aged 18-34 years

Significantly higher / lower than Horsham Rural City Council 2022 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences.

Focus areas for the next 12 months

Overview

Ratings of Council's overall performance (index score of 56) are similar to those seen across 2018, 2019 and 2021 and establish a trend improvement from the series low index score of 45 in 2020. While ratings of waste management and sealed local roads have decreased slightly (not significantly) in the past year, ratings of consultation and engagement and community decisions are significantly higher.

Focus areas

As the lowest performing area and an area where Council performs significantly lower than the Regional Centres group and State-wide average for councils, sealed local roads should be Council's primary area of focus. Council should also look to continue to improve residents' perceptions of community decisions and consultation and engagement, to take further advantage of significant improvements in the past year.

Comparison to state and area grouping

Council performs in line with the Regional Centres group and State-wide averages for councils in the areas of waste management, consultation and engagement, and community decisions. However, as stated above, Council performs significantly lower than the Regional Centres group and State-wide averages in the area of sealed local roads.

Maintain gains achieved to date

Council should look to maintain and build upon its improved performance on consultation and engagement and community decisions over the next 12 months, which are likely contributing to improving ratings of overall performance and perceptions of Council direction. Efforts should also be made to improve perceptions of customer service, which are significantly lower than the Regional Centres group and State-wide averages.

DETAILED FINDINGS



Overall performance



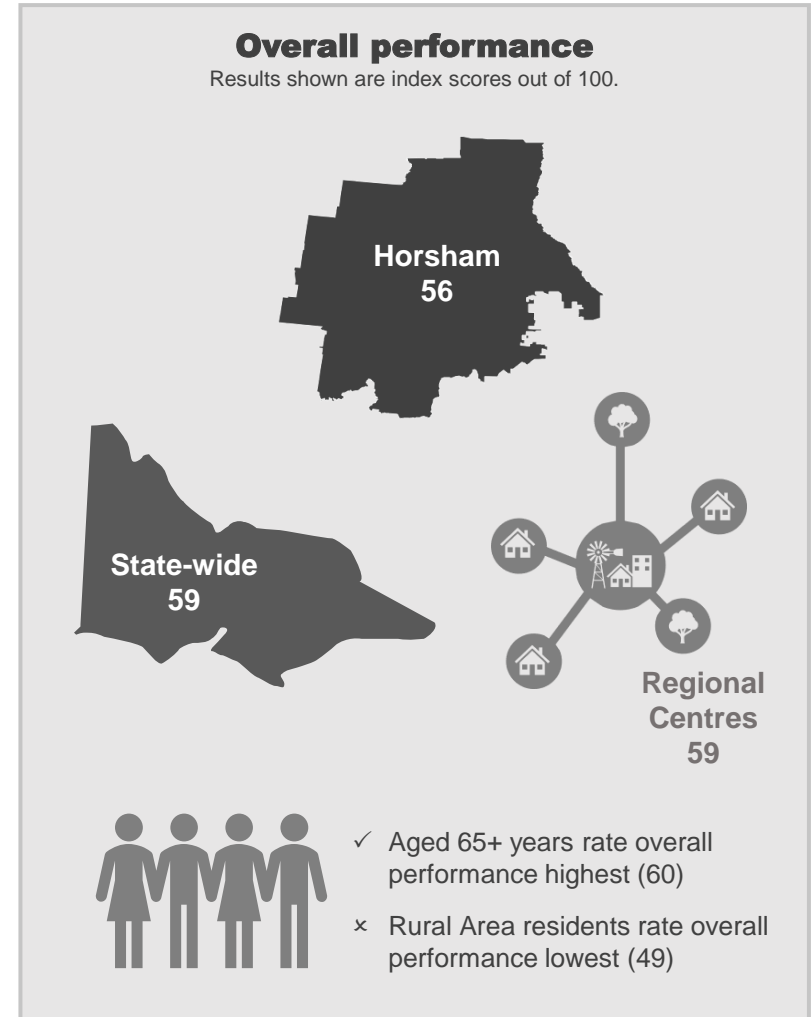
Overall performance

The overall performance index score of 56 for Horsham Rural City Council (two points up on 2021) is at its highest level since 2017.

However, Horsham Rural City Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the Regional Centres group and State-wide averages for councils (both with index scores of 59).

- Ratings among residents aged 65 years and over increased significantly (index score of 60, up 10 points on 2021) in the past year.
- Conversely, ratings among residents aged 18 to 34 years decreased significantly (50, down 13 points on 2021).
- Among residents aged 18 to 34 years and those in the Rural Area, perceptions of Council's overall performance are significantly lower (index scores of 50 and 49 respectively) than the Council average.

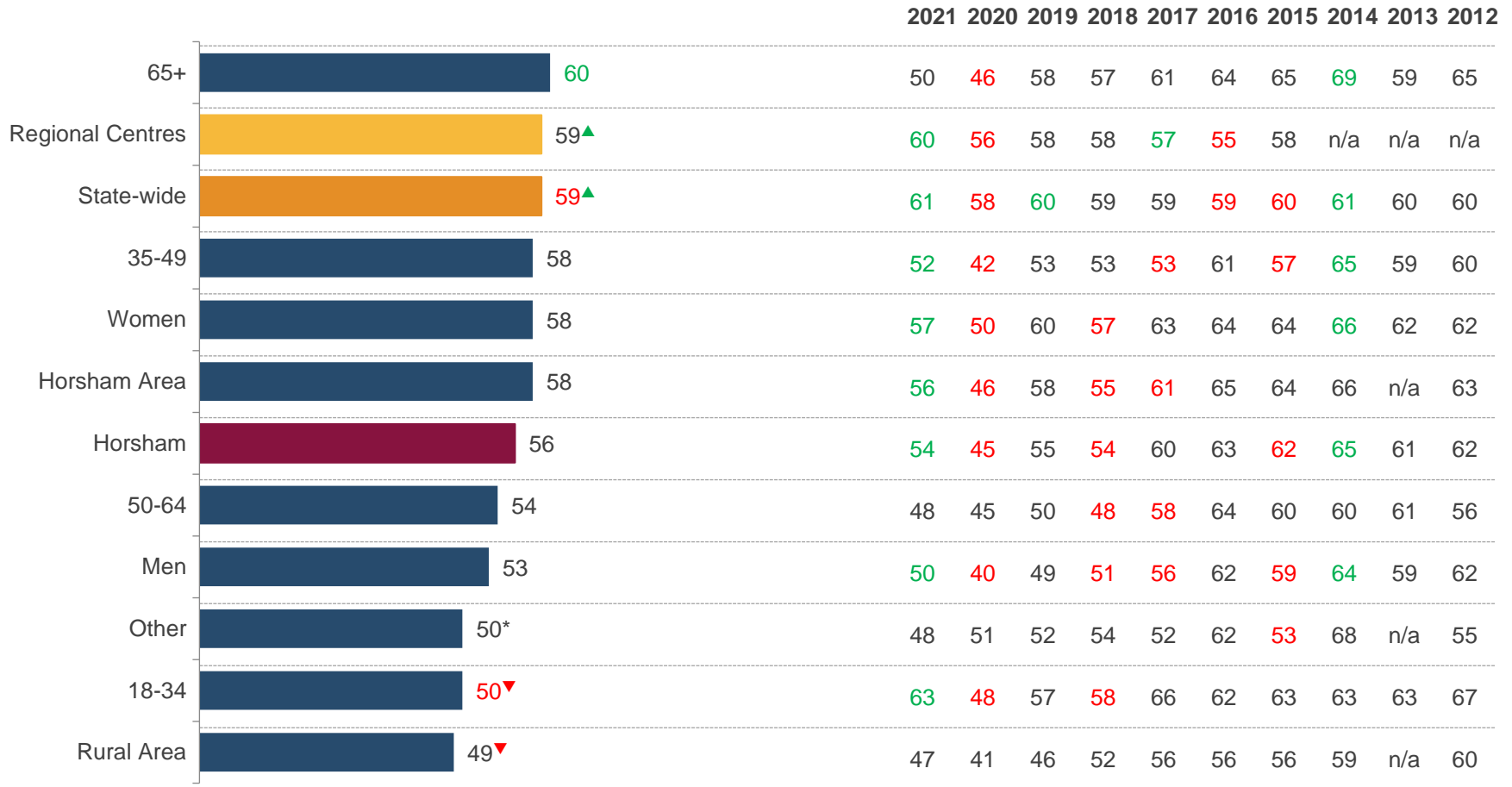
More than a third of residents (34%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. Less than a third (31%) rate Council as 'average', and a further 32% rate Council as 'very poor' or 'poor' in terms of providing value for money.





Overall performance

2022 overall performance (index scores)



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: 67 Councils asked group: 9

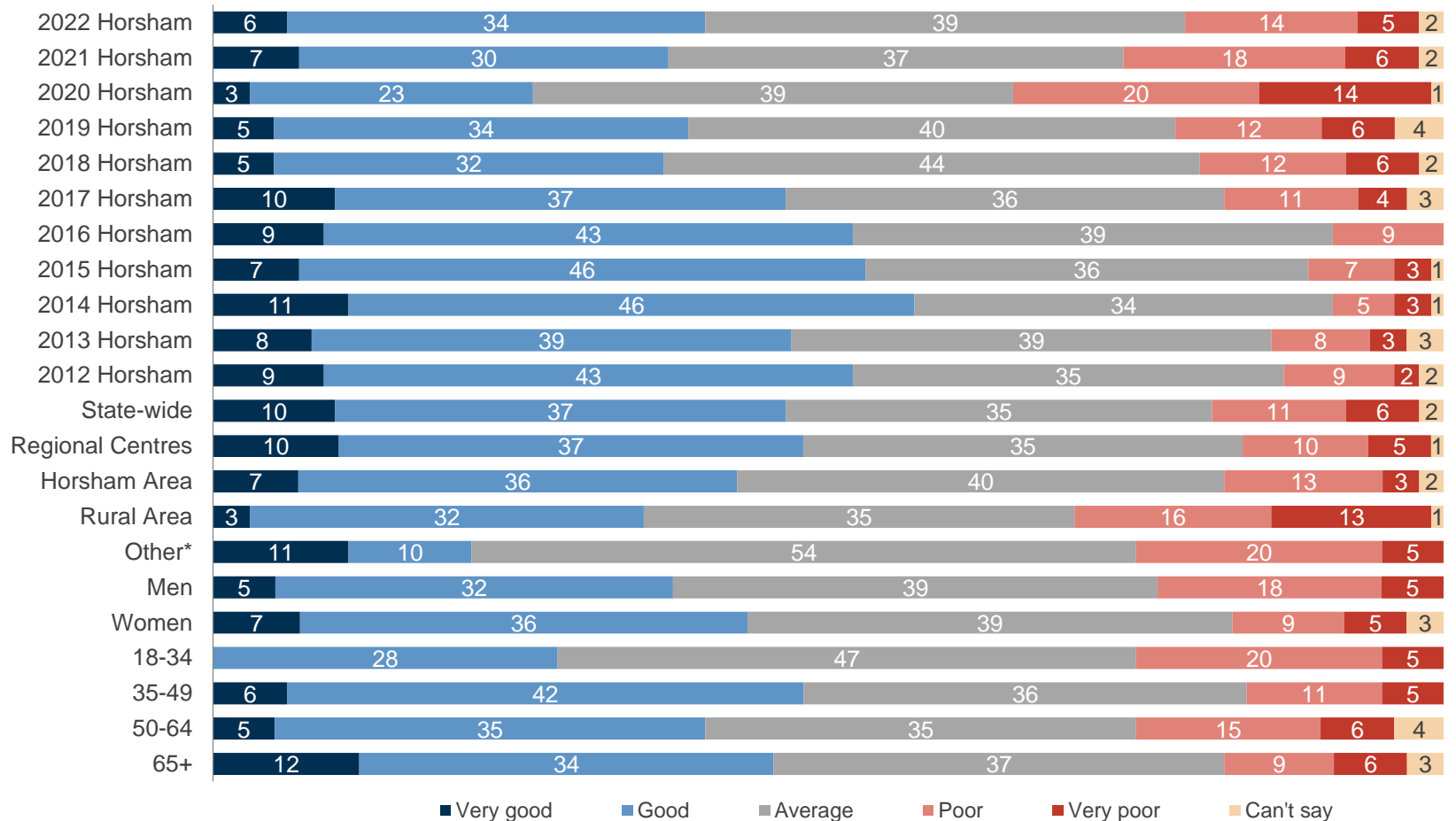
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Overall performance



2022 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?

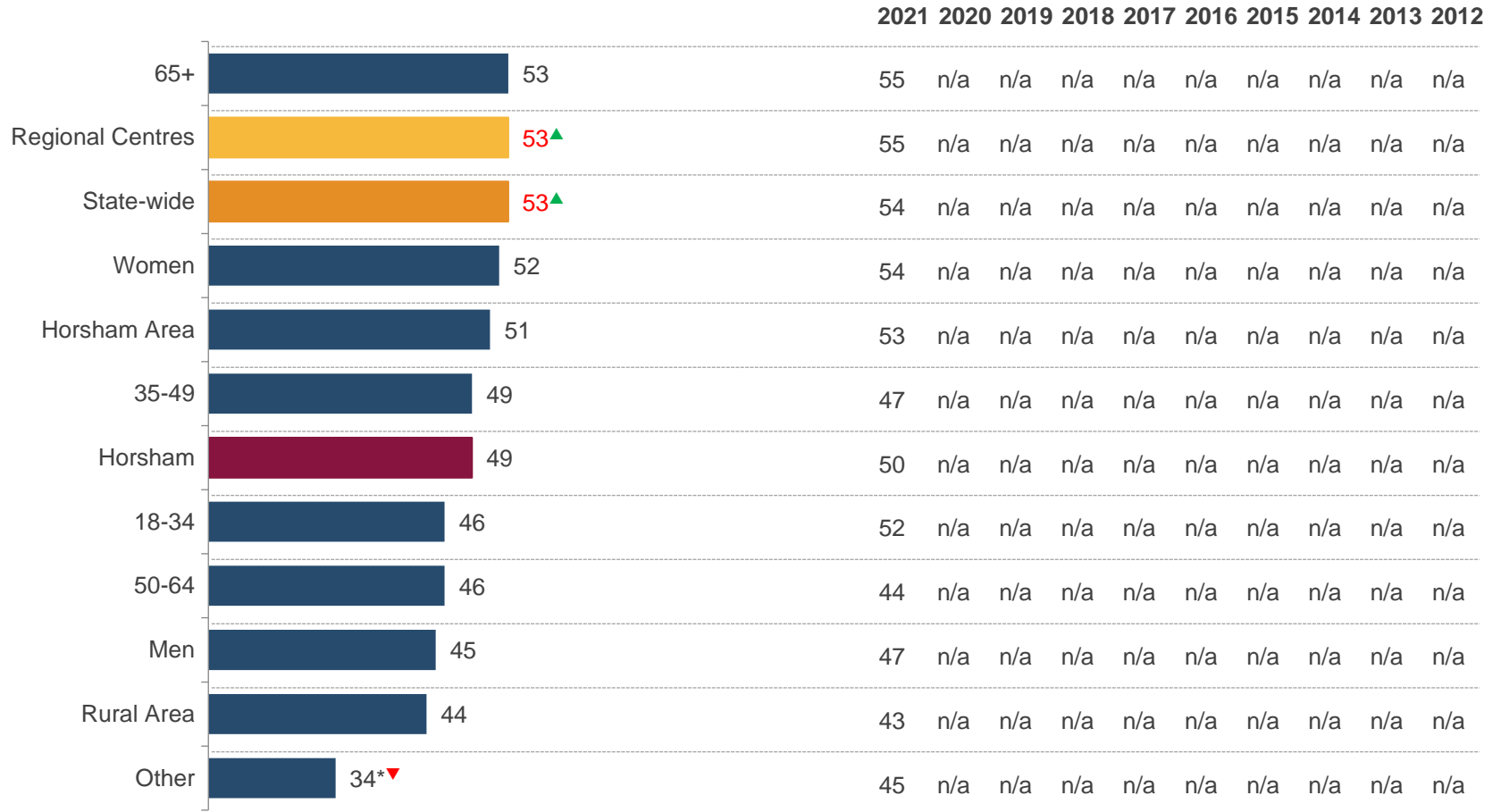
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

*Caution: small sample size < n=30



Value for money in services and infrastructure

2022 value for money (index scores)



Q3b. How would you rate Horsham Rural City Council at providing good value for money in infrastructure and services provided to your community?

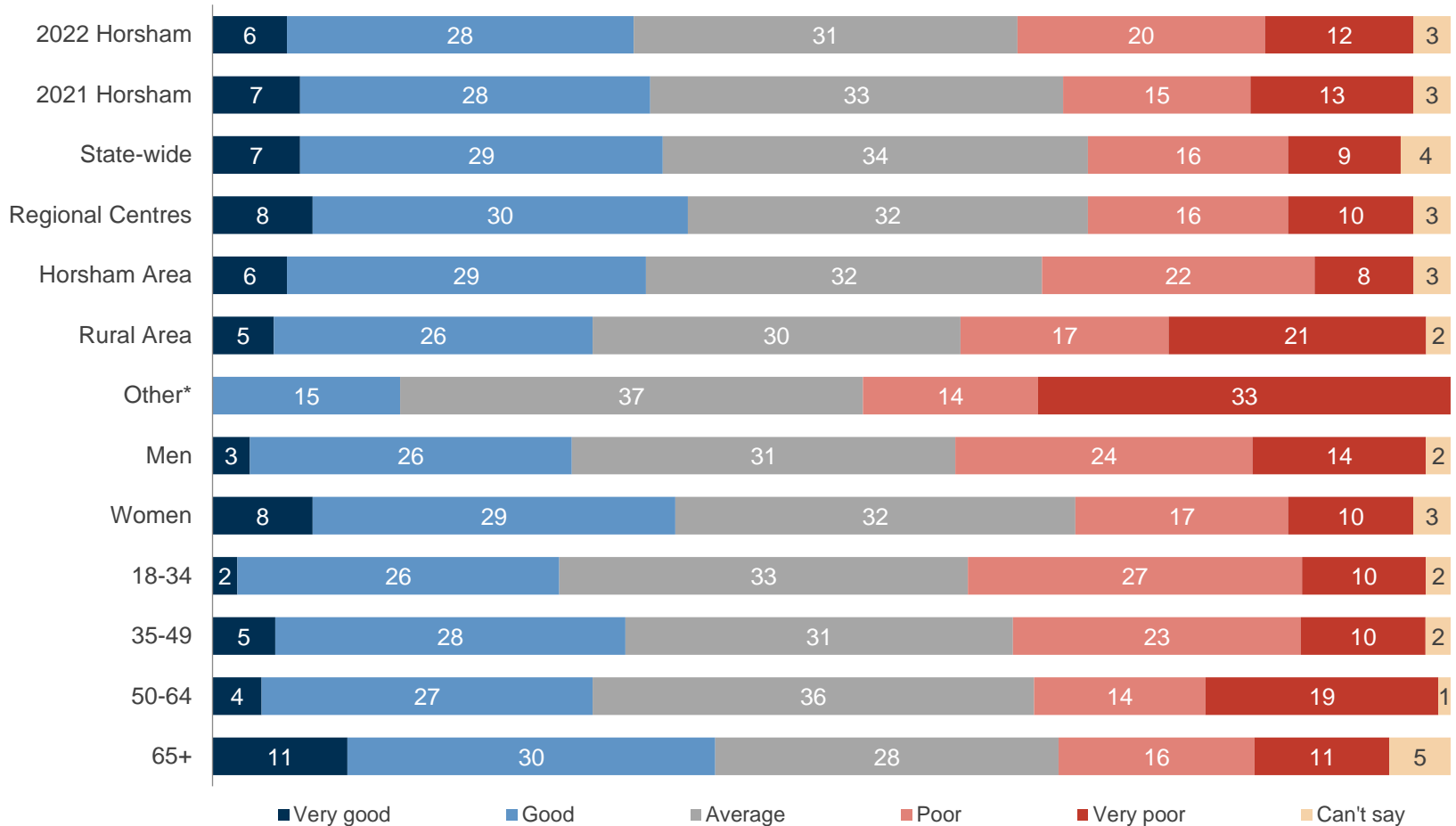
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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

*Caution: small sample size < n=30

Value for money in services and infrastructure

2022 value for money (%)



Q3b. How would you rate Horsham Rural City Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

*Caution: small sample size < n=30

Top performing service areas

Waste management (index score of 68, down two points on 2021) is the area where Council performed best in 2022.

- Council performs in line with the Regional Centres group and State-wide averages for councils in this service area (both with an index score of 68 as well).
- Residents aged 65 years and over (index score of 74) rate Council significantly higher than average in this service area.
- Perceptions of waste management have increased significantly among residents aged 50 to 64 years this year (index score of 70, up 10 points on 2021).
- Conversely, perceptions of this service area have decreased significantly among residents in Horsham Area (69, down four points on 2021) and those aged 18 to 34 years (63, down nine points on 2021).



Waste management (index score of 68) is the area where Council performed best in 2022.

Low performing service areas



Council rates lowest in the area of sealed local roads (index score of 45). This rating is consistent with that seen across 2016 to 2019.

- Council's rating is significantly lower than the Regional Centres group and State-wide council averages (index scores of 54 and 53 respectively).
- Residents aged 65 years and over (index score of 53) rate Council significantly higher than average in this service area. Conversely, Other residents (index score of 28, noting this is based on a small sample size) rate Council significantly lower than the average.

Council's next lowest areas of service are community decisions and consultation and engagement (index scores of 52 and 53 respectively).

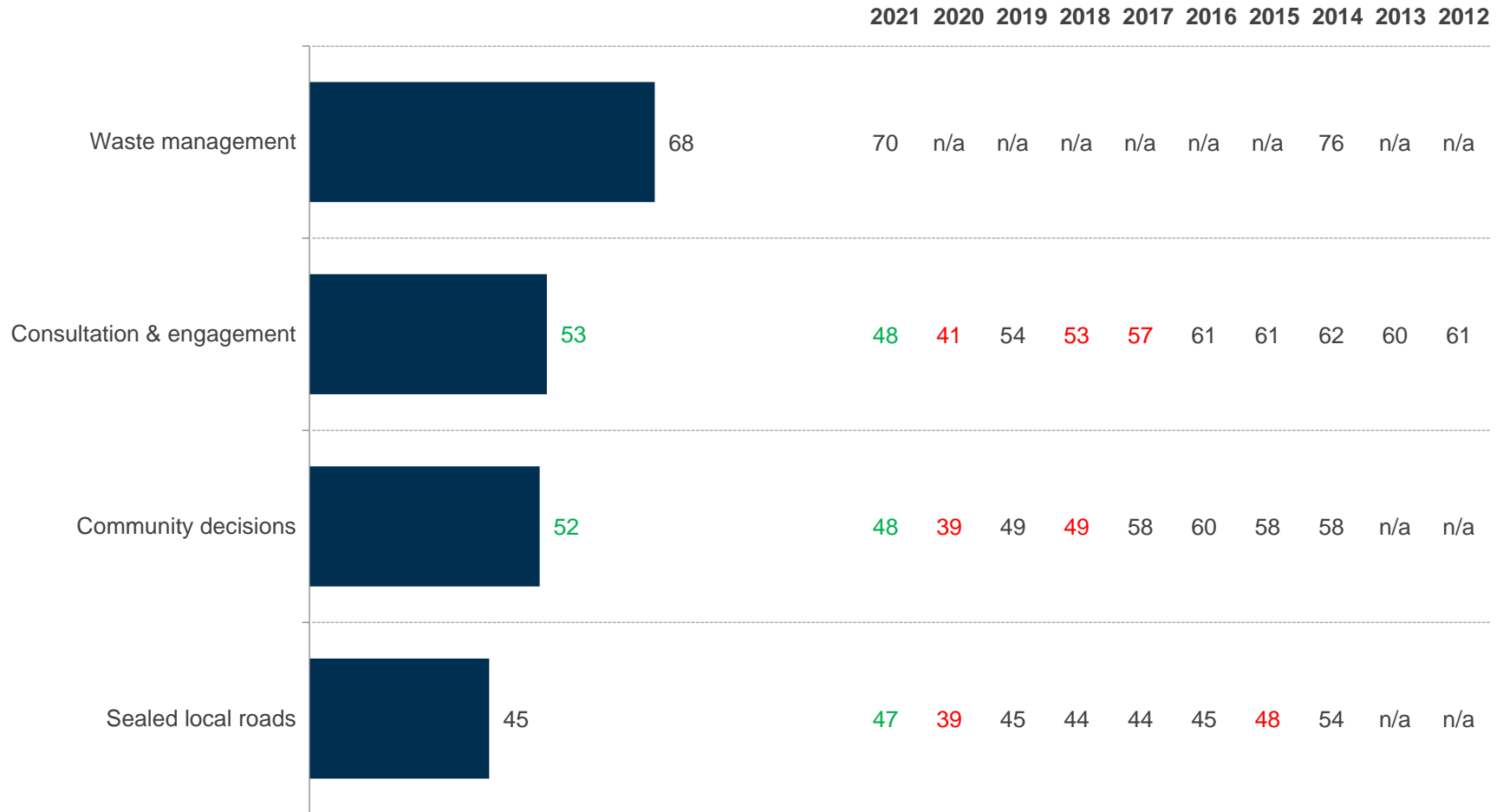
- Perceptions of these service areas, however, have increased significantly this year (up four and five points respectively), continuing on from significant improvements in both areas last year as well. Furthermore, Council's performance is in line with that of the Regional Centres group and State-wide council averages.

A fifth of residents (20%) consider community consultation as the area where Council most needs to improve.

Individual service area performance



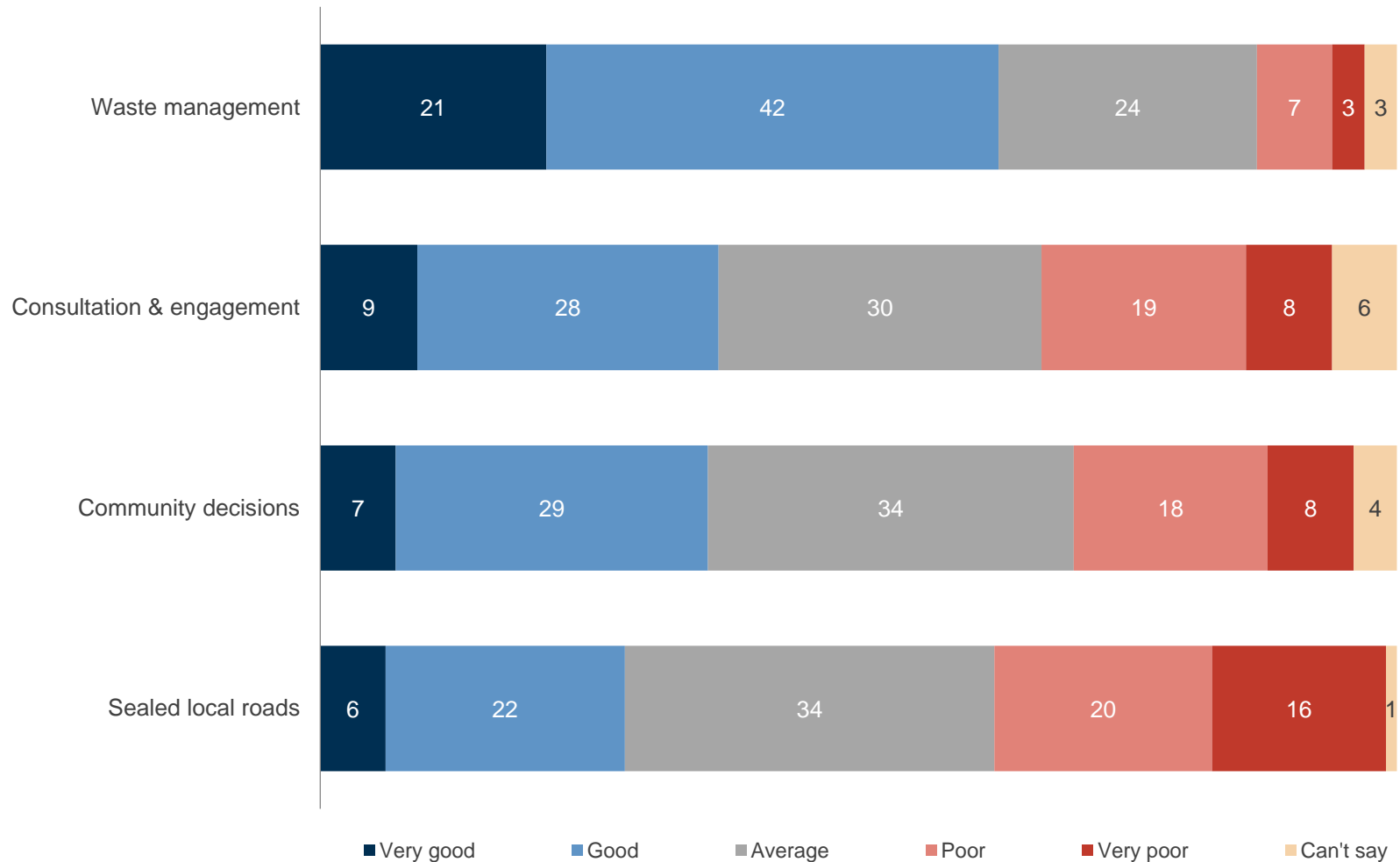
2022 individual service area performance (index scores)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.

Individual service area performance

2022 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

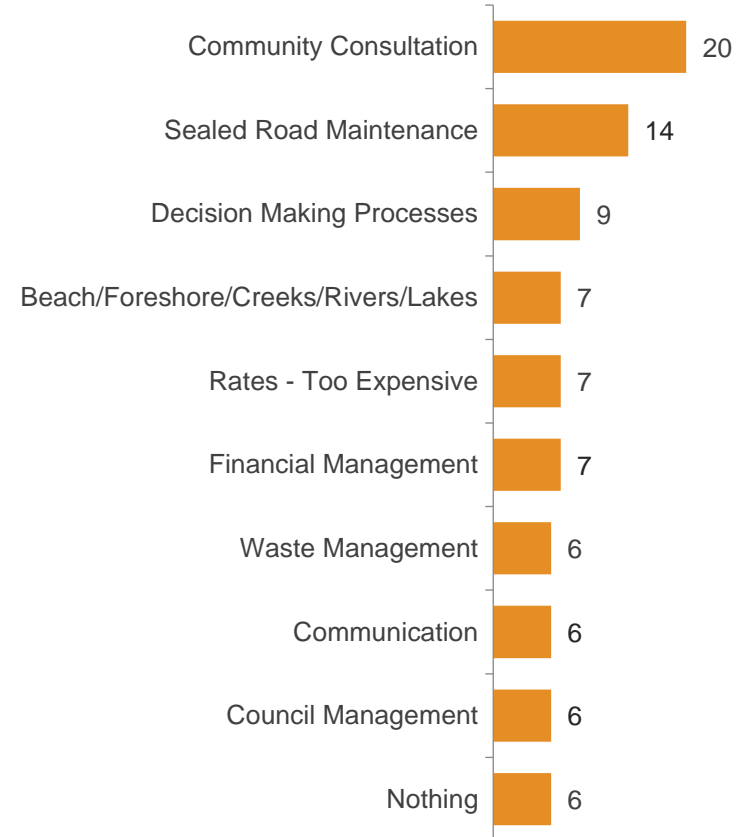


Best things about Council and areas for improvement

2022 best things about Council (%)
- Top mentions only -



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



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: 30 Councils asked group: 3

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

Base: All respondents. Councils asked State-wide: 47 Councils asked group: 7

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



Customer service

J W S R E S E A R C H



Contact with council and customer service

Contact with council

More than half of households (56%) have had contact with Horsham Rural City Council in the last 12 months.

- Rate of contact has remained relatively stable over the past six years (since 2017).
- Rate of contact among residents aged 65 years and over (44%) is significantly lower than the Council average.



Among those residents who have had contact with Council, 61% provide a positive customer service rating of 'very good' or 'good', including 22% of residents who rate Council's customer service as 'very good'.

Customer service

Perceptions of Council's customer service (index score of 64) are down four index points on 2021, although this decline is not statistically significant.

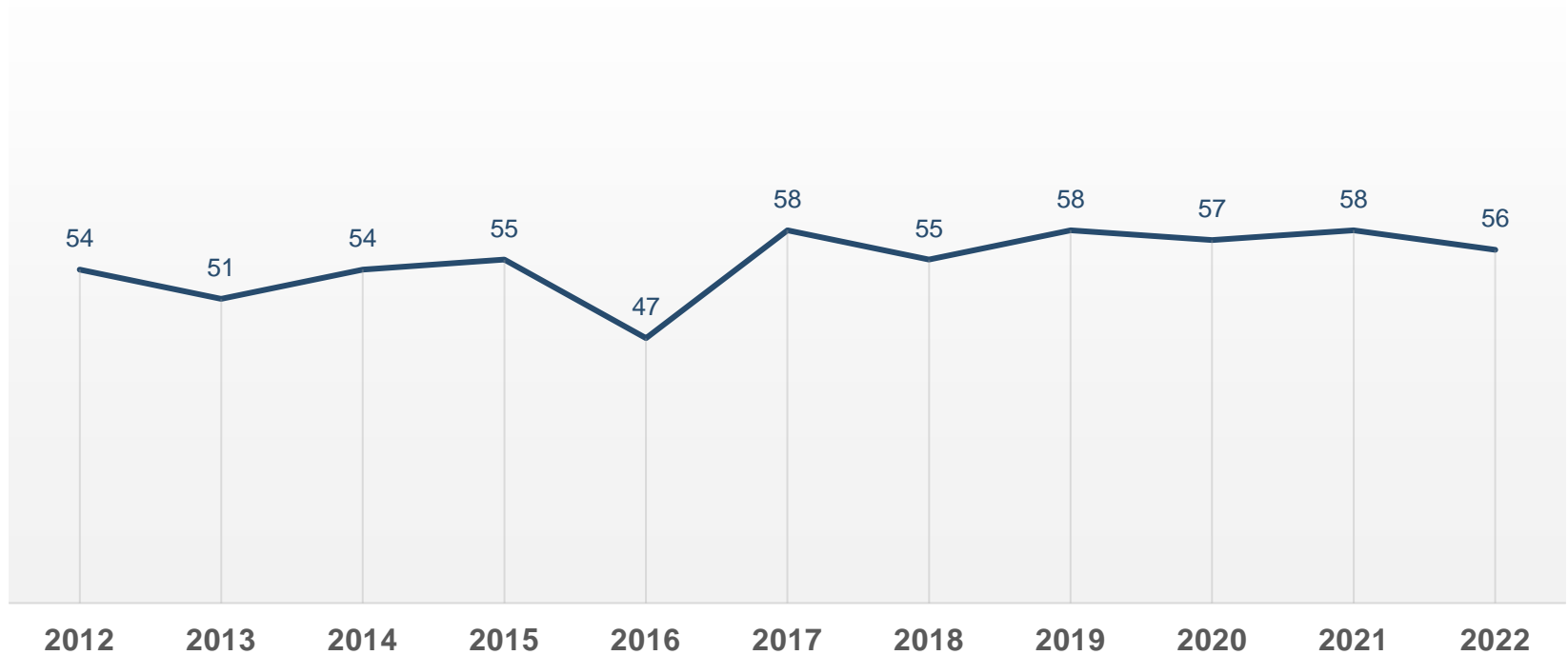
- These perceptions are significantly lower than the Regional Centres group and the State-wide averages for councils (index scores of 69 and 68 respectively).
- Ratings among women decreased significantly this year (index score of 66, down 10 points on 2021).

Of those residents who had contact with Council, more than six in 10 (61%) provide a positive customer service rating of 'very good' or 'good'. However, almost two in 10 residents (18%) rate the customer service as 'poor' or 'very poor'.

Contact with council



2022 contact with council (%)
Have had contact



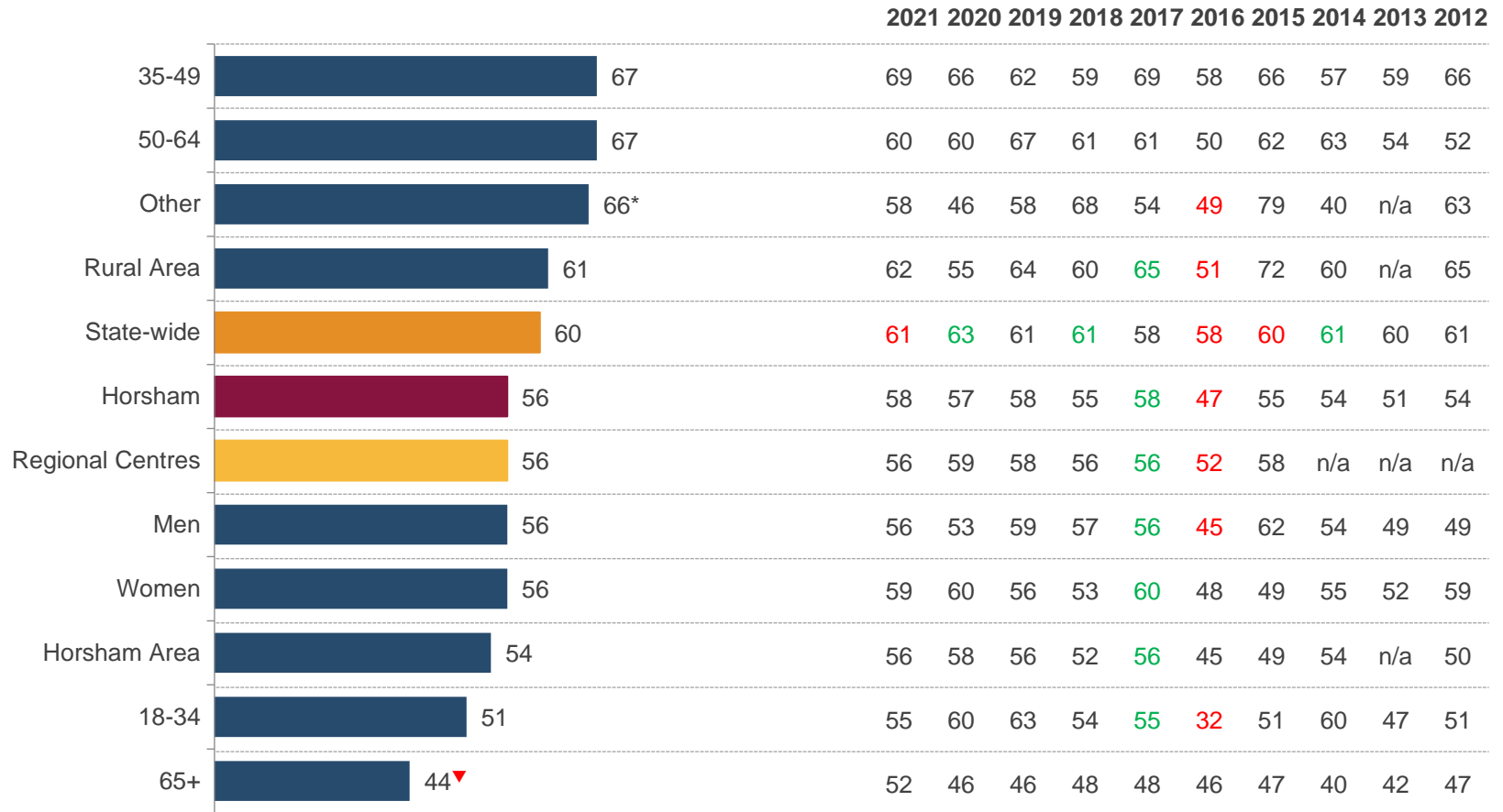
Q5. Over the last 12 months, have you or any member of your household had any contact with Horsham Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 42 Councils asked group: 5



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 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: 42 Councils asked group: 5

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

*Caution: small sample size < n=30

Customer service rating



2022 customer service rating (index scores)

		2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	69▲	71	70	72	72	72	n/a	n/a	n/a	n/a	n/a
State-wide	68▲	70	70	71	70	69	69	70	72	71	71
35-49	66	65	63	60	67	67	75	71	80	73	74
Women	66	76	63	65	72	76	78	74	76	76	72
Horsham Area	66	71	61	64	70	71	78	74	77	n/a	72
18-34	65	72	59	57	78	76	75	69	66	74	72
65+	65	67	63	64	67	73	76	80	85	68	76
Horsham	64	68	61	61	70	70	75	72	74	71	72
Men	62	58	59	57	67	64	72	71	72	66	72
Rural Area	61	60	59	52	67	66	67	72	65	n/a	73
50-64	59	68	59	65	66	67	73	67	69	69	67
Other	53*	60	79	63	73	81	73	59	88	n/a	70

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: 67 Councils asked group: 9

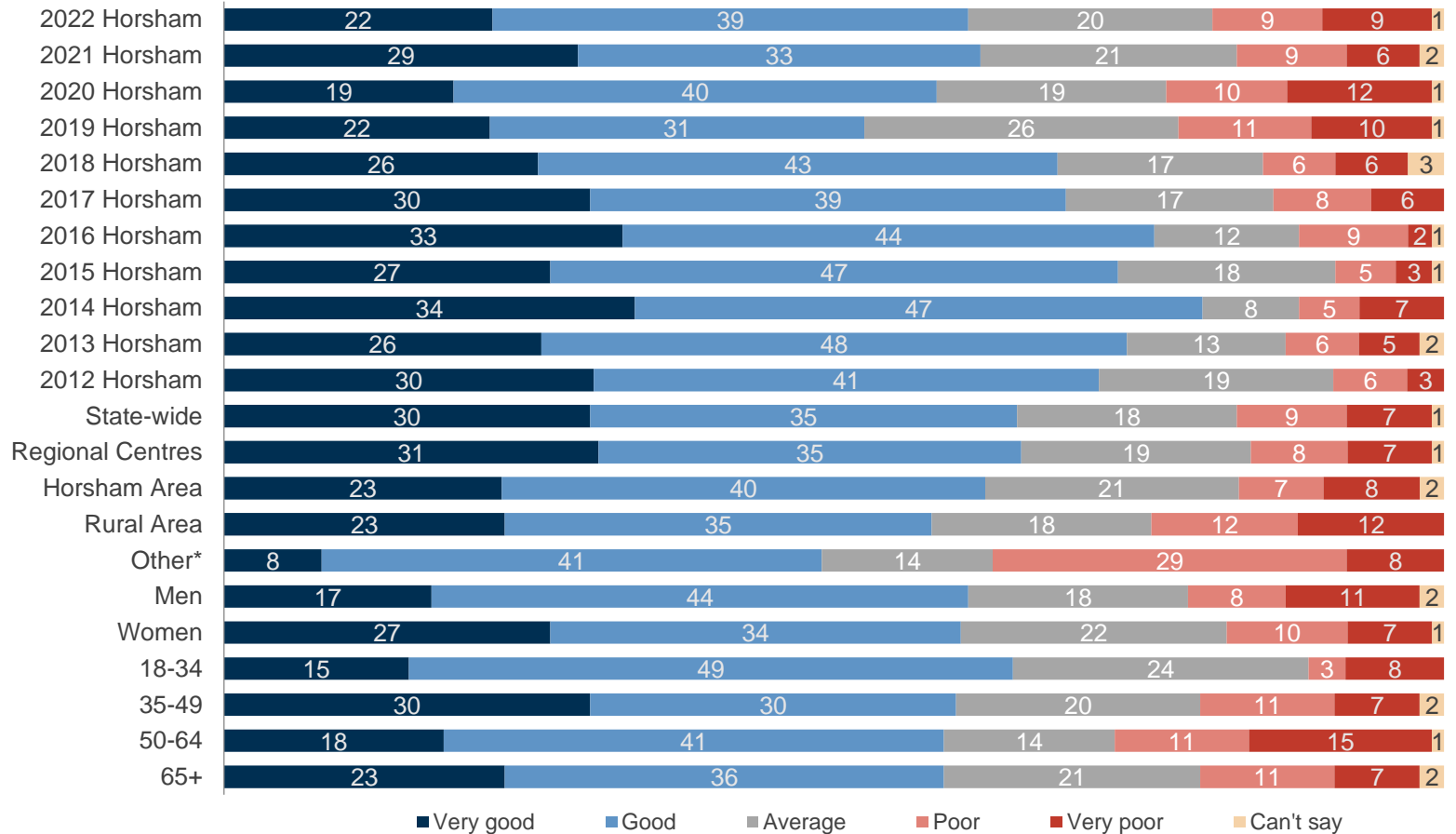
Note: Please see Appendix A for explanation of significant differences.

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Customer service rating

2022 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: 67 Councils asked group: 9
 *Caution: small sample size < n=30



Communication



Communication

Council newsletters sent via email (29%, up eight percentage points on 2021) has reached a record high and is by far the preferred form of communication about Council news and information and upcoming events.

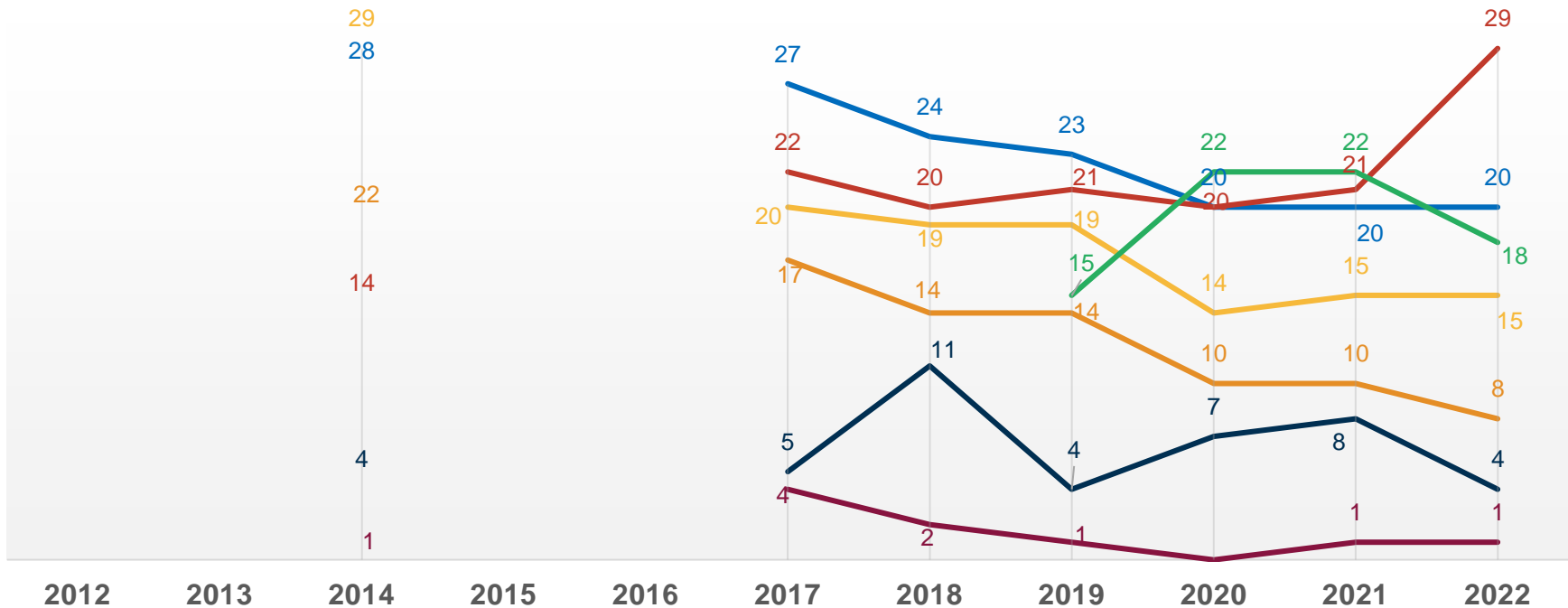
This is followed by newsletters via mail (20%) which have remained the same since 2020 and social media (18%) which is down four points on 2021.

- Among residents aged under 50 years, newsletters via email (33%, up 15 percentage points) have reached a record high, overtaking social media (31%, down nine percentage points) as the preferred form of communication from Council.
- Among residents aged over 50 years, newsletters via email (24%) remain the preferred form of communication from Council, only slightly ahead of newsletters via mail (23%) and advertising in local newspapers (22%).



Best form of communication

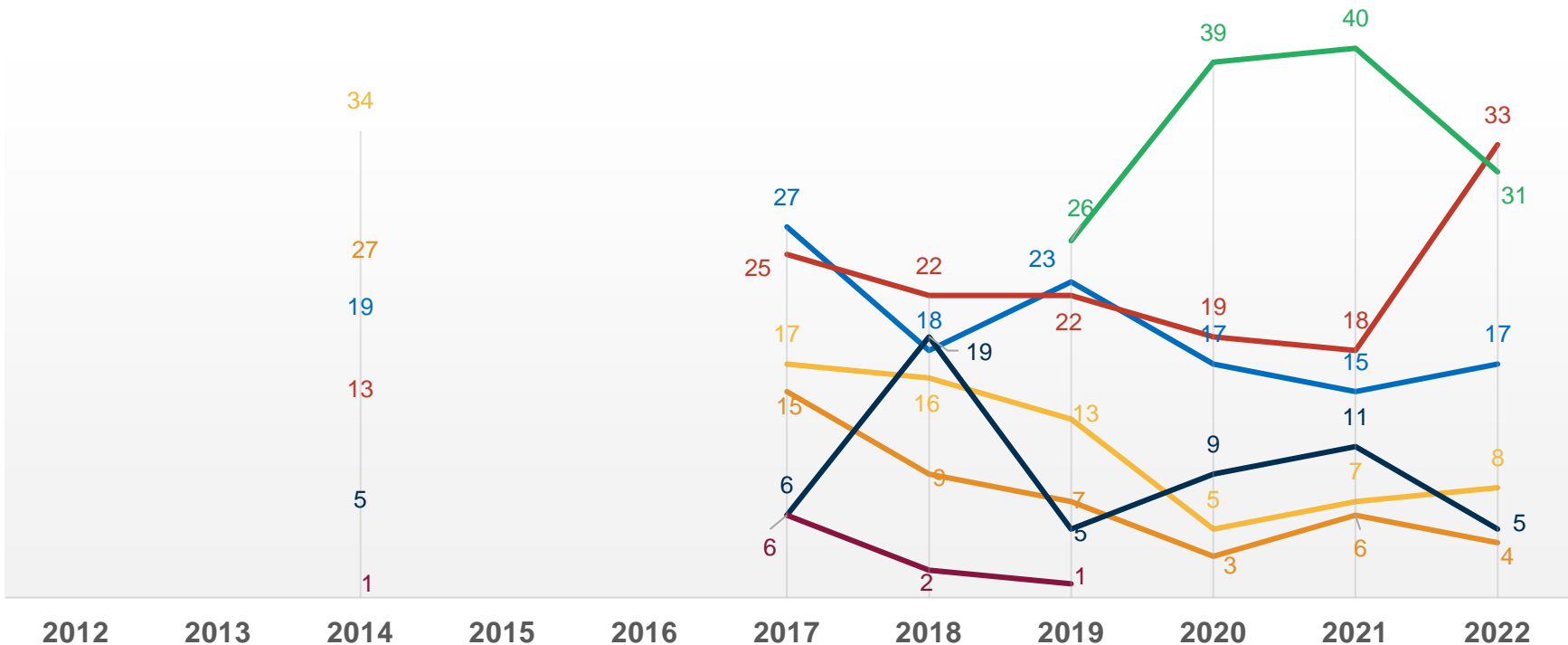
2022 best form of communication (%)



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: 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 (%)



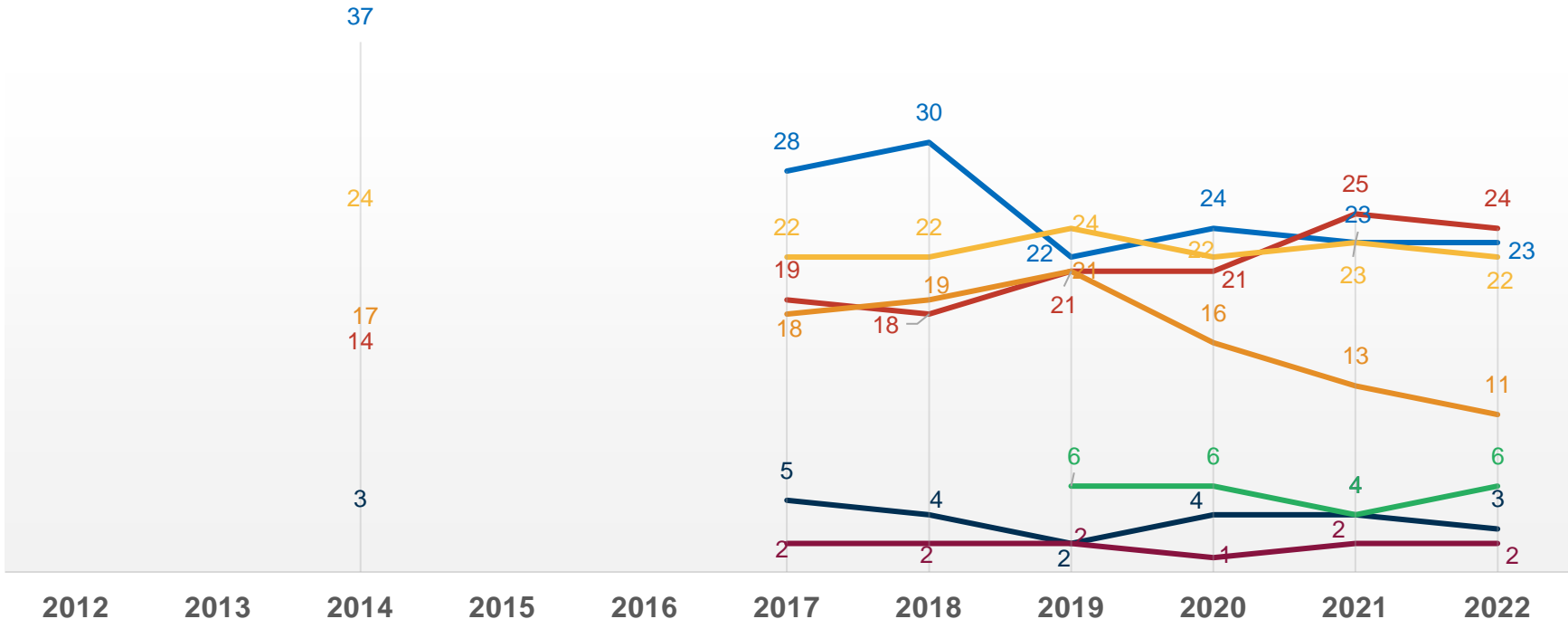
Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?.

Base: All respondents aged under 50. Councils asked State-wide: 39 Councils asked group: 6

Note: 'Social Media' was included in 2019.

Best form of communication: over 50s

2022 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: 39 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Council direction



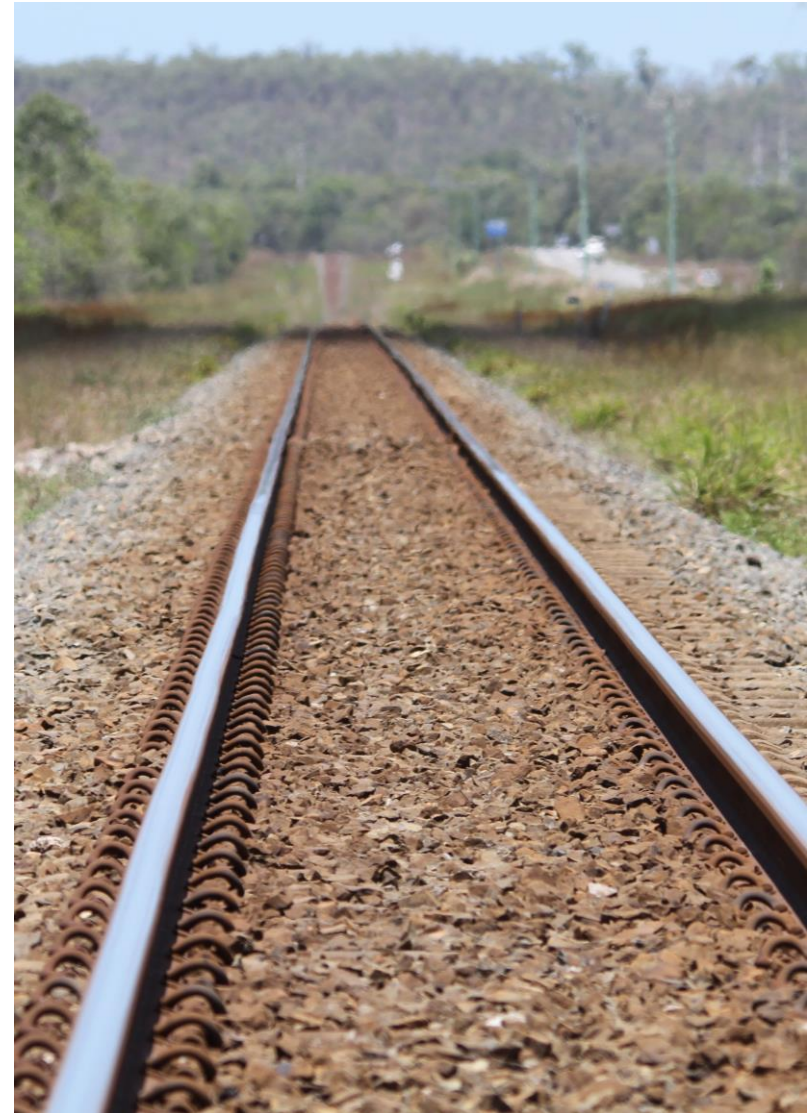
Council direction

Over the last 12 months, a majority of residents (55%) believe the direction of Council's overall performance has stayed the same – up one percentage point since 2021.

- A fifth of residents (20%) believe Council's direction has improved in the last 12 months, up two percentage points on 2021.
- A similar proportion of residents (21%) believe it has deteriorated, down two percentage points on 2021.

Perceptions of the direction of Council's overall performance (index score of 50) have returned to their 2017 levels but are not yet as high as the peak rating of 55 in 2012, 2014 and 2017.

- Current perceptions of Council direction are in line with the Regional Centres group and State-wide averages for councils (index scores of 52 and 50 respectively).
- The most satisfied with Council direction are residents aged 35 to 49 years, women and residents aged 65 years and over (all index scores of 53).





Overall council direction last 12 months

2022 overall council direction (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	
35-49	53	46	35	42	42	45	50	47	59	48	52
Women	53	50	39	51	44	54	58	56	55	54	57
65+	53	48	31	48	43	51	58	56	59	54	55
Regional Centres	52	54	50	52	53	55	51	53	n/a	n/a	n/a
Horsham Area	51	49	36	49	43	52	56	55	55	n/a	56
State-wide	50	53	51	53	52	53	51	53	53	53	52
Horsham	50	47	35	47	42	50	55	53	55	54	55
Rural Area	50	41	28	36	37	45	52	47	54	n/a	52
18-34	47	48	41	53	44	56	55	55	47	58	57
Men	46	44	31	42	39	46	51	50	55	53	53
50-64	44	44	35	40	36	47	55	51	54	54	54
Other	37*	41	46	56	52	45	45	42	57	n/a	51

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

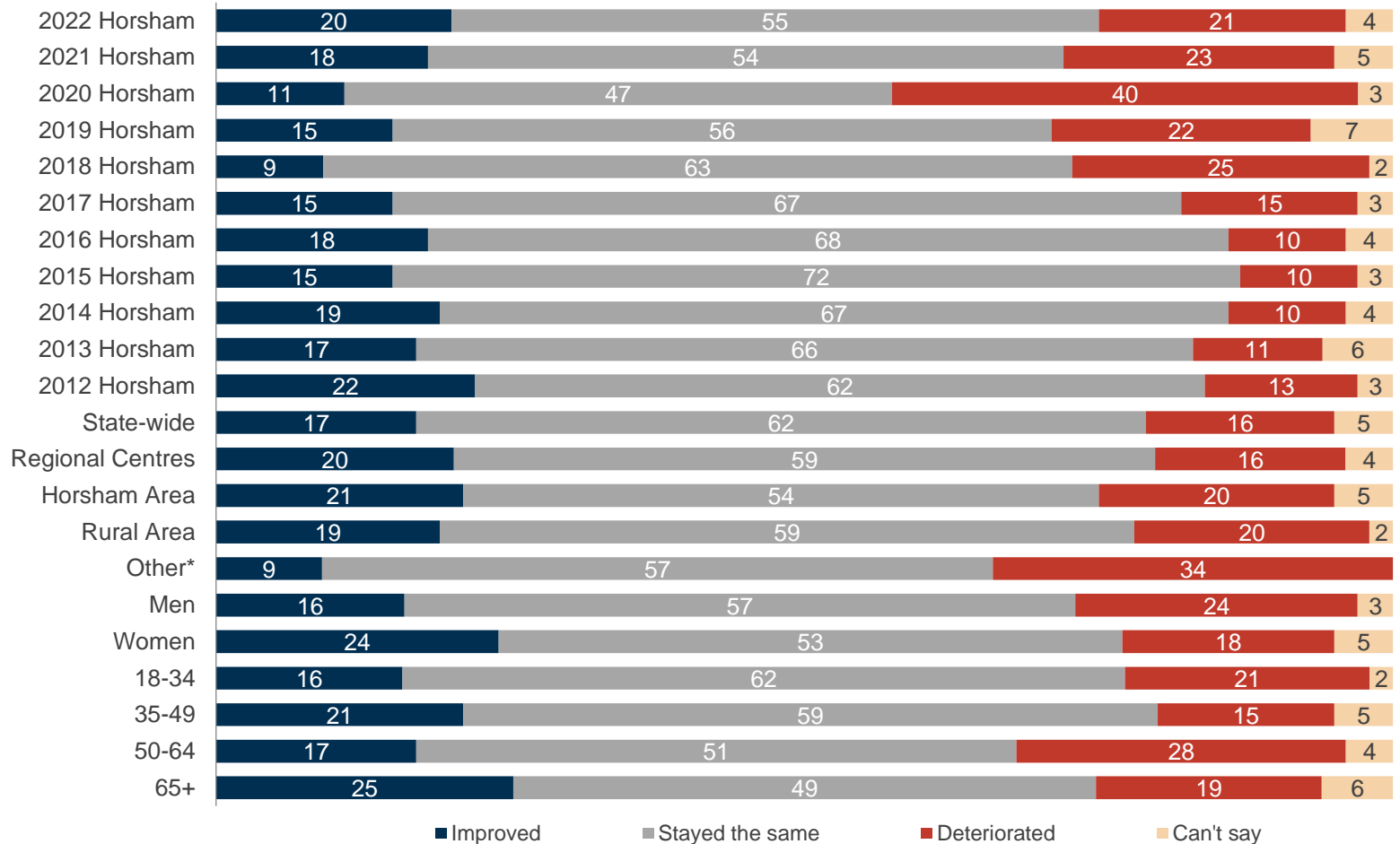
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

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

*Caution: small sample size < n=30

Overall council direction last 12 months

2022 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: 67 Councils asked group: 9

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Individual service areas

Community consultation and engagement performance



2022 consultation and engagement performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	
35-49	56	52	43	50	49	53	56	58	60	60	59
Women	55	52	44	56	55	59	63	63	63	62	61
Horsham Area	55	50	42	56	54	57	61	62	62	n/a	62
65+	55	46	38	56	53	59	63	64	66	58	65
State-wide	54	56	55	56	55	55	54	56	57	57	57
Regional Centres	54	54	51	54	55	54	52	53	n/a	n/a	n/a
Horsham	53	48	41	54	53	57	61	61	62	60	61
Men	50	44	37	51	51	55	58	58	61	58	61
18-34	50	50	44	58	59	62	61	63	63	63	63
50-64	50	44	38	47	49	54	62	57	57	60	56
Rural Area	49	44	35	47	51	57	58	58	58	n/a	58
Other	40*	38	52	47	46	58	73	58	66	n/a	60

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

Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

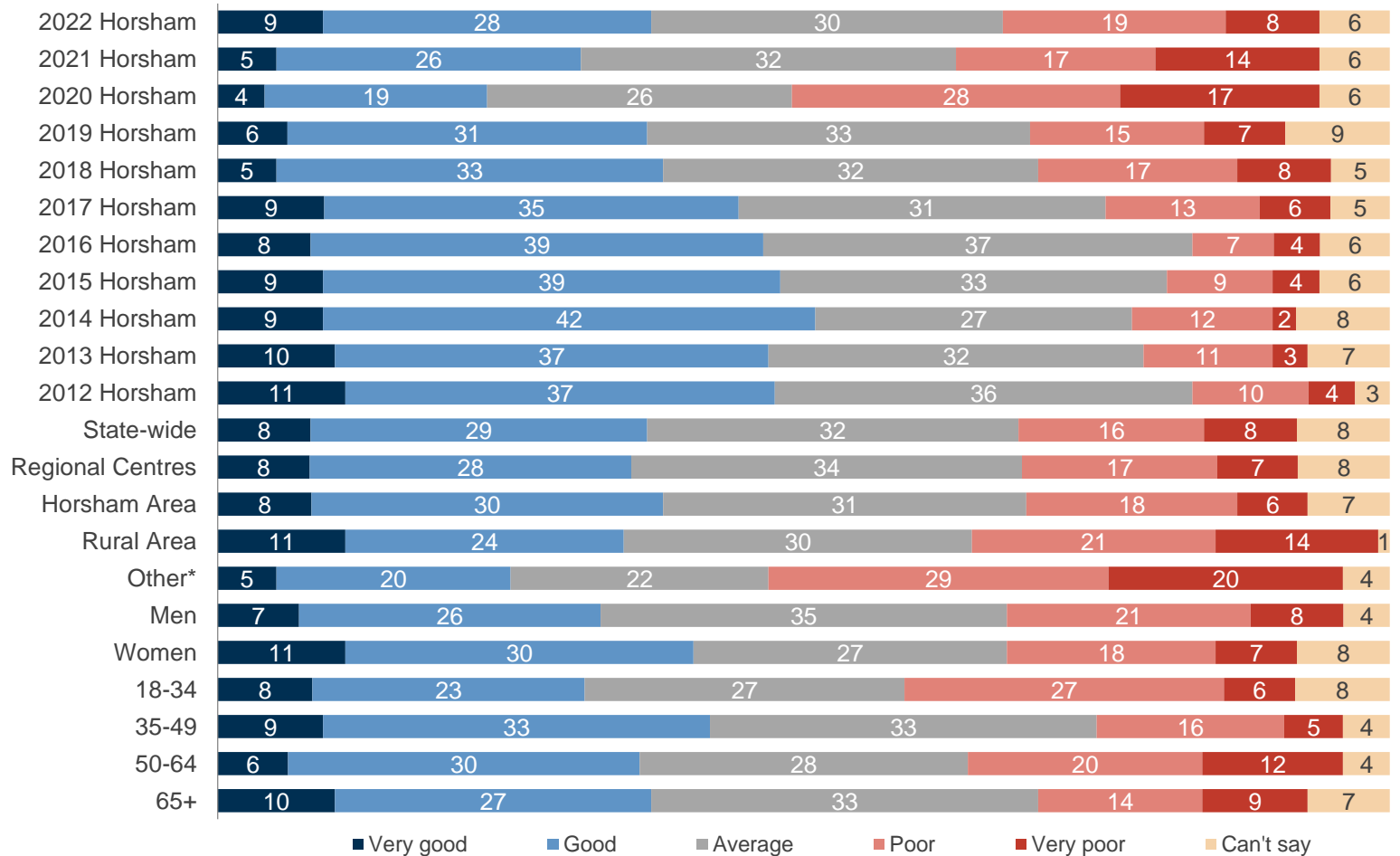
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Community consultation and engagement performance



2022 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: 67 Councils asked group: 9

*Caution: small sample size < n=30

Decisions made in the interest of the community performance



2022 community decisions made performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Women	54	54	43	53	50	62	64	60	59	n/a	n/a
State-wide	54	56	53	55	54	54	54	55	57	n/a	n/a
35-49	54	47	34	48	51	53	56	56	59	n/a	n/a
65+	54	47	41	51	52	59	63	59	63	n/a	n/a
Horsham Area	54	52	40	52	51	59	62	60	59	n/a	n/a
Regional Centres	54	54	50	52	52	52	51	52	n/a	n/a	n/a
Horsham	52	48	39	49	49	58	60	58	58	n/a	n/a
18-34	52	55	43	51	48	64	62	60	57	n/a	n/a
Men	50	43	35	45	48	54	57	56	58	n/a	n/a
50-64	48	43	38	46	47	55	59	56	53	n/a	n/a
Rural Area	47	41	36	40	44	55	54	54	55	n/a	n/a
Other	46*	39	48	48	54	54	55	54	66	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: 67 Councils asked group: 9

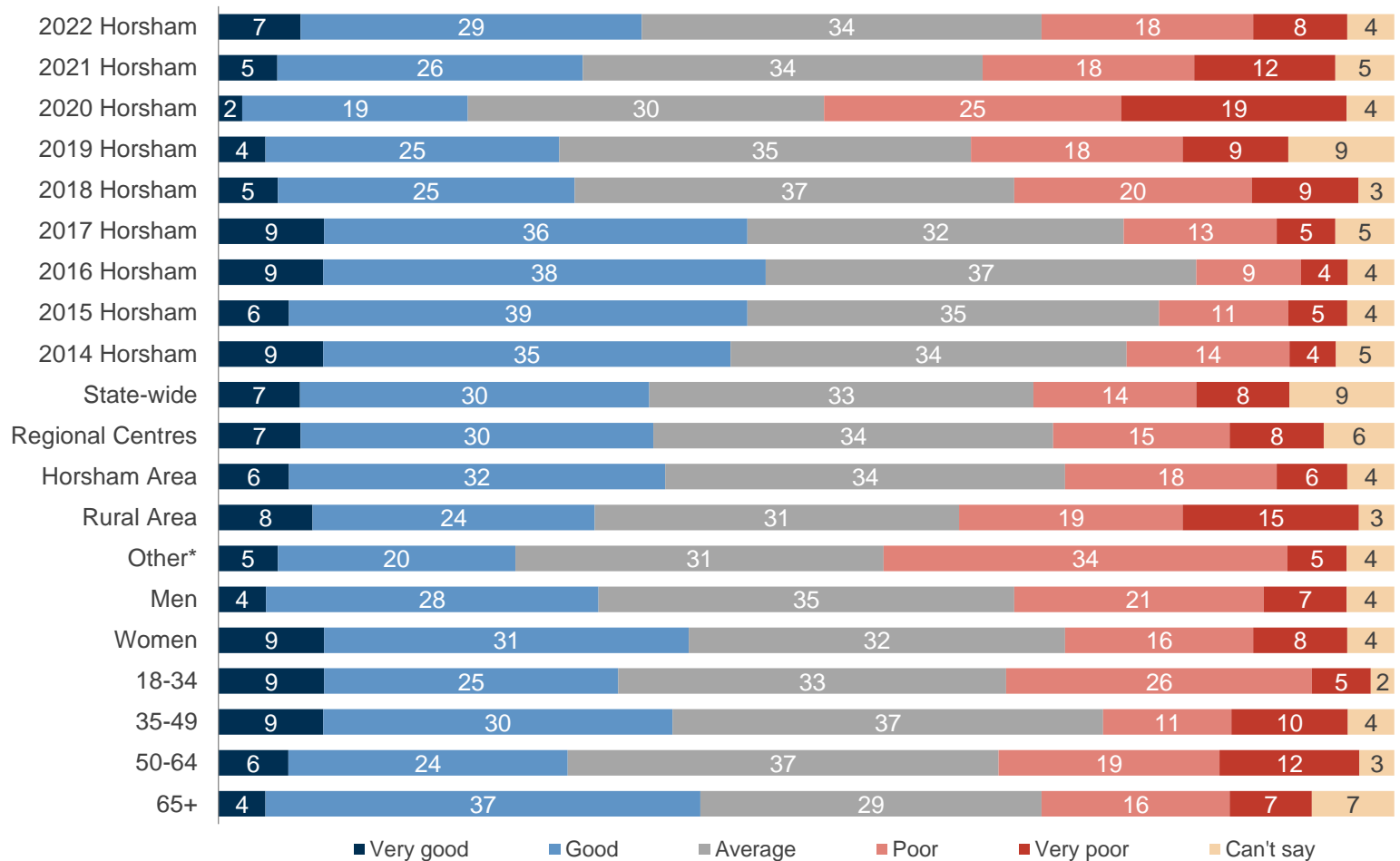
Note: Please see Appendix A for explanation of significant differences.

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Decisions made in the interest of the community performance



2022 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: 67 Councils asked group: 9

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2022 sealed local roads performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	60▲	55	57	54	53	54	55	n/a	n/a	n/a
65+	53▲	48	50	47	46	53	55	59	n/a	n/a
State-wide	57▲	54	56	53	53	54	55	55	n/a	n/a
Women	48	51	43	48	45	46	47	52	54	n/a
Horsham Area	48	51	40	48	47	46	49	51	55	n/a
Horsham	45	47	39	45	44	44	45	48	54	n/a
50-64	45	43	36	45	39	44	42	45	52	n/a
Men	42	42	35	41	42	41	44	44	53	n/a
35-49	42	41	35	39	41	40	41	42	54	n/a
18-34	40	44	34	43	46	43	44	48	49	n/a
Rural Area	40	36	33	35	36	36	40	41	49	n/a
Other	28*▼	27	40	42	34	42	25	43	54	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: 67 Councils asked group: 9

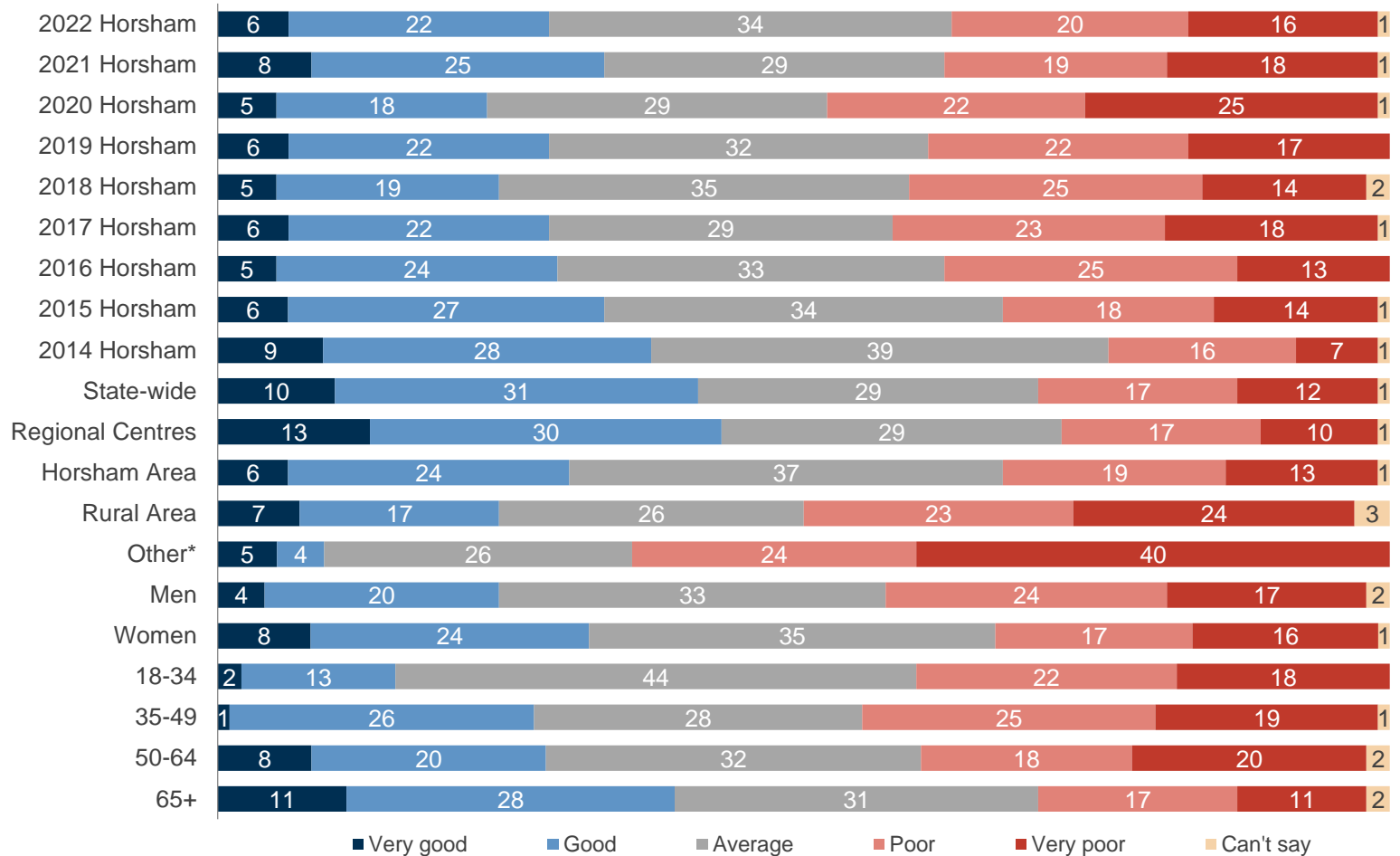
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2022 sealed local roads performance (%)



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

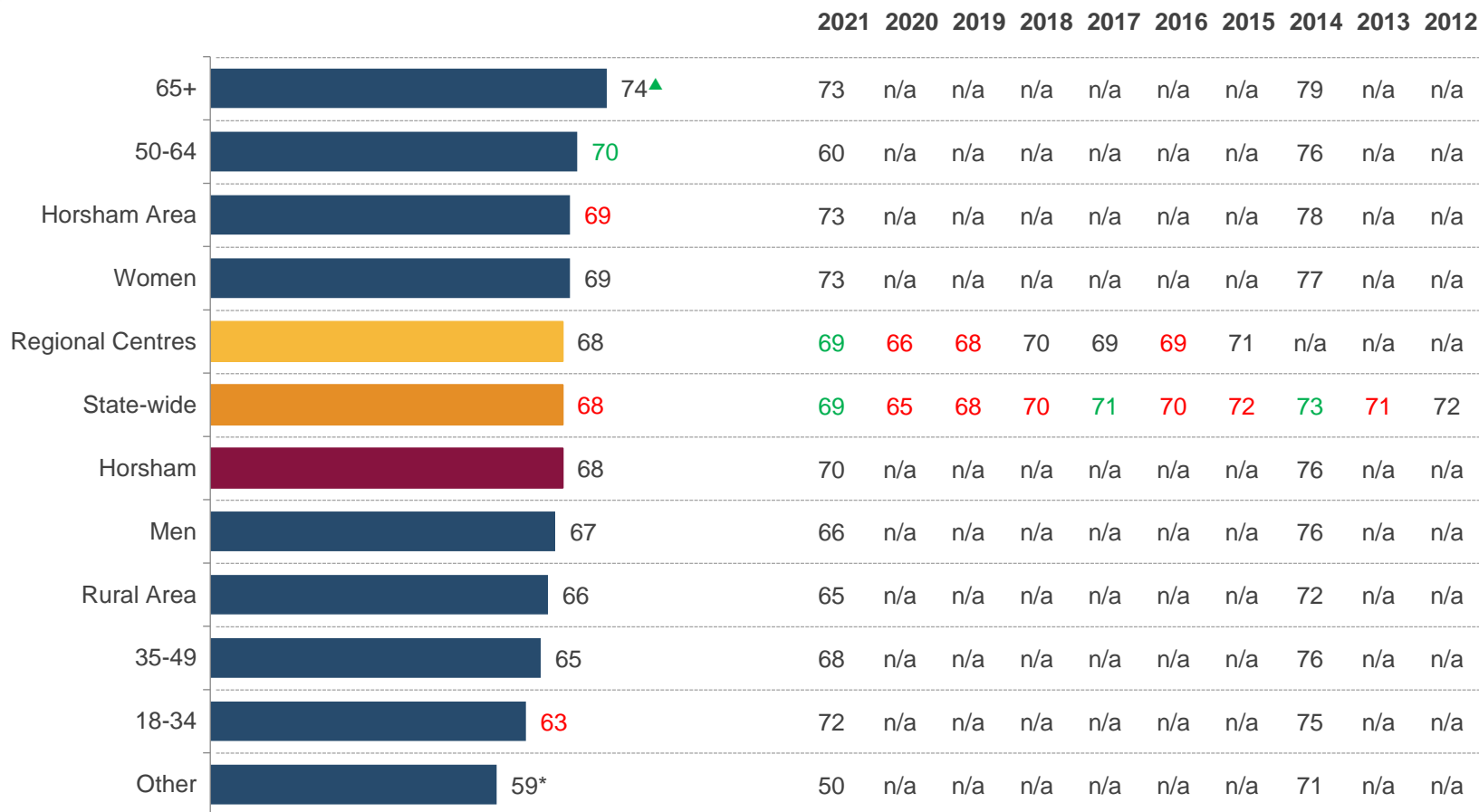
Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

*Caution: small sample size < n=30

Waste management performance



2022 waste management performance (index scores)



Q2. How has Council performed on 'Waste management' over the last 12 months?

Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

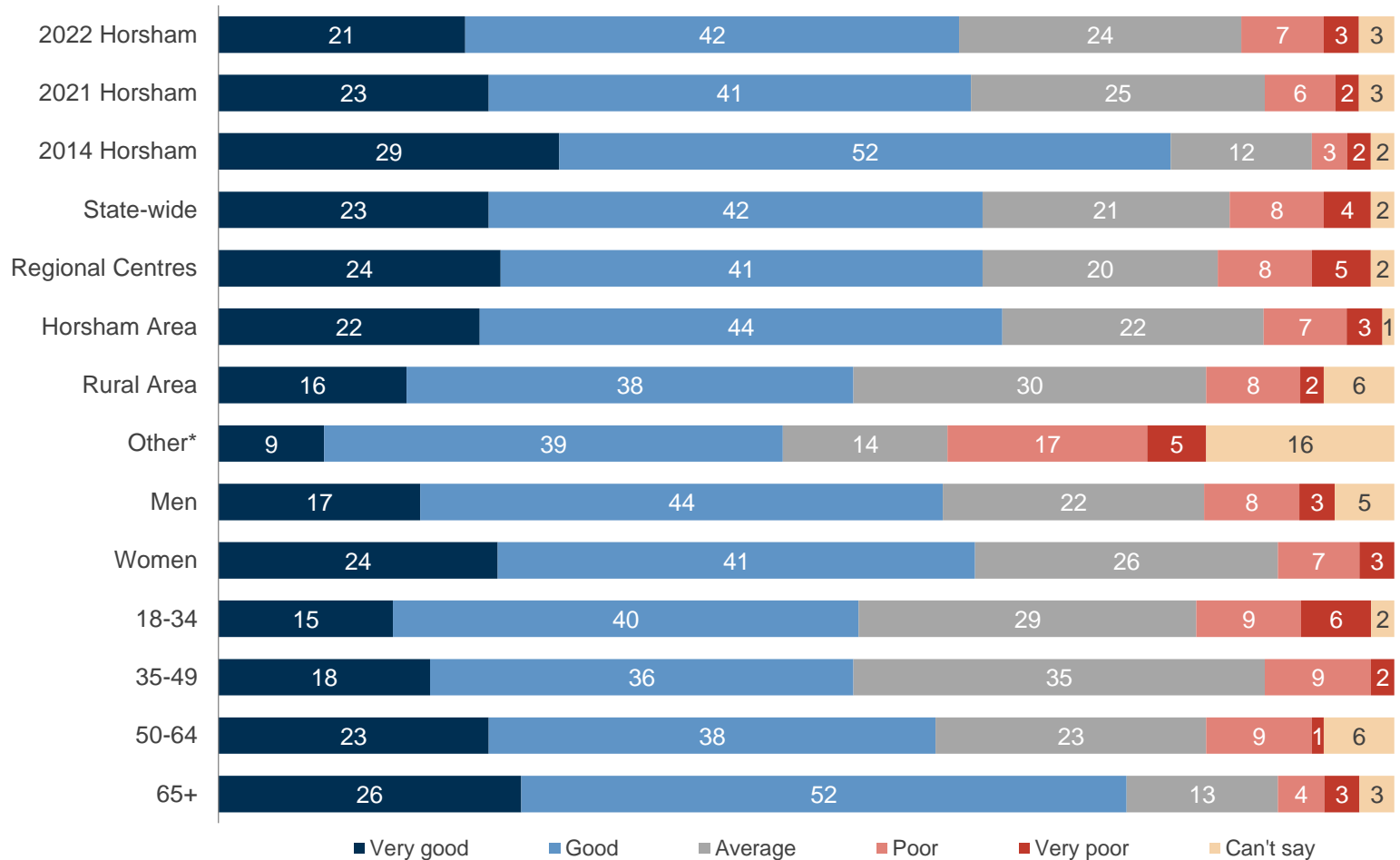
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Waste management performance



2022 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9
 *Caution: small sample size < n=30

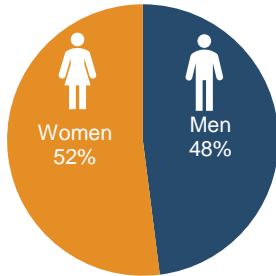
A large, stylized letter 'N' in a dark blue color. The interior of the 'N' is filled with a blurred photograph of a crowd of people, likely at a sporting event or festival, wearing various hats and clothing. The background of the slide is white.

Detailed demographics

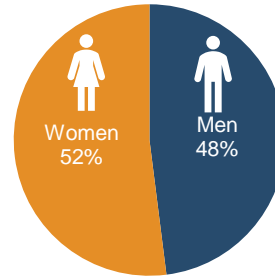
Gender and age profile

2022 gender

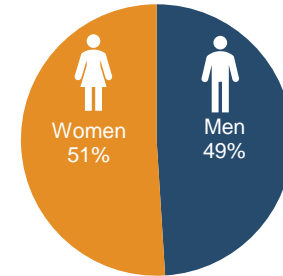
Horsham



Regional Centres

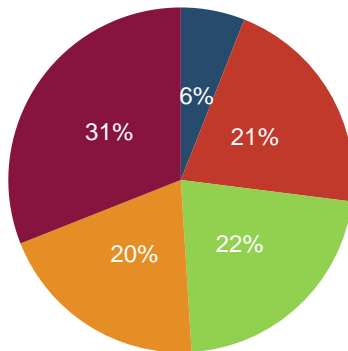


State-wide

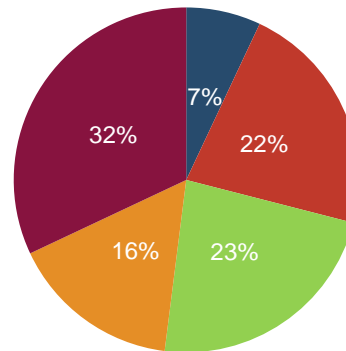


2022 age

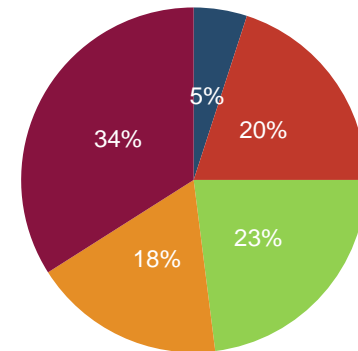
Horsham



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: 67 Councils asked group: 9
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

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

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



Appendix A: Index Scores

Index Scores

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

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

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

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

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

Appendix A: Margins of error



The sample size for the 2022 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 15,400 people aged 18 years and 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
Horsham Rural City Council	400	400	+/-4.8
Men	182	192	+/-7.2
Women	218	208	+/-6.6
Horsham Area	293	298	+/-5.7
Rural Area	88	86	+/-10.5
Other	19	16	+/-23.1
18-34 years	52	106	+/-13.7
35-49 years	81	88	+/-10.9
50-64 years	104	82	+/-9.6
65+ years	163	125	+/-7.7



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:

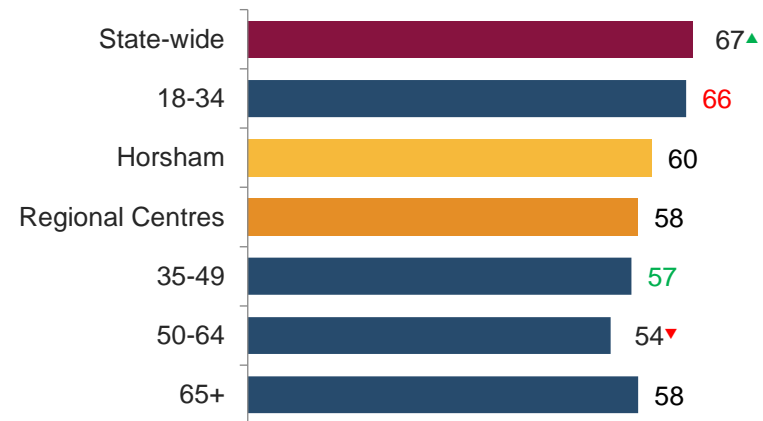
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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:

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

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.

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Within the negative space of the 'W', there are faint, light blue background graphics including a line graph with a grid and a bar chart with several bars of varying heights.

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=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 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 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 60% 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 across four quarters from 8th June, 2021 – 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

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:

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

Wherever appropriate, results for Horsham 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



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 2012-2022 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 sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

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

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

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

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

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

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

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

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

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