



2021 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-second year, this survey provides insight into the community's views on:

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

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

Serving Victoria for 22 years

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

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

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

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

Key findings and recommendations



Horsham Rural City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Horsham 54



State-wide 61



Regional Centres

60

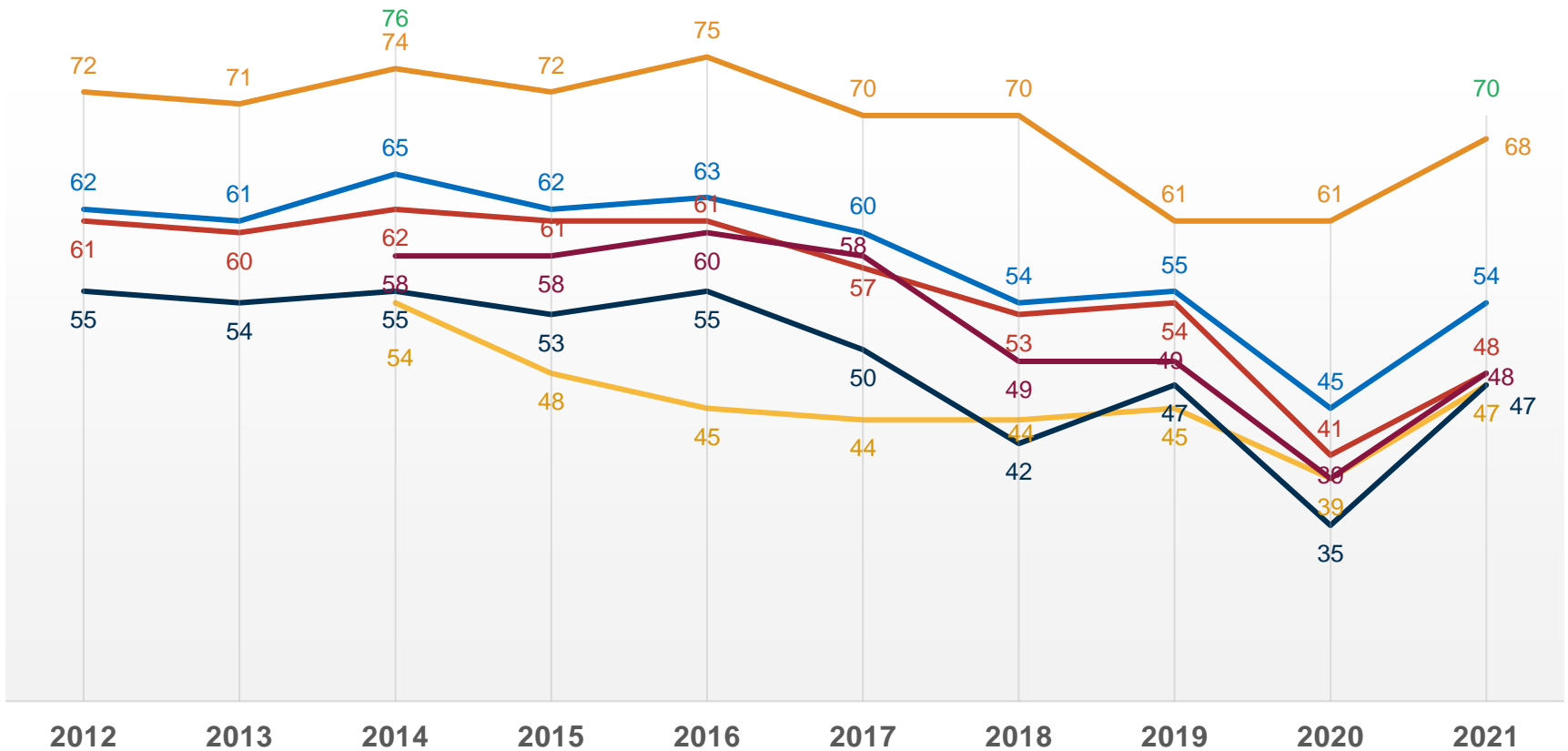
Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	Areas where Council performance is significantly lower
Compared to State-wide average	None	<ul style="list-style-type: none"> Sealed local roads Community decisions Consultation & engagement
Compared to group average	None	<ul style="list-style-type: none"> Sealed local roads Consultation & engagement Community decisions



Summary of core measures

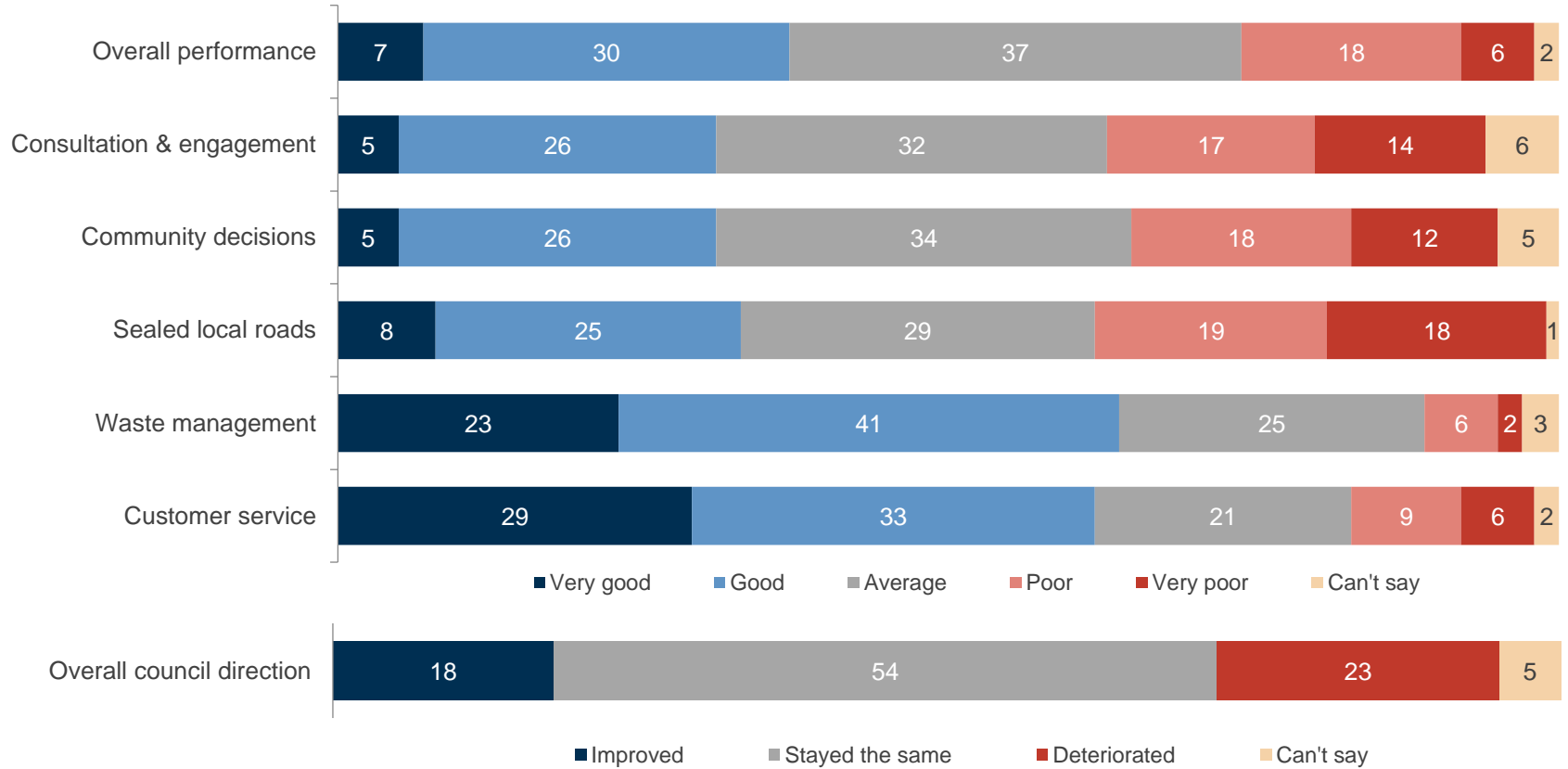
Index scores













Summary of core measures

Core measures summary results (%)





Summary of Horsham Rural City Council performance

Services		Horsham 2021	Horsham 2020	Regional Centres 2021	State-wide 2021	Highest score	Lowest Score
	Overall performance	54	45	60	61	Aged 18-34 years	Rural Area residents
	Value for money	50	-	55	54	Aged 65+ years	Rural Area residents
	Overall council direction	47	35	54	53	Women	Rural Area residents
	Customer service	68	61	71	70	Women	Men
	Waste management	70	-	69	69	Aged 65+ years, Horsham Area residents, Women	Aged 50-64 years
	Community decisions	48	39	54	56	Aged 18-34 years	Rural Area residents
	Consultation & engagement	48	41	54	56	Aged 35-49 years, Women	Rural Area residents
	Sealed local roads	47	39	60	57	Aged 65+ years	Rural Area residents



Focus areas for the next 12 months

Overview

Council's overall performance index of 54 represents a significant nine-point improvement on the 2020 evaluation. While this is a positive result, perceptions of Council performance had previously declined from a high rating of 65 in 2014, and Council should look to recover more of this ground over the next year. Promisingly, performance ratings have improved this year across all individual service areas – significantly so on most.

Focus areas

Council should look to improve residents' perceptions of service areas where it performs relatively lower, namely in sealed local roads, consultation and engagement, and community decisions. Community consultation and sealed road maintenance remain the most frequently-cited areas that residents say Council needs to improve upon.

Comparison to state and area grouping

Waste management and customer service are the two areas where Council's performance is in line with that of the State-wide and Regional Centre group averages. This is to be commended. Council performs significantly lower than the State-wide and Regional Centre group averages on the remaining service areas evaluated.

Maintain gains achieved to date

Over the next year, Council should endeavor to maintain and build upon its improved performance in all service areas. Council must demonstrate it has its residents' interests in mind, consults them on relevant matters, and is once again heading in the right direction. Given residents in Rural and Other Areas rate Council lower than average on most measures, as well as overall performance, it will be important to boost positive perceptions throughout these regions, to shore up overall performance perceptions moving forward.

DETAILED FINDINGS



Overall performance



Overall performance

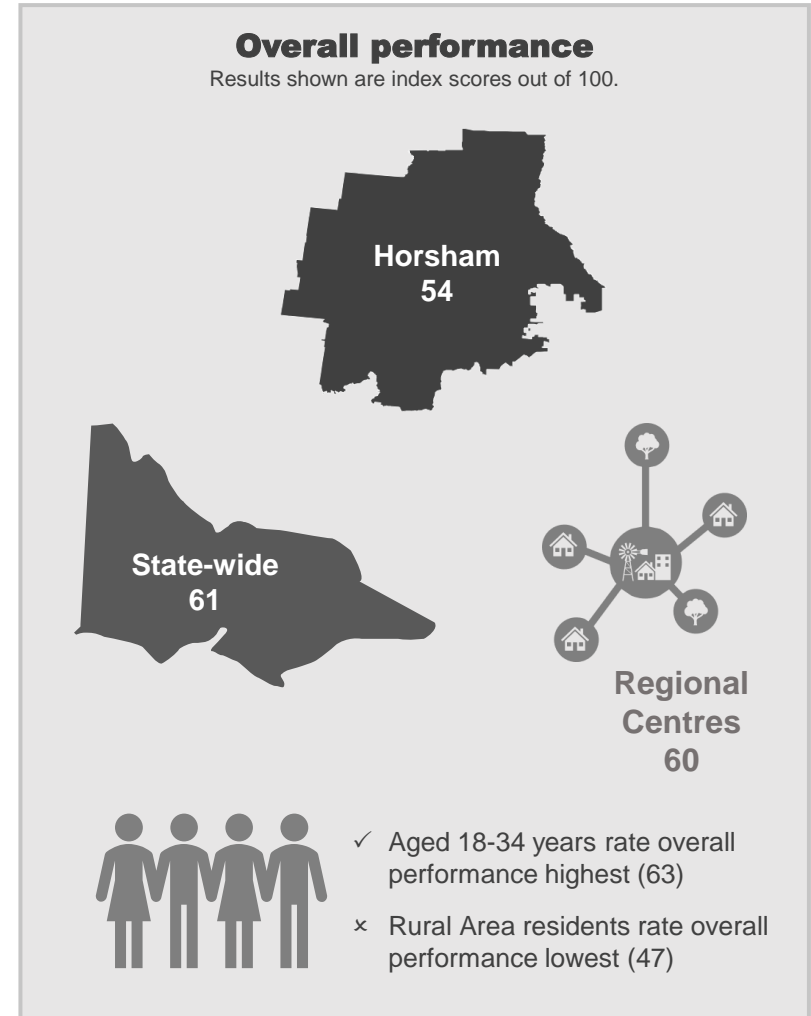
The overall performance index score of 54 for Horsham Rural City Council represents a significant nine-point improvement on the 2020 result. This marks an end to the significant downward trend in performance perceptions seen over six years from a peak index score of 65 in 2014 to a low of 45 last year.

Horsham Rural City Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Regional Centres group and State-wide (index scores of 60 and 61 respectively).

- Positively, all demographic and geographic cohorts improved in their perceptions of overall performance in the past year.
- The ratings among residents aged 18 to 49 years and in the Horsham Area increased significantly (each up 10 or more index points on 2020).

More than a third of residents (35%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. A further third of residents (33%) rate Council as 'average', while 28% rate Council as 'very poor' or 'poor' in terms of providing value for money.

- Rural Area residents are significantly less positive in their assessment of Council's value for money.





Overall performance

2021 overall performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	48	57	58	66	62	63	63	63	67
State-wide	58	60	59	59	59	60	61	60	60
Regional Centres	56	58	58	57	n/a	n/a	n/a	n/a	n/a
Women	50	60	57	63	64	64	66	62	62
Horsham Area	46	58	55	61	65	64	66	n/a	63
Horsham	45	55	54	60	63	62	65	61	62
35-49	42	53	53	53	61	57	65	59	60
65+	46	58	57	61	64	65	69	59	65
Men	40	49	51	56	62	59	64	59	62
50-64	45	50	48	58	64	60	60	61	56
Other	51	52	54	52	62	53	68	n/a	55
Rural Area	41	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: 66 Councils asked group: 8

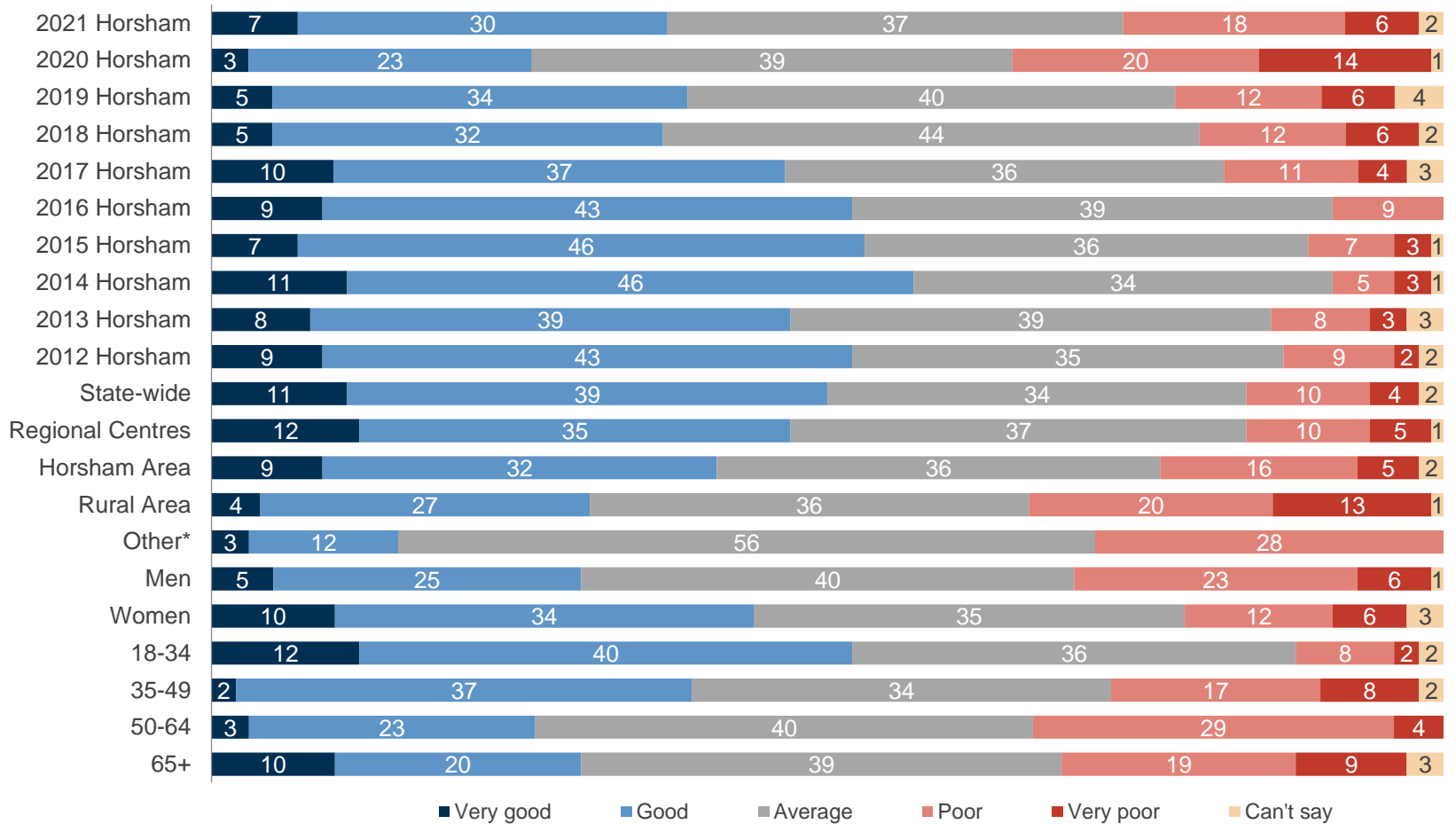
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Overall performance

2021 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: 66 Councils asked group: 8

*Caution: small sample size < n=30



Value for money in services and infrastructure

2021 value for money (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	55▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	54▲	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Horsham Area	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Horsham	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	47	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	47	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	45*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rural Area	43▼	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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: 8

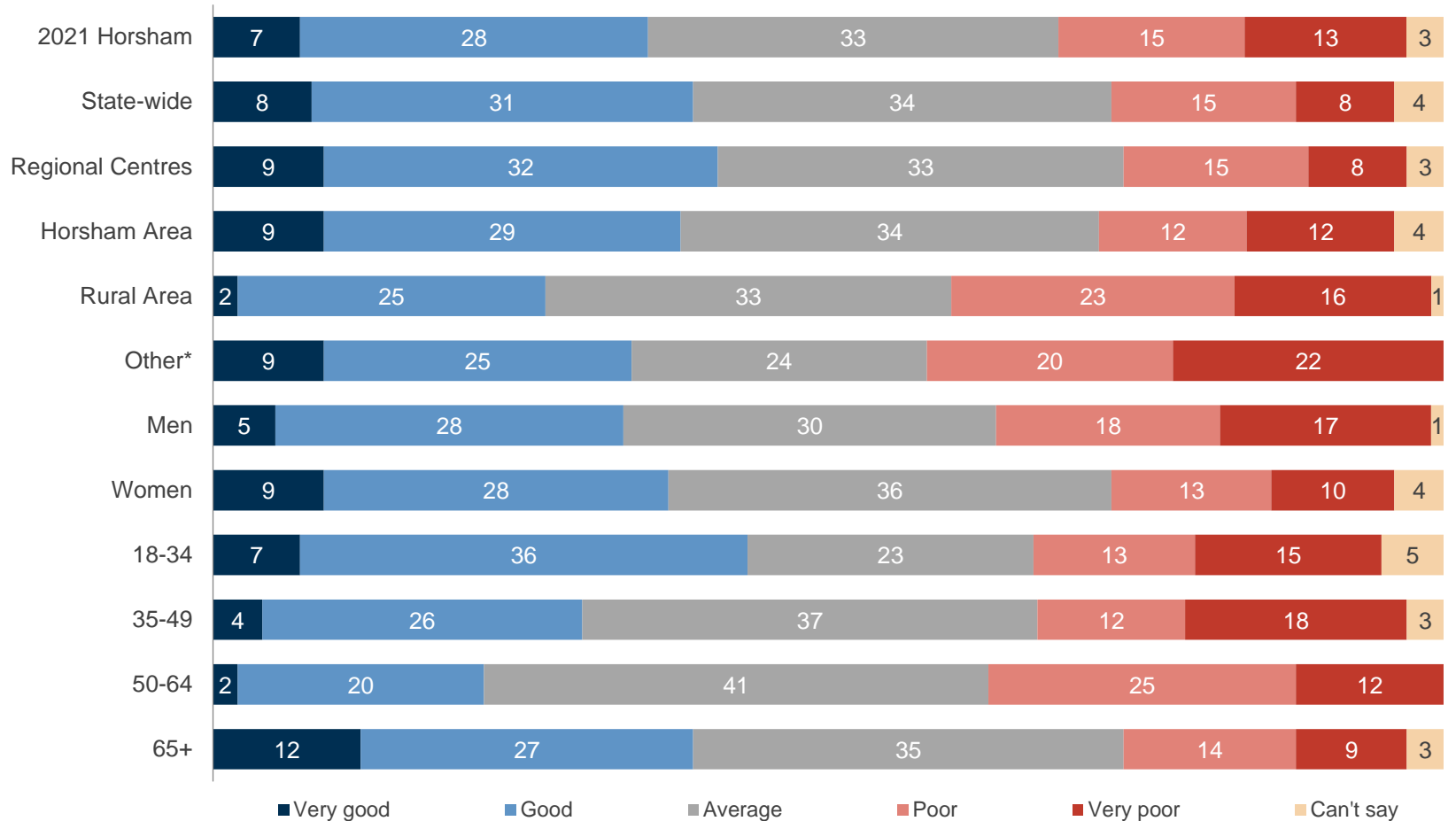
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Value for money in services and infrastructure

2021 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: 8

*Caution: small sample size < n=30



Top performing service areas

Waste management (index score of 70) is the area where Horsham Rural City Council performed best in 2021.

Council performs in line with the Regional Centres group and State-wide averages in this service area.

- Residents aged 65 years and over, women, and those in the Horsham Area rate Council higher in this service area (each with an index score of 73, noting that this not significantly higher than average).
- Conversely, 50 to 64 year-olds and residents of Other Areas (noting this is a small sample size and results should be treated with caution) rate Council significantly lower than average (index scores of 60 and 50 respectively).

Waste management is also one of the most commonly nominated issues or services that residents consider to be the best thing about Council (7%).



Waste management (index score of 70) is the area where Council performed best in 2021.



Lower performing service areas



Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 47).

Council rates lower – relative to its performance in other areas – in the areas of sealed local roads (index score of 47), consultation and engagement and community decisions (both with an index score of 48).

Despite having improved significantly in each of these areas, performance ratings remain significantly lower than the Regional Centres group and State-wide averages, and well below those seen in 2014 to 2016.

- Sealed local roads performance is rated significantly lower among residents of Rural Areas (index score of 36) and Other Areas (index score of 27 – noting this is a small sample size). It is these areas where attention should be focused first.
- Council performance for consultation and engagement and community decisions are both rated lowest among those in Rural Areas, 50 to 64 year-olds and men.

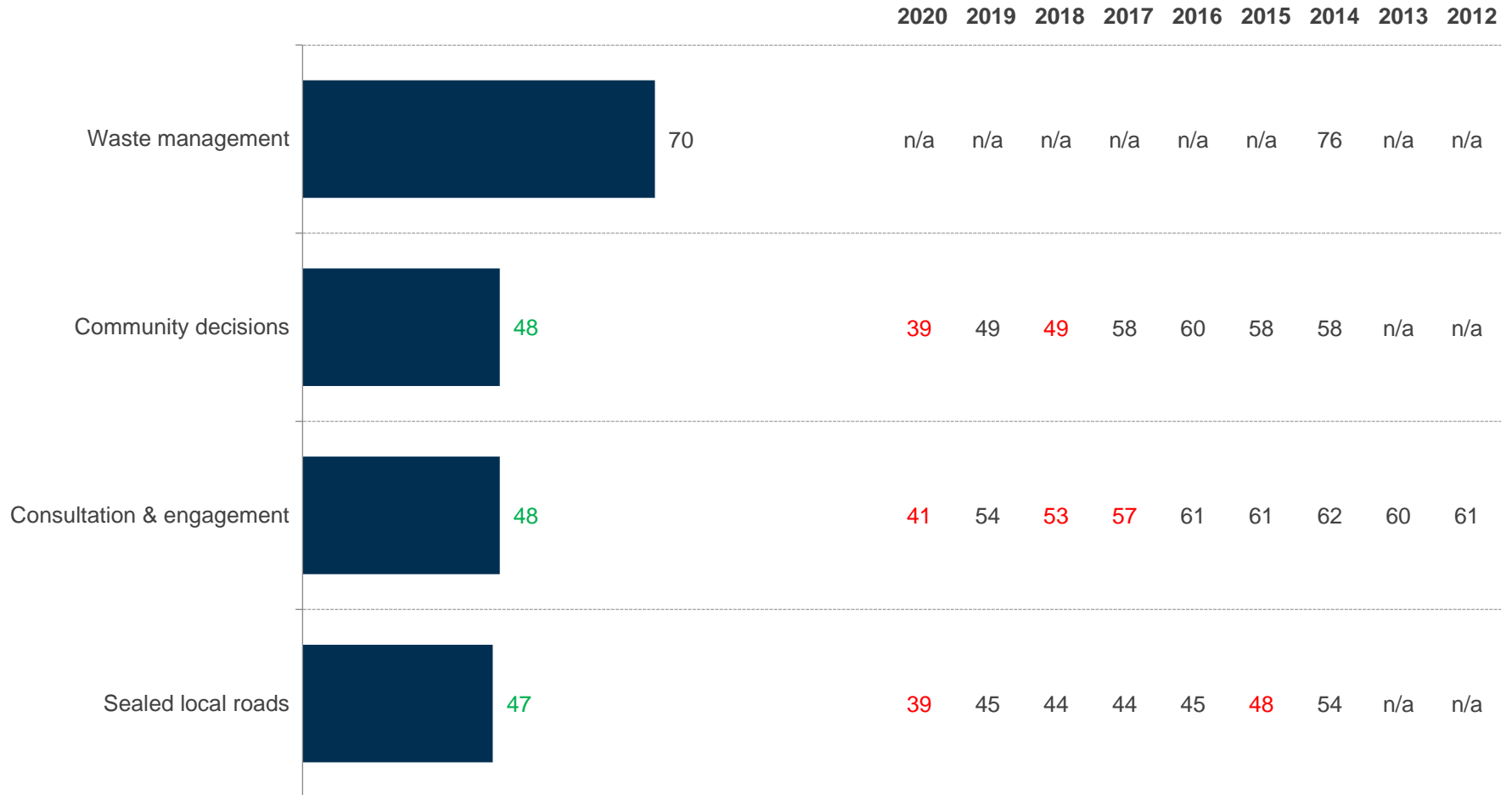
Further to these results, 25% of residents volunteer community consultation as the area where Council most needs to improve, and 18% cite sealed road maintenance.

Given residents in Rural Areas rate Council lower than average on most areas evaluated, it is important for Council to conciliate concerns among these residents in the coming 12 months.



Individual service area performance

2021 individual service area performance (index scores)



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

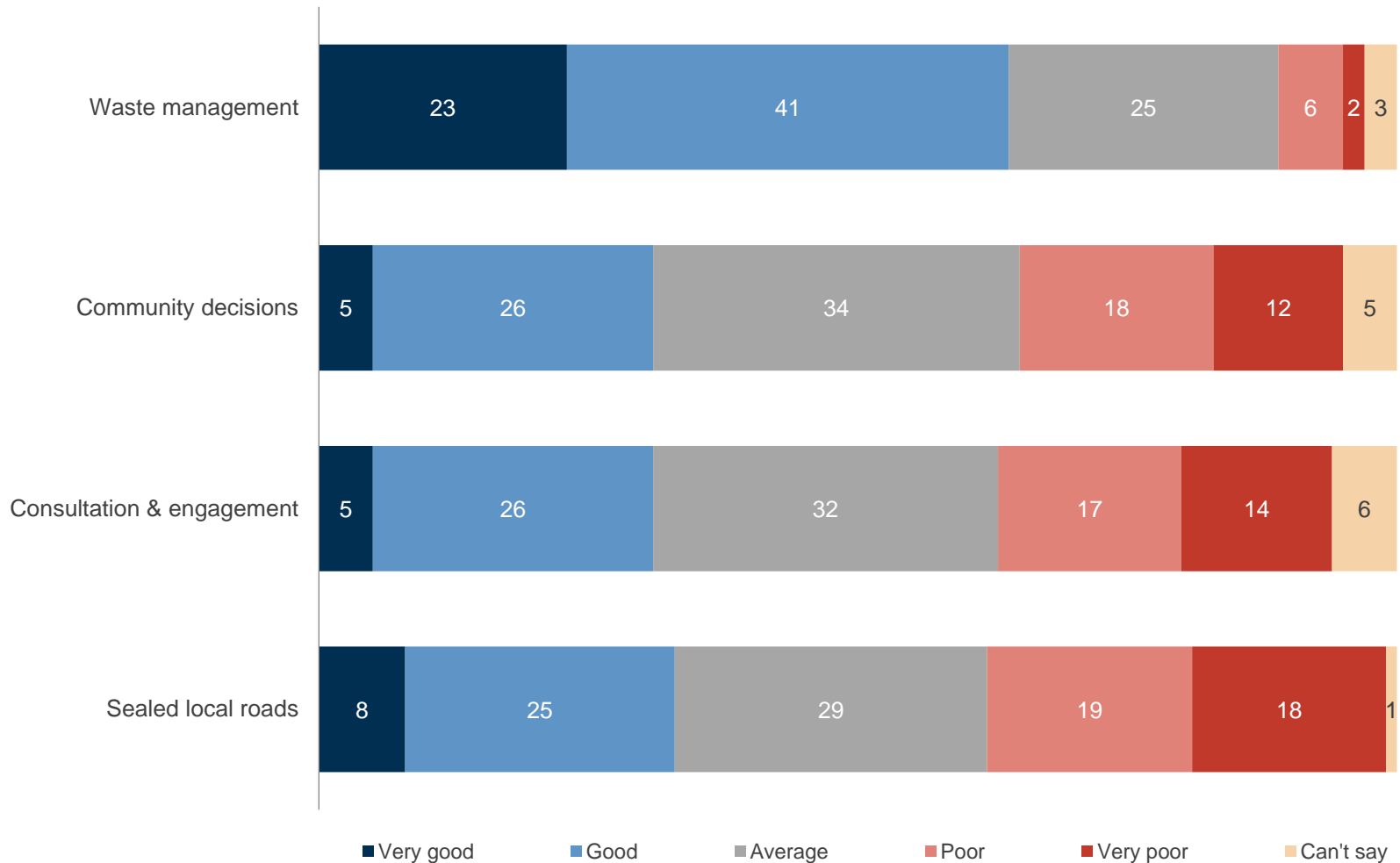
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



Individual service area performance

2021 individual service area performance (%)

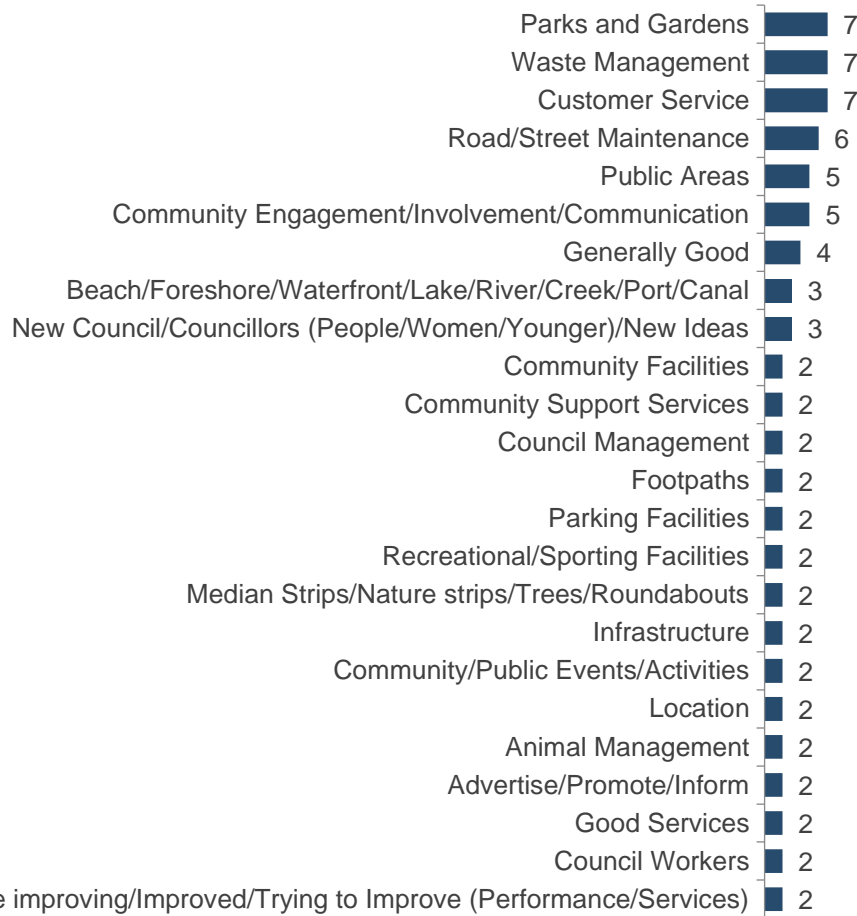


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

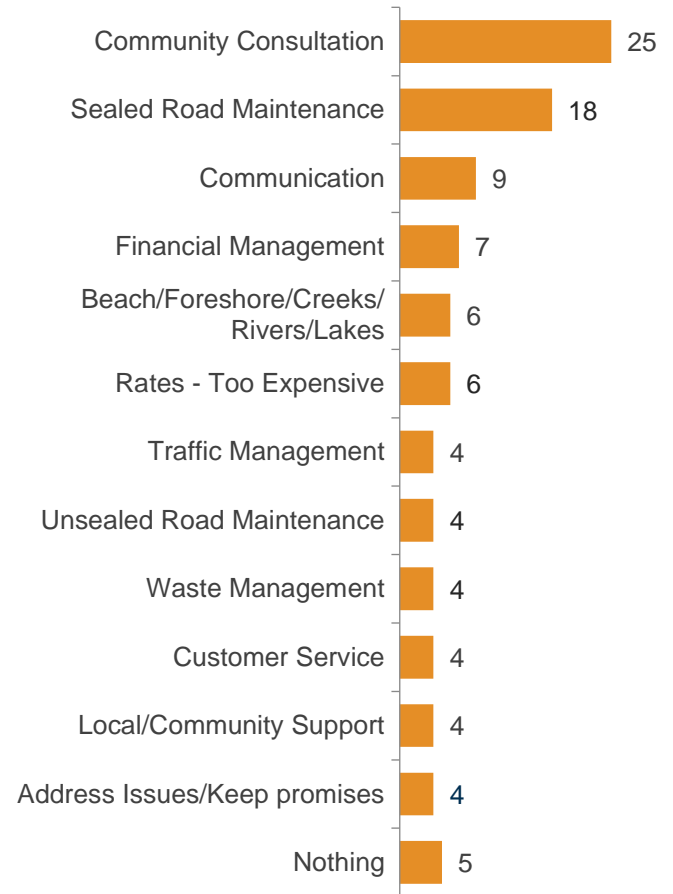


Best things about Council and areas for improvement

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



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



Q16. Please tell me what is the ONE BEST thing about 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: 28 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: 45 Councils asked group: 8

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



Customer service



Contact with council and customer service

Contact with council

More than half of households (58%) have had contact with Horsham Rural City Council in the last 12 months. Rate of contact has remained relatively stable since 2017.

- The rate of contact is highest among residents aged 35 to 49 years (69%) although this is not significantly different to the Council average.



Among those who have had contact with Council, 62% provide a positive customer service rating of 'very good' or 'good', including 29% of residents who rate Council's customer service as 'very good'.

Customer service

Horsham Rural City Council's customer service index of 68 marks a significant seven-point increase from 2020.

- Contributing to this improvement are significant increases to ratings among women, 18 to 34 year-olds and Horsham Area residents (each up 10 or more index points on 2020).

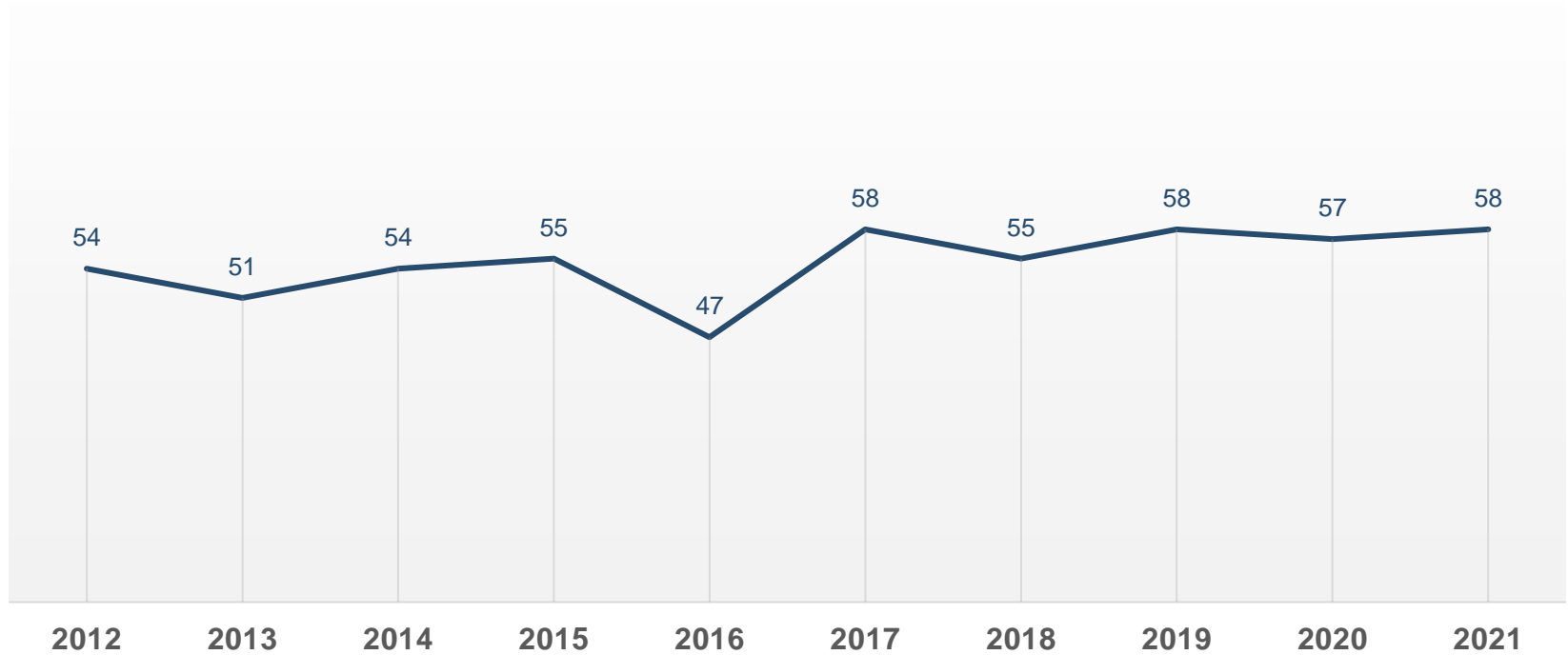
Of those who had contact with Council, 62% provide a positive customer service rating of 'very good' or 'good'.

- Perceptions of customer service are significantly higher among women (index score of 76) and significantly lower among men (58).
- Male residents are the only cohort to return a lower customer service rating than last year (down a not significant one index point).



Contact with council

2021 contact with council (%)
Have had contact



Q5. Over the last 12 months, have you or any member of your household had any contact with 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: 39 Councils asked group: 4



Contact with council

2021 contact with council (%)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
35-49	69	66	62	59	69	58	66	57	59	66
Rural Area	62	55	64	60	65	51	72	60	n/a	65
State-wide	61	63	61	58	58	60	61	60	60	61
50-64	60	60	67	61	61	50	62	63	54	52
Women	59	60	56	53	60	48	49	55	52	59
Horsham	58	57	58	55	58	47	55	54	51	54
Other	58*	46	58	68	54	49	79	40	n/a	63
Regional Centres	56	59	58	56	56	n/a	n/a	n/a	n/a	n/a
Horsham Area	56	58	56	52	56	45	49	54	n/a	50
Men	56	53	59	57	56	45	62	54	49	49
18-34	55	60	63	54	55	32	51	60	47	51
65+	52	46	46	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: 39 Councils asked group: 4

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

*Caution: small sample size < n=30



Customer service rating

2021 customer service rating (index scores)

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

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: 66 Councils asked group: 8

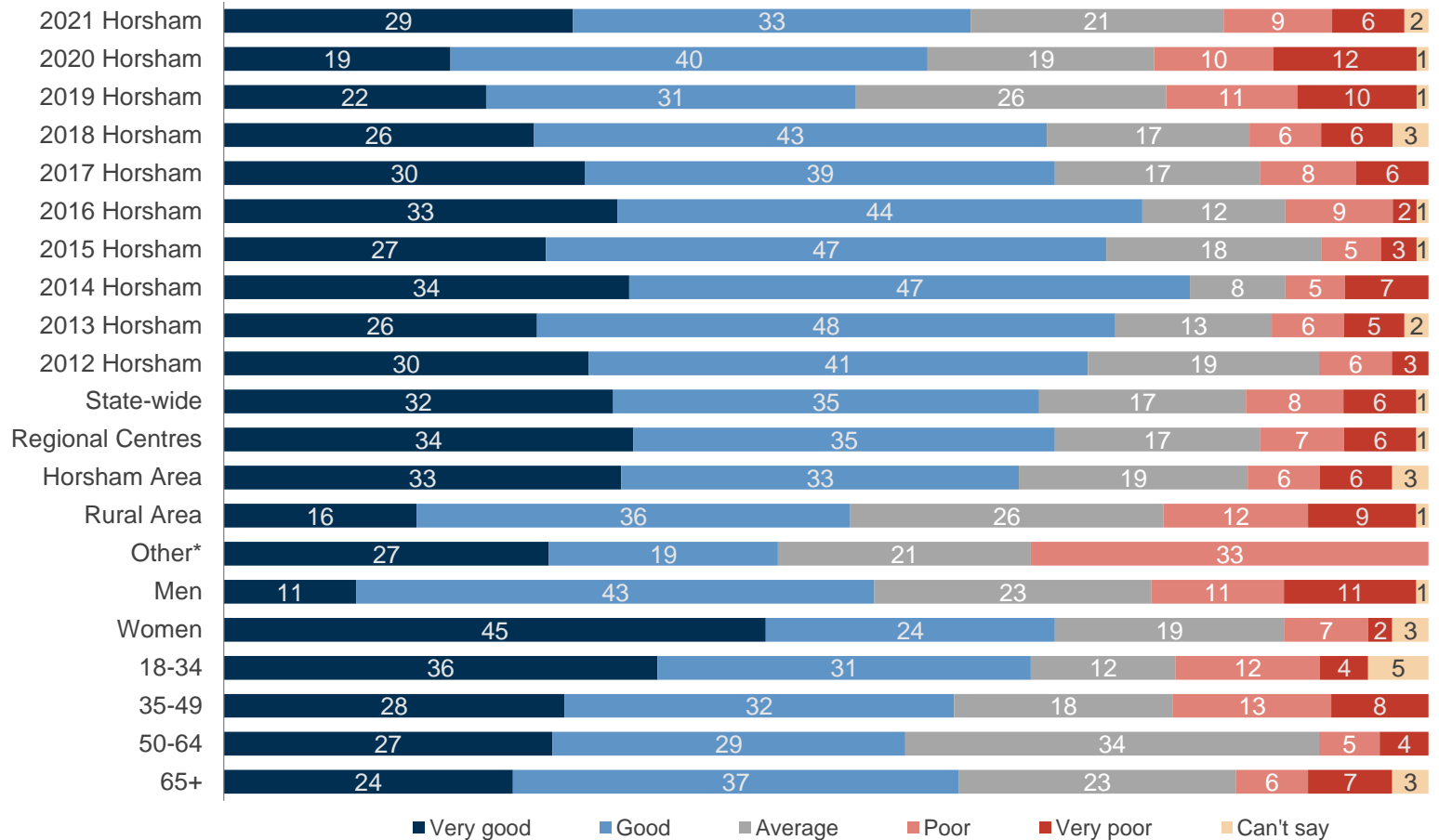
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Customer service rating

2021 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: 66 Councils asked group: 8
 *Caution: small sample size < n=30



Communication

Communication

The preferred forms of communication from Horsham Rural City Council remain social media (22%) and newsletters via email (21%) or via mail (20%).

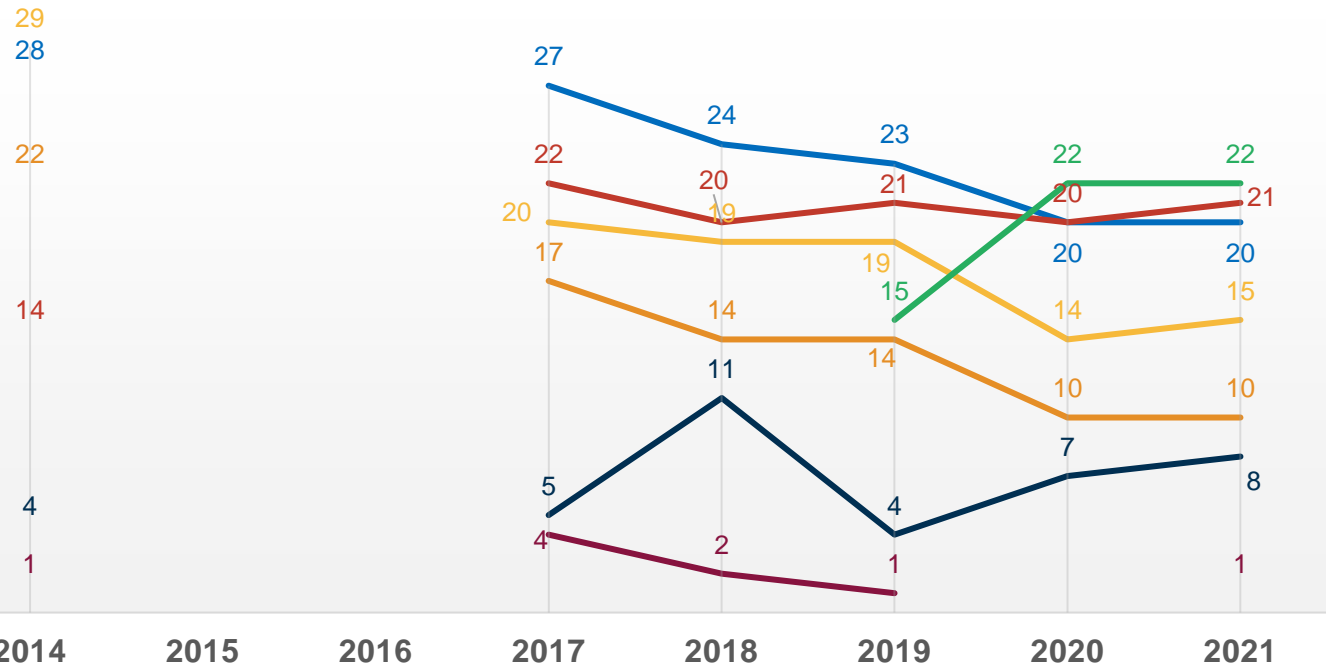
- Among those aged under 50 years, social media (40%) is largely preferred over newsletters via email (18%) or mail (15%).
- Among residents aged over 50 years, newsletters via email (25%) are now preferred over those via mail and advertising in local newspapers (both 23%).





Best form of communication

2021 best form of communication (%)

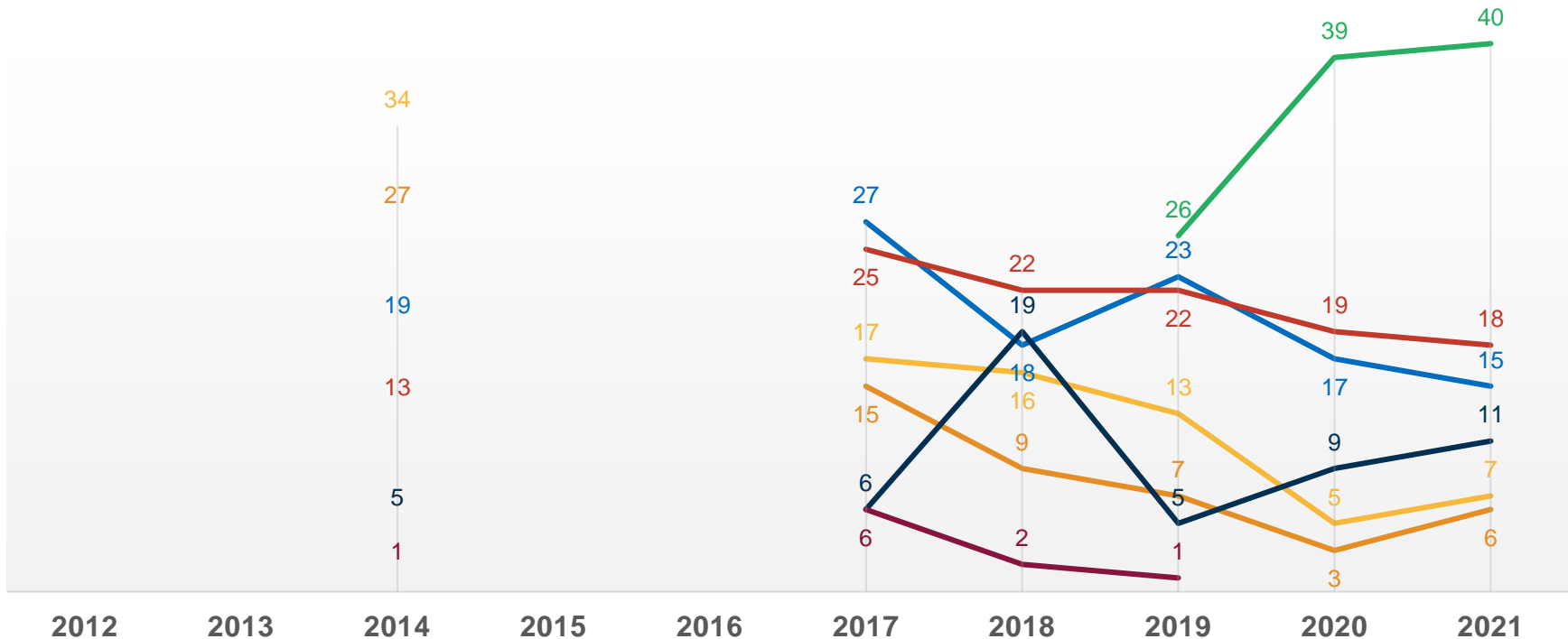


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 35 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2021 under 50s best form of communication (%)

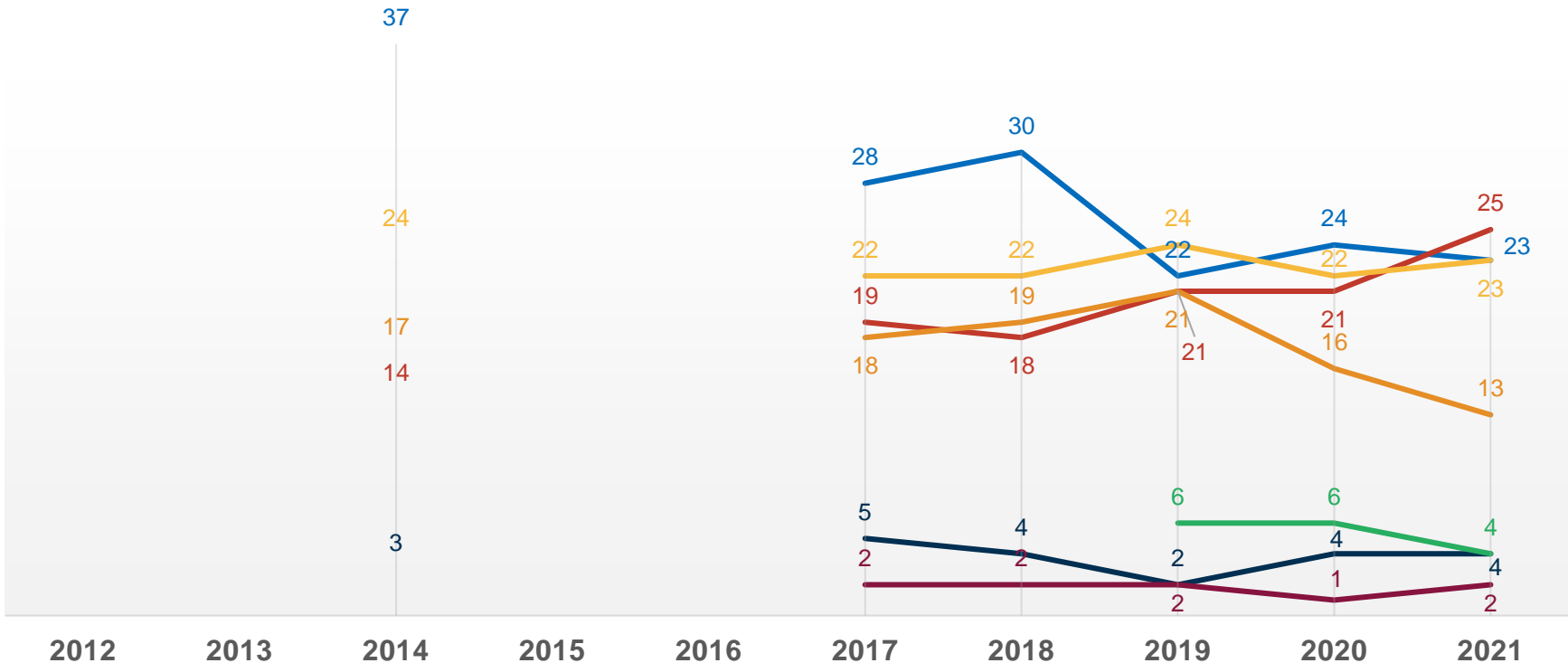


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked state-wide: 35 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2021 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: 35 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



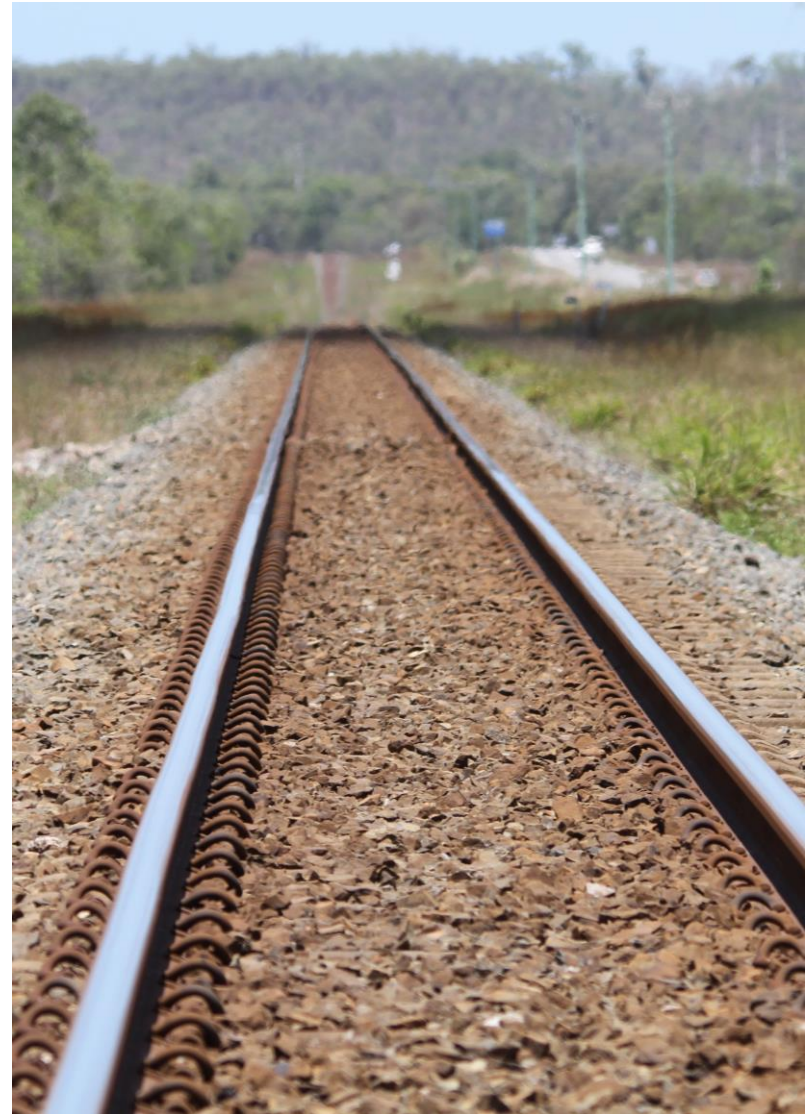
Council direction

Council direction

Perceptions of the direction of Council's overall performance have recovered somewhat, after a significant decline in 2020.

An increased majority (54%) of residents believe the direction of Council's overall performance has stayed the same over the last 12 months, up seven points on 2020.

- 18% believe it has improved (up seven points from 2020).
- 23% believe it has deteriorated (down seventeen points from 2020).
- Most satisfied with the direction of Council performance are women and Horsham Area residents (index scores of 50 and 49 respectively).
- Least satisfied with the direction of Council are Rural Area and Other residents (index scores of 41).





Overall council direction last 12 months

2021 overall council direction (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	54▲	50	52	53	55	n/a	n/a	n/a	n/a	n/a
State-wide	53▲	51	53	52	53	51	53	53	53	52
Women	50	39	51	44	54	58	56	55	54	57
Horsham Area	49	36	49	43	52	56	55	55	n/a	56
65+	48	31	48	43	51	58	56	59	54	55
18-34	48	41	53	44	56	55	55	47	58	57
Horsham	47	35	47	42	50	55	53	55	54	55
35-49	46	35	42	42	45	50	47	59	48	52
50-64	44	35	40	36	47	55	51	54	54	54
Men	44	31	42	39	46	51	50	55	53	53
Rural Area	41	28	36	37	45	52	47	54	n/a	52
Other	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: 66 Councils asked group: 8

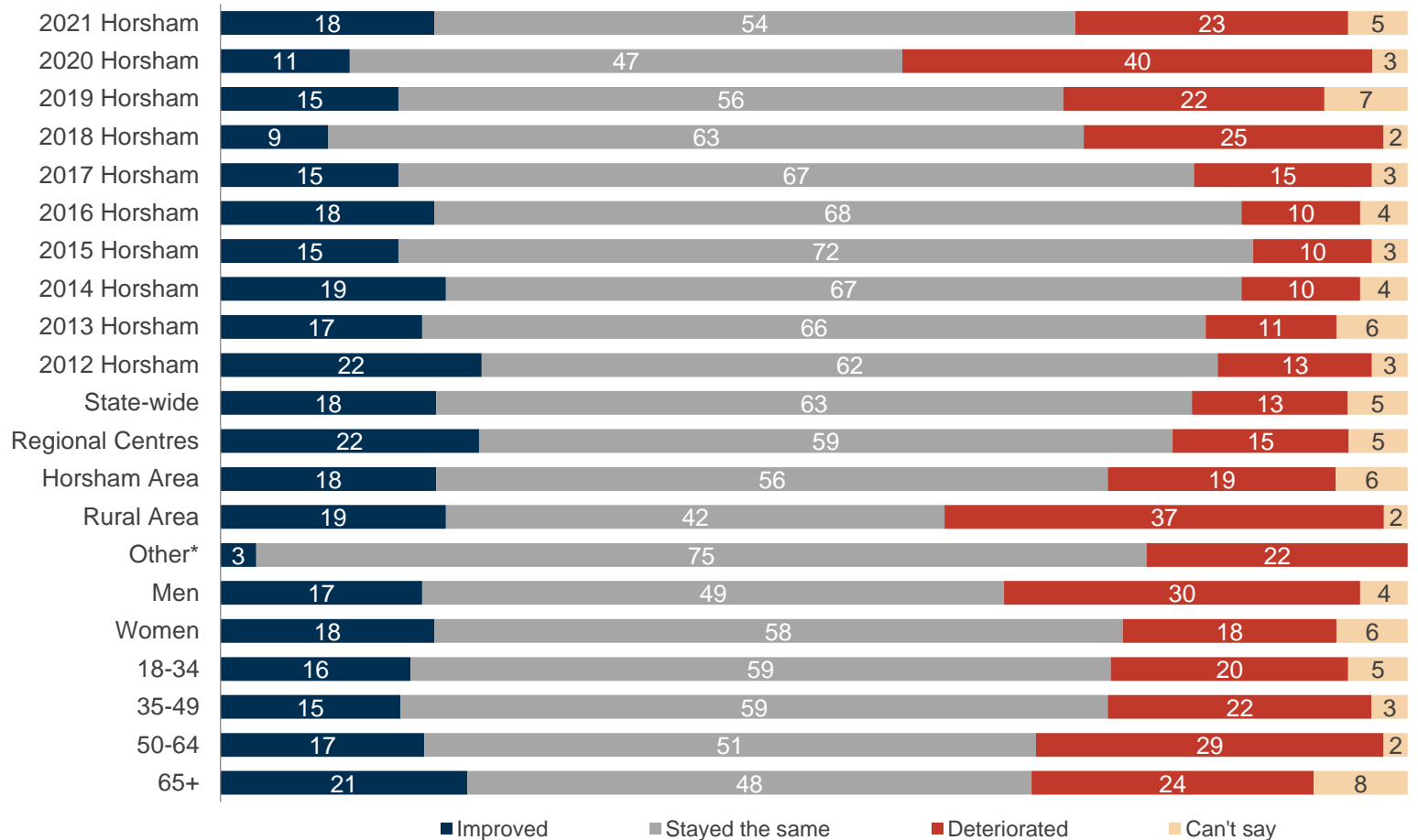
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Overall council direction last 12 months

2021 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: 66 Councils asked group: 8

*Caution: small sample size < n=30



Individual service areas



Community consultation and engagement performance



2021 consultation and engagement performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	55	56	55	55	54	56	57	57	57
Regional Centres	51	54	55	54	n/a	n/a	n/a	n/a	n/a
35-49	43	50	49	53	56	58	60	60	59
Women	44	56	55	59	63	63	63	62	61
Horsham Area	42	56	54	57	61	62	62	n/a	62
18-34	44	58	59	62	61	63	63	63	63
Horsham	41	54	53	57	61	61	62	60	61
65+	38	56	53	59	63	64	66	58	65
Men	37	51	51	55	58	58	61	58	61
50-64	38	47	49	54	62	57	57	60	56
Rural Area	35	47	51	57	58	58	58	n/a	58
Other	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: 66 Councils asked group: 8

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

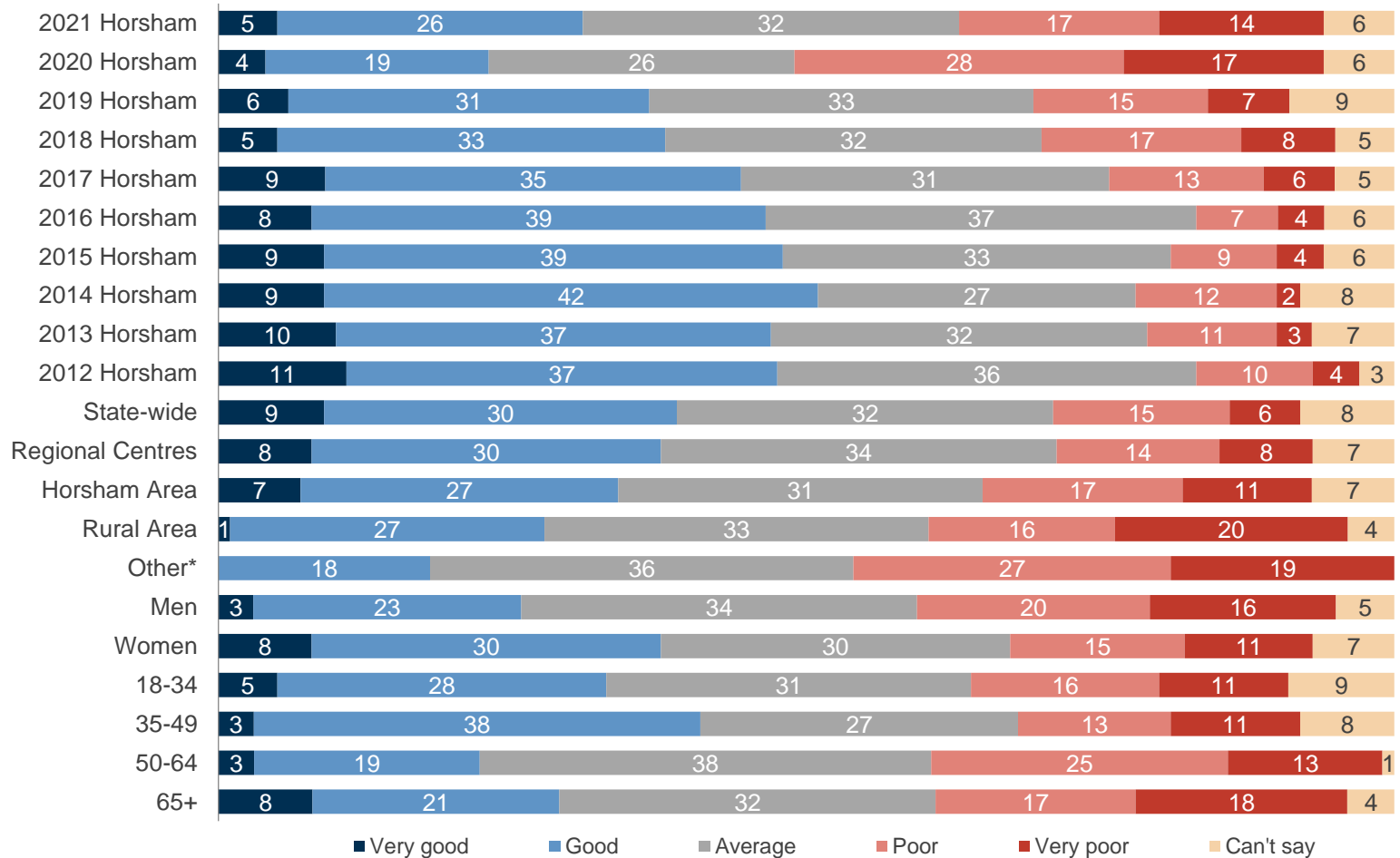
*Caution: small sample size < n=30



Community consultation and engagement performance



2021 consultation and engagement performance (%)



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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

*Caution: small sample size < n=30

Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	53	55	54	54	54	55	57	n/a	n/a
18-34	43	51	48	64	62	60	57	n/a	n/a
Regional Centres	50	52	52	52	n/a	n/a	n/a	n/a	n/a
Women	43	53	50	62	64	60	59	n/a	n/a
Horsham Area	40	52	51	59	62	60	59	n/a	n/a
Horsham	39	49	49	58	60	58	58	n/a	n/a
35-49	34	48	51	53	56	56	59	n/a	n/a
65+	41	51	52	59	63	59	63	n/a	n/a
Men	35	45	48	54	57	56	58	n/a	n/a
50-64	38	46	47	55	59	56	53	n/a	n/a
Rural Area	36	40	44	55	54	54	55	n/a	n/a
Other	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: 66 Councils asked group: 8

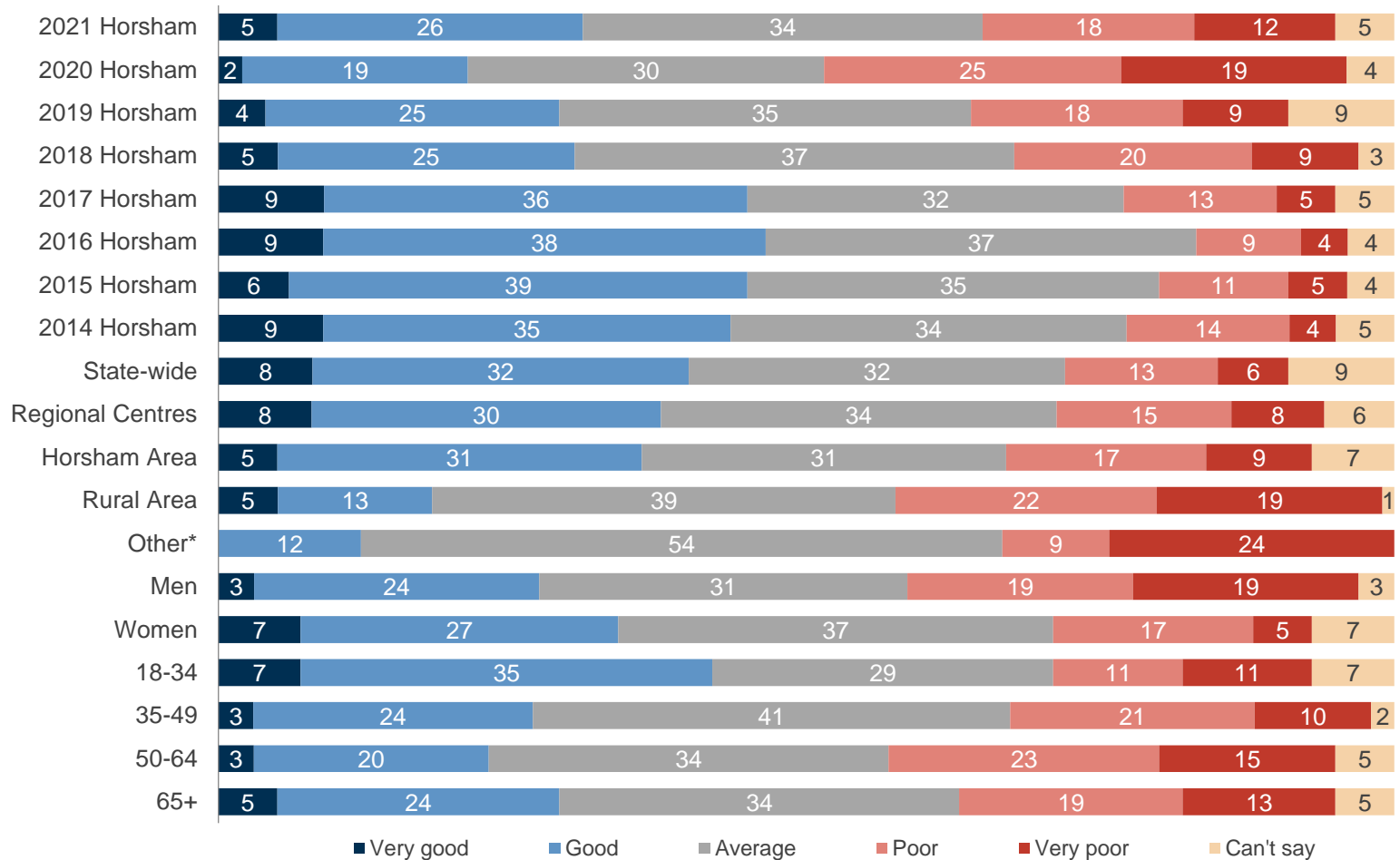
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Decisions made in the interest of the community performance



2021 community decisions made performance (%)



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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2021 sealed local roads performance (index scores)

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

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

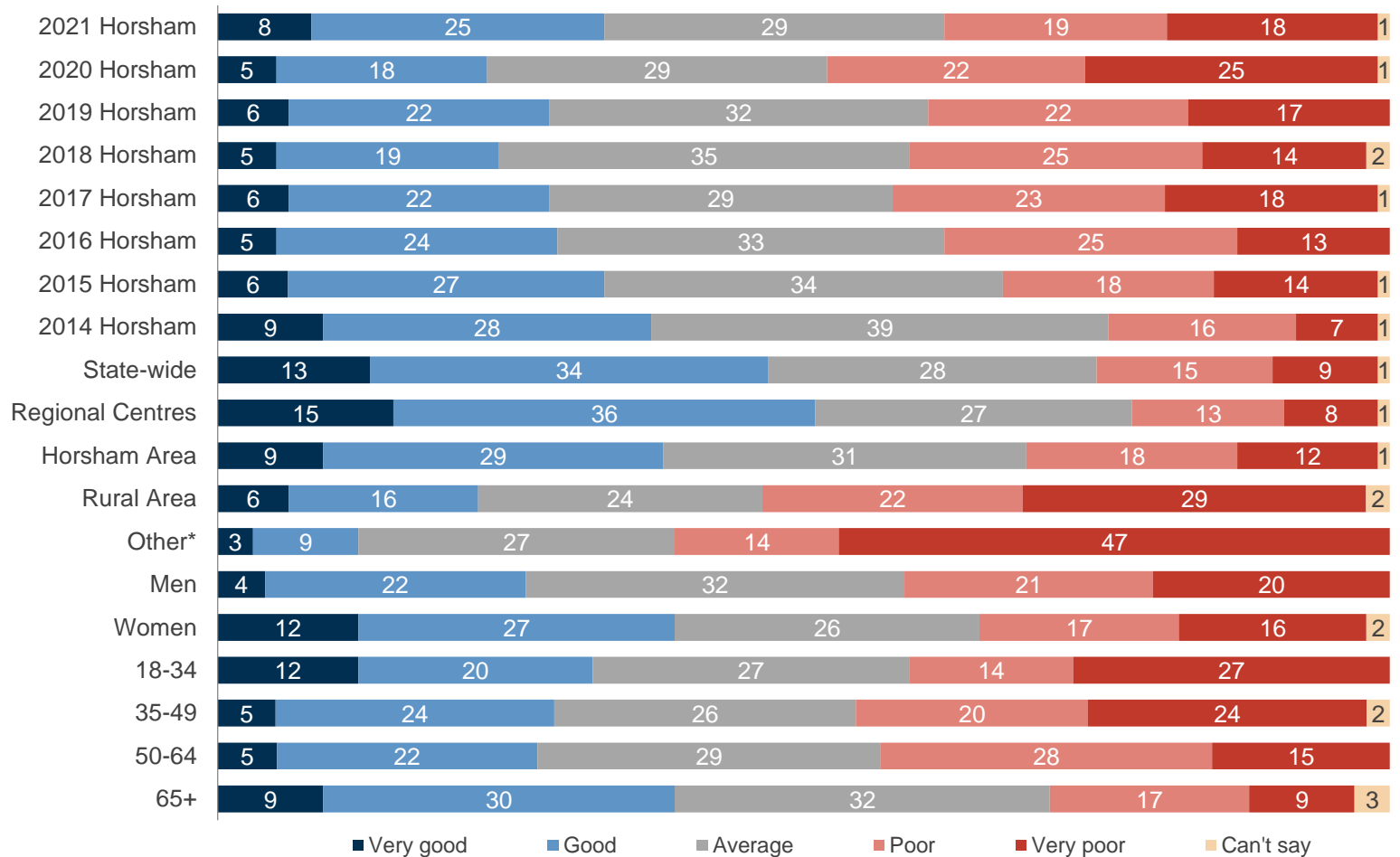
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2021 sealed local roads performance (%)



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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

*Caution: small sample size < n=30



Waste management performance



2021 waste management performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
65+	73	n/a	n/a	n/a	n/a	n/a	79	n/a	n/a
Horsham Area	73	n/a	n/a	n/a	n/a	n/a	78	n/a	n/a
Women	73	n/a	n/a	n/a	n/a	n/a	77	n/a	n/a
18-34	72	n/a	n/a	n/a	n/a	n/a	75	n/a	n/a
Horsham	70	n/a	n/a	n/a	n/a	n/a	76	n/a	n/a
Regional Centres	69	66	68	70	69	n/a	n/a	n/a	n/a
State-wide	69	65	68	70	71	70	72	73	71
35-49	68	n/a	n/a	n/a	n/a	n/a	76	n/a	n/a
Men	66	n/a	n/a	n/a	n/a	n/a	76	n/a	n/a
Rural Area	65	n/a	n/a	n/a	n/a	n/a	72	n/a	n/a
50-64	60▼	n/a	n/a	n/a	n/a	n/a	76	n/a	n/a
Other	50*▼	n/a	n/a	n/a	n/a	n/a	71	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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

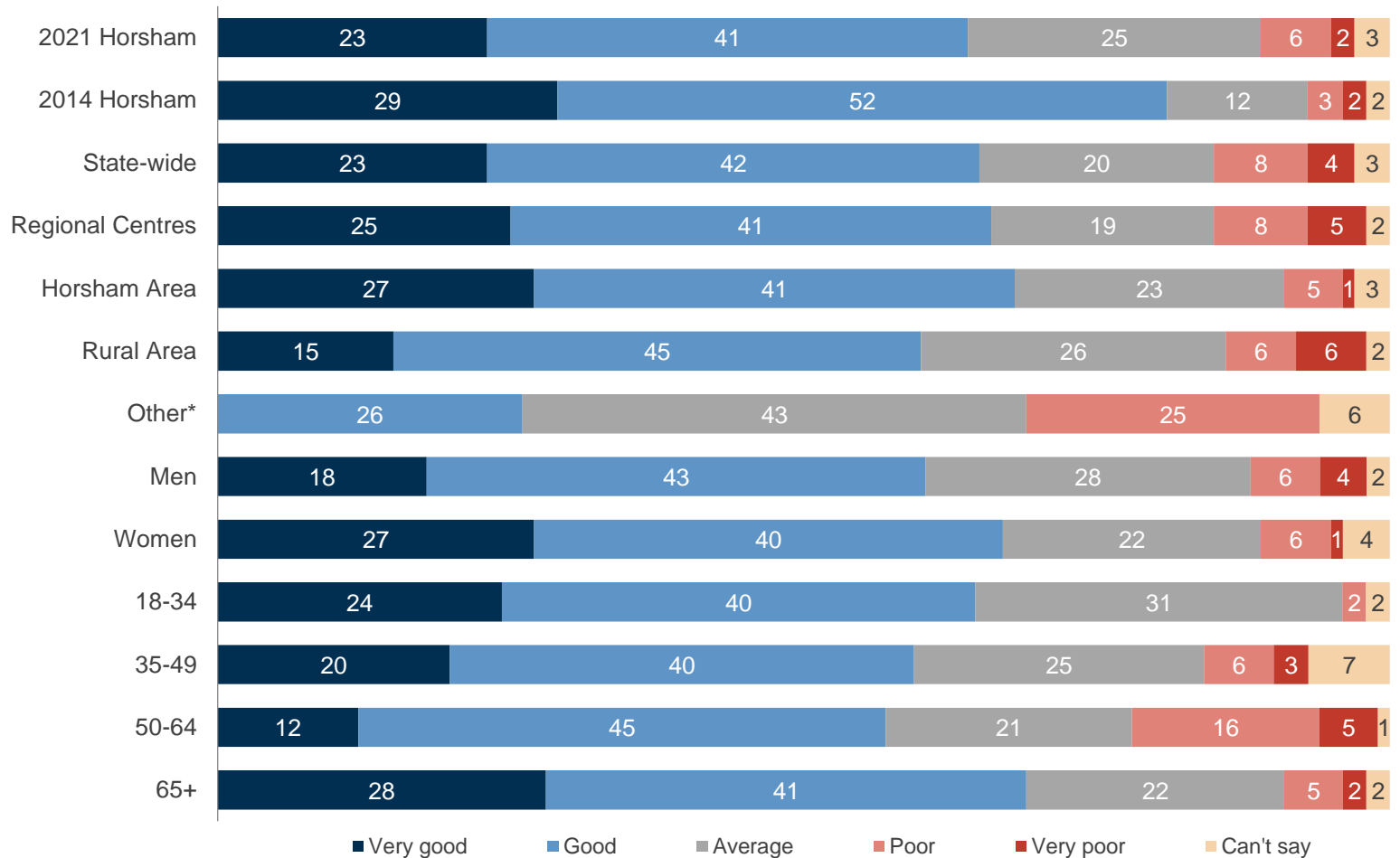
*Caution: small sample size < n=30



Waste management performance



2021 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8
 *Caution: small sample size < n=30



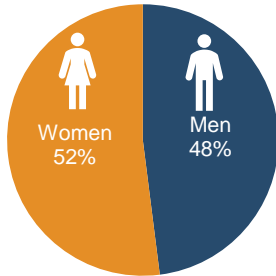
Detailed demographics



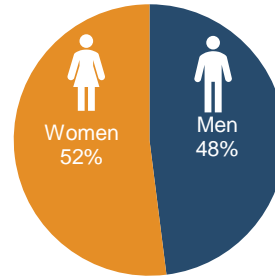
Gender and age profile

2021 gender

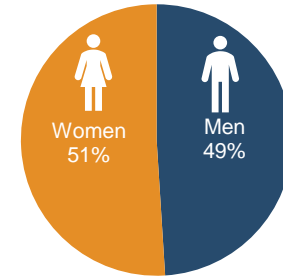
Horsham



Regional Centres

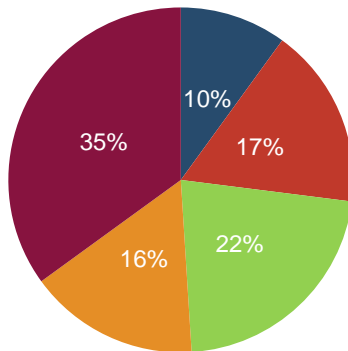


State-wide

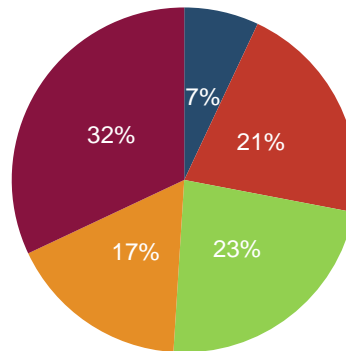


2021 age

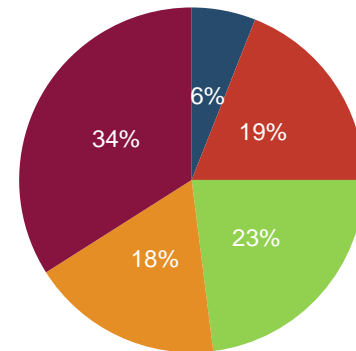
Horsham



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: 66 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 2021 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
Horsham Rural City Council	400	400	+/-4.8
Men	193	192	+/-7.0
Women	207	208	+/-6.8
Horsham Area	282	285	+/-5.8
Rural Area	97	92	+/-10.0
Other	21	23	+/-21.9
18-34 years	44	106	+/-14.9
35-49 years	66	88	+/-12.1
50-64 years	92	66	+/-10.2
65+ years	198	141	+/-6.9



Appendix A: Significant difference reporting notation

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

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

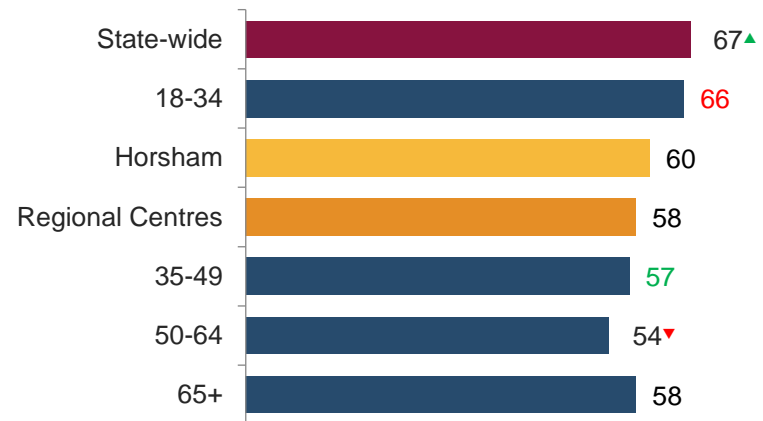
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

Therefore in the example below:

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

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





Appendix A: Index score significant difference calculation

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

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

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

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

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

- 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=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 in the period of 15th February – 11th March, 2021.



Appendix B: Analysis and reporting

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

Council Groups

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 2021 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 2012-2021 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 2021 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

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



Appendix B: Analysis and reporting

Reporting

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

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

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



Appendix B: Glossary of terms

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

CSS: 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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