

# **2020 Local Government Community Satisfaction Survey**

## **Horsham Rural City Council**

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





# Contents

---

<b><u>Background and objectives</u></b>	<b><u>3</u></b>
<b><u>Key findings and recommendations</u></b>	<b><u>4</u></b>
<b><u>Detailed findings</u></b>	<b><u>10</u></b>
<u>Overall performance</u>	<u>11</u>
<u>Customer service</u>	<u>19</u>
<u>Communication</u>	<u>25</u>
<u>Council direction</u>	<u>30</u>
<u>Individual service areas</u>	<u>34</u>
<u>Community consultation and engagement</u>	<u>35</u>
<u>Lobbying on behalf of the community</u>	<u>37</u>
<u>Decisions made in the interest of the community</u>	<u>39</u>
<u>Condition of sealed local roads</u>	<u>41</u>
<b><u>Detailed demographics</u></b>	<b><u>43</u></b>
<b><u>Appendix A: Index scores, margins of error and significant differences</u></b>	<b><u>45</u></b>
<b><u>Appendix B: Further project information</u></b>	<b><u>50</u></b>



## 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-first 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 nine years shows that councils in Victoria continue to provide services that meet the public's expectations.

### Serving Victoria for 21 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 21 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.



**Key findings and  
recommendations**



# Horsham Rural City Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Horsham 45



State-wide 58



Regional Centres 56

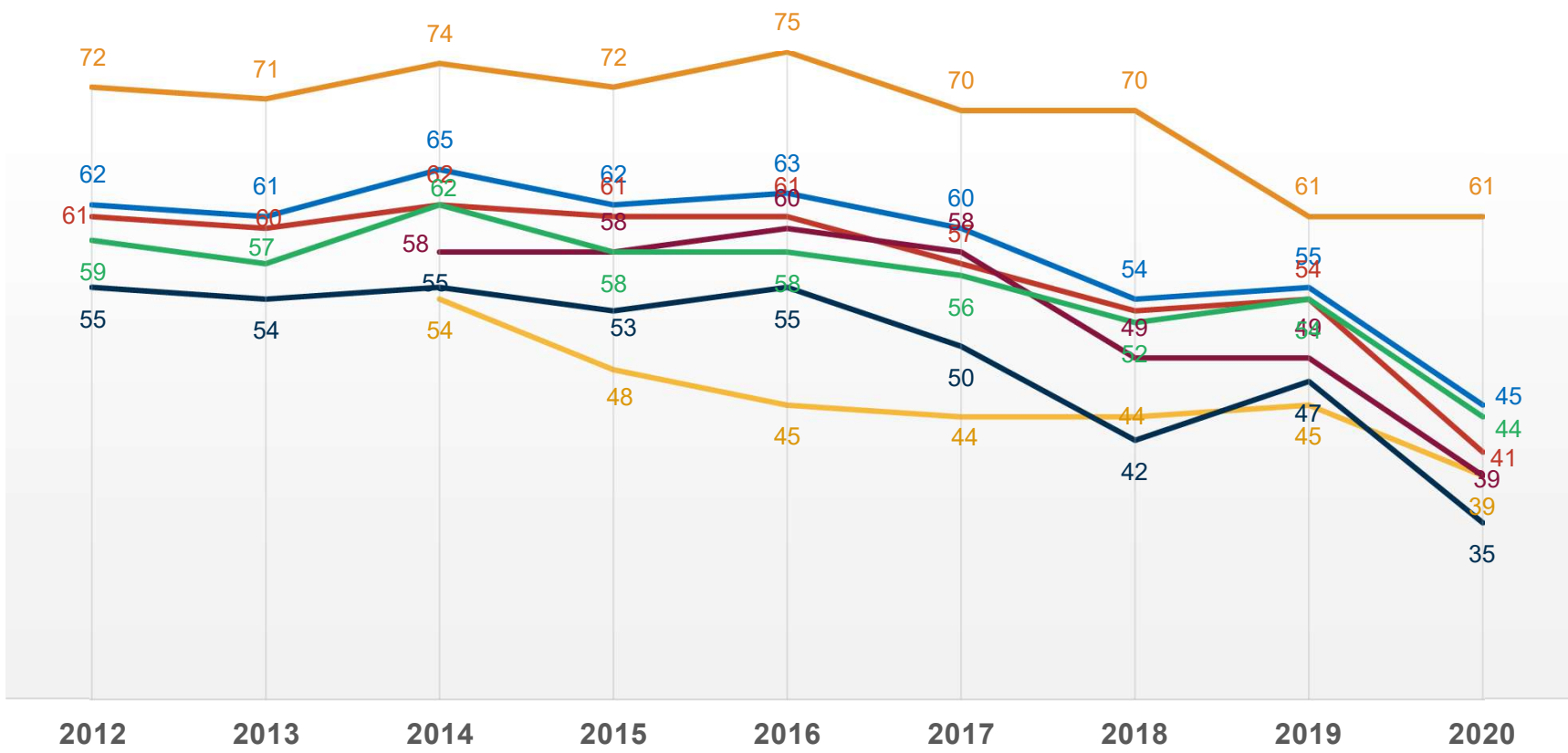
## Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	None	<ul style="list-style-type: none"> <li> Sealed local roads</li> <li> Consultation &amp; engagement</li> <li> Community decisions</li> </ul>
Compared to group average	None	<ul style="list-style-type: none"> <li> Sealed local roads</li> <li> Consultation &amp; engagement</li> <li> Community decisions</li> </ul>



# Summary of core measures

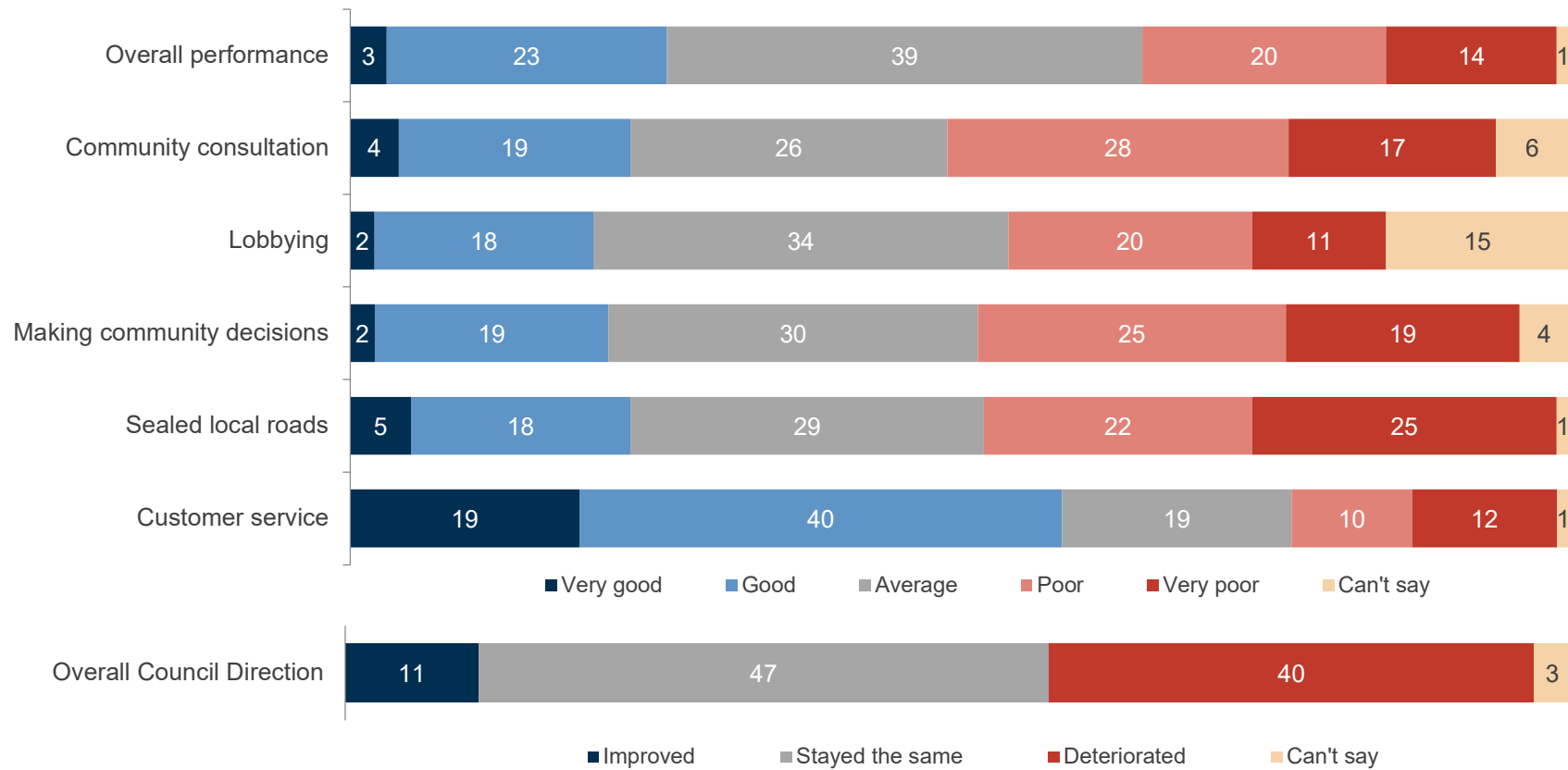
Index scores












# Summary of core measures

Core measures summary results (%)





## Summary of Horsham Rural City Council performance

Services	Horsham 2020	Horsham 2019	Regional Centres 2020	State-wide 2020	Highest score	Lowest score
 Overall performance	45	55	56	58	Women	Men
 Overall council direction	35	47	50	51	Aged 18-34 years	Rural Area residents
 Customer service	61	61	70	70	Aged 65+ years, Aged 35-49 years	Rural Area residents, Men, Aged 50-64 years, Aged 18-34 years
 Lobbying	44	54	52	53	Aged 65+ years, Women	Men
 Consultation & engagement	41	54	51	55	Women, Aged 18-34 years	Rural Area residents
 Community decisions	39	49	50	53	Women, Aged 18-34 years	Aged 35-49 years
 Sealed local roads	39	45	55	54	Aged 65+ years	Rural Area residents

Significantly higher / lower than Horsham Rural City Council 2020 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences and index scores.





## Focus areas for the next 12 months

### Overview

Council's rated performance on all service areas evaluated has declined significantly in the last year. The exception to this pattern is on customer service. Council's performance on most areas has been trending down over time, though there were some signs of stabilisation in 2019. This year, there is a clear, across the board, trend of dissatisfaction among residents, with ratings across all service areas at their lowest point to date.

### Focus areas

While Council should look to improve perceptions among all service areas, particular attention should be paid to those areas where the most significant declines have occurred. Consultation and engagement suffered the most and is also the most frequently cited area that residents say Council needs to improve upon. Council needs to demonstrate that they have the interests of residents in mind and consult with residents on relevant matters.

### Comparison to state and area grouping

Council performs significantly lower than the State-wide and Regional Centre group averages on all service areas evaluated.

### A need to rebuild

Over the past 12 months, community sentiment toward Council performance has deteriorated. Statistically significant declines have occurred across most service performance measures, and across all demographic and geographic groups. Moving forward, it will be important to rebuild positive perceptions of Council among residents and demonstrate that Council is once again moving in the right direction.

# DETAILED FINDINGS





**Overall  
performance**



## Overall performance

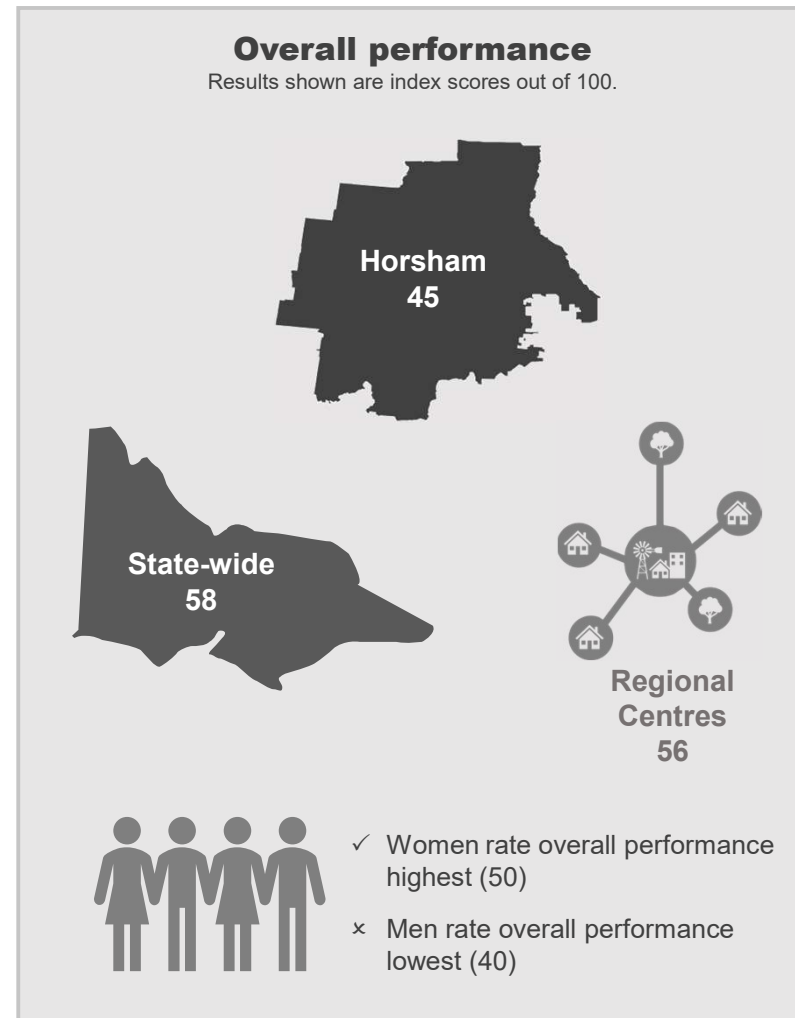
The overall performance index score of 45 for Horsham Rural City Council represents a significant ten-point decline on the 2019 result, the sharpest drop in overall performance ratings to date.

- Overall performance is at its lowest level recorded.
- Ratings have been on a downward trend from a peak index score of 65 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 in the Regional Centres group and State-wide (index scores of 56 and 58 respectively).

- Perceptions among almost all demographic and geographic cohorts declined significantly in the past year.
- Men (index score of 40) rate overall performance significantly lower than the Council average. Conversely, women are significantly more positive in their views (index score of 50).

More residents rate Horsham Rural City Council’s overall performance as ‘very poor’ or ‘poor’ (34%) than those who rate it as ‘very good’ or ‘good’ (26%). A further 39% sit mid-scale, rating Council’s overall performance as ‘average’.





# Overall performance

## 2020 overall performance (index scores)

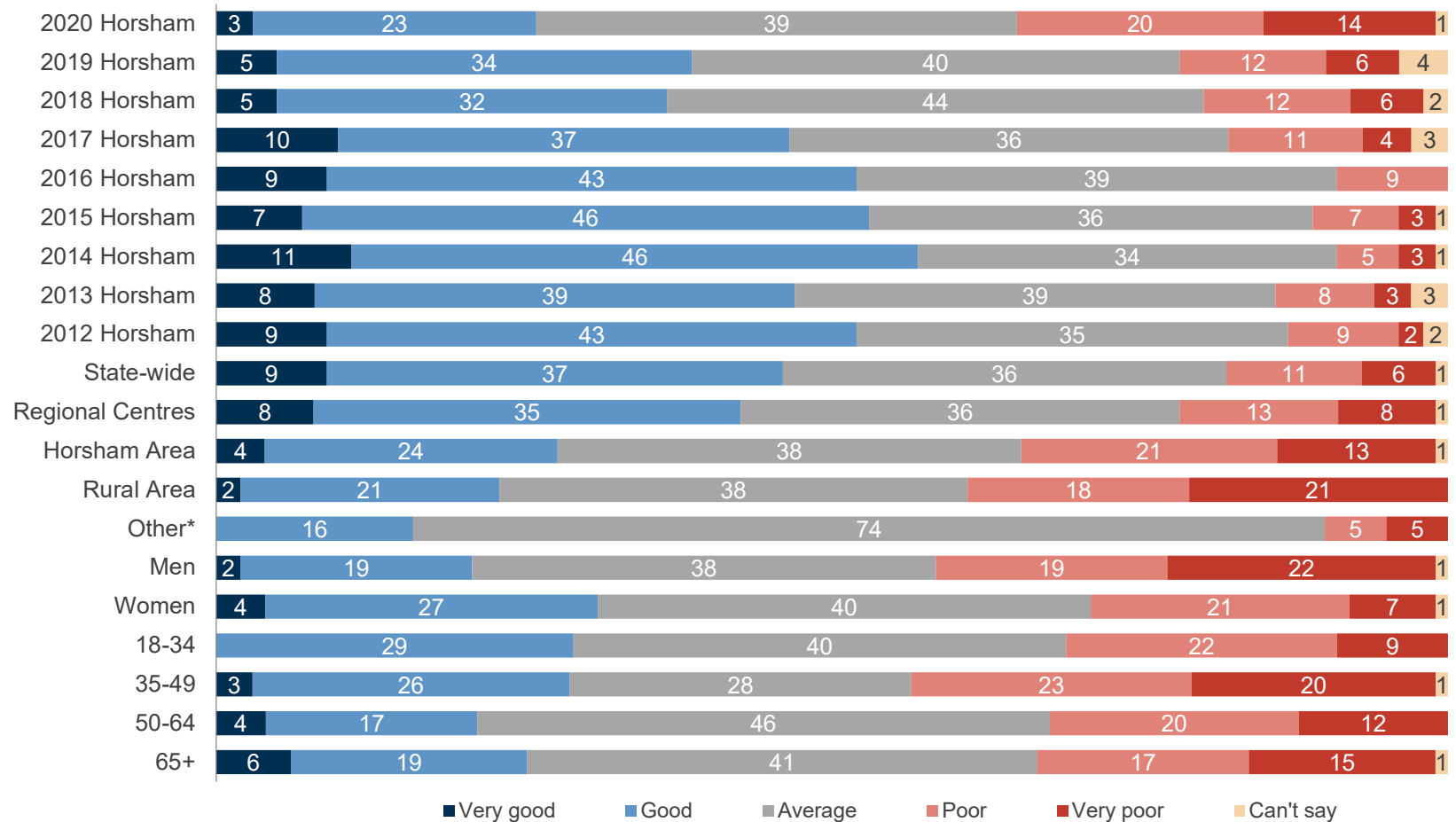
		2019	2018	2017	2016	2015	2014	2013	2012
State-wide	58▲	60	59	59	59	60	61	60	60
Regional Centres	56▲	58	58	57	n/a	n/a	n/a	n/a	n/a
Other	51*	52	54	52	62	53	68	n/a	55
Women	50▲	60	57	63	64	64	66	62	62
18-34	48	57	58	66	62	63	63	63	67
Horsham Area	46	58	55	61	65	64	66	n/a	63
65+	46	58	57	61	64	65	69	59	65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

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: 62 Councils asked group: 8  
 Note: Please see Appendix A for explanation of significant differences.  
 \*Caution: small sample size < n=30



# Overall performance

## 2020 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: 62 Councils asked group: 8  
 \*Caution: small sample size < n=30



## Review of service areas



Ratings on all service areas declined significantly in 2020, taking each to their lowest point to date.

- Council rates significantly lower than the State-wide and Regional Centres group averages on all service areas.
- Perceptions among most demographic and geographic cohorts declined significantly, though Rural Area residents tend to be most critical.

Council rates lowest – relative to its performance in other areas – in the areas of sealed local roads (down six points on 2019) and community decisions (down ten points), both with index scores of 39.

- Sealed road maintenance is also a commonly cited area for improvement among residents (16%).

Perceptions of community consultation and engagement (index score of 41) have deteriorated the most, down 13 index points in the last year.

- Almost one in three residents (29%) nominate community consultation as the area that Council needs to improve the most, demonstrating a clear need to improve perceptions in this area.

Ratings of Council's lobbying have deteriorated by 10 points (index score of 44).



# Individual service area performance

2020 individual service area performance (index scores)



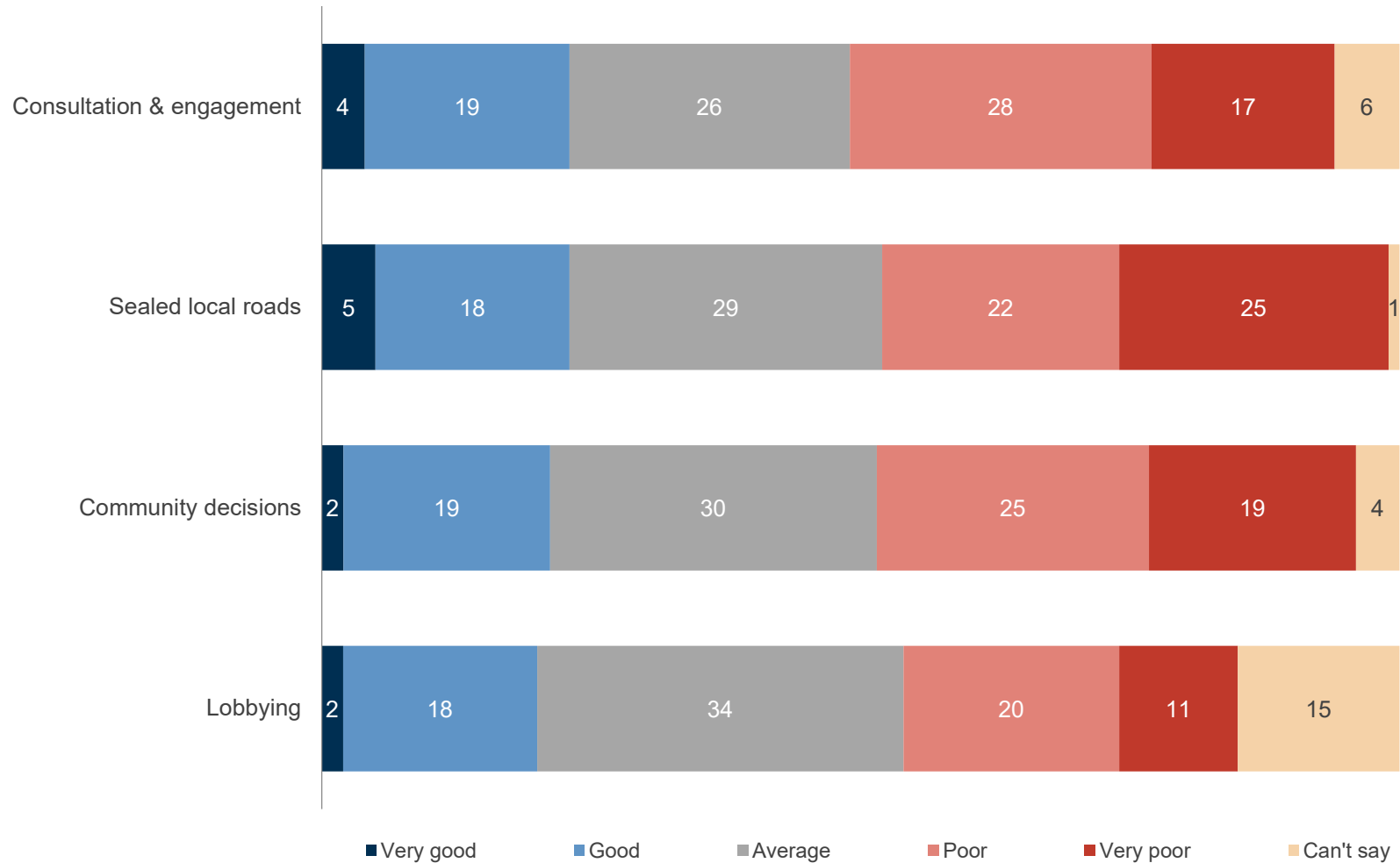
Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8  
 Note: Please see Appendix A for explanation of significant differences.





# Individual service area performance

2020 individual service area performance (%)

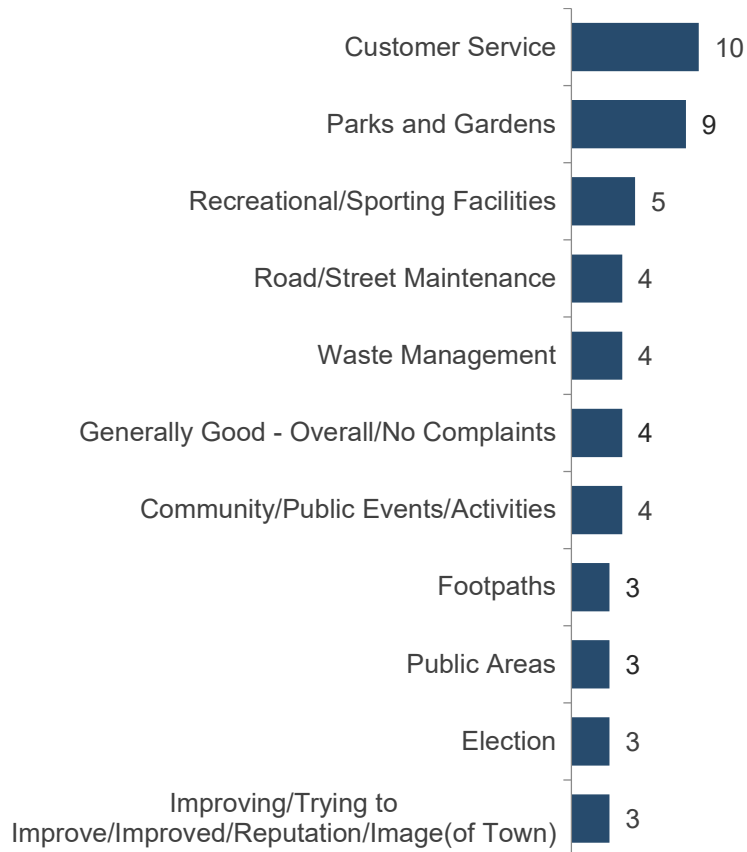


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8

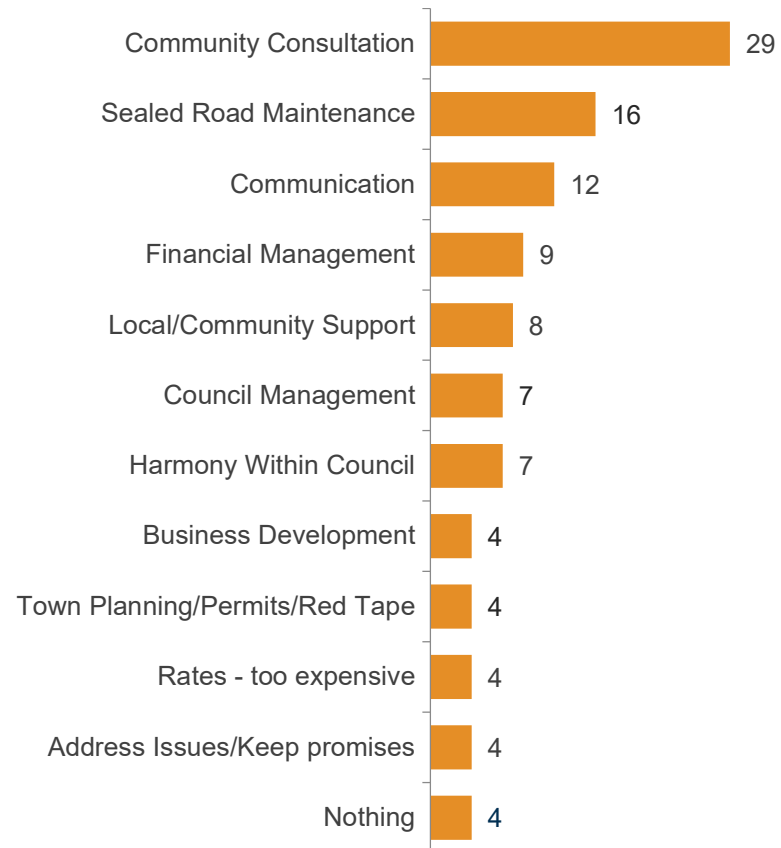


# Best things about Council and areas for improvement

**2020 best things about Council (%)**  
- Top mentions only -



**2020 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: 25 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: 40 Councils asked group: 7

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

Just under three in five Council residents (57%) have had contact with Council in the last 12 months. Rate of contact is relatively unchanged from last year.

- Residents aged 65 years and over have significantly lower rates of contacting Council (46% compared to 57% on average).



**Among those who have had contact with Council, 59% provide a positive customer service rating of 'very good' or 'good', including 19% of residents who rate Council's customer service as 'very good'.**

### Customer service

Council's customer service index of 61 is unchanged from 2019, unable to regain any ground following the significant decline last year. Council's performance in this area remains at its lowest point to date.

- There are no significant differences in perceptions of customer service compared to last year among any of the demographic or geographic cohorts.

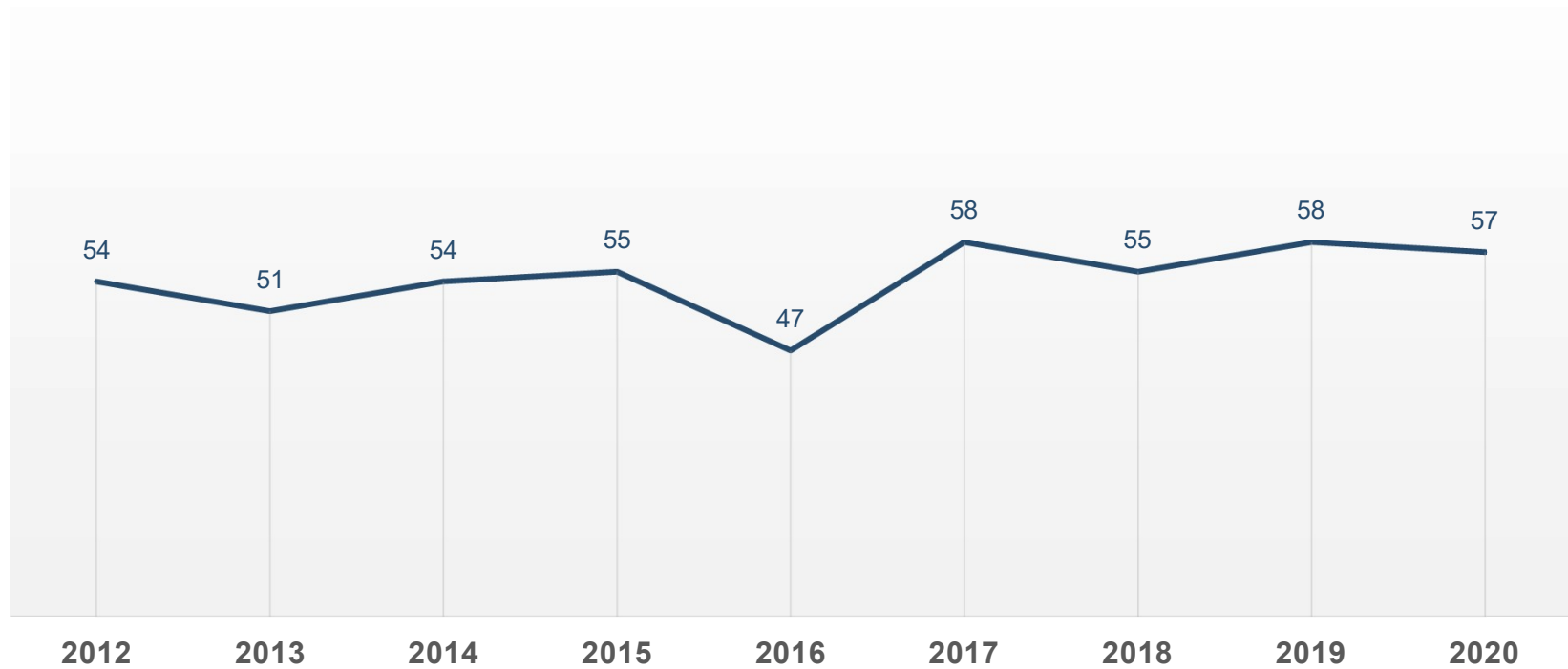
Customer service is rated significantly lower than the State-wide and Regional Centres group averages (index scores of 70).

Despite this, among those residents who have had contact with Council, 59% provide a positive customer service rating of 'very good' or 'good'.



## Contact with council

2020 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: 36 Councils asked group: 4



## Contact with council

2020 contact with council (%)

	2019	2018	2017	2016	2015	2014	2013	2012
35-49	62	59	69	58	66	57	59	66
State-wide	61	61▲	58	58	60	61	60	61
Women	56	53	60	48	49	55	52	59
18-34	63	54	55	32	51	60	47	51
50-64	67	61	61	50	62	63	54	52
Regional Centres	58	56	56	n/a	n/a	n/a	n/a	n/a
Horsham Area	56	52	56	45	49	54	n/a	50
Horsham	58	55	58	47	55	54	51	54
Rural Area	64	60	65	51	72	60	n/a	65
Men	59	57	56	45	62	54	49	49
Other	58	68	54	49	79	40	n/a	63
65+	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: 36 Councils asked group: 4

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

\*Caution: small sample size < n=30



# Customer service rating

2020 customer service rating (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Other	79*▲	63	73	81	73	59	88	n/a	70
Regional Centres	70▲	72	72	72	n/a	n/a	n/a	n/a	n/a
State-wide	70▲	71	70	69	69	70	72	71	71
65+	63	64	67	73	76	80	85	68	76
35-49	63	60	67	67	75	71	80	73	74
Women	63	65	72	76	78	74	76	76	72
Horsham Area	61	64	70	71	78	74	77	n/a	72
Horsham	61	61	70	70	75	72	74	71	72
18-34	59	57	78	76	75	69	66	74	72
50-64	59	65	66	67	73	67	69	69	67
Men	59	57	67	64	72	71	72	66	72
Rural Area	59	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: 62 Councils asked group: 8

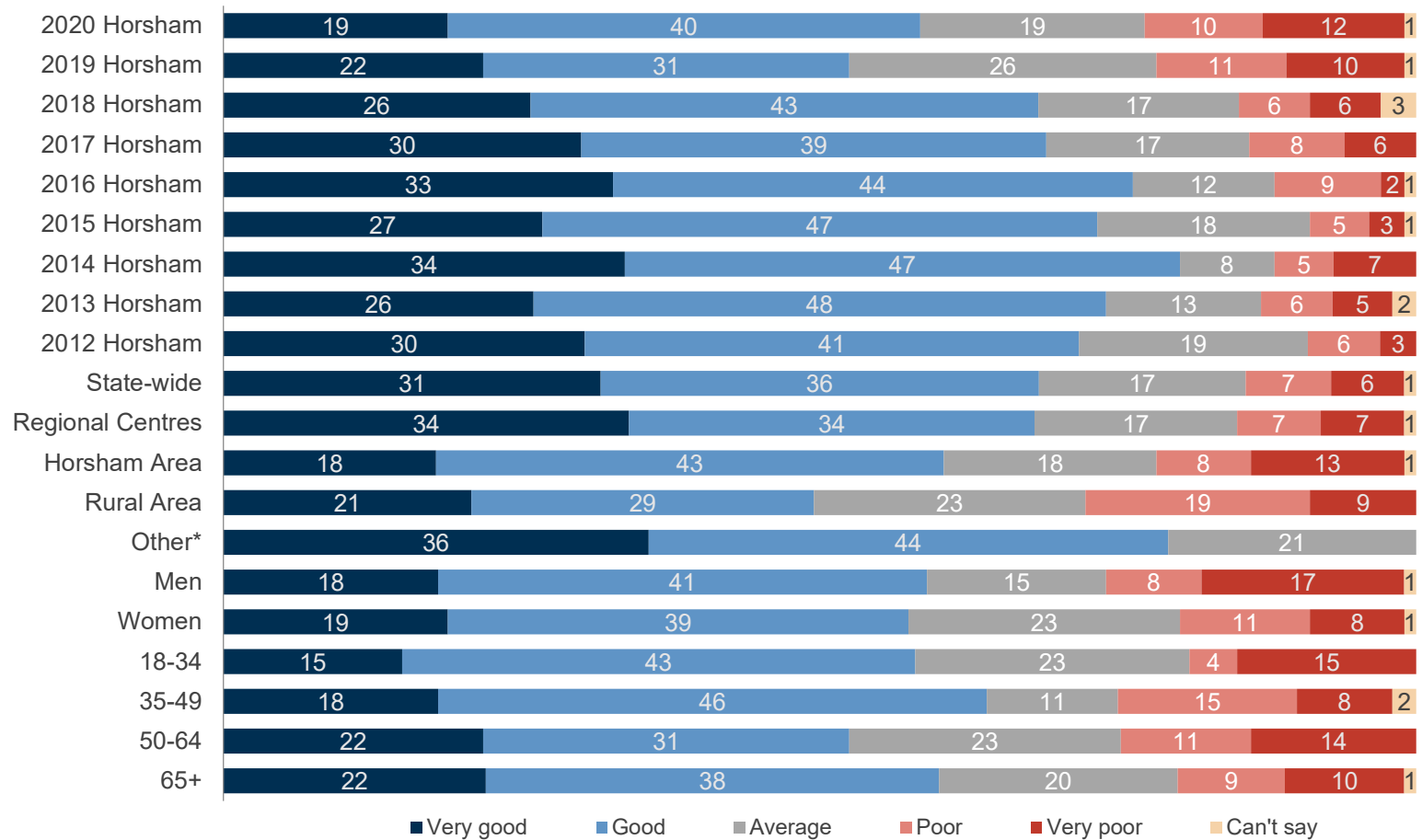
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating

2020 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: 62 Councils asked group: 8  
 \*Caution: small sample size < n=30





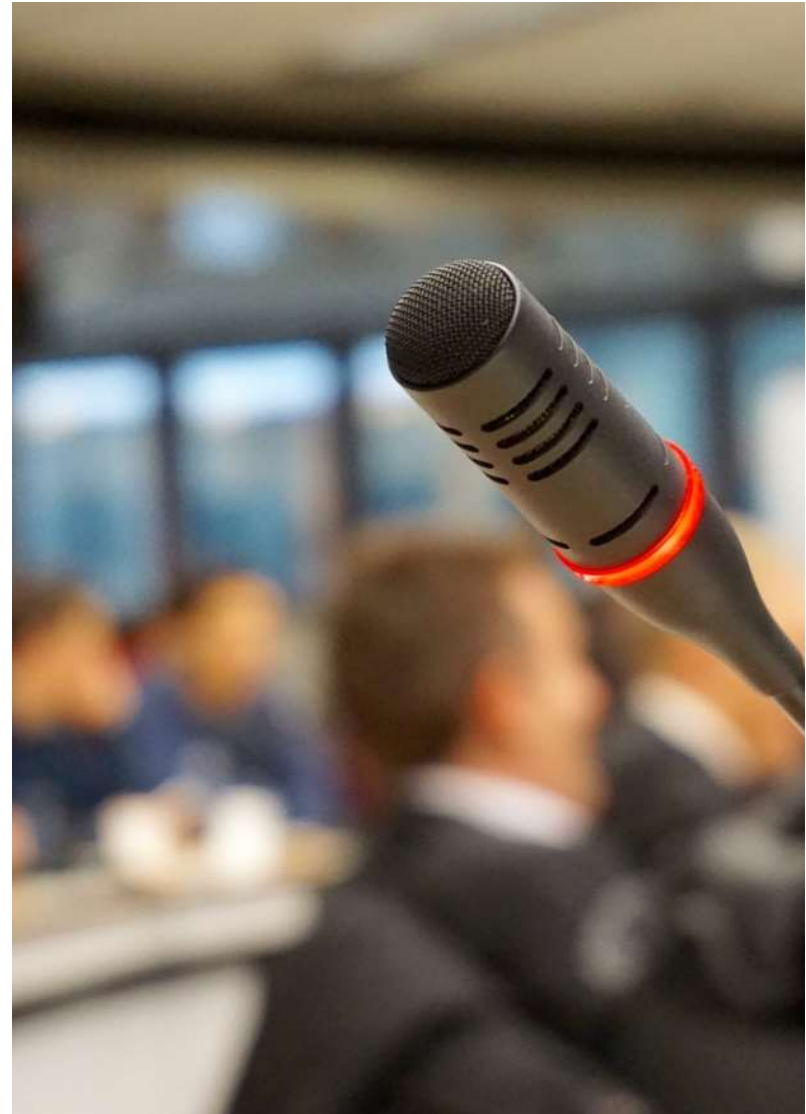
# Communication



## Communication

A diverse range of communication are cited as preferred including social media (22%), newsletters via mail (20%) and newsletters via email (20%).

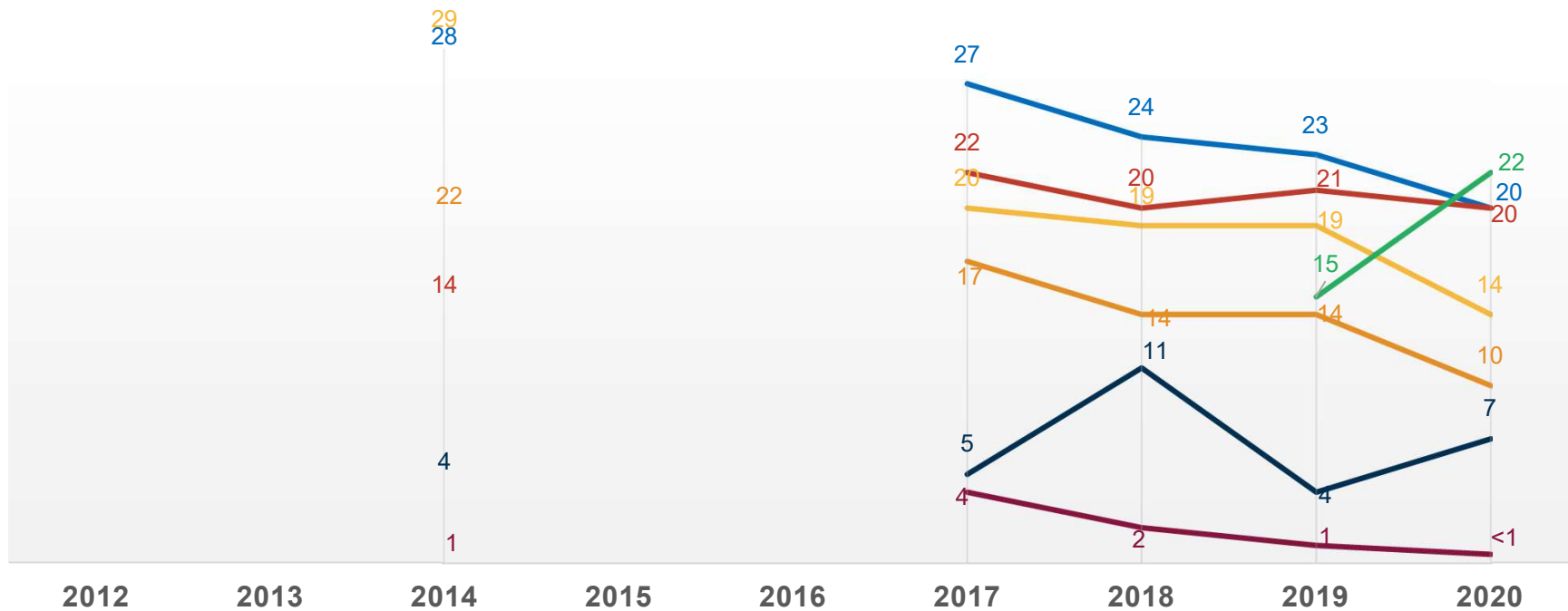
- Preference for social media has seen the greatest change since 2019, up seven percentage points.
- Preferred form of communication among under 50s is social media (39%), also experiencing a sharp increase in favourability this year.
- Preferred form of communication among over 50s includes newsletter sent via mail (24%), advertising in a local newspaper (22%) and newsletter via email (21%). Preference for communication via newsletter as a local paper insert is waning among this group (down to 16% from 21% last year).





# Best form of communication

2020 best form of communication (%)

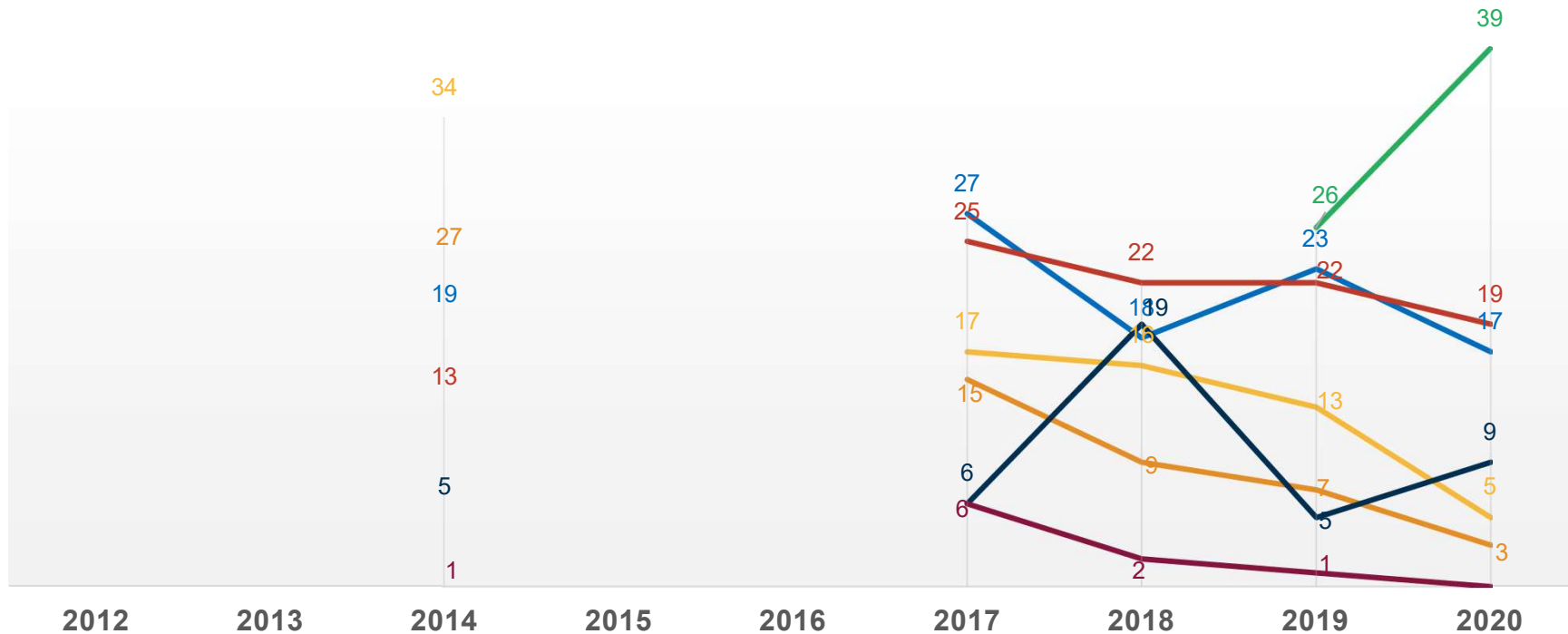


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 6  
 Note: 'Social Media' was included in 2019.



# Best form of communication: under 50s

2020 under 50s best form of communication (%)

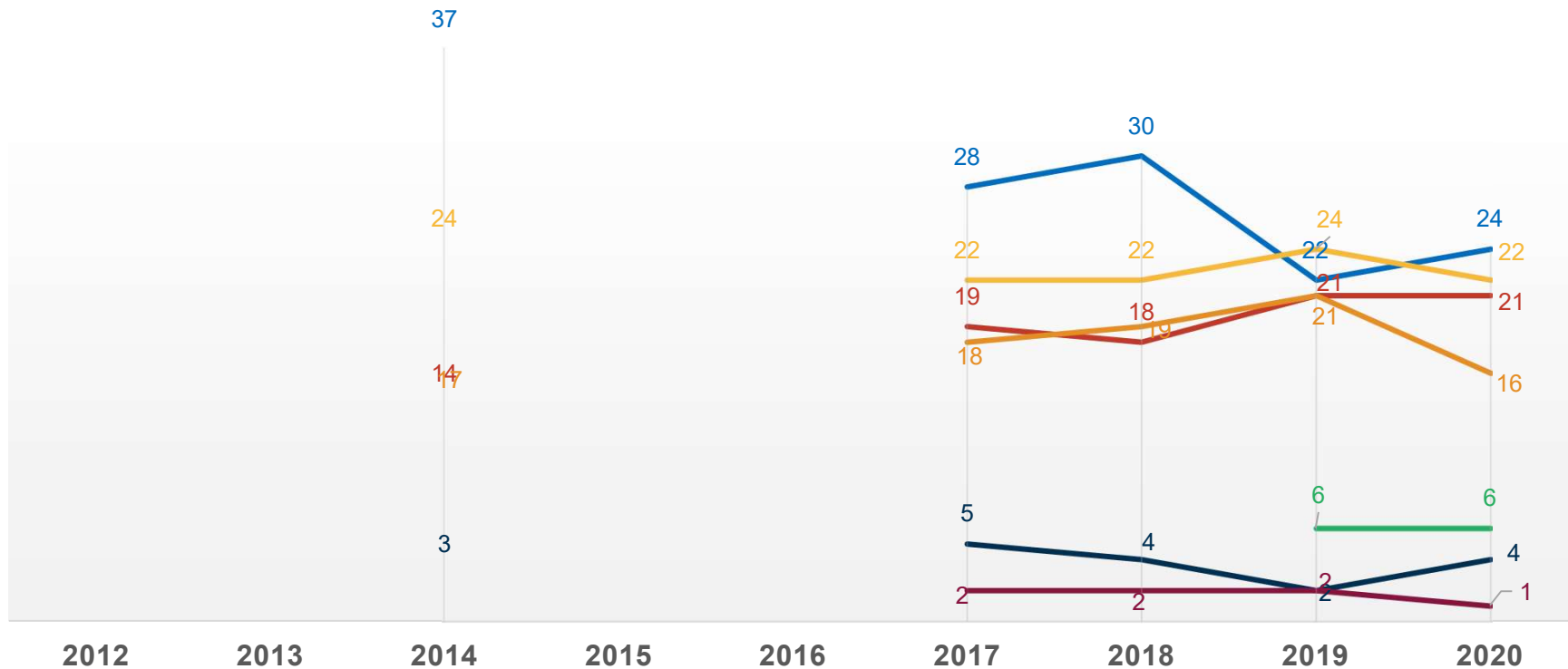


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged under 50. Councils asked state-wide: 33 Councils asked group: 6  
 Note: 'Social Media' was included in 2019.



# Best form of communication: over 50s

2020 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: 33 Councils asked group: 6  
 Note: 'Social Media' was included in 2019.



# Council direction



## Council direction

---

Perceptions of Council's overall direction have declined significantly by 12 points to an index score of 35, the lowest rating to date. Over the last 12 months, 47% of residents believe the direction of Council's overall performance has stayed the same, down nine percentage points on 2019.

- 11% believe the direction has improved (down four points on 2019) in the last 12 months.
- 40% believe it has deteriorated, almost doubling from 2019 (up 18 points).
- The most satisfied with council direction are those aged 18 to 34 years.
- The least satisfied with council direction are Rural Area residents, men and residents aged 65 years and over.





# Overall council direction last 12 months

2020 overall direction (index scores)

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

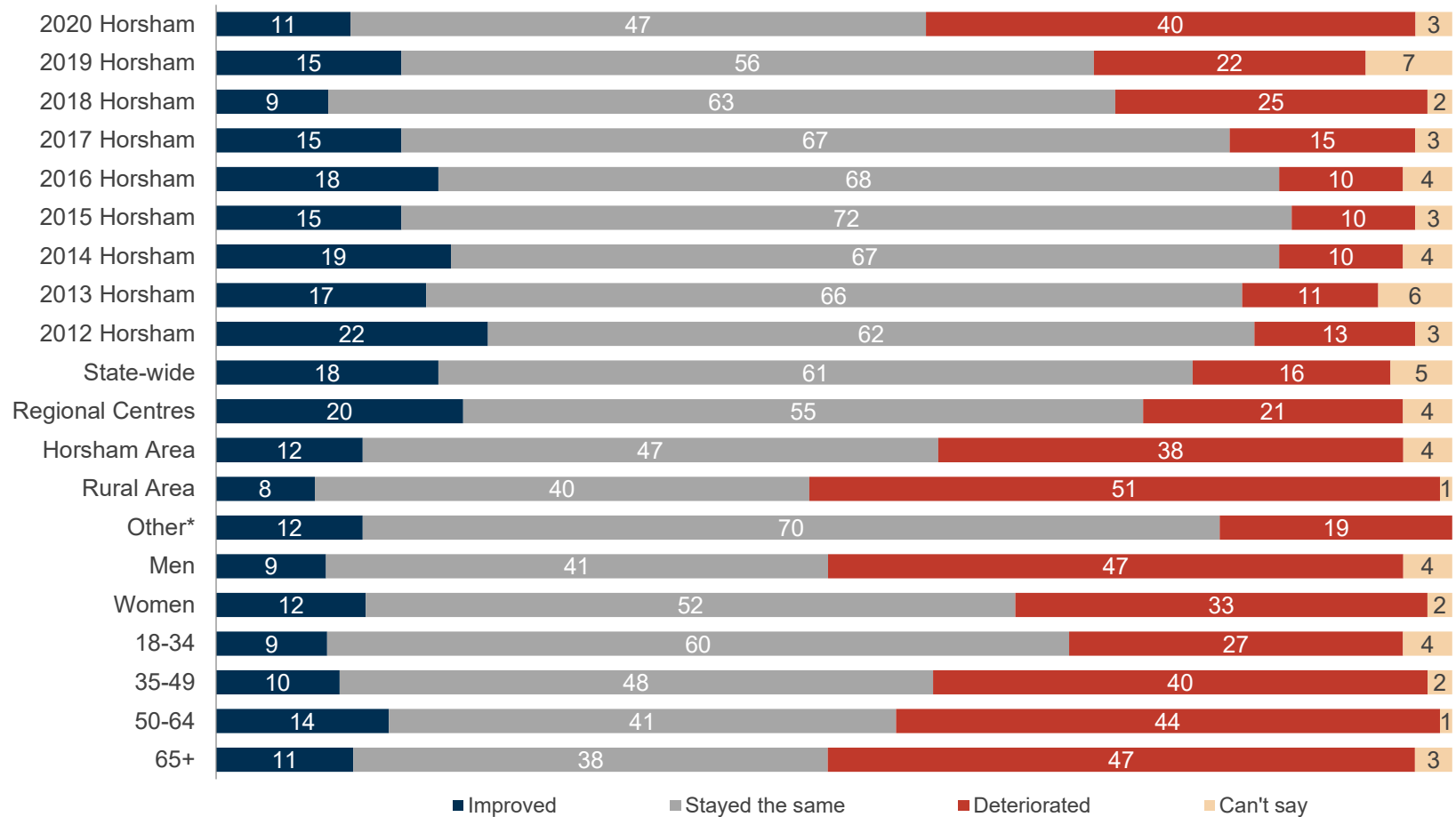
Q6. Over the last 12 months, what is your view of the direction of Horsham Rural City Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8  
 Note: Please see Appendix A for explanation of significant differences.  
 \*Caution: small sample size < n=30





# Overall council direction last 12 months

2020 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: 62 Councils asked group: 8  
 \*Caution: small sample size < n=30



**Individual service areas**



# Community consultation and engagement performance



2020 consultation and engagement performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56	55	55▲	54	56	57	57	57
Other	47	46	58	73	58	66	n/a	60
Regional Centres	54	55	54	n/a	n/a	n/a	n/a	n/a
Women	56	55	59	63	63	63	62	61
18-34	58	59	62	61	63	63	63	63
35-49	50	49	53	56	58	60	60	59
Horsham Area	56	54	57	61	62	62	n/a	62
Horsham	54	53	57	61	61	62	60	61
65+	56	53	59	63	64	66	58	65
50-64	47	49	54	62	57	57	60	56
Men	51	51	55	58	58	61	58	61
Rural Area	47	51	57	58	58	58	n/a	58

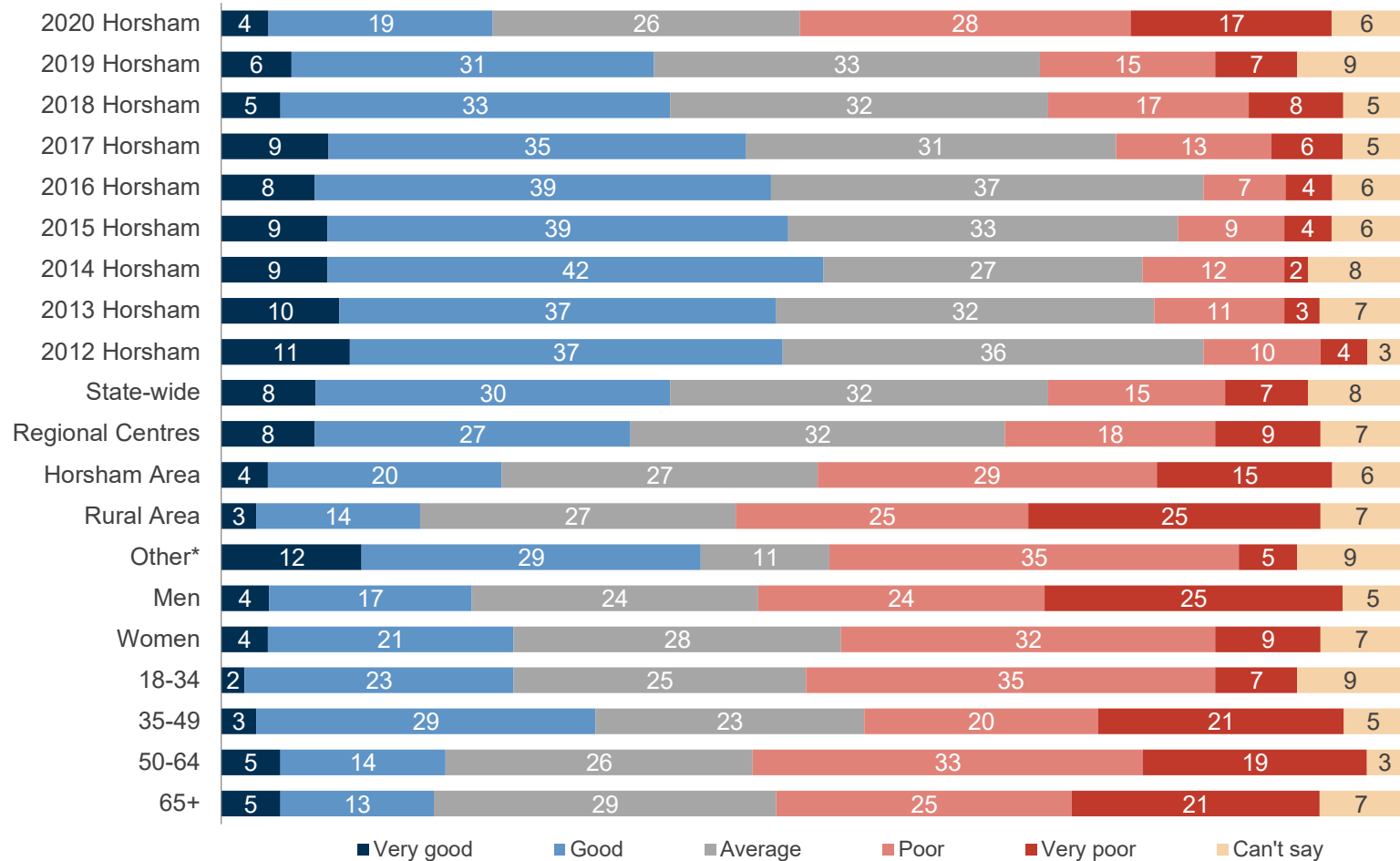
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8  
 Note: Please see Appendix A for explanation of significant differences.  
 \*Caution: small sample size < n=30



# Community consultation and engagement performance



2020 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: 62 Councils asked group: 8  
 \*Caution: small sample size < n=30



# Lobbying on behalf of the community performance



2020 lobbying performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
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
Other	59	48	52	51	47	62	n/a	50
65+	56	53	59	59	63	65	57	63
Women	58	54	58	59	61	62	60	59
Horsham Area	56	53	57	59	60	62	n/a	60
50-64	49	49	55	58	55	57	56	55
Horsham	54	52	56	58	58	62	57	59
35-49	54	48	50	53	55	61	55	55
18-34	56	56	62	60	59	63	62	64
Rural Area	48	51	55	55	54	60	n/a	60
Men	51	50	55	56	55	61	55	60

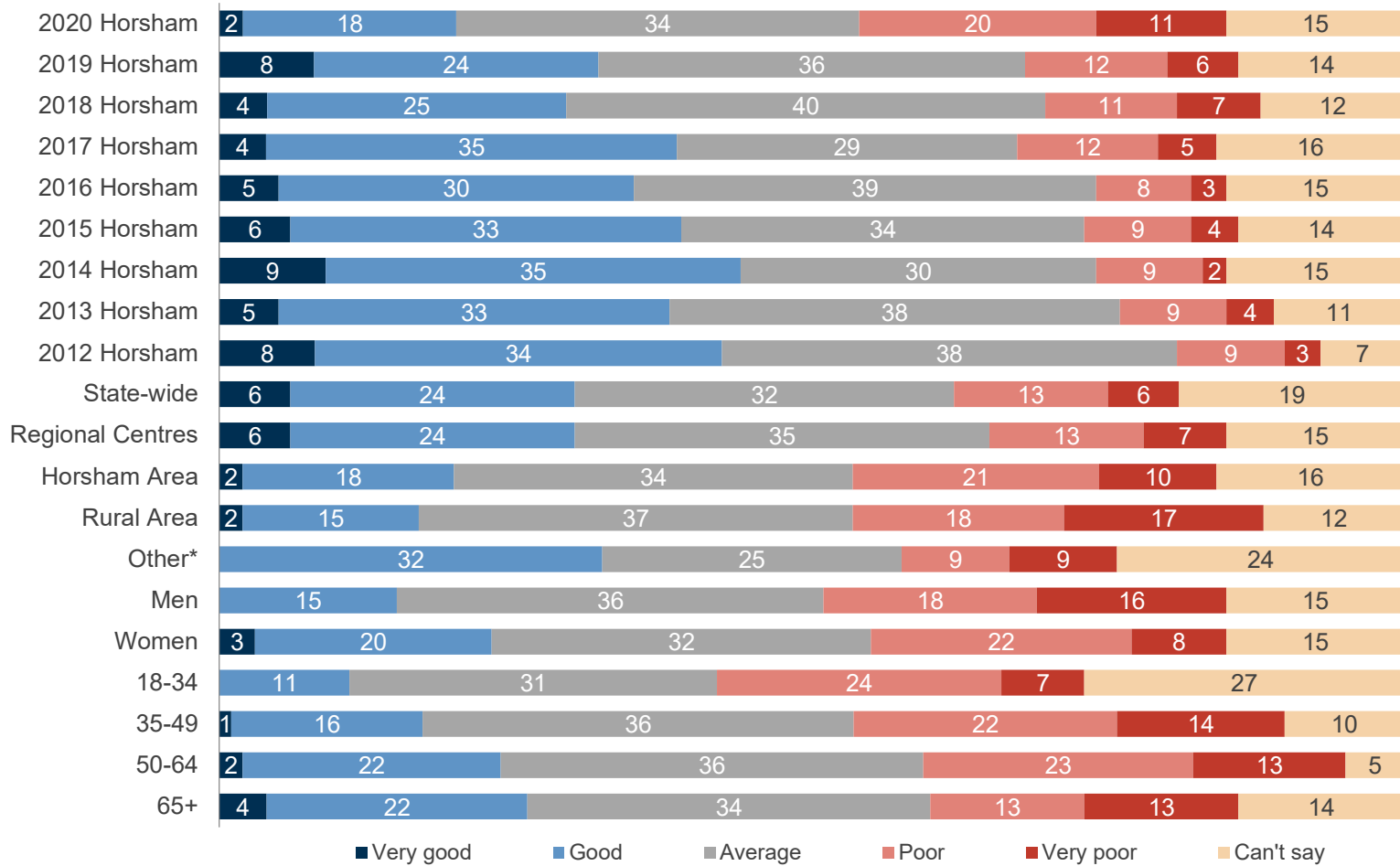
Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8  
 Note: Please see Appendix A for explanation of significant differences.  
 \*Caution: small sample size < n=30



# Lobbying on behalf of the community performance



2020 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: 62 Councils asked group: 8  
 \*Caution: small sample size < n=30

# Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)

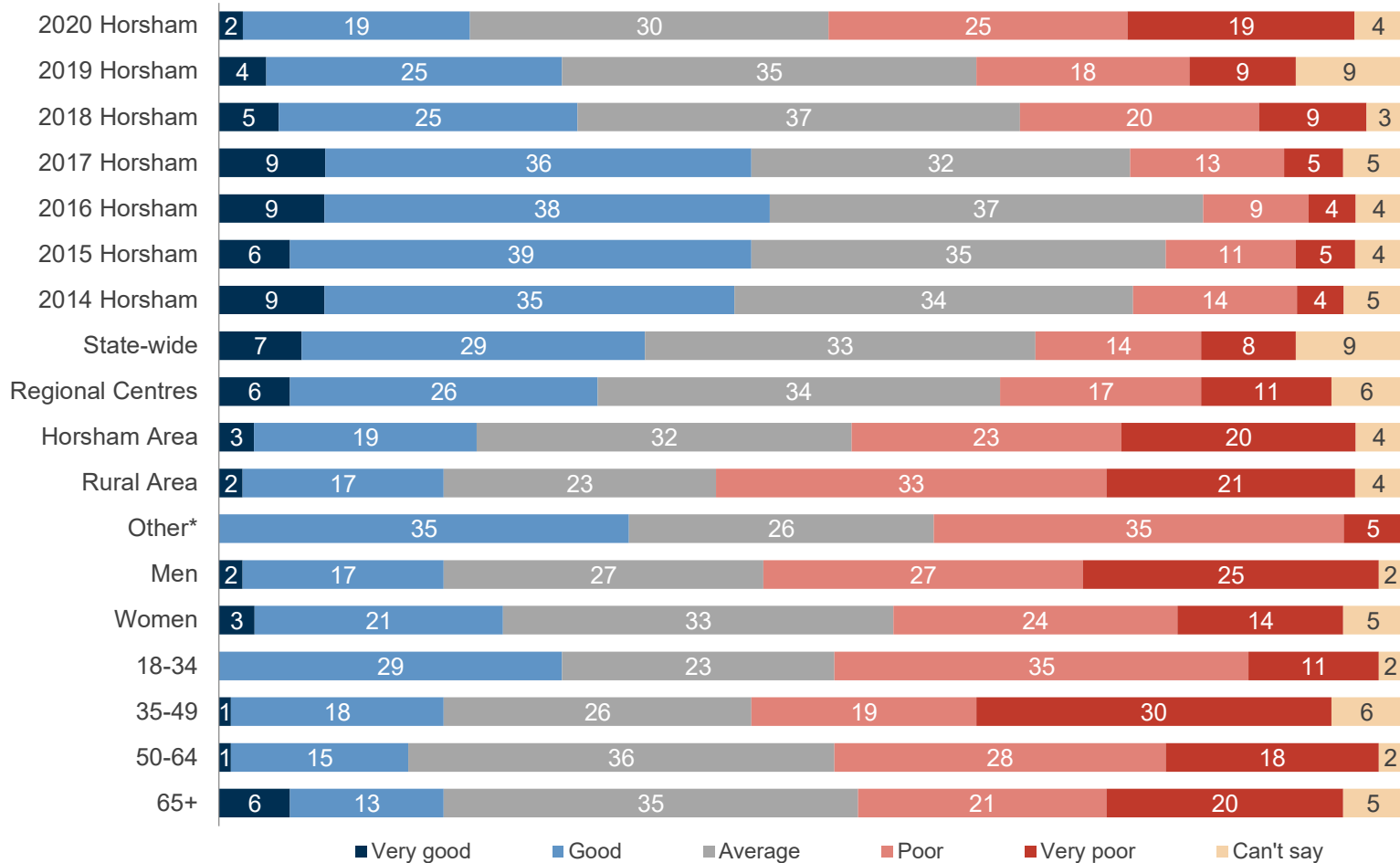
	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	55	54	54	54	55	57	n/a	n/a
Regional Centres	52	52	52	n/a	n/a	n/a	n/a	n/a
Other	48*	54	54	55	54	66	n/a	n/a
Women	43	50	62	64	60	59	n/a	n/a
18-34	43	48	64	62	60	57	n/a	n/a
65+	41	52	59	63	59	63	n/a	n/a
Horsham Area	40	51	59	62	60	59	n/a	n/a
Horsham	39	49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



2020 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: 62 Councils asked group: 8  
 \*Caution: small sample size < n=30



# The condition of sealed local roads in your area performance



2020 sealed local roads performance (index scores)

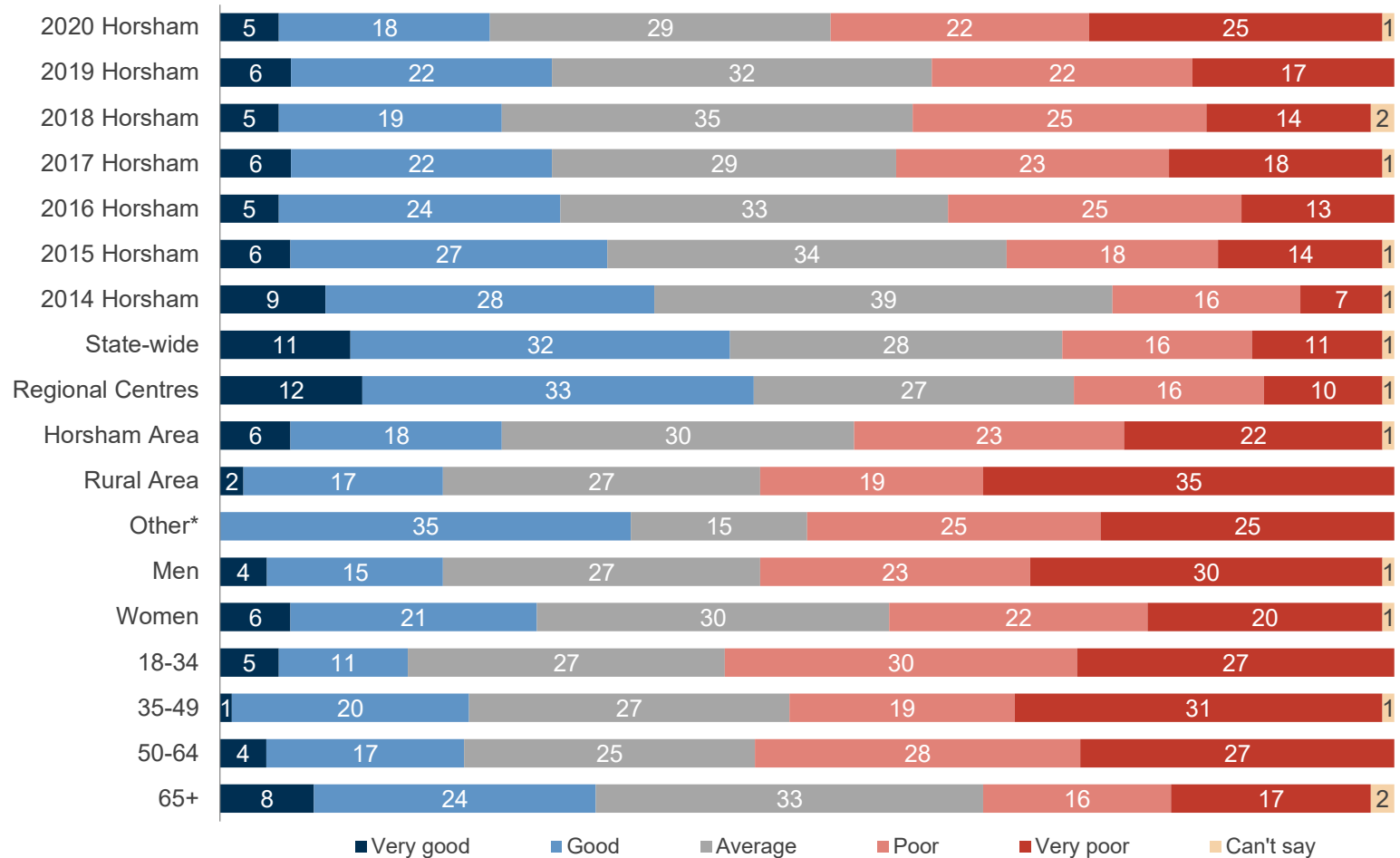
	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	57	54	53	n/a	n/a	n/a	n/a	n/a
State-wide	56	53	53	54	55	55	n/a	n/a
65+	50	47	46	53	55	59	n/a	n/a
Women	48	45	46	47	52	54	n/a	n/a
Horsham Area	48	47	46	49	51	55	n/a	n/a
Other	42	34	42	25	43	54	n/a	n/a
Horsham	45	44	44	45	48	54	n/a	n/a
50-64	45	39	44	42	45	52	n/a	n/a
35-49	39	41	40	41	42	54	n/a	n/a
Men	41	42	41	44	44	53	n/a	n/a
18-34	43	46	43	44	48	49	n/a	n/a
Rural Area	35	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: 62 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



2020 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: 62 Councils asked group: 8  
 \*Caution: small sample size < n=30



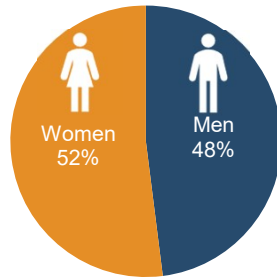
**Detailed  
demographics**



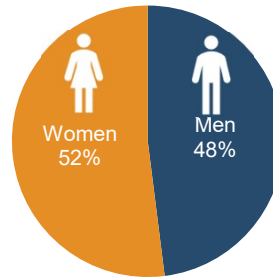
# Gender and age profile

## 2020 gender

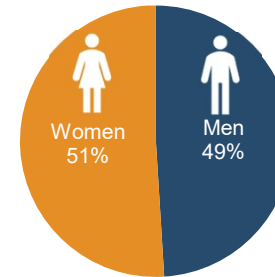
Horsham



Regional Centres

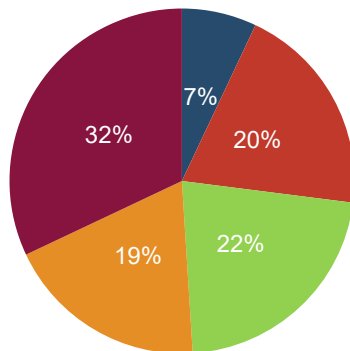


State-wide

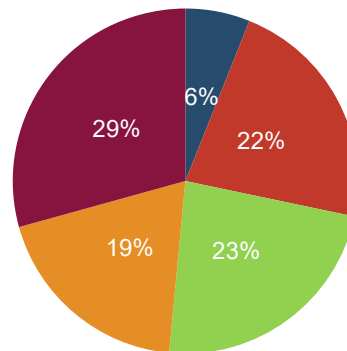


## 2020 age

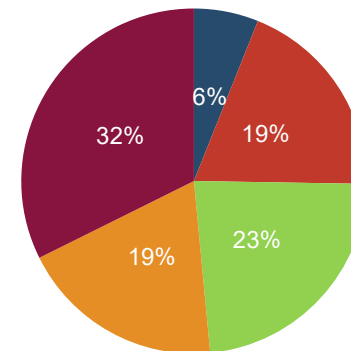
Horsham



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: 62 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%	--	<b>INDEX SCORE 60</b>

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%	--	<b>INDEX SCORE 56</b>



## Appendix A: Margins of error

The sample size for the 2020 State-wide Local Government Community Satisfaction Survey for Horsham Rural City Council was n=401. 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=401 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	401	400	+/-4.8
Men	175	193	+/-7.4
Women	226	207	+/-6.5
Horsham Area	301	307	+/-5.6
Rural Area	85	78	+/-10.7
Other	15	14	+/-26.2
18-34 years	44	107	+/-14.9
35-49 years	79	87	+/-11.1
50-64 years	103	76	+/-9.7
65+ years	175	129	+/-7.4



## 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:

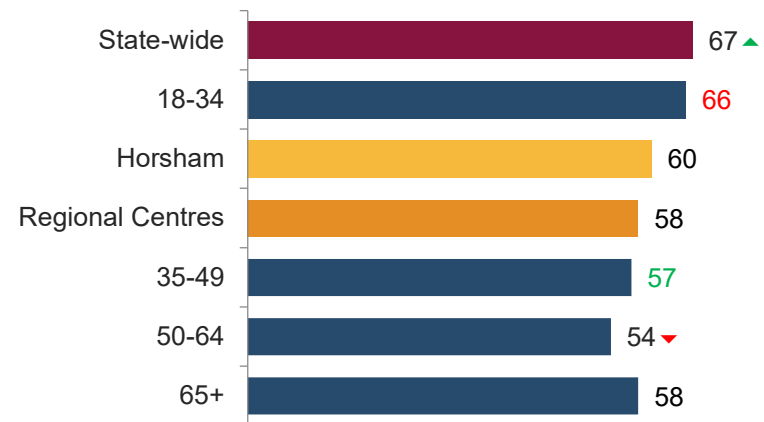
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2019.

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 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

**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 2020 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:  
[admin@jwsresearch.com](mailto:admin@jwsresearch.com)



## Appendix B: Survey methodology and sampling

---

The 2020 results are compared with previous years, as detailed below:

- 2020, n=401 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 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 60% mobile phone numbers to cater to the diversity of residents within Horsham Rural City Council, particularly younger people.

A total of n=401 completed interviews were achieved in Horsham Rural City Council. Survey fieldwork was conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March, 2020.



## Appendix B: Analysis and reporting

---

All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 62 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 2012-2020 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 2020 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 2012-2020 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 2020 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 2020 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 2020 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:

<http://www.delwp.vic.gov.au/local-government/strengthening-councils/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:** 2020 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.

**THERE ARE  
OVER  
6 MILLION  
PEOPLE IN  
VICTORIA...**

**FIND OUT  
WHAT THEY'RE  
THINKING.**



**Contact us**  
03 8685 8555



**Follow us**  
[@JWSResearch](#)

**John Scales**  
Founder  
[jcales@jwsresearch.com](mailto:jcales@jwsresearch.com)

**Mark Zuker**  
Managing Director  
[mzucker@jwsresearch.com](mailto:mzucker@jwsresearch.com)

**Katrina Cox**  
Director of Client Services  
[kcox@jwsresearch.com](mailto:kcox@jwsresearch.com)

