



2023 Local Government Community Satisfaction Survey

Horsham Rural City Council

Coordinated by the Department of
Government Services on behalf of
Victorian councils



Contents

<u>Background and objectives</u>	<u>3</u>
<u>Key findings and recommendations</u>	<u>4</u>
<u>Detailed findings</u>	<u>10</u>
<u>Overall performance</u>	<u>11</u>
<u>Customer service</u>	<u>22</u>
<u>Communication</u>	<u>28</u>
<u>Council direction</u>	<u>33</u>
<u>Individual service areas</u>	<u>37</u>
<u>Community consultation and engagement</u>	<u>38</u>
<u>Decisions made in the interest of the community</u>	<u>40</u>
<u>Condition of sealed local roads</u>	<u>42</u>
<u>Waste management</u>	<u>44</u>
<u>Detailed demographics</u>	<u>46</u>
<u>Appendix A: Index scores, margins of error and significant differences</u>	<u>48</u>
<u>Appendix B: Further project information</u>	<u>53</u>



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-fourth 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 24 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 24 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, 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 45



Regional Centres 56



State-wide 56

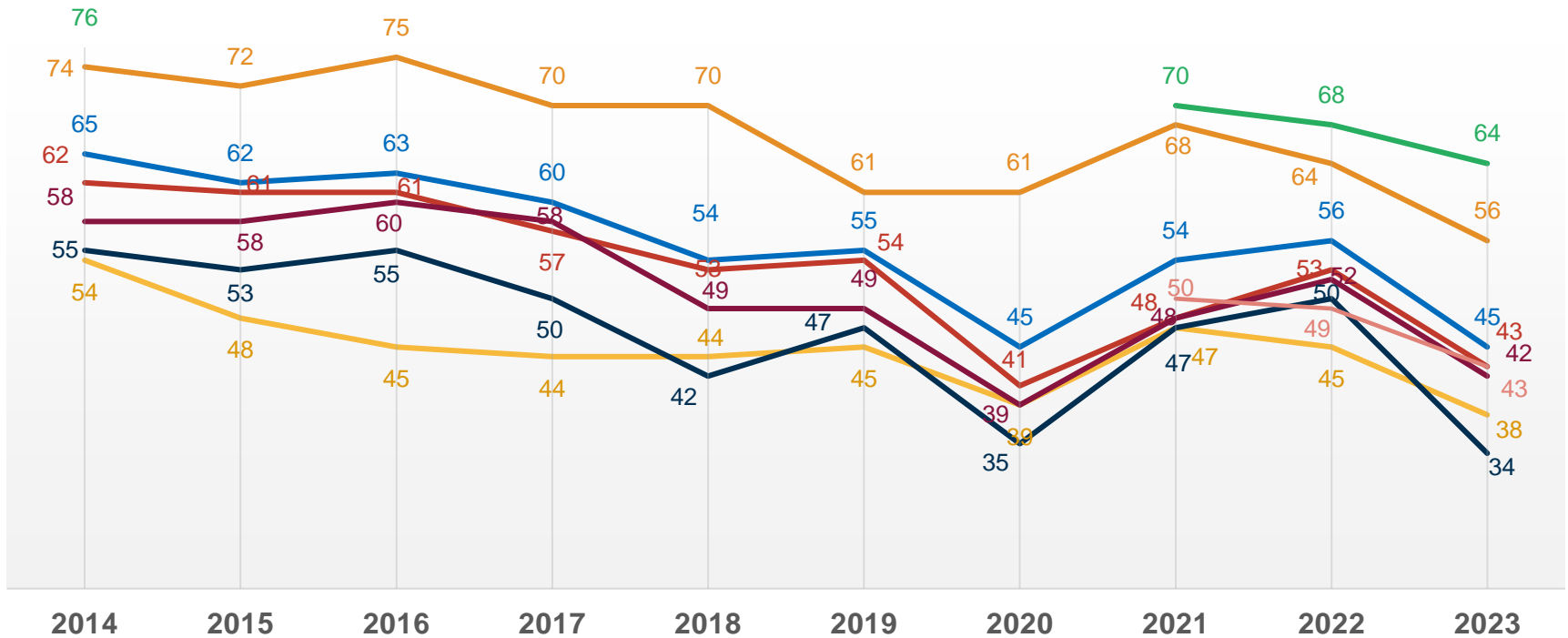
Council performance compared to group average

Top performing area	
Waste management	lower
Lowest performing area	
Sealed local roads	lower
Customer service	lower



Summary of core measures

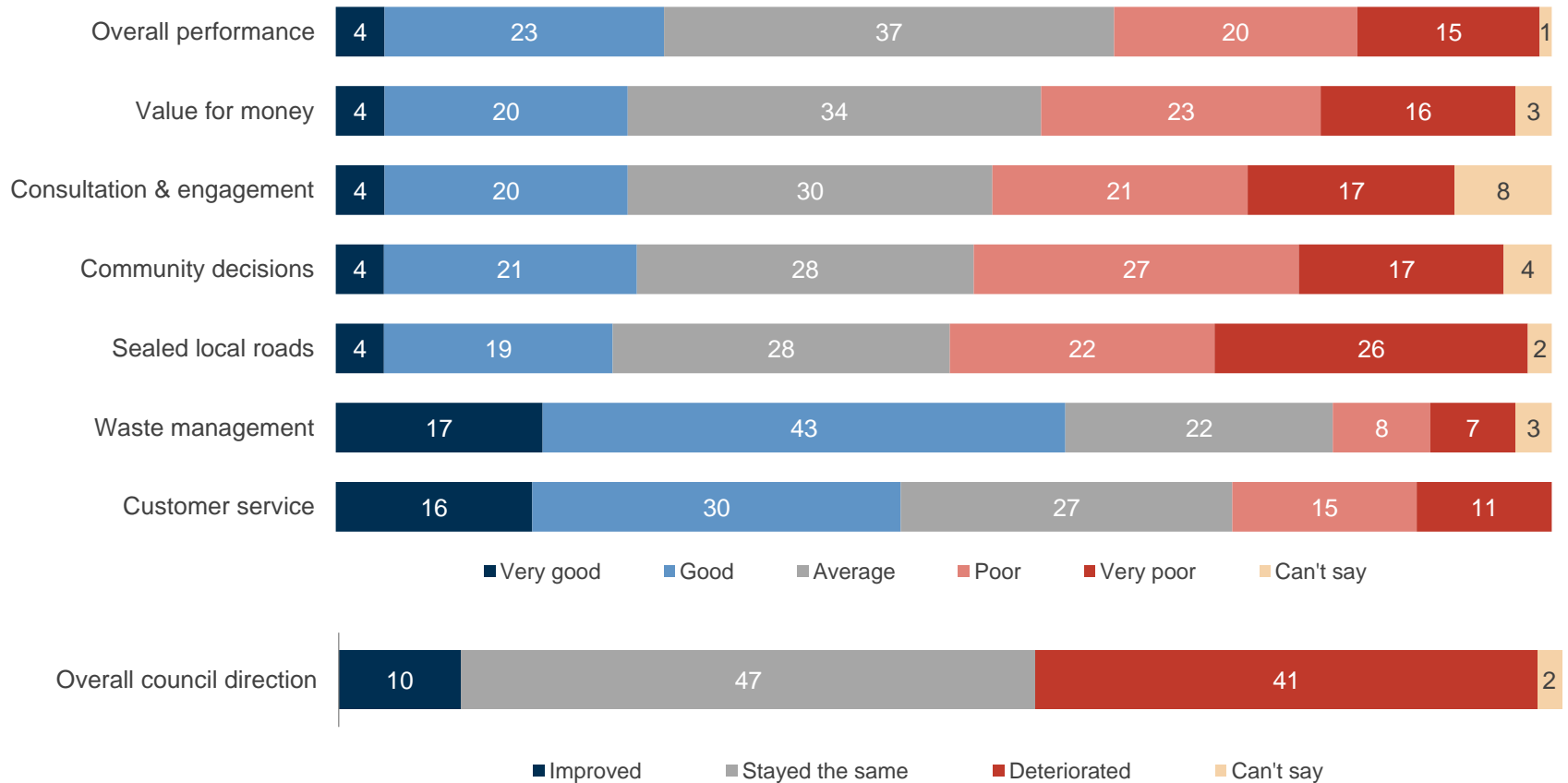
Index scores













Summary of core measures

Core measures summary results (%)





Summary of Horsham Rural City Council performance

Services		Horsham 2023	Horsham 2022	Regional Centres 2023	State-wide 2023	Highest score	Lowest score
	Overall performance	45	56	56	56	Other residents	Aged 50-64 years
	Value for money	43	49	50	49	Aged 65+ years	Rural Area residents
	Overall council direction	34	50	47	46	Other residents	Aged 50-64 years
	Customer service	56	64	68	67	Other residents, Aged 50-64 years	Aged 18-34 years, Men
	Waste management	64	68	67	66	Other residents	Aged 50-64 years
	Consultation & engagement	43	53	50	52	Other residents	Aged 50-64 years
	Community decisions	42	52	50	51	Other residents	Aged 50-64 years
	Sealed local roads	38	45	49	48	Other residents	Rural Area residents, Aged 50-64 years



Focus areas for the next 12 months

Overview

Perceptions of Council's overall performance have declined significantly, reverting to the low point recorded in 2020 and thus losing all of the gains achieved in 2021 and 2022. This decline in overall performance in 2023 reflects but is worse than the pattern across the Regional Centres group average (and indeed State-wide). Performance on all service areas evaluated follow suit, with 2023 seeing all ratings decreasing significantly, to levels even lower than recorded in 2020.

Focus areas

The condition of sealed local roads is an area that warrants some extra attention in the coming 12 months, with performance ratings in this service area at their lowest level recorded. Residents of the Rural Area and 50 to 64 year-olds rate Council performance lowest on nearly all service areas evaluated, so attention should be paid to these groups over the coming year.

Comparison to state and area grouping

Council performs significantly lower than the Regional Centres group and State-wide averages on almost all service areas evaluated, the exception being waste management where Council performs in-line with the State-wide average but significantly below the Regional Centres group average.

A need to abate declines and rebuild

The 2023 result is in stark contrast to the positive pattern of performance improvement evident over the last two years. It is important to note there have been declines in performance perceptions State-wide and in the Regional Centres group, however, the declines are typically greater than average for Horsham Rural City Council. Council direction has declined the most of all measures, dropping 16 points to an index score of 34, reinforcing that the situation may get worse if not attended to proactively.

DETAILED FINDINGS



Overall performance

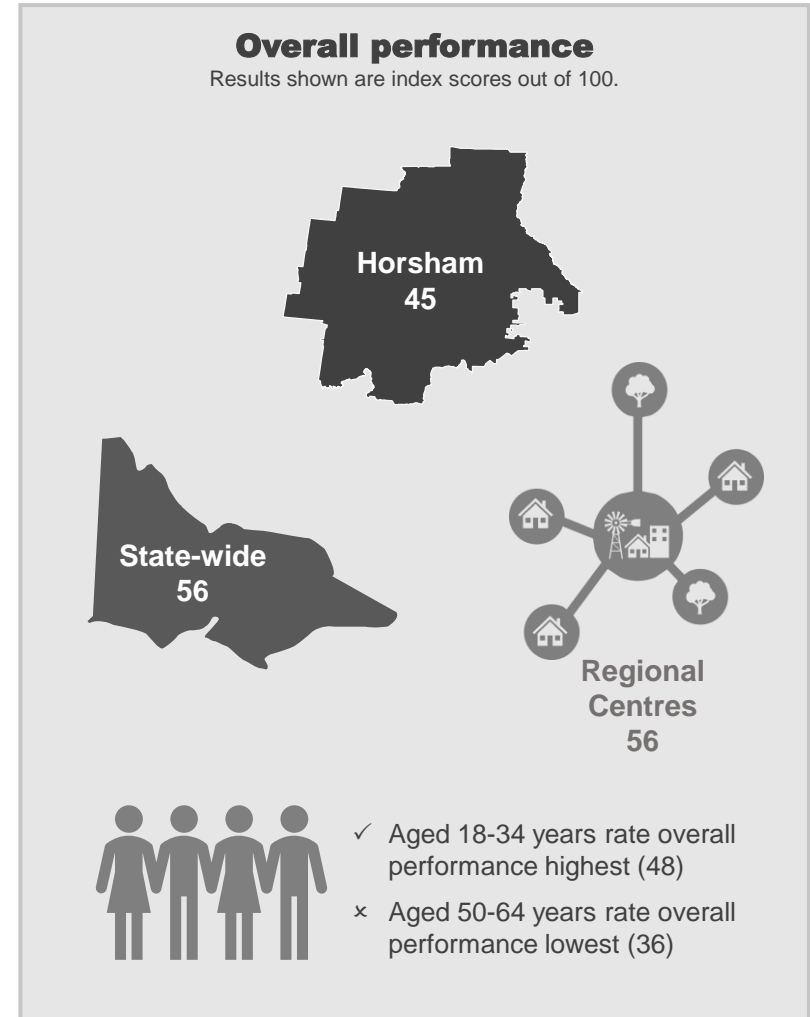
Overall performance

The overall performance index score of 45 for Horsham Rural City Council marks a significant decline on the 2022 result. This follows significant growth and then stability in perceptions of overall performance in 2021 and 2022.

Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than both the Regional Centres group and State-wide averages (both with an index score of 56).

- Perceptions of overall performance significantly declined across nearly all demographic and geographic cohorts when compared to last year, with the exception being residents aged 18 to 34 years and those living in the 'Other' area.
- Overall performance is rated lowest and significantly lower than the Council average among residents aged 50 to 64 years (index score of 36, down 18 points on 2022).

Almost one in four residents (24%, down ten percentage points from 2022) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. In comparison, 39% (up seven points) rate Council as 'very poor' or 'poor'. A further 34% (up three points) rate Council as 'average' in terms of providing value for money.





Overall performance

2023 overall performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Regional Centres	56▲	60	56	58	58	57	n/a	n/a	n/a
State-wide	56▲	61	58	60	59	59	59	60	61
Other	51*	48	51	52	54	52	62	53	68
18-34	48	63	48	57	58	66	62	63	63
Women	47	57	50	60	57	63	64	64	66
Horsham Area	46	56	46	58	55	61	65	64	66
35-49	46	52	42	53	53	53	61	57	65
65+	45	60	46	58	57	61	64	65	69
Horsham	45	54	45	55	54	60	63	62	65
Men	43	50	40	49	51	56	62	59	64
Rural Area	40	47	41	46	52	56	56	56	59
50-64	36▼	48	45	50	48	58	64	60	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: 9

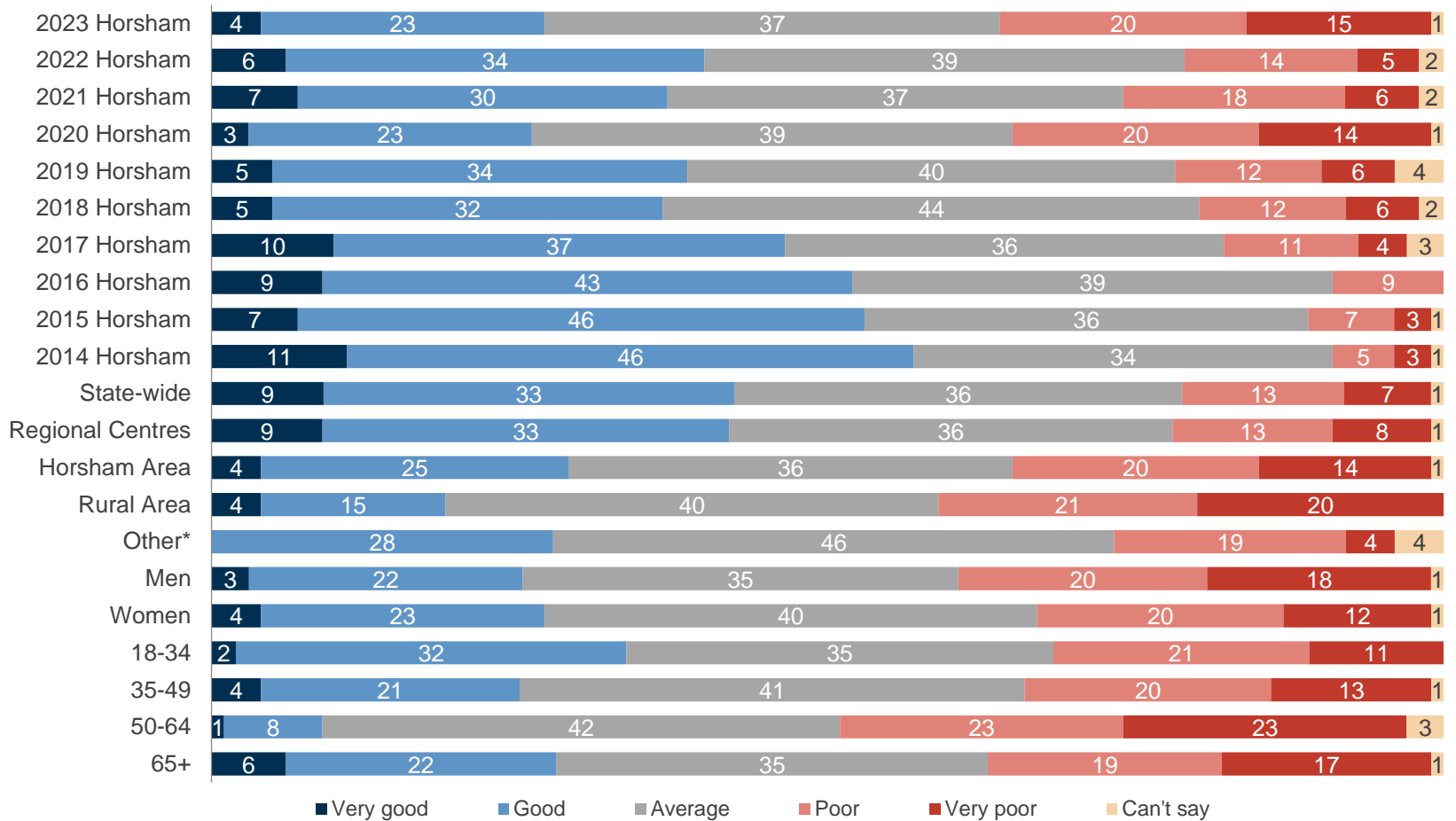
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Overall performance

2023 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?

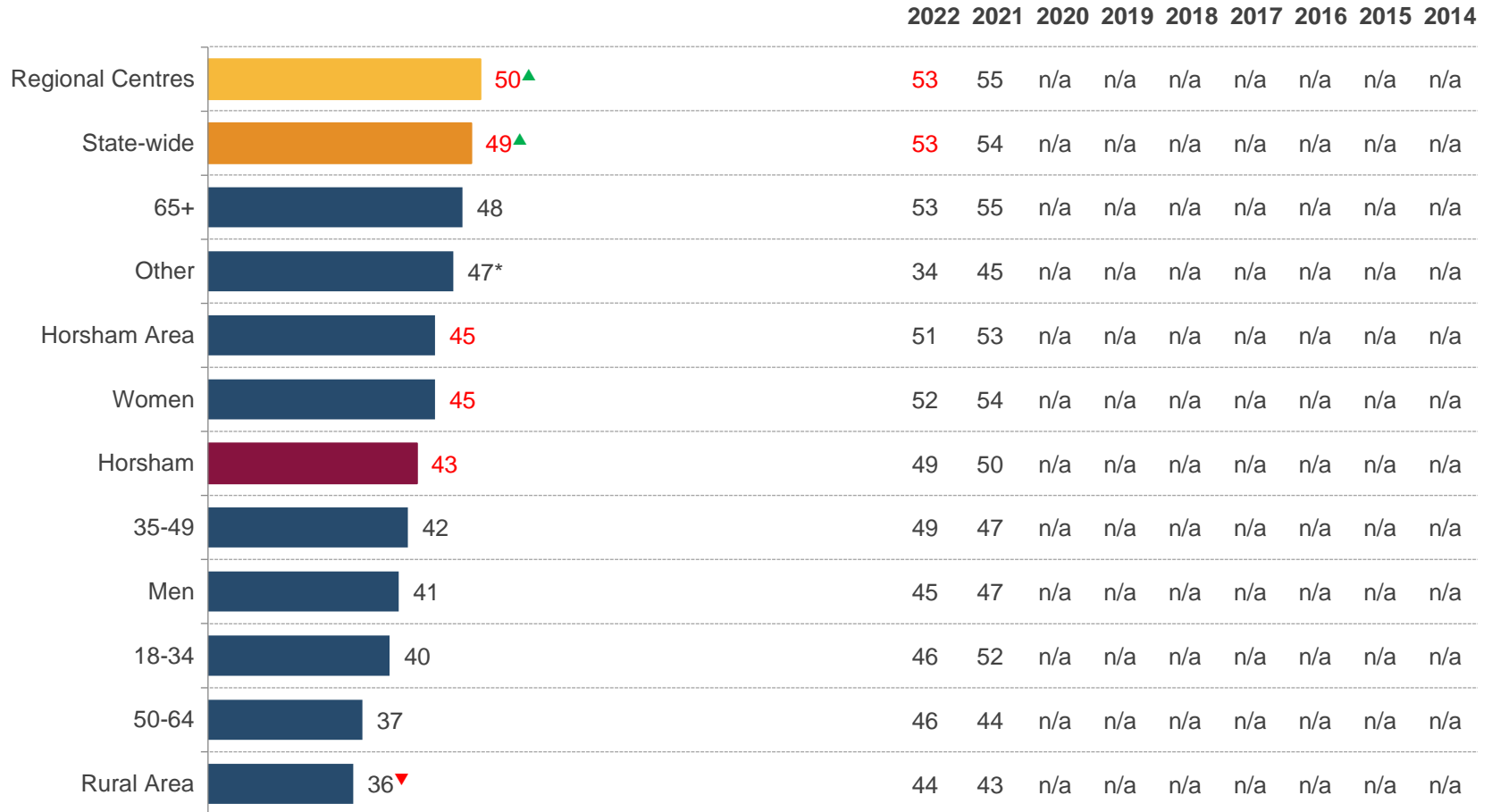
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

*Caution: small sample size < n=30



Value for money in services and infrastructure

2023 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: 65 Councils asked group: 9

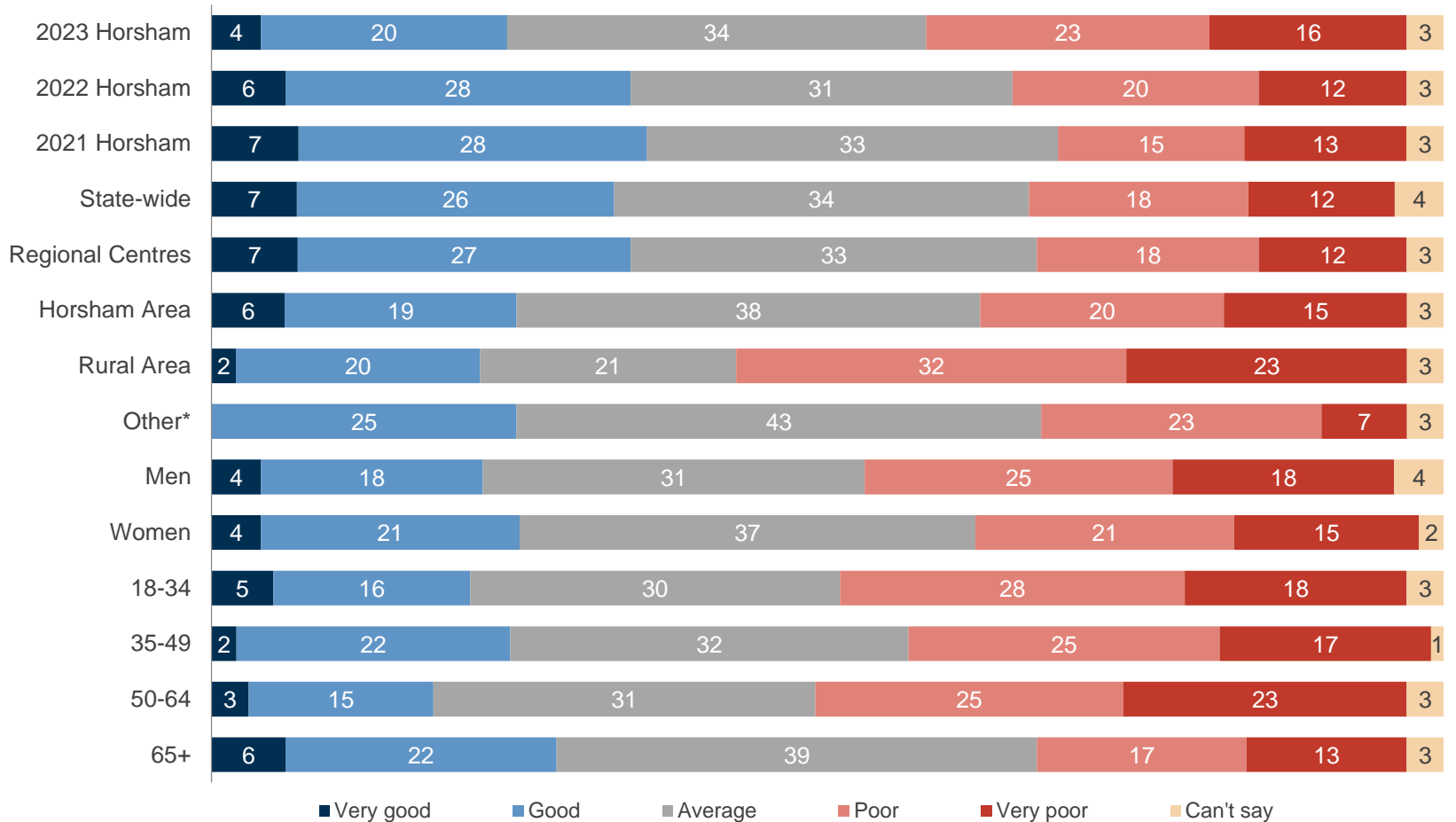
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Value for money in services and infrastructure

2023 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: 65 Councils asked group: 9

*Caution: small sample size < n=30



Top performing service areas

Horsham Rural City Council performs best in the service area of waste management (index score of 64). Council performs significantly lower than the Regional Centres group average and in line with the State-wide average on this service area (index scores of 67 and 66 respectively).

Council's performance rating on waste management has declined significantly in the last 12 months, decreasing by four index points. Perceptions of waste management have trended down the last two years.

- Council should look to restore positive perceptions among residents aged 50 to 64 years – it is among this cohort particularly where perceptions have declined the most since last year (from 70 in 2022 to 58 currently) and is the cohort most critical of Council's performance in this service area.
- While caution should be exercised due to a small sample size, it is worth noting that residents of the 'Other' area, provide significantly higher than average ratings for waste management.

5% of residents volunteer waste management as one of the best things about Council.



Waste management (index score of 64) is the area where Council performed best in 2023, although decreasing by four index points from 2022.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 38).

In a similar pattern to the last two years, Council rates lowest for perceptions of the condition of sealed local roads (index score of 38), followed by decisions made in the interest of the community, and community consultation and engagement (index scores of 42 and 43 respectively).

Ratings of Council's performance in the aforementioned service areas have decreased significantly in the last 12 months following two years of growth and then maintenance in 2021 and 2022. Council rates significantly lower than the Regional Centres group and State-wide averages in each of these service areas.

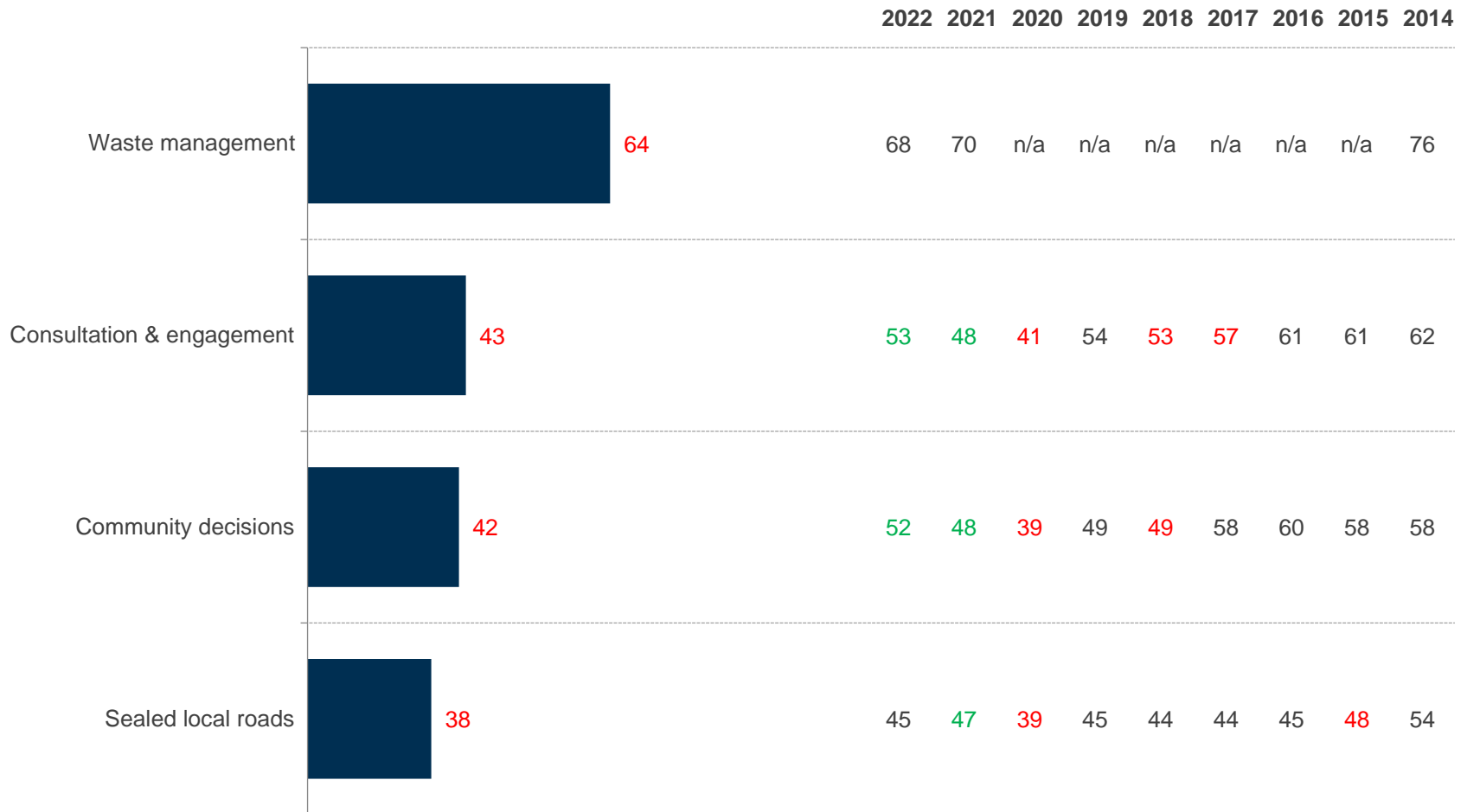
- On all three services, declines in perceived performance are underpinned by a significant decrease in performance ratings across most demographic and geographic cohorts, the exception for all being residents aged 18 to 34 years and those living in the 'Other' area.

In terms of things Council most needs to do in terms of improvement, the top mentioned areas align with these low performing areas, with 32% nominating community consultation, 17% sealed road maintenance and 15% decision making.



Individual service area performance

2023 individual service area performance (index scores)

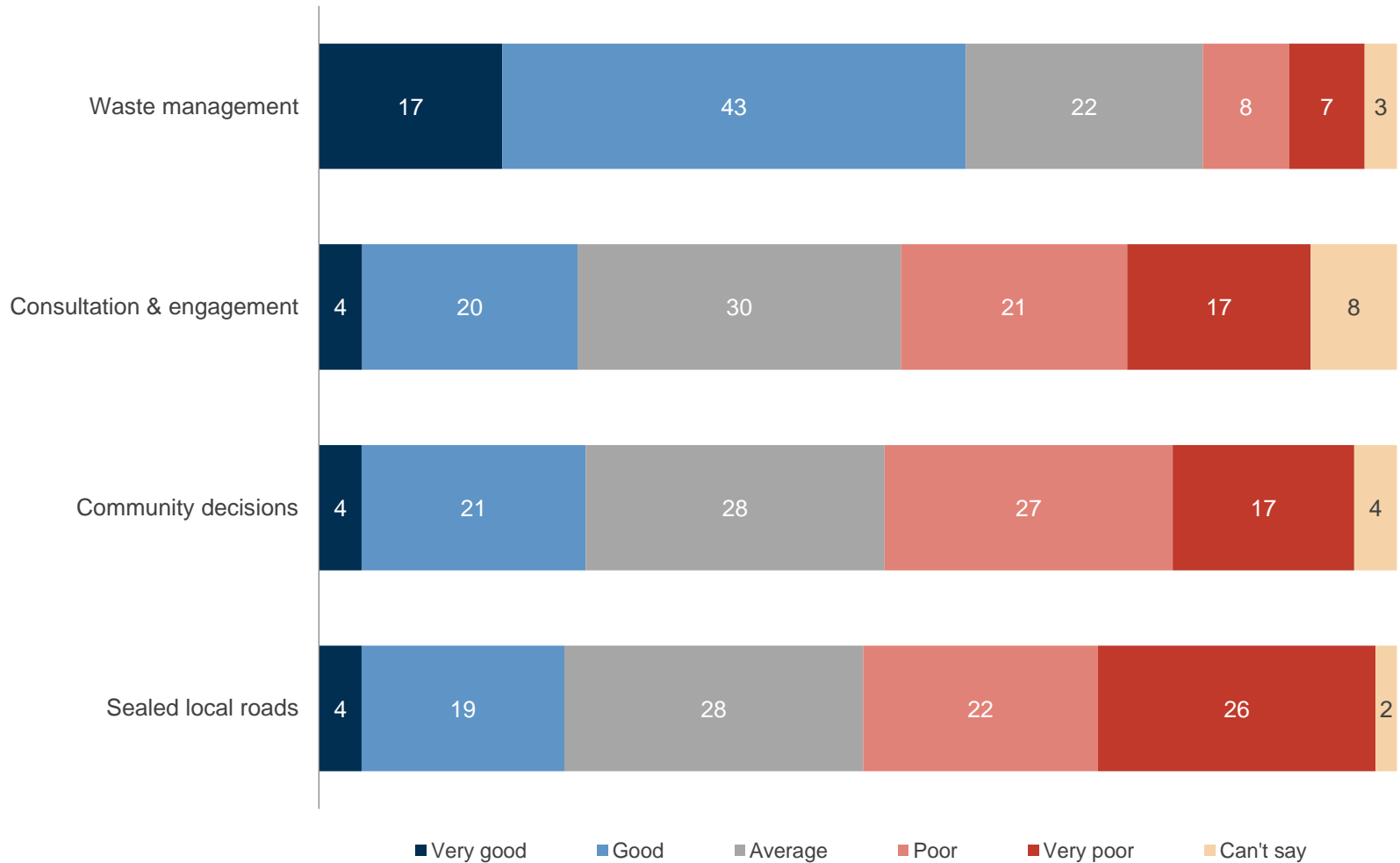


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2023 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: 9

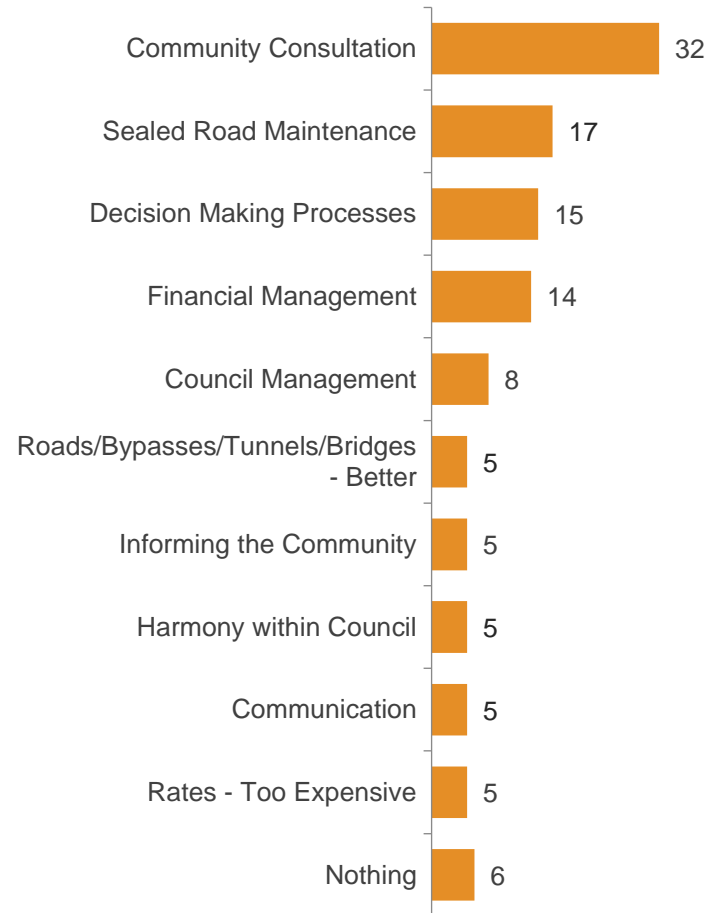


Best things about Council and areas for improvement

2023 best things about Council (%)
- Top mentions only -



2023 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: 33 Councils asked group: 4

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

Base: All respondents. Councils asked State-wide: 53 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

One in two households (54%) have had contact with Horsham Rural City Council in the last 12 months. Rate of contact has remained stable over time, the exception being 2016 when contact with Council significantly declined.



Among those residents who have had contact with Council, 46% provide a positive customer service rating of 'very good' or 'good', including 16% who rate council's customer service as 'very good'.

Customer service

Council's customer service index score of 56 marks a significant eight-point decrease from 2022 and is at the lowest level seen in 10 years. As was the case last year, customer service is rated significantly lower than both the State-wide and Regional Centres group averages (index scores of 67 and 68 respectively).

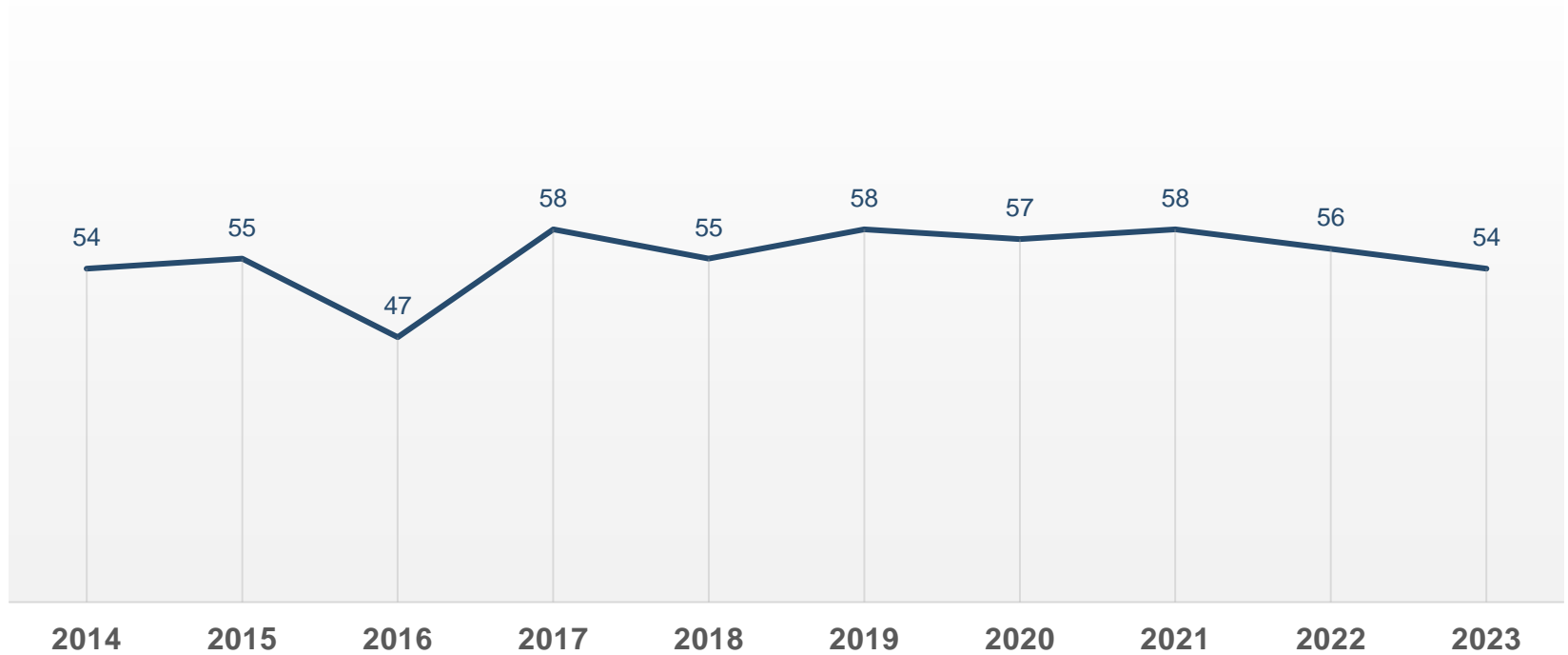
- Declines in perceived performance have been underpinned by a significant decrease in performance ratings in the past 12 months among residents aged 18 to 34 years, women, and those living in the Horsham Area.
- Geographically, customer service ratings are lowest among residents of the Horsham Area (index score of 55) and highest among residents of the 'Other' area (index score of 60), but are not significantly different to the Council average.

Almost one in two residents (46%, down from 61% in 2022) who have contacted Council within the last 12 months rate the most recent customer service they received from Council as 'very good' or 'good'. In comparison, 26% rate Council as 'very poor' or 'poor' (an increase from 18% in 2022), while 27% (up seven points) say it was average.



Contact with council

2023 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: 41 Councils asked group: 5



Contact with council

2023 contact with council (%)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Rural Area	64	61	62	55	64	60	65	51	72	60
State-wide	62▲	60	61	63	61	61	58	58	60	61
35-49	61	67	69	66	62	59	69	58	66	57
50-64	61	67	60	60	67	61	61	50	62	63
Regional Centres	58	56	56	59	58	56	56	n/a	n/a	n/a
Men	55	56	56	53	59	57	56	45	62	54
Horsham	54	56	58	57	58	55	58	47	55	54
Women	53	56	59	60	56	53	60	48	49	55
65+	53	44	52	46	46	48	48	46	47	40
Horsham Area	52	54	56	58	56	52	56	45	49	54
18-34	47	51	55	60	63	54	55	32	51	60
Other	44*	66	58	46	58	68	54	49	79	40

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: 41 Councils asked group: 5
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating

2023 customer service rating (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Regional Centres	68▲	69	71	70	72	72	72	n/a	n/a	n/a
State-wide	67▲	68	70	70	71	70	69	69	70	72
Other	60*	53	60	79	63	73	81	73	59	88
50-64	60	59	68	59	65	66	67	73	67	69
Women	58	66	76	63	65	72	76	78	74	76
35-49	58	66	65	63	60	67	67	75	71	80
Rural Area	58	61	60	59	52	67	66	67	72	65
Horsham	56	64	68	61	61	70	70	75	72	74
Horsham Area	55	66	71	61	64	70	71	78	74	77
65+	55	65	67	63	64	67	73	76	80	85
Men	54	62	58	59	57	67	64	72	71	72
18-34	54	65	72	59	57	78	76	75	69	66

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: 9

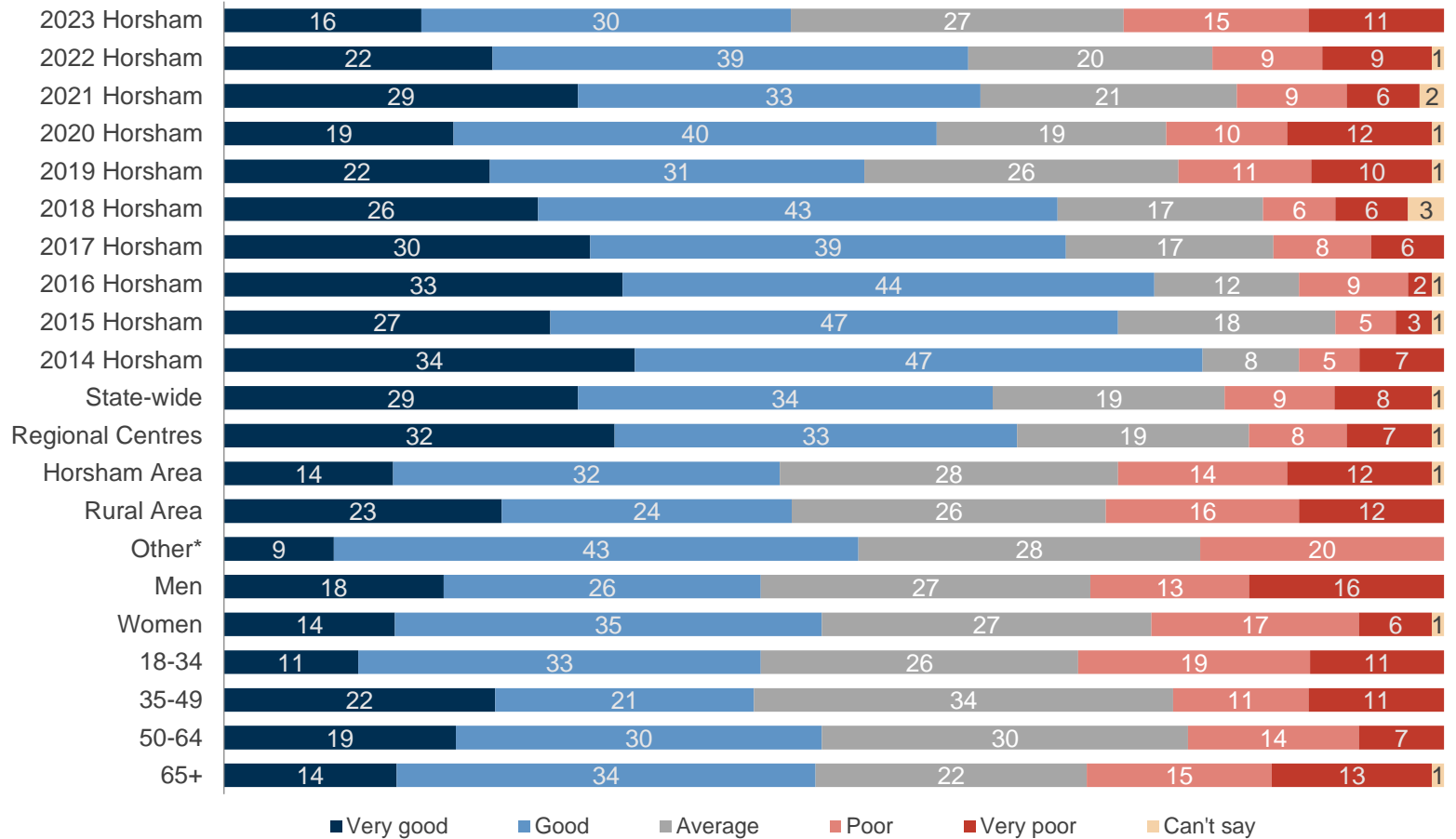
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating

2023 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: 9

*Caution: small sample size < n=30



Communication

Communication

The preferred form of communication from Council about news and information and upcoming events remains newsletters sent via email (25%) or mail (22%).

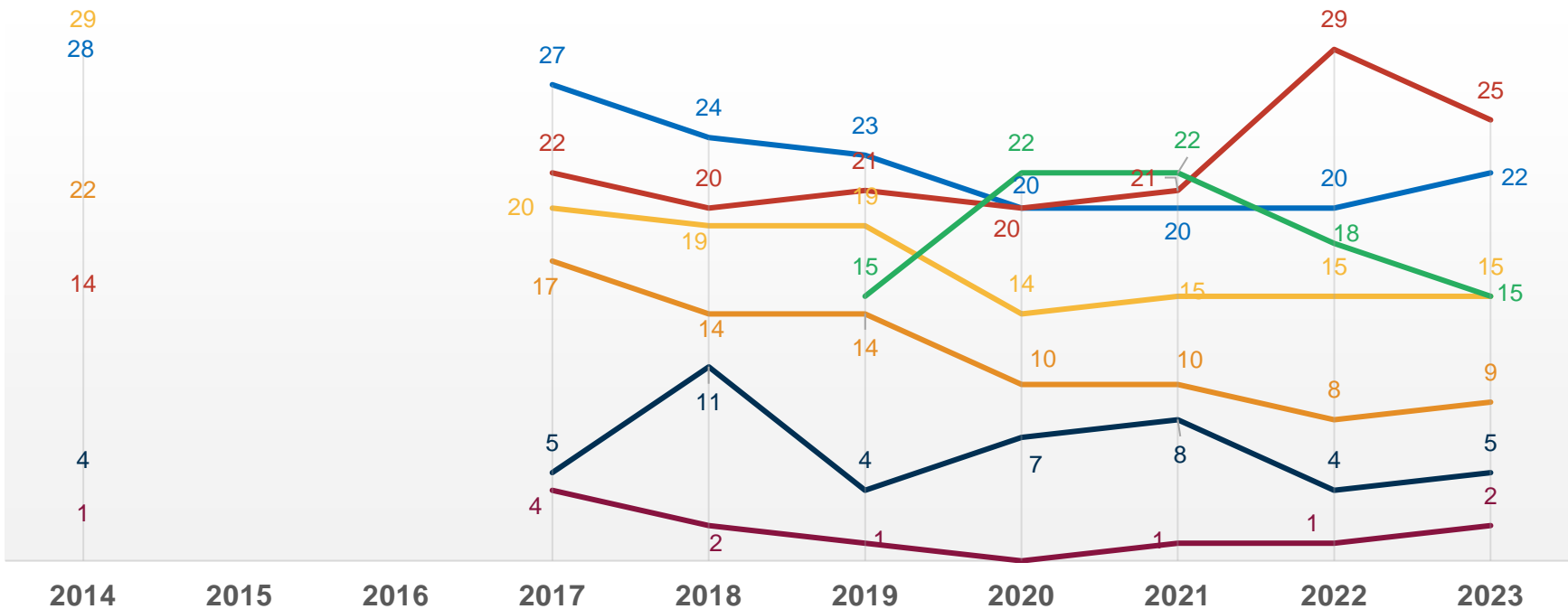
- Among residents aged under 50 years, emailed newsletters are the most preferred despite a decline in preference (26%, down seven points). Meanwhile, preference for mailed newsletters is on the rise (23%, up six points). Social media now sits equal with mailed newsletters at 23% as a preferred form of communication for people under 50 years of age, with preference declining eight points this year and 17 points since 2021.
- Communication preferences among residents aged over 50 years are fairly stable and evenly split between emailed newsletters (24%, unchanged since 2022), advertising in a local newspaper (23%, up one point) and mailed newsletters (21%, down two points). Preference for newsletters as a local newspaper insert has been trending down, from 21% preference in 2019 to just 10% now.





Best form of communication

2023 best form of communication (%)

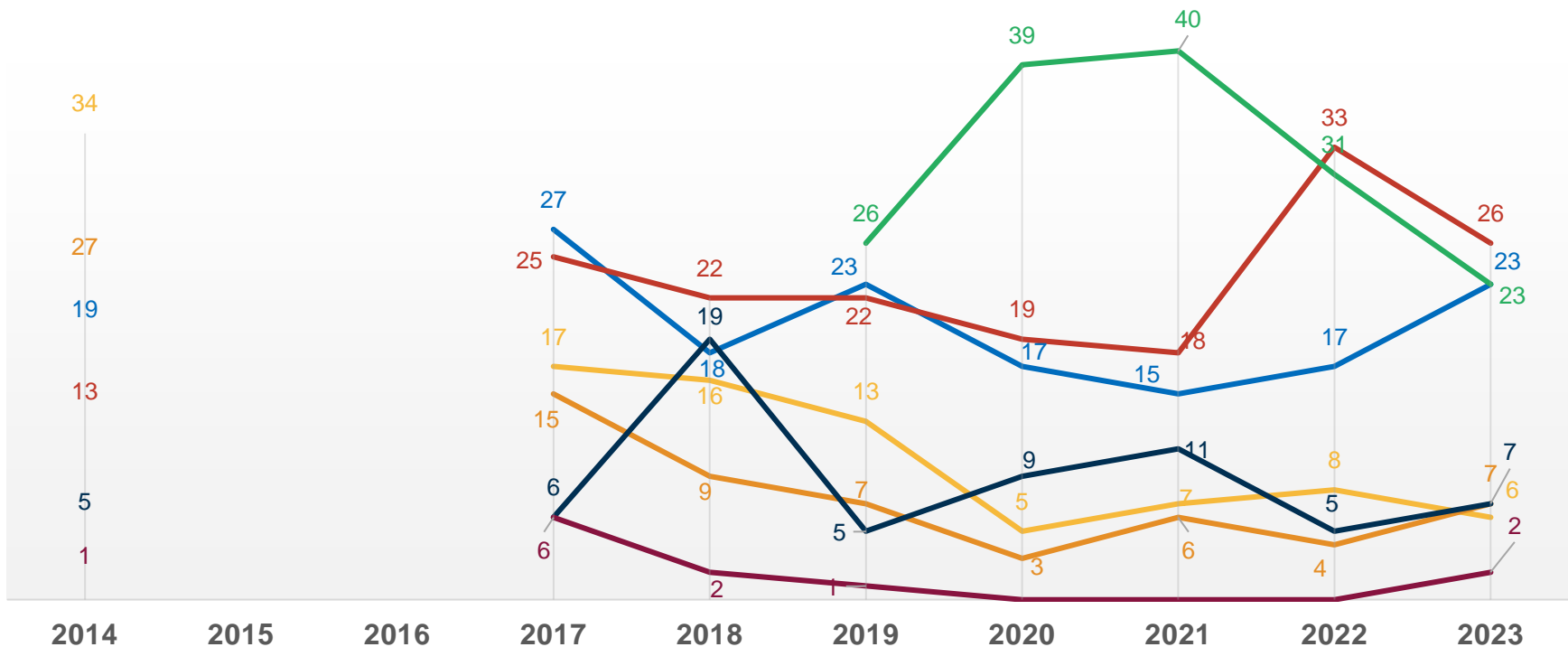


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2023 under 50s best form of communication (%)

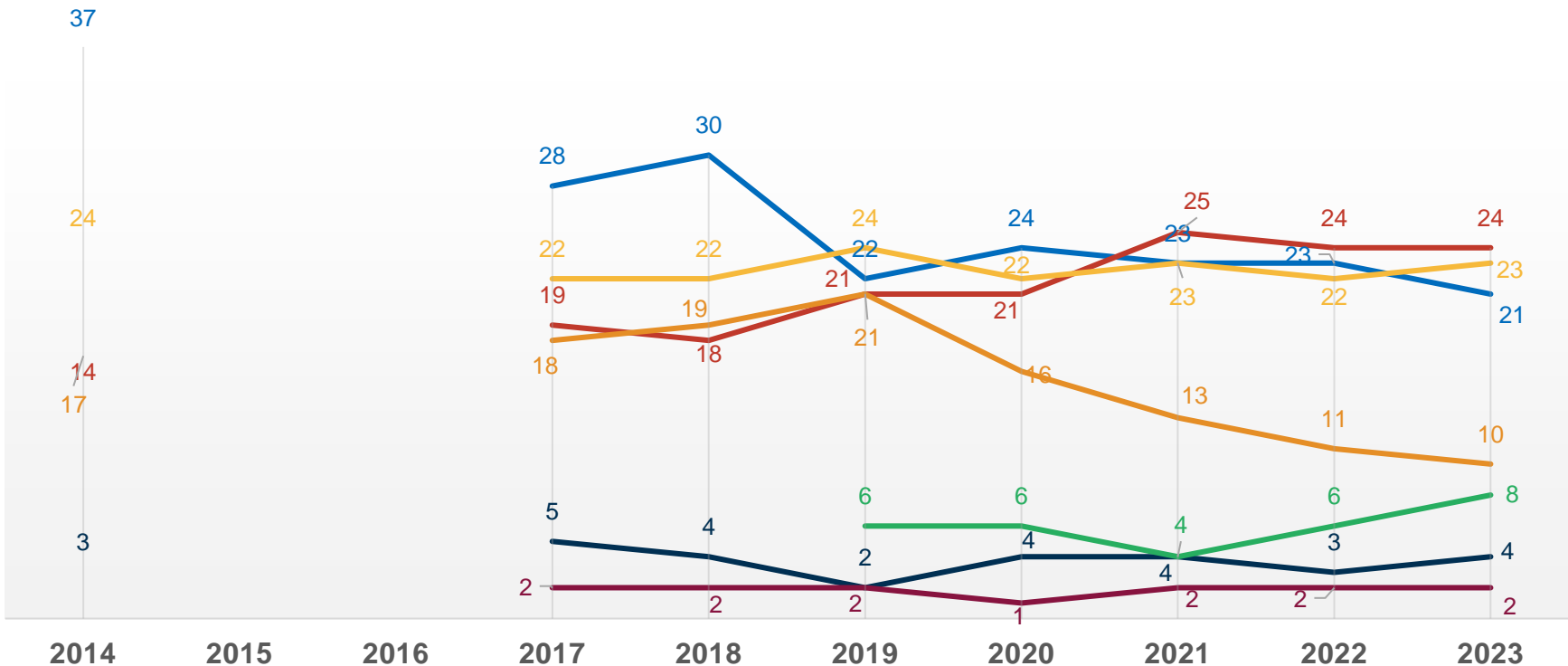


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked State-wide: 40 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2023 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: 40 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



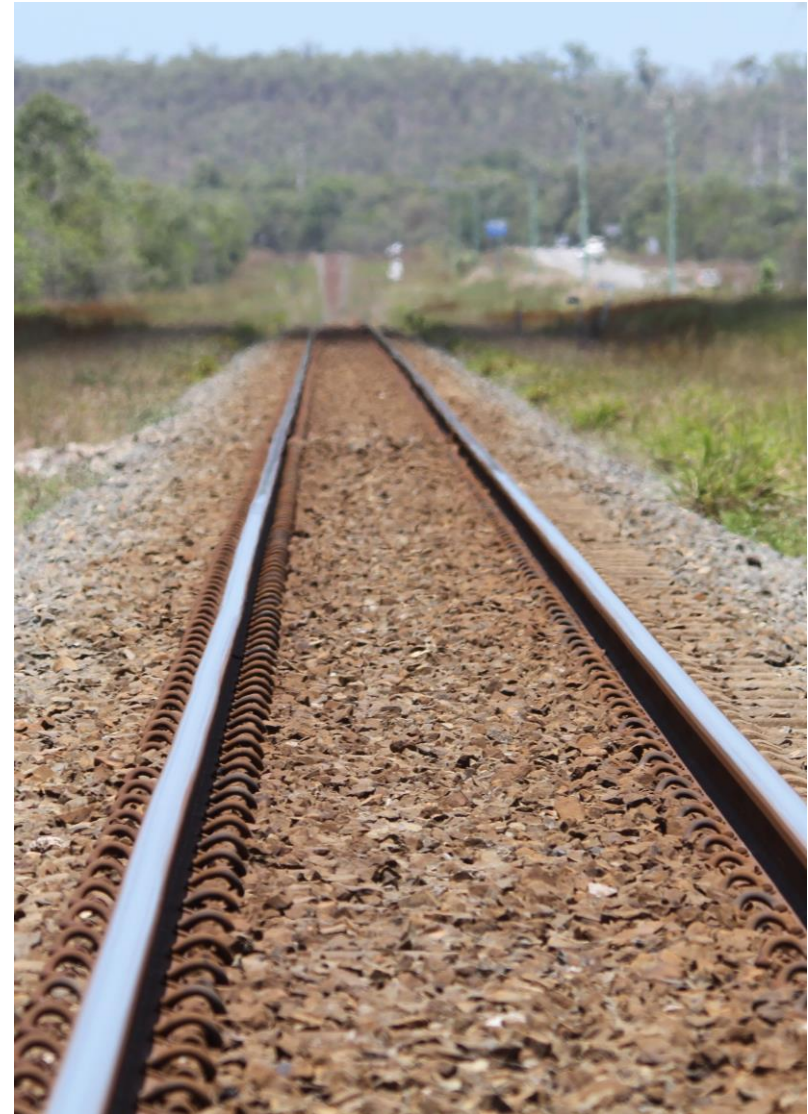
Council direction

Council direction

The direction of Council's overall performance index score of 34 for Horsham Rural City Council marks a significant decline on the 2022 result. The direction of Council's overall performance is rated significantly lower than both the Regional Centres group and State-wide averages (index scores of 47 and 46 respectively).

Over the last 12 months, 10% of residents believe the direction of Council's overall performance has improved (compared to 20% in 2022). Close to half of residents (47%, down eight percentage points) believe it has stayed the same and 41% think it has deteriorated (compared to 21% in 2022).

- Declines in perceived performance have been underpinned by a significant decrease in performance ratings in the past 12 months across nearly all demographic and geographic cohorts, the exception being residents aged 18 to 34 years and those living in the 'Other' area.
- Residents in the Rural Area and those aged 50 to 64 years are significantly less satisfied than average with the direction of Council's overall performance in the past 12 months.





Overall council direction last 12 months

2023 overall council direction (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Regional Centres	52	54	50	52	53	55	n/a	n/a	n/a
State-wide	50	53	51	53	52	53	51	53	53
Other	37	41	46	56	52	45	45	42	57
18-34	47	48	41	53	44	56	55	55	47
65+	53	48	31	48	43	51	58	56	59
Women	53	50	39	51	44	54	58	56	55
Horsham Area	51	49	36	49	43	52	56	55	55
Horsham	50	47	35	47	42	50	55	53	55
35-49	53	46	35	42	42	45	50	47	59
Men	46	44	31	42	39	46	51	50	55
Rural Area	50	41	28	36	37	45	52	47	54
50-64	44	44	35	40	36	47	55	51	54

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: 9

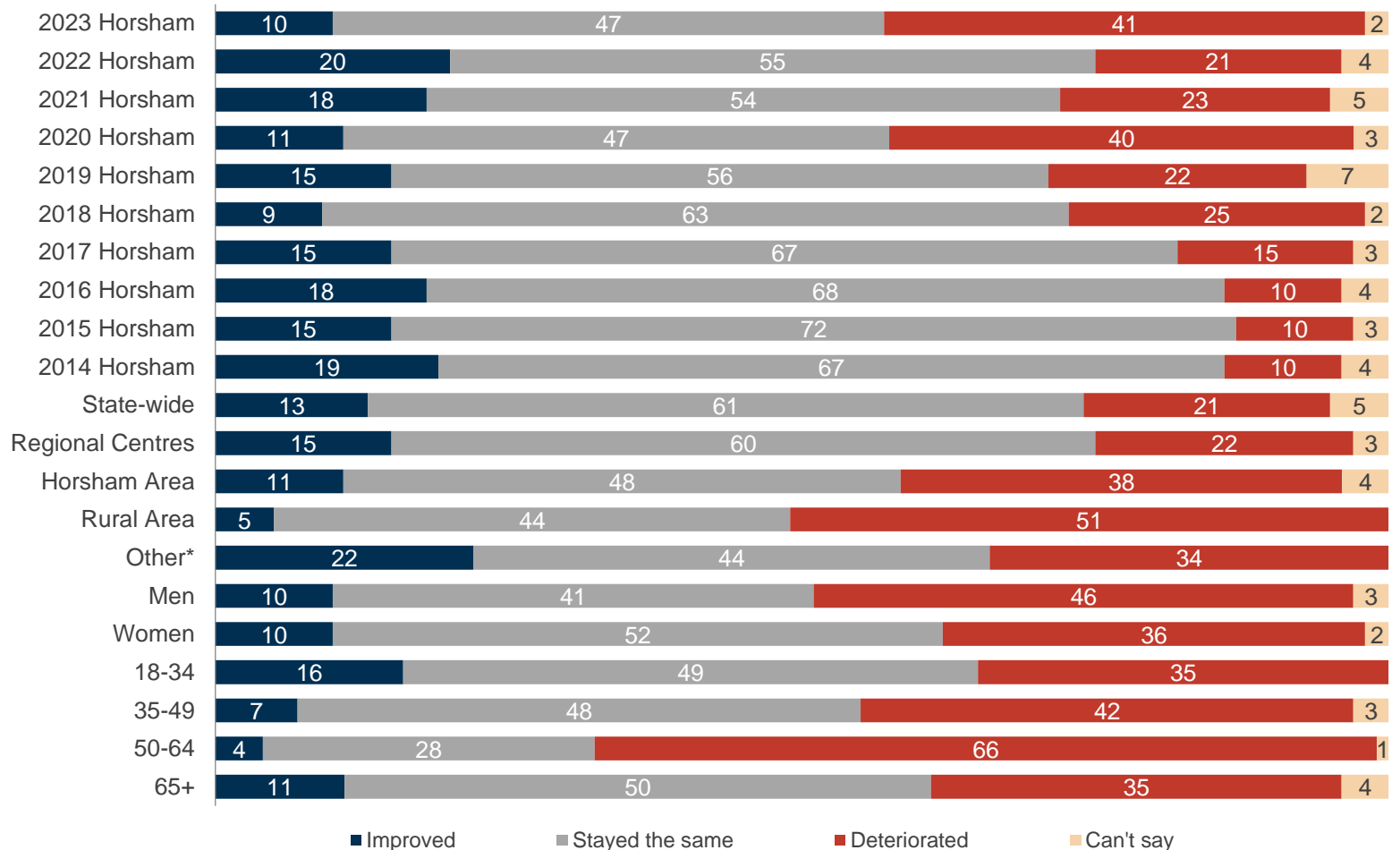
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Overall council direction last 12 months

2023 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: 9

*Caution: small sample size < n=30

A large, stylized letter 'W' graphic that serves as a background element. The 'W' is filled with a dark blue color and contains a glowing, intricate network pattern of white and light blue lines, resembling a fiber optic or neural network. The 'W' is positioned on the right side of the slide, extending from the top to the bottom.

Individual service areas



Community consultation and engagement performance



2023 consultation and engagement performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Other	40	38	52	47	46	58	73	58	66
State-wide	54	56	55	56	55	55	54	56	57
Regional Centres	54	54	51	54	55	54	n/a	n/a	n/a
18-34	50	50	44	58	59	62	61	63	63
Women	55	52	44	56	55	59	63	63	63
35-49	56	52	43	50	49	53	56	58	60
Horsham Area	55	50	42	56	54	57	61	62	62
65+	55	46	38	56	53	59	63	64	66
Horsham	53	48	41	54	53	57	61	61	62
Men	50	44	37	51	51	55	58	58	61
Rural Area	49	44	35	47	51	57	58	58	58
50-64	50	44	38	47	49	54	62	57	57

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: 9

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

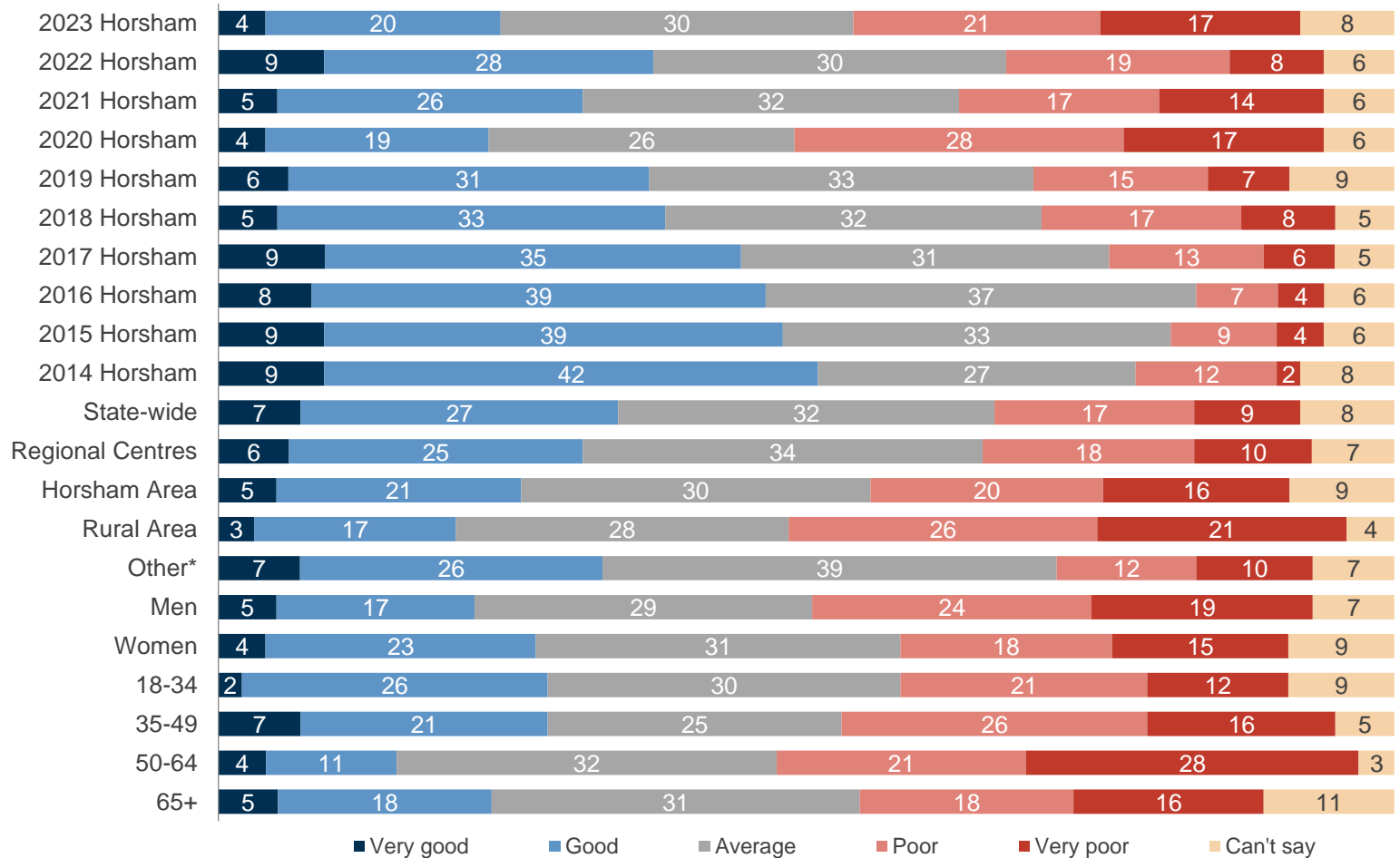
*Caution: small sample size < n=30



Community consultation and engagement performance



2023 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: 9

*Caution: small sample size < n=30

Decisions made in the interest of the community performance



2023 community decisions made performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	54	56	53	55	54	54	54	55	57
Regional Centres	54	54	50	52	52	52	n/a	n/a	n/a
Other	46	39	48	48	54	54	55	54	66
18-34	52	55	43	51	48	64	62	60	57
Women	54	54	43	53	50	62	64	60	59
Horsham Area	54	52	40	52	51	59	62	60	59
35-49	54	47	34	48	51	53	56	56	59
65+	54	47	41	51	52	59	63	59	63
Horsham	52	48	39	49	49	58	60	58	58
Men	50	43	35	45	48	54	57	56	58
Rural Area	47	41	36	40	44	55	54	54	55
50-64	48	43	38	46	47	55	59	56	53

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: 9

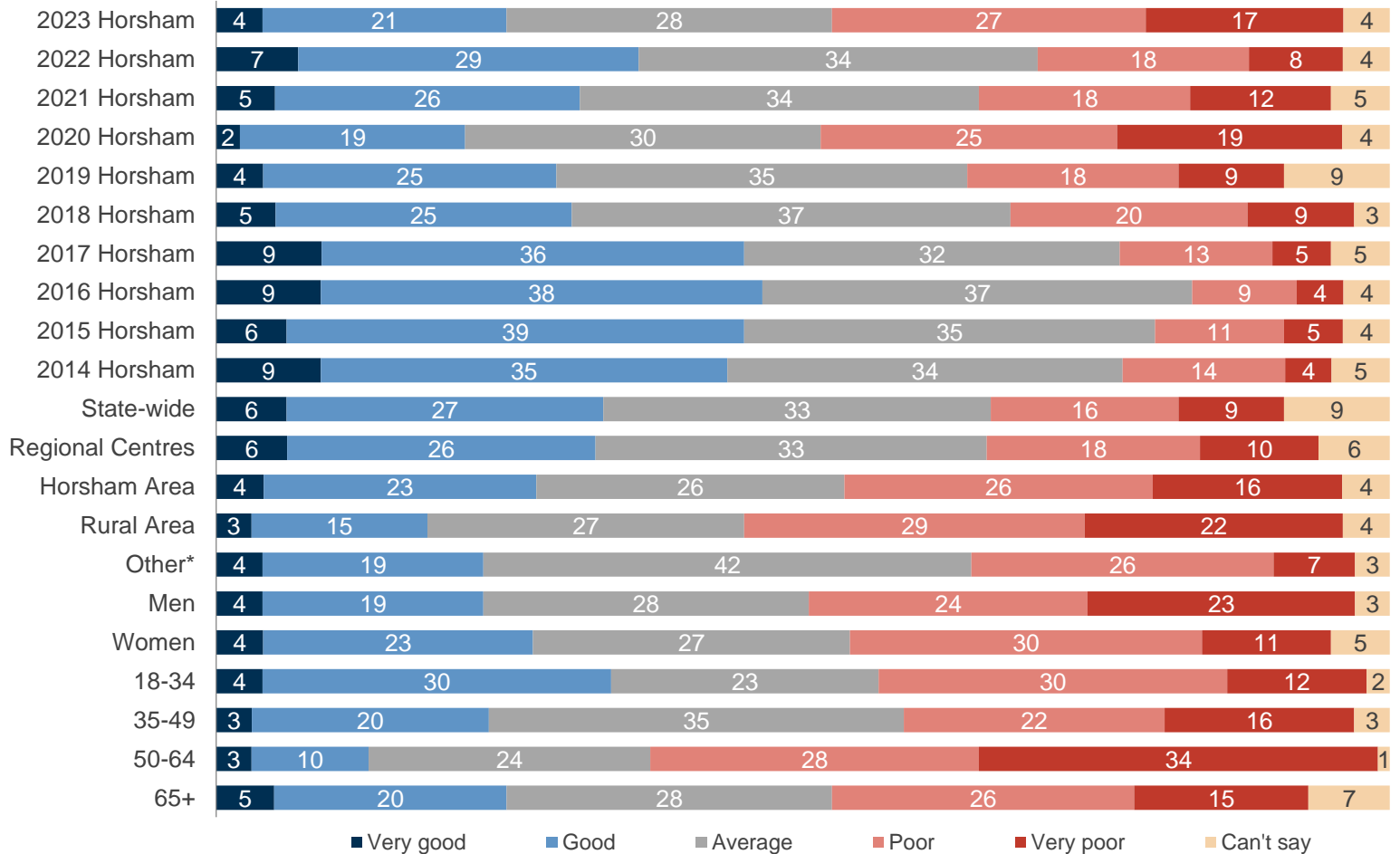
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Decisions made in the interest of the community performance



2023 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: 9

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2023 sealed local roads performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Regional Centres	54	60	55	57	54	53	n/a	n/a	n/a
State-wide	53	57	54	56	53	53	54	55	55
Other	28	27	40	42	34	42	25	43	54
65+	53	53	48	50	47	46	53	55	59
Horsham Area	48	51	40	48	47	46	49	51	55
Women	48	51	43	48	45	46	47	52	54
35-49	42	41	35	39	41	40	41	42	54
Horsham	45	47	39	45	44	44	45	48	54
Men	42	42	35	41	42	41	44	44	53
18-34	40	44	34	43	46	43	44	48	49
50-64	45	43	36	45	39	44	42	45	52
Rural Area	40	36	33	35	36	36	40	41	49

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: 9

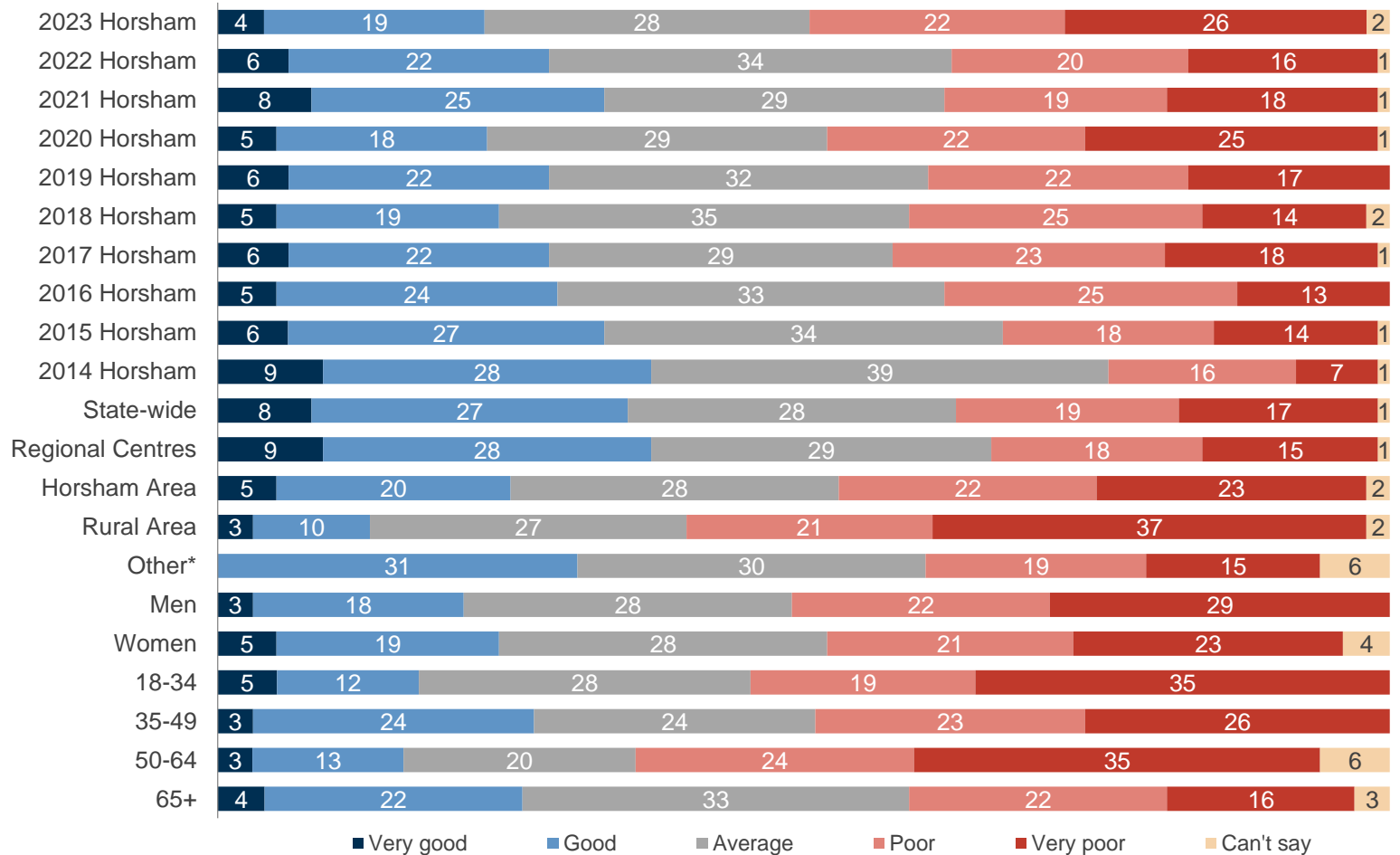
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2023 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: 9

*Caution: small sample size < n=30



Waste management performance



2023 waste management performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Other	73*▲	59	50	n/a	n/a	n/a	n/a	n/a	71
65+	68	74	73	n/a	n/a	n/a	n/a	n/a	79
Regional Centres	67▲	68	69	66	68	70	69	n/a	n/a
State-wide	66	68	69	65	68	70	71	70	72
Men	65	67	66	n/a	n/a	n/a	n/a	n/a	76
Horsham Area	65	69	73	n/a	n/a	n/a	n/a	n/a	78
Horsham	64	68	70	n/a	n/a	n/a	n/a	n/a	76
Women	64	69	73	n/a	n/a	n/a	n/a	n/a	77
18-34	63	63	72	n/a	n/a	n/a	n/a	n/a	75
35-49	62	65	68	n/a	n/a	n/a	n/a	n/a	76
Rural Area	60	66	65	n/a	n/a	n/a	n/a	n/a	72
50-64	58	70	60	n/a	n/a	n/a	n/a	n/a	76

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

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

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

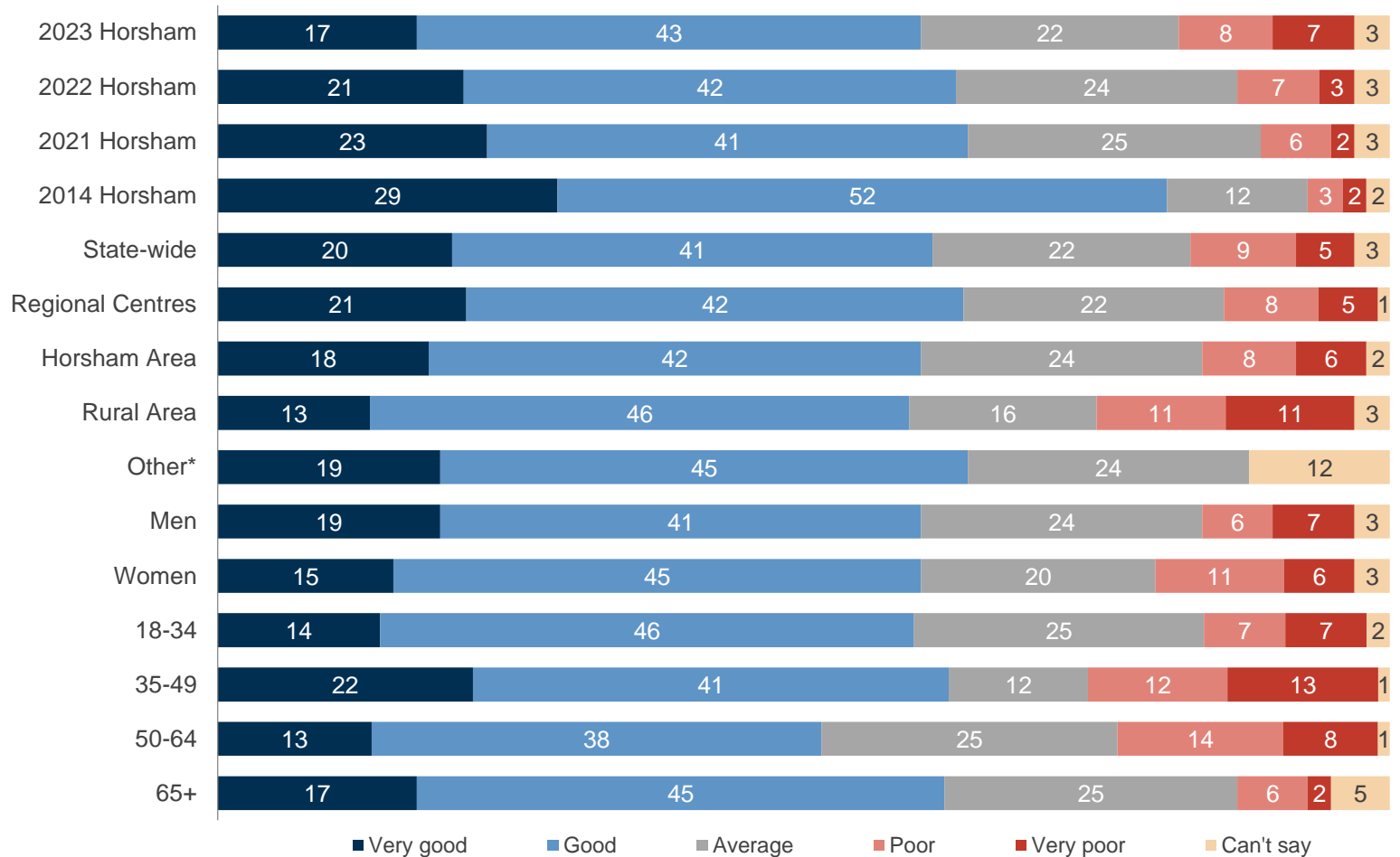
*Caution: small sample size < n=30



Waste management performance



2023 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: 9
 *Caution: small sample size < n=30



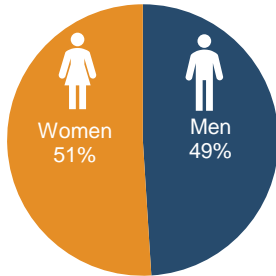
Detailed demographics



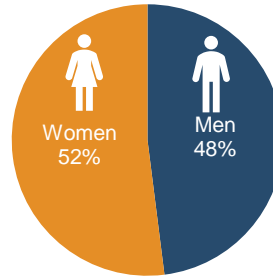
Gender and age profile

2023 gender

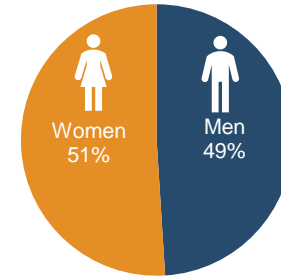
Horsham



Regional Centres

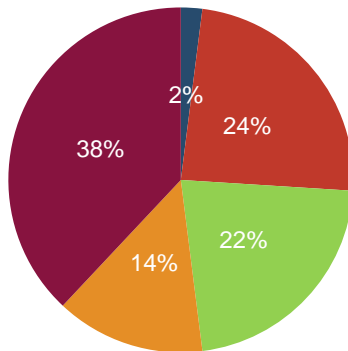


State-wide

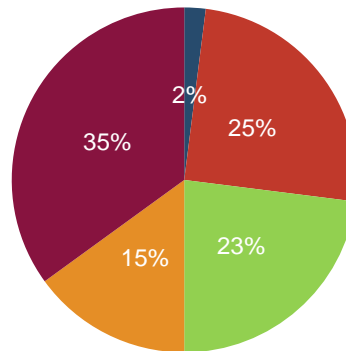


2023 age

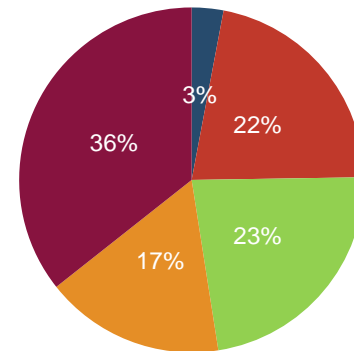
Horsham



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: 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.



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 2023 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 15,900 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	201	194	+/-6.9
Women	199	206	+/-6.9
Horsham Area	270	275	+/-5.9
Rural Area	101	98	+/-9.8
Other	29	26	+/-18.5
18-34 years	57	106	+/-13.1
35-49 years	75	87	+/-11.4
50-64 years	71	55	+/-11.7
65+ years	197	152	+/-7.0



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:

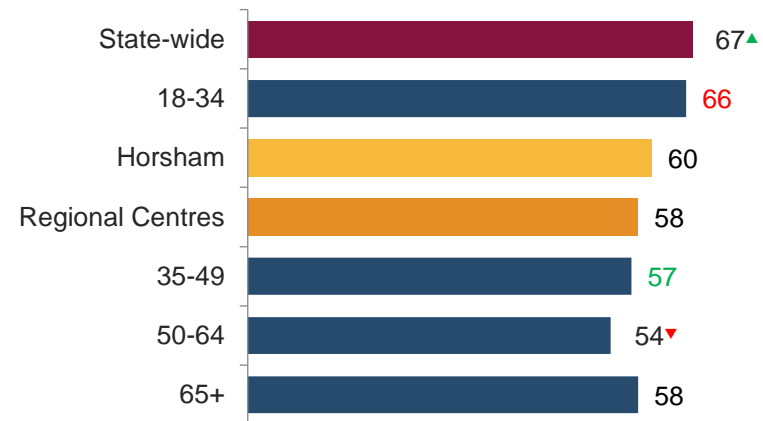
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2022.

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 2022.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2022.

**2023 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 2023 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 2023 results are compared with previous years, as detailed below:

- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.
- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=401 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=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.

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 16th June 2022 - 19th March, 2023.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 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 2012-2023 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 2023 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 2012-2023 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 2023 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 2023 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 2023 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: 2023 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.

**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

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

