

LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
BASS COAST SHIRE COUNCIL

2018 RESEARCH REPORT

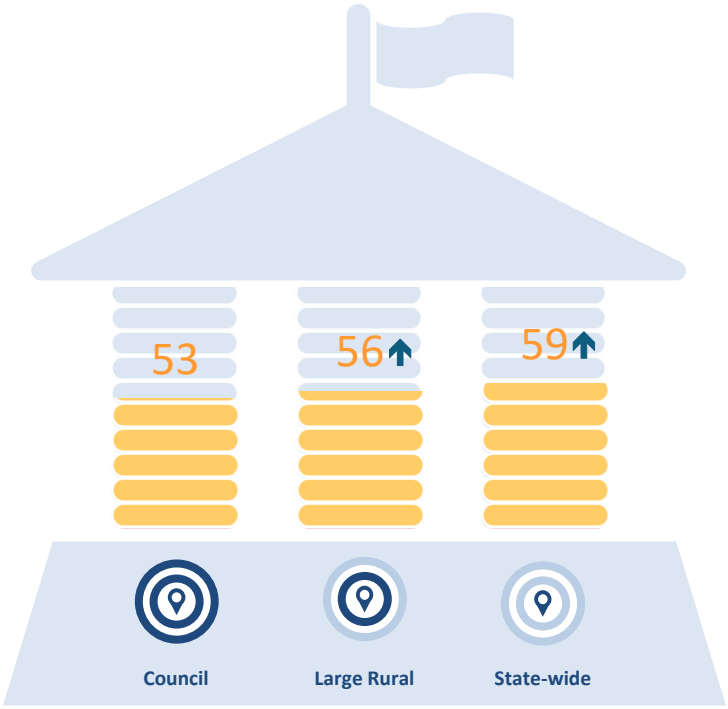
COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND PLANNING ON BEHALF OF VICTORIAN COUNCILS

JWS RESEARCH

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- Background and objectives
- Survey methodology and sampling
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BASS COAST SHIRE COUNCIL – AT A GLANCE



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2018 State-wide Local Government Community Satisfaction Survey for Bass Coast Shire Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

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.

The main objectives of the survey are to assess the performance of Bass Coast Shire Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents and non-resident rate payers aged 18+ years in Bass Coast Shire Council.

Survey sample matched to the demographic profile of Bass Coast Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Bass Coast Shire Council, particularly younger people.

A total of n=600 completed interviews were achieved in Bass Coast Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2018.

The 2018 results are compared with previous years, as detailed below:

- 2017, n=600 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=401 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 Bass Coast Shire 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.

SURVEY METHODOLOGY AND SAMPLING

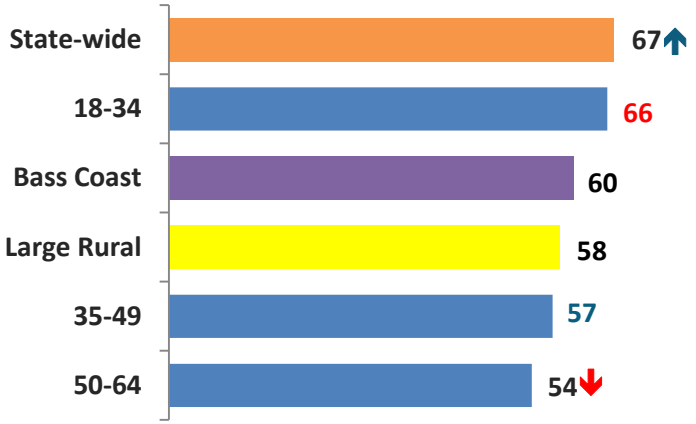
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 blue and red indicate significantly higher or lower results than in 2017. 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 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

Overall Performance – Index Scores (example extract only)



Note: Details on the calculations used to determine statistically significant differences may be found in Appendix B.

FURTHER INFORMATION

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

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

Contacts

For further queries about the conduct and reporting of the 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



KEY FINDINGS & RECOMMENDATIONS

JWS RESEARCH

OVERALL PERFORMANCE

The **overall performance index score of 53** for Bass Coast Shire Council represents a (not significant) three point **improvement** on the 2017 result; ratings for overall performance are at their highest level since 2014.

- Notwithstanding ratings gains, Bass Coast Shire Council's overall performance is rated statistically *significantly lower* (at the 95% confidence interval) than the average rating for councils **State-wide** and in the **Large Rural** group (index scores of 59 and 56 respectively).
- **Adults aged 18-34 years** (index score of 61), Bunurong residents (60), and non-resident ratepayers (59) are ***significantly more*** **favourable** in their view of Council's overall performance than adults overall, while Island area adults are ***significantly less*** **favourable** (45).
- Ratings increases are largely driven by improved perceptions of overall performance compared to 2017 among residents aged 18 to 34 years (eight index points higher, index score of 61) and women (six index points higher, index score of 54).

More than one in three adults (35%) rate Council's overall performance as 'very good' or 'good'. This outweighs the one in five adults (22%) who rate Council's overall performance as 'very poor' or 'poor'.



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that on five of the seven measures Bass Coast Shire Council's **performance was either stable, or exhibited a slight increase** compared to Council's own results in 2017. Across the board, Council has maintained or built on increases achieved between 2016 and 2017.

- Customer service and sealed local roads are the exceptions to the pattern, however ratings have not changed significantly compared to 2017, exhibiting a one point index score decline on both measures.
- Despite measured progress, Bass Coast Shire Council's performance on all core measures, with the exception of overall direction, is *significantly lower* than State-wide averages.
- Bass Coast Shire Council's performance on **overall performance**, **lobbying**, and **making community decisions** is also *significantly lower* than Large Rural group averages on these measures. Council's performance is in line with group averages on all other core measures.

There are **notable differences across geographic cohorts** within Bass Coast Shire Council.

- Island area adults rate Council *significantly lower* than adults overall on all core performance measures with the exception of customer service.
- Conversely, Bunurong residents consistently rate Council performance *significantly higher* than adults overall.
- Ratings among Western Port adults tend to be in line with Council averages.

CUSTOMER CONTACT AND SERVICE

More than half (56%) of Bass Coast Shire Council residents have had recent contact with Council. **Non-resident ratepayers** are *significantly less* likely to have contacted Council (42%). Rates of contact have been declining over time (61% contacted Council in 2014).

Council performs best in the area of customer service (index score of 65). In the area of customer service, Bass Coast Shire Council is rated ***similarly*** to the Large Rural group average (index score of 67), but *significantly lower* than the State-wide average for councils (index score of 70).

- One-quarter of adults (25%) rate Council's customer service as 'very good', with a further 37% rating customer service as 'good', generally consistent with 2017.
- Although performance on this measure has dropped one index point in the past year, results have been relatively consistent since 2014 with the exception of 2016, at which point performance ratings temporarily declined before rebounding the following year.

Perceptions of customer service are *significantly higher* among Bunurong adults (index score of 73).

- While Council should aim to improve customer service across all groups, it should pay particular attention to the quality of contacts outside the Bunurong area.

Compared to 2017, ratings of customer service have not changed significantly among any demographic or geographic sub-group.

AREAS WHERE COUNCIL IS PERFORMING WELL

Customer Service is the area where Bass Coast Shire Council has **performed most strongly** (index score of 65).

Though increases are not significant, Bass Coast Shire Council experienced slight ratings increases since 2017 in the areas of **lobbying** (index score of 49, up three points) and **making community decisions** (index score of 49, up two points).

- Building on previous years' progress, Council reached its highest ratings since 2014 on both measures. However, Council continues to perform significantly lower than group averages for Large Rural councils in both areas (index score of 52 for both).
- Ratings among 18 to 34 year olds, and Bunurong adults, are significantly higher on both measures.

Bass Coast Shire Council's performance ratings for the condition of **sealed local roads** decreased by one index point since 2017 (index score of 47) but remain well above 2014 and 2015 levels (index scores of 33 and 36, respectively).

- Despite being Council's lowest rated area, performance is slightly ahead (although not significantly so) of the group average for Large Rural councils (index score of 45).
- Perceptions of the condition of sealed local roads vary markedly between residents (index score of 42) and non-resident ratepayers (index score of 59).
- Similar differences exist between Island area adults (index score of 40) and Bunurong area adults (54).

FOCUS AREAS FOR COMING 12 MONTHS

In terms of priorities for the coming 12 months, Council should look to areas where current performance is rated relatively less well, and is *significantly lower* than the group average for Large Rural councils. The areas that stand out as being most in need of Council attention are **making community decisions** and **lobbying**.

- In the area of lobbying, Bunurong residents and adults aged 18 to 34 years have *significantly more* favourable impressions of Council performance, while Island residents and residents aged 50 to 64 years have *significantly less* favourable impressions of Council performance than adults overall.
- In response to making community decisions, Bunurong residents, adults aged 18-34 years and non-resident rate-payers have *significantly more* favourable impressions of Council performance, while Island residents have *significantly less* favourable views.

Consideration should be given more broadly to Island area adults and adults aged 50 to 64 years, who appear to be most driving negative opinion in 2018.

On the positive side, Council should **maintain its relatively strong performance in the area of customer service**.

It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 18 to 34 years, and Bunurong adults, and use these lessons to build performance experience and perceptions in other areas.

FURTHER AREAS OF EXPLORATION

An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.

SNAPSHOT OF KEY FINDINGS

Higher results in 2018 *(Significantly higher result than 2017)*	• *No significant changes*
Lower results in 2018 *(Significantly lower result than 2017)*	• *No significant changes*
Most favourably disposed towards Council	• Aged 18-34 years • Bunurong
Least favourably disposed towards Council	• Island • Aged 50-64 years



SUMMARY OF FINDINGS

JWS RESEARCH

2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS

Overall Performance

Community Consultation

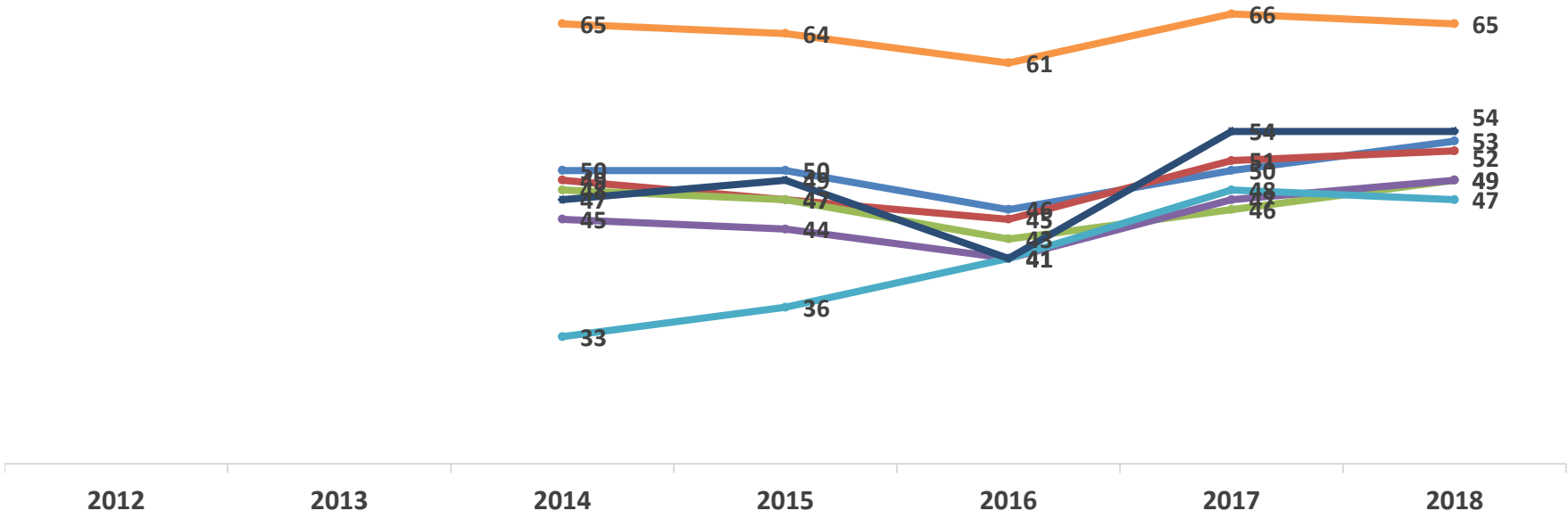
Advocacy

Making Community Decisions

Sealed Local Roads

Customer Service

Overall Council Direction



2018 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

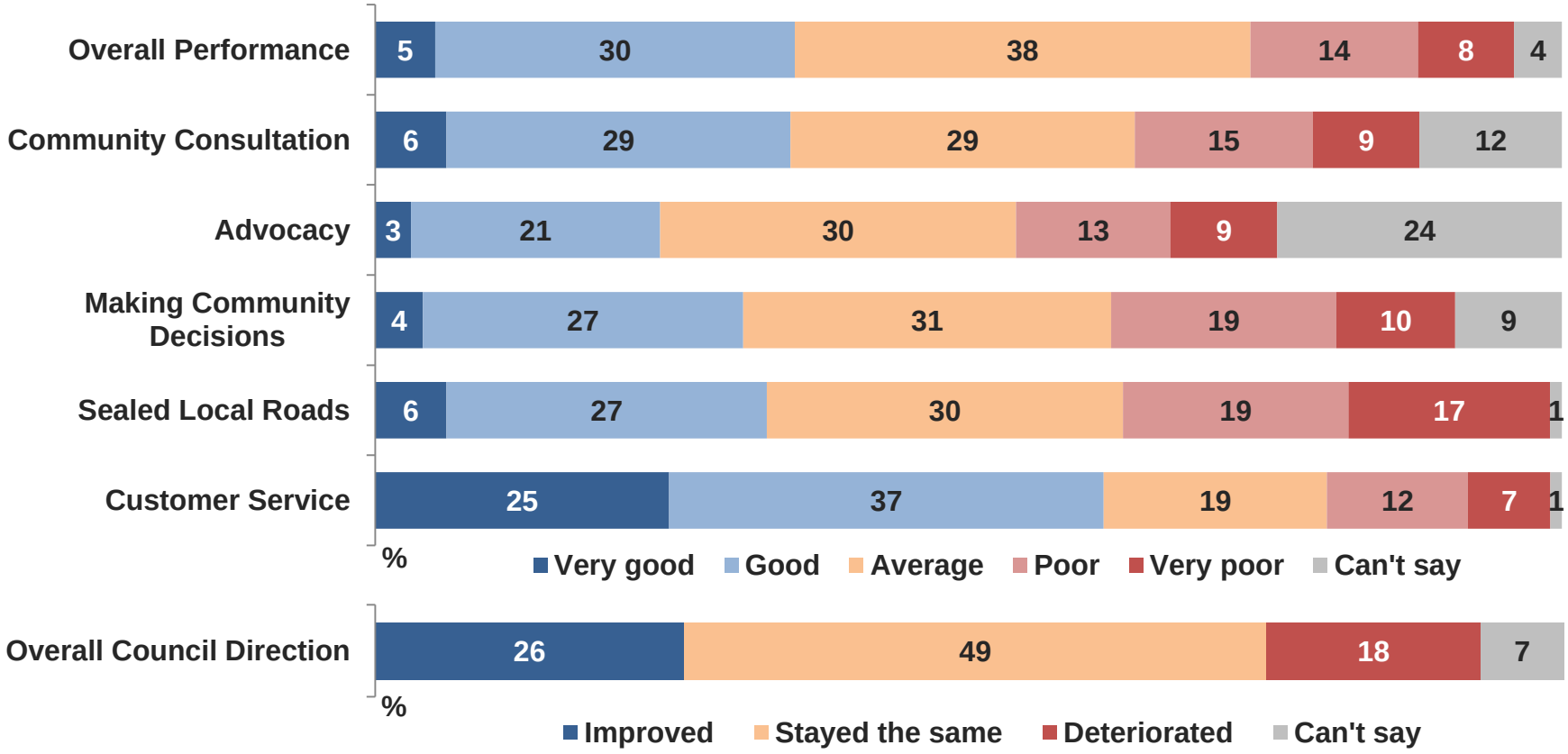
Performance Measures	Bass Coast 2018	Bass Coast 2017	Large Rural 2018	State-wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	**53**	50	56	59	Aged 18-34 years	Island
COMMUNITY CONSULTATION (Community consultation and engagement)	**52**	51	54	55	Aged 18-34 years	Island
ADVOCACY (Lobbying on behalf of the community)	**49**	46	52	54	Bunurong, Aged 18-34 years	Island
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	**49**	47	52	54	Aged 18-34 years	Island
SEALED LOCAL ROADS (Condition of sealed local roads)	**47**	48	45	53	Non-Residents	Island
CUSTOMER SERVICE	**65**	66	67	70	Bunurong	Western Port, Aged 50-64 years
OVERALL COUNCIL DIRECTION	**54**	54	52	52	Bunurong	Island

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS

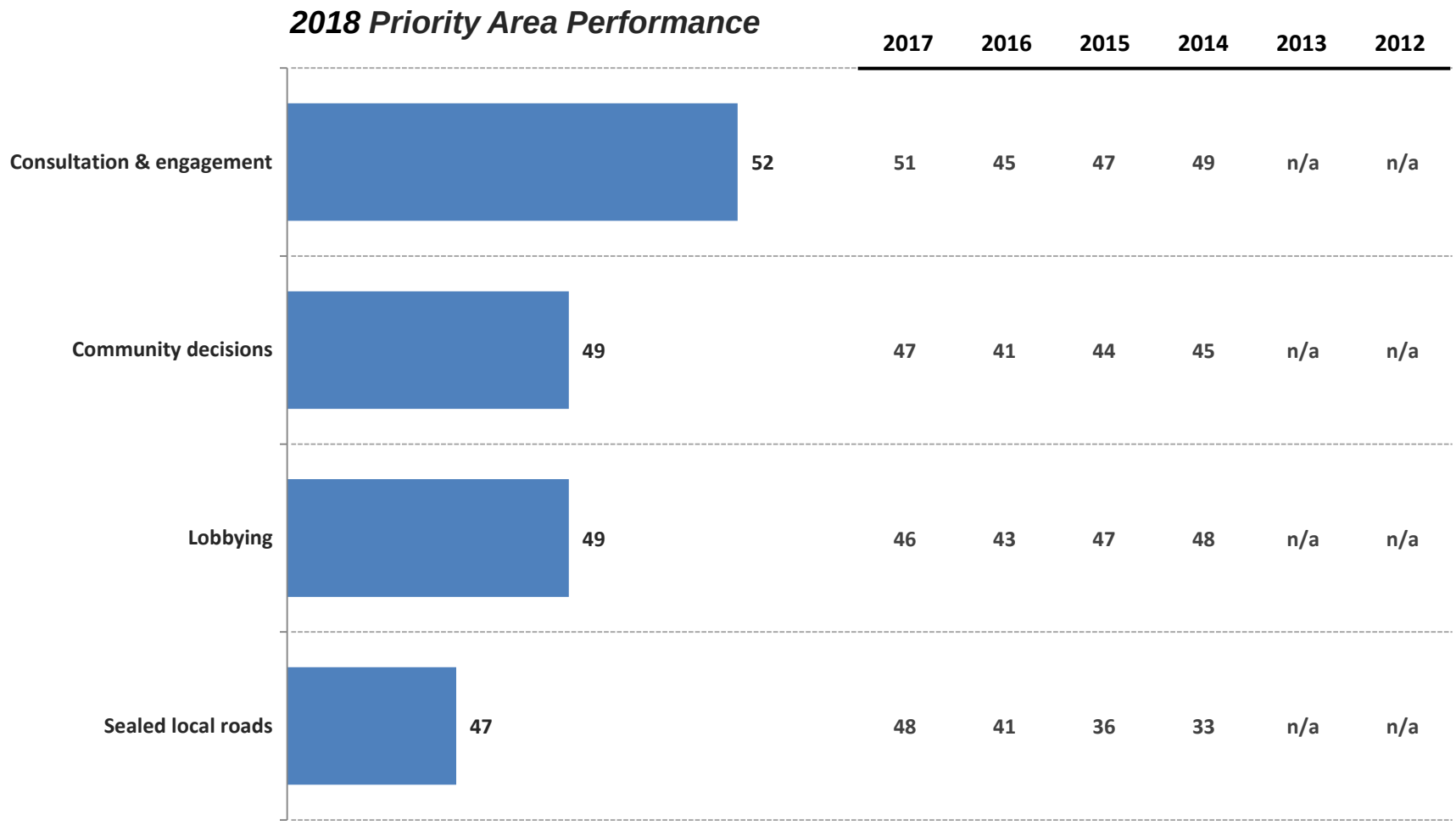
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Key Measures Summary Results



2018 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME

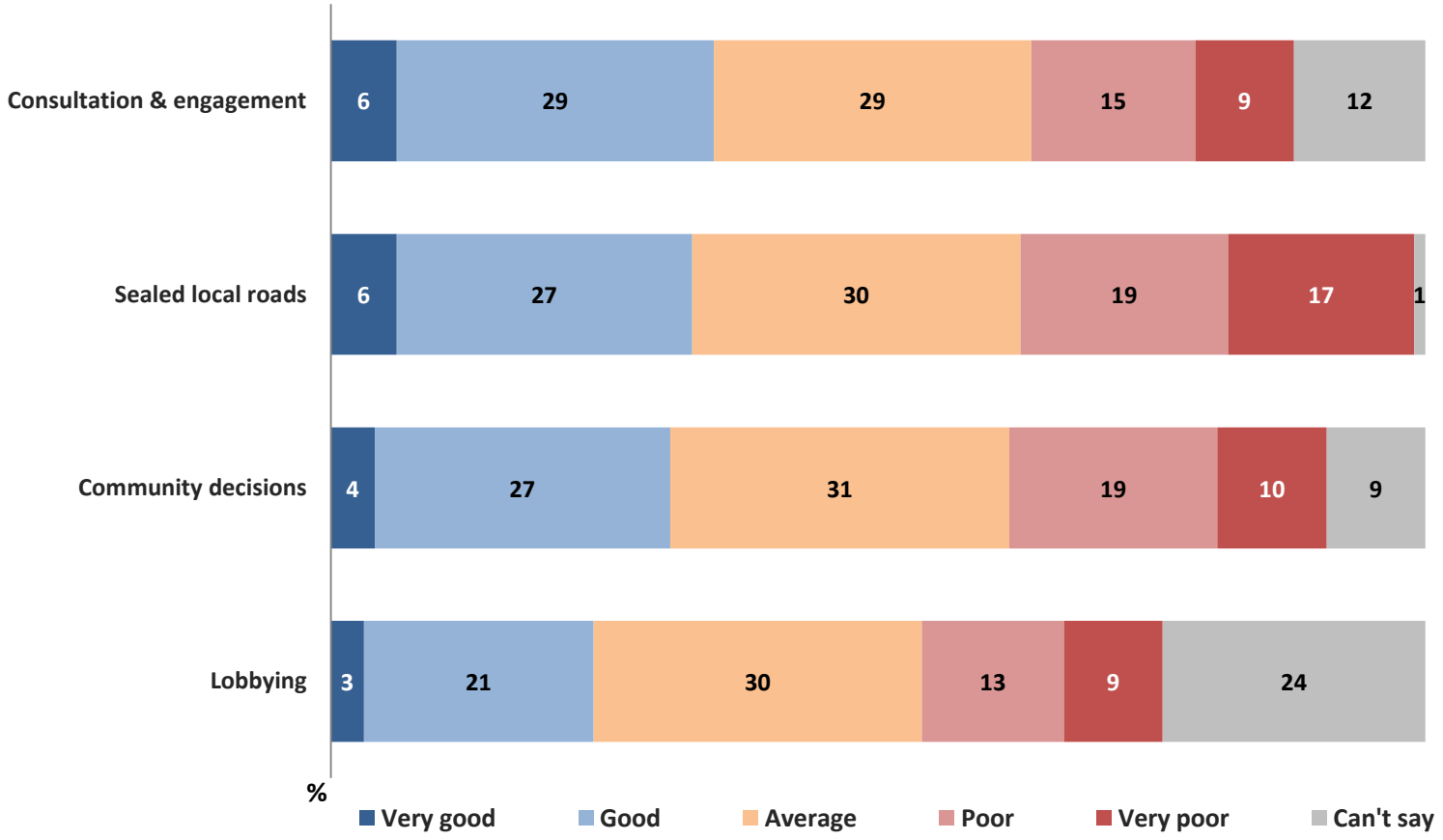


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation of significant differences.

2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES

Individual Service Areas Performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE

Significantly Higher than State-wide Average

- None Applicable

Significantly Lower than State-wide Average

- Consultation & engagement
- Lobbying
- Making community decisions
- Sealed local roads

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE

Significantly Higher than Group Average

- None Applicable

Significantly Lower than Group Average

- Lobbying
- Making community decisions



DETAILED FINDINGS

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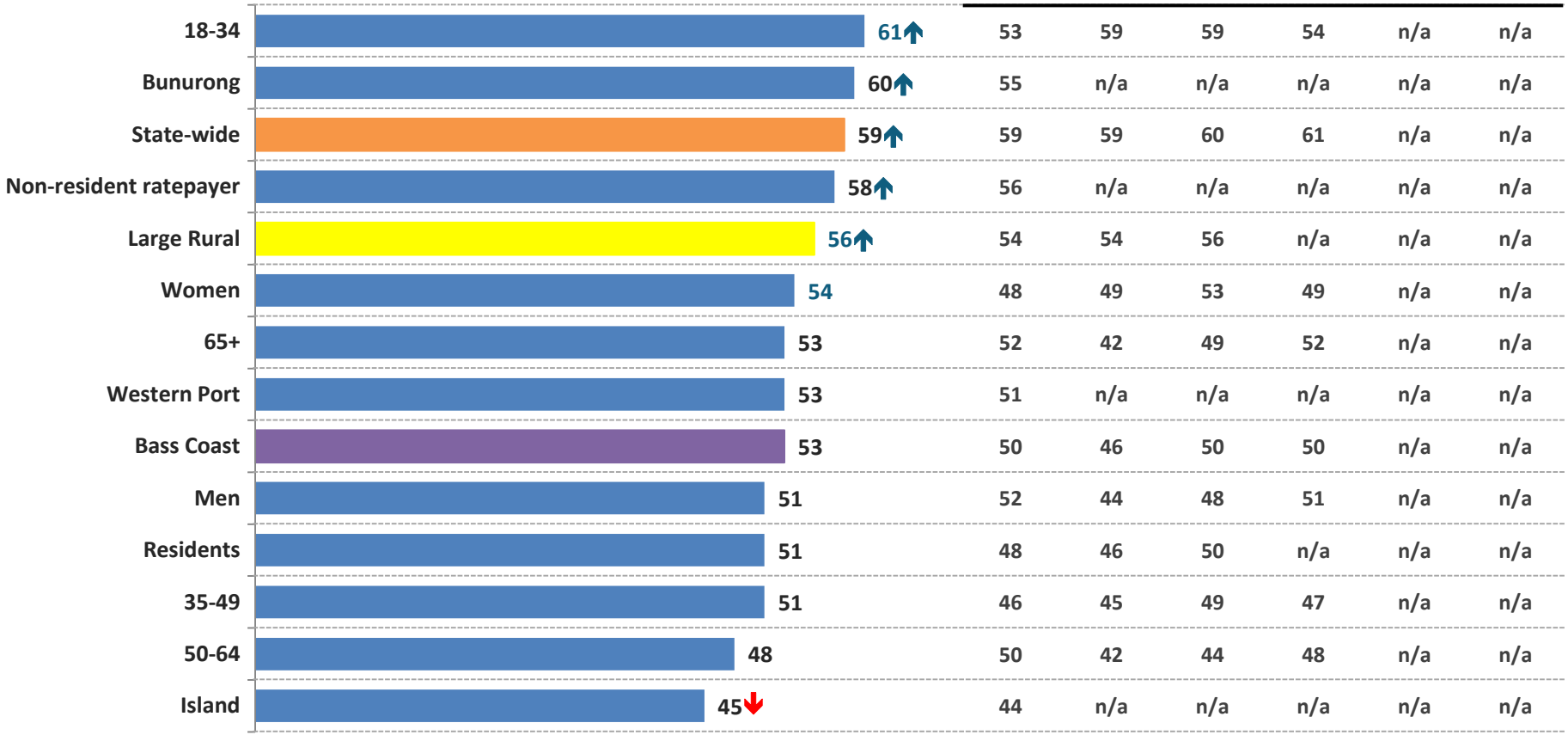
KEY CORE MEASURE
OVERALL PERFORMANCE

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OVERALL PERFORMANCE

INDEX SCORES

2018 Overall Performance

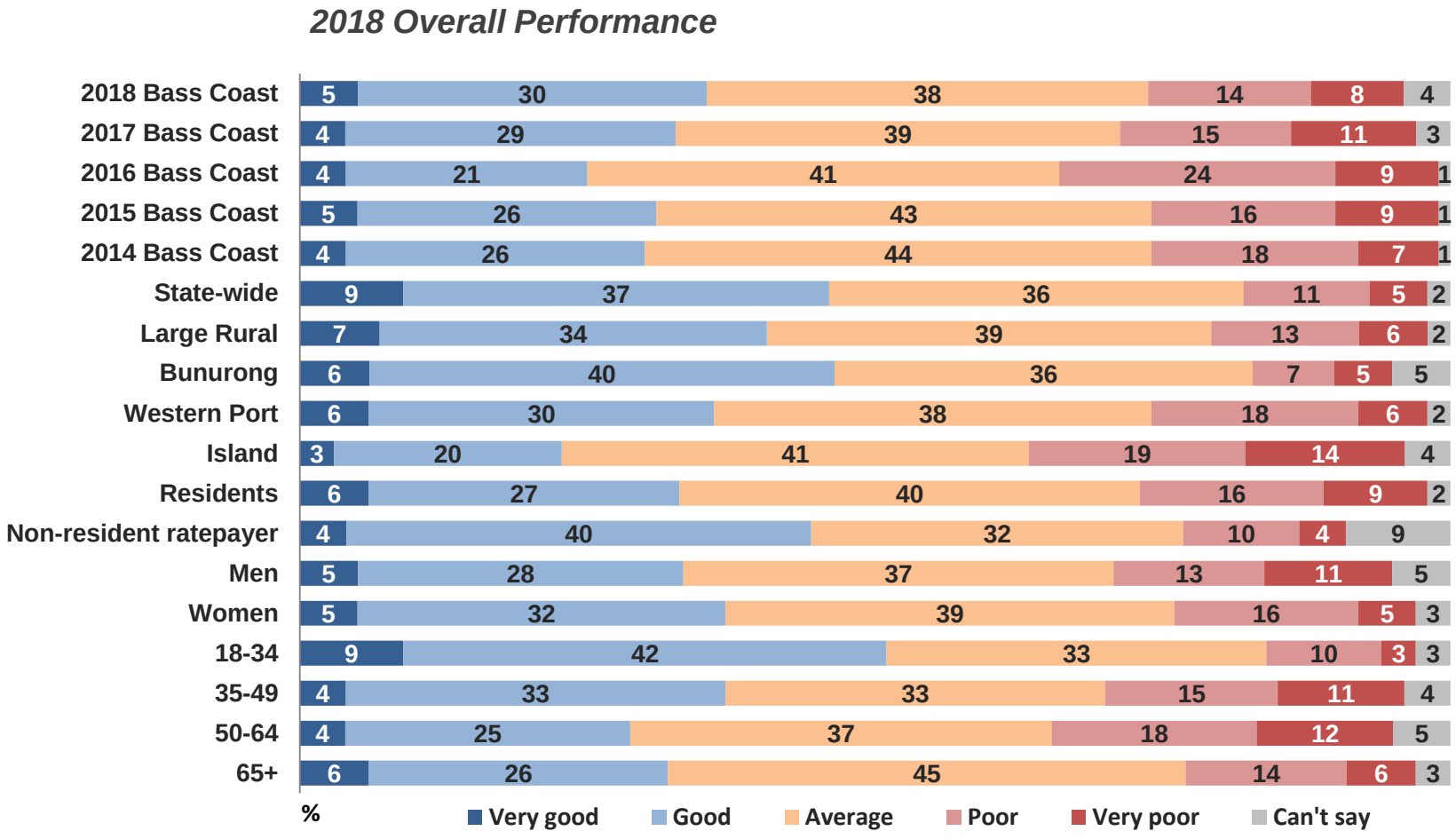


	2017	2016	2015	2014	2013	2012
18-34	53	59	59	54	n/a	n/a
Bunurong	55	n/a	n/a	n/a	n/a	n/a
State-wide	59	59	60	61	n/a	n/a
Non-resident ratepayer	56	n/a	n/a	n/a	n/a	n/a
Large Rural	54	54	56	n/a	n/a	n/a
Women	48	49	53	49	n/a	n/a
65+	52	42	49	52	n/a	n/a
Western Port	51	n/a	n/a	n/a	n/a	n/a
Bass Coast	50	46	50	50	n/a	n/a
Men	52	44	48	51	n/a	n/a
Residents	48	46	50	n/a	n/a	n/a
35-49	46	45	49	47	n/a	n/a
50-64	50	42	44	48	n/a	n/a
Island	44	n/a	n/a	n/a	n/a	n/a

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Bass Coast Shire 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: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

OVERALL PERFORMANCE

DETAILED PERCENTAGES



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Bass Coast Shire 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: 64 Councils asked group: 18



KEY CORE MEASURE
CUSTOMER SERVICE

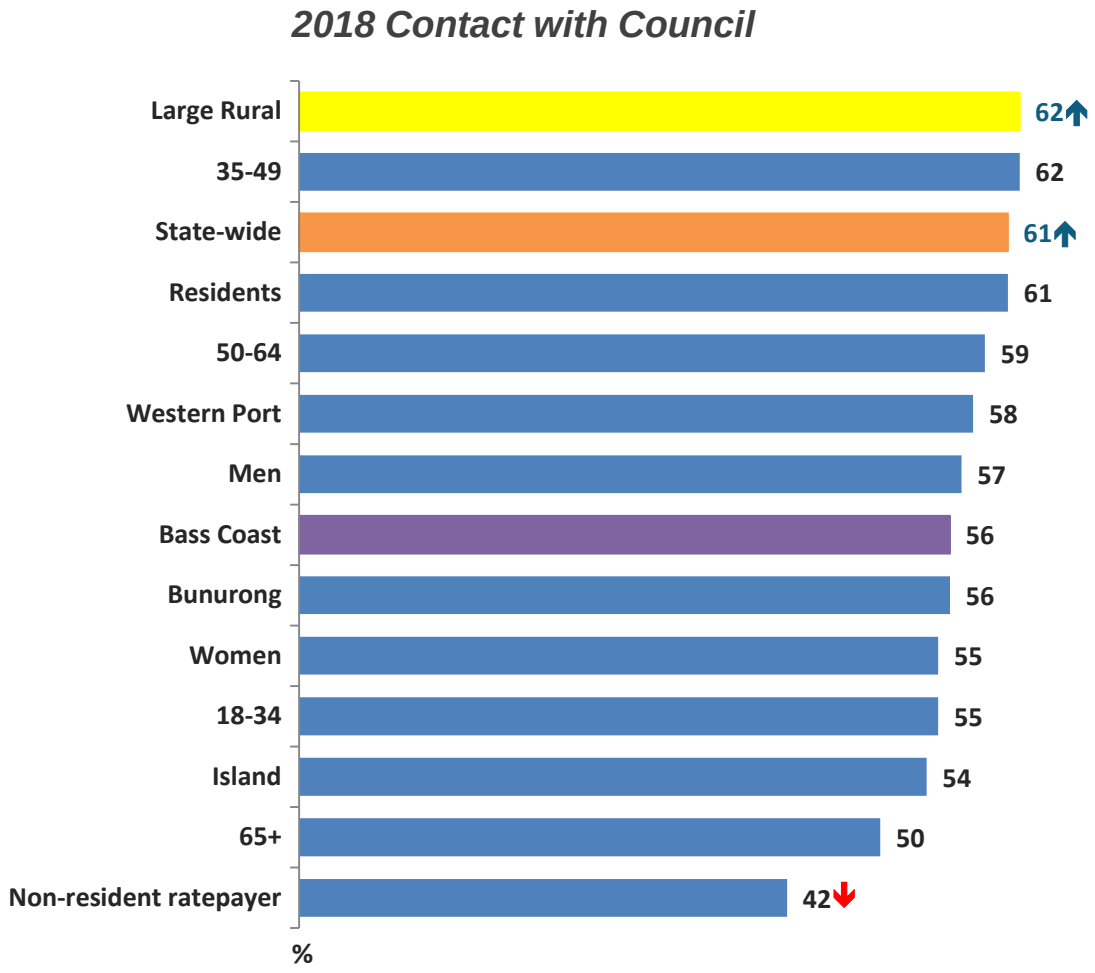
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CONTACT LAST 12 MONTHS

SUMMARY

Overall contact with Bass Coast Shire Council	• 56%, down 1 point on 2017
Most contact with Bass Coast Shire Council	• Aged 35-49 years • Residents
Least contact with Bass Coast Shire Council	• Non-Residents
Customer service rating	• Index score of 65, down 1 point on 2017
Most satisfied with customer service	• Bunurong
Least satisfied with customer service	• Western Port • Aged 50-64 years

2018 CONTACT WITH COUNCIL

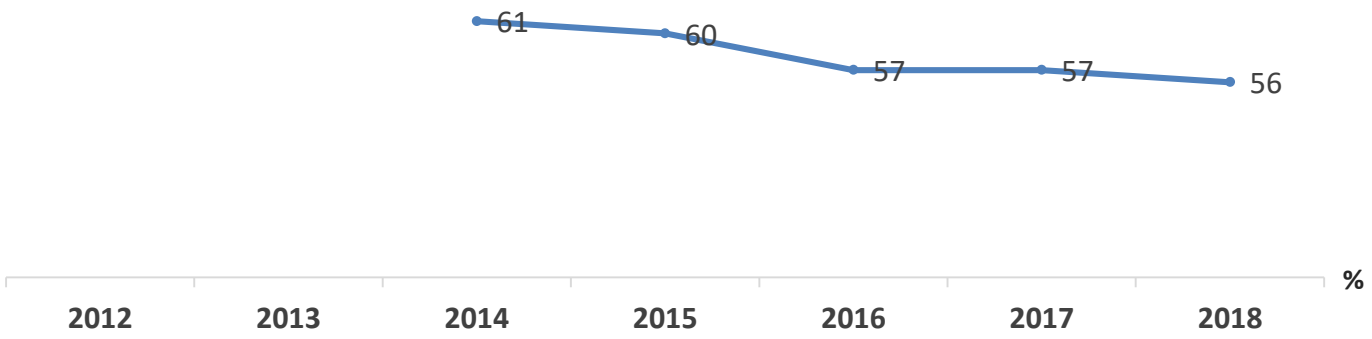


Q5. Over the last 12 months, have you or any member of your household had any contact with Bass Coast Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13
Note: Please see page 6 for explanation about significant differences.

2018 CONTACT WITH COUNCIL

2018 Contact with Council

Have had contact



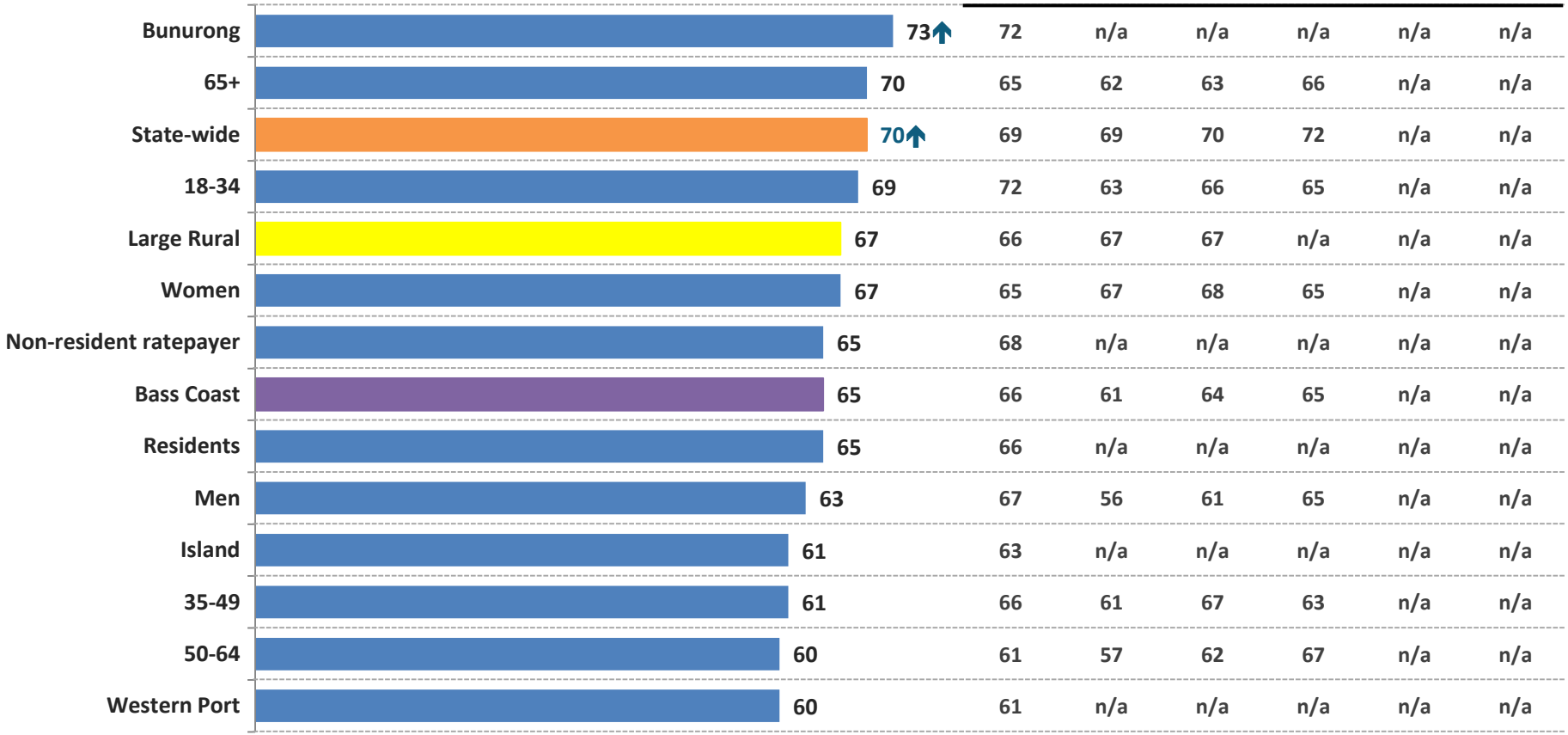
Q5. Over the last 12 months, have you or any member of your household had any contact with Bass Coast Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13

2018 CONTACT CUSTOMER SERVICE

INDEX SCORES

2018 Customer Service Rating



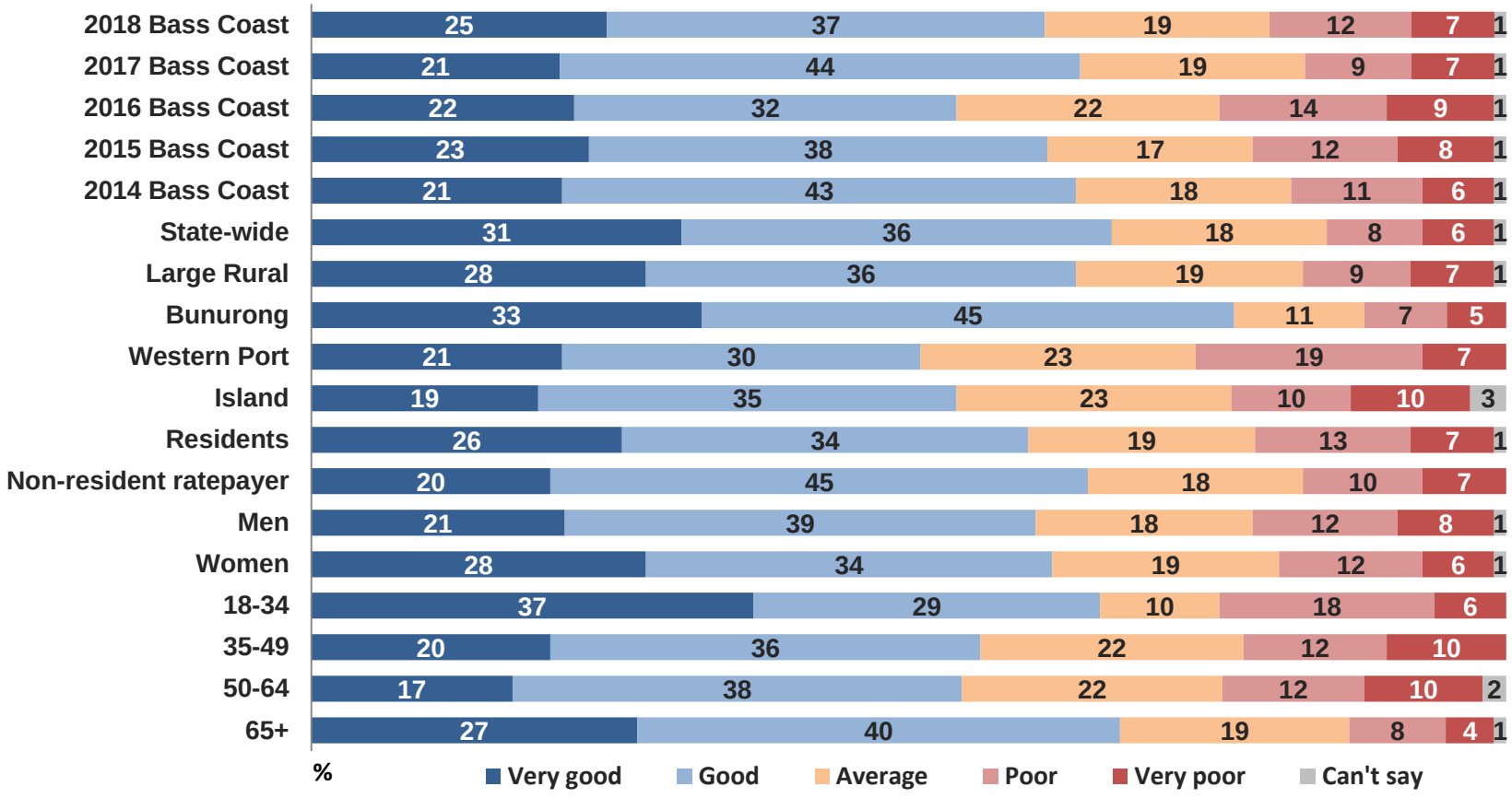
Q5c. Thinking of the most recent contact, how would you rate Bass Coast Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 CONTACT CUSTOMER SERVICE

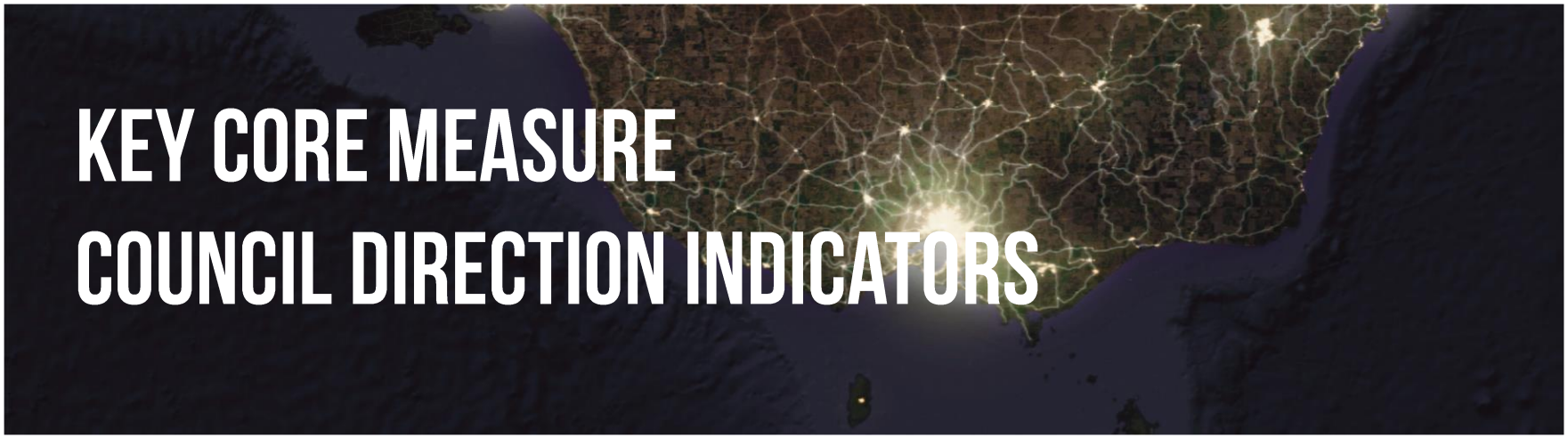
DETAILED PERCENTAGES

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2018 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Bass Coast Shire 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: 64 Councils asked group: 18



KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS

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COUNCIL DIRECTION

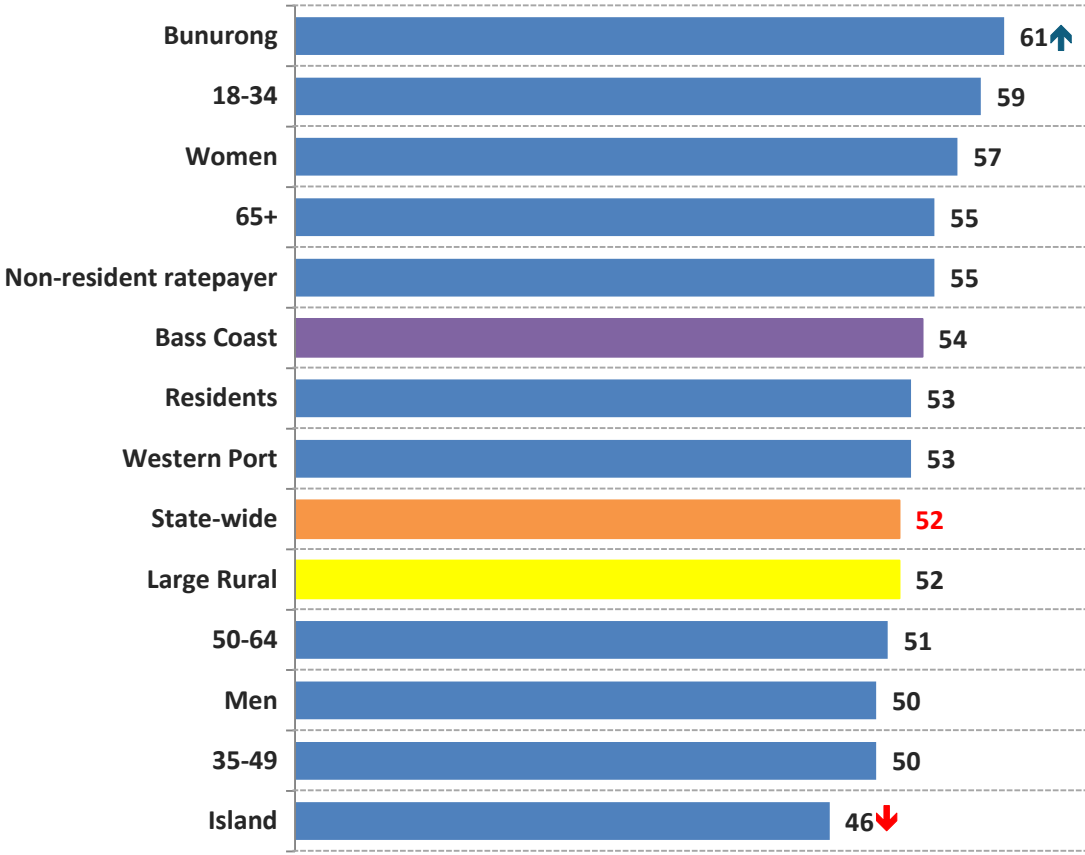
SUMMARY

Council direction	• 49% stayed about the same, down 8 points on 2017 • 26% improved, up 5 points on 2017 • 18% deteriorated, up 3 points on 2017
Most satisfied with council direction	• Bunurong • Aged 18-34 years
Least satisfied with council direction	• Island

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES

2018 Overall Direction

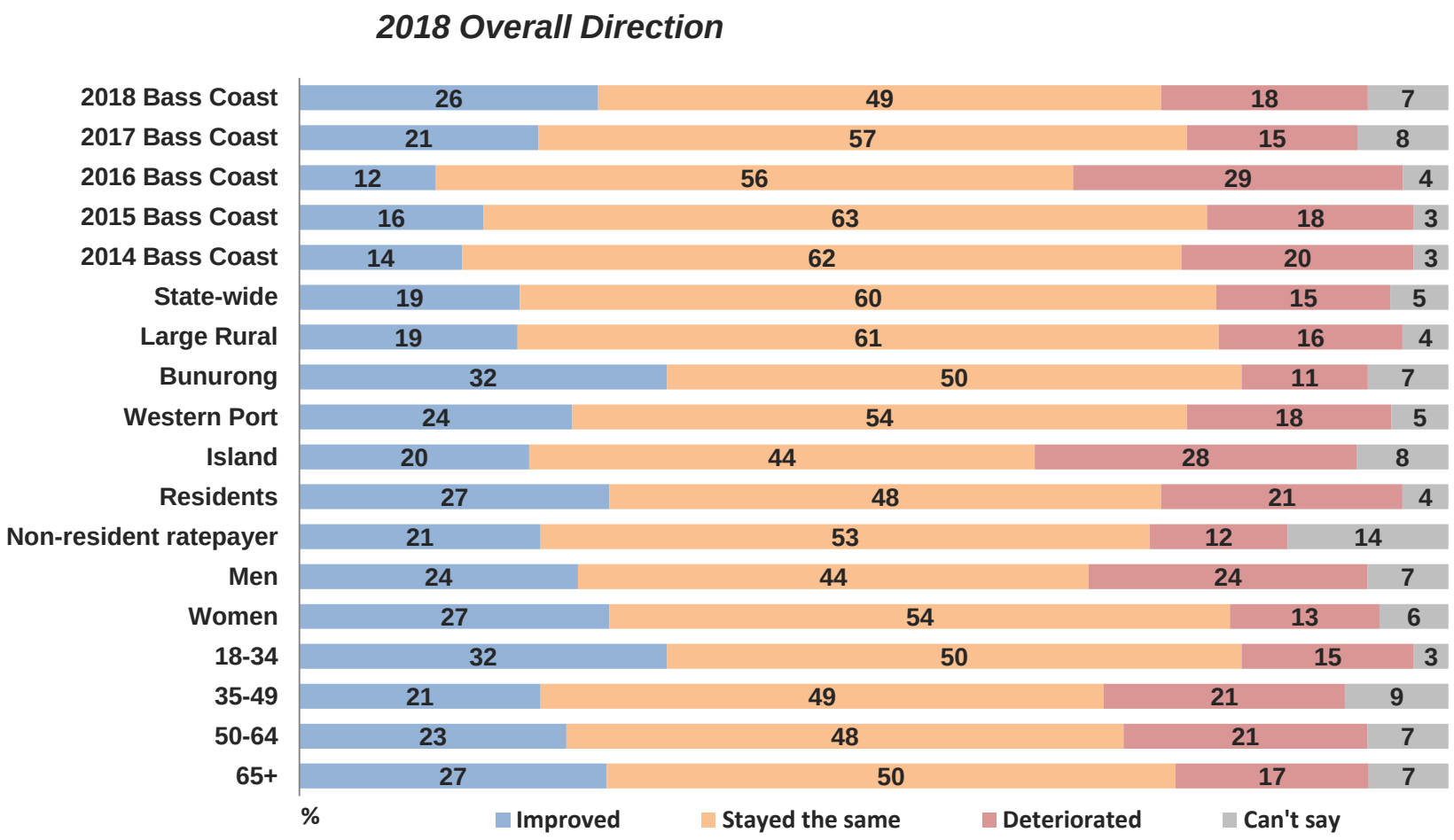


	2017	2016	2015	2014	2013	2012
Bunurong	59	n/a	n/a	n/a	n/a	n/a
18-34	58	55	56	49	n/a	n/a
Women	53	45	49	48	n/a	n/a
65+	58	38	46	48	n/a	n/a
Non-resident ratepayer	55	n/a	n/a	n/a	n/a	n/a
Bass Coast	54	41	49	47	n/a	n/a
Residents	53	n/a	n/a	n/a	n/a	n/a
Western Port	53	n/a	n/a	n/a	n/a	n/a
State-wide	53	51	53	53	n/a	n/a
Large Rural	52	48	51	n/a	n/a	n/a
50-64	53	42	44	48	n/a	n/a
Men	54	38	49	46	n/a	n/a
35-49	45	35	52	42	n/a	n/a
Island	48	n/a	n/a	n/a	n/a	n/a

Q6. Over the last 12 months, what is your view of the direction of Bass Coast Shire Council's overall performance?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES



Q6. Over the last 12 months, what is your view of the direction of Bass Coast Shire Council's overall performance?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18



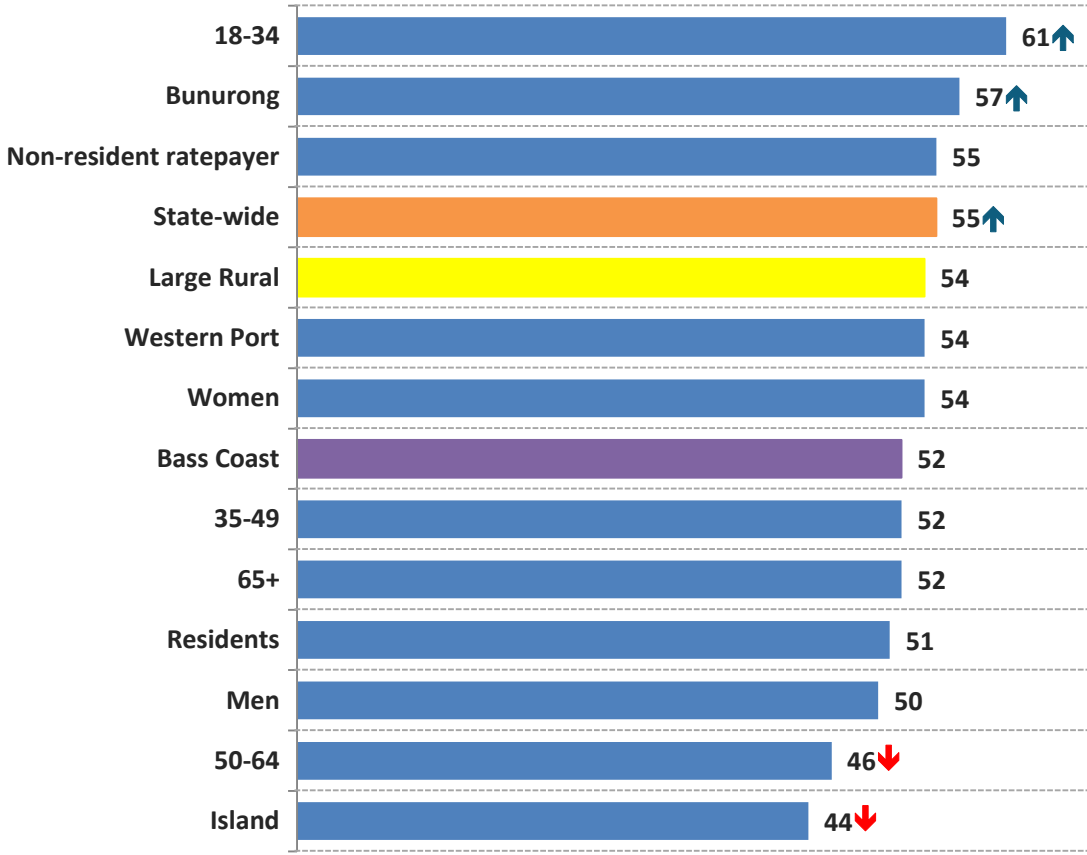
INDIVIDUAL SERVICE AREAS

JWS RESEARCH

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE INDEX SCORES

2018 Consultation and Engagement Performance



	2017	2016	2015	2014	2013	2012
18-34	57	52	53	53	n/a	n/a
Bunurong	54	n/a	n/a	n/a	n/a	n/a
Non-resident ratepayer	53	n/a	n/a	n/a	n/a	n/a
State-wide	55	54	56	57	n/a	n/a
Large Rural	52	52	54	n/a	n/a	n/a
Western Port	50	n/a	n/a	n/a	n/a	n/a
Women	50	46	49	48	n/a	n/a
Bass Coast	51	45	47	49	n/a	n/a
35-49	48	43	48	46	n/a	n/a
65+	49	42	45	50	n/a	n/a
Residents	50	n/a	n/a	n/a	n/a	n/a
Men	52	43	44	50	n/a	n/a
50-64	50	44	41	47	n/a	n/a
Island	49	n/a	n/a	n/a	n/a	n/a

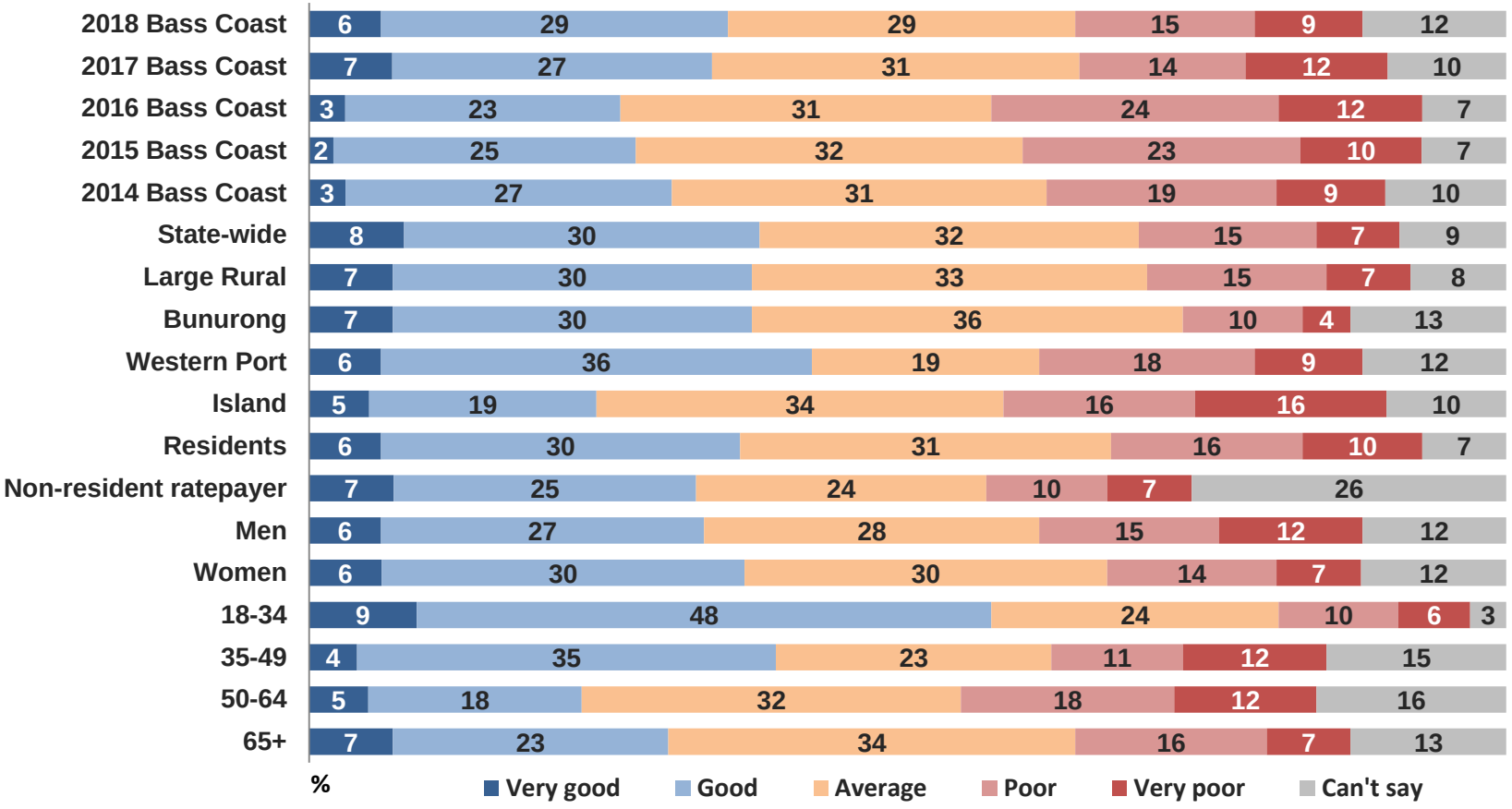
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Consultation and Engagement Performance

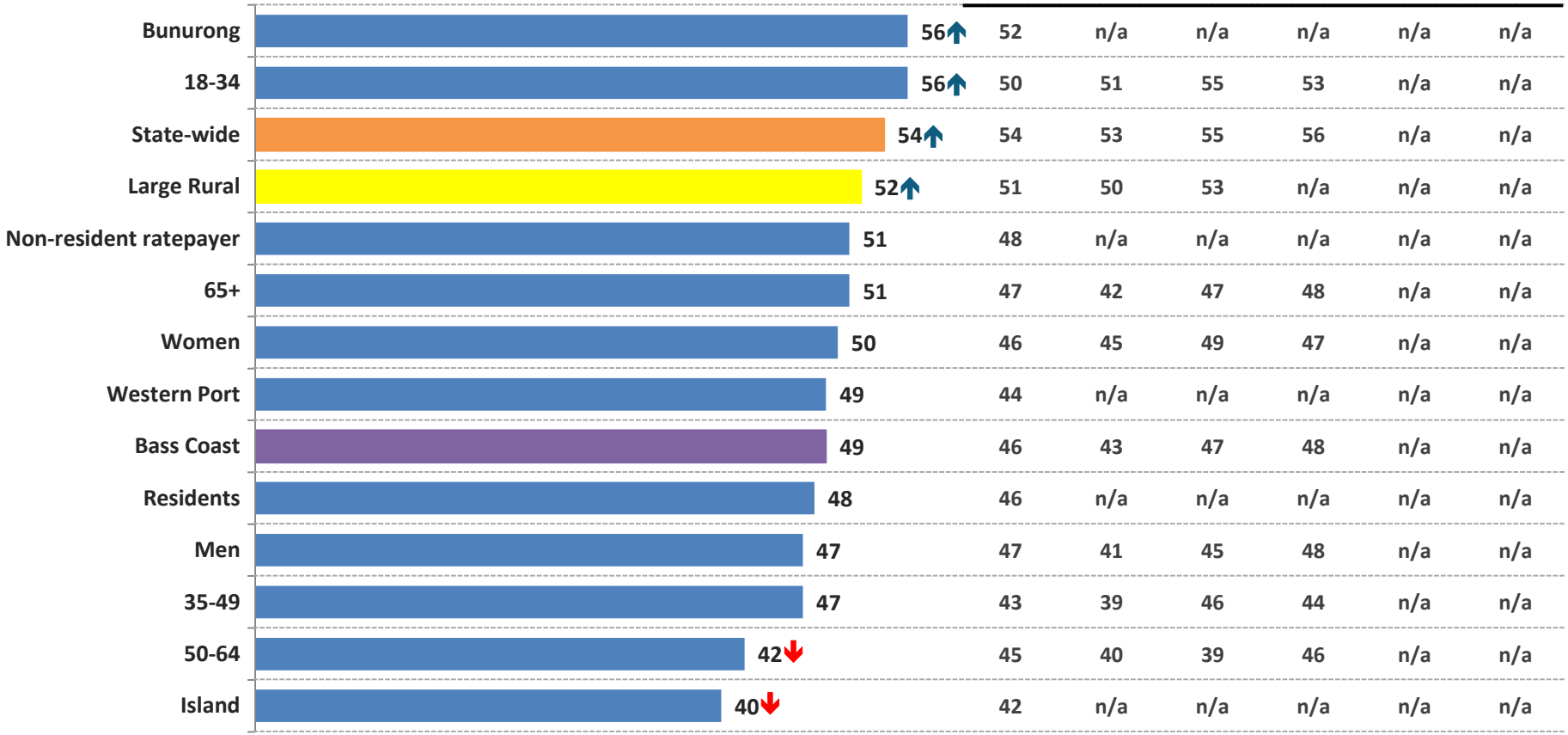


Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2018 Lobbying Performance



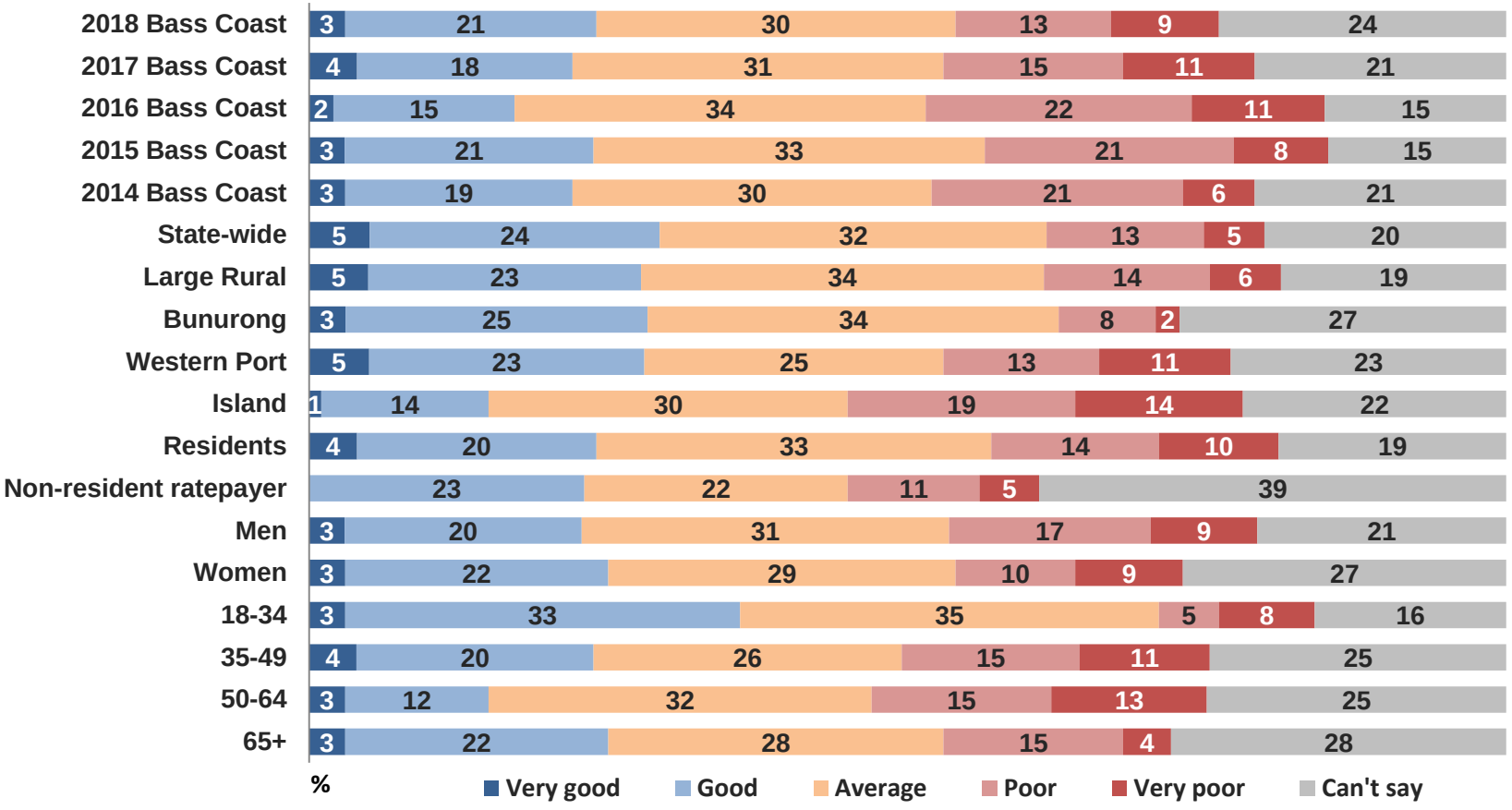
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Lobbying Performance

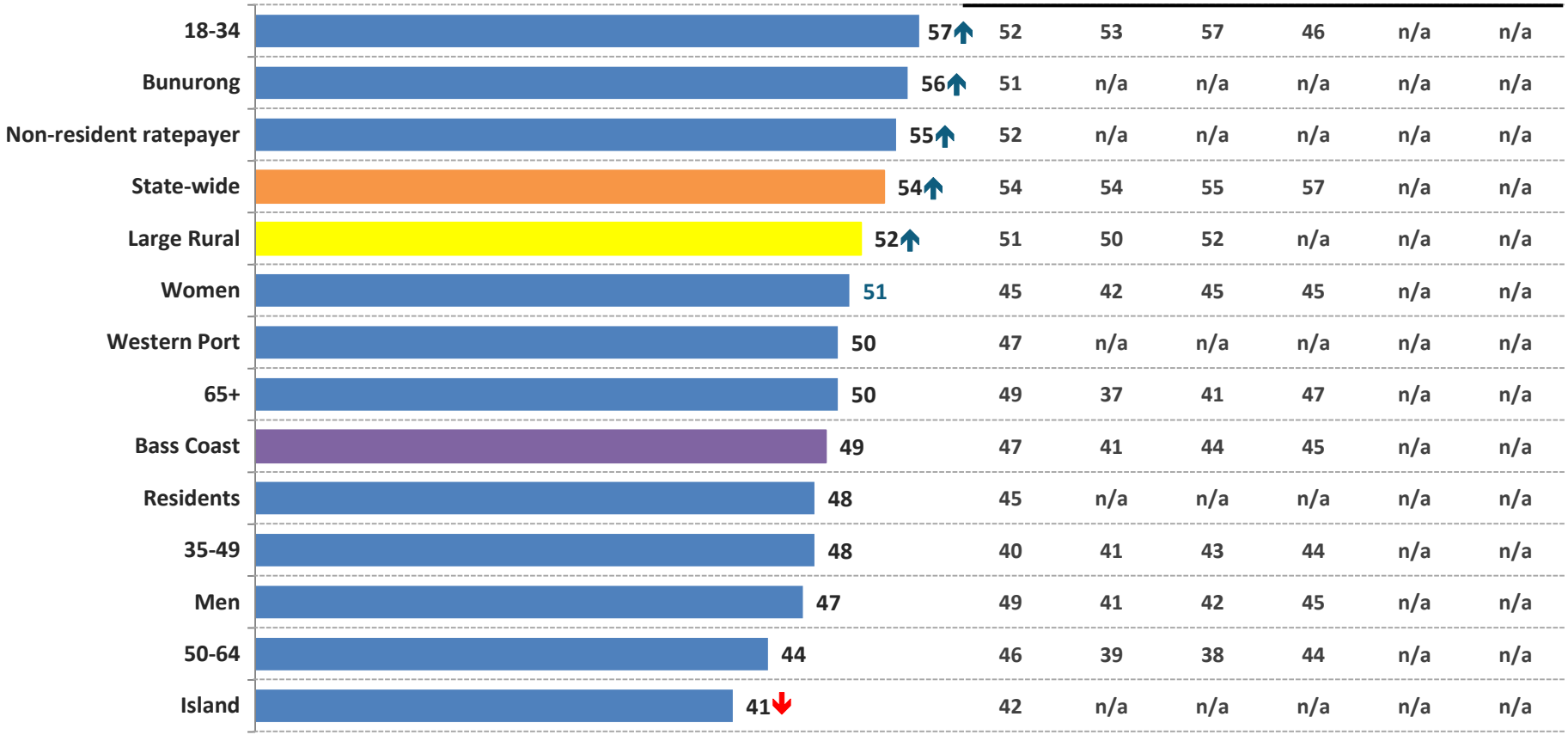


Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2018 Community Decisions Made Performance



	2018	2017	2016	2015	2014	2013	2012
18-34	57 ↑	52	53	57	46	n/a	n/a
Bunurong	56 ↑	51	n/a	n/a	n/a	n/a	n/a
Non-resident ratepayer	55 ↑	52	n/a	n/a	n/a	n/a	n/a
State-wide	54 ↑	54	54	55	57	n/a	n/a
Large Rural	52 ↑	51	50	52	n/a	n/a	n/a
Women	51	45	42	45	45	n/a	n/a
Western Port	50	47	n/a	n/a	n/a	n/a	n/a
65+	50	49	37	41	47	n/a	n/a
Bass Coast	49	47	41	44	45	n/a	n/a
Residents	48	45	n/a	n/a	n/a	n/a	n/a
35-49	48	40	41	43	44	n/a	n/a
Men	47	49	41	42	45	n/a	n/a
50-64	44	46	39	38	44	n/a	n/a
Island	41 ↓	42	n/a	n/a	n/a	n/a	n/a

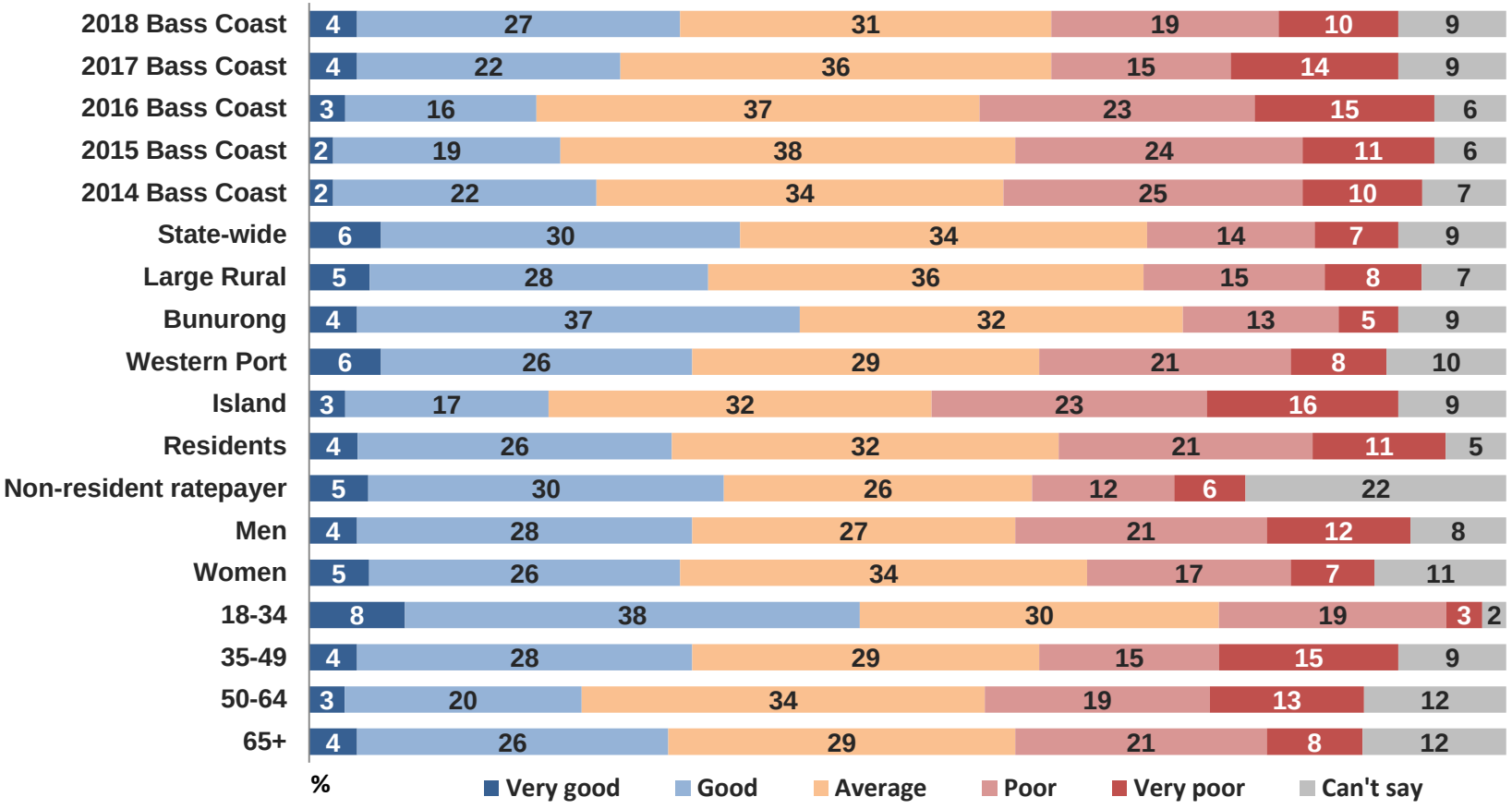
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Community Decisions Made Performance

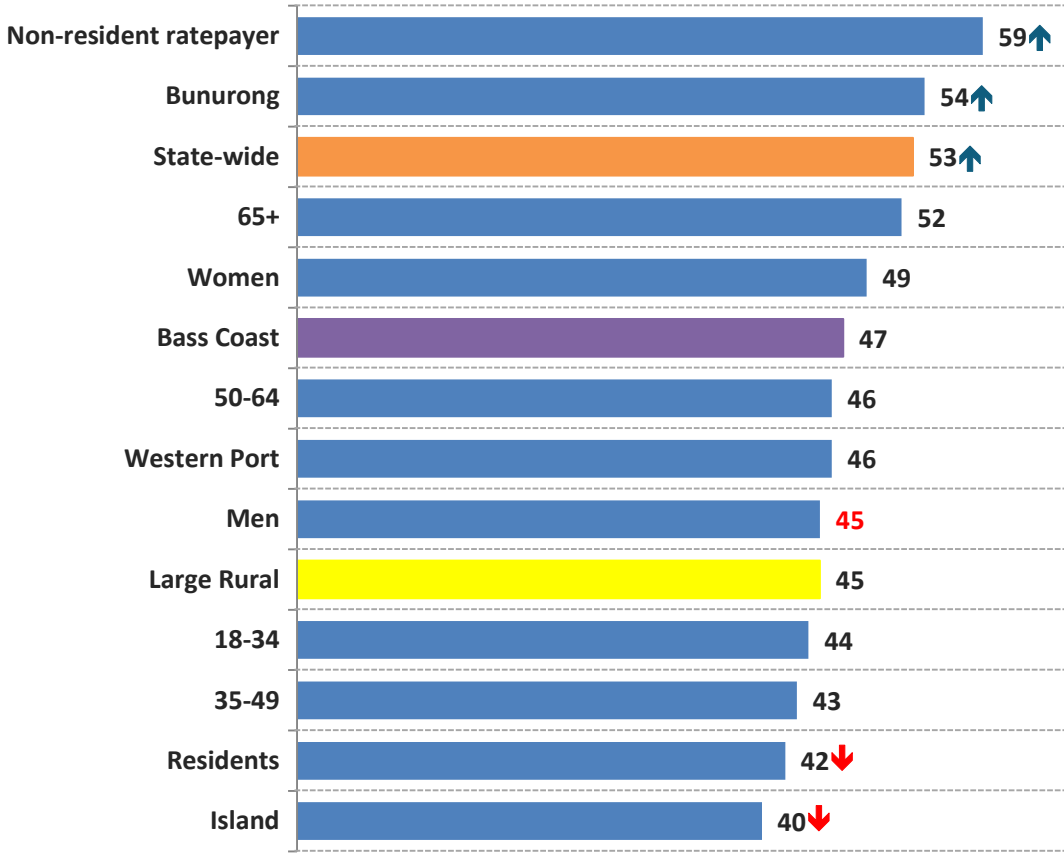


Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES

2018 Sealed Local Roads Performance



	2017	2016	2015	2014	2013	2012
Non-resident ratepayer	55	n/a	n/a	n/a	n/a	n/a
Bunurong	54	n/a	n/a	n/a	n/a	n/a
State-wide	53	54	55	55	n/a	n/a
65+	53	43	38	38	n/a	n/a
Women	45	40	40	29	n/a	n/a
Bass Coast	48	41	36	33	n/a	n/a
50-64	49	40	32	28	n/a	n/a
Western Port	47	n/a	n/a	n/a	n/a	n/a
Men	51	42	32	36	n/a	n/a
Large Rural	43	44	45	n/a	n/a	n/a
18-34	41	46	39	29	n/a	n/a
35-49	45	33	32	33	n/a	n/a
Residents	45	n/a	n/a	n/a	n/a	n/a
Island	42	n/a	n/a	n/a	n/a	n/a

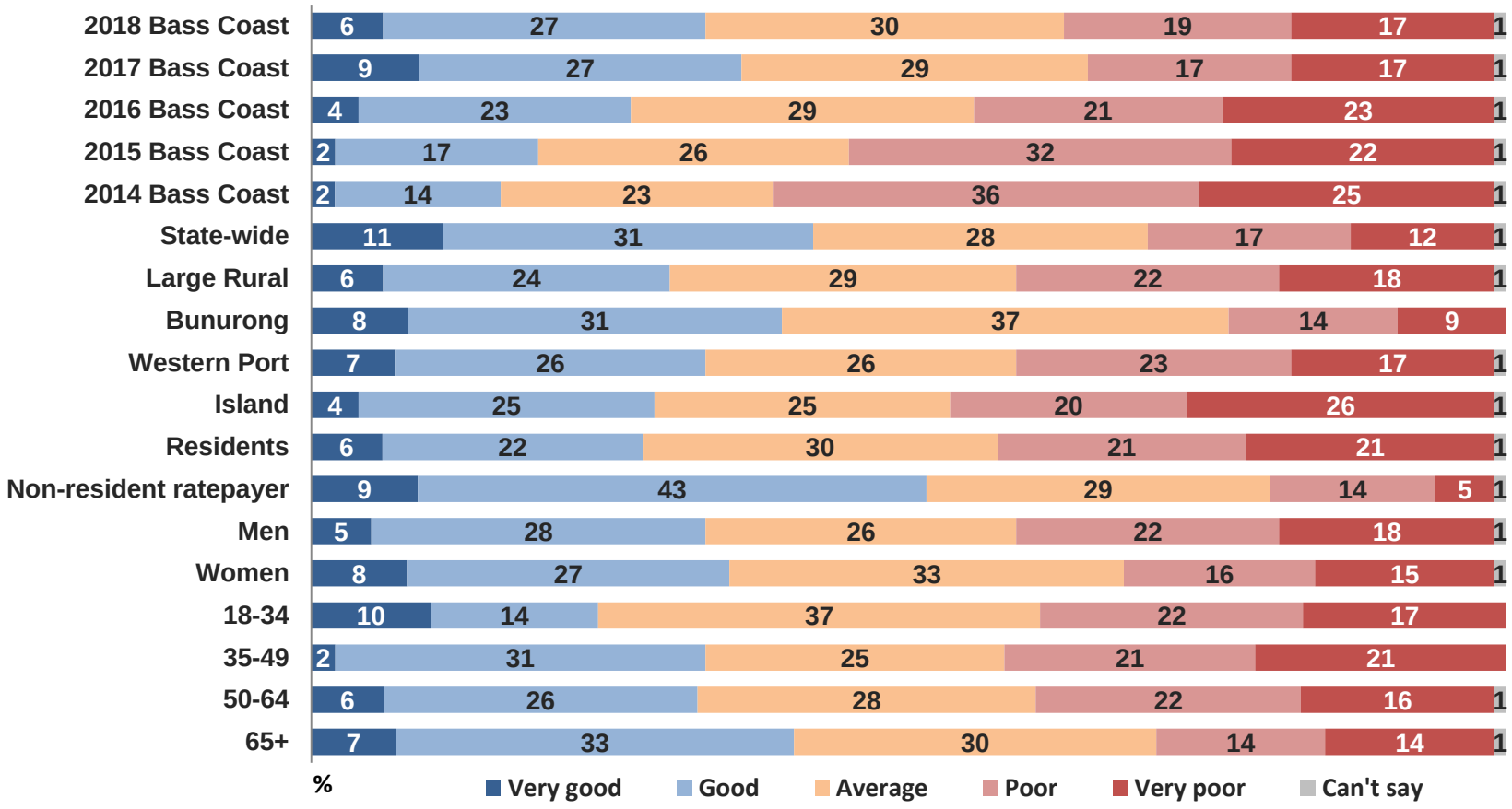
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Sealed Local Roads Performance



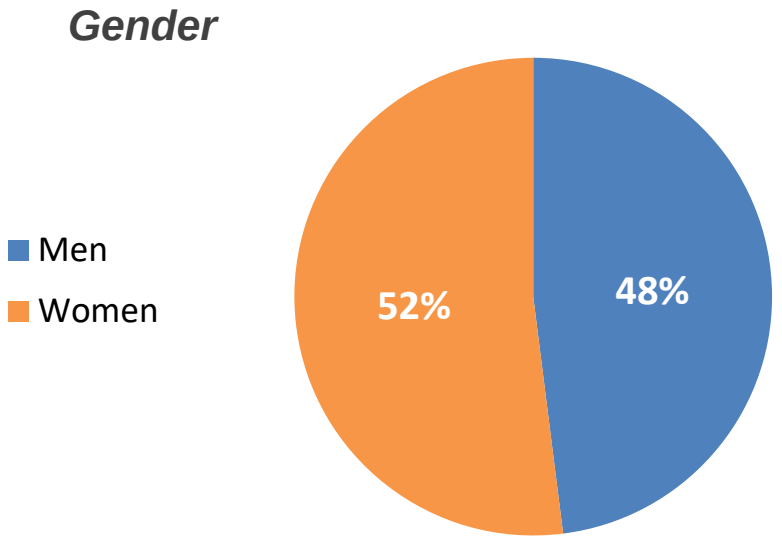
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

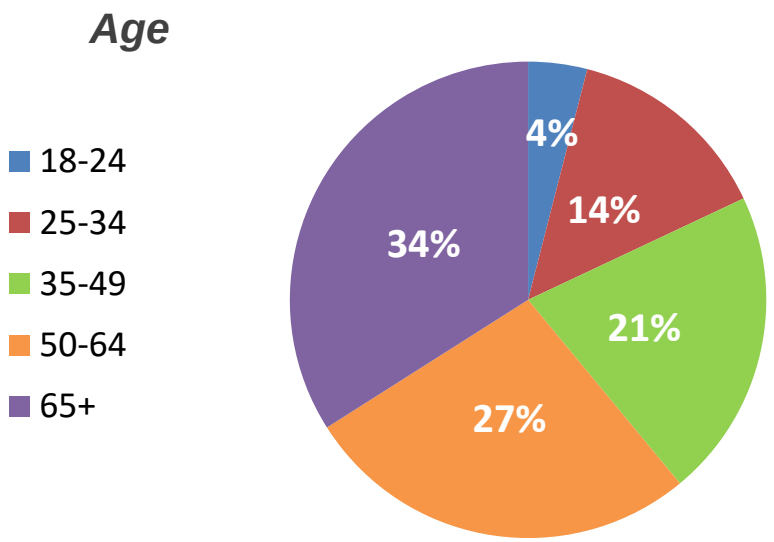


DETAILED DEMOGRAPHICS

JWS RESEARCH

2018 GENDER AND AGE PROFILE





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.

S3. [Record gender] / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18



APPENDIX A:
DETAILED SURVEY TABULATIONS

AVAILABLE IN SUPPLIED EXCEL FILE

JWS RESEARCH



APPENDIX B:
FURTHER PROJECT INFORMATION

JWS RESEARCH

APPENDIX B:
BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents and non-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 Bass Coast Shire 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 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B:
MARGINS OF ERROR

The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Bass Coast Shire Council was 600. 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 600 interviews is +/-4.0% 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 46.0% - 54.0%.

Maximum margins of error are listed in the table below, based on a population of 27,000 people aged 18 years or over for Bass Coast Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Bass Coast Shire Council	600	400	+/-4.0
Men	266	193	+/-6.0
Women	334	207	+/-5.3
Bunurong	201	139	+/-6.9
Western Port	204	142	+/-6.9
Island	195	119	+/-7.0
18-34 years	38	75	+/-16.1
35-49 years	81	82	+/-10.9
50-64 years	213	107	+/-6.7
65+ years	268	136	+/-6.0

APPENDIX B:
ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 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 2012-2018 vary slightly.

Council Groups

Bass Coast Shire Council is classified as a Large Rural council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Large Rural group are: Bass Coast, Baw Baw, Campaspe, Colac Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Bass Coast Shire Council for this 2018 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural 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:
ANALYSIS AND REPORTING

JWS RESEARCH

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.

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

APPENDIX B:
ANALYSIS AND REPORTING

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

APPENDIX B:
INDEX SCORE IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

a) how well council is seen to be performing in a particular service area; or

b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing **very well** in this service area	This service area is seen to be **extremely important**
60 – 75	Council is performing **well** in this service area, but there is room for improvement	This service area is seen to be **very important**
50 – 60	Council is performing **satisfactorily** in this service area but needs to improve	This service area is seen to be **fairly important**
40 – 50	Council is performing **poorly** in this service area	This service area is seen to be **somewhat important**
0 – 40	Council is performing **very poorly** in this service area	This service area is seen to be **not that important**

APPENDIX B:
INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

The test applied to the Indexes was an Independent Mean Test, as follows:

Z Score = ($1 - $2) / Sqrt (($3*2 / $5) + ($4*2 / $6))

Where:

- $1 = Index Score 1
- $2 = Index Score 2
- $3 = unweighted sample count 1
- $4 = unweighted sample count 1
- $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:
ANALYSIS AND REPORTING

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 2018 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 2018 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

JWS RESEARCH

Reporting

Every council that participated in the 2018 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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

The overall State-wide Local Government Community Satisfaction Report is available at http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey.

APPENDIX B: GLOSSARY OF TERMS

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

CSS: 2018 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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


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