2019 Local Government Community Satisfaction Survey

Bass Coast Shire Council

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



JWS RESEARCH

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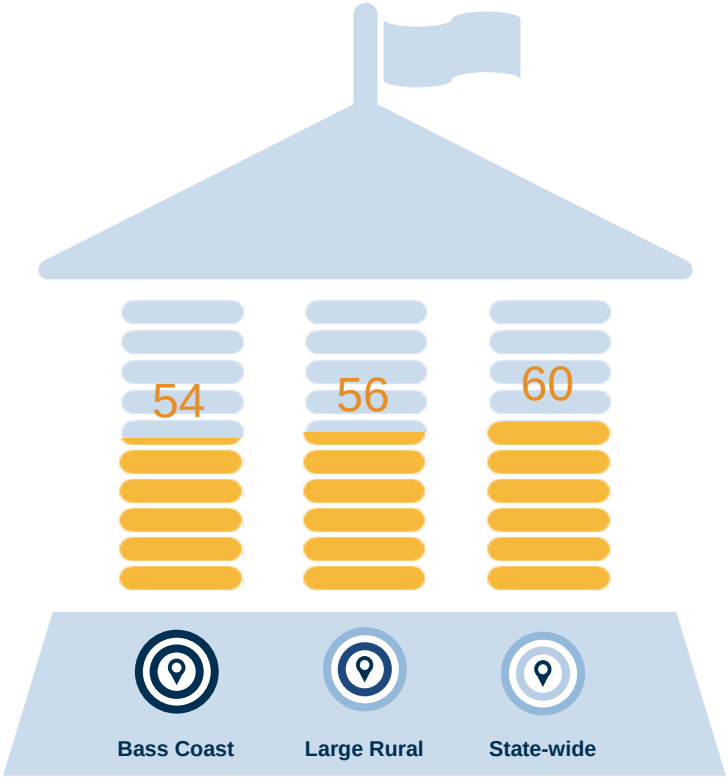
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Bass Coast Shire Council – at a glance



Overall Council performance

Results shown are index scores out of 100.

Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number.



Background and objectives

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 twentieth year, this survey provides insight into the community's views on:

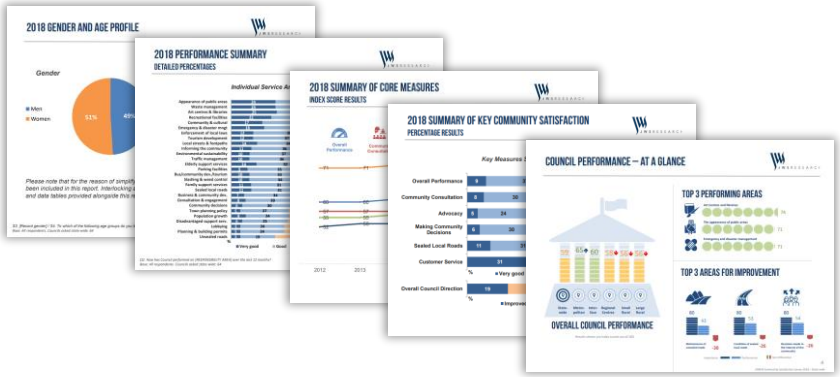
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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 seven years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent 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

Overall performance

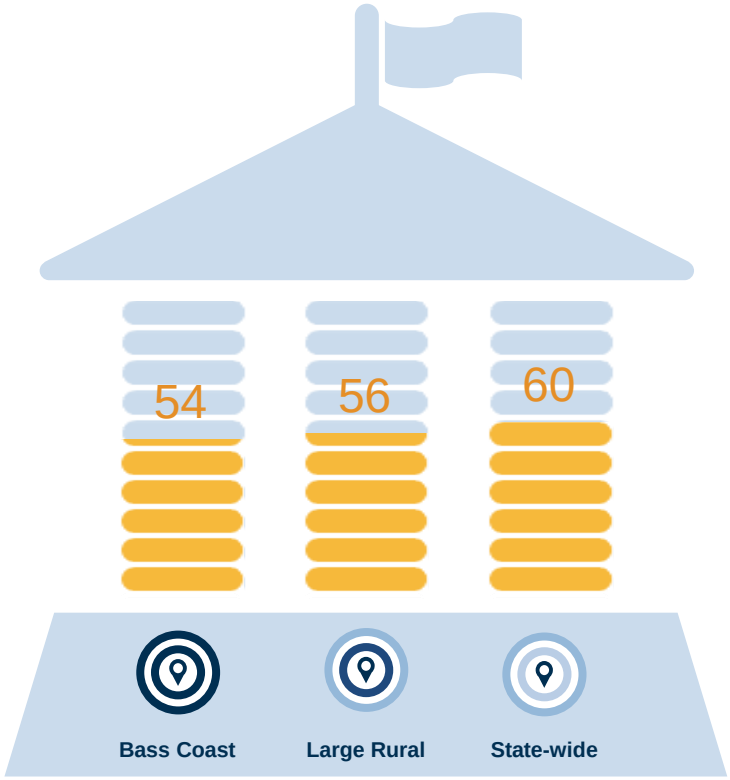
The overall performance index score of 54 for Bass Coast Shire Council represents a one-point improvement on the 2018 result and the highest index score on this measure achieved by Council. Council's performance ratings have been steadily improving since 2016.

Despite this improvement, Bass Coast Shire Council's overall performance is rated two points lower than the Large Rural group average, and is statistically significantly lower (at the 95% confidence interval) than the average rating for councils State-wide (index scores of 56 and 60 respectively).

- Non-resident ratepayers rate Council's overall performance significantly higher (index score of 59) than average.

Just over twice as as many people rate Bass Coast Shire Council's overall performance as 'very good' or 'good' (39%), than those who rate it as 'very poor' or 'poor' (19%). A further 39% sit mid-scale, rating Council's overall performance as 'average', the remaining 3% 'don't know'.

Overall Council performance



Results shown are index scores out of 100.

Customer contact and service

Contact with council

Over half (57%) of the Bass Coast Shire Council residents and non-resident ratepayers have had contact with Council in the last 12 months. This is not significantly different to 2018 (56%), which represented Council's lowest level of contact over the course of tracking.

- Those aged 35 to 49 years had the most contact with Council (70%) in 2019. This level of contact is significantly higher than the Council average.
- Conversely, non-resident ratepayers had the least contact (47%), and this was significantly lower than average. This has been a consistent finding since analysis of the non-resident ratepayer cohort began in 2017.
- There are no other significant differences across the demographic or geographic cohorts compared to the Council average.

Customer service

Bass Coast Shire Council's customer service index of 70 is a five-point improvement on the result for 2018, and is the highest result on this performance measure to date. Performance on this service area is on par with the State-wide and Large Rural group averages (index scores of 71 and 69 respectively).

- There are no significant differences across the demographic or geographic cohorts compared to the 2019 Council average.
- Perceptions of customer service among men and people from the 'Island' location (index score of 71 and 72 respectively) have improved significantly from last year.

A third of the community rate Council's customer service as 'very good' (33%), which is an eight point increase from 2018. A further 34% rated Council's customer service as 'good'.

Top performing areas and areas for improvement

Top performing areas

Customer service is the area in which Bass Coast Shire Council has performed most strongly overall (index score of 70).

The most improved measure in 2019 is sealed local roads (index score of 53) which increased a significant six index points from 2018. This is the only service area where Council's performance is rated significantly higher than the Large Rural group average (index score of 47).

Another area where Bass Coast Shire Council has improved significantly is lobbying (index score of 53, up four points from 2018), with Council now on par with the State-wide and Large Rural group averages (index scores of 54 and 52 respectively).

The above service areas are also the top three performing service areas for Bass Coast Shire Council, with improvements among almost all demographic and geographic groups in each area compared to 2018. In addition, performance ratings on each of these measures are at the highest levels to date.

Areas for improvement

There are no significant declines in 2019 results.

Council should focus on improving ratings in areas that are rated significantly lower than the Large Rural group and State-wide averages.

'Community consultation and engagement' stands out as in need of attention (index score of 51, a one-point decline on the 2018 result).

- This is the only service area where Bass Coast Shire Council performs significantly lower than the State-wide and Large Rural group averages (index scores of 56 and 54 respectively).
- Those aged 18 to 34 years (index score of 51) declined significantly in their impressions of Council's performance in this area over the past year (down 10-points from 61 in 2018).
- Non-resident ratepayers rate Council significantly higher (index score of 56) than the average on consultation and engagement performance.
- Island residents are least satisfied with performance on this measure, with an index score of 47 (although this result is not significantly different to the average).

Focus areas for coming 12 months

Perceptions of Council performance on most service areas evaluated have improved over the past year. This is a positive result for Council.

As detailed, Council should focus attention on community consultation and engagement, which is the only service areas where current performance levels are significantly lower than the State-wide and Large Rural group averages.

Council should also note that ratings on overall council direction (index score of 50) have declined four points over the past year.

- While this is not a statistically significant decrease, it is the greatest decline Council has seen over the past year on all measures.
- Perceptions decreased significantly from 2018 among women (index score of 50, down seven index points from 2018).

Focusing on good communication and transparency with residents about decisions Council has made in the community's interest, along with community consultation and engagement, could help drive up opinion of Council's overall direction.

More generally, consideration should also be given to people on the 'Island' who appear to be driving negative opinion in a number of areas in 2019.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially those aged 18 to 34 years and non-resident ratepayers, and use these lessons to build on performance experience and perceptions.

On the positive side, Council should look to maintain and build upon its improved performance on sealed local roads and lobbying over the next 12 months.

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.

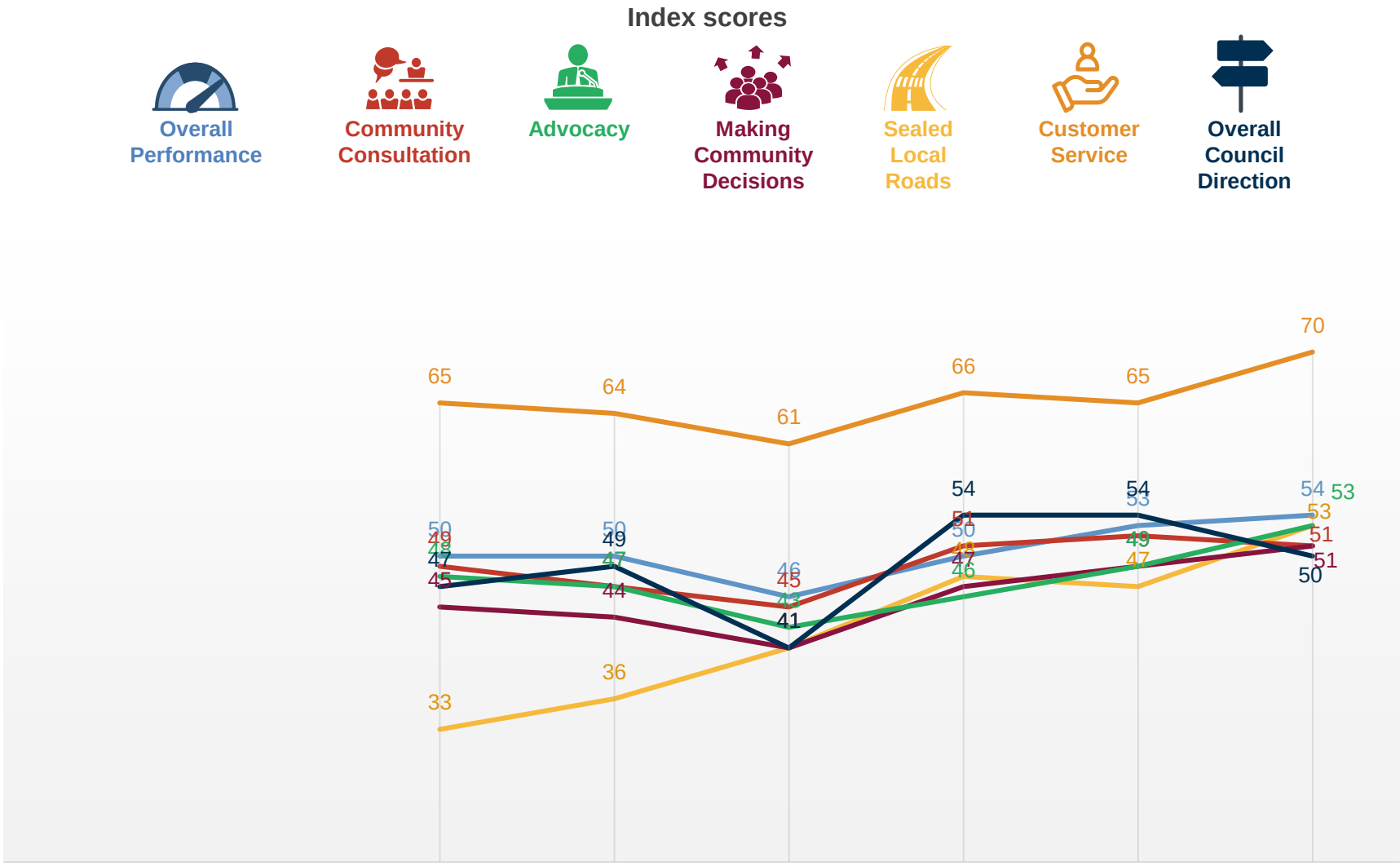
A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on:

03 8685 8555



Summary of findings

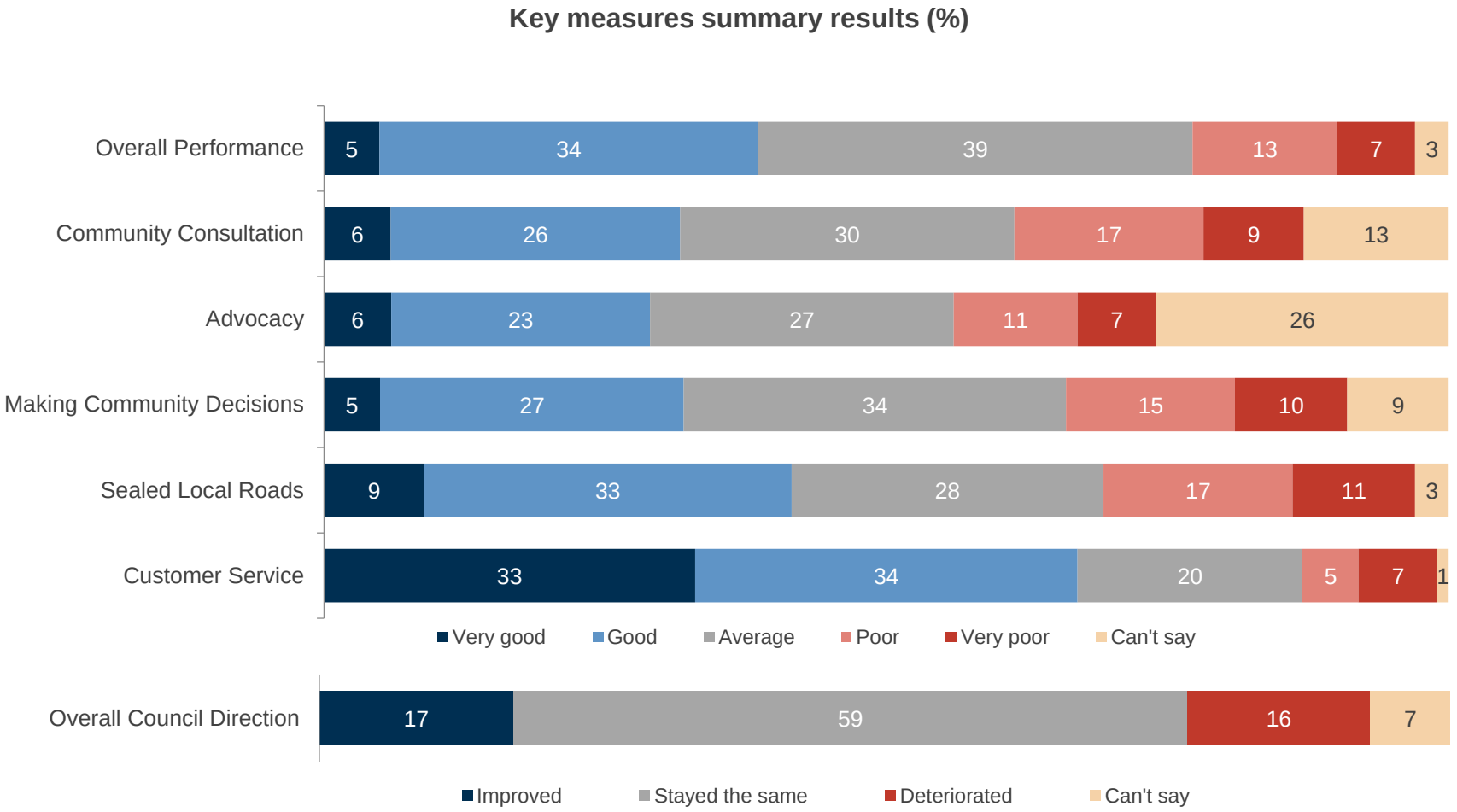
Summary of core measures



Summary of core measures

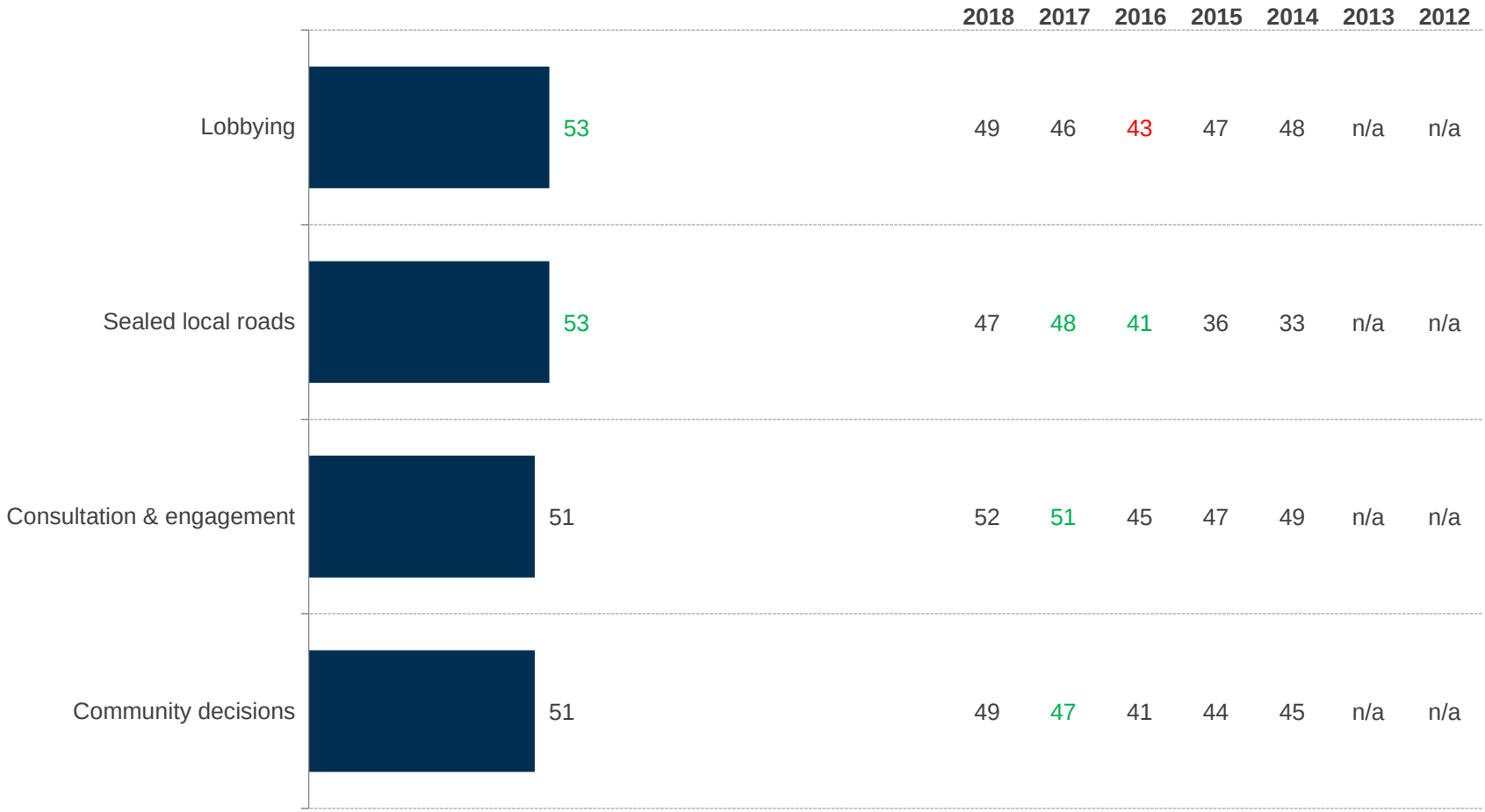
Performance Measures	Bass Coast 2019	Bass Coast 2018	Large Rural 2019	State-wide 2019	Highest score	Lowest score
Overall Performance	**54**	53	56	60	Aged 18-34 years, non-resident	Island, Aged 35-49 years
Community Consultation (Community consultation and engagement)	**51**	52	54	56	Non-Residents	Island
Advocacy (Lobbying on behalf of the community)	**53**	49	52	54	Aged 18-34 years, Bururong	Island
Making Community Decisions (Decisions made in the interest of the community)	**51**	49	52	55	Non-Residents	Island
Sealed Local Roads (Condition of sealed local roads)	**53**	47	47	56	Non-Residents	Aged 18-34 years
Customer Service	**70**	65	69	71	Aged 18-34 years	Aged 35-49 years
Overall Council Direction	**50**	54	51	53	Bunurong	Aged 35-49 years

Summary of key community satisfaction



Individual service area performance

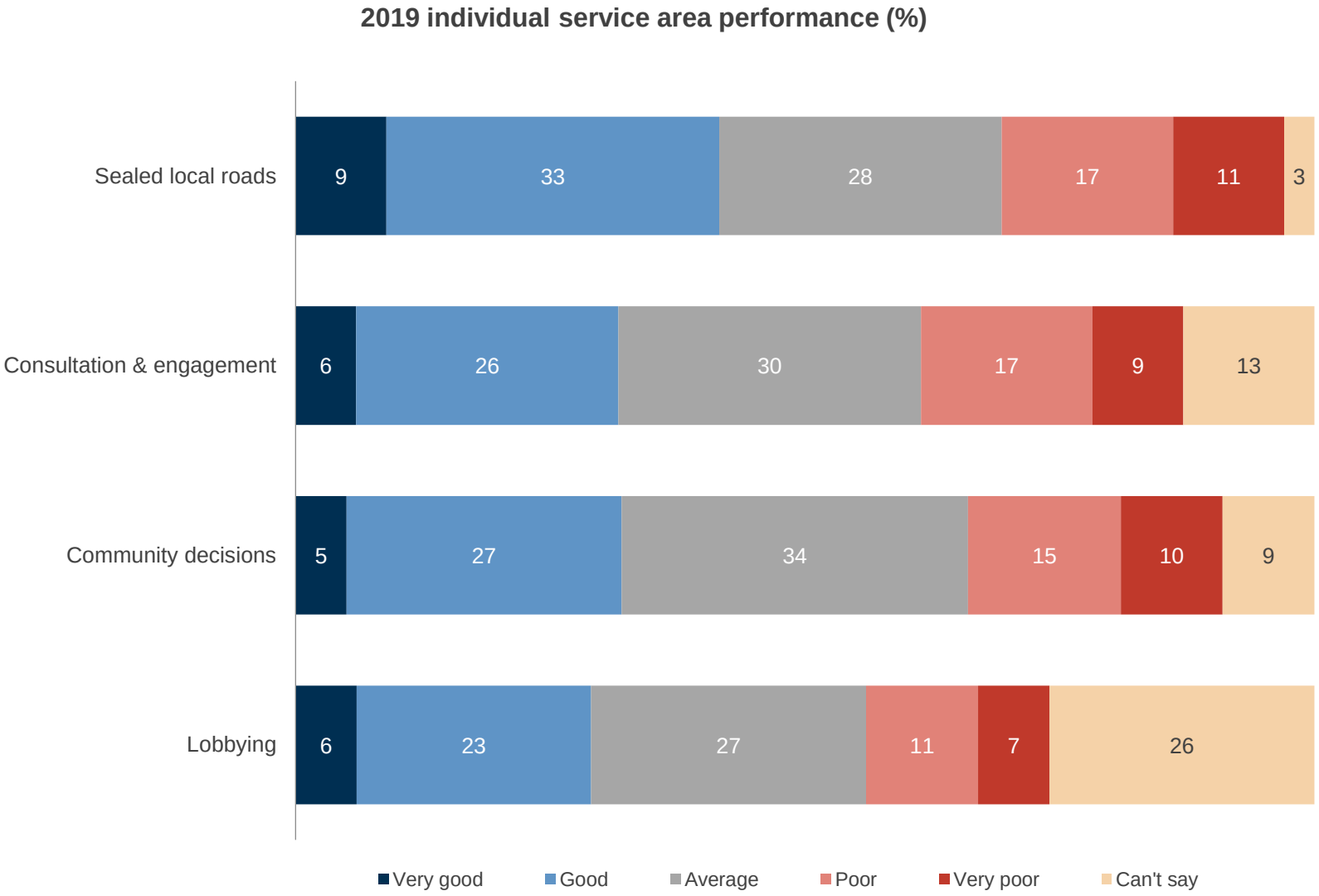
2019 individual service area performance (index scores)



	2018	2017	2016	2015	2014	2013	2012
Lobbying	49	46	43	47	48	n/a	n/a
Sealed local roads	47	48	41	36	33	n/a	n/a
Consultation & engagement	52	51	45	47	49	n/a	n/a
Community decisions	49	47	41	44	45	n/a	n/a

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

Individual service area performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Individual service area performance vs State-wide average

Significantly Higher than State-wide Average

- Not applicable

Significantly Lower than State-wide Average

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

Individual service area performance vs group average

Significantly Higher than Group Average

- Sealed local roads

Significantly Lower than Group Average

- Consultation & engagement

DETAILED FINDINGS

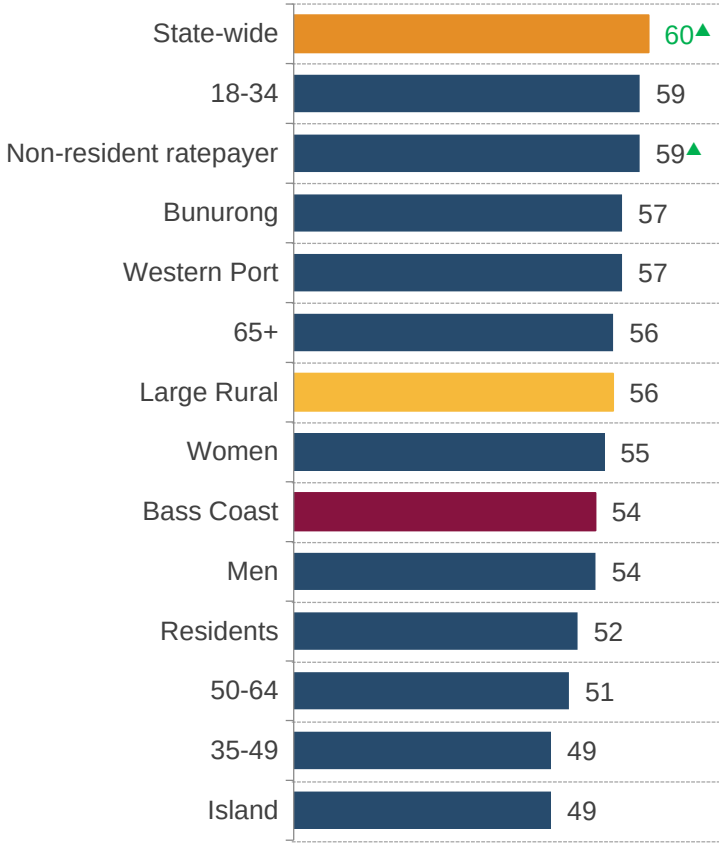


Overall performance



Overall performance

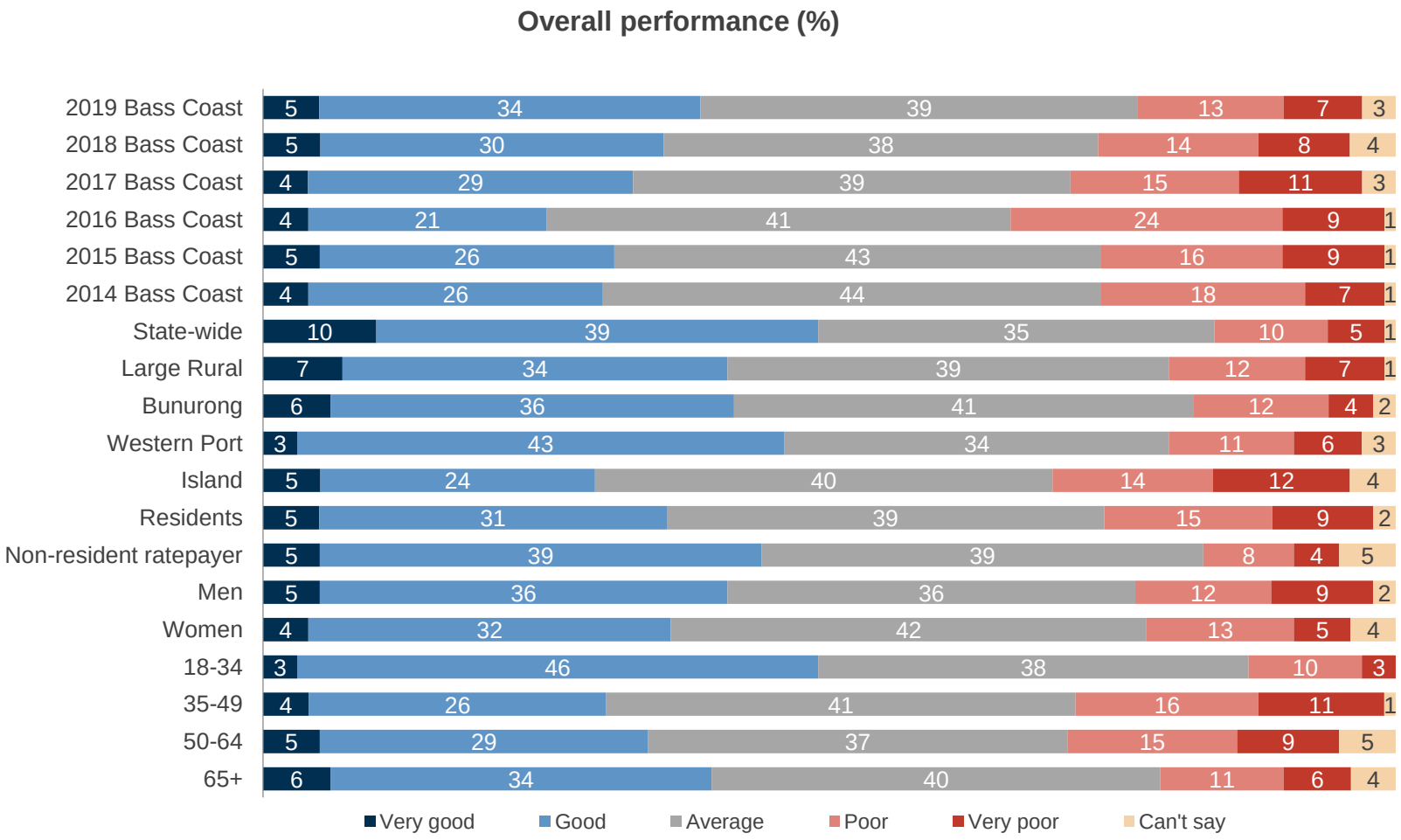
2019 overall performance (index scores)



	2018	2017	2016	2015	2014	2013	2012
State-wide	59	59	59	60	61	n/a	n/a
18-34	61	53	59	59	54	n/a	n/a
Non-resident ratepayer	58	56	n/a	n/a	n/a	n/a	n/a
Bunurong	60	55	n/a	n/a	n/a	n/a	n/a
Western Port	53	51	n/a	n/a	n/a	n/a	n/a
65+	53	52	42	49	52	n/a	n/a
Large Rural	56	54	54	56	n/a	n/a	n/a
Women	54	48	49	53	49	n/a	n/a
Bass Coast	53	50	46	50	50	n/a	n/a
Men	51	52	44	48	51	n/a	n/a
Residents	51	48	n/a	n/a	n/a	n/a	n/a
50-64	48	50	42	44	48	n/a	n/a
35-49	51	46	45	49	47	n/a	n/a
Island	45	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: 63 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

Overall performance



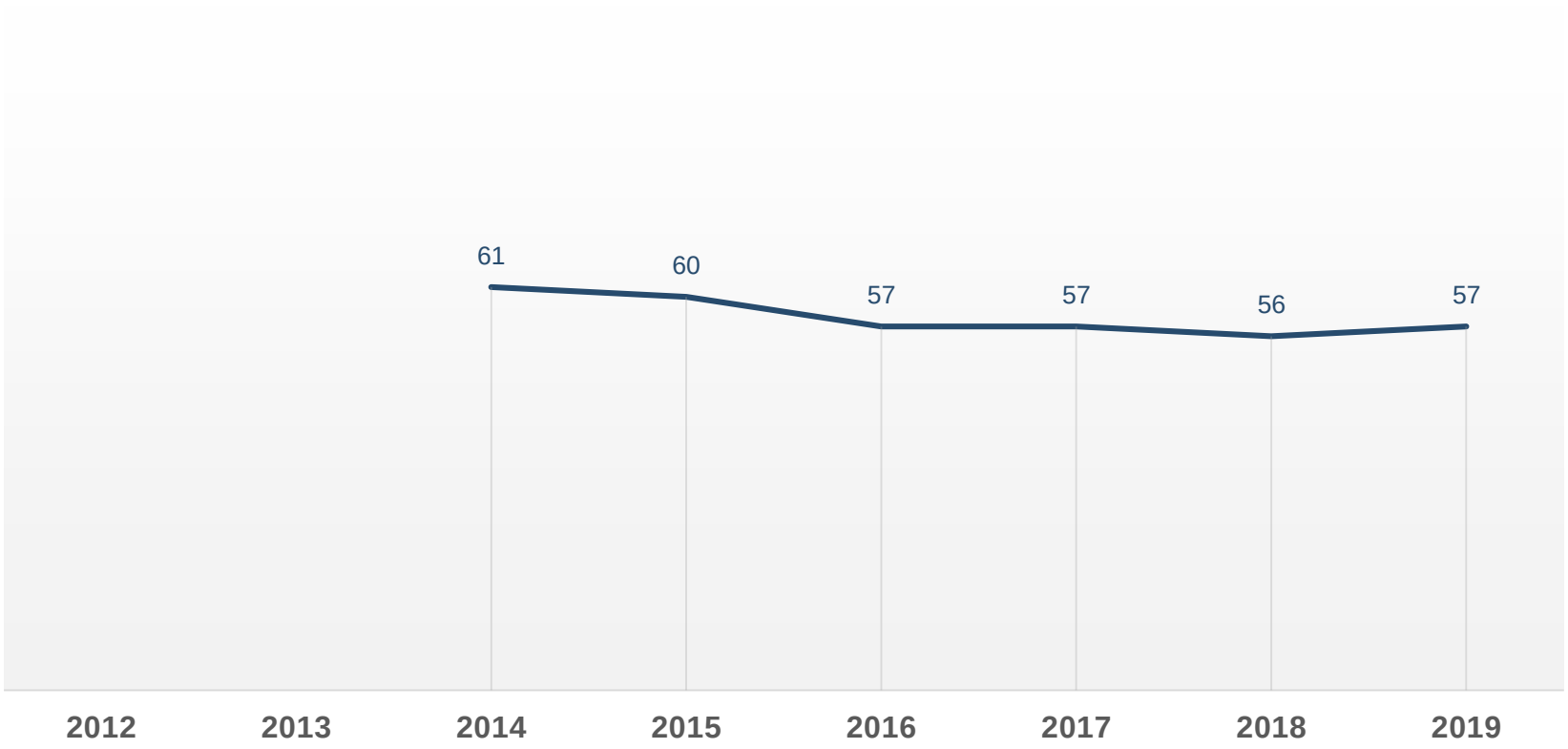
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Bass Coast Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Customer service



Contact with council

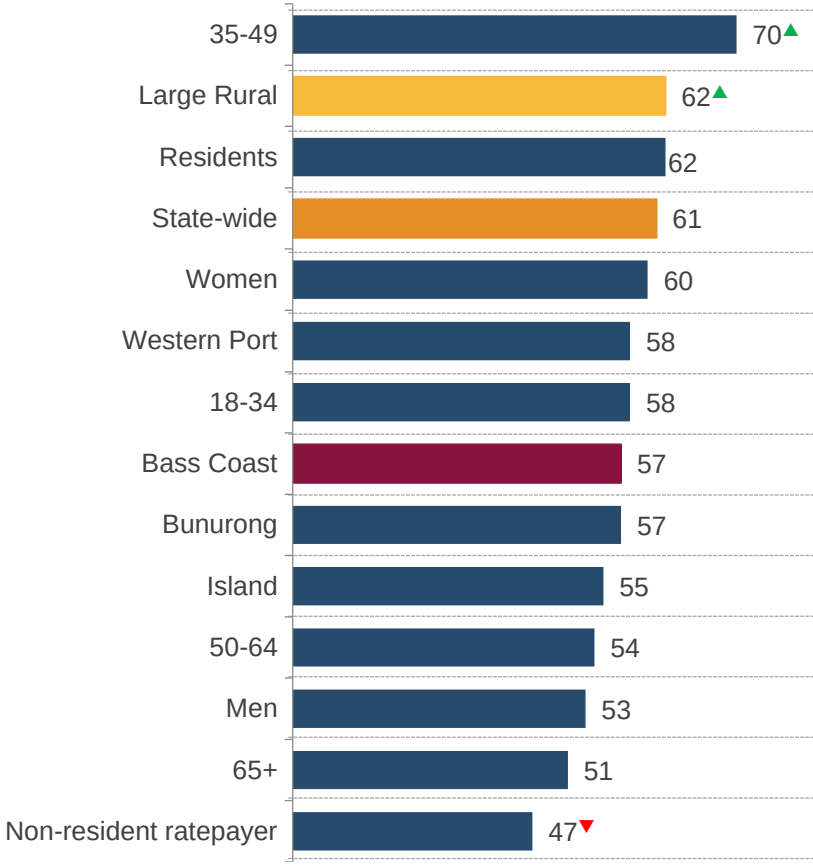
2019 contact with council (%)
Have had contact



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: 38 Councils asked group: 11

Contact with council

2019 contact with council (%)

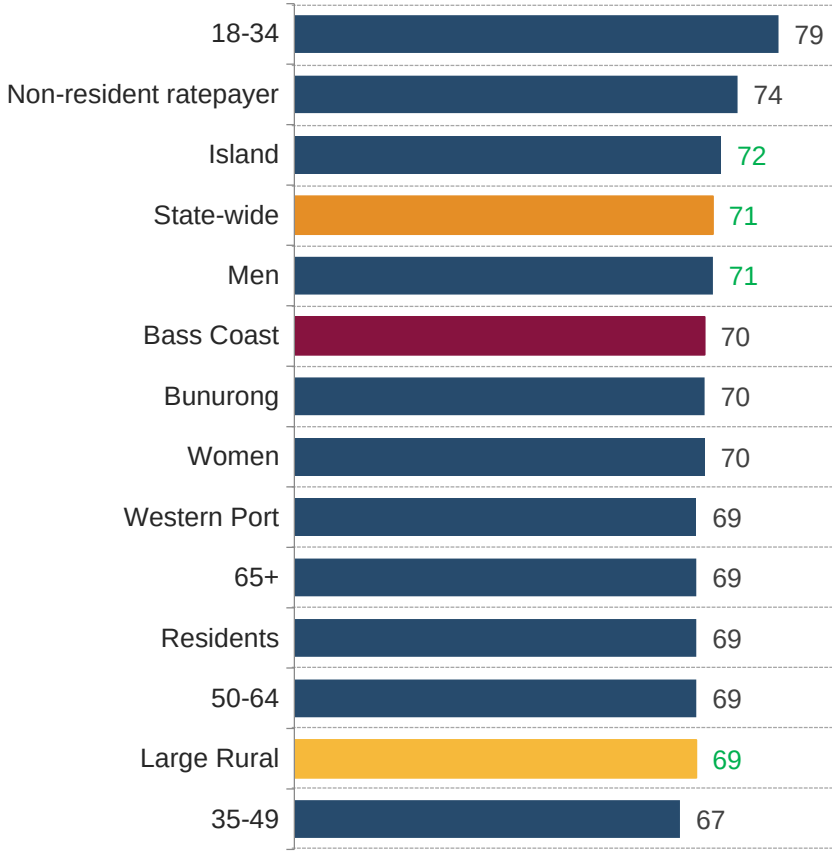


	2018	2017	2016	2015	2014	2013	2012
35-49	62	71	61	70	62	n/a	n/a
Large Rural	62	57	57	59	n/a	n/a	n/a
Residents	61	64	n/a	n/a	n/a	n/a	n/a
State-wide	61	58	58	60	61	n/a	n/a
Women	55	58	53	61	65	n/a	n/a
Western Port	58	55	n/a	n/a	n/a	n/a	n/a
18-34	55	61	53	53	65	n/a	n/a
Bass Coast	56	57	57	60	61	n/a	n/a
Bunurong	56	63	n/a	n/a	n/a	n/a	n/a
Island	54	51	n/a	n/a	n/a	n/a	n/a
50-64	59	52	64	63	66	n/a	n/a
Men	57	56	60	59	58	n/a	n/a
65+	50	47	52	56	55	n/a	n/a
Non-resident ratepayer	42	37	n/a	n/a	n/a	n/a	n/a

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: 38 Councils asked group: 11
Note: Please see Appendix A for explanation of significant differences.

Customer service rating

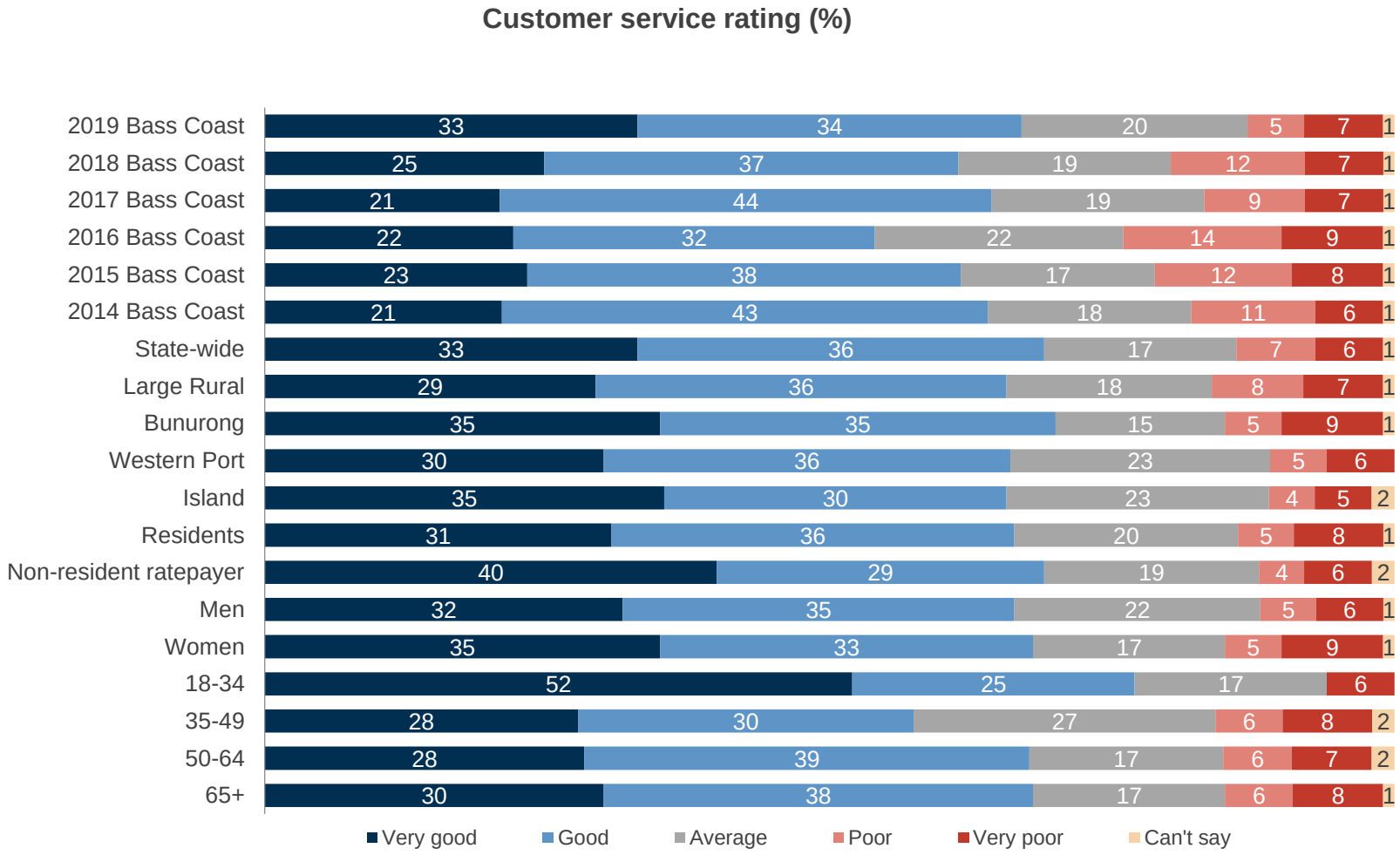
2019 customer service rating (index scores)



	2018	2017	2016	2015	2014	2013	2012
18-34	69	72	63	66	65	n/a	n/a
Non-resident ratepayer	65	68	n/a	n/a	n/a	n/a	n/a
Island	61	63	n/a	n/a	n/a	n/a	n/a
State-wide	70	69	69	70	72	n/a	n/a
Men	63	67	56	61	65	n/a	n/a
Bass Coast	65	66	61	64	65	n/a	n/a
Bunurong	73	72	n/a	n/a	n/a	n/a	n/a
Women	67	65	67	68	65	n/a	n/a
Western Port	60	61	n/a	n/a	n/a	n/a	n/a
65+	70	65	62	63	66	n/a	n/a
Residents	65	66	n/a	n/a	n/a	n/a	n/a
50-64	60	61	57	62	67	n/a	n/a
Large Rural	67	66	67	67	n/a	n/a	n/a
35-49	61	66	61	67	63	n/a	n/a

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: 63 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

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: 63 Councils asked group: 18



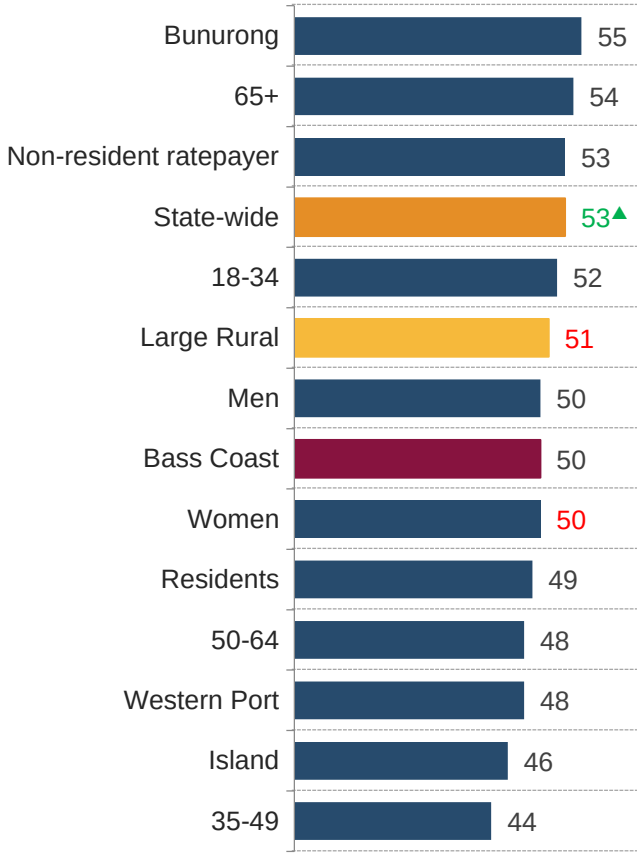
Council direction

Council direction summary

Council direction	• 59% stayed about the same, up 10 points on 2018 • 17% improved, down 9 points on 2018 • 16% deteriorated, down 2 points on 2018
Most satisfied with Council direction	• Bunurong residents
Least satisfied with Council direction	• Aged 35-49 years

Overall council direction last 12 months

2019 overall direction (index scores)

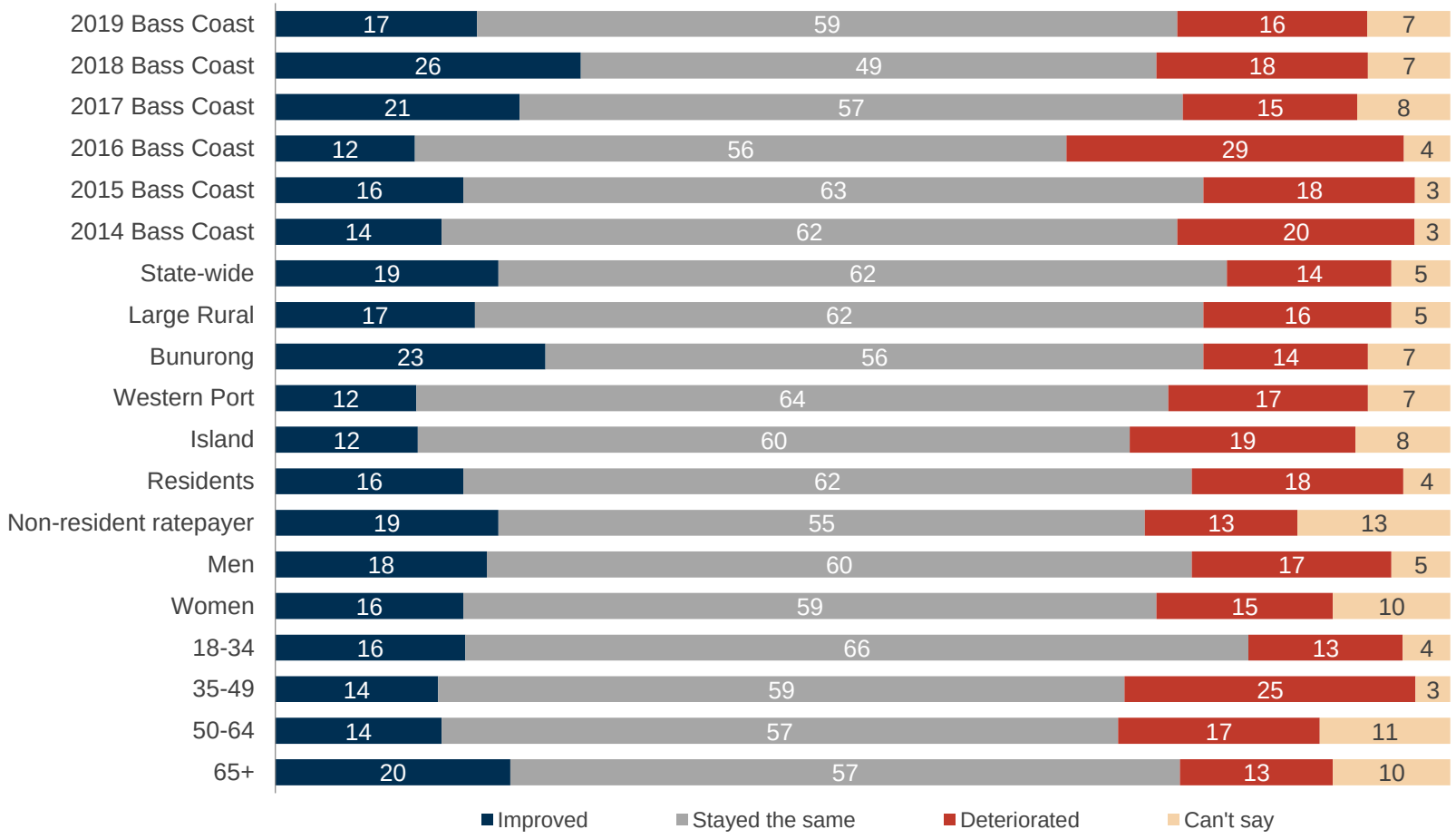


	2018	2017	2016	2015	2014	2013	2012
Bunurong	61	59	n/a	n/a	n/a	n/a	n/a
65+	55	58	38	46	48	n/a	n/a
Non-resident ratepayer	55	55	n/a	n/a	n/a	n/a	n/a
State-wide	52	53	51	53	53	n/a	n/a
18-34	59	58	55	56	49	n/a	n/a
Large Rural	52	52	48	51	n/a	n/a	n/a
Men	50	54	38	49	46	n/a	n/a
Bass Coast	54	54	41	49	47	n/a	n/a
Women	57	53	45	49	48	n/a	n/a
Residents	53	53	n/a	n/a	n/a	n/a	n/a
50-64	51	53	42	44	48	n/a	n/a
Western Port	53	53	n/a	n/a	n/a	n/a	n/a
Island	46	48	n/a	n/a	n/a	n/a	n/a
35-49	50	45	35	52	42	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: 63 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

Overall council direction last 12 months

2019 overall council direction (%)



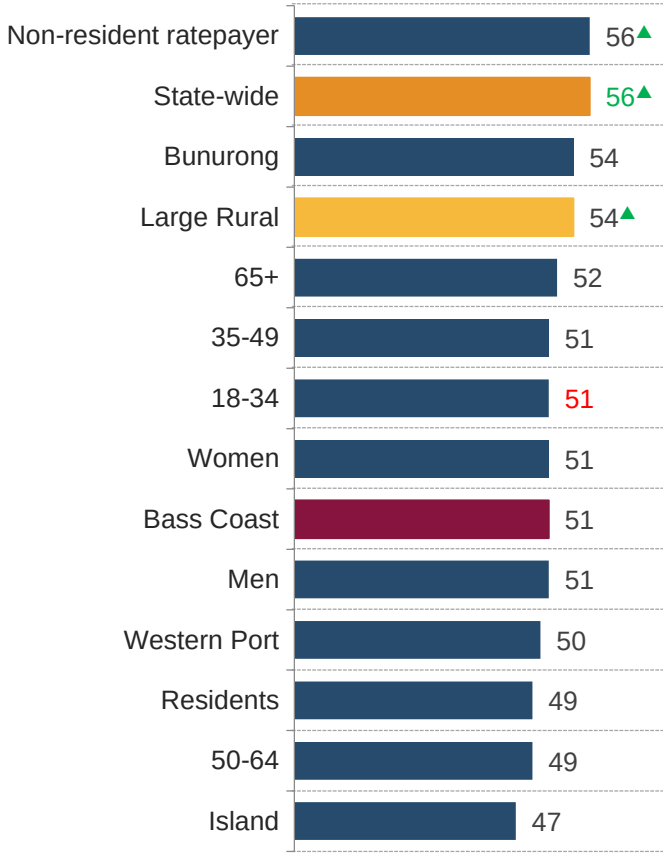
Q6. Over the last 12 months, what is your view of the direction of Bass Coast Shire Council's overall performance?
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



Individual service areas

Community consultation and engagement performance

2019 Consultation and engagement performance (index scores)

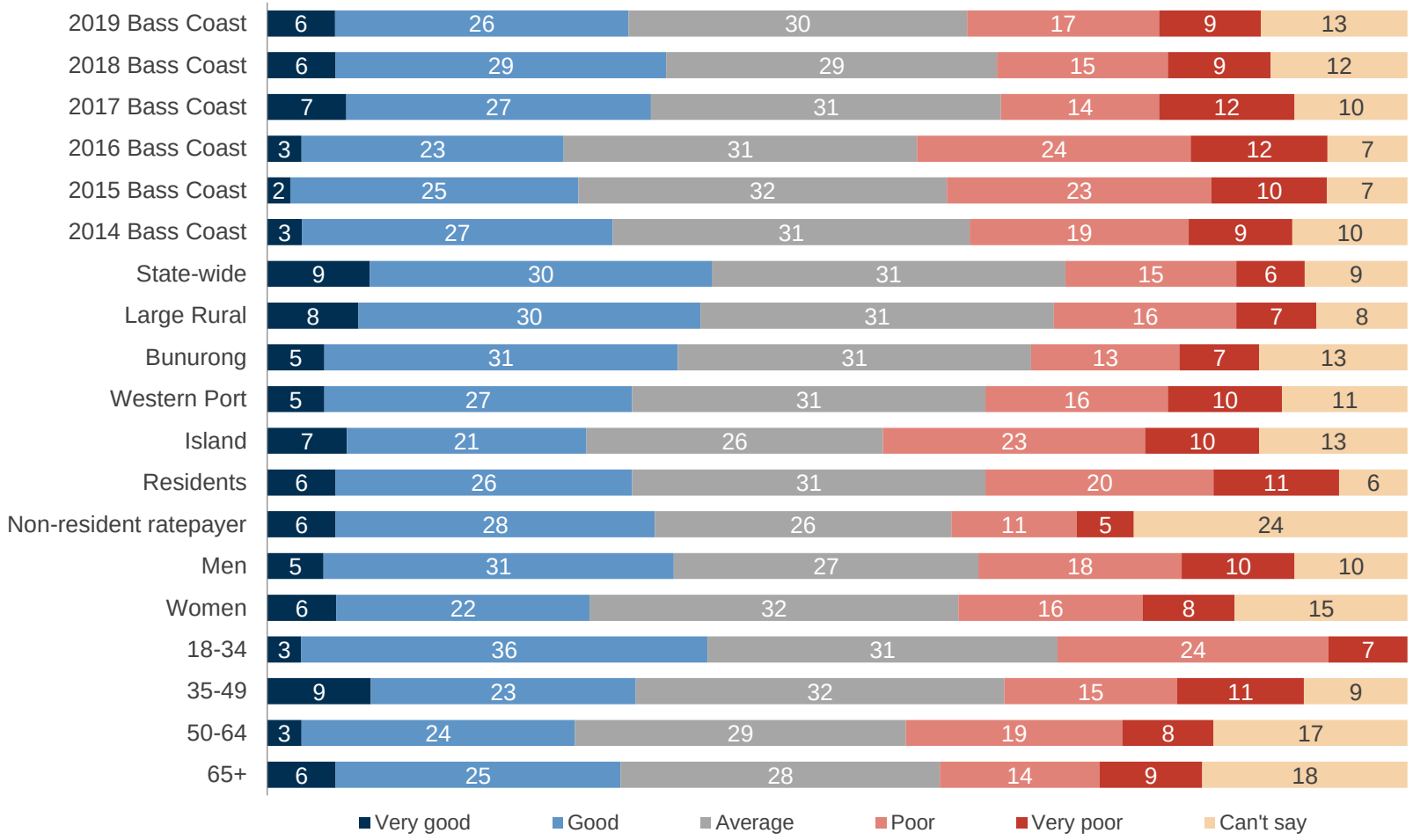


	2018	2017	2016	2015	2014	2013	2012
Non-resident ratepayer	55	53	n/a	n/a	n/a	n/a	n/a
State-wide	55	55	54	56	57	n/a	n/a
Bunurong	57	54	n/a	n/a	n/a	n/a	n/a
Large Rural	54	52	52	54	n/a	n/a	n/a
65+	52	49	42	45	50	n/a	n/a
35-49	52	48	43	48	46	n/a	n/a
18-34	61	57	52	53	53	n/a	n/a
Women	54	50	46	49	48	n/a	n/a
Bass Coast	52	51	45	47	49	n/a	n/a
Men	50	52	43	44	50	n/a	n/a
Western Port	54	50	n/a	n/a	n/a	n/a	n/a
Residents	51	50	n/a	n/a	n/a	n/a	n/a
50-64	46	50	44	41	47	n/a	n/a
Island	44	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: 63 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

Community consultation and engagement performance

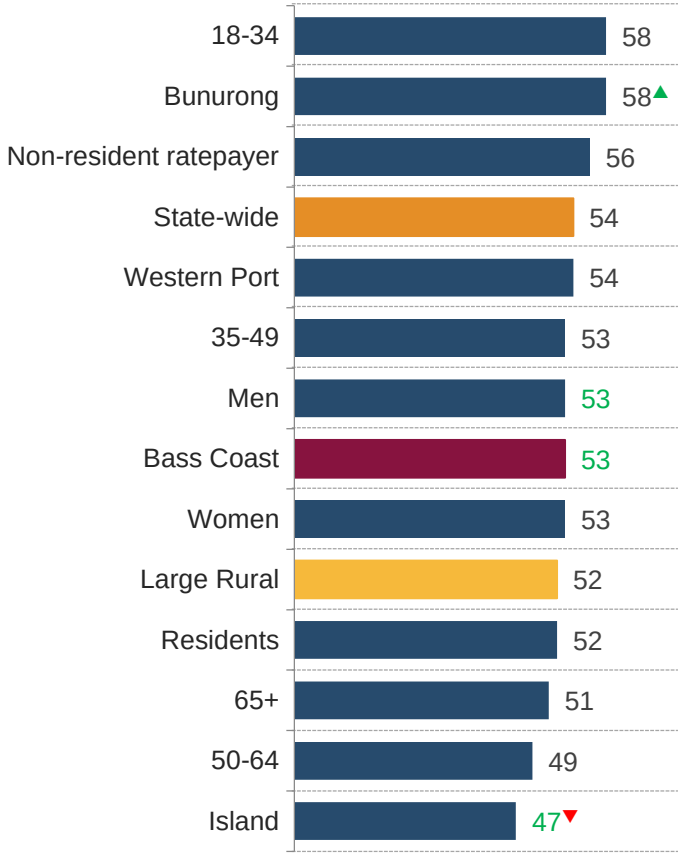
2019 Consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Lobbying on behalf of the community performance

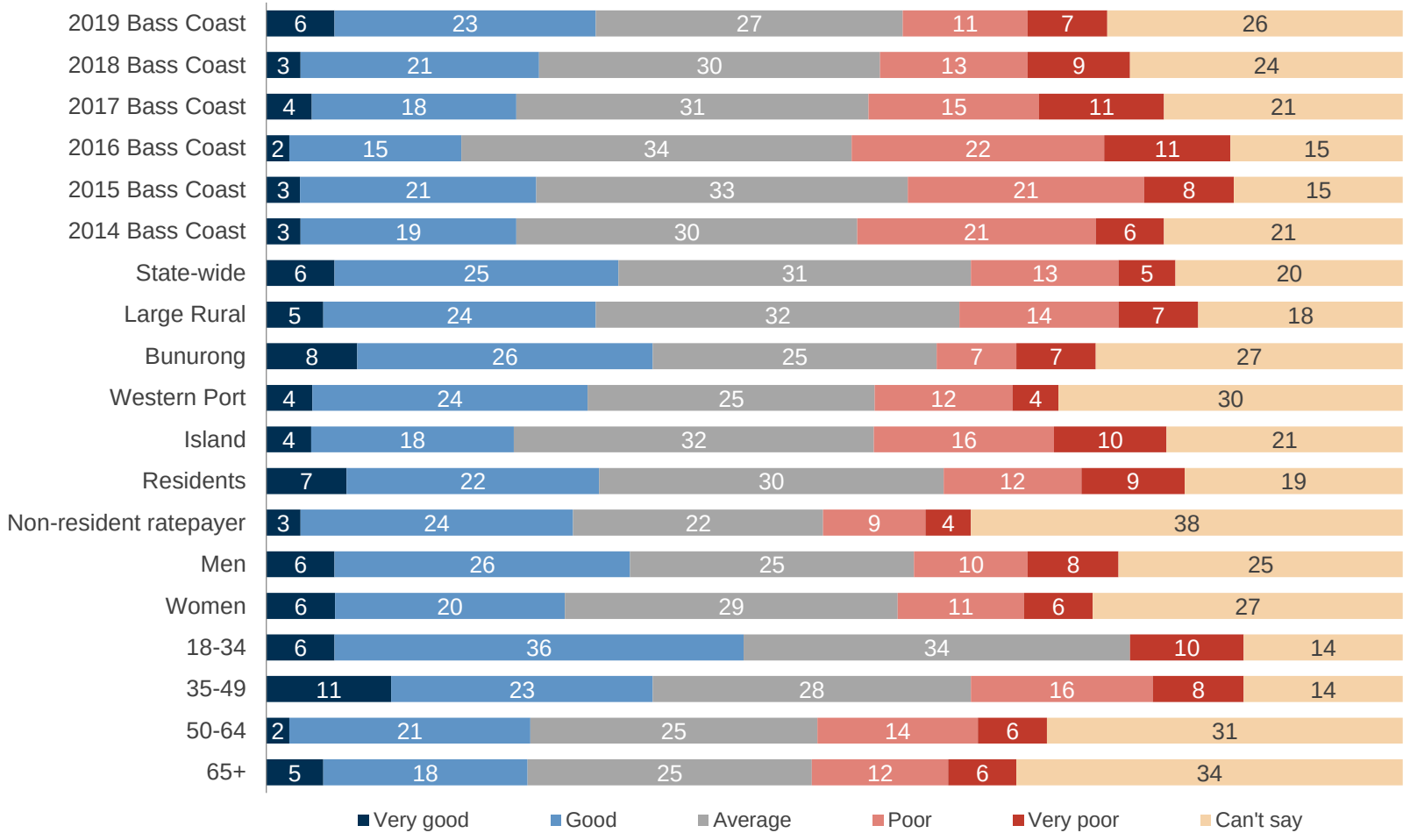
2019 Lobbying performance (index scores)



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

Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

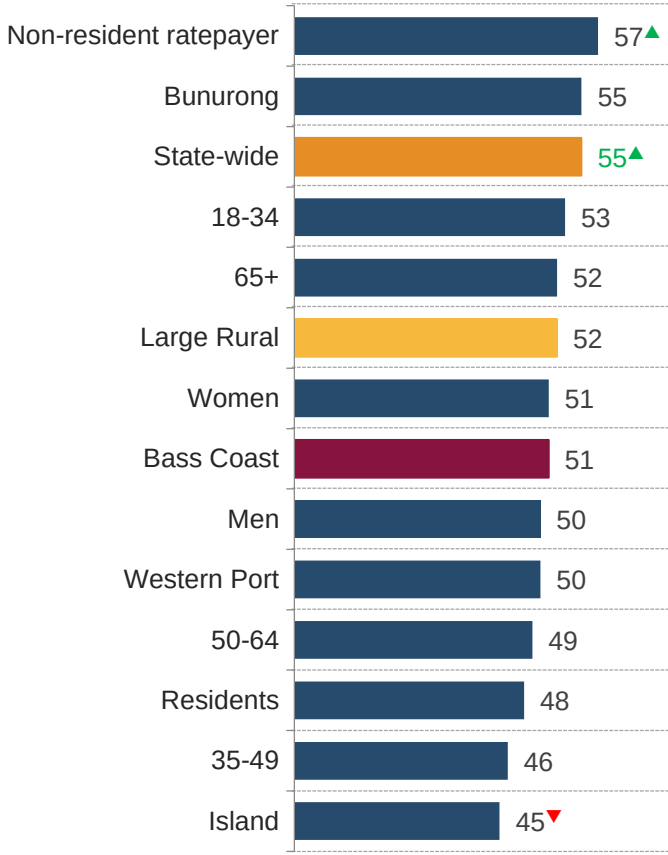
Lobbying on behalf of the community performance



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

Decisions made in the interest of the community performance

2019 Community decisions made performance (index scores)

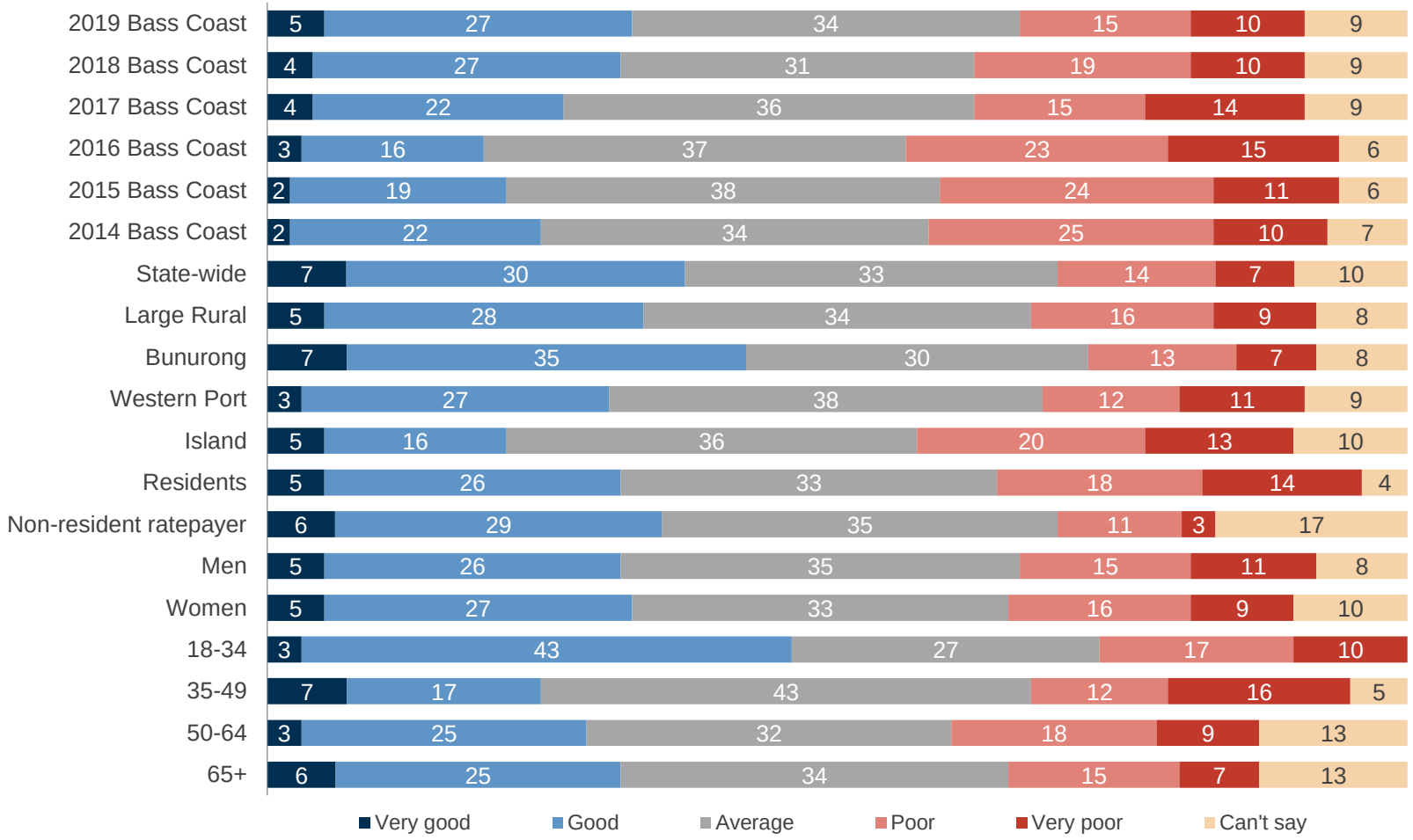


	2018	2017	2016	2015	2014	2013	2012
Non-resident ratepayer	55	52	n/a	n/a	n/a	n/a	n/a
Bunurong	56	51	n/a	n/a	n/a	n/a	n/a
State-wide	54	54	54	55	57	n/a	n/a
18-34	57	52	53	57	46	n/a	n/a
65+	50	49	37	41	47	n/a	n/a
Large Rural	52	51	50	52	n/a	n/a	n/a
Women	51	45	42	45	45	n/a	n/a
Bass Coast	49	47	41	44	45	n/a	n/a
Men	47	49	41	42	45	n/a	n/a
Western Port	50	47	n/a	n/a	n/a	n/a	n/a
50-64	44	46	39	38	44	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
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: 63 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance

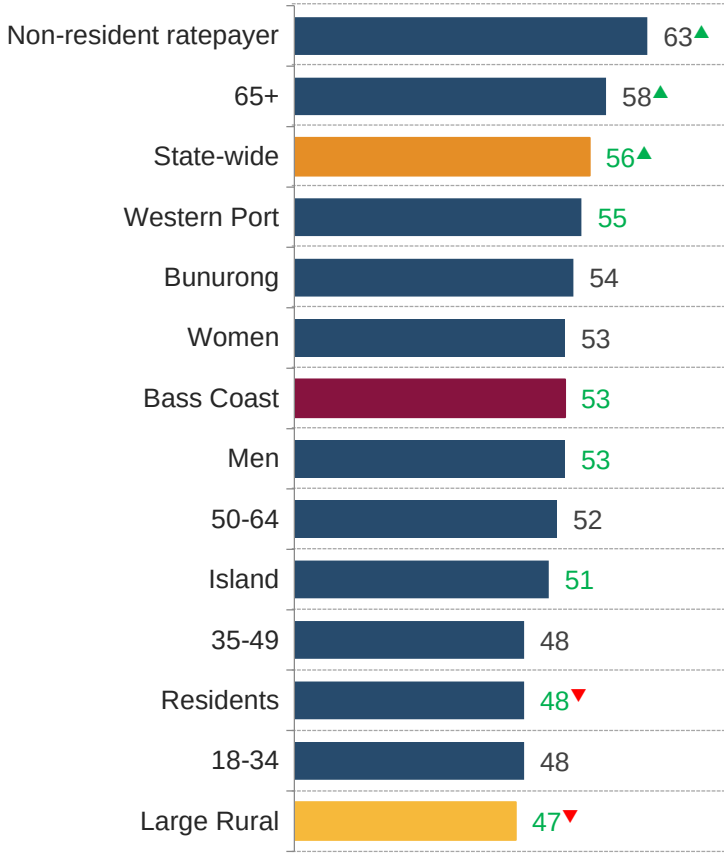
2019 Community decisions made performance (%)



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: 63 Councils asked group: 18

The condition of sealed local roads in your area performance

2019 Sealed local roads performance (index scores)

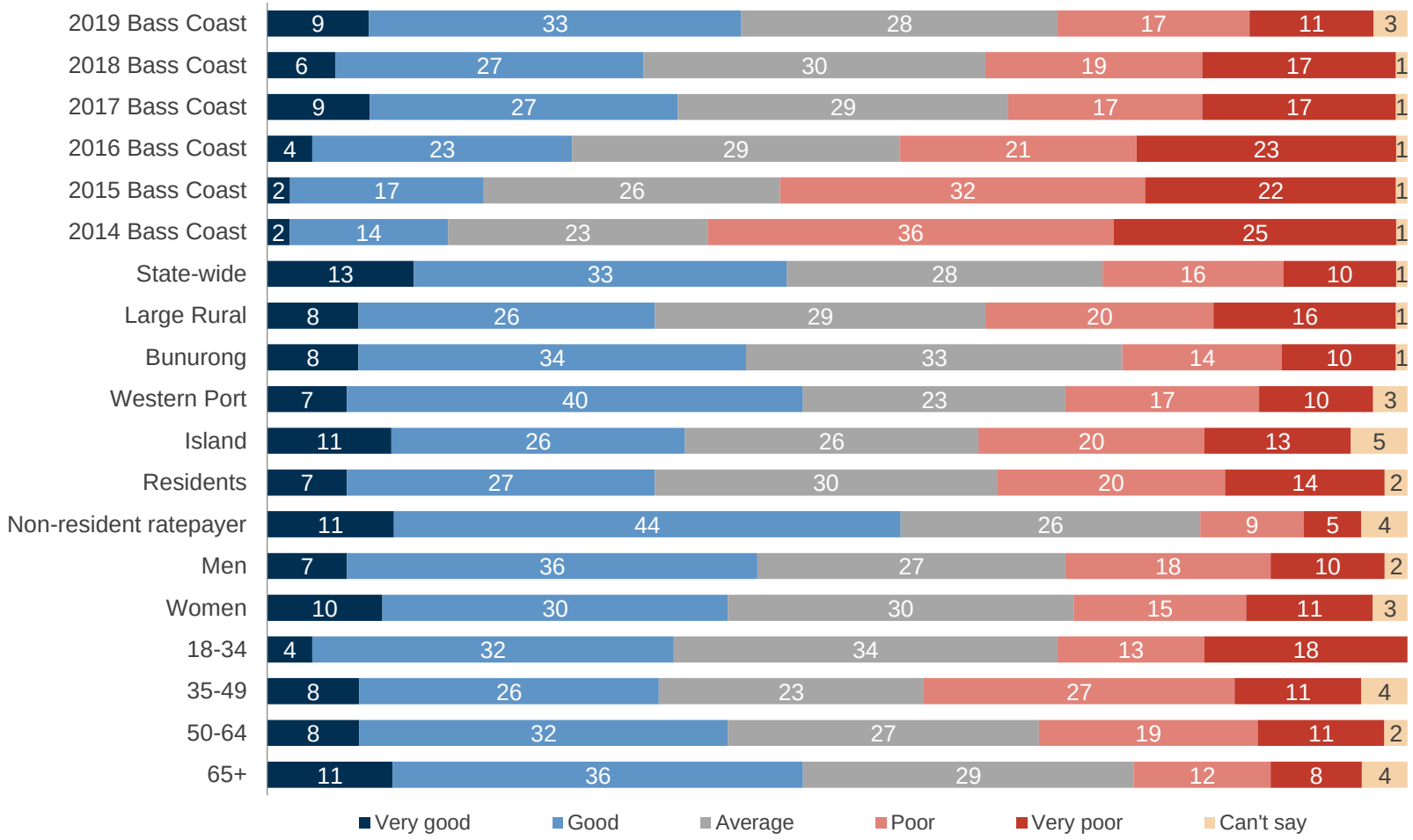


	2018	2017	2016	2015	2014	2013	2012
Non-resident ratepayer	59	55	n/a	n/a	n/a	n/a	n/a
65+	52	53	43	38	38	n/a	n/a
State-wide	53	53	54	55	55	n/a	n/a
Western Port	46	47	n/a	n/a	n/a	n/a	n/a
Bunurong	54	54	n/a	n/a	n/a	n/a	n/a
Women	49	45	40	40	29	n/a	n/a
Bass Coast	47	48	41	36	33	n/a	n/a
Men	45	51	42	32	36	n/a	n/a
50-64	46	49	40	32	28	n/a	n/a
Island	40	42	n/a	n/a	n/a	n/a	n/a
35-49	43	45	33	32	33	n/a	n/a
Residents	42	45	n/a	n/a	n/a	n/a	n/a
18-34	44	41	46	39	29	n/a	n/a
Large Rural	45	43	44	45	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: 63 Councils asked group: 18
Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance

2019 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: 63 Councils asked group: 18

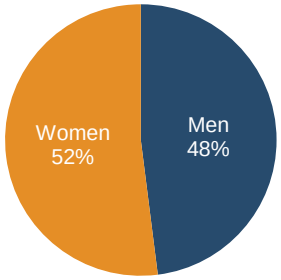


Detailed demographics

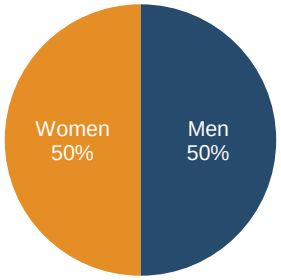
Gender and age profile

2019 gender

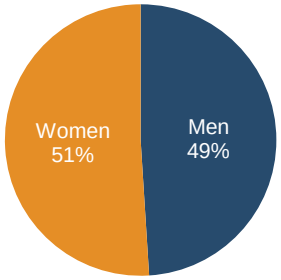
Bass Coast



Large Rural

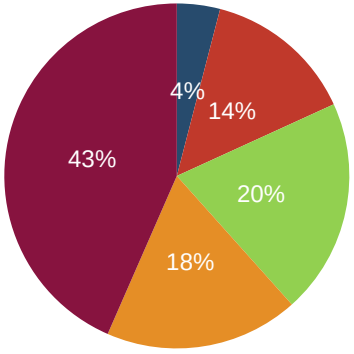


State-wide

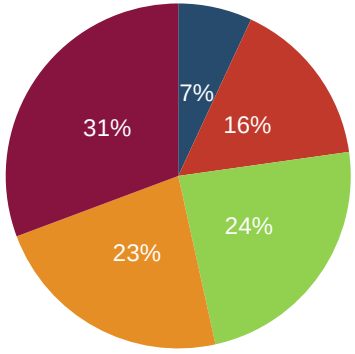


2019 age

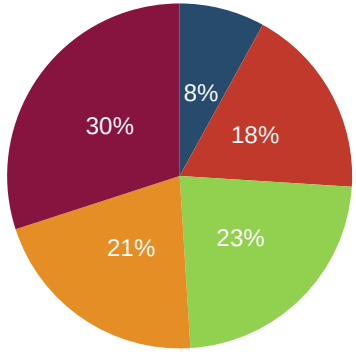
Bass Coast



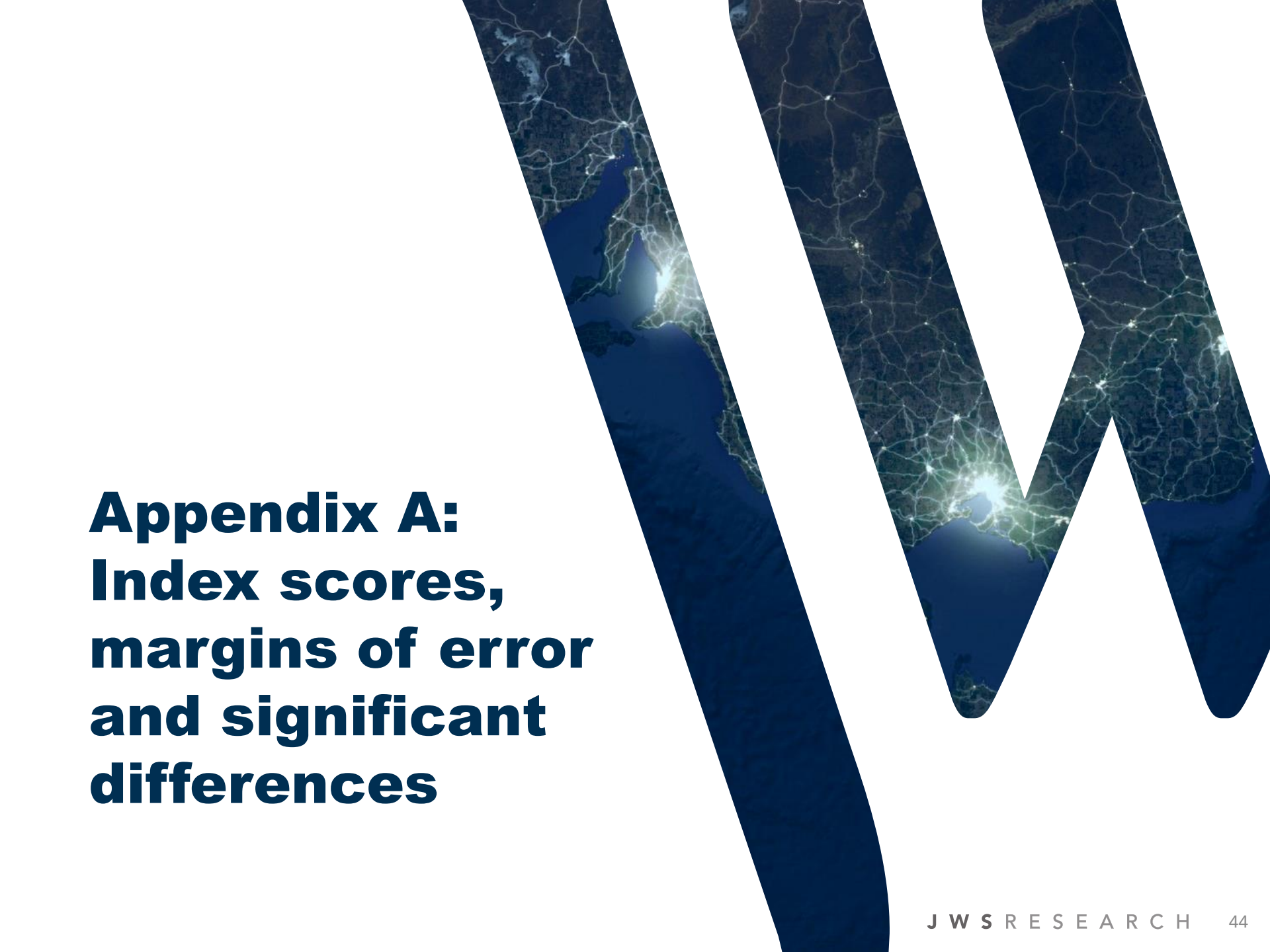
Large Rural



State-wide



S3. [Record gender] / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18
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 2019 State-wide Local Government Community Satisfaction Survey for Bass Coast Shire Council was n=801. 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=801 interviews is +/-3.4% 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 46.6% - 53.4%.

Maximum margins of error are listed in the table below, based on a population of 27,500 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	801	400	+/-3.4
Men	377	193	+/-5.0
Women	424	207	+/-4.7
Bunurong	310	171	+/-5.5
Western Port	209	101	+/-6.8
Island	282	128	+/-5.8
18-34 years	30	75	+/-18.2
35-49 years	74	81	+/-11.5
50-64 years	202	71	+/-6.9
65+ years	495	173	+/-4.4

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 (▼).

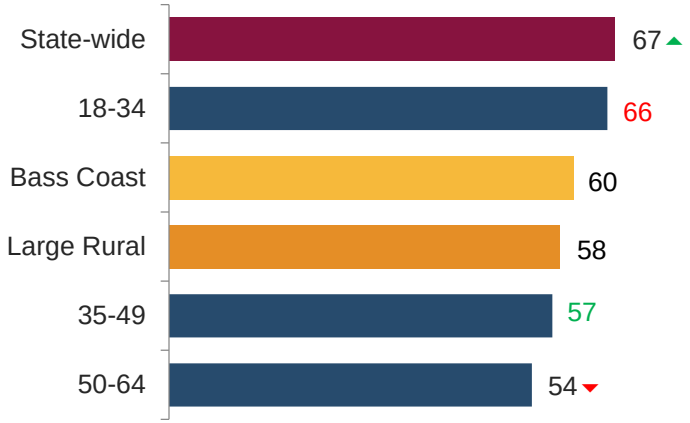
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

- ▲ 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 2018. 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 2018.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2018.

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 Score = ($1 - $2) / 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:

- Survey methodology and sampling
- 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 2019 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 2019 results are compared with previous years, as detailed below:

- 2019, n=801 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=600 completed interviews, conducted in the period of 1st February – 30th March.
- 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.

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 and non resident rate-payers within Bass Coast Shire Council, particularly younger people.

A total of n=801 completed interviews were achieved in Bass Coast Shire Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.

Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 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 2012-2019 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 2019 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

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 and non resident rate-payers 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 2012-2019 have been made throughout this report as appropriate.

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 2019 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 2019 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 2019 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: 2019 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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