

LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
BASS COAST SHIRE COUNCIL

2017 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

Welcome to the report of results and recommendations for the 2017 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 10% 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, 2017.

The 2017 results are compared with previous years, as detailed below:

- 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.

Please note that in 2013 and 2012 Bass Coast Shire Council also elected to sample residents and non-resident ratepayers. As Bass Coast sampled residents only in 2014-2016, the results of these surveys were not comparable to previous iterations and were to be considered as stand-alone response sets. For this reason, comparisons to 2013 and 2012 have not since been included in this report. Please be mindful of this in your analysis of 2017 against 2014-2016.

SURVEY METHODOLOGY AND SAMPLING

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

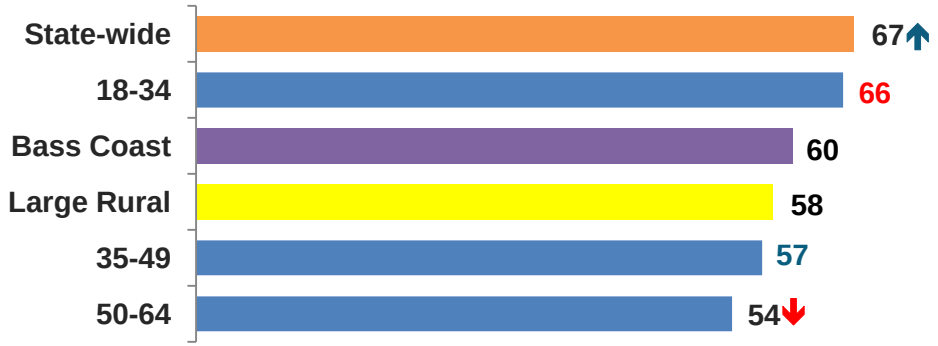
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 2016. 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 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.

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

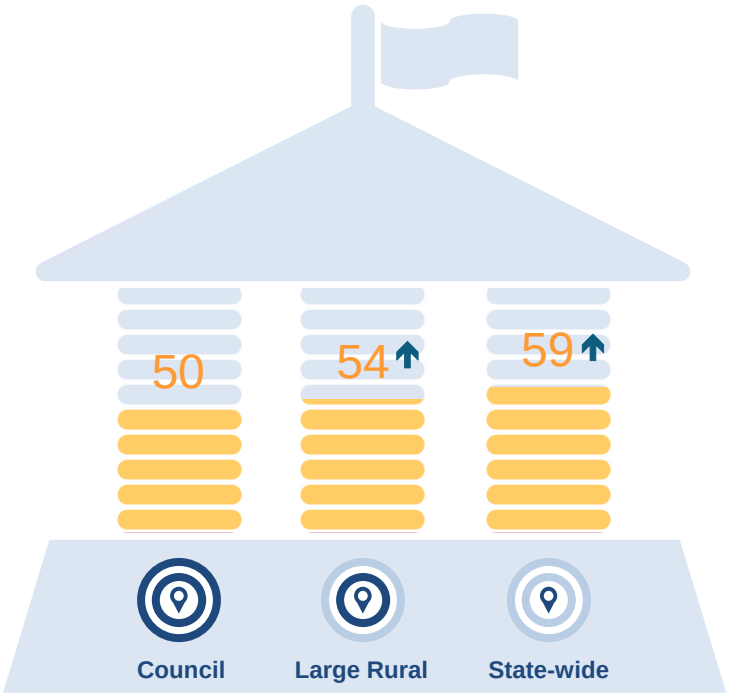
Contacts

For further queries about the conduct and reporting of the 2017 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



KEY FINDINGS & RECOMMENDATIONS

JWS RESEARCH



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERALL PERFORMANCE

The **overall performance index score of 50** for Bass Coast Shire Council represents a *statistically significant* (at the 95% confidence interval) four point **improvement** on the 2016 result. This is a return to the same result Council received in 2015 and 2014.

- **Non-resident rate payers** (index score of 56) **are *significantly more favourable*** in their view of Council's overall performance relative to the Bass Coast Shire Council average.
- Geographically, differences in perceptions of overall performance are evident. **Residents of Bunurong** have a *significantly higher* index score (55) than average. Conversely, **Island residents** have a *significantly lower* index score (44) than the average.
- **Demographically, men** and **those aged 50 years and older** rate Bass Coast Shire Council's overall performance more favourably in 2017 than in 2016.

More residents rate Bass Coast Shire Council's overall performance as 'very poor' (11%) than 'very good' (4%). More than one in four residents (29%) rate Council's overall performance as 'good', while a further 39% sit mid-scale providing an 'average' rating. Just under one in six (15%) rate Council's overall performance as 'poor'.

However, Bass Coast Shire Council's overall performance is ***significantly lower*** **than the average rating for councils State-wide and in the Large Rural group** (index scores of 59 and 54 respectively).

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that **Bass Coast Shire Council's performance increased across all measures** compared to Council's own results in 2016. Performance index scores for **community consultation and engagement, making community decisions, sealed local roads and overall council direction** *increased significantly* on last year's scores.

- On the measure of **sealed local roads**, Bass Coast Shire Council's performance index score is ***significantly higher*** than that for the Large Rural council group average (48 versus 43 respectively).
- In contrast, even with the increase in perceptions in 2017, results for **making community decisions** (index score of 47) **and lobbying** (index score of 46) **are *significantly lower* than the Large Rural group average** (index scores of 51 for both).
- Bass Coast Shire Council's performance on consultation and engagement, lobbying, making community decisions and sealed local roads is *significantly lower* than the State-wide averages.

Bass Coast Shire Council performs best in the area of **customer service** (index score of 66). **Customer service** is the highest rated core performance measure.

CUSTOMER CONTACT AND SERVICE

More than half (57%) of Bass Coast Shire Council residents have had recent contact with Council.

- Those **aged 35 to 49 years** are *significantly more likely* to have contacted Council (71%) than their counterparts.
- **Non-resident ratepayers** (37%) and those aged 65+ years (47%) are *significantly less likely* to have contacted Council.

Bass Coast Shire Council's customer service index of 66 is a positive result for Council. It is in line with the Large Rural group average, however it is three points lower than the State-wide average (this is not a significant difference).

- One in five residents (21%) rate Council's customer service as 'very good', with a further 44% rating it as 'good'. Perceptions of Council's customer service has remained relatively stable over time.

Council's customer service performance index has increased compared to 2016 among most demographic sub-groups, the exception being women. However, the decline among this cohort is not significant. This means there is no particular cohort that Council should focus its attention on. Rather Council should aim to improve customer service across all groups.

- Positively, 2017 results among **men are *significantly higher* than 2016 results** (index score of 67, up 11 points from last year).

AREAS WHERE COUNCIL IS PERFORMING WELL

Beyond customer service, another area where Bass Coast Shire Council is well regarded is the overall council direction. With a performance index score of 54, it is the second highest rated performance measure among residents.

- Ratings of overall council direction experienced the largest increase on 2016 scores compared to all other measures (13 point increase). This can be viewed as a good response from Council after having the largest decrease in performance scores in council direction compared to all other measures from 2015 to 2016 for that year (eight point decrease).
- One in five Bass Coast Shire residents (21%) believe Council's overall direction has improved compared to one in six (15%) who believe the direction of council has deteriorated. These are Council's most favourable scores to date.

Bass Coast Shire Council's performance on **sealed local roads** (index score of 48) is *significantly higher* than the average score for that measure among Large Rural councils. Although it is among Council's lower scores relative to other performance measures, when compared to the Large Rural council average, it can be viewed as performing well.

- Performance on sealed local roads has been following a strong positive trajectory, **making strong improvements every year to date.** This upward trend is something to continue to build on.

FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Bass Coast Shire Council should focus on service areas where performance is lowest. Key priorities include **lobbying** and **making community decisions**:

- With performance index scores of 46 for lobbying and 47 for making community decisions, Council is seen to be **performing least well** in these service areas.
- **Bass Coast Shire Council is also rated *significantly lower* than both the Large Rural group average and the State-wide average on these two measures.**

Consideration should be given to **residents aged 35 to 49 years and Island residents**, who appear to be driving negative opinion in 2017.

On the positive side, Council should **maintain its relatively strong performance in the area of customer service**, and aim to shore up service areas that are currently rated higher than others, such as **community consultation and engagement**.

- It is also important to learn from what is working amongst other groups, especially **residents of Bunurong, and those aged 18 to 34 years old**, and use these lessons to build performance experience and perceptions in other areas.
- Council should also continue to maintain, and build on the gain made in the performance of **sealed local roads**.

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 2017 *(Significantly higher result than 2016)*	• Overall performance • Consultation and engagement • Making community decisions • Sealed local roads • Overall council direction
Lower results in 2017 *(Significantly lower result than 2016)*	• None applicable
Most favourably disposed towards Council	• Bunurong • Aged 18-34 years
Least favourably disposed towards Council	• Island • Aged 35-49 years

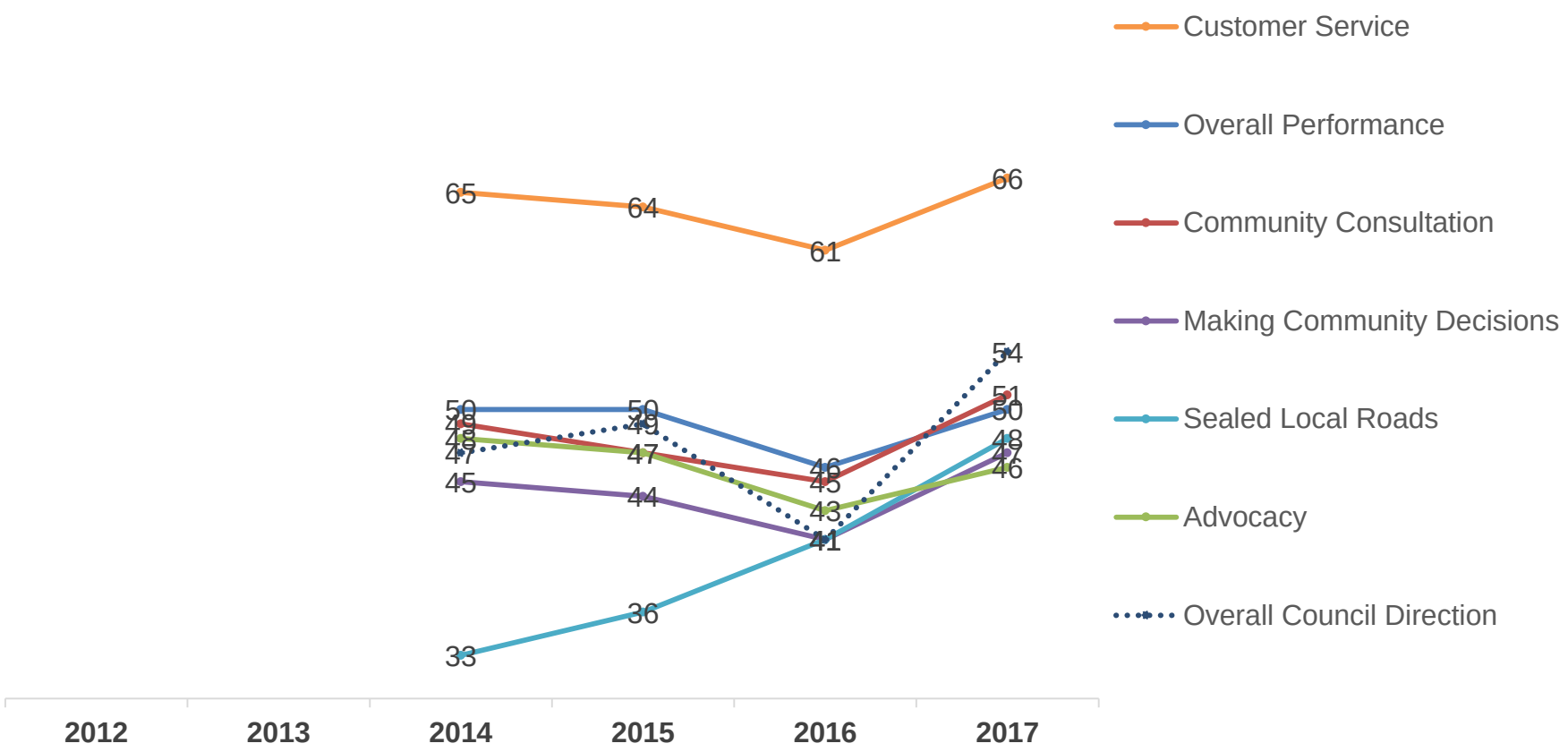


SUMMARY OF FINDINGS

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2017 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



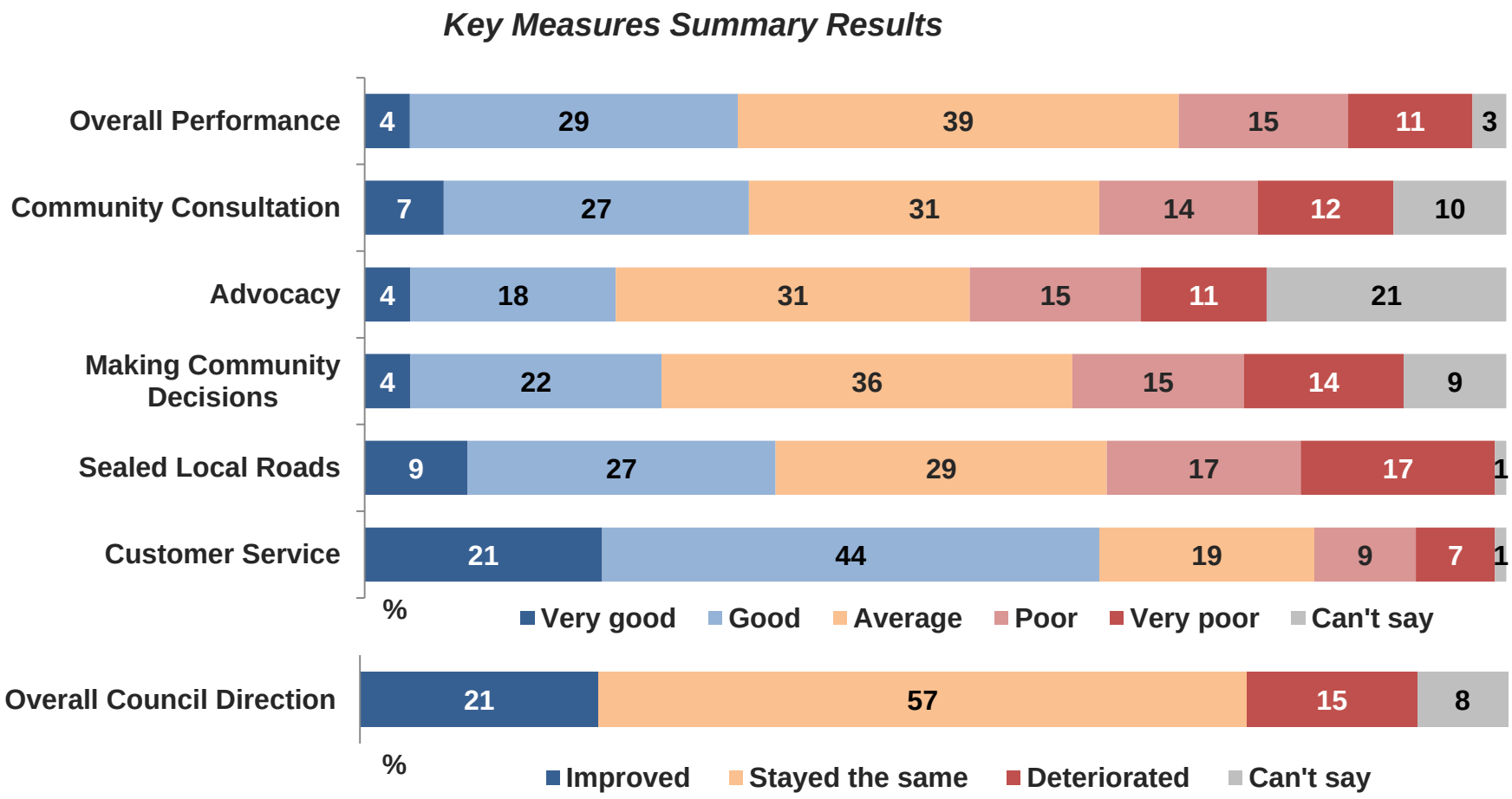
2017 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

Performance Measures	Bass Coast 2017	Bass Coast 2016	Large Rural 2017	State-wide 2017	Highest score	Lowest score
OVERALL PERFORMANCE	**50**	46	54	59	Non-residents	Island
COMMUNITY CONSULTATION (Community consultation and engagement)	**51**	45	52	55	Aged 18-34 years	Aged 35-49 years
ADVOCACY (Lobbying on behalf of the community)	**46**	43	51	54	Bunurong	Island
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	**47**	41	51	54	Aged 18-34 years, Non-residents	Aged 35-49 years
SEALED LOCAL ROADS (Condition of sealed local roads)	**48**	41	43	53	Non-residents	Aged 18-34 years
CUSTOMER SERVICE	**66**	61	66	69	Aged 18-34 years, Bunurong	Western Port, Aged 50-64 years
OVERALL COUNCIL DIRECTION	**54**	41	52	53	Bunurong	Aged 35-49 years

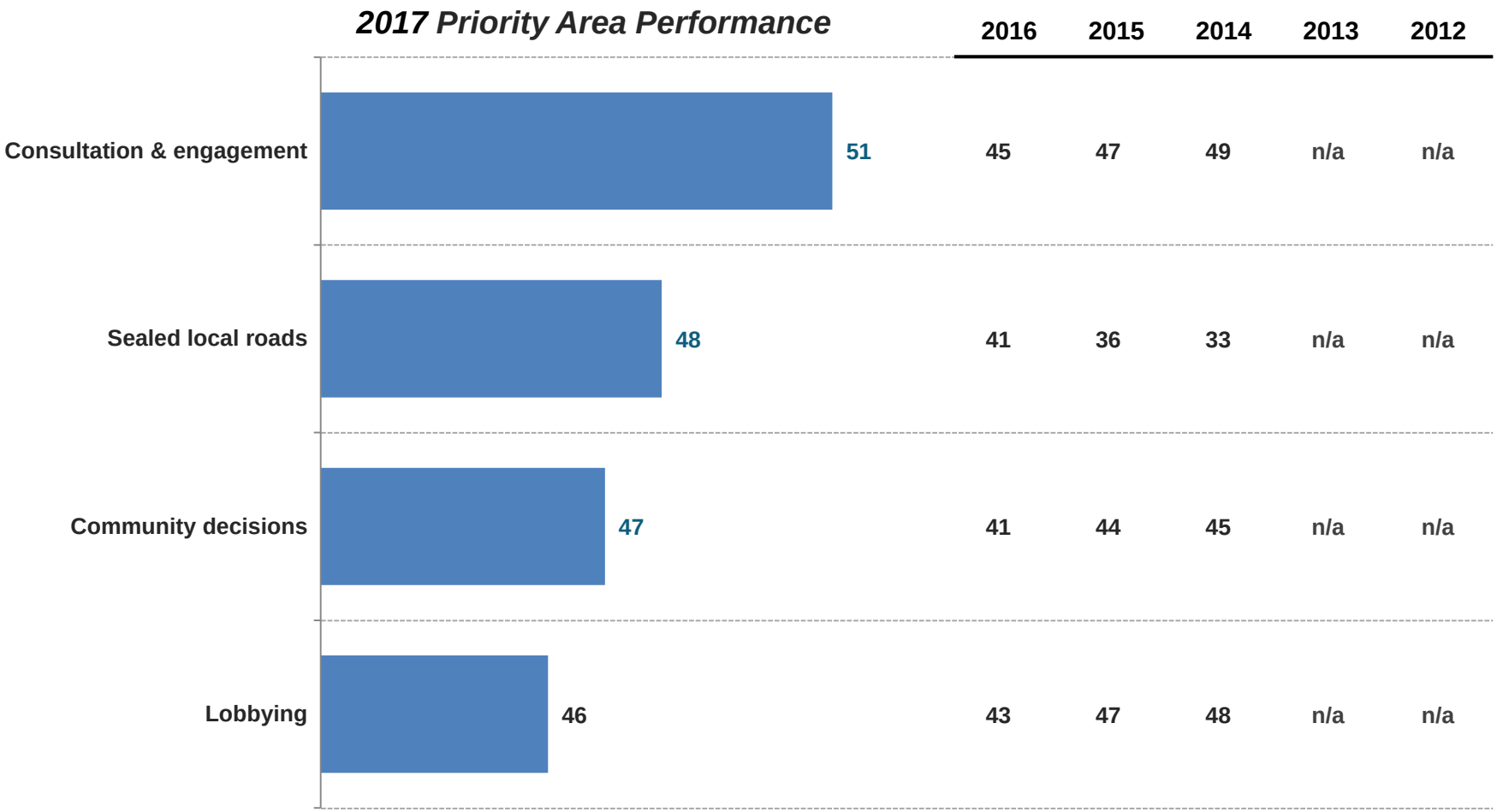
2017 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS



2017 PERFORMANCE SUMMARY

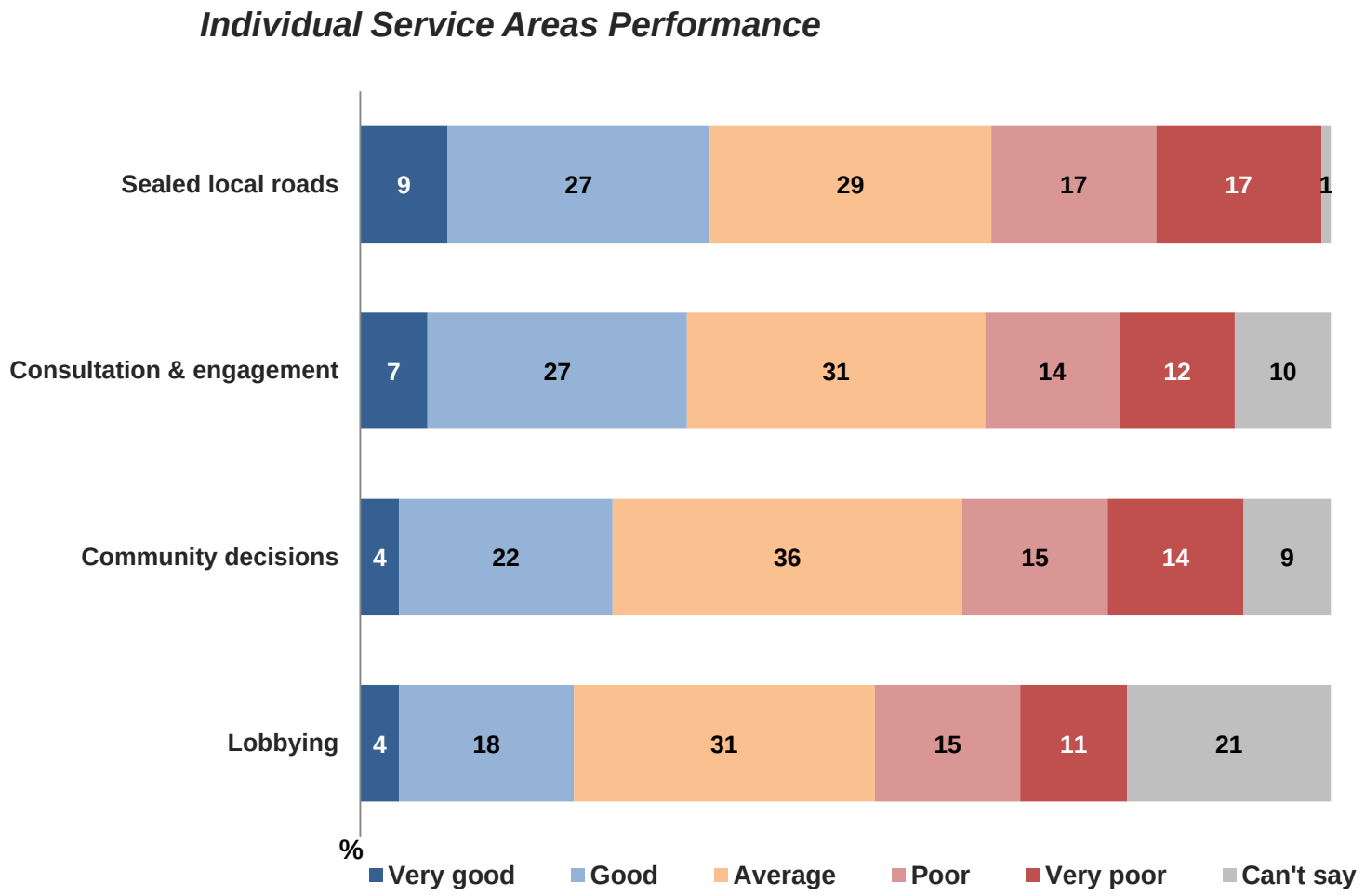
INDEX SCORES OVER TIME



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19
Note: Please see page 6 for explanation of significant differences

INDIVIDUAL SERVICE AREAS PERFORMANCE

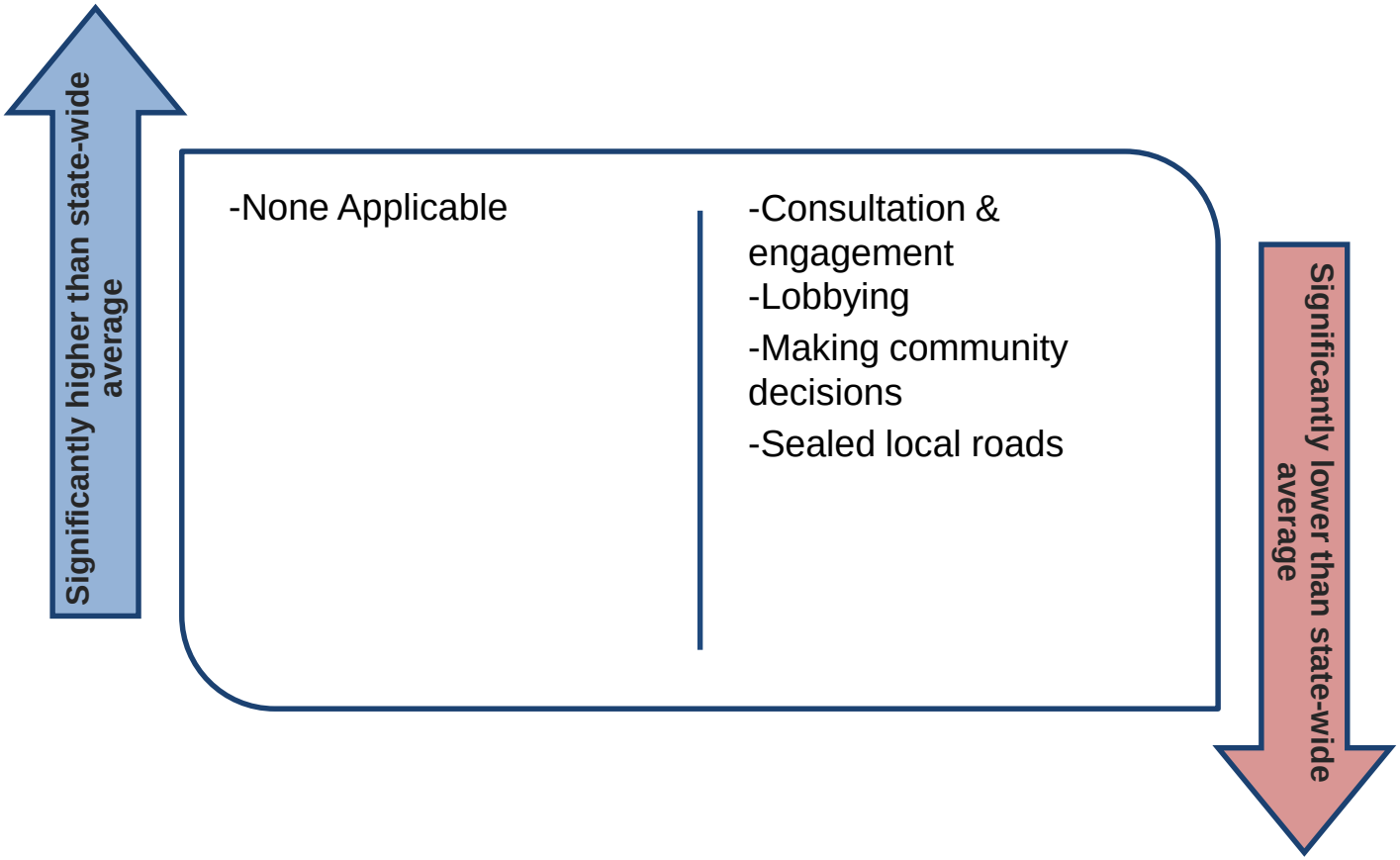
DETAILED PERCENTAGES



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

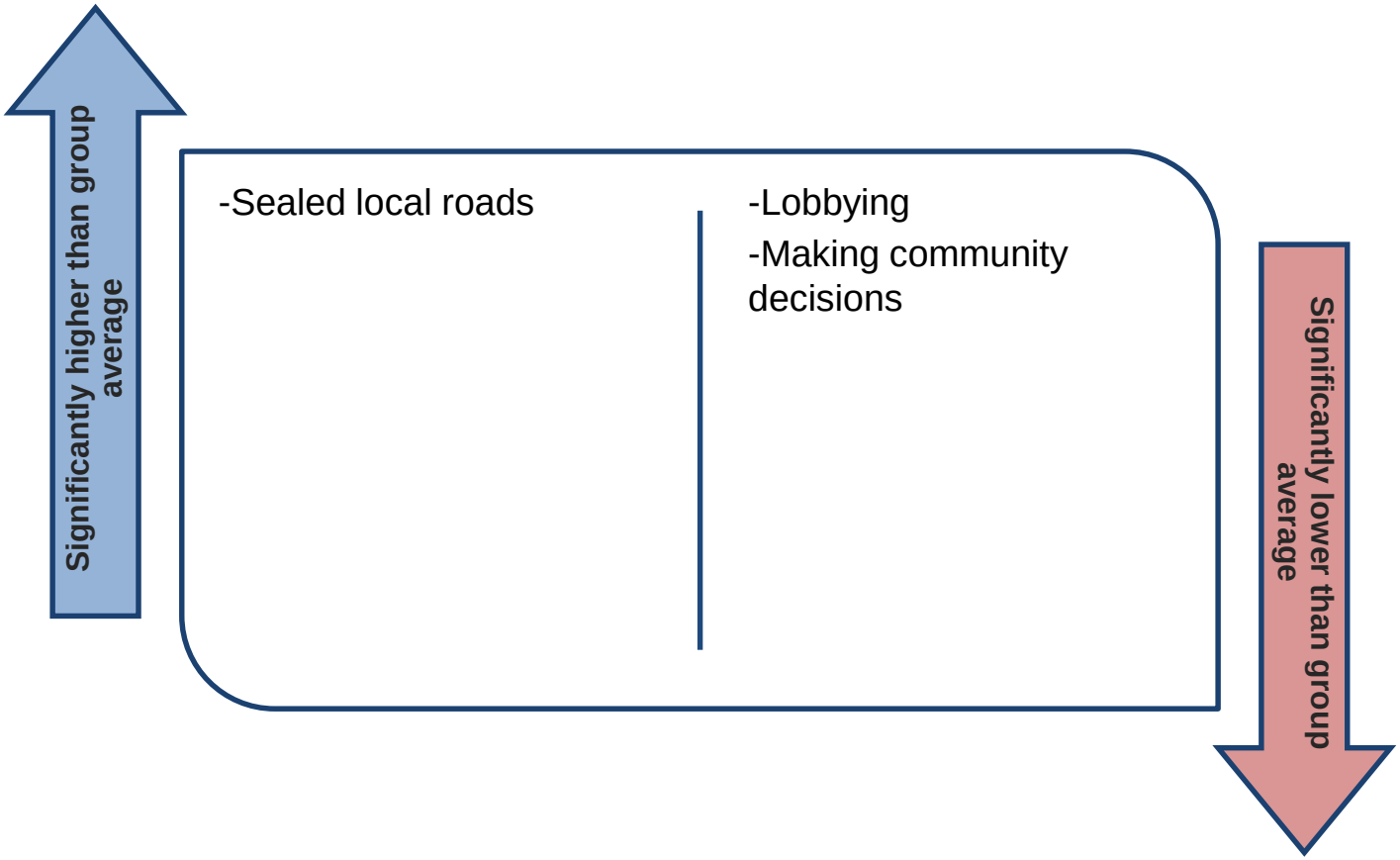
INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE





DETAILED FINDINGS

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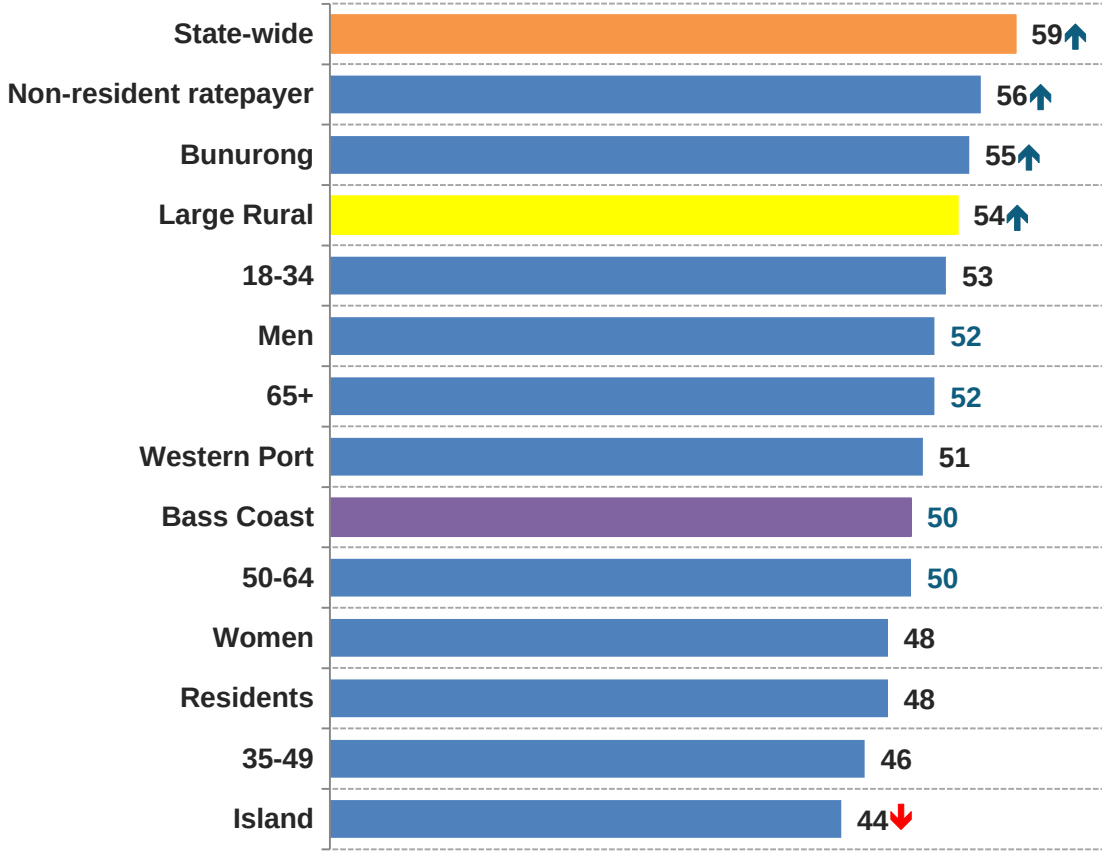
KEY CORE MEASURE
OVERALL PERFORMANCE

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OVERALL PERFORMANCE

INDEX SCORES

2017 Overall Performance



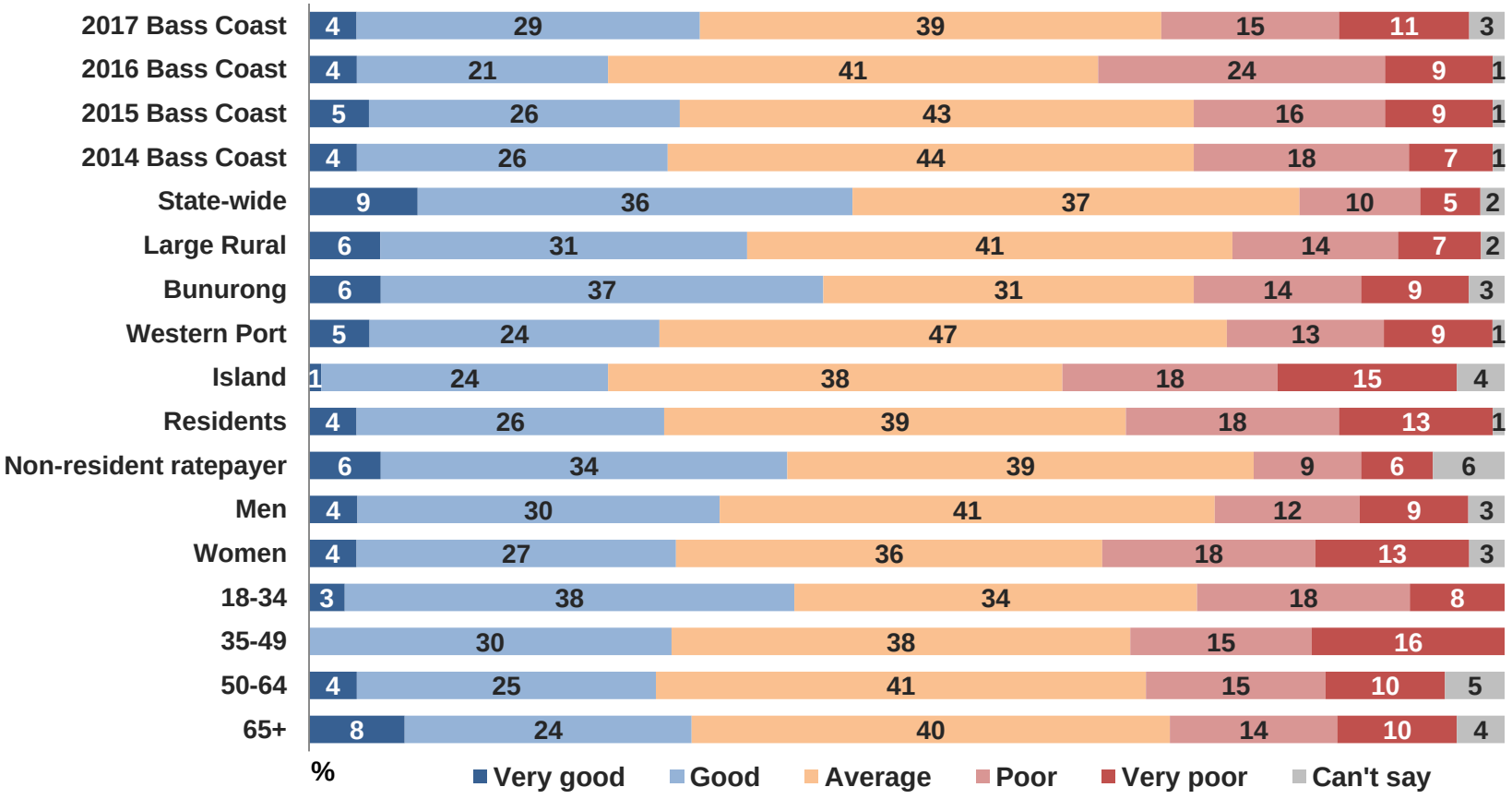
	2016	2015	2014	2013	2012
State-wide	59	60	61	n/a	n/a
Non-resident ratepayer	n/a	n/a	n/a	n/a	n/a
Bunurong	n/a	n/a	n/a	n/a	n/a
Large Rural	54	56	n/a	n/a	n/a
18-34	59	59	54	n/a	n/a
Men	44	48	51	n/a	n/a
65+	42	49	52	n/a	n/a
Western Port	n/a	n/a	n/a	n/a	n/a
Bass Coast	46	50	50	n/a	n/a
50-64	42	44	48	n/a	n/a
Women	49	53	49	n/a	n/a
Residents	46	50	n/a	n/a	n/a
35-49	45	49	47	n/a	n/a
Island	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: 68 Councils asked group: 19
Note: Please see page 5 for explanation about significant differences

OVERALL PERFORMANCE

DETAILED PERCENTAGES

2017 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: 68 Councils asked group: 19



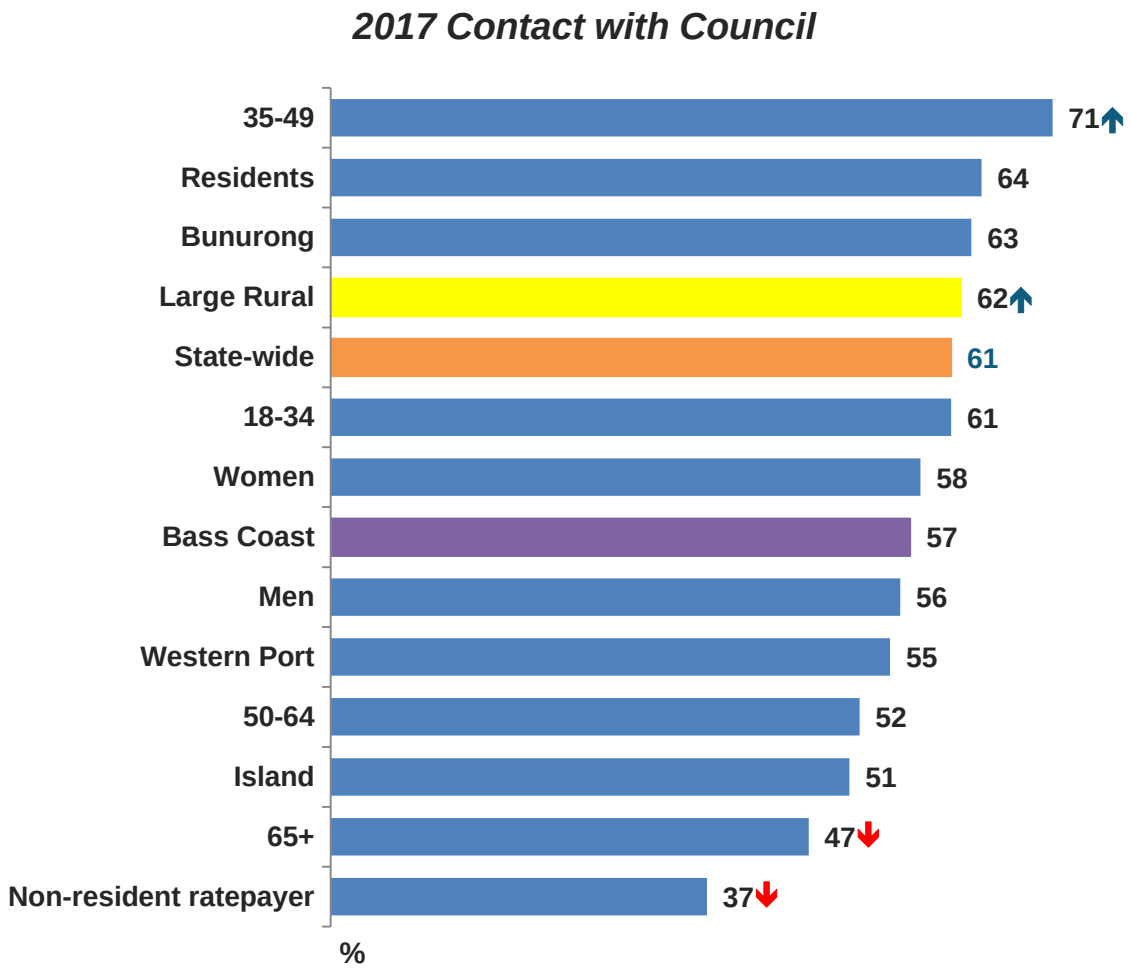
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CONTACT LAST 12 MONTHS

SUMMARY

Overall contact with Bass Coast Shire Council	• 57%, equal points on 2016
Most contact with Bass Coast Shire Council	• Aged 35-49 years
Least contact with Bass Coast Shire Council	• Non-resident rate payers
Customer service rating	• Index score of 66, up 5 points on 2016
Most satisfied with customer service	• Aged 18-34 years • Bunurong residents
Least satisfied with customer service	• Western Port residents • Aged 50-64 years

2017 CONTACT WITH COUNCIL

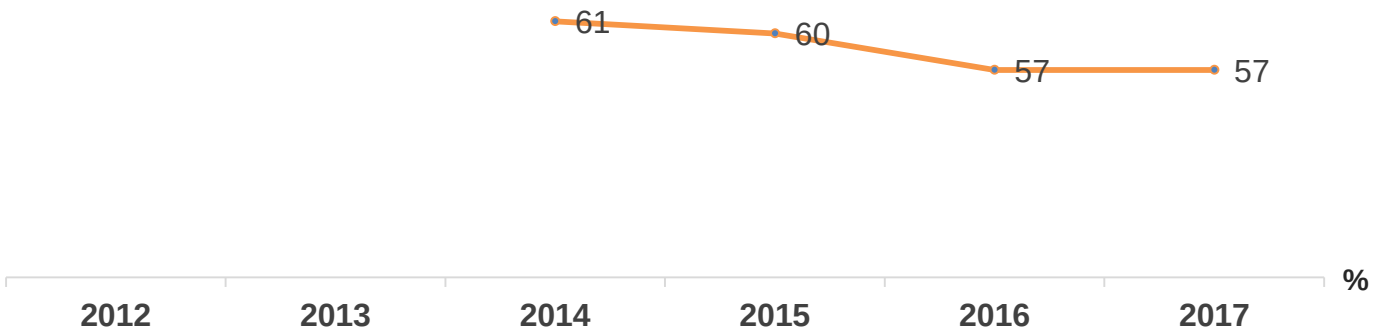


Q5. Over the last 12 months, have you or any member of your household had any contact with Bass Coast? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked state-wide: 49 Councils asked group: 16
Note: Please see page 5 for explanation about significant differences

2017 CONTACT WITH COUNCIL

2017 Contact with Council

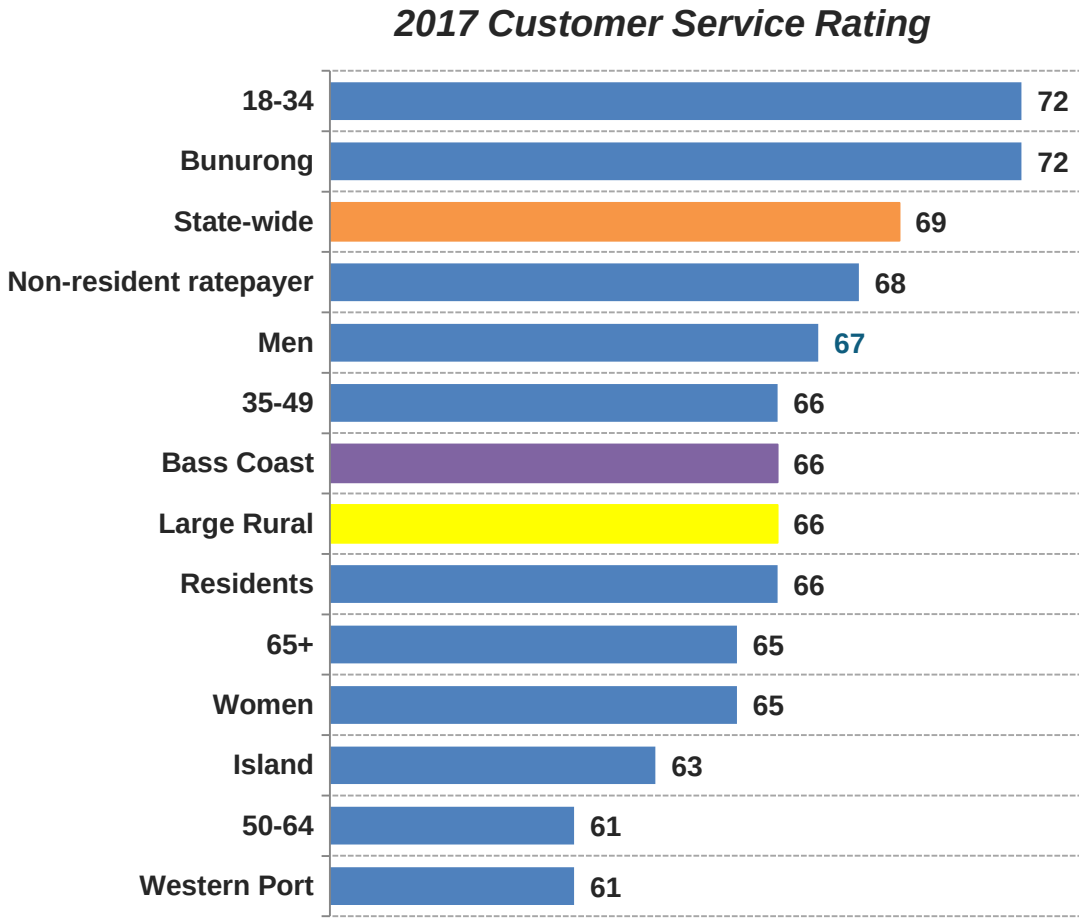
Have had contact



Q5. Over the last 12 months, have you or any member of your household had any contact with Bass Coast? 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: 49 Councils asked group: 16

2017 CONTACT CUSTOMER SERVICE

INDEX SCORES



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

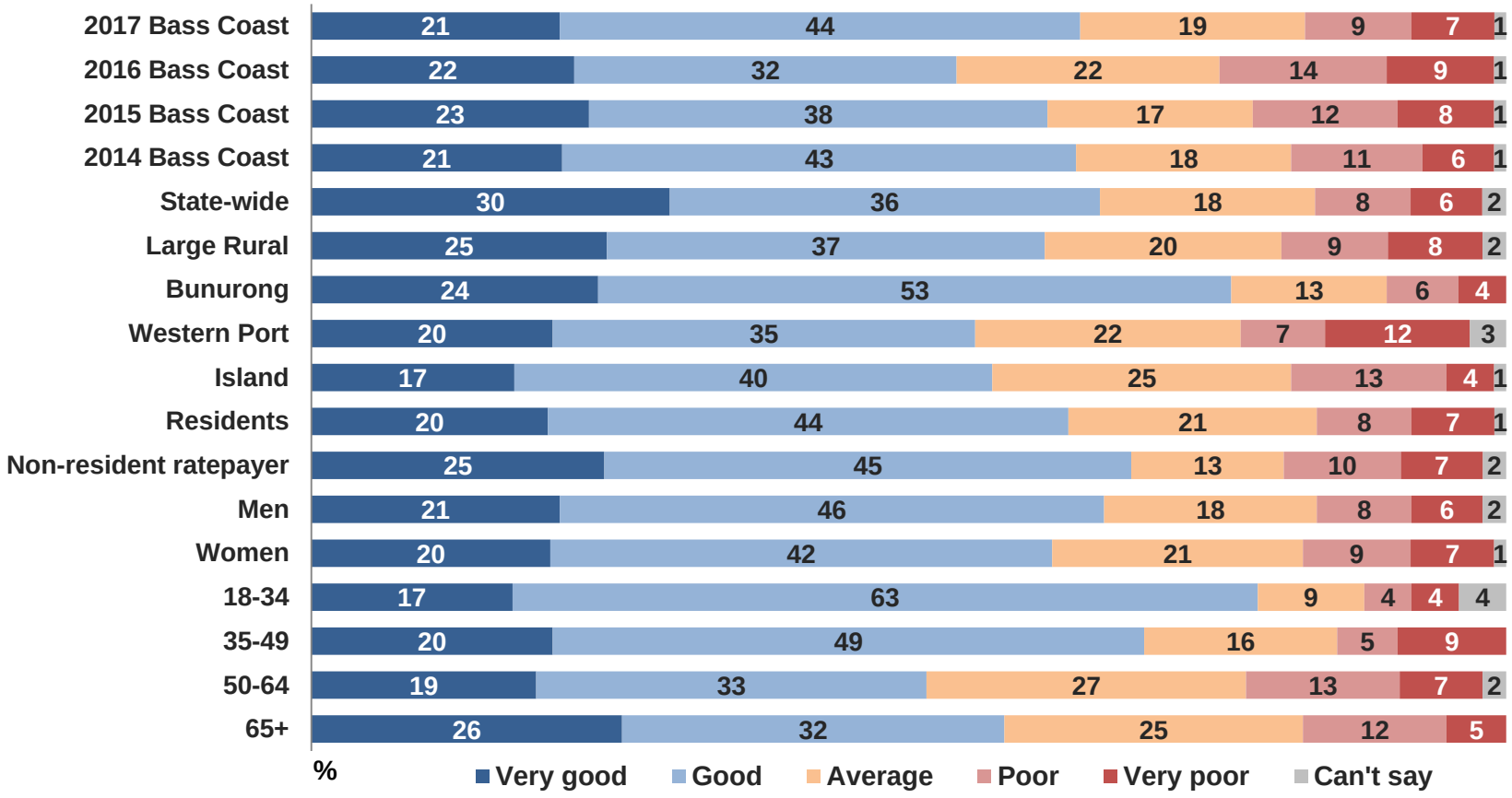
Q5c. Thinking of the most recent contact, how would you rate Bass Coast Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 68 Councils asked group: 19
Note: Please see page 5 for explanation about significant differences

2017 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

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2017 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: 68 Councils asked group: 19



KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS

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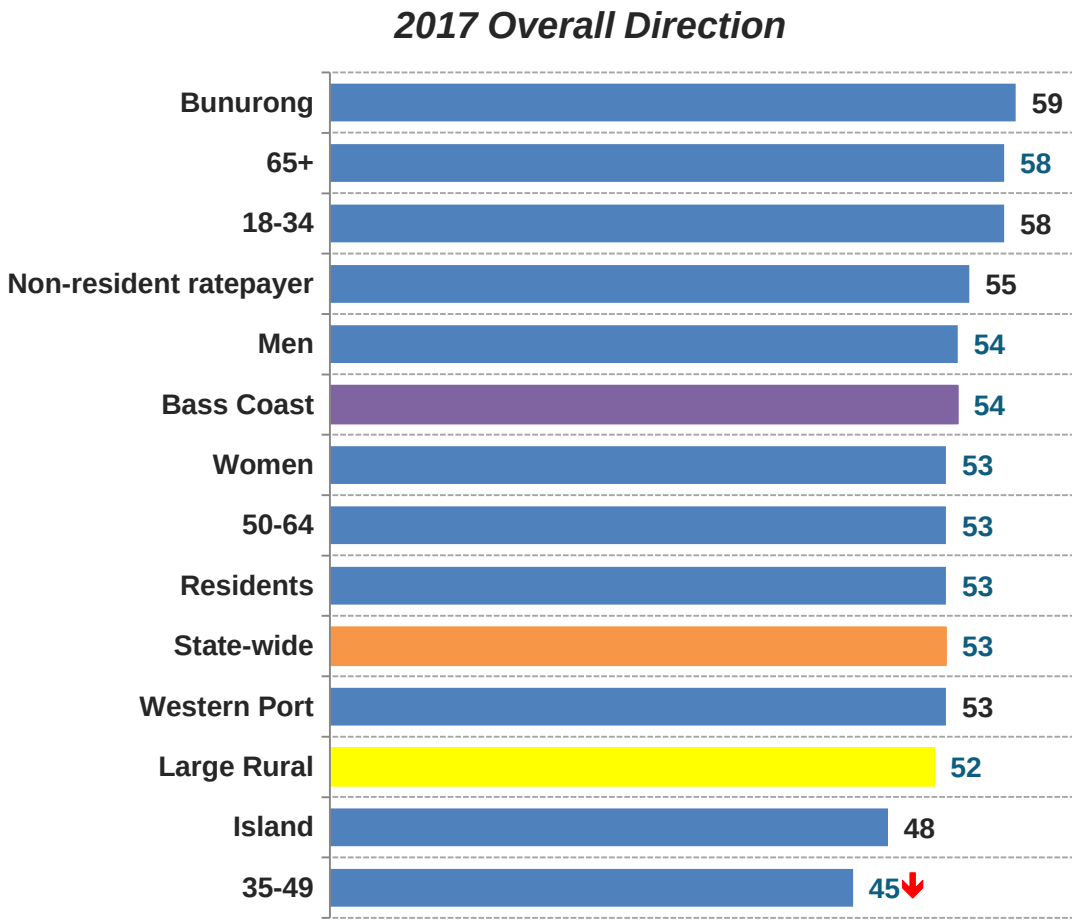
COUNCIL DIRECTION

SUMMARY

Council Direction from Q6	• 57% stayed about the same, up 1 point on 2016 • 21% improved, up 9 points on 2016 • 15% deteriorated, down 14 points on 2016
Most satisfied with Council Direction from Q6	• Bunurong residents
Least satisfied with Council Direction from Q6	• Aged 35-49 years

2017 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES

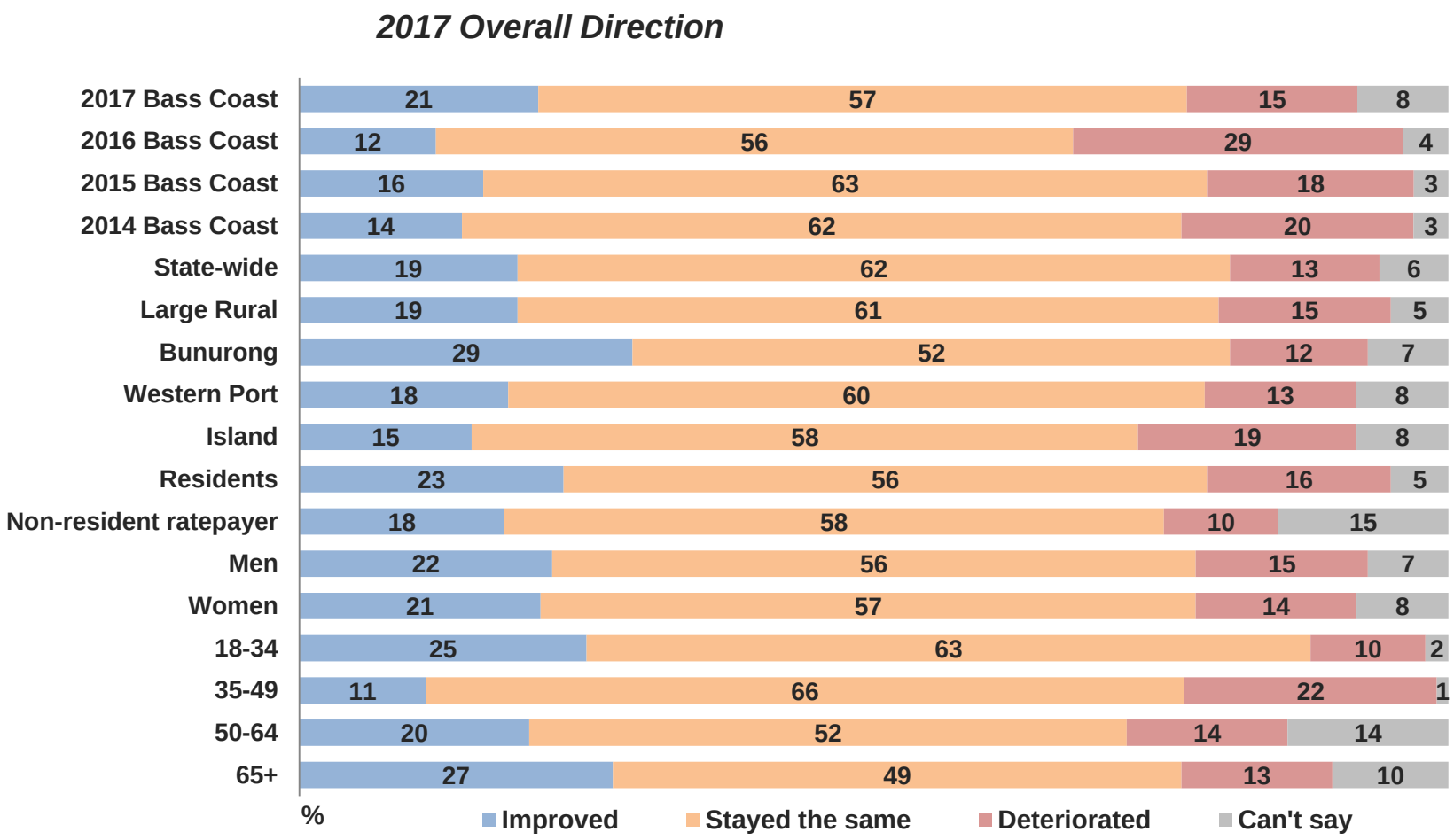


	2016	2015	2014	2013	2012
Bunurong	n/a	n/a	n/a	n/a	n/a
65+	38	46	48	n/a	n/a
18-34	55	56	49	n/a	n/a
Non-resident ratepayer	n/a	n/a	n/a	n/a	n/a
Men	38	49	46	n/a	n/a
Bass Coast	41	49	47	n/a	n/a
Women	45	49	48	n/a	n/a
50-64	42	44	48	n/a	n/a
Residents	41	49	n/a	n/a	n/a
State-wide	51	53	53	n/a	n/a
Western Port	n/a	n/a	n/a	n/a	n/a
Large Rural	48	51	n/a	n/a	n/a
Island	n/a	n/a	n/a	n/a	n/a
35-49	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: 68 Councils asked group: 19
Note: Please see page 5 for explanation about significant differences

2017 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: 68 Councils asked group: 19



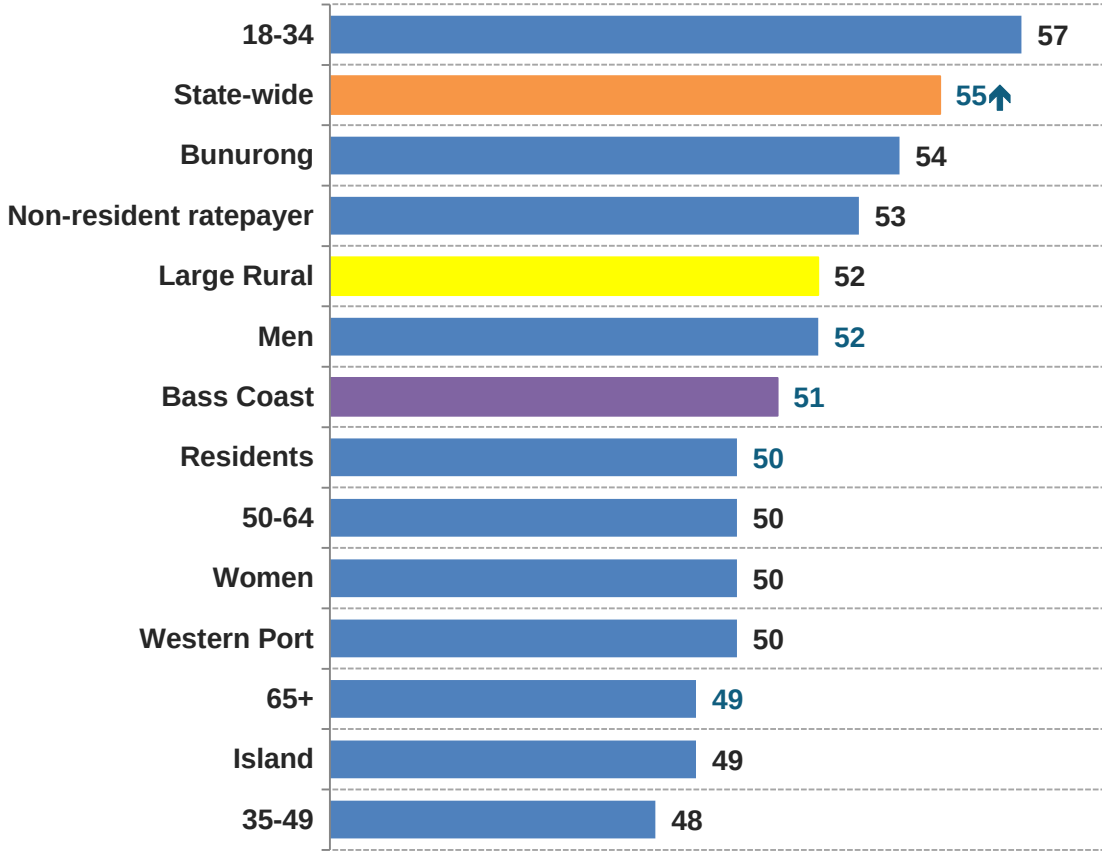
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2017 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE INDEX SCORES

JWS RESEARCH

2017 Consultation and Engagement Performance



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

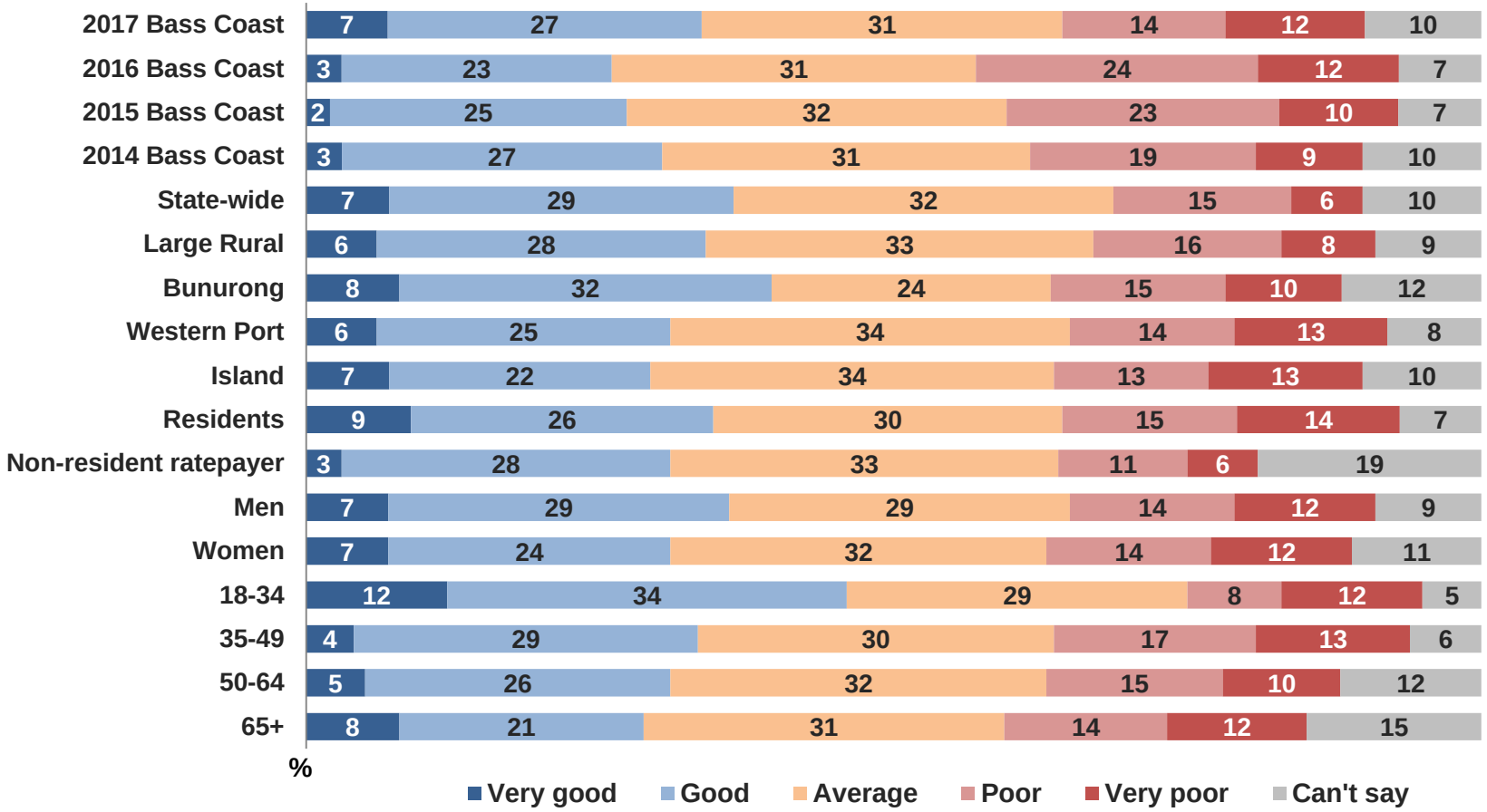
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19
Note: Please see page 5 for explanation about significant differences

2017 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2017 Consultation and Engagement Performance

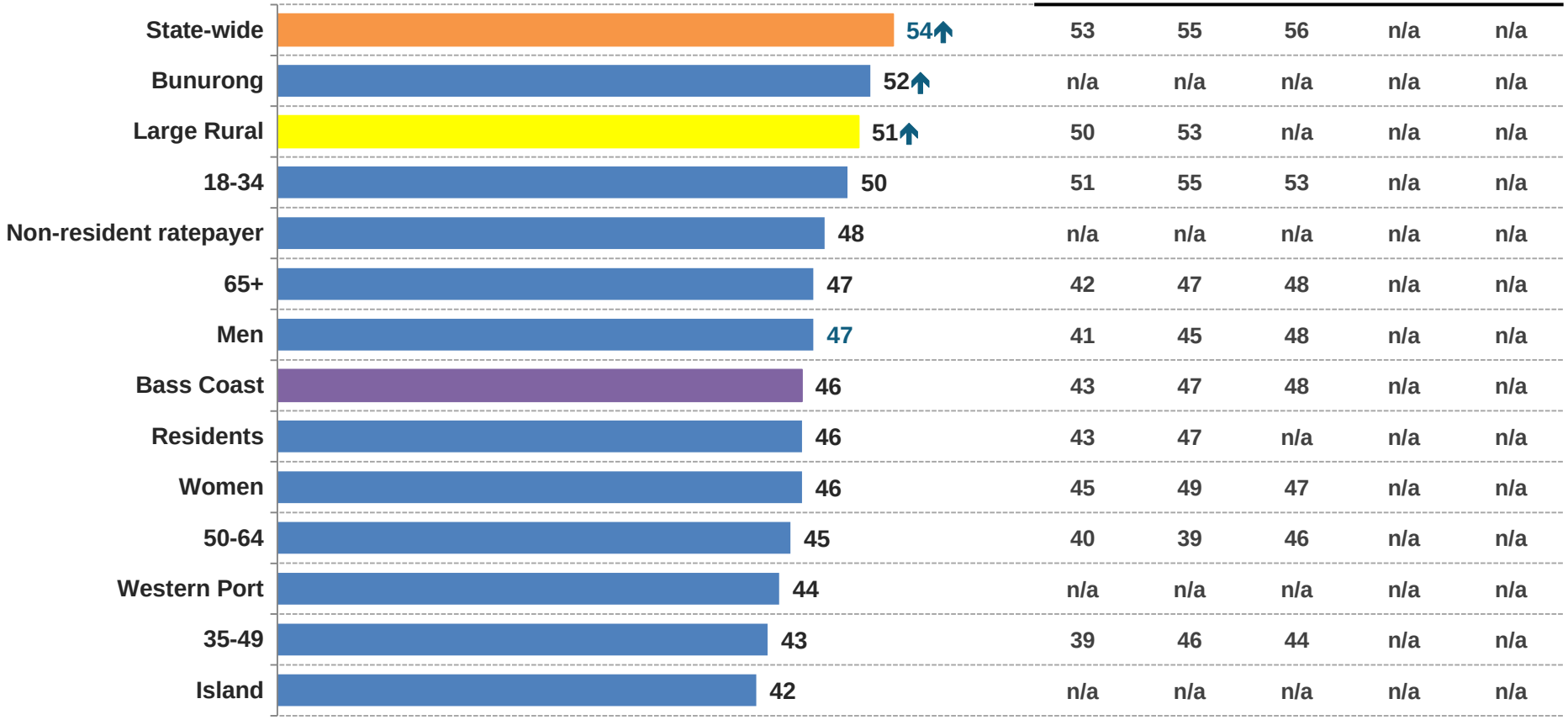


Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES

2017 Lobbying Performance

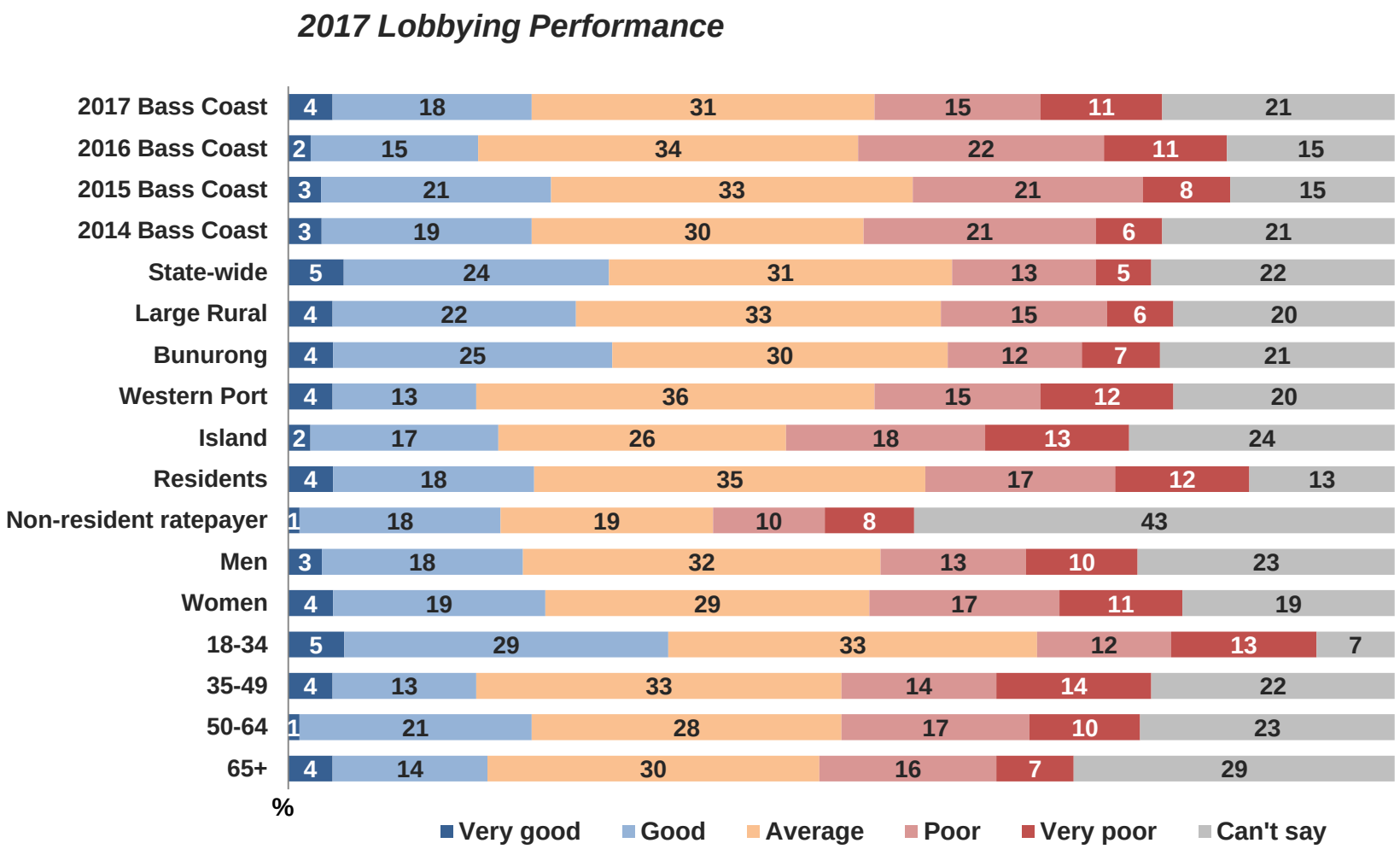


	2016	2015	2014	2013	2012
State-wide	53	55	56	n/a	n/a
Bunurong	n/a	n/a	n/a	n/a	n/a
Large Rural	50	53	n/a	n/a	n/a
18-34	51	55	53	n/a	n/a
Non-resident ratepayer	n/a	n/a	n/a	n/a	n/a
65+	42	47	48	n/a	n/a
Men	41	45	48	n/a	n/a
Bass Coast	43	47	48	n/a	n/a
Residents	43	47	n/a	n/a	n/a
Women	45	49	47	n/a	n/a
50-64	40	39	46	n/a	n/a
Western Port	n/a	n/a	n/a	n/a	n/a
35-49	39	46	44	n/a	n/a
Island	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: 68 Councils asked group: 19
Note: Please see page 5 for explanation about significant differences

2017 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



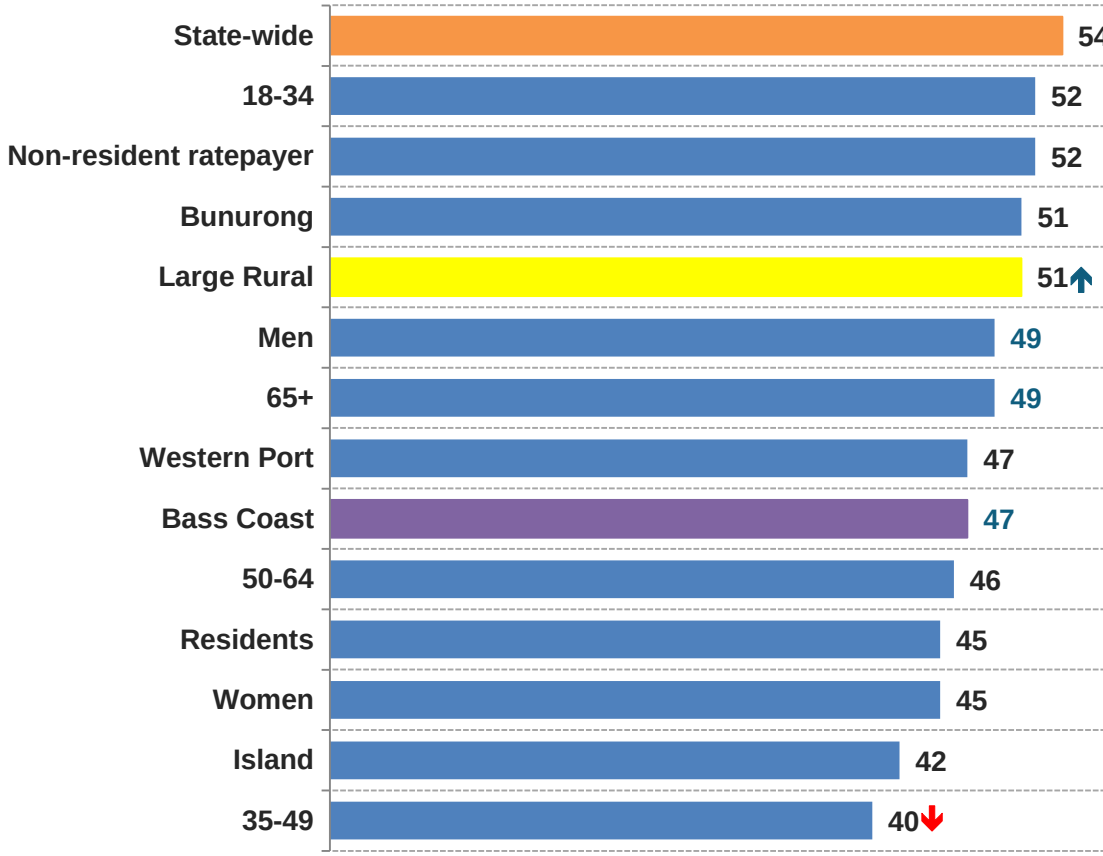
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES

JWS RESEARCH

2017 Community Decisions Made Performance



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

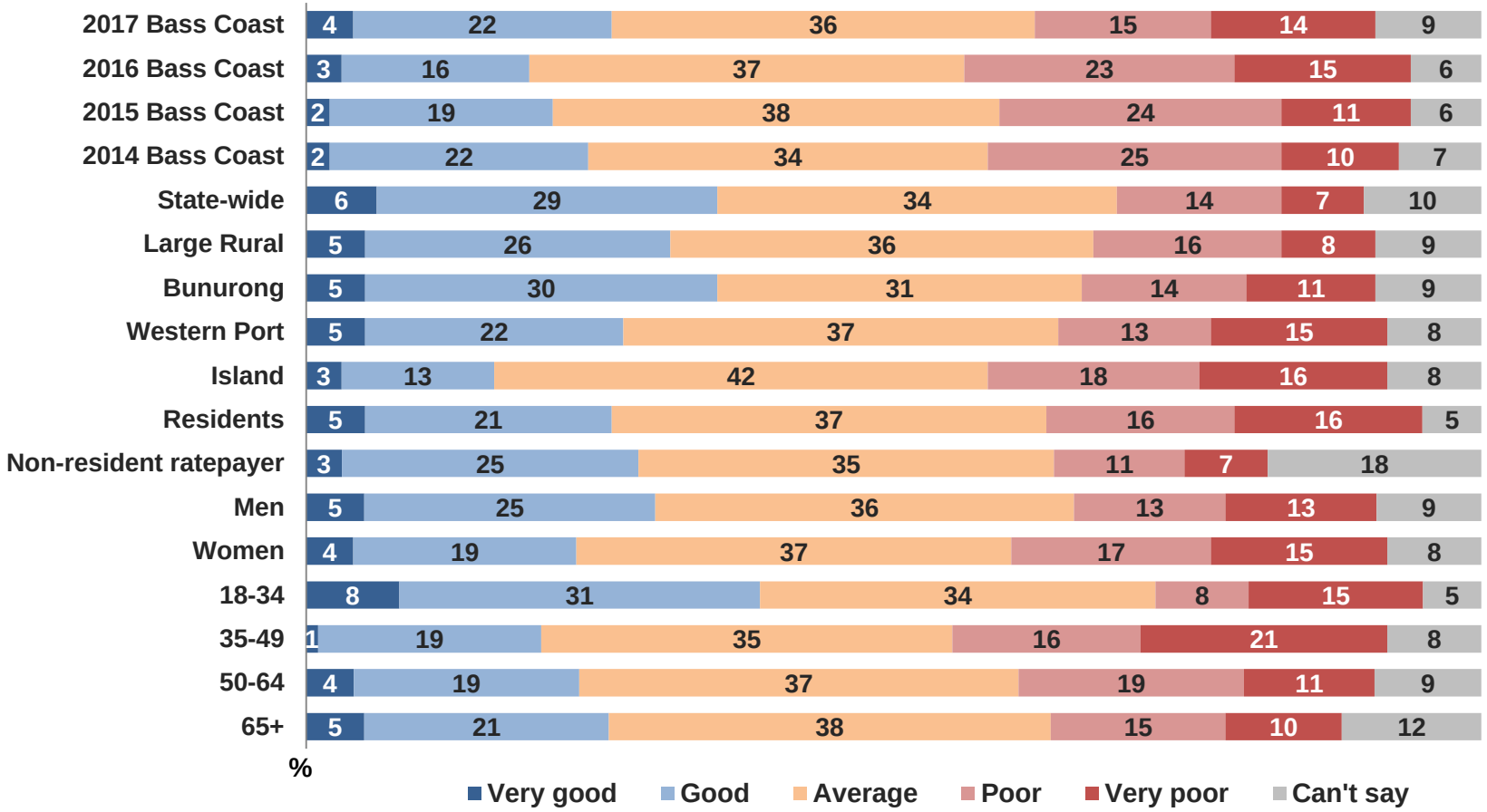
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19
Note: Please see page 5 for explanation about significant differences

2017 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2017 Community Decisions Made Performance



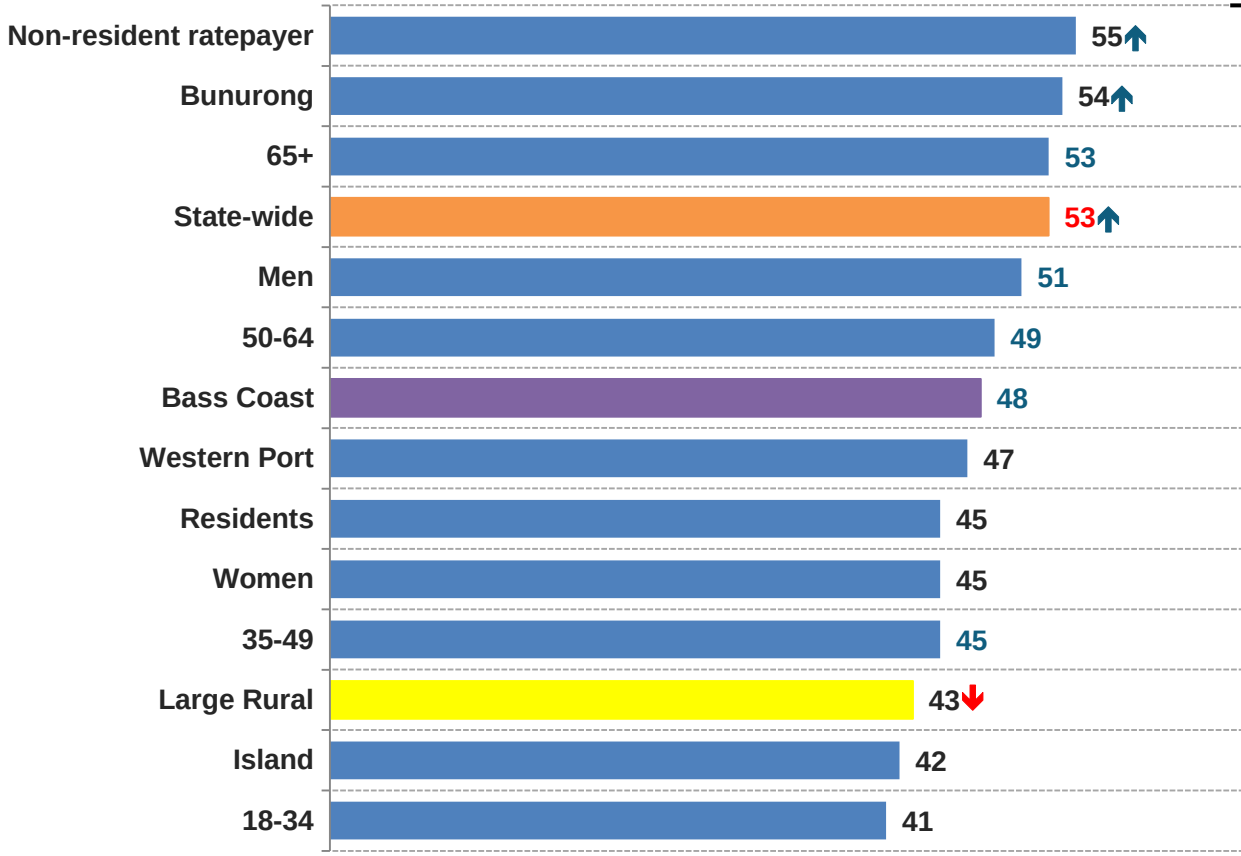
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES

JWS RESEARCH

2017 Sealed Local Roads Performance



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

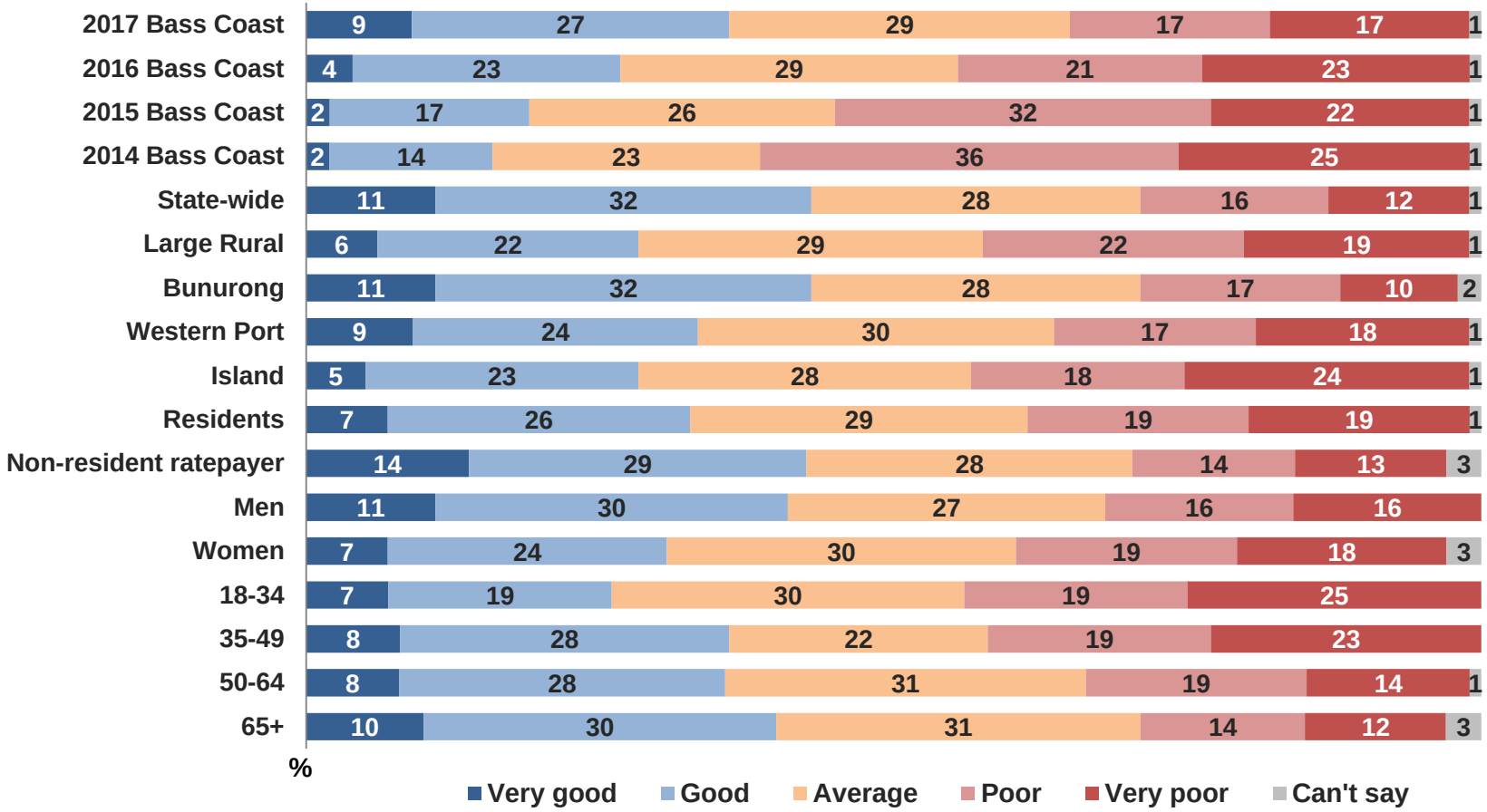
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19
Note: Please see page 5 for explanation about significant differences

2017 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2017 Sealed Local Roads Performance



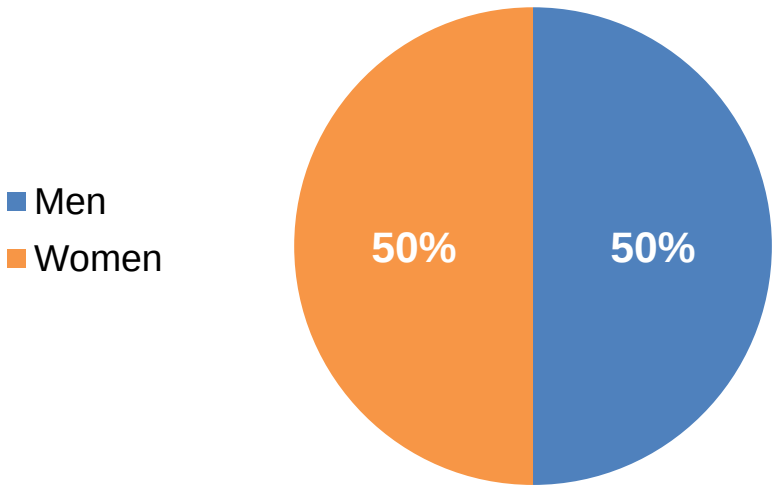
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 68 Councils asked group: 19



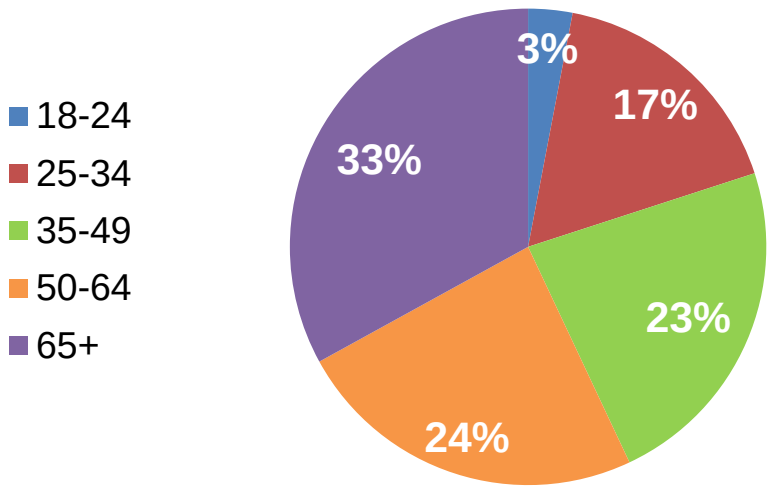
JWS RESEARCH

2017 GENDER AND AGE PROFILE

Gender

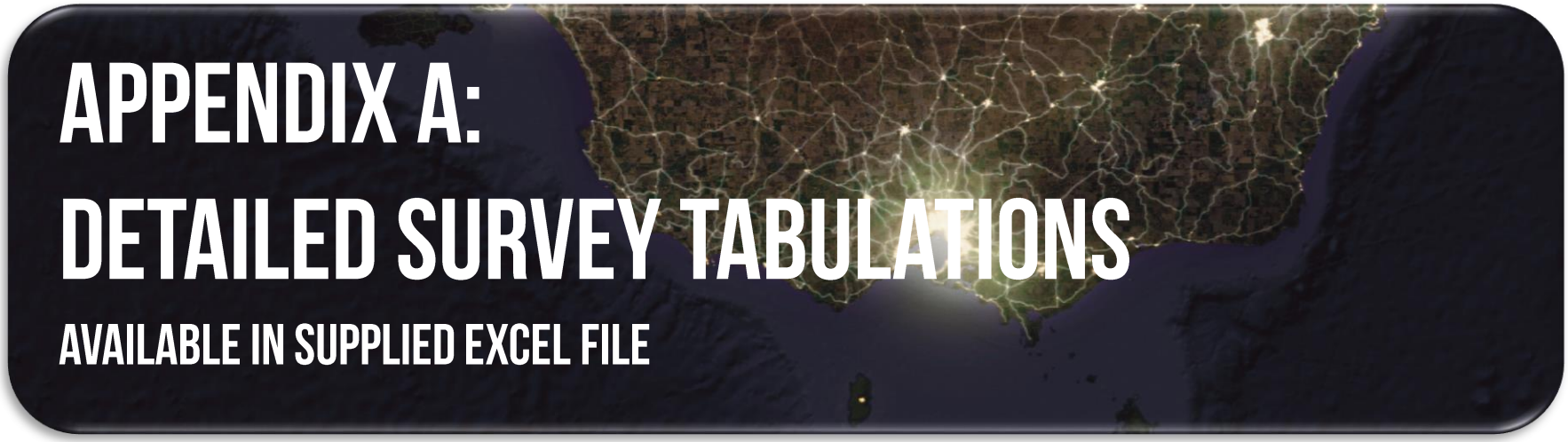


Age



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: 68 Councils asked group: 19



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 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 2012-2017 have been made throughout this report as appropriate.**

APPENDIX B: MARGINS OF ERROR

The sample size for the 2017 State-wide Local Government Community Satisfaction Survey for Bass Coast Shire Council was n=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 n=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 26,000 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	289	200	+/-5.7
Women	311	200	+/-5.5
Bunurong	209	145	+/-6.8
Western Port	188	128	+/-7.1
Island	203	127	+/-6.9
18-34 years	41	81	+/-15.5
35-49 years	78	93	+/-11.2
50-64 years	204	96	+/-6.9
65+ years	277	131	+/-5.9

APPENDIX B:
ANALYSIS AND REPORTING

All participating councils are listed in the state-wide report published on the DELWP website. In 2017, 68 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 2012-2017 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, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Bass Coast Shire Council for this 2017 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

JWS RESEARCH

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 2017 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 2017 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 2017 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 https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey.

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APPENDIX B: GLOSSARY OF TERMS

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

CSS: 2017 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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