

**Colac-Otway Shire Council** 

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



# **Contents**

Background and objectives		Business and community development and	<u>68</u>	
Key findings and recommendations	<u>6</u>	<u>tourism</u>		
Detailed findings	<u>13</u>	Planning and building permits	<u>70</u>	
Overall performance	<u>14</u>	Environmental sustainability	<u>72</u>	
<u>Customer service</u>	<u>29</u>	Emergency and disaster management	<u>74</u>	
Council direction	<u>38</u>	Maintenance of unsealed roads	<u>76</u>	
Individual service areas	<u>45</u>	<b>Detailed demographics</b>	<u>78</u>	
Community consultation and engagement	<u>46</u>	Appendix A: Index scores, margins of error and significant differences	<u>81</u>	
Lobbying on behalf of the community	<u>48</u>	Appendix B: Further project information	<u>85</u>	
Decisions made in the interest of the community	<u>50</u>	<u> </u>	<u></u>	
Condition of sealed local roads	<u>52</u>			
Enforcement of local laws	<u>54</u>			
Family support services	<u>56</u>			
Elderly support services	<u>58</u>			
Recreational facilities	<u>60</u>			
Appearance of public areas	<u>62</u>			
Art centres and libraries	<u>64</u>			
Waste management	<u>66</u>			

### **Background and objectives**

The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.

Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.

Now in its twenty-fifth year, this survey provides insight into the community's views on:

- councils' overall performance, with benchmarking against State-wide and council group results
- · value for money in services and infrastructure
- community consultation and engagement
- decisions made in the interest of the community
- customer service, local infrastructure, facilities, services and
- · overall council direction.

When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

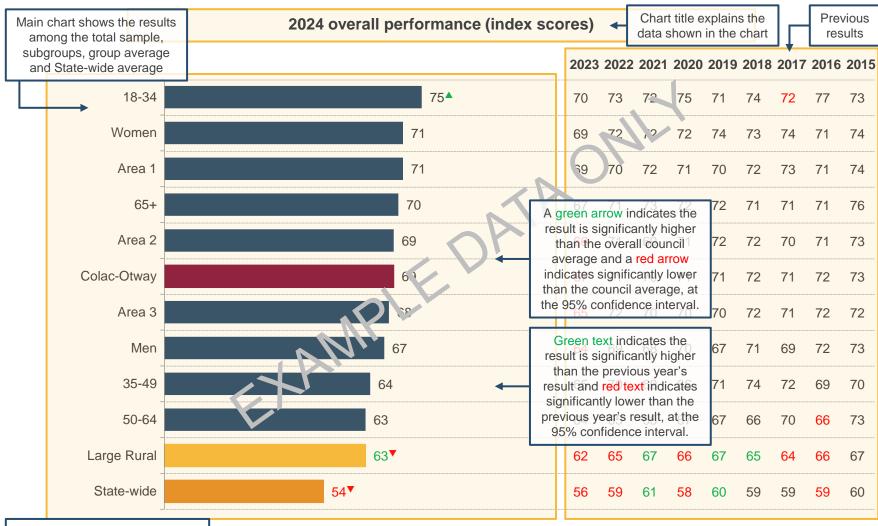
### **Serving Victoria for 25 years**

Each year the CSS data is used to develop this Statewide report which contains all of the aggregated results, analysis and data. Moreover, with 25 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

# How to read index score charts in this report





Question asked and base size(s)

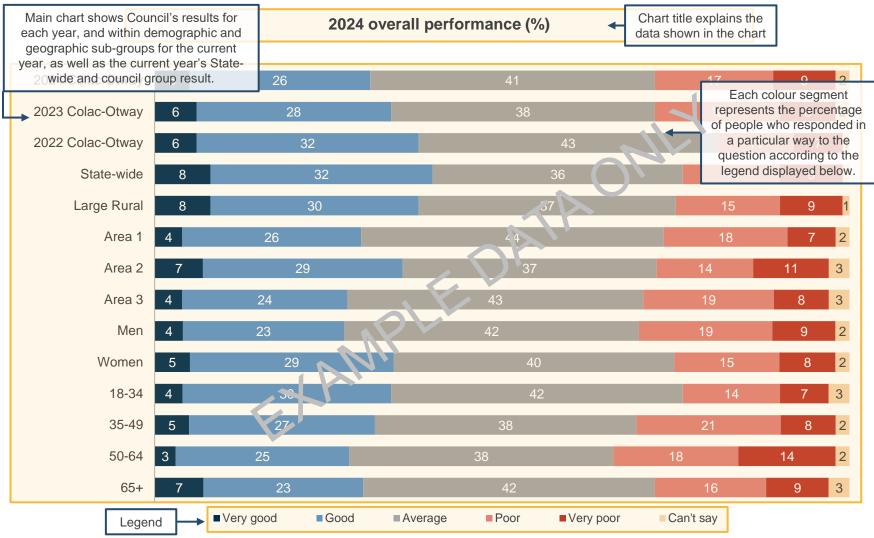
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Colac-Otway Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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

# How to read stacked bar charts in this report







# **Colac-Otway Shire Council – at a glance**

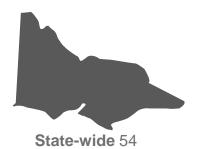


### **Overall council performance**

Results shown are index scores out of 100.







# Council performance compared to group average



### **Summary of core measures**



### **Index scores**



**Performance** 



money



Community Consultation



Making Community Decisions



Sealed Local Roads



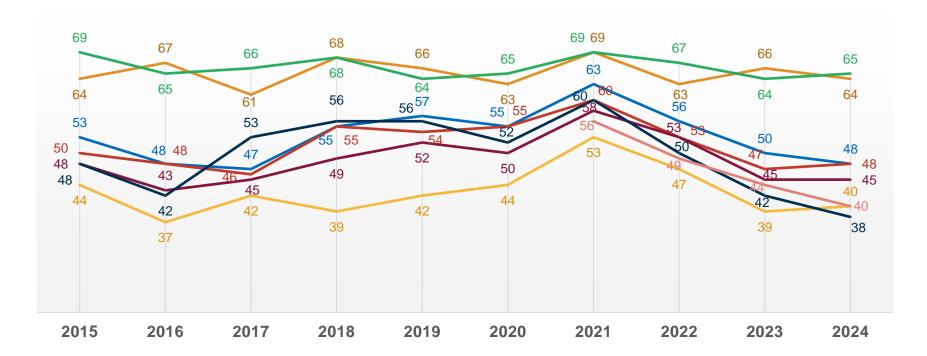
Waste management



Customer Service



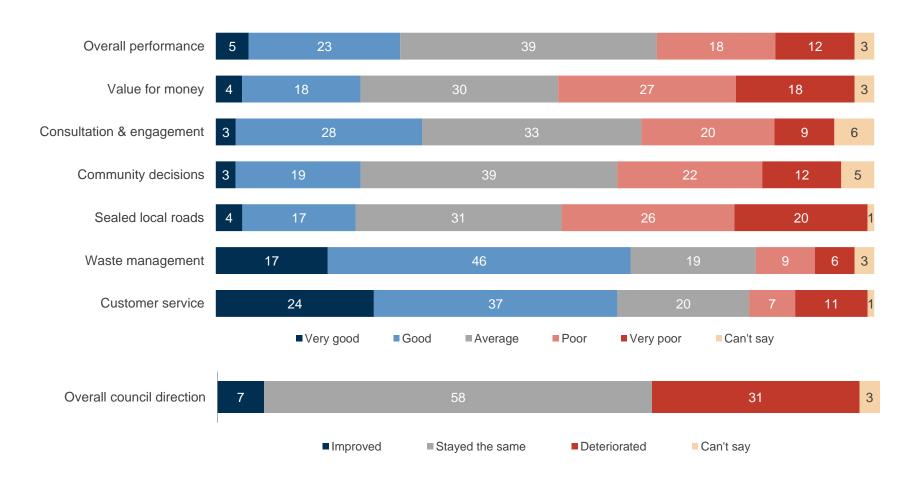
Overall Council Direction



# **Summary of core measures**



### Core measures summary results (%)



# **Summary of Colac-Otway Shire Council performance**



Services		Colac- Otway 2024	Colac- Otway 2023	Large Rural 2024	State-wide 2024	Highest score	Lowest score
<b>C</b> X	Overall performance	48	50	50	54	18-34 years	50-64 years
\$	Value for money	40	44	43	48	Colac and Surrounds residents	Coastal Communities residents
+	Overall council direction	38	42	42	45	65+ years	50-64 years
•	Customer service	64	66	65	67	Coastal Communities residents, Woman, 65+ years	18-34 years
	Art centres & libraries	69	66	71	73	35-49 years	Coastal Communities residents
	Waste management	65	64	65	67	Colac and Surrounds residents	Coastal Communities residents
泣	Emergency & disaster mngt	65	62	65	65	18-49 years	65+ years
<u>Å</u>	Elderly support services	63	66	62	63	65+ years	35-49 years
小	Recreational facilities	61	63	64	68	65+ years	Coastal Communities residents, 35-49 years
***	Family support services	60	64	62	63	65+ years	Coastal Communities residents

# **Summary of Colac-Otway Shire Council performance**



Services		Colac- Otway 2024	Colac- Otway 2023	Large Rural 2024	State-wide 2024	Highest score	Lowest score
	Enforcement of local laws	59	61	60	61	18-34 years	Coastal Communities residents
<u>.</u>	Appearance of public areas	59	63	66	68	18-34 years	Coastal Communities residents
2	Environmental sustainability	57	56	58	60	18-34 years	65+ years
	Consultation & engagement	48	47	48	51	18-34 years	50-64 years
	Bus/community dev./tourism	48	51	55	57	18-34 years	50-64 years
<u>.</u>	Lobbying	45	46	47	50	18-34 years	50-64 years
***	Community decisions	45	45	46	50	18-34 years	50-64 years
A	Sealed local roads	40	39	38	45	Colac and Surrounds residents	All Others residents
	Unsealed roads	31	32	34	36	18-34 years, Coastal Communities residents	All Others residents
	Planning & building permits	29	27	41	45	Colac and Surrounds residents	50-64 years

### Focus areas for the next 12 months



Overview

Colac-Otway Shire Council's overall performance experienced a (not significant) two-point decline in 2024 and is now at the lowest level since 2017. Performance perceptions on most individual service areas are not significantly different to 2023, with the exceptions of family support services and the appearance of public areas, where performance ratings declined significantly. Ratings of the direction of Council's overall performance have also deteriorated over the last 12 months.

Key influences on perceptions of overall performance

Council should focus on improving performance in the individual service area that most influences perceptions of overall performance, namely, making decisions in the community's interest. Other key influences where Council should work to strengthen its performance include the related areas of lobbying, consultation and engagement, and business and community development and tourism. Information provision will be important to ensure the community are aware of the actions Council is undertaking.

Comparison to state and area grouping

Council performs in line with the Large Rural group averages in 11 of the 16 service areas measured – a positive result. (On the remaining five service areas, Council performs below the group average.) Council performs significantly below the State-wide average on many service areas. Council performs on par with both the State-wide and Large Rural group averages in the areas of waste management, emergency and disaster management, elderly support services and enforcement of local laws.

Tangible improvements may serve to lift overall perceptions

Improvements in service areas that are more visible in nature, and have a positive influence on perceptions of overall performance, should be front and centre for Council. Most in need of attention (where possible) is the condition of sealed local roads. Council should communicate its efforts and longer term plans in this area. Other areas where performance should be shored up and maintained include the appearance of public areas and elderly support services.

# **DETAILED FINDINGS**







The overall performance index score of 48 for Colac-Otway Shire Council represents a two-point decrease on the 2023 result, continuing a trend of significant deterioration for three years running.

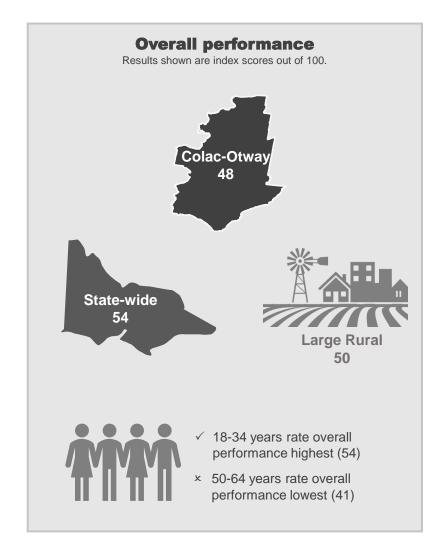
• Overall performance is at its lowest level since 2017.

Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the State-wide average but remains in line with the Large Rural group average (index scores of 54 and 50 respectively).

- Overall performance is rated highest among residents aged 18 to 34 years (index score of 54 – significantly higher than average).
- Conversely, overall performance is rated lowest among 50 to 64 year-olds (index score of 41 – down five points on the 2023 result, and at a series low).

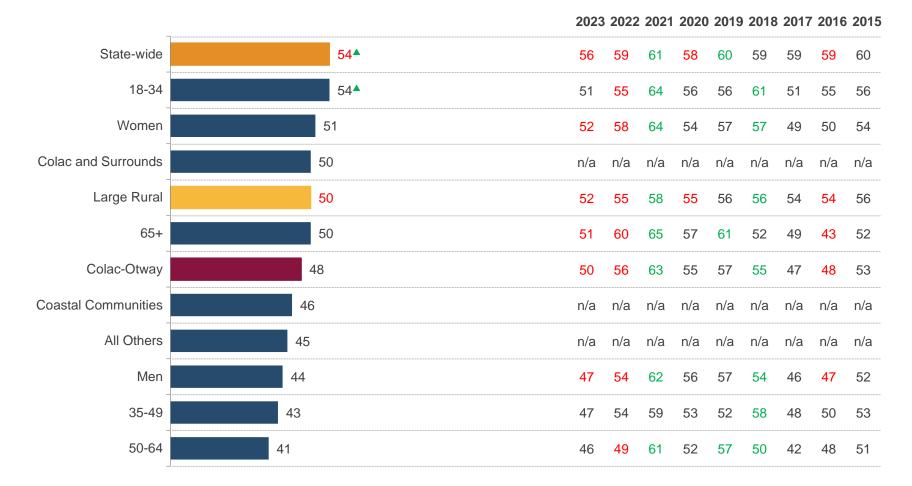
Perceptions of Council's value for money, provided in infrastructure and services, continues to significantly decline since measurement commenced (index score of 40, down from 56 in 2021).

 Fewer than one in four residents (22%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. However, twice as many (45%) rate Council as 'very poor' or 'poor'.



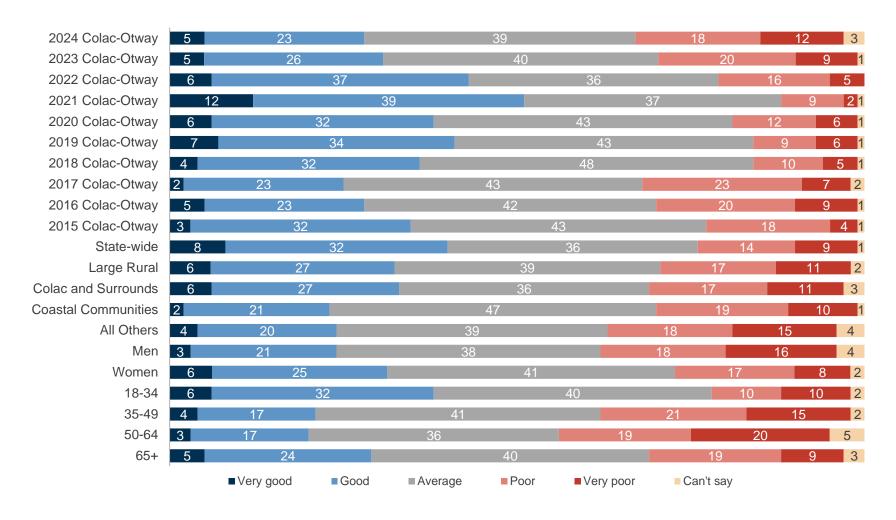


### 2024 overall performance (index scores)





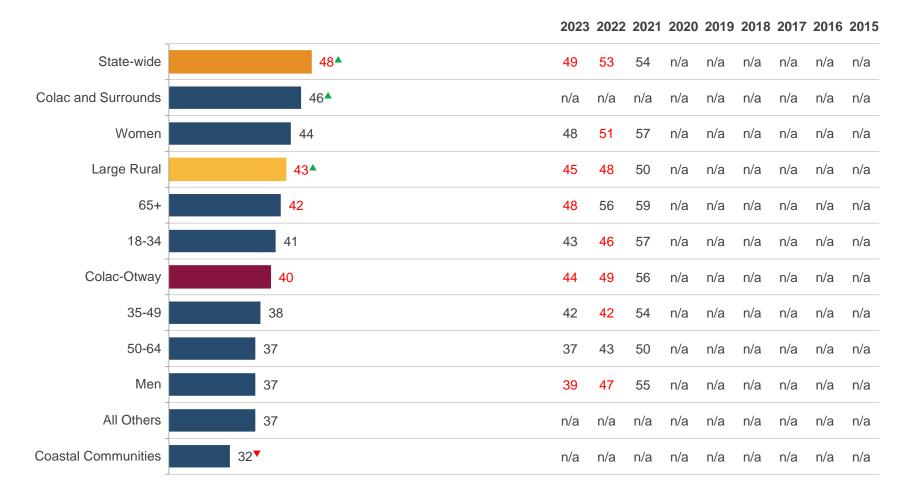
### 2024 overall performance (%)



# Value for money in services and infrastructure



### 2024 value for money (index scores)

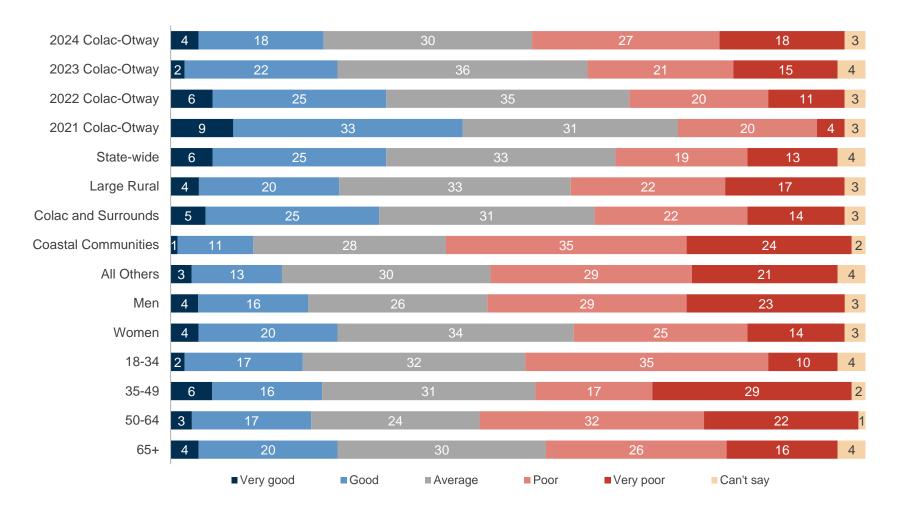


18

# Value for money in services and infrastructure



### 2024 value for money (%)



# **Top performing service areas**

Art centres and libraries (index score of 69) is the area where Council performed best in 2024. Council performs significantly lower than the State-wide average and on par with the Large Rural group average in this service area.

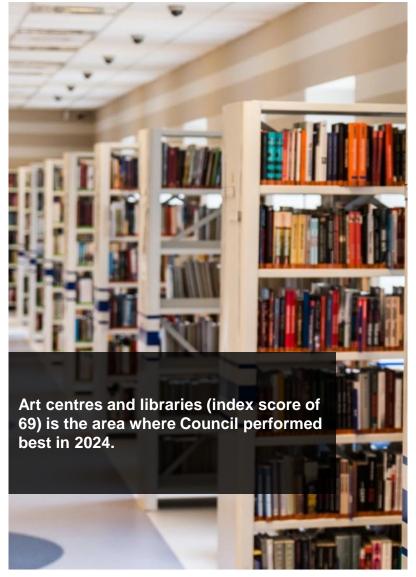
 Since the previous evaluation, performance ratings of this service area improved significantly among 18 to 34 year-olds and men, marking a recovery from the significant declines among these cohorts in 2023.

Other areas where Council performs relatively well are in waste management and emergency and disaster management (both 65).

- In waste management, performance ratings are significantly higher than average among residents in Colac and Surrounds.
- In emergency and disaster management, ratings are significantly improved among 18 to 49 year olds (up seven points on 2023). This is another area where ratings significantly improved among men.

Council's next highest rated service area is elderly support services (index score of 63). Council's performance here has been relative stable over time (although at its lowest level to date in 2024). This service area has a positive influence on perceptions of overall performance, so maintaining performance here is warranted.





# Low performing service areas





Council continues to rate lowest in the area of planning and building permits (index score of 29), despite a twopoint (not significant) improvement on the 2023 result.

 Council's performance in this service area is rated significantly lower among residents aged 50 to 64 years and those in areas other than Coastal Communities or Colac and Surrounds.

Maintenance of unsealed roads and the condition of sealed local roads remain Council's next lowest-rated service areas (index scores of 31 and 40 respectively).

- In both areas, ratings are lowest among residents in areas <u>other than</u> Coastal Communities or Colac and Surrounds (significantly lower for unsealed roads).
- Ratings of unsealed roads have declined significantly among residents aged 65 years and over.

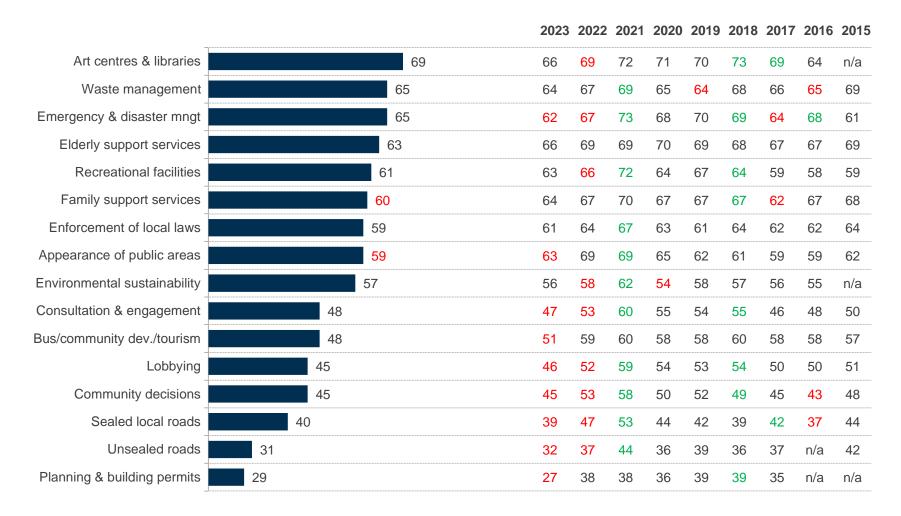
Council performs significantly below the State-wide and Large Rural group averages in each of the aforementioned areas except sealed local roads, where it performs on par with the Large Rural group.

The need for Council to recover its performance in these areas is also underpinned by the fact that one in five residents (21%) identify sealed road maintenance as the area most in need of improvement, while a further 14% cite town planning / permits / red tape.

### Individual service area performance



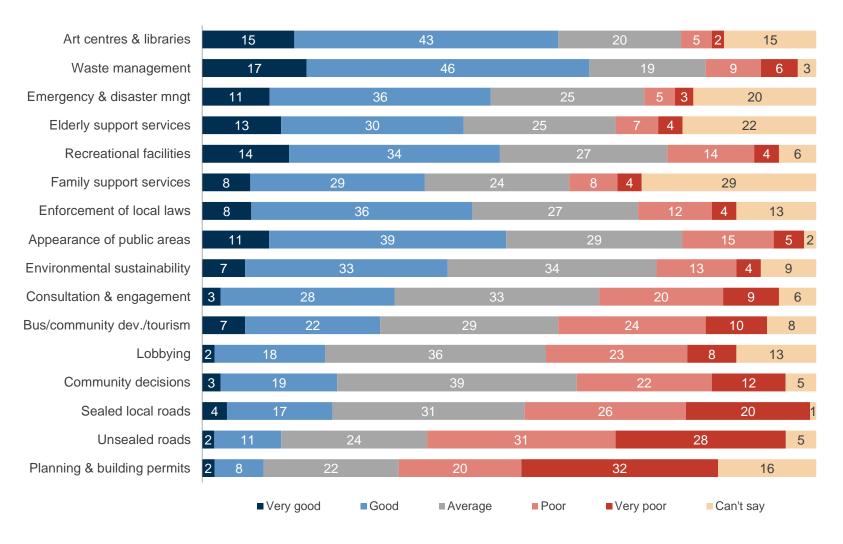
### 2024 individual service area performance (index scores)



# Individual service area performance



### 2024 individual service area performance (%)



### Influences on perceptions of overall performance



The individual service area that has the strongest influence on the overall performance rating (based on regression analysis) is:

Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council performance. This is currently one of Council's poorer performing areas (index score of 45).

Following on from that, other individual service areas with a more moderate influence on the overall performance rating are:

- Community consultation and engagement
- Business, community development and tourism
- The condition of sealed local roads
- Lobbying on behalf of the community
- The appearance of public areas
- Environmental sustainability
- Elderly support services.

Looking at these key service areas only, Council performs best on elderly support services (index score of 63), which has a moderate influence on the overall

performance rating. Maintaining this positive result should remain a focus – but there is greater work to be done elsewhere.

Other service areas that have a moderate influence on overall perceptions but where Council performs relatively less well are environmental sustainability and the appearance of public areas (index scores of 57 and 59 respectively).

A focus on promoting Council's sustainability initiatives and ensuring public areas are well maintained can also help to shore up positive overall opinion of Council.

In addition to its decision making processes, other stronger but 'poorly' rated service areas include the related areas of lobbying, consultation and engagement, and business, community development and tourism (performance index scores of 45, 48 and 48 respectively). However, most in need of Council attention are its sealed roads (index score of 40).

It will be important for Council to attend to its sealed roads and ensure residents and businesses feel heard and well represented, particularly around local development and tourism issues. This will help to improve overall ratings of Council performance.

# Regression analysis explained



We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents Council's performance index score for each individual service.
   Service areas appearing on the right side of the chart have a higher index score than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed.
   This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The regressions are shown on the following two charts.

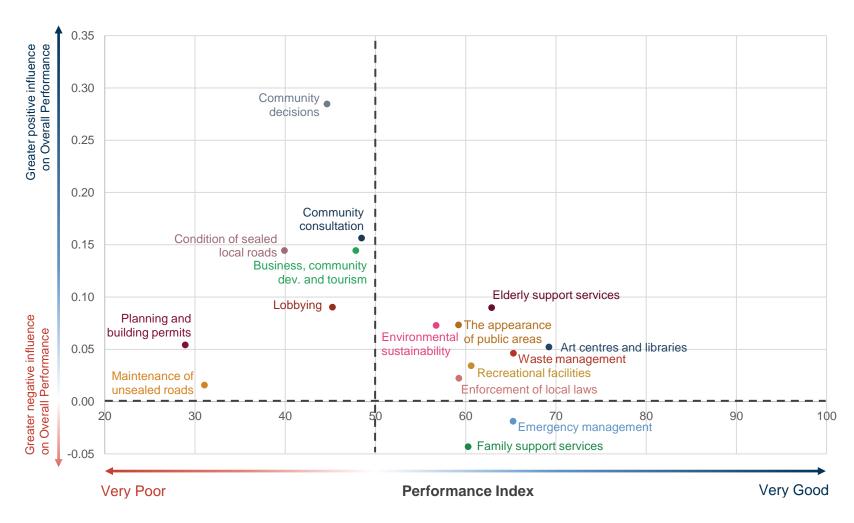
- 1. The first chart shows the results of a regression analysis of *all* individual service areas selected by Council.
- 2. The second chart shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weak influence on overall performance (i.e. a low Standardised Beta Coefficient) have been excluded from the analysis.

Key insights from this analysis are derived from the second chart.

# Influence on overall performance: all service areas



### 2024 regression analysis (all service areas)

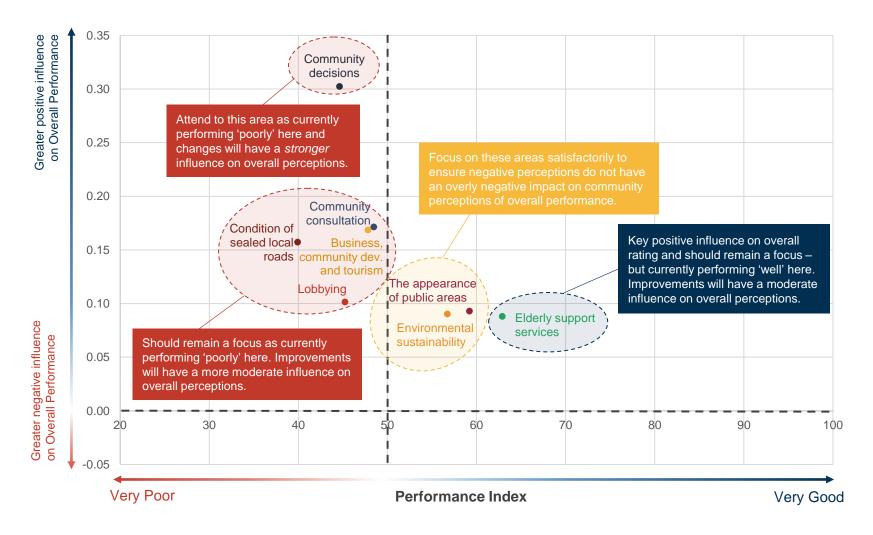


The multiple regression analysis model above (all service areas) has an  $R^2$  value of 0.667 and adjusted  $R^2$  value of 0.653, which means that 65% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 48.02. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.

# Influence on overall performance: key service areas



### 2024 regression analysis (key service areas)



# **Areas for improvement**



# 2024 areas for improvement (%) - Top mentions only -





# **Customer service**

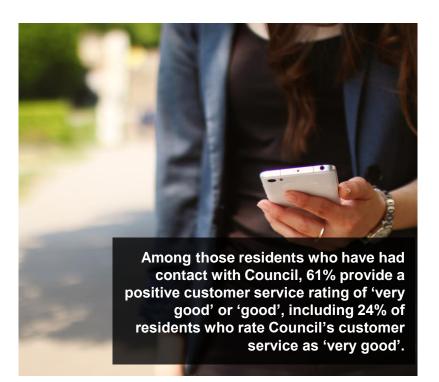
### **Contact with council and customer service**



### Contact with council

Almost seven in ten households (68%) have had contact with Council in the last 12 months. Rate of contact is four percentage points higher than last year and at a series high.

 Rate of contact is highest among residents aged 50 to 64 years (77% – a record high proportion for this cohort).



### **Customer service**

Council's customer service index of 64 marks a (not significant) two-point decline on the 2023 result. Customer service is rated in line with the State-wide and Large Rural group averages (index scores of 67 and 65 respectively).

Positively, a majority of residents (61%) who have had recent contact with Council provide a 'very good' or 'good' customer service rating.

 Customer service ratings are highest among residents in Coastal Communities, women, and those aged 65 years and over (index score of 68 each), and lowest among 18 to 34 year olds (57).

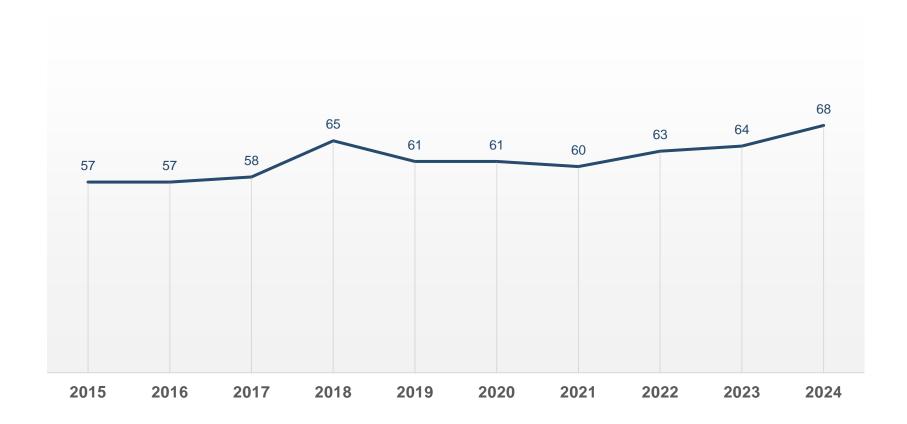
Telephone (39%) and in person (36%) remain the most common methods of contacting Council, followed by email (24%). Rate of in-person contact increased by five percentage points in the last year.

 Perceptions of customer service are most positive among residents who interacted with Council most recently either via telephone (index score of 66) or in person (65). It is positive to note that the methods used most frequently are the ones that receive the higher customer service ratings.

### **Contact with council**



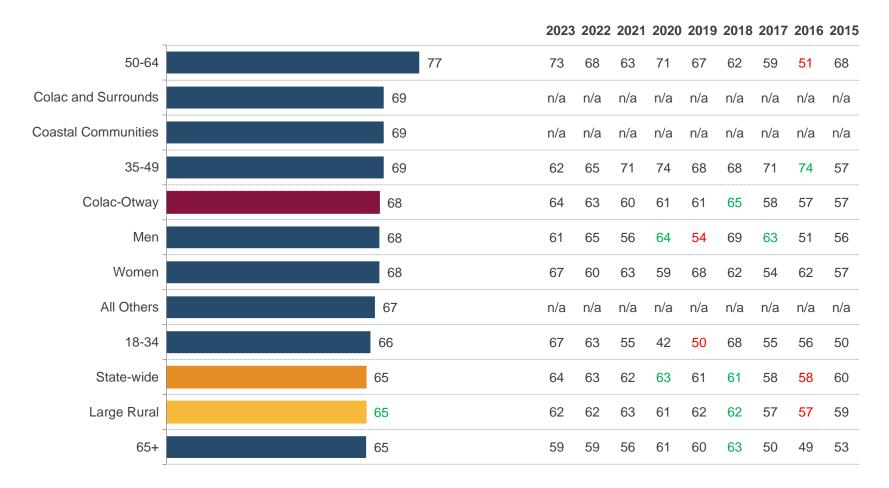
# 2024 contact with council (%) Have had contact



### **Contact with council**



### 2024 contact with council (%)



Q5a. Have you or any member of your household had any recent contact with Colac-Otway Shire Council in any of the following ways?

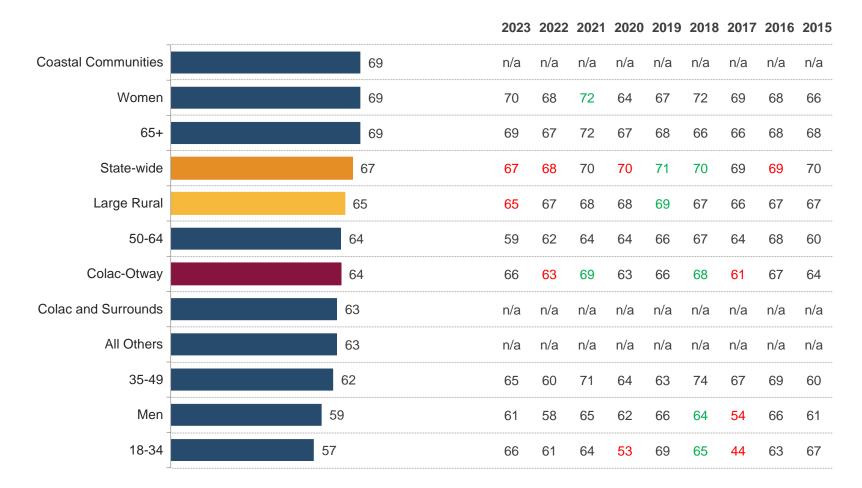
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 9

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

# **Customer service rating**



### 2024 customer service rating (index scores)



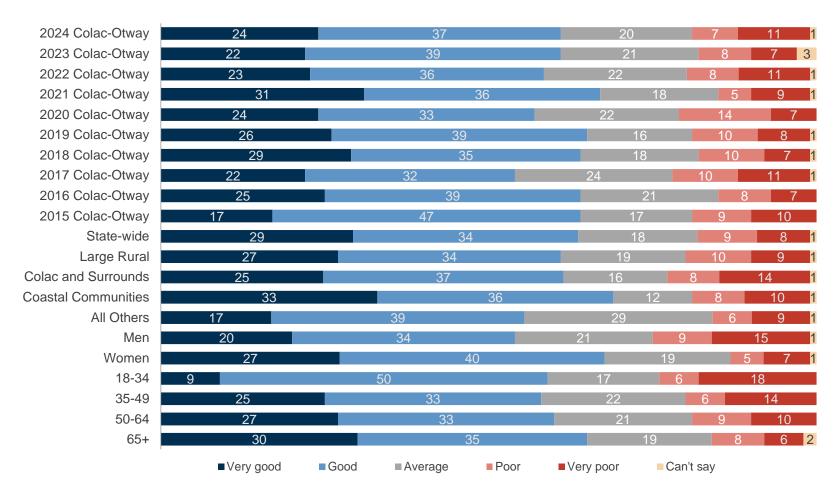
Q5c. Thinking of the most recent contact, how would you rate Colac-Otway Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received. Base: All respondents who have had contact with Council in the last 12 months. Councils asked State-wide: 62 Councils asked group: 18

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

# **Customer service rating**



### 2024 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Colac-Otway Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

### **Method of contact with council**



### 2024 method of contact (%)















**In Person** 

**In Writing** 

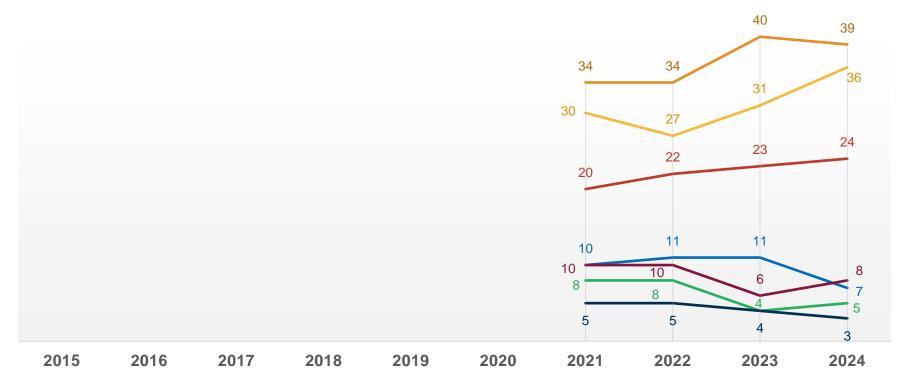
By Telephone

By Text Message

By Email

Via Website

By Social Media

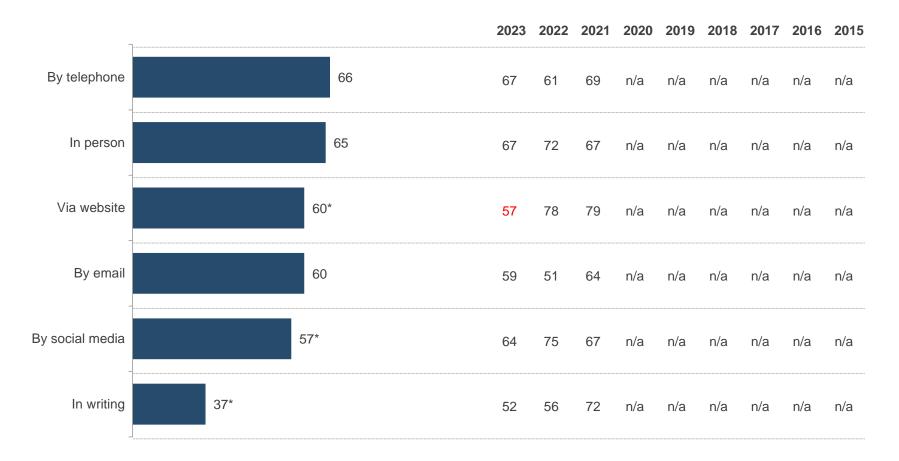


Q5a. Have you or any member of your household had any recent contact with Colac-Otway Shire Council in any of the following ways?

# **Customer service rating by method of last contact**



2024 customer service rating (index score by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Colac-Otway 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: 26 Councils asked group: 9

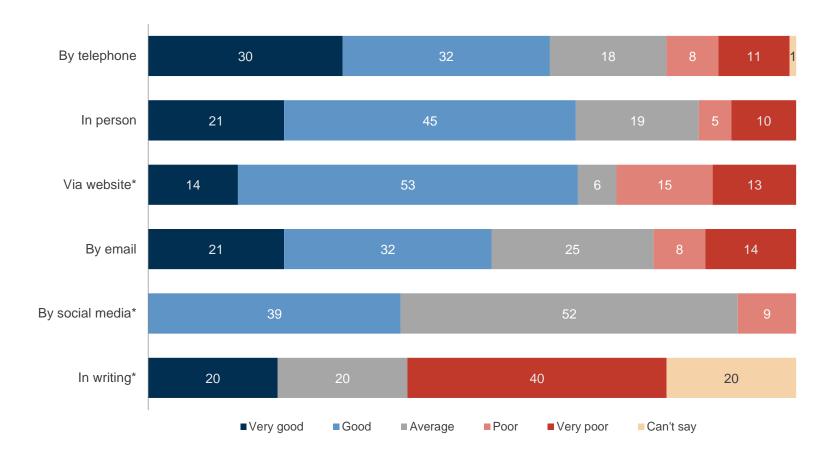
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

## **Customer service rating by method of last contact**



2024 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Colac-Otway 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: 26 Councils asked group: 9

\*Caution: small sample size < n=30



## **Council direction**

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Over the last 12 months, perceptions of the direction of Council's overall performance have declined significantly by four points to a record-low index score of 38. Perceptions have declined over three consecutive years, following the peak rating of 60 seen in 2021.

 It is worth noting that this is also the State-wide trend, although Council does perform significantly below the Large Rural group on this metric.

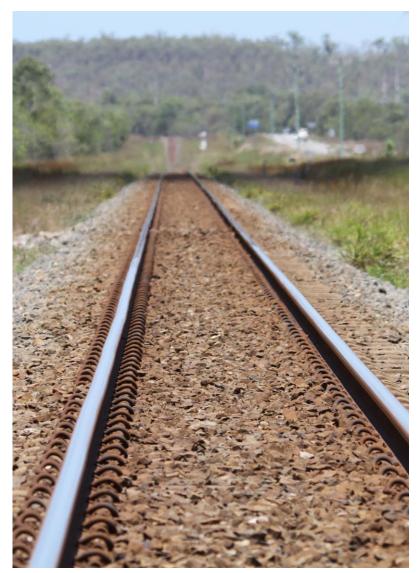
A decreased minority (58%) believe the direction of Council's overall performance has stayed the same over the last 12 months, down eight percentage points on 2023. Just 7% believe the direction has improved (compared to 8% in 2023), while more (31% – up eight percentage points) believe it has deteriorated.

 The <u>least</u> satisfied with the direction of Council performance are those aged 50 to 64 years (30 – significantly lower than the Council average).

Two thirds (65%) of residents think there is 'a lot' of room for improvement in Council's overall performance.

Since the last evaluation fewer residents say Council is generally heading in the right direction (43% down from 54%).

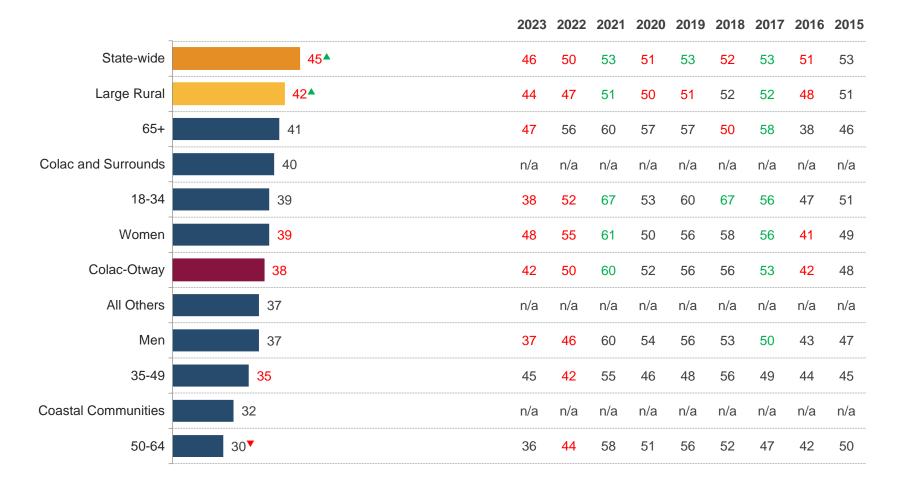
Residents remain more in favour of service cuts (53% 'probably' or 'definitely' prefer) than rate rises to improve local services (21% 'probably' or 'definitely' prefer).



## **Overall council direction last 12 months**



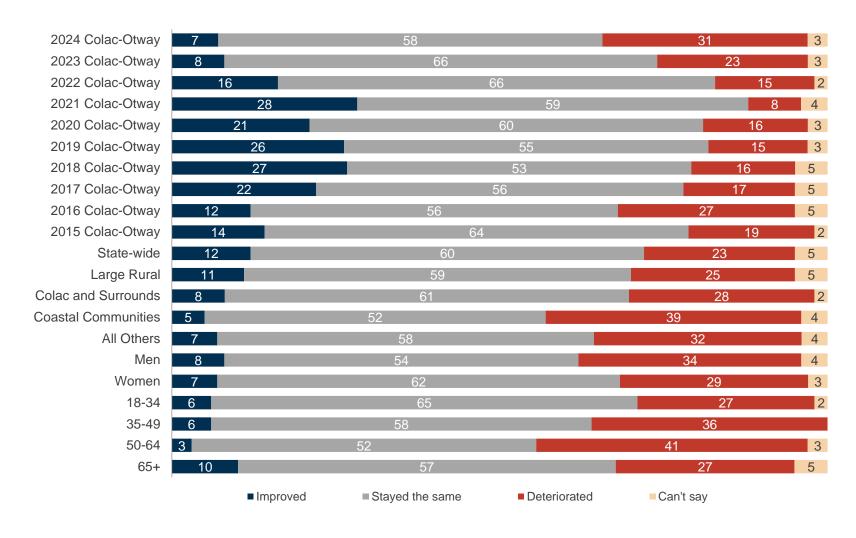
#### 2024 overall council direction (index scores)



## **Overall council direction last 12 months**



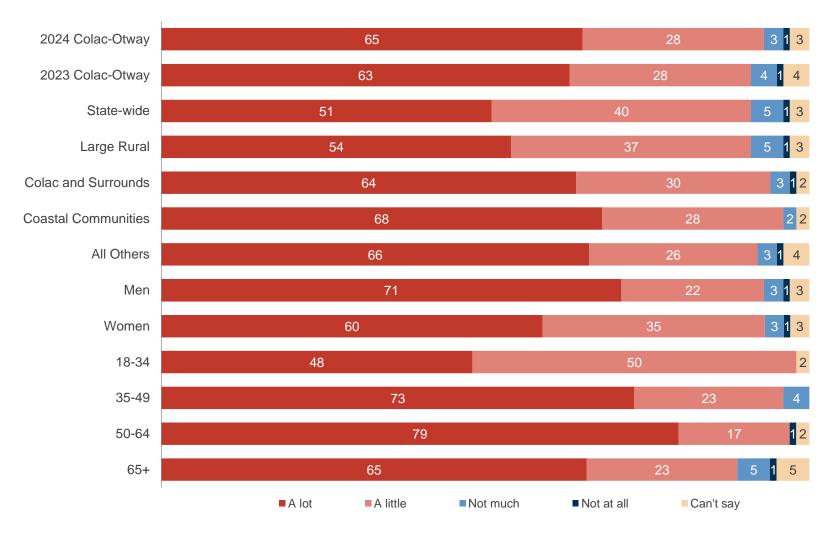
## 2024 overall council direction (%)



## **Room for improvement in services**



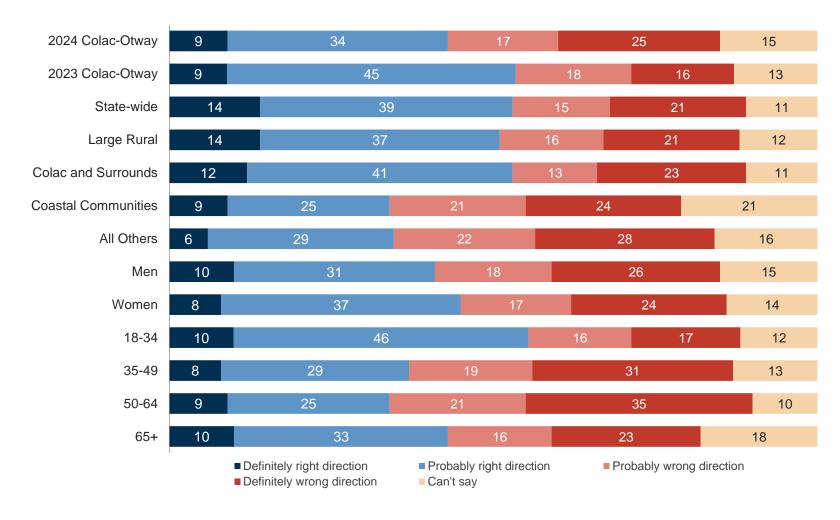
### 2024 room for improvement in services (%)



## Right / wrong direction



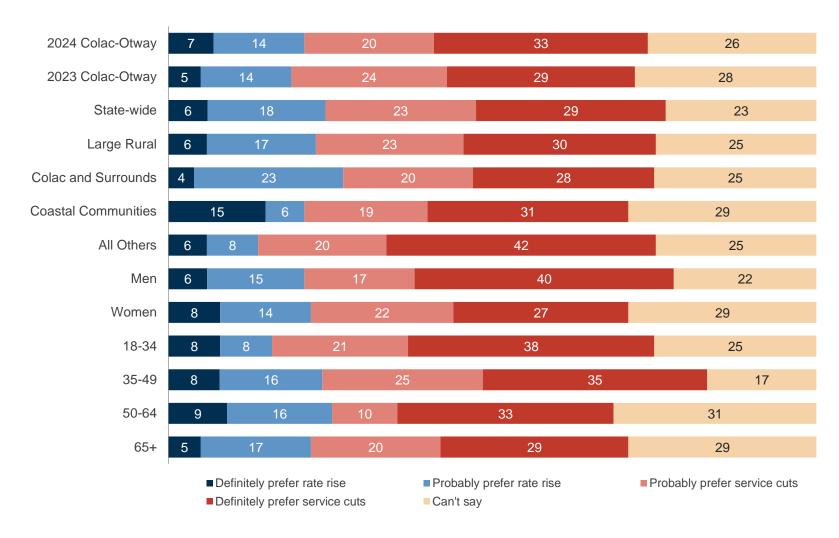
#### 2024 right / wrong direction (%)



## Rates / services trade-off



### 2024 rates / services trade-off (%)



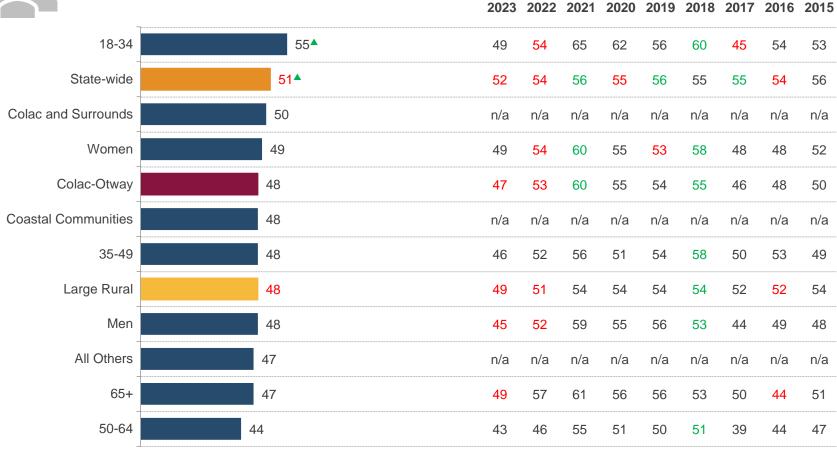


## Community consultation and engagement performance





#### 2024 consultation and engagement performance (index scores)

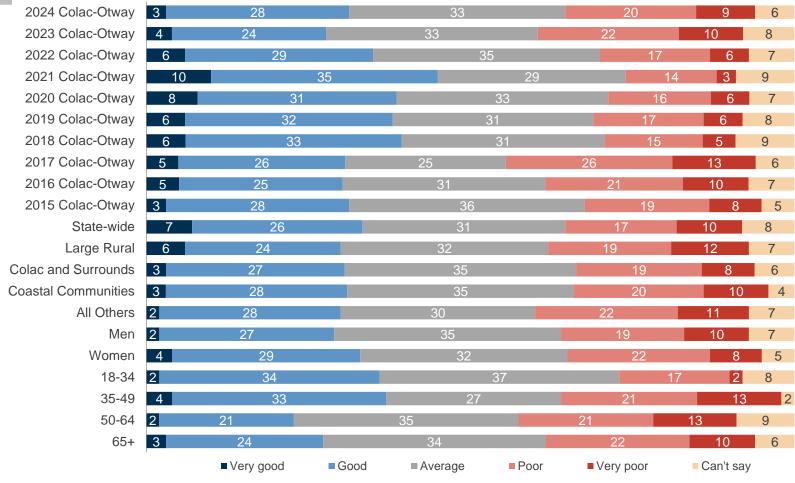


## Community consultation and engagement performance





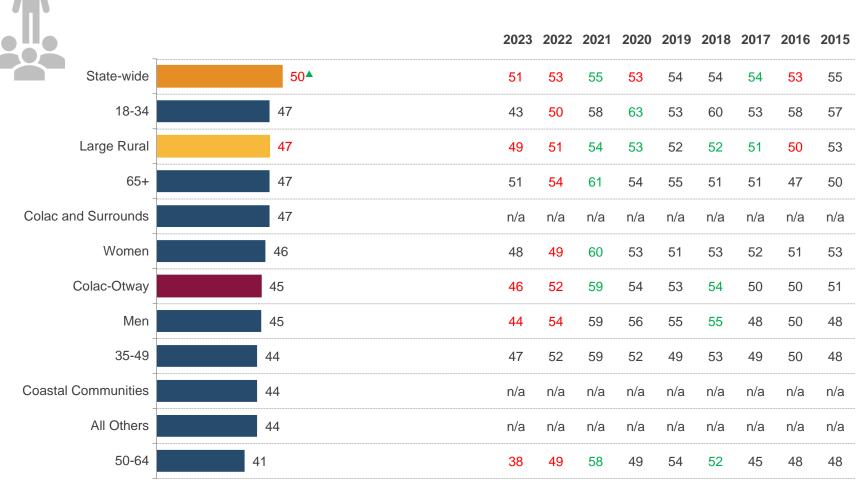
#### 2024 consultation and engagement performance (%)



## Lobbying on behalf of the community performance



## 2024 lobbying performance (index scores)

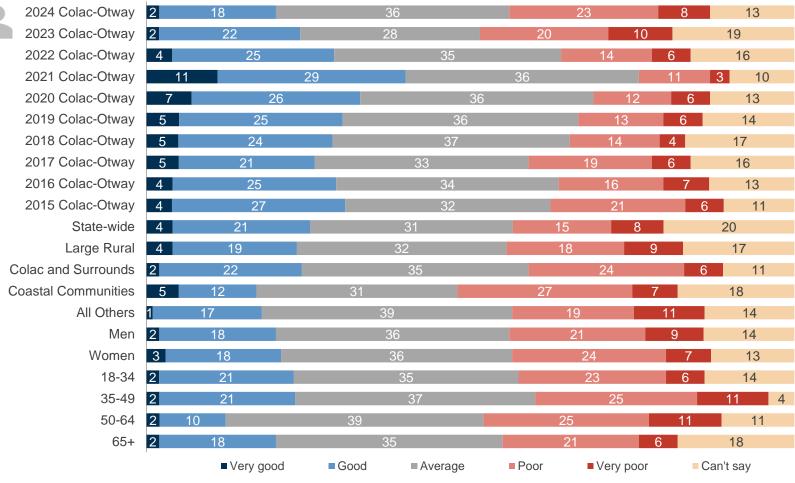


## Lobbying on behalf of the community performance





#### 2024 lobbying performance (%)



## **Decisions made in the interest of the community performance**





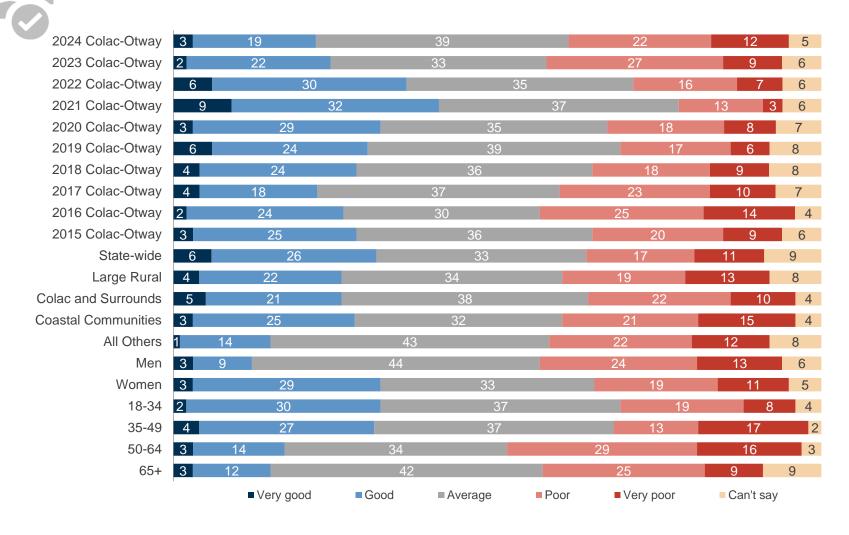
#### 2024 community decisions made performance (index scores)



# **Decisions made in the interest of the community performance**



#### 2024 community decisions made performance (%)

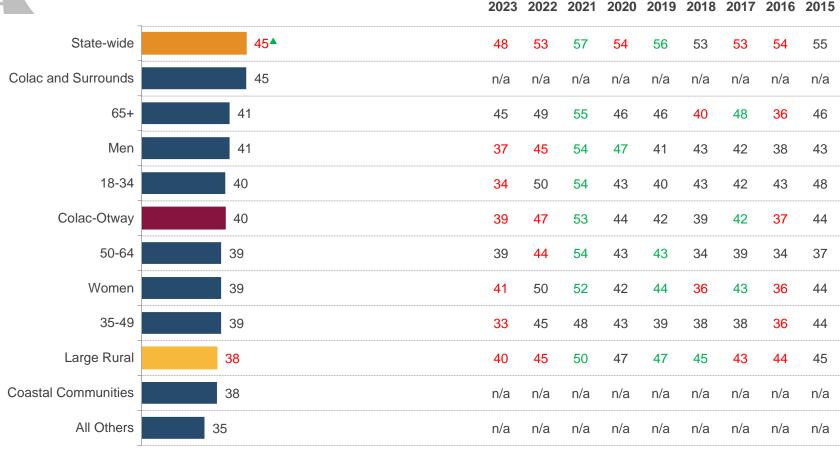


# The condition of sealed local roads in your area performance





#### 2024 sealed local roads performance (index scores)

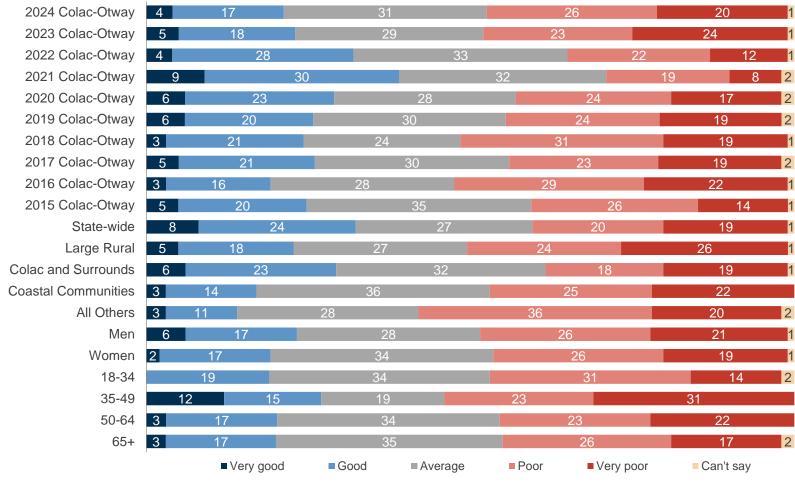


# The condition of sealed local roads in your area performance





#### 2024 sealed local roads performance (%)



## **Enforcement of local laws performance**





### 2024 law enforcement performance (index scores)

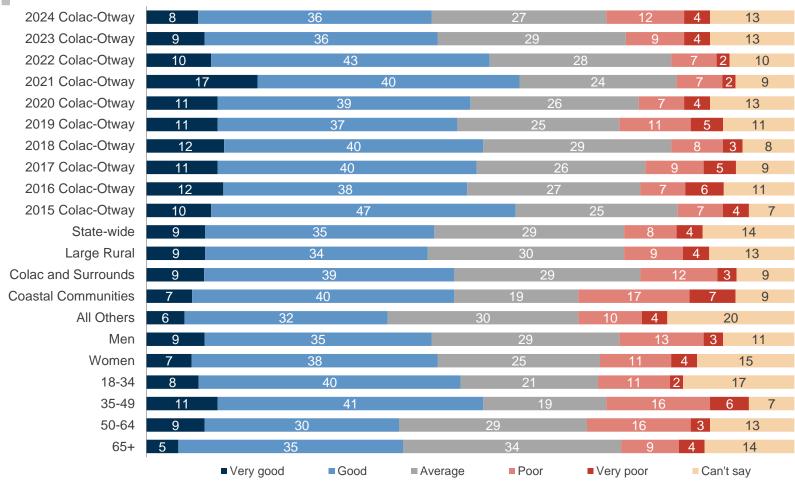


## **Enforcement of local laws performance**





## 2024 law enforcement performance (%)



## Family support services performance





### 2024 family support performance (index scores)

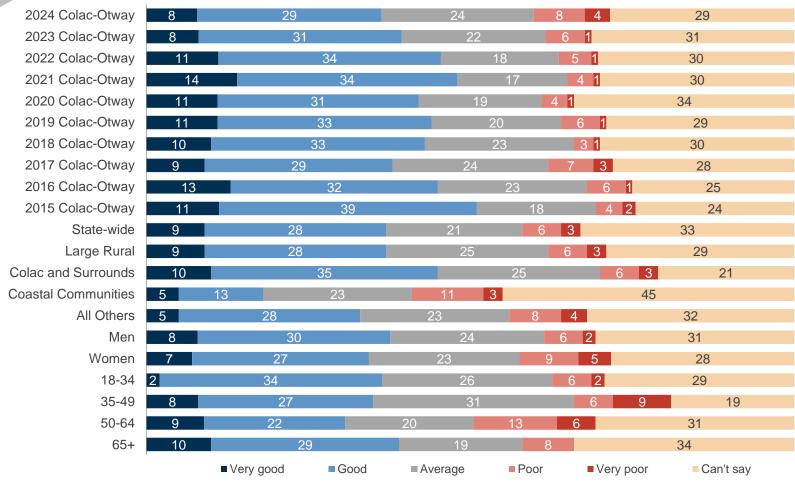


## Family support services performance





#### 2024 family support performance (%)



## **Elderly support services performance**





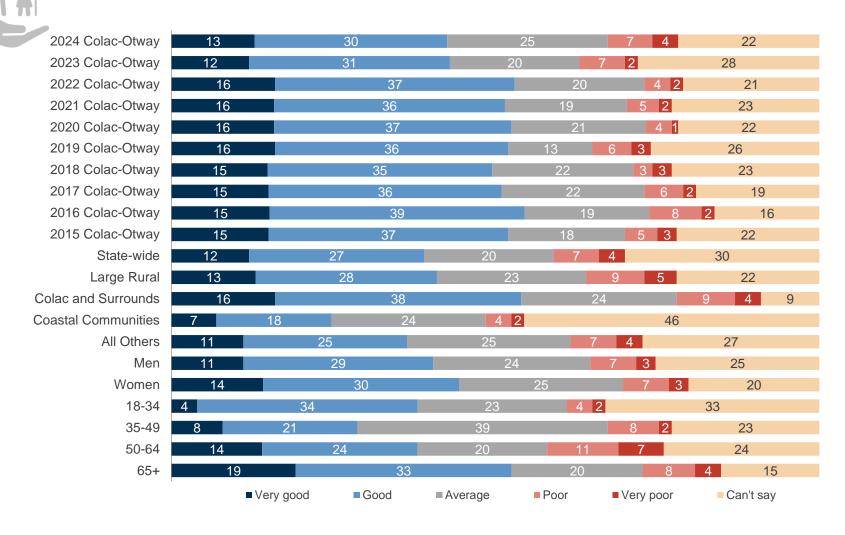
#### 2024 elderly support performance (index scores)



## **Elderly support services performance**



### 2024 elderly support performance (%)



## Recreational facilities performance





#### 2024 recreational facilities performance (index scores)

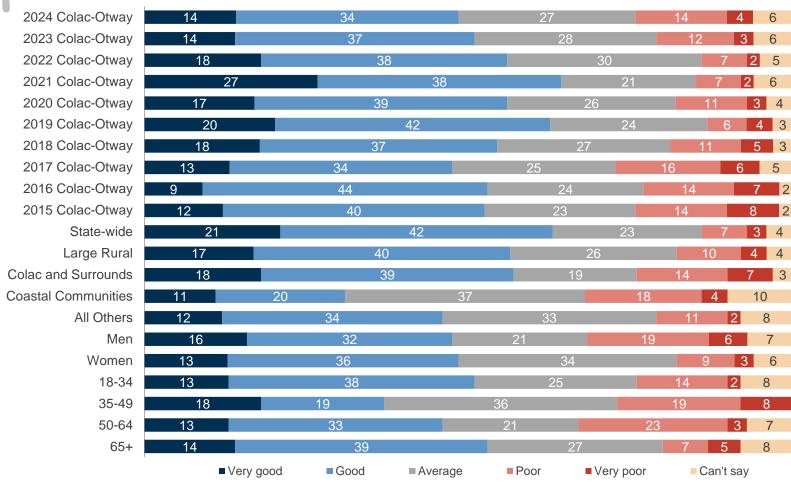


## Recreational facilities performance





### 2024 recreational facilities performance (%)

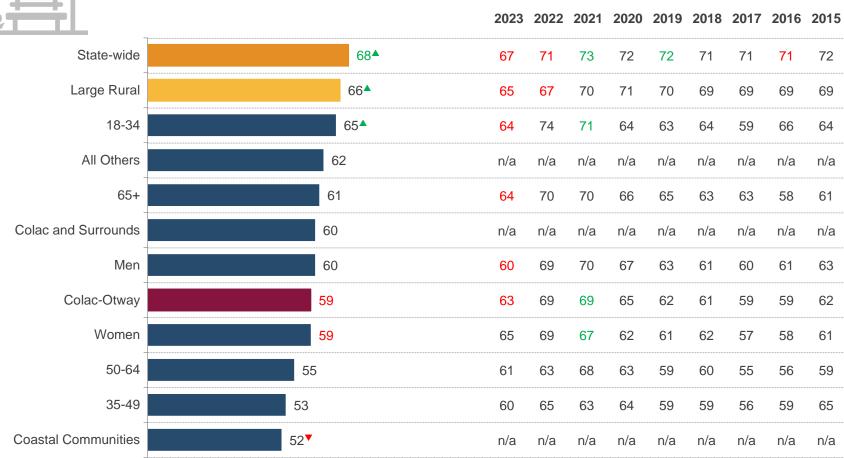


## The appearance of public areas performance





#### 2024 public areas performance (index scores)

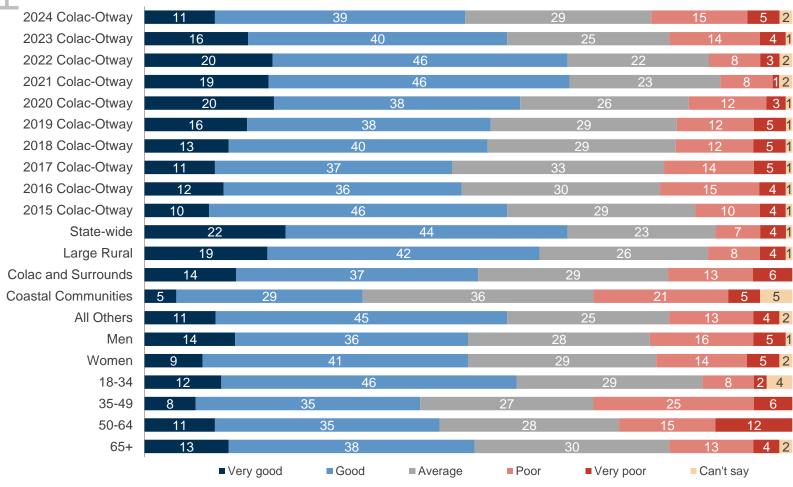


## The appearance of public areas performance





### 2024 public areas performance (%)

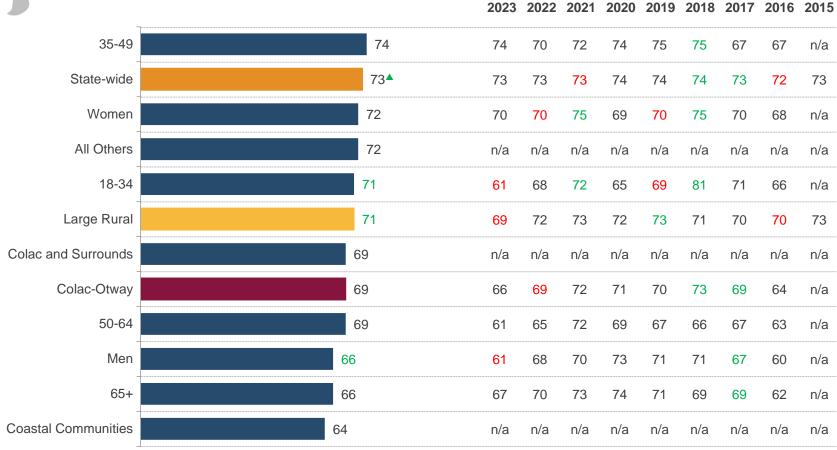


## Art centres and libraries performance





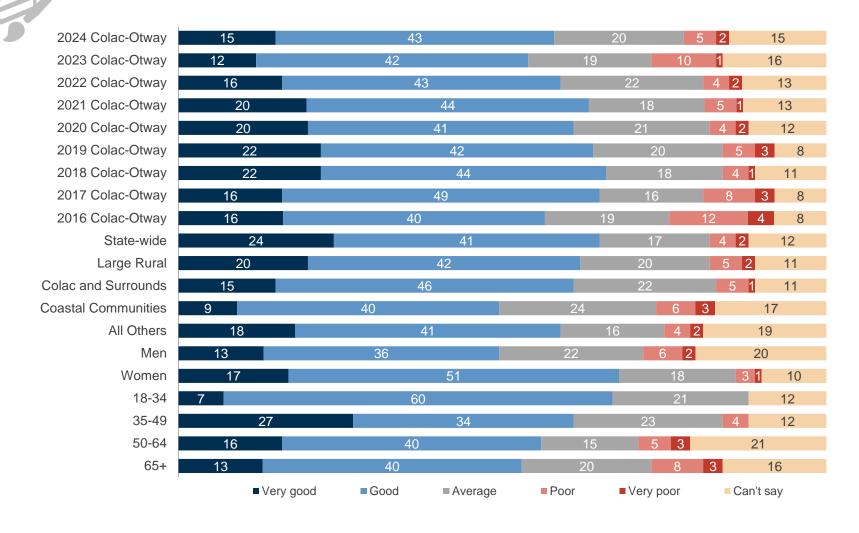
### 2024 art centres and libraries performance (index scores)



## **Art centres and libraries performance**



#### 2024 art centres and libraries performance (%)



## **Waste management performance**





#### 2024 waste management performance (index scores)

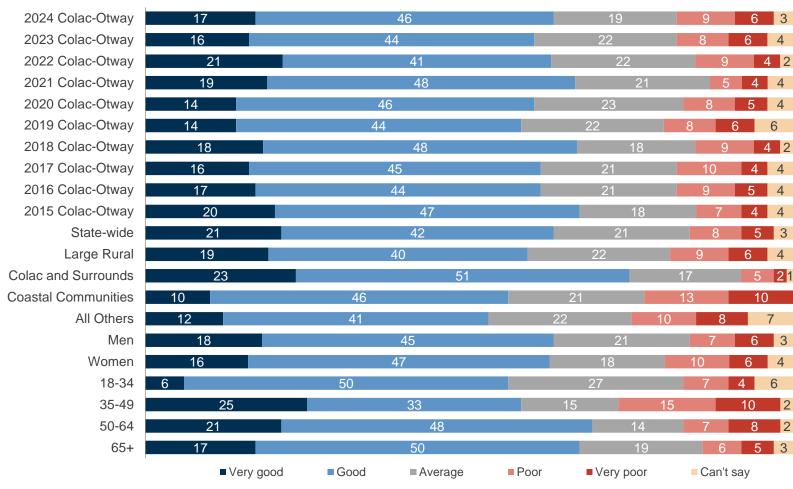


## **Waste management performance**





### 2024 waste management performance (%)

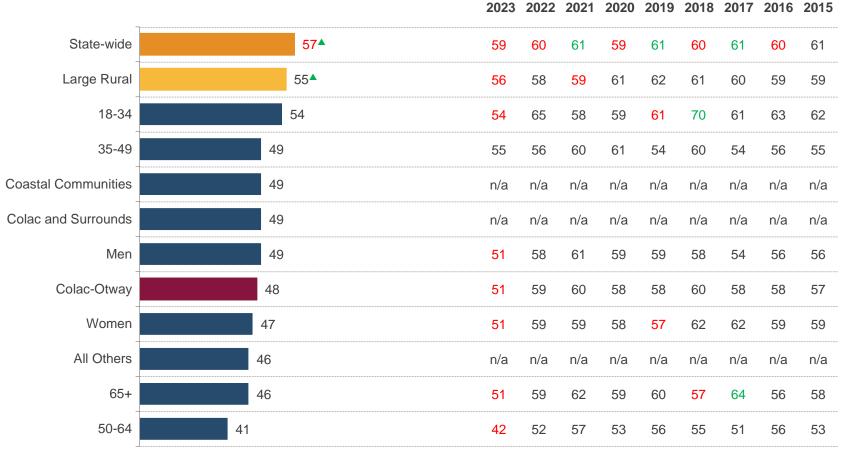


# **Business and community development and tourism performance**





#### 2024 business/development/tourism performance (index scores)

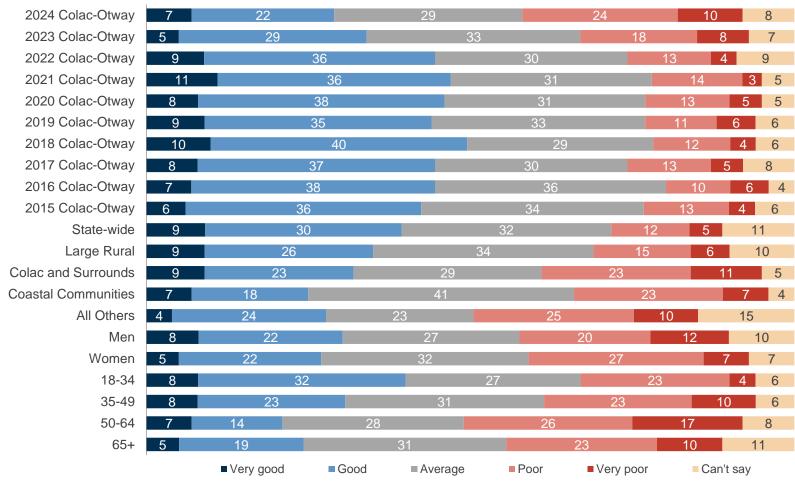


# **Business and community development and tourism performance**





#### 2024 business/development/tourism performance (%)



## Planning and building permits performance





#### 2024 planning and building permits performance (index scores)

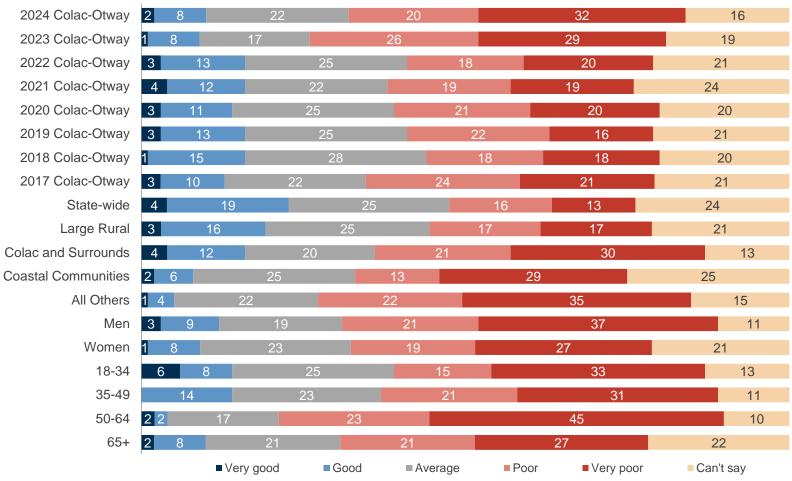


## Planning and building permits performance





#### 2024 planning and building permits performance (%)



## **Environmental sustainability performance**





#### 2024 environmental sustainability performance (index scores)

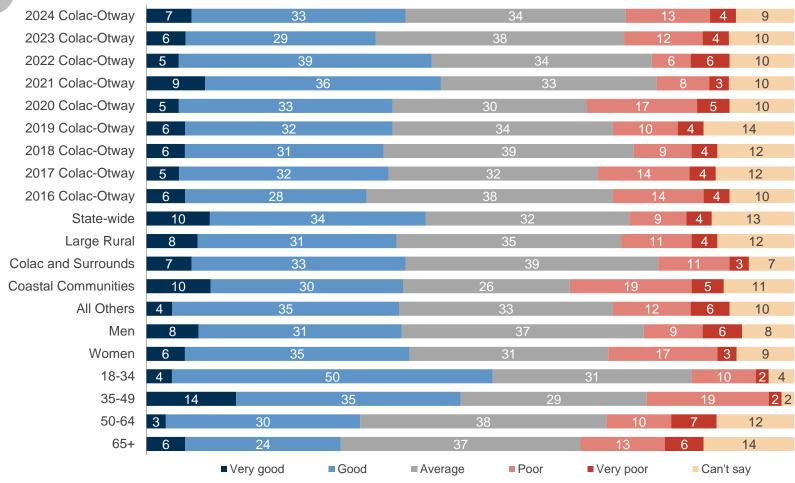


#### **Environmental sustainability performance**





#### 2024 environmental sustainability performance (%)

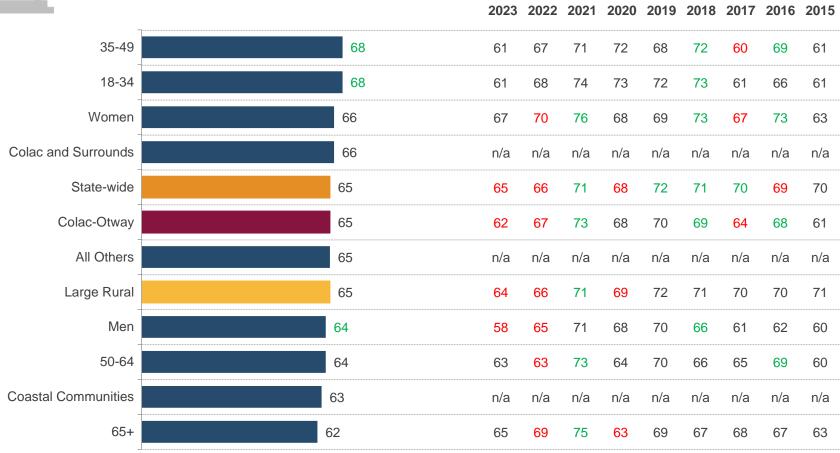


#### **Emergency and disaster management performance**





2024 emergency and disaster management performance (index scores)

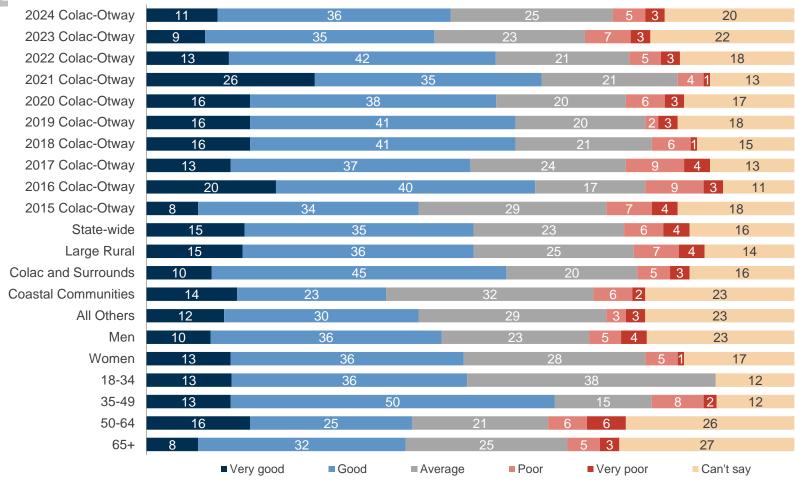


#### **Emergency and disaster management performance**





#### 2024 emergency and disaster management performance (%)



#### Maintenance of unsealed roads in your area performance





#### 2024 unsealed roads performance (index scores)

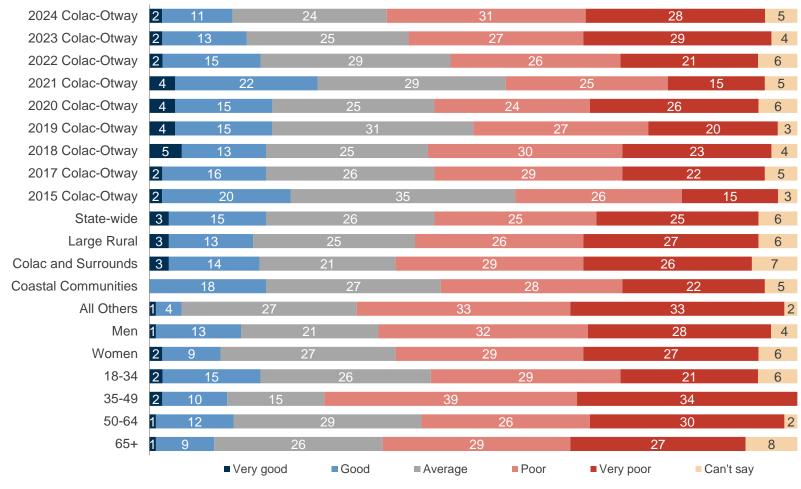


#### Maintenance of unsealed roads in your area performance





#### 2024 unsealed roads performance (%)

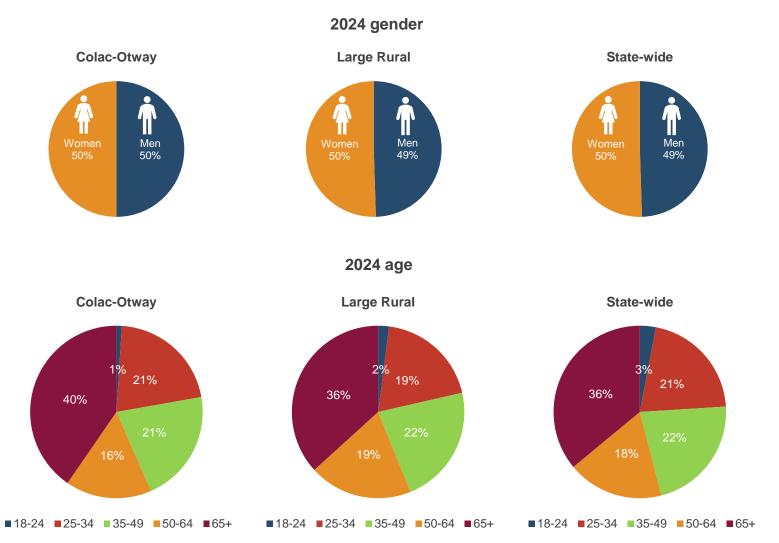




**Detailed demographics** 

#### **Gender and age profile**





S3. How would you describe your gender? / S4. To which of the following age groups do you belong?

Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18

<1% of respondents in each of Colac-Otway Shire Council, Large Rural and State-wide did not describe their gender as male or female.

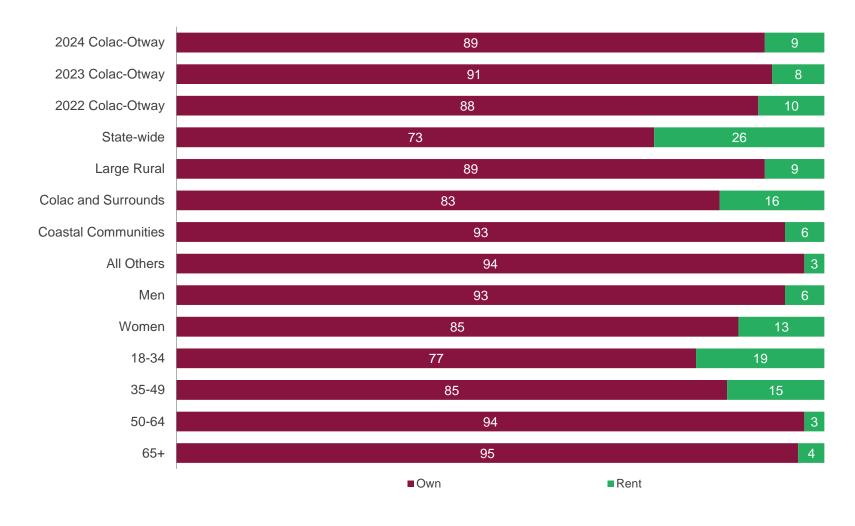
age and gender analysis is still available in the dashboard and data tables provided alongside this report.

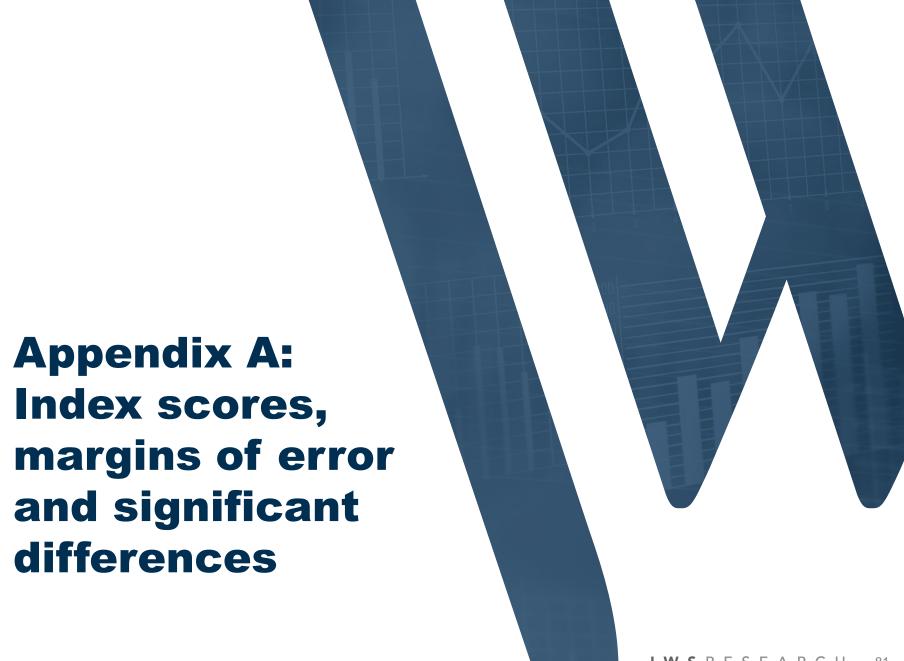
Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking

#### **Home ownership**



#### 2024 home ownership (%)





## 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 statewide 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

Please note that the horizontal (x) axis of the index score bar charts in this report is displayed on a scale from 20 to 100.

## Appendix A: Margins of error

M

The sample size for the 2024 State-wide Local Government Community Satisfaction Survey for Colac-Otway Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 17,700 people aged 18 years or over for Colac-Otway Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Colac-Otway Shire Council	400	400	+/-4.9
Men	201	199	+/-6.9
Women	198	200	+/-6.9
Colac and Surrounds	188	183	+/-7.1
Coastal Communities	70	73	+/-11.8
All Others	142	144	+/-8.2
18-34 years	39	90	+/-15.9
35-49 years	52	85	+/-13.7
50-64 years	87	63	+/-10.5
65+ years	222	161	+/-6.6

## 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:

- · Background and objectives
- · Analysis and reporting
- Glossary of terms

#### **Detailed survey tabulations**

Detailed survey tabulations are available in supplied Excel file.

#### **Contacts**

For further queries about the conduct and reporting of the 2024 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 2024 results are compared with previous years, as detailed below:

- 2023, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 19<sup>th</sup> March.
- 2022, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 24<sup>th</sup> March.
- 2021, n=400 completed interviews, conducted in the period of 28<sup>th</sup> January – 18<sup>th</sup> March.
- 2020, n=401 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1st February 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.

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 Colac-Otway 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 aged 18+ years in Colac-Otway Shire Council.

Survey sample matched to the demographic profile of Colac-Otway 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 60% mobile phone numbers to cater to the diversity of residents within Colac-Otway Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Colac-Otway Shire Council. Survey fieldwork was conducted in the period of 29<sup>th</sup> January – 18<sup>th</sup> March, 2024.

## Appendix B: Analysis and reporting



All participating councils are listed in the State-wide report published on the DGS website. In 2024, 62 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2024 vary slightly.

**Council Groups** 

Colac-Otway 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, 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 Colac-Otway Shire Council for this 2024 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: Core, optional and tailored questions



#### Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2024 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Value for money in services and infrastructure (Value for money)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Waste management

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2024 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

## W

#### Reporting

Every council that participated in the 2024 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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

## Appendix B: Glossary of terms

W

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

**CSS**: 2024 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 subgroup e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

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

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

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

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

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

**State-wide average**: The average result for all participating councils in the State.

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

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

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