

# **2020 Local Government Community Satisfaction Survey**

## **Benalla Rural City Council**

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





# Contents

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<b><u>Background and objectives</u></b>	<b><u>3</u></b>
<b><u>Key findings and recommendations</u></b>	<b><u>4</u></b>
<b><u>Detailed findings</u></b>	<b><u>10</u></b>
<u>Overall performance</u>	<u>11</u>
<u>Customer service</u>	<u>19</u>
<u>Council direction</u>	<u>25</u>
<u>Individual service areas</u>	<u>29</u>
<u>Community consultation and engagement</u>	<u>30</u>
<u>Lobbying on behalf of the community</u>	<u>32</u>
<u>Decisions made in the interest of the community</u>	<u>34</u>
<u>Condition of sealed local roads</u>	<u>36</u>
<b><u>Detailed demographics</u></b>	<b><u>38</u></b>
<b><u>Appendix A: Index scores, margins of error and significant differences</u></b>	<b><u>40</u></b>
<b><u>Appendix B: Further project information</u></b>	<b><u>45</u></b>



## Background and objectives

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**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-first year, this survey provides insight into the community's views on:

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

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

### Serving Victoria for 21 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 21 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.



**Key findings and  
recommendations**



# Benalla Rural City Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Benalla 57





State-wide 58



Small Rural 56

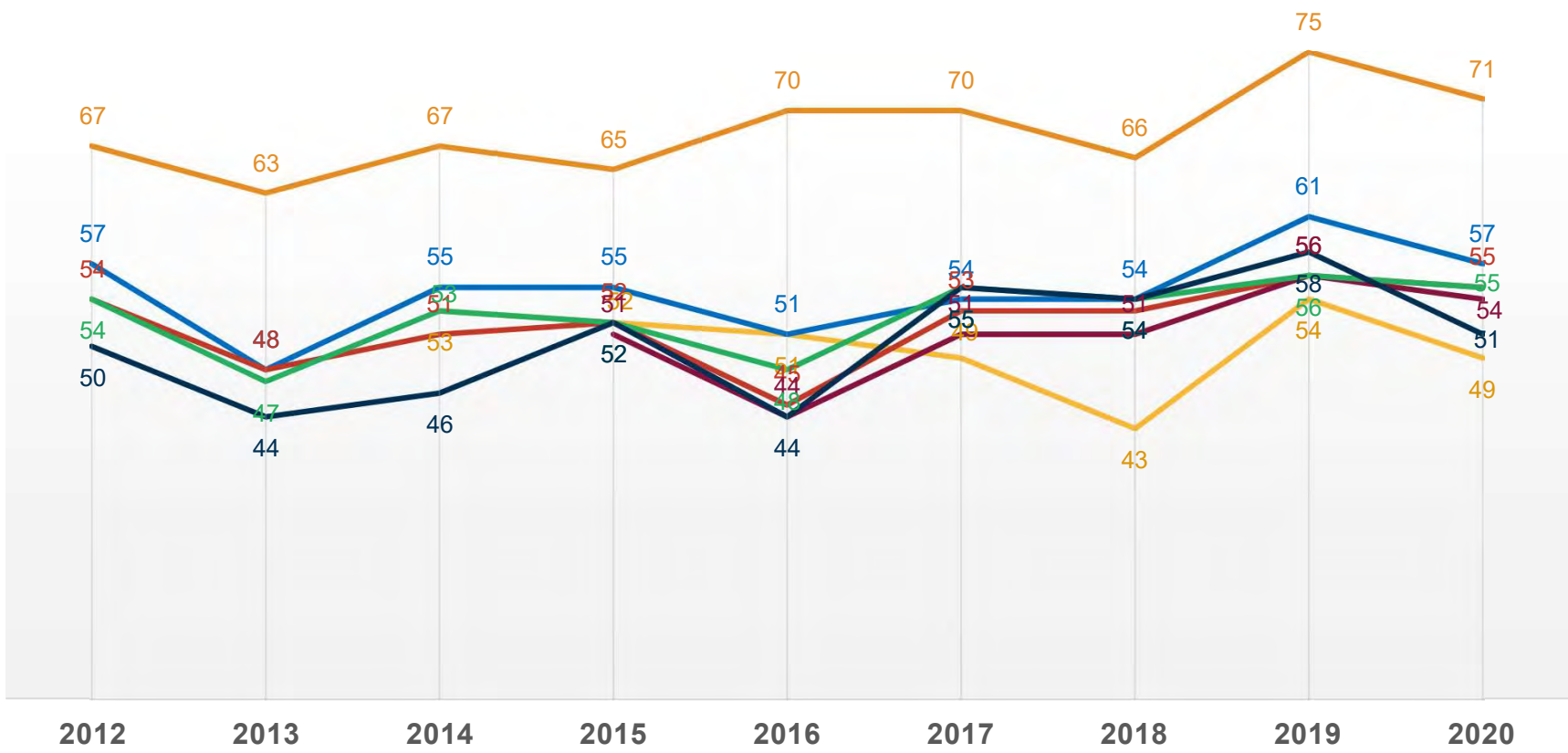
## Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	Areas where Council performance is significantly lower
Compared to State-wide average	None	 Sealed local roads
Compared to group average	 Lobbying	None



# Summary of core measures

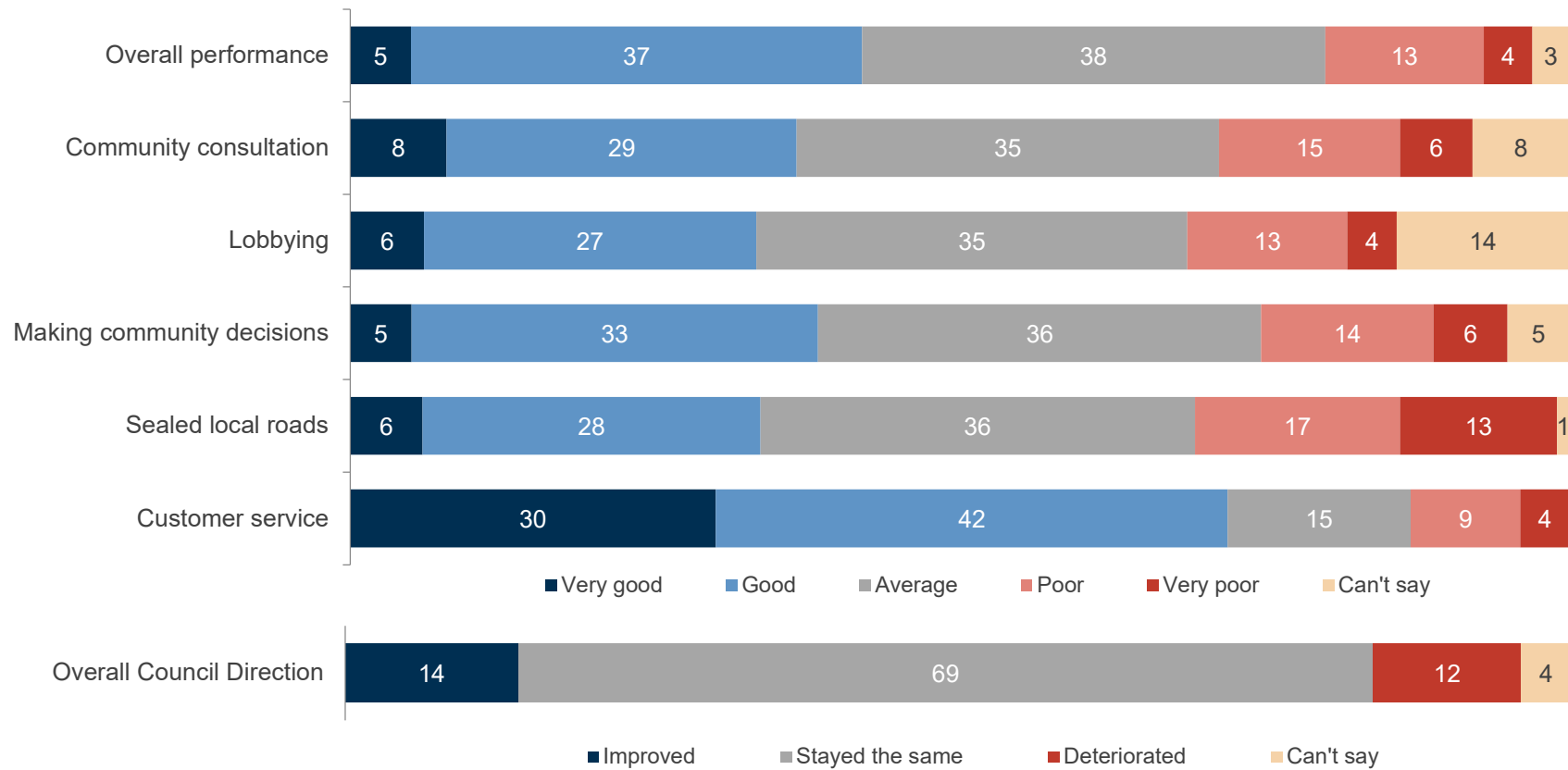
Index scores












# Summary of core measures

Core measures summary results (%)





## Summary of Benalla Rural City Council performance

Services	Benalla 2020	Benalla 2019	Small Rural 2020	State-wide 2020	Highest score	Lowest score
 Overall performance	57	61	56	58	Aged 65+ years	Aged 35-49 years, Aged 50-64 years
 Overall council direction	51	58	50	51	Aged 65+ years	Rural residents, Aged 35-49 years
 Customer service	71	75	70	70	Aged 65+ years	Rural residents
 Consultation & engagement	55	56	54	55	Aged 65+ years	Aged 50-64 years
 Lobbying	55	56	52	53	Aged 18-34 years	Aged 50-64 years, Aged 35-49 years
 Community decisions	54	56	53	53	Aged 65+ years	Rural residents, Aged 18-34 years
 Sealed local roads	49	54	51	54	Aged 35-49 years, Aged 65+ years	Rural residents

Significantly higher / lower than Benalla Rural City Council 2020 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences and index scores.





## Focus areas for the next 12 months

### Overview

Perceptions of Council's overall performance has declined significantly in the last year, following a significant increase in 2019. That said, with the exception of last year, overall performance is improved on previous results. Perceptions of Council performance on most service areas evaluated have not changed significantly over the past year. This is a positive result for Council.

### Focus areas

Sealed local roads is an area that may warrant some extra attention in the coming 12 months. The condition of sealed local roads is the only service area where perceptions of Council's performance declined significantly. Residents in the Rural area rate Council significantly below average in this area, suggesting this is the location where Council should first focus attention for improved service.

### Comparison to state and area grouping

On almost all areas evaluated, Council is rated in line with the Small Rural group and State-wide averages. The exceptions are lobbying, where Council performs significantly better than the Small Rural group average. On the area of sealed local roads, Council is rated significantly lower than the State-wide average (but in line with the Small Rural group average).

### Maintain gains achieved to date

Over the next 12 months, Council should look to maintain and build upon improving performance perceptions of community consultation and engagement, lobbying and community decisions. In each of these service areas, perceptions improved significantly in 2017 and much of these gains have been maintained over time.

# DETAILED FINDINGS





**Overall  
performance**



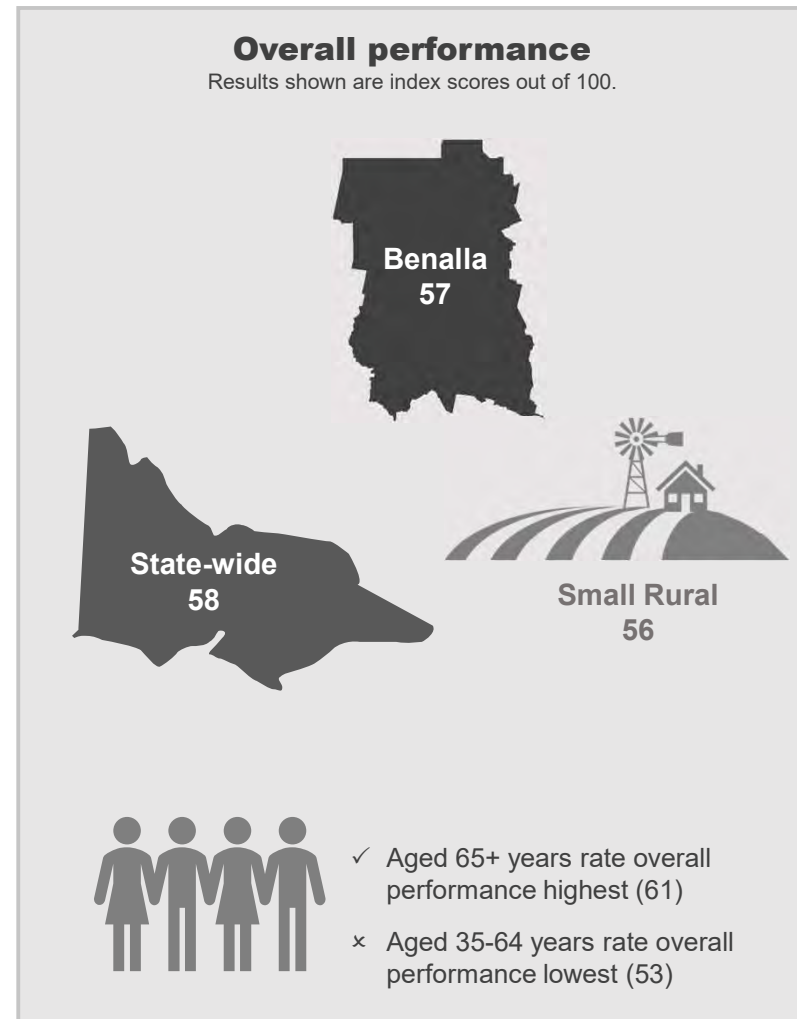
## Overall performance

The overall performance index score of 57 for Benalla Rural City Council represents a significant (at the 95% confidence interval) four-point decline on the 2019 result of 61. The 2019 overall performance index score represented a peak result for Council.

- Although 2020 presents a decline in overall performance, the score of 57 is the equal-second highest recorded.
- Almost all demographic and geographic cohorts declined in their perceptions of overall performance in the past year.
- Declines were significant among residents in the Urban area, men and residents aged 35 to 64 years.

Benalla Rural City Council’s overall performance is rated in line with the average rating for councils in the Small Rural group and those State-wide (index scores of 56 and 58 respectively).

Almost five times as many residents rate Benalla Rural City Council’s overall performance as ‘very good’ or ‘good’ (42%) as those who rate it as ‘very poor’ or ‘poor’ (17%). A further 38% sit mid-scale, rating Council’s overall performance as ‘average’.





# Overall performance

2020 overall performance (index scores)

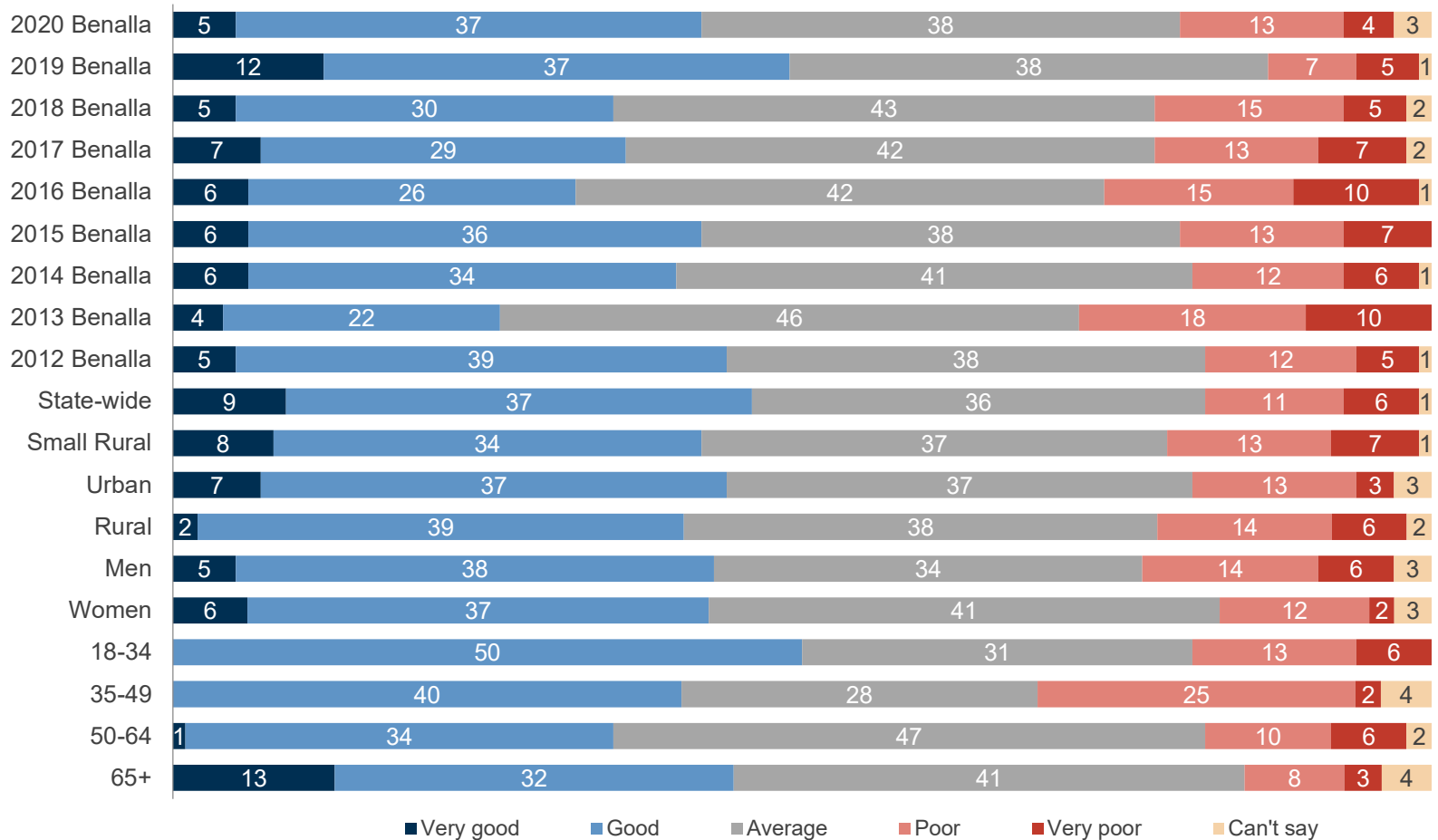
	2019	2018	2017	2016	2015	2014	2013	2012
65+	61	54	55	51	54	56	49	58
Women	58	54	55	53	57	57	50	59
Urban	58	55	53	50	55	57	49	57
State-wide	58	59	59	59	60	61	60	60
Benalla	57	54	54	51	55	55	48	57
18-34	56	59	56	49	61	59	58	58
Small Rural	56	56	58	57	59	n/a	n/a	n/a
Men	55	53	53	49	53	54	47	56
Rural	54	50	56	52	54	52	44	57
50-64	53	51	51	47	49	52	46	58
35-49	53	51	56	57	57	55	43	55

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Benalla Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.



# Overall performance

2020 overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Benalla Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18



## Top performing service areas

Perceptions of consultation and engagement (index score of 55), lobbying (55) and community decisions (54) are not significantly different to 2019.

- Council performs in line with the State-wide average on each of these service areas.
- On Lobbying (index score of 55), Council performs significantly higher than the Small Rural group average (52). On the other two services areas, Council performs similarly to the Small Rural group average.

Perceptions on each of consultation and engagement, lobbying and community decisions in 2020 are among the highest ratings reached on each service area (within one to two index points).

- Significant increases in perceptions achieved in 2017 have been maintained to date.
- For each service area, there are no significant differences between demographic and geographic cohorts compared to the Council average.



**Consultation and engagement and lobbying (index scores of 55) are the areas where Council performed best in 2020, followed by community decisions (index score of 54).**





## Low performing service areas



Sealed local roads (index score of 49) is the area where Council performs least well. Perceptions of sealed local roads declined significantly in 2020, down five index points. This follows a significant increase in perceptions in 2019, when perceptions of sealed local roads peaked (index score of 54).

- Council rates lower than the Small Rural group average (index score of 51), and significantly lower than the State-wide average (54).

Residents in the Rural area rate Council significantly lower than average (index score of 42) suggesting this is the geographic area where Council should focus attention first.

The overall decline in performance rating is driven by those cohorts where perceptions are significantly lower than in 2019, namely:

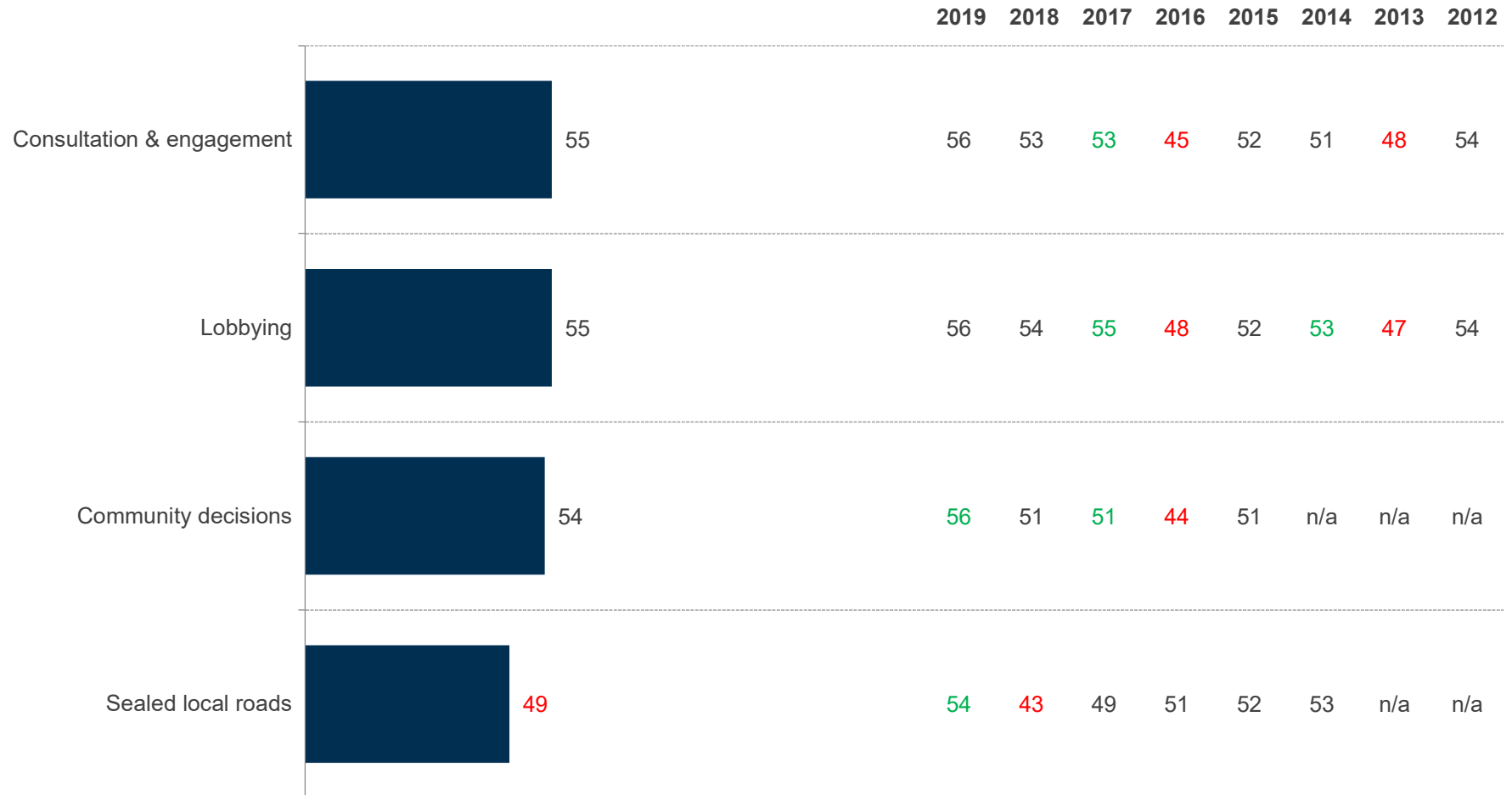
- residents aged 50 to 64 years (index score of 44, down 10 index points);
- women (48, down seven points); and
- residents who live in the Urban area (51, down five index points).





# Individual service area performance

2020 individual service area performance (index scores)

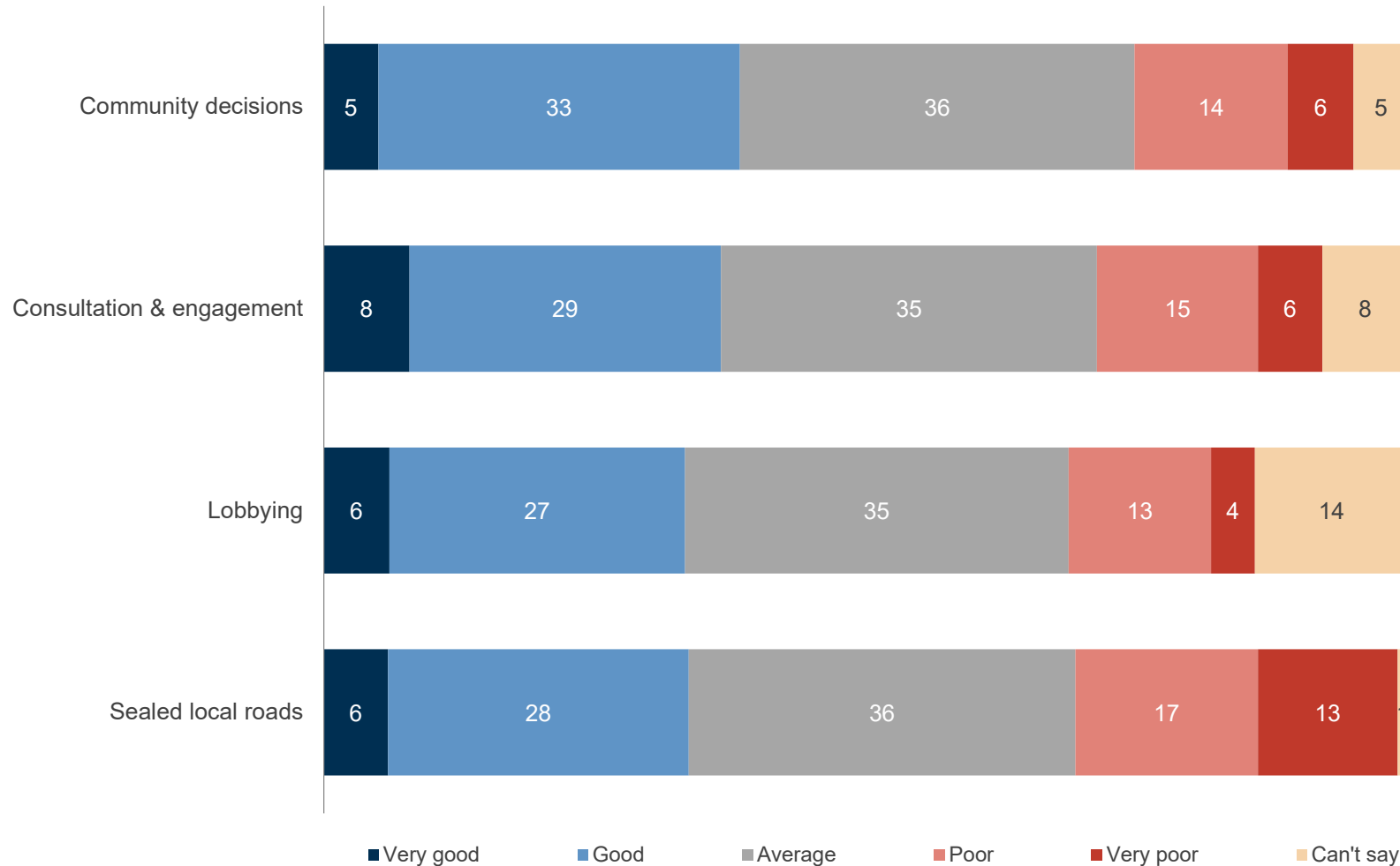


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.



# Individual service area performance

2020 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18

# Customer service





## Contact with council and customer service

### Contact with council

Two thirds of Council residents (66%) have had contact with Council in the last 12 months. Rate of contact is three percentage points higher than last year but has been relatively consistent over time.

- Residents aged 18 to 34 years had the most contact with Council (80%), significantly higher than average.
- Conversely, residents aged 65 years and over had the least contact with Council in 2020 (59%).



**Among those residents who have had contact with Council, 72% provide a positive customer service rating of 'very good' or 'good', including 30% of residents who rate Council's customer service as 'very good'.**

### Customer service

Council's customer service index score of 71 is not significantly different from 2019 (75).

- The 2020 customer service index score is the second-highest since tracking began.
- Customer service is rated in line with the State-wide and Small Rural group averages (index scores of 70 for each).

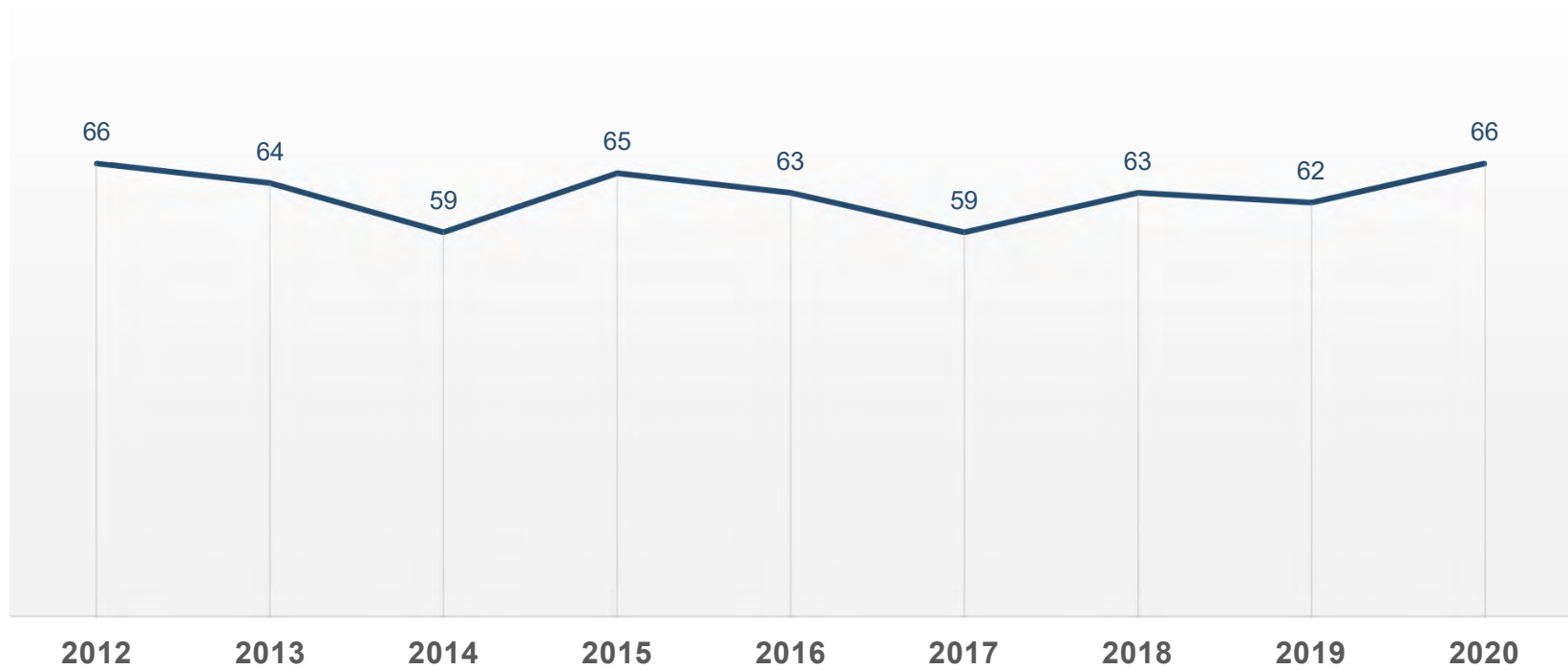
Seven in ten residents (72%) provide a positive customer service rating of 'very good' or 'good'.

- Perceptions of customer service are more positive (although not significantly so) among residents aged 65 years and over (index score of 75), those in the Urban area (72) and among men (72).
- Perceptions are less positive among residents in the Rural area (67) and those aged 50 to 64 years (68).



## Contact with council

2020 contact with council (%)  
Have had contact

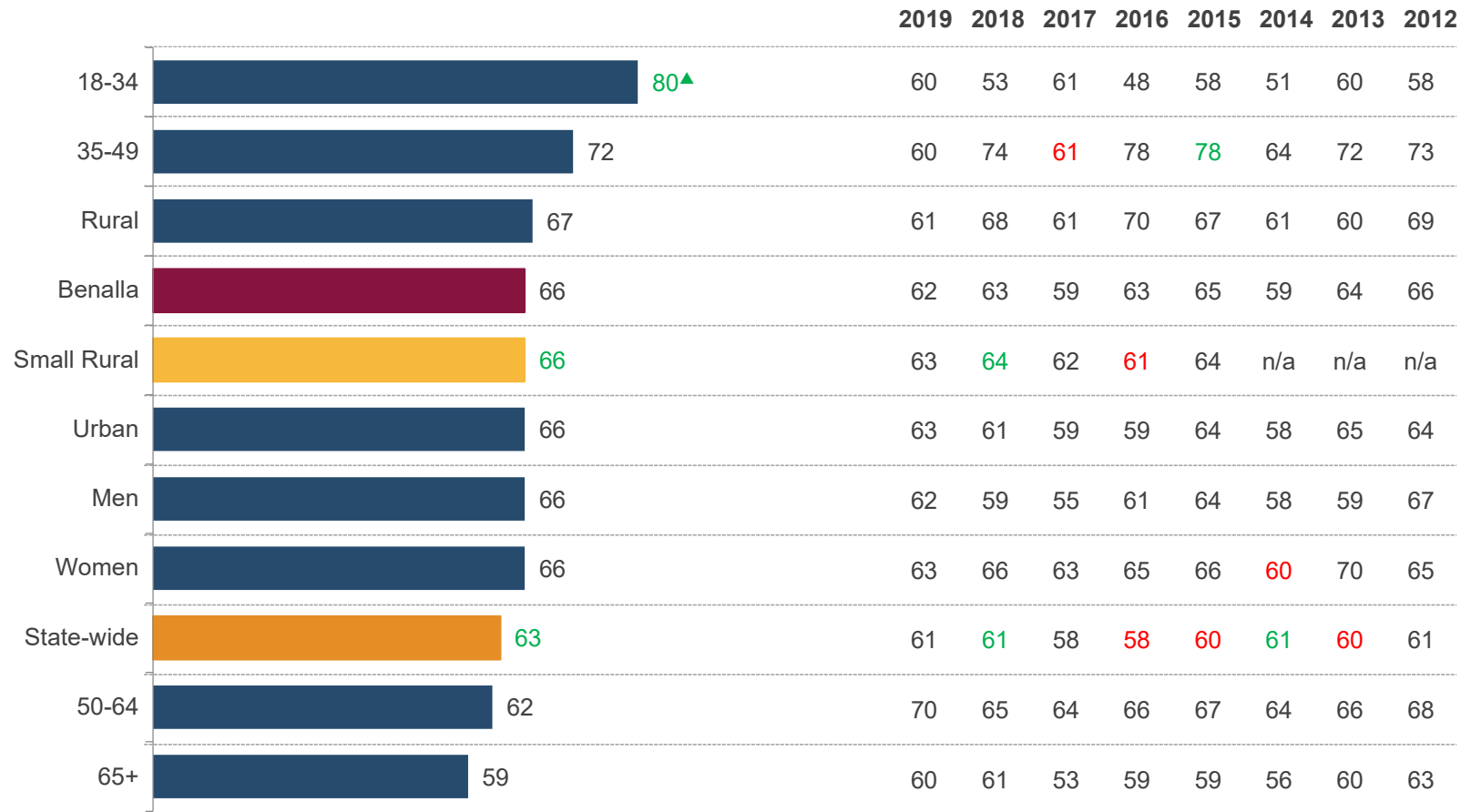


Q5. Over the last 12 months, have you or any member of your household had any contact with Benalla Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?  
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 12



# Contact with council

2020 contact with council (%)



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

Base: All respondents. Councils asked state-wide: 36 Councils asked group: 12

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



# Customer service rating

2020 customer service rating (index scores)

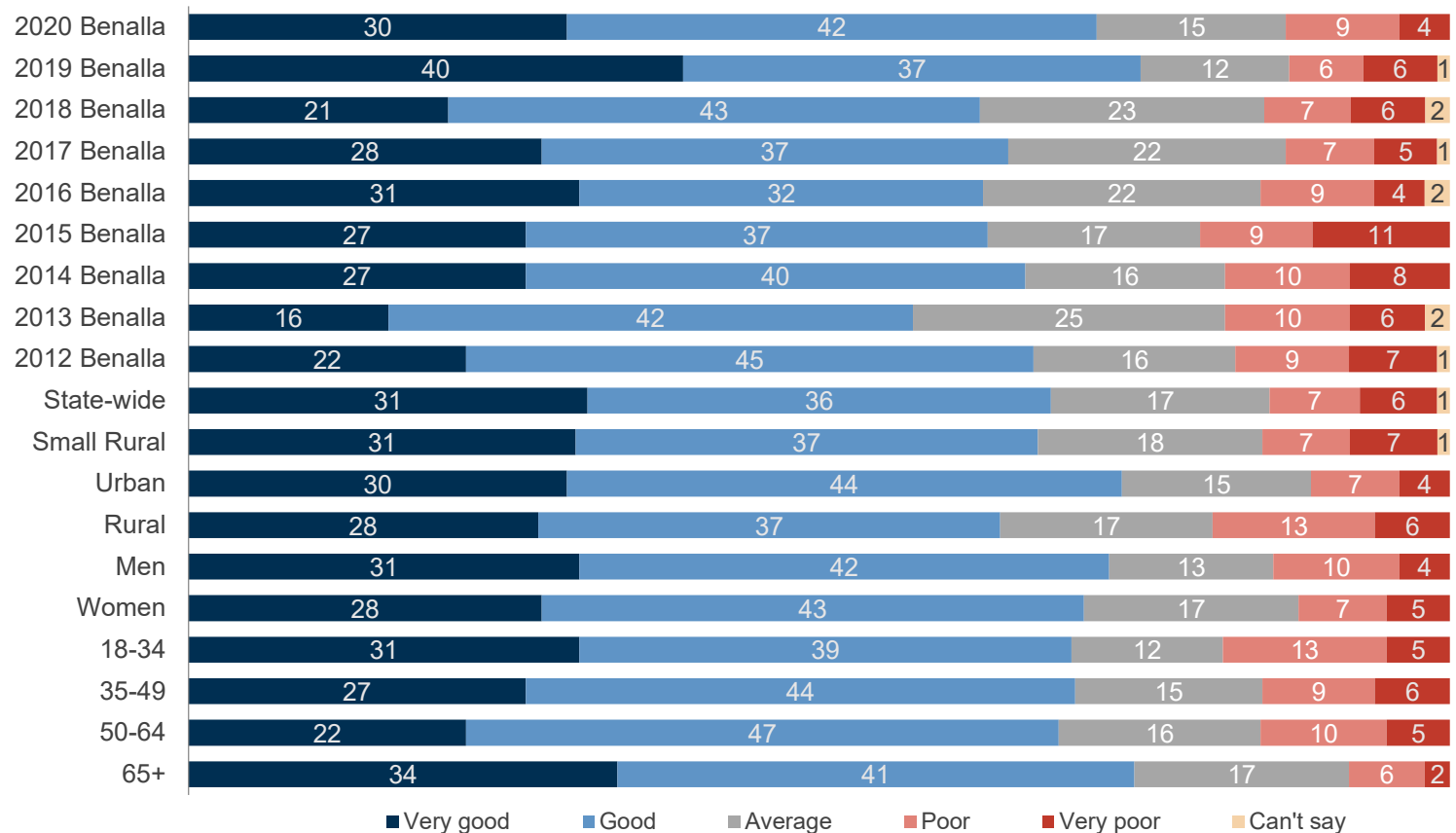
	2019	2018	2017	2016	2015	2014	2013	2012	
65+	75	72	68	71	71	63	72	66	65
Urban	72	76	66	68	71	64	69	66	65
Men	72	74	62	67	68	62	65	62	67
Benalla	71	75	66	70	70	65	67	63	67
Women	70	76	70	72	71	68	68	64	67
State-wide	70	71	70	69	69	70	72	71	71
Small Rural	70	70	69	69	69	70	n/a	n/a	n/a
18-34	69	75	65	73	64	64	64	65	63
35-49	69	78	66	65	73	73	61	59	67
50-64	68	76	66	70	67	62	67	64	71
Rural	67	71	66	73	66	68	62	53	71

Q5c. Thinking of the most recent contact, how would you rate Benalla Rural City Council for customer service?  
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 Councils asked state-wide: 62 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.



# Customer service rating

2020 customer service rating (%)



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





# **Council direction**



## Council direction

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Over the last 12 months, 69% of residents believe the direction of Council's overall performance has stayed the same, up twelve percentage points on 2019 – a shift from the proportion who view Council's direction as improving.

- 14% believe the direction has improved in the last 12 months (down twelve points on 2019).
- The proportion of residents who believe Council's direction has deteriorated is unchanged from 2019 (12%).
- The most satisfied with council direction are those aged 65+ years and residents in the Urban area.
- The least satisfied with council direction are Rural residents and those aged 35 to 49 years.





# Overall council direction last 12 months

2020 overall direction (index scores)

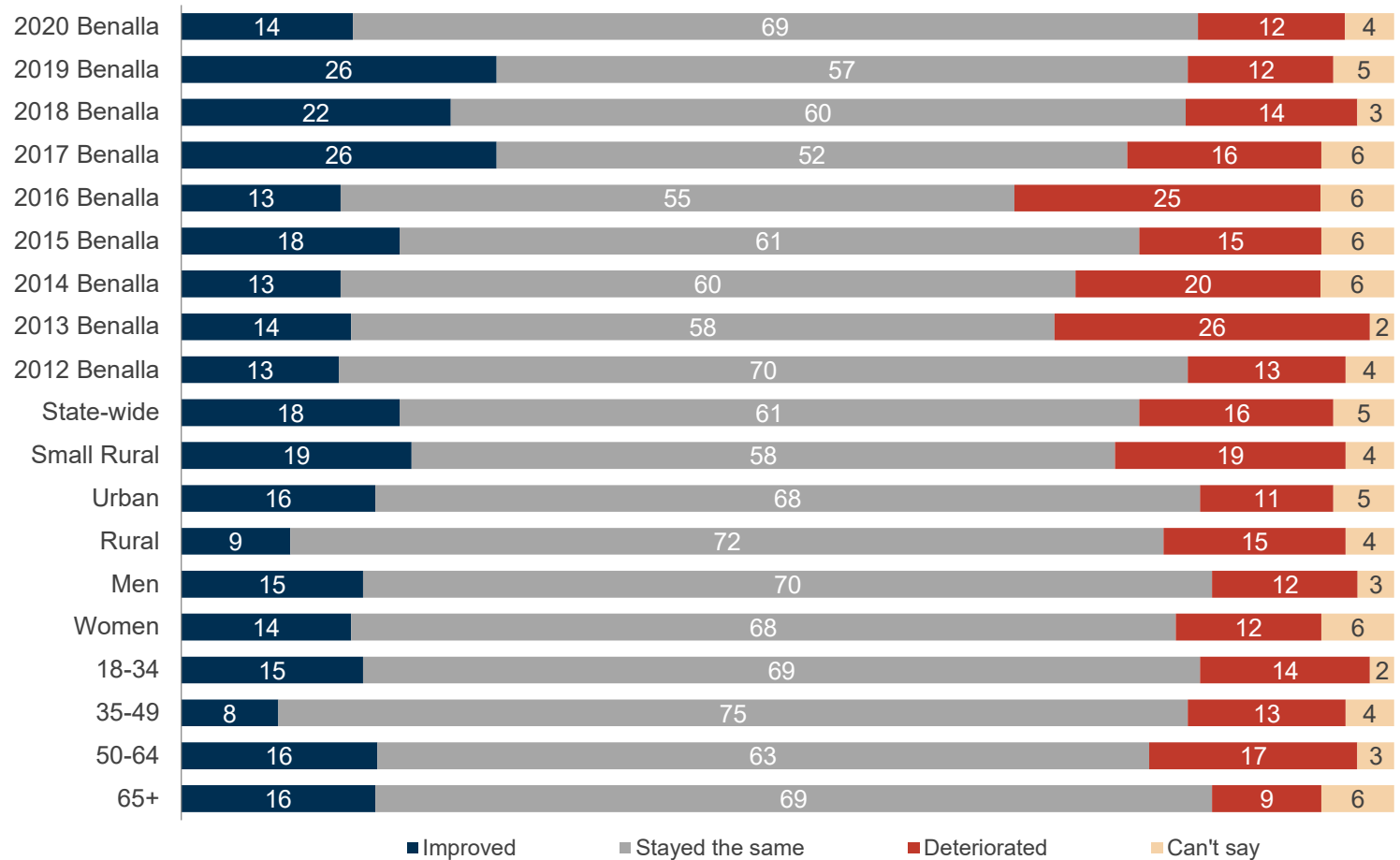
	2019	2018	2017	2016	2015	2014	2013	2012
65+	59	57	58	41	49	48	46	52
Urban	58	55	54	42	51	46	45	49
Men	61	57	57	44	52	44	41	50
Benalla	58	54	55	44	52	46	44	50
18-34	59	53	55	50	66	46	57	53
Women	55	51	54	43	52	49	47	50
State-wide	53	52	53	51	53	53	53	52
Small Rural	53	50	52	50	53	n/a	n/a	n/a
50-64	54	55	55	38	47	46	39	47
35-49	59	49	51	50	49	44	35	48
Rural	57	51	57	47	53	47	38	51

Q6. Over the last 12 months, what is your view of the direction of Benalla Rural City Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.



## Overall council direction last 12 months

2020 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Benalla Rural City Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18



**Individual service areas**



# Community consultation and engagement performance



2020 consultation and engagement performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
65+	55	51	56	42	50	56	49	57
Urban	55	54	53	43	52	52	49	55
18-34	57	61	52	39	60	56	53	54
Women	57	52	53	46	53	53	48	57
35-49	53	55	54	53	56	46	43	52
Benalla	56	53	53	45	52	51	48	54
Men	54	54	54	44	52	48	48	52
State-wide	56	55	55	54	56	57	57	57
Small Rural	56	54	55	55	56	n/a	n/a	n/a
Rural	56	49	55	48	53	49	44	51
50-64	56	48	51	44	46	46	47	53

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.

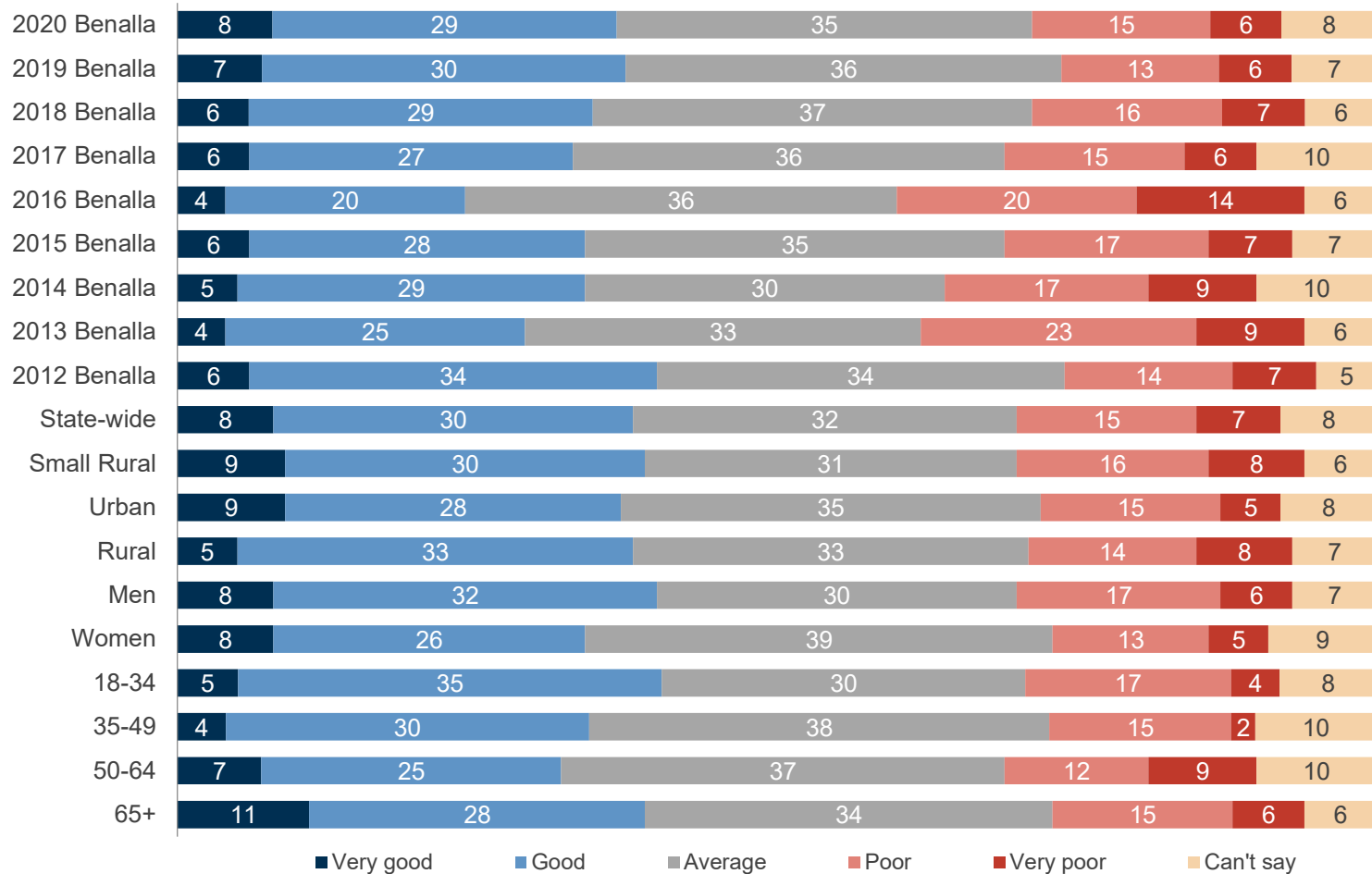




# Community consultation and engagement performance



2020 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: 62 Councils asked group: 18



# Lobbying on behalf of the community performance



2020 lobbying performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	57	56	59	46	55	58	47	49
65+	58	52	55	48	55	58	52	58
Urban	57	54	55	48	52	53	49	53
Men	56	55	55	47	53	52	47	52
Benalla	56	54	55	48	52	53	47	54
Women	56	53	55	50	52	55	48	55
Rural	54	51	56	48	54	54	42	54
State-wide	54	54	54	53	55	56	55	55
Small Rural	55	53	55	54	56	n/a	n/a	n/a
35-49	54	53	54	52	54	47	43	56
50-64	55	53	53	47	45	48	47	51

Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.

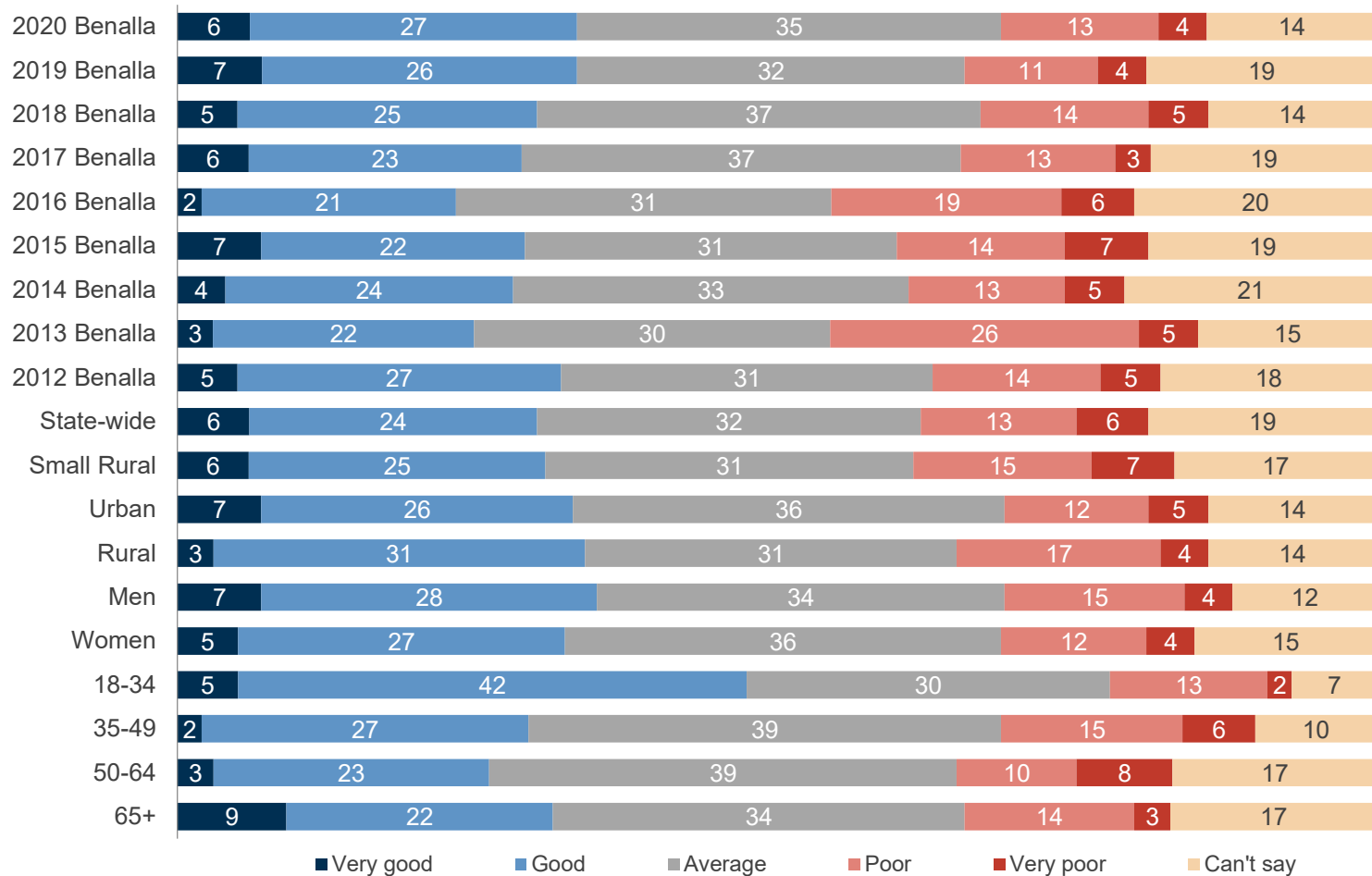




# Lobbying on behalf of the community performance



2020 lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18

# Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)

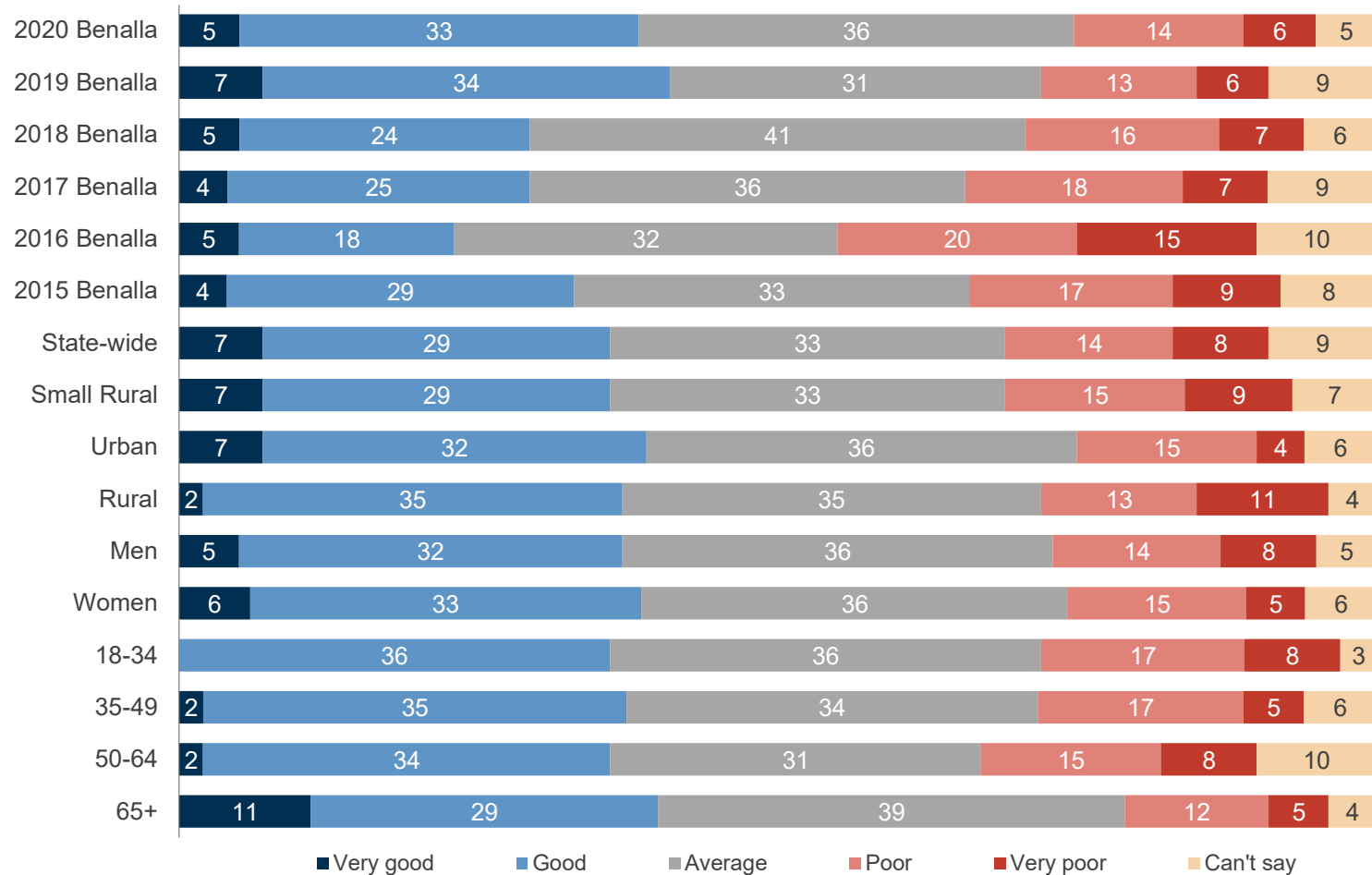
	2019	2018	2017	2016	2015	2014	2013	2012
65+	56	54	52	42	48	n/a	n/a	n/a
Urban	57	52	49	44	50	n/a	n/a	n/a
Women	57	49	52	45	50	n/a	n/a	n/a
Benalla	56	51	51	44	51	n/a	n/a	n/a
35-49	54	44	48	53	54	n/a	n/a	n/a
Men	56	53	49	43	52	n/a	n/a	n/a
State-wide	55	54	54	54	55	57	n/a	n/a
Small Rural	55	52	55	53	56	n/a	n/a	n/a
50-64	56	52	50	40	46	n/a	n/a	n/a
18-34	58	54	52	43	58	n/a	n/a	n/a
Rural	53	49	55	45	51	n/a	n/a	n/a

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.

# Decisions made in the interest of the community performance



2020 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: 62 Councils asked group: 18

# The condition of sealed local roads in your area performance



2020 sealed local roads performance (index scores)

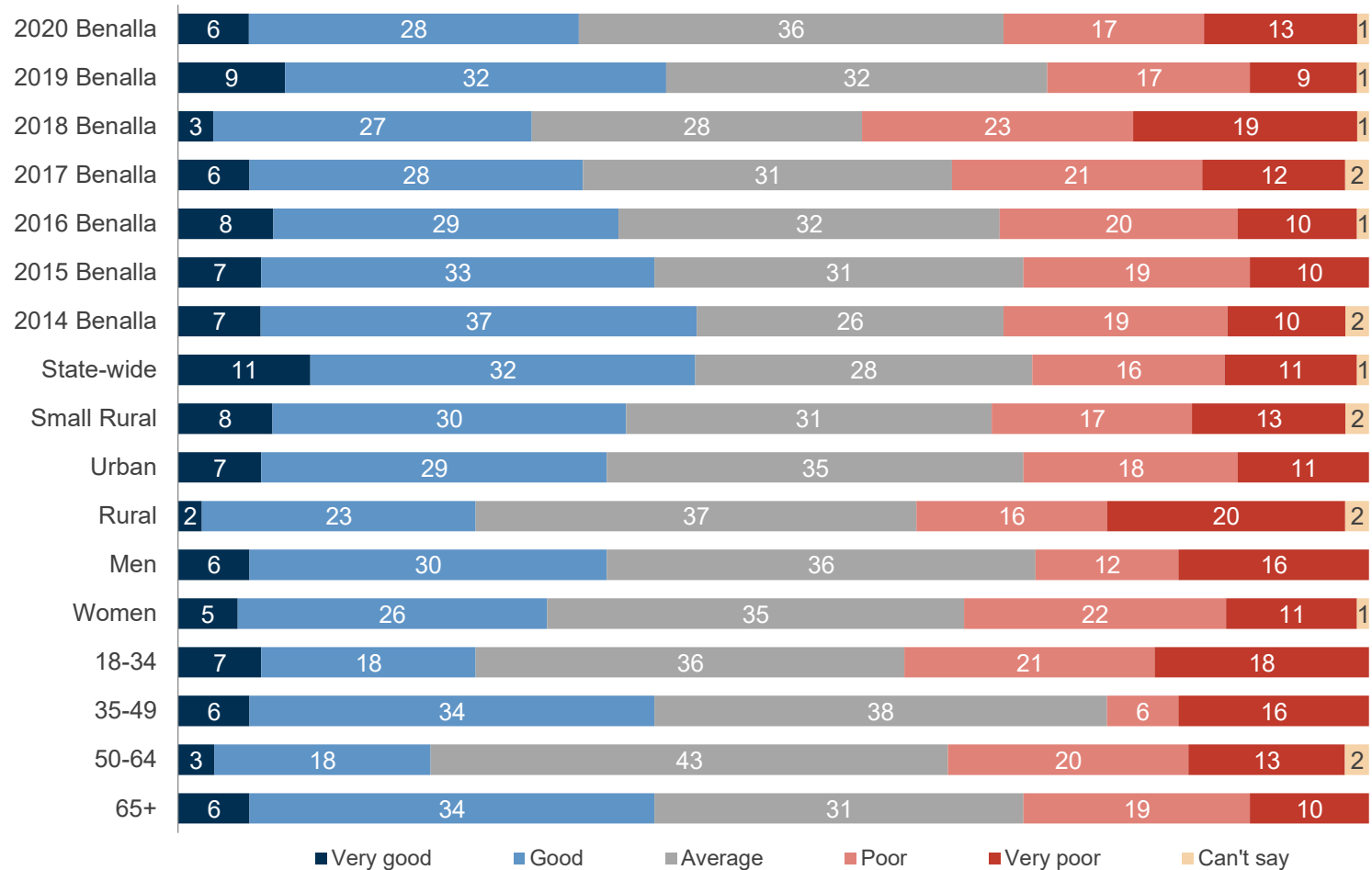
	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56	53	53	54	55	55	n/a	n/a
35-49	50	43	50	56	54	53	n/a	n/a
65+	57	43	47	49	51	52	n/a	n/a
Urban	56	47	51	53	54	57	n/a	n/a
Small Rural	53	49	50	52	52	n/a	n/a	n/a
Men	53	44	49	51	51	49	n/a	n/a
Benalla	54	43	49	51	52	53	n/a	n/a
Women	55	42	49	52	52	56	n/a	n/a
18-34	52	50	55	55	52	54	n/a	n/a
50-64	54	39	46	47	50	53	n/a	n/a
Rural	49	30	45	47	47	44	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: 62 Councils asked group: 18  
 Note: Please see Appendix A for explanation of significant differences.

# The condition of sealed local roads in your area performance



2020 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: 62 Councils asked group: 18



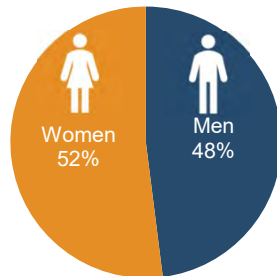
**Detailed  
demographics**



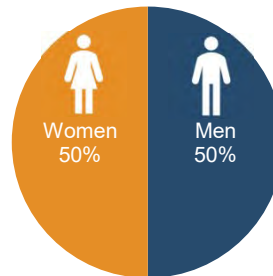
# Gender and age profile

## 2020 gender

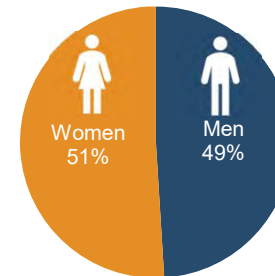
Benalla



Small Rural

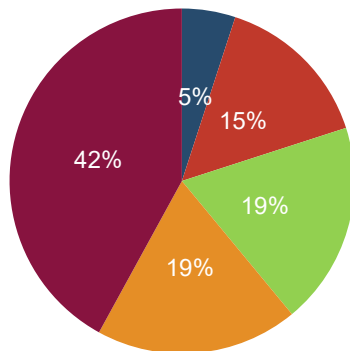


State-wide

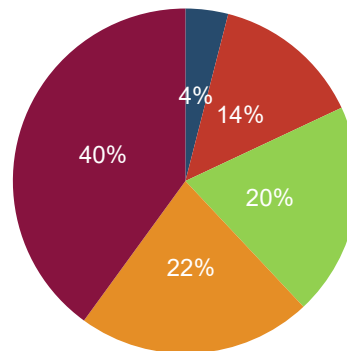


## 2020 age

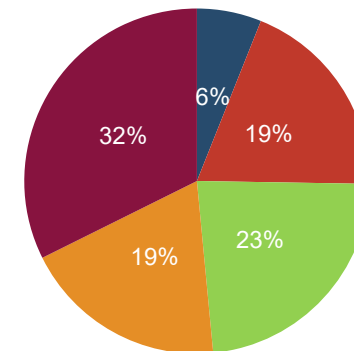
Benalla



Small Rural



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?

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

Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



**Appendix A:  
Index scores,  
margins of error  
and significant  
differences**





## Appendix A: Index Scores

### Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from ‘very good’ to ‘very poor’, with ‘can’t say’ also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an ‘Index Score’ has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with ‘can’t say’ responses excluded from the analysis. The ‘% RESULT’ for each scale category is multiplied by the ‘INDEX FACTOR’. This produces an ‘INDEX VALUE’ for each category, which are then summed to produce the ‘INDEX SCORE’, equating to ‘60’ in the following example.

Similarly, an Index Score has been calculated for the Core question ‘Performance direction in the last 12 months’, based on the following scale for each performance measure category, with ‘Can’t say’ responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can’t say	1%	--	INDEX SCORE 60

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can’t say	1%	--	INDEX SCORE 56



## Appendix A: Margins of error

The sample size for the 2020 State-wide Local Government Community Satisfaction Survey for Benalla Rural City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 11,300 people aged 18 years or over for Benalla Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
<b>Benalla Rural City Council</b>	400	400	+/-4.8
<b>Men</b>	182	192	+/-7.2
<b>Women</b>	218	208	+/-6.6
<b>Urban</b>	298	296	+/-5.6
<b>Rural</b>	102	104	+/-9.7
<b>18-34 years</b>	40	82	+/-15.7
<b>35-49 years</b>	47	75	+/-14.4
<b>50-64 years</b>	98	76	+/-9.9
<b>65+ years</b>	215	167	+/-6.6



## Appendix A: Significant difference reporting notation

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing green (▲) and downward directing red arrows (▼).

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

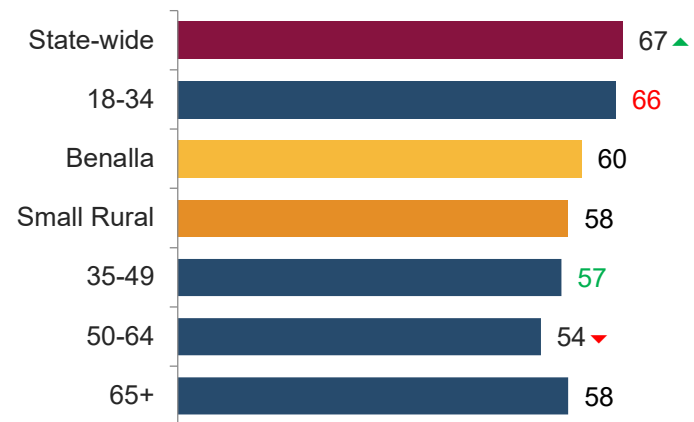
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2019.

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 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

**Overall Performance – Index Scores  
(example extract only)**





## Appendix A: Index score significant difference calculation

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

$$Z \text{ Score} = (\$1 - \$2) / \text{Sqrt} ((\$5^2 / \$3) + (\$6^2 / \$4))$$

Where:

- \$1 = Index Score 1
- \$2 = Index Score 2
- \$3 = unweighted sample count 1
- \$4 = unweighted sample count 2
- \$5 = standard deviation 1
- \$6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.



**Appendix B:  
Further project  
information**



## Appendix B: Further information

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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 2020 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:  
[admin@jwsresearch.com](mailto:admin@jwsresearch.com)



## Appendix B: Survey methodology and sampling

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The 2020 results are compared with previous years, as detailed below:

- 2020, n=400 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 1<sup>st</sup> February – 30<sup>th</sup> 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.
- 2014, n=400 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June.

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 Benalla Rural City Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Benalla Rural City Council.

Survey sample matched to the demographic profile of Benalla Rural City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 60% mobile phone numbers to cater to the diversity of residents within Benalla Rural City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Benalla Rural City Council. Survey fieldwork was conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March, 2020.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 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 2012-2020 vary slightly.

### Council Groups

Benalla Rural City Council is classified as a Small Rural council according to the following classification list:

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

Councils participating in the Small Rural group are:

- Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, West Wimmera and Yarriambiack.

Wherever appropriate, results for Benalla Rural City Council for this 2020 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small 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: 2012 survey revision

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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 Benalla Rural City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2020 have been made throughout this report as appropriate.



## Appendix B: Core, optional and tailored questions

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### 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 2020 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 2020 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

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### Reporting

Every council that participated in the 2020 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:

<http://www.delwp.vic.gov.au/local-government/strengthening-councils/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

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

**CSS:** 2020 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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