2023 Local Government Community Satisfaction Survey

Benalla Rural City Council

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

JWS RESEARCH

Contents

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-fourth 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 24 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 24 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.
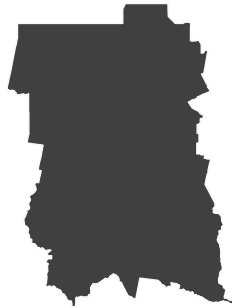
Benalla 50

Small Rural 55

State-wide 56

Council performance compared to group average

Top 3 performing areas

Appearance of public areas	=	on par
Emergency & disaster mngt	=	on par
COVID-19 response	▼	lower

Lowest 3 performing areas

Unsealed roads	=	on par
Sealed local roads	=	on par
Consultation & engagement	▼	lower
Customer service	=	on par

Summary of core measures

Index scores

- Overall Performance
- Value for money
- Community Consultation
- Making Community Decisions
- Sealed Local Roads
- Waste management
- Customer Service
- Overall Council Direction
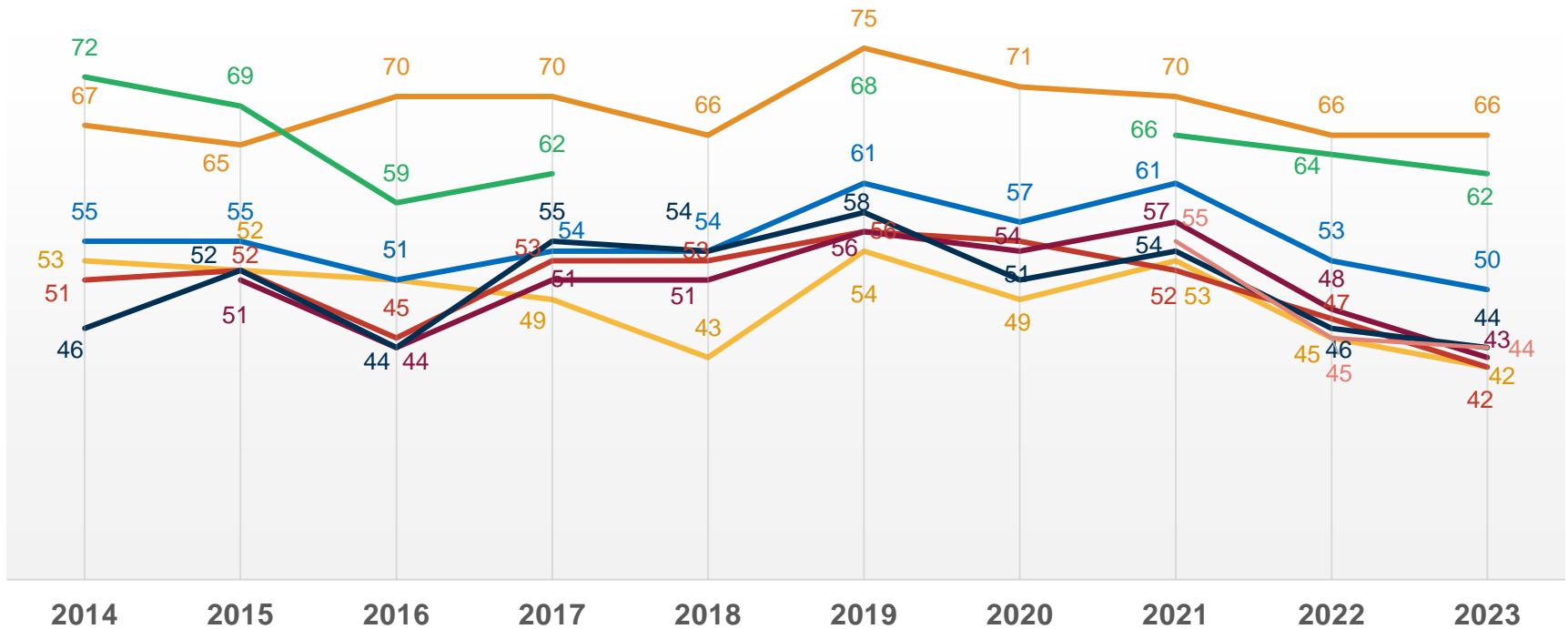
Summary of core measures

Core measures summary results (%)
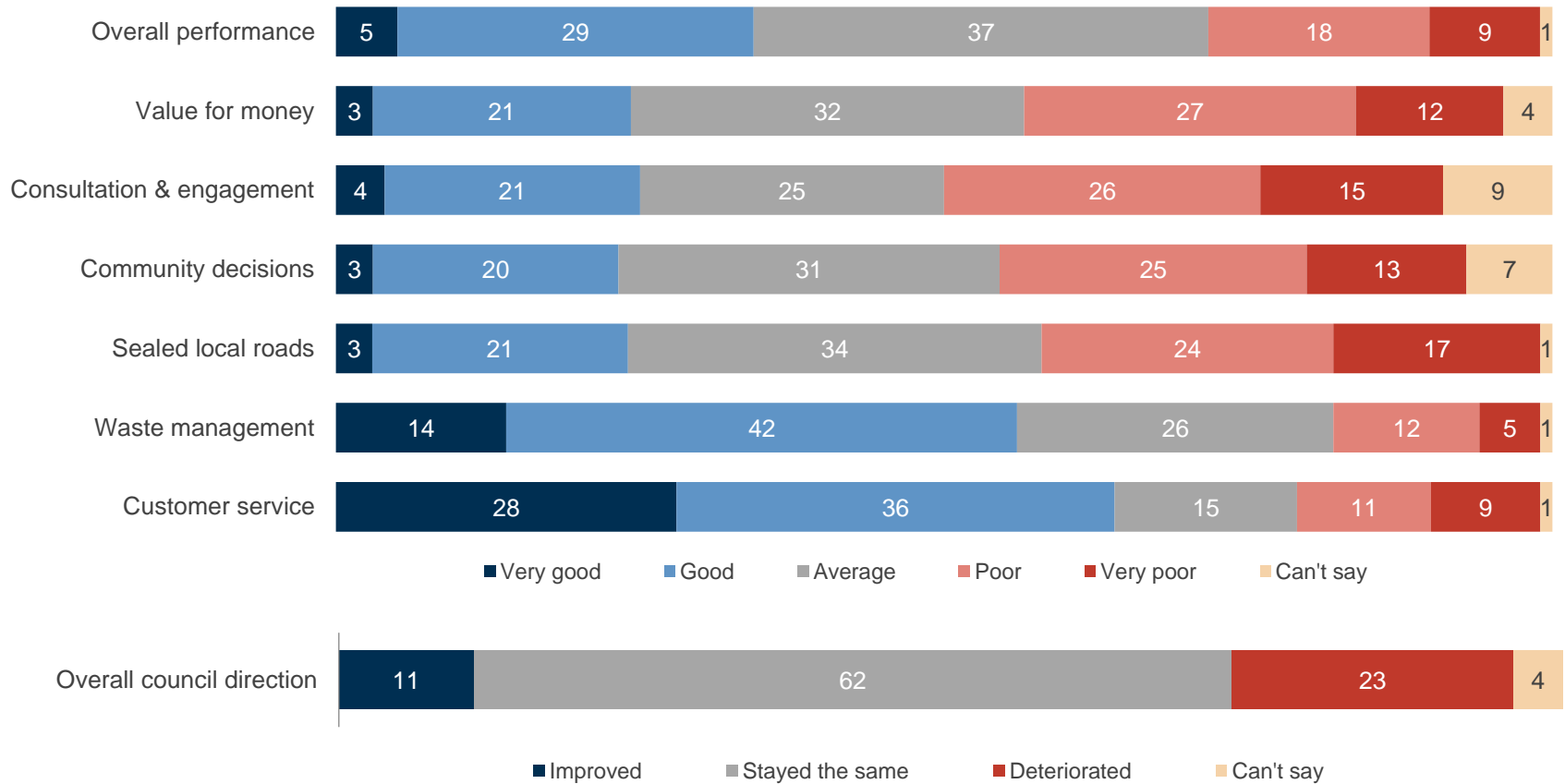
	Very good	Good	Average	Poor	Very poor	Can't say
Overall performance	5	29	37	18	9	1
Value for money	3	21	32	27	12	4
Consultation & engagement	4	21	25	26	15	9
Community decisions	3	20	31	25	13	7
Sealed local roads	3	21	34	24	17	1
Waste management	14	42	26	12	5	1
Customer service	28	36	15	11	9	1

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

	Improved	Stayed the same	Deteriorated	Can't say
Overall council direction	11	62	23	4

■ Improved ■ Stayed the same ■ Deteriorated ■ Can't say

Summary of Benalla Rural City Council performance

Services	Benalla 2023	Benalla 2022	Small Rural 2023	State-wide 2023	Highest score	Lowest score
Overall performance	50	53	55	56	Aged 65+ years	Aged 50-64 years, Aged 18-34 years
Value for money	44	45	49	49	Aged 18-34 years	Aged 35-49 years
Overall council direction	44	46	47	46	Women, Aged 50-64 years	Men, Aged 35-49 years
Customer service	66	66	65	67	Aged 50-64 years	Aged 35-49 years
Appearance of public areas	70	69	71	67	Aged 35-49 years	Aged 50-64 years
Emergency & disaster mngt	68	66	66	65	Aged 18-34 years	Men, Rural residents
COVID-19 response	64	65	69	67	Aged 65+ years	Aged 50-64 years
Recreational facilities	63	65	67	68	Aged 65+ years	Aged 18-34 years
Parking facilities	62	66	60	55	Aged 35-49 years, Aged 65+ years	Aged 50-64 years
Waste management	62	64	66	66	Aged 65+ years	Aged 18-34 years

Significantly higher / lower than Benalla Rural City Council 2023 result at the 95% confidence interval.
Please see Appendix A for explanation of significant differences.

Summary of Benalla Rural City Council performance

Services		Benalla 2023	Benalla 2022	Small Rural 2023	State-wide 2023	Highest score	Lowest score
	Family support services	57	62	62	63	Women, Aged 35-49 years	Men, Aged 50-64 years
	Environmental sustainability	55	55	59	60	Aged 35-49 years	Aged 50-64 years
	Tourism development	52	56	61	61	Women	Men
	Population growth	48	48	44	48	Men	Aged 35-49 years
	Slashing & weed control	46	45	47	46	Aged 18-34 years	Rural residents
	Lobbying	46	48	52	51	Aged 65+ years, Urban residents	Rural residents
	Community decisions	43	48	52	51	Aged 18-34 years	Aged 35-49 years
	Local streets & footpaths	43	42	52	52	Aged 35-49 years	Aged 18-34 years
	Consultation & engagement	42	47	53	52	Aged 18-34 years	Aged 35-49 years
	Sealed local roads	42	45	44	48	Aged 65+ years	Aged 50-64 years
	Unsealed roads	38	36	38	37	Aged 65+ years, Urban residents	Aged 35-49 years

Significantly higher / lower than Benalla Rural City Council 2023 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences.

Focus areas for the next 12 months

Overview

Benalla Rural City Council's overall performance index score of 50 is down a (not significant) three points from last year. Perceptions of Council's overall performance have declined for two years running, from a peak index score of 61 two years ago, to a 10 year low this year. There are some significant declines in the index scores for individual service areas, but far fewer than in 2022 (when nearly all service area performance scores declined). Perceptions in other areas have not changed significantly compared to last year.

Key influences on perceptions of overall performance

Two key influences on overall performance, emergency and disaster management, and waste management, performed relatively well in 2023. Attention in the first instance should be directed to the service areas that have influence and are performing less well, namely sealed local roads, and local streets and footpaths, as well as community consultation and decisions made in the interest of the community. The latter two performance areas reported a significant decline in perceptions in the last year.

Comparison to state and area grouping

On overall performance and in the majority of the service areas evaluated, Council continues to rate significantly lower than both the State-wide and Small Rural group averages. In the areas of the appearance of public areas, emergency and disaster management, and parking facilities, Council performs in line with the Small Rural group average and higher than the State-wide average. In the area of population growth, Council performs significantly higher than the Small Rural group average.

Maintain and shore up stronger performing areas

Perceptions of Council's performance on waste management and customer service have been relatively stable over time and remain among Council's strongest performing areas. Historically (back in 2019), Council has performed more strongly in both of these areas – suggesting there is potential to further improve in these areas. The tangible nature of waste management makes it possible for changes to be noticed, thus positively impacting perceptions of Council performance in this service area, and overall.

DETAILED FINDINGS

Overall performance

Overall performance

The overall performance index score of 50 for Benalla Rural City Council represents a three-point (not significant) decline on the 2022 result.

- Overall performance is at its lowest level in 10 years.

Benalla Rural City Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils in the Small Rural group and the State-wide average for councils (index scores of 55 and 56 respectively).

- No demographic or geographic cohorts in Benalla report any significant change in their perceptions of Council's overall performance in the last 12 months, nor do views differ significantly compared to the average.

The index score of 44 for value for money in services and infrastructure is largely unchanged since 2022. Again, this is significantly lower than the rating for councils in the Small Rural group and the State-wide average for councils (index scores of 49 for both).

Almost one quarter of residents (24%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. This is exceeded by the proportion of residents who rate Council as 'very poor' or 'poor' on this metric (39%), with a further 32% rating Council as 'average'.
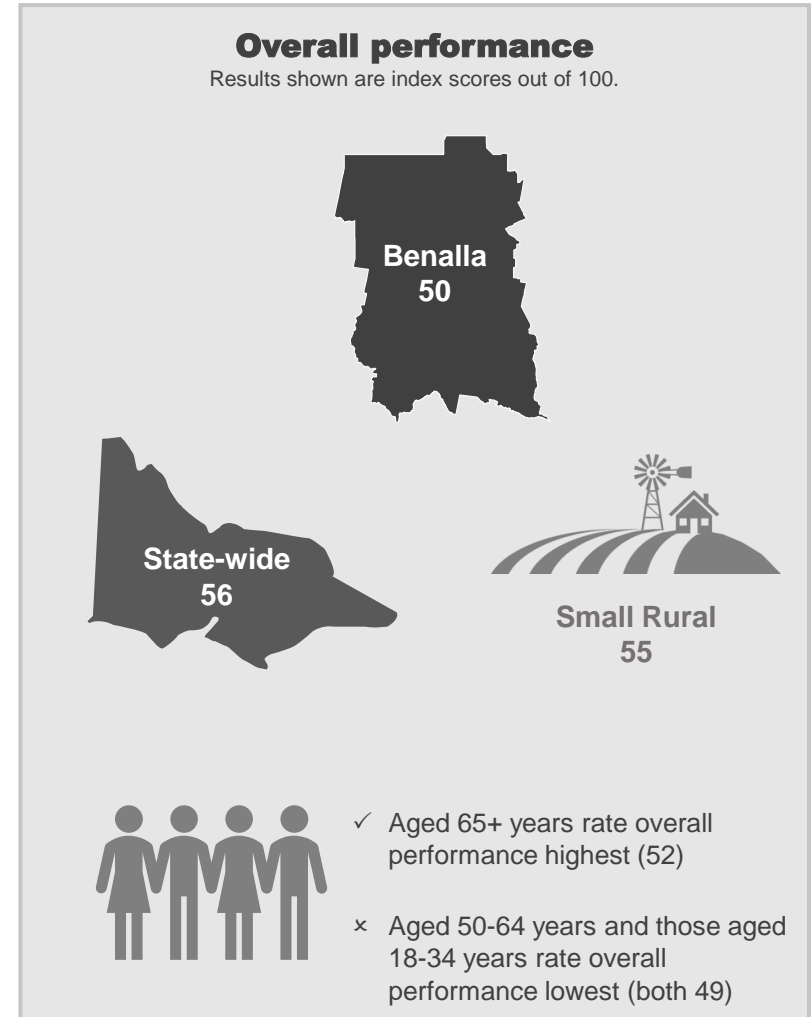
Overall performance
Results shown are index scores out of 100.
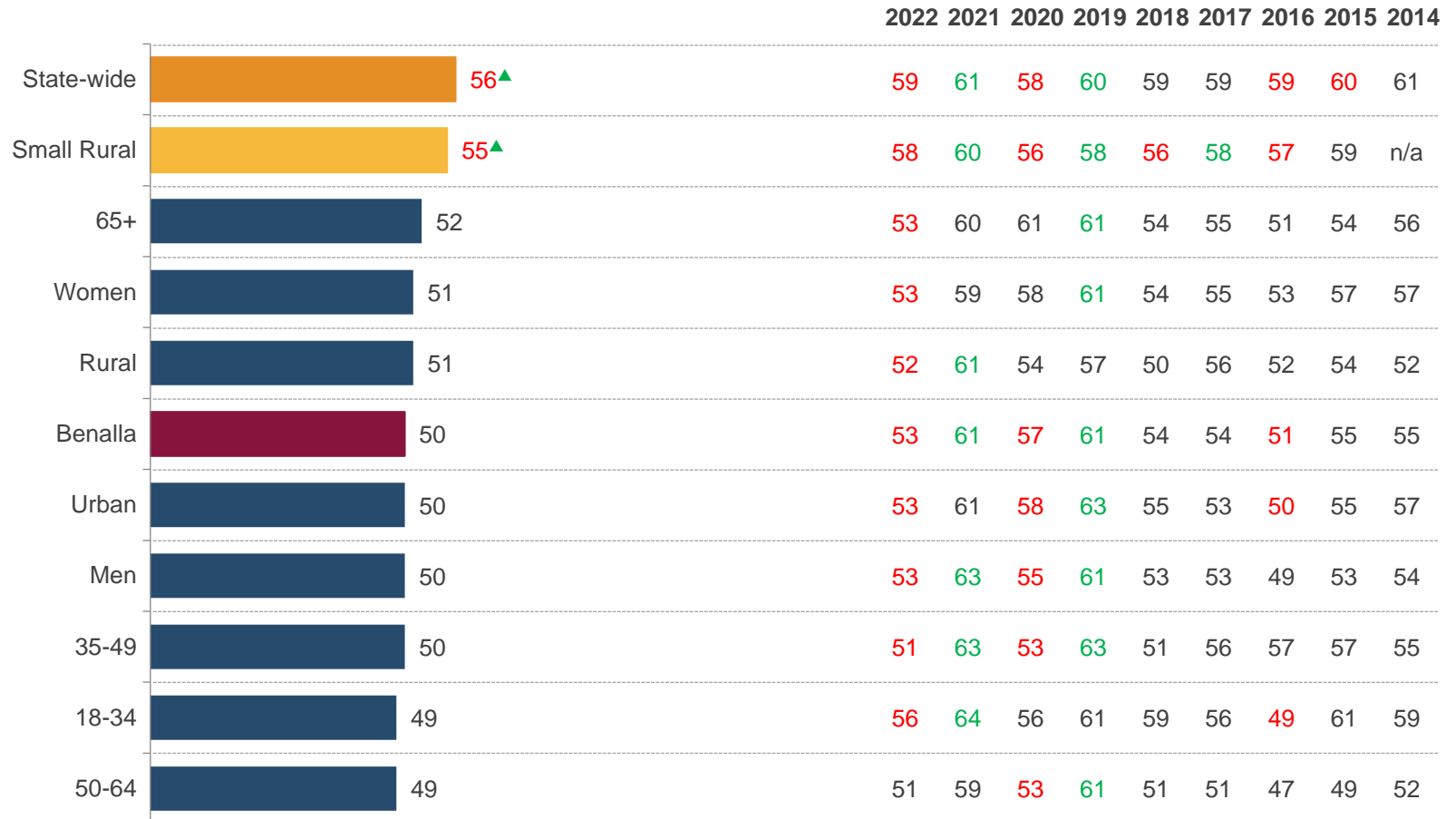
Benalla
50

State-wide
56

Small Rural
55

✓ Aged 65+ years rate overall performance highest (52)

✗ Aged 50-64 years and those aged 18-34 years rate overall performance lowest (both 49)

Overall performance

2023 overall performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	56 ▲	59	61	58	60	59	59	59	60	61
Small Rural	55 ▲	58	60	56	58	56	58	57	59	n/a
65+	52	53	60	61	61	54	55	51	54	56
Women	51	53	59	58	61	54	55	53	57	57
Rural	51	52	61	54	57	50	56	52	54	52
Benalla	50	53	61	57	61	54	54	51	55	55
Urban	50	53	61	58	63	55	53	50	55	57
Men	50	53	63	55	61	53	53	49	53	54
35-49	50	51	63	53	63	51	56	57	57	55
18-34	49	56	64	56	61	59	56	49	61	59
50-64	49	51	59	53	61	51	51	47	49	52

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: 66 Councils asked group: 19
Note: Please see Appendix A for explanation of significant differences.

Overall performance
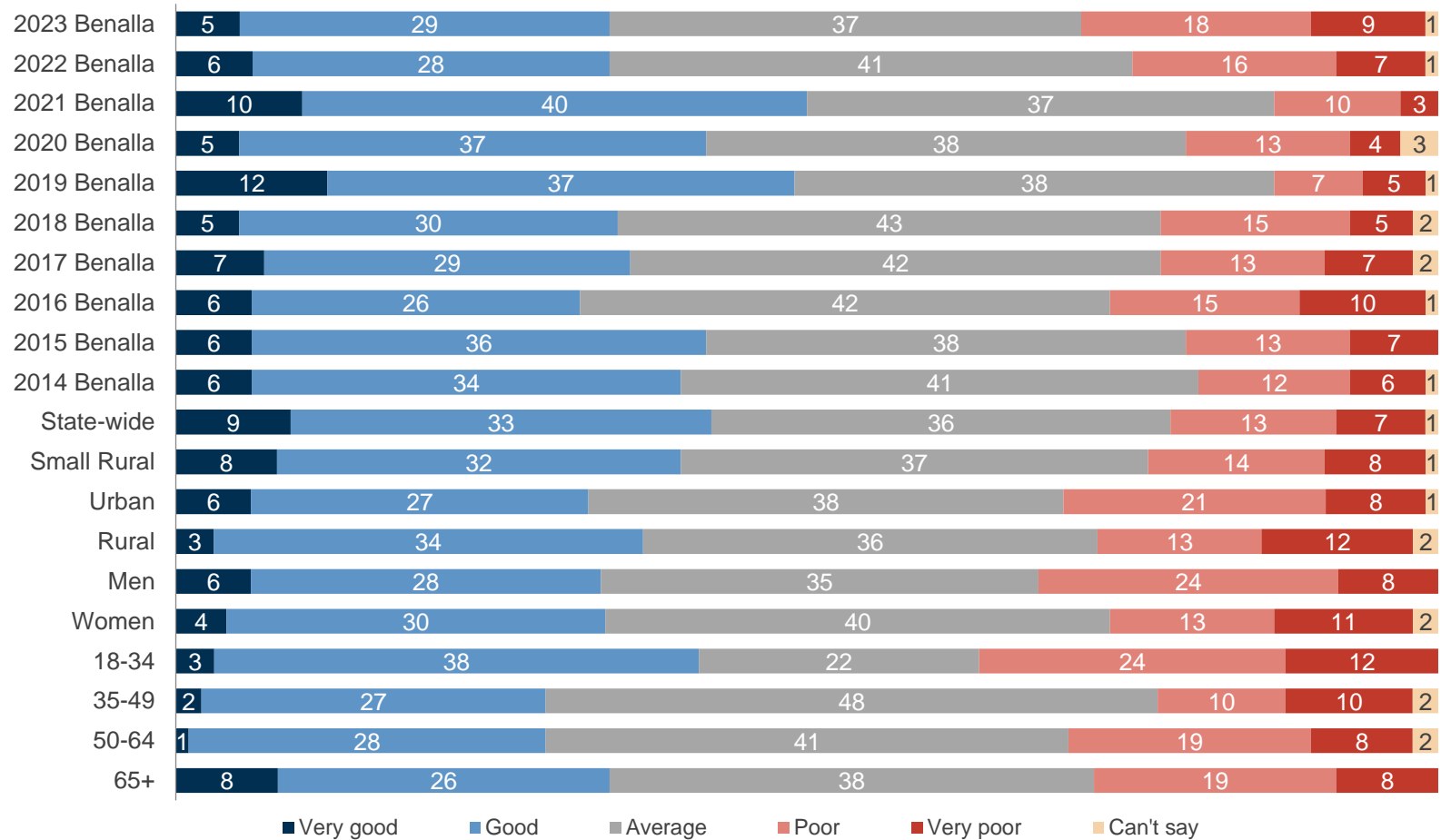
2023 overall performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	5	29	37	18	9	1
2022 Benalla	6	28	41	16	7	1
2021 Benalla	10	40	37	10	3	
2020 Benalla	5	37	38	13	4	3
2019 Benalla	12	37	38	7	5	1
2018 Benalla	5	30	43	15	5	2
2017 Benalla	7	29	42	13	7	2
2016 Benalla	6	26	42	15	10	1
2015 Benalla	6	36	38	13	7	
2014 Benalla	6	34	41	12	6	1
State-wide	9	33	36	13	7	1
Small Rural	8	32	37	14	8	1
Urban	6	27	38	21	8	1
Rural	3	34	36	13	12	2
Men	6	28	35	24	8	
Women	4	30	40	13	11	2
18-34	3	38	22	24	12	
35-49	2	27	48	10	10	2
50-64	1	28	41	19	8	2
65+	8	26	38	19	8	

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: 66 Councils asked group: 19

Value for money in services and infrastructure

2023 value for money (index scores)
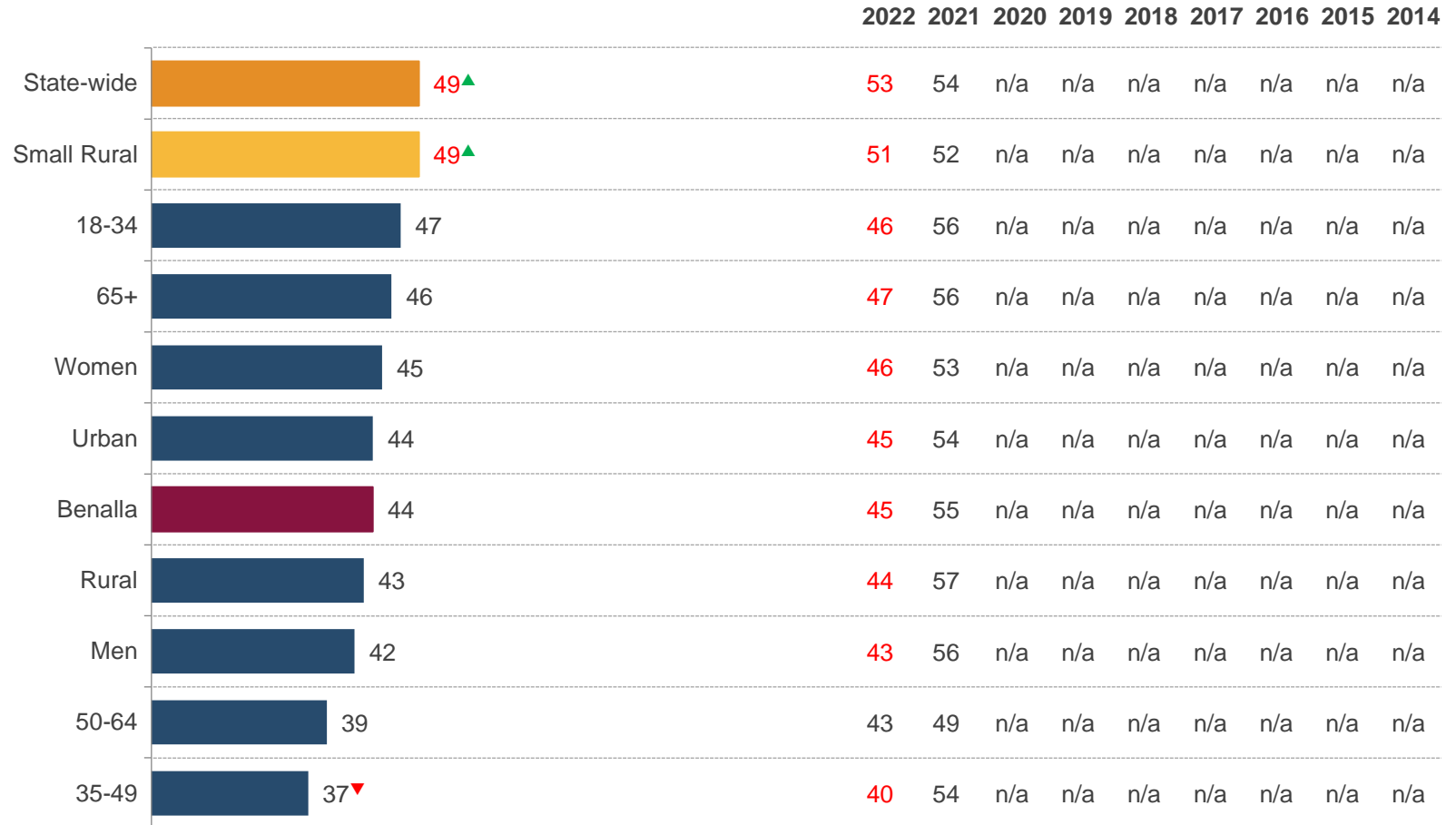
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	49 ▲	53	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	49 ▲	51	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	47	46	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	46	47	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	45	46	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Urban	44	45	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Benalla	44	45	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rural	43	44	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	42	43	56	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	39	43	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	37 ▼	40	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q3b. How would you rate Benalla Rural City Council at providing good value for money in infrastructure and services provided to your community?
Base: All respondents. Councils asked State-wide: 65 Councils asked group: 19
Note: Please see Appendix A for explanation of significant differences.

Value for money in services and infrastructure

2023 value for money (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	3	21	32	27	12	4
2022 Benalla	5	20	35	23	13	4
2021 Benalla	7	33	35	15	7	3
State-wide	7	26	34	18	12	4
Small Rural	6	25	34	19	12	3
Urban	4	21	31	30	11	3
Rural	2	22	34	21	16	6
Men	3	23	27	31	14	2
Women	4	20	36	24	11	6
18-34	3	27	33	28	9	
35-49		11	36	31	15	7
50-64		22	28	30	17	2
65+	6	22	31	25	11	4

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q3b. How would you rate Benalla Rural City Council at providing good value for money in infrastructure
and services provided to your community?
Base: All respondents. Councils asked State-wide: 65 Councils asked group: 19

Top performing service areas

The appearance of public areas (index score of 70) remains Council's top performing service area, increasing by one index point from 2022 (not a significant change).

- Council performs in line with the Small Rural group average and significantly higher than the State-wide average for councils in this service area.

Emergency and disaster management is Council's next highest rated service area (index score of 68), followed by:

- COVID-19 response (index score of 64)

- Recreational facilities (index score of 63).

Despite being among Council's top performing areas, the latter two are rated below the Small Rural group average.

The index score for emergency and disaster management increased two points. While not a significant increase, it is positive for Council, as this service area has a key influence on Council's overall performance rating. Council is also rated in line with the Small Rural group average here, and significantly above the State-wide average. Two groups rate Council's performance on this metric significantly higher than the Council average:

- Residents aged 18 to 34 years and women (index scores of 74 and 72 respectively).

- Further, ratings among Urban residents (70) improved by a significant four index points from 2022.

Appearance of public areas (index score of 70) is where Council performed best in 2023.

Low performing service areas

Council rates lowest – relative to its performance in other areas – in the areas of unsealed roads (index score of 38) and sealed local roads (index score of 42).

The maintenance of unsealed roads is Council's lowest rated area (index score of 38), though it has improved by two index points since 2022, halting further deterioration following a significant decline the previous year. Residents in the Rural area (index score of 31), rate this service area significantly lower than average, so attention should first be focused in this location.

Sealed local roads is Council's next lowest performing area (42), down a further three index points following a significant decline in 2022. This has taken Council's sealed local roads rating to a 10 year low.

That said, Council rates in line with the Small Rural group average on both unsealed and sealed road measures.

Consultation and engagement, and decisions made in the interest of the community are also among Council's lower rated areas (index scores of 42 and 43, respectively), and have both suffered consecutive significant ratings declines (this year both down five points).

The importance of sealed road maintenance and community consultation is reinforced as they are the two issues most frequently identified when residents are asked what Council needs to do most to improve its performance (both at 17%).

Individual service area performance

2023 individual service area performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
Appearance of public areas — 70	69	75	n/a	76	n/a	73	72	75	77
Emergency & disaster mngt — 68	66	70	n/a	74	n/a	71	69	69	69
COVID-19 response — 64	65	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities — 63	65	70	n/a	67	n/a	65	66	69	69
Parking facilities — 62	66	69	n/a	69	n/a	70	65	63	64
Waste management — 62	64	66	n/a	68	n/a	62	59	69	72
Family support services — 57	62	64	n/a	70	n/a	67	63	67	72
Environmental sustainability — 55	55	62	n/a	58	n/a	59	56	60	60
Tourism development — 52	56	60	n/a	65	n/a	58	54	54	58
Population growth — 48	48	56	n/a	57	n/a	n/a	n/a	n/a	n/a
Slashing & weed control — 46	45	51	n/a	57	n/a	48	51	49	52
Lobbying — 46	48	53	55	56	54	55	48	52	53
Community decisions — 43	48	57	54	56	51	51	44	51	n/a
Local streets & footpaths — 43	42	50	n/a	53	n/a	48	48	48	50
Consultation & engagement — 42	47	52	55	56	53	53	45	52	51
Sealed local roads — 42	45	53	49	54	43	49	51	52	53
Unsealed roads — 38	36	48	n/a	47	n/a	40	42	42	44

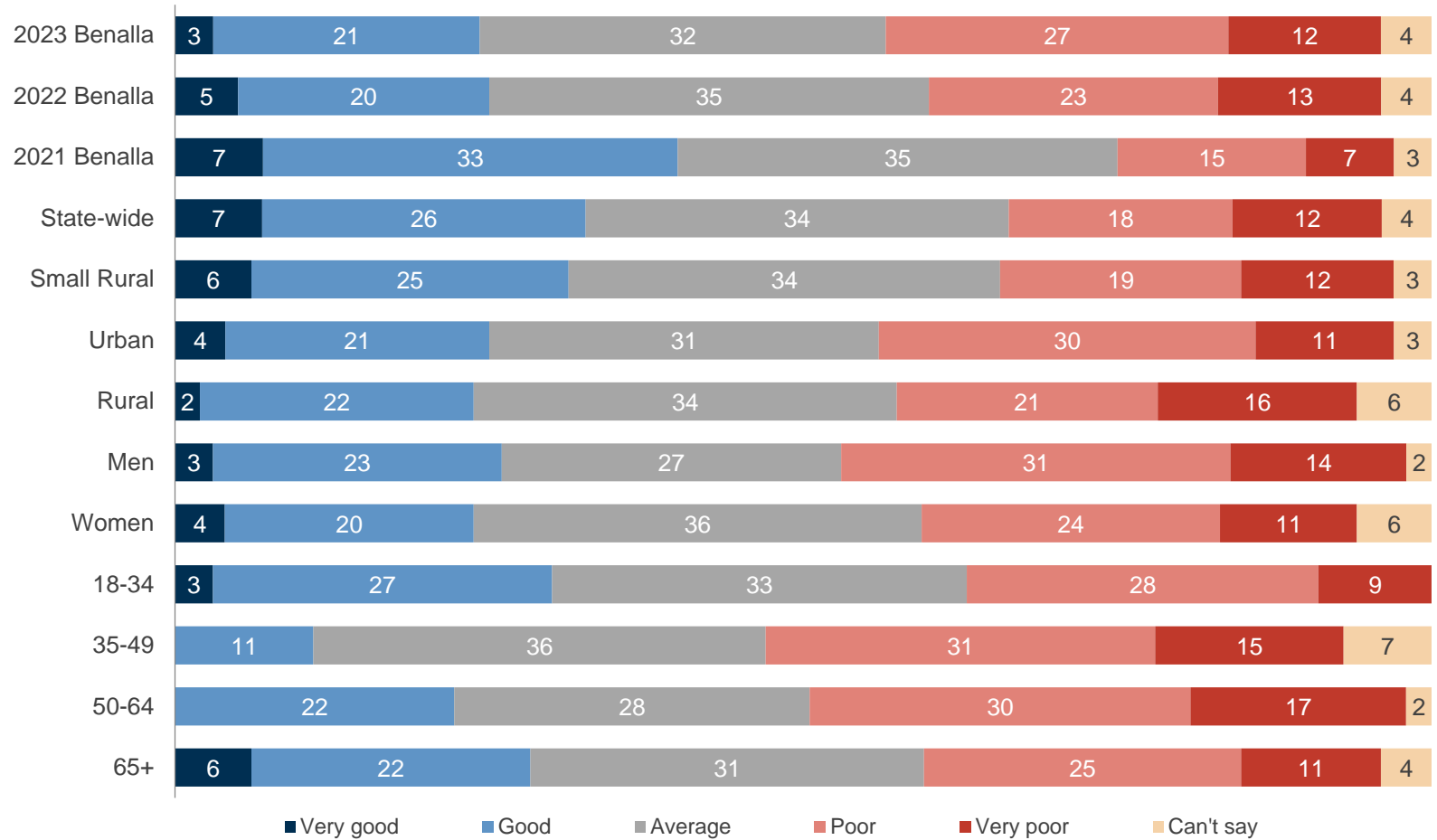*Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?*
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19
Note: Please see Appendix A for explanation of significant differences.

Individual service area performance

2023 individual service area performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
Appearance of public areas	22	47	21	5	3	2
Emergency & disaster mngt	17	43	19	7	3	11
COVID-19 response	12	38	23	9	3	16
Recreational facilities	11	43	27	10	3	5
Parking facilities	11	45	26	10	5	3
Waste management	14	42	26	12	5	1
Family support services	6	23	24	7	5	35
Environmental sustainability	4	27	37	10	5	17
Tourism development	4	30	30	17	7	12
Population growth	4	22	29	17	9	19
Slashing & weed control	4	26	28	24	13	4
Lobbying	2	16	35	15	9	24
Community decisions	3	20	31	25	13	7
Local streets & footpaths	4	23	27	23	17	5
Consultation & engagement	4	21	25	26	15	9
Sealed local roads	3	21	34	24	17	1
Unsealed roads	2	18	27	23	21	10

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

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:

• Community consultation and engagement.

Ensuring that residents feel they have a say on key local issues and Council activities provides the greatest opportunity to drive up overall opinion of Council's performance. Currently, this is one of Council's poorest performing areas (index score of 42).

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

• Waste management

• The condition of local streets

• Decisions made in the interest of the community

• Tourism development

• Emergency management

• The condition of sealed local roads.

Looking at these key service areas only, emergency management has a high performance index (68) and a moderate influence on the overall performance rating. Council also performs relatively well on the stronger influence of waste management (index of 62).

Maintaining these positive results should remain a focus – but there is greater work to be done elsewhere.

Council performs less well on the more moderate influence of tourism development (performance index of 52).

It will be important to engage with residents on the issue of local tourism to help shore up positive opinion of Council.

However, in addition to its community consultation, most in need of attention are Council's decision making and its maintenance of local streets and sealed roads, which are rated as poor (performance index of 43, 43 and 42 respectively) and are a moderate to strong influence on overall community opinion.

Improving communication and transparency with residents in Council decision making and attending to their concerns about local streets and sealed roads can also help 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 the council performance index for each individual service. Service areas appearing on the right side of the chart have a higher performance index 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

2023 regression analysis (all service areas)
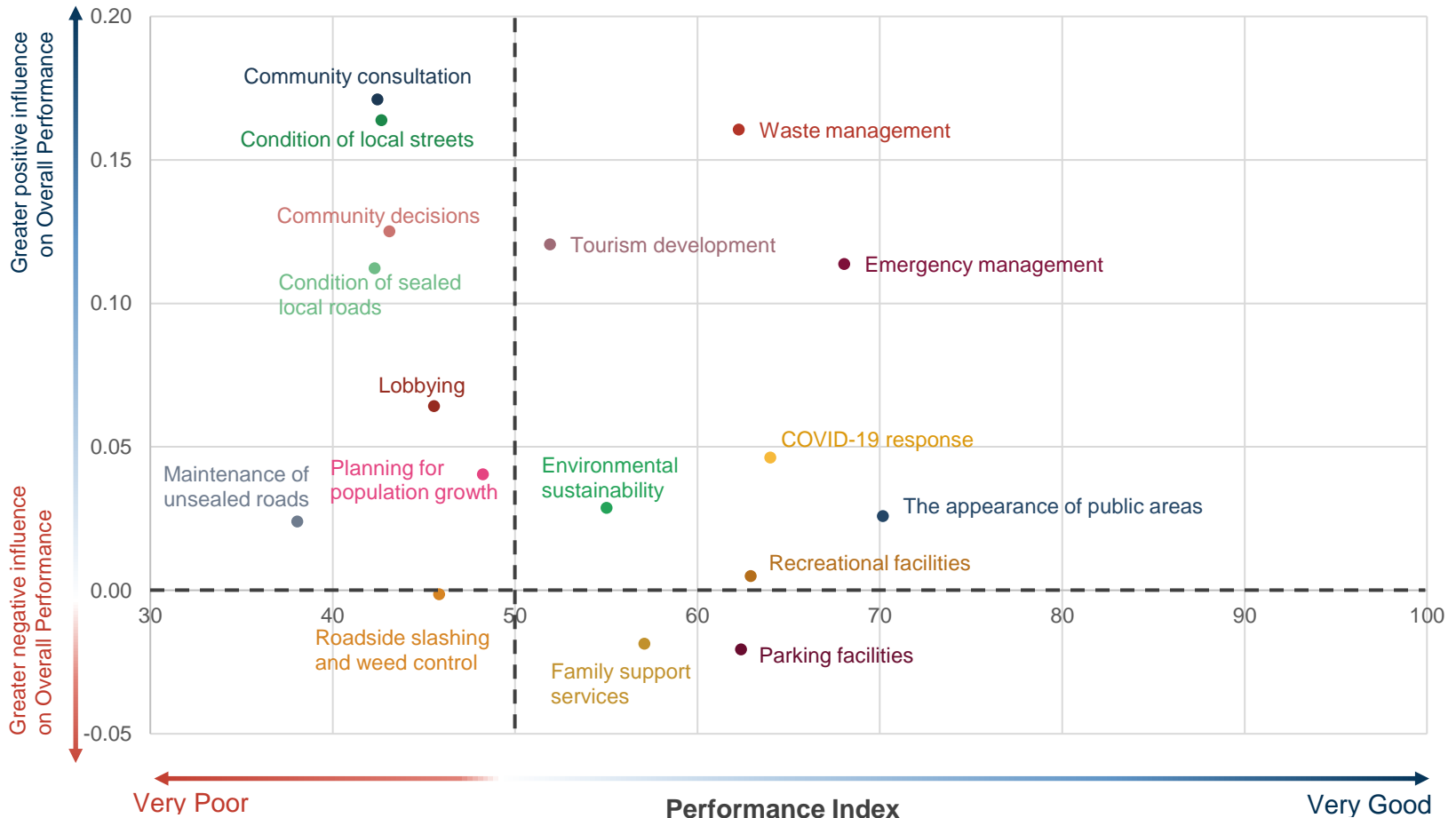
The multiple regression analysis model above (all service areas) has an R^2 value of 0.591 and adjusted R^2 value of 0.572, which means that 57% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 32.43$. 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

2023 regression analysis (key service areas)

Greater positive influence on Overall Performance

Greater negative influence on Overall Performance

Community consultation

Condition of local streets

Community decisions

Condition of sealed local roads

Tourism development

Waste management

Emergency management

Key positive influences on overall rating and should remain a focus – but currently performing 'well' here. Improvements will have a more moderate influence on overall perceptions.

Attend to these areas as currently performing 'poorly' here and changes will have a moderate to strong influence on overall perceptions.

Focus on this area satisfactorily to ensure negative perceptions do not have an overly negative impact on community perceptions of overall performance.

Very Poor

Very Good

Performance Index

The multiple regression analysis model above (reduced set of service areas) has an R² value of 0.583 and adjusted R² value of 0.575, which means that 58% 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 = 78.20.

Areas for improvement

2023 areas for improvement (%)
- Top mentions only -

Area	%
Community Consultation	17
Sealed Road Maintenance	17
Communication	11
Footpaths/Walking Tracks	9
Rural/Regional Communities	7
Financial Management	7
Business Development	6
Youth - Better Support	5
Nothing	8
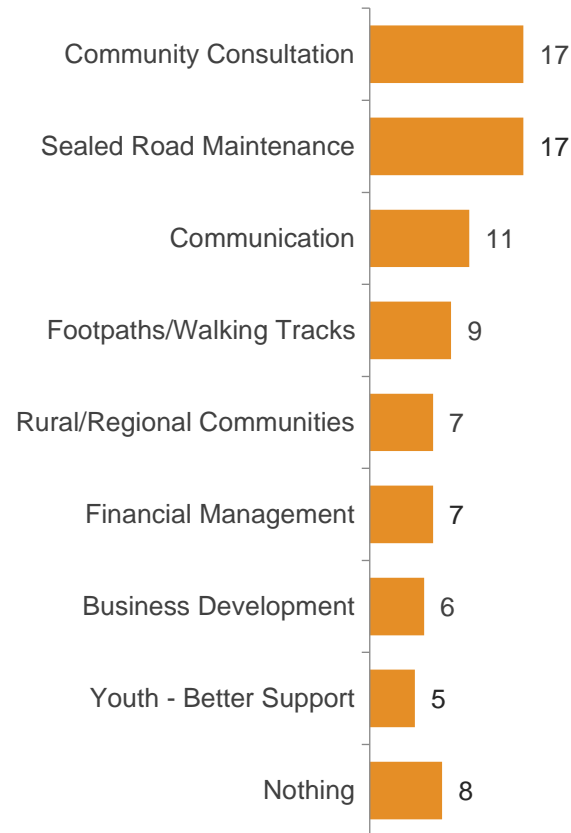
Q17. What does Benalla Rural City Council MOST need to do to improve its performance?
Base: All respondents. Councils asked State-wide: 53 Councils asked group: 12
A verbatim listing of responses to this question can be found in the accompanying dashboard.

Customer service

Contact with council and customer service

Contact with council

Two thirds of Council residents or their households (67%) have had contact with Council in the last 12 months, up four percentage points on 2022.

Compared to the Council average:

- Residents aged 35 to 49 years are significantly more likely to have had contact with Council (80%).

- Residents aged 65 years and over are significantly less likely to have had contact with Council (58%).

Among those residents who have had contact with Council, 64% provide a positive customer service rating of 'very good' or 'good', including 28% of residents who rate council's customer service as 'very good'.

Customer service

Council's customer service index of 66 is unchanged from 2022. Customer service is rated in line with the State-wide and Small Rural group averages (index scores of 67 and 65 respectively).

Among those who have had contact with Council, more than six in ten residents (64%) provide a positive customer service rating of 'very good' or 'good'. This compares to just 20% who rate Council's customer service as 'poor' or 'very poor'.

- Perceptions of customer service are equally positive among demographic and geographic cohorts, with no group significantly varying from the Council average.

Despite having significantly more contact with Council compared to average, residents aged 35 to 49 years provide the lowest rating for customer service (index score of 59). This would suggest that attention should be focused on this age group if Council wants to lift customer service ratings.

Residents aged 50 to 64 years are most positive of the customer service delivered by Council (index score of 71).

Contact with council

2023 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: 41 Councils asked group: 16

J W S R E S E A R C H   29

Contact with council

2023 contact with council (%)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	80▲	75	85	72	60	74	61	78	78	64
Rural	73	64	73	67	61	68	61	70	67	61
50-64	71	66	80	62	70	65	64	66	67	64
18-34	70	60	63	80	60	53	61	48	58	51
Women	68	67	70	66	63	66	63	65	66	60
Benalla	67	63	68	66	62	63	59	63	65	59
Small Rural	66	63	63	66	63	64	62	61	64	n/a
Men	65	58	66	66	62	59	55	61	64	58
Urban	64	62	66	66	63	61	59	59	64	58
State-wide	62▼	60	61	63	61	61	58	58	60	61
65+	58▼	58	58	59	60	61	53	59	59	56

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: 41 Councils asked group: 16
Note: Please see Appendix A for explanation of significant differences.

Customer service rating

2023 customer service rating (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64	71	67	72	68	76	66	70	67	62	67
18-34	70	67	63	69	75	65	73	64	64	64
Urban	69	68	69	72	76	66	68	71	64	69
Women	69	70	71	70	76	70	72	71	68	68
State-wide	67	68	70	70	71	70	69	69	70	72
Benalla	66	66	70	71	75	66	70	70	65	67
65+	66	70	74	75	72	68	71	71	63	72
Small Rural	65	67	69	70	70	69	69	69	70	n/a
Men	63	62	70	72	74	62	67	68	62	65
Rural	60	62	74	67	71	66	73	66	68	62
35-49	59	59	70	69	78	66	65	73	73	61

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: 66 Councils asked group: 19
Note: Please see Appendix A for explanation of significant differences.

Customer service rating

2023 customer service rating (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	28	36	15	11	9	1
2022 Benalla	29	35	16	10	9	
2021 Benalla	31	39	14	7	7	1
2020 Benalla	30	42	15	9	4	
2019 Benalla	40	37	12	6	6	1
2018 Benalla	21	43	23	7	6	2
2017 Benalla	28	37	22	7	5	1
2016 Benalla	31	32	22	9	4	2
2015 Benalla	27	37	17	9	11	
2014 Benalla	27	40	16	10	8	
State-wide	29	34	19	9	8	1
Small Rural	27	34	18	10	9	1
Urban	30	39	12	10	8	1
Rural	22	31	21	13	11	2
Men	25	38	11	15	10	1
Women	31	35	18	7	8	1
18-34	30	43	9	15	4	
35-49	20	33	19	10	13	5
50-64	36	31	16	9	6	2
65+	28	36	15	10	10	

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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: 66 Councils asked group: 19

Communication

Communication

The preferred channel for communication from Council about news and information and upcoming events remains a newsletter sent via mail (31%) or email (21%). However, appetite for a newsletter sent via mail may be waning:

- This year, preference for a newsletter via mail declined by five percentage points, continuing a longer-term trend of decline, down from 49% in 2014).

In contrast, there has been an increase in preference for social media, up five percentage points (to 15%), although social media still follows far behind preference for mail.

For the first time in a decade, mail distribution is not preferred by all age groups:

- For residents under 50 years of age, social media (29%) and newsletter via email (24%) have both overtaken newsletter via mail as the preferred way to get council information this year – although 21% still desire a newsletter via mail.

- Residents aged 50 years or older still prefer a newsletter via mail (38%) and this channel is at least twice as popular as any other, with a newsletter distributed by email preferred by just 19% and advertising in a local newspaper selected by 18%.

Best form of communication

2023 best form of communication (%)
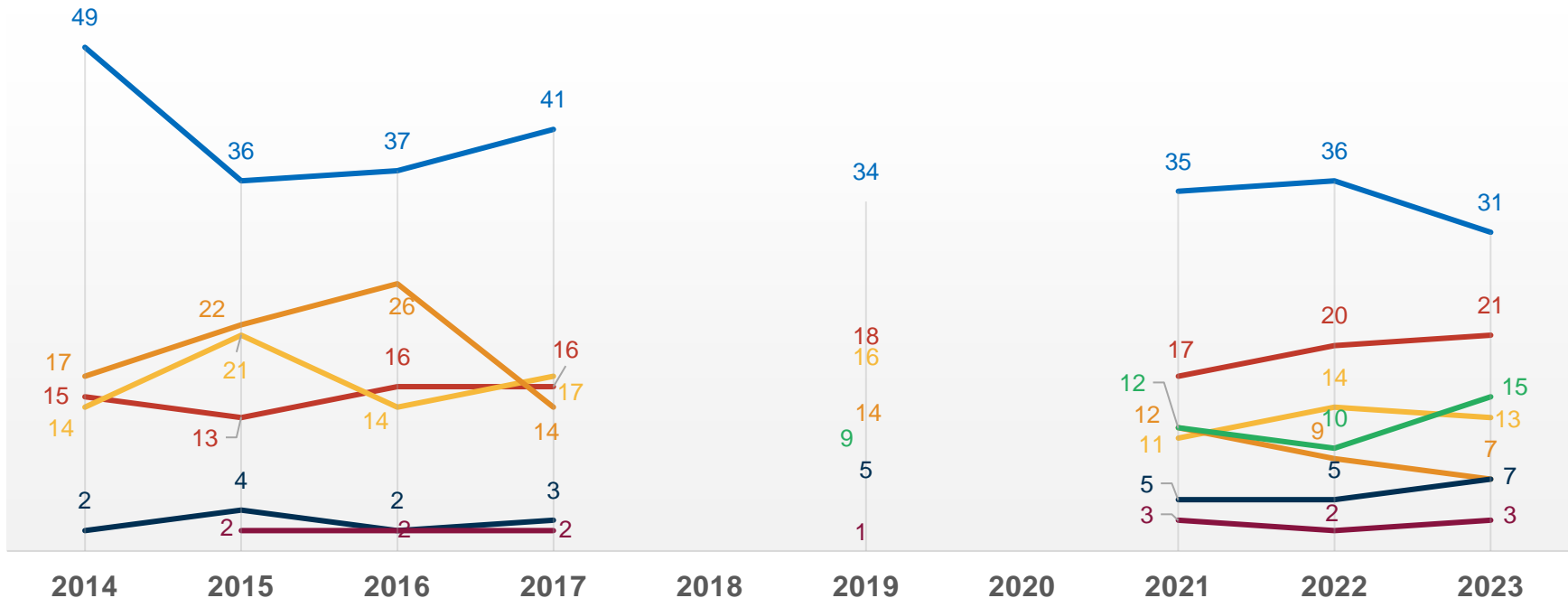
Advertising in a Local Newspaper

Council Newsletter via Mail

Council Newsletter via Email

Council Newsletter as Local Paper Insert

Council Website

Text Message

Social Media

| 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |

Q13. If Benalla Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
Base: All respondents. Councils asked State-wide: 40 Councils asked group: 11
Note: 'Social Media' was included in 2019.

Best form of communication: under 50s

2023 under 50s best form of communication (%)
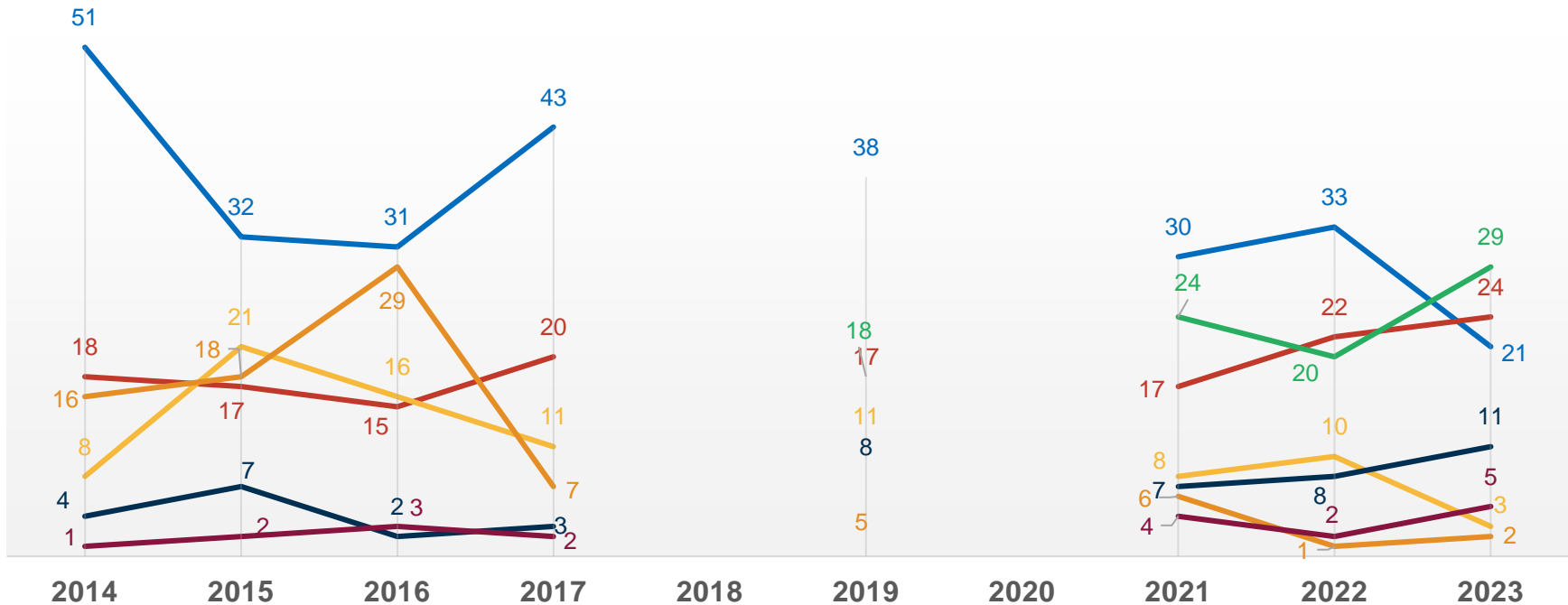
Advertising in a Local Newspaper

Council Newsletter via Mail

Council Newsletter via Email

Council Newsletter as Local Paper Insert

Council Website

Text Message

Social Media

Q13. If Benalla Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
Base: All respondents aged under 50. Councils asked State-wide: 40 Councils asked group: 11
Note: 'Social Media' was included in 2019.

Best form of communication: over 50s

2023 over 50s best form of communication (%)

Advertising in a Local Newspaper

Council Newsletter via Mail

Council Newsletter via Email

Council Newsletter as Local Paper Insert

Council Website

Text Message

Social Media
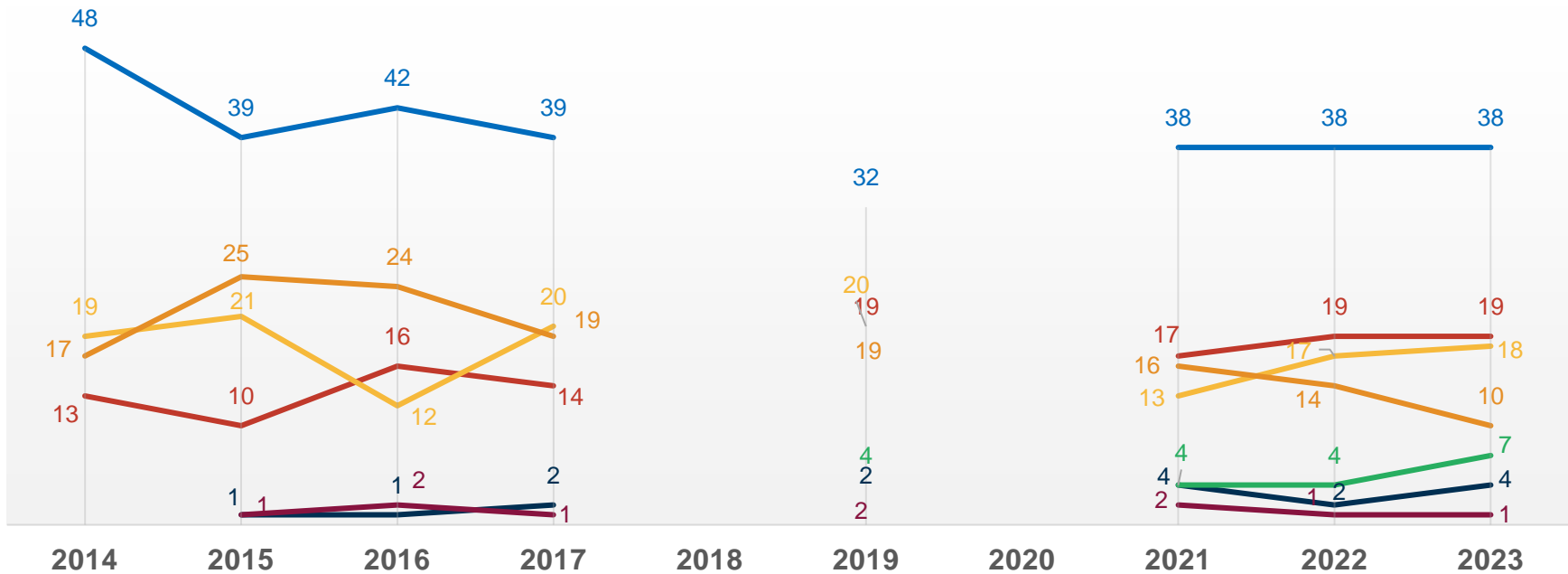
Q13. If Benalla Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
Base: All respondents aged over 50. Councils asked State-wide: 40 Councils asked group: 11
Note: 'Social Media' was included in 2019.

Council direction

Council direction

Perceptions of the direction of Benalla Rural City Council's overall performance have not been able to recover from a significant decline in 2022. The index score for overall council direction has continued to decline (down two points this year to an index score of 44).

Despite this, Council rates in line with the State-wide group average, but below the Small Rural group average on council direction.

Over the last 12 months, 62% of residents believe the direction of Council's overall performance stayed the same, down one point from 2022.

• 11% believe the direction of Council's overall performance has improved in the last 12 months (down two percentage points on 2022).

• 23% believe it has deteriorated, up three percentage points on 2022.

No demographic or geographic cohort in Benalla rates Council direction significantly higher or lower compared to the Council average. Views are also not significantly different to last year for each cohort.
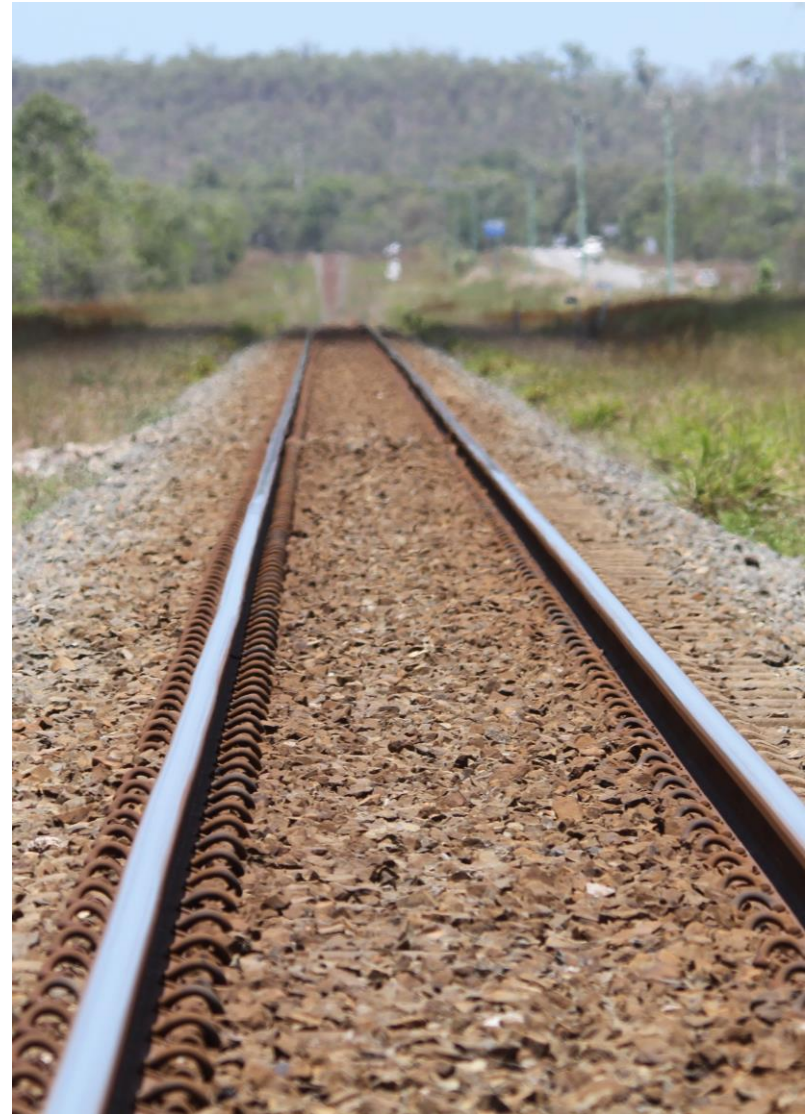
Overall council direction last 12 months

2023 overall council direction (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Small Rural	47 ▲	51	53	50	53	50	52	50	53	n/a
State-wide	46	50	53	51	53	52	53	51	53	53
Women	45	44	53	51	55	51	54	43	52	49
50-64	45	41	53	49	54	55	55	38	47	46
Rural	44	47	54	47	57	51	57	47	53	47
18-34	44	47	56	51	59	53	55	50	66	46
Benalla	44	46	54	51	58	54	55	44	52	46
65+	44	47	54	54	59	57	58	41	49	48
Urban	44	46	54	53	58	55	54	42	51	46
35-49	43	48	53	47	59	49	51	50	49	44
Men	43	48	56	51	61	57	57	44	52	44

Q6. Over the last 12 months, what is your view of the direction of Benalla Rural City Council's overall performance?
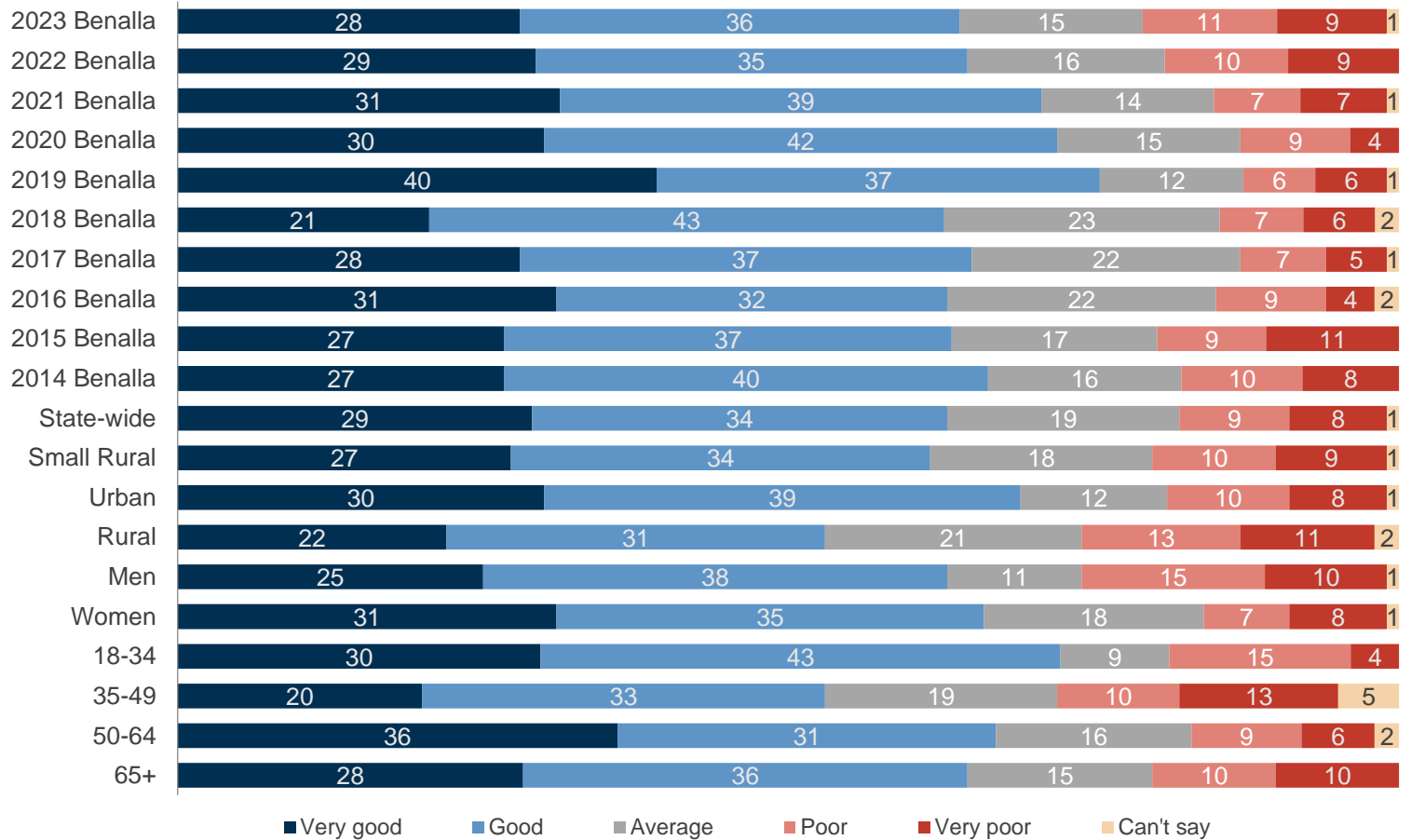*Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19*
Note: Please see Appendix A for explanation of significant differences.

Overall council direction last 12 months

2023 overall council direction (%)

	Improved	Stayed the same	Deteriorated	Can't say
2023 Benalla	11	62	23	4
2022 Benalla	13	63	20	4
2021 Benalla	20	65	12	3
2020 Benalla	14	69	12	4
2019 Benalla	26	57	12	5
2018 Benalla	22	60	14	3
2017 Benalla	26	52	16	6
2016 Benalla	13	55	25	6
2015 Benalla	18	61	15	6
2014 Benalla	13	60	20	6
State-wide	13	61	21	5
Small Rural	15	60	21	4
Urban	12	61	24	3
Rural	10	64	20	6
Men	9	65	23	3
Women	13	59	22	5
18-34	9	67	20	3
35-49	14	51	26	10
50-64	12	65	22	1
65+	11	63	23	4

■ Improved   ■ Stayed the same   ■ Deteriorated   ■ Can't say

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: 66 Councils asked group: 19

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Individual service areas

Community consultation and engagement performance

2023 consultation and engagement performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Small Rural	53 ▲	54	56	54	56	54	55	55	56	n/a
State-wide	52 ▲	54	56	55	56	55	55	54	56	57
18-34	45	54	54	55	57	61	52	39	60	56
Men	43	45	54	55	54	54	54	44	52	48
65+	43	46	50	56	55	51	56	42	50	56
Urban	43	47	52	55	55	54	53	43	52	52
Benalla	42	47	52	55	56	53	53	45	52	51
Rural	42	48	54	54	56	49	55	48	53	49
50-64	42	45	50	52	56	48	51	44	46	46
Women	42	49	50	55	57	52	53	46	53	53
35-49	40	45	57	55	53	55	54	53	56	46

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19
Note: Please see Appendix A for explanation of significant differences.

Community consultation and engagement performance

2023 consultation and engagement performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	4	21	25	26	15	9
2022 Benalla	6	24	28	21	13	8
2021 Benalla	6	29	32	16	8	9
2020 Benalla	8	29	35	15	6	8
2019 Benalla	7	30	36	13	6	7
2018 Benalla	6	29	37	16	7	6
2017 Benalla	6	27	36	15	6	10
2016 Benalla	4	20	36	20	14	6
2015 Benalla	6	28	35	17	7	7
2014 Benalla	5	29	30	17	9	10
State-wide	7	27	32	17	9	8
Small Rural	9	28	30	17	9	7
Urban	4	20	26	26	15	8
Rural	3	23	23	25	16	10
Men	5	24	18	33	13	6
Women	3	18	33	18	17	11
18-34		30	18	38	6	9
35-49		20	34	15	20	11
50-64	4	21	26	23	18	8
65+	7	18	25	26	17	8

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

Lobbying on behalf of the community performance

2023 lobbying performance (index scores)

	2023		2022	2021	2020	2019	2018	2017	2016	2015	2014
Small Rural	52 ▲		54	55	52	55	53	55	54	56	n/a
State-wide	51 ▲		53	55	53	54	54	54	53	55	56
65+	48		48	50	56	58	52	55	48	55	58
Urban	48		49	53	55	57	54	55	48	52	53
Men	46		47	54	55	56	55	55	47	53	52
Benalla	46		48	53	55	56	54	55	48	52	53
Women	46		49	51	55	56	53	55	50	52	55
35-49	45		48	59	51	54	53	54	52	54	47
18-34	44		51	54	59	57	56	59	46	55	58
50-64	41		46	51	51	55	53	53	47	45	48
Rural	40 ▼		48	53	54	54	51	56	48	54	54

Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked State-wide: 51 Councils asked group: 14
Note: Please see Appendix A for explanation of significant differences.

Lobbying on behalf of the community performance
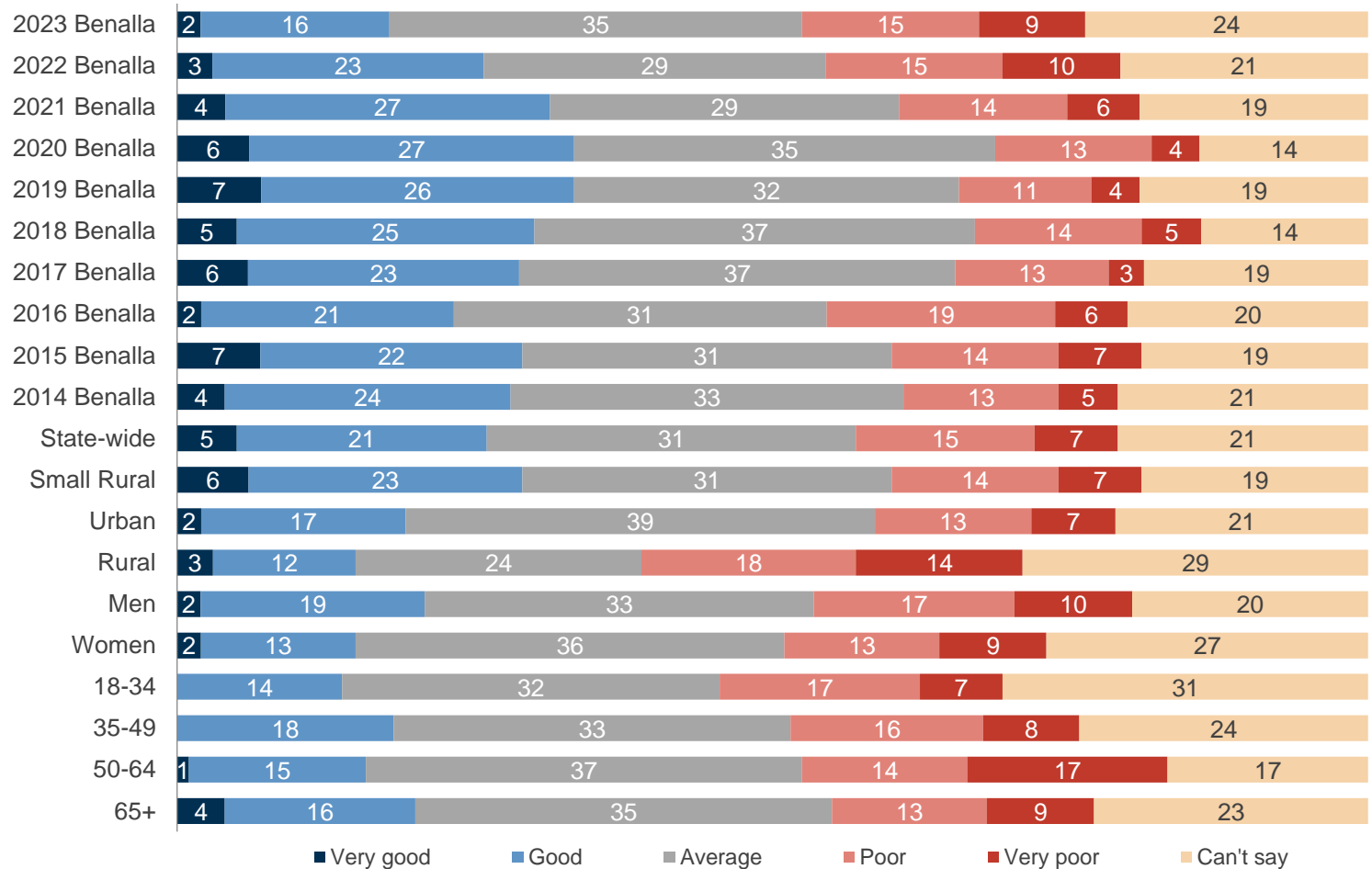
2023 lobbying performance (%)

Category	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	2	16	35	15	9	24
2022 Benalla	3	23	29	15	10	21
2021 Benalla	4	27	29	14	6	19
2020 Benalla	6	27	35	13	4	14
2019 Benalla	7	26	32	11	4	19
2018 Benalla	5	25	37	14	5	14
2017 Benalla	6	23	37	13	3	19
2016 Benalla	2	21	31	19	6	20
2015 Benalla	7	22	31	14	7	19
2014 Benalla	4	24	33	13	5	21
State-wide	5	21	31	15	7	21
Small Rural	6	23	31	14	7	19
Urban	2	17	39	13	7	21
Rural	3	12	24	18	14	29
Men	2	19	33	17	10	20
Women	2	13	36	13	9	27
18-34		14	32	17	7	31
35-49		18	33	16	8	24
50-64	1	15	37	14	17	17
65+	4	16	35	13	9	23

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked State-wide: 51 Councils asked group: 14

Decisions made in the interest of the community performance

2023 community decisions made performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Small Rural	52 ▲	54	56	53	55	52	55	53	56	n/a
State-wide	51 ▲	54	56	53	55	54	54	54	55	57
18-34	48	50	58	51	58	54	52	43	58	n/a
Men	44	49	58	53	56	53	49	43	52	n/a
65+	44	47	54	58	56	54	52	42	48	n/a
Urban	44	47	56	56	57	52	49	44	50	n/a
Benalla	43	48	57	54	56	51	51	44	51	n/a
Rural	42	51	58	51	53	49	55	45	51	n/a
Women	42	47	56	55	57	49	52	45	50	n/a
50-64	41	48	54	52	56	52	50	40	46	n/a
35-49	38	48	65	54	54	44	48	53	54	n/a

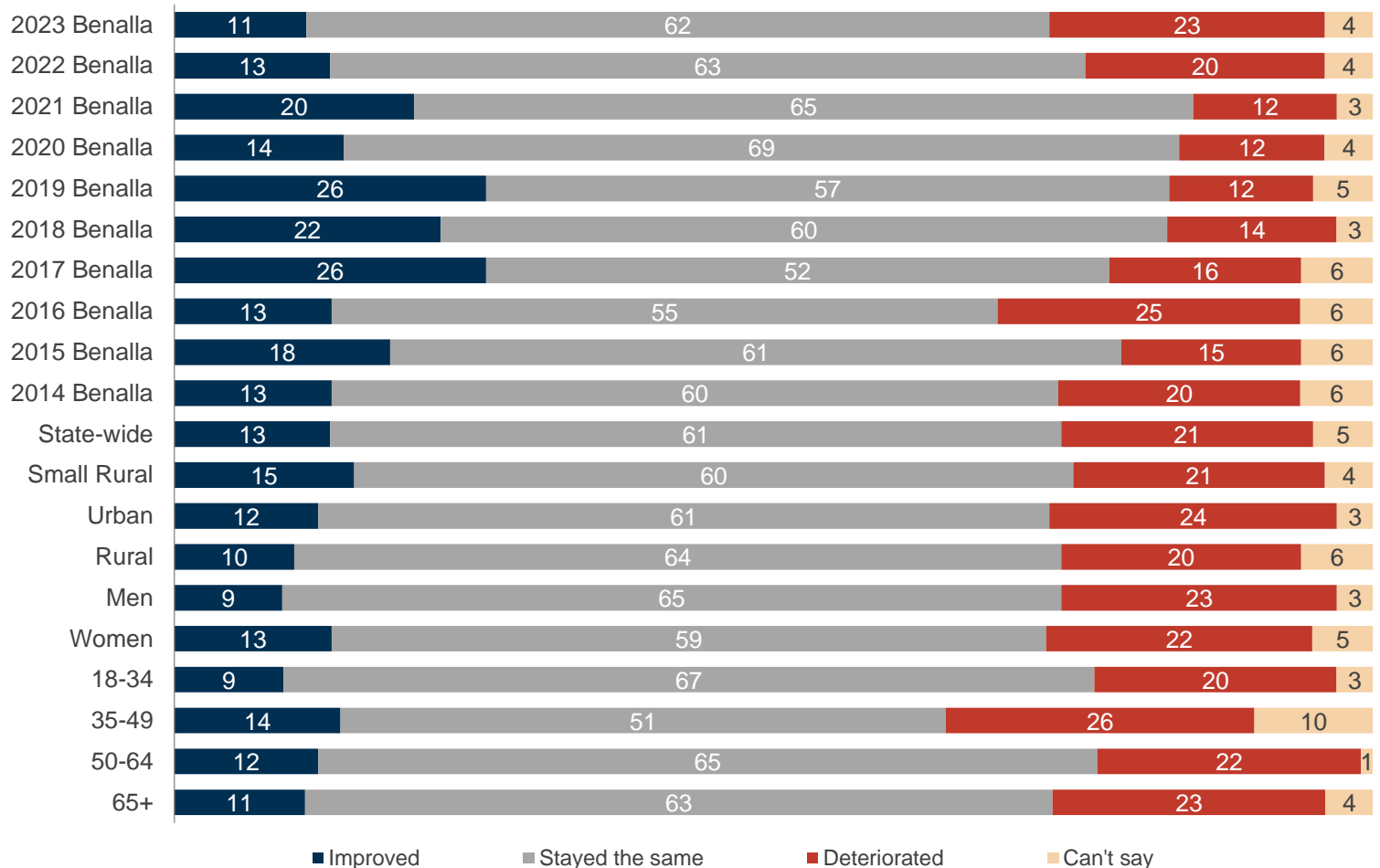*Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?*
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19
Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance

2023 community decisions made performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	3	20	31	25	13	7
2022 Benalla	4	25	34	17	12	8
2021 Benalla	8	30	36	13	4	9
2020 Benalla	5	33	36	14	6	5
2019 Benalla	7	34	31	13	6	9
2018 Benalla	5	24	41	16	7	6
2017 Benalla	4	25	36	18	7	9
2016 Benalla	5	18	32	20	15	10
2015 Benalla	4	29	33	17	9	8
State-wide	6	27	33	16	9	9
Small Rural	7	27	33	16	9	7
Urban	3	20	33	27	12	5
Rural	3	19	27	21	17	12
Men	5	19	32	25	13	6
Women	2	20	31	25	14	8
18-34		31	26	27	7	9
35-49	2	16	30	25	19	7
50-64	4	17	34	27	17	1
65+	5	17	33	24	13	8

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
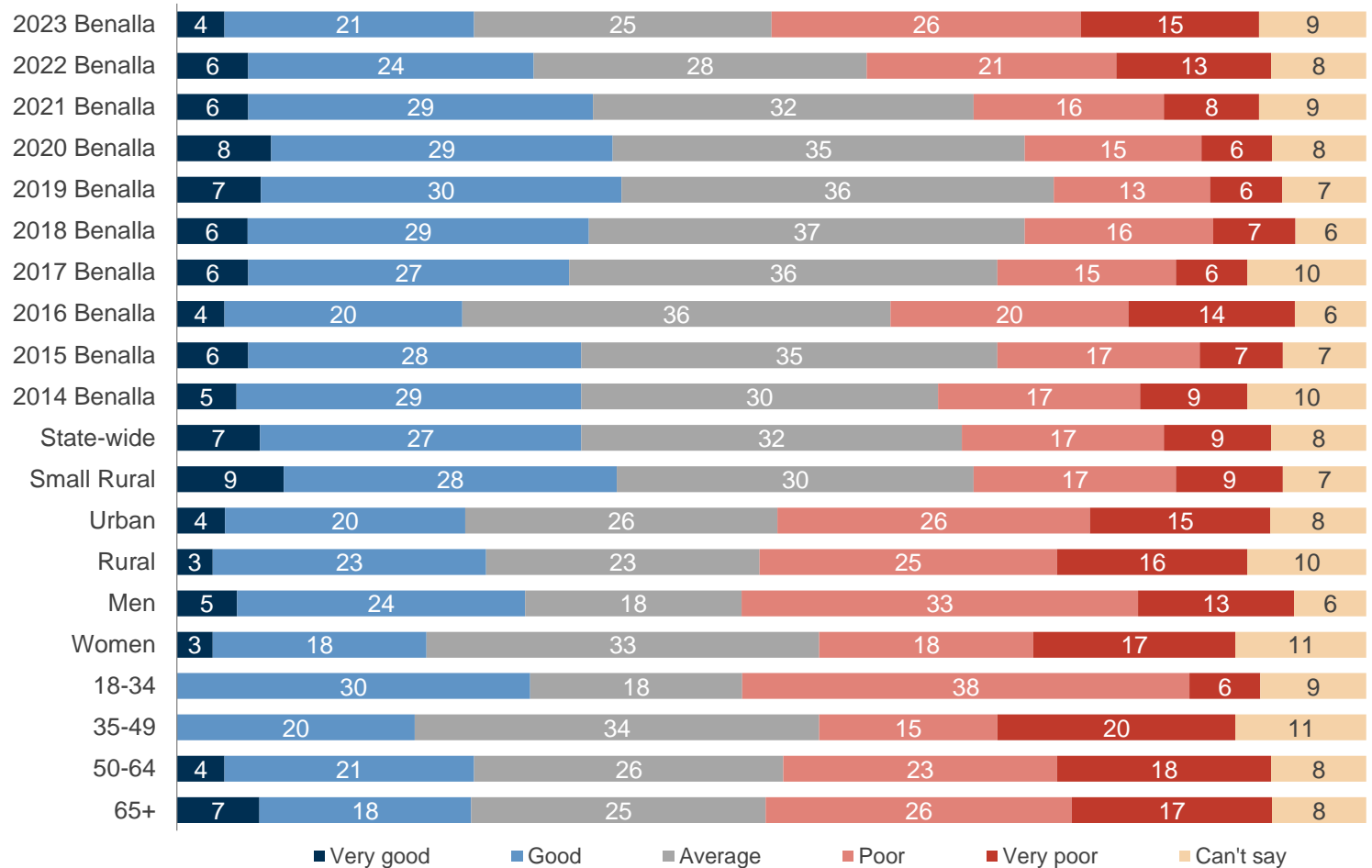*Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19*

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The condition of sealed local roads in your area performance

2023 sealed local roads performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide 48▲	53	57	54	56	53	53	54	55	55
65+ 47▲	47	52	52	57	43	47	49	51	52
Urban 44	47	54	51	56	47	51	53	54	57
Women 44	47	53	48	55	42	49	52	52	56
Small Rural 44	50	53	51	53	49	50	52	52	n/a
Benalla 42	45	53	49	54	43	49	51	52	53
35-49 40	46	56	52	50	43	50	56	54	53
Men 40	44	53	50	53	44	49	51	51	49
18-34 39	43	56	44	52	50	55	55	52	54
Rural 38	40	52	42	49	30	45	47	47	44
50-64 35	43	53	44	54	39	46	47	50	53

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: 66 Councils asked group: 19
Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance

2023 sealed local roads performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	3	21	34	24	17	1
2022 Benalla	5	23	34	20	16	1
2021 Benalla	7	33	30	21	7	2
2020 Benalla	6	28	36	17	13	1
2019 Benalla	9	32	32	17	9	1
2018 Benalla	3	27	28	23	19	1
2017 Benalla	6	28	31	21	12	2
2016 Benalla	8	29	32	20	10	1
2015 Benalla	7	33	31	19	10	
2014 Benalla	7	37	26	19	10	2
State-wide	8	27	28	19	17	1
Small Rural	6	23	29	21	19	2
Urban	2	24	36	21	15	1
Rural	4	14	30	31	20	2
Men	3	20	31	25	20	1
Women	2	23	37	23	13	1
18-34		16	40	26	18	
35-49	4	23	24	29	20	
50-64	1	17	27	30	25	
65+	4	24	38	19	13	2

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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: 66 Councils asked group: 19

The condition of local streets and footpaths in your area performance

2023 streets and footpaths performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	52 ▲	57	59	58	59	58	57	57	58	58
Small Rural	52 ▲	55	58	57	57	57	57	58	59	n/a
35-49	51 ▲	42	54	n/a	50	n/a	51	53	53	48
Rural	47	44	51	n/a	52	n/a	50	52	43	46
Men	44	45	50	n/a	54	n/a	48	44	48	50
Benalla	43	42	50	n/a	53	n/a	48	48	48	50
65+	42	41	46	n/a	53	n/a	46	43	46	48
50-64	41	44	47	n/a	52	n/a	46	47	43	48
Women	41	40	49	n/a	51	n/a	47	51	47	51
Urban	41	41	49	n/a	53	n/a	47	46	49	52
18-34	38	41	58	n/a	56	n/a	48	50	51	58

Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
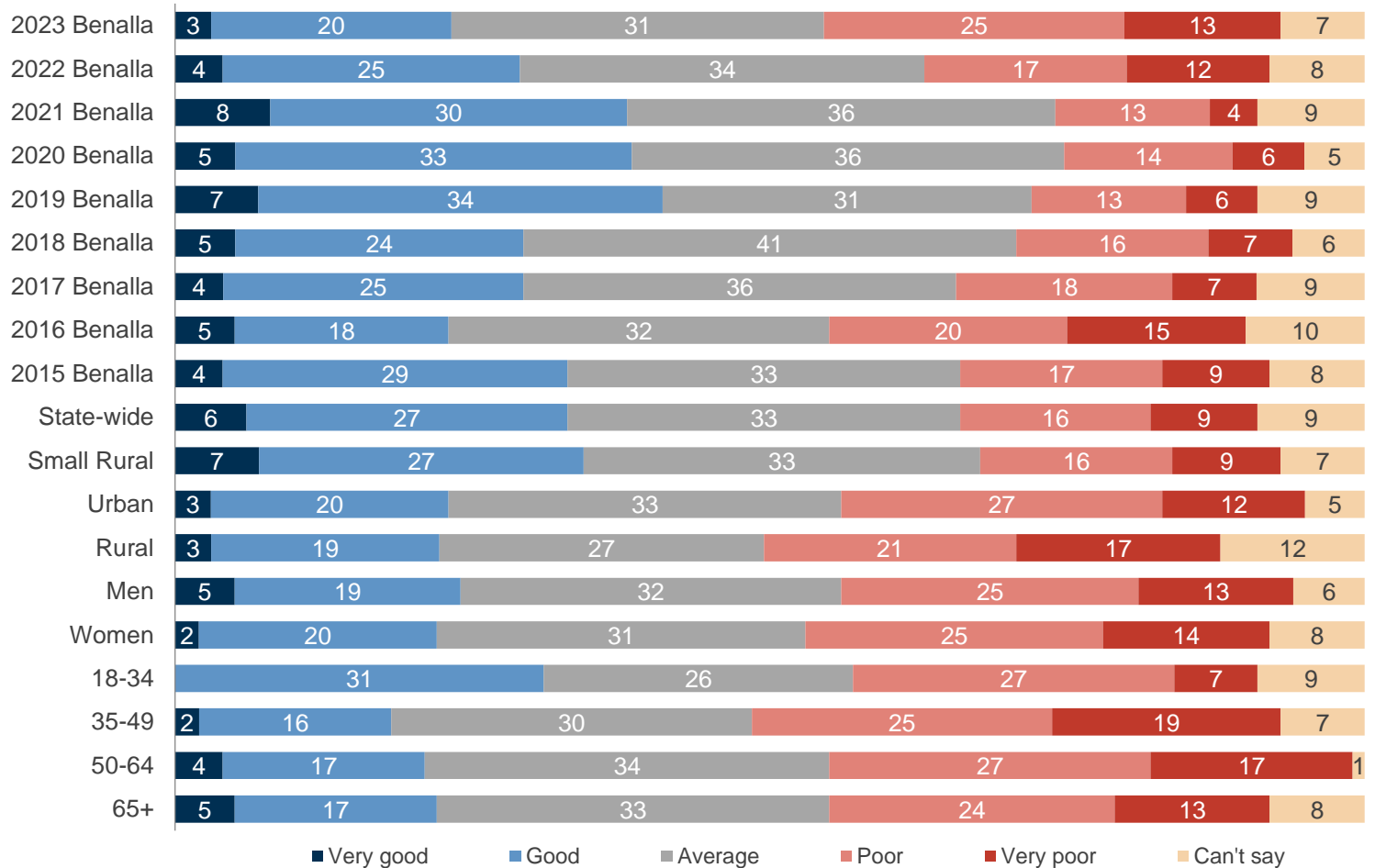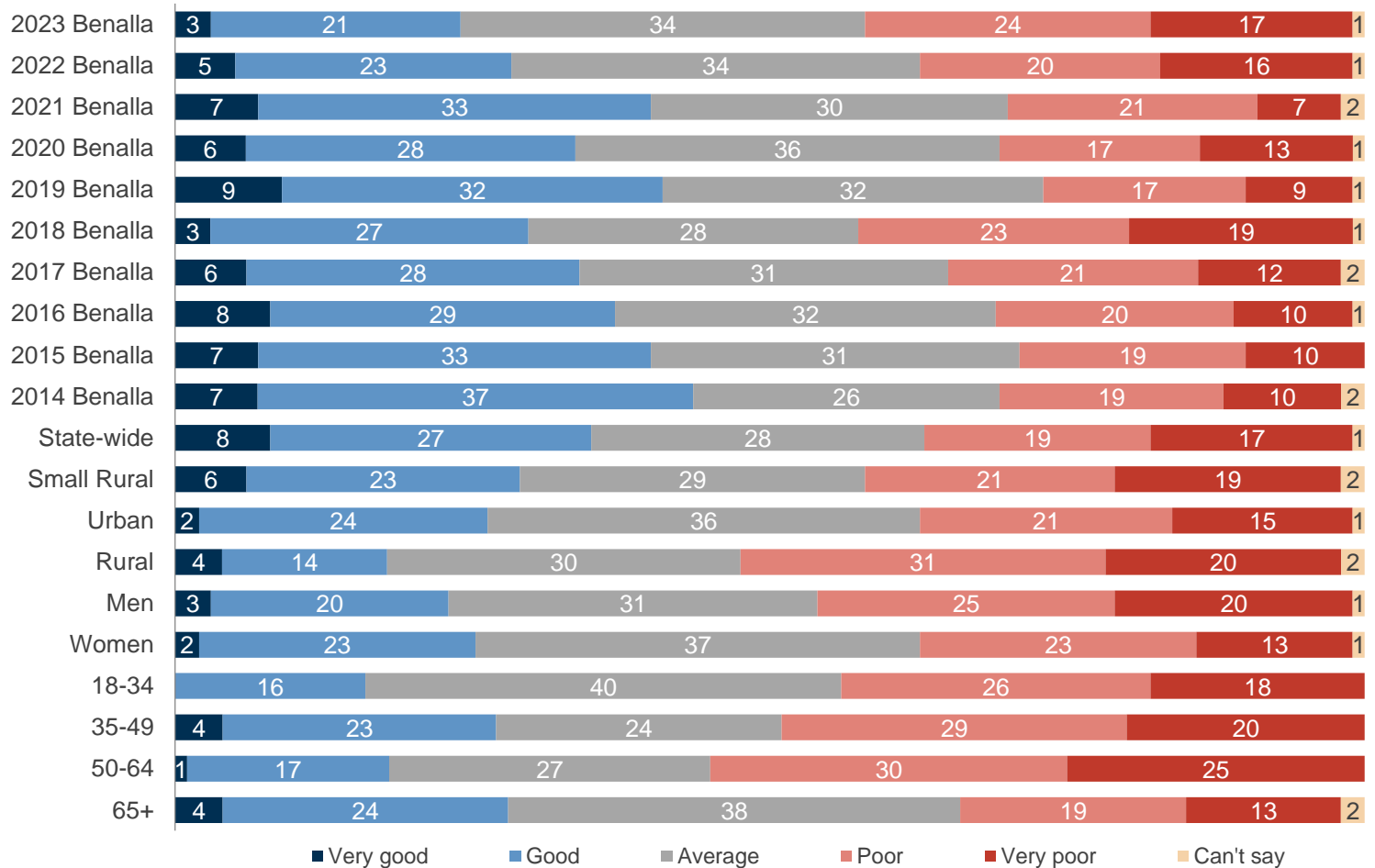*Base: All respondents. Councils asked State-wide: 33 Councils asked group: 8*
Note: Please see Appendix A for explanation of significant differences.

The condition of local streets and footpaths in your area performance

2023 streets and footpaths performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	4	23	27	23	17	5
2022 Benalla	5	19	31	23	18	3
2021 Benalla	7	26	29	24	8	5
2019 Benalla	10	28	29	18	10	5
2017 Benalla	6	24	32	19	13	6
2016 Benalla	8	26	29	19	16	2
2015 Benalla	6	26	30	19	13	6
2014 Benalla	7	29	28	18	12	6
State-wide	10	30	28	18	12	2
Small Rural	8	31	27	18	11	4
Urban	3	22	30	25	20	1
Rural	5	26	20	21	12	16
Men	5	23	26	21	16	9
Women	3	23	28	26	18	2
18-34		29	11	36	20	4
35-49	6	28	32	17	10	7
50-64	1	17	38	18	17	10
65+	5	21	29	23	19	4

Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 8

Parking facilities performance

2023 parking performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	64	65	69	n/a	72	n/a	73	72	68	69
65+	64	68	69	n/a	70	n/a	68	65	62	65
Rural	63	69	66	n/a	70	n/a	71	65	63	64
Women	63	69	67	n/a	71	n/a	68	67	64	63
Benalla	62	66	69	n/a	69	n/a	70	65	63	64
Urban	62	64	70	n/a	69	n/a	69	65	63	64
Men	62	62	71	n/a	68	n/a	72	63	62	65
18-34	61	63	69	n/a	67	n/a	73	61	65	64
Small Rural	60	60	62	60	60	60	63	61	62	n/a
50-64	59	63	70	n/a	67	n/a	69	62	59	61
State-wide	55▼	57	58	55	56	56	55	56	57	57

Q2. How has Council performed on 'Parking facilities' over the last 12 months?
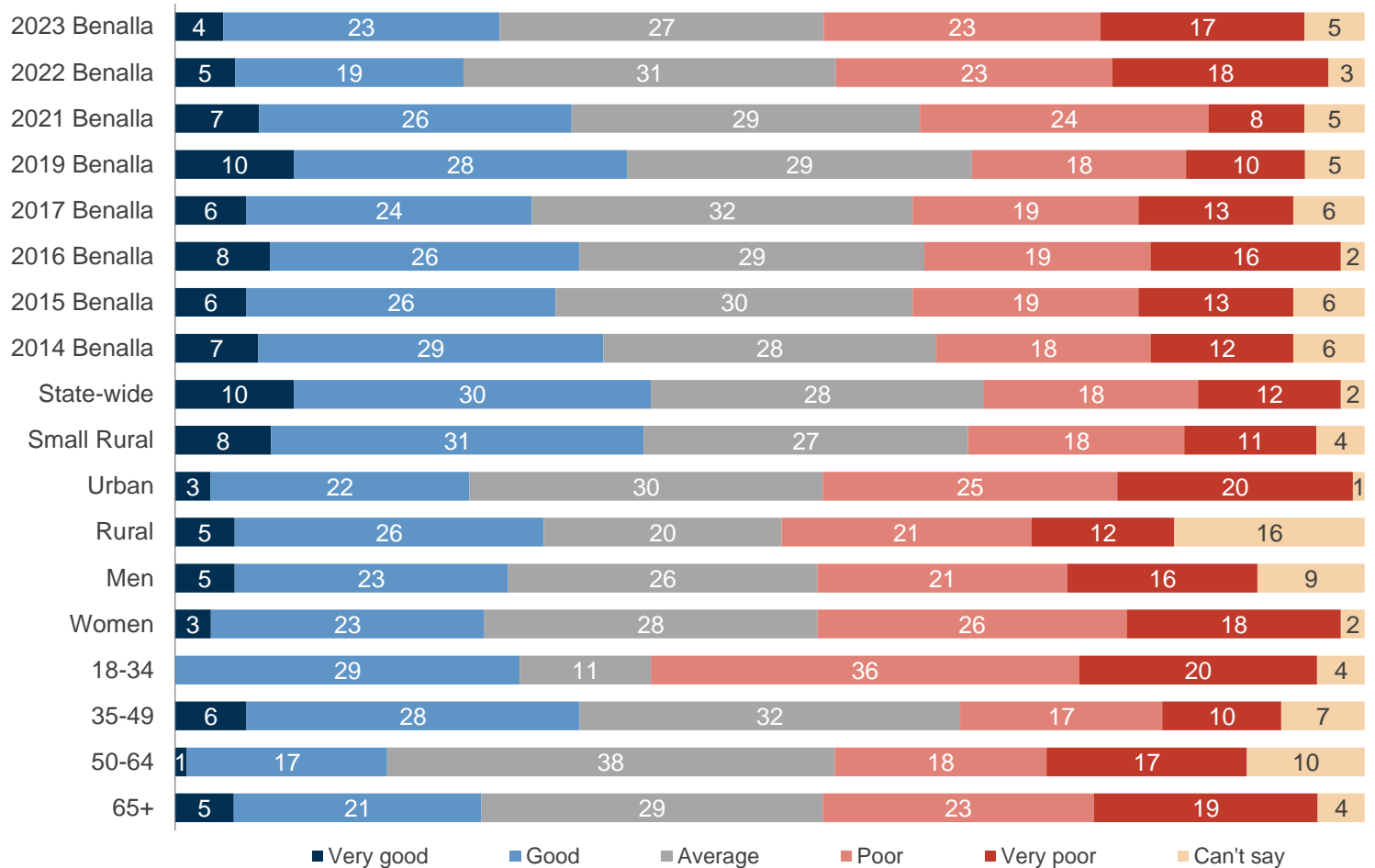*Base: All respondents. Councils asked State-wide: 22 Councils asked group: 3*
Note: Please see Appendix A for explanation of significant differences.

Parking facilities performance

2023 parking performance (%)

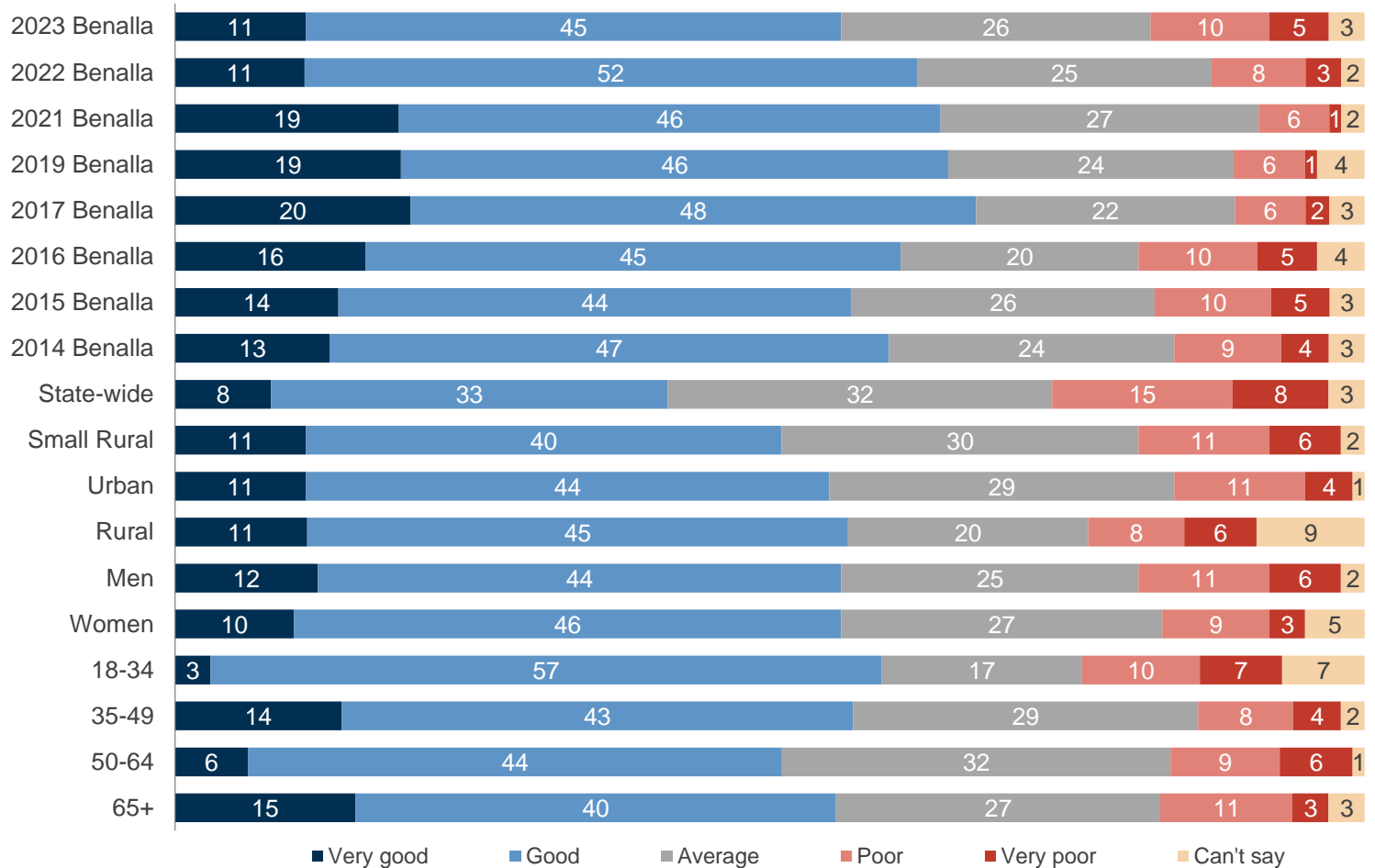|	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	11	45	26	10	5	3
2022 Benalla	11	52	25	8	3	2
2021 Benalla	19	46	27	6	1	2
2019 Benalla	19	46	24	6	1	4
2017 Benalla	20	48	22	6	2	3
2016 Benalla	16	45	20	10	5	4
2015 Benalla	14	44	26	10	5	3
2014 Benalla	13	47	24	9	4	3
State-wide	8	33	32	15	8	3
Small Rural	11	40	30	11	6	2
Urban	11	44	29	11	4	1
Rural	11	45	20	8	6	9
Men	12	44	25	11	6	2
Women	10	46	27	9	3	5
18-34	3	57	17	10	7	7
35-49	14	43	29	8	4	2
50-64	6	44	32	9	6	1
65+	15	40	27	11	3	3

Q2. How has Council performed on 'Parking facilities' over the last 12 months?
Base: All respondents. Councils asked State-wide: 22 Councils asked group: 3

Family support services performance

2023 family support performance (index scores)

	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide — 63 ▲	65	66	66	67	66	67	66	67	68
Small Rural — 62 ▲	64	66	66	68	67	68	66	67	n/a
Women — 59	64	62	n/a	71	n/a	68	62	67	73
35-49 — 59	55	67	n/a	70	n/a	69	65	68	74
Rural — 58	61	66	n/a	65	n/a	71	64	63	68
18-34 — 58	64	59	n/a	67	n/a	65	57	67	70
Benalla — 57	62	64	n/a	70	n/a	67	63	67	72
65+ — 57	65	69	n/a	73	n/a	68	68	68	76
Urban — 57	62	64	n/a	72	n/a	66	62	68	73
50-64 — 55	59	58	n/a	68	n/a	64	60	63	66
Men — 55	61	67	n/a	69	n/a	65	64	66	70

Q2. How has Council performed on 'Family support services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 30 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.

Family support services performance

2023 family support performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	6	23	24	7	5	35
2022 Benalla	9	28	23	8	2	29
2021 Benalla	10	31	18	7	3	32
2019 Benalla	16	36	17	5	1	24
2017 Benalla	10	32	24	3	1	30
2016 Benalla	7	34	23	5	3	27
2015 Benalla	11	34	19	6	2	29
2014 Benalla	16	34	17	3	1	30
State-wide	9	27	22	6	3	34
Small Rural	9	25	20	5	3	38
Urban	6	21	25	6	5	37
Rural	6	28	22	8	5	31
Men	3	25	26	8	4	33
Women	9	21	23	5	6	36
18-34	3	26	20	7	4	40
35-49	11	20	26	4	7	31
50-64	5	22	21	7	6	39
65+	6	23	26	8	5	33

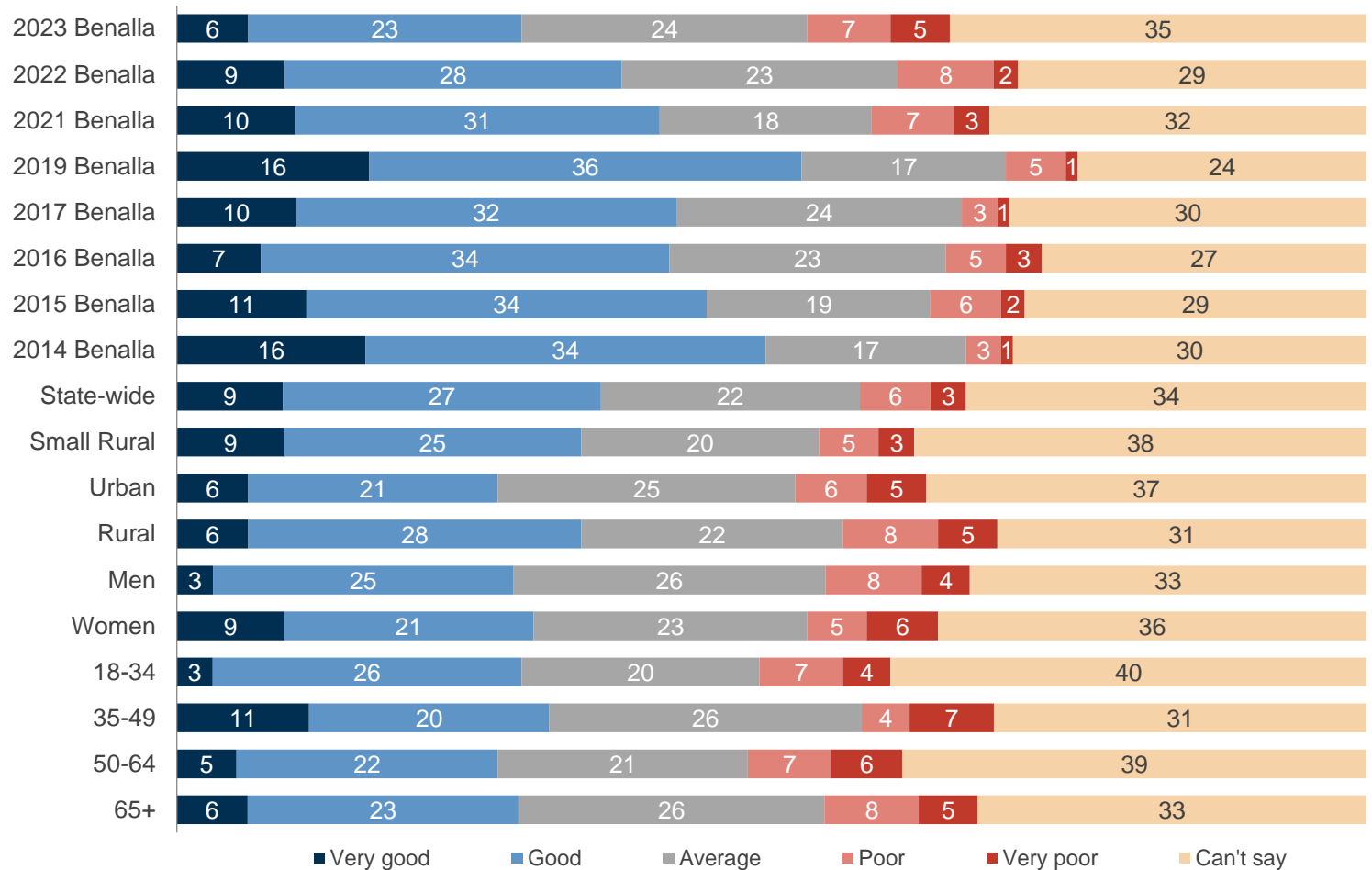Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'Family support services' over the last 12 months?
Base: All respondents. Councils asked State-wide: 30 Councils asked group: 8

Recreational facilities performance

2023 recreational facilities performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	68 ▲	69	71	70	70	69	70	69	70	71
Small Rural	67 ▲	69	69	68	68	69	69	68	70	n/a
65+	66	70	73	n/a	72	n/a	73	72	73	75
Men	64	64	72	n/a	66	n/a	65	67	69	69
Rural	64	64	68	n/a	62	n/a	70	66	64	66
Benalla	63	65	70	n/a	67	n/a	65	66	69	69
Urban	63	65	70	n/a	69	n/a	64	66	71	71
Women	62	66	68	n/a	68	n/a	65	65	69	69
50-64	61	62	70	n/a	69	n/a	69	60	66	67
35-49	60	58	68	n/a	65	n/a	58	70	68	67
18-34	59	62	64	n/a	58	n/a	55	62	66	67

Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
Base: All respondents. Councils asked State-wide: 43 Councils asked group: 13
Note: Please see Appendix A for explanation of significant differences.

Recreational facilities performance

2023 recreational facilities performance (%)

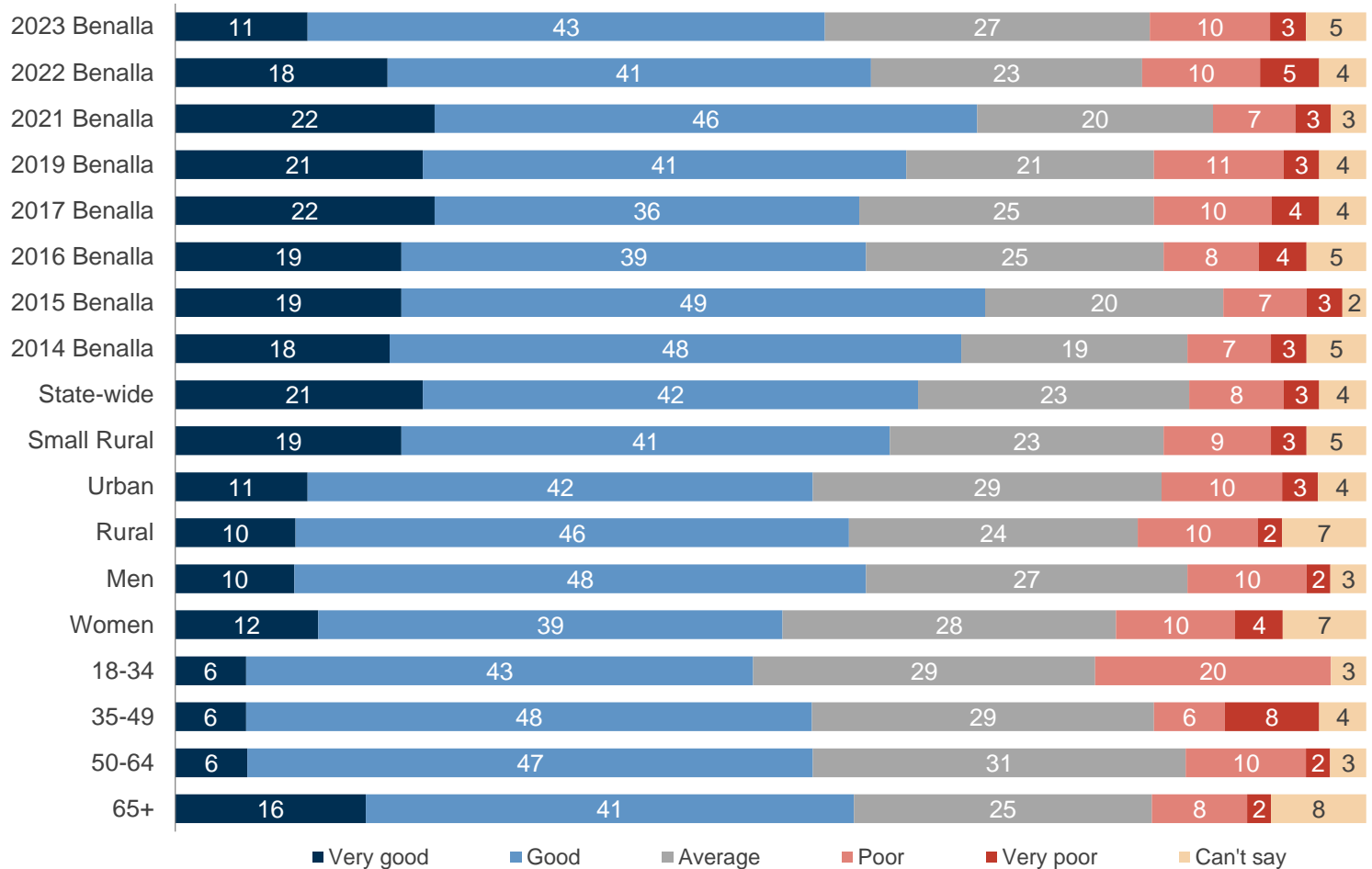|	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	11	43	27	10	3	5
2022 Benalla	18	41	23	10	5	4
2021 Benalla	22	46	20	7	3	3
2019 Benalla	21	41	21	11	3	4
2017 Benalla	22	36	25	10	4	4
2016 Benalla	19	39	25	8	4	5
2015 Benalla	19	49	20	7	3	2
2014 Benalla	18	48	19	7	3	5
State-wide	21	42	23	8	3	4
Small Rural	19	41	23	9	3	5
Urban	11	42	29	10	3	4
Rural	10	46	24	10	2	7
Men	10	48	27	10	2	3
Women	12	39	28	10	4	7
18-34	6	43	29	20		3
35-49	6	48	29	6	8	4
50-64	6	47	31	10	2	3
65+	16	41	25	8	2	8

Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
Base: All respondents. Councils asked State-wide: 43 Councils asked group: 13

The appearance of public areas performance

2023 public areas performance (index scores)

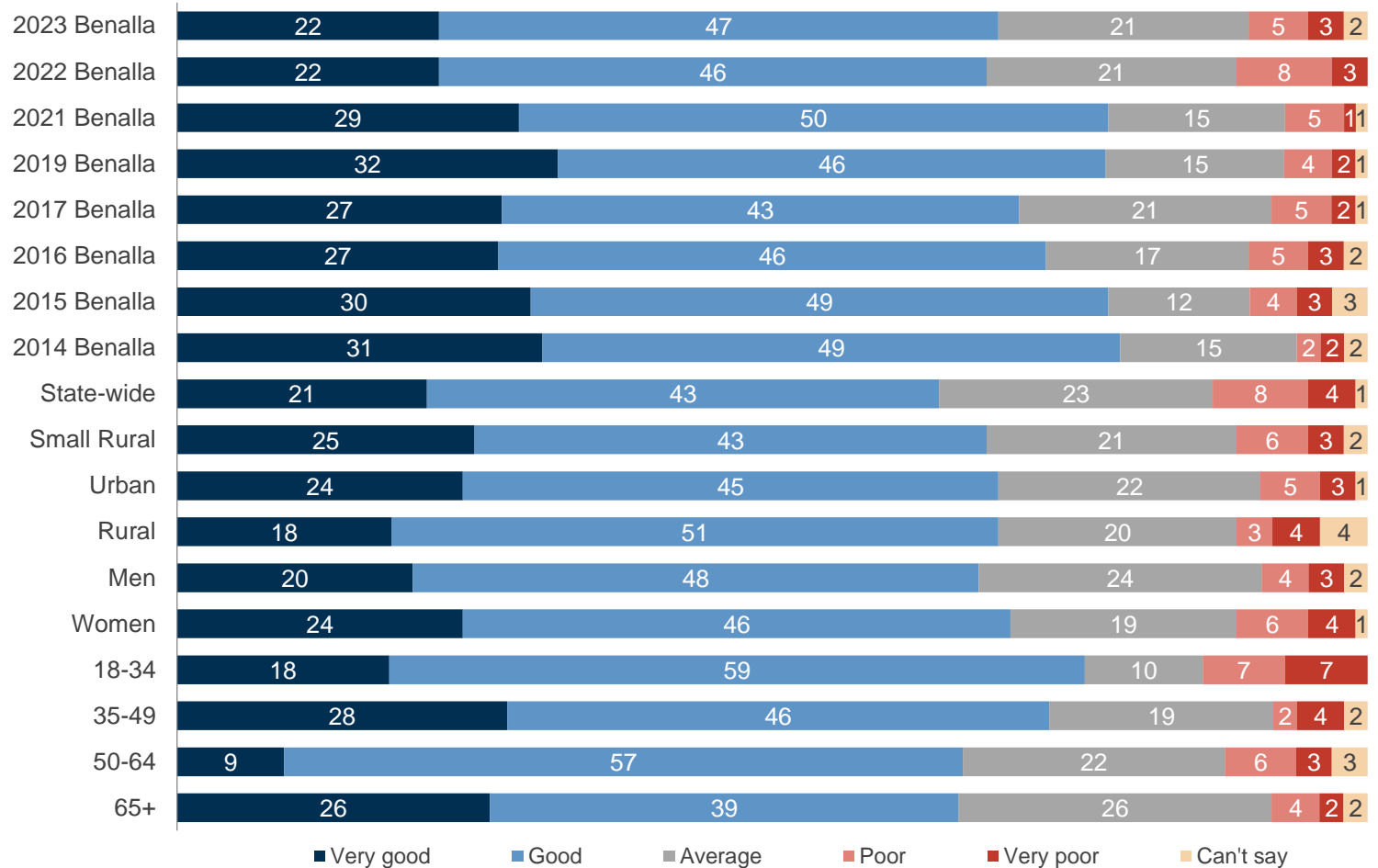|	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	74	68	77	n/a	80	n/a	77	78	79	77
65+	71	69	74	n/a	75	n/a	72	72	73	76
Small Rural	71	73	75	72	73	72	74	73	74	n/a
Urban	71	69	75	n/a	77	n/a	71	72	78	78
Women	70	70	74	n/a	77	n/a	73	74	76	77
Benalla	70	69	75	n/a	76	n/a	73	72	75	77
Men	70	68	77	n/a	74	n/a	72	70	75	76
Rural	69	70	76	n/a	72	n/a	76	72	69	75
18-34	69	68	74	n/a	70	n/a	67	69	78	79
State-wide	67 ▼	71	73	72	72	71	71	71	72	72
50-64	66	71	78	n/a	78	n/a	75	70	74	75

Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked State-wide: 45 Councils asked group: 14
Note: Please see Appendix A for explanation of significant differences.

The appearance of public areas performance

2023 public areas performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	22	47	21	5	3	2
2022 Benalla	22	46	21	8	3	
2021 Benalla	29	50	15	5	1	1
2019 Benalla	32	46	15	4	2	1
2017 Benalla	27	43	21	5	2	1
2016 Benalla	27	46	17	5	3	2
2015 Benalla	30	49	12	4	3	3
2014 Benalla	31	49	15	2	2	2
State-wide	21	43	23	8	4	1
Small Rural	25	43	21	6	3	2
Urban	24	45	22	5	3	1
Rural	18	51	20	3	4	4
Men	20	48	24	4	3	2
Women	24	46	19	6	4	1
18-34	18	59	10	7	7	
35-49	28	46	19	2	4	2
50-64	9	57	22	6	3	3
65+	26	39	26	4	2	2

■ Very good　■ Good　■ Average　■ Poor　■ Very poor　■ Can't say

Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked State-wide: 45 Councils asked group: 14

Waste management performance

2023 waste management performance (index scores)

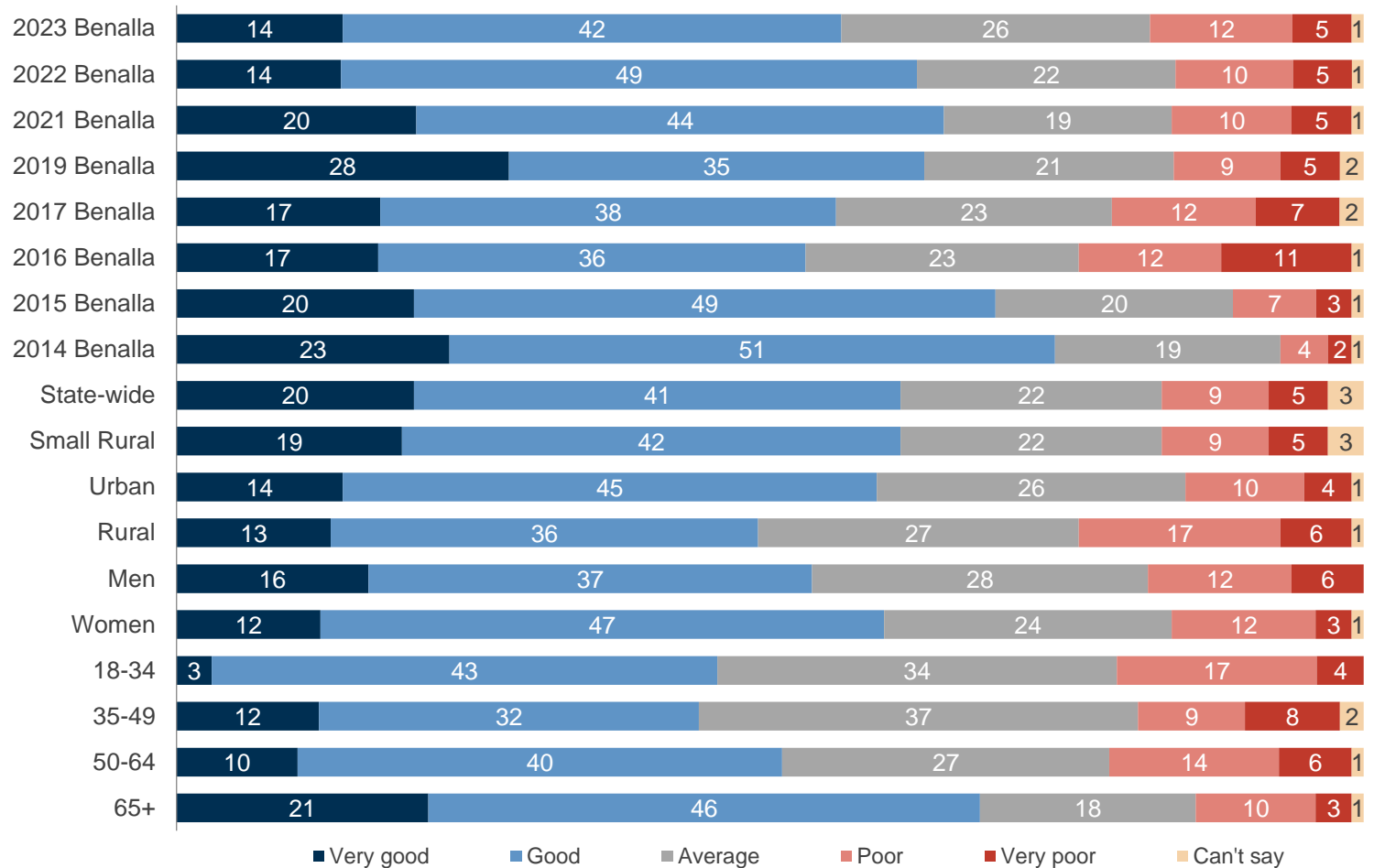|	2022	2021	2020	2019	2018	2017	2016	2015	2014
65+ — 68 ▲	67	71	n/a	72	n/a	66	66	70	75
State-wide — 66 ▲	68	69	65	68	70	71	70	72	73
Small Rural — 66 ▲	68	68	64	66	69	70	69	71	n/a
Urban — 64	63	66	n/a	69	n/a	61	58	71	71
Women — 63	66	65	n/a	72	n/a	65	61	70	72
Benalla — 62	64	66	n/a	68	n/a	62	59	69	72
Men — 61	62	67	n/a	64	n/a	59	57	69	72
50-64 — 59	59	58	n/a	68	n/a	60	53	65	70
Rural — 58	66	68	n/a	65	n/a	64	62	66	74
35-49 — 57	60	70	n/a	63	n/a	57	62	70	72
18-34 — 56 ▼	64	59	n/a	67	n/a	62	53	72	70

Q2. How has Council performed on 'Waste management' over the last 12 months?
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19
Note: Please see Appendix A for explanation of significant differences.

Waste management performance

2023 waste management performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	14	42	26	12	5	1
2022 Benalla	14	49	22	10	5	1
2021 Benalla	20	44	19	10	5	1
2019 Benalla	28	35	21	9	5	2
2017 Benalla	17	38	23	12	7	2
2016 Benalla	17	36	23	12	11	1
2015 Benalla	20	49	20	7	3	1
2014 Benalla	23	51	19	4	2	1
State-wide	20	41	22	9	5	3
Small Rural	19	42	22	9	5	3
Urban	14	45	26	10	4	1
Rural	13	36	27	17	6	1
Men	16	37	28	12	6	
Women	12	47	24	12	3	1
18-34	3	43	34	17	4	
35-49	12	32	37	9	8	2
50-64	10	40	27	14	6	1
65+	21	46	18	10	3	1

■ Very good   ■ Good   ■ Average   ■ Poor   ■ Very poor   ■ Can't say

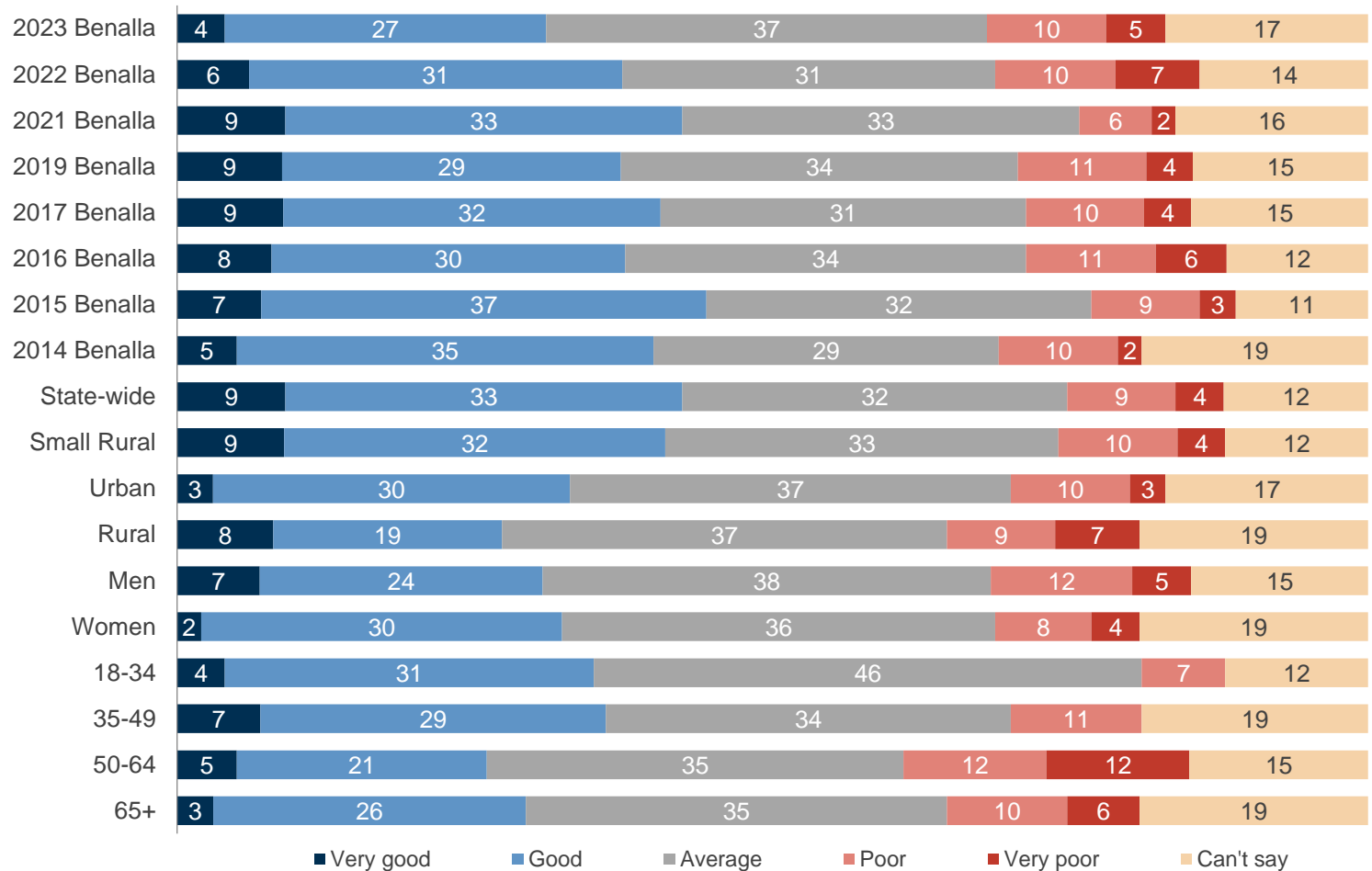*Q2. How has Council performed on 'Waste management' over the last 12 months?*
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19

Environmental sustainability performance

2023 environmental sustainability performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	60 ▲	61	62	60	62	63	64	63	64	64
35-49	60	56	68	n/a	54	n/a	61	61	61	58
Small Rural	59 ▲	59	61	57	59	62	63	61	63	n/a
18-34	59	55	62	n/a	54	n/a	65	50	69	64
Urban	56	57	63	n/a	58	n/a	60	55	60	62
Women	55	56	59	n/a	61	n/a	58	58	62	60
Benalla	55	55	62	n/a	58	n/a	59	56	60	60
Men	55	55	66	n/a	55	n/a	60	54	58	59
65+	54	56	61	n/a	61	n/a	57	57	58	60
Rural	53	50	60	n/a	57	n/a	58	59	59	55
50-64	49	54	59	n/a	60	n/a	57	57	54	57

Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
Base: All respondents. Councils asked State-wide: 39 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.

Environmental sustainability performance

2023 environmental sustainability performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	4	27	37	10	5	17
2022 Benalla	6	31	31	10	7	14
2021 Benalla	9	33	33	6	2	16
2019 Benalla	9	29	34	11	4	15
2017 Benalla	9	32	31	10	4	15
2016 Benalla	8	30	34	11	6	12
2015 Benalla	7	37	32	9	3	11
2014 Benalla	5	35	29	10	2	19
State-wide	9	33	32	9	4	12
Small Rural	9	32	33	10	4	12
Urban	3	30	37	10	3	17
Rural	8	19	37	9	7	19
Men	7	24	38	12	5	15
Women	2	30	36	8	4	19
18-34	4	31	46	7		12
35-49	7	29	34	11		19
50-64	5	21	35	12	12	15
65+	3	26	35	10	6	19

Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
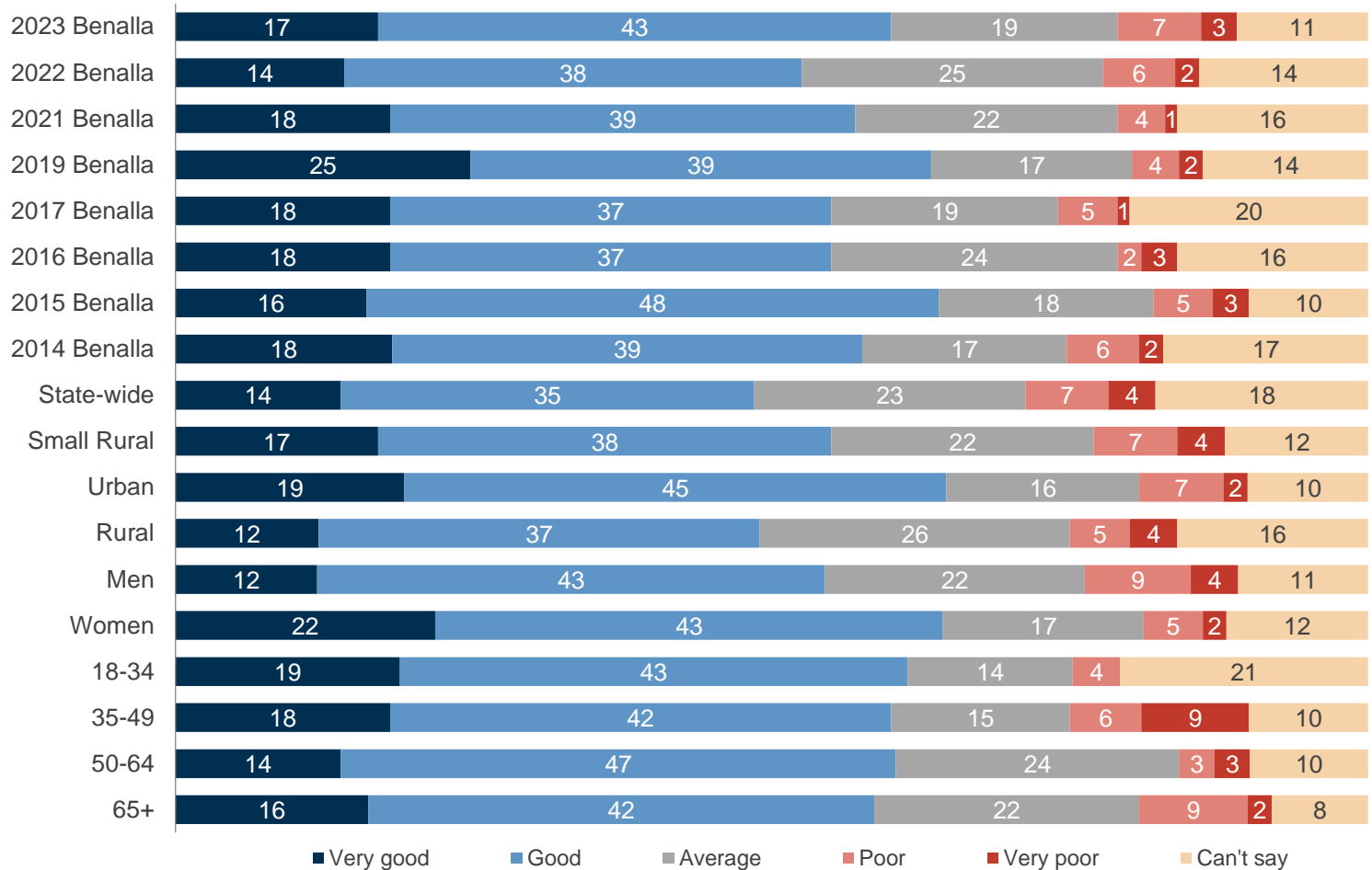*Base: All respondents. Councils asked State-wide: 39 Councils asked group: 8*

Emergency and disaster management performance

2023 emergency and disaster management performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	74 ▲	64	67	n/a	70	n/a	73	70	72	70
Women	72 ▲	68	68	n/a	74	n/a	71	70	69	70
Urban	70	66	72	n/a	76	n/a	72	69	71	71
50-64	69	67	69	n/a	73	n/a	69	64	63	65
Benalla	68	66	70	n/a	74	n/a	71	69	69	69
65+	67	65	70	n/a	74	n/a	69	69	69	71
Small Rural	66	68	72	70	72	72	72	71	70	n/a
35-49	65	69	74	n/a	77	n/a	73	74	72	72
State-wide	65 ▼	66	71	68	72	71	70	69	70	71
Rural	64	66	66	n/a	68	n/a	67	68	65	65
Men	64	63	73	n/a	73	n/a	70	68	69	68

Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
Base: All respondents. Councils asked State-wide: 29 Councils asked group: 6
Note: Please see Appendix A for explanation of significant differences.

Emergency and disaster management performance

2023 emergency and disaster management performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	17	43	19	7	3	11
2022 Benalla	14	38	25	6	2	14
2021 Benalla	18	39	22	4	1	16
2019 Benalla	25	39	17	4	2	14
2017 Benalla	18	37	19	5	1	20
2016 Benalla	18	37	24	2	3	16
2015 Benalla	16	48	18	5	3	10
2014 Benalla	18	39	17	6	2	17
State-wide	14	35	23	7	4	18
Small Rural	17	38	22	7	4	12
Urban	19	45	16	7	2	10
Rural	12	37	26	5	4	16
Men	12	43	22	9	4	11
Women	22	43	17	5	2	12
18-34	19	43	14	4		21
35-49	18	42	15	6	9	10
50-64	14	47	24	3	3	10
65+	16	42	22	9	2	8

■ Very good   ■ Good   ■ Average   ■ Poor   ■ Very poor   ■ Can't say

Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
Base: All respondents. Councils asked State-wide: 29 Councils asked group: 6

Planning for population growth in the area performance

2023 population growth performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Men	50	47	58	n/a	58	n/a	n/a	n/a	n/a	n/a
65+	49	49	55	n/a	59	n/a	n/a	n/a	n/a	n/a
18-34	49	53	61	n/a	58	n/a	n/a	n/a	n/a	n/a
Urban	48	49	56	n/a	58	n/a	n/a	n/a	n/a	n/a
State-wide	48	52	53	51	52	52	52	51	54	54
Benalla	48	48	56	n/a	57	n/a	n/a	n/a	n/a	n/a
Rural	48	46	55	n/a	54	n/a	n/a	n/a	n/a	n/a
50-64	47	48	52	n/a	55	n/a	n/a	n/a	n/a	n/a
Women	47	49	54	n/a	56	n/a	n/a	n/a	n/a	n/a
35-49	46	42	56	n/a	53	n/a	n/a	n/a	n/a	n/a
Small Rural	44 ▼	49	52	44	51	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 2
Note: Please see Appendix A for explanation of significant differences.

Planning for population growth in the area performance

2023 population growth performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	4	22	29	17	9	19
2022 Benalla	4	21	32	16	10	16
2021 Benalla	8	28	30	13	6	17
2019 Benalla	11	24	28	13	5	19
State-wide	5	21	30	18	9	17
Small Rural	4	20	30	21	14	13
Urban	5	22	31	17	10	15
Rural	1	22	25	16	8	29
Men	5	26	27	17	10	16
Women	3	18	31	17	9	22
18-34	3	34	19	17	13	15
35-49	2	20	36	12	12	18
50-64	5	20	27	21	10	17
65+	5	19	31	17	7	22

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say
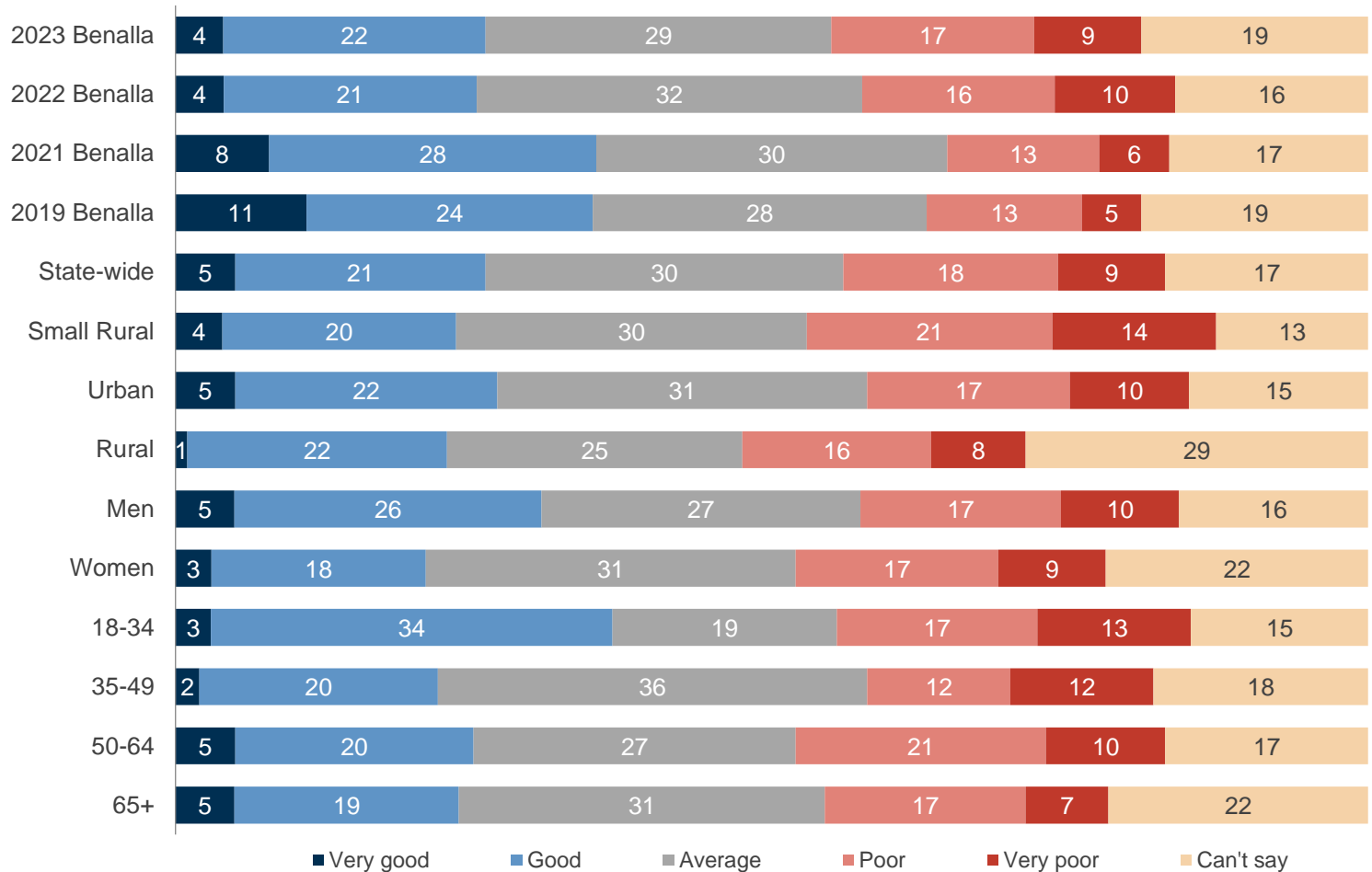
Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 2

Roadside slashing and weed control performance

2023 roadside slashing and weed control performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	49	49	56	n/a	59	n/a	49	61	61	64
Urban	48	48	53	n/a	61	n/a	49	53	53	58
35-49	48	41	54	n/a	67	n/a	56	57	56	51
Small Rural	47	50	49	48	55	54	51	51	52	n/a
Men	46	43	52	n/a	56	n/a	49	50	50	50
Benalla	46	45	51	n/a	57	n/a	48	51	49	52
State-wide	46	49	51	49	56	55	53	56	55	55
Women	46	47	51	n/a	58	n/a	47	52	48	54
65+	45	45	48	n/a	56	n/a	44	47	42	49
50-64	42	43	51	n/a	51	n/a	48	45	43	46
Rural	40 ▼	36	44	n/a	48	n/a	45	46	40	41

Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
Base: All respondents. Councils asked State-wide: 14 Councils asked group: 6
Note: Please see Appendix A for explanation of significant differences.

Roadside slashing and weed control performance

2023 roadside slashing and weed control performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	4	26	28	24	13	4
2022 Benalla	4	27	31	17	19	3
2021 Benalla	9	28	29	23	9	3
2019 Benalla	11	33	34	10	8	4
2017 Benalla	9	25	29	21	14	3
2016 Benalla	10	28	29	17	13	2
2015 Benalla	8	28	28	18	15	3
2014 Benalla	9	30	27	17	12	3
State-wide	7	24	29	22	16	2
Small Rural	7	25	29	23	14	3
Urban	4	30	29	24	10	4
Rural	5	18	26	26	20	5
Men	4	29	24	22	15	5
Women	4	24	31	26	11	4
18-34	4	27	33	23	7	7
35-49	7	27	29	20	15	2
50-64	3	25	27	23	20	3
65+	4	26	26	27	13	5
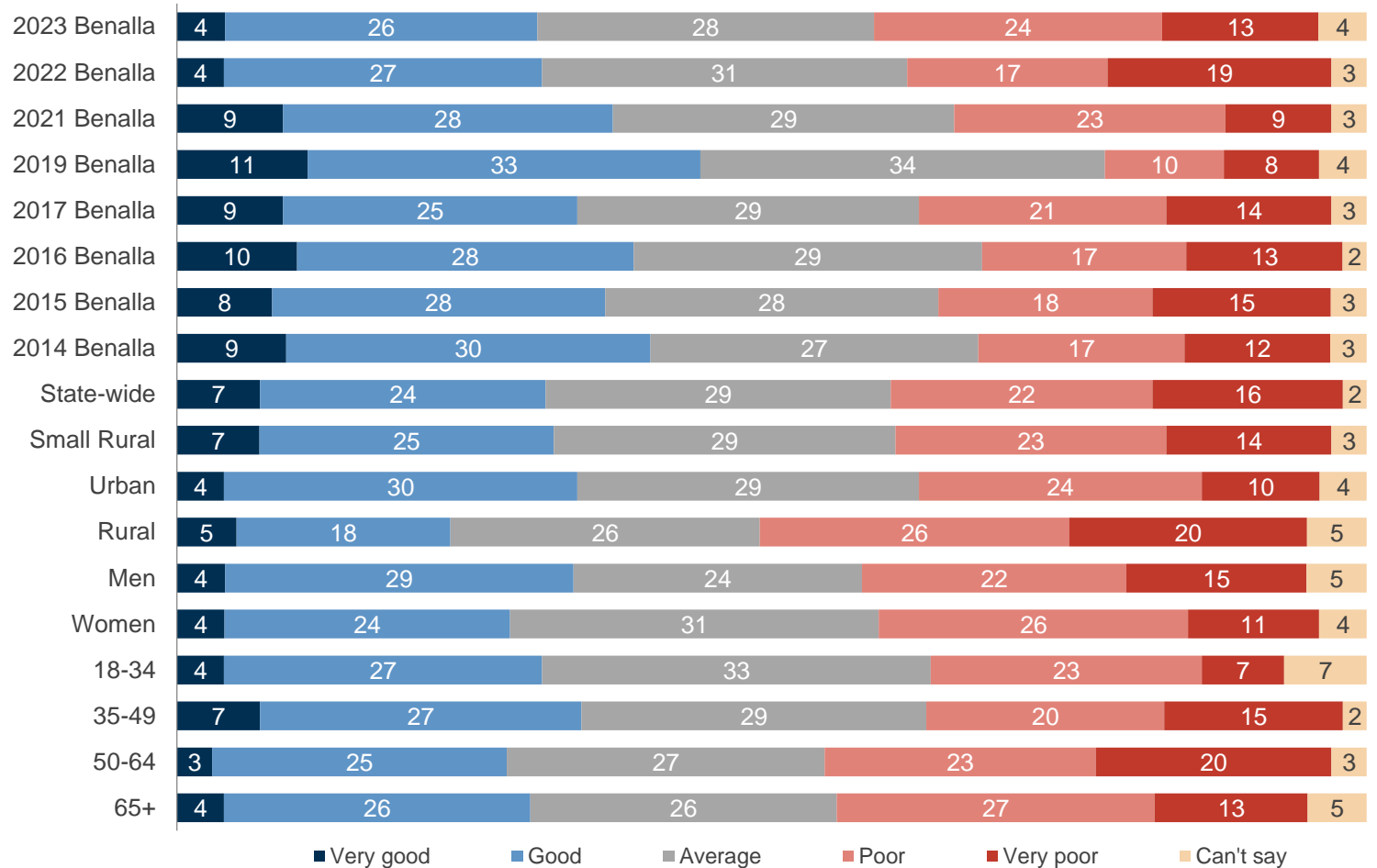
Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
Base: All respondents. Councils asked State-wide: 14 Councils asked group: 6

Maintenance of unsealed roads in your area performance

2023 unsealed roads performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	41	39	46	n/a	48	n/a	40	38	38	43
Urban	41	39	52	n/a	51	n/a	44	47	48	49
18-34	40	31	50	n/a	45	n/a	43	51	51	52
Women	39	37	44	n/a	46	n/a	39	44	42	45
Benalla	38	36	48	n/a	47	n/a	40	42	42	44
Small Rural	38	42	44	43	43	40	43	44	45	n/a
State-wide	37	41	45	44	44	43	44	43	45	45
Men	37	36	52	n/a	47	n/a	41	41	43	43
50-64	35	35	48	n/a	45	n/a	36	37	39	40
Rural	31 ▼	29	37	n/a	37	n/a	31	33	30	35
35-49	30 ▼	36	49	n/a	50	n/a	43	49	45	43

Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 10
Note: Please see Appendix A for explanation of significant differences.

Maintenance of unsealed roads in your area performance
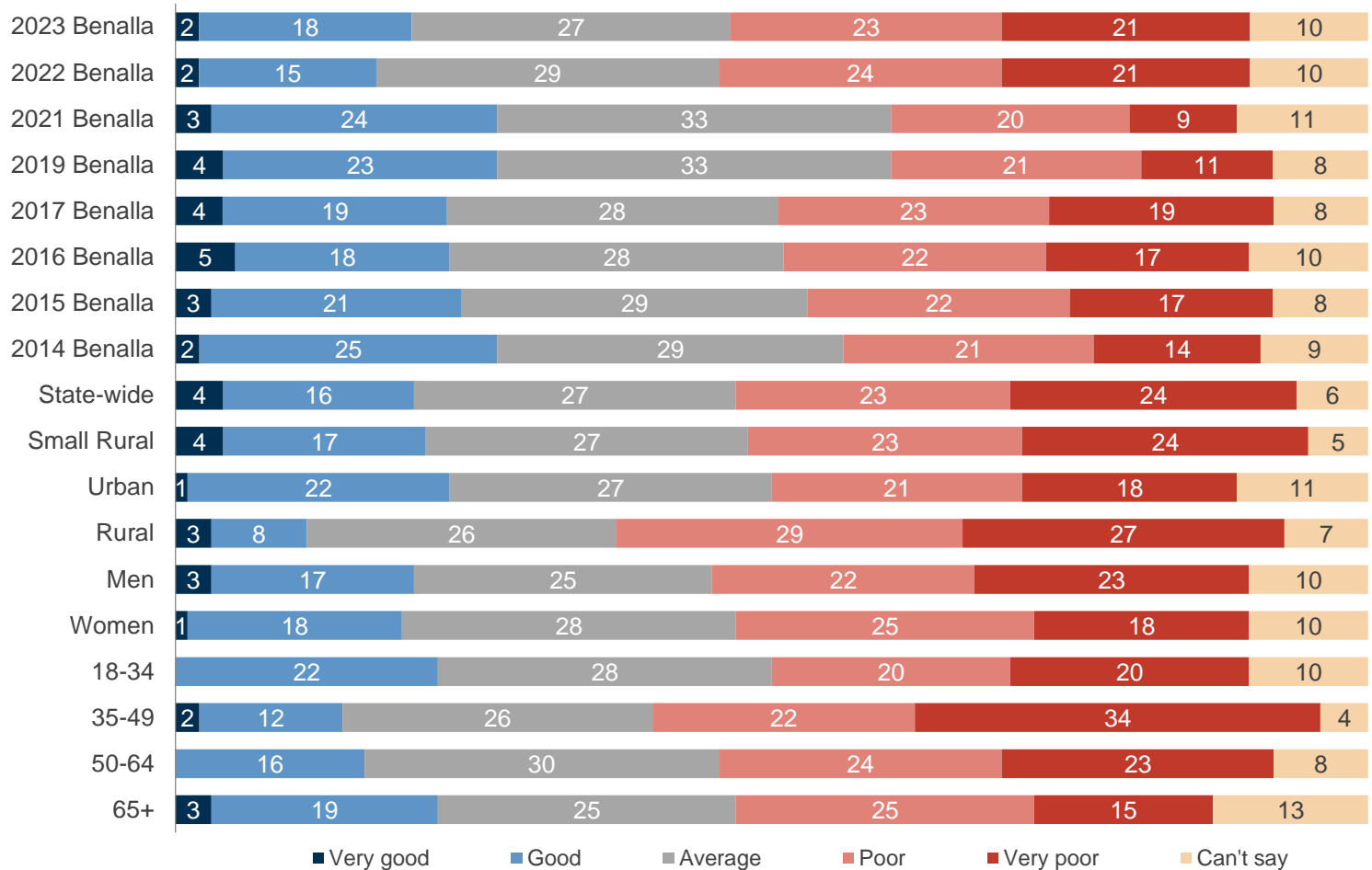
2023 unsealed roads performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	2	18	27	23	21	10
2022 Benalla	2	15	29	24	21	10
2021 Benalla	3	24	33	20	9	11
2019 Benalla	4	23	33	21	11	8
2017 Benalla	4	19	28	23	19	8
2016 Benalla	5	18	28	22	17	10
2015 Benalla	3	21	29	22	17	8
2014 Benalla	2	25	29	21	14	9
State-wide	4	16	27	23	24	6
Small Rural	4	17	27	23	24	5
Urban	1	22	27	21	18	11
Rural	3	8	26	29	27	7
Men	3	17	25	22	23	10
Women	1	18	28	25	18	10
18-34		22	28	20	20	10
35-49	2	12	26	22	34	4
50-64		16	30	24	23	8
65+	3	19	25	25	15	13

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 10

Tourism development performance

2023 tourism development performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	61 ▲	60	62	62	63	63	63	63	63	64
Small Rural	61 ▲	62	63	63	66	67	67	64	63	n/a
Women	56	59	58	n/a	66	n/a	61	55	54	62
65+	53	55	62	n/a	65	n/a	55	55	53	62
18-34	52	56	57	n/a	67	n/a	62	49	53	60
Urban	52	55	60	n/a	64	n/a	56	53	52	61
35-49	52	59	58	n/a	62	n/a	58	60	54	54
Benalla	52	56	60	n/a	65	n/a	58	54	54	58
Rural	51	59	60	n/a	67	n/a	64	56	56	52
50-64	49	55	61	n/a	65	n/a	58	52	54	57
Men	48	54	62	n/a	63	n/a	54	53	53	55

Q2. How has Council performed on 'Tourism development' over the last 12 months?
Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5
Note: Please see Appendix A for explanation of significant differences.

Tourism development performance
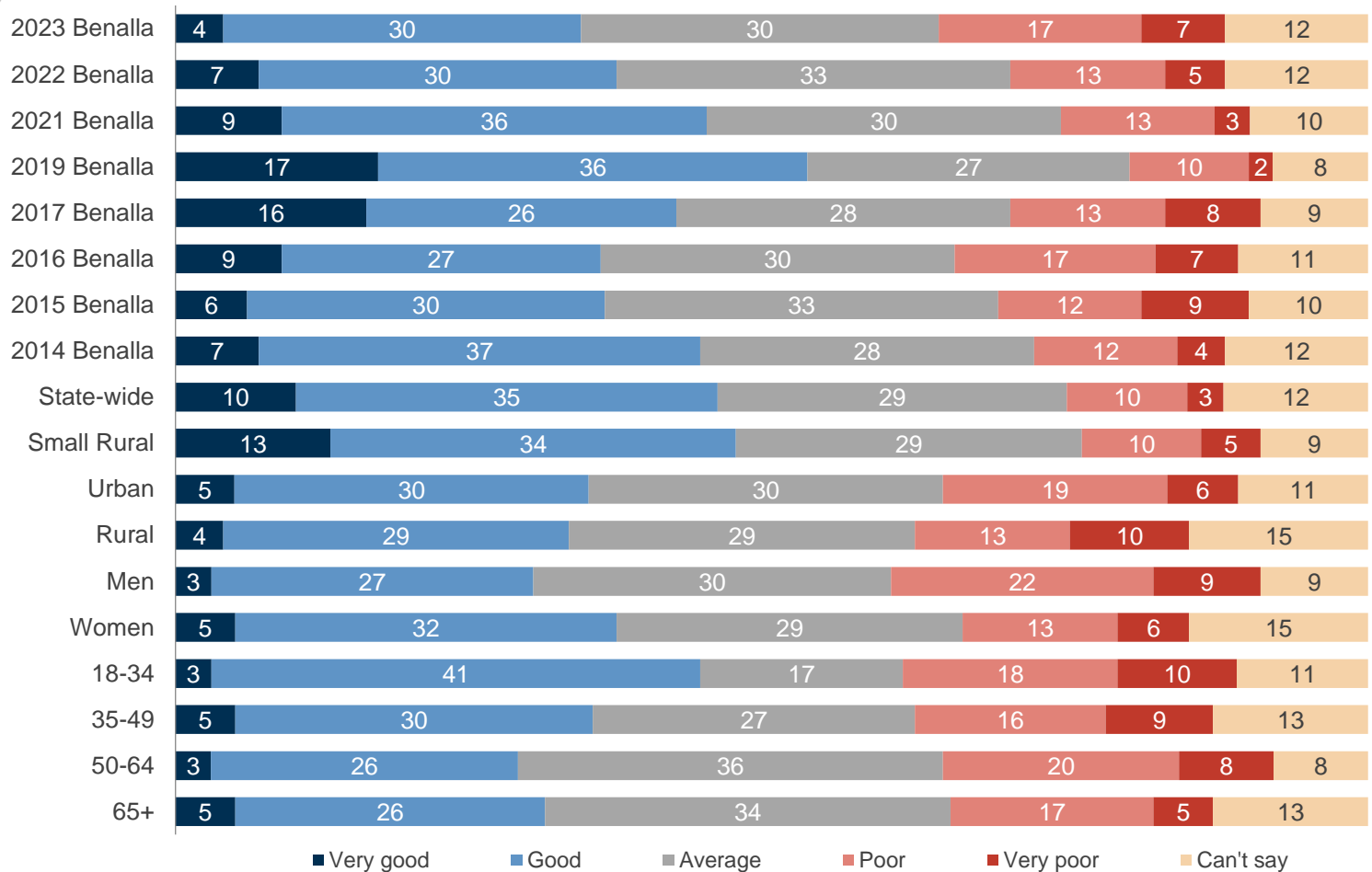
2023 tourism development performance (%)

	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	4	30	30	17	7	12
2022 Benalla	7	30	33	13	5	12
2021 Benalla	9	36	30	13	3	10
2019 Benalla	17	36	27	10	2	8
2017 Benalla	16	26	28	13	8	9
2016 Benalla	9	27	30	17	7	11
2015 Benalla	6	30	33	12	9	10
2014 Benalla	7	37	28	12	4	12
State-wide	10	35	29	10	3	12
Small Rural	13	34	29	10	5	9
Urban	5	30	30	19	6	11
Rural	4	29	29	13	10	15
Men	3	27	30	22	9	9
Women	5	32	29	13	6	15
18-34	3	41	17	18	10	11
35-49	5	30	27	16	9	13
50-64	3	26	36	20	8	8
65+	5	26	34	17	5	13

Q2. How has Council performed on 'Tourism development' over the last 12 months?
Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5

COVID-19 response performance

2023 COVID-19 response performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Small Rural	69 ▲	69	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	67	68	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67 ▲	69	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	66	67	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rural	65	66	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Benalla	64	65	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	64	53	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Urban	64	64	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	62	62	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	62	69	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	59	62	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'COVID-19 response' over the last 12 months?
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 4
Note: Please see Appendix A for explanation of significant differences.

COVID-19 response performance
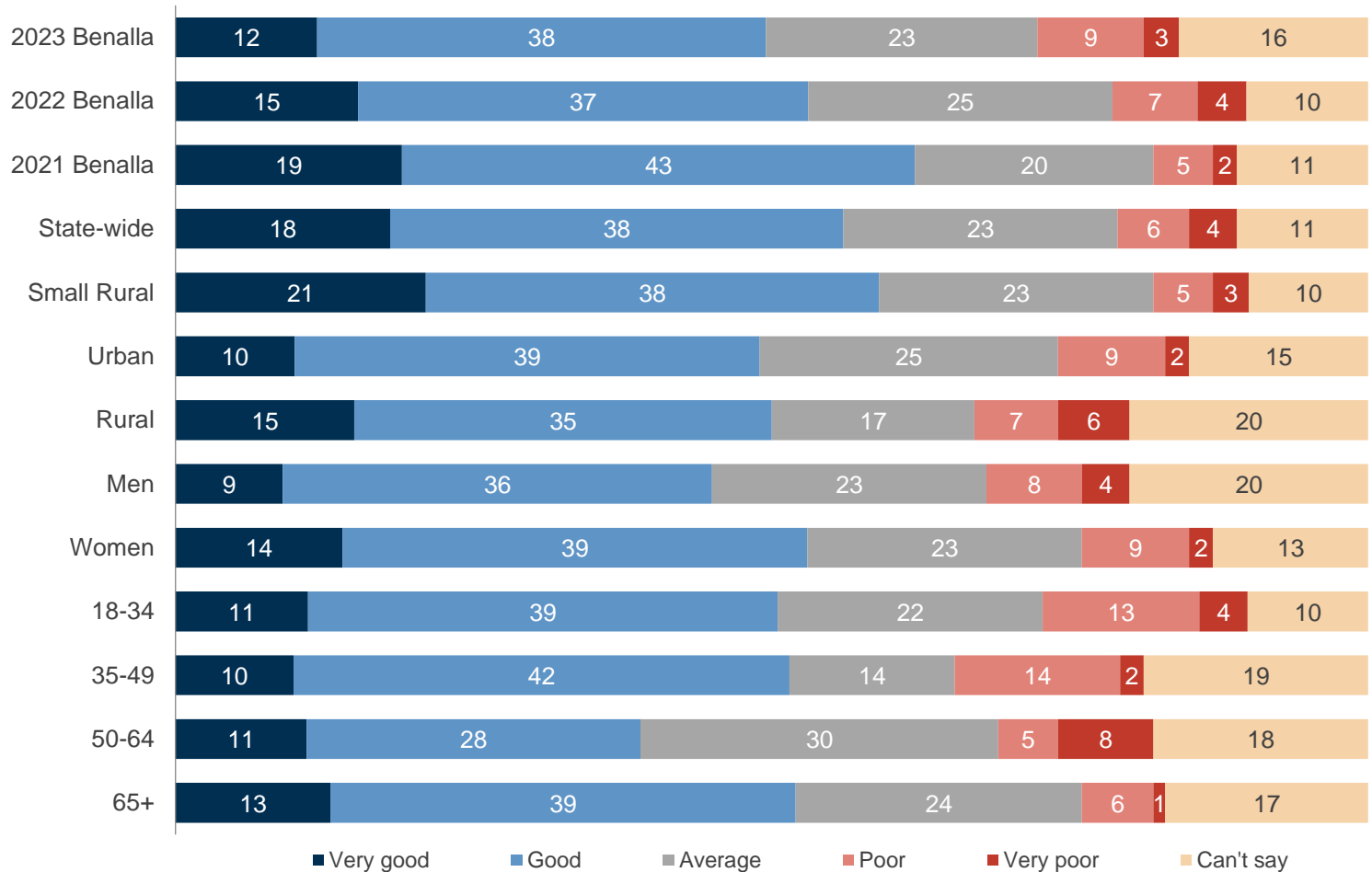
2023 COVID-19 response performance (%)

Category	Very good	Good	Average	Poor	Very poor	Can't say
2023 Benalla	12	38	23	9	3	16
2022 Benalla	15	37	25	7	4	10
2021 Benalla	19	43	20	5	2	11
State-wide	18	38	23	6	4	11
Small Rural	21	38	23	5	3	10
Urban	10	39	25	9	2	15
Rural	15	35	17	7	6	20
Men	9	36	23	8	4	20
Women	14	39	23	9	2	13
18-34	11	39	22	13	4	10
35-49	10	42	14	14	2	19
50-64	11	28	30	5	8	18
65+	13	39	24	6	1	17

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'COVID-19 response' over the last 12 months?
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 4

Detailed demographics

Gender and age profile

2023 gender

Benalla
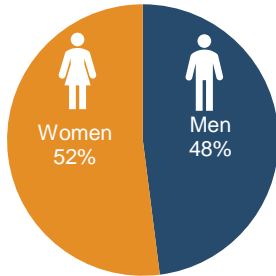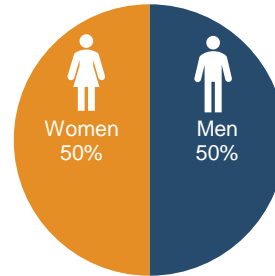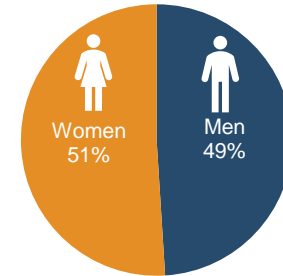
Women 52%
Men 48%

Small Rural

Women 50%
Men 50%

State-wide

Women 51%
Men 49%

2023 age

Benalla

2%
18%
18%
15%
47%

Small Rural

2%
16%
19%
18%
45%

State-wide

3%
22%
23%
17%
36%
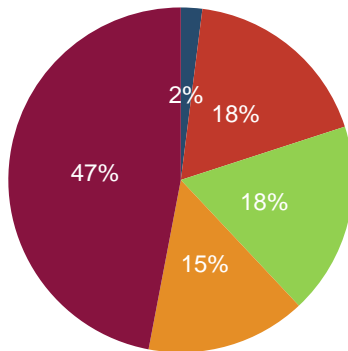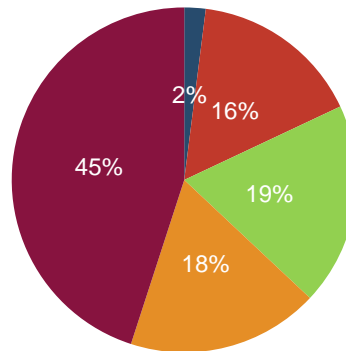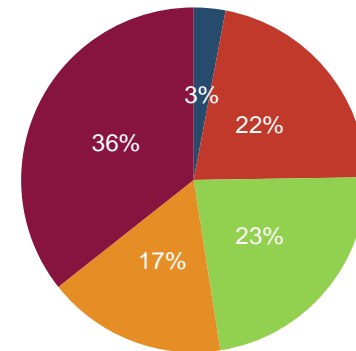
■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+   ■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+   ■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 19
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 2023 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 11,900 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
Benalla Rural City Council	400	400	+/-4.8
Men	177	193	+/-7.3
Women	223	207	+/-6.5
Urban	290	282	+/-5.7
Rural	110	118	+/-9.3
18-34 years	31	78	+/-17.9
35-49 years	50	72	+/-14.0
50-64 years	77	60	+/-11.2
65+ years	242	189	+/-6.2

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 2022. 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 2022.

- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2022.

2023 overall performance (index scores)
(example extract only)

	Score
State-wide	67 ▲
18-34	66
Benalla	60
Small Rural	58
35-49	57
50-64	54 ▼
65+	58
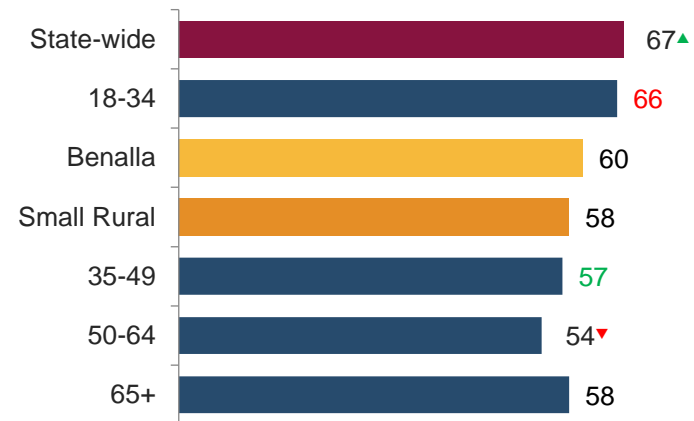
Appendix A:
Index score significant difference calculation

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 2023 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 2023 results are compared with previous years, as detailed below:

- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.

- 2021, n=401 completed interviews, conducted in the period of 28th January – 18th March.

- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.

- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.

- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th 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 1st February – 30th March.

- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.

- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the 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 27th January – 19th March, 2023.

Appendix B:
Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 66 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 2012-2023 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 2023 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

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 2012-2023 have been made throughout this report as appropriate.

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 2023 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 2023 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 2023 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

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

CSS: 2023 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.

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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