



2024 Local Government Community Satisfaction Survey

Benalla Rural City Council

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



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| <u>Recreational facilities</u> | <u>59</u> | | |
| <u>Appearance of public areas</u> | <u>61</u> | | |
| <u>Waste management</u> | <u>63</u> | | |
| <u>Environmental sustainability</u> | <u>65</u> | | |



Background and objectives

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

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

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

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

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

Serving Victoria for 25 years

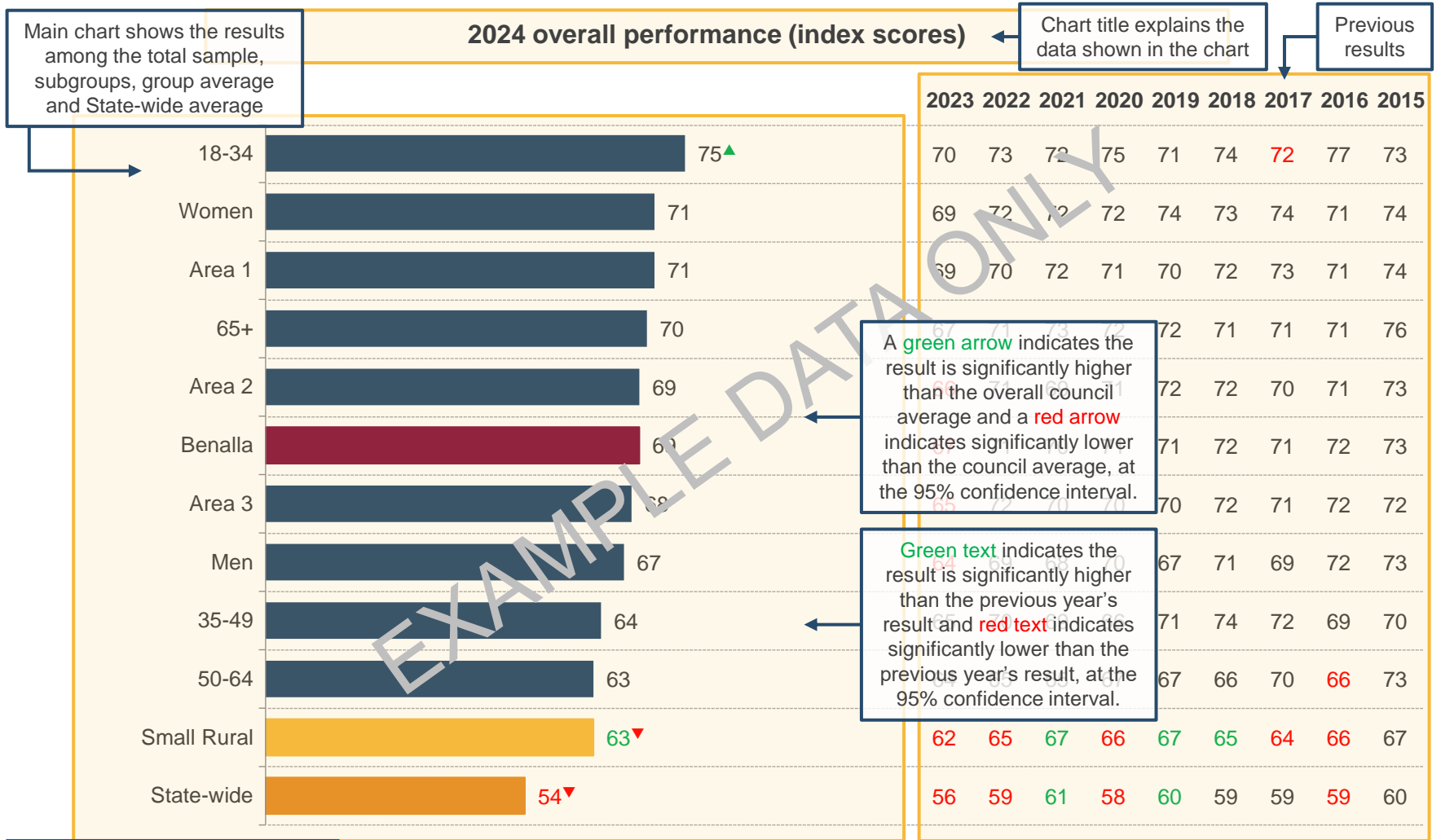
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 25 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide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

Participation in the State-wide Local Government Community Satisfaction Survey is optional.

Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.



How to read index score charts in this report

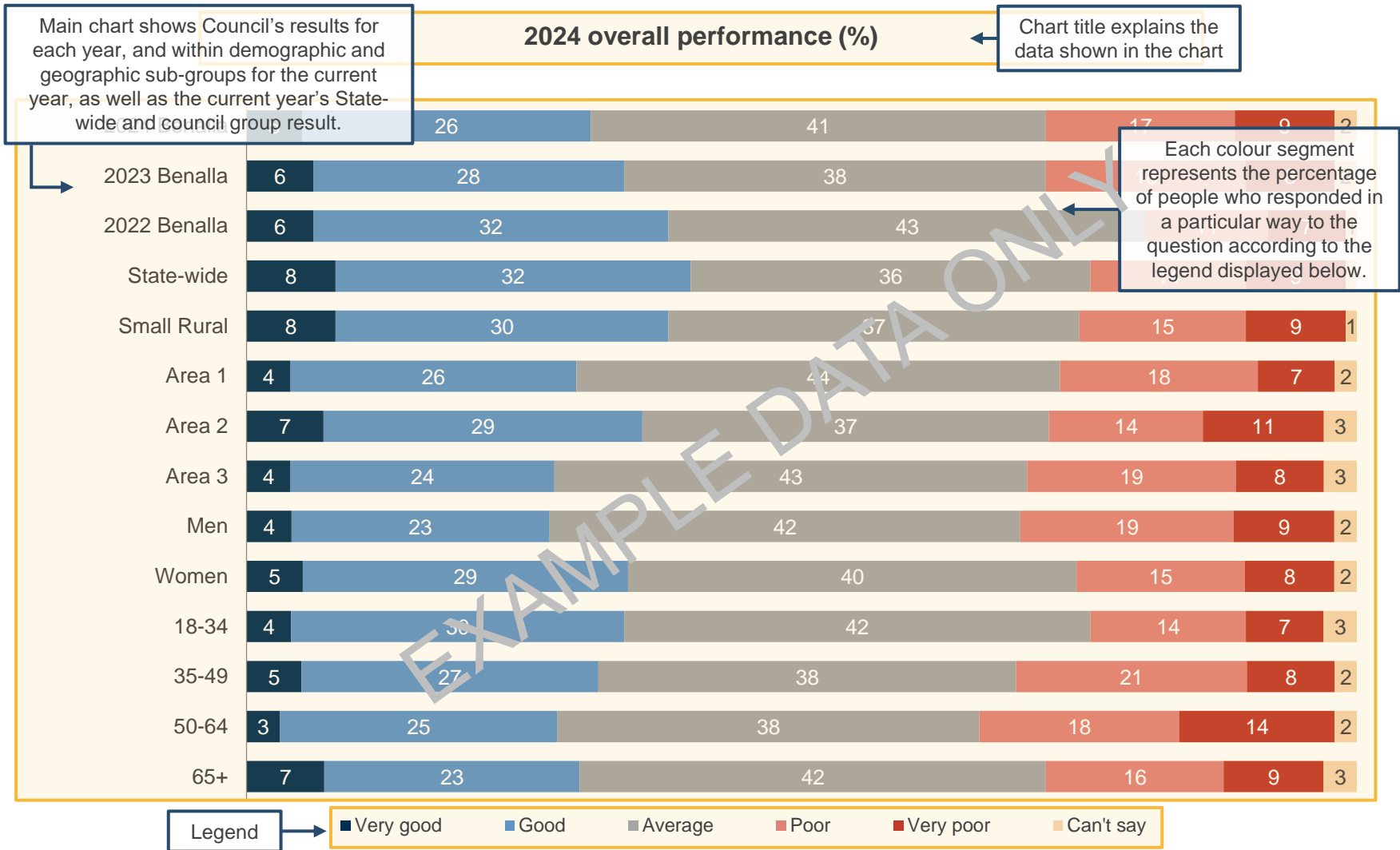


Question asked and base size(s)

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of 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: 9
 Note: Please see Appendix A for explanation of significant differences.



How to read stacked bar charts in this report



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: 9



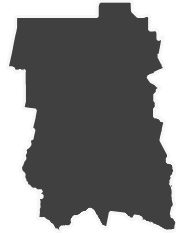
Key findings and recommendations



Benalla Rural City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Benalla 50



Small Rural 53



State-wide 54

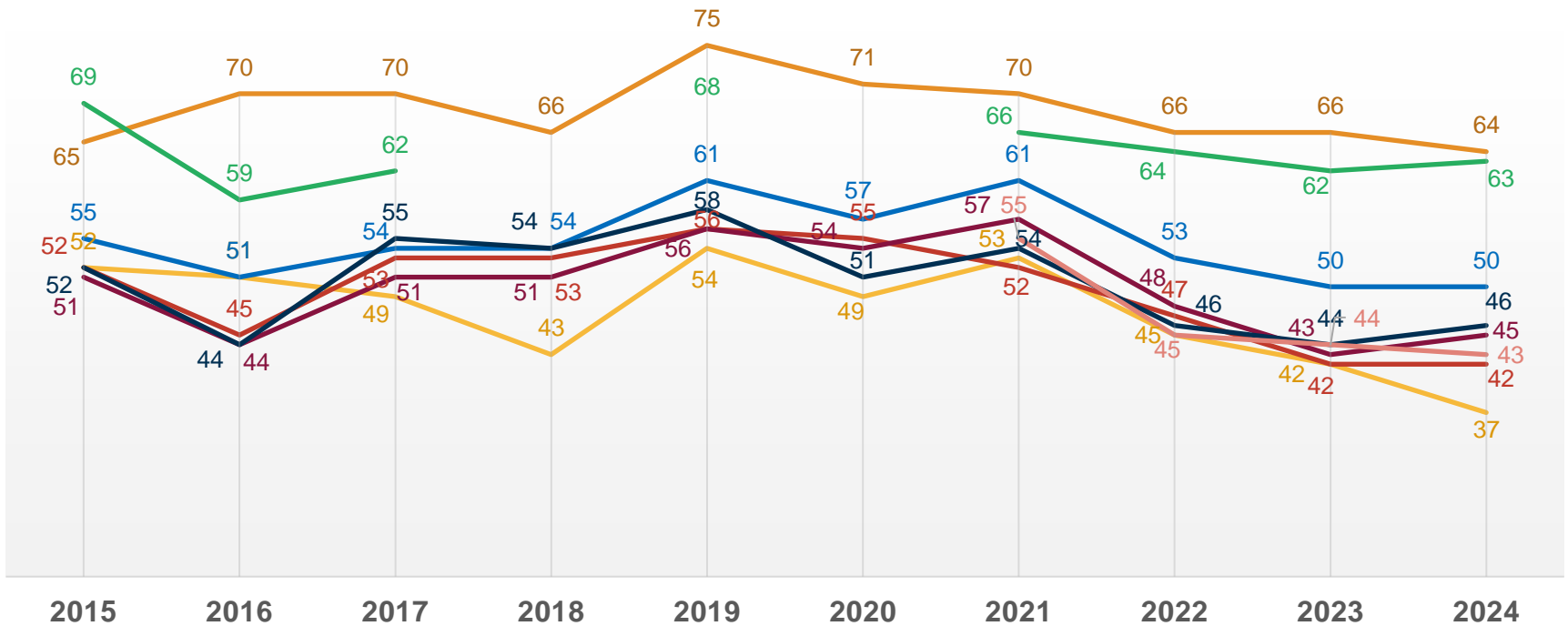
Council performance compared to group average

| Top 4 performing areas | | |
|---------------------------|----------------------------|----------|
| | Appearance of public areas | = on par |
| | Emergency & disaster mngt | = on par |
| | Recreational facilities | ▼ lower |
| | Waste management | ▼ lower |
| Bottom 3 performing areas | | |
| | Unsealed roads | = on par |
| | Sealed local roads | ▼ lower |
| | Local streets & footpaths | ▼ lower |
| | Customer service | = on par |



Summary of core measures

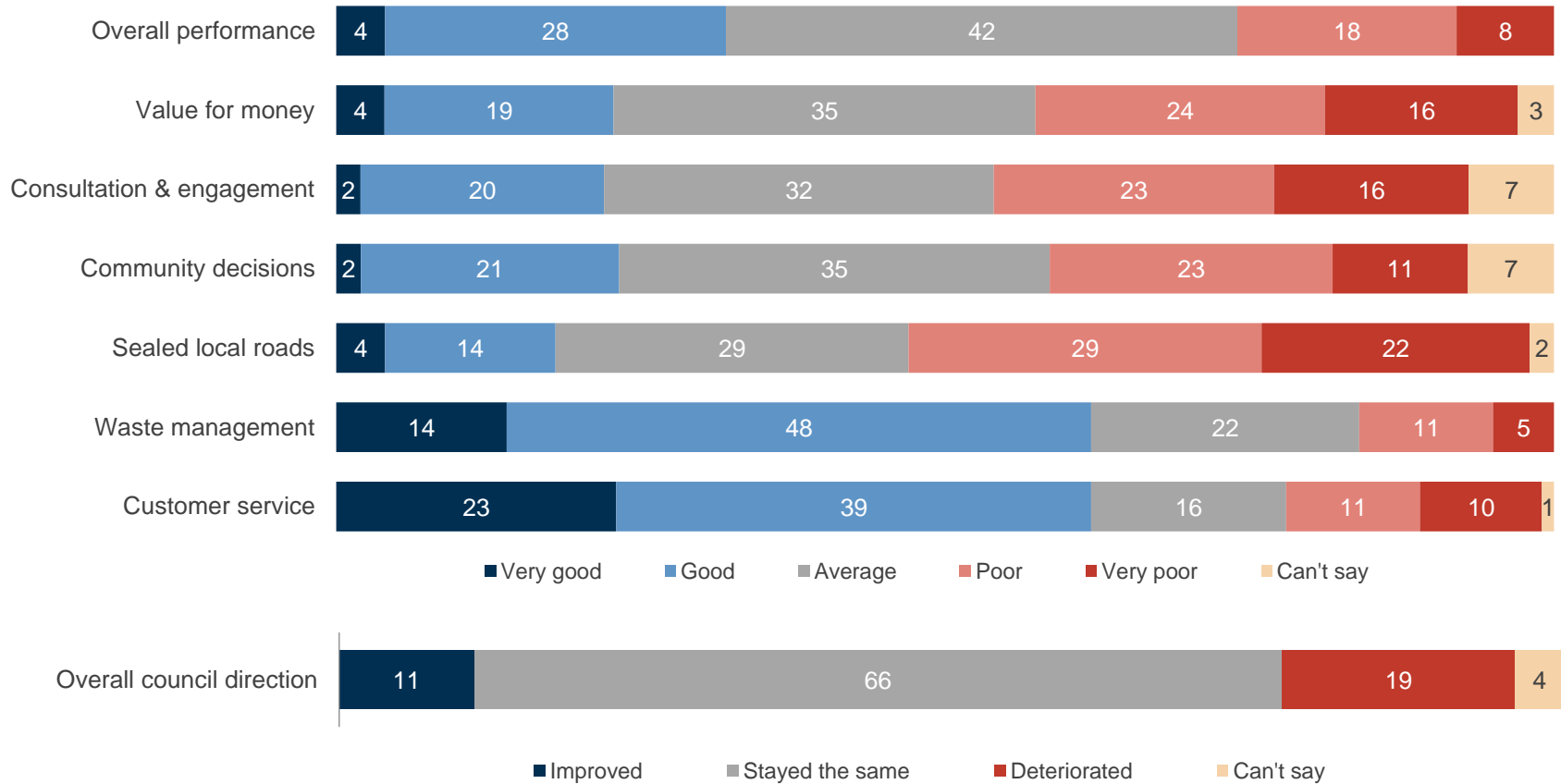
Index scores















Summary of core measures

Core measures summary results (%)
















Summary of Benalla Rural City Council performance

| Services | | Benalla 2024 | Benalla 2023 | Small Rural 2024 | State-wide 2024 | Highest score | Lowest score |
|---|----------------------------|--------------|--------------|------------------|-----------------|------------------------------|-----------------|
|  | Overall performance | 50 | 50 | 53 | 54 | 18-34 years | 50-64 years |
|  | Value for money | 43 | 44 | 47 | 48 | 65+ years | 50-64 years |
|  | Overall council direction | 46 | 44 | 44 | 45 | 65+ years | 35-49 years |
|  | Customer service | 64 | 66 | 66 | 67 | 18-34 years, Urban residents | Rural residents |
|  | Appearance of public areas | 71 | 70 | 71 | 68 | 18-34 years | 35-49 years |
|  | Emergency & disaster mngt | 64 | 68 | 66 | 65 | 18-34 years | 50-64 years |
|  | Recreational facilities | 63 | 63 | 67 | 68 | 65+ years | 35-49 years |
|  | Waste management | 63 | 62 | 67 | 67 | 65+ years | 18-34 years |
|  | COVID-19 response | 62 | 64 | 62 | 65 | Women, 65+ years | 50-64 years |
|  | Parking facilities | 61 | 62 | 59 | 54 | Men | Women |

Significantly higher / lower than Benalla Rural City Council 2024 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences.



Summary of Benalla Rural City Council performance

| Services | | Benalla 2024 | Benalla 2023 | Small Rural 2024 | State-wide 2024 | Highest score | Lowest score |
|---|------------------------------|--------------|--------------|------------------|-----------------|----------------------------|---------------------------------|
|  | Family support services | 59 | 57 | 61 | 63 | 65+ years | 50-64 years |
|  | Tourism development | 55 | 52 | 61 | 59 | 65+ years, Rural residents | 18-34 years |
|  | Environmental sustainability | 55 | 55 | 59 | 60 | 18-34 years | 50-64 years |
|  | Population growth | 49 | 48 | 43 | 47 | 65+ years | 50-64 years |
|  | Lobbying | 47 | 46 | 50 | 50 | 18-34 years | 50-64 years |
|  | Slashing & weed control | 47 | 46 | 46 | 45 | 18-34 years | Rural residents |
|  | Community decisions | 45 | 43 | 50 | 50 | 18-34 years | 50-64 years |
|  | Consultation & engagement | 42 | 42 | 51 | 51 | 18-34 years | 50-64 years |
|  | Local streets & footpaths | 39 | 43 | 51 | 52 | 18-34 years | 35-49 years |
|  | Sealed local roads | 37 | 42 | 41 | 45 | 18-34 years | 35-49 years |
|  | Unsealed roads | 33 | 38 | 35 | 36 | Urban residents, 65+ years | 50-64 years/ Rural residents |



Focus areas for the next 12 months

Overview

Benalla Rural City Council's overall performance index score of 50 is unchanged from last year, stemming declines that occurred between 2021 and 2023. Council's overall performance rating remains 11 index points lower than peak levels last achieved in 2021. Results stabilised across most service areas, with the exception of emergency and disaster management, local streets and footpaths, and the condition of sealed and unsealed roads. Ratings in all four areas are at their lowest levels in a decade.

Key influences on perceptions of overall performance

Council should seek to improve transparency in decision-making over the next 12 months. Council performs relatively lower with regard to consultation and engagement, and confidence in its decision-making, measures which have a strong influence on impressions of overall performance. Council rates lowest for unsealed roads – another area with a strong influence on overall impressions – and where impressions declined from 2023. Improvements in these areas will help boost impressions of Council's overall performance.

Comparison to state and area grouping

Council's performance relative to the Small Rural group is more mixed in 2024 than last year, when results trended lower relative to group averages. Council performs in line with average ratings for the Small Rural group in fewer than half of the service areas evaluated (and in the case of managing population growth, higher). Council performs significantly lower than group averages on a number of measures in addition to overall performance. Council performs significantly lower than State-wide averages across most service areas.

Maintain and shore up stronger performing areas

Emergency and disaster management remains one of Council's highest performing service areas (even with ratings declining by a significant four index points from 2023). Council should focus on shoring up its delivery in this area – particularly given it is influential in perceptions of overall performance. Council should also endeavour to continue to deliver a strong customer service experience for residents. While ratings are positive in this area, they remain lower than previously achieved levels and are at risk of a downward trend.

DETAILED FINDINGS



Overall performance



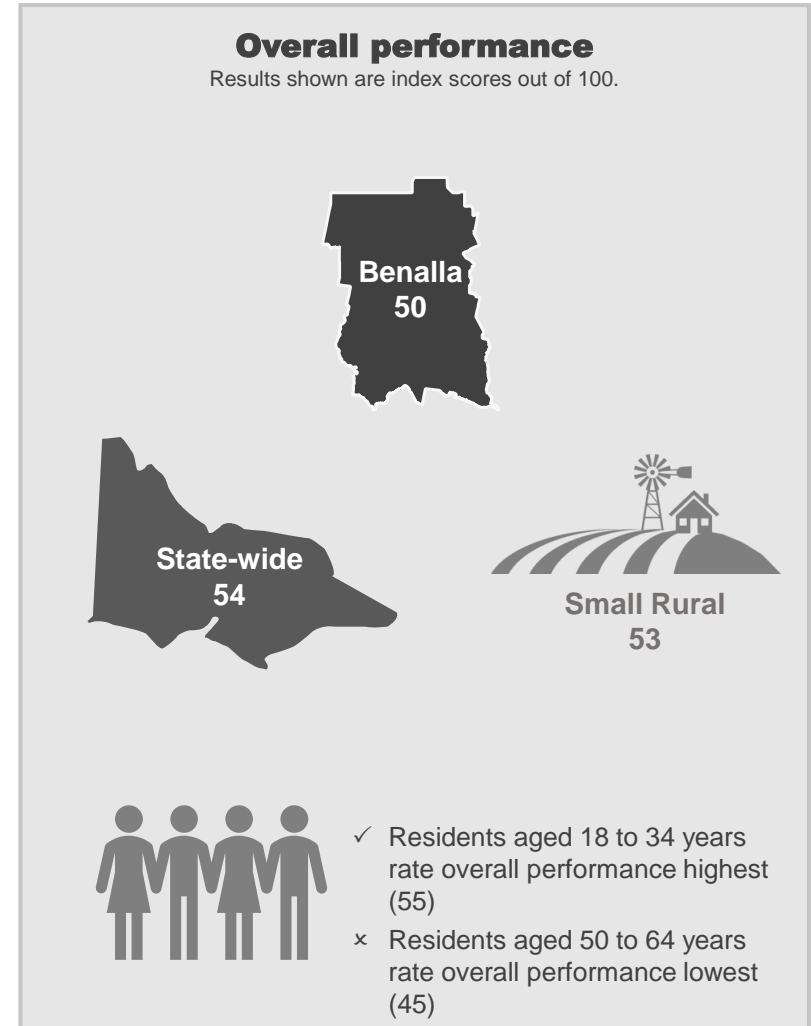
Overall performance

Benalla Rural City Council's overall performance score of 50 index points is consistent with its 2023 result. Council's overall performance rating has stabilised after having declined from a peak of 61 index points in 2021.

Benalla Rural City Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average ratings for councils in the Small Rural group and State-wide (index scores of 53 and 54 respectively).

- There were slight changes in impressions at the sub-group level, but these changes are not significant. Residents aged 18 to 34 years improved slightly (index score of 55, up six index points), while those aged 50 to 64 years declined slightly (index score of 45, down four index points), in their impressions.
- Impressions are consistent across rural and urban areas of Council.

Close to one in four residents (23%) rate the value for money they receive in infrastructure and services as 'very good' or 'good' compared to 40% who rate it as 'very poor' or 'poor'. A further 35% rate the value for money as 'average'. Perceptions of value have declined alongside overall performance ratings since 2021, at which time 40% of residents rated the value they receive from Council positively.





Overall performance

2024 overall performance (index scores)

| | 2024 | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 |
|-------------|------|------|------|------|------|------|------|------|------|------|
| 18-34 | 55 | 49 | 56 | 64 | 56 | 61 | 59 | 56 | 49 | 61 |
| State-wide | 54▲ | 56 | 59 | 61 | 58 | 60 | 59 | 59 | 59 | 60 |
| Small Rural | 53▲ | 55 | 58 | 60 | 56 | 58 | 56 | 58 | 57 | 59 |
| Men | 52 | 50 | 53 | 63 | 55 | 61 | 53 | 53 | 49 | 53 |
| 65+ | 51 | 52 | 53 | 60 | 61 | 61 | 54 | 55 | 51 | 54 |
| Rural | 50 | 51 | 52 | 61 | 54 | 57 | 50 | 56 | 52 | 54 |
| Benalla | 50 | 50 | 53 | 61 | 57 | 61 | 54 | 54 | 51 | 55 |
| Urban | 50 | 50 | 53 | 61 | 58 | 63 | 55 | 53 | 50 | 55 |
| Women | 48 | 51 | 53 | 59 | 58 | 61 | 54 | 55 | 53 | 57 |
| 35-49 | 47 | 50 | 51 | 63 | 53 | 63 | 51 | 56 | 57 | 57 |
| 50-64 | 45 | 49 | 51 | 59 | 53 | 61 | 51 | 51 | 47 | 49 |

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?

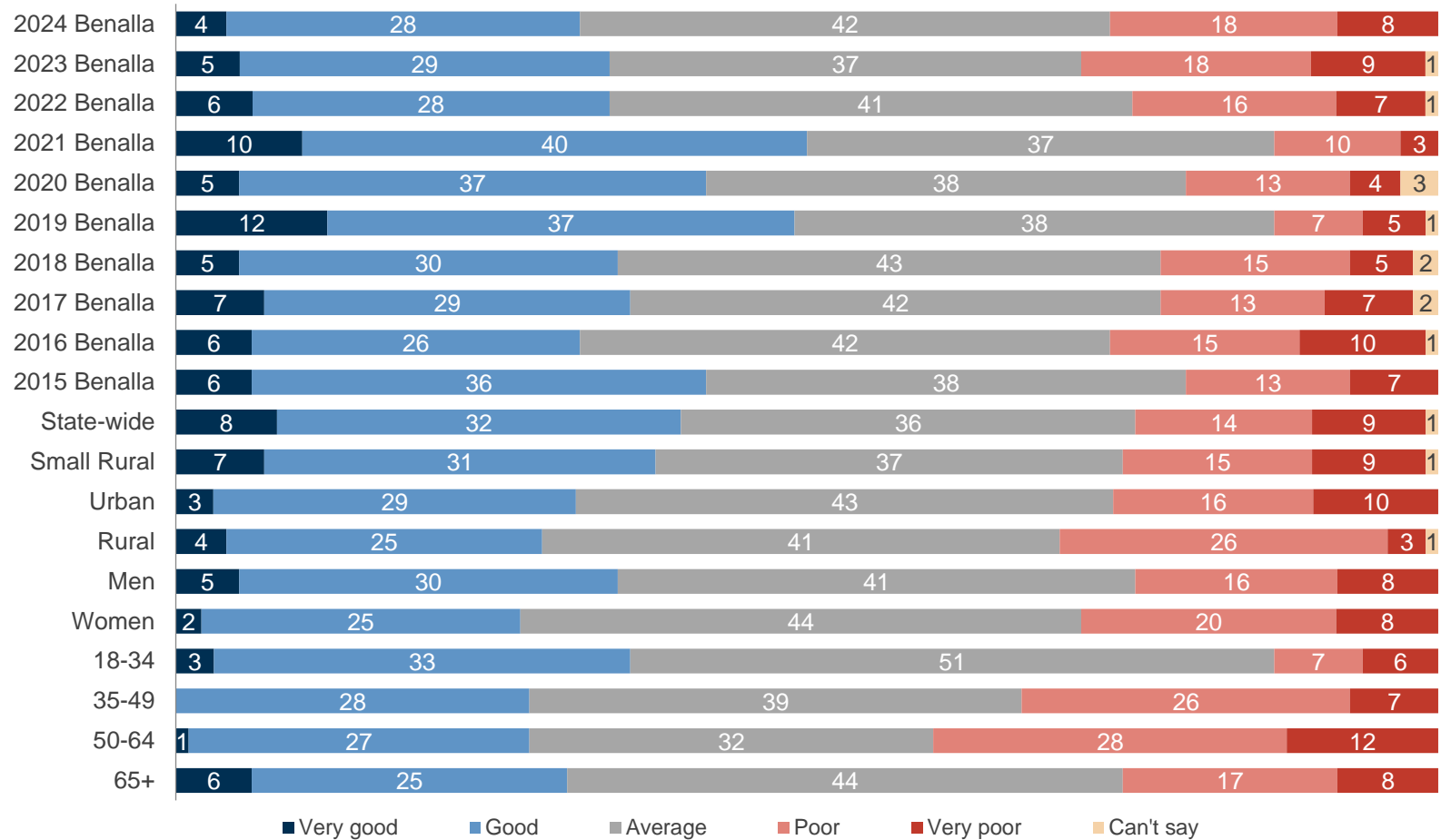
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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



Overall performance

2024 overall performance (%)

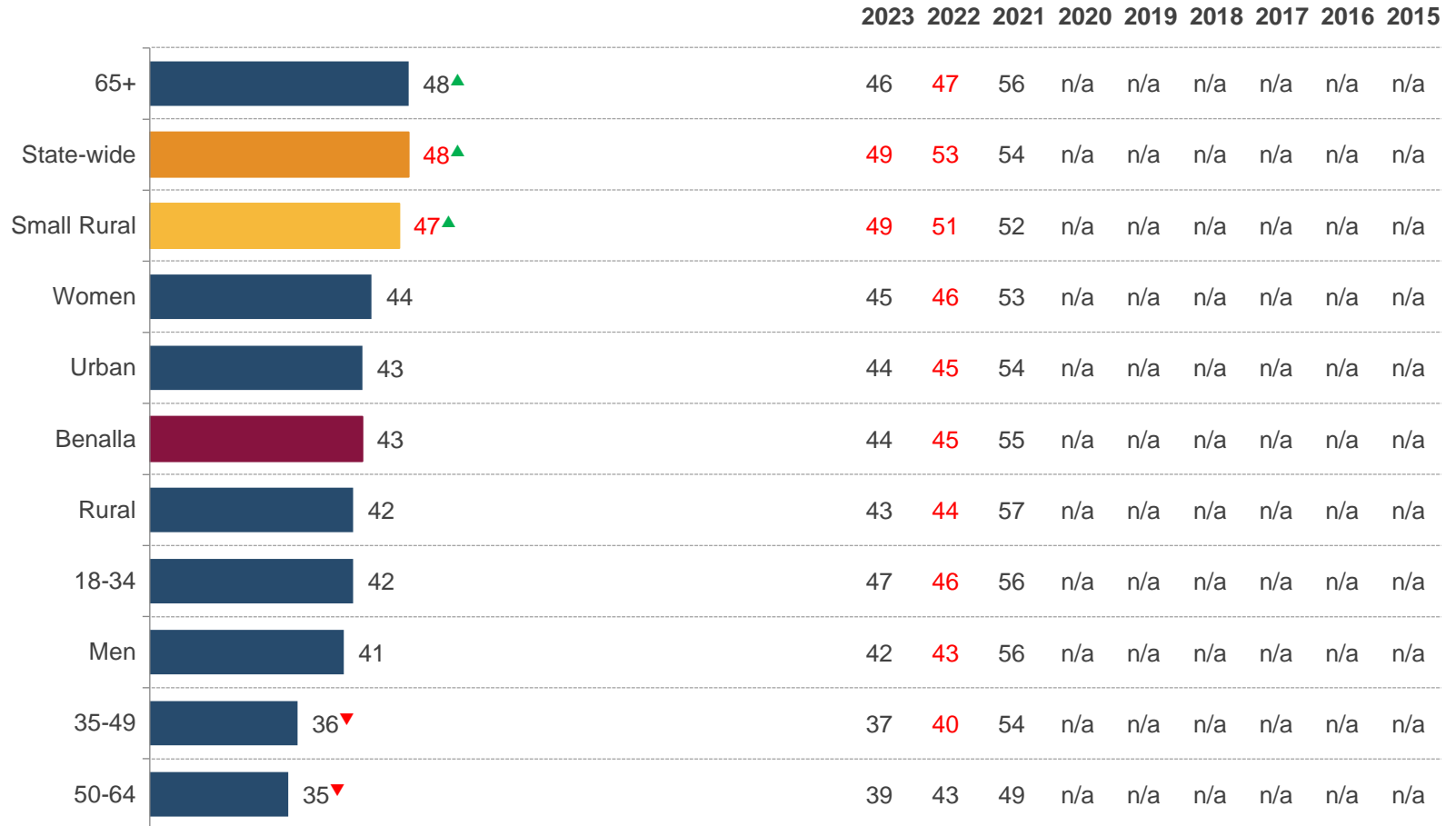


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Benalla Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19



Value for money in services and infrastructure

2024 value for money (index scores)



Q3b. How would you rate Benalla Rural City Council at providing good value for money in infrastructure and services provided to your community?

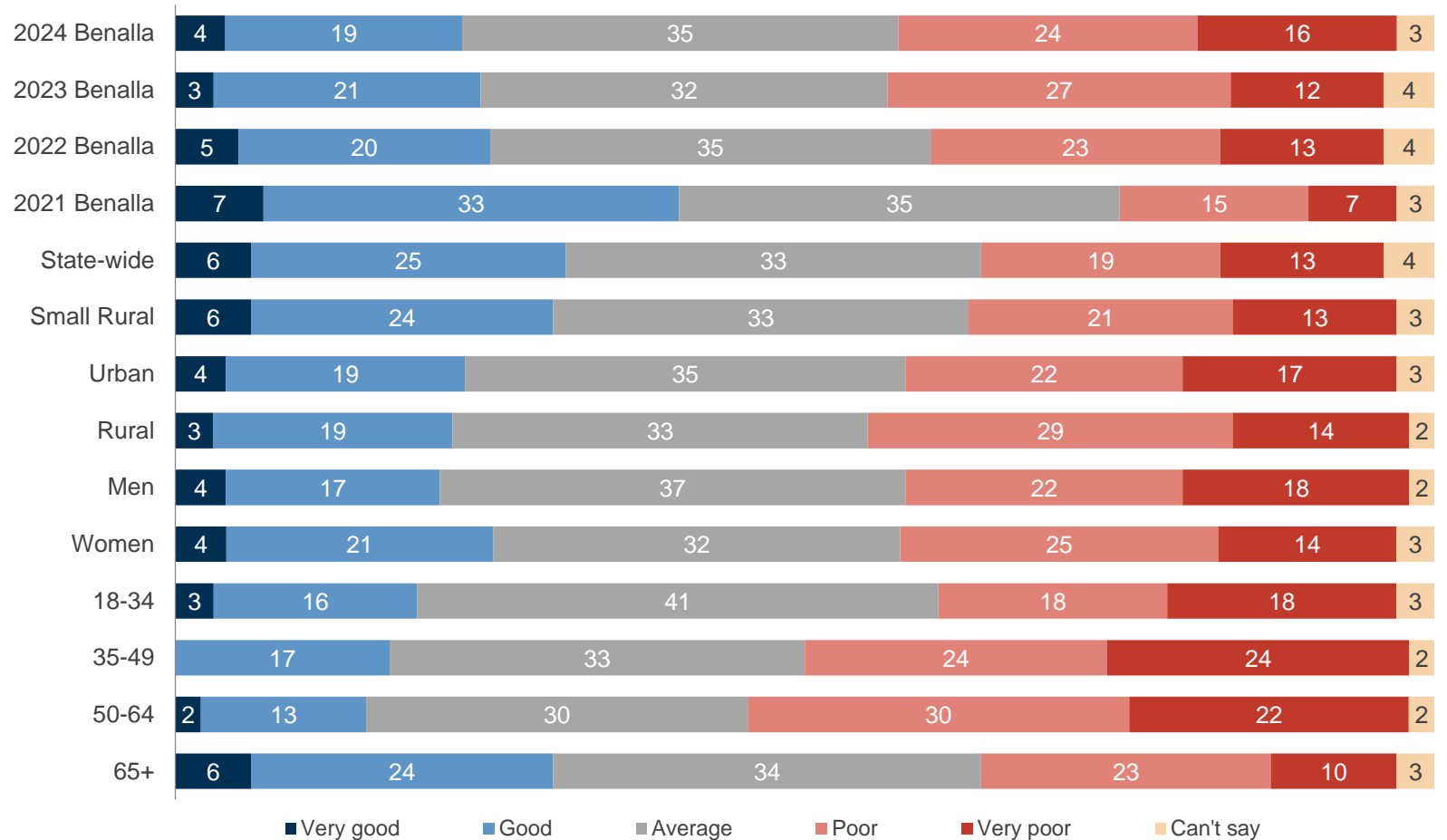
Base: All respondents. Councils asked State-wide: 61 Councils asked group: 19

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



Value for money in services and infrastructure

2024 value for money (%)



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: 61 Councils asked group: 19



Top performing service areas

The appearance of public areas (index score of 71) remains Council's top performing service area, increasing by one index point each of the past two years (not a significant change) after declining significantly from a high of 75 index points in 2021.

- Ratings are statistically similar across urban (index score of 72) and rural (index score of 68) areas.
- Residents aged 18 to 34 years rate Council highest and significantly higher than the average (index score of 79, up 10 index points from 2023). Conversely, residents aged 35 to 49 years rate Council lowest (66, down eight index points).
- Council performs in line with the Small Rural group and significantly higher than the State-wide average in this service area (71 and 68 respectively).

Emergency and disaster management (index score of 64), recreational facilities (index score of 63) and waste management (index score of 63) are also among Council's top performing areas.

Ratings of emergency and disaster management declined significantly however from 2023 (down four index points), driven by significant declines among urban residents, women and those aged 50 to 64 years. This service area has a key positive influence on overall performance ratings, so efforts to shore up positive perceptions here are warranted.



Appearance of public areas (index score of 71) is the area where Council performs best in 2024.



Low performing service areas



Council rates lowest in the areas of unsealed roads (index score of 33) and sealed local roads (index score of 37).

Council's performance ratings also declined significantly in the areas of local streets and footpaths (index score of 39, down four index points from 2023), the condition of sealed local roads (37, down five index points), as well as the maintenance of unsealed roads (33, down five index points). These also comprise Council's lowest-rated service areas, with ratings in all three areas at a 10-year low.

Council rates significantly lower than the Small Rural group average on local streets and footpaths, and sealed local roads.

- One in four residents (24%) volunteer sealed road maintenance as most in need of improvement.
- Urban residents declined significantly in their ratings of sealed local roads (down seven index points), bringing ratings in line with rural areas. Urban and rural residents now rate Council similarly for its local streets and footpaths, and sealed local roads.

In the maintenance of unsealed roads, Council is rated in line with the Small Rural group. However, the maintenance of unsealed roads has a moderate to strong influence on overall perceptions – attending to this area may help shore up overall perceptions of Council. Rural residents (index score of 27) rate Council significantly lower than average in this service area, so should be the priority area for attention.



Individual service area performance

2024 individual service area performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | |
|------------------------------|------|------|------|------|------|------|------|------|------|-----|
| Appearance of public areas | 71 | 70 | 69 | 75 | n/a | 76 | n/a | 73 | 72 | 75 |
| Emergency & disaster mngt | 64 | 68 | 66 | 70 | n/a | 74 | n/a | 71 | 69 | 69 |
| Recreational facilities | 63 | 63 | 65 | 70 | n/a | 67 | n/a | 65 | 66 | 69 |
| Waste management | 63 | 62 | 64 | 66 | n/a | 68 | n/a | 62 | 59 | 69 |
| COVID-19 response | 62 | 64 | 65 | 70 | n/a | n/a | n/a | n/a | n/a | n/a |
| Parking facilities | 61 | 62 | 66 | 69 | n/a | 69 | n/a | 70 | 65 | 63 |
| Family support services | 59 | 57 | 62 | 64 | n/a | 70 | n/a | 67 | 63 | 67 |
| Tourism development | 55 | 52 | 56 | 60 | n/a | 65 | n/a | 58 | 54 | 54 |
| Environmental sustainability | 55 | 55 | 55 | 62 | n/a | 58 | n/a | 59 | 56 | 60 |
| Population growth | 49 | 48 | 48 | 56 | n/a | 57 | n/a | n/a | n/a | n/a |
| Lobbying | 47 | 46 | 48 | 53 | 55 | 56 | 54 | 55 | 48 | 52 |
| Slashing & weed control | 47 | 46 | 45 | 51 | n/a | 57 | n/a | 48 | 51 | 49 |
| Community decisions | 45 | 43 | 48 | 57 | 54 | 56 | 51 | 51 | 44 | 51 |
| Consultation & engagement | 42 | 42 | 47 | 52 | 55 | 56 | 53 | 53 | 45 | 52 |
| Local streets & footpaths | 39 | 43 | 42 | 50 | n/a | 53 | n/a | 48 | 48 | 48 |
| Sealed local roads | 37 | 42 | 45 | 53 | 49 | 54 | 43 | 49 | 51 | 52 |
| Unsealed roads | 33 | 38 | 36 | 48 | n/a | 47 | n/a | 40 | 42 | 42 |

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?

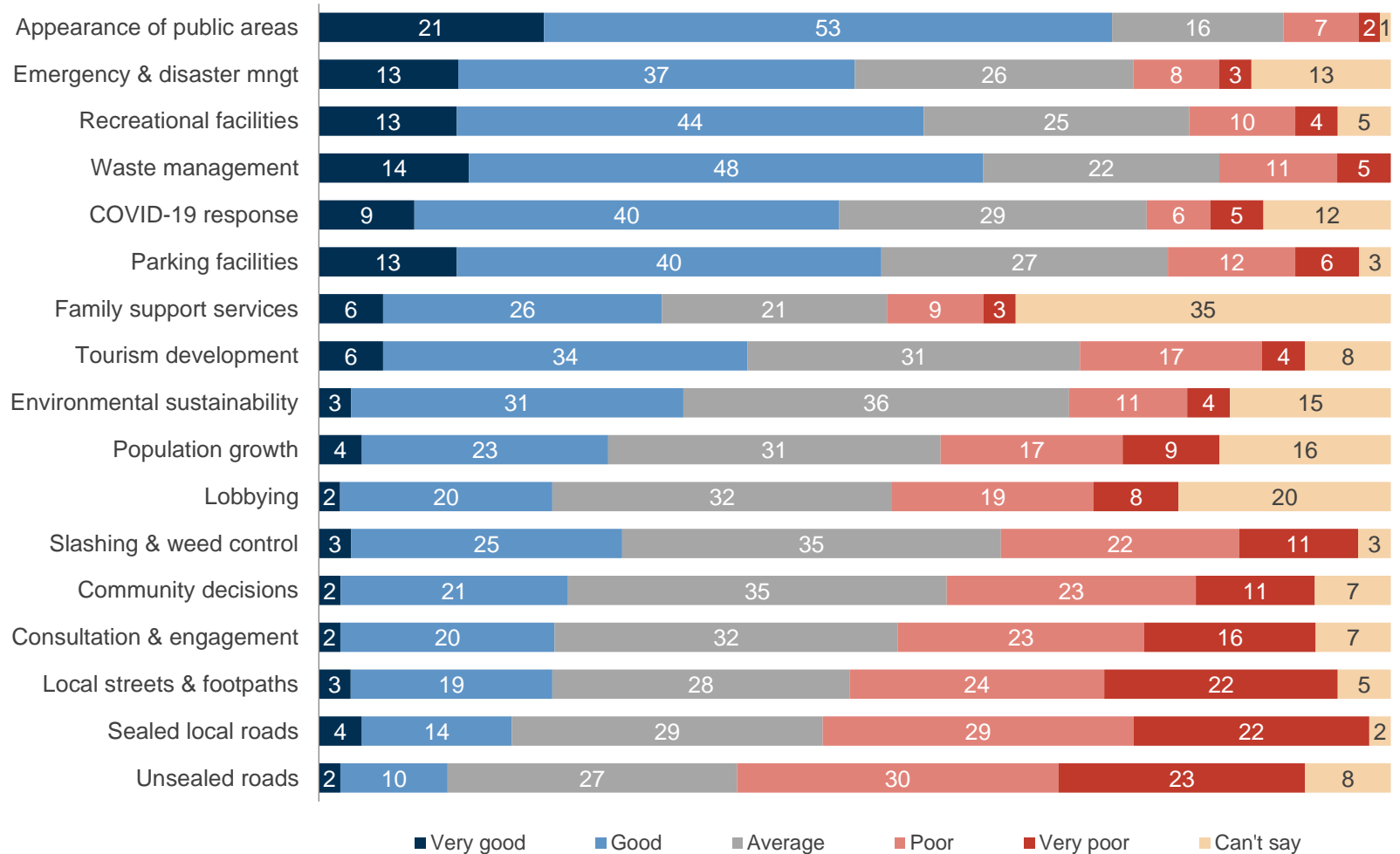
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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



Individual service area performance

2024 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: 19



Influences on perceptions of overall performance

The individual service areas that have the strongest influence on the overall performance rating (based on regression analysis) are:

- Community consultation and engagement
- Decisions made in the interest of the community.

Good communication and consultation with residents, particularly around Council decision making, provide the greatest opportunities to drive up overall ratings of Council performance. Currently, these are among Council's poorer performing areas (index scores of 42 and 45 respectively).

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

- The maintenance of unsealed roads
- Emergency management
- Parking facilities
- Family support services
- Environmental sustainability.

Looking at these key service areas only, Council performs best on emergency management and parking facilities (index scores of 64 and 61 respectively).

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

Service areas with a more moderate influence on overall perceptions, but where Council is performing less well, include environmental sustainability and family support services (index scores of 55 and 59 respectively).

Ensuring Council services are meeting family's needs and promoting its sustainability initiatives can also help to shore up positive opinion of overall performance.

However, the service area most in need of Council attention is its maintenance of unsealed roads, which is rated as poor (index score of 33) and is among the stronger influences on overall ratings of Council.

It will be important to attend to the condition of Council's unsealed roads to help improve ratings of overall performance.



Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

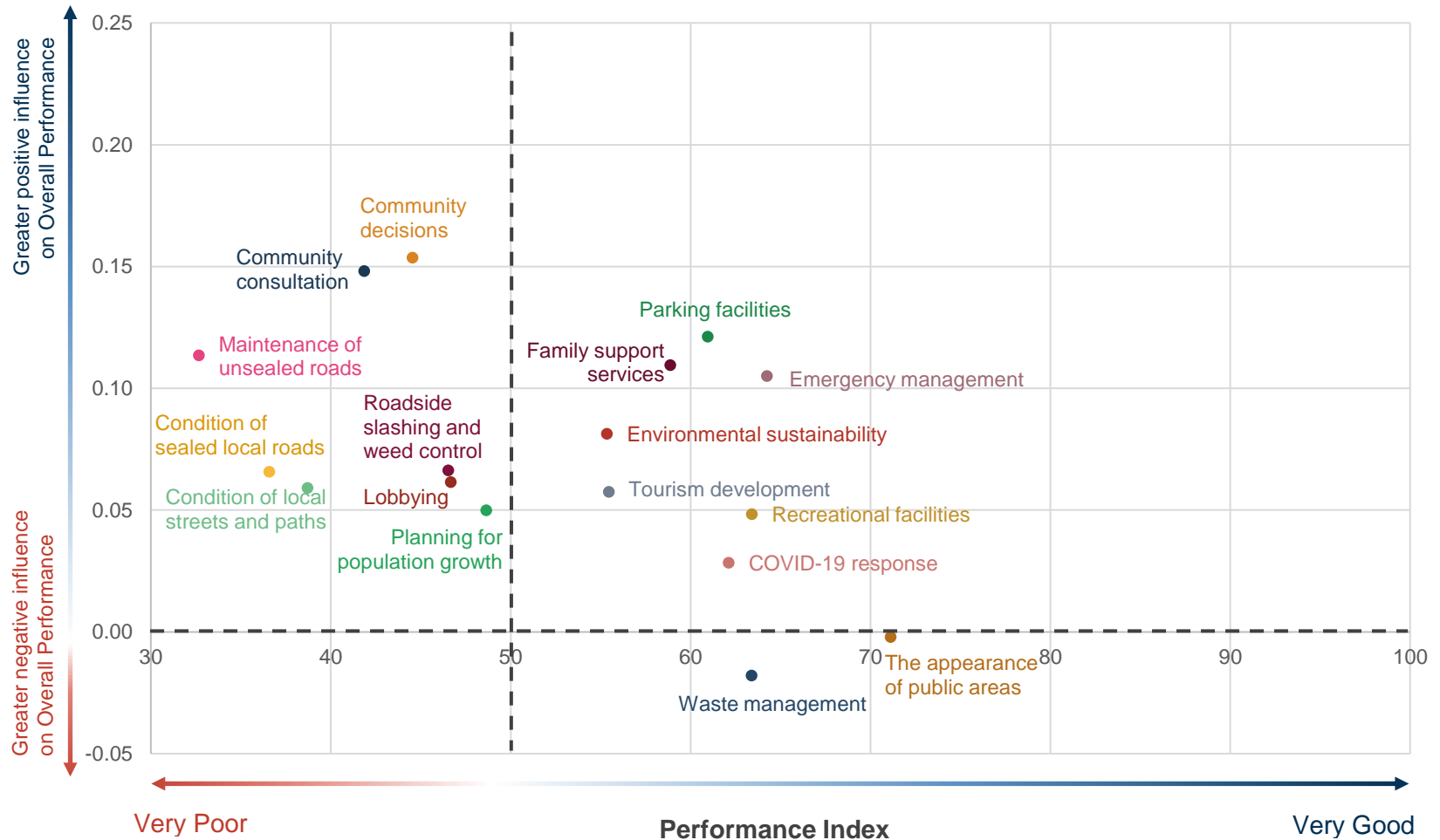
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

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



Influence on overall performance: all service areas

2024 regression analysis (all service areas)

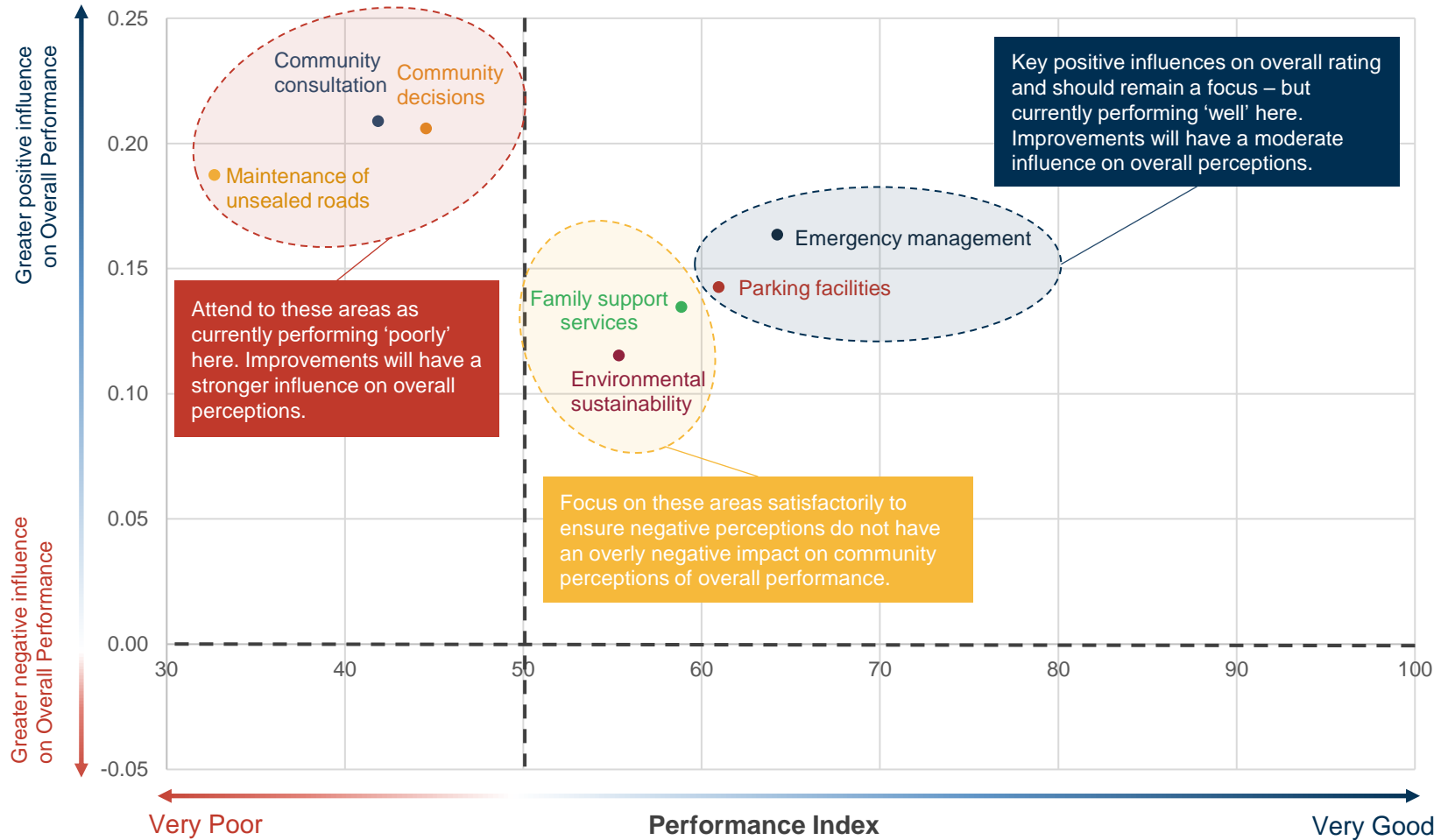


The multiple regression analysis model above (all service areas) has an R^2 value of 0.658 and adjusted R^2 value of 0.643, which means that 64% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 43.29$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2024 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R² value of 0.633 and adjusted R² value of 0.627, which means that 63% 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 = 96.77



Areas for improvement

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



Q17. What does Benalla Rural City Council MOST need to do to improve its performance?
 Base: All respondents. Councils asked State-wide: 49 Councils asked group: 14
 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 residents (68%) had contact with Council in the previous 12 months. The rate at which residents contact Council has been relatively steady over time.

Residents aged 50 to 64 years are significantly more likely to have had contact with Council than average. This cohort group also tends to rate Council lowest relative to other groups in a number of areas, including for overall performance.



Among those residents who have had contact with Council, 62% provide a positive customer service rating of 'very good' or 'good', including 23% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 64 is just slightly lower than the 2023 result (down two index points, not a statistically significant change). Customer service is rated in line with the State-wide and Small Rural group averages (index scores of 67 and 66 respectively).

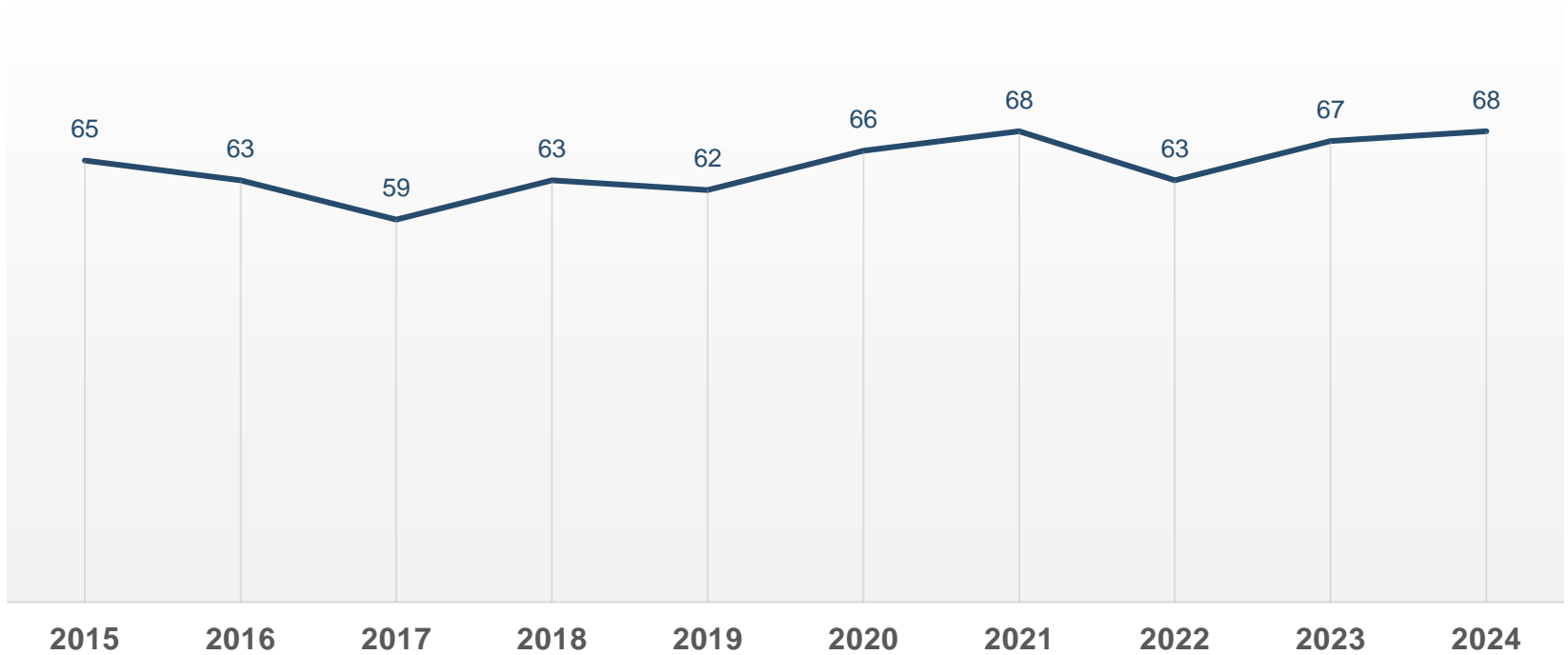
Among those who have had contact with Council, more than six in ten residents (62%) provide a positive customer service rating of 'very good' or 'good'. This compares to just 21% who rate Council's customer service as 'poor' or 'very poor'.

- Perceptions of customer service vary widely depending on where residents live. Rural residents (index score of 56) rate customer service 12 index points lower than urban residents. Ratings are at their lowest level in 10 years among residents in rural areas.
- While rates of contact vary generationally, customer service ratings show less variation. (Residents aged 35 to 64 years have higher rates of contact with Council than residents aged 18 to 34 and 65 plus years.)



Contact with council

2024 contact with council (%)
Have had contact



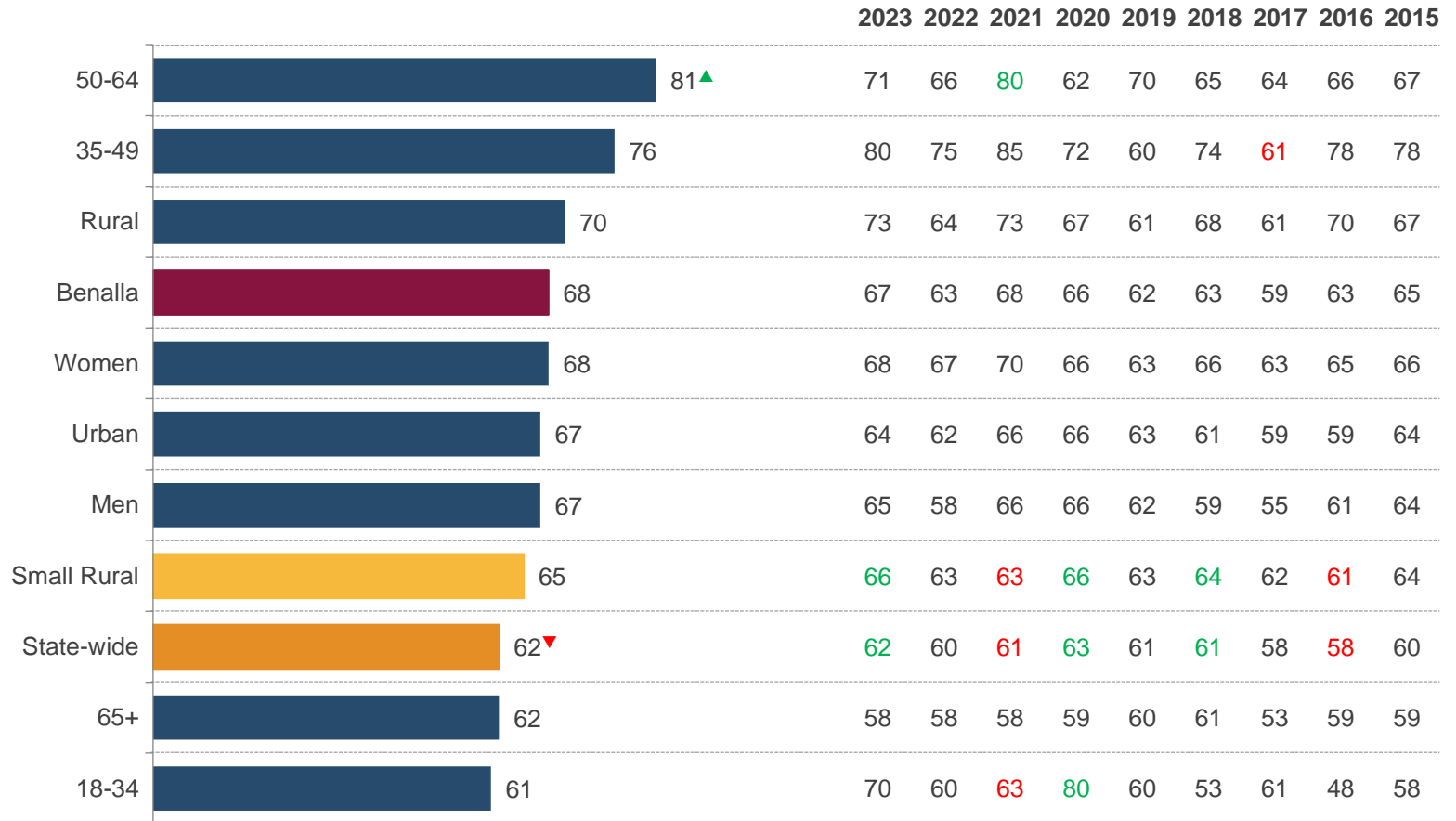
Q5. Over the last 12 months, have you or any member of your household had any contact with Benalla Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 36 Councils asked group: 15



Contact with council

2024 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?

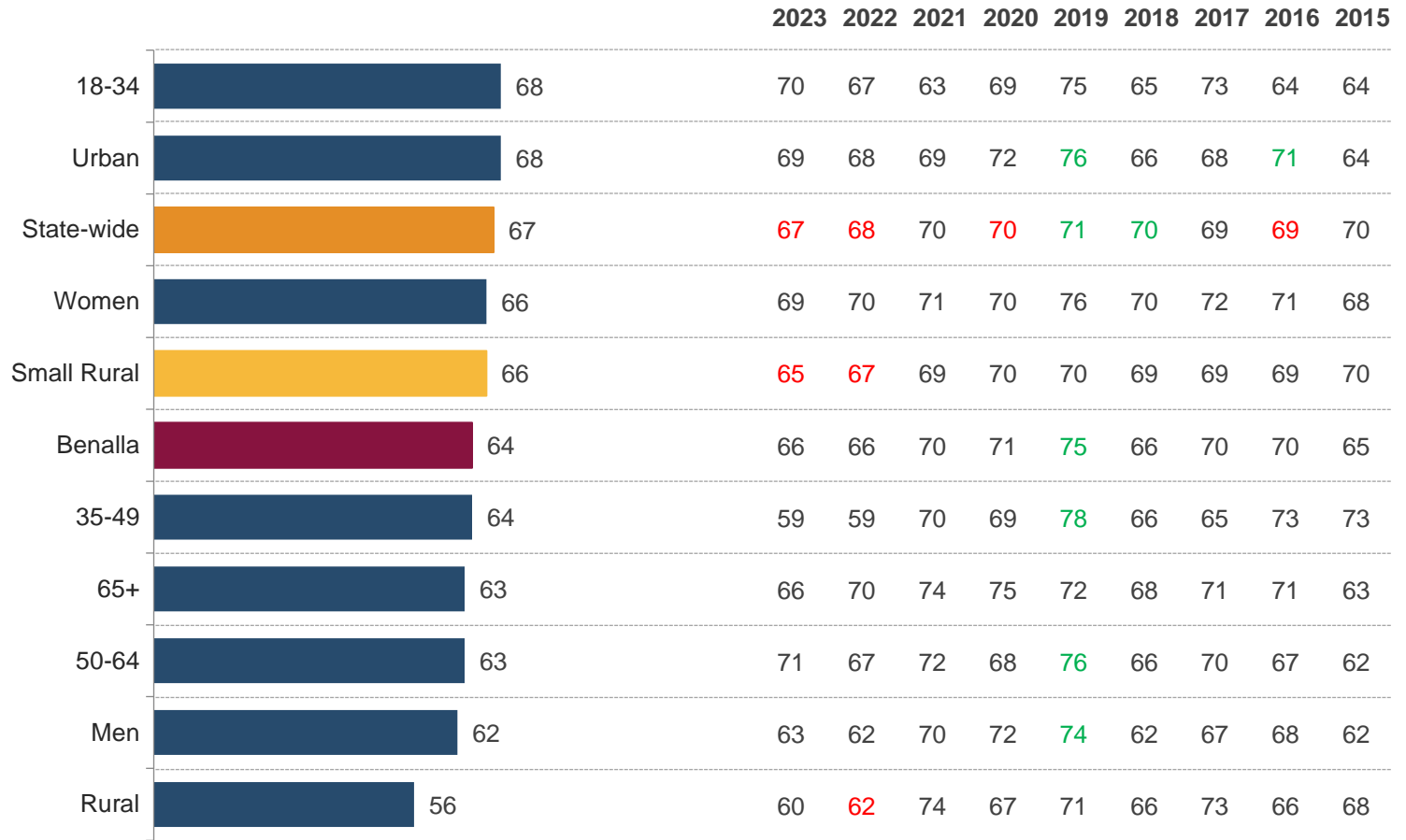
Base: All respondents. Councils asked State-wide: 36 Councils asked group: 15

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



Customer service rating

2024 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate 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.

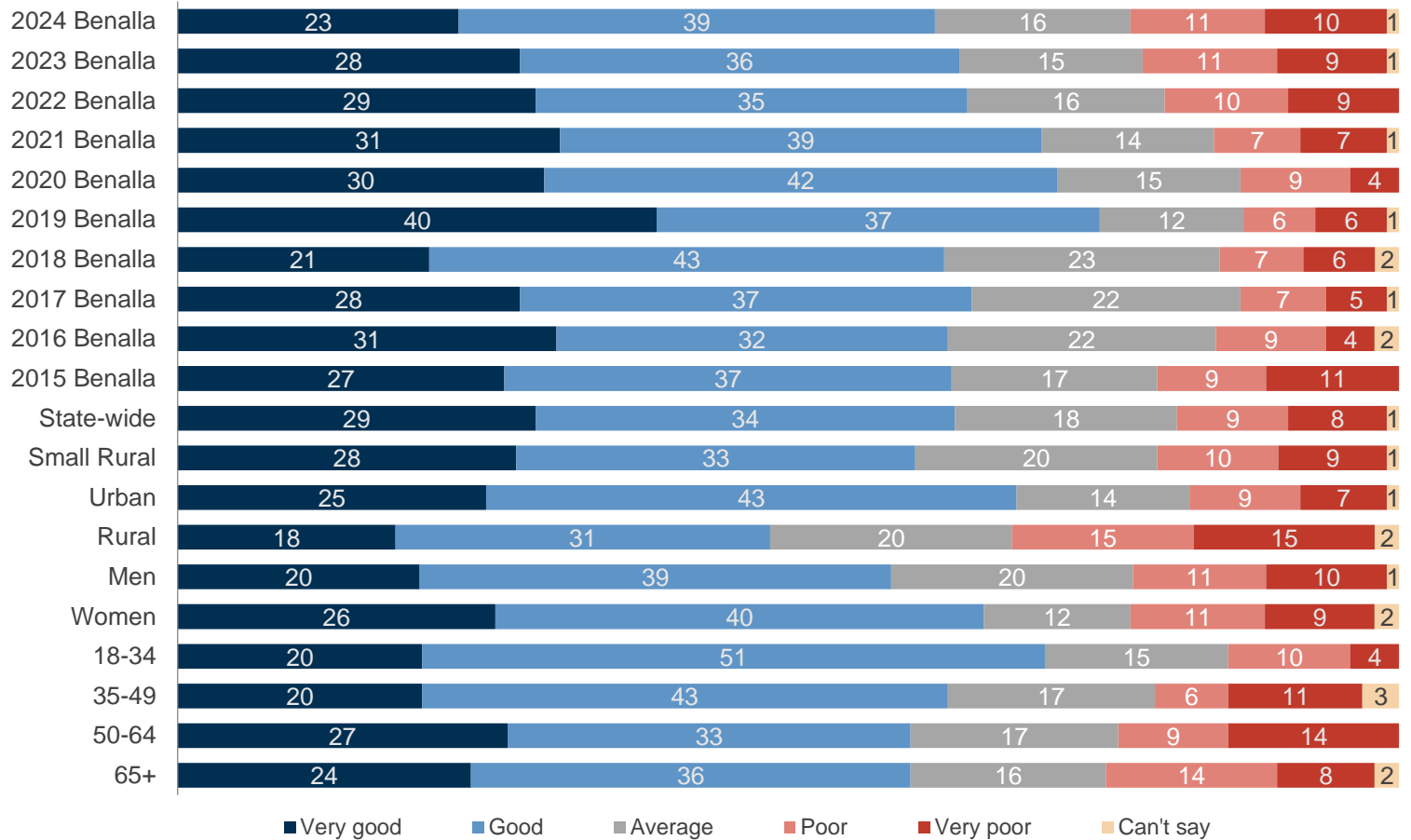
Councils asked State-wide: 62 Councils asked group: 19

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



Customer service rating

2024 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate 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: 19



Communication

Communication

The preferred channel for communication from Council about news and information and upcoming events remains a newsletter sent via mail (34%) or email (23%). This has been relatively consistent for some years.

- Appetite for a newsletter sent via mail returned to previously higher levels among residents under 50 years of age (32%, up from 21% in 2023). Now, similar levels of residents both under and over 50 years of age (35% among residents aged 50 years or over) prefer a newsletter sent via mail to all other forms of communication. This makes it the preferred form of communication among both age groups (although only slightly so for those under 50 years).
- Demand for a newsletter sent via email is similar across the generational divide (26% among residents under 50 years and 21% among residents over 50 years of age).
- Residents under 50 years of age are four times as likely as residents over 50 years of age to request social media updates (27% and 7% respectively).
- Demand for updates via text message has dissipated among residents under 50 years of age, declining from 11% in 2023 to 3% currently.





Best form of communication

2024 best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



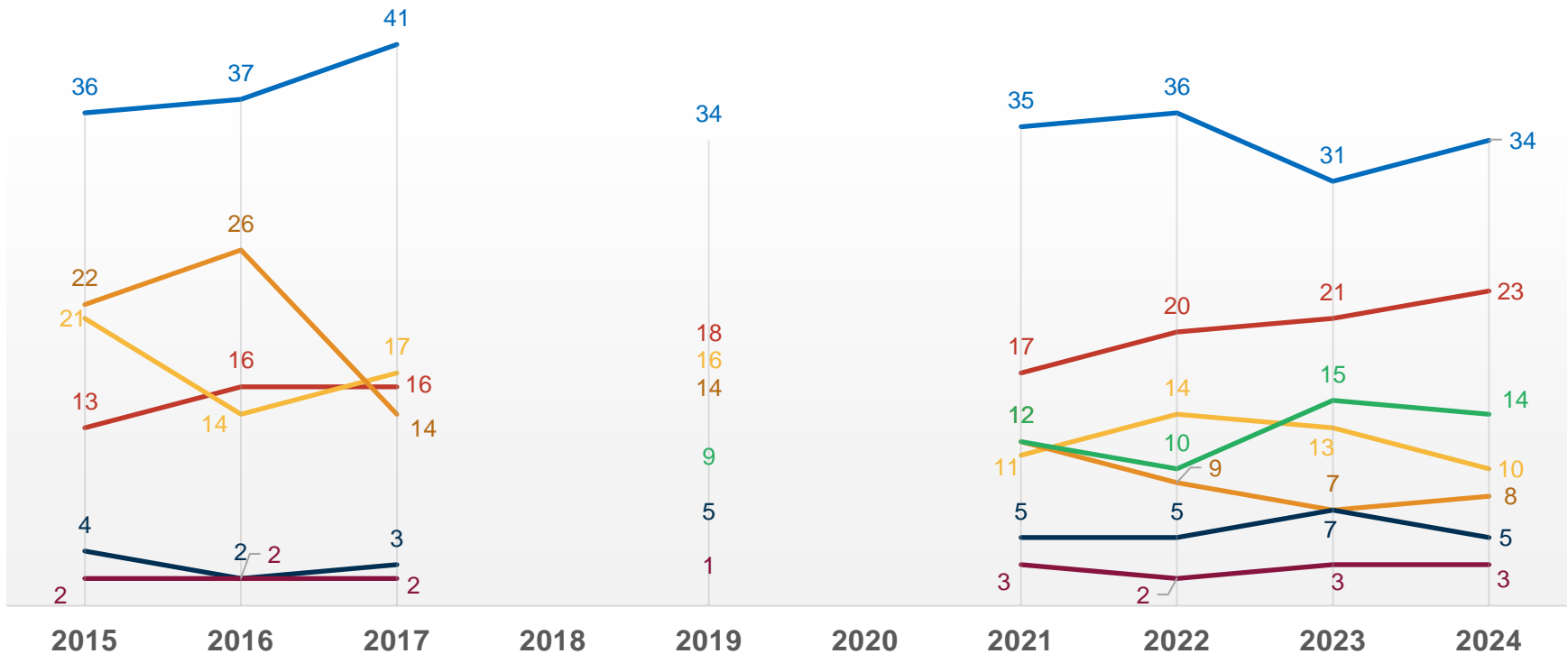
Council Website



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. Councils asked State-wide: 38 Councils asked group: 11

Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2024 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



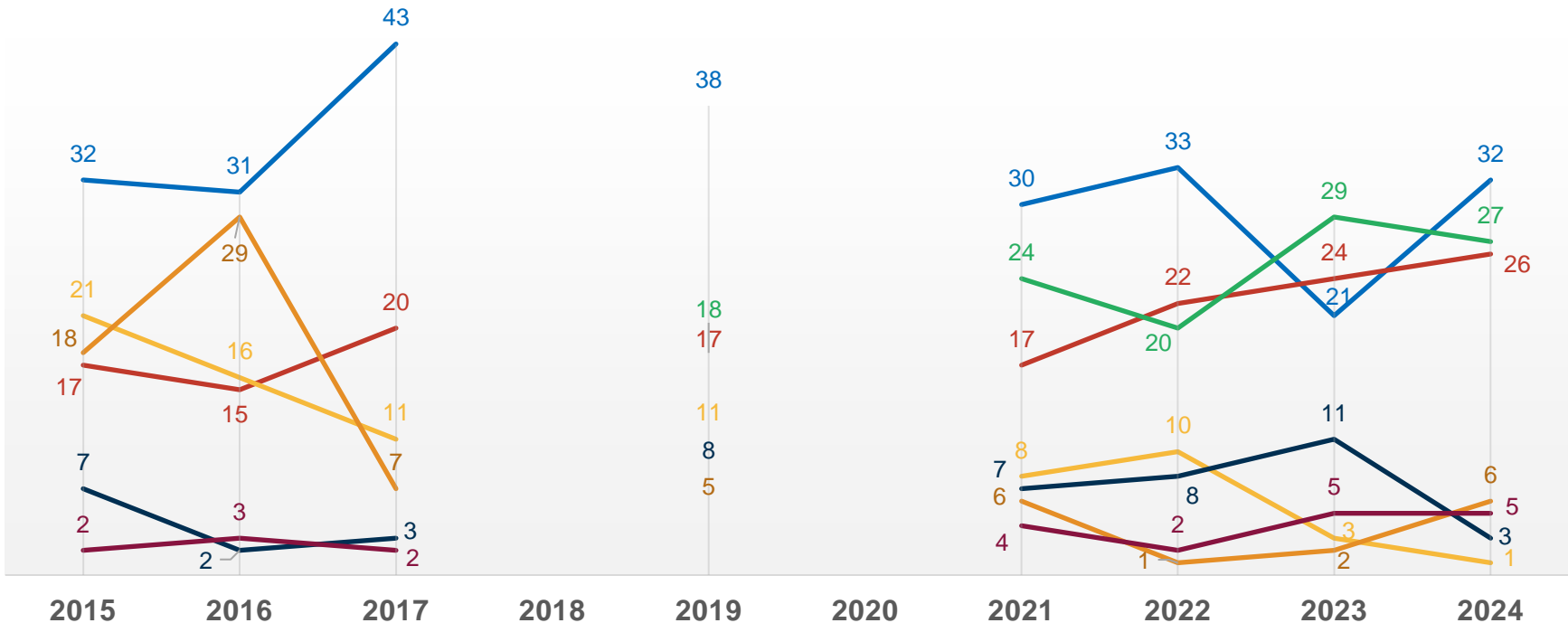
Council Website



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: 38 Councils asked group: 11

Note: 'Social Media' was included in 2019.



Best form of communication: 50+ years

2024 50+ years best form of communication (%)



Advertising in a Local Newspaper



Council Newsletter via Mail



Council Newsletter via Email



Council Newsletter as Local Paper Insert



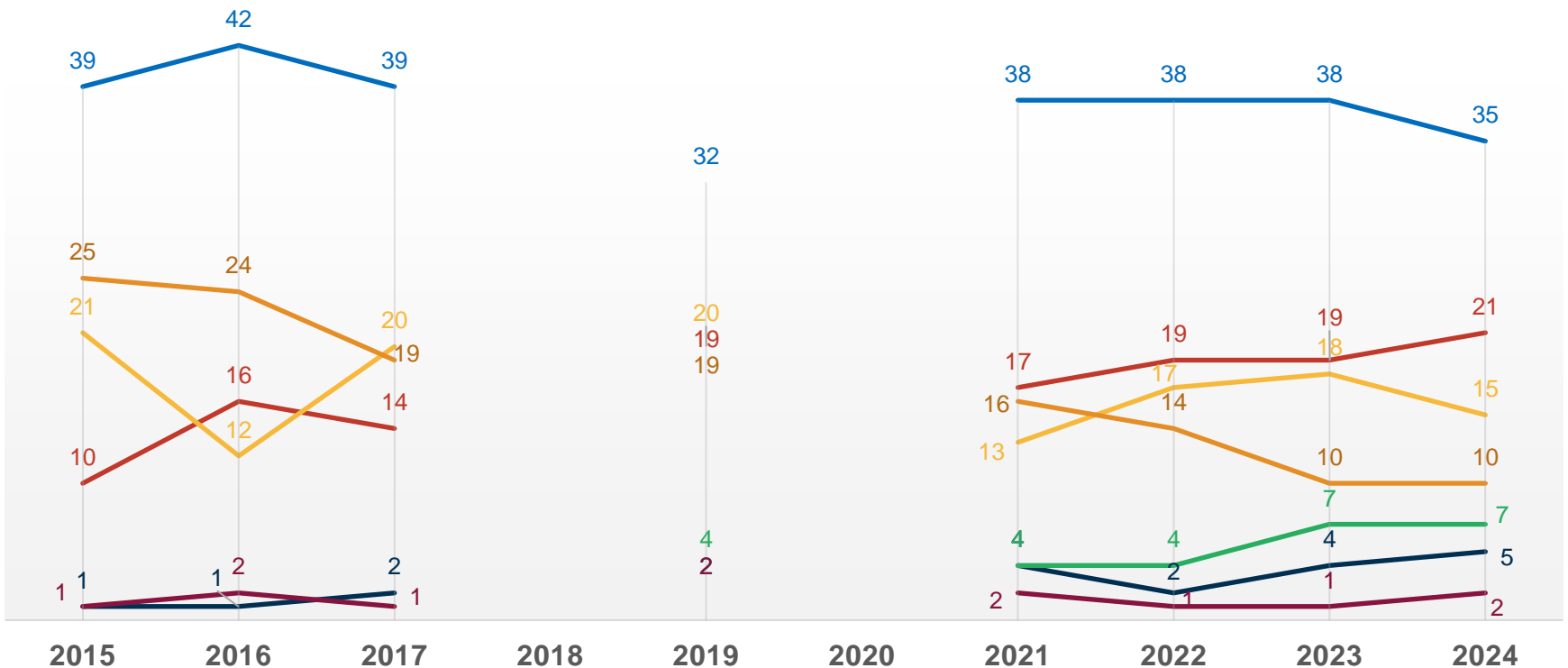
Council Website



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 50+ years. Councils asked State-wide: 38 Councils asked group: 11

Note: 'Social Media' was included in 2019.



Council direction



Council direction

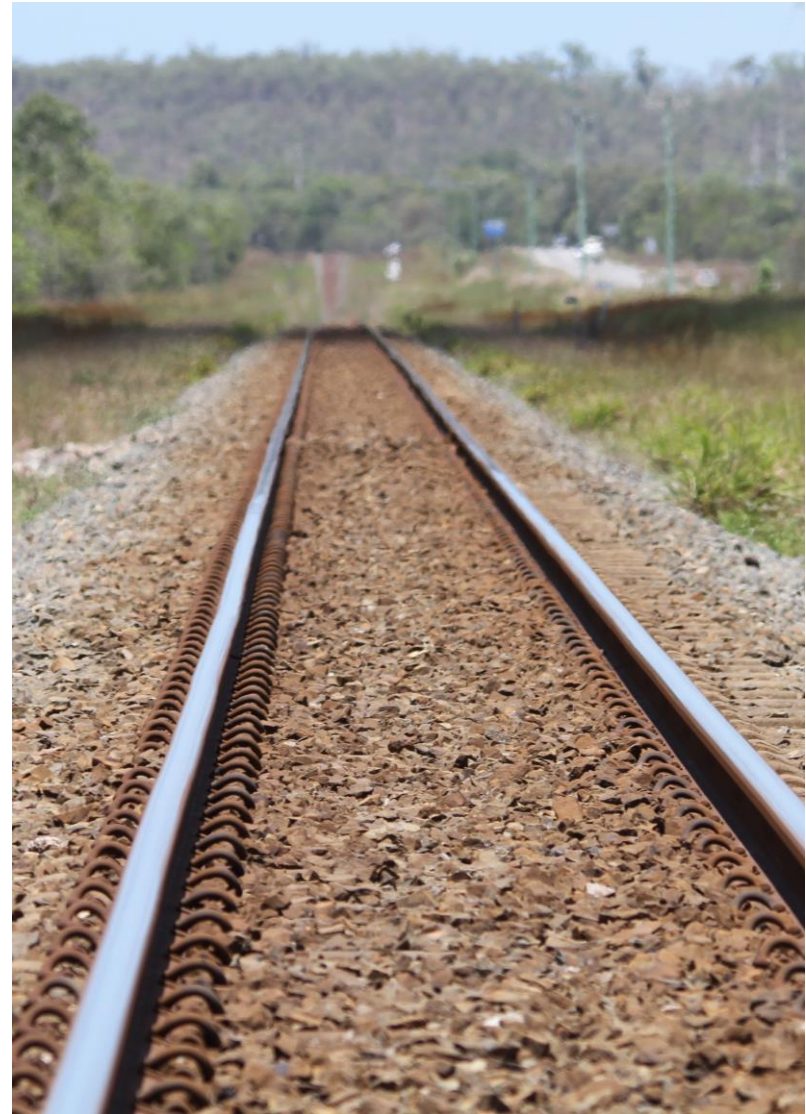
Perceptions of the direction of Benalla Rural City Council's overall performance have been consistent for the past three years but remain lower than 2021 levels. Directional ratings have fluctuated quite a bit over the past decade.

The same is true with regard to the average ratings for councils State-wide and in the Small Rural group. Council rates in line with the Small Rural group and State-wide averages for council direction.

Two-thirds of residents (66%) believe the direction of Council's overall performance stayed the same over the previous 12 months.

- One in ten (11%) believe the direction of Council's overall performance improved.
- One in five (19%) believe it has deteriorated, down four percentage points from 2023.

No demographic or geographic cohort in Benalla rates Council direction significantly higher or lower compared to the Council average. Views are also consistent with the previous year's ratings among each cohort.





Overall council direction last 12 months

2024 overall council direction (index scores)

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

Q6. Over the last 12 months, what is your view of the direction of Benalla Rural City Council's overall performance?

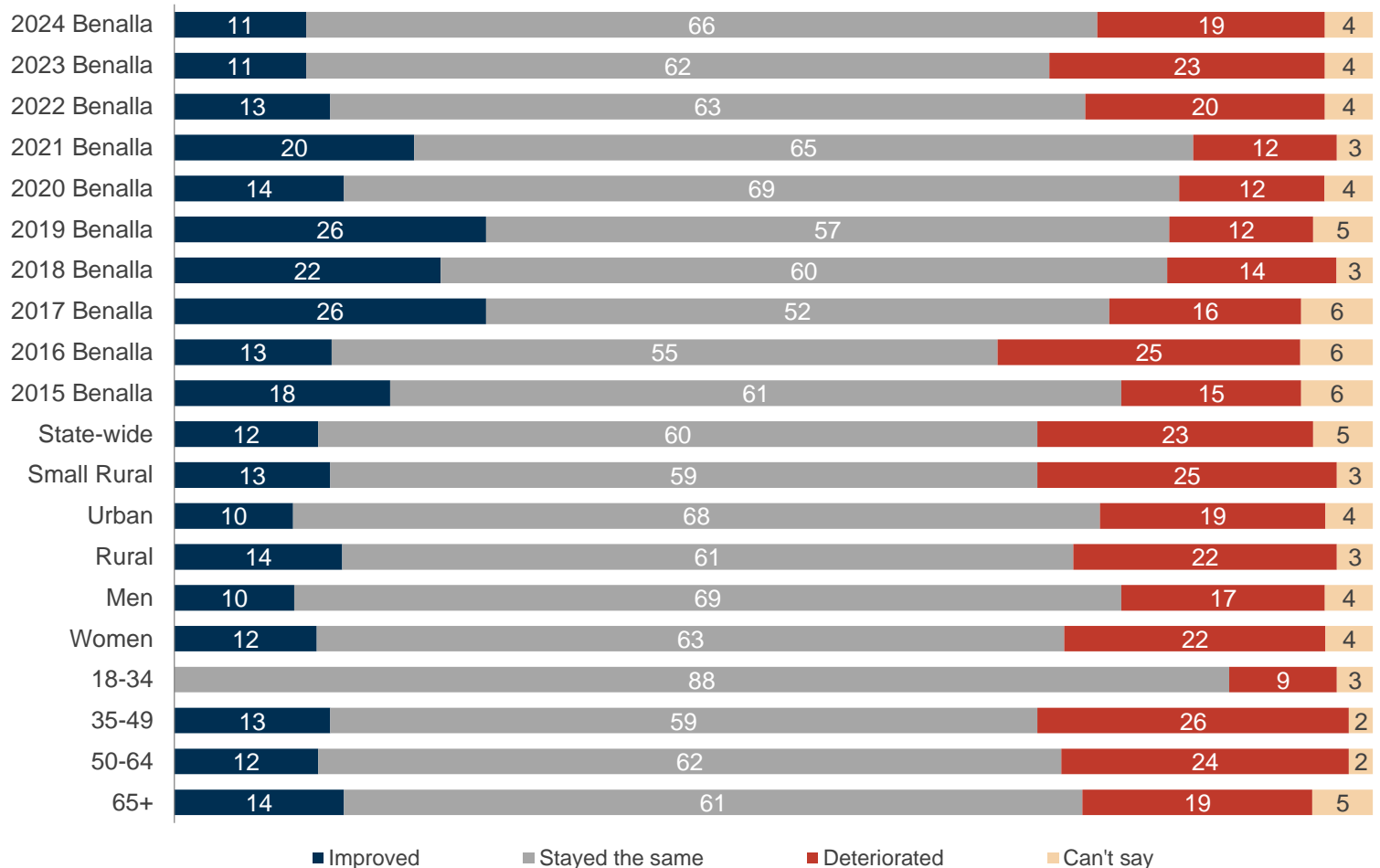
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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



Overall council direction last 12 months

2024 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: 19

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, intricate network pattern of white and light blue lines, resembling a fiber optic or neural network. The background of the 'W' is a dark blue gradient.

Individual service areas



Community consultation and engagement performance



2024 consultation and engagement performance (index scores)

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

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: 19

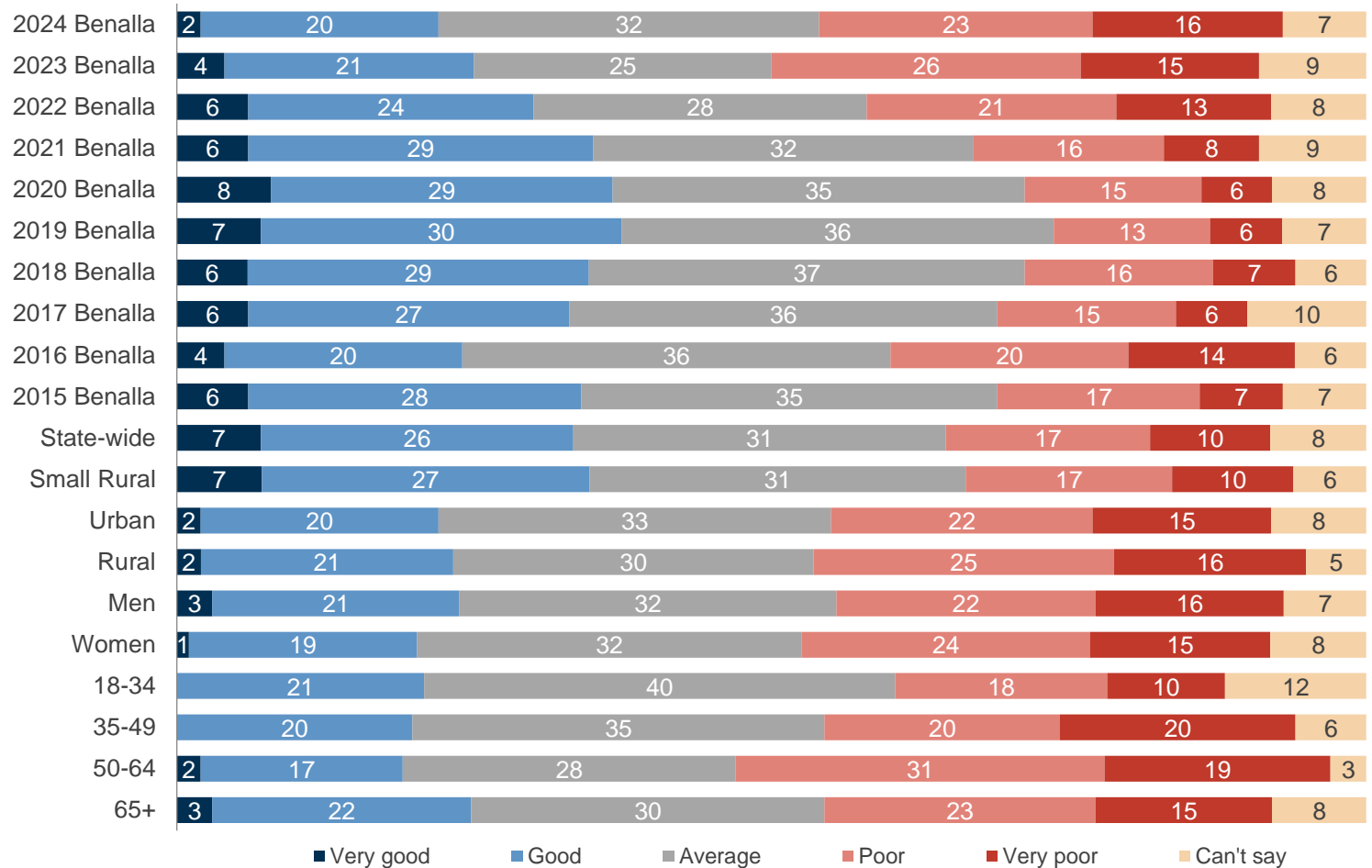
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2024 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: 19



Lobbying on behalf of the community performance



2024 lobbying performance (index scores)

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

Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked State-wide: 46 Councils asked group: 14

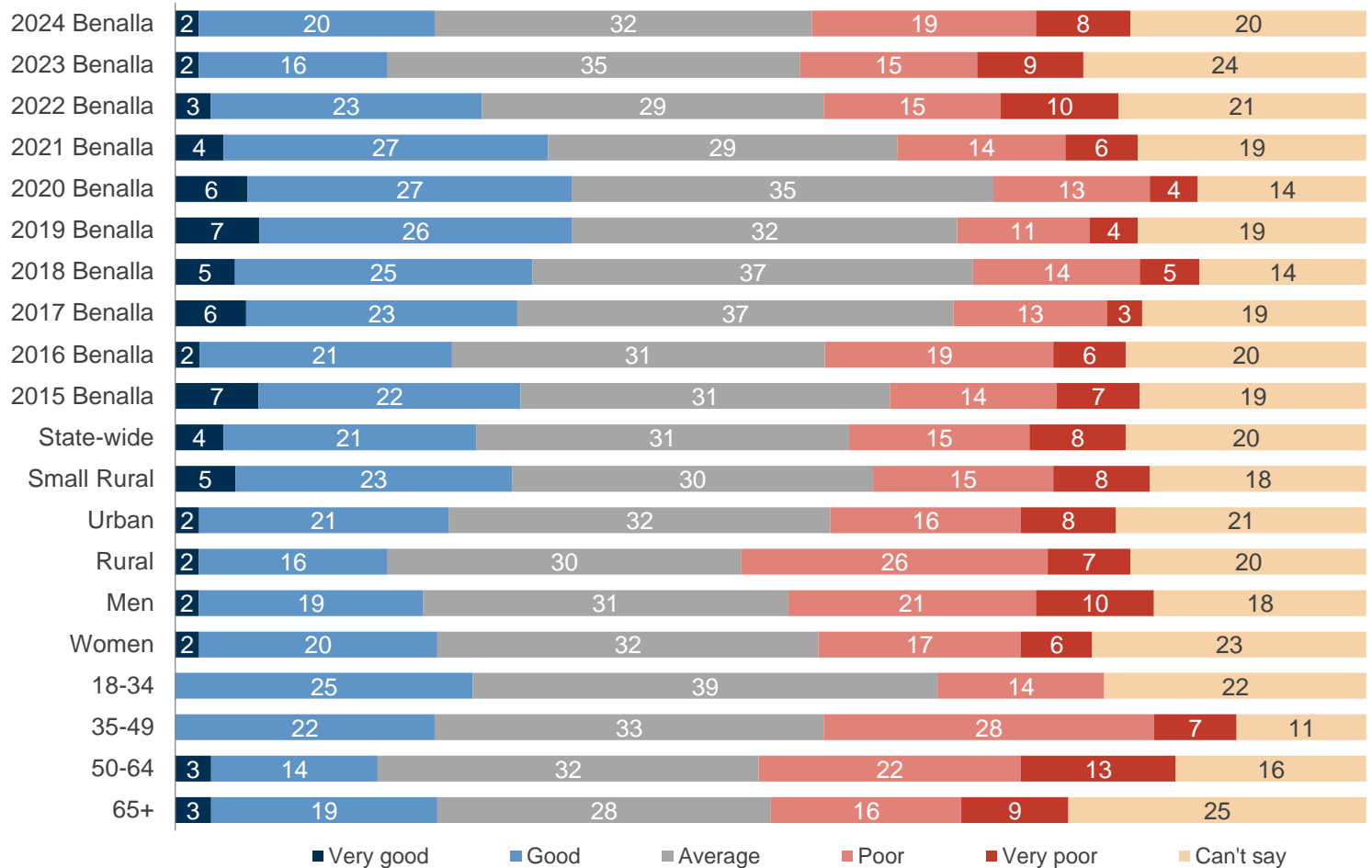
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2024 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: 46 Councils asked group: 14

Decisions made in the interest of the community performance



2024 community decisions made performance (index scores)

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

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?

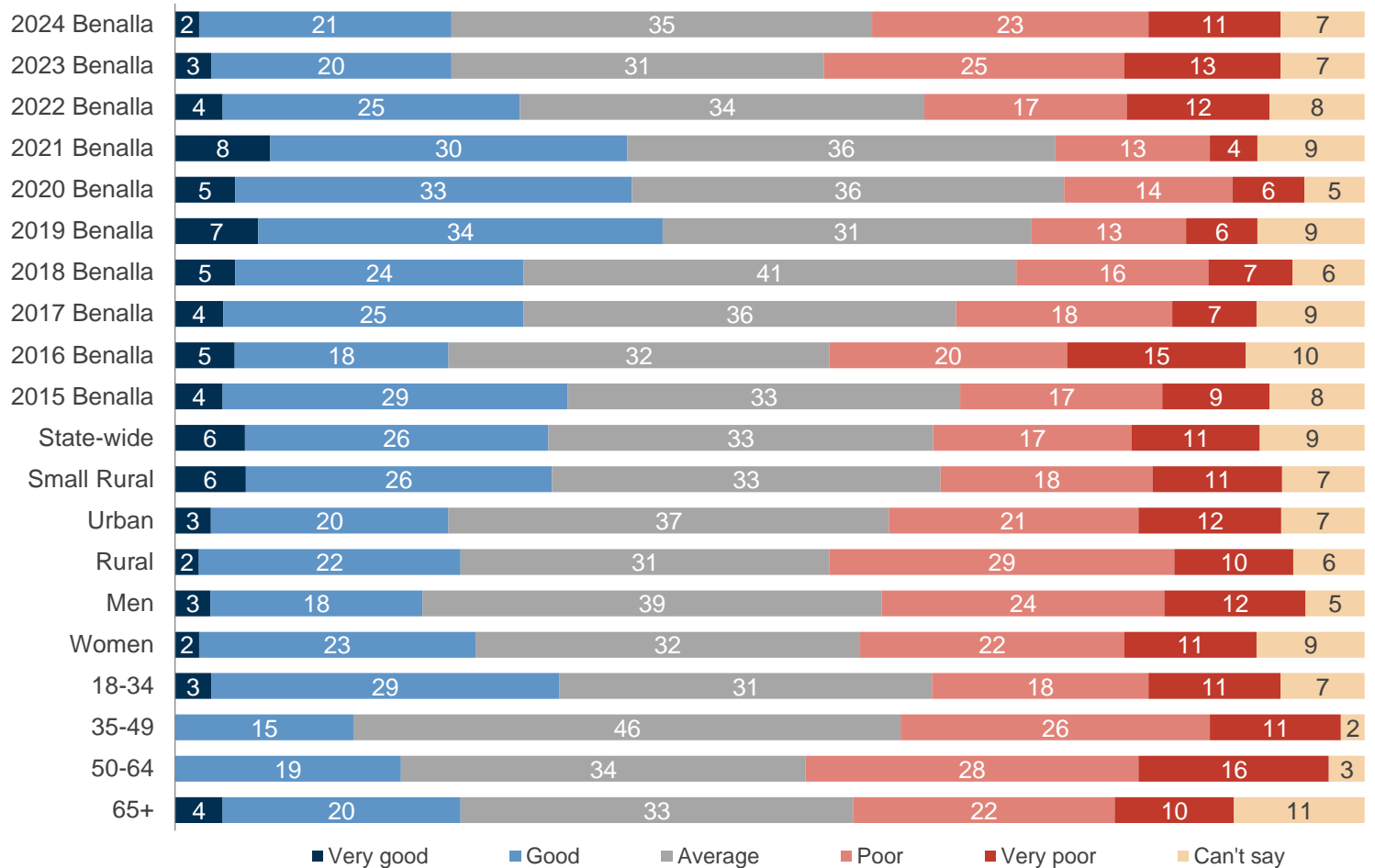
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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

Decisions made in the interest of the community performance



2024 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: 19

The condition of sealed local roads in your area performance



2024 sealed local roads performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 |
|-------------|------|------|------|------|------|------|------|------|------|
| State-wide | 48 | 53 | 57 | 54 | 56 | 53 | 53 | 54 | 55 |
| 18-34 | 39 | 43 | 56 | 44 | 52 | 50 | 55 | 55 | 52 |
| Small Rural | 44 | 50 | 53 | 51 | 53 | 49 | 50 | 52 | 52 |
| 65+ | 47 | 47 | 52 | 52 | 57 | 43 | 47 | 49 | 51 |
| Men | 40 | 44 | 53 | 50 | 53 | 44 | 49 | 51 | 51 |
| Urban | 44 | 47 | 54 | 51 | 56 | 47 | 51 | 53 | 54 |
| Benalla | 42 | 45 | 53 | 49 | 54 | 43 | 49 | 51 | 52 |
| Rural | 38 | 40 | 52 | 42 | 49 | 30 | 45 | 47 | 47 |
| Women | 44 | 47 | 53 | 48 | 55 | 42 | 49 | 52 | 52 |
| 50-64 | 35 | 43 | 53 | 44 | 54 | 39 | 46 | 47 | 50 |
| 35-49 | 40 | 46 | 56 | 52 | 50 | 43 | 50 | 56 | 54 |

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?

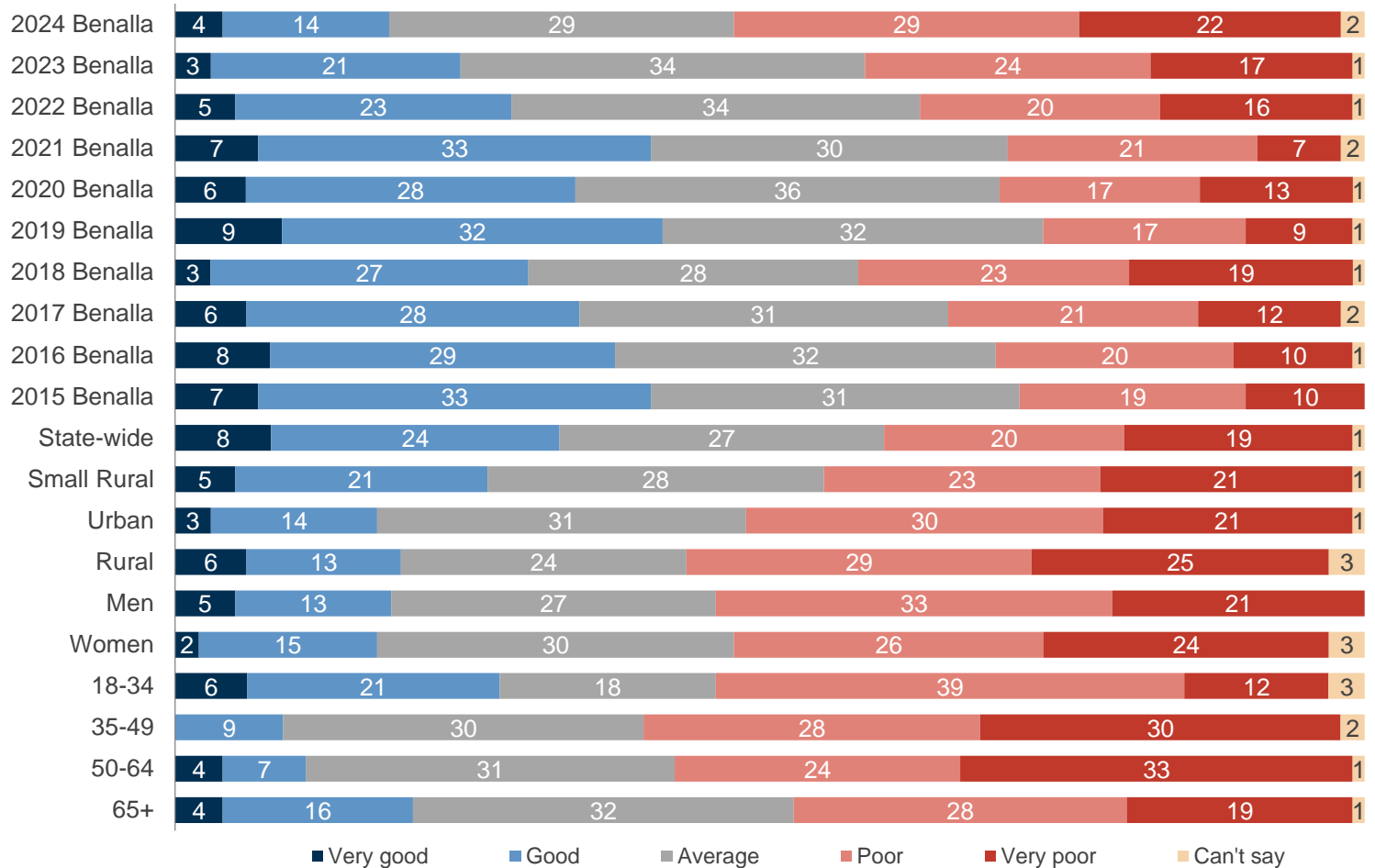
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2024 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: 19

The condition of local streets and footpaths in your area performance



2024 streets and footpaths performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | |
|-------------|------|------|------|------|------|------|------|------|------|----|
| State-wide | 52▲ | 57 | 59 | 58 | 59 | 58 | 57 | 57 | 58 | |
| 18-34 | 51▲ | 41 | 58 | n/a | 56 | n/a | 48 | 50 | 51 | |
| Small Rural | 51▲ | 55 | 58 | 57 | 57 | 57 | 57 | 58 | 59 | |
| Men | 43 | 44 | 45 | 50 | n/a | 54 | n/a | 48 | 44 | 48 |
| Rural | 41 | 47 | 44 | 51 | n/a | 52 | n/a | 50 | 52 | 43 |
| Benalla | 39 | 43 | 42 | 50 | n/a | 53 | n/a | 48 | 48 | 48 |
| Urban | 38 | 41 | 41 | 49 | n/a | 53 | n/a | 47 | 46 | 49 |
| 50-64 | 37 | 41 | 44 | 47 | n/a | 52 | n/a | 46 | 47 | 43 |
| 65+ | 36 | 42 | 41 | 46 | n/a | 53 | n/a | 46 | 43 | 46 |
| Women | 35 | 41 | 40 | 49 | n/a | 51 | n/a | 47 | 51 | 47 |
| 35-49 | 34 | 51 | 42 | 54 | n/a | 50 | n/a | 51 | 53 | 53 |

Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?

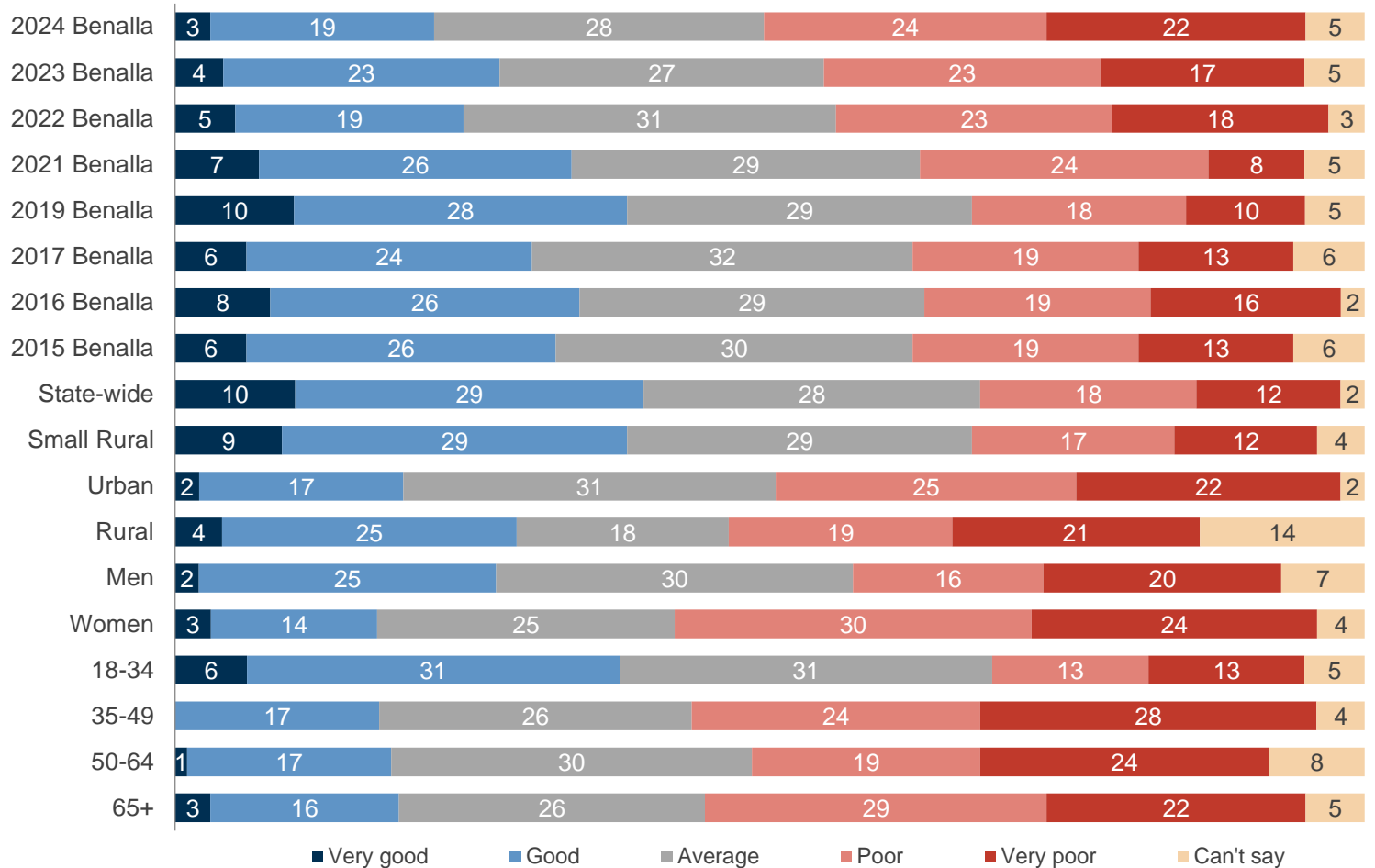
Base: All respondents. Councils asked State-wide: 31 Councils asked group: 8

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

The condition of local streets and footpaths in your area performance



2024 streets and footpaths performance (%)



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: 31 Councils asked group: 8



Parking facilities performance



2024 parking performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | | |
|-------------|------|------|------|------|------|------|------|------|------|----|----|
| Men | 64 | 62 | 62 | 71 | n/a | 68 | n/a | 72 | 63 | 62 | |
| Rural | 62 | 63 | 69 | 66 | n/a | 70 | n/a | 71 | 65 | 63 | |
| 18-34 | 62 | 61 | 63 | 69 | n/a | 67 | n/a | 73 | 61 | 65 | |
| 50-64 | 61 | 59 | 63 | 70 | n/a | 67 | n/a | 69 | 62 | 59 | |
| Benalla | 61 | 62 | 66 | 69 | n/a | 69 | n/a | 70 | 65 | 63 | |
| 65+ | 61 | 64 | 68 | 69 | n/a | 70 | n/a | 68 | 65 | 62 | |
| Urban | 60 | 62 | 64 | 70 | n/a | 69 | n/a | 69 | 65 | 63 | |
| 35-49 | 59 | 64 | 65 | 69 | n/a | 72 | n/a | 73 | 72 | 68 | |
| Small Rural | 59 | 60 | 60 | 62 | 60 | 60 | 60 | 60 | 63 | 61 | 62 |
| Women | 58 | 63 | 69 | 67 | n/a | 71 | n/a | 68 | 67 | 64 | |
| State-wide | 54▼ | 55 | 57 | 58 | 55 | 56 | 56 | 55 | 56 | 57 | |

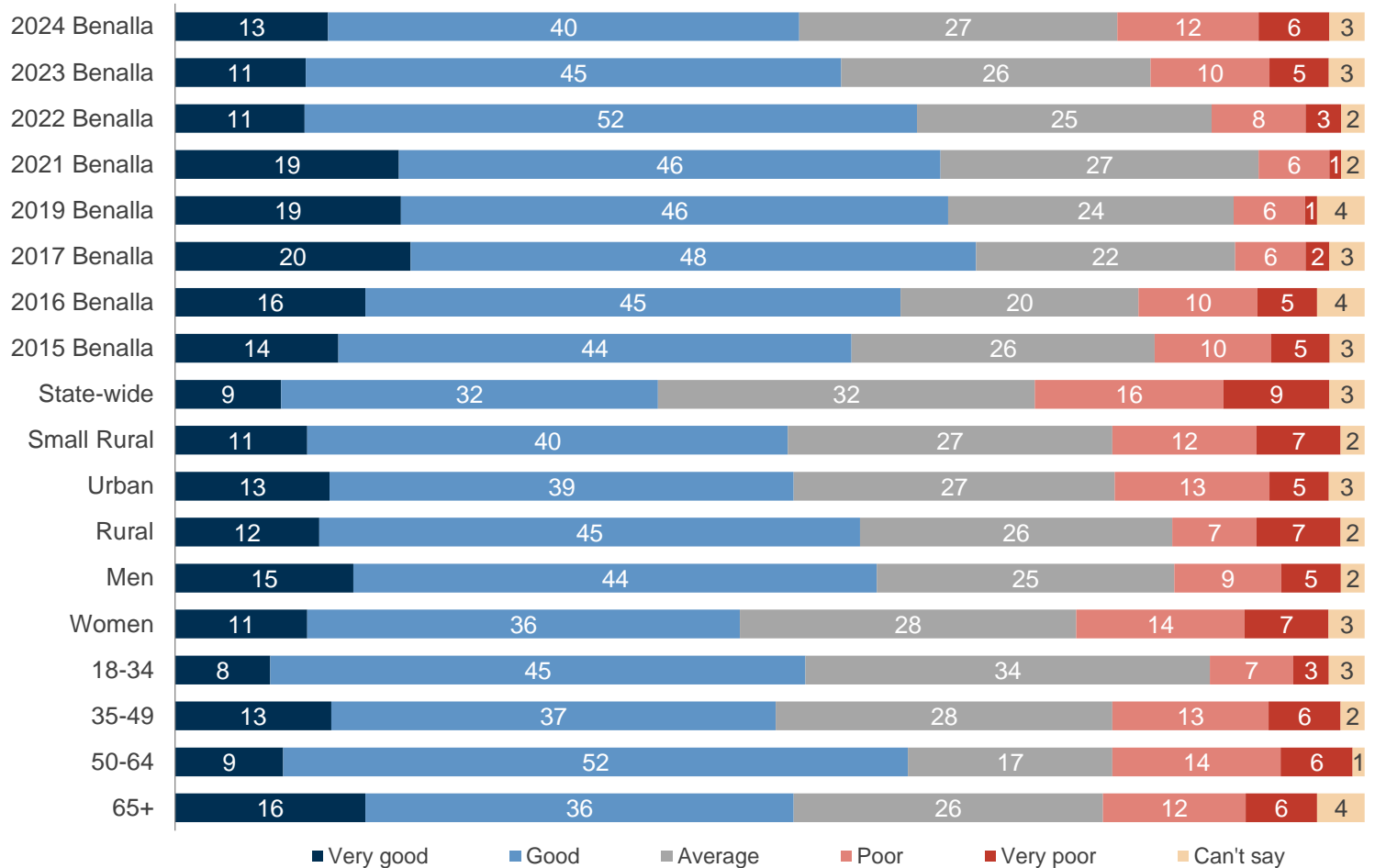
Q2. How has Council performed on 'Parking facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 17 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Parking facilities performance



2024 parking performance (%)



Q2. How has Council performed on 'Parking facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 17 Councils asked group: 3



Family support services performance



2024 family support performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 |
|-------------|------|------|------|------|------|------|------|------|------|
| 65+ | 57 | 65 | 69 | n/a | 73 | n/a | 68 | 68 | 68 |
| State-wide | 63▲ | 65 | 66 | 66 | 67 | 66 | 67 | 66 | 67 |
| Small Rural | 62 | 64 | 66 | 66 | 68 | 67 | 68 | 66 | 67 |
| Men | 55 | 61 | 67 | n/a | 69 | n/a | 65 | 64 | 66 |
| Urban | 57 | 62 | 64 | n/a | 72 | n/a | 66 | 62 | 68 |
| Benalla | 57 | 62 | 64 | n/a | 70 | n/a | 67 | 63 | 67 |
| 18-34 | 58 | 64 | 59 | n/a | 67 | n/a | 65 | 57 | 67 |
| Rural | 58 | 61 | 66 | n/a | 65 | n/a | 71 | 64 | 63 |
| Women | 59 | 64 | 62 | n/a | 71 | n/a | 68 | 62 | 67 |
| 35-49 | 59 | 55 | 67 | n/a | 70 | n/a | 69 | 65 | 68 |
| 50-64 | 52▼ | 59 | 58 | n/a | 68 | n/a | 64 | 60 | 63 |

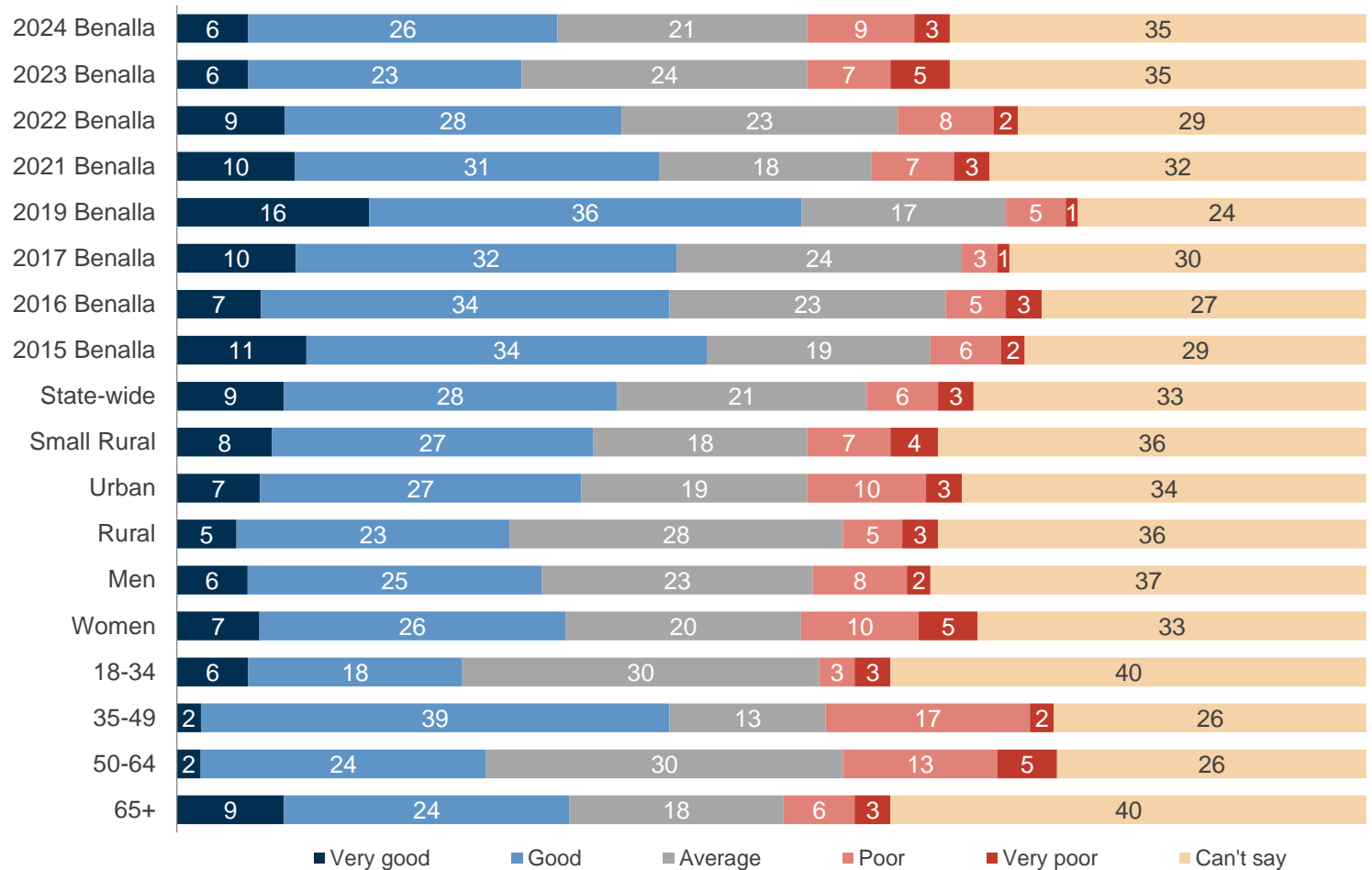
Q2. How has Council performed on 'Family support services' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Family support services performance



2024 family support performance (%)



Q2. How has Council performed on 'Family support services' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 8



Recreational facilities performance



2024 recreational facilities performance (index scores)

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

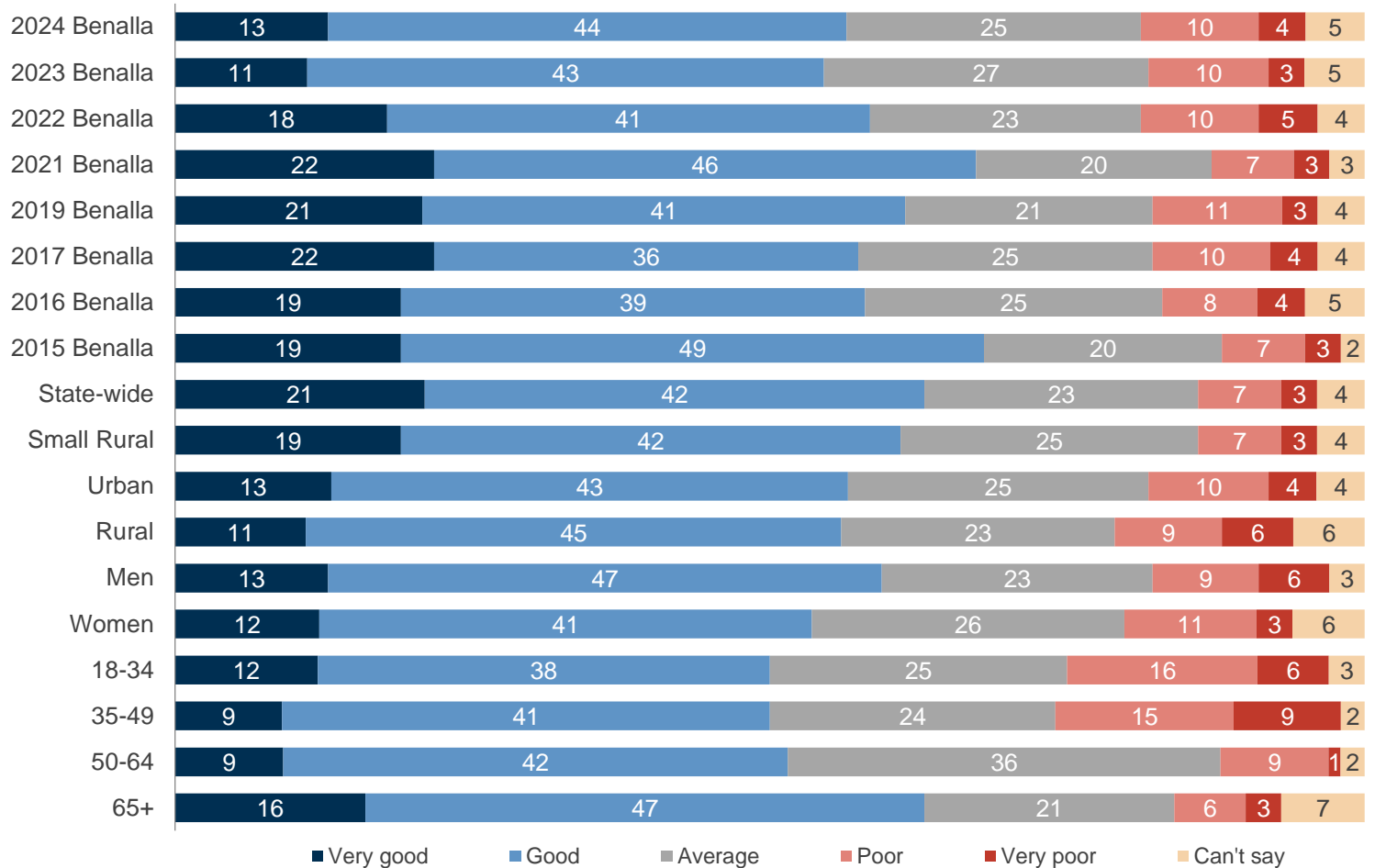
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 13
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2024 recreational facilities performance (%)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 13



The appearance of public areas performance



2024 public areas performance (index scores)

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

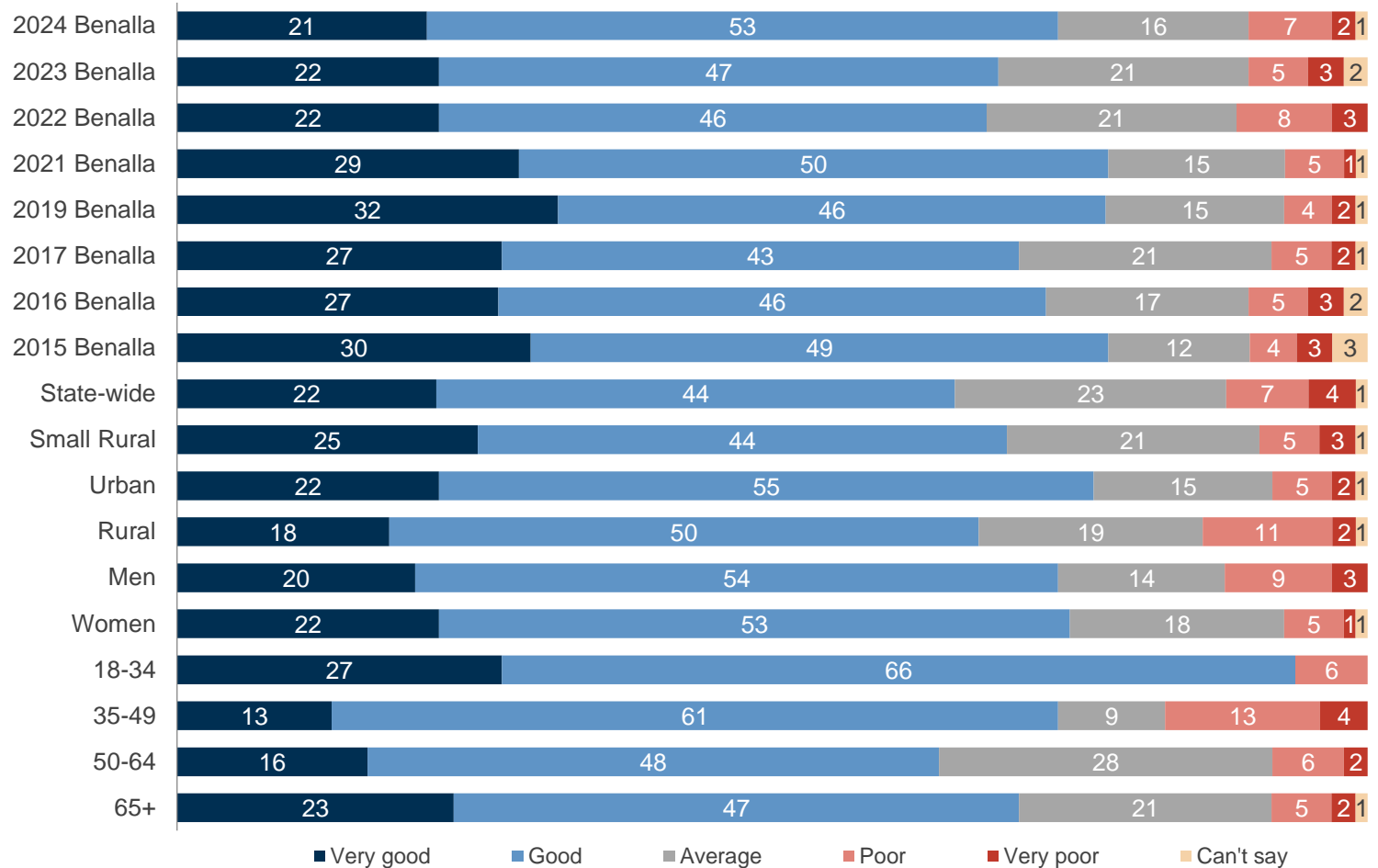
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 42 Councils asked group: 14
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2024 public areas performance (%)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 42 Councils asked group: 14



Waste management performance



2024 waste management performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 |
|-------------|------|------|------|------|------|------|------|------|------|
| 65+ | 68 | 67 | 71 | n/a | 72 | n/a | 66 | 66 | 70 |
| Small Rural | 66 | 68 | 68 | 64 | 66 | 69 | 70 | 69 | 71 |
| State-wide | 66 | 68 | 69 | 65 | 68 | 70 | 71 | 70 | 72 |
| Rural | 58 | 66 | 68 | n/a | 65 | n/a | 64 | 62 | 66 |
| Women | 63 | 66 | 65 | n/a | 72 | n/a | 65 | 61 | 70 |
| Benalla | 62 | 64 | 66 | n/a | 68 | n/a | 62 | 59 | 69 |
| Men | 61 | 62 | 67 | n/a | 64 | n/a | 59 | 57 | 69 |
| Urban | 64 | 63 | 66 | n/a | 69 | n/a | 61 | 58 | 71 |
| 50-64 | 59 | 59 | 58 | n/a | 68 | n/a | 60 | 53 | 65 |
| 35-49 | 57 | 60 | 70 | n/a | 63 | n/a | 57 | 62 | 70 |
| 18-34 | 56 | 64 | 59 | n/a | 67 | n/a | 62 | 53 | 72 |

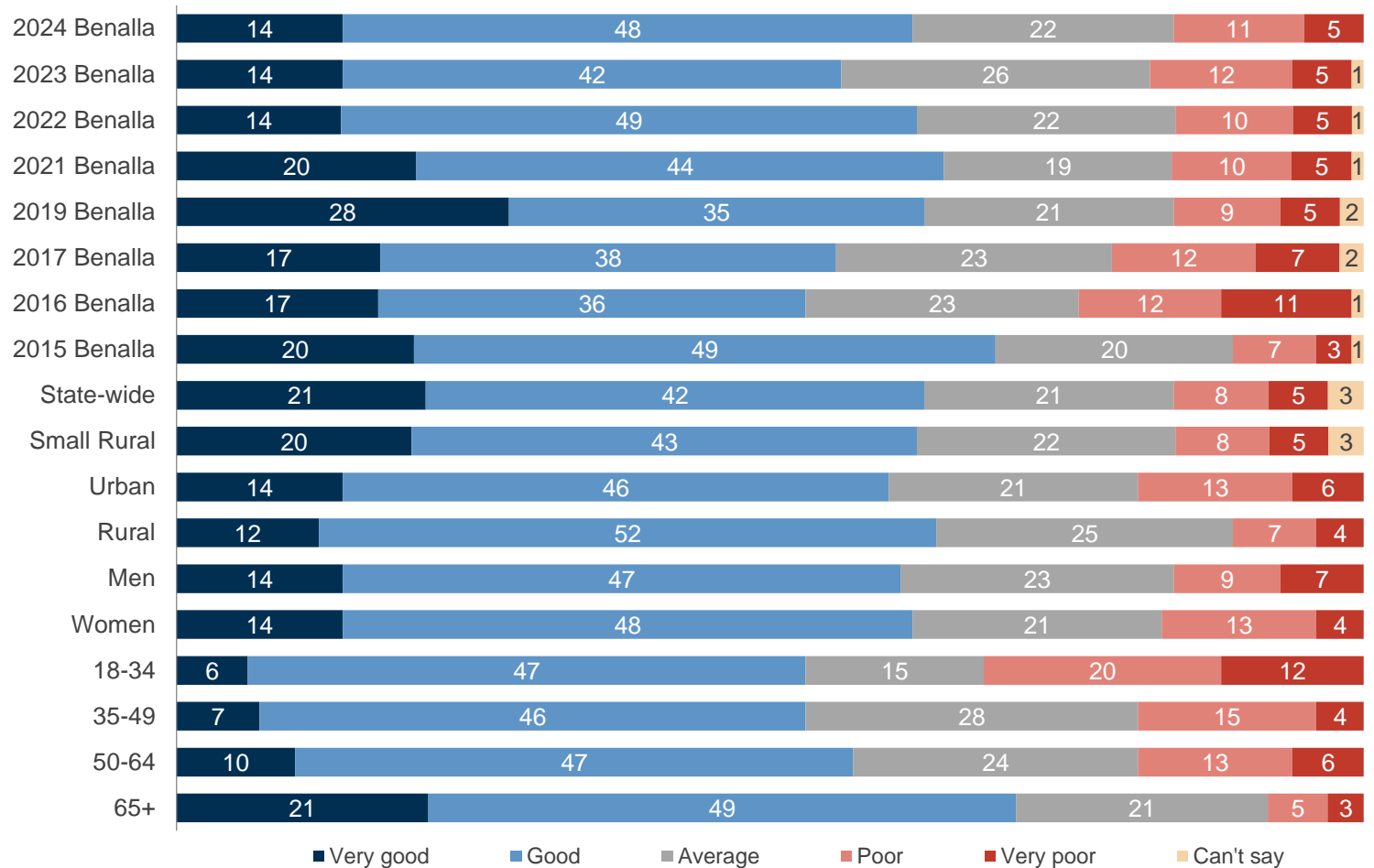
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2024 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19



Environmental sustainability performance



2024 environmental sustainability performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 |
|-------------|------|------|------|------|------|------|------|------|------|
| State-wide | 60▲ | 61 | 62 | 60 | 62 | 63 | 64 | 63 | 64 |
| Small Rural | 59▲ | 59 | 61 | 57 | 59 | 62 | 63 | 61 | 63 |
| 18-34 | 58 | 55 | 62 | n/a | 54 | n/a | 65 | 50 | 69 |
| 65+ | 56 | 56 | 61 | n/a | 61 | n/a | 57 | 57 | 58 |
| Women | 55 | 56 | 59 | n/a | 61 | n/a | 58 | 58 | 62 |
| Rural | 55 | 50 | 60 | n/a | 57 | n/a | 58 | 59 | 59 |
| Benalla | 55 | 55 | 62 | n/a | 58 | n/a | 59 | 56 | 60 |
| Urban | 55 | 57 | 63 | n/a | 58 | n/a | 60 | 55 | 60 |
| Men | 55 | 55 | 66 | n/a | 55 | n/a | 60 | 54 | 58 |
| 35-49 | 55 | 56 | 68 | n/a | 54 | n/a | 61 | 61 | 61 |
| 50-64 | 51 | 54 | 59 | n/a | 60 | n/a | 57 | 57 | 54 |

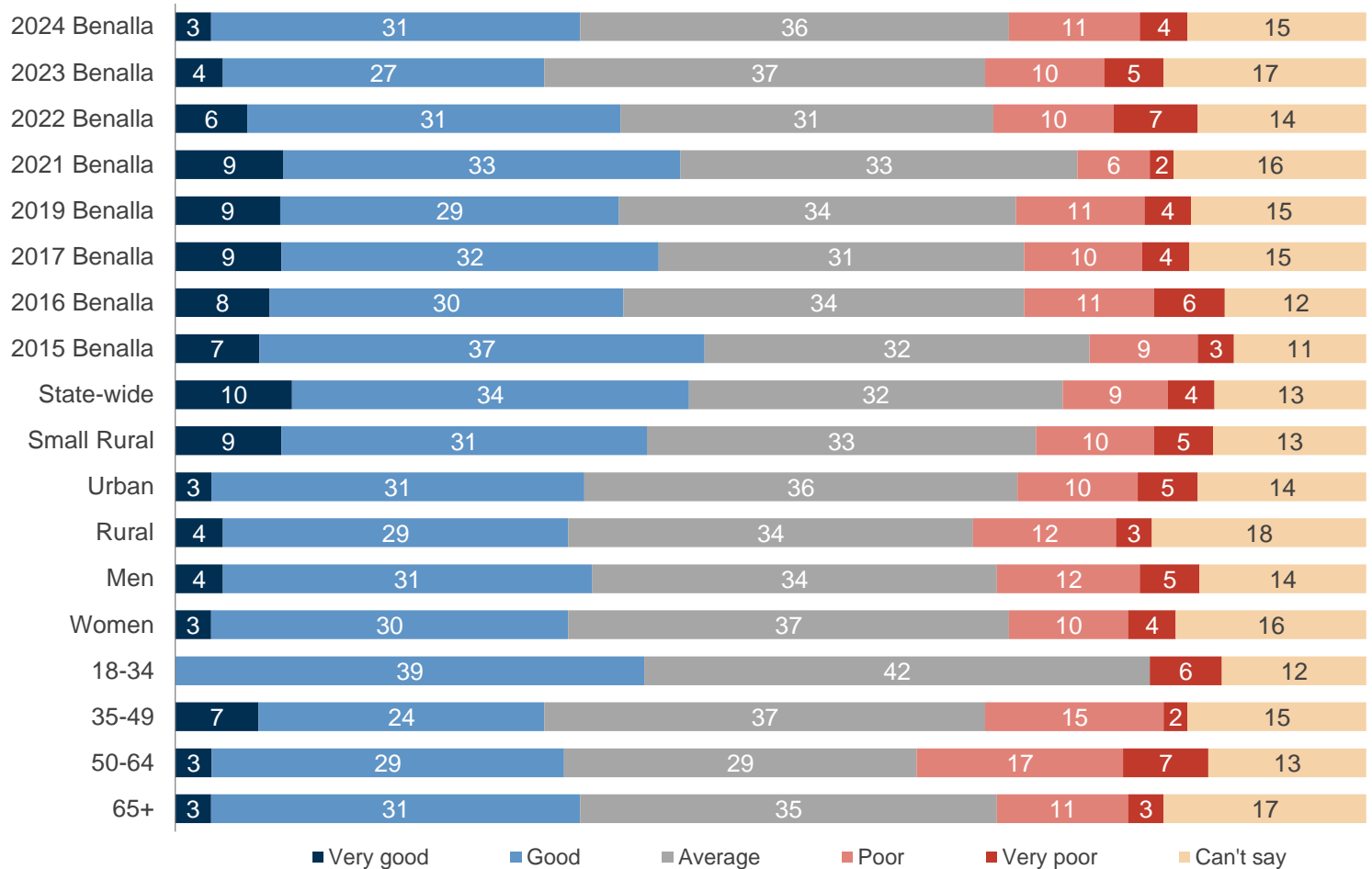
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 7
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2024 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 7



Emergency and disaster management performance



2024 emergency and disaster management performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 |
|-------------|------|------|------|------|------|------|------|------|------|
| 18-34 | 74 | 64 | 67 | n/a | 70 | n/a | 73 | 70 | 72 |
| Small Rural | 66 | 68 | 72 | 70 | 72 | 72 | 72 | 71 | 70 |
| Women | 72 | 68 | 68 | n/a | 74 | n/a | 71 | 70 | 69 |
| State-wide | 65 | 66 | 71 | 68 | 72 | 71 | 70 | 69 | 70 |
| Urban | 70 | 66 | 72 | n/a | 76 | n/a | 72 | 69 | 71 |
| 35-49 | 65 | 69 | 74 | n/a | 77 | n/a | 73 | 74 | 72 |
| Benalla | 68 | 66 | 70 | n/a | 74 | n/a | 71 | 69 | 69 |
| 65+ | 67 | 65 | 70 | n/a | 74 | n/a | 69 | 69 | 69 |
| Rural | 64 | 66 | 66 | n/a | 68 | n/a | 67 | 68 | 65 |
| Men | 64 | 63 | 73 | n/a | 73 | n/a | 70 | 68 | 69 |
| 50-64 | 69 | 67 | 69 | n/a | 73 | n/a | 69 | 64 | 63 |

Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 6

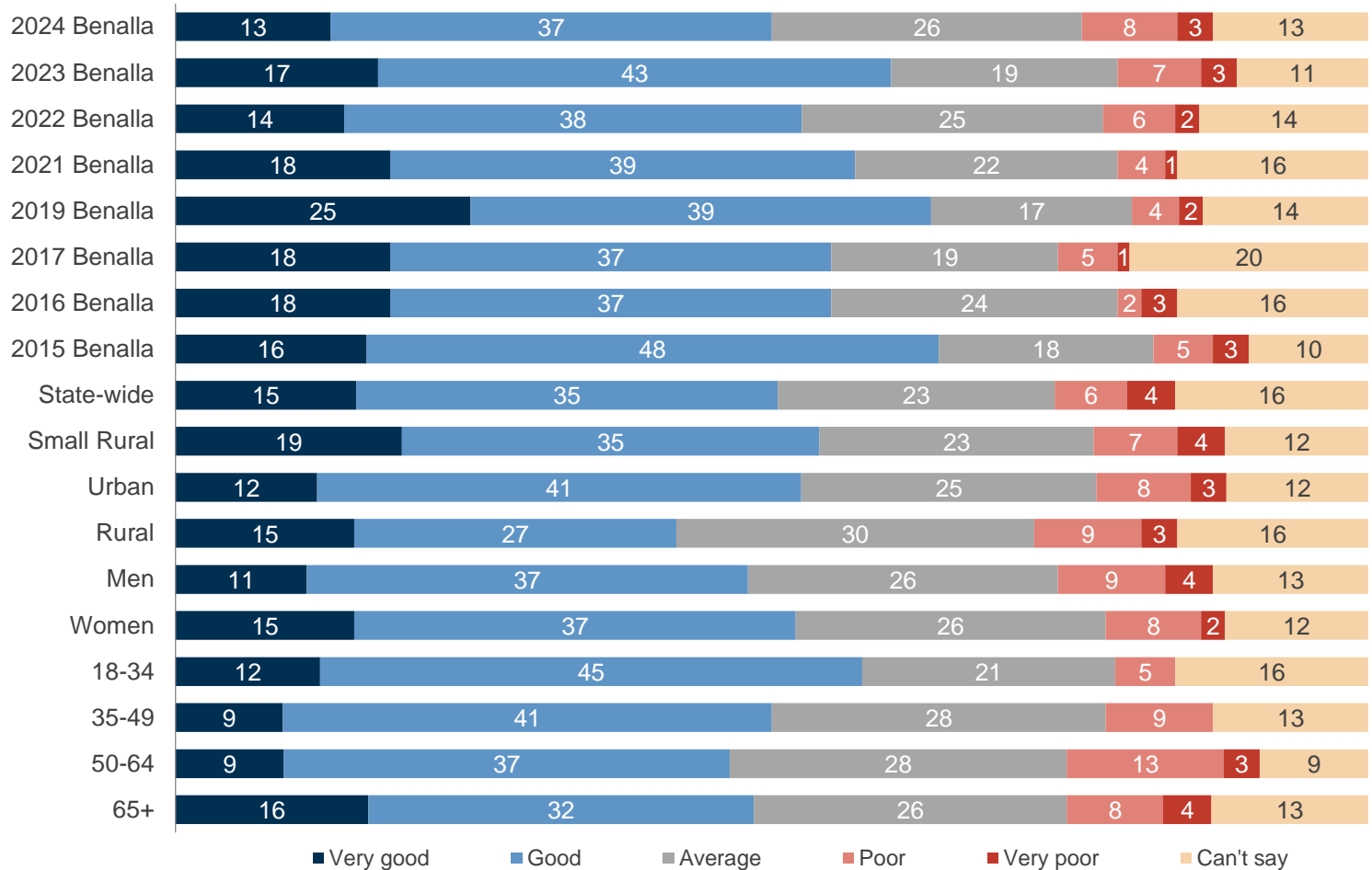
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management performance



2024 emergency and disaster management performance (%)



Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 6



Planning for population growth in the area performance



2024 population growth performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 |
|-------------|------|------|------|------|------|------|------|------|------|
| 65+ | 49 | 49 | 55 | n/a | 59 | n/a | n/a | n/a | n/a |
| 18-34 | 49 | 53 | 61 | n/a | 58 | n/a | n/a | n/a | n/a |
| Urban | 48 | 49 | 56 | n/a | 58 | n/a | n/a | n/a | n/a |
| Women | 47 | 49 | 54 | n/a | 56 | n/a | n/a | n/a | n/a |
| Benalla | 48 | 48 | 56 | n/a | 57 | n/a | n/a | n/a | n/a |
| Men | 50 | 47 | 58 | n/a | 58 | n/a | n/a | n/a | n/a |
| 35-49 | 46 | 42 | 56 | n/a | 53 | n/a | n/a | n/a | n/a |
| State-wide | 48 | 52 | 53 | 51 | 52 | 52 | 52 | 51 | 54 |
| Rural | 48 | 46 | 55 | n/a | 54 | n/a | n/a | n/a | n/a |
| Small Rural | 44 | 49 | 52 | 44 | 51 | n/a | n/a | n/a | n/a |
| 50-64 | 47 | 48 | 52 | n/a | 55 | 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: 17 Councils asked group: 2

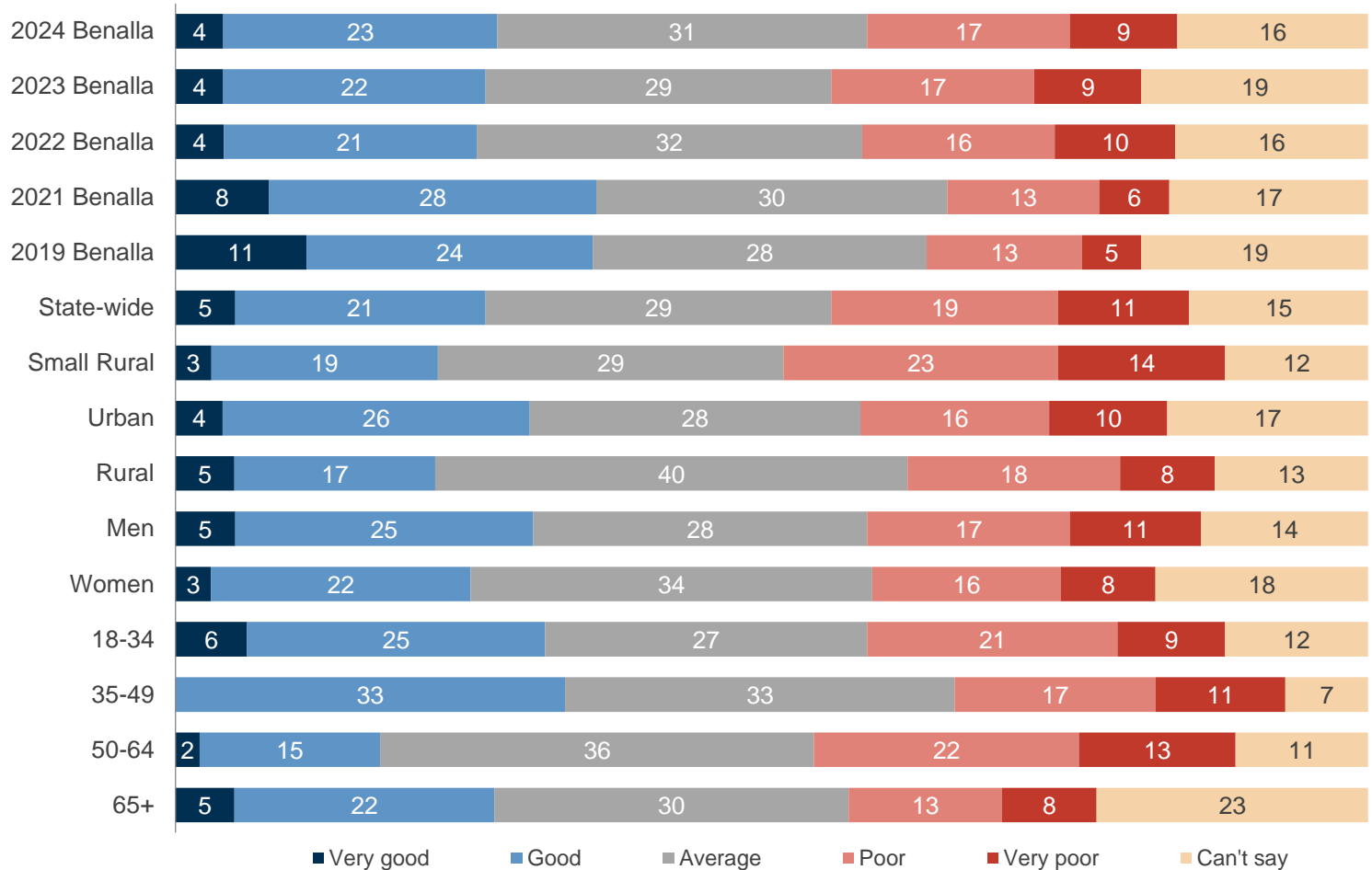
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area performance



2024 population growth performance (%)



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: 17 Councils asked group: 2



Roadside slashing and weed control performance



2024 roadside slashing and weed control performance (index scores)

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

Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5

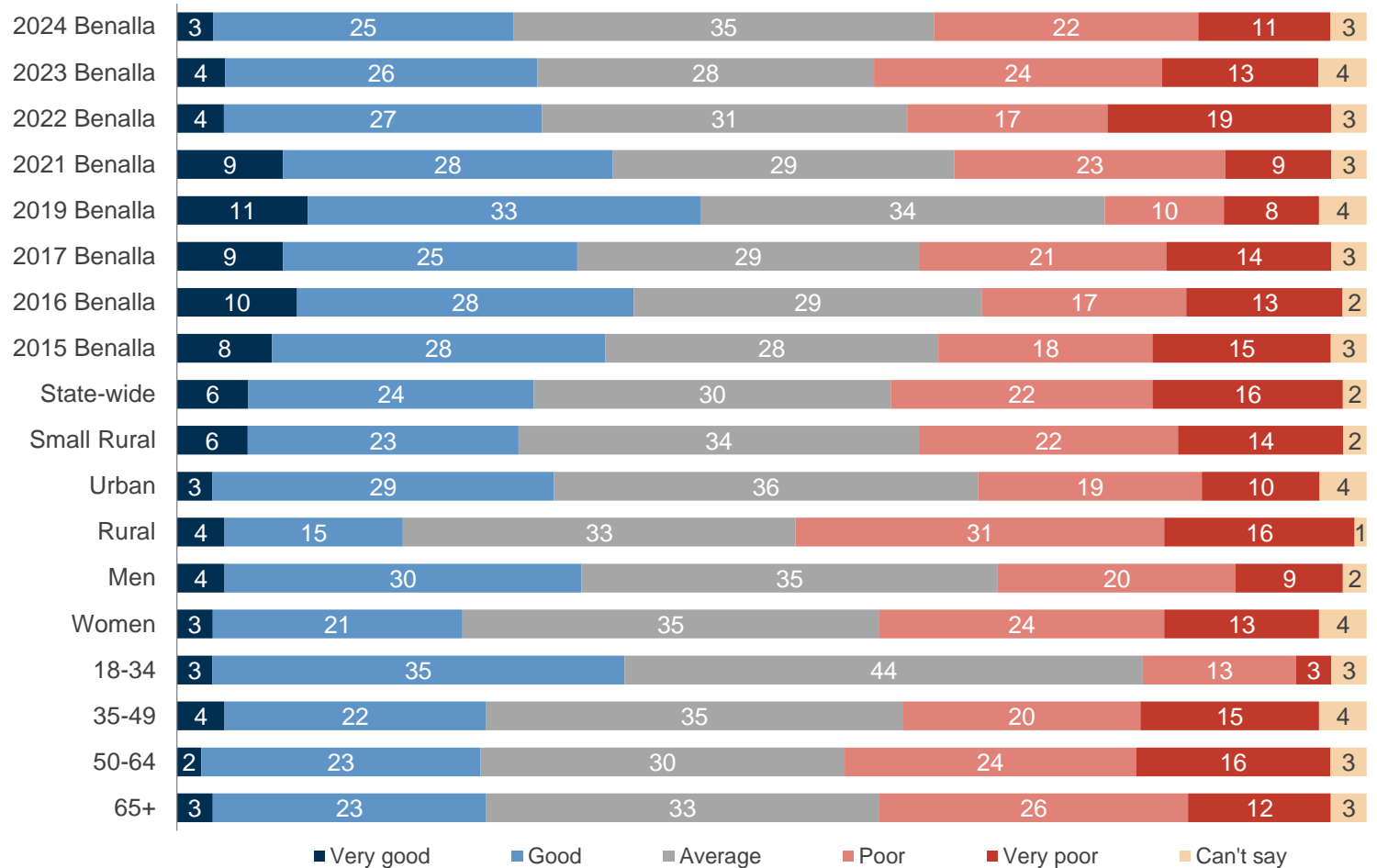
Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control performance



2024 roadside slashing and weed control performance (%)



Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5



Maintenance of unsealed roads in your area performance



2024 unsealed roads performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | |
|-------------|------|------|------|------|------|------|------|------|------|----|
| State-wide | 36▲ | 37 | 41 | 45 | 44 | 44 | 43 | 44 | 43 | 45 |
| Small Rural | 35 | 38 | 42 | 44 | 43 | 43 | 40 | 43 | 44 | 45 |
| Urban | 35 | 41 | 39 | 52 | n/a | 51 | n/a | 44 | 47 | 48 |
| 65+ | 35 | 41 | 39 | 46 | n/a | 48 | n/a | 40 | 38 | 38 |
| 18-34 | 34 | 40 | 31 | 50 | n/a | 45 | n/a | 43 | 51 | 51 |
| Women | 33 | 39 | 37 | 44 | n/a | 46 | n/a | 39 | 44 | 42 |
| Benalla | 33 | 38 | 36 | 48 | n/a | 47 | n/a | 40 | 42 | 42 |
| Men | 33 | 37 | 36 | 52 | n/a | 47 | n/a | 41 | 41 | 43 |
| 35-49 | 31 | 30 | 36 | 49 | n/a | 50 | n/a | 43 | 49 | 45 |
| Rural | 27▼ | 31 | 29 | 37 | n/a | 37 | n/a | 31 | 33 | 30 |
| 50-64 | 27 | 35 | 35 | 48 | n/a | 45 | n/a | 36 | 37 | 39 |

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: 27 Councils asked group: 10

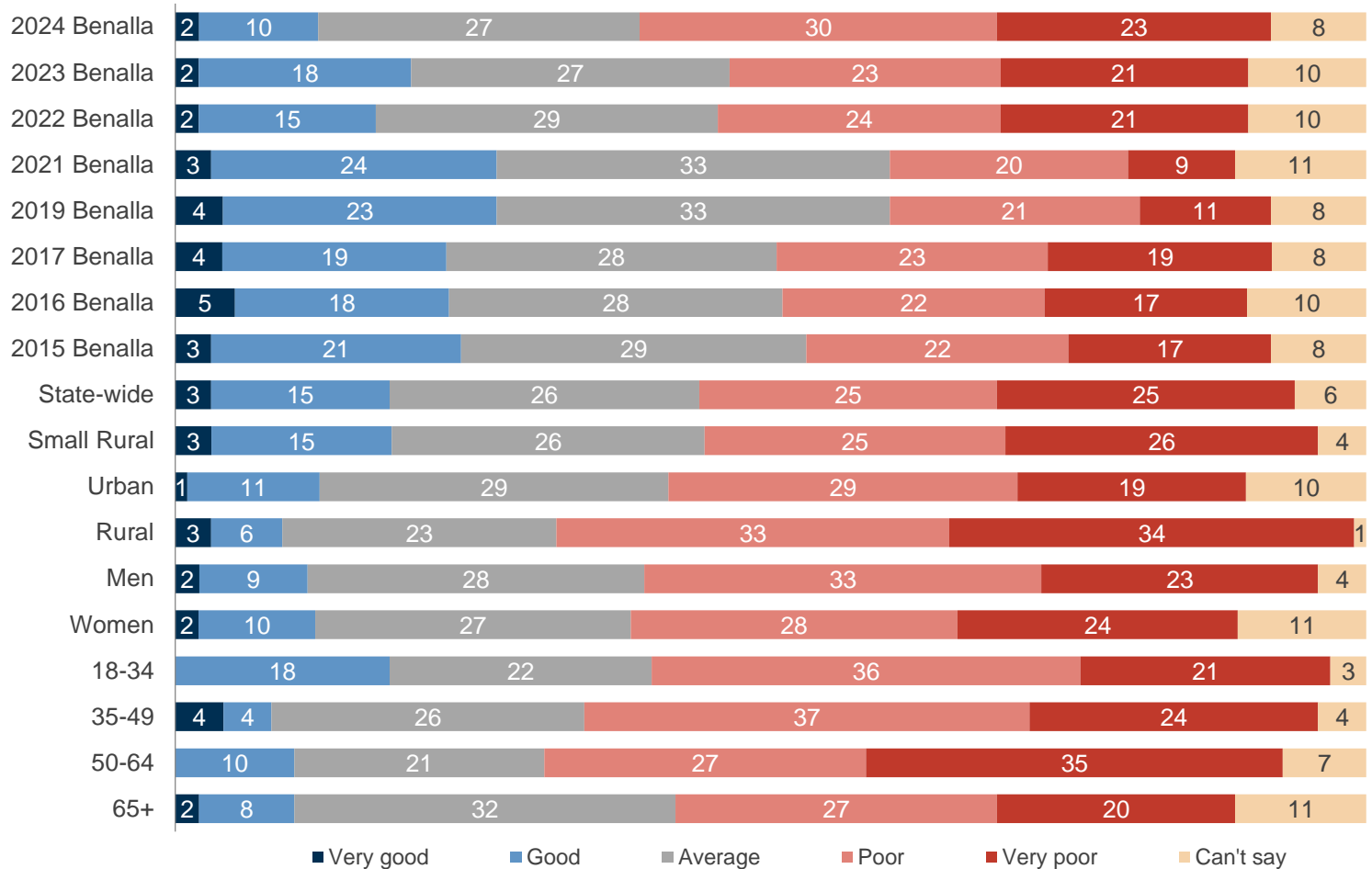
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area performance



2024 unsealed roads performance (%)



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: 27 Councils asked group: 10



Tourism development performance



2024 tourism development performance (index scores)

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

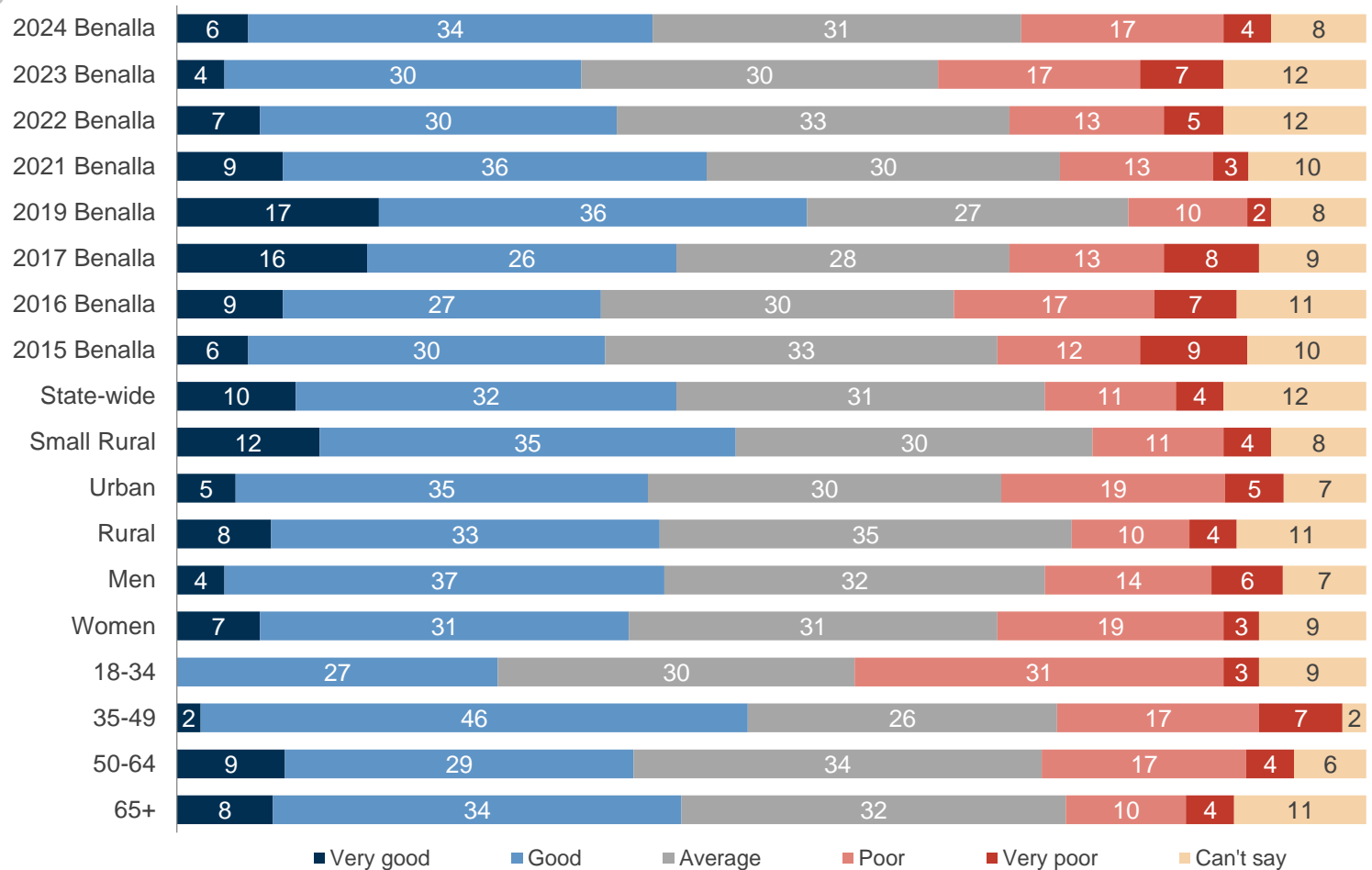
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 12 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2024 tourism development performance (%)



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



COVID-19 response performance



2024 COVID-19 response performance (index scores)

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 |
|-------------|------|------|------|------|------|------|------|------|------|
| State-wide | 67 | 69 | 73 | 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 |
| 65+ | 67 | 68 | 72 | 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 |
| 18-34 | 62 | 69 | 68 | 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 |
| Small Rural | 69 | 69 | 75 | 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 |
| Men | 62 | 62 | 71 | 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 |
| 50-64 | 59 | 62 | 66 | n/a | n/a | n/a | n/a | n/a | n/a |

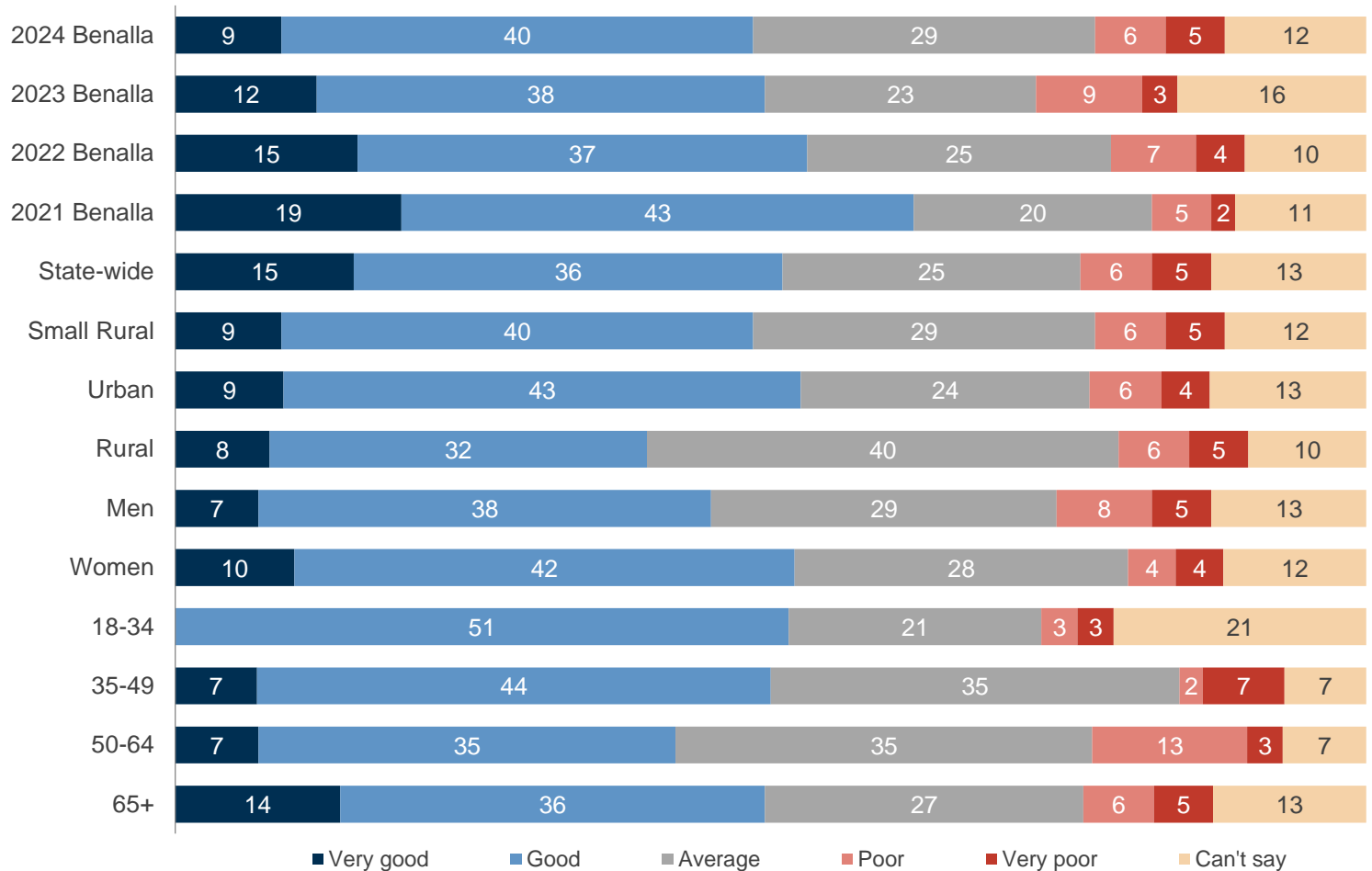
Q2. How has Council performed on 'COVID-19 response' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 8 Councils asked group: 1
 Note: Please see Appendix A for explanation of significant differences.



COVID-19 response performance



2024 COVID-19 response performance (%)



Q2. How has Council performed on 'COVID-19 response' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 8 Councils asked group: 1



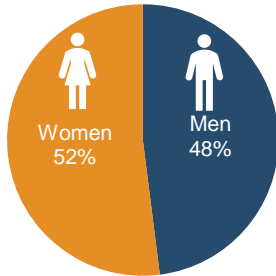
Detailed demographics



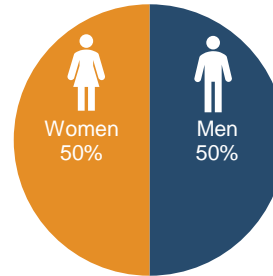
Gender and age profile

2024 gender

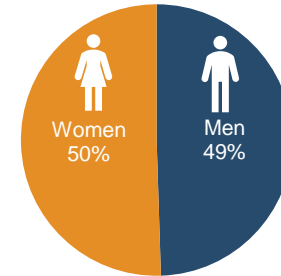
Benalla



Small Rural

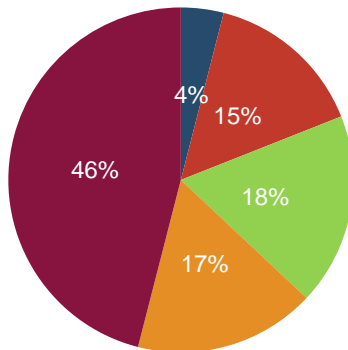


State-wide

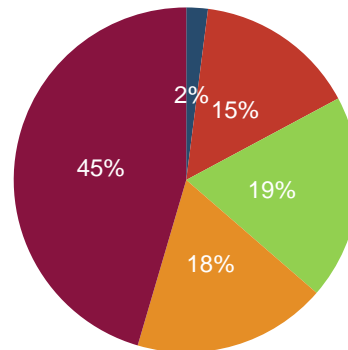


2024 age

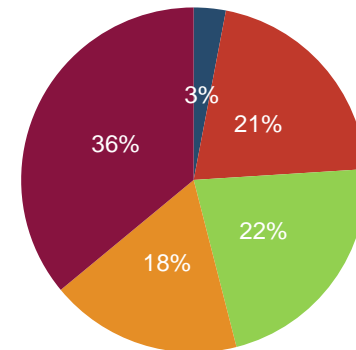
Benalla



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: 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. Councils interviewing residents on an annual basis included an "Other" option for gender, hence the State-wide and Small Rural gender results may not add to 100%

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Inside the 'W', there are faint, light blue background graphics of various data charts, including bar charts, line graphs, and a grid pattern.

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 |

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



Appendix A: Margins of error

The sample size for the 2024 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 | 181 | 193 | +/-7.2 |
| Women | 219 | 207 | +/-6.6 |
| Urban | 283 | 288 | +/-5.8 |
| Rural | 117 | 112 | +/-9.1 |
| 18-34 years | 33 | 75 | +/-17.3 |
| 35-49 years | 46 | 73 | +/-14.6 |
| 50-64 years | 86 | 67 | +/-10.6 |
| 65+ years | 235 | 185 | +/-6.3 |



Appendix A: Index score significant difference calculation

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

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in this section including:

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2024 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2024 results are compared with previous years, as detailed below:

- 2023, n=400 completed interviews, conducted in the period of 27th January – 19th March.
- 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.

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 across four quarters from 1st June 2023 – 18th March 2024.



Appendix B: Analysis and reporting

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

Council Groups

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 2024 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: Core, optional and tailored questions

Core, optional and tailored questions

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

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2024 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

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

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

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



Appendix B: Glossary of terms

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

CSS: 2024 Victorian Local Government Community Satisfaction Survey.

Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

Council group average: The average result for all participating councils in the council group.

Highest / lowest: The result described is the highest or lowest result across a particular demographic 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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