Appendix 1

2026 Local Government Community Satisfaction Survey

Benalla Rural City Council

JWS RESEARCH

Contents

Background and objectives 3

Key findings and recommendations 6

Detailed findings 13

- Overall performance 14
- Customer service 29
- Communication 35
- Council direction 40
- Individual service areas 44
  - Community consultation and engagement 45
  - Lobbying on behalf of the community 47
  - Decisions made in the interest of the community 49
  - Condition of sealed local roads 51
  - Condition of local streets and footpaths 53
  - Parking facilities 55
  - Family support services 57
  - Recreational facilities 59
  - Appearance of public areas 61
  - Waste management 63
  - Environmental sustainability 65
  - Emergency and disaster management 67
  - Planning for population growth 69
  - Roadside slashing and weed control 71
  - Maintenance of unsealed roads 73
  - Tourism development 75
  - Response to COVID-19 77

Detailed demographics 79

Appendix A: Index scores, margins of error and significant differences 81

Appendix B: Further project information 85

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

- councils' overall performance, with benchmarking against other participating councils
- 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.

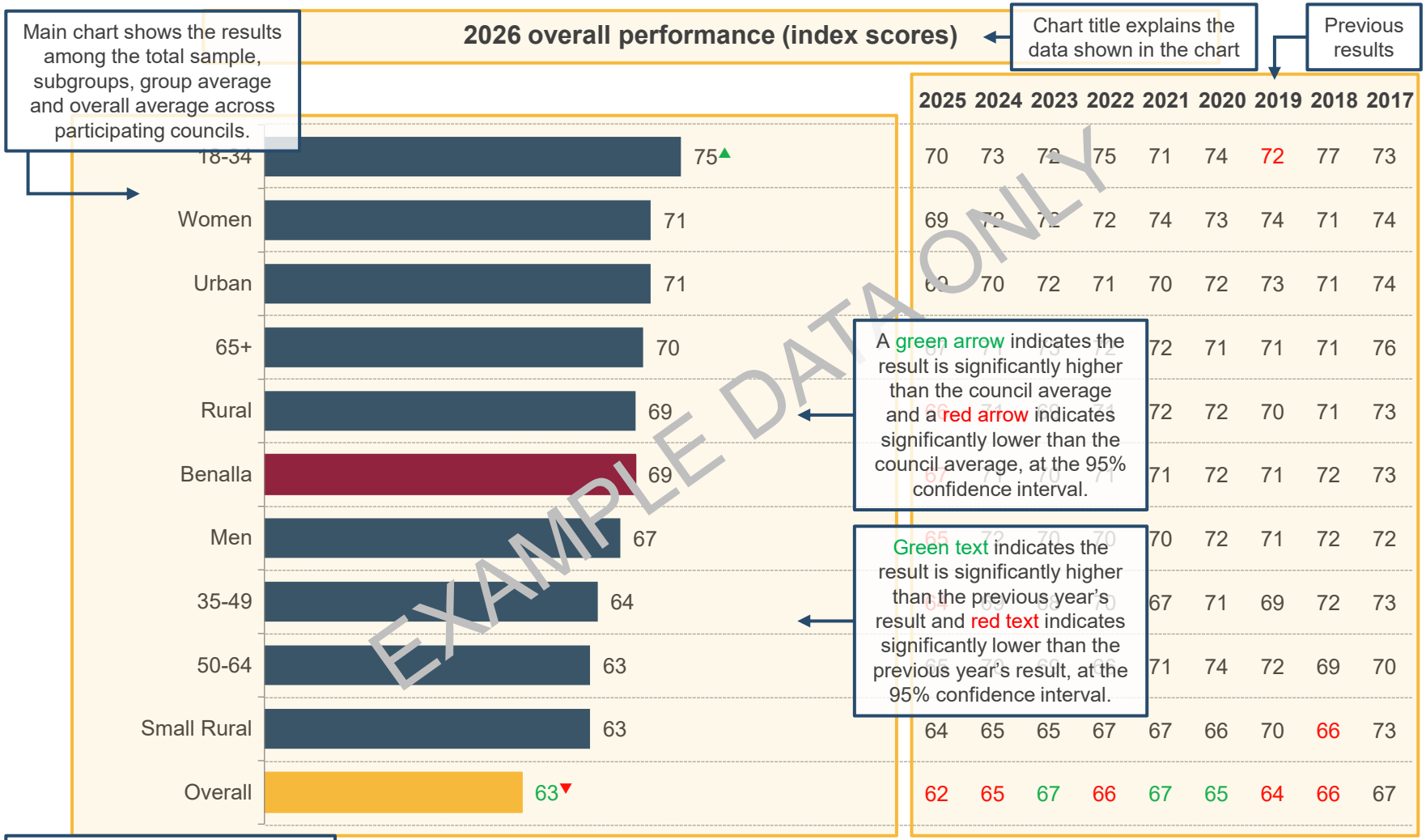
When coupled with previous data, the survey provides a reliable historical source of the community's views since 1998. A selection of results from the last ten years shows that councils in Victoria continue to provide services that meet the public's expectations.

Serving Victoria for 27 years

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.

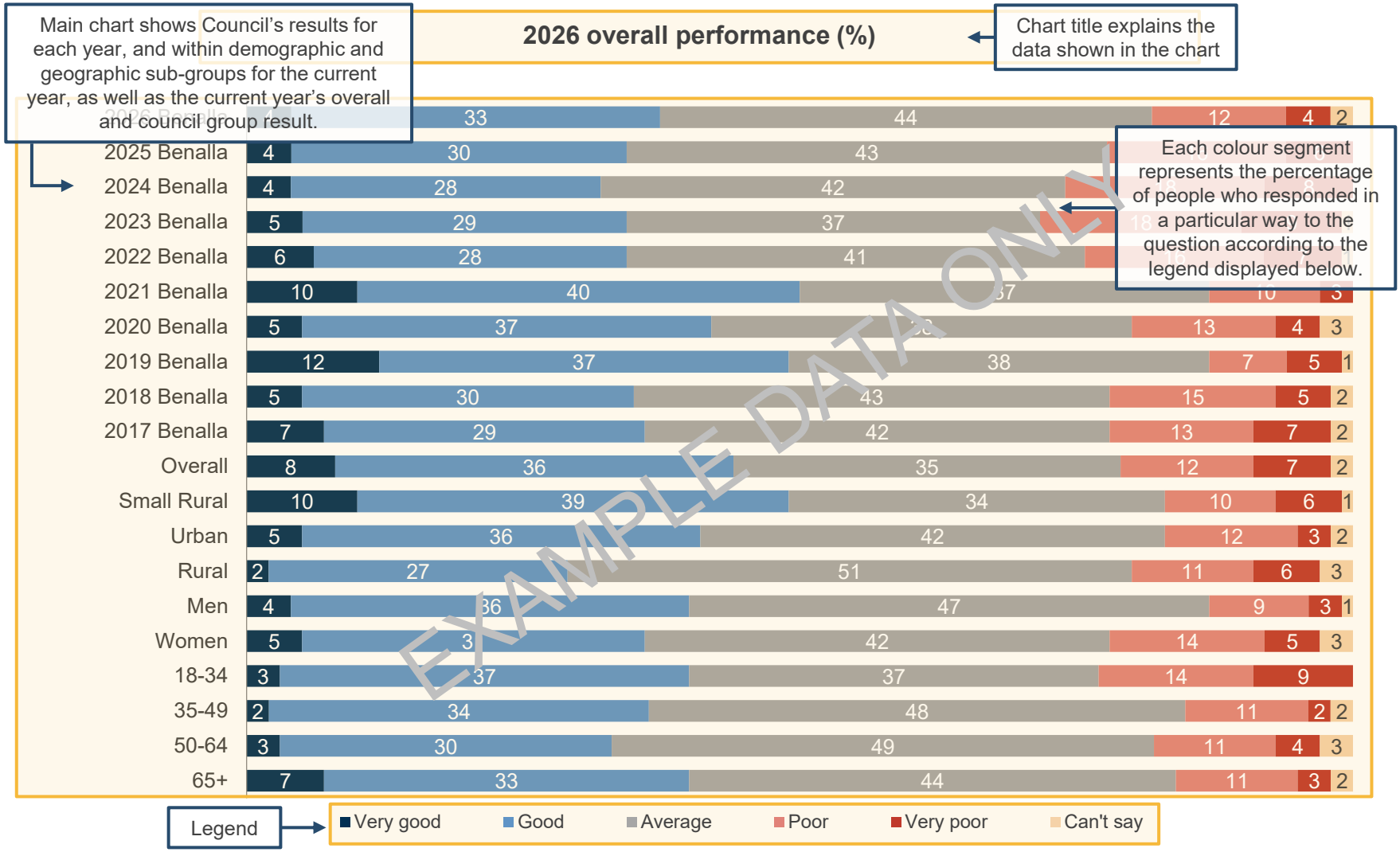
Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

How to read index score charts in this report



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: 23 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

How to read stacked bar charts in this report



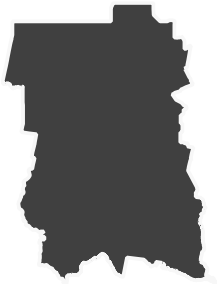
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Benalla Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
Base: All respondents. Councils asked: 23 Councils asked 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 56

Small Rural 60

Overall 57

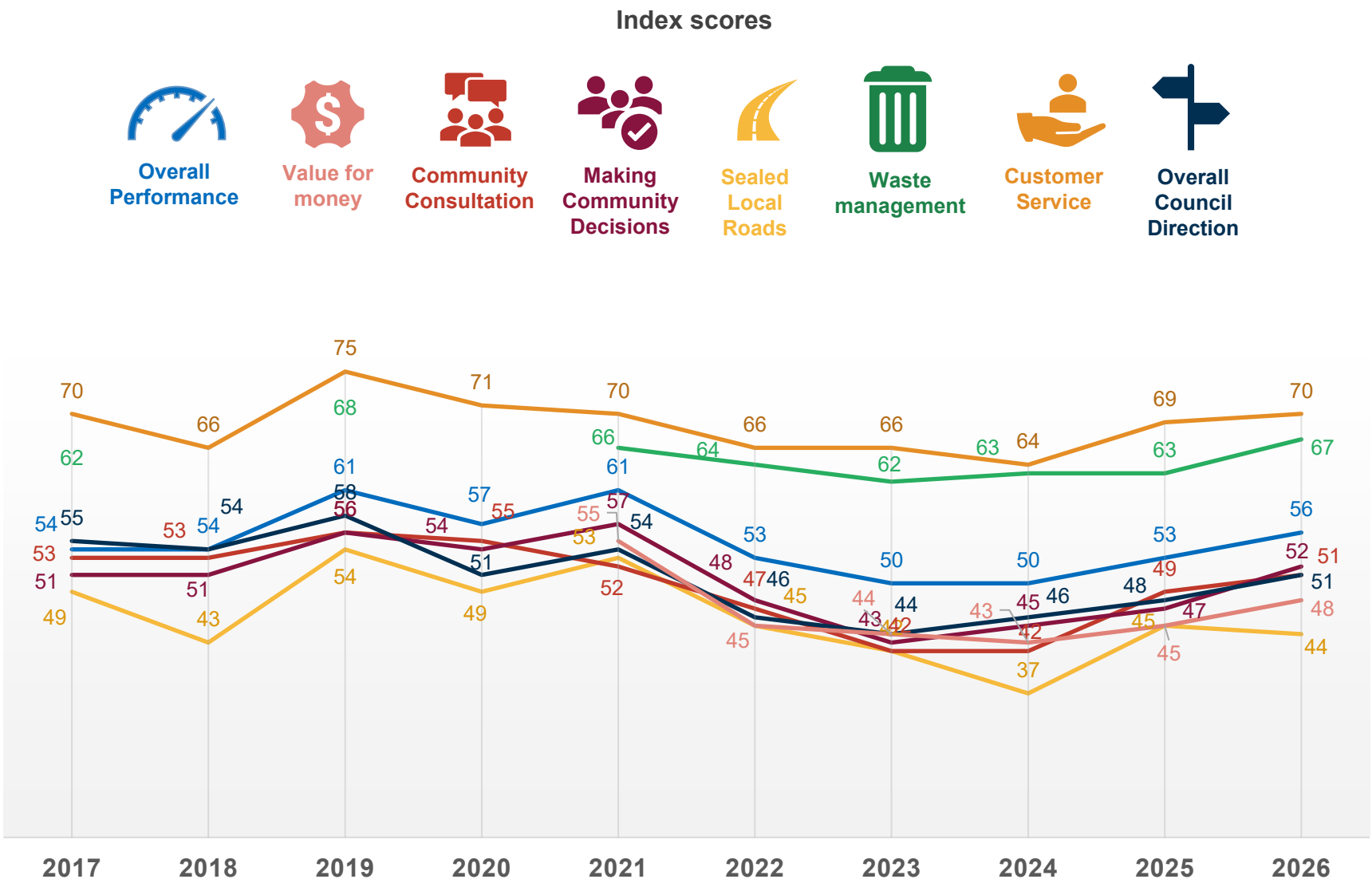
Council performance compared to group average

Top 3 performing areas	
Appearance of public areas	= on par
Waste management	▼ lower
Parking facilities	= on par

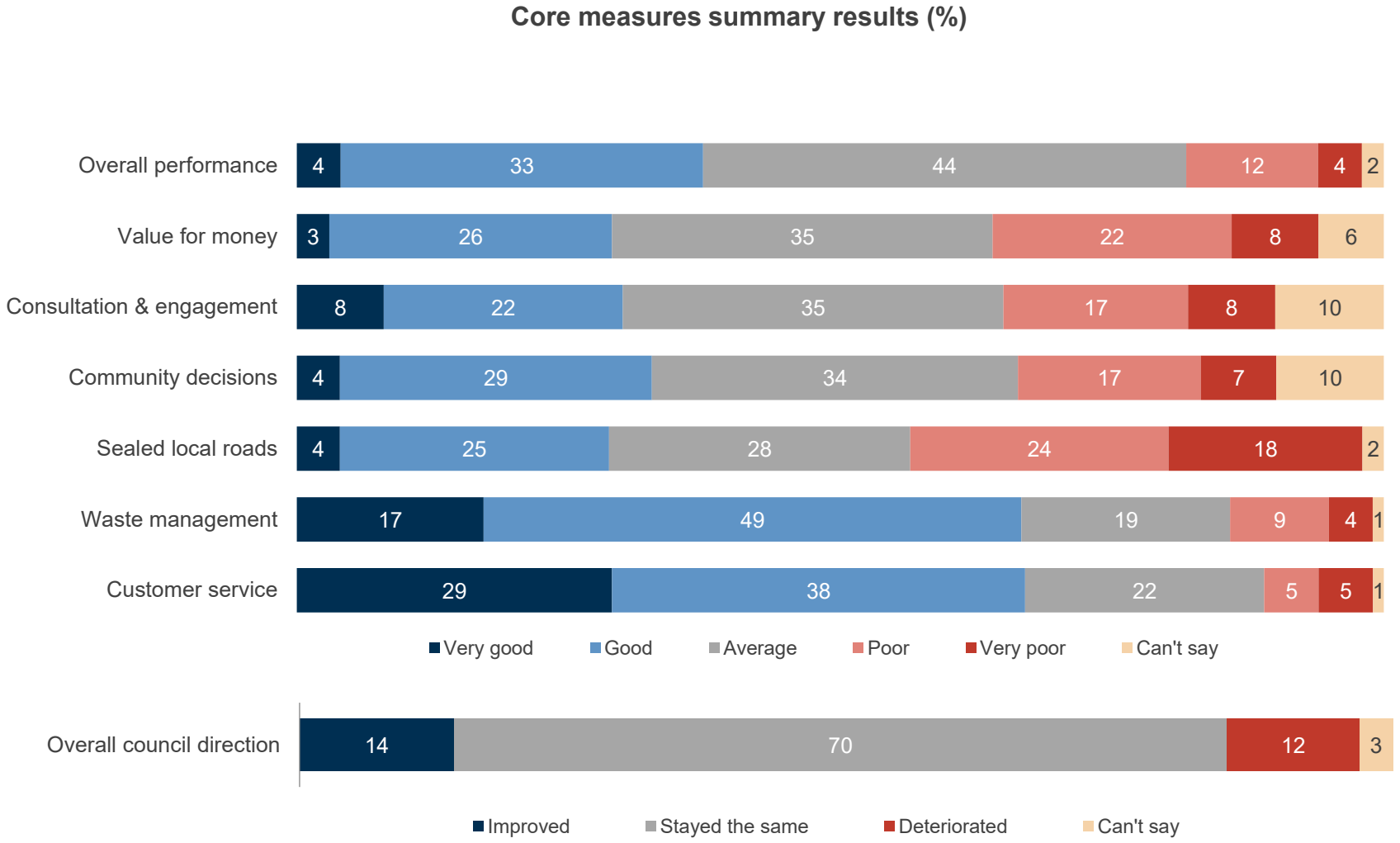
Bottom 3 performing areas	
Unsealed roads	▼ lower
Sealed local roads	▼ lower
Local streets & footpaths	▼ lower

Customer service	= on par

Summary of core measures



Summary of core measures



Summary of Benalla Rural City Council performance

Services		Benalla 2026	Benalla 2025	Small Rural 2026	Overall 2026	Highest score	Lowest score
	Overall performance	**56**	53	60	57	65+ years	Rural residents
	Value for money	**48**	45	52	49	Men	18-34 years, Woman
	Overall council direction	**51**	48	52	48	35-49 years, Rural residents	50-64 years
	Customer service	**70**	69	70	69	Urban residents	Rural residents
	Appearance of public areas	**71**	72	73	71	50-64 years, Urban residents	Rural residents
	Waste management	**67**	63	71	69	65+ years	18-34 years, Rural residents
	Parking facilities	**65**	63	64	55	18-34 years	35+ years, Rural residents, Men
	Emergency & disaster mngt	**64**	64	70	68	Urban residents	Rural residents
	Recreational facilities	**64**	61	69	71	65+ years	35-49 years
	COVID-19 response	**62**	61	62	59	Urban residents, 65+ years	35-49 years

Significantly higher / lower than Benalla Rural City Council 2026 result at the 95% confidence interval.
Please see Appendix A for explanation of significant differences.

Summary of Benalla Rural City Council performance

Services	Benalla 2026	Benalla 2025	Small Rural 2026	Overall 2026	Highest score	Lowest score
Family support services	**61**	58	64	63	35-49 years	18-34 years
Tourism development	**61**	56	65	64	18-34 years	Men
Environmental sustainability	**58**	55	60	60	35-49 years, Urban residents	Rural residents
Population growth	**54**	51	52	48	Men, Urban residents	Rural residents
Community decisions	**52**	47	56	52	Men	50-64 years, Rural residents
Lobbying	**51**	50	57	54	Men, Urban residents, 65+ years	Rural residents
Consultation & engagement	**51**	49	57	53	Men	Rural residents
Slashing & weed control	**49**	48	47	45	Men	Rural residents
Local streets & footpaths	**48**	45	56	54	Men, 18-34 years	50-64 years
Sealed local roads	**44**	45	48	46	Men	50-64 years
Unsealed roads	**39**	39	46	40	Urban residents, Men	Rural residents

Significantly higher / lower than Benalla Rural City Council 2026 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 56 has improved by a slight three points since 2025, representing continued recovery from its equal-lowest result in 10 years. Notably, the current evaluation sees significant improvement for Council in the service areas of waste management, tourism development and decisions made in the community's interest. In addition, significant gains made last year in Council's lowest performing services have been maintained or have improved slightly.

Key influences on perceptions of overall performance

Community decisions and lobbying have the strongest influence on perceptions of overall performance but remain among Council's lower rated service areas. This is despite significant improvement in perceptions of community decisions in the last 12 months. Continuing to improve transparency with residents in decision making and in advocating for their interests will be important over the coming 12 months to help strengthen perceptions of overall performance.

Comparison to Overall and area grouping

On 11 of the 17 service areas evaluated, Council performs significantly lower than the Small Rural group and is in line with this group for the remainder. Compared to the Overall average across participating councils State-wide (the Overall average), Council rates significantly higher on parking facilities, population growth and slashing and weed control, but significantly lower on five other service areas evaluated. For the remaining service areas, Council performs in line with the Overall average.

Focus on Rural residents and improving tangible service areas

Council should seek to lift perceptions in its lowest performing service areas – unsealed roads, sealed local roads and local streets and footpaths. While last year's significant gains have been maintained, further effort is needed to bring ratings back into line with previously high levels. This will be key for sealed local roads, given its strong influence on perceptions of overall performance. Rural residents also require attention as they rate Council the lowest on overall performance, customer service and on many individual service areas.

DETAILED FINDINGS

Overall performance

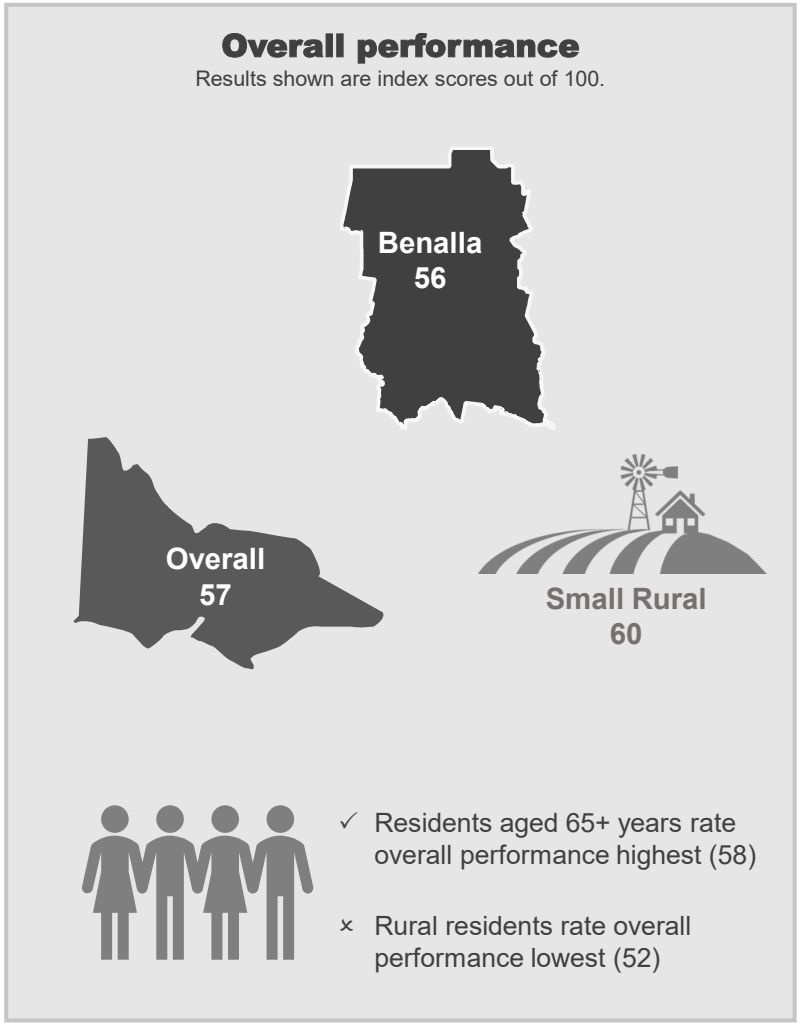
Overall performance

The overall performance index score of 56 for Benalla Rural City Council is a (not significant) three-point improvement on the 2025 result. Council continues to regain ground following its equal lowest performance rating in 10 years (across 2023 and 2024).

Benalla Rural City Council's overall performance is rated statistically similar (at the 95% confidence interval) to the Overall group average across participating councils State-wide, but significantly lower than those in the Small Rural group (index scores of 57 and 60 respectively).

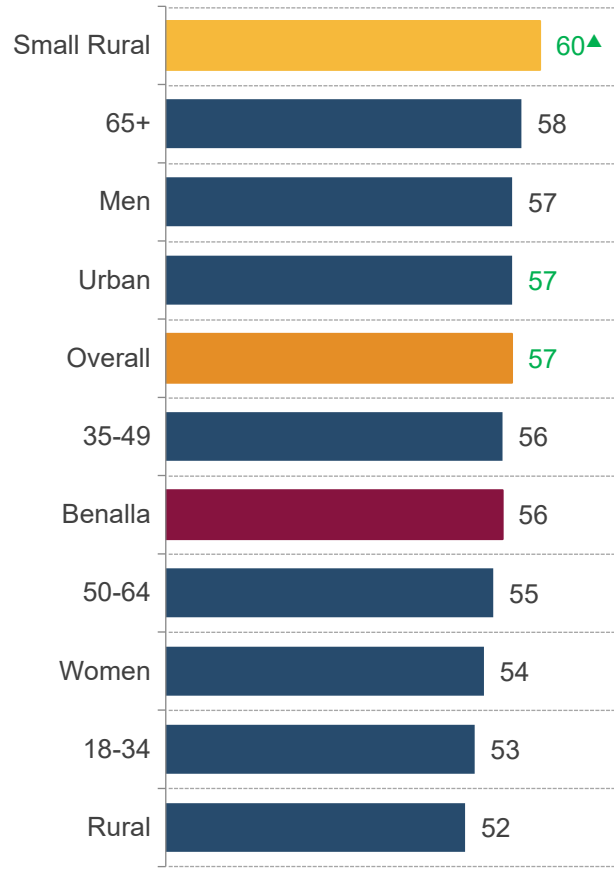
- Ratings of overall performance among Urban residents increased significantly in 2026 (index score of 57, up four points).
- Across all other demographic and geographic groups, ratings improved slightly, except among Rural residents and those aged 18 to 34 years, who provided the lowest ratings.

Almost three-in-ten residents (29%) rate the value for money they receive from Council in infrastructure and service as 'very good' or 'good'. An equivalent proportion (30%) rate Council as 'very poor' or 'poor'. A further 35% rate Council as 'average' for providing value for money.



Overall performance

2026 overall performance (index scores)

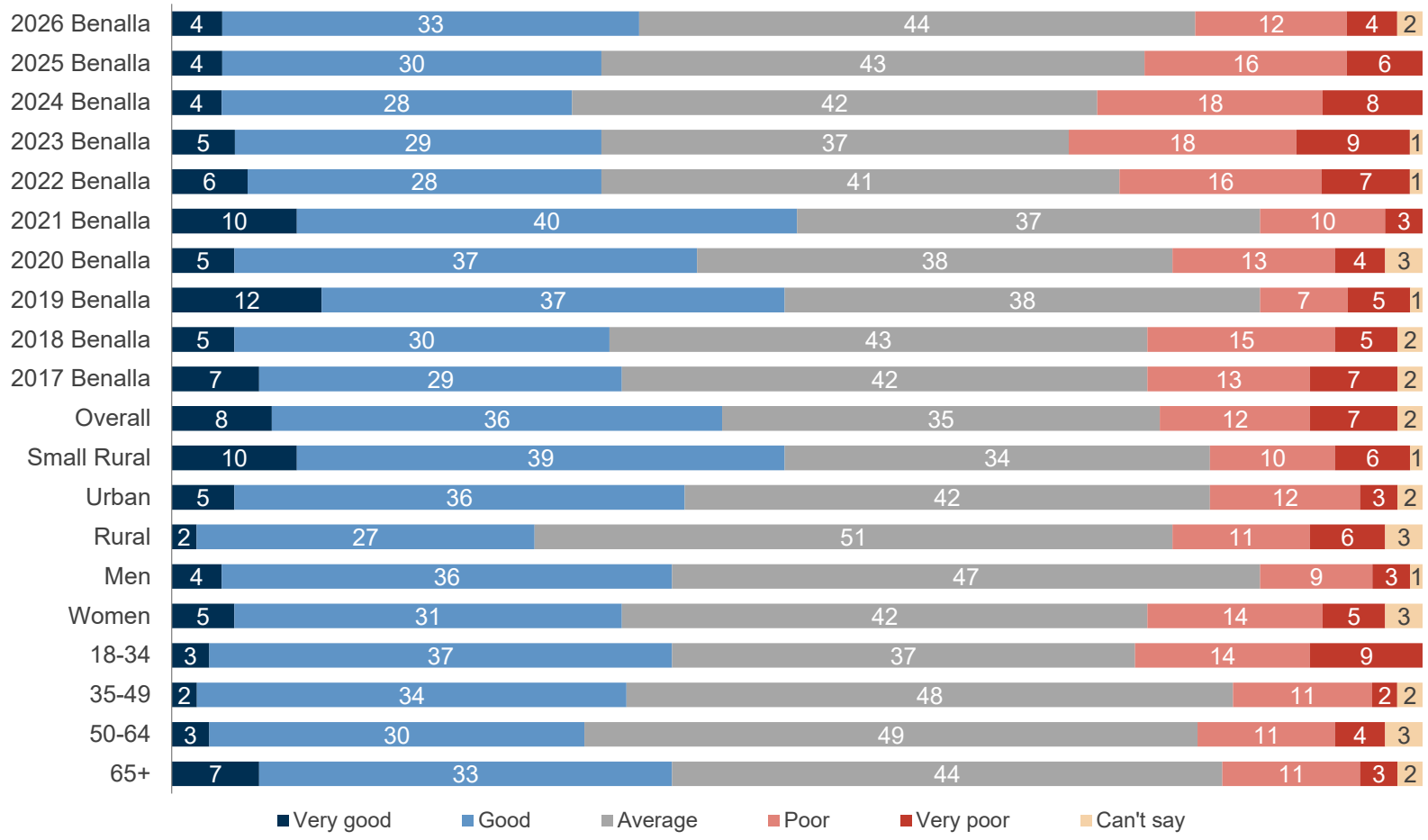


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	60▲	54	53	55	58	60	56	58	56	58
65+	58	54	51	52	53	60	61	61	54	55
Men	57	53	52	50	53	63	55	61	53	53
Urban	57	52	50	50	53	61	58	63	55	53
Overall	57	53	54	56	59	61	58	60	59	59
35-49	56	54	47	50	51	63	53	63	51	56
Benalla	56	53	50	50	53	61	57	61	54	54
50-64	55	48	45	49	51	59	53	61	51	51
Women	54	52	48	51	53	59	58	61	54	55
18-34	53	54	55	49	56	64	56	61	59	56
Rural	52	55	50	51	52	61	54	57	50	56

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: 23 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

Overall performance

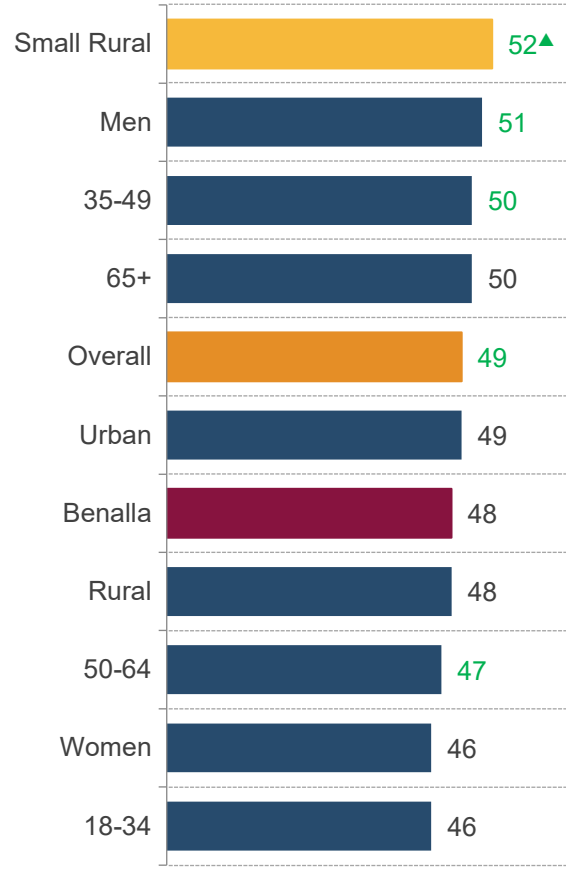
2026 overall performance (%)



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: 23 Councils asked group: 9

Value for money in services and infrastructure

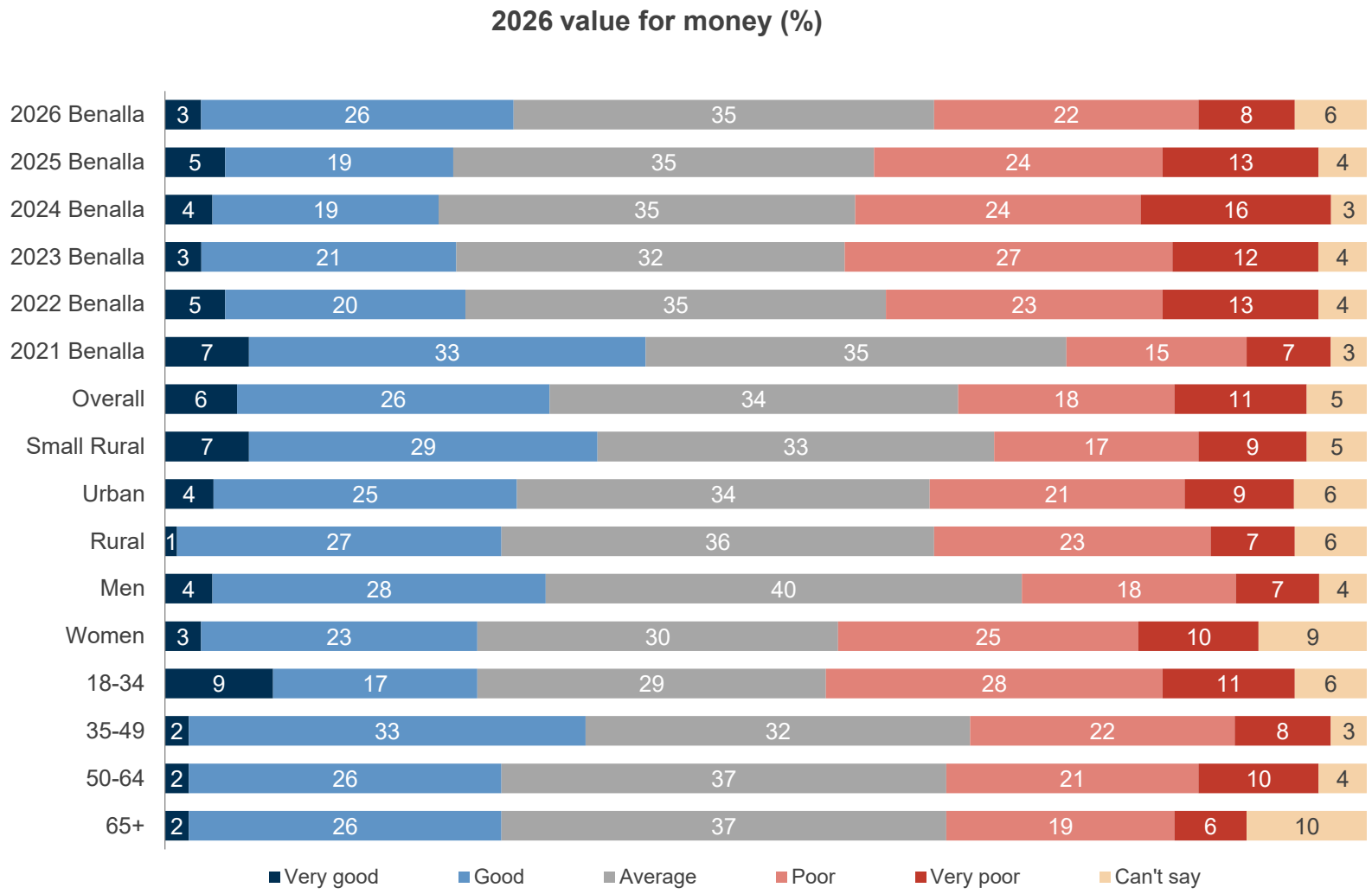
2026 value for money (index scores)



	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	47	47	49	51	52	n/a	n/a	n/a	n/a
Men	45	41	42	43	56	n/a	n/a	n/a	n/a
35-49	40	36	37	40	54	n/a	n/a	n/a	n/a
65+	47	48	46	47	56	n/a	n/a	n/a	n/a
Overall	47	48	49	53	54	n/a	n/a	n/a	n/a
Urban	45	43	44	45	54	n/a	n/a	n/a	n/a
Benalla	45	43	44	45	55	n/a	n/a	n/a	n/a
Rural	46	42	43	44	57	n/a	n/a	n/a	n/a
50-64	38	35	39	43	49	n/a	n/a	n/a	n/a
Women	45	44	45	46	53	n/a	n/a	n/a	n/a
18-34	51	42	47	46	56	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: 21 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.

Value for money in services and infrastructure



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: 21 Councils asked group: 8

Top performing service areas

Council's strongest performing service area continues to be the appearance of public areas (index score of 71). Council's performance in this area is similar to last year's result (index score of 72) and has stabilised following incremental gains from 2023 to 2025.

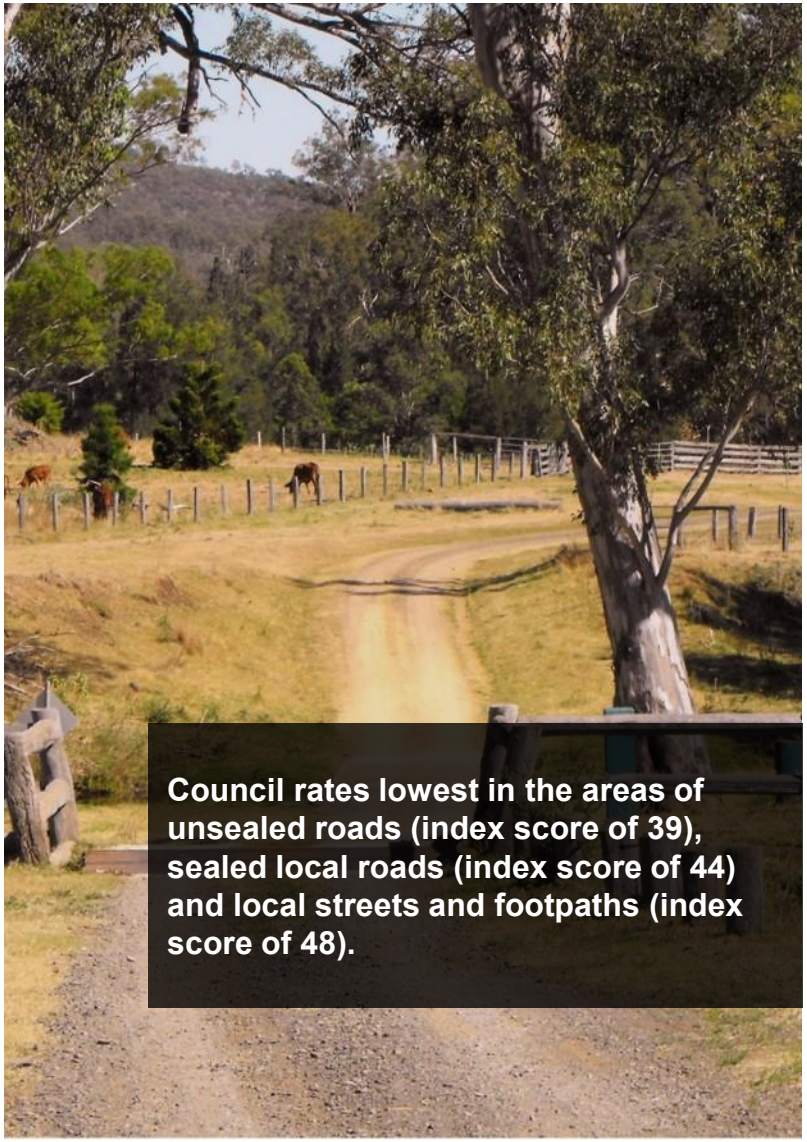
- Council performs in line with the Small Rural group and the Overall average (index scores of 73 and 71 respectively) on the appearance of public areas.
- Ratings of the appearance of public areas decreased significantly among Rural residents (index score of 67, down six points to the lowest rating in nearly a decade).

Waste management is Council's next best performing service area, with ratings increasing significantly in the last 12 months (index score of 67, up four points). However, Council performs significantly lower than the Small Rural group average in this area (71).

- Ratings of waste management increased significantly for Urban residents (index score of 68, up six points).

Council's next best performing service areas are parking facilities (index score of 65), emergency and disaster management, and recreational facilities (index score of 64 for both). Council's performance rating on each of these service areas remains relatively consistent with last year, with very few significant shifts occurring among demographic and geographic cohorts.

Low performing service areas



Council continues to rate lowest in the service areas of maintenance of unsealed roads (index score of 39, unchanged), sealed local roads (44, down one point) and local streets and footpaths (48, up three points). Ratings in all these areas appear to have stabilised after two consecutive years of significant change.

Council rates in line with the Overall average, but significantly lower than the Small Rural group average for unsealed roads and sealed local roads.

- Among Rural residents, ratings declined significantly for sealed local roads (39, down eight points) and are significantly lower than average for unsealed roads (index score of 31, compared to the Council average of 39). Improving the condition of roads in Rural areas should be a priority over the next 12 months.
- One in five residents (21%) volunteer sealed road maintenance as most in need of improvement.

On local streets and footpaths, Council rates significantly lower than the Small Rural group and the Overall averages.

- Ratings have improved significantly for two consecutive years among residents aged 65 years and over (by 13 points since 2024).

Individual service area performance

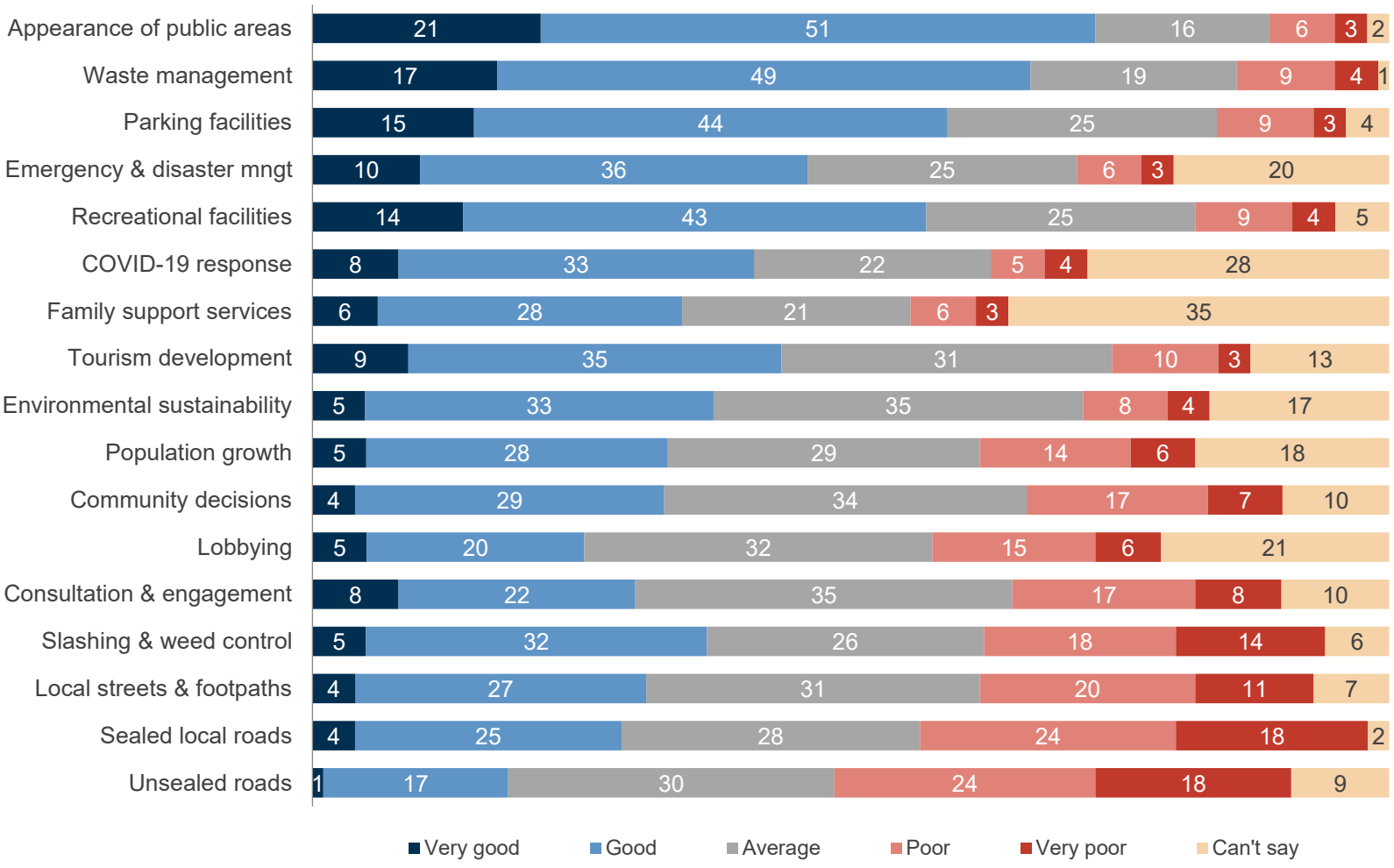
2026 individual service area performance (index scores)

	2025	2024	2023	2022	2021	2020	2019	2018	2017
Appearance of public areas	72	71	70	69	75	n/a	76	n/a	73
Waste management	63	63	62	64	66	n/a	68	n/a	62
Parking facilities	63	61	62	66	69	n/a	69	n/a	70
Emergency & disaster mngt	64	64	68	66	70	n/a	74	n/a	71
Recreational facilities	61	63	63	65	70	n/a	67	n/a	65
COVID-19 response	61	62	64	65	70	n/a	n/a	n/a	n/a
Family support services	58	59	57	62	64	n/a	70	n/a	67
Tourism development	56	55	52	56	60	n/a	65	n/a	58
Environmental sustainability	55	55	55	55	62	n/a	58	n/a	59
Population growth	51	49	48	48	56	n/a	57	n/a	n/a
Community decisions	47	45	43	48	57	54	56	51	51
Lobbying	50	47	46	48	53	55	56	54	55
Consultation & engagement	49	42	42	47	52	55	56	53	53
Slashing & weed control	48	47	46	45	51	n/a	57	n/a	48
Local streets & footpaths	45	39	43	42	50	n/a	53	n/a	48
Sealed local roads	45	37	42	45	53	49	54	43	49
Unsealed roads	39	33	38	36	48	n/a	47	n/a	40

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked: 23 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

Individual service area performance

2026 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked: 23 Councils asked group: 9

Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance.

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

- Lobbying on behalf of the community
- The condition of sealed local roads
- Community consultation and engagement
- Parking facilities
- Waste management
- Roadside slashing and weed control
- Maintenance of local unsealed roads.

Looking at these key service areas only, Council's highest performance ratings are on waste management and parking facilities (index scores of 67 and 65 respectively), which are moderate influences on the overall performance rating.

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

Council performs less well on lobbying, which is a relatively strong influence on the overall performance rating, and on the more moderate influence of community consultation and engagement (index scores of 51 for each).

Ensuring residents feel heard and that their Council is working to advocate for community interests can also help to shore up positive overall ratings of Council performance.

However, most in need of attention are Council's unsealed roads, sealed roads and roadside slashing and weed control, which have a moderate influence on overall community opinion but attract among Council's poorest performance ratings (index scores of 39, 44 and 49 respectively).

It will be important to attend to the maintenance of local roads and roadside areas to help improve perceptions of Council's overall performance.

Regression analysis explained

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

In the charts that follow:

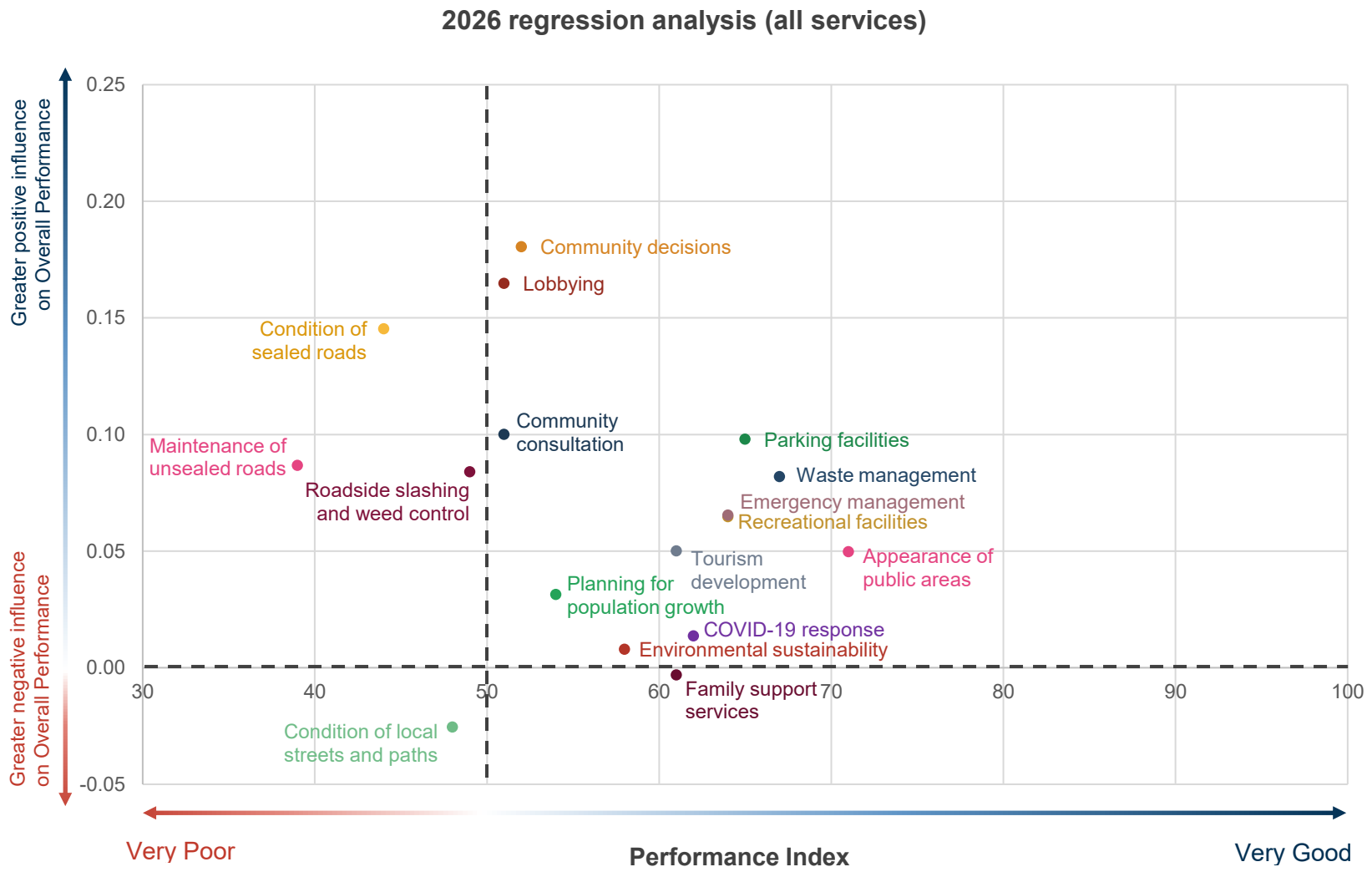
- The horizontal axis represents Council's performance index score for each individual service. Service areas appearing on the right side of the chart have a higher index score than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. 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 those 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 weaker influence on overall performance (i.e. a low Standardised Beta Coefficient) have been excluded from the analysis.

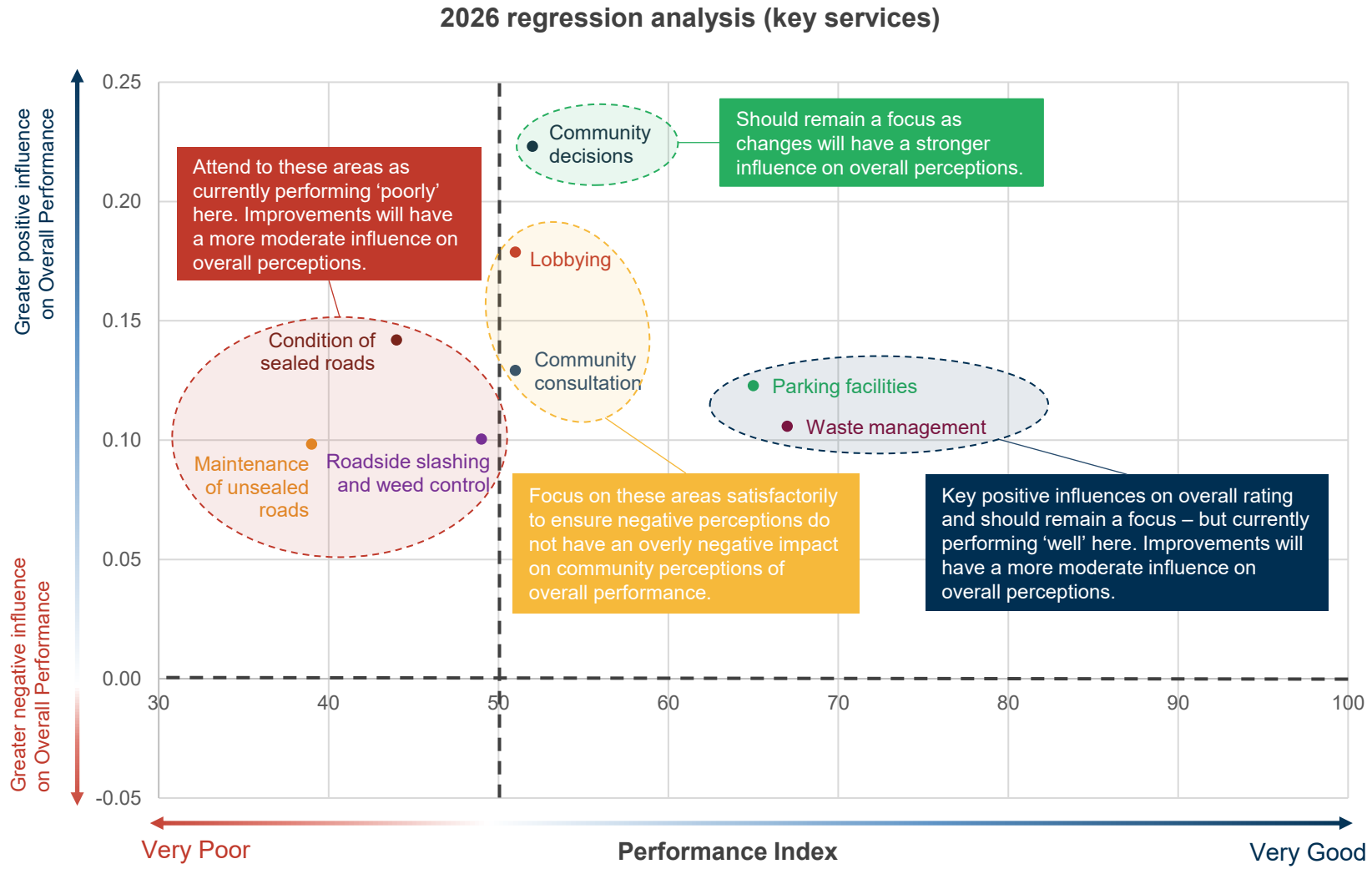
Key insights from this analysis are derived from the second chart.

Influence on overall performance: all services



The multiple regression analysis model above (all service areas) has an R^2 value of 0.576 and adjusted R^2 value of 0.558, which means that 56% 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 = 30.58. 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 services



The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.558 and adjusted R^2 value of 0.549, which means that 55% 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 = 61.66.

Areas for improvement

2026 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: 14 Councils asked group: 6
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

More than half of Council residents had contact with Council in the last 12 months (56%, down a significant eight percentage points). Contact with Council is at its lowest level in close to a decade.

Residents aged 18 to 34 years have the highest rate of contact with Council (71%, significantly higher than the Council average of 56%), whereas men have the lowest (51%). Contact decreased significantly over the last 12 months among Rural residents (58%, down 13 percentage points) and those aged 35 to 49 years (52%, down 20 percentage points).

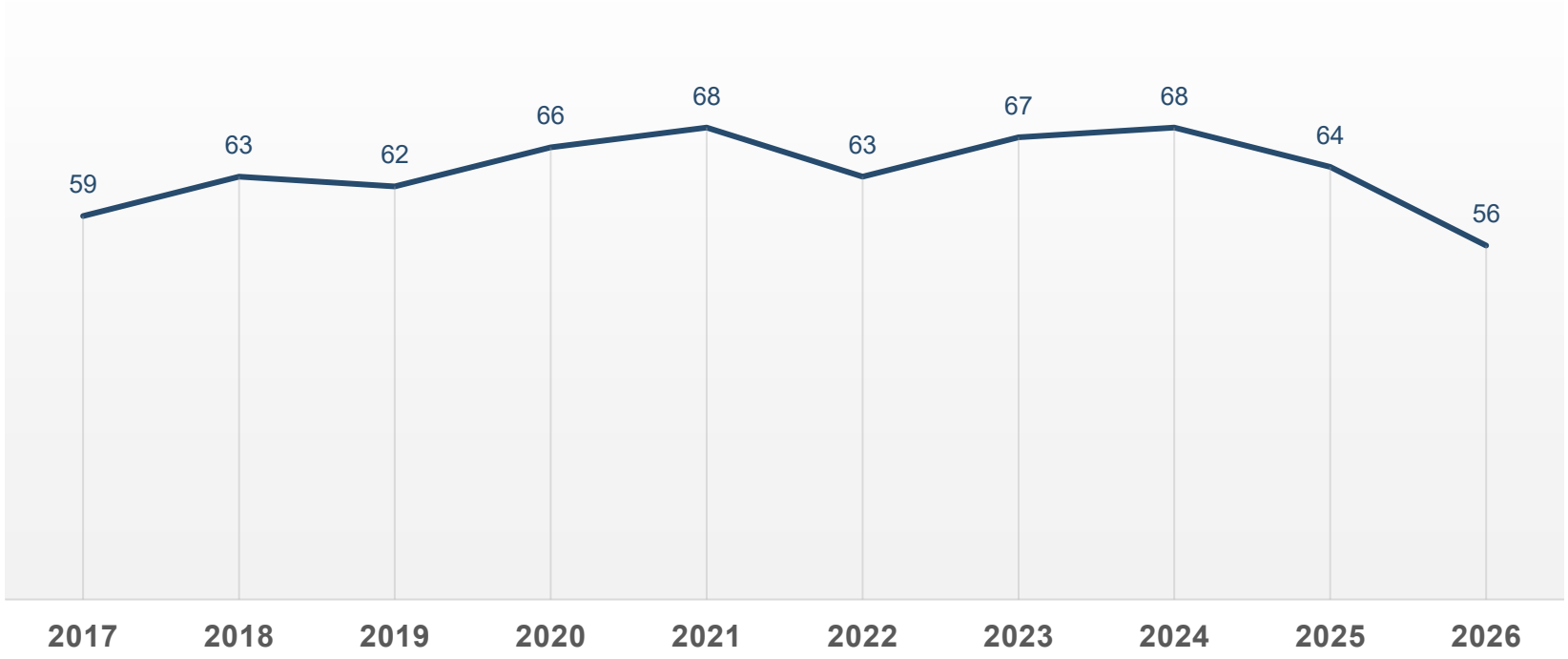
Customer service

Council’s customer service index of 70 is relatively stable compared with the 2025 result (up one point). Customer service is rated in line with the Small Rural group and Overall averages (index scores of 70 and 69 respectively).

- Ratings of customer service are the highest among Urban residents (index score of 75) but are the lowest and significantly below the Council average among Rural residents (59). There are no other significant differences in perceptions of customer service among demographic groups compared to the Council average.
- Impressions of customer service are equal second-highest among women and residents aged 35 to 49 years (index score of 74 for both). These are strong results, particularly for women, given 61% of them had contact with Council over the past 12 months.
- Ratings of customer service are lowest among men (index score of 66).

Contact with council

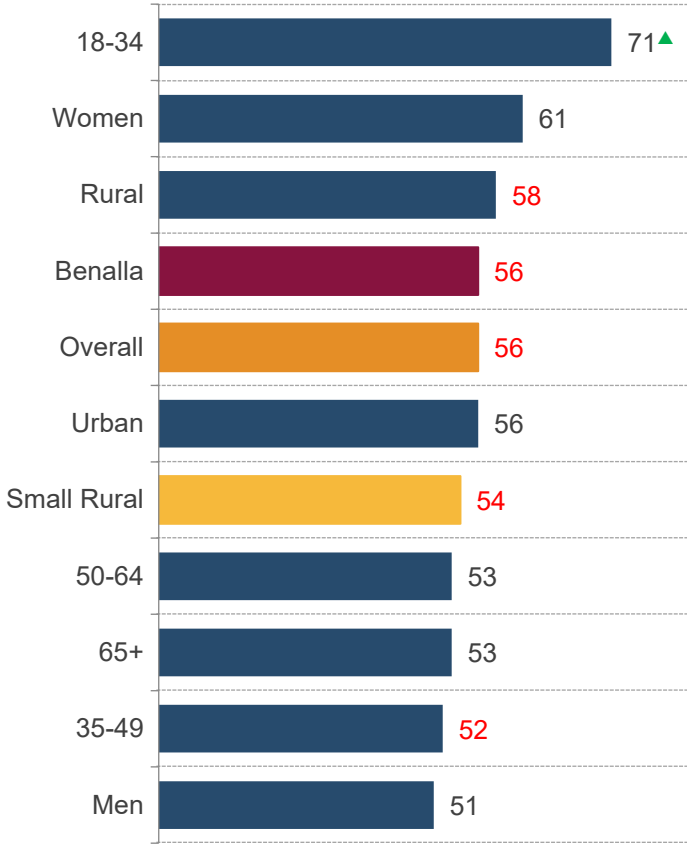
2026 contact with council (%)
Have had contact



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 X (formerly knows as Twitter)?
Base: All respondents. Councils asked: 14 Councils asked group: 7

Contact with council

2026 contact with council (%)

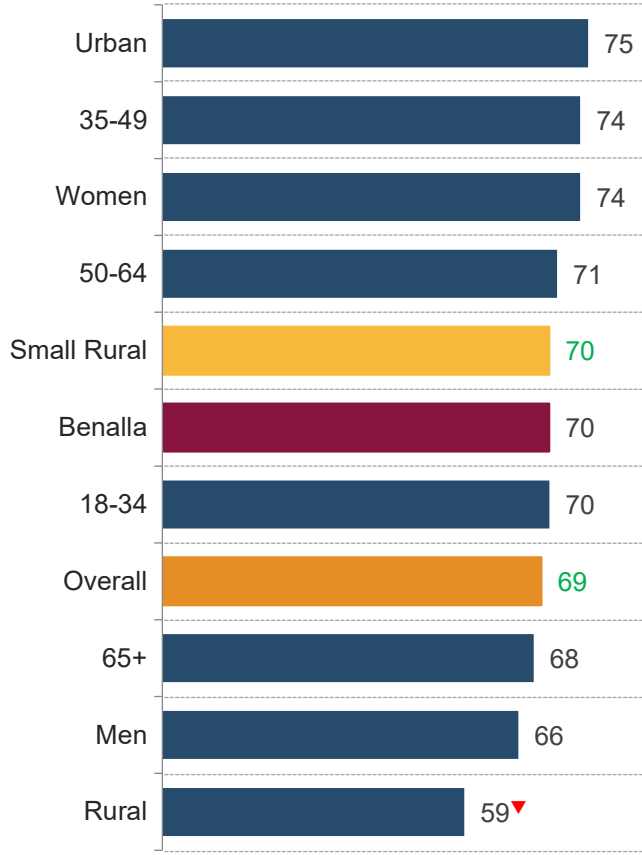


	2025	2024	2023	2022	2021	2020	2019	2018	2017
18-34	71▲	58	61	70	60	63	80	60	53	61
Women	61	69	68	68	67	70	66	63	66	63
Rural	58	71	70	73	64	73	67	61	68	61
Benalla	56	64	68	67	63	68	66	62	63	59
Overall	56	61	62	62	60	61	63	61	61	58
Urban	56	61	67	64	62	66	66	63	61	59
Small Rural	54	63	65	66	63	63	66	63	64	62
50-64	53	68	81	71	66	80	62	70	65	64
65+	53	61	62	58	58	58	59	60	61	53
35-49	52	72	76	80	75	85	72	60	74	61
Men	51	58	67	65	58	66	66	62	59	55

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 X (formerly knows as Twitter)?
Base: All respondents. Councils asked: 14 Councils asked group: 7
Note: Please see Appendix A for explanation of significant differences.

Customer service rating

2026 customer service rating (index scores)

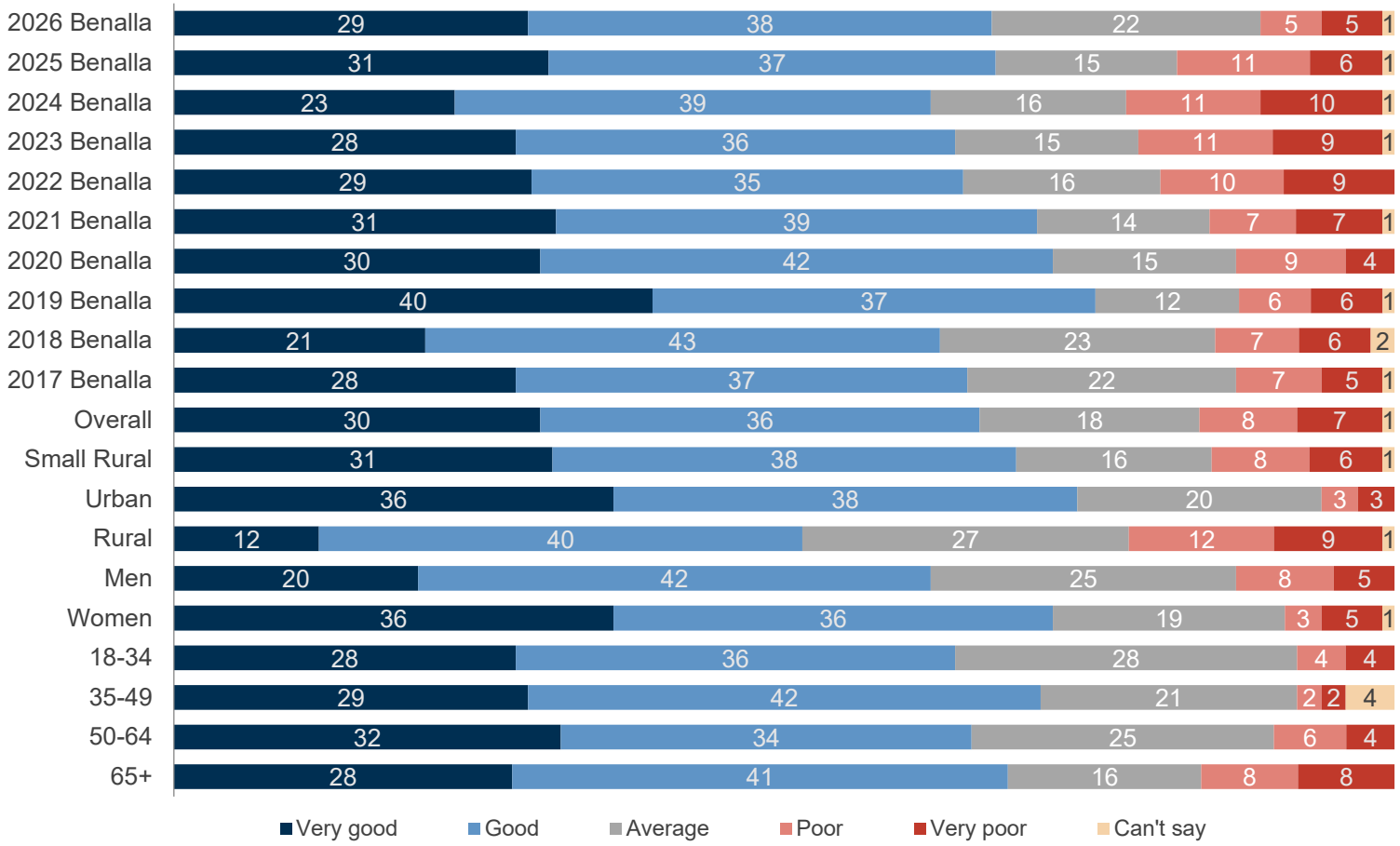


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Urban	71	68	69	68	69	72	76	66	68
35-49	65	64	59	59	70	69	78	66	65
Women	75	66	69	70	71	70	76	70	72
50-64	73	63	71	67	72	68	76	66	70
Small Rural	65	66	65	67	69	70	70	69	69
Benalla	69	64	66	66	70	71	75	66	70
18-34	71	68	70	67	63	69	75	65	73
Overall	66	67	67	68	70	70	71	70	69
65+	69	63	66	70	74	75	72	68	71
Men	63	62	63	62	70	72	74	62	67
Rural	66	56	60	62	74	67	71	66	73

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: 22 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

Customer service rating

2026 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: 22 Councils asked group: 9

Communication

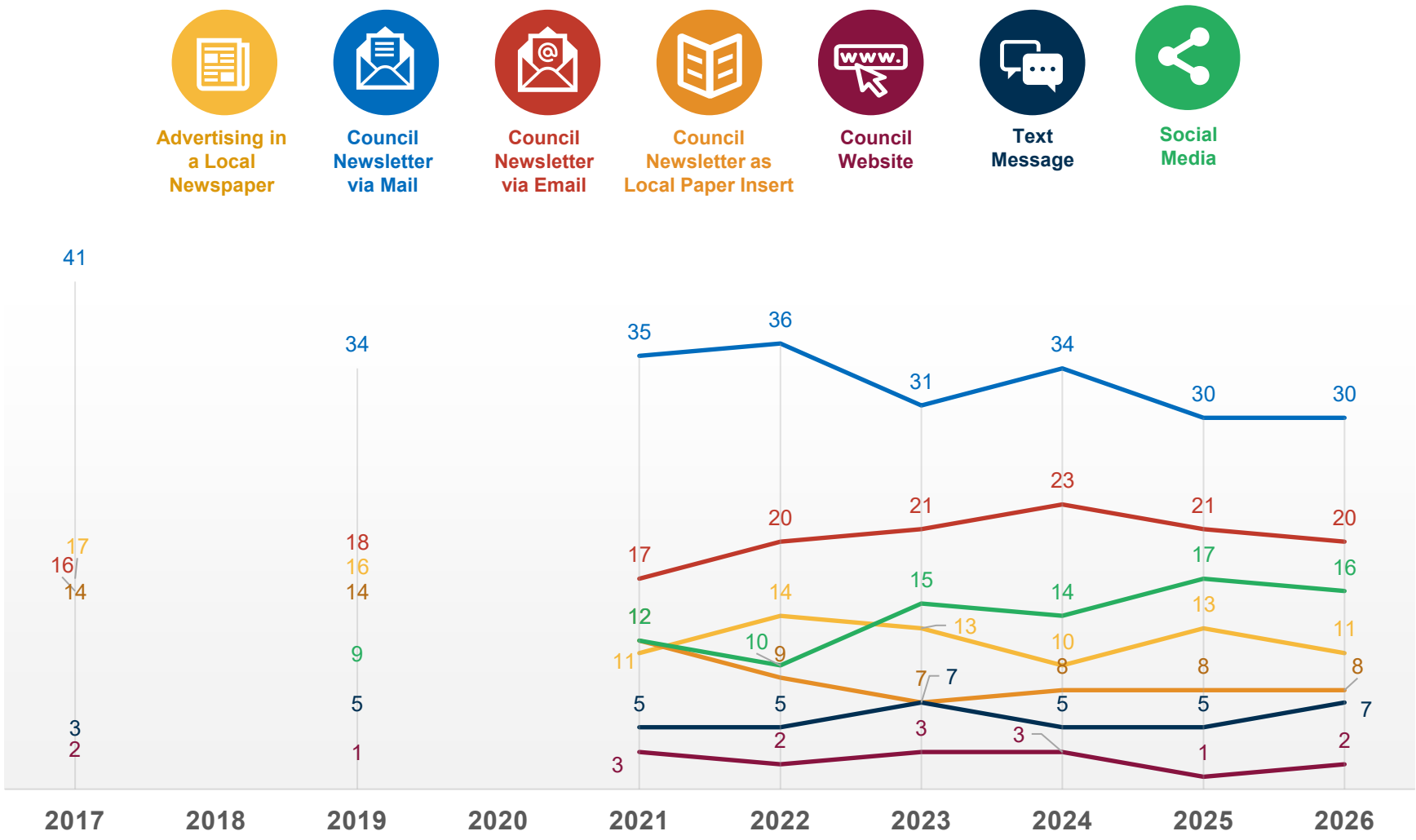
Communication

The preferred form of communication from Council about news and information and upcoming events continues to be a newsletter sent via mail (30%) or email (20%). This has been relatively consistent for several years.

- A newsletter sent via mail has regained its position as the preferred form of communication among residents under 50 years of age (36%, up nine percentage points). By contrast, desire for an emailed newsletter (16%) has declined since 2024 (by 10 percentage points). Preference for social media updates have lost ground in the last 12 months among this age group (21%, down 10 percentage points), while appetite for text messages increased (12%, up seven percentage points).
- While still the preferred form of communication among residents aged 50 years and over, demand for a newsletter sent via mail (27%) has steadily reduced over time (by 11 percentage points since 2023). A newsletter sent via email (23%) and advertising in a local newspaper (14%) follow as the next preferred forms of communication. This age group's preference for social media updates continues to rise (13%, up six percentage points since 2024).

Best form of communication

2026 best form of communication (%)



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: 11 Councils asked group: 6
Note: 'Social Media' was included in 2019.

Best form of communication: under 50s

2026 under 50s best form of communication (%)

Advertising in a Local Newspaper

Council Newsletter via Mail

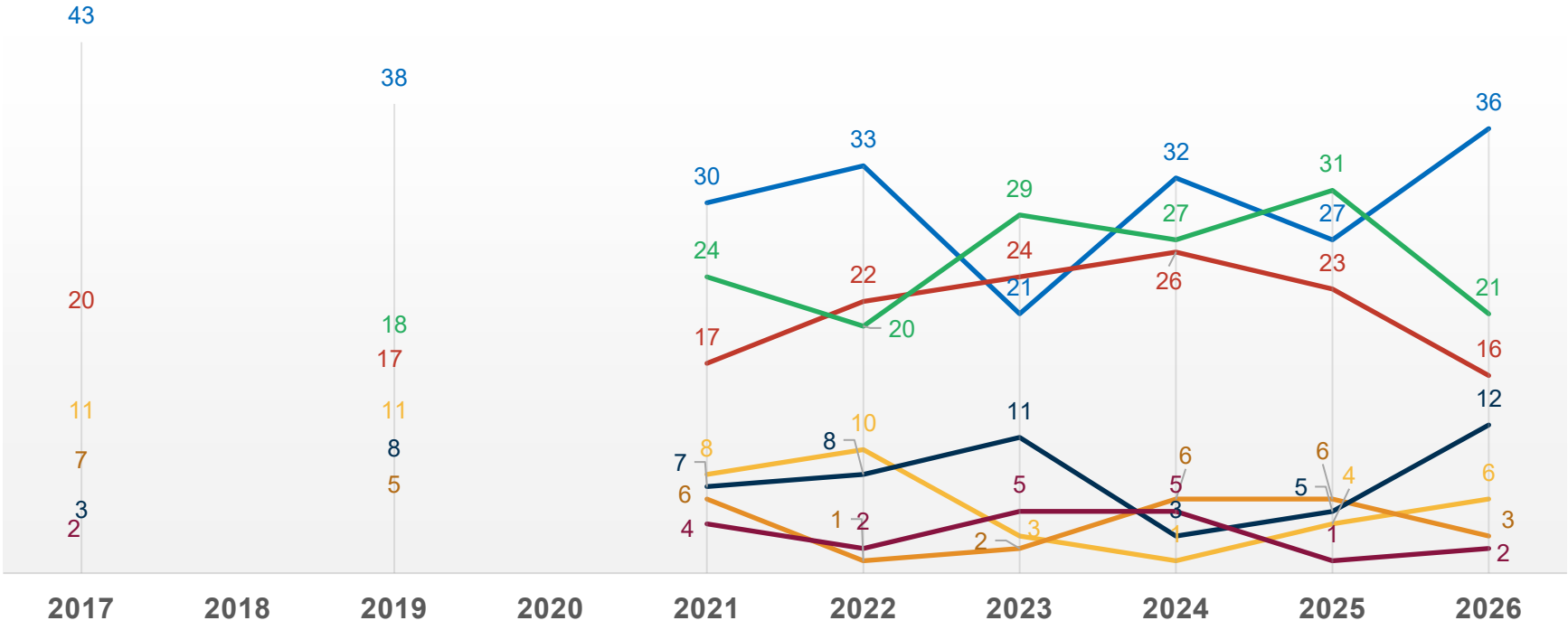
Council Newsletter via Email

Council Newsletter as Local Paper Insert

Council Website

Text Message

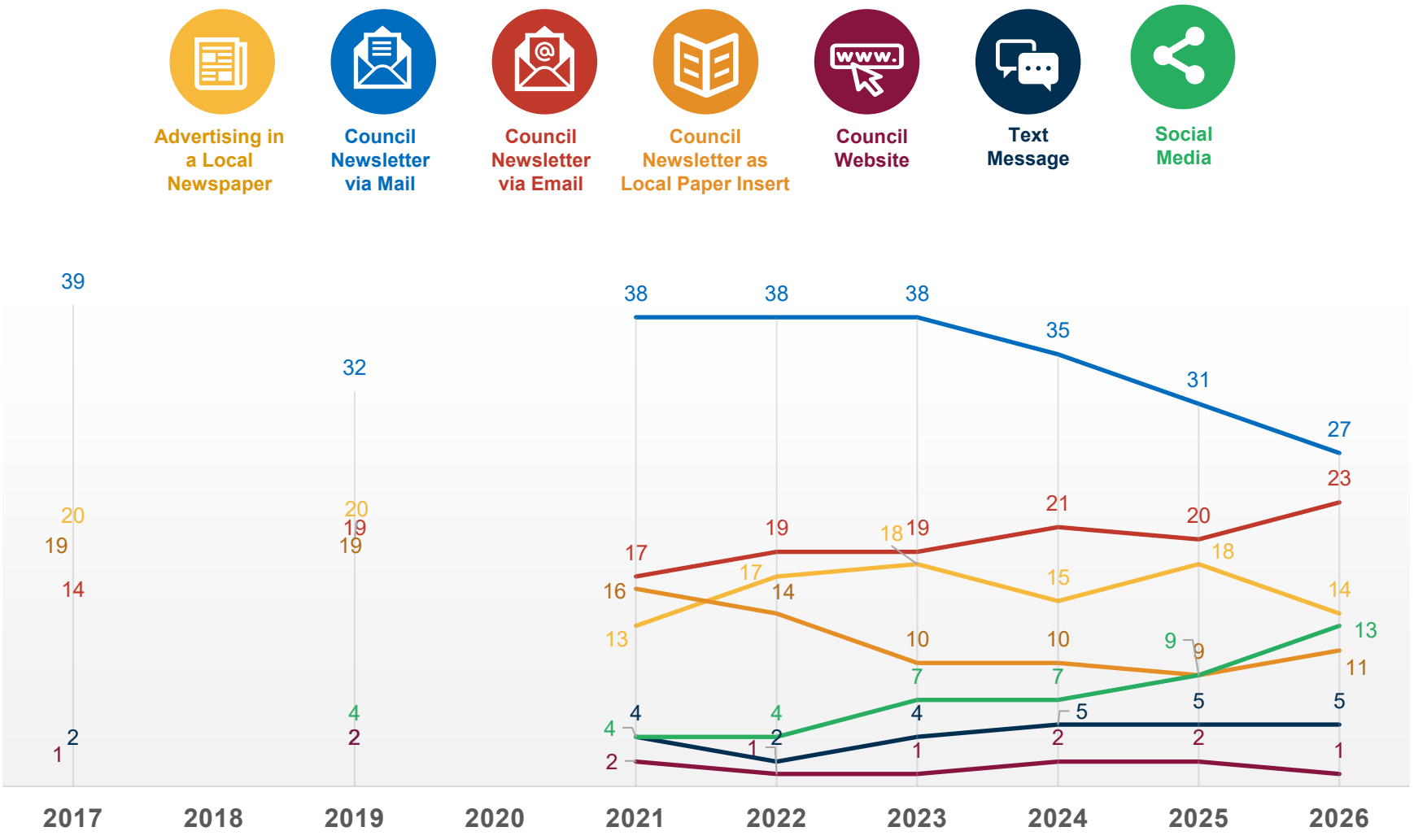
Social Media



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: 11 Councils asked group: 6
Note: 'Social Media' was included in 2019.

Best form of communication: 50+ years

2026 50+ years best form of communication (%)



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: 11 Councils asked group: 6
Note: 'Social Media' was included in 2019.

Council direction

Council direction

Over the last 12 months, 70% believe the direction of Council's overall performance has stayed the same.

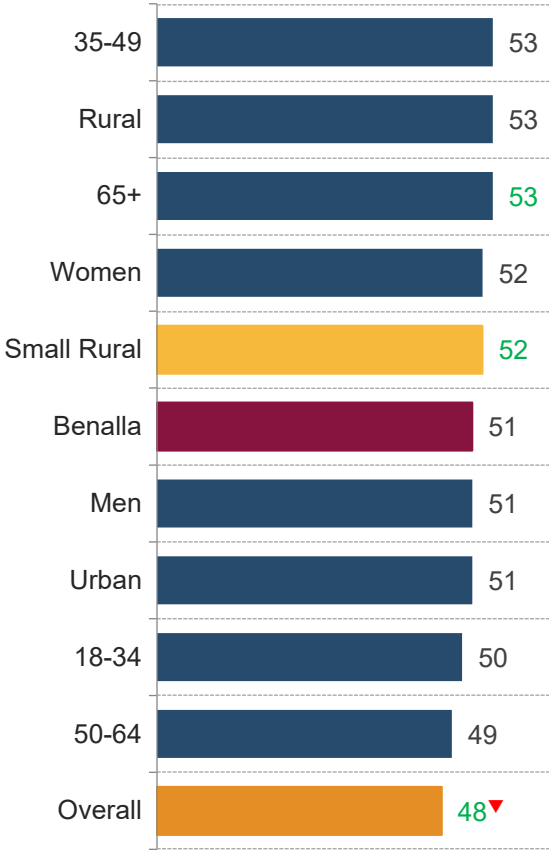
- 14% (unchanged from 2025) believe the direction has improved in the last 12 months.
- Slightly fewer (12%) believe the direction of Council's overall performance has deteriorated, down six percentage points on 2025.

The rating of the direction of Benalla Rural City Council's overall performance (51) increased by a (not significant) three index points, continuing the positive trend of incremental improvement seen since 2023.

- Council rates significantly higher than the Overall average and in line with the Small Rural group average for council direction (index scores of 48 and 52 respectively).
- Perceptions of Council's overall direction improved significantly among residents aged 65 years and over (index score of 53, up seven points). This cohort now rates Council's overall direction the highest, alongside Rural residents and those aged 35 to 49 years (index score of 53 for both).
- The lowest ratings of Council's overall direction are among residents aged 50 to 64 years (index score of 49) and 18 to 34 years (50).

Overall council direction last 12 months

2026 overall council direction (index scores)

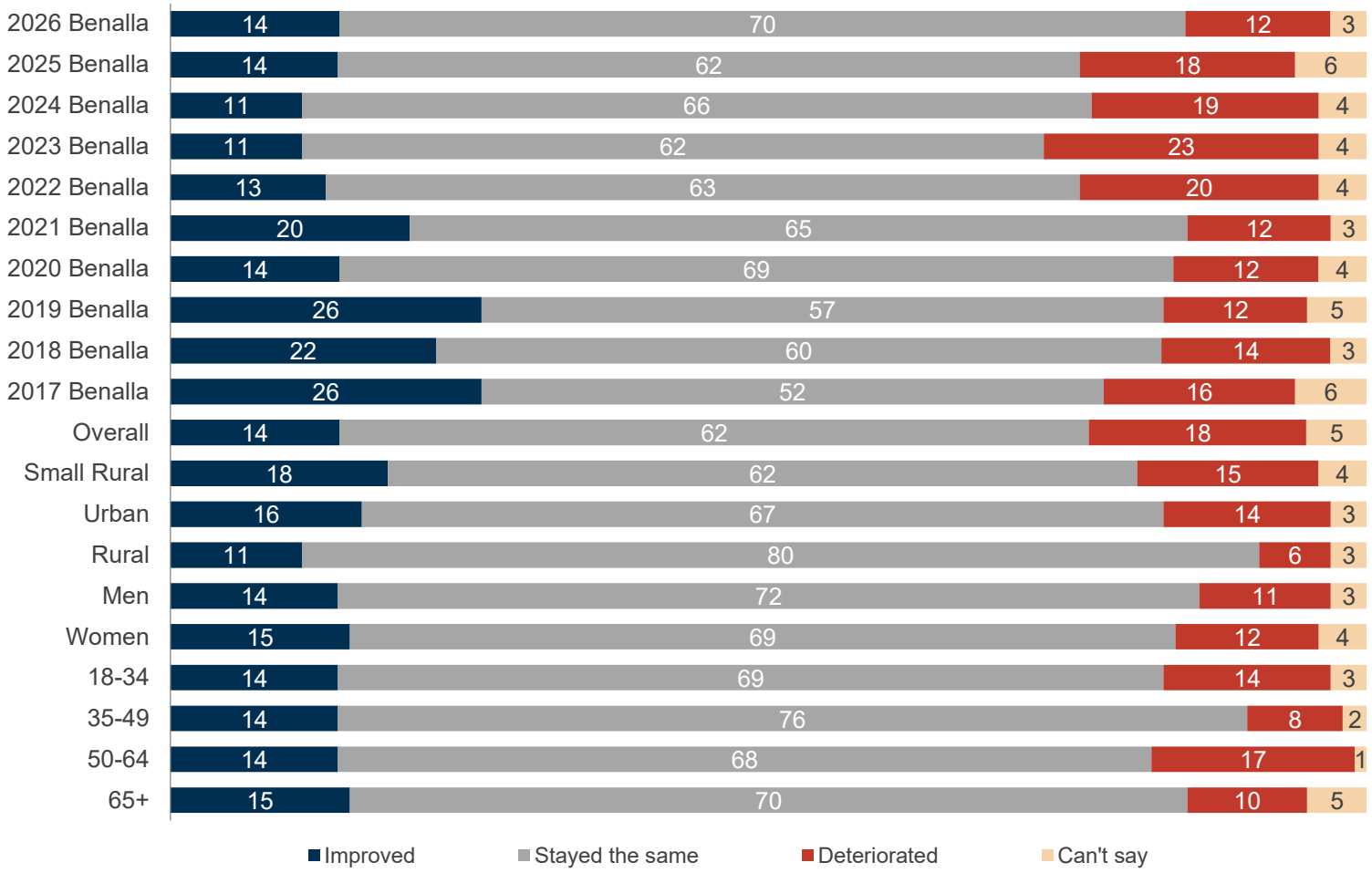


	2025	2024	2023	2022	2021	2020	2019	2018	2017
35-49	49	43	43	48	53	47	59	49	51
Rural	50	46	44	47	54	47	57	51	57
65+	46	47	44	47	54	54	59	57	58
Women	49	45	45	44	53	51	55	51	54
Small Rural	46	44	47	51	53	50	53	50	52
Benalla	48	46	44	46	54	51	58	54	55
Men	47	46	43	48	56	51	61	57	57
Urban	47	45	44	46	54	53	58	55	54
18-34	53	45	44	47	56	51	59	53	55
50-64	45	44	45	41	53	49	54	55	55
Overall	46	45	46	50	53	51	53	52	53

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: 22 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

Overall council direction last 12 months

2026 overall council direction (%)

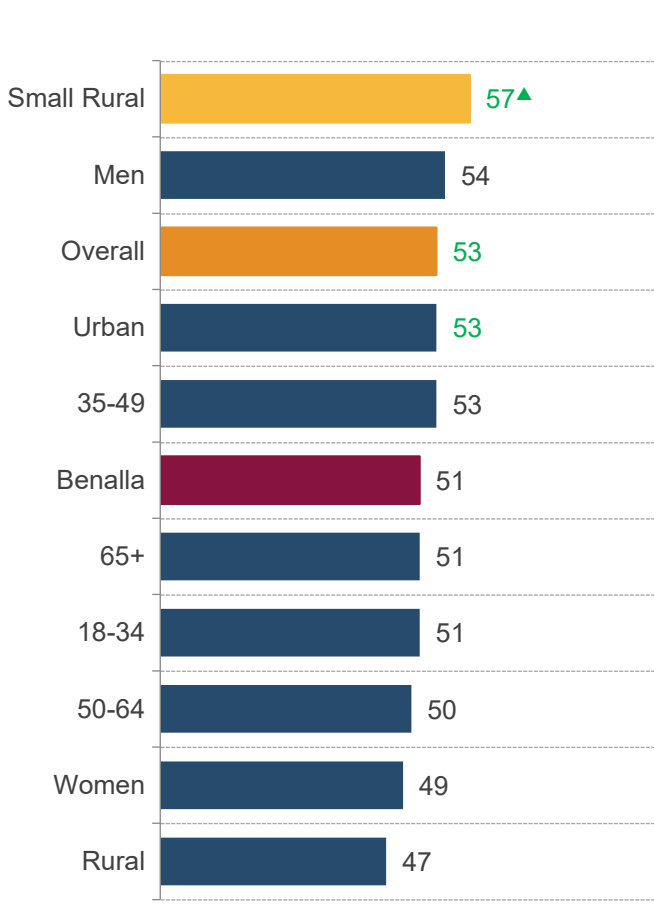


Q6. Over the last 12 months, what is your view of the direction of Benalla Rural City Council's overall performance?
Base: All respondents. Councils asked: 22 Councils asked group: 9

Individual service areas

Community consultation and engagement performance

2026 consultation and engagement performance (index scores)

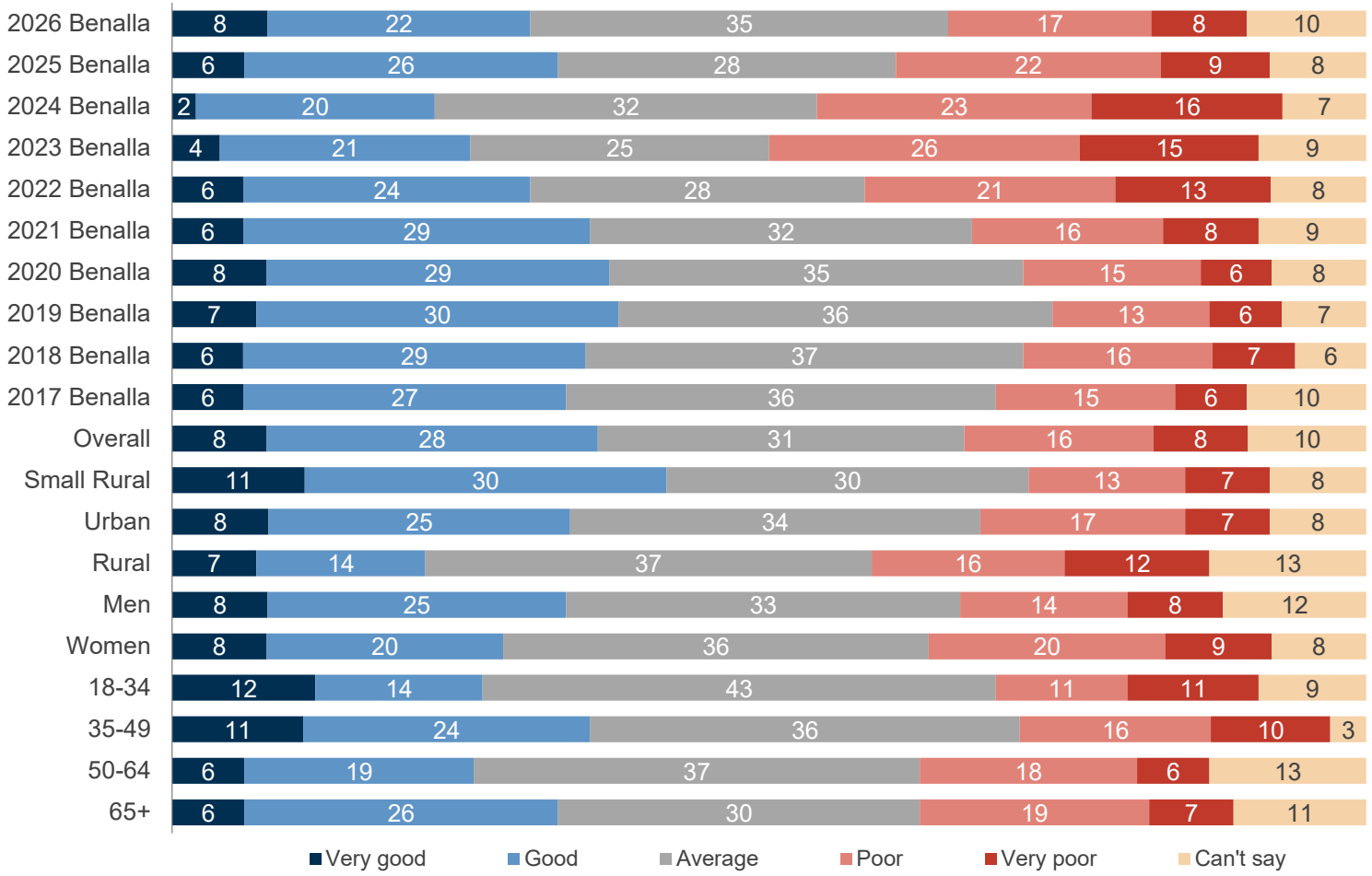


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	51	51	53	54	56	54	56	54	55
Men	49	43	43	45	54	55	54	54	54
Overall	50	51	52	54	56	55	56	55	55
Urban	47	42	43	47	52	55	55	54	53
35-49	57	40	40	45	57	55	53	55	54
Benalla	49	42	42	47	52	55	56	53	53
65+	47	43	43	46	50	56	55	51	56
18-34	51	45	45	54	54	55	57	61	52
50-64	44	38	42	45	50	52	56	48	51
Women	50	41	42	49	50	55	57	52	53
Rural	54	41	42	48	54	54	56	49	55

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked: 23 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

Community consultation and engagement performance

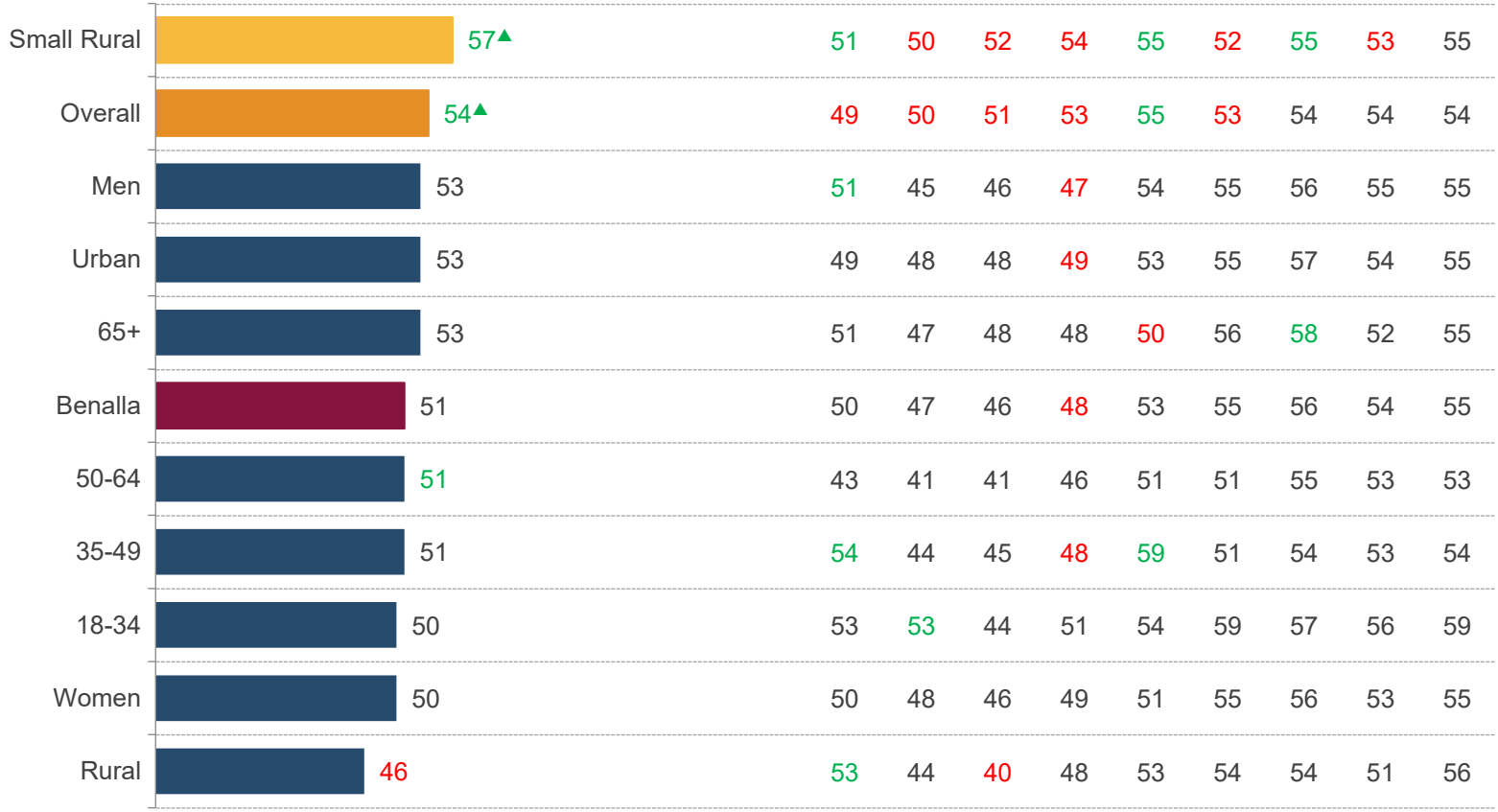
2026 consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked: 23 Councils asked group: 9

Lobbying on behalf of the community performance

2026 lobbying performance (index scores)

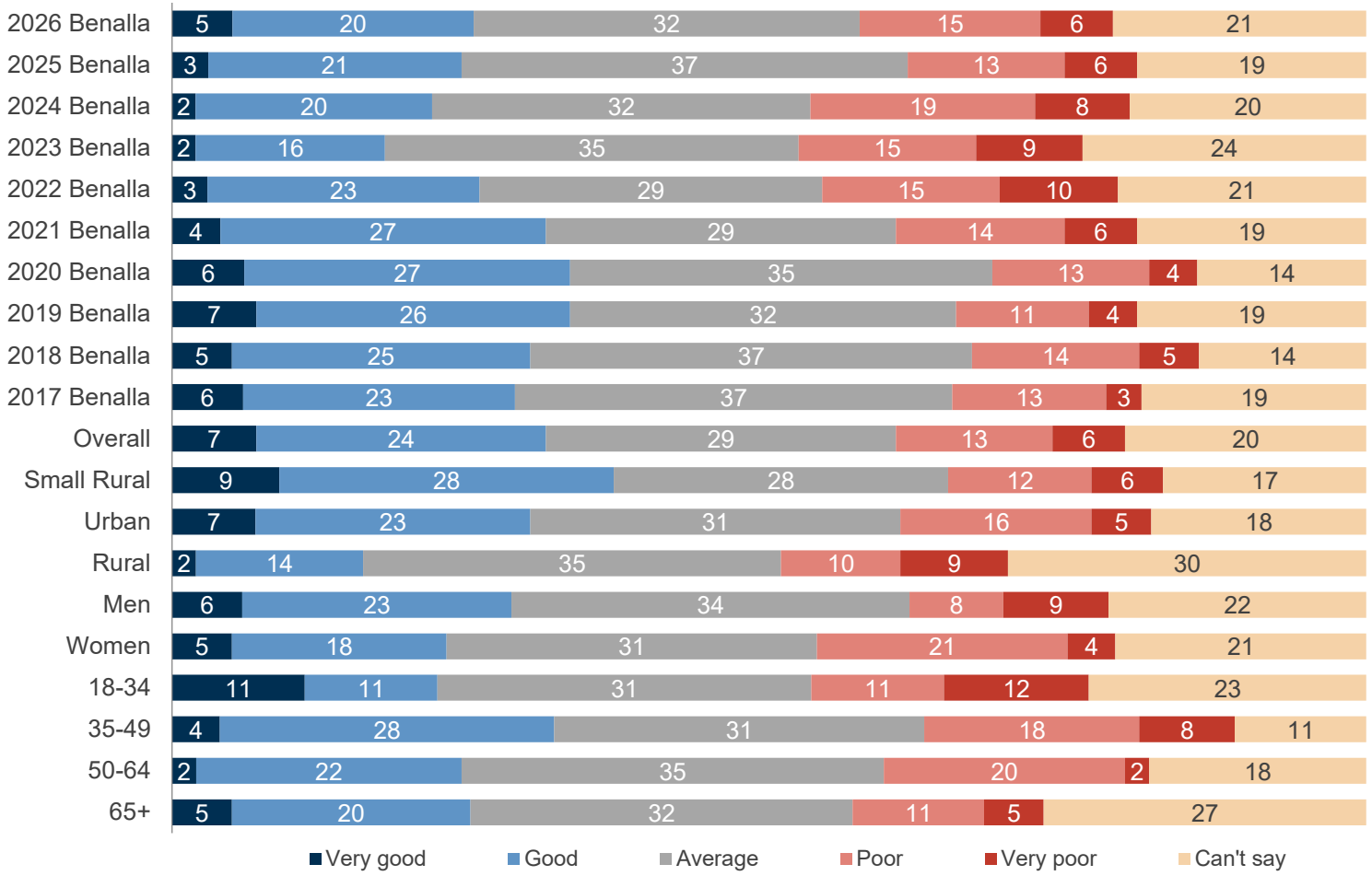


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	51	50	52	54	55	52	55	53	55
Overall	49	50	51	53	55	53	54	54	54
Men	51	45	46	47	54	55	56	55	55
Urban	49	48	48	49	53	55	57	54	55
65+	51	47	48	48	50	56	58	52	55
Benalla	50	47	46	48	53	55	56	54	55
50-64	43	41	41	46	51	51	55	53	53
35-49	54	44	45	48	59	51	54	53	54
18-34	53	53	44	51	54	59	57	56	59
Women	50	48	46	49	51	55	56	53	55
Rural	53	44	40	48	53	54	54	51	56

Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked: 17 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

Lobbying on behalf of the community performance

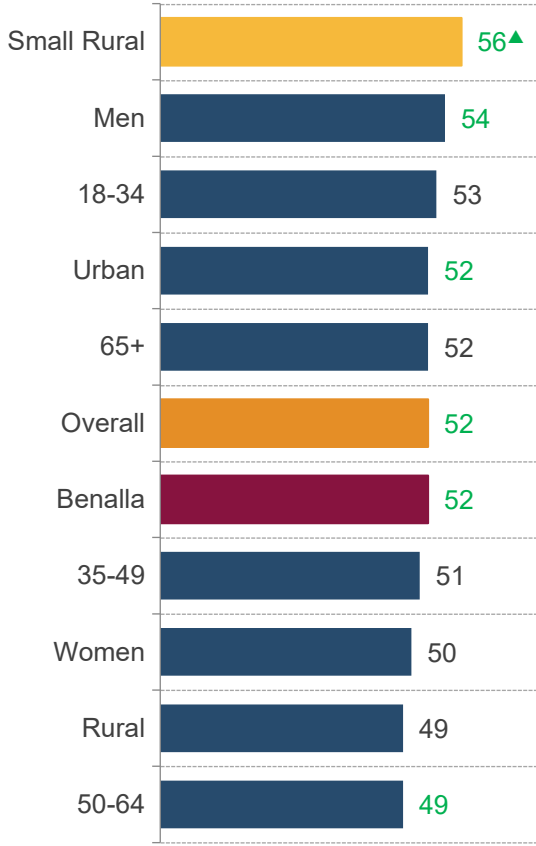
2026 lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked: 17 Councils asked group: 9

Decisions made in the interest of the community performance

2026 community decisions made performance (index scores)

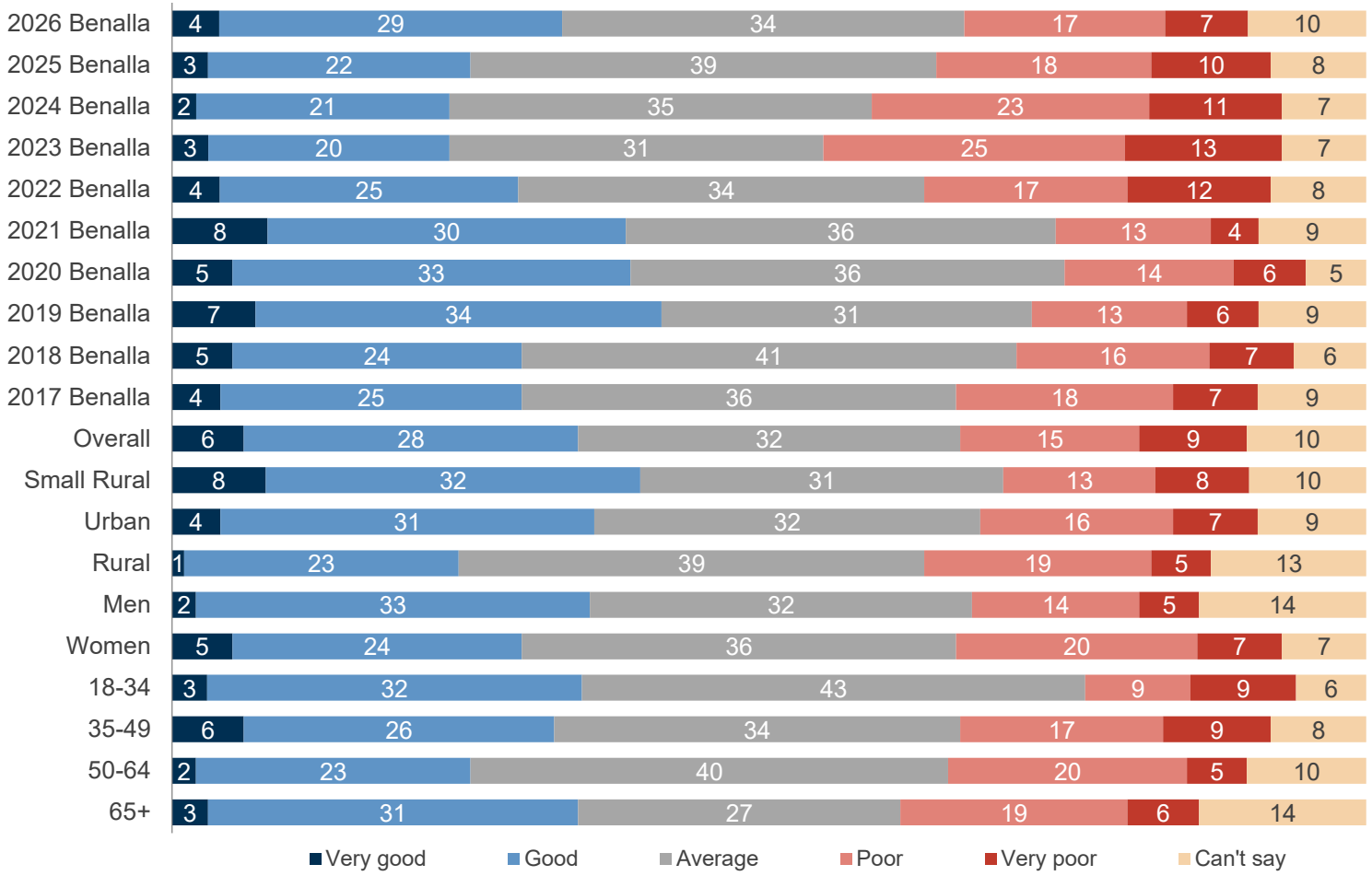


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	50	50	52	54	56	53	55	52	55
Men	49	44	44	49	58	53	56	53	49
18-34	48	49	48	50	58	51	58	54	52
Urban	45	45	44	47	56	56	57	52	49
65+	47	46	44	47	54	58	56	54	52
Overall	49	50	51	54	56	53	55	54	54
Benalla	47	45	43	48	57	54	56	51	51
35-49	51	42	38	48	65	54	54	44	48
Women	46	45	42	47	56	55	57	49	52
Rural	51	43	42	51	58	51	53	49	55
50-64	41	39	41	48	54	52	56	52	50

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked: 23 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance

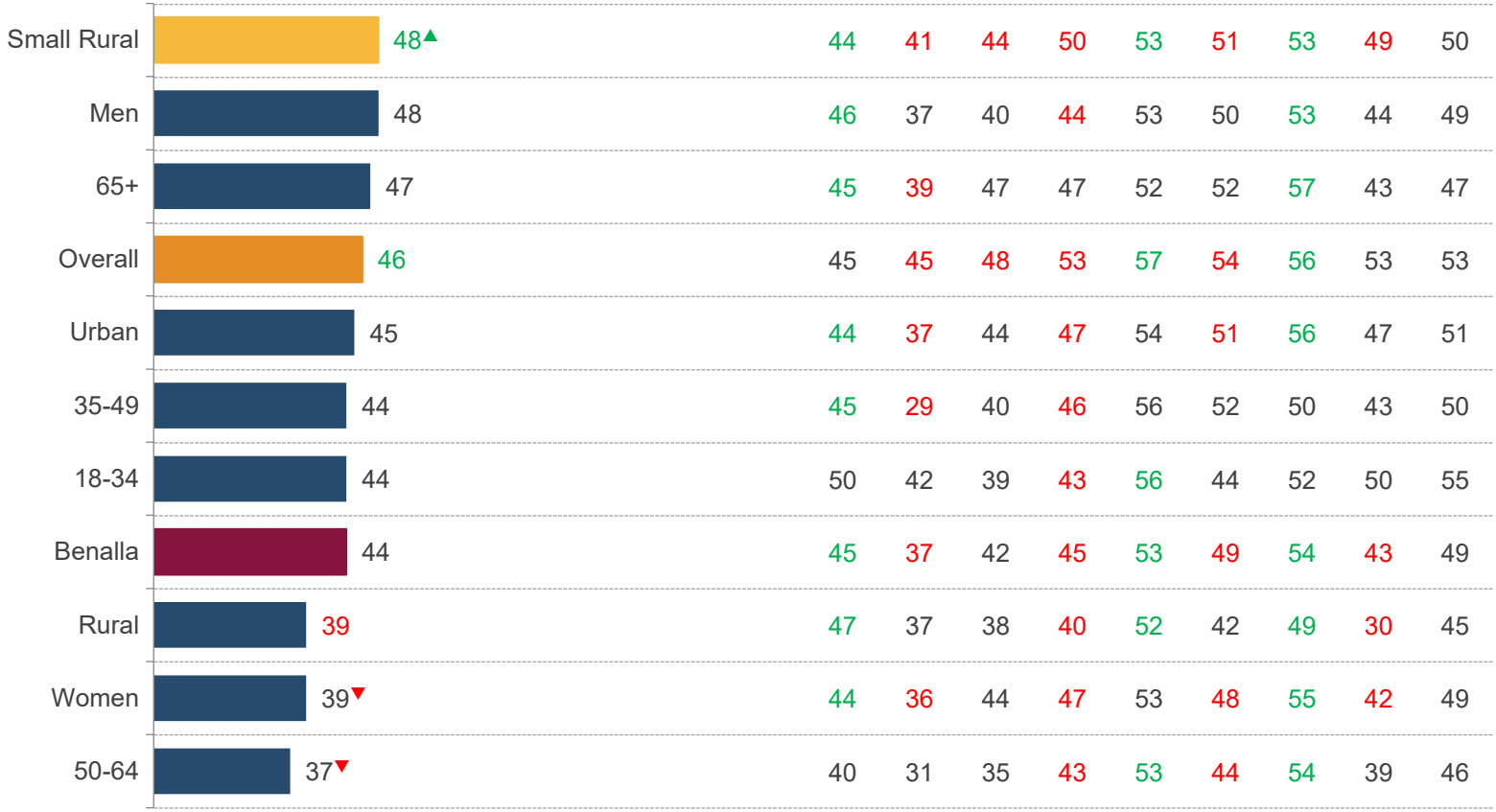
2026 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked: 23 Councils asked group: 9

The condition of sealed local roads in your area performance

2026 sealed local roads performance (index scores)

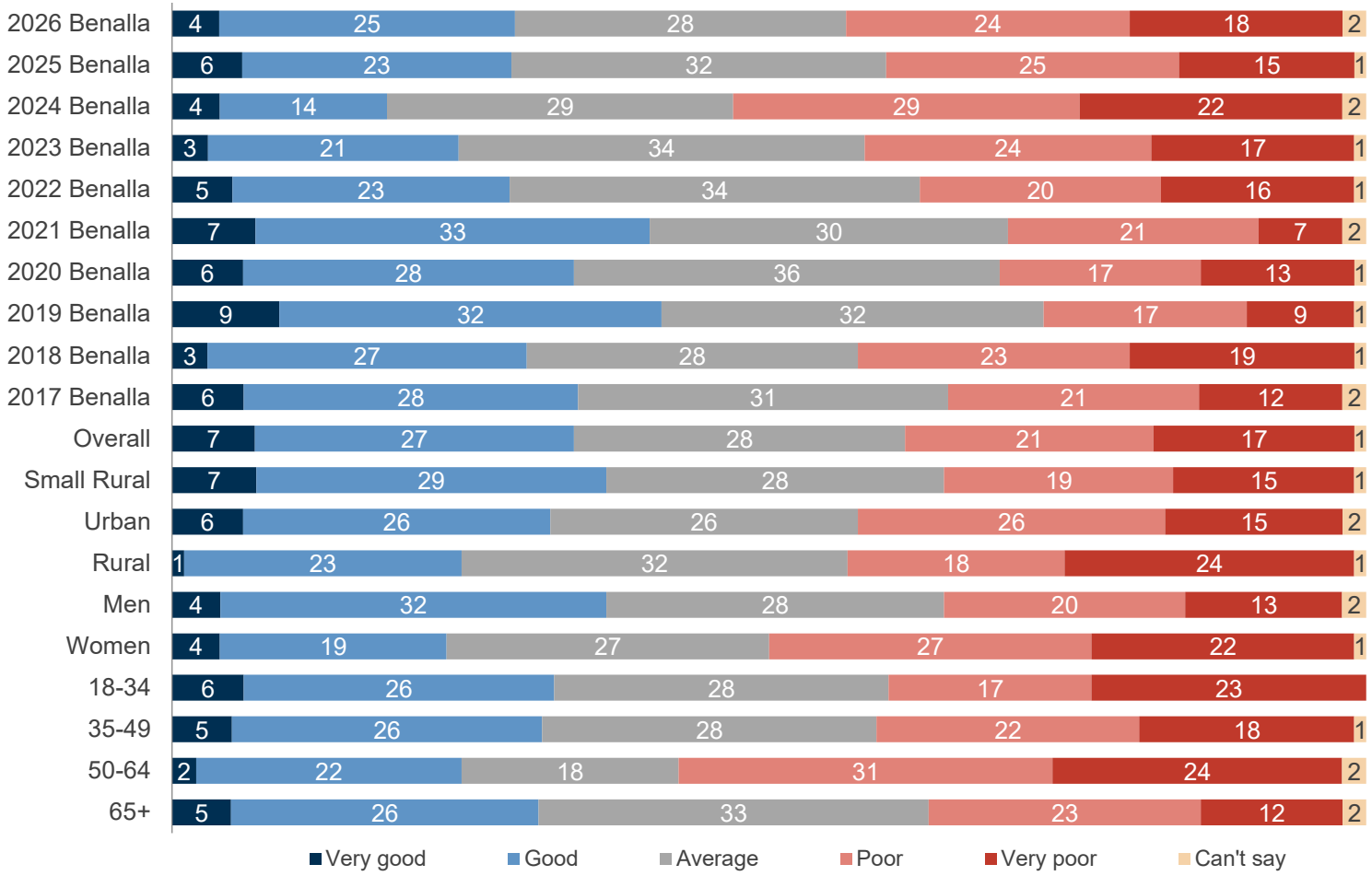


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	48▲	44	41	44	50	53	51	53	49	50
Men	48	46	37	40	44	53	50	53	44	49
65+	47	45	39	47	47	52	52	57	43	47
Overall	46	45	45	48	53	57	54	56	53	53
Urban	45	44	37	44	47	54	51	56	47	51
35-49	44	45	29	40	46	56	52	50	43	50
18-34	44	50	42	39	43	56	44	52	50	55
Benalla	44	45	37	42	45	53	49	54	43	49
Rural	39	47	37	38	40	52	42	49	30	45
Women	39▼	44	36	44	47	53	48	55	42	49
50-64	37▼	40	31	35	43	53	44	54	39	46

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: 23 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance

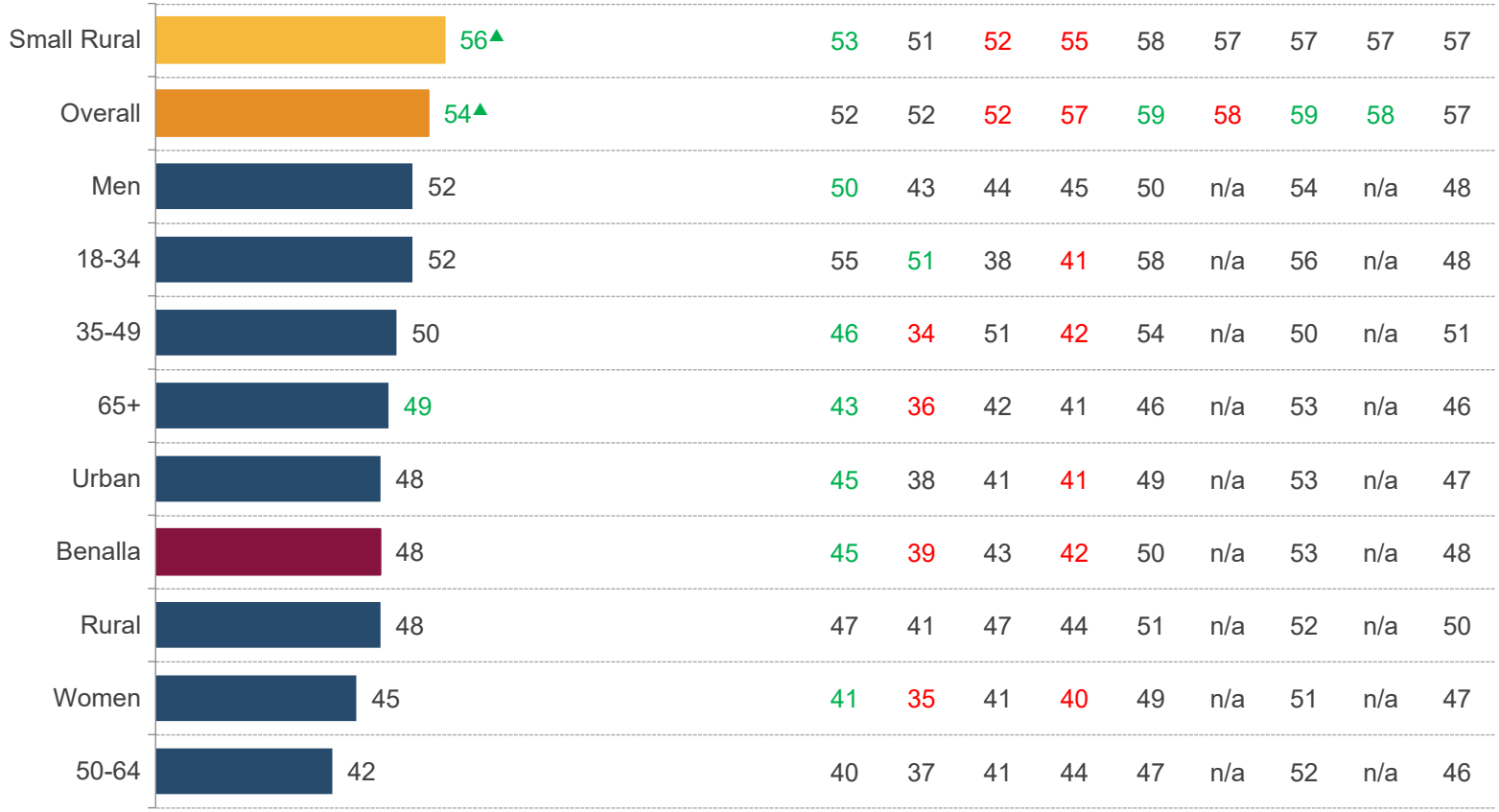
2026 sealed local roads performance (%)



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: 23 Councils asked group: 9

The condition of local streets and footpaths in your area performance

2026 streets and footpaths performance (index scores)

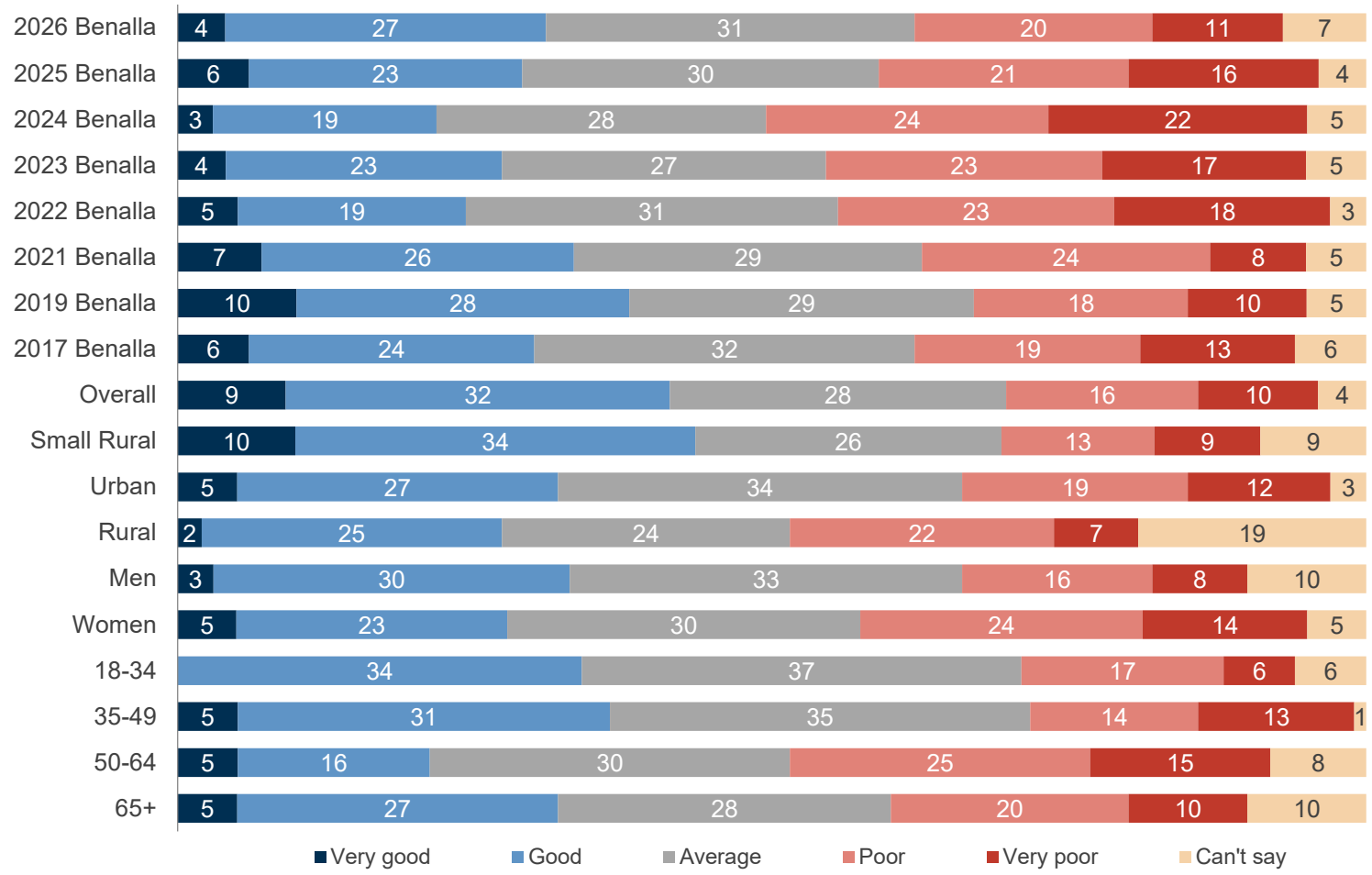


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	53	51	52	55	58	57	57	57	57
Overall	52	52	52	57	59	58	59	58	57
Men	50	43	44	45	50	n/a	54	n/a	48
18-34	55	51	38	41	58	n/a	56	n/a	48
35-49	46	34	51	42	54	n/a	50	n/a	51
65+	43	36	42	41	46	n/a	53	n/a	46
Urban	45	38	41	41	49	n/a	53	n/a	47
Benalla	45	39	43	42	50	n/a	53	n/a	48
Rural	47	41	47	44	51	n/a	52	n/a	50
Women	41	35	41	40	49	n/a	51	n/a	47
50-64	40	37	41	44	47	n/a	52	n/a	46

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: 11 Councils asked group: 4
Note: Please see Appendix A for explanation of significant differences.

The condition of local streets and footpaths in your area performance

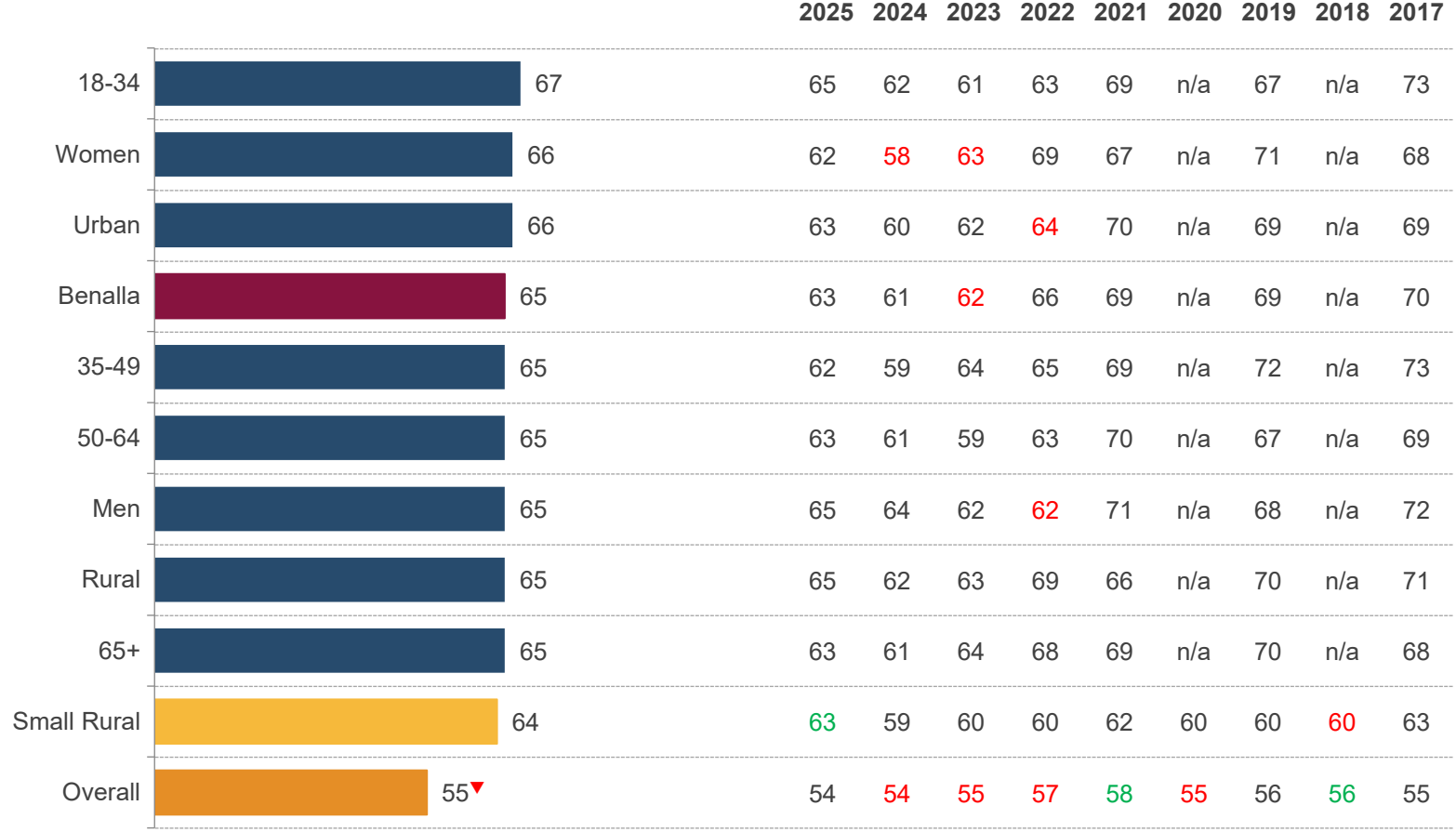
2026 streets and footpaths performance (%)



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: 11 Councils asked group: 4

Parking facilities performance

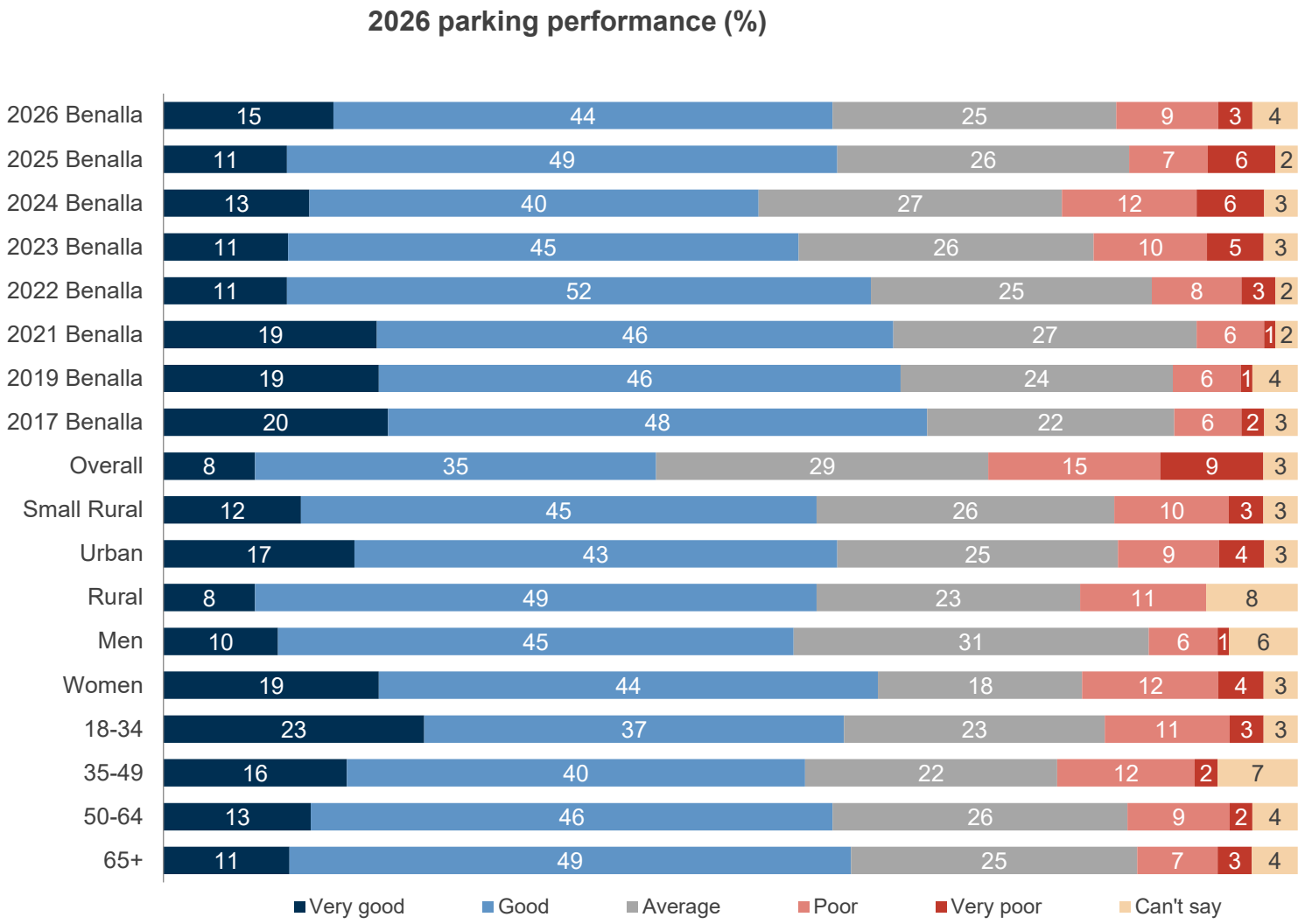
2026 parking performance (index scores)



	2025	2024	2023	2022	2021	2020	2019	2018	2017
18-34	65	62	61	63	69	n/a	67	n/a	73
Women	62	58	63	69	67	n/a	71	n/a	68
Urban	63	60	62	64	70	n/a	69	n/a	69
Benalla	63	61	62	66	69	n/a	69	n/a	70
35-49	62	59	64	65	69	n/a	72	n/a	73
50-64	63	61	59	63	70	n/a	67	n/a	69
Men	65	64	62	62	71	n/a	68	n/a	72
Rural	65	62	63	69	66	n/a	70	n/a	71
65+	63	61	64	68	69	n/a	70	n/a	68
Small Rural	63	59	60	60	62	60	60	60	63
Overall	54	54	55	57	58	55	56	56	55

Q2. How has Council performed on 'Parking facilities' over the last 12 months?
Base: All respondents. Councils asked: 8 Councils asked group: 3
Note: Please see Appendix A for explanation of significant differences.

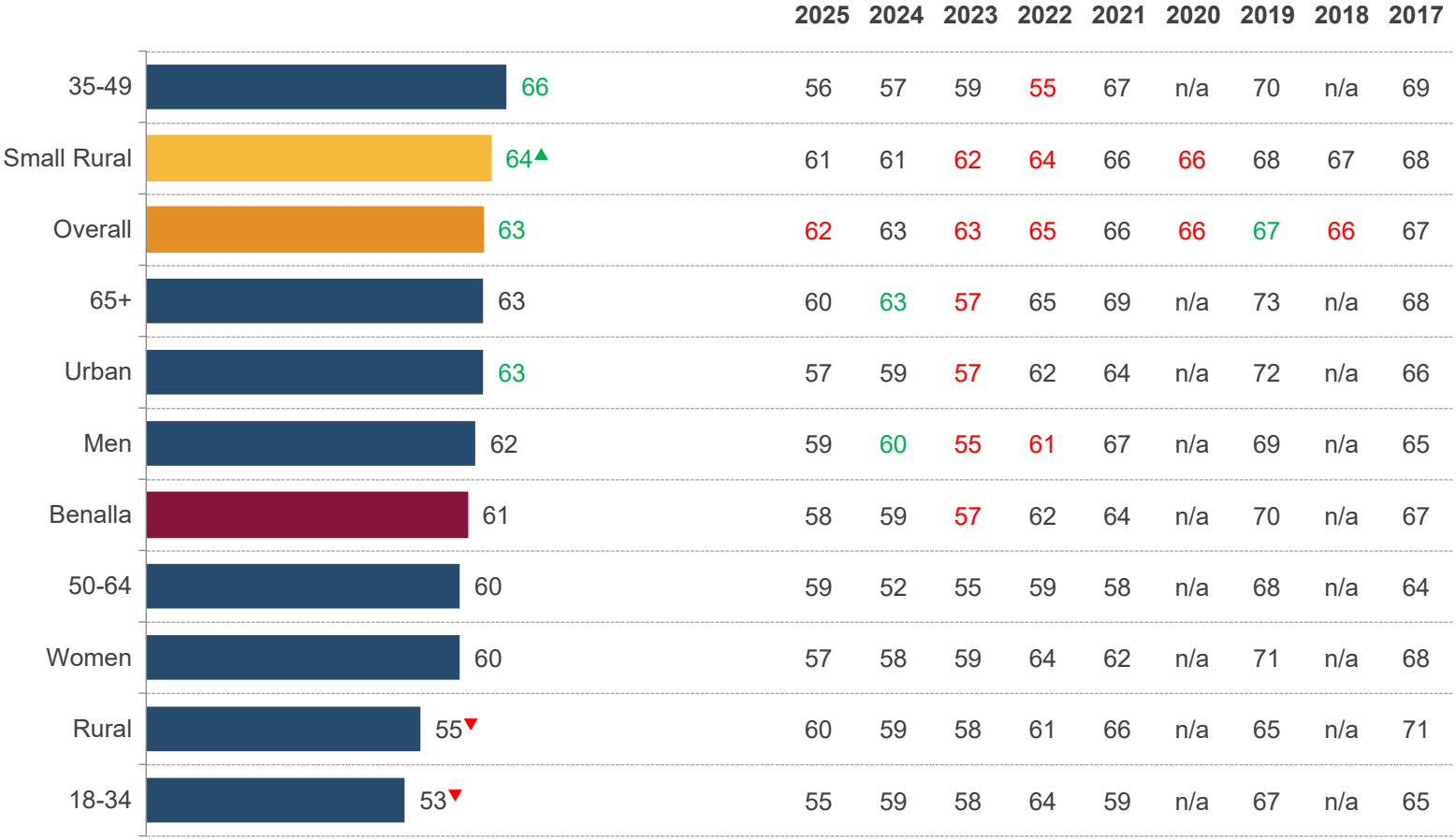
Parking facilities performance



Q2. How has Council performed on 'Parking facilities' over the last 12 months?
Base: All respondents. Councils asked: 8 Councils asked group: 3

Family support services performance

2026 family support performance (index scores)

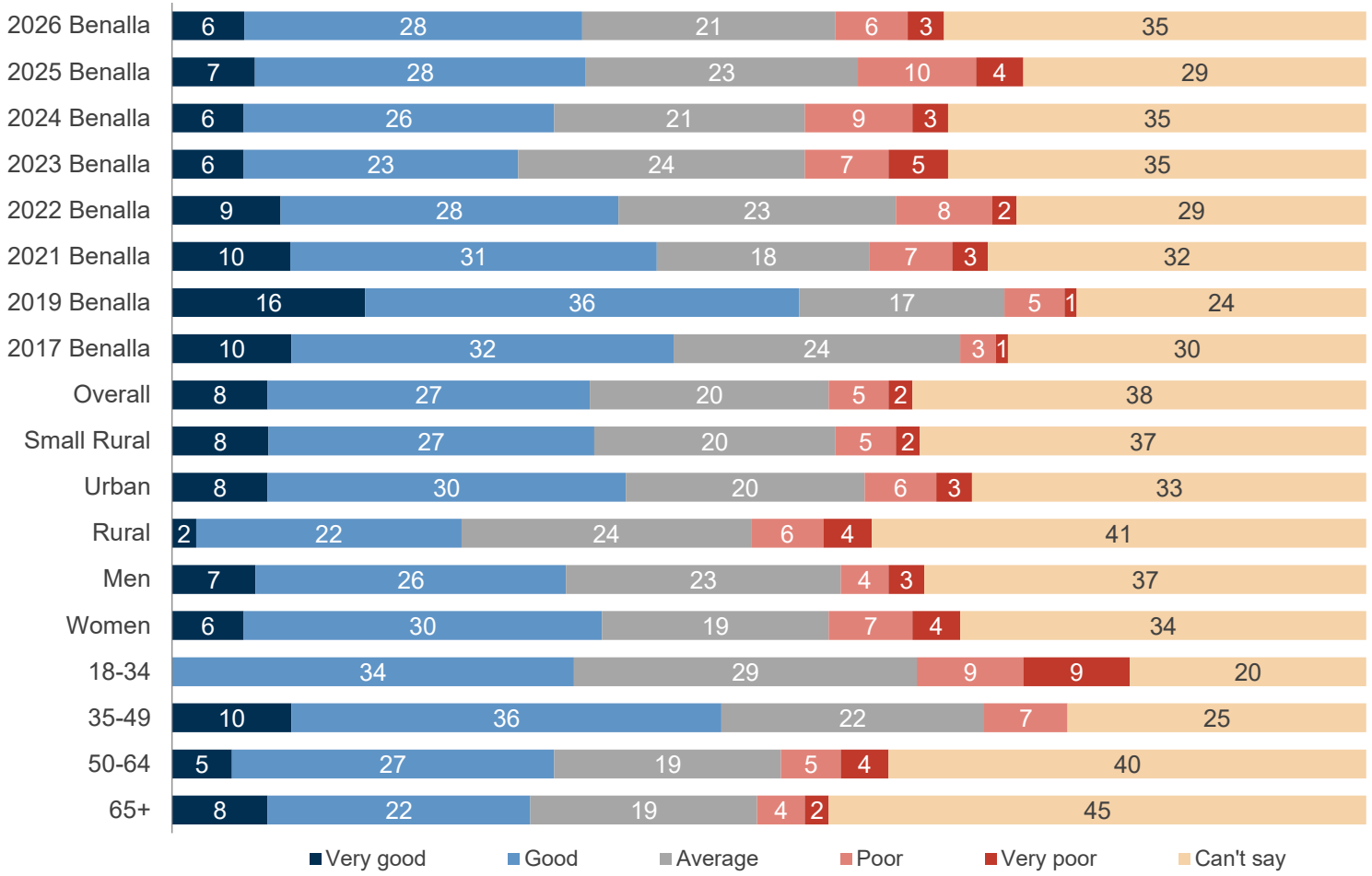


	2025	2024	2023	2022	2021	2020	2019	2018	2017
35-49	56	57	59	55	67	n/a	70	n/a	69
Small Rural	61	61	62	64	66	66	68	67	68
Overall	62	63	63	65	66	66	67	66	67
65+	60	63	57	65	69	n/a	73	n/a	68
Urban	57	59	57	62	64	n/a	72	n/a	66
Men	59	60	55	61	67	n/a	69	n/a	65
Benalla	58	59	57	62	64	n/a	70	n/a	67
50-64	59	52	55	59	58	n/a	68	n/a	64
Women	57	58	59	64	62	n/a	71	n/a	68
Rural	60	59	58	61	66	n/a	65	n/a	71
18-34	55	59	58	64	59	n/a	67	n/a	65

Q2. How has Council performed on 'Family support services' over the last 12 months?
Base: All respondents. Councils asked: 10 Councils asked group: 5
Note: Please see Appendix A for explanation of significant differences.

Family support services performance

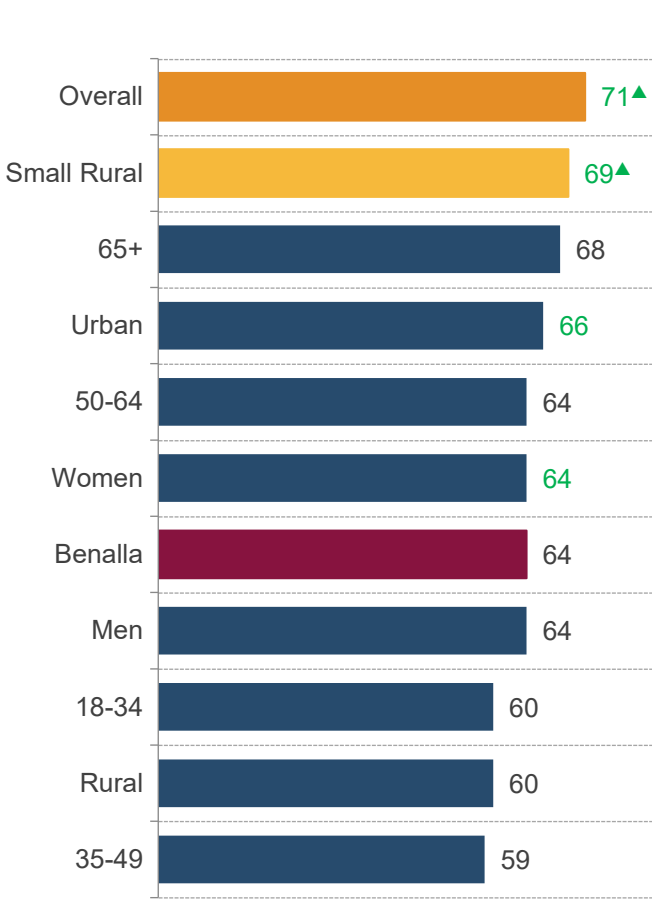
2026 family support performance (%)



Q2. How has Council performed on 'Family support services' over the last 12 months?
Base: All respondents. Councils asked: 10 Councils asked group: 5

Recreational facilities performance

2026 recreational facilities performance (index scores)

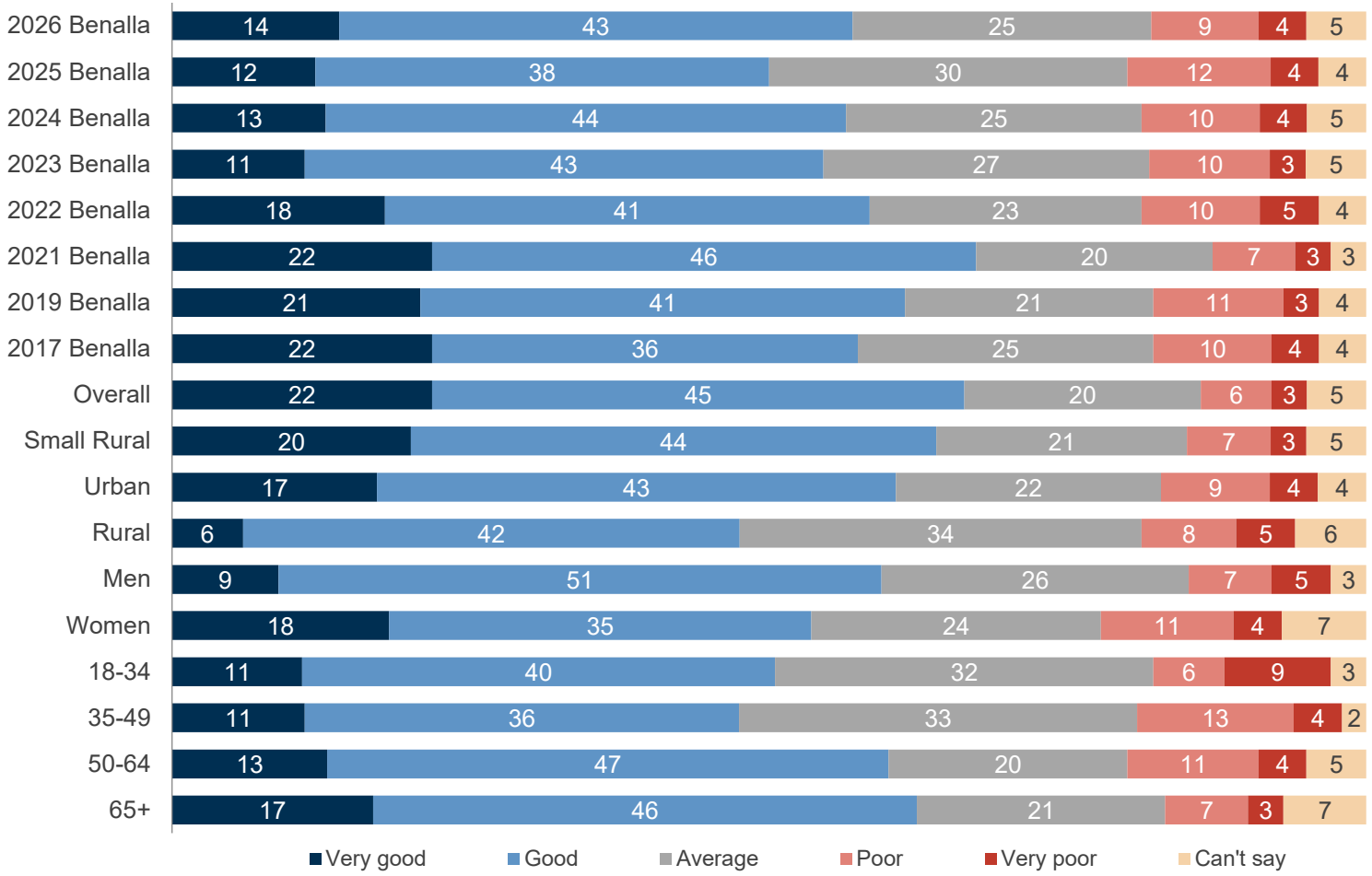


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Overall	67	68	68	69	71	70	70	69	70
Small Rural	66	67	67	69	69	68	68	69	69
65+	65	68	66	70	73	n/a	72	n/a	73
Urban	60	64	63	65	70	n/a	69	n/a	64
50-64	59	63	61	62	70	n/a	69	n/a	69
Women	59	63	62	66	68	n/a	68	n/a	65
Benalla	61	63	63	65	70	n/a	67	n/a	65
Men	64	64	64	64	72	n/a	66	n/a	65
18-34	54	59	59	62	64	n/a	58	n/a	55
Rural	64	62	64	64	68	n/a	62	n/a	70
35-49	59	57	60	58	68	n/a	65	n/a	58

Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
Base: All respondents. Councils asked: 16 Councils asked group: 8
Note: Please see Appendix A for explanation of significant differences.

Recreational facilities performance

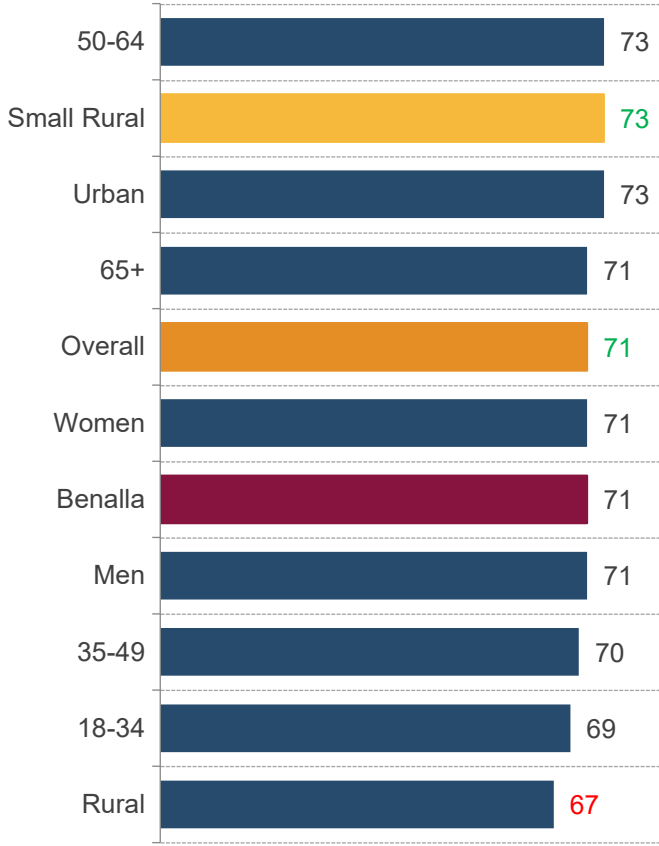
2026 recreational facilities performance (%)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
Base: All respondents. Councils asked: 16 Councils asked group: 8

The appearance of public areas performance

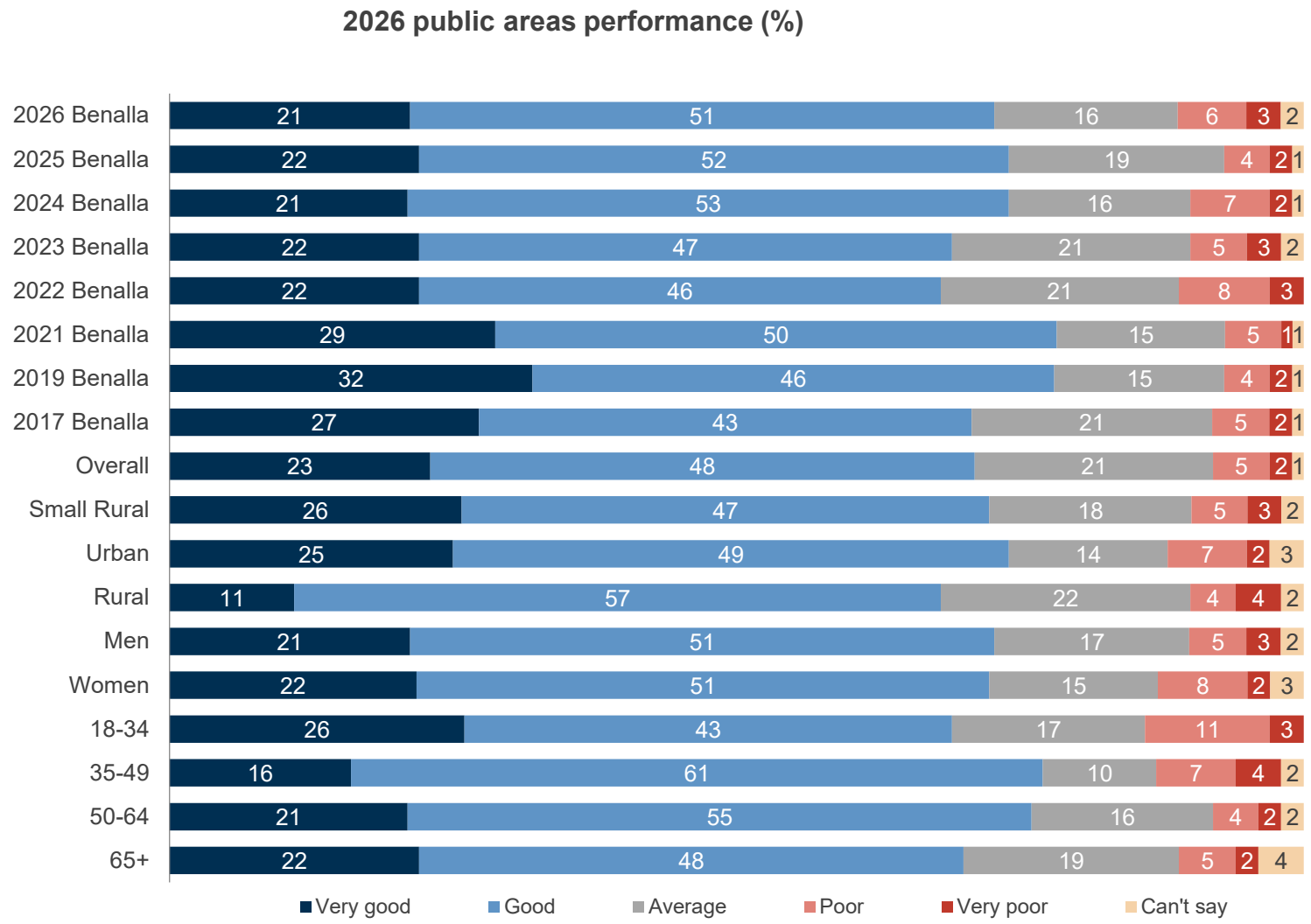
2026 public areas performance (index scores)



	2025	2024	2023	2022	2021	2020	2019	2018	2017
50-64	71	67	66	71	78	n/a	78	n/a	75
Small Rural	70	71	71	73	75	72	73	72	74
Urban	71	72	71	69	75	n/a	77	n/a	71
65+	73	71	71	69	74	n/a	75	n/a	72
Overall	68	68	67	71	73	72	72	71	71
Women	73	73	70	70	74	n/a	77	n/a	73
Benalla	72	71	70	69	75	n/a	76	n/a	73
Men	71	70	70	68	77	n/a	74	n/a	72
35-49	72	66	74	68	77	n/a	80	n/a	77
18-34	70	79	69	68	74	n/a	70	n/a	67
Rural	73	68	69	70	76	n/a	72	n/a	76

Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked: 15 Councils asked group: 7
Note: Please see Appendix A for explanation of significant differences.

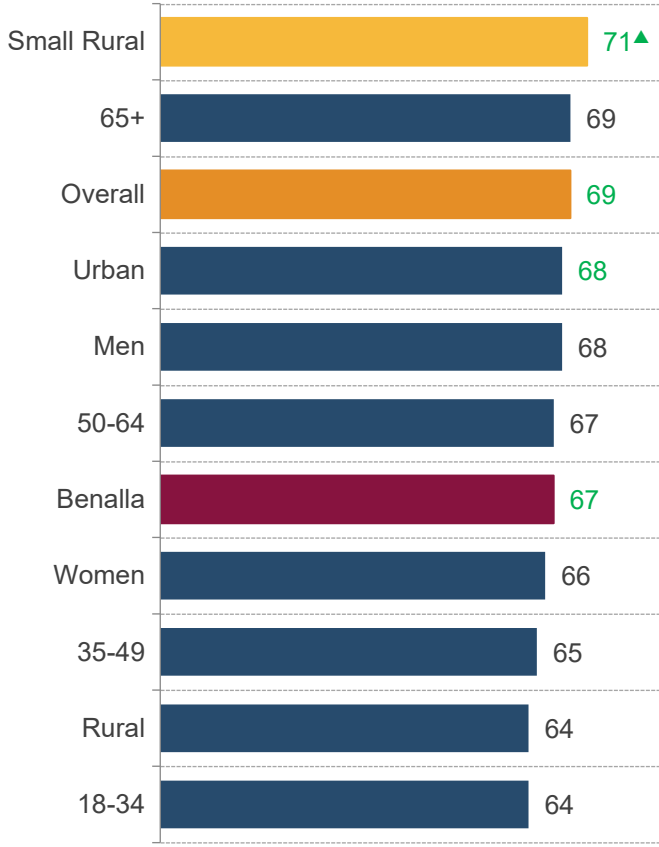
The appearance of public areas performance



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked: 15 Councils asked group: 7

Waste management performance

2026 waste management performance (index scores)

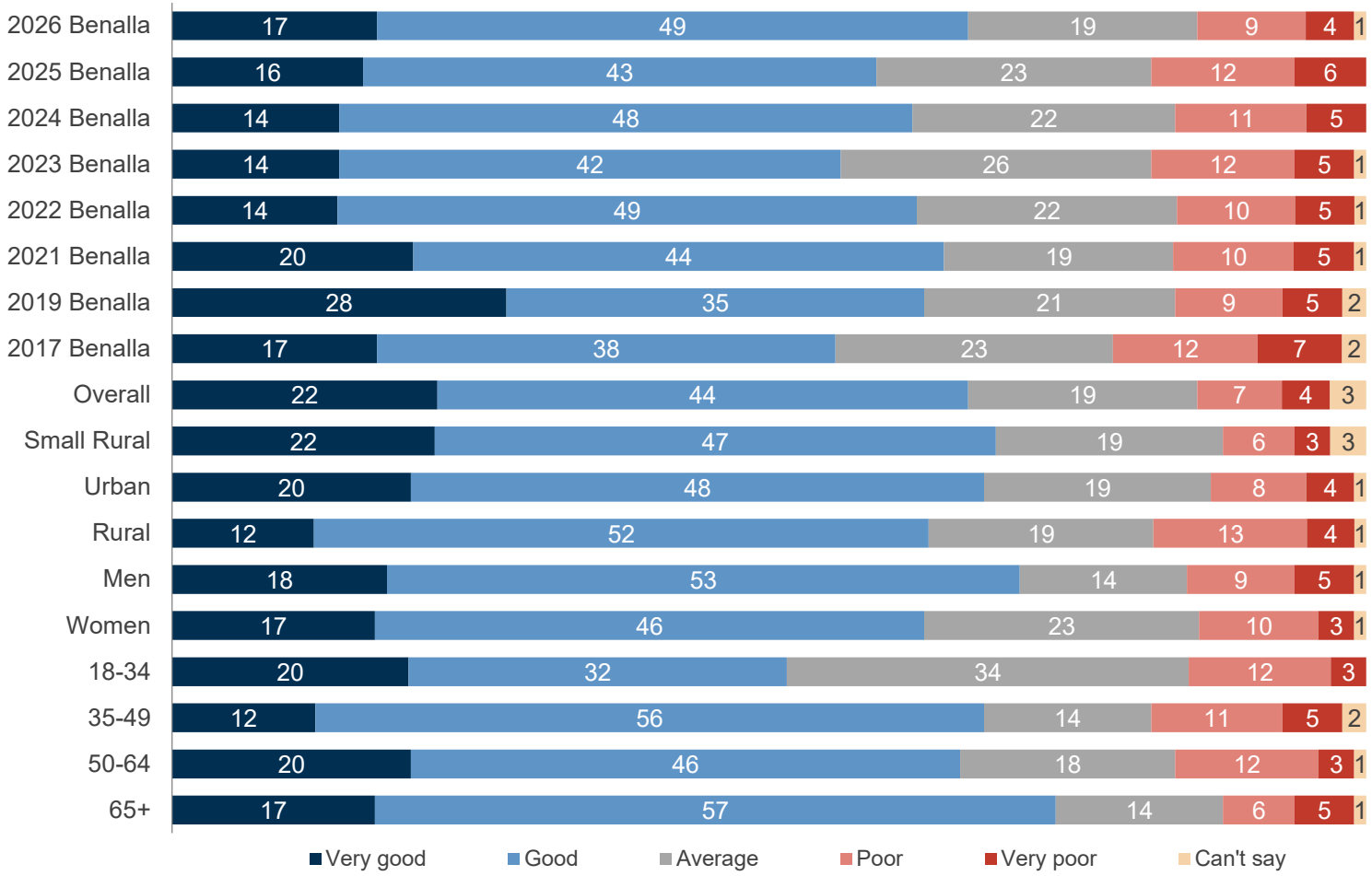


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	66	67	66	68	68	64	66	69	70
65+	68	70	68	67	71	n/a	72	n/a	66
Overall	65	67	66	68	69	65	68	70	71
Urban	62	63	64	63	66	n/a	69	n/a	61
Men	63	63	61	62	67	n/a	64	n/a	59
50-64	62	60	59	59	58	n/a	68	n/a	60
Benalla	63	63	62	64	66	n/a	68	n/a	62
Women	63	64	63	66	65	n/a	72	n/a	65
35-49	61	59	57	60	70	n/a	63	n/a	57
Rural	64	65	58	66	68	n/a	65	n/a	64
18-34	56	54	56	64	59	n/a	67	n/a	62

Q2. How has Council performed on 'Waste management' over the last 12 months?
Base: All respondents. Councils asked: 22 Councils asked group: 9
Note: Please see Appendix A for explanation of significant differences.

Waste management performance

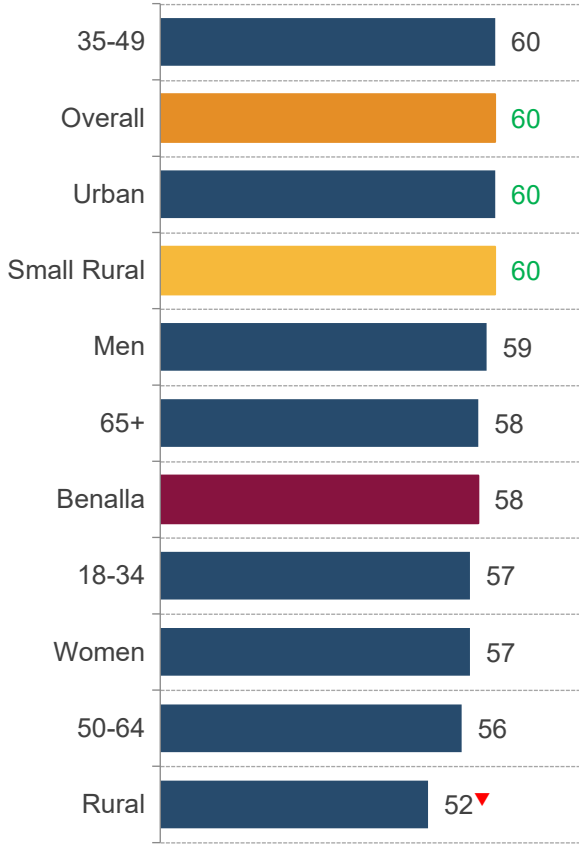
2026 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
Base: All respondents. Councils asked: 22 Councils asked group: 9

Environmental sustainability performance

2026 environmental sustainability performance (index scores)

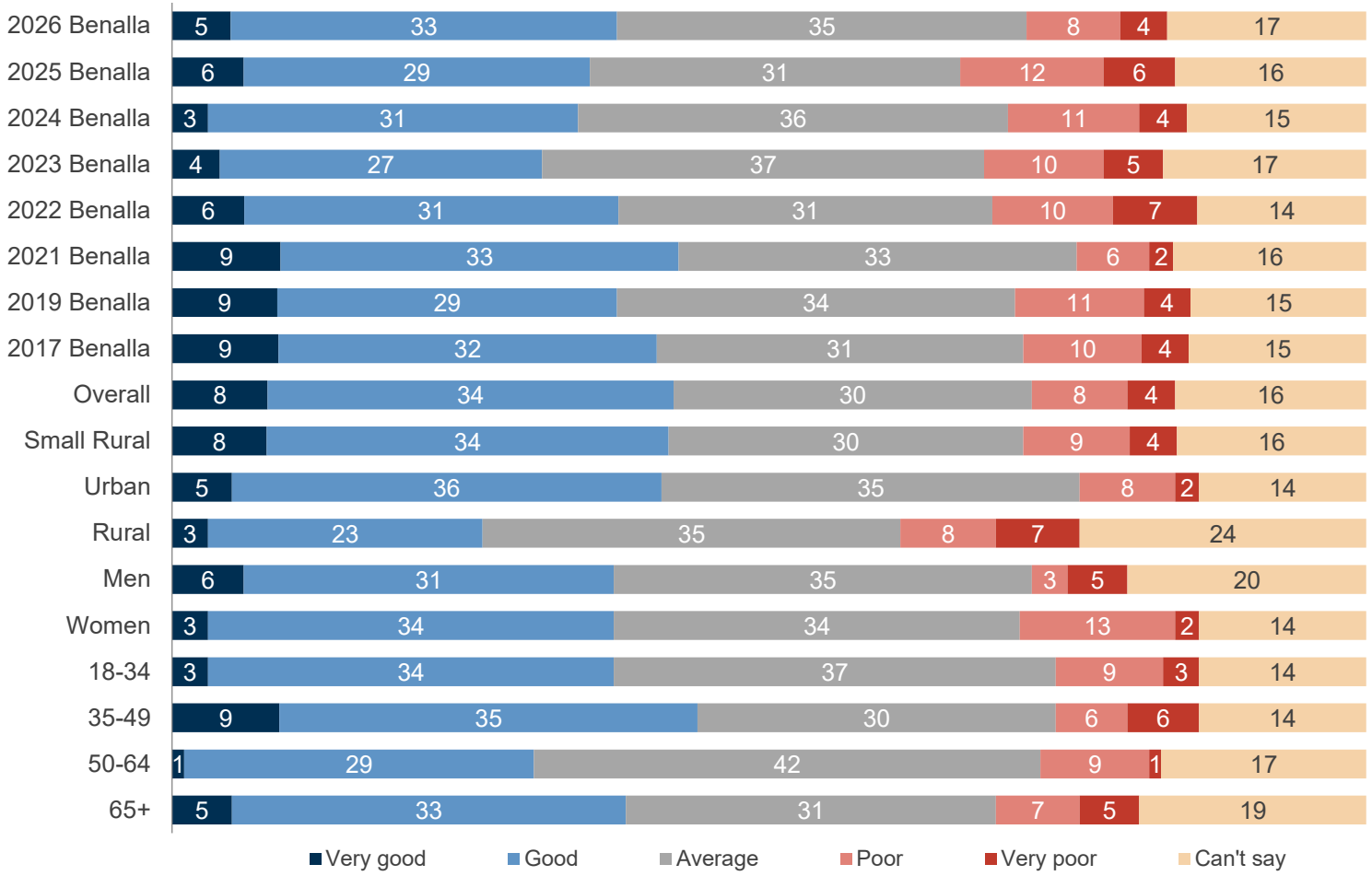


	2025	2024	2023	2022	2021	2020	2019	2018	2017
35-49	52	55	60	56	68	n/a	54	n/a	61
Overall	59	60	60	61	62	60	62	63	64
Urban	56	55	56	57	63	n/a	58	n/a	60
Small Rural	58	59	59	59	61	57	59	62	63
Men	57	55	55	55	66	n/a	55	n/a	60
65+	56	56	54	56	61	n/a	61	n/a	57
Benalla	55	55	55	55	62	n/a	58	n/a	59
18-34	54	58	59	55	62	n/a	54	n/a	65
Women	53	55	55	56	59	n/a	61	n/a	58
50-64	57	51	49	54	59	n/a	60	n/a	57
Rural	54	55	53	50	60	n/a	57	n/a	58

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

Environmental sustainability performance

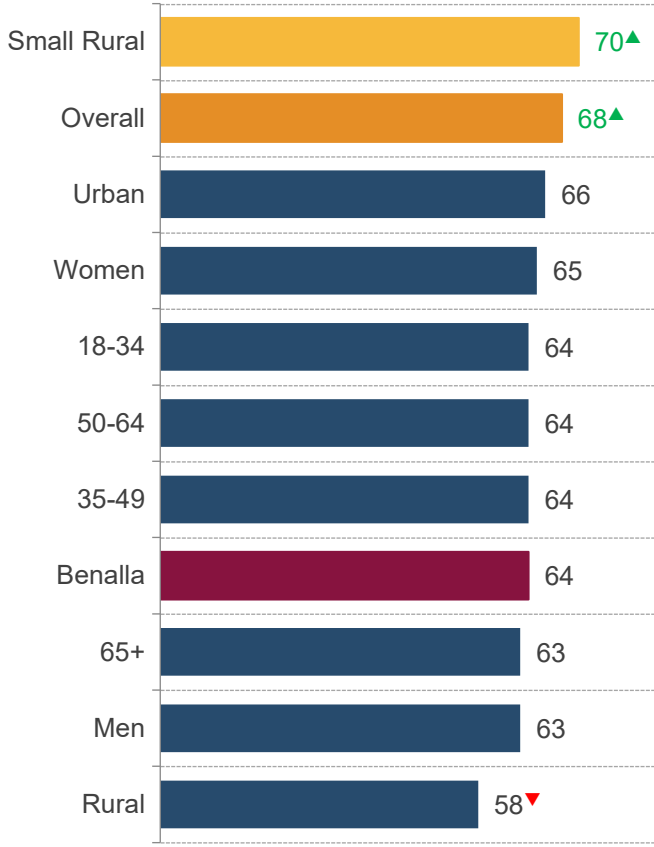
2026 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
Base: All respondents. Councils asked: 12 Councils asked group: 5

Emergency and disaster management performance

2026 emergency and disaster management performance (index scores)

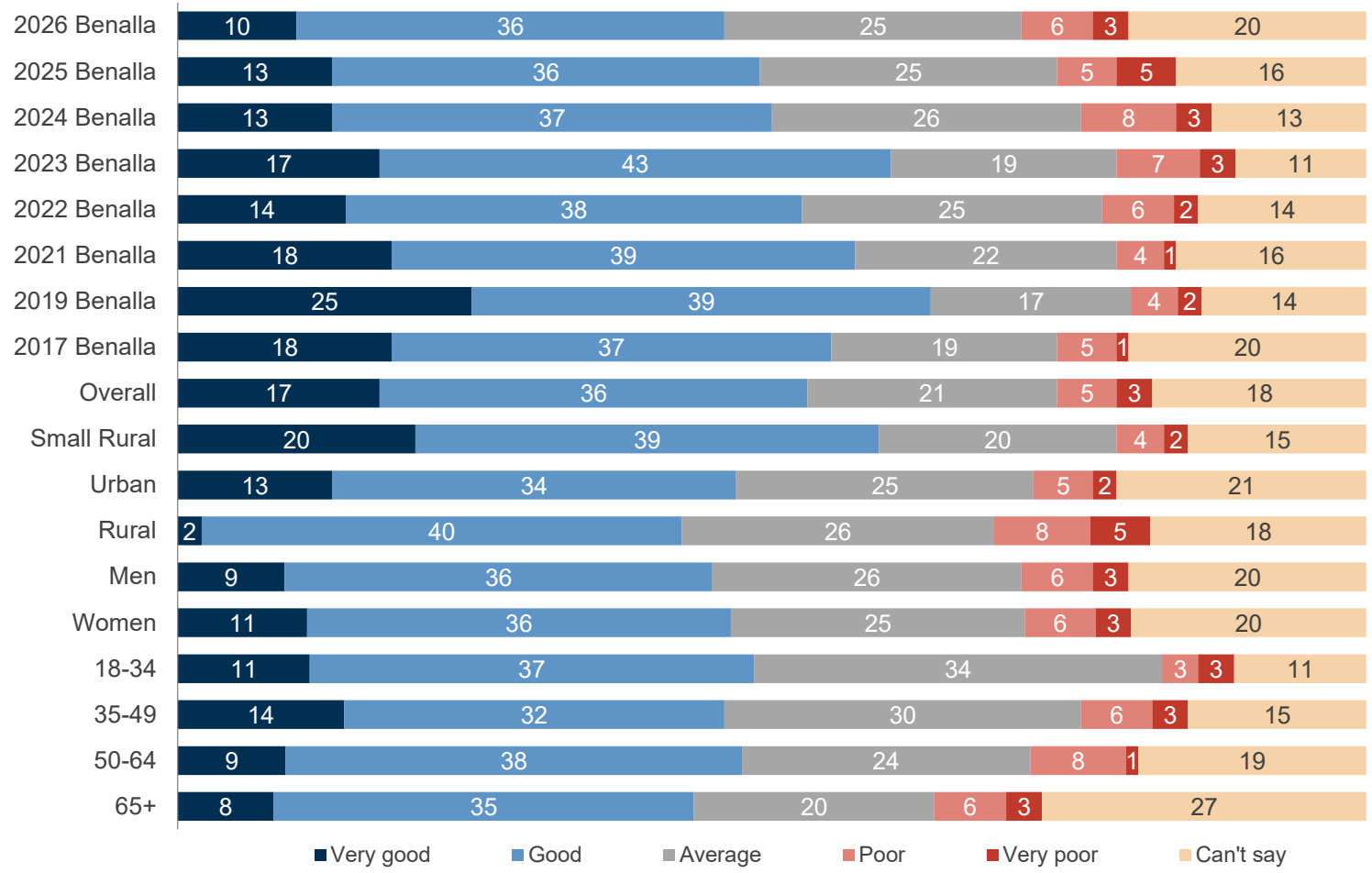


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	66	66	66	68	72	70	72	72	72
Overall	65	65	65	66	71	68	72	71	70
Urban	64	65	70	66	72	n/a	76	n/a	72
Women	62	66	72	68	68	n/a	74	n/a	71
18-34	65	69	74	64	67	n/a	70	n/a	73
50-64	67	60	69	67	69	n/a	73	n/a	69
35-49	56	64	65	69	74	n/a	77	n/a	73
Benalla	64	64	68	66	70	n/a	74	n/a	71
65+	65	64	67	65	70	n/a	74	n/a	69
Men	66	62	64	63	73	n/a	73	n/a	70
Rural	62	63	64	66	66	n/a	68	n/a	67

Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
Base: All respondents. Councils asked: 8 Councils asked group: 4
Note: Please see Appendix A for explanation of significant differences.

Emergency and disaster management performance

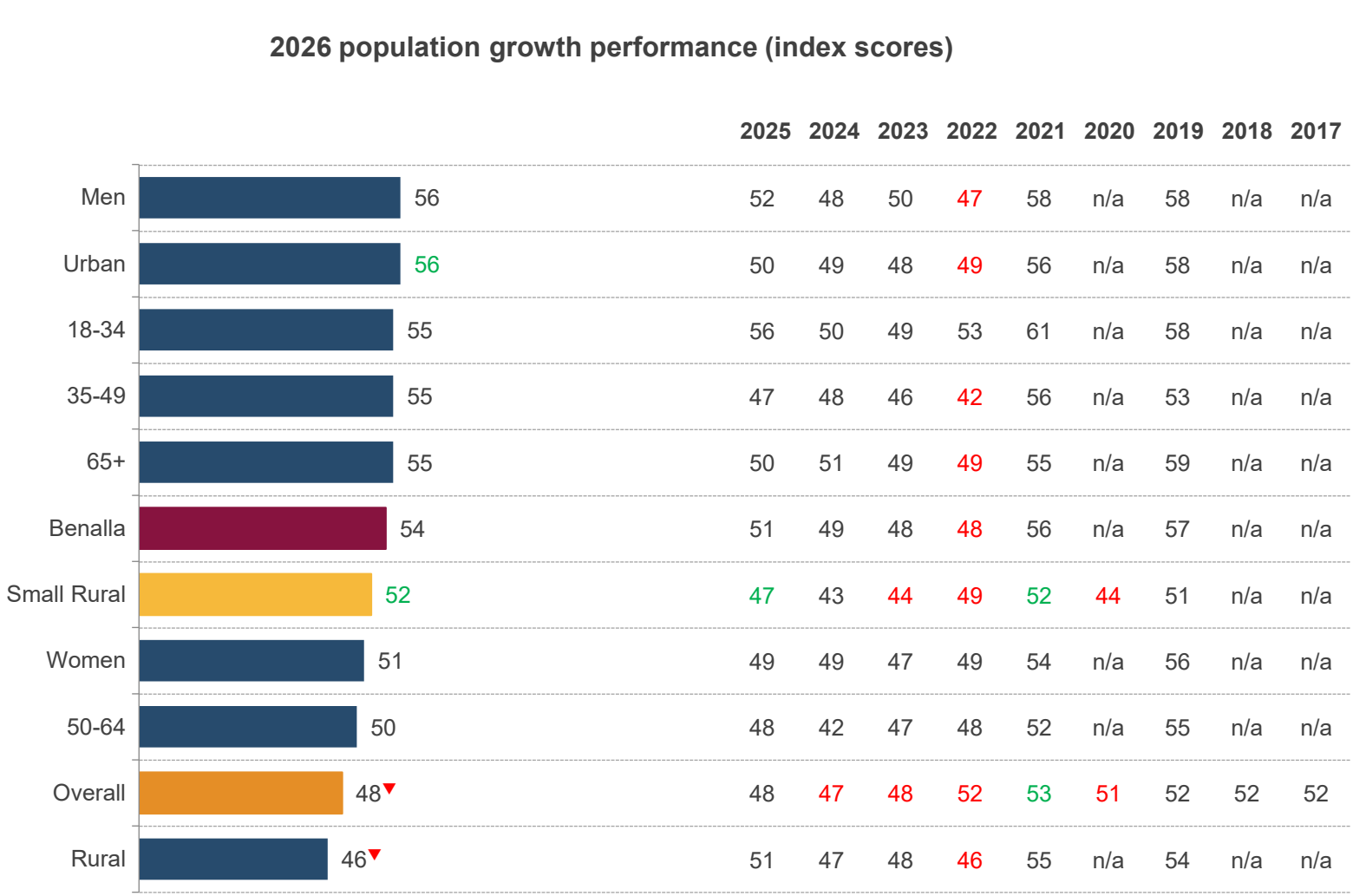
2026 emergency and disaster management performance (%)



Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
Base: All respondents. Councils asked: 8 Councils asked group: 4

Planning for population growth in the area performance

2026 population growth performance (index scores)

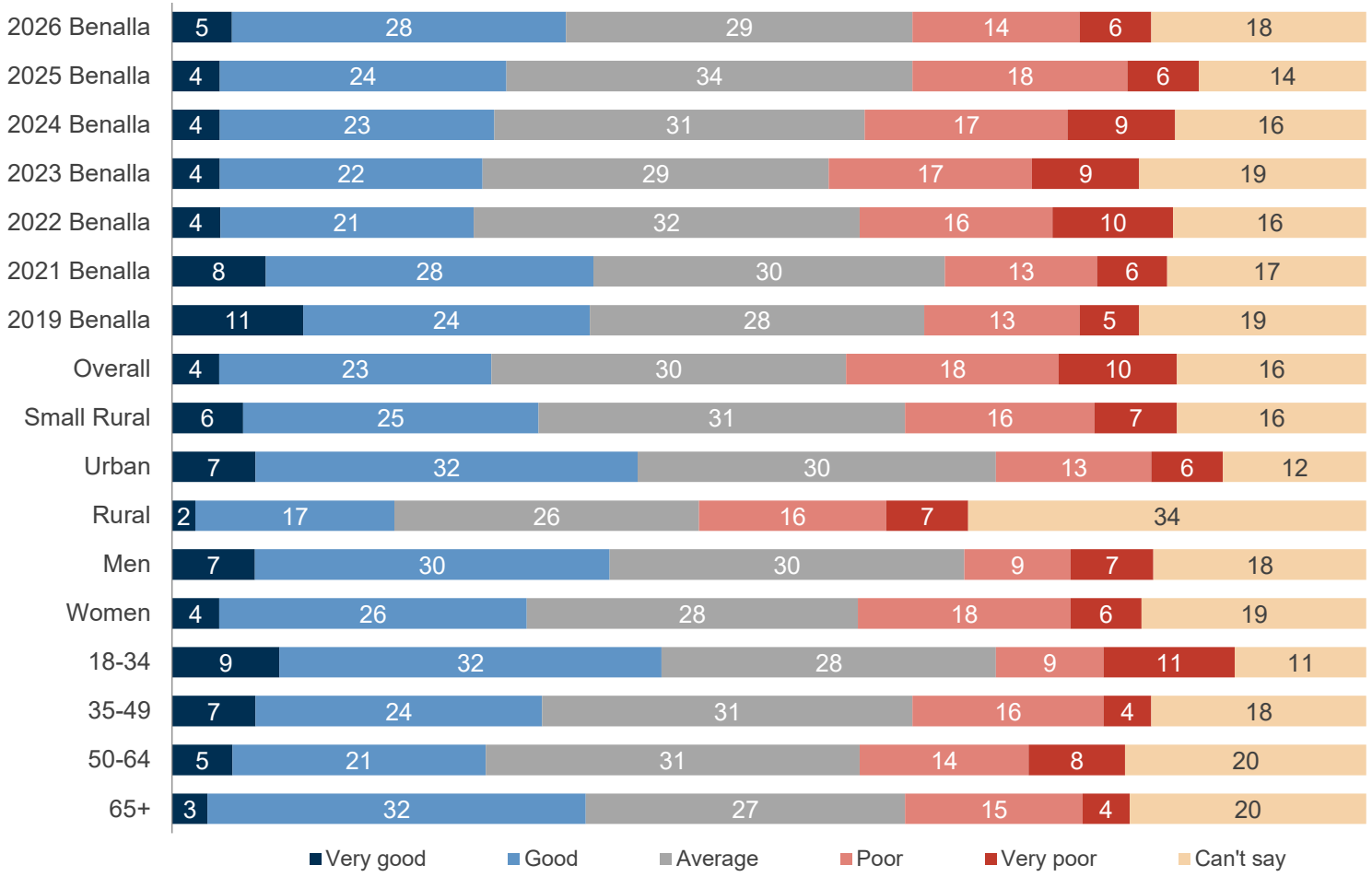


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Men	52	48	50	47	58	n/a	58	n/a	n/a
Urban	50	49	48	49	56	n/a	58	n/a	n/a
18-34	56	50	49	53	61	n/a	58	n/a	n/a
35-49	47	48	46	42	56	n/a	53	n/a	n/a
65+	50	51	49	49	55	n/a	59	n/a	n/a
Benalla	51	49	48	48	56	n/a	57	n/a	n/a
Small Rural	47	43	44	49	52	44	51	n/a	n/a
Women	49	49	47	49	54	n/a	56	n/a	n/a
50-64	48	42	47	48	52	n/a	55	n/a	n/a
Overall	48	47	48	52	53	51	52	52	52
Rural	51	47	48	46	55	n/a	54	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: 6 Councils asked group: 2
Note: Please see Appendix A for explanation of significant differences.

Planning for population growth in the area performance

2026 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: 6 Councils asked group: 2

Roadside slashing and weed control performance

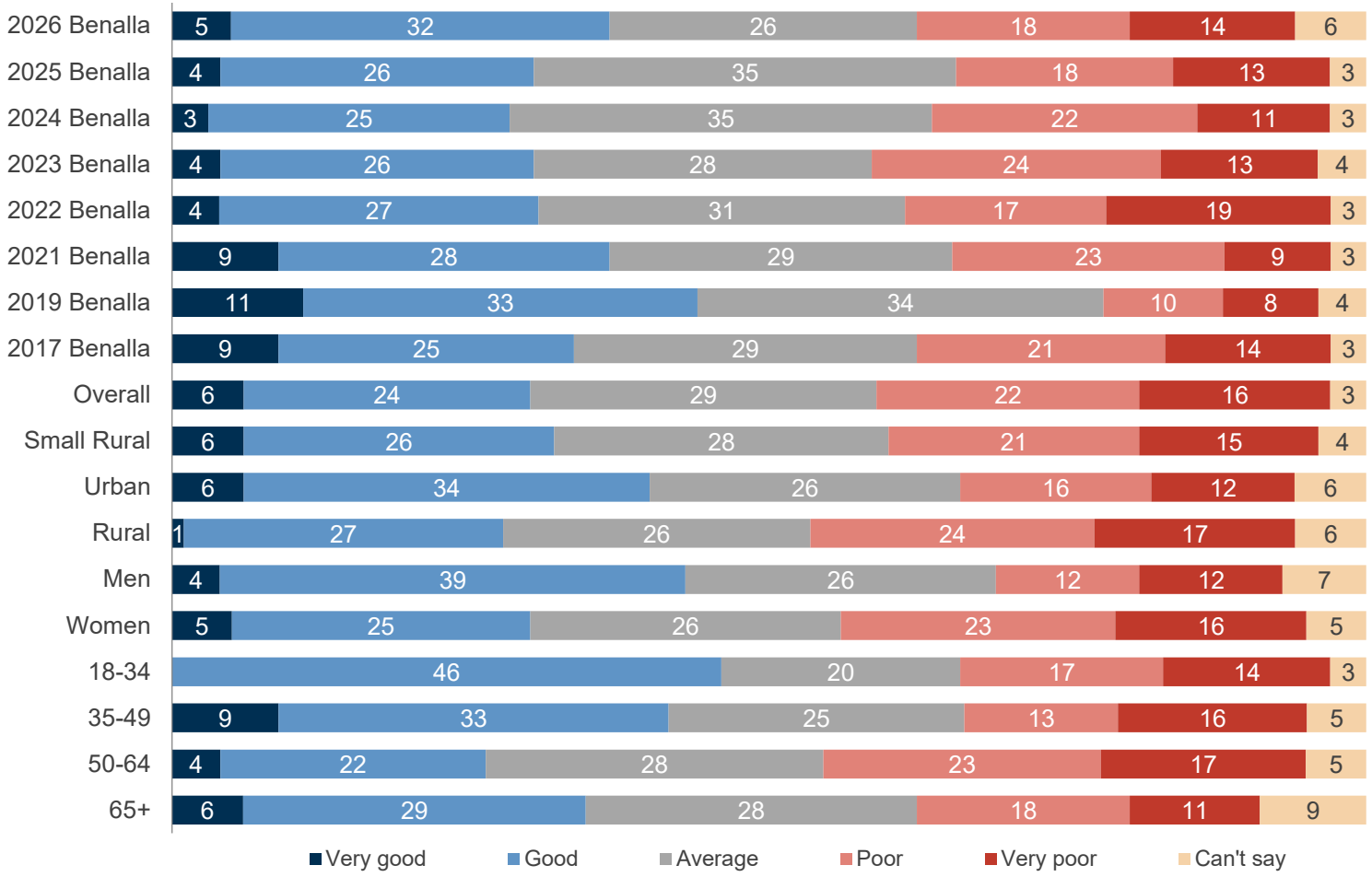
2026 roadside slashing and weed control performance (index scores)

		2025	2024	2023	2022	2021	2020	2019	2018	2017
Men	53	46	50	46	43	52	n/a	56	n/a	49
35-49	52	55	45	48	41	54	n/a	67	n/a	56
Urban	52	49	49	48	48	53	n/a	61	n/a	49
65+	50	44	45	45	45	48	n/a	56	n/a	44
18-34	50	51	56	49	49	56	n/a	59	n/a	49
Benalla	49	48	47	46	45	51	n/a	57	n/a	48
Small Rural	47	49	46	47	50	49	48	55	54	51
Overall	45▼	47	45	46	49	51	49	56	55	53
Women	45	49	44	46	47	51	n/a	58	n/a	47
50-64	43	45	42	42	43	51	n/a	51	n/a	48
Rural	42▼	44	40	40	36	44	n/a	48	n/a	45

Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
Base: All respondents. Councils asked: 5 Councils asked group: 3
Note: Please see Appendix A for explanation of significant differences.

Roadside slashing and weed control performance

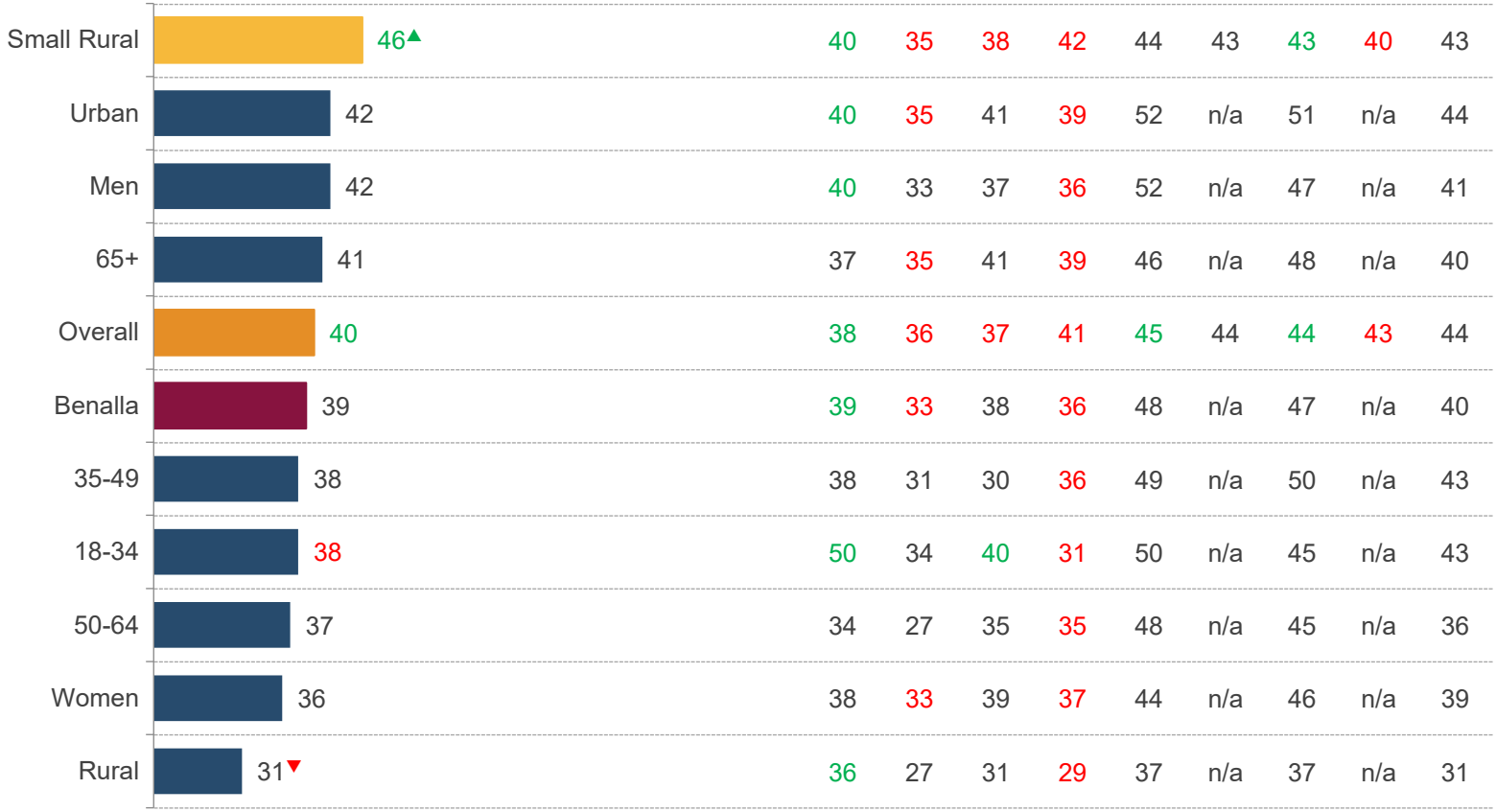
2026 roadside slashing and weed control performance (%)



Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
Base: All respondents. Councils asked: 5 Councils asked group: 3

Maintenance of unsealed roads in your area performance

2026 unsealed roads performance (index scores)

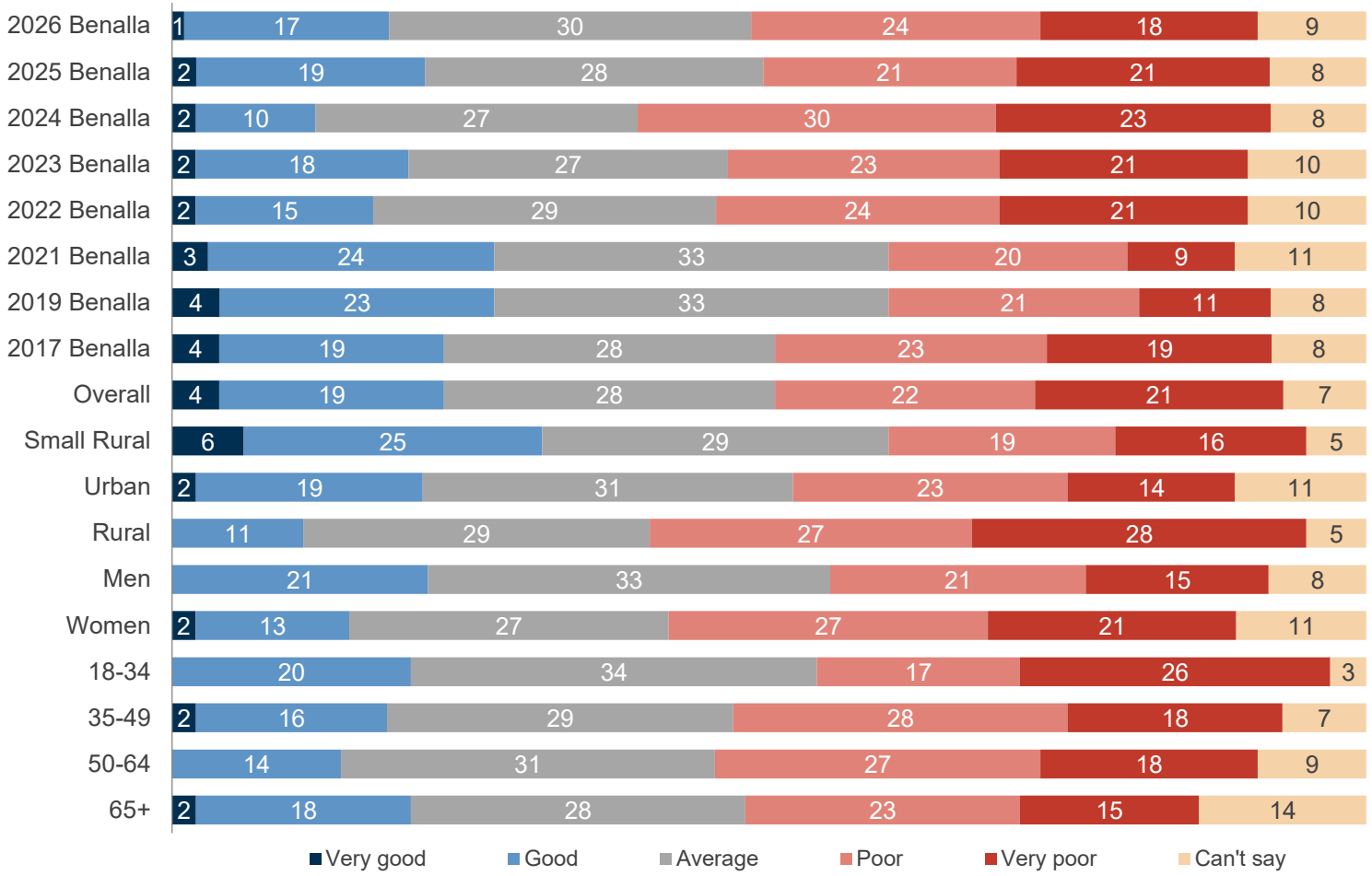


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	40	35	38	42	44	43	43	40	43
Urban	40	35	41	39	52	n/a	51	n/a	44
Men	40	33	37	36	52	n/a	47	n/a	41
65+	37	35	41	39	46	n/a	48	n/a	40
Overall	38	36	37	41	45	44	44	43	44
Benalla	39	33	38	36	48	n/a	47	n/a	40
35-49	38	31	30	36	49	n/a	50	n/a	43
18-34	50	34	40	31	50	n/a	45	n/a	43
50-64	34	27	35	35	48	n/a	45	n/a	36
Women	38	33	39	37	44	n/a	46	n/a	39
Rural	36	27	31	29	37	n/a	37	n/a	31

Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
Base: All respondents. Councils asked: 10 Councils asked group: 4
Note: Please see Appendix A for explanation of significant differences.

Maintenance of unsealed roads in your area performance

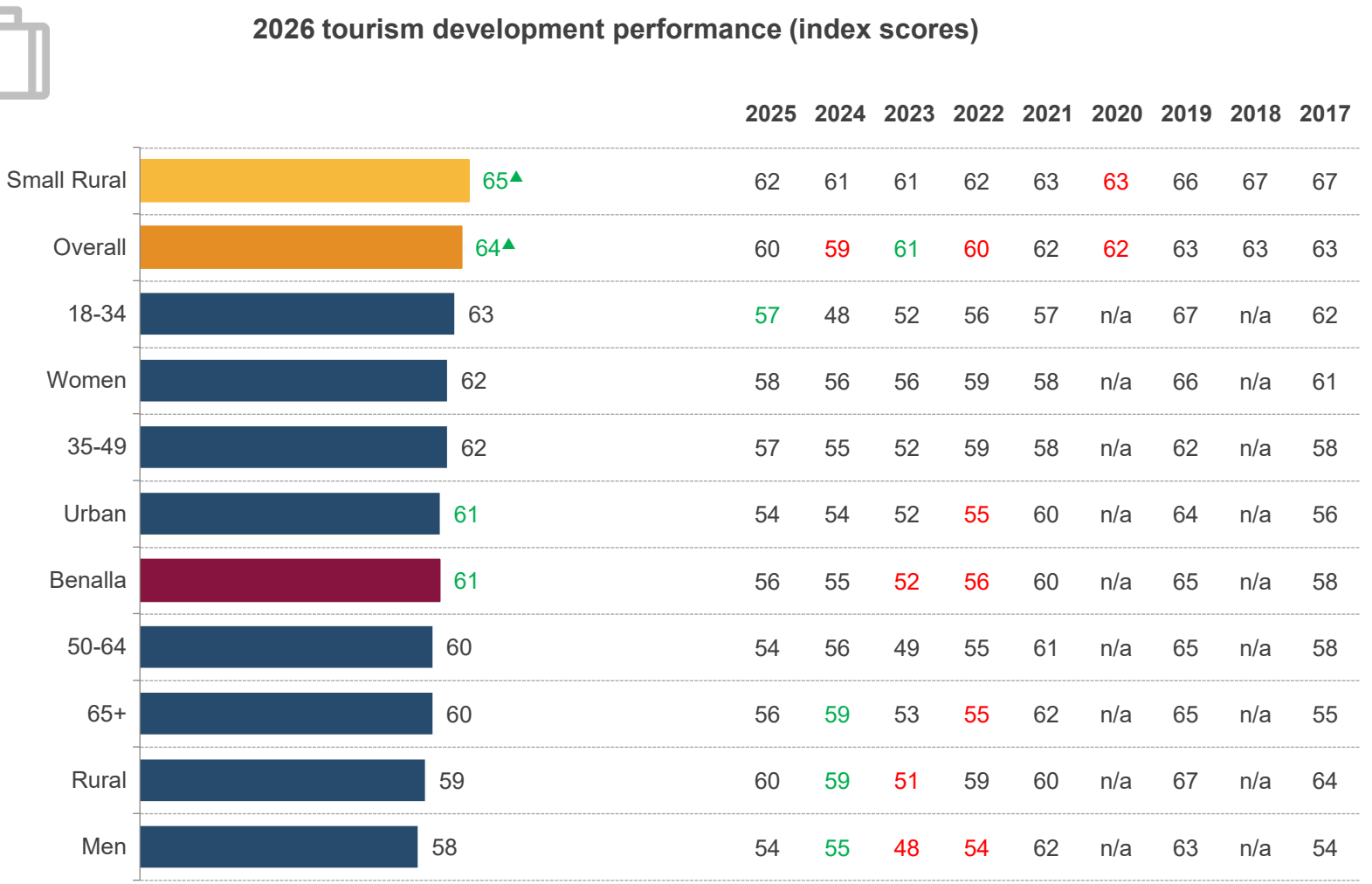
2026 unsealed roads performance (%)



Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
Base: All respondents. Councils asked: 10 Councils asked group: 4

Tourism development performance

2026 tourism development performance (index scores)

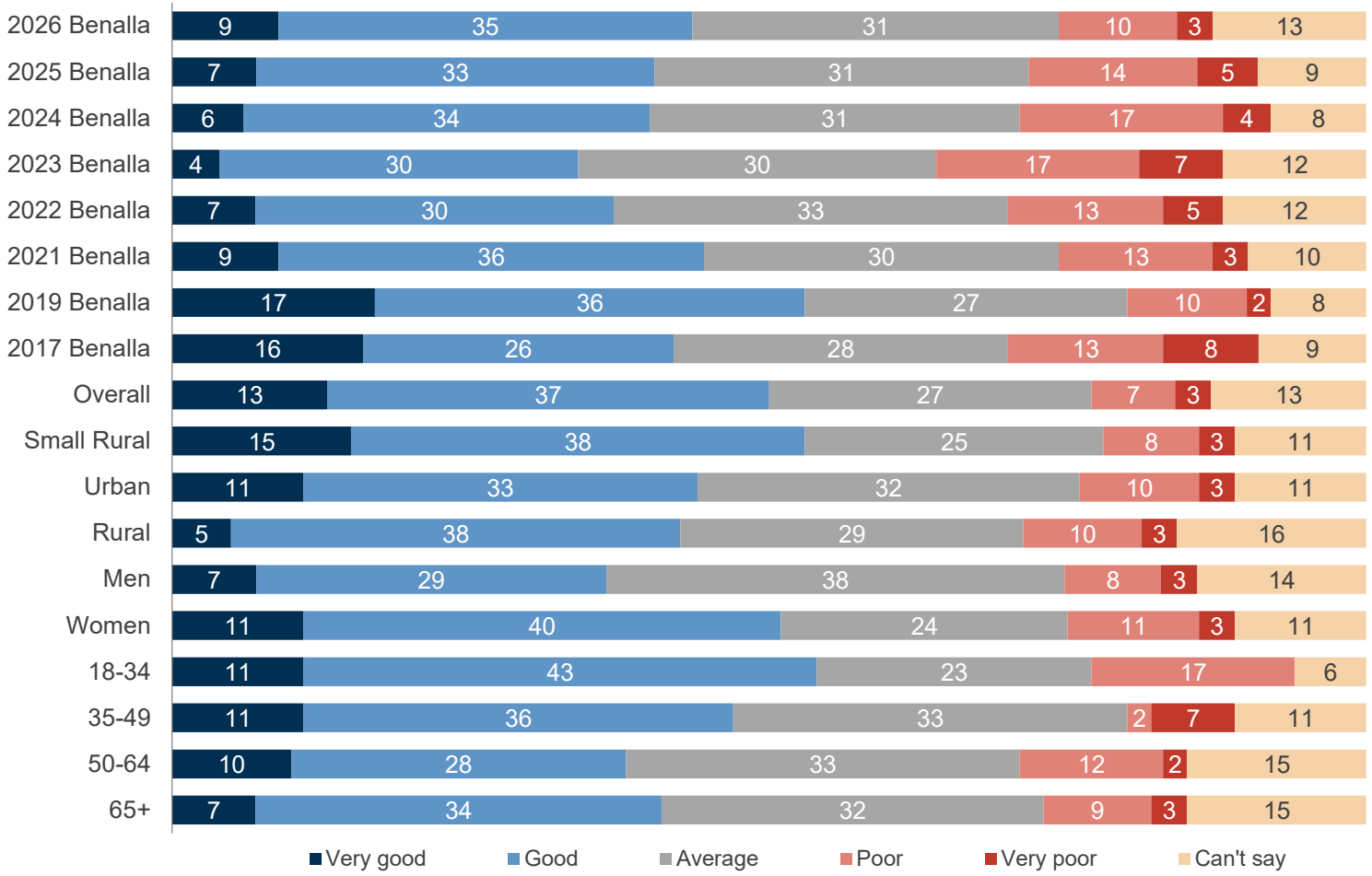


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Small Rural	62	61	61	62	63	63	66	67	67
Overall	60	59	61	60	62	62	63	63	63
18-34	57	48	52	56	57	n/a	67	n/a	62
Women	58	56	56	59	58	n/a	66	n/a	61
35-49	57	55	52	59	58	n/a	62	n/a	58
Urban	54	54	52	55	60	n/a	64	n/a	56
Benalla	56	55	52	56	60	n/a	65	n/a	58
50-64	54	56	49	55	61	n/a	65	n/a	58
65+	56	59	53	55	62	n/a	65	n/a	55
Rural	60	59	51	59	60	n/a	67	n/a	64
Men	54	55	48	54	62	n/a	63	n/a	54

Q2. How has Council performed on 'Tourism development' over the last 12 months?
Base: All respondents. Councils asked: 6 Councils asked group: 4
Note: Please see Appendix A for explanation of significant differences.

Tourism development performance

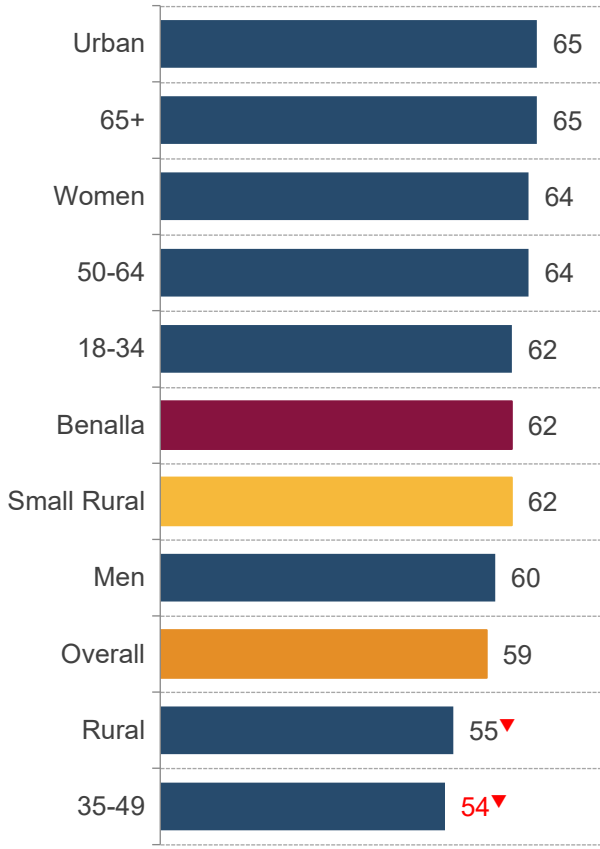
2026 tourism development performance (%)



Q2. How has Council performed on 'Tourism development' over the last 12 months?
Base: All respondents. Councils asked: 6 Councils asked group: 4

COVID-19 response performance

2026 COVID-19 response performance (index scores)

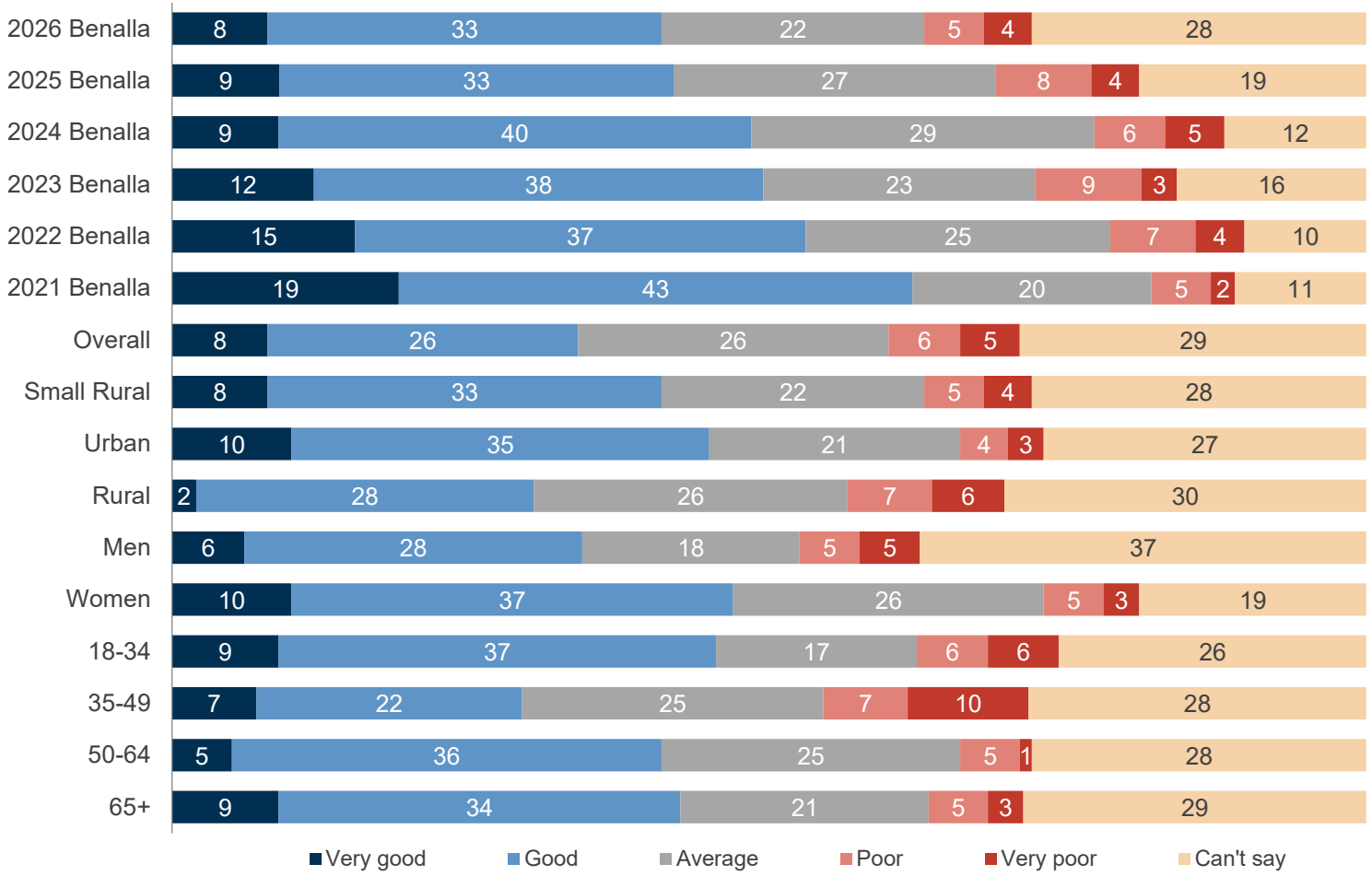


	2025	2024	2023	2022	2021	2020	2019	2018	2017
Urban	62	63	64	64	70	n/a	n/a	n/a	n/a
65+	61	64	67	68	72	n/a	n/a	n/a	n/a
Women	64	64	66	67	69	n/a	n/a	n/a	n/a
50-64	61	58	59	62	66	n/a	n/a	n/a	n/a
18-34	59	63	62	69	68	n/a	n/a	n/a	n/a
Benalla	61	62	64	65	70	n/a	n/a	n/a	n/a
Small Rural	61	62	69	69	75	n/a	n/a	n/a	n/a
Men	58	60	62	62	71	n/a	n/a	n/a	n/a
Overall	60	65	67	69	73	n/a	n/a	n/a	n/a
Rural	60	59	65	66	70	n/a	n/a	n/a	n/a
35-49	63	61	64	53	70	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: 2 Councils asked group: 1
Note: Please see Appendix A for explanation of significant differences.

COVID-19 response performance

2026 COVID-19 response performance (%)



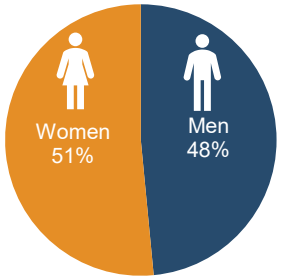
Q2. How has Council performed on 'COVID-19 response' over the last 12 months?
Base: All respondents. Councils asked: 2 Councils asked group: 1

Detailed demographics

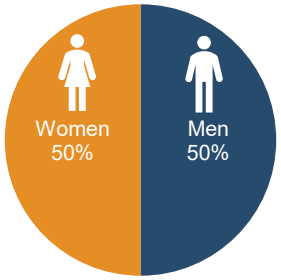
Gender and age profile

2026 gender

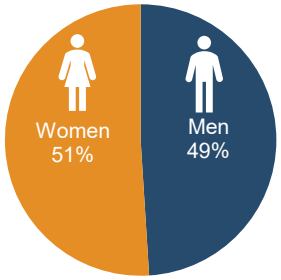
Benalla



Small Rural

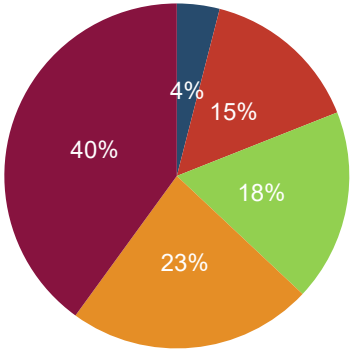


Overall

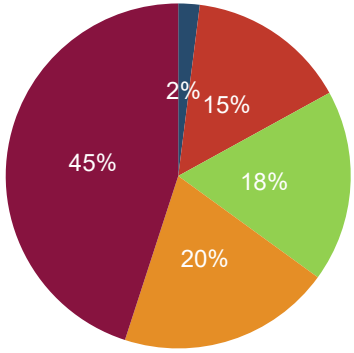


2026 age

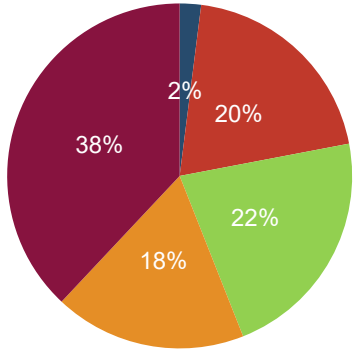
Benalla



Small Rural



Overall



S3. How would you describe your gender? / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked: 23 Councils asked group: 9
An "Other" option has been included for gender, hence the results may not add to 100%.
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

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 2026 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 12,100 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	184	194	+/-7.2
Women	215	206	+/-6.6
Urban	289	287	+/-5.7
Rural	111	113	+/-9.3
18-34 years	35	75	+/-16.8
35-49 years	91	73	+/-10.3
50-64 years	99	91	+/-9.9
65+ years	175	161	+/-7.4

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 can be found in this section including:

- Survey methodology and sampling
- 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 2026 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 2026 results are compared with previous years, as detailed below:

- 2025, n=400 completed interviews, conducted in the period of 30th May 2024 – 18th March 2025.
- 2024, n=400 completed interviews, conducted in the period of 1st June 2023 – 18th March 2024.
- 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.

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 58% 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 the 27th May 2025 until the 15th March 2026.

Appendix B: Analysis and reporting

In 2026, 23 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting, JWS Research 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 2012-2026 vary.

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:

- Ararat, Benalla, Gannawarra, Hepburn, Hindmarsh, Loddon, Mansfield, Queenscliffe and Yarriambiack.

Wherever appropriate, results for Benalla Rural City Council have been compared against those in the Small Rural group, as well as against all other participating councils (“Overall”).

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 2026 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. Alternatively, some questions in the 2026 Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

Every council that participated in the 2026 Local Government Community Satisfaction Survey receives a customised report. 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: 2026 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.

Overall average: The average result for all participating councils.

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.

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.

THERE ARE OVER 6 MILLION PEOPLE IN VICTORIA...

FIND OUT WHAT THEY'RE THINKING.

Contact us
03 8685 8555

Follow us
@JWSResearch

John Scales
Founder
jscales@jwsresearch.com

Mark Zuker
Managing Director
mzuker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

JWS RESEARCH