

2020 Local Government Community Satisfaction Survey

Greater Geelong City Council

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





Contents

<u>Background and objectives</u>	<u>3</u>	<u>Disadvantaged support services</u>	<u>92</u>
<u>Key findings and recommendations</u>	<u>4</u>	<u>Recreational facilities</u>	<u>96</u>
<u>Detailed findings</u>	<u>12</u>	<u>Appearance of public areas</u>	<u>100</u>
<u>Overall performance</u>	<u>13</u>	<u>Art centres and libraries</u>	<u>104</u>
<u>Customer service</u>	<u>29</u>	<u>Community and cultural activities</u>	<u>108</u>
<u>Communication</u>	<u>38</u>	<u>Waste management</u>	<u>112</u>
<u>Council direction</u>	<u>43</u>	<u>General town planning policy</u>	<u>116</u>
<u>Individual service areas</u>	<u>47</u>	<u>Planning and building permits</u>	<u>120</u>
<u>Community consultation and engagement</u>	<u>48</u>	<u>Environmental sustainability</u>	<u>124</u>
<u>Lobbying on behalf of the community</u>	<u>52</u>	<u>Planning for population growth</u>	<u>128</u>
<u>Decisions made in the interest of the community</u>	<u>56</u>	<u>Maintenance of unsealed roads</u>	<u>132</u>
<u>Condition of sealed local roads</u>	<u>60</u>	<u>Business and community development</u>	<u>136</u>
<u>Informing the community</u>	<u>64</u>	<u>Tourism development</u>	<u>140</u>
<u>Condition of local streets and footpaths</u>	<u>68</u>	<u>Detailed demographics</u>	<u>144</u>
<u>Traffic management</u>	<u>72</u>	<u>Appendix A: Index scores, margins of error and significant differences</u>	<u>146</u>
<u>Parking facilities</u>	<u>76</u>	<u>Appendix B: Further project information</u>	<u>151</u>
<u>Enforcement of local laws</u>	<u>80</u>		
<u>Family support services</u>	<u>84</u>		
<u>Elderly support services</u>	<u>88</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-first year, this survey provides insight into the community's views on:

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

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

Serving Victoria for 21 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 21 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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



**Key findings and
recommendations**



Greater Geelong City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Greater Geelong 60



State-wide 58



Regional Centres 56

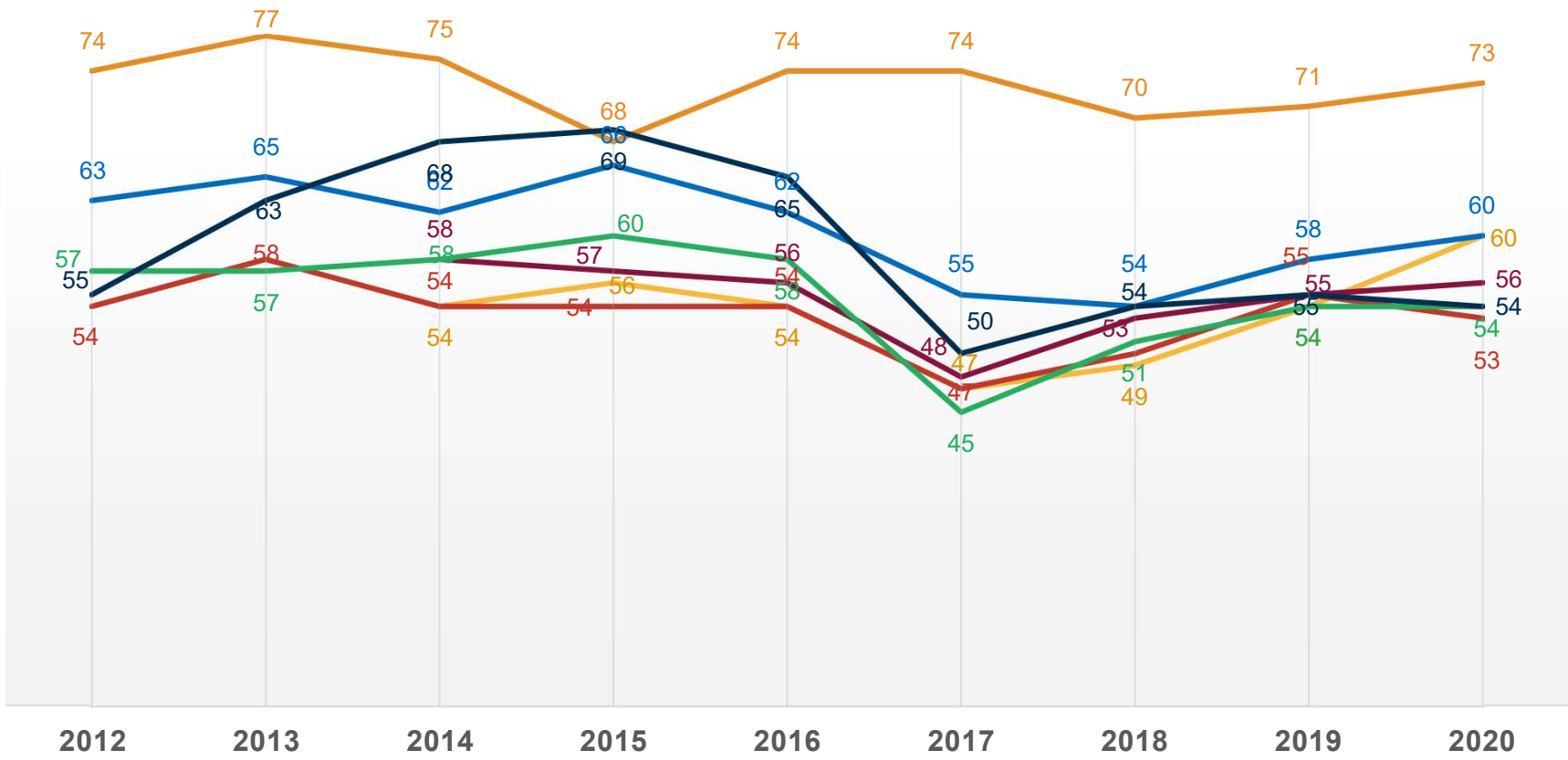
Council performance compared to State-wide and group averages

	The three areas where Council performance is significantly higher by the widest margin	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	<ul style="list-style-type: none"> Unsealed roads Tourism development Sealed local roads 	<ul style="list-style-type: none"> Waste management Environmental sustainability Parking facilities
Compared to group average	<ul style="list-style-type: none"> Tourism development Business & community dev. Community decisions 	<ul style="list-style-type: none"> Waste management Population growth Environmental sustainability



Summary of core measures

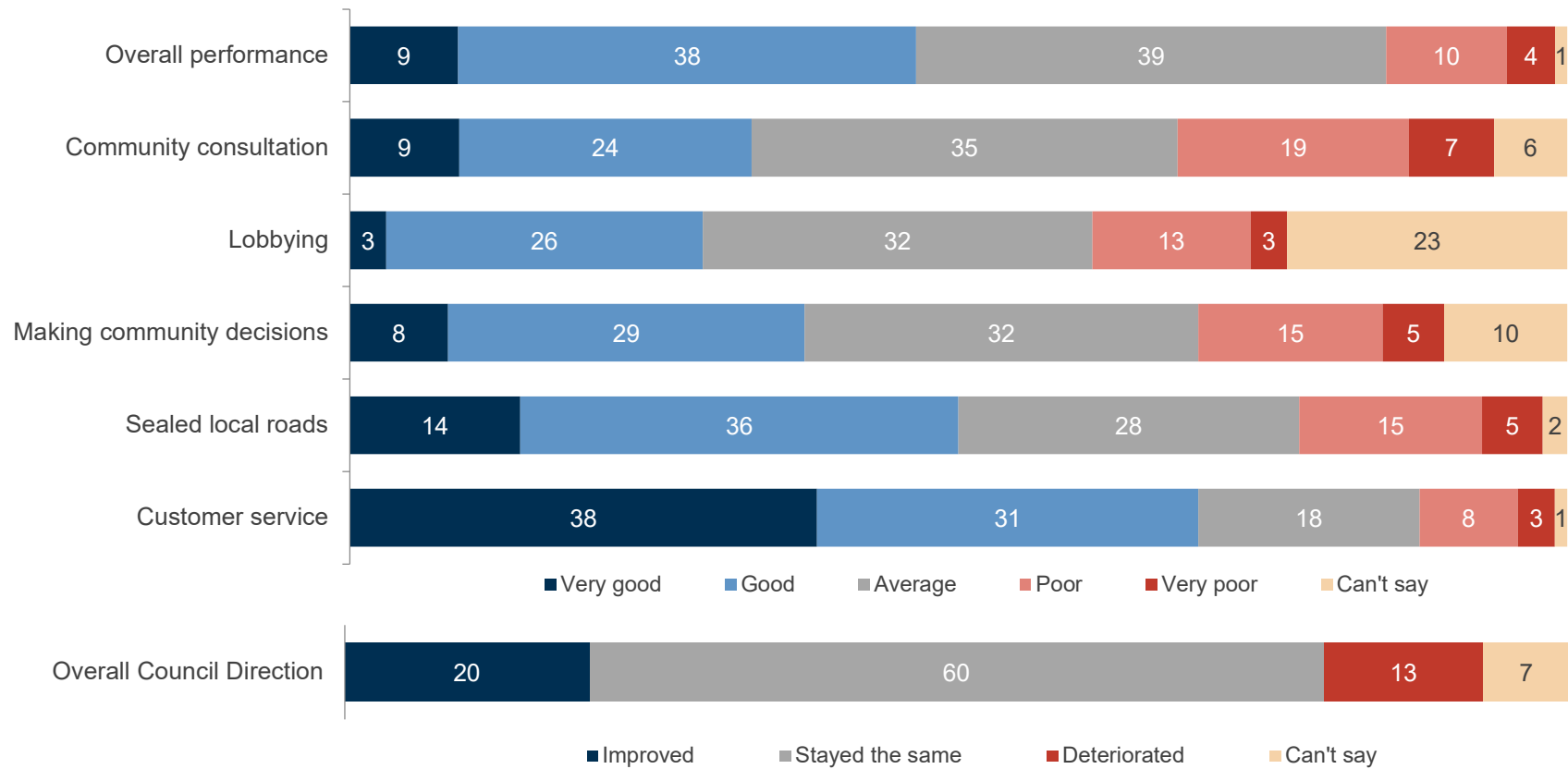
Index scores





Summary of core measures

Core measures summary results (%)





Summary of Greater Geelong City Council performance

Services	Greater Geelong 2020	Greater Geelong 2019	Regional Centres 2020	State-wide 2020	Highest score	Lowest score
Overall performance	60	58	56	58	Aged 65+ years	Aged 50-64 years
Overall council direction	54	55	50	51	Aged 18-34 years	Men
Customer service	73	71	70	70	Aged 35-49 years	Aged 18-34 years
Art centres & libraries	77	-	74	74	Aged 35-49 years	Aged 18-34 years
Recreational facilities	71	-	70	70	Aged 65+ years, Aged 35-49 years	Aged 50-64 years, Aged 18-34 years
Tourism development	70	-	63	62	Aged 35-49 years	Aged 50-64 years
Appearance of public areas	69	-	72	72	Aged 35-49 years	Aged 18-34 years, Aged 50-64 years
Community & cultural	68	-	69	68	Aged 35-49 years	Aged 18-34 years
Family support services	65	-	65	66	Aged 35-49 years	Aged 50-64 years
Elderly support services	64	-	63	68	Aged 65+ years	Aged 50-64 years

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



Summary of Greater Geelong City Council performance

Services		Greater Geelong 2020	Greater Geelong 2019	Regional Centres 2020	State-wide 2020	Highest score	Lowest score
	Business & community dev.	64	-	58	59	Aged 18-34 years	Aged 50-64 years
	Enforcement of local laws	62	-	64	63	Aged 35-49 years	Aged 50+
	Local streets & footpaths	61	-	59	58	Men	Aged 50-64 years
	Sealed local roads	60	54	55	54	Aged 18-34 years	Aged 50-64 years
	Disadvantaged support serv.	59	-	59	60	Men	Aged 65+ years, Women
	Waste management	59	-	66	65	Aged 65+ years	Aged 50-64 years
	Traffic management	58	-	56	58	Aged 18-34 years	Aged 50-64 years
	Informing the community	57	-	56	59	Aged 35-49 years	Aged 50-64 years
	Community decisions	56	55	50	53	Aged 18-34 years	Aged 50-64 years
	Unsealed roads	55	-	55	44	Aged 18-34 years	Aged 50-64 years

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



Summary of Greater Geelong City Council performance

Services		Greater Geelong 2020	Greater Geelong 2019	Regional Centres 2020	State-wide 2020	Highest score	Lowest score
	Lobbying	54	54	52	53	Aged 35-49 years, Men	Aged 18-34 years
	Environmental sustainability	54	-	61	60	Aged 65+ years	Aged 35-49 years
	Consultation & engagement	53	55	51	55	Aged 18-34 years	Aged 50-64 years
	Town planning policy	53	-	52	54	Aged 18-34 years	Aged 50-64 years
	Building & planning permits	53	-	57	51	Aged 18-34 years	Aged 50-64 years
	Parking facilities	51	-	49	55	Men	Aged 50-64 years
	Population growth	51	-	57	51	Aged 18-34 years	Aged 50-64 years

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



Focus areas for the next 12 months

Overview

Council performs either in line with or significantly higher than the Regional Centres group and State-wide averages on most individual services areas. A similar pattern is observed among the core measures, all of which this year have extended upwards trends in performance. Perceptions of overall performance are equally positive, having exceeded the 2019 result and consolidated a multi-year trend of improvement. Council continues to rebound strongly after a slump in perceptions in 2017.

Key influences on perceptions of overall performance

Greater Geelong City Council should focus on maintaining and improving performance in the individual service areas that most influence perception of overall performance: town planning, lobbying, decisions made in the interest of the community and community consultation and engagement. Being one of the lowest performing areas relative to others, and an area with considerable influence on overall performance perceptions, improving perceptions of town planning should be a particularly important focus for the coming year.

Comparison to state and area grouping

Council generally performs in line with or higher (some significantly so) than the Regional Centres group and State-wide averages. However, performance on the appearance of public areas, waste management and environmental sustainability is rated significantly below both group averages. This is particularly concerning in the case of waste management, which is deemed the most important service area in the eyes of residents.

Maintain momentum and build upon improvement trends

Council should endeavor to maintain momentum in the area of sealed local roads, as the most improved measure this year and one that influences overall perceptions. More broadly, good communication, consultation and advocacy on behalf of residents provide significant opportunity for Council to drive up its overall performance rating. Addressing concerns with population growth should also be a focus, as the lowest rated service area with one of the highest gaps between perceived importance and performance.

DETAILED FINDINGS





**Overall
performance**



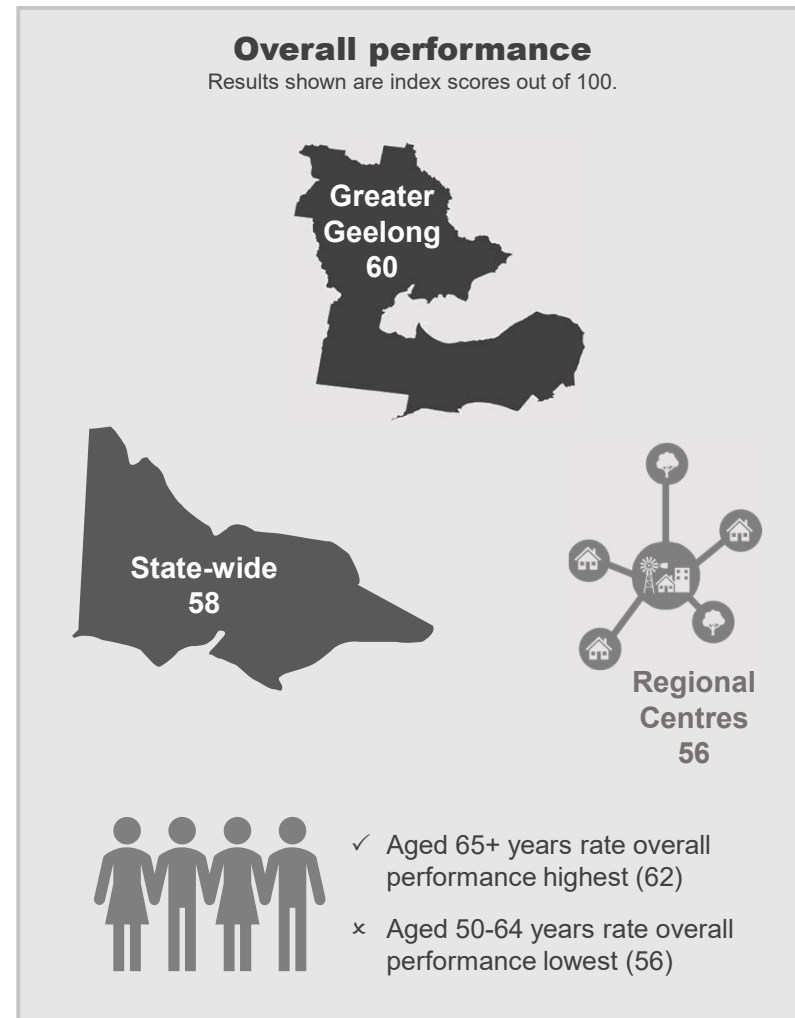
Overall performance

The overall performance index score of 60 for Greater Geelong City Council represents a two-point improvement on the significant gains made in 2019.

- Council’s efforts to recover from consecutive significant declines in 2016 and 2017 continue to be well-received in the community, with 2020 further extending the upward trend in positive perceptions.
- Ratings among almost all demographic and geographic cohorts increased over the last 12 months.
- Significant gains in perceptions made in 2019 among residents aged 50 to 64 years have not only maintained this year, but been further built upon.

Greater Geelong City Council’s overall performance is rated statistically significantly higher (at the 95% confidence interval) than the average rating for councils in the Regional Centres group, and is in line with the State-wide average (index scores of 56 and 58 respectively).

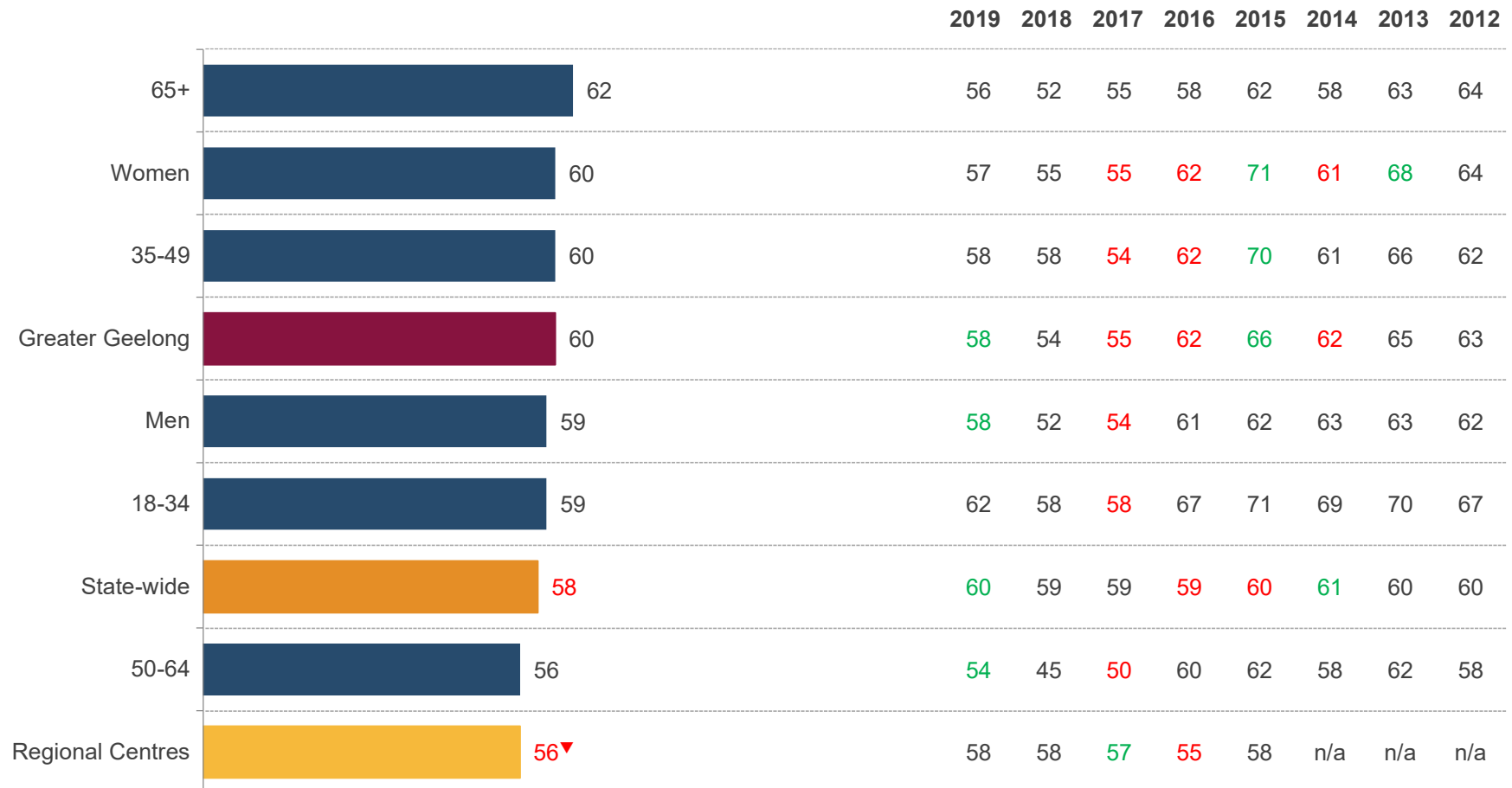
Over three times as many residents rate Greater Geelong City Council’s overall performance as ‘very good’ or ‘good’ (47%) as those who rate it as ‘very poor’ or ‘poor’ (14%). A further 39% sit mid-scale, rating Council’s overall performance as ‘average’.





Overall performance

2020 overall performance (index scores)

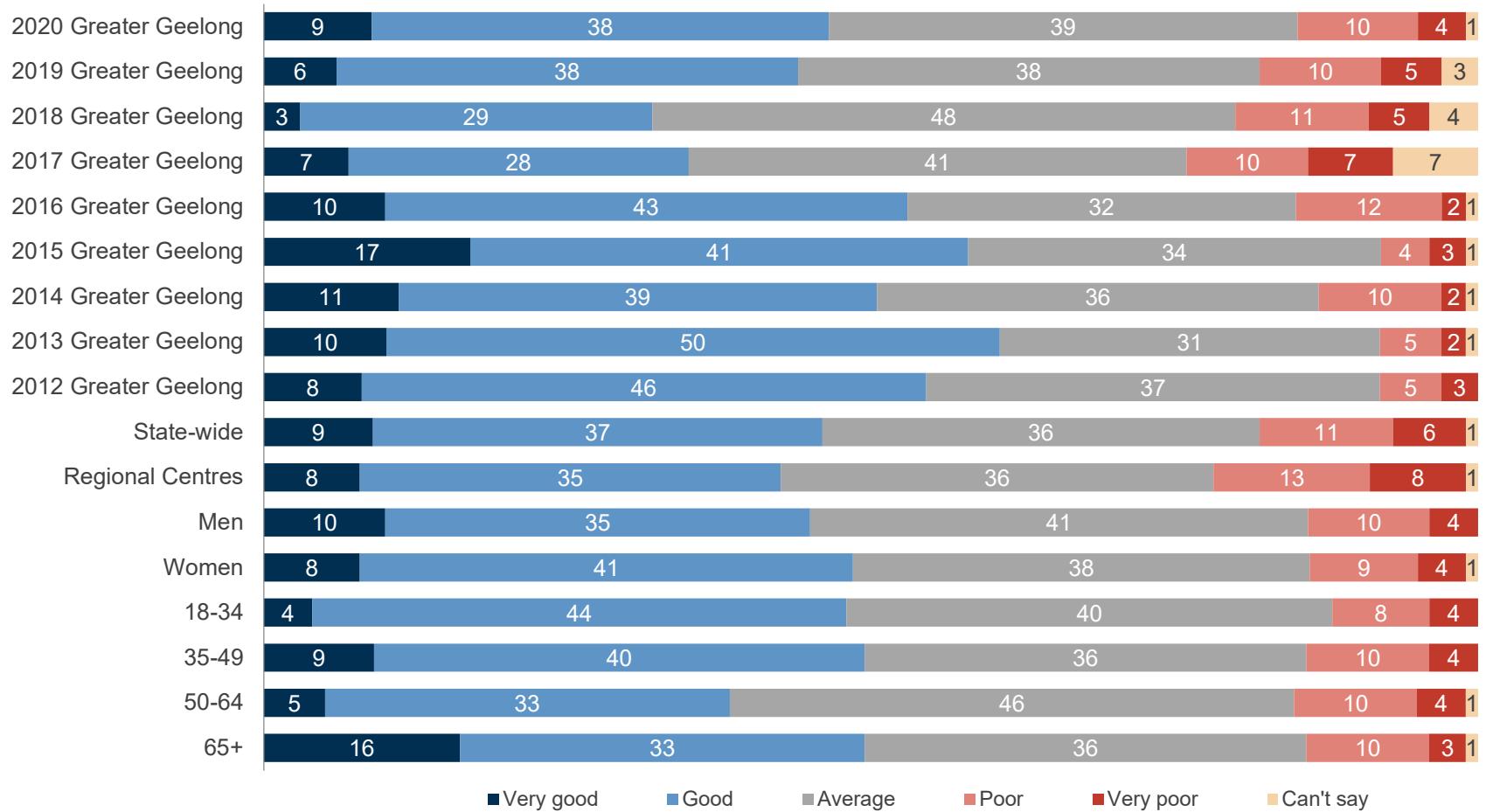


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Greater Geelong City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Overall performance

2020 overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Greater Geelong 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: 8



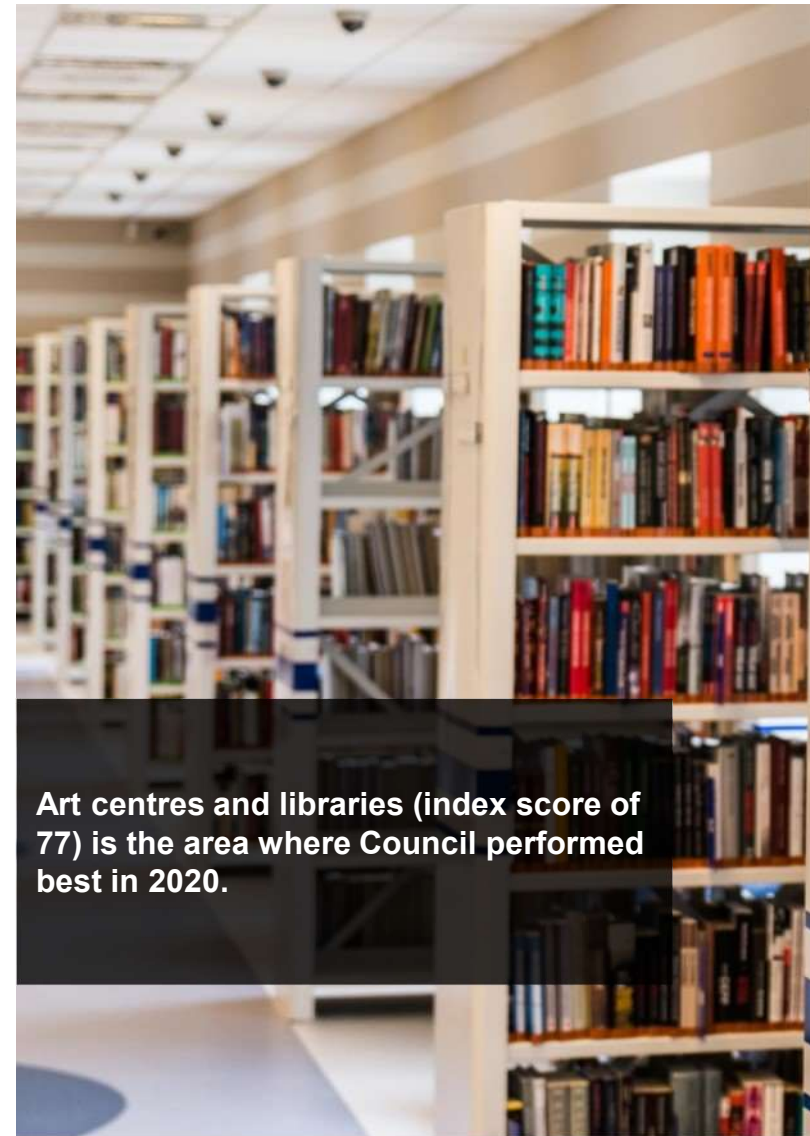
Top performing service areas

Art centres and libraries (index score of 77) is the area where Council performed best in 2020. This however represents a seven-point decline from when this measure was last evaluated in 2016 when ratings peaked.

- Similar declines are observed across all demographic cohorts.
- Council should ensure that perceptions do not further decline, as performance on art centres and libraries has a moderate influence on Council's overall rating.
- Despite these declines, Council performs significantly higher than both the Regional Centres group and State-wide averages in this service area.

Council's most improved measure in 2020 is sealed local roads (index score of 60) which has reached peaked performance following a significant six-point improvement from 2019.

- This increase makes sealed local roads the only service area to have experienced consecutive significant improvements in performance.
- Council should endeavour to maintain this momentum and consolidate the impressive gains made over time, as sealed local roads is one of the more influential service areas shaping overall perceptions of Council.
- Performance here is rated significantly higher than both the Regional Centres and State-wide group averages.



Art centres and libraries (index score of 77) is the area where Council performed best in 2020.



Low performing service areas



Council rates lowest in the areas of parking facilities and population growth (both with an index score of 51).

- On population growth, Council rates significantly lower than the Regional Centres group average. Conversely, performance on parking facilities is in line with the Regional Centres group average.
- Population growth is rated among the most important service area by residents, yet it exhibits the greatest disparity between perceived importance and performance (differential of -30).

Other lower rated service areas include some of the most influential ones impacting the overall performance rating: consultation and engagement (index score of 53), town planning policy (53) and lobbying (54).

- Perceived importance exceeds performance by 14 points or more in each of these areas. Efforts should be made to close these gaps and capitalise on the opportunities they present to shore up overall performance perceptions.

In line with the above themes, communication (10%), community consultation (8%) parking availability (6%), and town planning/permits/red tape (6%) are among the most frequently mentioned issues or services that Council needs to improve upon.



Individual service area performance

2020 individual service area performance (index scores)

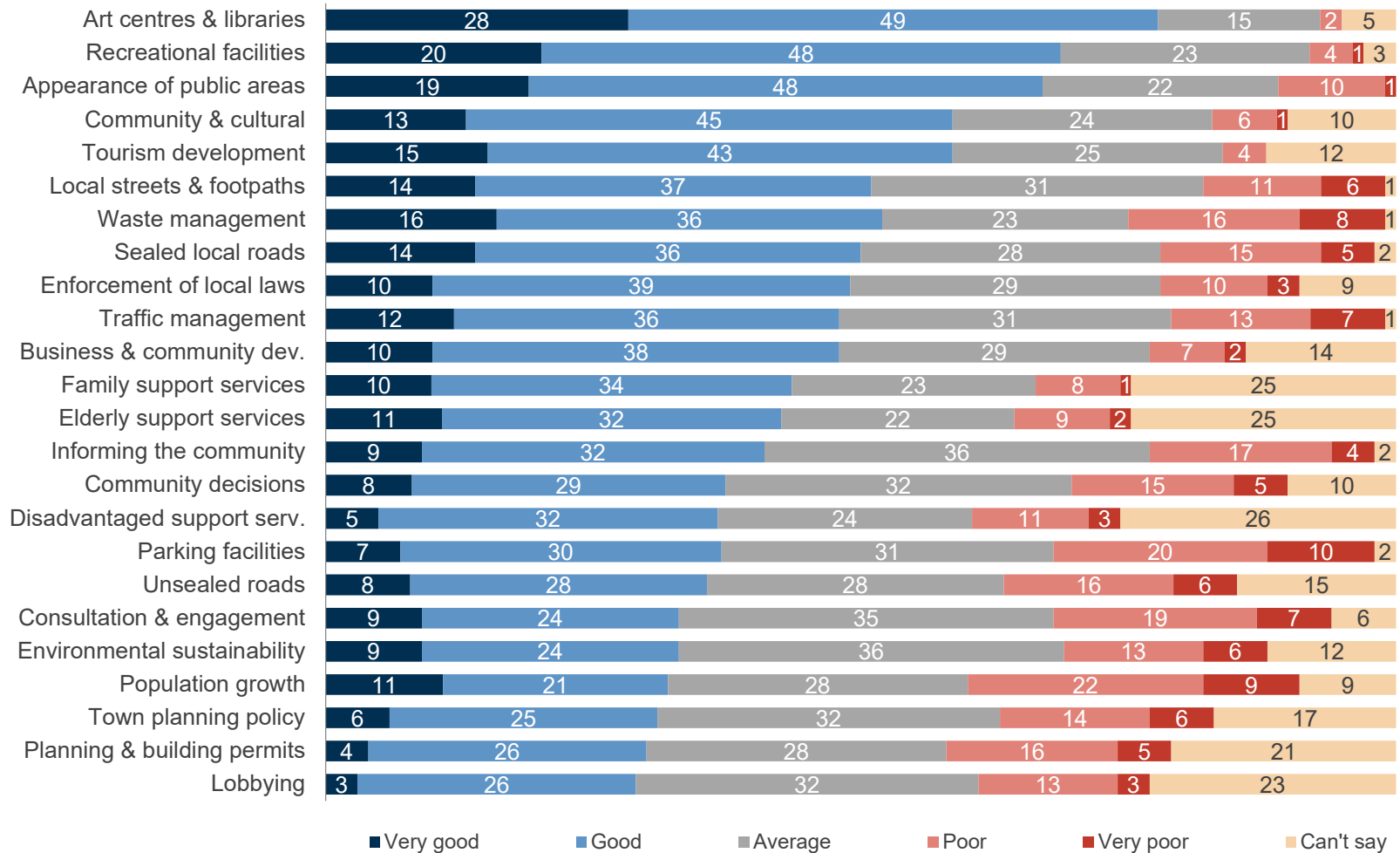
		2019	2018	2017	2016	2015	2014	2013	2012
Art centres & libraries	77	n/a	n/a	n/a	84	77	75	75	75
Recreational facilities	71	n/a	n/a	n/a	72	70	73	73	72
Tourism development	70	n/a	n/a	62	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	69	n/a	n/a	n/a	73	70	68	69	70
Community & cultural	68	n/a	n/a	n/a	72	70	68	70	69
Family support services	65	n/a	n/a	n/a	66	63	67	68	65
Business & community dev.	64	n/a	n/a	54	n/a	n/a	n/a	n/a	n/a
Elderly support services	64	n/a	n/a	n/a	66	63	69	67	66
Enforcement of local laws	62	n/a	n/a	n/a	62	64	64	70	68
Local streets & footpaths	61	n/a	n/a	50	55	58	59	59	58
Sealed local roads	60	54	49	47	54	56	54	n/a	n/a
Disadvantaged support serv.	59	n/a	n/a	n/a	58	60	64	62	62
Waste management	59	n/a	n/a	n/a	73	74	75	69	74
Traffic management	58	n/a	n/a	n/a	59	61	58	59	59
Informing the community	57	n/a	n/a	54	61	60	61	61	60
Community decisions	56	55	53	48	56	57	58	n/a	n/a
Unsealed roads	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	54	n/a	n/a	n/a	61	63	62	n/a	n/a
Lobbying	54	54	51	45	58	60	58	57	57
Town planning policy	53	n/a	n/a	n/a	52	55	53	55	52
Consultation & engagement	53	55	50	47	54	54	54	58	54
Planning & building permits	53	n/a	n/a	n/a	54	56	51	58	55
Population growth	51	n/a	n/a	55	n/a	n/a	n/a	n/a	n/a
Parking facilities	51	n/a	n/a	42	50	54	47	47	49

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2020 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8



Individual service area importance

2020 individual service area importance (index scores)

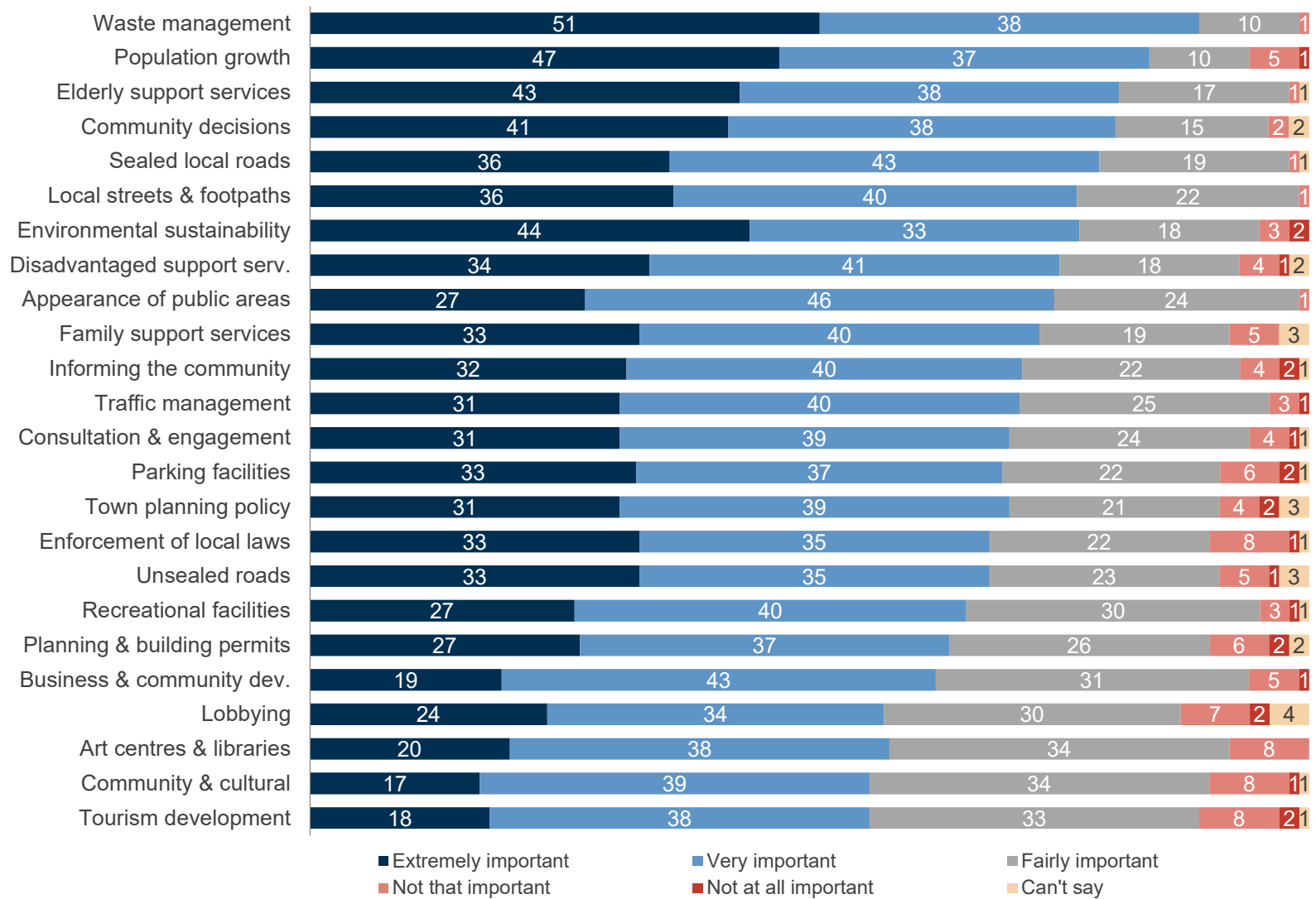
	2019	2018	2017	2016	2015	2014	2013	2012
Waste management	85	n/a	n/a	n/a	83	n/a	83	80
Population growth	81	n/a	n/a	76	n/a	n/a	n/a	n/a
Elderly support services	81	n/a	n/a	n/a	79	n/a	81	82
Community decisions	80	n/a	n/a	n/a	78	82	n/a	n/a
Environmental sustainability	79	n/a	n/a	n/a	72	73	n/a	n/a
Sealed local roads	79	n/a	n/a	n/a	77	78	n/a	n/a
Local streets & footpaths	78	n/a	n/a	n/a	77	n/a	78	76
Disadvantaged support serv.	76	n/a	n/a	n/a	72	n/a	78	74
Family support services	76	n/a	n/a	n/a	73	n/a	78	75
Appearance of public areas	75	n/a	n/a	n/a	75	n/a	76	73
Traffic management	75	n/a	n/a	n/a	72	n/a	75	74
Informing the community	74	n/a	n/a	n/a	78	n/a	78	73
Unsealed roads	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	74	n/a	n/a	n/a	74	n/a	75	70
Town planning policy	74	n/a	n/a	n/a	71	n/a	72	72
Parking facilities	74	n/a	n/a	n/a	75	n/a	77	74
Enforcement of local laws	73	n/a	n/a	n/a	72	n/a	75	72
Recreational facilities	72	n/a	n/a	n/a	71	n/a	73	71
Planning & building permits	71	n/a	n/a	n/a	70	n/a	71	70
Lobbying	68	n/a	n/a	n/a	65	n/a	68	68
Business & community dev.	68	n/a	n/a	75	n/a	n/a	n/a	n/a
Art centres & libraries	67	n/a	n/a	n/a	68	n/a	64	67
Community & cultural	66	n/a	n/a	n/a	60	n/a	63	61
Tourism development	65	n/a	n/a	69	n/a	n/a	n/a	n/a

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Individual service area importance

2020 individual service area importance (%)

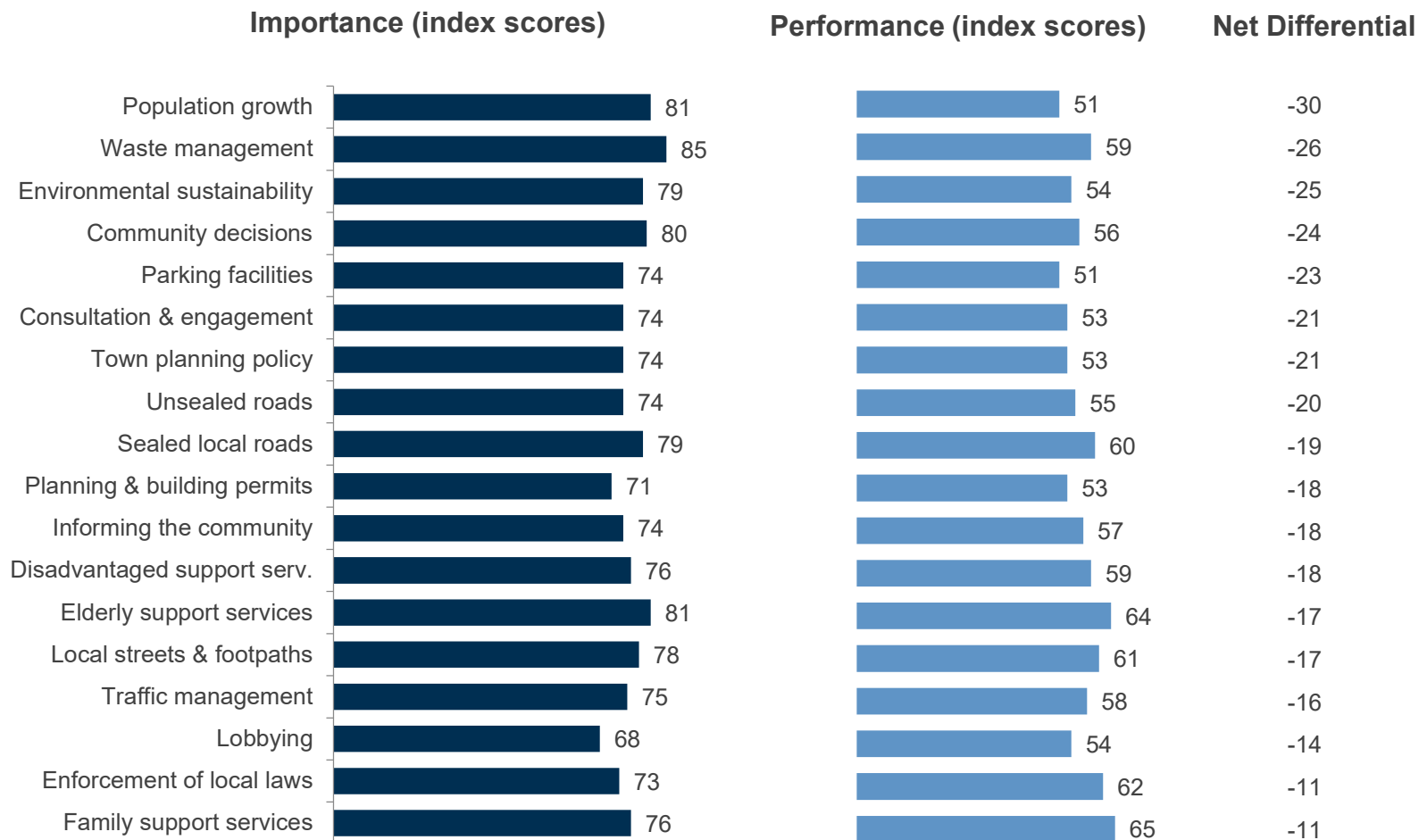


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 5



Individual service areas importance vs performance

Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary.



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number.



Influences on perceptions of overall performance

The individual service areas with 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, as well as demonstrating transparency and community interest in Council decision-making provide the greatest opportunities to drive up overall opinion of Council's performance.

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

- Lobbying on behalf of the community
- The condition of sealed local roads, excluding VicRoads
- Town planning
- The appearance of public areas
- Art centres and libraries
- Traffic management
- Disadvantaged support services.

Looking just at these key service areas, arts centres and libraries and the appearance of public areas have a high performance index (77 and 69 respectively) and a moderate positive influence on the overall performance rating, therefore maintaining these positive results should remain a focus.

Other service areas that have a positive influence on overall perceptions, but perform less well, are Council lobbying and town planning (performance index of 54 and 53 respectively).

A focus on demonstrating Council efforts to advocate and defend community interests, particularly in relation to town planning issues, can also help shore up positive opinion of Council overall.



Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

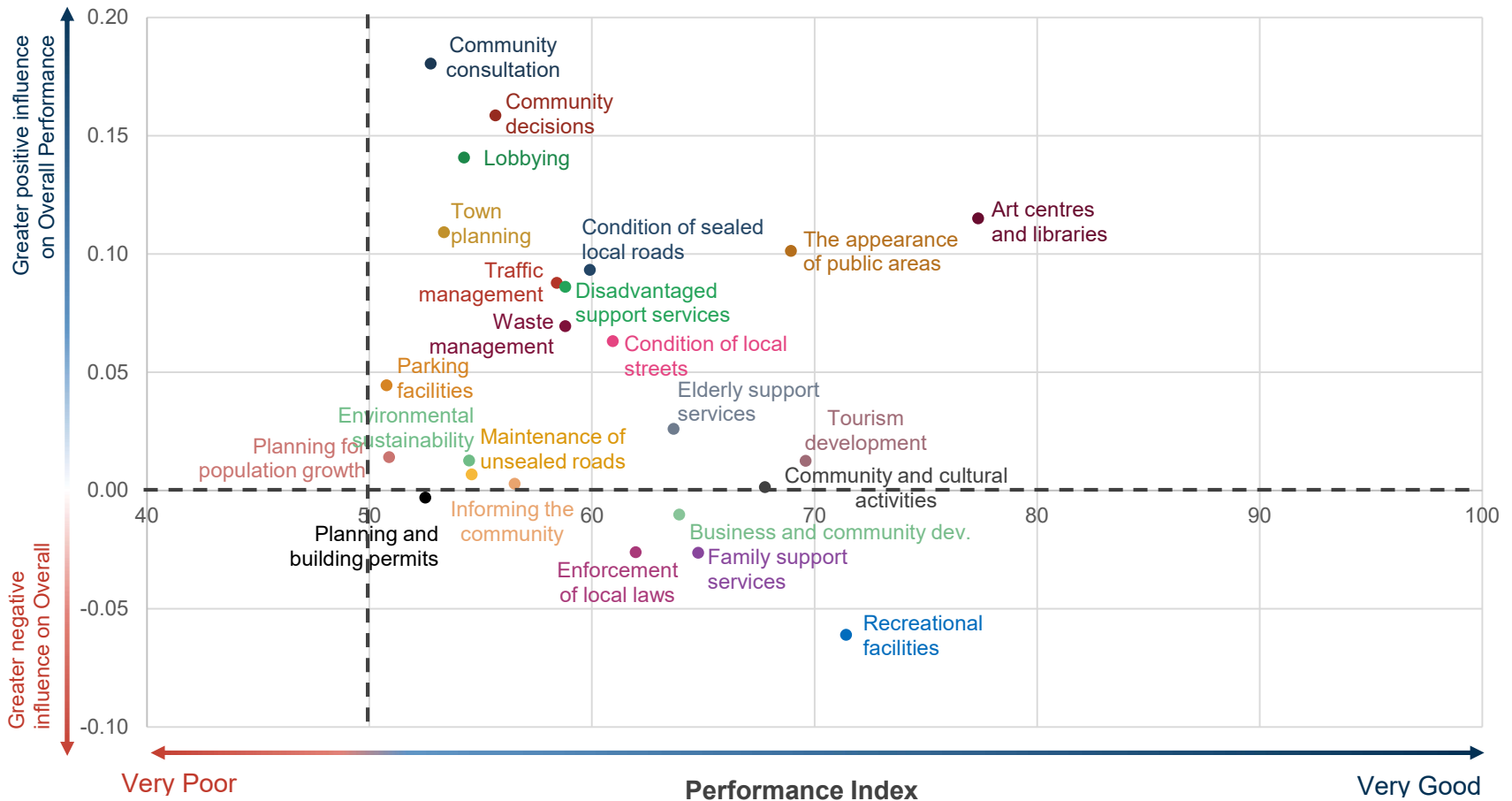
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

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



Influence on overall performance: all service areas

2020 regression analysis (all service areas)

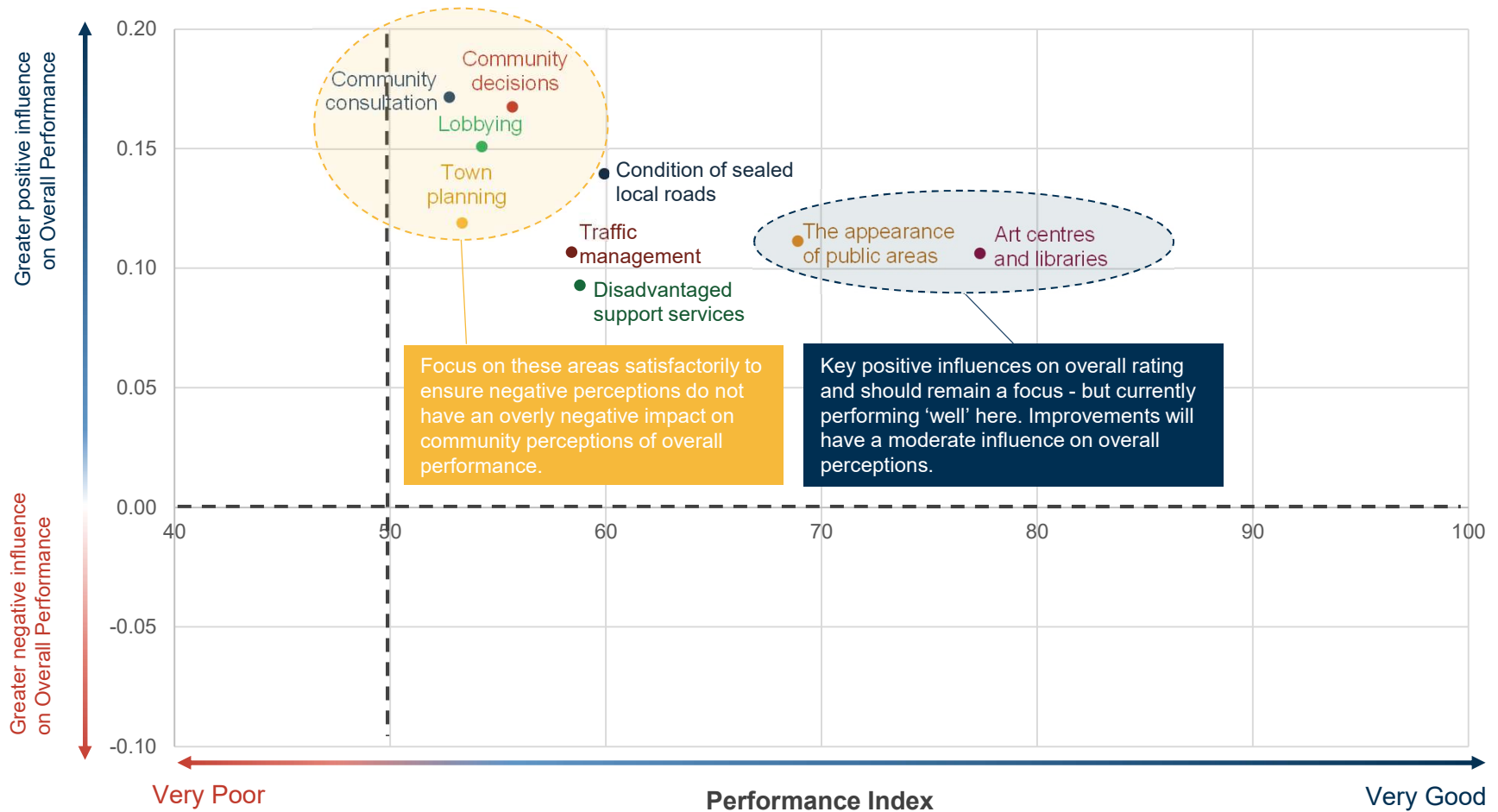


The multiple regression analysis model above (all service areas) has an R-squared value of 0.617 and adjusted R-square value of 0.593, which means that 62% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 25.3$. 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

2020 regression analysis (key service areas)

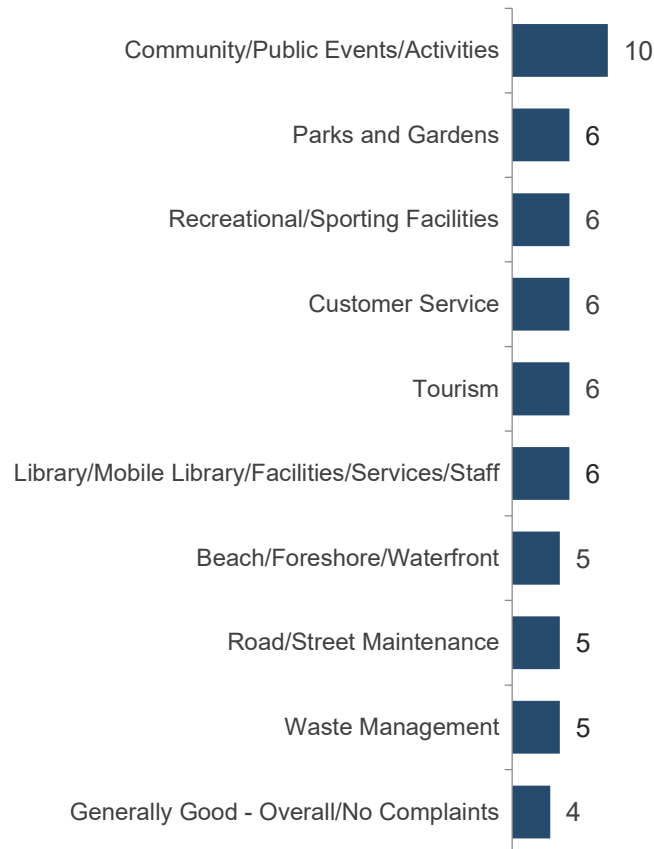


The multiple regression analysis model above (reduced set of service areas) has an R-squared value of 0.604 and adjusted R-square value of 0.595, which means that 60% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 66.5$.

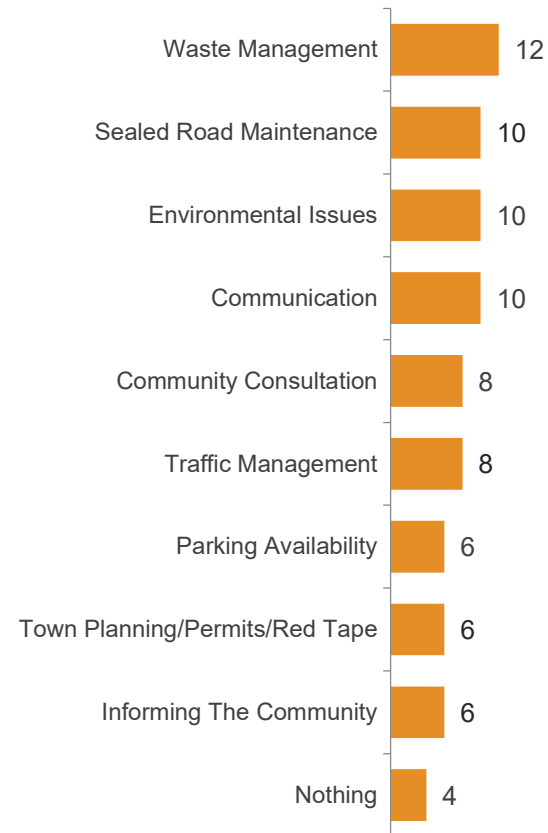


Best things about Council and areas for improvement

2020 best things about Council (%)
- Top mentions only -



2020 areas for improvement (%)
- Top mentions only -



Q16. Please tell me what is the ONE BEST thing about Greater Geelong City Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 3

Q17. What does Greater Geelong City Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 7

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 (59%) have had contact with Council in the last 12 months. Rate of contact has been fairly steady over time.

Contact by telephone (33%), in person (21%) and by email (21%) are the main methods of contacting Council. While the rate of contact remains relatively unchanged over time, use of email and in-person contact are both on the rise again after falling out of favour in recent years.



Among those residents who have had contact with Council, 69% provide a positive customer service rating of 'very good' or 'good', including 38% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 73 represents a two-point improvement on the 2019 result. This marks the second year in a row Council has made incremental improvements here, edging ratings back to peak performance levels.

Customer service is rated in line with the State-wide and Regional Centres group averages (both with index scores of 70).

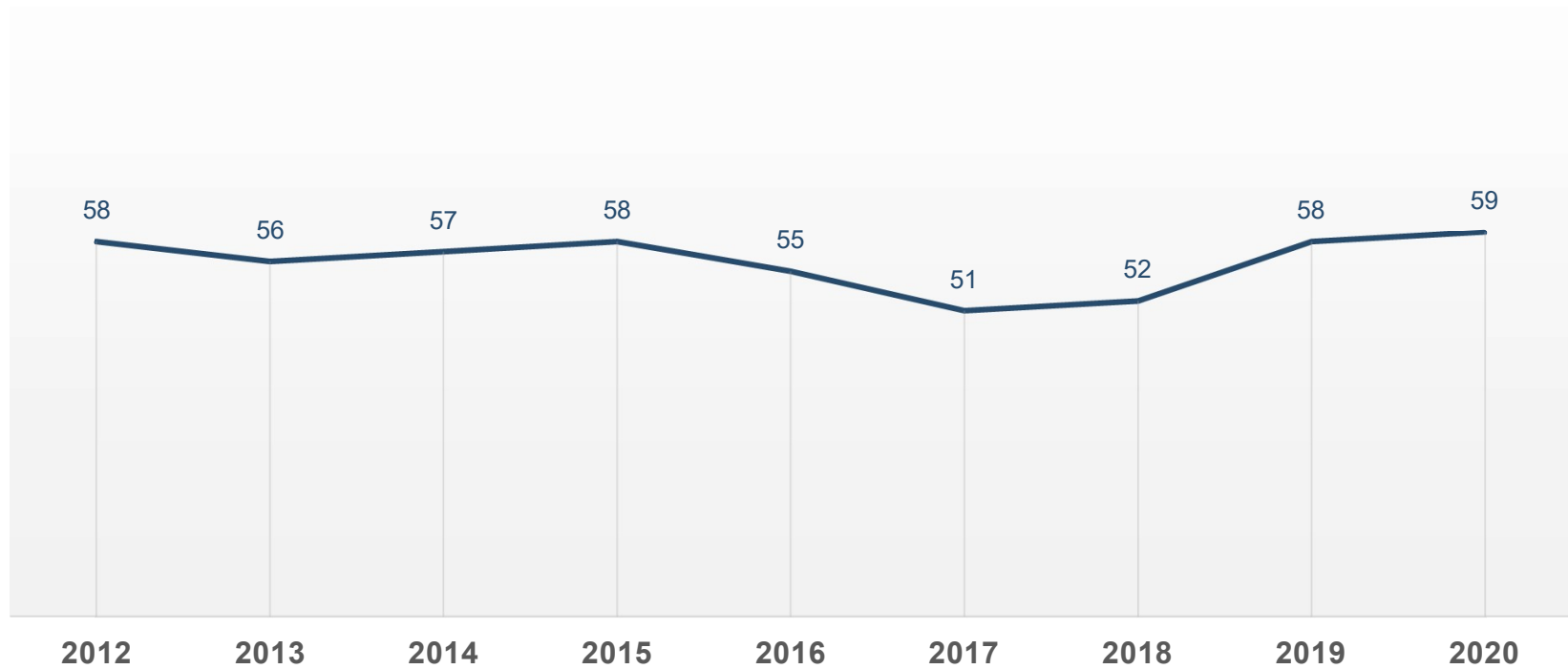
Positively, those with the highest rate of contact with Council (35 to 49 year olds) are also the most positive about Council's customer service performance (index score of 77). In contrast, younger residents aged 18 to 34 years had the least contact with Council over the past 12 months, and had the lowest customer service rating (index score of 69).

Customer service ratings among those who enquire by telephone have improved by five points (to an index score of 77) over the last 12 months, now reaching the highest level recorded. This is a positive result for Council considering telephone is the most utilised form of contact.



Contact with council

2020 contact with council (%)
Have had contact

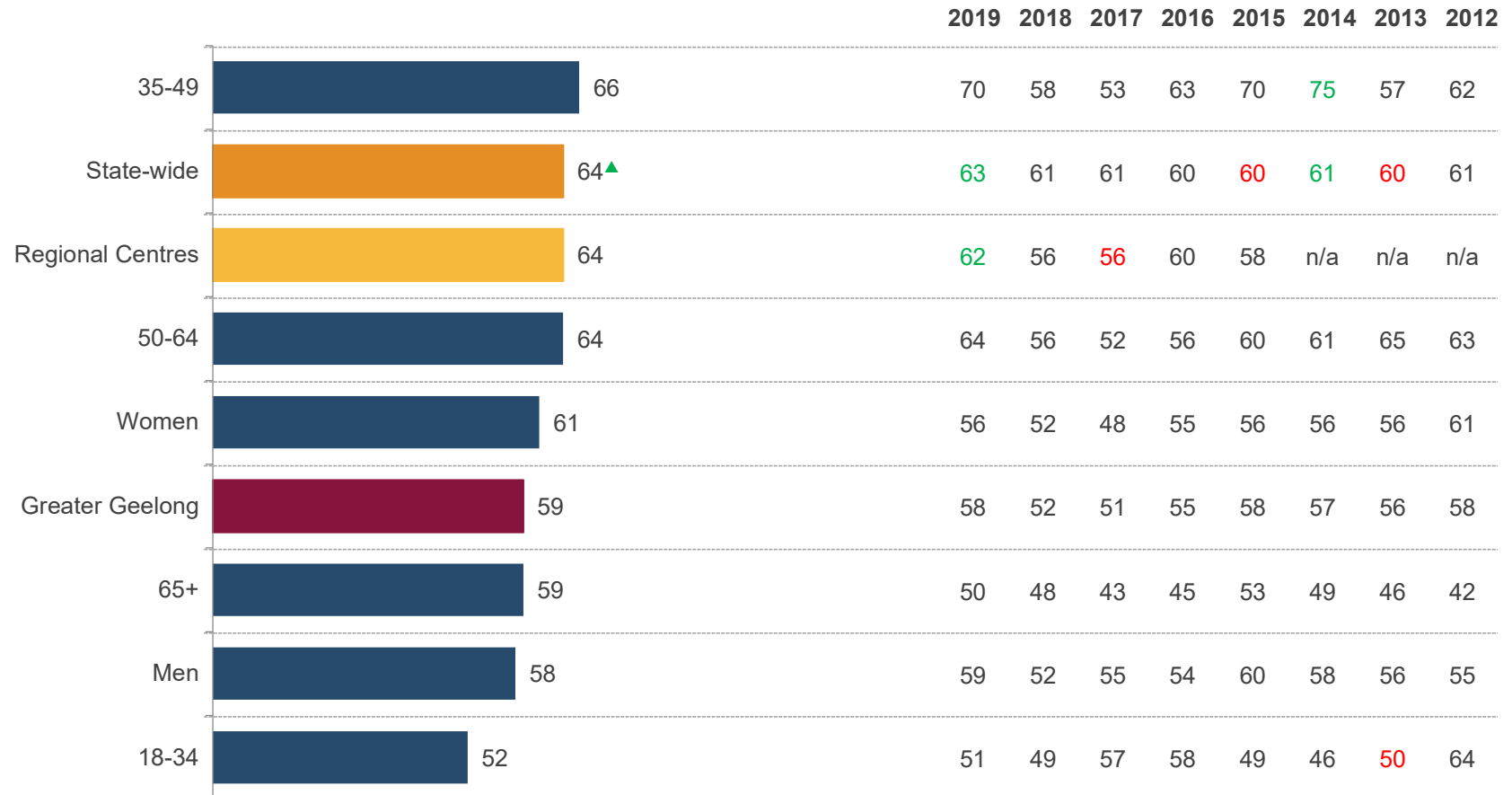


Q5a. Have you or any member of your household had any recent contact with Greater Geelong City Council in any of the following ways?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 4



Contact with council

2020 contact with council (%)



Q5a. Have you or any member of your household had any recent contact with Greater Geelong City Council in any of the following ways?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Customer service rating

2020 customer service rating (index scores)

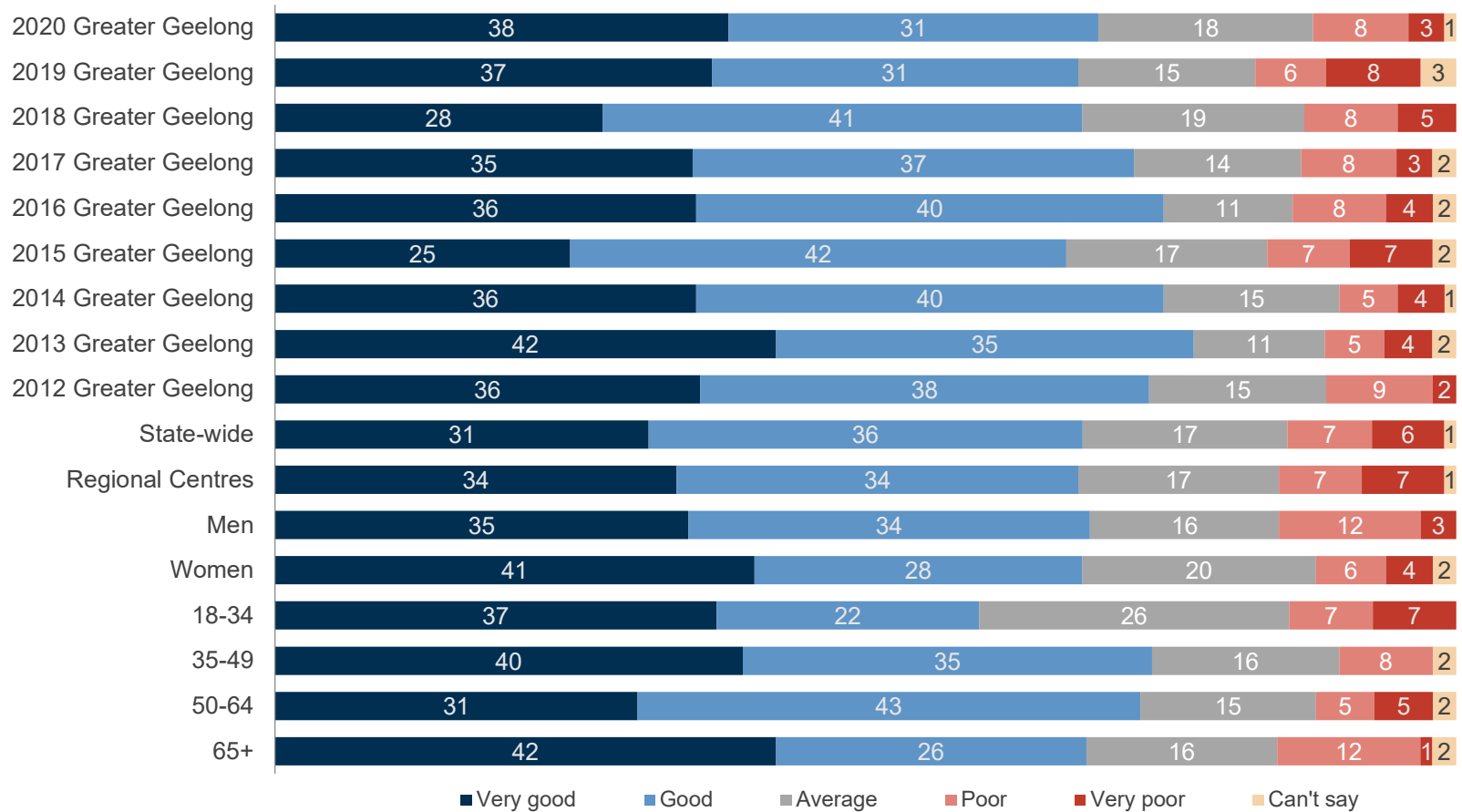
	2019	2018	2017	2016	2015	2014	2013	2012
35-49	77	70	64	76	67	76	80	81
Women	75	73	77	73	69	76	80	76
65+	75	66	81	76	74	74	81	76
Greater Geelong	73	70	74	74	68	75	77	74
50-64	73	70	74	79	68	75	74	75
Men	72	66	71	76	68	74	75	72
Regional Centres	70	72	72	70	71	n/a	n/a	n/a
State-wide	70	70	69	69	70	72	71	71
18-34	69	73	78	68	66	75	79	66

Q5c. Thinking of the most recent contact, how would you rate Greater Geelong 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: 8
 Note: Please see Appendix A for explanation of significant differences.



Customer service rating

2020 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Greater Geelong 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: 8



Method of contact with council

2020 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



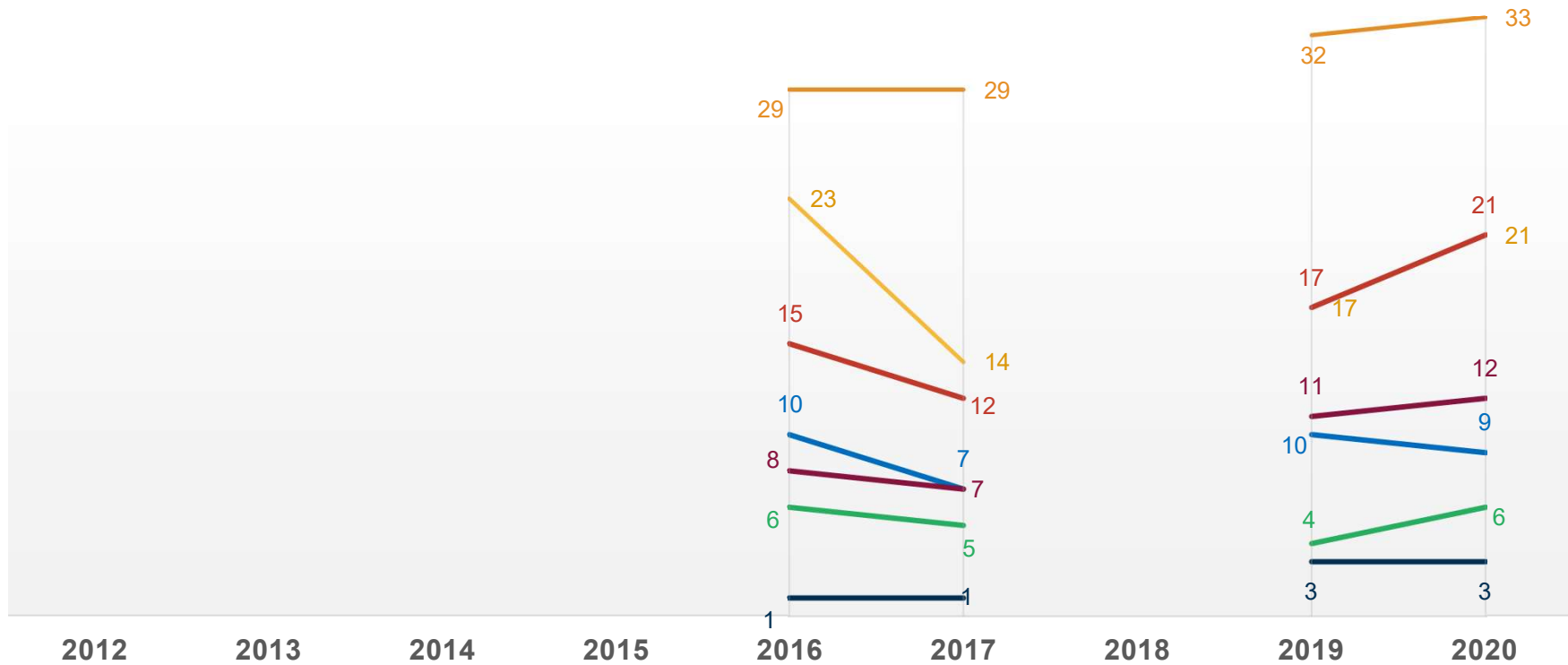
By Email



Via Website



By Social Media



Q5a. Have you or any member of your household had any recent contact with Greater Geelong City Council in any of the following ways?

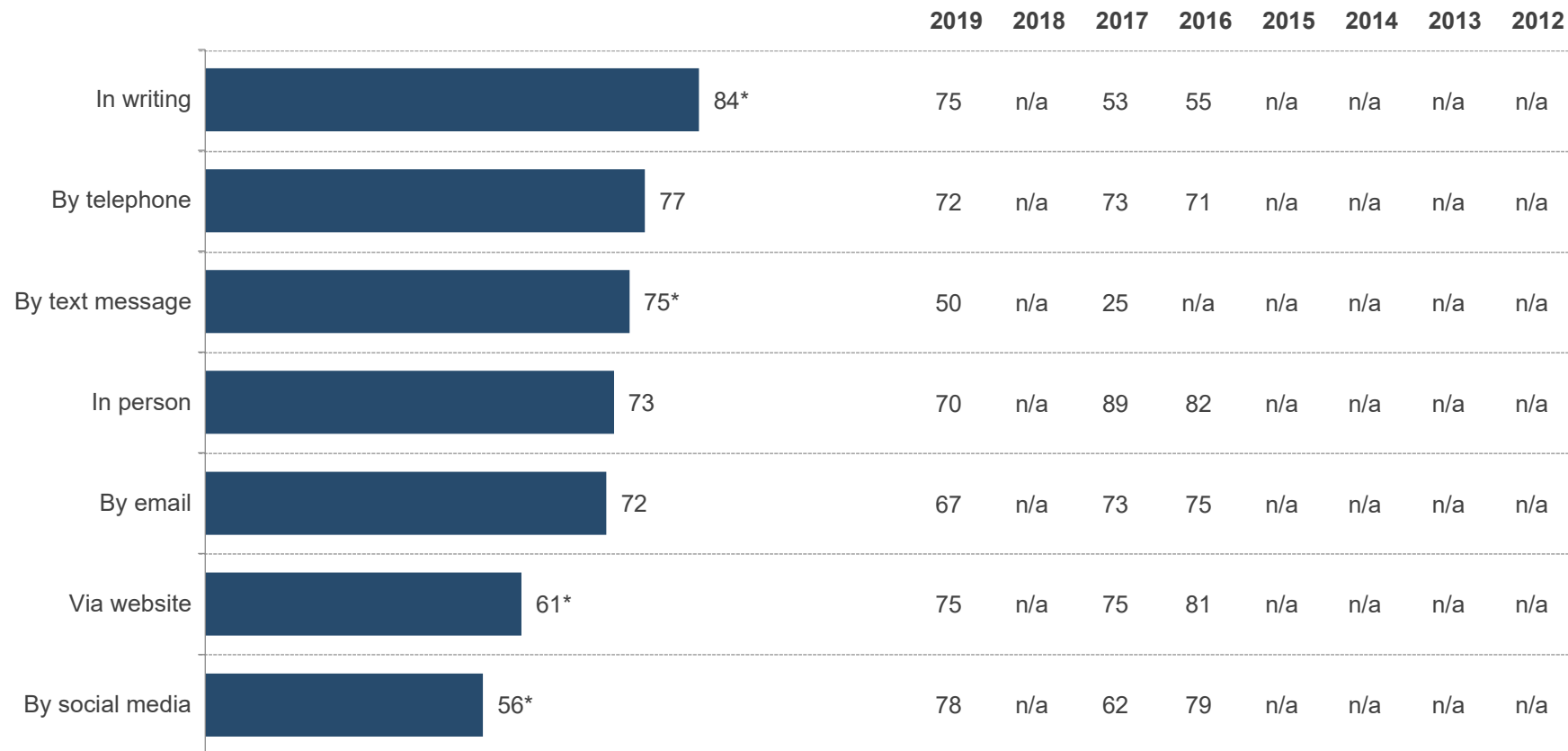
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 4

Note: Respondents could name multiple contacts methods so responses may add to more than 100%



Customer service rating by method of last contact

2020 customer service rating (index score by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Greater Geelong 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: 26 Councils asked group: 4

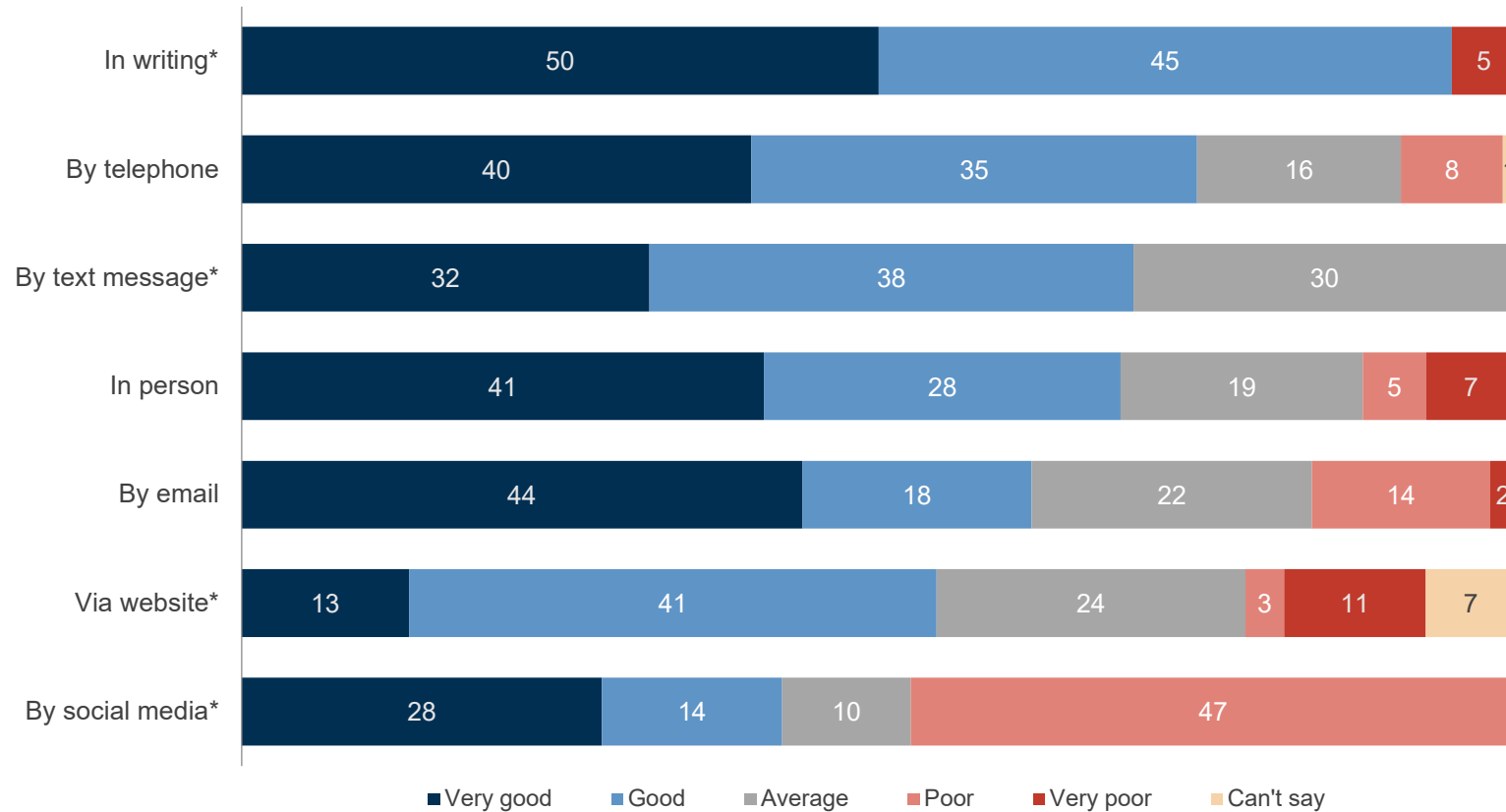
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2020 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Greater Geelong 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: 26 Councils asked group: 4
 *Caution: small sample size < n=30



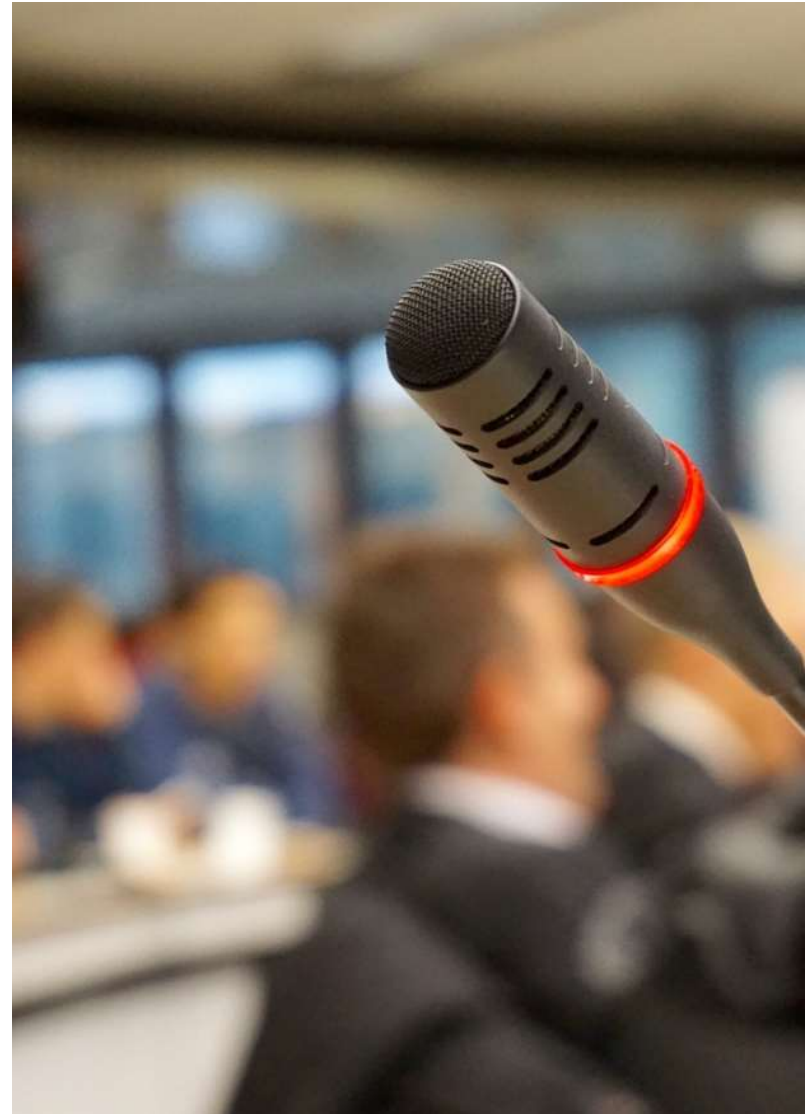
Communication



Communication

The preferred form of communication from Council is newsletter sent via email (28%), similar to preference for newsletter via mail (27%).

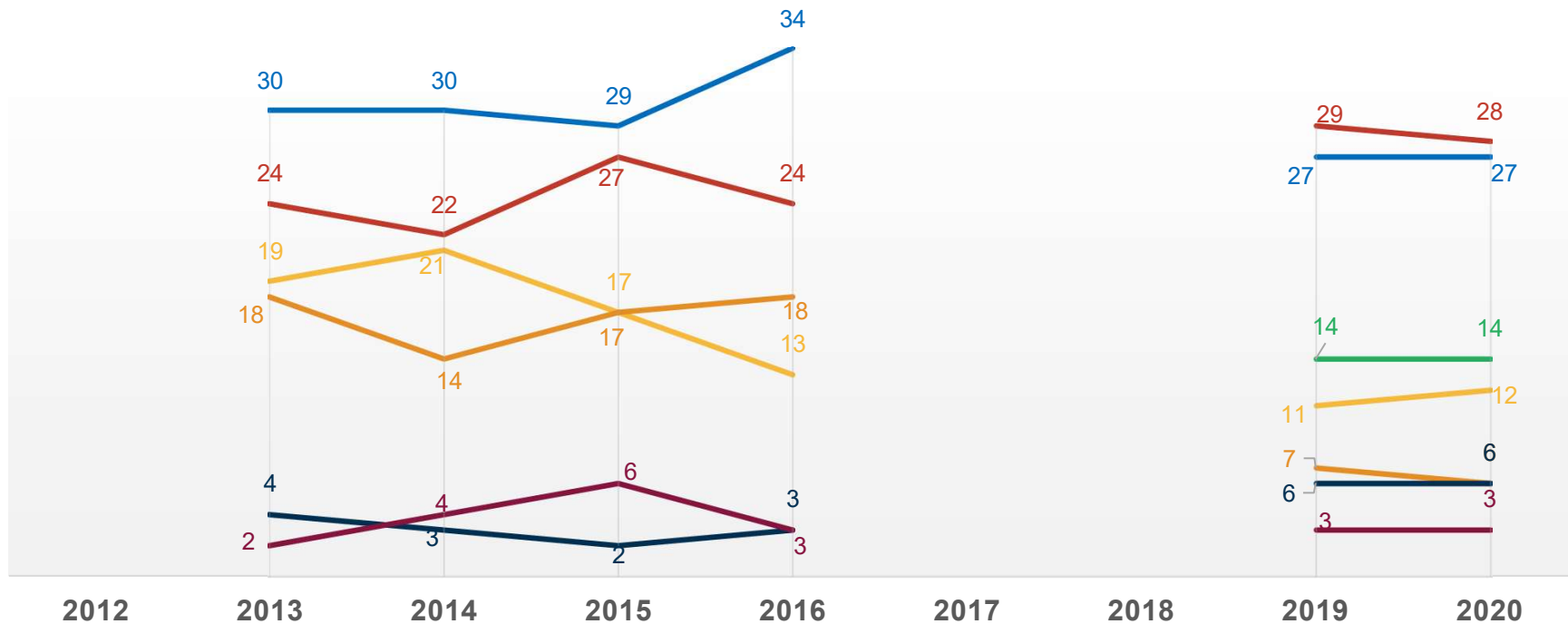
- Interest in a newsletter via email has declined by seven percentage points, to 27%, in the under 50s group, though is it still the most preferred form of communication over others. Council newsletter via mail and social media remain the next most preferred methods (both 23%), relatively unchanged from last year.
- While newsletter sent via mail remains the preference among over 50s (31%), the gap is closing as interest in newsletter via email continues to rise (30%). These methods are clearly favoured over the next communications preference of advertising in a local newspaper, at just 17%.





Best form of communication

2020 best form of communication (%)

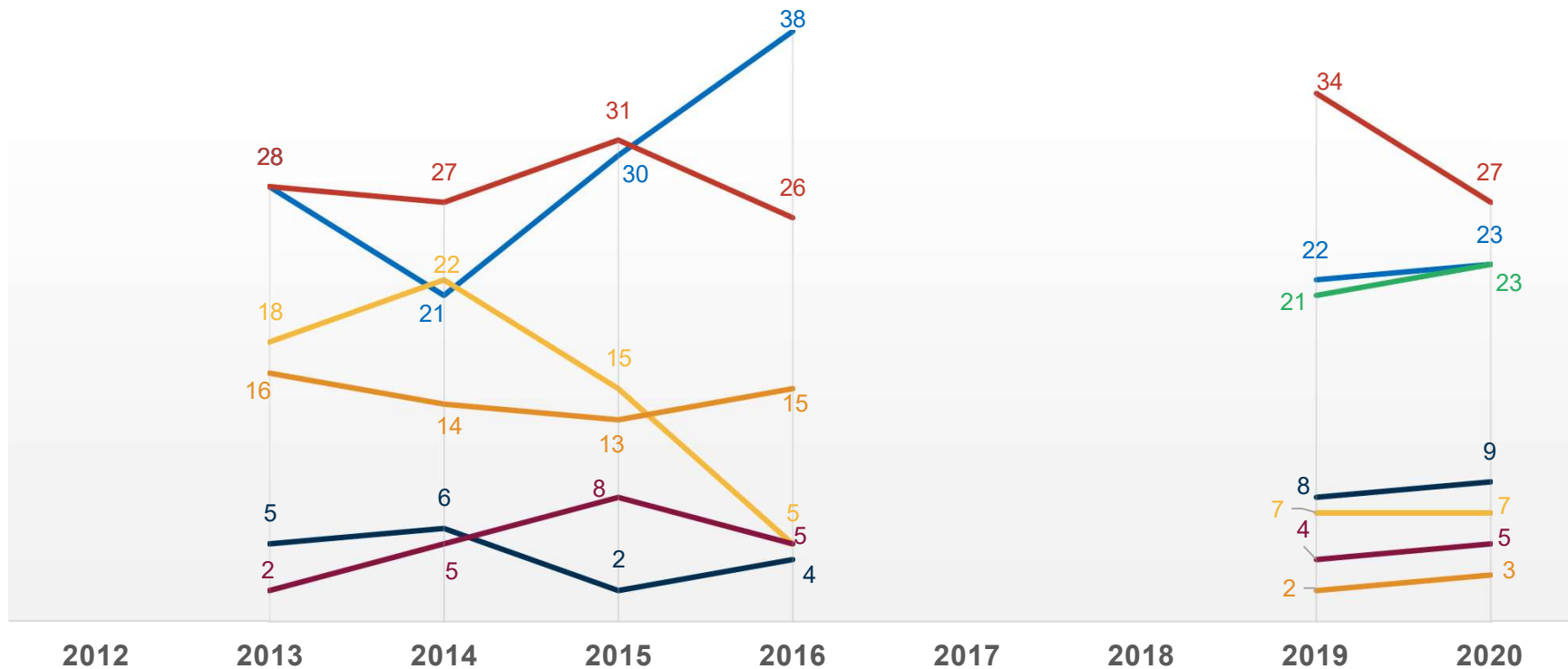


Q13. If Greater Geelong City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2020 under 50s best form of communication (%)

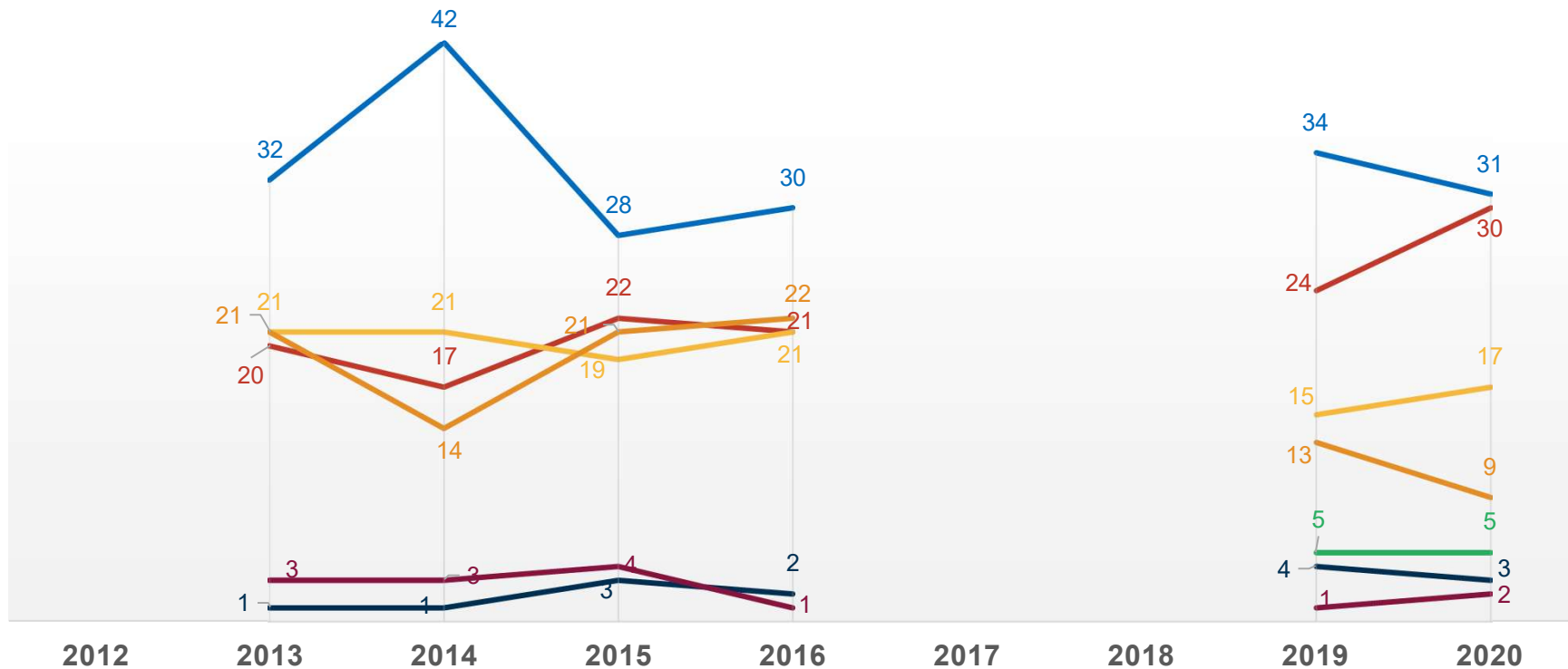


Q13. If Greater Geelong City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked state-wide: 33 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2020 over 50s best form of communication (%)



Q13. If Greater Geelong City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged over 50. Councils asked state-wide: 33 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Council direction



Council direction

Perceptions of the direction of Greater Geelong City Council's overall performance are relatively stable, having only declined one point since last year (index score of 54).

- Contributing to this decrease is a significant decline in perceptions among men, following consecutive years of rating increases.

Over the last 12 months, 60% of residents believe the direction of Council's overall performance has stayed the same, in line with 2019 views.

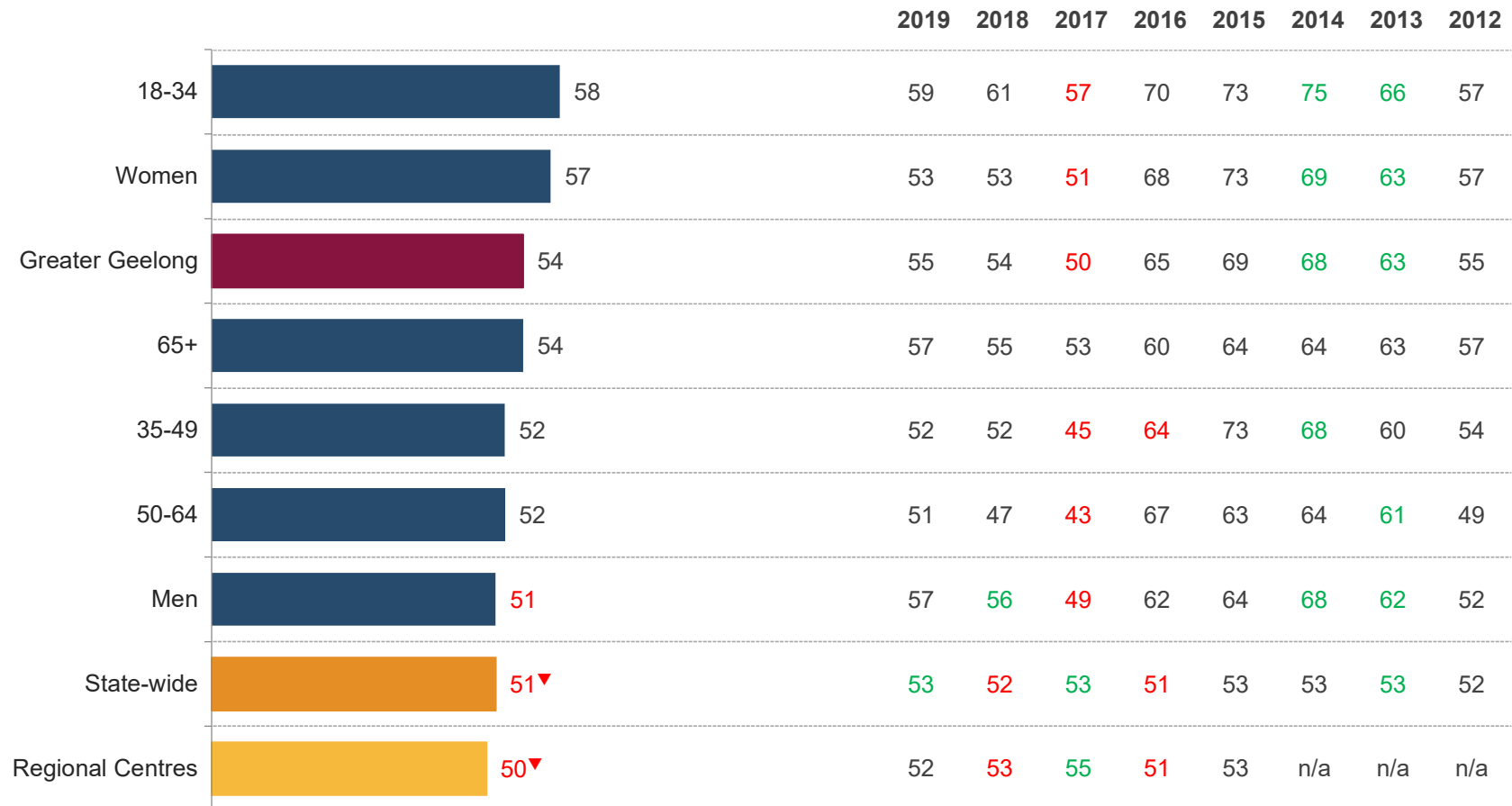
- 20% believe the direction has improved in the last 12 months (down one point on 2019).
- 13% believe it has deteriorated, up two points on 2019.
- The most satisfied with council direction are residents aged 18 to 34 years and women.
- The least satisfied with council direction are men.





Overall council direction last 12 months

2020 overall direction (index scores)

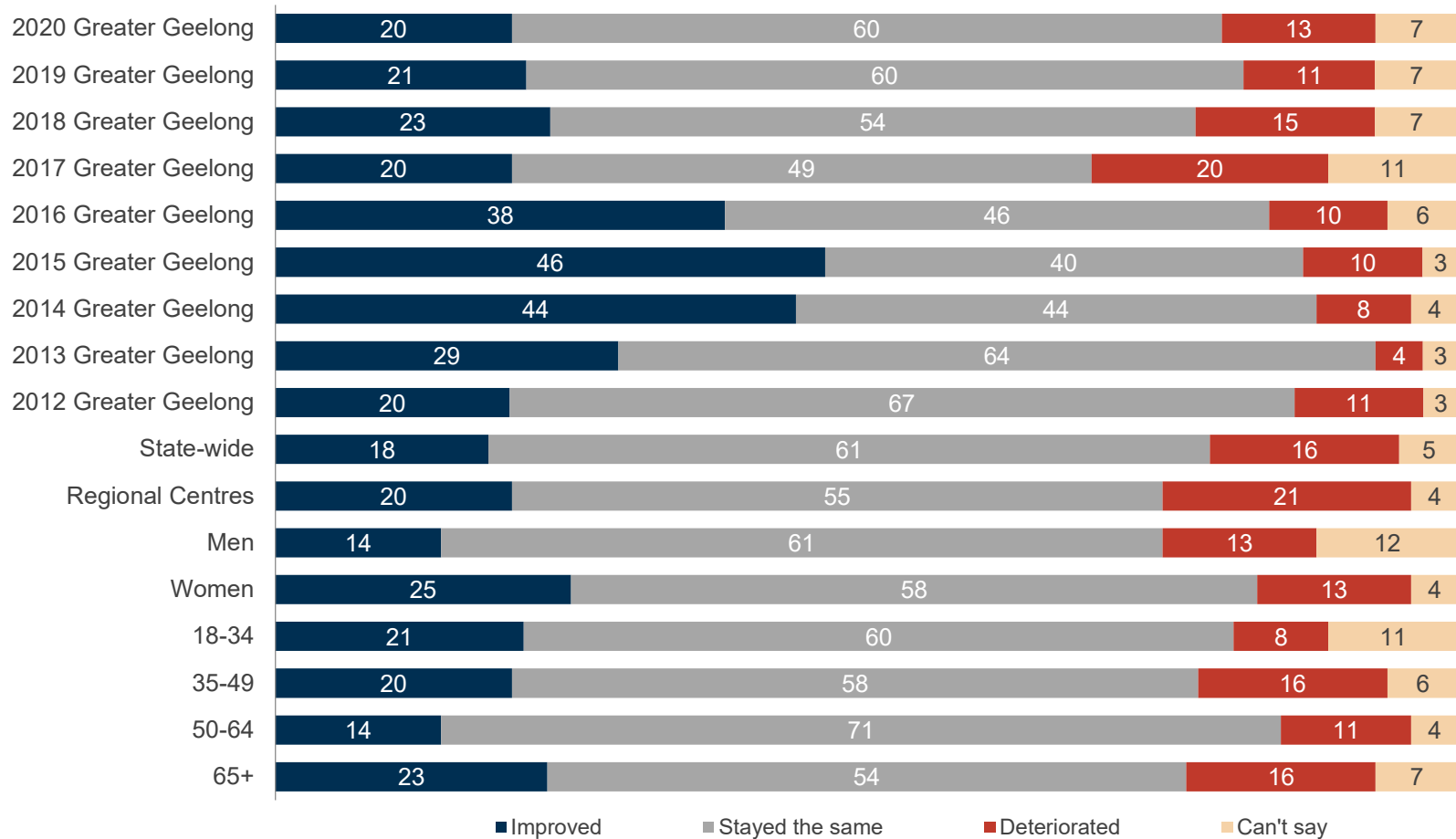


Q6. Over the last 12 months, what is your view of the direction of Greater Geelong City Council's overall performance?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Overall council direction last 12 months

2020 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Greater Geelong City Council's overall performance?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8



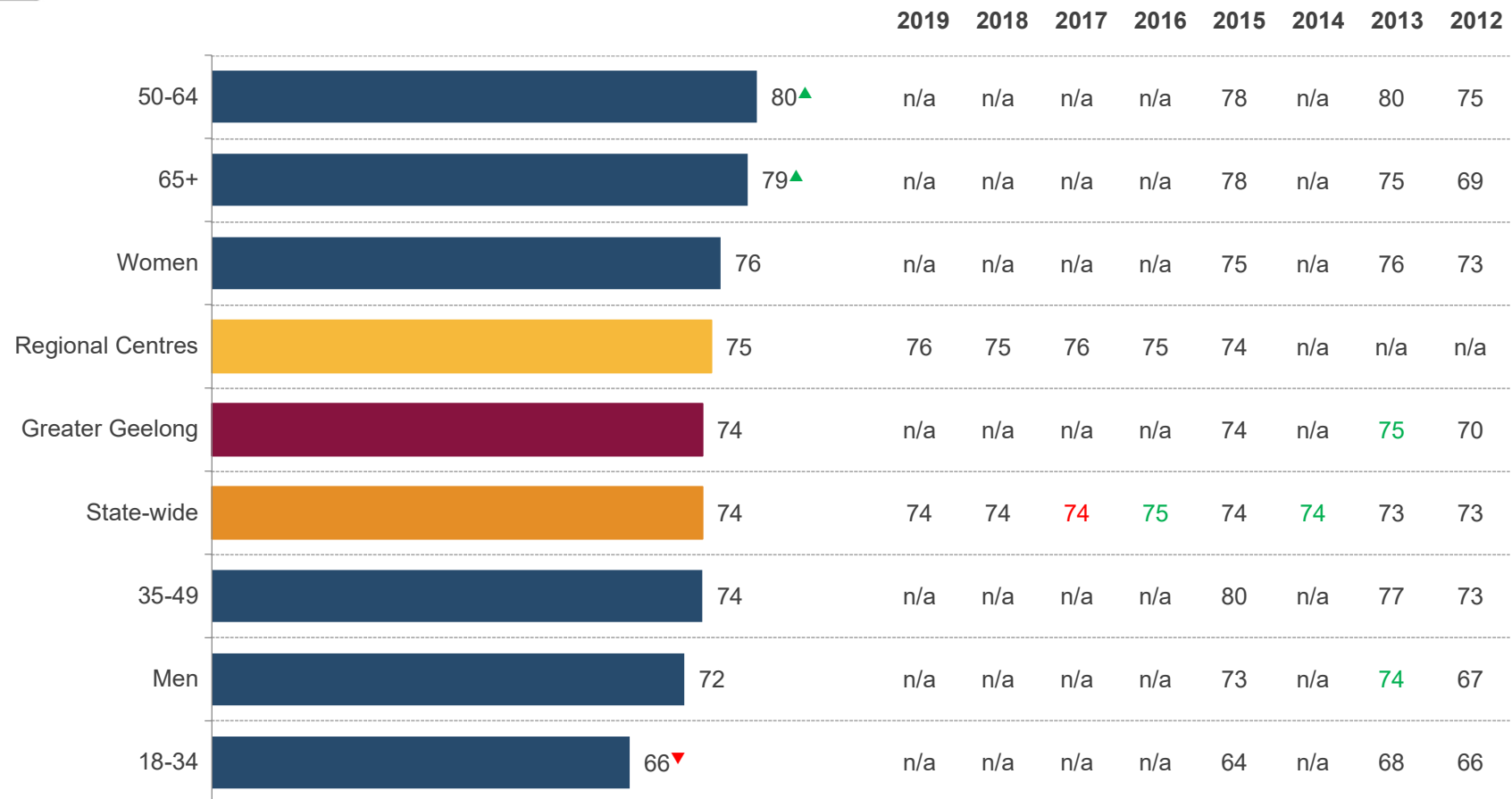
Individual service areas



Community consultation and engagement importance



2020 consultation and engagement importance (index scores)



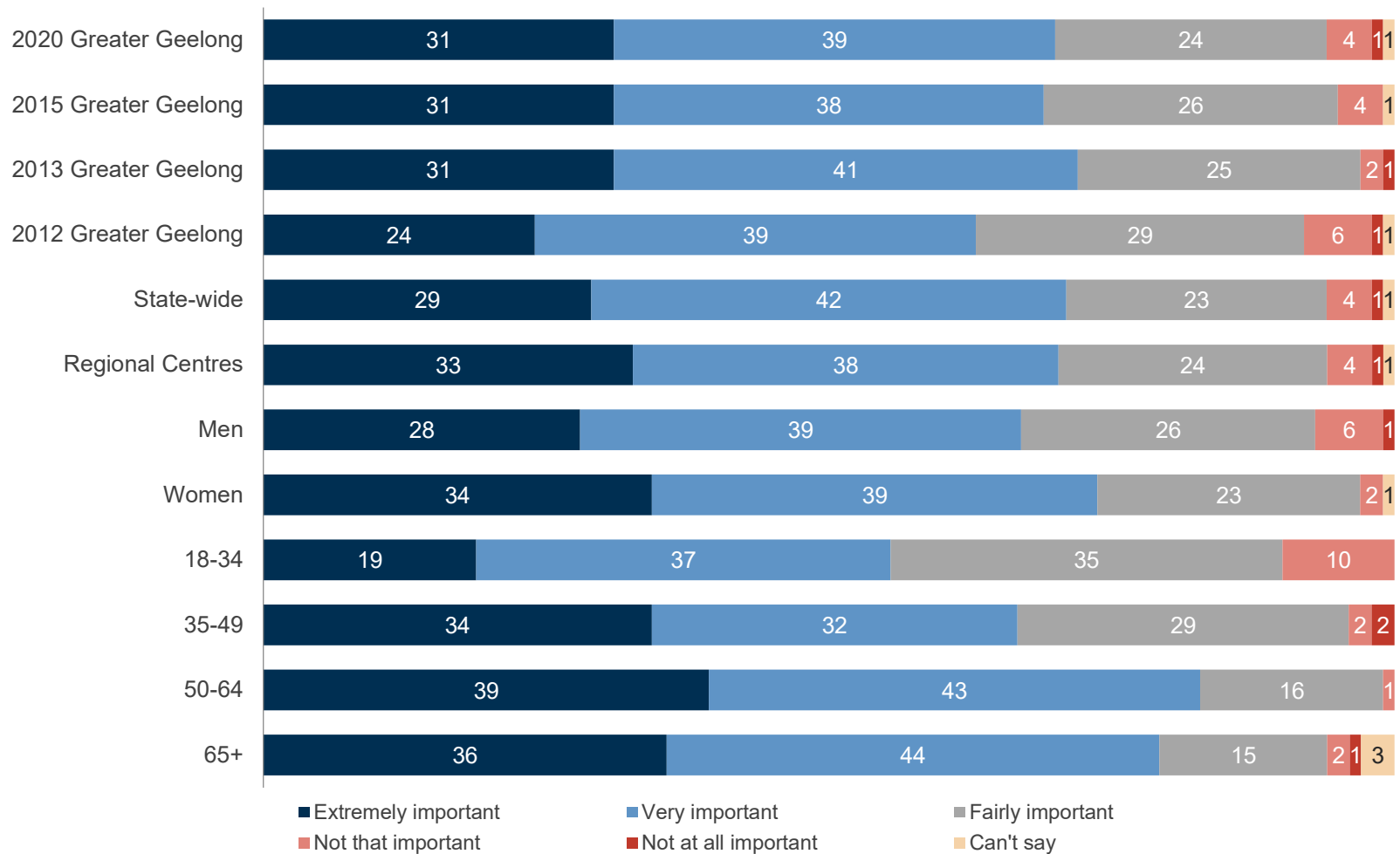
Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2020 consultation and engagement importance (%)



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 4



Community consultation and engagement performance



2020 consultation and engagement performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56	55	55	54	56	57	57	57
18-34	62	57	52	55	59	55	59	52
Women	55	52	48	53	56	54	58	54
Greater Geelong	55	50	47	54	54	54	58	54
65+	51	47	44	52	49	54	57	57
35-49	52	52	51	56	54	54	60	54
Men	55	49	47	55	51	54	58	53
Regional Centres	54	55	54	52	53	n/a	n/a	n/a
50-64	53	44	41	50	51	52	55	52

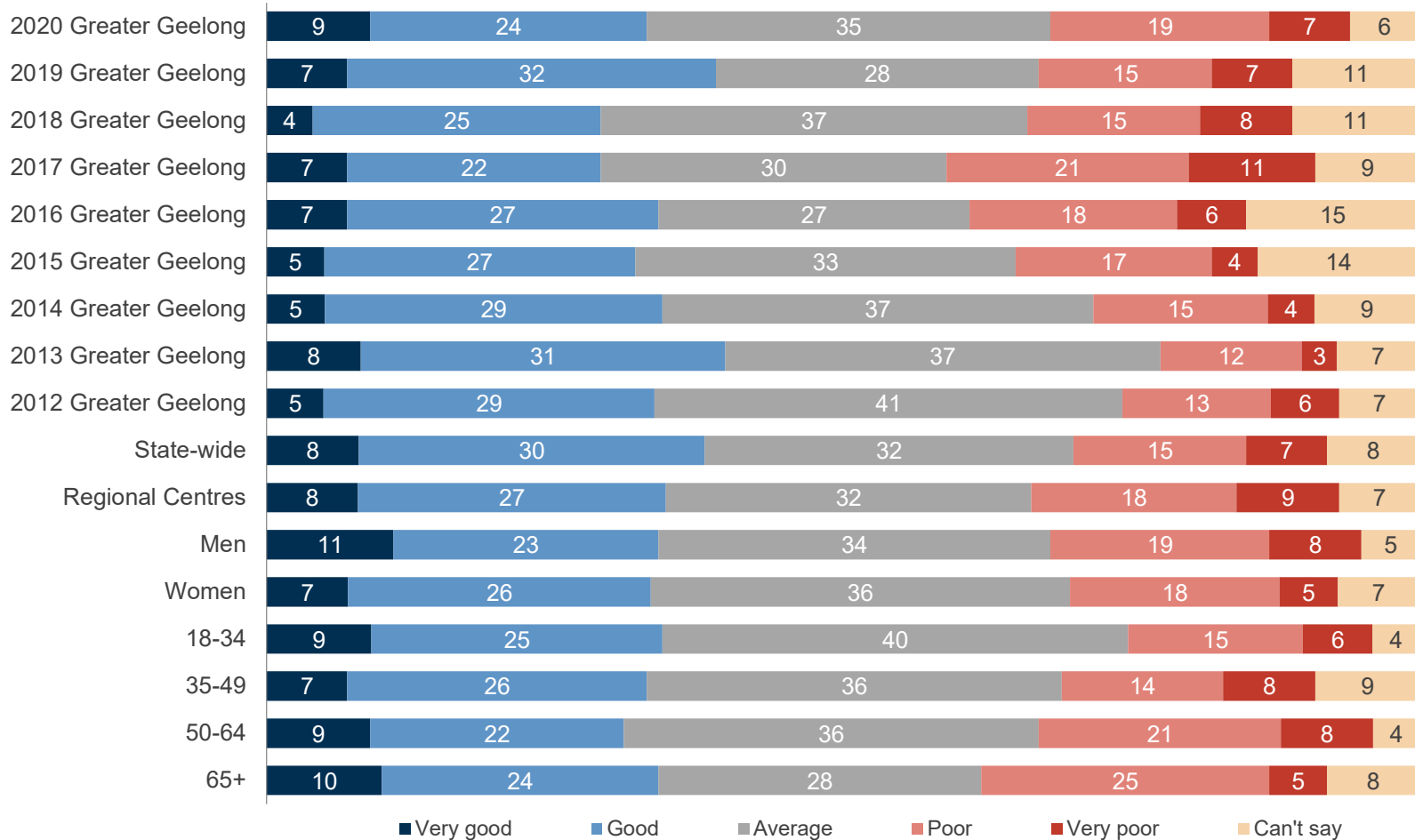
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2020 consultation and engagement performance (%)



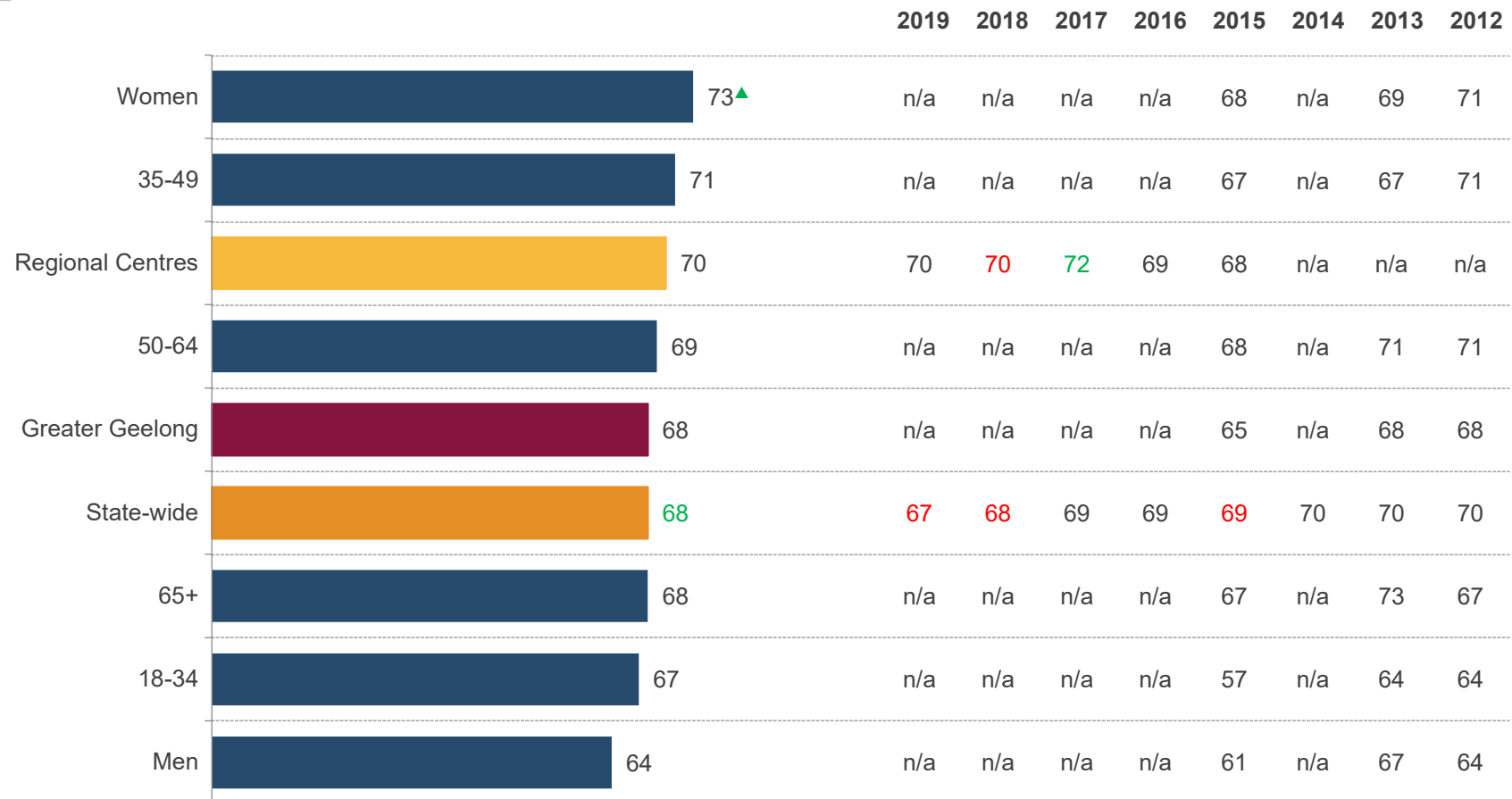
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8



Lobbying on behalf of the community importance



2020 lobbying importance (index scores)



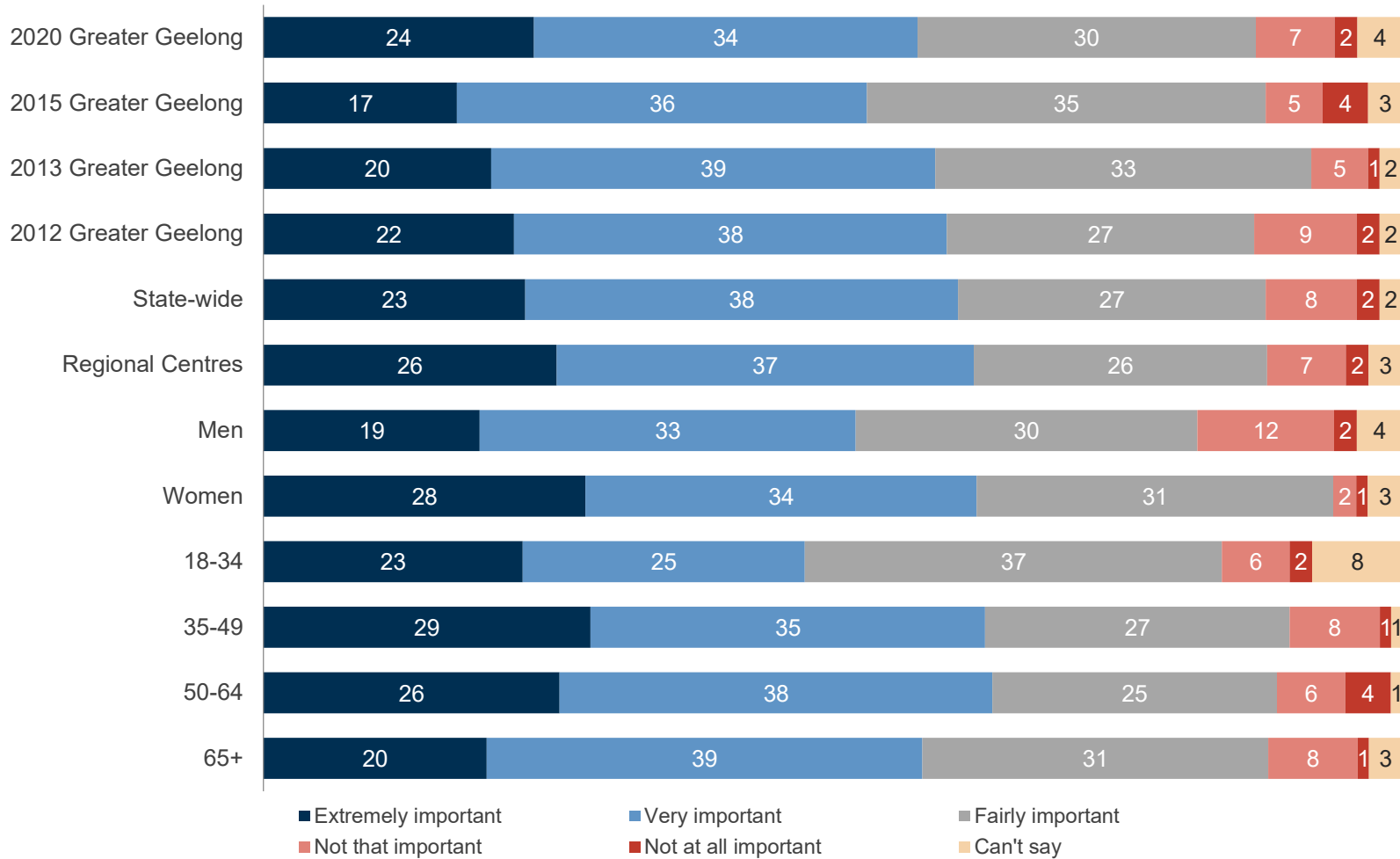
Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community importance



2020 lobbying importance (%)



Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4



Lobbying on behalf of the community performance



2020 lobbying performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
35-49	55	51	47	60	57	56	56	57
Men	54	49	45	58	59	60	55	57
65+	52	51	43	56	61	57	57	58
Greater Geelong	54	51	45	58	60	58	57	57
50-64	54	46	44	42	61	59	55	53
Women	54	54	53	46	59	62	57	58
State-wide	53	54	54	53	55	56	55	55
18-34	53	61	57	48	58	65	64	59
Regional Centres	52	54	54	54	52	55	n/a	n/a

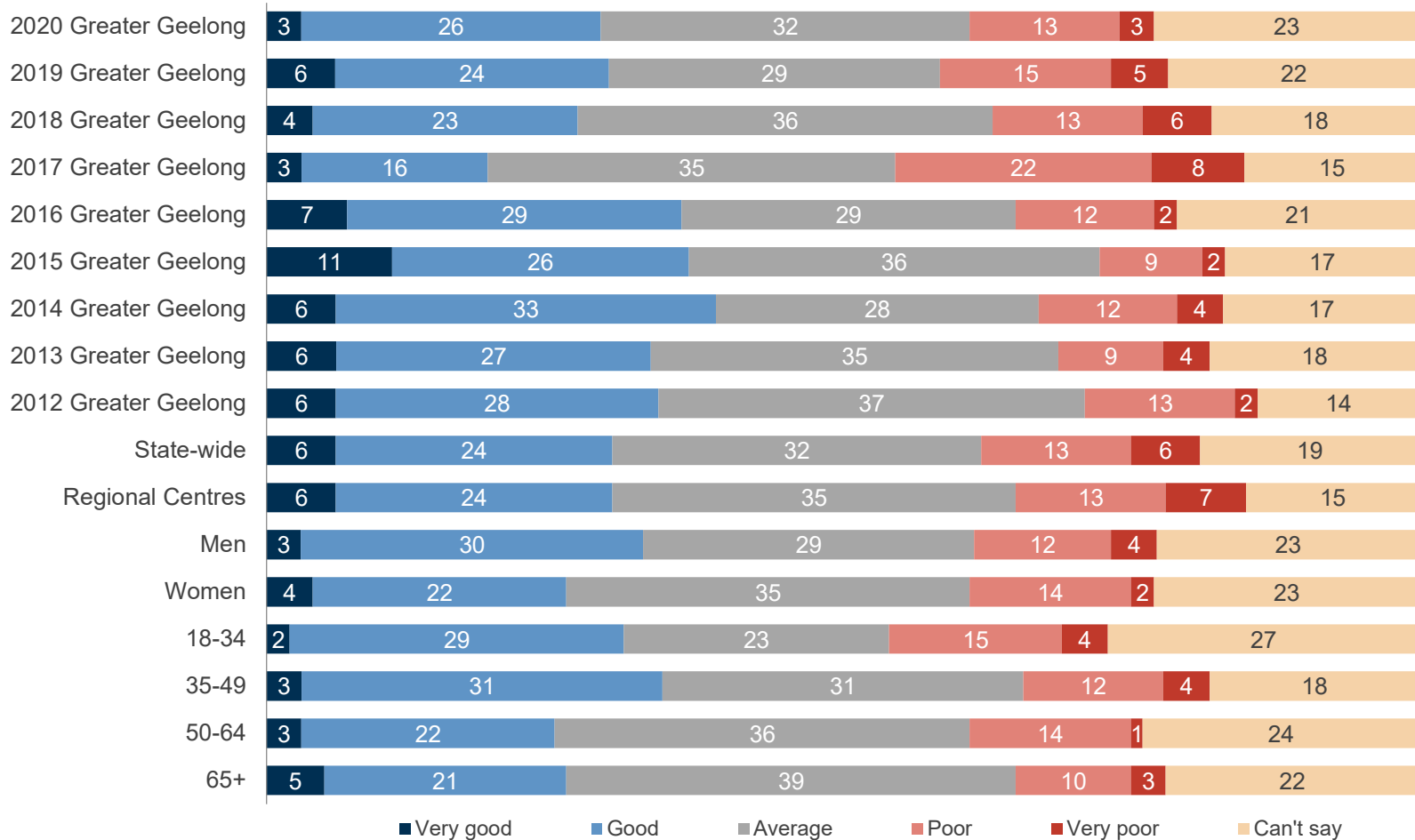
Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2020 lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8

Decisions made in the interest of the community importance



2020 community decisions made importance (index scores)

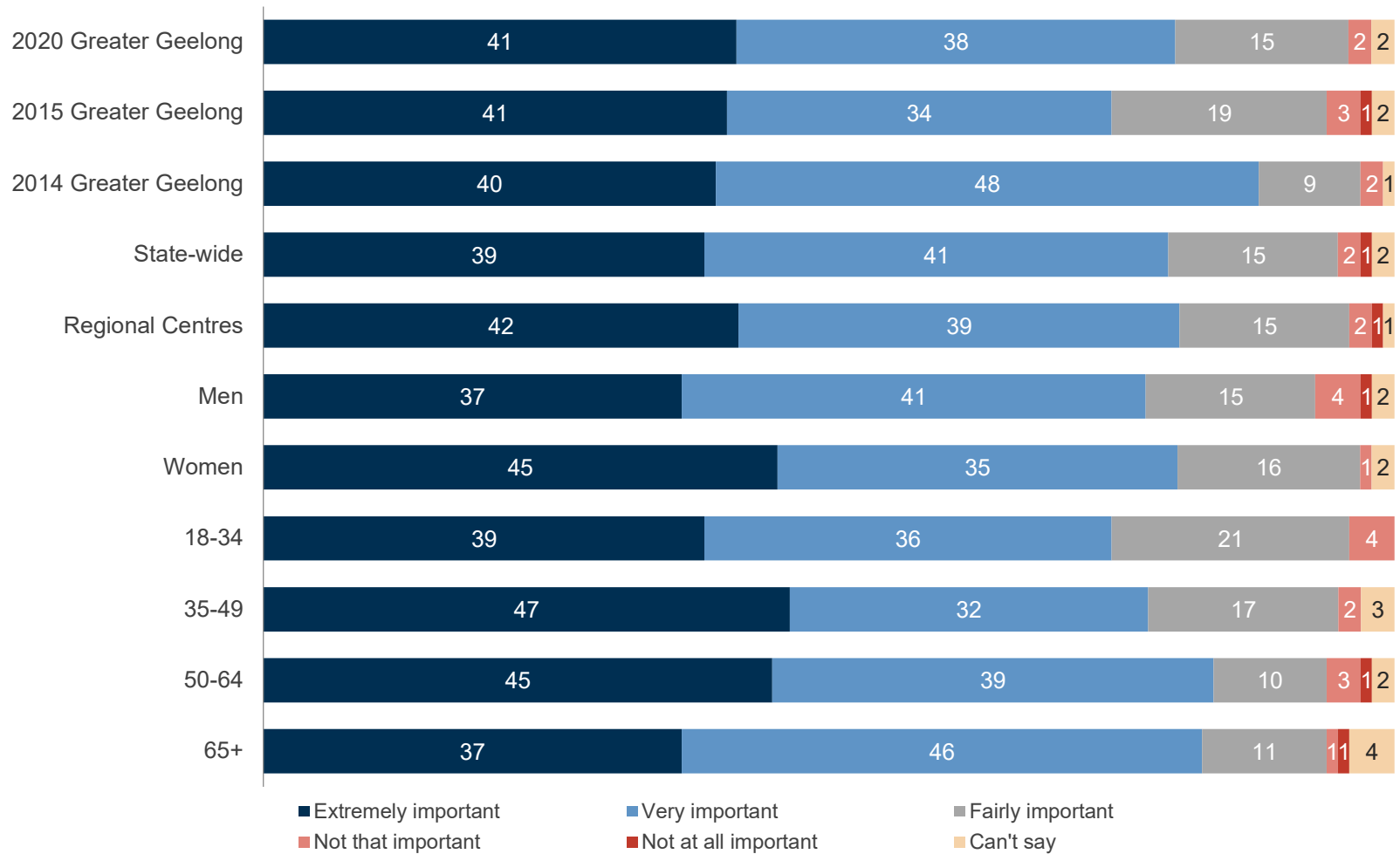
		2019	2018	2017	2016	2015	2014	2013	2012
Women	82	n/a	n/a	n/a	n/a	82	85	n/a	n/a
35-49	82	n/a	n/a	n/a	n/a	81	83	n/a	n/a
50-64	81	n/a	n/a	n/a	n/a	79	83	n/a	n/a
65+	80	n/a	n/a	n/a	n/a	83	83	n/a	n/a
Regional Centres	80	82	81	82	82	80	n/a	n/a	n/a
Greater Geelong	80	n/a	n/a	n/a	n/a	78	82	n/a	n/a
State-wide	80	80	80	79	80	80	79	n/a	n/a
Men	78	n/a	n/a	n/a	n/a	74	79	n/a	n/a
18-34	77	n/a	n/a	n/a	n/a	71	79	n/a	n/a

Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 18 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community importance



2020 community decisions made importance (%)



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 18 Councils asked group: 4

Decisions made in the interest of the community performance



2020 community decisions made performance (index scores)

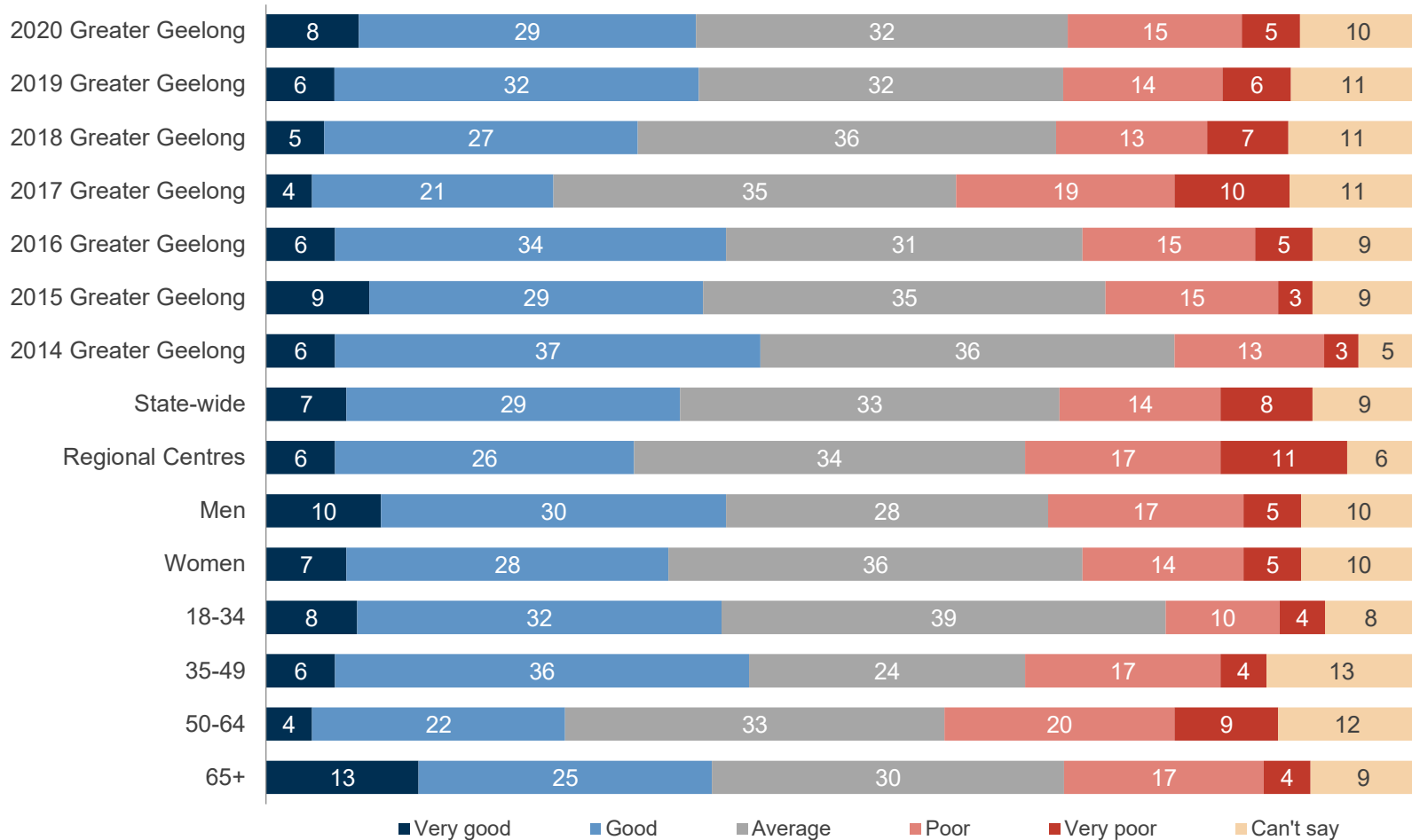
	2019	2018	2017	2016	2015	2014	2013	2012
18-34	61	60	56	59	63	63	n/a	n/a
65+	53	51	44	50	53	54	n/a	n/a
35-49	55	53	47	57	57	57	n/a	n/a
Men	54	51	50	56	55	58	n/a	n/a
Greater Geelong	55	53	48	56	57	58	n/a	n/a
Women	56	54	46	56	60	58	n/a	n/a
State-wide	55	54	54	54	55	57	n/a	n/a
Regional Centres	52	52	52	51	52	n/a	n/a	n/a
50-64	51	44	42	59	54	57	n/a	n/a

Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance



2020 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8

The condition of sealed local roads in your area importance



2020 sealed local roads importance (index scores)

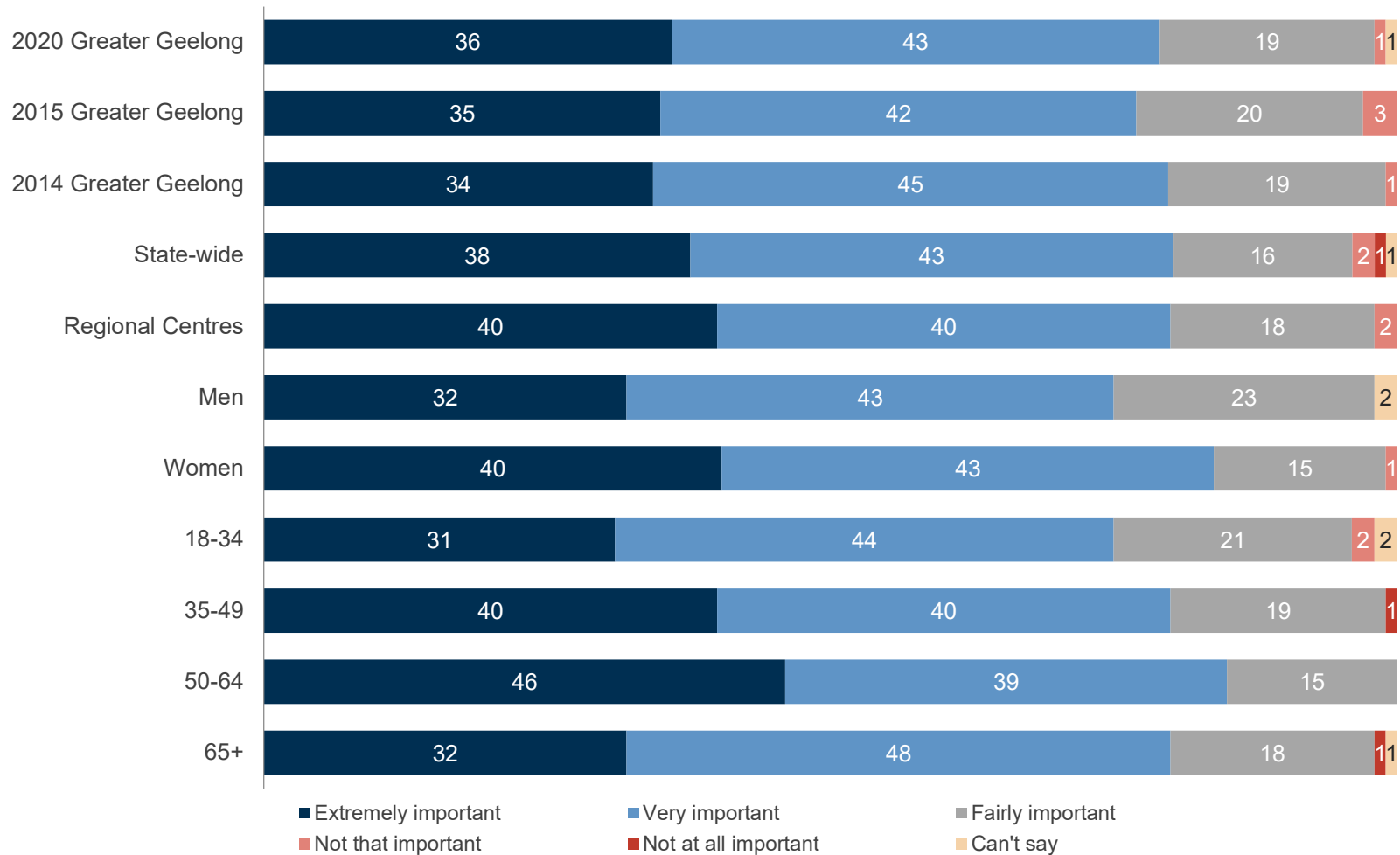
		2019	2018	2017	2016	2015	2014	2013	2012
50-64	83	n/a	n/a	n/a	n/a	77	81	n/a	n/a
Women	80	n/a	n/a	n/a	n/a	77	80	n/a	n/a
Regional Centres	79	79	81	80	76	77	n/a	n/a	n/a
State-wide	79	79	80	78	78	76	77	n/a	n/a
35-49	79	n/a	n/a	n/a	n/a	81	82	n/a	n/a
Greater Geelong	79	n/a	n/a	n/a	n/a	77	78	n/a	n/a
65+	78	n/a	n/a	n/a	n/a	77	79	n/a	n/a
Men	77	n/a	n/a	n/a	n/a	77	77	n/a	n/a
18-34	77	n/a	n/a	n/a	n/a	74	72	n/a	n/a

Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area importance



2020 sealed local roads importance (%)



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 3

The condition of sealed local roads in your area performance



2020 sealed local roads performance (index scores)

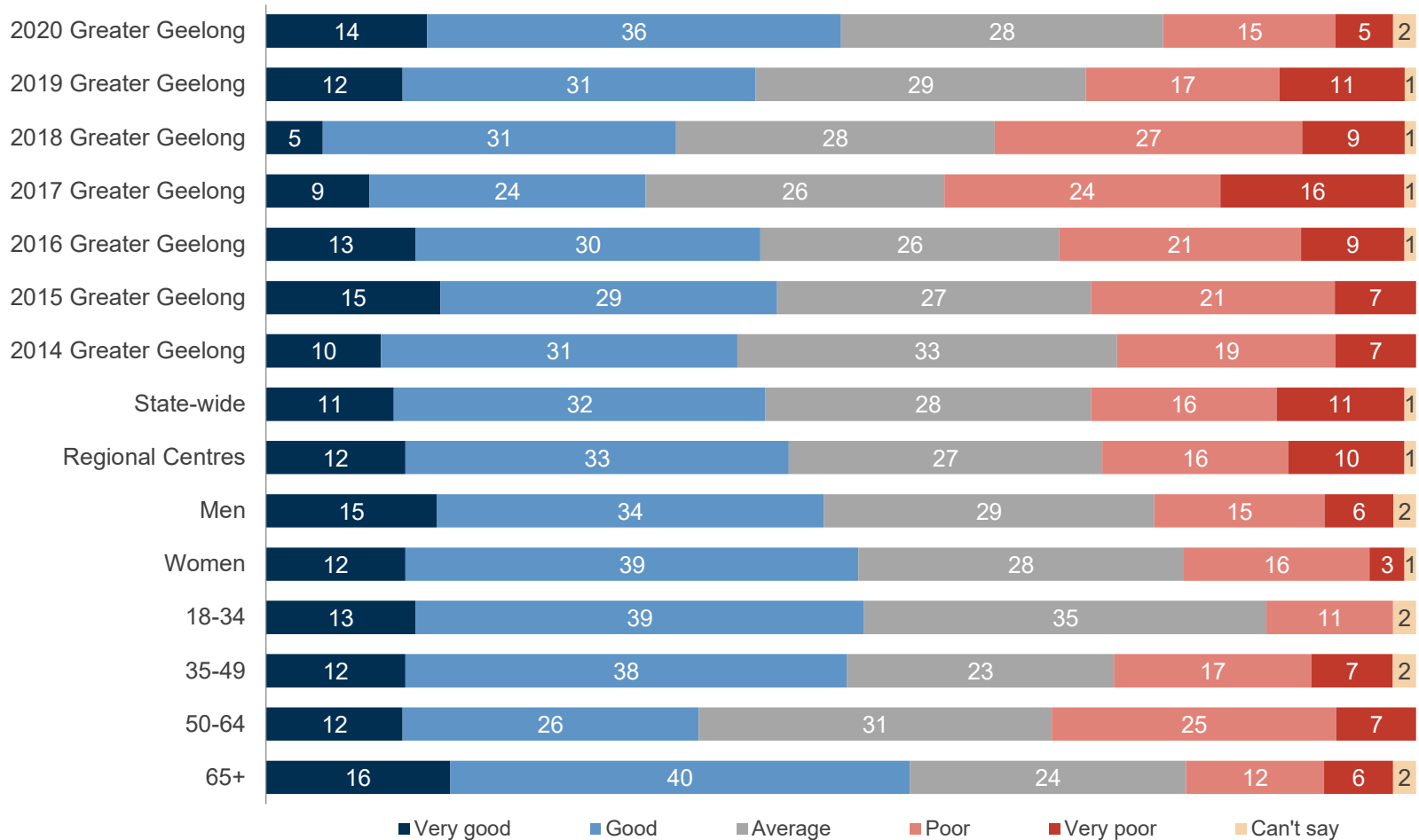
	2019	2018	2017	2016	2015	2014	2013	2012	
18-34	64	59	47	50	57	61	58	n/a	n/a
65+	63	53	48	47	51	57	54	n/a	n/a
Women	60	57	49	47	53	56	53	n/a	n/a
Greater Geelong	60	54	49	47	54	56	54	n/a	n/a
Men	60	51	48	46	56	55	56	n/a	n/a
35-49	58	52	54	44	57	52	52	n/a	n/a
Regional Centres	55▼	57	54	53	54	55	n/a	n/a	n/a
State-wide	54▼	56	53	53	54	55	55	n/a	n/a
50-64	53▼	50	44	44	52	52	52	n/a	n/a

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance



2020 sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 62 Councils asked group: 8



Informing the community importance



2020 informing community importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
50-64	79	n/a	n/a	n/a	n/a	80	n/a	80	78
Women	78▲	n/a	n/a	n/a	n/a	79	n/a	82	77
Regional Centres	77▲	79	77	77	76	76	n/a	n/a	n/a
65+	76	n/a	n/a	n/a	n/a	77	n/a	80	73
State-wide	75	75	75	74	76	75	75	75	75
35-49	75	n/a	n/a	n/a	n/a	81	n/a	81	73
Greater Geelong	74	n/a	n/a	n/a	n/a	78	n/a	78	73
Men	71	n/a	n/a	n/a	n/a	76	n/a	75	69
18-34	70	n/a	n/a	n/a	n/a	74	n/a	73	70

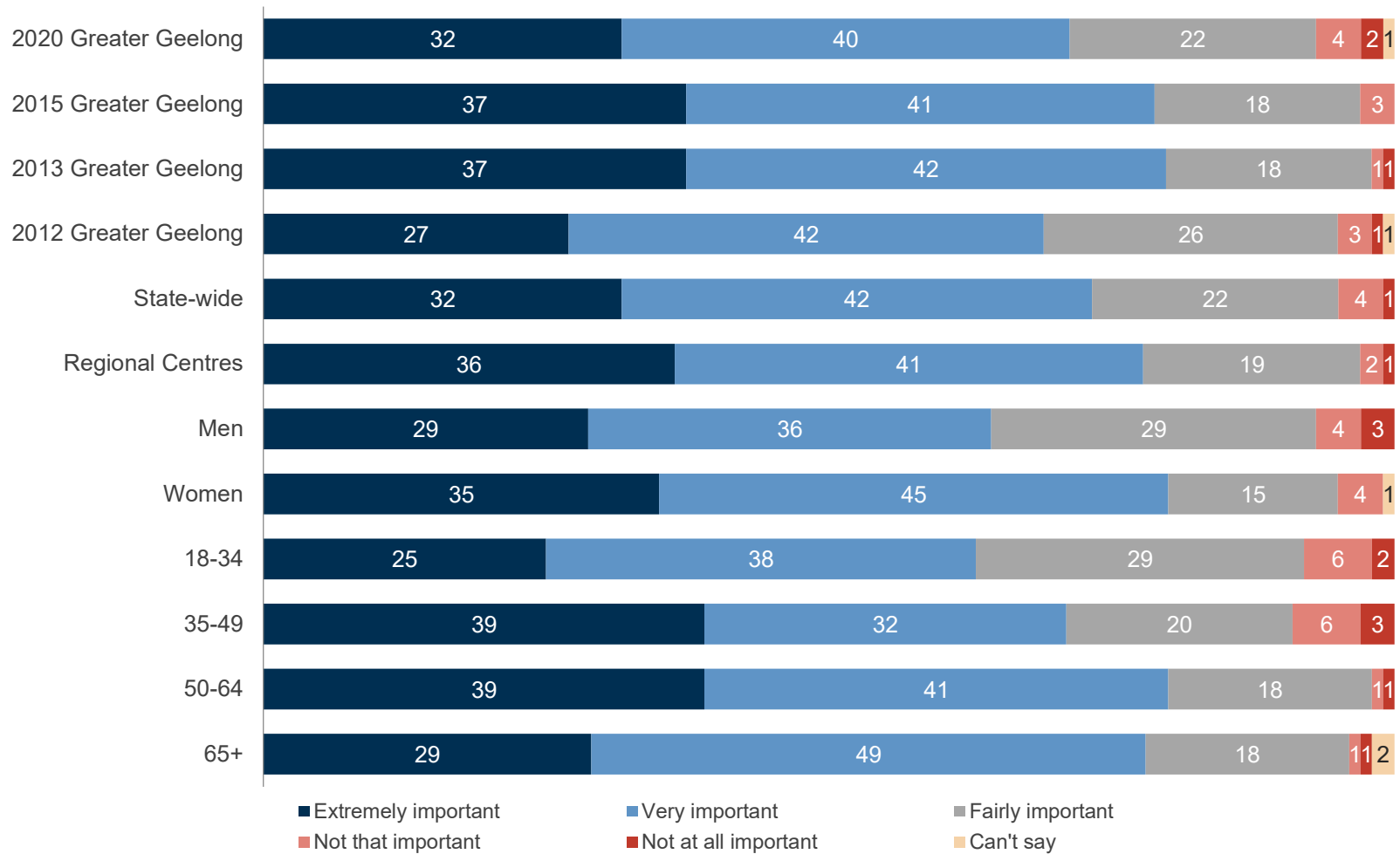
Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Informing the community importance



2020 informing community importance (%)



Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5



Informing the community performance



2020 informing community performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
35-49	n/a	n/a	55	63	62	62	62	60
State-wide	60	59	59	59	61	62	61	60
65+	n/a	n/a	52	60	56	64	61	63
Men	n/a	n/a	56	60	59	63	59	61
Greater Geelong	n/a	n/a	54	61	60	61	61	60
Regional Centres	56	59	58	59	58	n/a	n/a	n/a
Women	n/a	n/a	52	63	60	59	62	59
18-34	n/a	n/a	60	60	61	58	61	62
50-64	n/a	n/a	49	63	59	58	59	55

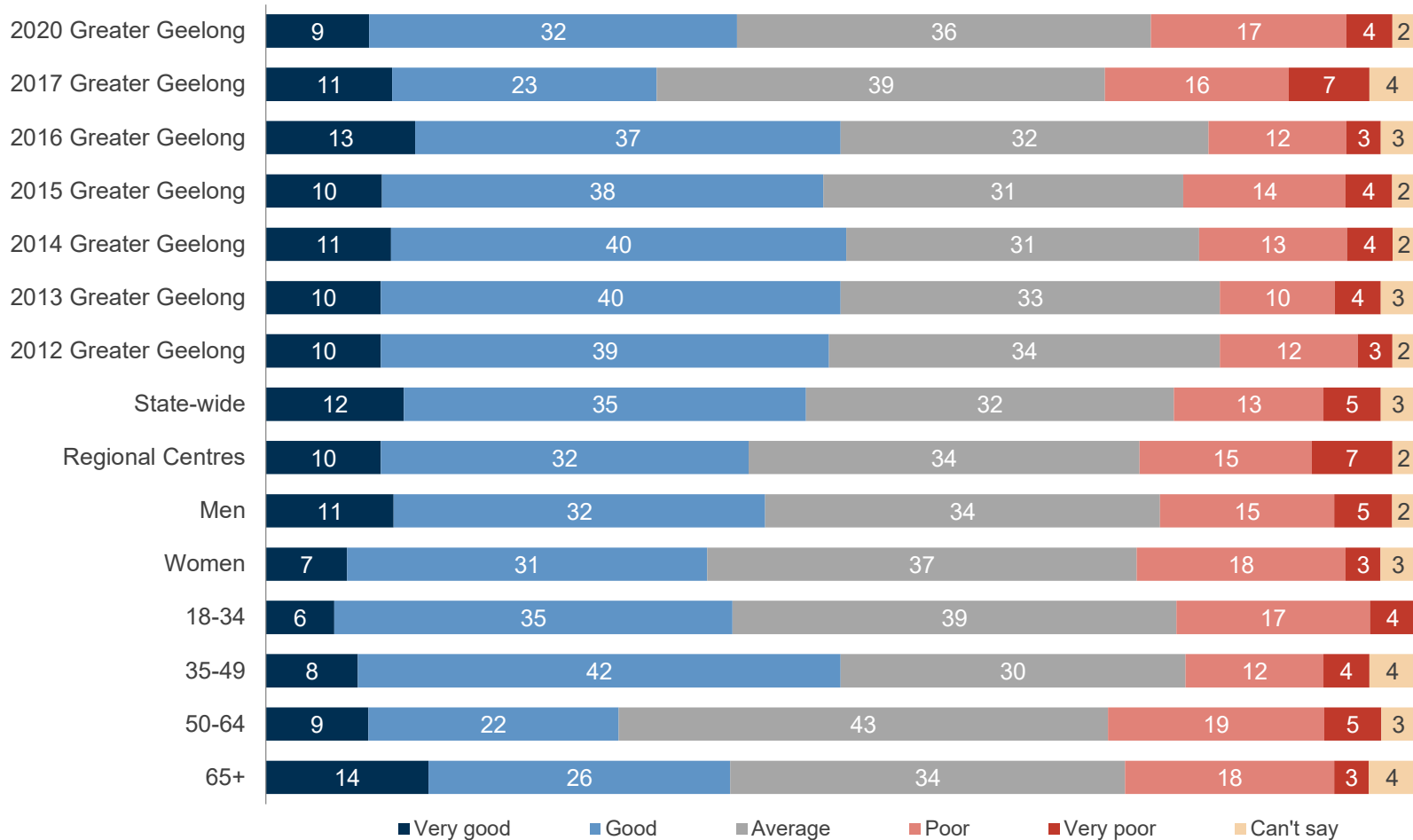
Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2020 informing community performance (%)

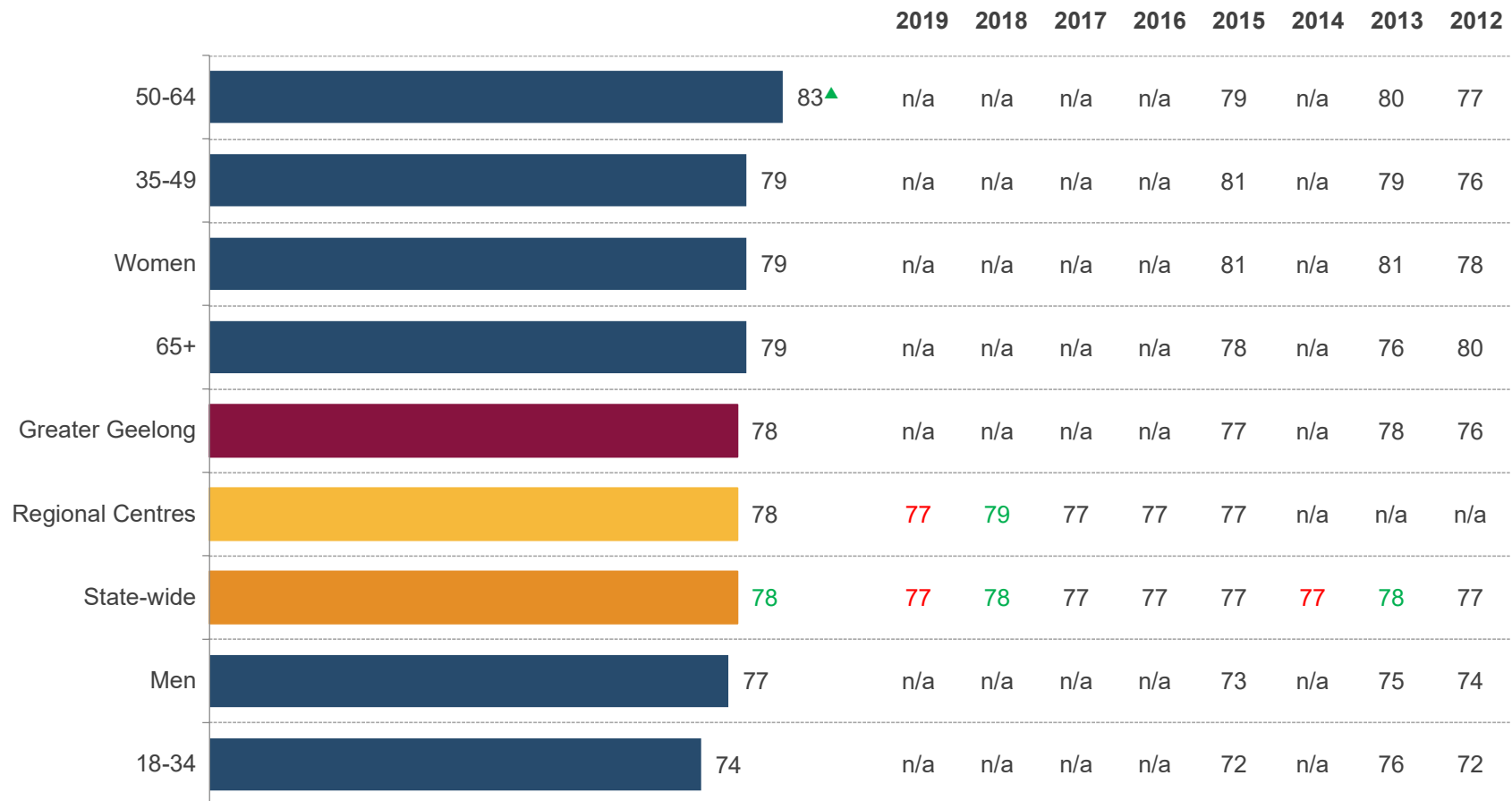


Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 5

The condition of local streets and footpaths in your area importance



2020 streets and footpaths importance (index scores)

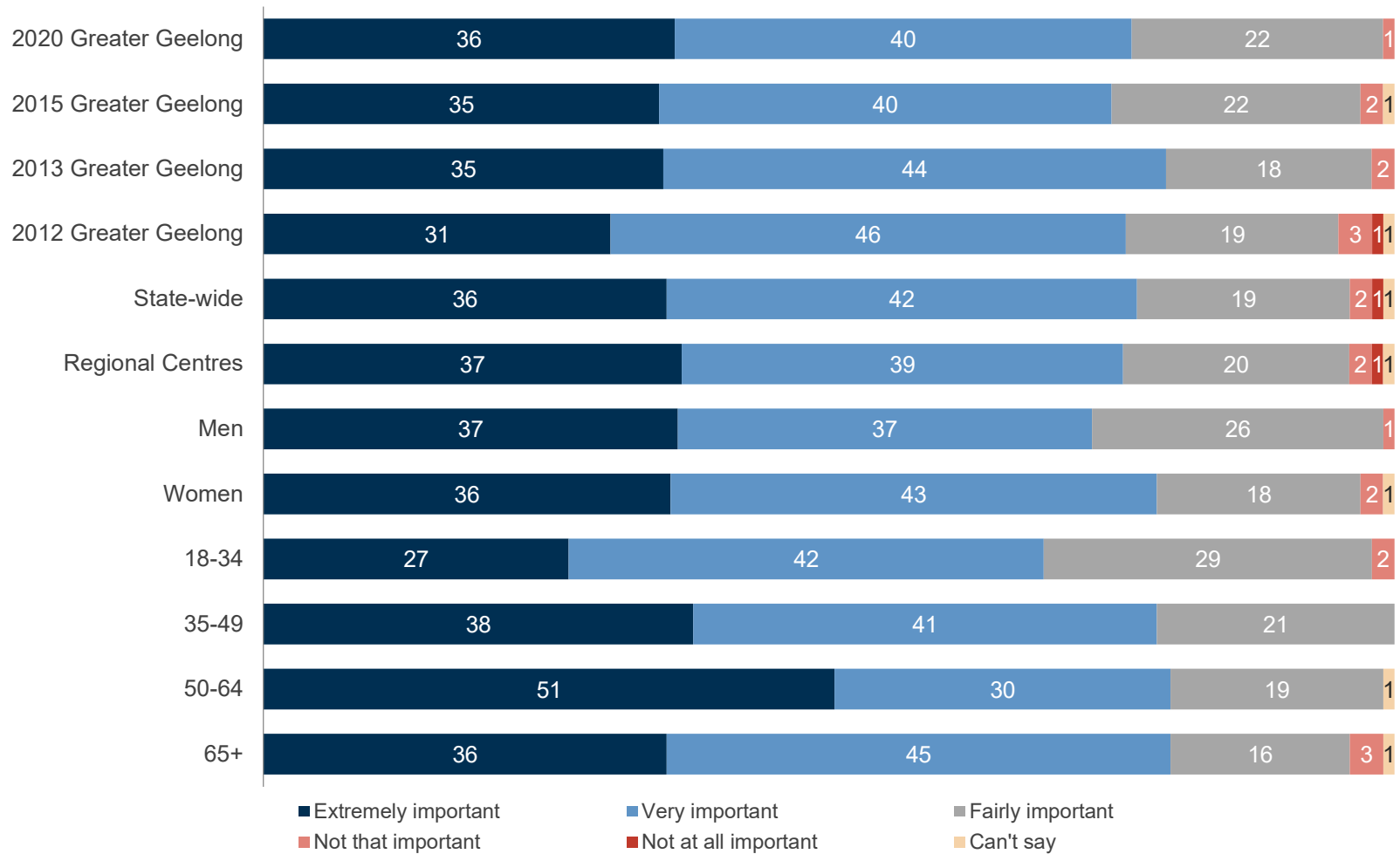


Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.

The condition of local streets and footpaths in your area importance



2020 streets and footpaths importance (%)



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5

The condition of local streets and footpaths in your area performance



2020 streets and footpaths performance (index scores)

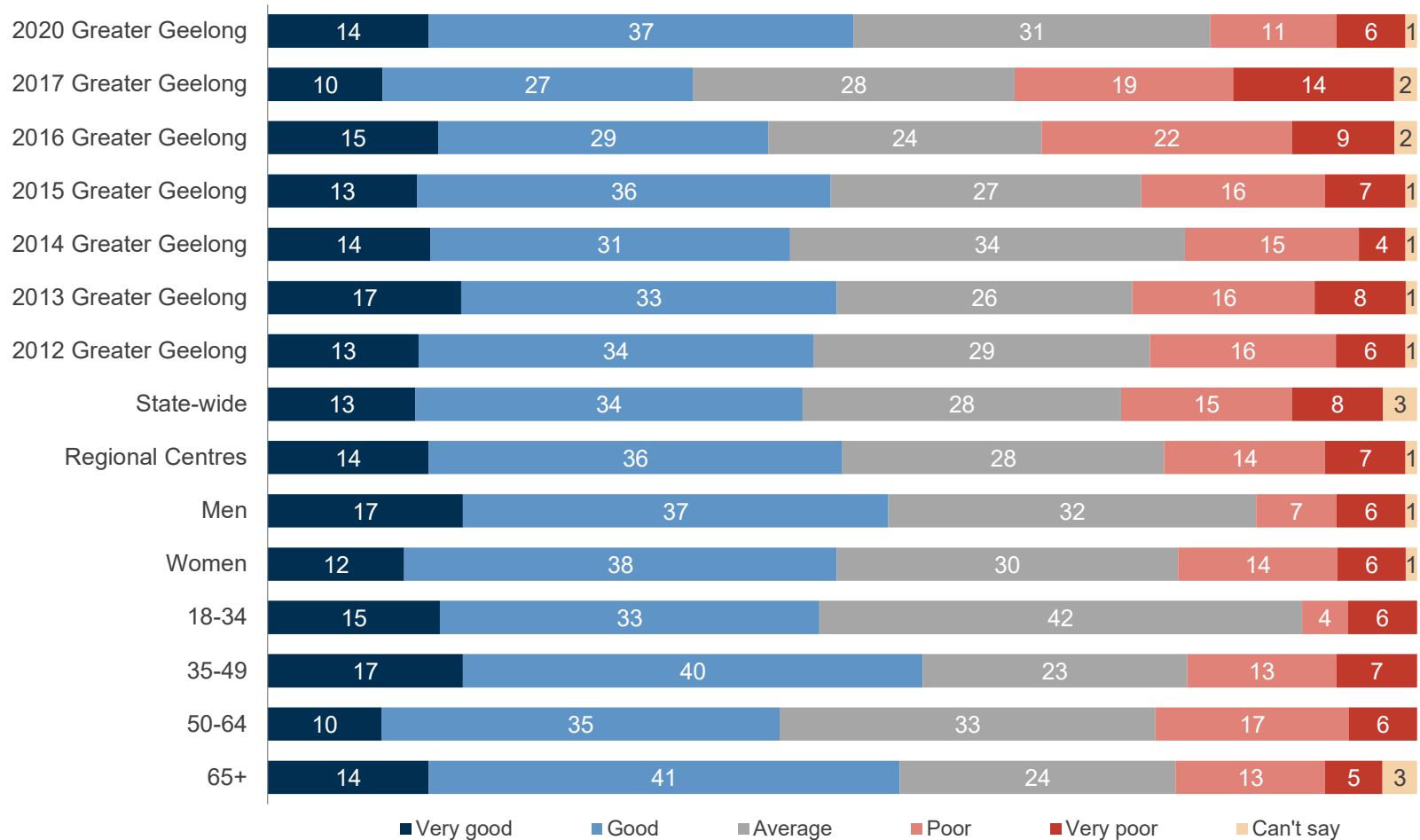
	2019	2018	2017	2016	2015	2014	2013	2012	
Men	63	n/a	n/a	52	58	59	64	61	55
65+	62	n/a	n/a	50	51	58	55	56	55
18-34	62	n/a	n/a	55	60	64	69	62	63
35-49	62	n/a	n/a	49	53	55	58	60	57
Greater Geelong	61	n/a	n/a	50	55	58	59	59	58
Regional Centres	59	61	59	57	58	58	n/a	n/a	n/a
Women	59	n/a	n/a	48	52	57	55	57	61
State-wide	58▼	59	58	57	57	58	58	58	57
50-64	56	n/a	n/a	44	55	55	53	57	55

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: 35 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.

The condition of local streets and footpaths in your area performance



2020 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: 35 Councils asked group: 5



Traffic management importance



2020 traffic management importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Women	78	n/a	n/a	n/a	74	n/a	78	76
65+	76	n/a	n/a	n/a	77	n/a	81	78
35-49	75	n/a	n/a	n/a	71	n/a	75	73
50-64	75	n/a	n/a	n/a	73	n/a	80	76
Greater Geelong	75	n/a	n/a	n/a	72	n/a	75	74
State-wide	73	73	74	72	72	71	70	72
18-34	73	n/a	n/a	n/a	67	n/a	67	70
Regional Centres	72▼	73	74	71	72	72	n/a	n/a
Men	71▼	n/a	n/a	n/a	69	n/a	73	72

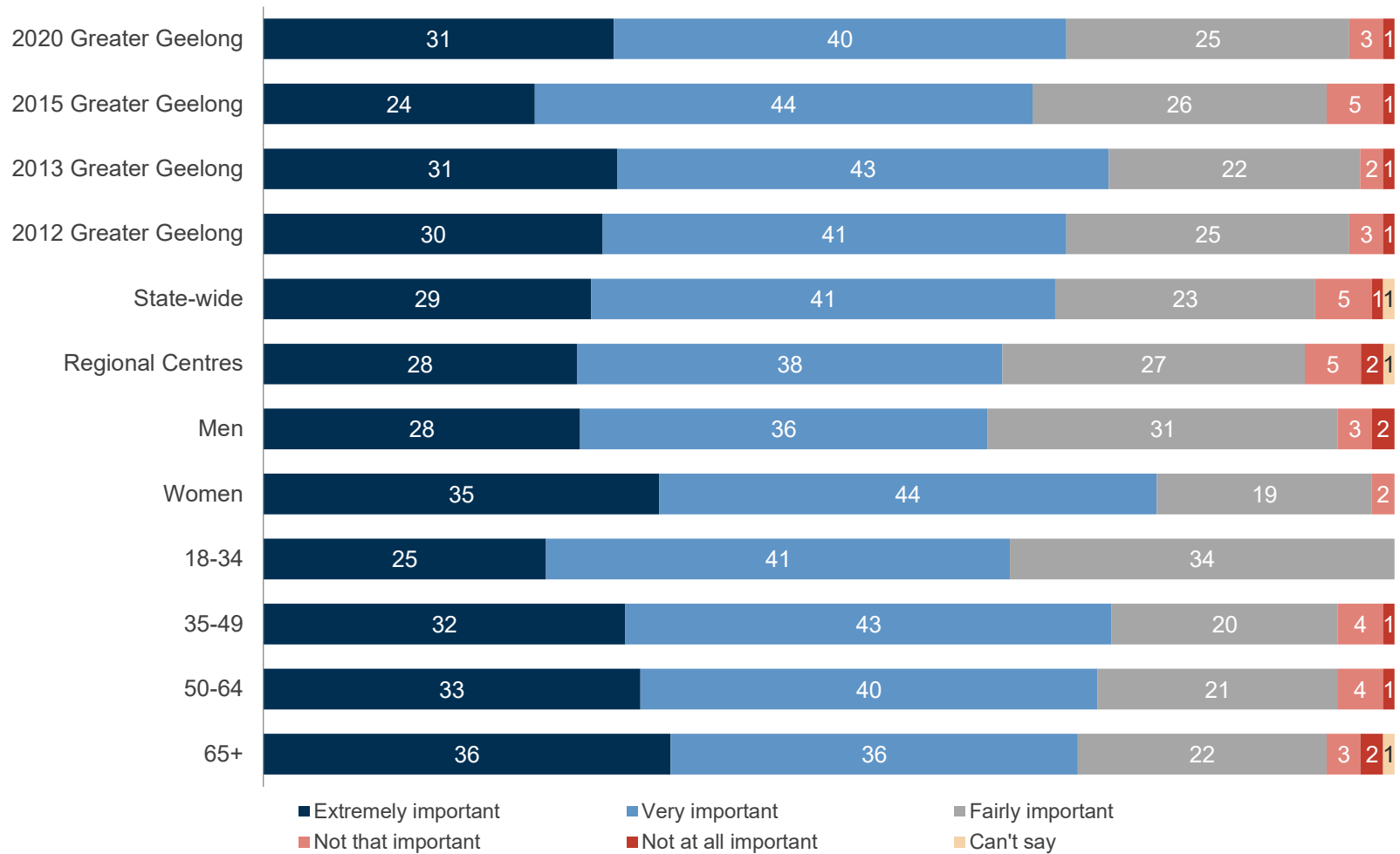
Q1. Firstly, how important should 'Traffic management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 10 Councils asked group: 2
 Note: Please see Appendix A for explanation of significant differences.



Traffic management importance



2020 traffic management importance (%)



Q1. Firstly, how important should 'Traffic management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 10 Councils asked group: 2



Traffic management performance



2020 traffic management performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	n/a	n/a	n/a	65	64	62	65	62
Men	n/a	n/a	n/a	58	58	57	57	57
65+	n/a	n/a	n/a	57	60	56	56	59
Greater Geelong	n/a	n/a	n/a	59	61	58	59	59
State-wide	58	57	59	59	60	60	60	58
Women	n/a	n/a	n/a	59	63	59	62	60
35-49	n/a	n/a	n/a	56	59	60	60	60
Regional Centres	60	56	61	59	62	n/a	n/a	n/a
50-64	n/a	n/a	n/a	56	60	52	55	51

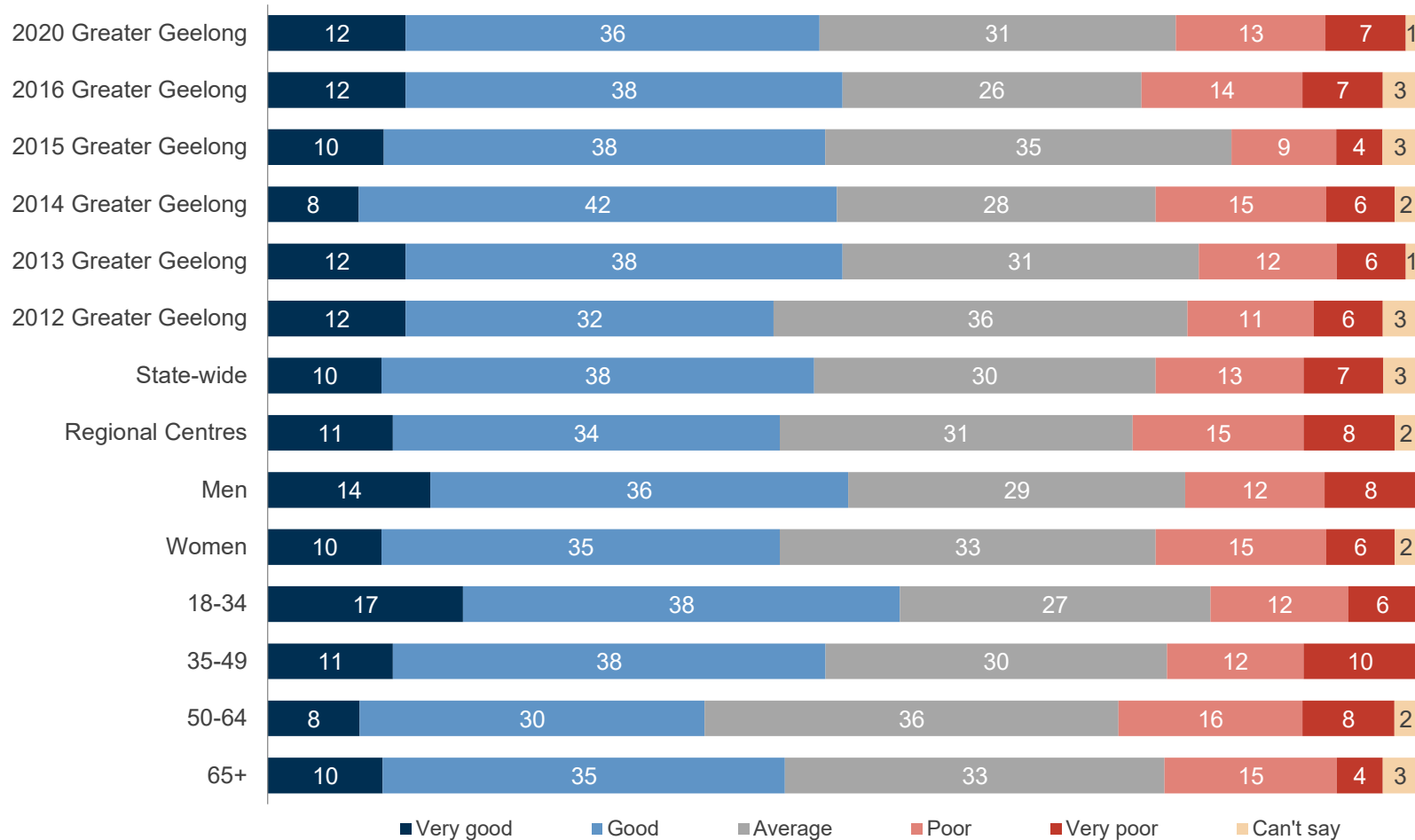
Q2. How has Council performed on 'Traffic management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Traffic management performance



2020 traffic management performance (%)



Q2. How has Council performed on 'Traffic management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 3



Parking facilities importance



2020 parking importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Women	80▲	n/a	n/a	n/a	n/a	78	n/a	82	77
65+	79▲	n/a	n/a	n/a	n/a	77	n/a	78	80
Regional Centres	75	75	75	72	73	74	n/a	n/a	n/a
50-64	74	n/a	n/a	n/a	n/a	74	n/a	80	77
Greater Geelong	74	n/a	n/a	n/a	n/a	75	n/a	77	74
35-49	72	n/a	n/a	n/a	n/a	76	n/a	80	69
State-wide	71▼	71	71	70	70	70	70	71	71
18-34	70	n/a	n/a	n/a	n/a	73	n/a	70	71
Men	67▼	n/a	n/a	n/a	n/a	72	n/a	72	70

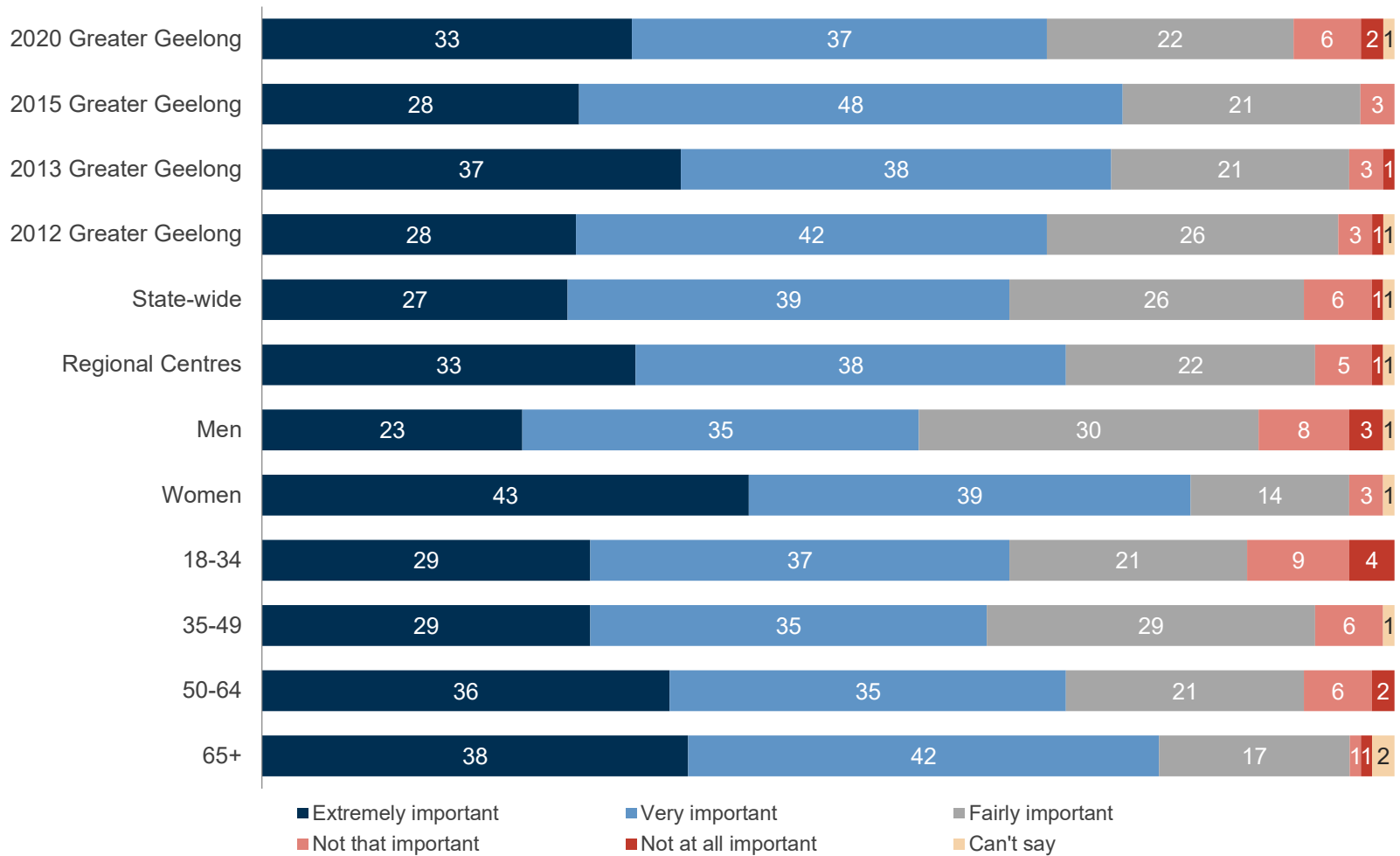
Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 17 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Parking facilities importance



2020 parking importance (%)



Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 17 Councils asked group: 5



Parking facilities performance



2020 parking performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56	56	55	56	57	57	57	56
Men	n/a	n/a	45	51	54	51	49	51
35-49	n/a	n/a	44	53	57	49	47	51
18-34	n/a	n/a	46	53	58	49	50	53
65+	n/a	n/a	37	45	50	48	47	46
Greater Geelong	n/a	n/a	42	50	54	47	47	49
Regional Centres	50	51	52	54	53	n/a	n/a	n/a
Women	n/a	n/a	39	48	54	44	45	46
50-64	n/a	n/a	41	46	51	43	45	42

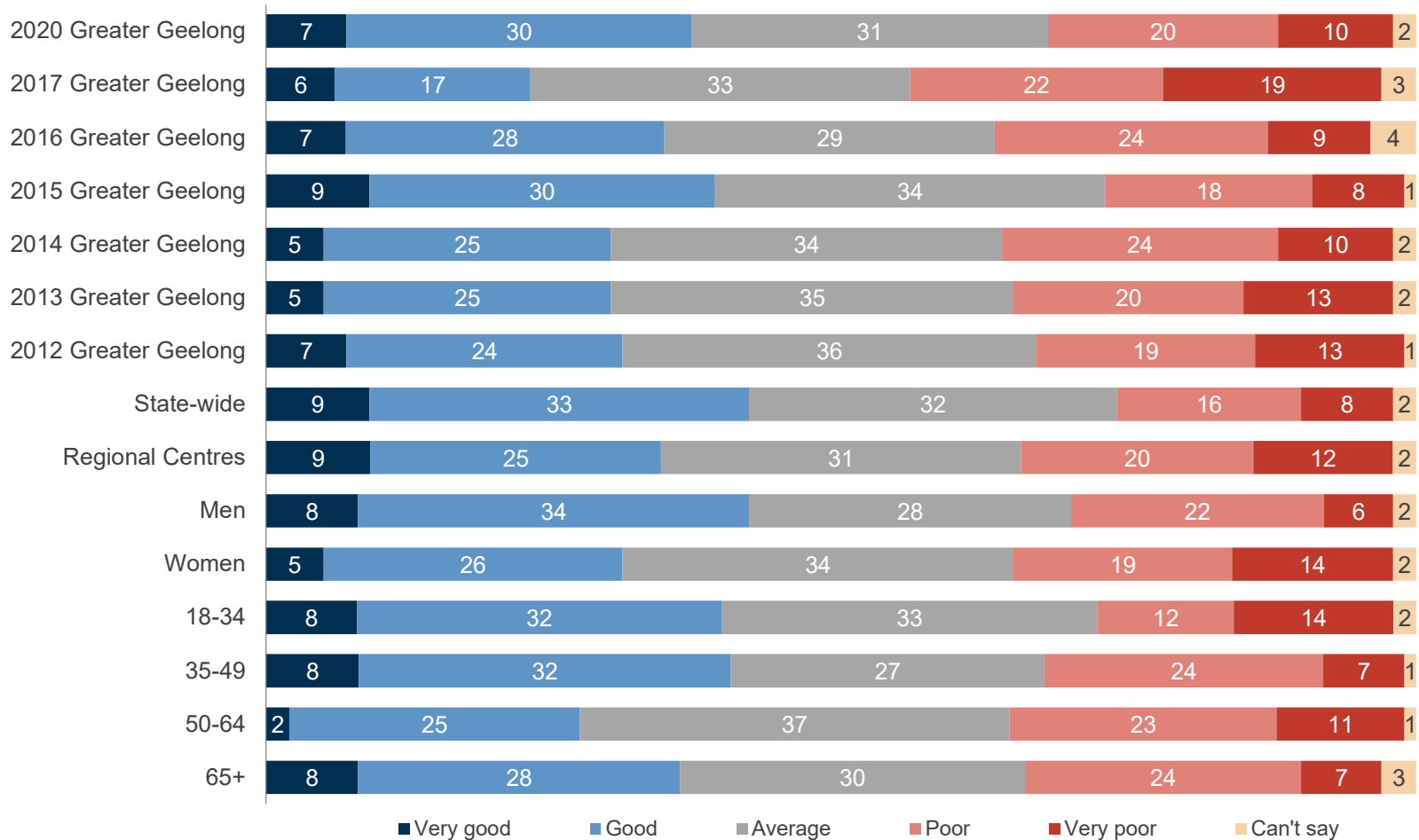
Q2. How has Council performed on 'Parking facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Parking facilities performance



2020 parking performance (%)



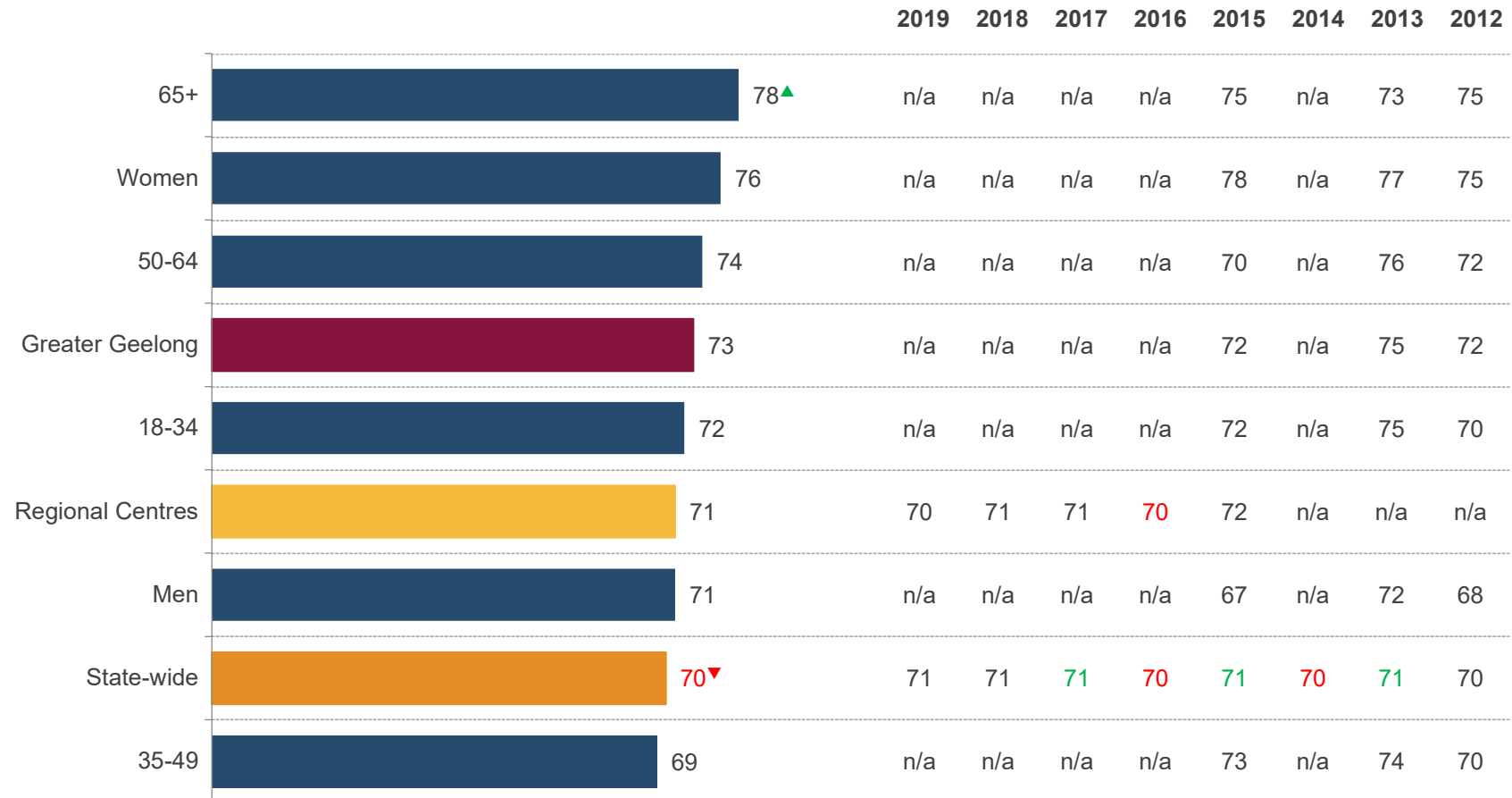
Q2. How has Council performed on 'Parking facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5



Enforcement of local laws importance



2020 law enforcement importance (index scores)



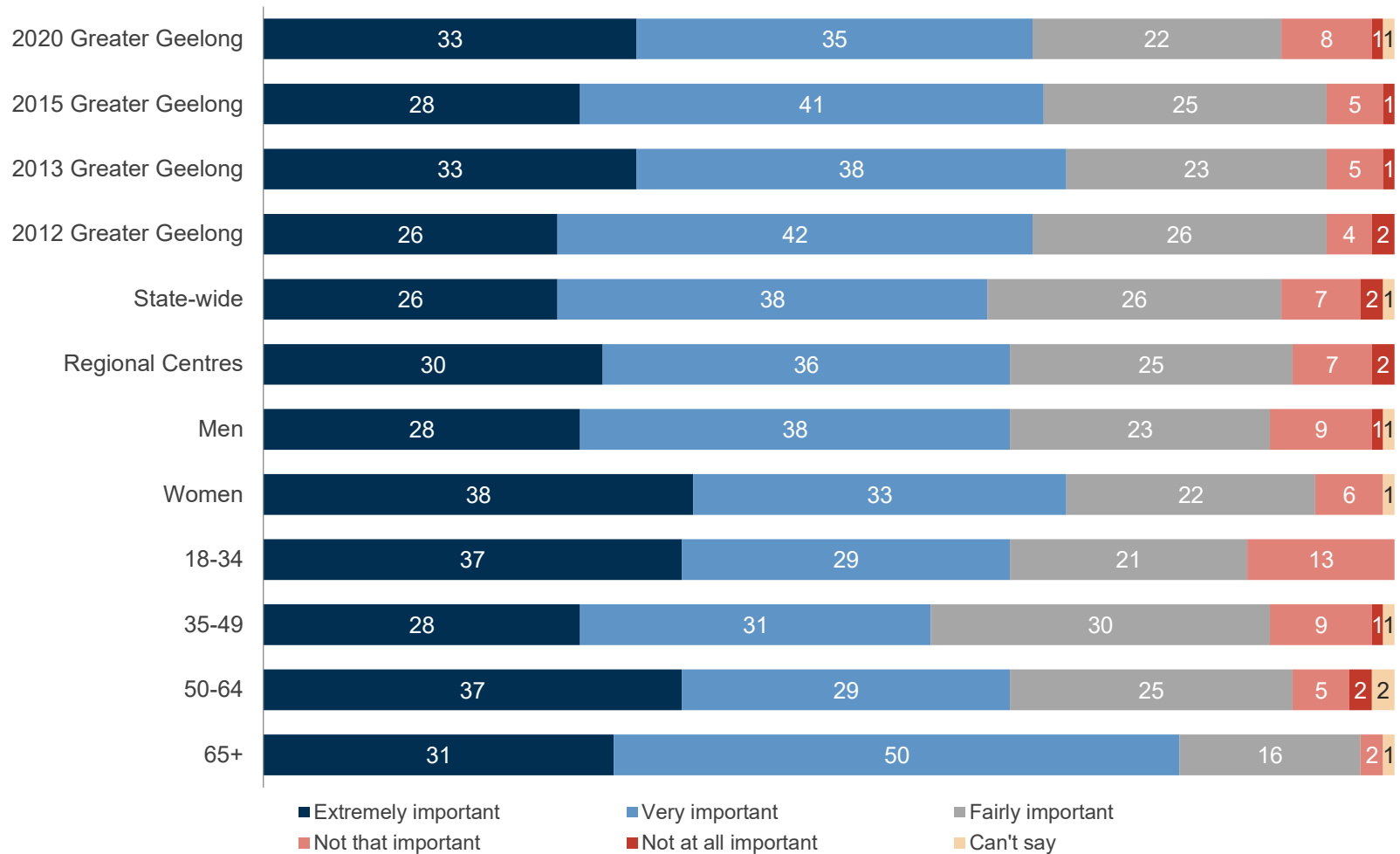
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2020 law enforcement importance (%)



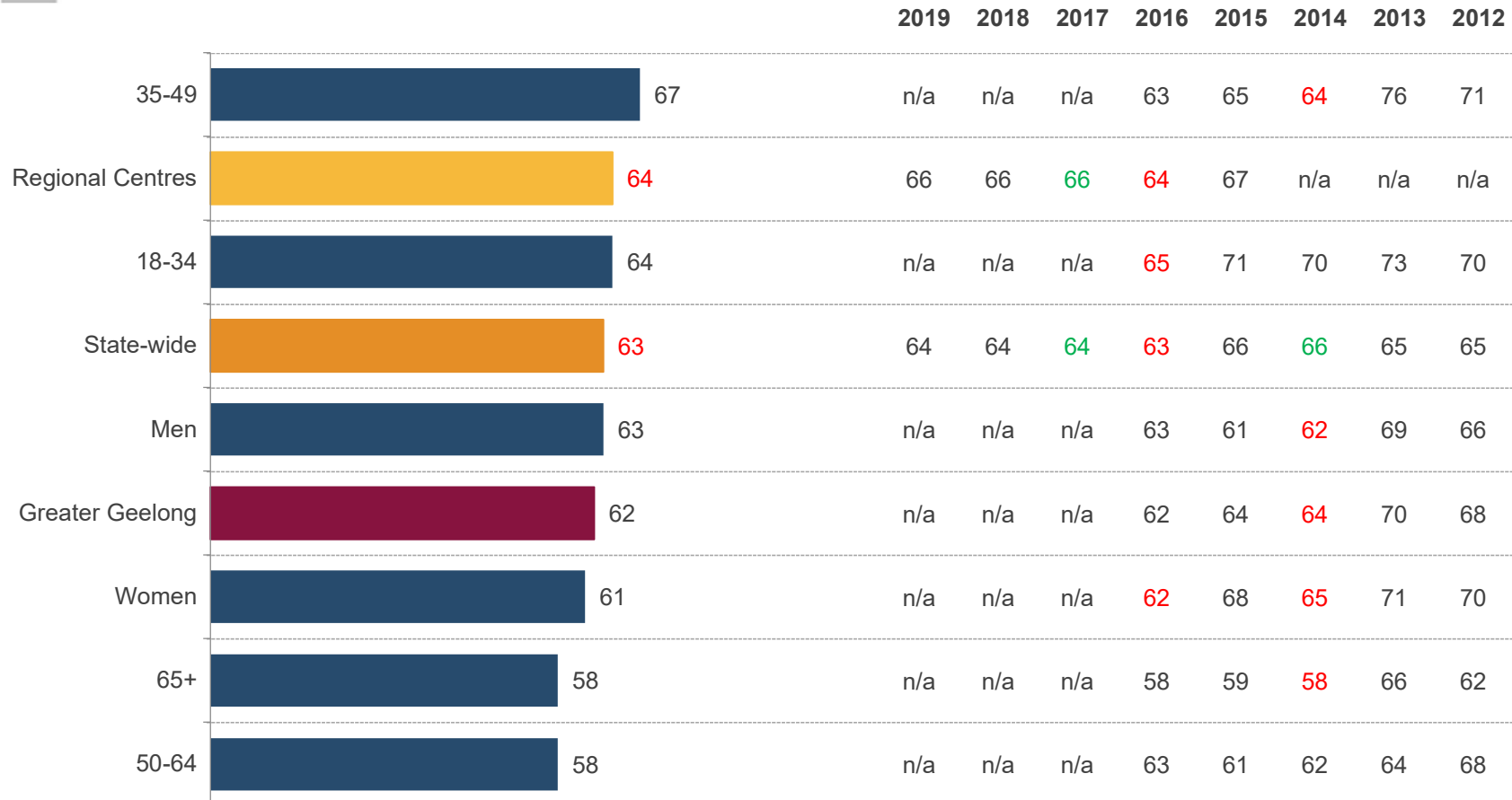
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4



Enforcement of local laws performance



2020 law enforcement performance (index scores)



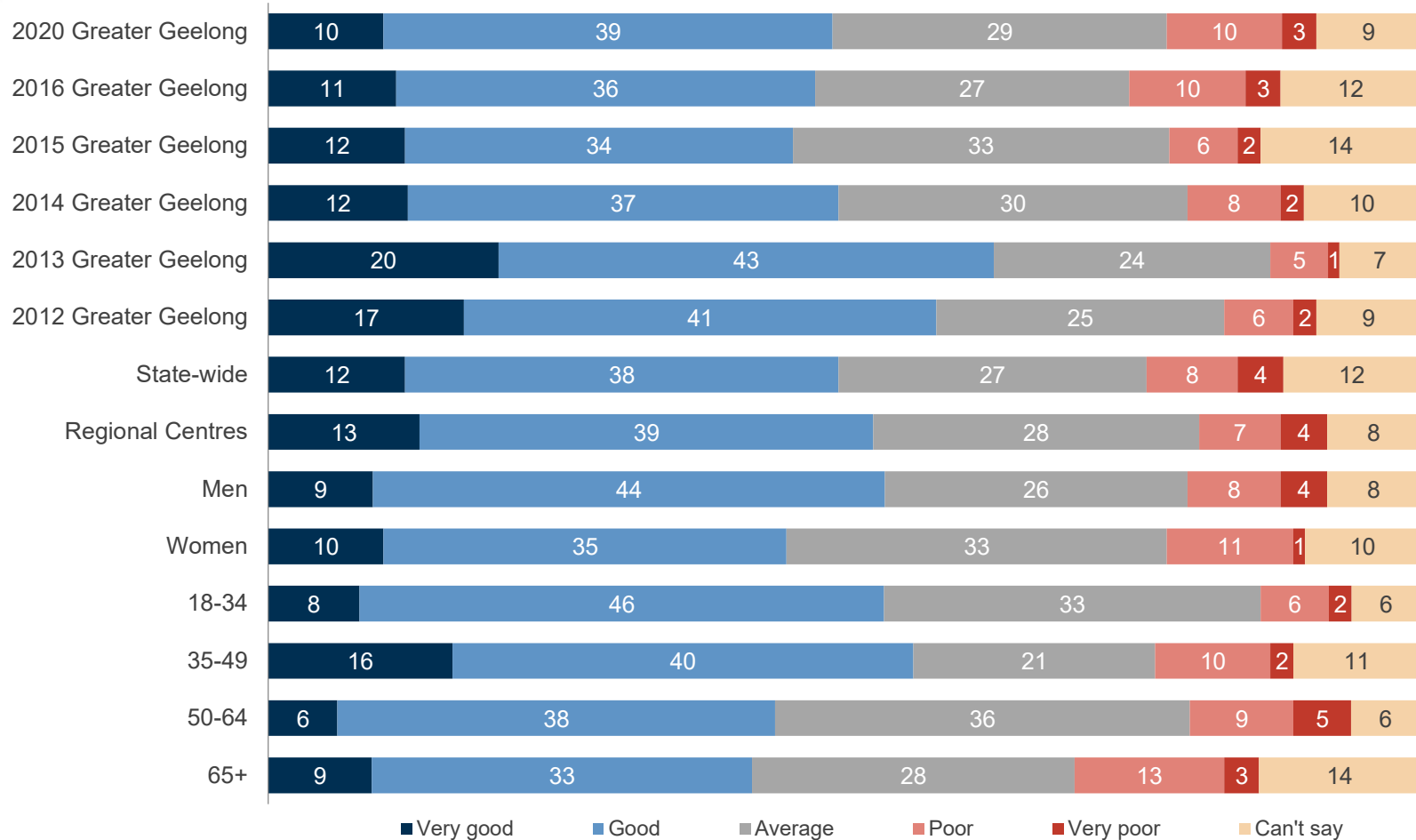
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2020 law enforcement performance (%)



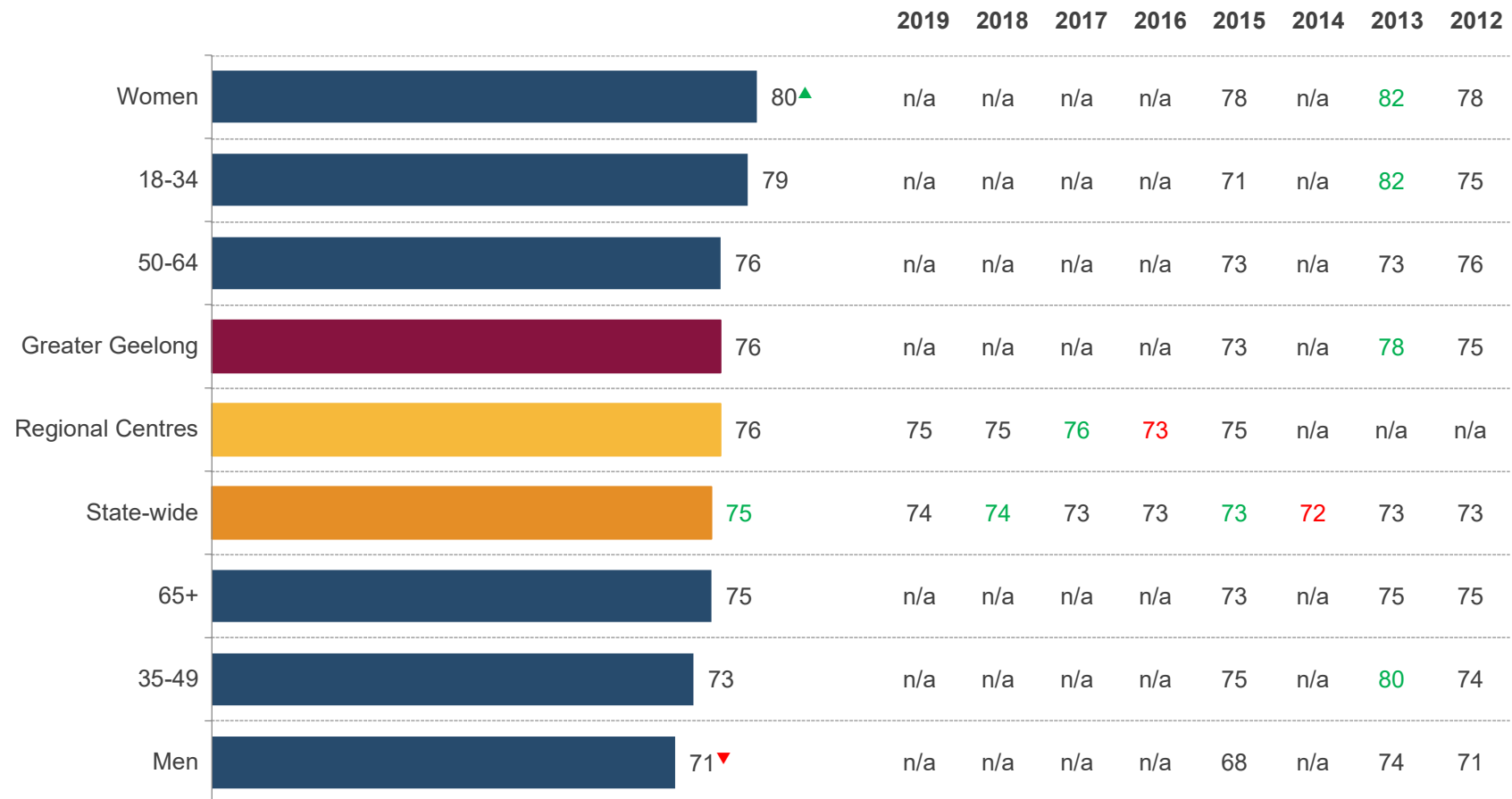
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 4



Family support services importance



2020 family support importance (index scores)



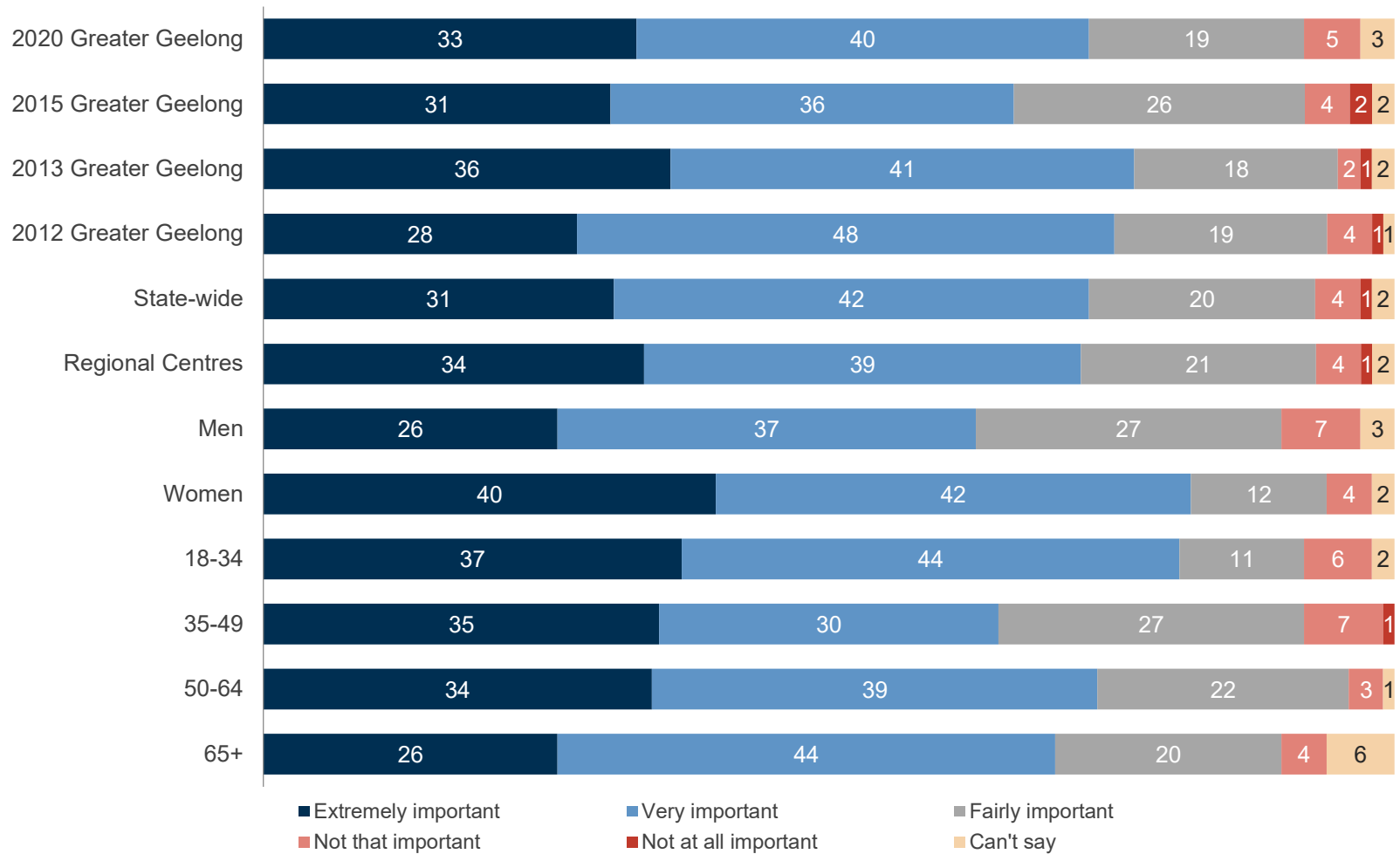
Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Family support services importance



2020 family support importance (%)



Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4



Family support services performance



2020 family support performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
35-49	n/a	n/a	n/a	65	62	65	67	61
State-wide	67	66	67	66	67	68	67	67
18-34	n/a	n/a	n/a	66	65	67	71	66
Regional Centres	68	66	67	66	66	n/a	n/a	n/a
Men	n/a	n/a	n/a	68	62	68	68	64
65+	n/a	n/a	n/a	67	66	68	70	71
Greater Geelong	n/a	n/a	n/a	66	63	67	68	65
Women	n/a	n/a	n/a	64	65	66	67	66
50-64	n/a	n/a	n/a	67	61	68	63	65

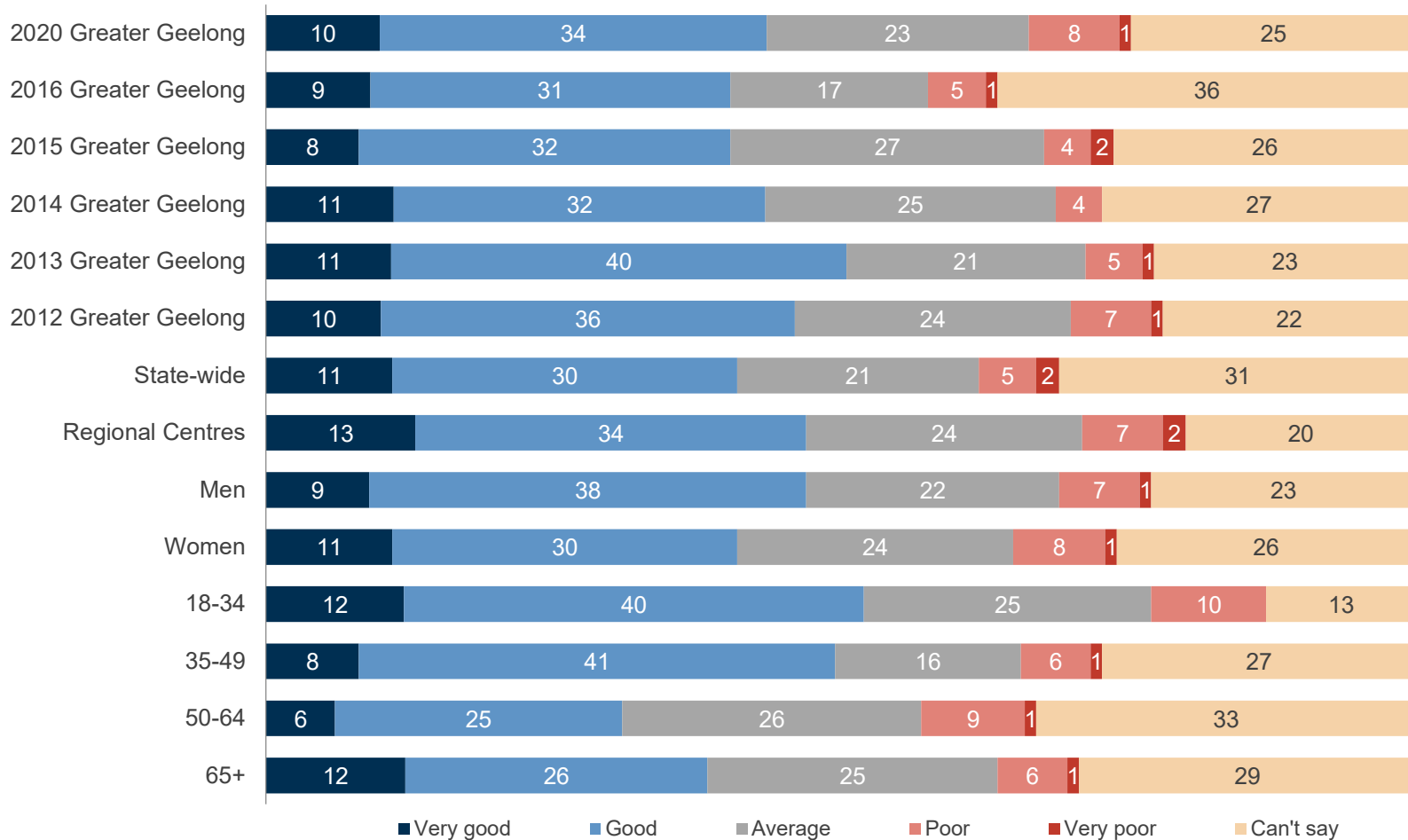
Q2. How has Council performed on 'Family support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Family support services performance



2020 family support performance (%)



Q2. How has Council performed on 'Family support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 4



Elderly support services importance



2020 elderly support importance (index scores)

		2019	2018	2017	2016	2015	2014	2013	2012
Women	84	n/a	n/a	n/a	n/a	83	n/a	87	85
50-64	84	n/a	n/a	n/a	n/a	81	n/a	82	84
65+	83	n/a	n/a	n/a	n/a	82	n/a	81	85
Greater Geelong	81	n/a	n/a	n/a	n/a	79	n/a	81	82
Regional Centres	80	81	80	80	78	80	n/a	n/a	n/a
State-wide	80	80	79	78	78	79	79	79	80
18-34	79	n/a	n/a	n/a	n/a	76	n/a	80	78
35-49	79	n/a	n/a	n/a	n/a	77	n/a	82	80
Men	77▼	n/a	n/a	n/a	n/a	75	n/a	75	78

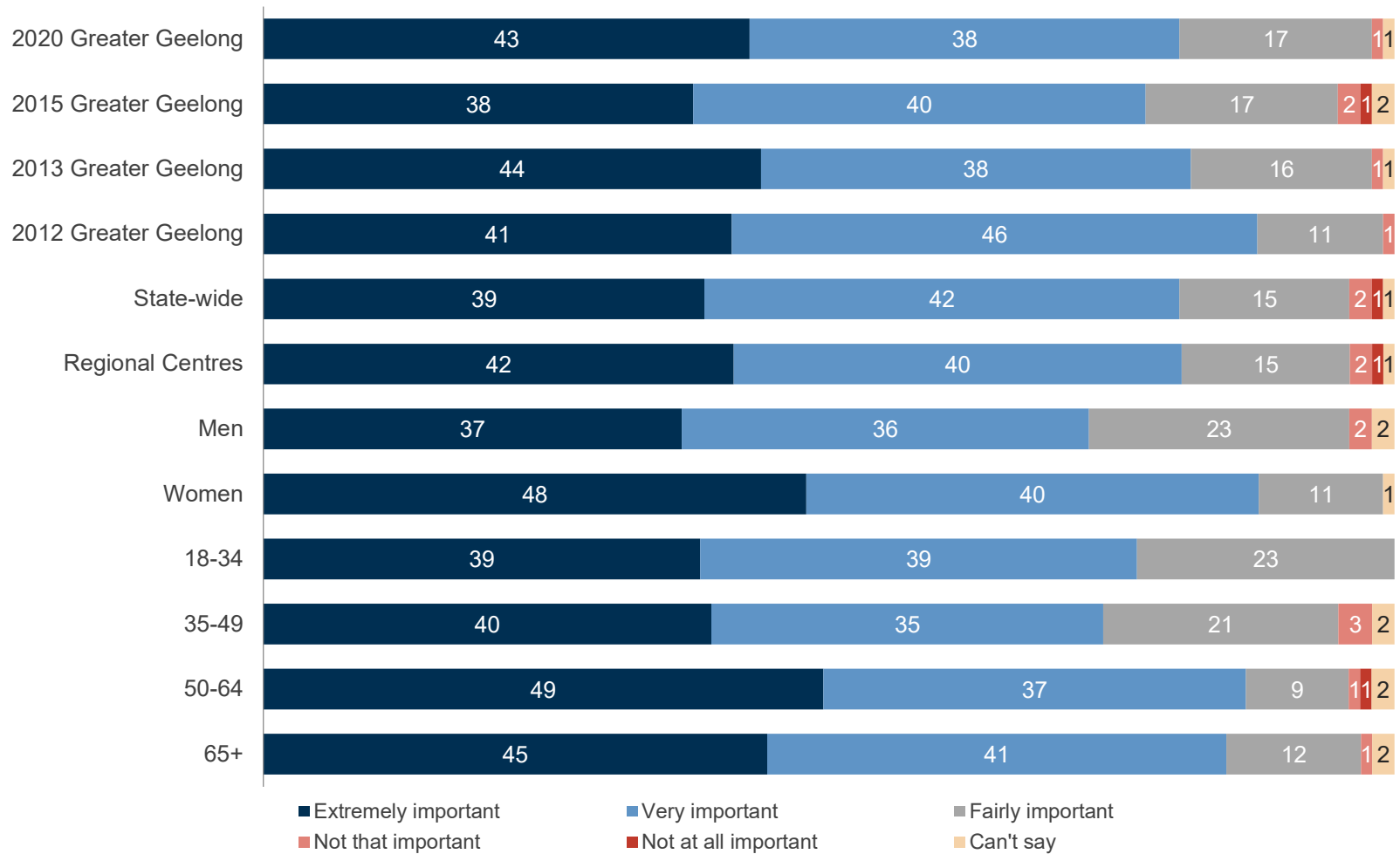
Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Elderly support services importance



2020 elderly support importance (%)



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 3



Elderly support services performance



2020 elderly support performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	68	68	68	68	69	70	69	69
65+	n/a	n/a	n/a	69	68	68	70	73
18-34	n/a	n/a	n/a	68	62	70	67	63
Men	n/a	n/a	n/a	65	63	69	66	65
Greater Geelong	n/a	n/a	n/a	66	63	69	67	66
35-49	n/a	n/a	n/a	59	61	69	68	62
Regional Centres	67	66	68	66	66	n/a	n/a	n/a
Women	n/a	n/a	n/a	66	64	69	67	66
50-64	n/a	n/a	n/a	65	63	68	64	65

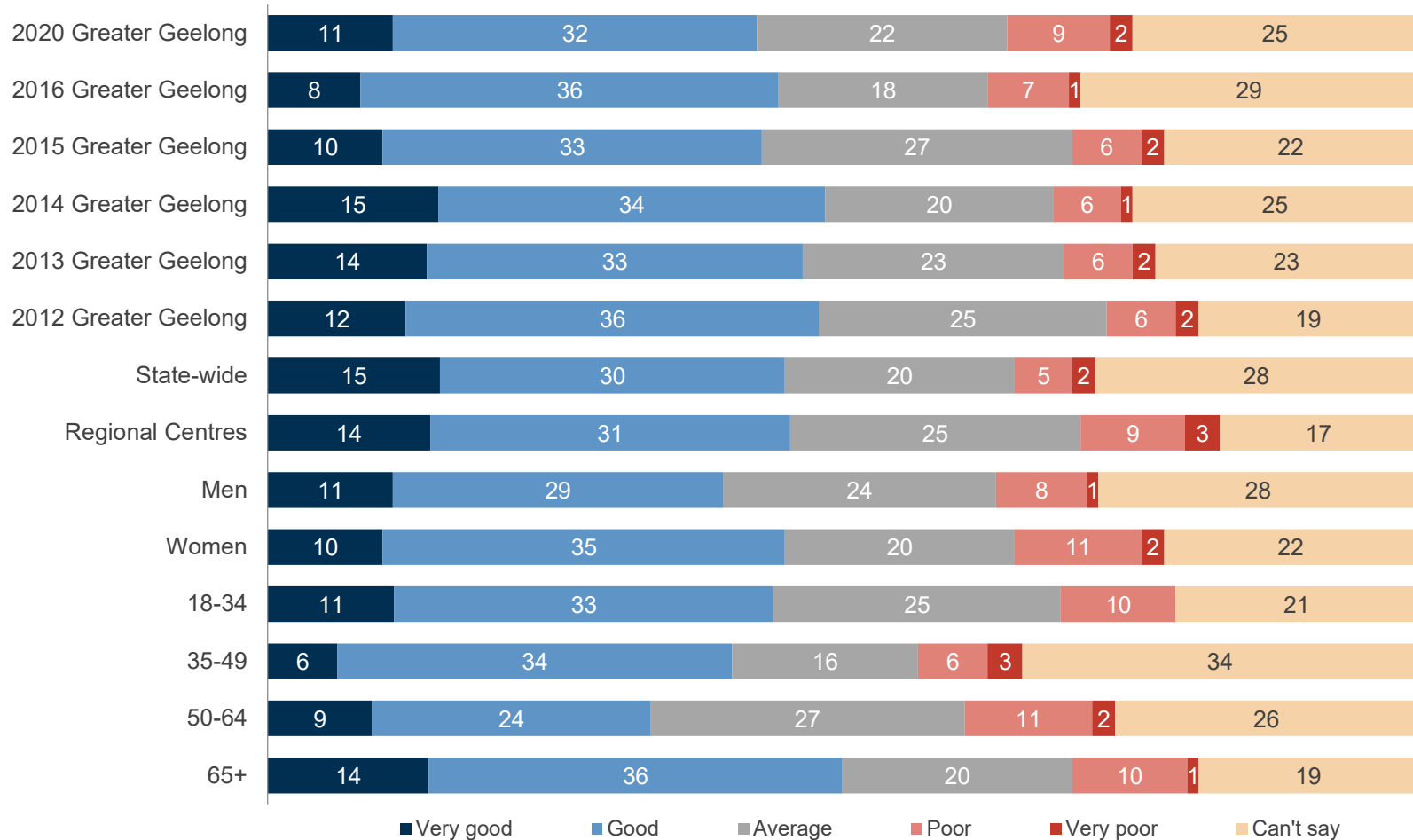
Q2. How has Council performed on 'Elderly support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Elderly support services performance



2020 elderly support performance (%)



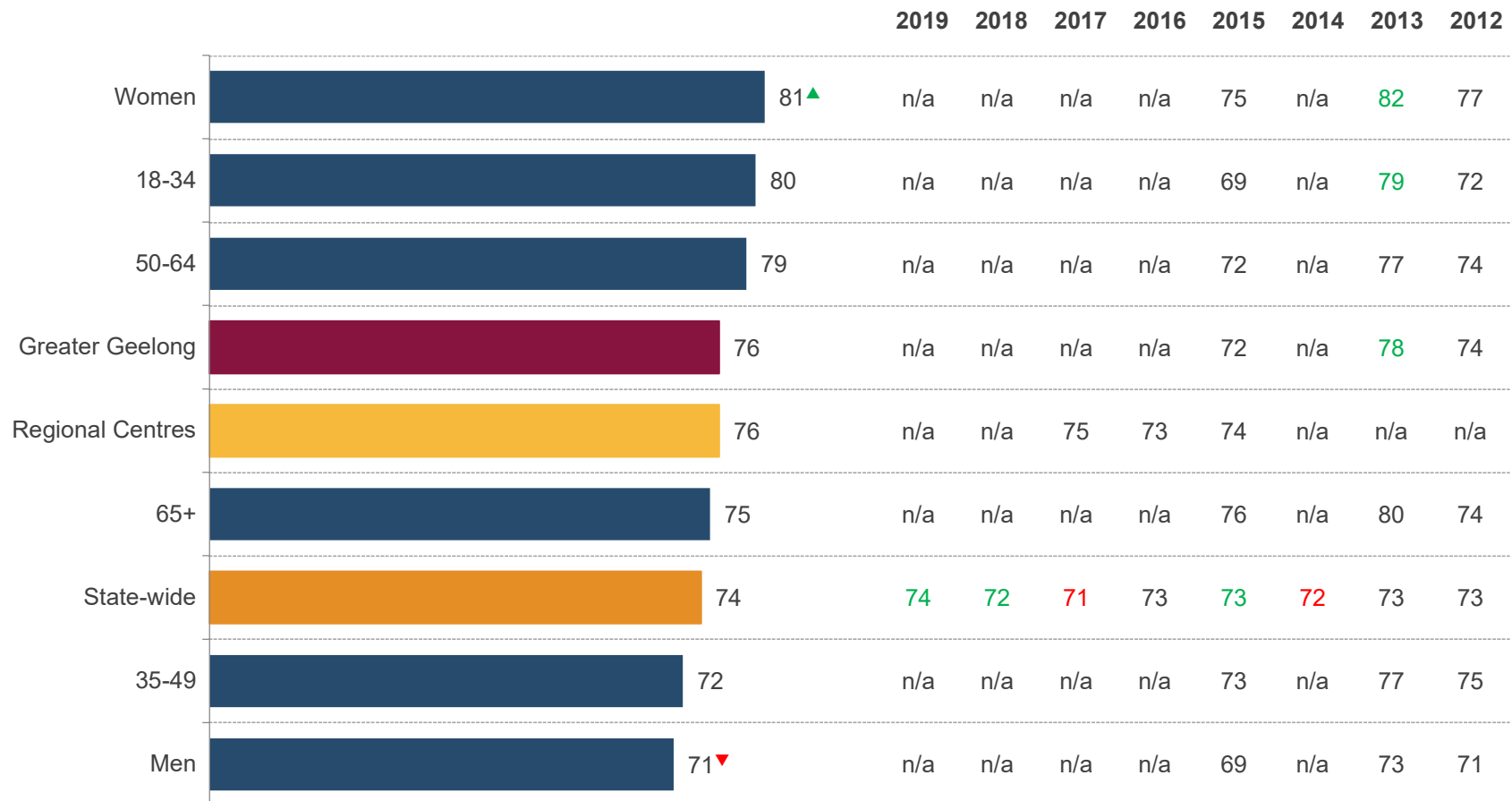
Q2. How has Council performed on 'Elderly support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 30 Councils asked group: 3



Disadvantaged support services importance



2020 disadvantaged support importance (index scores)



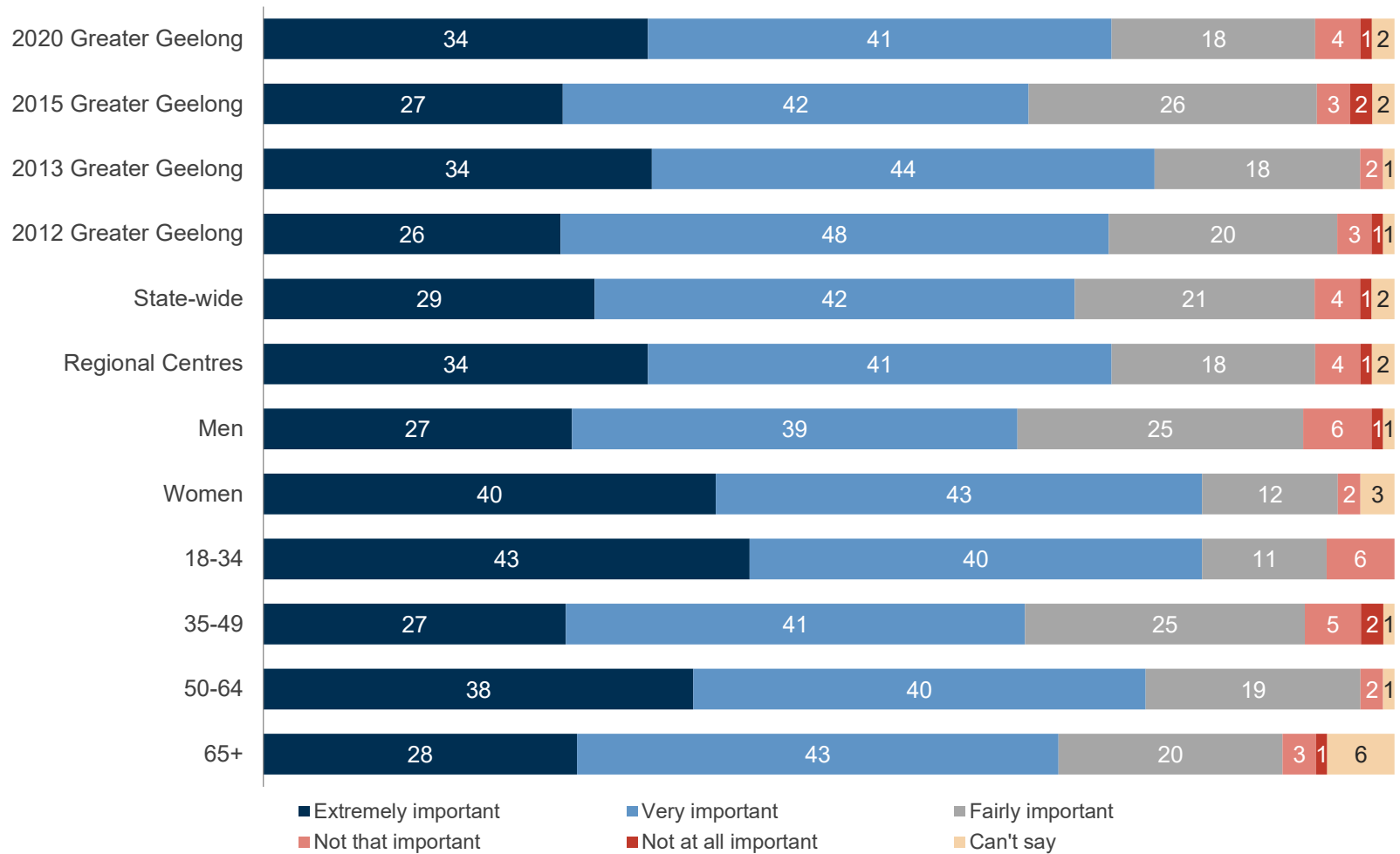
Q1. Firstly, how important should 'Disadvantaged support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 9 Councils asked group: 1
 Note: Please see Appendix A for explanation of significant differences.



Disadvantaged support services importance



2020 disadvantaged support importance (%)



Q1. Firstly, how important should 'Disadvantaged support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 9 Councils asked group: 1



Disadvantaged support services performance



2020 disadvantaged support performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Men	n/a	n/a	n/a	60	58	64	65	61
State-wide	62	61	61	61	62	64	62	63
18-34	n/a	n/a	n/a	57	61	67	68	61
35-49	n/a	n/a	n/a	54	57	64	63	61
Regional Centres	63	61	63	59	61	n/a	n/a	n/a
Greater Geelong	n/a	n/a	n/a	58	60	64	62	62
50-64	n/a	n/a	n/a	63	60	56	58	57
Women	n/a	n/a	n/a	57	61	63	60	63
65+	n/a	n/a	n/a	61	61	63	58	70

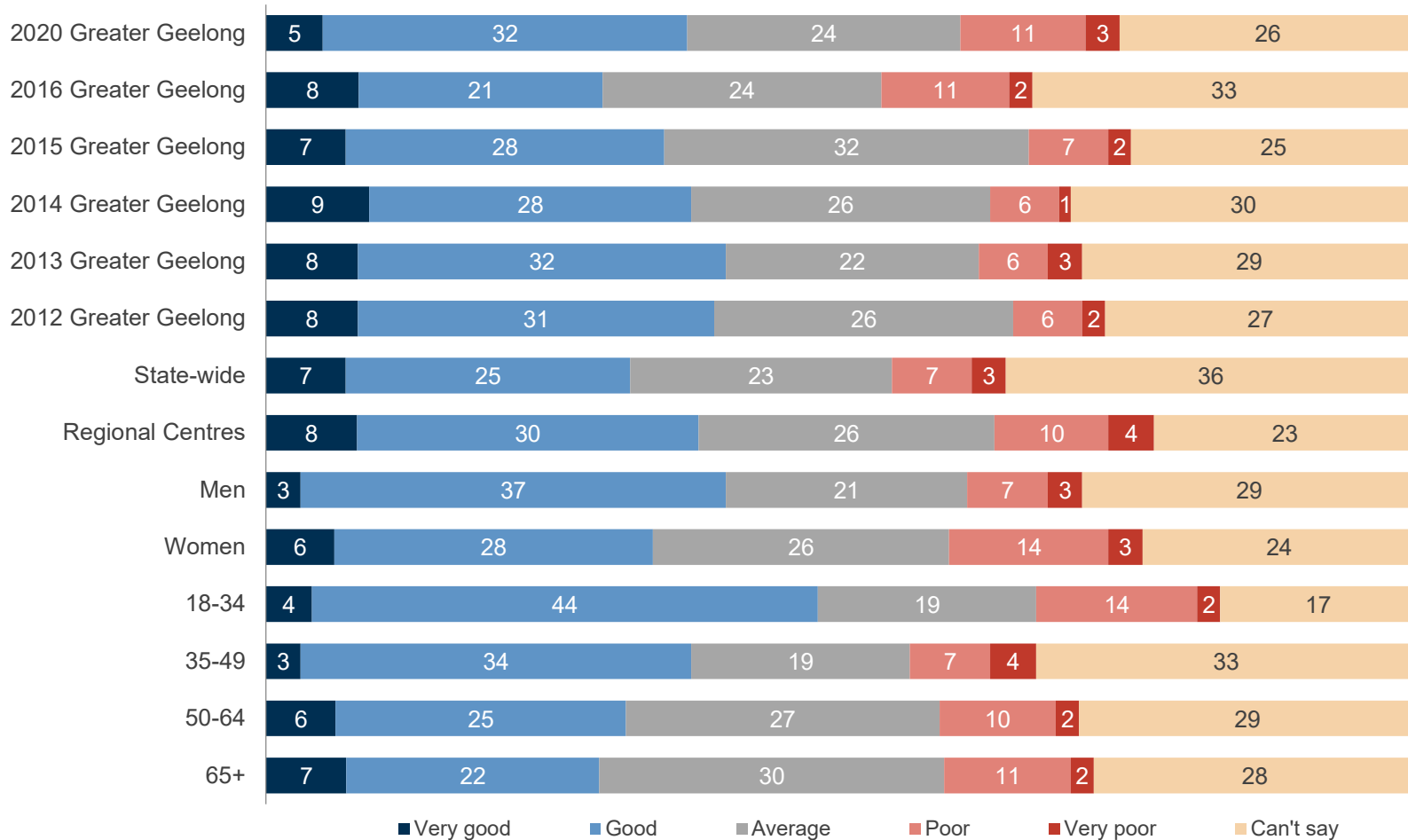
Q2. How has Council performed on 'Disadvantaged support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Disadvantaged support services performance



2020 disadvantaged support performance (%)



Q2. How has Council performed on 'Disadvantaged support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 3



Recreational facilities importance



2020 recreational facilities importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
35-49	76	n/a	n/a	n/a	73	n/a	76	76
50-64	75	n/a	n/a	n/a	75	n/a	75	71
65+	73	n/a	n/a	n/a	71	n/a	74	72
Women	73	n/a	n/a	n/a	71	n/a	75	73
State-wide	72	72	73	72	73	72	72	72
Greater Geelong	72	n/a	n/a	n/a	71	n/a	73	71
Regional Centres	72	72	74	73	73	72	n/a	n/a
Men	72	n/a	n/a	n/a	70	n/a	70	70
18-34	67▼	n/a	n/a	n/a	64	n/a	67	67

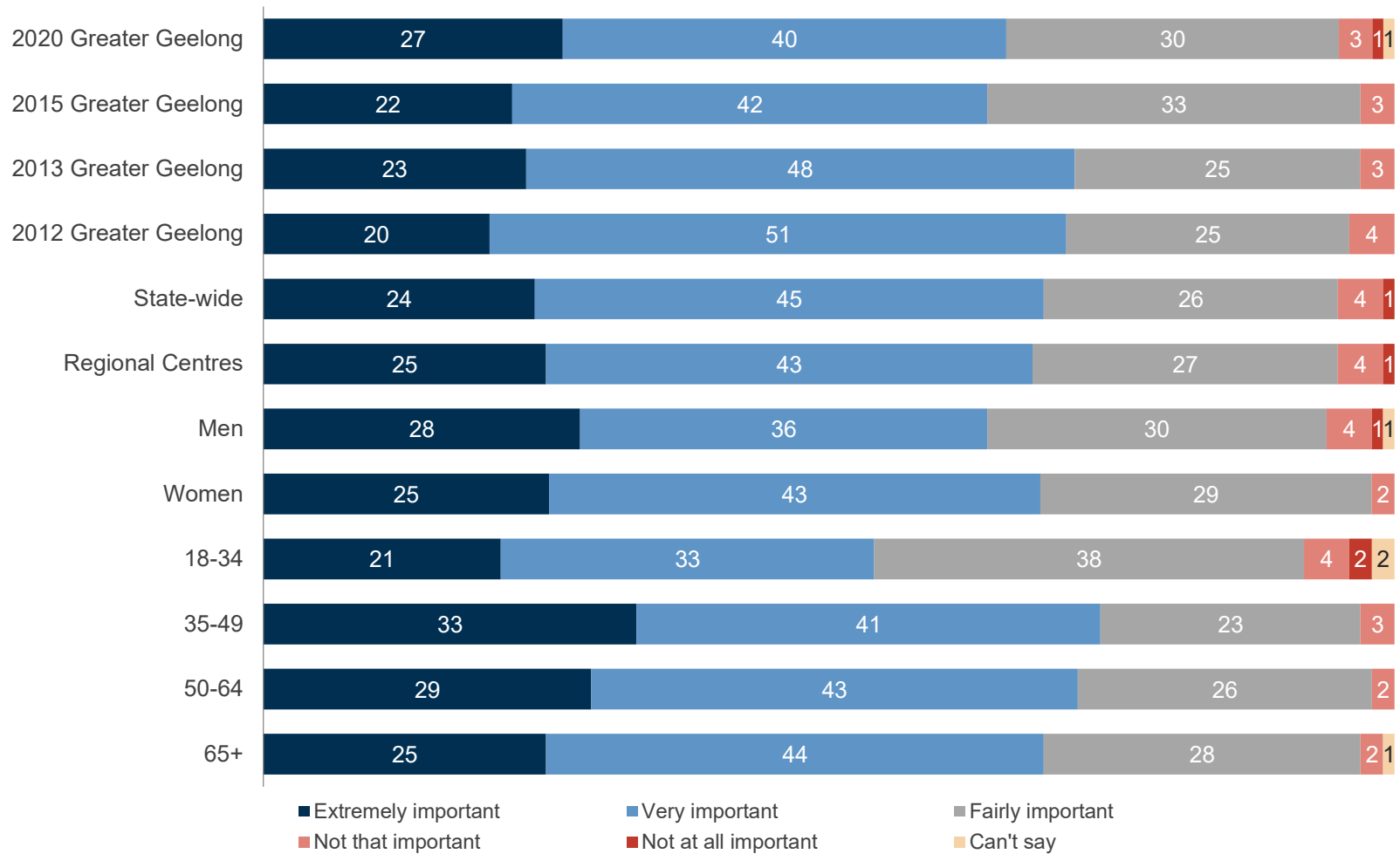
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2020 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5



Recreational facilities performance



2020 recreational facilities performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	73	71	76	73	74
35-49	n/a	n/a	n/a	69	73	72	73	69
Men	n/a	n/a	n/a	72	65	74	74	71
Greater Geelong	n/a	n/a	n/a	72	70	73	73	72
Women	n/a	n/a	n/a	73	75	71	73	72
Regional Centres	71	70	69	70	69	n/a	n/a	n/a
State-wide	70	69	70	69	70	71	70	70
18-34	n/a	n/a	n/a	74	67	74	73	75
50-64	n/a	n/a	n/a	73	70	67	74	69

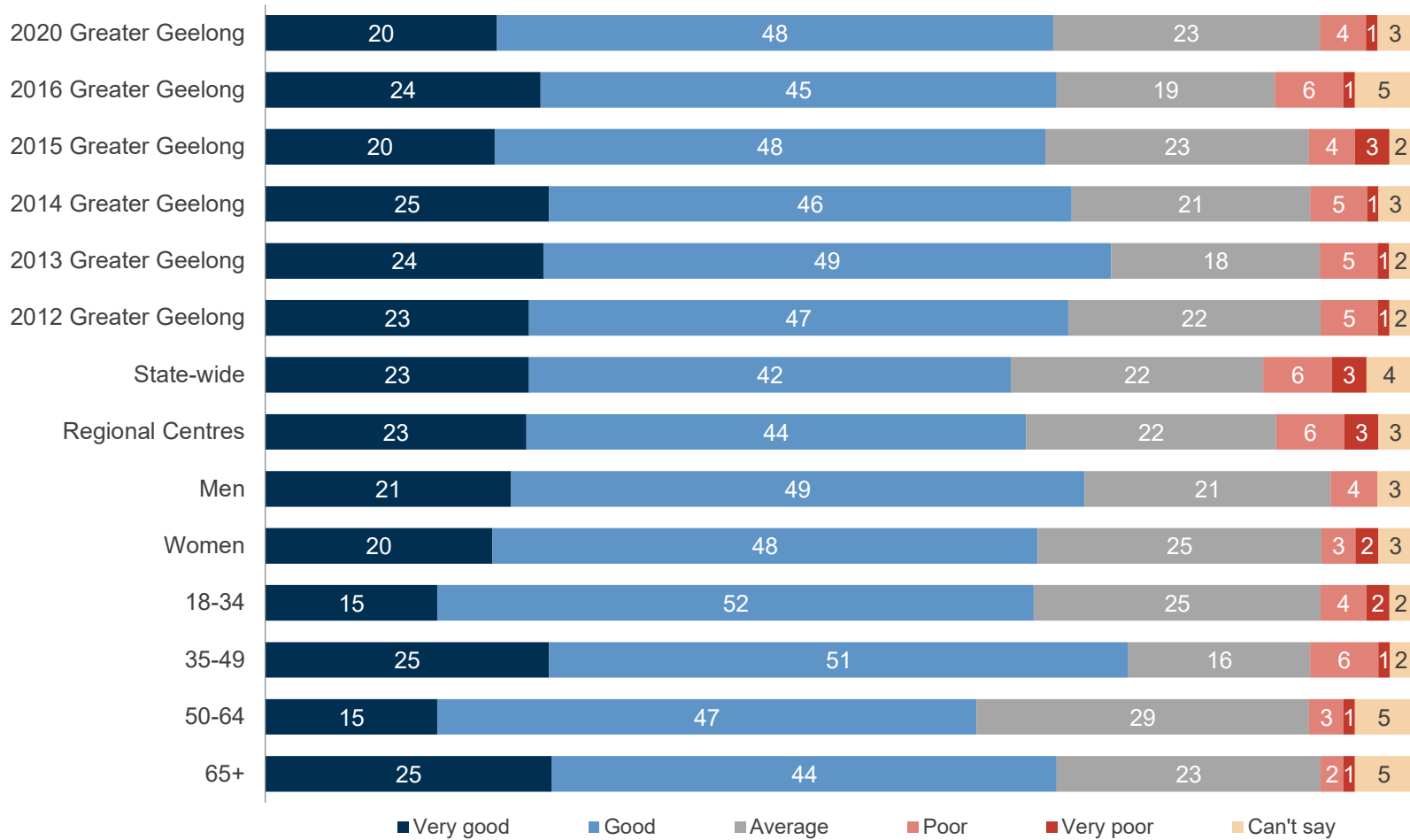
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 39 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2020 recreational facilities performance (%)



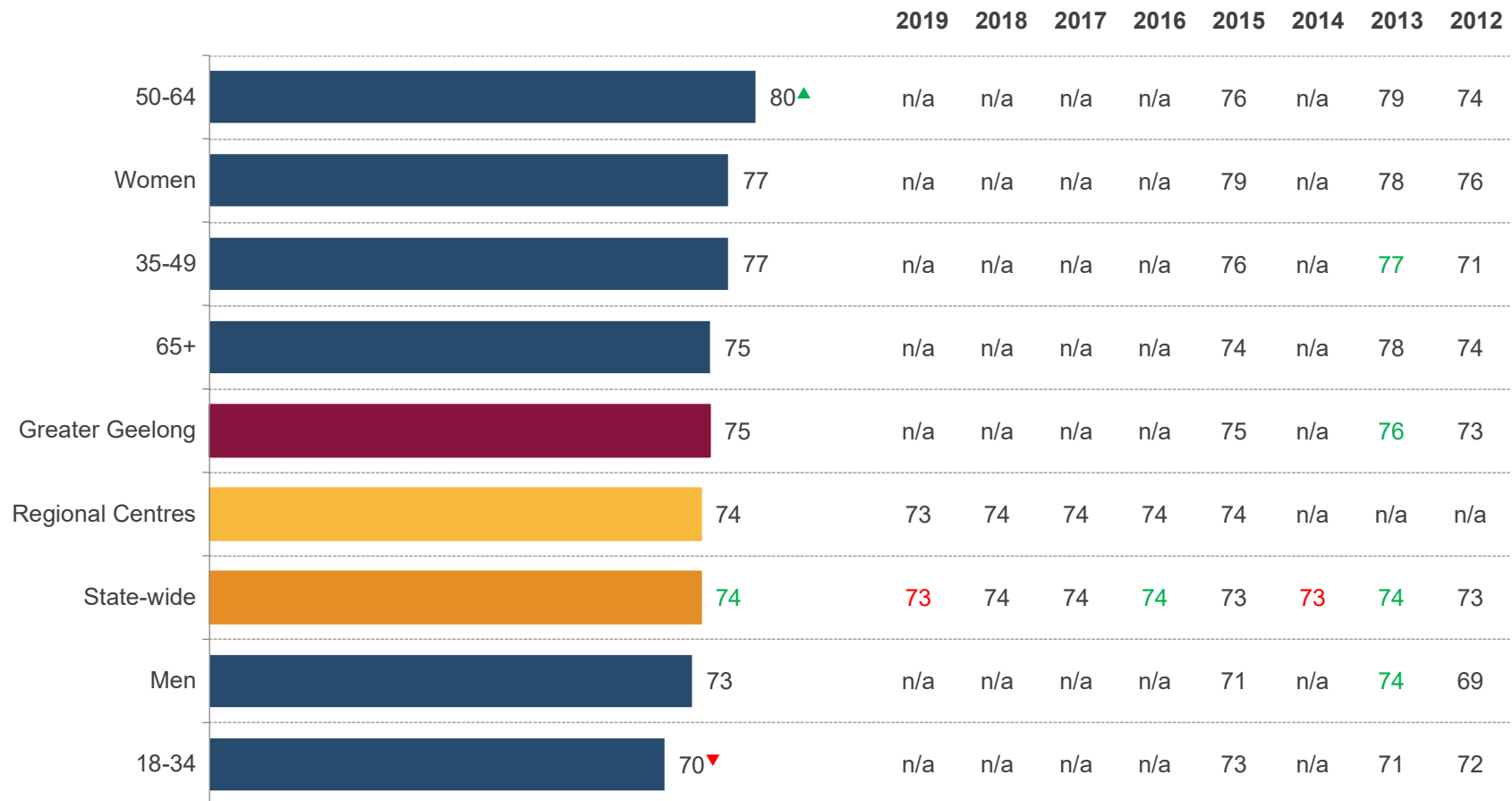
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 39 Councils asked group: 5



The appearance of public areas importance



2020 public areas importance (index scores)



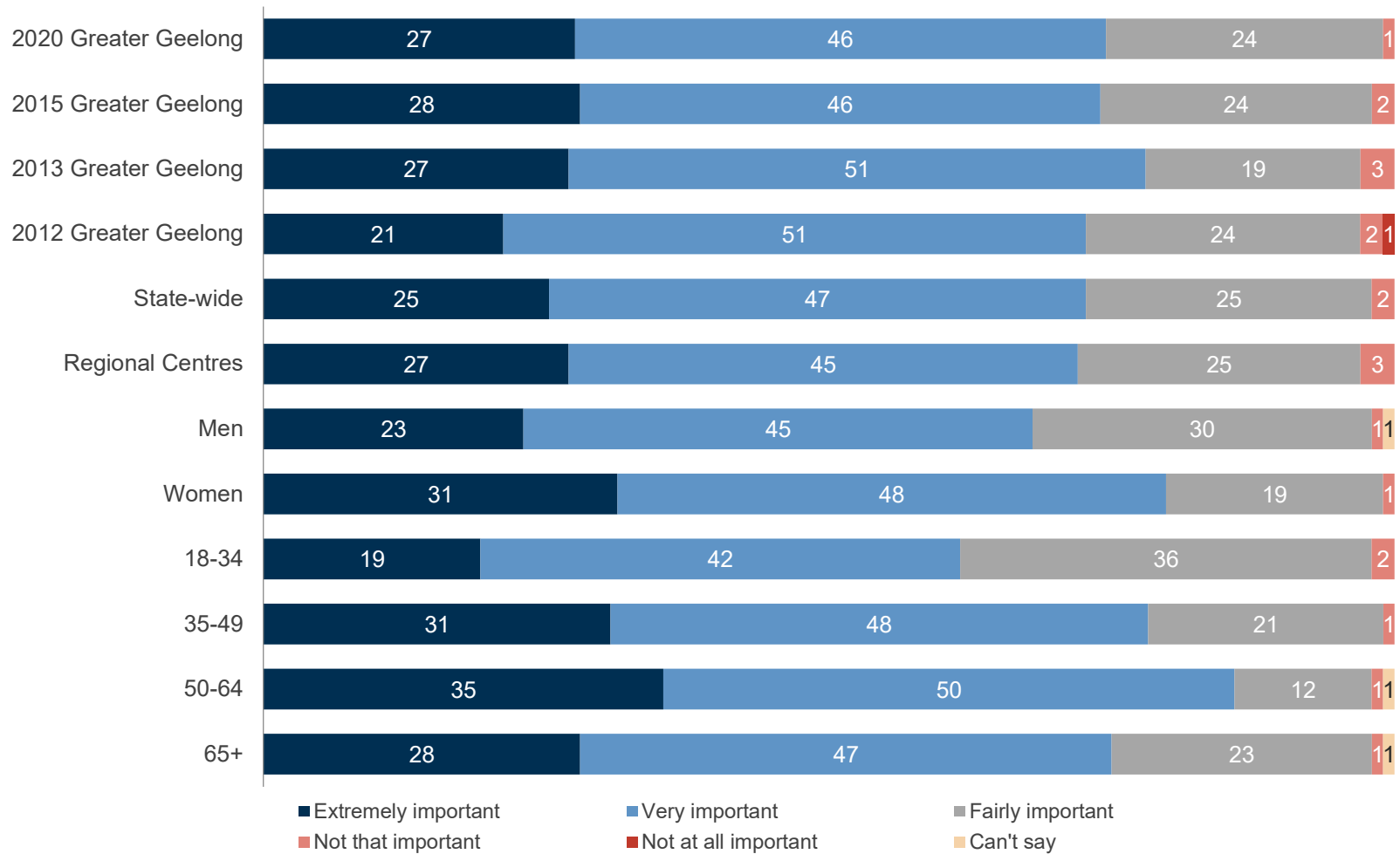
Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2020 public areas importance (%)



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5



The appearance of public areas performance



2020 public areas performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012	
35-49	72	n/a	n/a	n/a	73	73	70	69	70
Regional Centres	72▲	74	73	73	73	72	n/a	n/a	n/a
State-wide	72▲	72	71	71	71	72	72	71	71
Men	69	n/a	n/a	n/a	73	69	69	67	67
Greater Geelong	69	n/a	n/a	n/a	73	70	68	69	70
Women	69	n/a	n/a	n/a	73	71	67	70	73
65+	69	n/a	n/a	n/a	72	69	68	70	70
50-64	67	n/a	n/a	n/a	72	65	64	66	69
18-34	67	n/a	n/a	n/a	75	72	70	71	72

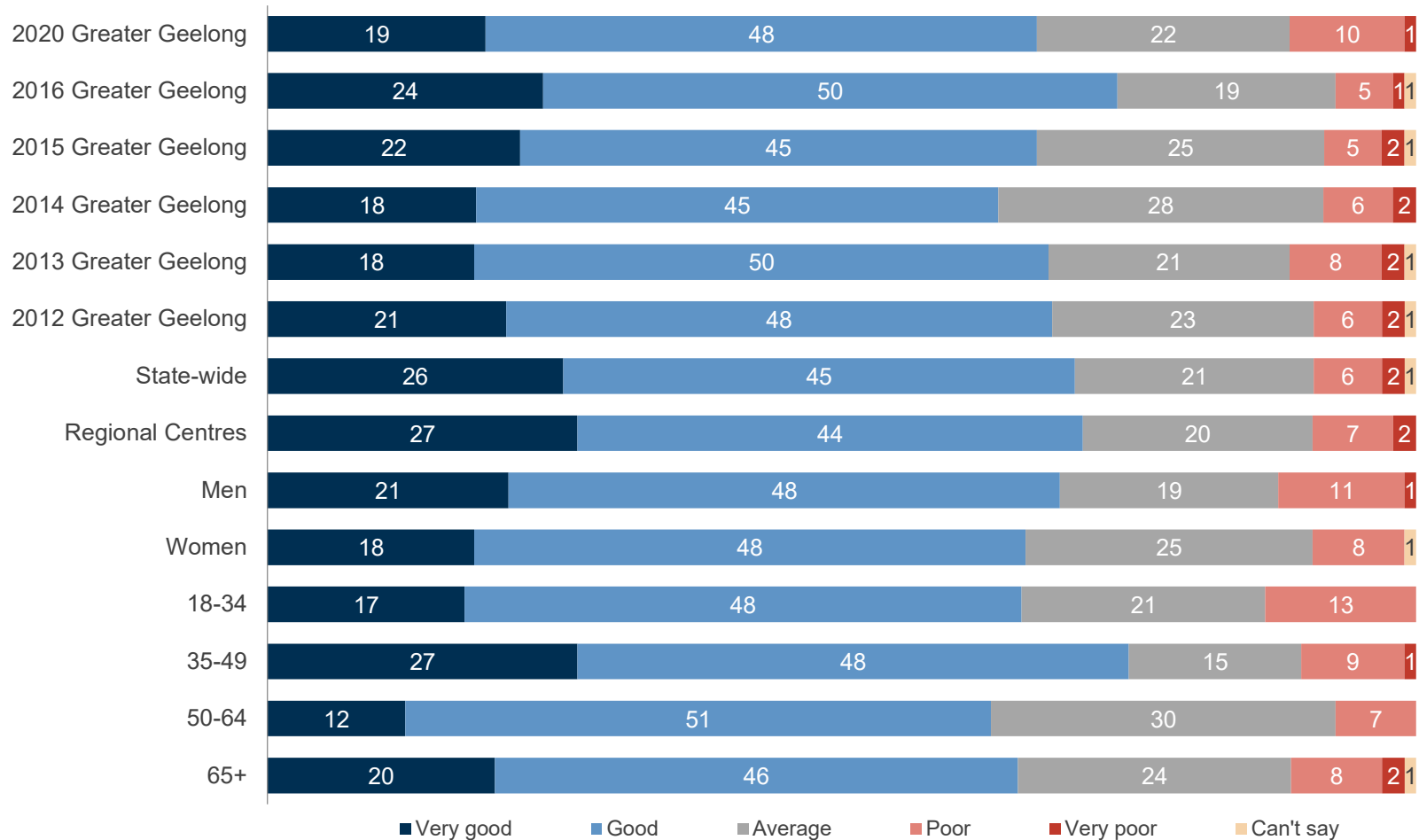
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 38 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2020 public areas performance (%)



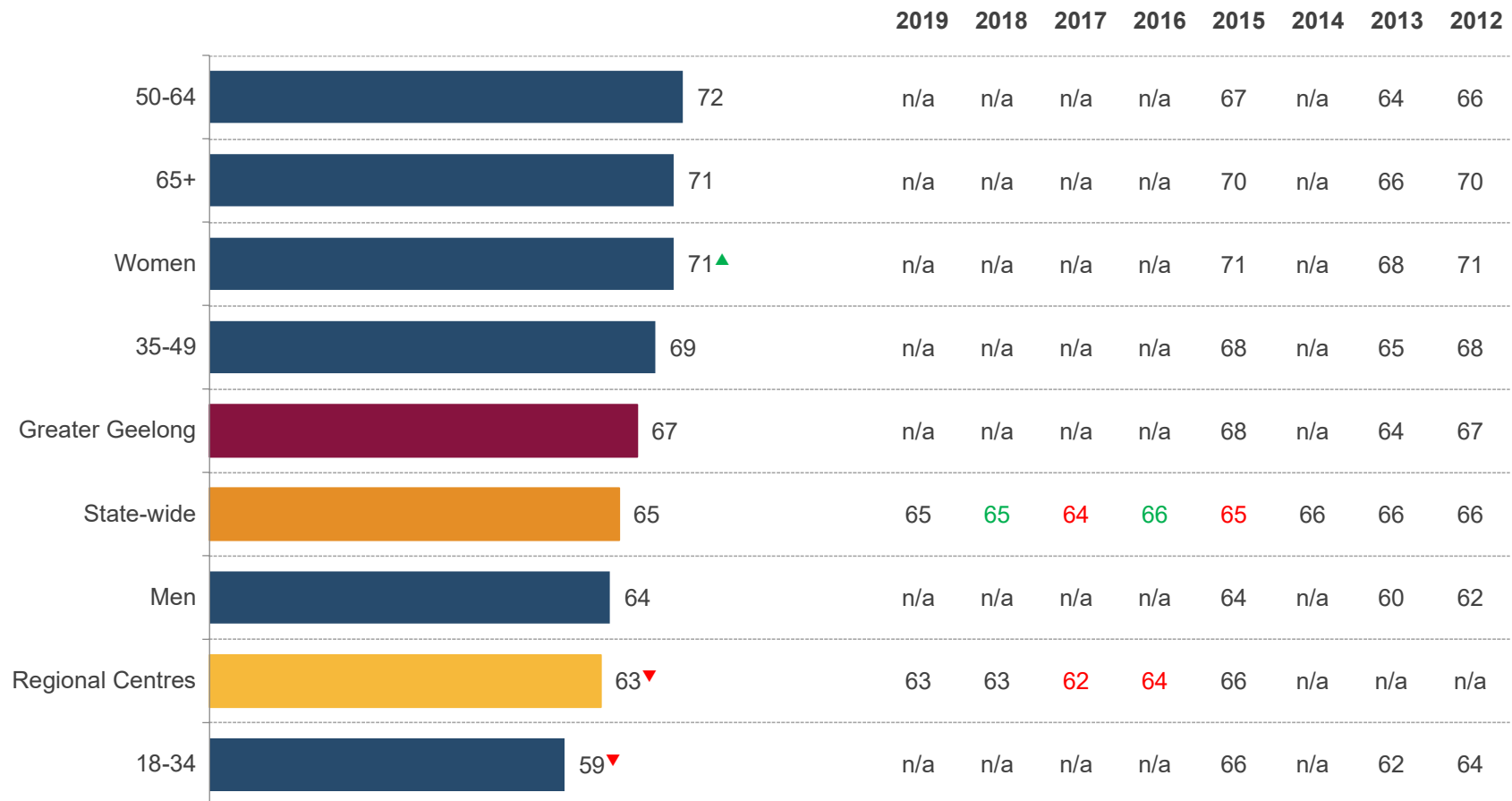
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 38 Councils asked group: 5



Art centres and libraries importance



2020 art centres and libraries importance (index scores)



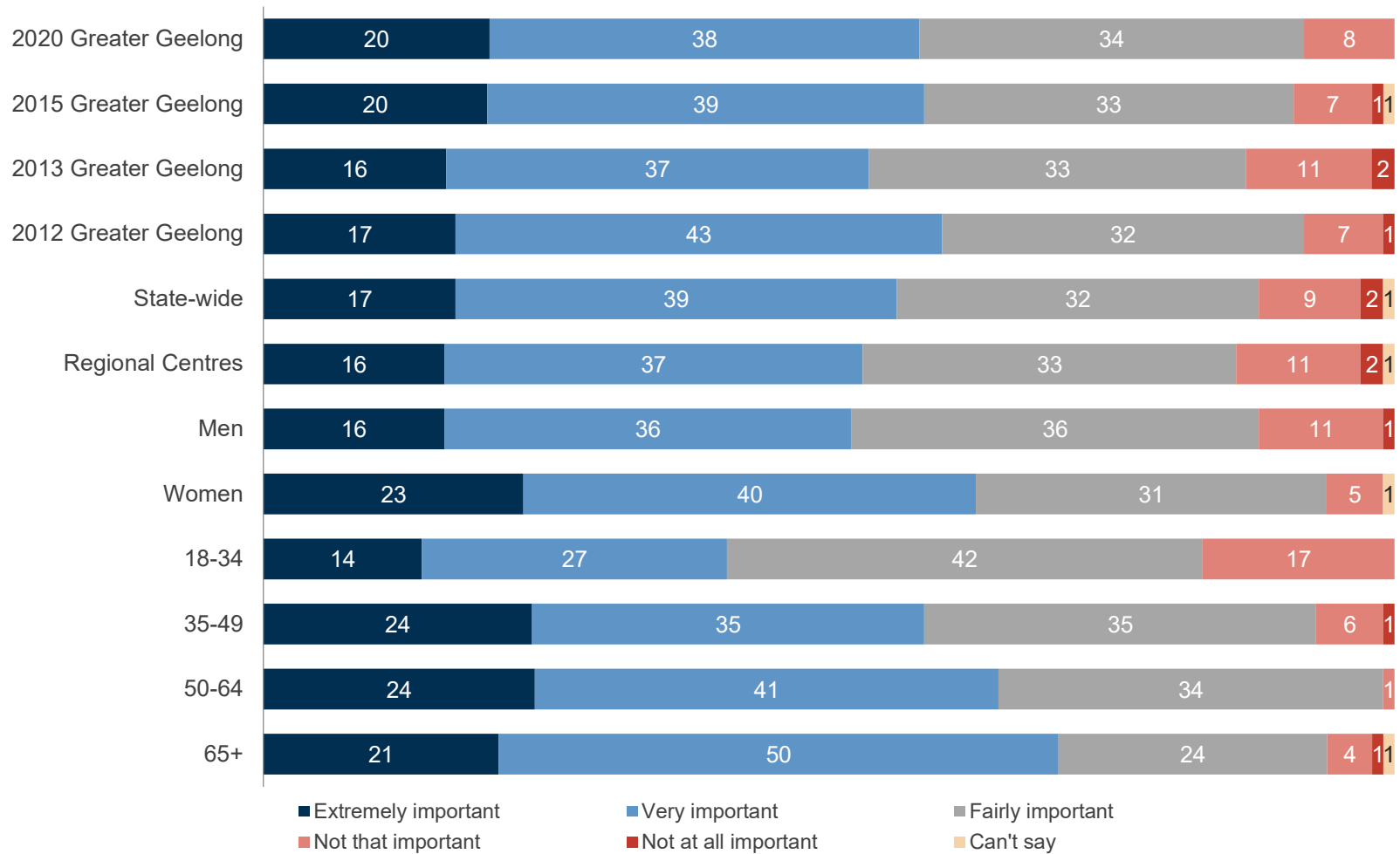
Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries importance



2020 art centres and libraries importance (%)



Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5



Art centres and libraries performance



2020 art centres and libraries performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012	
35-49	80	n/a	n/a	n/a	85	78	79	78	77
65+	79	n/a	n/a	n/a	83	75	78	78	76
Women	79	n/a	n/a	n/a	85	79	77	76	77
Greater Geelong	77	n/a	n/a	n/a	84	77	75	75	75
50-64	77	n/a	n/a	n/a	85	76	75	74	75
Men	76	n/a	n/a	n/a	83	75	73	74	73
Regional Centres	74▼	74	76	75	75	75	n/a	n/a	n/a
18-34	74	n/a	n/a	n/a	84	79	68	73	72
State-wide	74▼	74	74	73	72	73	75	73	73

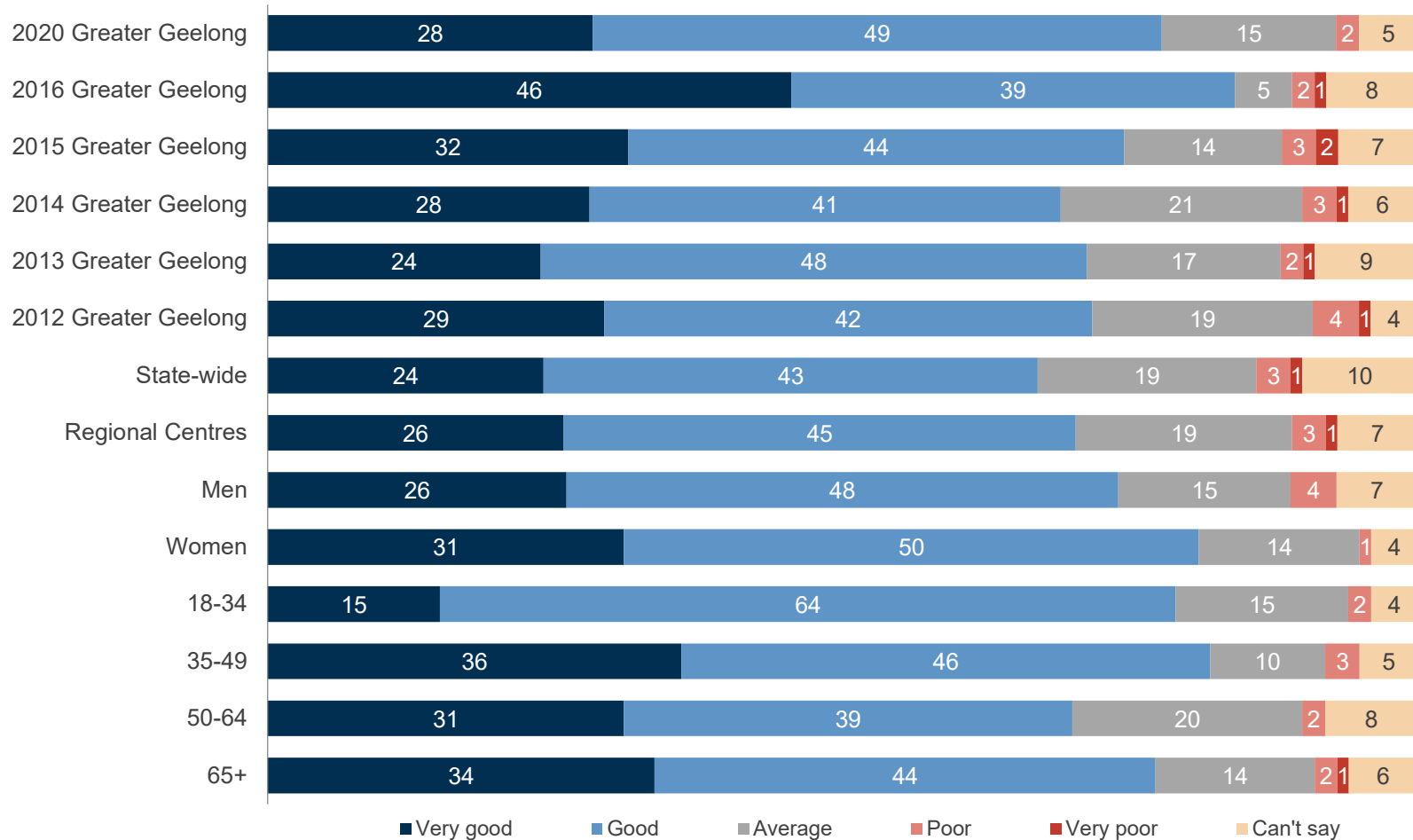
Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries performance



2020 art centres and libraries performance (%)



Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5



Community and cultural activities importance



2020 community and cultural activities importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Women	71▲	n/a	n/a	n/a	63	n/a	66	64
50-64	68	n/a	n/a	n/a	62	n/a	65	63
65+	67	n/a	n/a	n/a	62	n/a	63	63
Greater Geelong	66	n/a	n/a	n/a	60	n/a	63	61
35-49	65	n/a	n/a	n/a	58	n/a	65	63
18-34	64	n/a	n/a	n/a	58	n/a	59	57
Regional Centres	63▼	62	62	62	63	n/a	n/a	n/a
State-wide	62▼	61	61	62	62	62	62	62
Men	61▼	n/a	n/a	n/a	56	n/a	60	58

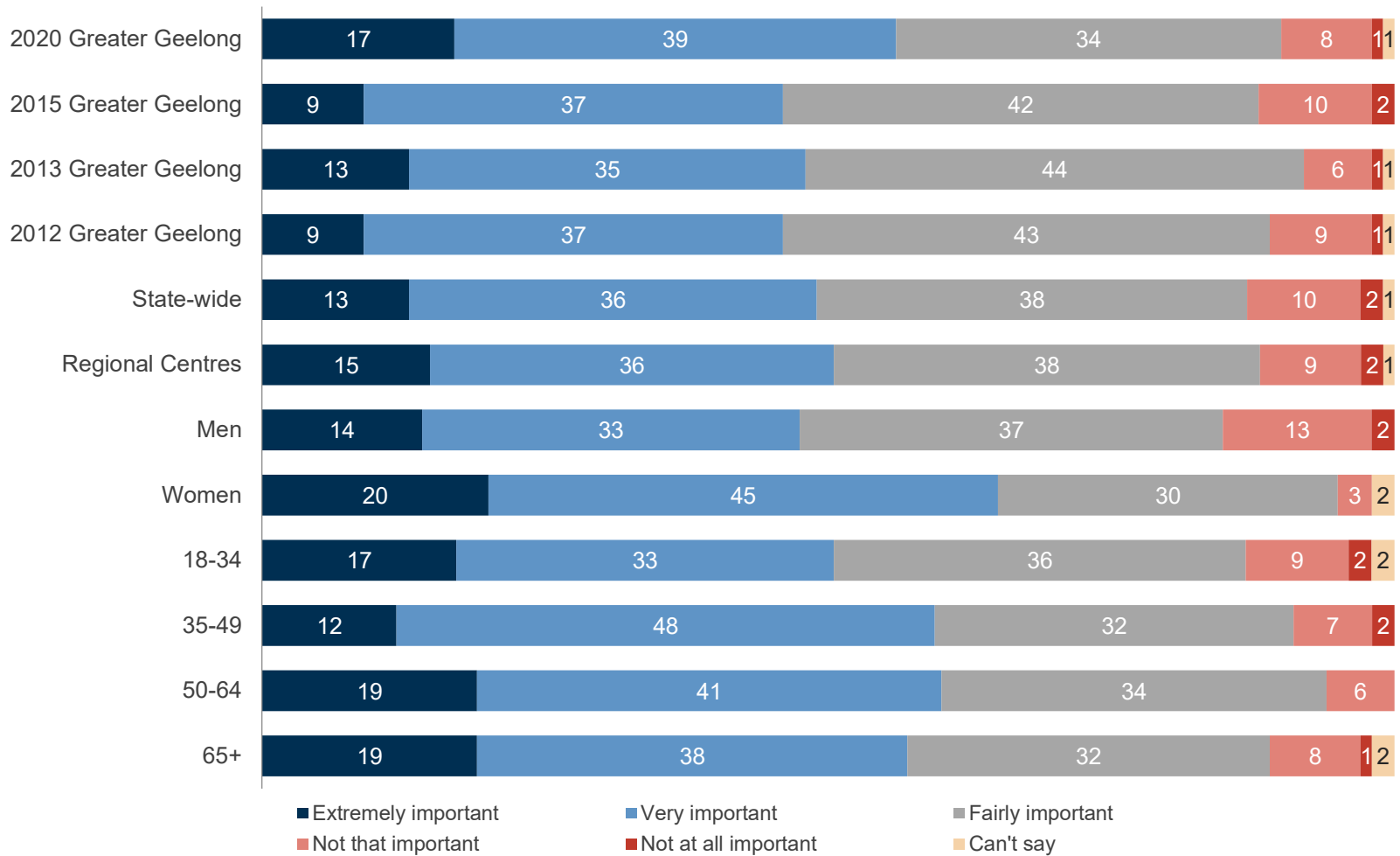
Q1. Firstly, how important should 'Community and cultural activities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities importance



2020 community and cultural activities importance (%)



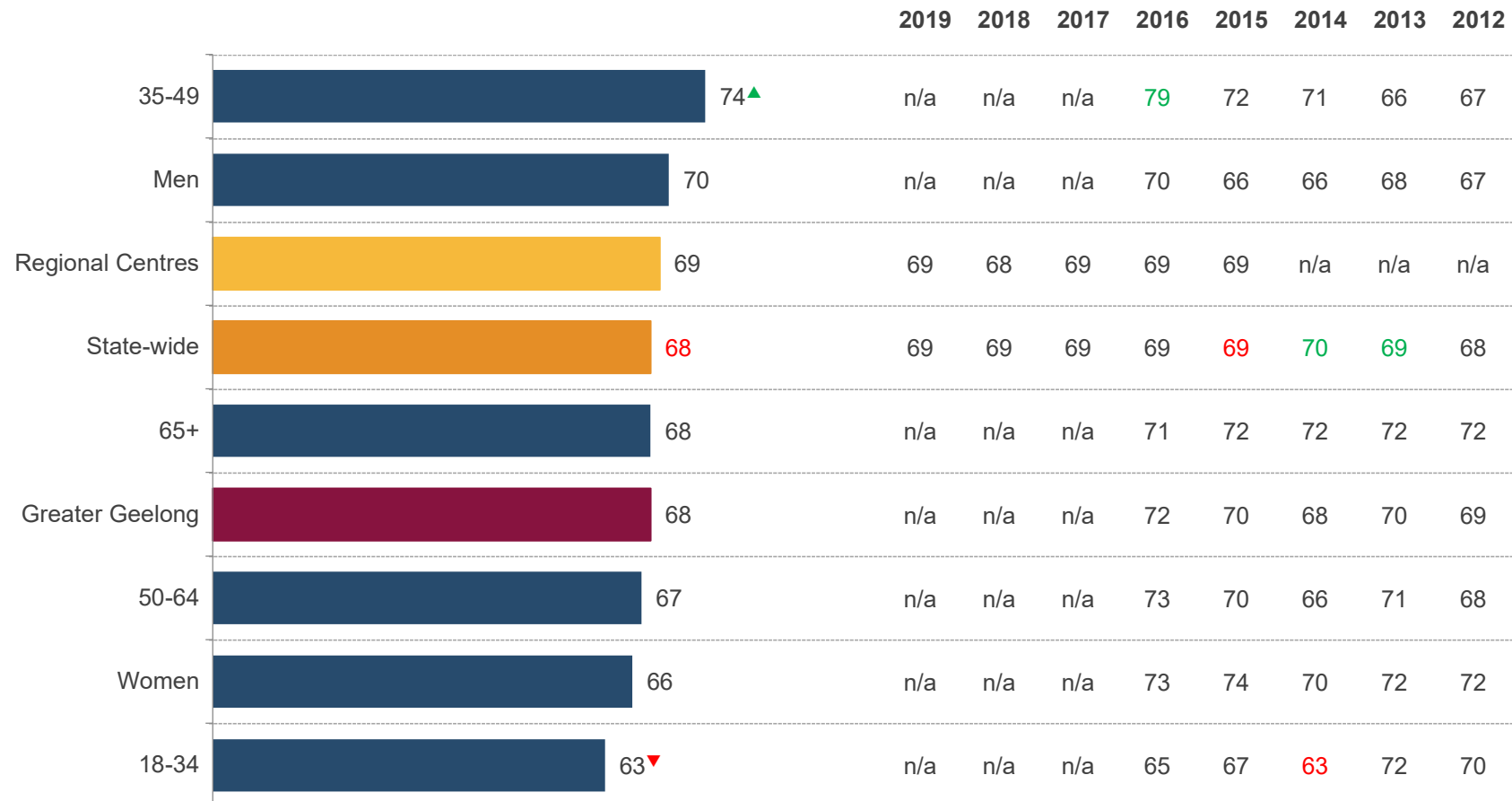
Q1. Firstly, how important should 'Community and cultural activities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5



Community and cultural activities performance



2020 community and cultural activities performance (index scores)



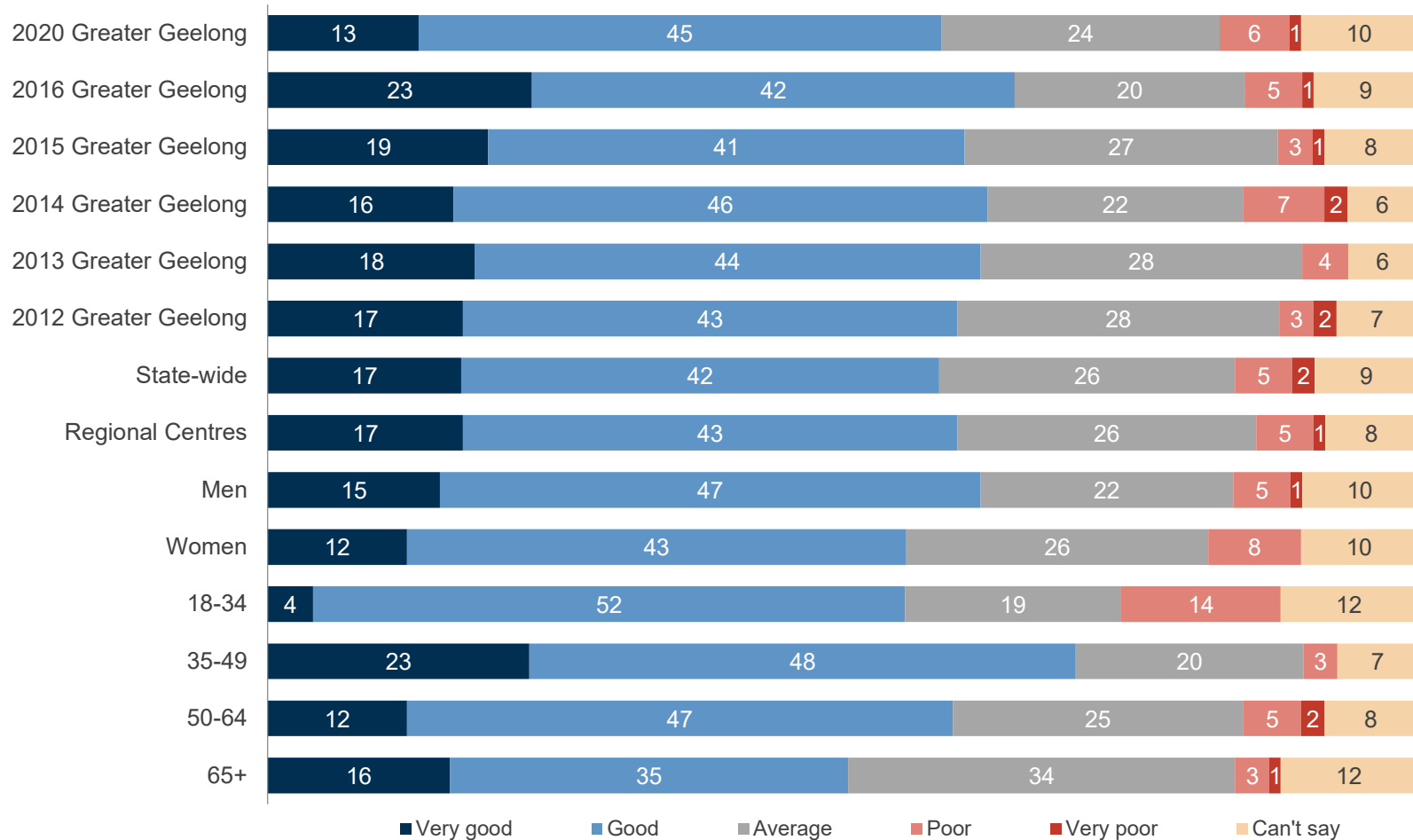
Q2. How has Council performed on 'Community and cultural activities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2020 community and cultural activities performance (%)



Q2. How has Council performed on 'Community and cultural activities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5



Waste management importance



2020 waste management importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Women	88▲	n/a	n/a	n/a	85	n/a	85	81
50-64	87	n/a	n/a	n/a	82	n/a	87	80
65+	87	n/a	n/a	n/a	83	n/a	82	82
35-49	85	n/a	n/a	n/a	84	n/a	83	82
Greater Geelong	85	n/a	n/a	n/a	83	n/a	83	80
State-wide	82▼	81	81	79	80	79	79	78
Men	82	n/a	n/a	n/a	81	n/a	81	78
Regional Centres	82▼	80	81	79	79	80	n/a	n/a
18-34	81▼	n/a	n/a	n/a	82	n/a	80	75

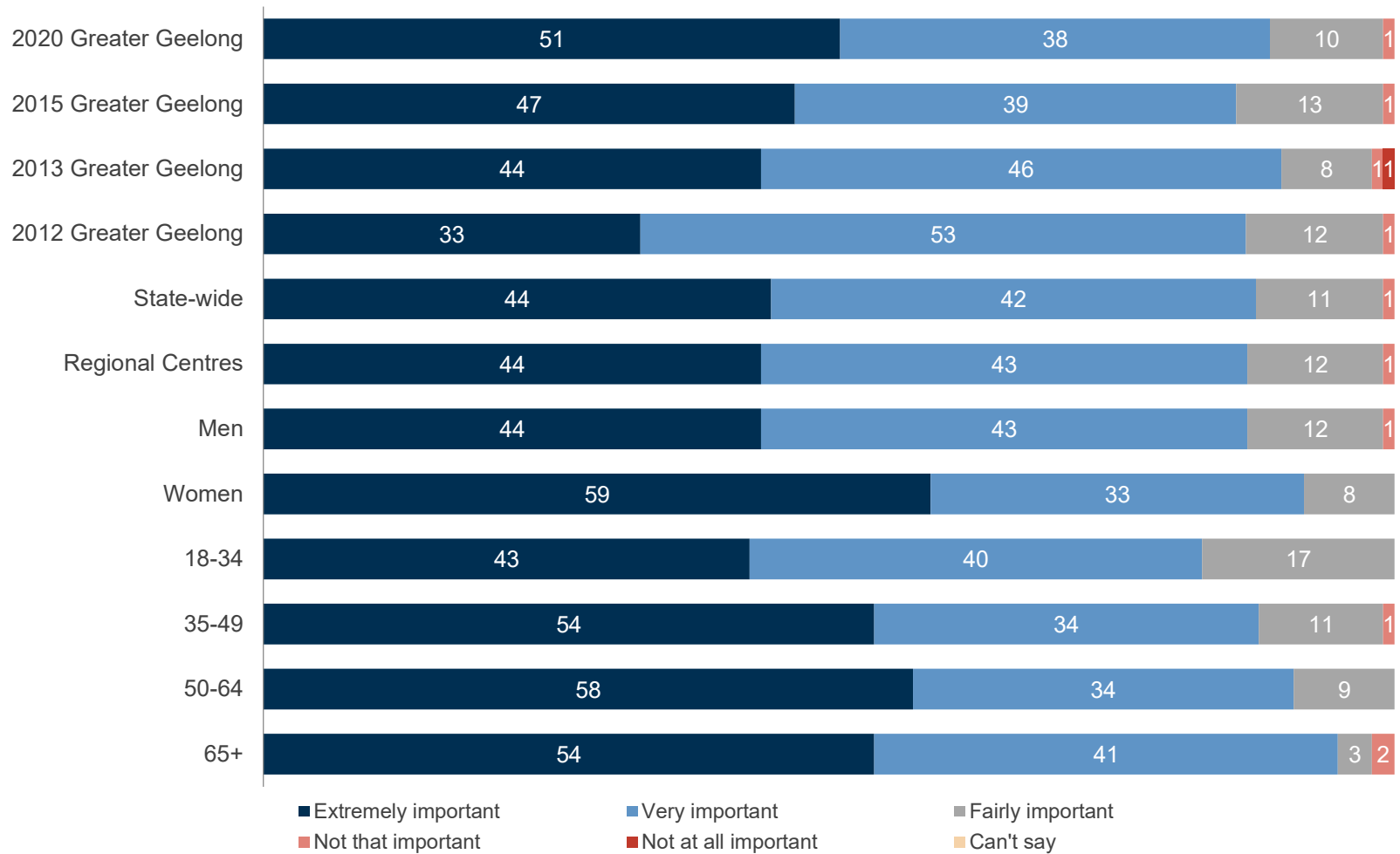
Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2020 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5



Waste management performance



2020 waste management performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	72	73	75	71	78
Regional Centres	68	70	69	69	71	n/a	n/a	n/a
State-wide	68	70	71	70	72	73	71	72
Men	n/a	n/a	n/a	73	73	76	70	74
35-49	n/a	n/a	n/a	73	77	73	67	74
Greater Geelong	n/a	n/a	n/a	73	74	75	69	74
18-34	n/a	n/a	n/a	73	73	79	76	77
Women	n/a	n/a	n/a	73	76	74	69	74
50-64	n/a	n/a	n/a	74	74	72	65	66

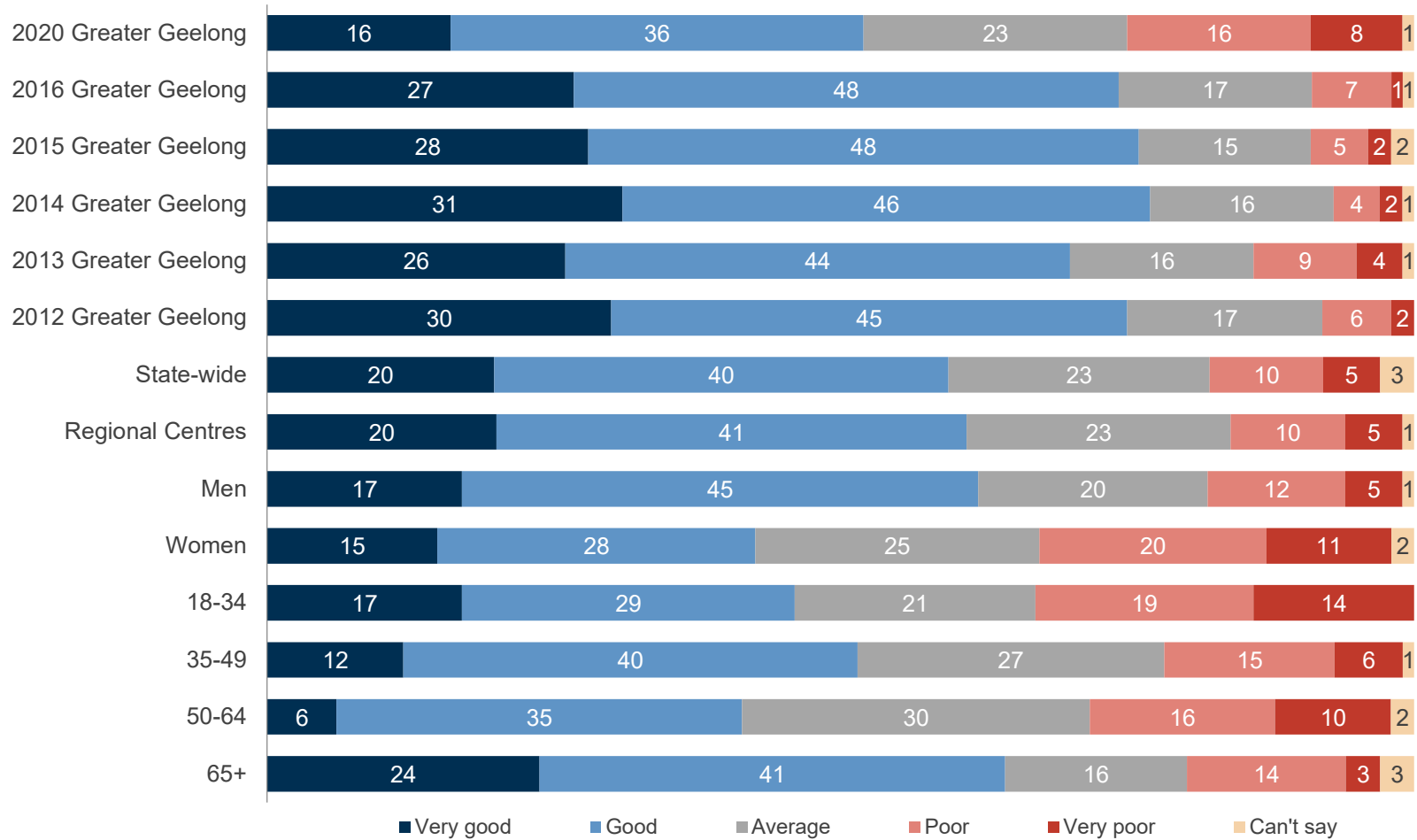
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 41 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2020 waste management performance (%)



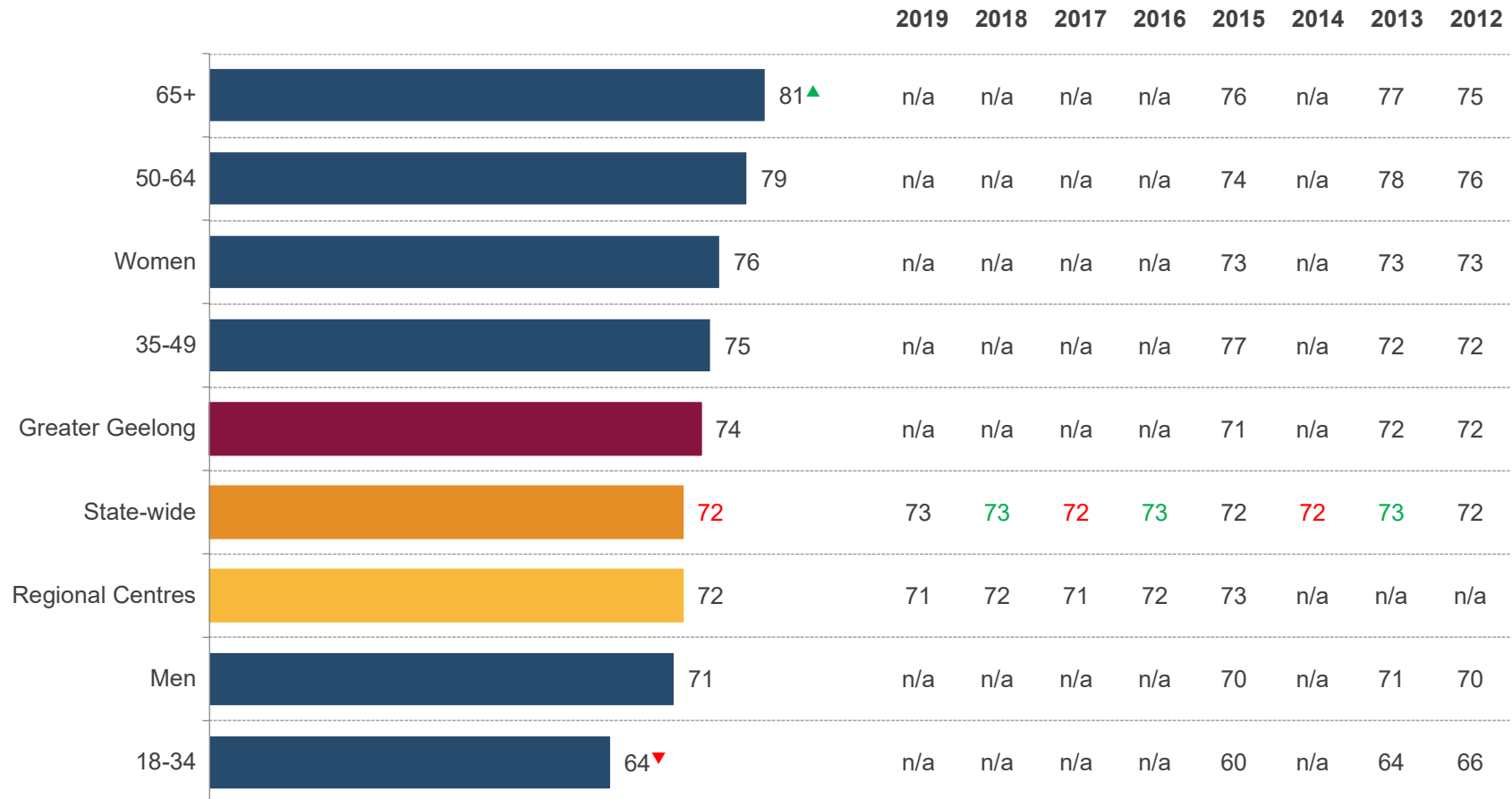
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 41 Councils asked group: 5



Council's general town planning policy importance



2020 town planning importance (index scores)



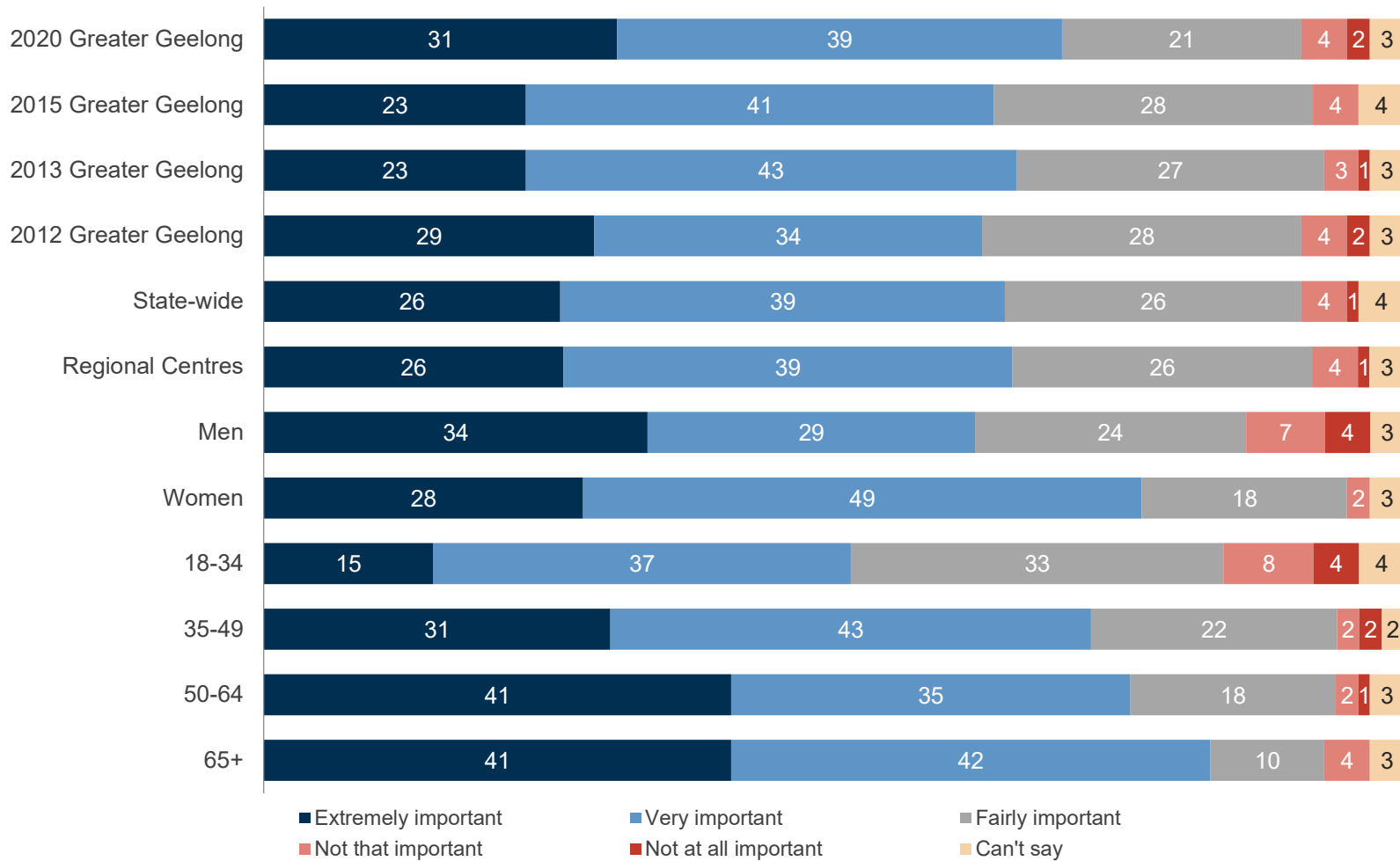
Q1. Firstly, how important should 'Council's general town planning policy' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy importance



2020 town planning importance (%)



Q1. Firstly, how important should 'Council's general town planning policy' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 3



Council's general town planning policy performance



2020 town planning performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	n/a	n/a	n/a	55	61	64	60	55
Men	n/a	n/a	n/a	52	52	55	54	50
State-wide	55	54	53	52	54	55	55	54
Greater Geelong	n/a	n/a	n/a	52	55	53	55	52
Women	n/a	n/a	n/a	52	58	52	57	54
65+	n/a	n/a	n/a	49	53	51	55	50
Regional Centres	57	54	56	54	55	n/a	n/a	n/a
35-49	n/a	n/a	n/a	53	50	51	55	54
50-64	n/a	n/a	n/a	52	54	47	52	47

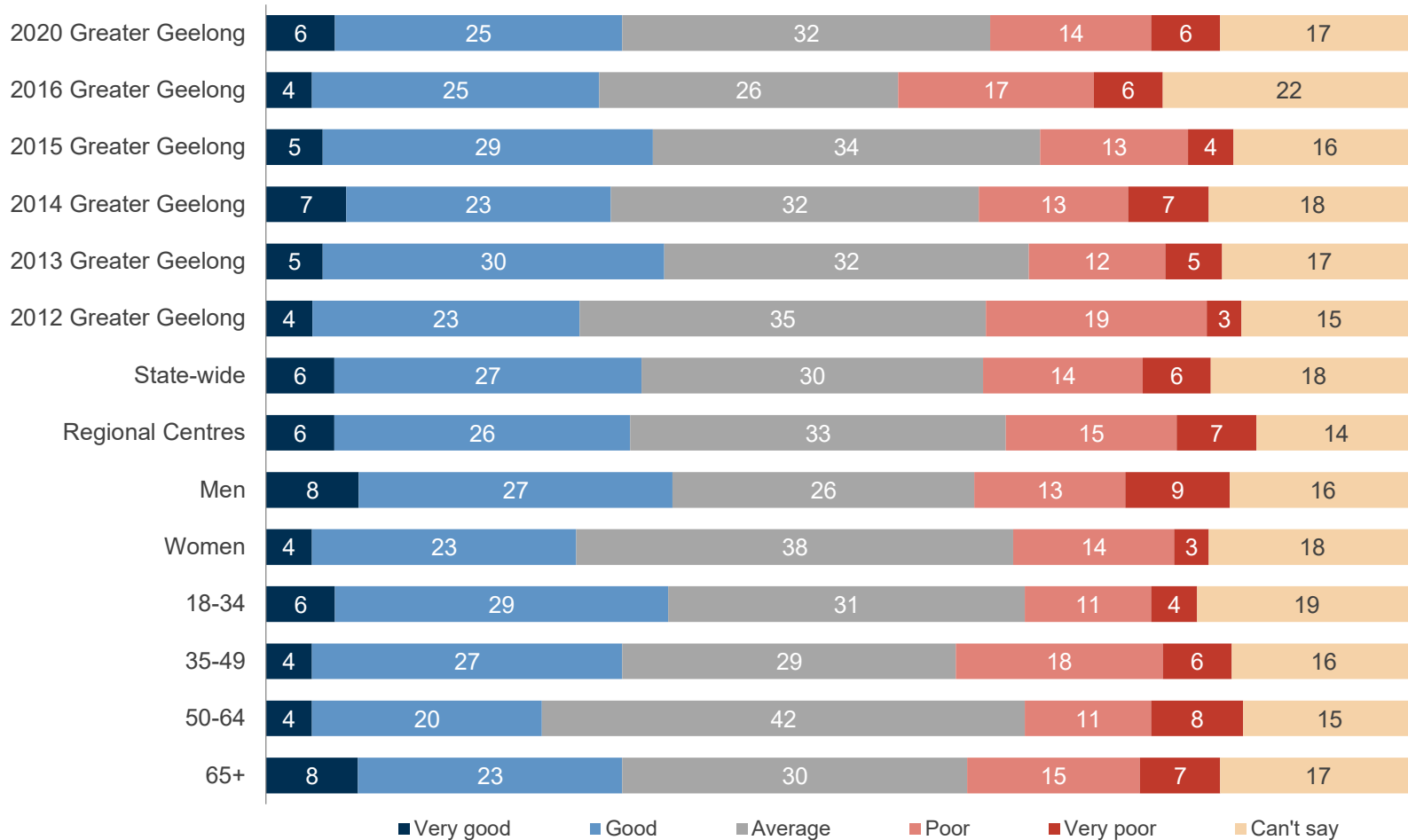
Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy performance



2020 town planning performance (%)



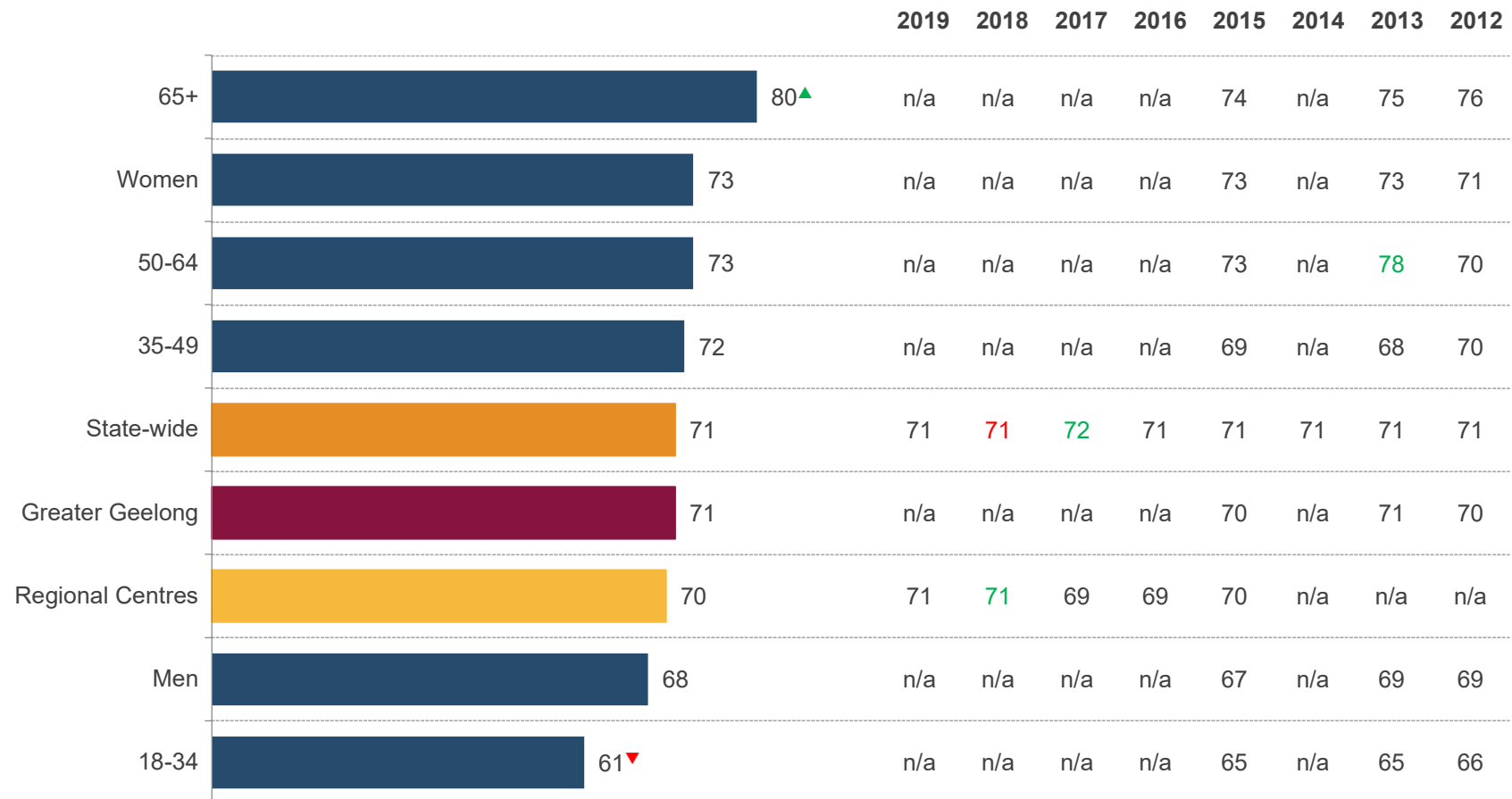
Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 22 Councils asked group: 3



Planning and building permits importance



2020 planning and building permits importance (index scores)



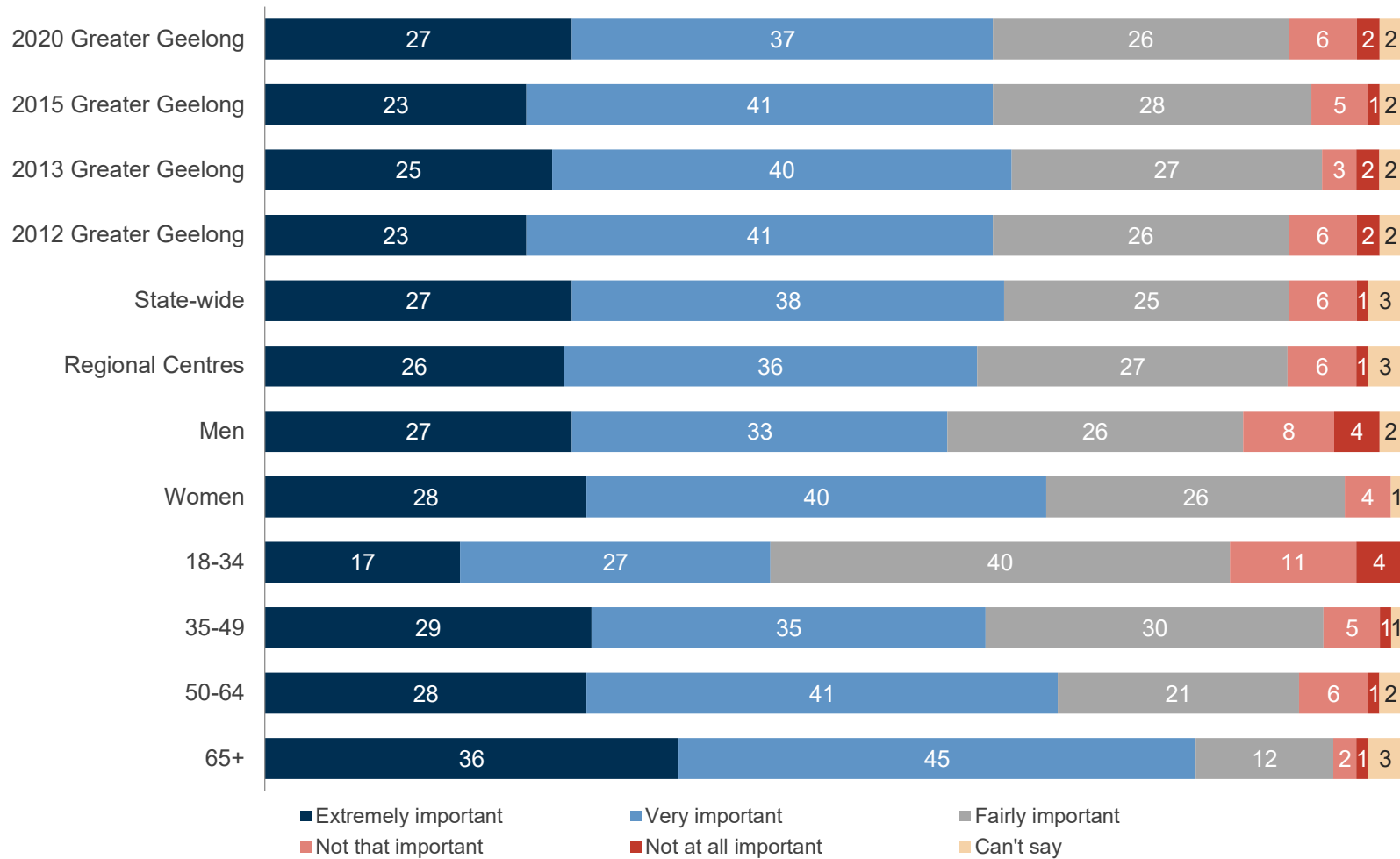
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2020 planning and building permits importance (%)



Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5



Planning and building permits performance



2020 planning and building permits performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	58	57	60	55	57	n/a	n/a	n/a
18-34	n/a	n/a	n/a	60	58	57	65	63
35-49	n/a	n/a	n/a	51	56	51	58	51
Women	n/a	n/a	n/a	52	59	51	59	57
Greater Geelong	n/a	n/a	n/a	54	56	51	58	55
Men	n/a	n/a	n/a	55	54	51	56	54
State-wide	52	52	51	50	54	53	55	54
65+	n/a	n/a	n/a	50	56	48	53	58
50-64	n/a	n/a	n/a	52	56	46	52	47

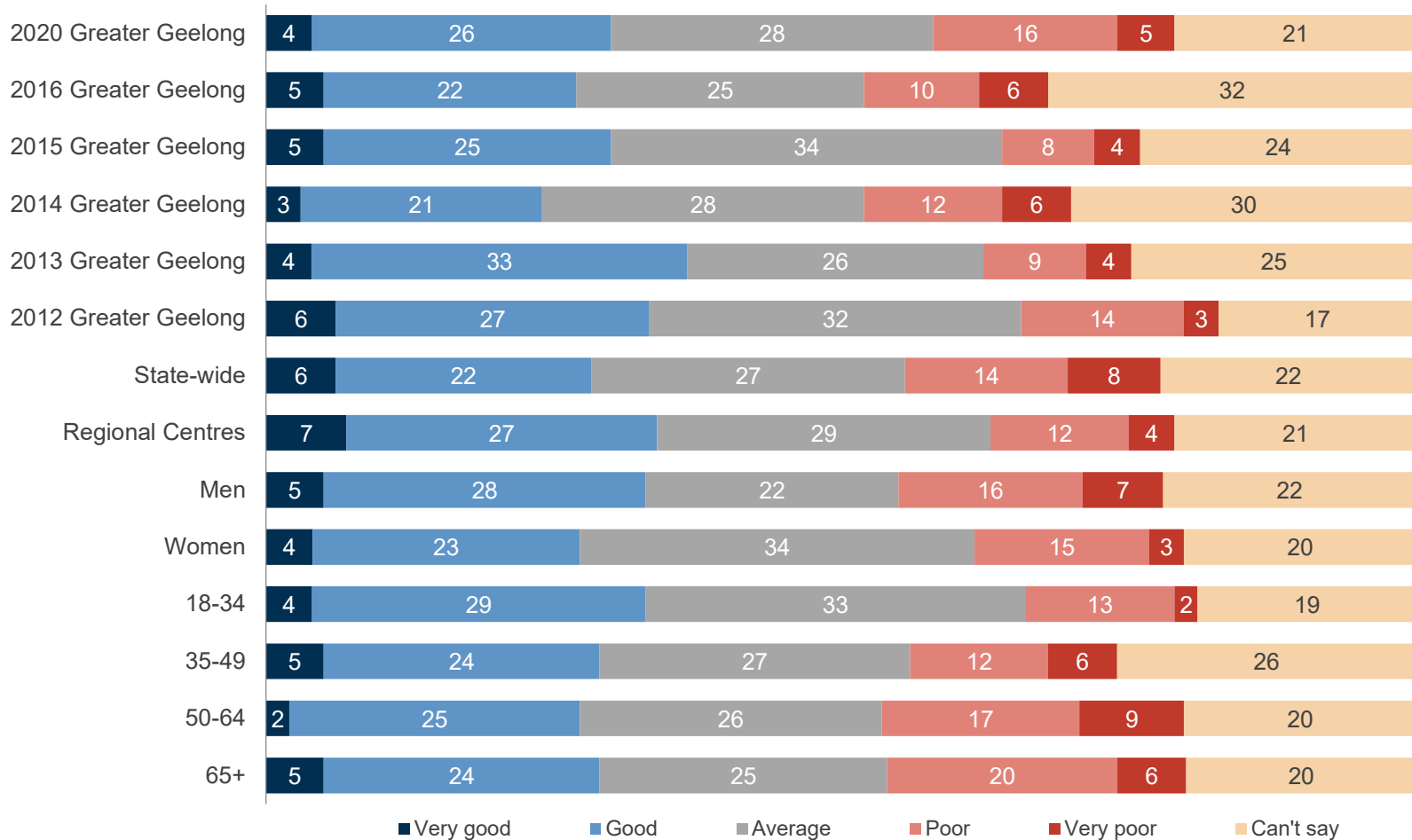
Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2020 planning and building permits performance (%)



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5



Environmental sustainability importance



2020 environmental sustainability importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Women	82	n/a	n/a	n/a	75	77	n/a	n/a
18-34	81	n/a	n/a	n/a	73	72	n/a	n/a
Greater Geelong	79	n/a	n/a	n/a	72	73	n/a	n/a
50-64	78	n/a	n/a	n/a	73	75	n/a	n/a
35-49	78	n/a	n/a	n/a	72	73	n/a	n/a
65+	78	n/a	n/a	n/a	71	75	n/a	n/a
Men	76	n/a	n/a	n/a	69	69	n/a	n/a
Regional Centres	74▼	74	73	72	71	73	n/a	n/a
State-wide	74▼	74	73	72	73	73	72	71

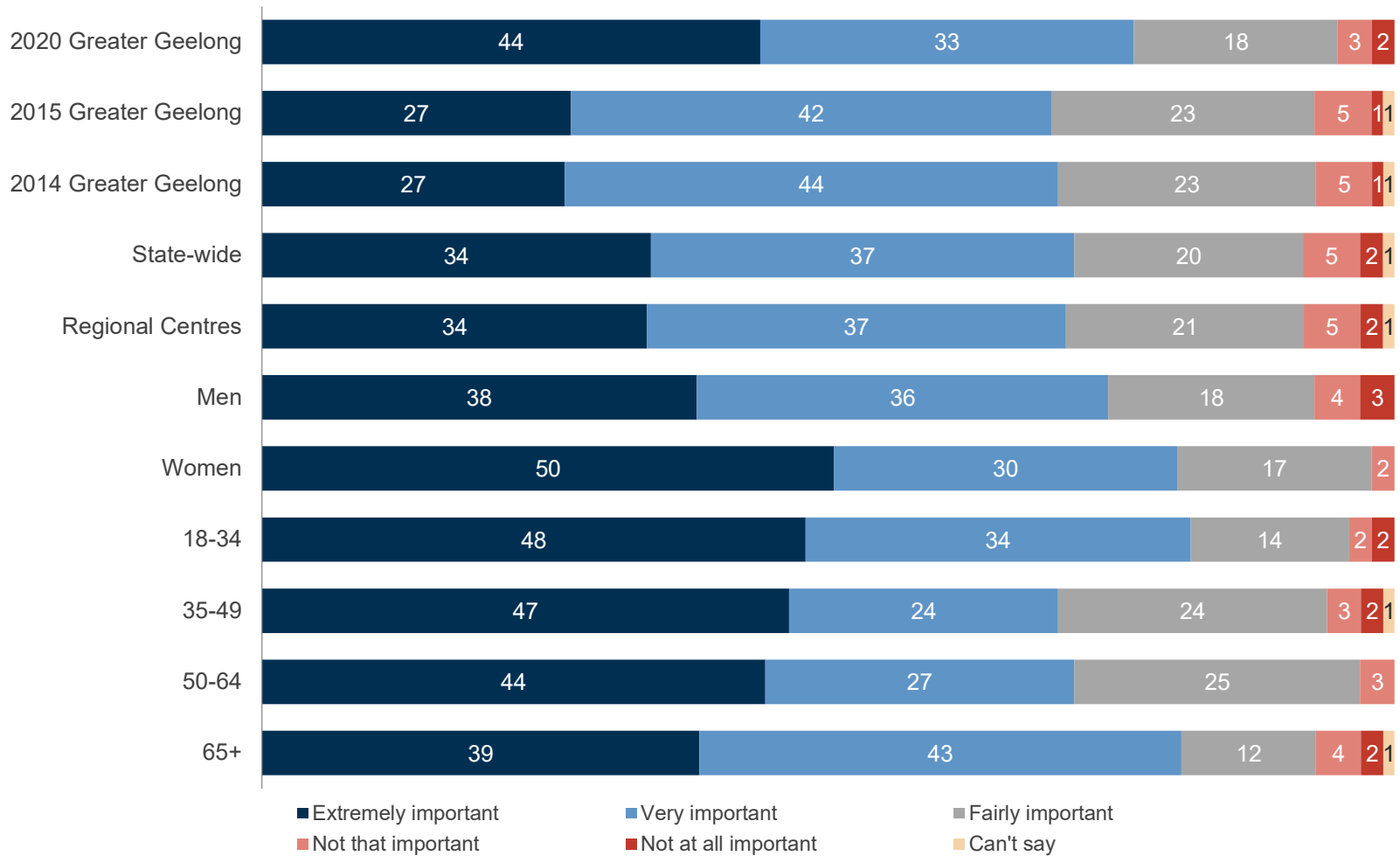
Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2020 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 5



Environmental sustainability performance



2020 environmental sustainability performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	63	64	65▲	63	63	n/a	n/a	n/a
State-wide	62	63	64	63	64	64	64	64
65+	n/a	n/a	n/a	59	62	61	n/a	n/a
Men	n/a	n/a	n/a	64	62	62	n/a	n/a
50-64	n/a	n/a	n/a	65	64	62	n/a	n/a
Greater Geelong	n/a	n/a	n/a	61	63	62	n/a	n/a
18-34	n/a	n/a	n/a	63	65	63	n/a	n/a
Women	n/a	n/a	n/a	59	64	62	n/a	n/a
35-49	n/a	n/a	n/a	60	61	62	n/a	n/a

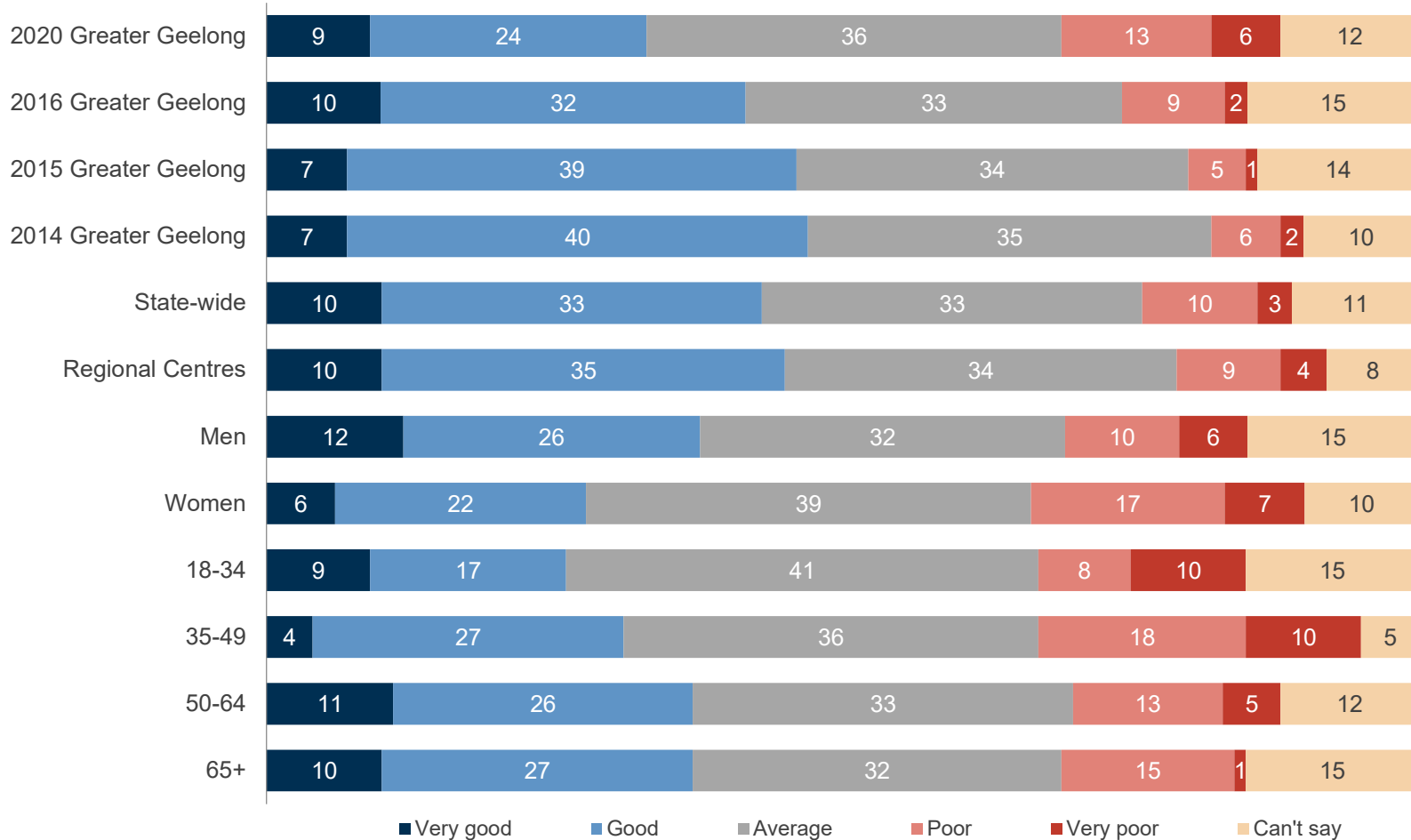
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2020 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5



Planning for population growth in the area importance



2020 population growth importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
50-64	85	n/a	n/a	81	n/a	n/a	n/a	n/a
65+	85▲	n/a	n/a	77	n/a	n/a	n/a	n/a
35-49	84	n/a	n/a	80	n/a	n/a	n/a	n/a
Women	82	n/a	n/a	77	n/a	n/a	n/a	n/a
Greater Geelong	81	n/a	n/a	76	n/a	n/a	n/a	n/a
Men	80	n/a	n/a	75	n/a	n/a	n/a	n/a
Regional Centres	77▼	75	75	75	76	76	n/a	n/a
State-wide	76▼	77	76	76	75	75	75	75
18-34	73▼	n/a	n/a	67	n/a	n/a	n/a	n/a

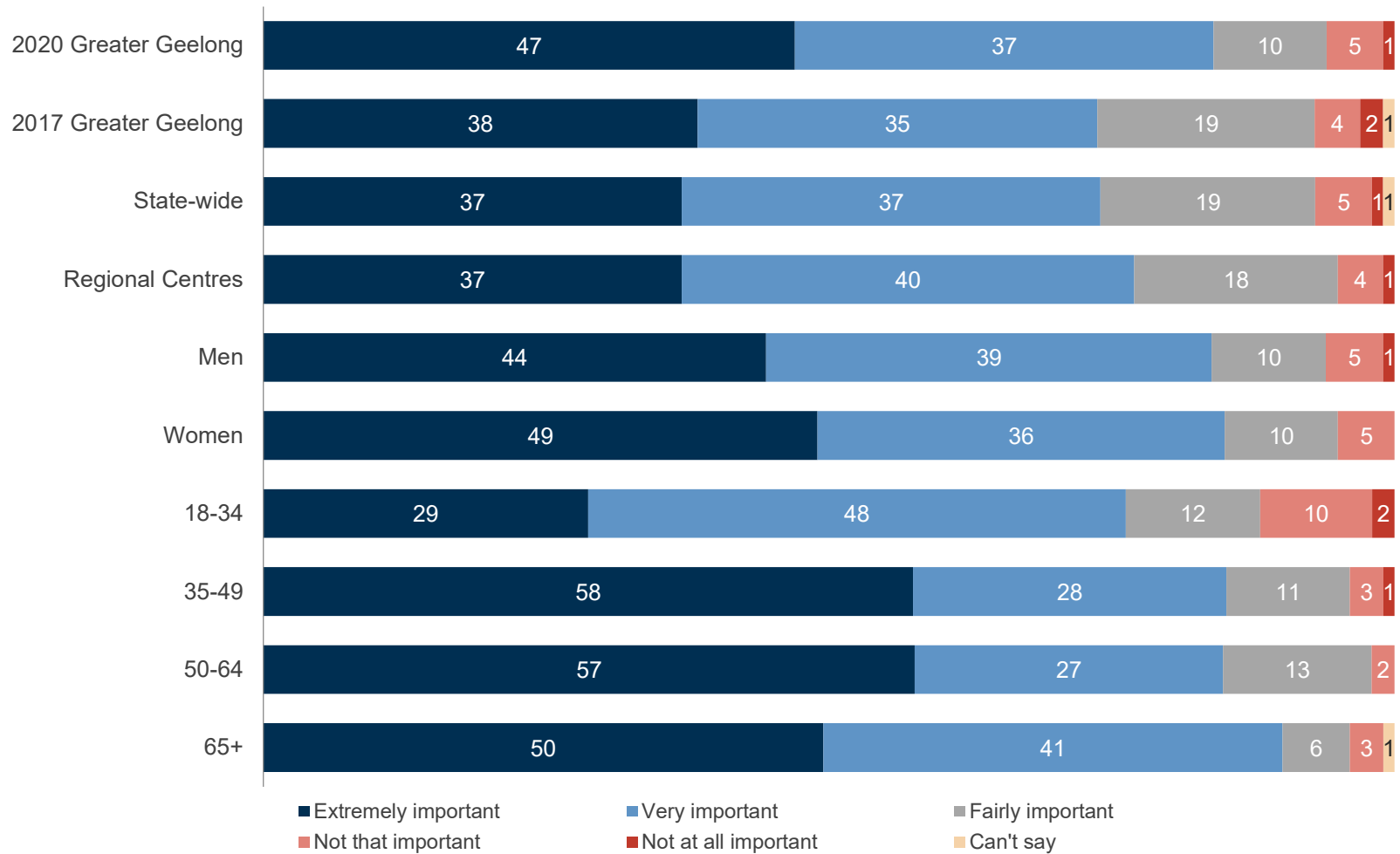
Q1. Firstly, how important should 'Planning for population growth in the area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area importance



2020 population growth importance (%)



Q1. Firstly, how important should 'Planning for population growth in the area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 4



Planning for population growth in the area performance



2020 population growth performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	62	62	62▲	59	61	n/a	n/a	n/a
18-34	n/a	n/a	65	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	53	n/a	n/a	n/a	n/a	n/a
Greater Geelong	n/a	n/a	55	n/a	n/a	n/a	n/a	n/a
State-wide	52	52	52	51	54	54	54	52
35-49	n/a	n/a	48	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	56	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	55	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	49	n/a	n/a	n/a	n/a	n/a

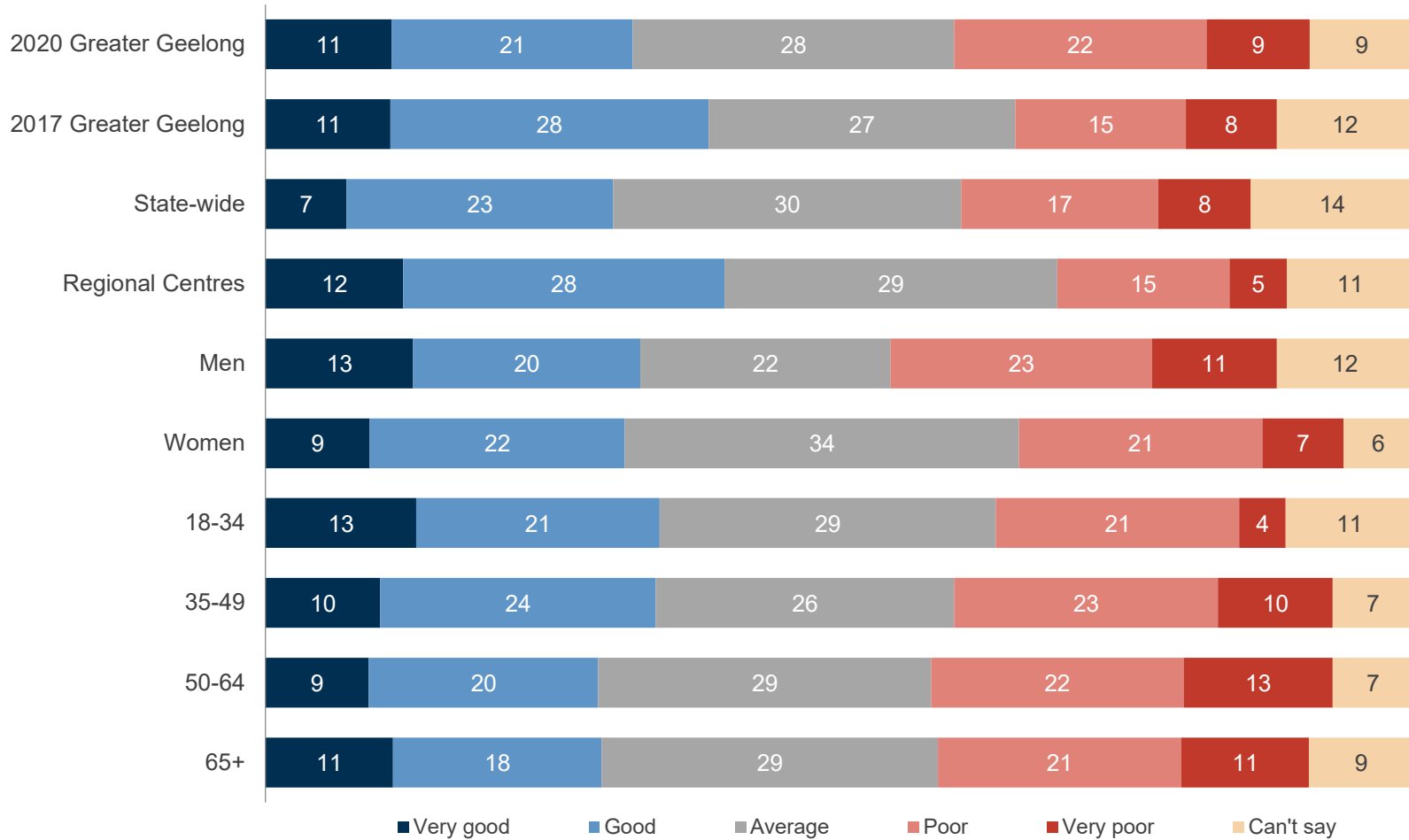
Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 16 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area performance



2020 population growth performance (%)



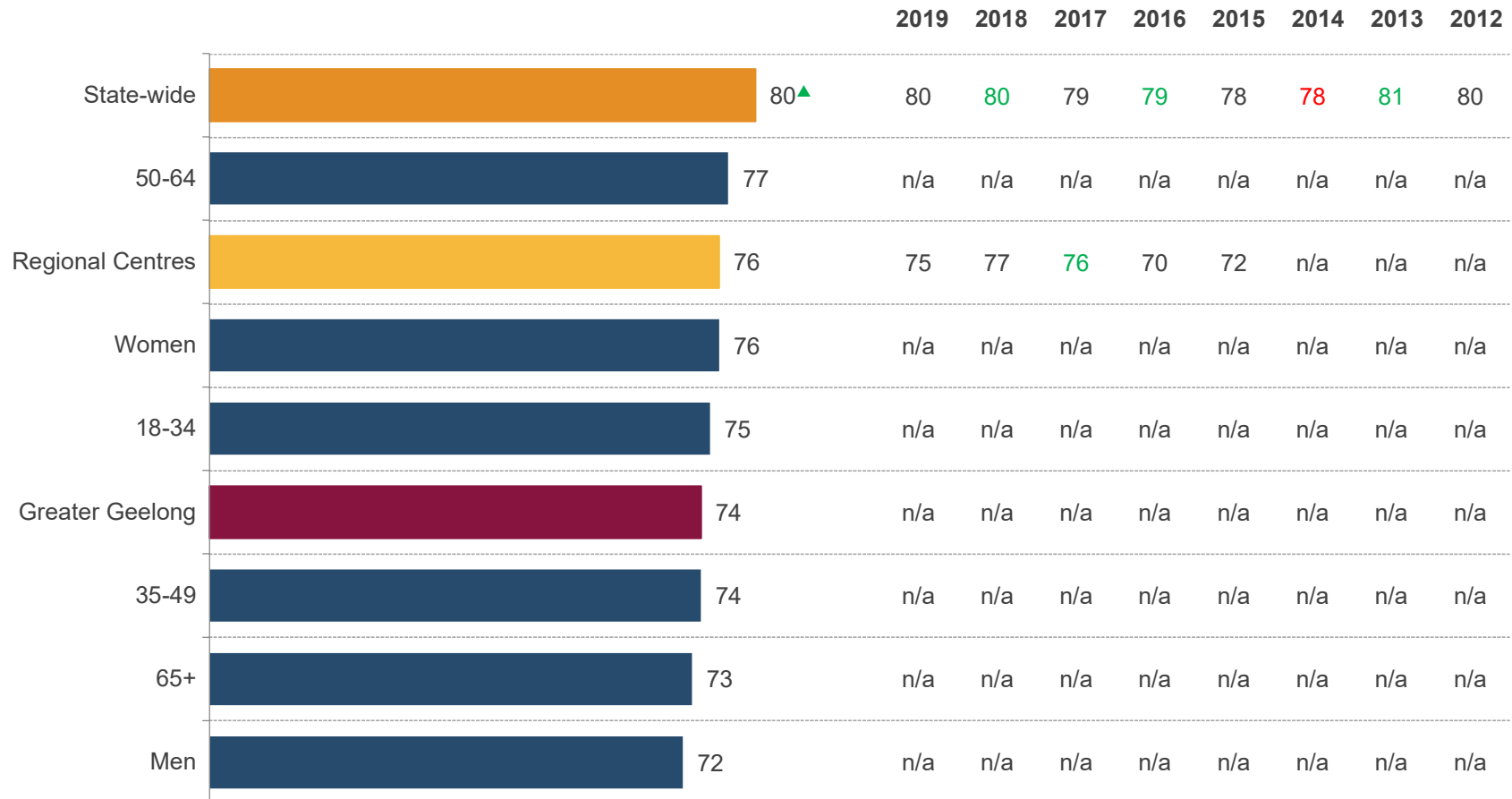
Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 16 Councils asked group: 4



Maintenance of unsealed roads in your area importance



2020 unsealed roads importance (index scores)



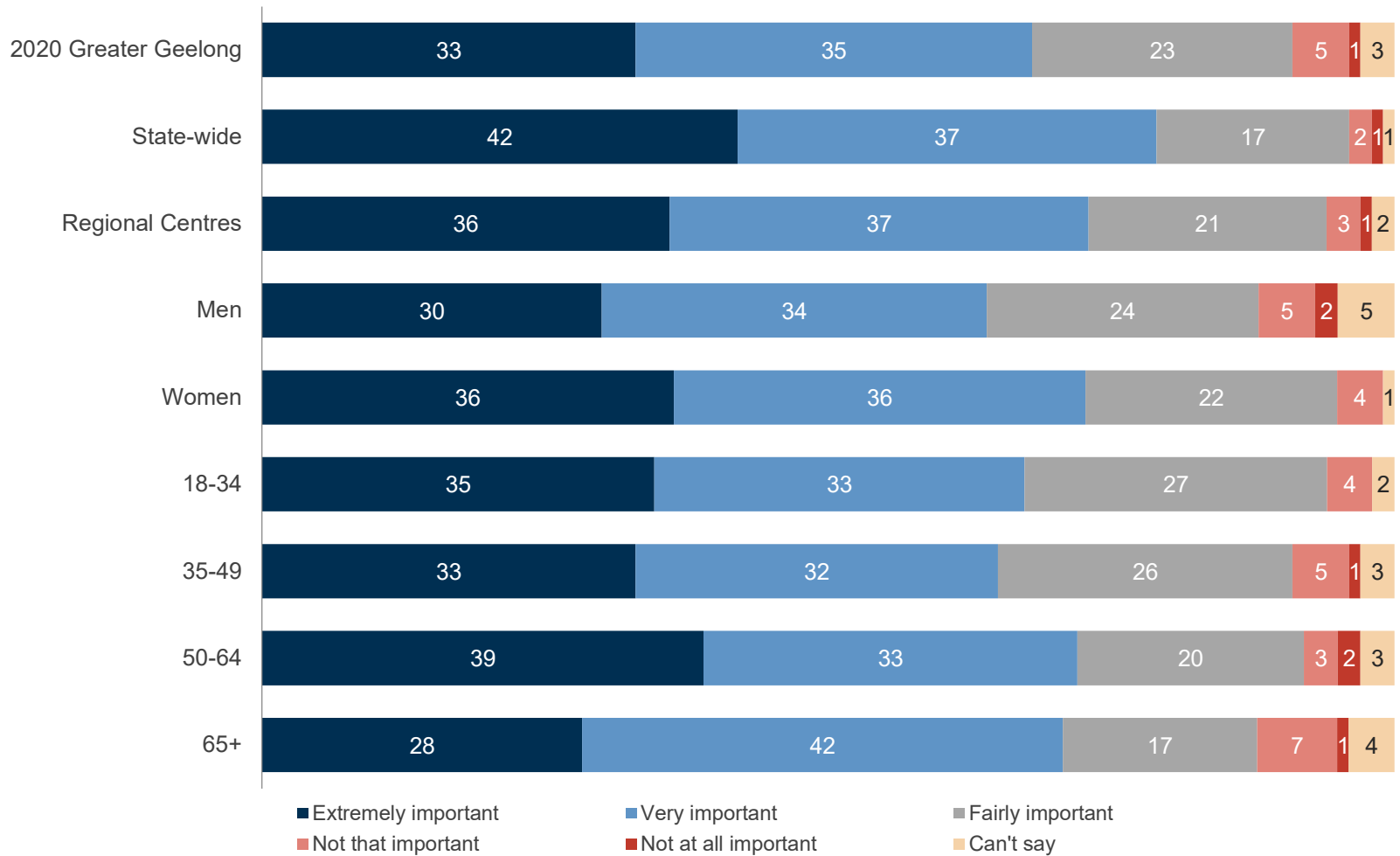
Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 12 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area importance



2020 unsealed roads importance (%)



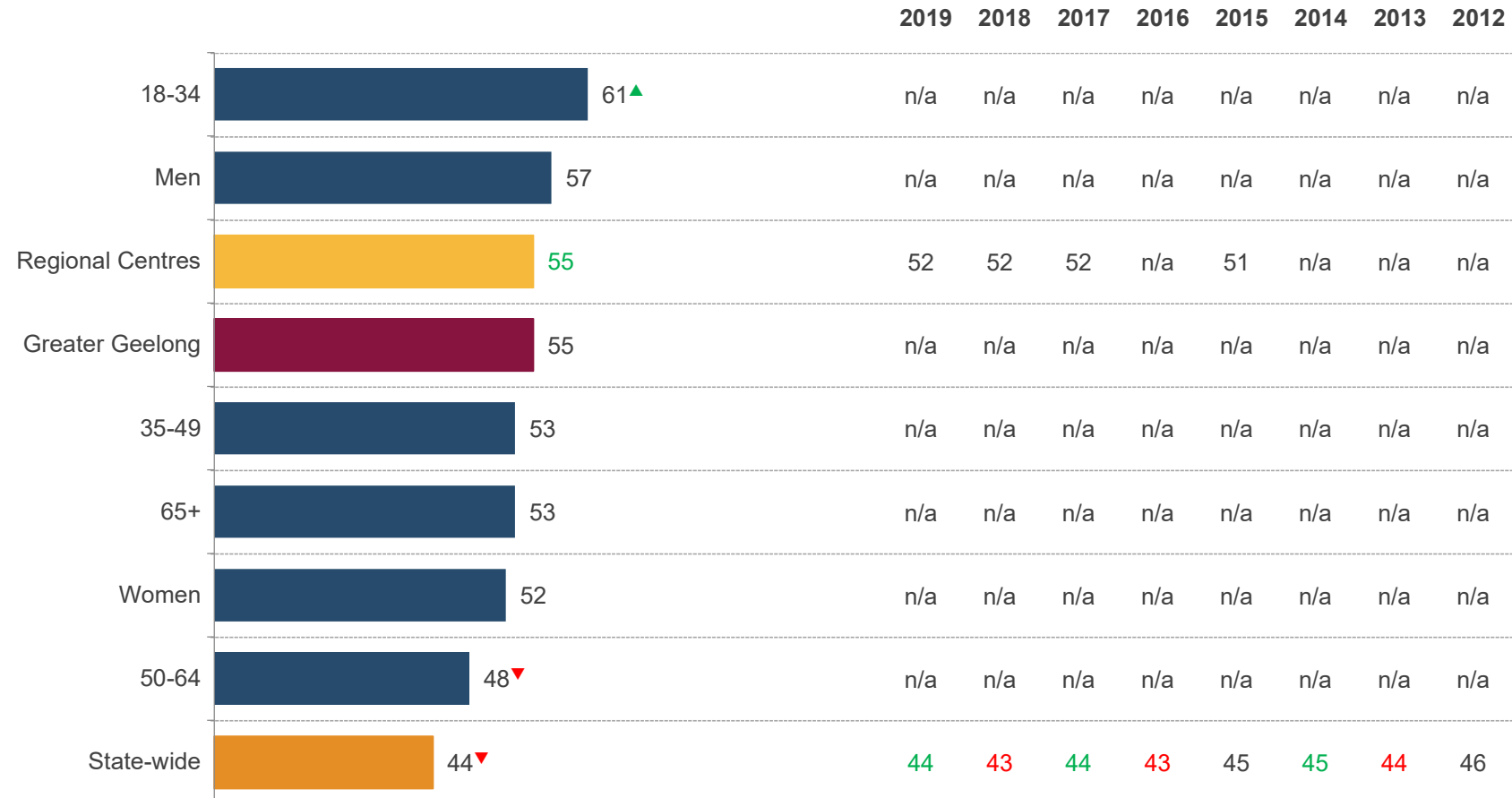
Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 12 Councils asked group: 3



Maintenance of unsealed roads in your area performance



2020 unsealed roads performance (index scores)



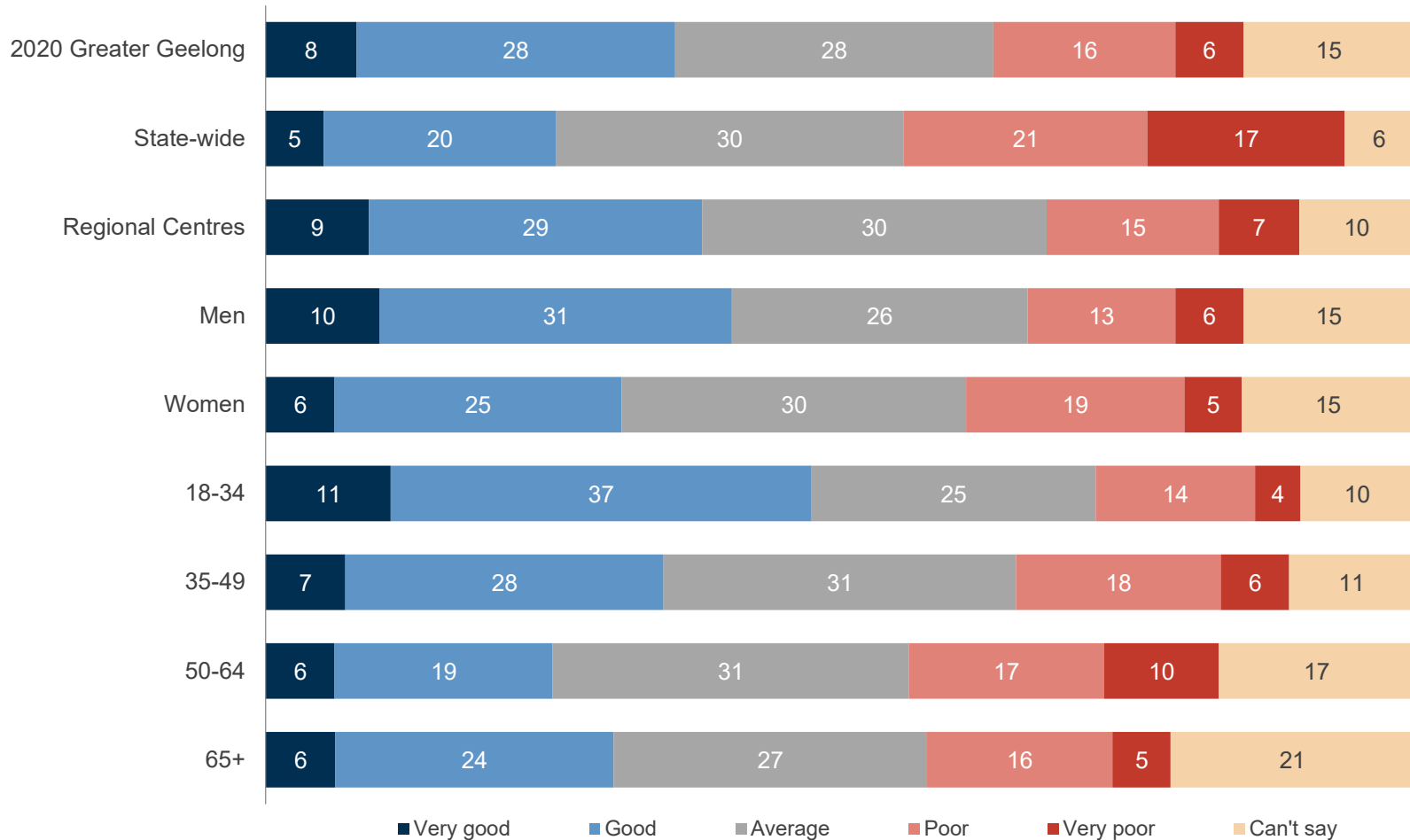
Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area performance



2020 unsealed roads performance (%)



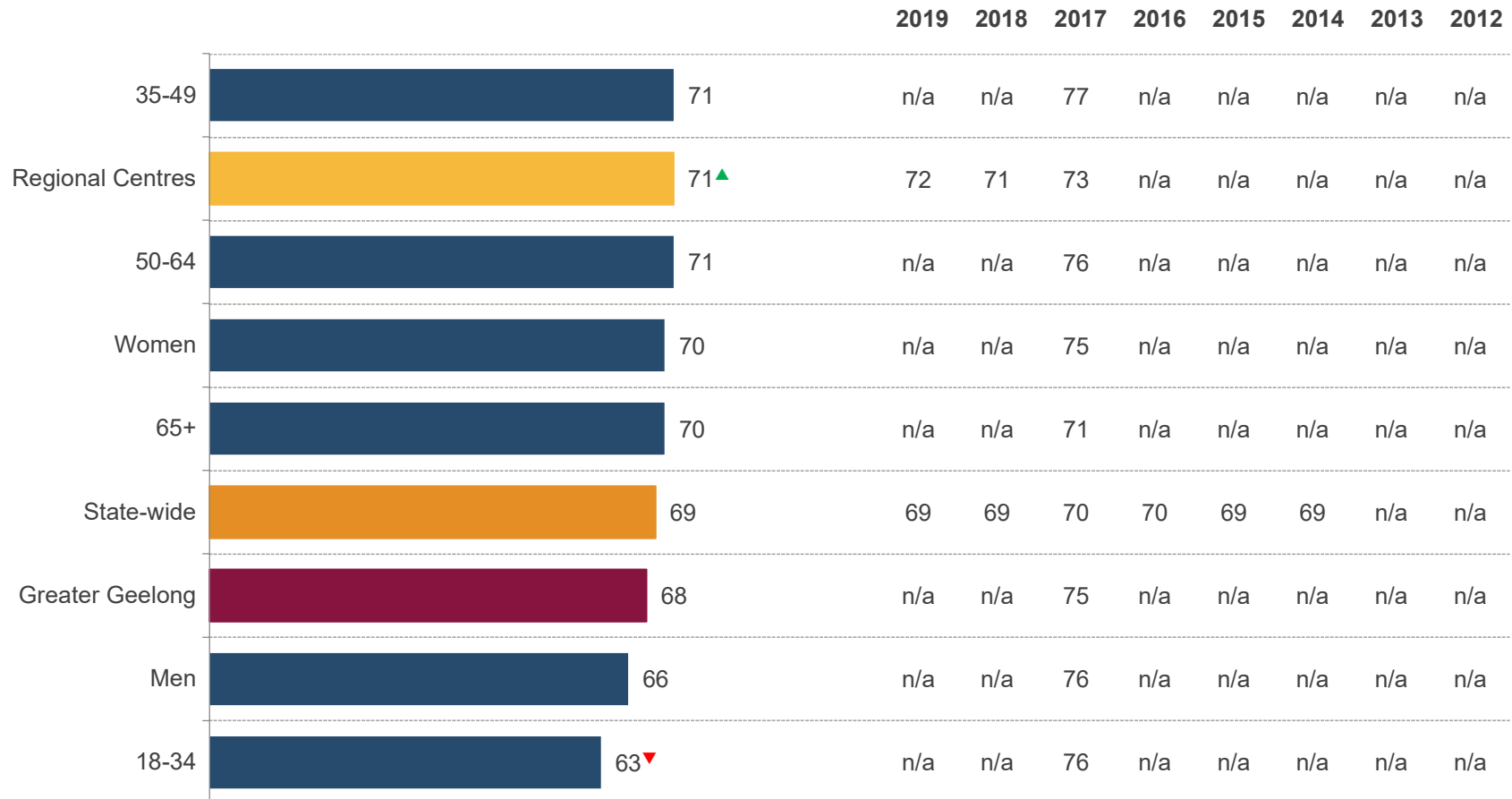
Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 3



Business and community development importance



2020 business/community development importance (index scores)



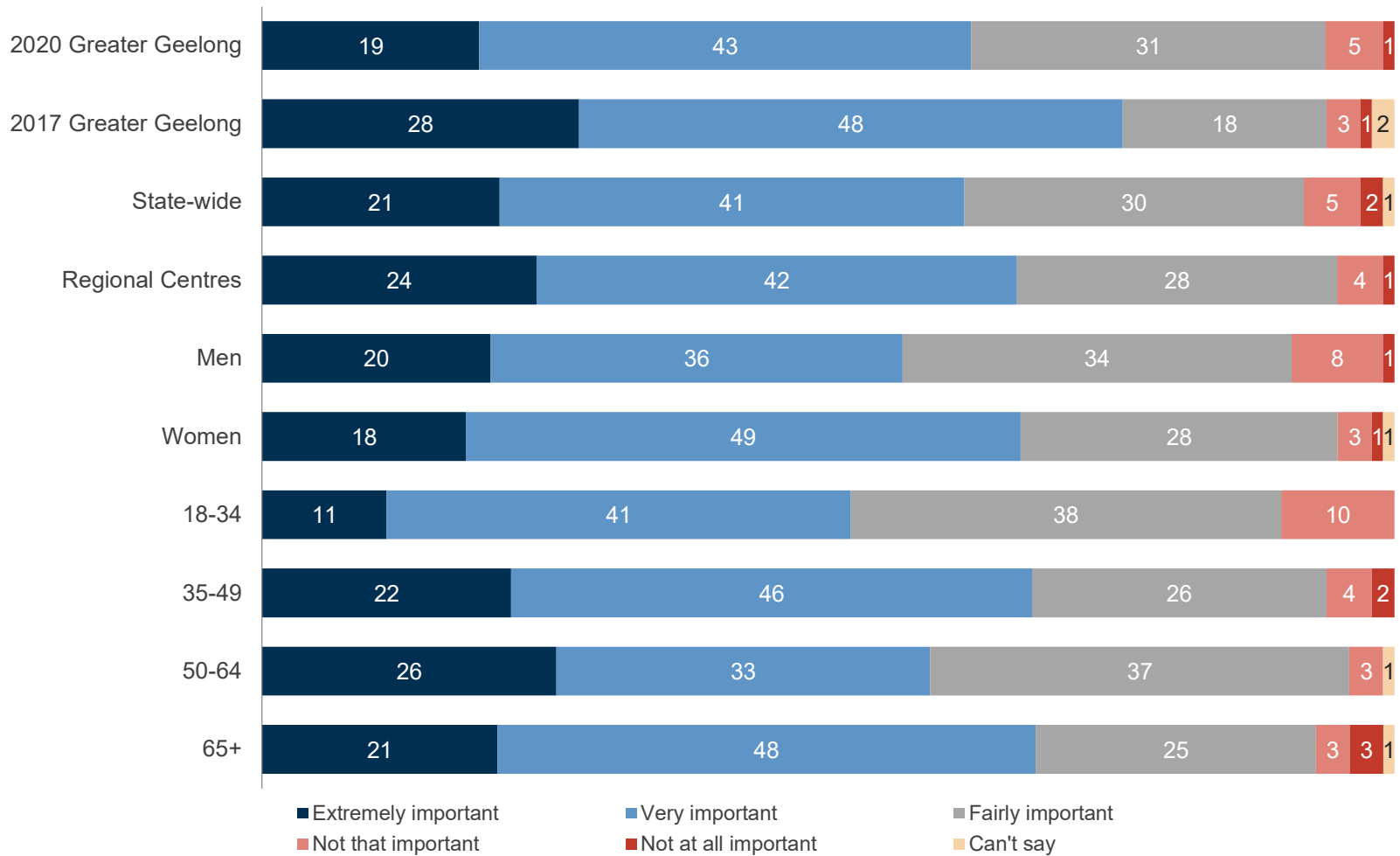
Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 8 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2020 business/community development importance (%)



Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 8 Councils asked group: 3



Business and community development performance



2020 business/community development performance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
18-34	n/a	n/a	57	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	55	n/a	n/a	n/a	n/a	n/a
Greater Geelong	n/a	n/a	54	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	56	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	54	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	54	n/a	n/a	n/a	n/a	n/a
State-wide	61	60	60	60	60	62	n/a	n/a
Regional Centres	61	55	58	61	54	n/a	n/a	n/a
50-64	n/a	n/a	49	n/a	n/a	n/a	n/a	n/a

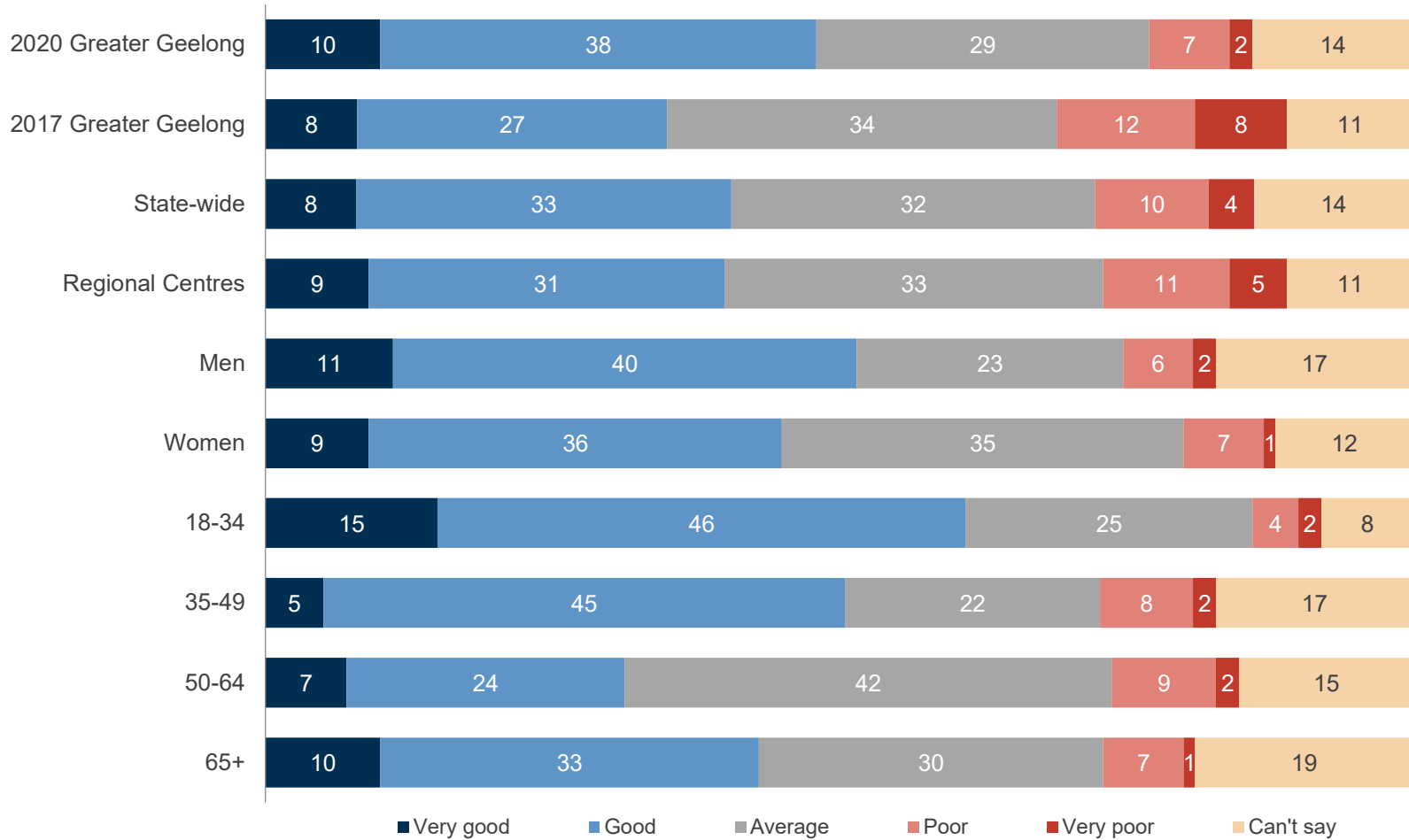
Q2. How has Council performed on 'Business and community development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 12 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2020 business/community development performance (%)



Q2. How has Council performed on 'Business and community development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 12 Councils asked group: 3



Tourism development importance



2020 tourism development importance (index scores)

	2019	2018	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	69	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	70	n/a	n/a	n/a	n/a	n/a
Regional Centres	69	71	70	n/a	64	n/a	n/a	n/a
Women	n/a	n/a	68	n/a	n/a	n/a	n/a	n/a
Greater Geelong	n/a	n/a	69	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	71	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	70	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	66	n/a	n/a	n/a	n/a	n/a
State-wide	59	61	62	63	65	65	n/a	n/a

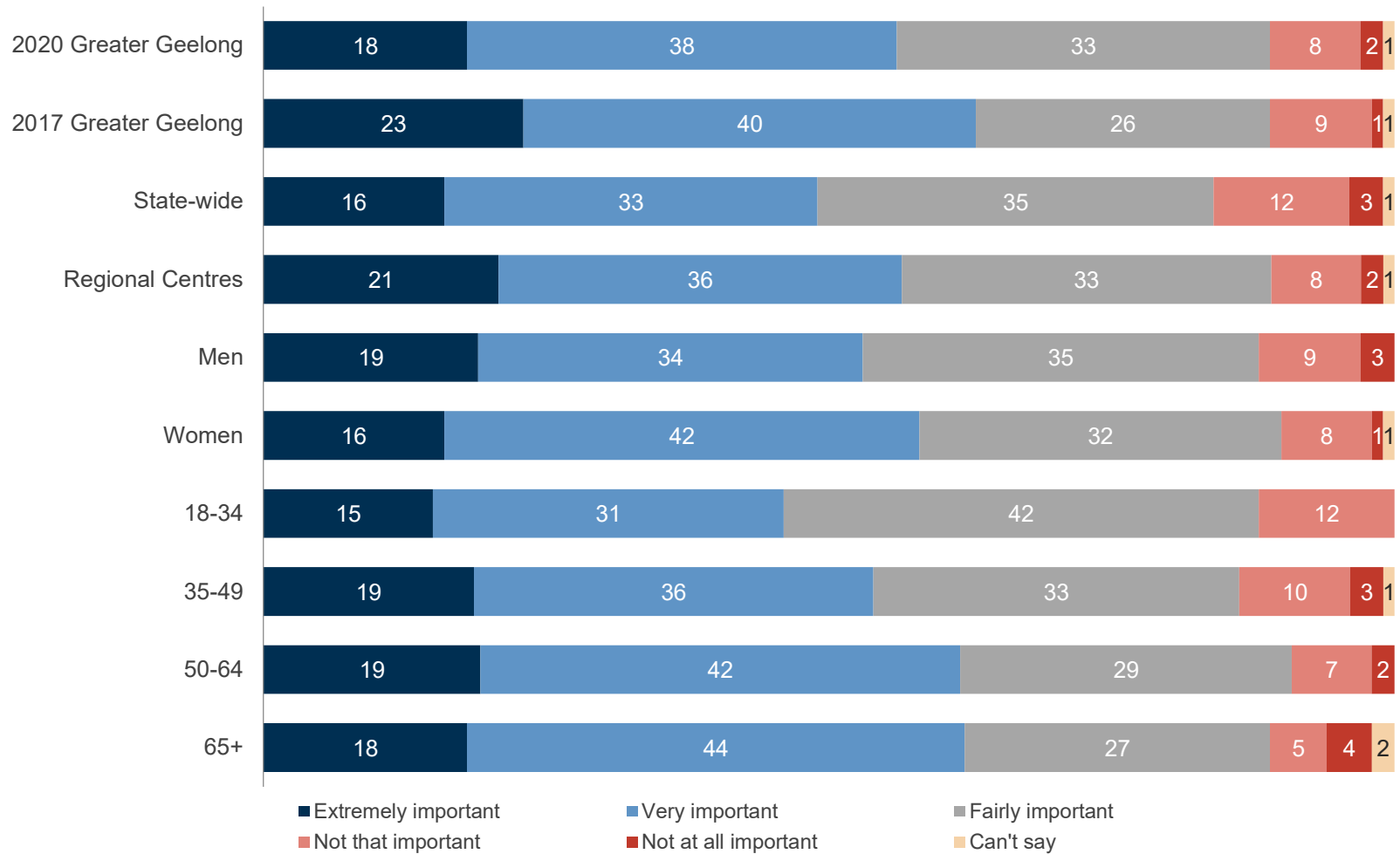
Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 9 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2020 tourism development importance (%)



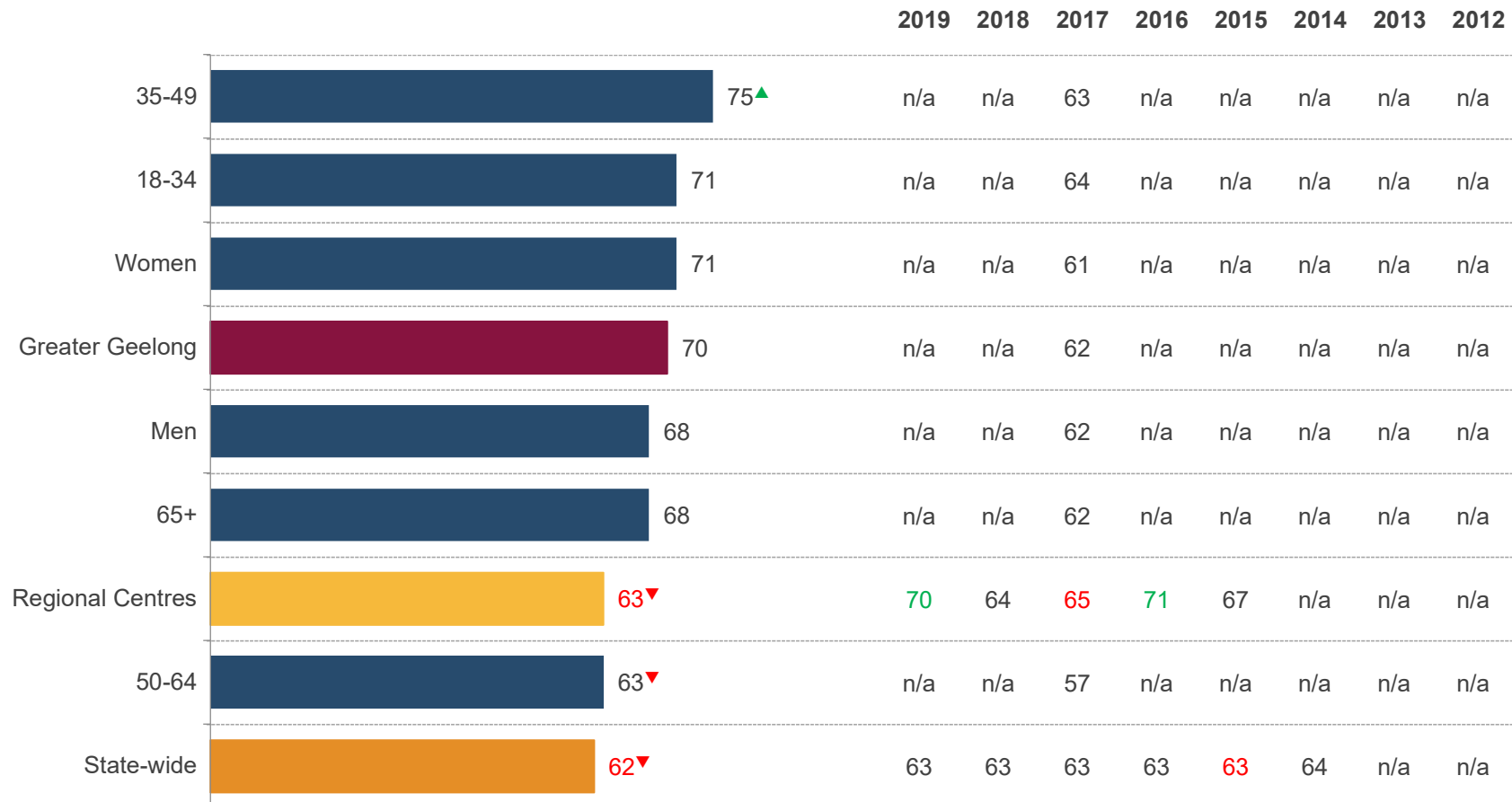
Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 9 Councils asked group: 3



Tourism development performance



2020 tourism development performance (index scores)



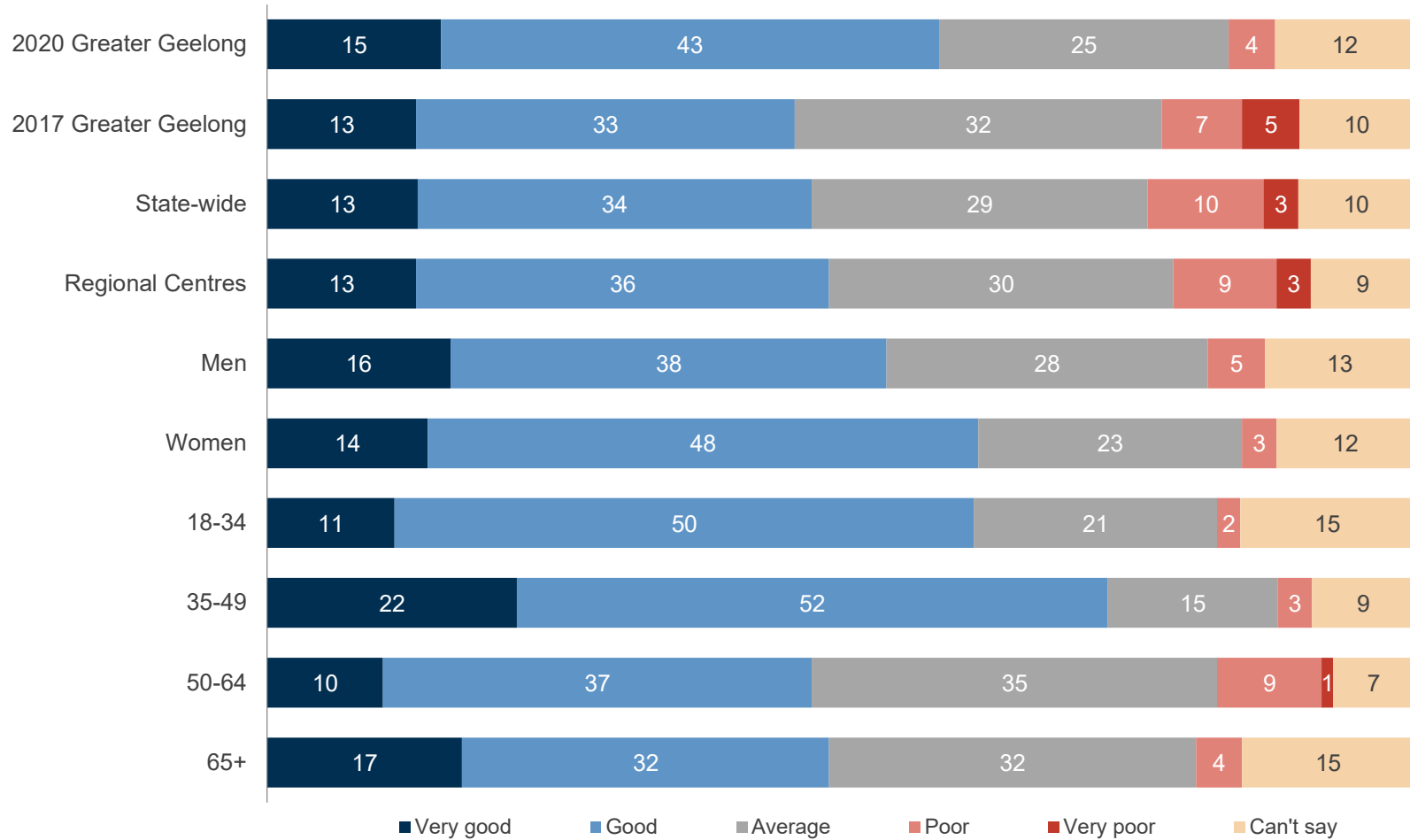
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 14 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2020 tourism development performance (%)



Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 14 Councils asked group: 3



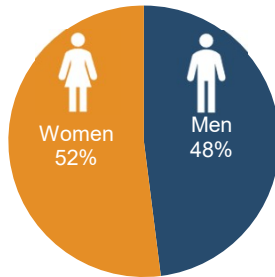
**Detailed
demographics**



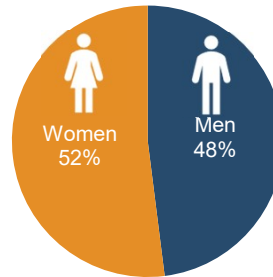
Gender and age profile

2020 gender

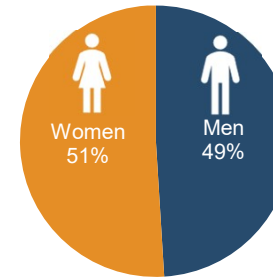
Greater Geelong



Regional Centres

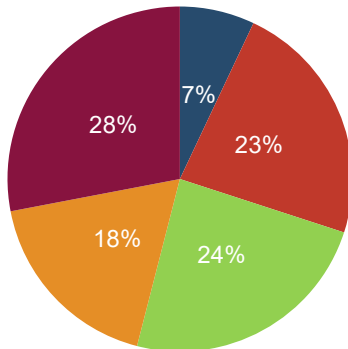


State-wide

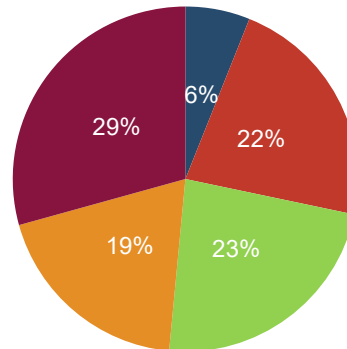


2020 age

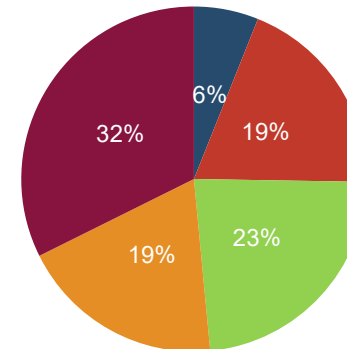
Greater Geelong



Regional Centres



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: 8
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



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



Appendix A: Index Scores

Index Scores

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

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

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

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

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



Appendix A: Margins of error

The sample size for the 2020 State-wide Local Government Community Satisfaction Survey for Greater Geelong City Council was n=402. 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=402 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 196,900 people aged 18 years or over for Greater Geelong City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Greater Geelong City Council	402	400	+/-4.9
Men	186	193	+/-7.2
Women	216	207	+/-6.7
18-34 years	52	119	+/-13.7
35-49 years	113	96	+/-9.3
50-64 years	93	73	+/-10.2
65+ years	144	112	+/-8.2



Appendix A: Significant difference reporting notation

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

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

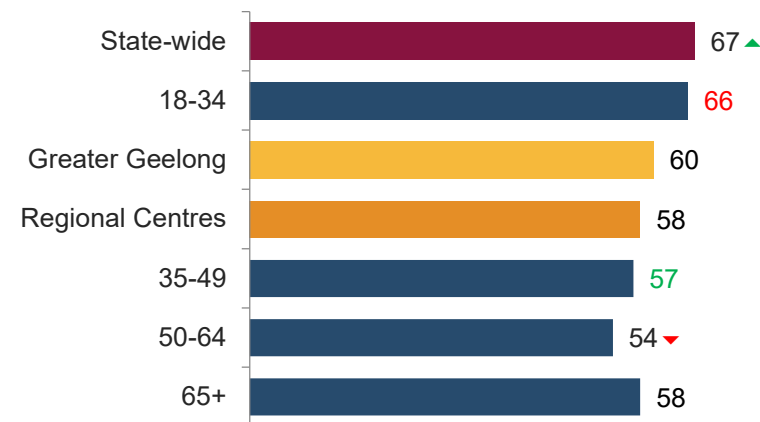
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2019.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2019.

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





Appendix A: Index score significant difference calculation

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

- 2020, n=402 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Greater Geelong 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 Greater Geelong City Council.

Survey sample matched to the demographic profile of Greater Geelong 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 Greater Geelong City Council, particularly younger people.

A total of n=402 completed interviews were achieved in Greater Geelong City Council. Survey fieldwork was conducted in the period of 30th January – 22nd March, 2020.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2020, 62 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2020 vary slightly.

Council Groups

Greater Geelong City Council is classified as a Regional Centres council according to the following classification list:

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

Councils participating in the Regional Centres group are:

- Greater Bendigo, Greater Geelong, Horsham, Latrobe, Mildura, Wangaratta, Warrnambool and Wodonga.

Wherever appropriate, results for Greater Geelong City Council for this 2020 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Regional Centres group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



Appendix B: 2012 survey revision

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Greater Geelong City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

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



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2020 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2020 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2020 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

<http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.

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



Appendix B: Glossary of terms

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

CSS: 2020 Victorian Local Government Community Satisfaction Survey.

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

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

Highest / lowest: The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

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

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

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

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

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

Statewide average: The average result for all participating councils in the State.

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

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

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