



# **2019 Local Government Community Satisfaction Survey**

## **Greater Geelong City Council**

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



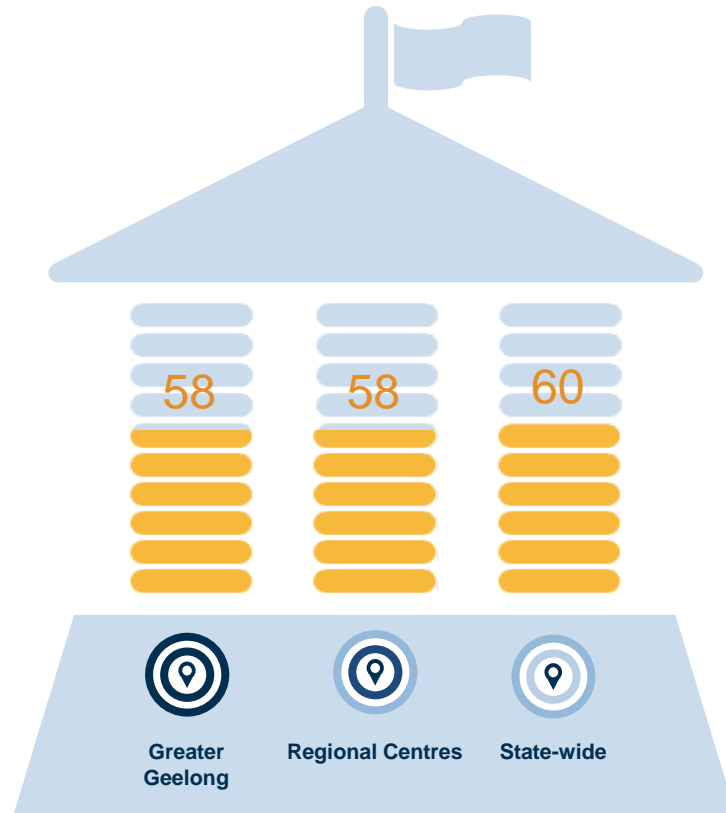
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# Greater Geelong City Council – at a glance



## Overall Council performance

Results shown are index scores out of 100.



# Background and objectives



## 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 twentieth year, this survey provides insight into the community's views on:

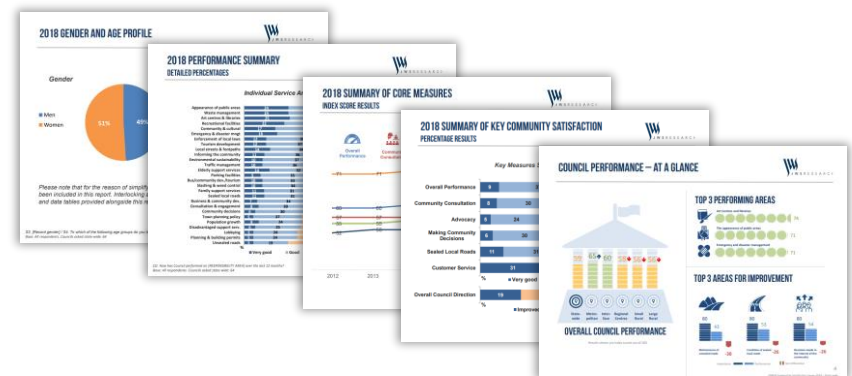
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and overall council direction.

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 seven years shows that councils in Victoria continue to provide services that meet the public's expectations.

## Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent 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**

## Overall performance

The overall performance index score of 58 for Greater Geelong City Council represents a significant four-point improvement on the 2018 result. Current gains reverse a period of decline between 2016 and 2018.

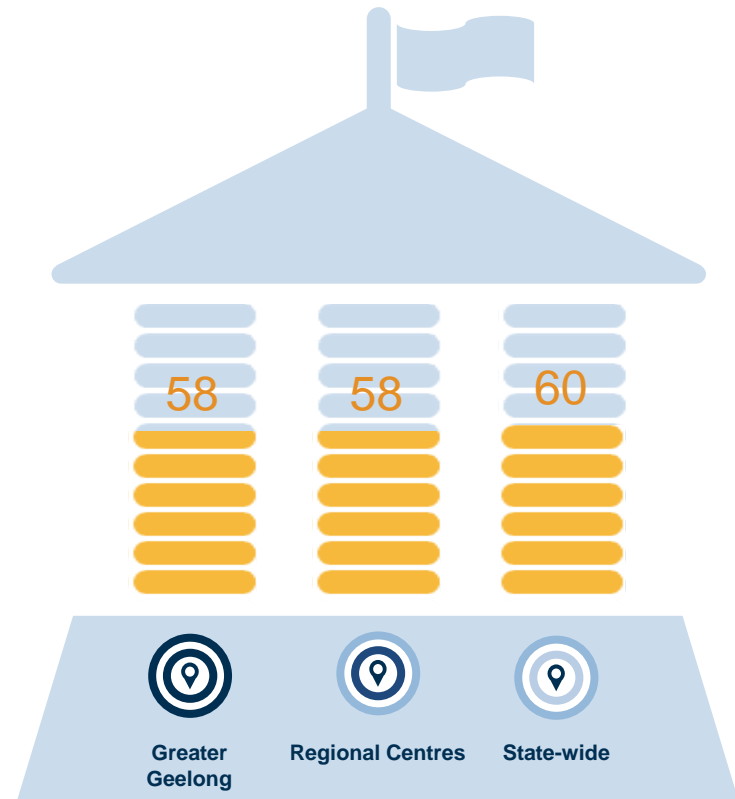
- That said, overall performance remains eight points down on Council's peak result of 66 achieved in 2015.

Greater Geelong City Council's overall performance is rated statistically similar (at the 95% confidence interval) to the average ratings for councils State-wide and in the Regional Centres group (index scores of 60 and 58 respectively).

- The improvement in Council's overall performance rating can largely be attributed to significant ratings' increases among men (index score of 58, plus 6 index points from 2018) and residents aged 50 to 64 years (index score of 54, up nine index points from 2018).
- There are no other significant differences across demographic cohorts compared to the council average.

Three times as many residents rate Council's overall performance 'very good' or 'good' (44%), as those who rate it 'very poor' or 'poor' (15%). A further 38% rate Council's overall performance as 'average'.

### Overall Council performance



Results shown are index scores out of 100.



# Customer contact and service

## Contact with council

Around three in five (58%) Greater Geelong City Council residents have had contact with Council in the last 12 months. This rate of contact is slightly higher than in 2018 (52%).

- Residents aged 35 to 49 years had the most contact with council (70%) in 2019; this is significantly higher than the council average. Residents aged 35 to 64 years are more likely to have contacted council than their younger and older counterparts.
- Residents aged 18 to 34 (51%) and 65+ years (50%) had the least contact with council.

The main method of contacting Council is by telephone (32%), followed at a distance by in-person and email correspondence (17% each).

Overall, newsletters sent via email (29%) and mail (27%) are considered the best way for Council to inform residents about news, information and upcoming events. Residents have grown much less likely to seek out information in local newspapers over time, either through the use of advertising (21% in 2014, 11% in 2019) or a newsletter insert in a local newspaper (18% in 2016, 7% in 2019).

Notably, 21% of residents under 50 years of age prefer social media updates.

## Customer service

Greater Geelong City Council's customer service index of 71 is similar to the 2018 results (index score of 70), remaining six points down on Council's highest result of 77 achieved in 2013. Performance on this measure is rated in line with State-wide and Regional Centres group averages (index scores of 71 and 72 respectively).

- Residents aged 35 to 49 years had both the most contact with council in the last 12 months and rate Council's customer service most favourably (index score of 77).

Just over one-third of residents (37%) rate Council's customer service as 'very good', with another 31% rating it as 'good'. While the net positive result is in line with 2018, residents are more likely to rate customer service as 'very good' (up nine percentage points) than one year ago.



# Top performing areas and areas for improvement

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## Top performing areas

Customer service is the area where Greater Geelong City Council has performed most strongly overall (index score of 71). Beyond customer service, council ratings for individual service areas are within one point of each other (index scores of 54 to 55).

The most improved measures in 2019 are consultation and engagement (index score of 55) and sealed local roads (index score of 54) – both up by five index points from 2018. Current ratings are in line with State-wide and Regional Centres averages on both measures.

Almost all demographic groups improved in their perceptions of Council's consultation and engagement in the past year, with the most significant increases occurring among men (index score of 55, plus 6 from 2018) and residents aged 50 to 64 years (index score of 53, plus 9 from 2018).

- With regards to perceptions of sealed local roads, performance ratings grew significantly among residents aged 18 to 34 years (index score of 59, plus 12 from 2018) and women (index score of 57, plus 8 from 2018) in the past year.

Council also performs significantly higher than the Regional Centres group for 'making community decisions' (index scores of 55 and 52 respectively).

## Areas for improvement

It is still important to note that despite increases in the areas of consultation and engagement and sealed local roads, 14% of residents volunteer sealed local roads and 10% volunteer community consultation as areas in need of improvement.

In addition, Council's performance rating for the measure of advocacy remains six points lower (index score of 54) than its peak rating of 60 index points achieved in 2015.



## Focus areas for coming 12 months

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**Perceptions of Council largely improved in the past year. This is a positive result for council.**

In terms of priorities for the year ahead, Greater Geelong City Council should focus on service areas where current performance levels are low and remain lower than previously achieved results – in this case, perceptions of Council’s lobbying efforts (index score of 54). Residents aged 50 to 64 years (index score of 46) in particular, rate performance in this area significantly lower than the council average.

More generally, consideration should also be given to residents aged 50 to 64 years, who appear to be driving negative opinion in a number of areas in 2019.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 18 to 34 years, and use these lessons to build on performance experience and perceptions.

On the positive side, Council should look to build upon its improved performance on sealed local roads and community consultation and engagement over the next 12 months.



## Further areas of exploration

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An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

Please note that the category descriptions for the coded open-ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

**A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on:**

**03 8685 8555**

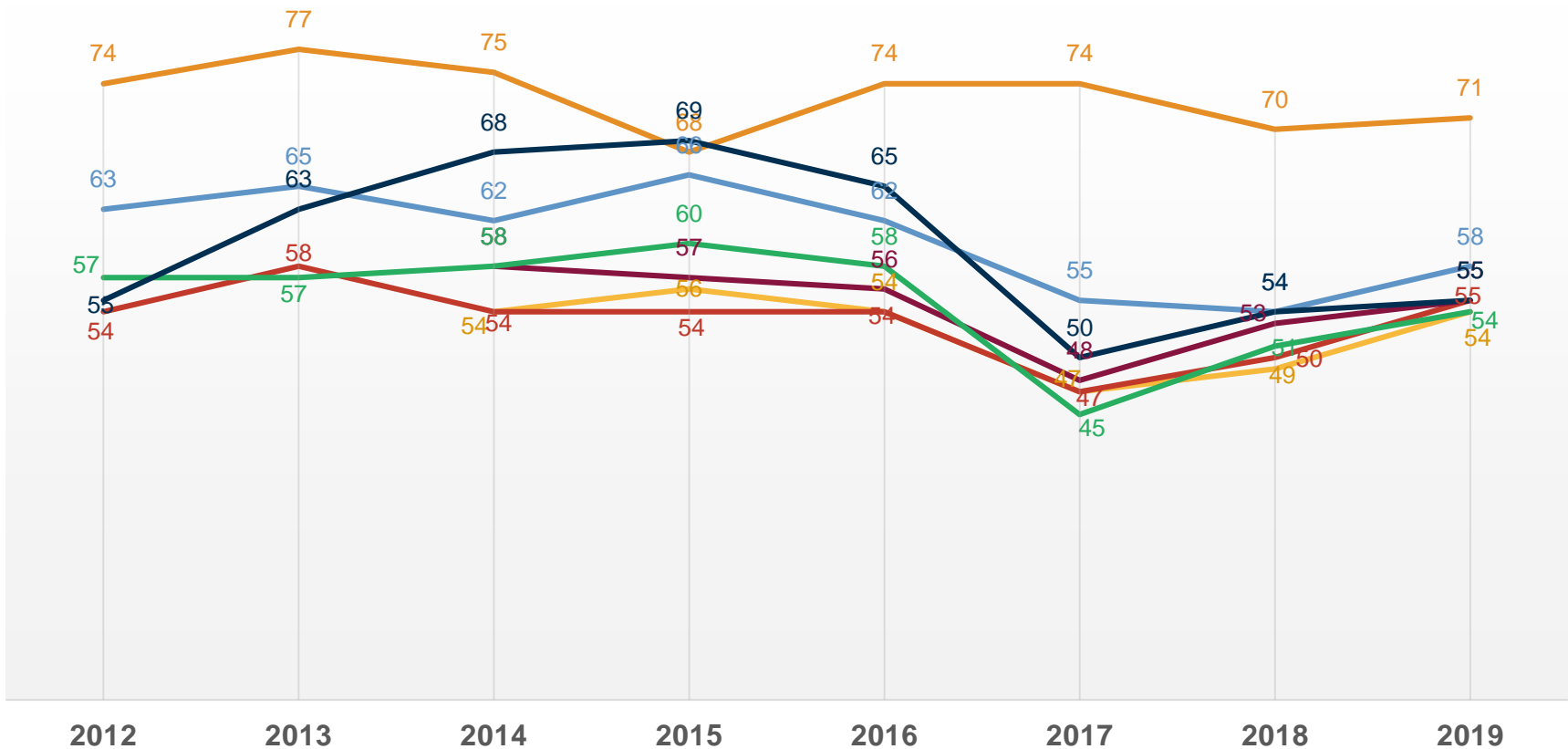


# Summary of findings



# Summary of core measures

## Index scores





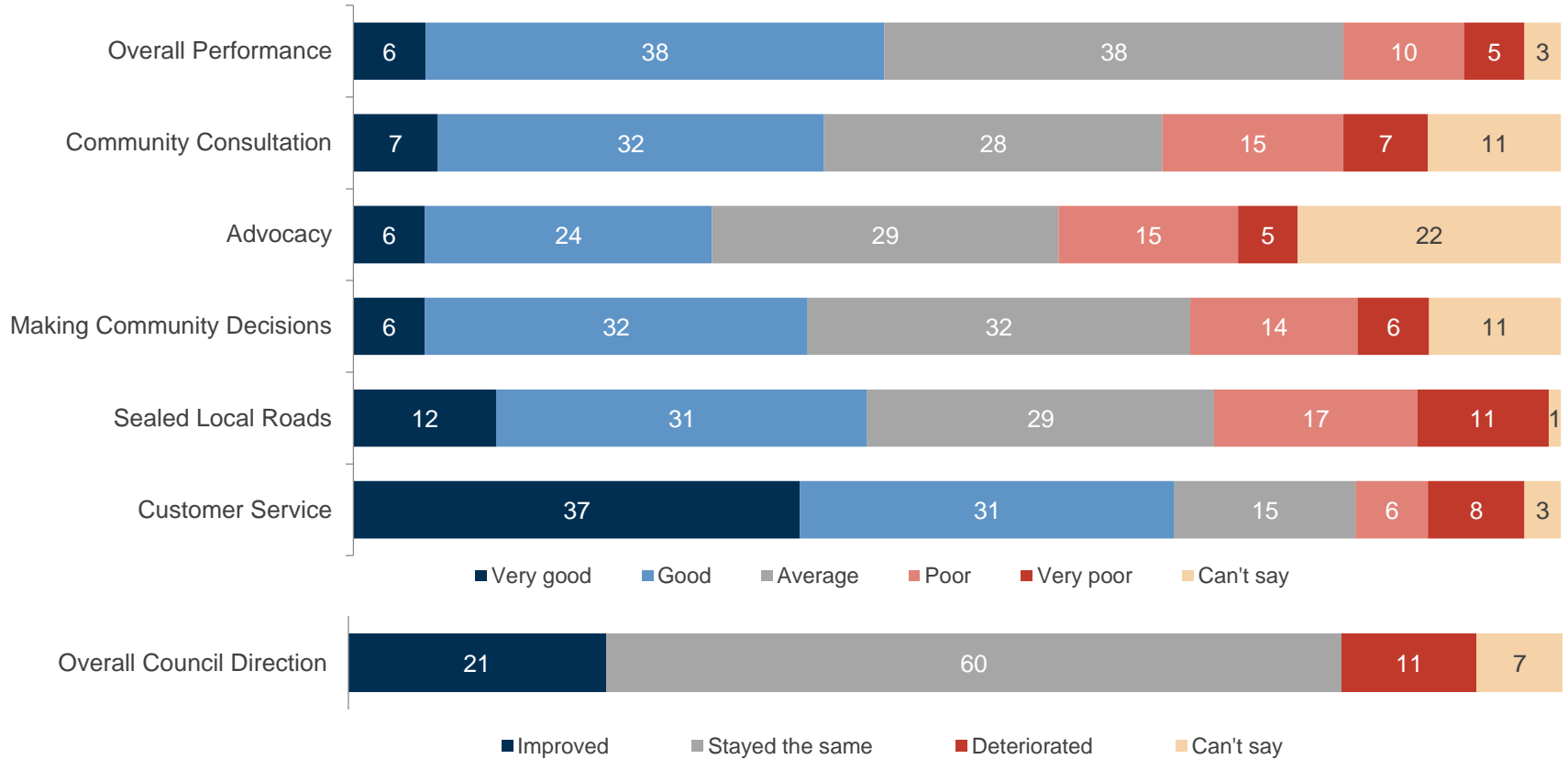
## Summary of core measures

| Performance Measures   | Greater Geelong 2019 | Greater Geelong 2018 | Regional Centres 2019 | State-wide 2019 | Highest score    | Lowest score     |
|--|----------------------|----------------------|-----------------------|-----------------|------------------|------------------|
| <b>Overall Performance</b>   | <b>58</b>            | 54                   | 58                    | 60              | Aged 18-34 years | Aged 50-64 years |
| <b>Community Consultation</b><br>(Community consultation and engagement)               | <b>55</b>            | 50                   | 54                    | 56              | Aged 18-34 years | Aged 65+ years   |
| <b>Advocacy</b><br>(Lobbying on behalf of the community)                               | <b>54</b>            | 51                   | 54                    | 54              | Aged 18-34 years | Aged 50-64 years |
| <b>Making Community Decisions</b><br>(Decisions made in the interest of the community) | <b>55</b>            | 53                   | 52                    | 55              | Aged 18-34 years | Aged 50-64 years |
| <b>Sealed Local Roads</b><br>(Condition of sealed local roads)                         | <b>54</b>            | 49                   | 57                    | 56              | Aged 18-34 years | Aged 50-64 years |
| <b>Customer Service</b>  | <b>71</b>            | 70                   | 72                    | 71              | Aged 35-49 years | Aged 50-64 years |
| <b>Overall Council Direction</b>   | <b>55</b>            | 54                   | 52                    | 53              | Aged 18-34 years | Aged 50-64 years |



# Summary of key community satisfaction

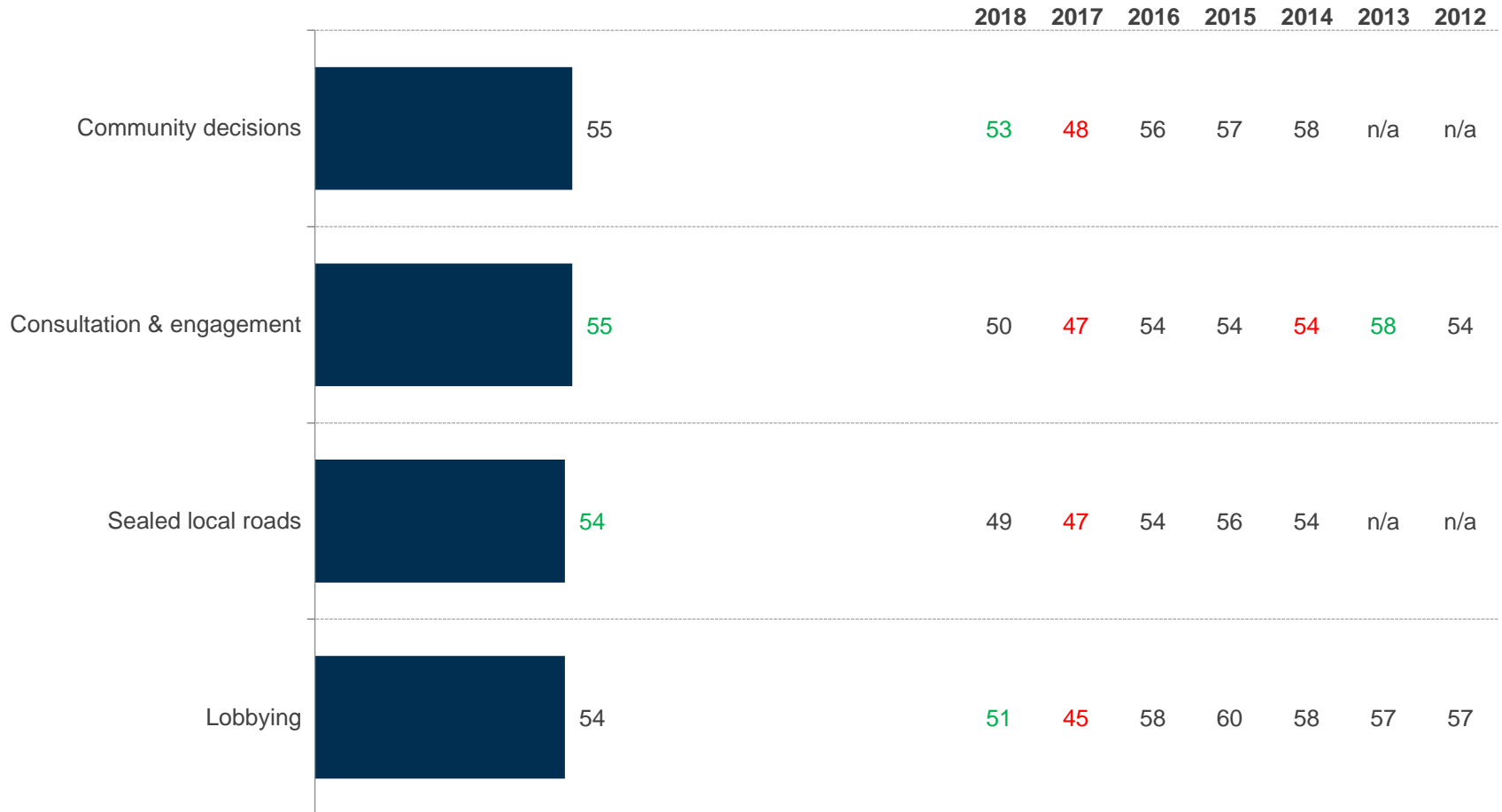
Key measures summary results (%)





# Individual service area performance

2019 individual service area (index scores)

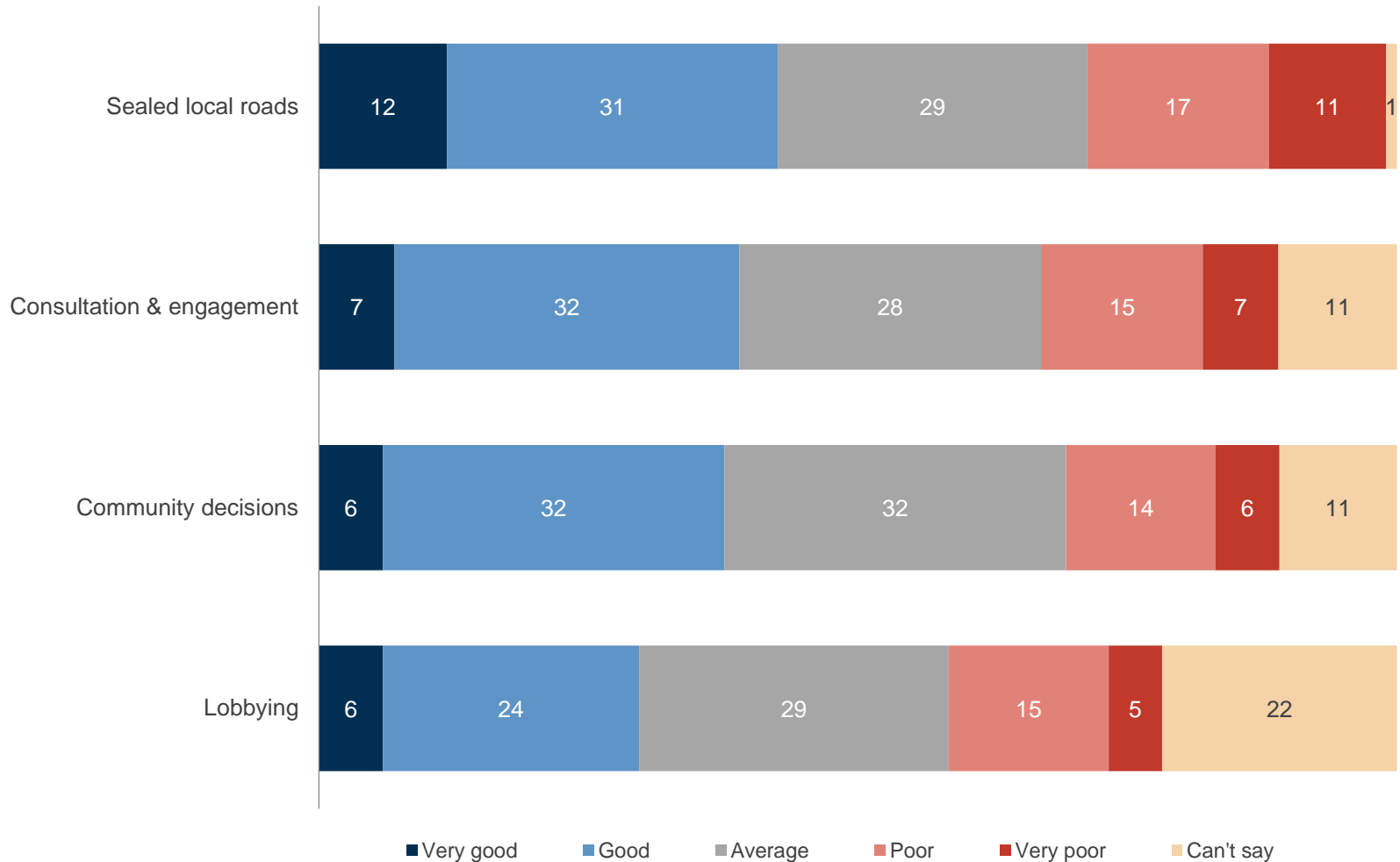


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8  
 Note: Please see Appendix A for explanation of significant differences.



# Individual service area performance

2019 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

## Individual service area performance vs State-wide average

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### Significantly Higher than State-wide Average

- Not applicable

### Significantly Lower than State-wide Average

- Not applicable



## Individual service area performance vs group average

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### Significantly Higher than Group Average

- Making community decisions

### Significantly Lower than Group Average

- Not applicable



## Areas for improvement

2019 areas for improvement (%)  
- Top Mentions Only -

|                         | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|-------------------------|------|------|------|------|------|------|------|
| Sealed Road Maintenance | n/a  | 10   | 13   | n/a  | 15   | n/a  | n/a  |
| Community Consultation  | n/a  | 14   | 8    | n/a  | 6    | n/a  | n/a  |
| Communication           | n/a  | 14   | 5    | n/a  | 8    | n/a  | n/a  |
| Parking Availability    | n/a  | 4    | 7    | n/a  | 9    | n/a  | n/a  |
| Waste Management        | n/a  | 3    | 3    | n/a  | 4    | n/a  | n/a  |
| Traffic Management      | n/a  | n/a  | 5    | n/a  | 4    | n/a  | n/a  |
| Public Transport        | n/a  | 1    | 1    | n/a  | 3    | n/a  | n/a  |
| Local/Community Support | n/a  | 5    | 4    | n/a  | 2    | n/a  | n/a  |
| Nothing                 | n/a  | 9    | 4    | n/a  | 6    | n/a  | n/a  |

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

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 7

Note: Significant differences have not been applied to this chart.

The verbatim listing of responses are included in the accompanying dashboard.

# DETAILED FINDINGS



# Overall performance



## Overall performance

### 2019 overall performance (index scores)

|                  | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|------------------|------|------|------|------|------|------|------|
| 18-34            | 58   | 58   | 67   | 71   | 69   | 70   | 67   |
| State-wide       | 59   | 59   | 59   | 60   | 61   | 60   | 60   |
| Men              | 52   | 54   | 61   | 62   | 63   | 63   | 62   |
| Regional Centres | 58   | 57   | 55   | 58   | n/a  | n/a  | n/a  |
| Greater Geelong  | 54   | 55   | 62   | 66   | 62   | 65   | 63   |
| 35-49            | 58   | 54   | 62   | 70   | 61   | 66   | 62   |
| Women            | 55   | 55   | 62   | 71   | 61   | 68   | 64   |
| 65+              | 52   | 55   | 58   | 62   | 58   | 63   | 64   |
| 50-64            | 45   | 50   | 60   | 62   | 58   | 62   | 58   |

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?

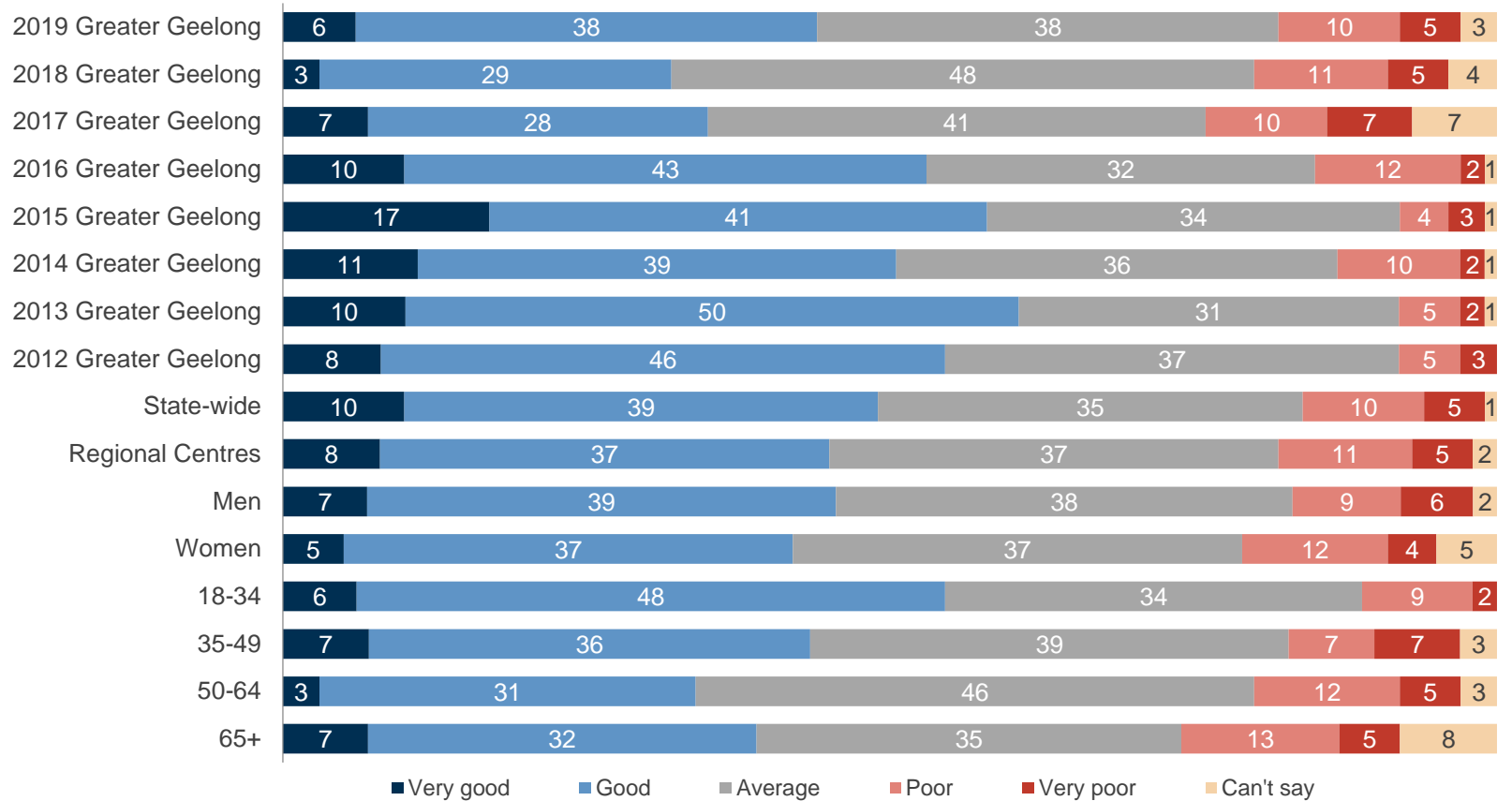
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

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



# Overall performance

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: 63 Councils asked group: 8

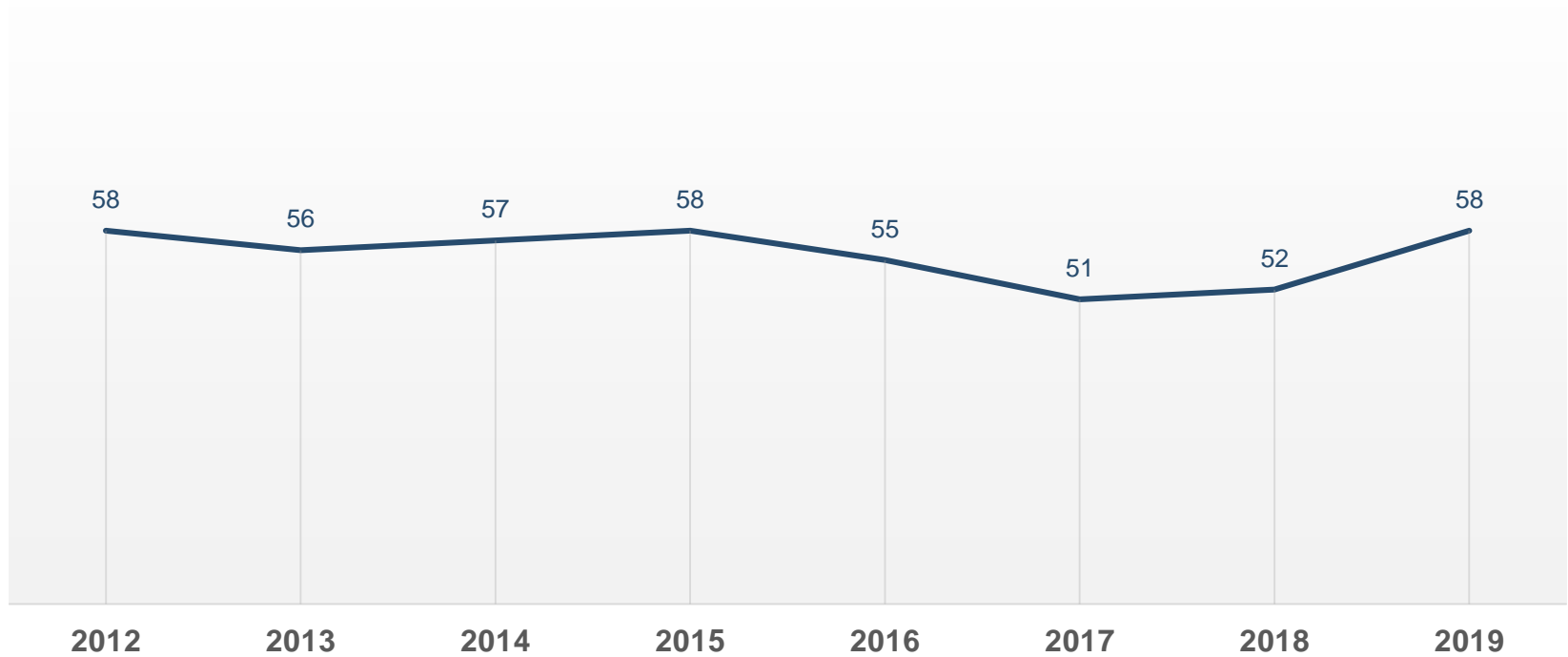


# Customer service



# Contact with council

**2019 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: 25 Councils asked group: 4



## Contact with council

### 2019 contact with council (%)

|                  | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|------------------|------|------|------|------|------|------|------|
| 35-49            | 58   | 53   | 63   | 70   | 75   | 57   | 62   |
| 50-64            | 56   | 52   | 56   | 60   | 61   | 65   | 63   |
| State-wide       | 61   | 58   | 58   | 60   | 61   | 60   | 61   |
| Regional Centres | 56   | 56   | 52   | 58   | n/a  | n/a  | n/a  |
| Men              | 52   | 55   | 54   | 60   | 58   | 56   | 55   |
| Greater Geelong  | 52   | 51   | 55   | 58   | 57   | 56   | 58   |
| Women            | 52   | 48   | 55   | 56   | 56   | 56   | 61   |
| 18-34            | 49   | 57   | 58   | 49   | 46   | 50   | 64   |
| 65+              | 48   | 43   | 45   | 53   | 49   | 46   | 42   |

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

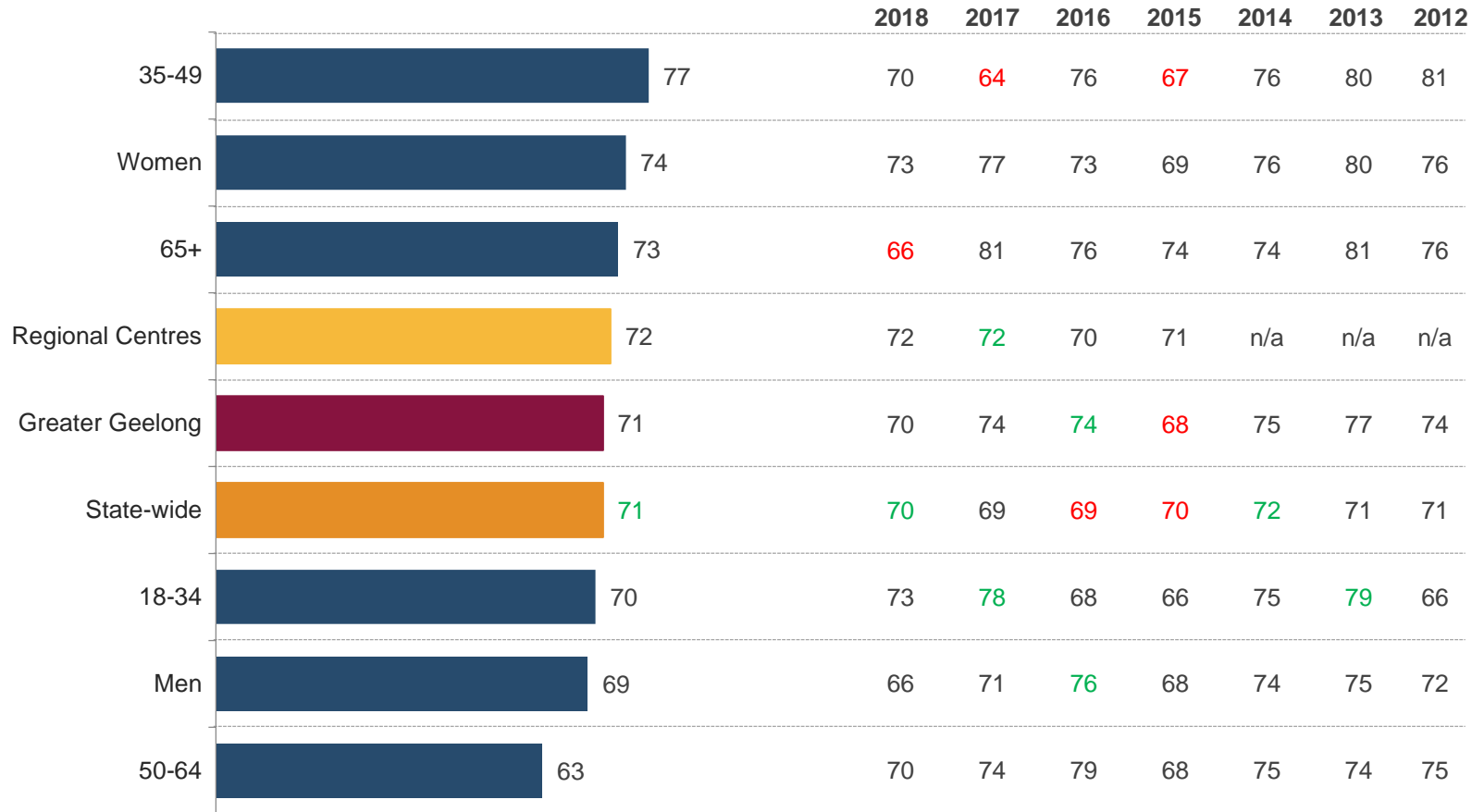
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4

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



# Customer service rating

2019 customer service rating (index scores)



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.

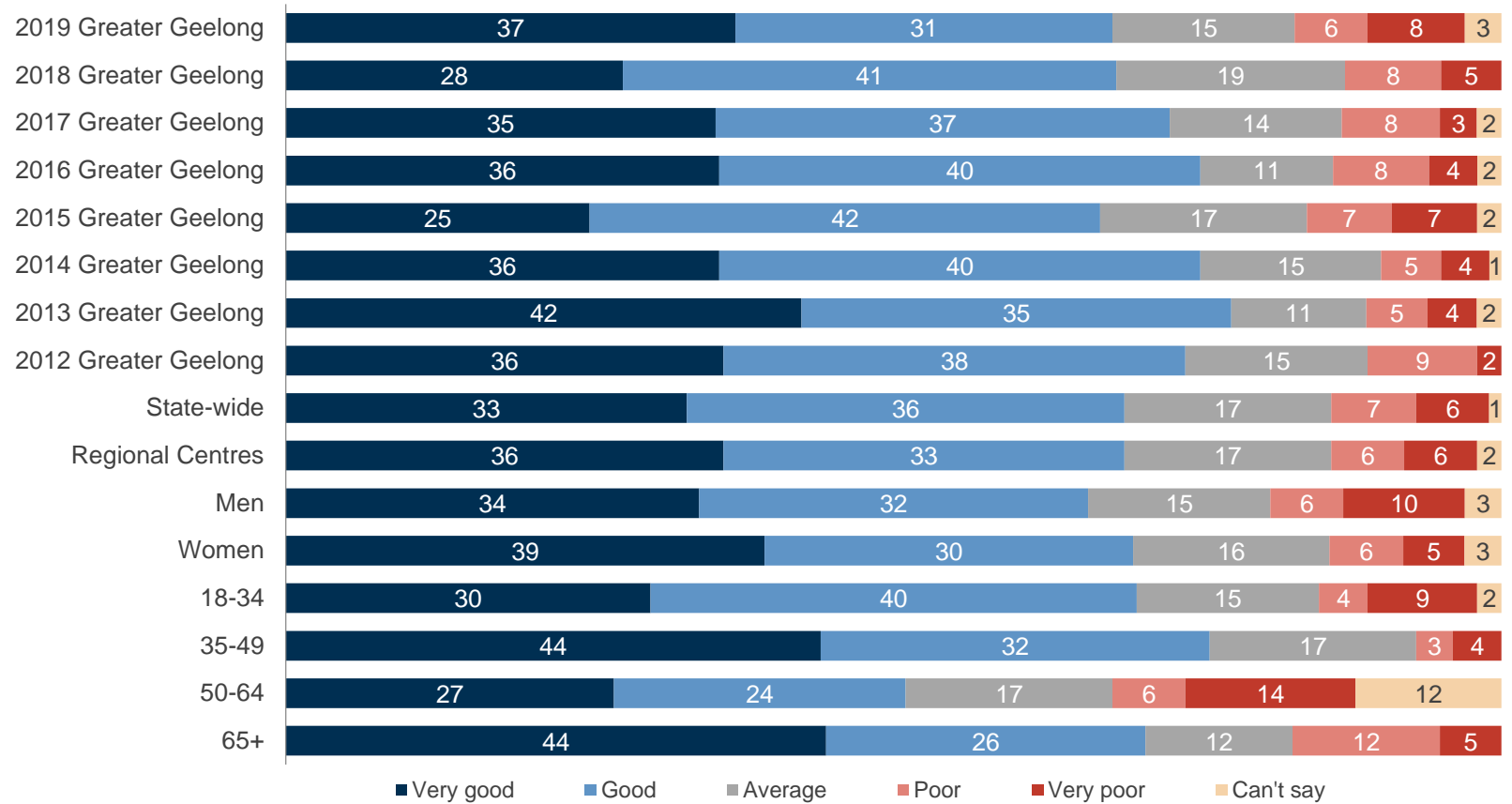
Councils asked state-wide: 63 Councils asked group: 8

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



# Customer service rating

Customer service rating (%)

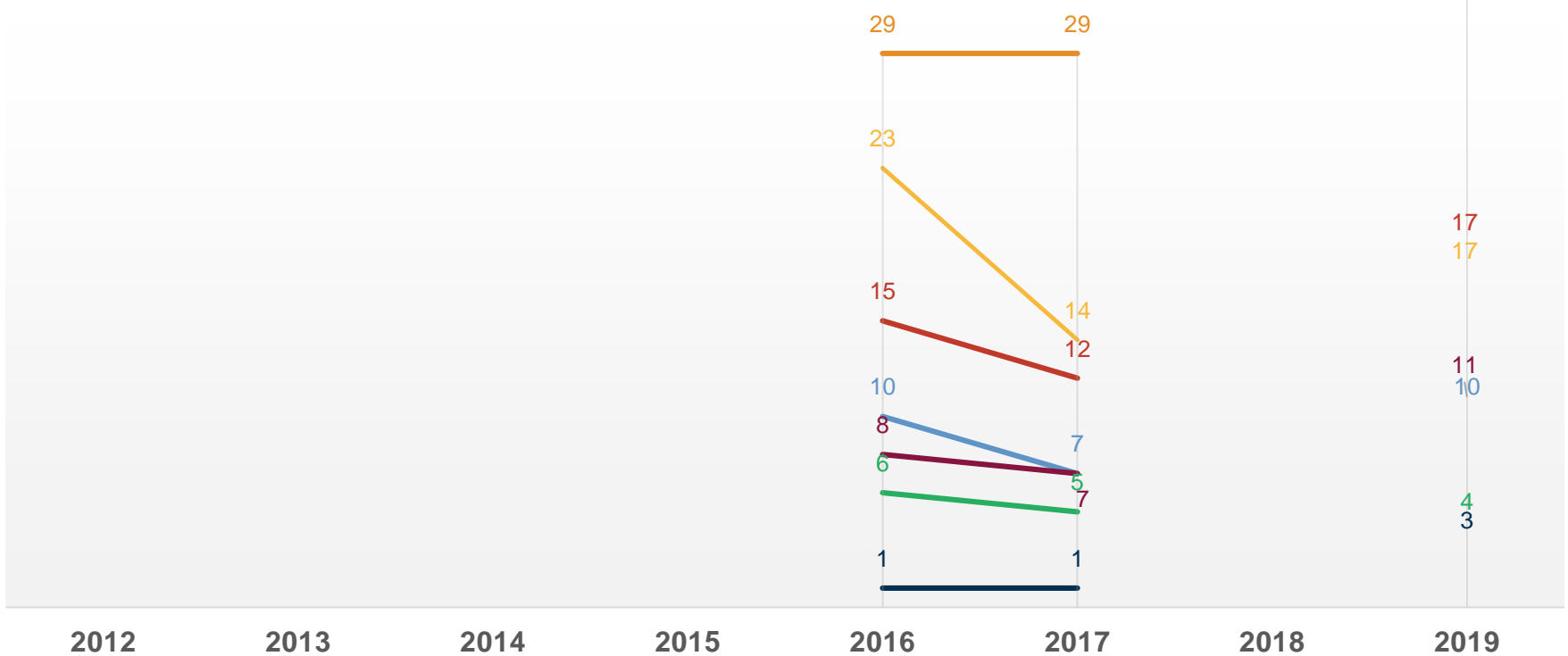
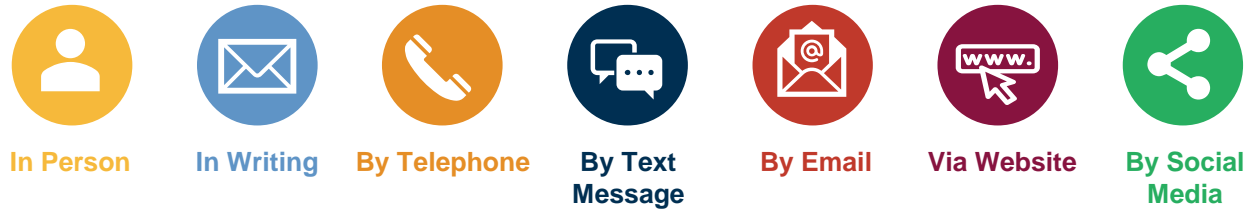


Q5c. Thinking of the most recent contact, how would you rate Greater Geelong City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 Councils asked state-wide: 63 Councils asked group: 8



# Method of contact with council

2019 method of 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: 25 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

### 2019 customer service rating (index score by method of last contact)

|                 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|-----------------|------|------|------|------|------|------|------|
| By social media | n/a  | 62   | 79   | n/a  | n/a  | n/a  | n/a  |
| Via website     | n/a  | 75   | 81   | n/a  | n/a  | n/a  | n/a  |
| In writing      | n/a  | 53   | 55   | n/a  | n/a  | n/a  | n/a  |
| By telephone    | n/a  | 73   | 71   | n/a  | n/a  | n/a  | n/a  |
| In person       | n/a  | 89   | 82   | n/a  | n/a  | n/a  | n/a  |
| By email        | n/a  | 73   | 75   | n/a  | n/a  | n/a  | n/a  |
| By text message | n/a  | 25   | n/a  | n/a  | n/a  | n/a  | n/a  |

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: 63 Councils asked group: 8

Q5b. What was the method of contact for the most recent contact you had with Greater Geelong City Council?

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 25 Councils asked group: 4

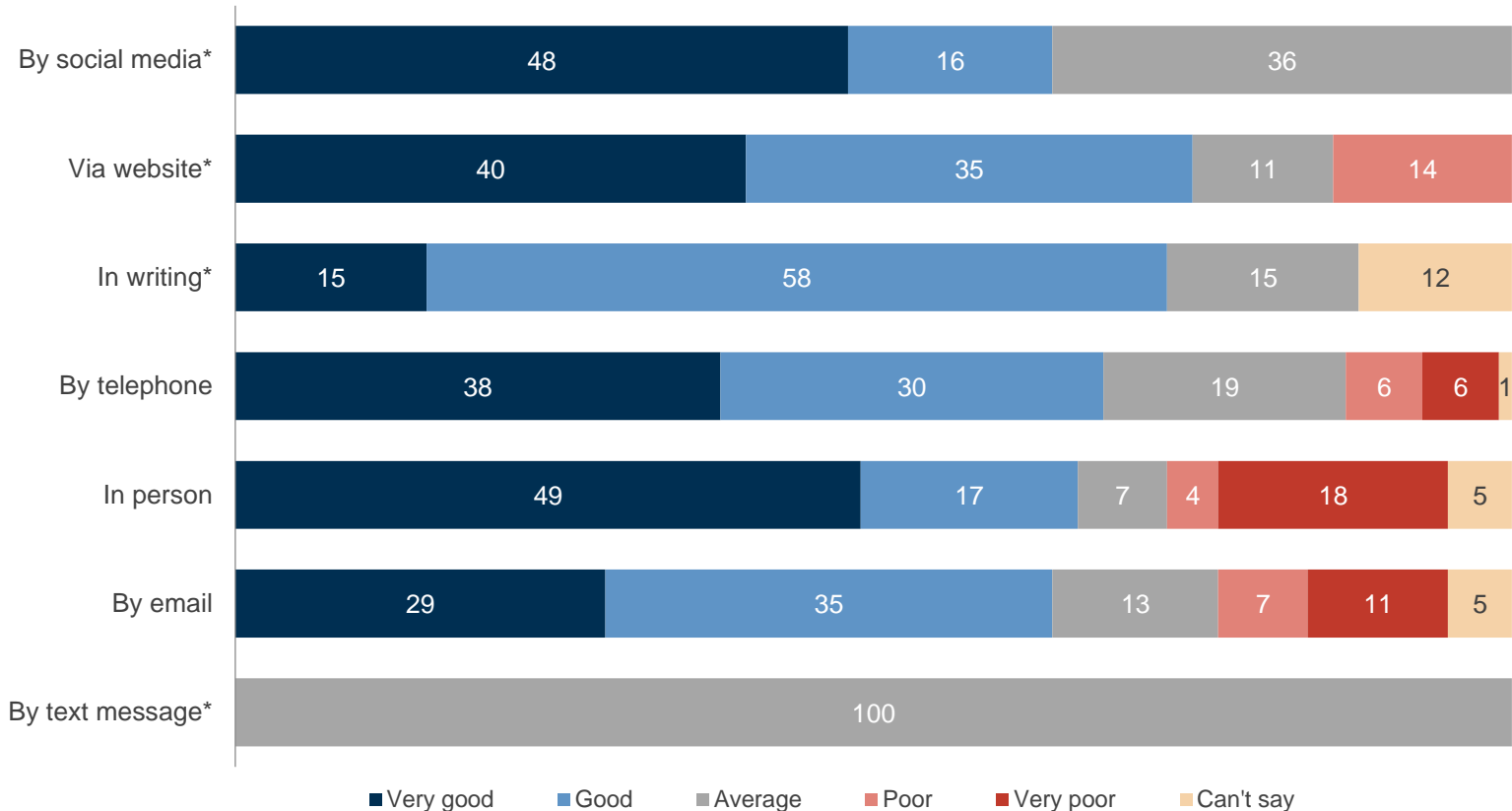
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating by method of last contact

2019 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: 25 Councils asked group: 4

\*Caution: small sample size < n=30



# Communication



## Communication summary

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### Overall preferred forms of communication

- Newsletter sent via email (29%)

### Preferred forms of communication among over 50s

- Newsletter sent via mail (34%)

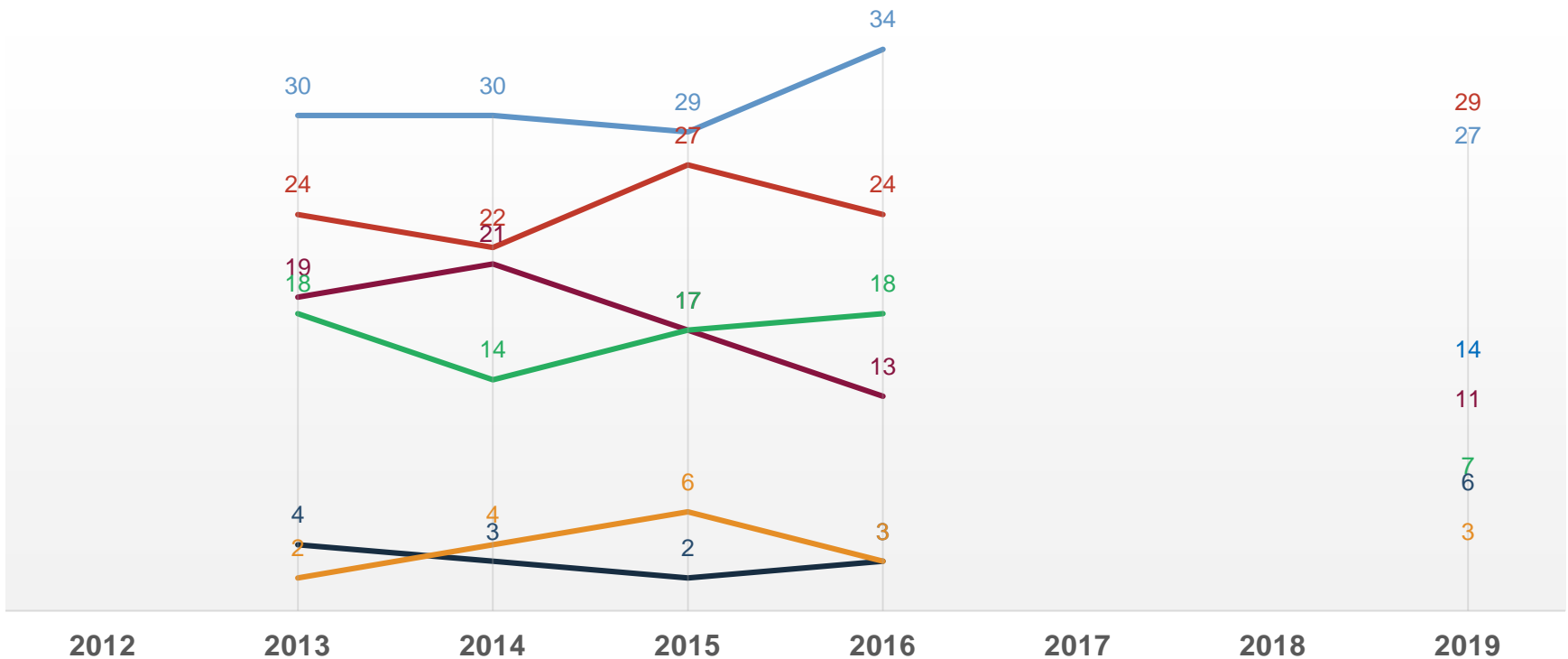
### Preferred forms of communication among under 50s

- Newsletter sent via email (34%)



# Best form of communication

2019 best form of communication (%)

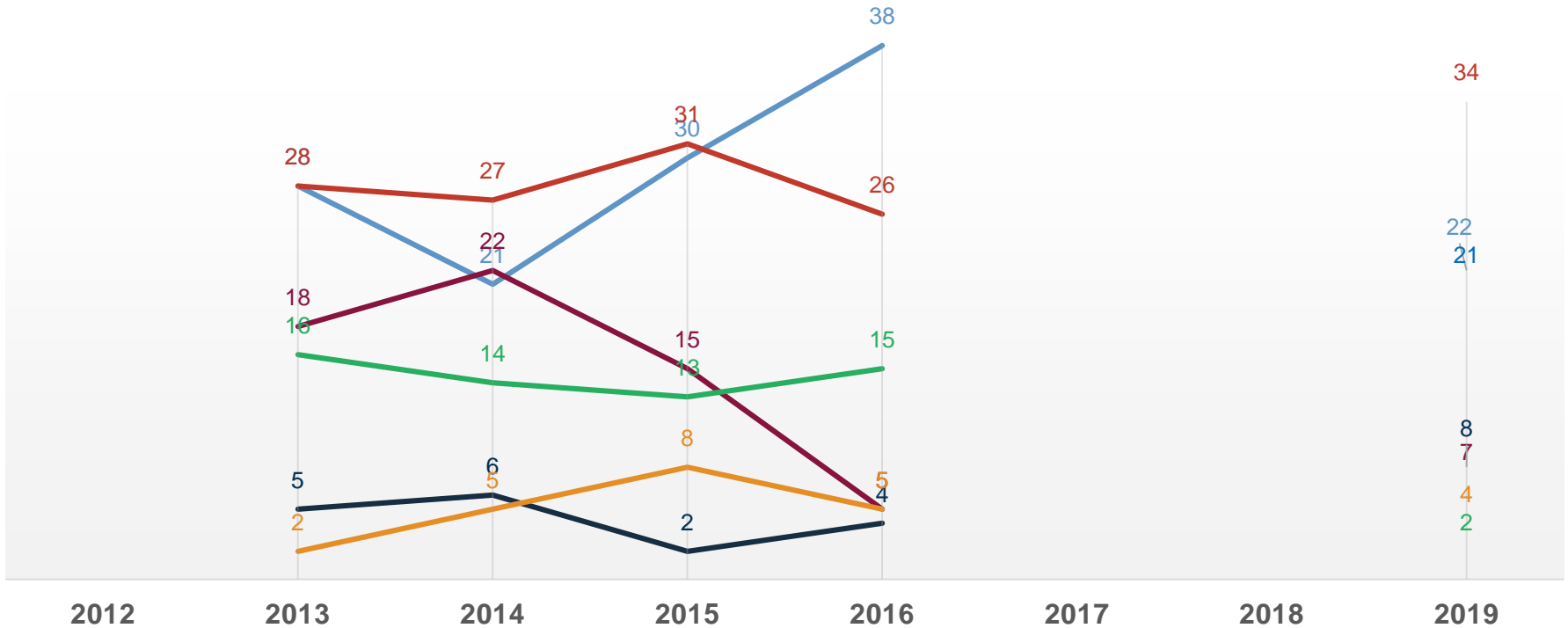


Q13. If Greater Geelong City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 6  
 Note: Social media was added in 2019.



# Best form of communication: under 50s

2019 under 50s best form of communication (%)

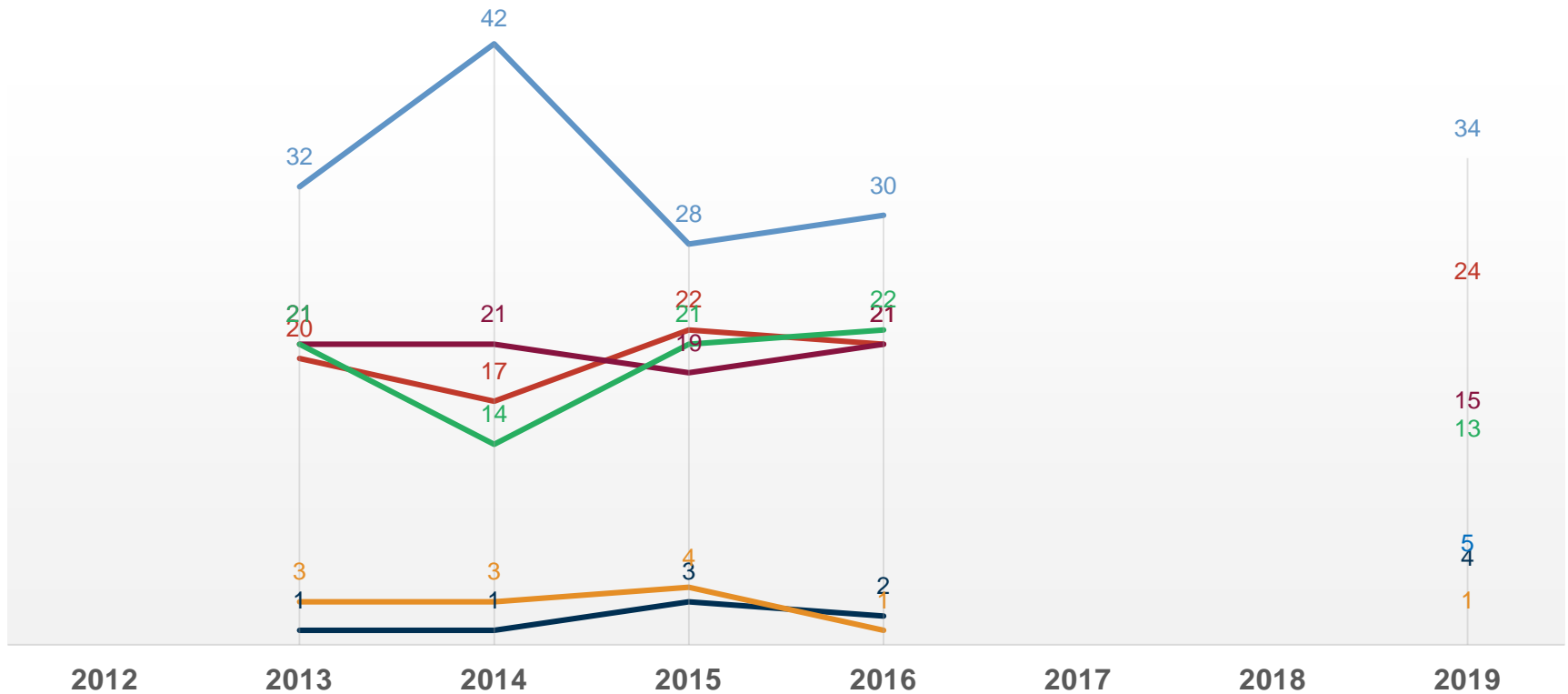


Q13. If Greater Geelong City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged under 50. Councils asked state-wide: 31 Councils asked group: 6  
 Note: Social media was added in 2019.



# 2019 best form of communication: over 50s

2019 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: 31 Councils asked group: 6  
 Note: Social media was added in 2019.



# Council direction



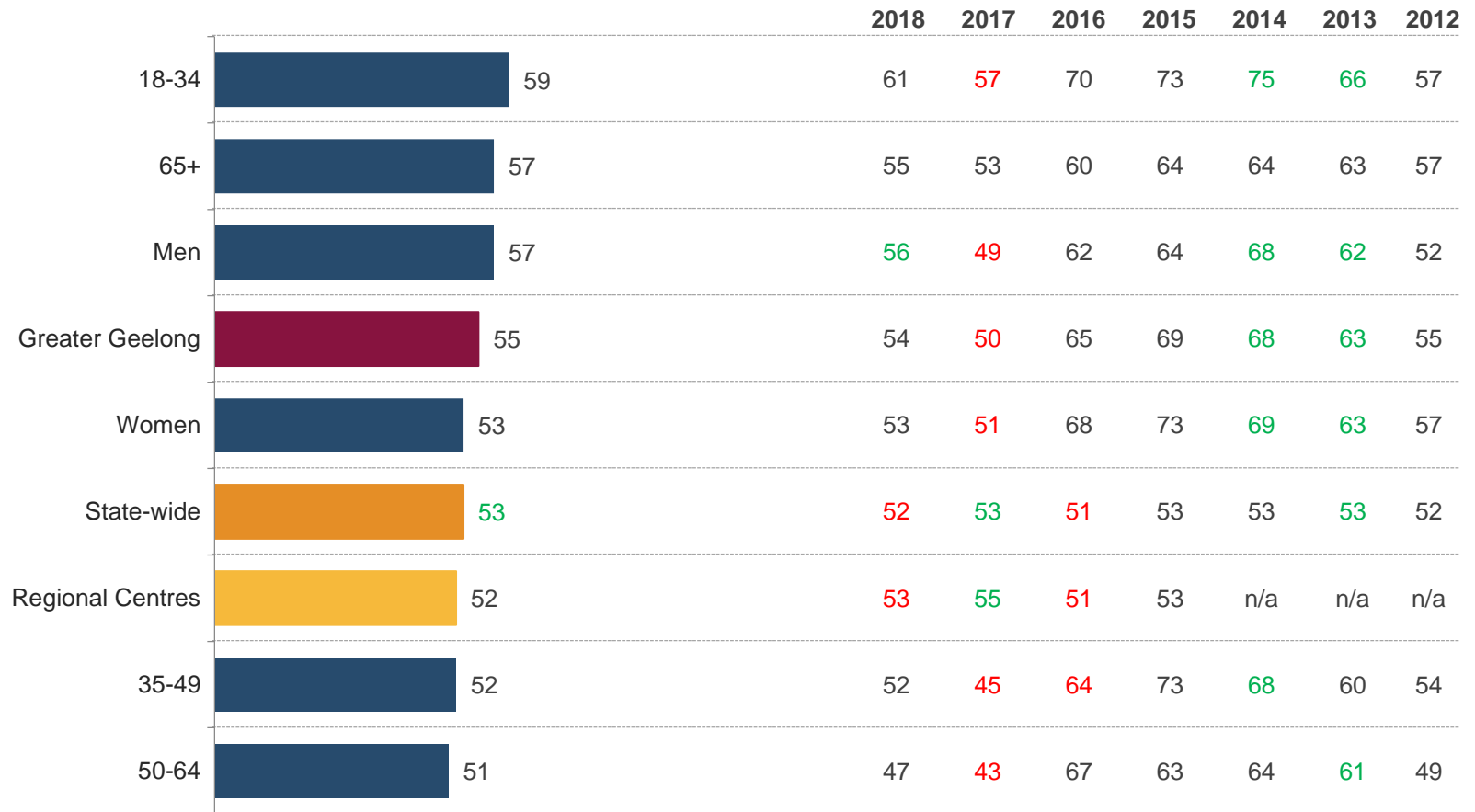
## Council direction summary

|  |  |
|--|--|
| <p><b>Council direction</b></p>                      | <ul style="list-style-type: none"> <li>• 60% stayed about the same, up 6 points on 2018</li> <li>• 21% improved, down 2 points on 2018</li> <li>• 11% deteriorated, down 4 points on 2018</li> </ul> |
| <p><b>Most satisfied with Council direction</b></p>  | <ul style="list-style-type: none"> <li>• Aged 18-34 years</li> </ul>   |
| <p><b>Least satisfied with Council direction</b></p> | <ul style="list-style-type: none"> <li>• Aged 50-64 years</li> </ul>   |



# Overall council direction last 12 months

2019 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?

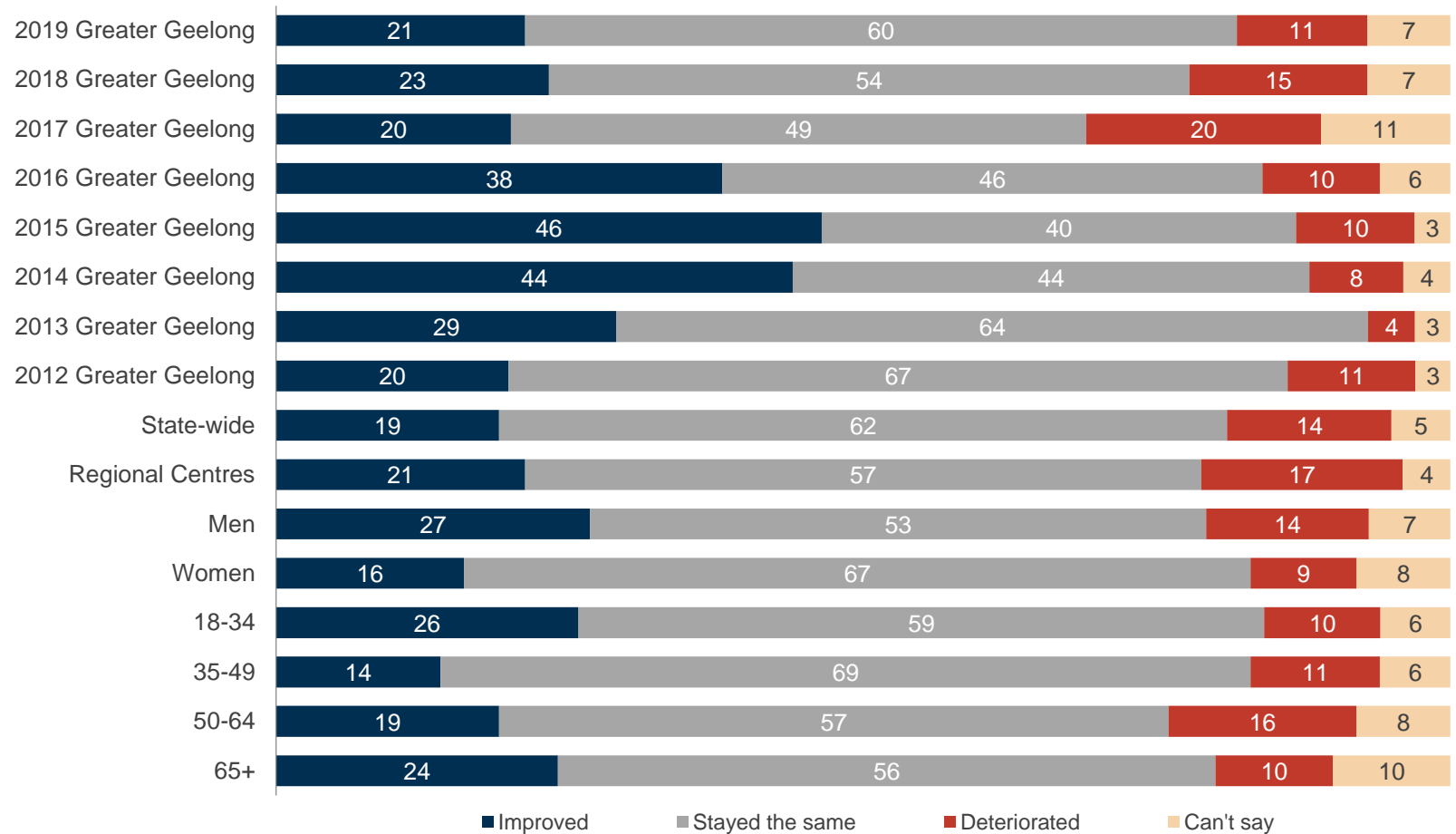
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

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



# Overall council direction last 12 months

2019 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: 63 Councils asked group: 8



# **Individual service areas**



# Community consultation and engagement performance

## 2019 Consultation and engagement performance (index scores)

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

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?

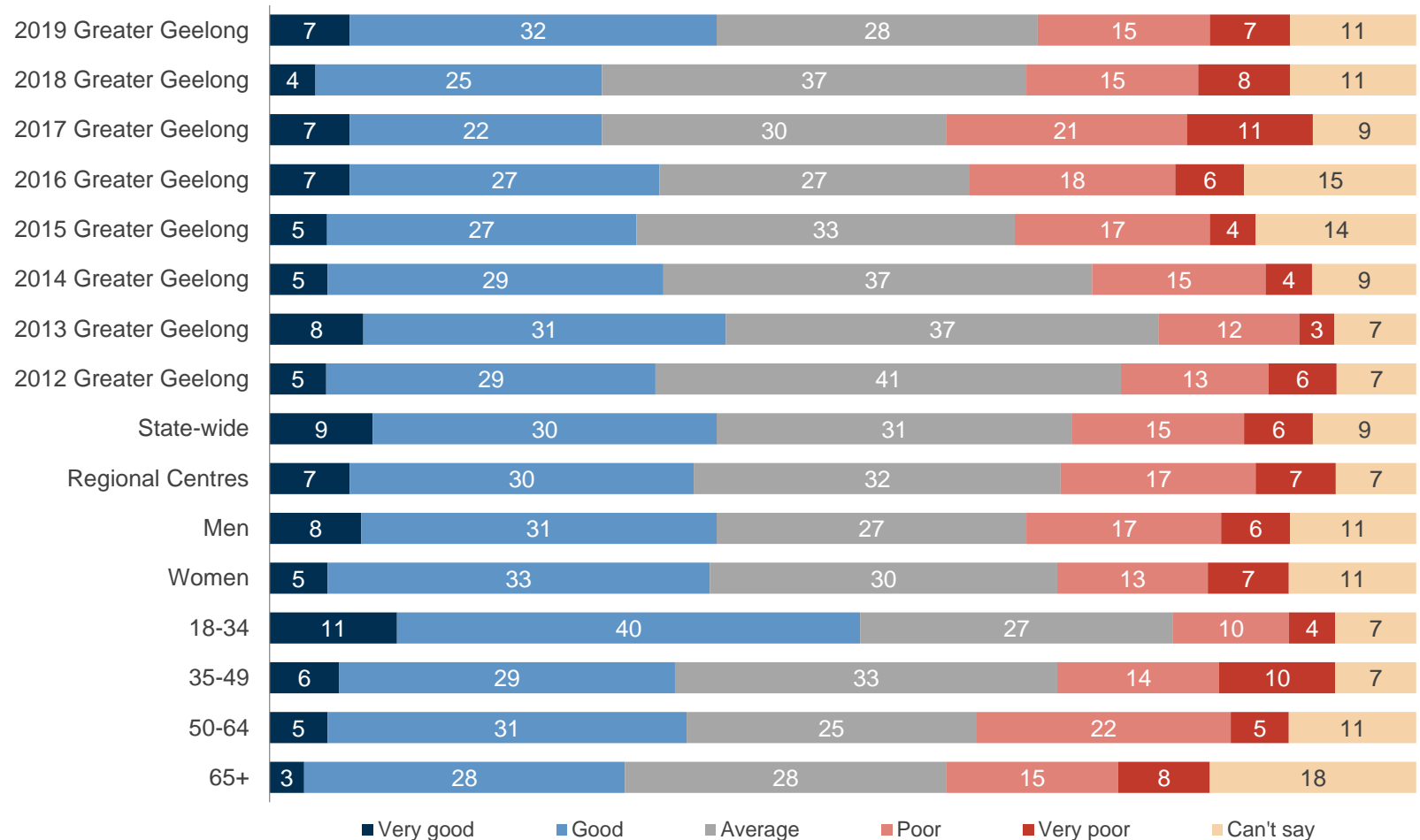
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

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



# Community consultation and engagement performance

2019 Consultation and engagement performance (%)

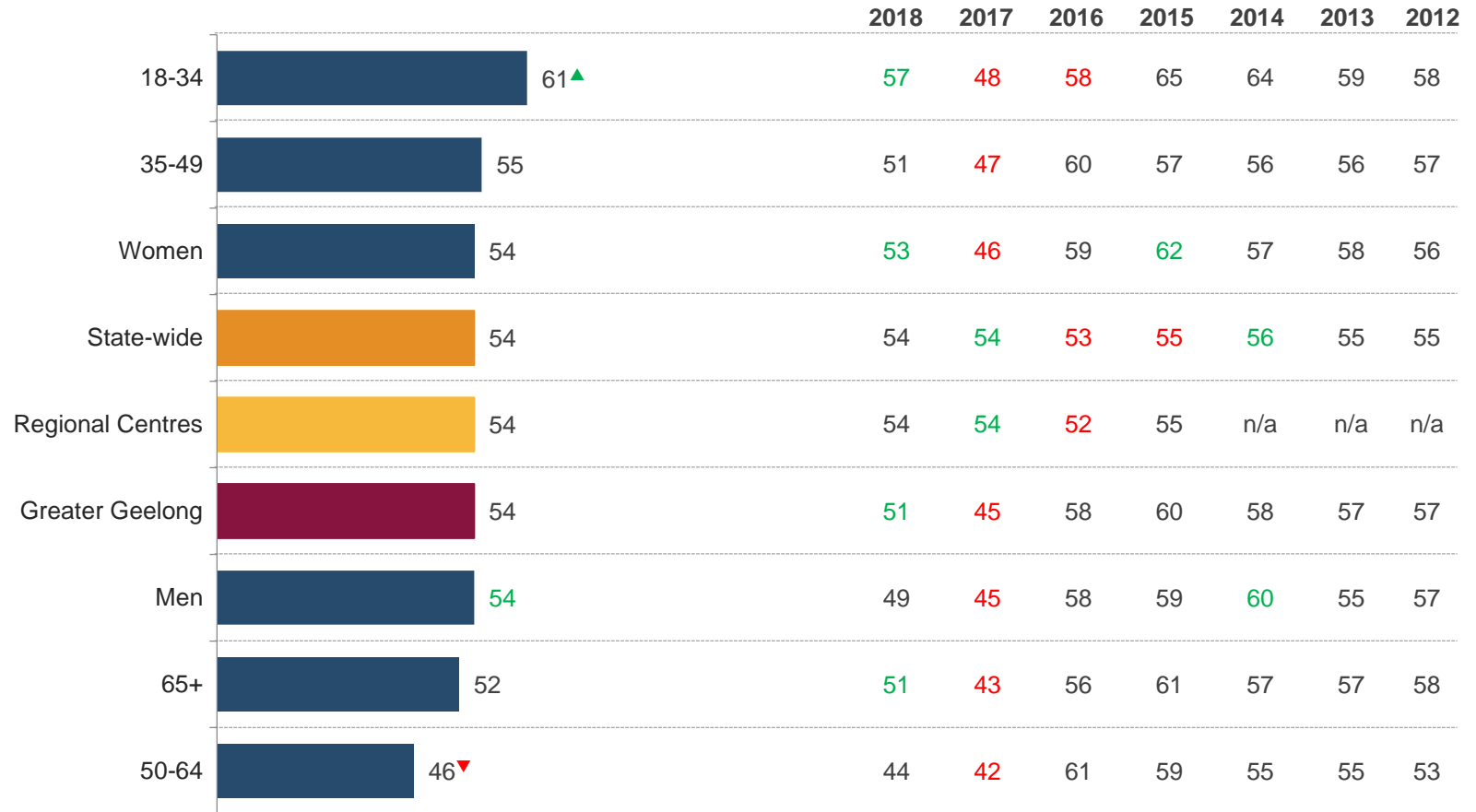


Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8



# Lobbying on behalf of the community performance

2019 Lobbying performance (index scores)



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

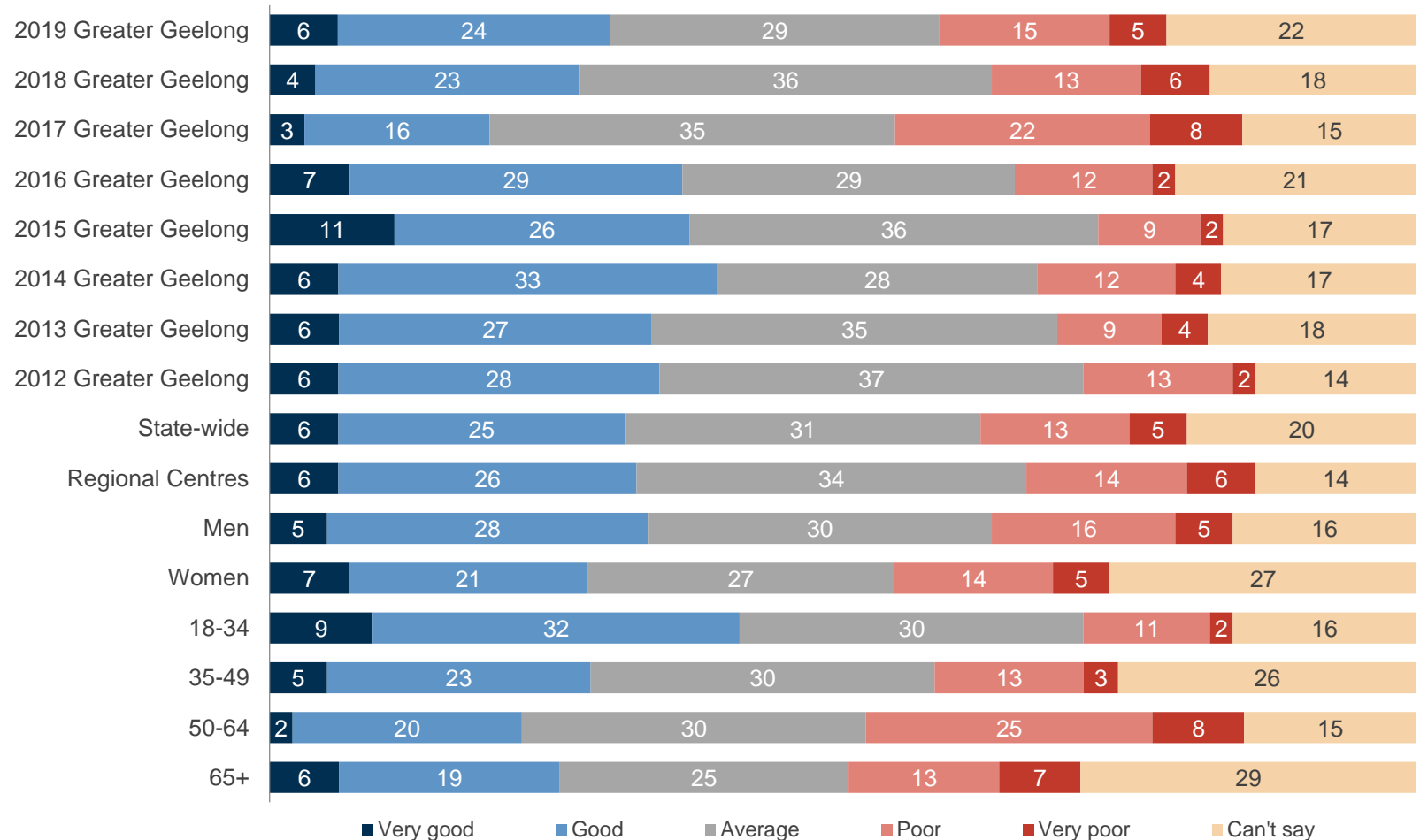
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

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



# Lobbying on behalf of the community performance

2019 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: 63 Councils asked group: 8

# Decisions made in the interest of the community performance



## 2019 Community decisions made performance (index scores)

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

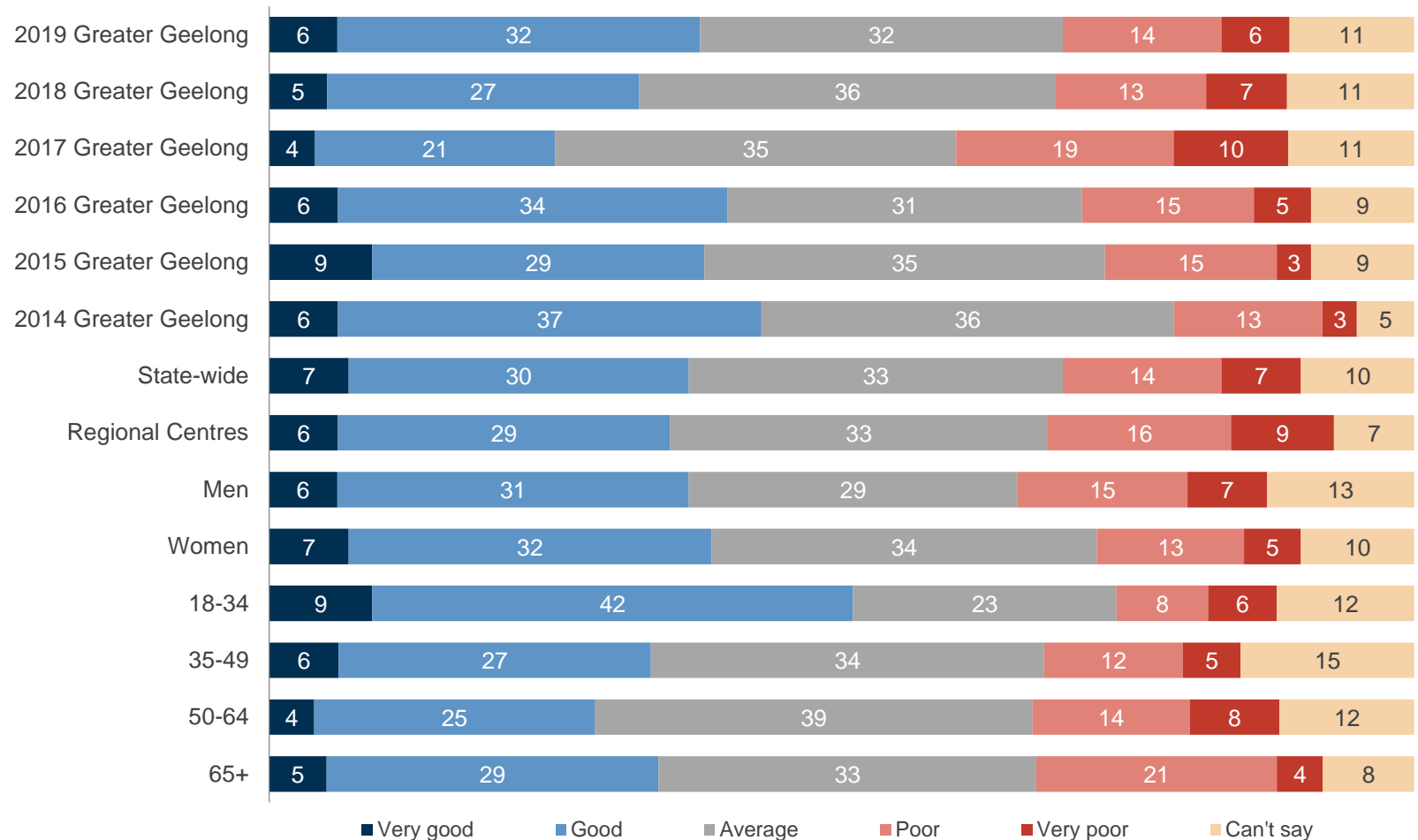
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

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

# Decisions made in the interest of the community performance



2019 Community decisions made performance (%)

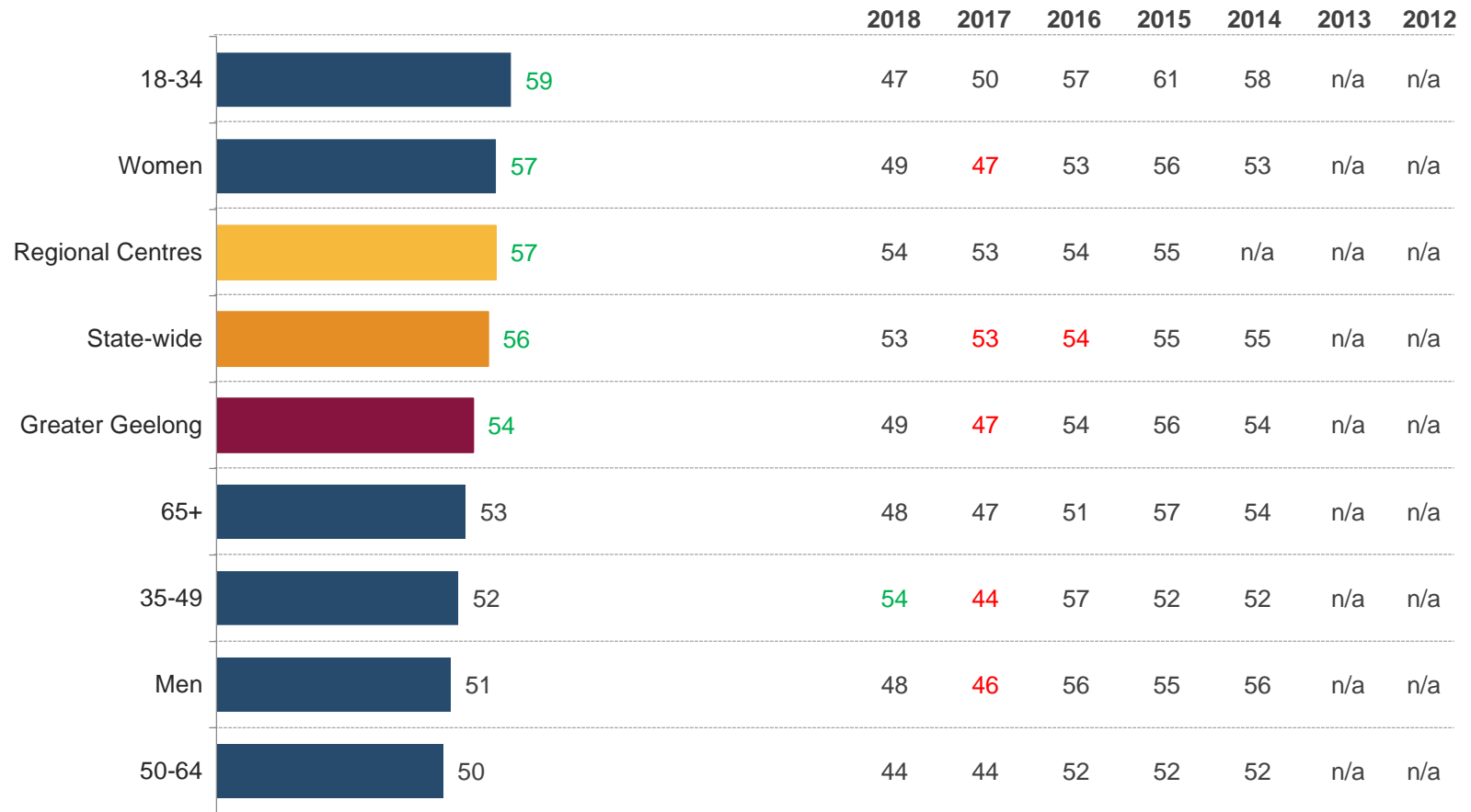


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

# The condition of sealed local roads in your area performance



2019 Sealed local roads performance (index scores)



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

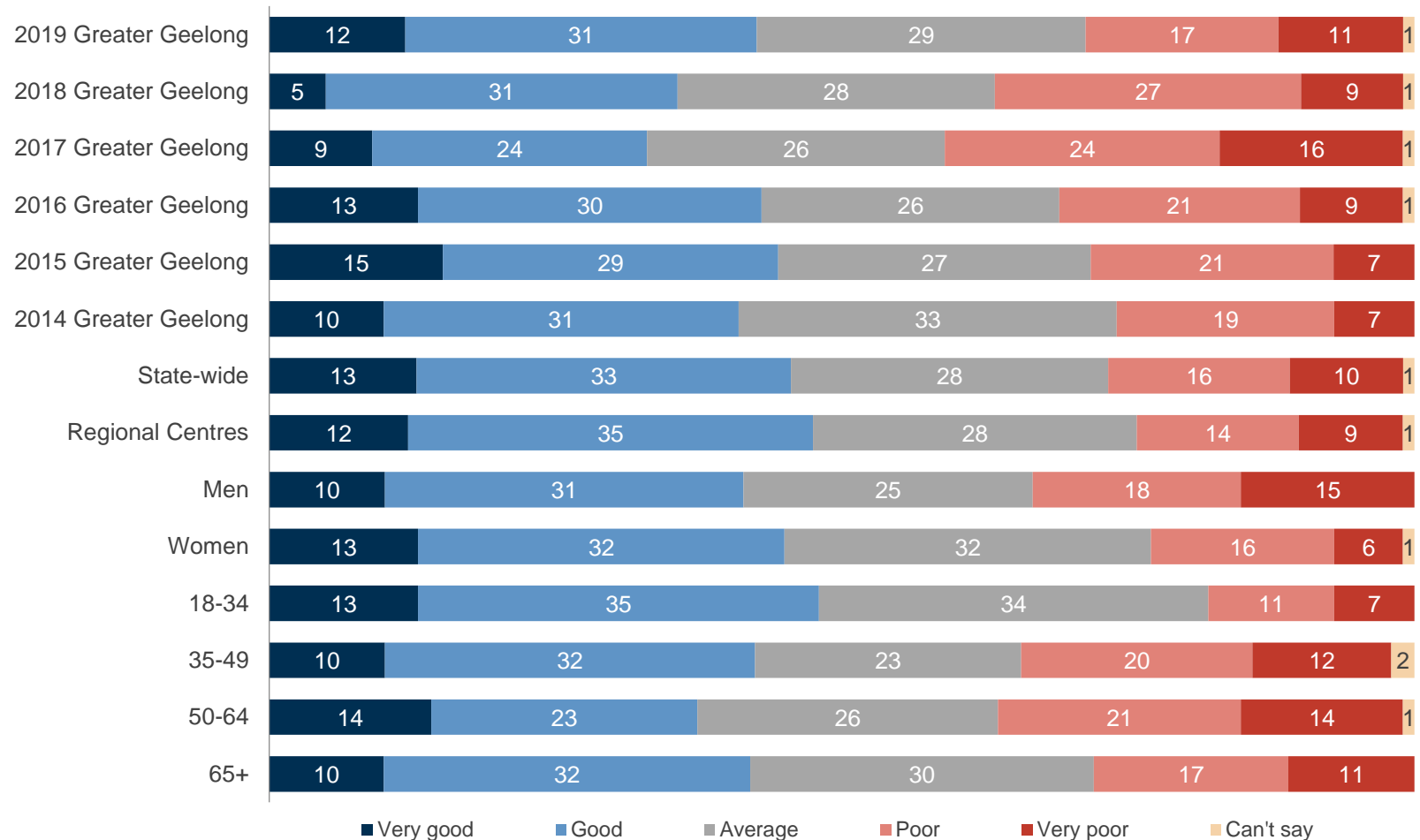
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 8

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

# The condition of sealed local roads in your area performance



2019 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: 63 Councils asked group: 8

The image features large, dark blue, stylized letters 'N' and 'W' on the right side. The interior of these letters is filled with a satellite night view of a city, showing a dense network of streets and bright spots representing city lights. The background is white.

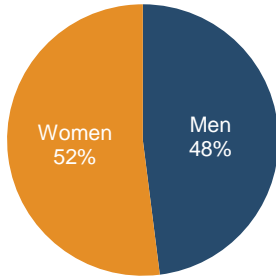
# Detailed demographics



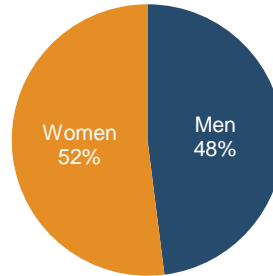
# Gender and age profile

## 2019 gender

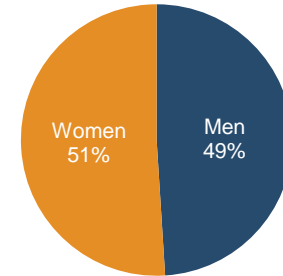
Greater Geelong



Regional Centres

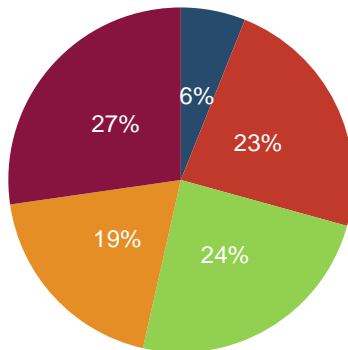


State-wide

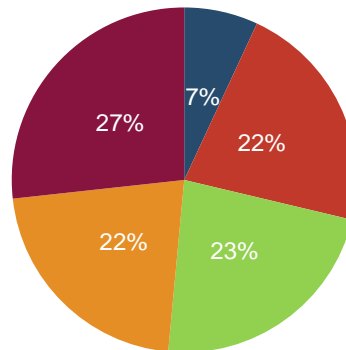


## 2019 age

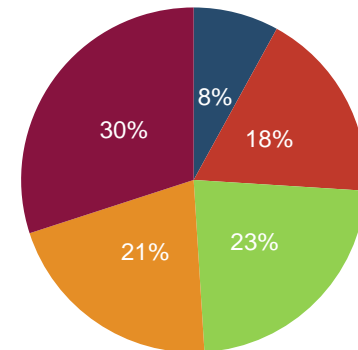
Greater Geelong



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: 63 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<br>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<br>56 |



## Appendix A: Margins of error

The sample size for the 2019 State-wide Local Government Community Satisfaction Survey for Greater Geelong City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% 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 191,500 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 | 400                       | 400           | +/-4.9   |
| Men                          | 198                       | 193           | +/-7.0   |
| Women                        | 202                       | 207           | +/-6.9   |
| 18-34 years                  | 106                       | 118           | +/-9.6   |
| 35-49 years                  | 99                        | 96            | +/-9.9   |
| 50-64 years                  | 80                        | 76            | +/-11.0  |
| 65+ years                    | 115                       | 109           | +/-9.2   |



## 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:

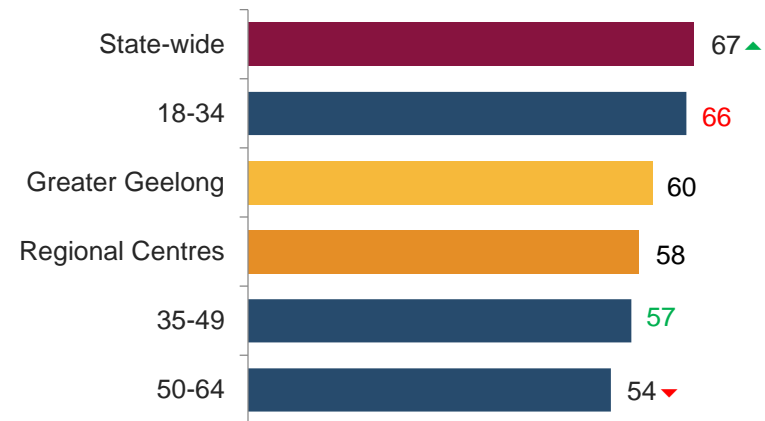
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2018.

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 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

Overall Performance – Index Scores  
(example extract only)





## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



# **Appendix B: Further project information**



## Appendix B: Further information

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

- Survey methodology and sampling
- Analysis and reporting
- Glossary of terms

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

For further queries about the conduct and reporting of the 2019 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:

**[admin@jwsresearch.com](mailto:admin@jwsresearch.com)**



## Appendix B: Survey methodology and sampling

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The 2019 results are compared with previous years, as detailed below:

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

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the 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 40% mobile phone numbers to cater to the diversity of residents within Greater Geelong City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Greater Geelong City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2019.



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 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 2012-2019 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 2019 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: Analysis and reporting

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### 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 2012-2019 have been made throughout this report as appropriate.



## Appendix B: Analysis and reporting

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### Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2019 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 2019 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



## Appendix B: Analysis and reporting

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### Reporting

Every council that participated in the 2019 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

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.

The overall State-wide Local Government Community Satisfaction Report is available at <http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey>.



## Appendix B: Glossary of terms

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

**CSS:** 2019 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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