



2021 Local Government Community Satisfaction Survey

Greater Geelong City Council

Coordinated by the Department of Jobs,
Precincts and Regions on behalf of
Victorian councils



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

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

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

Serving Victoria for 22 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 22 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 63



State-wide 61



Regional Centres 60

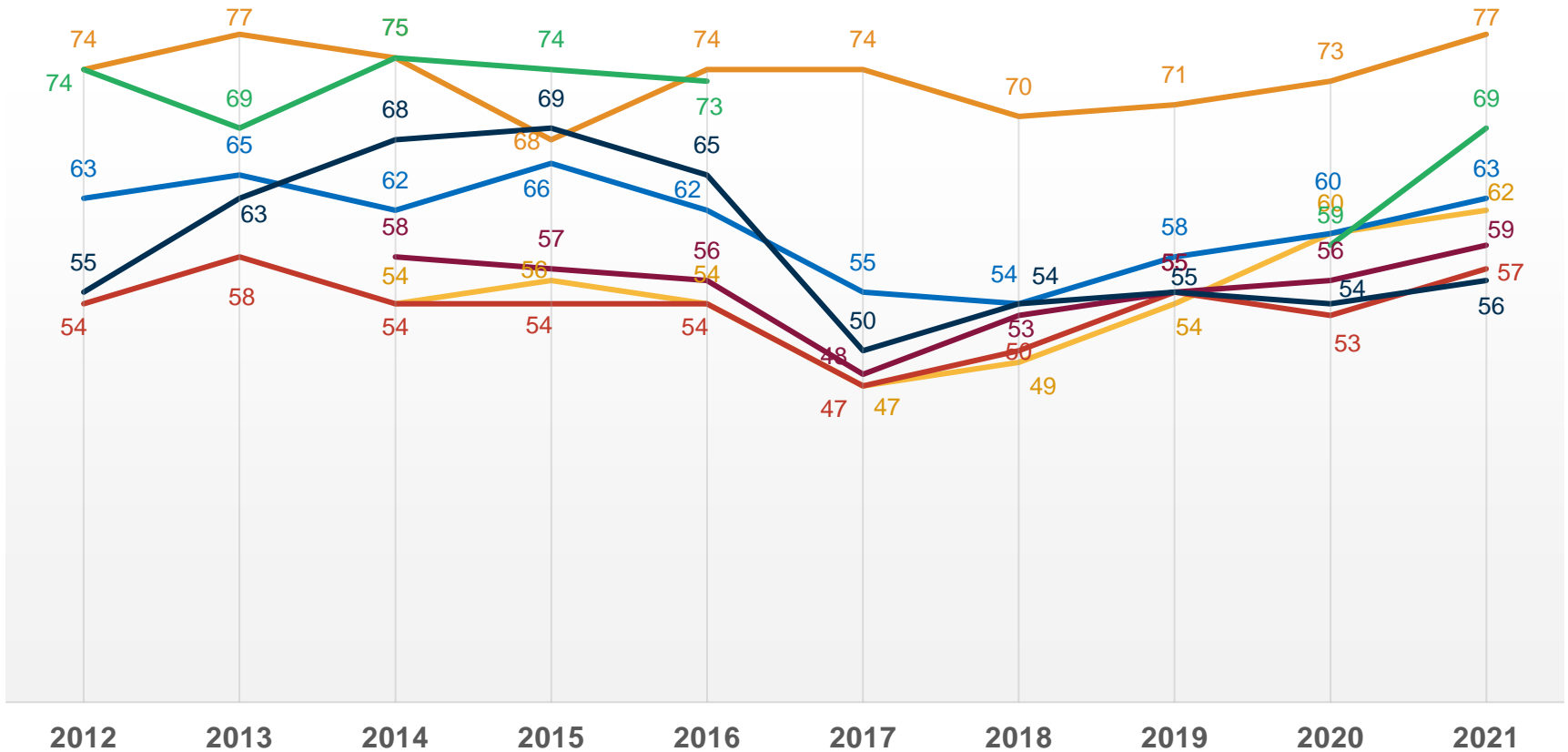
Council performance compared to State-wide and group averages

	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 Sealed local roads Art centres & libraries 	<ul style="list-style-type: none"> Environmental sustainability Elderly support services
Compared to group average	<ul style="list-style-type: none"> Tourism development Community decisions Business & community dev. 	<ul style="list-style-type: none"> Population growth Environmental sustainability Appearance of public areas



Summary of core measures

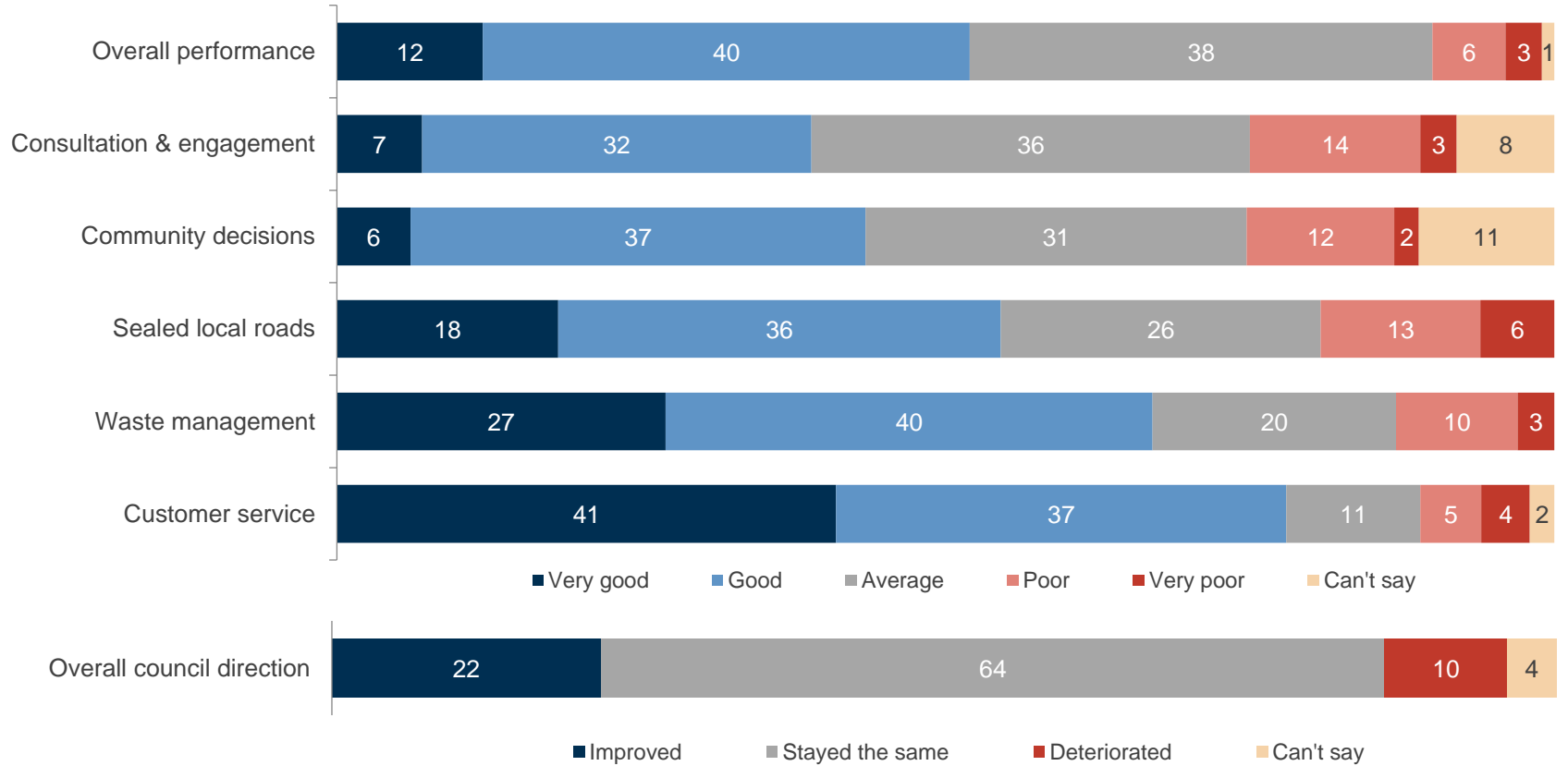
Index scores















Summary of core measures

Core measures summary results (%)















Summary of Greater Geelong City Council performance

Services		Greater Geelong 2021	Greater Geelong 2020	Regional Centres 2021	State-wide 2021	Highest score	Lowest score
	Overall performance	63	60	60	61	Aged 65+ years	Aged 18-34 years, Aged 50-64, Men
	Value for money	60	-	55	54	Aged 35-49 years	Aged 65+ years
	Overall council direction	56	54	54	53	Aged 18-34 years	Aged 65+ years, Aged 35-49 years
	Customer service	77	73	71	70	Women	Men
	Art centres & libraries	77	77	75	73	Aged 35-49 years	Aged 18-34 years
	COVID-19 response	76	-	73	73	Aged 18-34 years	Aged 35-64 years
	Recreational facilities	75	71	74	71	Men	Women
	Appearance of public areas	71	69	75	73	Aged 50-64 years	Aged 18-34 years
	Waste management	69	59	69	69	Aged 50+ years	Aged 18-34 years
	Family support services	66	65	66	66	Aged 50-64 years	Aged 18-34 years












Summary of Greater Geelong City Council performance

Services		Greater Geelong 2021	Greater Geelong 2020	Regional Centres 2021	State-wide 2021	Highest score	Lowest score
	Tourism development	66	70	60	62	Aged 50-64 years	Aged 18-34 years
	Elderly support services	65	64	65	69	Aged 65+ years	Aged 35-49 years
	Enforcement of local laws	65	62	67	64	Aged 18-34 years	Aged 65+ years
	Community & cultural	65	68	65	65	Aged 65+ years	Aged 18-34 years
	Business & community dev.	64	64	61	60	Aged 18-34 years	Aged 35-49 years
	Disadvantaged support serv.	62	59	63	63	Aged 50-64 years	Aged 35-49 years
	Sealed local roads	62	60	60	57	Aged 50-64 years	Aged 35-49 years
	Traffic management	61	58	60	59	Women	Aged 50-64 years
	Local streets & footpaths	60	61	62	59	Aged 50-64 years	Aged 65+ years
	Informing the community	60	57	59	60	Aged 18-34 years	Aged 50-64 years



Summary of Greater Geelong City Council performance

Services		Greater Geelong 2021	Greater Geelong 2020	Regional Centres 2021	State-wide 2021	Highest score	Lowest score
	Community decisions	59	56	54	56	Aged 18-49 years	Aged 65+ years
	Parking facilities	58	51	55	58	Aged 35-64 years	Aged 65+ years
	Environmental sustainability	58	54	62	62	Aged 65+ years	Aged 18-34 years
	Consultation & engagement	57	53	54	56	Women, Aged 18-34 years	Men
	Lobbying	57	54	56	55	Aged 18-34 years	Aged 35-64 years
	Building & planning permits	55	53	58	51	Aged 18-34 years	Aged 65+ years
	Unsealed roads	54	55	53	45	Aged 18-34 years	Aged 65+ years, Aged 35-49 years
	Population growth	54	51	59	53	Aged 18-34 years	Aged 65+ years
	Town planning policy	54	53	55	55	Women, Aged 18-49 year, Aged 65+ years	Aged 35-49 years, Aged 65+ years



Focus areas for the next 12 months

Overview

Perceptions of Greater Geelong City Council's overall performance have been steadily increasing since 2018 and are now just three index points below the 2015 peak. This is reflected in improvements in perceptions of many of the individual service areas evaluated. Council's response to the COVID-19 crisis is well regarded, and among the highest rated service areas. Ratings on the COVID-19 response are also significantly higher than the Regional Centres group average. These are positive results for Council.

Key influence on perceptions of overall performance

Council should focus on maintaining performance on decisions made in the interest of the community, as this is the service area that has the strongest influence on overall performance. Planning for population growth is another key driver of perceptions of overall performance and is rated as more important than most other service areas. Given this is one of the few areas in which Council rates significantly lower than the Regional Centres group average, it is an area that could benefit from additional focus.

Comparison to state and area grouping

Importantly, Council performs as well or significantly higher than the Regional Centres group average on 21 out of 25 service areas. Council performs as well or significantly higher than the State-wide averages for councils on 23 out of 25 service areas.

Maintain gains achieved to date

Perceptions of Council's customer service, performance on community decisions and sealed local roads, improved this year, continuing upward trends to reach the highest or equal highest levels to date. Multiple other service areas are also continuing to trend upwards towards historical peaks. This is a positive result that Council should endeavour to maintain or improve on.

DETAILED FINDINGS



Overall performance



Overall performance

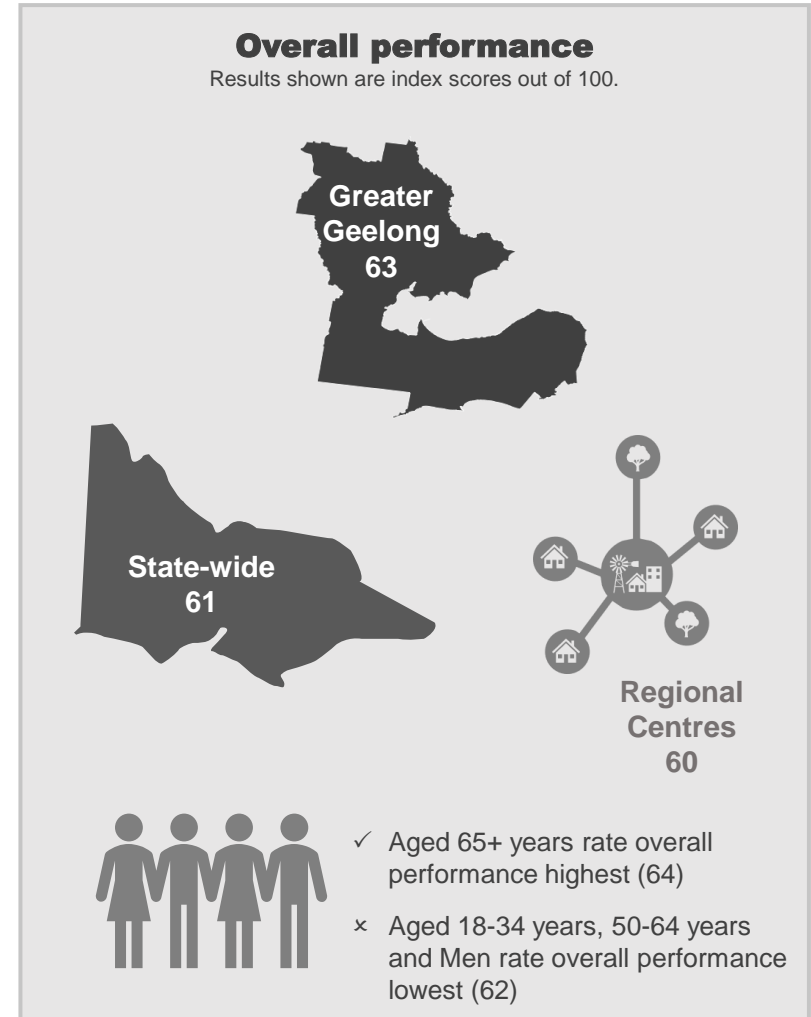
The overall performance index score of 63 for Greater Geelong City Council represents a three-point improvement on the 2020 result, continuing a multi-year upward trend from 2018.

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 rated in line with the State-wide average for councils (index scores of 60 and 61 respectively).

- Perceptions of overall performance improved across each demographic cohort in the past year.

Close to half of the City of Greater Geelong residents (49%) rate the value for money they receive from Council for services and infrastructure provided to their community as 'very good' or 'good'. This is almost three times the proportion who rate Council as 'very poor' or 'poor' (17%). A further 31% rate Council as 'average' in terms of providing value for money.

- Perceptions of value for money in services and infrastructure (index score of 60) are significantly higher than the Regional Centres group and State-wide averages (index scores of 55 and 54 respectively).





Overall performance

2021 overall performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
65+	64	62	56	52	55	58	62	58	63	64
Women	63	60	57	55	55	62	71	61	68	64
35-49	63	60	58	58	54	62	70	61	66	62
Greater Geelong	63	60	58	54	55	62	66	62	65	63
Men	62	59	58	52	54	61	62	63	63	62
50-64	62	56	54	45	50	60	62	58	62	58
18-34	62	59	62	58	58	67	71	69	70	67
State-wide	61	58	60	59	59	59	60	61	60	60
Regional Centres	60▼	56	58	58	57	55	58	n/a	n/a	n/a

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?

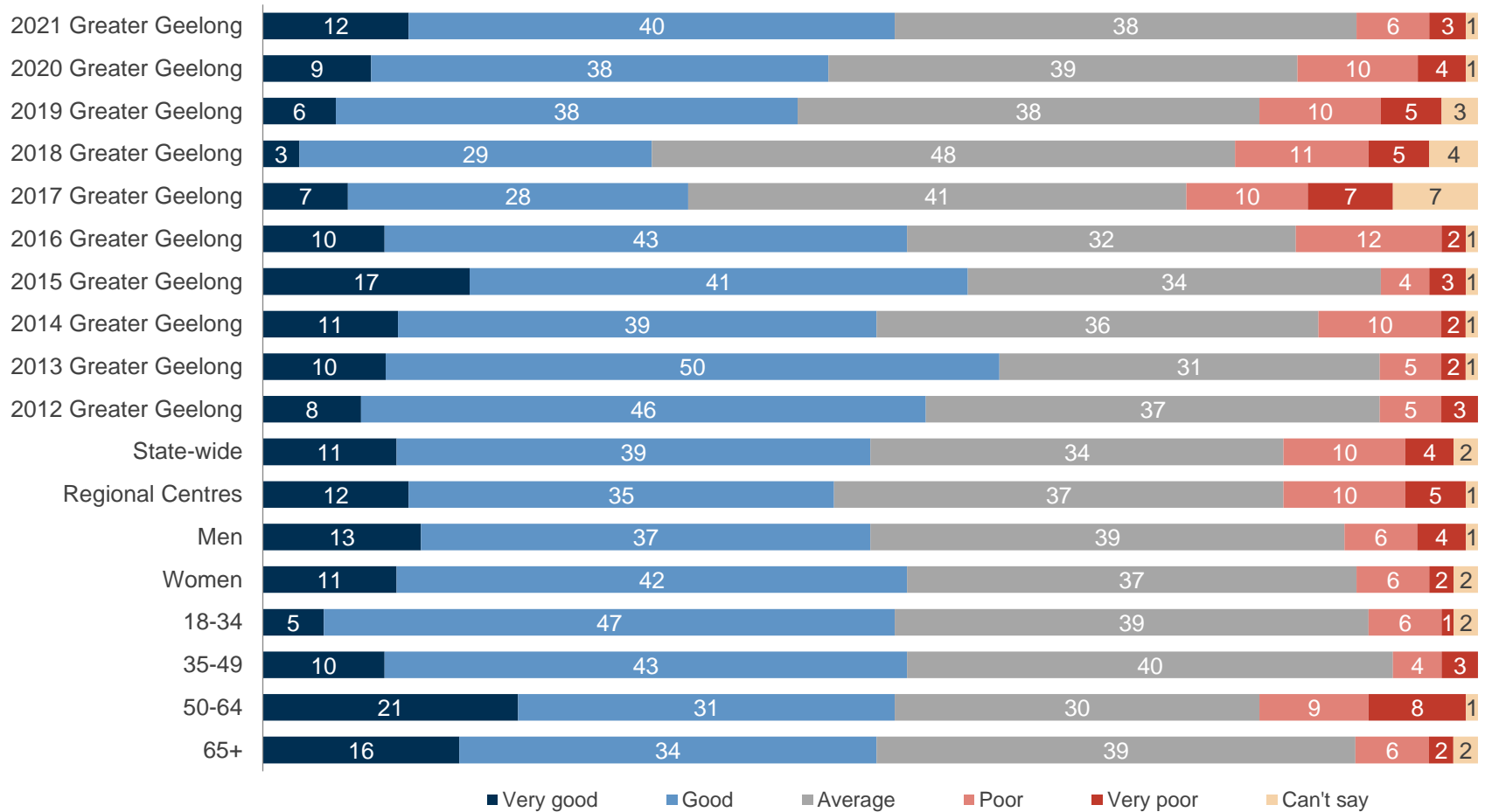
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



Overall performance

2021 overall performance (%)

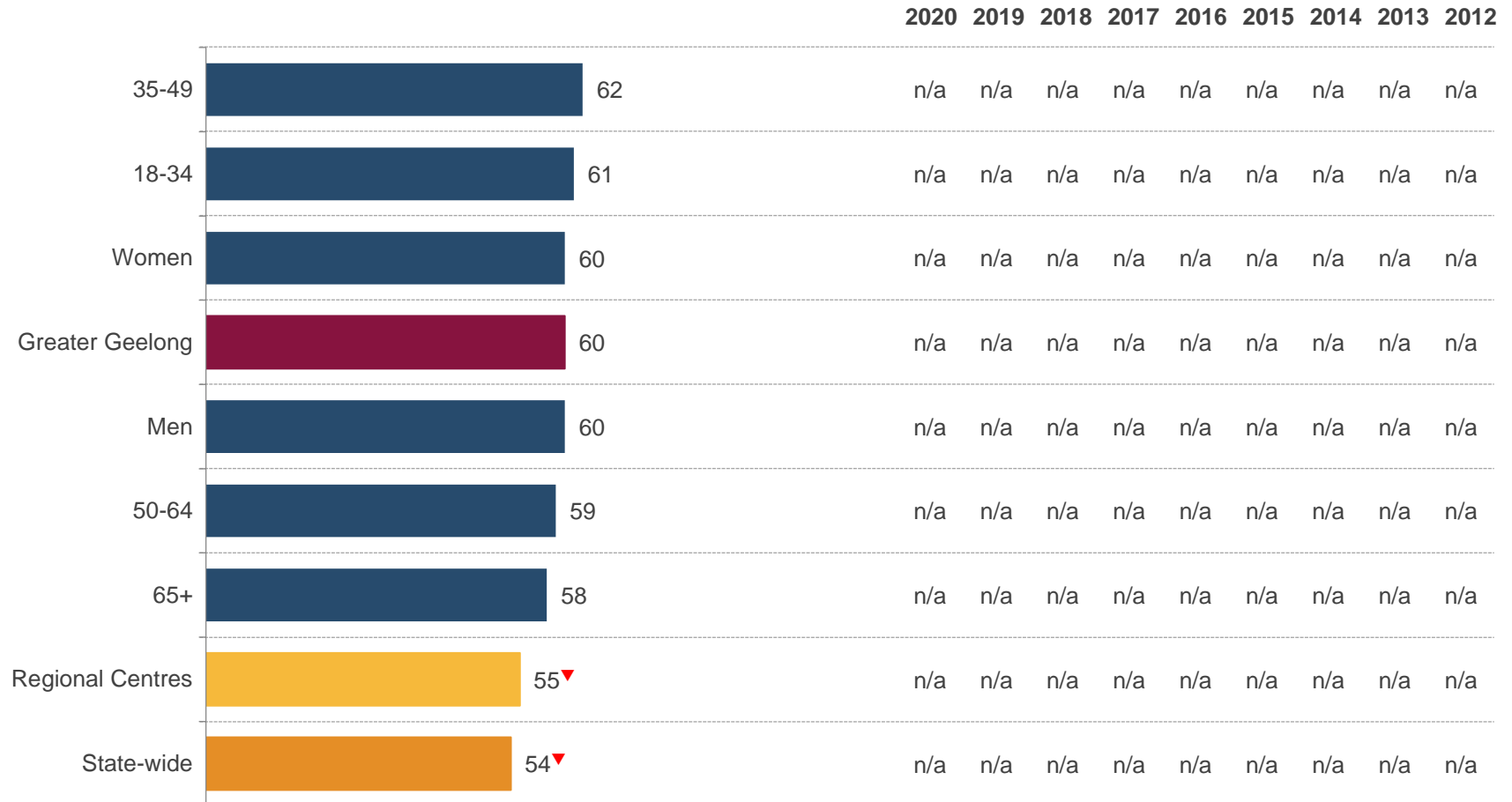


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Greater Geelong City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8



Value for money in services and infrastructure

2021 value for money (index scores)



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

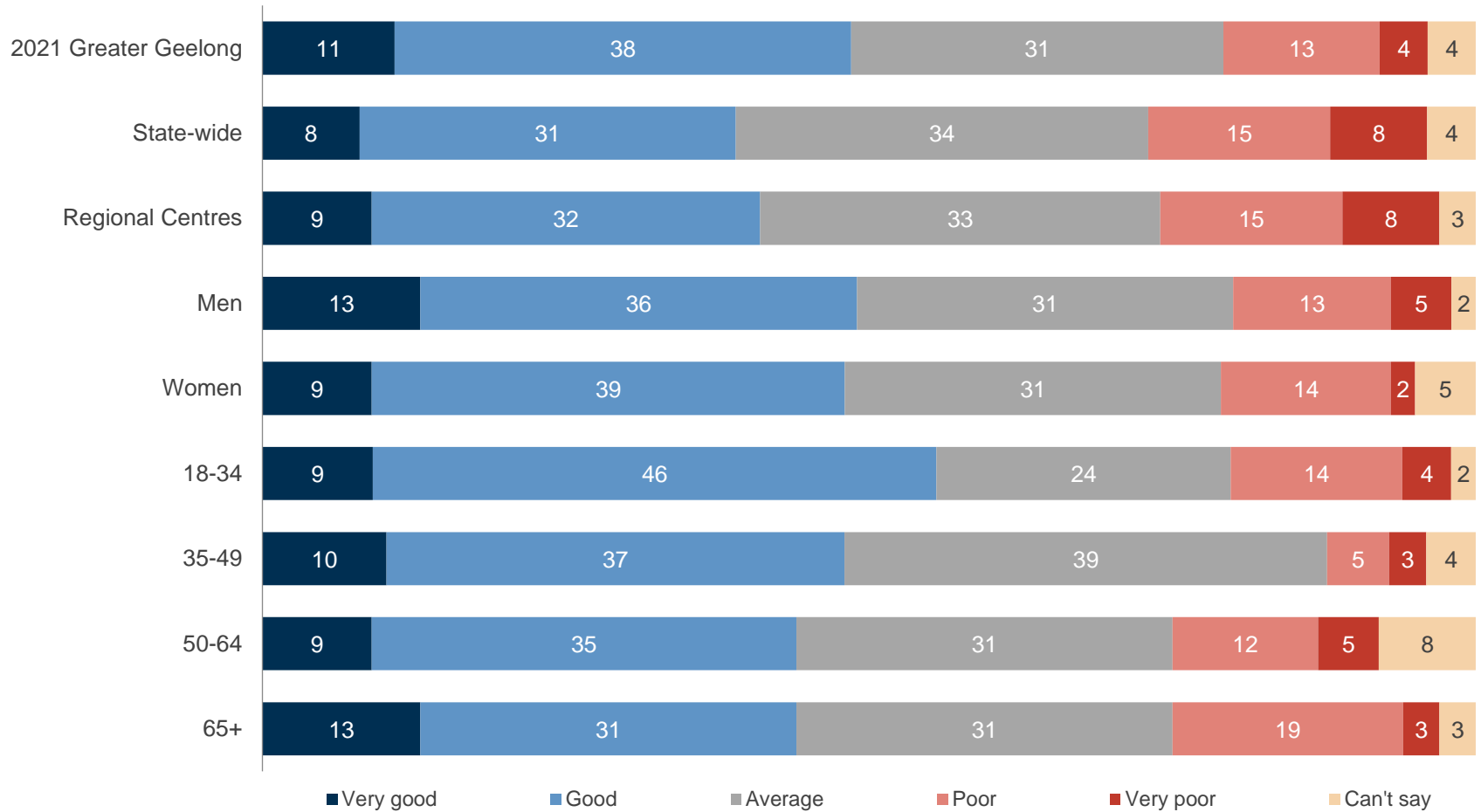
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



Value for money in services and infrastructure

2021 value for money (%)



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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8



Top performing service areas

Art centres and libraries (index score of 77) is the area where Council performed best in 2021, unchanged from 2020.

- Council performs in line with the Regional Centres group average.
- Among residents aged 18 to 34 years (index score of 72), ratings are significantly lower than the Council average while among those aged 35 to 49 years (81), ratings are significantly higher.

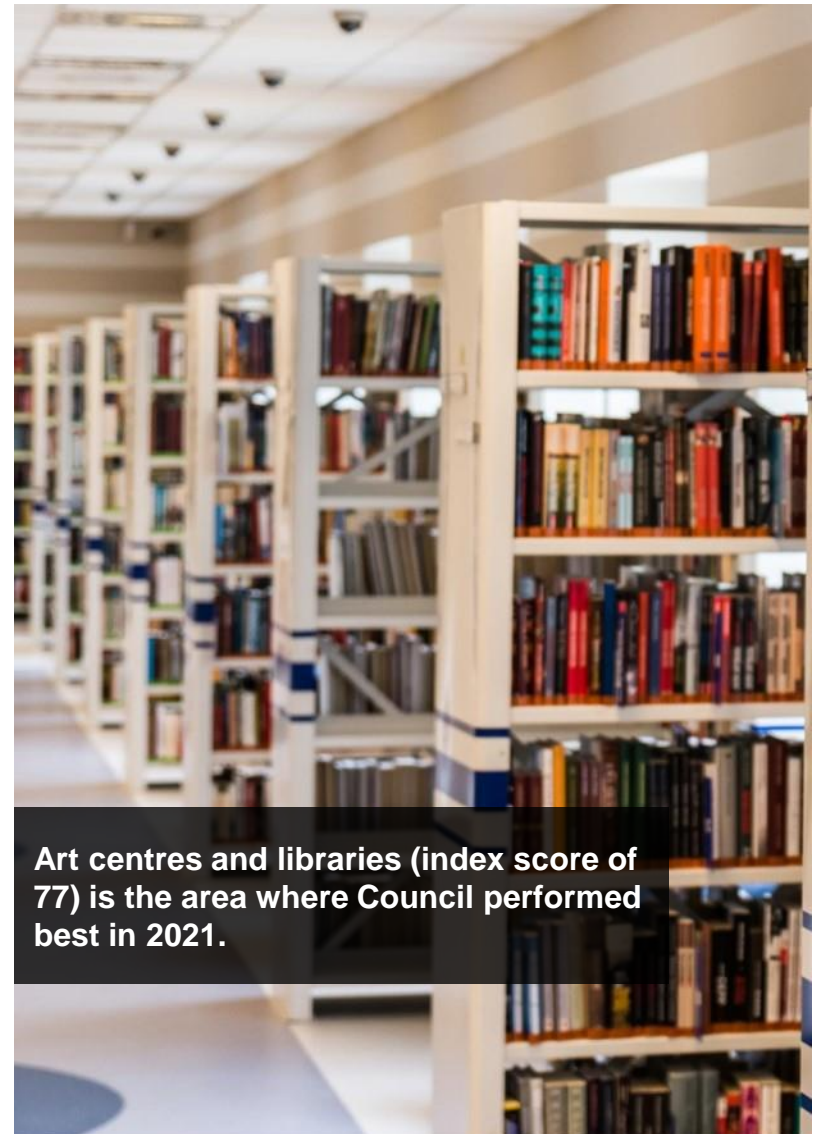
COVID-19 response is Council's next highest rated service area (index score of 76), with similar ratings across all demographic cohorts.

- Council performs significantly higher than the Regional Centres group and State-wide averages .

Council's third highest rated area is recreational facilities (index score of 75), up by a significant four index points on 2020.

- The increase is mainly driven by men, for whom ratings increased by a significant five points.
- Council performs in line with the Regional Centres group average on recreational facilities.

Council's most improved measures in 2021 are waste management (index score of 69, up 10 points) and parking facilities (58, up seven points).



Art centres and libraries (index score of 77) is the area where Council performed best in 2021.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of town planning policy, planning for population growth and maintenance of unsealed roads (each with an index score of 54).

- Council rates in line with the Regional Centres group average for town planning policy and unsealed roads but significantly lower on population growth.
- Among residents aged 18 to 34 years, ratings of Council’s performance on planning for population growth is significantly higher than average. This indicates Council should consider the concerns of those aged 35 years and over in order to improve perceptions of performance in this service area.

Difference across the demographic cohorts for town planning policy and maintenance of unsealed roads are not statistically significantly different to the Council average.

Ratings of Council’s performance declined significantly in two service areas: tourism development (down four points) and community and cultural activities (down three points). These declines are likely related to COVID-19 and are not instrumental in driving perceptions of Council’s overall performance.



Individual service area performance

2021 individual service area performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Art centres & libraries	77	77	n/a	n/a	n/a	84	77	75	75	75
COVID-19 response	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	75	71	n/a	n/a	n/a	72	70	73	73	72
Appearance of public areas	71	69	n/a	n/a	n/a	73	70	68	69	70
Waste management	69	59	n/a	n/a	n/a	73	74	75	69	74
Family support services	66	65	n/a	n/a	n/a	66	63	67	68	65
Tourism development	66	70	n/a	n/a	62	n/a	n/a	n/a	n/a	n/a
Elderly support services	65	64	n/a	n/a	n/a	66	63	69	67	66
Enforcement of local laws	65	62	n/a	n/a	n/a	62	64	64	70	68
Community & cultural	65	68	n/a	n/a	n/a	72	70	68	70	69
Business & community dev.	64	64	n/a	n/a	54	n/a	n/a	n/a	n/a	n/a
Disadvantaged support serv.	62	59	n/a	n/a	n/a	58	60	64	62	62
Sealed local roads	62	60	54	49	47	54	56	54	n/a	n/a
Traffic management	61	58	n/a	n/a	n/a	59	61	58	59	59
Local streets & footpaths	60	61	n/a	n/a	50	55	58	59	59	58
Informing the community	60	57	n/a	n/a	54	61	60	61	61	60
Community decisions	59	56	55	53	48	56	57	58	n/a	n/a
Parking facilities	58	51	n/a	n/a	42	50	54	47	47	49
Environmental sustainability	58	54	n/a	n/a	n/a	61	63	62	n/a	n/a
Consultation & engagement	57	53	55	50	47	54	54	54	58	54
Lobbying	57	54	54	51	45	58	60	58	57	57
Planning & building permits	55	53	n/a	n/a	n/a	54	56	51	58	55
Unsealed roads	54	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Population growth	54	51	n/a	n/a	55	n/a	n/a	n/a	n/a	n/a
Town planning policy	54	53	n/a	n/a	n/a	52	55	53	55	52

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

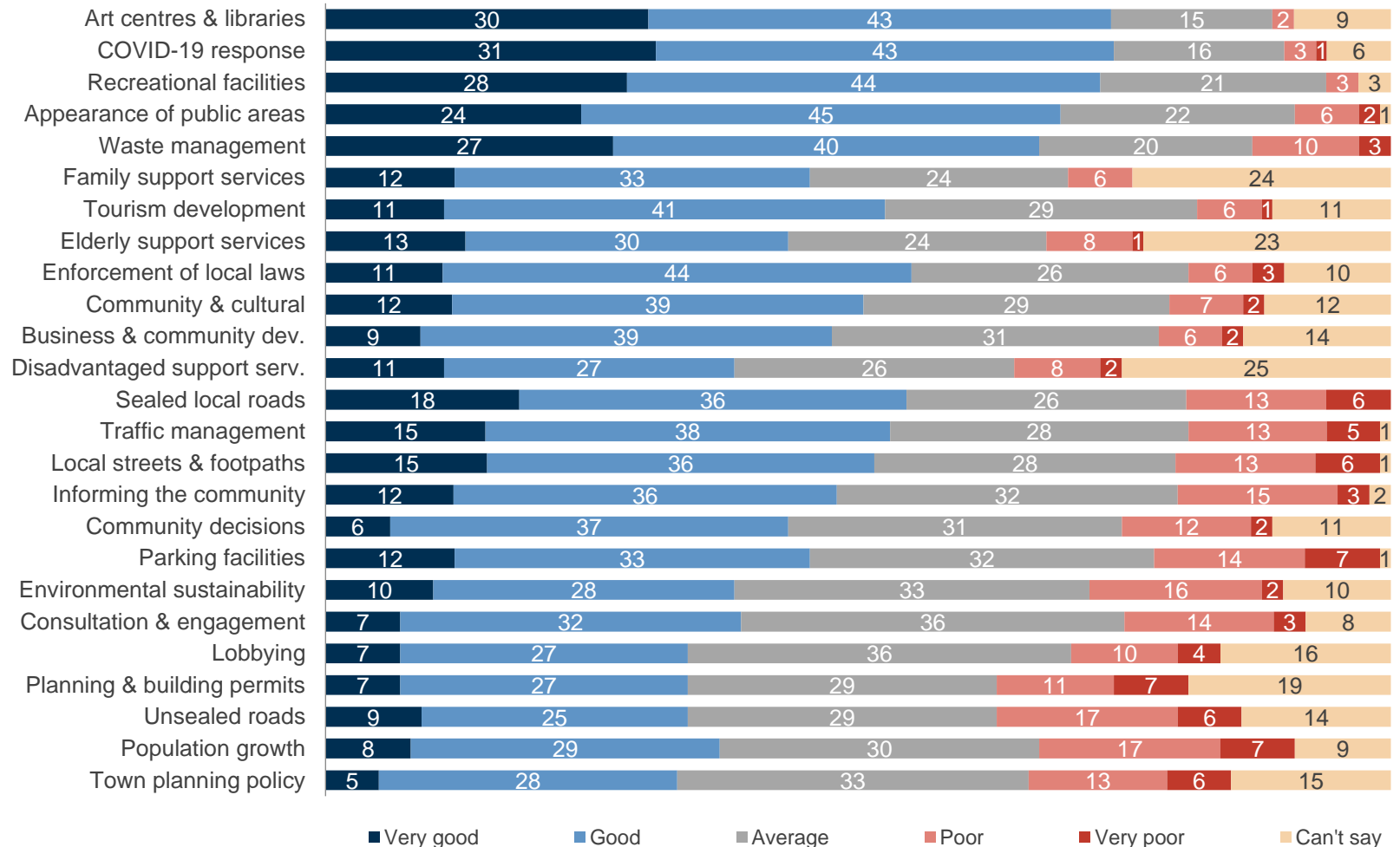
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



Individual service area performance

2021 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8



Individual service area importance

2021 individual service area importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Waste management	84	85	n/a	n/a	n/a	n/a	83	n/a	83	80
Elderly support services	81	81	n/a	n/a	n/a	n/a	79	n/a	81	82
Population growth	80	81	n/a	n/a	76	n/a	n/a	n/a	n/a	n/a
Community decisions	80	80	n/a	n/a	n/a	n/a	78	82	n/a	n/a
Environmental sustainability	78	79	n/a	n/a	n/a	n/a	72	73	n/a	n/a
Disadvantaged support serv.	78	76	n/a	n/a	n/a	n/a	72	n/a	78	74
Family support services	78	76	n/a	n/a	n/a	n/a	73	n/a	78	75
Sealed local roads	77	79	n/a	n/a	n/a	n/a	77	78	n/a	n/a
Local streets & footpaths	77	78	n/a	n/a	n/a	n/a	77	n/a	78	76
Town planning policy	76	74	n/a	n/a	n/a	n/a	71	n/a	72	72
Informing the community	76	74	n/a	n/a	n/a	n/a	78	n/a	78	73
Unsealed roads	75	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
COVID-19 response	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Traffic management	74	75	n/a	n/a	n/a	n/a	72	n/a	75	74
Consultation & engagement	74	74	n/a	n/a	n/a	n/a	74	n/a	75	70
Planning & building permits	74	71	n/a	n/a	n/a	n/a	70	n/a	71	70
Appearance of public areas	73	75	n/a	n/a	n/a	n/a	75	n/a	76	73
Recreational facilities	73	72	n/a	n/a	n/a	n/a	71	n/a	73	71
Art centres & libraries	72	67	n/a	n/a	n/a	n/a	68	n/a	64	67
Enforcement of local laws	72	73	n/a	n/a	n/a	n/a	72	n/a	75	72
Parking facilities	71	74	n/a	n/a	n/a	n/a	75	n/a	77	74
Business & community dev.	70	68	n/a	n/a	75	n/a	n/a	n/a	n/a	n/a
Lobbying	68	68	n/a	n/a	n/a	n/a	65	n/a	68	68
Community & cultural	65	66	n/a	n/a	n/a	n/a	60	n/a	63	61
Tourism development	63	65	n/a	n/a	69	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?

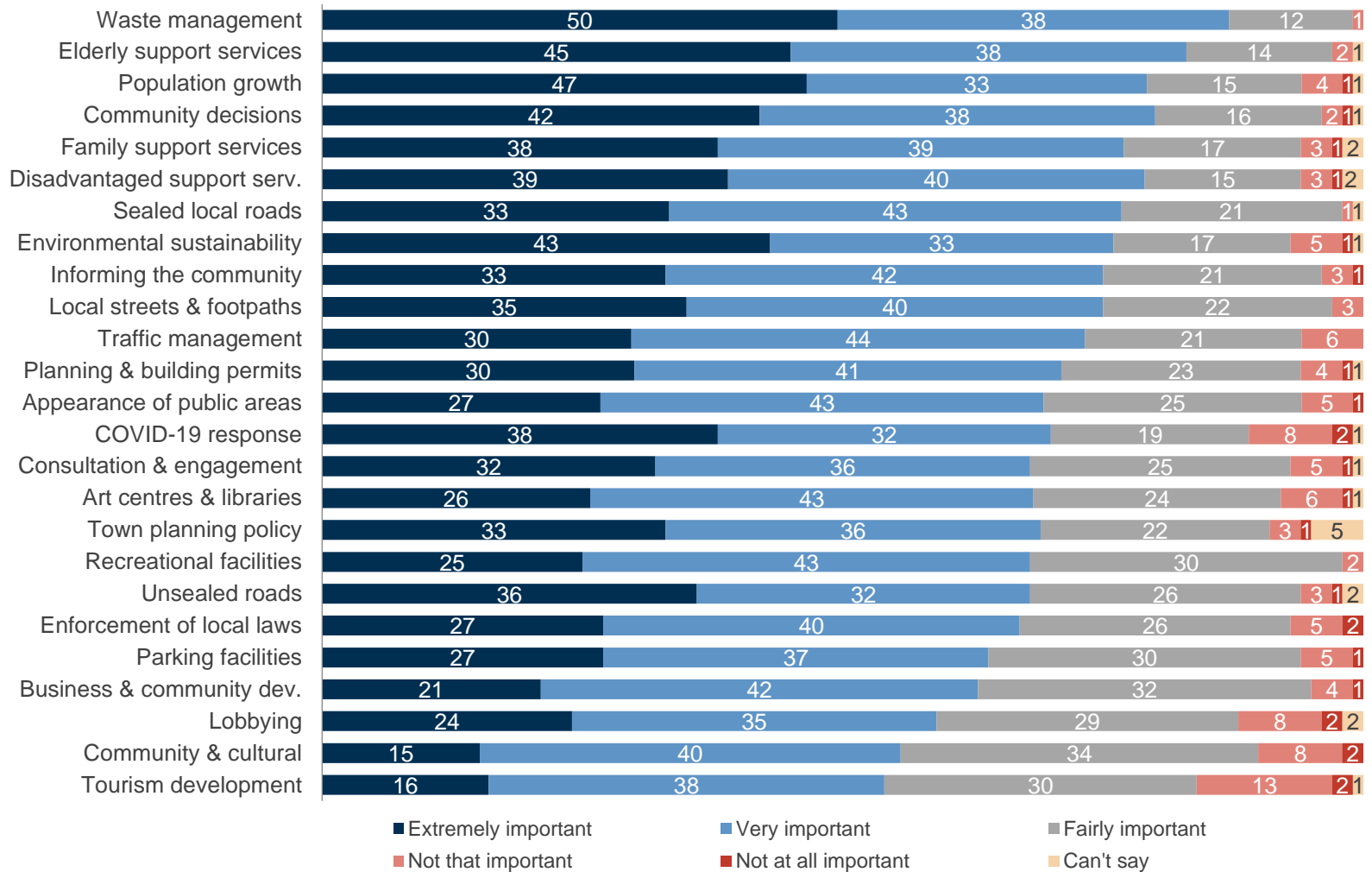
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 5

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



Individual service area importance

2021 individual service area importance (%)

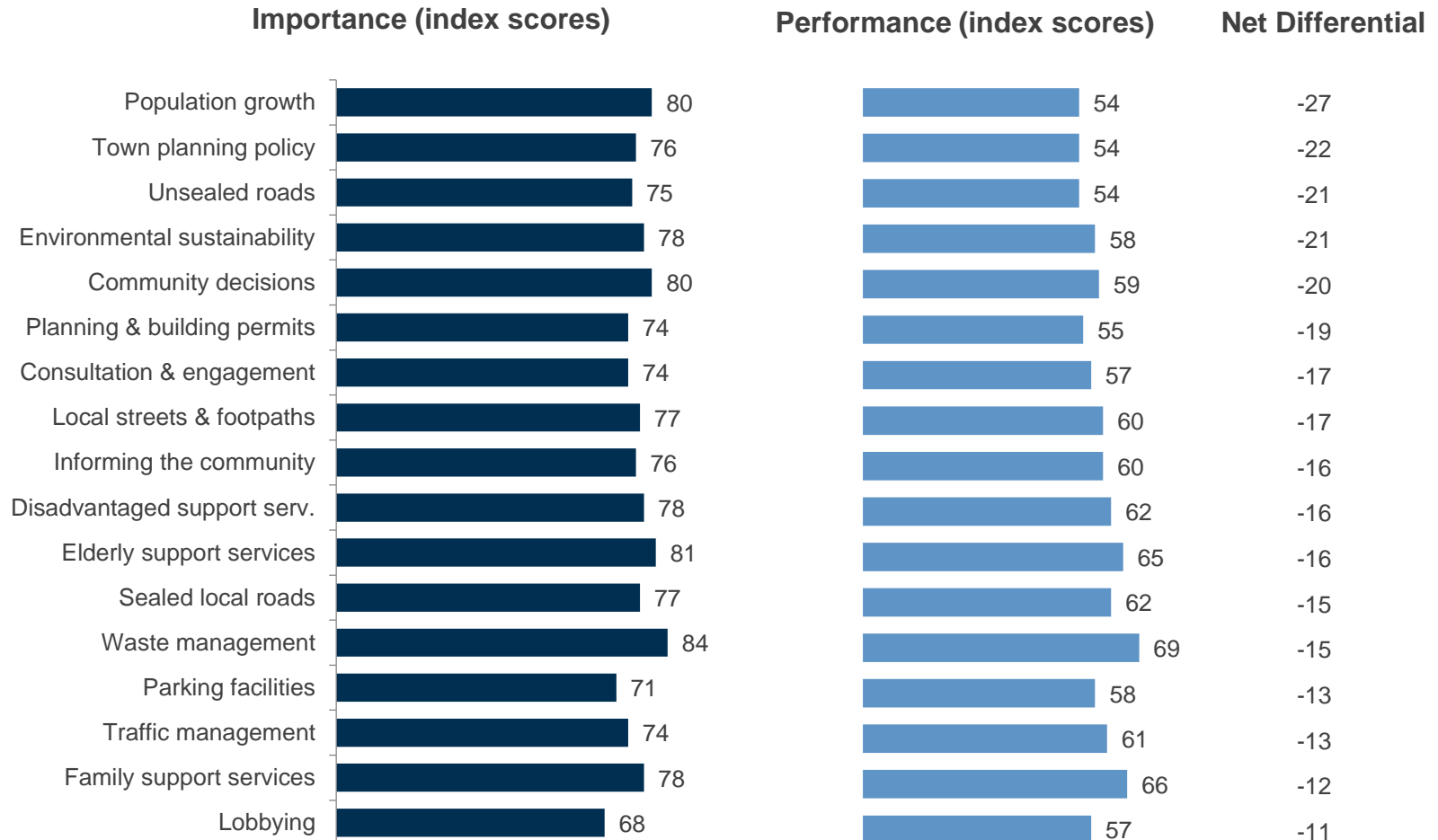


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 5



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, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

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

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

- Planning for population growth
- Disadvantaged support services
- Informing the community
- Traffic management
- Arts centres and libraries
- Council's COVID-19 response
- The condition of local streets.

Looking at these key service areas only, arts centres and libraries and Council's COVID-19 response have a high performance index (77 and 76 respectively) and a moderate influence on the overall performance rating.

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

Planning for population growth has a strong influence on overall perceptions but Council performs less well here (performance index of 54).

Other service areas that have a more moderate influence on overall performance and are less well rated include informing the community, the condition of local streets, traffic management and disadvantaged support services (performance index of 60, 60, 61 and 62 respectively).

It will be important to address resident concerns about population growth and its impact on areas such as traffic management.

Keeping the community well informed and attending to the condition of local streets and delivery of disadvantaged support services can also help to shore up positive opinion of Council.



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.

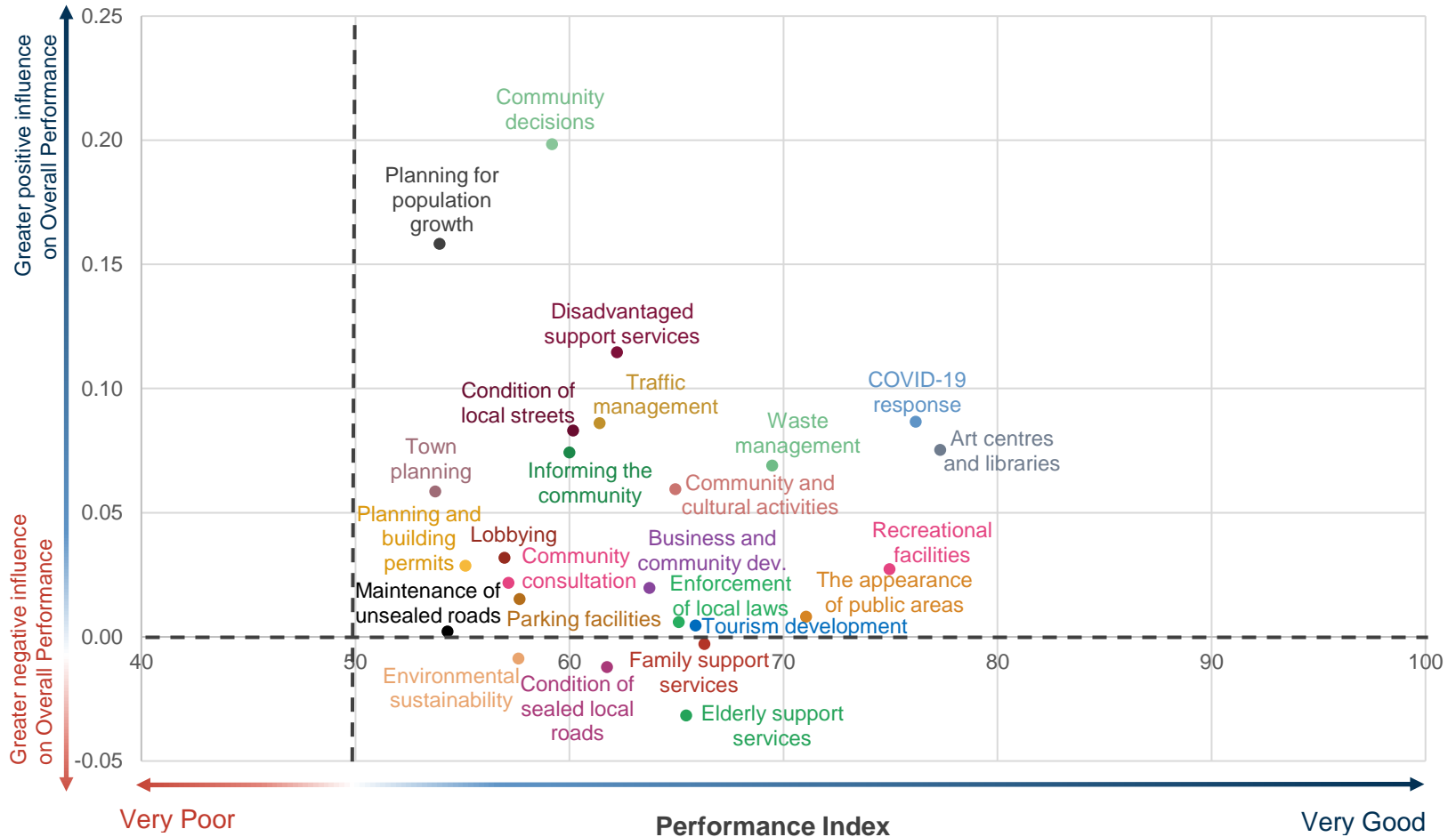
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

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



Influence on overall performance: all service areas

2021 regression analysis (all service areas)

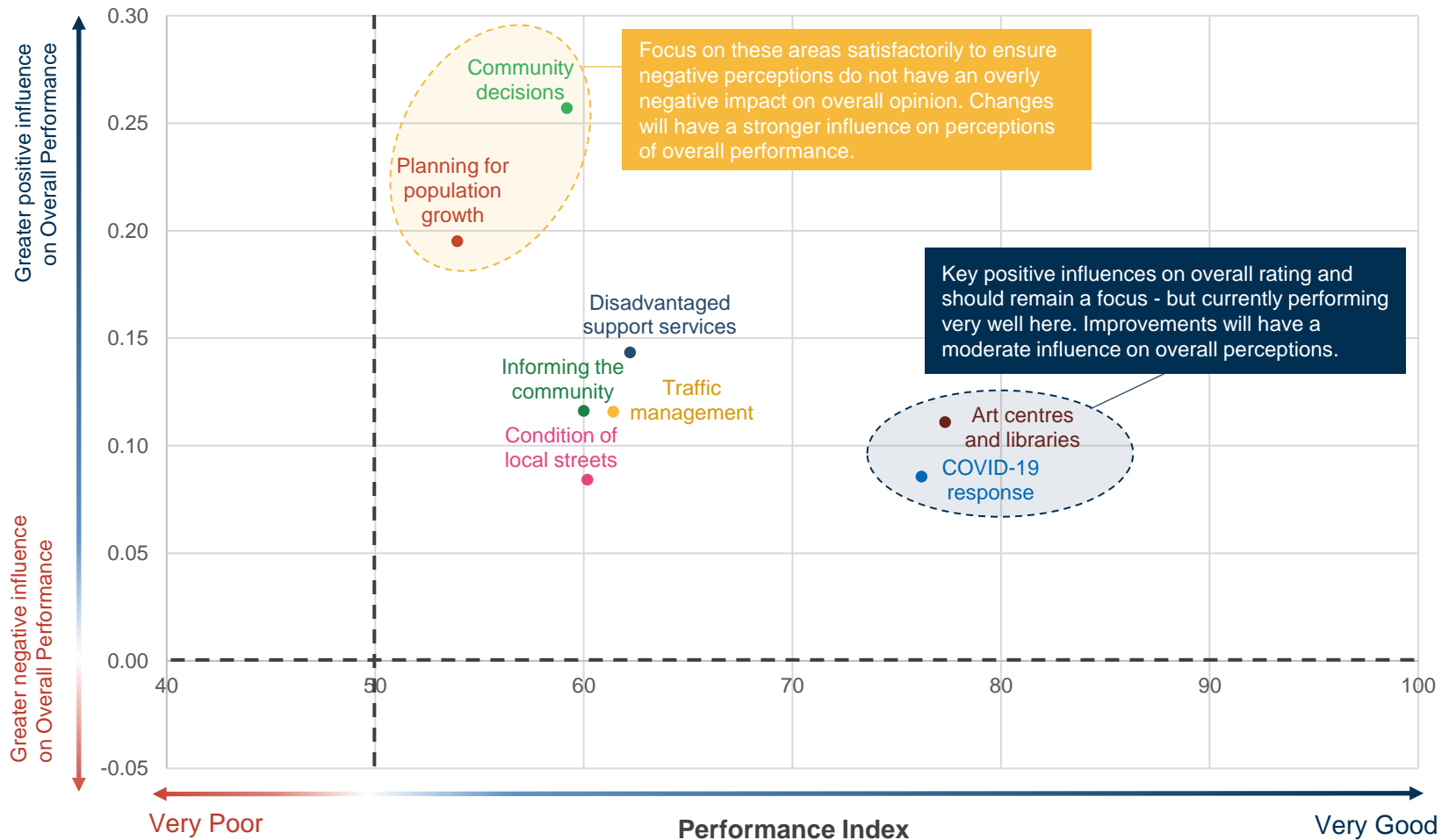


The multiple regression analysis model above (all service areas) has an R^2 value of 0.541 and adjusted R^2 value of 0.510, which means that 54% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 17.63$. 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

2021 regression analysis (key service areas)

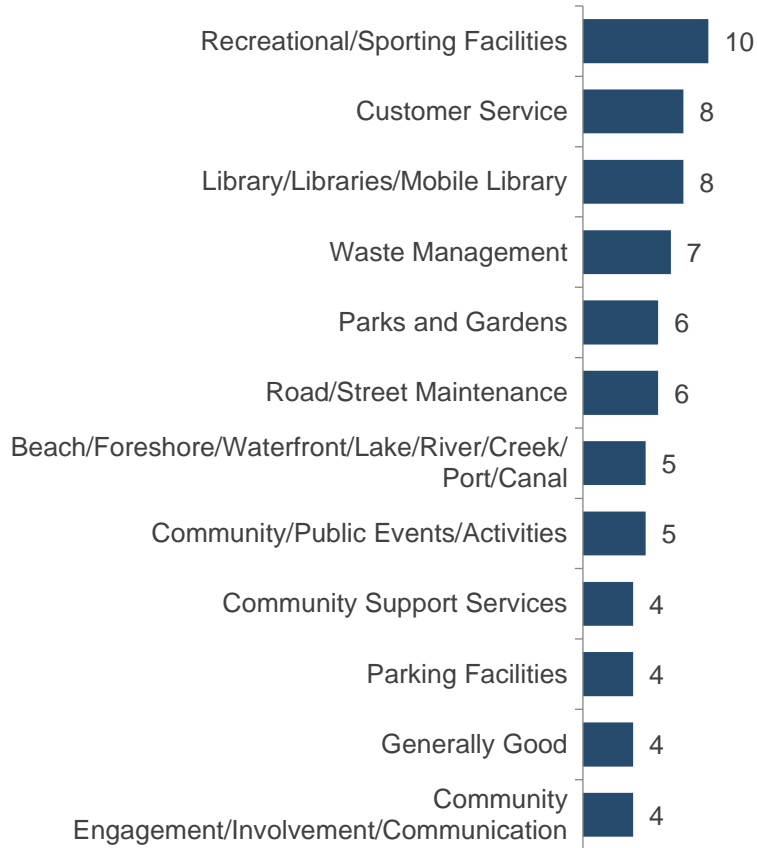


The multiple regression analysis model above (reduced set of service areas) has an R² value of 0.527 and adjusted R² value of 0.518, which means that 53% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 54.51.



Best things about Council and areas for improvement

2021 best things about Council (%)
- Top mentions only -



2021 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: 28 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: 45 Councils asked group: 8

A verbatim listing of responses to these questions can be found in the accompanying dashboard.



Customer service



Contact with council and customer service

Contact with council

Just under three in five Council residents (59%) have had contact with Council in the last 12 months. Rate of contact is unchanged from last year.

Telephone (36%), email (23%) and website (17%) are the main methods for contacting Council. The rate of contacting Council in person declined significantly from 21% to 11% (likely due to COVID-19 restrictions), noting that the level of contact in person has fluctuated and it was at a similar level back in 2017.



Among those who have had contact with Council, 78% provide a positive customer service rating of 'very good' or 'good', including 41% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 77 is up four index points on 2020. This is Council's highest rating for customer service since 2013. Customer service is rated significantly higher than the Regional Centres group average and the State-wide average for councils (index scores of 71 and 70 respectively).

More than three quarters of residents (78%) provide a positive customer service rating of 'very good' or 'good'.

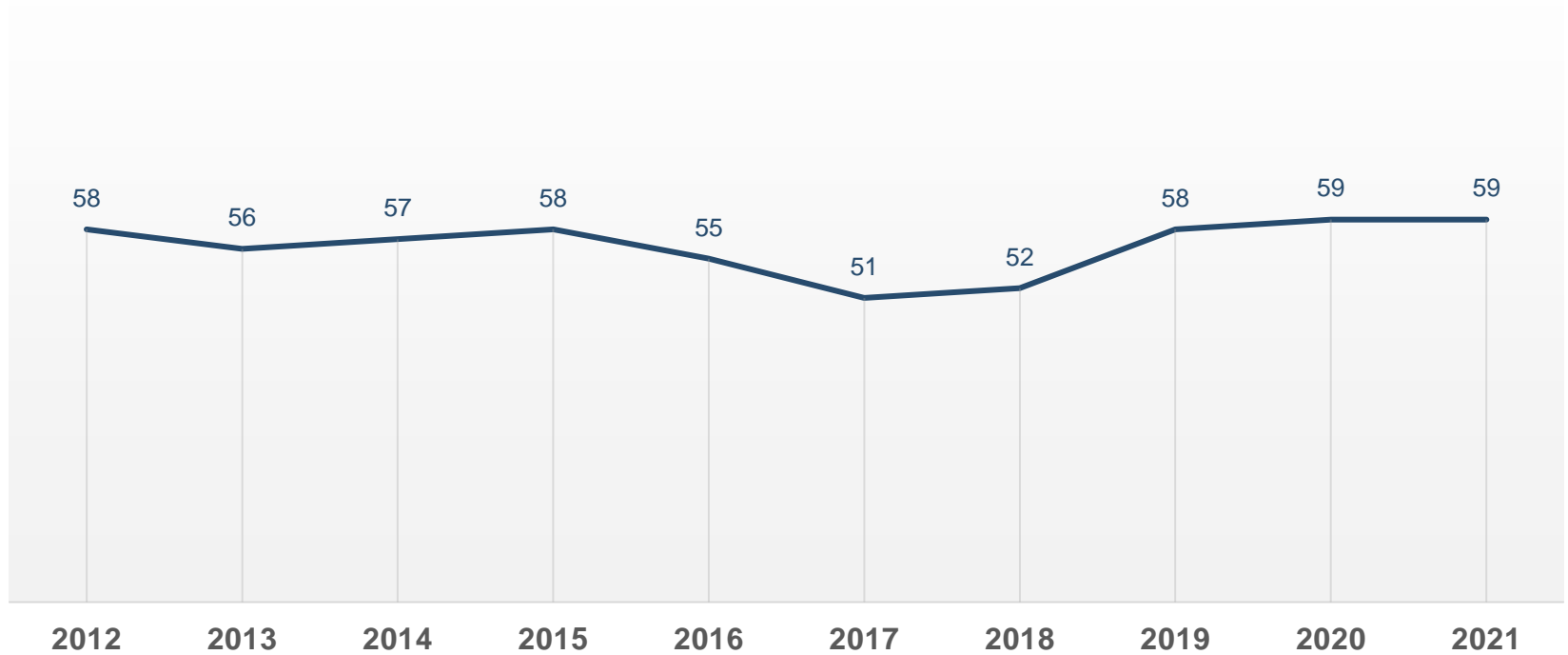
- Customer service ratings across demographic cohorts are not statistically significantly different from the Council average.

Customer service ratings are highest among residents who communicated with Council in-person (index score of 84), via the website (index score of 83) and by text message (index score of 83). (Note the low incidence, and low base sizes, for contact in person and via text message.)



Contact with council

2021 contact with council (%)
Have had contact

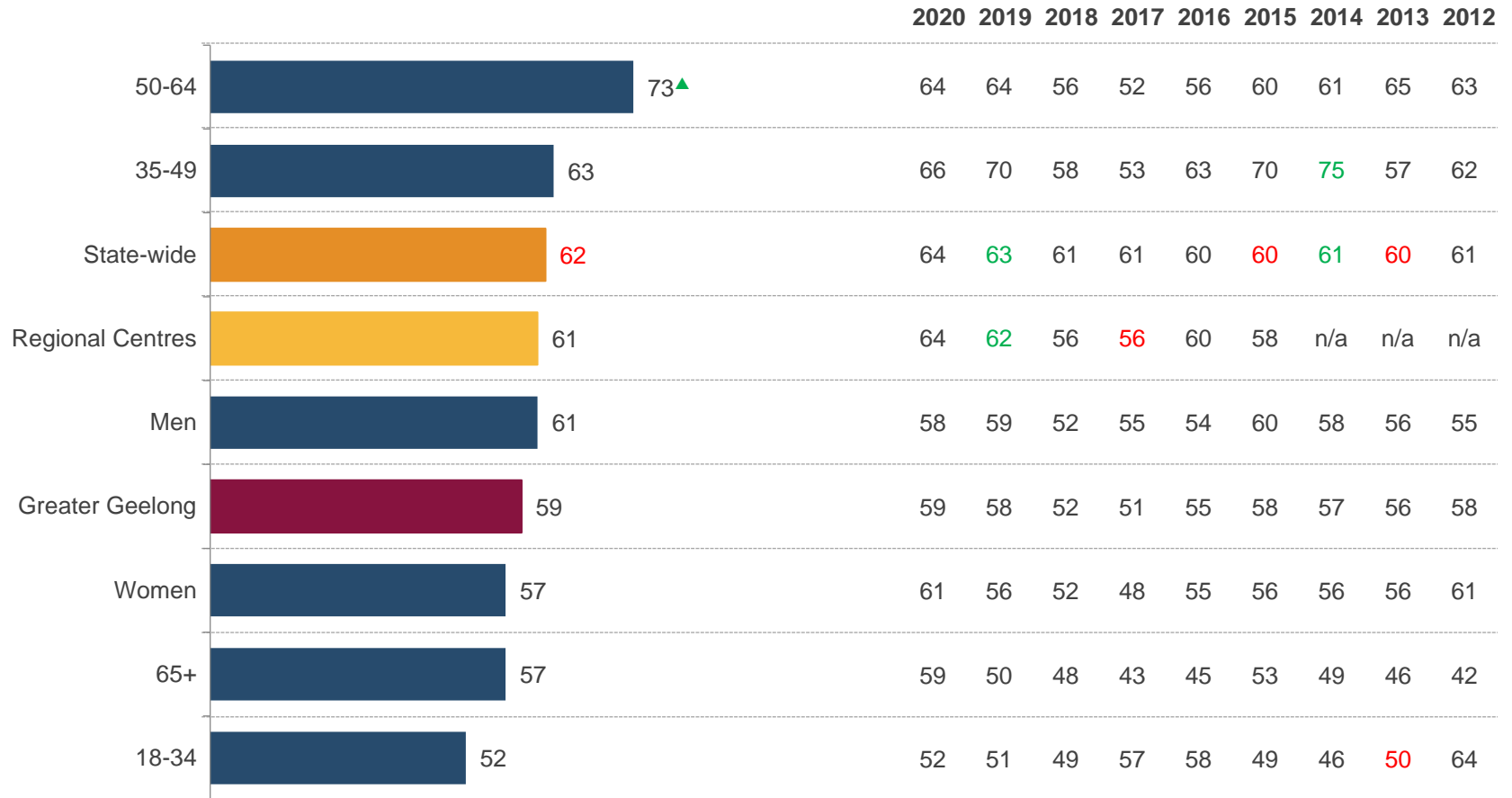


Q5a. Have you or any member of your household had any recent contact with Greater Geelong City Council in any of the following ways?
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 4



Contact with council

2021 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?

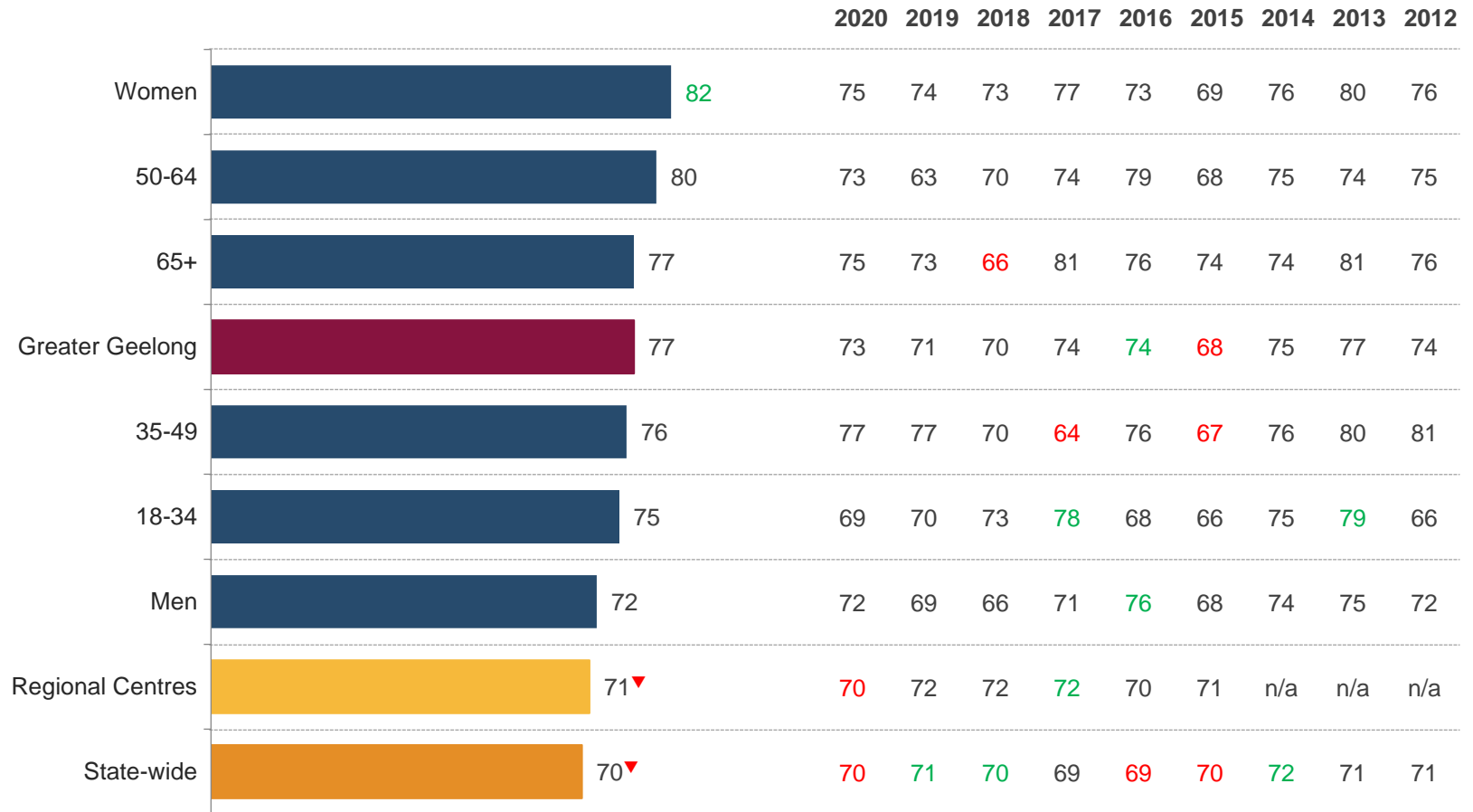
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 4

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



Customer service rating

2021 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.

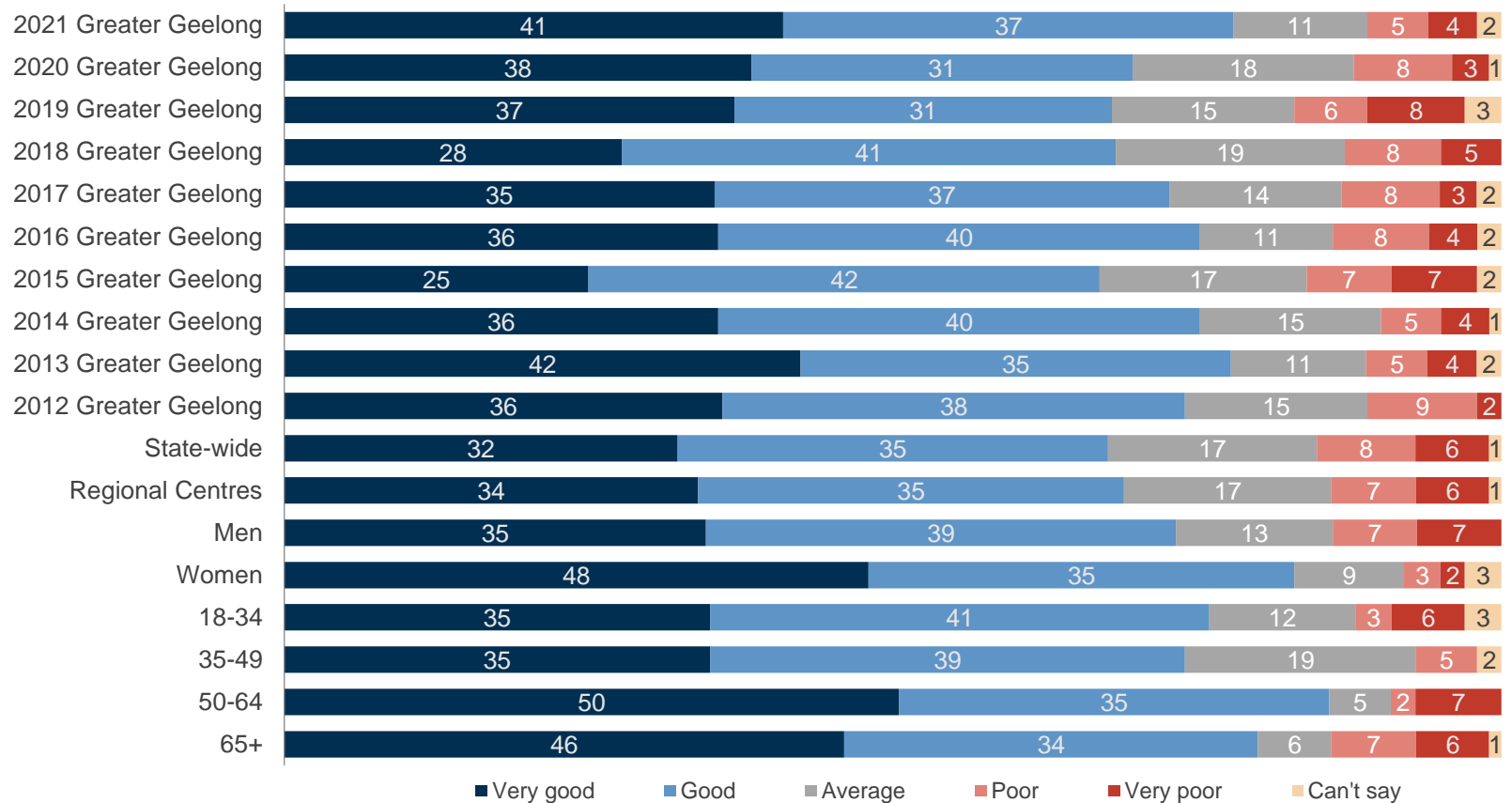
Councils asked state-wide: 66 Councils asked group: 8

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



Customer service rating

2021 customer service rating (%)

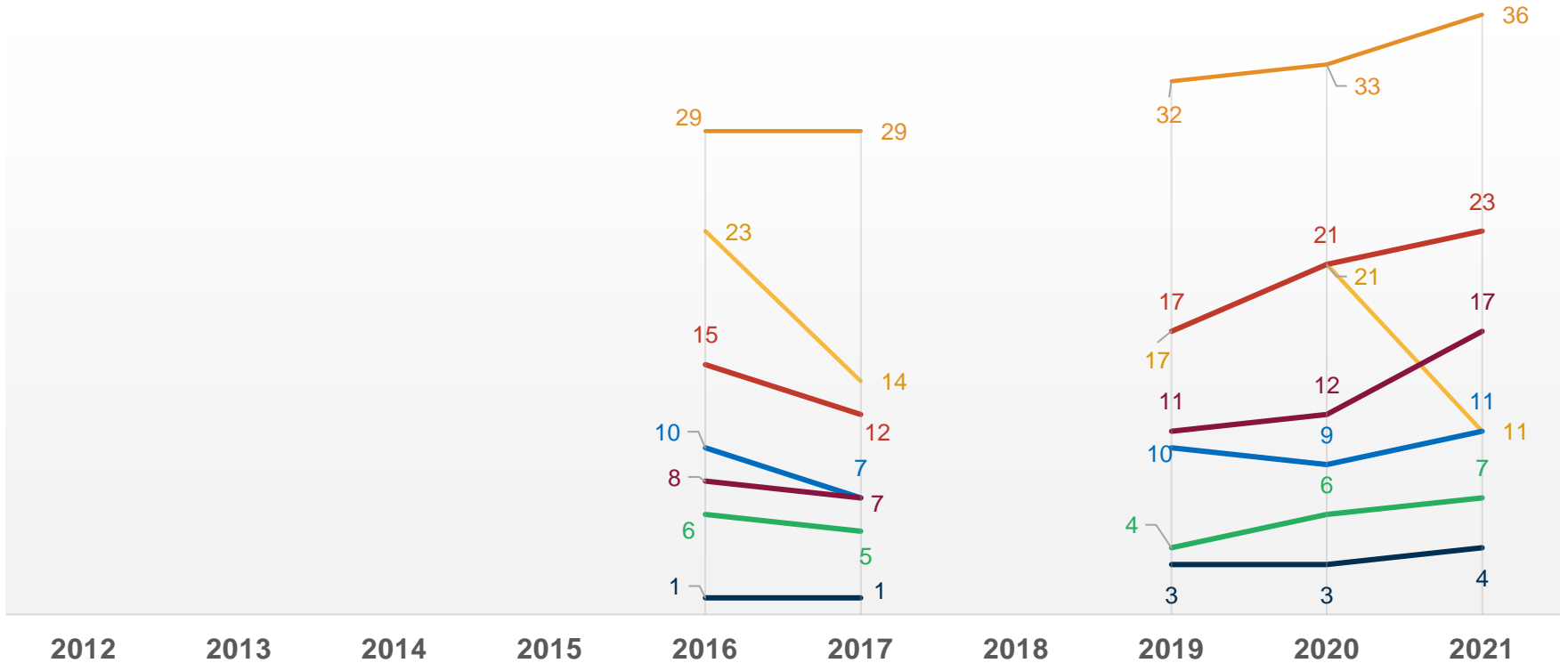


Q5c. Thinking of the most recent contact, how would you rate Greater Geelong City Council for customer service?
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked state-wide: 66 Councils asked group: 8



Method of contact with council

2021 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: 27 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

2021 customer service rating (index score by method of last contact)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
In person	84*	73	70	n/a	89	82	n/a	n/a	n/a	n/a
Via website	83	61	75	n/a	75	81	n/a	n/a	n/a	n/a
By text message	83*	75	50	n/a	25	-	n/a	n/a	n/a	n/a
By telephone	77	77	72	n/a	73	71	n/a	n/a	n/a	n/a
By email	72	72	67	n/a	73	75	n/a	n/a	n/a	n/a
By social media	69*	56	78	n/a	62	79	n/a	n/a	n/a	n/a
In writing	68*	84	75	n/a	53	55	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: 27 Councils asked group: 4

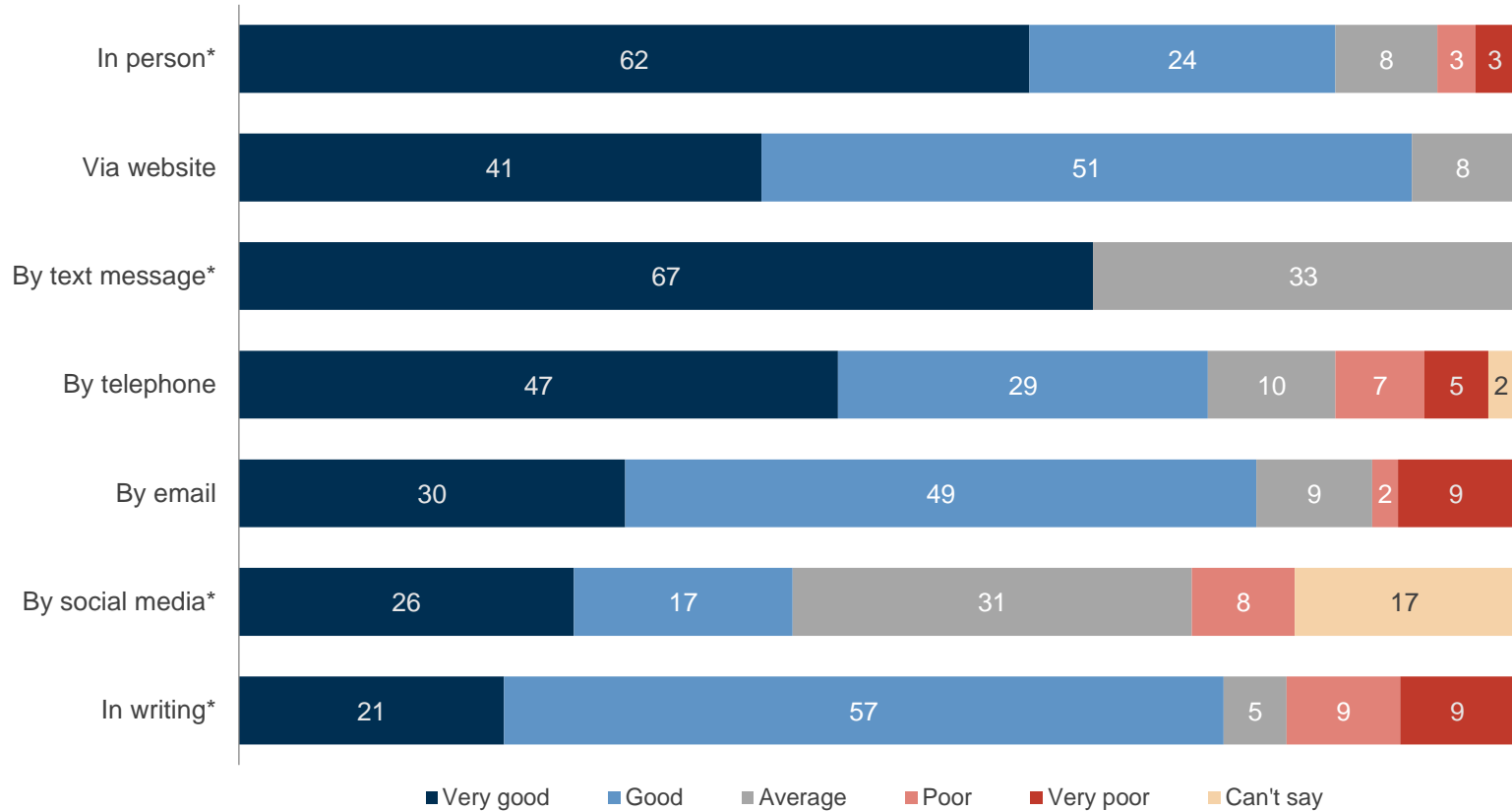
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2021 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: 27 Councils asked group: 4

*Caution: small sample size < n=30



Communication

Communication

The preferred form of communication from Council is a newsletter sent via email (28%), followed by a newsletter sent via mail (26%). The greatest change since 2020 has been the four point increase in preference for social media (18%).

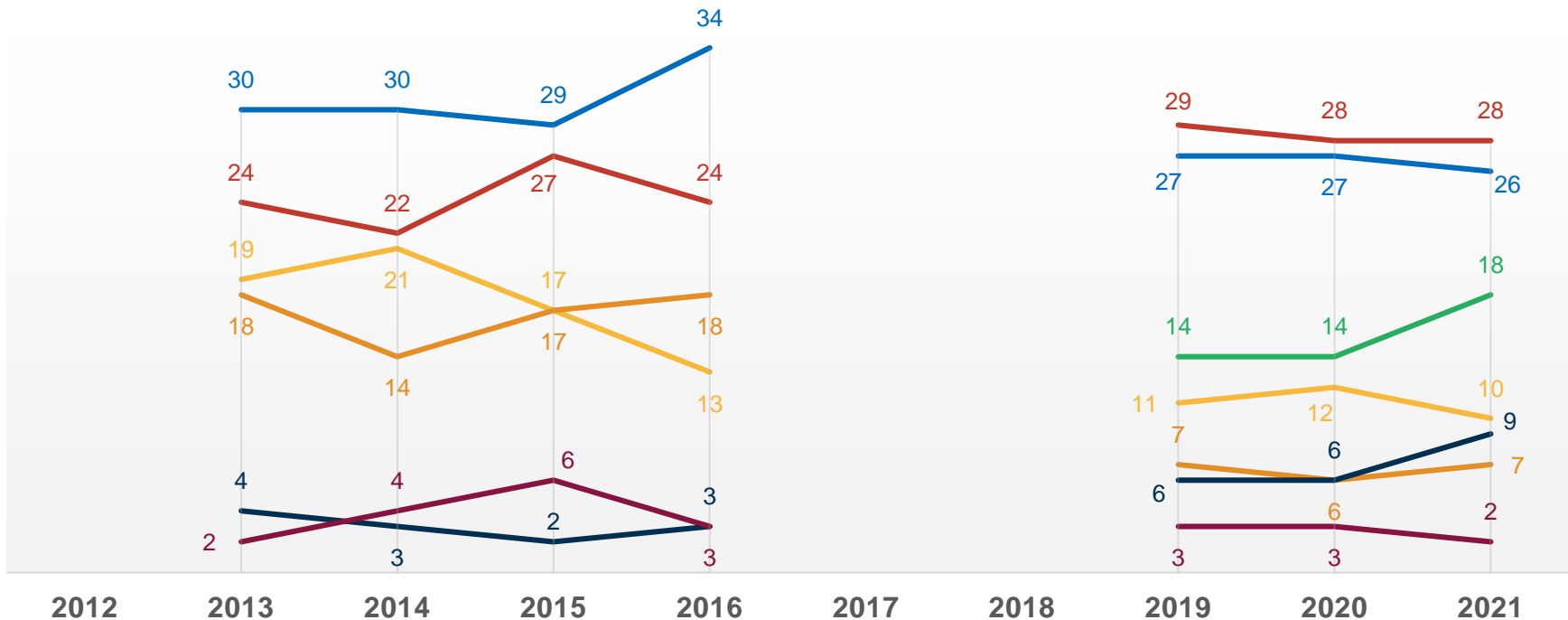
- Preferred form of communication among residents under 50 years of age is a newsletter sent via email (30%), followed by social media (28%).
- Preferred form of communication among residents over 50 years is a newsletter sent via mail (34%) or email (26%).





Best form of communication

2021 best form of communication (%)

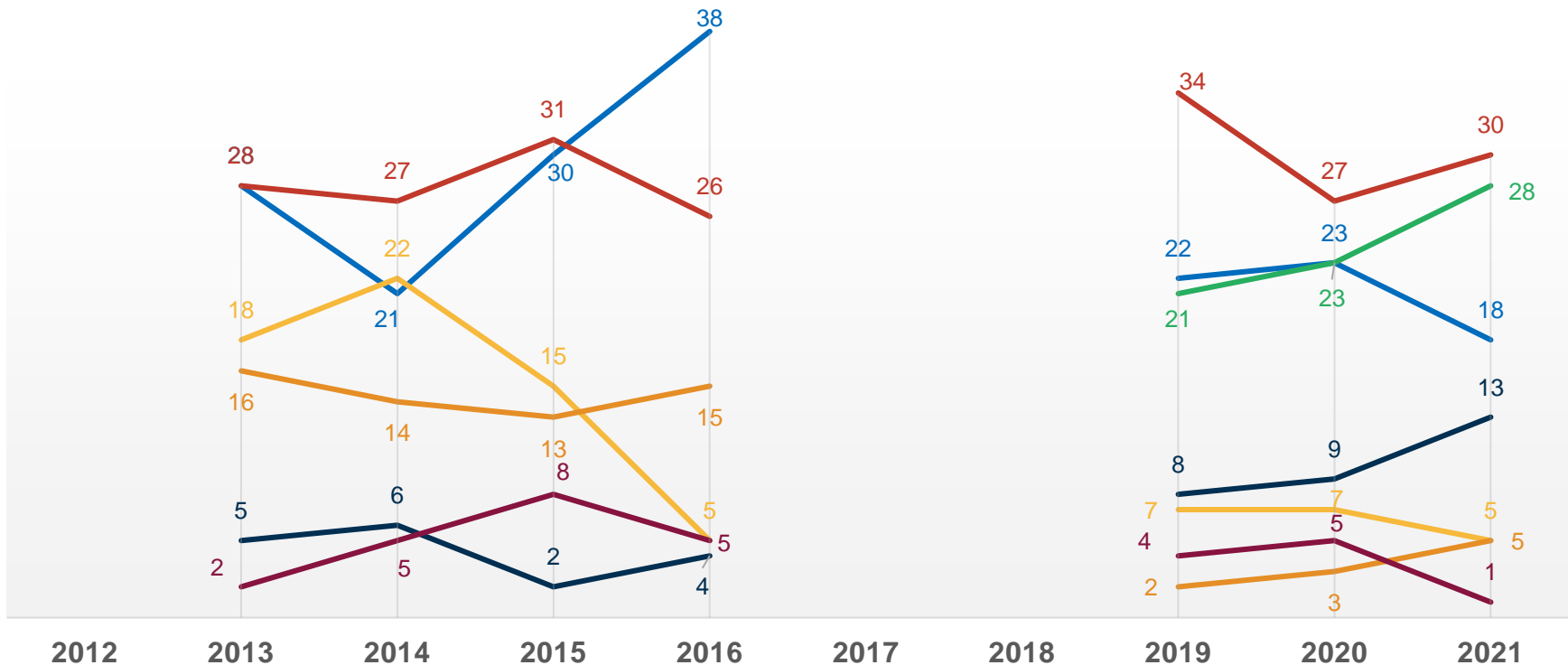


Q13. If Greater Geelong City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked state-wide: 35 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2021 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?.

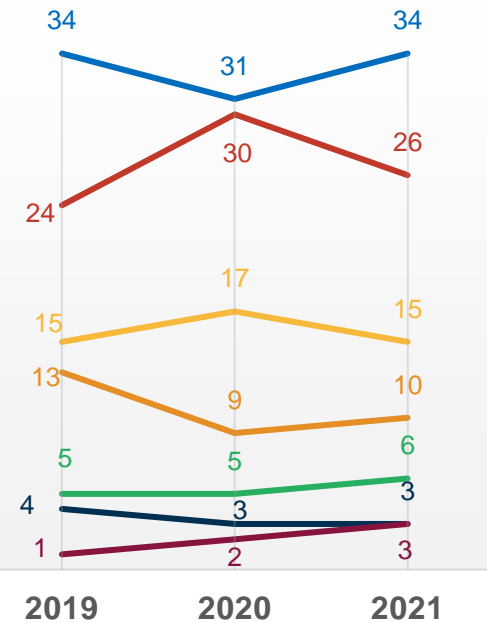
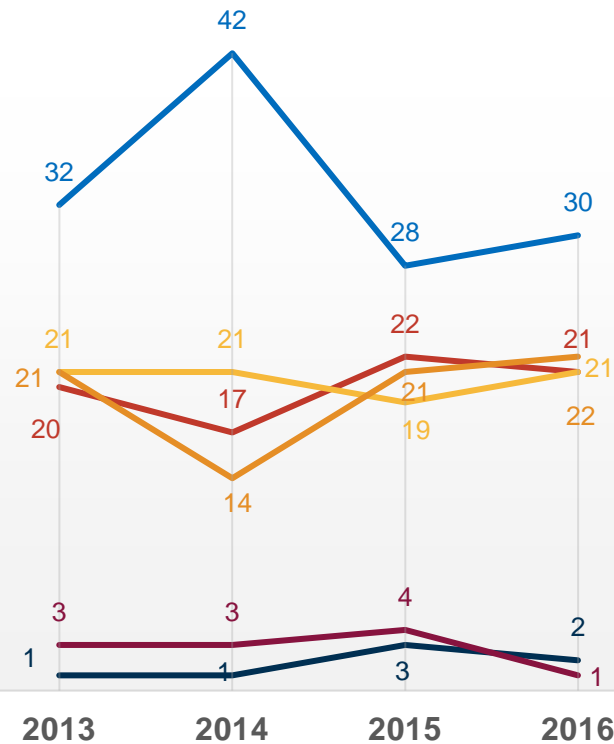
Base: All respondents aged under 50. Councils asked state-wide: 35 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2021 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: 35 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Council direction

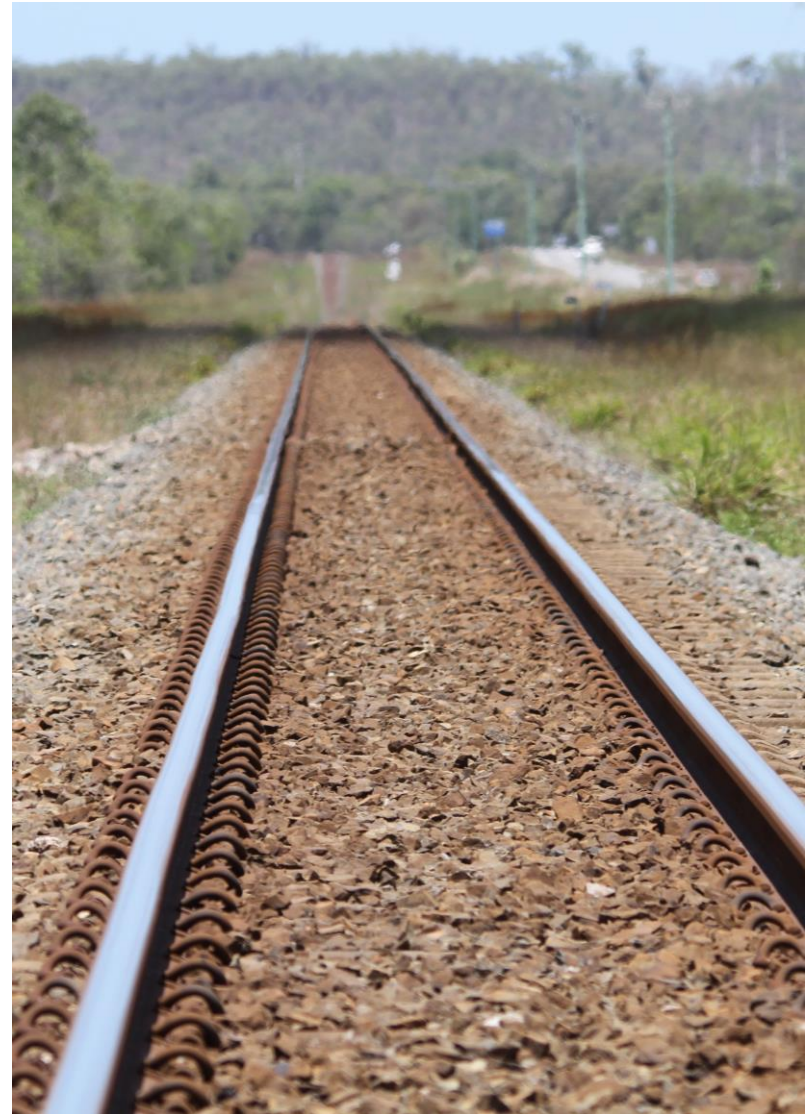
Council direction

Perceptions of Council's overall direction is up two points on 2020, with an index score of 56. This is Council's highest performance rating for overall direction since 2016.

- Perceptions of the direction of Council's overall performance is in line with the Regional Centres group average and significantly higher than the State-wide average for councils.

Over the last 12 months, 64% of residents believe the direction of Council's overall performance has stayed the same, up four points on 2020.

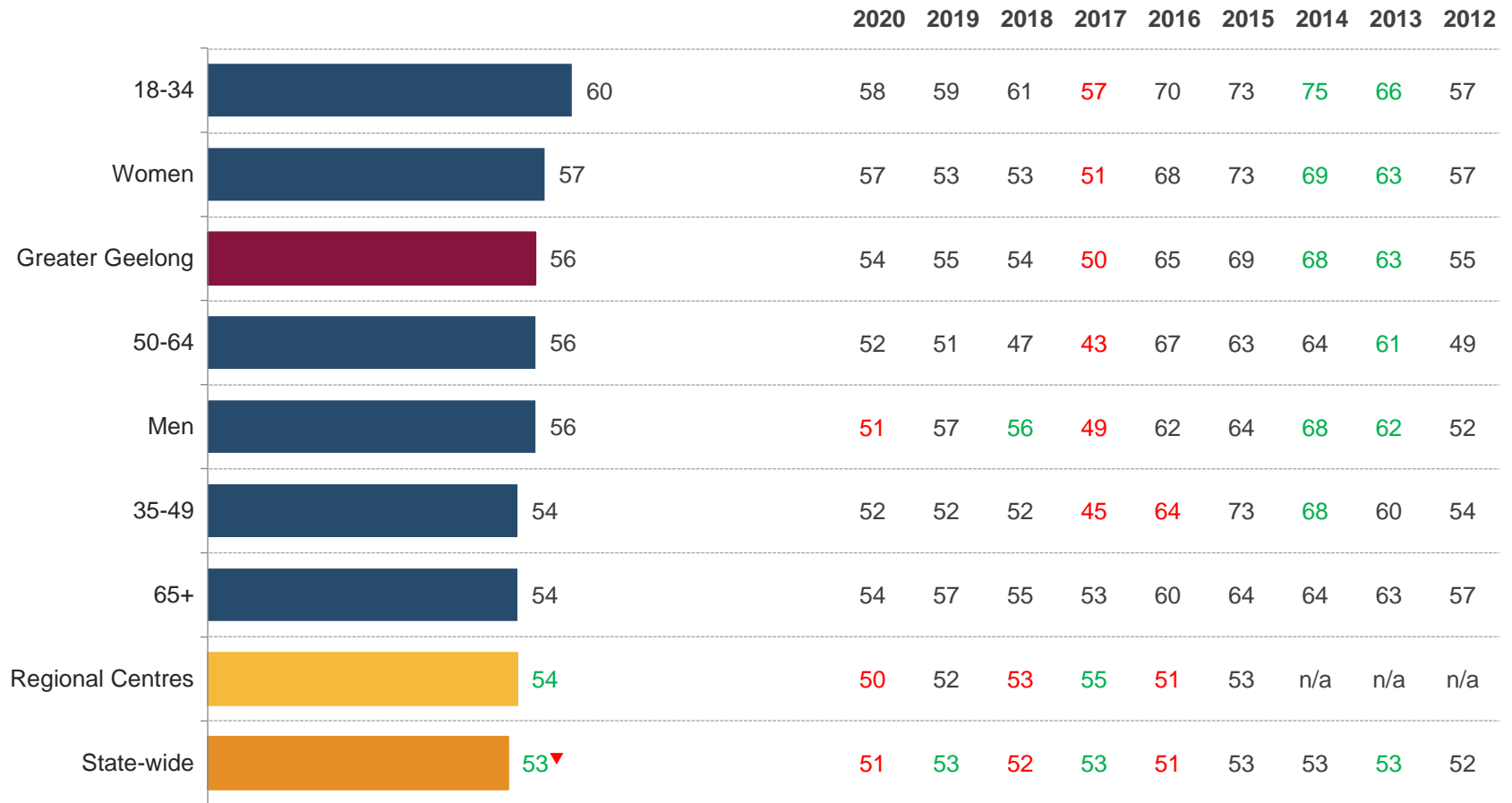
- 22% believe the direction of Council has improved (up two points on 2020).
- 10% believe it has deteriorated (down three points).
- The most satisfied with council direction are those aged 18 to 34 years and women.
- The least satisfied with council direction are those aged 35 to 49 years and those aged 65 years and over.





Overall council direction last 12 months

2021 overall council direction (index scores)



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

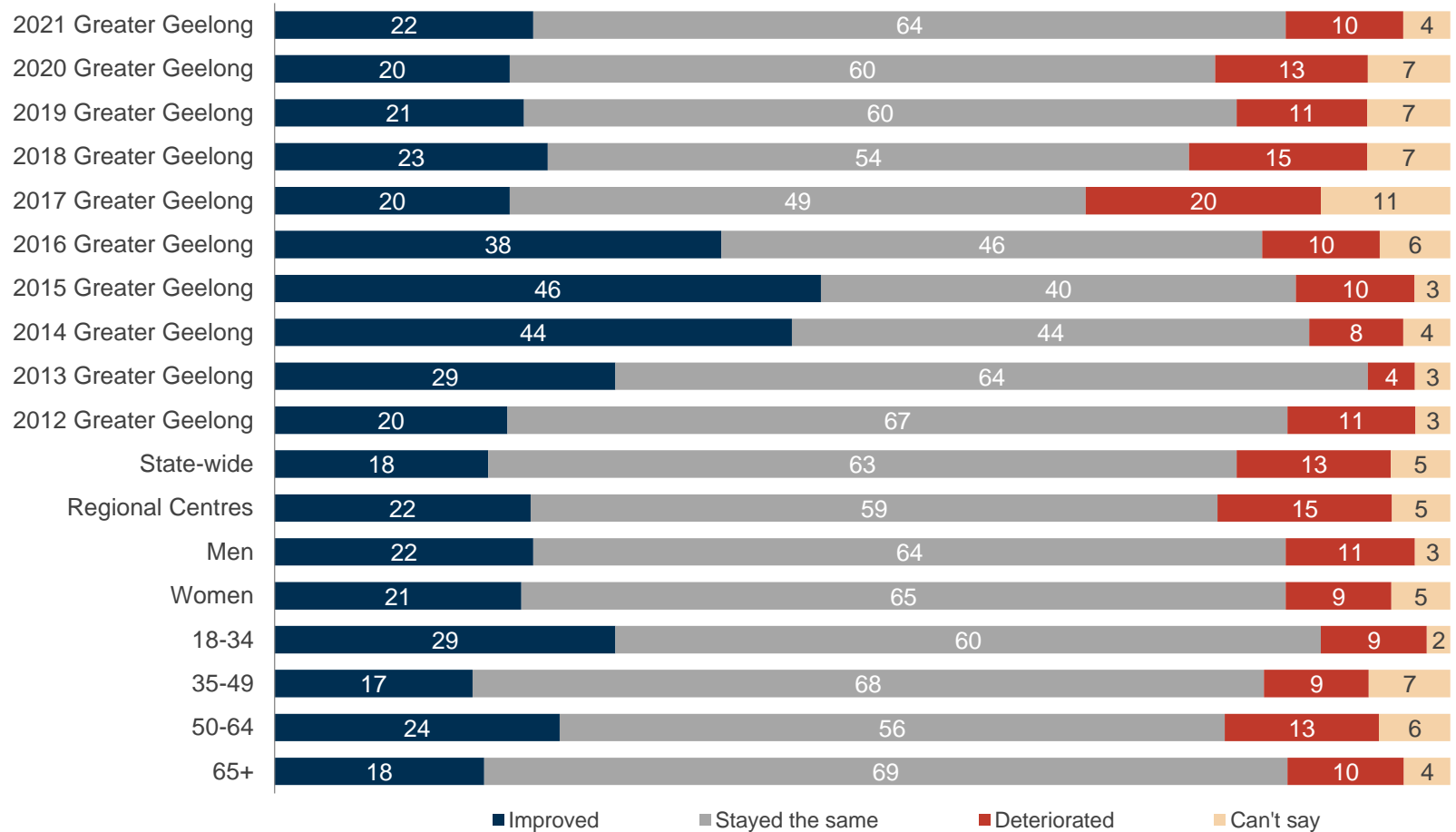
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



Overall council direction last 12 months

2021 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: 66 Councils asked group: 8

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

Individual service areas



Community consultation and engagement importance



2021 consultation and engagement importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
50-64	82▲	80	n/a	n/a	n/a	n/a	78	n/a	80	75
65+	78	79	n/a	n/a	n/a	n/a	78	n/a	75	69
Regional Centres	76	75	76	75	76	75	74	n/a	n/a	n/a
Women	76	76	n/a	n/a	n/a	n/a	75	n/a	76	73
State-wide	75	74	74	74	74	75	74	74	73	73
Greater Geelong	74	74	n/a	n/a	n/a	n/a	74	n/a	75	70
35-49	73	74	n/a	n/a	n/a	n/a	80	n/a	77	73
Men	72	72	n/a	n/a	n/a	n/a	73	n/a	74	67
18-34	67▼	66	n/a	n/a	n/a	n/a	64	n/a	68	66

Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 4

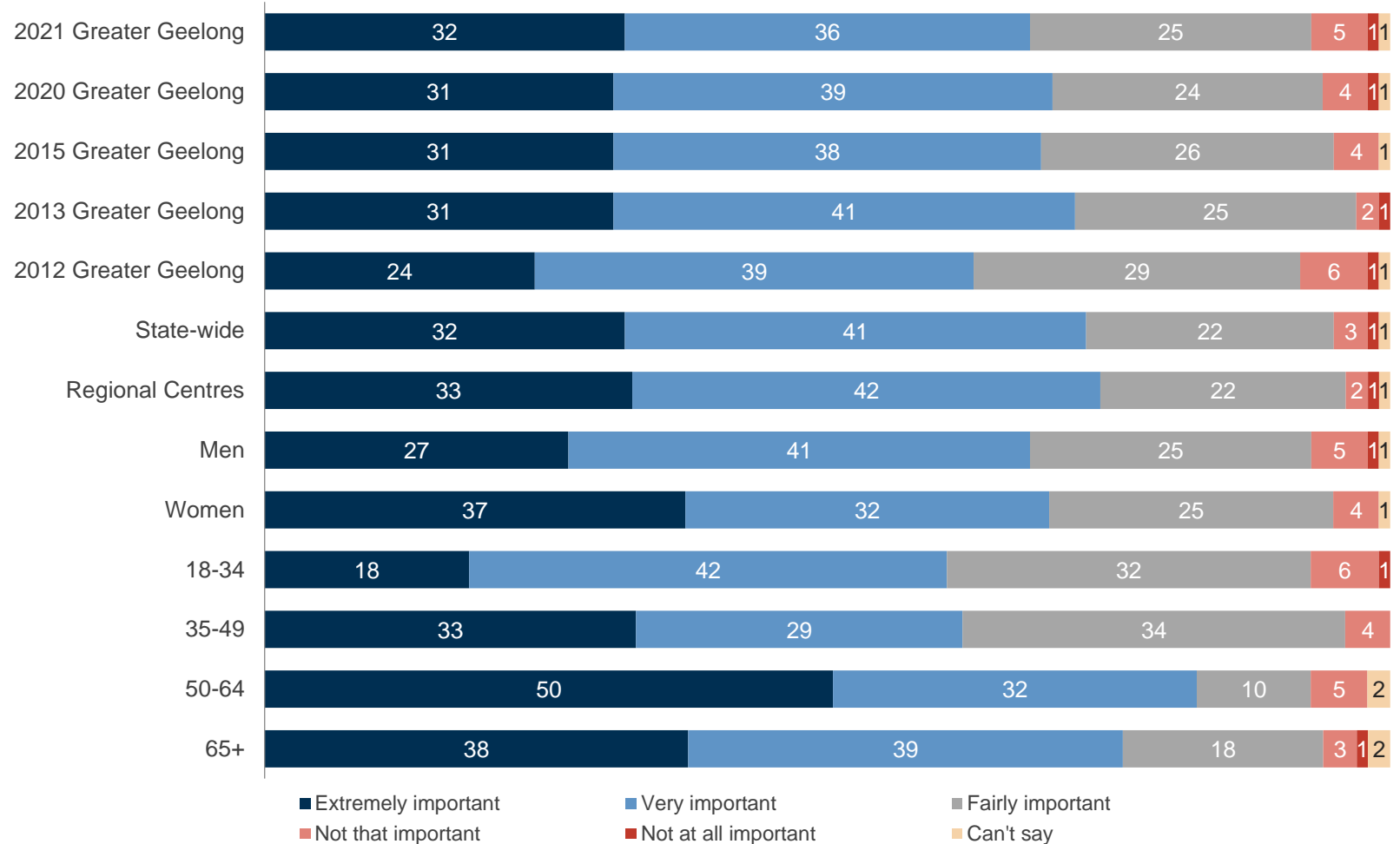
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2021 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: 29 Councils asked group: 4



Community consultation and engagement performance



2021 consultation and engagement performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	53	55	52	48	53	56	54	58	54
18-34	54	62	57	52	55	59	55	59	52
35-49	52	52	52	51	56	54	54	60	54
Greater Geelong	53	55	50	47	54	54	54	58	54
65+	53	51	47	44	52	49	54	57	57
State-wide	55	56	55	55	54	56	57	57	57
50-64	51	53	44	41	50	51	52	55	52
Men	52	55	49	47	55	51	54	58	53
Regional Centres	51	54	55	54	52	53	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

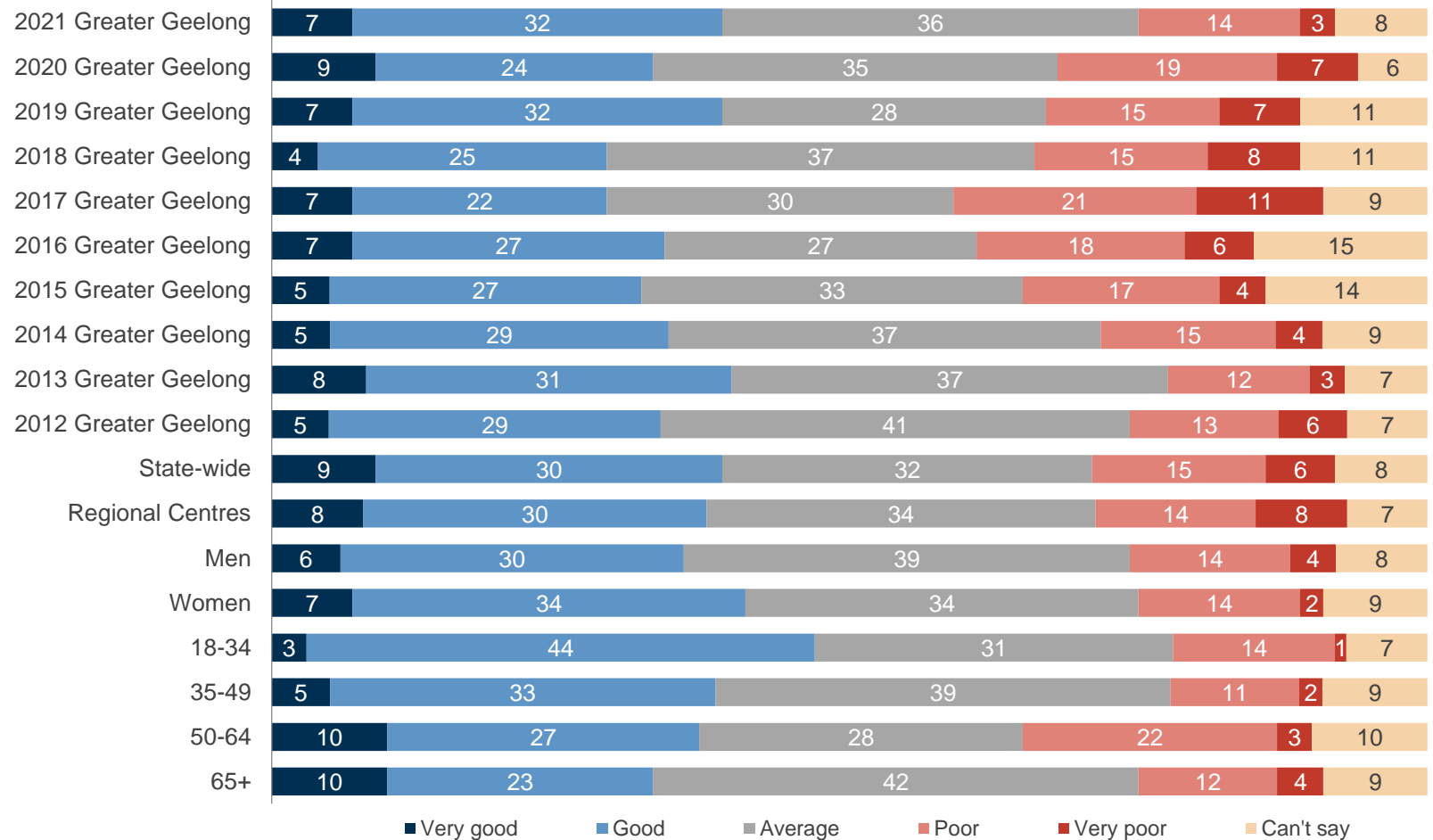
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2021 consultation and engagement performance (%)



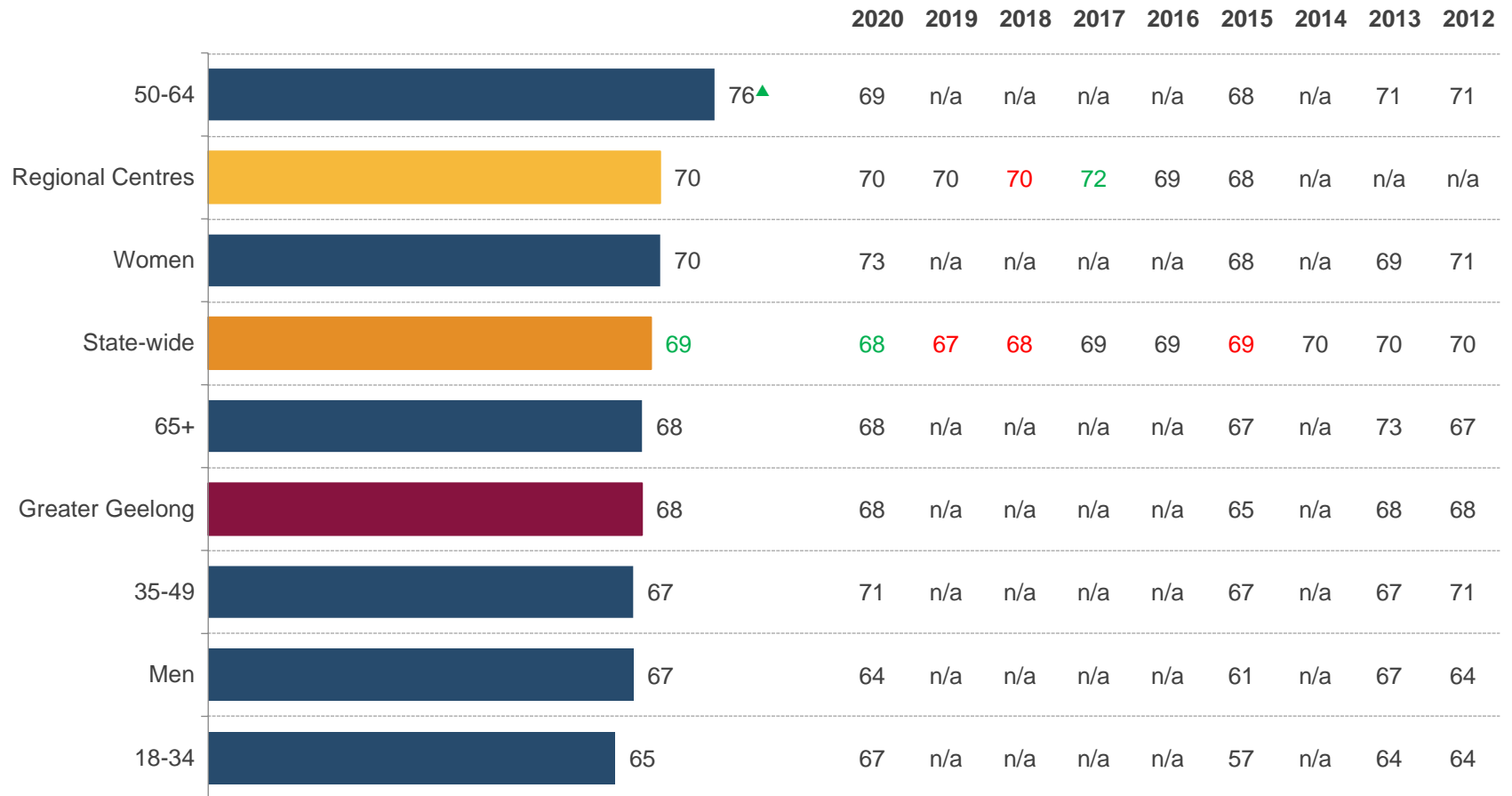
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8



Lobbying on behalf of the community importance



2021 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: 25 Councils asked group: 4

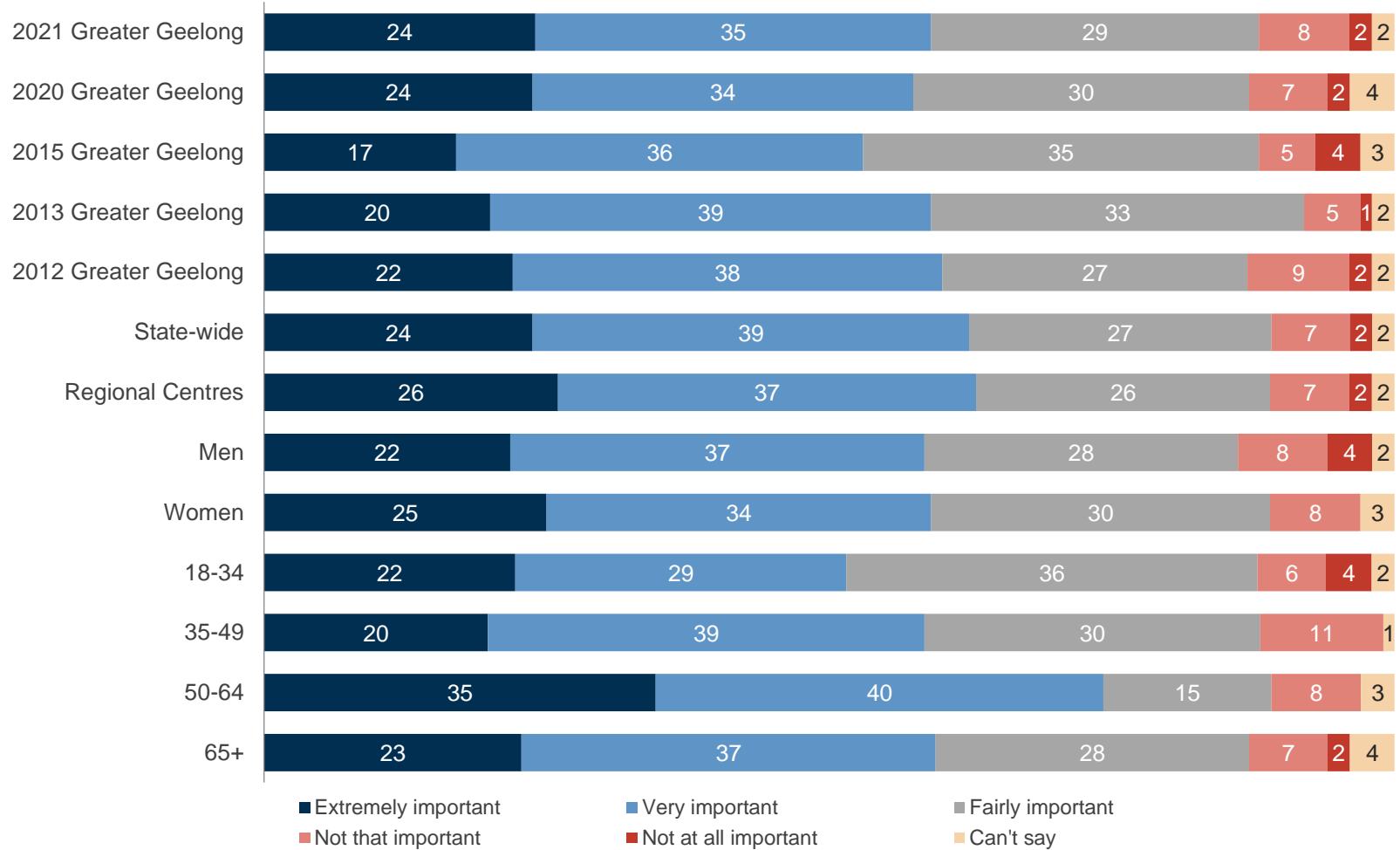
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community importance



2021 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: 25 Councils asked group: 4



Lobbying on behalf of the community performance



2021 lobbying performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	53	61	57	48	58	65	64	59	58
Men	55	54	49	45	58	59	60	55	57
65+	55	52	51	43	56	61	57	57	58
Greater Geelong	54	54	51	45	58	60	58	57	57
Regional Centres	52	54	54	54	52	55	n/a	n/a	n/a
Women	54	54	53	46	59	62	57	58	56
35-49	55	55	51	47	60	57	56	56	57
State-wide	53	54	54	54	53	55	56	55	55
50-64	54	46	44	42	61	59	55	55	53

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

Base: All respondents. Councils asked state-wide: 51 Councils asked group: 6

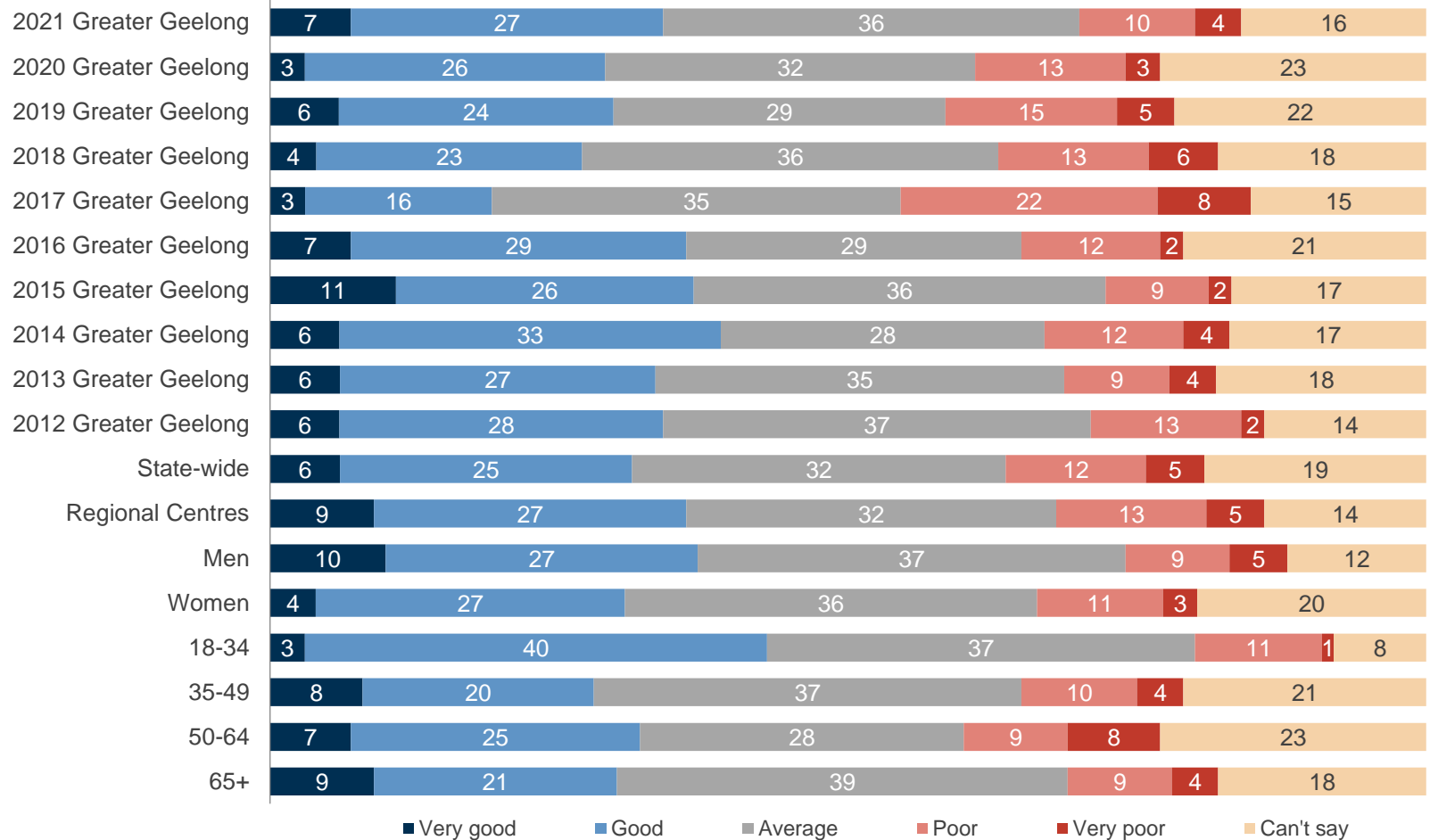
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2021 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: 51 Councils asked group: 6

Decisions made in the interest of the community importance



2021 community decisions made importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
50-64	83	81	n/a	n/a	n/a	n/a	79	83	n/a	n/a
35-49	83	82	n/a	n/a	n/a	n/a	81	83	n/a	n/a
Regional Centres	81	80	82	81	82	82	80	n/a	n/a	n/a
State-wide	81	80	80	80	79	80	80	79	n/a	n/a
65+	81	80	n/a	n/a	n/a	n/a	83	83	n/a	n/a
Women	80	82	n/a	n/a	n/a	n/a	82	85	n/a	n/a
Greater Geelong	80	80	n/a	n/a	n/a	n/a	78	82	n/a	n/a
Men	79	78	n/a	n/a	n/a	n/a	74	79	n/a	n/a
18-34	74	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?

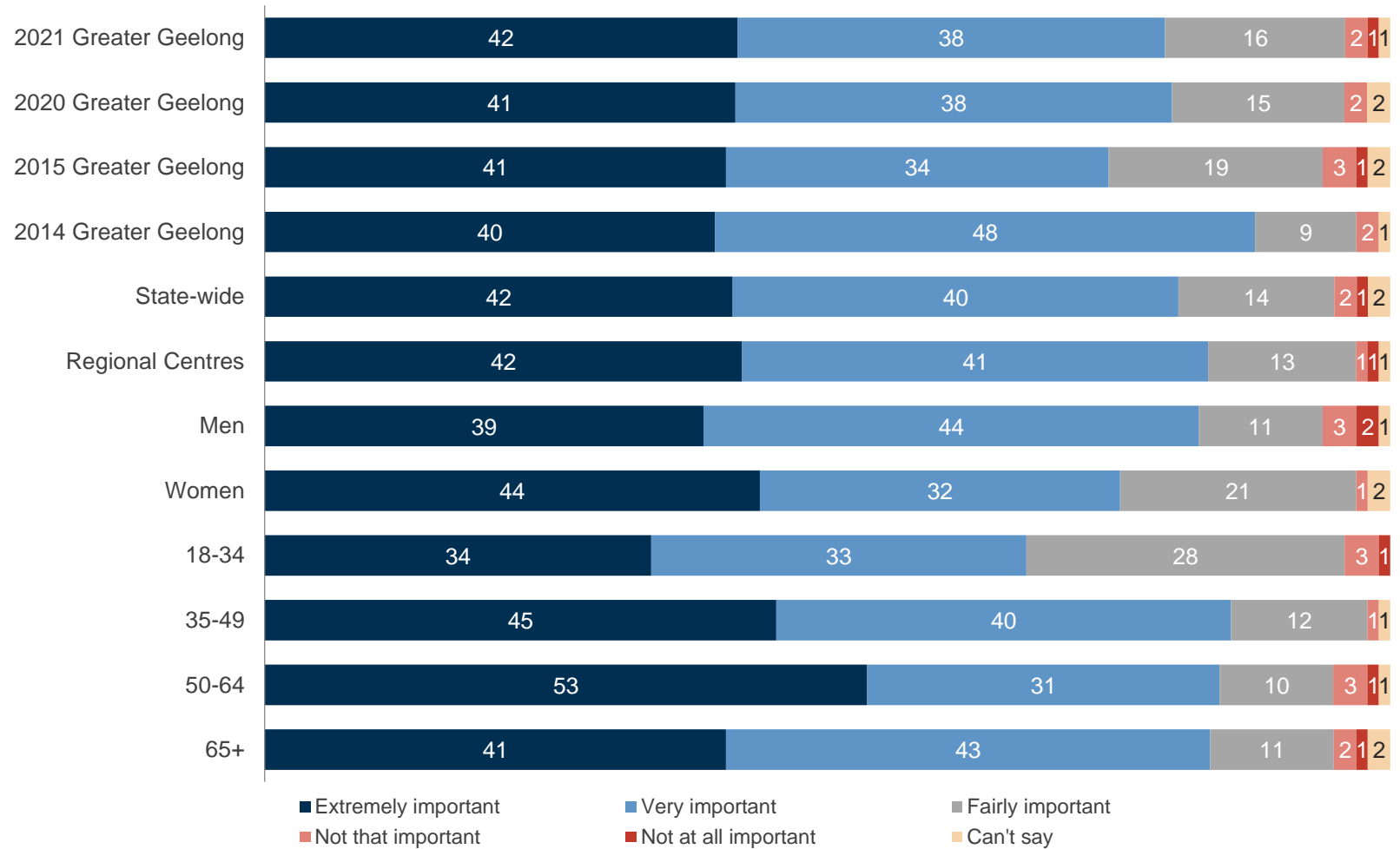
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

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

Decisions made in the interest of the community importance



2021 community decisions made importance (%)

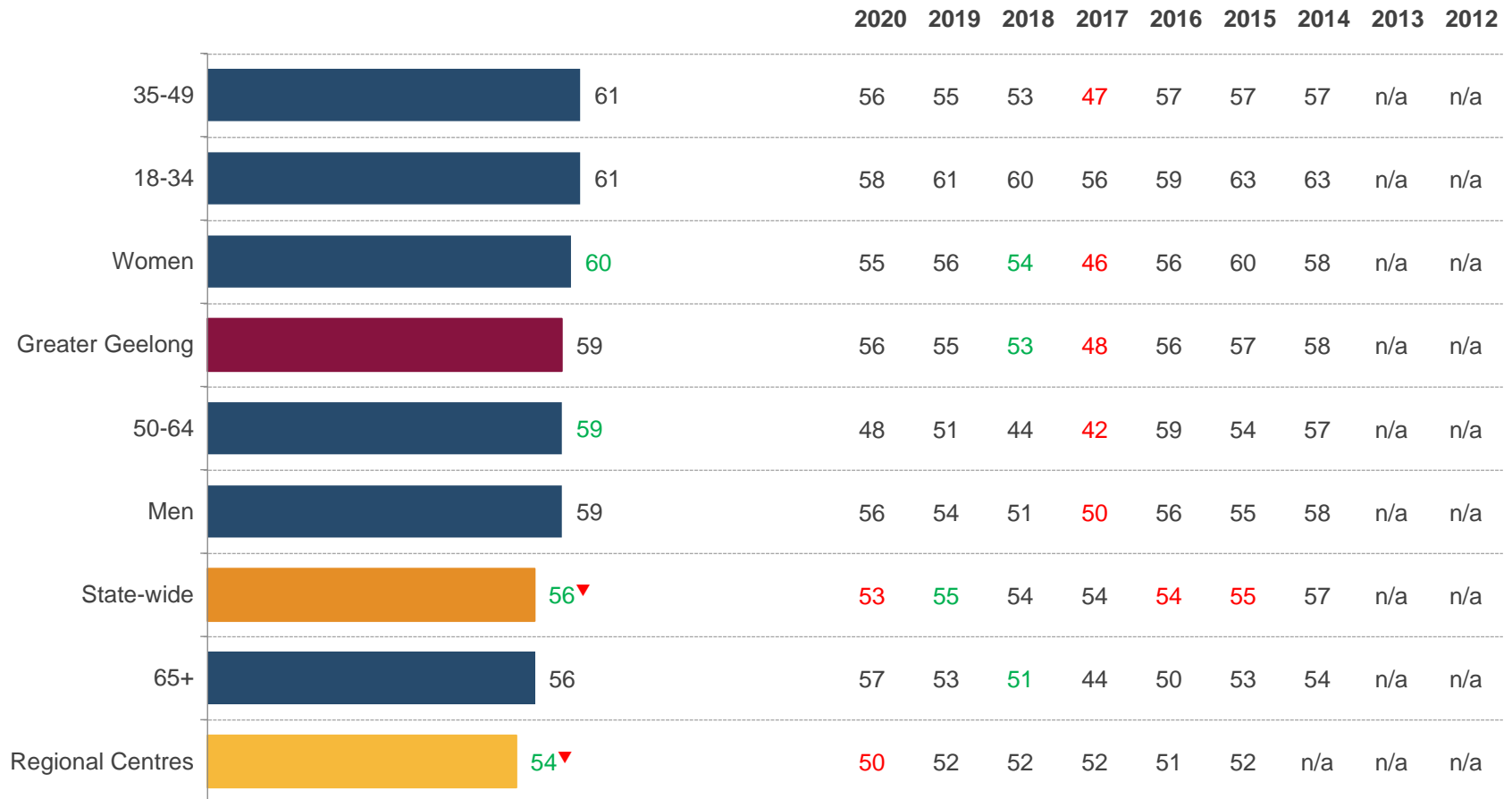


Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)



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

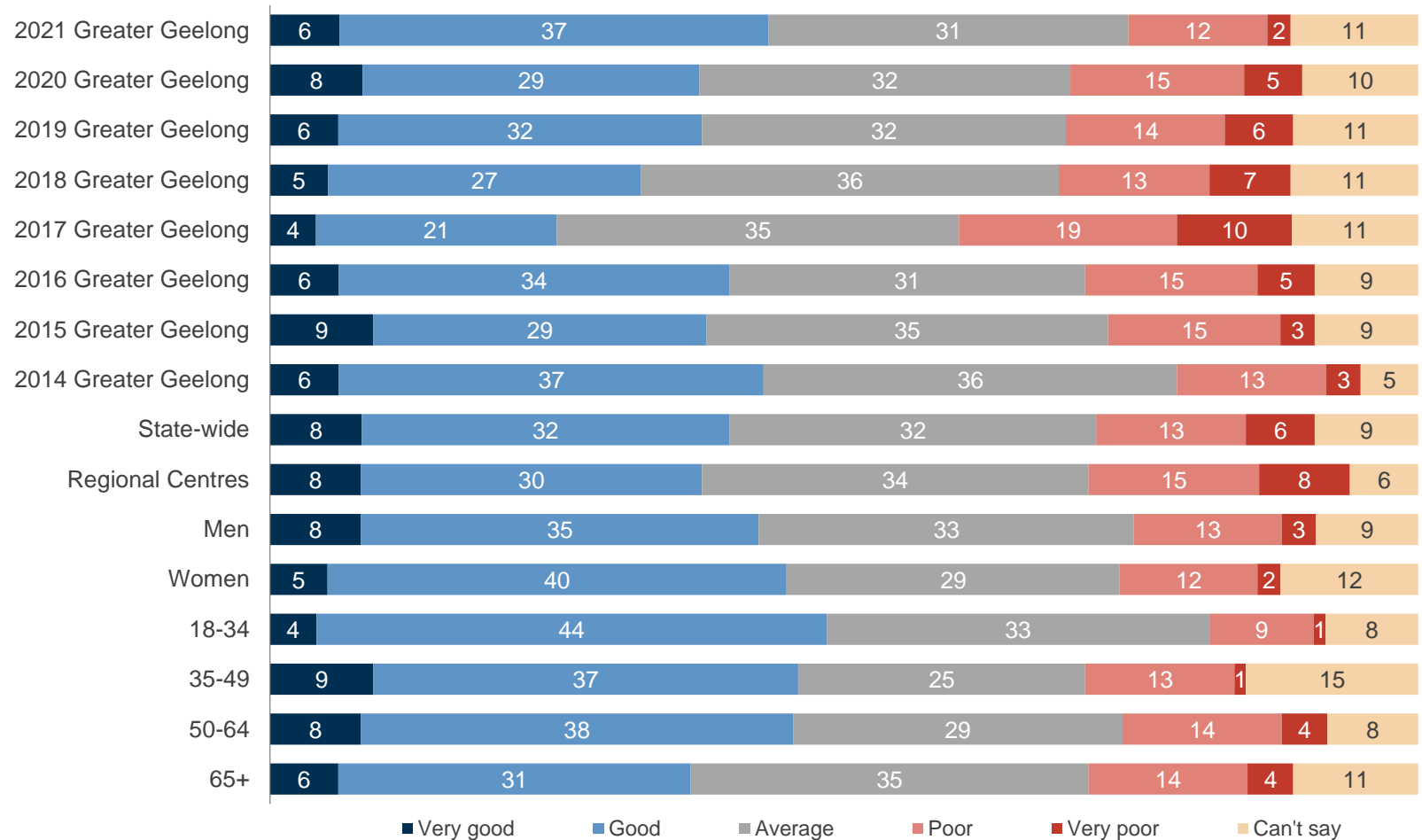
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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

Decisions made in the interest of the community performance



2021 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: 66 Councils asked group: 8

The condition of sealed local roads in your area importance



2021 sealed local roads importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	79	83	n/a	n/a	n/a	n/a	77	81	n/a	n/a
State-wide	79	79	79	80	78	78	76	77	n/a	n/a
Regional Centres	79	79	79	81	80	76	77	n/a	n/a	n/a
65+	79	78	n/a	n/a	n/a	n/a	77	79	n/a	n/a
Women	78	80	n/a	n/a	n/a	n/a	77	80	n/a	n/a
Greater Geelong	77	79	n/a	n/a	n/a	n/a	77	78	n/a	n/a
Men	76	77	n/a	n/a	n/a	n/a	77	77	n/a	n/a
35-49	76	79	n/a	n/a	n/a	n/a	81	82	n/a	n/a
18-34	76	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?

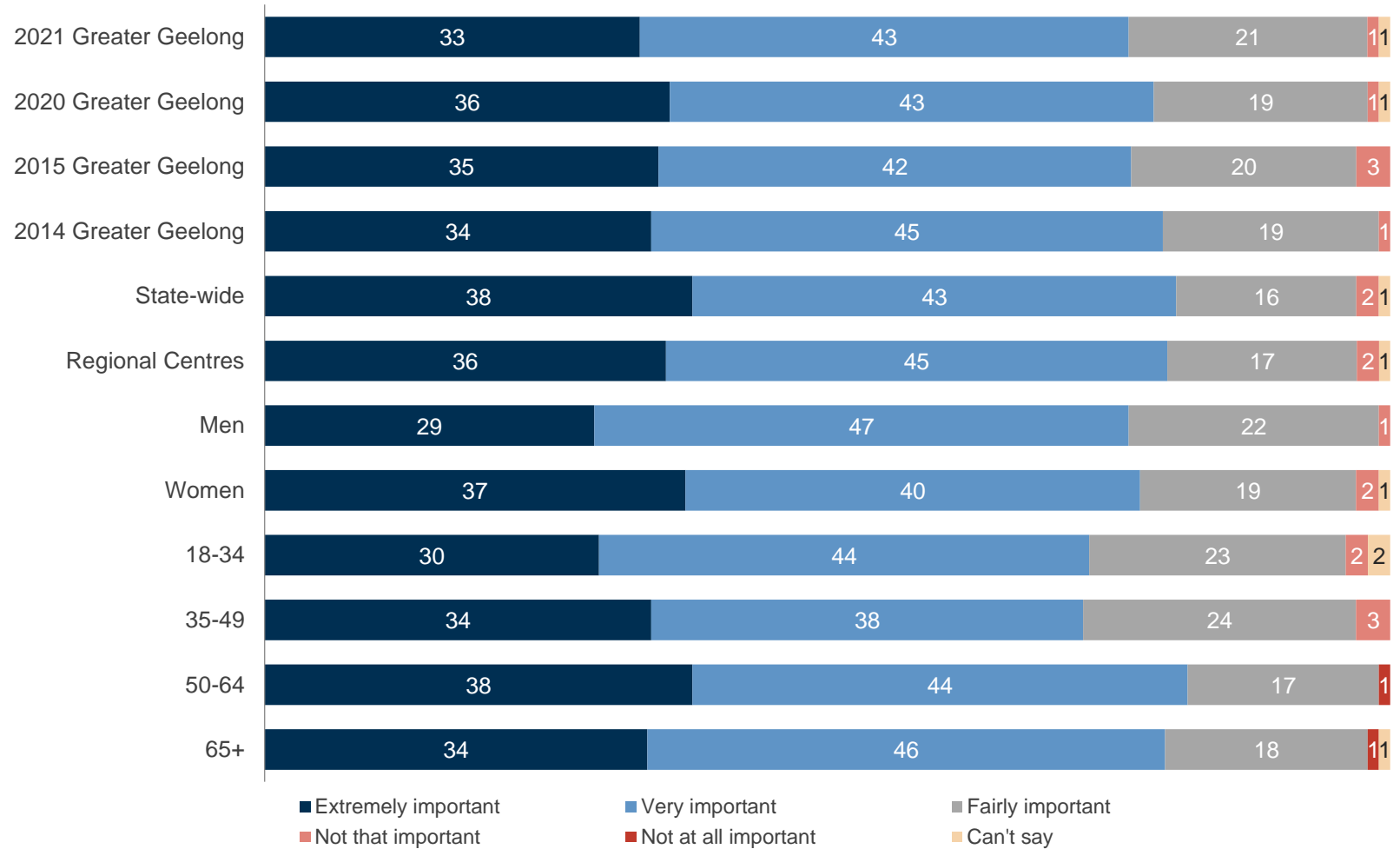
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

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

The condition of sealed local roads in your area importance



2021 sealed local roads importance (%)

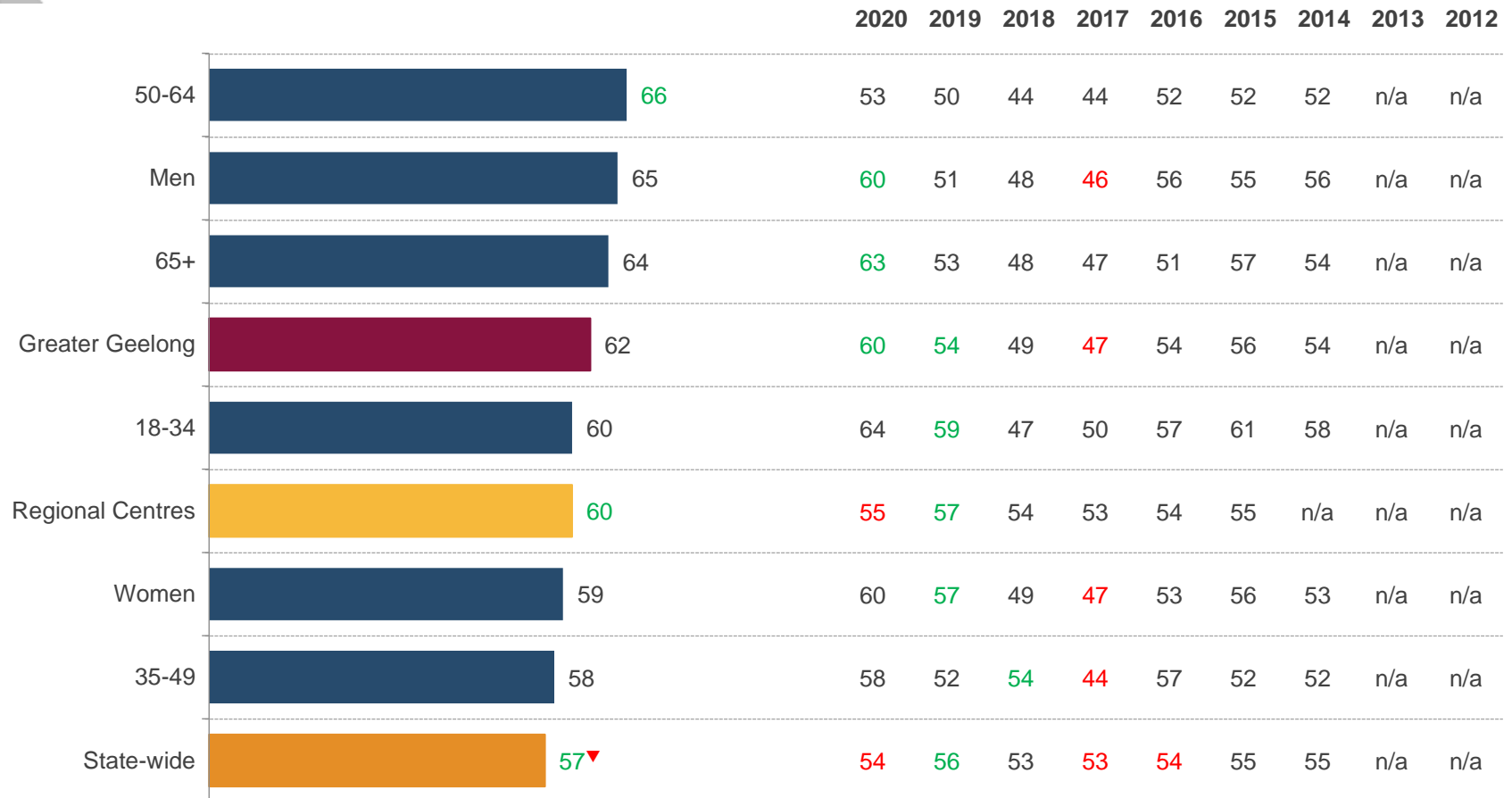


Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

The condition of sealed local roads in your area performance



2021 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?

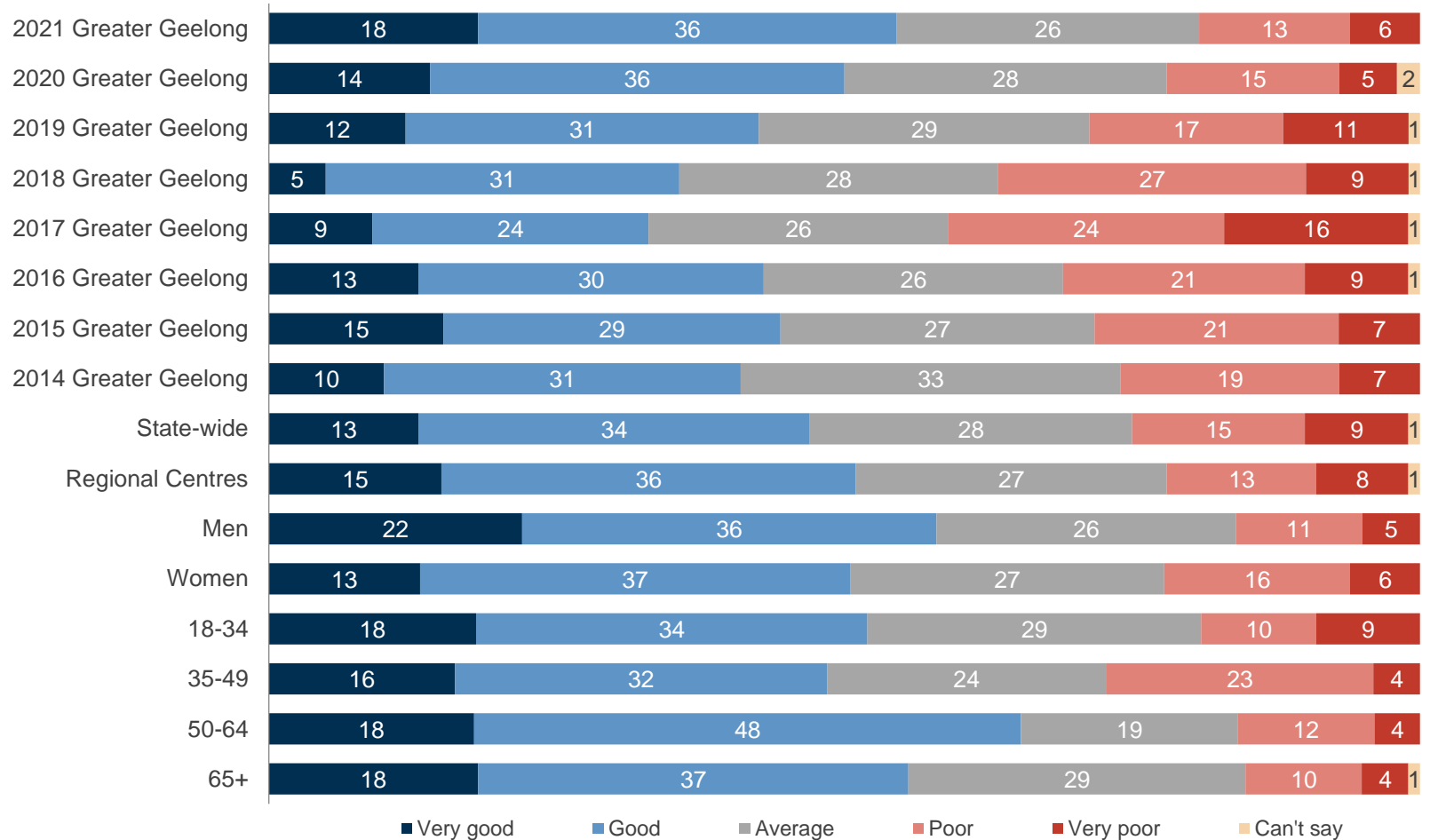
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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

The condition of sealed local roads in your area performance



2021 sealed local roads performance (%)



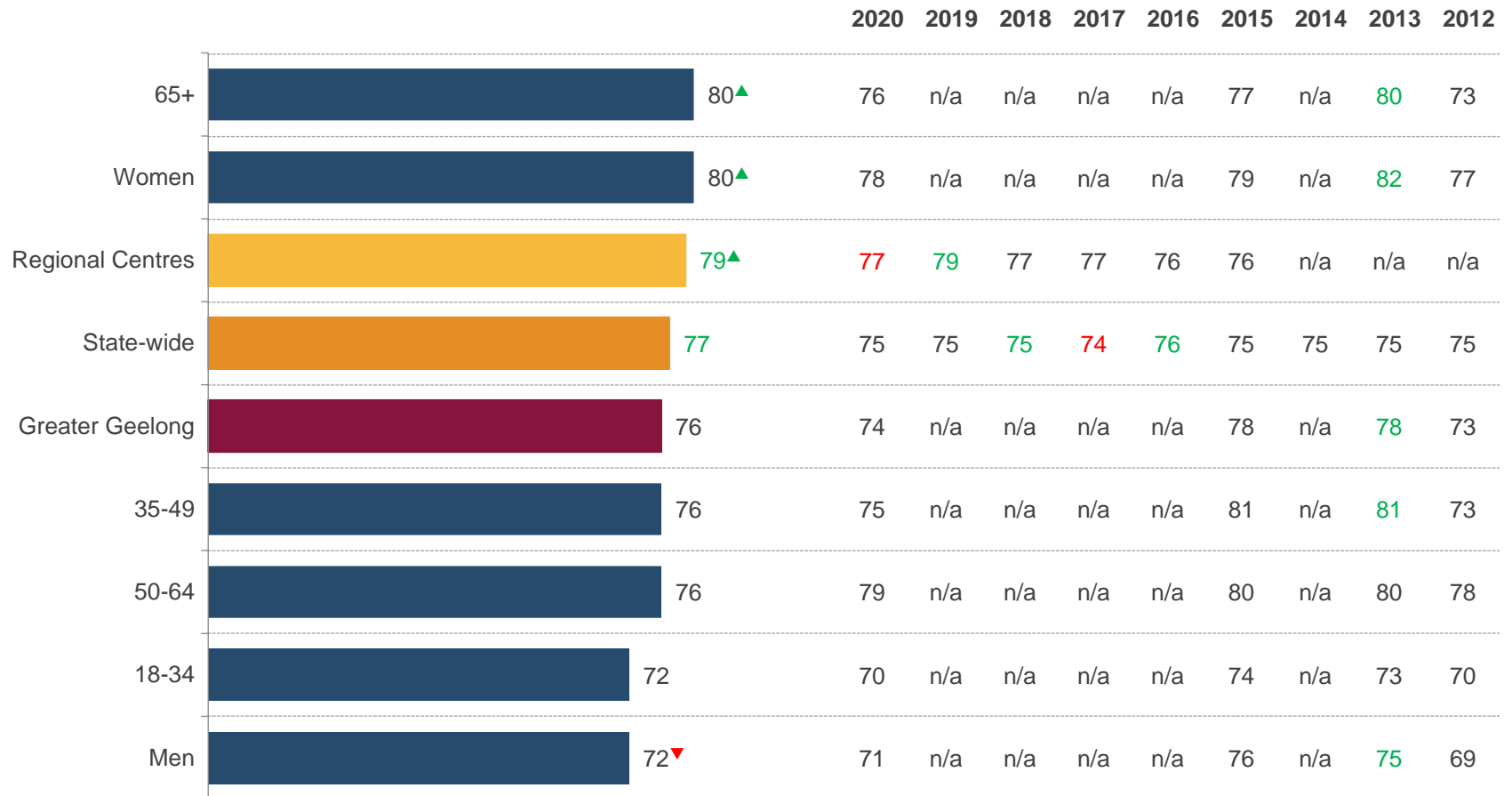
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8



Informing the community importance



2021 informing community importance (index scores)



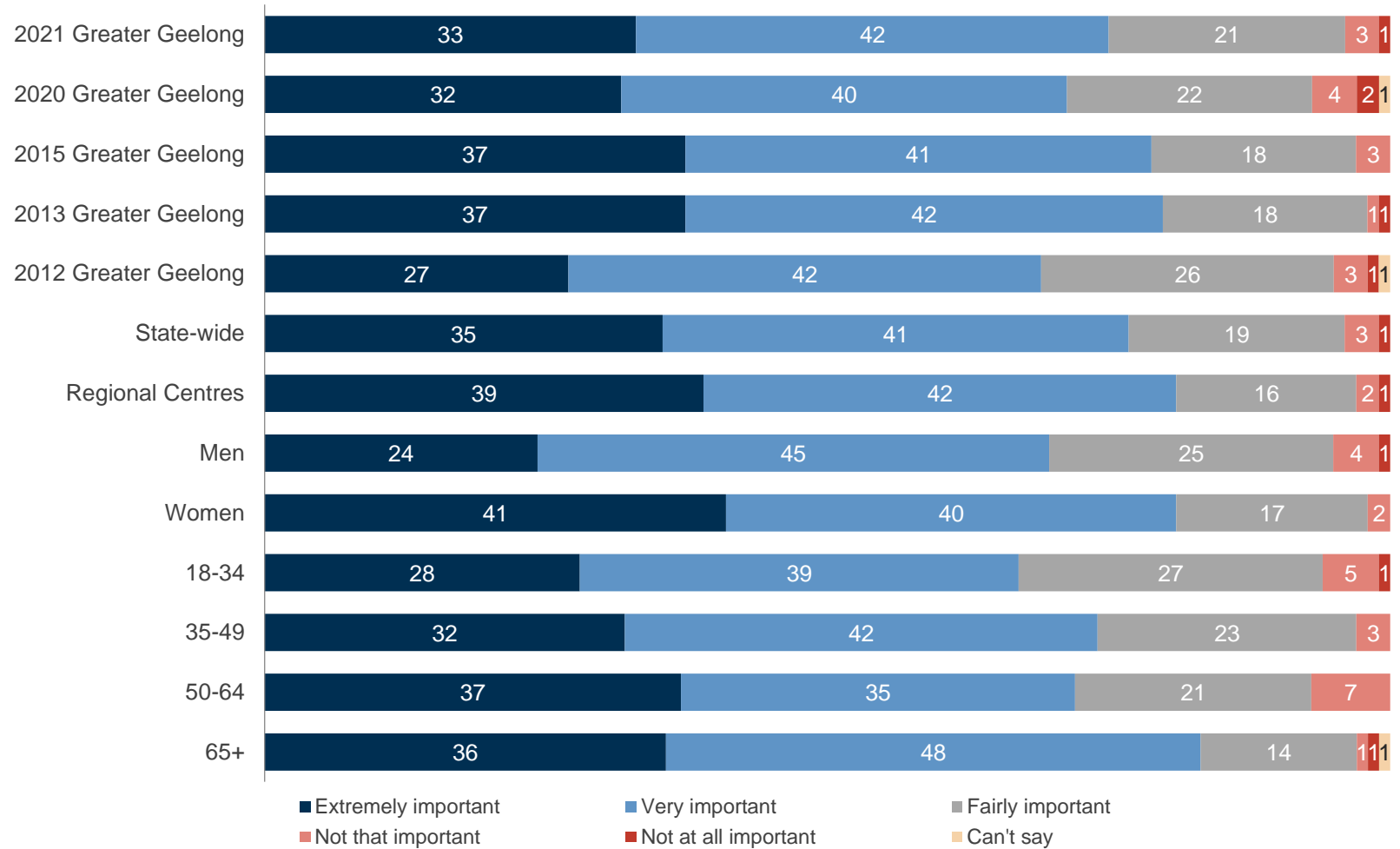
Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Informing the community importance



2021 informing community importance (%)



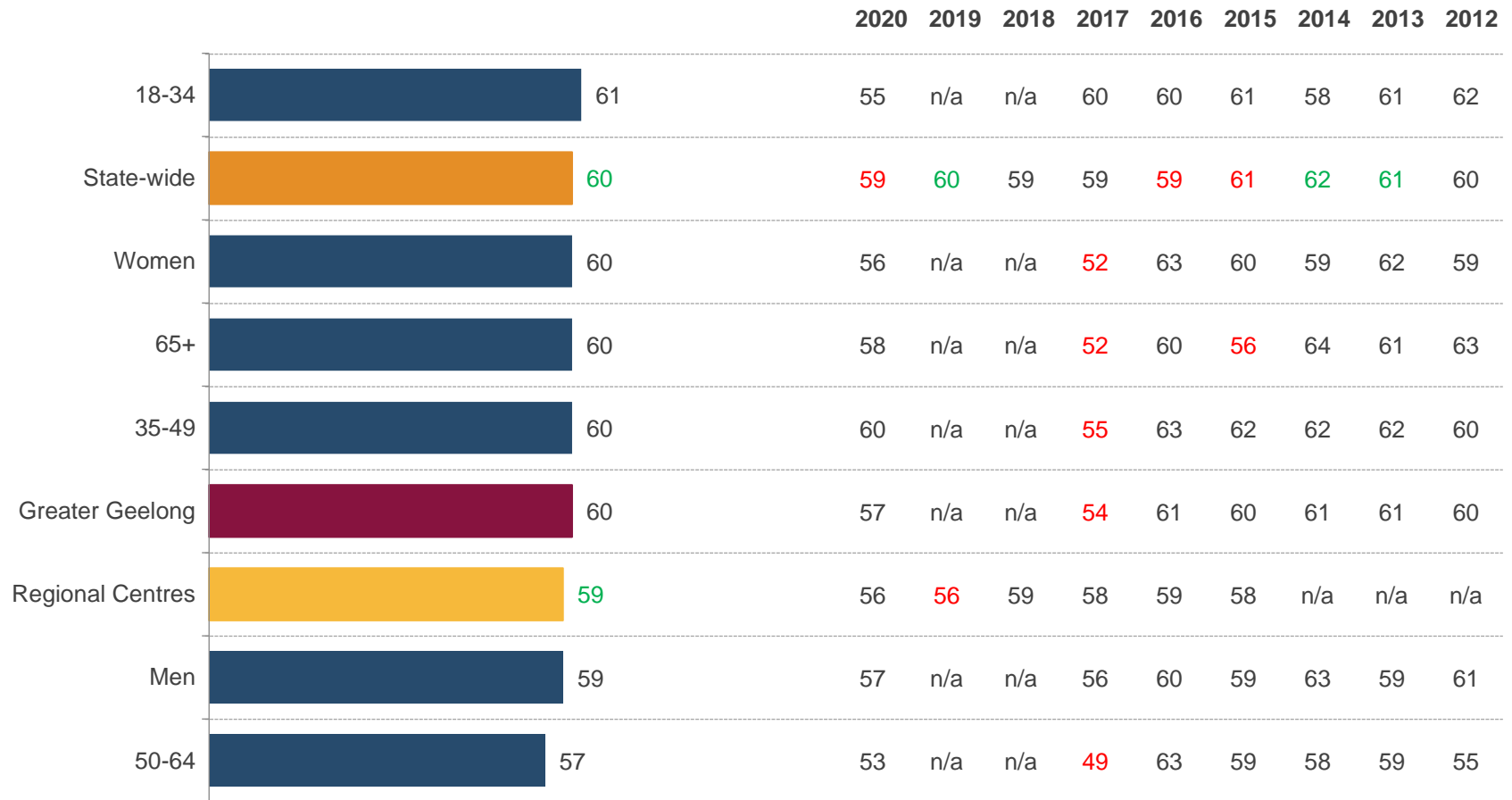
Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5



Informing the community performance



2021 informing community performance (index scores)



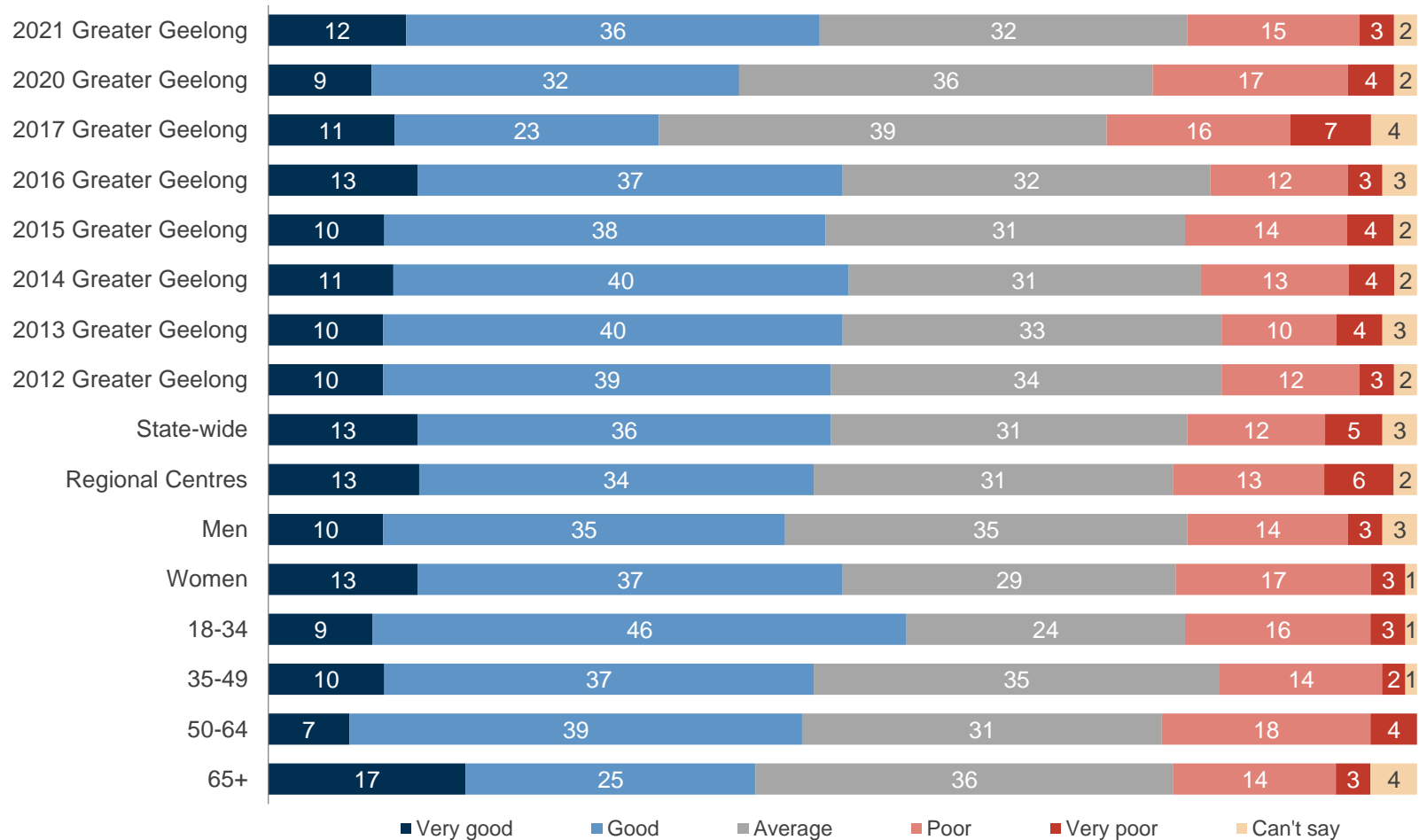
Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 35 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2021 informing community performance (%)

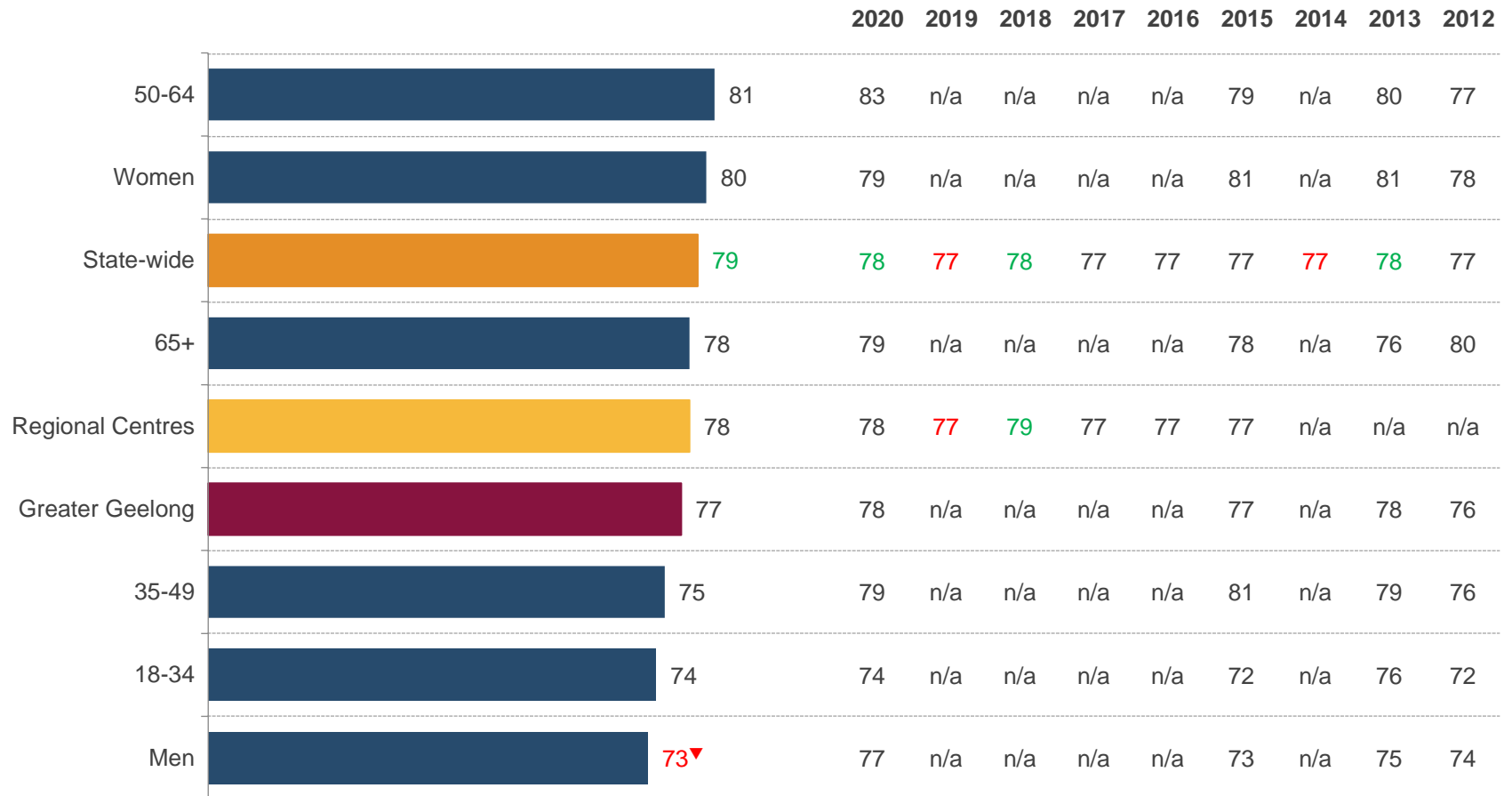


Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 35 Councils asked group: 5

The condition of local streets and footpaths in your area importance



2021 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?

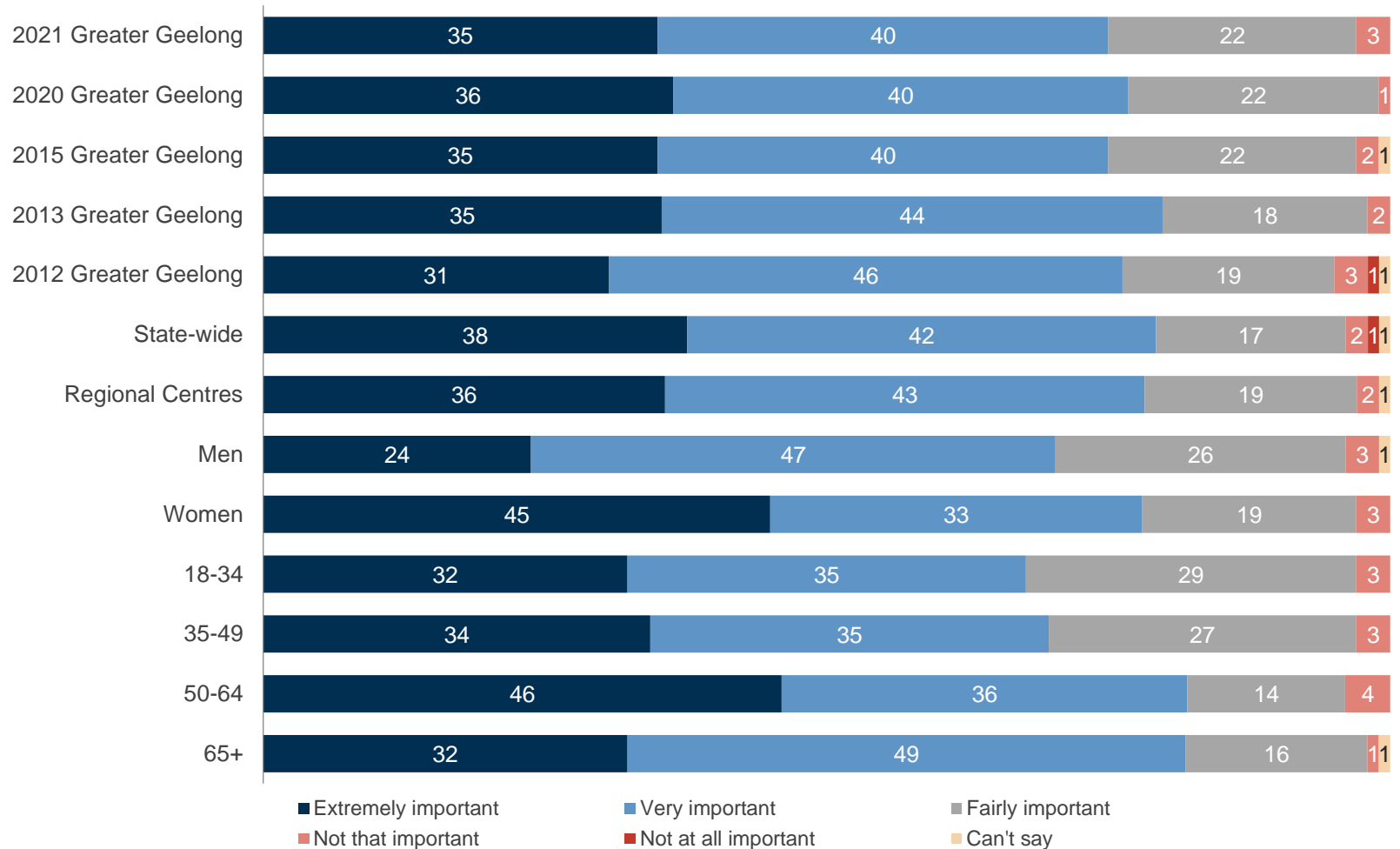
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 5

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

The condition of local streets and footpaths in your area importance



2021 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: 25 Councils asked group: 5

The condition of local streets and footpaths in your area performance



2021 streets and footpaths performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	56	n/a	n/a	44	55	55	53	57	55
18-34	62	n/a	n/a	55	60	64	69	62	63
Regional Centres	59	61	59	57	58	58	n/a	n/a	n/a
Men	63	n/a	n/a	52	58	59	64	61	55
Greater Geelong	61	n/a	n/a	50	55	58	59	59	58
State-wide	58	59	58	57	57	58	58	58	57
Women	59	n/a	n/a	48	52	57	55	57	61
35-49	62	n/a	n/a	49	53	55	58	60	57
65+	62	n/a	n/a	50	51	58	55	56	55

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

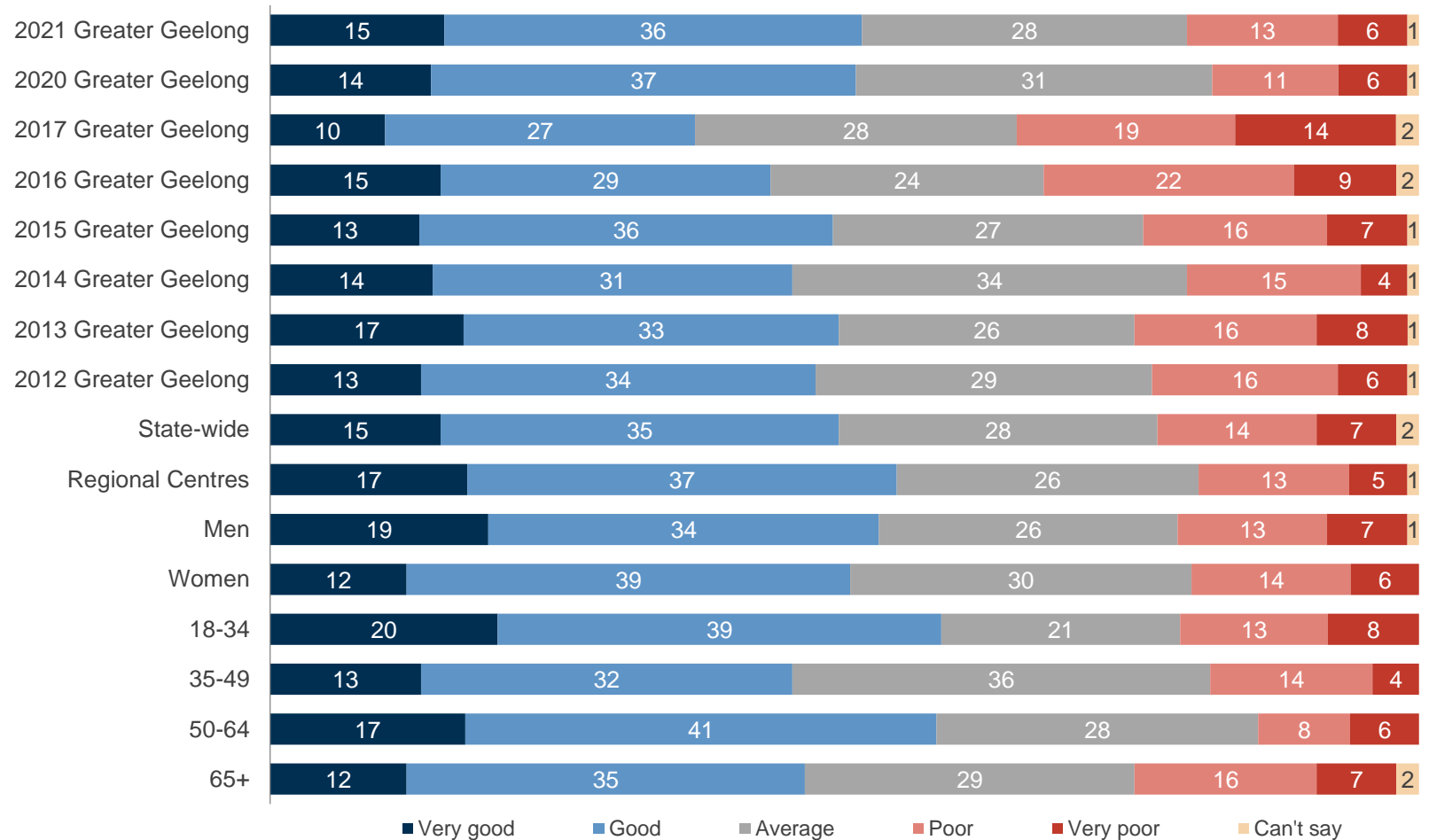
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 5

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

The condition of local streets and footpaths in your area performance



2021 streets and footpaths performance (%)



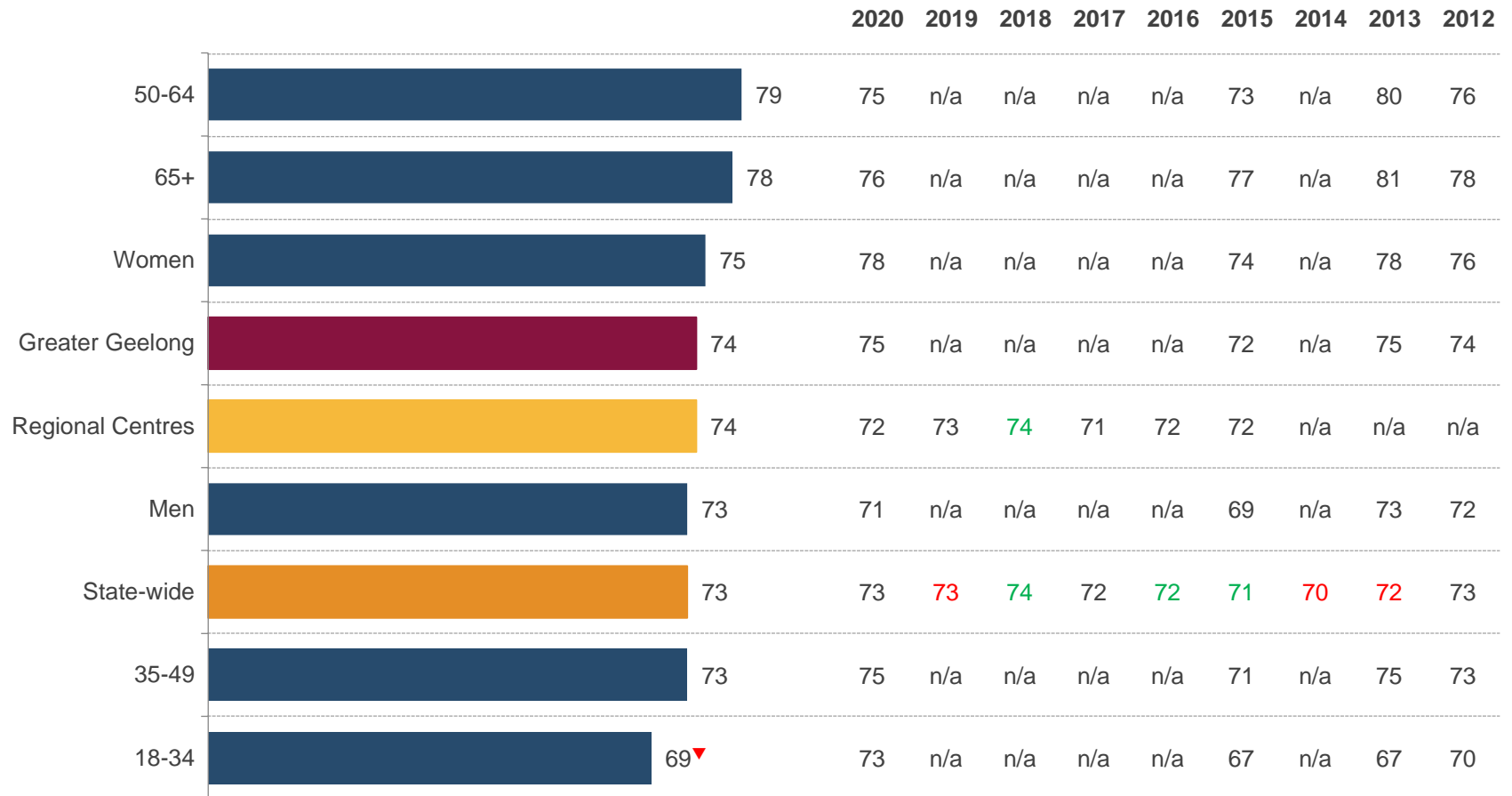
Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 5



Traffic management importance



2021 traffic management importance (index scores)



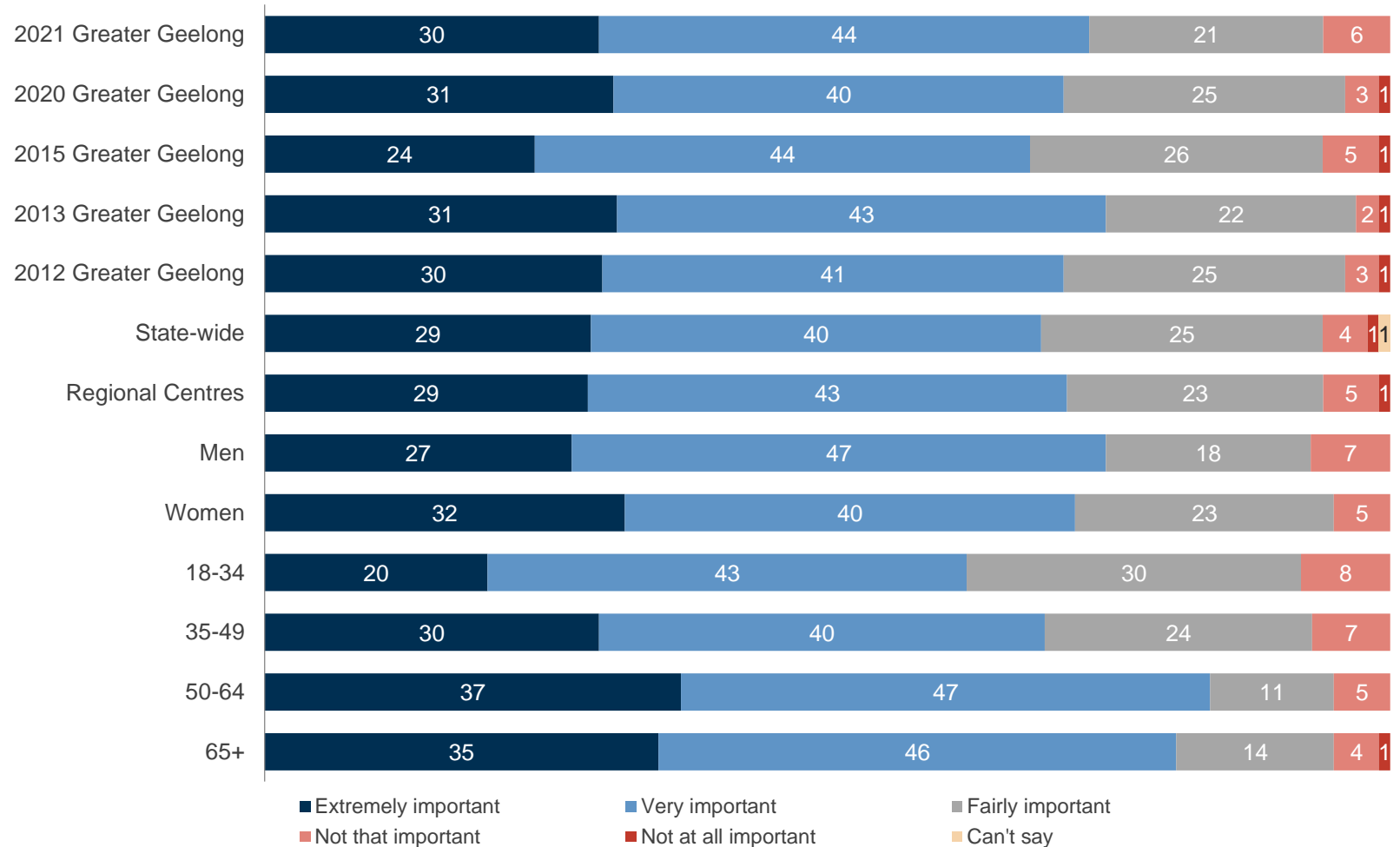
Q1. Firstly, how important should 'Traffic management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 10 Councils asked group: 2
 Note: Please see Appendix A for explanation of significant differences.



Traffic management importance



2021 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



2021 traffic management performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Women	62	57	n/a	n/a	n/a	59	63	59	62	60
18-34	62	62	n/a	n/a	n/a	65	64	62	65	62
35-49	62	57	n/a	n/a	n/a	56	59	60	60	60
65+	62	58	n/a	n/a	n/a	57	60	56	56	59
Greater Geelong	61	58	n/a	n/a	n/a	59	61	58	59	59
Men	60	59	n/a	n/a	n/a	58	58	57	57	57
Regional Centres	60	56	60	56	61	59	62	n/a	n/a	n/a
50-64	60	54	n/a	n/a	n/a	56	60	52	55	51
State-wide	59	58	57	59	59	60	60	60	60	58

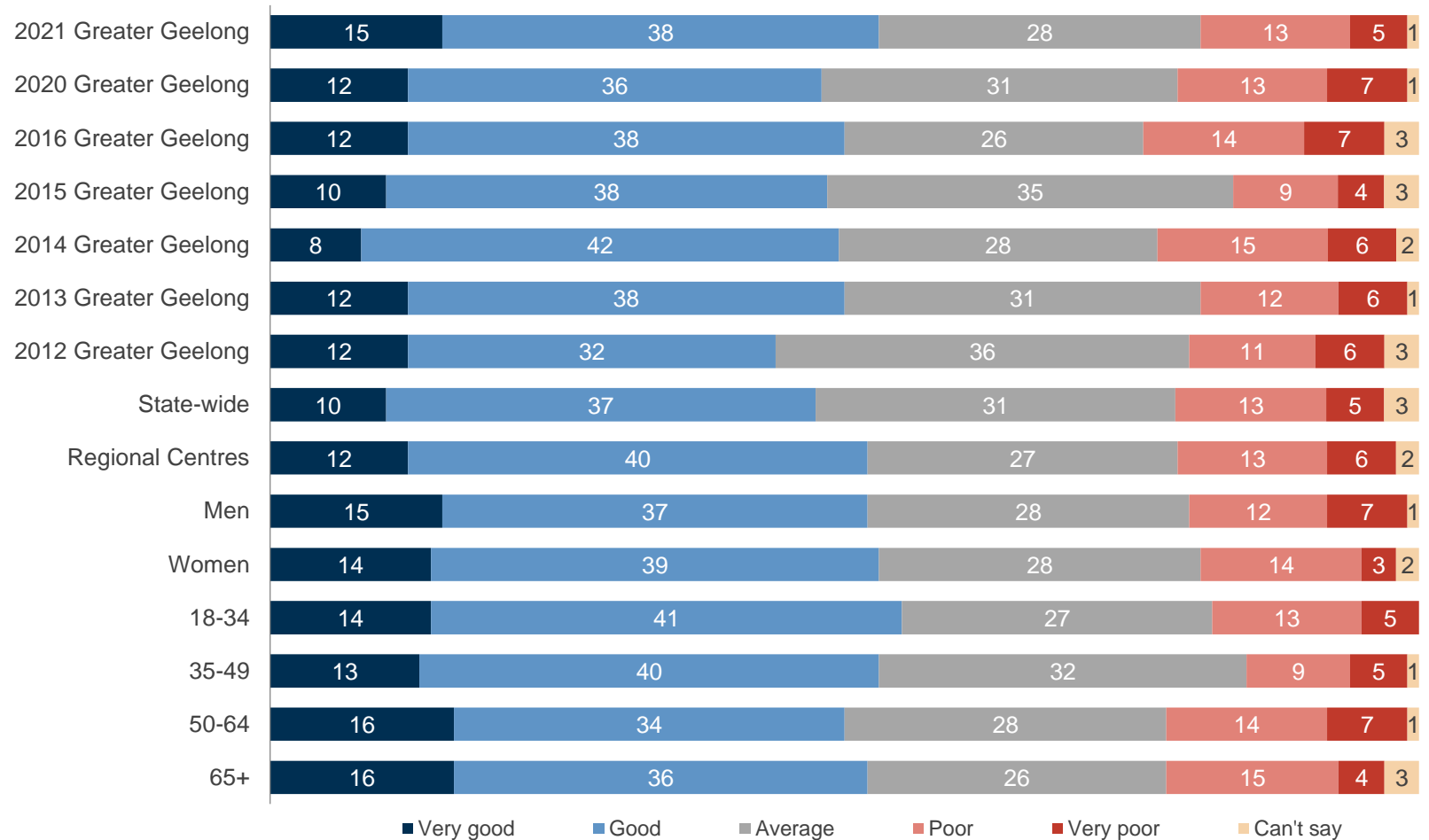
Q2. How has Council performed on 'Traffic management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 2
 Note: Please see Appendix A for explanation of significant differences.



Traffic management performance



2021 traffic management performance (%)



Q2. How has Council performed on 'Traffic management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 2



Parking facilities importance



2021 parking importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
65+	75	79	n/a	n/a	n/a	n/a	77	n/a	78	80
Regional Centres	73	75	75	72	73	74	n/a	n/a	n/a	
Women	73	80	n/a	n/a	n/a	n/a	78	n/a	82	77
50-64	72	74	n/a	n/a	n/a	n/a	74	n/a	80	77
35-49	72	72	n/a	n/a	n/a	n/a	76	n/a	80	69
State-wide	72	71	71	70	70	70	70	70	71	71
Greater Geelong	71	74	n/a	n/a	n/a	n/a	75	n/a	77	74
Men	69	67	n/a	n/a	n/a	n/a	72	n/a	72	70
18-34	65	70	n/a	n/a	n/a	n/a	73	n/a	70	71

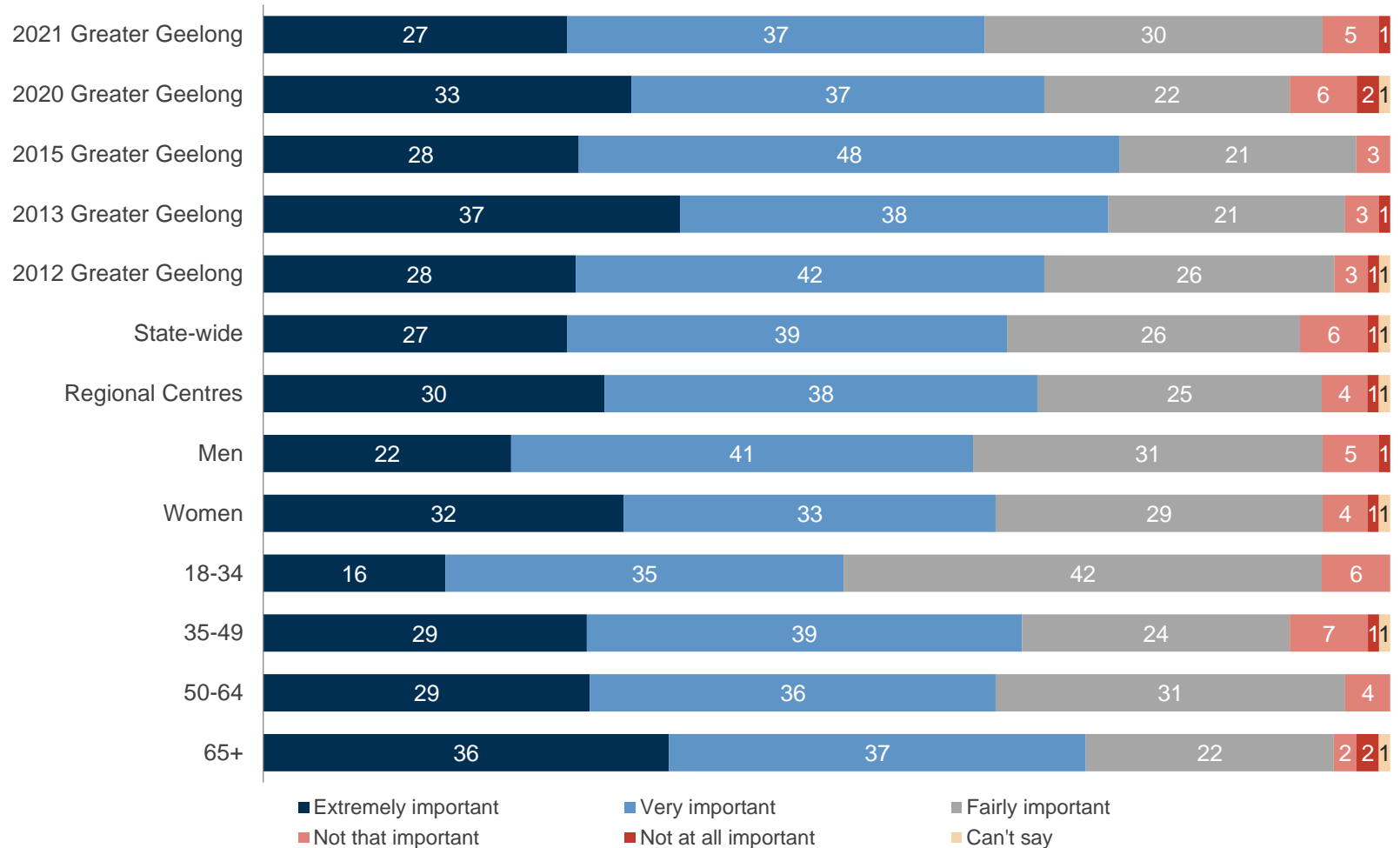
Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Parking facilities importance



2021 parking importance (%)



Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 5



Parking facilities performance



2021 parking performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	46	n/a	n/a	41	46	51	43	45	42
35-49	53	n/a	n/a	44	53	57	49	47	51
Men	54	n/a	n/a	45	51	54	51	49	51
18-34	52	n/a	n/a	46	53	58	49	50	53
State-wide	55	56	56	55	56	57	57	57	56
Greater Geelong	51	n/a	n/a	42	50	54	47	47	49
Women	47	n/a	n/a	39	48	54	44	45	46
Regional Centres	49	50	51	52	54	53	n/a	n/a	n/a
65+	51	n/a	n/a	37	45	50	48	47	46

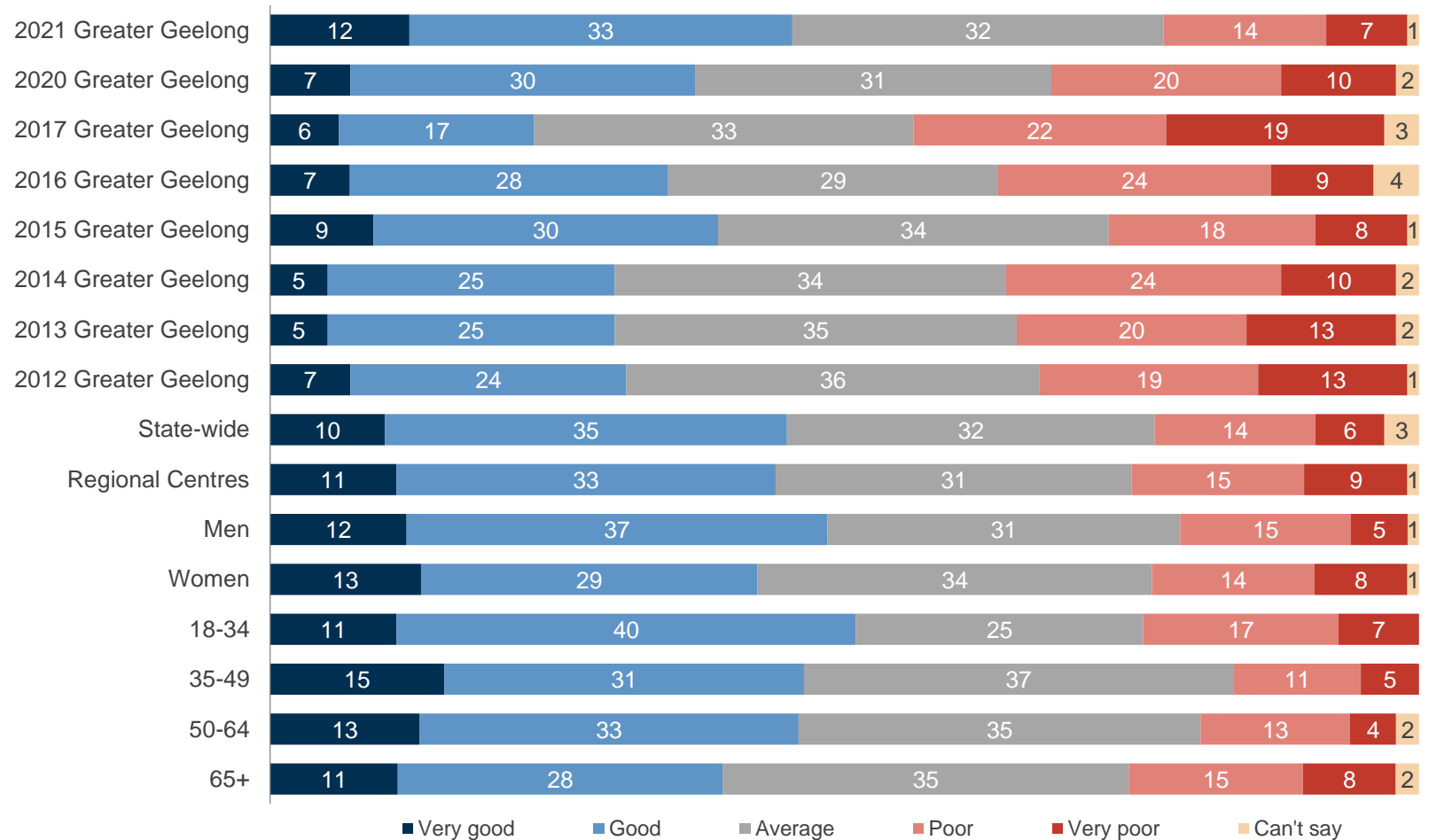
Q2. How has Council performed on 'Parking facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Parking facilities performance



2021 parking performance (%)



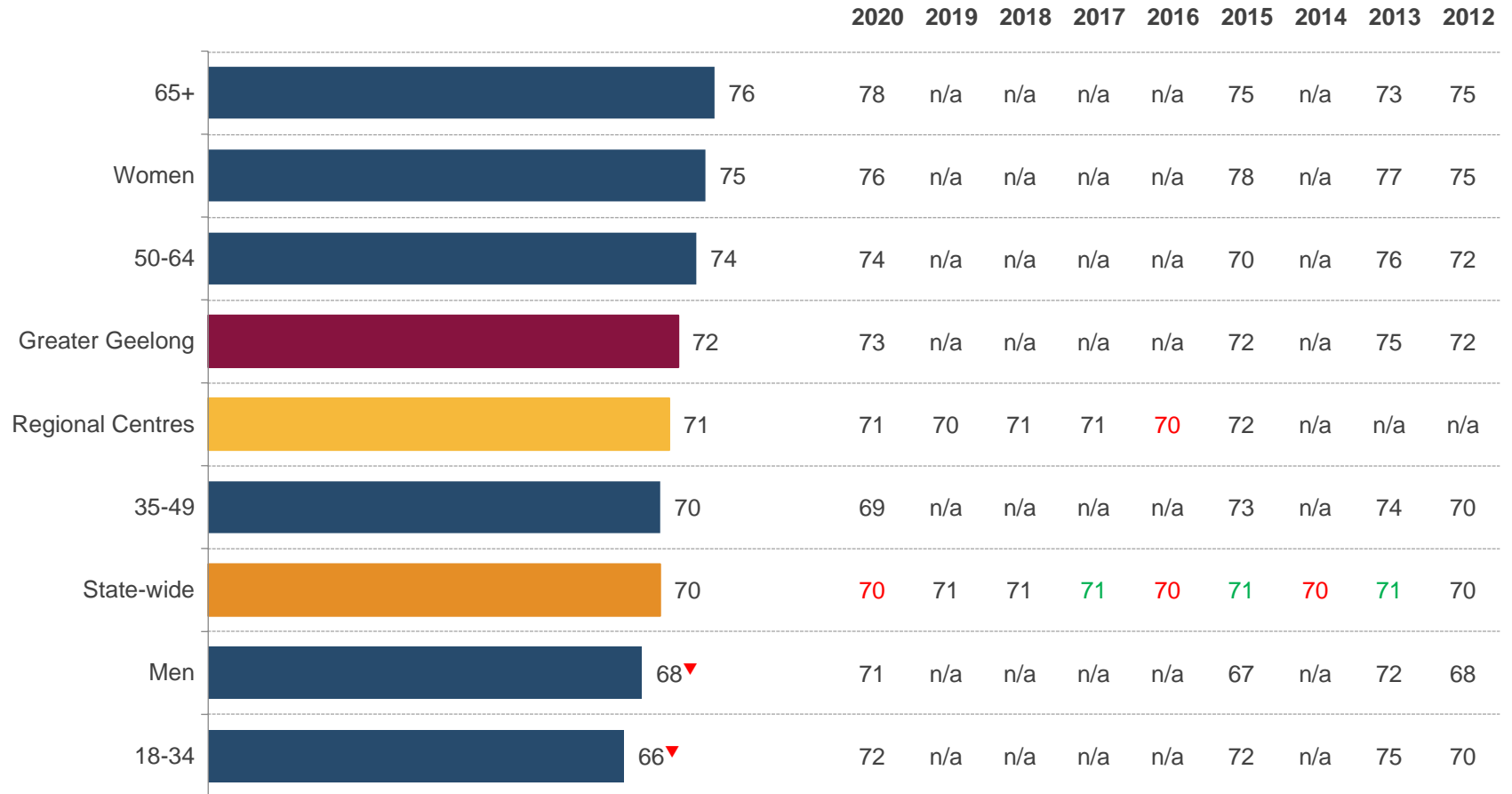
Q2. How has Council performed on 'Parking facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5



Enforcement of local laws importance



2021 law enforcement importance (index scores)



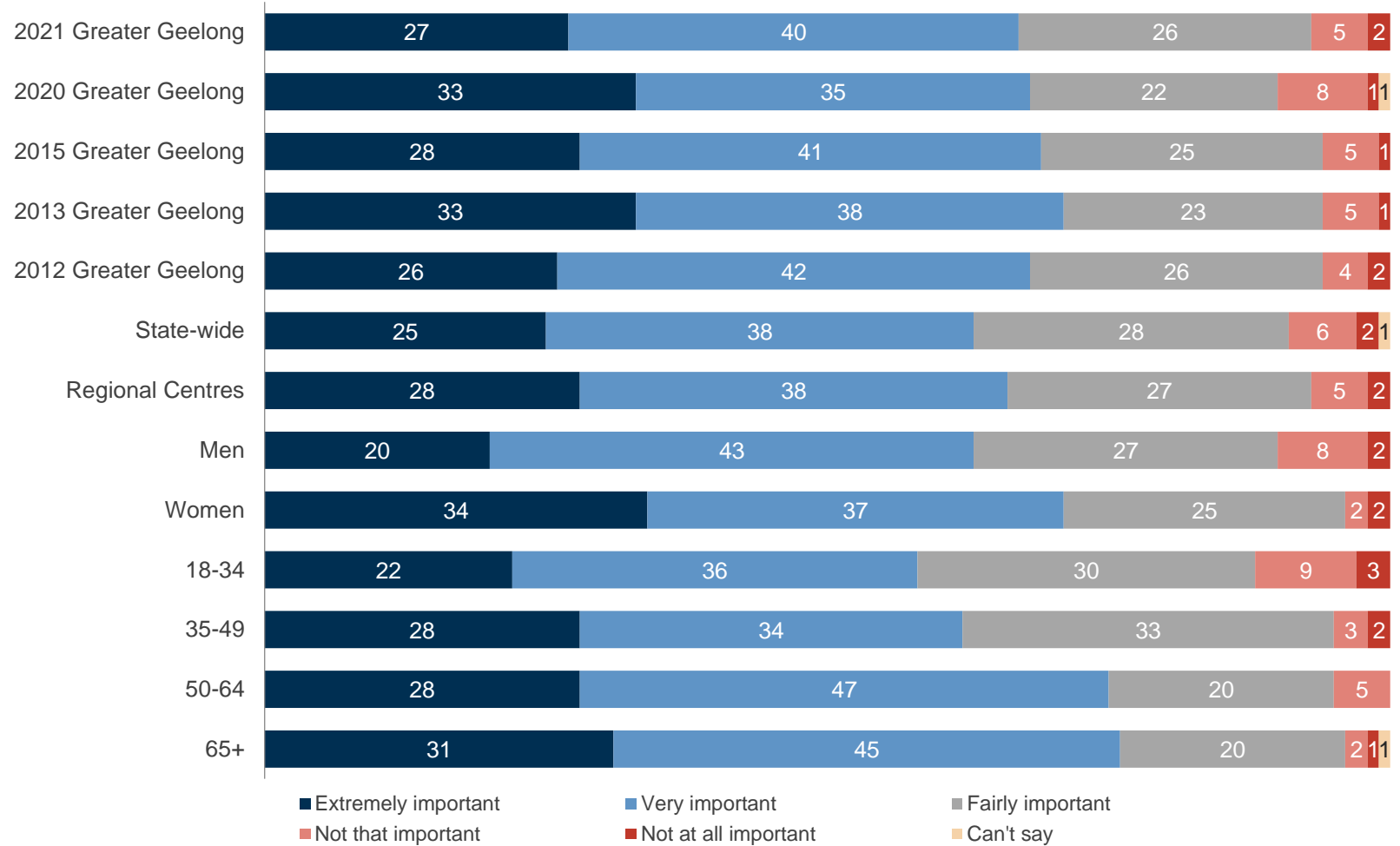
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2021 law enforcement importance (%)



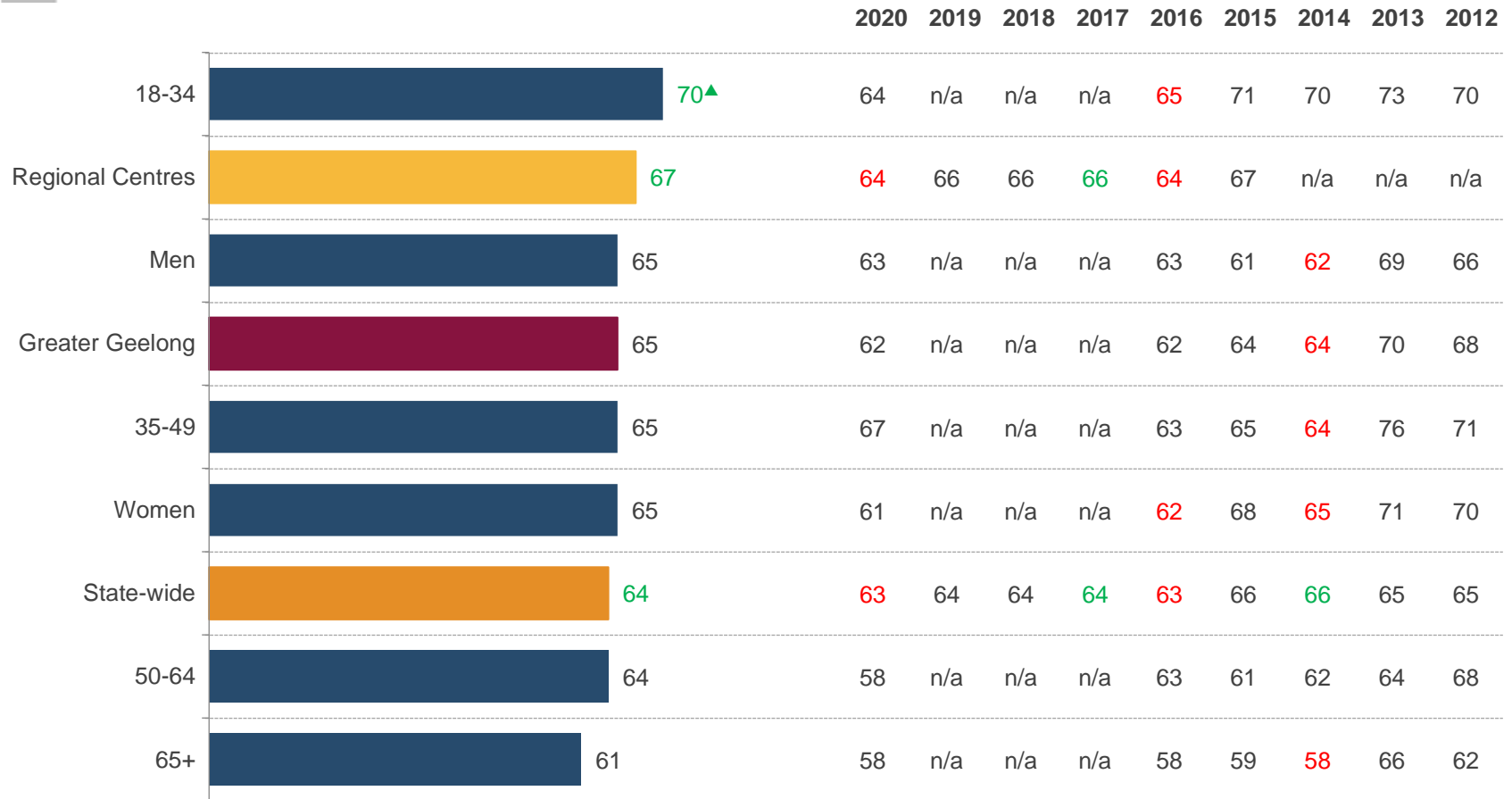
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4



Enforcement of local laws performance



2021 law enforcement performance (index scores)



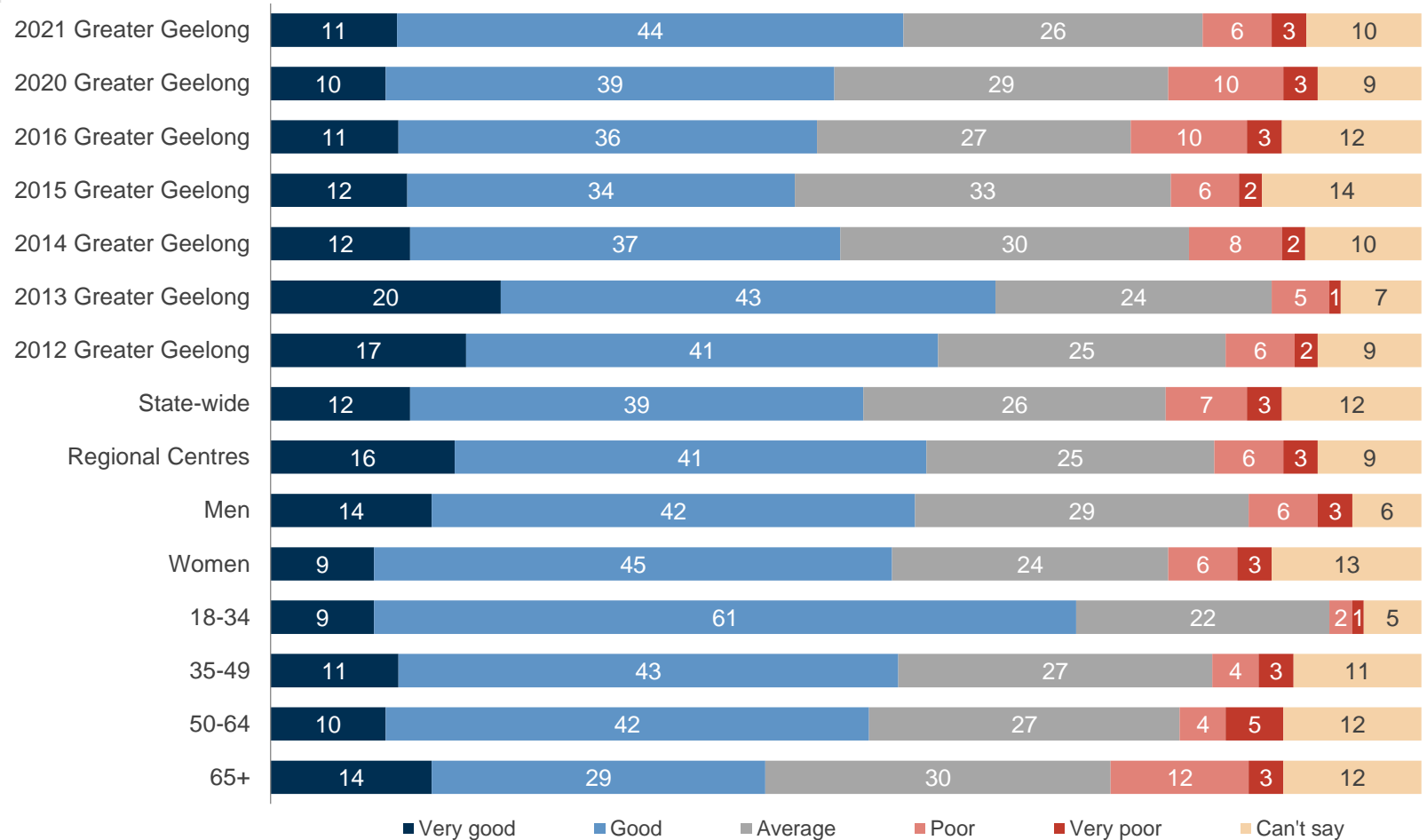
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2021 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



2021 family support importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
18-34	83▲	79	n/a	n/a	n/a	n/a	71	n/a	82	75
Women	83▲	80	n/a	n/a	n/a	n/a	78	n/a	82	78
Greater Geelong	78	76	n/a	n/a	n/a	n/a	73	n/a	78	75
Regional Centres	78	76	75	75	76	73	75	n/a	n/a	n/a
35-49	77	73	n/a	n/a	n/a	n/a	75	n/a	80	74
State-wide	76	75	74	74	73	73	73	72	73	73
50-64	76	76	n/a	n/a	n/a	n/a	73	n/a	73	76
65+	76	75	n/a	n/a	n/a	n/a	73	n/a	75	75
Men	73▼	71	n/a	n/a	n/a	n/a	68	n/a	74	71

Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4

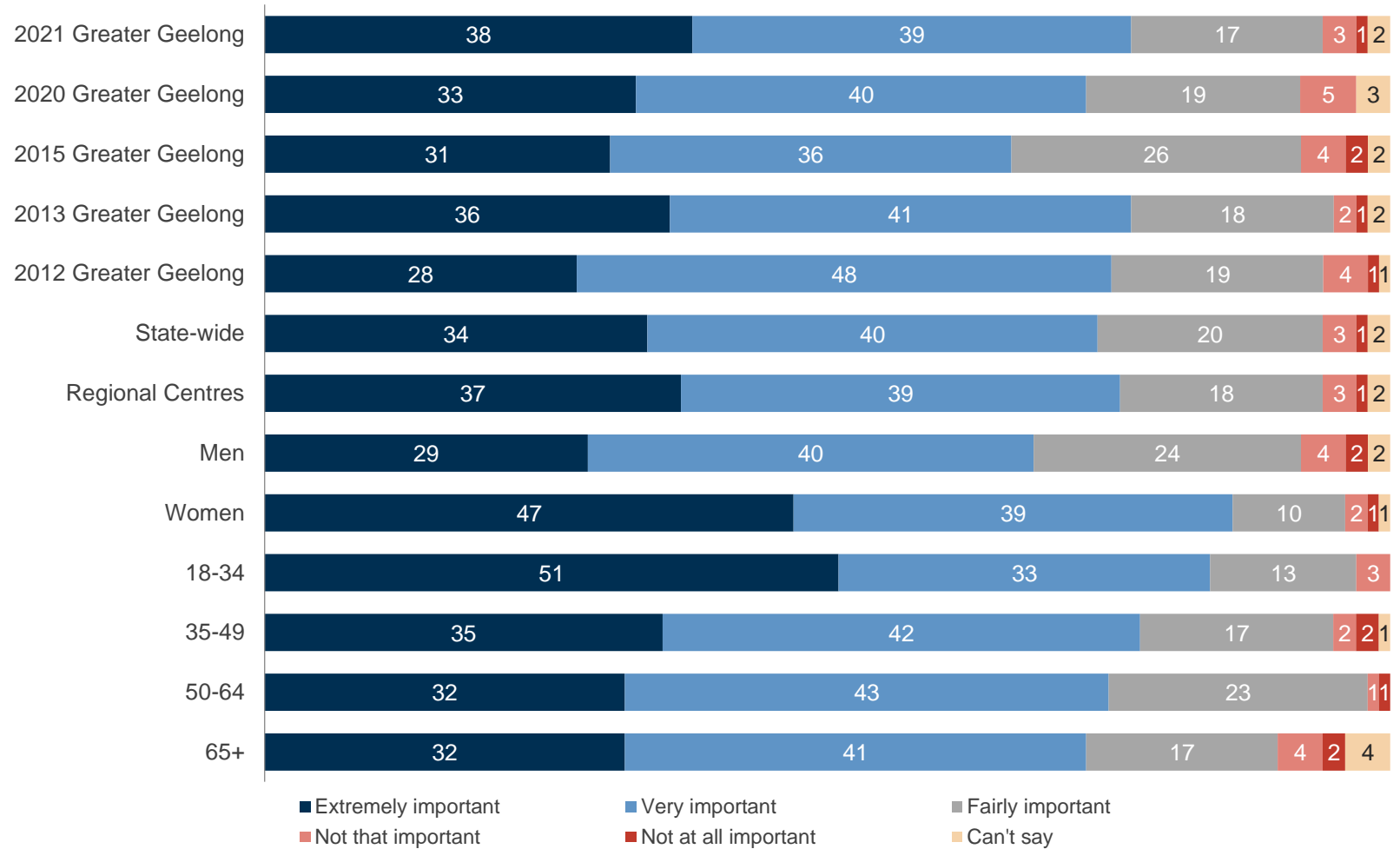
Note: Please see Appendix A for explanation of significant differences.



Family support services importance



2021 family support importance (%)



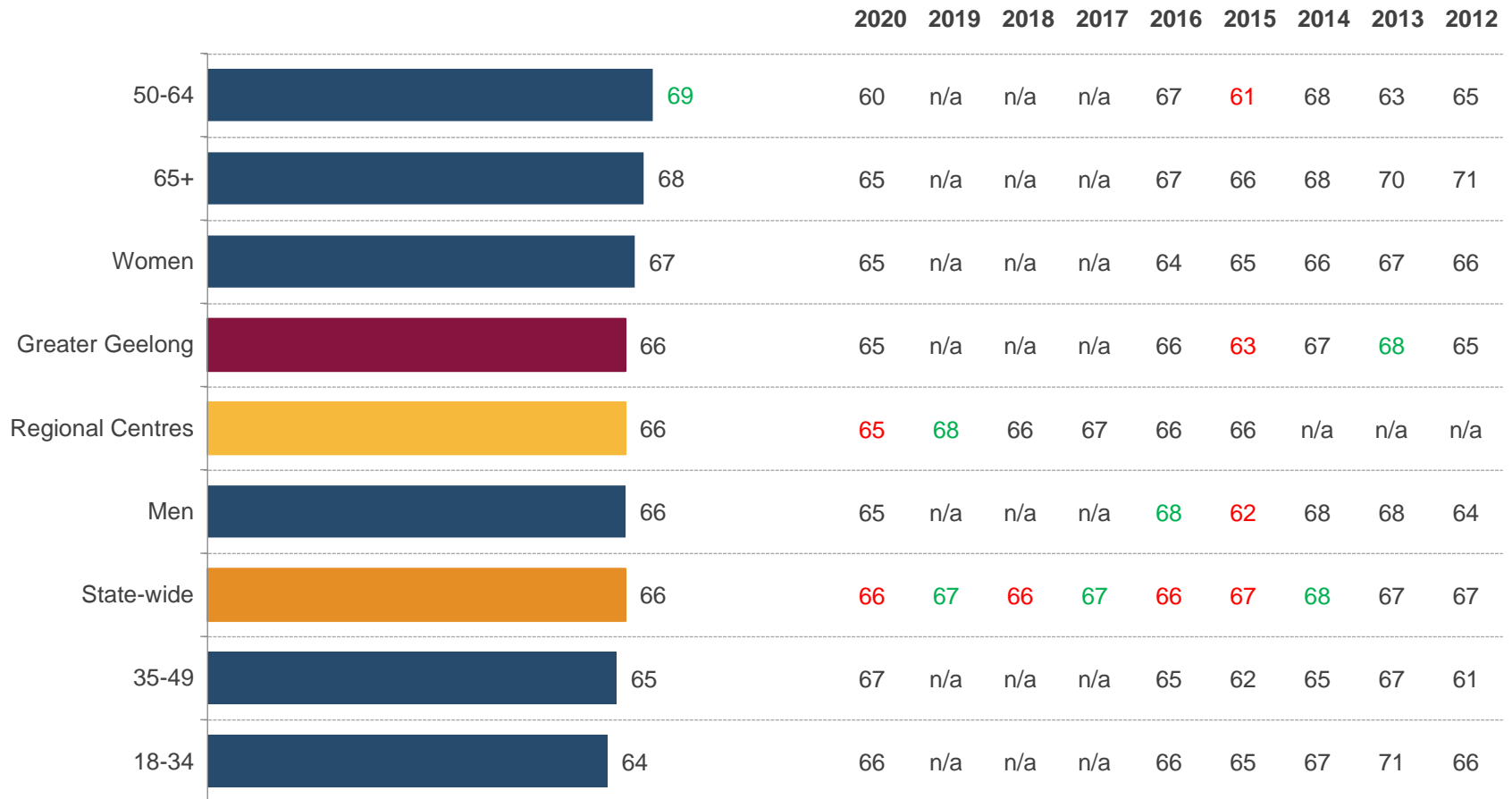
Q1. Firstly, how important should 'Family support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4



Family support services performance



2021 family support performance (index scores)



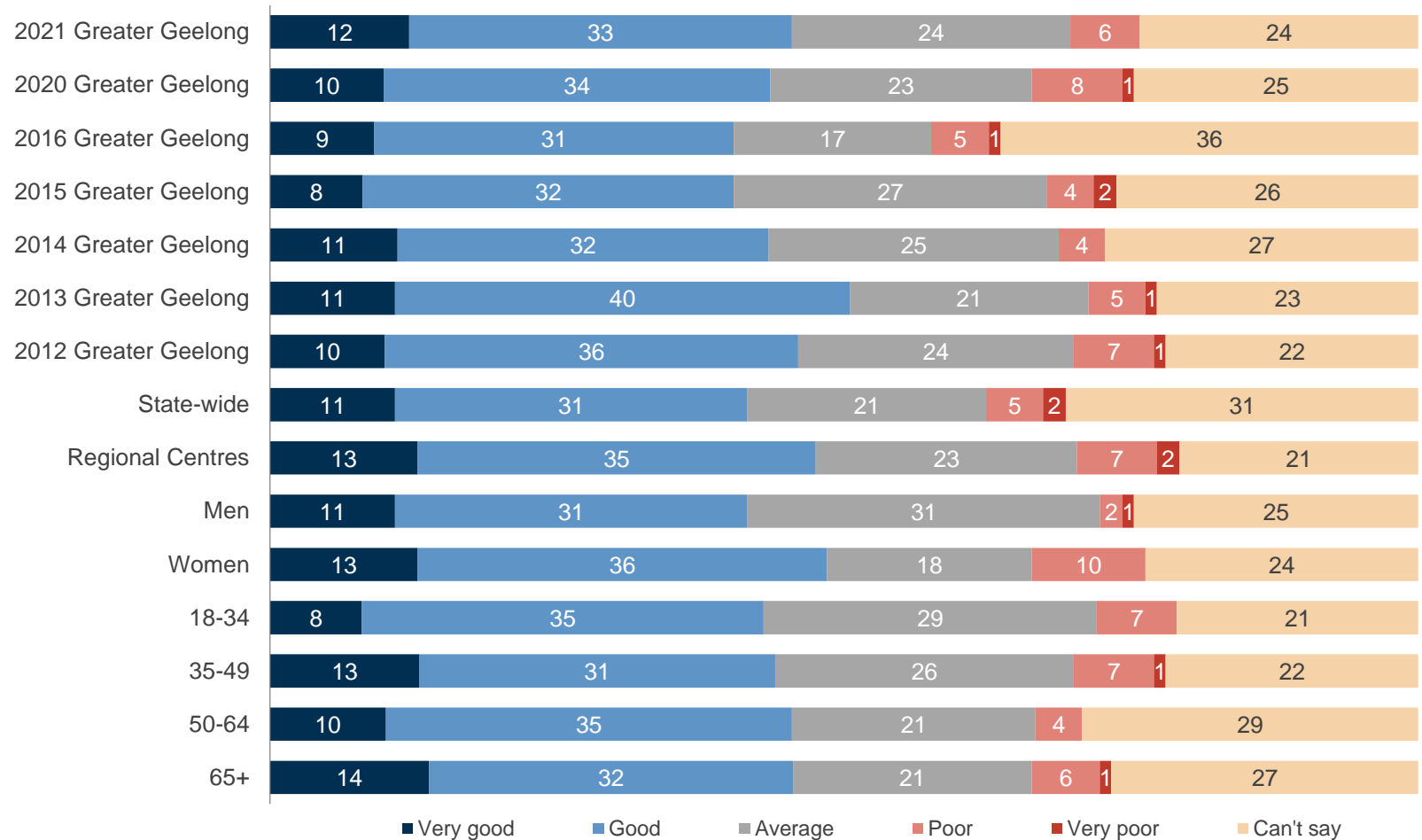
Q2. How has Council performed on 'Family support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 29 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Family support services performance



2021 family support performance (%)



Q2. How has Council performed on 'Family support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 29 Councils asked group: 4



Elderly support services importance



2021 elderly support importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	84	84	n/a	n/a	n/a	n/a	83	n/a	87	85
65+	83	83	n/a	n/a	n/a	n/a	82	n/a	81	85
50-64	82	84	n/a	n/a	n/a	n/a	81	n/a	82	84
Regional Centres	82	80	81	80	80	78	80	n/a	n/a	n/a
State-wide	82	80	80	79	78	78	79	79	79	80
Greater Geelong	81	81	n/a	n/a	n/a	n/a	79	n/a	81	82
18-34	81	79	n/a	n/a	n/a	n/a	76	n/a	80	78
35-49	79	79	n/a	n/a	n/a	n/a	77	n/a	82	80
Men	78	77	n/a	n/a	n/a	n/a	75	n/a	75	78

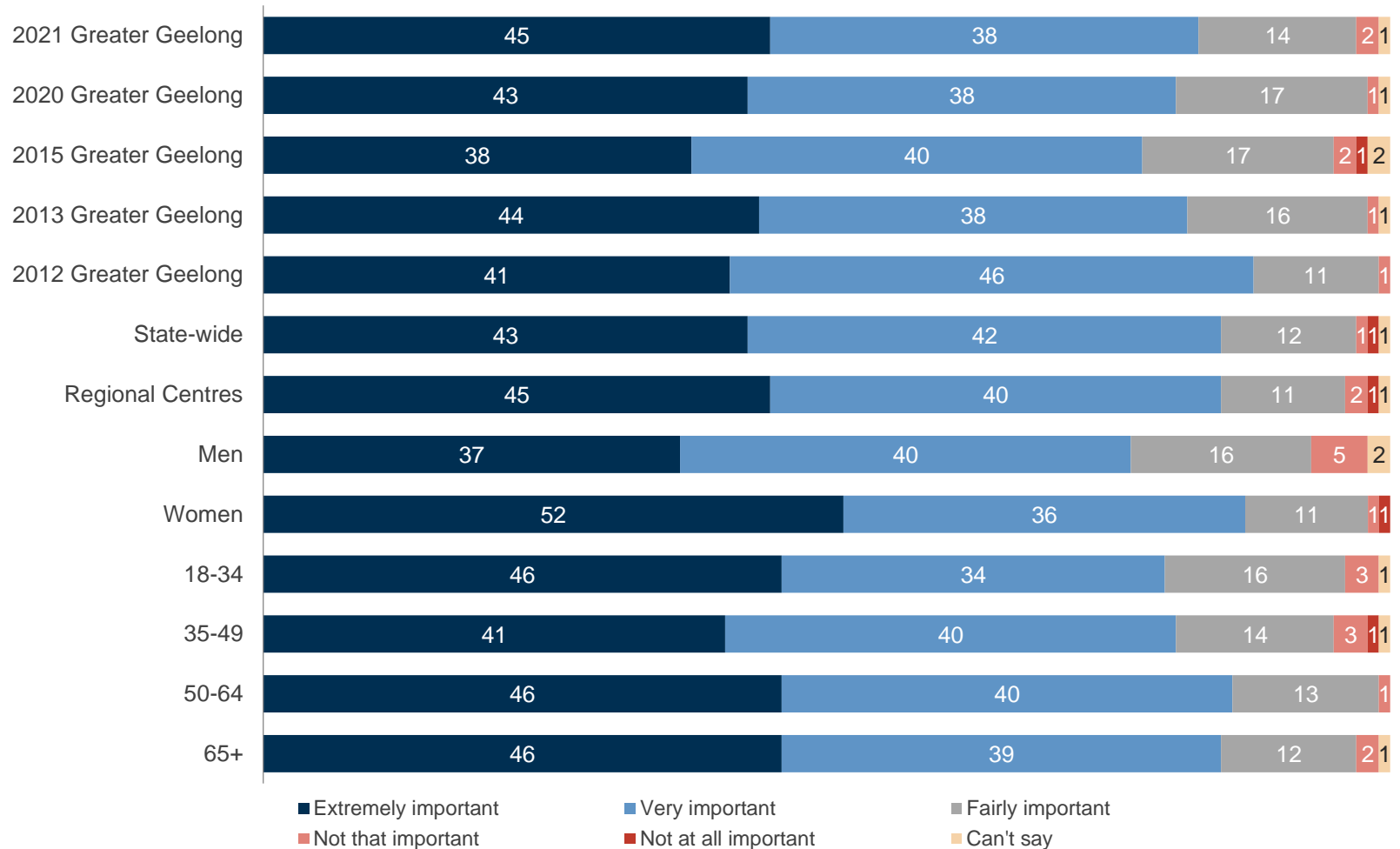
Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Elderly support services importance



2021 elderly support importance (%)



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3



Elderly support services performance



2021 elderly support performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
65+	70▲	66	n/a	n/a	n/a	69	68	68	70	73
State-wide	69▲	68	68	68	68	68	69	70	69	69
50-64	67	59	n/a	n/a	n/a	65	63	68	64	65
Men	66	64	n/a	n/a	n/a	65	63	69	66	65
Greater Geelong	65	64	n/a	n/a	n/a	66	63	69	67	66
Regional Centres	65	63	67	66	68	66	66	n/a	n/a	n/a
Women	65	63	n/a	n/a	n/a	66	64	69	67	66
18-34	64	65	n/a	n/a	n/a	68	62	70	67	63
35-49	60▼	63	n/a	n/a	n/a	59	61	69	68	62

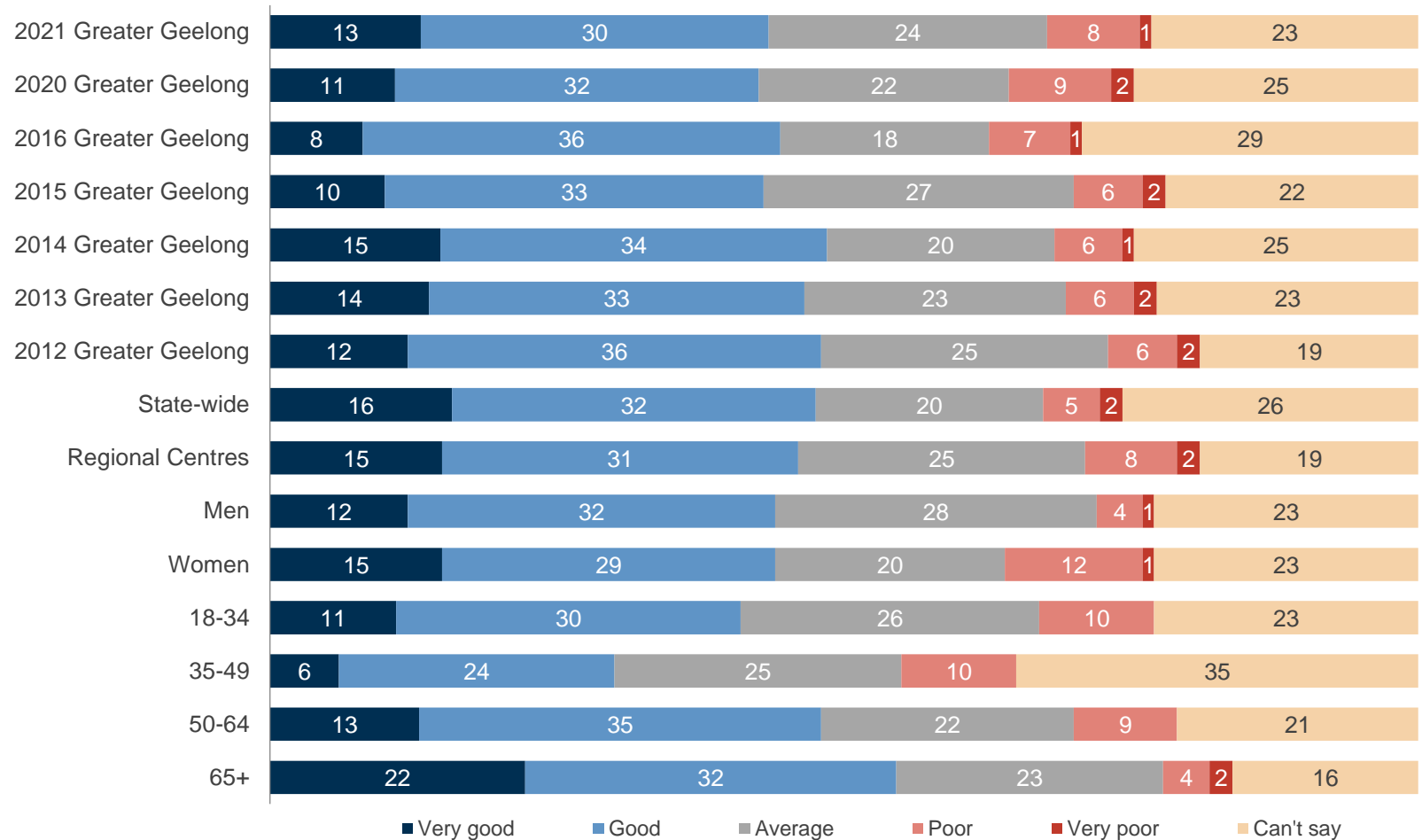
Q2. How has Council performed on 'Elderly support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Elderly support services performance



2021 elderly support performance (%)



Q2. How has Council performed on 'Elderly support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 3



Disadvantaged support services importance



2021 disadvantaged support importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	83▲	81	n/a	n/a	n/a	n/a	75	n/a	82	77
18-34	79	80	n/a	n/a	n/a	n/a	69	n/a	79	72
35-49	79	72	n/a	n/a	n/a	n/a	73	n/a	77	75
65+	79	75	n/a	n/a	n/a	n/a	76	n/a	80	74
Greater Geelong	78	76	n/a	n/a	n/a	n/a	72	n/a	78	74
Regional Centres	78	76	n/a	n/a	75	73	74	n/a	n/a	n/a
State-wide	77	74	74	72	71	73	73	72	73	73
50-64	75	79	n/a	n/a	n/a	n/a	72	n/a	77	74
Men	73▼	71	n/a	n/a	n/a	n/a	69	n/a	73	71

Q1. Firstly, how important should 'Disadvantaged support services' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 8 Councils asked group: 1

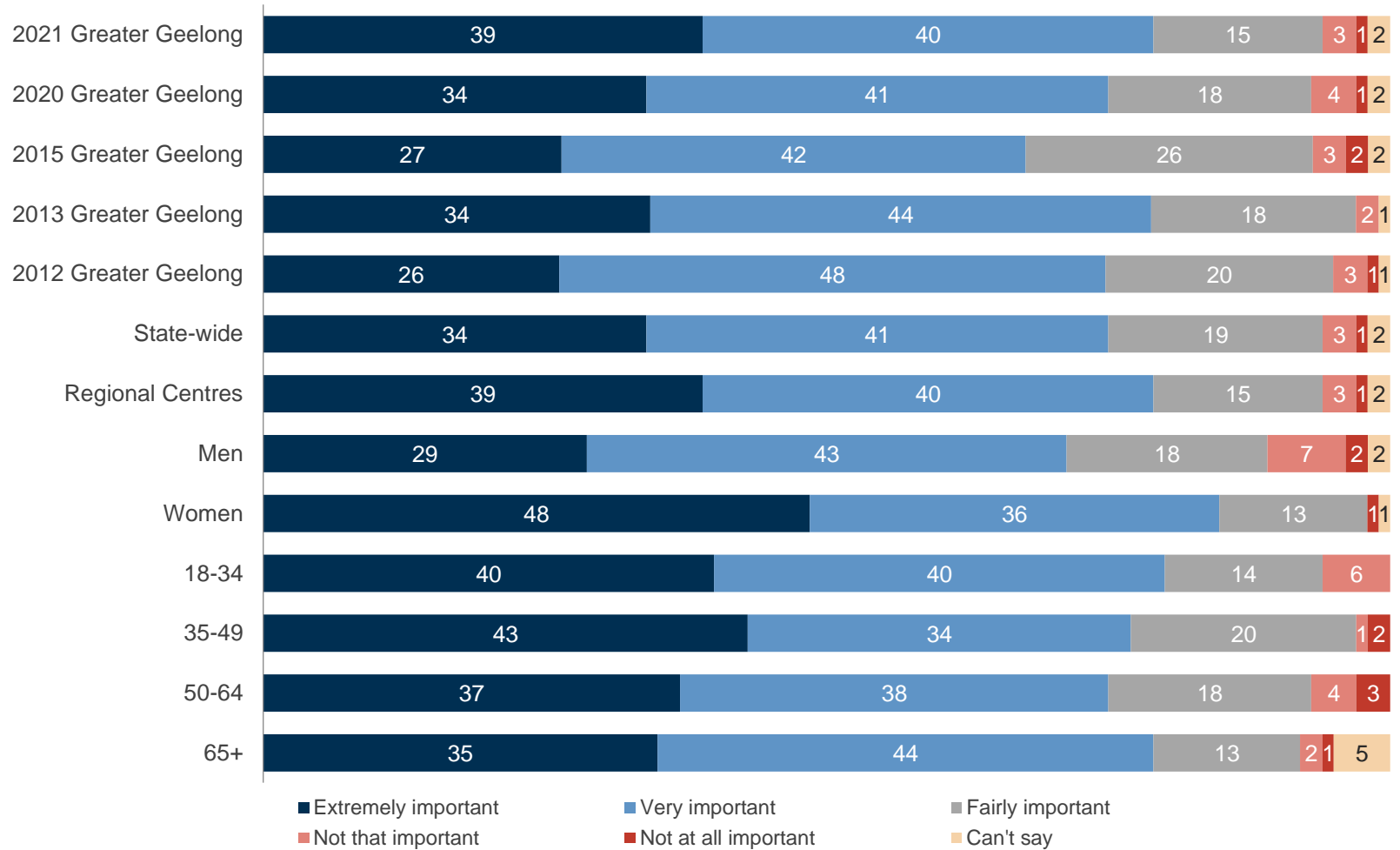
Note: Please see Appendix A for explanation of significant differences.



Disadvantaged support services importance



2021 disadvantaged support importance (%)



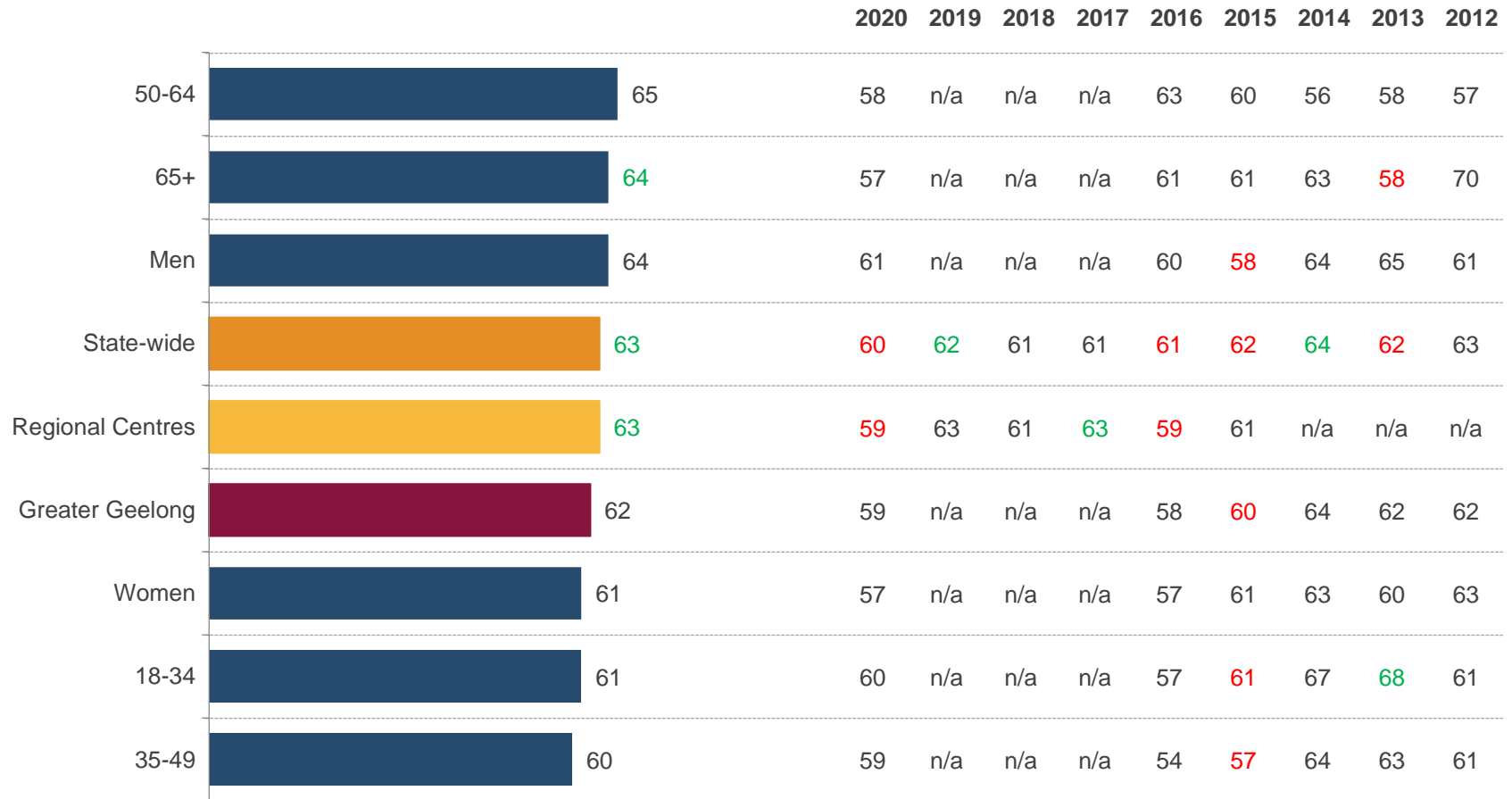
Q1. Firstly, how important should 'Disadvantaged support services' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 8 Councils asked group: 1



Disadvantaged support services performance



2021 disadvantaged support performance (index scores)



Q2. How has Council performed on 'Disadvantaged support services' over the last 12 months?

Base: All respondents. Councils asked state-wide: 12 Councils asked group: 2

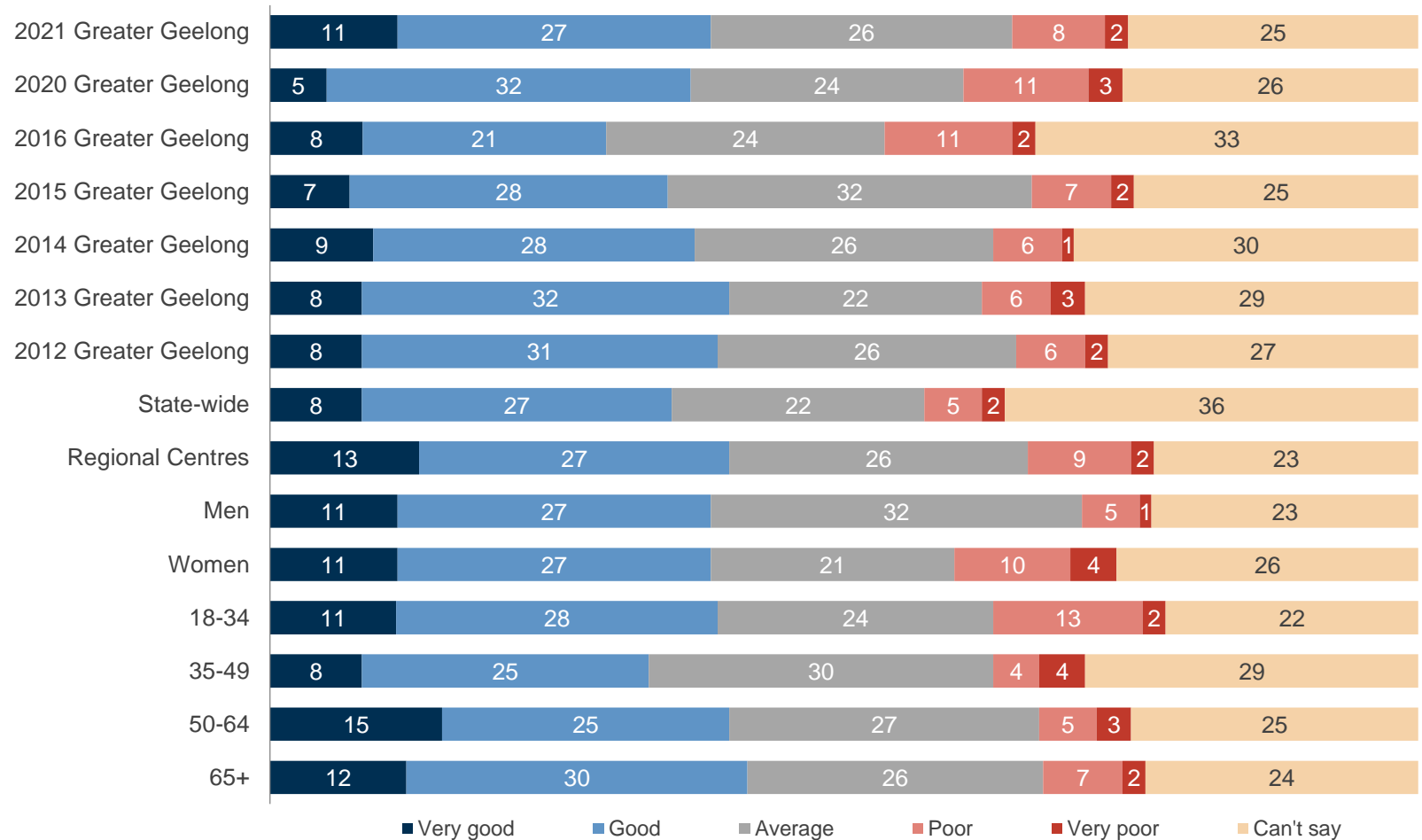
Note: Please see Appendix A for explanation of significant differences.



Disadvantaged support services performance



2021 disadvantaged support performance (%)



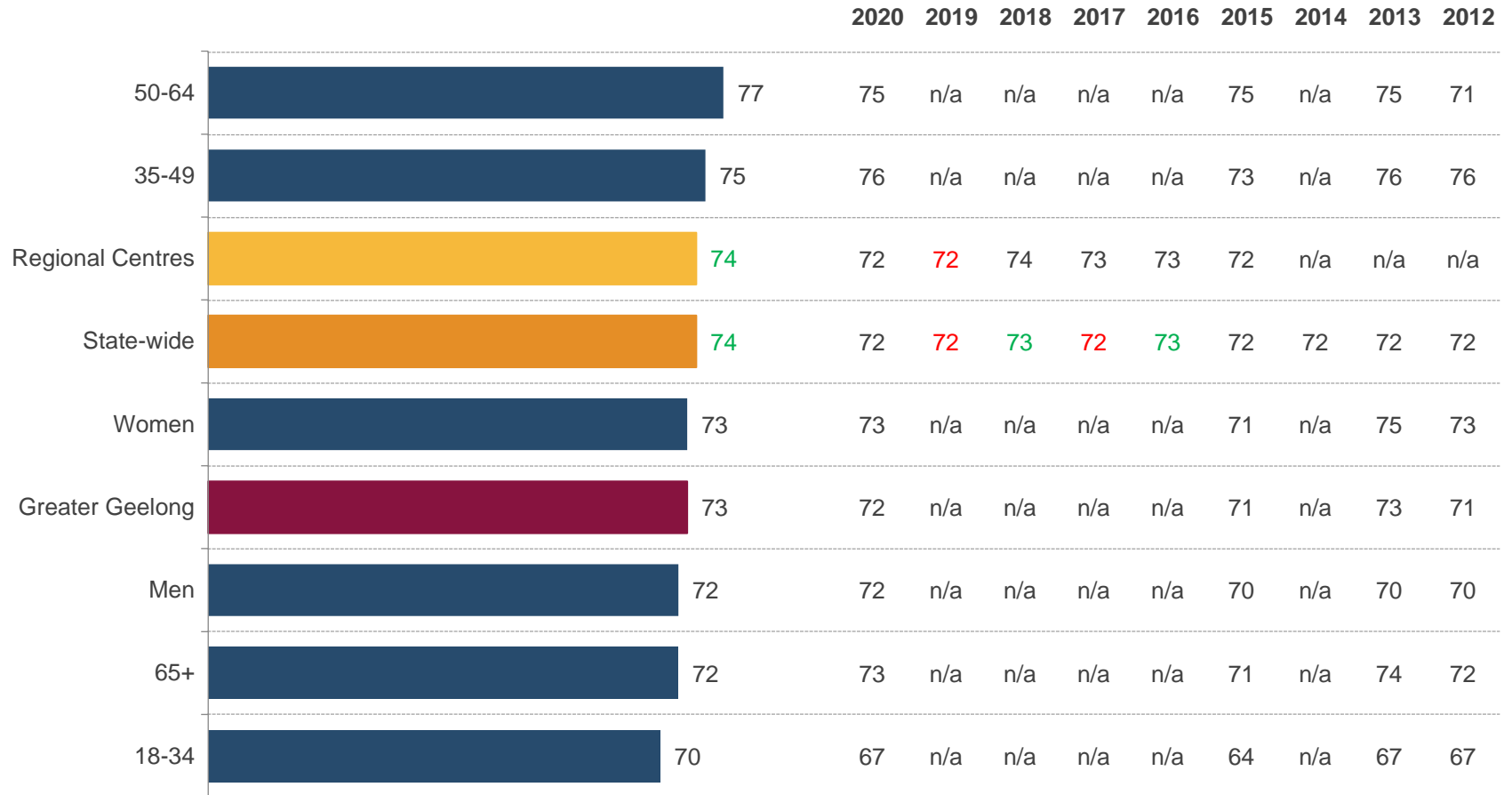
Q2. How has Council performed on 'Disadvantaged support services' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 12 Councils asked group: 2



Recreational facilities importance



2021 recreational facilities importance (index scores)



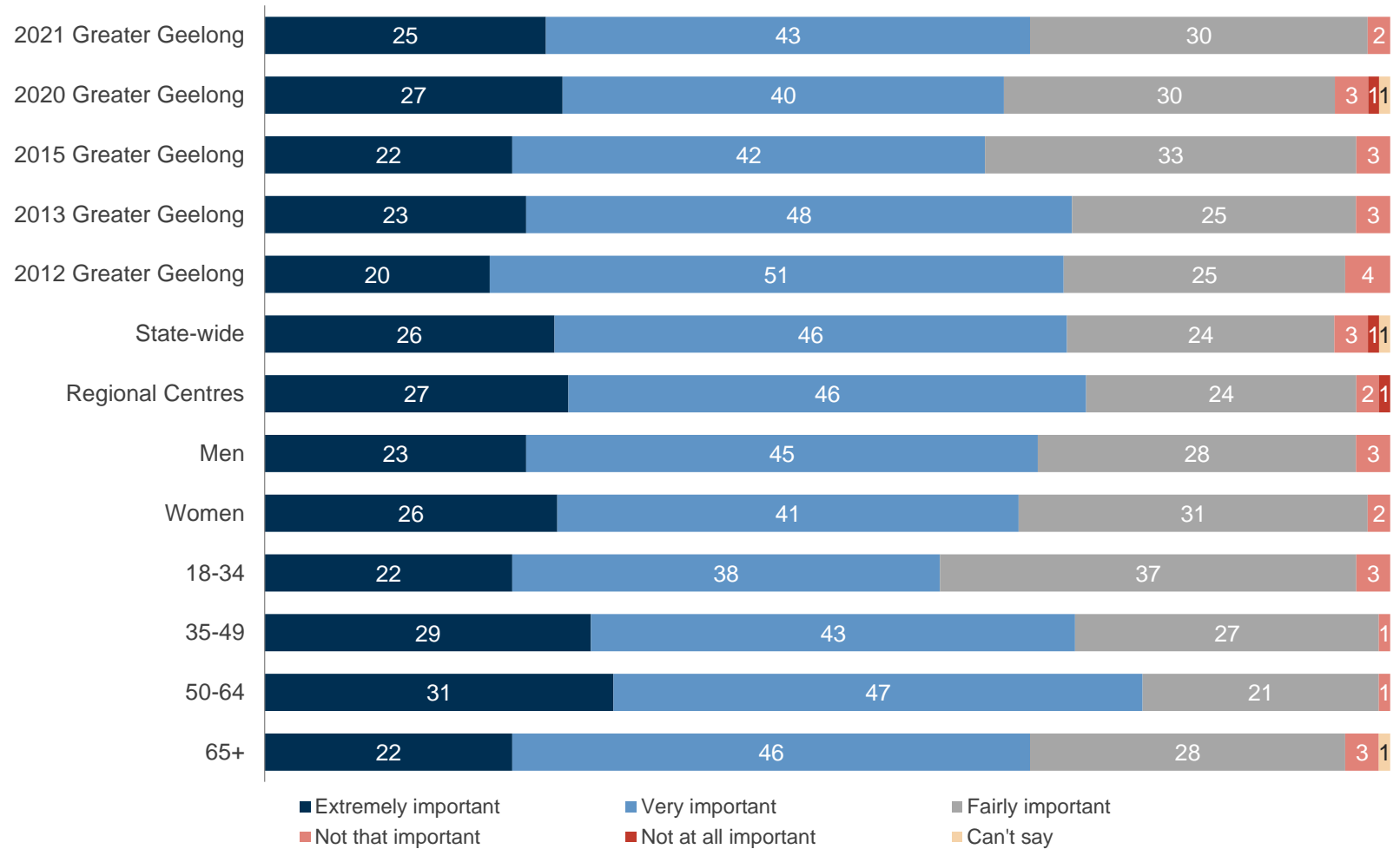
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2021 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 33 Councils asked group: 5



Recreational facilities performance



2021 recreational facilities performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Men	77	72	n/a	n/a	n/a	72	65	74	74	71
50-64	76	69	n/a	n/a	n/a	73	70	67	74	69
35-49	76	74	n/a	n/a	n/a	69	73	72	73	69
Greater Geelong	75	71	n/a	n/a	n/a	72	70	73	73	72
65+	75	74	n/a	n/a	n/a	73	71	76	73	74
18-34	74	69	n/a	n/a	n/a	74	67	74	73	75
Regional Centres	74	70	71	70	69	70	69	n/a	n/a	n/a
Women	73	71	n/a	n/a	n/a	73	75	71	73	72
State-wide	71▼	70	70	69	70	69	70	71	70	70

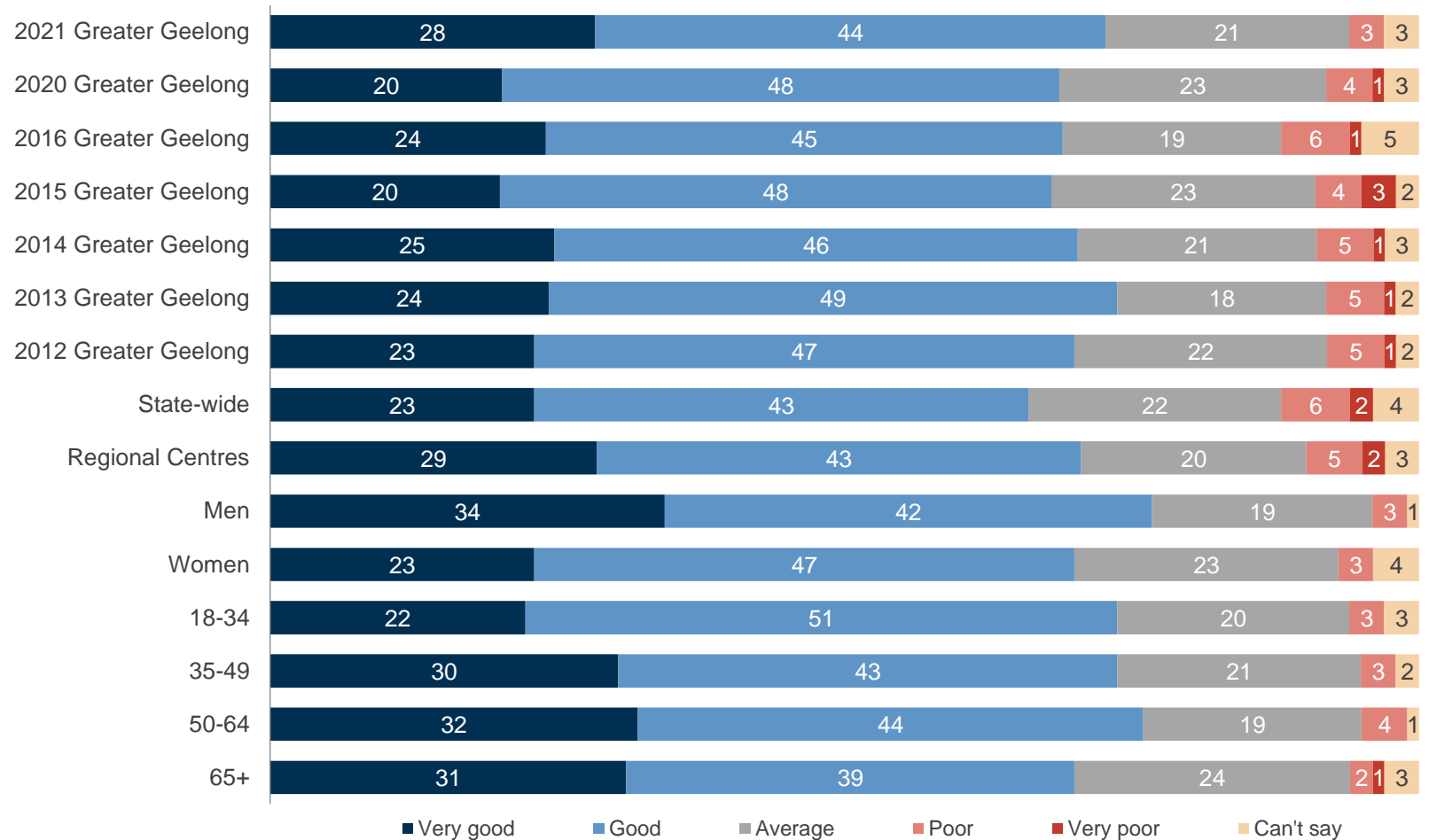
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 42 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2021 recreational facilities performance (%)



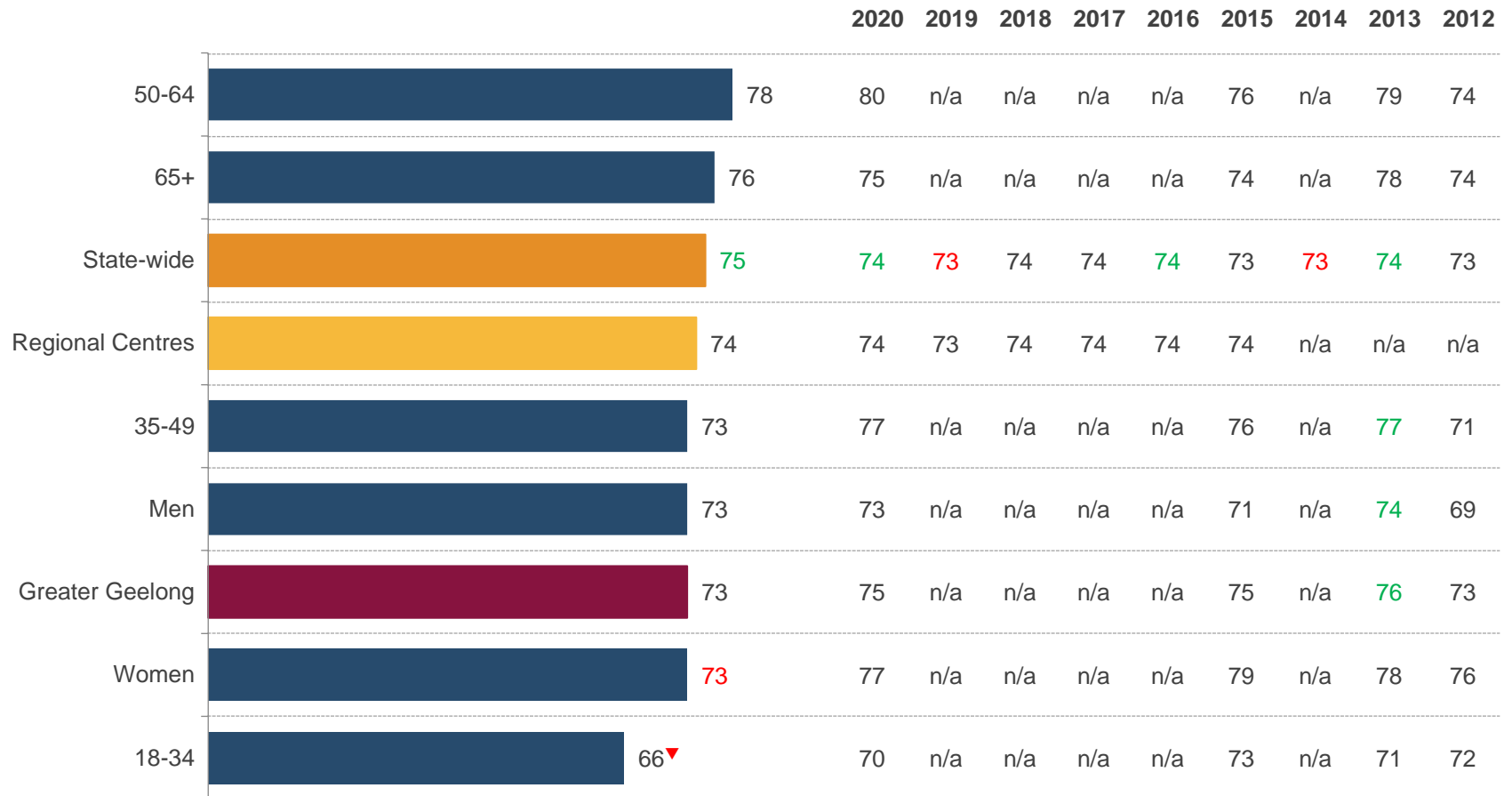
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 42 Councils asked group: 5



The appearance of public areas importance



2021 public areas importance (index scores)



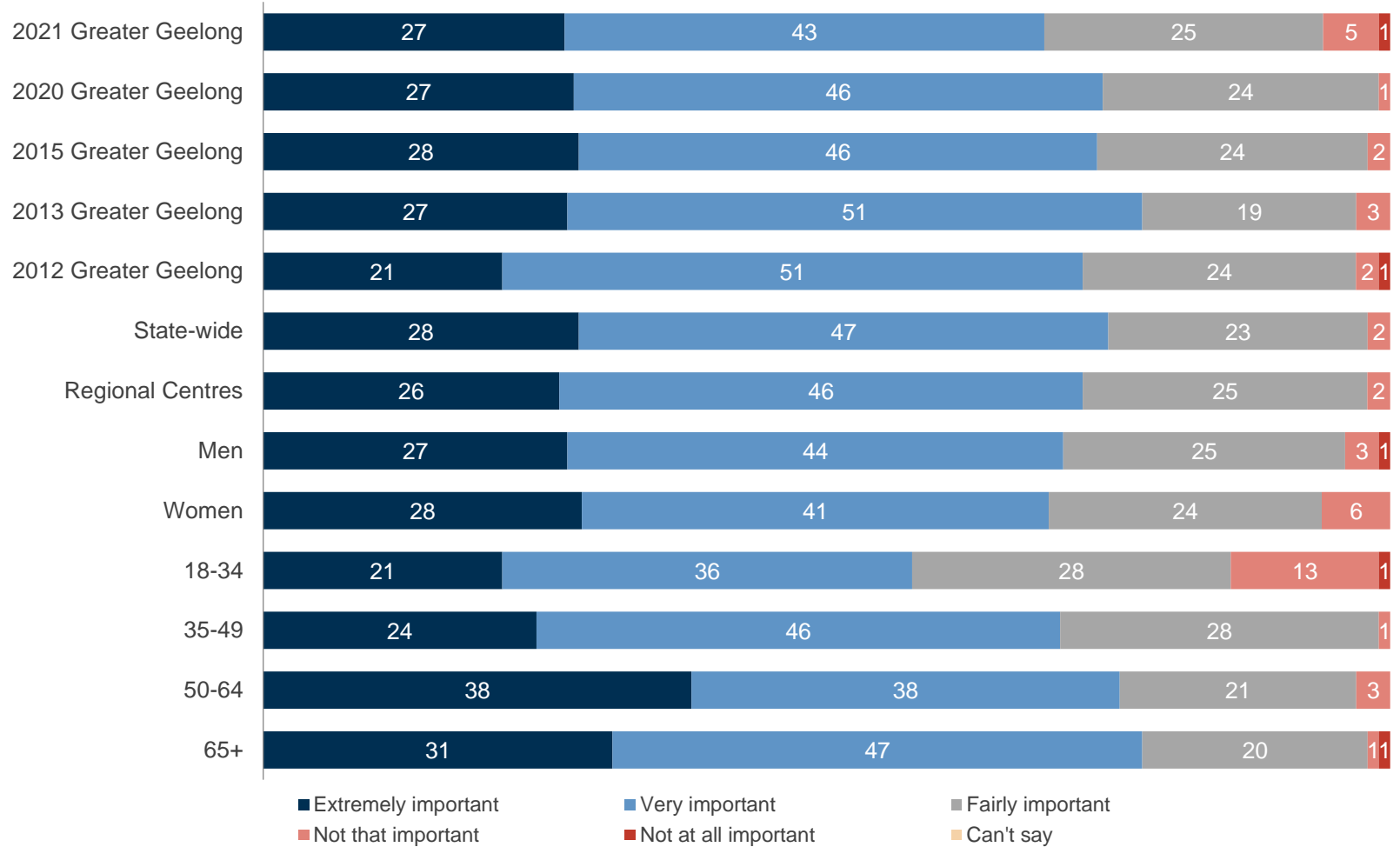
Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2021 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: 31 Councils asked group: 5



The appearance of public areas performance



2021 public areas performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	75▲	72	74	73	73	72	n/a	n/a	n/a
State-wide	73	72	71	71	71	72	72	71	71
50-64	73	67	n/a	n/a	n/a	72	65	64	66
65+	72	69	n/a	n/a	n/a	72	69	68	70
35-49	71	72	n/a	n/a	n/a	73	73	70	69
Women	71	69	n/a	n/a	n/a	73	71	67	70
Greater Geelong	71	69	n/a	n/a	n/a	73	70	68	69
Men	71	69	n/a	n/a	n/a	73	69	69	67
18-34	69	67	n/a	n/a	n/a	75	72	70	71

Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 5

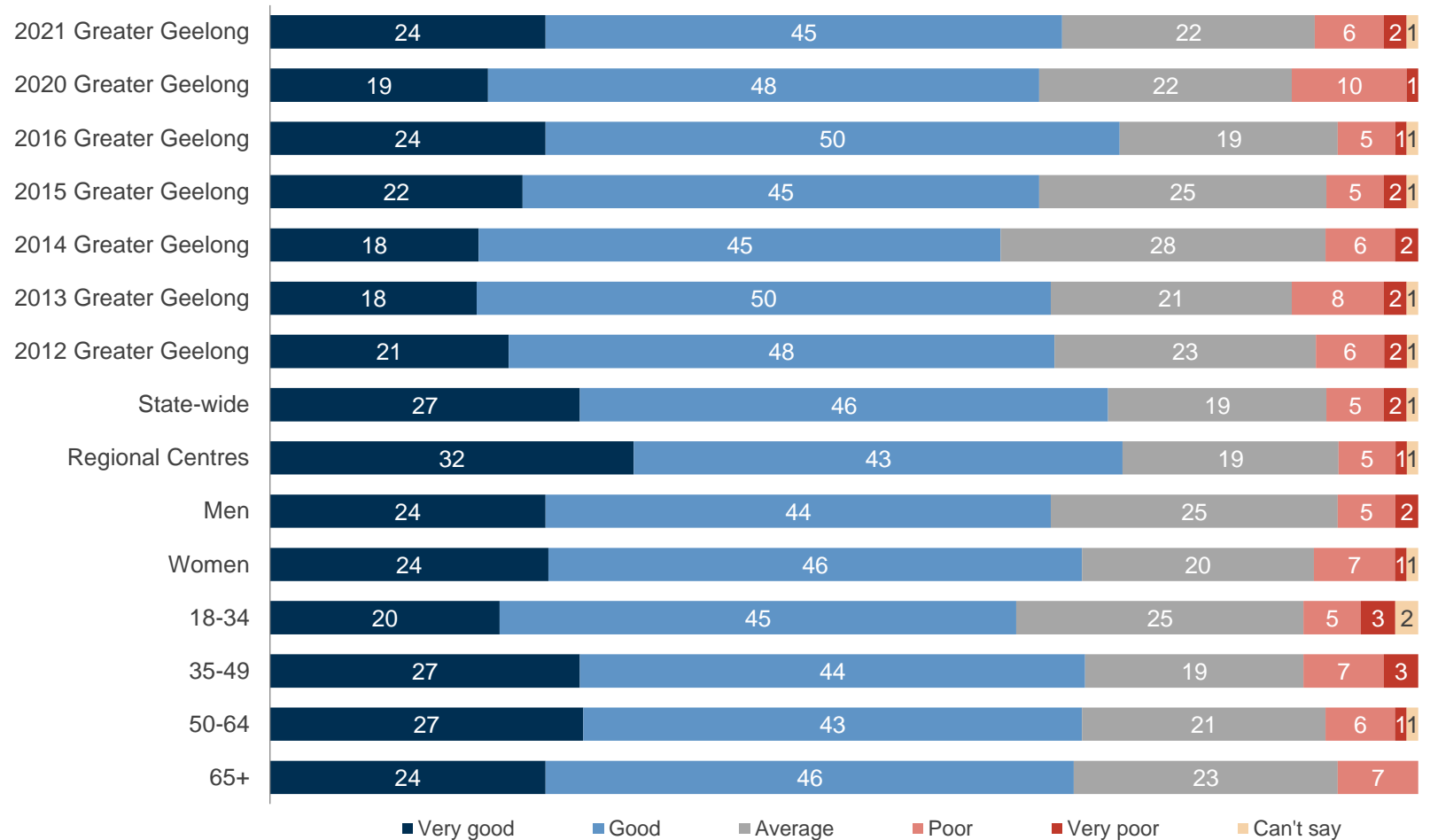
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2021 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: 40 Councils asked group: 5



Art centres and libraries importance



2021 art centres and libraries importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
50-64	75	72	n/a	n/a	n/a	n/a	67	n/a	64	66
65+	74	71	n/a	n/a	n/a	n/a	70	n/a	66	70
Women	74	71	n/a	n/a	n/a	n/a	71	n/a	68	71
Greater Geelong	72	67	n/a	n/a	n/a	n/a	68	n/a	64	67
35-49	71	69	n/a	n/a	n/a	n/a	68	n/a	65	68
Men	69	64	n/a	n/a	n/a	n/a	64	n/a	60	62
18-34	69	59	n/a	n/a	n/a	n/a	66	n/a	62	64
State-wide	67▼	65	65	65	64	66	65	66	66	66
Regional Centres	66▼	63	63	63	62	64	66	n/a	n/a	n/a

Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 22 Councils asked group: 5

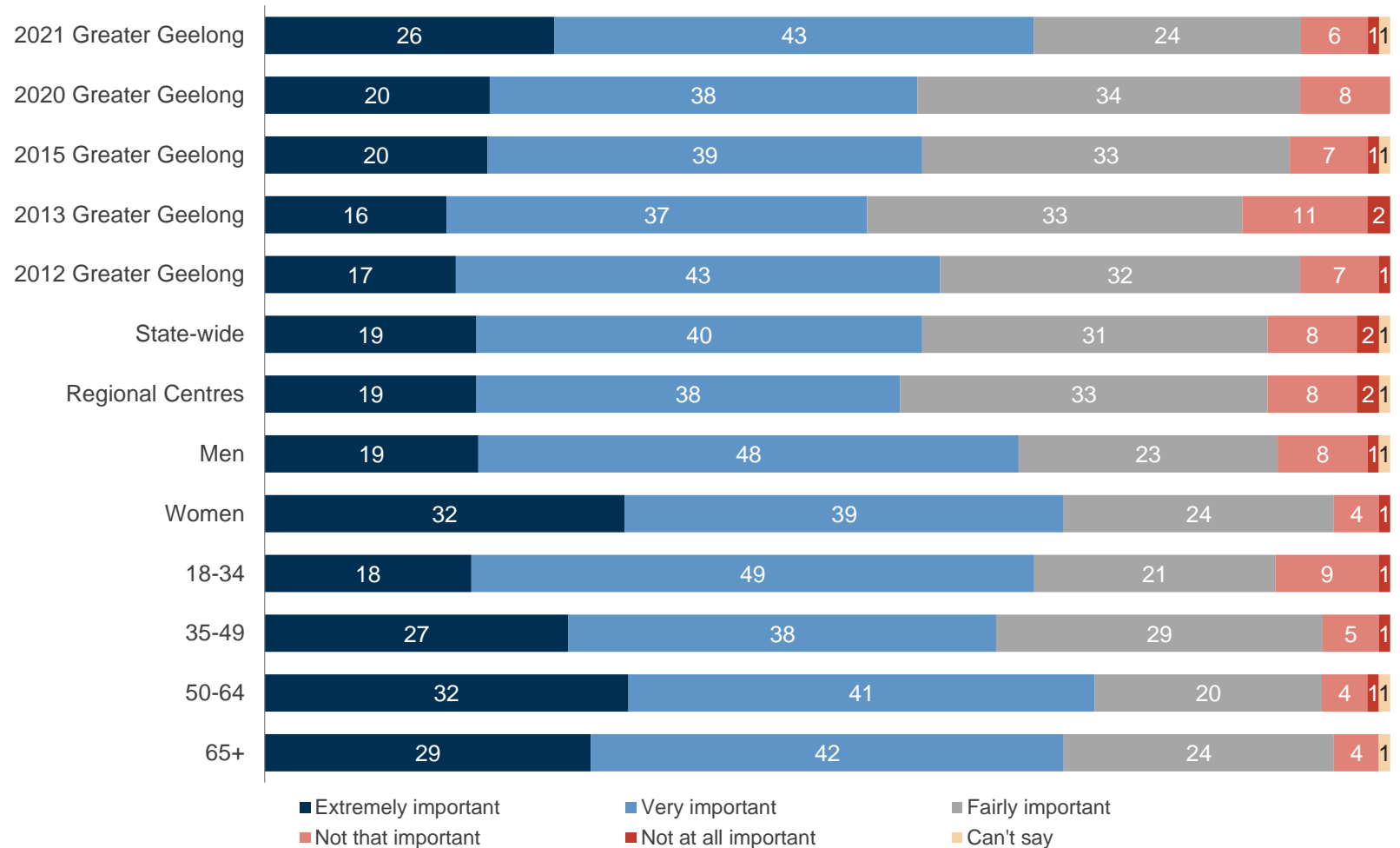
Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries importance



2021 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: 22 Councils asked group: 5



Art centres and libraries performance



2021 art centres and libraries performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
35-49	81▲	80	n/a	n/a	n/a	85	78	79	78	77
65+	80	79	n/a	n/a	n/a	83	75	78	78	76
Men	78	76	n/a	n/a	n/a	83	75	73	74	73
Greater Geelong	77	77	n/a	n/a	n/a	84	77	75	75	75
50-64	77	77	n/a	n/a	n/a	85	76	75	74	75
Women	77	79	n/a	n/a	n/a	85	79	77	76	77
Regional Centres	75	74	74	76	75	75	75	n/a	n/a	n/a
State-wide	73▼	74	74	74	73	72	73	75	73	73
18-34	72▼	74	n/a	n/a	n/a	84	79	68	73	72

Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?

Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5

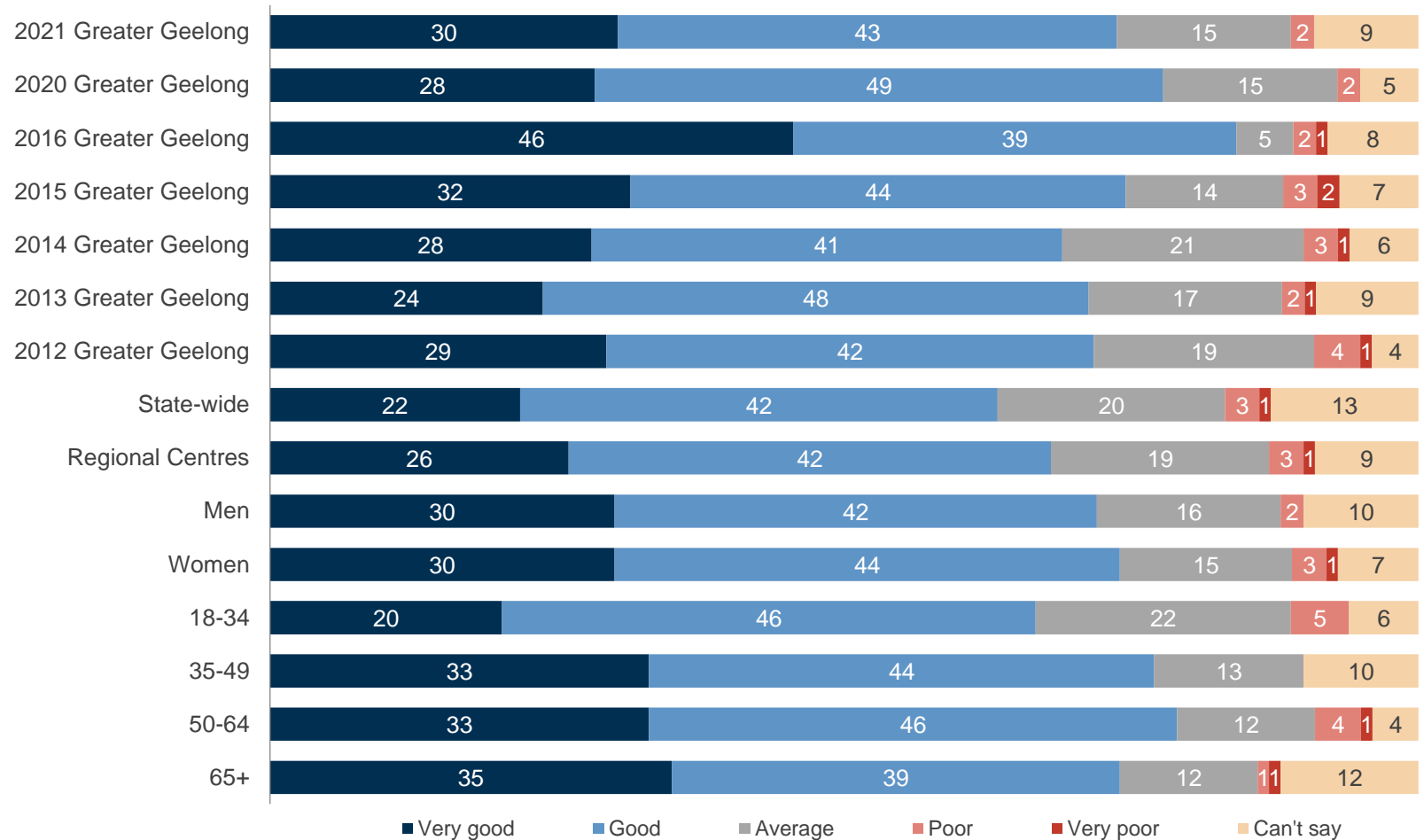
Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries performance



2021 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: 28 Councils asked group: 5



Community and cultural activities importance



2021 community and cultural activities importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Women	68	71	n/a	n/a	n/a	n/a	63	n/a	66	64
18-34	67	64	n/a	n/a	n/a	n/a	58	n/a	59	57
50-64	65	68	n/a	n/a	n/a	n/a	62	n/a	65	63
Regional Centres	65	63	62	62	62	62	63	n/a	n/a	n/a
Greater Geelong	65	66	n/a	n/a	n/a	n/a	60	n/a	63	61
35-49	64	65	n/a	n/a	n/a	n/a	58	n/a	65	63
State-wide	64	62	61	61	61	62	62	62	62	62
65+	63	67	n/a	n/a	n/a	n/a	62	n/a	63	63
Men	61	61	n/a	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: 22 Councils asked group: 5

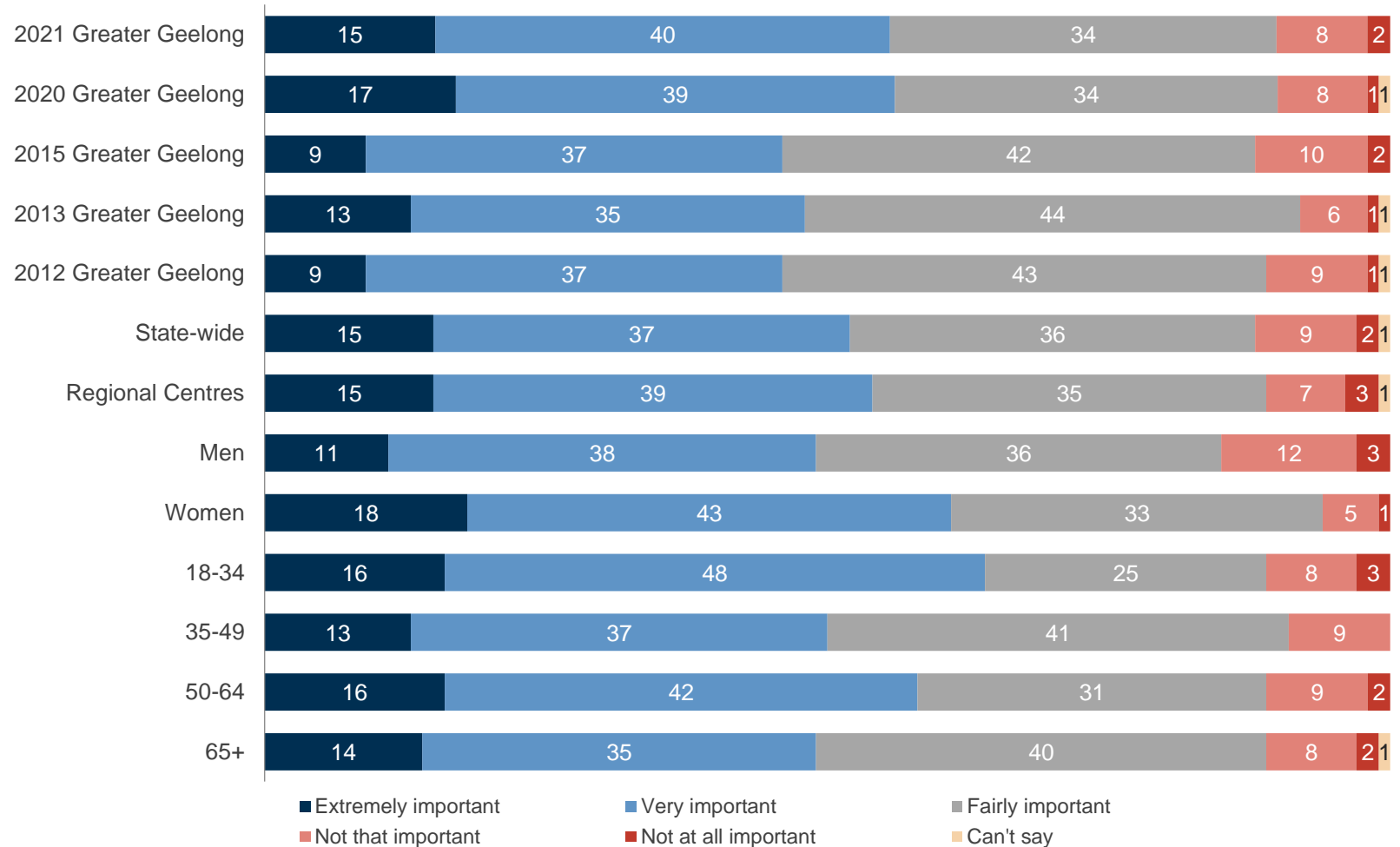
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities importance



2021 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: 22 Councils asked group: 5



Community and cultural activities performance



2021 community and cultural activities performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
65+	68	n/a	n/a	n/a	71	72	72	72	72
50-64	67	n/a	n/a	n/a	73	70	66	71	68
Men	70	n/a	n/a	n/a	70	66	66	68	67
State-wide	68	69	69	69	69	69	70	69	68
Greater Geelong	68	n/a	n/a	n/a	72	70	68	70	69
Regional Centres	69	69	68	69	69	69	n/a	n/a	n/a
Women	66	n/a	n/a	n/a	73	74	70	72	72
35-49	74	n/a	n/a	n/a	79	72	71	66	67
18-34	63	n/a	n/a	n/a	65	67	63	72	70

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

Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5

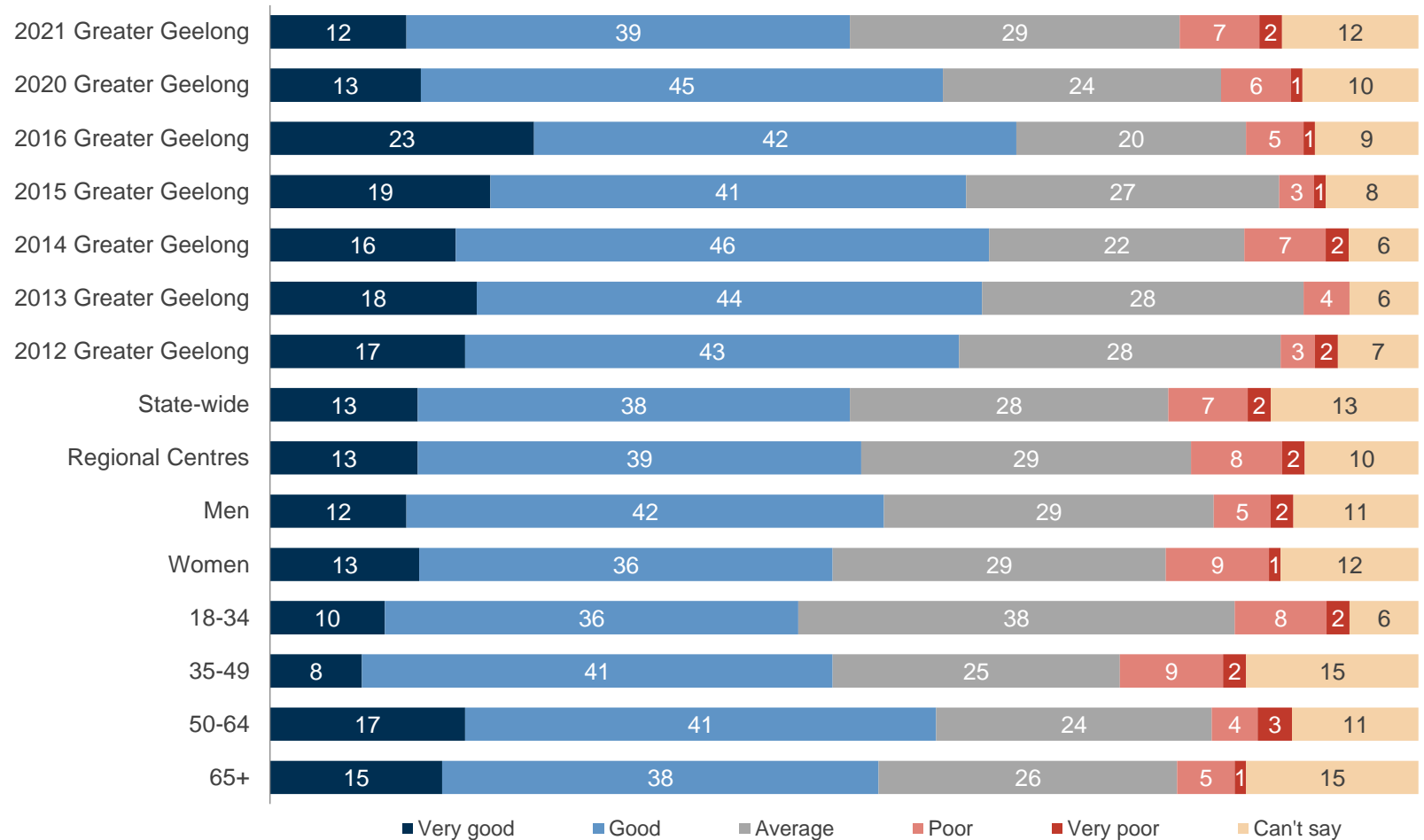
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2021 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: 28 Councils asked group: 5



Waste management importance



2021 waste management importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	86	88	n/a	n/a	n/a	n/a	85	n/a	85	81
35-49	85	85	n/a	n/a	n/a	n/a	84	n/a	83	82
65+	85	87	n/a	n/a	n/a	n/a	83	n/a	82	82
Greater Geelong	84	85	n/a	n/a	n/a	n/a	83	n/a	83	80
18-34	84	81	n/a	n/a	n/a	n/a	82	n/a	80	75
50-64	83	87	n/a	n/a	n/a	n/a	82	n/a	87	80
Men	82	82	n/a	n/a	n/a	n/a	81	n/a	81	78
State-wide	82 ▼	82	81	81	79	80	79	79	79	78
Regional Centres	82 ▼	82	80	81	79	79	80	n/a	n/a	n/a

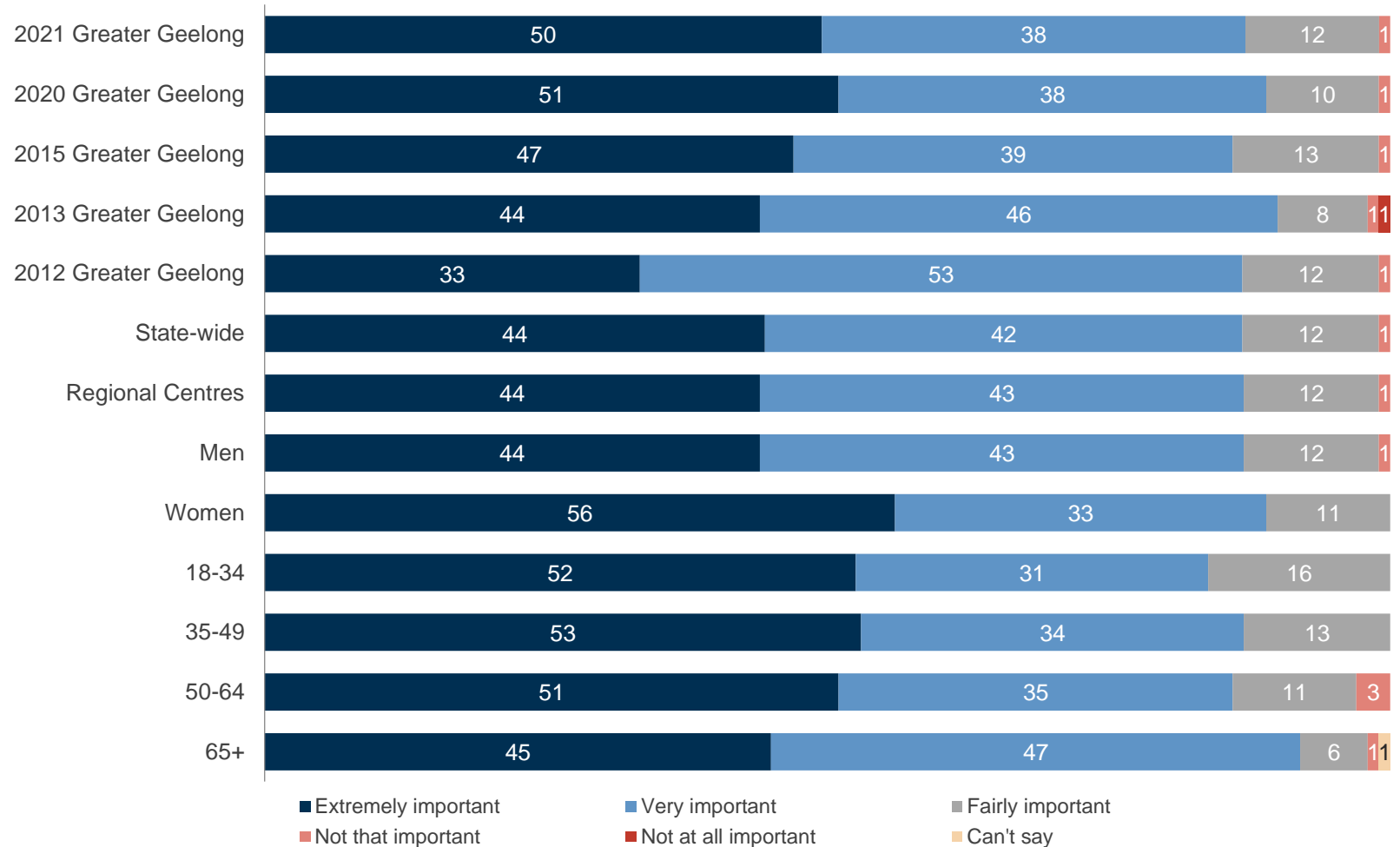
Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2021 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 32 Councils asked group: 5



Waste management performance



2021 waste management performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
65+	67	n/a	n/a	n/a	72	73	75	71	78
50-64	53	n/a	n/a	n/a	74	74	72	65	66
35-49	59	n/a	n/a	n/a	73	77	73	67	74
Women	54	n/a	n/a	n/a	73	76	74	69	74
Greater Geelong	59	n/a	n/a	n/a	73	74	75	69	74
Men	64	n/a	n/a	n/a	73	73	76	70	74
Regional Centres	66	68	70	69	69	71	n/a	n/a	n/a
State-wide	65	68	70	71	70	72	73	71	72
18-34	54	n/a	n/a	n/a	73	73	79	76	77

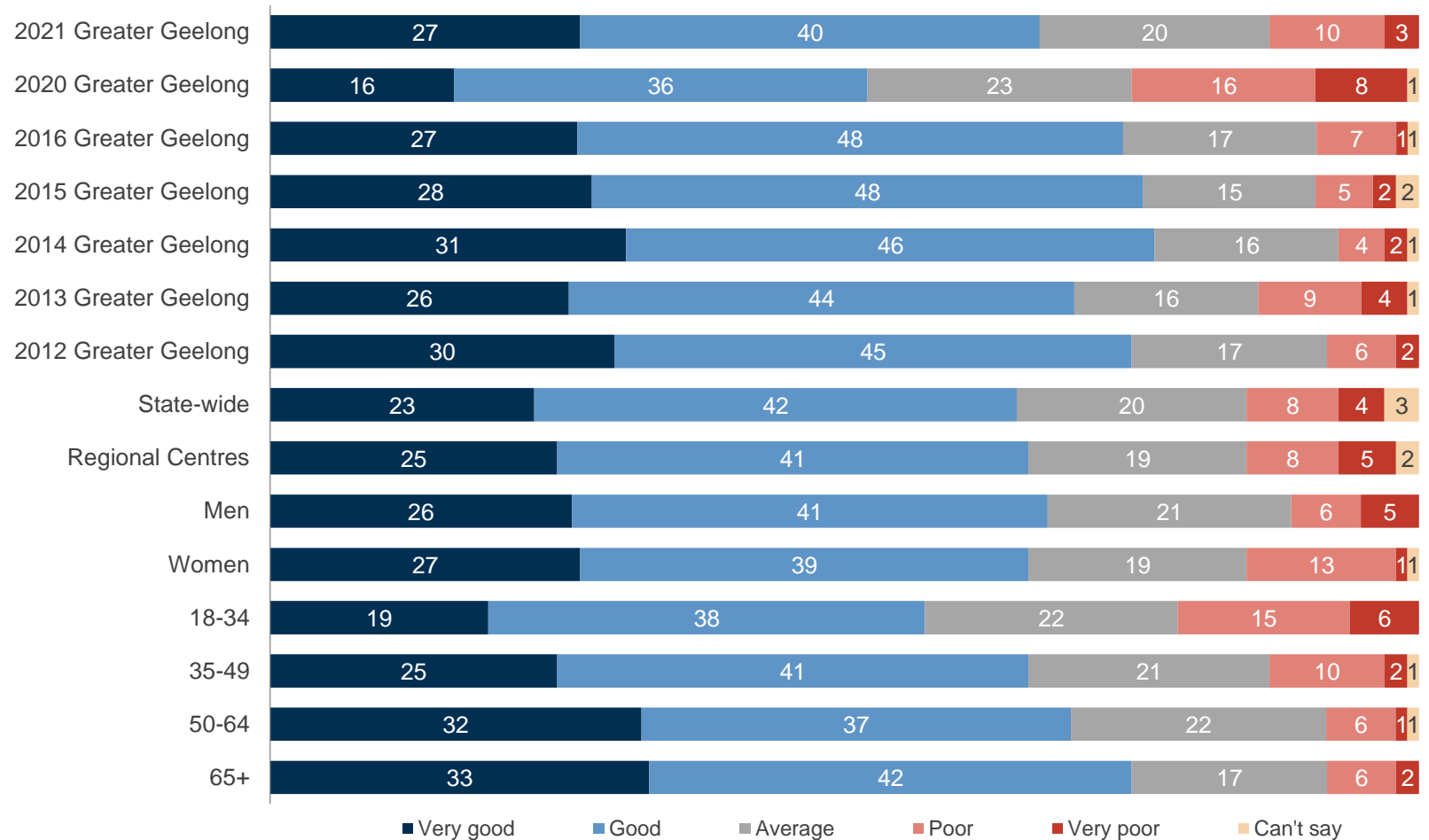
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2021 waste management performance (%)



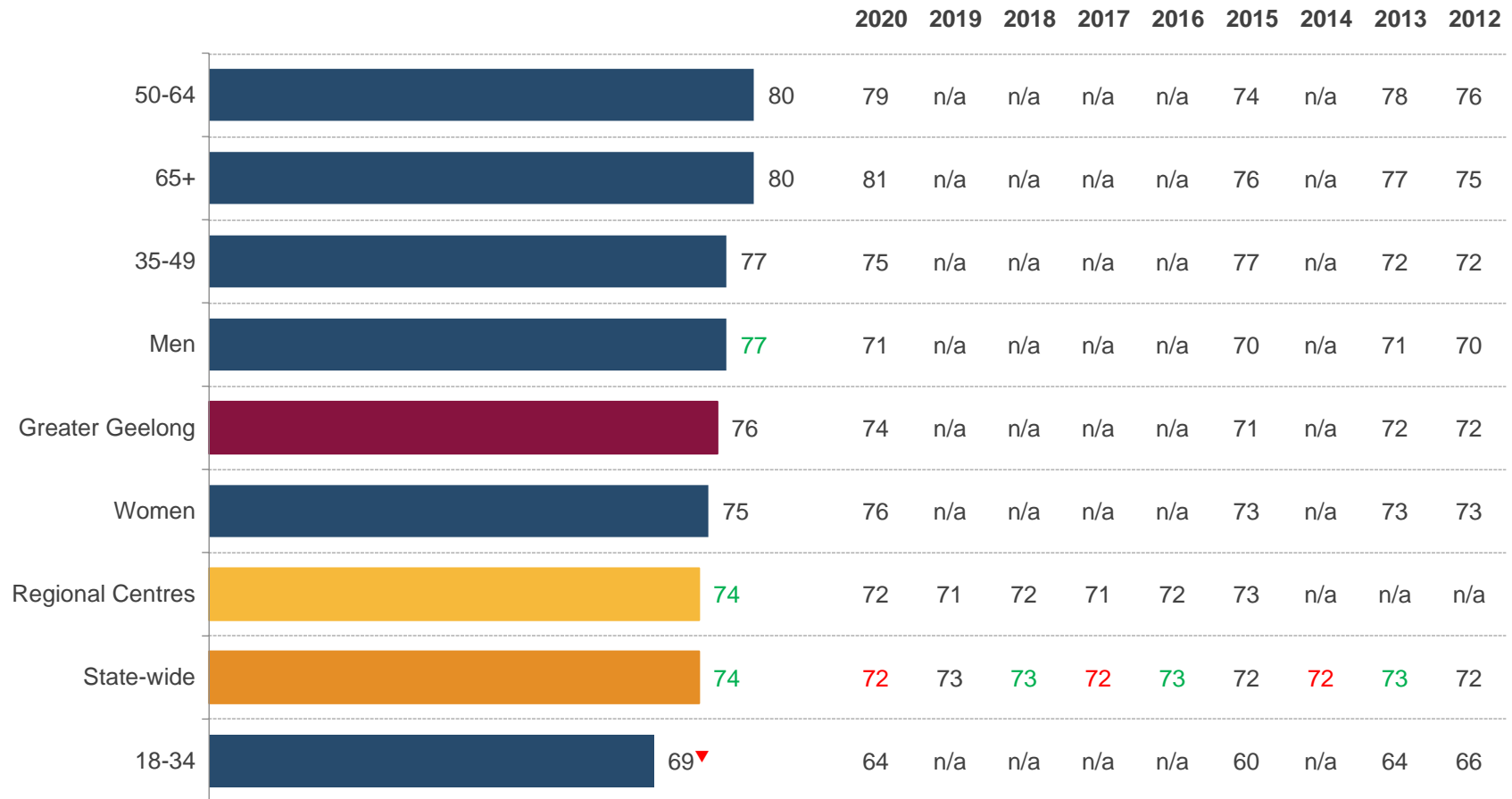
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8



Council's general town planning policy importance



2021 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: 14 Councils asked group: 3

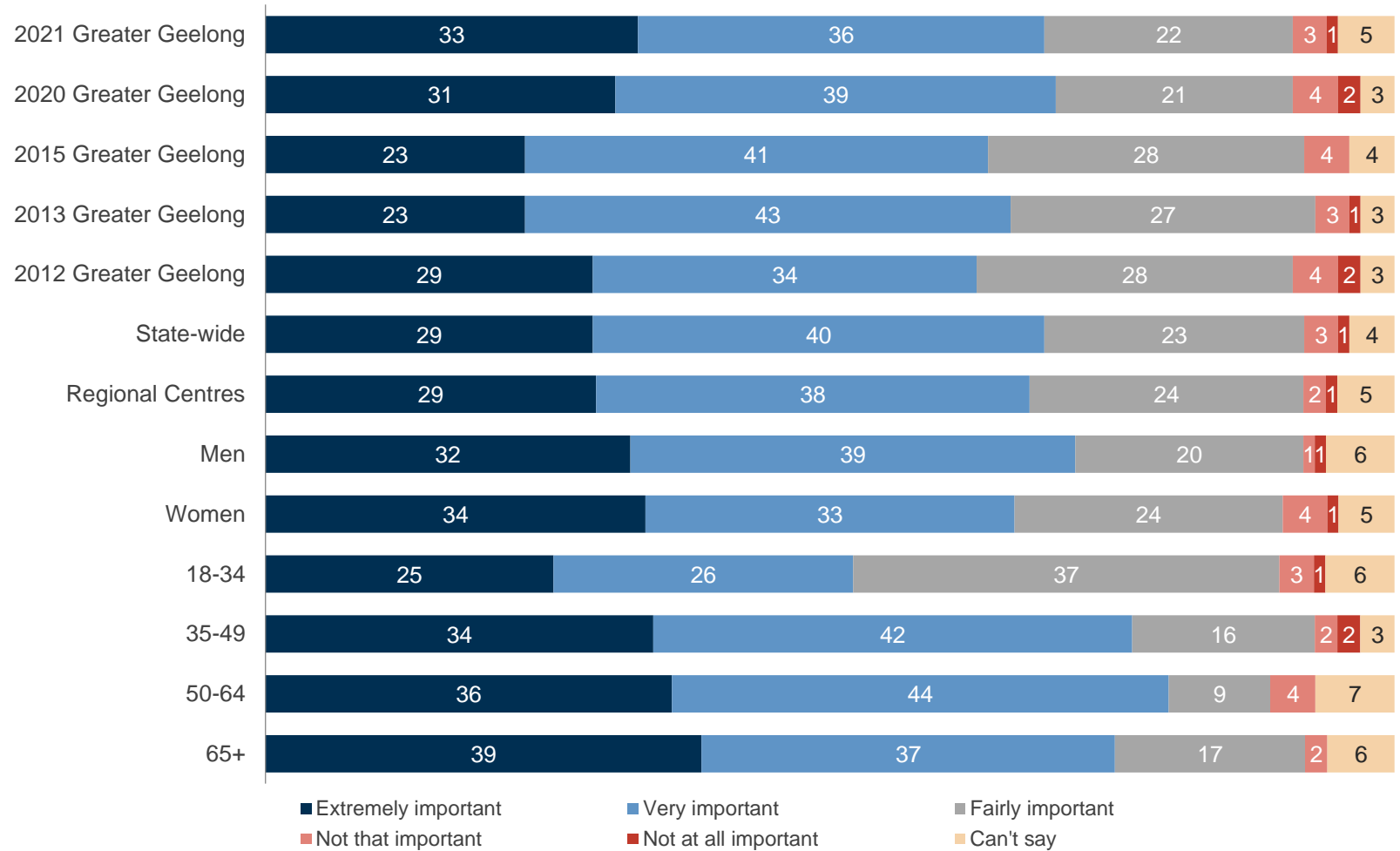
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy importance



2021 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: 14 Councils asked group: 3



Council's general town planning policy performance



2021 town planning performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	57	n/a	n/a	n/a	55	61	64	60	55
Regional Centres	52	57	54	56	54	55	n/a	n/a	n/a
State-wide	54	55	54	53	52	54	55	55	54
Women	53	n/a	n/a	n/a	52	58	52	57	54
50-64	51	n/a	n/a	n/a	52	54	47	52	47
Greater Geelong	53	n/a	n/a	n/a	52	55	53	55	52
Men	54	n/a	n/a	n/a	52	52	55	54	50
35-49	52	n/a	n/a	n/a	53	50	51	55	54
65+	53	n/a	n/a	n/a	49	53	51	55	50

Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3

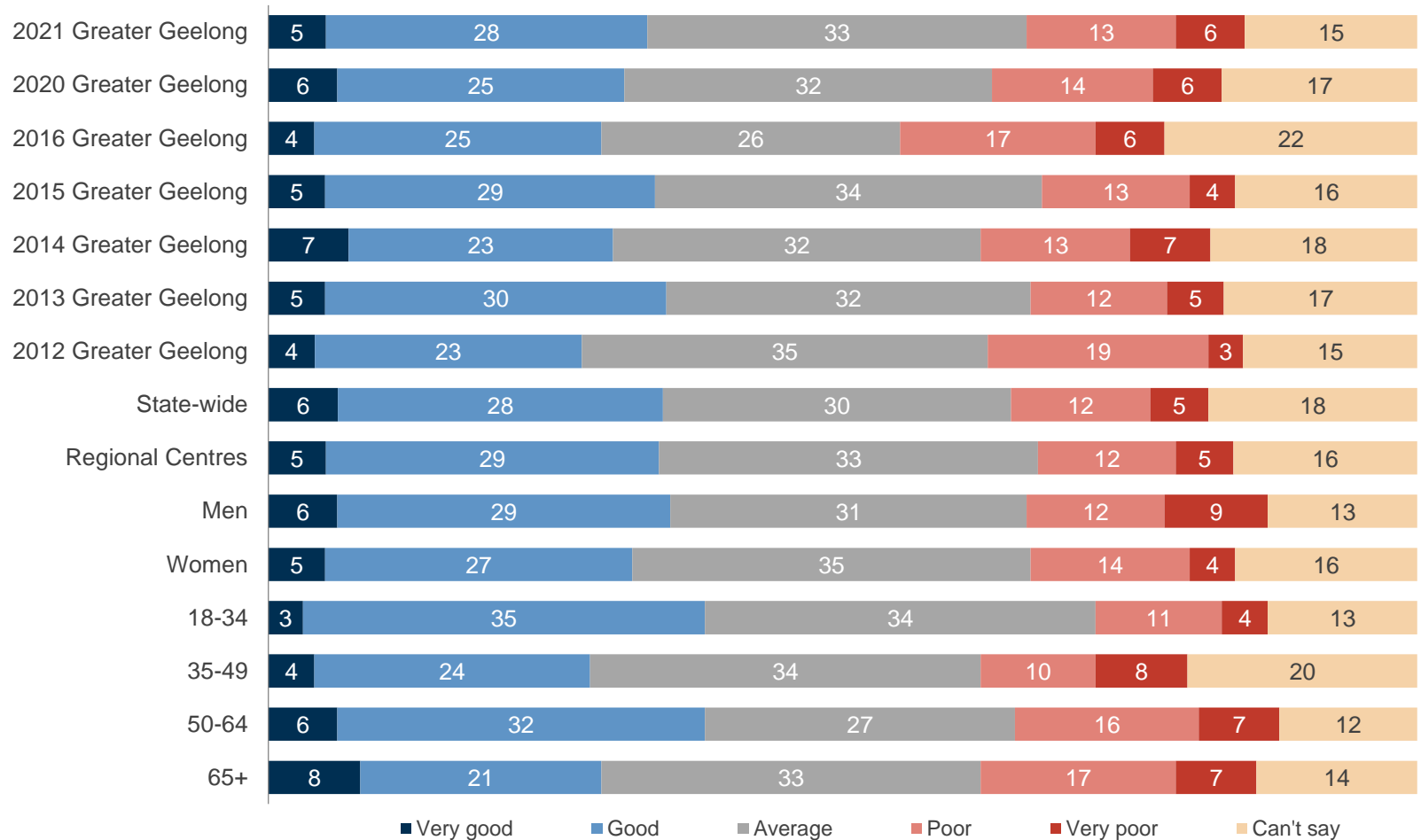
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy performance



2021 town planning performance (%)



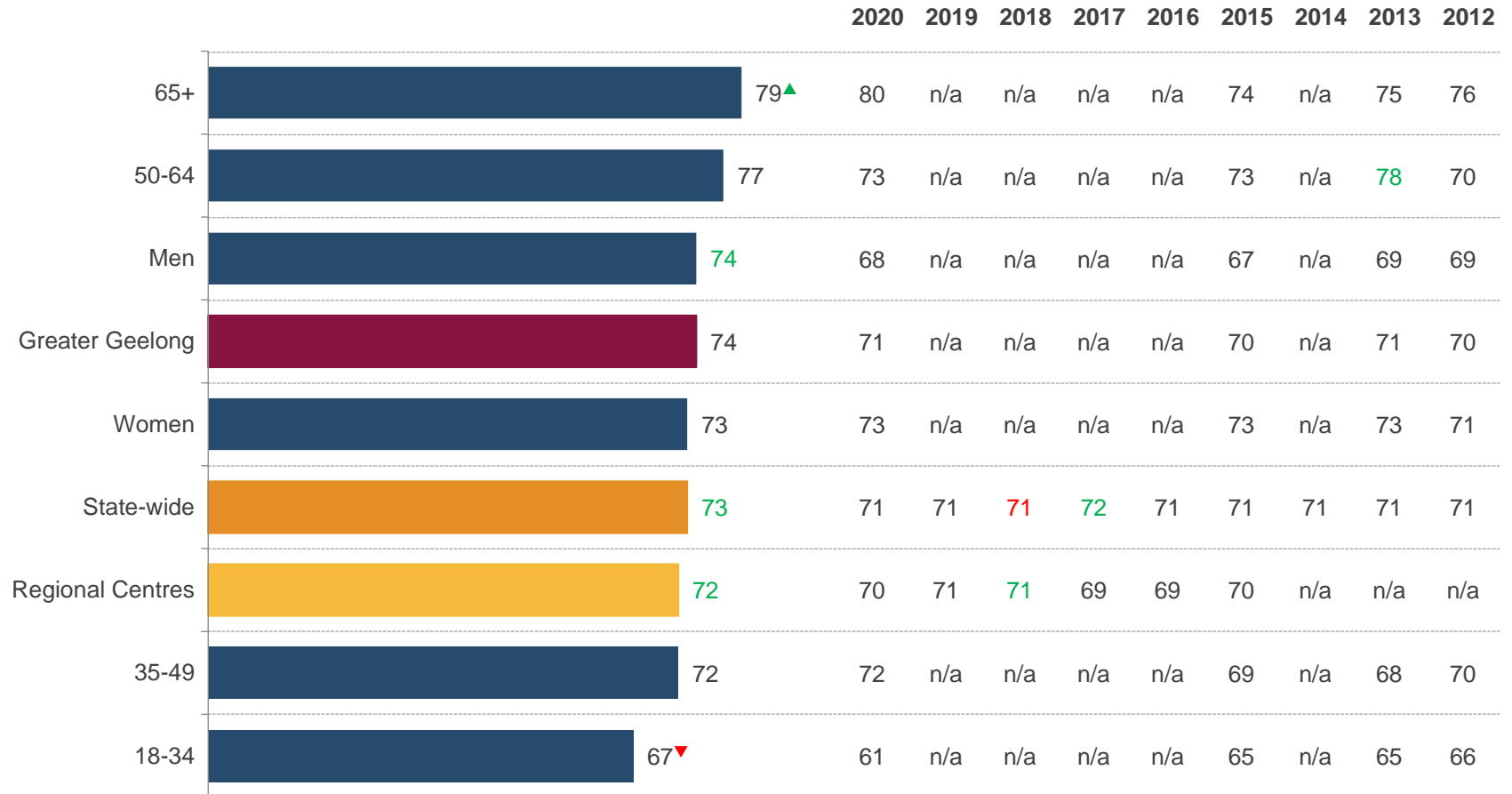
Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3



Planning and building permits importance



2021 planning and building permits importance (index scores)



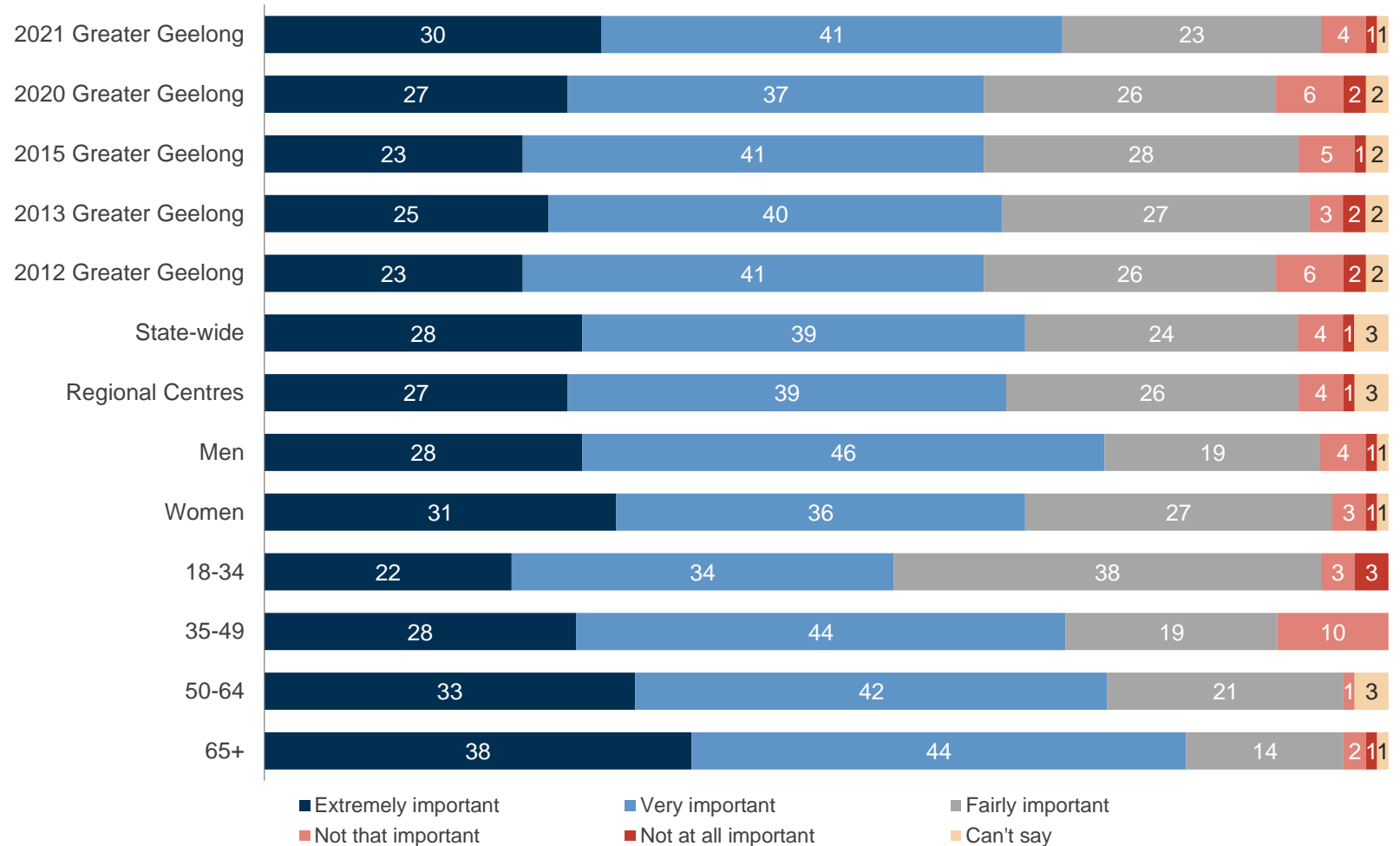
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2021 planning and building permits importance (%)



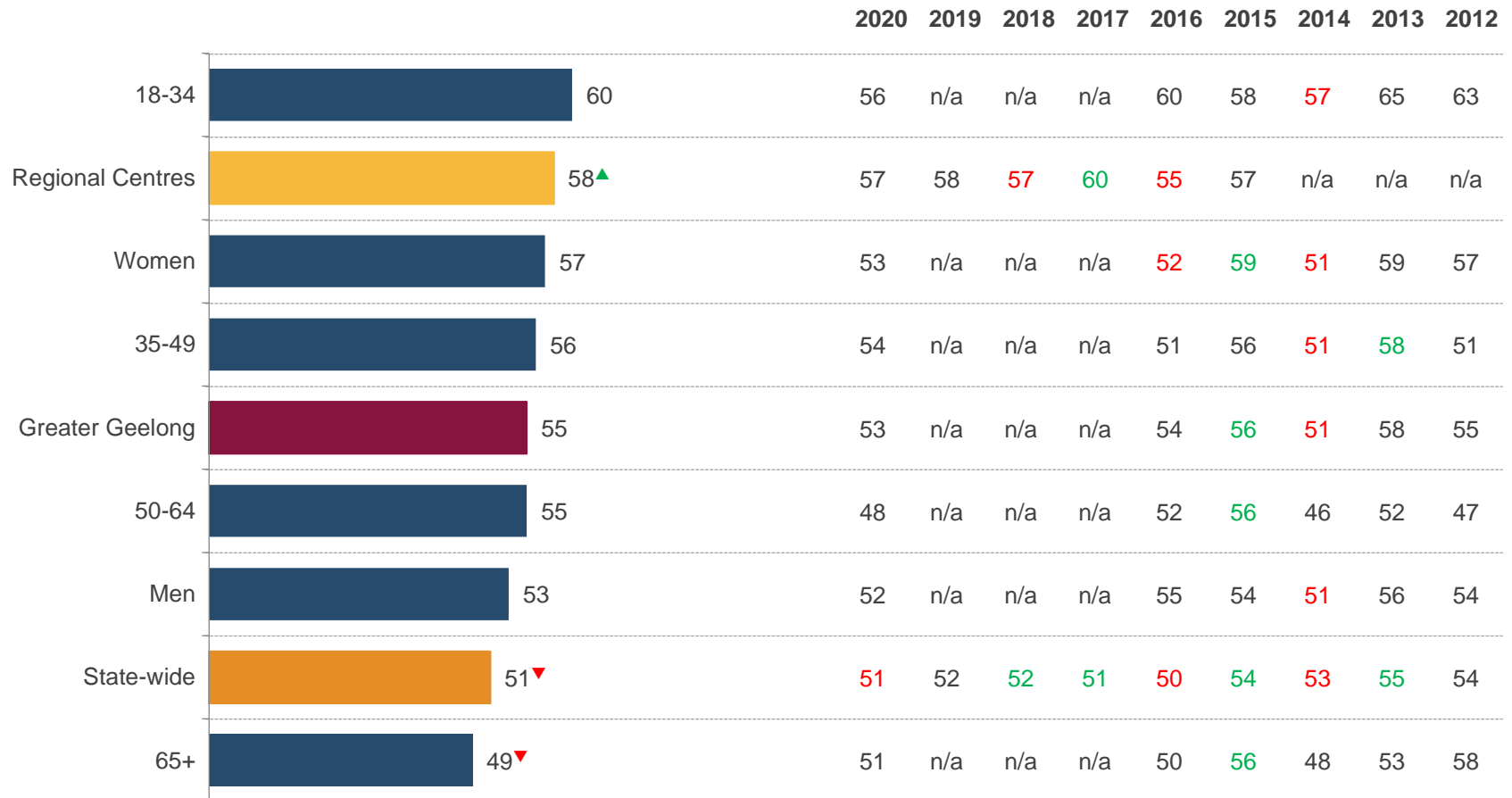
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5



Planning and building permits performance



2021 planning and building permits performance (index scores)



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 5

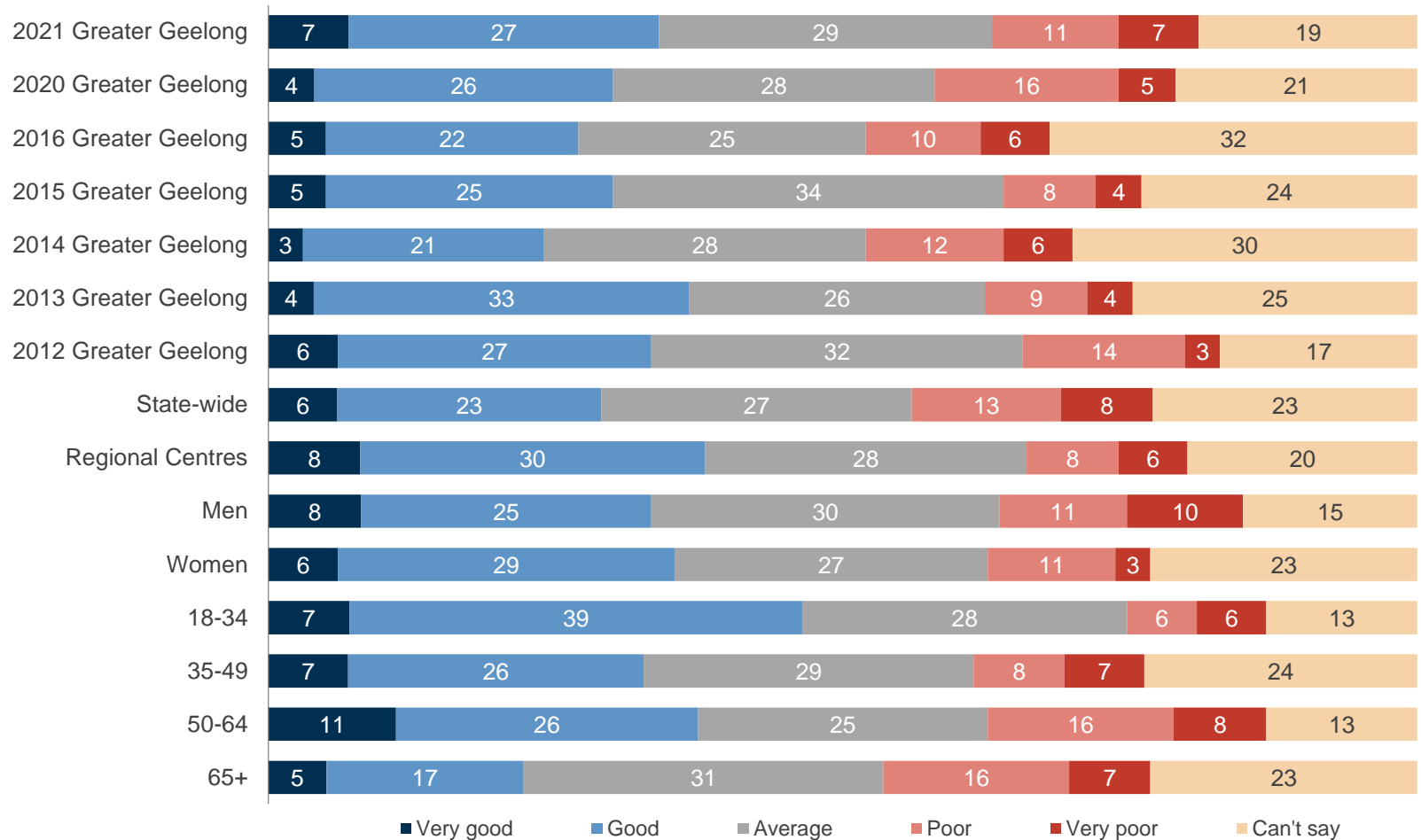
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2021 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: 29 Councils asked group: 5



Environmental sustainability importance



2021 environmental sustainability importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	82▲	82	n/a	n/a	n/a	75	77	n/a	n/a
18-34	81	81	n/a	n/a	n/a	73	72	n/a	n/a
35-49	81	78	n/a	n/a	n/a	72	73	n/a	n/a
Greater Geelong	78	79	n/a	n/a	n/a	72	73	n/a	n/a
65+	76	78	n/a	n/a	n/a	71	75	n/a	n/a
Men	75	76	n/a	n/a	n/a	69	69	n/a	n/a
State-wide	74▼	74	74	73	72	73	73	72	71
Regional Centres	74▼	74	74	73	72	71	73	n/a	n/a
50-64	72	78	n/a	n/a	n/a	73	75	n/a	n/a

Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5

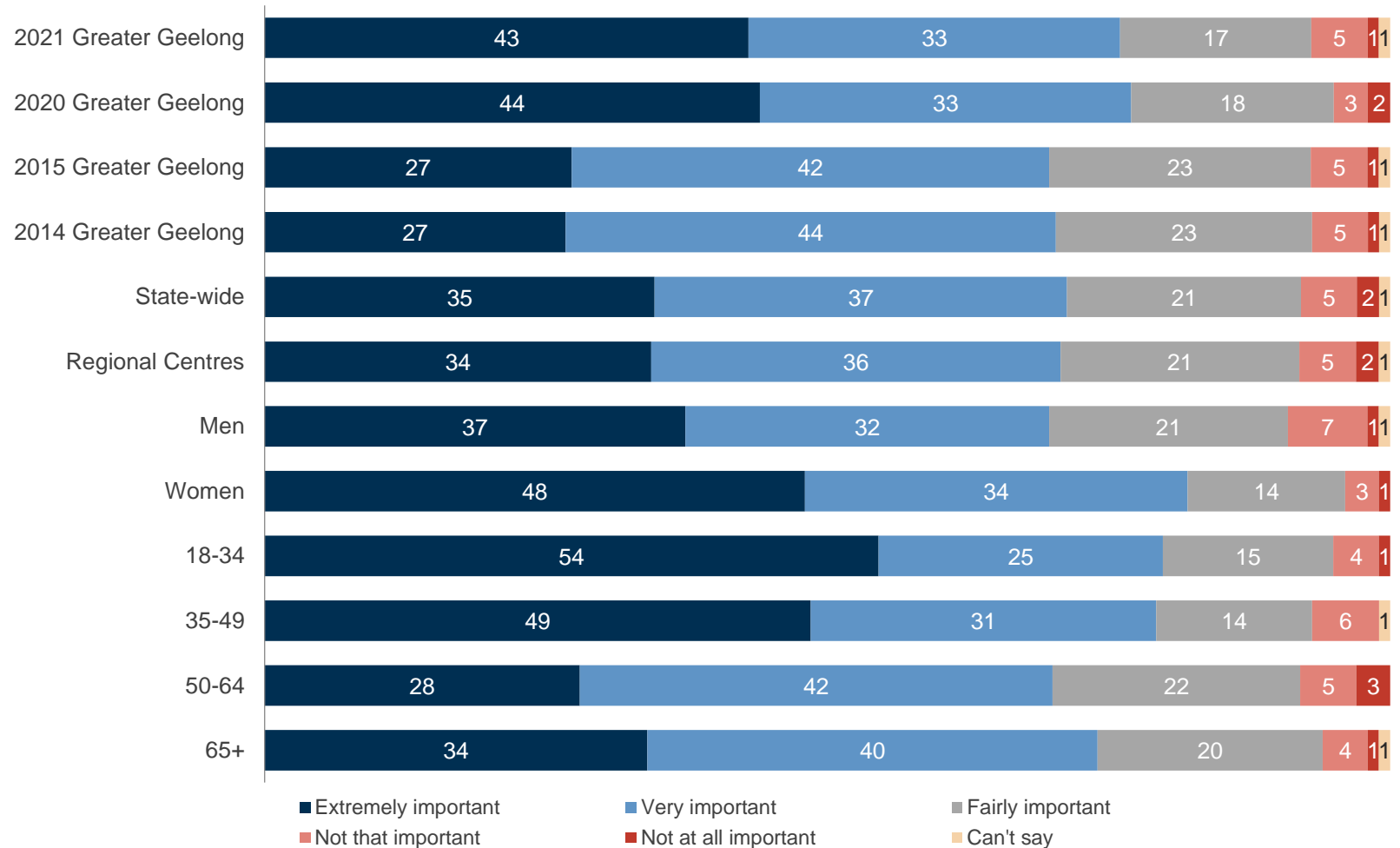
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2021 environmental sustainability importance (%)



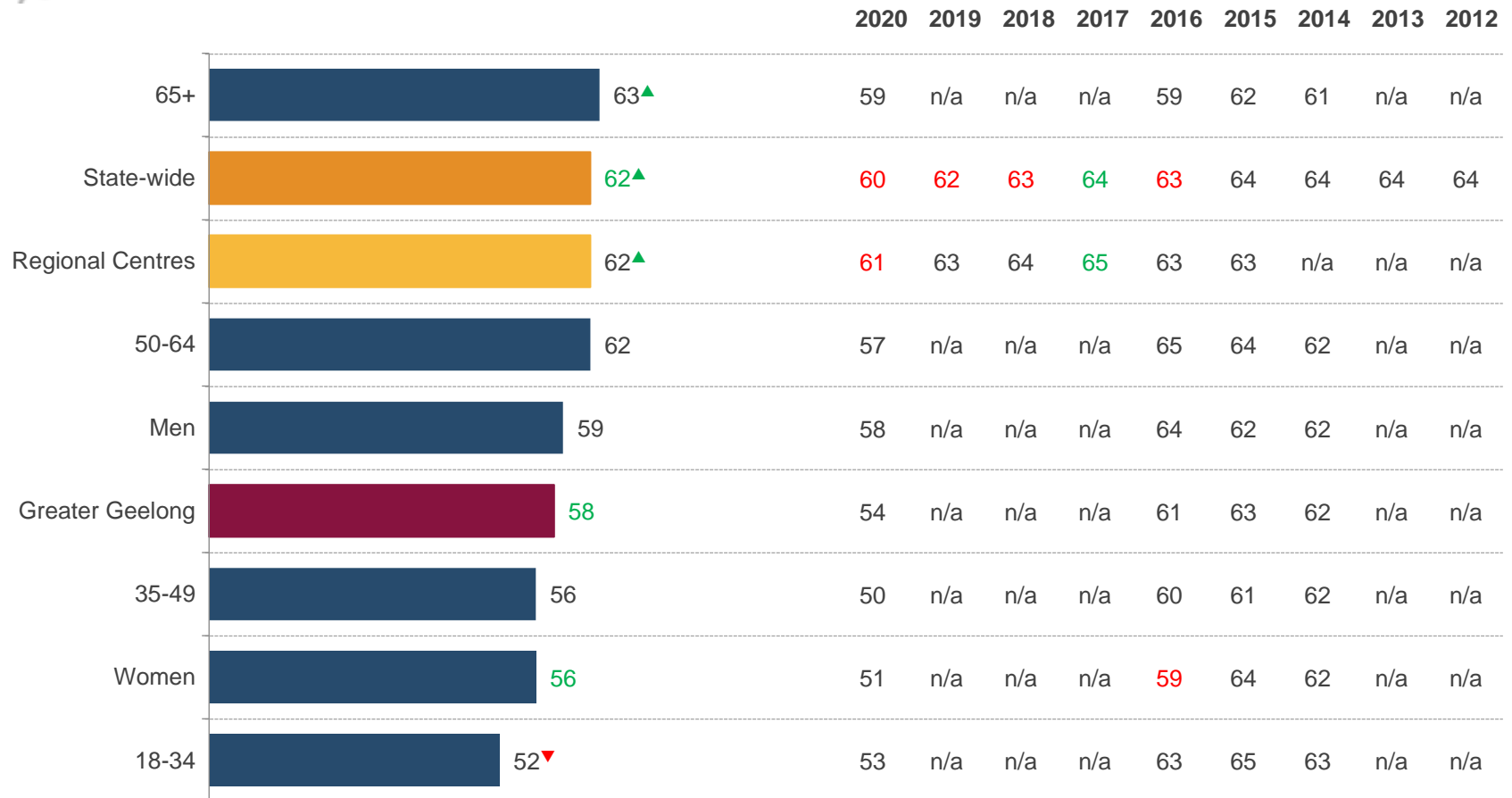
Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5



Environmental sustainability performance



2021 environmental sustainability performance (index scores)



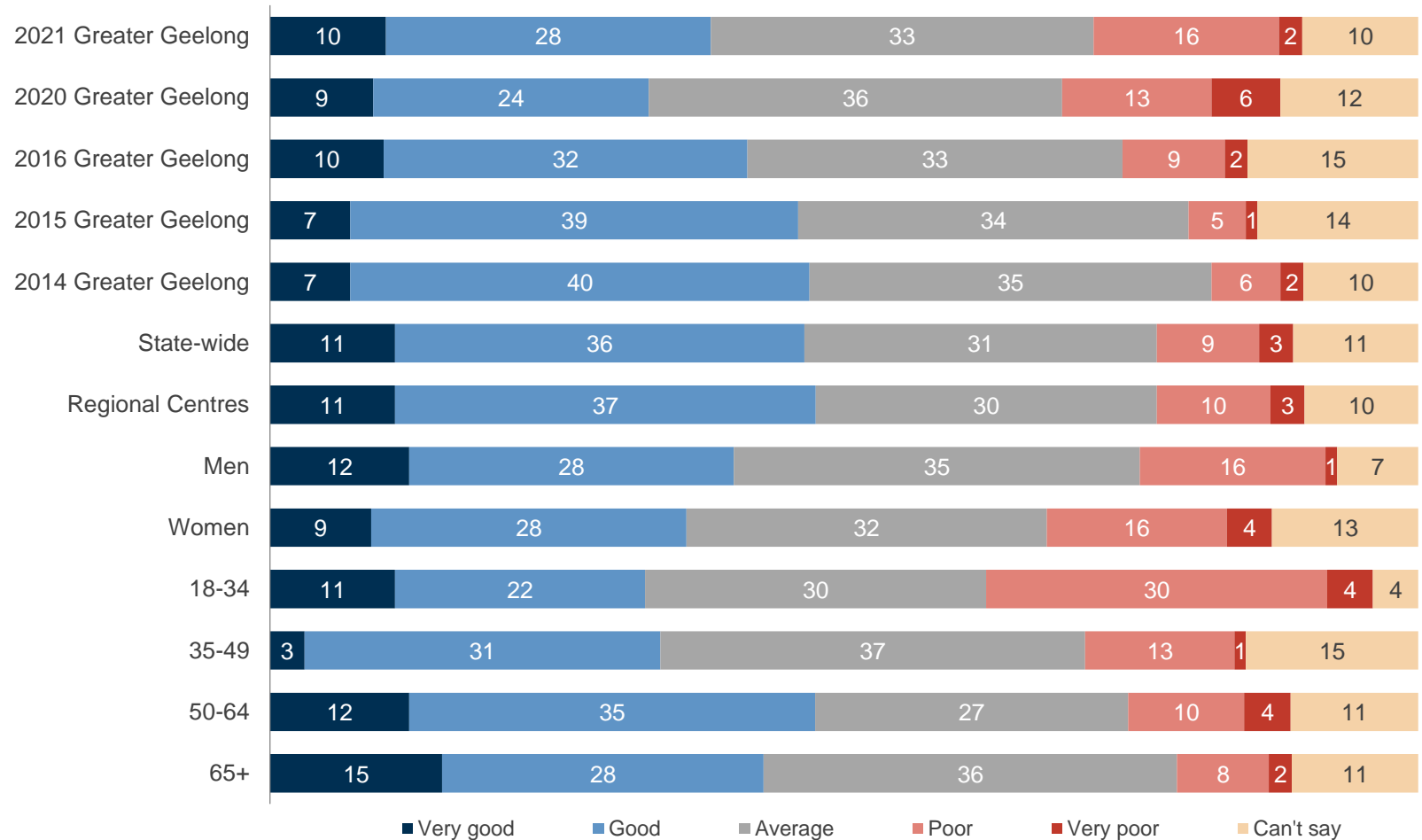
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2021 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 34 Councils asked group: 5



Planning for population growth in the area importance



2021 population growth importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	84	85	n/a	n/a	81	n/a	n/a	n/a	n/a
65+	84▲	85	n/a	n/a	77	n/a	n/a	n/a	n/a
35-49	83	84	n/a	n/a	80	n/a	n/a	n/a	n/a
Men	81	80	n/a	n/a	75	n/a	n/a	n/a	n/a
Greater Geelong	80	81	n/a	n/a	76	n/a	n/a	n/a	n/a
Women	80	82	n/a	n/a	77	n/a	n/a	n/a	n/a
Regional Centres	77▼	77	75	75	75	76	76	n/a	n/a
State-wide	76▼	76	77	77	76	76	75	75	75
18-34	73▼	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: 15 Councils asked group: 4

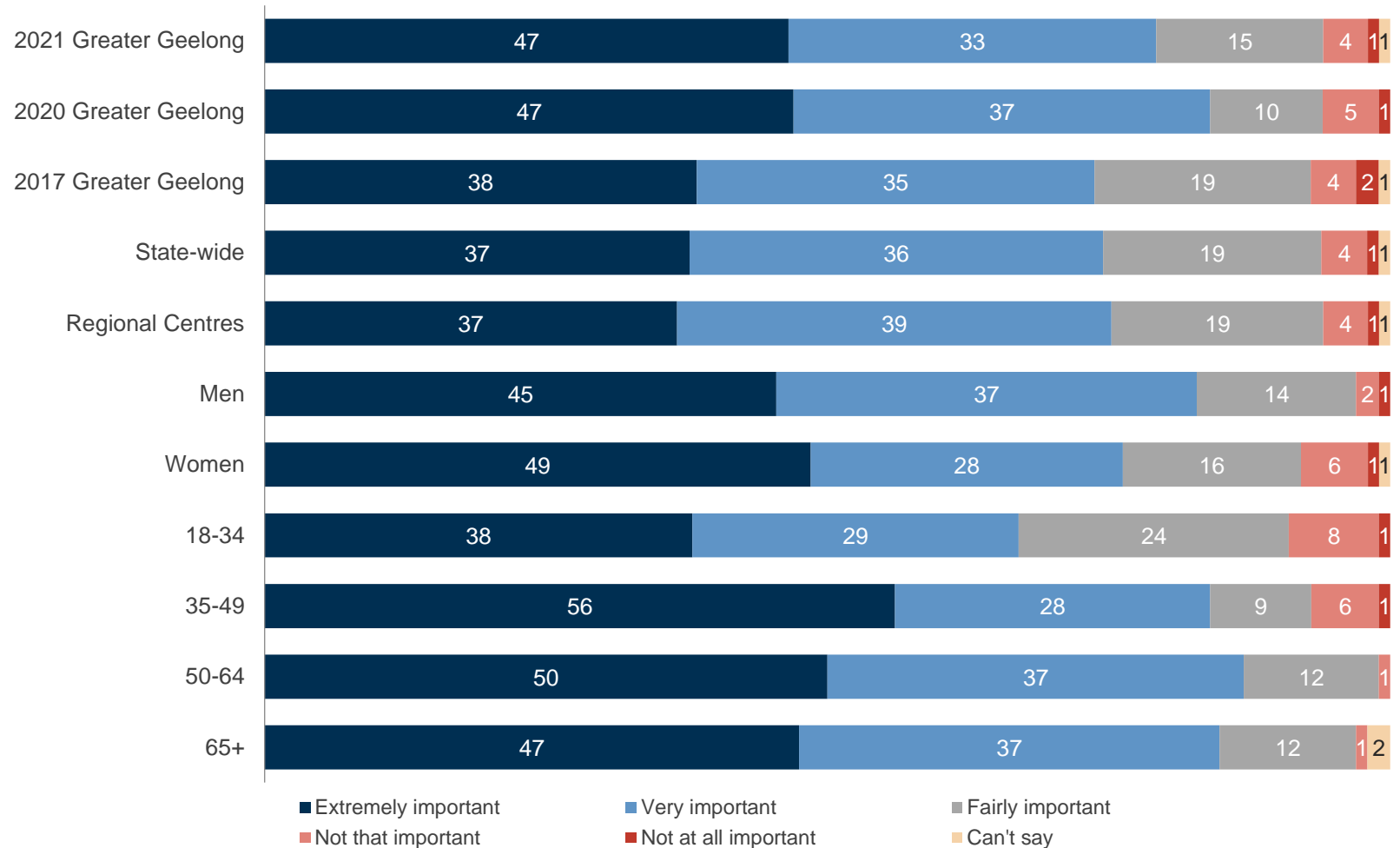
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area importance



2021 population growth importance (%)



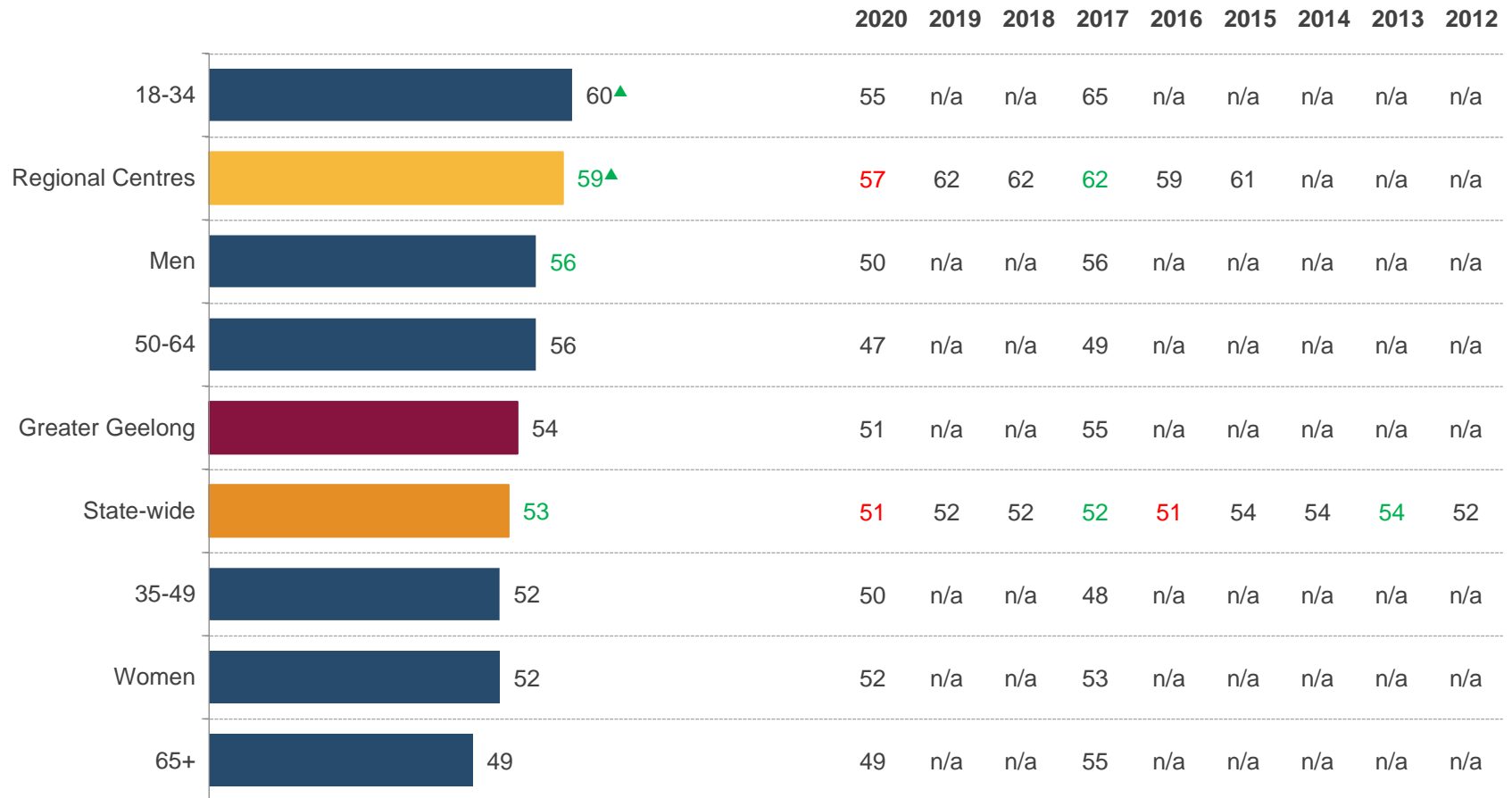
Q1. Firstly, how important should 'Planning for population growth in the area' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 15 Councils asked group: 4



Planning for population growth in the area performance



2021 population growth performance (index scores)



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: 18 Councils asked group: 4

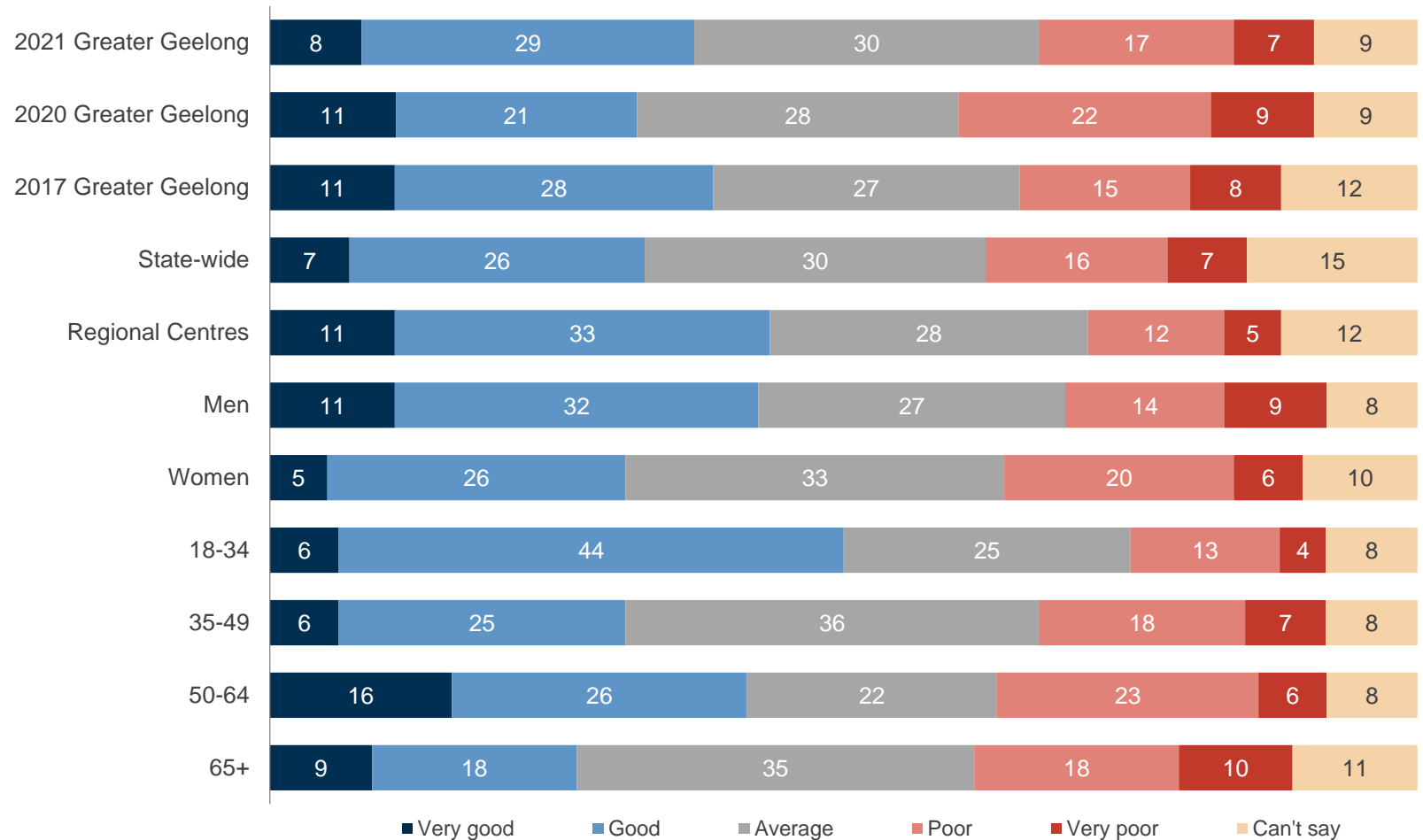
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area performance



2021 population growth performance (%)



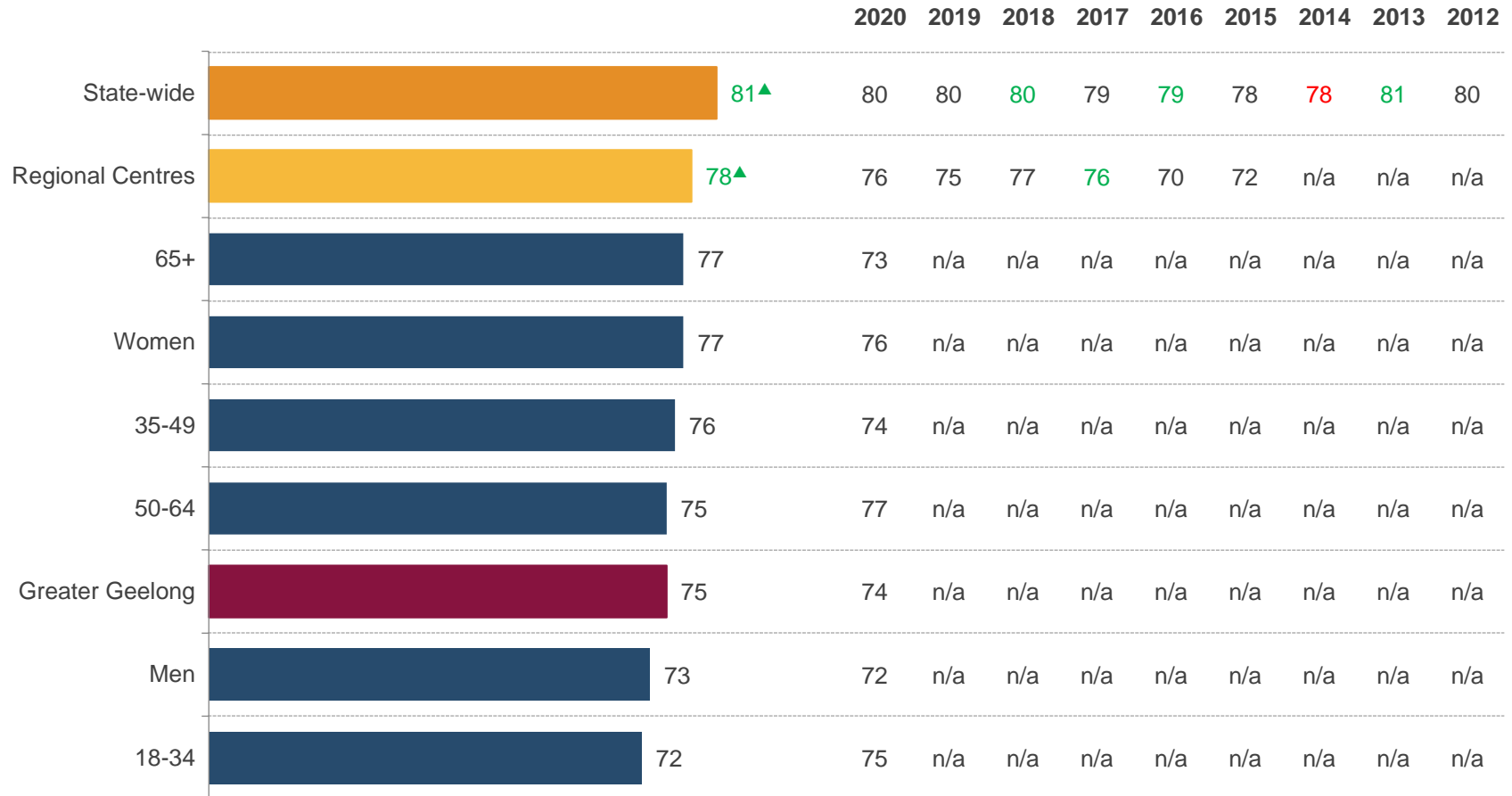
Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 18 Councils asked group: 4



Maintenance of unsealed roads in your area importance



2021 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: 16 Councils asked group: 2

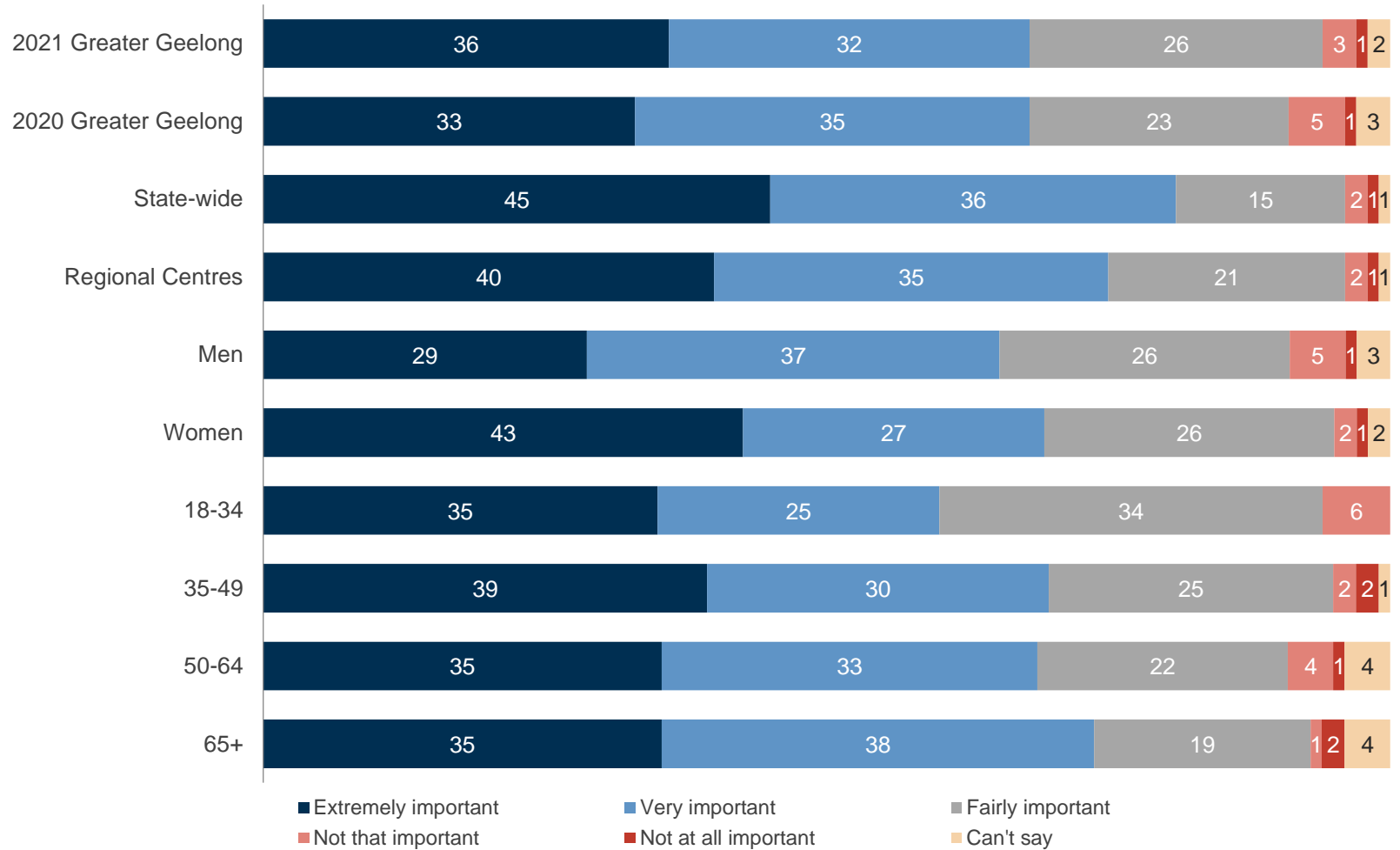
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area importance



2021 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: 16 Councils asked group: 2



Maintenance of unsealed roads in your area performance



2021 unsealed roads performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Greater Geelong	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Regional Centres	55	52	52	52	n/a	51	n/a	n/a	n/a
Women	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	44	44	43	44	43	45	45	44	46

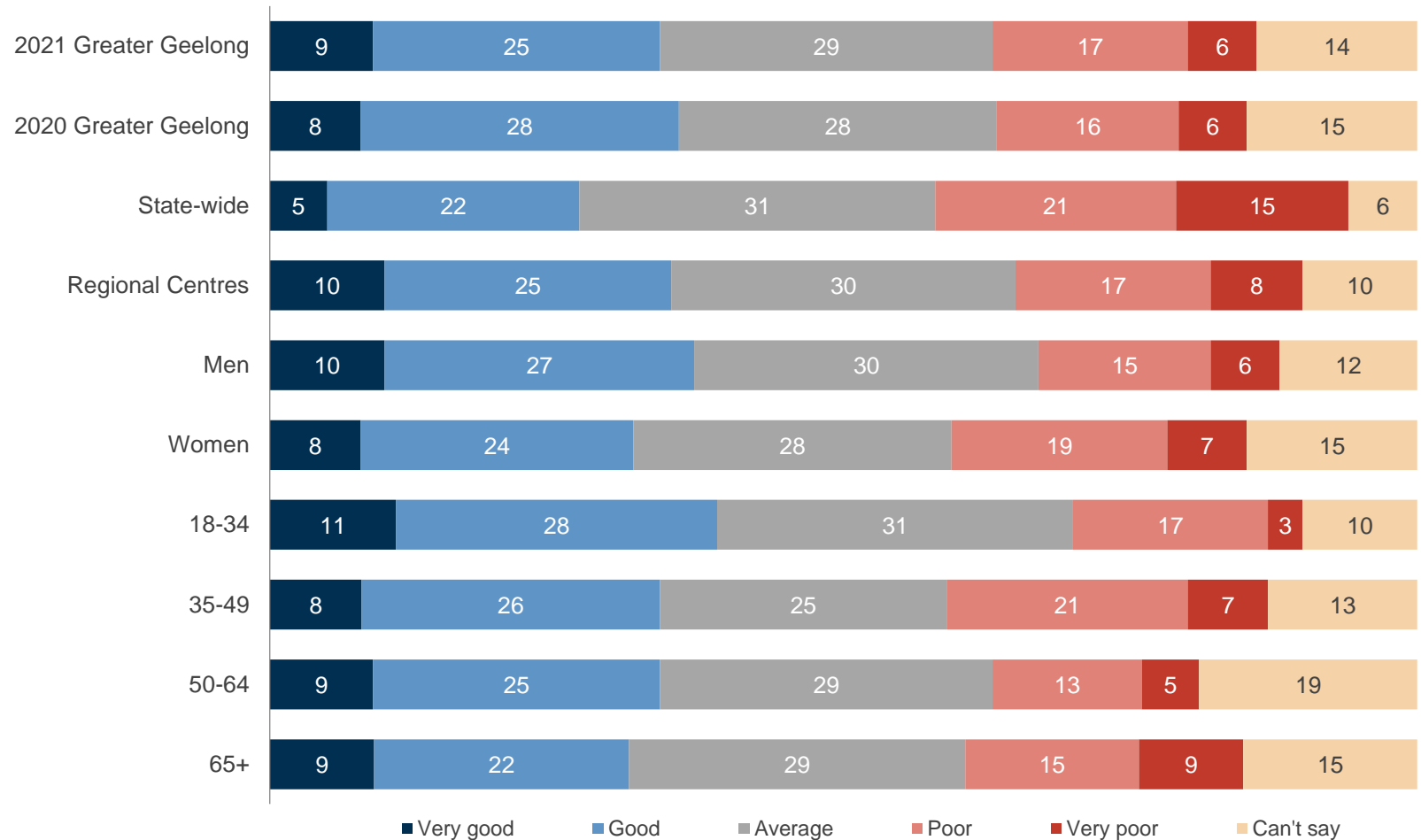
Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 2
 Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area performance



2021 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: 2



Business and community development importance



2021 business/community development importance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	73▲	71	72	71	73	n/a	n/a	n/a	n/a
65+	71	70	n/a	n/a	71	n/a	n/a	n/a	n/a
Women	71	70	n/a	n/a	75	n/a	n/a	n/a	n/a
35-49	71	71	n/a	n/a	77	n/a	n/a	n/a	n/a
State-wide	70	69	69	69	70	70	69	69	n/a
50-64	70	71	n/a	n/a	76	n/a	n/a	n/a	n/a
Greater Geelong	70	68	n/a	n/a	75	n/a	n/a	n/a	n/a
Men	68	66	n/a	n/a	76	n/a	n/a	n/a	n/a
18-34	67	63	n/a	n/a	76	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 10 Councils asked group: 3

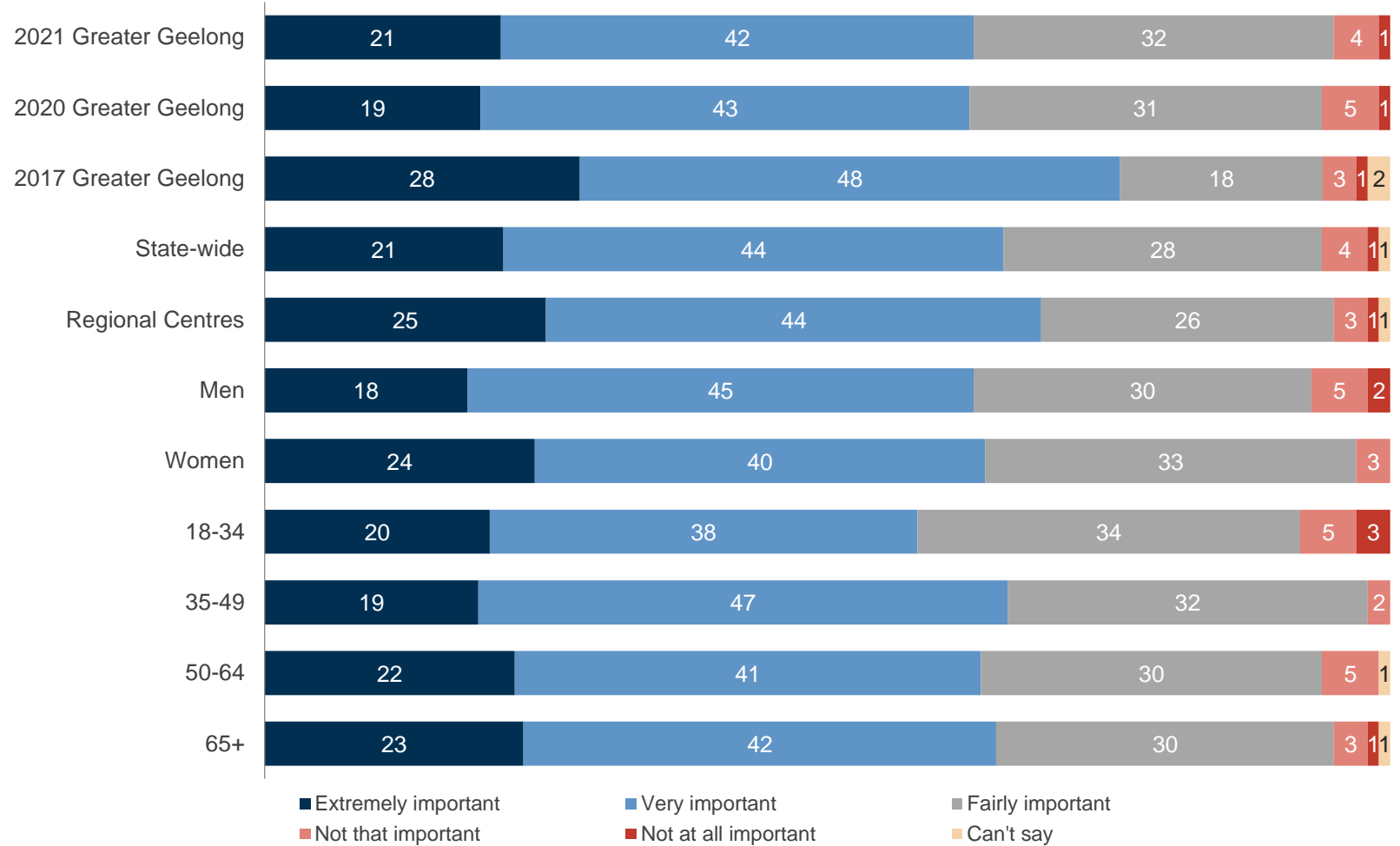
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2021 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: 10 Councils asked group: 3



Business and community development performance



2021 business/community development performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	66	69	n/a	n/a	57	n/a	n/a	n/a	n/a
50-64	65	57	n/a	n/a	49	n/a	n/a	n/a	n/a
Men	64	66	n/a	n/a	55	n/a	n/a	n/a	n/a
Greater Geelong	64	64	n/a	n/a	54	n/a	n/a	n/a	n/a
Women	64	62	n/a	n/a	54	n/a	n/a	n/a	n/a
65+	63	63	n/a	n/a	56	n/a	n/a	n/a	n/a
35-49	61	63	n/a	n/a	54	n/a	n/a	n/a	n/a
Regional Centres	61▼	58	61	55	58	61	54	n/a	n/a
State-wide	60▼	59	61	60	60	60	60	62	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

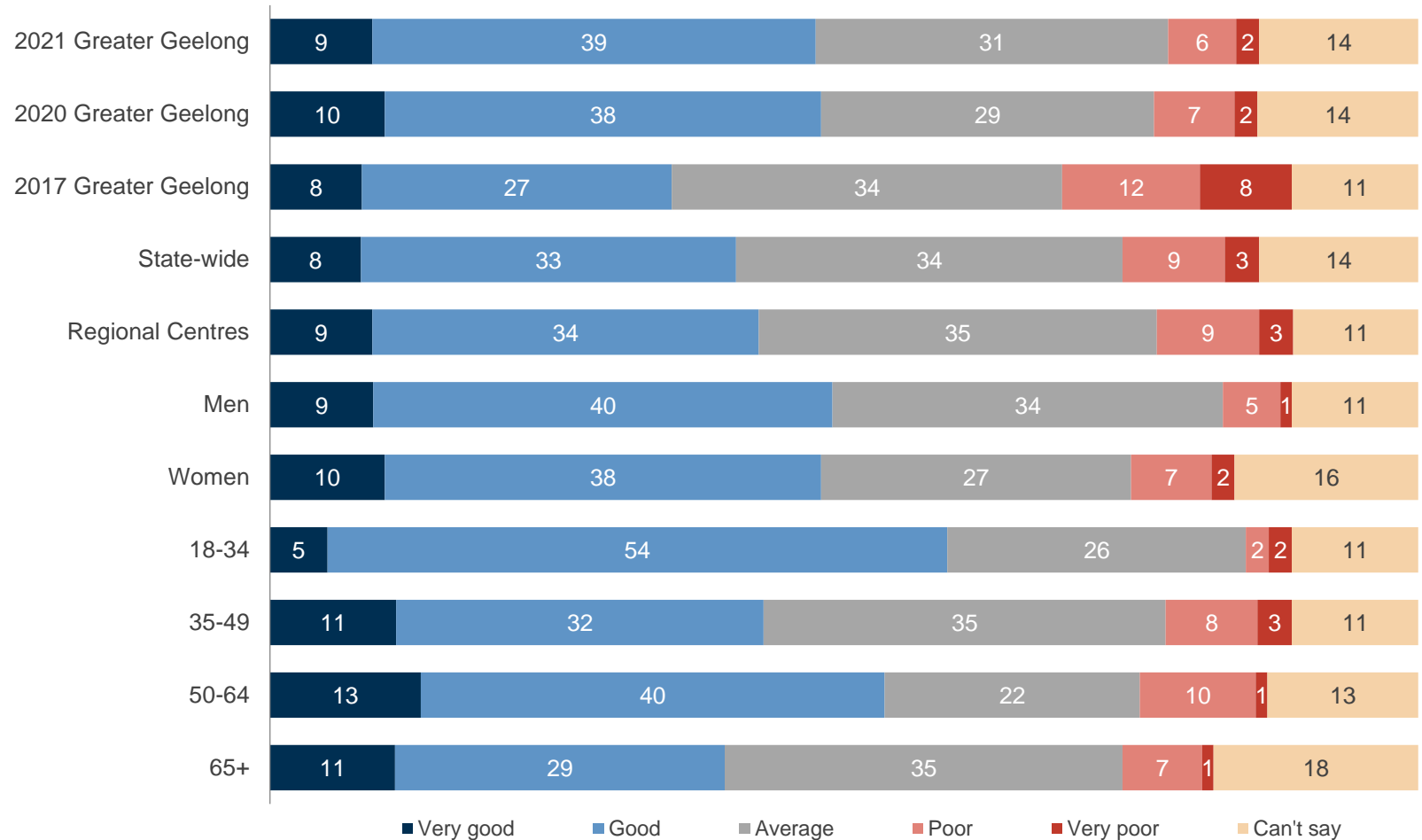
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2021 business/community development performance (%)



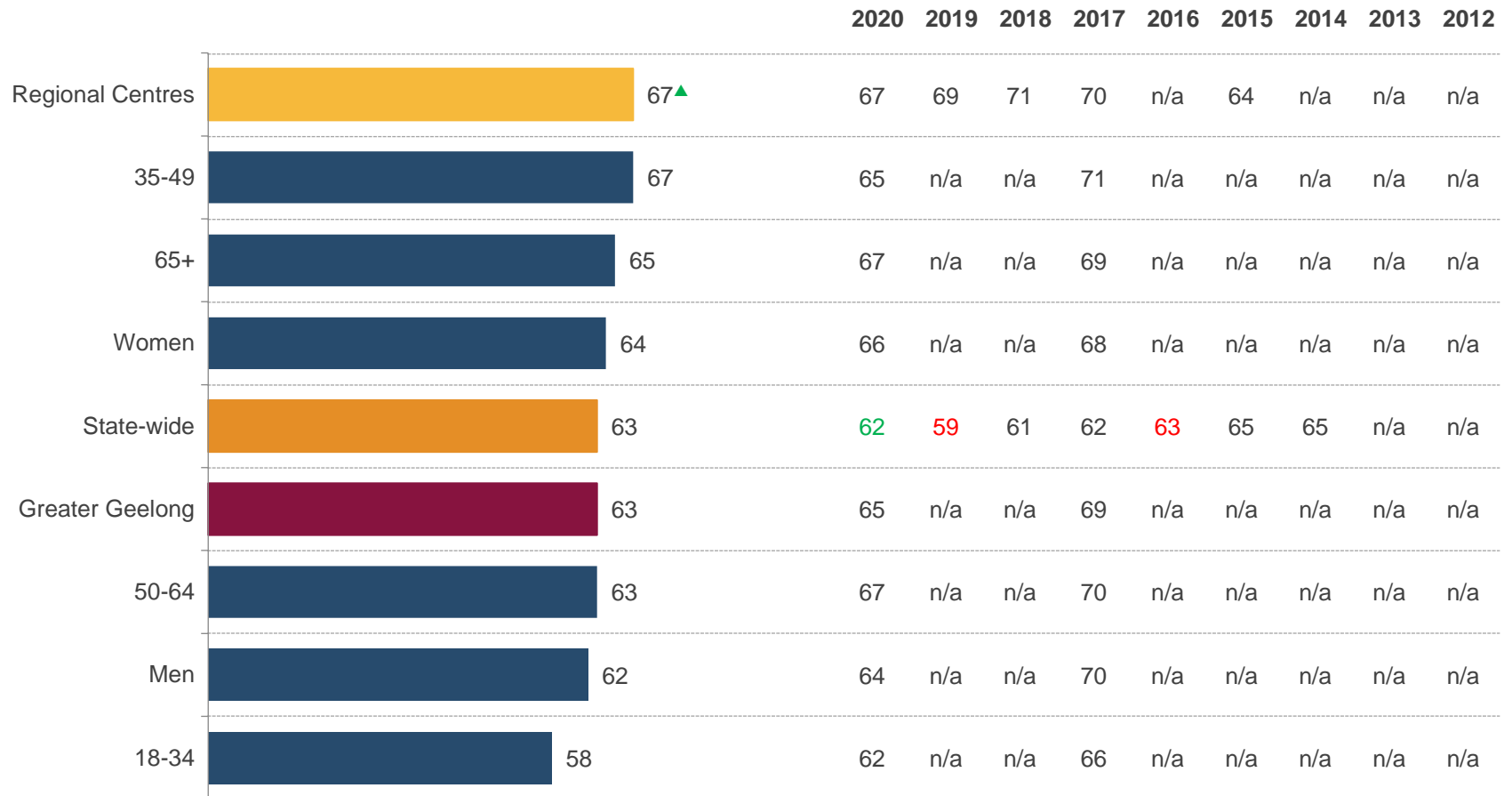
Q2. How has Council performed on 'Business and community development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 12 Councils asked group: 3



Tourism development importance



2021 tourism development importance (index scores)



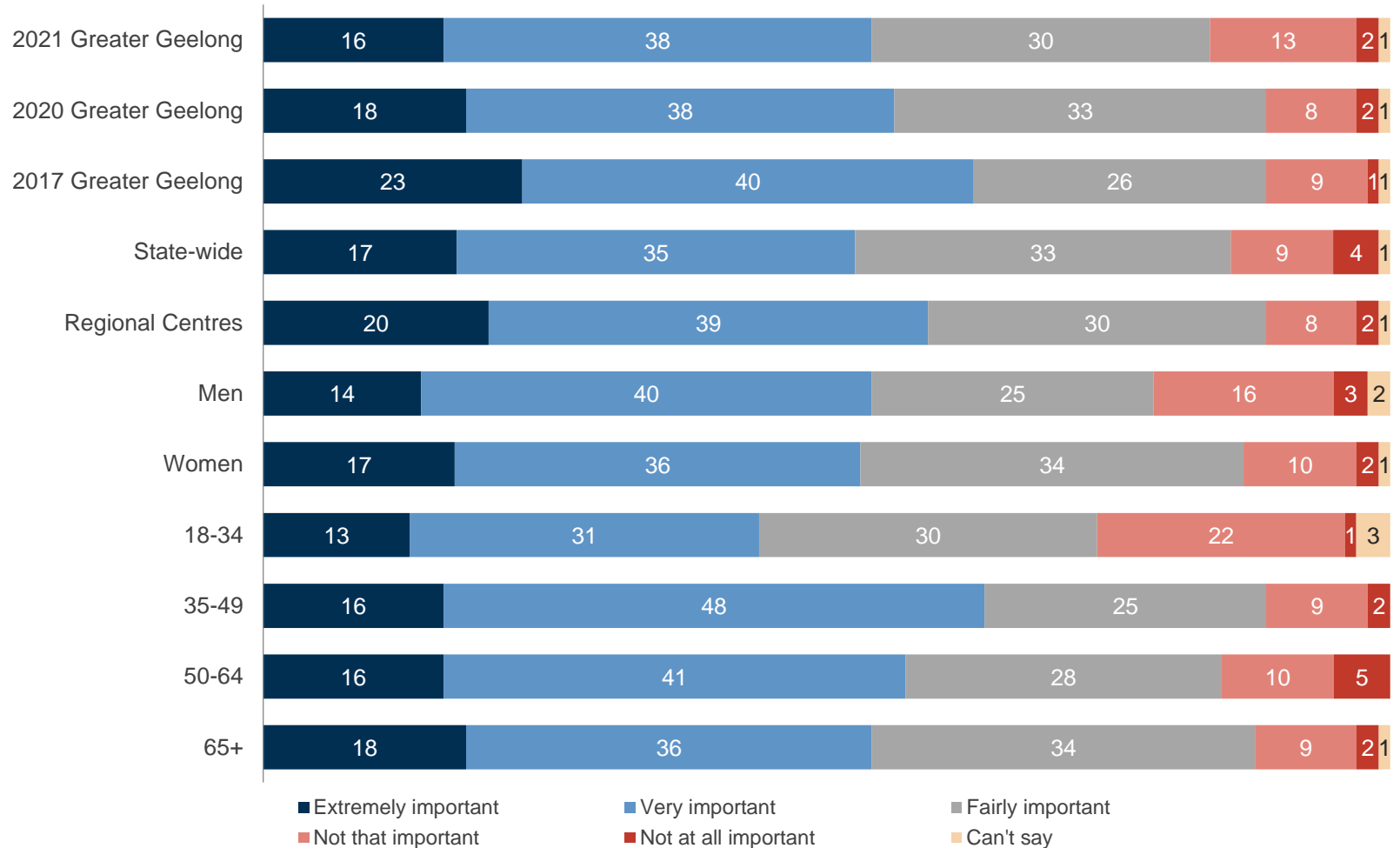
Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 9 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2021 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



2021 tourism development performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	69	63	n/a	n/a	57	n/a	n/a	n/a	n/a
65+	67	68	n/a	n/a	62	n/a	n/a	n/a	n/a
Women	67	71	n/a	n/a	61	n/a	n/a	n/a	n/a
Greater Geelong	66	70	n/a	n/a	62	n/a	n/a	n/a	n/a
35-49	65	75	n/a	n/a	63	n/a	n/a	n/a	n/a
Men	65	68	n/a	n/a	62	n/a	n/a	n/a	n/a
18-34	64	71	n/a	n/a	64	n/a	n/a	n/a	n/a
State-wide	62▼	62	63	63	63	63	64	n/a	n/a
Regional Centres	60▼	63	70	64	65	71	67	n/a	n/a

Q2. How has Council performed on 'Tourism development' over the last 12 months?

Base: All respondents. Councils asked state-wide: 13 Councils asked group: 2

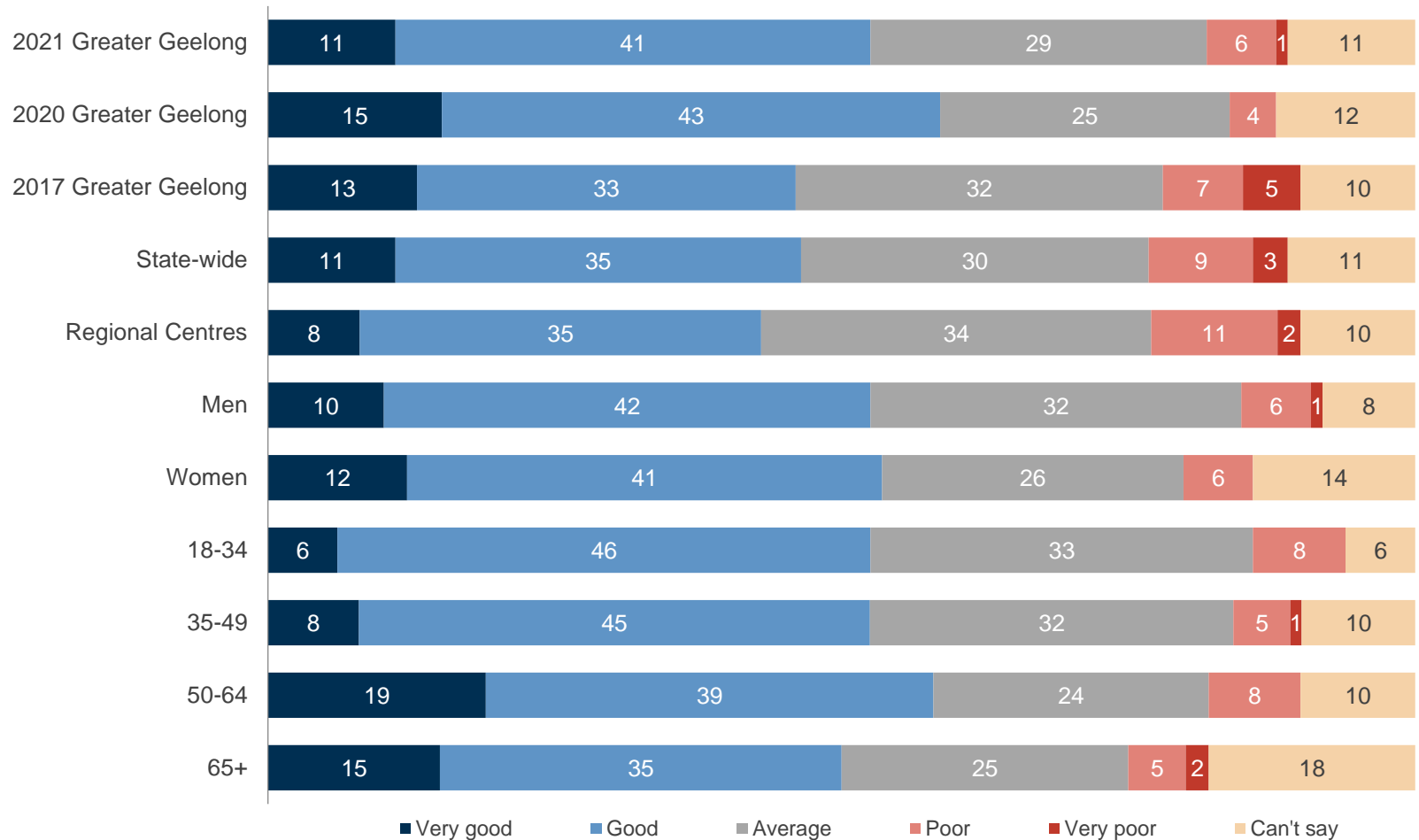
Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2021 tourism development performance (%)



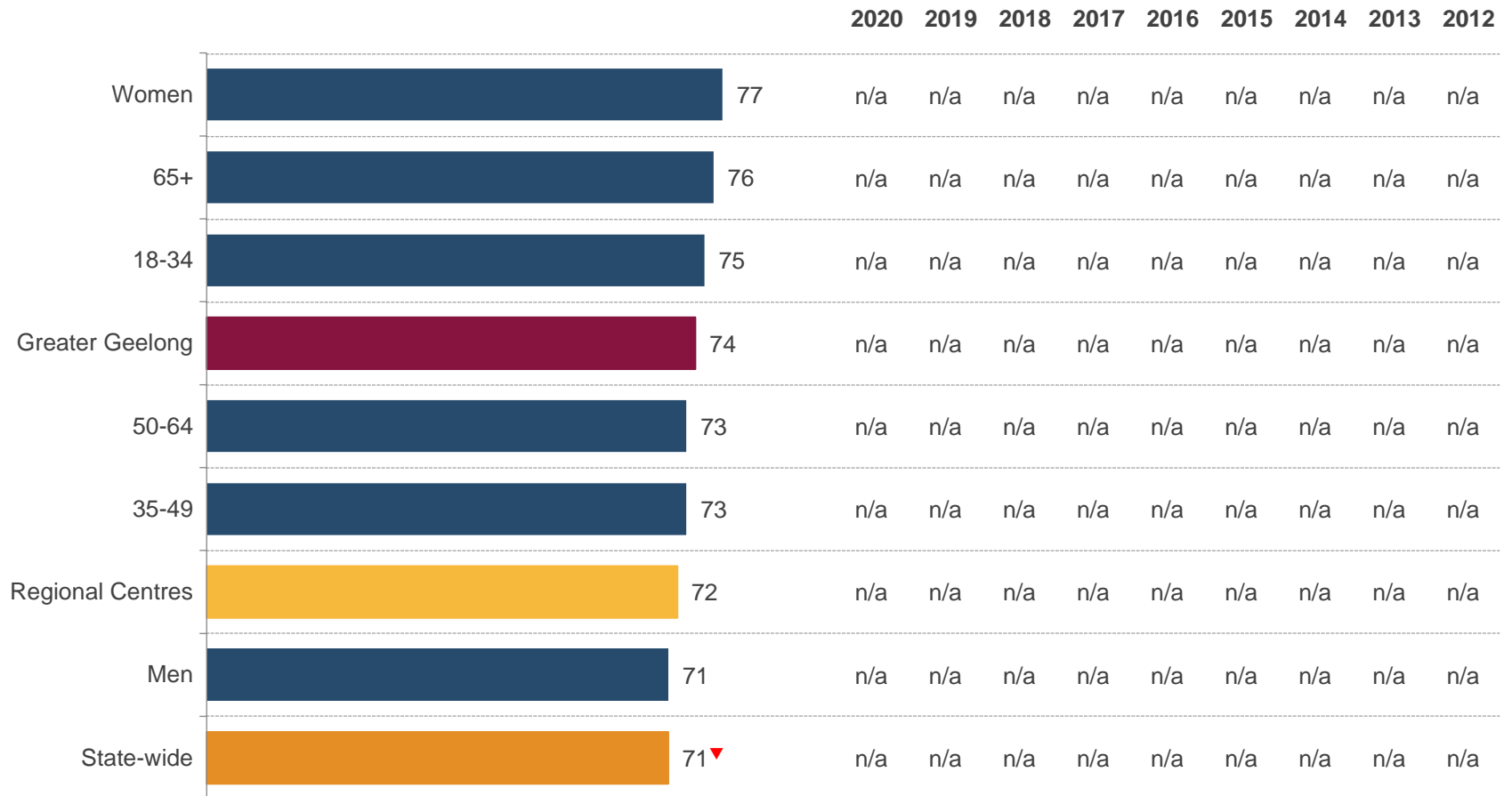
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 13 Councils asked group: 2



COVID-19 response importance



2021 COVID-19 response importance (index scores)



Q1. Firstly, how important should 'COVID-19 response' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 17 Councils asked group: 3

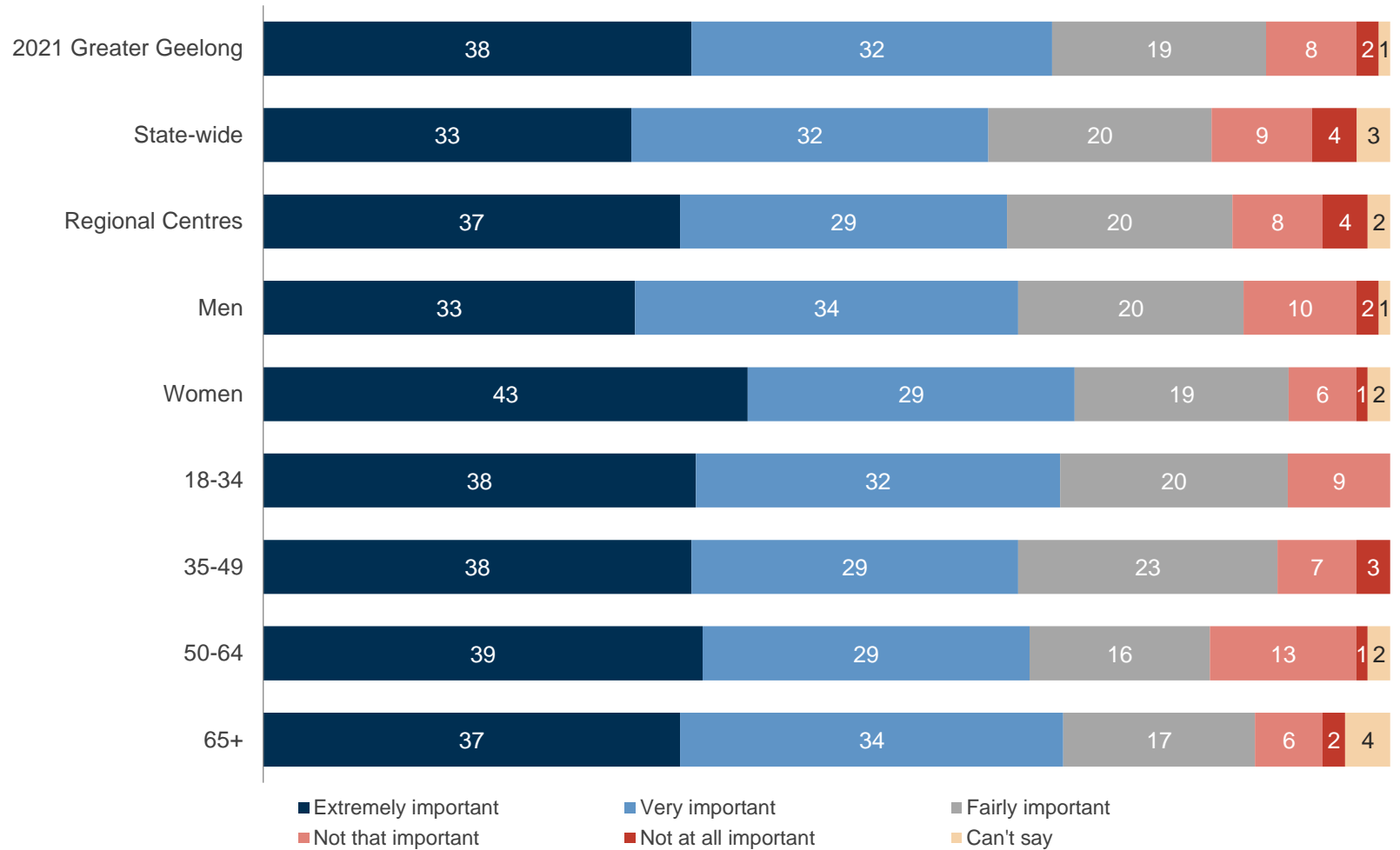
Note: Please see Appendix A for explanation of significant differences.



COVID-19 response importance



2021 COVID-19 response importance (%)



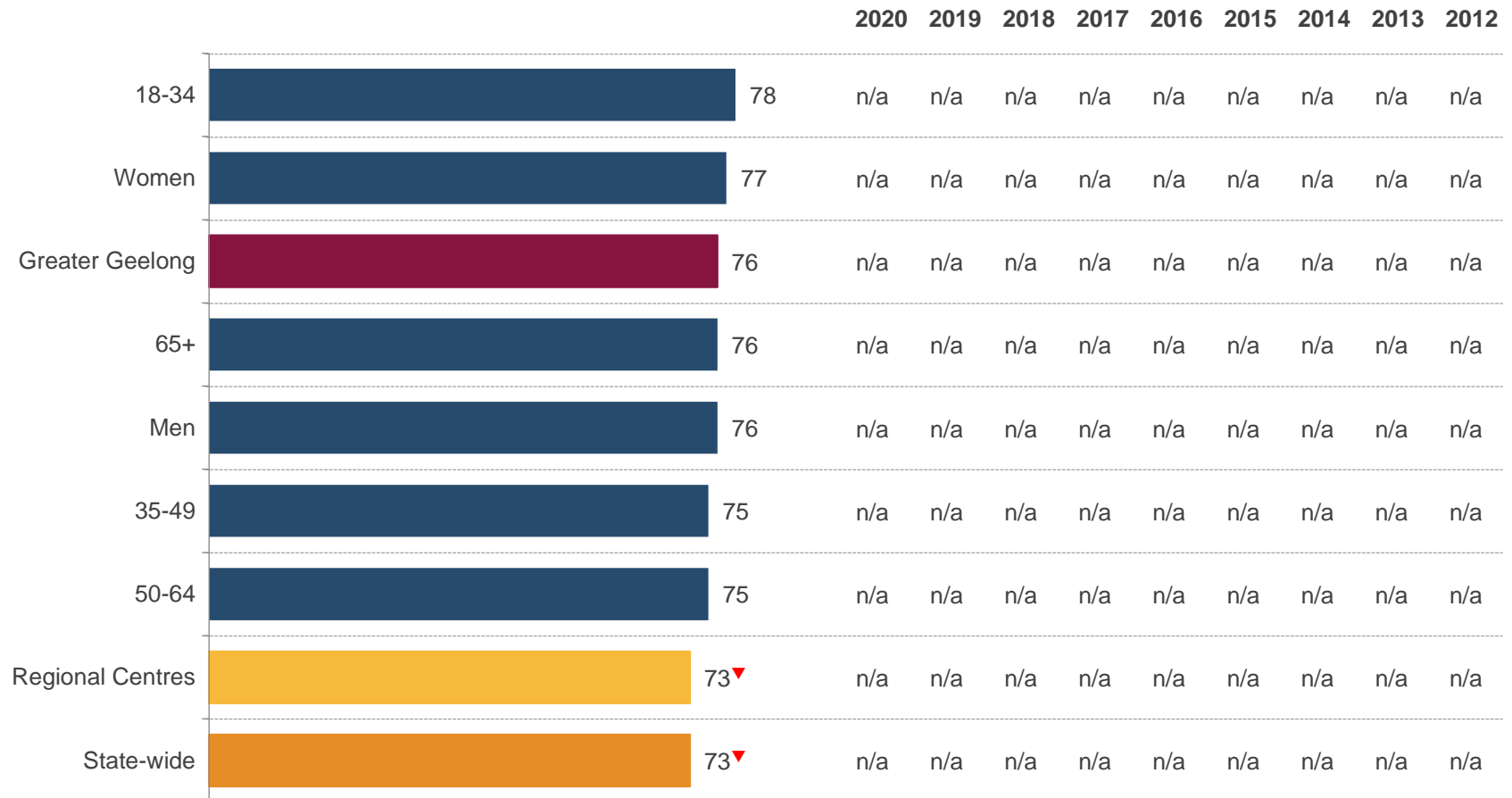
Q1. Firstly, how important should 'COVID-19 response' be as a responsibility for Council?
 Base: All respondents. Councils asked state-wide: 17 Councils asked group: 3



COVID-19 response performance



2021 COVID-19 response performance (index scores)



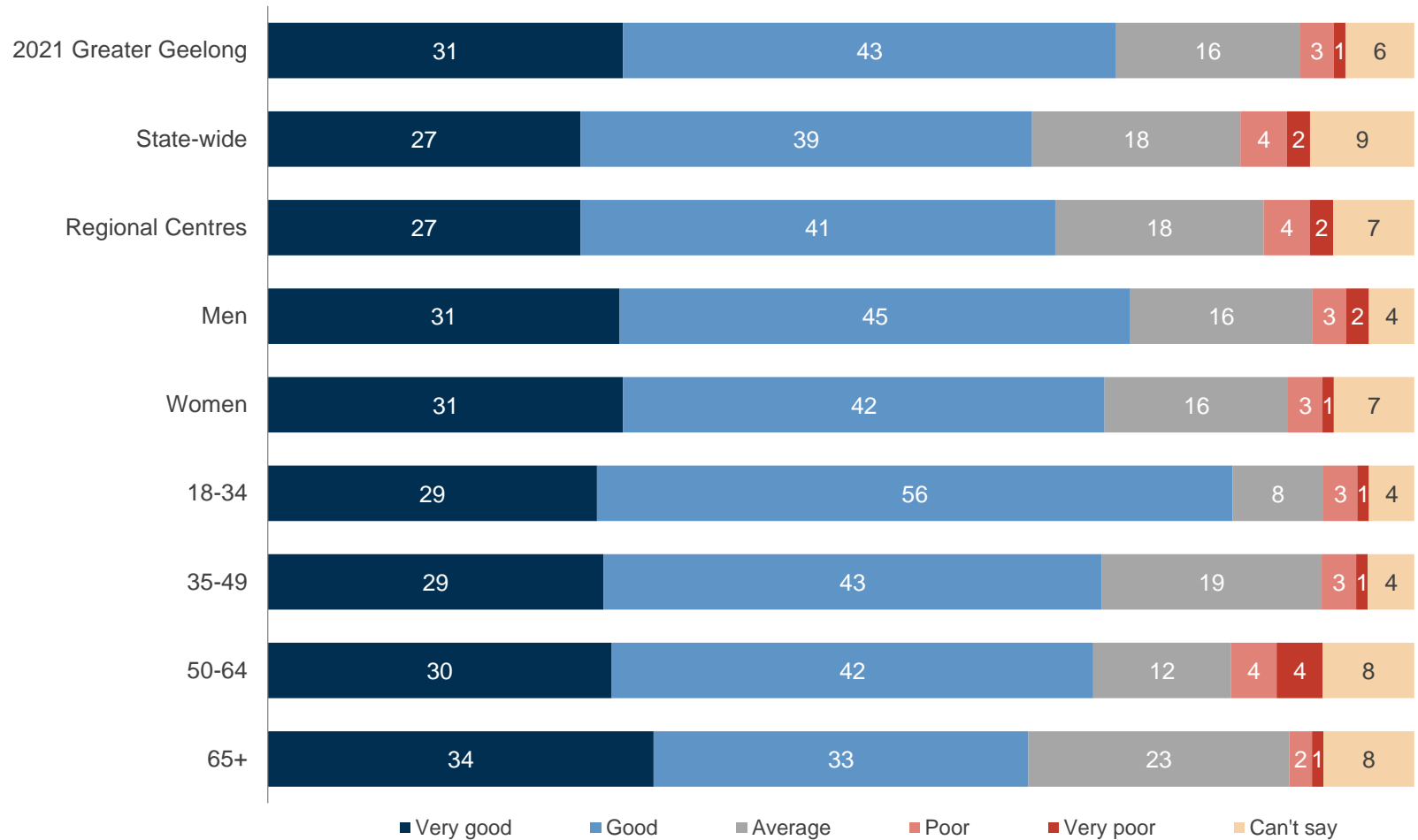
Q2. How has Council performed on 'COVID-19 response' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



COVID-19 response performance



2021 COVID-19 response performance (%)



Q2. How has Council performed on 'COVID-19 response' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 24 Councils asked group: 3

A large, stylized letter 'N' is positioned on the right side of the page. The letter is filled with a dark blue color and contains a blurred image of a crowd of people, likely at a sporting event or festival. The background of the entire page is white.

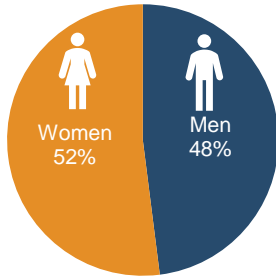
Detailed demographics



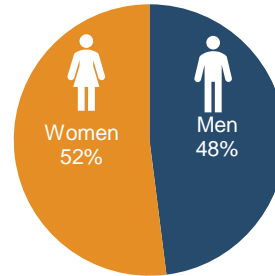
Gender and age profile

2021 gender

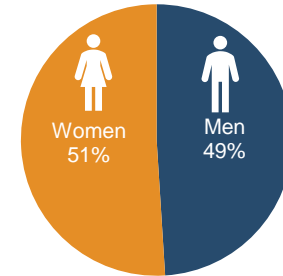
Greater Geelong



Regional Centres

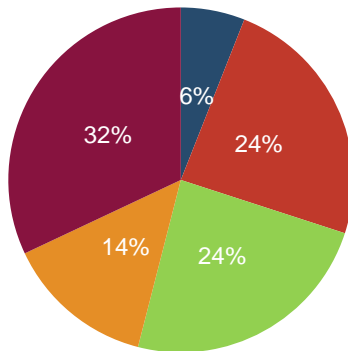


State-wide

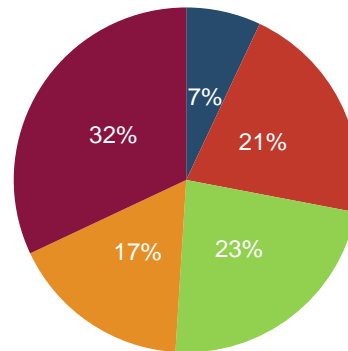


2021 age

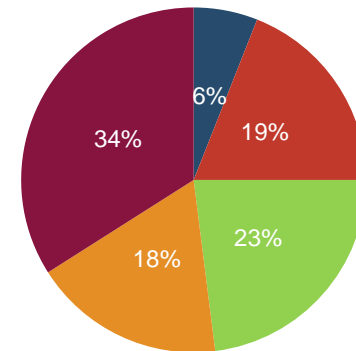
Greater Geelong



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: 66 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 2021 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 202,600 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	185	193	+/-7.2
Women	215	207	+/-6.7
18-34 years	63	120	+/-12.4
35-49 years	91	95	+/-10.3
50-64 years	77	57	+/-11.2
65+ years	169	128	+/-7.6



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:

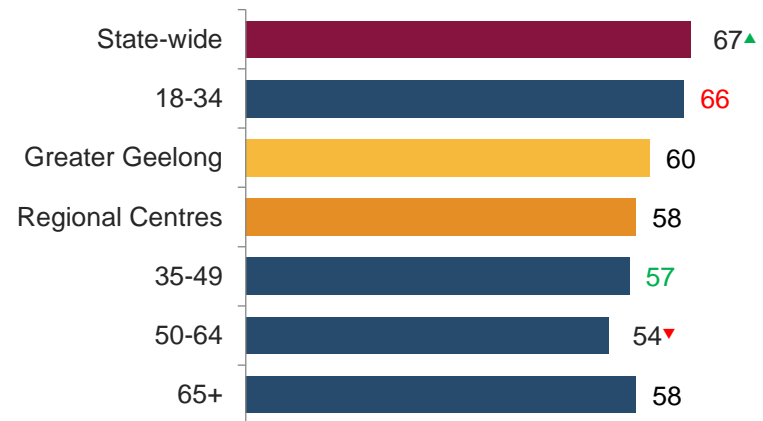
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

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 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

2021 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 2021 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 2021 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=400 completed interviews were achieved in Greater Geelong City Council. Survey fieldwork was conducted in the period of 10th February – 12th March, 2021.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2021 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 2021 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 2012-2021 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 2021 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2021 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 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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



Appendix B: Glossary of terms

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

CSS: 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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