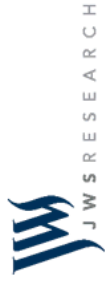
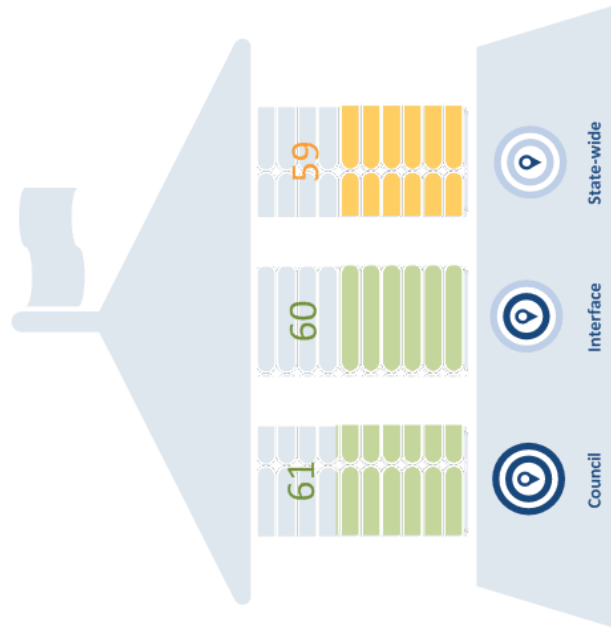


CONTENTS

- [Background and objectives](#)
- [Survey methodology and sampling](#)
- [Further information](#)
- [Key findings & recommendations](#)
- [Summary of findings](#)
- [Detailed findings](#)
 - [Key core measure: Overall performance](#)
 - [Key core measure: Customer service](#)
 - [Key core measure: Council direction indicators](#)
 - [Individual service areas](#)
 - [Detailed demographics](#)
- [Appendix A: Detailed survey tabulations](#)
- [Appendix B: Further project information](#)

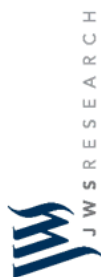


MELTON CITY COUNCIL -- AT A GLANCE



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.



BACKGROUND AND OBJECTIVES

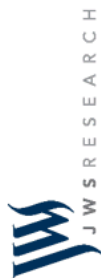
Welcome to the report of results and recommendations for the 2018 State-wide Local Government Community Satisfaction Survey for Melton City Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

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.

The main objectives of the survey are to assess the performance of Melton City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING



This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Melton City Council.

Survey sample matched to the demographic profile of Melton City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Melton City Council, particularly younger people.

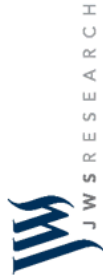
A total of n=400 completed interviews were achieved in Melton City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2018.

The 2018 results are compared with previous years, as detailed below:

- 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 Melton 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.



SURVEY METHODOLOGY AND SAMPLING

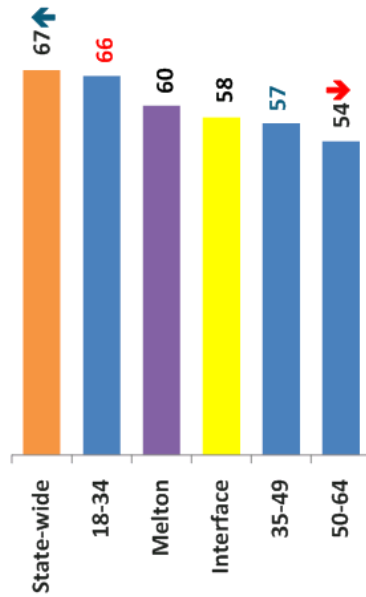
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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 blue and red indicate significantly higher or lower results than in 2017. 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 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

Overall Performance – Index Scores
(example extract only)



Note: Details on the calculations used to determine statistically significant differences may be found in Appendix B.



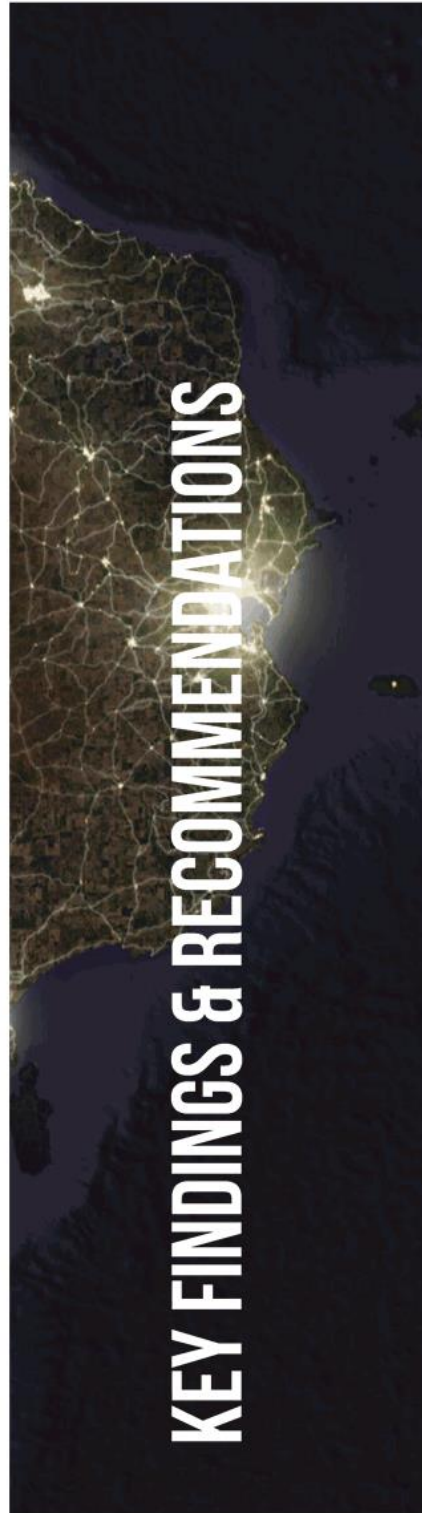
FURTHER INFORMATION

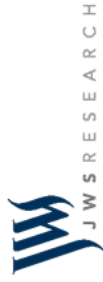
Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in [Appendix B](#), including:

- [Background and objectives](#)
- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

Contacts

For further queries about the conduct and reporting of the 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.



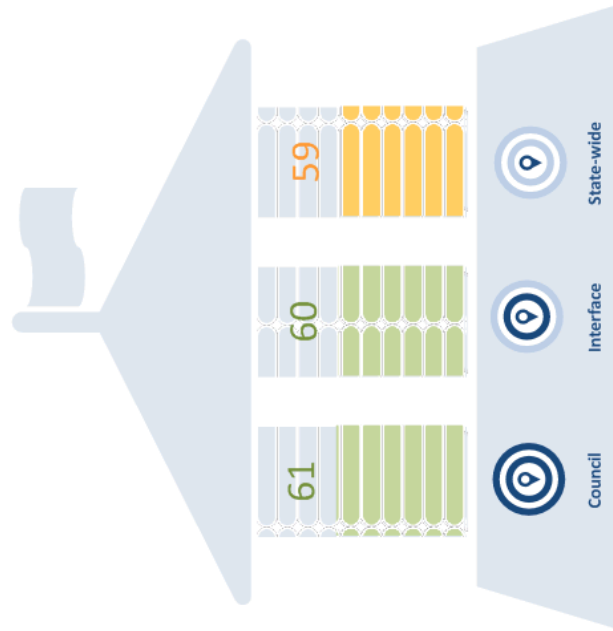


OVERALL PERFORMANCE

The **overall performance index score of 61** for Melton City Council represents a **two-point improvement** on the 2017 result. While not a **significant** improvement, overall performance is increasing positively toward its peak index score of 64 achieved when tracking commenced in 2012.

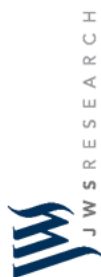
- Melton City Council's overall performance is not rated **statistically significantly** different (at the 95% confidence interval) than the average rating for councils **State-wide** and in the **Interface** group (index scores of 59 and 60 respectively).
- Of note, **male** residents are **significantly more** favourable in their view of Council's overall performance compared to 2017.
- Review of index scores by demographic and geographic cohorts does not reveal any further **significant** differences compared to Council's average rating.

Around four times as many residents rate Melton City Council's overall performance as 'good' or 'very good' (50%), than those who rate it as 'poor' or 'very poor' (13%), generally consistent with 2017.



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.



OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 18) shows that Melton City Council's **performance increased** on all measures, with **significant** improvements in four areas compared to Council's own results in 2017.

- Melton City Council's most improved service areas are **overall council direction** (index score of 59) and **making community decisions** (index score of 60), which are *significantly higher* compared to 2017 (both up five points).
- Melton City Council's performance on **community consultation and engagement** (index score of 59) and **advocacy** (index score of 58) are also *significantly higher* compared to 2017 (both up four points).
- Melton City Council's performance on **community consultation and engagement, advocacy, making community decisions and sealed local roads** are *significantly higher* than the **State-wide** and **Interface** group council averages.

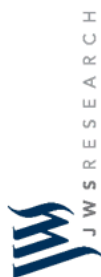
There are also notable differences across demographic and geographic cohorts.

- On the measures of **making community decisions** (index score of 60) and **overall council direction** (index score of 59) residents aged **18 to 34 years** rate council *significantly higher* than average (index score of 65 for both).
- On the measure of **advocacy** (index score of 59), residents aged **18 to 34 years** rate council *significantly higher* than average (index score of 63), whereas residents aged **50 to 64 years** rate council *significantly lower* than average (index score of 49).
- On the measure of **sealed local roads** (index score of 63), residents of the **Rural balance** area rate council *significantly lower* than average (index score of 52).*

In the area of **customer service** (index score of 73), Melton City Council is rated higher than the **State-wide** and **Interface** group council average (both with an index score of 70), but this is not *significantly* different. This core performance measure is also Melton City Council's best performing area.

* This result should be interpreted with caution due to low sample size

CUSTOMER CONTACT AND SERVICE



Six in ten (60%) Melton City Council residents have had recent contact with council, which is not *significantly higher* than in 2017 (55%). The current level of contact is similar to that evident across 2012 to 2014. 2015 represented the lowest level of contact with council over the course of the tracking (54%).

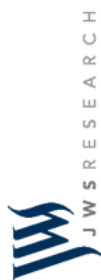
- In 2018, **female** residents and those aged **50 to 64 years** had the most contact with council (63%). Conversely, **male** residents had the least contact (56%). However, there are no *significant* differences in contact across any of the demographic sub-groups.
- Of note, residents of the **Eastern corridor** had *significantly more* contact with council compared with 2017.

Melton City Council's **customer service** index of 73 represents a five-point improvement on 2017. After bouncing back from last year's decline, the 2018 result is the second-highest customer service rating Council has received, equalling the result in 2014, and only one point down on the peak score (74) achieved when tracking commenced in 2012. As mentioned previously, Council is rated above the **State-wide** and **Interface** group council average (both with an index score of 70), but this difference is not *statistically significant*.

Nearly two in five residents (38%) rate Council's **customer service** as 'very good', with a further third (33%) rating it as 'good', representing a 10 percentage point increase in 'very good' ratings compared to 2017.

- While there are no *significant* differences in **customer service** across demographic cohorts compared with the council average, **males** and residents aged **18 to 34 years** have *significantly higher* perceptions of customer service compared to 2017 (up 15 and 12 index points respectively).
- Of note, residents **aged 18 to 34 years** had the highest percentage of 'very good' ratings (45%) of any of the demographic cohorts.

AREAS WHERE COUNCIL IS PERFORMING WELL

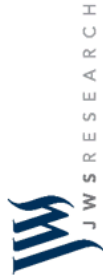


While **customer service** remains the area where Melton City Council has performed **most strongly** (index score of 73), performance on four of the core measures *significantly* improved in 2018.

The most improved areas are **overall council direction, making community decisions, community consultation and engagement and advocacy**, which are *significantly higher* compared to 2017.

- Of note, **overall council direction** achieved its highest result since tracking began, while **making community decisions and advocacy** equalled their highest results.
- Further highlighting strong performance this year, in all of these areas Melton City Council is rated *significantly higher* than the **State-wide and Interface** group council averages.
- Notably, residents aged **18 to 34 years** appear to be driving positive opinion, with perceptions *significantly higher* on a number of these improved core measures.

Another service area where Council is performing comparatively well is **sealed local roads**. While this service area did not *significantly* improve on its 2017 result, it is performing *significantly higher* than the **State-wide and Interface** group council averages.



FOCUS AREAS FOR COMING 12 MONTHS

Perceptions of Council experienced a number of significant improvements, without any significant declines in performance index scores in the past year. This is a positive result for Council.

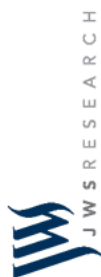
In terms of priorities for the coming 12 months, given the significant improvements exhibited across a number of core measures, Melton City Council should focus attention on **maintaining** and **building** upon its improved performance in these areas over the next 12 months.

Notwithstanding the largely positive community perceptions in 2018, review of the areas that residents think Council most needs to focus on to improve performance (as shown on page 24) highlights a number of areas Council should look to address.

- The area that stands out as being most in need of attention is **sealed road maintenance**, with 15% of residents considering this the top priority area to improve.
- **Public safety** is another area that just under one in ten residents (8%) thinks Melton City Council needs to focus on to improve its performance.

➤ More generally, consideration should also be given to residents aged **50 to 64 years**, who appear to be most driving negative opinion in 2018.

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

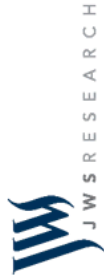


FURTHER AREAS OF EXPLORATION

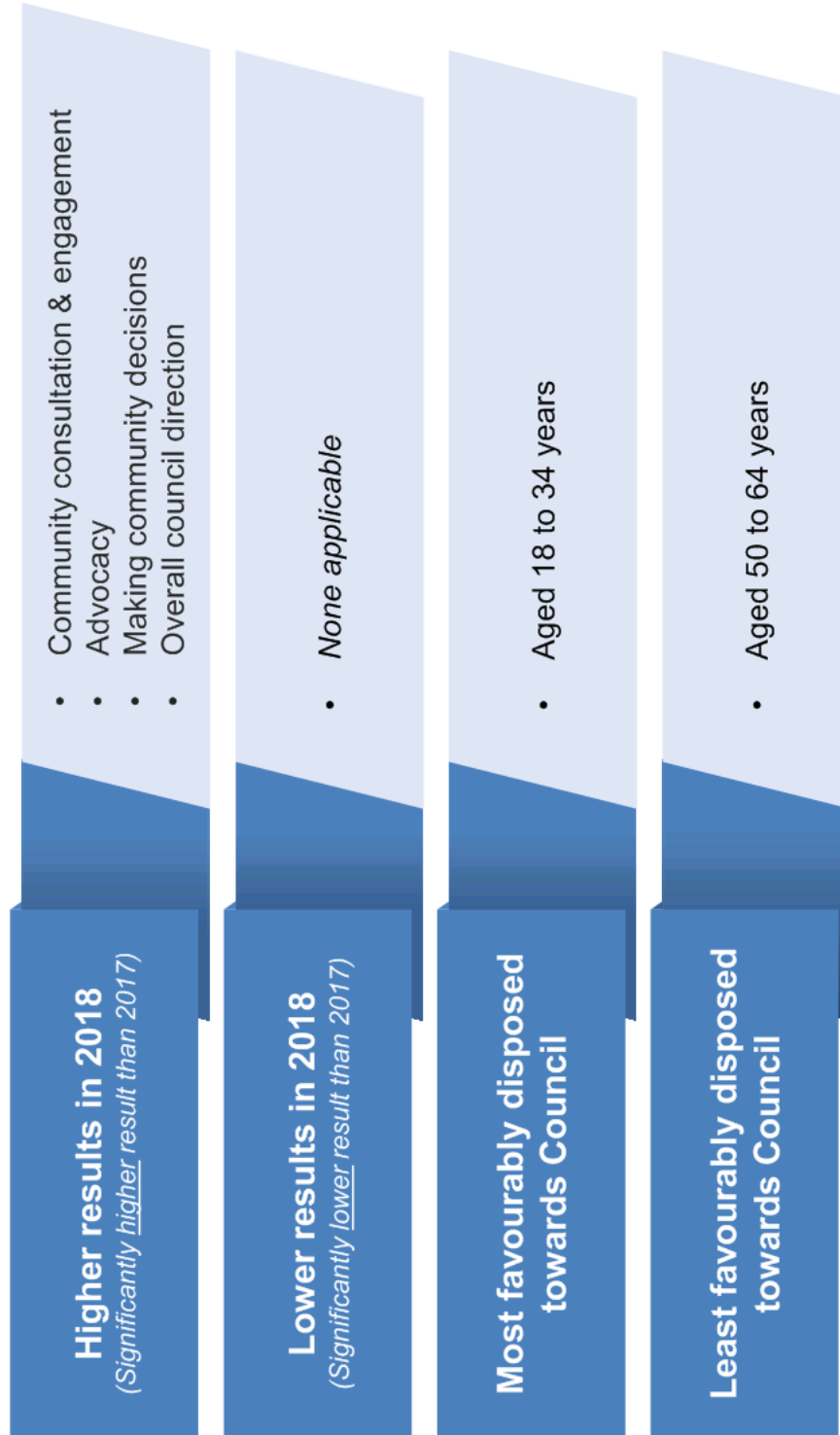
An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the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

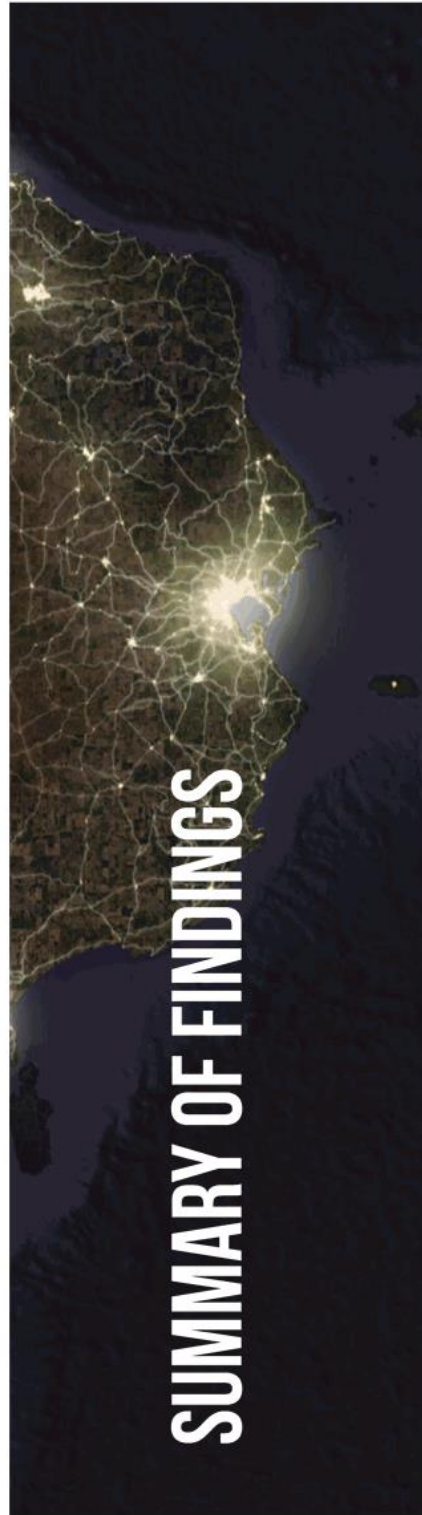
Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target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

A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.



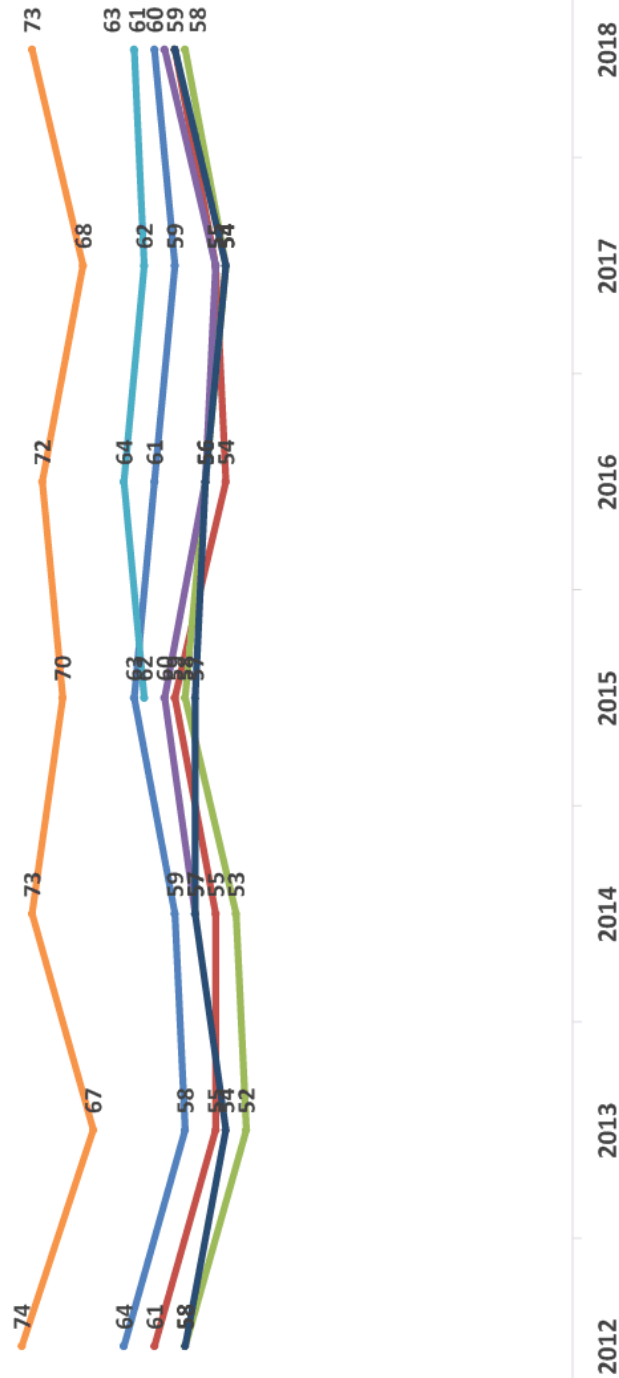
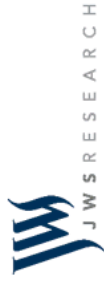
SNAPSHOT OF KEY FINDINGS



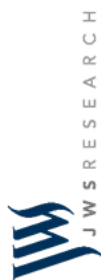


2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS

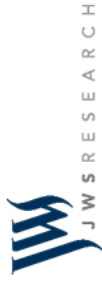


2018 SUMMARY OF CORE MEASURES DETAILED ANALYSIS

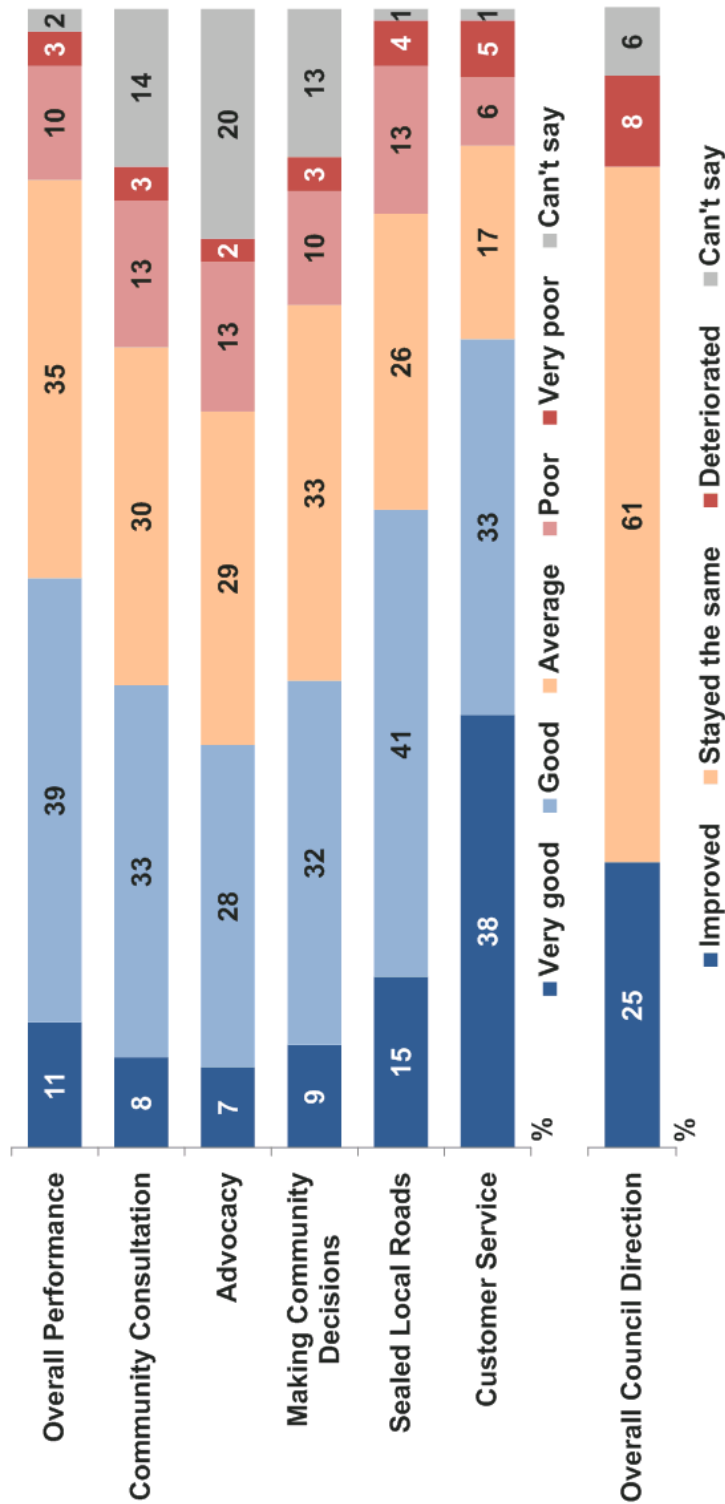


Performance Measures	Melton 2018	Melton 2017	Interface 2018	State-wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	61	59	60	59	Aged 65+ years	Aged 50-64 years
COMMUNITY CONSULTATION (Community consultation and engagement)	59	55	56	55	Aged 18-34 years	Aged 50-64 years
ADVOCACY (Lobbying on behalf of the community)	58	54	54	54	Aged 18-34 years	Aged 50-64 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	60	55	56	54	Aged 18-34 years	Rural Balance
SEALED LOCAL ROADS (Condition of sealed local roads)	63	62	57	53	Men, Eastern Corridor	Rural Balance
CUSTOMER SERVICE	73	68	70	70	Men	Rural Balance
OVERALL COUNCIL DIRECTION	59	54	53	52	Rural Balance	Aged 50-64 years

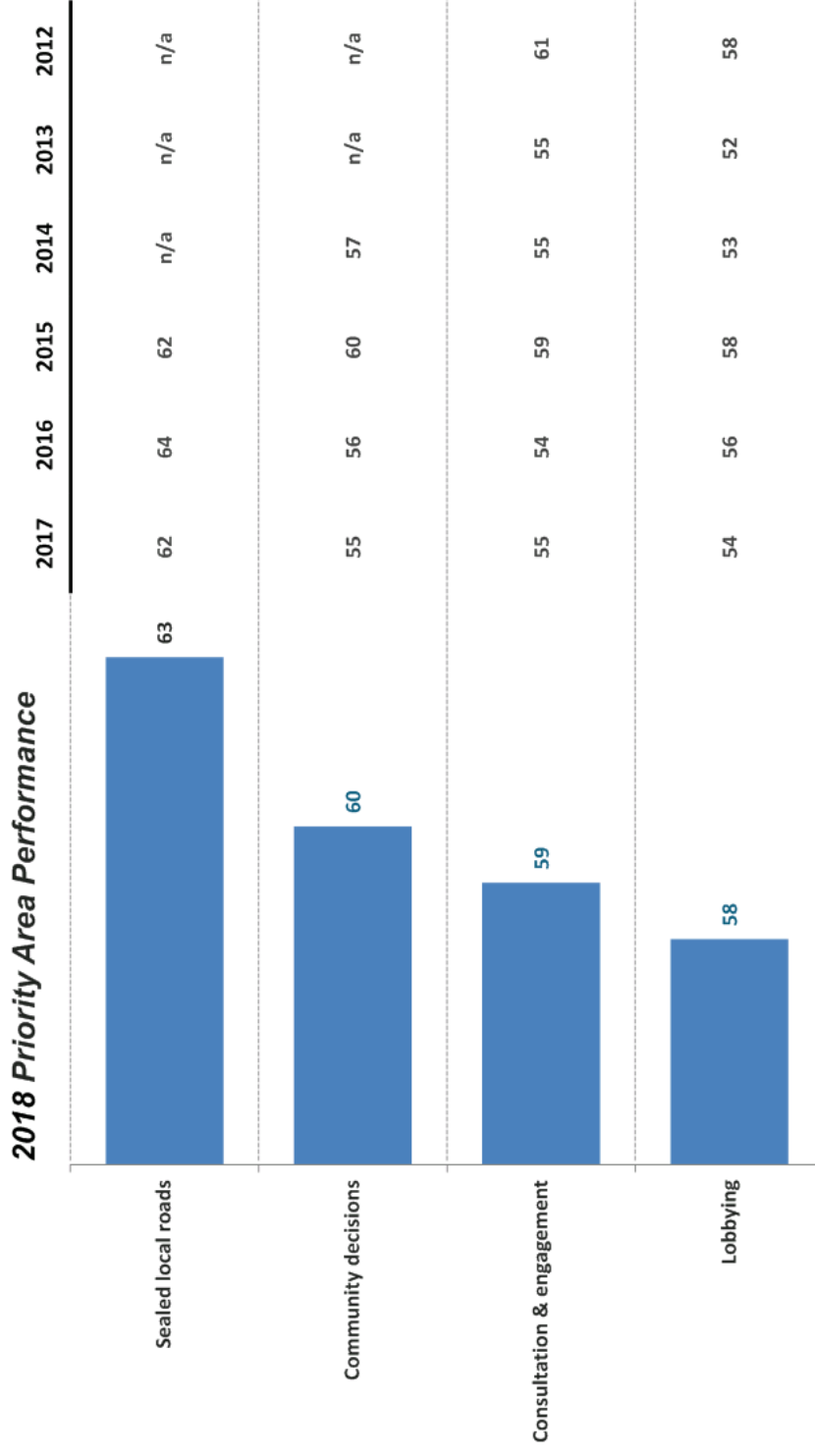
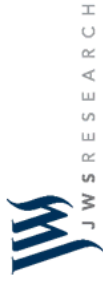
2018 SUMMARY OF KEY COMMUNITY SATISFACTION PERCENTAGE RESULTS



Key Measures Summary Results



2018 PERFORMANCE SUMMARY
INDEX SCORES OVER TIME



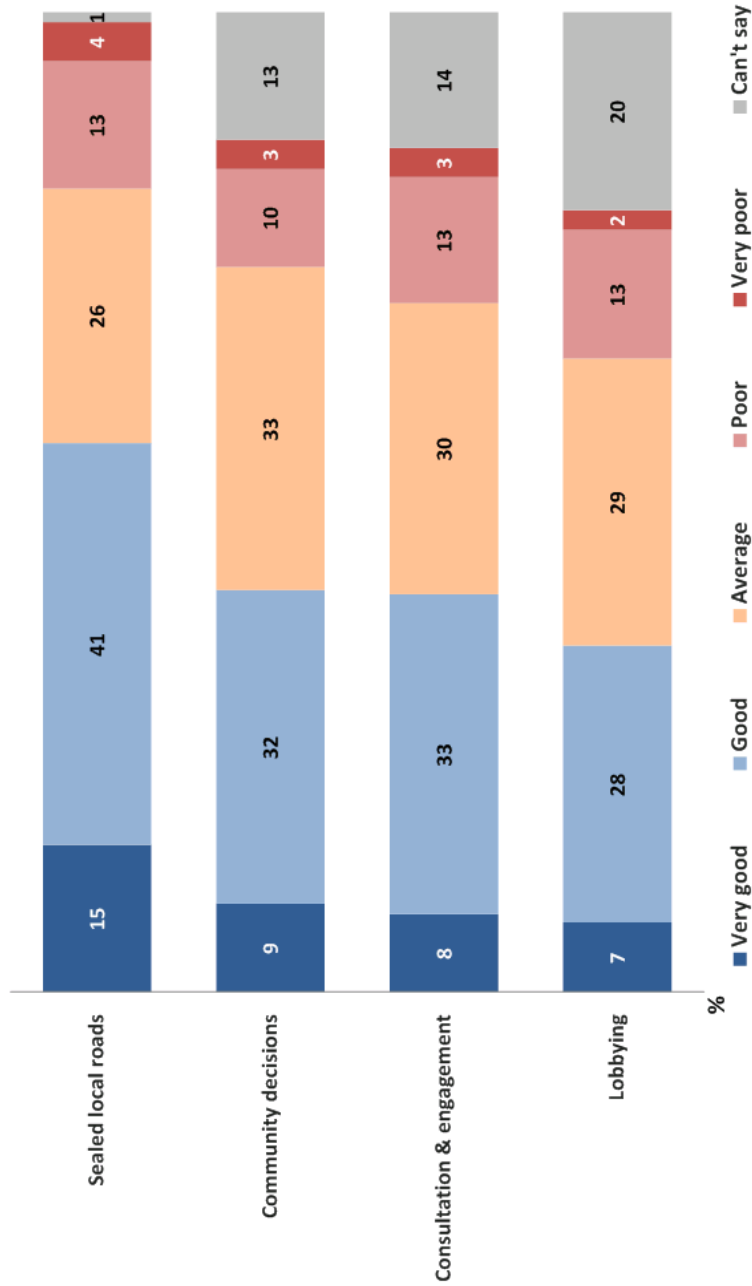
Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6
 Note: Please see page 6 for explanation of significant differences.

2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES



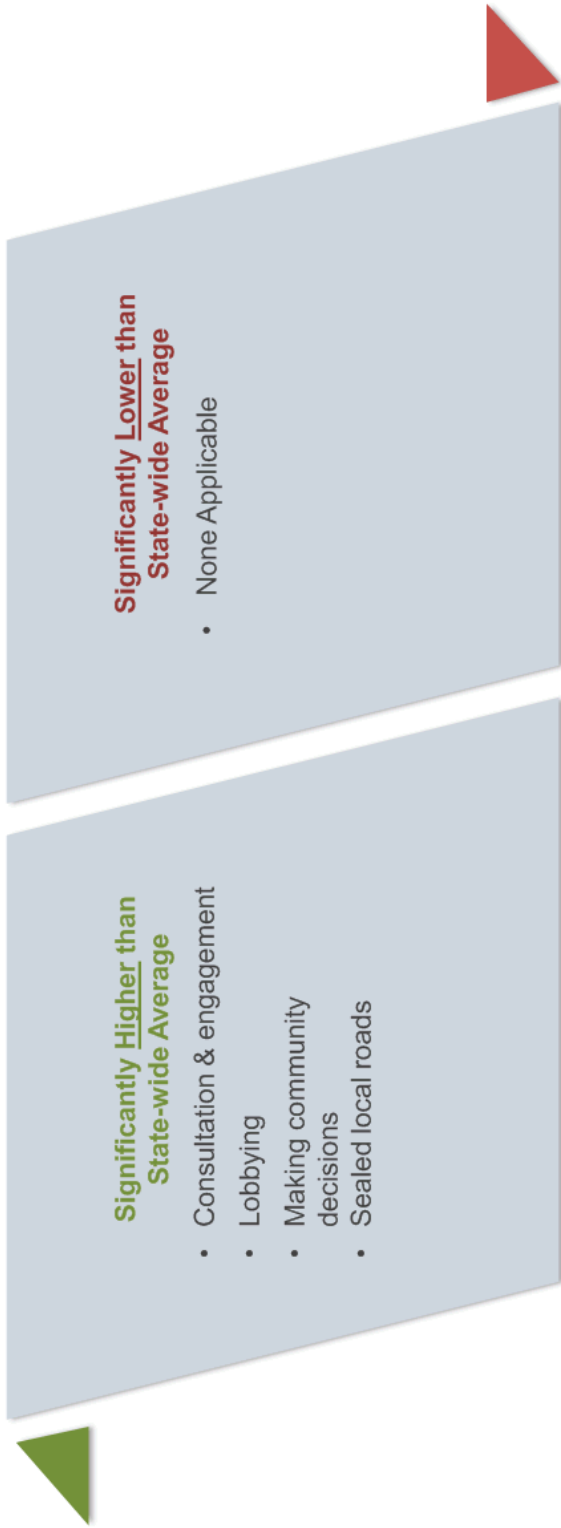
Individual Service Areas Performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

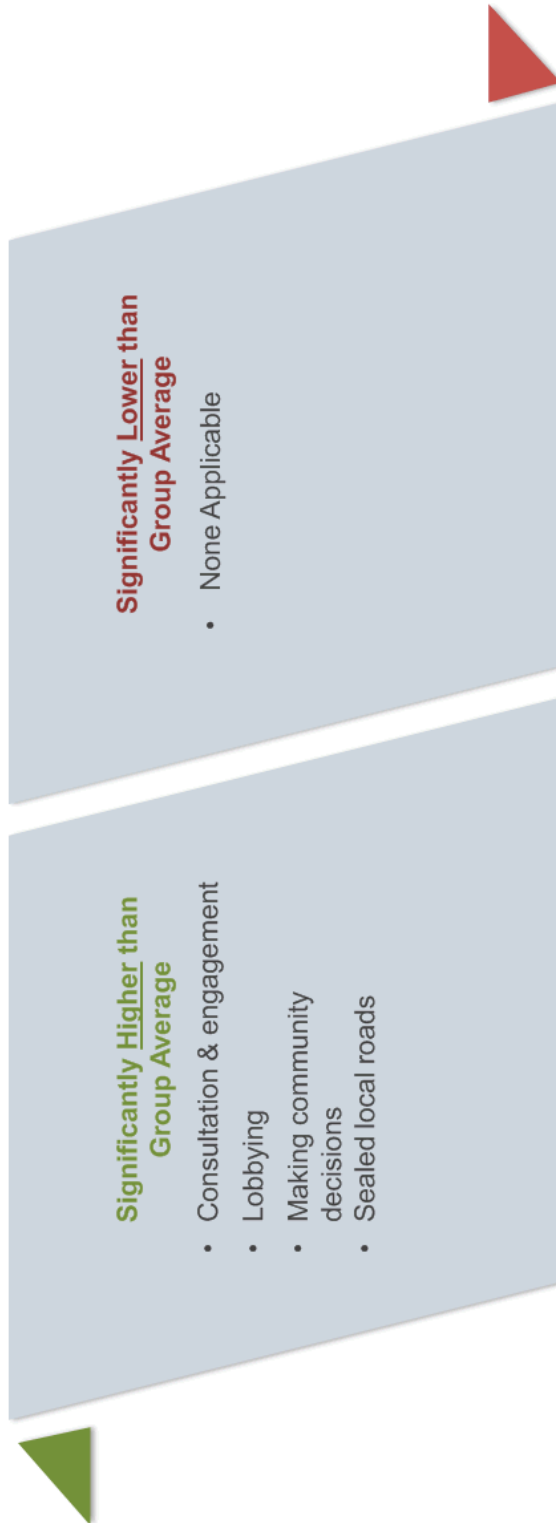
INDIVIDUAL SERVICE AREAS SUMMARY

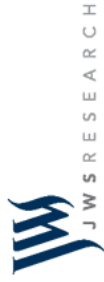
COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



INDIVIDUAL SERVICE AREAS SUMMARY

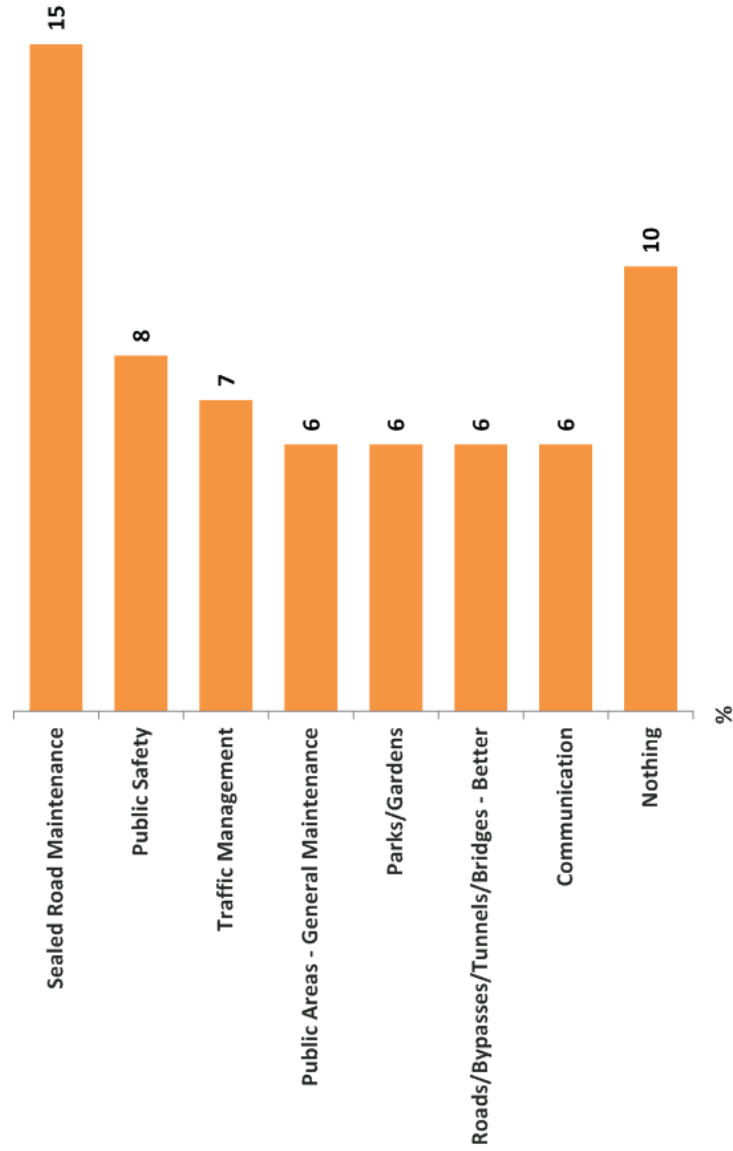
COUNCIL'S PERFORMANCE VS GROUP AVERAGE



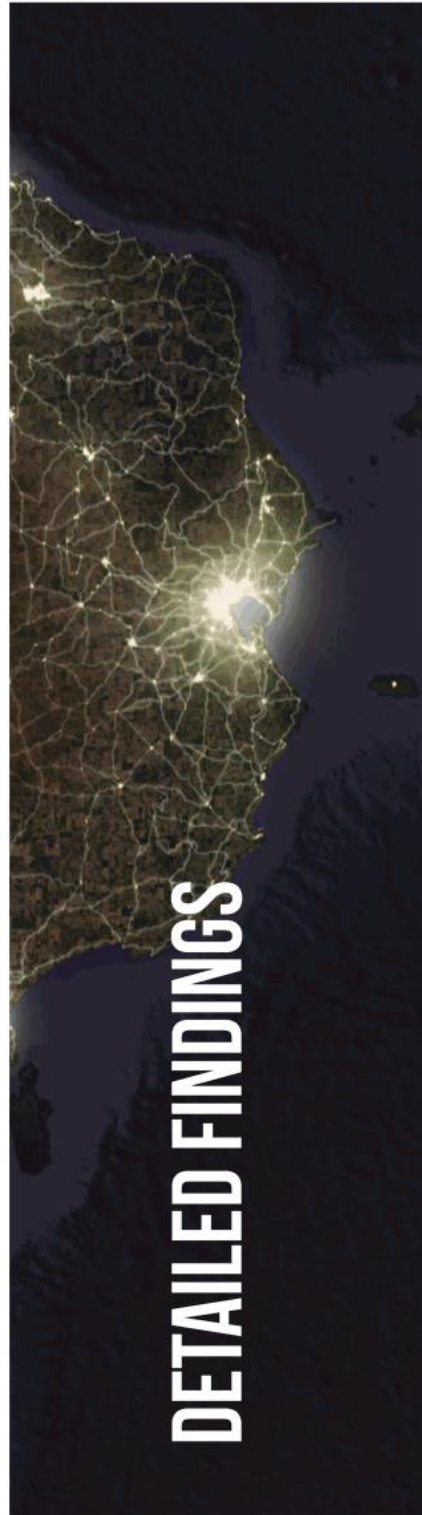


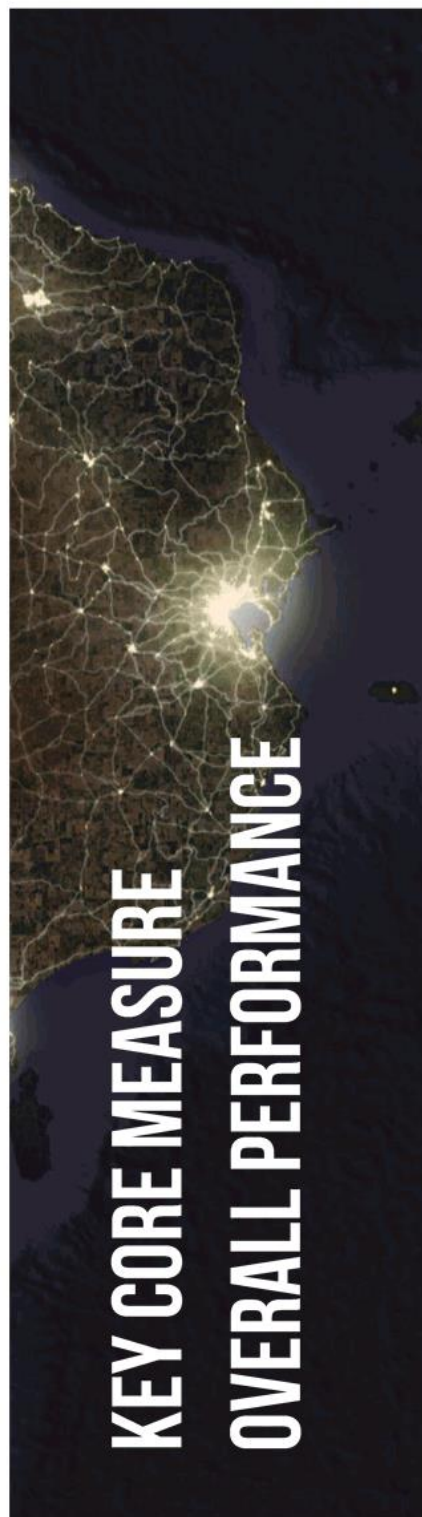
2018 SERVICES TO IMPROVE DETAILED PERCENTAGES

2018 Areas for Improvement

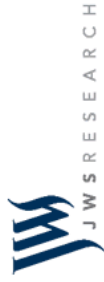


Q17. What does Melton City Council MOST need to do to improve its performance?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 4

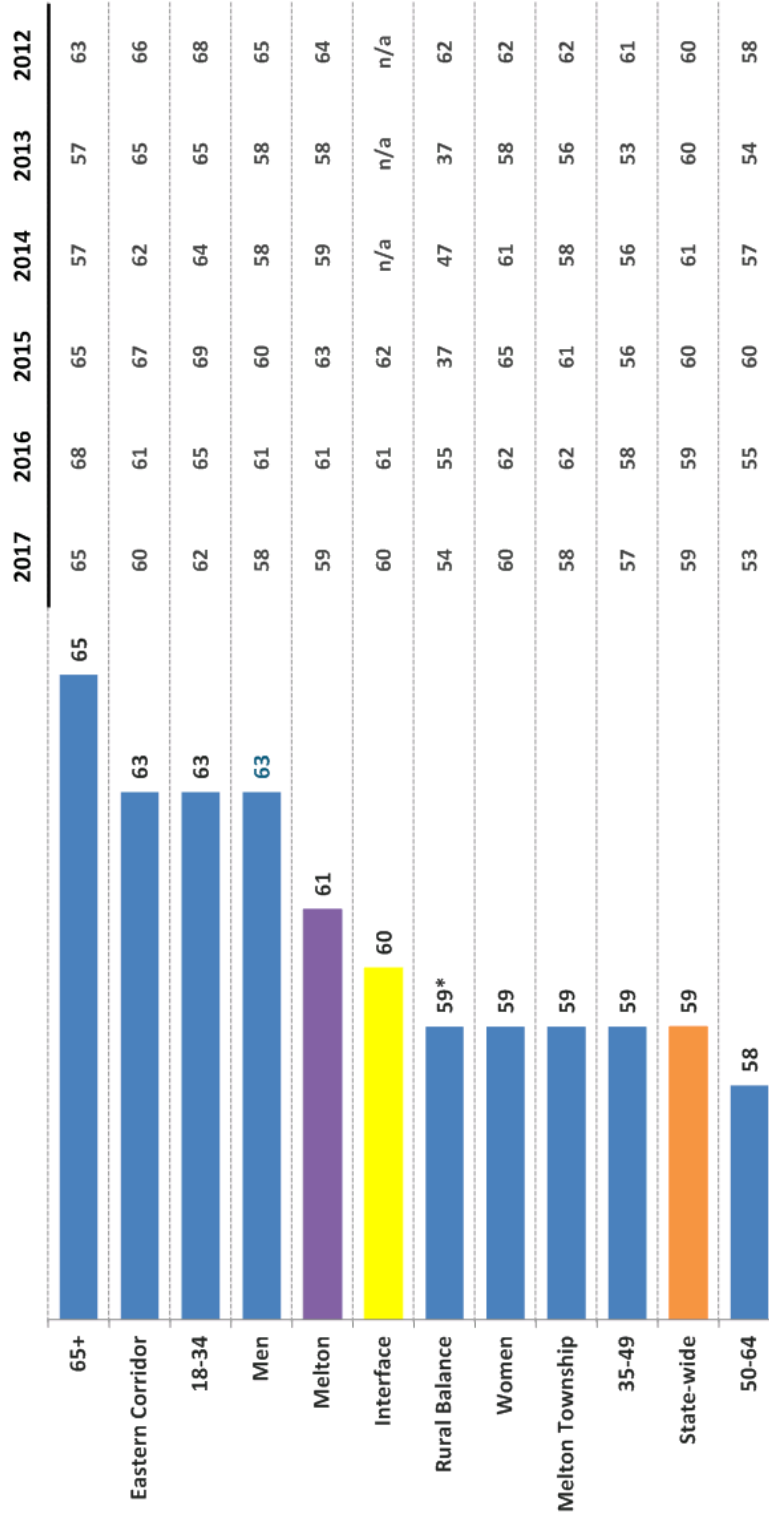




OVERALL PERFORMANCE INDEX SCORES



2018 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Melton 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?

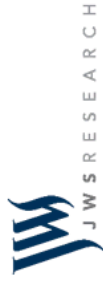
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

Note: Please see page 6 for explanation about significant differences.

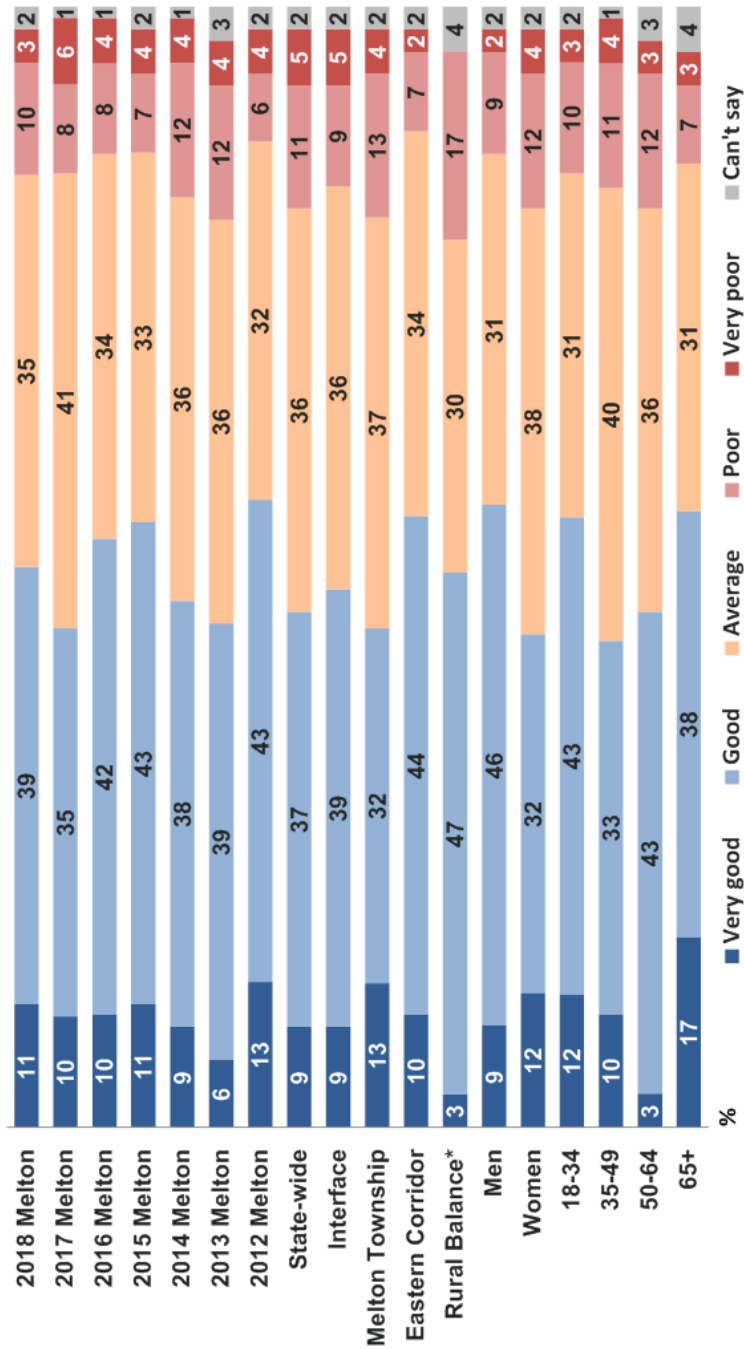
*Caution: small sample size < n=30

OVERALL PERFORMANCE

DETAILED PERCENTAGES



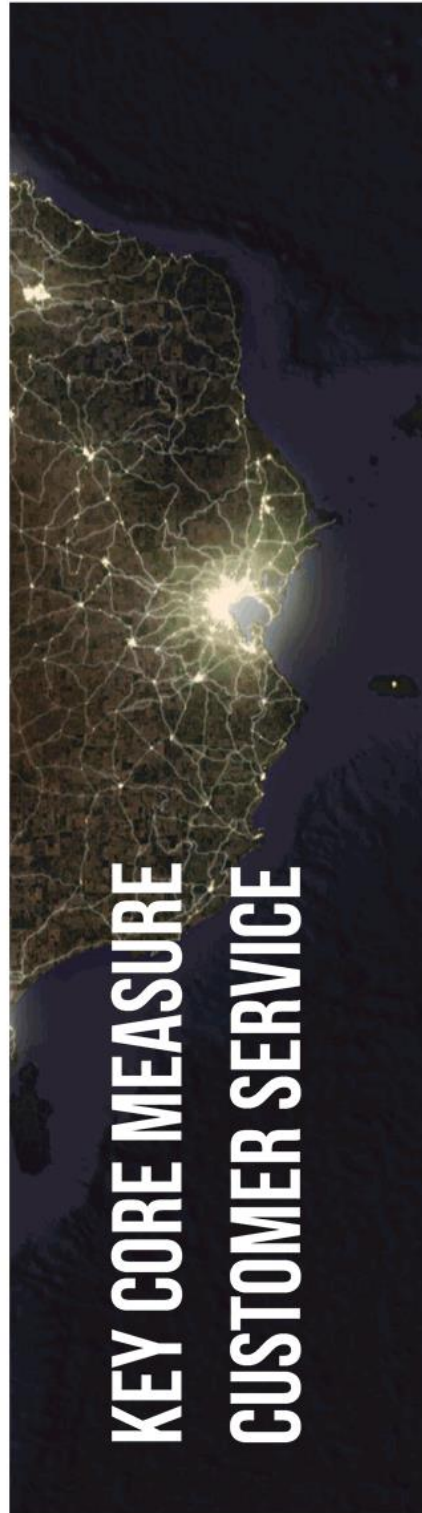
2018 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Melton 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?

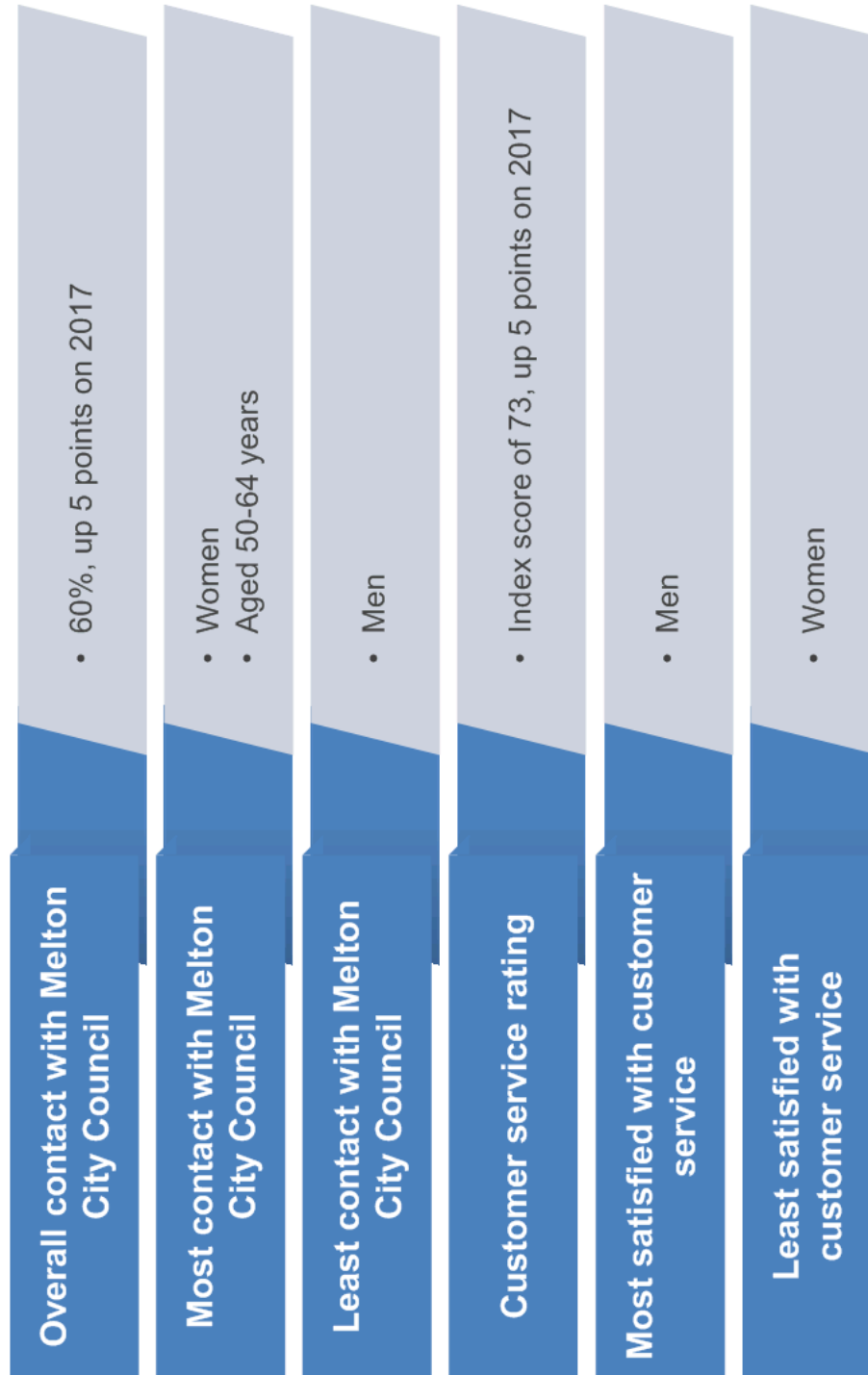
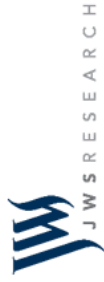
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

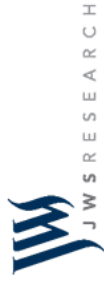
*Caution: small sample size < n=30



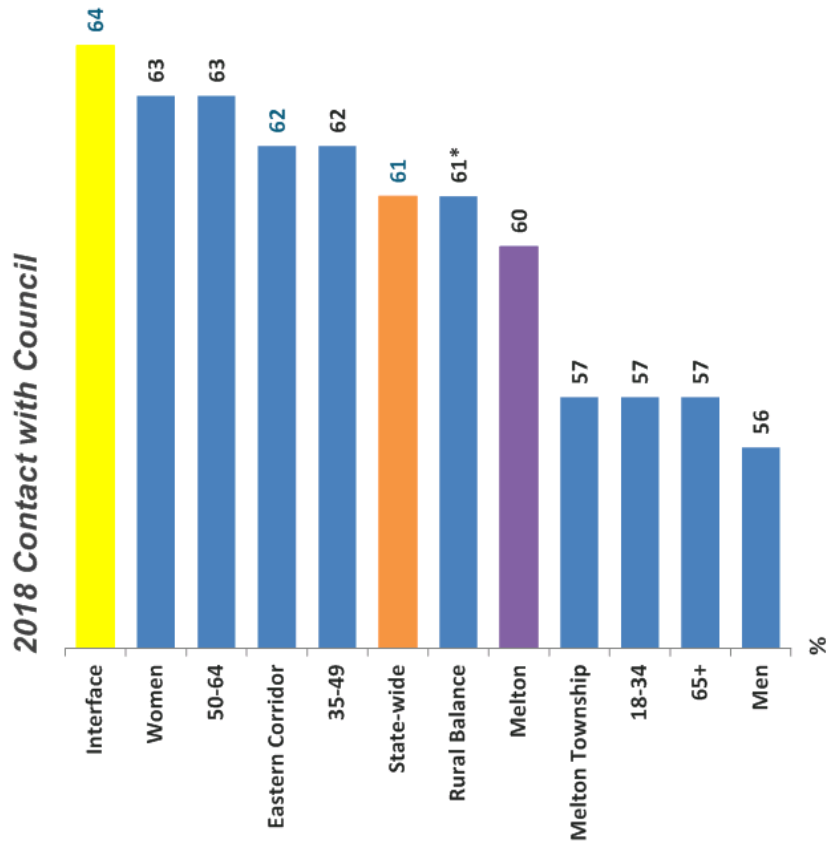
CONTACT LAST 12 MONTHS

SUMMARY





2018 CONTACT WITH COUNCIL

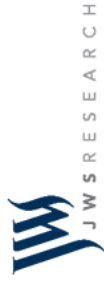


Q5. Over the last 12 months, have you or any member of your household had any contact with Melton City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked state-wide: 43 Councils asked group: 4

Note: Please see page 6 for explanation about significant differences.

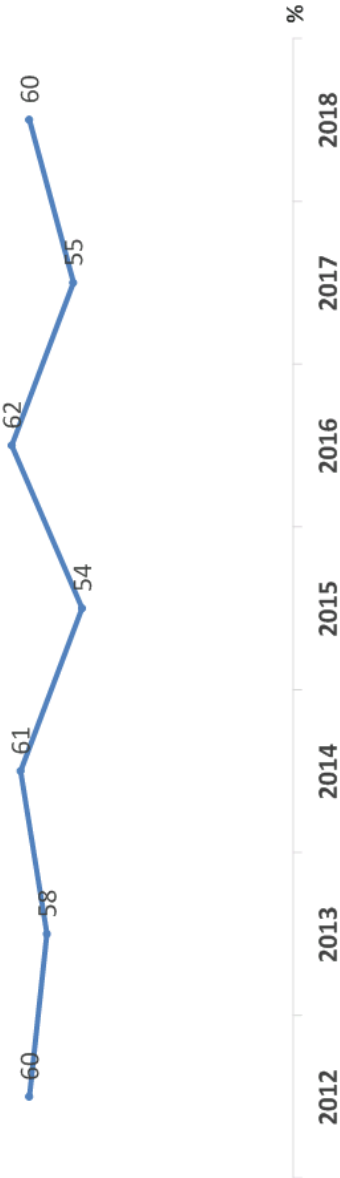
*Caution: small sample size < n=30



2018 CONTACT WITH COUNCIL

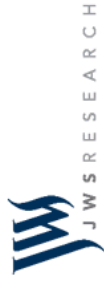
2018 Contact with Council

Have had contact

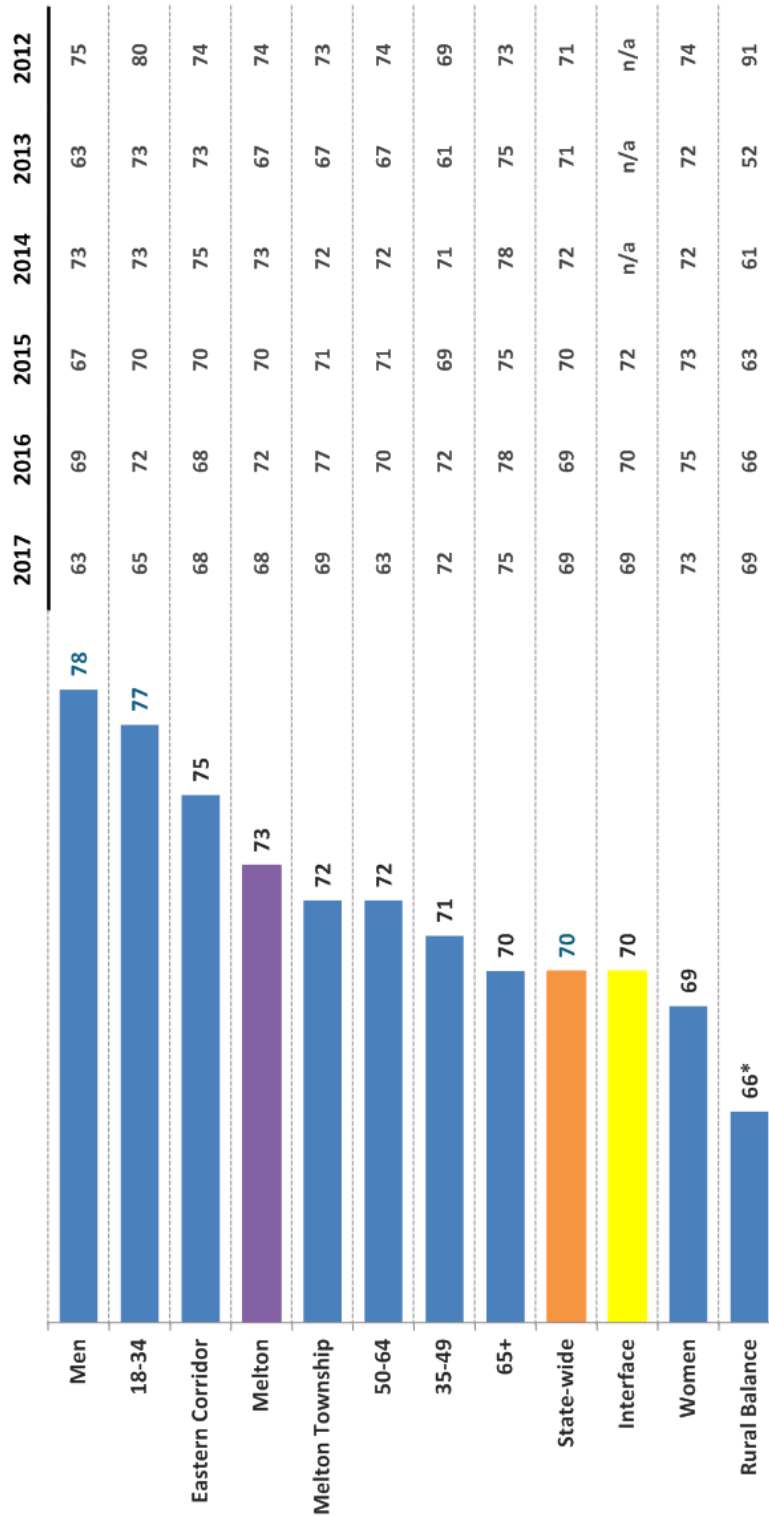


Q5. Over the last 12 months, have you or any member of your household had any contact with Melton City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked state-wide: 43 Councils asked group: 4

2018 CONTACT CUSTOMER SERVICE INDEX SCORES



2018 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Melton City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

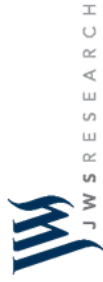
Base: All respondents who have had contact with Council in the last 12 months.

Councils asked state-wide: 64 Councils asked group: 6

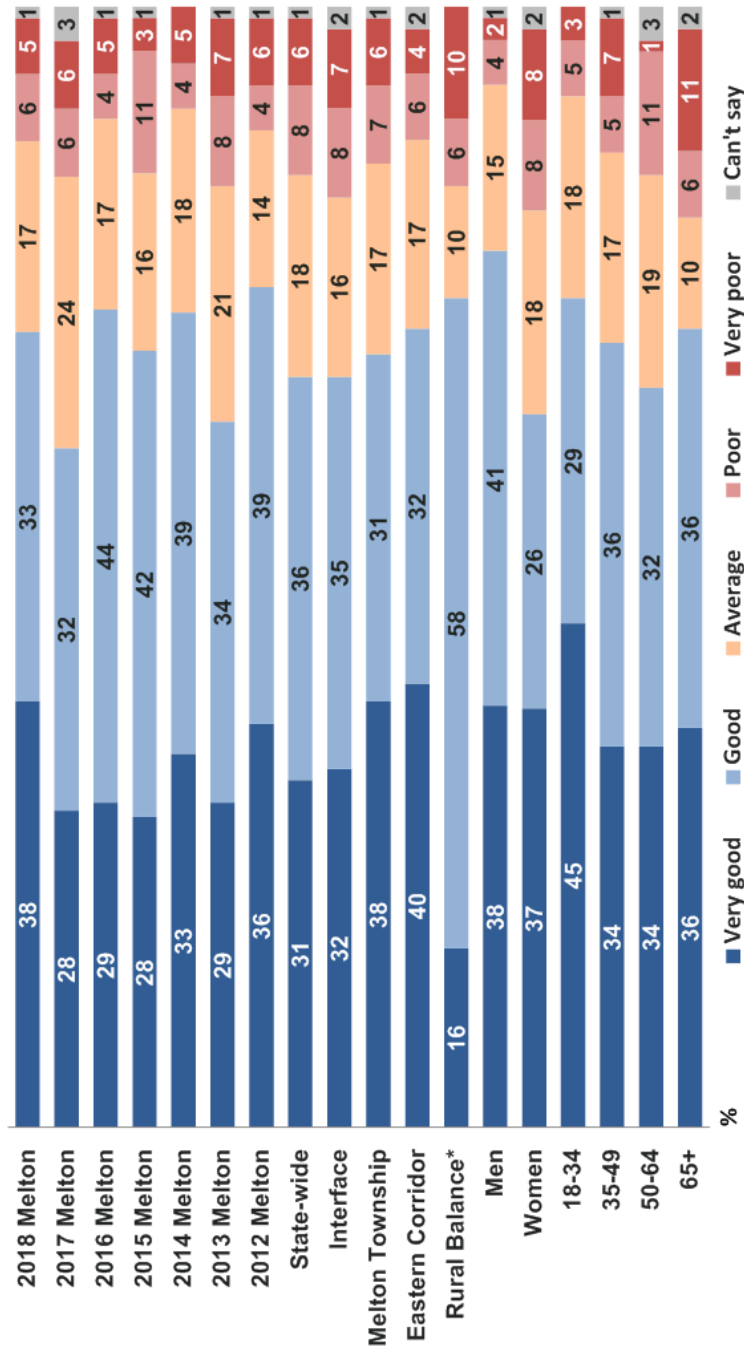
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES



2018 Customer Service Rating

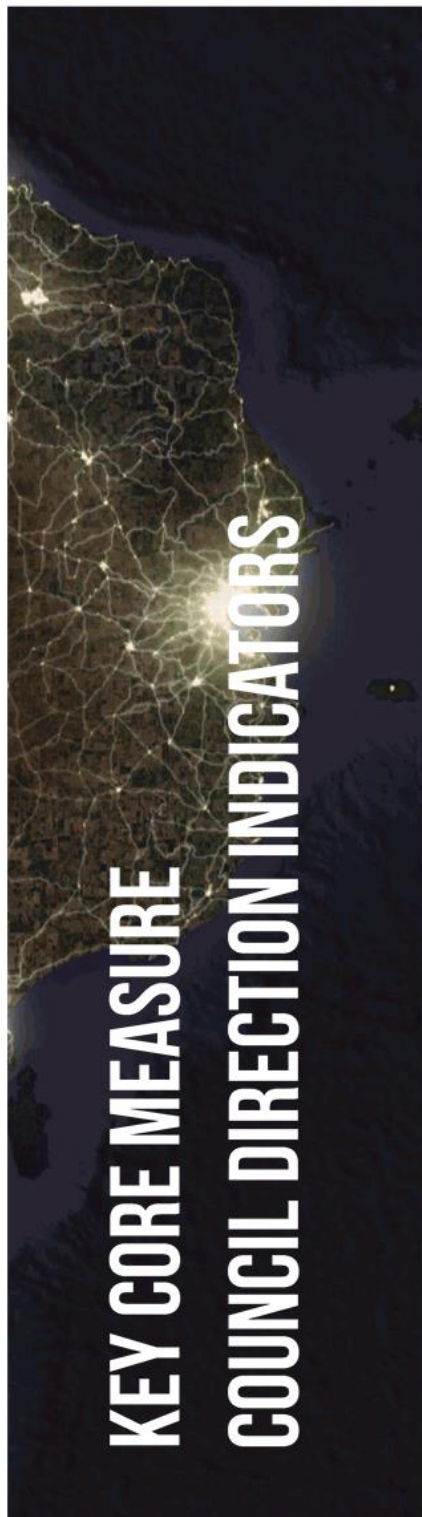


Q5c. Thinking of the most recent contact, how would you rate Melton City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

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

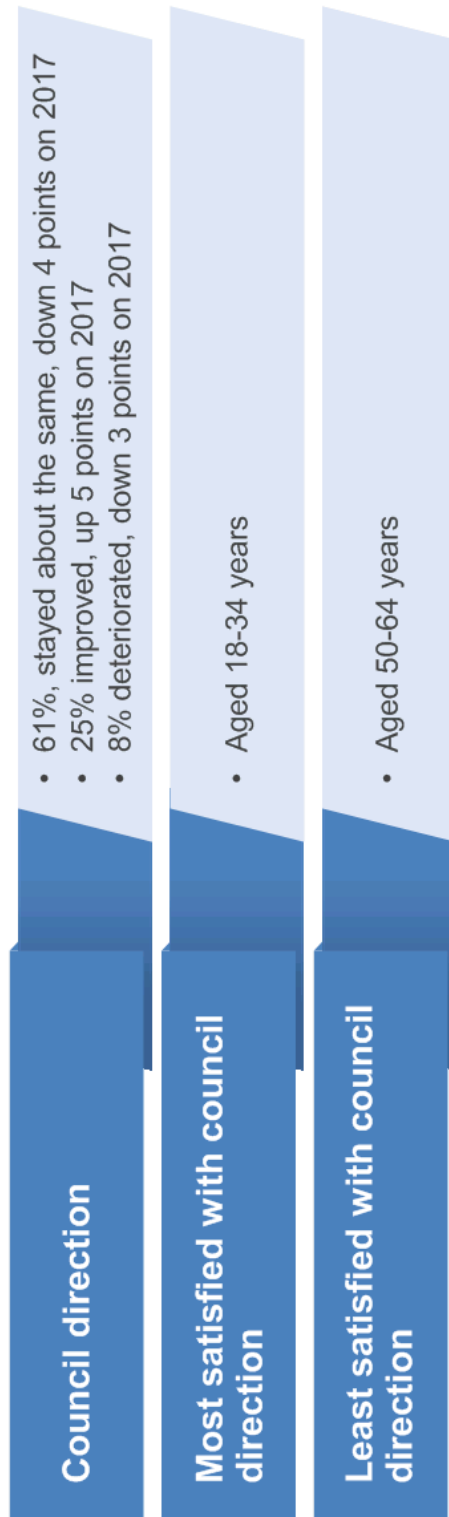
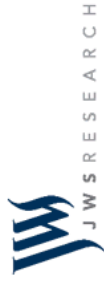
Councils asked state-wide: 64 Councils asked group: 6

*Caution: small sample size < n=30



COUNCIL DIRECTION

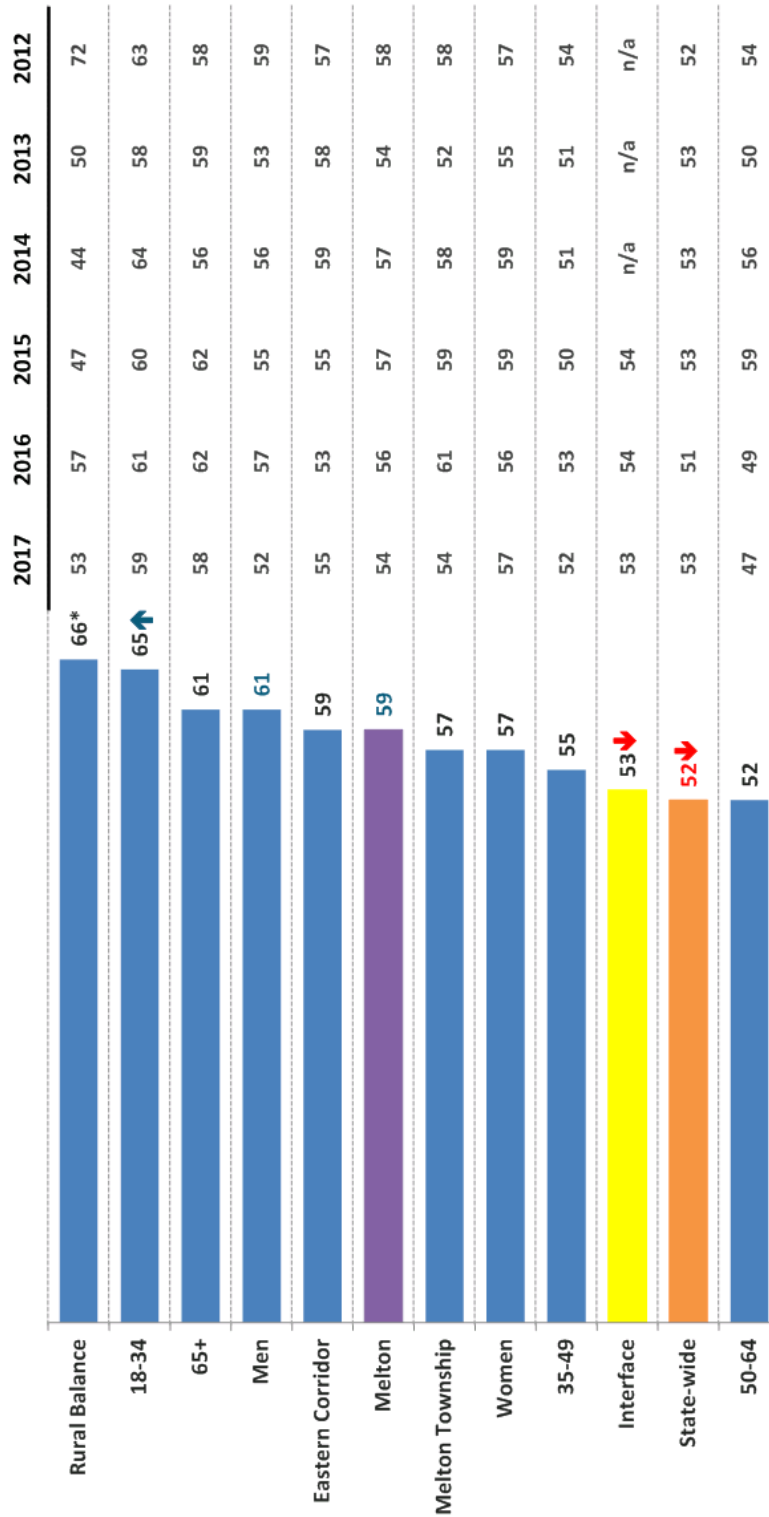
SUMMARY



2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS INDEX SCORES



2018 Overall Direction



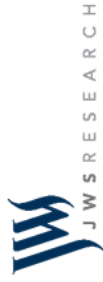
Q6. Over the last 12 months, what is your view of the direction of Melton City Council's overall performance?

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

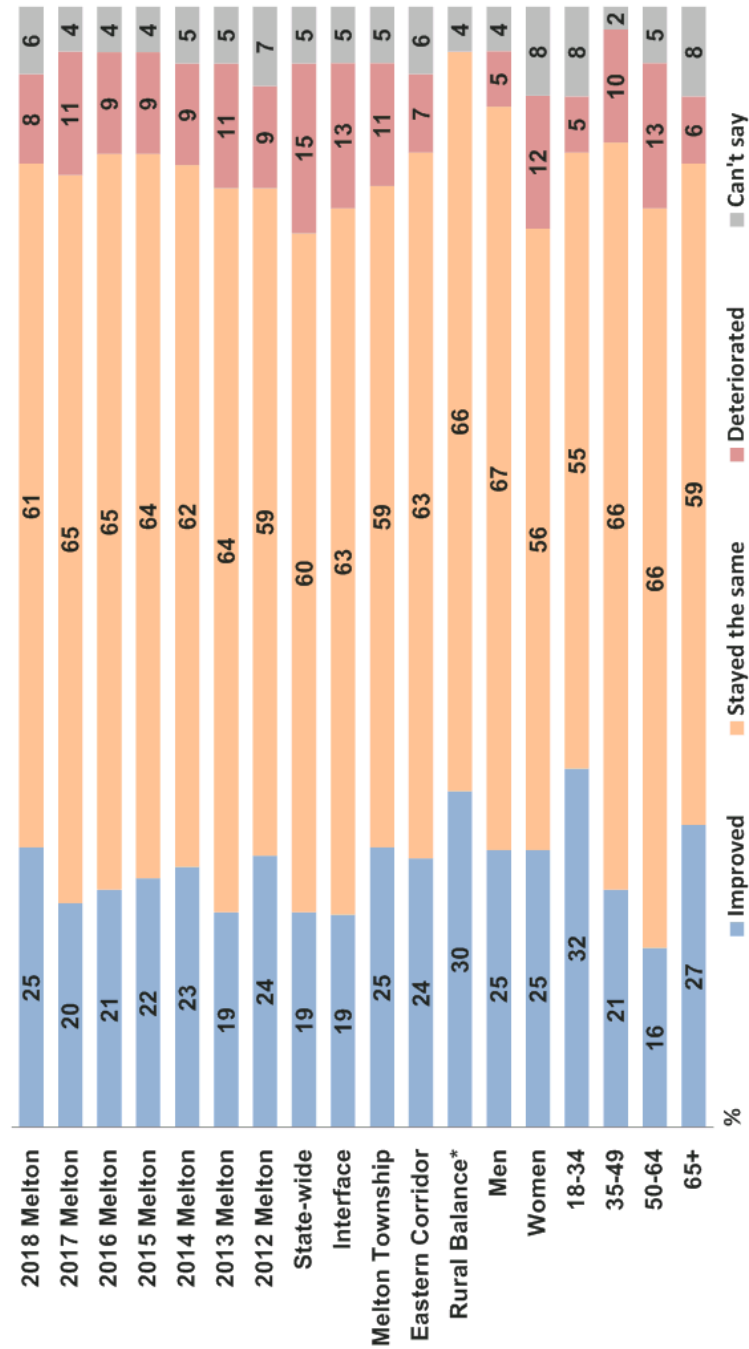
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS DETAILED PERCENTAGES



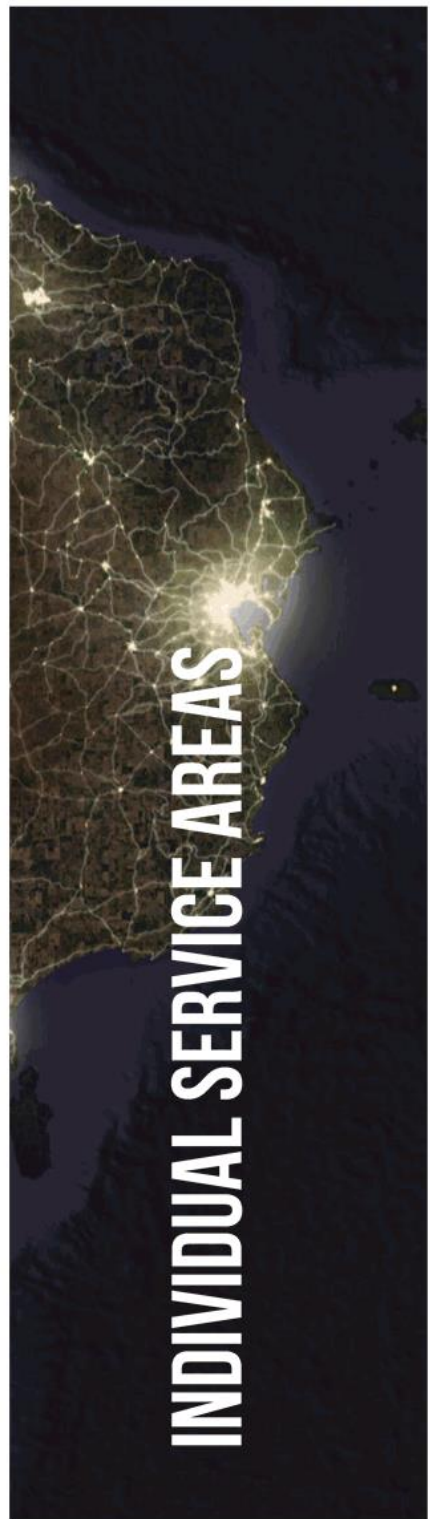
2018 Overall Direction



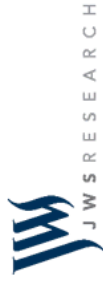
Q6. Over the last 12 months, what is your view of the direction of Melton City Council's overall performance?

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

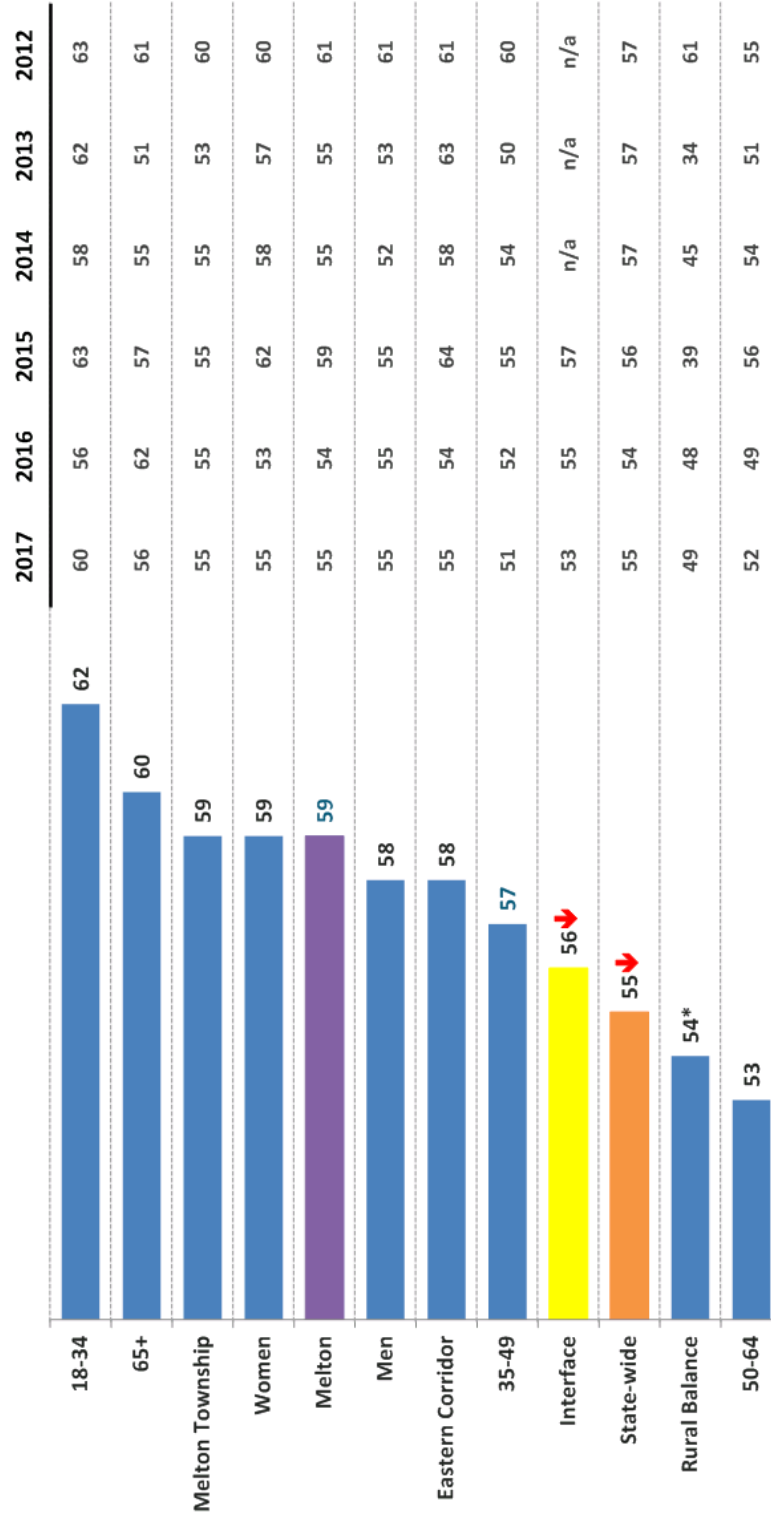
*Caution: small sample size < n=30



2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



2018 Consultation and Engagement Performance



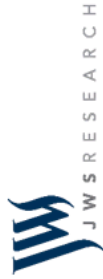
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

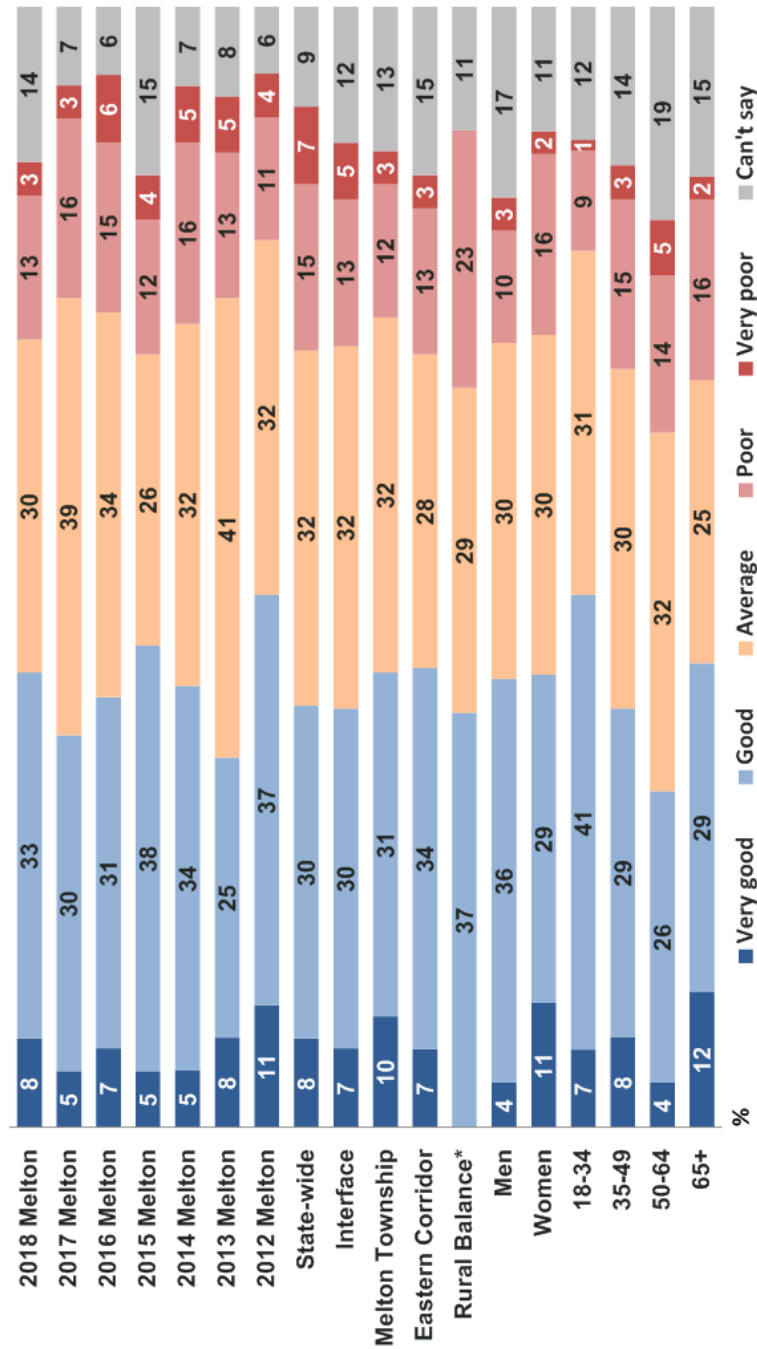
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE DETAILED PERCENTAGES



2018 Consultation and Engagement Performance

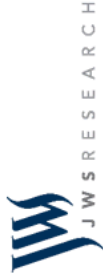


Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?

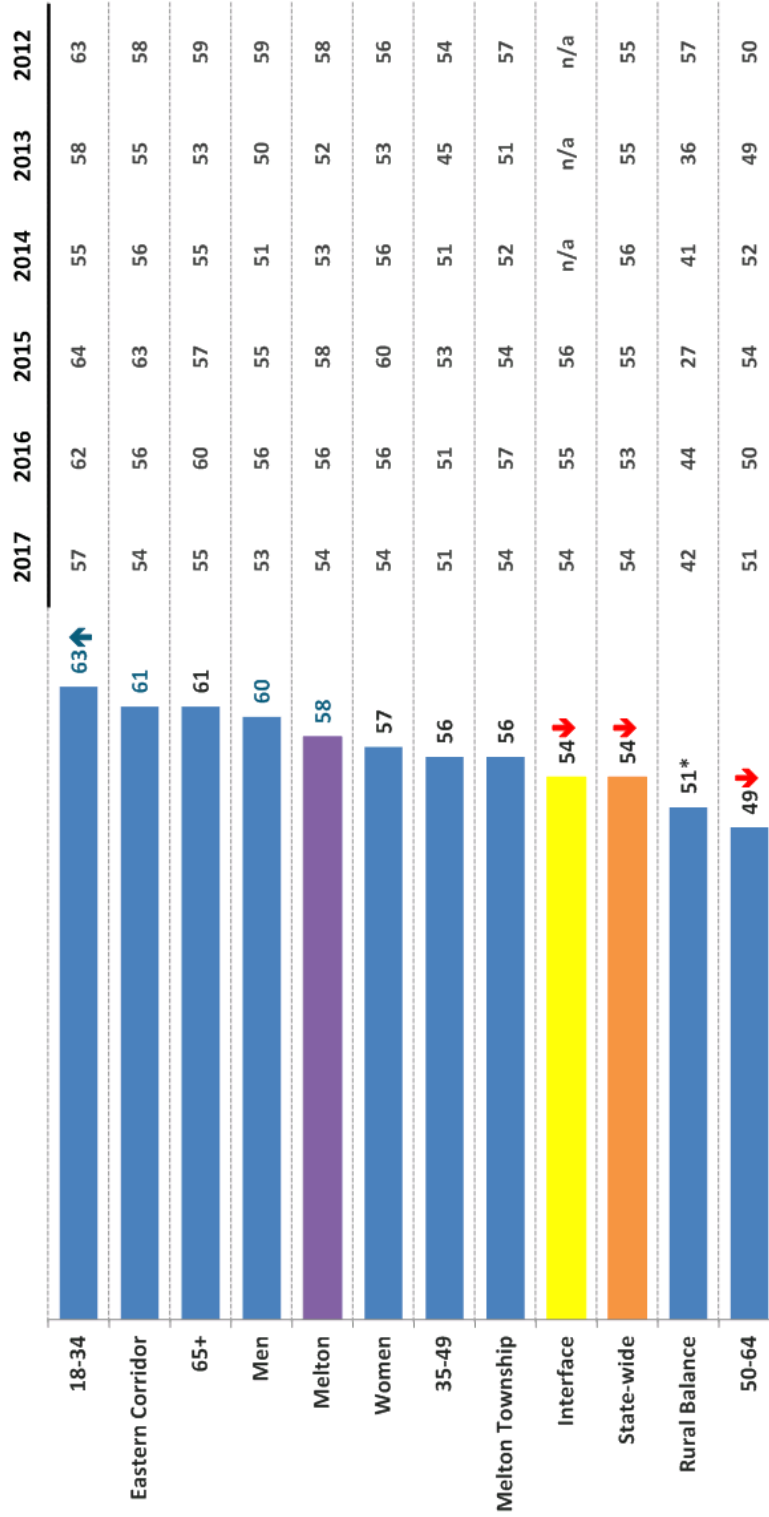
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

*Caution: small sample size < n=30

2018 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE INDEX SCORES



2018 Lobbying Performance



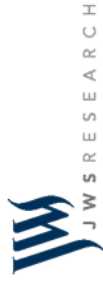
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

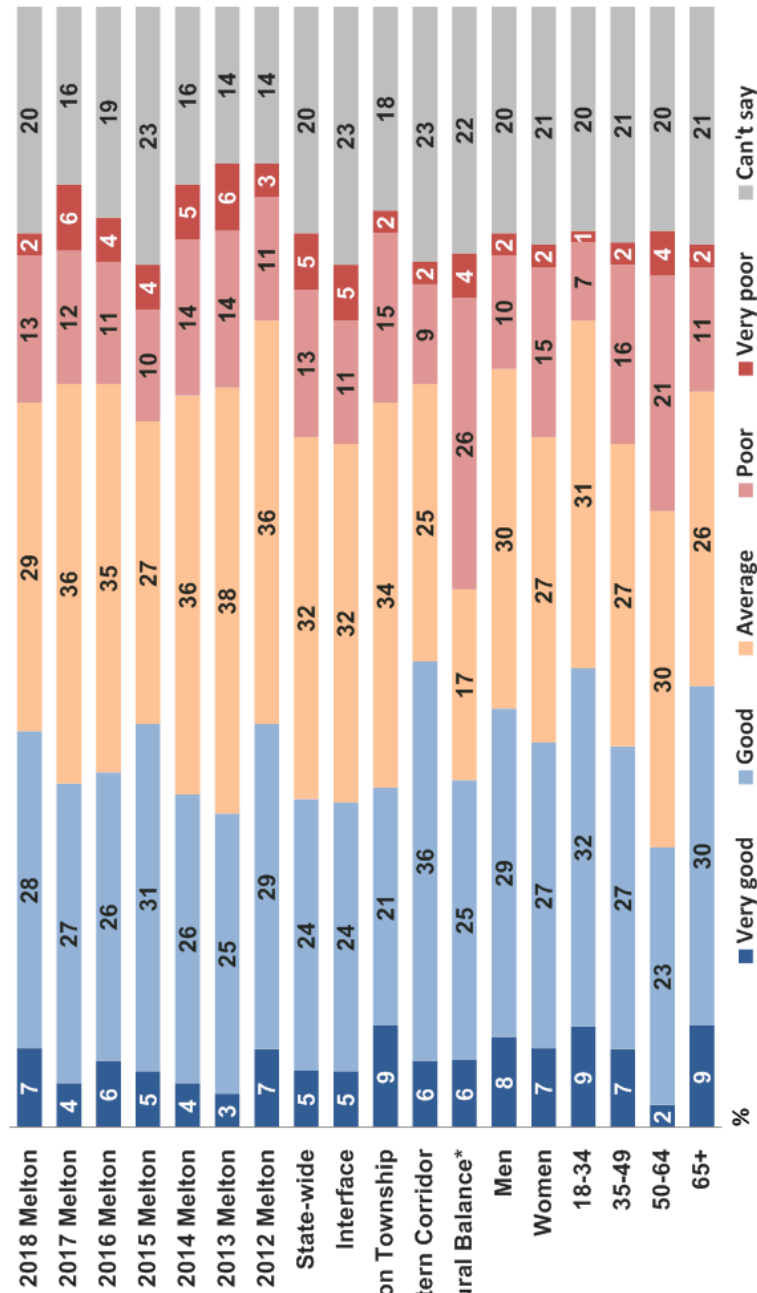
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 LOBBYING ON BEHALF OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



2018 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: 64 Councils asked group: 6

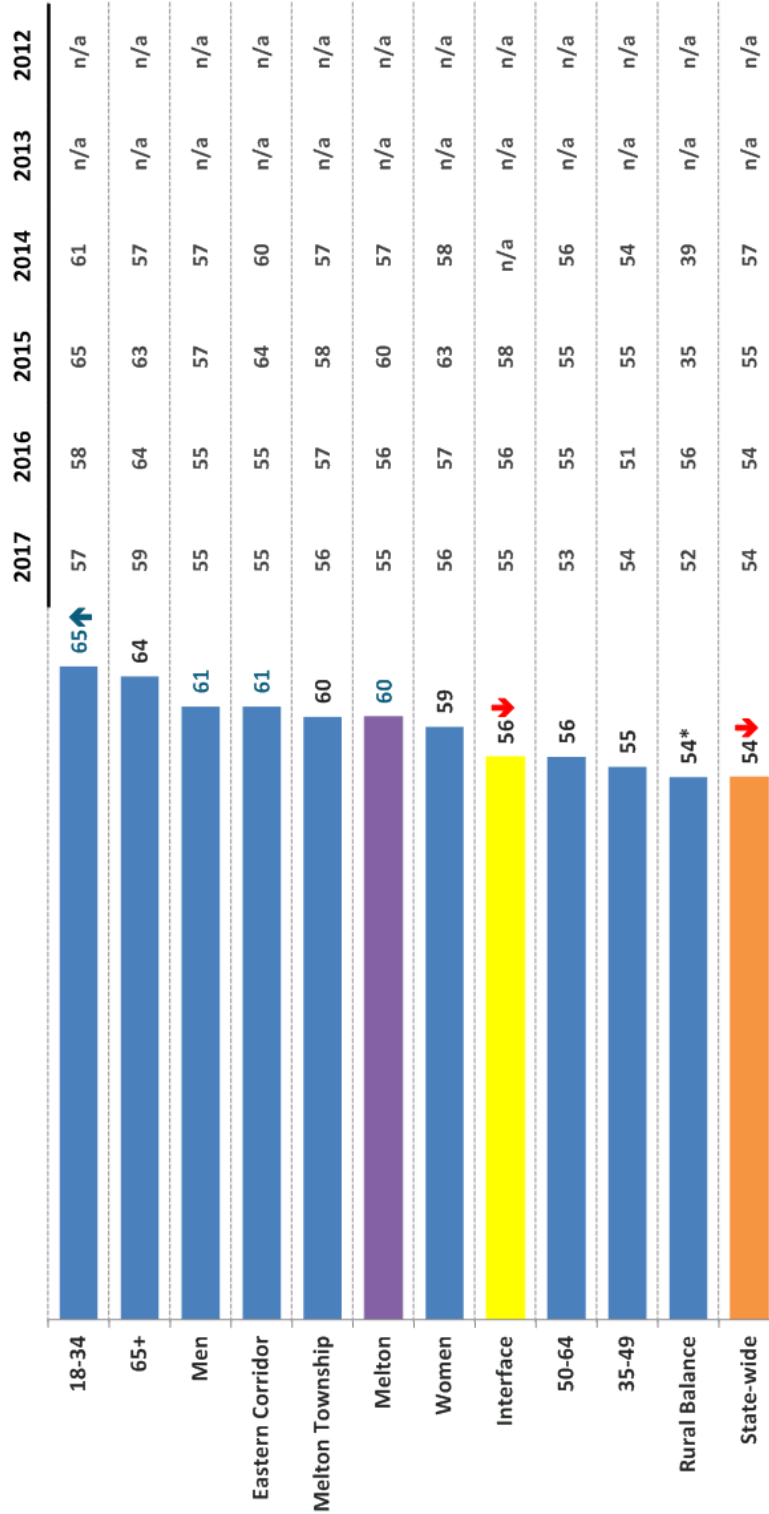
*Caution: small sample size < n=30

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



JWS RESEARCH

2018 Community Decisions Made Performance



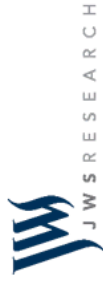
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

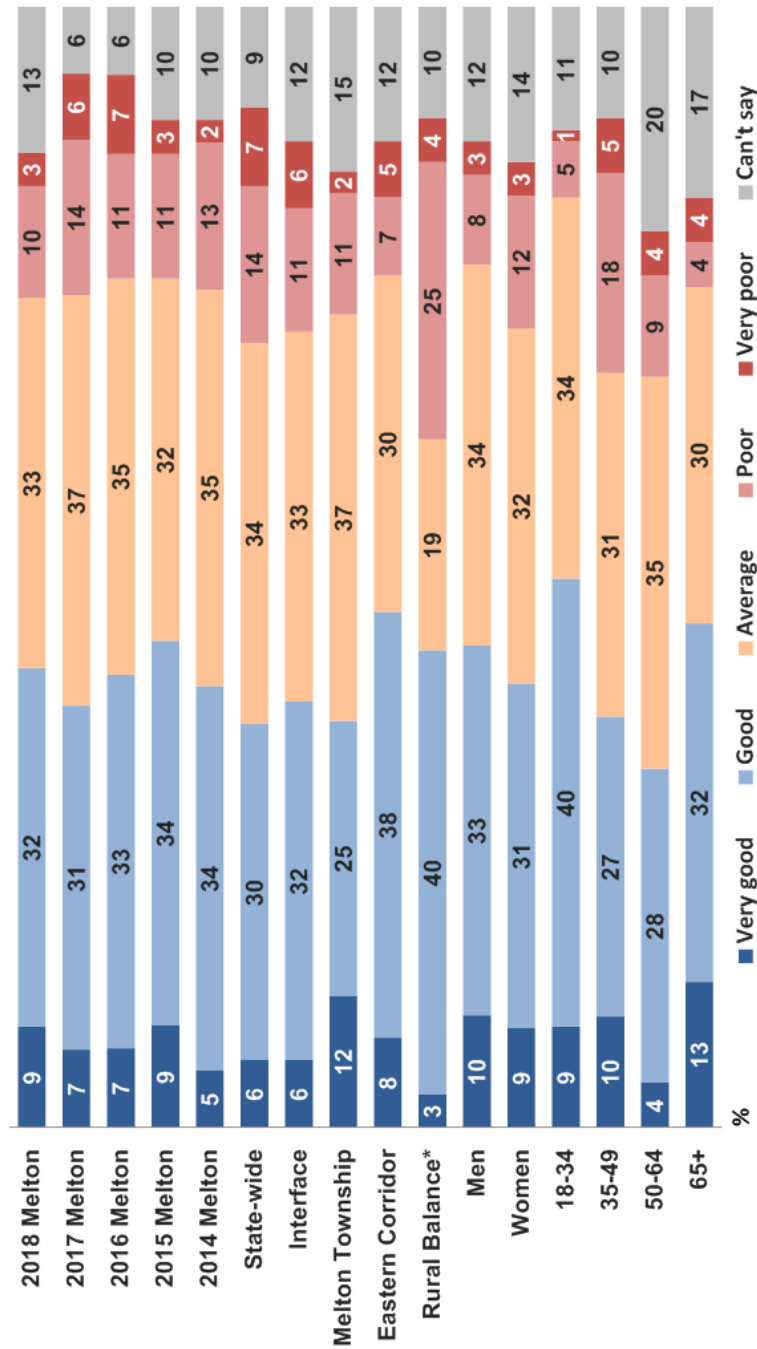
Note: Please see page 6 for explanation about significant differences.

*Caution: small sample size < n=30

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE DETAILED PERCENTAGES



2018 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: 64 Councils asked group: 6

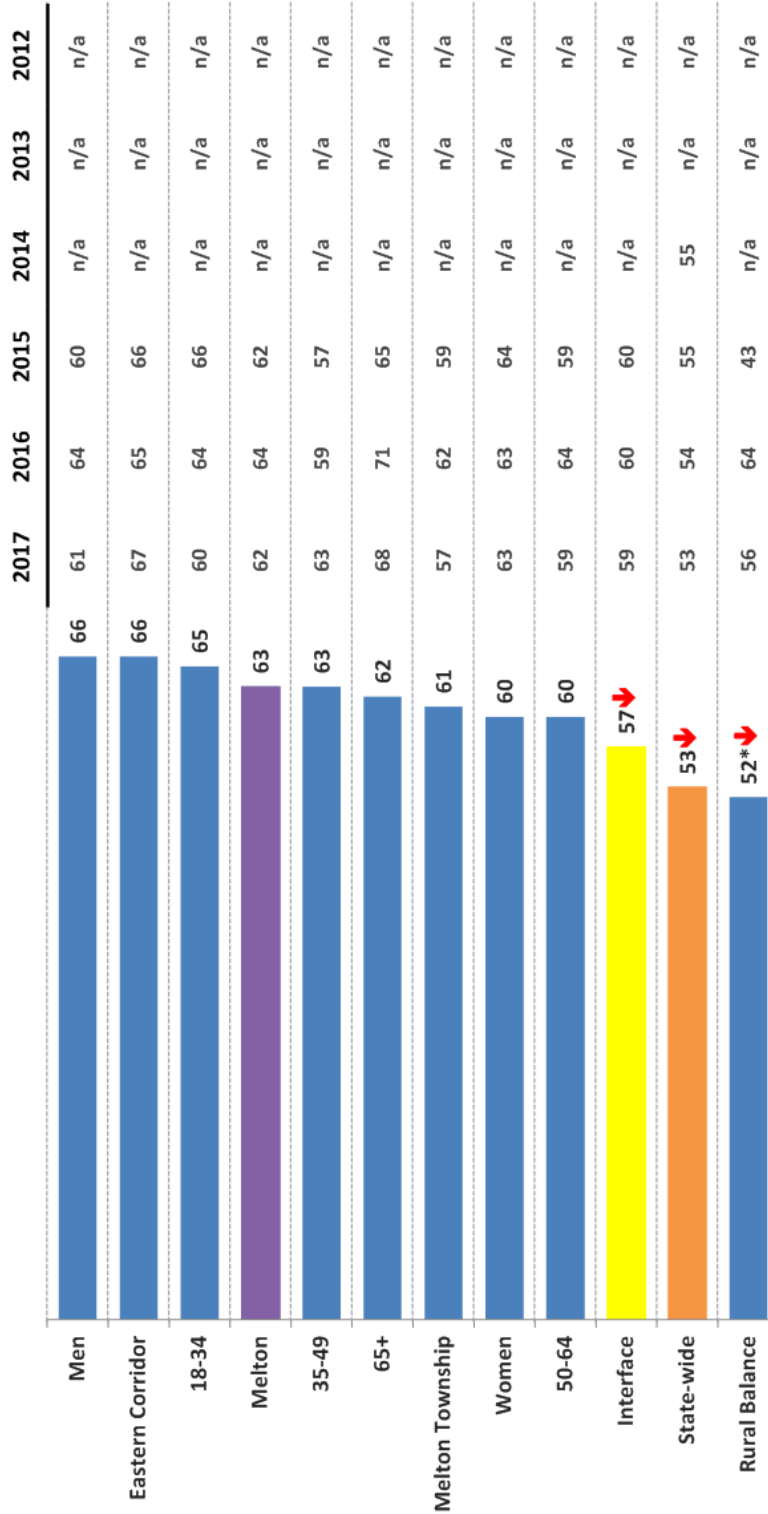
*Caution: small sample size < n=30

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE INDEX SCORES



JWS RESEARCH

2018 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: 64 Councils asked group: 6

Note: Please see page 6 for explanation about significant differences.

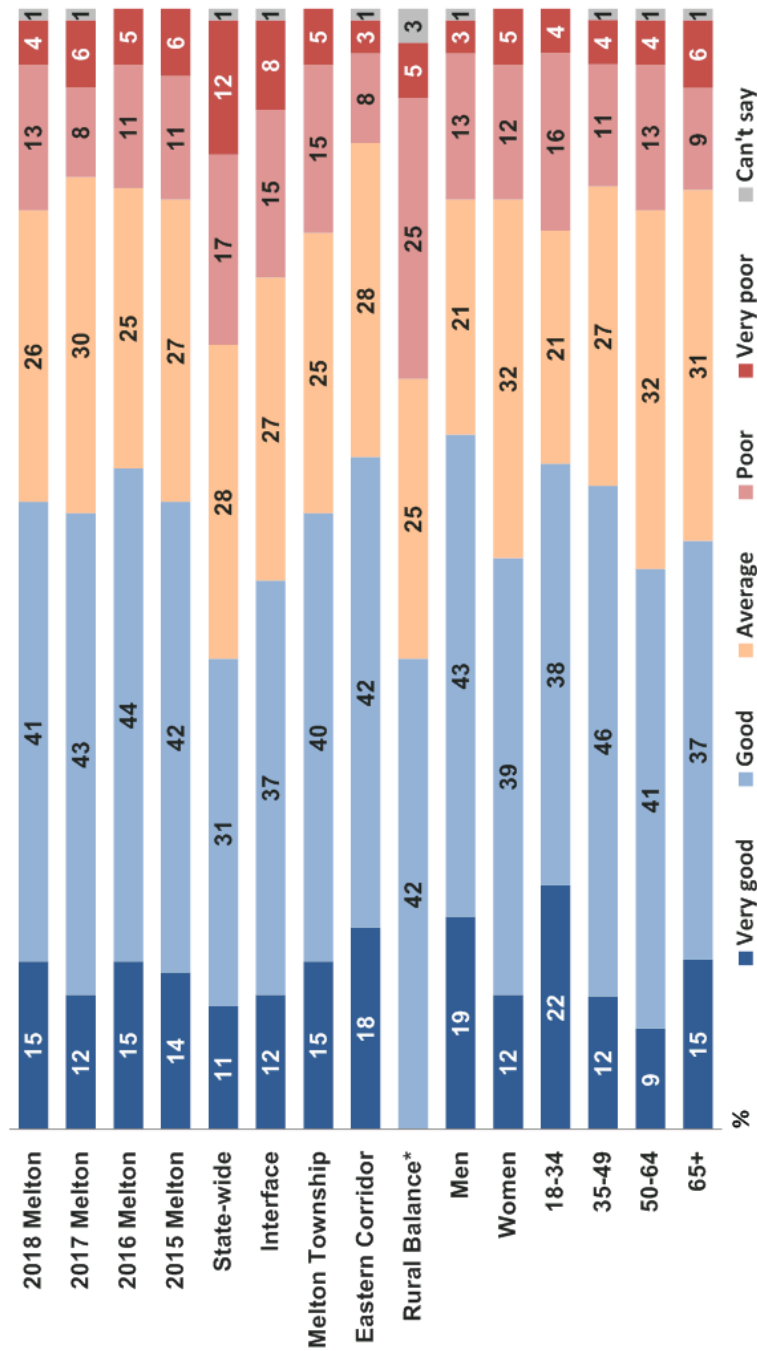
*Caution: small sample size < n=30

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA PERFORMANCE DETAILED PERCENTAGES



JWS RESEARCH

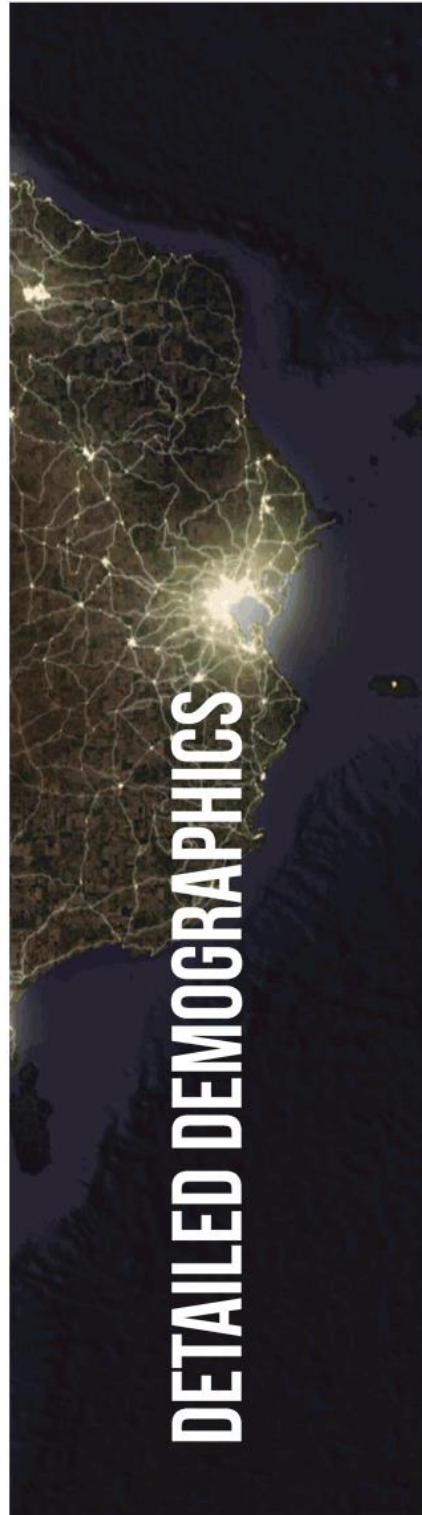
2018 Sealed Local Roads Performance

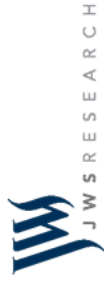


Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?

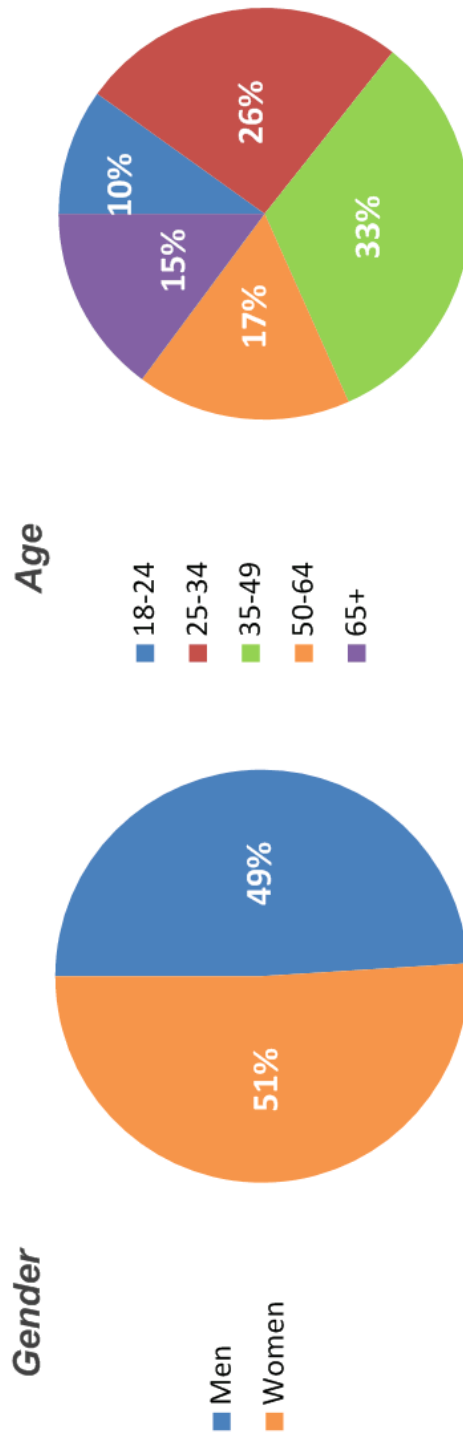
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

*Caution: small sample size < n=30



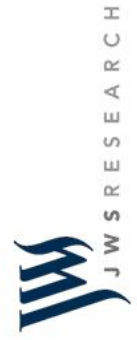
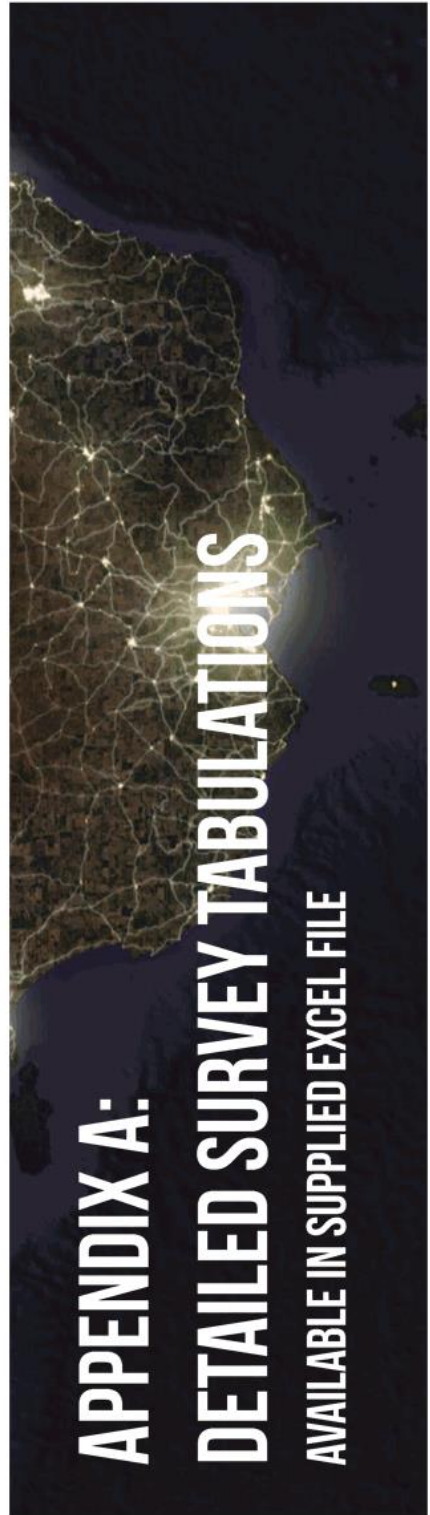


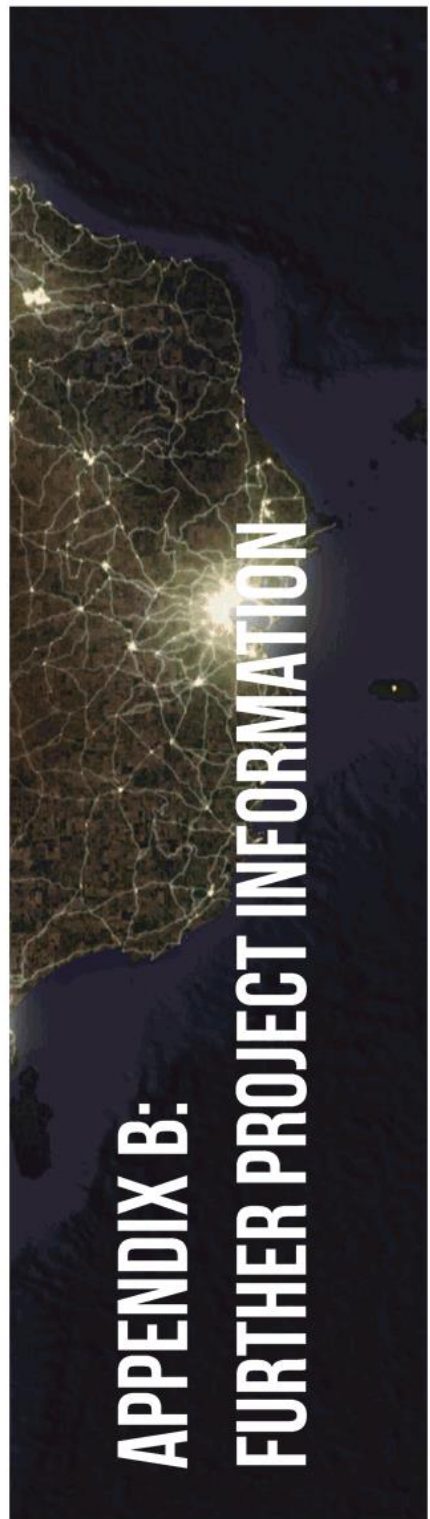
2018 GENDER AND AGE PROFILE



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.

S3. [Record gender] / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

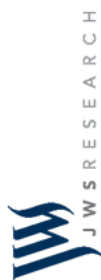




**APPENDIX B:
FURTHER PROJECT INFORMATION**



APPENDIX B: BACKGROUND AND OBJECTIVES

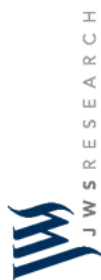


The survey was revised in 2012. As a result:

- 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 Melton 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 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B: MARGINS OF ERROR



The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Melton City Council was 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 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 101,000 people aged 18 years or over for Melton City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Melton City Council	400	400	+/-4.9
Men	163	197	+/-7.7
Women	237	203	+/-6.4
Melton Township	198	187	+/-7.0
Eastern Corridor	178	190	+/-7.4
Rural Balance	24	22	+/-20.4
18-34 years	82	141	+/-10.9
35-49 years	127	131	+/-8.7
50-64 years	102	68	+/-9.7
65+ years	89	60	+/-10.4

APPENDIX B: ANALYSIS AND REPORTING



All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 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 2012-2018 vary slightly.

Council Groups

Melton City Council is classified as a Interface council according to the following classification list:

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

Councils participating in the Interface group are: Cardinia, Casey, Melton, Mornington Peninsula, Whittlesea and Yarra Ranges.

Wherever appropriate, results for Melton City Council for this 2018 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Interface group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B: ANALYSIS AND REPORTING



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 statewide 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.

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

APPENDIX B: ANALYSIS AND REPORTING



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

APPENDIX B: INDEX SCORE IMPLICATIONS



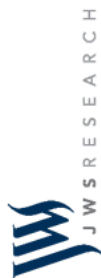
Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing very well in this service area	This service area is seen to be extremely important
60 – 75	Council is performing well in this service area, but there is room for improvement	This service area is seen to be very important
50 – 60	Council is performing satisfactorily in this service area but needs to improve	This service area is seen to be fairly important
40 – 50	Council is performing poorly in this service area	This service area is seen to be somewhat important
0 – 40	Council is performing very poorly in this service area	This service area is seen to be not that important

APPENDIX B: INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION



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

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

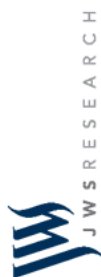
Where:

- > \$1 = Index Score 1
- > \$2 = Index Score 2
- > \$3 = unweighted sample count 1
- > \$4 = unweighted sample count 1
- > \$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: ANALYSIS AND REPORTING



Core, Optional and Tailored Questions

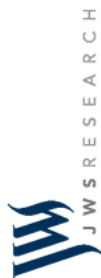
Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2018 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2018 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



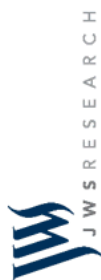
Reporting

Every council that participated in the 2018 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

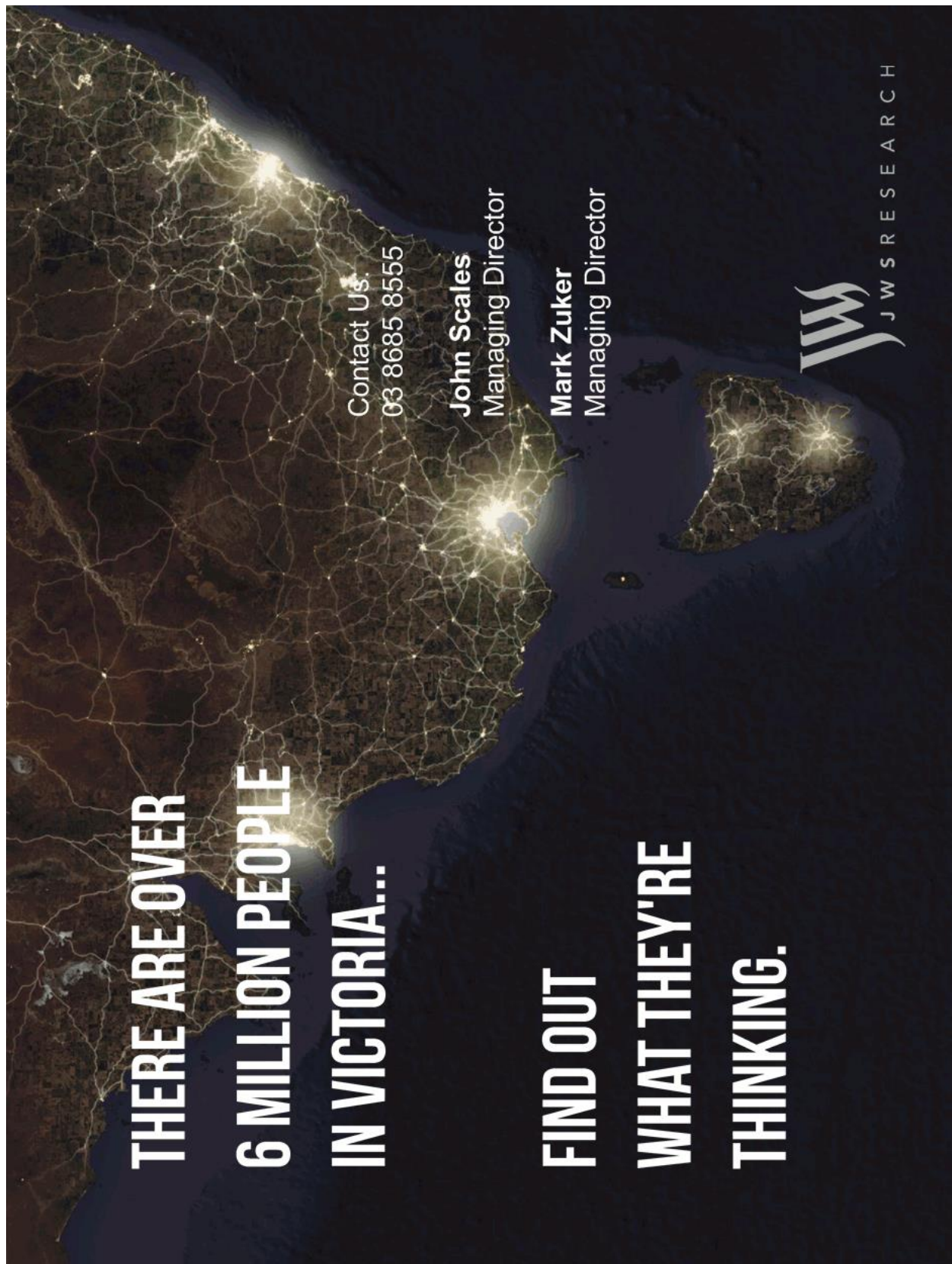
Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

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

APPENDIX B: GLOSSARY OF TERMS



<p>Core questions: Compulsory inclusion questions for all councils participating in the CSS.</p> <p>CSS: 2018 Victorian Local Government Community Satisfaction Survey.</p> <p>Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.</p> <p>Council group average: The average result for all participating councils in the council group.</p> <p>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.</p> <p>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).</p> <p>Optional questions: Questions which councils had an option to include or not.</p>	<p>Percentages: Also referred to as 'detailed results', meaning the proportion of responses, expressed as a percentage.</p> <p>Sample: The number of completed interviews, e.g. for a council or within a demographic sub-group.</p> <p>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.</p> <p>Statewide average: The average result for all participating councils in the State.</p> <p>Tailored questions: Individual questions tailored by and only reported to the commissioning council.</p> <p>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.</p>
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**THERE ARE OVER
6 MILLION PEOPLE
IN VICTORIA....**

**FIND OUT
WHAT THEY'RE
THINKING.**

Contact Us:
03 8685 8555

John Scales
Managing Director

Mark Zuker
Managing Director

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