



# 2019 Local Government Community Satisfaction Survey

## Alpine Shire Council

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



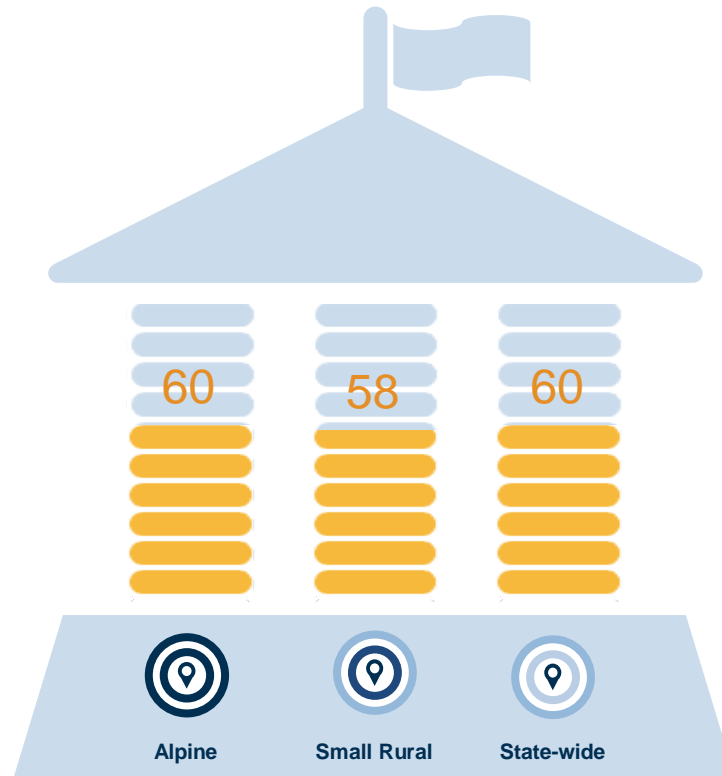
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# Alpine Shire Council – at a glance



## Overall Council performance

Results shown are index scores out of 100.



# Background and objectives



## Background and objectives

**The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.**

**Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.**

Now in its twentieth year, this survey provides insight into the community's views on:

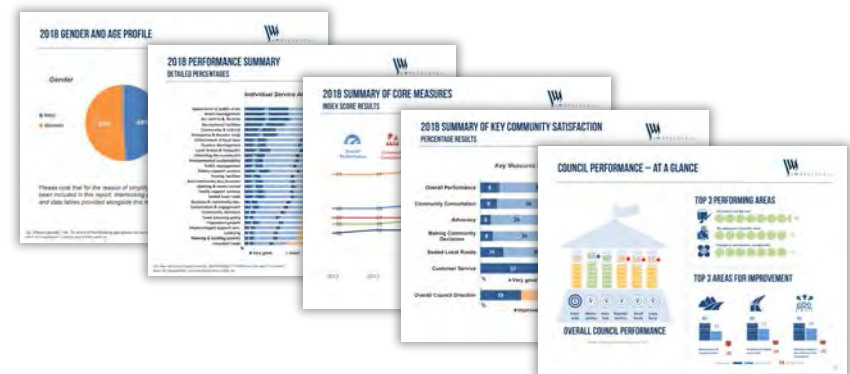
- councils' overall performance with benchmarking against State-wide and council group results
- community consultation and engagement
- advocacy and lobbying on behalf of the community
- customer service, local infrastructure, facilities and
- overall council direction.

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

## Serving Victoria for 20 years

Each year the CSS data is used to develop the State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 20 years of results, the CSS offers councils a long-term, consistent measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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



The image features a large, stylized graphic of the letters 'N' and 'W' in a dark blue color. The letters are filled with a satellite-style map of the United States, showing state boundaries and major cities. The background of the entire page is white.

# Key findings and recommendations



## Overall performance

The overall performance index score of 60 for Alpine Shire Council represents a two-point decline on the 2018 result. Although this is not a significant decline, it brings to a halt the upward trend seen from 2015 to 2018.

- Overall performance remains three points down on Council's peak result of 63 achieved in 2012.

Alpine Shire Council's overall performance is on par with the average rating for councils State-wide, and is rated higher than councils in the Small Rural group, although not significantly so (index scores of 60 and 58 respectively).

- Lower Ovens residents (index score of 66) rate Council's overall performance statistically significantly higher (at the 95% confidence interval) than the Council-wide average. Upper Ovens residents (index score of 55) rate Council's overall performance significantly lower than the Council-wide average.

Four times as many residents rate Alpine Shire Council's overall performance as 'very good' or 'good' (48%) than those who rate it as 'very poor' or 'poor' (12%). A further 39% sit mid-scale, rating Council's overall performance as 'average', the remaining 1% 'can't say'.



Results shown are index scores out of 100.





# Customer contact and service

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## Contact with council

Almost three in five Alpine Shire Council residents (59%) have had recent contact with Council. This is not significantly different to 2018 (63%) which represented Council's second highest level of contact over the course of tracking.

- Residents aged 35 to 49 years had the most contact with council (78%) in 2019 – significantly higher than the council average.
- Conversely, residents aged 18 to 34 years had the least contact with council (36%) – significantly lower than the council average.
- Lower Ovens residents also had significantly lower levels of contact with council (47%).

## Customer service

Alpine Shire Council's customer service index of 69 is a one-point decline on the 2018 result, remaining two points down on Council's highest result of 71 achieved across 2016 and 2017. Performance on this measure is rated slightly lower than the State-wide and Small Rural group council averages (index scores of 71 and 70 respectively), but this does not represent a significant difference.

Just under a third of residents (31%) rate Council's customer service as 'very good', with the same number of residents (31%) rating it as 'good', representing a two point decrease in 'very good' ratings compared with 2018.

- There are no significant differences across the geographic and demographic cohorts compared to the 2019 council average.
- Even so, perceptions of customer service among residents aged 18 to 34 years (index score of 75) are significantly higher compared to 2018 (56).
- Further, perceptions of customer service among Lower Ovens residents (index score of 71) are also significantly higher compared to 2018 (62).





# Top performing areas and areas for improvement

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## Top performing areas

Customer service is the area where Alpine Shire Council has performed most strongly overall (index score of 69).

The most improved measure in 2019 is sealed local roads (index score of 64) which increased four index points compared to 2018. This area is rated significantly higher than the State-wide and Small Rural group averages (index scores of 56 and 53 respectively).

Another area where Alpine Shire Council performs well is making community decisions (index score of 59). Again, this area is rated significantly higher than the State-wide and Small Rural group averages (index scores of 55).

The above service areas are also the top three performing service areas for Alpine Shire Council.

## Areas for improvement

The most significant decline in 2019 was a six point drop on the measure of community consultation and engagement (index score of 56). Council's performance is now in line with the average ratings for councils State-wide and the Small Rural group on this measure (index scores of 56).

- Performance in this area has fluctuated since 2015, with ratings alternating between significant increases and decreases for the fourth year in a row. Performance is once again now six points down on Council's peak rating of 62 in 2018.
- Driving the decrease in ratings this year are significant declines in impressions of Council's performance in this area among Upper Ovens residents and residents aged 18 to 34 years.



## Focus areas for coming 12 months

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**In the past year, perceptions of Council experienced a significant improvement in performance index scores in the area of sealed local roads. This is a positive result for Council. Conversely, perceptions of consultation and engagement declined significantly.**

Importantly, Council performs as well or significantly higher than the State-wide and Small Rural council averages on all service areas.

- Council should therefore focus attention on service areas where current performance levels have seen significant declines in the past year, namely community consultation and engagement. Ratings for this service area are equal to the lowest level Council has seen.

It is important to note that ratings of overall council direction have also declined significantly in 2019 and is at the lowest level to date (albeit not dissimilar to ratings State-wide and for the Small Rural group average). Attention in the area of consultation and engagement *may* serve to improve perceptions of overall council direction.

More generally, consideration should also be given to residents in Upper Ovens and Kiewa Valley, who appear to be driving negative opinion in a number of areas in 2019.

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

On the positive side, Council should look to build upon its improved performance on sealed local roads over the next 12 months. Council should also seek to ensure perceptions do not regress in areas where it rates significantly higher than the State-wide and Small Rural group average, namely, sealed local roads and making community decisions.



## Further areas of exploration

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

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

**03 8685 8555.**

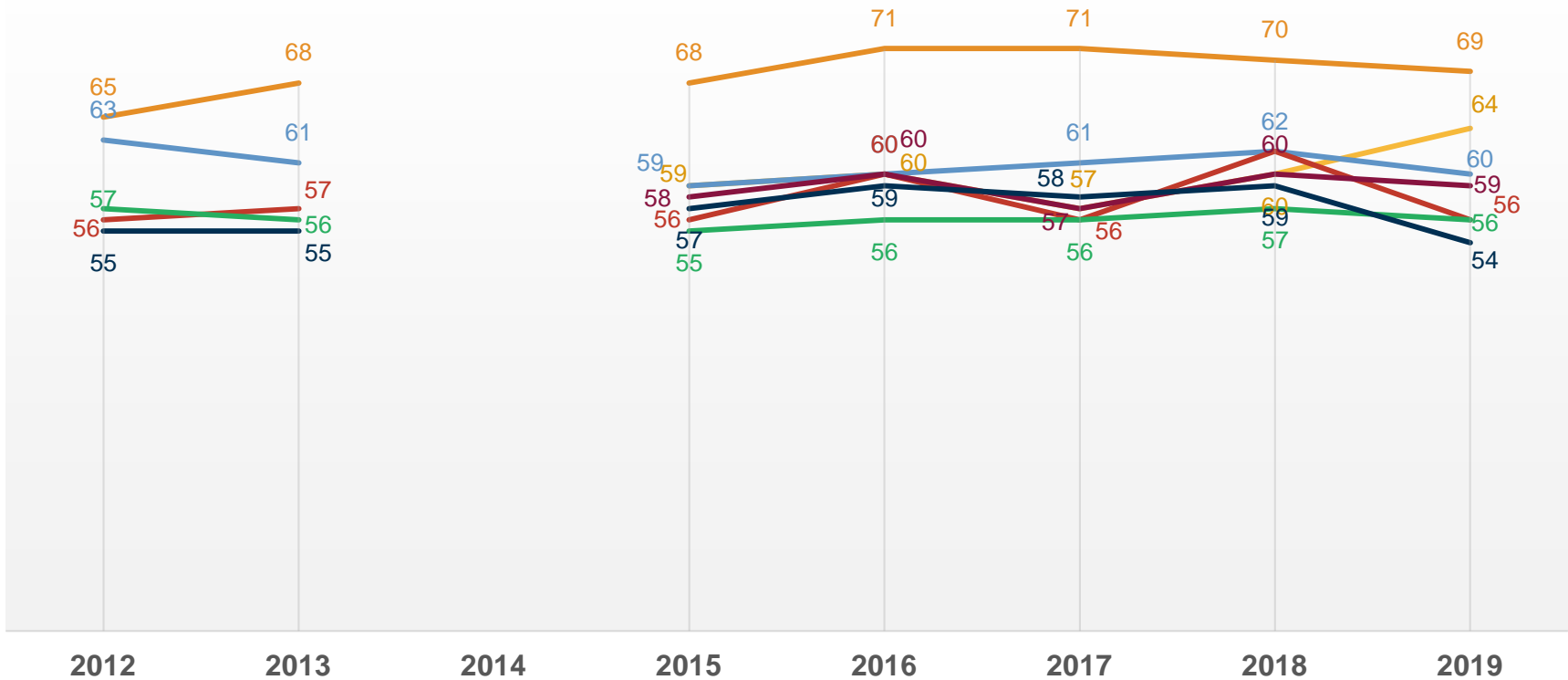


# Summary of findings



# Summary of core measures

## Index scores





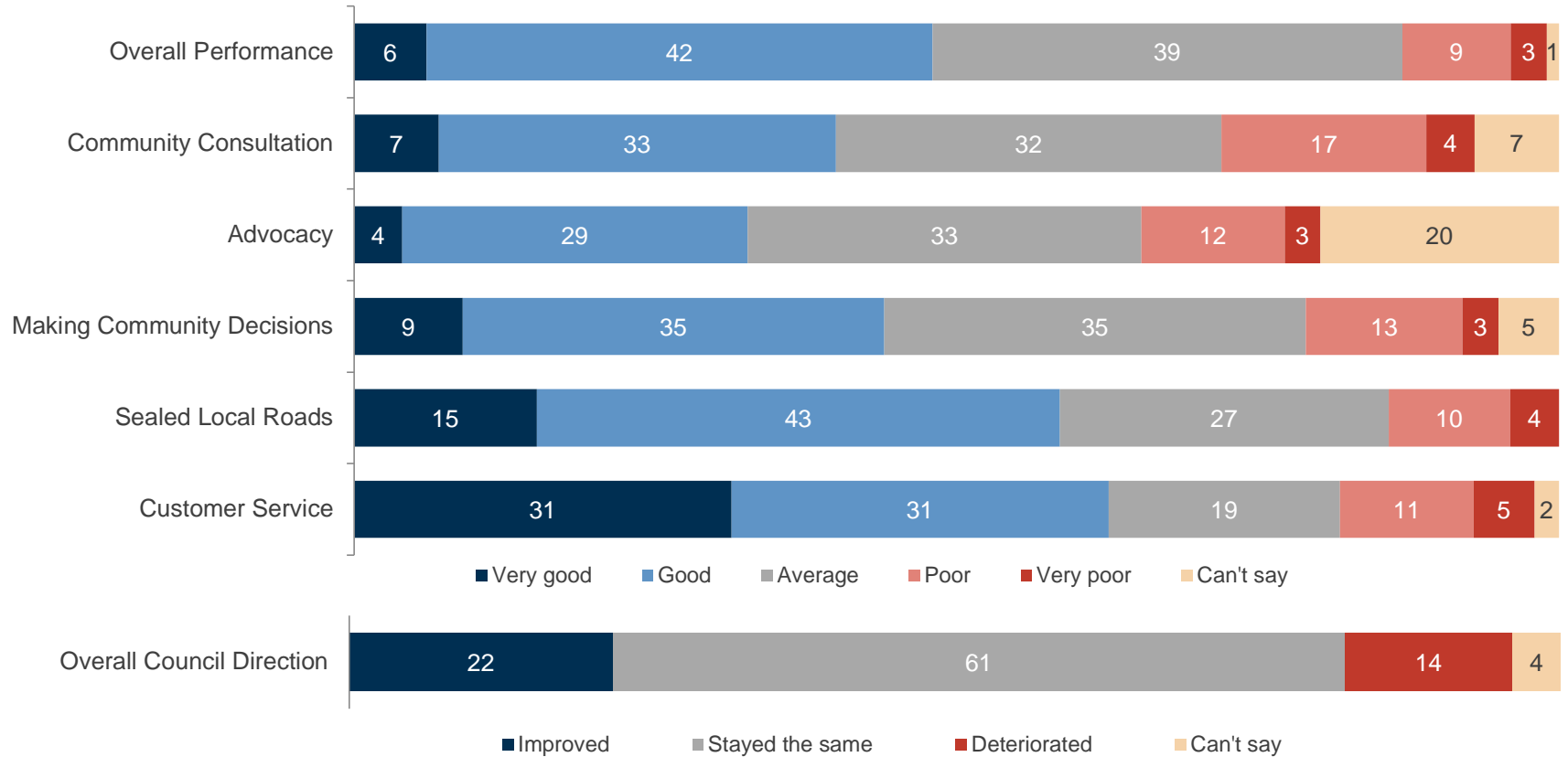
## Summary of core measures

Performance Measures	Alpine 2019	Alpine 2018	Small Rural 2019	State-wide 2019	Highest score	Lowest score
<b>Overall Performance</b>	<b>60</b>	62	58	60	Lower Ovens	Upper Ovens
<b>Community Consultation</b> (Community consultation and engagement)	<b>56</b>	62	56	56	Lower Ovens	Upper Ovens
<b>Advocacy</b> (Lobbying on behalf of the community)	<b>56</b>	57	55	54	Lower Ovens	Kiewa Valley
<b>Making Community Decisions</b> (Decisions made in the interest of the community)	<b>59</b>	60	55	55	Lower Ovens	Upper Ovens
<b>Sealed Local Roads</b> (Condition of sealed local roads)	<b>64</b>	60	53	56	Aged 18-34 years, Lower Ovens	Kiewa Valley
<b>Customer Service</b>	<b>69</b>	70	70	71	Women	Kiewa Valley, Men and 50-64 years
<b>Overall Council Direction</b>	<b>54</b>	59	53	53	Lower Ovens	Kiewa Valley



# Summary of key community satisfaction

Key measures summary results (%)

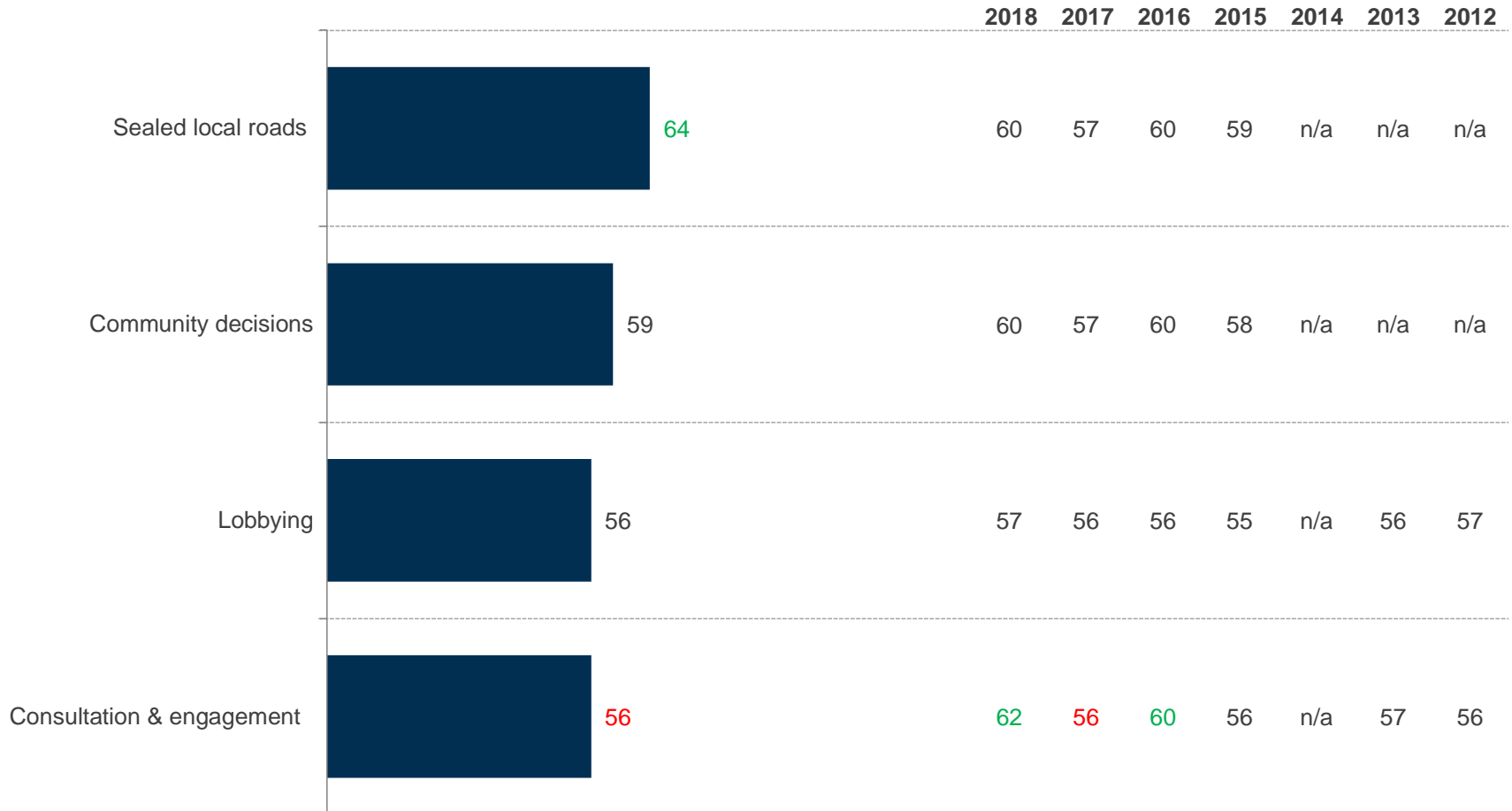






# Individual service area performance

2019 individual service area (index scores)



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

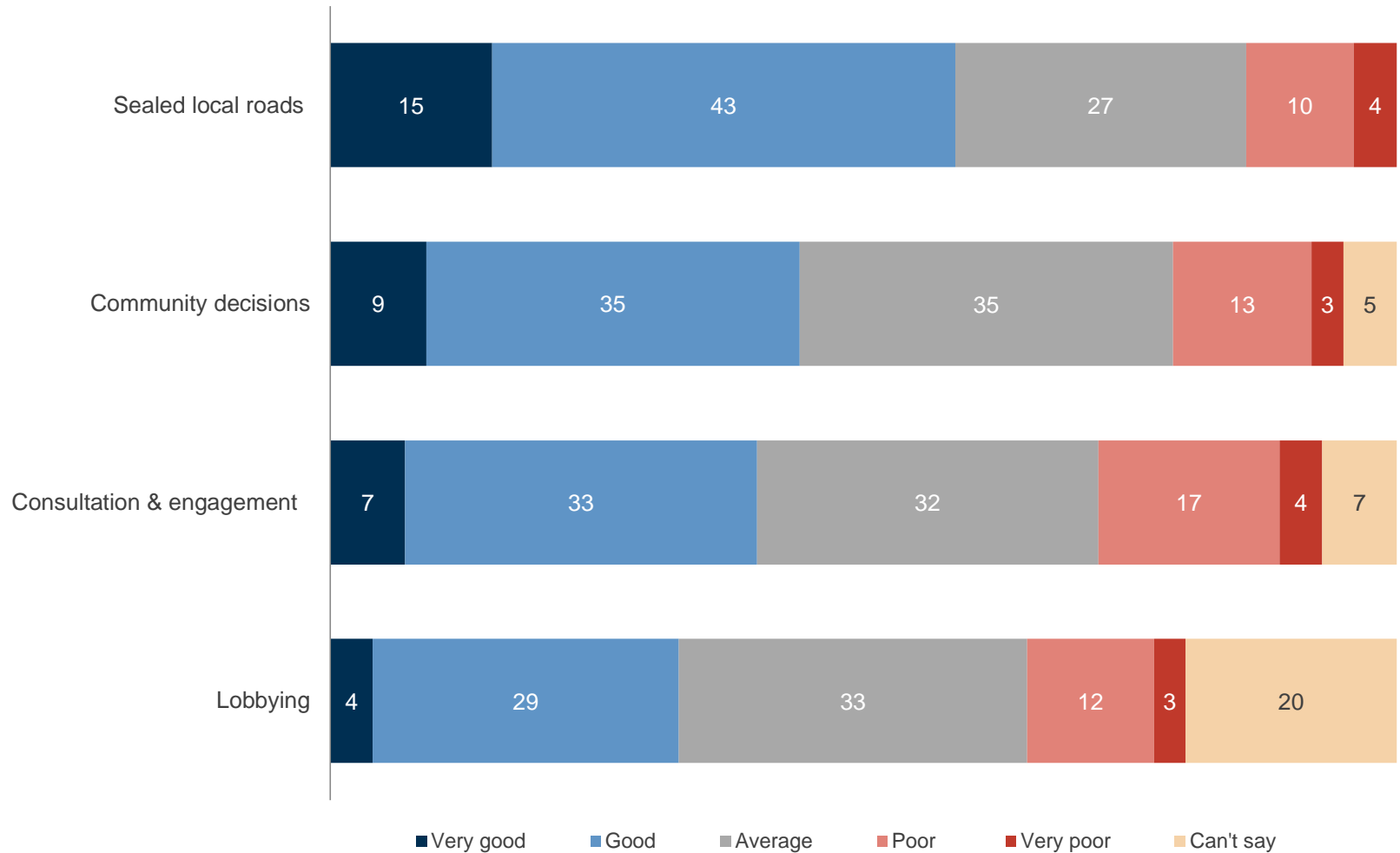
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Individual service area performance

2019 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



## Individual service area performance vs State-wide average

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### Significantly Higher than State-wide Average

- Making community decisions
- Sealed local roads

### Significantly Lower than State-wide Average

- Not applicable



## Individual service area performance vs group average

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### Significantly Higher than Group Average

- Making community decisions
- Sealed local roads

### Significantly Lower than Group Average

- Not applicable



# DETAILED FINDINGS



Overall  
performance



# Overall performance

## 2019 overall performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Lower Ovens	66▲	62	67	62	62	n/a	61	67
65+	62	62	62	63	62	n/a	66	66
18-34	62	69	66	65	62	n/a	61	67
Women	60	62	60	61	59	n/a	58	66
Alpine	60	62	61	60	59	n/a	61	63
State-wide	60	59	59	59	60	61	60	60
Men	59	62	63	60	59	n/a	64	60
35-49	59	60	62	56	56	n/a	59	59
Small Rural	58	56	58	57	59	n/a	n/a	n/a
50-64	57	59	58	58	56	n/a	57	61
Kiewa Valley	56	58	59	59	54	n/a	59	60
Upper Ovens	55▼	65	56	59	60	n/a	63	62

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Alpine Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

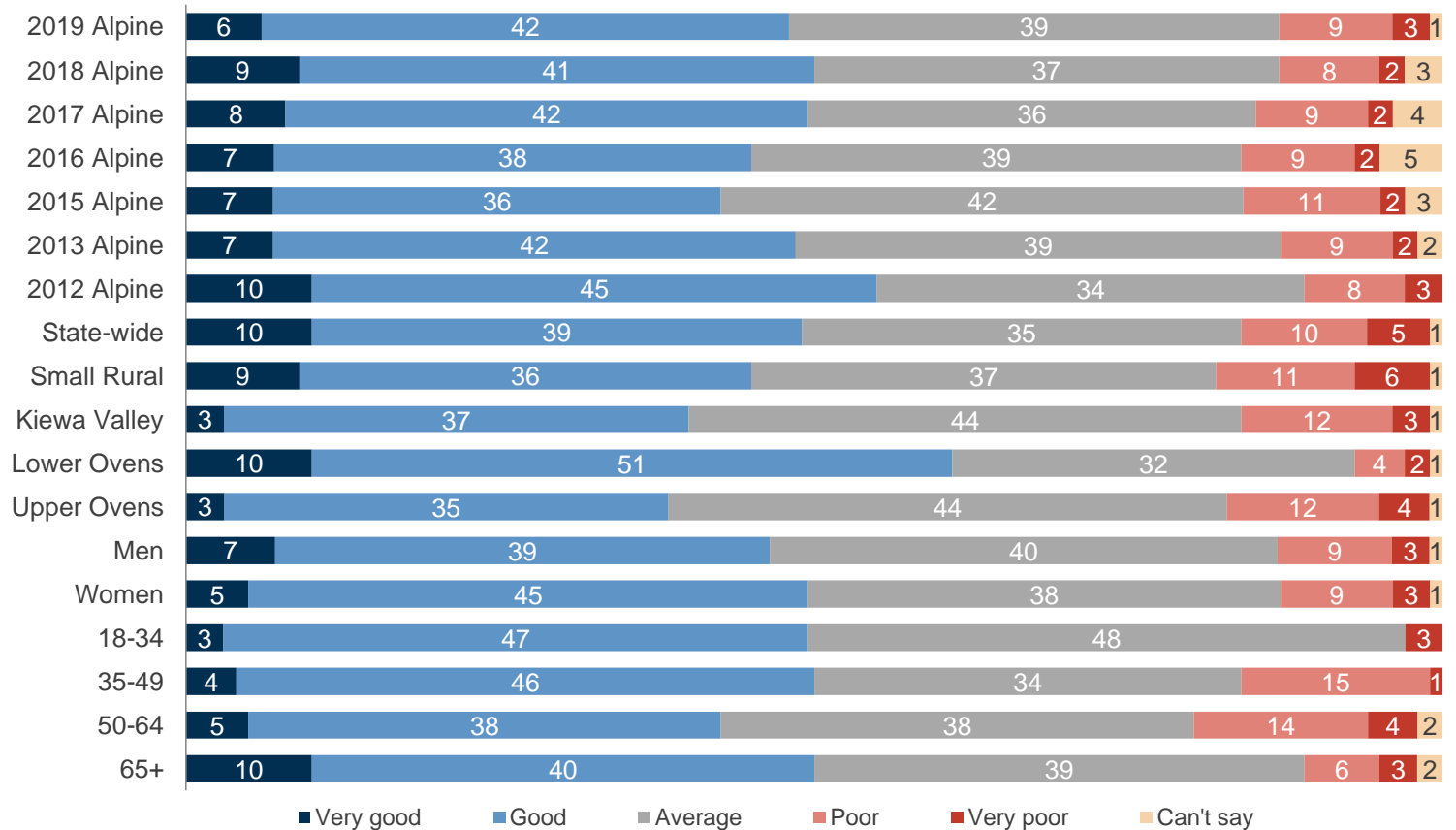
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# Overall performance

Overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Alpine Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

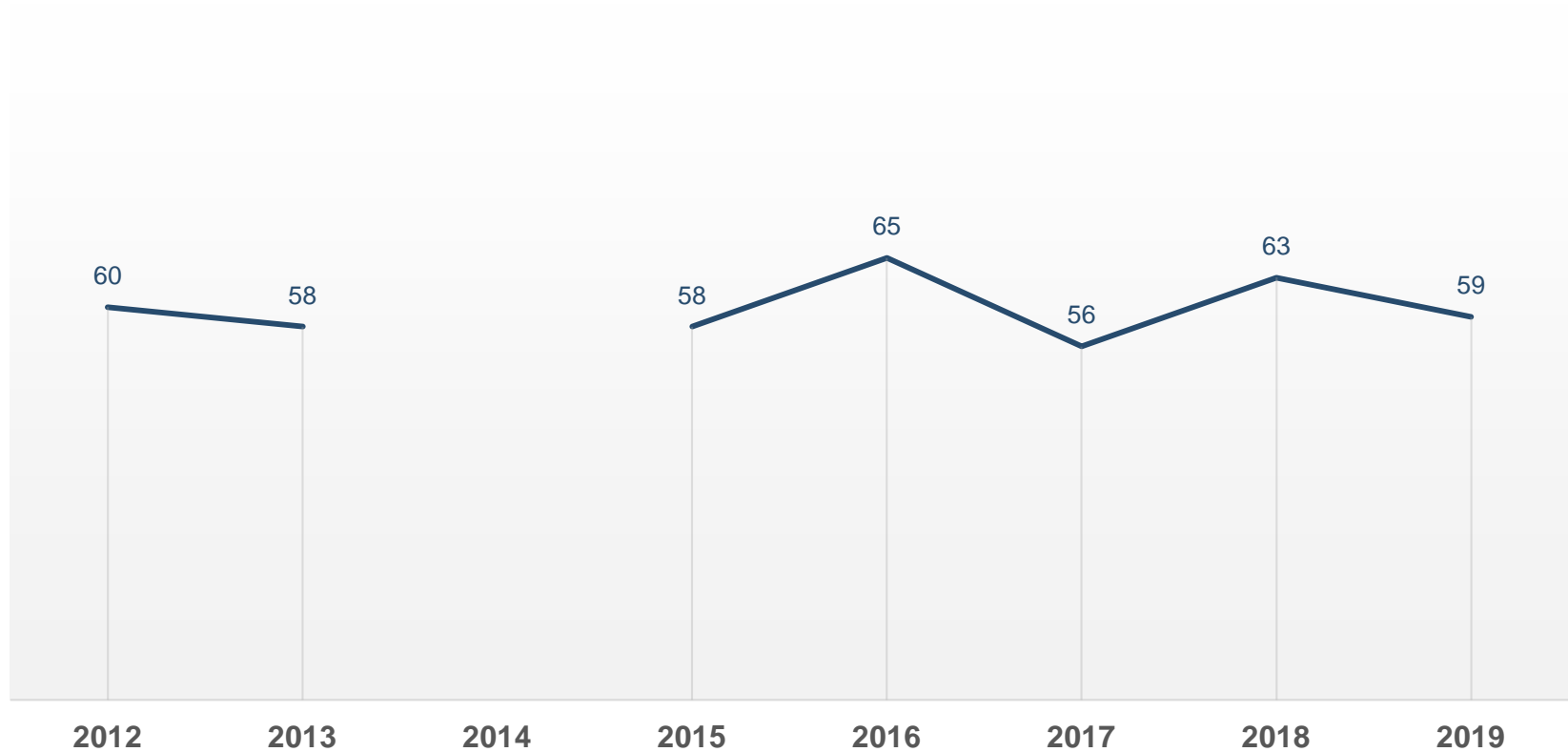
A large, stylized graphic of the letters 'N' and 'W' in a dark blue color. The letters are filled with a glowing, intricate network pattern of white and light blue lines, resembling a complex web or a data network. The background of the letters is a dark blue gradient.

# Customer service



## Contact with council

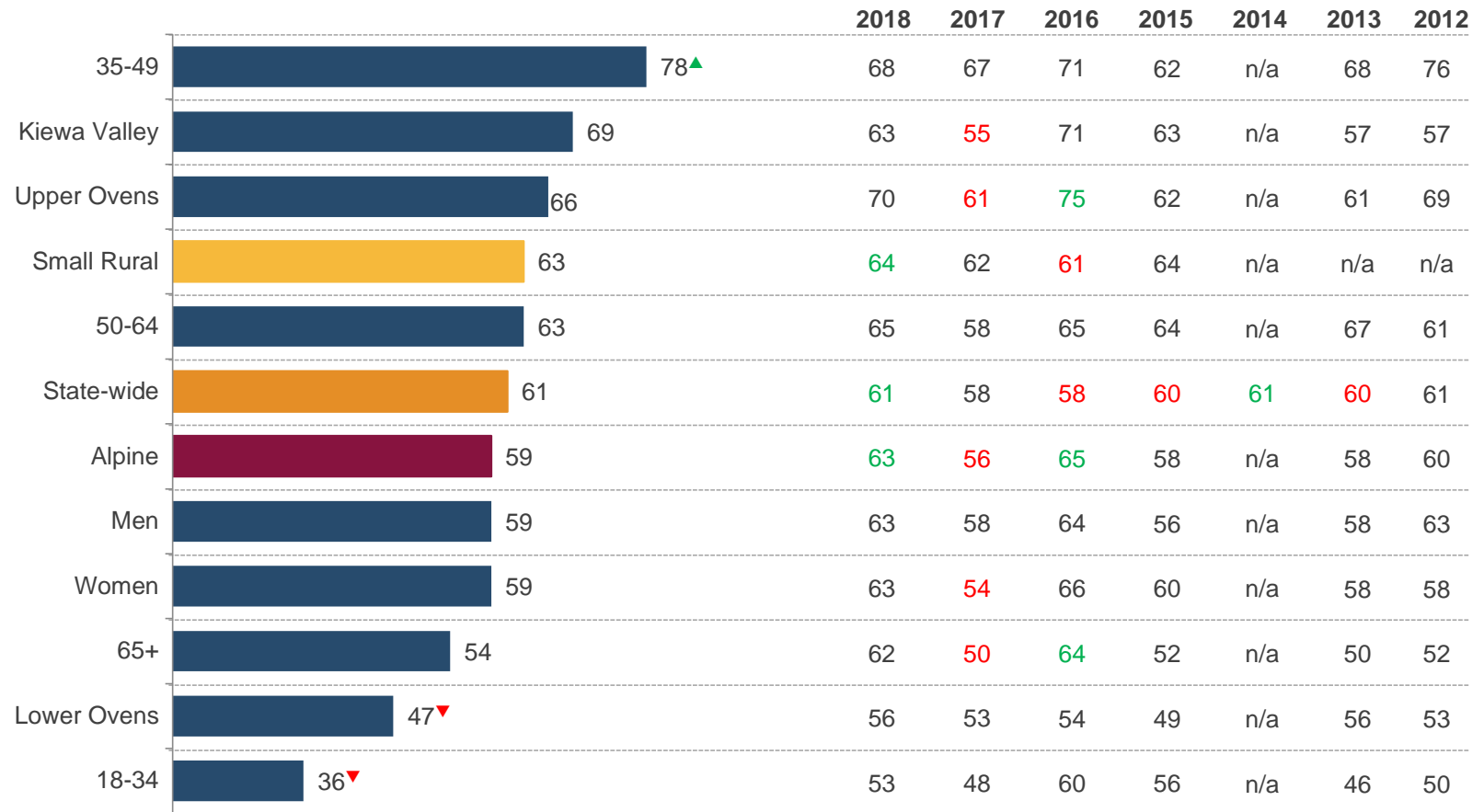
**2019 contact with council (%)**  
Have had contact





# Contact with council

## 2019 contact with council (%)



Q5. Over the last 12 months, have you or any member of your household had any contact with Alpine Shire 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: 38 Councils asked group: 12

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



# Customer service rating

## 2019 customer service rating (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	75*	56	73	77	62	n/a	58	57
Women	72	69	71	69	72	n/a	68	69
State-wide	71	70	69	69	70	72	71	71
Lower Ovens	71	62	77	69	68	n/a	74	66
Small Rural	70	69	69	69	70	n/a	n/a	n/a
65+	70	72	76	74	70	n/a	73	70
Upper Ovens	69	75	71	72	71	n/a	71	67
Alpine	69	70	71	71	68	n/a	68	65
35-49	68	74	73	70	66	n/a	67	62
50-64	65	70	64	64	71	n/a	70	68
Men	65	71	70	73	63	n/a	68	62
Kiewa Valley	65	73	63	72	64	n/a	55	61

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

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

Councils asked state-wide: 63 Councils asked group: 18

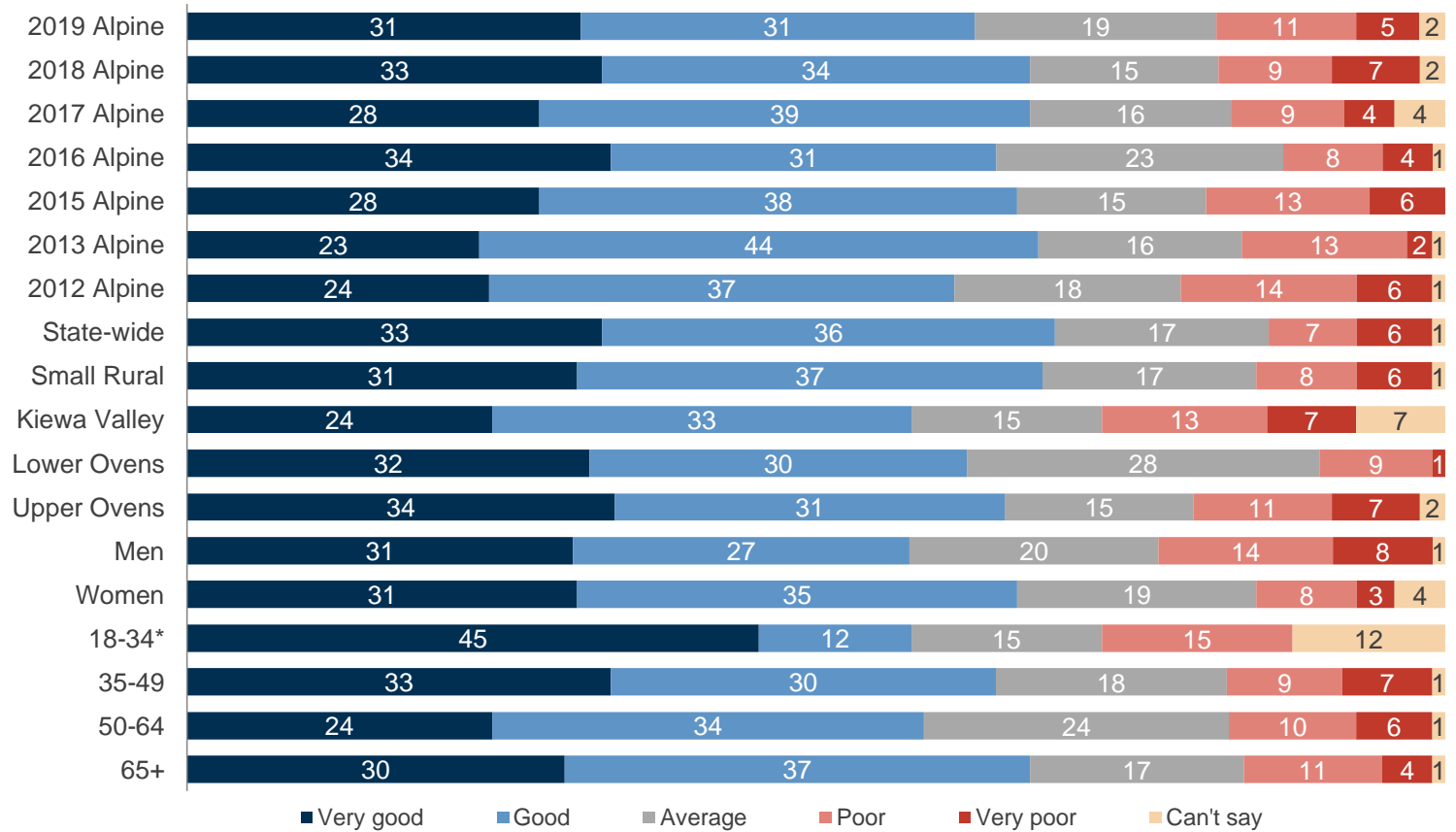
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating

Customer service rating (%)



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

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

Councils asked state-wide: 63 Councils asked group: 18

\*Caution: small sample size < n=30



# Council direction





## Council direction summary

<b>Council direction</b>	<ul style="list-style-type: none"><li>• 61% stayed about the same, down 3 points on 2018</li><li>• 22% improved, down 2 points on 2018</li><li>• 14% deteriorated, up 7 points on 2018</li></ul>
<b>Most satisfied with Council direction</b>	<ul style="list-style-type: none"><li>• Lower Ovens residents</li></ul>
<b>Least satisfied with Council direction</b>	<ul style="list-style-type: none"><li>• Kiewa Valley residents</li></ul>



# Overall council direction last 12 months

## 2019 overall direction (index scores)

	2018	2017	2016	2015	2014	2013	2012
Lower Ovens	65▲	68	58	58	n/a	61	57
18-34	59	64	60	58	n/a	54	54
65+	57	57	60	60	n/a	56	56
Men	56	59	60	54	n/a	56	54
Alpine	54	59	58	59	57	n/a	55
Women	53	59	56	57	60	n/a	54
State-wide	53	52	53	51	53	53	53
Small Rural	53	50	52	50	53	n/a	n/a
50-64	52	55	61	57	55	n/a	53
Upper Ovens	50	56	46	60	58	n/a	48
35-49	49	56	58	58	54	n/a	56
Kiewa Valley	41▼	54	58	58	55	n/a	57

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

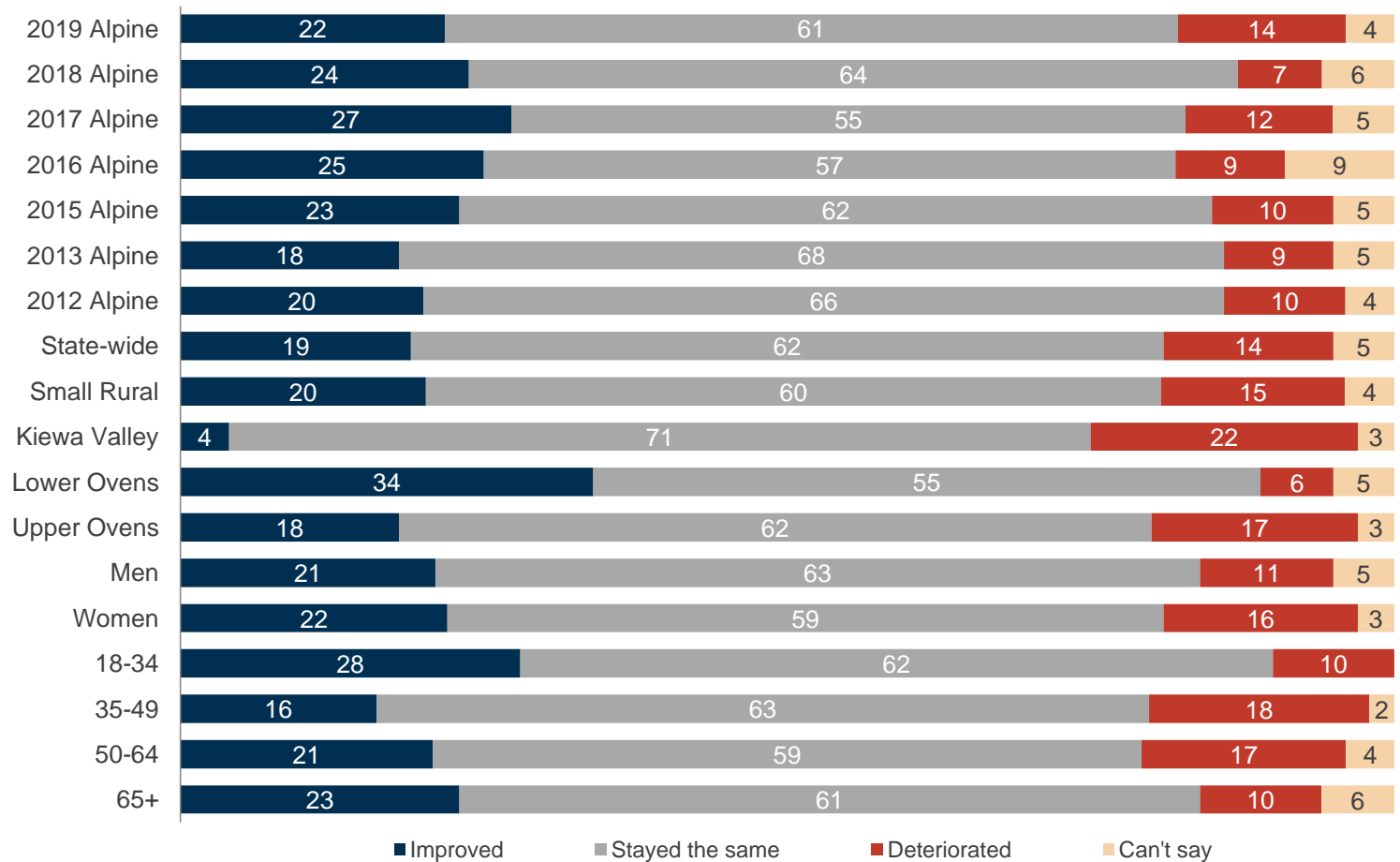
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Overall council direction last 12 months

2019 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Alpine Shire Council's overall performance?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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# Individual service areas



# Community consultation and engagement performance

## 2019 Consultation and engagement performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Lower Ovens	62▲	64	62	63	58	n/a	59	62
35-49	60	65	53	61	52	n/a	60	53
18-34	56	69	55	66	63	n/a	51	64
Women	56	61	57	59	56	n/a	54	59
Kiewa Valley	56	57	54	57	49	n/a	53	51
65+	56	60	58	60	57	n/a	60	56
Alpine	56	62	56	60	56	n/a	57	56
Small Rural	56	54	55	55	56	n/a	n/a	n/a
State-wide	56	55	55	54	56	57	57	57
Men	55	63	56	61	57	n/a	59	53
50-64	51	56	57	56	55	n/a	54	55
Upper Ovens	49▼	63	50	60	60	n/a	57	55

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

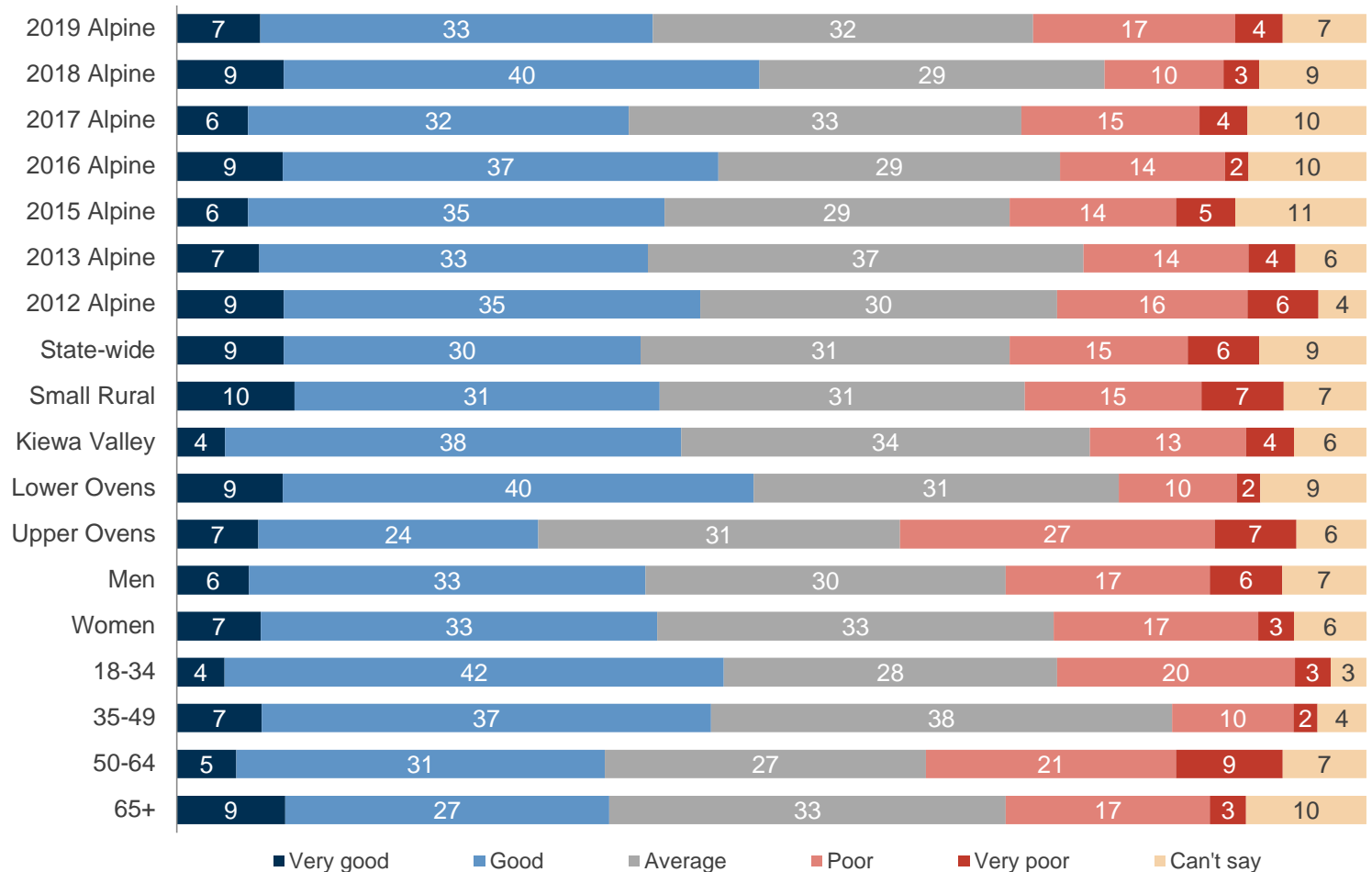
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Community consultation and engagement performance

2019 Consultation and engagement performance (%)



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



# Lobbying on behalf of the community performance

## 2019 Lobbying performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Lower Ovens	63▲	55	62	60	57	n/a	55	63
18-34	61	64	54	63	57	n/a	57	60
65+	58	56	57	58	56	n/a	58	59
Women	56	54	55	55	54	n/a	55	60
Alpine	56	57	56	56	55	n/a	56	57
Men	56	60	58	57	56	n/a	56	54
Small Rural	55	53	55	54	56	n/a	n/a	n/a
State-wide	54	54	54	53	55	56	55	55
35-49	54	57	58	54	53	n/a	56	52
Upper Ovens	52	62	53	54	54	n/a	57	56
50-64	52	53	56	49	55	n/a	52	57
Kiewa Valley	51	54	54	53	53	n/a	55	51

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

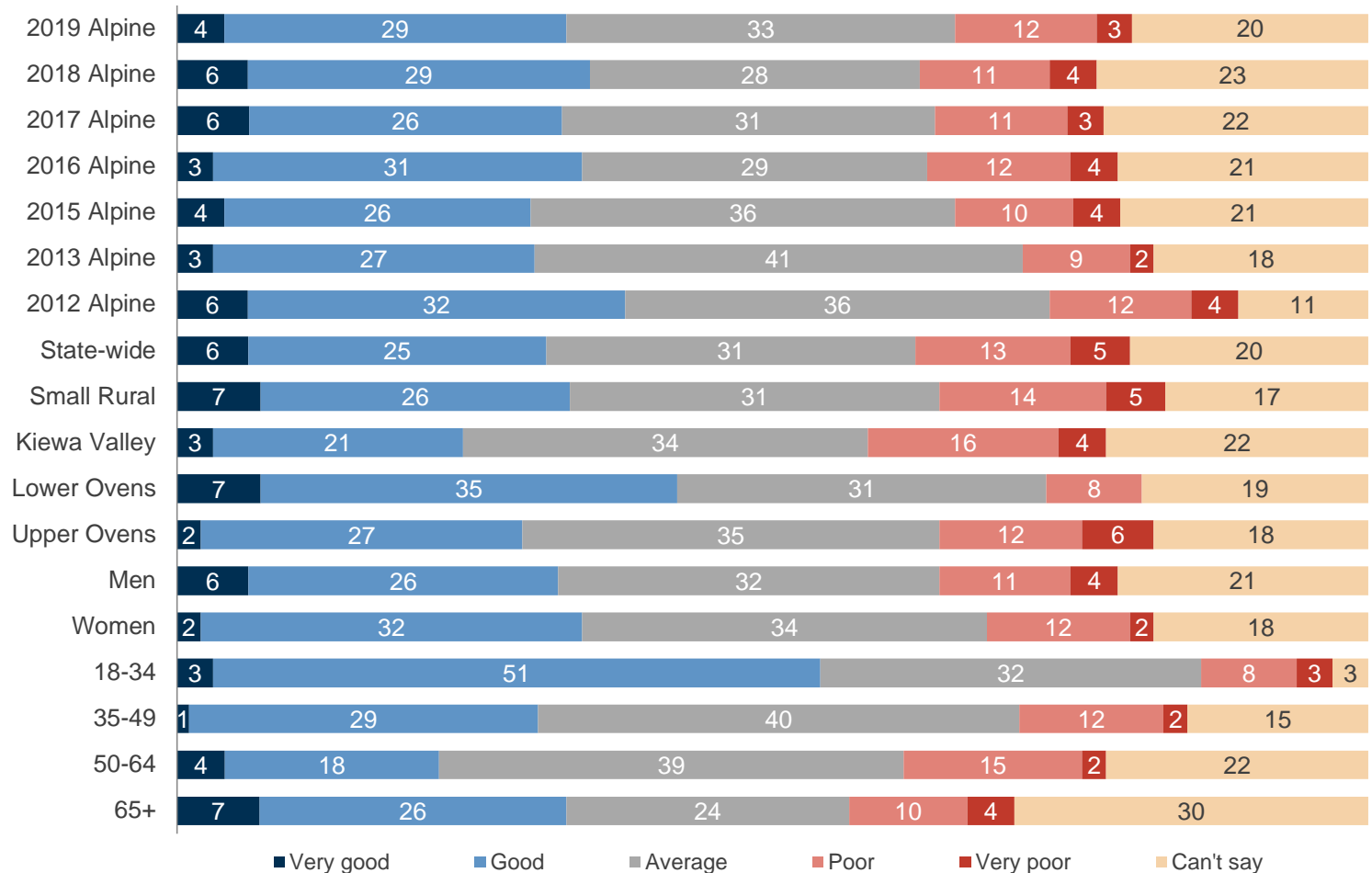
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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



# Lobbying on behalf of the community performance

## 2019 Lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18



# Decisions made in the interest of the community performance



## 2019 Community decisions made performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
Lower Ovens	65▲	60	61	60	62	n/a	n/a	n/a
18-34	62	64	54	63	61	n/a	n/a	n/a
Men	60	61	57	61	58	n/a	n/a	n/a
65+	59	57	59	62	60	n/a	n/a	n/a
Alpine	59	60	57	60	58	n/a	n/a	n/a
Women	58	59	57	58	57	n/a	n/a	n/a
Kiewa Valley	58	55	57	59	53	n/a	n/a	n/a
35-49	58	63	57	59	55	n/a	n/a	n/a
50-64	57	57	57	55	55	n/a	n/a	n/a
Small Rural	55▼	52	55	53	56	n/a	n/a	n/a
State-wide	55▼	54	54	54	55	57	n/a	n/a
Upper Ovens	52▼	63	51	60	57	n/a	n/a	n/a

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

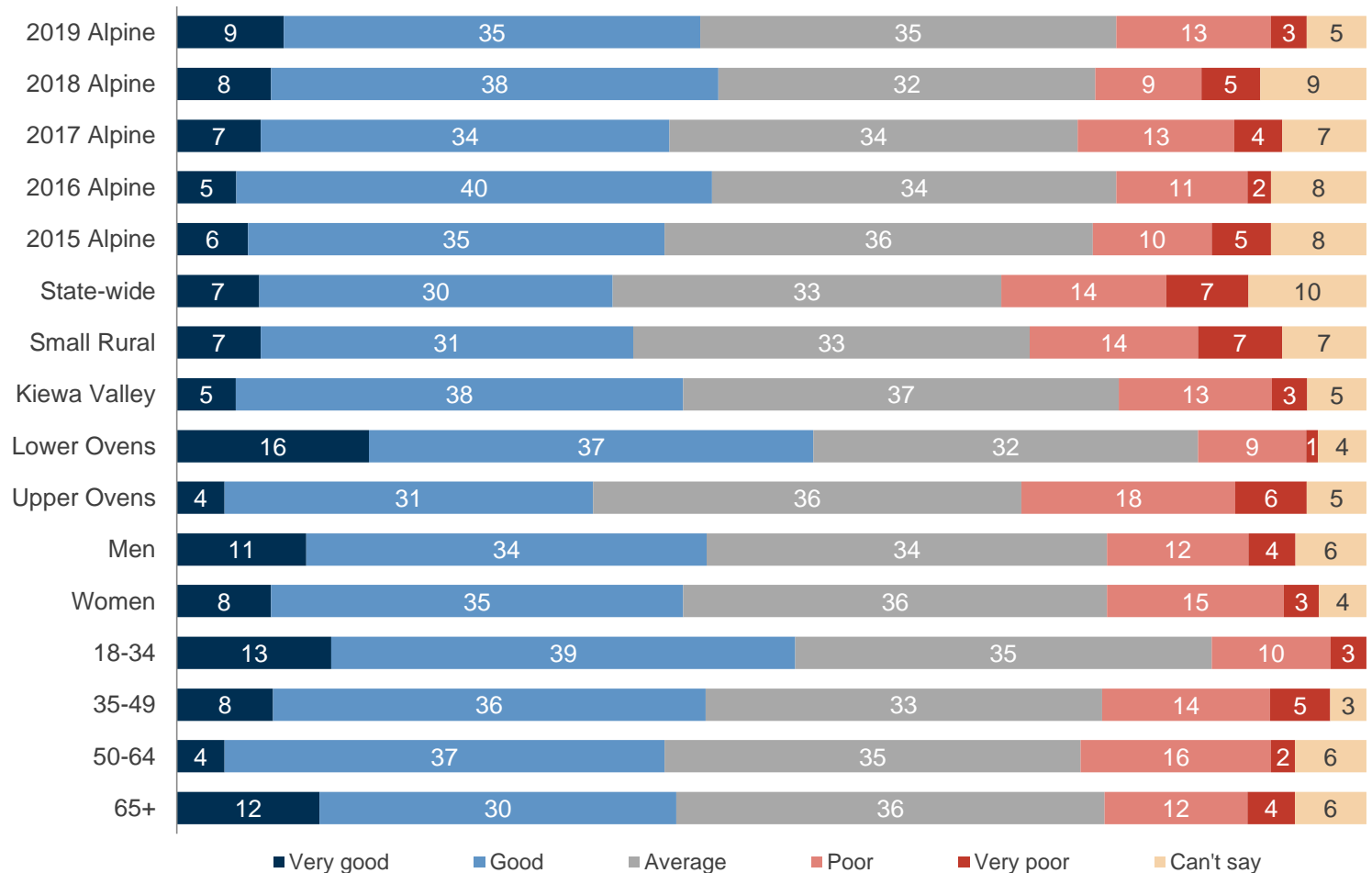
Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

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

# Decisions made in the interest of the community performance



2019 Community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

# The condition of sealed local roads in your area performance



## 2019 Sealed local roads performance (index scores)

		2018	2017	2016	2015	2014	2013	2012
18-34	67	60	59	64	60	n/a	n/a	n/a
Lower Ovens	67	62	61	62	58	n/a	n/a	n/a
Women	65	59	58	58	57	n/a	n/a	n/a
35-49	64	62	57	55	61	n/a	n/a	n/a
Alpine	64	60	57	60	59	n/a	n/a	n/a
Upper Ovens	63	65	57	59	64	n/a	n/a	n/a
65+	63	60	56	61	60	n/a	n/a	n/a
Men	62	61	57	61	61	n/a	n/a	n/a
50-64	61	59	58	59	55	n/a	n/a	n/a
Kiewa Valley	58▼	51	53	58	55	n/a	n/a	n/a
State-wide	56▼	53	53	54	55	55	n/a	n/a
Small Rural	53▼	49	50	52	52	n/a	n/a	n/a

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

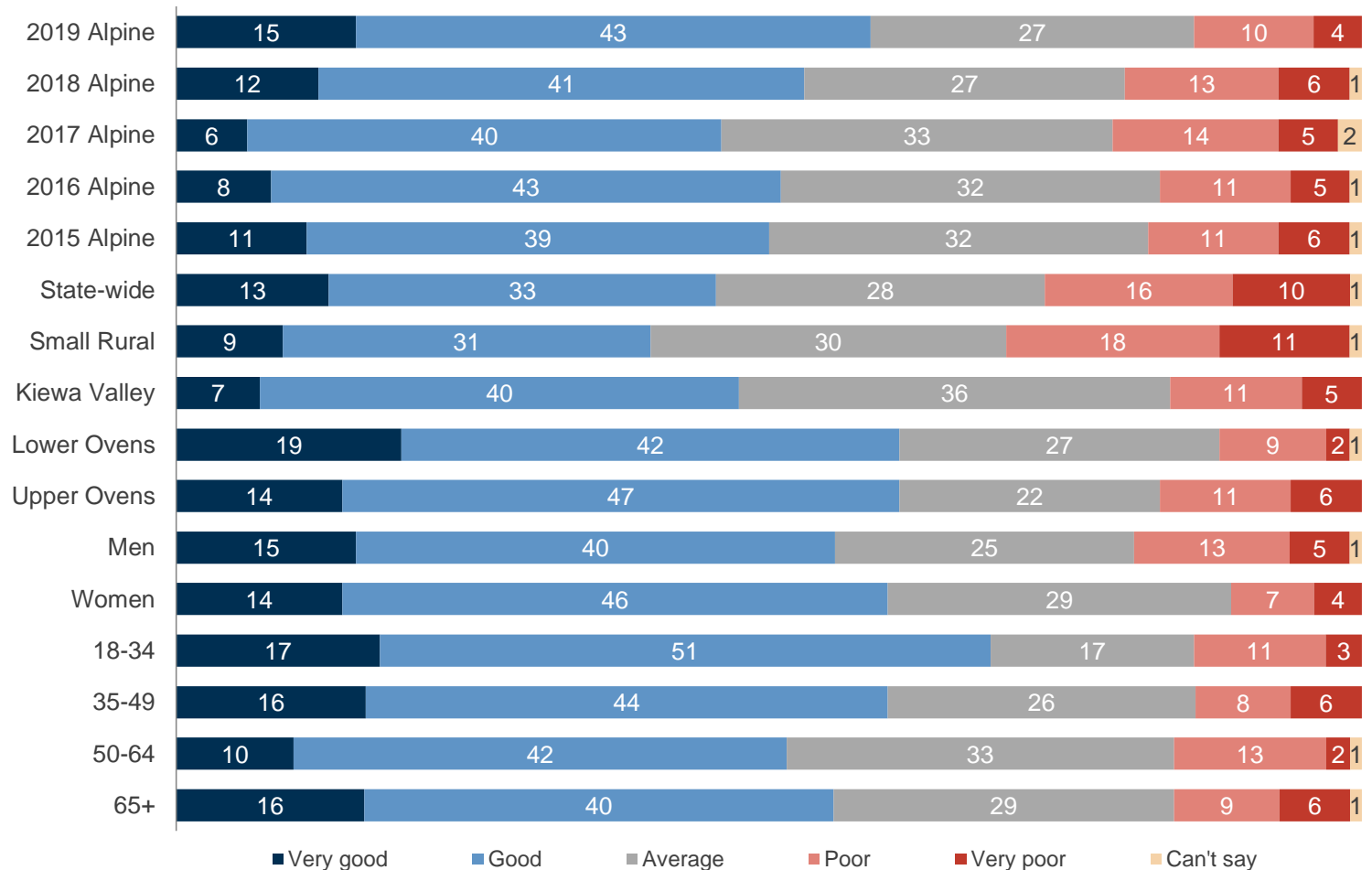
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Note: Please see Appendix A for explanation of significant differences.

# The condition of sealed local roads in your area performance



2019 Sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18

The image features a large, stylized graphic of the letters 'N' and 'W' in a dark blue color. The letters are filled with a satellite-style map of North America, showing landmasses and a network of glowing white lines representing roads or infrastructure. The background is white.

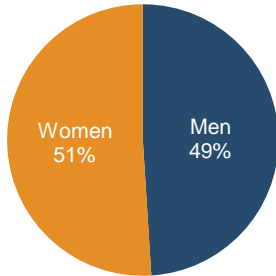
# Detailed demographics



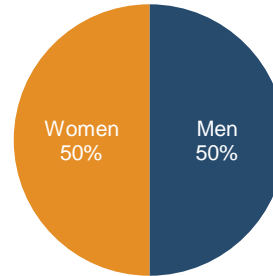
# Gender and age profile

## 2019 gender

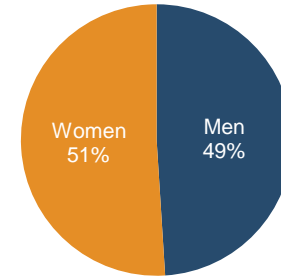
Alpine



Small Rural

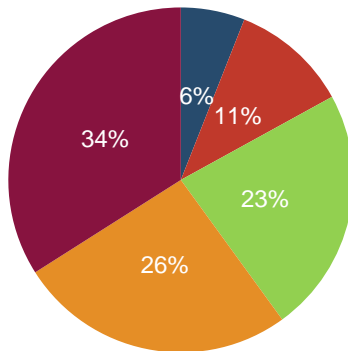


State-wide

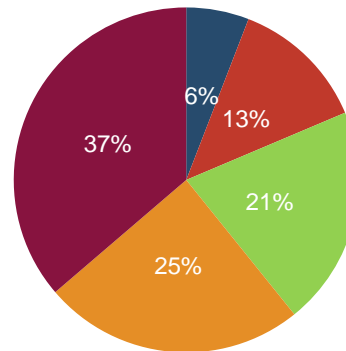


## 2019 age

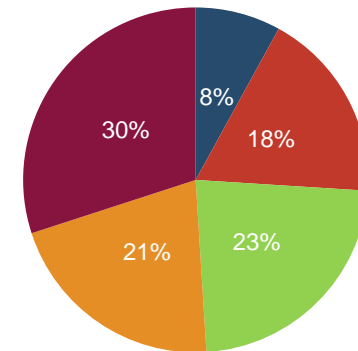
Alpine



Small Rural



State-wide




■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?  
 Base: All respondents. Councils asked state-wide: 63 Councils asked group: 18  
 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.

The image features a large, stylized graphic of the letters 'N' and 'W' in a dark blue color. The letters are filled with a satellite-style map of North America, showing landmasses and a network of glowing white lines representing roads or infrastructure. The background is white.

# 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 2019 State-wide Local Government Community Satisfaction Survey for Alpine Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.8% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 10,200 people aged 18 years or over for Alpine Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Alpine Shire Council	400	400	+/-4.8
Men	186	196	+/-7.1
Women	214	204	+/-6.6
Kiewa Valley	85	85	+/-10.6
Lower Ovens (Myrtleford - Eurobin)	163	162	+/-7.6
Upper Ovens (Porepunkah - Dinner Plain)	152	154	+/-7.9
18-34 years	29	71	+/-18.5
35-49 years	85	90	+/-10.6
50-64 years	125	104	+/-8.7
65+ years	161	135	+/-7.7



## Appendix A: Significant difference reporting notation

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

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

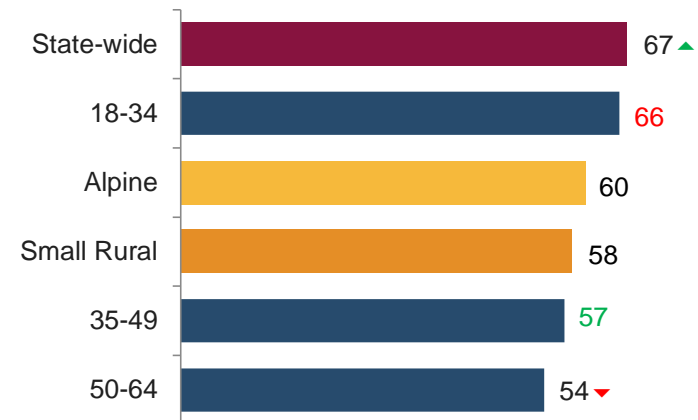
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2018.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2018.

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





## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

The image features a large, stylized graphic of the letters 'N' and 'W' in a dark blue color. The letters are filled with a satellite-style map of North America, showing landmasses and water bodies. The background of the entire page is white, with the 'NW' graphic extending from the top right towards the center.

# Appendix B: Further project information



## Appendix B: Further information

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

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

### **Detailed survey tabulations**

Detailed survey tabulations are available in supplied Excel file.

### **Contacts**

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

**(03) 8685 8555** or via email:  
**[admin@jwsresearch.com](mailto:admin@jwsresearch.com)**



## Appendix B: Survey methodology and sampling

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

- 2019, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=403 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2013, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June.

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

Survey sample matched to the demographic profile of Alpine Shire 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 Alpine Shire Council, particularly younger people.

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



## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2019, 63 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2019 vary slightly.

### **Council Groups**

Alpine Shire Council is classified as a Small Rural council according to the following classification list:

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

Councils participating in the Small Rural group are:

Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, Towong, West Wimmera and Yarriambiack.

Wherever appropriate, results for Alpine Shire Council for this 2019 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



## Appendix B: Analysis and reporting

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### 2012 survey revision

The survey was revised in 2012. As a result:

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

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2019 have been made throughout this report as appropriate.





## Appendix B: Analysis and reporting

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### **Core, optional and tailored questions**

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2019 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2019 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



## Appendix B: Analysis and reporting

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### Reporting

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

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

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



## Appendix B: Glossary of terms

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

**CSS:** 2019 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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