

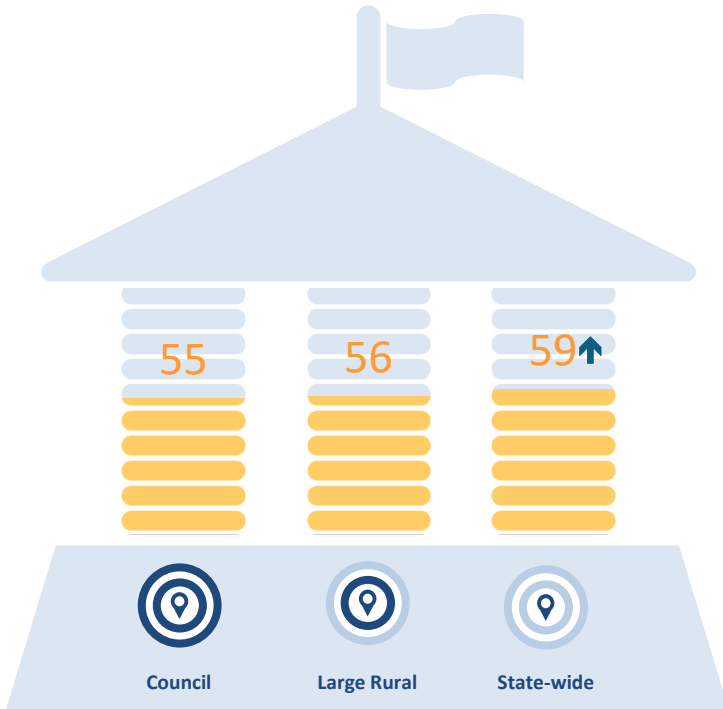


**LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
COLAC-OTWAY SHIRE COUNCIL**

2018 RESEARCH REPORT

**COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND
PLANNING ON BEHALF OF VICTORIAN COUNCILS**

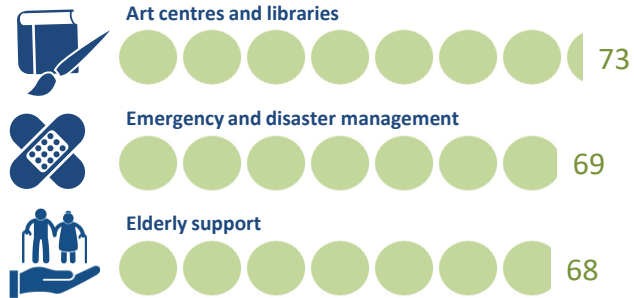
- [Background and objectives](#)
- [Survey methodology and sampling](#)
- [Further information](#)
- [Key findings & recommendations](#)
- [Summary of findings](#)
- [Detailed findings](#)
 - [Key core measure: Overall performance](#)
 - [Key core measure: Customer service](#)
 - [Key core measure: Council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



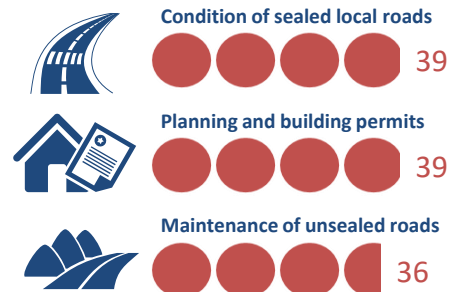
OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

TOP 3 PERFORMING AREAS



BOTTOM 3 PERFORMING AREAS



BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2018 State-wide Local Government Community Satisfaction Survey for Colac-Otway Shire 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 Colac-Otway Shire 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.

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

Survey sample matched to the demographic profile of Colac-Otway 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 Colac-Otway Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Colac-Otway Shire 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=401 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 Colac-Otway 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.

SURVEY METHODOLOGY AND SAMPLING

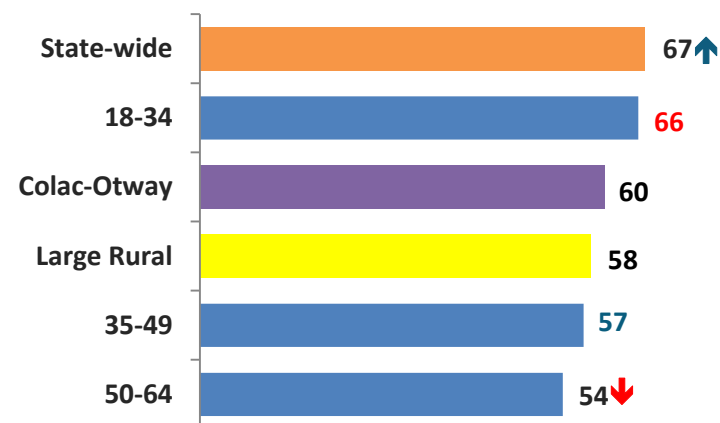
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in 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)**



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.



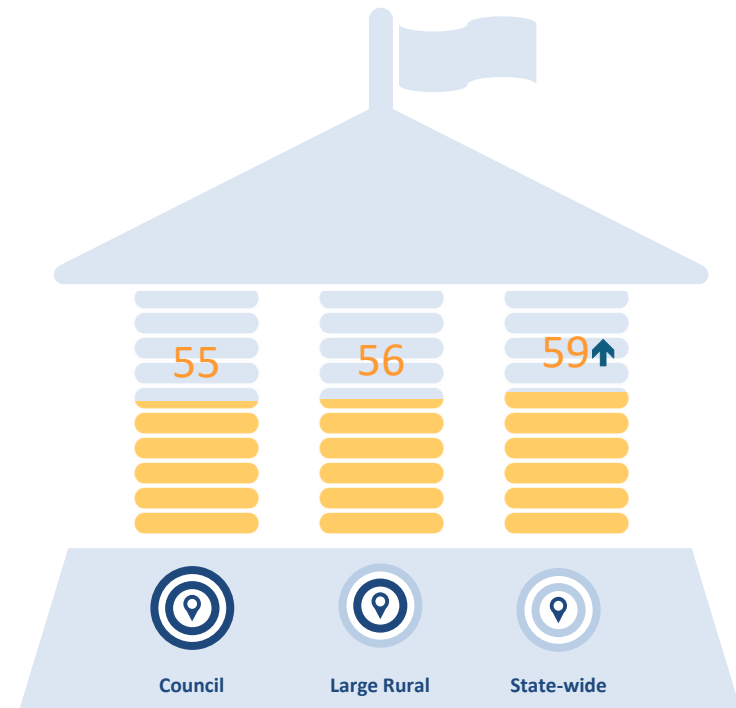
KEY FINDINGS & RECOMMENDATIONS

OVERALL PERFORMANCE

The **overall performance index score of 55** for Colac-Otway Shire Council represents a *significant* eight-point increase from the 2017 result. Overall performance ratings have fluctuated over the past six years but have now returned to pre-2014 levels.

- Overall performance is in line with the Large Rural group average (index score of 56) but *significantly lower* (at the 95% confidence interval) than the State-wide average for councils (index score of 59).
- **Almost every demographic and geographic subgroup** *increased significantly* in their impressions of Colac-Otway Shire Council's overall performance in the past year.
- **Residents aged 18 to 34 years** (index score of 61) and **residents of Colac and its Surrounding Areas** (index score of 60) are *significantly more* favourable than the average in their impressions of overall performance, while Apollo Bay and its Surrounds (index score of 42) are *significantly less* favourable.

Residents are more likely to rate Colac-Otway Shire Council's overall performance as 'very good' or 'good' (36%, compared to 25% in 2017) than 'poor' or 'very poor' (15%, compared to 30% in 2017) combined. A further half of residents (48%) sit mid-scale providing an 'average' rating.



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 19) shows that Colac-Otway Shire Council's performance on all but one core measure **increased** compared to Council's own results in 2017. In addition to overall performance, Council experienced **significant gains** on the core measures of **consultation and engagement** (index score of 55, nine points higher than 2017), **customer service** (68, seven points higher), **lobbying** (54, four points higher), and **community decisions** (49, four points higher).

- As with overall performance, index scores for most core performance measures have returned to higher levels achieved prior to 2014.
- **Sealed local roads** was the only core measure to decrease (just slightly) between 2017 and 2018 (index score of 39, three points lower than 2017).
- As a result of ratings gains, Council's performance is in line with averages for the Large Rural group and councils State-wide on a majority of core measures. Council performs **significantly lower** than both Large Rural group and State-wide averages in just two areas – sealed local roads (index score of 45 and 53 respectively) and community decisions (index scores of 52 and 54 respectively). (It also performs behind the State-wide average for overall performance.)

There are notable **differences across geographic cohorts** within Colac-Otway Shire Council. Residents of Apollo Bay and its Surrounds rate Council lowest on every core measure, while residents of Colac and its Surrounding Areas tend to rate Council higher than other resident groups.

Customer service is a top performing area for Colac-Otway Shire Council. It is the highest rated core performance measure and the third highest rated service area overall. In the area of customer service (index score of 68), Colac-Otway performs in line with the State-wide and Large Rural group averages for councils (index score of 70 and 67 respectively).

CUSTOMER CONTACT AND SERVICE

Two-thirds (65%) of Colac-Otway Shire Council residents have had recent contact with Council.

Residents of Apollo Bay and its Surrounding Areas, who tend to rate Council lowest across measures, have had the most contact with Council in 2018 (70%).

Customer service, with an index score of 68, is a **positive result** for Council. Again, perceptions of customer service increased by a *significant* seven index points in the past year. Perceptions of customer service have fluctuated over time but have returned to peak levels last achieved in 2012.

- Three in ten (29%, up from 22% in 2017) rate Council's customer service as 'very good', with a further 35% rating customer service as 'good'.
- Perceptions of Council's customer service *increased significantly* in the last year among residents aged 18 to 34 years (index score of 65, 21 index points higher than 2017) and men (64, 10 index points higher).

AREAS WHERE COUNCIL IS PERFORMING WELL

In addition to significant ratings increases in the areas of overall performance and customer service, Council's performance **increased significantly in eight service areas** in the past year. Council's performance improved most since 2017 in the area of **consultation and engagement** (index score of 55, nine points higher than 2017).

- All demographic and geographic groups increased in their impressions of Council performance in this area.
- Council performs in line with the Large Rural group and State-wide averages on consultation and engagement (index scores of 54 and 55 respectively).

Art centres and libraries is the area where Colac-Otway Shire Council **performs most strongly** (index score of 73). Performance in this area increased significantly from an index score of 69 in 2017. Ratings are at their highest point since 2016, the year Council first started evaluating its performance in this area.

- Two-thirds of residents (66%) rates Council's performance in this service area as 'very good' or 'good'.

- **Residents aged 18 to 34 years** (index score of 81) and **residents of Colac and its Surrounding Areas** (index score of 78) have *significantly more* favourable impressions of Council performance in this area than residents overall. Conversely, **residents aged 50 to 64 years** and residents of **Apollo Bay and its Surrounding Areas** have *significantly less* favourable impressions.
- Impressions *increased significantly* among **residents 18 to 49 years, residents of Colac and its Surrounding Areas** and **women** on art centres and libraries in the past year.

Another area where Colac-Otway Shire Council is well regarded is emergency and disaster management. With a performance index score of 69, this service area is rated second highest among residents. Similar to ratings for art centres and libraries, performance in this area **increased by a significant five points** since 2017. Ratings in this area are at their highest level to date.

AREAS WHERE COUNCIL IS PERFORMING WELL (CONT'D)

- More than half of residents (57%) rate Council's performance in the area of emergency and disaster management as 'very good' or 'good'.
- **Women** (index score of 73) are *significantly more* favourable in their views of emergency and disaster management services than the average.
- Impressions *increased significantly* since 2017 among all subgroups with the exception of residents aged 50+ years, who did not change in their impressions of council performance in this area.

Along with customer service, Council is also rated more highly in the areas of **elderly support services** and **waste management** (index score of 68 for both) compared to other service areas.

Council's performance is in line with Large Rural group and State-wide averages for all of the aforementioned services.

FOCUS AREAS FOR COMING 12 MONTHS

Council did not experience any *significant* declines in ratings in the past year. This is a positive result for Council. In terms of priorities for the coming 12 months, Council should look to areas where current performance is low, as well as *significantly lower* than average ratings for the Large Rural group. The areas that stand out as being most in need of Council attention are **unsealed roads** (index score of 36) and **planning and building permits** and **sealed local roads** (both with index scores of 39). Council is rated lowest – and seen to be performing poorly – in these areas.

- In the area of unsealed roads in particular, ratings are at their lowest level to date.
- Council's ratings are *significantly lower* than both the Large Rural group and State-wide averages on all three measures.

Consideration should also be given to residents of Apollo Bay and its Surrounding Areas who appear to be most driving negative opinion in 2018.

On the positive side, Council should **maintain its relatively strong performance in the areas of customer service, art centres and libraries, emergency and disaster management, elderly support services and waste management.**

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 of Colac and its Surrounding Areas, and use these lessons to build performance experience and perceptions in other areas.

The **regression analysis on pages 26-30** shows that the individual service area that has the strongest influence on Councils' overall performance rating is decisions made in the interest of the community

It is important to note that the performance index for this variable is relatively poor (49), so any improvements in this area could have a significant increase on the overall performance rating of the Colac-Otway Shire Council.

In summary, good communication and transparency with residents about decisions the Council has made in the Colac-Otway community's interest, as well as improved community consultation and engagement, could help drive up the overall opinion of the Council's performance.

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.

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

Higher results in 2018

(Significantly higher result than 2017)

- Overall performance
- Consultation and engagement
- Lobbying
- Community decisions
- Customer service
- Art centres and libraries
- Emergency and disaster management
- Family support services
- Recreational facilities
- Planning and building permits

Lower results in 2018

(Significantly lower result than 2017)

- *No significant change*

Most favourably disposed towards Council

- Aged 18-34 years
- Colac and Surrounds

Least favourably disposed towards Council

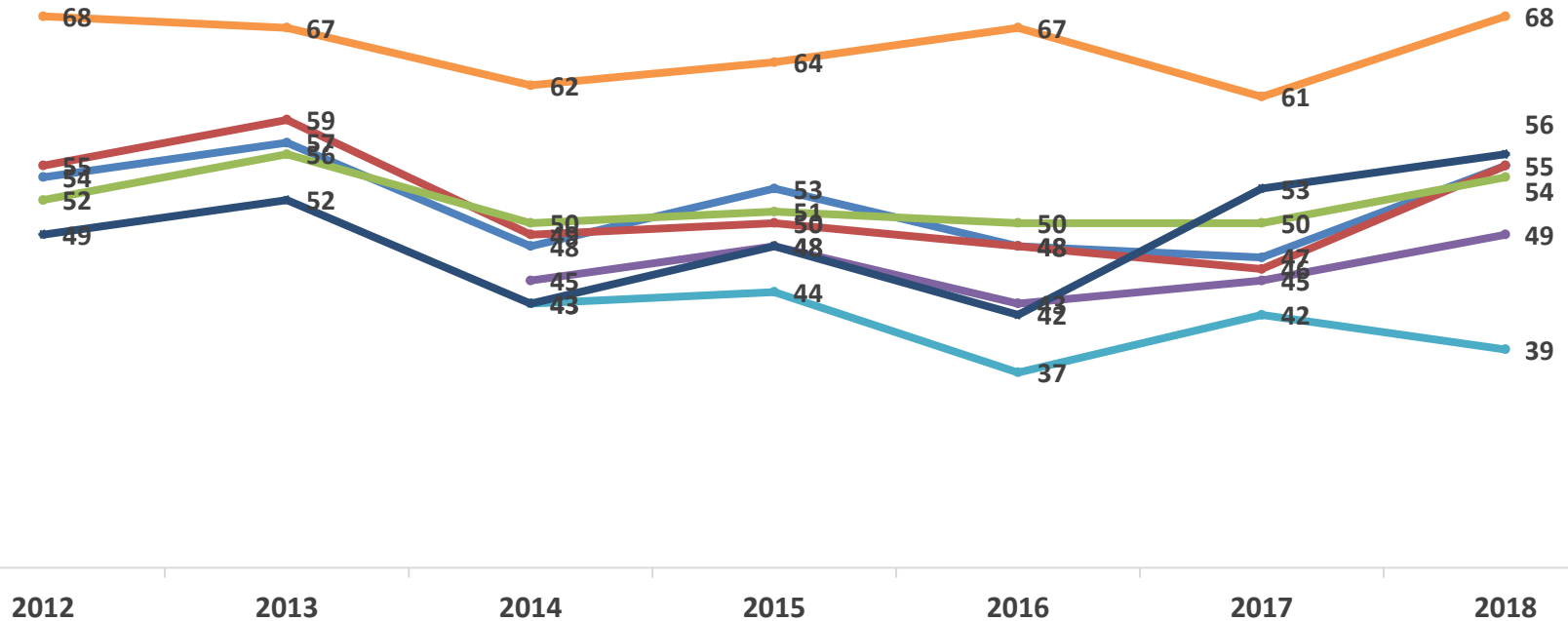
- Apollo Bay and Surrounds



SUMMARY OF FINDINGS

2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS



2018 SUMMARY OF CORE MEASURES

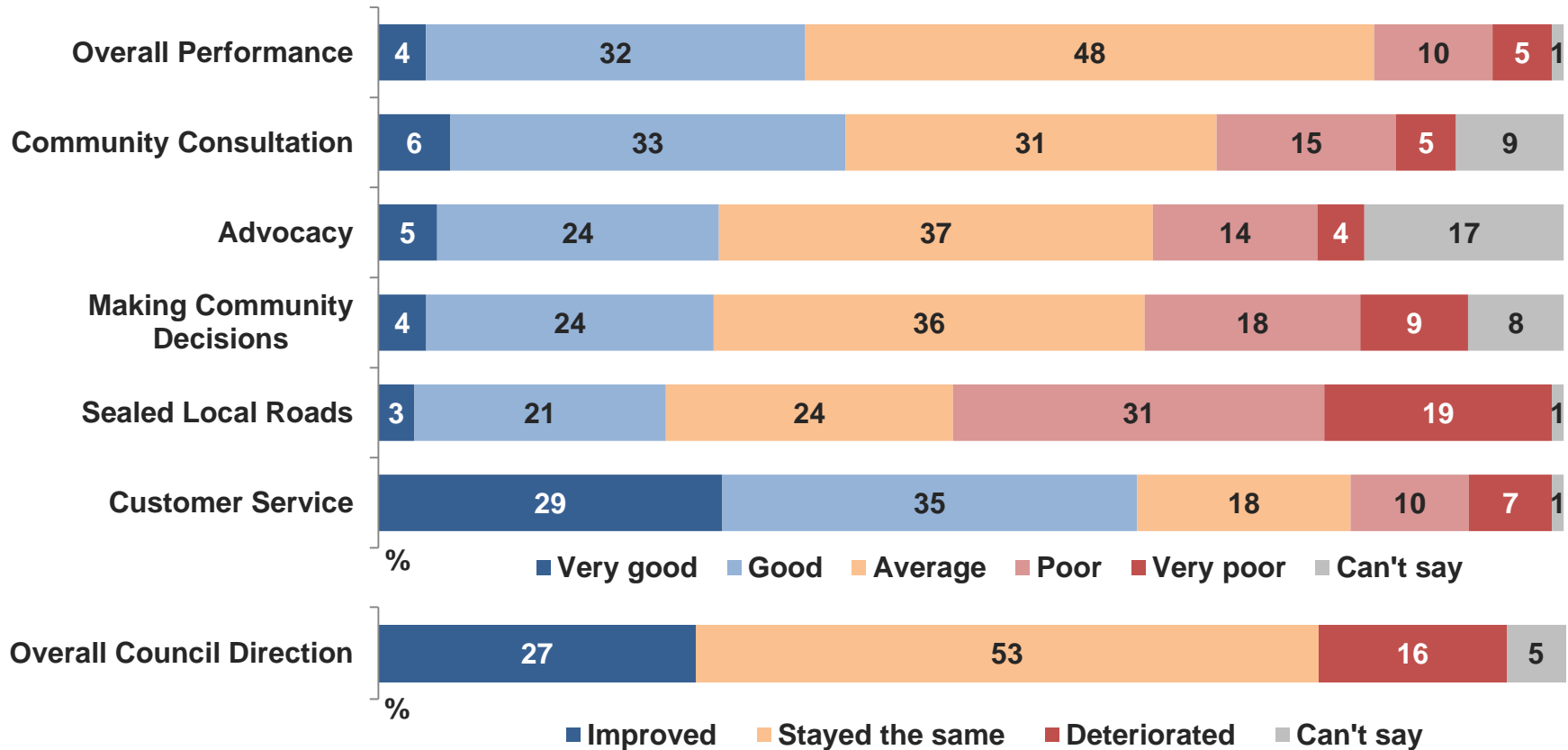
DETAILED ANALYSIS

Performance Measures	Colac-Otway 2018	Colac-Otway 2017	Large Rural 2018	State-wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	55	47	56	59	Aged 18-34 years	Apollo Bay and Surrounds
COMMUNITY CONSULTATION (Community consultation and engagement)	55	46	54	55	Aged 18-34 years	Apollo Bay and Surrounds
ADVOCACY (Lobbying on behalf of the community)	54	50	52	54	Aged 18-34 years	Apollo Bay and Surrounds
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	49	45	52	54	Aged 18-34 years	Apollo Bay and Surrounds
SEALED LOCAL ROADS (Condition of sealed local roads)	39	42	45	53	Aged 18-34 years	Apollo Bay and Surrounds
CUSTOMER SERVICE	68	61	67	70	Aged 35-49 years	Men
OVERALL COUNCIL DIRECTION	56	53	52	52	Aged 18-34 years	Apollo Bay and Surrounds

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

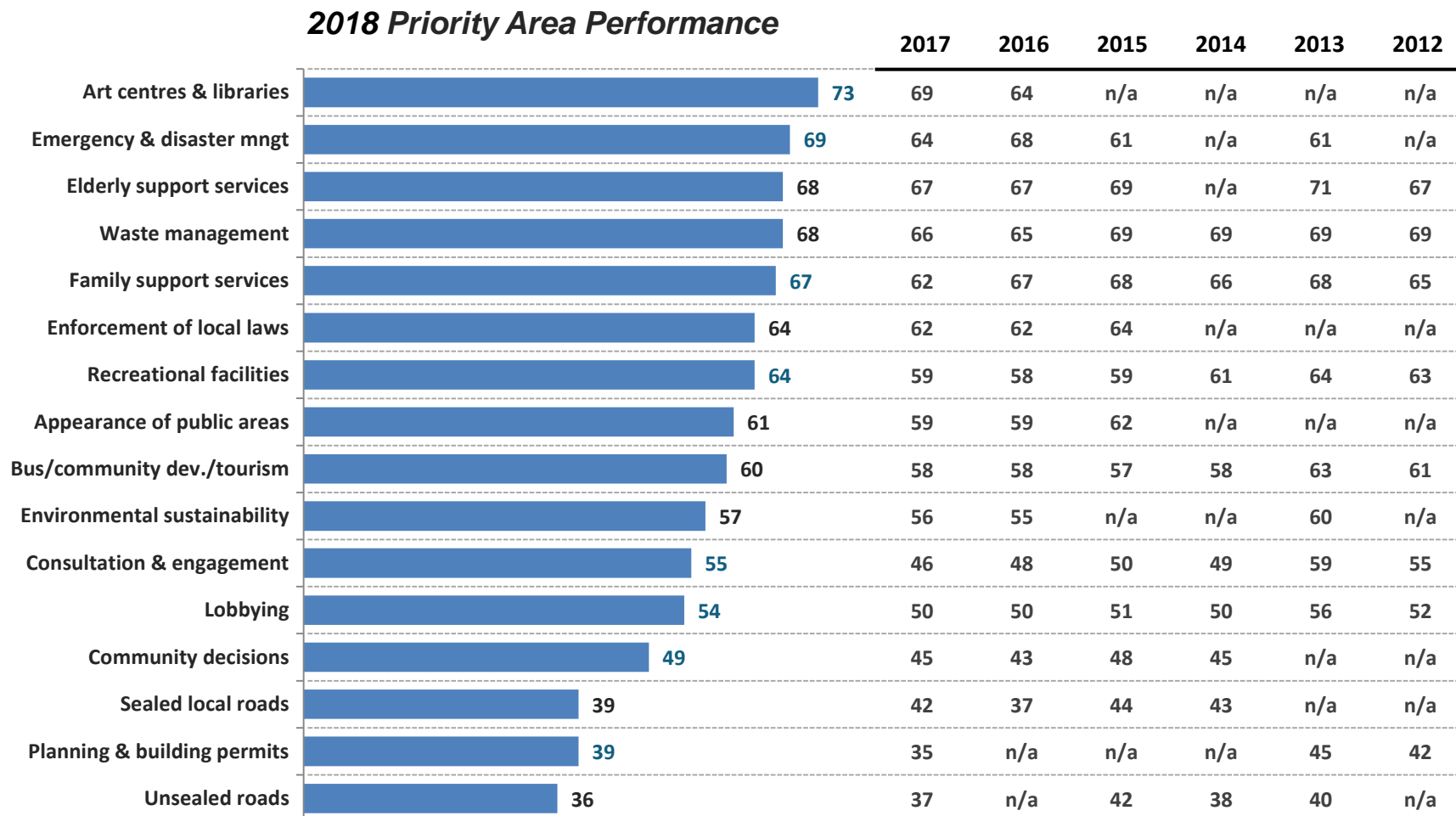
PERCENTAGE RESULTS

Key Measures Summary Results



2018 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME



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

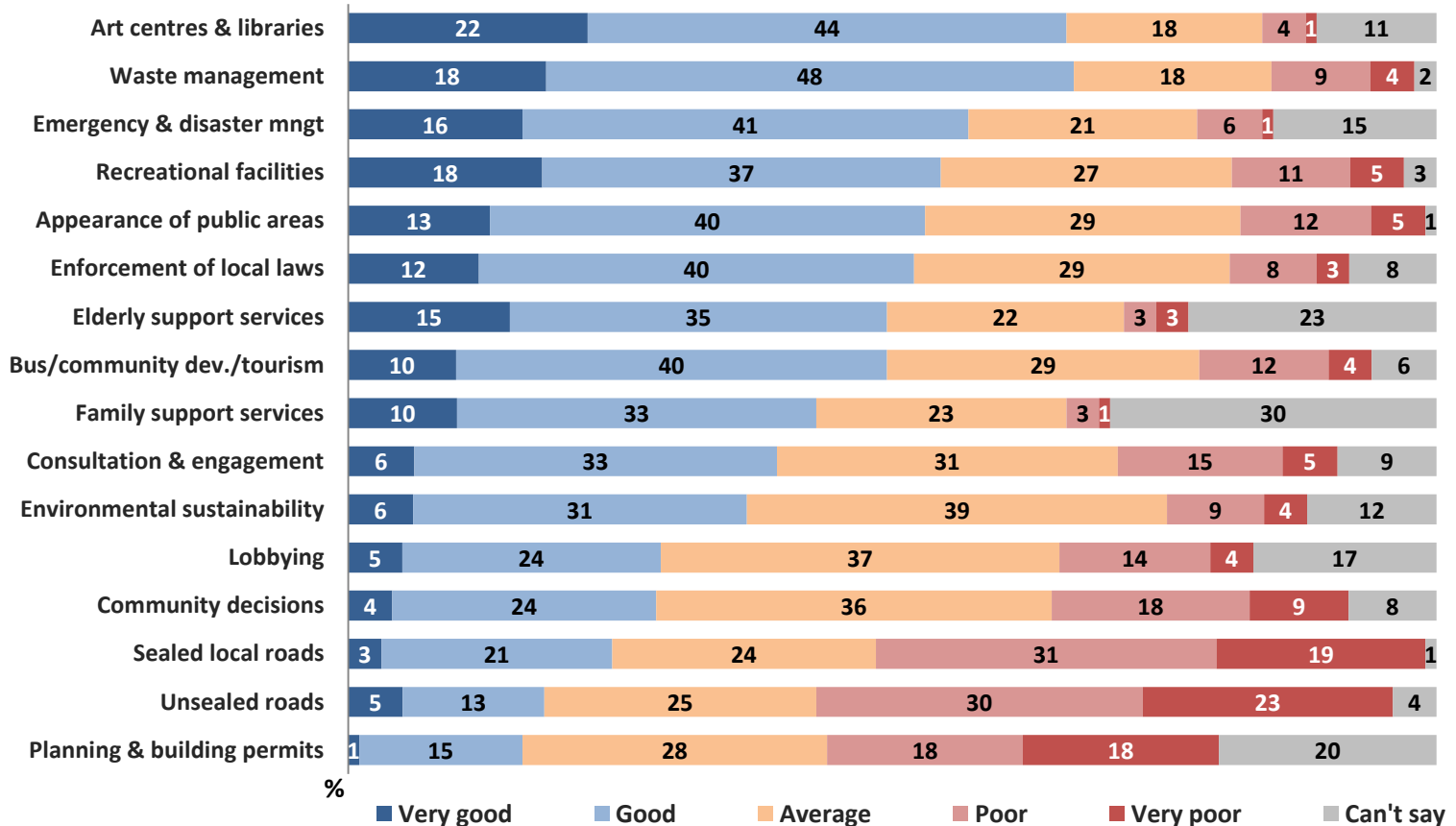
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

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

2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES

Individual Service Areas Performance



INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE



Significantly Higher than State-wide Average

- None Applicable

Significantly Lower than State-wide Average

- Recreational facilities
 - Appearance of public areas
 - Planning permits
 - Environmental sustainability
 - Unsealed roads
 - Making community decisions
 - Sealed local roads
- 

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE



Significantly Higher than Group Average

- None Applicable

Significantly Lower than Group Average

- Appearance of public areas
 - Planning permits
 - Environmental sustainability
 - Unsealed roads
 - Making community decisions
 - Sealed local roads
- 

2018 PERFORMANCE SUMMARY

BY COUNCIL GROUP

Top Three Performing Service Areas (Highest to lowest, i.e. 1. = highest performance)

Colac-Otway Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Elderly support services 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Waste management 3. Recreational facilities 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Recreational facilities 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Appearance of public areas 3. Emergency & disaster mngt 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas 	<ol style="list-style-type: none"> 1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas

Bottom Three Performing Service Areas (Lowest to highest, i.e. 1. = lowest performance)

Colac-Otway Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
<ol style="list-style-type: none"> 1. Unsealed roads 2. Planning permits 3. Sealed roads 	<ol style="list-style-type: none"> 1. Population growth 2. Planning permits 3. Town planning policy 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Population growth 3. Traffic management 	<ol style="list-style-type: none"> 1. Parking facilities 2. Community decisions 3. Unsealed roads 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Planning permits 	<ol style="list-style-type: none"> 1. Unsealed roads 2. Sealed roads 3. Population growth

To predict a respondent's score on a question related to overall performance, based on knowledge of their performance scores for individual areas, we use *regression analysis*. For example, suppose we are interested in predicting which areas of local government responsibility could influence a person's opinion on overall council performance. The *independent variables* would be areas of responsibility tested (e.g. community consultation, traffic management, etc.) and the *dependent variable* would be overall performance.

The stronger the correlation between the dependent variable (overall opinion) and individual areas of responsibility, the closer the scores will fall to the regression line and the more accurate the prediction. Multiple regression can predict one variable on the basis of several other variables. Therefore, we can test perceptions of council's overall performance to investigate which set of areas are influencing respondents' opinions.

In the chart of the regression results, the horizontal axis represents the council performance index for each area of responsibility. Areas plotted on the right-side have a higher performance index than those on the left.

The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each variable (i.e. each area) to the model, with a larger Beta value indicating a greater effect on overall performance.

Therefore areas of responsibility located near the top of the following chart are more likely to have an impact on respondent's overall rating, than the areas closest to the axis.

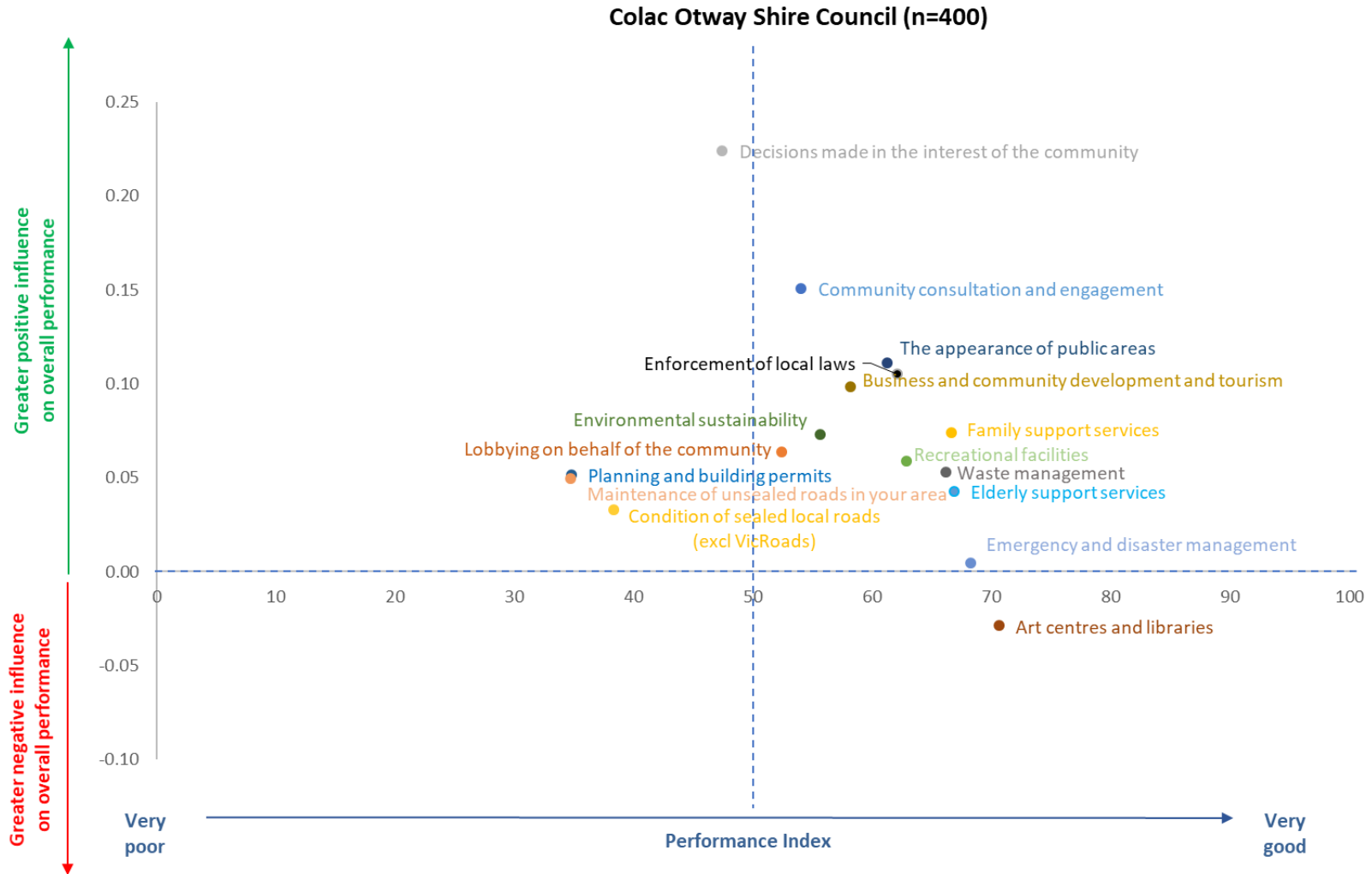
The regressions are shown on the following three charts. The first chart shows a regression analysis of *all* the service areas chosen by the Council. However, this model should be interpreted with caution because some of the data are not normally distributed and not all items have linear correlations.

Therefore, in the charts that follow, a significant regression model of fewer items with a Standardised Beta score close to or higher ± 0.1 was run to determine the key predictors that have a moderate to strong influence on overall performance perceptions. The third chart is an enlarged version of the second chart, with key findings highlighted.

The results are then discussed according to the findings of these key service areas. Some findings from the full regression list may be included in the discussion if they are of interest.

PERFORMANCE ON SERVICES AND OVERALL PERFORMANCE

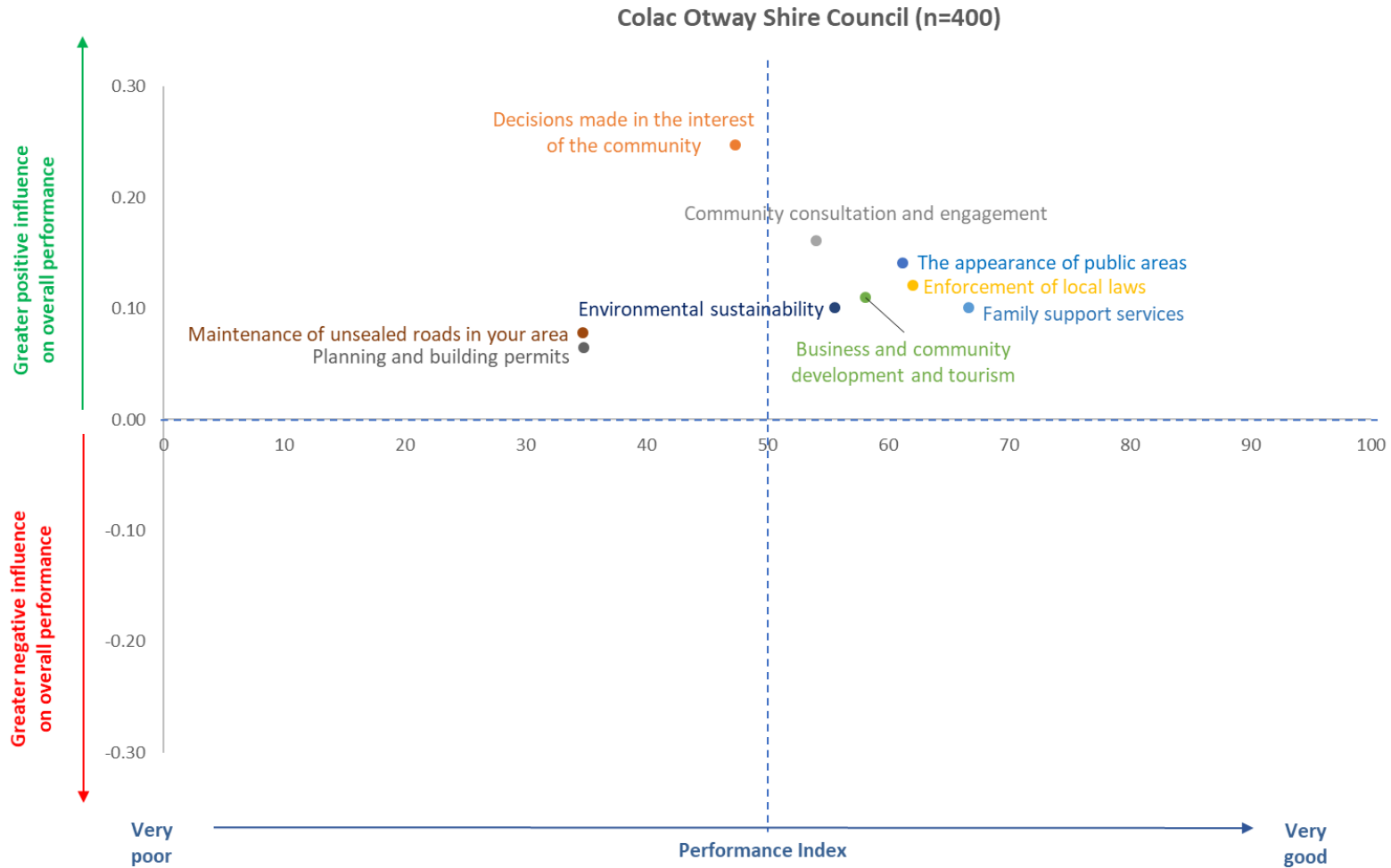
ALL SERVICE AREAS



The multiple regression analysis model of all question items above has an R-squared value of 0.530 and adjusted R-square value of 0.510, which means that 53% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 26.94$). However, this model should be interpreted with caution because the data were not normally distributed and not all items had reasonably linear correlations. We recommend you use the regression model of reduced factors which were determined after conducting exploratory factor analysis on the following two slides.

PERFORMANCE ON SERVICES AND OVERALL PERFORMANCE

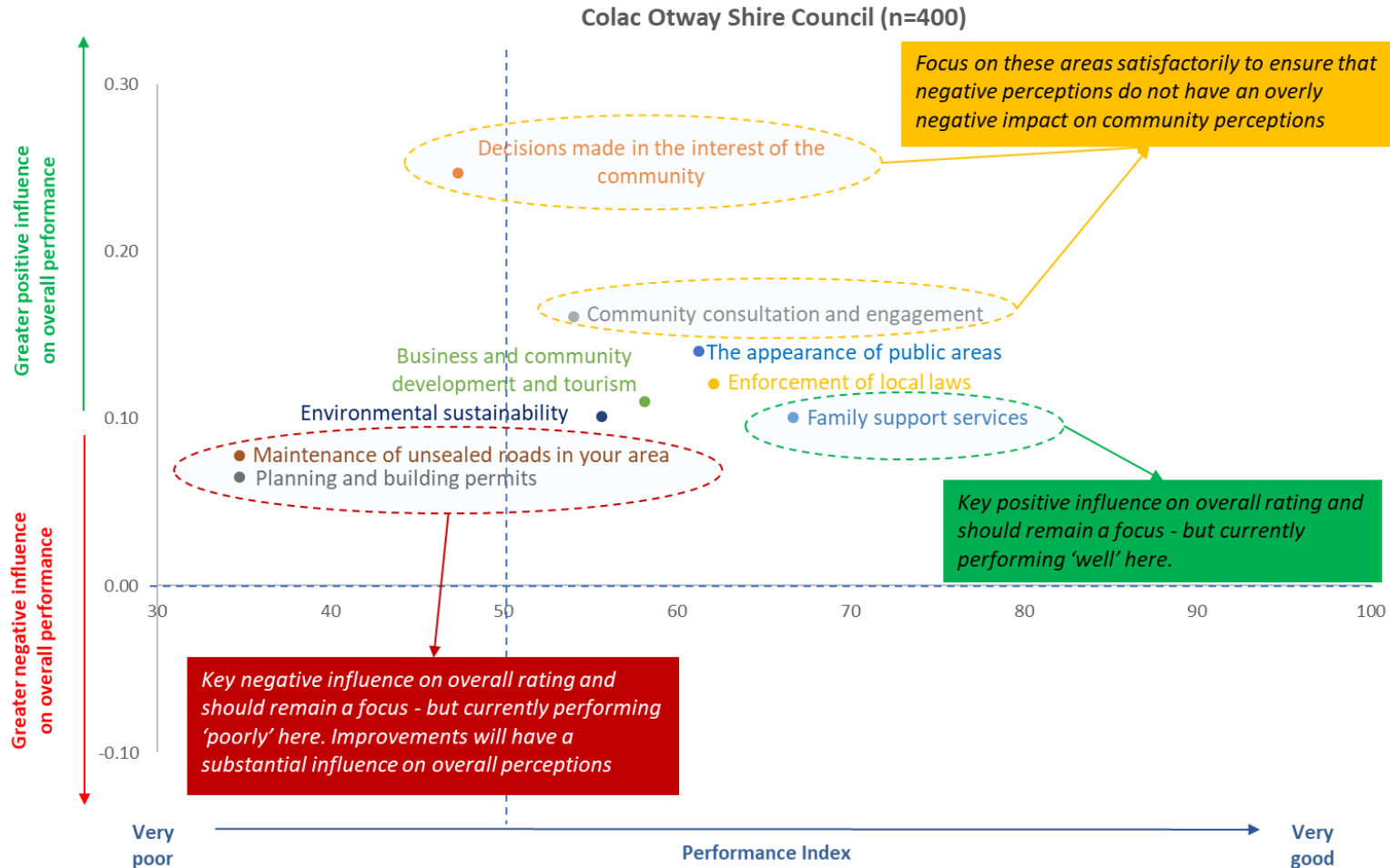
KEY SERVICE AREAS



The performance questions were analysed using Exploratory Factor Analysis to determine six factors or 'themes' to emerge from the questions. Questions with reasonable linearity and low correlations were selected from each theme and a multiple regression model was performed on these seven items against the overall performance ratings of 400 responses. The multiple regression analysis model above has an R-squared value of 0.518 and adjusted R-square value of 0.507 which means that 52% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 46.53$).

PERFORMANCE ON SERVICES AND OVERALL PERFORMANCE

KEY SERVICE AREAS – ENLARGED RIGHT QUADRANT



The performance questions were analysed using Exploratory Factor Analysis to determine six factors or 'themes' to emerge from the questions. Questions with reasonable linearity and low correlations were selected from each theme and a multiple regression model was performed on these seven items against the overall performance ratings of 400 responses. The multiple regression analysis model above has an R-squared value of 0.518 and adjusted R-square value of 0.5707 which means that 51% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 46.53$.

REGRESSION ANALYSIS – KEY RESULTS CONSIDERATIONS

The individual service area that has the strongest influence on the overall performance rating is:

- Decisions made in the interest of the community

It is important to note that the performance index for this variable is relatively poor (49), so any improvements in this area could have a significant increase on the overall performance rating of the Colac-Otway Shire Council.

Other key areas with a positive influence on overall performance include:

- Family support services
- Enforcement of local laws
- The appearance of public areas
- Business and community development and tourism

In terms of key service areas, family support services has the strongest positive performance index and a moderately strong positive influence on the overall performance rating. Currently, Colac-Otway Shire Council is performing *well* in this area (performance index of 67) and, while it should remain a focus, there is greater work to be done elsewhere.

Colac-Otway Shire Council's community consultation and engagement has a lower (though positive) performance index overall (55). Continuing efforts in this area have the capacity to lift Colac-Otway Shire Council's overall performance rating.

Maintenance of both sealed and unsealed roads and planning and building permits have the lowest performance ratings, and are areas which have a moderate influence on overall performance perceptions.

Note that emergency and disaster management has a strong performance index, but it has a negligible influence on the overall performance score. The same is true of art centres and libraries, which have a positive performance rating but could potentially have a small negative influence on the overall performance index if these ratings drop.

In summary, good communication and transparency with residents about decisions the Council has made in the Colac-Otway community's interest as well as improved community consultation and engagement could help drive up the overall opinion of the Council's performance.



DETAILED FINDINGS

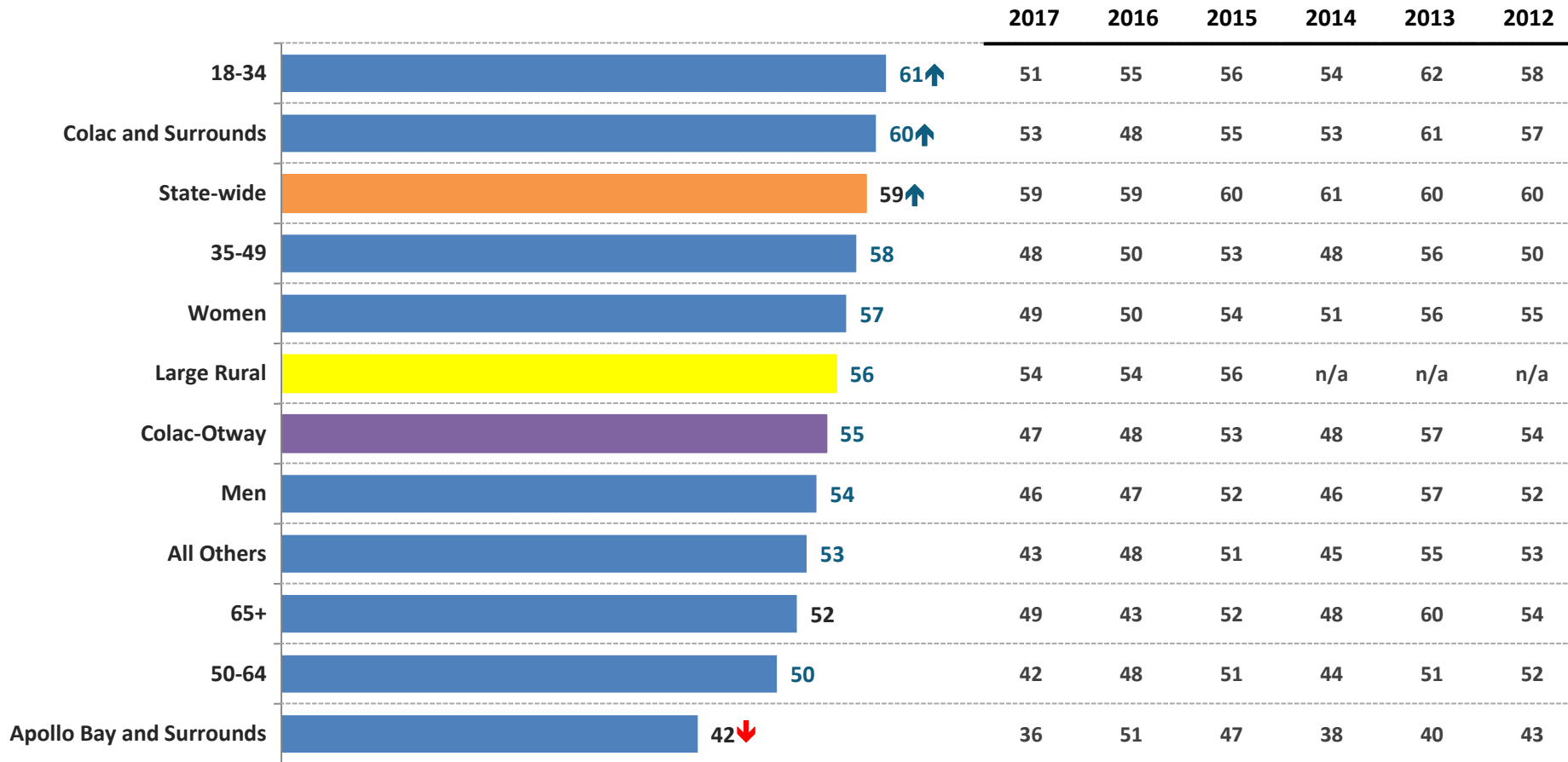
A satellite-style map of the United States with a glowing network of lines and nodes overlaid, representing infrastructure or data flow. The map is dark, with the network lines in shades of green and yellow, and bright spots at the nodes.

KEY CORE MEASURE OVERALL PERFORMANCE

OVERALL PERFORMANCE

INDEX SCORES

2018 Overall Performance



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

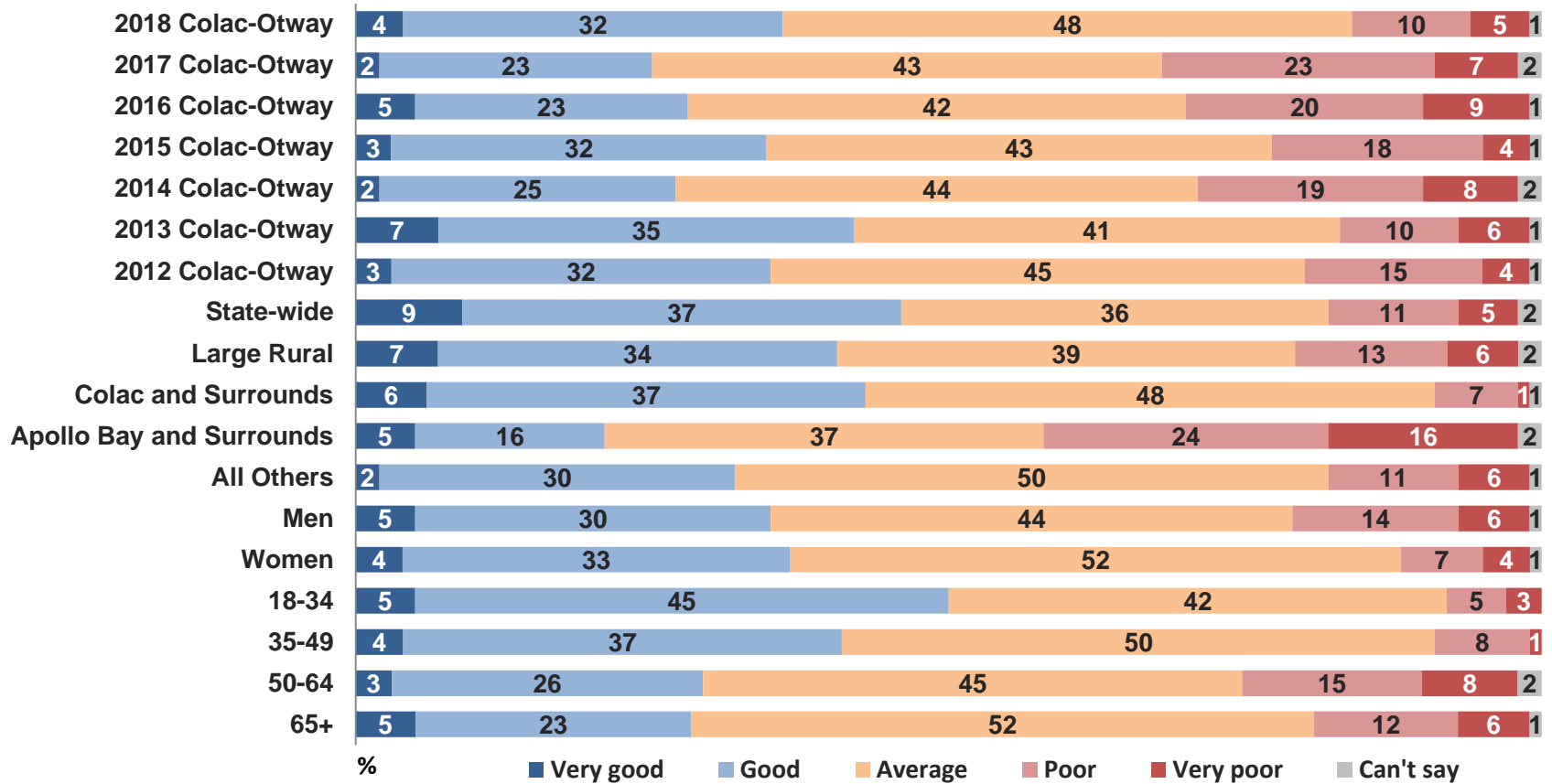
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

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

OVERALL PERFORMANCE

DETAILED PERCENTAGES

2018 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Colac-Otway 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: 64 Councils asked group: 18



**KEY CORE MEASURE
CUSTOMER SERVICE**

CONTACT LAST 12 MONTHS

SUMMARY

Overall contact with Colac-Otway Shire Council

- 65%, up 7 points on 2017

Most contact with Colac-Otway Shire Council

- Apollo Bay and Surrounds

Least contact with Colac-Otway Shire Council

- All Other Areas

Customer service rating

- Index score of 68, up 7 points on 2017

Most satisfied with customer service

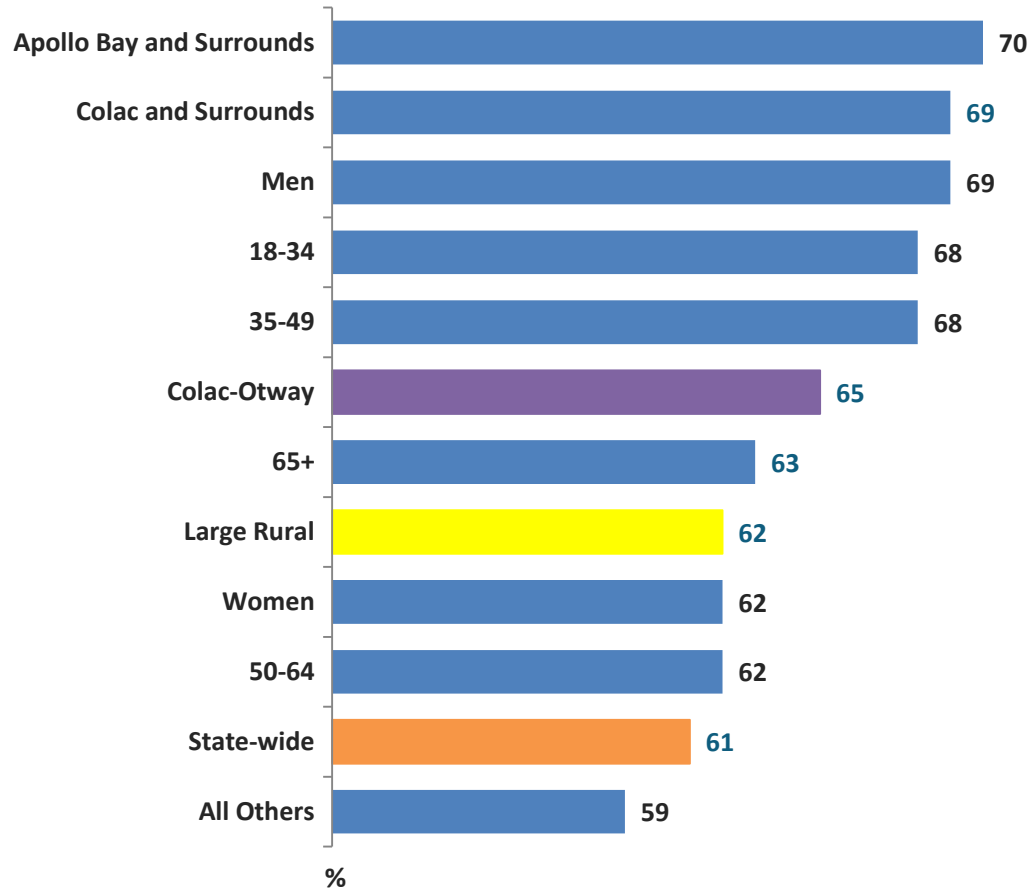
- Aged 35-49 years

Least satisfied with customer service

- Men

2018 CONTACT WITH COUNCIL

2018 Contact with Council



Q5. Over the last 12 months, have you or any member of your household had any contact with Colac-Otway 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?

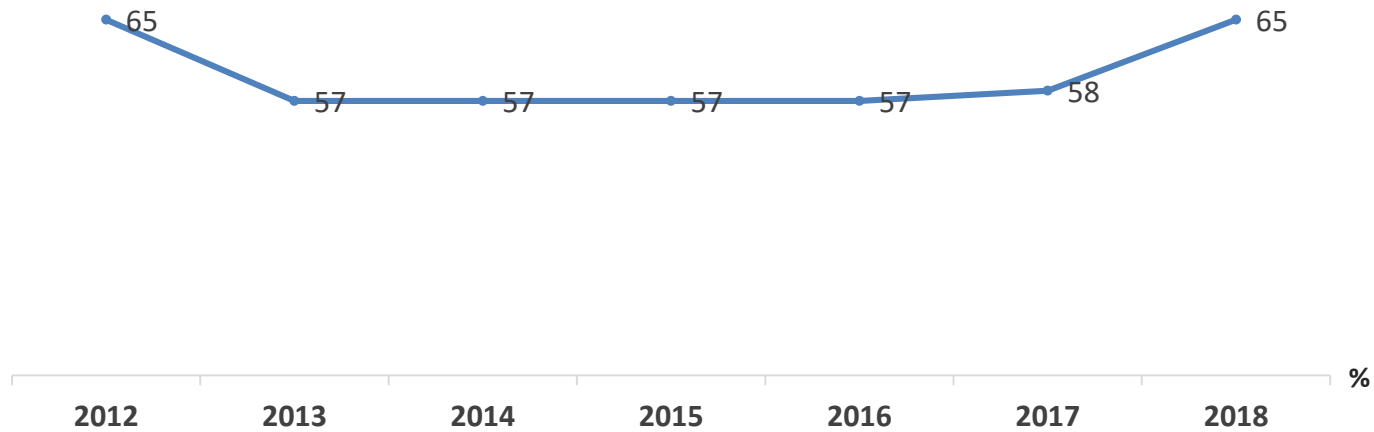
Base: All respondents. Councils asked state-wide: 43 Councils asked group: 13

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

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 Colac-Otway 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: 43 Councils asked group: 13

2018 CONTACT CUSTOMER SERVICE INDEX SCORES



2018 Customer Service Rating

	2017	2016	2015	2014	2013	2012
35-49	74	67	69	60	66	63
Women	72	69	68	66	68	73
State-wide	70	69	69	70	72	71
Colac and Surrounds	69	62	70	65	63	68
Colac-Otway	68	61	67	64	62	67
Large Rural	67	66	67	67	n/a	n/a
50-64	67	64	68	60	63	65
Apollo Bay and Surrounds	66	58	66	70	70	65
65+	66	66	68	68	64	76
All Others	66	61	63	60	57	68
18-34	65	44	63	67	50	69
Men	64	54	66	61	56	68

Q5c. Thinking of the most recent contact, how would you rate Colac-Otway 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.

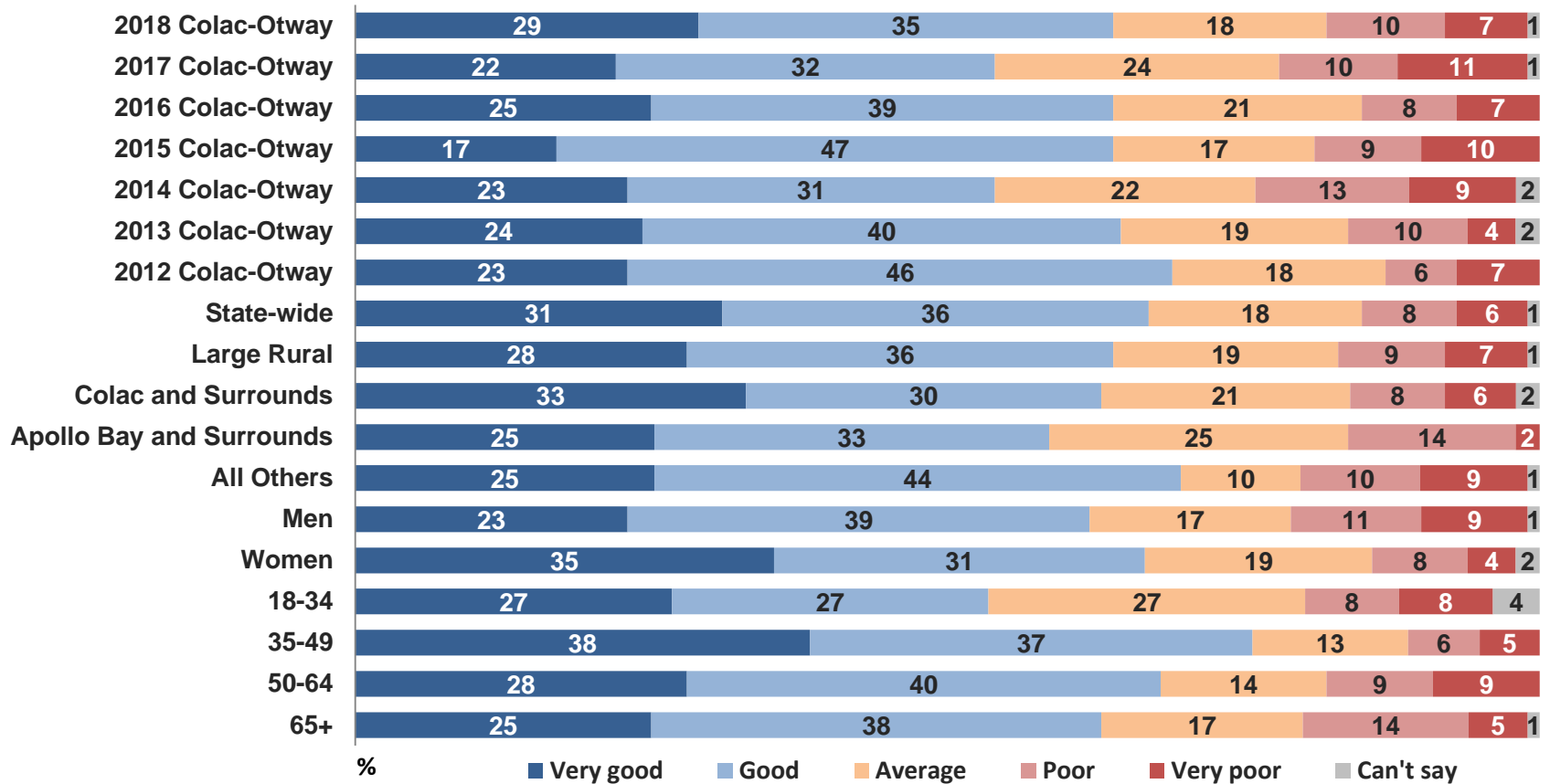
Councils asked state-wide: 64 Councils asked group: 18

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

2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

2018 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Colac-Otway 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: 64 Councils asked group: 18



KEY CORE MEASURE COUNCIL DIRECTION INDICATORS

COUNCIL DIRECTION SUMMARY

Council direction

- 53% stayed about the same, down 3 points on 2017
- 27% improved, up 5 points on 2017
- 16% deteriorated, down 1 point on 2017

Most satisfied with council direction

- Aged 18-34 years

Least satisfied with council direction

- Apollo Bay and Surrounds

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES



2018 Overall Direction

		2017	2016	2015	2014	2013	2012
18-34	67↑	56	47	51	53	60	51
Colac and Surrounds	61	55	39	49	47	55	51
Women	58	56	41	49	44	54	50
35-49	56	49	44	45	40	48	44
Colac-Otway	56	53	42	48	43	52	49
Men	53	50	43	47	42	49	49
All Others	53	52	44	46	37	50	50
State-wide	52↓	53	51	53	53	53	52
Large Rural	52↓	52	48	51	n/a	n/a	n/a
50-64	52	47	42	50	36	45	48
65+	50	58	38	46	43	54	53
Apollo Bay and Surrounds	45↓	42	49	49	42	45	37

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

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

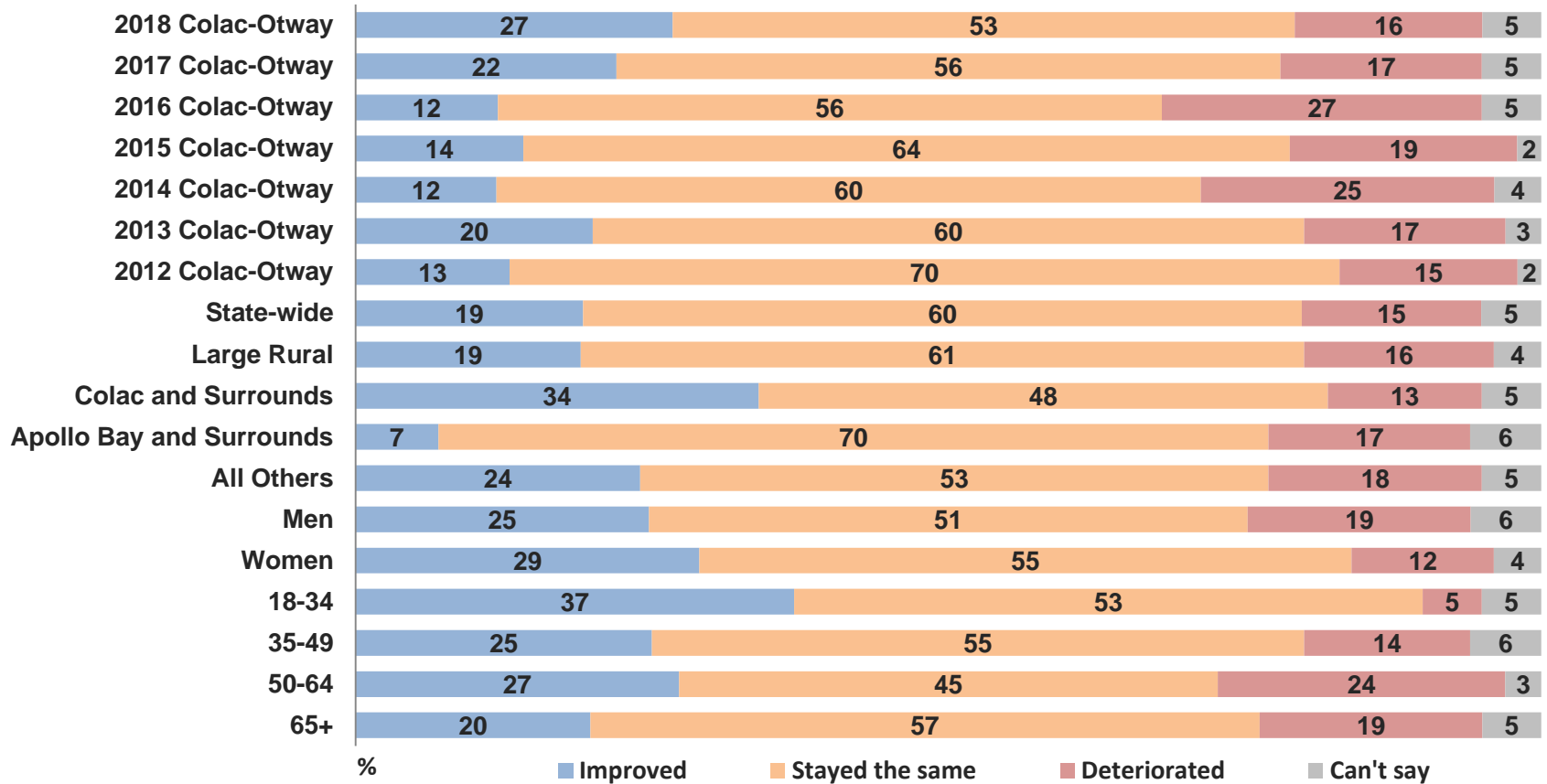
Note: Please see page 6 for explanation about significant differences.

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 Colac-Otway Shire Council's overall performance?
 Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

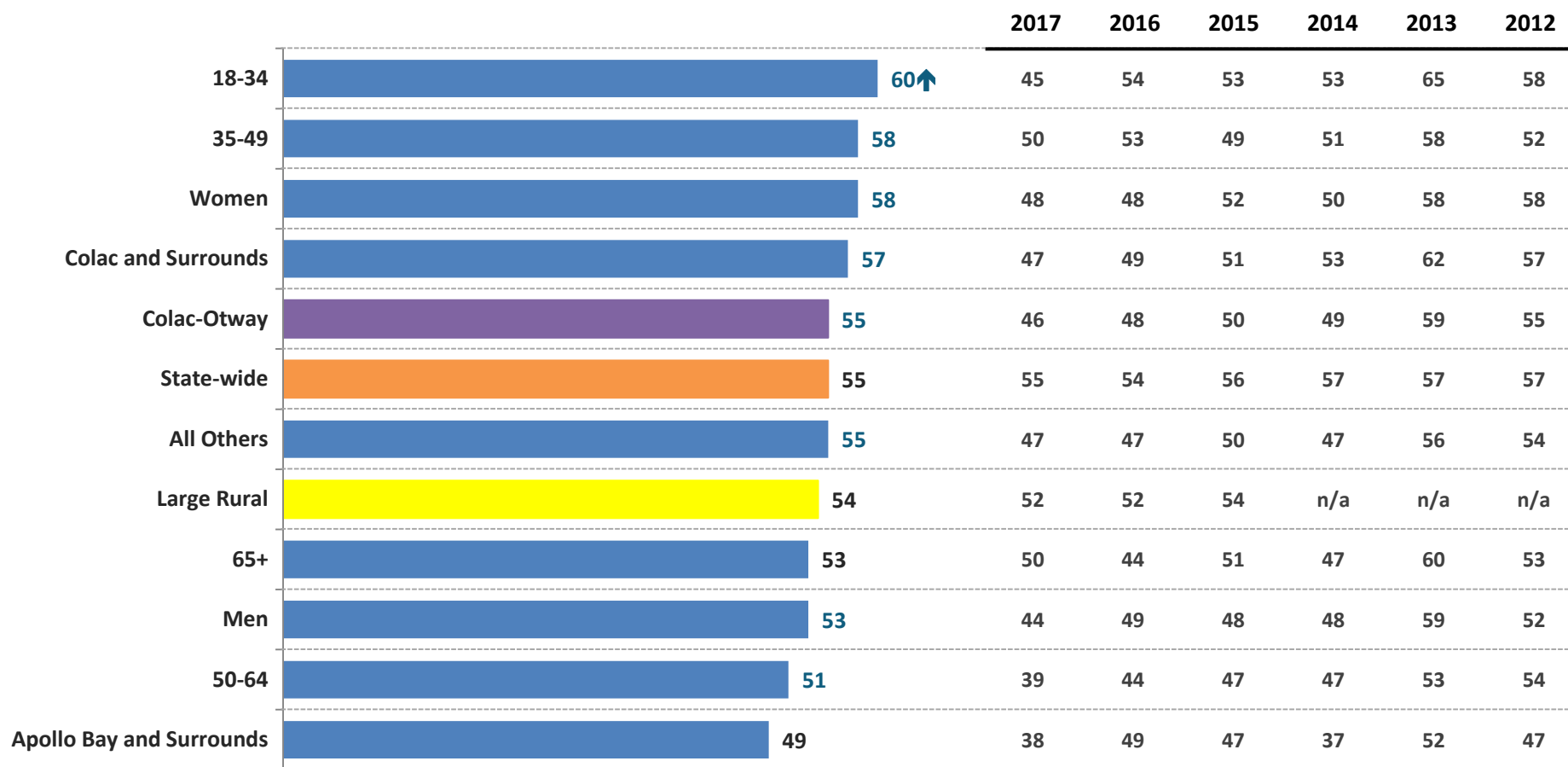


INDIVIDUAL SERVICE AREAS

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?

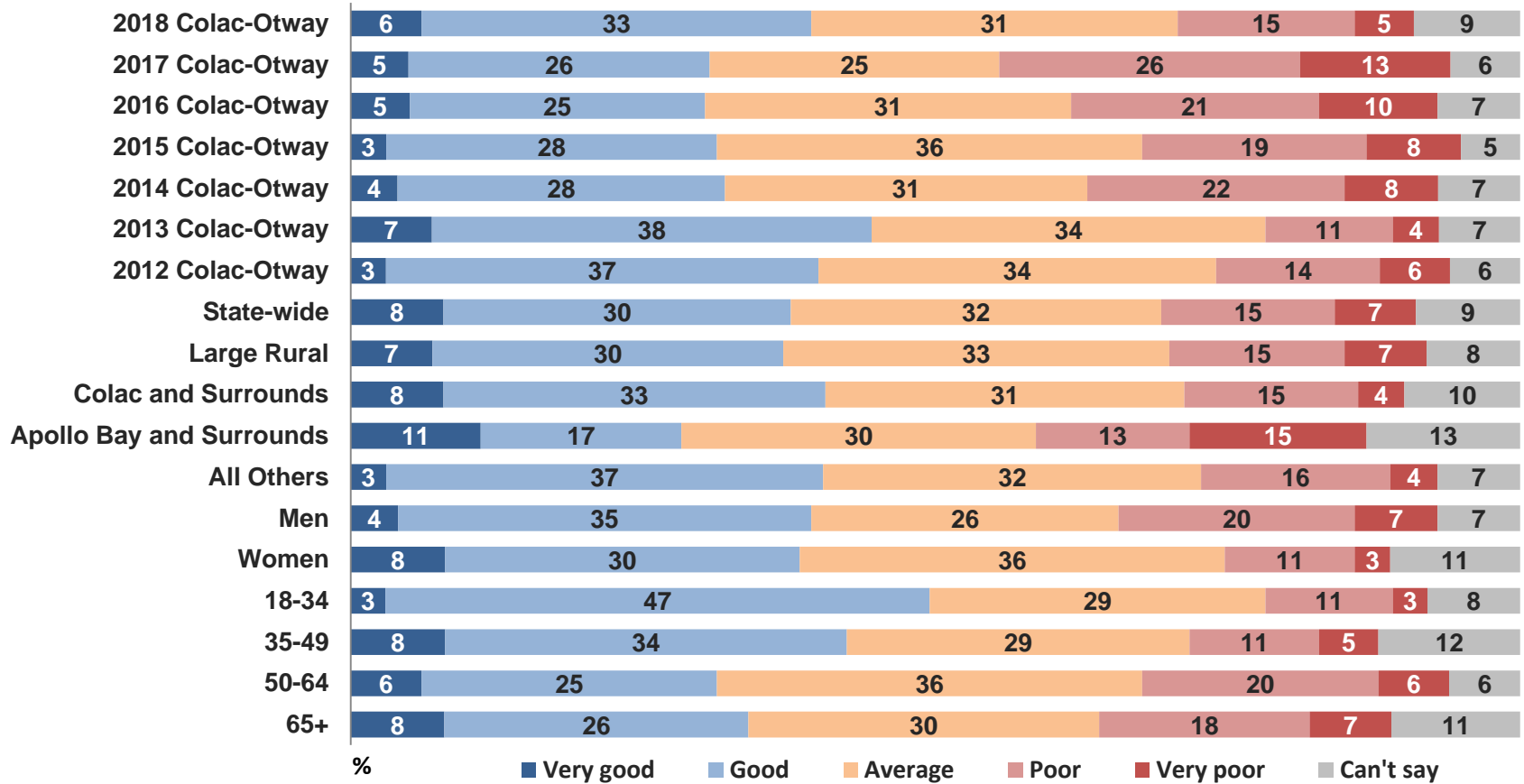
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

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

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

2018 Consultation and Engagement Performance

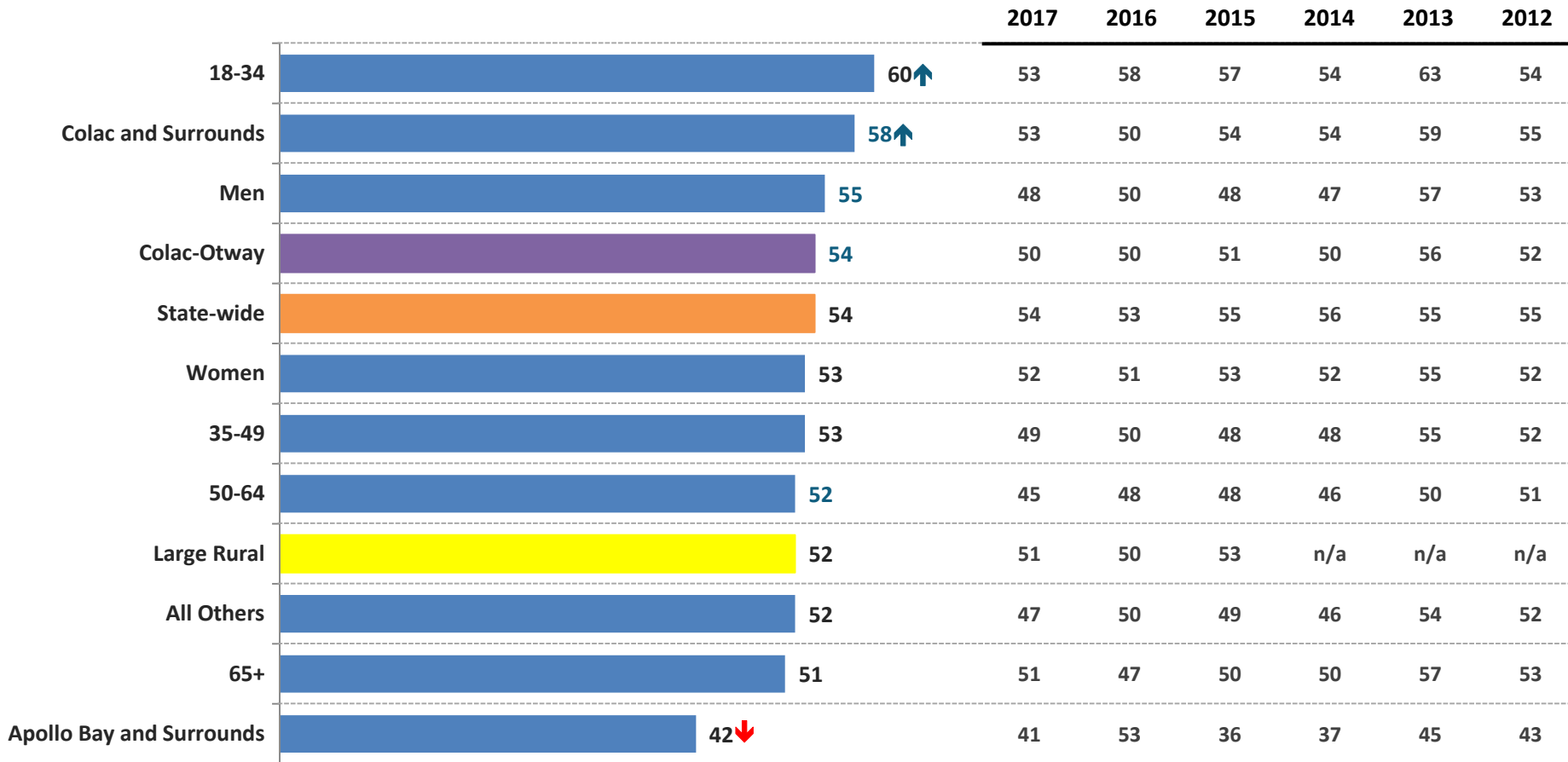


2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES



2018 Lobbying Performance



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

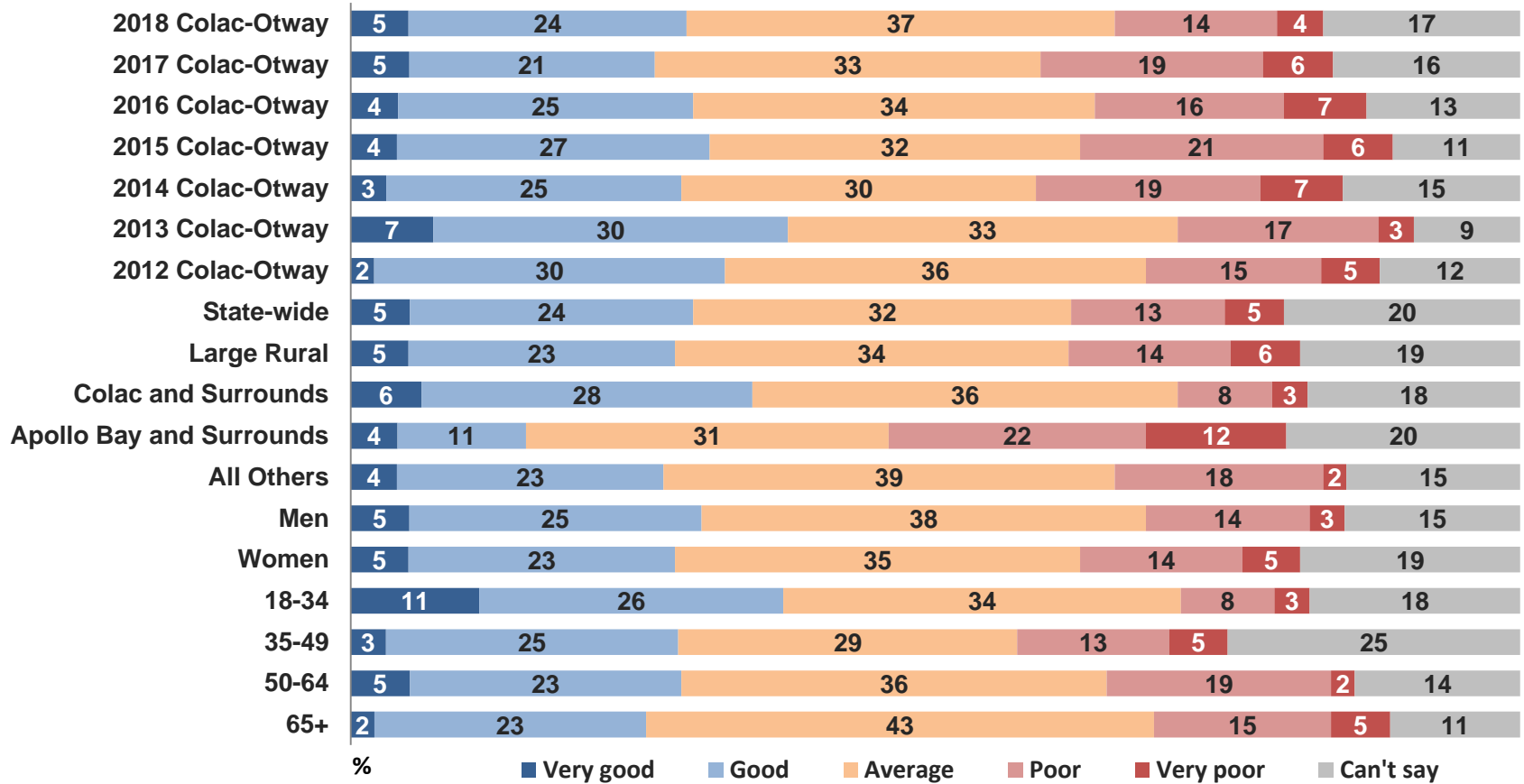
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

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

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

2018 Lobbying Performance

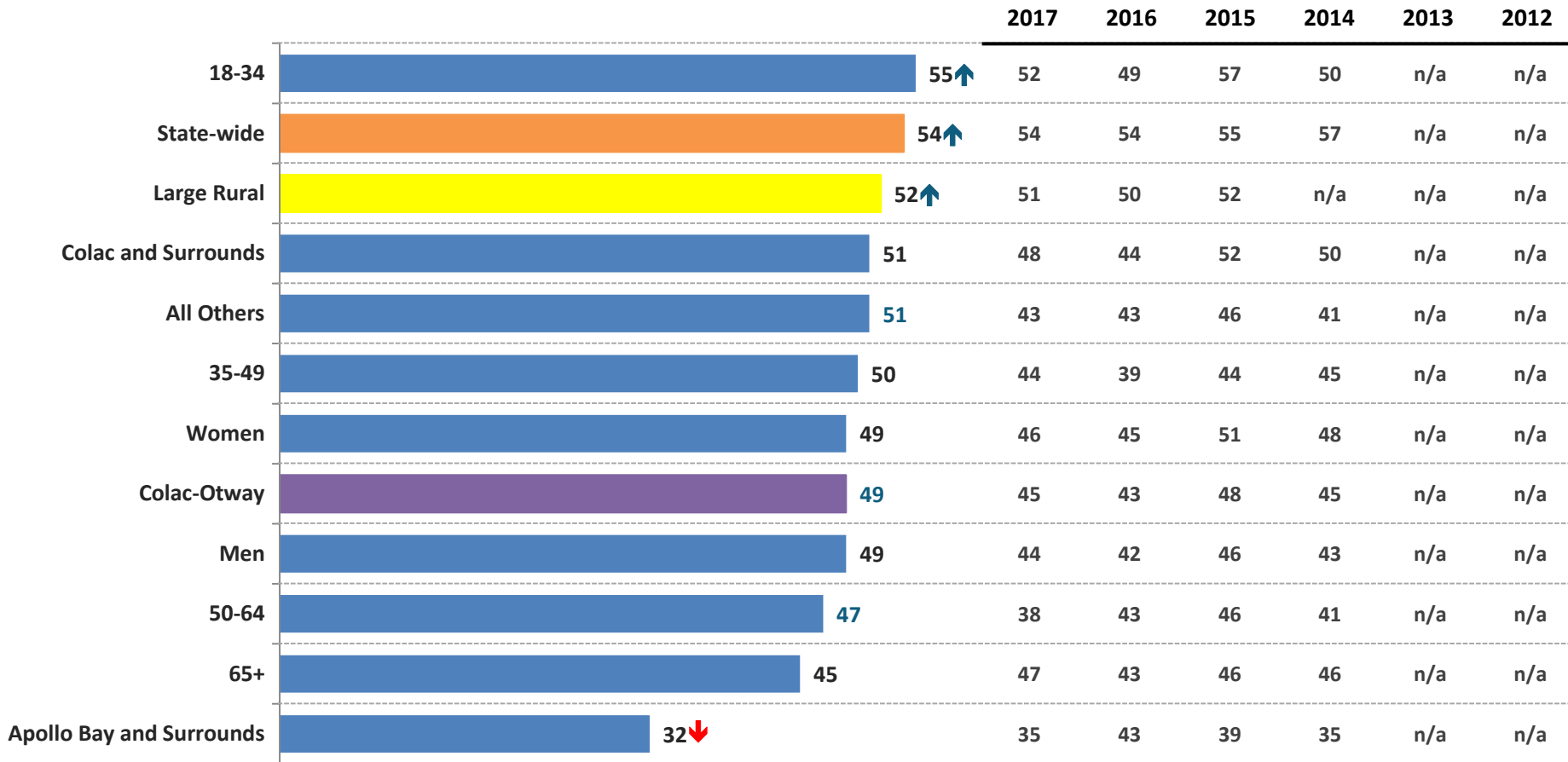


2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES



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: 18

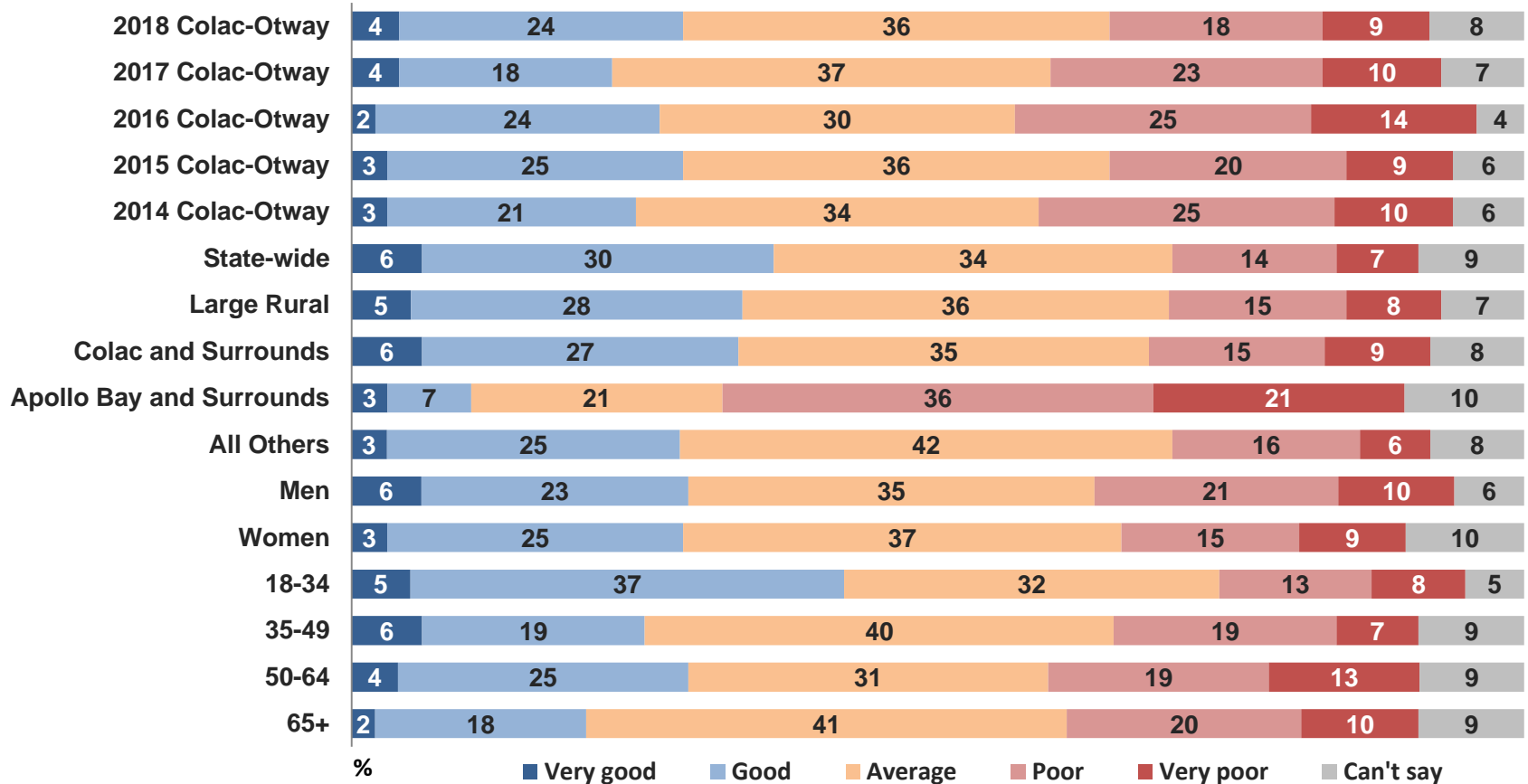
Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES



2018 Community Decisions Made Performance



2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES



2018 Sealed Local Roads Performance

		2017	2016	2015	2014	2013	2012
State-wide	53↑	53	54	55	55	n/a	n/a
Large Rural	45↑	43	44	45	n/a	n/a	n/a
18-34	43	42	43	48	49	n/a	n/a
Colac and Surrounds	43	48	39	48	48	n/a	n/a
Men	43	42	38	43	41	n/a	n/a
65+	40	48	36	46	41	n/a	n/a
Colac-Otway	39	42	37	44	43	n/a	n/a
35-49	38	38	36	44	40	n/a	n/a
All Others	36	37	34	42	38	n/a	n/a
Women	36	43	36	44	45	n/a	n/a
50-64	34	39	34	37	41	n/a	n/a
Apollo Bay and Surrounds	32	30	43	31	34	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

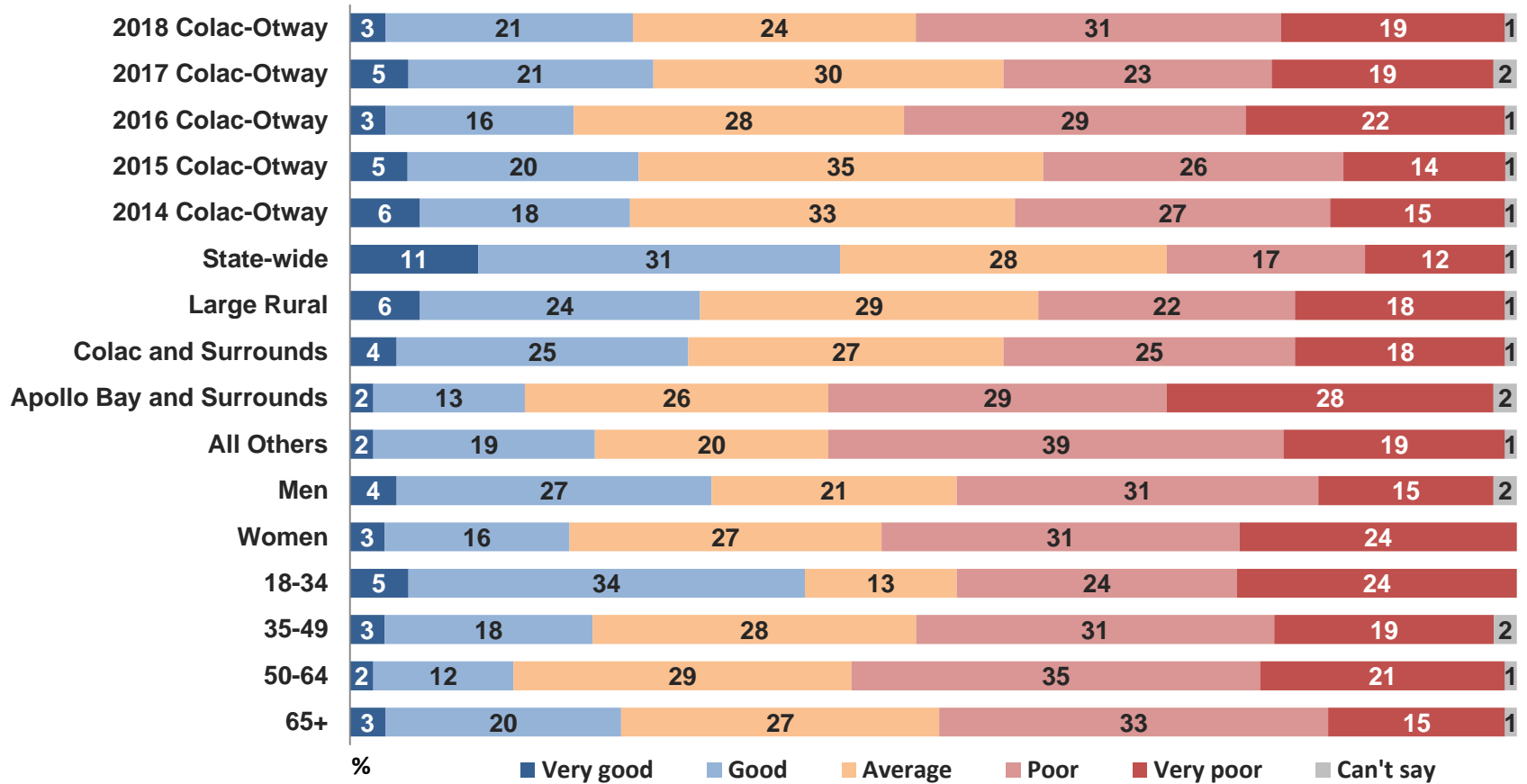
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES



2018 Sealed Local Roads Performance



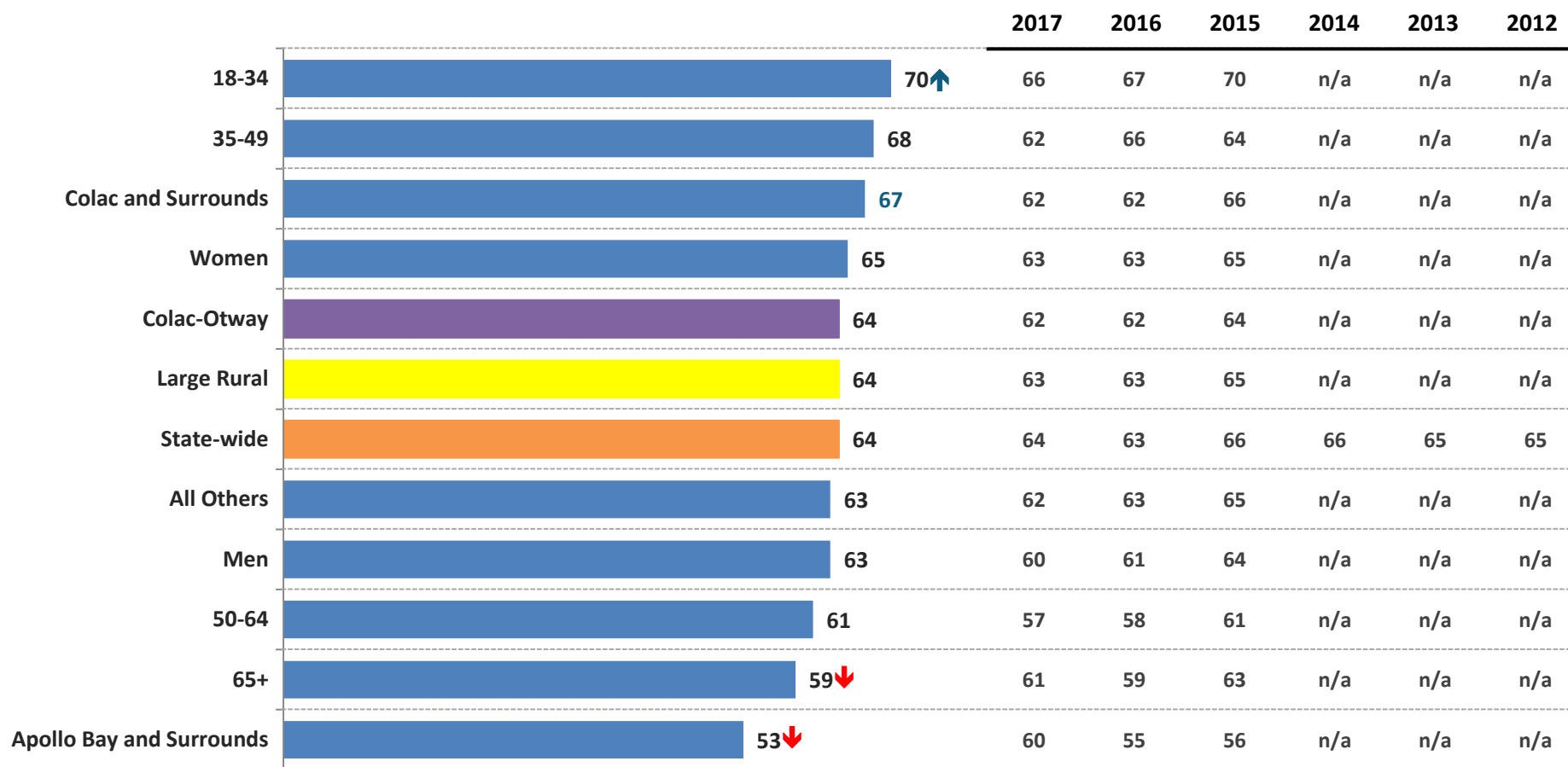
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?

Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 ENFORCEMENT OF LOCAL LAWS

PERFORMANCE INDEX SCORES

2018 Law Enforcement Performance



Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?

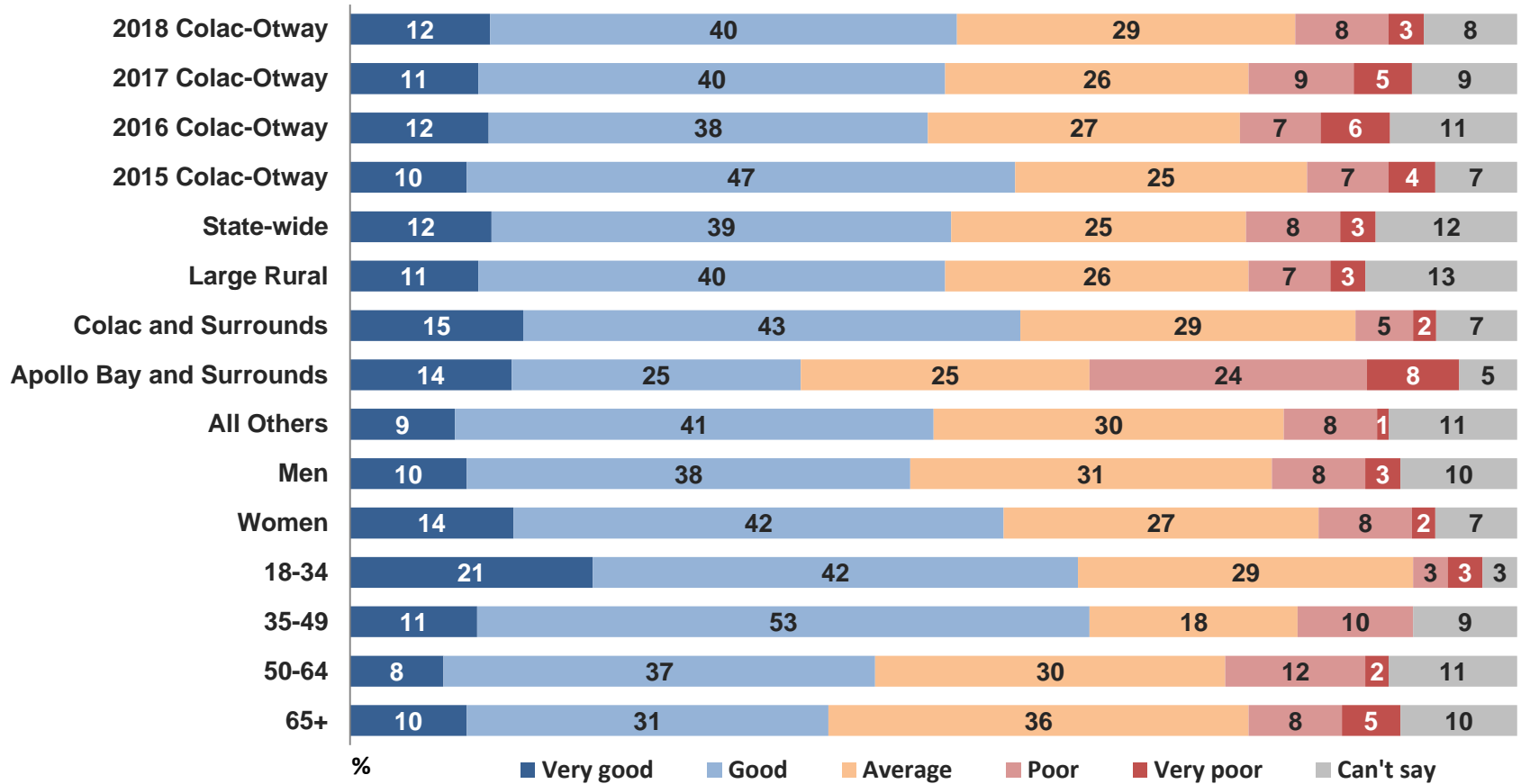
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7

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

2018 ENFORCEMENT OF LOCAL LAWS

PERFORMANCE DETAILED PERCENTAGES

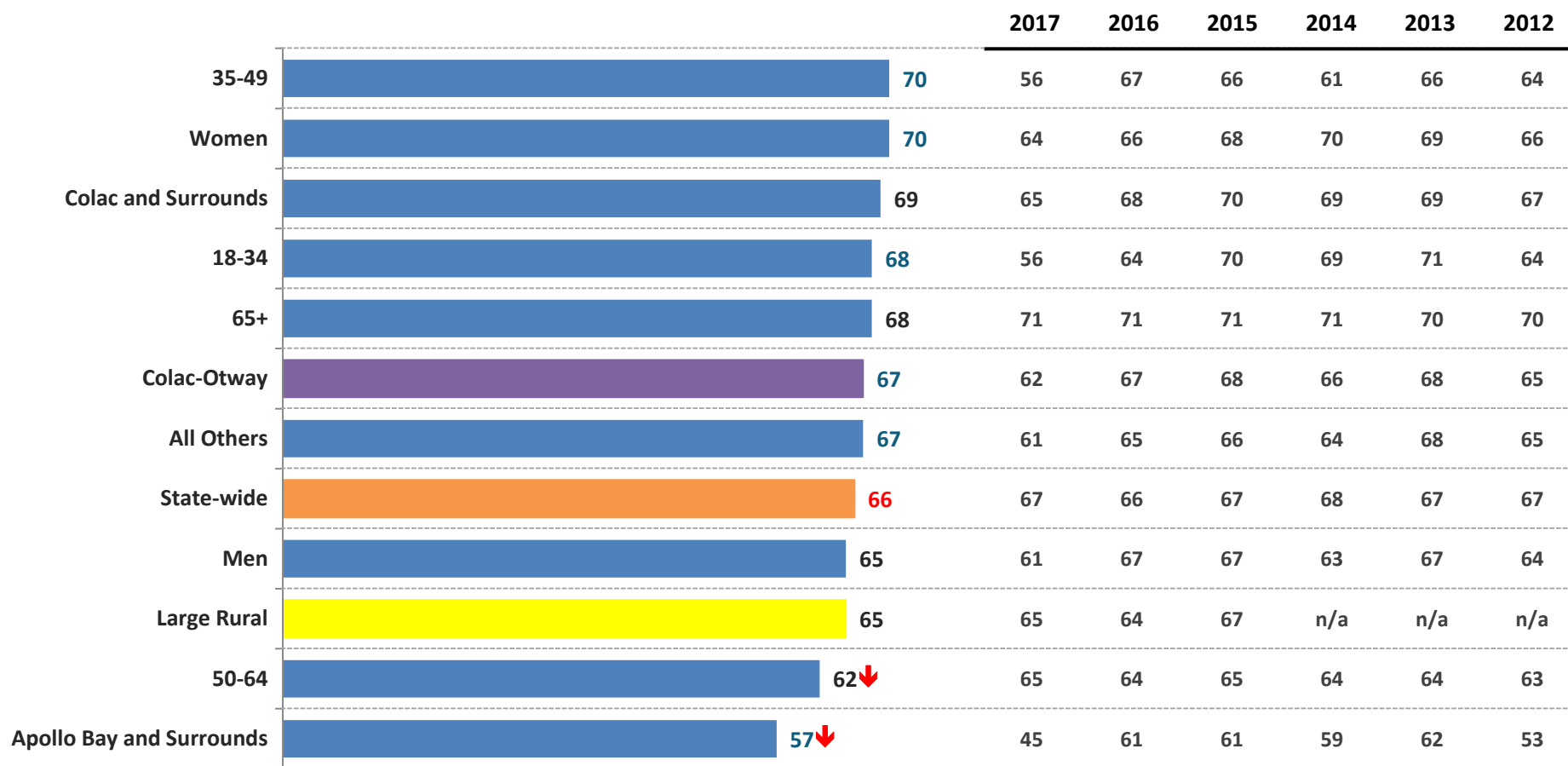
2018 Law Enforcement Performance



2018 FAMILY SUPPORT SERVICES

PERFORMANCE INDEX SCORES

2018 Family Support Performance



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

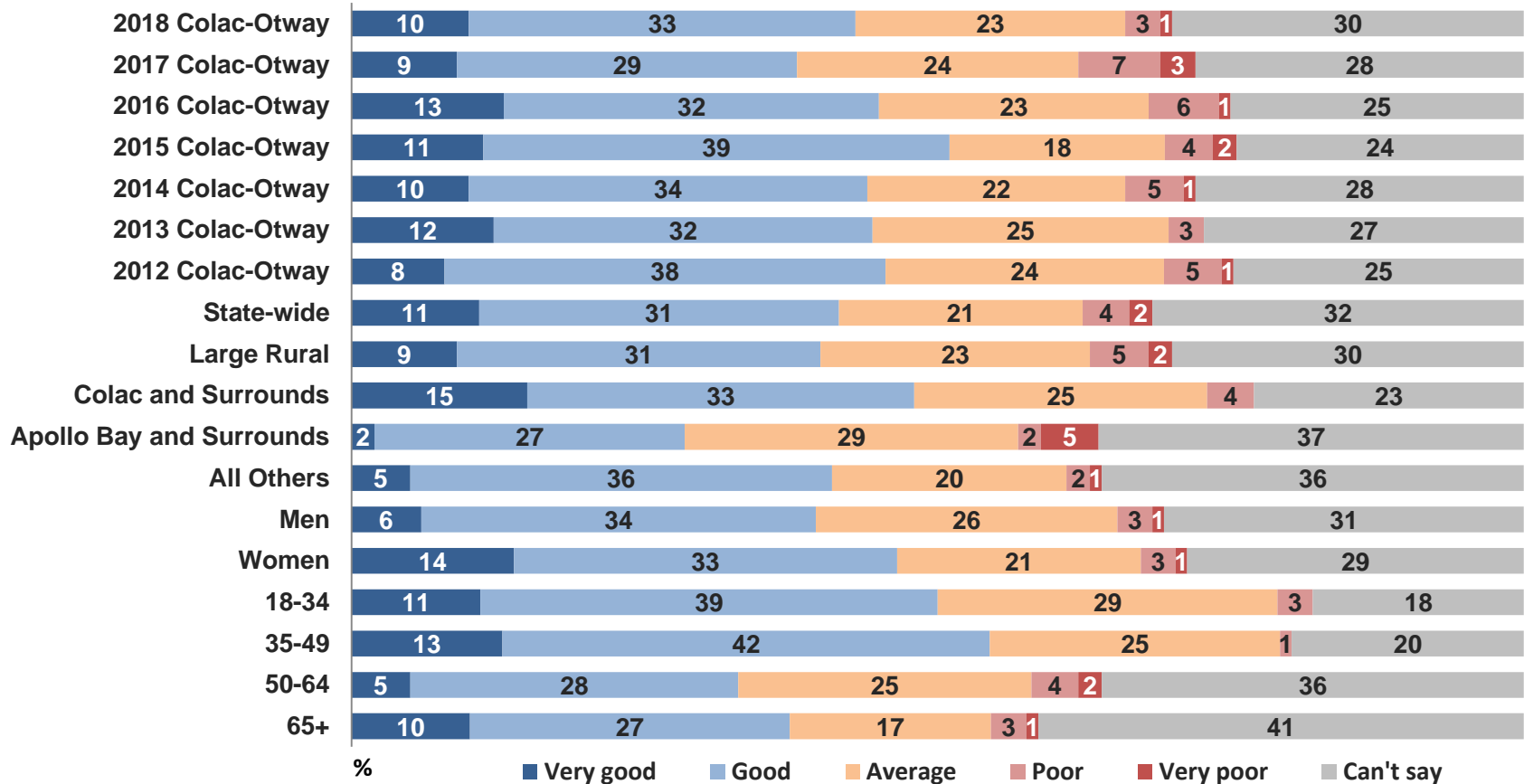
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 9

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

2018 FAMILY SUPPORT SERVICES

PERFORMANCE DETAILED PERCENTAGES

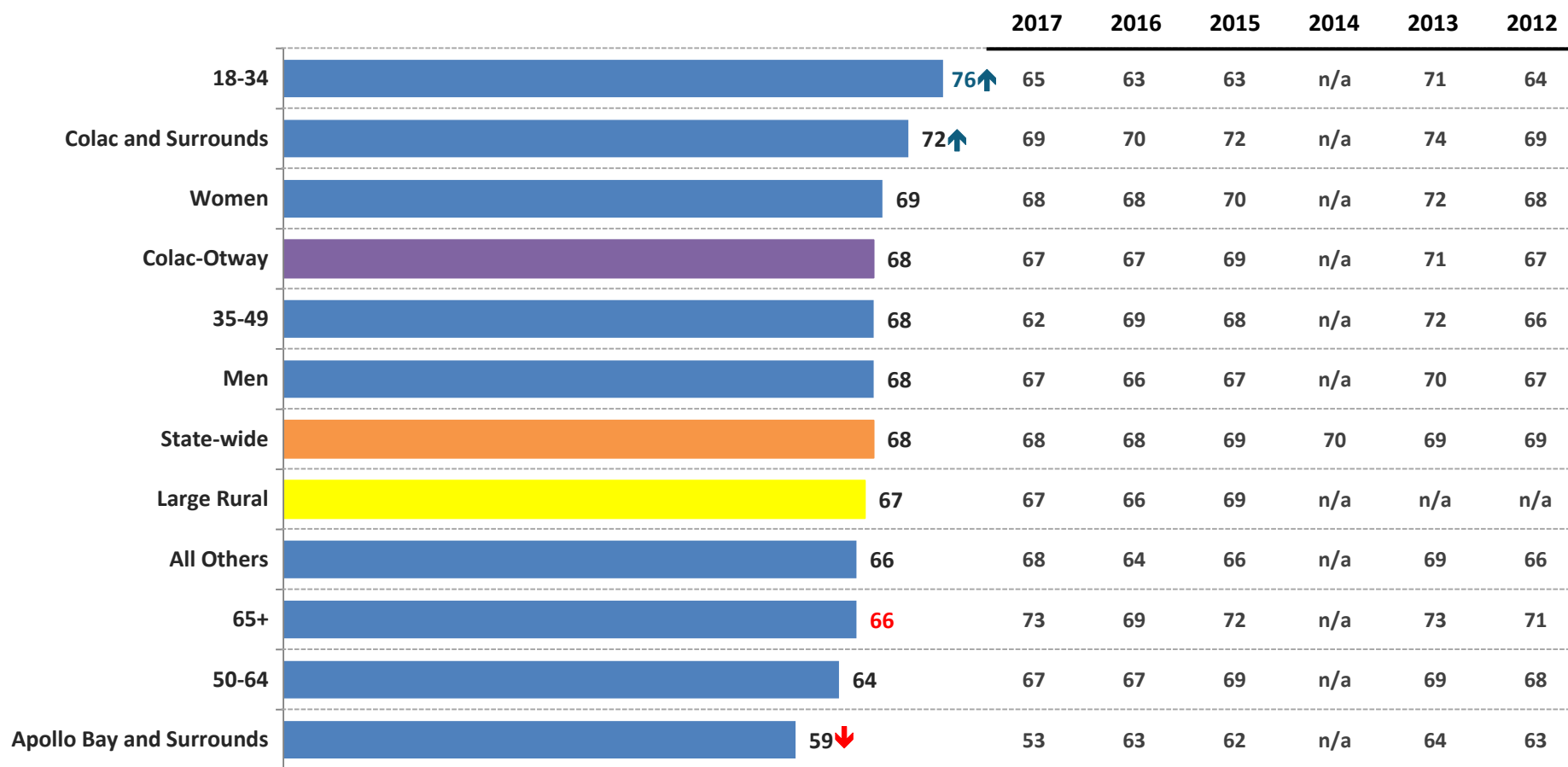
2018 Family Support Performance



2018 ELDERLY SUPPORT SERVICES

PERFORMANCE INDEX SCORES

2018 Elderly Support Performance



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

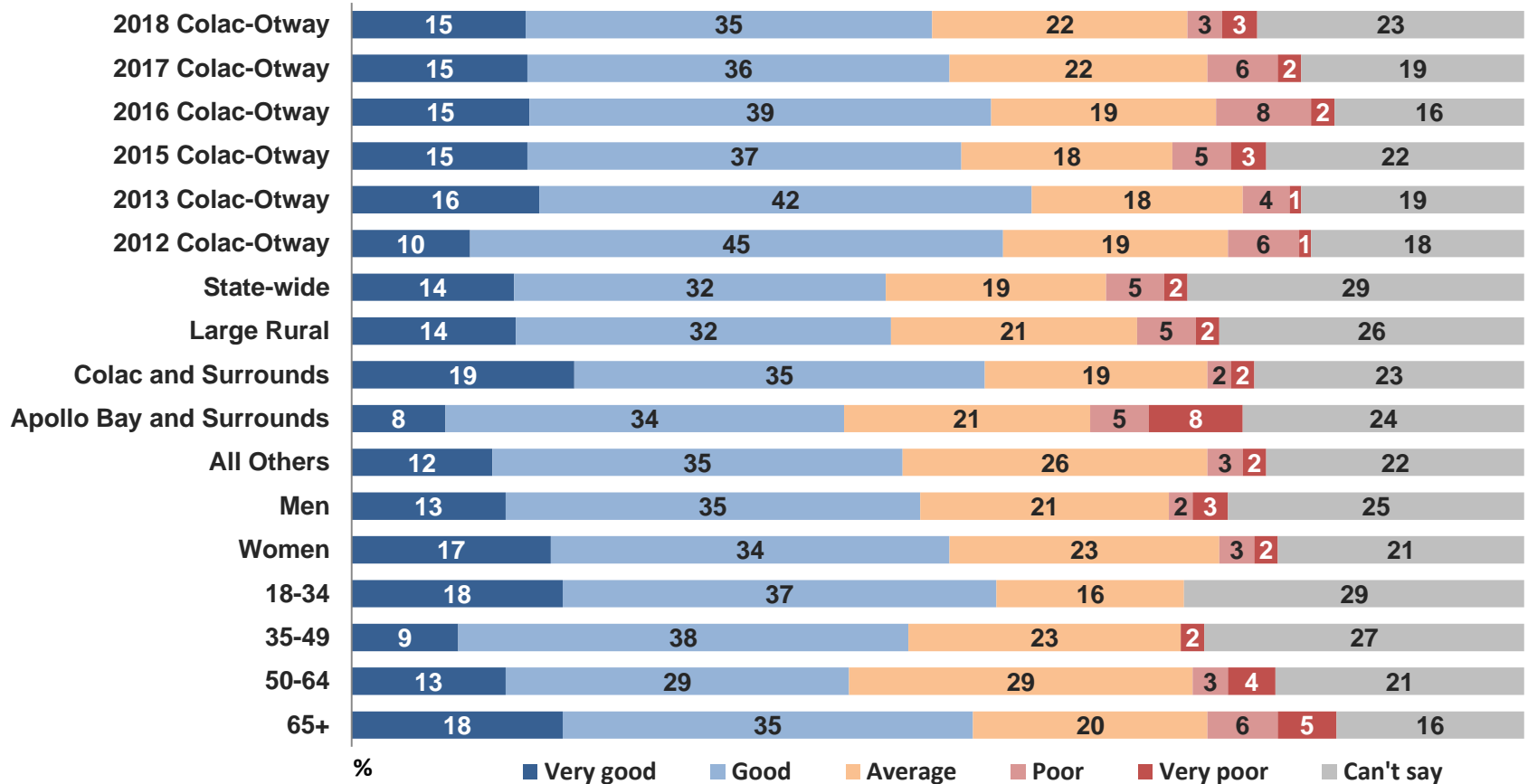
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 9

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

2018 ELDERLY SUPPORT SERVICES

PERFORMANCE DETAILED PERCENTAGES

2018 Elderly Support Performance



2018 RECREATIONAL FACILITIES

PERFORMANCE INDEX SCORES

2018 Recreational Facilities Performance

		2017	2016	2015	2014	2013	2012
Colac and Surrounds	70↑	61	58	59	65	70	69
State-wide	69↑	70	69	70	71	70	70
18-34	68	58	60	58	63	67	66
Large Rural	66	66	65	66	n/a	n/a	n/a
Women	65	58	58	59	62	62	64
All Others	64	59	60	61	61	65	64
Colac-Otway	64	59	58	59	61	64	63
65+	63	65	64	66	66	70	67
Men	62	59	59	59	60	67	63
50-64	62	58	56	57	58	61	60
35-49	61	52	50	54	57	61	60
Apollo Bay and Surrounds	34↓	42	52	50	43	39	36

Q2. How has Council performed on 'recreational facilities' over the last 12 months?

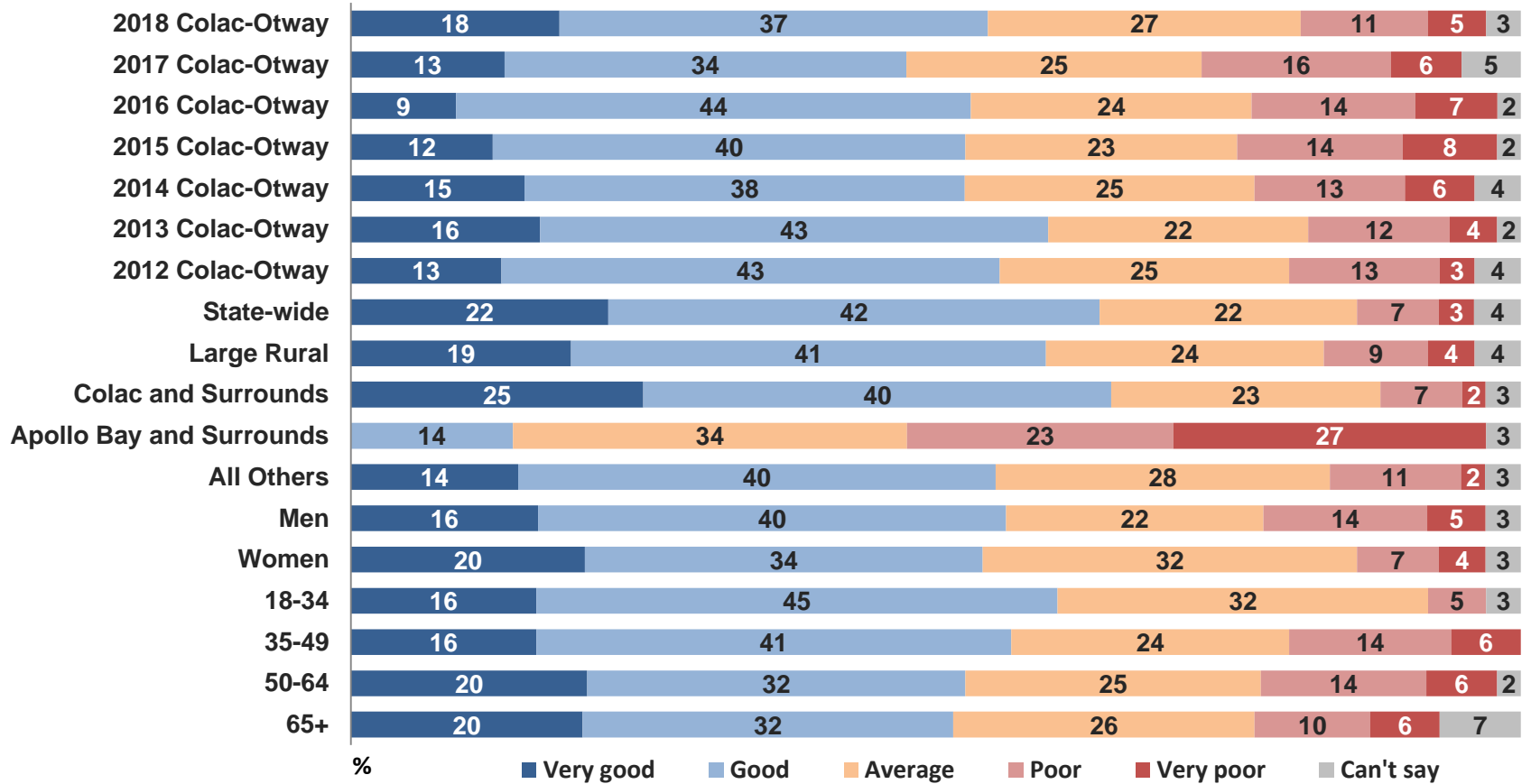
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10

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

2018 RECREATIONAL FACILITIES

PERFORMANCE DETAILED PERCENTAGES

2018 Recreational Facilities Performance



Q2. How has Council performed on 'recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10

2018 THE APPEARANCE OF PUBLIC AREAS

PERFORMANCE INDEX SCORES

2018 Public Areas Performance

		2017	2016	2015	2014	2013	2012
State-wide	71↑	71	71	72	72	71	71
Large Rural	69↑	69	69	69	n/a	n/a	n/a
Colac and Surrounds	66↑	59	60	65	n/a	n/a	n/a
18-34	64	59	66	64	n/a	n/a	n/a
All Others	63	61	60	61	n/a	n/a	n/a
65+	63	63	58	61	n/a	n/a	n/a
Women	62	57	58	61	n/a	n/a	n/a
Colac-Otway	61	59	59	62	n/a	n/a	n/a
Men	61	60	61	63	n/a	n/a	n/a
50-64	60	55	56	59	n/a	n/a	n/a
35-49	59	56	59	65	n/a	n/a	n/a
Apollo Bay and Surrounds	37↓	44	52	51	n/a	n/a	n/a

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

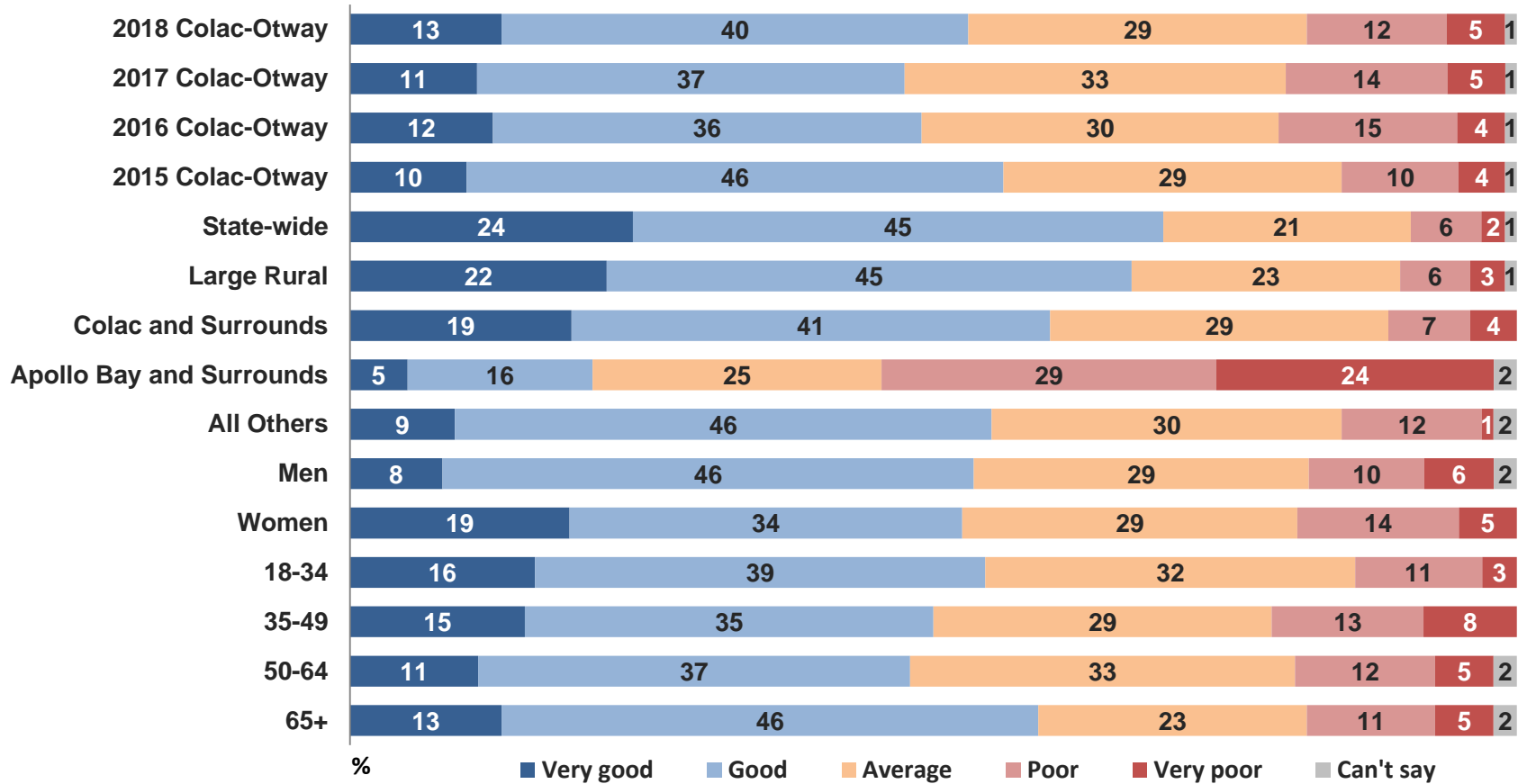
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 8

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

2018 THE APPEARANCE OF PUBLIC AREAS

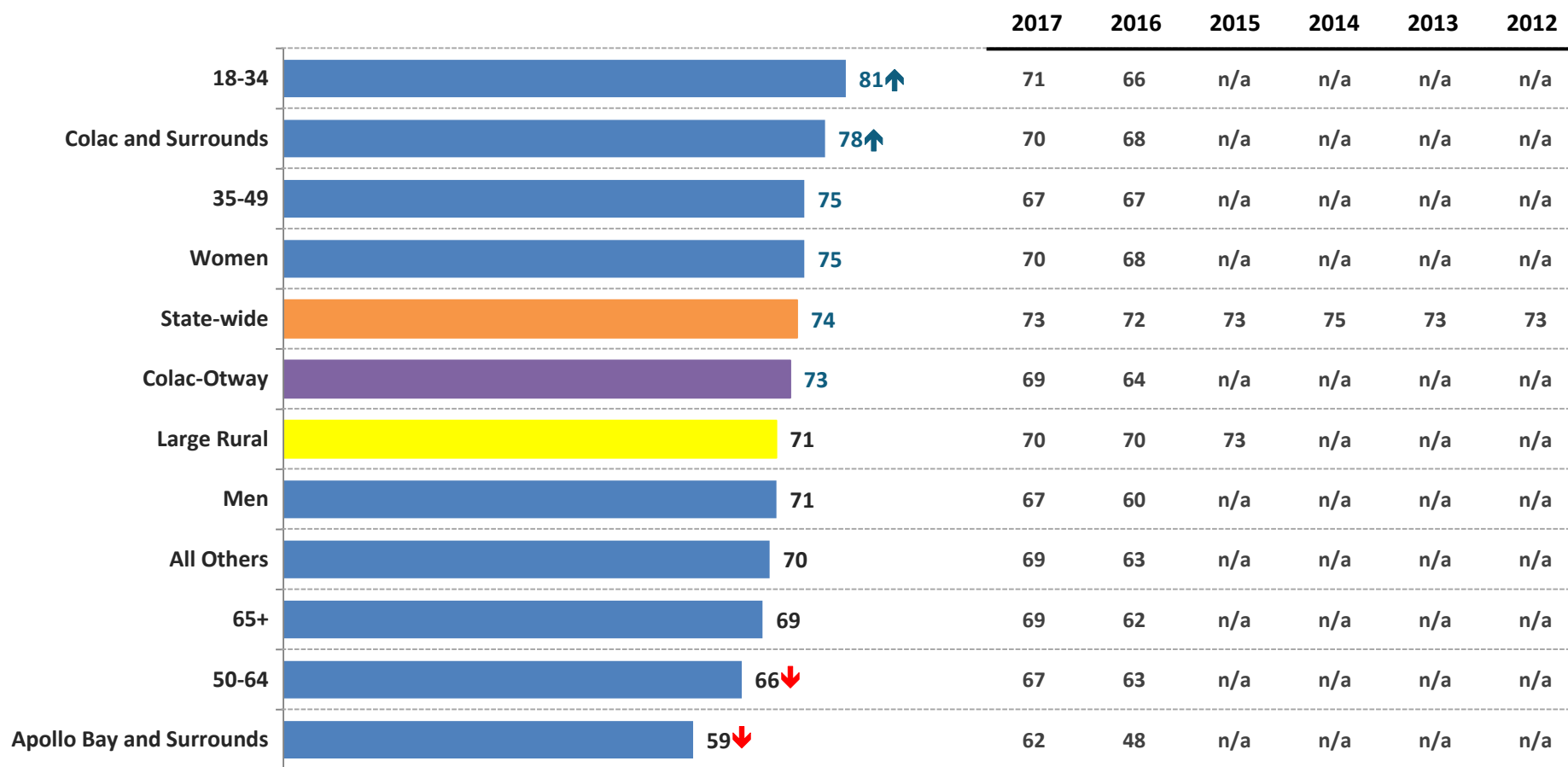
PERFORMANCE DETAILED PERCENTAGES

2018 Public Areas Performance



2018 ART CENTRES AND LIBRARIES PERFORMANCE INDEX SCORES

2018 Art Centres & Libraries Performance



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

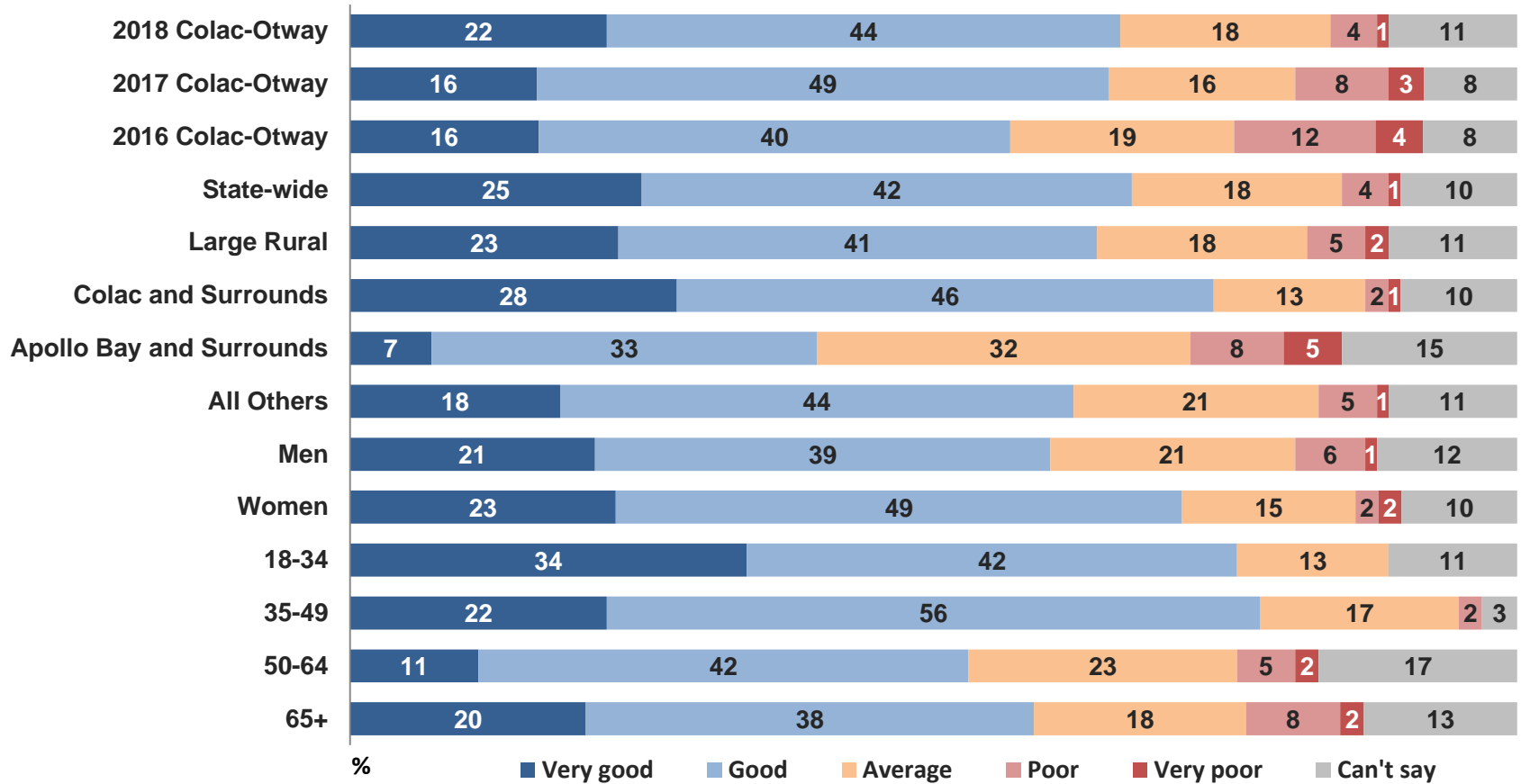
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5

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

2018 ART CENTRES AND LIBRARIES

PERFORMANCE DETAILED PERCENTAGES

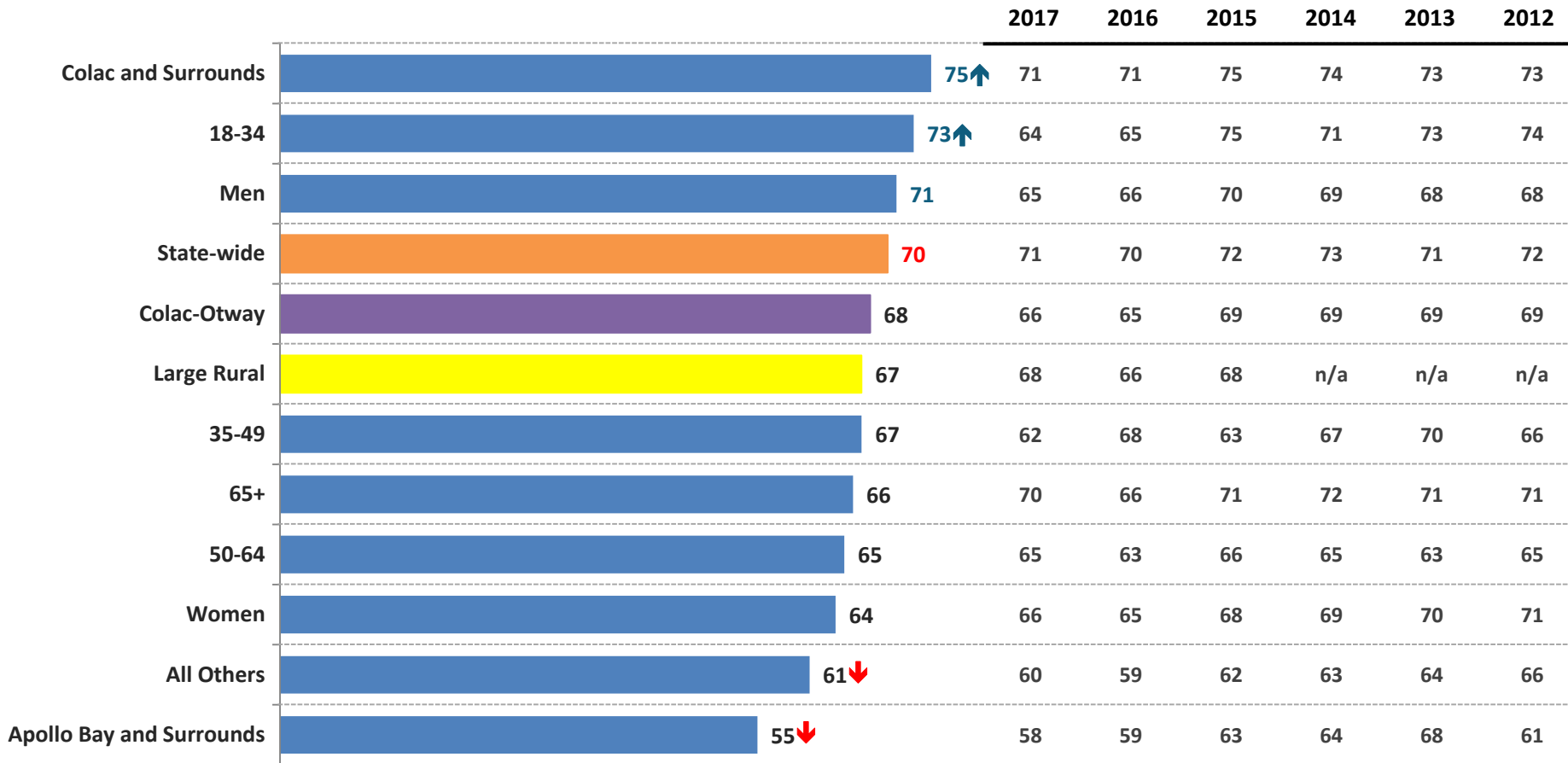
2018 Art Centres & Libraries Performance



2018 WASTE MANAGEMENT PERFORMANCE INDEX SCORES



2018 Waste Management Performance



Q2. How has Council performed on 'waste management' over the last 12 months?

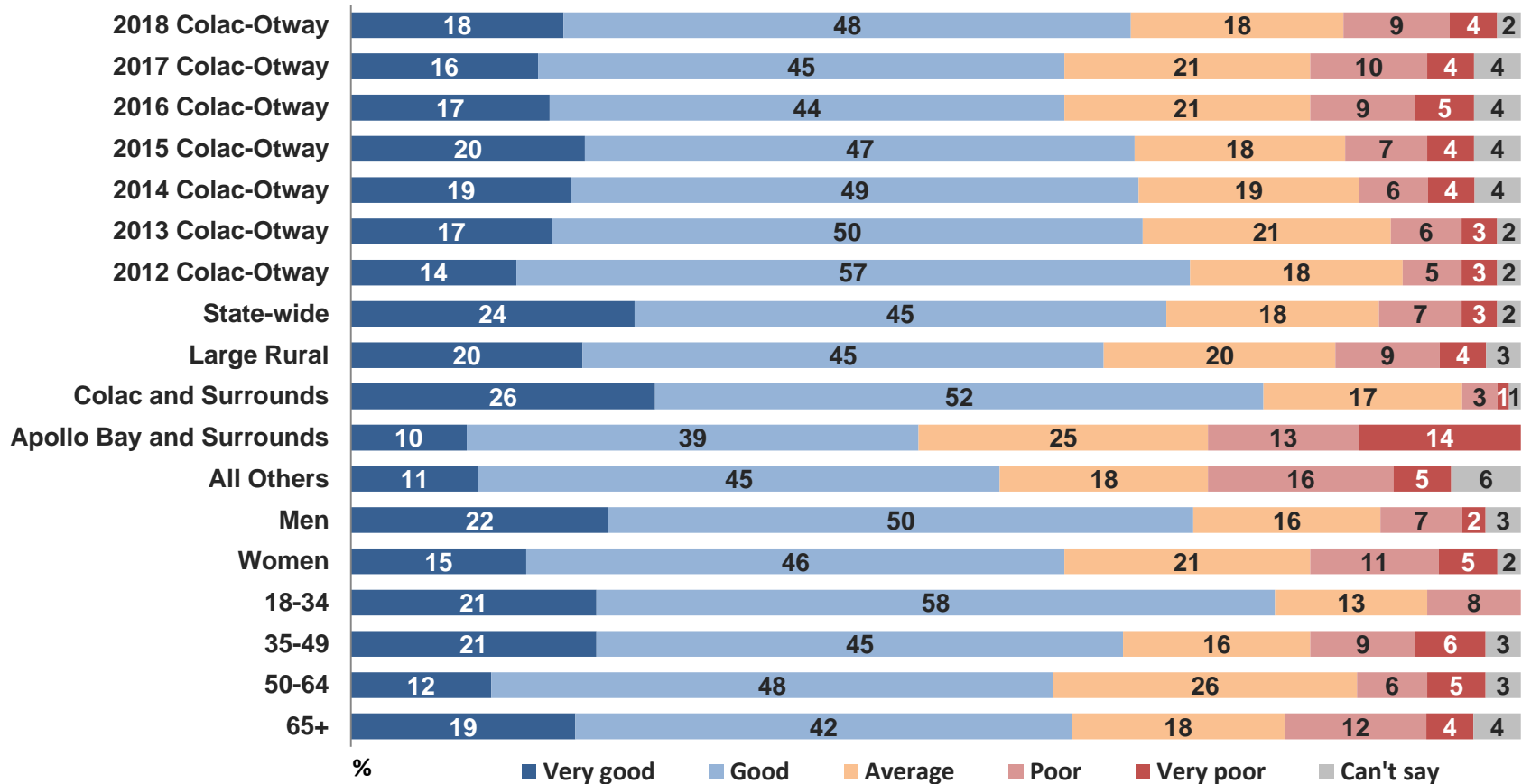
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9

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

2018 WASTE MANAGEMENT

PERFORMANCE DETAILED PERCENTAGES

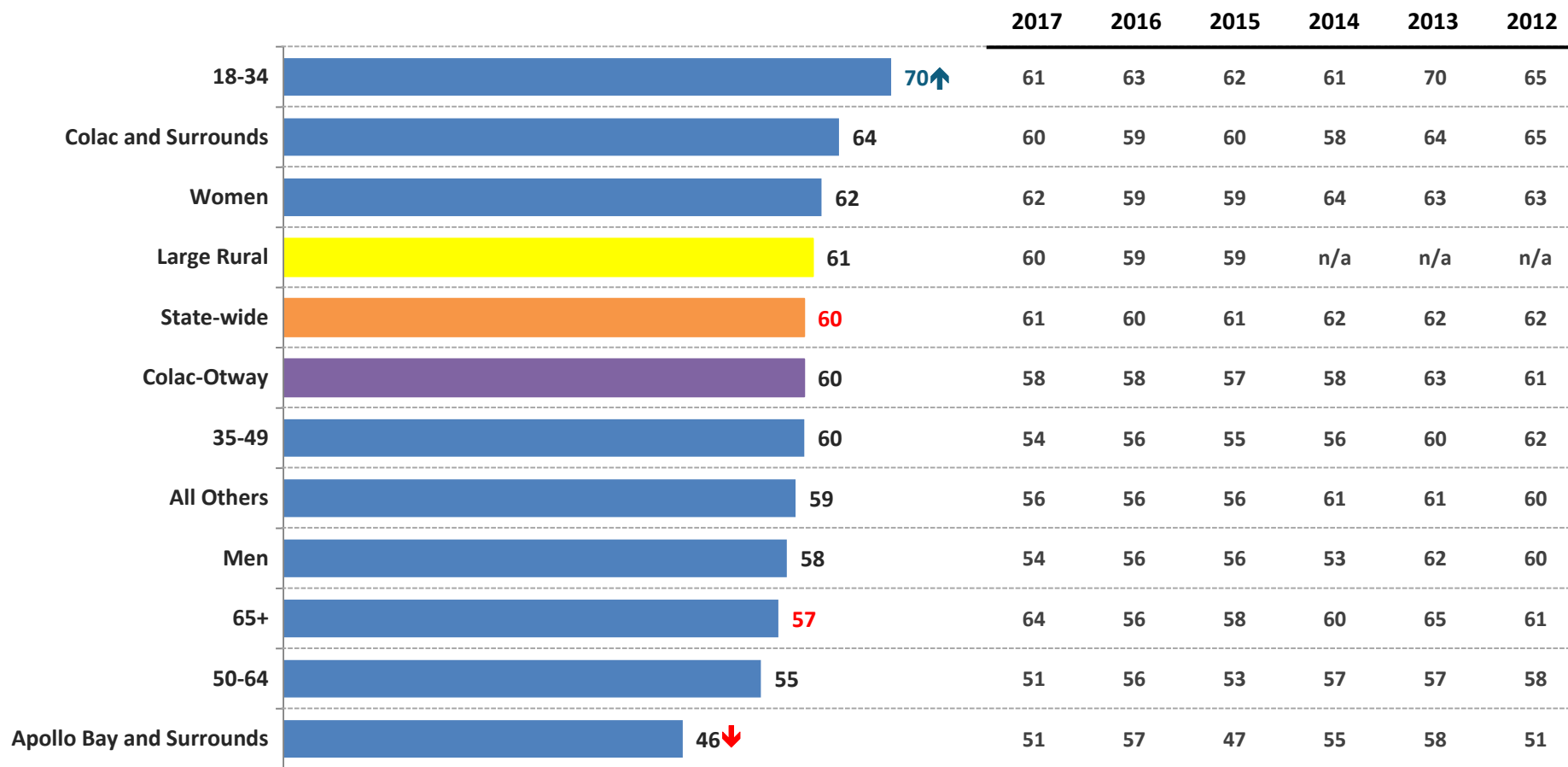
2018 Waste Management Performance



2018 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES



2018 Business/Development/Tourism Performance



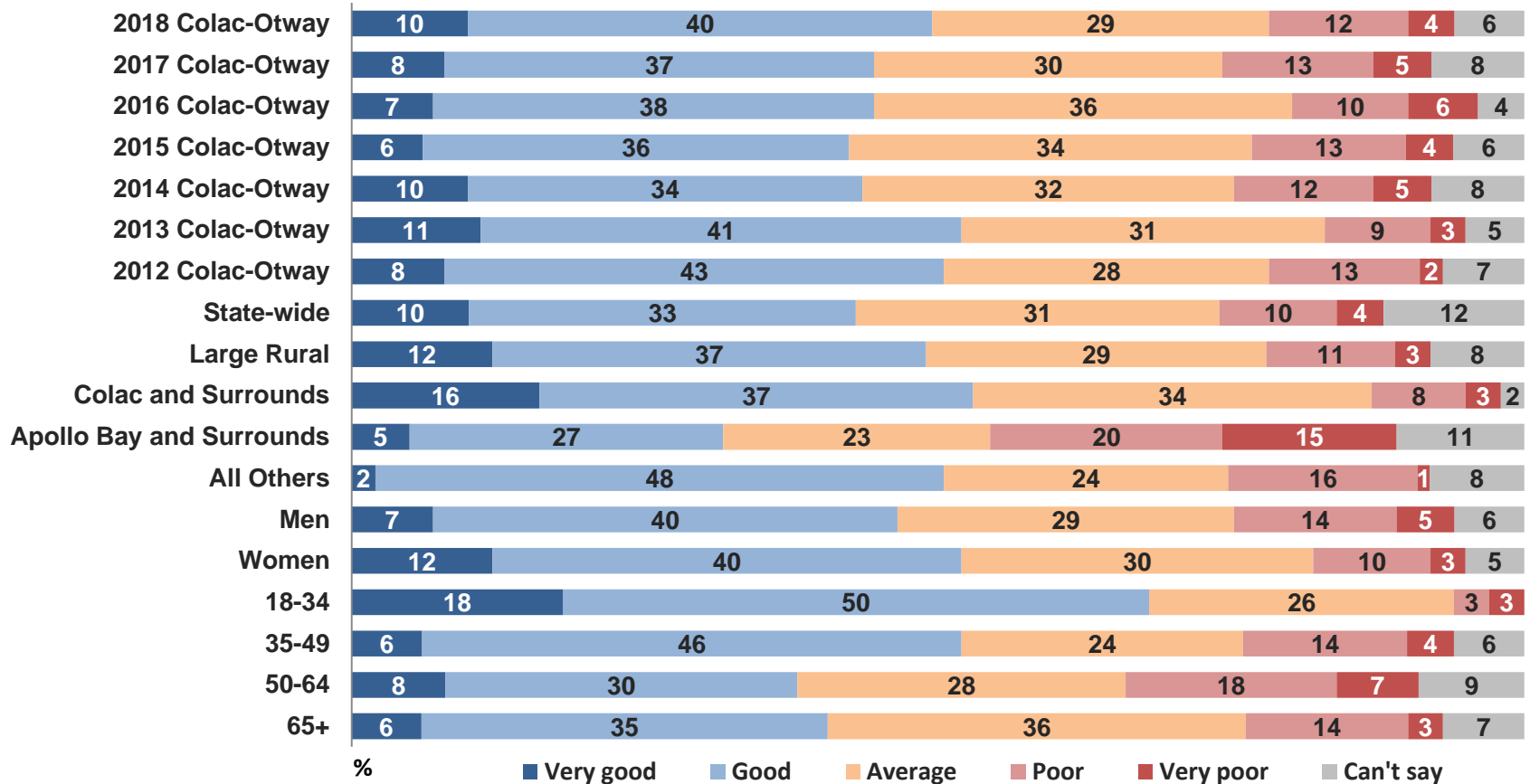
Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5

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

2018 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES

2018 Business/Development/Tourism Performance



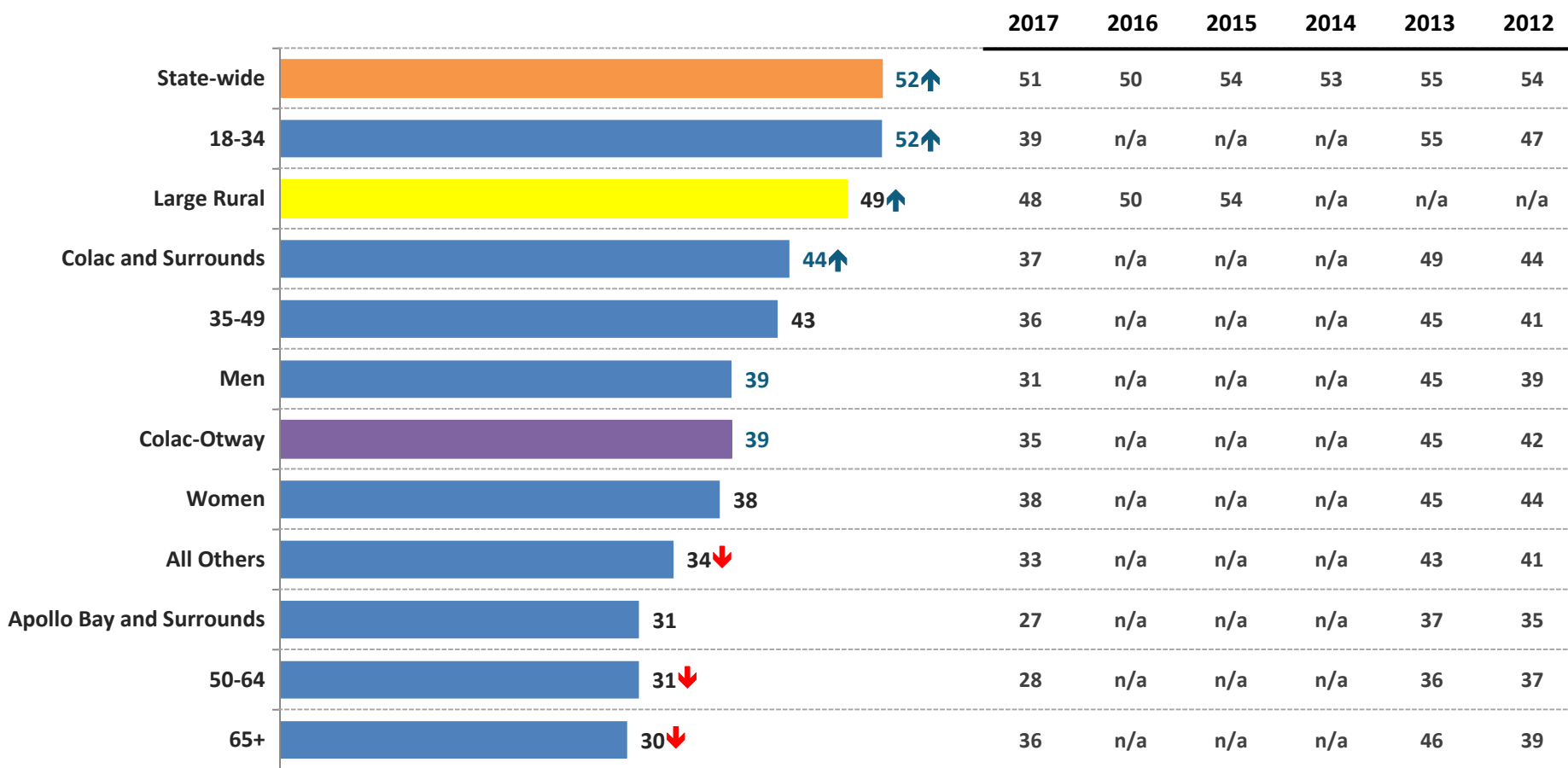
Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?

Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5

2018 PLANNING AND BUILDING PERMITS

PERFORMANCE INDEX SCORES

2018 Planning & Building Permits Performance



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

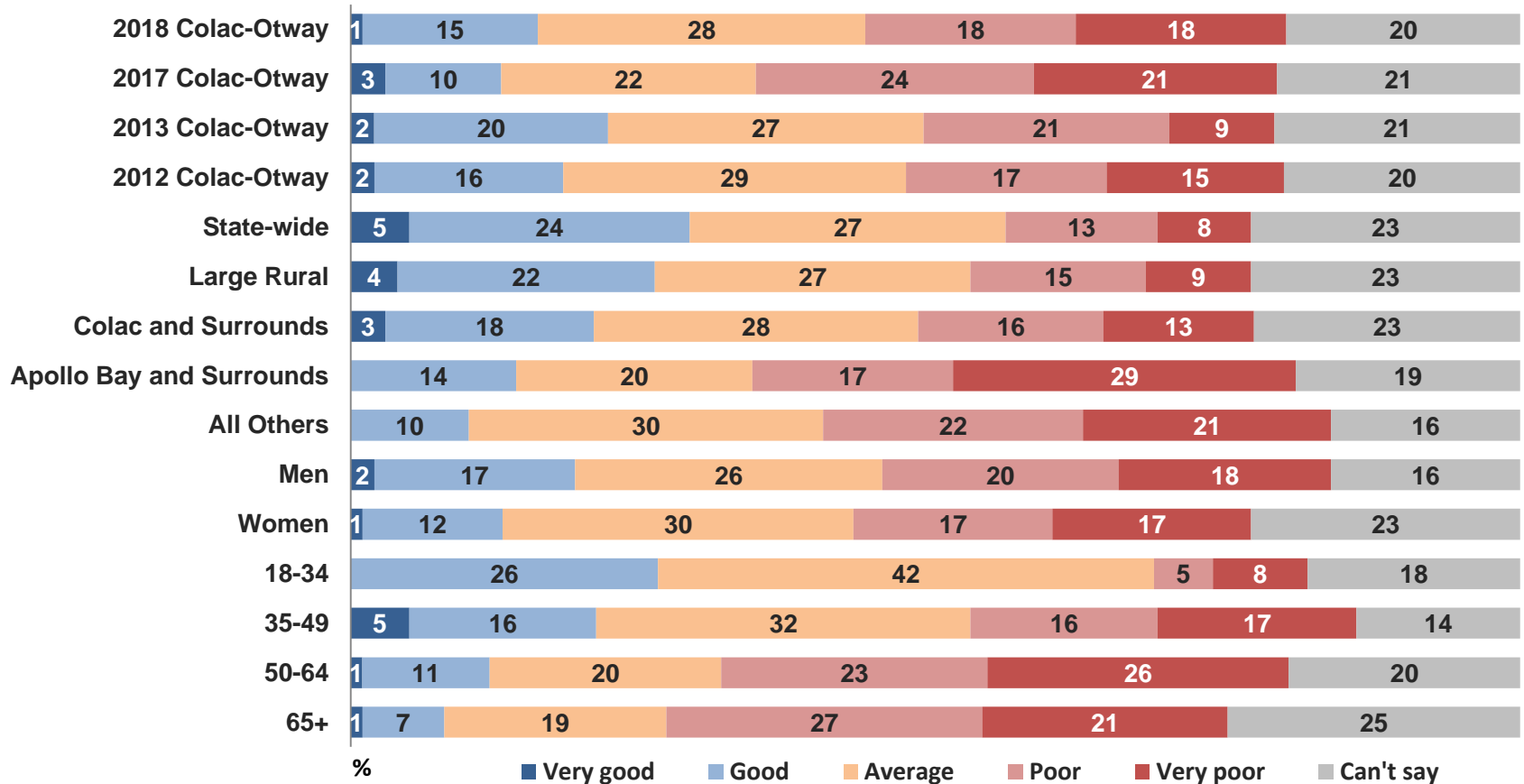
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 6

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

2018 PLANNING AND BUILDING PERMITS

PERFORMANCE DETAILED PERCENTAGES

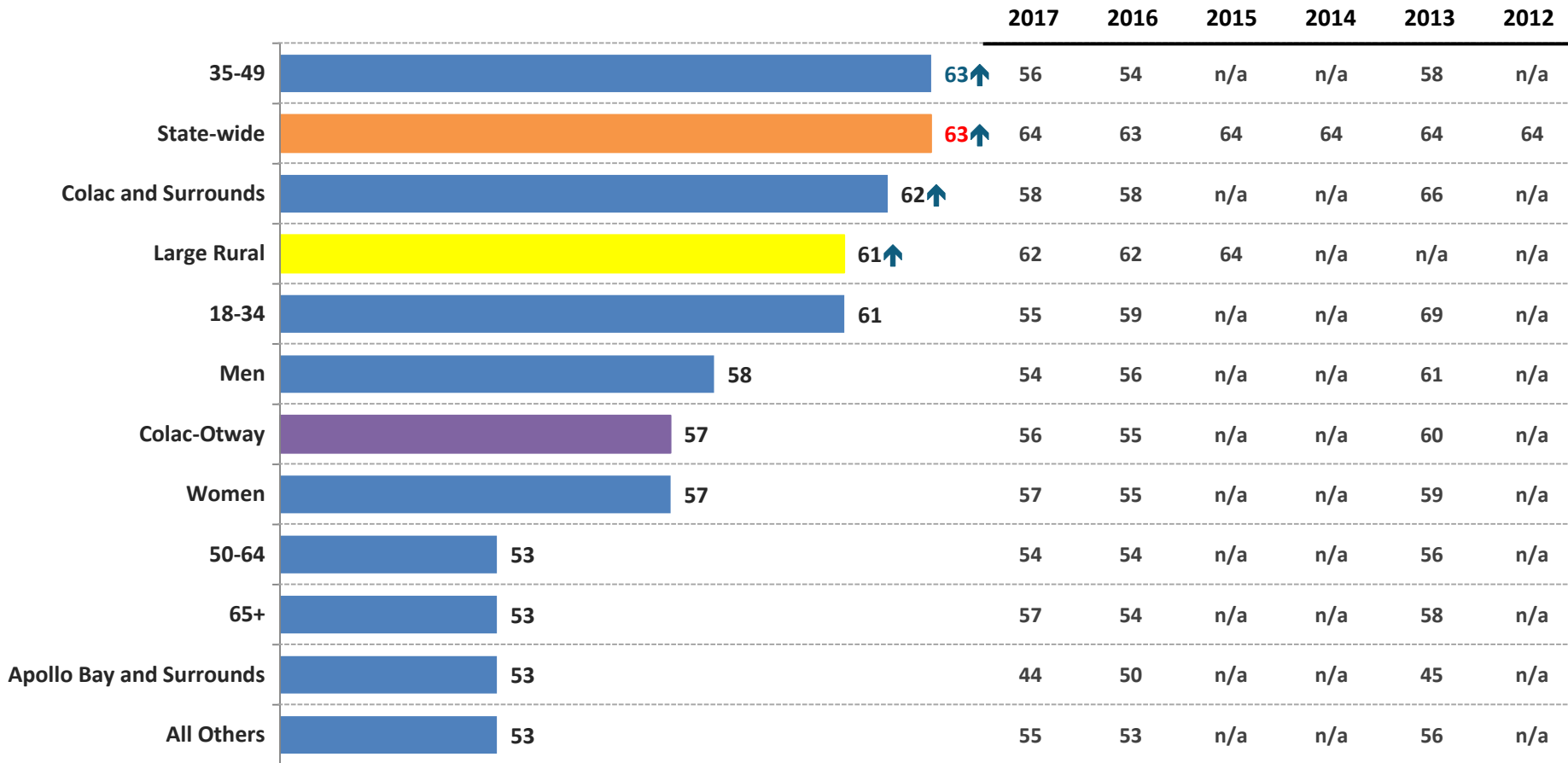
2018 Planning & Building Permits Performance



2018 ENVIRONMENTAL SUSTAINABILITY PERFORMANCE INDEX SCORES



2018 Environmental Sustainability Performance



Q2. How has Council performed on 'environmental sustainability' over the last 12 months?

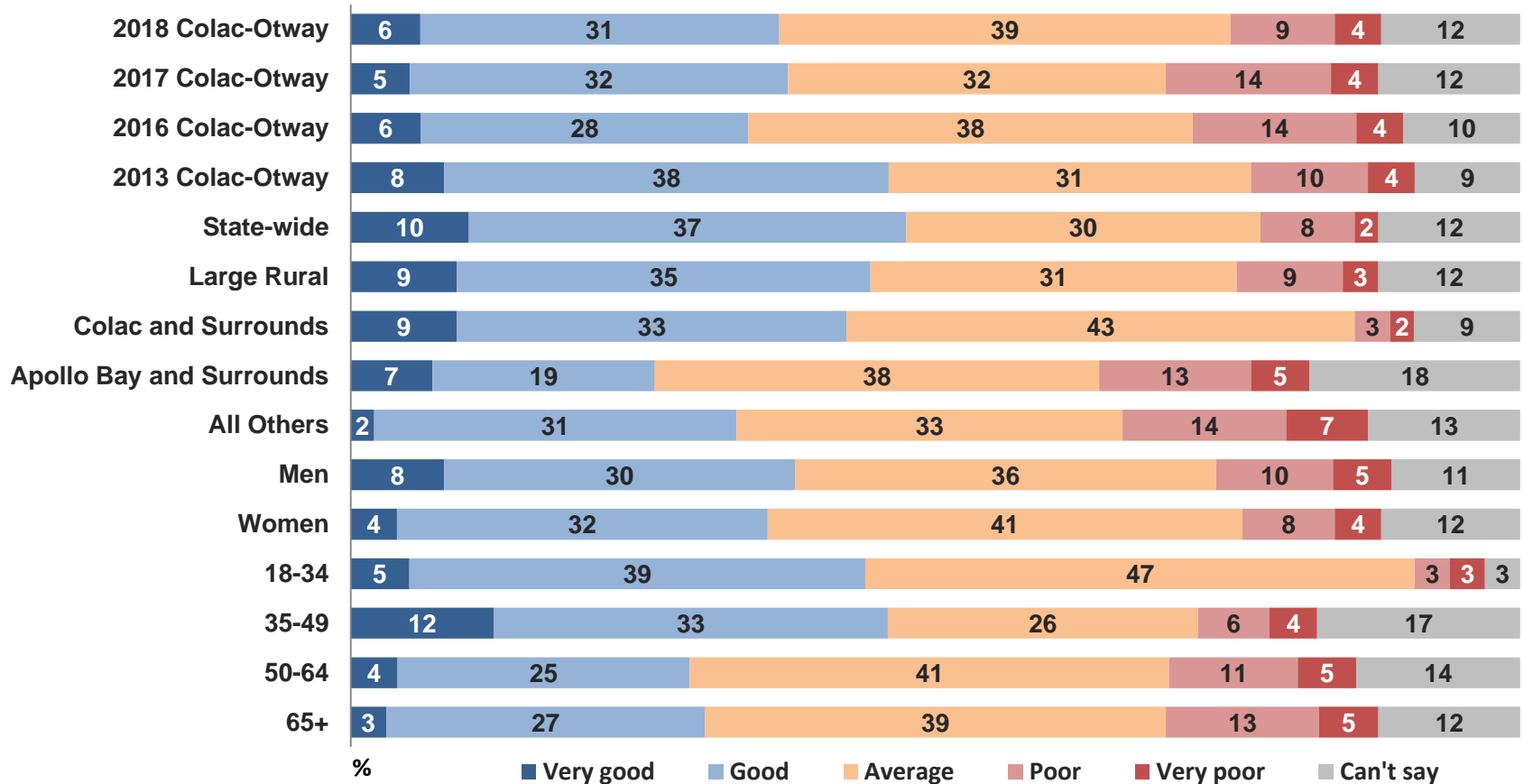
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 7

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

2018 ENVIRONMENTAL SUSTAINABILITY

PERFORMANCE DETAILED PERCENTAGES

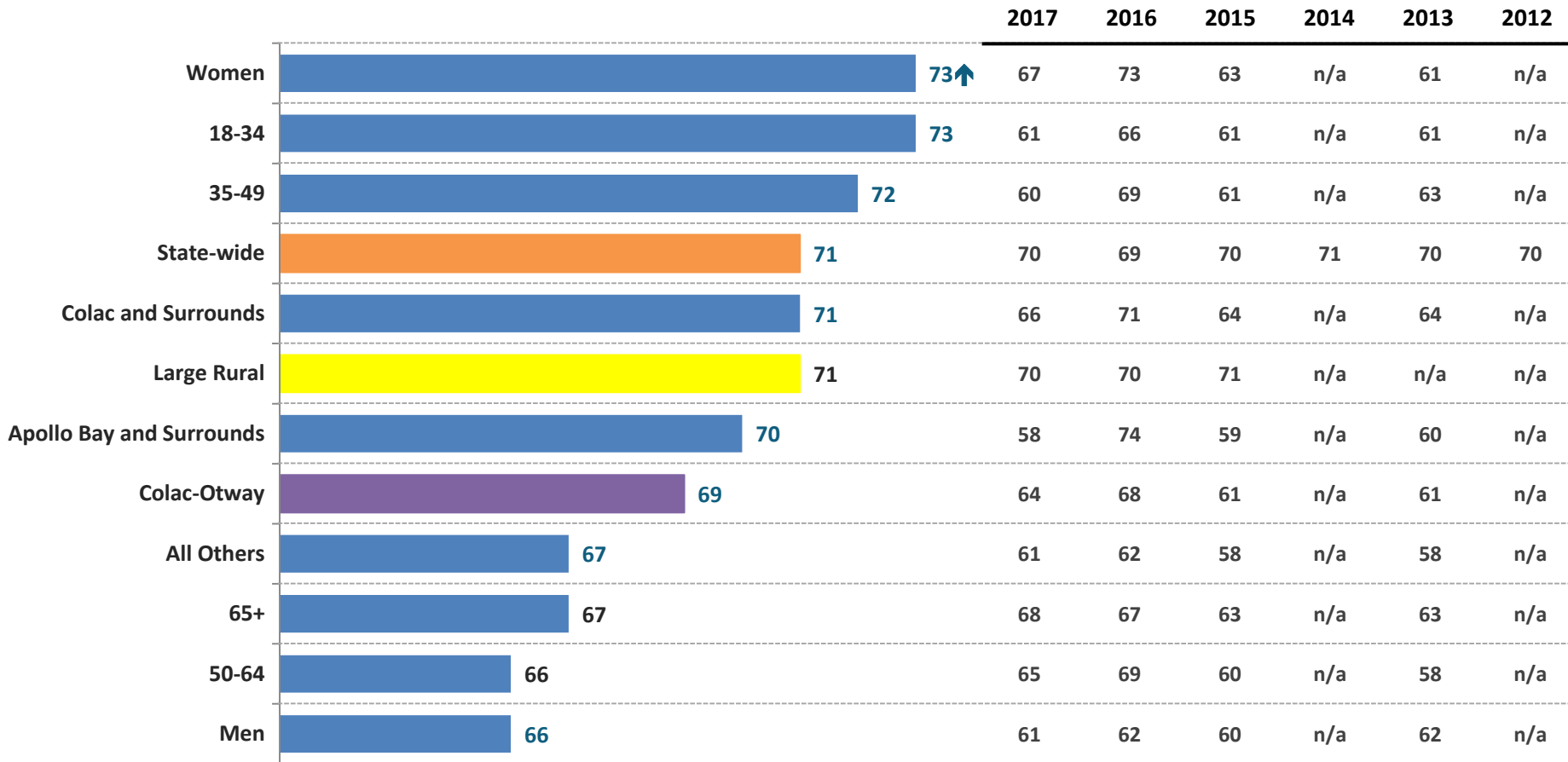
2018 Environmental Sustainability Performance



2018 EMERGENCY AND DISASTER MANAGEMENT PERFORMANCE INDEX SCORES



2018 Disaster Management Performance



Q2. How has Council performed on 'emergency and disaster management' over the last 12 months?

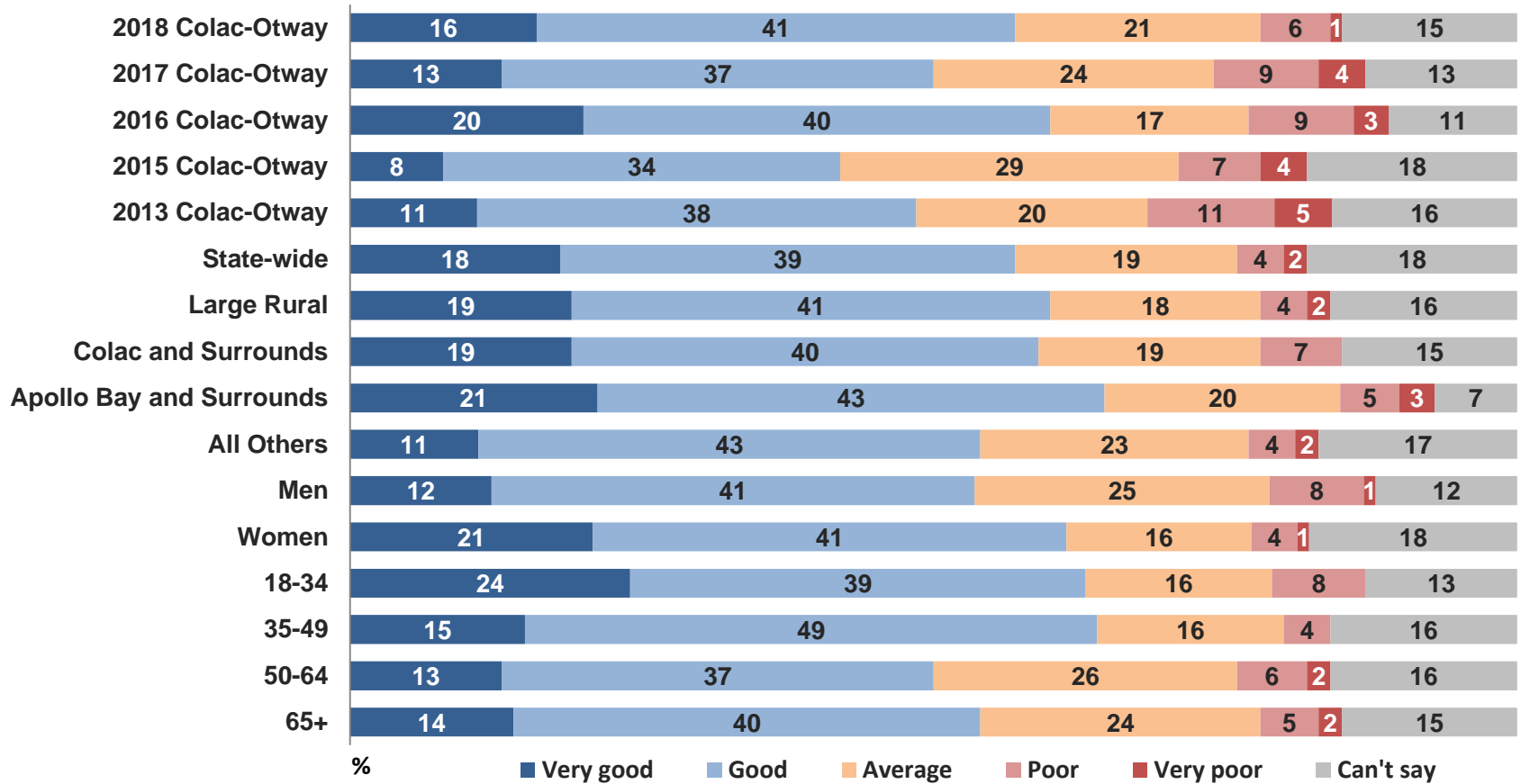
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 7

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

2018 EMERGENCY AND DISASTER MANAGEMENT

PERFORMANCE DETAILED PERCENTAGES

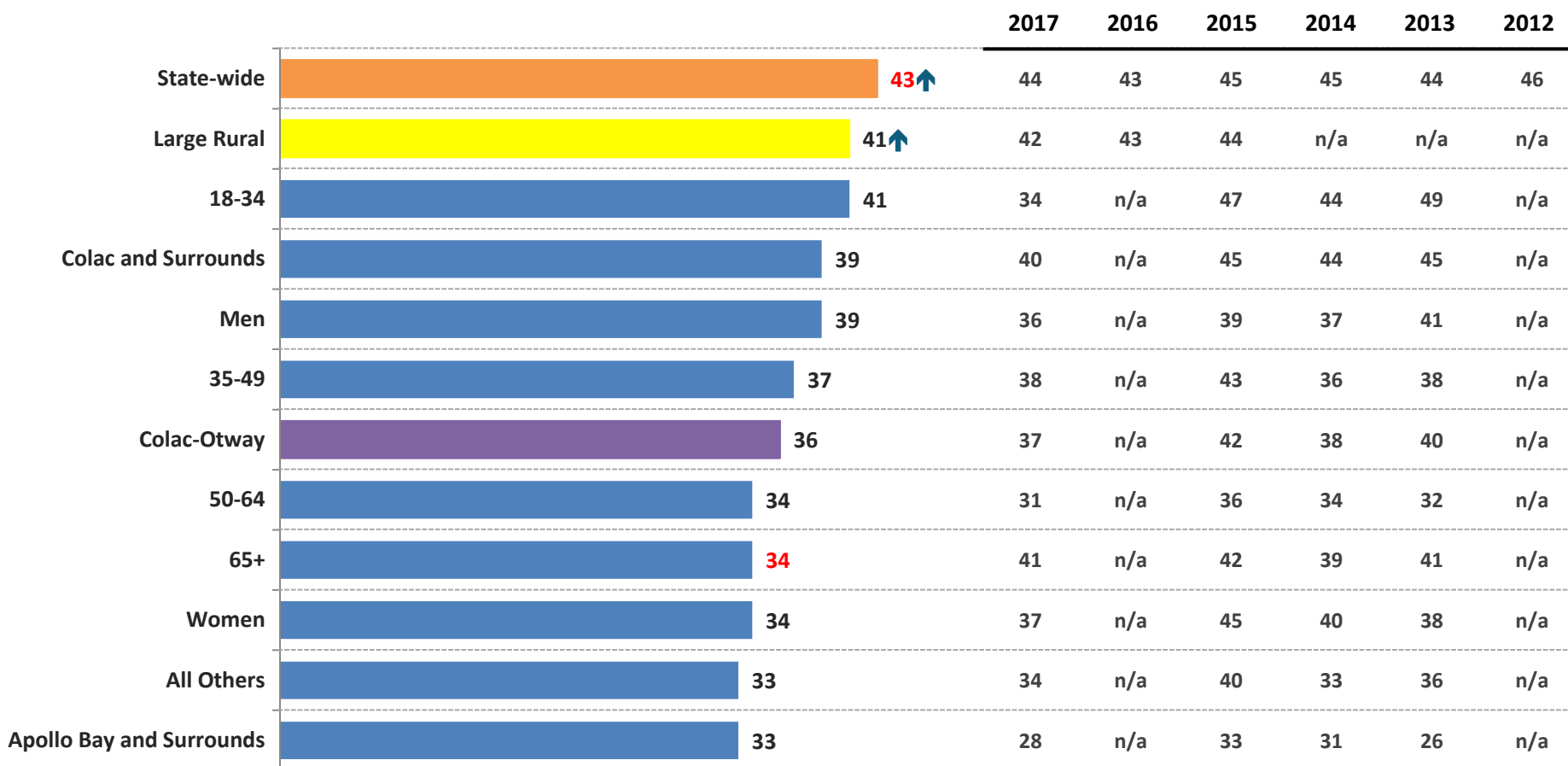
2018 Disaster Management Performance



2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES

2018 Unsealed Roads Performance



Q2. How has Council performed on 'maintenance of unsealed roads in your area' over the last 12 months?

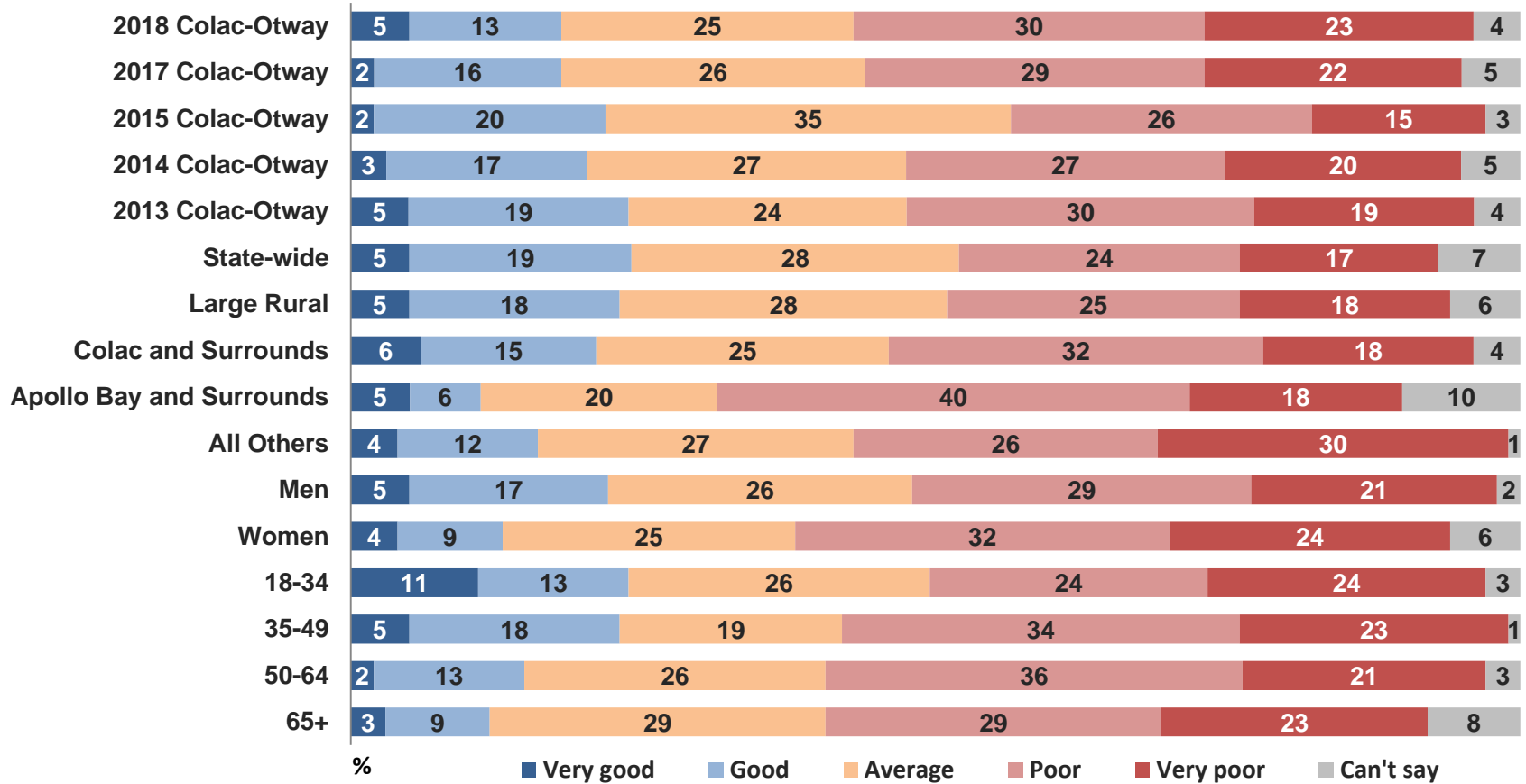
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 9

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

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

2018 Unsealed Roads Performance

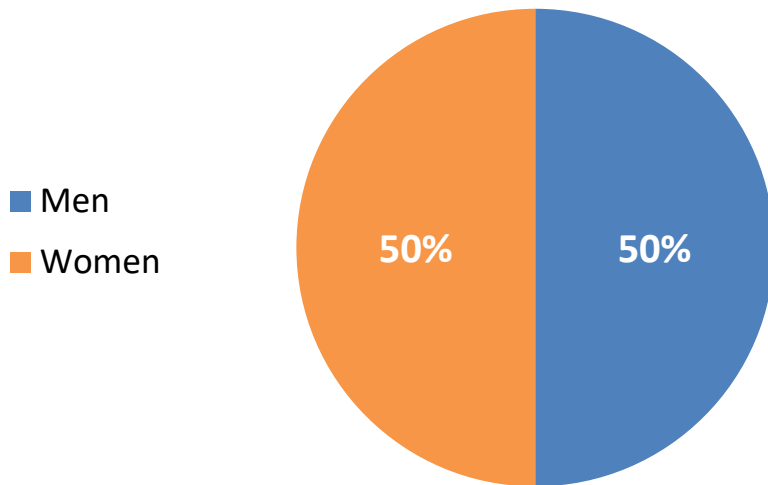




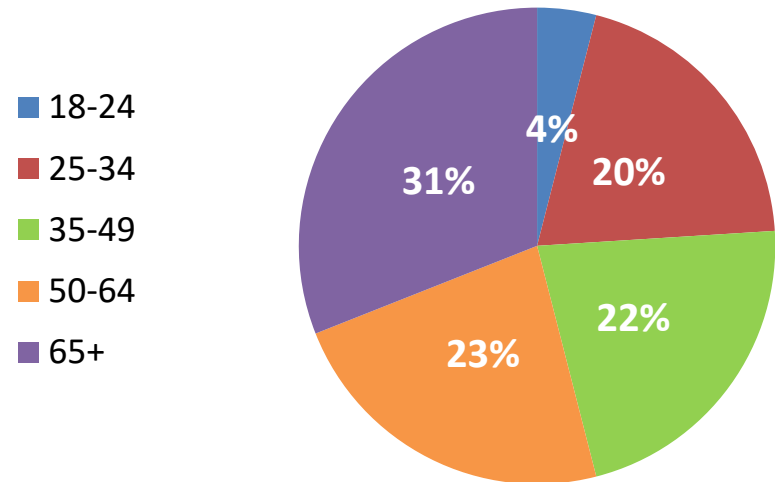
DETAILED DEMOGRAPHICS

2018 GENDER AND AGE PROFILE


Gender



Age



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.

A satellite-style map of the United States with a glowing green and yellow network overlay, possibly representing a transportation or utility network. The text is overlaid on the left side of the map.

**APPENDIX A:
DETAILED SURVEY TABULATIONS
AVAILABLE IN SUPPLIED EXCEL FILE**

A satellite-style map of the United States at night, showing city lights and a glowing network of lines across the landmass. The text is overlaid on the left side of the map.

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 Colac-Otway 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 2012-2018 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 Colac-Otway Shire 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 +/-4.8% 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 17,000 people aged 18 years or over for Colac-Otway Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Colac-Otway Shire Council	400	400	+/-4.8
Men	183	199	+/-7.2
Women	217	201	+/-6.6
Colac and Surrounds	187	201	+/-7.1
Apollo Bay and Surrounds	52	46	+/-13.7
All Others	161	152	+/-7.7
18-34 years	38	96	+/-16.1
35-49 years	66	88	+/-12.1
50-64 years	126	92	+/-8.7
65+ years	170	124	+/-7.5

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

Colac-Otway Shire Council is classified as a Large Rural council according to the following classification list:

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

Councils participating in the Large Rural group are: Bass Coast, Baw Baw, Campaspe, Colac-Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Colac-Otway Shire Council for this 2018 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large 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

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.

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

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

CSS: 2018 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.



**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

**JWS RESEARCH**