



2021 Local Government Community Satisfaction Survey

Mount Alexander Shire Council

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



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Background and objectives

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

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

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

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

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

Serving Victoria for 22 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 22 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional.

Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. Inside the 'W', there is a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex web, with some nodes appearing brighter than others.

Key findings and recommendations



Mount Alexander Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Mount Alexander 58



State-wide 61



Large Rural 58

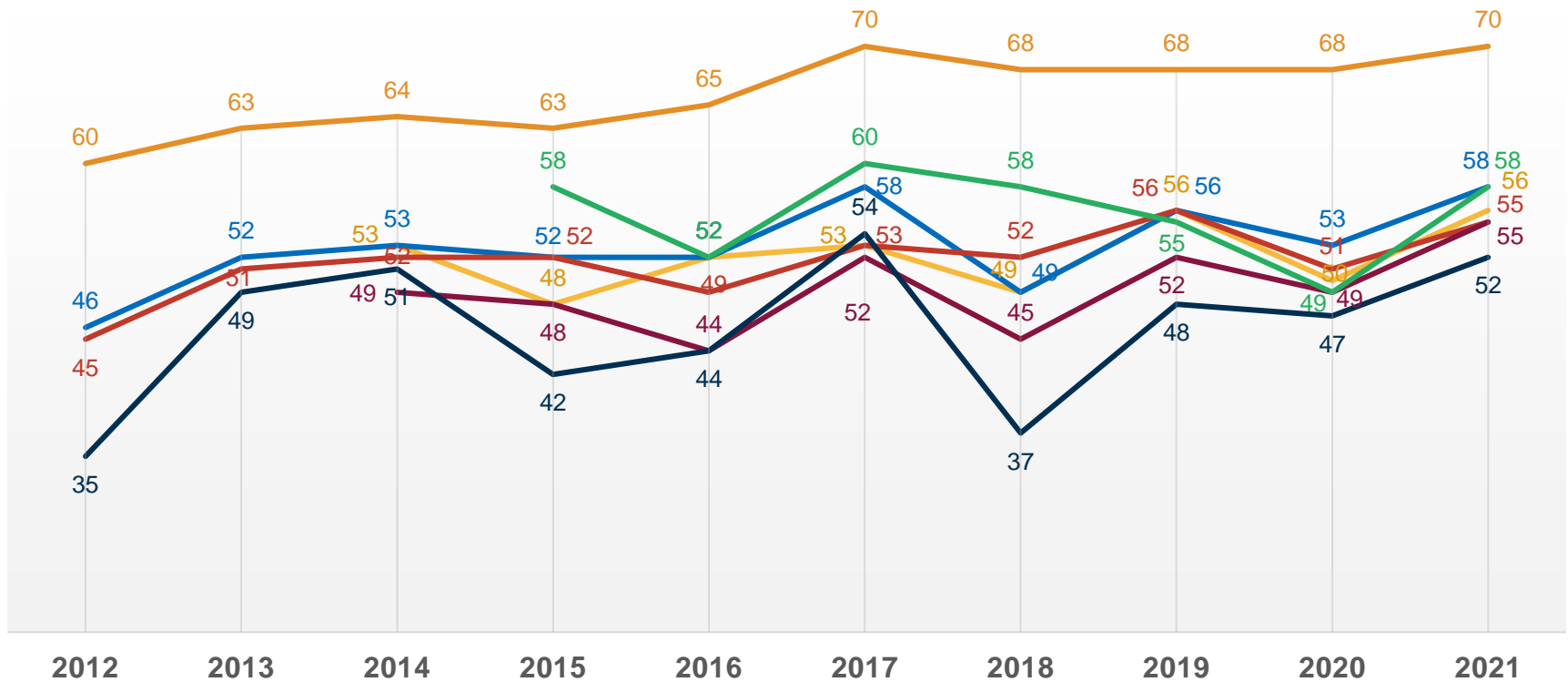
Council performance compared to State-wide and group averages

	The three areas where Council performance is significantly higher by the widest margin	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	Community & cultural Environmental sustainability	Waste management Local streets & footpaths Recreational facilities
Compared to group average	Sealed local roads Community & cultural Environmental sustainability	Waste management Business & community dev. Local streets & footpaths



Summary of core measures

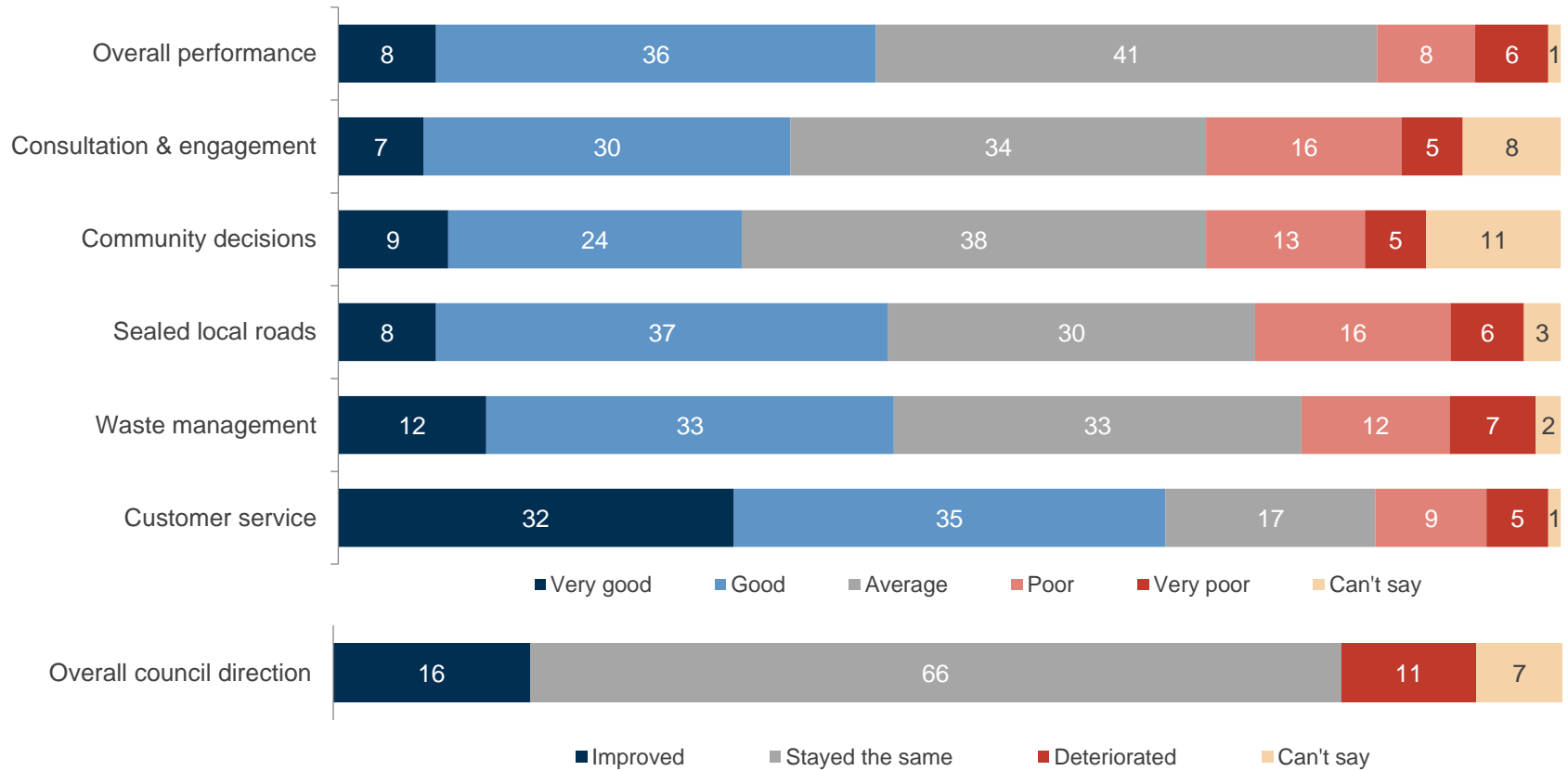
Index scores















Summary of core measures

Core measures summary results (%)















Summary of Mount Alexander Shire Council performance

Services		Mount Alexander 2021	Mount Alexander 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Overall performance	58	53	58	61	Aged 18-34 years, Aged 65+ years	Aged 35-49 years
	Value for money	49	-	50	54	Aged 65+ years	Aged 35-49 years
	Overall council direction	52	47	51	53	Aged 18-34 years	Aged 35-49 years
	Customer service	70	68	68	70	Aged 18-34 years	Other residents
	COVID-19 response	74	-	74	73	Aged 18-34 years	Aged 35-49 years, Men
	Appearance of public areas	73	72	70	73	Aged 18-34 years, Castlemaine residents	Aged 50-64 years
	Emergency & disaster mngt	68	62	71	71	Aged 18-34 years	Aged 50-64 years
	Community & cultural	68	68	65	65	Castlemaine residents	Aged 35-49 years
	Enforcement of local laws	66	63	64	64	Aged 18-34 years	Aged 50-64 years
	Family support services	65	60	66	66	Castlemaine residents, 50+ years, Men	Aged 35-49 years










Summary of Mount Alexander Shire Council performance

Services		Mount Alexander 2021	Mount Alexander 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Elderly support services	65	62	68	69	Men, Aged 65+ years	Aged 35-49 years
	Environmental sustainability	65	59	61	62	Aged 18-34 years	Aged 50-64 years
	Recreational facilities	64	62	68	71	Aged 65+ years	Aged 35-49 years
	Tourism development	62	64	64	62	Aged 18-34 years	Aged 35-49 years
	Informing the community	61	52	59	60	Aged 18-34 years	Aged 50-64 years
	Waste management	58	49	66	69	Aged 65+ years	Aged 35-49 years
	Sealed local roads	56	50	50	57	Castlemaine residents	Other residents
	Business & community dev.	56	54	60	60	Aged 50-64 years	Aged 35-49 years
	Lobbying	55	51	54	55	Aged 18-34 years	Aged 35-49 years
	Community decisions	55	49	54	56	Aged 18-34 years	Aged 50-64 years



Summary of Mount Alexander Shire Council performance

Services		Mount Alexander 2021	Mount Alexander 2020	Large Rural 2021	State-wide 2021	Highest score	Lowest score
	Consultation & engagement	55	51	54	56	Aged 18-34 years	Aged 35-49 years
	Town planning policy	53	49	55	55	Aged 18-34 years	Women
	Parking facilities	53	51	56	58	Aged 18-34 years	Aged 35-49 years
	Local streets & footpaths	51	48	55	59	Aged 18-34 years	Women, Aged 65+ years, Other residents, Aged 35-49 years
	Population growth	51	47	51	53	Aged 18-34 years	Aged 35-49 years
	Unsealed roads	46	41	44	45	Castlemaine residents	Aged 35-49 years
	Building & planning permits	46	45	48	51	Aged 65+ years	Aged 18-34 years



Focus areas for the next 12 months

Overview

Perceptions of Council performance improved on almost all service measures evaluated from 2020 – with most increases comprising significant gains. Council ratings are now at their highest levels since 2014/2015 for most measures, with many measures equaling or achieving a new peak rating. This has translated into a significant increase in perceptions of Council's overall performance – to its highest level recorded (equal to the 2017 result). This is a positive result for Council.

Key influences on perceptions of overall performance

Perceptions of community decisions, the consultation and engagement process, and the condition of sealed local roads have a strong influence on overall opinions but there is currently a 20 to 30-point gap between perceived importance and Council performance in these areas. Progress has been made to date in addressing residents' concerns, as evidenced by improved scores in 2021, but Council should continue its work here.

Comparison to state and area grouping

Comparisons to Large Rural group averages are mixed despite improvements in perceptions over the last year. Council rates significantly higher than Large Rural group averages on the measures of the appearance of public areas, community and cultural activities, environmental sustainability and sealed local roads. However, Council rates significantly lower than the group on more measures than it outperforms the average – with the biggest gap in the area of waste management.

Maintain gains achieved to date and areas of focus

In addition to the aforementioned areas, Council should look to maintain and build upon its improved performance over the next 12 months. Council should also work to improve performance in the area of planning and building permits, which also has a moderate influence on overall opinions and where Council performance is lower relative to other service areas. Council should also look to consolidate gains made on unsealed roads.

DETAILED FINDINGS

Overall performance



Overall performance

The overall performance index score of 58 for Mount Alexander Shire Council represents a statistically significant (at the 95% confidence interval) five-point improvement on the 2020 result. Overall performance has returned to the equal peak level seen in 2017.

Mount Alexander Shire Council's overall performance is rated similar to the average rating for councils in the Large Rural group (index score of 58) and is significantly lower than the State-wide average (index score of 61).

- All demographic and geographic cohorts improved in their perceptions of overall performance, with the exception of residents aged 35 to 49 years.
- Residents aged 35 to 49 years (index score of 51) rate overall performance significantly lower than the Council-wide average. Impressions among this group are unchanged from 2020.
- Ratings are highest among residents aged 18 to 34 and 65 years and over (index score of 61 each). The youngest cohort group improved most in their perceptions of overall performance (up 10 points).

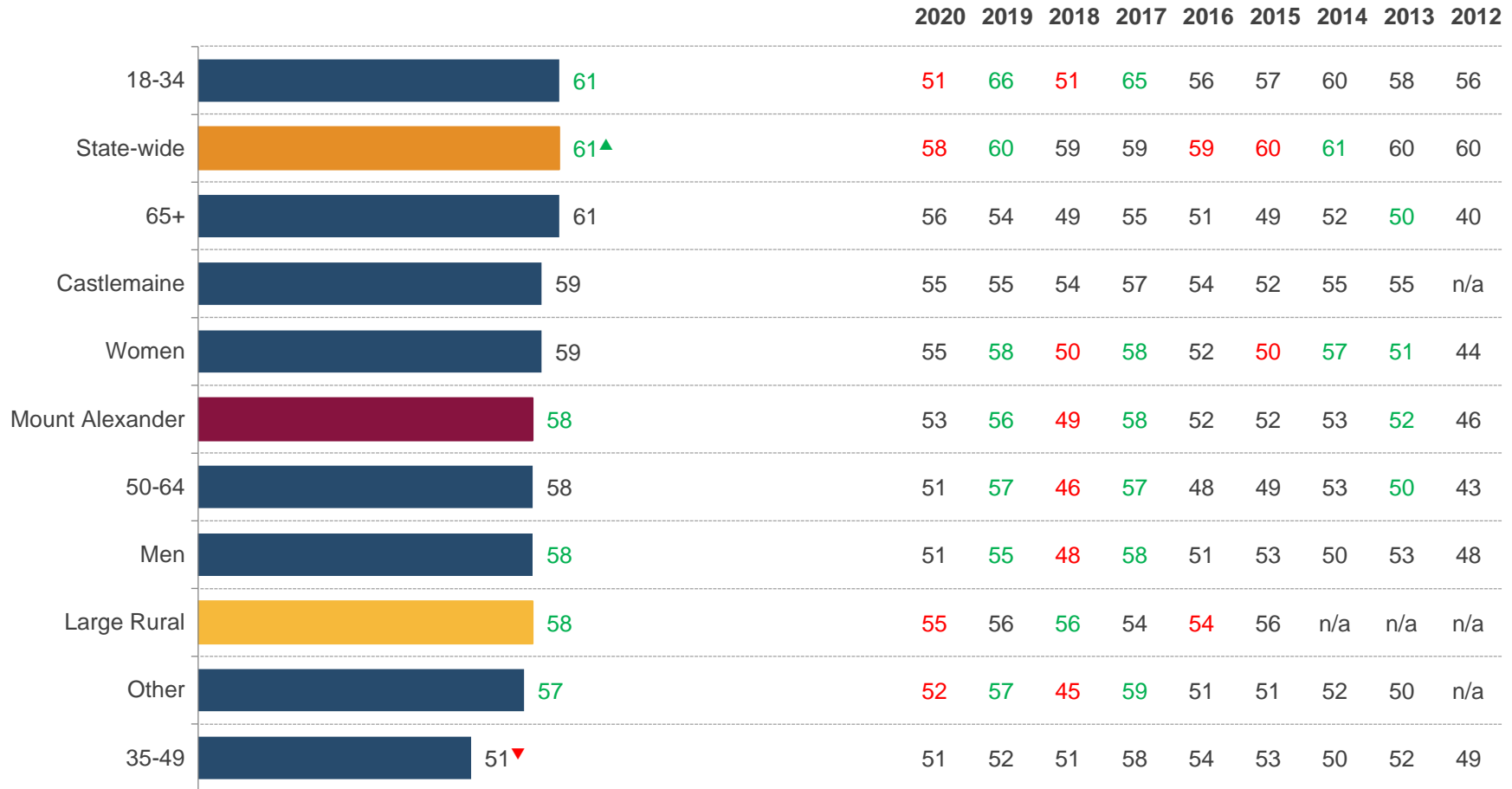
Three in ten residents (31%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. Equal numbers rate Council as 'very poor' or 'poor' (30%). A further 34% rate Council as 'average' in terms of providing value for money.





Overall performance

2021 overall performance (index scores)



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

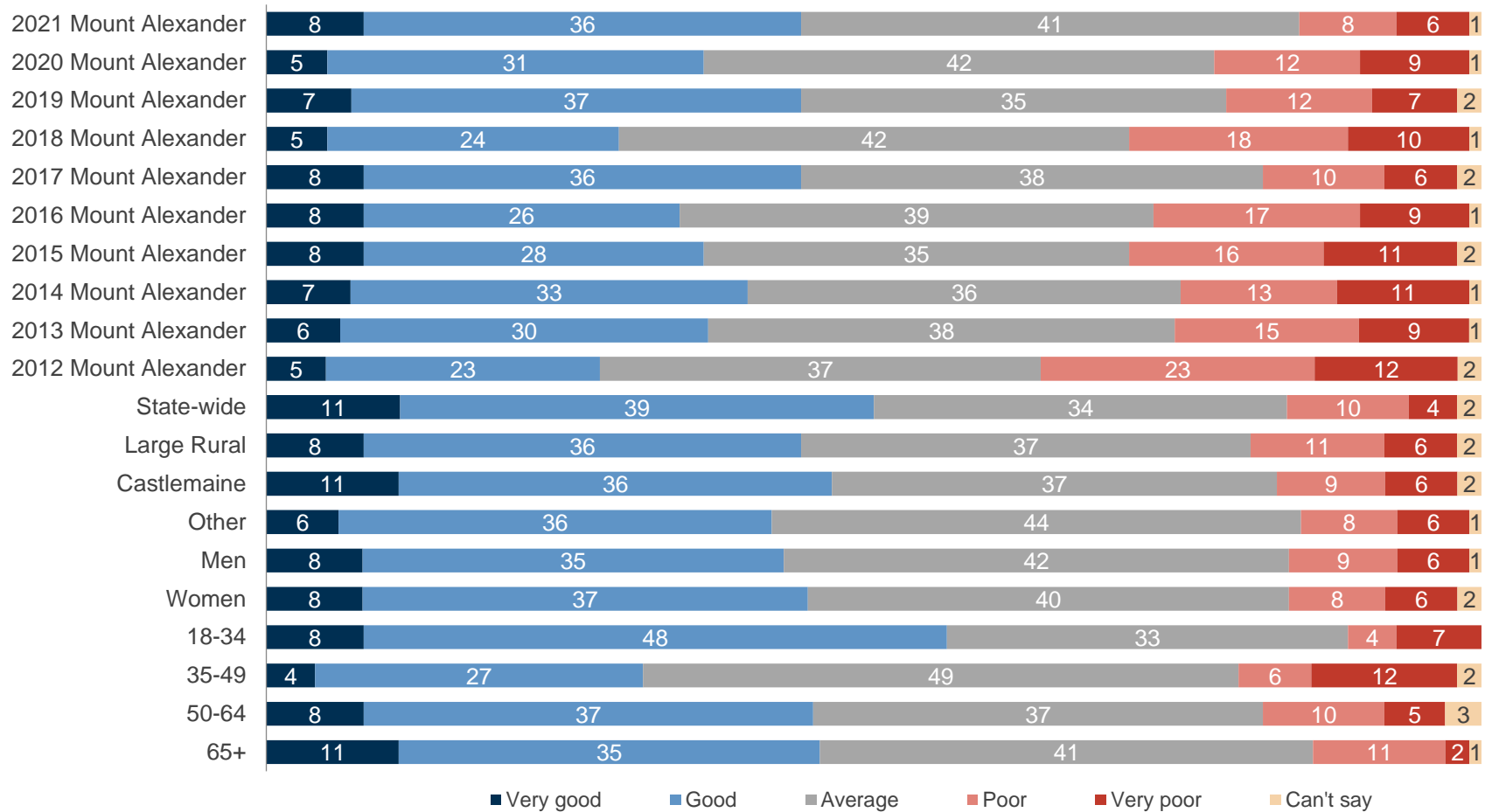
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Overall performance

2021 overall performance (%)



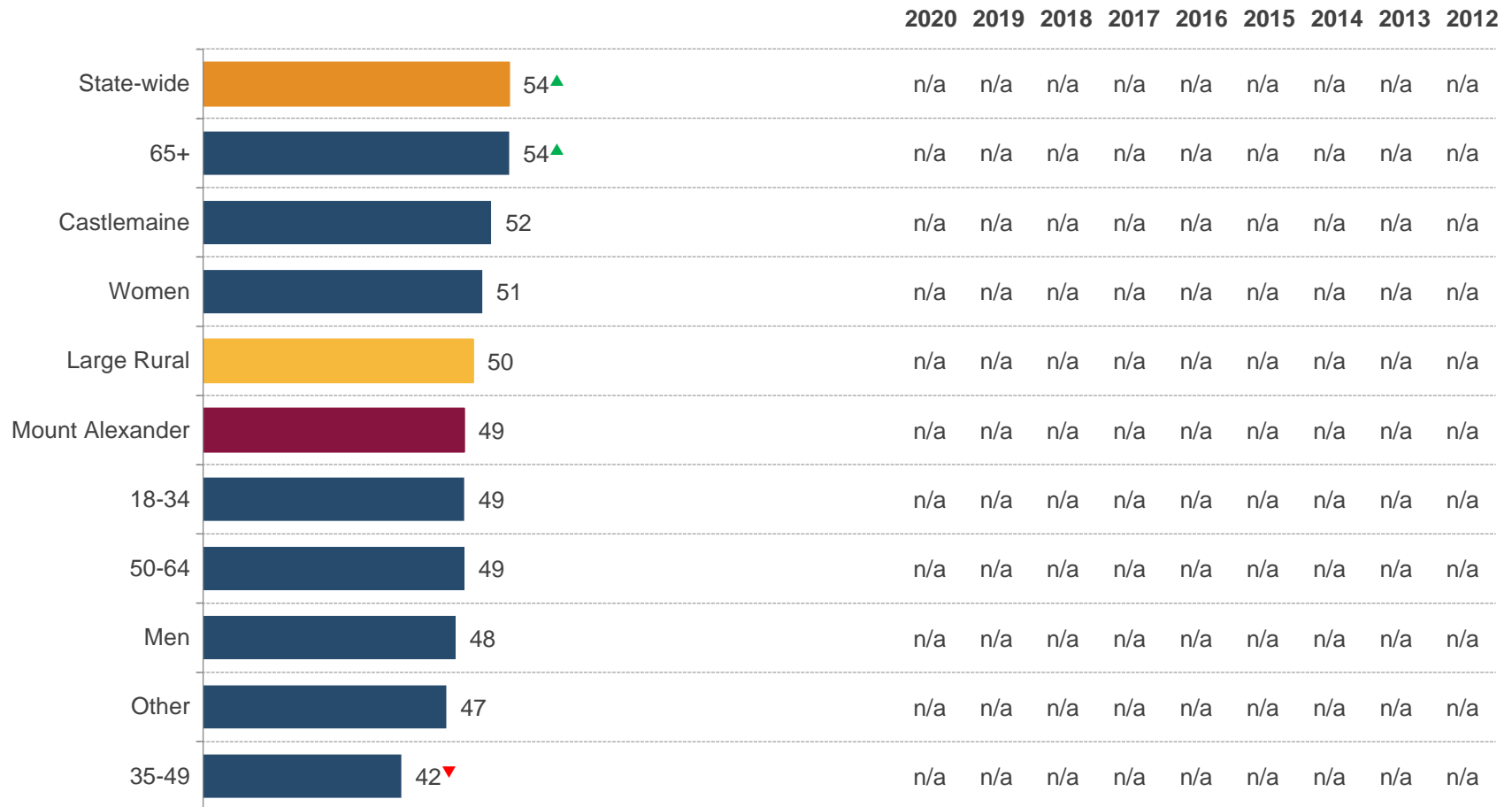
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Mount Alexander Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



Value for money in services and infrastructure

2021 value for money (index scores)



Q3b. How would you rate Mount Alexander Shire Council at providing good value for money in infrastructure and services provided to your community?

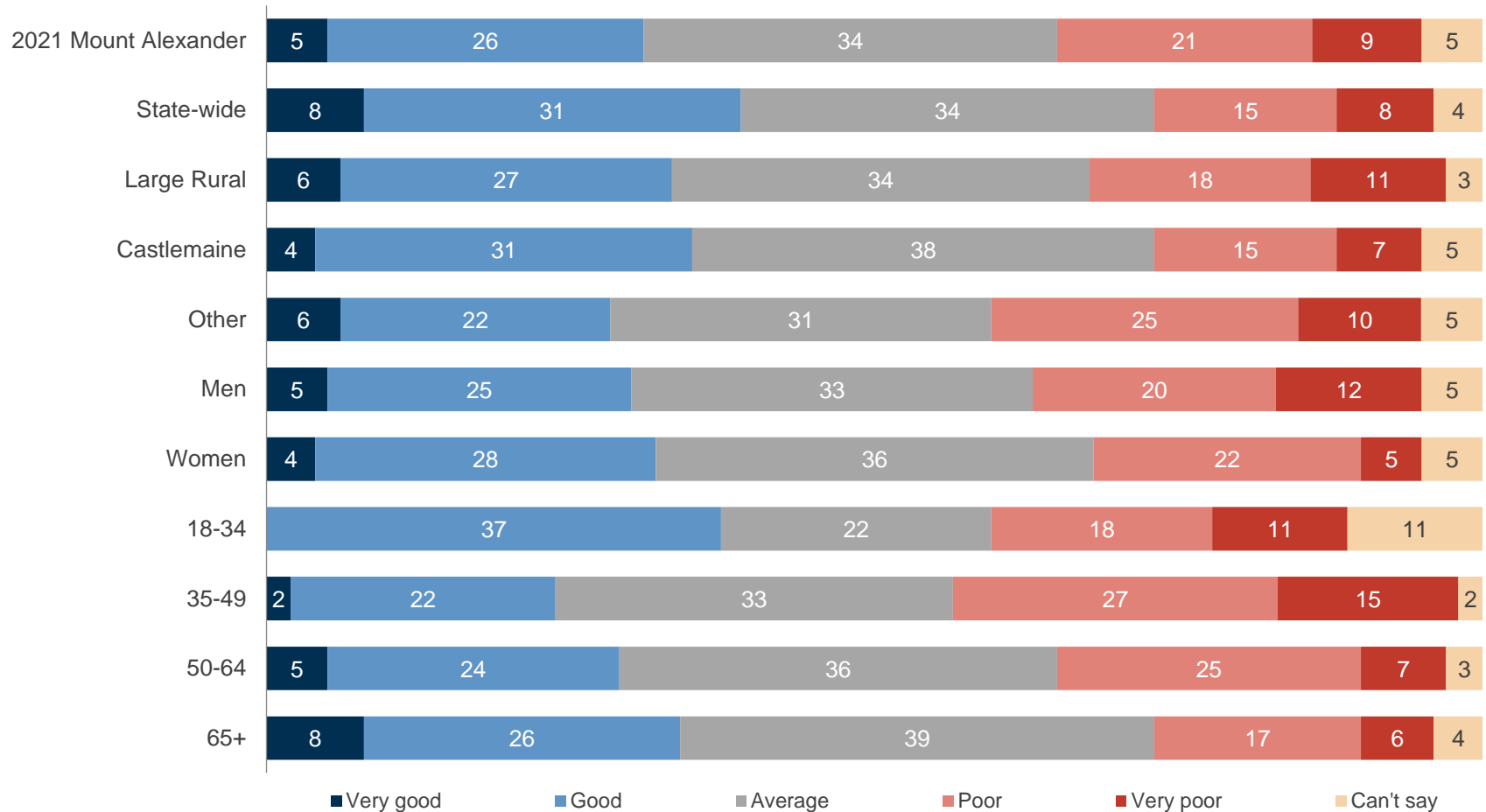
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Value for money in services and infrastructure

2021 value for money (%)



Q3b. How would you rate Mount Alexander Shire Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19



Top performing service areas

COVID-19 response (index score of 74) is the area where Council performs best in 2021. Council performs in line with the Large Rural group and State-wide averages (74 and 73 respectively) in this service area.

Appearance of public areas is Council's next highest rated service area (index score of 73, new peak rating), followed by:

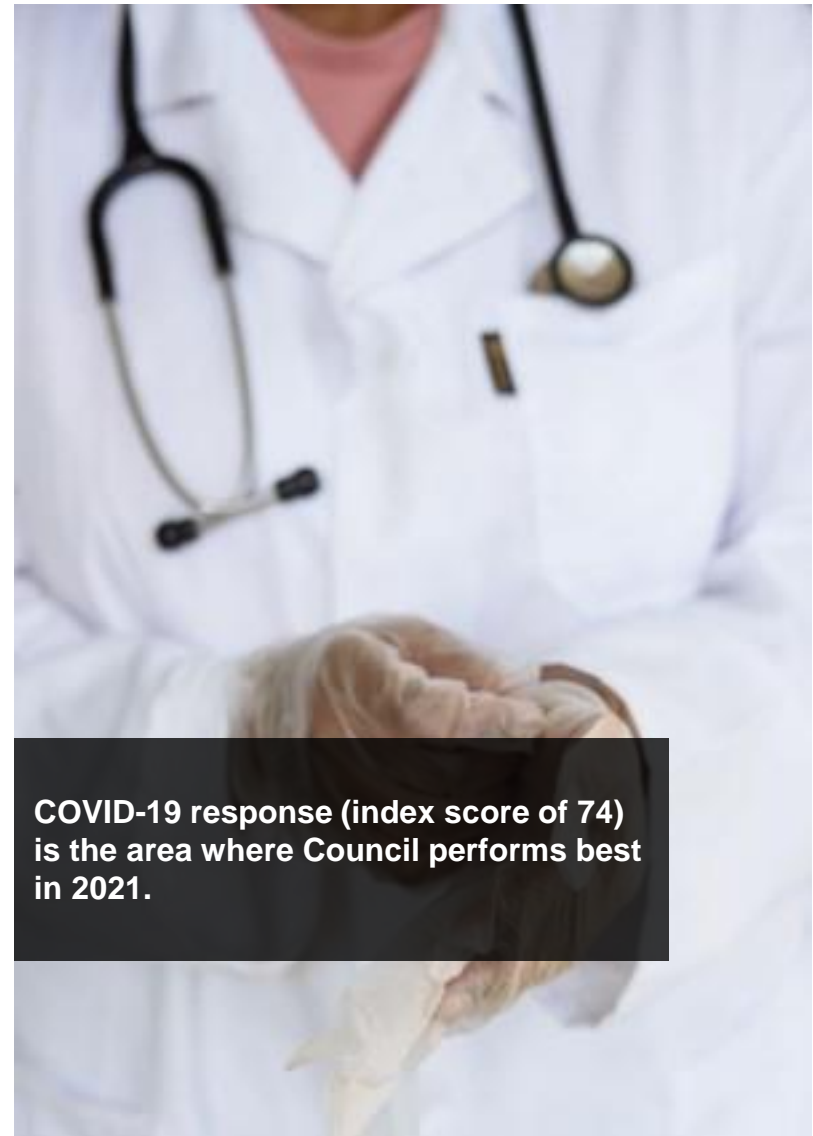
- Emergency and disaster management (index score of 68, up a significant six points from 2020)
- Community and cultural activities (index score of 68).

Castlemaine residents rate Council significantly higher than average on community and cultural activities.

Council performs significantly higher than the Large Rural group average on the appearance of public areas, and emergency and disaster management. However, Council performs significantly lower than the group and State-wide averages in the area of emergency and disaster management.

- Notably, residents are most likely to volunteer parks and gardens (10%) as the best thing about Council.

Perceptions of Council performance improved significantly in most areas with the biggest gains occurring in the areas of waste management and informing the community (increase of nine points each from 2020).



COVID-19 response (index score of 74) is the area where Council performs best in 2021.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of building and planning permits and unsealed roads (index score of 46 for each).

Council did not experience any significant declines in performance ratings in 2021.

Council rates lowest in the areas of building and planning permits (index score of 46) and unsealed roads (also with an index score of 46, up a significant five points from 2020).

- Castlemaine residents rate Council significantly higher than average (index score of 52, up six points from 2020) on unsealed roads. Ratings are notable lower among residents of Other areas (index score of 42), suggesting the issue could be somewhat localised.
- Council rates in line with Large Rural group averages on both measures. Council rates in line with the State-wide average for unsealed roads but significantly lower than the State-wide average for planning and building permits.
- Particular attention is needed on planning and building permits as this service area has a moderate influence on overall performance ratings. Addressing resident concerns here will help improve overall community perceptions.

Of note, one in ten residents volunteer sealed (11%) and unsealed road (8%) maintenance among the most frequently mentioned Council areas in need of improvement.



Individual service area performance

2021 individual service area performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
COVID-19 response	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	73	72	70	68	70	66	69	n/a	n/a	n/a
Emergency & disaster mngt	68	62	68	65	66	62	n/a	n/a	n/a	n/a
Community & cultural	68	68	72	70	73	68	72	n/a	n/a	n/a
Enforcement of local laws	66	63	65	63	64	59	61	n/a	n/a	n/a
Family support services	65	60	65	62	64	59	n/a	n/a	n/a	n/a
Elderly support services	65	62	66	63	66	60	62	n/a	n/a	n/a
Environmental sustainability	65	59	61	64	63	62	63	n/a	n/a	n/a
Recreational facilities	64	62	65	62	63	56	59	60	n/a	n/a
Tourism development	62	64	65	63	67	61	n/a	n/a	n/a	n/a
Informing the community	61	52	57	55	58	52	55	n/a	n/a	n/a
Waste management	58	49	55	58	60	52	58	n/a	n/a	n/a
Sealed local roads	56	50	56	49	53	52	48	53	n/a	n/a
Business & community dev.	56	54	54	53	56	49	n/a	n/a	n/a	n/a
Lobbying	55	51	54	52	50	48	54	53	55	47
Community decisions	55	49	52	45	52	44	48	49	n/a	n/a
Consultation & engagement	55	51	56	52	53	49	52	52	51	45
Town planning policy	53	49	n/a	n/a	n/a	n/a	n/a	48	n/a	n/a
Parking facilities	53	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Local streets & footpaths	51	48	49	46	46	46	46	n/a	n/a	n/a
Population growth	51	47	50	47	52	46	n/a	n/a	n/a	n/a
Unsealed roads	46	41	43	40	46	42	n/a	44	n/a	n/a
Planning & building permits	46	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

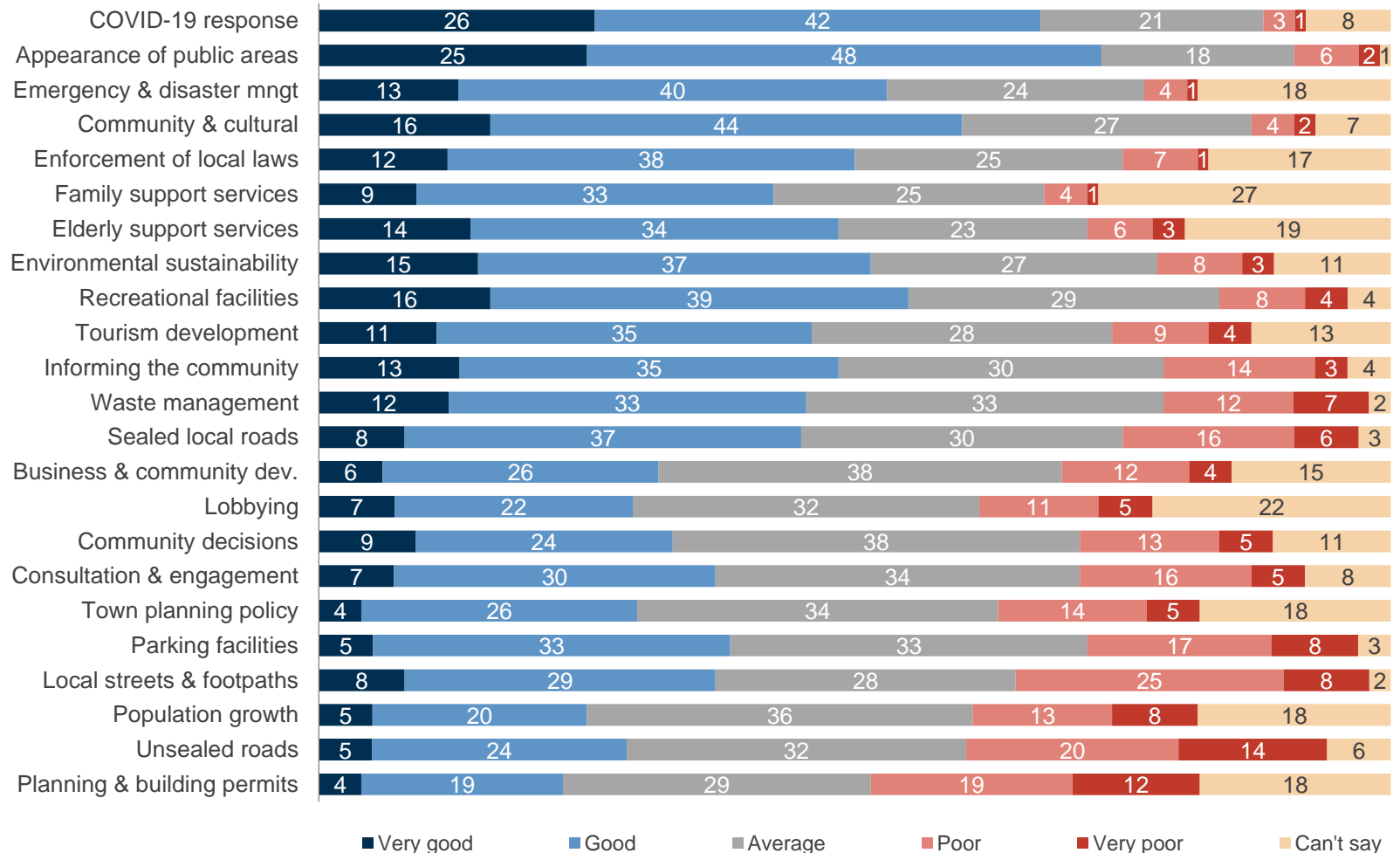
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Individual service area performance

2021 individual service area performance (%)





Individual service area importance

2021 individual service area importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Community decisions	83	80	78	81	81	79	82	82	n/a	n/a
Elderly support services	82	81	79	81	81	79	82	n/a	80	n/a
Waste management	81	83	79	82	78	79	79	80	79	n/a
Emergency & disaster mngt	80	80	78	80	80	80	n/a	n/a	n/a	n/a
Local streets & footpaths	77	76	75	75	76	76	78	78	77	n/a
Unsealed roads	77	78	75	78	77	76	n/a	78	78	n/a
Sealed local roads	77	77	75	77	78	75	n/a	n/a	n/a	n/a
Consultation & engagement	77	77	72	75	76	75	79	80	79	n/a
Planning & building permits	76	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	76	77	74	74	75	75	78	78	80	n/a
Family support services	76	71	72	72	73	70	n/a	n/a	n/a	n/a
Population growth	75	74	71	74	73	73	n/a	n/a	n/a	n/a
Town planning policy	74	71	n/a	n/a	n/a	n/a	n/a	76	77	n/a
Environmental sustainability	74	74	74	71	73	72	73	n/a	n/a	n/a
Appearance of public areas	73	71	71	73	72	71	73	74	73	n/a
Recreational facilities	71	70	70	73	71	70	71	73	n/a	n/a
COVID-19 response	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Business & community dev.	71	68	67	70	70	72	n/a	n/a	n/a	n/a
Lobbying	68	68	65	65	68	68	70	70	70	n/a
Parking facilities	67	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Enforcement of local laws	66	66	65	67	67	67	71	n/a	n/a	n/a
Community & cultural	64	62	61	62	63	61	61	n/a	n/a	n/a
Tourism development	62	60	60	61	60	62	n/a	n/a	n/a	n/a

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

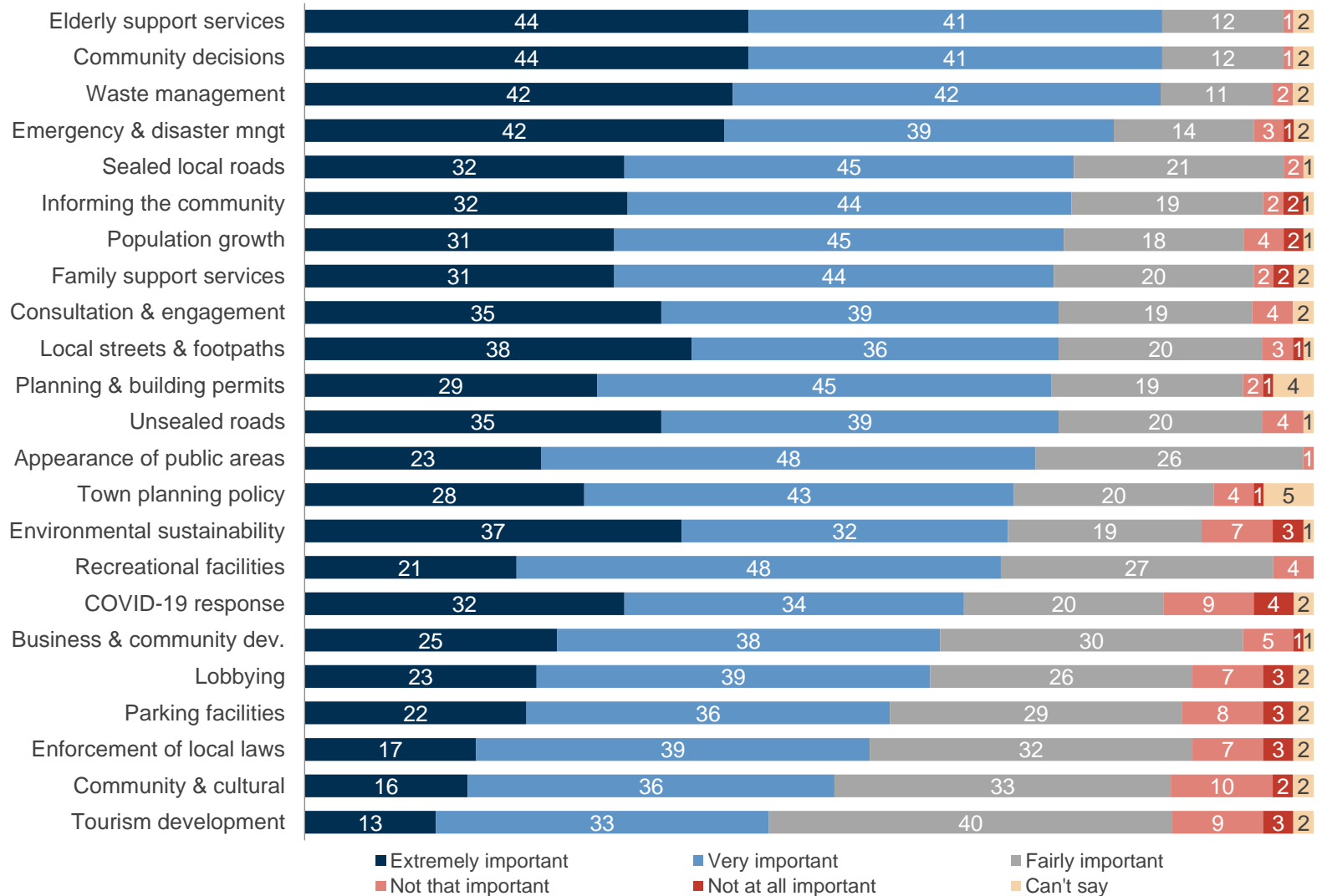
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 9

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



Individual service area importance

2021 individual service area importance (%)



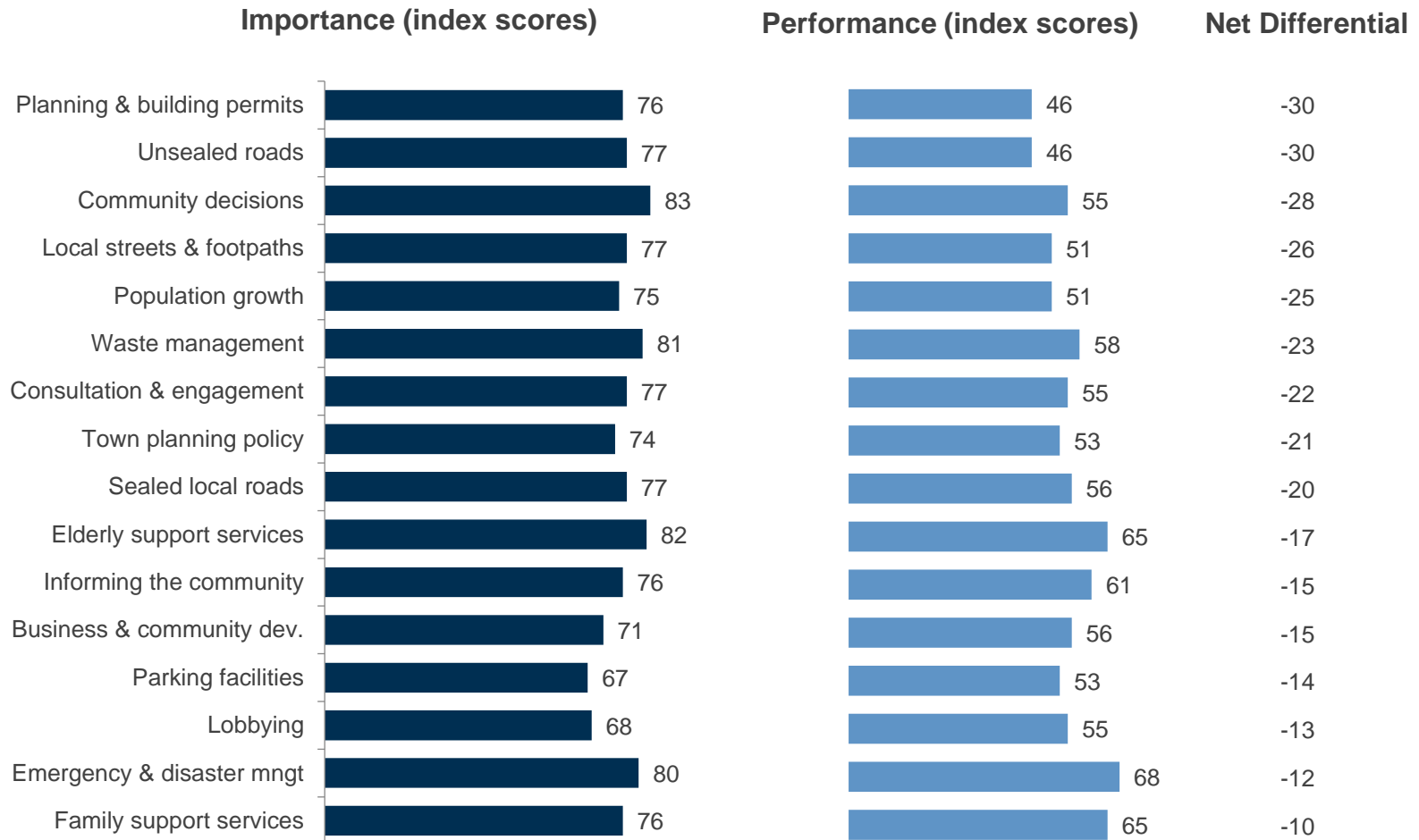
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 34 Councils asked group: 9



Individual service areas importance vs performance

Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary.



Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number, which may result in differences of +/-1% in the importance and performance scores and the net differential scores.



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

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

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

- The condition of sealed local roads
- Community consultation and engagement
- Recreational facilities
- Business and community development
- Planning and building permits.

Looking at these key service areas only, recreational facilities has a reasonably high performance index (64) and a moderate influence on the overall performance rating. Maintaining this positive result should remain a focus but there is greater work to be done elsewhere.

Service areas that have a stronger influence on overall perceptions, but where Council is performing less well, are community consultation and the condition of sealed local roads (performance index score of 55 and 56 respectively).

Council's performance on business and community development is also rated less well (performance index score of 56) but has a more moderate influence on the overall performance rating.

Consulting with residents on key local issues, particularly in relation to business and community development, and attending to their concerns about sealed local roads can also help shore up positive opinion of Council.

However, most in need of attention is planning and building permits, which is poorly rated (performance index of 46) and a moderate influence on overall ratings of Council performance.

It will be important to address resident concerns about Council's approach to these permits to help improve overall community perceptions.



Regression analysis explained

We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents the council performance index for each individual service. Service areas appearing on the right-side of the chart have a higher performance index than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The regressions are shown on the following two charts.

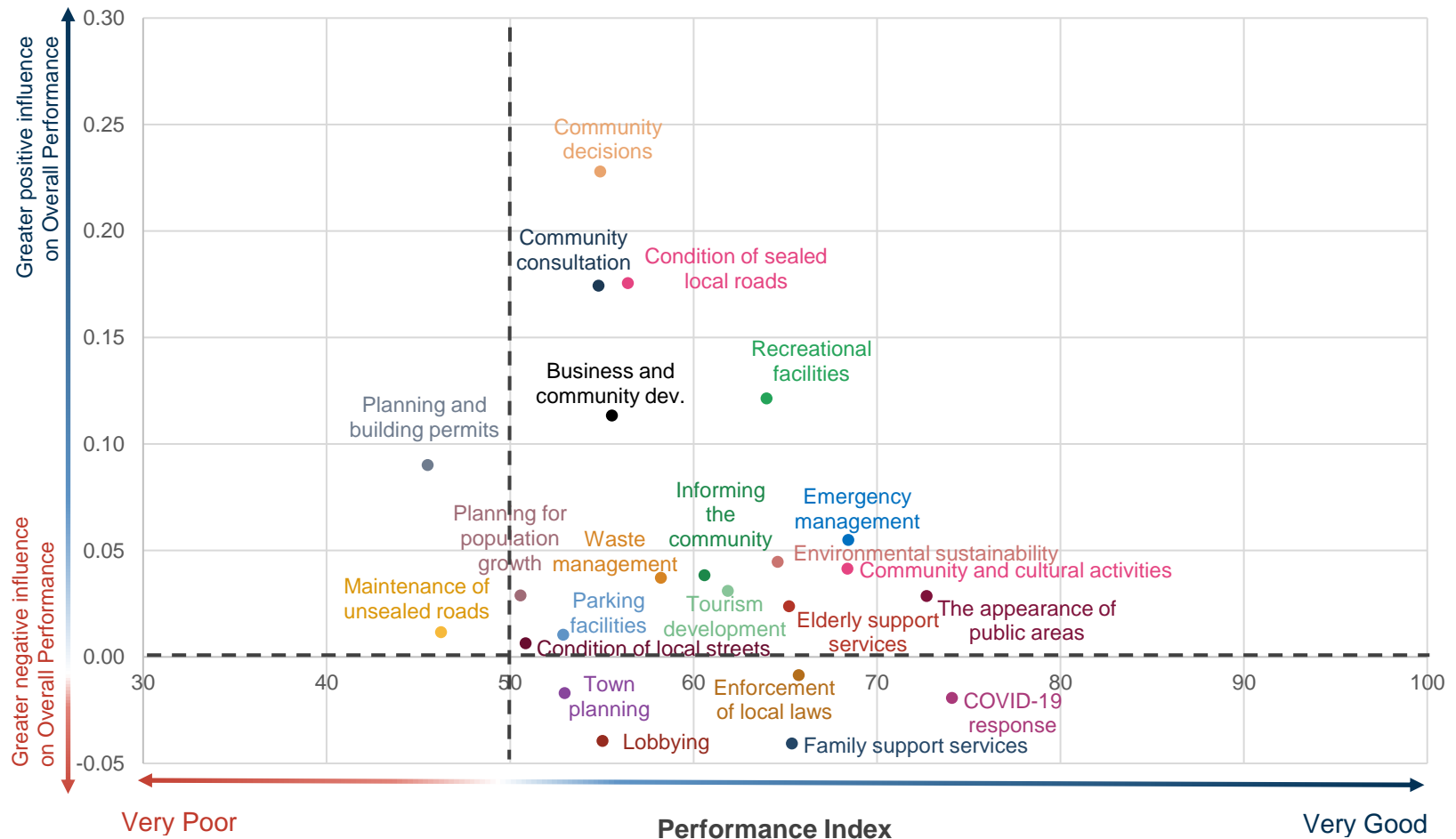
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

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



Influence on overall performance: all service areas

2021 regression analysis (all service areas)

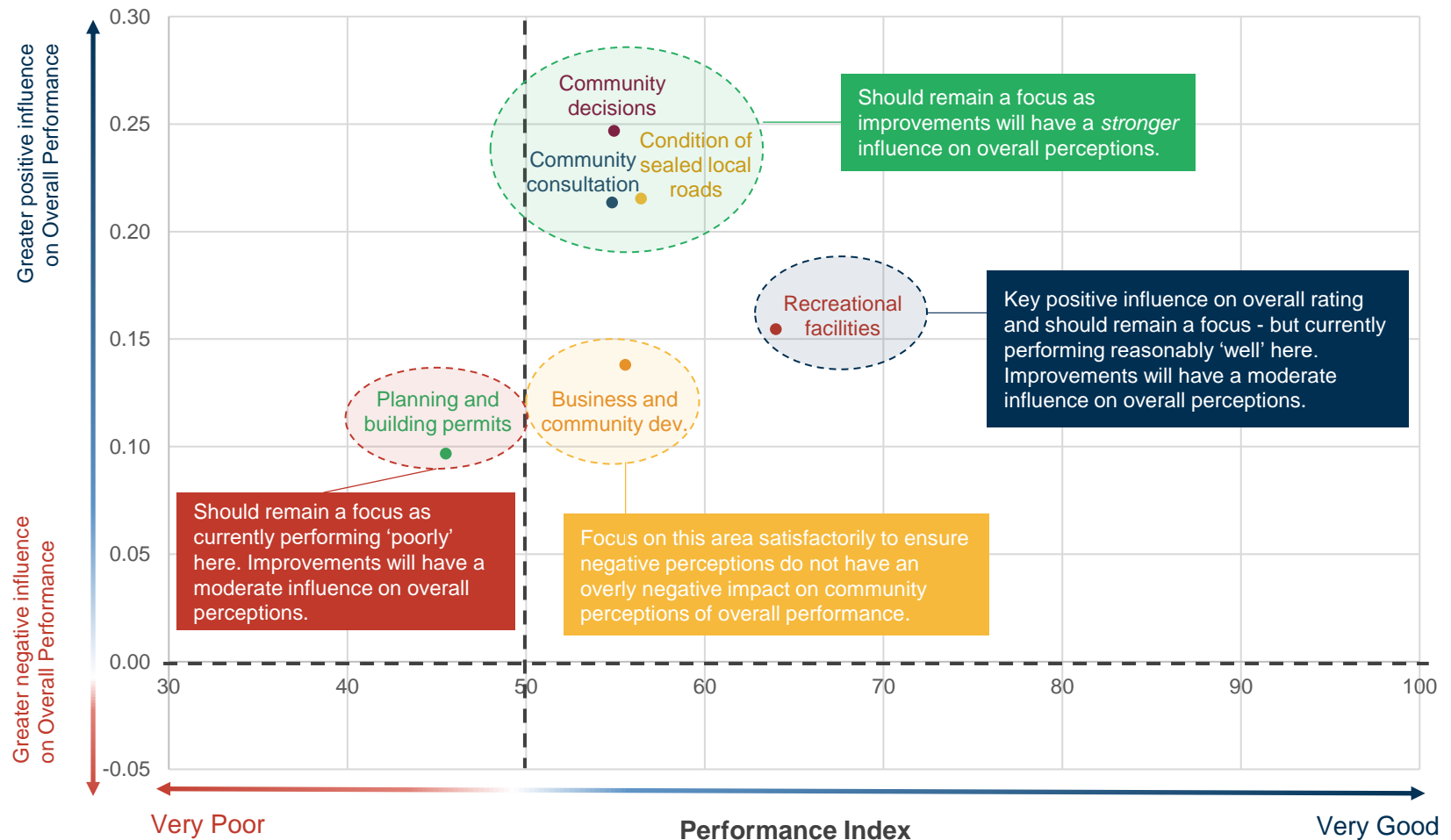


The multiple regression analysis model above (all service areas) has an R^2 value of 0.549 and adjusted R^2 value of 0.522, which means that 55% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 19.94$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2021 regression analysis (key service areas)

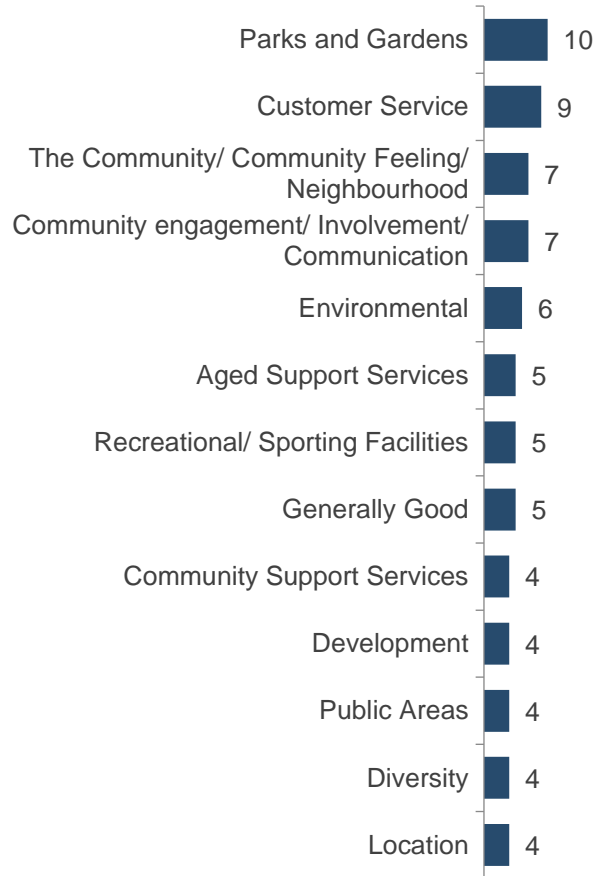


The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.537 and adjusted R^2 value of 0.530, which means that 54% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 75.87$.



Best things about Council and areas for improvement

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



2021 areas for improvement (%)
- Top mentions only -



Q16. Please tell me what is the ONE BEST thing about Mount Alexander Shire Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked state-wide: 28 Councils asked group: 9

Q17. What does Mount Alexander Shire Council MOST need to do to improve its performance?

Base: All respondents. Councils asked state-wide: 45 Councils asked group: 12

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



Customer service



Contact with council and customer service

Contact with council

Two-thirds of Council residents (65%) have had contact with Council in the last 12 months. Rate of contact is slightly lower than last year (70%). Residents aged 35 to 49 years had the most contact with Council (82%, significantly higher than average), while younger residents aged 18 to 34 years had the least contact (52%, significantly lower than average)

Those who contacted Council largely did so by telephone (40%) or in person (34%).



Customer service

Council's customer service index of 70 is a two-point improvement on the 2020 results. Although not a statistically significant improvement, the increase ends three successive years of stagnation. Customer service ratings are now equal to the peak rating achieved in 2017.

- Customer service is rated in line with the Large Rural group and State-wide averages (index scores of 68 and 70 respectively).

Among those who have had contact with Council, more than two-thirds (67%) provide a positive customer service rating of 'very good' or 'good'.

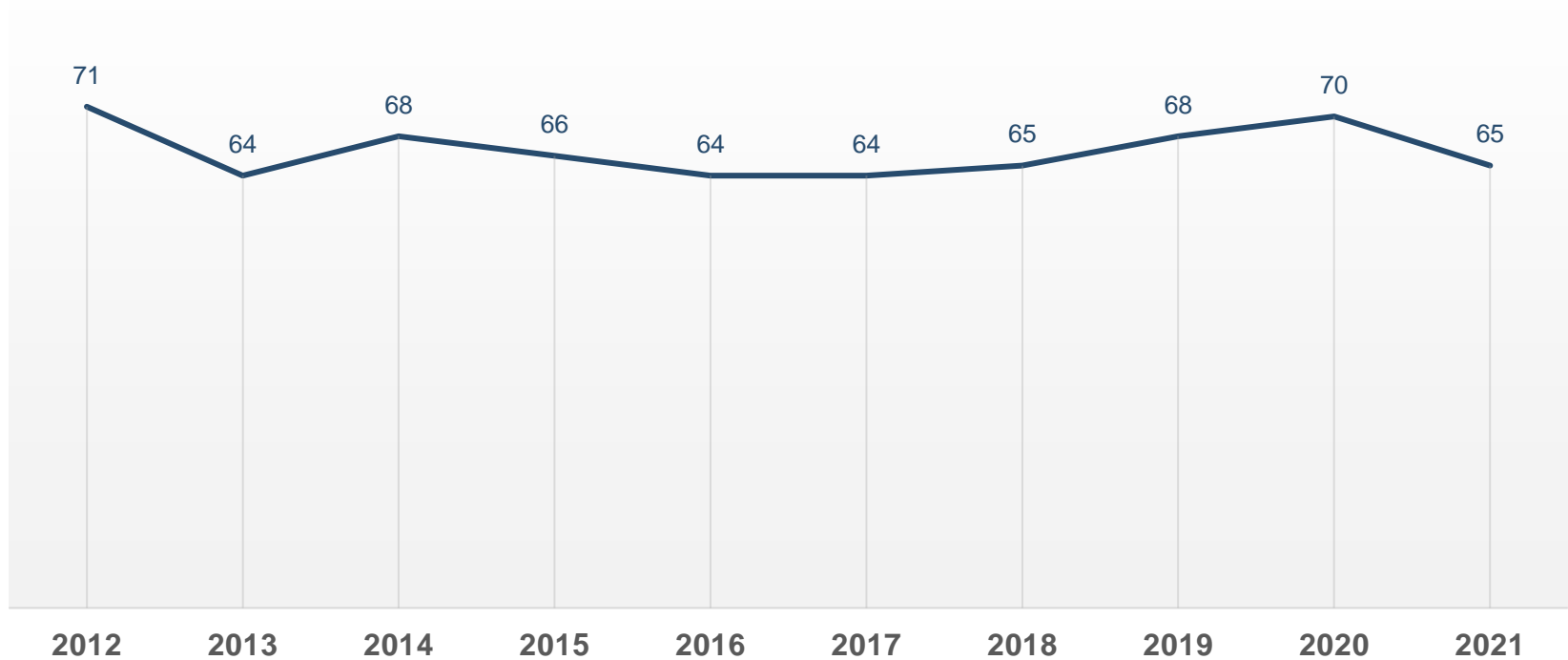
- Perceptions of customer service are mostly consistent across demographic and geographic subgroups. Castlemaine residents (index score of 71) are just slightly more positive in their assessments than residents of Other areas (index score of 69).

Customer service ratings are slightly higher among those who contacted Council in person (index score of 74) versus by telephone (index score of 70).



Contact with council

2021 contact with council (%)
Have had contact



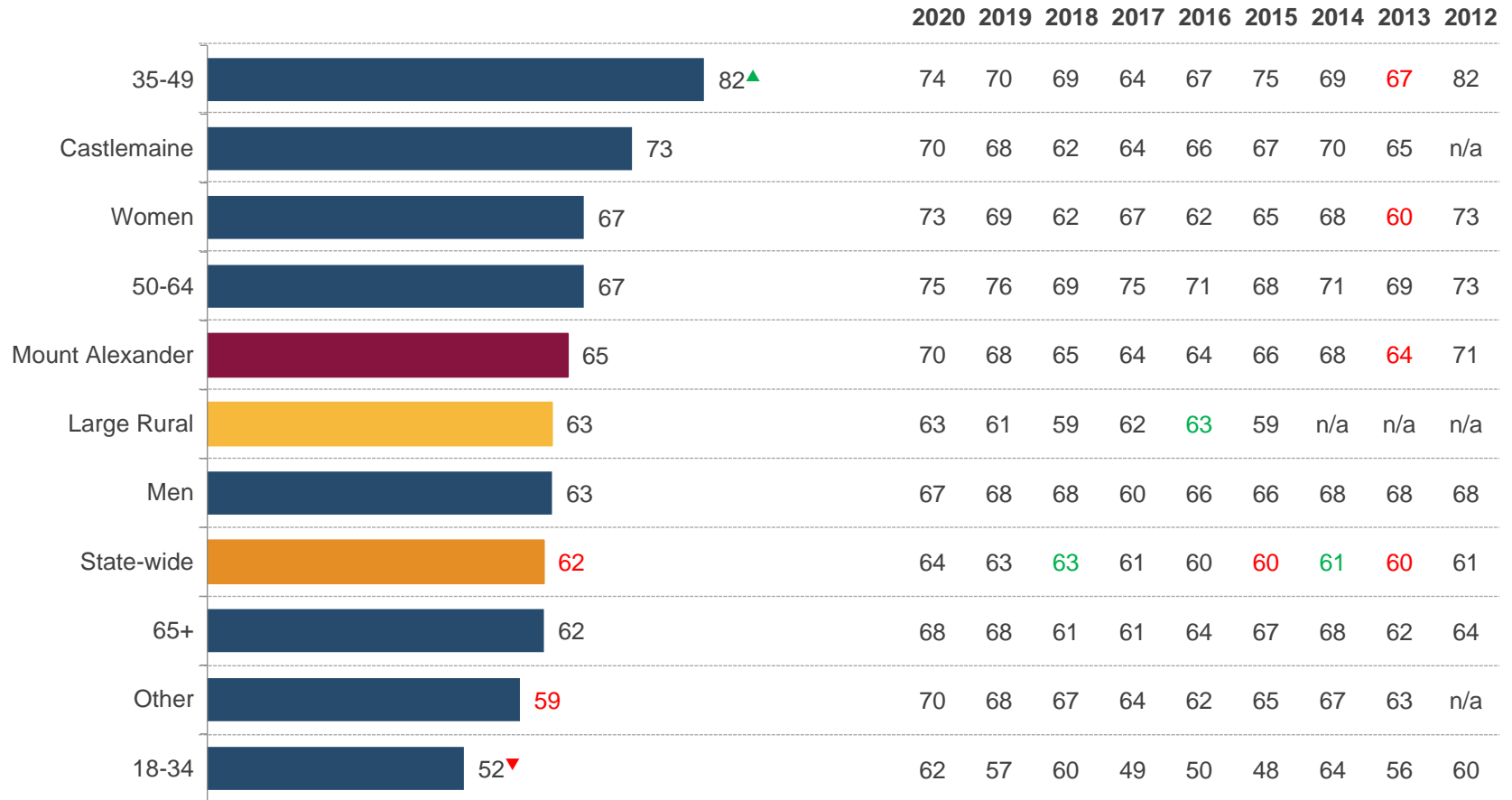
Q5a. Have you or any member of your household had any recent contact with Mount Alexander Shire Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9



Contact with council

2021 contact with council (%)



Q5a. Have you or any member of your household had any recent contact with Mount Alexander Shire Council in any of the following ways?

Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9

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



Customer service rating

2021 customer service rating (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	73	66	77	70	74	63	60	71	61	57
Castlemaine	71	68	71	74	70	65	63	66	65	n/a
Women	71	67	66	68	74	65	65	69	60	58
50-64	70	58	67	63	73	72	62	64	61	61
Mount Alexander	70	68	68	68	70	65	63	64	63	60
Men	70	68	70	67	66	66	60	59	65	62
State-wide	70	70	71	70	69	69	70	72	71	71
65+	70	73	71	70	70	62	62	66	70	57
35-49	70	70	60	70	66	64	65	58	59	63
Other	69	67	66	63	70	65	63	63	60	n/a
Large Rural	68	68	69	67	66	67	67	n/a	n/a	n/a

Q5c. Thinking of the most recent contact, how would you rate Mount Alexander 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.

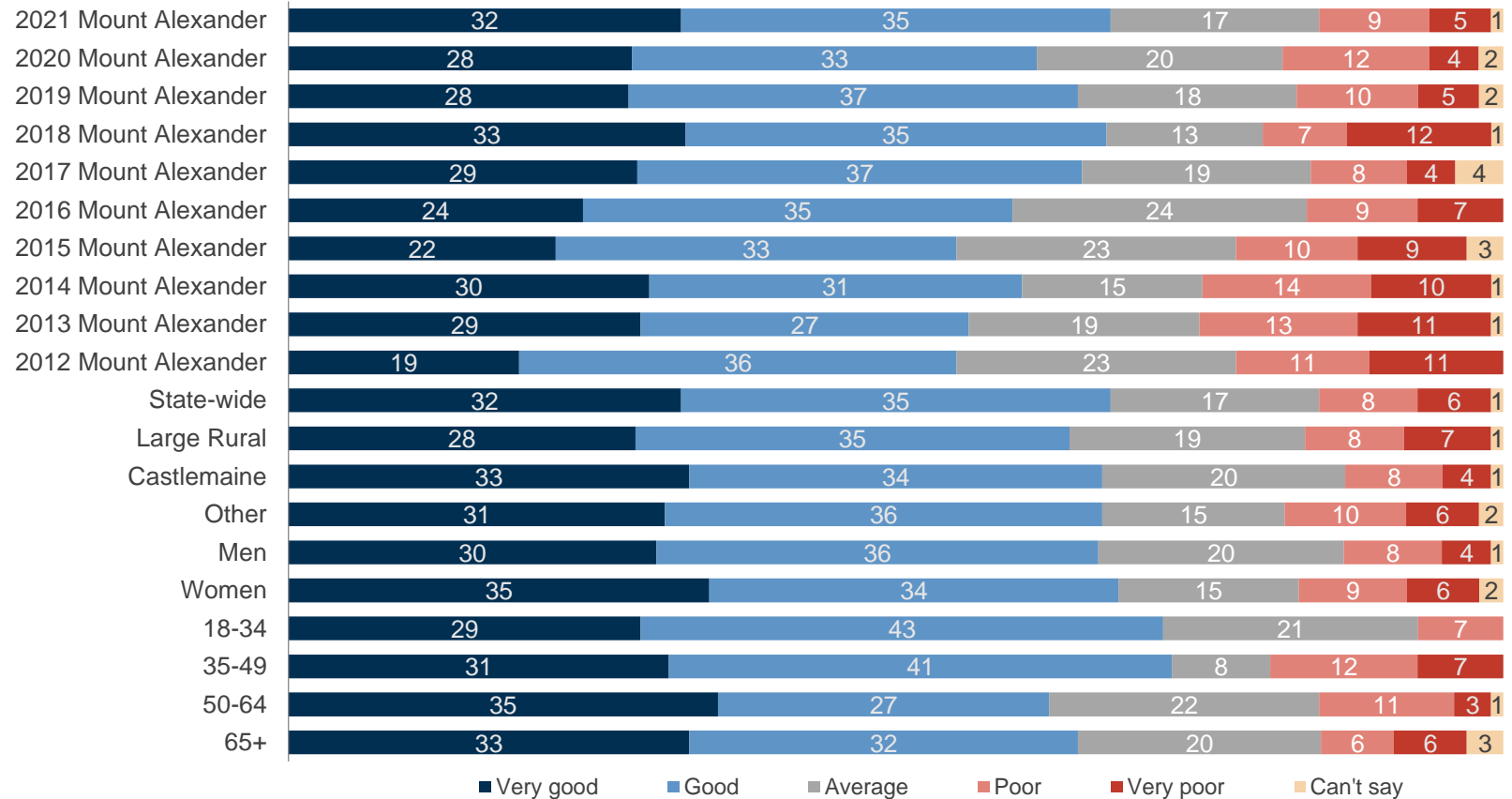
Councils asked state-wide: 66 Councils asked group: 19

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



Customer service rating

2021 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Mount Alexander 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: 66 Councils asked group: 19



Method of contact with council

2021 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



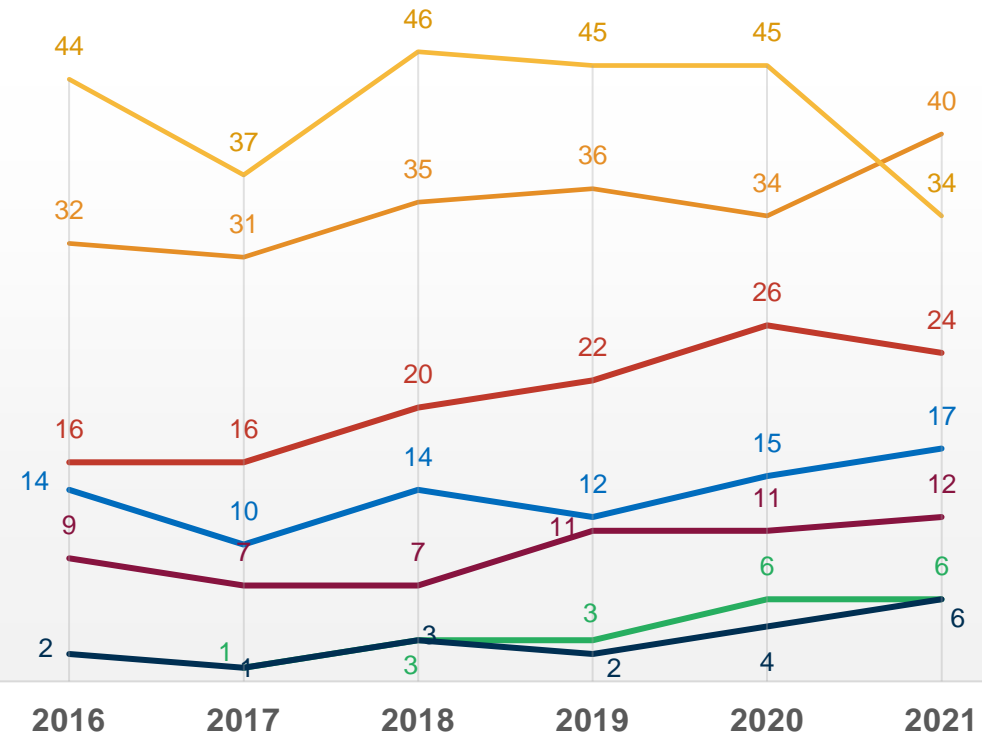
By Email



Via Website



By Social Media



Q5a. Have you or any member of your household had any recent contact with Mount Alexander Shire Council in any of the following ways?

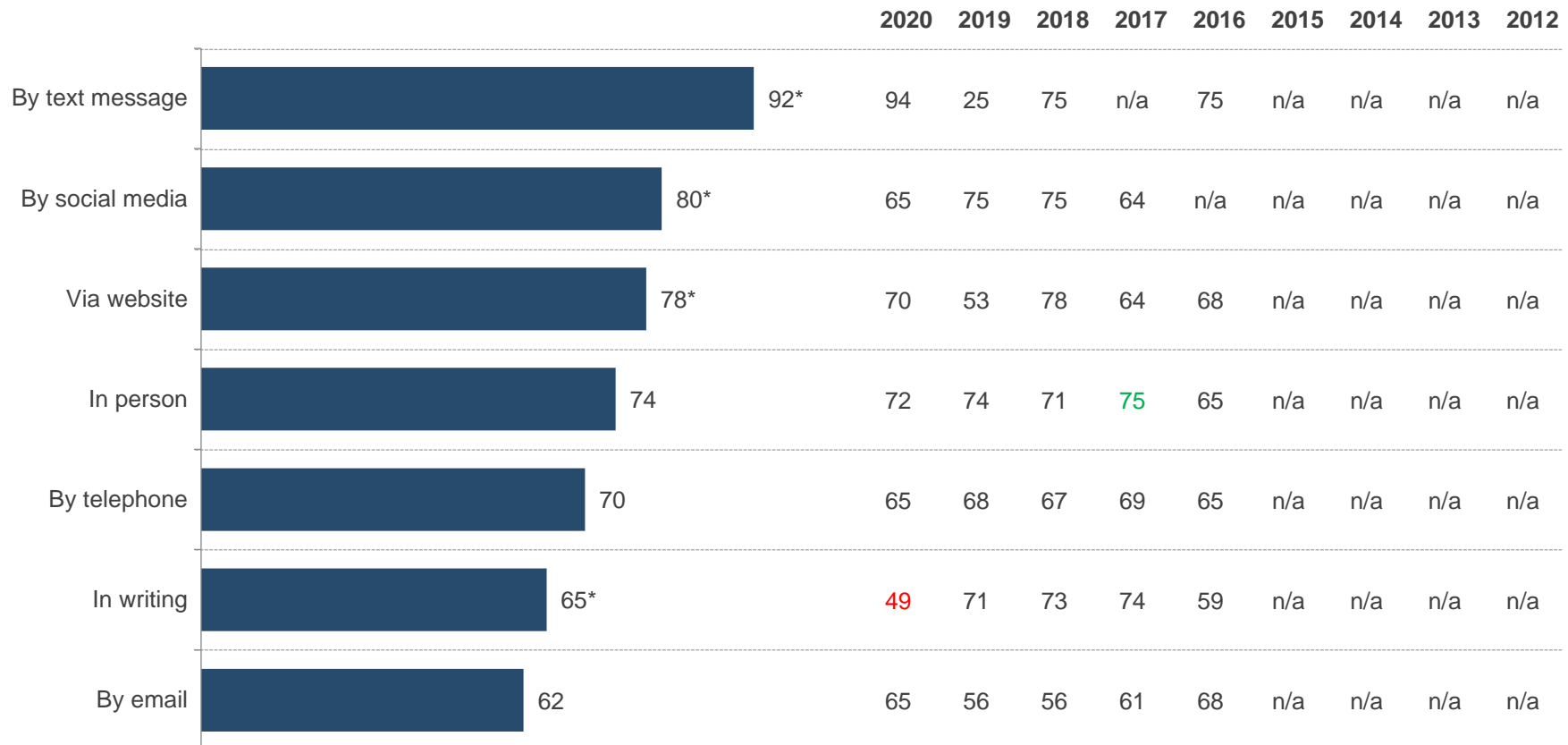
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 9

Note: Respondents could name multiple contacts methods so responses may add to more than 100%



Customer service rating by method of last contact

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



Q5c. Thinking of the most recent contact, how would you rate Mount Alexander 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: 27 Councils asked group: 9

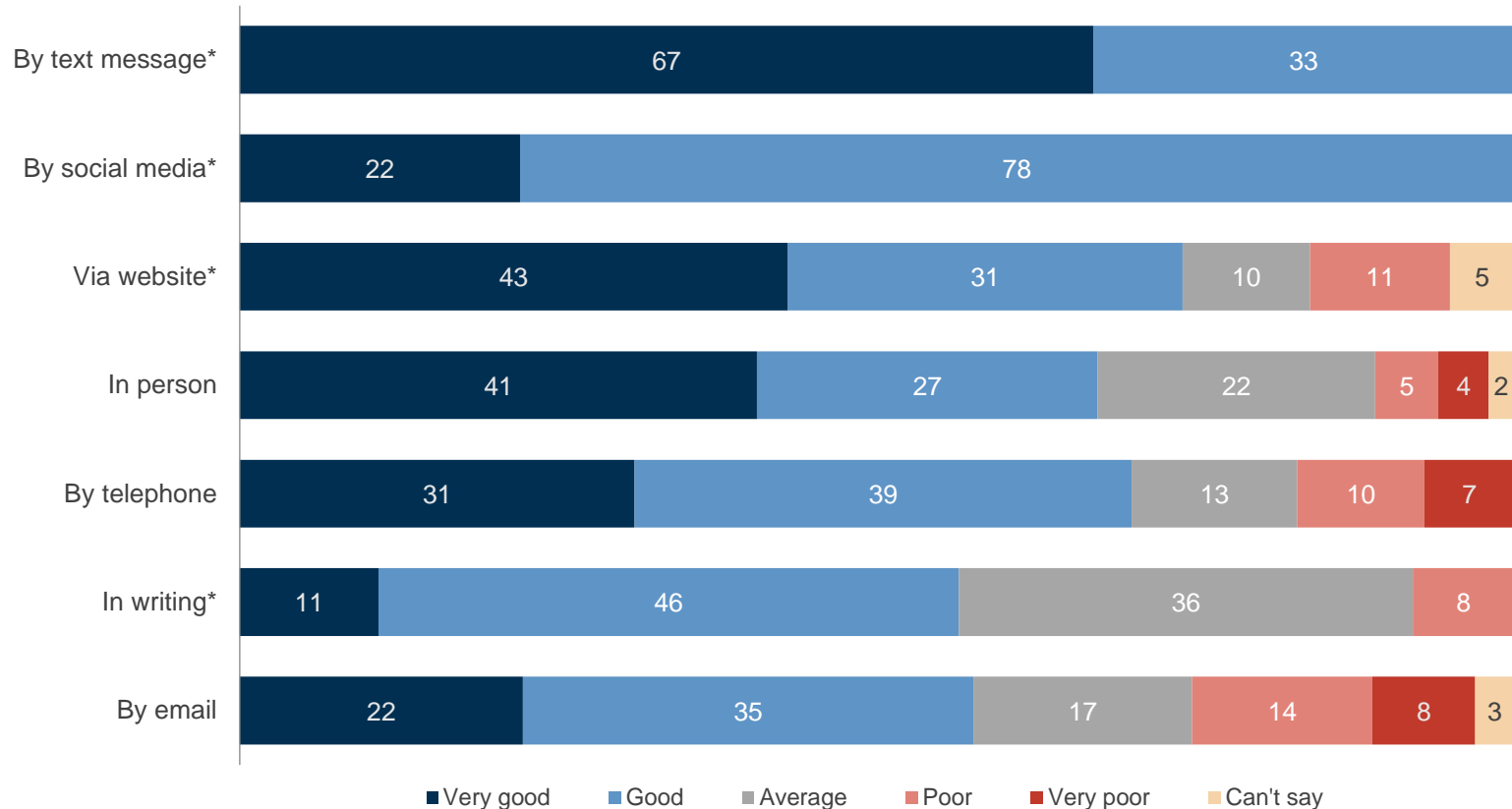
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2021 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Mount Alexander 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: 27 Councils asked group: 9

*Caution: small sample size < n=30



Communication

Communication

The preferred forms of communication from Council are newsletters sent via mail (28%) and via email (24%). Newsletters are preferred by residents both under and over 50 years of age, though preferences depart from there.

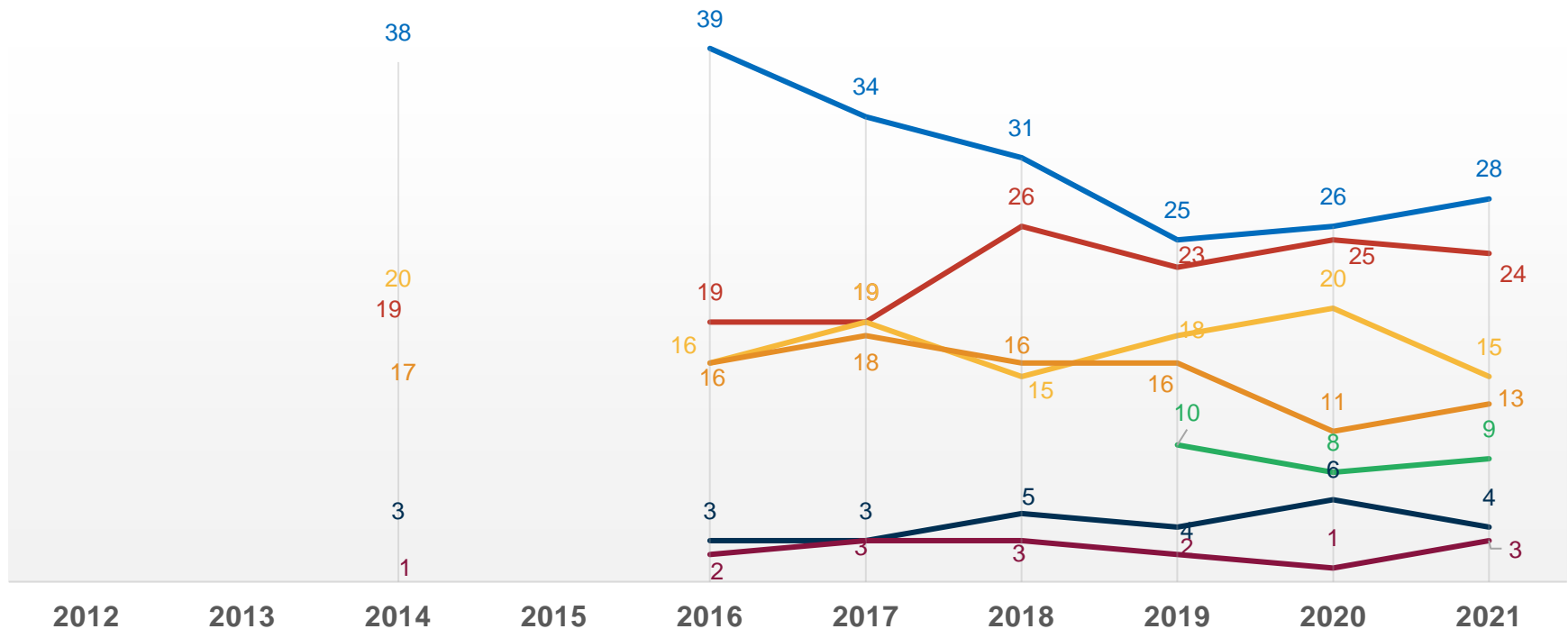
- One in five residents under 50 years of age prefer social media updates (19%) compared to just 2% of residents over 50 years of age.
- One in five residents over 50 years of age prefer advertising in a local newspaper (19%) and 16% a council newsletter insert in a local paper compared to just 8% and 9% respectively of residents under 50 years of age.
- Overall, demand for Council advertising in a local newspaper (15%) declined by five percentage points in the last year.





Best form of communication

2021 best form of communication (%)



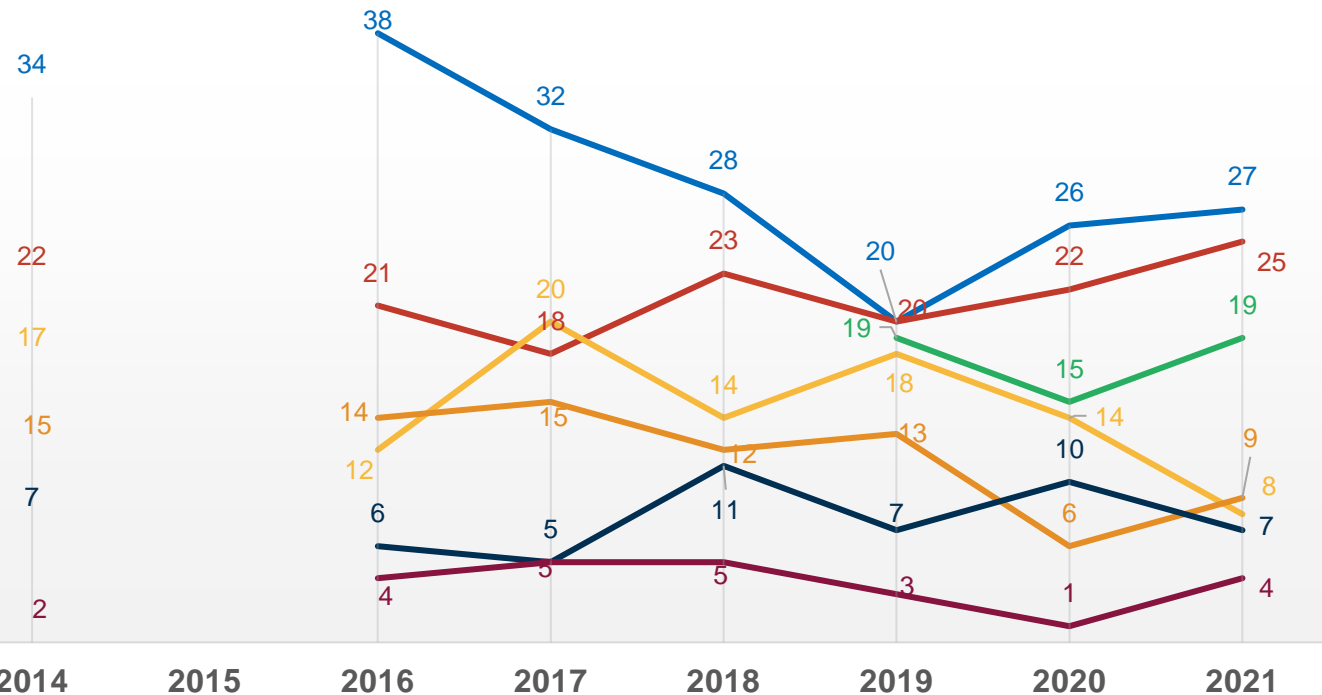
Q13. If Mount Alexander Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents. Councils asked state-wide: 35 Councils asked group: 10
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2021 under 50s best form of communication (%)



Q13. If Mount Alexander Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

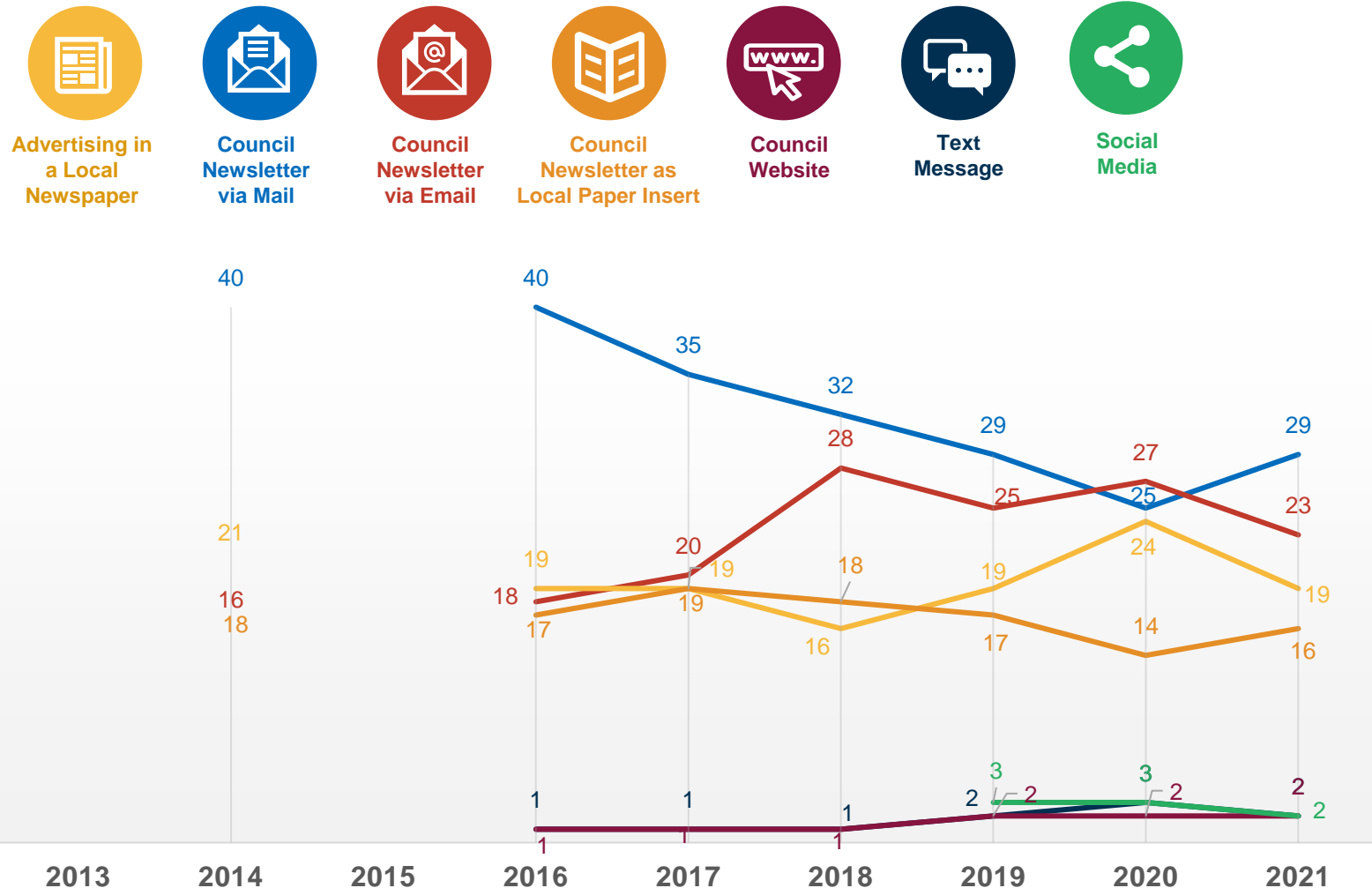
Base: All respondents aged under 50. Councils asked state-wide: 35 Councils asked group: 10

Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2021 over 50s best form of communication (%)



Q13. If Mount Alexander Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?

Base: All respondents aged over 50. Councils asked state-wide: 35 Councils asked state-wide: 10

Note: 'Social Media' was included in 2019.



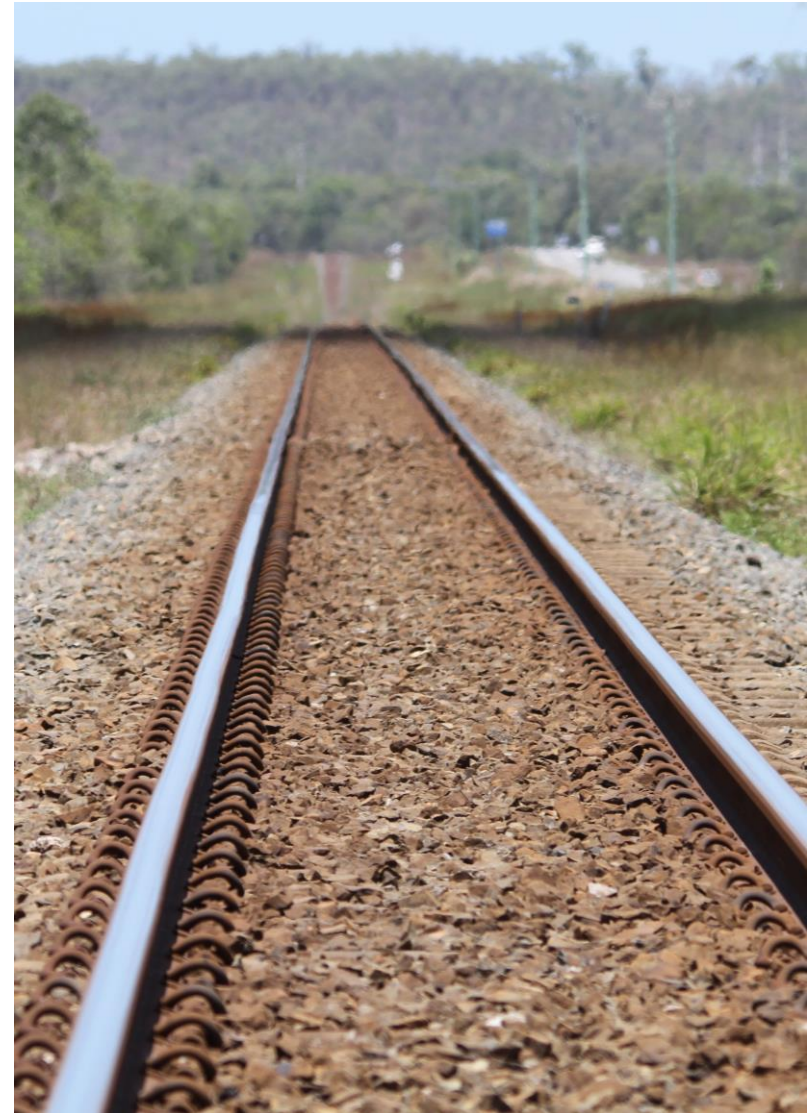
Council direction

Council direction

Perceptions of Council's overall direction improved significantly from 2020, increasing five index points to an index score of 52.

Two-thirds of residents (66%) believe the direction of Council's overall performance has stayed the same over the last 12 months, similar to 2020 (67%).

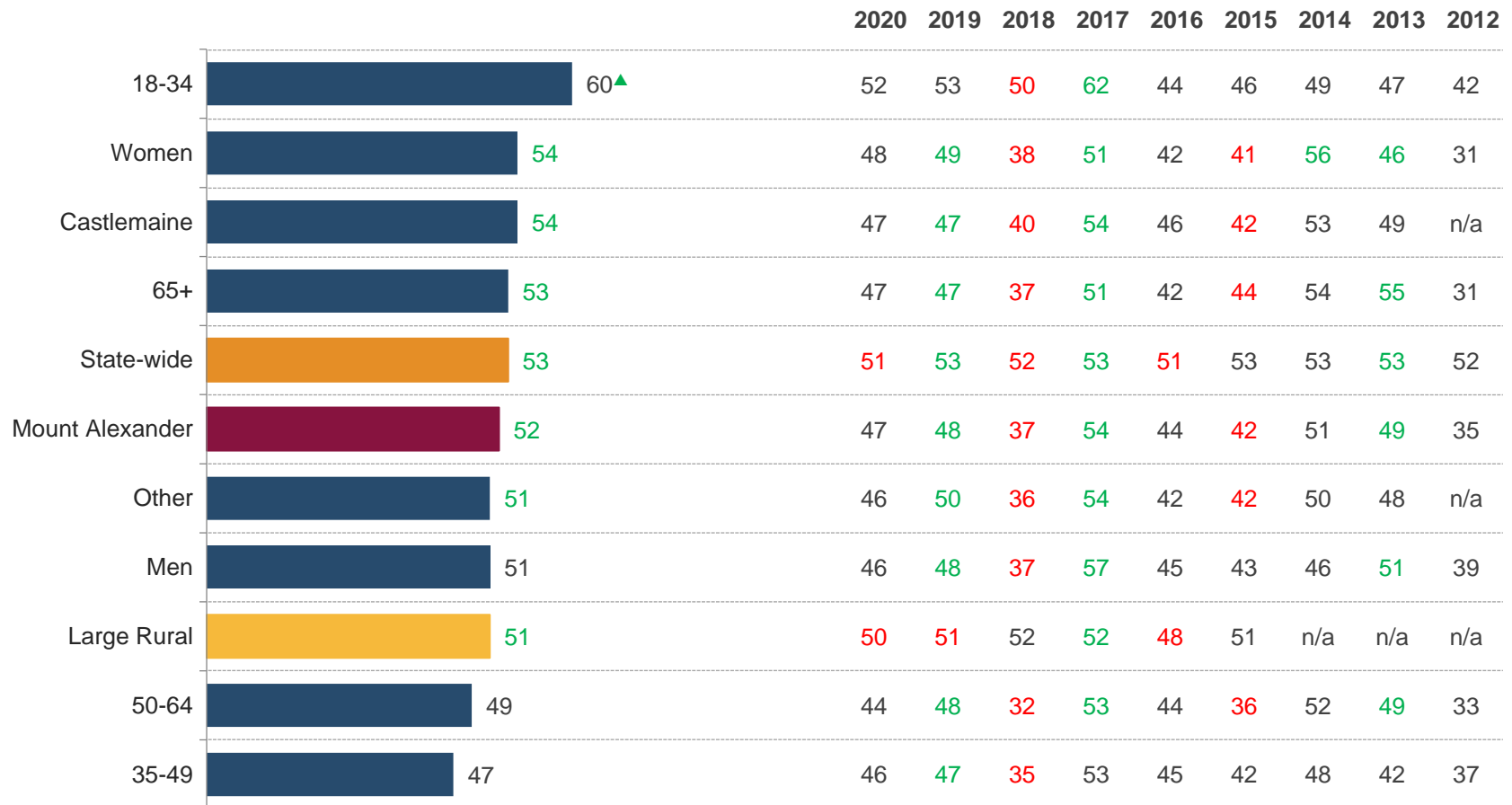
- 16% believe the direction has improved in the last 12 months, up four points.
- 11% believe Council direction has deteriorated, down seven points.
- Residents aged 18 to 34 years (index score of 60, up eight points from 2020) are significantly more positive in their views of Council direction than other groups.
- The least satisfied with Council direction are those aged 35 to 49 years (index score of 47).
- Perceptions of Council direction increased by at least five index points from 2020 among all demographic and geographic subgroups, with the exception of residents aged 35 to 49 years (up one point).





Overall council direction last 12 months

2021 overall council direction (index scores)



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

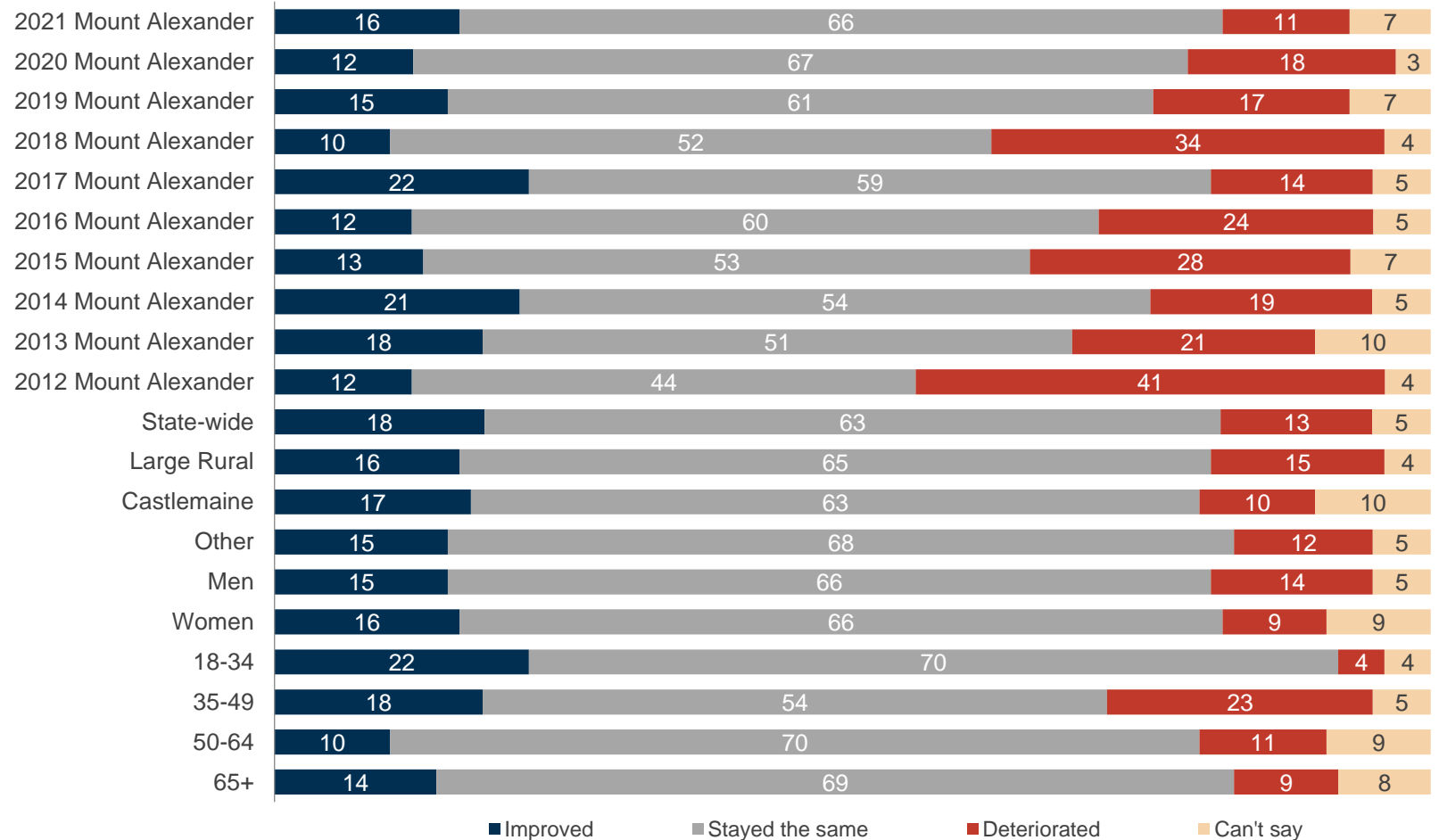
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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



Overall council direction last 12 months

2021 overall council direction (%)



A large, dark blue, stylized letter 'W' graphic that spans the right side of the slide. It has a glowing, network-like pattern of white lines and nodes within its strokes, resembling a map or a data network.

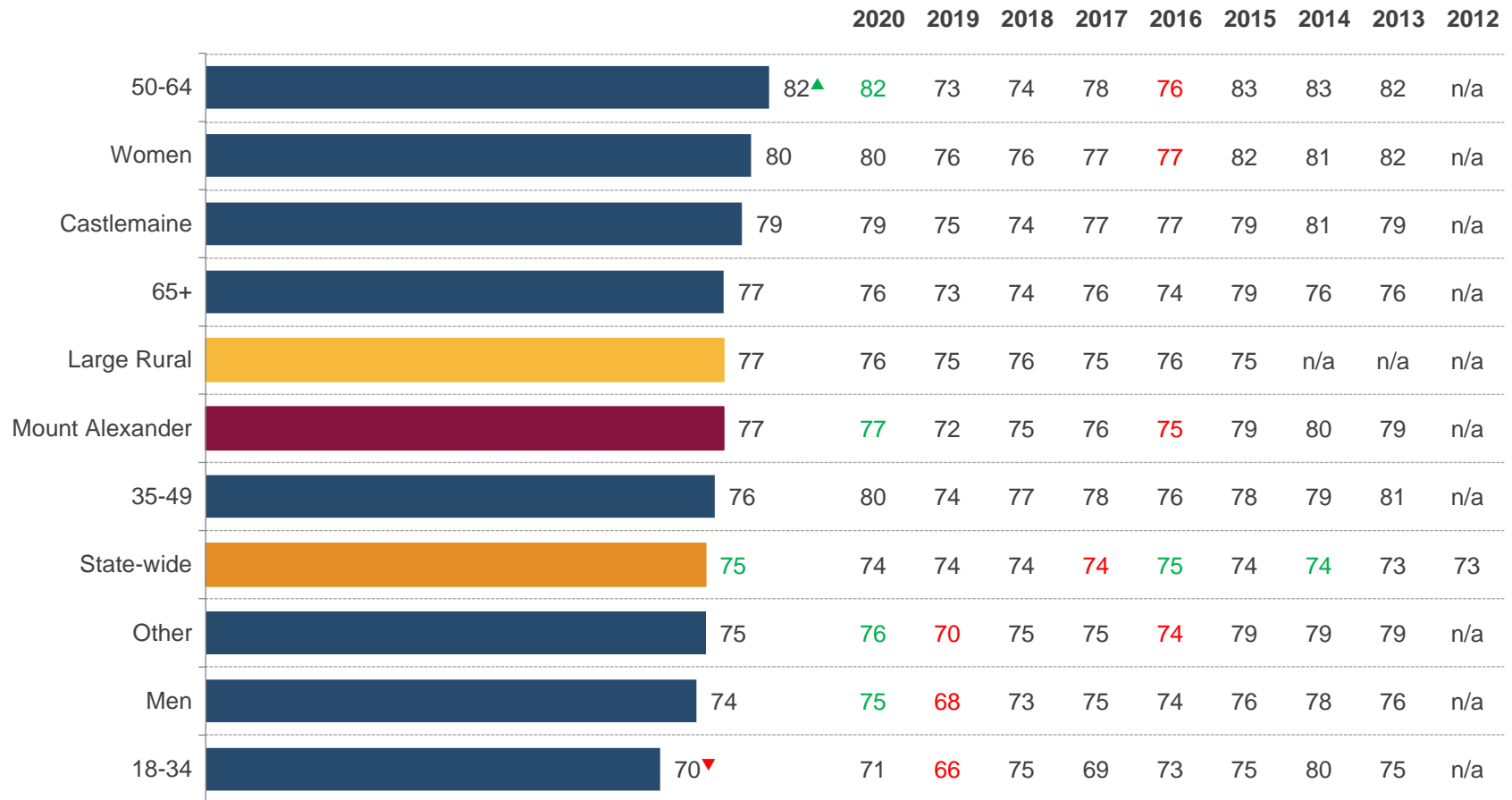
Individual service areas



Community consultation and engagement importance



2021 consultation and engagement importance (index scores)



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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 9

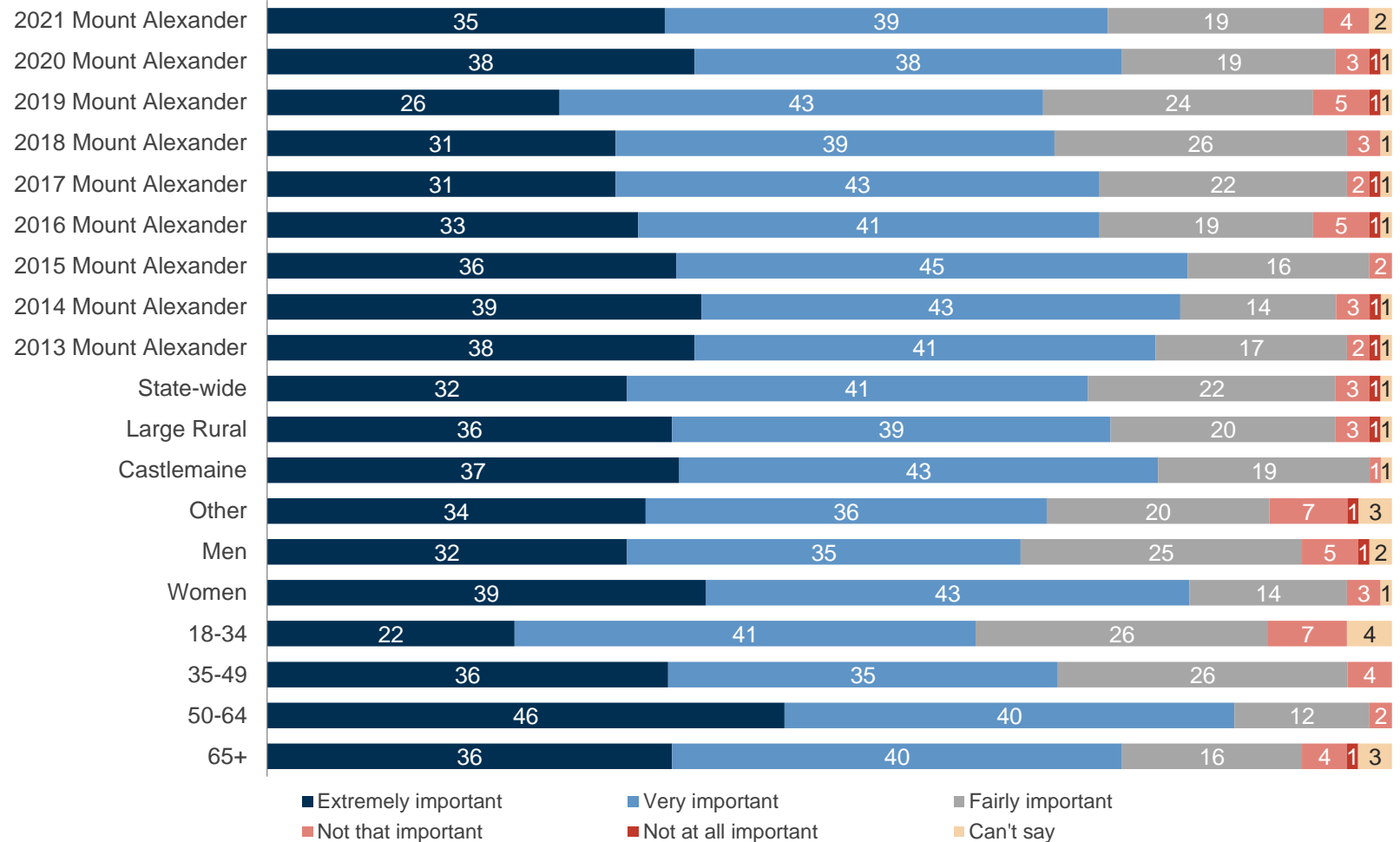
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2021 consultation and engagement importance (%)





Community consultation and engagement performance



2021 consultation and engagement performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	66▲	47	62	52	62	54	55	59	57	53
Men	56	50	58	54	52	51	51	48	49	45
State-wide	56	55	56	55	55	54	56	57	57	57
Other	55	49	55	50	54	48	53	51	51	n/a
Mount Alexander	55	51	56	52	53	49	52	52	51	45
Castlemaine	54	53	56	54	52	50	52	54	51	n/a
65+	54	52	51	52	49	49	52	52	50	37
Large Rural	54	54	54	54	52	52	54	n/a	n/a	n/a
Women	54	52	53	49	54	47	54	56	53	45
50-64	52	48	61	49	53	46	47	51	46	41
35-49	50	53	52	54	52	49	57	50	53	52

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

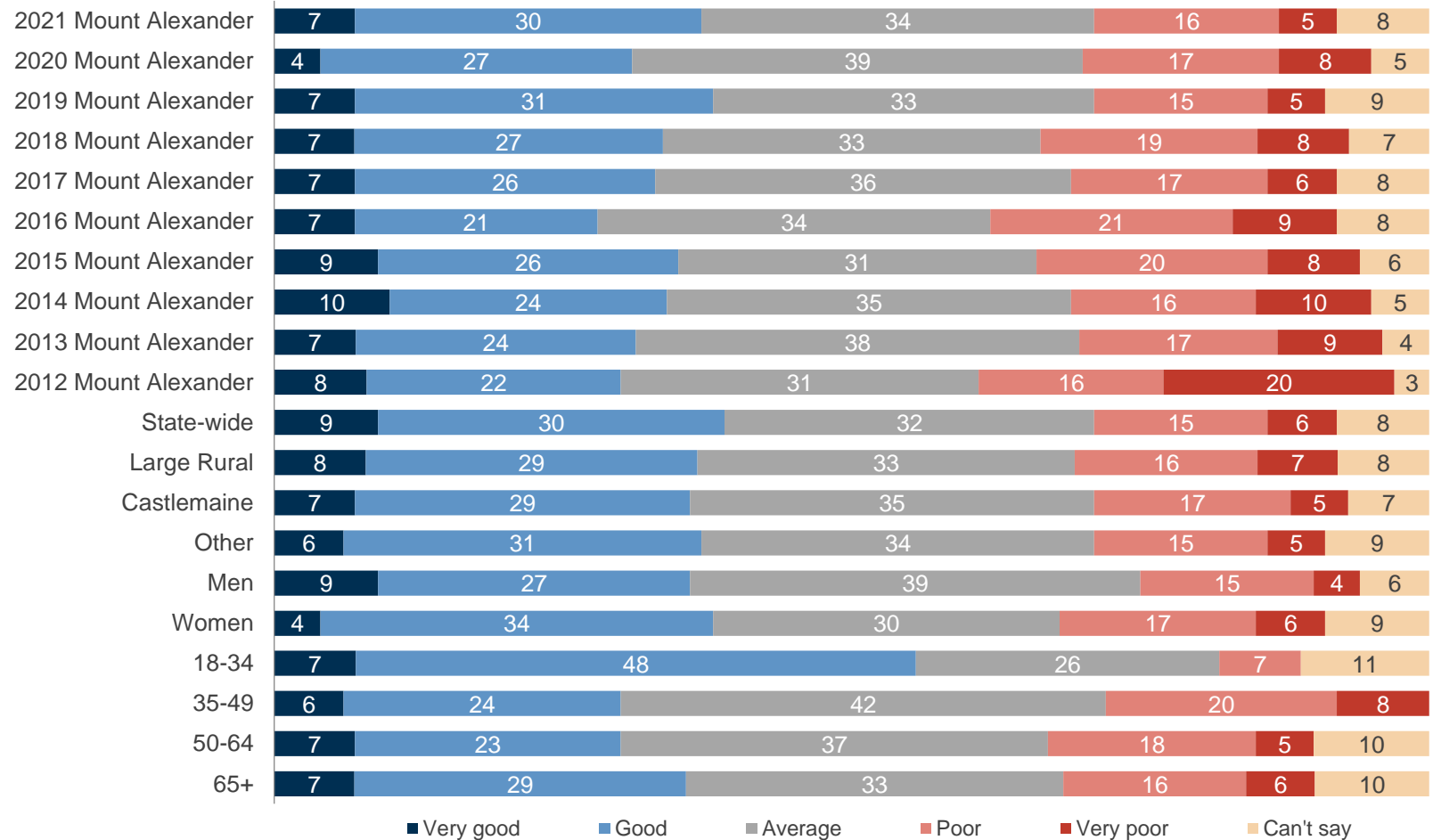
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2021 consultation and engagement performance (%)

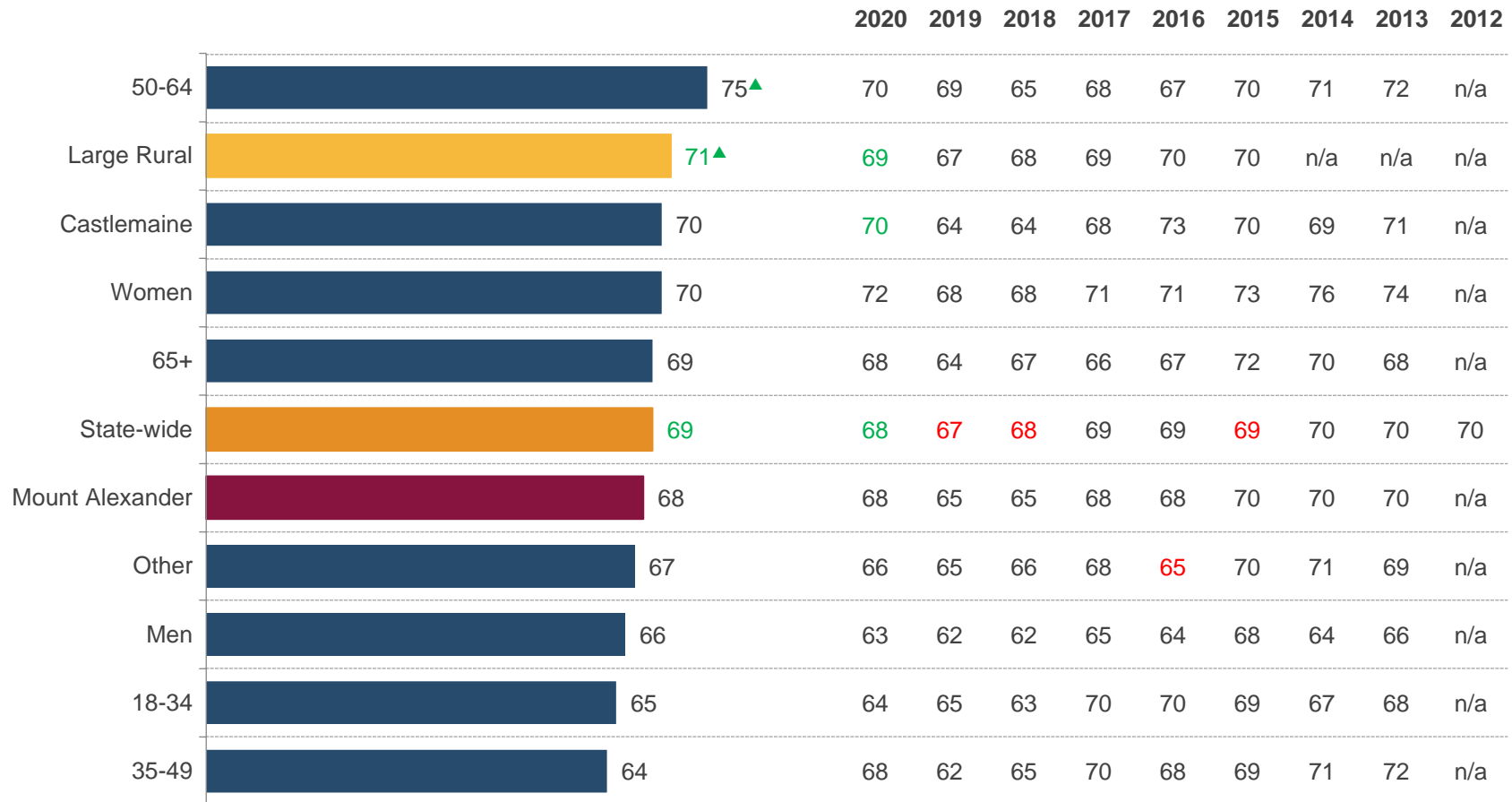




Lobbying on behalf of the community importance



2021 lobbying importance (index scores)



Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

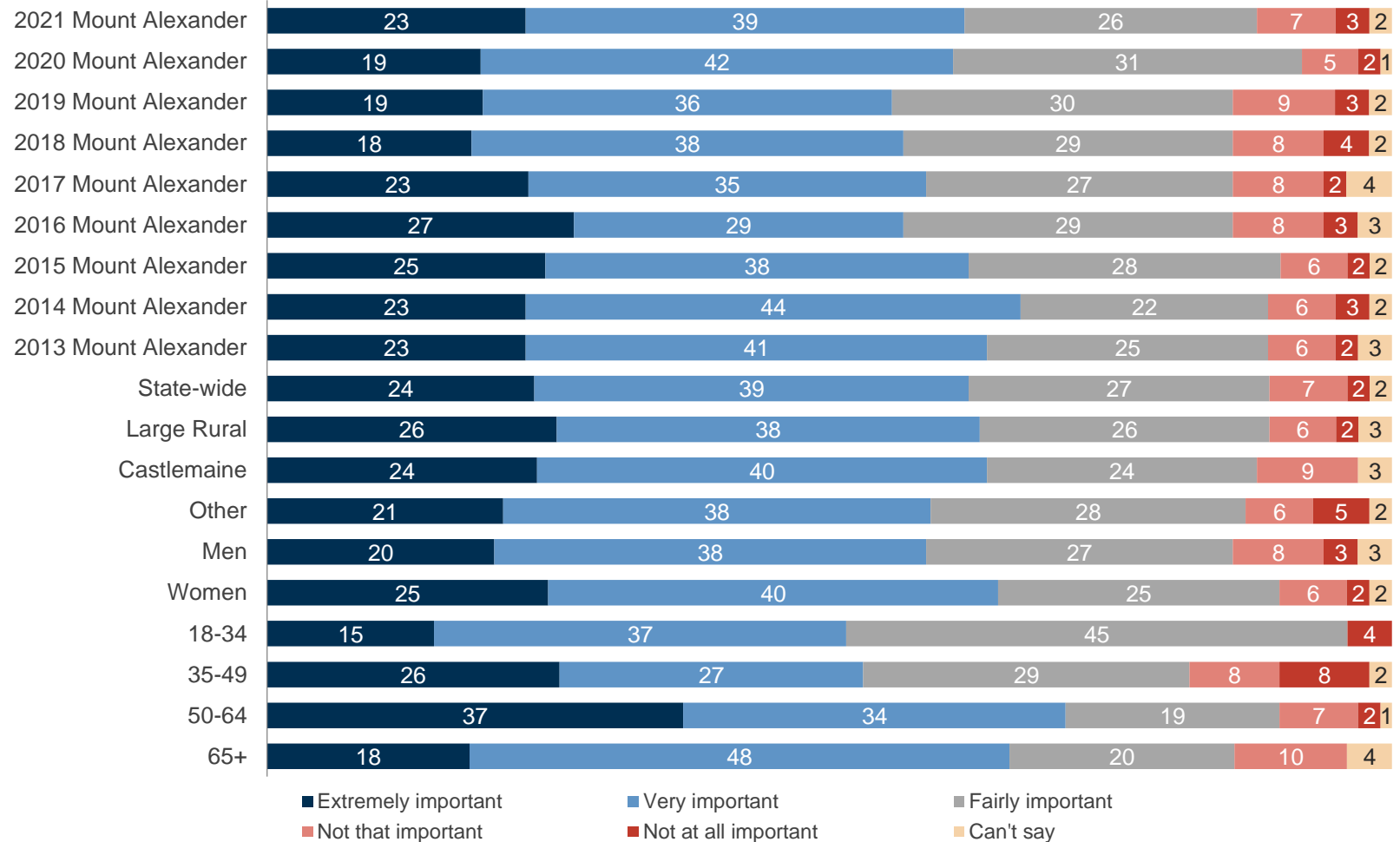
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community importance



2021 lobbying importance (%)

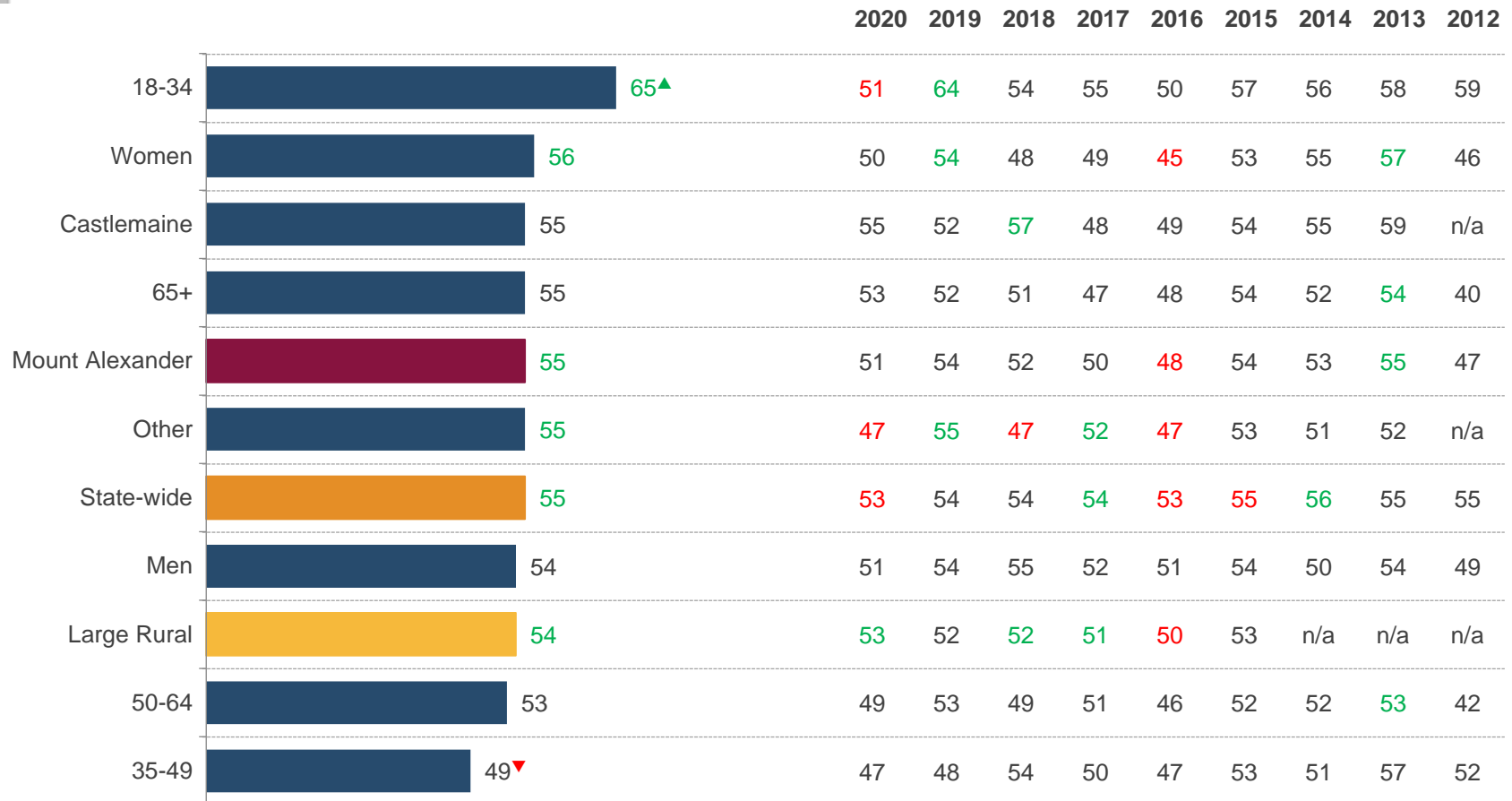




Lobbying on behalf of the community performance



2021 lobbying performance (index scores)



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

Base: All respondents. Councils asked state-wide: 51 Councils asked group: 15

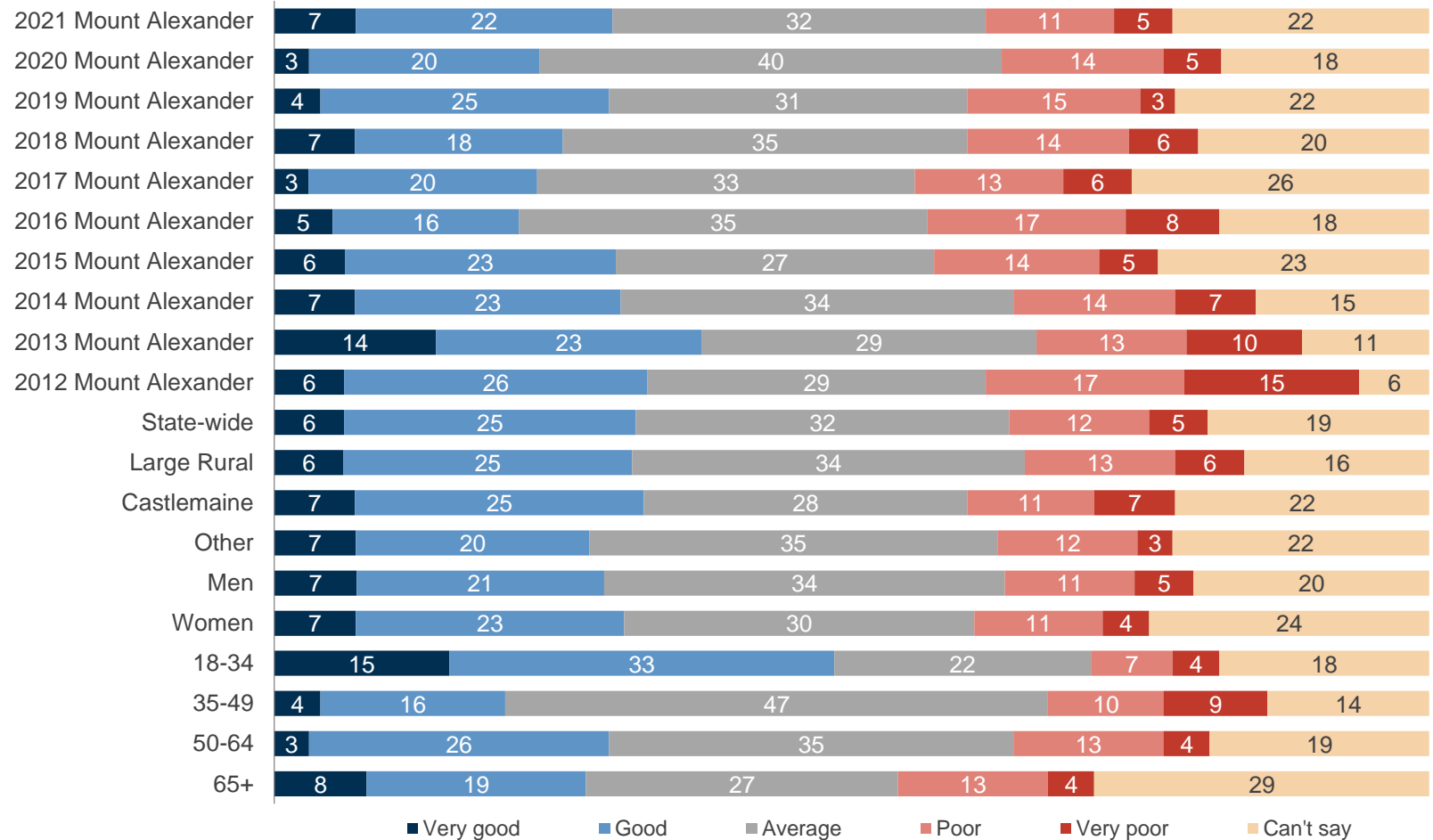
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2021 lobbying performance (%)



Decisions made in the interest of the community importance



2021 community decisions made importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	84	84	80	83	83	82	82	85	n/a	n/a
50-64	84	82	78	78	83	76	83	85	n/a	n/a
Castlemaine	83	83	80	84	80	80	84	82	n/a	n/a
35-49	83	83	80	83	83	80	83	83	n/a	n/a
Mount Alexander	83	80	78	81	81	79	82	82	n/a	n/a
65+	82	78	78	79	79	80	81	77	n/a	n/a
Other	82	77	77	79	82	78	81	82	n/a	n/a
Large Rural	82	79	80	80	80	80	80	n/a	n/a	n/a
18-34	82	74	77	88	79	79	84	87	n/a	n/a
Men	81	76	77	79	79	76	83	80	n/a	n/a
State-wide	81▼	80	80	80	79	80	80	79	n/a	n/a

Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?

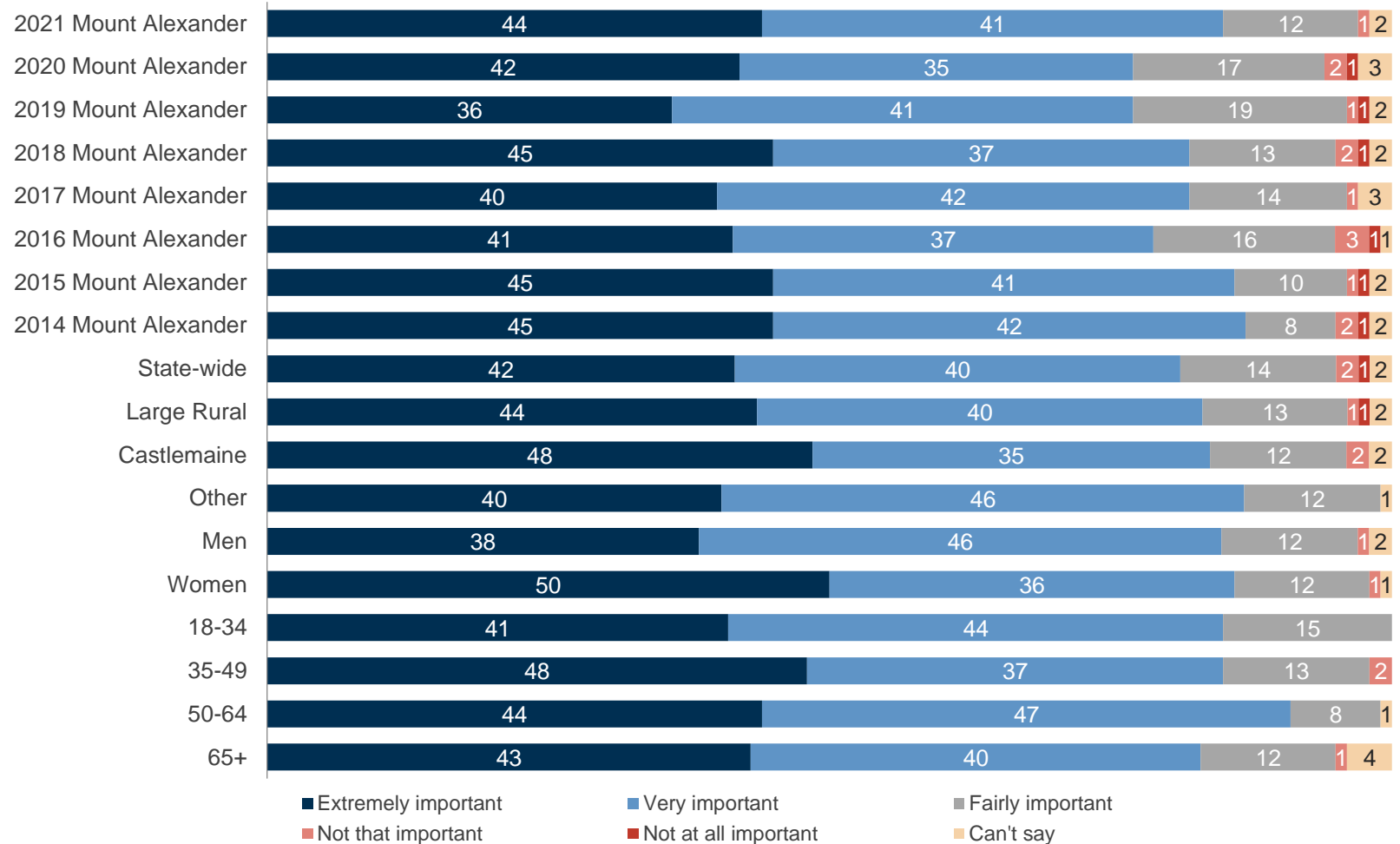
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 8

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

Decisions made in the interest of the community importance



2021 community decisions made importance (%)



Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	61	44	56	40	58	46	52	51	n/a	n/a
Castlemaine	56	51	52	49	52	46	50	51	n/a	n/a
65+	56	52	52	49	50	42	47	51	n/a	n/a
State-wide	56	53	55	54	54	54	55	57	n/a	n/a
Men	55	48	52	45	52	47	49	45	n/a	n/a
Mount Alexander	55	49	52	45	52	44	48	49	n/a	n/a
Women	54	50	52	46	52	42	48	53	n/a	n/a
Large Rural	54	52	52	52	51	50	52	n/a	n/a	n/a
Other	54	47	52	42	52	43	47	48	n/a	n/a
35-49	52	49	46	47	49	47	52	49	n/a	n/a
50-64	51	48	55	45	53	44	44	47	n/a	n/a

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

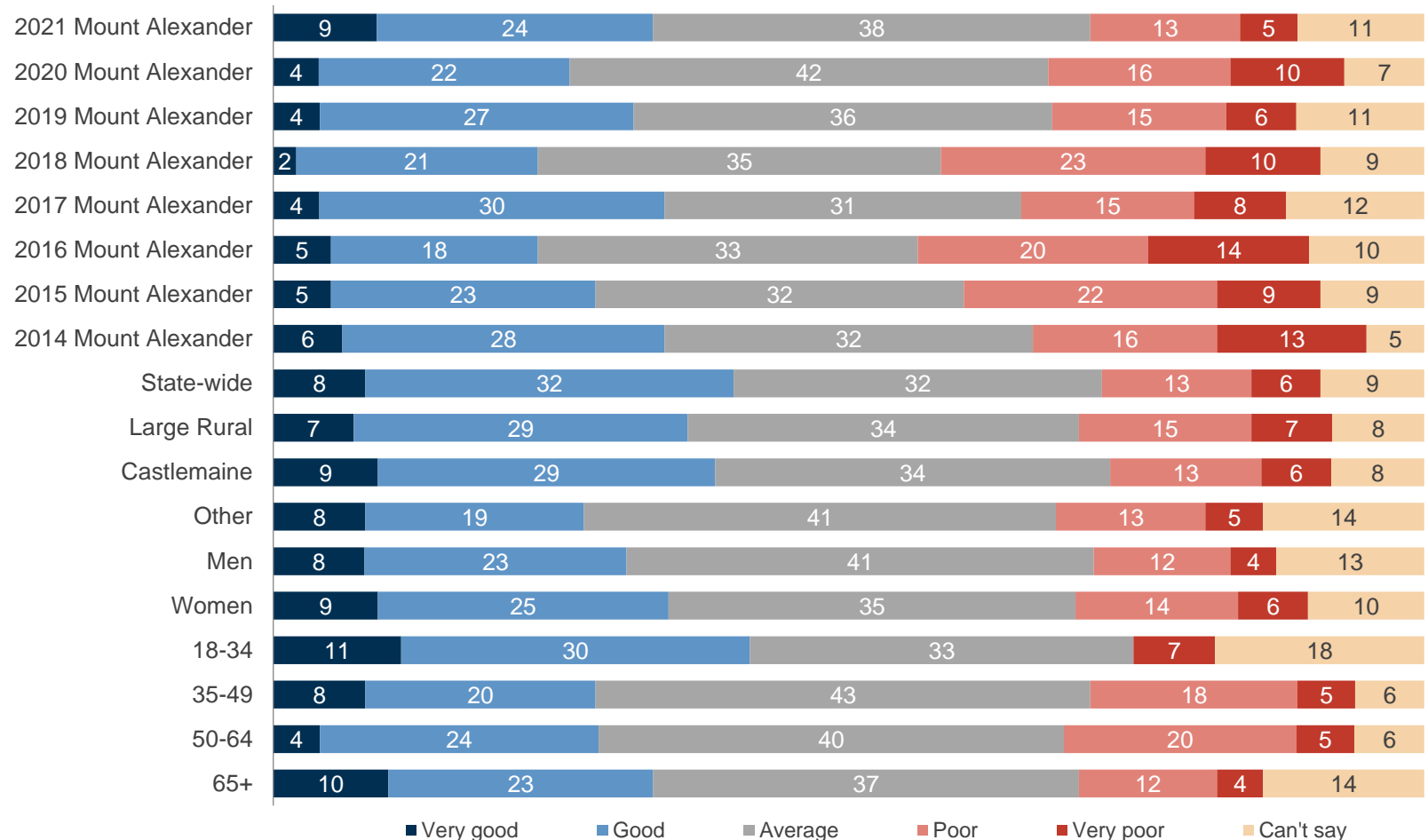
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

Decisions made in the interest of the community performance



2021 community decisions made performance (%)



The condition of sealed local roads in your area importance



2021 sealed local roads importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Large Rural	80▲	81	80	80	77	80	78	n/a	n/a	n/a
State-wide	79	79	79	80	78	78	76	77	n/a	n/a
18-34	79	73	74	76	77	76	n/a	n/a	n/a	n/a
Women	78	80	76	79	77	74	n/a	n/a	n/a	n/a
Other	78	77	77	78	78	76	n/a	n/a	n/a	n/a
50-64	78	77	74	79	81	76	n/a	n/a	n/a	n/a
Mount Alexander	77	77	75	77	78	75	n/a	n/a	n/a	n/a
65+	76	77	76	77	79	79	n/a	n/a	n/a	n/a
Castlemaine	75	78	73	77	77	74	n/a	n/a	n/a	n/a
Men	75	75	75	76	78	75	n/a	n/a	n/a	n/a
35-49	75	81	76	77	72	67	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?

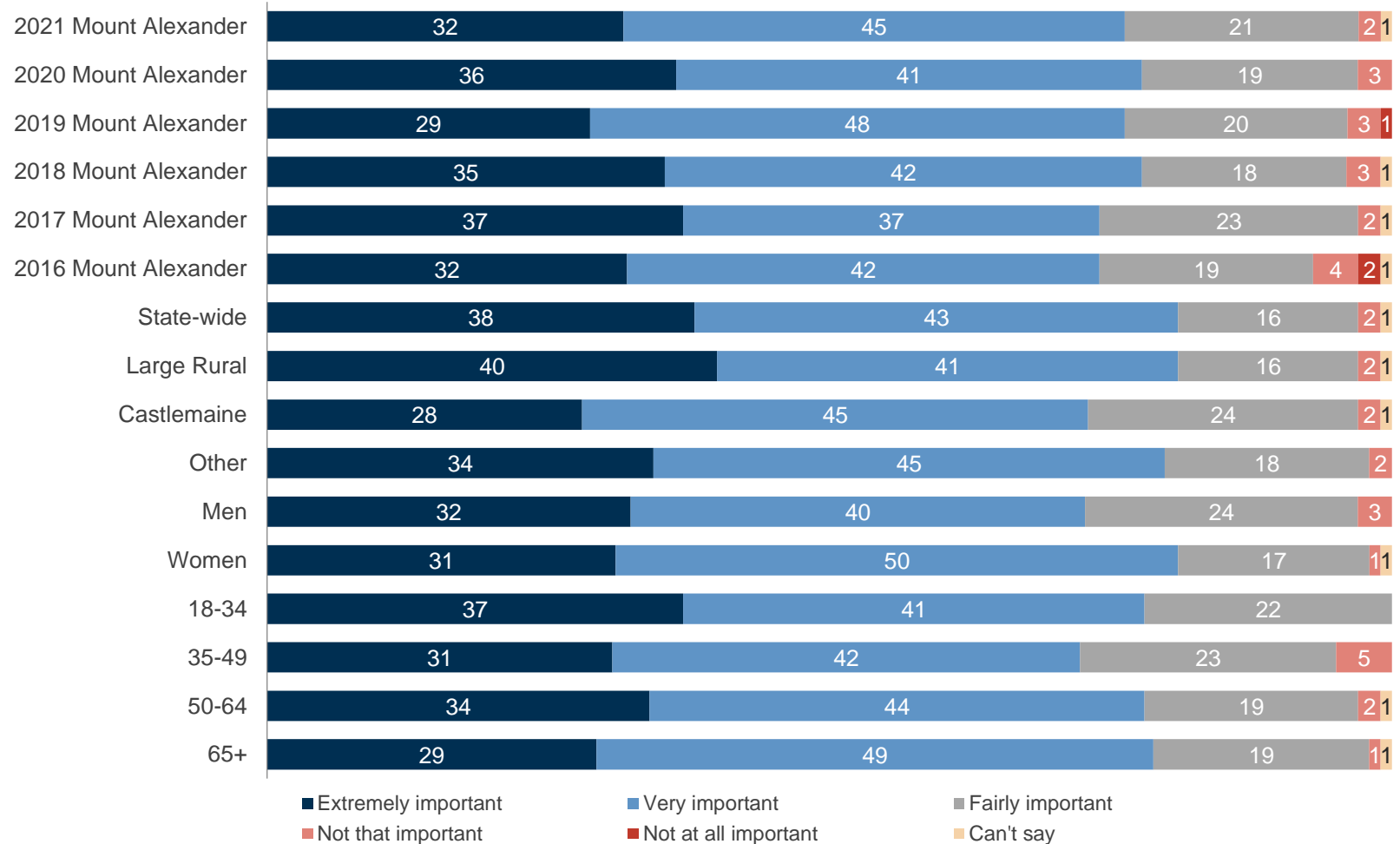
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 6

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

The condition of sealed local roads in your area importance



2021 sealed local roads importance (%)



The condition of sealed local roads in your area performance



2021 sealed local roads performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Castlemaine	59	56	56	53	52	57	53	56	n/a	n/a
18-34	57	40	53	42	51	56	53	56	n/a	n/a
Men	57	49	56	51	54	51	50	49	n/a	n/a
State-wide	57	54	56	53	53	54	55	55	n/a	n/a
50-64	57	50	57	47	55	50	46	50	n/a	n/a
Mount Alexander	56	50	56	49	53	52	48	53	n/a	n/a
65+	56	55	56	52	48	49	47	50	n/a	n/a
35-49	56	51	56	54	58	55	47	56	n/a	n/a
Women	56	52	55	47	52	53	45	56	n/a	n/a
Other	54	46	56	46	53	48	44	50	n/a	n/a
Large Rural	50▼	47	47	45	43	44	45	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?

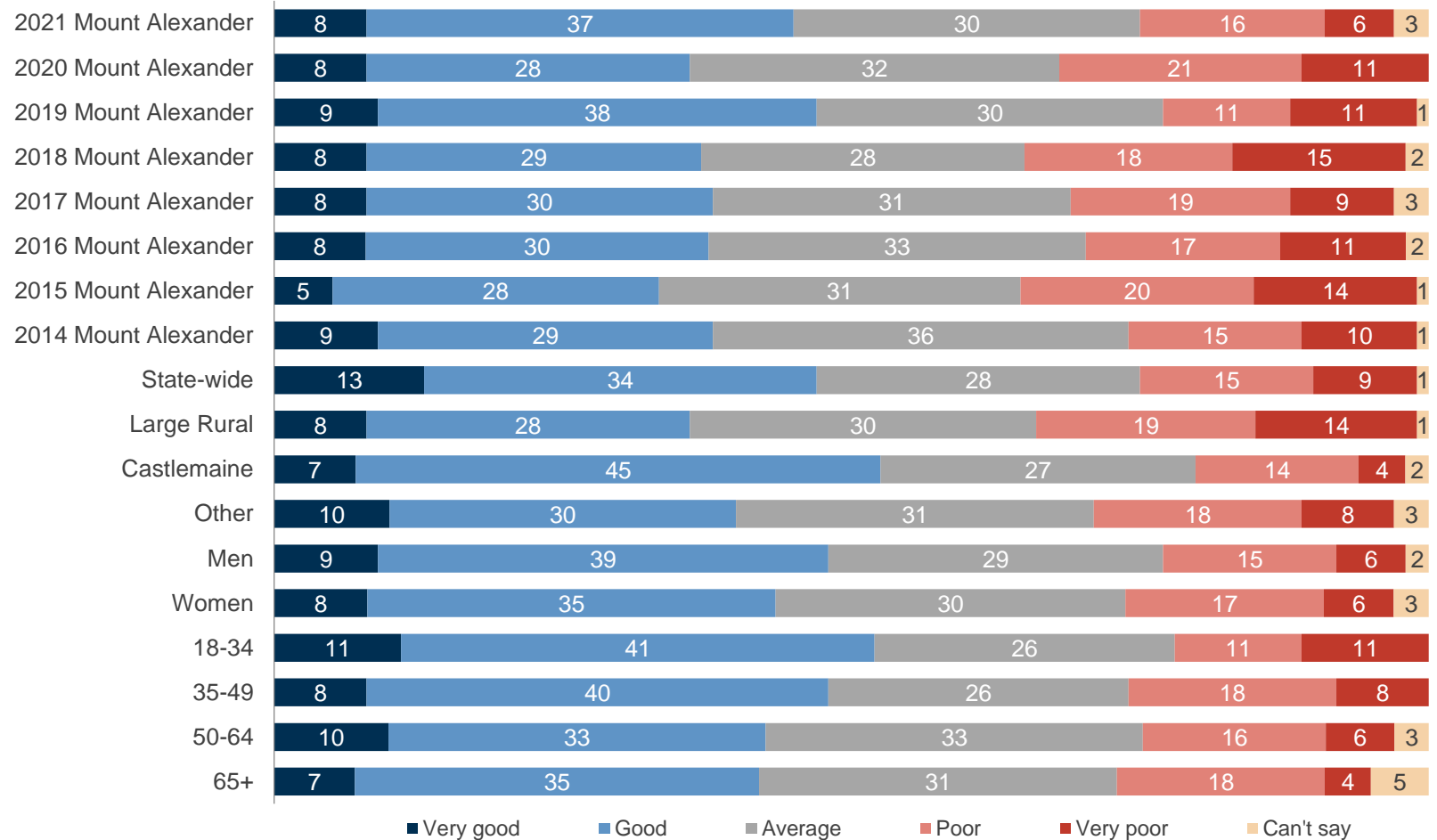
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2021 sealed local roads performance (%)

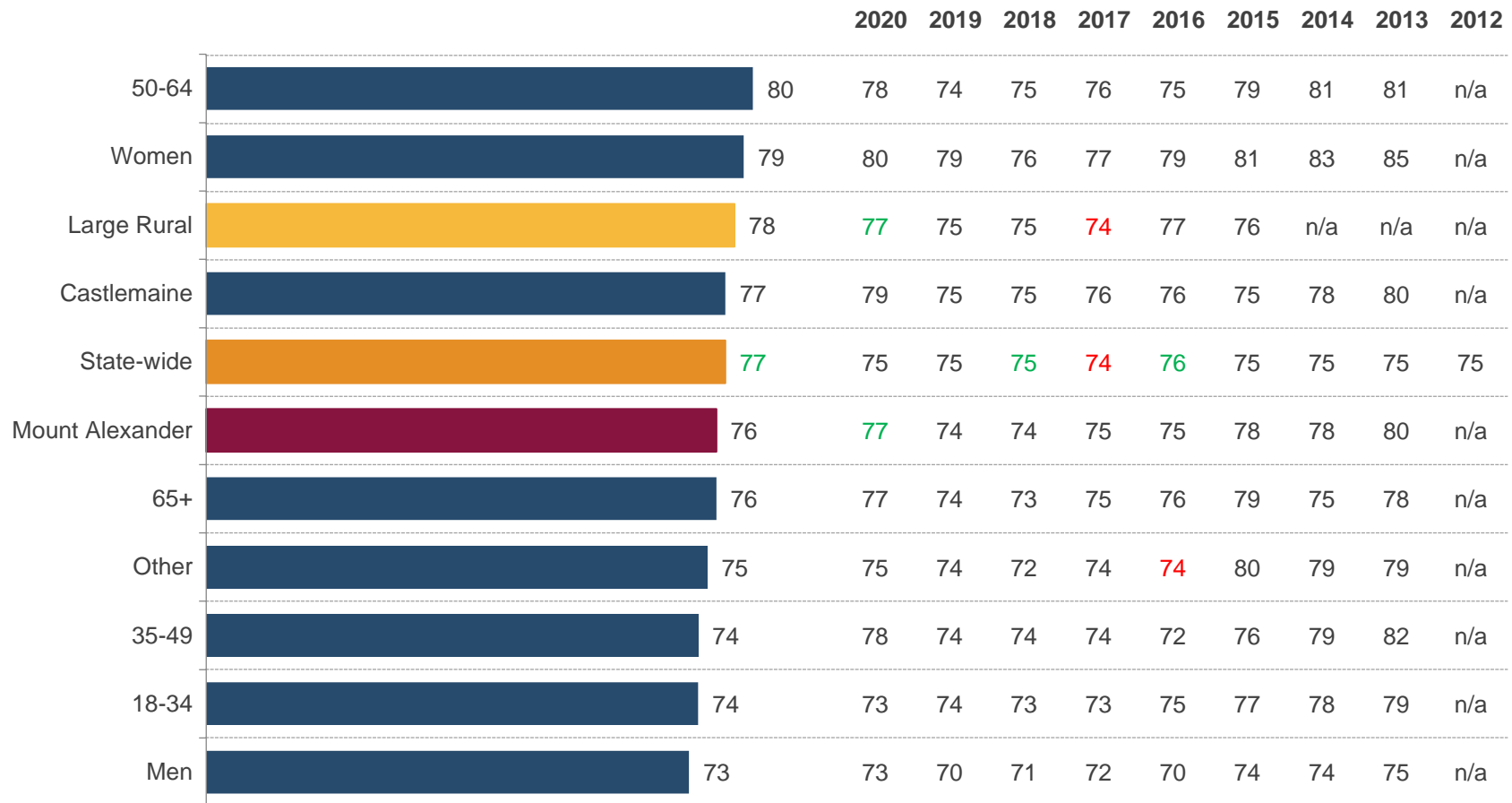




Informing the community importance



2021 informing community importance (index scores)



Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 27 Councils asked group: 6

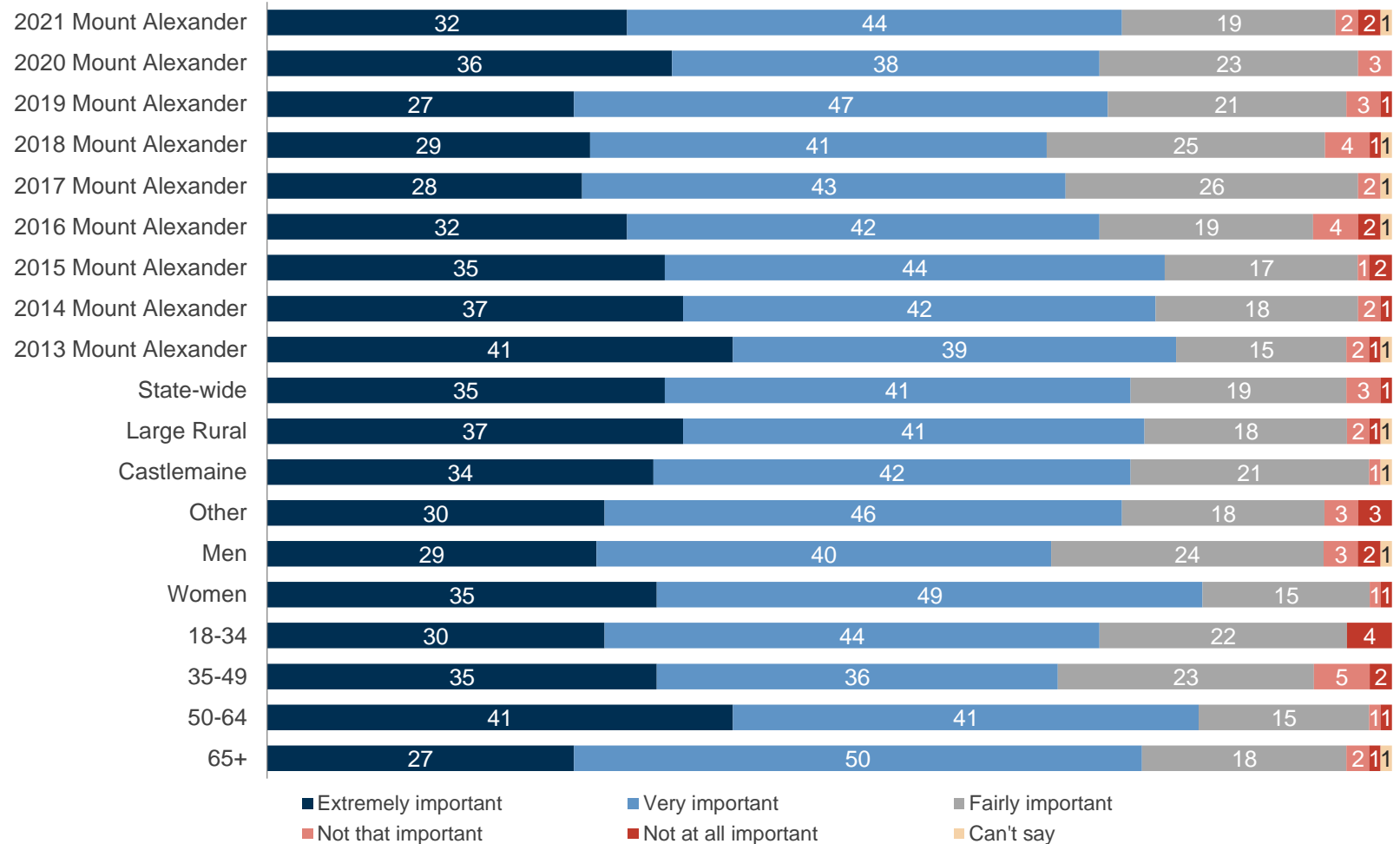
Note: Please see Appendix A for explanation of significant differences.



Informing the community importance



2021 informing community importance (%)

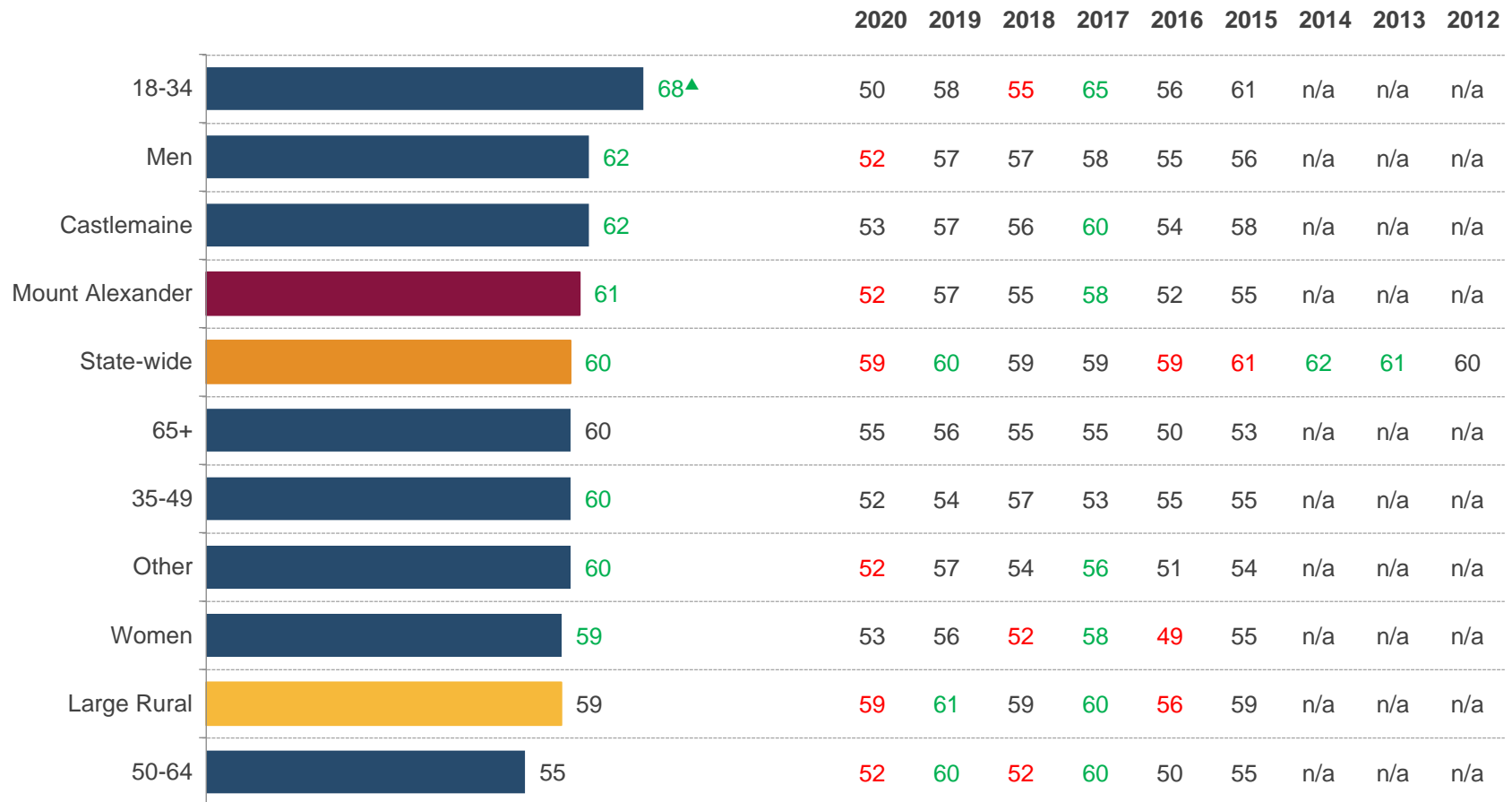




Informing the community performance



2021 informing community performance (index scores)



Q2. How has Council performed on 'Informing the community' over the last 12 months?

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

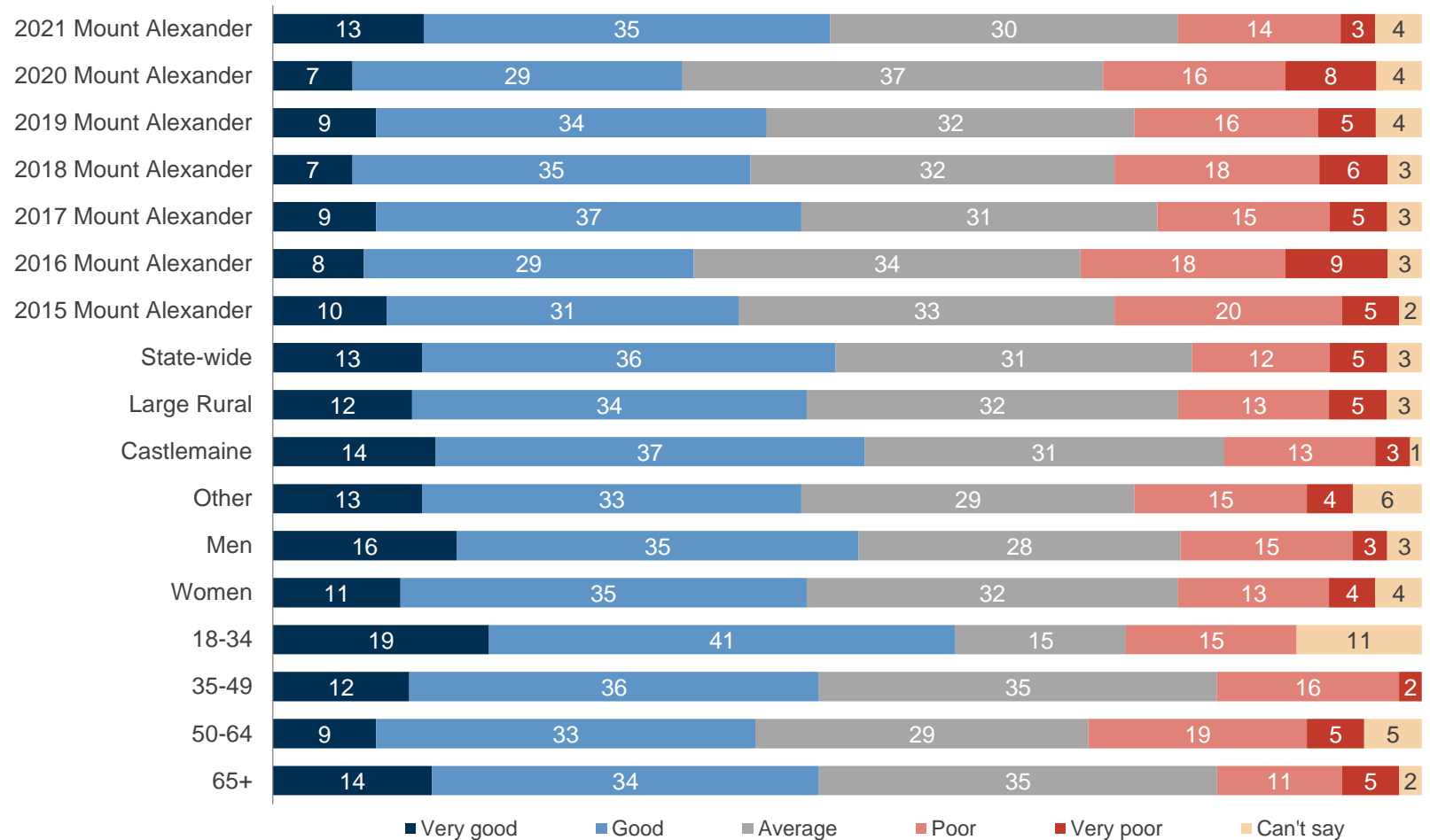
Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2021 informing community performance (%)



The condition of local streets and footpaths in your area importance



2021 streets and footpaths importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	79	78	76	79	78	77	80	81	78	n/a
State-wide	79	78	77	78	77	77	77	77	78	77
Large Rural	79	78	77	77	75	77	77	n/a	n/a	n/a
50-64	78	77	77	76	76	75	79	78	78	n/a
Other	77	76	74	75	73	75	78	78	76	n/a
35-49	77	77	76	73	71	75	75	75	74	n/a
Mount Alexander	77	76	75	75	76	76	78	78	77	n/a
65+	76	79	77	76	80	78	78	79	75	n/a
Castlemaine	76	75	75	76	80	78	77	78	78	n/a
18-34	76	66	66	76	72	76	79	82	80	n/a
Men	74	73	74	72	73	75	75	75	75	n/a

Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

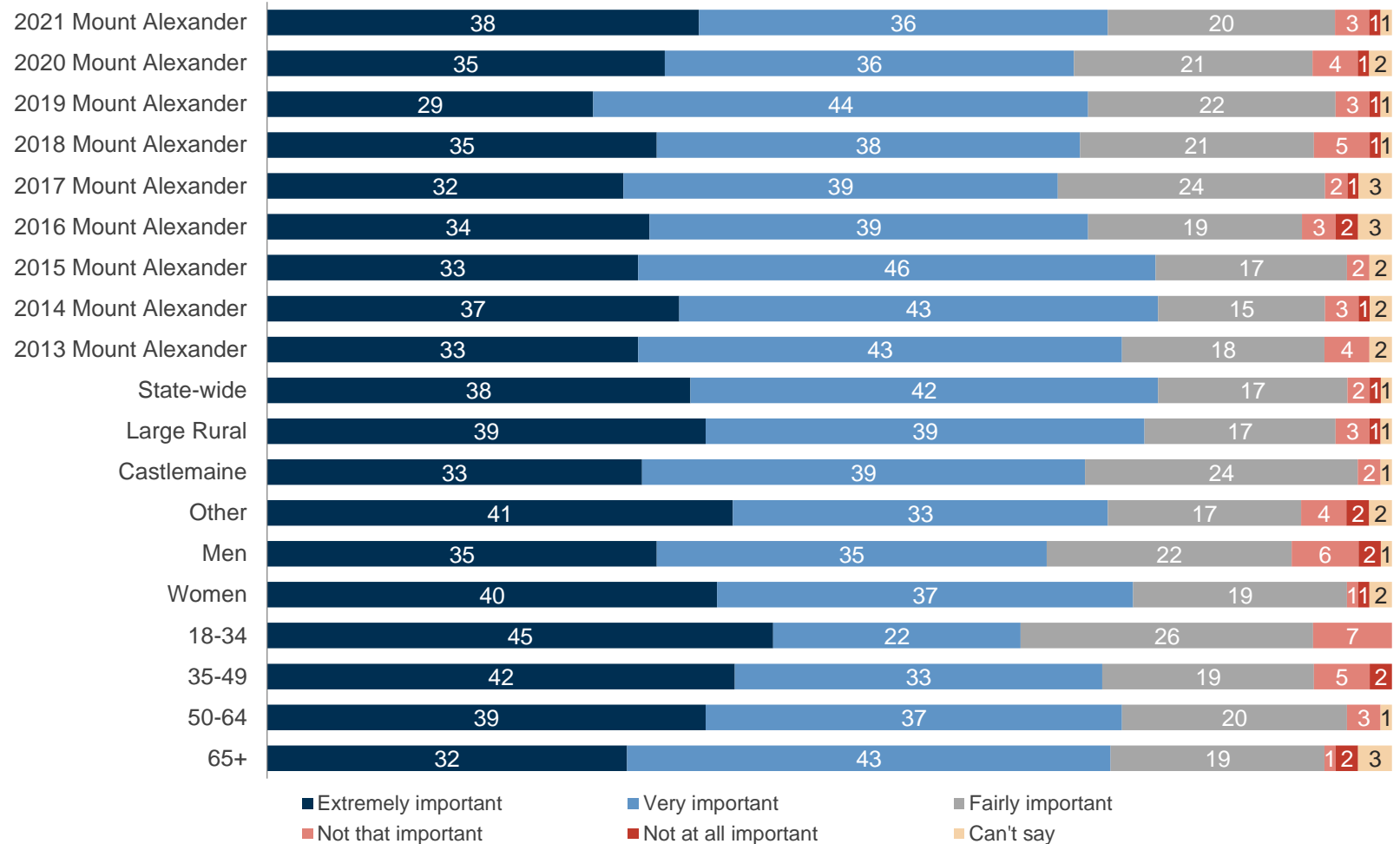
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

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

The condition of local streets and footpaths in your area importance



2021 streets and footpaths importance (%)



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 7

The condition of local streets and footpaths in your area performance



2021 streets and footpaths performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	59▲	58	59	58	57	57	58	58	58	57
18-34	57	50	57	49	54	56	58	n/a	n/a	n/a
Large Rural	55▲	54	55	54	53	53	54	n/a	n/a	n/a
Castlemaine	53	49	49	50	43	48	48	n/a	n/a	n/a
Men	53	47	52	50	50	48	49	n/a	n/a	n/a
50-64	52	49	53	44	46	44	42	n/a	n/a	n/a
Mount Alexander	51	48	49	46	46	46	46	n/a	n/a	n/a
35-49	49	50	47	53	51	46	50	n/a	n/a	n/a
Other	49	47	49	43	49	44	44	n/a	n/a	n/a
65+	49	44	44	42	39	40	40	n/a	n/a	n/a
Women	49	49	46	43	43	43	43	n/a	n/a	n/a

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

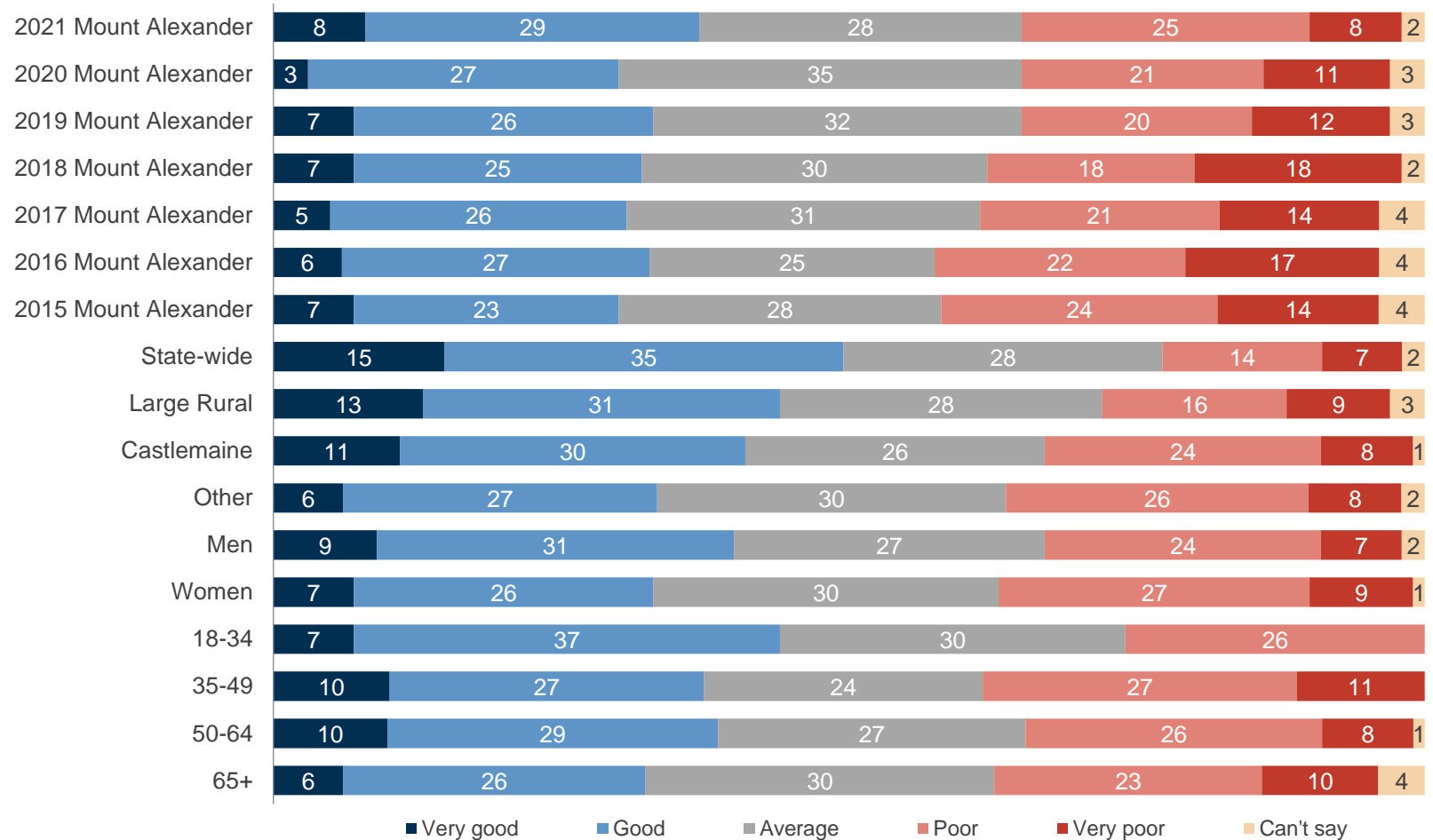
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 10

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

The condition of local streets and footpaths in your area performance



2021 streets and footpaths performance (%)





Parking facilities importance



2021 parking importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
65+	72▲	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	72▲	71	71	71	70	70	70	70	71	71
Women	70	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Castlemaine	68	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mount Alexander	67	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	67	66	66	66	66	68	67	n/a	n/a	n/a
Other	66	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	66	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	64	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	64	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	62	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 2

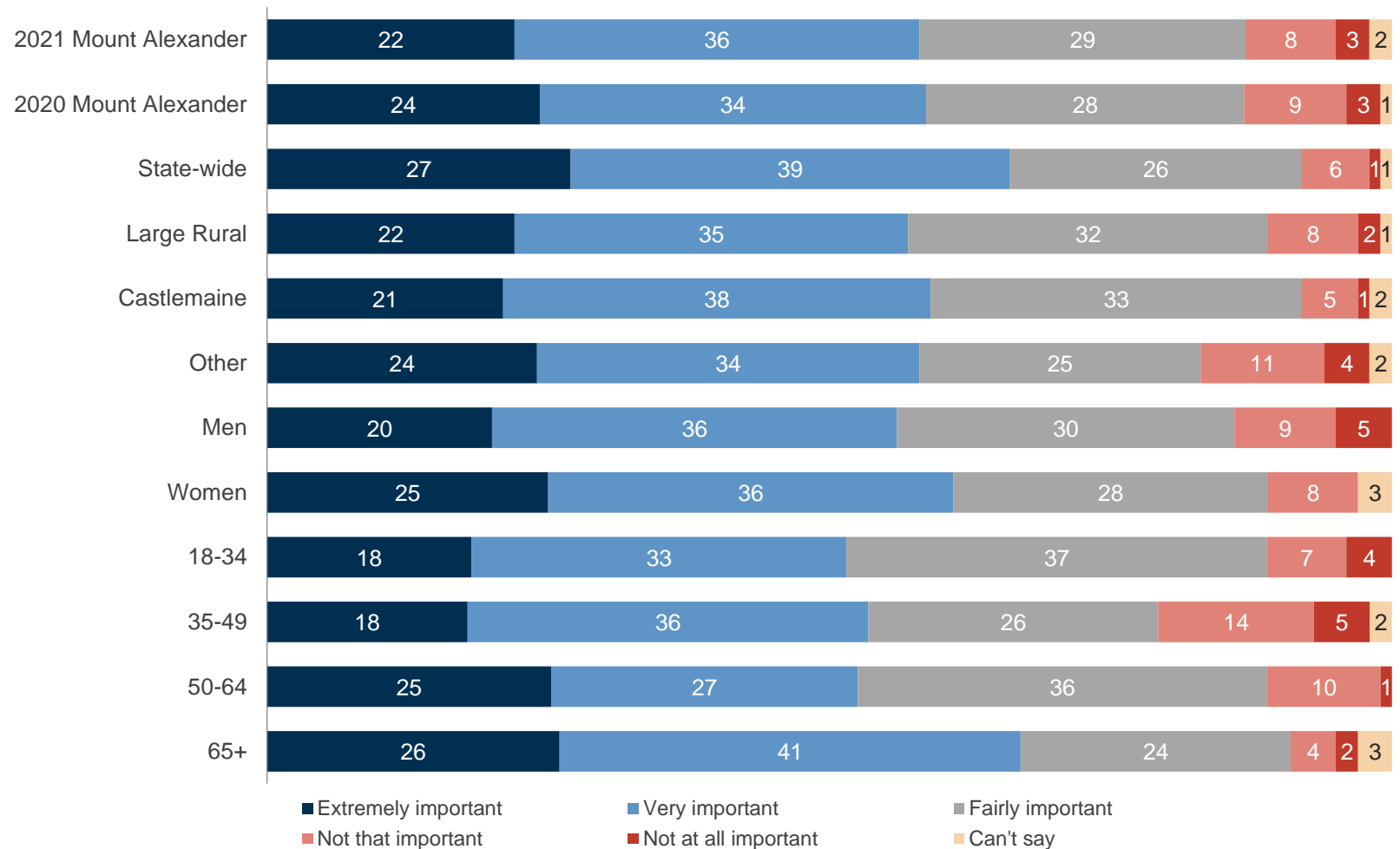
Note: Please see Appendix A for explanation of significant differences.



Parking facilities importance



2021 parking importance (%)





Parking facilities performance



2021 parking performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	58	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	58▲	55	56	56	55	56	57	57	57	56
Large Rural	56▲	57	58	59	60	58	59	n/a	n/a	n/a
50-64	56	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	55	50	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	53	49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mount Alexander	53	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	52	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	52	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Castlemaine	51	52	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	49	54	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 19 Councils asked group: 3

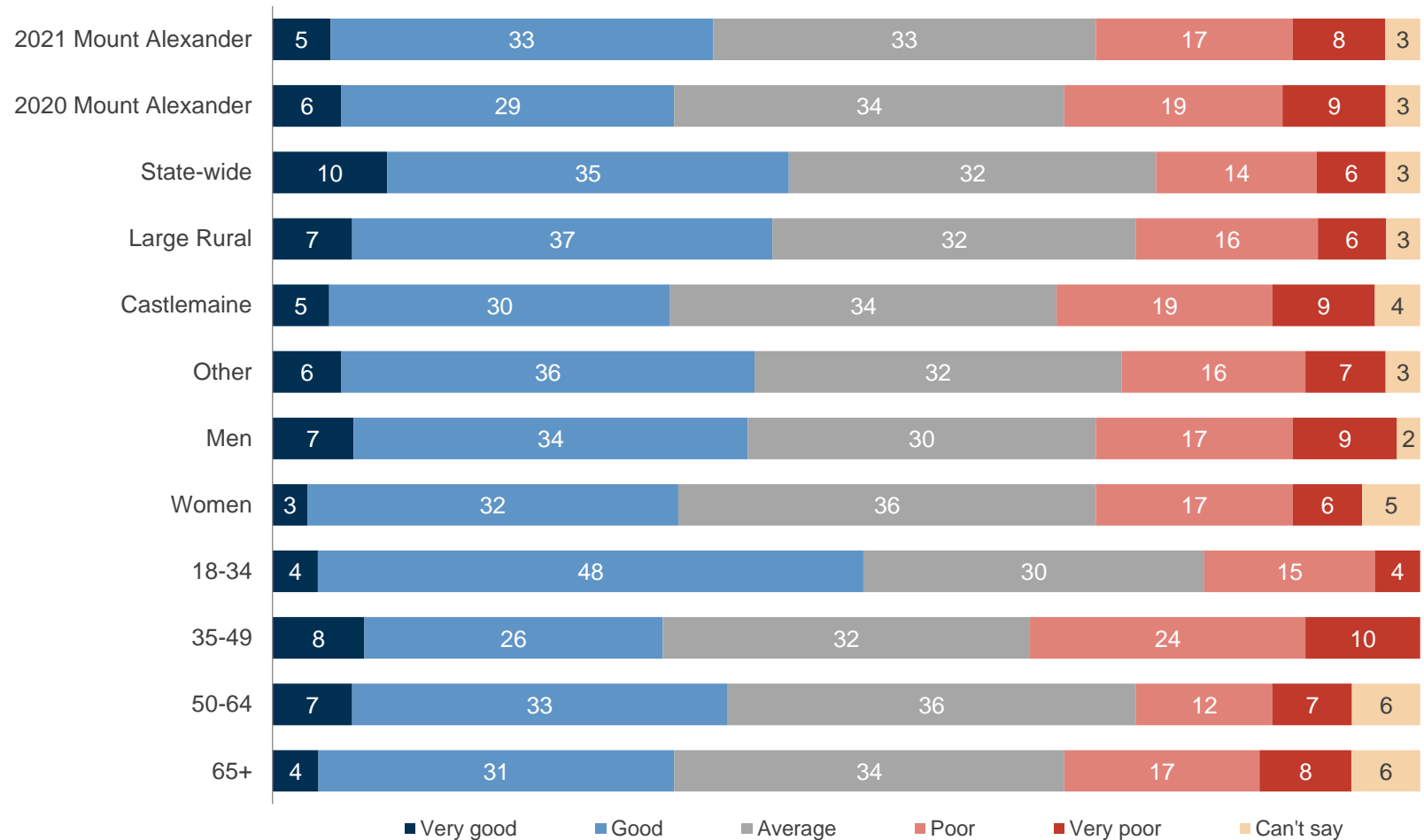
Note: Please see Appendix A for explanation of significant differences.



Parking facilities performance



2021 parking performance (%)

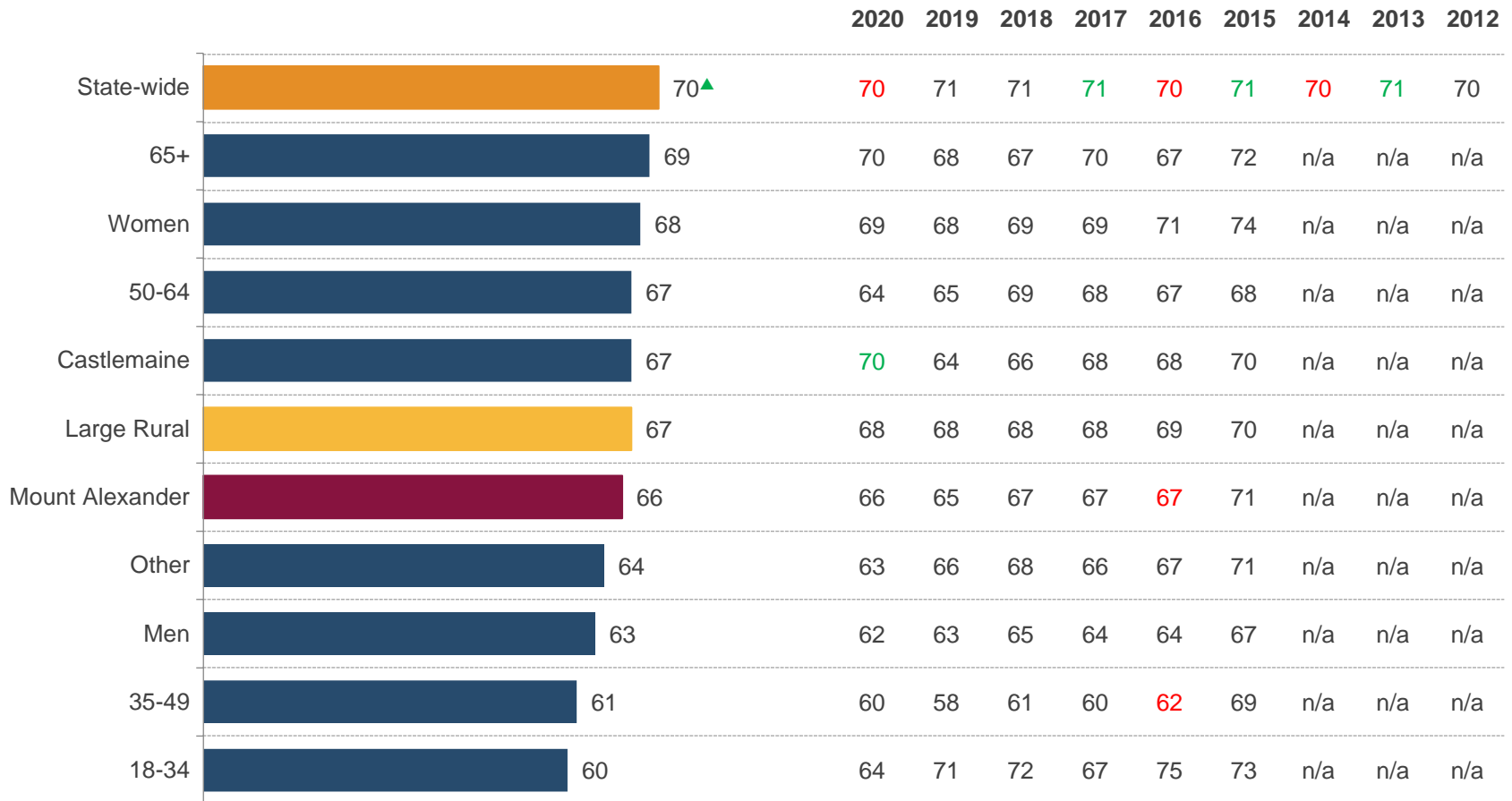




Enforcement of local laws importance



2021 law enforcement importance (index scores)



Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?

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

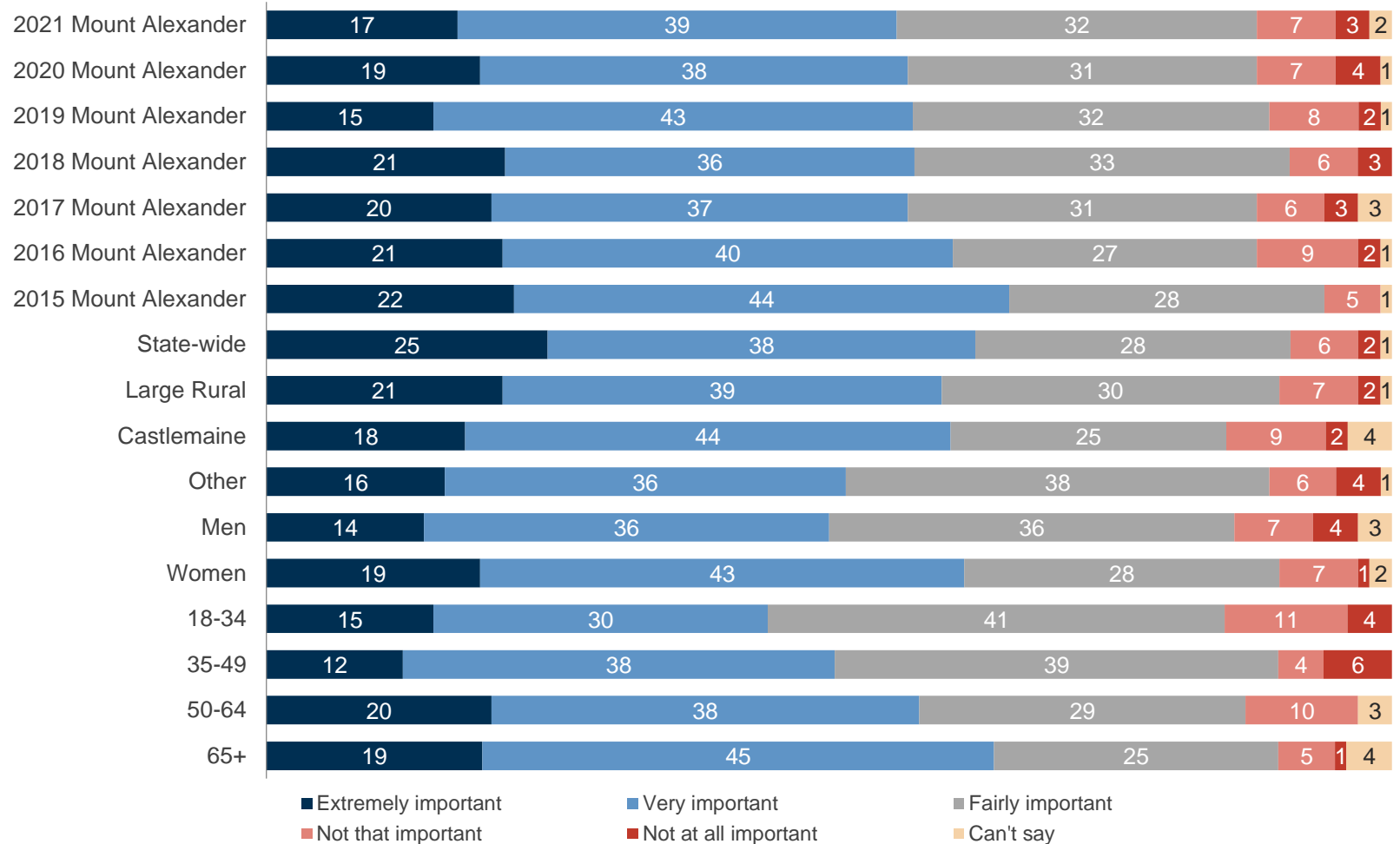
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2021 law enforcement importance (%)

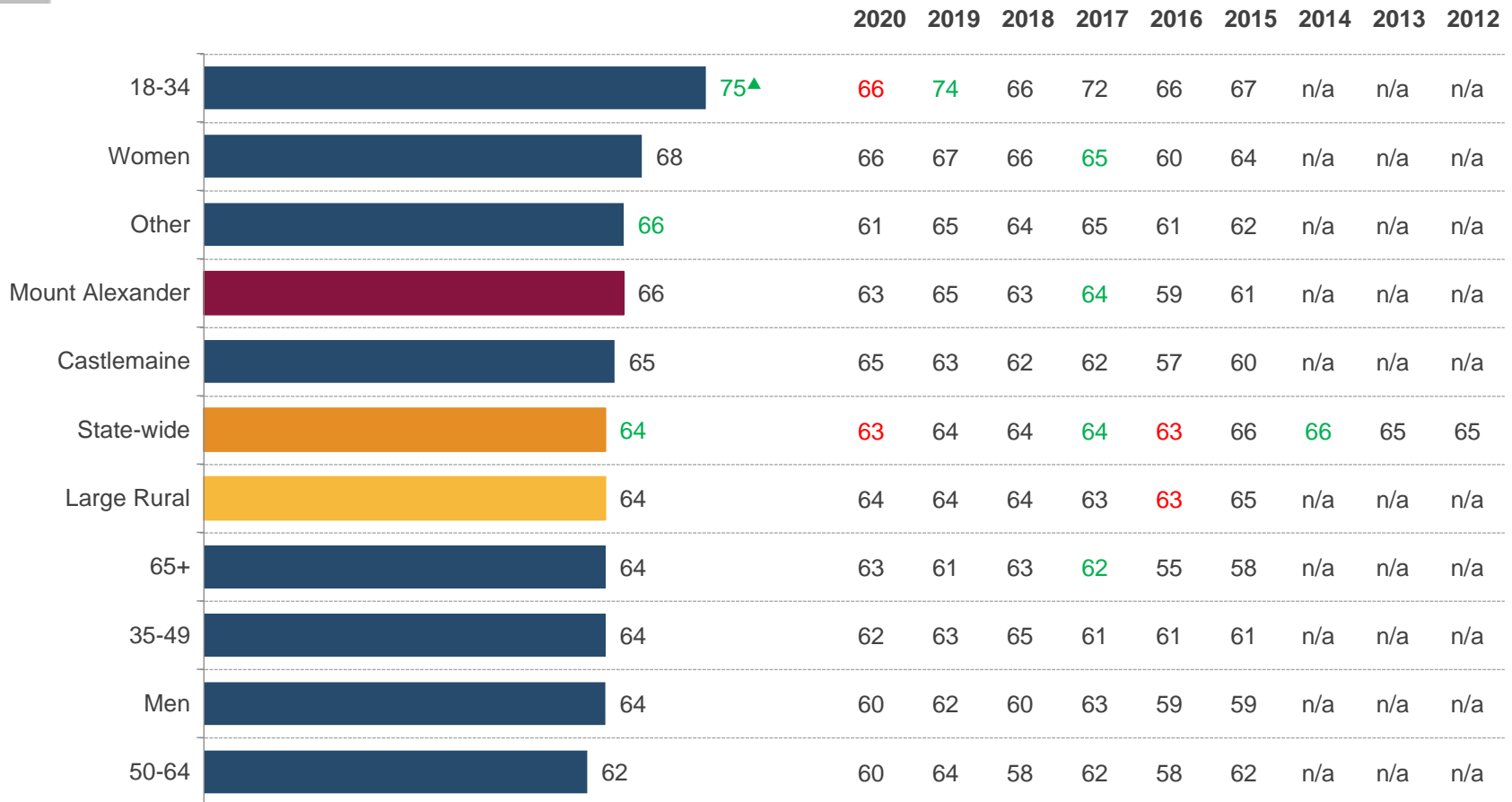




Enforcement of local laws performance



2021 law enforcement performance (index scores)



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

Base: All respondents. Councils asked state-wide: 34 Councils asked group: 9

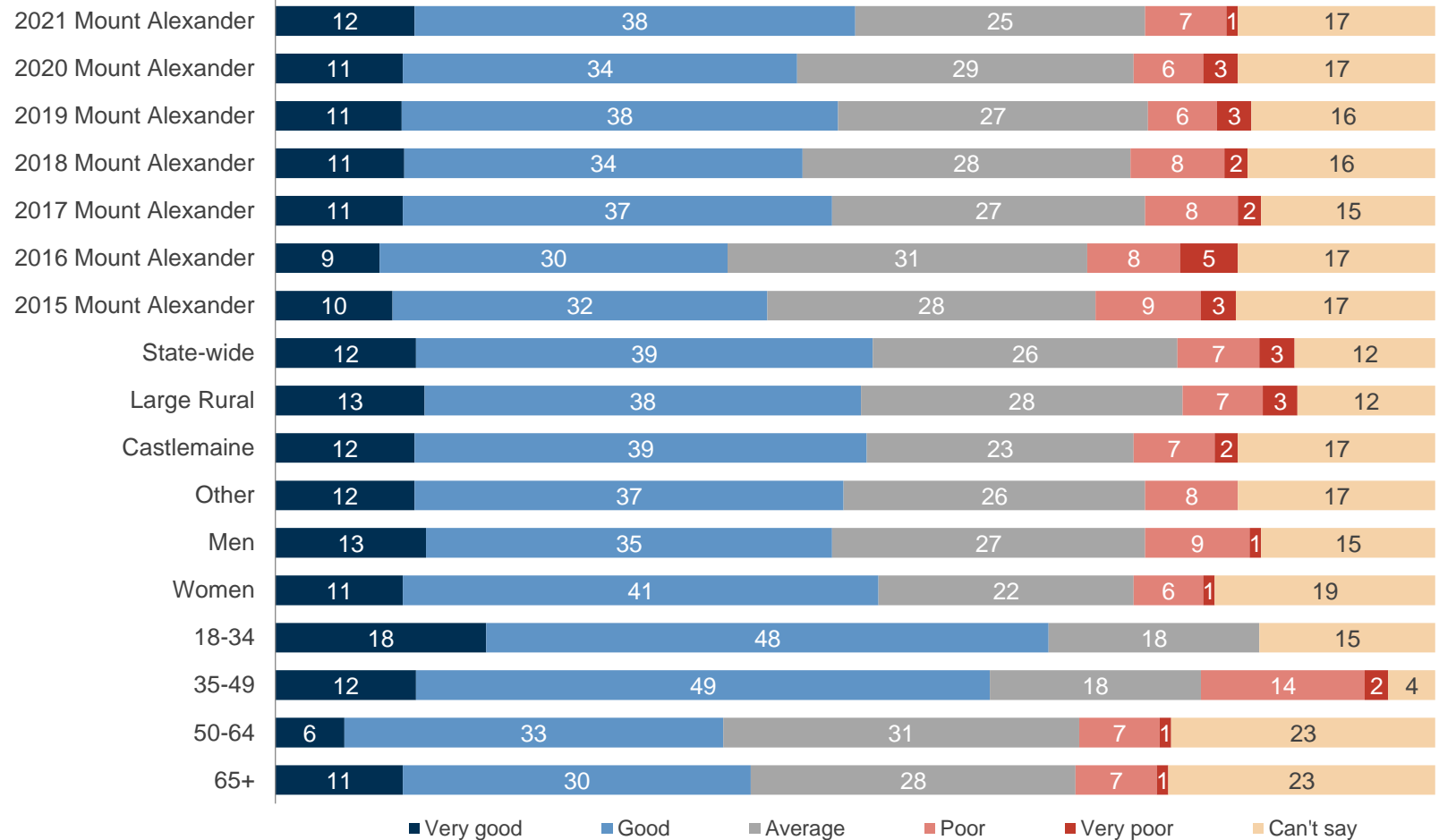
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2021 law enforcement performance (%)

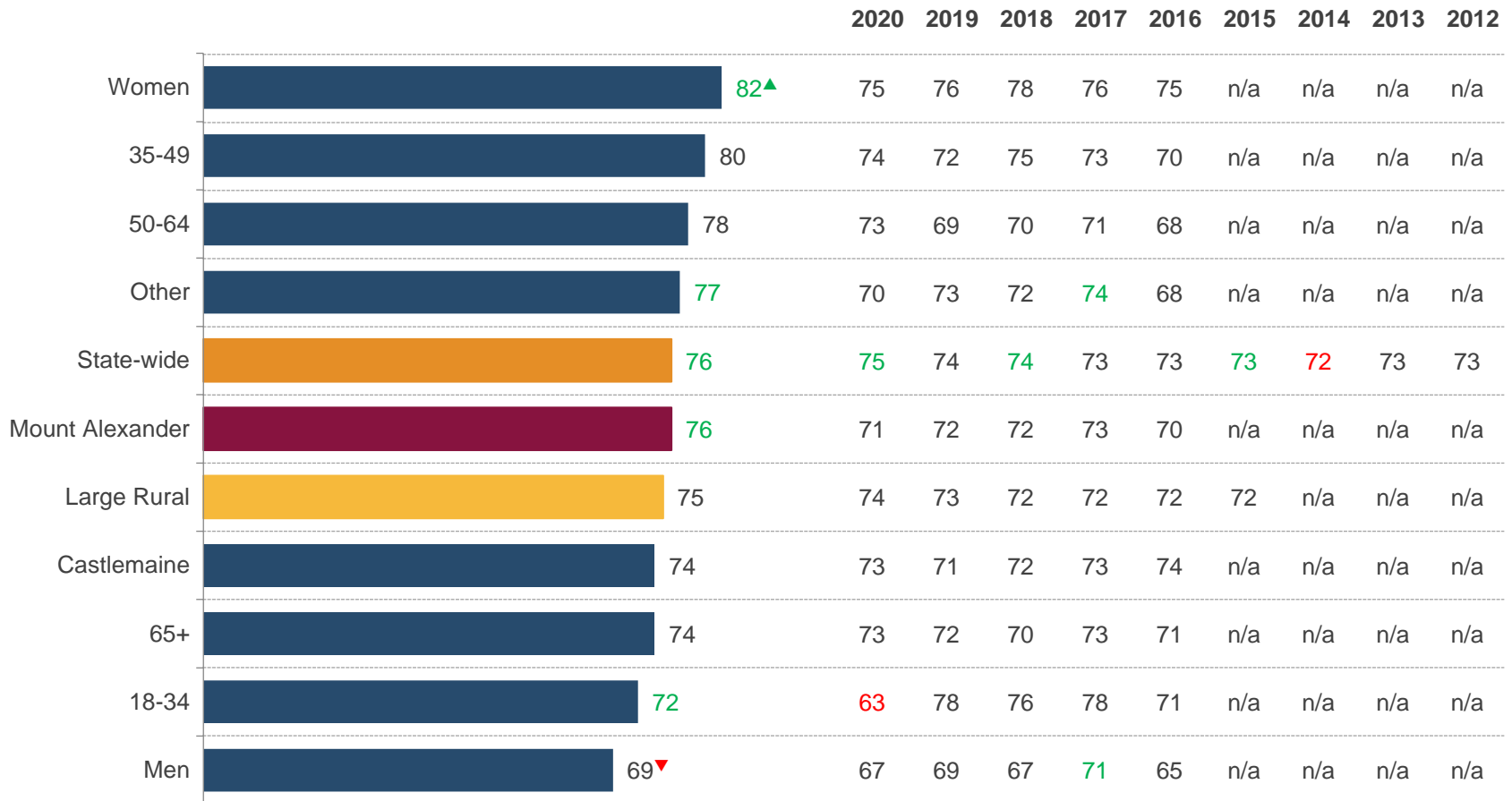




Family support services importance



2021 family support importance (index scores)



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

Base: All respondents. Councils asked state-wide: 20 Councils asked group: 5

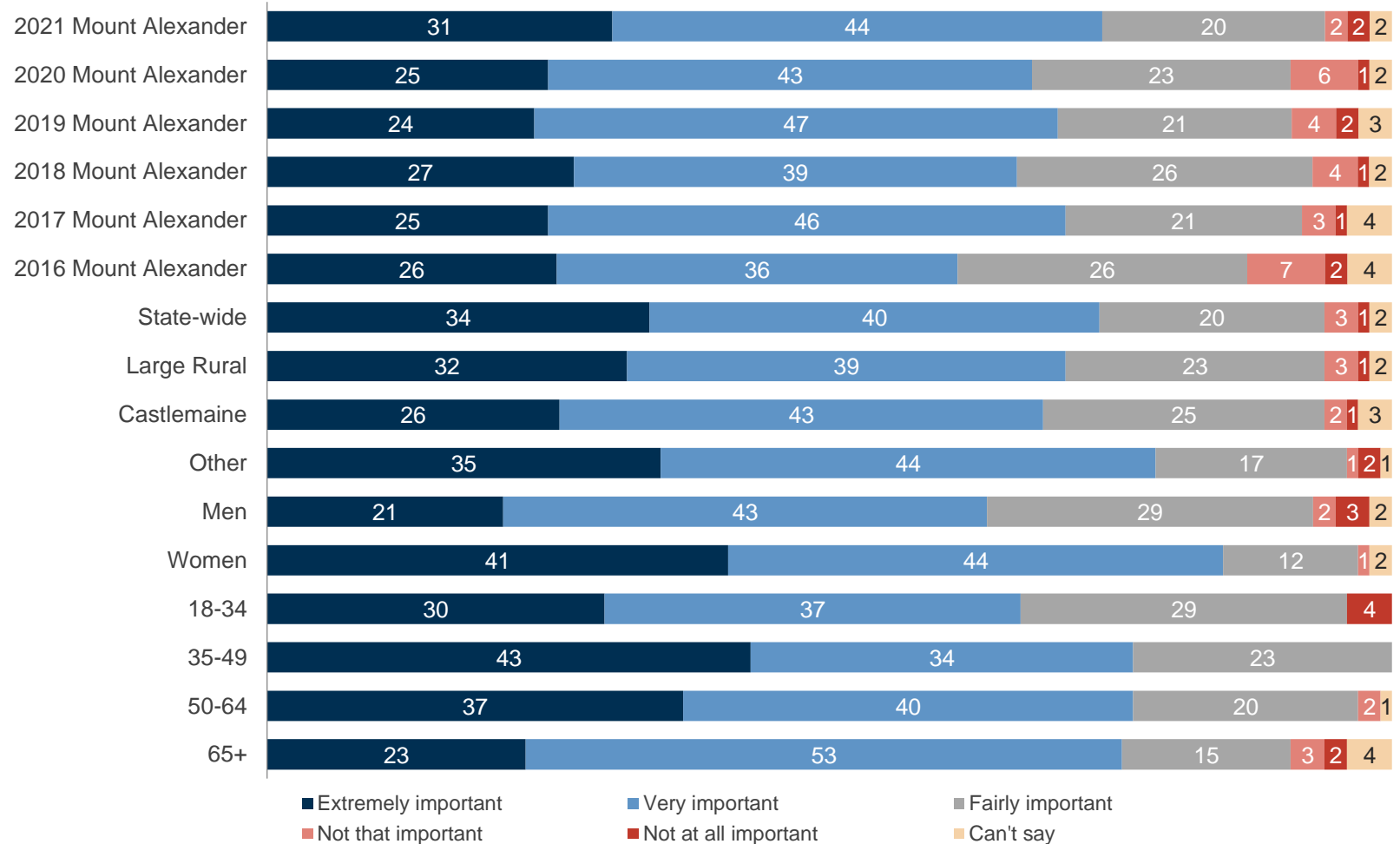
Note: Please see Appendix A for explanation of significant differences.



Family support services importance



2021 family support importance (%)





Family support services performance



2021 family support performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Castlemaine	67	61	63	62	62	60	n/a	n/a	n/a	n/a
65+	67	66	65	64	67	58	n/a	n/a	n/a	n/a
50-64	67	58	64	60	65	58	n/a	n/a	n/a	n/a
Men	67	60	64	64	66	60	n/a	n/a	n/a	n/a
State-wide	66	66	67	66	67	66	67	68	67	67
Large Rural	66	64	65	65	65	64	67	n/a	n/a	n/a
18-34	65	60	69	59	66	61	n/a	n/a	n/a	n/a
Mount Alexander	65	60	65	62	64	59	n/a	n/a	n/a	n/a
Women	64	61	65	59	63	58	n/a	n/a	n/a	n/a
Other	64	60	66	62	66	58	n/a	n/a	n/a	n/a
35-49	62	55	59	64	58	57	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 8

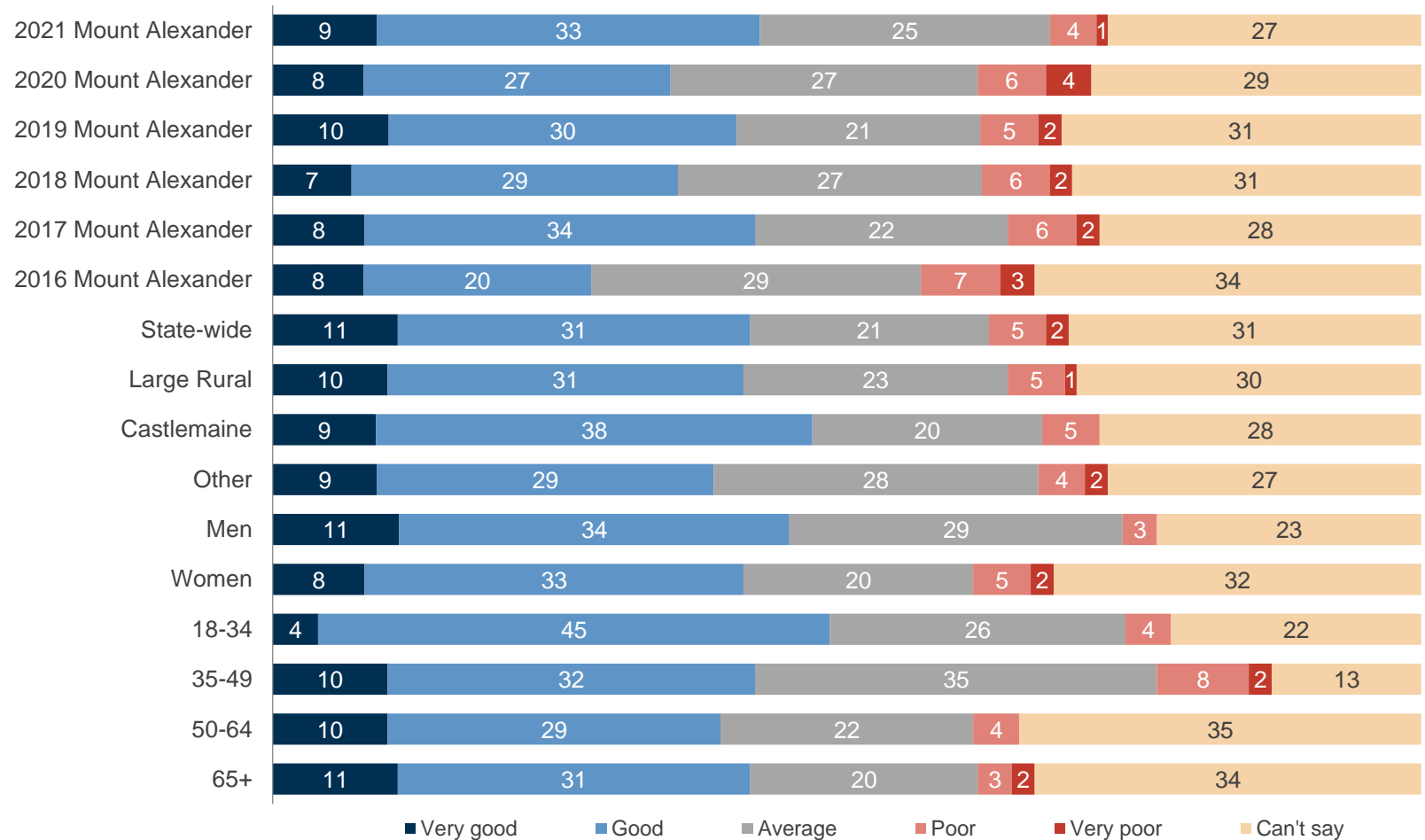
Note: Please see Appendix A for explanation of significant differences.



Family support services performance



2021 family support performance (%)

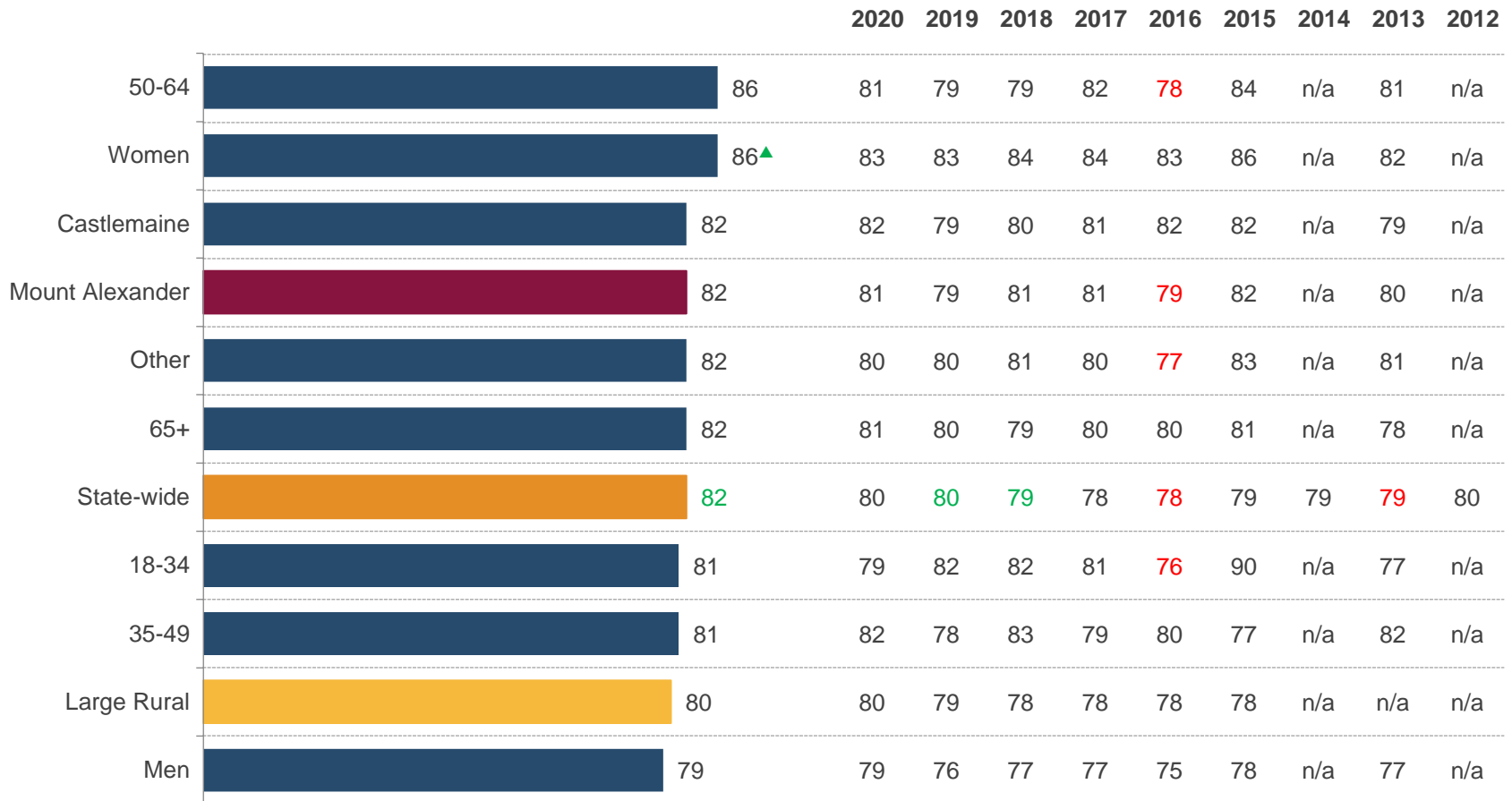




Elderly support services importance



2021 elderly support importance (index scores)



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 4

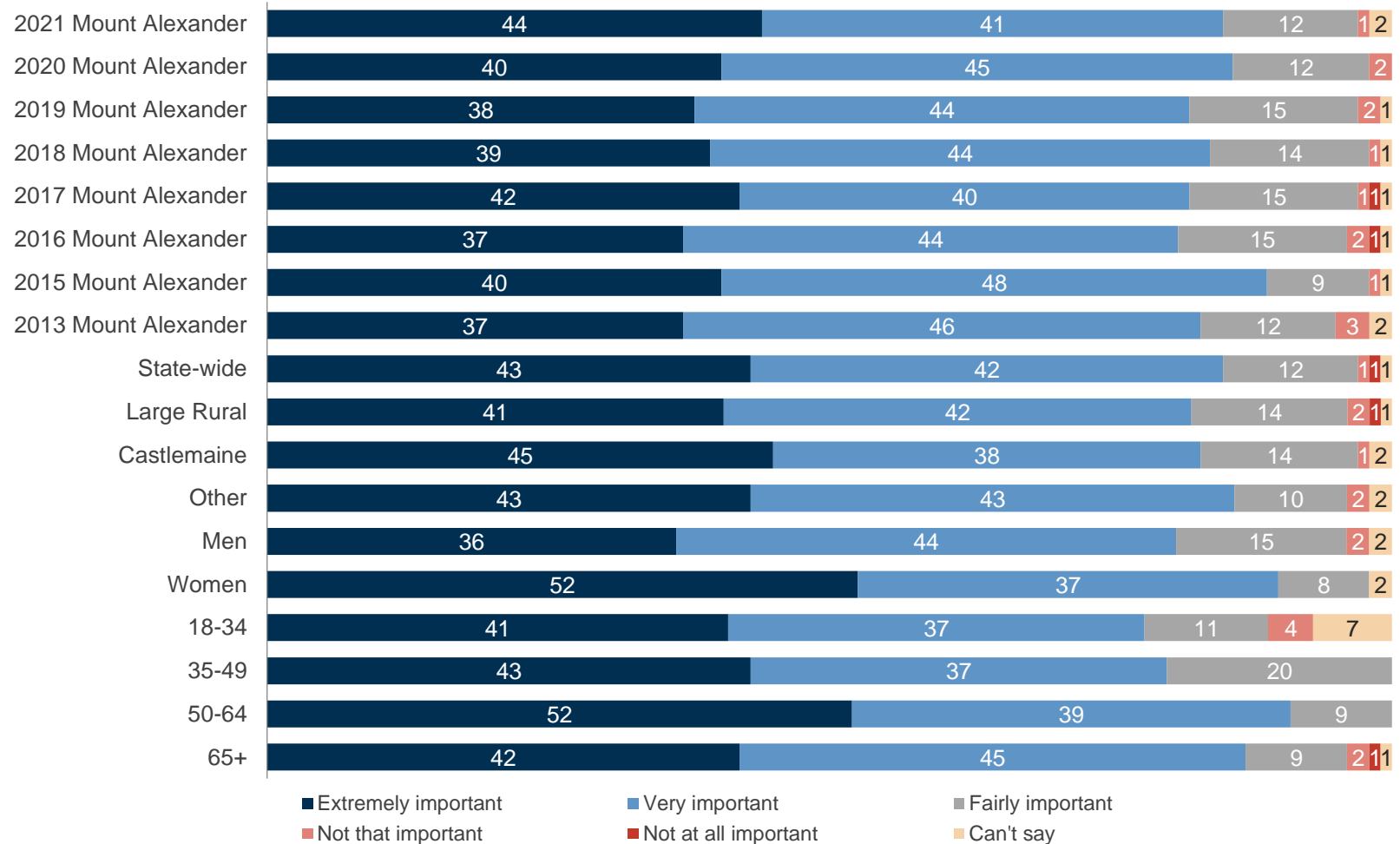
Note: Please see Appendix A for explanation of significant differences.



Elderly support services importance



2021 elderly support importance (%)

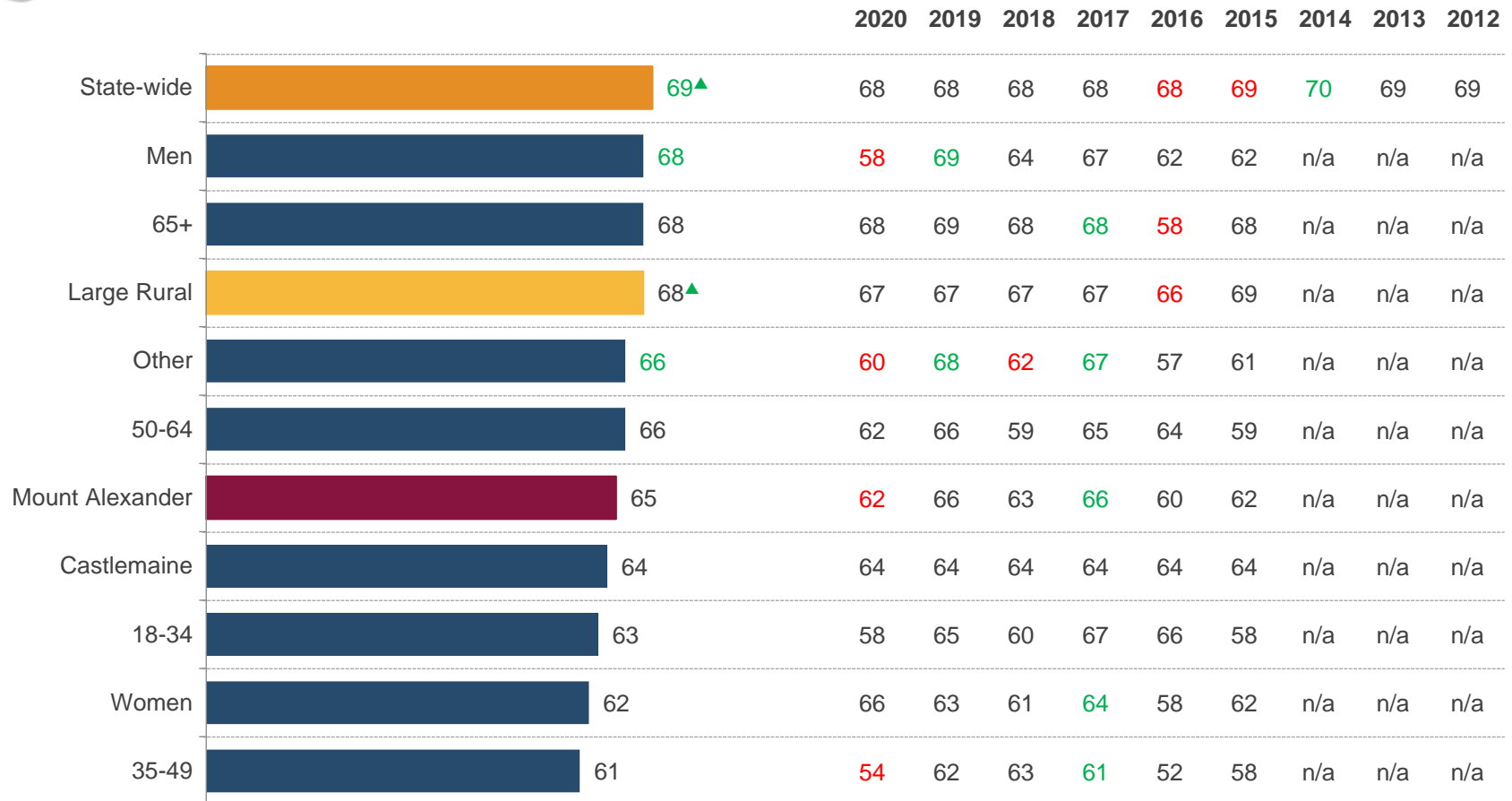




Elderly support services performance



2021 elderly support performance (index scores)



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: 8

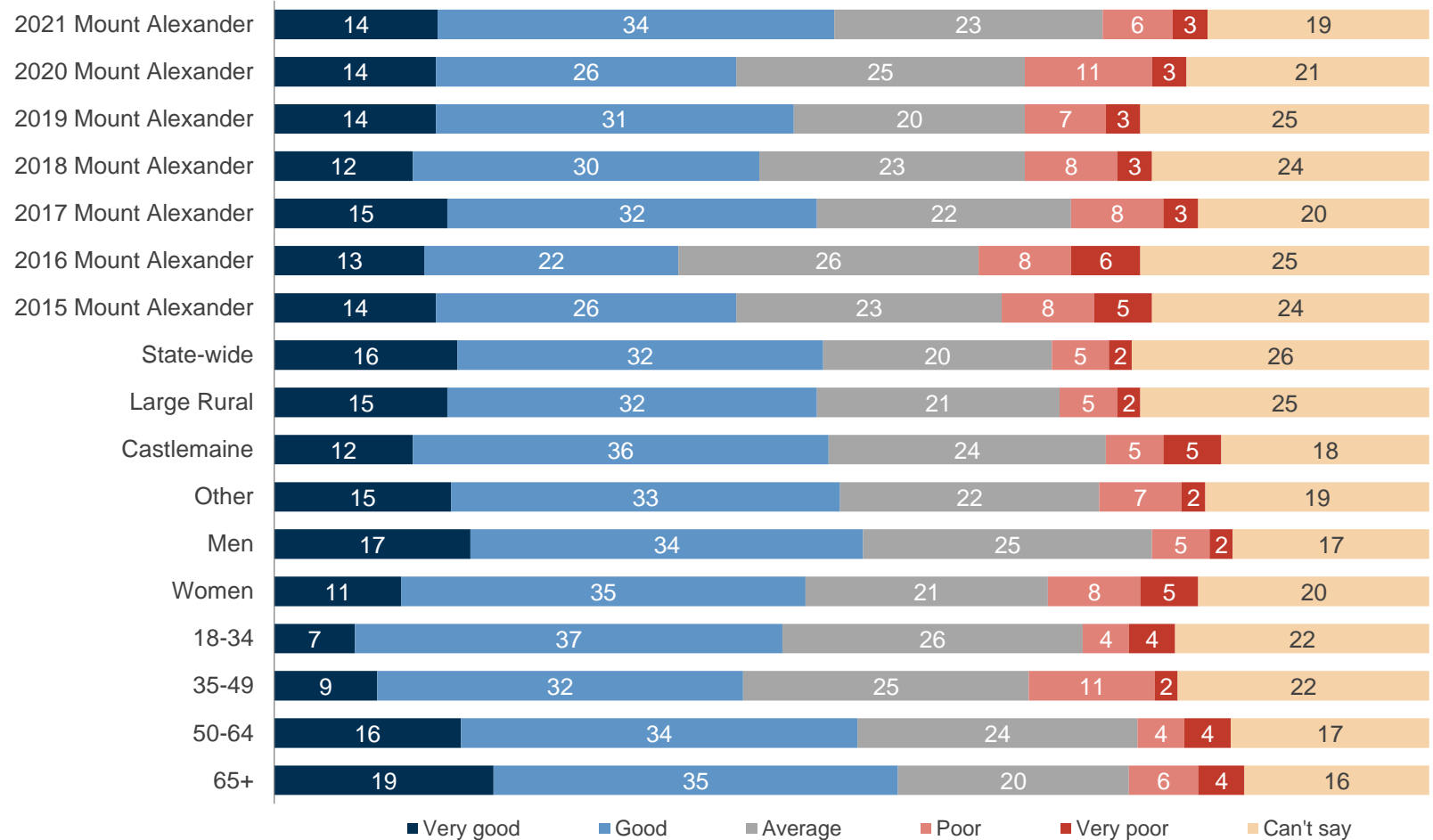
Note: Please see Appendix A for explanation of significant differences.



Elderly support services performance



2021 elderly support performance (%)





Recreational facilities importance



2021 recreational facilities importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
35-49	75	73	76	76	69	72	71	74	n/a	n/a
Women	74	72	72	77	73	73	75	76	n/a	n/a
State-wide	74▲	72	72	73	72	73	72	72	72	72
Large Rural	73	72	72	74	72	72	72	n/a	n/a	n/a
50-64	72	70	70	70	74	67	73	74	n/a	n/a
Other	71	68	69	70	70	69	70	73	n/a	n/a
Mount Alexander	71	70	70	73	71	70	71	73	n/a	n/a
Castlemaine	71	73	71	77	73	72	73	73	n/a	n/a
65+	71	70	69	71	68	69	68	70	n/a	n/a
Men	68	68	68	70	69	67	67	70	n/a	n/a
18-34	67	67	67	77	75	74	74	76	n/a	n/a

Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 33 Councils asked group: 8

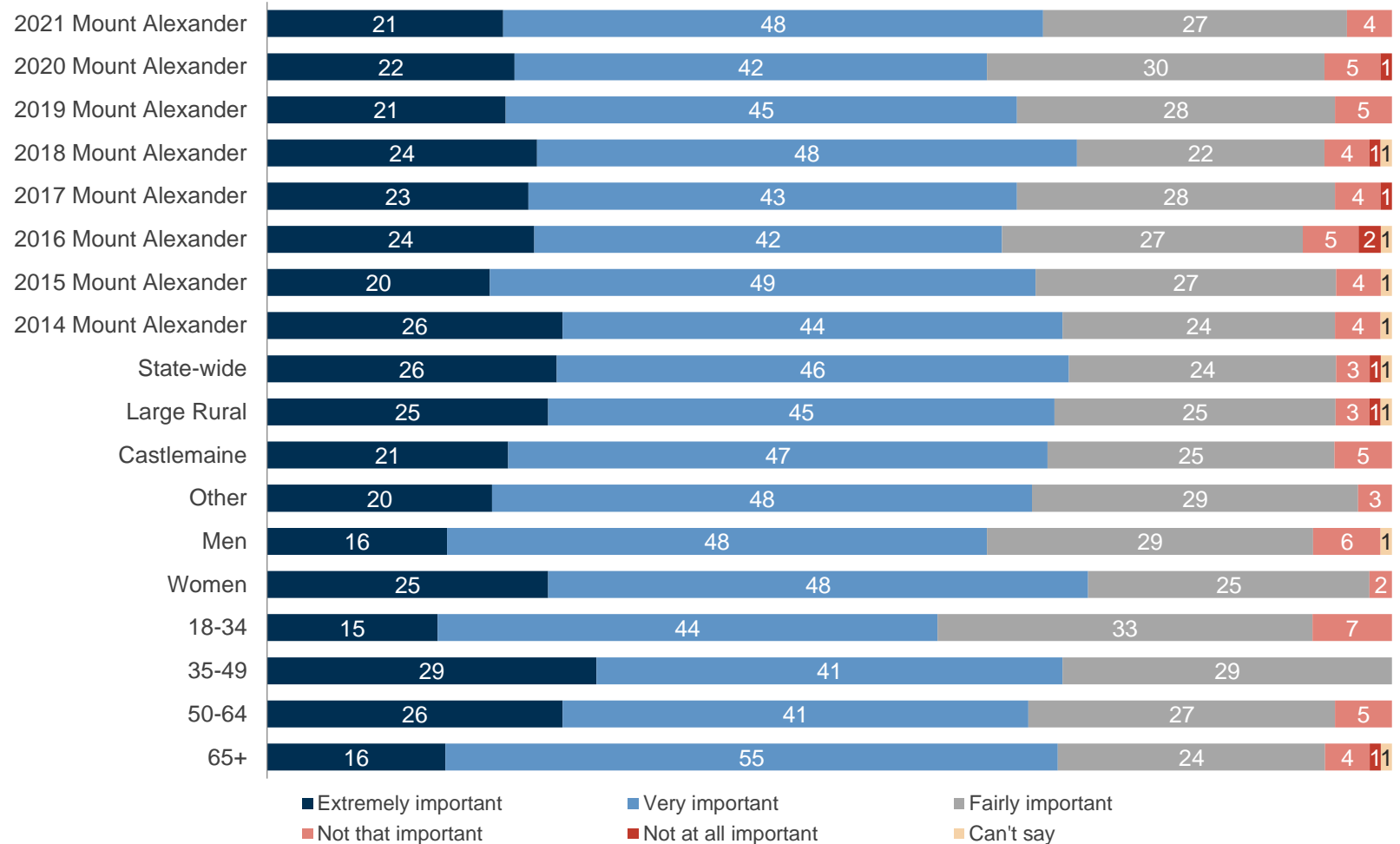
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2021 recreational facilities importance (%)

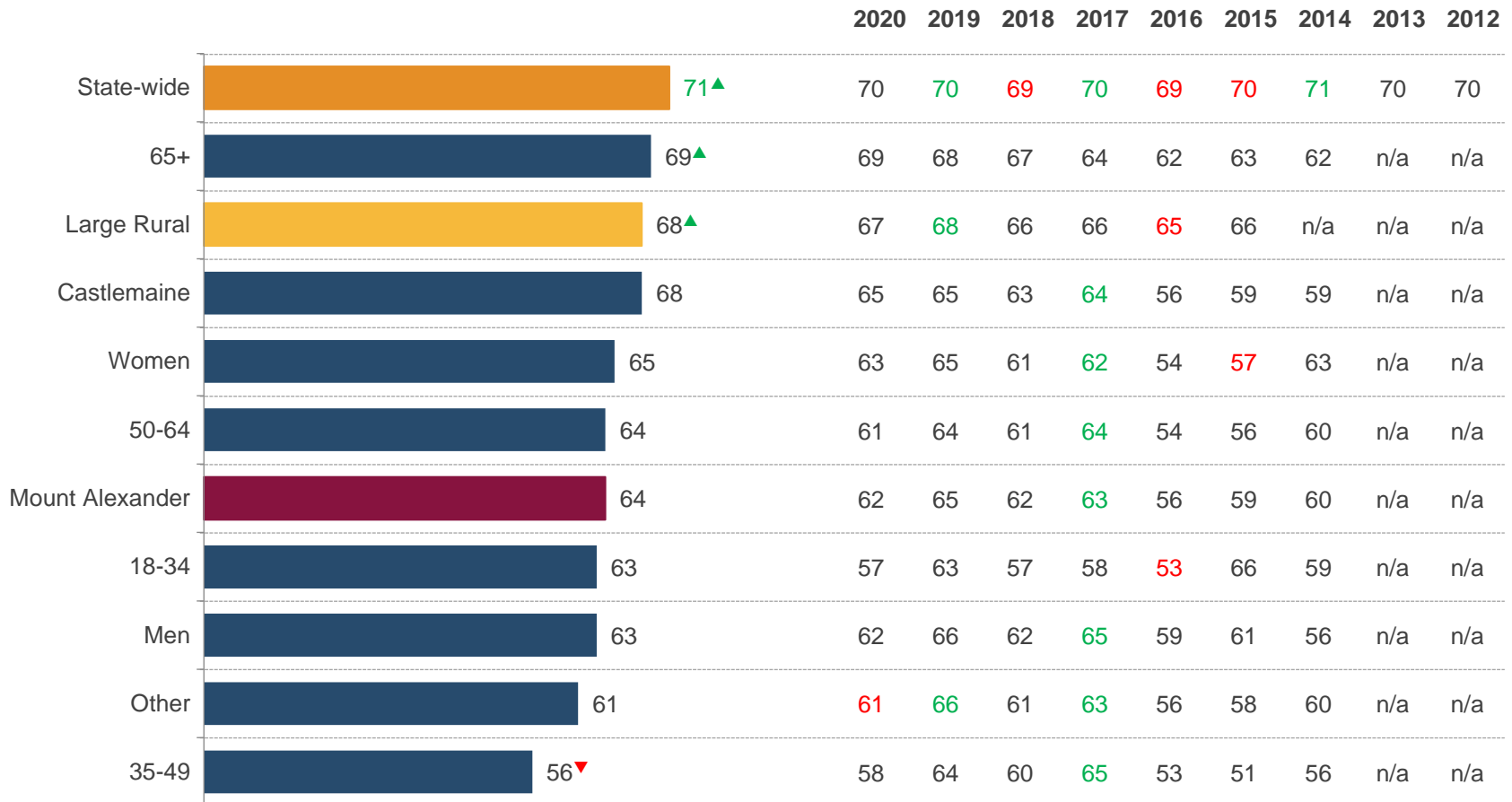




Recreational facilities performance



2021 recreational facilities performance (index scores)



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

Base: All respondents. Councils asked state-wide: 42 Councils asked group: 10

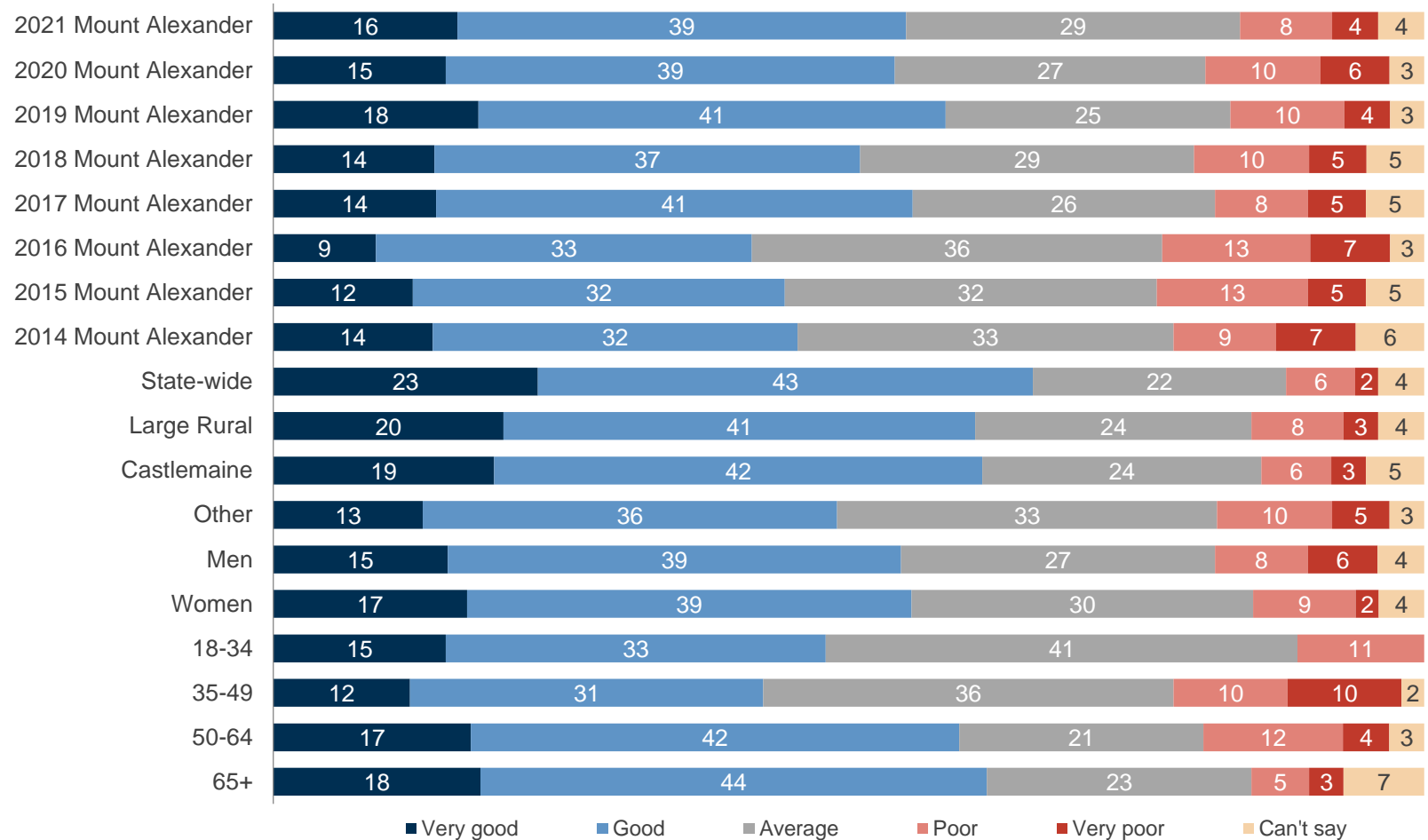
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2021 recreational facilities performance (%)





The appearance of public areas importance



2021 public areas importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	76	71	71	71	75	68	77	74	73	n/a
18-34	76	65	69	76	73	78	70	81	71	n/a
Women	75	73	73	75	73	73	75	76	75	n/a
Large Rural	75▲	73	73	73	73	74	73	n/a	n/a	n/a
State-wide	75▲	74	73	74	74	74	73	73	74	73
Castlemaine	74	71	71	74	74	71	74	74	74	n/a
Mount Alexander	73	71	71	73	72	71	73	74	73	n/a
Other	73	71	71	73	71	71	73	75	71	n/a
65+	72	74	74	74	71	73	73	74	74	n/a
Men	71	69	69	72	71	69	72	72	71	n/a
35-49	71	70	68	73	71	67	72	70	72	n/a

Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 31 Councils asked group: 8

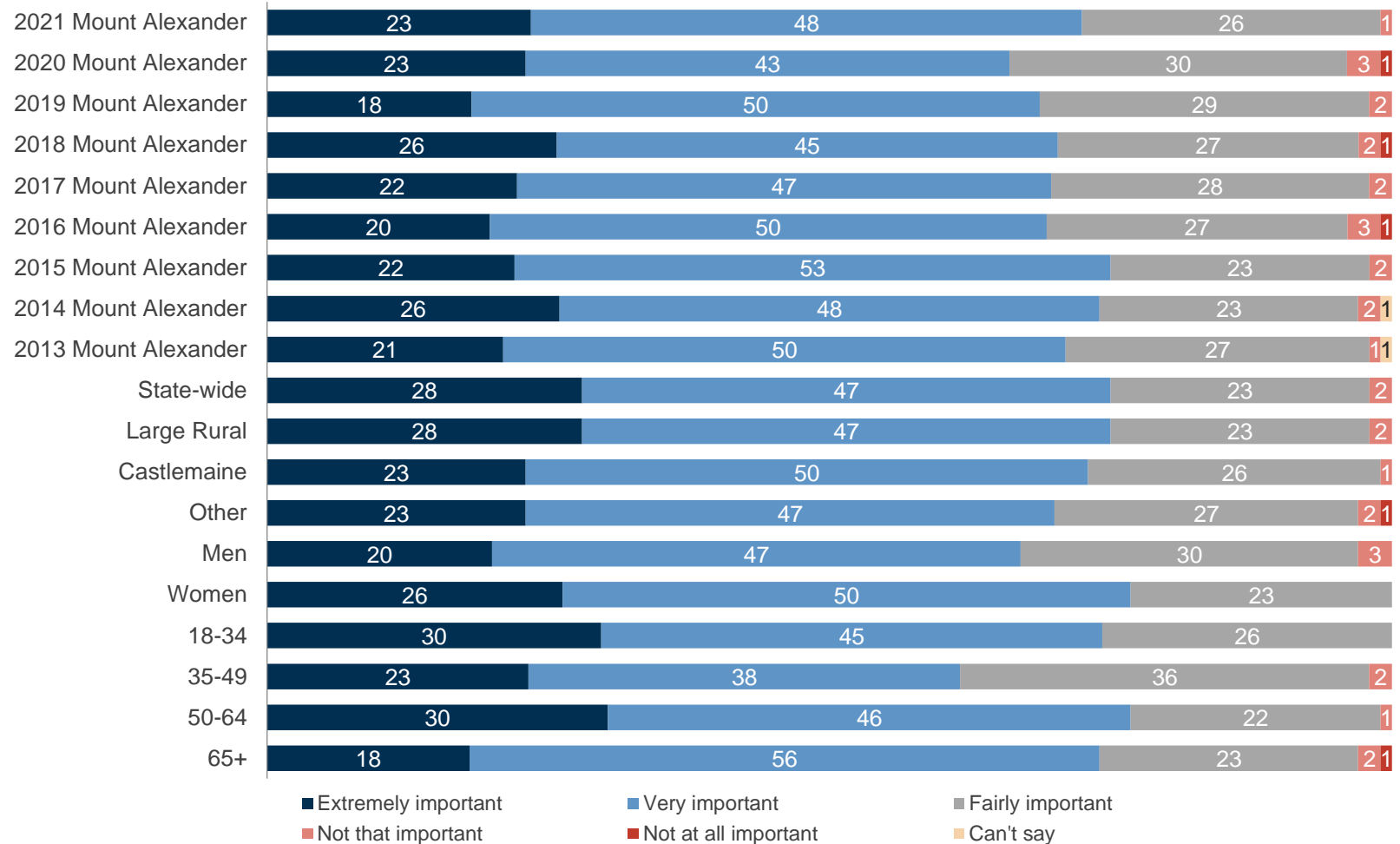
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2021 public areas importance (%)

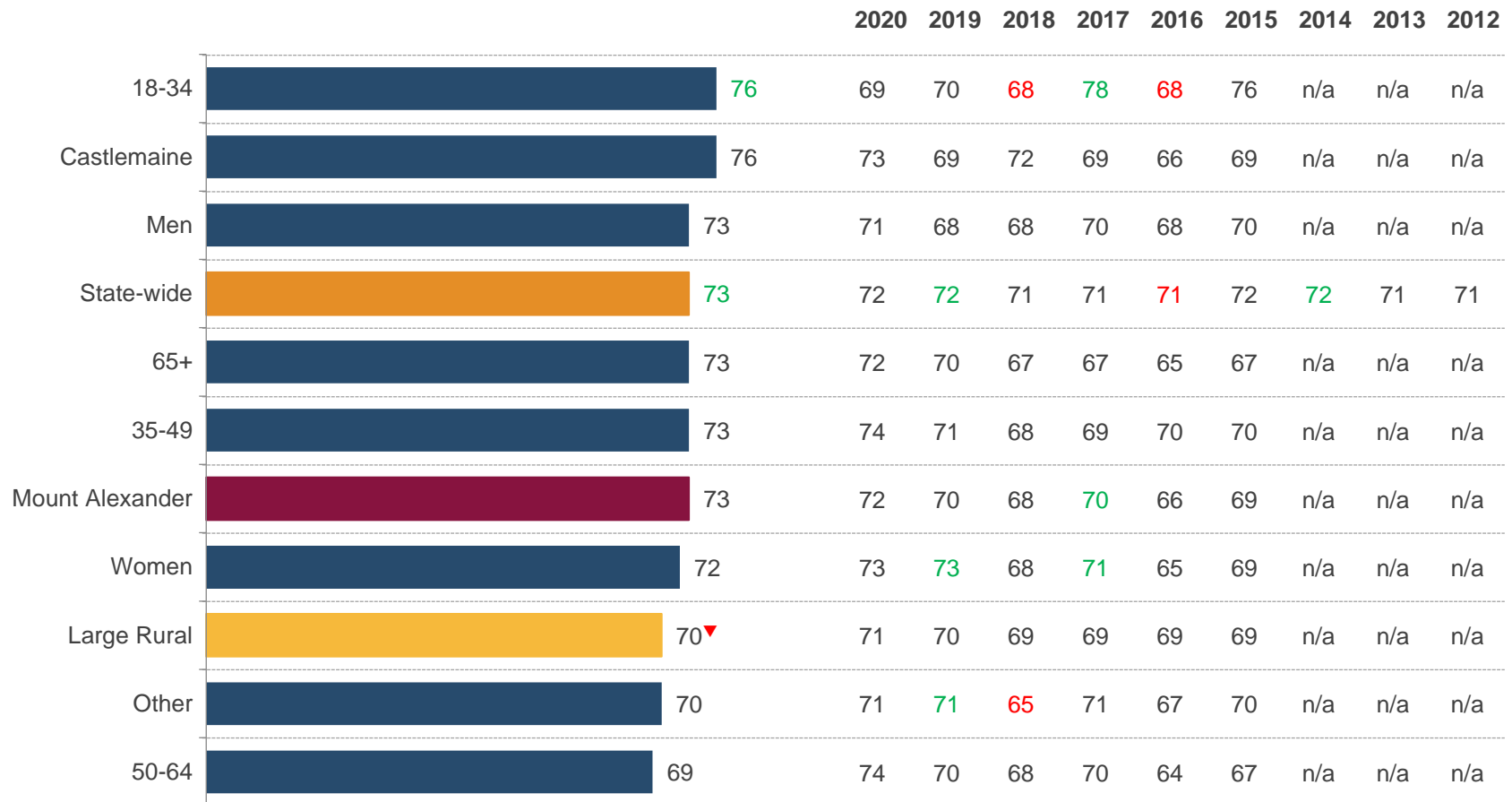




The appearance of public areas performance



2021 public areas performance (index scores)



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

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 11

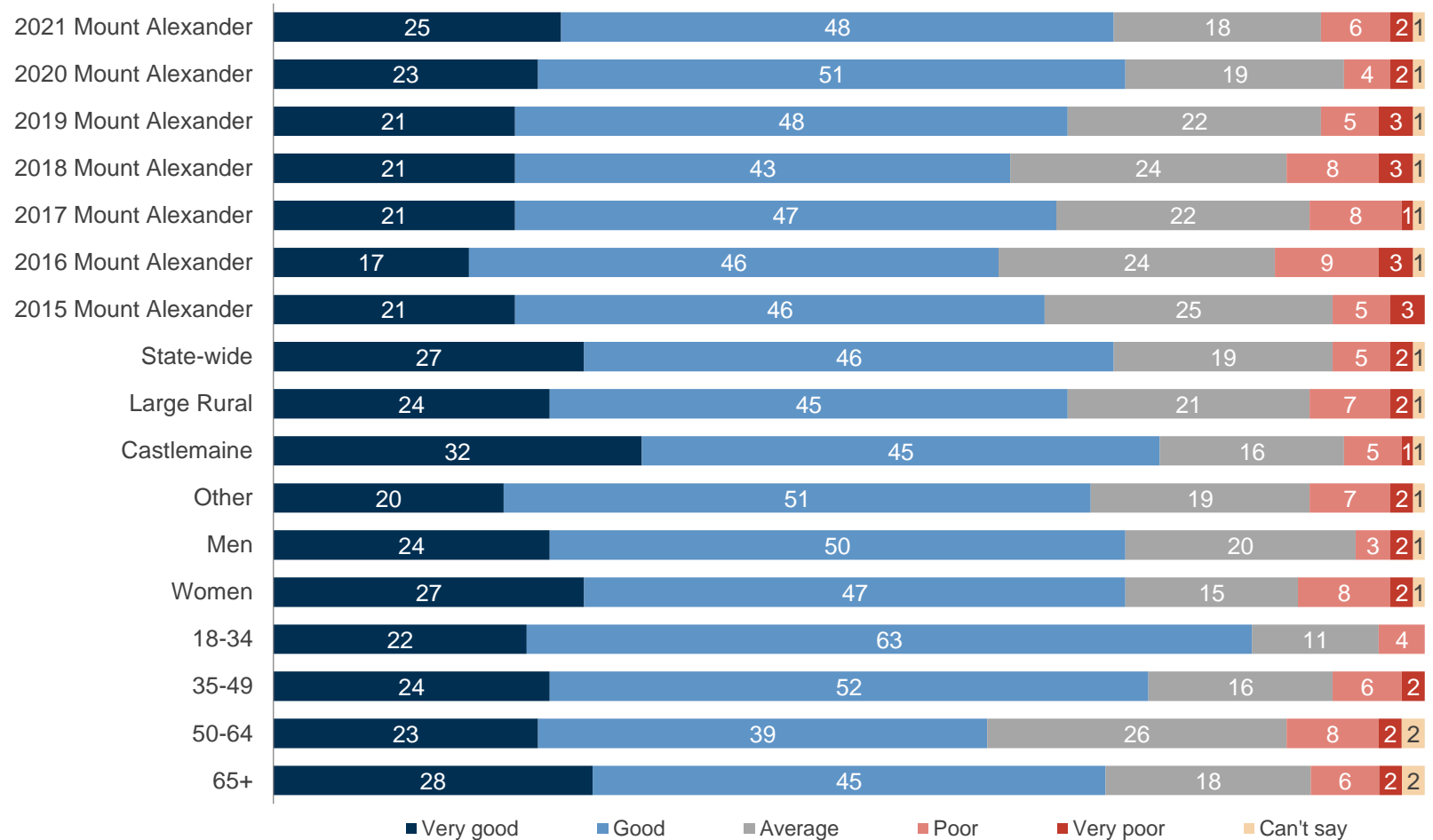
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2021 public areas performance (%)





Community and cultural activities importance



2021 community and cultural activities importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	68▲	65	65	66	65	63	64	n/a	n/a	n/a
50-64	67	65	64	59	59	56	63	n/a	n/a	n/a
65+	65	63	60	59	60	61	61	n/a	n/a	n/a
Castlemaine	64	66	61	65	62	63	61	n/a	n/a	n/a
Mount Alexander	64	62	61	62	63	61	61	n/a	n/a	n/a
State-wide	64	62	61	61	61	62	62	62	62	62
Other	63	60	60	59	63	59	61	n/a	n/a	n/a
Large Rural	63	61	61	60	61	61	61	n/a	n/a	n/a
18-34	62	60	58	67	69	63	58	n/a	n/a	n/a
35-49	60	60	60	64	66	63	61	n/a	n/a	n/a
Men	60	60	56	58	60	58	57	n/a	n/a	n/a

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

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

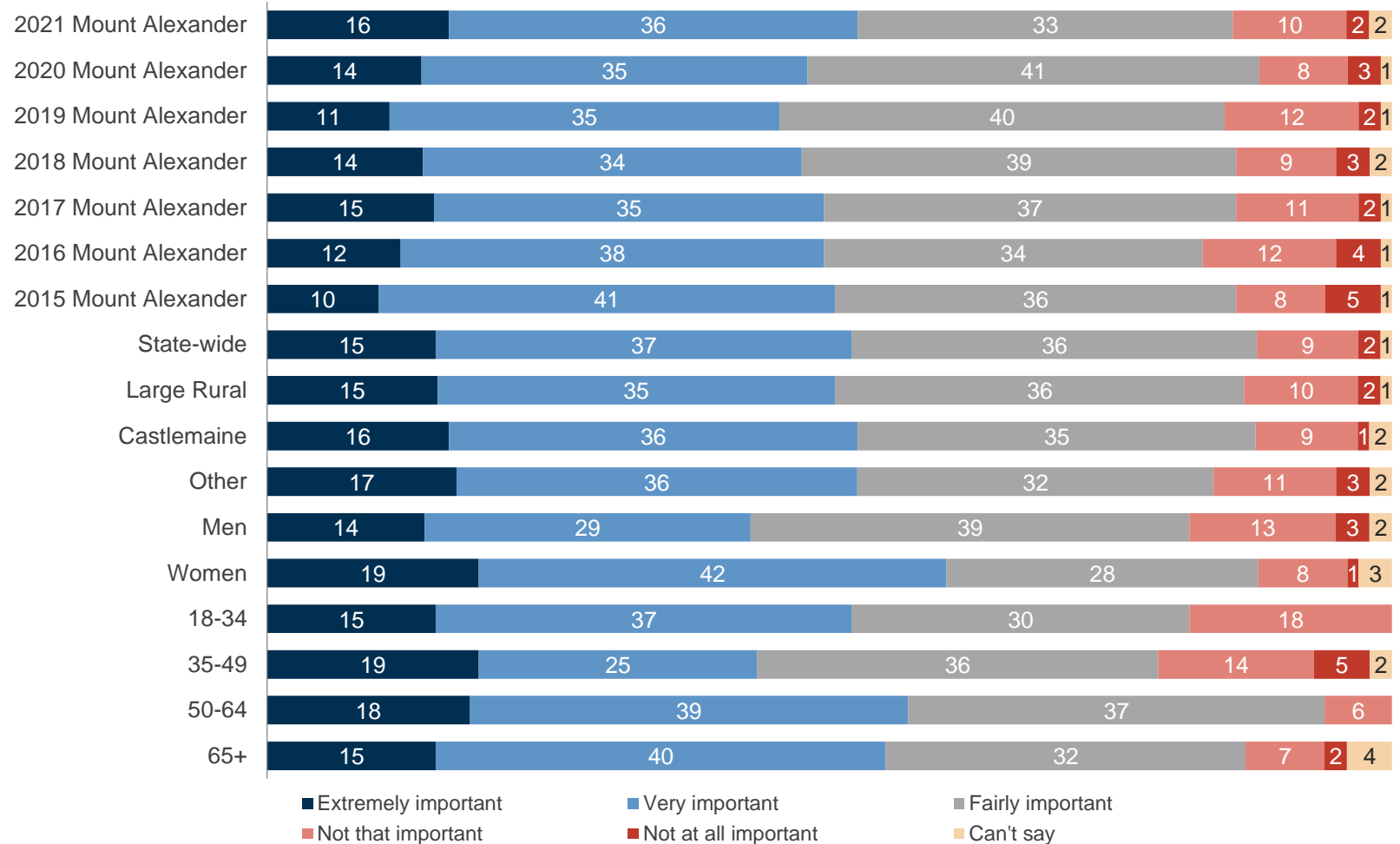
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities importance



2021 community and cultural activities importance (%)

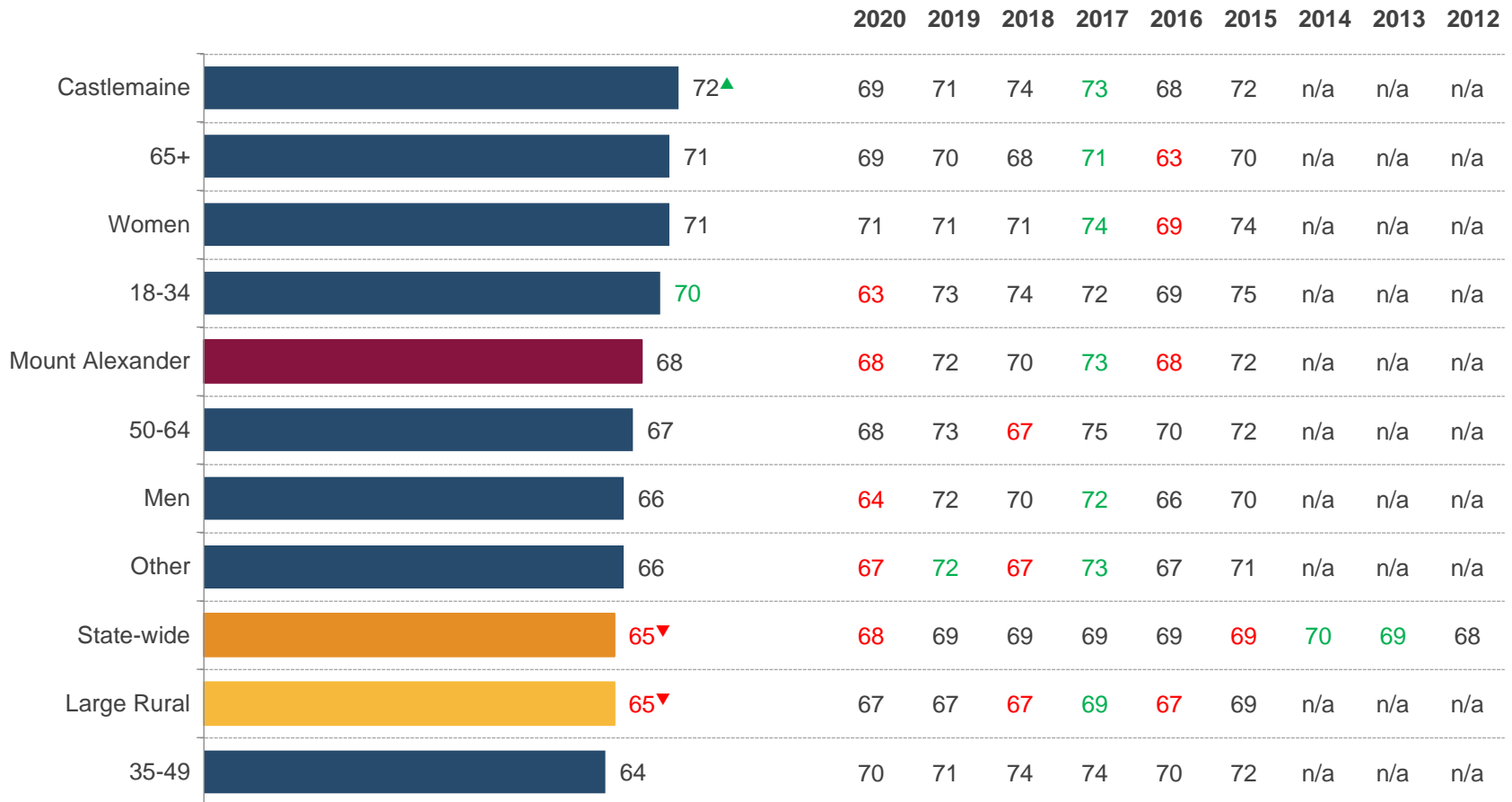




Community and cultural activities performance



2021 community and cultural activities performance (index scores)



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

Base: All respondents. Councils asked state-wide: 28 Councils asked group: 8

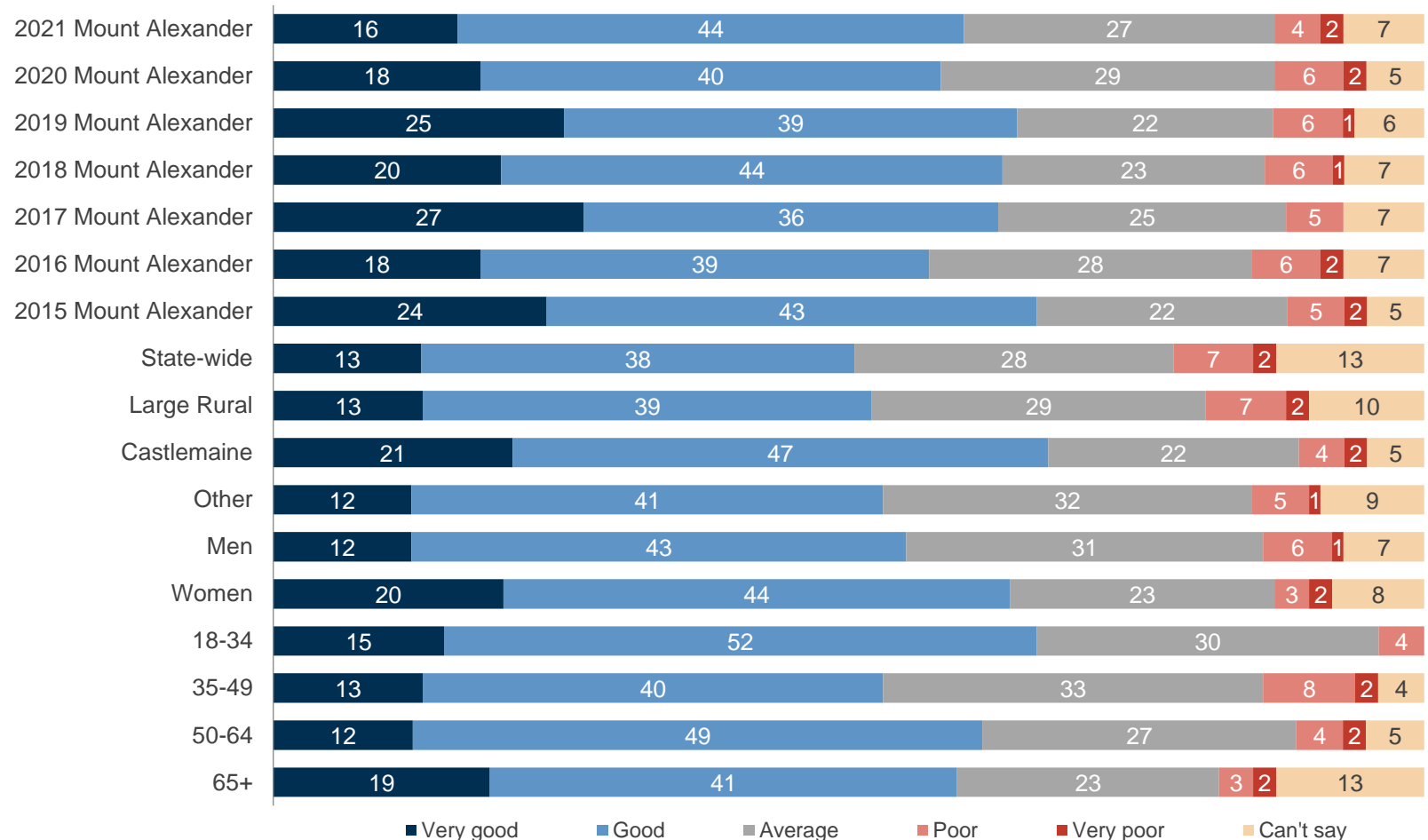
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2021 community and cultural activities performance (%)





Waste management importance



2021 waste management importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	83	86	79	83	79	80	80	82	81	n/a
50-64	82	84	83	80	78	78	83	83	80	n/a
65+	82	84	81	84	80	79	81	80	78	n/a
State-wide	82	82	81	81	79	80	79	79	79	78
Other	82	81	77	83	77	79	78	81	79	n/a
35-49	82	86	81	82	76	80	76	77	80	n/a
Mount Alexander	81	83	79	82	78	79	79	80	79	n/a
Large Rural	81	81	80	81	78	79	78	n/a	n/a	n/a
Castlemaine	80	86	82	79	79	79	81	79	78	n/a
Men	80	80	79	80	76	79	79	78	76	n/a
18-34	77	76	68	80	76	81	76	83	74	n/a

Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 32 Councils asked group: 8

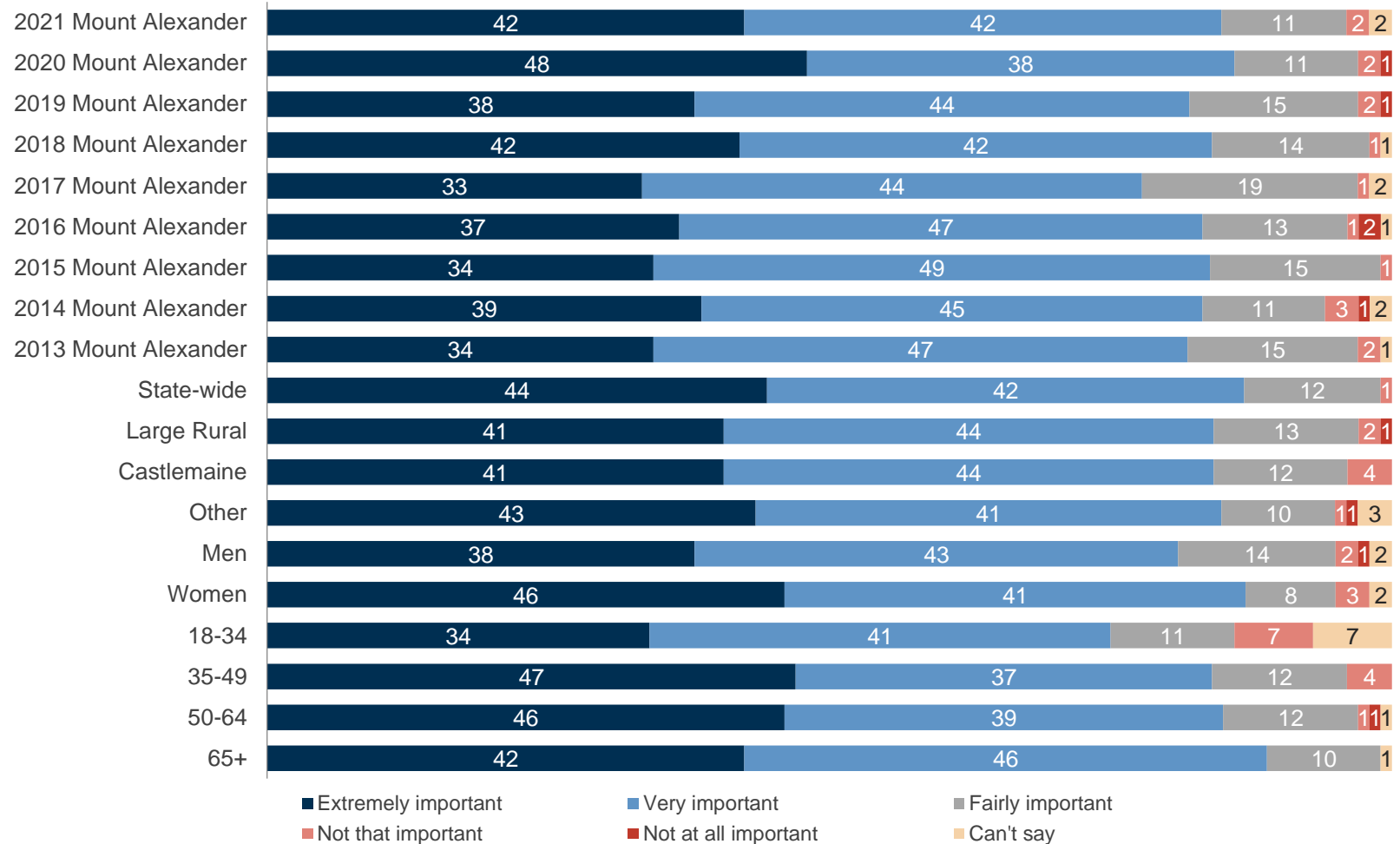
Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2021 waste management importance (%)





Waste management performance



2021 waste management performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	65	68	70	71	70	72	73	71	72
Large Rural	62	64	67	68	66	68	n/a	n/a	n/a
65+	56	58	62	61	55	59	n/a	n/a	n/a
18-34	45	61	49	68	56	71	n/a	n/a	n/a
Men	50	55	59	62	49	59	n/a	n/a	n/a
Castlemaine	49	54	62	61	57	60	n/a	n/a	n/a
Mount Alexander	49	55	58	60	52	58	n/a	n/a	n/a
50-64	45	53	56	59	50	53	n/a	n/a	n/a
Other	48	55	54	60	48	58	n/a	n/a	n/a
Women	48	54	57	59	54	58	n/a	n/a	n/a
35-49	43	46	62	56	45	54	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

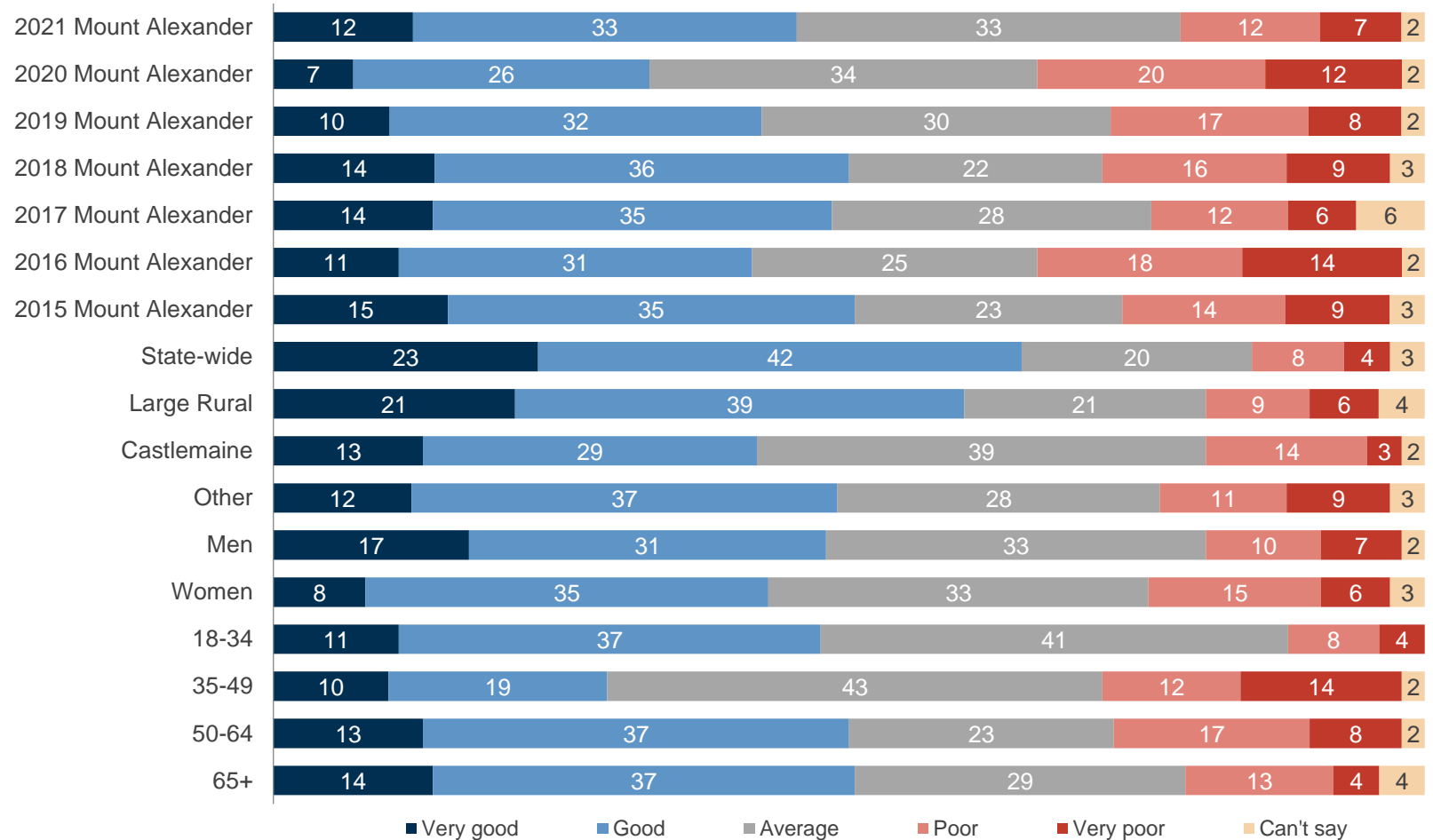
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2021 waste management performance (%)

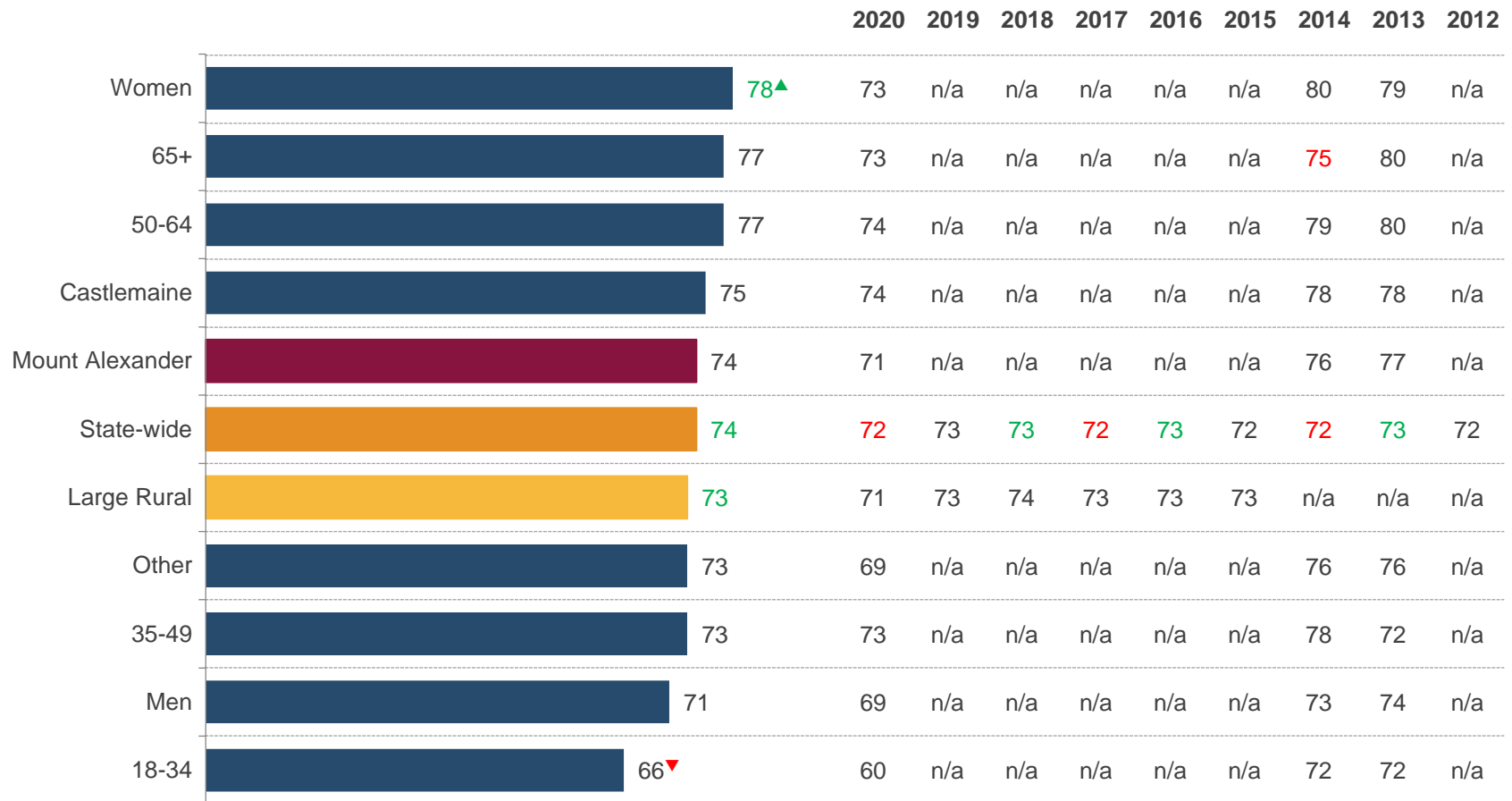




Council's general town planning policy importance



2021 town planning importance (index scores)



Q1. Firstly, how important should 'Council's general town planning policy' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 14 Councils asked group: 3

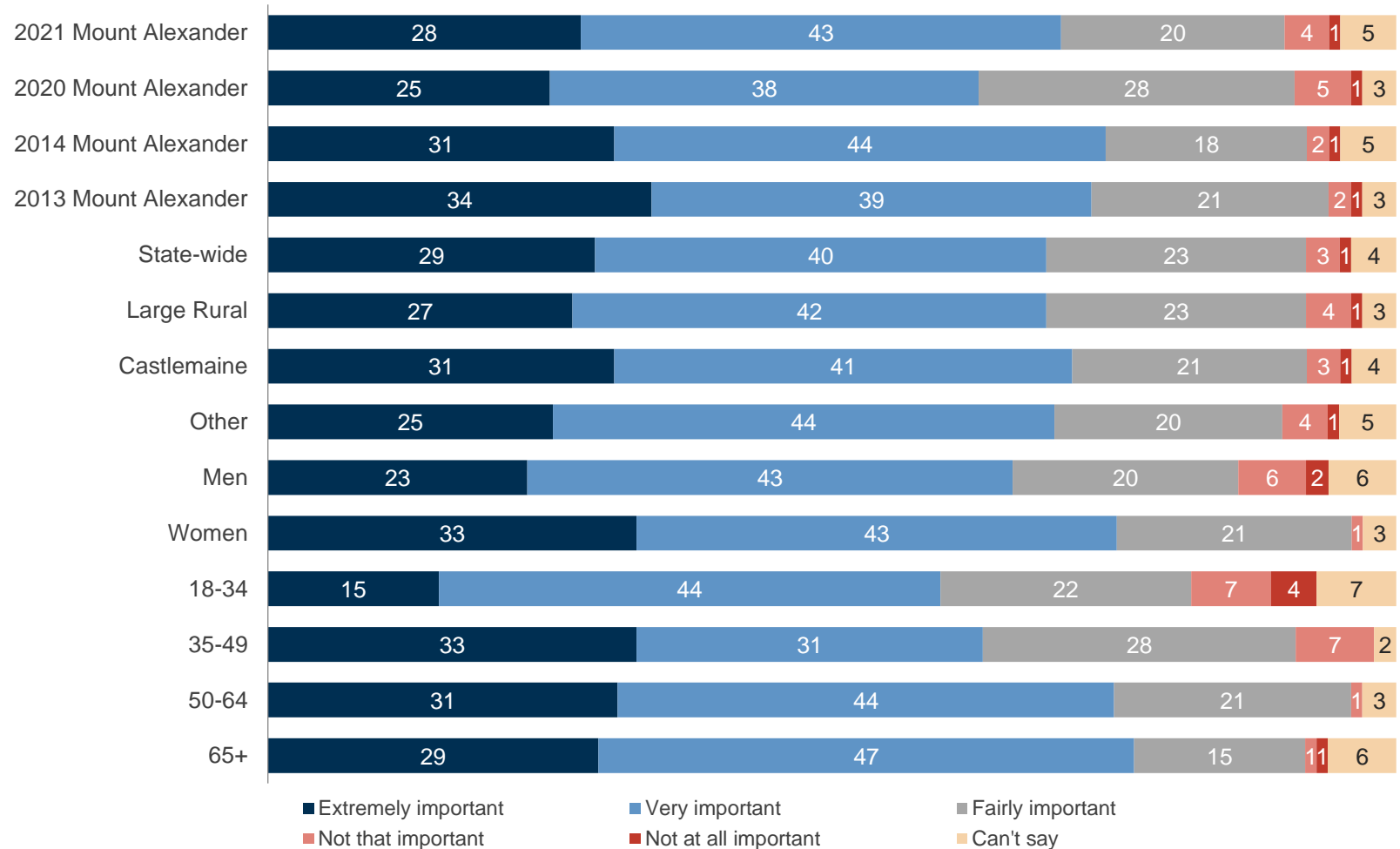
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy importance



2021 town planning importance (%)





Council's general town planning policy performance



2021 town planning performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	50	n/a	n/a	n/a	n/a	n/a	56	n/a	n/a
Men	49	n/a	n/a	n/a	n/a	n/a	43	n/a	n/a
State-wide	54	55	54	53	52	54	55	55	54
Large Rural	54	55	54	54	51	53	n/a	n/a	n/a
Other	47	n/a	n/a	n/a	n/a	n/a	46	n/a	n/a
50-64	47	n/a	n/a	n/a	n/a	n/a	46	n/a	n/a
Mount Alexander	49	n/a	n/a	n/a	n/a	n/a	48	n/a	n/a
65+	53	n/a	n/a	n/a	n/a	n/a	48	n/a	n/a
Castlemaine	53	n/a	n/a	n/a	n/a	n/a	51	n/a	n/a
35-49	46	n/a	n/a	n/a	n/a	n/a	45	n/a	n/a
Women	50	n/a	n/a	n/a	n/a	n/a	53	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 6

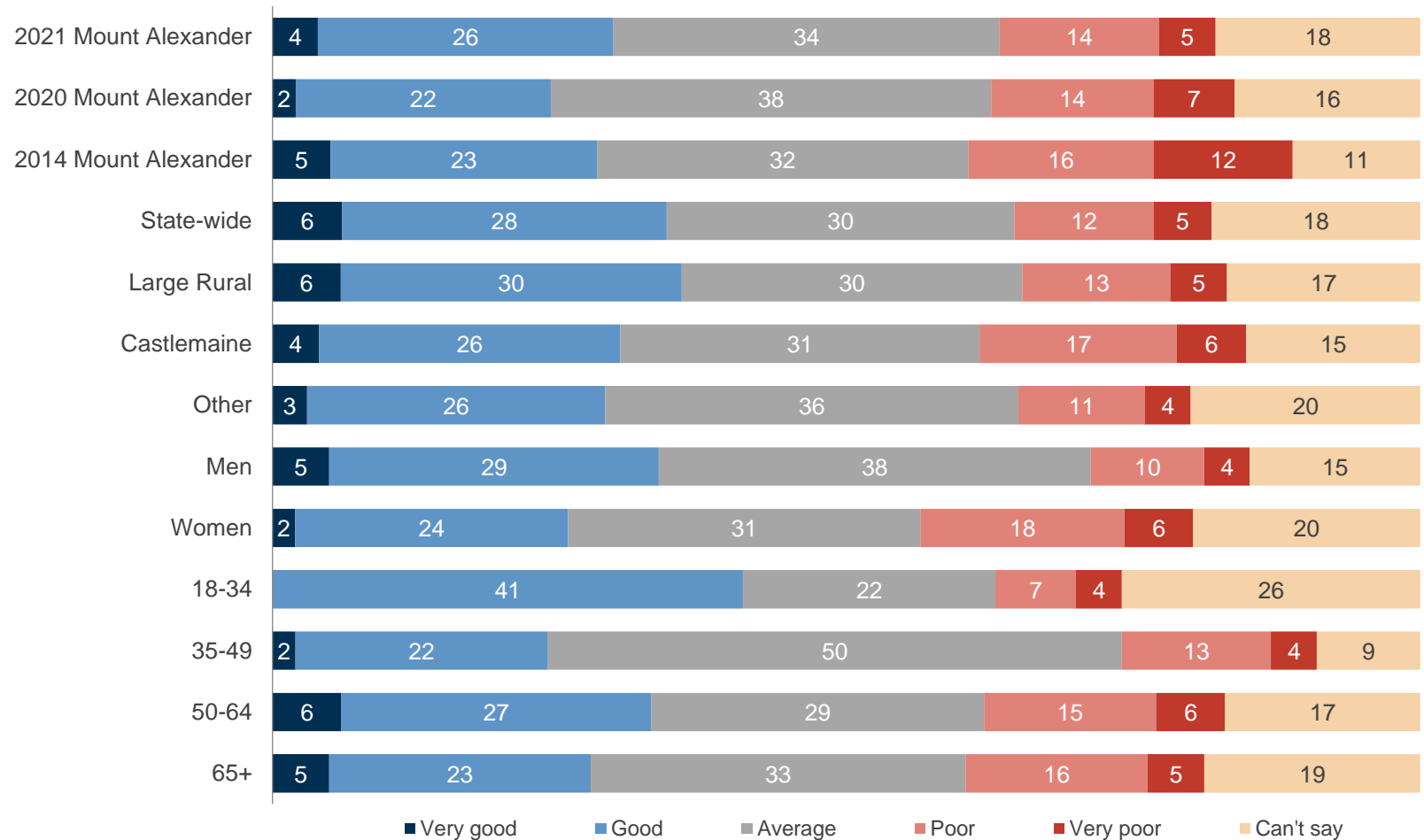
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy performance



2021 town planning performance (%)

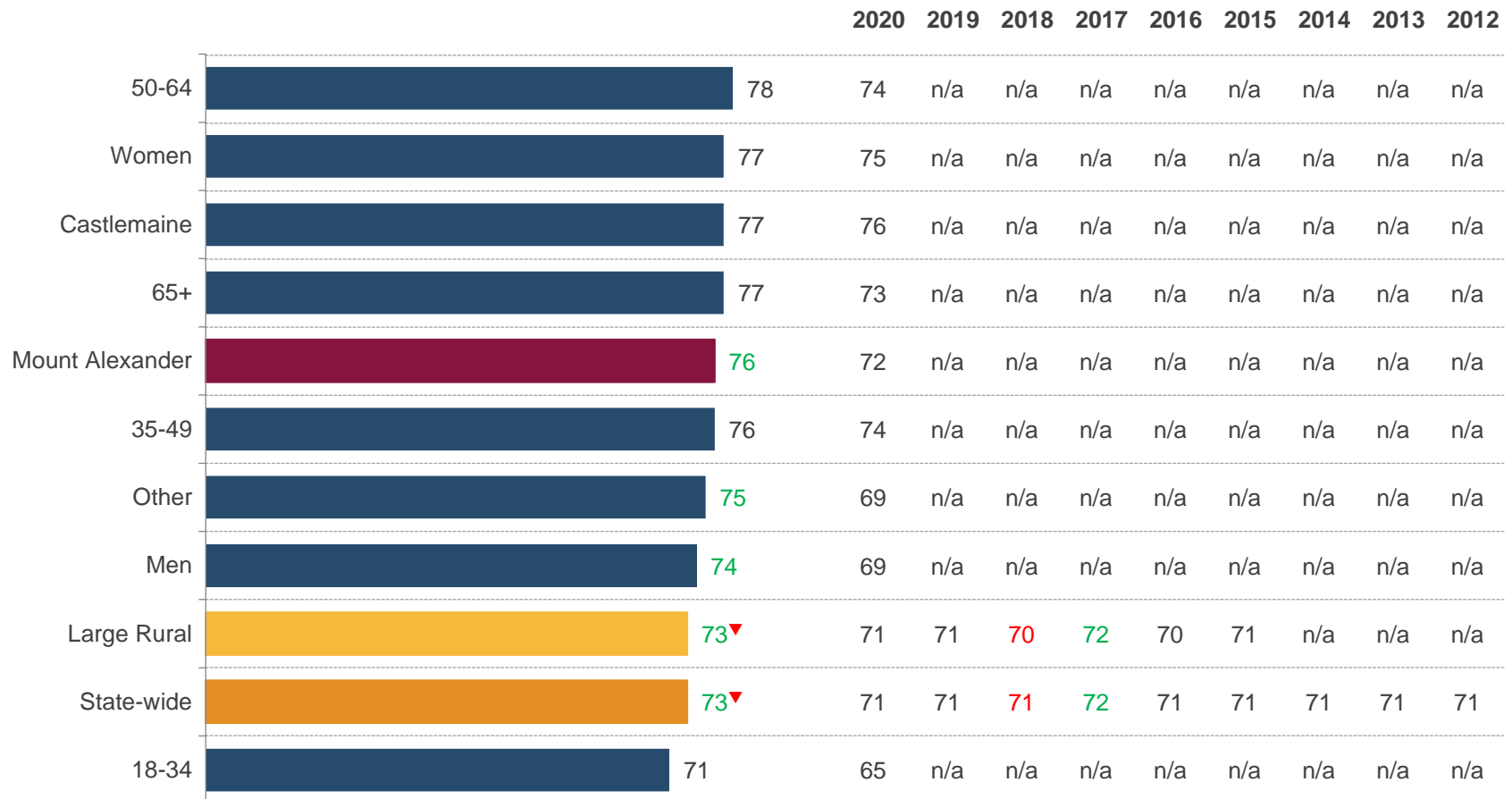




Planning and building permits importance



2021 planning and building permits importance (index scores)



Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 23 Councils asked group: 6

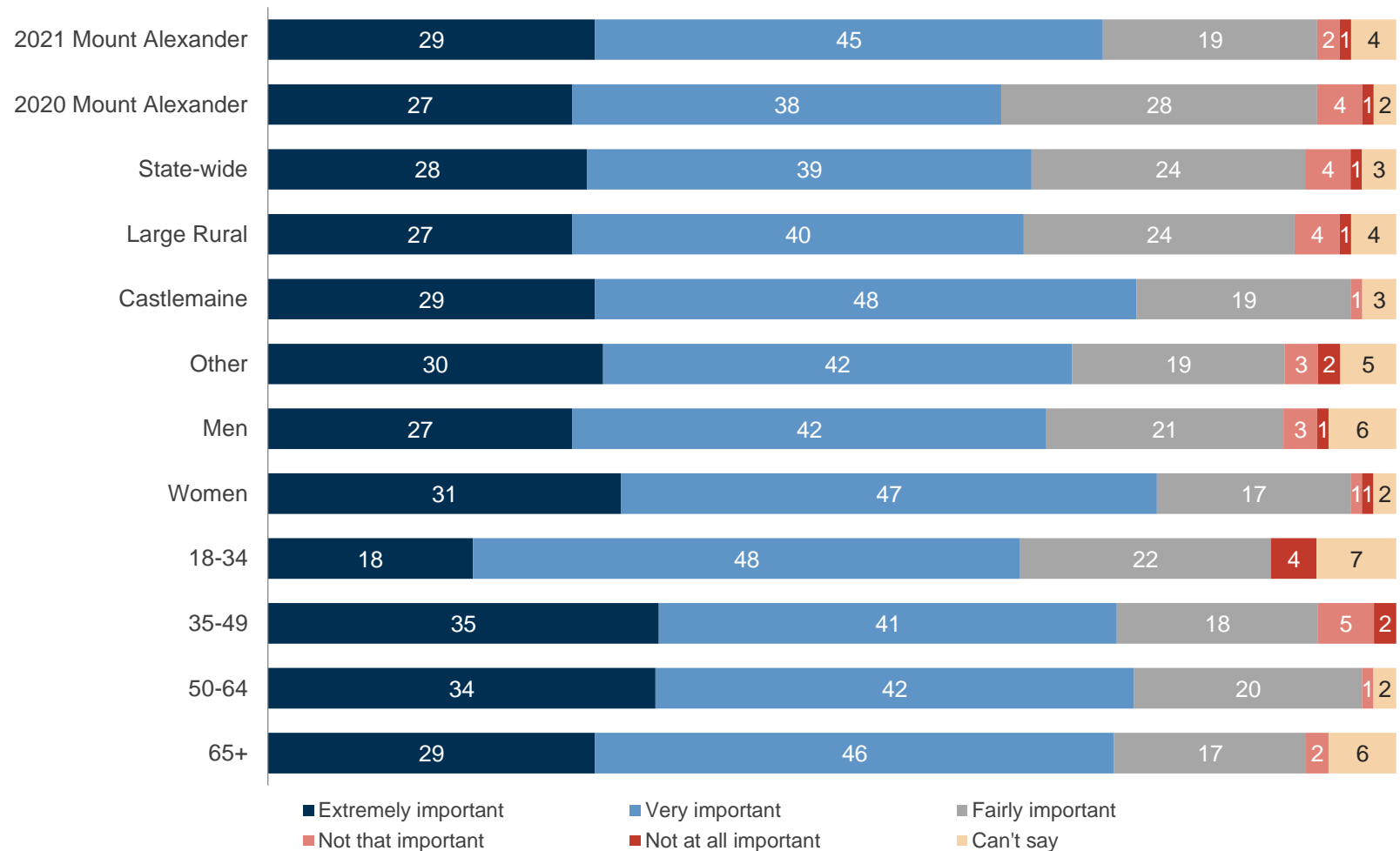
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2021 planning and building permits importance (%)





Planning and building permits performance



2021 planning and building permits performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	51▲	51	52	52	51	50	54	53	55	54
65+	50	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	48	49	49	49	48	50	54	n/a	n/a	n/a
50-64	46	42	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	46	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	46	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mount Alexander	46	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	45	45	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Castlemaine	45	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	41	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	39▼	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 29 Councils asked group: 9

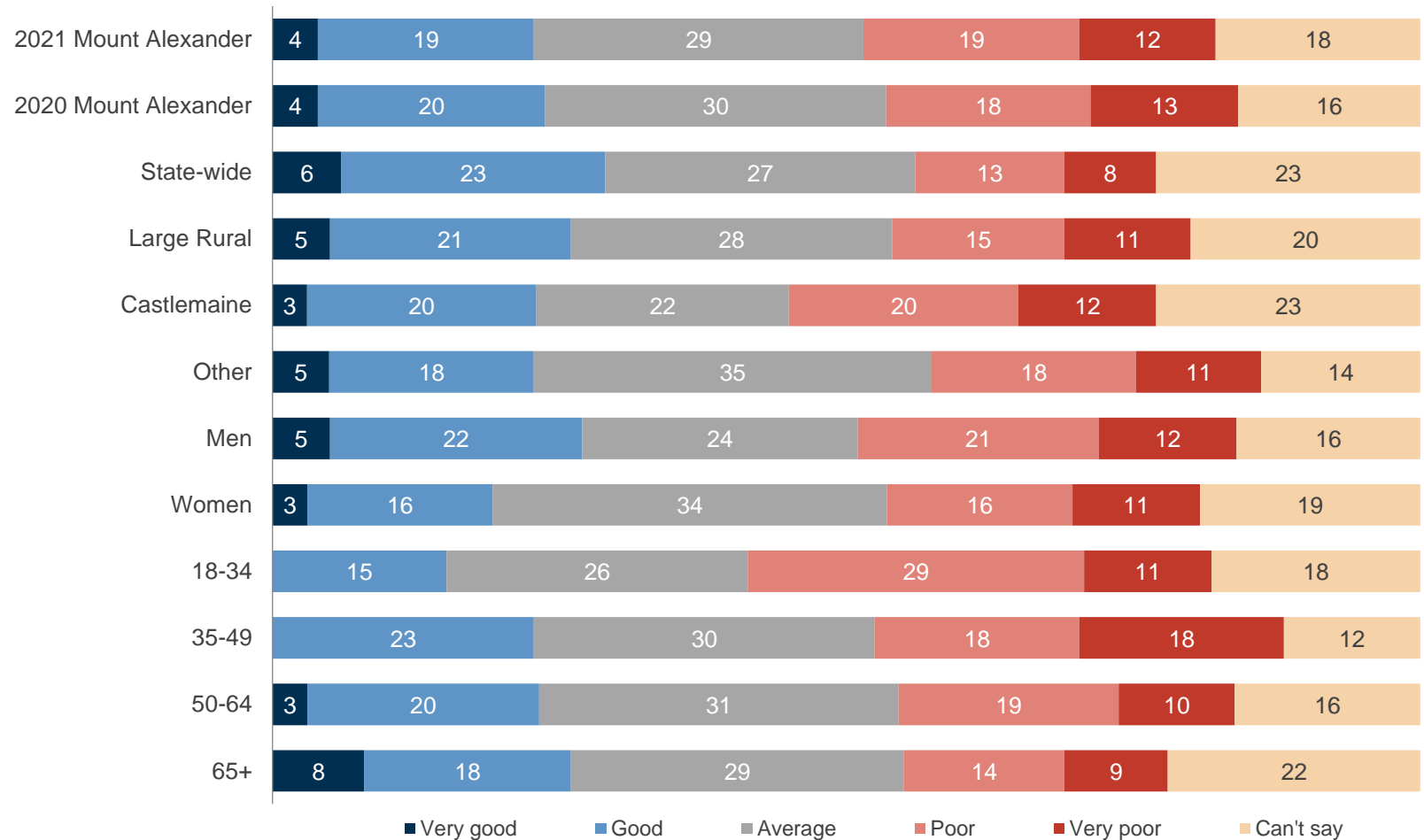
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2021 planning and building permits performance (%)

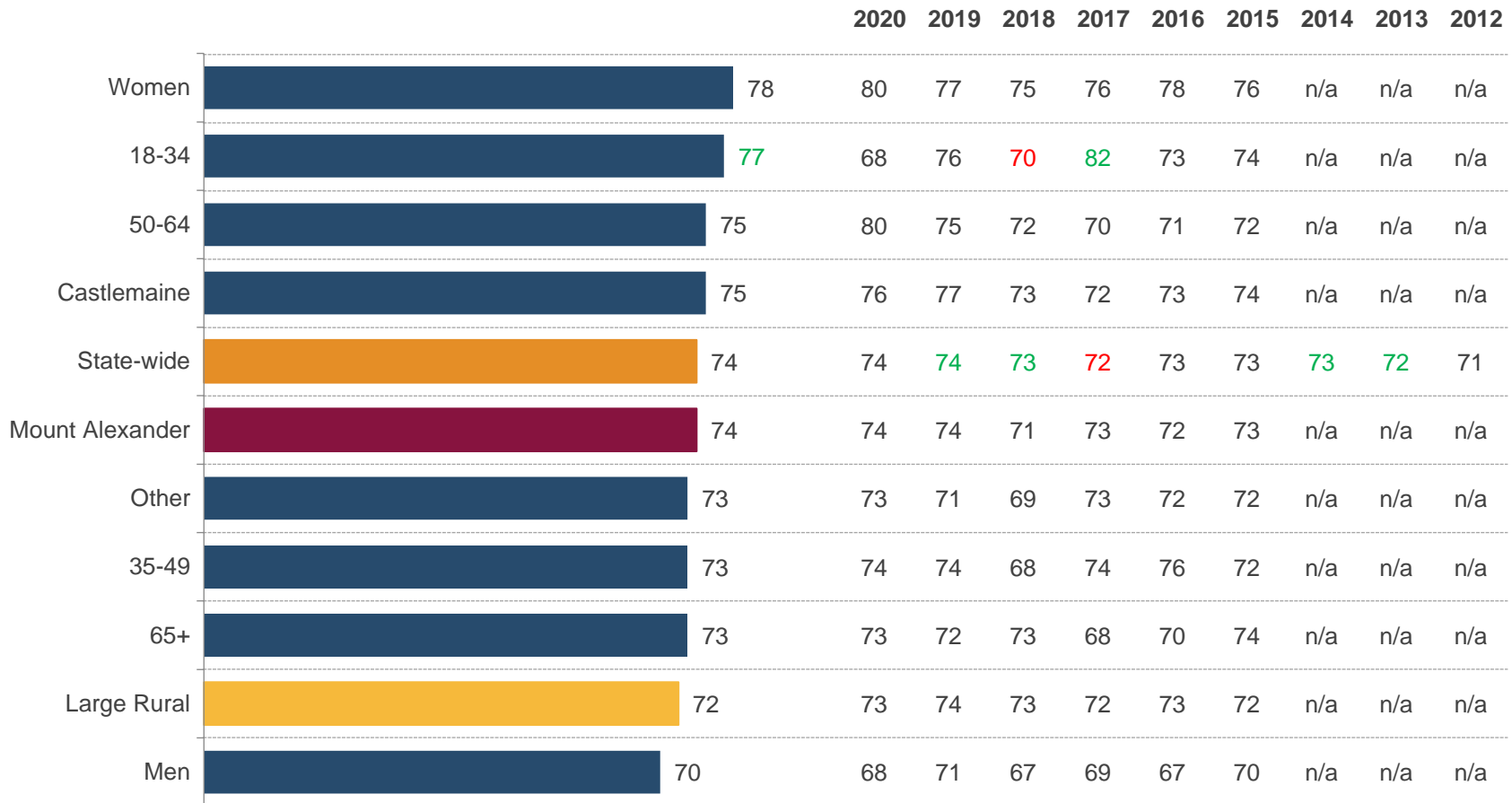




Environmental sustainability importance



2021 environmental sustainability importance (index scores)



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

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 7

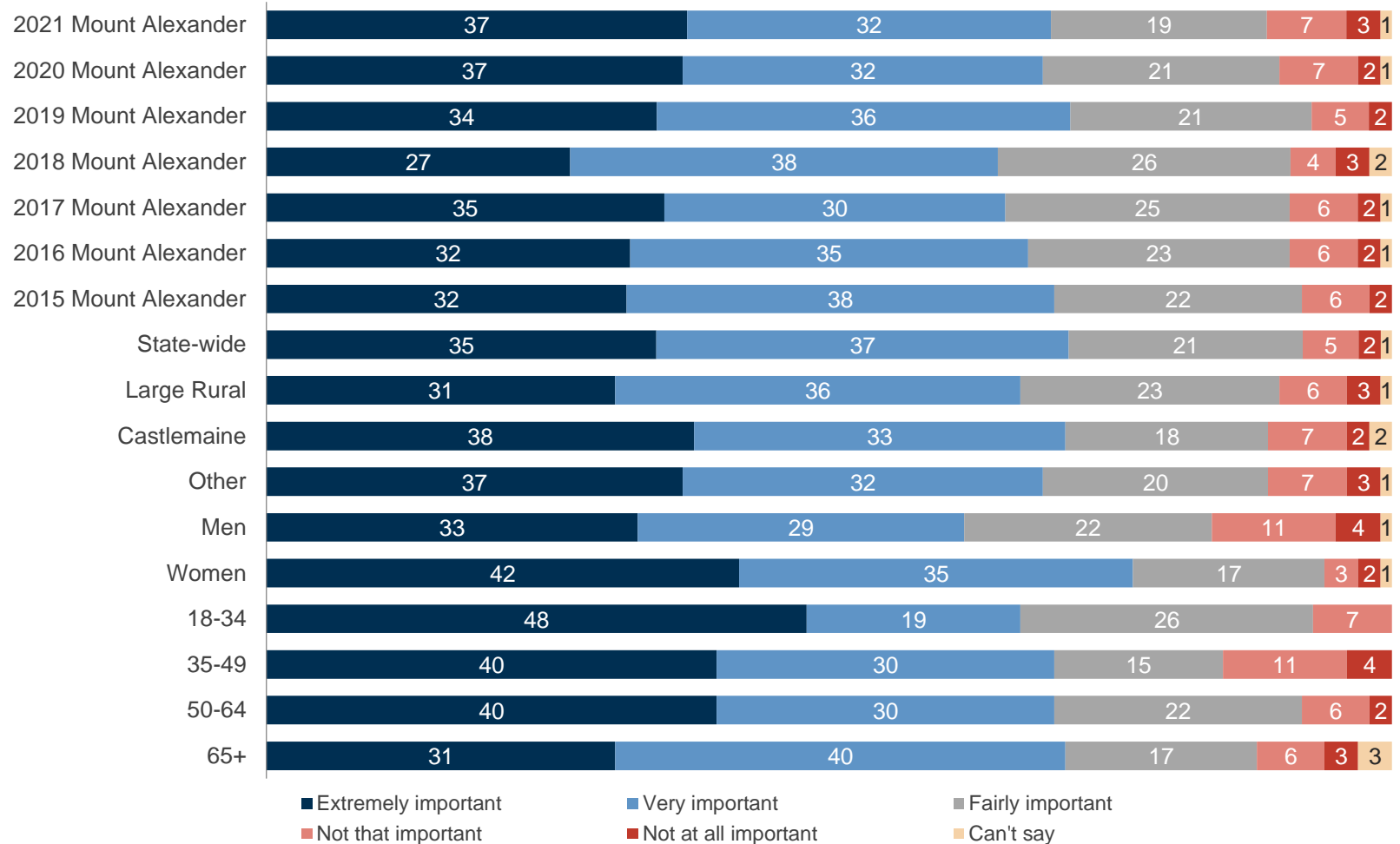
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2021 environmental sustainability importance (%)

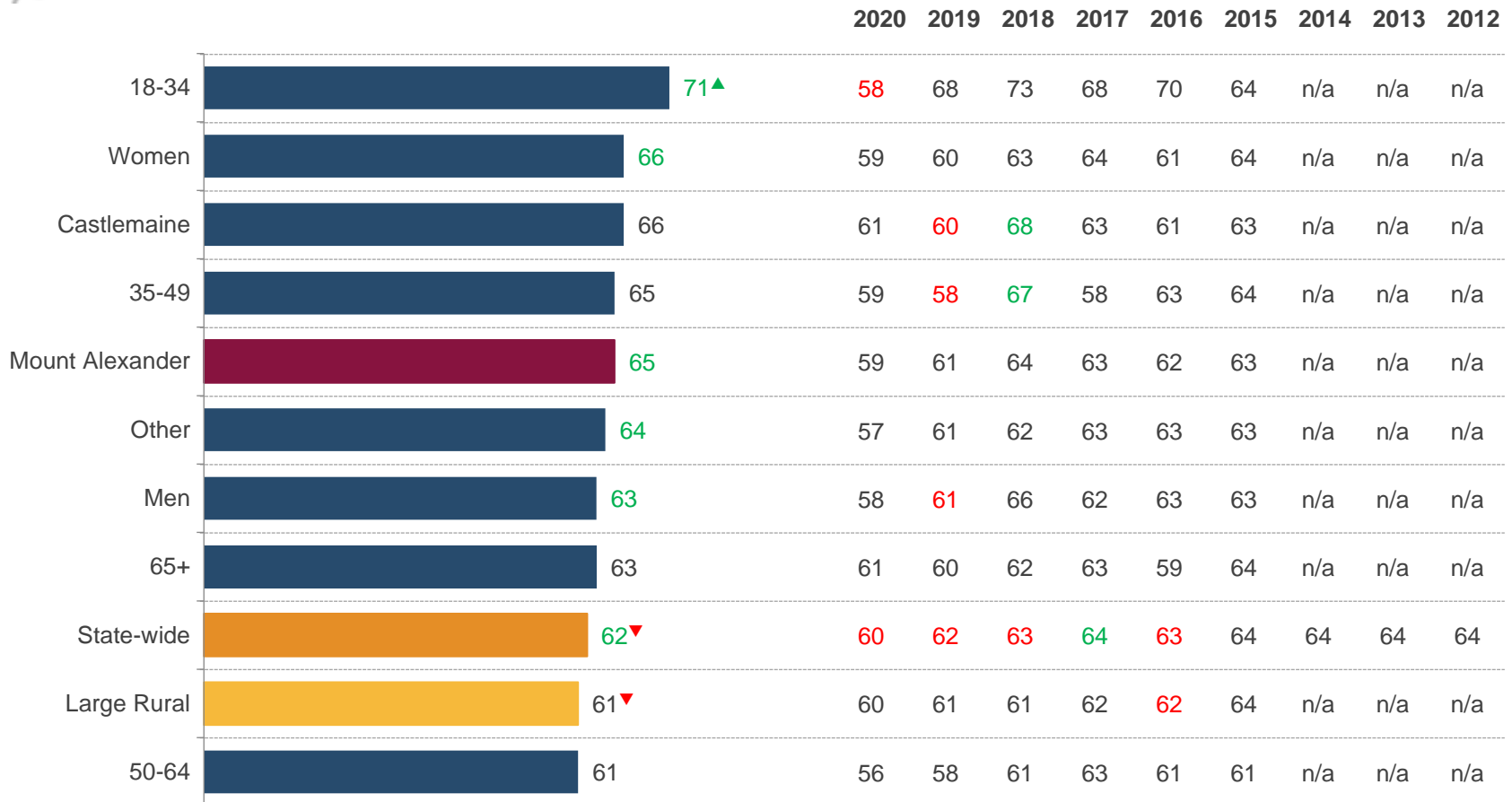




Environmental sustainability performance



2021 environmental sustainability performance (index scores)



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

Base: All respondents. Councils asked state-wide: 34 Councils asked group: 10

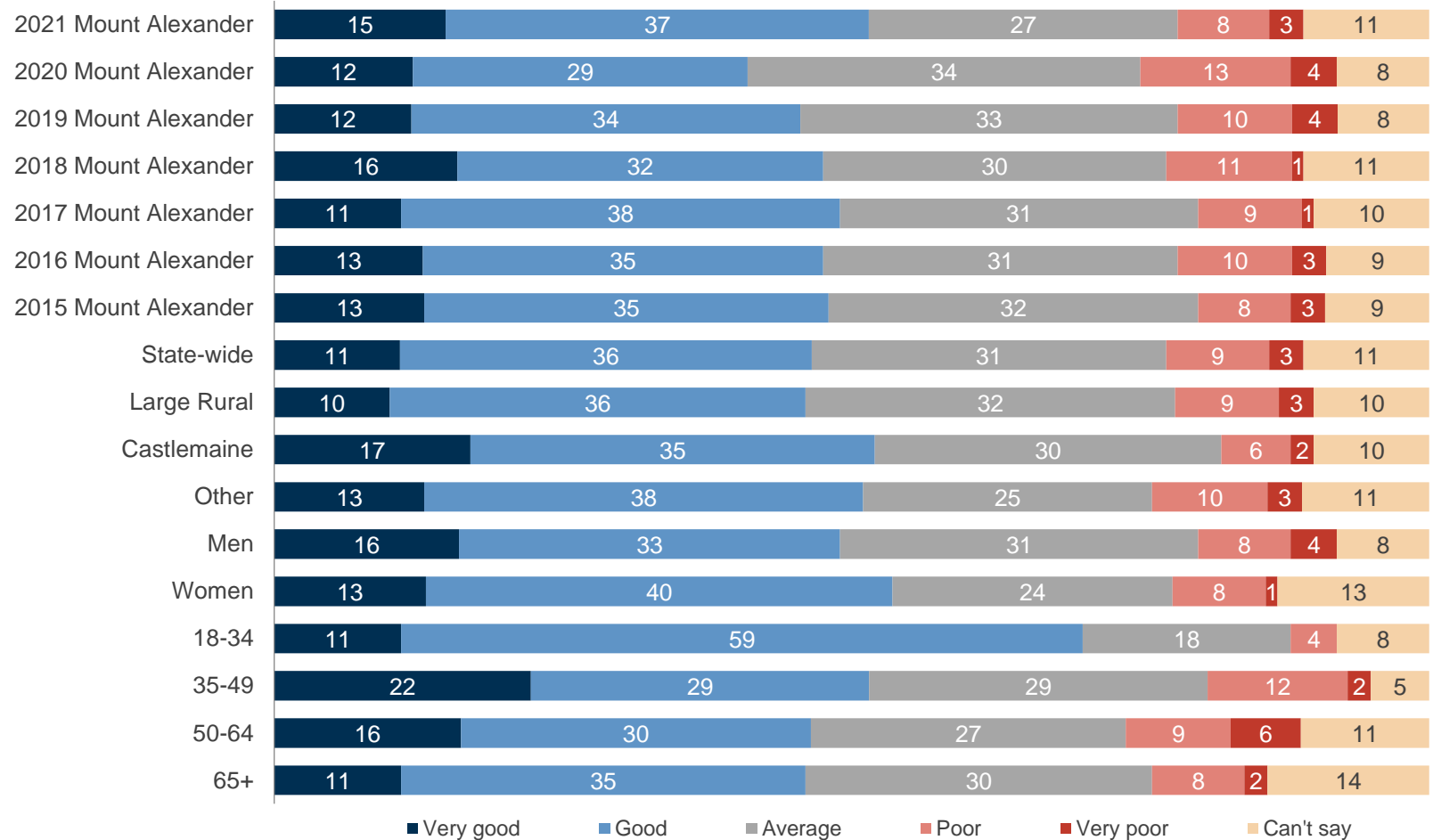
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2021 environmental sustainability performance (%)

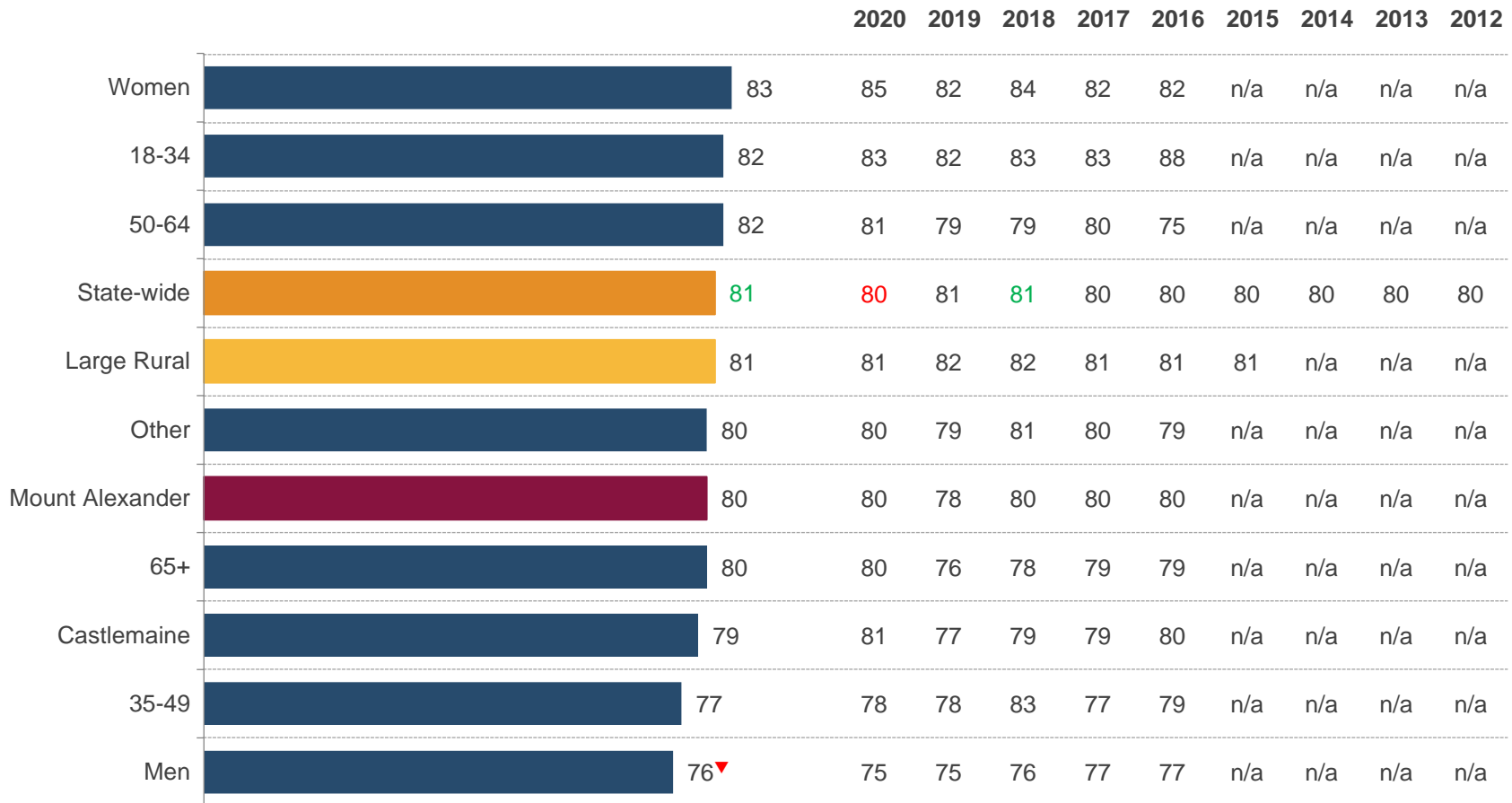




Emergency and disaster management importance



2021 emergency and disaster management importance (index scores)



Q1. Firstly, how important should 'Emergency and disaster management' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 19 Councils asked group: 6

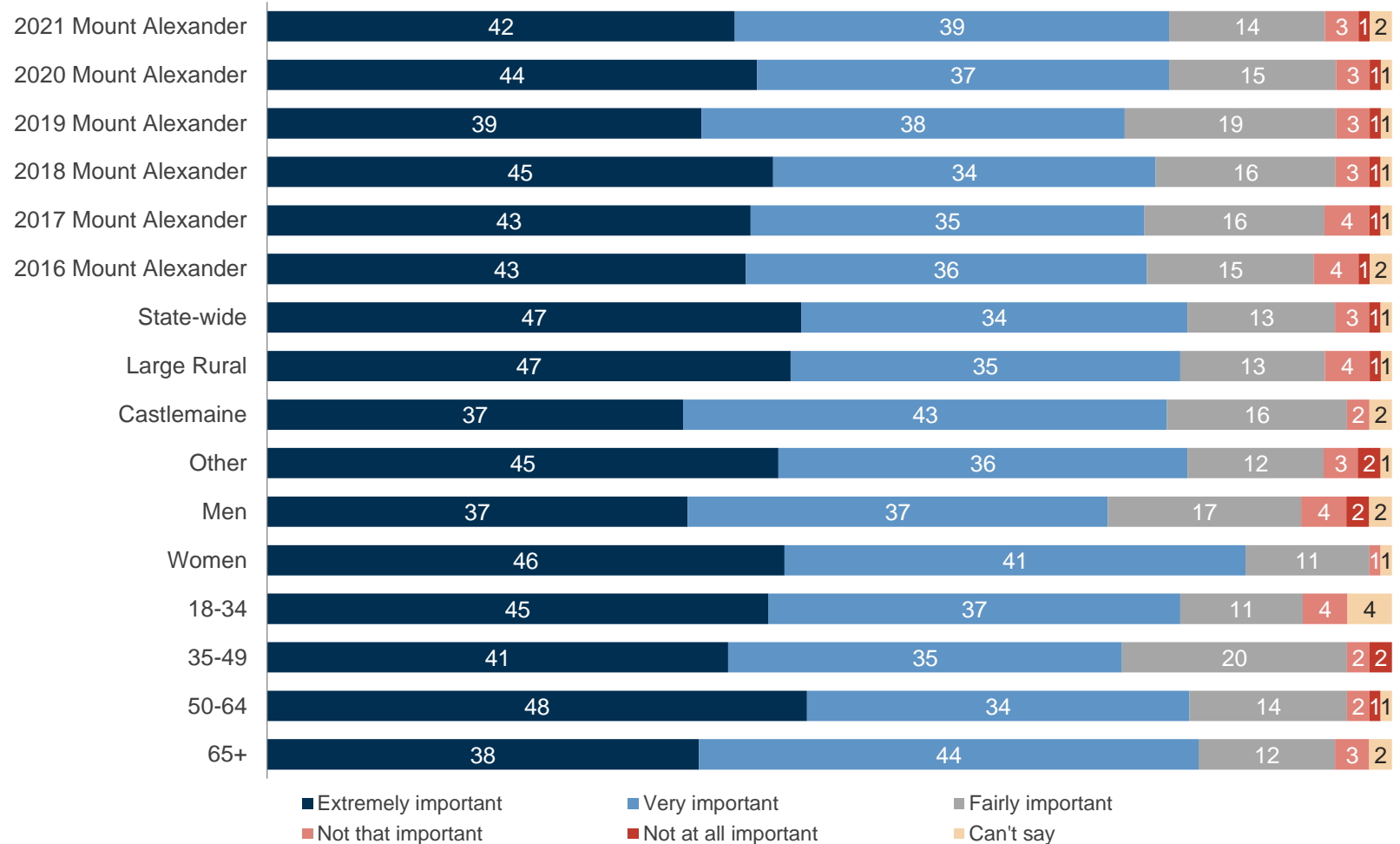
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management importance



2021 emergency and disaster management importance (%)





Emergency and disaster management performance



2021 emergency and disaster management performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	73▲	60	77	61	65	70	n/a	n/a	n/a	n/a
Large Rural	71▲	69	72	71	70	70	71	n/a	n/a	n/a
State-wide	71▲	68	72	71	70	69	70	71	70	70
35-49	69	64	64	71	67	60	n/a	n/a	n/a	n/a
Castlemaine	69	66	66	66	64	62	n/a	n/a	n/a	n/a
Men	69	62	67	66	68	64	n/a	n/a	n/a	n/a
Mount Alexander	68	62	68	65	66	62	n/a	n/a	n/a	n/a
Women	68	63	69	65	64	60	n/a	n/a	n/a	n/a
Other	68	60	70	65	68	63	n/a	n/a	n/a	n/a
65+	68	64	66	68	69	63	n/a	n/a	n/a	n/a
50-64	65	60	67	61	64	58	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 9

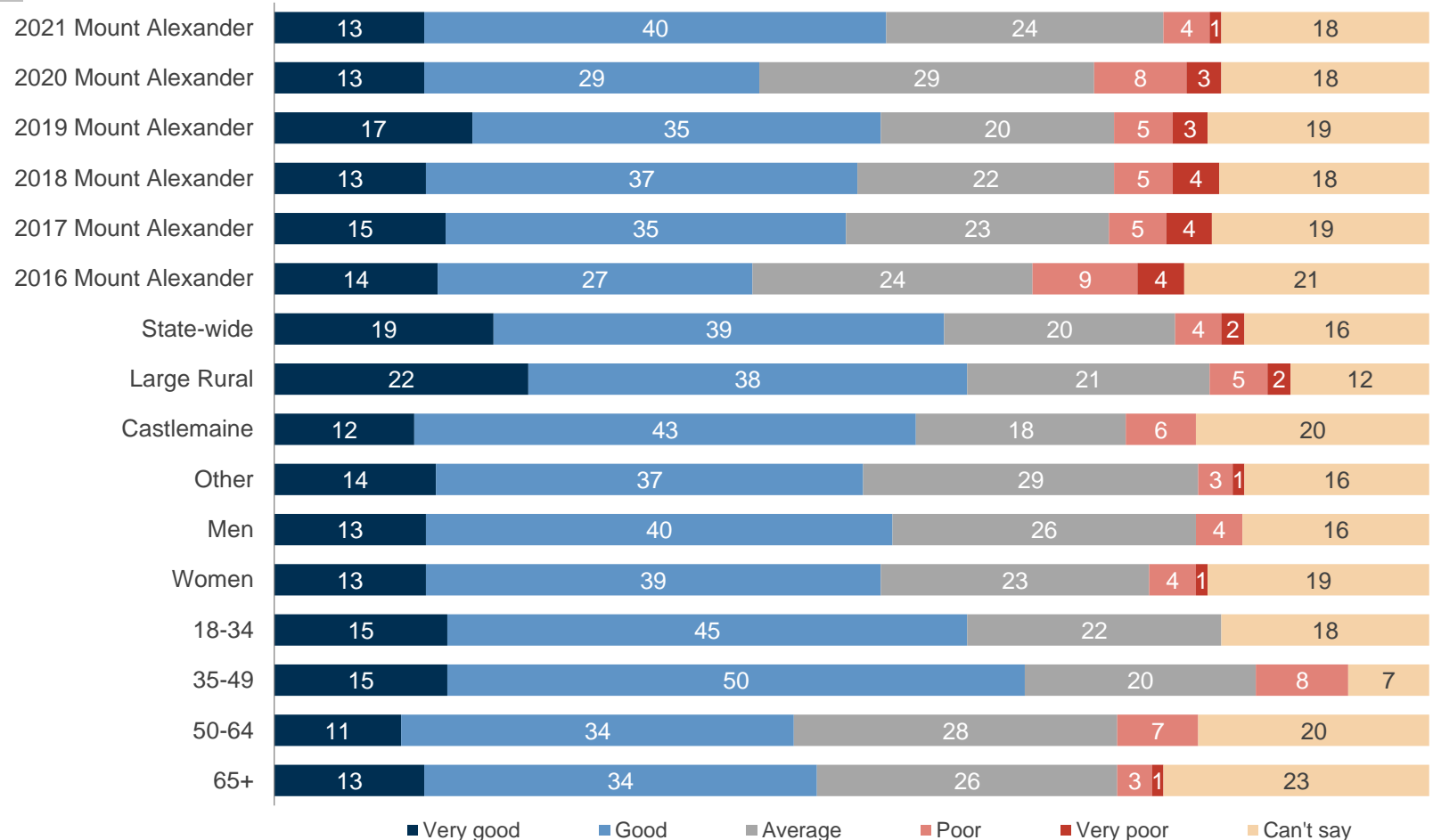
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management performance



2021 emergency and disaster management performance (%)





Planning for population growth in the area importance



2021 population growth importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	79	76	72	75	74	72	n/a	n/a	n/a	n/a
Women	78	75	73	74	74	76	n/a	n/a	n/a	n/a
Castlemaine	77	74	73	75	73	76	n/a	n/a	n/a	n/a
35-49	76	76	79	75	69	75	n/a	n/a	n/a	n/a
State-wide	76	76	77	77	76	76	75	75	75	75
65+	76	73	69	72	74	72	n/a	n/a	n/a	n/a
Mount Alexander	75	74	71	74	73	73	n/a	n/a	n/a	n/a
Large Rural	74	75	77	78	78	74	74	n/a	n/a	n/a
Other	74	73	70	74	72	71	n/a	n/a	n/a	n/a
Men	73	73	69	74	71	70	n/a	n/a	n/a	n/a
18-34	68▼	69	63	77	71	74	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Planning for population growth in the area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 5

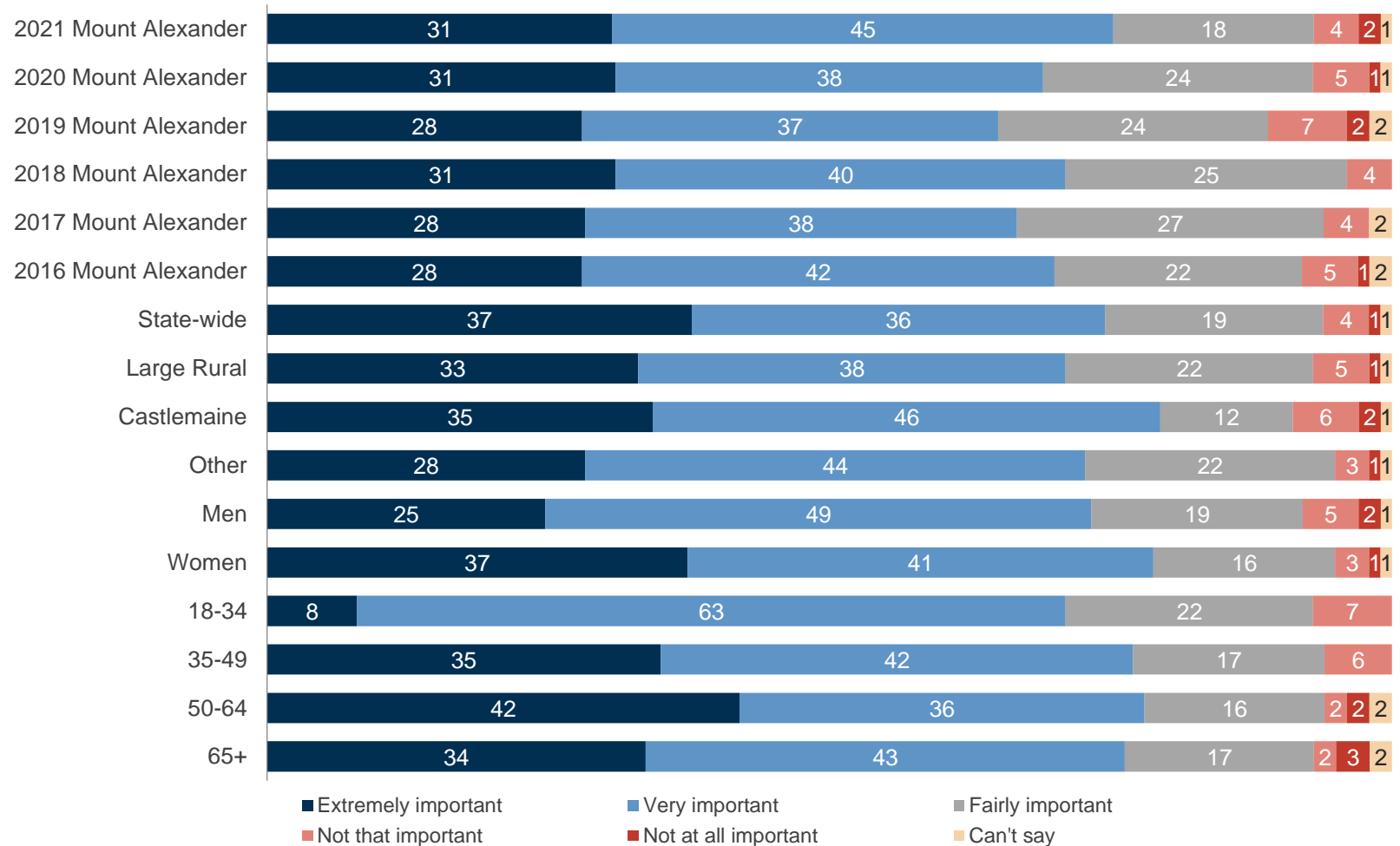
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area importance



2021 population growth importance (%)





Planning for population growth in the area performance



2021 population growth performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	54	46	61	46	58	52	n/a	n/a	n/a	n/a
State-wide	53	51	52	52	52	51	54	54	54	52
65+	52	50	48	53	47	42	n/a	n/a	n/a	n/a
Men	52	46	50	47	52	49	n/a	n/a	n/a	n/a
Other	51	44	49	46	51	46	n/a	n/a	n/a	n/a
Mount Alexander	51	47	50	47	52	46	n/a	n/a	n/a	n/a
Large Rural	51	47	49	48	48	47	50	n/a	n/a	n/a
Castlemaine	50	51	51	50	52	46	n/a	n/a	n/a	n/a
Women	49	48	50	48	51	42	n/a	n/a	n/a	n/a
50-64	49	47	50	46	52	45	n/a	n/a	n/a	n/a
35-49	47	42	43	45	52	47	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months?

Base: All respondents. Councils asked state-wide: 18 Councils asked group: 5

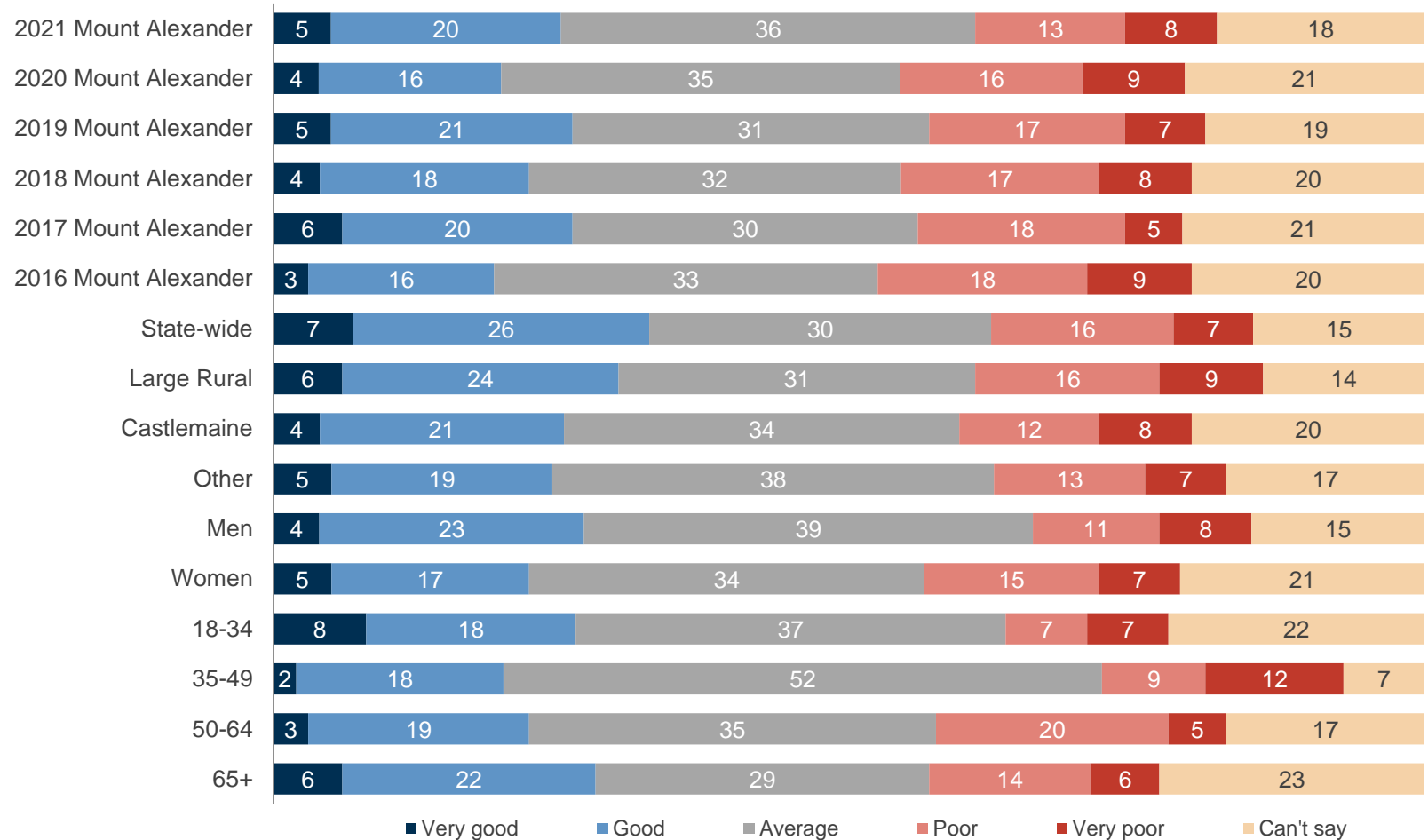
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area performance



2021 population growth performance (%)





Maintenance of unsealed roads in your area importance



2021 unsealed roads importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	81▲	80	80	80	79	79	78	78	81	80
Large Rural	80▲	79	79	78	77	78	76	n/a	n/a	n/a
35-49	79	77	78	74	71	71	n/a	78	77	n/a
Other	79	78	76	80	77	79	n/a	81	78	n/a
Women	78	79	76	79	76	77	n/a	78	77	n/a
Mount Alexander	77	78	75	78	77	76	n/a	78	78	n/a
50-64	76	79	78	82	80	76	n/a	78	79	n/a
18-34	76	77	65	77	78	80	n/a	82	78	n/a
65+	76	78	77	76	78	79	n/a	76	77	n/a
Men	75	77	75	76	78	76	n/a	79	78	n/a
Castlemaine	74	78	74	74	76	72	n/a	74	77	n/a

Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 16 Councils asked group: 6

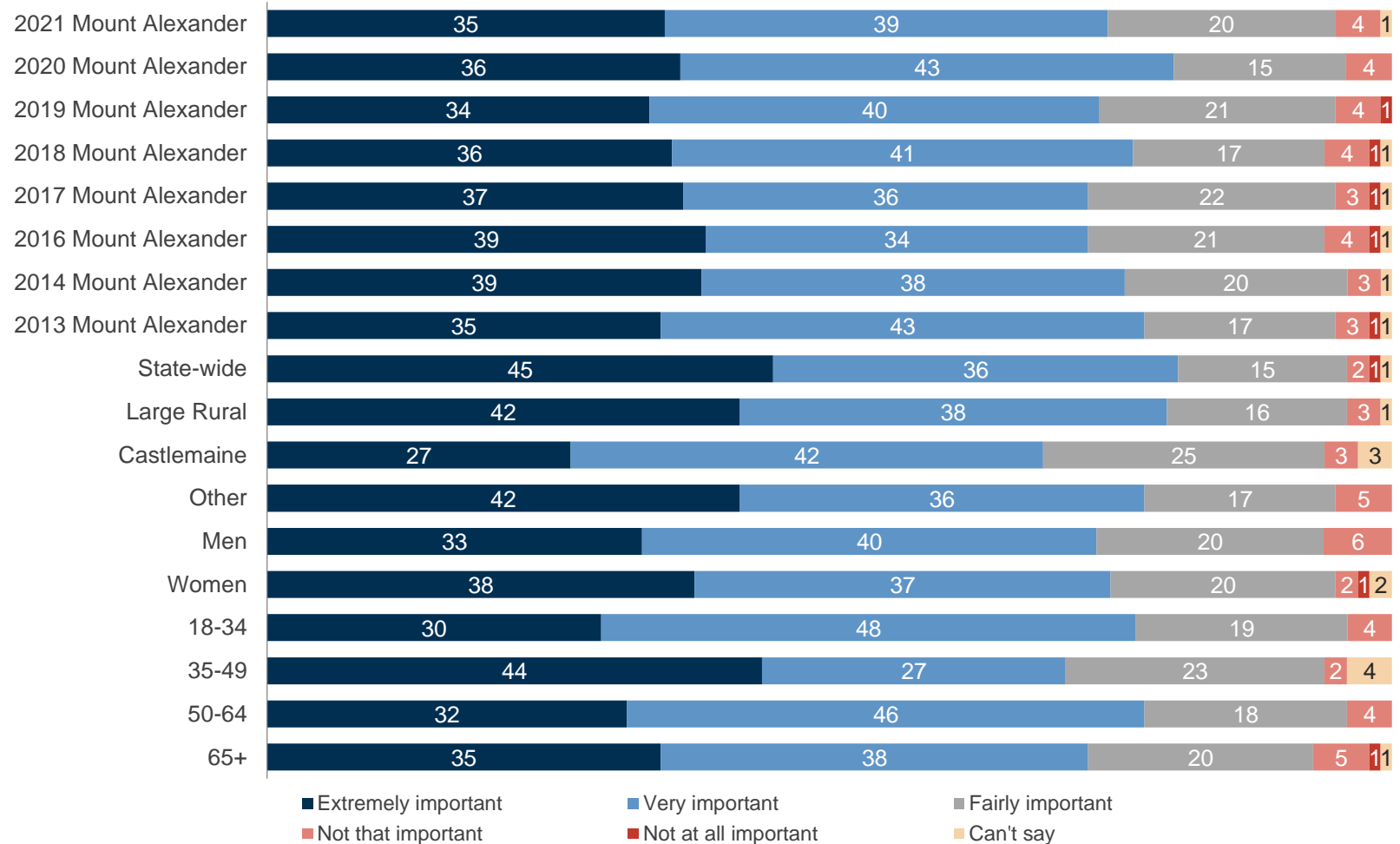
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area importance



2021 unsealed roads importance (%)





Maintenance of unsealed roads in your area performance



2021 unsealed roads performance (index scores)

	2020	2019	2018	2017	2016	2015	2014	2013	2012
Castlemaine	46	43	46	44	49	n/a	46	n/a	n/a
65+	42	40	42	42	41	n/a	41	n/a	n/a
Men	40	44	41	48	43	n/a	41	n/a	n/a
18-34	37	44	37	48	45	n/a	45	n/a	n/a
Mount Alexander	41	43	40	46	42	n/a	44	n/a	n/a
50-64	40	44	36	44	40	n/a	41	n/a	n/a
State-wide	44	44	43	44	43	45	45	44	46
Women	43	42	39	44	42	n/a	47	n/a	n/a
Large Rural	42	41	41	42	43	44	n/a	n/a	n/a
Other	38	43	36	47	38	n/a	43	n/a	n/a
35-49	45	47	45	52	45	n/a	51	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 24 Councils asked group: 10

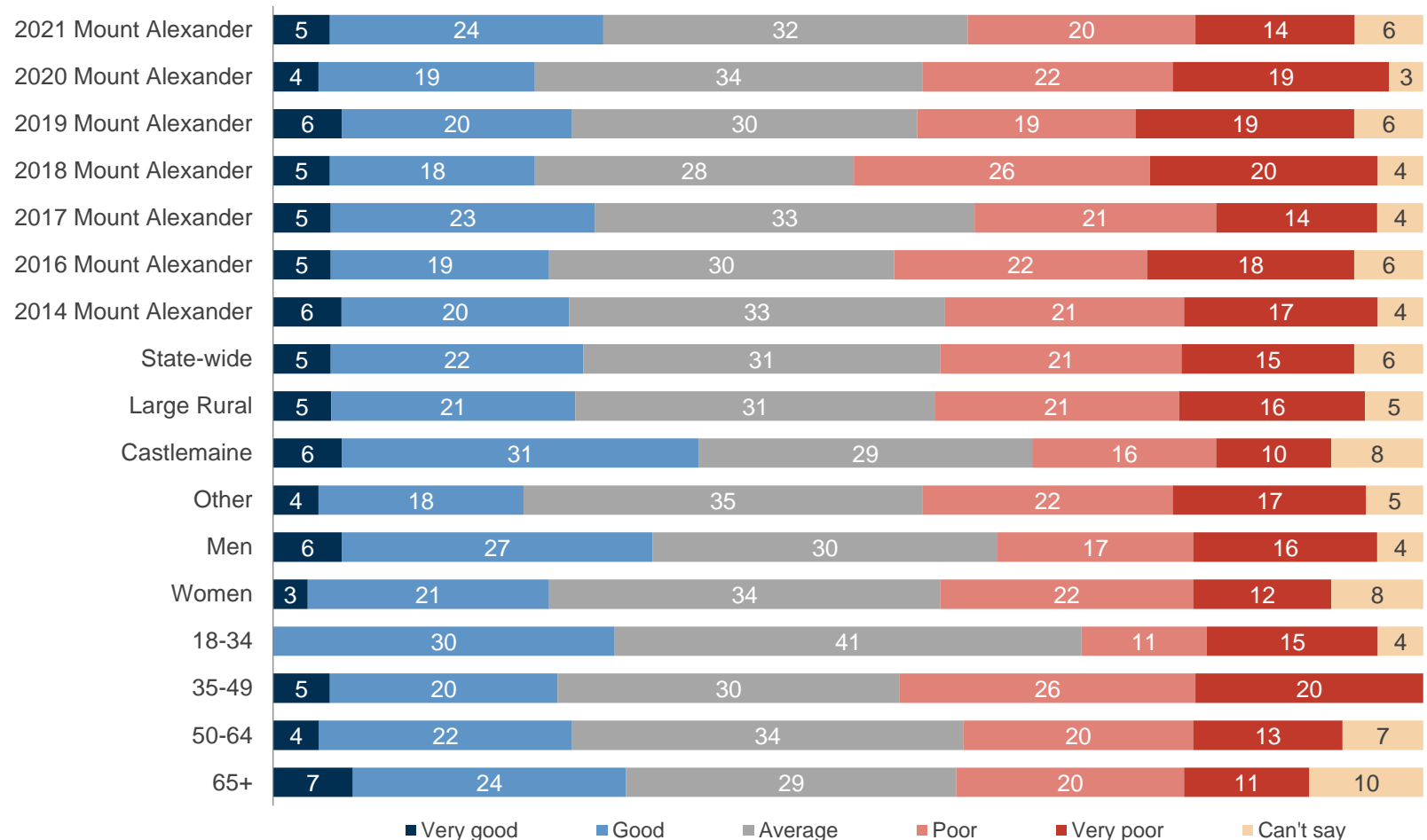
Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area performance



2021 unsealed roads performance (%)





Business and community development importance



2021 business/community development importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	74	58	68	77	77	80	n/a	n/a	n/a	n/a
50-64	73	72	67	64	70	69	n/a	n/a	n/a	n/a
Women	73	70	68	70	71	72	n/a	n/a	n/a	n/a
Castlemaine	72	71	68	71	69	74	n/a	n/a	n/a	n/a
35-49	71	69	69	74	70	74	n/a	n/a	n/a	n/a
Mount Alexander	71	68	67	70	70	72	n/a	n/a	n/a	n/a
State-wide	70	69	69	69	70	70	69	69	n/a	n/a
Other	70	65	66	68	71	70	n/a	n/a	n/a	n/a
Men	68	65	66	69	69	72	n/a	n/a	n/a	n/a
65+	68	68	65	67	67	68	n/a	n/a	n/a	n/a
Large Rural	68	68	70	69	70	71	72	n/a	n/a	n/a

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

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

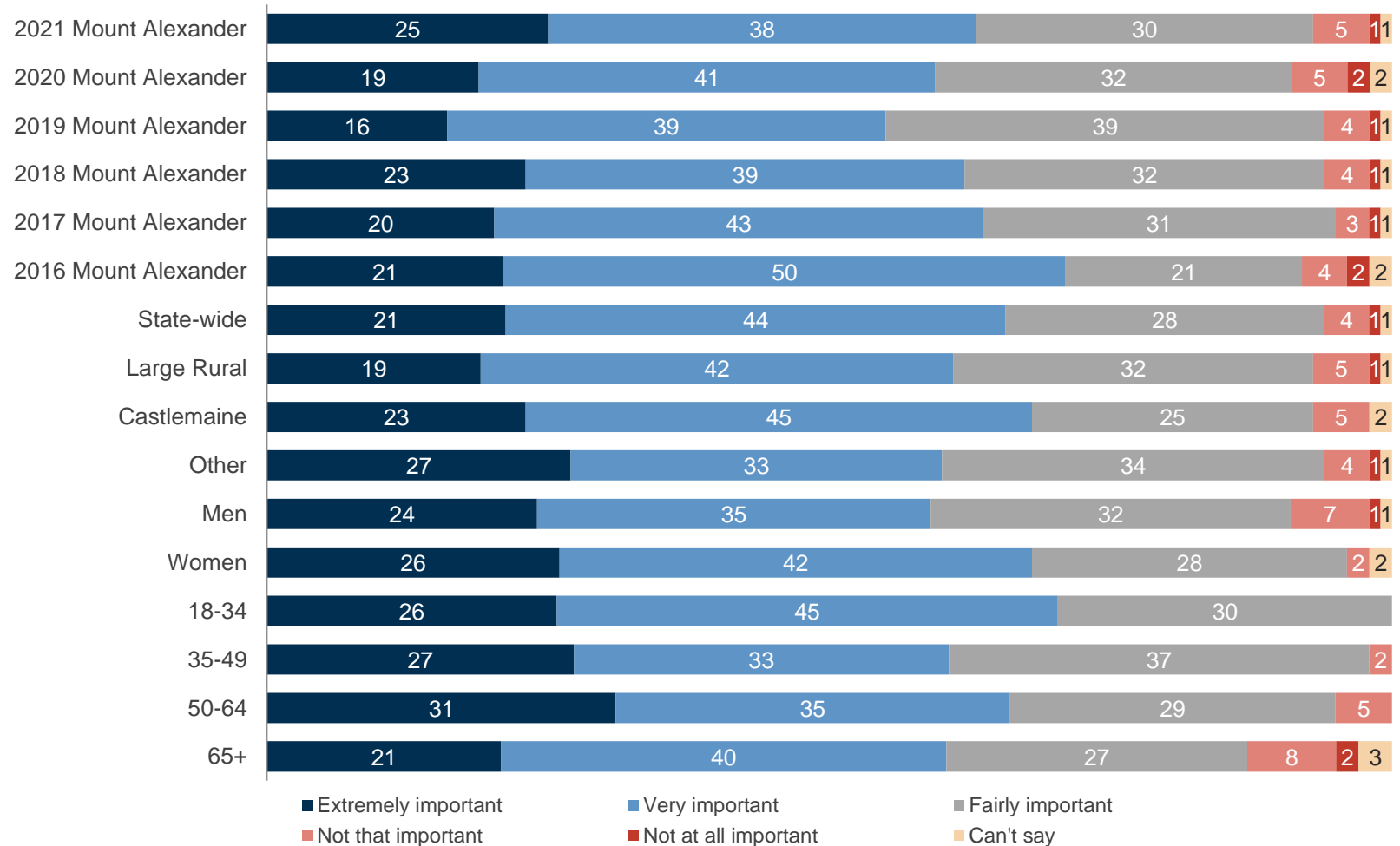
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2021 business/community development importance (%)



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

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



Business and community development performance



2021 business/community development performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Large Rural	60▲	60	59	58	59	58	60	n/a	n/a	n/a
State-wide	60▲	59	61	60	60	60	60	62	n/a	n/a
50-64	60	54	57	51	51	46	n/a	n/a	n/a	n/a
Castlemaine	59	57	54	58	56	50	n/a	n/a	n/a	n/a
65+	57	54	56	53	54	49	n/a	n/a	n/a	n/a
Women	57	56	56	53	54	48	n/a	n/a	n/a	n/a
18-34	56	59	57	57	68	52	n/a	n/a	n/a	n/a
Mount Alexander	56	54	54	53	56	49	n/a	n/a	n/a	n/a
Men	54	52	53	53	57	50	n/a	n/a	n/a	n/a
Other	53	51	54	49	55	48	n/a	n/a	n/a	n/a
35-49	50▼	50	47	54	54	49	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 12 Councils asked group: 4

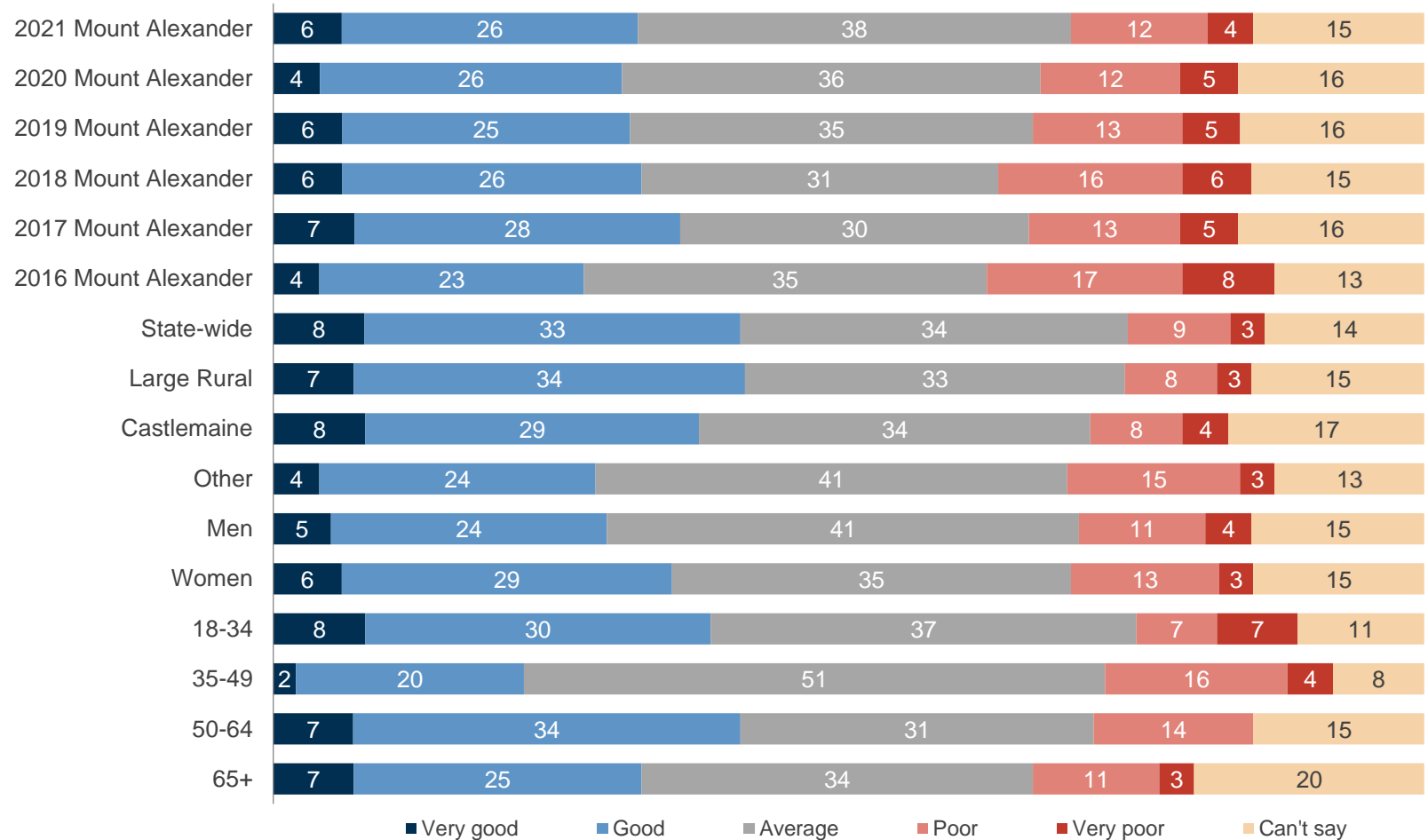
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2021 business/community development performance (%)





Tourism development importance



2021 tourism development importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	63	62	59	61	62	63	65	65	n/a	n/a
50-64	63	62	58	61	62	61	n/a	n/a	n/a	n/a
Women	63	61	61	62	62	63	n/a	n/a	n/a	n/a
35-49	62	61	61	62	61	61	n/a	n/a	n/a	n/a
Large Rural	62	62	60	62	63	67	67	n/a	n/a	n/a
Castlemaine	62	60	58	64	59	63	n/a	n/a	n/a	n/a
Mount Alexander	62	60	60	61	60	62	n/a	n/a	n/a	n/a
Other	61	59	61	59	60	61	n/a	n/a	n/a	n/a
18-34	61	46	54	61	56	67	n/a	n/a	n/a	n/a
65+	61	64	62	61	59	60	n/a	n/a	n/a	n/a
Men	60	58	58	60	58	60	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 9 Councils asked group: 2

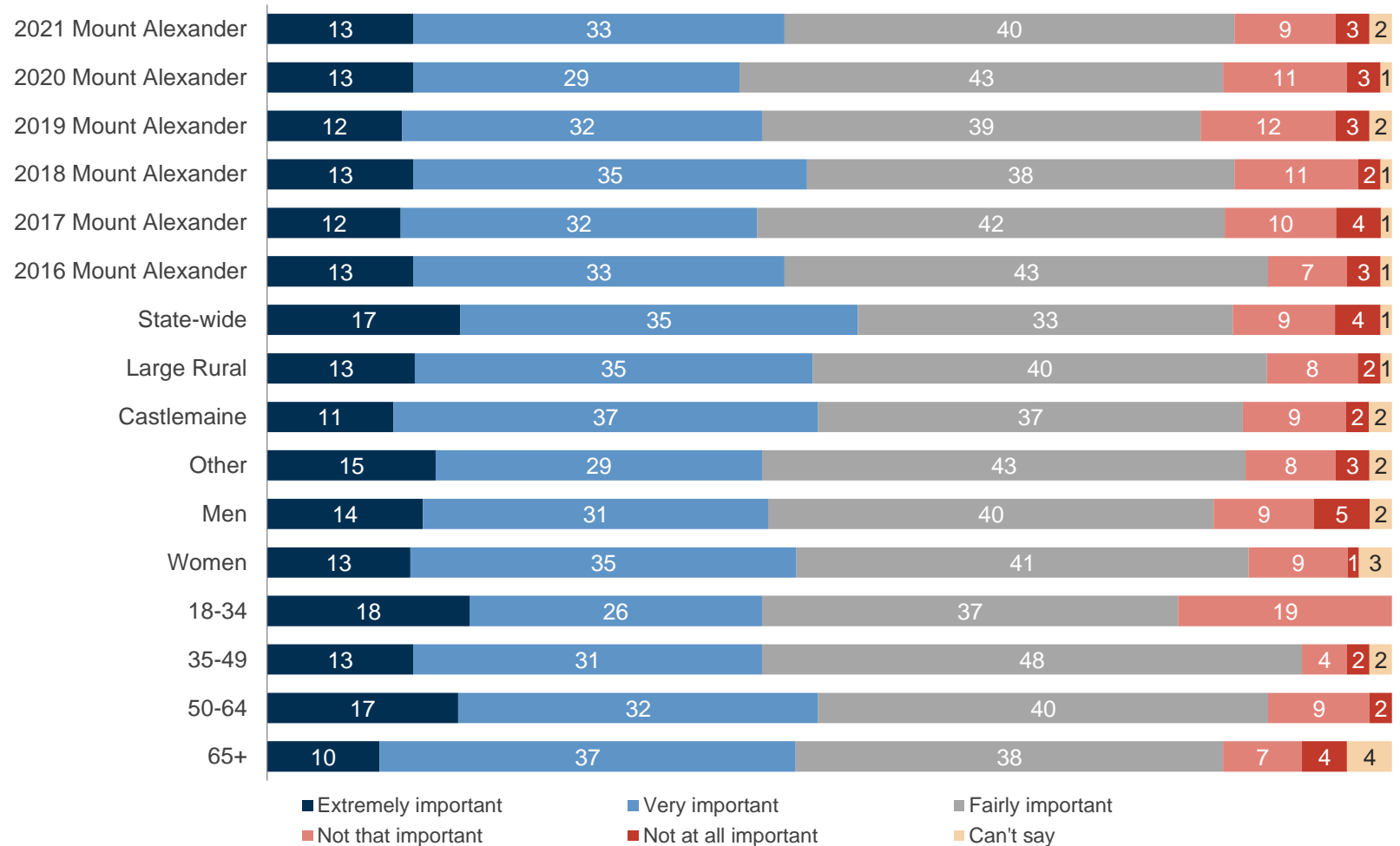
Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2021 tourism development importance (%)





Tourism development performance



2021 tourism development performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	71▲	68	67	66	73	68	n/a	n/a	n/a	n/a
50-64	64	62	66	62	67	59	n/a	n/a	n/a	n/a
Large Rural	64	62	61	61	65	64	66	n/a	n/a	n/a
Women	64	66	65	65	68	61	n/a	n/a	n/a	n/a
Castlemaine	62	67	62	67	66	58	n/a	n/a	n/a	n/a
State-wide	62	62	63	63	63	63	63	64	n/a	n/a
Mount Alexander	62	64	65	63	67	61	n/a	n/a	n/a	n/a
Other	62	61	66	60	67	63	n/a	n/a	n/a	n/a
65+	61	62	63	62	62	57	n/a	n/a	n/a	n/a
Men	60	62	64	61	66	61	n/a	n/a	n/a	n/a
35-49	55▼	65	64	64	68	63	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked state-wide: 13 Councils asked group: 4

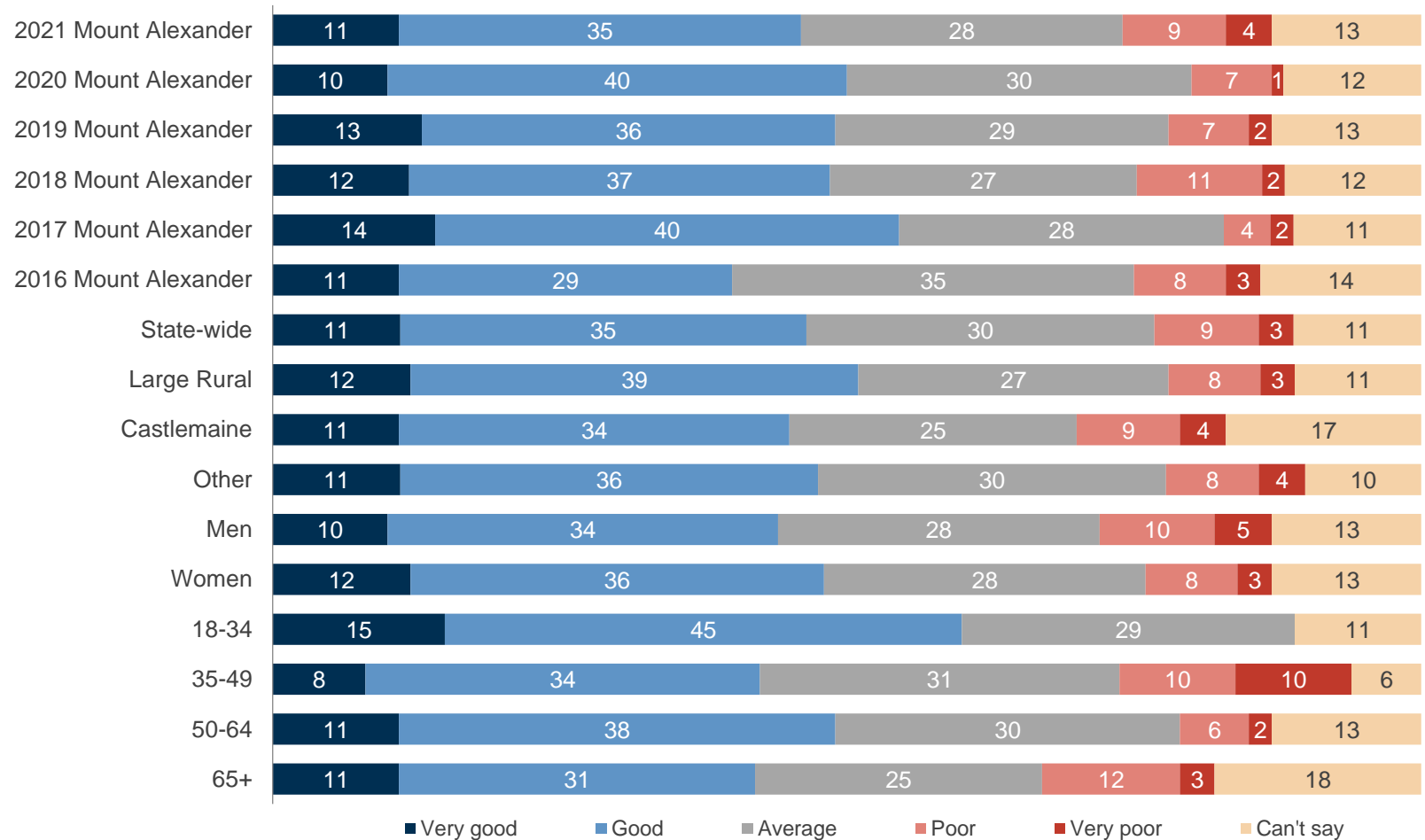
Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2021 tourism development performance (%)

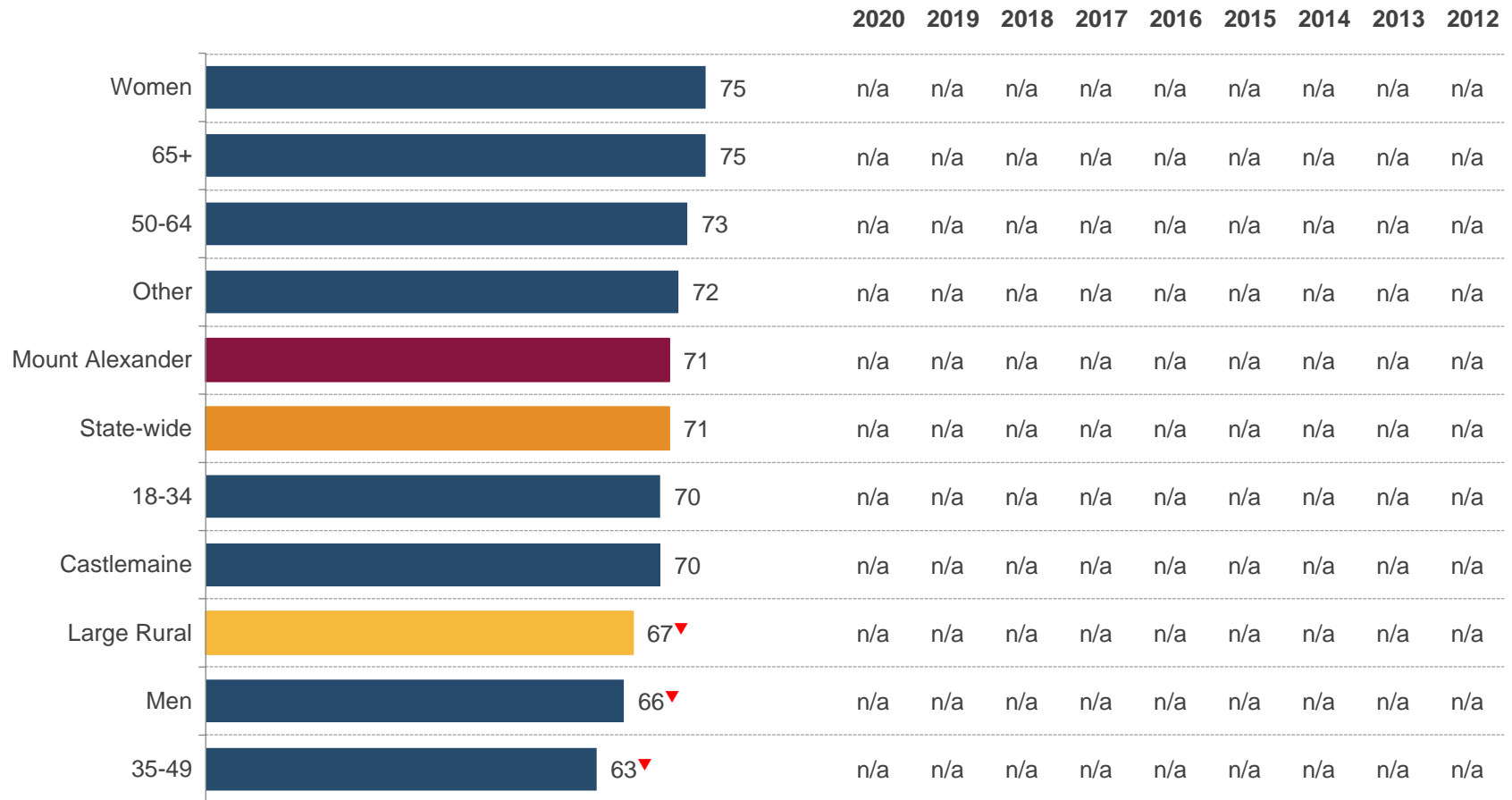




COVID-19 response importance



2021 COVID-19 response importance (index scores)



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

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

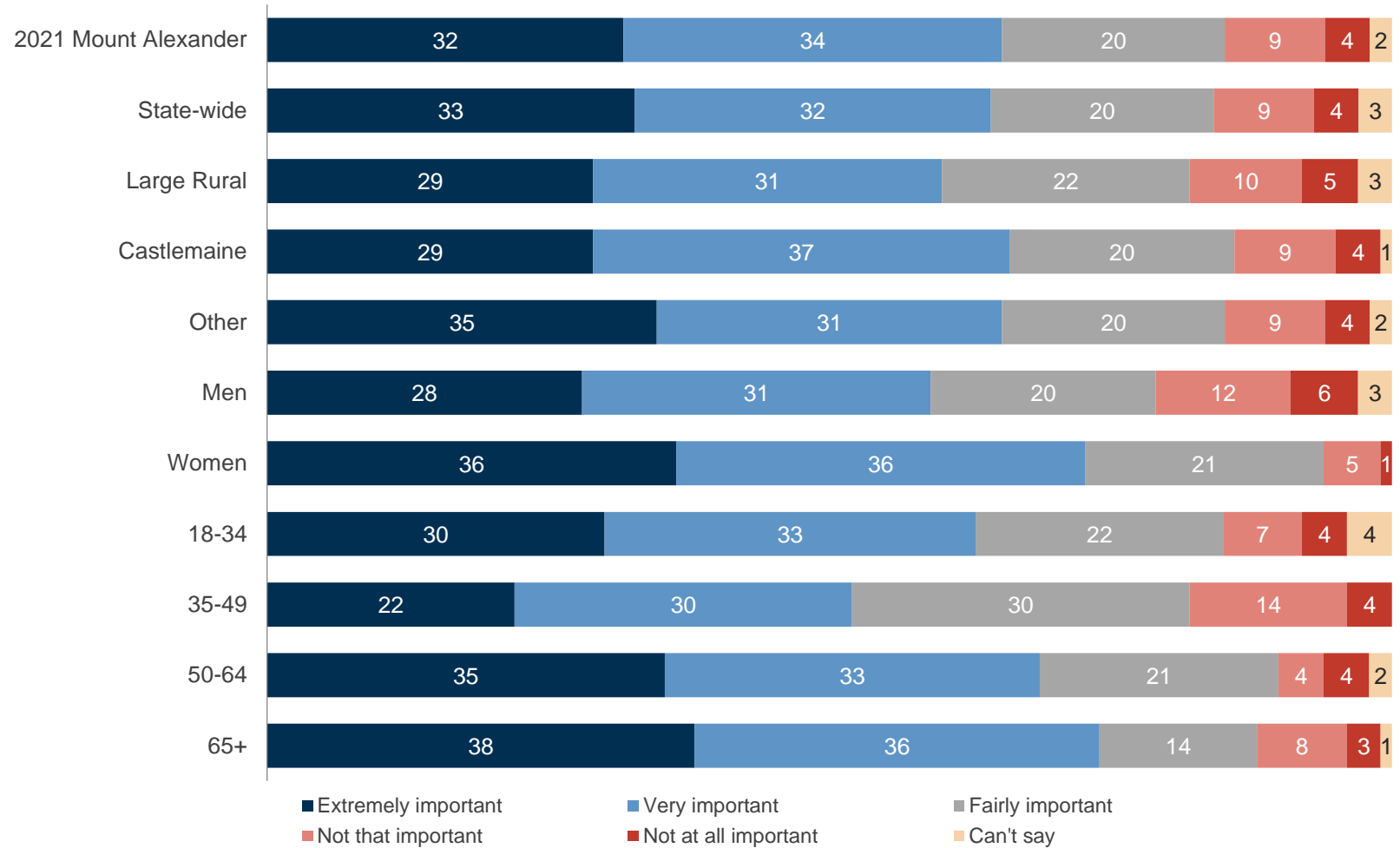
Note: Please see Appendix A for explanation of significant differences.



COVID-19 response importance



2021 COVID-19 response importance (%)





COVID-19 response performance



2021 COVID-19 response performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	77	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Castlemaine	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mount Alexander	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'COVID-19 response' over the last 12 months?

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

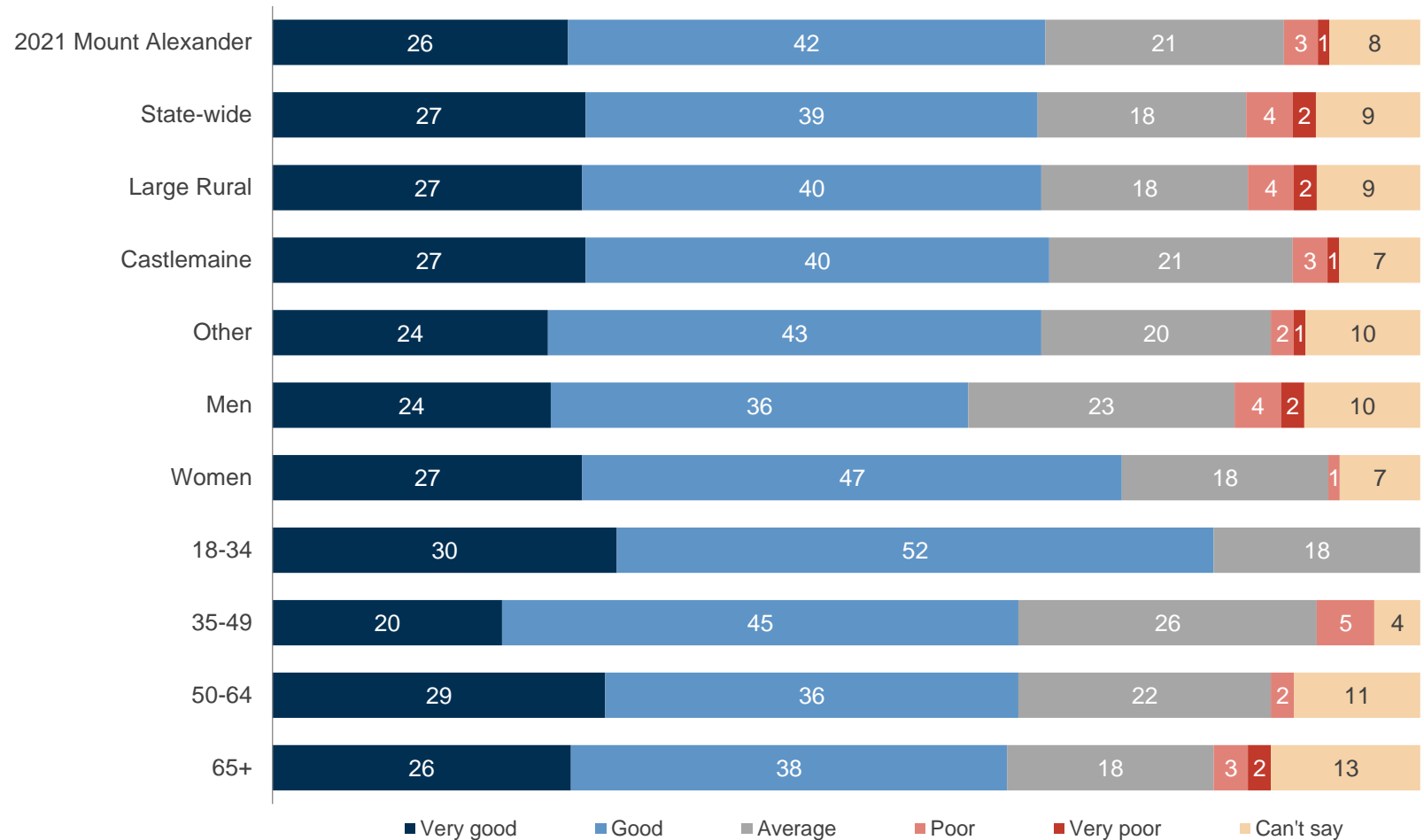
Note: Please see Appendix A for explanation of significant differences.



COVID-19 response performance



2021 COVID-19 response performance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred image of a crowd of people, possibly at a sporting event or a public gathering, with some individuals wearing red and white clothing.

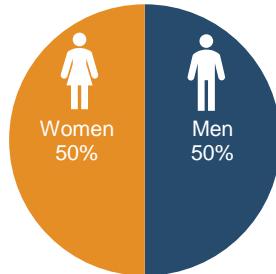
Detailed demographics



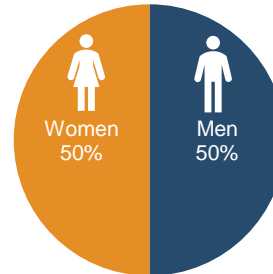
Gender and age profile

2021 gender

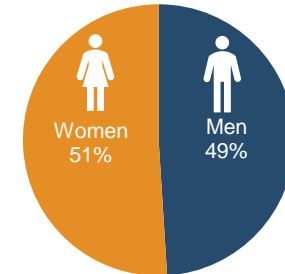
Mount Alexander



Large Rural

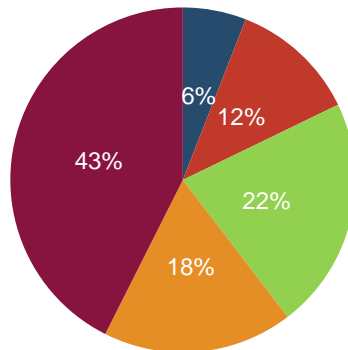


State-wide

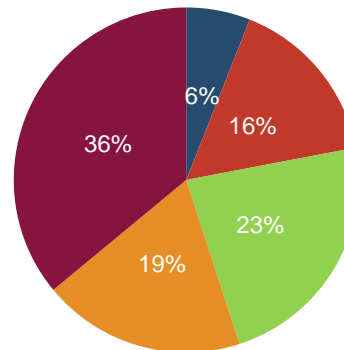


2021 age

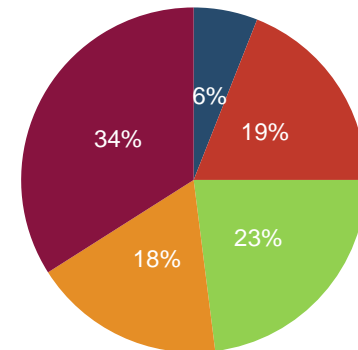
Mount Alexander



Large 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?

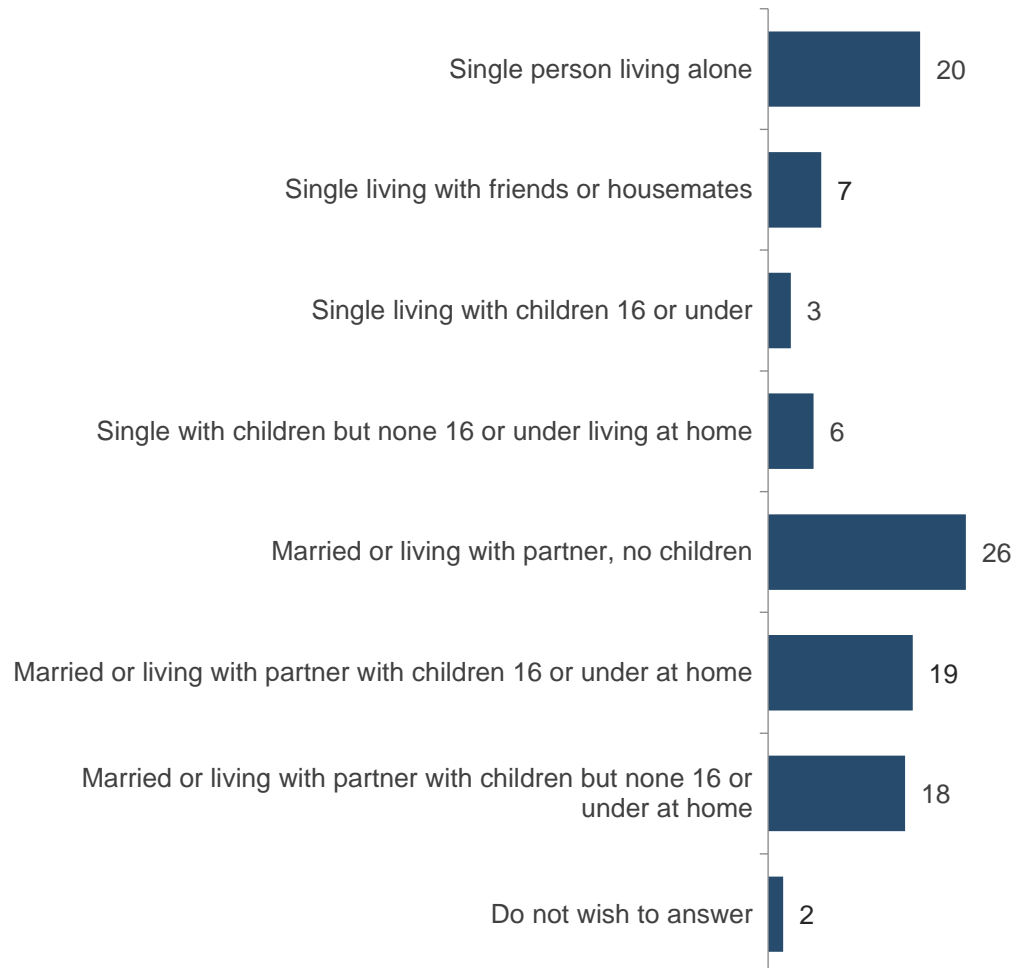
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 19

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.



Household structure

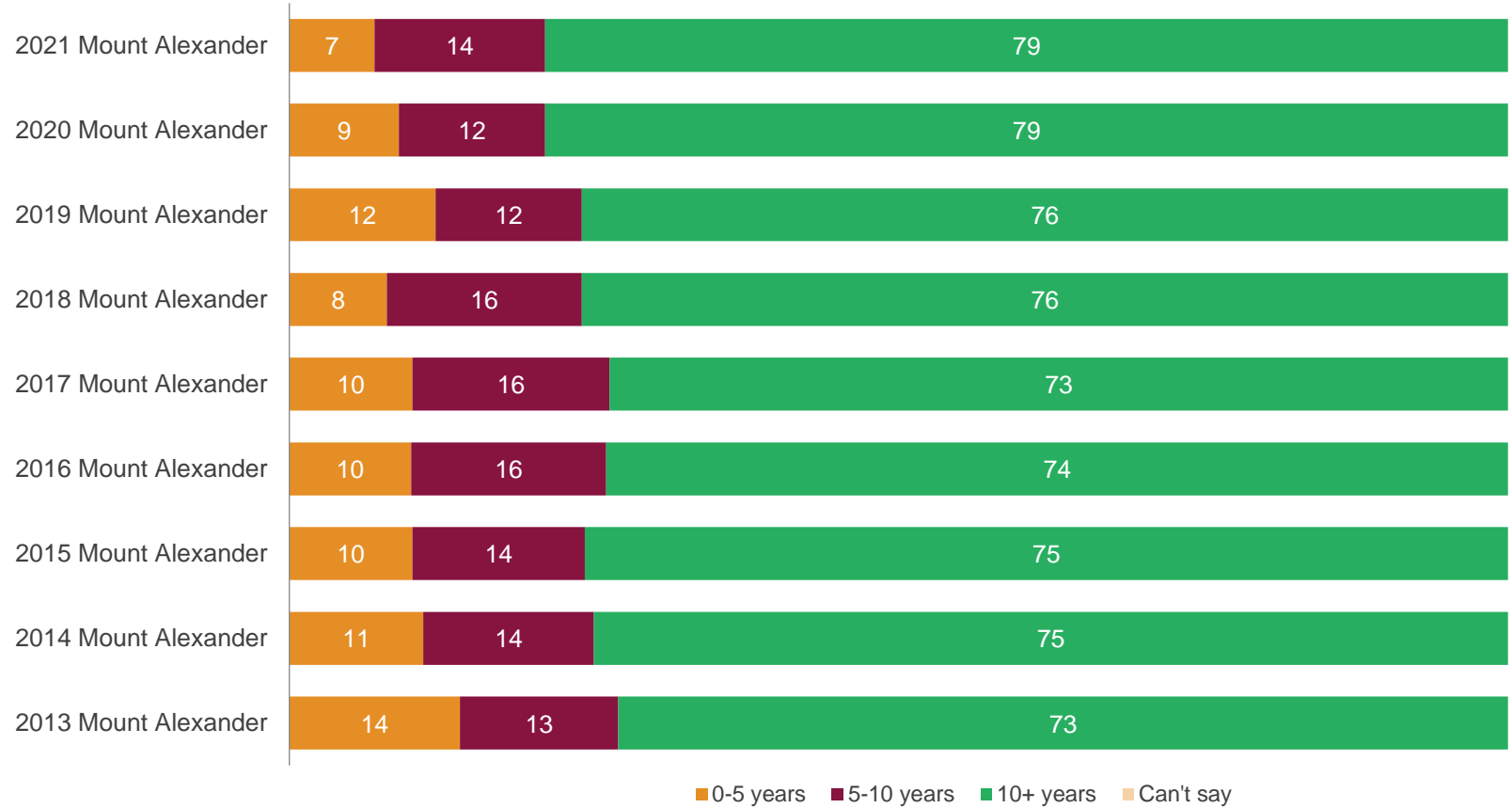
2021 household structure (%)





Years lived in area

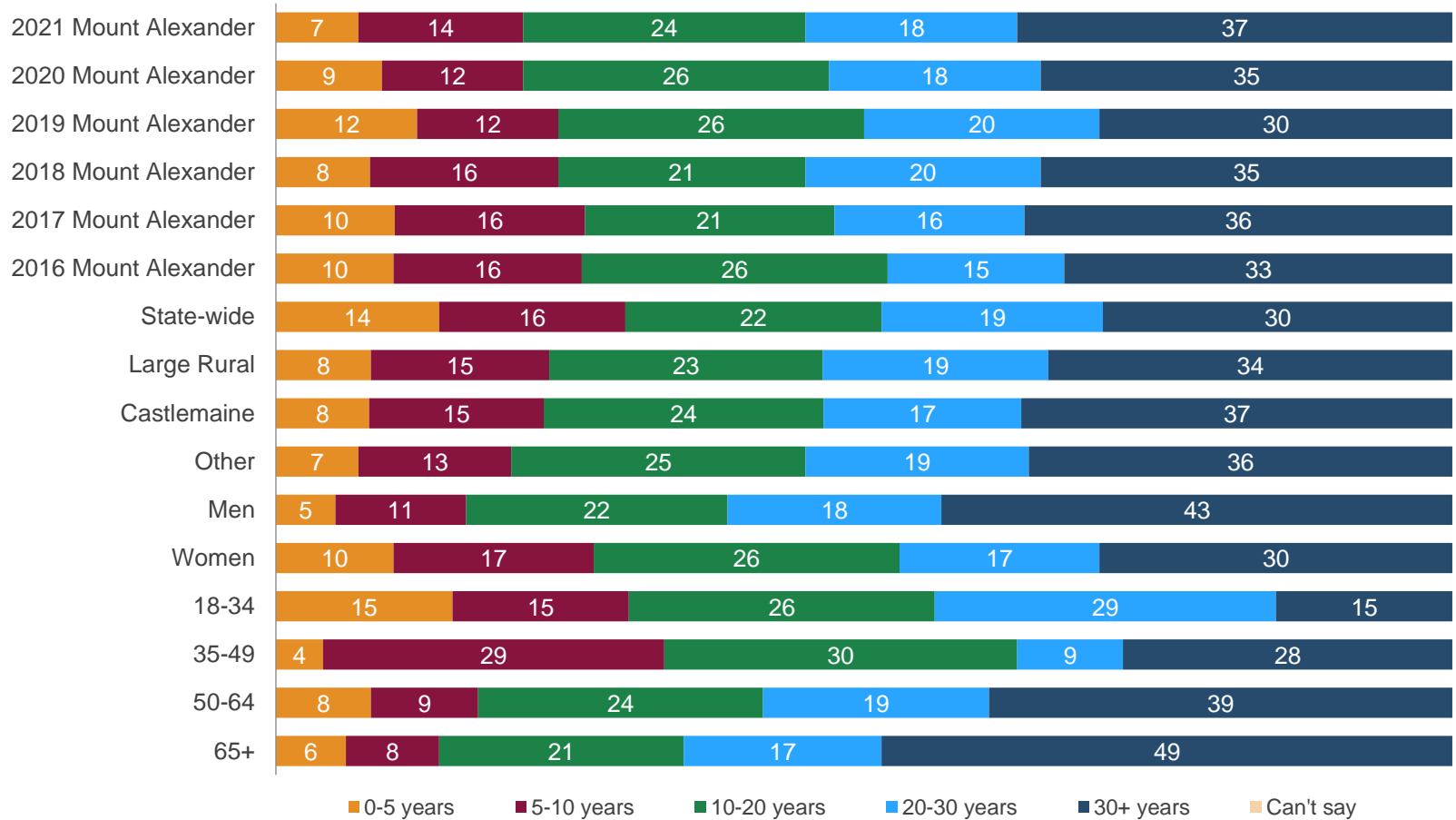
2021 years lived in area (%)





Years lived in area


2021 years lived in area (%)



S5. How long have you lived in this area?/How long have you owned a property in this area?

Base: All respondents. Councils asked state-wide: 12 Councils asked group: 6

Note: For 2016, the code frame expanded out "10+ years", to include "10-20 years", "20-30 years" and "30+ years". As such, this chart presents the last five years of data only.



Appendix A: Index scores, margins of error and significant differences



Appendix A: Index Scores

Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

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



Appendix A: Margins of error

The sample size for the 2021 State-wide Local Government Community Satisfaction Survey for Mount Alexander 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 16,200 people aged 18 years or over for Mount Alexander Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Mount Alexander Shire Council	400	400	+/-4.8
Men	182	199	+/-7.2
Women	218	201	+/-6.6
Castlemaine	182	179	+/-7.2
Other	218	221	+/-6.6
18-34 years	27	69	+/-19.2
35-49 years	50	89	+/-14.0
50-64 years	95	71	+/-10.1
65+ years	228	171	+/-6.5



Appendix A: Significant difference reporting notation

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

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

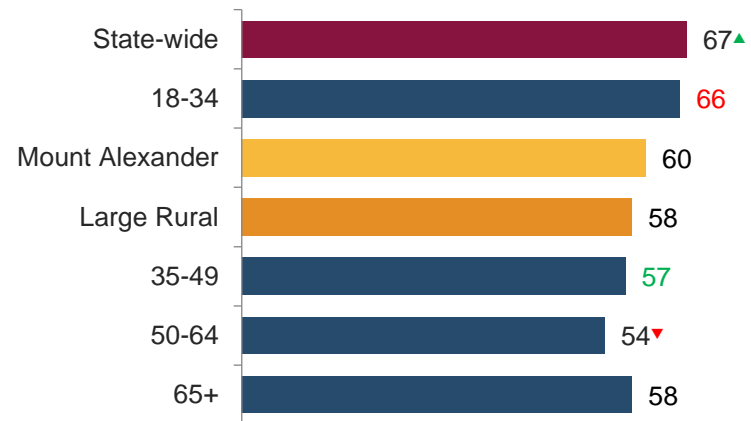
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

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

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 overall performance (index scores)
(example extract only)**





Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

A large, dark blue, stylized letter 'W' dominates the right side of the page. Within the strokes of the 'W', there are faint, light blue background graphics: a line graph with an upward trend in the top left stroke, and a bar chart with three bars of increasing height in the bottom right stroke.

Appendix B: Further project information



Appendix B: Further information

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

- Background and objectives
- Analysis and reporting
- Glossary of terms

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2021 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2021 results are compared with previous years, as detailed below:

- 2020, n=401 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

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

Survey sample matched to the demographic profile of Mount Alexander 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 60% mobile phone numbers to cater to the diversity of residents within Mount Alexander Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Mount Alexander Shire Council. Survey fieldwork was conducted in the period of the 4th February - 21st March, 2021.



Appendix B: Analysis and reporting

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

Council Groups

Mount Alexander 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, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington.

Wherever appropriate, results for Mount Alexander Shire Council for this 2021 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: 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 Mount Alexander 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 2012-2021 have been made throughout this report as appropriate.



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2021 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2021 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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



Appendix B: Glossary of terms

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

CSS: 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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