LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY

MOUNT ALEXANDER SHIRE COUNCIL

2018 RESEARCH REPORT

JWS RESEARCH

CONTENTS

MOUNT ALEXANDER SHIRE COUNCIL PERFORMANCE — AT A GLANCE

OVERALL COUNCIL PERFORMANCE

49 — Council
56 ↑ — Large Rural
59 ↑ — State-wide

Results shown are index scores out of 100.

TOP 3 PERFORMING AREAS

Community cultural activities — 70

The appearance of public areas — 68

Emergency and disaster management — 65

TOP 3 AREAS FOR IMPROVEMENT

78 / 40 — Maintenance of unsealed roads — -37

81 / 45 — Decisions made in the interest of the community — -36

75 / 46 — The condition of local streets and footpaths in your area — -29

Importance ▬ ▬ Performance   Net differential

BACKGROUND AND OBJECTIVES

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

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

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

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

4

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 40% 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 1st February – 30th March, 2018.

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

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

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

SURVEY METHODOLOGY AND SAMPLING
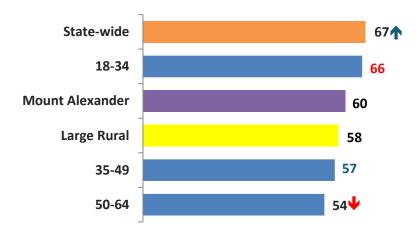
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

- The state-wide result is significantly <u>higher</u> than the overall result for the council.

- The result among 50-64 year olds is significantly <u>lower</u> than for the overall result for the council.

Further, results shown in blue and red indicate significantly higher or lower results than in 2017. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2017.

- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

Overall Performance – Index Scores (example extract only)

	Score
State-wide	67 ↑
18-34	66
Mount Alexander	60
Large Rural	58
35-49	57
50-64	54 ↓

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

FURTHER INFORMATION

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

➢ Background and objectives

➢ Margins of error

➢ Analysis and reporting

➢ Glossary of terms

Contacts

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

KEY FINDINGS & RECOMMENDATIONS

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OVERALL PERFORMANCE

The **overall performance index score of 49** for Mount Alexander Shire Council represents a *significant* **nine-point decline** from the 2017 result. Ratings gains achieved between 2016 and 2017 (index score of 52 in 2016 to 58 in 2017) have been entirely eroded in the past year, though the 2018 rating is slightly higher than the lowest point in 2012 (index score of 46).

➢ Mount Alexander Shire Council's overall performance is rated statistically *significantly lower* (at the 95% confidence interval) **than the average rating for councils State-wide and in the Large Rural group** (index scores of 59 and 56 respectively).

➢ **Castlemaine residents** (index score of 54) rate Council's overall performance *significantly higher* than average.

Overall performance ratings declined **across all demographic and demographic sub-groups** in the past year, though declines were more modest among Castlemaine residents compared to other groups.

➢ **Residents aged 18 to 34 years** (index score of 51, 14 points lower than 2017), **men** (48, 10 points lower), **residents aged 50 to 64 years** (46, 11 points lower), and **residents outside Castlemaine** (45, 14 points lower) declined by double digits in their impressions of Council.

Equal numbers rate Mount Alexander Shire Council's overall performance as 'very good' or 'good' (29%) as those who rate Council's performance as 'poor' or 'very poor' (28%). A further 42% of residents sit mid-scale providing an 'average' rating.

Council	Large Rural	State-wide
49	56↑	59↑

OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

Review of the core performance measures (as shown on page 21) shows that Mount Alexander Shire Council's **performance** *declined significantly* **on most measures** compared to Council's own results in 2017.

In addition to overall performance, Council ratings *declined significantly* on the core measures of **community decisions** (index score of 45, seven points lower than 2017), **sealed local roads** (49, four points lower), and **overall council direction** (37, 17 points lower).

Gains achieved on the measures of community decisions (index score of 44 in 2016, 52 in 2017) and council direction (44 in 2016, 54 in 2017) between 2016 and 2017 have been maintained, but performance on overall council direction fell considerably, close to its 2012 low point of 35.

Consultation and engagement (index score of 52, one point lower than 2017) and **customer service** (index score of 68, two points lower than 2017) ratings are largely in line with 2017 results, only declining by one or two index points since 2017, and not *significantly.*

Of note, Mount Alexander Shire Council's performance in the area of **advocacy** increased slightly, by two index points, in the past year to a performance index score of 52.

Council's ratings are *significantly lower* than average ratings for the Large Rural group on the core measures of **overall performance** (discussed previously), **community decisions**, and **council direction**, but are *significantly higher* than the group average in the area of **sealed local roads** (despite a decrease in performance in 2018).

All other core measures rate in line with Large Rural group averages.

➢ Council's ratings are also *significantly lower* than average ratings for councils State-wide on core measures, with the exception of **advocacy** and **customer service**, which are just slightly lower than State-wide averages.

OVERVIEW OF CORE PERFORMANCE MEASURES (CONT'D)

Perceptions of core measures differ markedly **across geographic cohorts** within Mount Alexander Shire Council.

➢ Residents outside of **'Other'** (non Castlemaine) are *significantly less* **favourable** in their impressions of Council performance on most core measures compared to 2017 results.

➢ **Castlemaine** residents, however, rate Council performance on core measures largely in line (varying by only a few index points) with their previous year's ratings, with just two exceptions.

➢ Castlemaine residents grew *significantly more* favourable in their impressions of council lobbying (index score of 57, nine points higher than 2017) and like every other group, *significantly less* favourable in their impressions of council direction (40, 14 points lower).

Customer service is a top-performing area for Mount Alexander Shire Council. It is the highest-rated core performance measure and the second-highest rated service area overall.

In the area of customer service (index score of 68), Mount Alexander Shire Council performs in line with State-wide and Large Rural group averages for councils (index score of 70 and 67 respectively).

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Two-thirds (65%) of Mount Alexander Shire Council residents have had recent contact with Council. Rates of contact have been fairly constant the past six years.

➢ The main methods of contacting Council are in-person and by telephone (46% and 35% respectively). The proportion of residents contacting Council in-person increased nine percentage points between 2017 and 2018, returning to previously higher levels (44% in 2016).

Customer service, with an index score of 68, is a **positive result** for Council. Though performance declined two index points in the past year, Council has largely maintained ratings gains achieved between 2012 and 2017 in this area.

➢ One-third (33%) rate Council's customer service as 'very good', with a further 35% rating customer service as 'good'.

➢ Perceptions of Council's customer service *declined significantly* in the last year among **residents aged 50 to 64 years** (index score of 63, 10 index points lower than 2017).

Newsletters, sent via mail (31%) and email (26%), are the preferred way for Council to inform residents about news, information and upcoming events. Demand for mailed newsletters is trending down (declining eight percentage points since 2016), **while preferences for emailed newsletters are increasing** (seven percentage points in the past year alone).

Residents under and over 50 years of age prefer newsletters sent via mail to email by roughly the same (small) margin.

➢ Adults aged under 50 years are behind decreases in demand for mailed communications. They are 10 points more likely to want to receive a newsletter via email (39%) than mail (29%, up from 43% in 2016).

➢ Adults aged over 50 years divide evenly (38% newsletter sent via mail and 36% newsletter via email), with the gap between the two closing over time.

➢ The popularity of text message updates has more than doubled in the past year (from 5% in 2017 to 11% in 2018) among residents under fifty years of age.

AREAS WHERE COUNCIL IS PERFORMING WELL

Community and cultural activities is the area where Mount Shire Alexander Council **performs most strongly** (index score of 70). Performance in this area is down slightly, by three index points, since 2017.

➢ Two-thirds of residents (64%) rate Council's performance in this service area as 'very good' or 'good'.

➢ Council significantly exceeds the average rating for the Large Rural group in this area (index score of 67).

➢ **Castlemaine** (index score of 74) residents are *significantly more* favourable than the average in their impressions of council performance in the area of community and cultural activities.

➢ Council's lower score in 2018 is driven by *significantly lower* impressions of its performance among residents outside Castlemaine ('**Other'**) (index score of 67, six points lower than 2017) and residents **aged 50 to 64 years** (67, eight points lower).

➢ Community and cultural activities is the second-lowest rated service area in terms of **importance** (importance index score of 62) relative to other areas evaluated.

Another area where Mount Alexander Shire Council is well regarded is the appearance of public areas. With a performance index score of 68, this service area is rated second highest, alongside customer service, among residents. Performance in this area is also down slightly, by two index points, since 2017.

➢ Two-thirds of residents (64%) rate Council's performance in this service area as 'very good' or 'good'.

➢ Council's slightly lower score in 2018 is largely driven by *significantly lower* impressions of its performance among residents outside Castlemaine ('**Other'**) (index score of 65, six points lower than 2017) and residents **aged 18 to 34 years** (68, 10 points lower).

➢ While not the highest-rated service in terms of importance, the maintenance and appearance of public areas is still considered an important council responsibility (importance index score of 73).

AREAS WHERE COUNCIL IS PERFORMING WELL (CONT'D)

Emergency and disaster management (performance index score of 65) is also an area where Council is rated more highly compared to other service areas.

➢ Notwithstanding positive performance in this area, Council performs significantly lower than both the Large Rural group and the average for councils State-wide on this measure (index score of 71 for both).

➢ Perceptions of this service area are relatively consistent across demographic and geographic sub-groups.

➢ It is considered one of the most important council responsibilities (importance index score of 80).

Council did not experience any *significant increases* in performance in 2018.

AREAS IN NEED OF ATTENTION

Council ratings *declined significantly* in 2018 on five measures: **community decisions** (index score of 45, seven points lower than 2017), **unsealed roads** (40, six points lower), **population growth** (47, five points lower), **sealed local roads** (49, four points lower), and **tourism development** (63, four points lower). Concerns can be loosely grouped into two areas: road- and growth-related.

The most significant decline in 2018 was a seven-point drop on the measure of **community decisions** (index score of 45). This is also the second-lowest performing area, performing just ahead of the condition of unsealed roads.

➢ Performance on this measure had increased significantly in 2017, but the gains achieved at that time have not been maintained in 2018.

➢ Much of this decline can be attributed to much more critical ratings on this issue from **residents aged 18 to 34 years** (index score of 40, 18 points lower than 2017) and among residents outside Castlemaine (**'Other'**) (42, 10 points lower). Impressions also *declined significantly* in the past year among both men and women and residents aged 50 to 64 years.

In addition to community decisions, **the maintenance of unsealed roads** stands out as being in need of attention. With a performance index score of 40, Council is seen to be **performing poorly** in this service area. This is *significantly lower* than the State-wide average, but in line with the Large Rural group average (performance index scores of 43 and 41 respectively).

➢ Just under half of residents (46%) rate Council performance in this service area as 'poor' or 'very poor' combined.

➢ **Castlemaine residents** (index score of 46) have *significantly more* favourable impressions of performance in this area than the average. Conversely, residents outside Castlemaine (**'Other'**) rate Council lowest (index score of 36).

➢ **Men** (index score of 41, seven index points lower than 2017), **residents aged 18 to 34 years** (37, 11 points lower) and **50 to 64 years** (36, eight points lower), and residents outside Castlemaine (**'Other'**) (36, 11 points lower) *decreased significantly* in their impressions of Council performance on unsealed roads since 2017.

➢ The importance of this service area is evidenced by a high importance index score of 78.

FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Mount Alexander Shire Council should pay particular attention to the service areas where stated importance exceeds rated performance by more than 10 points (14 areas). Focus areas should start with the seven areas where the performance gap exceeds 20 points:

➢ **Unsealed roads** (margin of 37 points)

➢ **Community decisions** (margin of 36 points)

➢ **Condition of local streets and footpaths** (margin of 29 points)

➢ **Sealed local roads** (margin of 28 points)

➢ **Planning for population growth** (margin of 27 points)

➢ **Waste management** (margin of 24 points)

➢ **Consultation and engagement** (margin of 23 points).

Consideration should also be given to residents outside of Castlemaine ('Other') and residents aged 50 to 64 years, who appear to be most driving negative opinion in 2018.

On the positive side, Council should **maintain its relatively strong performance in the areas of customer service**, **the appearance of public areas**, and **emergency and disaster management**.

It is also important not to ignore, and to learn from, what is working amongst other groups, especially Castlemaine residents and residents aged 35 to 49 years, and use these lessons to build performance experience and perceptions in other areas.

The **regression analysis on pages 32-36** shows the individual service areas that have the strongest influence on the overall performance rating are:

➢ Decisions made in the interest of the community
➢ The condition of local streets and footpaths
➢ Community consultation and engagement

Decisions that the Council makes in the interest of the community has the strongest influence on overall performance perceptions and the same is true for the condition of local streets and footpaths.

In summary, promoting the decisions that have been made in the interest of the community, improvements in the condition of local streets and footpaths, as well as better community consultation, engagement and communication could help drive up overall opinion of the Mount Alexander Council's performance.

FURTHER AREAS OF EXPLORATION

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

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

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

SNAPSHOT OF KEY FINDINGS

Higher results in 2018
(Significantly higher result than 2017)

- *No significant change*

Lower results in 2018
(Significantly lower result than 2017)

- Community decisions
- Unsealed roads
- Population growth
- Sealed local roads
- Tourism development

Most favourably disposed towards Council

- Castlemaine
- Aged 35-49 years

Least favourably disposed towards Council

- Aged 50-64 years
- 'Other' areas

SUMMARY OF FINDINGS

2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS
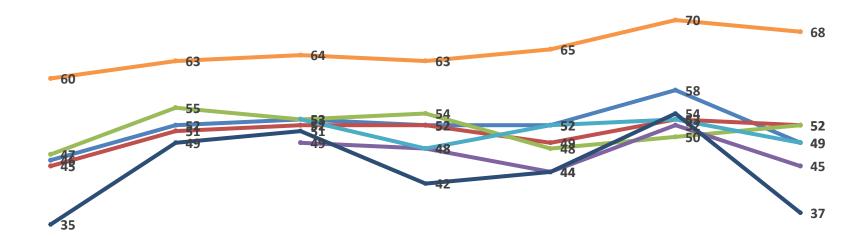
Overall Performance · Community Consultation · Advocacy · Making Community Decisions · Sealed Local Roads · Customer Service · Overall Council Direction

2018 SUMMARY OF CORE MEASURES
DETAILED ANALYSIS

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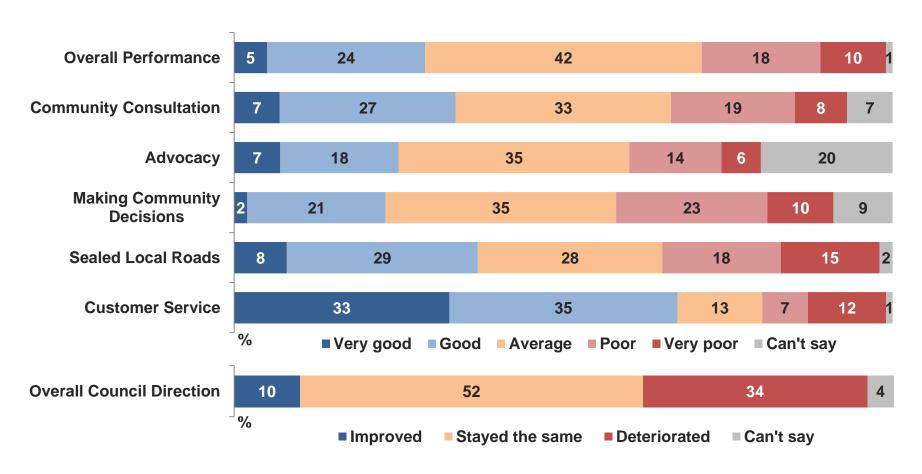
Performance Measures	Mount Alexander 2018	Mount Alexander 2017	Large Rural 2018	State-wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	**49**	58	56	59	Castlemaine	Other
COMMUNITY CONSULTATION (Community consultation and engagement)	**52**	53	54	55	Men, Castlemaine, Aged 35-49 years	Women, Aged 50-64 years
ADVOCACY (Lobbying on behalf of the community)	**52**	50	52	54	Castlemaine	Other
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	**45**	52	52	54	Castlemaine, Aged 65+ years	Aged 18-34 years
SEALED LOCAL ROADS (Condition of sealed local roads)	**49**	53	45	53	Aged 35-49 years	Aged 18-34 years
CUSTOMER SERVICE	**68**	70	67	70	Castlemaine	Aged 50-64 years, Other
OVERALL COUNCIL DIRECTION	**37**	54	52	52	Aged 18-34 years	Aged 50-64 years

2018 SUMMARY OF KEY COMMUNITY SATISFACTION
PERCENTAGE RESULTS

Key Measures Summary Results

	Very good	Good	Average	Poor	Very poor	Can't say
Overall Performance	5	24	42	18	10	1
Community Consultation	7	27	33	19	8	7
Advocacy	7	18	35	14	6	20
Making Community Decisions	2	21	35	23	10	9
Sealed Local Roads	8	29	28	18	15	2
Customer Service	33	35	13	7	12	1

	Improved	Stayed the same	Deteriorated	Can't say
Overall Council Direction	10	52	34	4
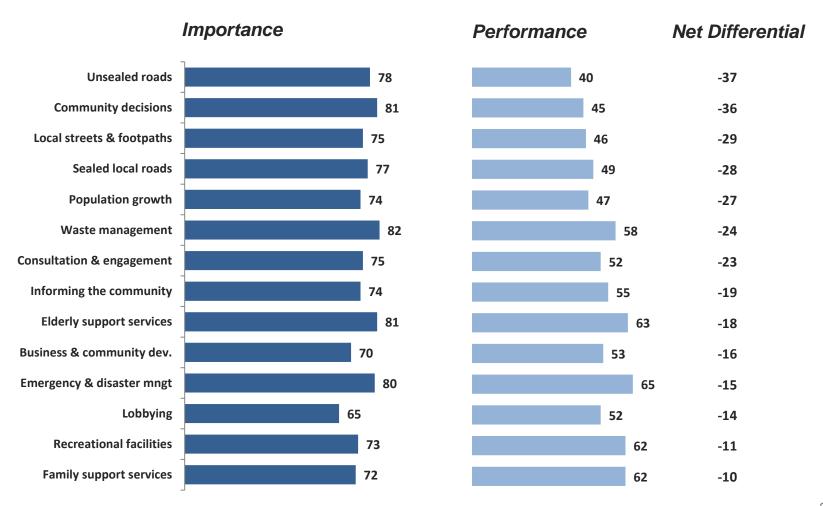
INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY
IMPORTANCE VS PERFORMANCE

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

	Importance	Performance	Net Differential
Unsealed roads	78	40	-37
Community decisions	81	45	-36
Local streets & footpaths	75	46	-29
Sealed local roads	77	49	-28
Population growth	74	47	-27
Waste management	82	58	-24
Consultation & engagement	75	52	-23
Informing the community	74	55	-19
Elderly support services	81	63	-18
Business & community dev.	70	53	-16
Emergency & disaster mngt	80	65	-15
Lobbying	65	52	-14
Recreational facilities	73	62	-11
Family support services	72	62	-10

2018 IMPORTANCE SUMMARY
INDEX SCORES OVER TIME

2018 Priority Area Importance

	2018	2017	2016	2015	2014	2013	2012
Waste management	82	78	79	79	80	79	n/a
Community decisions	81	81	79	82	82	n/a	n/a
Elderly support services	81	81	79	82	n/a	80	n/a
Emergency & disaster mngt	80	80	80	n/a	n/a	n/a	n/a
Unsealed roads	78	77	76	n/a	78	78	n/a
Sealed local roads	77	78	75	n/a	n/a	n/a	n/a
Local streets & footpaths	75	76	76	78	78	77	n/a
Consultation & engagement	75	76	75	79	80	79	n/a
Population growth	74	73	73	n/a	n/a	n/a	n/a
Informing the community	74	75	75	78	78	80	n/a
Appearance of public areas	73	72	71	73	74	73	n/a
Recreational facilities	73	71	70	71	73	n/a	n/a
Family support services	72	73	70	n/a	n/a	n/a	n/a
Environmental sustainability	71	73	72	73	n/a	n/a	n/a
Business & community dev.	70	70	72	n/a	n/a	n/a	n/a
Enforcement of local laws	67	67	67	71	n/a	n/a	n/a
Lobbying	65	68	68	70	70	70	n/a
Community & cultural	62	63	61	61	n/a	n/a	n/a
Tourism development	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: 28 Councils asked group: 7
Note: Please see page 6 for explanation of significant differences.

Individual Service Areas Importance

Service Area	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
Elderly support services	39	44	14	1		
Waste management	42	42	14	1		1
Community decisions	45	37	13	2	1	2
Emergency & disaster mngt	45	34	16	3	1	1
Unsealed roads	36	41	17	4		1
Sealed local roads	35	42	18	3		1
Recreational facilities	24	48	22	4	1	1
Local streets & footpaths	35	38	21	5	1	1
Appearance of public areas	26	45	27	2		1
Consultation & engagement	31	39	26	3		
Informing the community	29	41	25	4	1	1
Population growth	31	40	25	4		
Family support services	27	39	26	4	1	2
Environmental sustainability	27	38	26	4	3	2
Business & community dev.	23	39	32	4	1	
Enforcement of local laws	21	36	33	6	3	
Lobbying	18	38	29	8	4	2
Tourism development	13	35	38	11	2	1
Community & cultural	14	34	39	9	3	2

%

■ Extremely important   ■ Very important   ■ Fairly important   ■ Not that important   ■ Not at all important   ■ Can't say

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 7

2018 PERFORMANCE SUMMARY
INDEX SCORES OVER TIME

2018 Priority Area Performance

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

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation of significant differences.

Individual Service Areas Performance

Service Area	Very good	Good	Average	Poor	Very poor	Can't say
Appearance of public areas	21	43	24	8	3	1
Community & cultural	20	44	23	6	1	7
Recreational facilities	14	37	29	10	5	5
Waste management	14	36	22	16	9	3
Emergency & disaster mngt	13	37	22	5	4	18
Tourism development	12	37	27	11	2	12
Environmental sustainability	16	32	30	11	1	11
Enforcement of local laws	11	34	28	8	2	16
Informing the community	7	35	32	18	6	3
Elderly support services	12	30	23	8	3	24
Sealed local roads	8	29	28	18	15	2
Family support services	7	29	27	6	2	31
Consultation & engagement	7	27	33	19	8	7
Business & community dev.	6	26	31	16	6	15
Local streets & footpaths	7	25	30	18	18	2
Lobbying	7	18	35	14	6	20
Unsealed roads	5	18	28	26	20	4
Community decisions	2	21	35	23	10	9
Population growth	4	18	32	17	8	20

%

■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

INDIVIDUAL SERVICE AREAS SUMMARY
COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE

Significantly Higher than State-wide Average

- None Applicable

Significantly Lower than State-wide Average

- Consultation & engagement
- Informing the community
- Local streets & footpaths
- Family support services
- Elderly support services
- Recreational facilities
- Appearance of public areas
- Waste management
- Emergency & disaster mngt
- Population growth
- Unsealed roads
- Making community decisions
- Sealed local roads
- Business & community dev.

INDIVIDUAL SERVICE AREAS SUMMARY
COUNCIL'S PERFORMANCE VS GROUP AVERAGE

Significantly <u>Higher</u> than Group Average

- Community & cultural
- Environmental sustainability
- Sealed local roads

Significantly <u>Lower</u> than Group Average

- Informing the community
- Local streets & footpaths
- Family support services
- Elderly support services
- Recreational facilities
- Waste management
- Emergency & disaster mngt
- Making community decisions
- Business & community dev.

2018 IMPORTANCE SUMMARY
BY COUNCIL GROUP

Top Three Most Important Service Areas
(Highest to lowest, i.e. 1. = most important)

Mount Alexander Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
1. Waste management 2. Community decisions 3. Elderly support services	1. Waste management 2. Emergency & disaster mngt 3. Community decisions	1. Traffic management 2. Emergency & disaster mngt 3. Waste management	1. Emergency & disaster mngt 2. Sealed roads 3. Community decisions	1. Sealed roads 2. Unsealed roads 3. Emergency & disaster mngt	1. Emergency & disaster mngt 2. Waste management 3. Community decisions

Bottom Three Least Important Service Areas
(Lowest to highest, i.e. 1. = least important)

Mount Alexander Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
1. Tourism development 2. Community & cultural 3. Lobbying	1. Bus/community dev./tourism 2. Community & cultural 3. Slashing & weed control	1. Tourism development 2. Community & cultural 3. Bus/community dev./tourism	1. Community & cultural 2. Art centres & libraries 3. Lobbying	1. Community & cultural 2. Art centres & libraries 3. Traffic management	1. Community & cultural 2. Art centres & libraries 3. Tourism development

2018 PERFORMANCE SUMMARY
BY COUNCIL GROUP

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

Mount Alexander Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
1. Community & cultural 2. Appearance of public areas 3. Emergency & disaster mngt	1. Art centres & libraries 2. Waste management 3. Recreational facilities	1. Art centres & libraries 2. Emergency & disaster mngt 3. Recreational facilities	1. Art centres & libraries 2. Appearance of public areas 3. Emergency & disaster mngt	1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas	1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas

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

Mount Alexander Shire Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
1. Unsealed roads 2. Community decisions 3. Local streets & footpaths	1. Population growth 2. Planning permits 3. Town planning policy	1. Unsealed roads 2. Population growth 3. Traffic management	1. Parking facilities 2. Community decisions 3. Unsealed roads	1. Unsealed roads 2. Sealed roads 3. Planning permits	1. Unsealed roads 2. Sealed roads 3. Population growth

REGRESSION ANALYSIS

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

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

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

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

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

The regressions are shown on the following three charts. The first chart shows a regression analysis of *all* the service areas chosen by the Council. However, this model should be interpreted with caution because some of the data are not normally distributed and not all items have linear correlations.
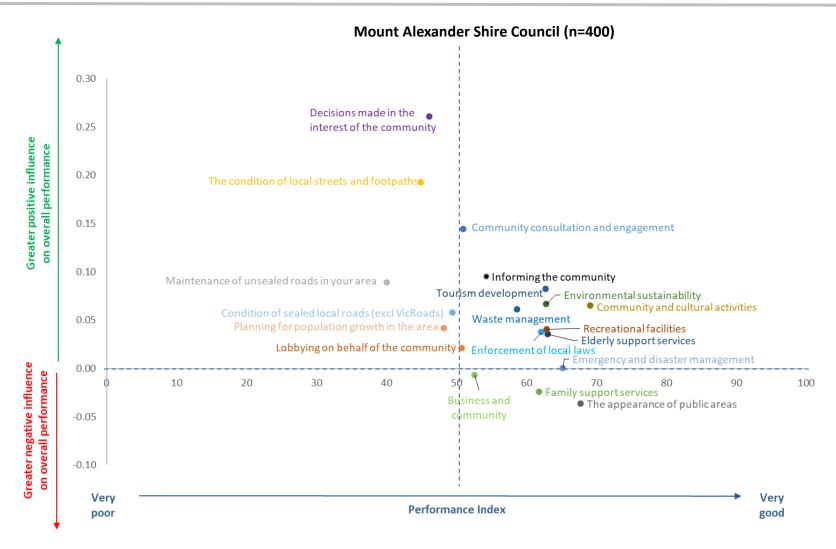
Therefore, in the charts that follow, a significant regression model of fewer items with a Standardised Beta score close to or higher than ±0.1 was run to determine the key predictors that have a moderate to strong influence on overall performance perceptions. The third chart is an enlarged version of the second chart, with key findings highlighted.

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

Mount Alexander Shire Council (n=400)

The multiple regression analysis model of all question items above has an R-squared value of 0.576 and adjusted R-square value of 0.555, which means that 58% 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 = 27.22. However, this model should be interpreted with caution because not all service areas had linear correlations. We recommend you use the regression model of reduced factors as follows.

PERFORMANCE ON SERVICES AND OVERALL PERFORMANCE
KEY SERVICE AREAS

Mount Alexander Shire Council (n=400)

The performance questions were analysed using Exploratory Factor Analysis to determine the key factors or 'themes' to emerge from the questions. Questions with reasonable linearity and low correlations were selected from each theme and a multiple regression model was performed on these seven items against the overall performance ratings of 400 responses. The multiple regression analysis model above has an R-squared value of 0.565 and adjusted R-square value of 0.556, which means that 56% 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 = 63.47.

Mount Alexander Shire Council (n=400)

Greater positive influence on overall performance

Greater negative influence on overall performance

Decisions made in the interest of the community

The condition of local streets and footpaths in your area

Community consultation and engagement

Maintenance of unsealed roads in your area

Informing the community

Tourism development
Environmental sustainability
Community and cultural activities

Focus on these areas satisfactorily to ensure that negative perceptions do not have an overly negative impact on community perceptions

Key positive influence on overall performance and should remain a focus - but currently performing 'well' here.

Performance Index

Very poor — Very good

The performance questions were analysed using Exploratory Factor Analysis to determine the key factors or 'themes' to emerge from the questions. Questions with reasonable linearity and low correlations were selected from each theme and a multiple regression model was performed on these seven items against the overall performance ratings of 400 responses. The multiple regression analysis model above has an R-squared value of 0.565 and adjusted R-square value of 0.556, which means that 56% 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 = 63.47.

35

REGRESSION ANALYSIS – KEY RESULTS CONSIDERATIONS

The individual service areas that have the strongest influence on the overall performance rating are:

➢ Decisions made in the interest of the community
➢ The condition of local streets and footpaths
➢ Community consultation and engagement

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

➢ Tourism development
➢ Environmental sustainability
➢ Community and cultural activities

Looking specifically at the key services areas, community and cultural activities has the highest positive performance index but this has a moderate influence on the overall performance rating. Currently, Mount Alexander Shire Council is performing *well* in this area (performance index of 70) and, while it should remain a focus, there is greater work to be done elsewhere.

Tourism and environmental sustainability have slightly lower performance indices, but have a slightly higher influence on overall performance perceptions than community and cultural activities. These could be lower priority areas for consideration.

Community consultation and engagement has a low (but still positive) performance index (52). In addition, how well the Council informs the community has a slightly higher performance index (55). However, both of these areas have a stronger positive influence on performance perceptions. Continuing efforts in these areas have the capacity to lift Mount Alexander Shire Council's overall performance rating.

Decisions that the Council makes in the interest of the community has the strongest influence on overall performance perceptions and has one of the lowest performance ratings (45). The same is true for the condition of local streets and footpaths (with a performance index of 46).

In summary, promoting the decisions that have been made in the interest of the community, improvements in the condition of local streets and footpaths, as well as better community consultation, engagement and communication could help drive up overall opinion of the Mount Alexander Shire Council's performance.

DETAILED FINDINGS

JWS RESEARCH

KEY CORE MEASURE
OVERALL PERFORMANCE

JWS RESEARCH
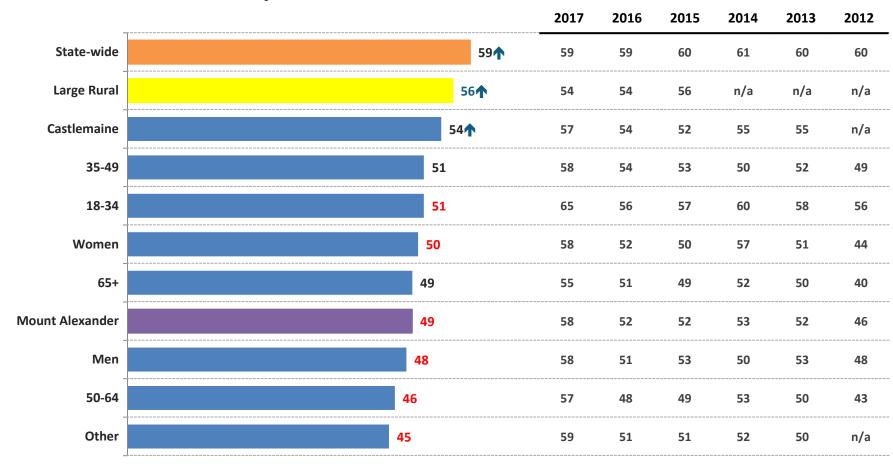
OVERALL PERFORMANCE
INDEX SCORES

2018 Overall Performance

	2018	2017	2016	2015	2014	2013	2012
State-wide	59 ↑	59	59	60	61	60	60
Large Rural	56 ↑	54	54	56	n/a	n/a	n/a
Castlemaine	54 ↑	57	54	52	55	55	n/a
35-49	51	58	54	53	50	52	49
18-34	51	65	56	57	60	58	56
Women	50	58	52	50	57	51	44
65+	49	55	51	49	52	50	40
Mount Alexander	49	58	52	52	53	52	46
Men	48	58	51	53	50	53	48
50-64	46	57	48	49	53	50	43
Other	45	59	51	51	52	50	n/a

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: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 Overall Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	5	24	42	18	10	1
2017 Mount Alexander	8	36	38	10	6	2
2016 Mount Alexander	8	26	39	17	9	1
2015 Mount Alexander	8	28	35	16	11	2
2014 Mount Alexander	7	33	36	13	11	1
2013 Mount Alexander	6	30	38	15	9	1
2012 Mount Alexander	5	23	37	23	12	2
State-wide	9	37	36	11	5	2
Large Rural	7	34	39	13	6	2
Castlemaine	6	33	37	15	8	1
Other	4	17	46	20	12	1
Men	5	26	38	19	12	
Women	5	22	46	16	9	2
18-34	7	26	41	16	10	
35-49	4	31	38	14	11	1
50-64	3	22	42	20	13	1
65+	6	21	45	19	8	2

%

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: 64 Councils asked group: 18

KEY CORE MEASURE CUSTOMER SERVICE

CONTACT LAST 12 MONTHS
SUMMARY
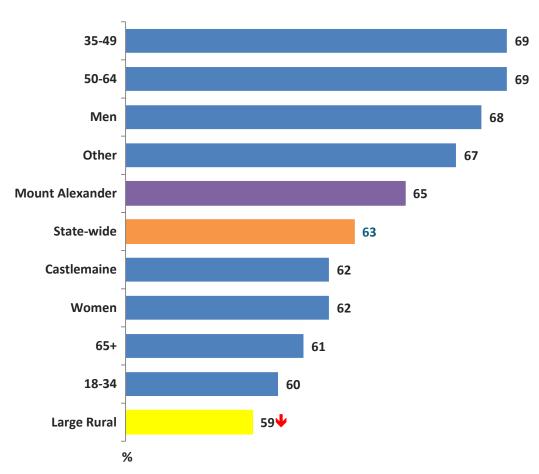
Overall contact with Mount Alexander Shire Council	• 65%, up 1 point on 2017
Most contact with Mount Alexander Shire Council	• Aged 35-64 years • Aged 50-64 years
Least contact with Mount Alexander Shire Council	• Aged 18-34 years
Customer service rating	• Index score of 68, down 2 points on 2017
Most satisfied with customer service	• Castlemaine
Least satisfied with customer service	• Aged 50-64 years • 'Other' areas

JWS RESEARCH

2018 Contact with Council

35-49	69
50-64	69
Men	68
Other	67
Mount Alexander	65
State-wide	63
Castlemaine	62
Women	62
65+	61
18-34	60
Large Rural	59 ↓

%

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: 21 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

43

JWS RESEARCH

2018 Contact with Council

Have had contact

71
64
68
66
64
64
65

2012   2013   2014   2015   2016   2017   2018

%

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: 21 Councils asked group: 5

2018 METHOD OF CONTACT WITH COUNCIL

JWS RESEARCH

2018 Method of Contact

In Person | In Writing | By Telephone | By Text Message | By Email | Via Website | By Social Media

	2012	2013	2014	2015	2016	2017	2018
By Telephone					44	37	46
In Person					32	31	35
By Email					16	16	20
In Writing					14	10	14
Via Website					9	7	7
By Text Message					2	1	3

%
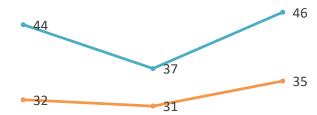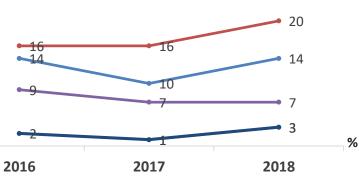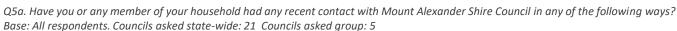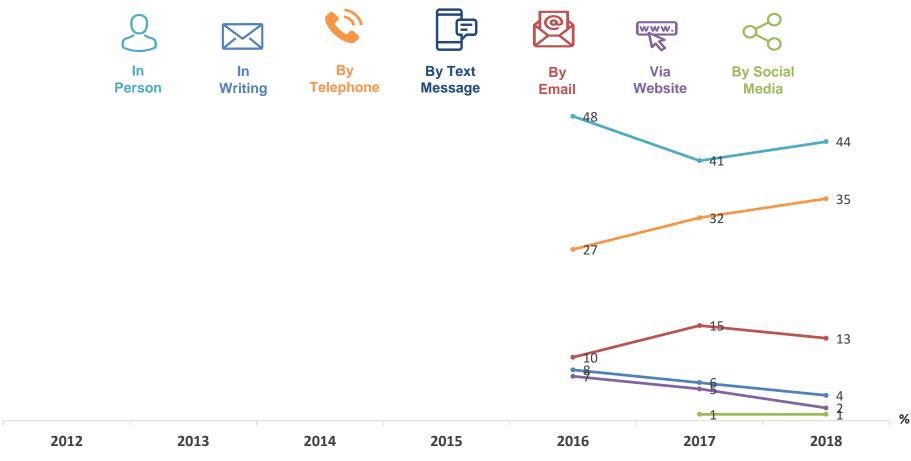
Q5a. Have you or any member of your household had any recent contact with Mount Alexander Shire Council in any of the following ways?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 5
Note: Respondents could name multiple contacts methods so responses may add to more than 100%
Note: 'Social Media' is also 3% in 2018.

2018 MOST RECENT METHOD OF CONTACT WITH COUNCIL

2018 Most Recent Contact

| | In Person | In Writing | By Telephone | By Text Message | By Email | Via Website | By Social Media |

2016: 48 (telephone), 27 (email line), 10, 8, 7

2017: 41, 32, 15, 6, 5, 1

2018: 44, 35, 13, 4, 2, 1

Q5b. What was the method of contact for the most recent contact you had with Mount Alexander Shire Council?
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 21 Councils asked group: 5
Note: Respondents could name multiple contacts methods so responses may add to more than 100%
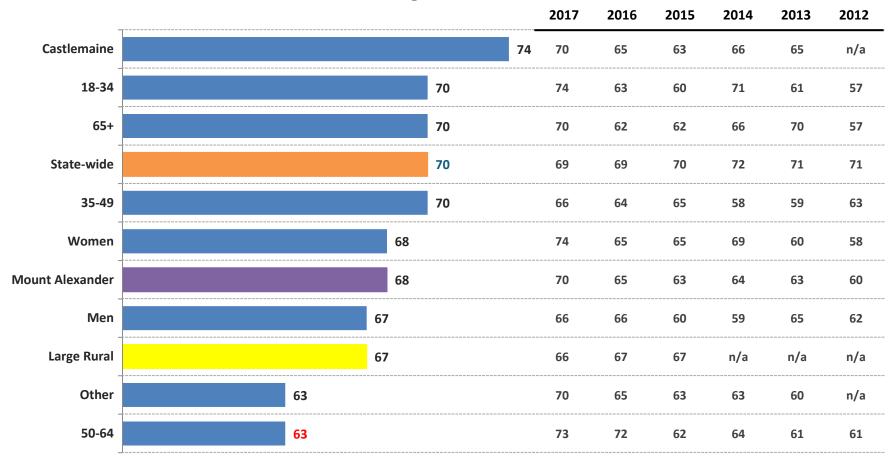
2018 CONTACT CUSTOMER SERVICE
INDEX SCORES

2018 Customer Service Rating

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

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: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.
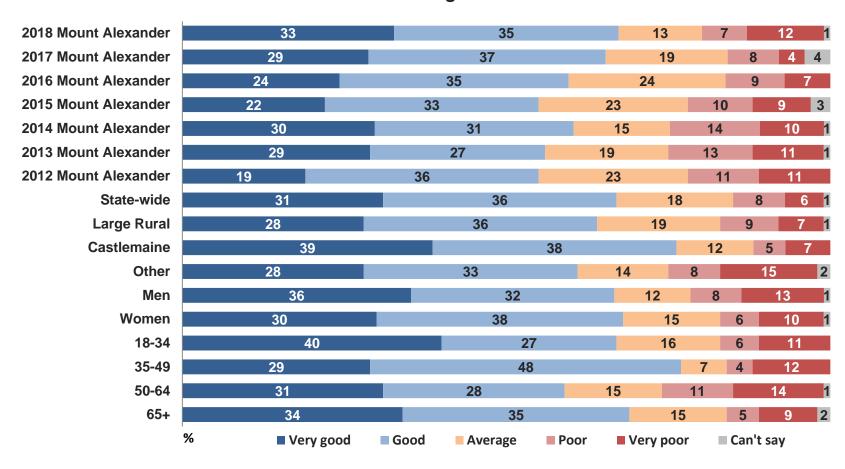
2018 CONTACT CUSTOMER SERVICE
DETAILED PERCENTAGES

2018 Customer Service Rating
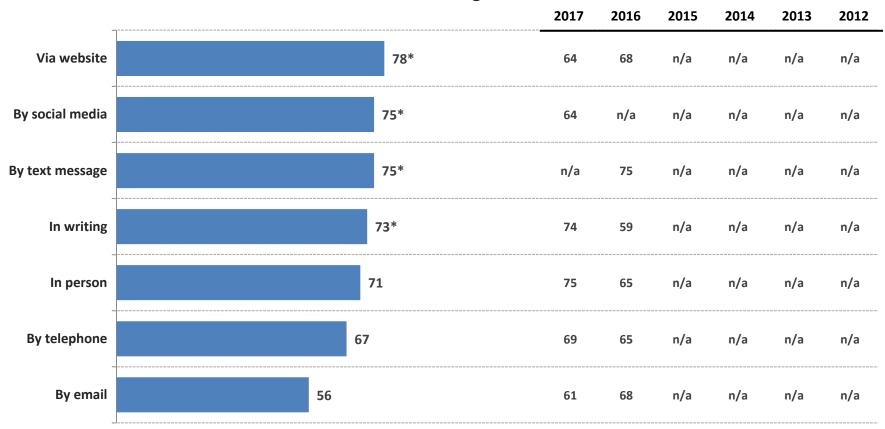
	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	33	35	13	7	12	1
2017 Mount Alexander	29	37	19	8	4	4
2016 Mount Alexander	24	35	24	9	7	
2015 Mount Alexander	22	33	23	10	9	3
2014 Mount Alexander	30	31	15	14	10	1
2013 Mount Alexander	29	27	19	13	11	1
2012 Mount Alexander	19	36	23	11	11	
State-wide	31	36	18	8	6	1
Large Rural	28	36	19	9	7	1
Castlemaine	39	38	12	5	7	
Other	28	33	14	8	15	2
Men	36	32	12	8	13	1
Women	30	38	15	6	10	1
18-34	40	27	16	6	11	
35-49	29	48	7	4	12	
50-64	31	28	15	11	14	1
65+	34	35	15	5	9	2

%

Very good **Good** **Average** **Poor** **Very poor** **Can't say**

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: 64 Councils asked group: 18

2018 CONTACT CUSTOMER SERVICE
INDEX SCORES BY METHOD OF LAST CONTACT

JWS RESEARCH

2018 Customer Service Rating

	2018	2017	2016	2015	2014	2013	2012
Via website	78*	64	68	n/a	n/a	n/a	n/a
By social media	75*	64	n/a	n/a	n/a	n/a	n/a
By text message	75*	n/a	75	n/a	n/a	n/a	n/a
In writing	73*	74	59	n/a	n/a	n/a	n/a
In person	71	75	65	n/a	n/a	n/a	n/a
By telephone	67	69	65	n/a	n/a	n/a	n/a
By email	56	61	68	n/a	n/a	n/a	n/a
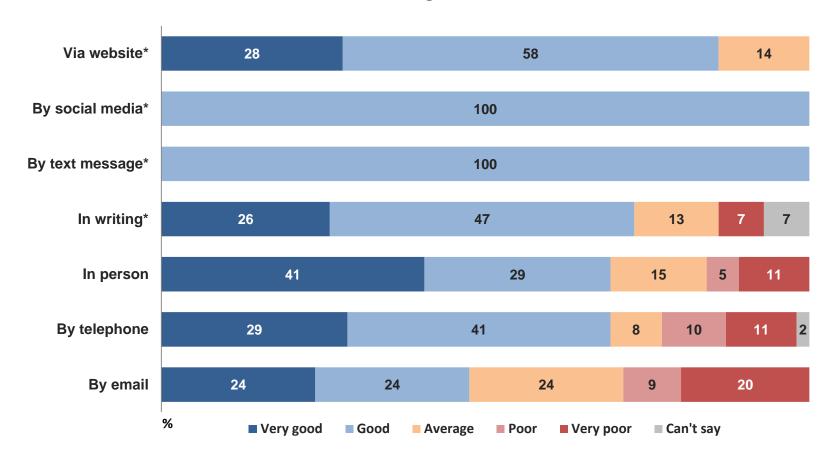
Q5c. Thinking of the most recent contact, how would you rate Mount Alexander Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 21 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.
*Caution: small sample size < n=30

49

2018 CONTACT CUSTOMER SERVICE
DETAILED PERCENTAGES BY METHOD OF LAST CONTACT

JWS RESEARCH

2018 Customer Service Rating

Method	Very good	Good	Average	Poor	Very poor	Can't say
Via website*	28	58	14			
By social media*		100				
By text message*		100				
In writing*	26	47	13		7	7
In person	41	29	15	5	11	
By telephone	29	41	8	10	11	2
By email	24	24	24	9	20	

% ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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: 21 Councils asked group: 5
*Caution: small sample size < n=30

KEY CORE MEASURE
COUNCIL DIRECTION INDICATORS

JWS RESEARCH

COUNCIL DIRECTION
SUMMARY

Council direction	• 52% stayed about the same, down 7 points on 2017 • 10% improved, down 12 points on 2017 • 34% deteriorated, up 20 points on 2017
Most satisfied with council direction	• Aged 18-34 years
Least satisfied with council direction	• Aged 50-64 years
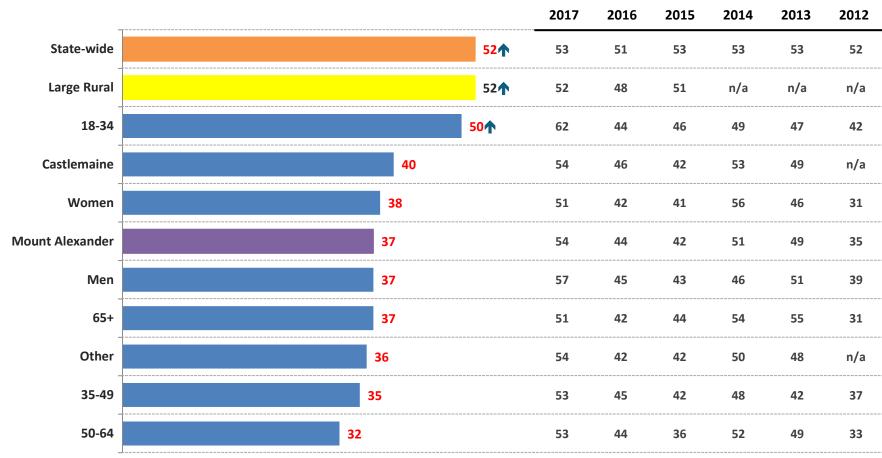
2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS
INDEX SCORES

JWS RESEARCH

2018 Overall Direction

	2018	2017	2016	2015	2014	2013	2012
State-wide	52 ↑	53	51	53	53	53	52
Large Rural	52 ↑	52	48	51	n/a	n/a	n/a
18-34	50 ↑	62	44	46	49	47	42
Castlemaine	40	54	46	42	53	49	n/a
Women	38	51	42	41	56	46	31
Mount Alexander	37	54	44	42	51	49	35
Men	37	57	45	43	46	51	39
65+	37	51	42	44	54	55	31
Other	36	54	42	42	50	48	n/a
35-49	35	53	45	42	48	42	37
50-64	32	53	44	36	52	49	33

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: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

53
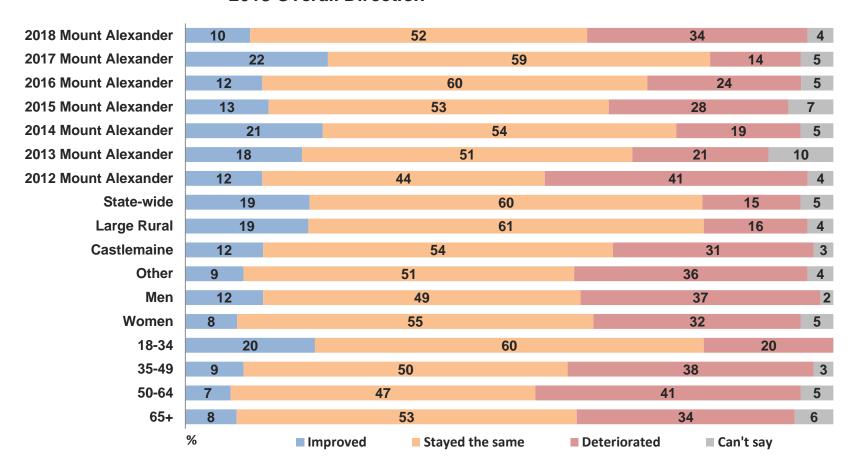
2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS
DETAILED PERCENTAGES

2018 Overall Direction

	Improved	Stayed the same	Deteriorated	Can't say
2018 Mount Alexander	10	52	34	4
2017 Mount Alexander	22	59	14	5
2016 Mount Alexander	12	60	24	5
2015 Mount Alexander	13	53	28	7
2014 Mount Alexander	21	54	19	5
2013 Mount Alexander	18	51	21	10
2012 Mount Alexander	12	44	41	4
State-wide	19	60	15	5
Large Rural	19	61	16	4
Castlemaine	12	54	31	3
Other	9	51	36	4
Men	12	49	37	2
Women	8	55	32	5
18-34	20	60	20	
35-49	9	50	38	3
50-64	7	47	41	5
65+	8	53	34	6

% ■ Improved ■ Stayed the same ■ Deteriorated ■ Can't say

*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: 64 Councils asked group: 18

COMMUNICATIONS

COMMUNICATIONS
SUMMARY

Overall preferred forms of communication	• Newsletter sent via mail (31%)
Preferred forms of communication among over 50s	• Newsletter sent via mail (32%)
Preferred forms of communication among under 50s	• Newsletter sent via mail (28%)
Greatest change since 2017	• Newsletter sent via email (+7)

Note: Website and text message formats again did not rate as highly as other modes of communication, although further analysis is recommended to understand the demographic preference profiles of the various different forms of communication.

2018 BEST FORMS OF COMMUNICATION

2018 Best Form

Advertising in a Local Newspaper · Council Newsletter via Mail · Council Newsletter via Email · Council Newsletter as Local Paper Insert · Council Website · Text Message · Other · Can't Say

	2016	2017	2018
Council Newsletter via Mail	39	34	31
Council Newsletter via Email	19	19	26
Advertising in a Local Newspaper	(38) 20	19	15
Council Newsletter as Local Paper Insert	16	18	16
Text Message	3	4	5
Other	3 (3)	4	4
Council Website	2	3	3
Can't Say	1 (1)	1	1

%

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: 26   Councils asked group: 6

57

2018 BEST FORMS OF COMMUNICATION: UNDER 50S

JWS RESEARCH

2018 Under 50s Best Form

Icon	Label
📰	**Advertising in a Local Newspaper**
✉️	**Council Newsletter via Mail**
@	**Council Newsletter via Email**
📖	**Council Newsletter as Local Paper Insert**
www.	**Council Website**
📱	**Text Message**
?	**Other**
🚫	**Can't Say**

Data points (by year):

Text Message (blue): 2016: 38, 2017: 32, 2018: 28

Council Newsletter via Email (red): 2014: 34(?) ; 2016: 21, 2017: 18, 2018: 23

Council Website (purple): 2014: 17; 2016: 12, 2017: 20, 2018: 14

Council Newsletter as Local Paper Insert (green): 2014: 15; 2016: 14, 2017: 15, 2018: 12

Advertising in a Local Newspaper (dark navy): 2014: 7; 2016: 6, 2017: 5, 2018: 11

Other (teal): 2014: 3; 2016: 4, 2017: 5, 2018: 6

Council Newsletter via Mail: 2014: 2; 2018: 5

Can't Say (orange): 2016: 3, 2018: 2

%

Years: 2012 2013 2014 2015 2016 2017 2018

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: 26 Councils asked group: 6

2018 BEST FORMS OF COMMUNICATION: OVER 50S

JWS RESEARCH

2018 Over 50s Best Form

Advertising in a Local Newspaper

Council Newsletter via Mail

Council Newsletter via Email

Council Newsletter as Local Paper Insert

Council Website

Text Message

Other

Can't Say

- 40
- 21
- 18
- 16
- 3
- 1

40

35

32

28

19
17

20
18

18

16

3
1

3
1

3
1

%

| 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
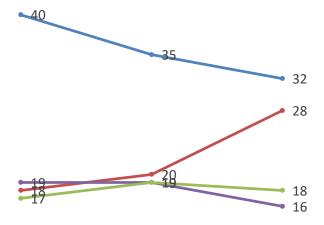
Q13. If Mount Alexander Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
Base: All respondents aged over 50. Councils asked state-wide: 26 Councils asked group: 6
Note: 'Text Message' is also 3% in 2018.

59

INDIVIDUAL SERVICE AREAS

2018 COMMUNITY CONSULTATION AND ENGAGEMENT
IMPORTANCE INDEX SCORES

2018 Consultation and Engagement Importance

	2018	2017	2016	2015	2014	2013	2012
35-49	77	78	76	78	79	81	n/a
Women	76	77	77	82	81	82	n/a
Large Rural	76	75	76	75	n/a	n/a	n/a
Other	75	75	74	79	79	79	n/a
18-34	75	69	73	75	80	75	n/a
Mount Alexander	75	76	75	79	80	79	n/a
50-64	74	78	76	83	83	82	n/a
Castlemaine	74	77	77	79	81	79	n/a
State-wide	74	74	75	74	74	73	73
65+	74	76	74	79	76	76	n/a
Men	73	75	74	76	78	76	n/a

Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Consultation and Engagement Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	31	39	26	3		1
2017 Mount Alexander	31	43	22	2	1	1
2016 Mount Alexander	33	41	19	5	1	1
2015 Mount Alexander	36	45	16	2		
2014 Mount Alexander	39	43	14	3	1	1
2013 Mount Alexander	38	41	17	2	1	1
State-wide	30	40	24	4	1	1
Large Rural	33	41	21	3	1	1
Castlemaine	30	36	31	1		1
Other	32	41	22	4		1
Men	29	39	29	3		
Women	34	39	23	2		1
18-34	35	33	29	4		
35-49	32	44	23	1		
50-64	29	42	27	2		
65+	30	36	27	4	1	2

%

■ Extremely important　■ Very important　■ Fairly important　■ Not that important　■ Not at all important　■ Can't say

Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6

2018 COMMUNITY CONSULTATION AND ENGAGEMENT
PERFORMANCE INDEX SCORES

2018 Consultation and Engagement Performance

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

Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT
PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Consultation and Engagement Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	7	27	33	19	8	7
2017 Mount Alexander	7	26	36	17	6	8
2016 Mount Alexander	7	21	34	21	9	8
2015 Mount Alexander	9	26	31	20	8	6
2014 Mount Alexander	10	24	35	16	10	5
2013 Mount Alexander	7	24	38	17	9	4
2012 Mount Alexander	8	22	31	16	20	3
State-wide	8	30	32	15	7	9
Large Rural	7	30	33	15	7	8
Castlemaine	9	28	30	20	7	7
Other	4	26	35	18	8	7
Men	9	30	32	18	8	4
Women	4	24	33	20	8	10
18-34	13	19	29	26	6	6
35-49	4	35	35	10	9	7
50-64	6	26	33	21	10	4
65+	6	26	34	20	5	10

Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 LOBBYING ON BEHALF OF THE COMMUNITY
IMPORTANCE INDEX SCORES

2018 Lobbying Importance

	2018	2017	2016	2015	2014	2013	2012
Women	68	71	71	73	76	74	n/a
State-wide	68↑	69	69	69	70	70	70
Large Rural	68↑	69	70	70	n/a	n/a	n/a
65+	67	66	67	72	70	68	n/a
Other	66	68	65	70	71	69	n/a
Mount Alexander	65	68	68	70	70	70	n/a
50-64	65	68	67	70	71	72	n/a
35-49	65	70	68	69	71	72	n/a
Castlemaine	64	68	73	70	69	71	n/a
18-34	63	70	70	69	67	68	n/a
Men	62	65	64	68	64	66	n/a

Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 Lobbying Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	18	38	29	8	4	2
2017 Mount Alexander	23	35	27	8	2	4
2016 Mount Alexander	27	29	29	8	3	3
2015 Mount Alexander	25	38	28	6	2	2
2014 Mount Alexander	23	44	22	6	3	2
2013 Mount Alexander	23	41	25	6	2	3
State-wide	23	37	27	8	2	2
Large Rural	22	39	26	8	3	2
Castlemaine	14	44	30	9	2	1
Other	22	34	29	6	5	4
Men	14	39	31	8	6	2
Women	22	37	28	7	2	3
18-34	19	36	29	13	4	
35-49	15	39	32	5	5	5
50-64	19	36	31	8	3	1
65+	19	42	25	6	4	3

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 6

2018 Lobbying Performance

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

Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

67

2018 LOBBYING ON BEHALF OF THE COMMUNITY
PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Lobbying Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	7	18	35	14	6	20
2017 Mount Alexander	3	20	33	13	6	26
2016 Mount Alexander	5	16	35	17	8	18
2015 Mount Alexander	6	23	27	14	5	23
2014 Mount Alexander	7	23	34	14	7	15
2013 Mount Alexander	14	23	29	13	10	11
2012 Mount Alexander	6	26	29	17	15	6
State-wide	5	24	32	13	5	20
Large Rural	5	23	34	14	6	19
Castlemaine	11	22	33	11	4	18
Other	4	14	36	17	7	22
Men	11	20	33	14	5	16
Women	2	16	36	15	7	25
18-34	14	16	36	12	9	13
35-49	7	21	40	13	5	14
50-64	3	22	30	19	6	21
65+	6	13	34	12	5	29

Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

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

2018 Community Decisions Made Importance

	2018	2017	2016	2015	2014	2013	2012
18-34	88↑	79	79	84	87	n/a	n/a
Castlemaine	84	80	80	84	82	n/a	n/a
Women	83	83	82	82	85	n/a	n/a
35-49	83	83	80	83	83	n/a	n/a
Mount Alexander	81	81	79	82	82	n/a	n/a
Large Rural	80	80	80	80	n/a	n/a	n/a
State-wide	80	79	80	80	79	n/a	n/a
Men	79	79	76	83	80	n/a	n/a
Other	79	82	78	81	82	n/a	n/a
65+	79	79	80	81	77	n/a	n/a
50-64	78	83	76	83	85	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: 15 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

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

2018 Community Decisions Made Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	45	37	13	2	1	2
2017 Mount Alexander	40	42	14	1		3
2016 Mount Alexander	41	37	16	3	1	1
2015 Mount Alexander	45	41	10	1	1	2
2014 Mount Alexander	45	42	8	2	1	2
State-wide	39	42	15	2	1	2
Large Rural	40	41	14	2	1	2
Castlemaine	51	34	11	2		2
Other	40	39	15	2	2	2
Men	38	39	18	1	1	3
Women	52	34	9	3	1	1
18-34	64	26	7	3		
35-49	45	40	13			2
50-64	40	38	17	3	1	1
65+	38	39	14	1	2	4

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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: 15 Councils asked group: 5

70

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

JWS RESEARCH

2018 Community Decisions Made Performance

	2018	2017	2016	2015	2014	2013	2012
State-wide	54 ↑	54	54	55	57	n/a	n/a
Large Rural	52 ↑	51	50	52	n/a	n/a	n/a
Castlemaine	49	52	46	50	51	n/a	n/a
65+	49	50	42	47	51	n/a	n/a
35-49	47	49	47	52	49	n/a	n/a
Women	46	52	42	48	53	n/a	n/a
Mount Alexander	45	52	44	48	49	n/a	n/a
Men	45	52	47	49	45	n/a	n/a
50-64	45	53	44	44	47	n/a	n/a
Other	42	52	43	47	48	n/a	n/a
18-34	40	58	46	52	51	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: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 Community Decisions Made Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	2	21	35	23	10	9
2017 Mount Alexander	4	30	31	15	8	12
2016 Mount Alexander	5	18	33	20	14	10
2015 Mount Alexander	5	23	32	22	9	9
2014 Mount Alexander	6	28	32	16	13	5
State-wide	6	30	34	14	7	9
Large Rural	5	28	36	15	8	7
Castlemaine	3	28	32	21	8	7
Other	1	16	37	25	11	10
Men	1	26	29	26	10	7
Women	3	17	41	20	9	11
18-34		20	31	26	16	6
35-49	1	23	39	25	6	6
50-64	1	23	33	25	10	8
65+	4	20	36	17	8	14

%

Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

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

JWS RESEARCH

2018 Sealed Local Roads Importance

	2018	2017	2016	2015	2014	2013	2012
Large Rural	80 ↑	77	80	78	n/a	n/a	n/a
State-wide	80 ↑	78	78	76	77	n/a	n/a
50-64	79	81	76	n/a	n/a	n/a	n/a
Women	79	77	74	n/a	n/a	n/a	n/a
Other	78	78	76	n/a	n/a	n/a	n/a
35-49	77	72	67	n/a	n/a	n/a	n/a
Mount Alexander	77	78	75	n/a	n/a	n/a	n/a
65+	77	79	79	n/a	n/a	n/a	n/a
Castlemaine	77	77	74	n/a	n/a	n/a	n/a
Men	76	78	75	n/a	n/a	n/a	n/a
18-34	76	77	76	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: 17 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

2018 Sealed Local Roads Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	35	42	18	3		1
2017 Mount Alexander	37	37	23	2		1
2016 Mount Alexander	32	42	19	4	2	1
State-wide	38	44	15	2		
Large Rural	39	43	15	2		1
Castlemaine	34	40	21	3		2
Other	35	43	17	3		1
Men	34	39	20	4		2
Women	36	45	17	2		1
18-34	36	33	20	7		4
35-49	37	38	22	3		
50-64	39	38	21	1		1
65+	29	54	13	2	1	1

%

Legend: ■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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: 17 Councils asked group: 5

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

JWS RESEARCH

2018 Sealed Local Roads Performance

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

Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18
Note: Please see page 6 for explanation about significant differences.

2018 Sealed Local Roads Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	8	29	28	18	15	2
2017 Mount Alexander	8	30	31	19	9	3
2016 Mount Alexander	8	30	33	17	11	2
2015 Mount Alexander	5	28	31	20	14	1
2014 Mount Alexander	9	29	36	15	10	1
State-wide	11	31	28	17	12	1
Large Rural	6	24	29	22	18	1
Castlemaine	10	33	26	14	14	2
Other	6	25	30	21	16	2
Men	10	30	27	19	13	1
Women	6	28	29	17	16	3
18-34	4	26	26	19	23	3
35-49	10	39	21	16	14	
50-64	7	24	33	19	15	2
65+	9	28	30	18	11	3

%   ■ Very good   ■ Good   ■ Average   ■ Poor   ■ Very poor   ■ Can't say

Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

2018 Informing Community Importance

	2018	2017	2016	2015	2014	2013	2012
Women	76	77	79	81	83	85	n/a
Castlemaine	75	76	76	75	78	80	n/a
50-64	75	76	75	79	81	81	n/a
Large Rural	75	74	77	76	n/a	n/a	n/a
State-wide	75	74	76	75	75	75	75
35-49	74	74	72	76	79	82	n/a
Mount Alexander	74	75	75	78	78	80	n/a
18-34	73	73	75	77	78	79	n/a
65+	73	75	76	79	75	78	n/a
Other	72	74	74	80	79	79	n/a
Men	71	72	70	74	74	75	n/a

Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

2018 Informing Community Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	29	41	25	4	1	1
2017 Mount Alexander	28	43	26	2		1
2016 Mount Alexander	32	42	19	4	2	1
2015 Mount Alexander	35	44	17	1	2	
2014 Mount Alexander	37	42	18	2	1	
2013 Mount Alexander	41	39	15	2	1	1
State-wide	32	41	22	4		1
Large Rural	32	41	23	4		1
Castlemaine	32	38	26	3		1
Other	27	43	24	4		2
Men	27	37	27	6	1	1
Women	31	44	23	1		1
18-34	35	30	29	7		
35-49	28	40	30	2		
50-64	31	44	21	4		1
65+	25	45	22	2	3	2

%

■ Extremely important   ■ Very important   ■ Fairly important   ■ Not that important   ■ Not at all important   ■ Can't say

Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 5

JWS RESEARCH

2018 Informing Community Performance

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

Q2. How has Council performed on 'informing the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 Informing Community Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	7	35	32	18	6	3
2017 Mount Alexander	9	37	31	15	5	3
2016 Mount Alexander	8	29	34	18	9	3
2015 Mount Alexander	10	31	33	20	5	2
State-wide	11	36	31	13	5	3
Large Rural	11	36	31	14	5	3
Castlemaine	7	38	29	17	6	4
Other	7	32	34	20	5	2
Men	11	36	29	17	6	1
Women	3	33	34	20	6	4
18-34	11	36	22	20	9	3
35-49	5	41	32	13	5	3
50-64	6	31	33	24	5	1
65+	7	32	35	17	5	4

%   ■ Very good   ■ Good   ■ Average   ■ Poor   ■ Very poor   ■ Can't say

Q2. How has Council performed on 'informing the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 6

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Streets and Footpaths Importance

	2018	2017	2016	2015	2014	2013	2012
Women	79 ↑	78	77	80	81	78	n/a
State-wide	78 ↑	77	77	77	77	78	77
Large Rural	77	75	77	77	n/a	n/a	n/a
18-34	76	72	76	79	82	80	n/a
Castlemaine	76	80	78	77	78	78	n/a
65+	76	80	78	78	79	75	n/a
50-64	76	76	75	79	78	78	n/a
Mount Alexander	75	76	76	78	78	77	n/a
Other	75	73	75	78	78	76	n/a
35-49	73	71	75	75	75	74	n/a
Men	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: 21 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

2018 Streets and Footpaths Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	35	38	21	5	1	1
2017 Mount Alexander	32	39	24	2	1	3
2016 Mount Alexander	34	39	19	3	2	3
2015 Mount Alexander	33	46	17	2		2
2014 Mount Alexander	37	43	15	3	1	2
2013 Mount Alexander	33	43	18	4		2
State-wide	35	43	18	3		1
Large Rural	34	41	20	3	1	1
Castlemaine	34	40	21	4		
Other	35	36	21	6	1	2
Men	30	38	24	8		1
Women	40	38	18	2	1	2
18-34	43	27	23	7		
35-49	33	35	24	8		
50-64	30	47	19	3	1	1
65+	35	38	19	4	1	2

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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: 21 Councils asked group: 5

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE INDEX SCORES

2018 Streets and Footpaths Performance

	2018	2017	2016	2015	2014	2013	2012
State-wide	58 ↑	57	57	58	58	58	57
Large Rural	54 ↑	53	53	54	n/a	n/a	n/a
35-49	53 ↑	51	46	50	n/a	n/a	n/a
Castlemaine	50	43	48	48	n/a	n/a	n/a
Men	50	50	48	49	n/a	n/a	n/a
18-34	49	54	56	58	n/a	n/a	n/a
Mount Alexander	46	46	46	46	n/a	n/a	n/a
50-64	44	46	44	42	n/a	n/a	n/a
Other	43	49	44	44	n/a	n/a	n/a
Women	43	43	43	43	n/a	n/a	n/a
65+	42	39	40	40	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: 30 Councils asked group: 8
Note: Please see page 6 for explanation about significant differences.

2018 Streets and Footpaths Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	7	25	30	18	18	2
2017 Mount Alexander	5	26	31	21	14	4
2016 Mount Alexander	6	27	25	22	17	4
2015 Mount Alexander	7	23	28	24	14	4
State-wide	14	34	28	14	7	2
Large Rural	10	32	29	16	10	3
Castlemaine	9	30	28	18	14	1
Other	6	22	31	18	20	4
Men	10	28	27	17	17	2
Women	4	23	33	19	19	3
18-34	11	29	28	9	23	
35-49	8	38	23	18	12	1
50-64	6	20	33	22	17	3
65+	5	18	33	20	19	4

% ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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: 30 Councils asked group: 8

2018 ENFORCEMENT OF LOCAL LAWS
IMPORTANCE INDEX SCORES

2018 Law Enforcement Importance

	2018	2017	2016	2015	2014	2013	2012
18-34	72	67	75	73	n/a	n/a	n/a
State-wide	71 ↑	71	70	71	70	71	70
Women	69	69	71	74	n/a	n/a	n/a
50-64	69	68	67	68	n/a	n/a	n/a
Large Rural	68	68	69	70	n/a	n/a	n/a
Other	68	66	67	71	n/a	n/a	n/a
65+	67	70	67	72	n/a	n/a	n/a
Mount Alexander	67	67	67	71	n/a	n/a	n/a
Castlemaine	66	68	68	70	n/a	n/a	n/a
Men	65	64	64	67	n/a	n/a	n/a
35-49	61 ↓	60	62	69	n/a	n/a	n/a

Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

2018 Law Enforcement Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	21	36	33	6	3	
2017 Mount Alexander	20	37	31	6	3	3
2016 Mount Alexander	21	40	27	9	2	1
2015 Mount Alexander	22	44	28	5		1
State-wide	27	37	27	6	2	1
Large Rural	23	36	31	7	2	
Castlemaine	20	36	35	6	3	
Other	22	37	32	5	3	
Men	18	38	34	7	4	
Women	25	35	33	4	2	
18-34	39	26	25	4	6	
35-49	13	32	43	6	5	
50-64	20	41	33	6		
65+	19	42	31	6	2	1

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4

2018 ENFORCEMENT OF LOCAL LAWS
PERFORMANCE INDEX SCORES

2018 Law Enforcement Performance

	2018	2017	2016	2015	2014	2013	2012
Women	66	65	60	64	n/a	n/a	n/a
18-34	66	72	66	67	n/a	n/a	n/a
35-49	65	61	61	61	n/a	n/a	n/a
Large Rural	64	63	63	65	n/a	n/a	n/a
Other	64	65	61	62	n/a	n/a	n/a
State-wide	64	64	63	66	66	65	65
65+	63	62	55	58	n/a	n/a	n/a
Mount Alexander	63	64	59	61	n/a	n/a	n/a
Castlemaine	62	62	57	60	n/a	n/a	n/a
Men	60	63	59	59	n/a	n/a	n/a
50-64	58	62	58	62	n/a	n/a	n/a

Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7
Note: Please see page 6 for explanation about significant differences.

2018 ENFORCEMENT OF LOCAL LAWS
PERFORMANCE DETAILED PERCENTAGES

2018 Law Enforcement Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	11	34	28	8	2	16
2017 Mount Alexander	11	37	27	8	2	15
2016 Mount Alexander	9	30	31	8	5	17
2015 Mount Alexander	10	32	28	9	3	17
State-wide	12	39	25	8	3	12
Large Rural	11	40	26	7	3	13
Castlemaine	10	38	28	10	3	11
Other	12	32	28	7	2	19
Men	10	32	32	11	3	12
Women	12	37	24	6	2	19
18-34	20	37	27	11	3	3
35-49	13	35	23	11		17
50-64	6	36	29	9	5	16
65+	9	30	32	4	2	22

%   ■ Very good   ■ Good   ■ Average   ■ Poor   ■ Very poor   ■ Can't say

Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 7

2018 FAMILY SUPPORT SERVICES
IMPORTANCE INDEX SCORES

2018 Family Support Importance

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

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

2018 FAMILY SUPPORT SERVICES
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Family Support Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	27	39	26	4	1	2
2017 Mount Alexander	25	46	21	3	1	4
2016 Mount Alexander	26	36	26	7	2	4
State-wide	30	40	23	5	1	2
Large Rural	27	40	24	5	2	2
Castlemaine	29	35	28	4	1	3
Other	26	42	25	5	1	2
Men	19	36	35	7	1	2
Women	35	42	18	2	1	2
18-34	32	42	27			
35-49	32	34	27		2	5
50-64	25	38	27	9		1
65+	23	41	25	6	2	3

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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: 6

2018 FAMILY SUPPORT SERVICES
PERFORMANCE INDEX SCORES

2018 Family Support Performance

	2018	2017	2016	2015	2014	2013	2012
State-wide	66 ↑	67	66	67	68	67	67
Large Rural	65 ↑	65	64	67	n/a	n/a	n/a
65+	64	67	58	n/a	n/a	n/a	n/a
Men	64	66	60	n/a	n/a	n/a	n/a
35-49	64	58	57	n/a	n/a	n/a	n/a
Castlemaine	62	62	60	n/a	n/a	n/a	n/a
Mount Alexander	62	64	59	n/a	n/a	n/a	n/a
Other	62	66	58	n/a	n/a	n/a	n/a
50-64	60	65	58	n/a	n/a	n/a	n/a
Women	59	63	58	n/a	n/a	n/a	n/a
18-34	59	66	61	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: 30 Councils asked group: 9
Note: Please see page 6 for explanation about significant differences.

2018 FAMILY SUPPORT SERVICES
PERFORMANCE DETAILED PERCENTAGES

2018 Family Support Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	7	29	27	6	2	31
2017 Mount Alexander	8	34	22	6	2	28
2016 Mount Alexander	8	20	29	7	3	34
State-wide	11	31	21	4	2	32
Large Rural	9	31	23	5	2	30
Castlemaine	9	29	24	9	2	27
Other	5	28	29	3	2	34
Men	9	30	23	7	1	30
Women	4	27	30	4	3	32
18-34	9	27	32	10	3	19
35-49	12	31	25	6	3	23
50-64	1	31	28	6	1	33
65+	6	26	24	2	1	42

Q2. How has Council performed on 'family support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 9

2018 ELDERLY SUPPORT SERVICES
IMPORTANCE INDEX SCORES

2018 Elderly Support Importance

	2018	2017	2016	2015	2014	2013	2012
Women	84 ⬆	84	83	86	n/a	82	n/a
35-49	83	79	80	77	n/a	82	n/a
18-34	82	81	76	90	n/a	77	n/a
Other	81	80	77	83	n/a	81	n/a
Mount Alexander	81	81	79	82	n/a	80	n/a
Castlemaine	80	81	82	82	n/a	79	n/a
65+	79	80	80	81	n/a	78	n/a
50-64	79	82	78	84	n/a	81	n/a
State-wide	79 ⬇	78	78	79	79	79	80
Large Rural	78 ⬇	78	78	78	n/a	n/a	n/a
Men	77 ⬇	77	75	78	n/a	77	n/a

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: 5
Note: Please see page 6 for explanation about significant differences.

2018 ELDERLY SUPPORT SERVICES
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Elderly Support Importance

Category	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	39	44	14	1	1	
2017 Mount Alexander	42	40	15	1	1	1
2016 Mount Alexander	37	44	15	2	1	1
2015 Mount Alexander	40	48	9		1	1
2013 Mount Alexander	37	46	12	3		2
State-wide	38	43	16	2	1	1
Large Rural	36	44	17	2		1
Castlemaine	39	44	16			1
Other	39	45	13	1		2
Men	31	47	18	2		1
Women	47	42	10			1
18-34	47	33	20			
35-49	41	49	8			1
50-64	38	42	19			1
65+	33	50	11	2	1	3

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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: 5

JWS RESEARCH

2018 Elderly Support Performance

	2017	2016	2015	2014	2013	2012
65+ — 68	68	58	68	n/a	n/a	n/a
State-wide — 68 ↑	68	68	69	70	69	69
Large Rural — 67 ↑	67	66	69	n/a	n/a	n/a
Men — 64	67	62	62	n/a	n/a	n/a
Castlemaine — 64	64	64	64	n/a	n/a	n/a
Mount Alexander — 63	66	60	62	n/a	n/a	n/a
35-49 — 63	61	52	58	n/a	n/a	n/a
Other — 62	67	57	61	n/a	n/a	n/a
Women — 61	64	58	62	n/a	n/a	n/a
18-34 — 60	67	66	58	n/a	n/a	n/a
50-64 — 59	65	64	59	n/a	n/a	n/a

Q2. How has Council performed on 'elderly support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 9
Note: Please see page 6 for explanation about significant differences.

2018 ELDERLY SUPPORT SERVICES
PERFORMANCE DETAILED PERCENTAGES

2018 Elderly Support Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	12	30	23	8	3	24
2017 Mount Alexander	15	32	22	8	3	20
2016 Mount Alexander	13	22	26	8	6	25
2015 Mount Alexander	14	26	23	8	5	24
State-wide	14	32	19	5	2	29
Large Rural	14	32	21	5	2	26
Castlemaine	16	28	24	10	3	20
Other	9	32	22	7	4	26
Men	12	33	21	7	3	24
Women	12	27	24	9	4	23
18-34	13	22	26	13	3	23
35-49	6	32	22	4	3	32
50-64	10	31	24	10	6	19
65+	17	32	20	7	2	22

%

Q2. How has Council performed on 'elderly support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 9

2018 RECREATIONAL FACILITIES
IMPORTANCE INDEX SCORES

2018 Recreational Facilities Importance

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

Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 RECREATIONAL FACILITIES
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Recreational Facilities Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	24	48	22	4	1	1
2017 Mount Alexander	23	43	28	4	1	
2016 Mount Alexander	24	42	27	5	2	1
2015 Mount Alexander	20	49	27	4		1
2014 Mount Alexander	26	44	24	4		1
State-wide	25	46	25	3	1	
Large Rural	26	46	24	3	1	1
Castlemaine	30	48	19	2		
Other	20	49	24	6	1	1
Men	19	47	27	6		
Women	30	49	17	2	1	1
18-34	29	51	17	3		
35-49	33	45	14	5	1	1
50-64	20	47	26	6	1	
65+	19	50	26	3		2

%

■ Extremely important   ■ Very important   ■ Fairly important   ■ Not that important   ■ Not at all important   ■ Can't say

Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6

2018 Recreational Facilities Performance

		2017	2016	2015	2014	2013	2012
State-wide	69 ⬆	70	69	70	71	70	70
65+	67 ⬆	64	62	63	62	n/a	n/a
Large Rural	66 ⬆	66	65	66	n/a	n/a	n/a
Castlemaine	63	64	56	59	59	n/a	n/a
Men	62	65	59	61	56	n/a	n/a
Mount Alexander	62	63	56	59	60	n/a	n/a
Women	61	62	54	57	63	n/a	n/a
Other	61	63	56	58	60	n/a	n/a
50-64	61	64	54	56	60	n/a	n/a
35-49	60	65	53	51	56	n/a	n/a
18-34	57	58	53	66	59	n/a	n/a

Q2. How has Council performed on 'recreational facilities' over the last 12 months?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 10
Note: Please see page 6 for explanation about significant differences.

2018 Recreational Facilities Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	14	37	29	10	5	5
2017 Mount Alexander	14	41	26	8	5	5
2016 Mount Alexander	9	33	36	13	7	3
2015 Mount Alexander	12	32	32	13	5	5
2014 Mount Alexander	14	32	33	9	7	6
State-wide	22	42	22	7	3	4
Large Rural	19	41	24	9	4	4
Castlemaine	18	38	23	11	7	3
Other	10	37	35	9	3	6
Men	18	33	28	11	5	4
Women	10	41	31	10	4	5
18-34	17	37	17	10	16	3
35-49	14	34	29	15	5	3
50-64	10	36	35	12	2	5
65+	15	41	32	5	1	6

%

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

2018 THE APPEARANCE OF PUBLIC AREAS
IMPORTANCE INDEX SCORES

2018 Public Areas Importance

	2018	2017	2016	2015	2014	2013	2012
18-34	76	73	78	70	81	71	n/a
Women	75	73	73	75	76	75	n/a
State-wide	74	74	74	73	73	74	73
65+	74	71	73	73	74	74	n/a
Castlemaine	74	74	71	74	74	74	n/a
Mount Alexander	73	72	71	73	74	73	n/a
35-49	73	71	67	72	70	72	n/a
Other	73	71	71	73	75	71	n/a
Large Rural	73	73	74	73	n/a	n/a	n/a
Men	72	71	69	72	72	71	n/a
50-64	71	75	68	77	74	73	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: 26 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

101

2018 THE APPEARANCE OF PUBLIC AREAS
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Public Areas Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	26	45	27	2	1	
2017 Mount Alexander	22	47	28	2		
2016 Mount Alexander	20	50	27	3	1	
2015 Mount Alexander	22	53	23	2		
2014 Mount Alexander	26	48	23	2	1	
2013 Mount Alexander	21	50	27	1	1	
State-wide	26	46	24	2		
Large Rural	24	46	27	2		
Castlemaine	26	46	24	4		
Other	25	44	30	1		
Men	22	47	28	1	1	
Women	29	43	26	2		
18-34	39	33	22	6		
35-49	21	52	26	1		
50-64	21	44	33	1	1	
65+	25	48	25	1	1	

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6

2018 THE APPEARANCE OF PUBLIC AREAS
PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Public Areas Performance

	2018	2017	2016	2015	2014	2013	2012
Castlemaine	72	69	66	69	n/a	n/a	n/a
State-wide	71 ↑	71	71	72	72	71	71
Large Rural	69	69	69	69	n/a	n/a	n/a
50-64	68	70	64	67	n/a	n/a	n/a
18-34	68	78	68	76	n/a	n/a	n/a
35-49	68	69	70	70	n/a	n/a	n/a
Men	68	70	68	70	n/a	n/a	n/a
Mount Alexander	68	70	66	69	n/a	n/a	n/a
Women	68	71	65	69	n/a	n/a	n/a
65+	67	67	65	67	n/a	n/a	n/a
Other	65	71	67	70	n/a	n/a	n/a

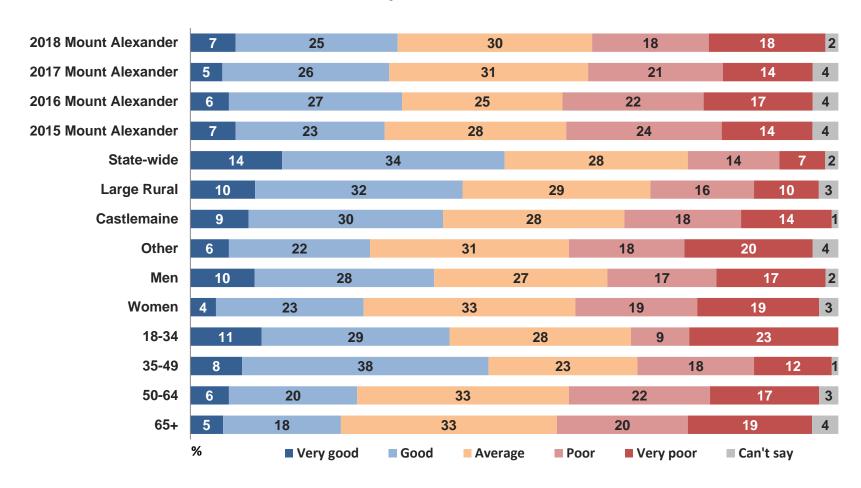Q2. How has Council performed on 'the appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 8
Note: Please see page 6 for explanation about significant differences.

2018 THE APPEARANCE OF PUBLIC AREAS
PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Public Areas Performance

Category	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	21	43	24	8	3	1
2017 Mount Alexander	21	47	22	8	1	1
2016 Mount Alexander	17	46	24	9	3	1
2015 Mount Alexander	21	46	25	5	3	
State-wide	24	45	21	6	2	1
Large Rural	22	45	23	6	3	1
Castlemaine	29	41	22	4	4	
Other	15	45	25	11	3	1
Men	22	44	22	8	4	1
Women	21	43	26	8	3	
18-34	23	41	25	7	4	
35-49	25	41	20	9	5	
50-64	18	47	26	7	1	1
65+	19	44	24	8	4	1

Legend: ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'the appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 8

2018 COMMUNITY AND CULTURAL ACTIVITIES
IMPORTANCE INDEX SCORES

2018 Community Activities Importance

	2018	2017	2016	2015	2014	2013	2012
18-34	67	69	63	58	n/a	n/a	n/a
Women	66 ↑	65	63	64	n/a	n/a	n/a
Castlemaine	65	62	63	61	n/a	n/a	n/a
35-49	64	66	63	61	n/a	n/a	n/a
Mount Alexander	62	63	61	61	n/a	n/a	n/a
State-wide	61	61	62	62	62	62	62
Large Rural	60	61	61	61	n/a	n/a	n/a
50-64	59	59	56	63	n/a	n/a	n/a
Other	59	63	59	61	n/a	n/a	n/a
65+	59	60	61	61	n/a	n/a	n/a
Men	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: 20 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY AND CULTURAL ACTIVITIES
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Community Activities Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	14	34	39	9	3	2
2017 Mount Alexander	15	35	37	11	2	1
2016 Mount Alexander	12	38	34	12	4	1
2015 Mount Alexander	10	41	36	8	5	1
State-wide	12	34	40	10	2	1
Large Rural	11	33	43	10	2	1
Castlemaine	14	41	37	5	2	1
Other	14	28	40	12	4	2
Men	16	23	39	14	6	2
Women	11	45	39	3	1	2
18-34	20	32	44		4	
35-49	18	30	45		4	4
50-64	11	35	38	13	4	
65+	9	36	32	13	4	6

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

Q1. Firstly, how important should 'community and cultural activities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 5

2018 COMMUNITY AND CULTURAL ACTIVITIES
PERFORMANCE INDEX SCORES

2018 Community Activities Performance

	2018	2017	2016	2015	2014	2013	2012
18-34	74	72	69	75	n/a	n/a	n/a
35-49	74	74	70	72	n/a	n/a	n/a
Castlemaine	74 ↑	73	68	72	n/a	n/a	n/a
Women	71	74	69	74	n/a	n/a	n/a
Mount Alexander	70	73	68	72	n/a	n/a	n/a
Men	70	72	66	70	n/a	n/a	n/a
State-wide	69	69	69	69	70	69	68
65+	68	71	63	70	n/a	n/a	n/a
Other	67	73	67	71	n/a	n/a	n/a
Large Rural	67 ↓	69	67	69	n/a	n/a	n/a
50-64	67	75	70	72	n/a	n/a	n/a

Q2. How has Council performed on 'community and cultural activities' over the last 12 months?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 7
Note: Please see page 6 for explanation about significant differences.

2018 Community Activities Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	20	44	23	6	1	7
2017 Mount Alexander	27	36	25	5		7
2016 Mount Alexander	18	39	28	6	2	7
2015 Mount Alexander	24	43	22	5	2	5
State-wide	17	42	25	5	2	9
Large Rural	16	41	26	7	2	9
Castlemaine	25	47	20	4		3
Other	15	41	24	8	1	10
Men	21	39	25	7		7
Women	18	48	21	5	1	7
18-34	30	47	13			9
35-49	25	46	18	5		6
50-64	14	43	28	8	1	7
65+	16	40	27	4	1	12

%   ■ Very good   ■ Good   ■ Average   ■ Poor   ■ Very poor   ■ Can't say

Q2. How has Council performed on 'community and cultural activities' over the last 12 months?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 7

2018 Waste Management Importance

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

Q1. Firstly, how important should 'waste management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

109

2018 WASTE MANAGEMENT
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Waste Management Importance

Category	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	42	42	14			11
2017 Mount Alexander	33	44	19			1 2
2016 Mount Alexander	37	47	13	1	2	1
2015 Mount Alexander	34	49	15			1
2014 Mount Alexander	39	45	11	3	1	2
2013 Mount Alexander	34	47	15			2 1
State-wide	42	43	13			1
Large Rural	40	42	15			1
Castlemaine	38	43	17			2
Other	46	41	11			1 1
Men	42	40	17			2
Women	43	43	12			1
18-34	43	37	16	4		
35-49	45	35	19			1
50-64	40	42	15			2
65+	42	49	8			1

%

■ Extremely important   ■ Very important   ■ Fairly important   ■ Not that important   ■ Not at all important   ■ Can't say

Q1. Firstly, how important should 'waste management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 6

110

J00643 Community Satisfaction Survey 2018 - Mount Alexander Shire Council

2018 WASTE MANAGEMENT
PERFORMANCE INDEX SCORES

2018 Waste Management Performance

	2018	2017	2016	2015	2014	2013	2012
State-wide	70 ↑	71	70	72	73	71	72
Large Rural	67 ↑	68	66	68	n/a	n/a	n/a
Castlemaine	62	61	57	60	n/a	n/a	n/a
35-49	62	56	45	54	n/a	n/a	n/a
65+	62	61	55	59	n/a	n/a	n/a
Men	59	62	49	59	n/a	n/a	n/a
Mount Alexander	58	60	52	58	n/a	n/a	n/a
Women	57	59	54	58	n/a	n/a	n/a
50-64	56	59	50	53	n/a	n/a	n/a
Other	54	60	48	58	n/a	n/a	n/a
18-34	49 ↓	68	56	71	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: 36 Councils asked group: 9
Note: Please see page 6 for explanation about significant differences.

2018 WASTE MANAGEMENT
PERFORMANCE DETAILED PERCENTAGES

2018 Waste Management Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	14	36	22	16	9	3
2017 Mount Alexander	14	35	28	12	6	6
2016 Mount Alexander	11	31	25	18	14	2
2015 Mount Alexander	15	35	23	14	9	3
State-wide	24	45	18	7	3	2
Large Rural	20	45	20	9	4	3
Castlemaine	23	34	19	15	8	1
Other	8	38	24	16	10	4
Men	15	40	19	17	9	
Women	14	32	24	15	10	5
18-34	16	26	16	13	25	3
35-49	12	46	20	12	6	4
50-64	10	36	24	22	6	2
65+	19	35	24	15	6	2

Q2. How has Council performed on 'waste management' over the last 12 months?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 9

2018 ENVIRONMENTAL SUSTAINABILITY
IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Environmental Sustainability Importance

	2018	2017	2016	2015	2014	2013	2012
Women	75 ↑	76	78	76	n/a	n/a	n/a
Castlemaine	73	72	73	74	n/a	n/a	n/a
State-wide	73	72	73	73	73	72	71
65+	73	68	70	74	n/a	n/a	n/a
Large Rural	73	72	73	72	n/a	n/a	n/a
50-64	72	70	71	72	n/a	n/a	n/a
Mount Alexander	71	73	72	73	n/a	n/a	n/a
18-34	70	82	73	74	n/a	n/a	n/a
Other	69	73	72	72	n/a	n/a	n/a
35-49	68	74	76	72	n/a	n/a	n/a
Men	67	69	67	70	n/a	n/a	n/a

Q1. Firstly, how important should 'environmental sustainability' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

113

2018 ENVIRONMENTAL SUSTAINABILITY
IMPORTANCE DETAILED PERCENTAGES

2018 Environmental Sustainability Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	27	38	26	4	3	2
2017 Mount Alexander	35	30	25	6	2	1
2016 Mount Alexander	32	35	23	6	2	1
2015 Mount Alexander	32	38	22	6		2
State-wide	31	39	23	5	2	1
Large Rural	31	37	25	5	2	1
Castlemaine	29	40	23	3	2	2
Other	26	35	28	5	4	2
Men	23	34	29	6	5	3
Women	32	41	23	2	1	1
18-34	19	47	20		6	7
35-49	26	30	35	6		2
50-64	32	36	25	4	4	
65+	29	39	23	6	1	2

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

Q1. Firstly, how important should 'environmental sustainability' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 19 Councils asked group: 4

2018 ENVIRONMENTAL SUSTAINABILITY
PERFORMANCE INDEX SCORES

2018 Environmental Sustainability Performance

	2018	2017	2016	2015	2014	2013	2012
18-34	73 ↑	68	70	64	n/a	n/a	n/a
Castlemaine	68	63	61	63	n/a	n/a	n/a
35-49	67	58	63	64	n/a	n/a	n/a
Men	66	62	63	63	n/a	n/a	n/a
Mount Alexander	64	63	62	63	n/a	n/a	n/a
Women	63	64	61	64	n/a	n/a	n/a
State-wide	63	64	63	64	64	64	64
65+	62	63	59	64	n/a	n/a	n/a
Other	62	63	63	63	n/a	n/a	n/a
Large Rural	61 ↓	62	62	64	n/a	n/a	n/a
50-64	61	63	61	61	n/a	n/a	n/a

Q2. How has Council performed on 'environmental sustainability' over the last 12 months?
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 7
Note: Please see page 6 for explanation about significant differences.

2018 ENVIRONMENTAL SUSTAINABILITY
PERFORMANCE DETAILED PERCENTAGES

2018 Environmental Sustainability Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	16	32	30	11	1	11
2017 Mount Alexander	11	38	31	9	1	10
2016 Mount Alexander	13	35	31	10	3	9
2015 Mount Alexander	13	35	32	8	3	9
State-wide	10	37	30	8	2	12
Large Rural	9	35	31	9	3	12
Castlemaine	19	38	23	9	1	10
Other	14	27	35	12	1	11
Men	19	34	27	12	1	7
Women	14	30	32	9	1	14
18-34	33	23	22	10		12
35-49	17	35	29	10		10
50-64	8	41	28	15	1	8
65+	13	27	37	9	2	12

Q2. How has Council performed on 'environmental sustainability' over the last 12 months?
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 7

2018 EMERGENCY AND DISASTER MANAGEMENT
IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Disaster Management Importance

	2018	2017	2016	2015	2014	2013	2012
Women	84 ↑	82	82	n/a	n/a	n/a	n/a
35-49	83	77	79	n/a	n/a	n/a	n/a
18-34	83	83	88	n/a	n/a	n/a	n/a
Large Rural	82	81	81	81	n/a	n/a	n/a
State-wide	81	80	80	80	80	80	80
Other	81	80	79	n/a	n/a	n/a	n/a
Mount Alexander	80	80	80	n/a	n/a	n/a	n/a
50-64	79	80	75	n/a	n/a	n/a	n/a
Castlemaine	79	79	80	n/a	n/a	n/a	n/a
65+	78	79	79	n/a	n/a	n/a	n/a
Men	76	77	77	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'emergency and disaster management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

117

2018 Disaster Management Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	45	34	16	3	1	1
2017 Mount Alexander	43	35	16	4	1	1
2016 Mount Alexander	43	36	15	4	1	2
State-wide	48	33	14	3	1	1
Large Rural	50	32	13	3	1	1
Castlemaine	41	35	18	3	1	2
Other	48	33	14	3	1	1
Men	40	30	22	6	1	2
Women	50	38	9	1	1	1
18-34	51	31	14	4		
35-49	51	31	14	3		
50-64	46	29	19	4	1	1
65+	36	42	14	3	2	3

%

Q1. Firstly, how important should 'emergency and disaster management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 5

2018 EMERGENCY AND DISASTER MANAGEMENT
PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Disaster Management Performance

		2017	2016	2015	2014	2013	2012
35-49	71↑	67	60	n/a	n/a	n/a	n/a
State-wide	71↑	70	69	70	71	70	70
Large Rural	71↑	70	70	71	n/a	n/a	n/a
65+	68	69	63	n/a	n/a	n/a	n/a
Men	66	68	64	n/a	n/a	n/a	n/a
Castlemaine	66	64	62	n/a	n/a	n/a	n/a
Mount Alexander	65	66	62	n/a	n/a	n/a	n/a
Other	65	68	63	n/a	n/a	n/a	n/a
Women	65	64	60	n/a	n/a	n/a	n/a
18-34	61	65	70	n/a	n/a	n/a	n/a
50-64	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: 21 Councils asked group: 7
Note: Please see page 6 for explanation about significant differences.

119

2018 Disaster Management Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	13	37	22	5	4	18
2017 Mount Alexander	15	35	23	5	4	19
2016 Mount Alexander	14	27	24	9	4	21
State-wide	18	39	19	4	2	18
Large Rural	19	41	18	4	2	16
Castlemaine	13	40	20	5	4	18
Other	14	34	24	5	4	18
Men	13	38	22	4	4	19
Women	14	37	22	6	4	18
18-34	13	38	16	6	10	16
35-49	19	44	20	2	3	12
50-64	8	35	30	8	3	15
65+	14	34	20	4	2	27

%   ■ Very good   ■ Good   ■ Average   ■ Poor   ■ Very poor   ■ Can't say

Q2. How has Council performed on 'emergency and disaster management' over the last 12 months?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 7

2018 PLANNING FOR POPULATION GROWTH IN THE AREA
IMPORTANCE INDEX SCORES

2018 Population Growth Importance

	2018	2017	2016	2015	2014	2013	2012
Large Rural	78 ↑	78	74	74	n/a	n/a	n/a
State-wide	77 ↑	76	76	75	75	75	75
18-34	77	71	74	n/a	n/a	n/a	n/a
50-64	75	74	72	n/a	n/a	n/a	n/a
35-49	75	69	75	n/a	n/a	n/a	n/a
Castlemaine	75	73	76	n/a	n/a	n/a	n/a
Men	74	71	70	n/a	n/a	n/a	n/a
Mount Alexander	74	73	73	n/a	n/a	n/a	n/a
Women	74	74	76	n/a	n/a	n/a	n/a
Other	74	72	71	n/a	n/a	n/a	n/a
65+	72	74	72	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: 12 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

2018 PLANNING FOR POPULATION GROWTH IN THE AREA
IMPORTANCE DETAILED PERCENTAGES

2018 Population Growth Importance

Category	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	31	40	25	4		
2017 Mount Alexander	28	38	27	4		2
2016 Mount Alexander	28	42	22	5	1	2
State-wide	39	36	18	4	1	1
Large Rural	41	36	18	4	1	
Castlemaine	32	38	27	3		
Other	30	41	23	5		1
Men	32	38	24	5		
Women	30	41	25	3		
18-34	43	25	28	4		
35-49	25	50	23			1
50-64	32	40	24	3		
65+	27	40	25	7	1	1

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

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: 12 Councils asked group: 4

J00643 Community Satisfaction Survey 2018 - Mount Alexander Shire Council

2018 PLANNING FOR POPULATION GROWTH IN THE AREA
PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Population Growth Performance

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

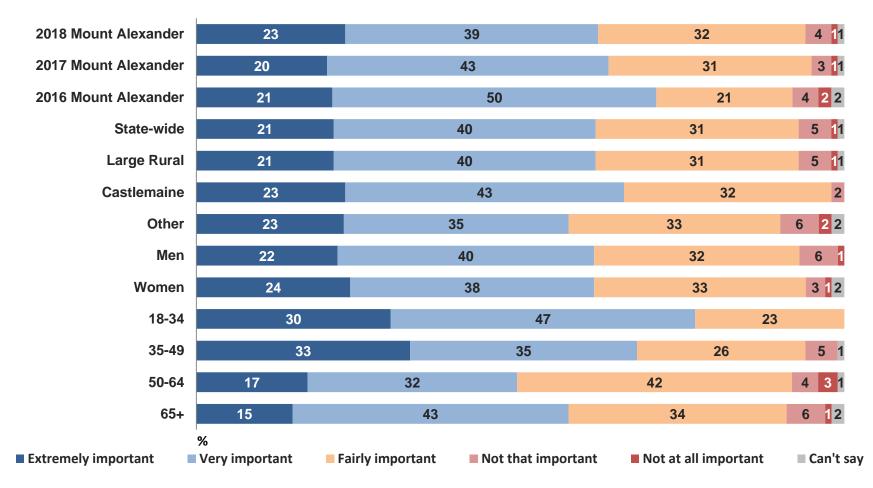*Q2. How has Council performed on 'planning for population growth in the area' over the last 12 months?*
Base: All respondents. Councils asked state-wide: 14 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

JWS RESEARCH

2018 Population Growth Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	4	18	32	17	8	20
2017 Mount Alexander	6	20	30	18	5	21
2016 Mount Alexander	3	16	33	18	9	20
State-wide	8	24	30	16	8	14
Large Rural	7	20	29	19	10	15
Castlemaine	7	18	30	15	9	21
Other	2	17	33	19	8	20
Men	6	20	29	20	10	15
Women	3	15	35	15	7	26
18-34	10	13	29	20	13	15
35-49	1	19	39	19	11	10
50-64	1	19	33	18	8	21
65+	6	18	27	14	4	31

% ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

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: 14 Councils asked group: 4

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA
IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Unsealed Roads Importance

	2018	2017	2016	2015	2014	2013	2012
50-64	82	80	76	n/a	78	79	n/a
State-wide	80	79	79	78	78	81	80
Other	80	77	79	n/a	81	78	n/a
Women	79	76	77	n/a	78	77	n/a
Large Rural	78	77	78	76	n/a	n/a	n/a
Mount Alexander	78	77	76	n/a	78	78	n/a
18-34	77	78	80	n/a	82	78	n/a
65+	76	78	79	n/a	76	77	n/a
Men	76	78	76	n/a	79	78	n/a
Castlemaine	74 ↓	76	72	n/a	74	77	n/a
35-49	74	71	71	n/a	78	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: 13 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

125

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Unsealed Roads Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	36	41	17	4	1	1
2017 Mount Alexander	37	36	22	3	1	1
2016 Mount Alexander	39	34	21	4	1	1
2014 Mount Alexander	39	38	20	3		1
2013 Mount Alexander	35	43	17	3	1	1
State-wide	43	38	15	3	1	1
Large Rural	40	38	18	3		1
Castlemaine	29	44	22	4		1
Other	43	39	14	3	1	1
Men	33	42	18	6		
Women	40	40	17	2	1	1
18-34	36	40	20	4		
35-49	31	42	18	8		1
50-64	46	40	13			1
65+	33	42	19	3	2	2

%

■ Extremely important   ■ Very important   ■ Fairly important   ■ Not that important   ■ Not at all important   ■ Can't say

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: 13 Councils asked group: 6

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA
PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Unsealed Roads Performance

	2018	2017	2016	2015	2014	2013	2012
Castlemaine	46↑	44	49	n/a	46	n/a	n/a
35-49	45	52	45	n/a	51	n/a	n/a
State-wide	43↑	44	43	45	45	44	46
65+	42	42	41	n/a	41	n/a	n/a
Men	41	48	43	n/a	41	n/a	n/a
Large Rural	41	42	43	44	n/a	n/a	n/a
Mount Alexander	40	46	42	n/a	44	n/a	n/a
Women	39	44	42	n/a	47	n/a	n/a
18-34	37	48	45	n/a	45	n/a	n/a
50-64	36	44	40	n/a	41	n/a	n/a
Other	36	47	38	n/a	43	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: 21 Councils asked group: 9
Note: Please see page 6 for explanation about significant differences.

2018 MAINTENANCE OF UNSEALED ROADS IN YOUR AREA
PERFORMANCE DETAILED PERCENTAGES

2018 Unsealed Roads Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	5	18	28	26	20	4
2017 Mount Alexander	5	23	33	21	14	4
2016 Mount Alexander	5	19	30	22	18	6
2014 Mount Alexander	6	20	33	21	17	4
State-wide	5	19	28	24	17	7
Large Rural	5	18	28	25	18	6
Castlemaine	8	23	25	24	15	6
Other	4	13	30	27	25	2
Men	6	19	28	24	21	2
Women	5	16	27	27	19	6
18-34	6	16	16	32	23	6
35-49	4	30	28	18	19	3
50-64	6	10	30	28	24	3
65+	6	16	32	25	16	4

Q2. How has Council performed on 'maintenance of unsealed roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 9
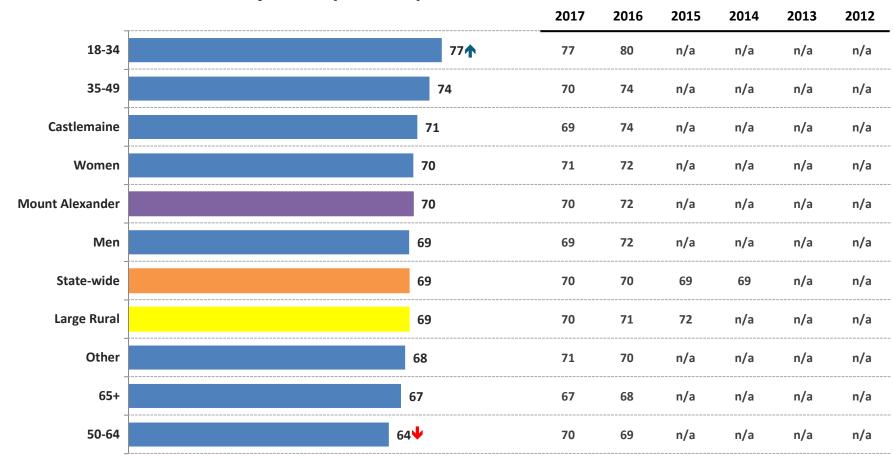
2018 BUSINESS AND COMMUNITY DEVELOPMENT
IMPORTANCE INDEX SCORES

2018 Business/Community Development Importance

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

Q1. Firstly, how important should 'business and community development' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 7 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

129

2018 BUSINESS AND COMMUNITY DEVELOPMENT
IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Business/Community Development Importance

Category	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	23	39	32	4	1	1
2017 Mount Alexander	20	43	31	3	1	1
2016 Mount Alexander	21	50	21	4	2	2
State-wide	21	40	31	5	1	1
Large Rural	21	40	31	5	1	1
Castlemaine	23	43	32			2
Other	23	35	33	6	2	2
Men	22	40	32	6	1	
Women	24	38	33	3	1	2
18-34	30	47	23			
35-49	33	35	26	5	1	
50-64	17	32	42	4	3	1
65+	15	43	34	6	1	2

%

■ Extremely important ■ Very important ■ Fairly important ■ Not that important ■ Not at all important ■ Can't say

Q1. Firstly, how important should 'business and community development' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 7 Councils asked group: 4

130

J00643 Community Satisfaction Survey 2018 - Mount Alexander Shire Council

2018 BUSINESS AND COMMUNITY DEVELOPMENT
PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Business/Community Development Performance

	2018	2017	2016	2015	2014	2013	2012
State-wide	60 ↑	60	60	60	62	n/a	n/a
Large Rural	58 ↑	59	58	60	n/a	n/a	n/a
Castlemaine	58 ↑	56	50	n/a	n/a	n/a	n/a
18-34	57	68	52	n/a	n/a	n/a	n/a
35-49	54	54	49	n/a	n/a	n/a	n/a
Women	53	54	48	n/a	n/a	n/a	n/a
Mount Alexander	53	56	49	n/a	n/a	n/a	n/a
Men	53	57	50	n/a	n/a	n/a	n/a
65+	53	54	49	n/a	n/a	n/a	n/a
50-64	51	51	46	n/a	n/a	n/a	n/a
Other	49	55	48	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: 10 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

2018 Business/Community Development Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	6	26	31	16	6	15
2017 Mount Alexander	7	28	30	13	5	16
2016 Mount Alexander	4	23	35	17	8	13
State-wide	7	34	30	10	3	15
Large Rural	8	31	30	12	4	15
Castlemaine	9	32	30	13	5	12
Other	4	22	31	19	6	17
Men	9	23	29	20	5	13
Women	3	30	33	12	6	17
18-34	13	38	9	27	6	6
35-49	7	31	35	16	7	4
50-64	2	26	34	17	5	16
65+	5	17	37	9	5	27

Q2. How has Council performed on 'business and community development' over the last 12 months?
Base: All respondents. Councils asked state-wide: 10 Councils asked group: 5

2018 TOURISM DEVELOPMENT
IMPORTANCE INDEX SCORES

2018 Tourism Development Importance

	2018	2017	2016	2015	2014	2013	2012
Castlemaine	64	59	63	n/a	n/a	n/a	n/a
35-49	62	61	61	n/a	n/a	n/a	n/a
Women	62	62	63	n/a	n/a	n/a	n/a
Large Rural	62	63	67	67	n/a	n/a	n/a
State-wide	61	62	63	65	65	n/a	n/a
Mount Alexander	61	60	62	n/a	n/a	n/a	n/a
65+	61	59	60	n/a	n/a	n/a	n/a
50-64	61	62	61	n/a	n/a	n/a	n/a
18-34	61	56	67	n/a	n/a	n/a	n/a
Men	60	58	60	n/a	n/a	n/a	n/a
Other	59	60	61	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: 6 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

2018 TOURISM DEVELOPMENT
IMPORTANCE DETAILED PERCENTAGES

2018 Tourism Development Importance

	Extremely important	Very important	Fairly important	Not that important	Not at all important	Can't say
2018 Mount Alexander	13	35	38	11	2	1
2017 Mount Alexander	12	32	42	10	4	1
2016 Mount Alexander	13	33	43	7	3	1
State-wide	16	32	35	13	3	1
Large Rural	15	33	36	12	3	1
Castlemaine	13	42	33	9	2	1
Other	12	30	41	13	3	1
Men	12	35	36	14	2	1
Women	14	35	39	9	2	1
18-34	6	49	29	13	3	
35-49	16	32	38	13	1	
50-64	12	34	40	13	1	
65+	14	31	41	8	3	3

Q1. Firstly, how important should 'tourism development' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 6 Councils asked group: 4

2018 TOURISM DEVELOPMENT
PERFORMANCE INDEX SCORES

2018 Tourism Development Performance

	2018	2017	2016	2015	2014	2013	2012
Castlemaine	67	66	58	n/a	n/a	n/a	n/a
18-34	66	73	68	n/a	n/a	n/a	n/a
Women	65	68	61	n/a	n/a	n/a	n/a
35-49	64	68	63	n/a	n/a	n/a	n/a
Mount Alexander	63	67	61	n/a	n/a	n/a	n/a
State-wide	63	63	63	63	64	n/a	n/a
50-64	62	67	59	n/a	n/a	n/a	n/a
65+	62	62	57	n/a	n/a	n/a	n/a
Men	61	66	61	n/a	n/a	n/a	n/a
Large Rural	61	65	64	66	n/a	n/a	n/a
Other	60	67	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: 10 Councils asked group: 5
Note: Please see page 6 for explanation about significant differences.

2018 Tourism Development Performance

	Very good	Good	Average	Poor	Very poor	Can't say
2018 Mount Alexander	12	37	27	11	2	12
2017 Mount Alexander	14	40	28	4	2	11
2016 Mount Alexander	11	29	35	8	3	14
State-wide	12	37	26	11	3	11
Large Rural	11	35	28	11	3	12
Castlemaine	16	40	26	8	1	9
Other	9	34	27	13	3	14
Men	12	36	27	15	1	9
Women	13	37	26	6	3	15
18-34	13	47	13	17		10
35-49	16	35	31	8	3	7
50-64	12	35	26	13	1	12
65+	10	33	32	6	3	16

% ■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Can't say

Q2. How has Council performed on 'tourism development' over the last 12 months?
Base: All respondents. Councils asked state-wide: 10 Councils asked group: 5

DETAILED DEMOGRAPHICS

JWS RESEARCH

2018 GENDER AND AGE PROFILE

Gender

- Men
- Women

50% (Women) · 50% (Men)

Age

- 18-24
- 25-34
- 35-49
- 50-64
- 65+

9% · 9% · 23% · 28% · 31%
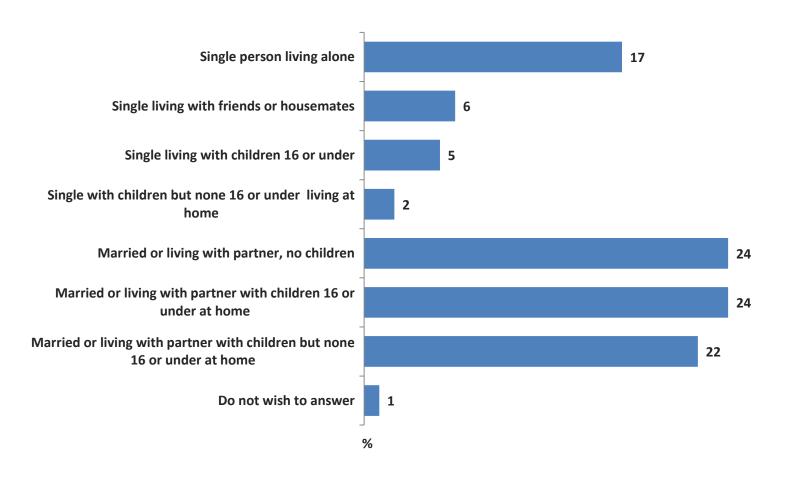
Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

S3. [Record gender] / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 18

138

J00643 Community Satisfaction Survey 2018 - Mount Alexander Shire Council

2018 HOUSEHOLD STRUCTURE

2018 Household Structure

Category	%
Single person living alone	17
Single living with friends or housemates	6
Single living with children 16 or under	5
Single with children but none 16 or under living at home	2
Married or living with partner, no children	24
Married or living with partner with children 16 or under at home	24
Married or living with partner with children but none 16 or under at home	22
Do not wish to answer	1

%

S6. Which of the following BEST describes your household?
Base: All respondents. Councils asked state-wide: 9 Councils asked group: 1

139

J00643 Community Satisfaction Survey 2018 - Mount Alexander Shire Council

2018 YEARS LIVED IN AREA

2018 Years Lived in Area

	0-5 years	5-10 years	10+ years
2018 Mount Alexander	8	16	76
2017 Mount Alexander	10	16	73
2016 Mount Alexander	10	16	74
2015 Mount Alexander	10	14	75
2014 Mount Alexander	11	14	75
2013 Mount Alexander	14	13	73

% ■ 0-5 years ■ 5-10 years ■ 10+ years ■ Can't say

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: 5

2018 Years Lived in Area

	0-5 years	5-10 years	10-20 years	20-30 years	30+ years
2018 Mount Alexander	8	16	21	20	35
2017 Mount Alexander	10	16	21	16	36
2016 Mount Alexander	10	16	26	15	33
State-wide	12	15	23	21	29
Large Rural	9	14	22	22	34
Castlemaine	11	18	21	20	30
Other	6	14	21	19	40
Men	6	15	21	19	39
Women	10	17	21	20	32
18-34	7	22	13	36	23
35-49	12	19	28	17	24
50-64	8	10	24	19	40
65+	7	15	19	12	48

% ■ 0-5 years ■ 5-10 years ■ 10-20 years ■ 20-30 years ■ 30+ years ■ Can't say

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: 5
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 three years of data only.

APPENDIX A:
DETAILED SURVEY TABULATIONS
AVAILABLE IN SUPPLIED EXCEL FILE

JWS RESEARCH

APPENDIX B:
FURTHER PROJECT INFORMATION

JWS RESEARCH

APPENDIX B:
BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

➢ The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.

➢ As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of 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 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B:
MARGINS OF ERROR

The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Mount Alexander Shire Council was 400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

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

Maximum margins of error are listed in the table below, based on a population of 15,000 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	189	200	+/-7.1
Women	211	200	+/-6.7
Castlemaine	162	178	+/-7.7
Other	238	222	+/-6.3
18-34 years	31	73	+/-17.9
35-49 years	64	93	+/-12.3
50-64 years	144	110	+/-8.2
65+ years	161	124	+/-7.7

APPENDIX B:
ANALYSIS AND REPORTING

All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2018 vary slightly.

Council Groups

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

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

APPENDIX B:
ANALYSIS AND REPORTING

Index Scores

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

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

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

APPENDIX B:
ANALYSIS AND REPORTING

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

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

APPENDIX B:
INDEX SCORE IMPLICATIONS

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

a)   how well council is seen to be performing in a particular service area; or

b)   the level of importance placed on a particular service area.

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

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

APPENDIX B:
INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

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

Z Score = ($1 - $2) / Sqrt (($3*2 / $5) + ($4*2 / $6))

Where:

> $1 = Index Score 1

> $2 = Index Score 2

> $3 = unweighted sample count 1

> $4 = unweighted sample count 1

> $5 = standard deviation 1

> $6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

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

Core, Optional and Tailored Questions

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

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2018 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

APPENDIX B:
ANALYSIS AND REPORTING

Reporting

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

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

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

APPENDIX B:
GLOSSARY OF TERMS

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

CSS: 2018 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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