

# **2022 Local Government Community Satisfaction Survey**

## **Ballarat City Council**

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





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## Background and objectives

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

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

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

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

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

### Serving Victoria for 23 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 23 years of results, the CSS offers councils a consistent, long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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



# Key findings and recommendations



# Ballarat City Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Ballarat 54



State-wide 59



Regional Centres 59

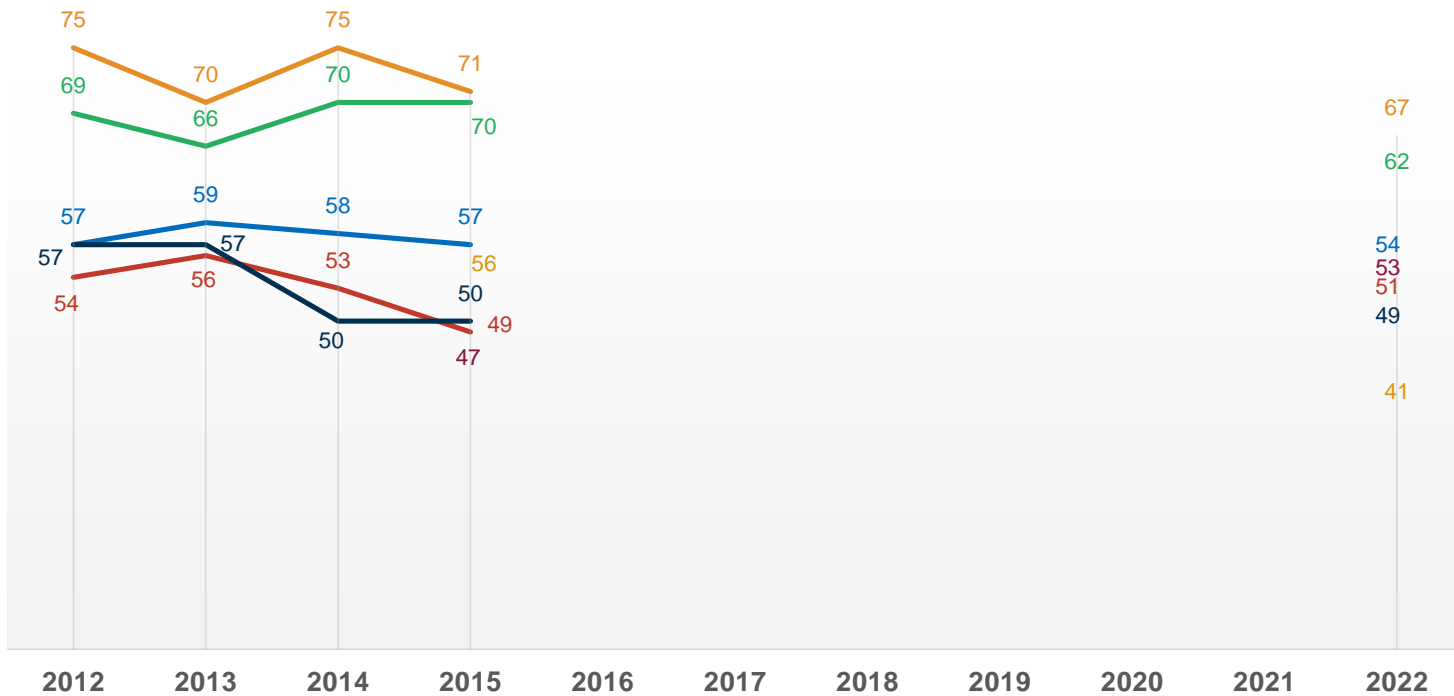
## Council performance compared to State-wide and group averages

	Areas where Council performance is significantly higher	Areas where Council performance is significantly lower
Compared to State-wide average	None	<ul style="list-style-type: none"> <li>Sealed local roads</li> <li>Waste management</li> <li>Consultation &amp; engagement</li> </ul>
Compared to group average	None	<ul style="list-style-type: none"> <li>Sealed local roads</li> <li>Waste management</li> <li>Consultation &amp; engagement</li> </ul>



## Summary of core measures

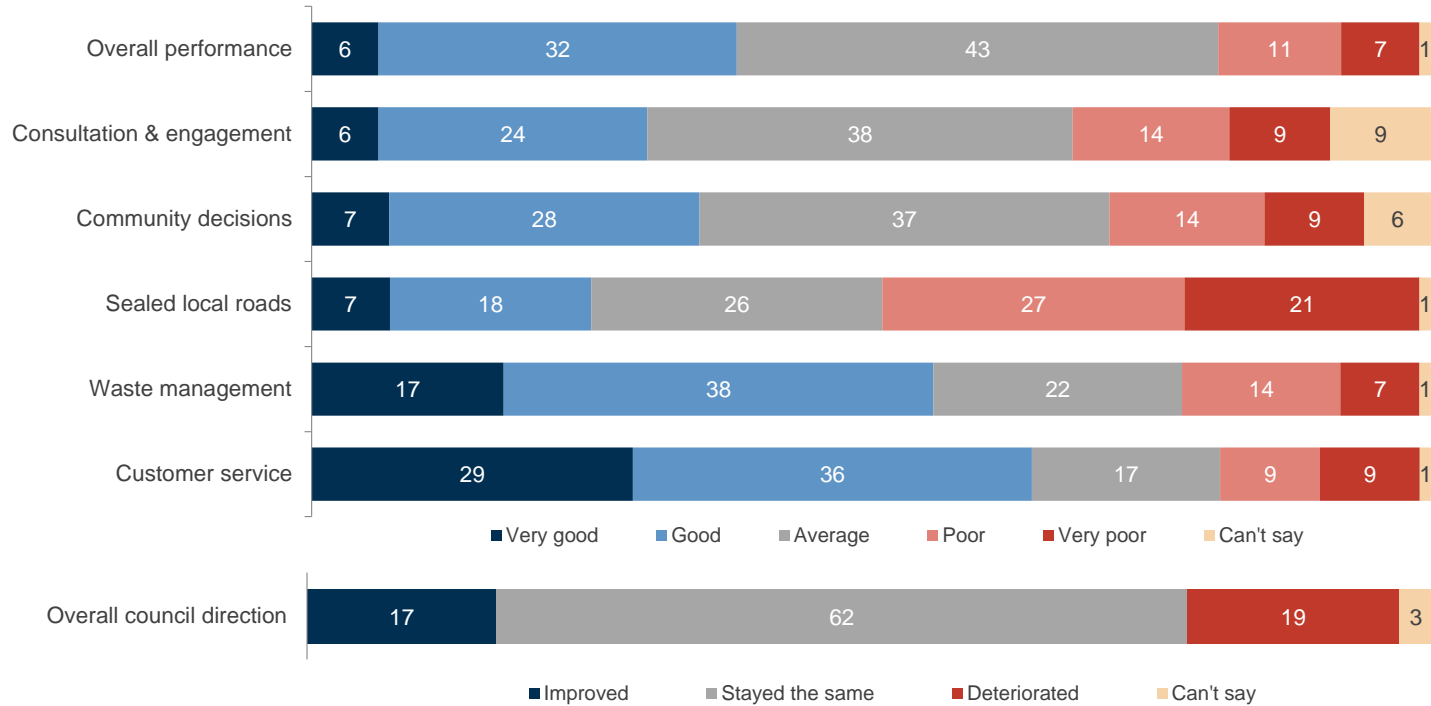
Index scores













## Summary of core measures

Core measures summary results (%)





## Summary of Ballarat City Council performance

Services		Ballarat 2022	Ballarat 2021	Regional Centres 2022	State-wide 2022	Highest score	Lowest score
	Overall performance	54	-	59	59	Aged 18-34 years	Aged 35-49 years
	Value for money	49	-	53	53	Aged 65+ years, 18-34 years	Aged 50-64 years
	Overall council direction	49	-	52	50	Aged 18-34 years	Aged 50-64 years
	Customer service	67	-	69	68	Aged 35-49 years	Aged 50-64 years
	Waste management	62	-	68	68	Aged 65+ years	Aged 18-34 years, Aged 50-64 years, Central Ward residents
	Community decisions	53	-	54	54	Aged 18-34 years	Aged 50-64 years
	Consultation & engagement	51	-	54	54	Aged 18-34 years	Aged 50-64 years
	Sealed local roads	41	-	54	53	Aged 18-34 years	Aged 35-49 years

Significantly higher / lower than Ballarat City Council 2022 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences.





## Focus areas for the next 12 months

<b>Overview</b>	The overall performance index score of 54 for Ballarat City Council is lower than any overall performance index score seen across previous survey years (2012-2015). It is also significantly lower than the Regional Centres group and State-wide averages for councils. These relatively poor views of overall performance are shared across all demographic and geographic subgroups.
<b>Focus areas</b>	As the lowest performing area, sealed local roads should be Council's primary area of focus. Residents aged 35 to 49 years rate Council significantly below average on this service area and should be a particular priority.
<b>Comparison to state and area grouping</b>	Council performs in line with the Regional Centres group and State-wide averages for councils in the service area of community decisions. On the other three service areas, Council performs significantly lower than the Regional Centres group and State-wide averages.
<b>Opportunity to engage with residents</b>	In addition to sealed local roads, Council should look to improve perceptions of its performance on waste management. Waste management is another area where Council performance is substantially below the Regional Centres group and State-wide averages. Tangible initiatives can be facilitated to improve perceptions. On a positive note, 65+ year olds rate Council's performance significantly higher on waste management and are the only subgroup where the rating is not lower than when it was last measured in 2015.

# DETAILED FINDINGS





# Overall performance



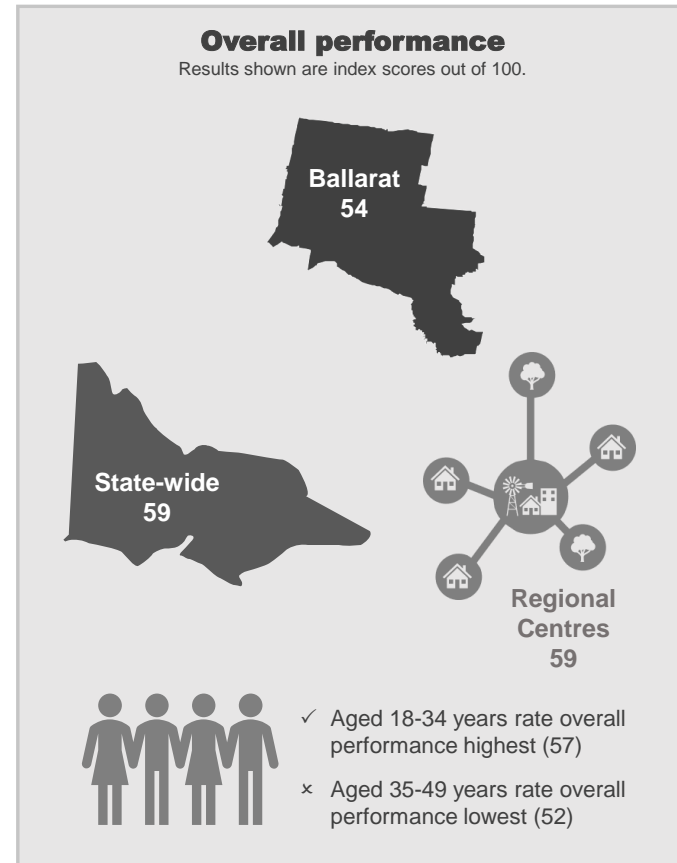
## Overall performance

The overall performance index score of 54 for Ballarat City Council is lower than any score seen across the years performance was previously measured (2012-2015).

- Council’s overall performance is rated significantly lower than the Regional Centres group and State-wide averages for councils (both index score of 59).
- Performance ratings across demographic and geographic cohorts are not significantly different from the Council average.

Over a third of Council residents (34%) rate the value for money they receive from Council in infrastructure and services provided to their community as ‘very good’ or ‘good’. This is similar to those who rate the value for money as ‘very poor’ or ‘poor’ and those who rate it as ‘average’ (both 32%).

- Council rates significantly lower on this measure than the Regional Centres group and State-wide averages for councils.
- Like for overall performance, performance ratings across demographic and geographic cohorts are not significantly different from the Council average.





## Overall performance

2022 overall performance (index scores)

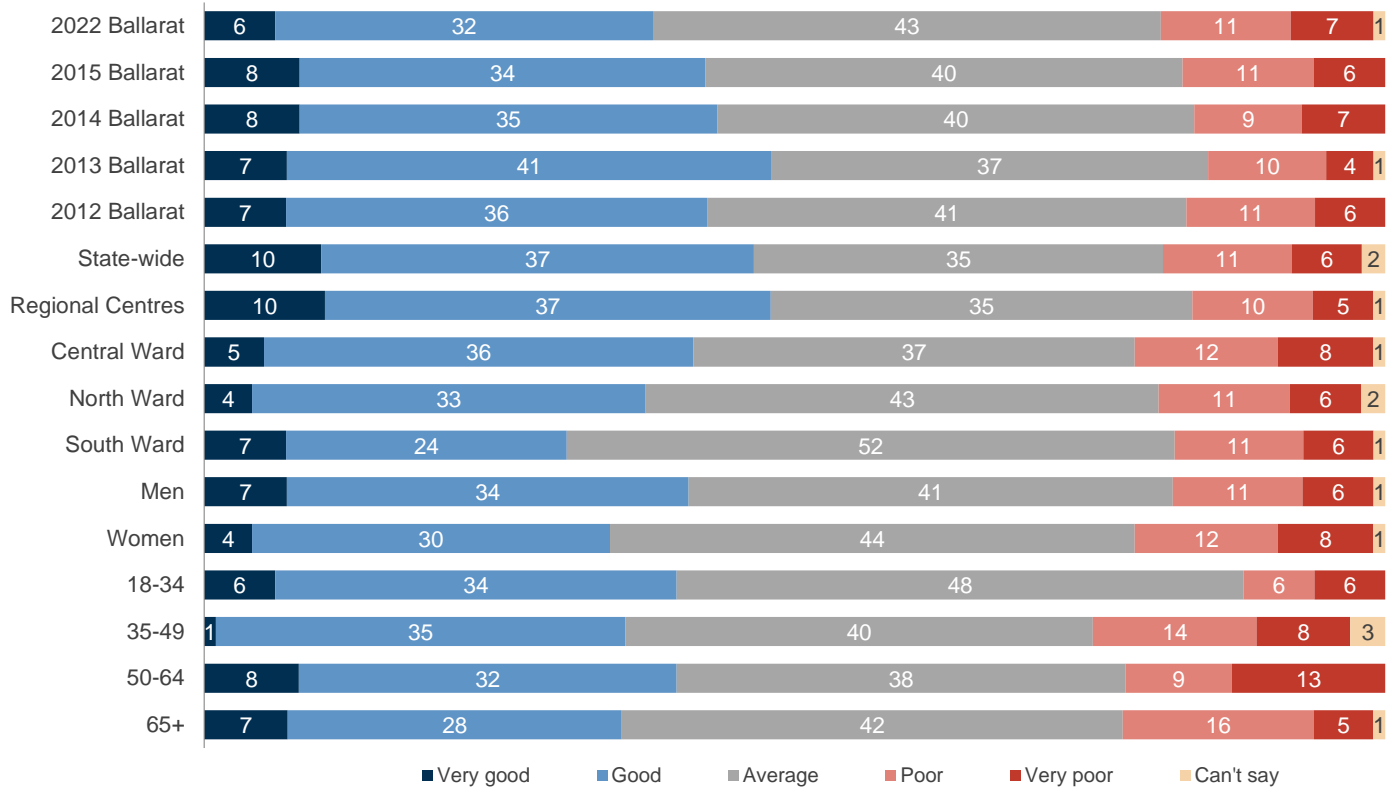
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	
Regional Centres	59▲	60	56	58	58	57	55	58	n/a	n/a	n/a
State-wide	59▲	61	58	60	59	59	59	60	61	60	60
18-34	57	n/a	n/a	n/a	n/a	n/a	n/a	62	62	66	58
Men	56	n/a	n/a	n/a	n/a	n/a	n/a	54	56	58	58
North Ward	55	n/a	n/a	n/a	n/a	n/a	n/a	55	n/a	59	57
Central Ward	55	n/a	n/a	n/a	n/a	n/a	n/a	60	n/a	60	56
Ballarat	54	n/a	n/a	n/a	n/a	n/a	n/a	57	58	59	57
65+	54	n/a	n/a	n/a	n/a	n/a	n/a	49	52	55	53
South Ward	54	n/a	n/a	n/a	n/a	n/a	n/a	56	n/a	59	58
50-64	54	n/a	n/a	n/a	n/a	n/a	n/a	54	55	54	53
Women	53	n/a	n/a	n/a	n/a	n/a	n/a	59	59	61	56
35-49	52	n/a	n/a	n/a	n/a	n/a	n/a	61	60	59	62

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Ballarat City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.



## Overall performance

2022 overall performance (%)

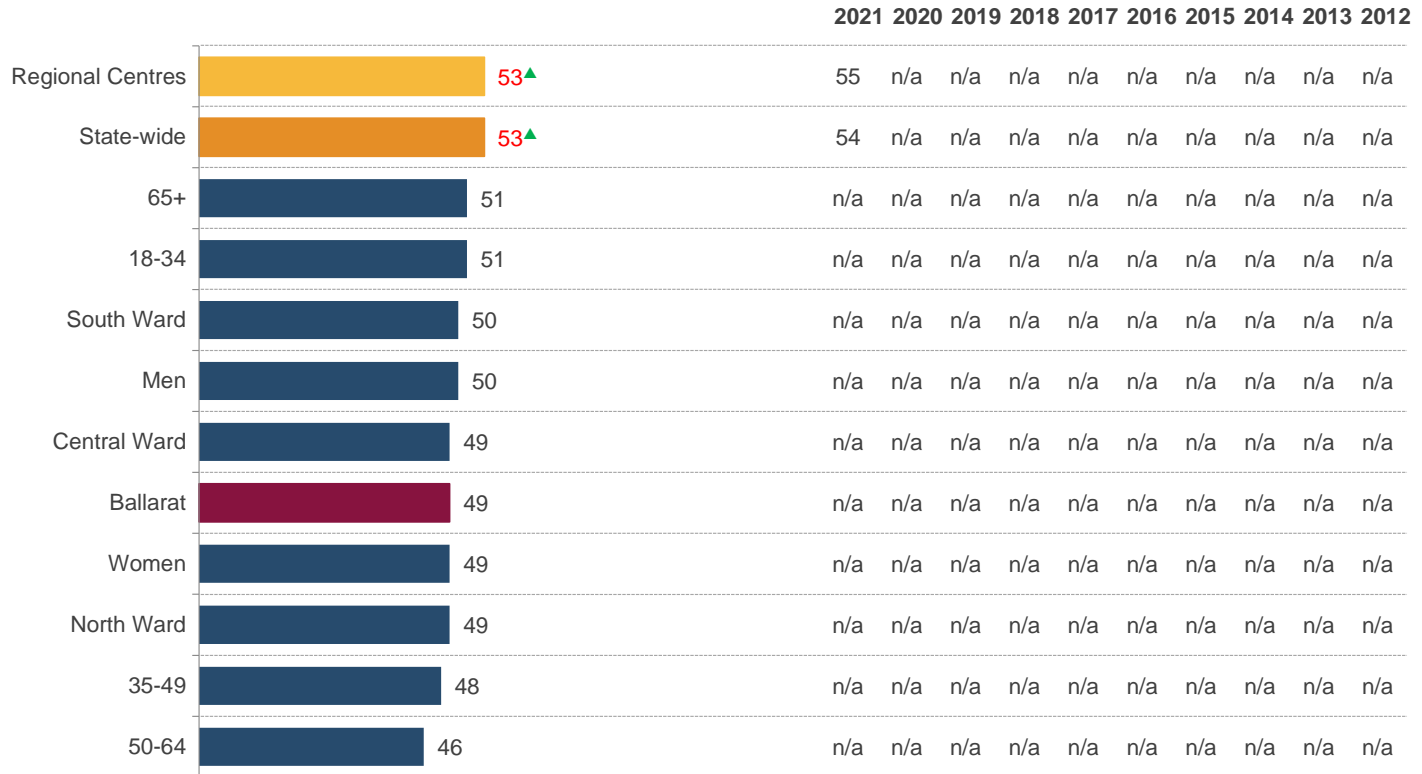


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Ballarat City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



## Value for money in services and infrastructure

2022 value for money (index scores)

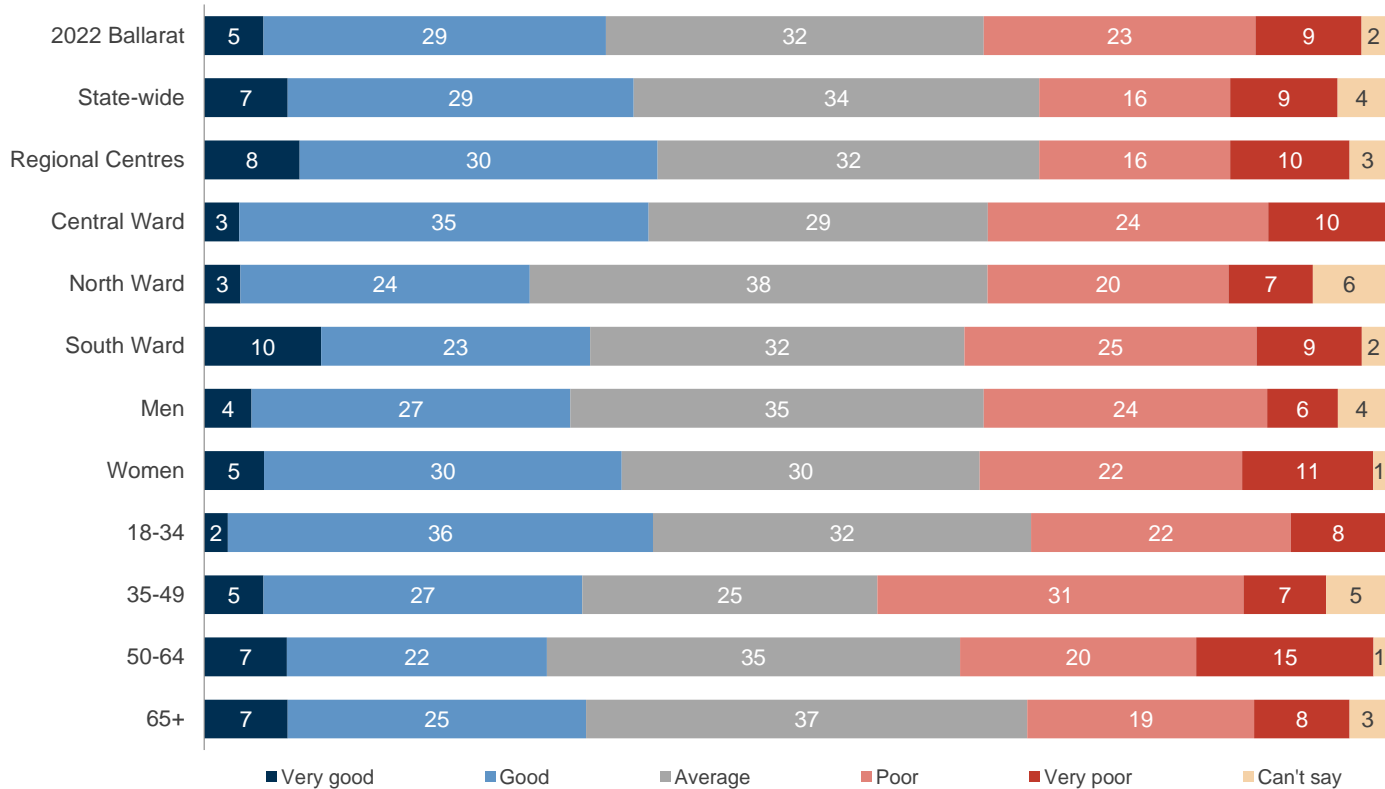


Q3b. How would you rate Ballarat City Council at providing good value for money in infrastructure and services provided to your community?  
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.



## Value for money in services and infrastructure

2022 value for money (%)



Q3b. How would you rate Ballarat City Council at providing good value for money in infrastructure and services provided to your community?  
 Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9





## Top performing service areas

Waste management (index score of 62) is the service area where Council performs best. This, however, is lower than any score recorded across the years performance was previously measured.

- Council performs significantly lower than the Regional Centres group and State-wide averages (both with an index score of 68).
- Residents aged 65 years and over (index score of 69) rate Council significantly higher than average in this service area.

Community decisions (index score of 53) and consultation and engagement (index score of 51) are Council's next highest rated service areas.

- Council's performance on the service area of community decisions is in line with the Regional Centres group and State-wide averages. However, Council performs significantly lower than the Regional Centres group and State-wide averages in the service area of consultation and engagement.
- Residents aged 50 to 64 years rate Council significantly lower than the Council average in the area of community decisions.
- On consultation and engagement, residents aged 18 to 34 years rate Council significantly higher than the Council average.





## Low performing service areas



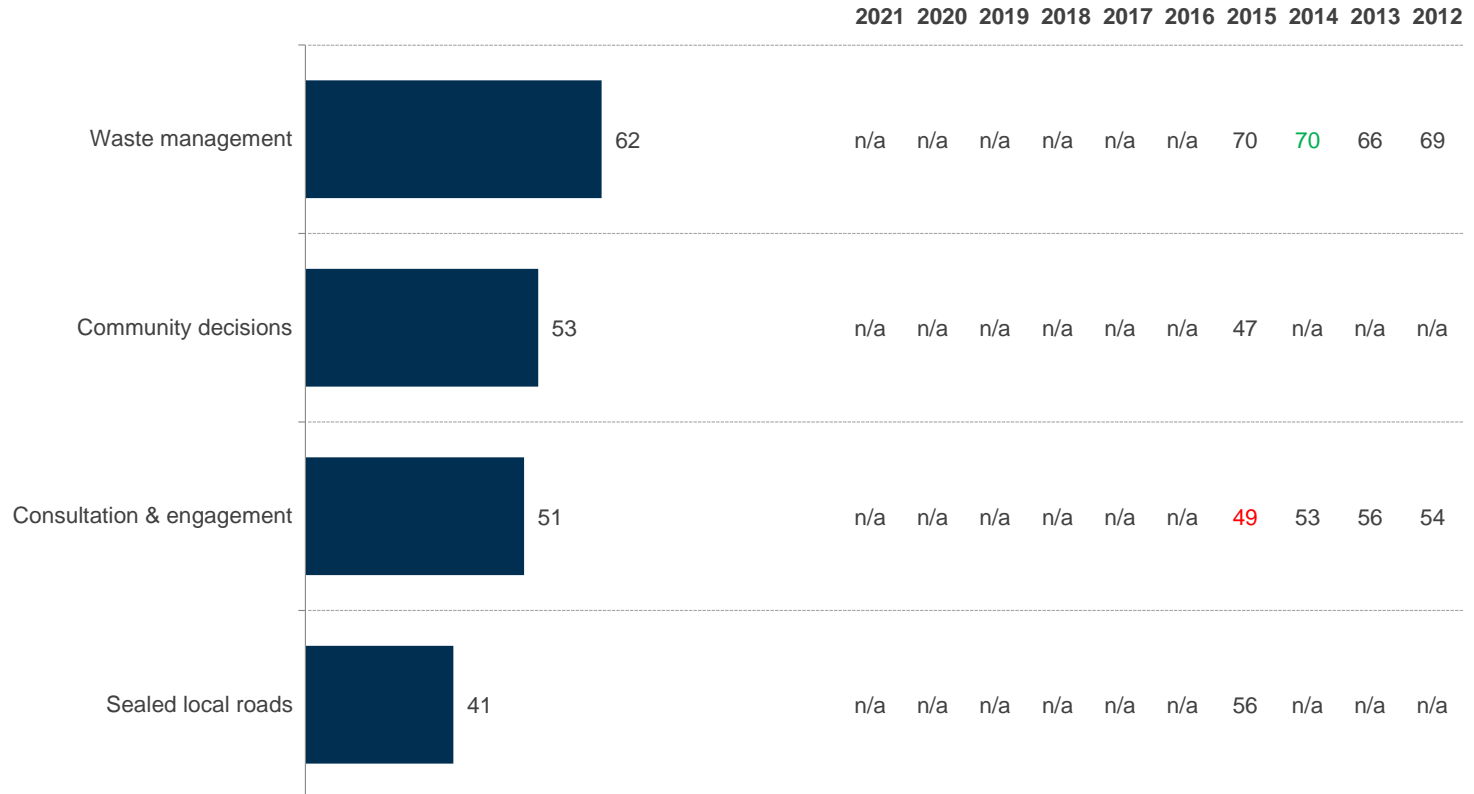
Council rates lowest in the area of sealed local roads (index score of 41). This is far below the only other score recorded in 2015 (index score of 56).

- Council rates significantly lower than the Regional Centres group and State-wide averages (index scores of 54 and 53 respectively).
- The contrast with the group average, and Council's own previous result, demonstrates that improved ratings are achievable in this service area.
- Residents aged 35 to 49 years (index score of 32) rate Council significantly lower than the Council average.



## Individual service area performance

2022 individual service area performance (index scores)

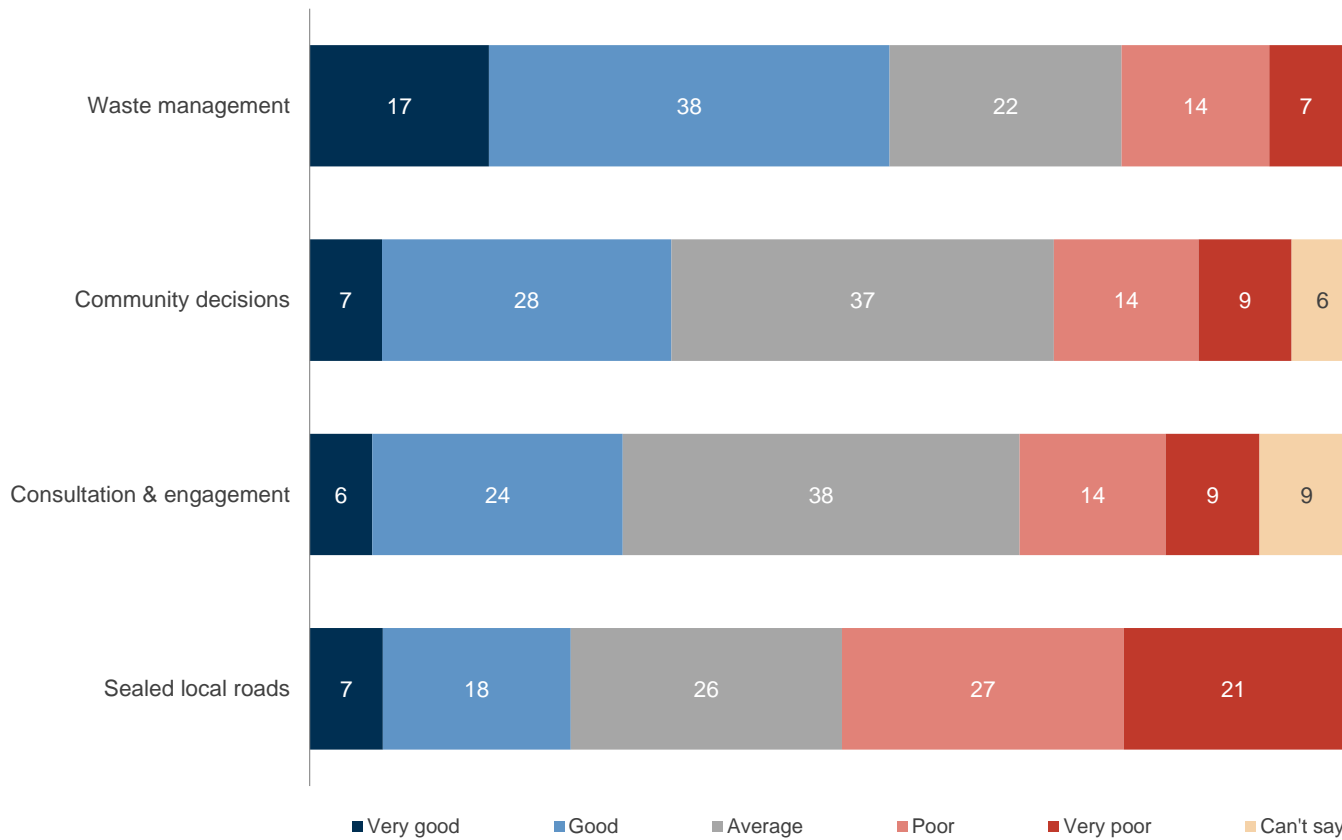


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.



## Individual service area performance

2022 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



# Customer service



## Contact with council and customer service

### Contact with council

Just over half of Council residents (51%) have had contact with Council in the last 12 months.

- Rate of contact is far from that seen across 2014-2015 (64%), the only other years when contact was measured.
- Rate of contact is significantly lower than the Regional Centres group and State-wide averages (59% and 63% respectively).
- Rate of contact among residents aged 18 to 34 years (40%) is significantly lower than the Council average.



**Among those residents who have had contact with Council, 65% provide a positive customer service rating of 'very good' or 'good', including 29% of residents who rate Council's customer service as 'very good'.**

### Customer service

Perceptions of Council's customer service (index score of 67) is the lowest score seen across the years customer service was measured (2012-2015).

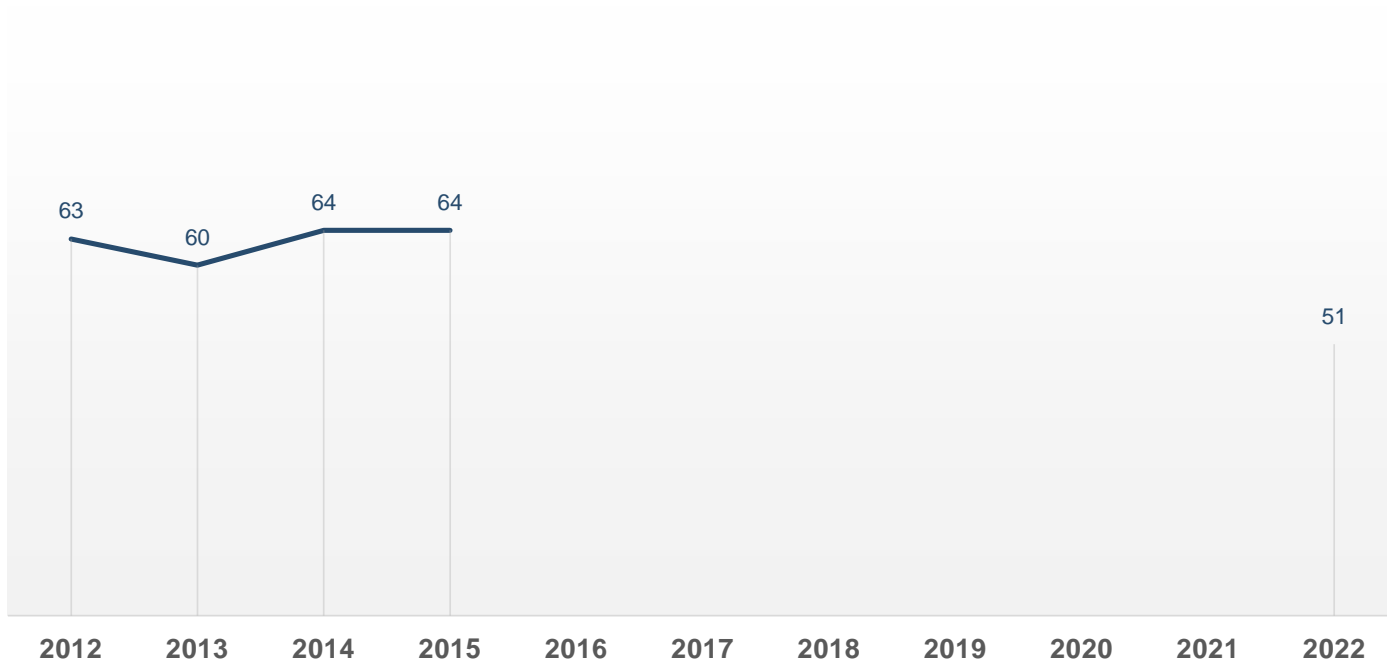
- Customer service rates in line with the Regional Centres group and State-wide averages (index scores of 69 and 68 respectively).
- Perceptions across demographic and geographic cohorts are not significantly different from the Council average.

More than six in 10 residents (65%) provide a positive customer service rating of 'very good' or 'good' and less than two in 10 residents (18%) rate customer service as 'poor' or 'very poor'.



## Contact with council

2022 contact with council (%)  
Have had contact



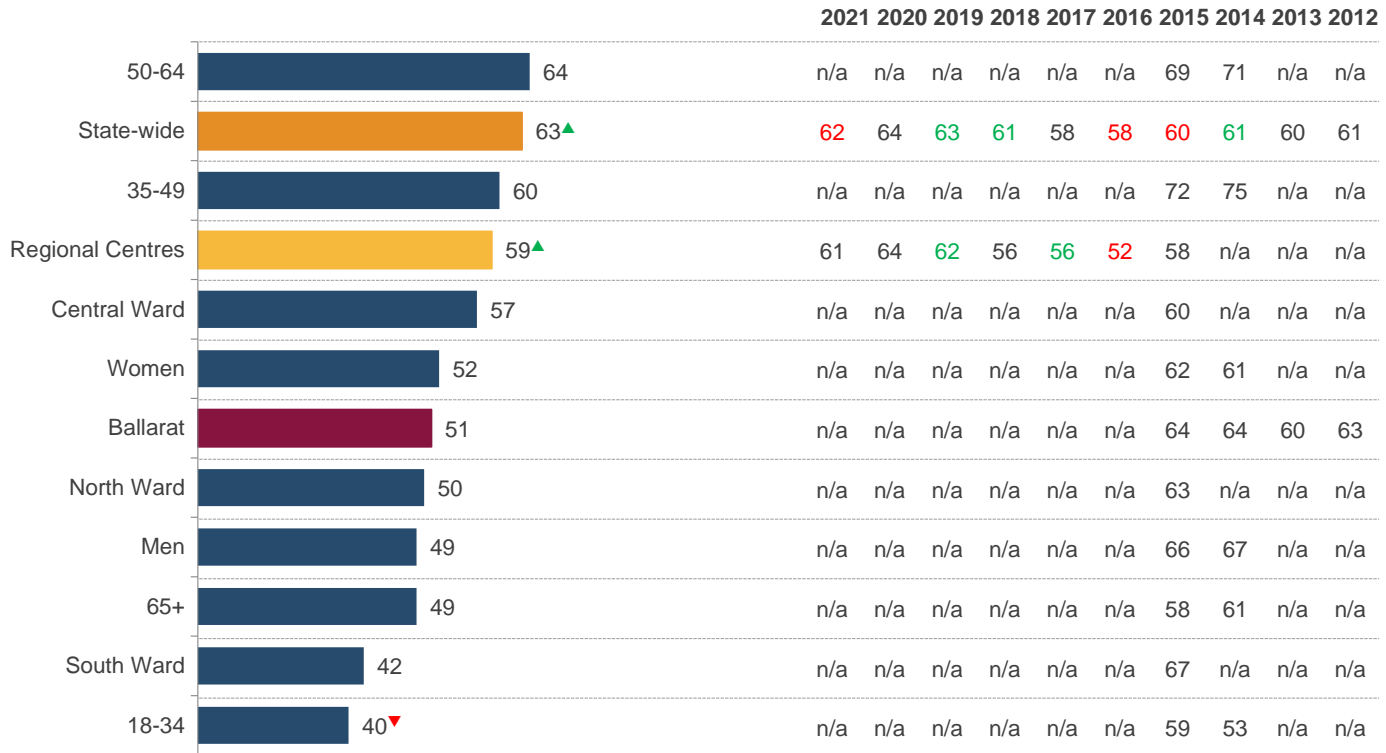
Q5. Over the last 12 months, have you or any member of your household had any contact with Ballarat City Council? This may have been in person, in writing, in telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 42 Councils asked group: 5



## Contact with council

2022 contact with council (%)



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

Base: All respondents. Councils asked State-wide: 42 Councils asked group: 5

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

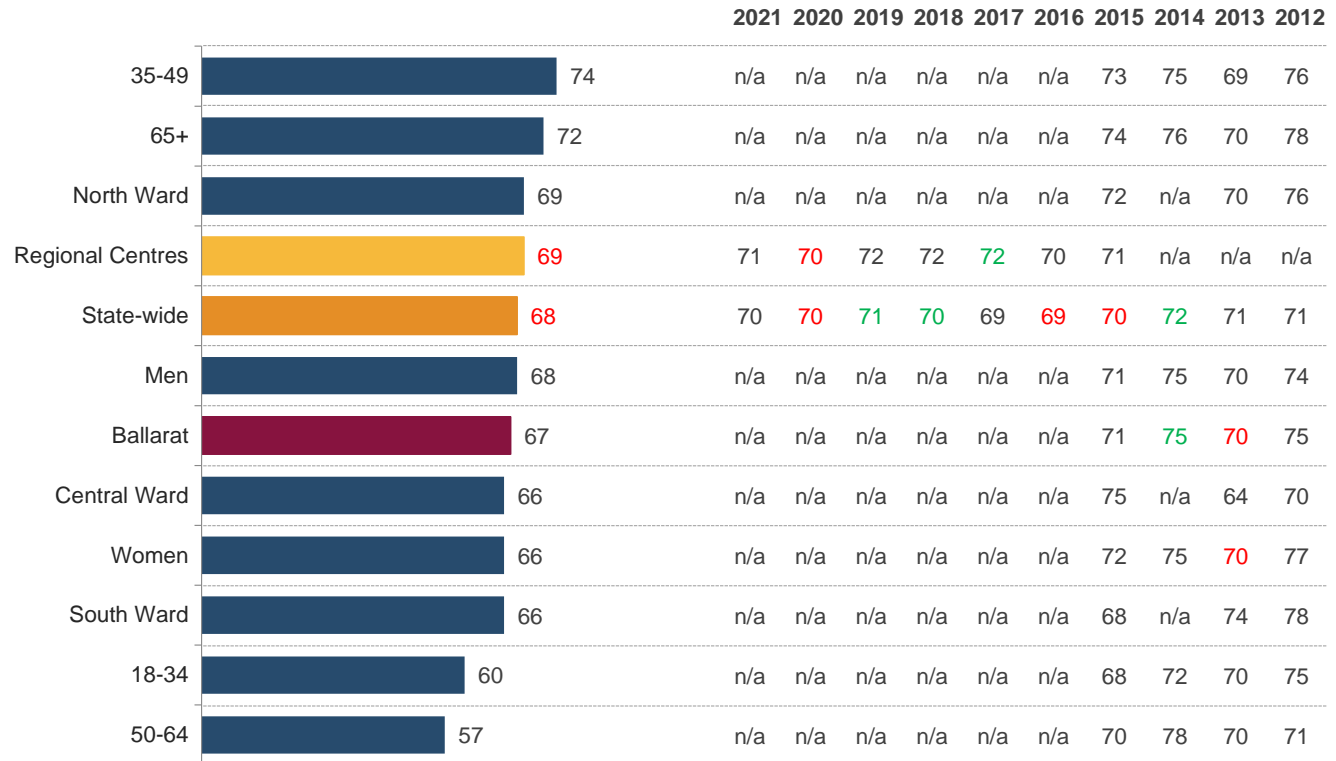
Some data may be missing from 2012 and 2013 due to a change in demographic analysis.





## Customer service rating

2022 customer service rating (index scores)

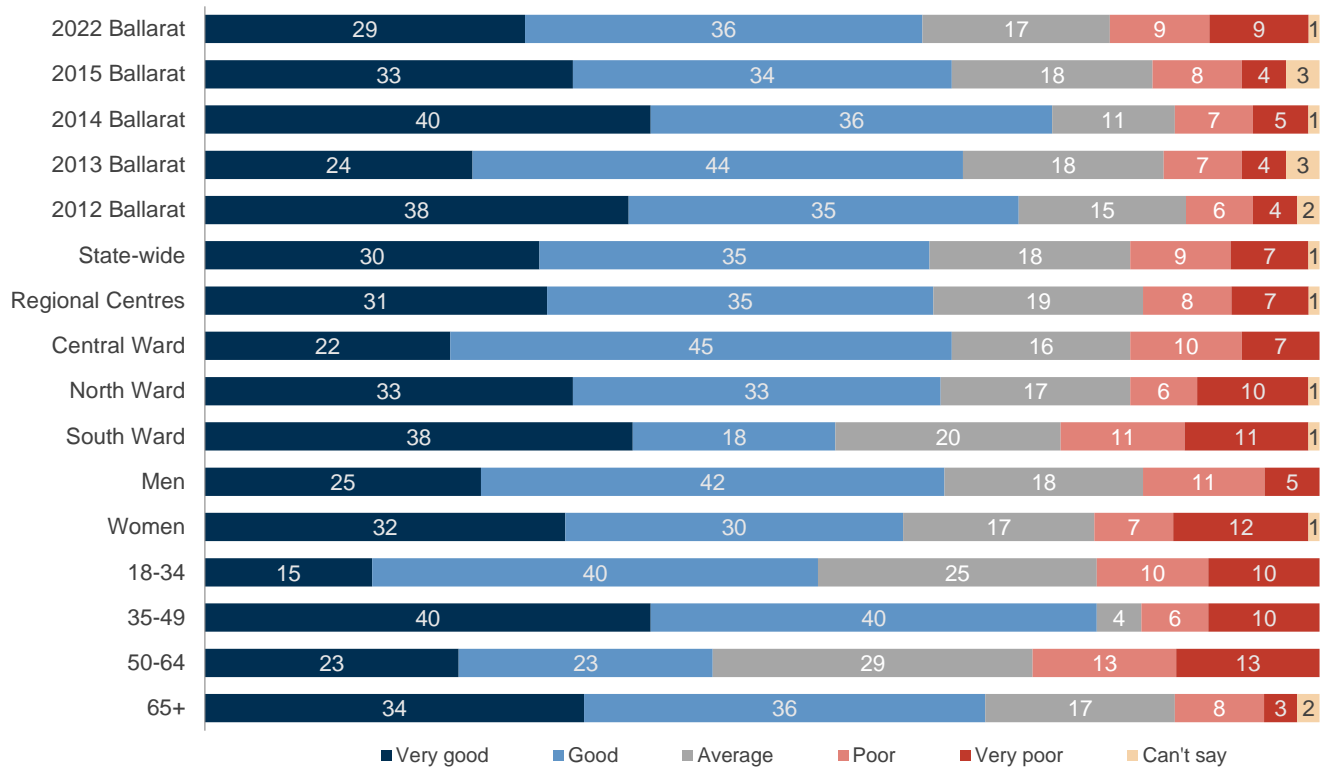


Q5c. Thinking of the most recent contact, how would you rate Ballarat City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 Councils asked State-wide: 67 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.



# Customer service rating

2022 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Ballarat City Council for customer service?  
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 Councils asked State-wide: 67 Councils asked group: 9



## **Council direction**



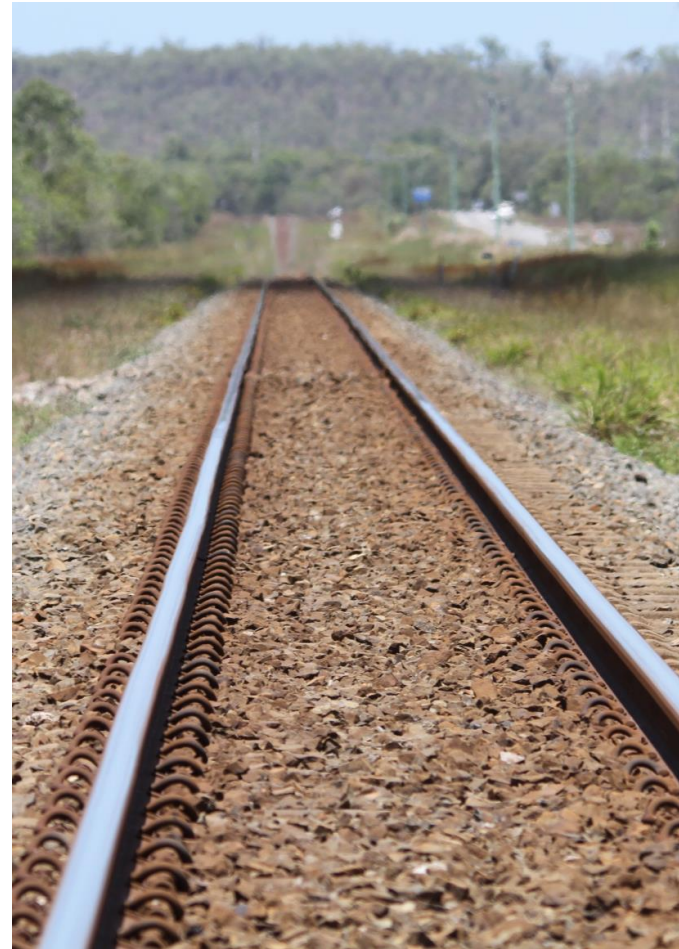
## Council direction

Over the last 12 months, more than six in 10 residents (62%) believe the direction of Council's overall performance has stayed the same.

- 17% believe the direction has improved in the last 12 months, while 19% believe it has deteriorated.

Perceptions of the direction of Council's overall performance (index score of 49) are similar to those seen across 2014 and 2015.

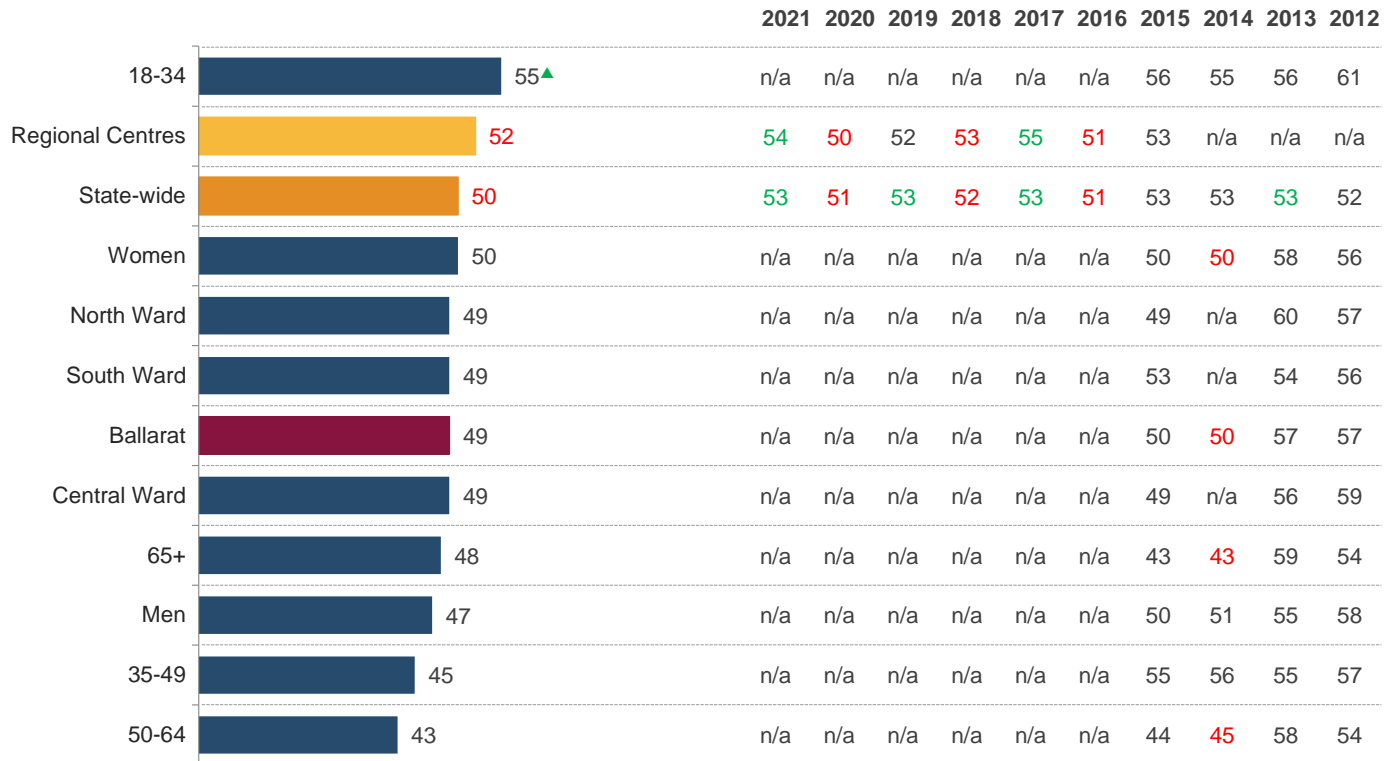
- The most satisfied with Council's direction are residents aged 18 to 34 years. Ratings among these residents (index score of 55) are significantly higher than the Council average.
- The least satisfied with council direction are residents aged 50 to 64 years, although their rating of 43 is not significantly lower than the Council average.





## Overall council direction last 12 months

2022 overall council direction (index scores)

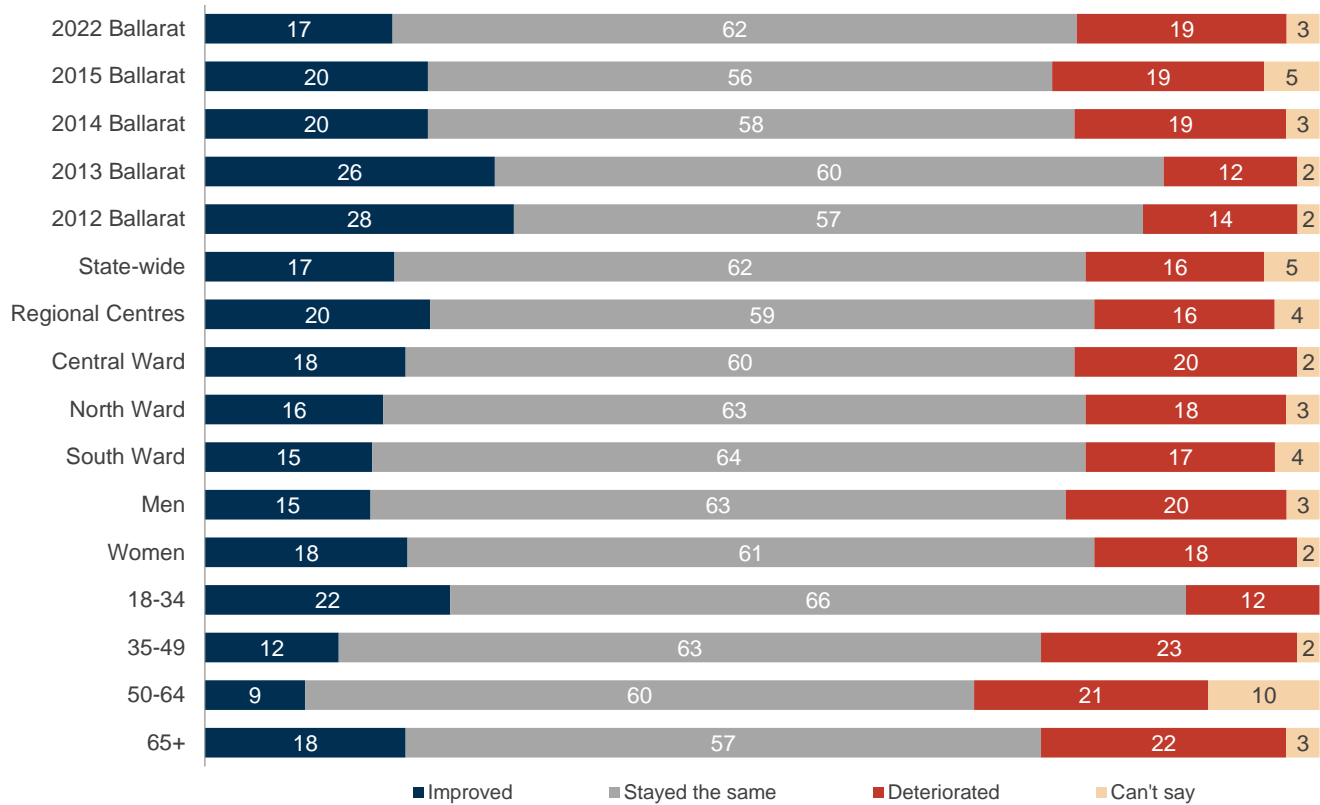


Q6. Over the last 12 months, what is your view of the direction of Ballarat City Council's overall performance?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.



## Overall council direction last 12 months

2022 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Ballarat City Council's overall performance?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



# Individual service areas



# Community consultation and engagement performance



2022 consultation and engagement performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
18-34	57▲	n/a	n/a	n/a	n/a	n/a	54	60	61	58
State-wide	54▲	56	55	56	55	55	54	56	57	57
Regional Centres	54▲	54	51	54	55	54	52	53	n/a	n/a
Central Ward	53	n/a	n/a	n/a	n/a	n/a	51	n/a	53	54
Men	51	n/a	n/a	n/a	n/a	n/a	47	52	54	56
Ballarat	51	n/a	n/a	n/a	n/a	n/a	49	53	56	54
South Ward	51	n/a	n/a	n/a	n/a	n/a	49	n/a	59	58
Women	51	n/a	n/a	n/a	n/a	n/a	51	54	58	53
65+	49	n/a	n/a	n/a	n/a	n/a	45	50	54	50
35-49	48	n/a	n/a	n/a	n/a	n/a	53	53	54	56
North Ward	48	n/a	n/a	n/a	n/a	n/a	48	n/a	56	51
50-64	46	n/a	n/a	n/a	n/a	n/a	44	45	53	50

Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.

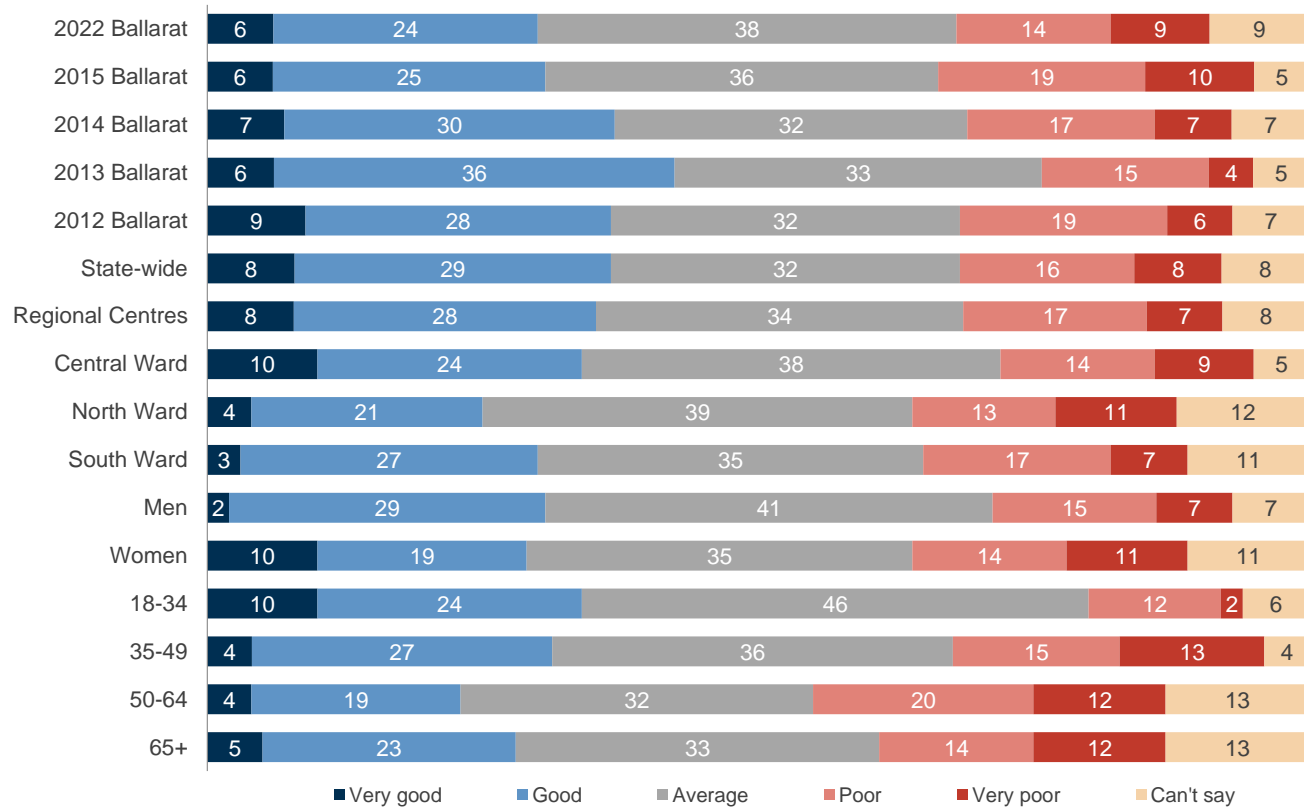




## Community consultation and engagement performance



2022 consultation and engagement performance (%)

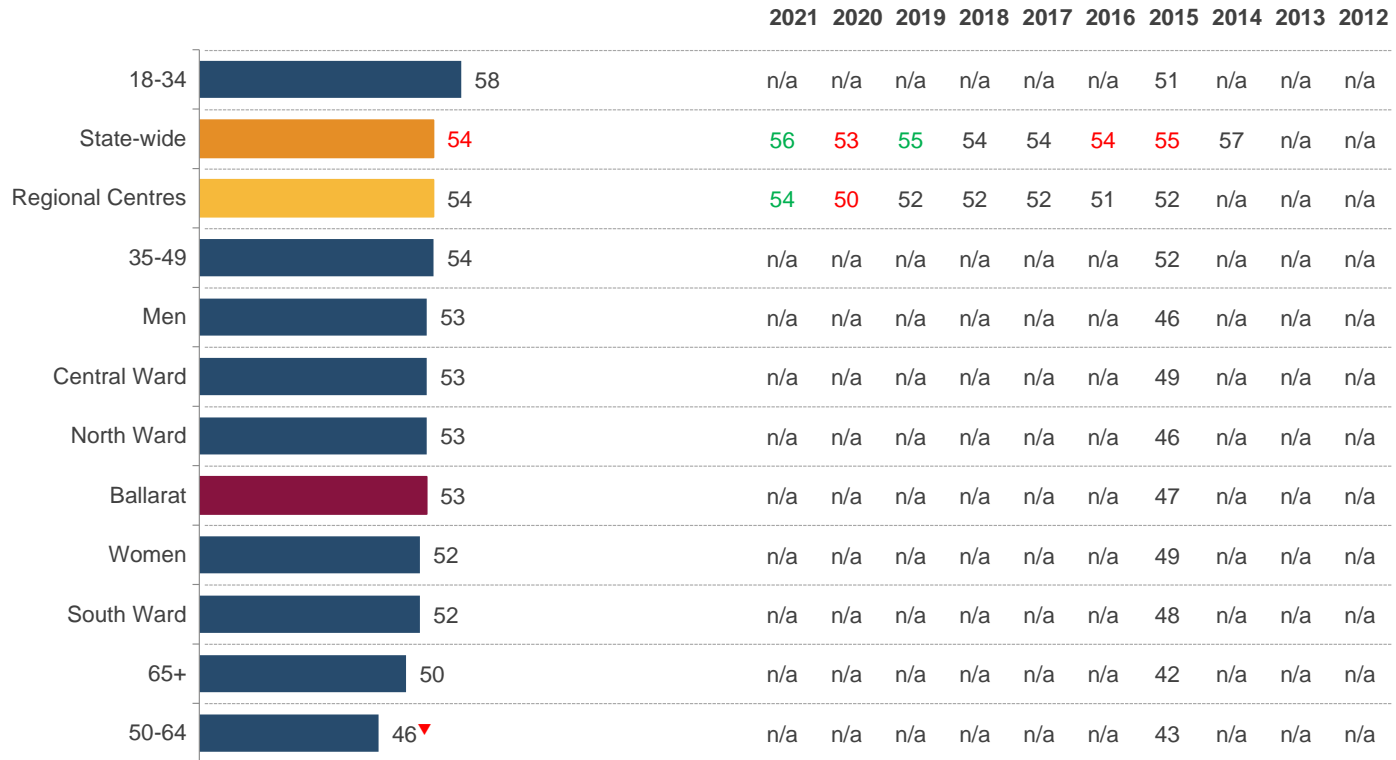


Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

# Decisions made in the interest of the community performance



2022 community decisions made performance (index scores)

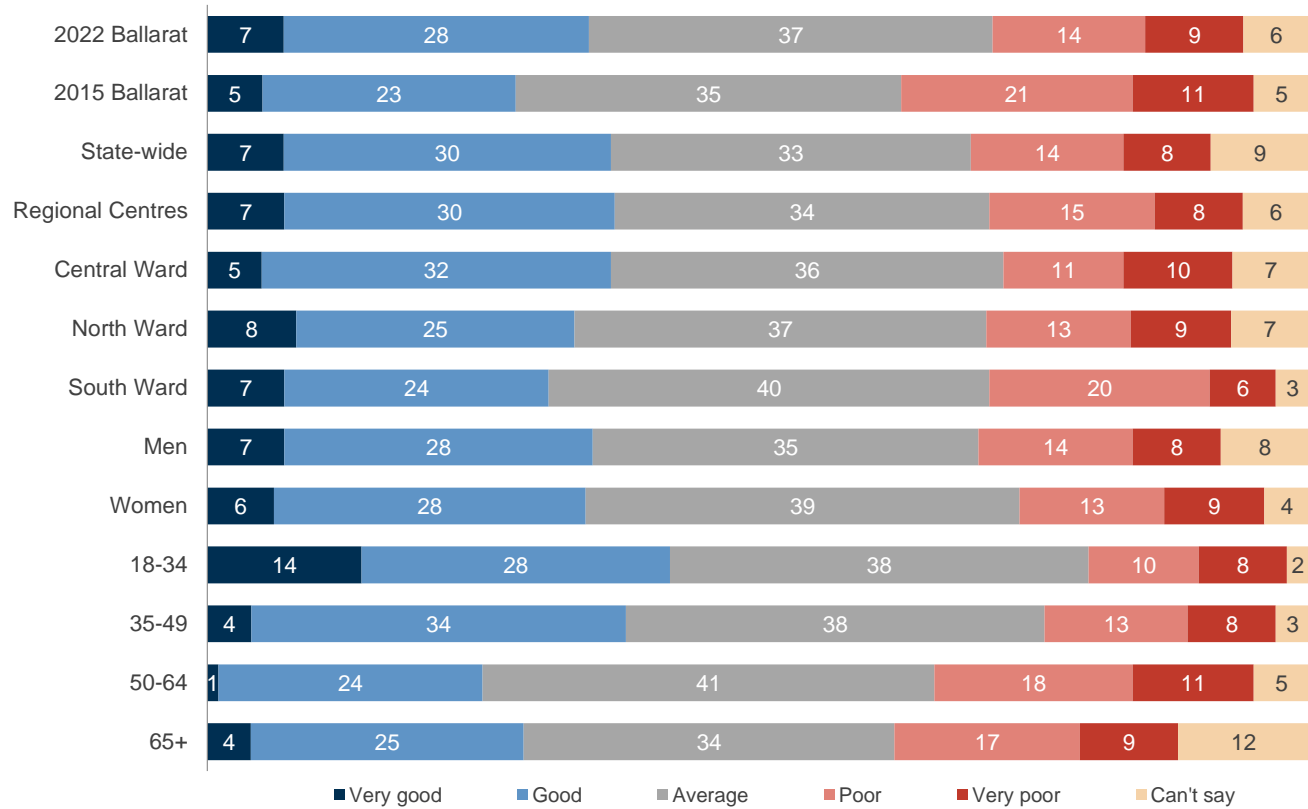


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.

# Decisions made in the interest of the community performance



2022 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

# The condition of sealed local roads in your area performance



2022 sealed local roads performance (index scores)

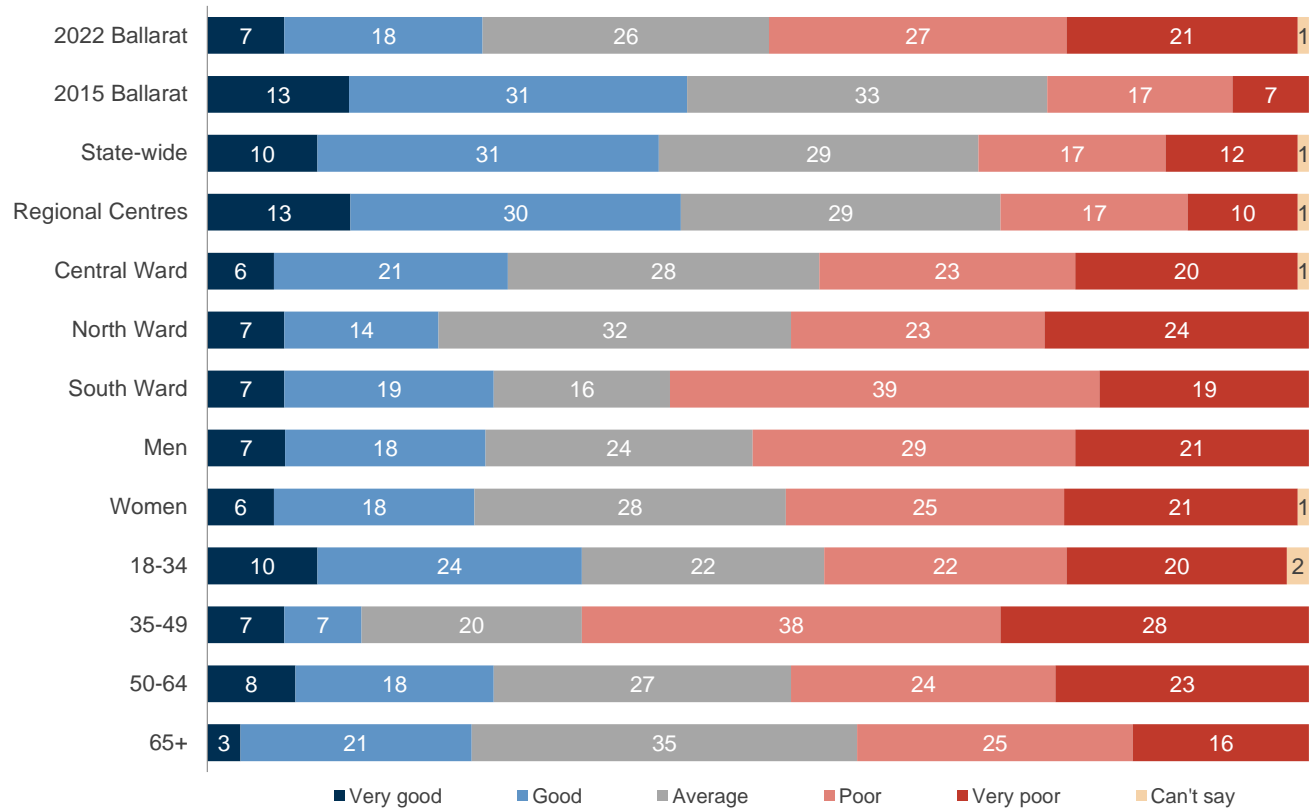
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Regional Centres	60▲	55	57	54	53	54	55	n/a	n/a	n/a
State-wide	57▲	54	56	53	53	54	55	55	n/a	n/a
18-34	45	n/a	n/a	n/a	n/a	n/a	51	n/a	n/a	n/a
65+	43	n/a	n/a	n/a	n/a	n/a	58	n/a	n/a	n/a
Central Ward	42	n/a	n/a	n/a	n/a	n/a	59	n/a	n/a	n/a
50-64	41	n/a	n/a	n/a	n/a	n/a	55	n/a	n/a	n/a
Women	41	n/a	n/a	n/a	n/a	n/a	56	n/a	n/a	n/a
Ballarat	41	n/a	n/a	n/a	n/a	n/a	56	n/a	n/a	n/a
Men	40	n/a	n/a	n/a	n/a	n/a	56	n/a	n/a	n/a
North Ward	40	n/a	n/a	n/a	n/a	n/a	58	n/a	n/a	n/a
South Ward	39	n/a	n/a	n/a	n/a	n/a	52	n/a	n/a	n/a
35-49	32▼	n/a	n/a	n/a	n/a	n/a	61	n/a	n/a	n/a

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.

# The condition of sealed local roads in your area performance



2022 sealed local roads performance (%)



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



## Waste management performance



2022 waste management performance (index scores)

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
65+	69▲	n/a	n/a	n/a	n/a	n/a	69	70	67	70
Regional Centres	68▲	69	66	68	70	69	69	71	n/a	n/a
State-wide	68▲	69	65	68	70	71	70	72	73	71
North Ward	67	n/a	n/a	n/a	n/a	n/a	69	n/a	70	68
Men	64	n/a	n/a	n/a	n/a	n/a	69	72	65	71
Ballarat	62	n/a	n/a	n/a	n/a	n/a	70	70	66	69
South Ward	61	n/a	n/a	n/a	n/a	n/a	68	n/a	65	72
35-49	61	n/a	n/a	n/a	n/a	n/a	69	70	66	70
Women	59	n/a	n/a	n/a	n/a	n/a	70	69	68	67
Central Ward	58	n/a	n/a	n/a	n/a	n/a	72	n/a	64	67
50-64	58	n/a	n/a	n/a	n/a	n/a	66	66	67	66
18-34	58	n/a	n/a	n/a	n/a	n/a	73	74	66	69

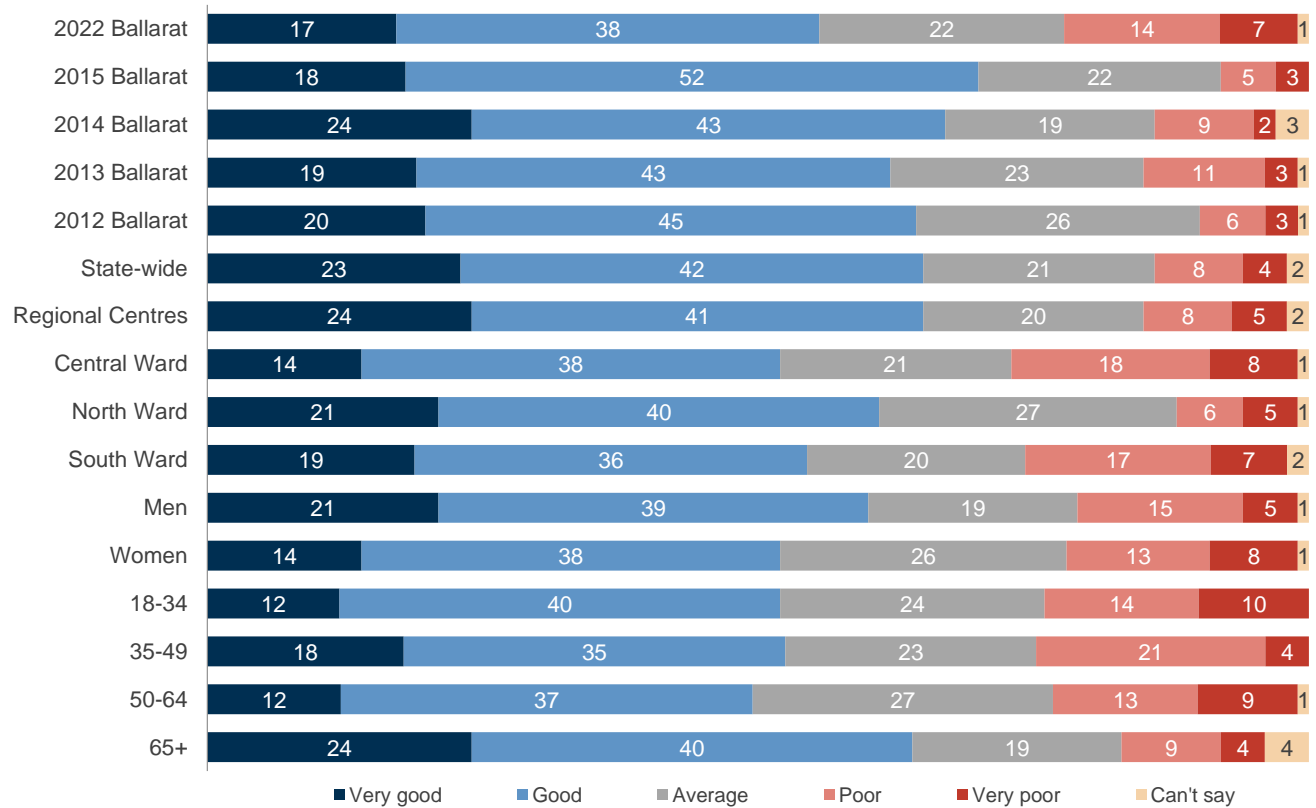
Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9  
 Note: Please see Appendix A for explanation of significant differences.



## Waste management performance



2022 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9



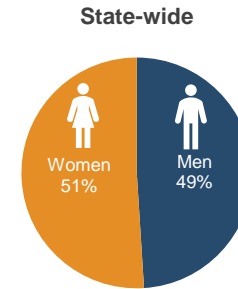
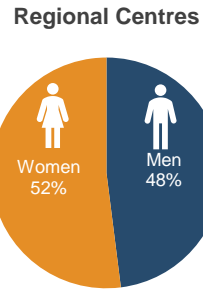
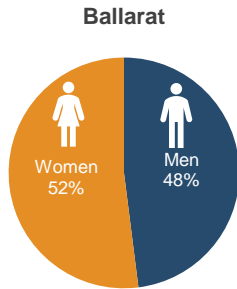
# Detailed demographics



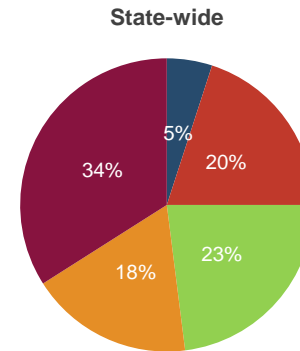
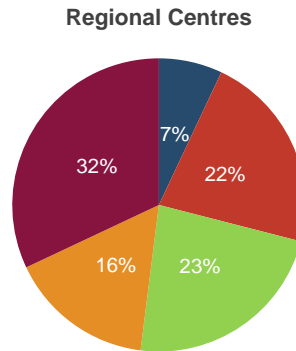
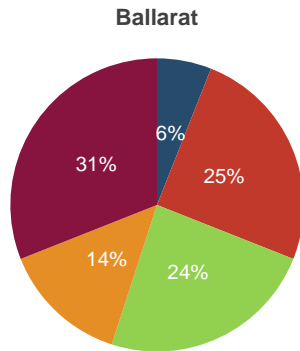


## Gender and age profile

### 2022 gender



### 2022 age



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?

Base: All respondents. Councils asked State-wide: 67 Councils asked group: 9

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

A large, dark blue, stylized letter 'W' graphic that serves as a background element. Inside the 'W', there are faint, semi-transparent images of various data visualizations, including bar charts and line graphs, suggesting a focus on analytics and research.

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



## Appendix A: Index Scores

### Index Scores

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

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

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

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

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



## Appendix A: Margins of error

The sample size for the 2022 State-wide Local Government Community Satisfaction Survey for Ballarat City Council was n=402. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=402 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 85,400 people aged 18 years or over for Ballarat City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Ballarat City Council	402	400	+/-4.9
Men	165	191	+/-7.6
Women	237	209	+/-6.4
Central Ward	161	174	+/-7.7
North Ward	131	125	+/-8.6
South Ward	110	100	+/-9.4
18-34 years	50	125	+/-14.0
35-49 years	74	95	+/-11.5
50-64 years	88	57	+/-10.5
65+ years	190	123	+/-7.1

## Appendix A: Significant difference reporting notation



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

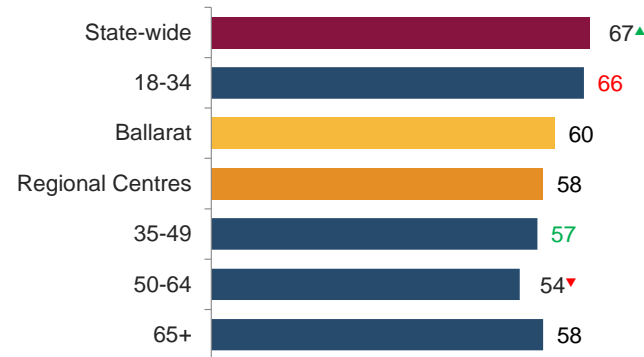
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the ‘Total’ result for the council for that survey question for that year. Therefore in the example below:

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

Further, results shown in green and red indicate significantly higher or lower results than in 2021. 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 2021.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2021.

2022 overall performance (index scores)  
(example extract only)



## Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



**Appendix B:  
Further project  
information**

## Appendix B: Further information

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

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

### Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

### Contacts

For further queries about the conduct and reporting of the 2022 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

**(03) 8685 8555** or via email:

**[admin@jwsresearch.com](mailto:admin@jwsresearch.com)**



## Appendix B: Survey methodology and sampling



The 2022 results are compared with previous years, as detailed below:

- 2015, n=600 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2014, n=600 completed interviews, conducted in the period of 31<sup>st</sup> January – 11<sup>th</sup> March.
- 2013, n=600 completed interviews, conducted in the period of 1<sup>st</sup> February – 24<sup>th</sup> March.
- 2012, n=400 completed interviews, conducted in the period of 18<sup>th</sup> May – 30<sup>th</sup> June.

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

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

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

Survey sample matched to the demographic profile of Ballarat City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 60% mobile phone numbers to cater to the diversity of residents within Ballarat City Council, particularly younger people.

A total of n=402 completed interviews were achieved in Ballarat City Council. Survey fieldwork was conducted in the period of 27<sup>th</sup> January – 24<sup>th</sup> March, 2022.

## Appendix B: Analysis and reporting

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All participating councils are listed in the State-wide report published on the DELWP website. In 2022, 67 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 2012-2022 vary slightly.

### Council Groups

Ballarat City Council is classified as a Regional Centres council according to the following classification list:

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

Councils participating in the Regional Centres group are:

- Ballarat, Greater Bendigo, Greater Geelong, Horsham, Latrobe, Mildura, Wangaratta, Warrnambool and Wodonga.

Wherever appropriate, results for Ballarat City Council for this 2022 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Regional Centres group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

## **Appendix B: 2012 survey revision**

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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 Ballarat City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2022 have been made throughout this report as appropriate.

## Appendix B: Core, optional and tailored questions

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### Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2022 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2022 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

## **Appendix B: Analysis and reporting**

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### **Reporting**

Every council that participated in the 2022 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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

## Appendix B: Glossary of terms



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

**CSS:** 2022 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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