



2024 Local Government Community Satisfaction Survey

Hepburn Shire Council

Coordinated by the Department of
Government Services on behalf of
Victorian councils



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Background and objectives

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

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

Now in its twenty-fifth 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 25 years

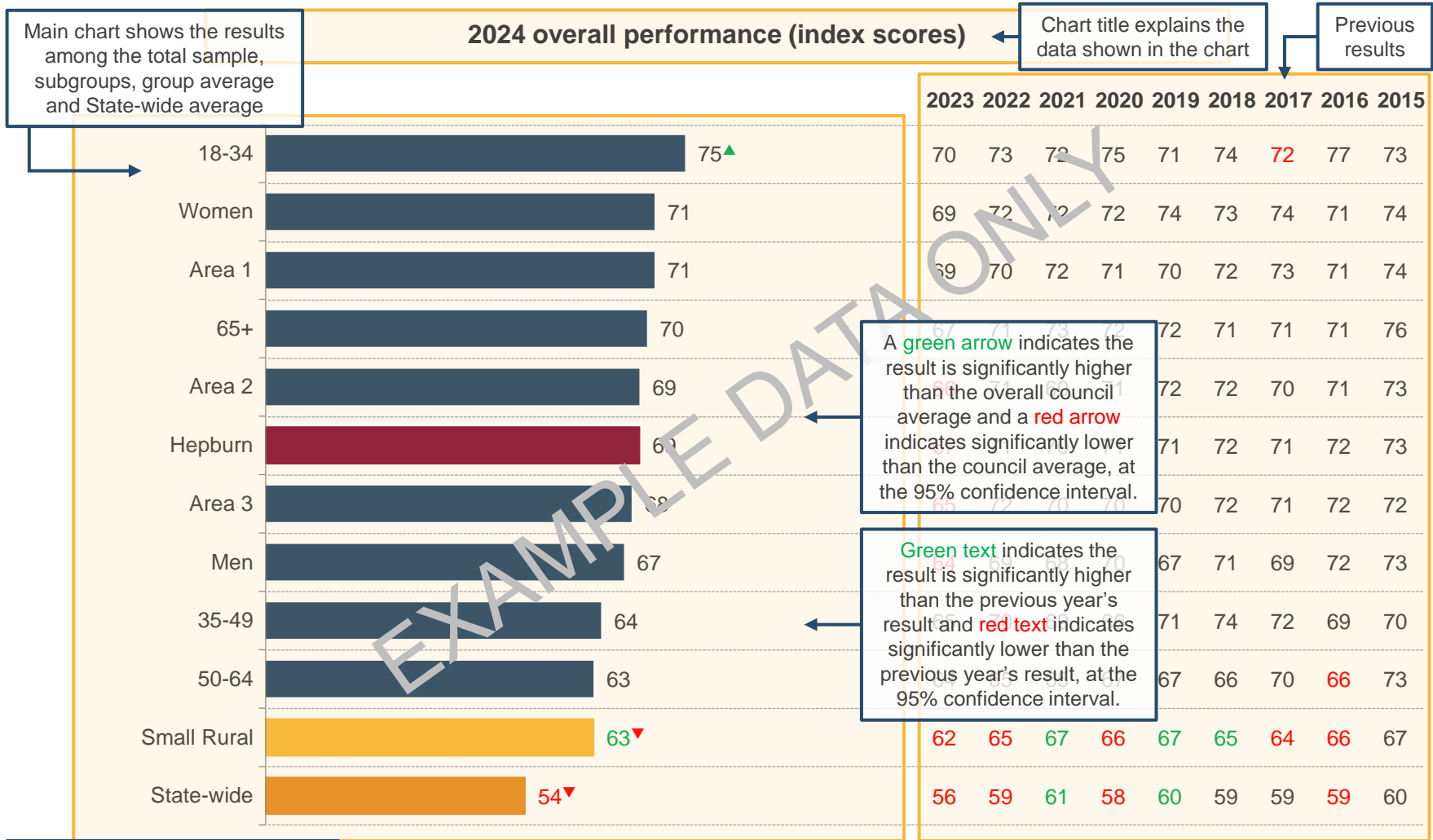
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 25 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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

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



How to read index score charts in this report

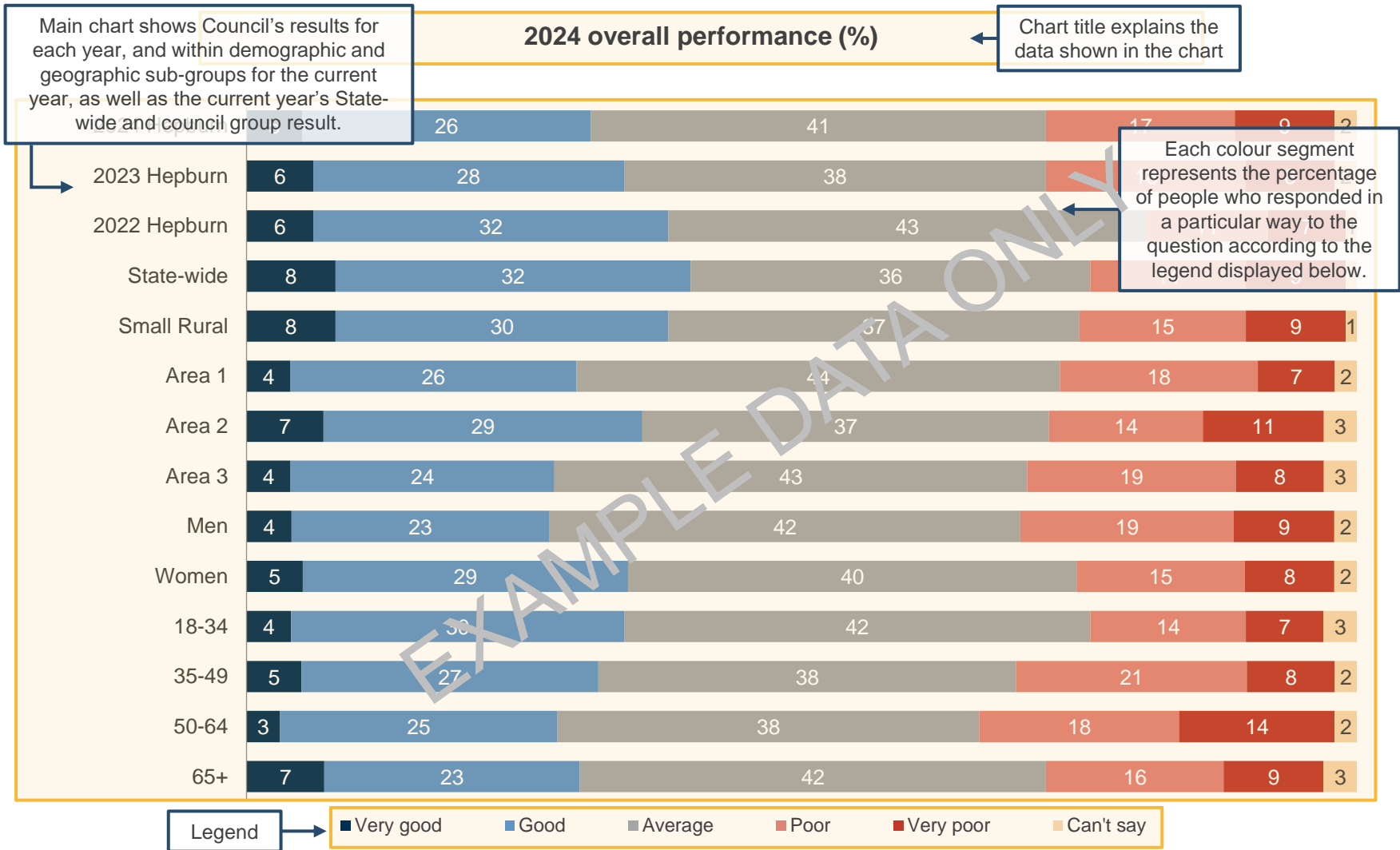


Question asked and base size(s)

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Hepburn 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: 62 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



How to read stacked bar charts in this report



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Hepburn 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: 62 Councils asked group: 9

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, light blue network pattern of interconnected lines and nodes, resembling a neural network or data flow. The background of the 'W' is a solid dark blue color.

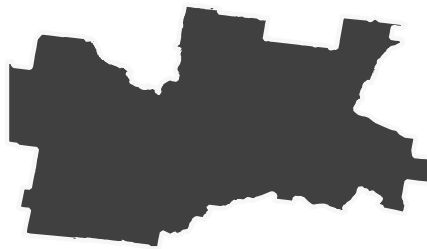
Key findings and recommendations



Hepburn Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Hepburn 49



Small Rural 53



State-wide 54

Council performance compared to group average

Top 4 performing areas		
	Waste management	= on par
	Appearance of public areas	▼ lower
	Tourism development	= on par
	Recreational facilities	▼ lower
Bottom 3 performing areas		
	Sealed local roads	▼ lower
	Planning & building permits	▼ lower
	Slashing & weed control	▼ lower
	Customer service	= on par



Summary of core measures

Index scores

Overall Performance

Value for money

Community Consultation

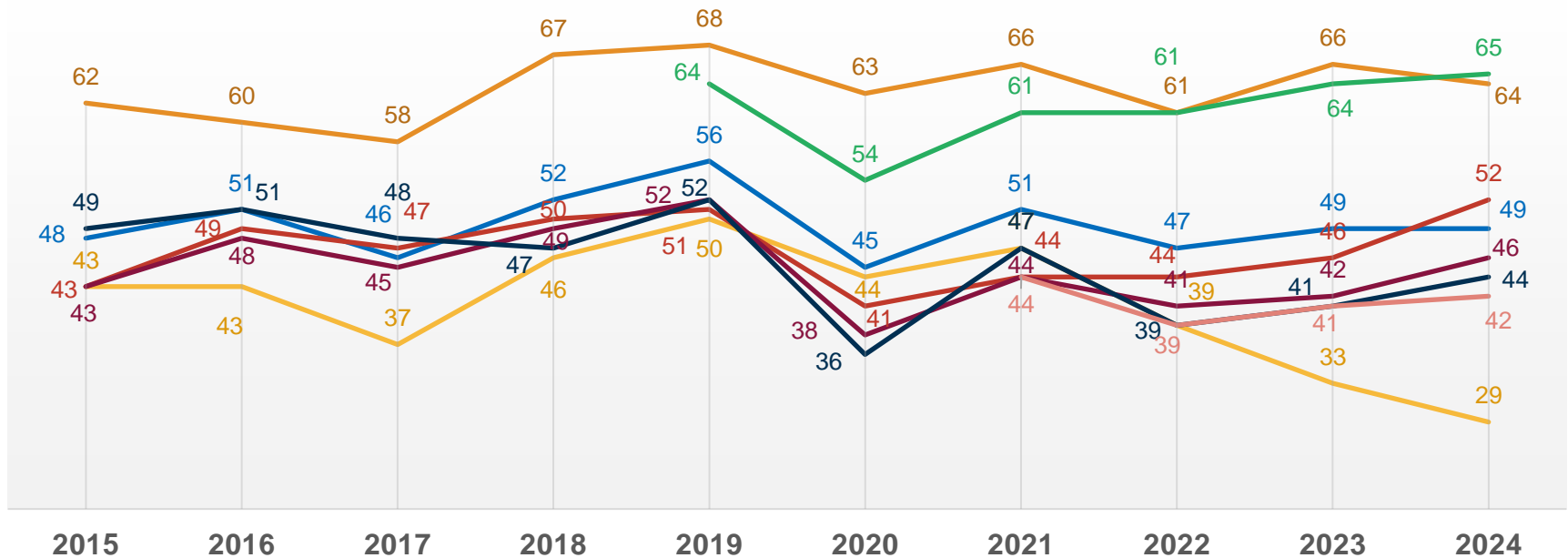
Making Community Decisions

Sealed Local Roads

Waste management

Customer Service

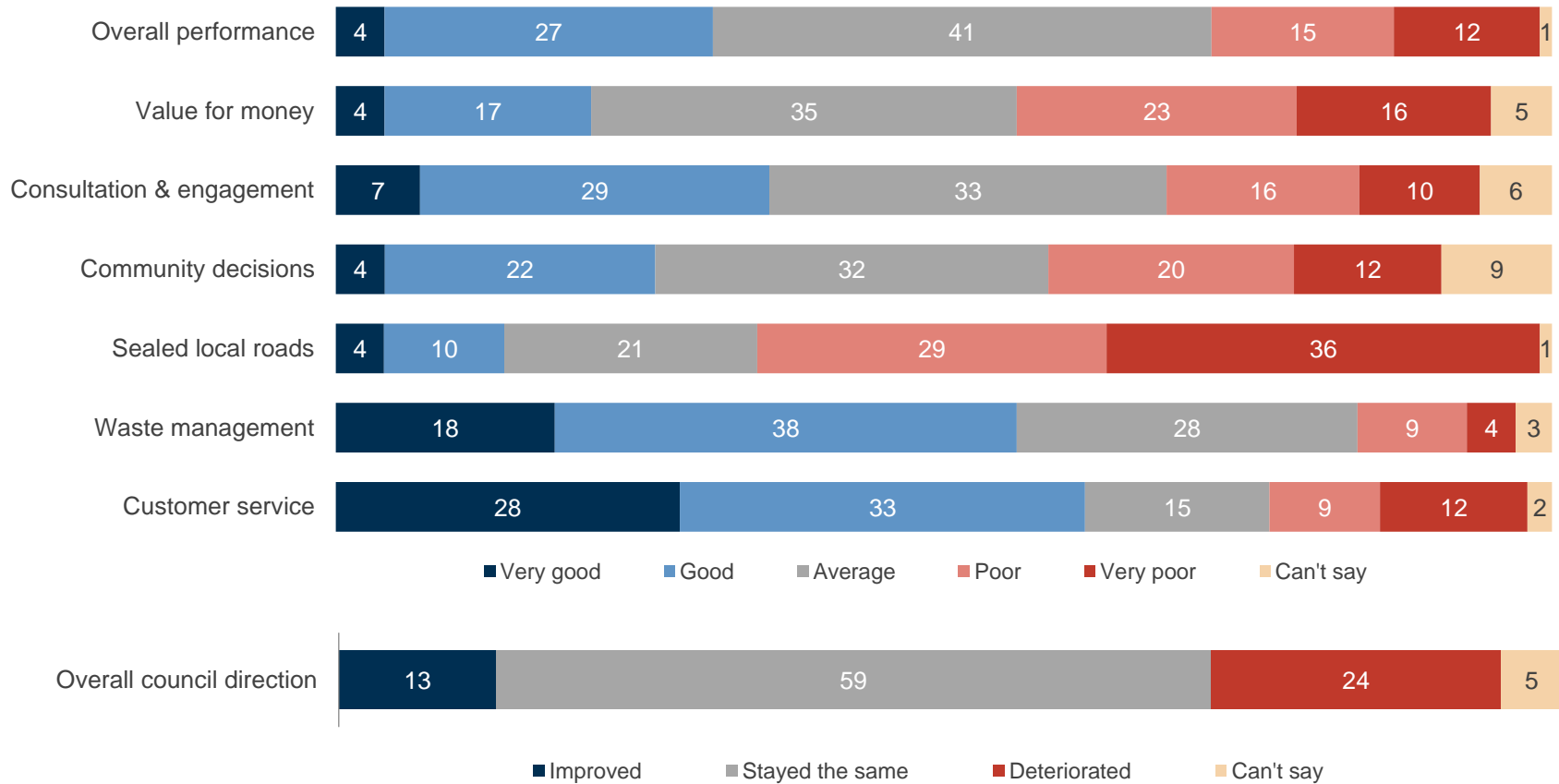
Overall Council Direction















Summary of core measures

Core measures summary results (%)












Summary of Hepburn Shire Council performance

Services	Hepburn 2024	Hepburn 2023	Small Rural 2024	State-wide 2024	Highest score	Lowest score
 Overall performance	49	49	53	54	18-34 years	35-49 years
 Value for money	42	41	47	48	Cameron Ward residents	35-64 years
 Overall council direction	44	41	44	45	18-34 years	Men
 Customer service	64	66	66	67	Coliban Ward residents	Cameron Ward residents
 Waste management	65	64	67	67	Birch Ward residents	35-49 years, Coliban Ward residents
 Appearance of public areas	64	60	71	68	18-34 years	50-64 years
 Tourism development	61	62	61	59	Holcombe Ward residents	50-64 years
 Recreational facilities	61	57	67	68	65+ years	50-64 years
 Environmental sustainability	57	56	59	60	Cameron Ward residents	35-49 years
 Enforcement of local laws	56	53	60	61	18-34 years	50-64 years



Summary of Hepburn Shire Council performance

Services		Hepburn 2024	Hepburn 2023	Small Rural 2024	State-wide 2024	Highest score	Lowest score
	Business & community dev.	56	54	57	57	18-34 years	35-49 years
	Consultation & engagement	52	46	51	51	18-34 years	Cameron Ward residents, 50-64 years
	Lobbying	48	44	50	50	18-34 years, Coliban Ward residents	35-49 years
	Community decisions	46	42	50	50	18-34 years	Holcombe Ward residents
	Slashing & weed control	42	39	46	45	18-34 years	50-64 years
	Planning & building permits	35	39	43	45	Creswick Ward residents	Holcombe Ward residents
	Sealed local roads	29	33	41	45	Birch Ward residents	Cameron Ward residents



Focus areas for the next 12 months

Overview

Perceptions of Hepburn Shire Council's overall performance have remained stable over the last 12 months, following the slight improvement in the previous evaluation. Encouragingly, performance perceptions on most service areas evaluated have remained stable or improved significantly. On two of the 13 service areas – planning and building permits, and sealed local roads – which are Council's lowest performing service areas, perceptions declined significantly.

Key influences on perceptions of overall performance

Council should focus on maintaining and improving performance in the individual service area that most influences perception of overall performance, namely decisions made in the interest of the community. Following this, the more moderately influential but poorer performing service areas of lobbying, planning and building permits, sealed local roads and roadside slashing and weed control, should be prioritised, in order to shore up overall opinion of Council performance in the year ahead.

Comparison to state and area grouping

On seven of the 17 measures evaluated – including customer service, waste management and tourism development, among others – Council performs in line with the State-wide and Small Rural group averages. On most other areas however, Council performs significantly lower than both group averages.

Build upon strengths

Over the next 12 months, Council should strive to consolidate and build upon its strong and improved performance in the appearance of public areas and recreational facilities by emulating through other areas the strong results that have been achieved in the Birch Ward. Council should also look to restore positive perceptions among 50 to 64 year olds, who tend to be more critical of its performance and whose perceptions of customer service have declined from a record high in 2023 to a record low in the current evaluation.

DETAILED FINDINGS



Overall performance



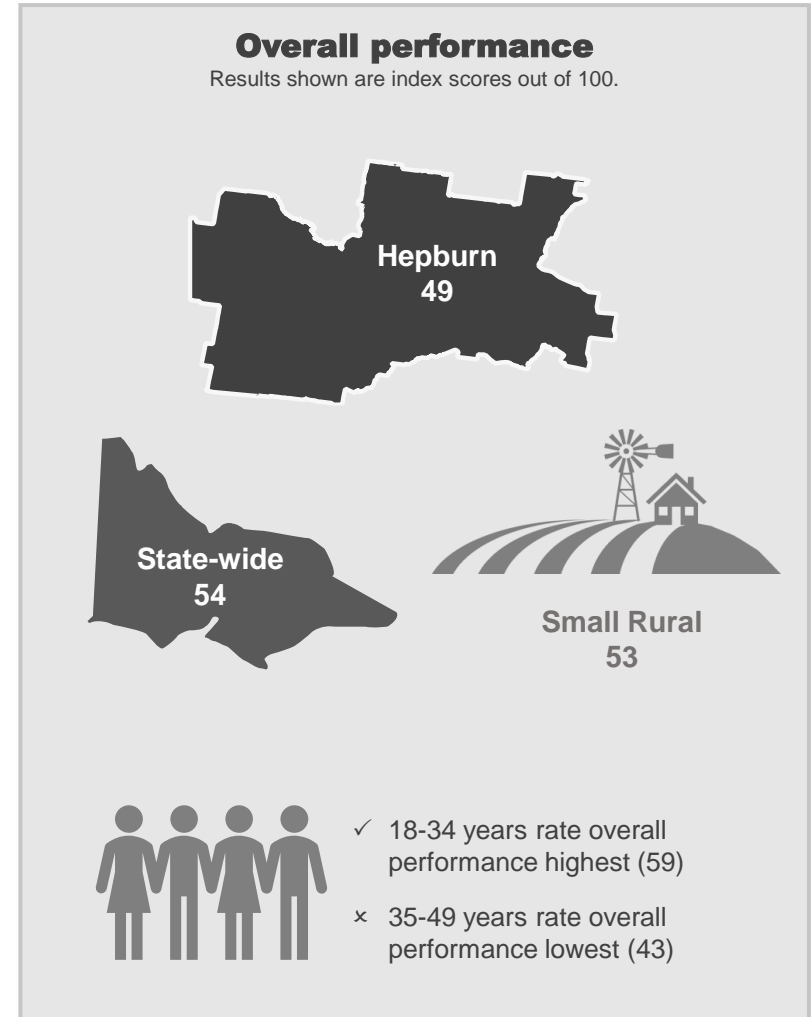
Overall performance

The overall performance index score of 49 for Hepburn Shire Council is unchanged from the 2023 result, after having fluctuated significantly over the years prior.

Council's overall performance remains rated statistically significantly lower (at the 95% confidence interval) than both the Small Rural group and State-wide averages (index scores of 53 and 54 respectively).

- Overall performance is rated significantly higher than average among residents aged 18 to 34 years (index score of 59) and significantly lower among those aged 39 to 45 years (index score of 43).
- While perceptions do not significantly differ from the average by geography, ratings are highest among residents in the Creswick Ward and Coliban Wards (both with an index score of 51) and remain lowest among those in the Birch Ward (index score of 46).

One in five residents (21%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. Almost twice as many rate Council as 'very poor' or 'poor' (39%). A further 35% rate Council as 'average' in providing value for money.





Overall performance

2024 overall performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
18-34	59▲	51	46	62	55	57	59	45	62	51
State-wide	54▲	56	59	61	58	60	59	59	59	60
Small Rural	53▲	55	58	60	56	58	56	58	57	59
Creswick Ward	51	52	46	56	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	51	61	55	53	n/a	n/a	n/a	n/a	n/a	n/a
Women	50	51	48	54	44	56	52	49	51	48
65+	50	48	49	50	48	58	51	51	50	48
Cameron Ward	50	50	59	60	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	49	49	47	51	45	56	52	46	51	48
Men	49	47	46	48	46	56	52	44	51	48
Holcombe Ward	48	43	45	40	n/a	n/a	n/a	n/a	n/a	n/a
50-64	47	49	45	47	36	53	47	47	47	47
Birch Ward	46	41	39	46	n/a	n/a	n/a	n/a	n/a	n/a
35-49	43▼	50	45	49	44	57	53	41	47	47

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

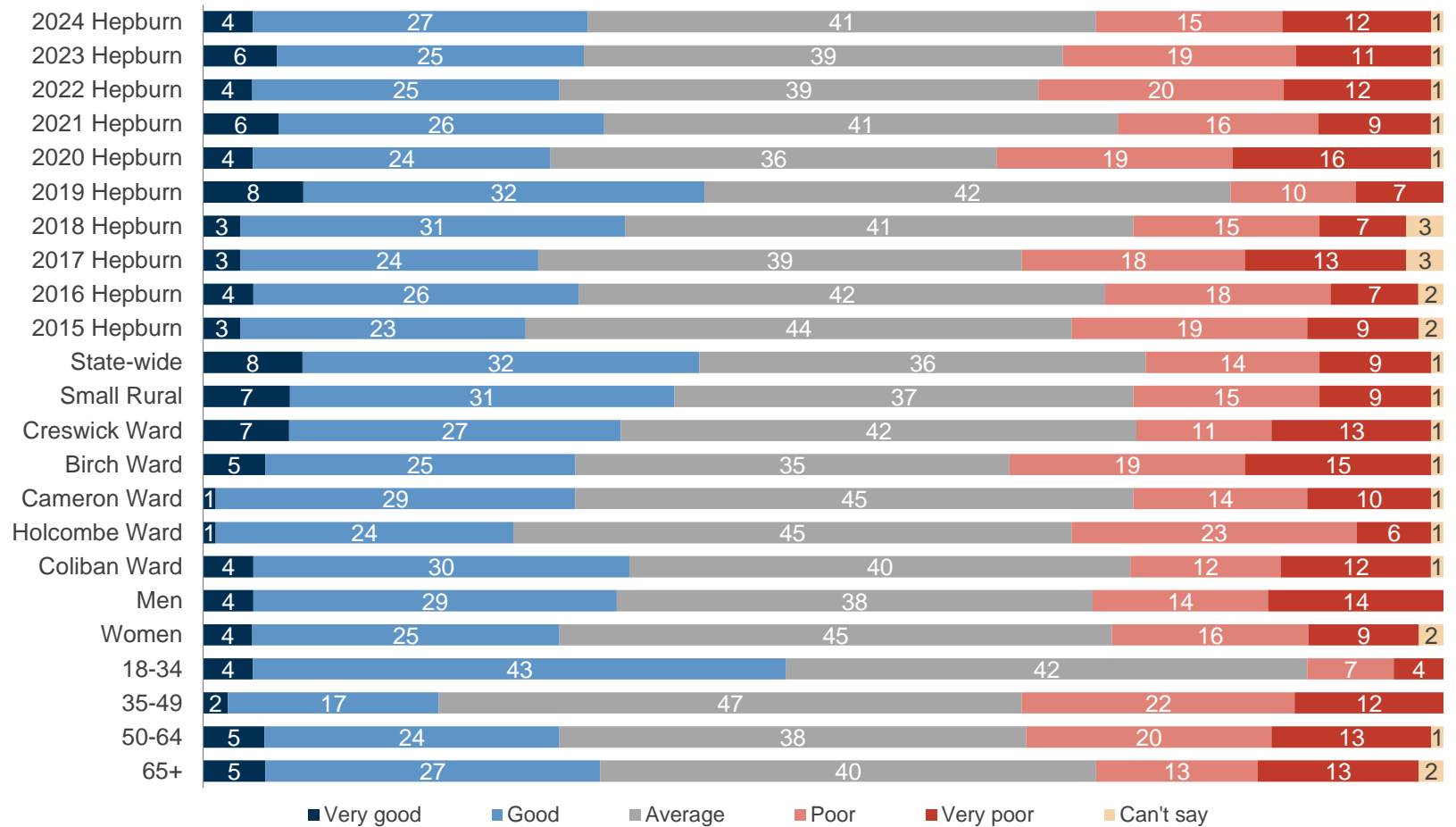
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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



Overall performance

2024 overall performance (%)

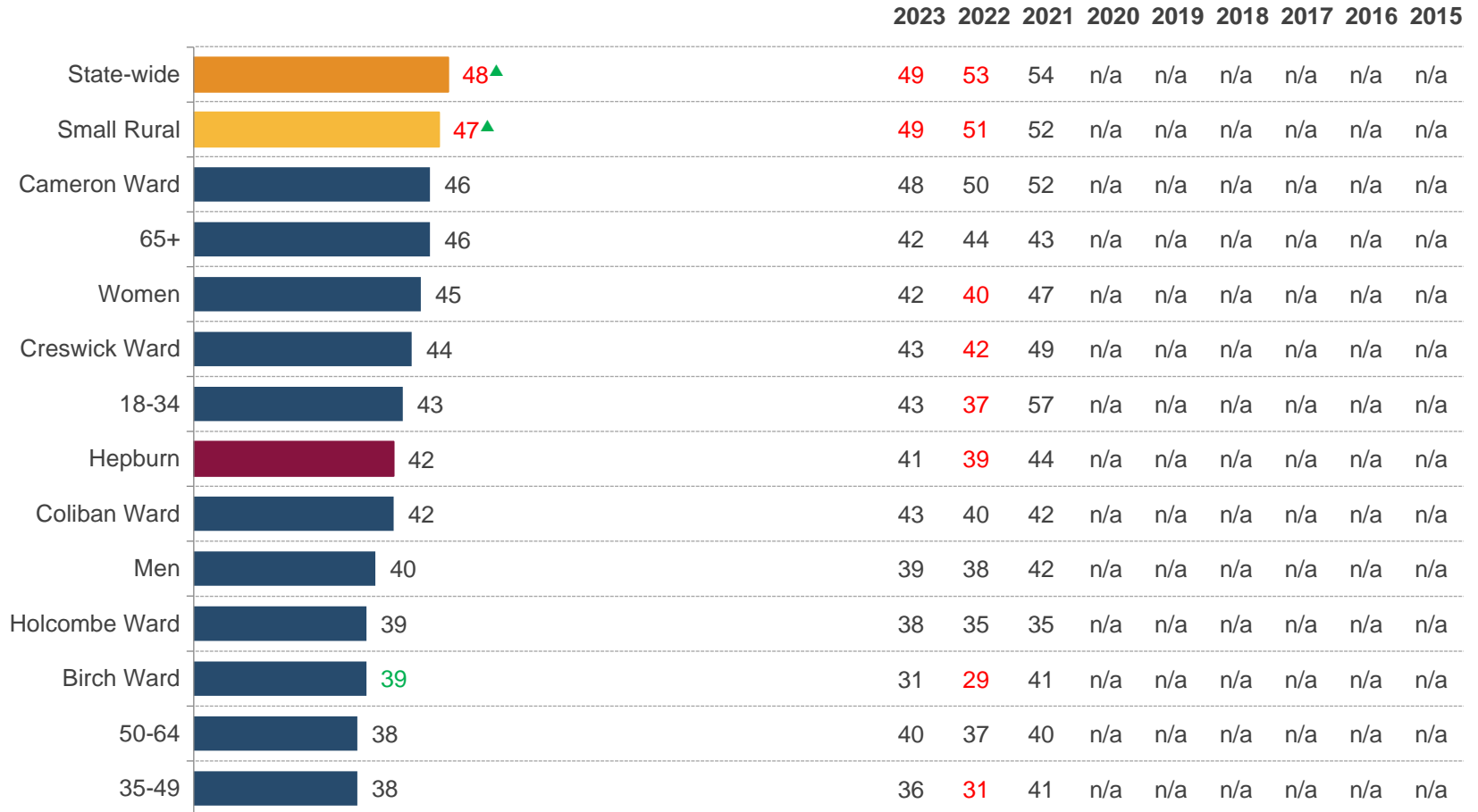


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Hepburn Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19



Value for money in services and infrastructure

2024 value for money (index scores)



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

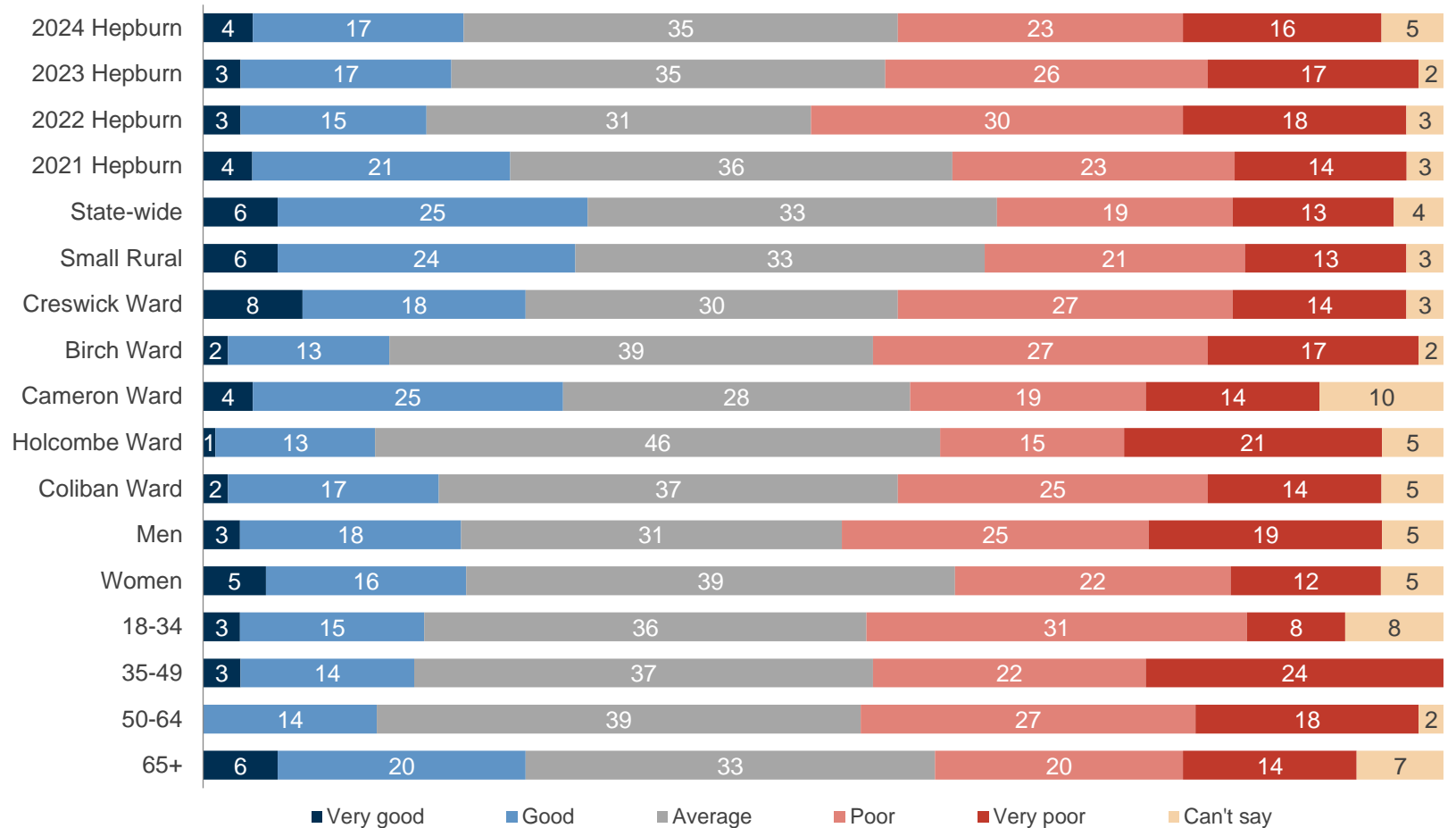
Base: All respondents. Councils asked State-wide: 61 Councils asked group: 19

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



Value for money in services and infrastructure

2024 value for money (%)



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

Base: All respondents. Councils asked State-wide: 61 Councils asked group: 19



Top performing service areas

Waste management (index score of 65) remains the area where Council performs best. Ratings of this area are now at their highest to-date. Council performs in line with the Small Rural group and State-wide averages on this service area.

The appearance of public areas is Council's next highest rated service area (index score of 60, up a significant four points from 2023), followed by tourism development and recreational facilities (both with an index score of 61, the latter up a significant four points).

- Council's strong performance in the aforementioned areas is further affirmed by the fact that tourism, waste management, public areas, recreational / sporting facilities, and parks / gardens are cited among the best things about Council.

Council performs in line with the Small Rural group and State-wide averages on tourism development, but performs significantly lower than both group averages on the appearance of public areas and recreational facilities, despite significant improvements in both service areas.

- Contributing to these improvements are significantly increased ratings among Birch Ward residents and 35 to 54 year olds, signalling Council should next focus on bolstering perceptions among 50 to 64 year old residents and those in the Cameron Ward, where ratings are below average.





Low performing service areas



Council rates lowest – relative to its performance in other areas – in the area of sealed local roads (index score of 29).

Council continues to rate lowest in the condition of sealed local roads (index score of 29 – down a significant four points on 2023). Planning and building permits (index score of 35) is Council's next lowest rated service area. Here again, ratings saw a significant four-point decline in 2024.

- After three consecutive years of decline, Council's rated performance in both areas are at series-lows.
- Council performs significantly below the Small Rural group and State-wide averages in both areas.

The ongoing need to raise performance in these service areas is reinforced by the fact that 18% of residents identify sealed road maintenance as the area that Council needs to improve the most, and 9% nominate town planning / permits / red tape.

Sealed local roads, and planning and building permits, are both shown to have a moderate to strong influence on Council's overall performance rating, so it will be important to address residents' concerns regarding these service areas to bolster overall community opinion moving forward.

- Cameron Ward residents rate Council significantly below average on sealed local roads (index score of 22), suggesting Council should prioritise improvements in this geographic area moving forward.



Individual service area performance

2024 individual service area performance (index scores)

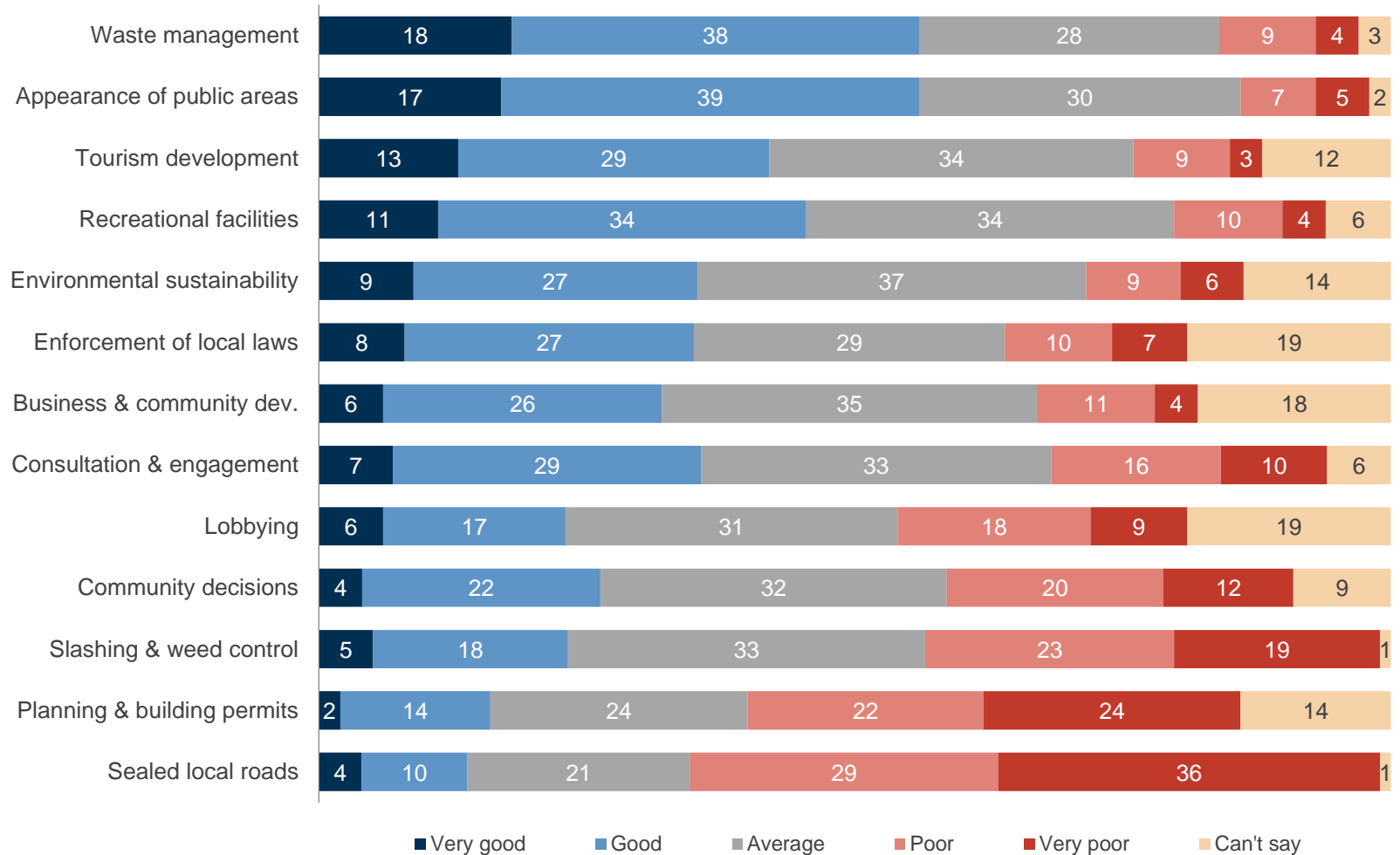
	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Waste management	65	64	61	61	54	64	n/a	n/a	n/a	n/a
Appearance of public areas	64	60	62	67	64	67	n/a	n/a	n/a	n/a
Tourism development	61	62	63	63	63	69	n/a	n/a	n/a	n/a
Recreational facilities	61	57	59	60	61	62	n/a	n/a	n/a	n/a
Environmental sustainability	57	56	54	55	50	59	n/a	n/a	n/a	n/a
Enforcement of local laws	56	53	55	57	53	57	n/a	n/a	n/a	n/a
Business & community dev.	56	54	51	55	55	60	n/a	n/a	n/a	n/a
Consultation & engagement	52	46	44	44	41	51	50	47	49	43
Lobbying	48	44	44	45	40	51	51	48	49	47
Community decisions	46	42	41	44	38	52	49	45	48	43
Slashing & weed control	42	39	42	44	37	48	n/a	n/a	n/a	n/a
Planning & building permits	35	39	40	44	41	49	n/a	n/a	n/a	n/a
Sealed local roads	29	33	39	47	44	50	46	37	43	43

Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2024 individual service area performance (%)



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19



Individual service area importance

2024 individual service area importance (index scores)

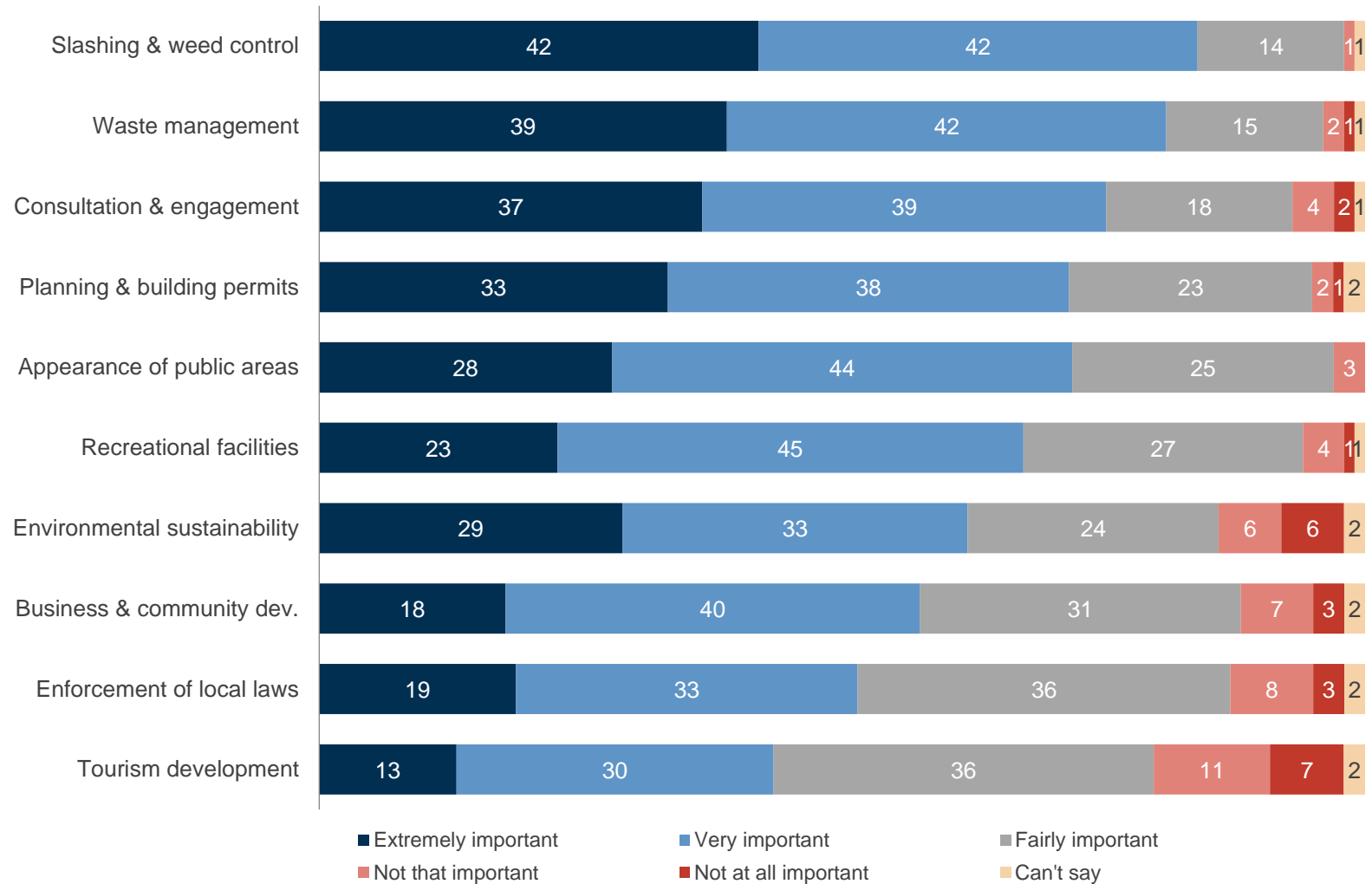
	2023	2022	2021	2020	2019	2018	2017	2016	2015
Slashing & weed control	82	81	82	80	78	n/a	n/a	n/a	n/a
Waste management	79	81	82	80	81	n/a	n/a	n/a	n/a
Consultation & engagement	76	79	79	n/a	n/a	n/a	n/a	n/a	n/a
Planning & building permits	76	73	73	70	72	n/a	n/a	n/a	n/a
Appearance of public areas	74	74	75	72	72	n/a	n/a	n/a	n/a
Recreational facilities	71	72	74	69	72	n/a	n/a	n/a	n/a
Environmental sustainability	69	72	75	74	75	n/a	n/a	n/a	n/a
Business & community dev.	66	67	67	68	70	n/a	n/a	n/a	n/a
Enforcement of local laws	65	62	67	60	68	n/a	n/a	n/a	n/a
Tourism development	58	58	60	58	61	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: 27 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Individual service area importance

2024 individual service area importance (%)

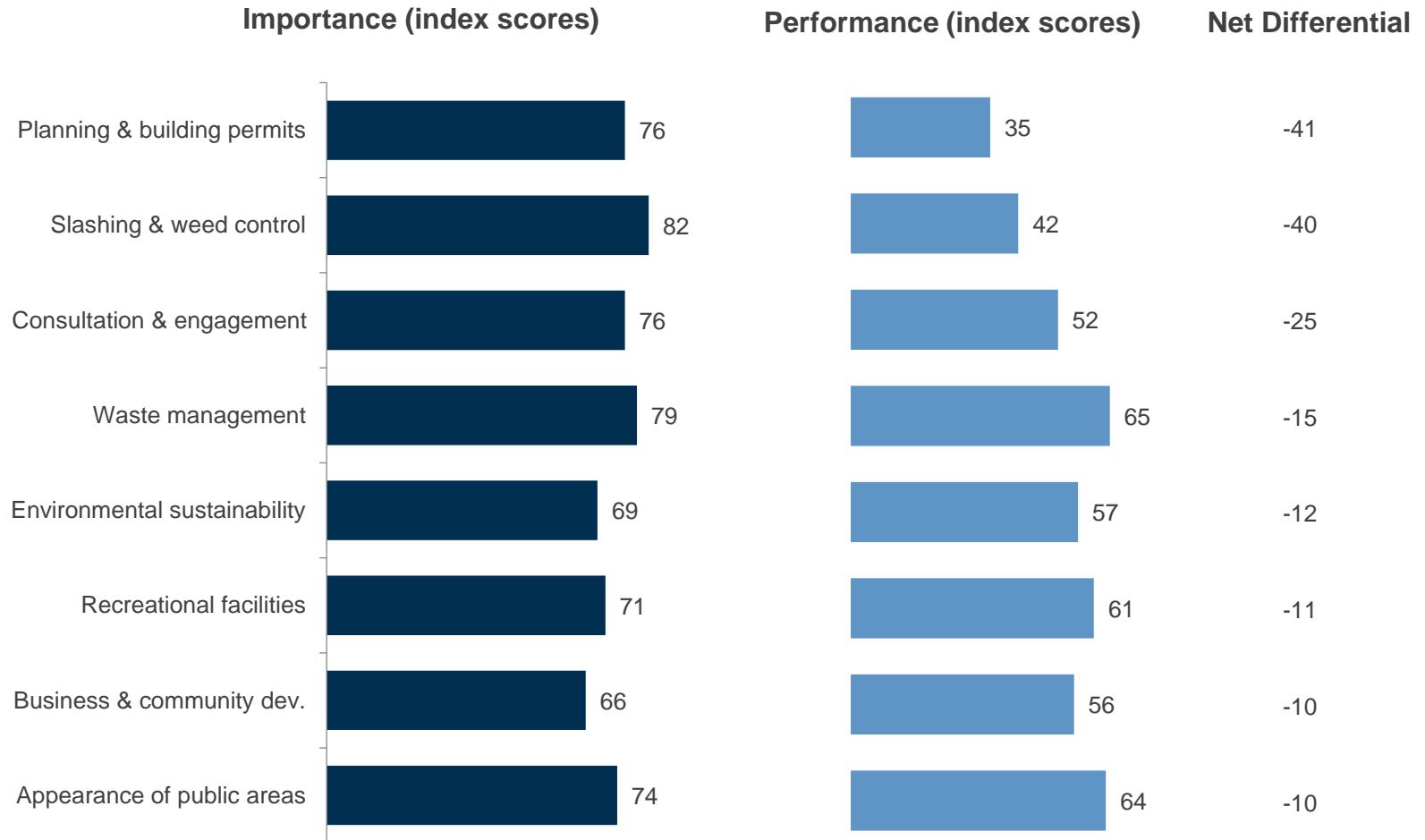


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 6



Individual service areas importance vs performance

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



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



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council performance. Currently, this is one of Council's poorer performing areas (index score of 46).

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

- Lobbying on behalf of the community
- Planning and building permits
- Community consultation and engagement
- Roadside slashing and weed control
- The condition of sealed local roads.

Looking at these key service areas only, Council performs above average on community consultation (index score of 52), which is a moderate influence on the overall performance rating.

Maintaining this positive result should remain a focus – but there is greater work to be done elsewhere.

In addition to Council decision making, areas most in need of attention are its sealed roads, and planning and building permits, which have low performance index scores (29 and 35 respectively), and roadside slashing and weed control, and lobbying, which are also rated as below average (index scores of 42 and 48 respectively).

Council's lobbying practices, and planning and building permits are strong influences on community ratings of overall performance.

It will be important to attend to the maintenance of sealed roads and roadside areas, and to address resident concerns around Council's advocacy efforts and permit processes, to help improve overall ratings of Council performance.



Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

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

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



Influence on overall performance: all service areas

2024 regression analysis (all service areas)

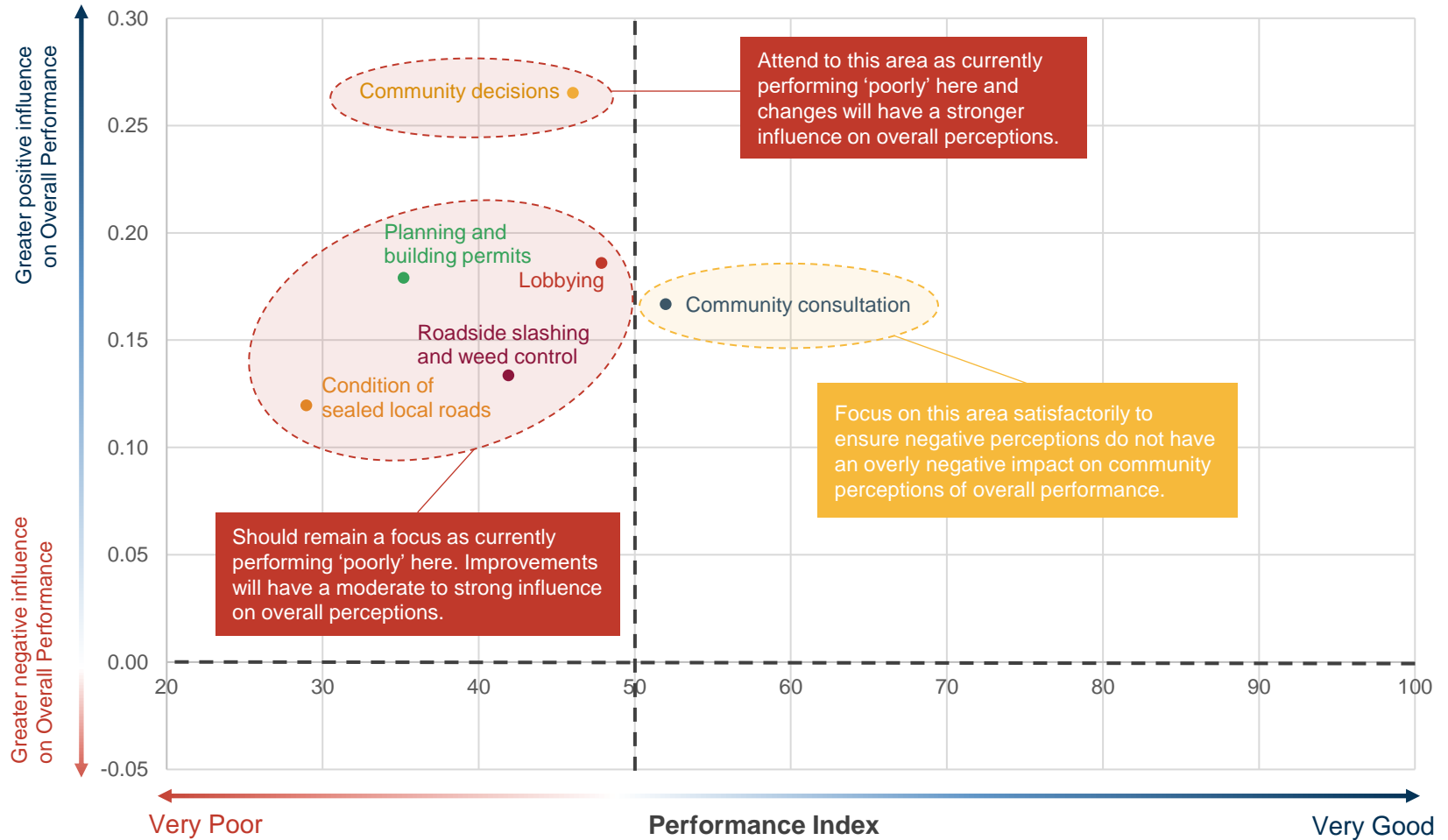


The multiple regression analysis model above (all service areas) has an R^2 value of 0.582 and adjusted R^2 value of 0.568, which means that 57% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 41.41$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2024 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R² value of 0.570 and adjusted R² value of 0.563, 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 = 86.67.



Best things about Council and areas for improvement

2024 best things about Council (%)
- Top mentions only -



2024 areas for improvement (%)
- Top mentions only -



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

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

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

Base: All respondents. Councils asked State-wide: 49 Councils asked group: 14

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



Customer service



Contact with council and customer service

Contact with council

More than two thirds of households (68%) have had contact with Hepburn Shire Council in the last 12 months – three percentage points lower than last year. Rate of contact is highest among residents aged 35 to 49 years (77%) and lowest among those aged 65 years and over (59%, significantly lower than average).

Telephone remains the most common method of contact with Council (36%), followed by in person (33%) and email (26%).



Among those residents who have had contact with Council, 61% provide a positive customer service rating of 'very good' or 'good', including 28% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 64 is comparable to the 2023 result (66). Council's customer service is rated in line with the State-wide and Small Rural group averages (index scores of 67 and 66 respectively).

- Customer service ratings are highest among Coliban Ward residents (index score of 73) and lowest among those in the Cameron Ward (57).
- Of note, customer service ratings among 50 to 64 year old residents declined by a significant 15 index points in the last year, from their highest-recorded rating down to their lowest-recorded rating in the current evaluation. Given they have a relatively high rate of contact but are among the cohorts with the least positive perceptions of its overall performance, Council should focus on recovering perceptions of its customer service among these residents in the year ahead.

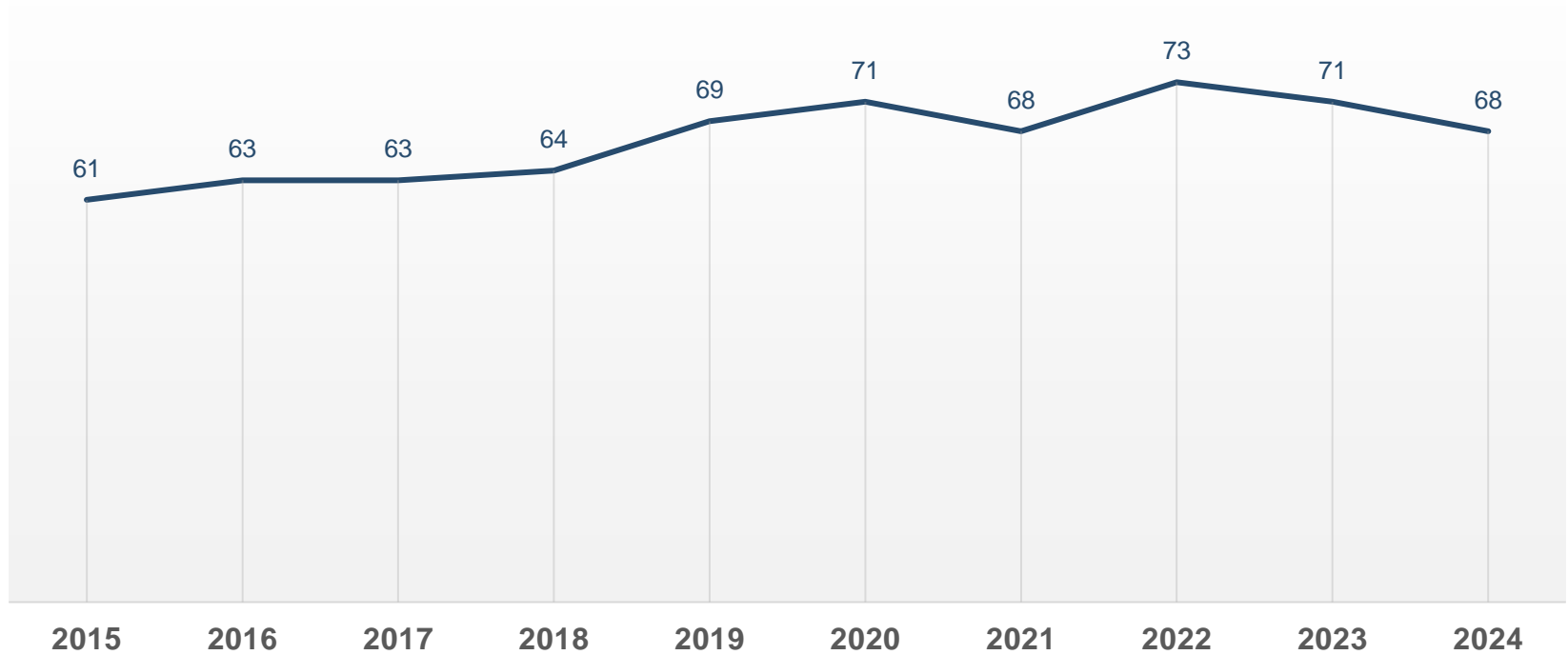
Ratings of Council's customer service remain highest among those who interact with Council in person (index score of 76 – now a series-high result).

- Ratings of customer service are lowest among those who contacted Council via email (index score of 46). Given this channel was used by a quarter of residents, Council should focus some attention on service improvement here.



Contact with council

2024 contact with council (%)
Have had contact



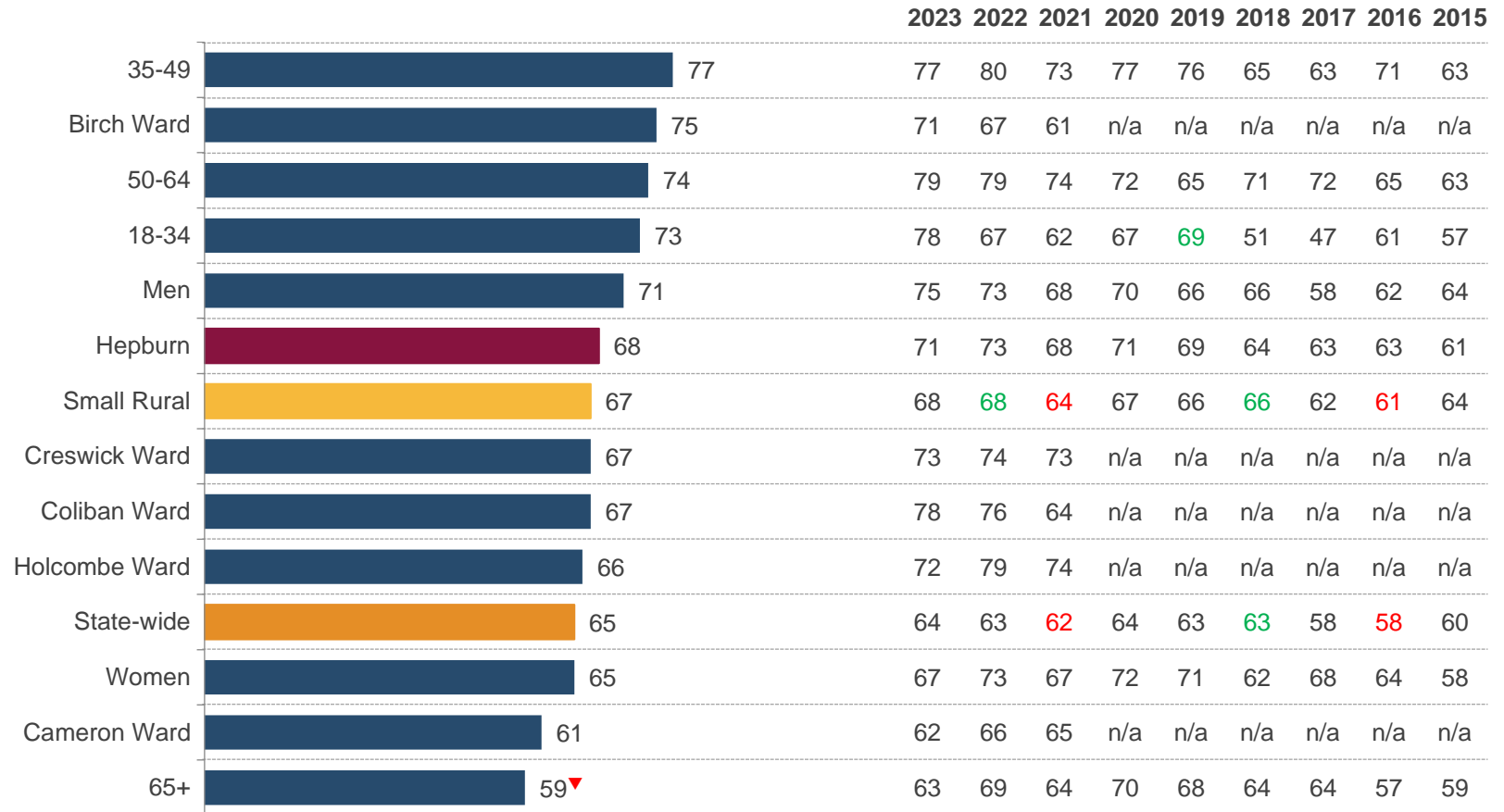
Q5a. Have you or any member of your household had any recent contact with Hepburn Shire Council in any of the following ways?

Base: All respondents. Councils asked State-wide: 26 Councils asked group: 4



Contact with council

2024 contact with council (%)



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

Base: All respondents. Councils asked State-wide: 26 Councils asked group: 4

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



Customer service rating

2024 customer service rating (index scores)

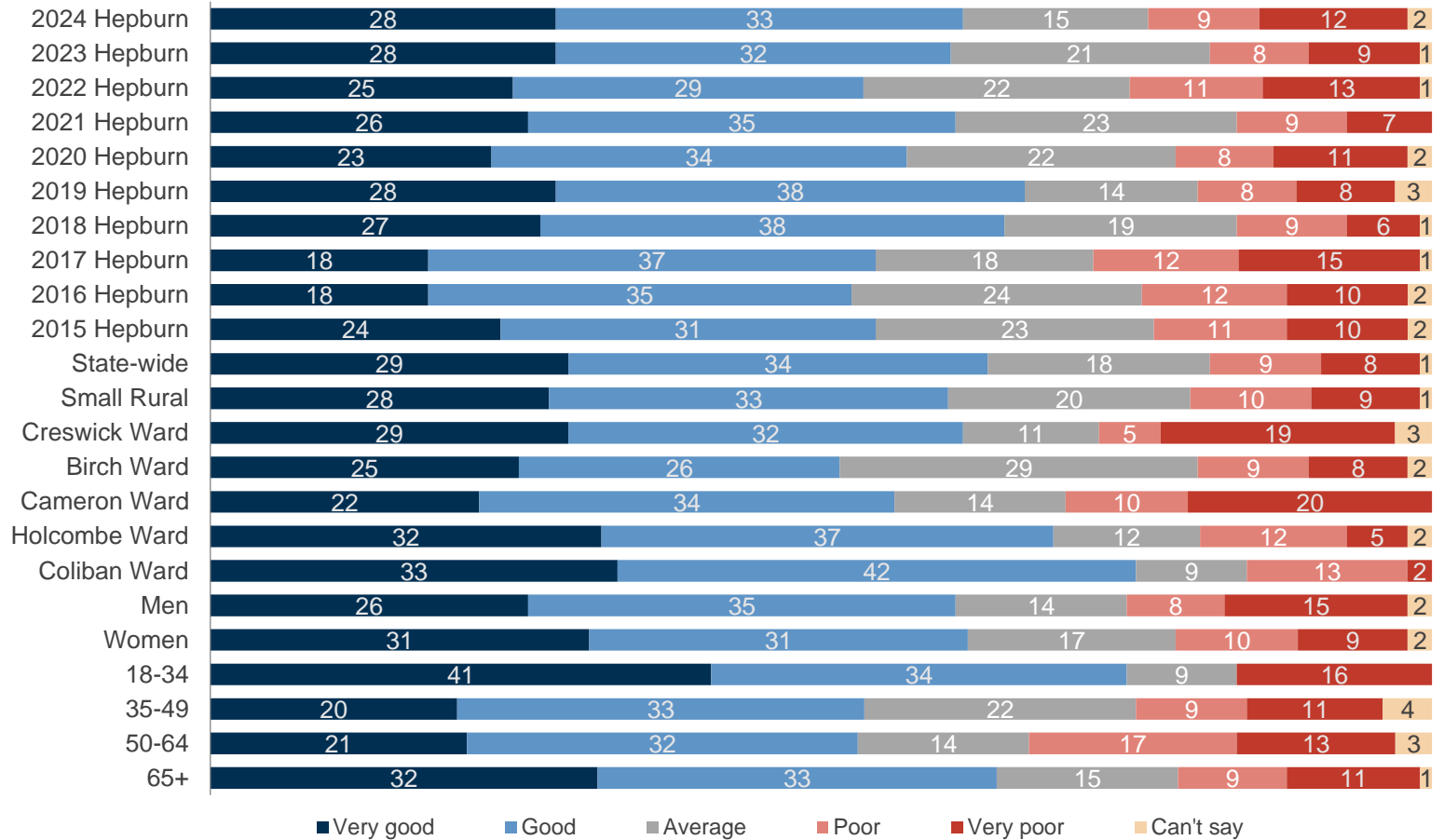
	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Coliban Ward	73	72	64	65	n/a	n/a	n/a	n/a	n/a	
18-34	71	58	48	73	74	75	84	70	57	61
Holcombe Ward	70	65	63	66	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67	67	68	70	70	71	70	69	69	70
Women	67	70	66	69	64	67	66	62	63	66
65+	67	64	64	65	59	70	62	58	63	62
Small Rural	66	65	67	69	70	70	69	69	69	70
Hepburn	64	66	61	66	63	68	67	58	60	62
Birch Ward	63	66	63	68	n/a	n/a	n/a	n/a	n/a	n/a
Men	62	61	56	63	62	69	69	52	56	59
Creswick Ward	62	65	55	63	n/a	n/a	n/a	n/a	n/a	n/a
35-49	61	68	60	66	63	66	73	48	58	66
50-64	58	73	64	64	60	64	62	60	59	60
Cameron Ward	57	60	66	72	n/a	n/a	n/a	n/a	n/a	n/a

Q5c. Thinking of the most recent contact, how would you rate Hepburn 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: 62 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Customer service rating

2024 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Hepburn 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: 62 Councils asked group: 19



Method of contact with council

2024 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



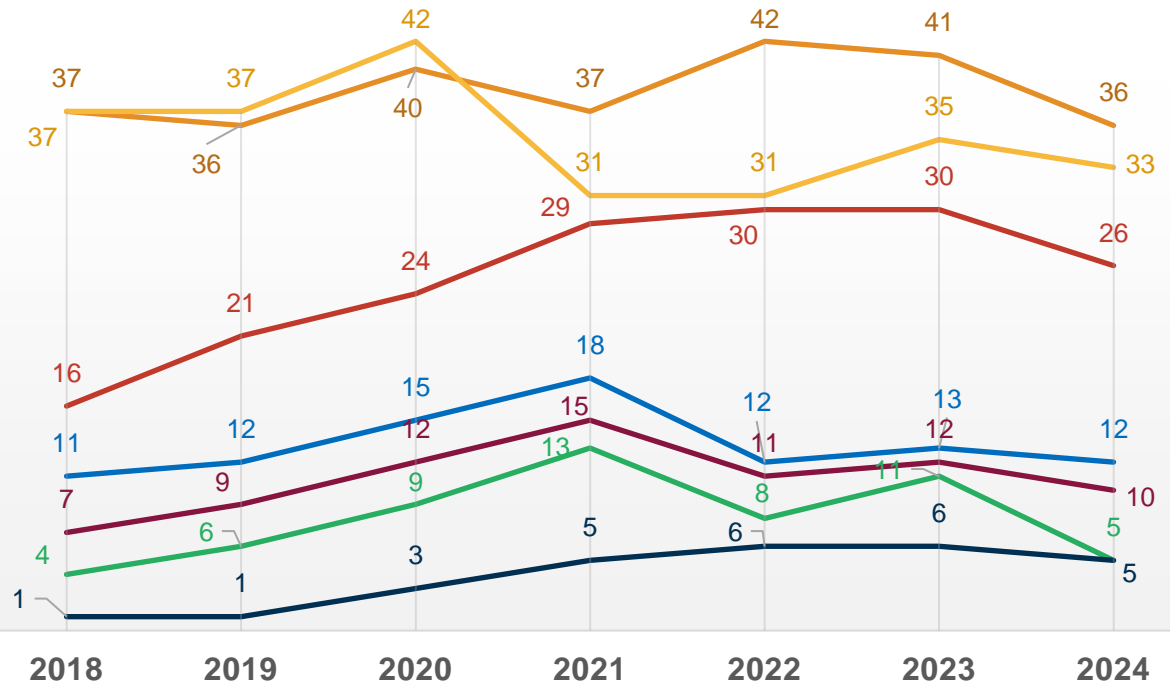
By Email



Via Website



By Social Media



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

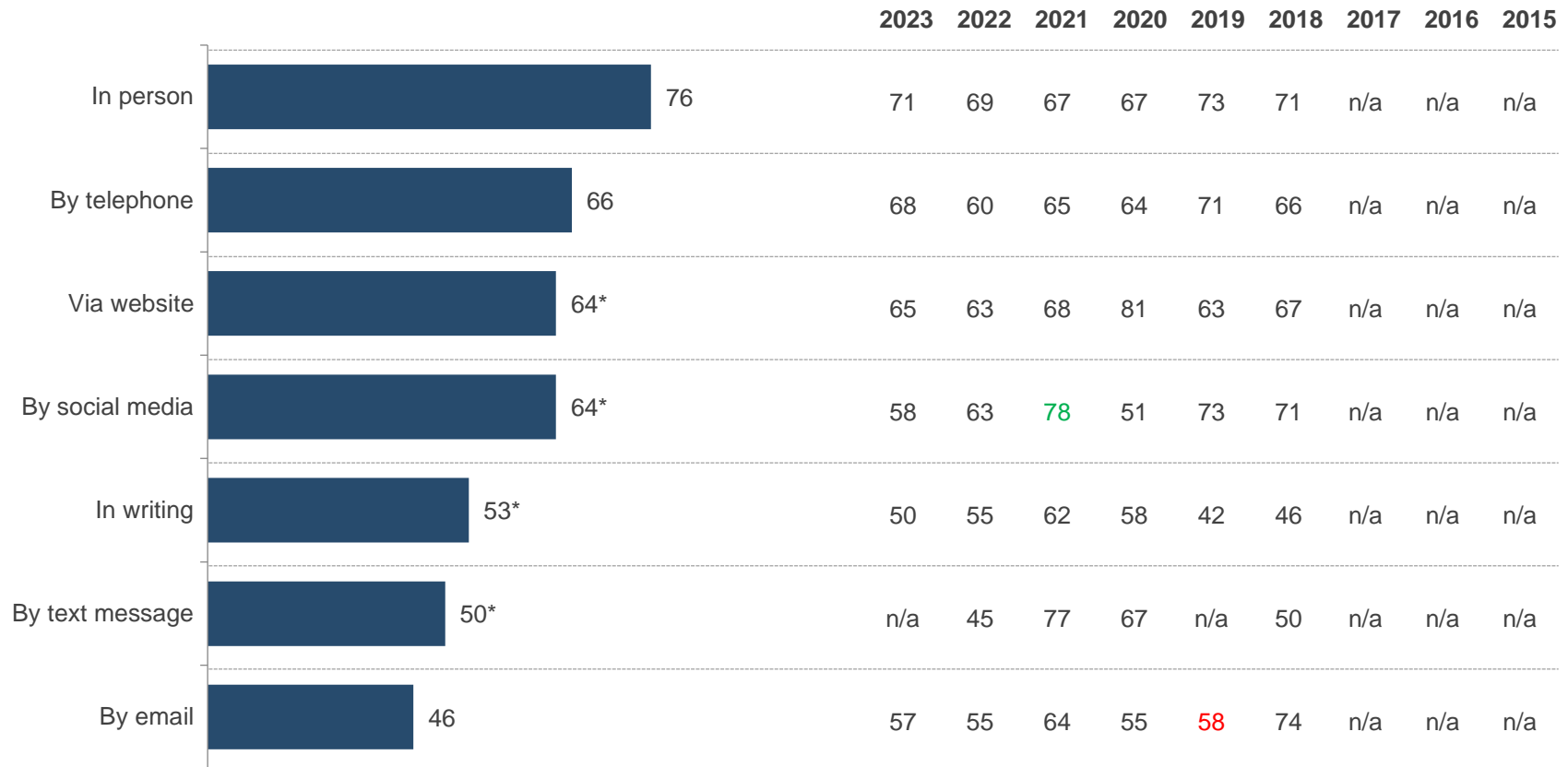
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 4

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



Customer service rating by method of last contact

2024 customer service rating (index score by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Hepburn 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: 26 Councils asked group: 4

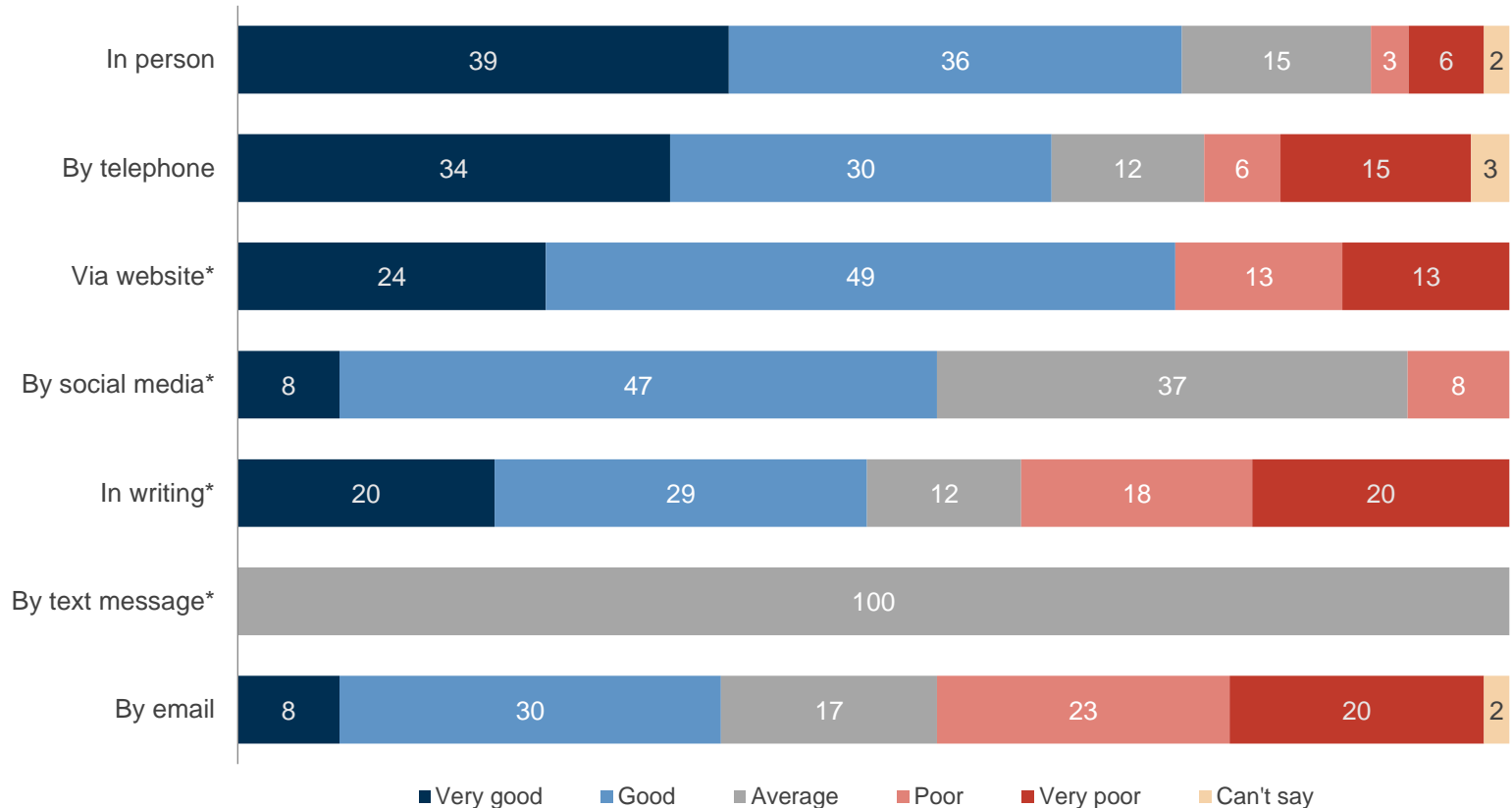
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2024 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Hepburn 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: 26 Councils asked group: 4
 *Caution: small sample size < n=30



Communication

Communication

The preferred form of communication from Hepburn Shire Council about Council news and information and upcoming events is a Council newsletter sent via email (32%), overtaking preference for the mailed format (28%). Preference for mailed newsletters decreased four percentage points in the past year. These forms of communication are far ahead of the next preferred channel, social media (12%).

There are different communications preferences by age group.

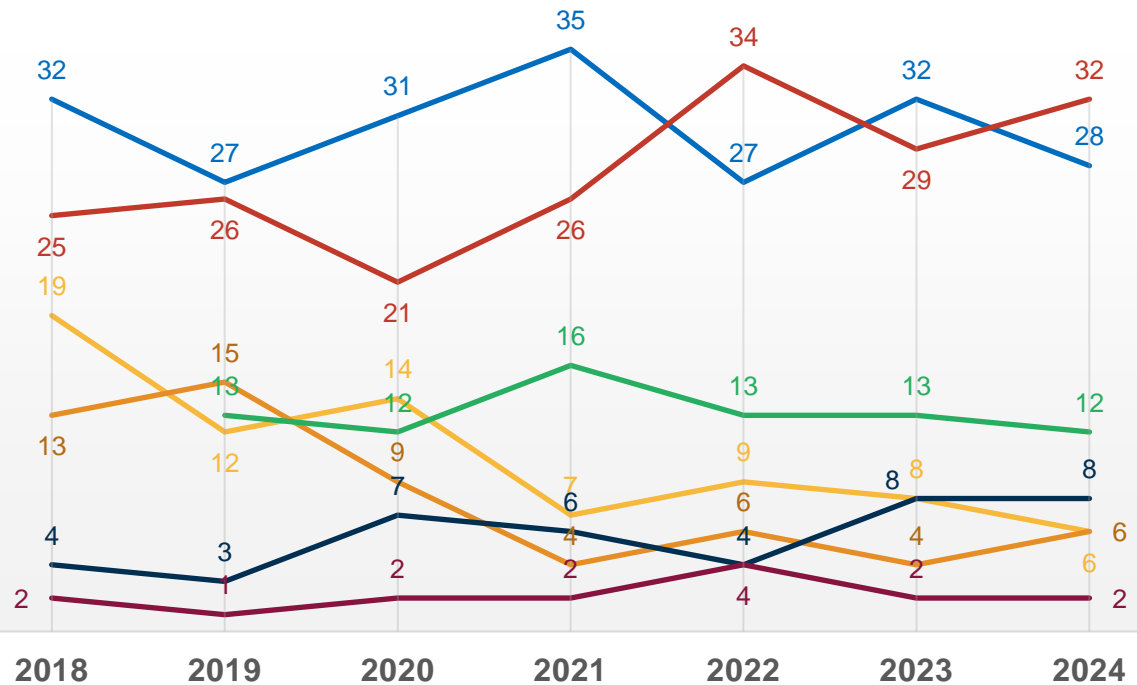
- Among residents aged under 50 years, an emailed newsletter from Council (30%) is preferred, followed by social media (24%), mailed newsletters (18%) and text message (13%).
- Among those aged 50 years and over, a Council newsletter sent via email (33%) or mail (33%) are equally preferred. Preference for other communications channels are much lower (8% of residents prefer advertising in a local newspaper).





Best form of communication

2024 best form of communication (%)

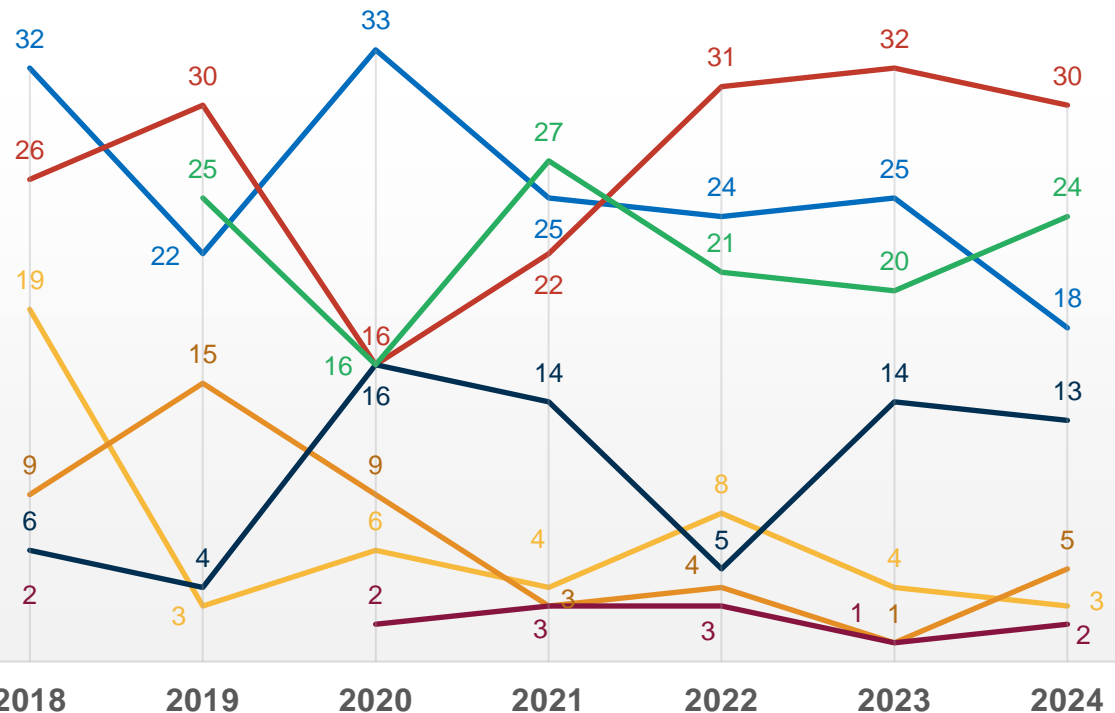


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 11
 Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2024 under 50s best form of communication (%)

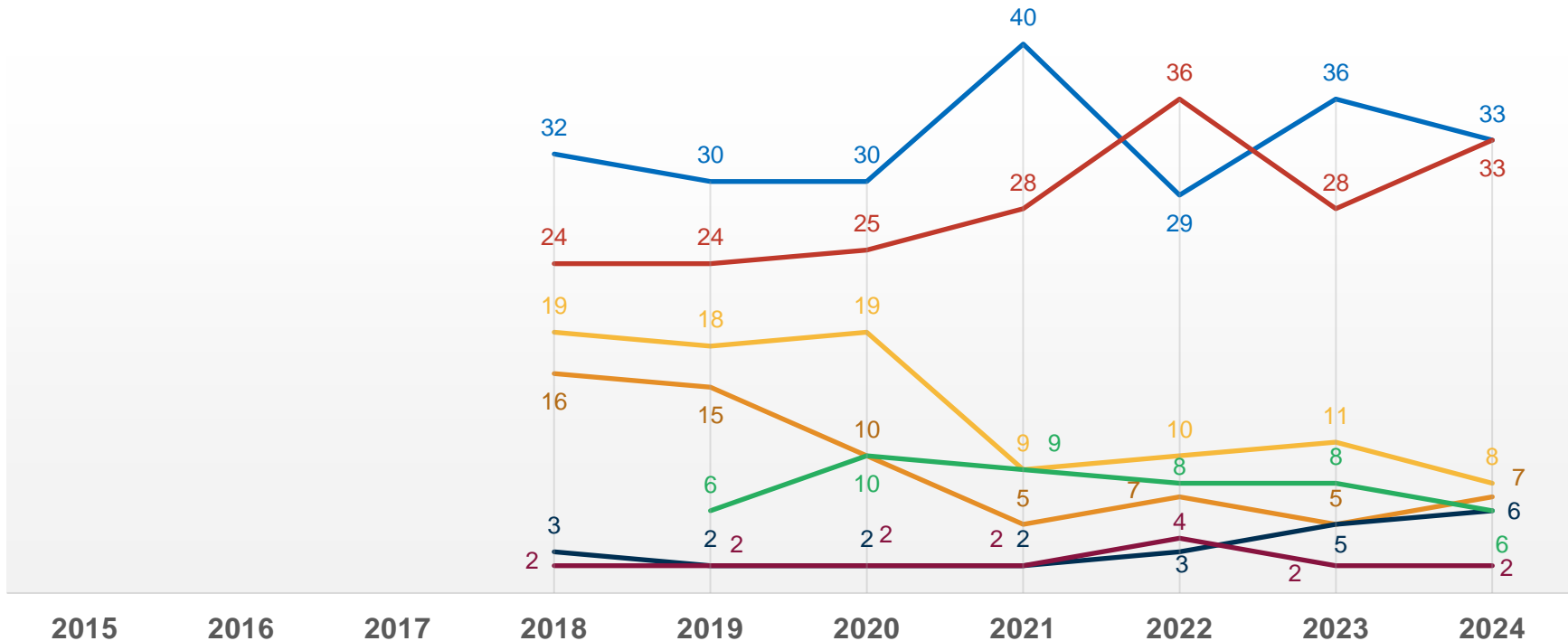


Q13. If Hepburn Shire Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked State-wide: 38 Councils asked group: 11
 Note: 'Social Media' was included in 2019.



Best form of communication: 50+ years

2024 50+ years best form of communication (%)



Q13. If Hepburn 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 50+ years. Councils asked State-wide: 38 Councils asked group: 11
 Note: 'Social Media' was included in 2019.



Council direction



Council direction

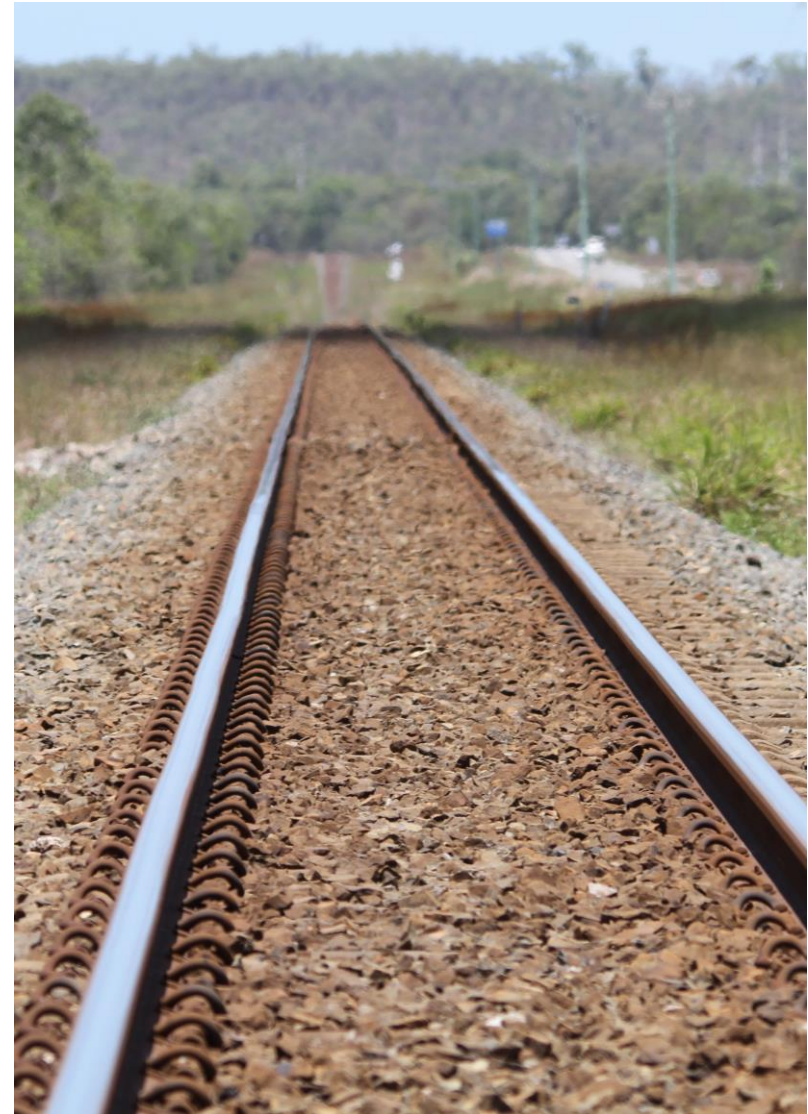
Perceptions of the direction of Hepburn Shire Council's overall performance (index score of 44) is similar to last year. Council performs in line with the Small Rural group and State-wide average (44 and 45 respectively).

Over the last 12 months, 13% believe the direction of Council's overall performance has improved (up two percentage points from 2023).

An increased majority of residents think it has stayed the same (63%, up two percentage points), while a further 24% feel it has deteriorated (compared to 28% in 2023).

- The most satisfied with council direction are residents aged 18 to 34 years (index score of 51). Residents in this demographic are more likely to think Council's overall performance has improved than deteriorated in the last year.
- The least satisfied with council direction are men (index score of 39). Among these residents, more than three times as many think Council's overall performance has deteriorated than think it has improved.

When it comes to the trade-off between rates and Council services, there continues to be a preference for service cuts to maintain current rate levels (52%, up six percentage points) over rate rises to improve services (26%, down two percentage points).





Overall council direction last 12 months

2024 overall council direction (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	41	42	50	41	51	48	48	57	50
Women	44	41	50	36	51	48	52	50	51
Holcombe Ward	38	38	44	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	34	33	48	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	44	42	46	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	59	40	52	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	46	50	53	51	53	52	53	51	53
35-49	43	33	51	32	55	52	44	47	52
Hepburn	41	39	47	36	52	47	48	51	49
Small Rural	47	51	53	50	53	50	52	50	53
65+	38	41	46	39	54	43	49	54	47
50-64	44	38	45	32	47	45	49	45	47
Creswick Ward	38	41	47	n/a	n/a	n/a	n/a	n/a	n/a
Men	38	37	45	36	53	45	43	52	46

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

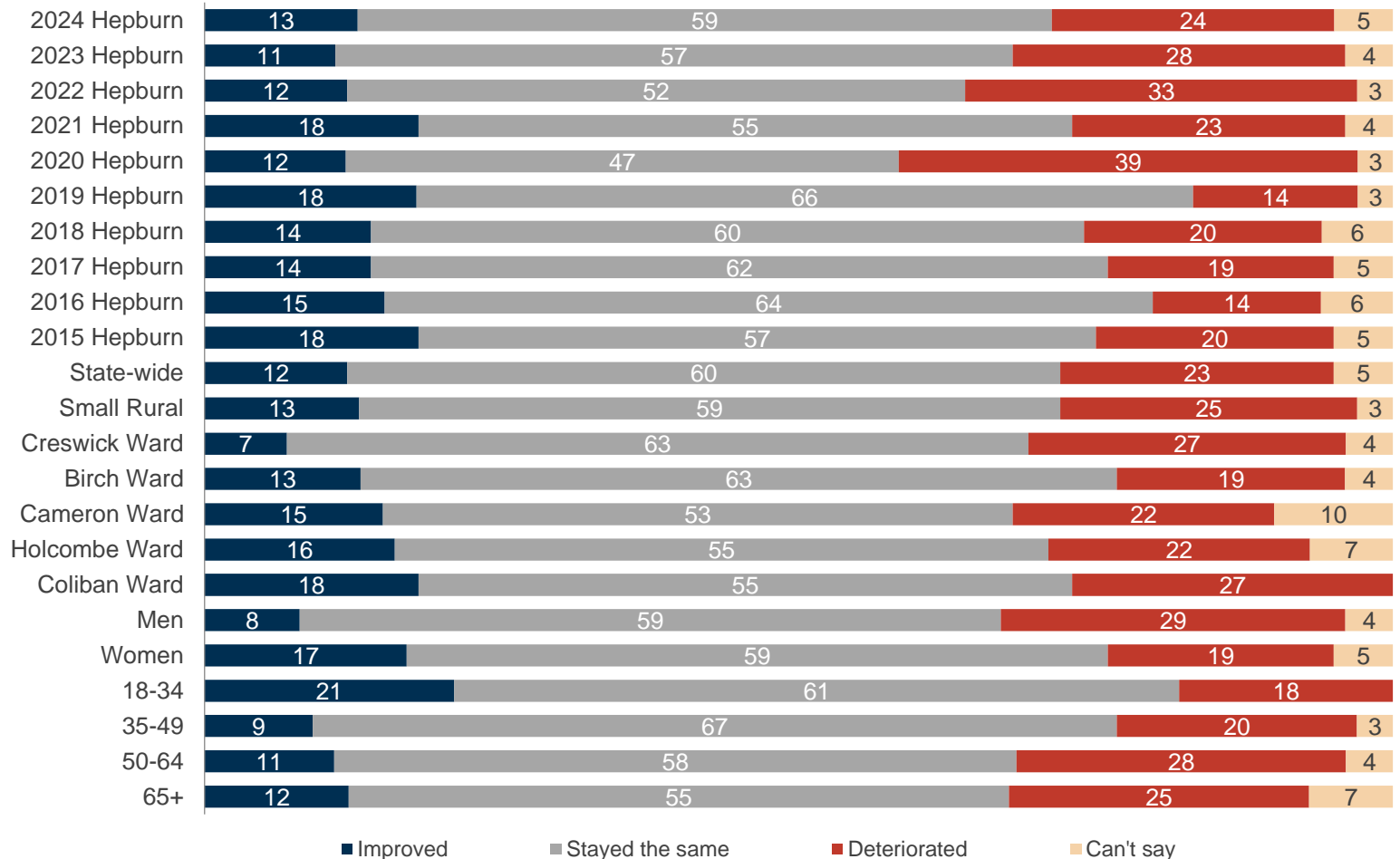
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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



Overall council direction last 12 months

2024 overall council direction (%)

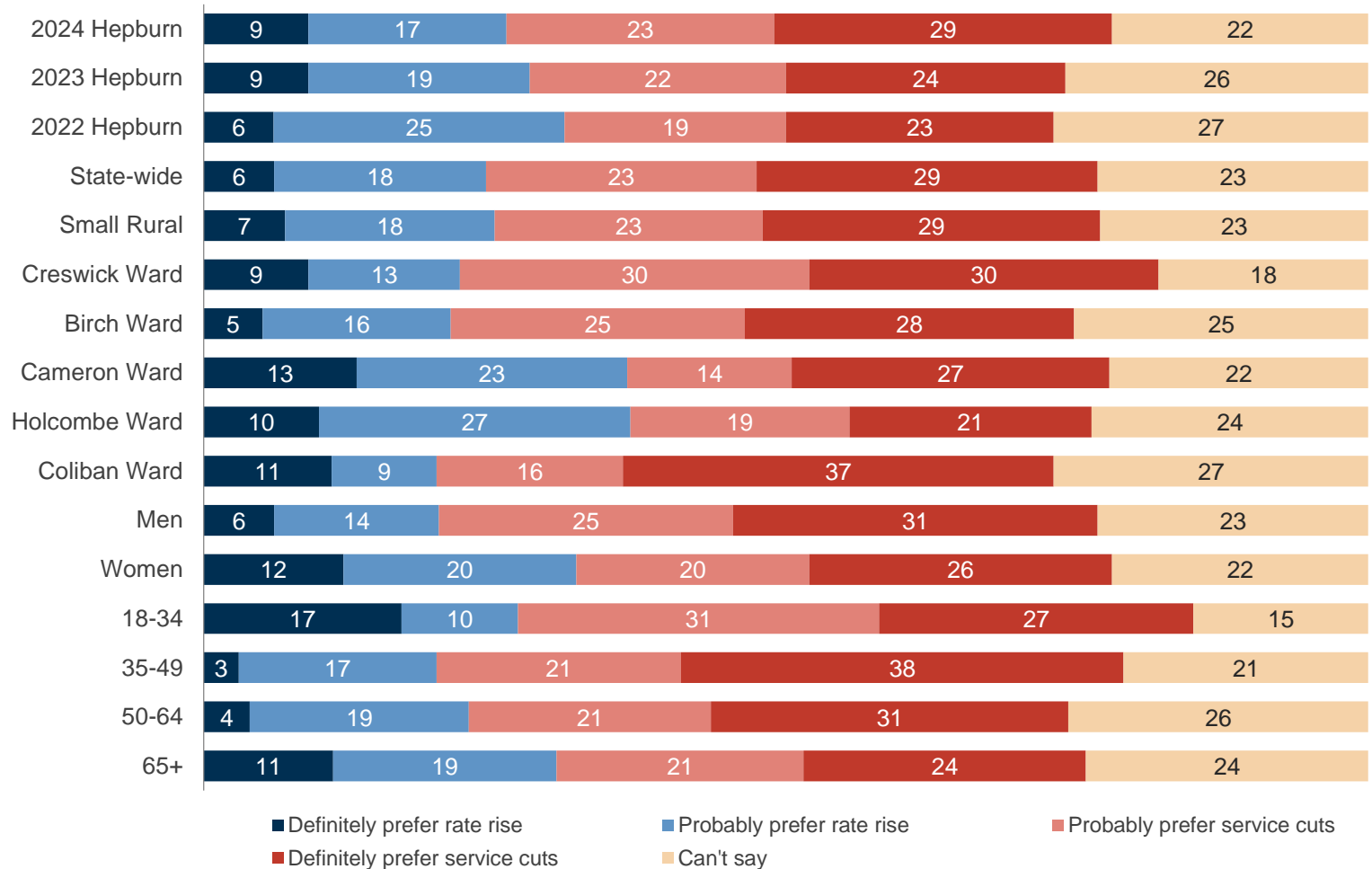


Q6. Over the last 12 months, what is your view of the direction of Hepburn Shire Council's overall performance?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19



Rates / services trade-off

2024 rates / services trade-off (%)



Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?

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

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex data structure. The background of the 'W' is a dark, textured blue.

Individual service areas



Community consultation and engagement importance



2024 consultation and engagement importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Holcombe Ward	80	78	80	81	n/a	n/a	n/a	n/a	n/a
Women	79	81	82	80	n/a	n/a	n/a	n/a	n/a
Birch Ward	79	81	82	80	n/a	n/a	n/a	n/a	n/a
Coliban Ward	78	76	80	81	n/a	n/a	n/a	n/a	n/a
35-49	78	82	81	84	n/a	n/a	n/a	n/a	n/a
65+	78	77	77	78	n/a	n/a	n/a	n/a	n/a
50-64	77	77	82	81	n/a	n/a	n/a	n/a	n/a
Small Rural	77	77	78	77	76	76	74	75	77
Hepburn	76	78	79	79	n/a	n/a	n/a	n/a	n/a
State-wide	76	76	76	75	74	74	74	74	75
Cameron Ward	74	75	76	80	n/a	n/a	n/a	n/a	n/a
Men	73	75	76	78	n/a	n/a	n/a	n/a	n/a
Creswick Ward	73	79	77	76	n/a	n/a	n/a	n/a	n/a
18-34	70	77	76	72	n/a	n/a	n/a	n/a	n/a

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

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

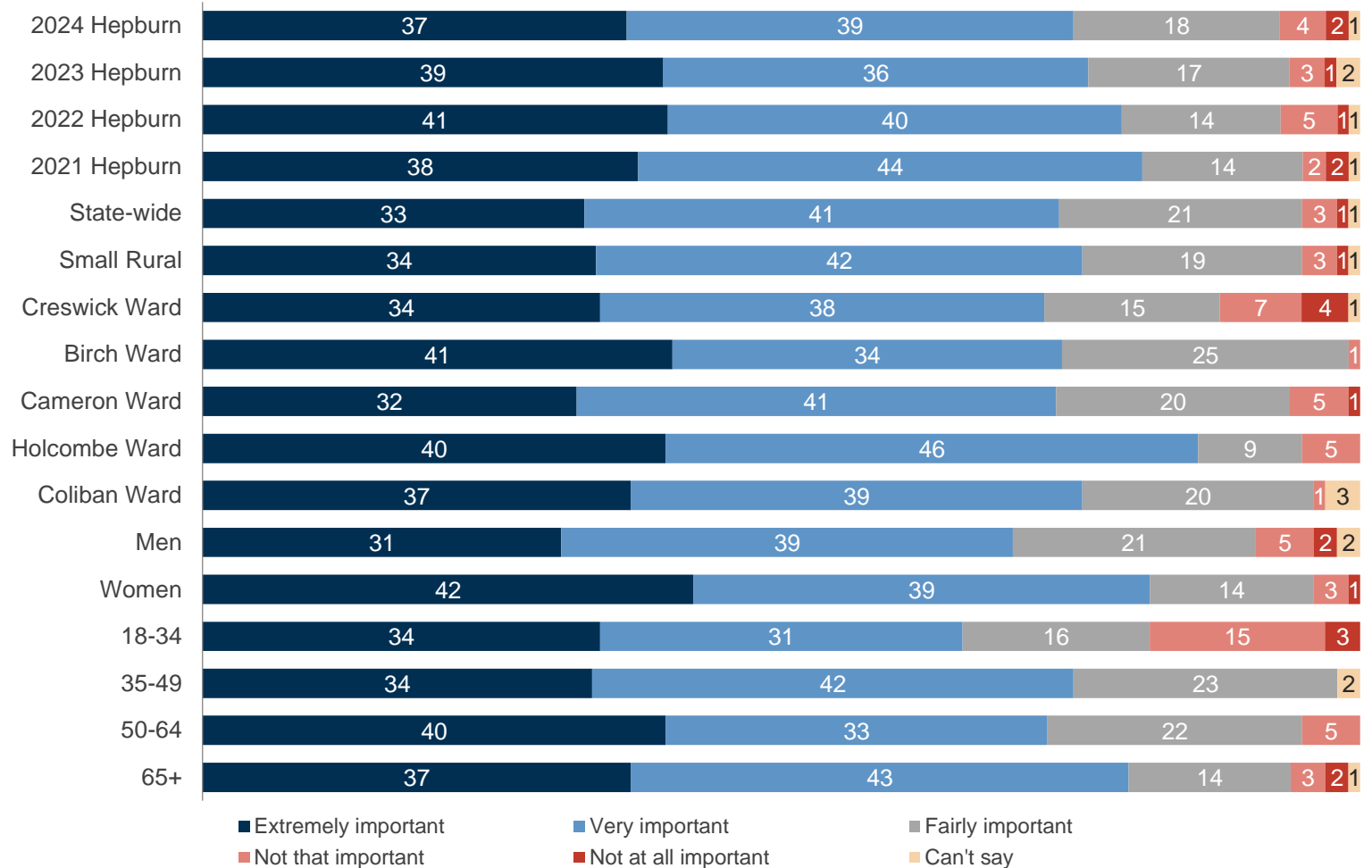
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2024 consultation and engagement importance (%)



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 5



Community consultation and engagement performance



2024 consultation and engagement performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
18-34	64▲	53	46	53	47	59	56	47	60	39
Holcombe Ward	55	44	38	38	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	55	58	51	45	n/a	n/a	n/a	n/a	n/a	n/a
Women	52	48	44	47	40	53	50	49	50	43
Hepburn	52	46	44	44	41	51	50	47	49	43
35-49	52	50	47	42	41	49	54	43	45	46
Men	52	44	44	42	42	48	50	46	49	43
Birch Ward	52	38	31	41	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	52	47	49	46	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	51	53	54	56	54	56	54	55	55	56
State-wide	51	52	54	56	55	56	55	55	54	56
65+	50	44	41	42	42	50	46	50	49	43
50-64	48	43	45	44	35	47	46	49	47	43
Cameron Ward	48	49	57	53	n/a	n/a	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

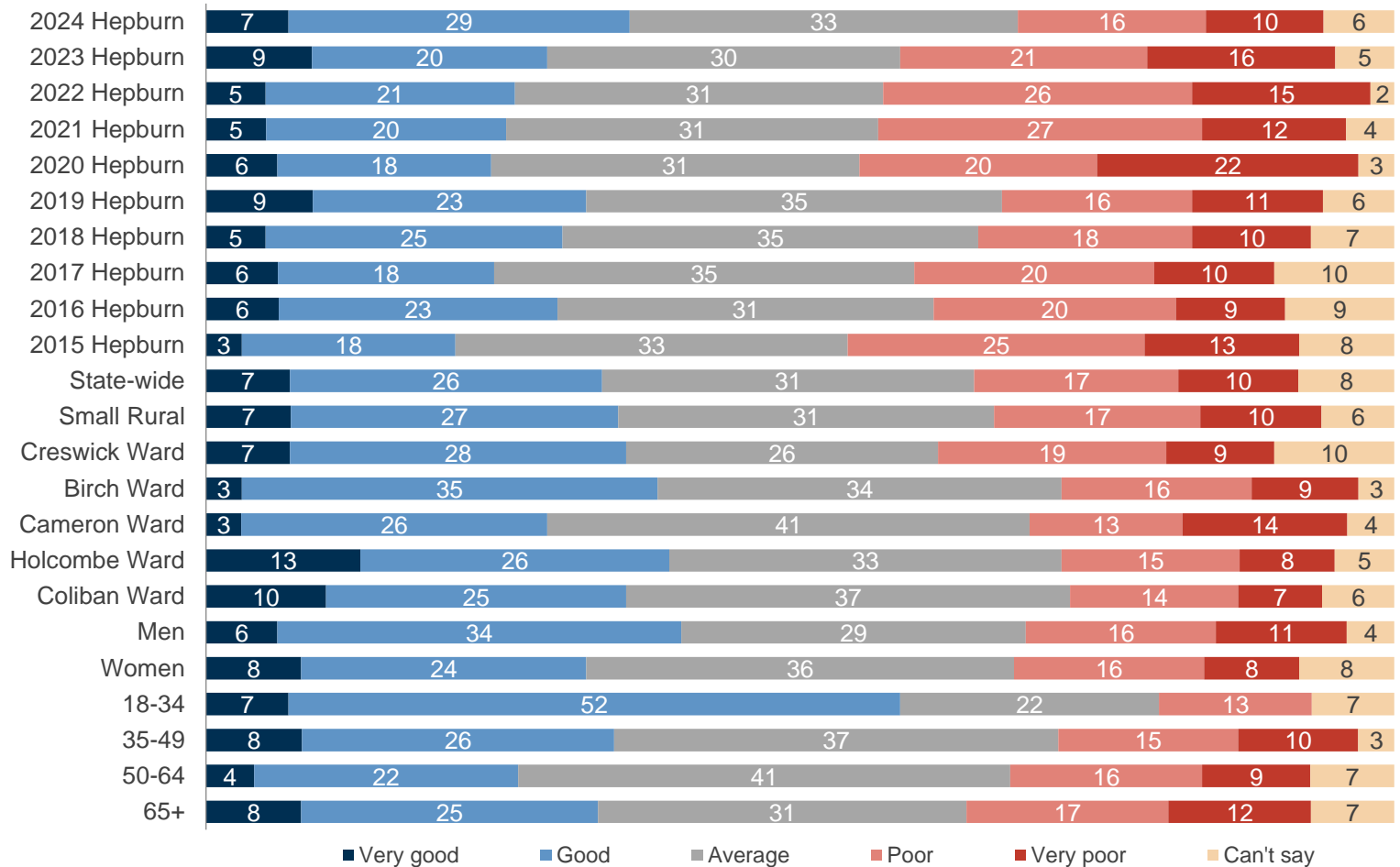
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2024 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: 62 Councils asked group: 19



Lobbying on behalf of the community performance



2024 lobbying performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	45	42	53	49	62	57	50	59	46
Coliban Ward	52	50	44	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	52	54	55	52	55	53	55	54	56
State-wide	51	53	55	53	54	54	54	53	55
Women	45	43	46	40	51	48	48	49	47
Hepburn	44	44	45	40	51	51	48	49	47
65+	42	45	44	41	49	50	51	50	49
Cameron Ward	45	56	52	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	48	48	47	n/a	n/a	n/a	n/a	n/a	n/a
50-64	47	45	43	34	48	46	45	49	45
Birch Ward	35	35	40	n/a	n/a	n/a	n/a	n/a	n/a
Men	43	45	43	40	50	53	47	50	46
Holcombe Ward	40	38	40	n/a	n/a	n/a	n/a	n/a	n/a
35-49	44	43	40	38	49	51	44	41	47

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

Base: All respondents. Councils asked State-wide: 46 Councils asked group: 14

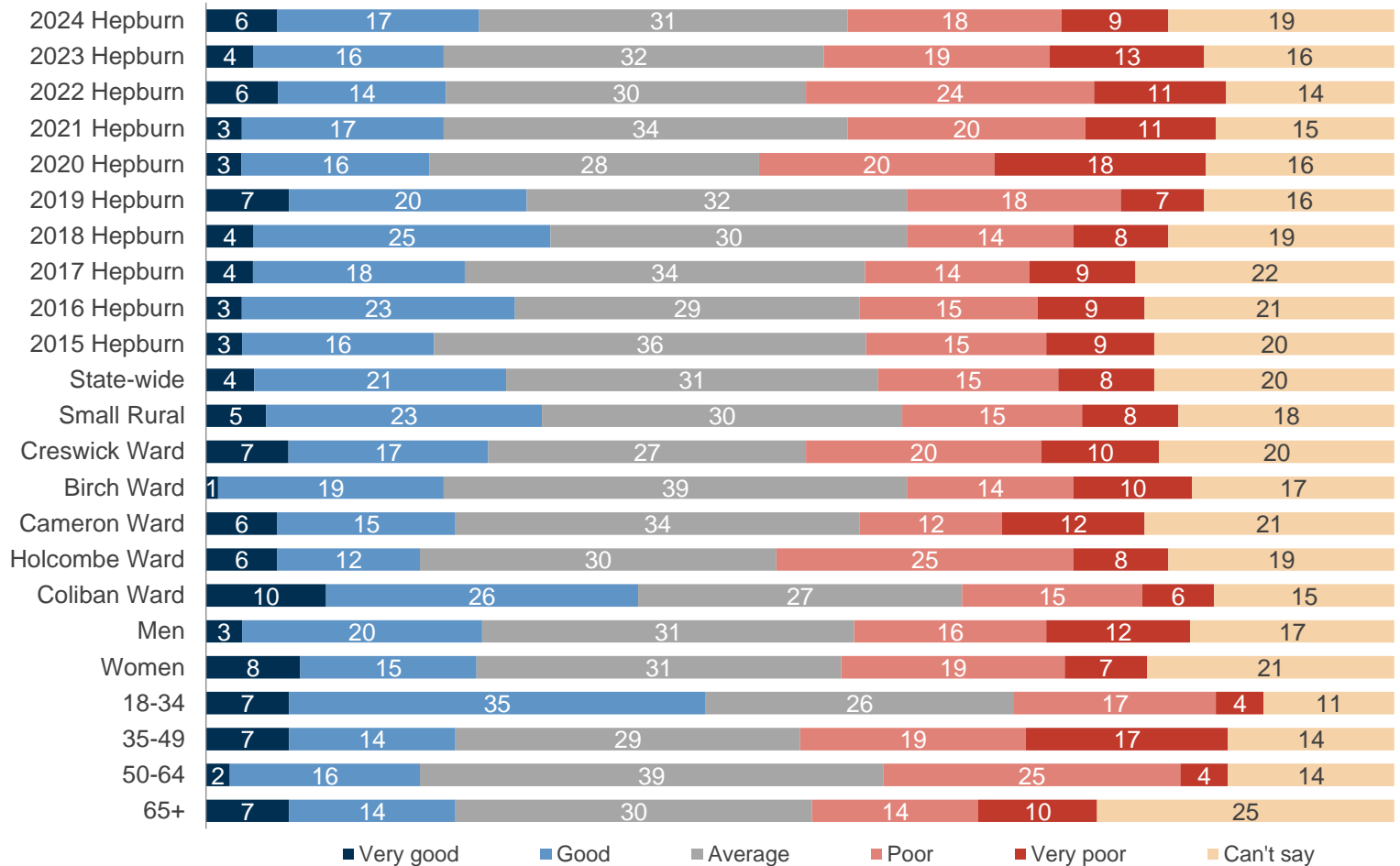
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2024 lobbying performance (%)



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 46 Councils asked group: 14

Decisions made in the interest of the community performance



2024 community decisions made performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
18-34	57▲	45	46	56	46	54	56	42	63	43
Coliban Ward	52	56	46	41	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	50▲	51	54	56	53	55	54	54	54	55
Small Rural	50▲	52	54	56	53	55	52	55	53	56
Creswick Ward	49	44	44	50	n/a	n/a	n/a	n/a	n/a	n/a
Women	47	44	42	47	37	52	48	48	46	45
Hepburn	46	42	41	44	38	52	49	45	48	43
65+	46	42	43	45	41	52	46	48	47	44
Cameron Ward	45	48	59	56	n/a	n/a	n/a	n/a	n/a	n/a
Men	45	40	40	42	39	51	50	42	50	41
Birch Ward	44	30	31	39	n/a	n/a	n/a	n/a	n/a	n/a
35-49	43	40	38	38	35	55	51	43	40	43
50-64	40	43	36	41	31	47	46	45	47	42
Holcombe Ward	39	40	34	34	n/a	n/a	n/a	n/a	n/a	n/a

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

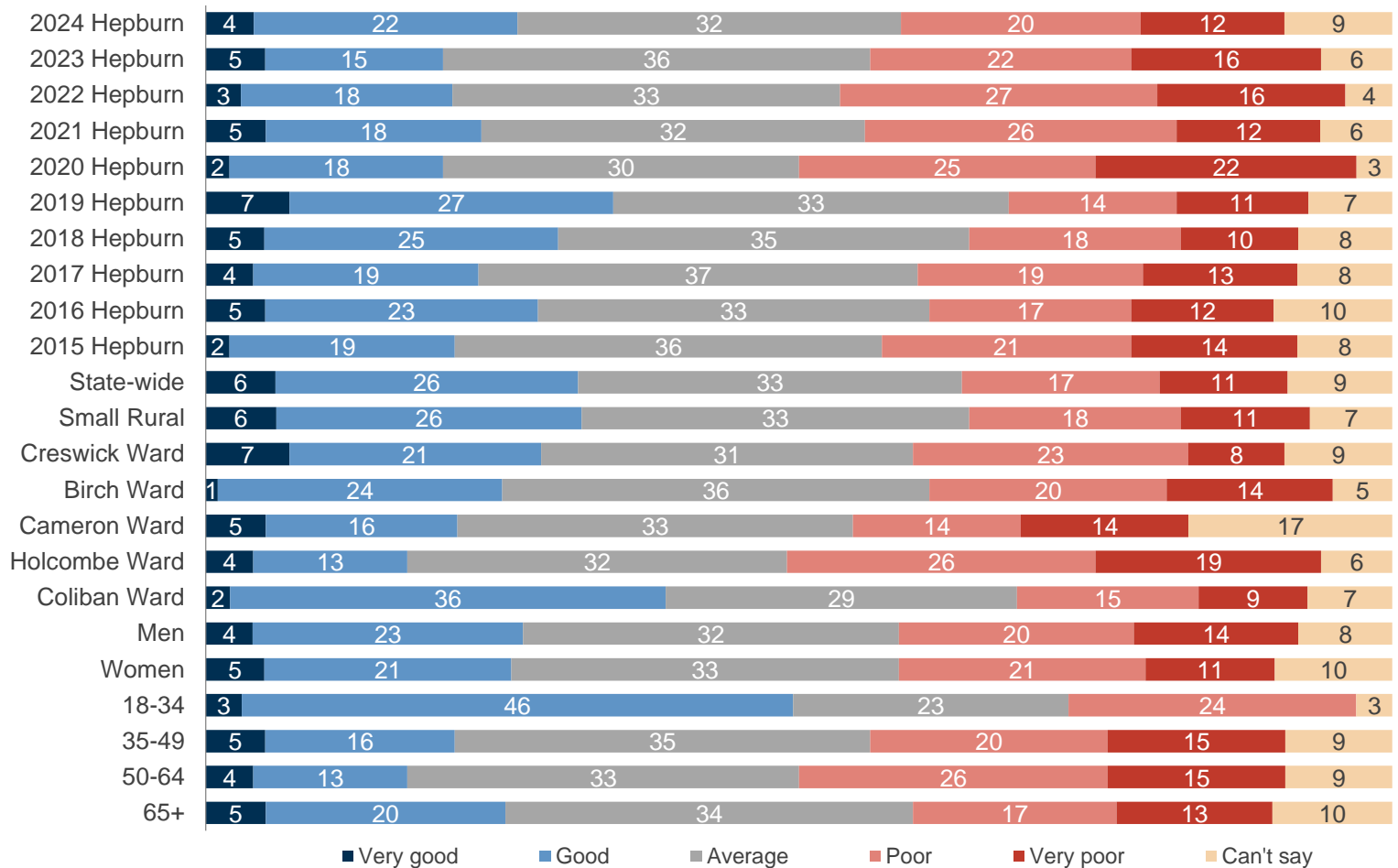
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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

Decisions made in the interest of the community performance



2024 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: 62 Councils asked group: 19

The condition of sealed local roads in your area performance



2024 sealed local roads performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	48	53	57	54	56	53	53	54	55
Small Rural	44	50	53	51	53	49	50	52	52
Birch Ward	29	44	52	n/a	n/a	n/a	n/a	n/a	n/a
65+	37	44	46	47	54	47	41	44	49
Creswick Ward	36	35	47	n/a	n/a	n/a	n/a	n/a	n/a
Men	31	38	45	43	50	46	35	42	44
Holcombe Ward	40	42	43	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	33	39	47	44	50	46	37	43	43
18-34	27	32	53	39	50	49	35	52	35
Women	35	41	48	44	51	46	38	44	42
50-64	33	39	43	43	45	44	36	40	43
Coliban Ward	30	37	44	n/a	n/a	n/a	n/a	n/a	n/a
35-49	29	35	47	44	50	43	34	39	40
Cameron Ward	29	42	43	n/a	n/a	n/a	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?

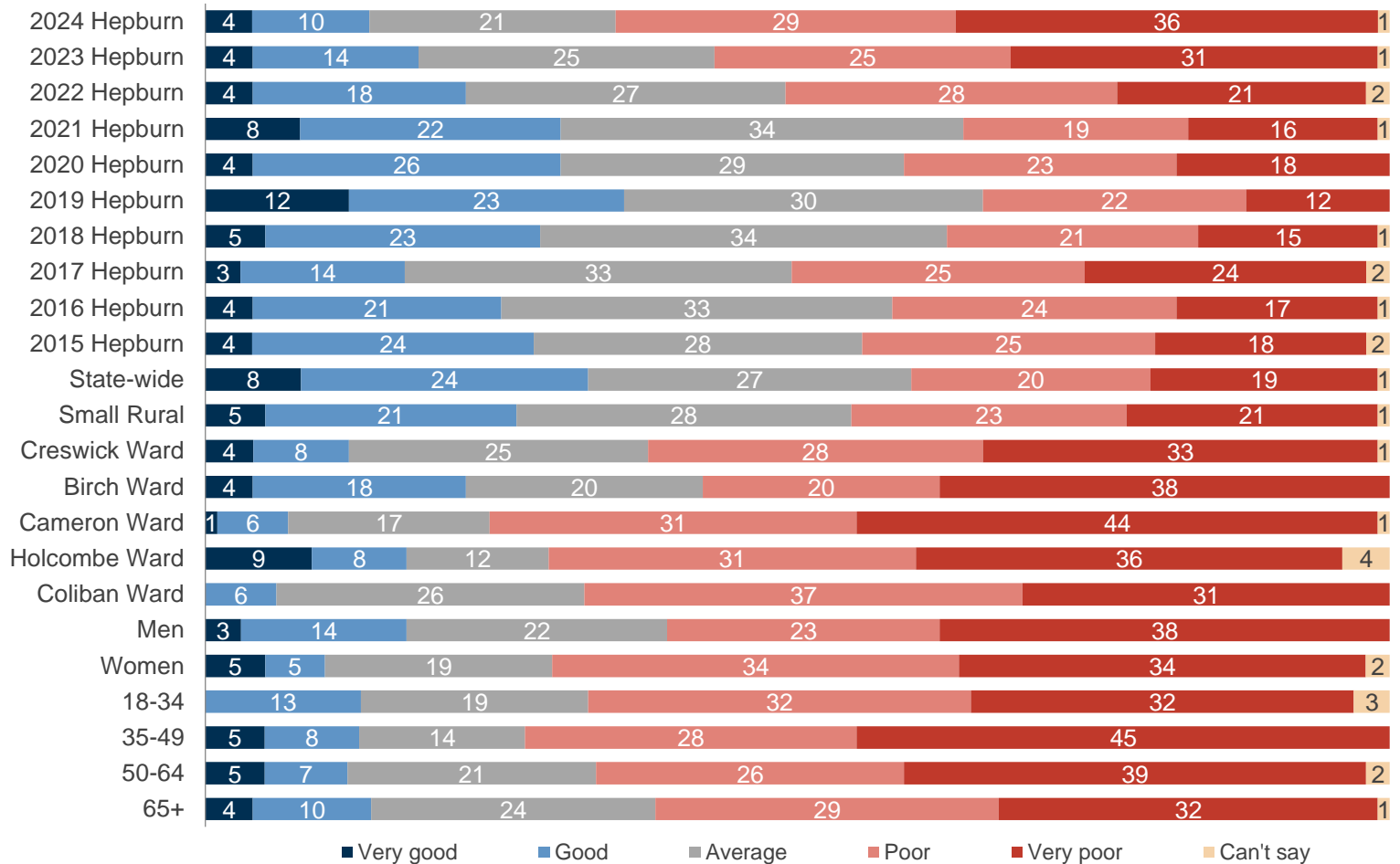
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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

The condition of sealed local roads in your area performance



2024 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: 62 Councils asked group: 19



Enforcement of local laws importance



2024 law enforcement importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	68	69	67	70	65	70	n/a	n/a	n/a
65+	68	68	67	69	61	70	n/a	n/a	n/a
State-wide	67	68	70	70	71	71	71	70	71
Creswick Ward	66	66	63	67	n/a	n/a	n/a	n/a	n/a
Coliban Ward	66	68	67	69	n/a	n/a	n/a	n/a	n/a
Cameron Ward	66	67	64	71	n/a	n/a	n/a	n/a	n/a
50-64	65	67	59	66	62	68	n/a	n/a	n/a
Holcombe Ward	65	60	62	65	n/a	n/a	n/a	n/a	n/a
Small Rural	65	65	65	67	66	68	66	67	69
Hepburn	65	66	62	67	60	68	n/a	n/a	n/a
18-34	62	63	57	65	64	68	n/a	n/a	n/a
Men	61	62	57	63	55	66	n/a	n/a	n/a
Birch Ward	61	67	56	64	n/a	n/a	n/a	n/a	n/a
35-49	59	61	58	63	54	67	n/a	n/a	n/a

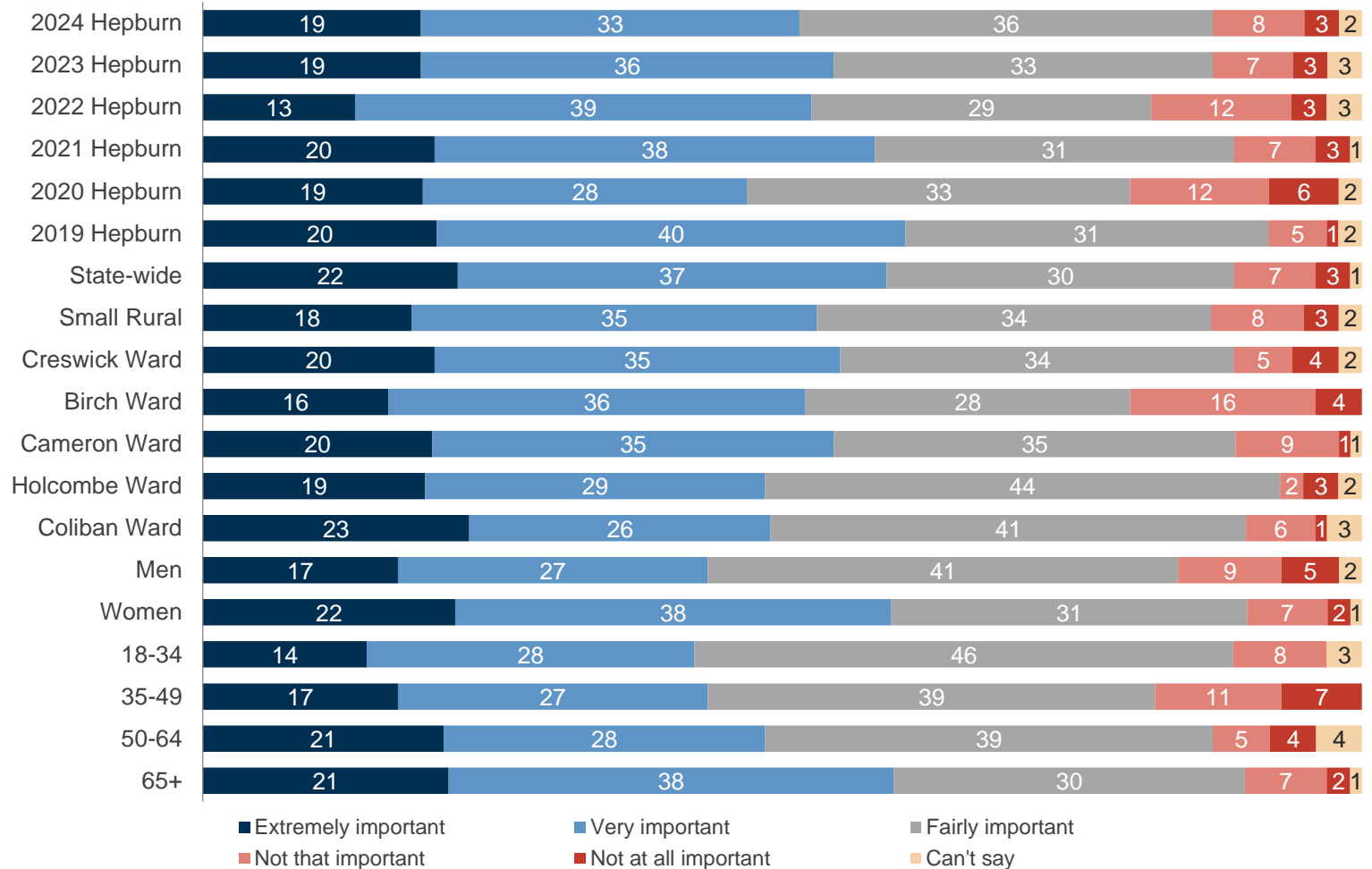
Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 17 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2024 law enforcement importance (%)



Q1. Firstly, how important should 'Enforcement of local laws' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 17 Councils asked group: 5



Enforcement of local laws performance



2024 law enforcement performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	70▲	57	61	64	60	55	n/a	n/a	n/a
State-wide	61▲	61	63	64	63	64	64	64	63
Small Rural	60▲	61	62	63	62	63	63	65	64
Women	59	55	56	57	53	58	n/a	n/a	n/a
35-49	57	52	58	60	52	59	n/a	n/a	n/a
Birch Ward	57	49	56	61	n/a	n/a	n/a	n/a	n/a
Cameron Ward	57	52	63	67	n/a	n/a	n/a	n/a	n/a
Creswick Ward	57	54	54	53	n/a	n/a	n/a	n/a	n/a
Hepburn	56	53	55	57	53	57	n/a	n/a	n/a
Holcombe Ward	55	56	53	53	n/a	n/a	n/a	n/a	n/a
Men	53	51	55	57	53	56	n/a	n/a	n/a
Coliban Ward	53	54	55	50	n/a	n/a	n/a	n/a	n/a
65+	53	52	53	54	53	59	n/a	n/a	n/a
50-64	50	53	52	53	50	55	n/a	n/a	n/a

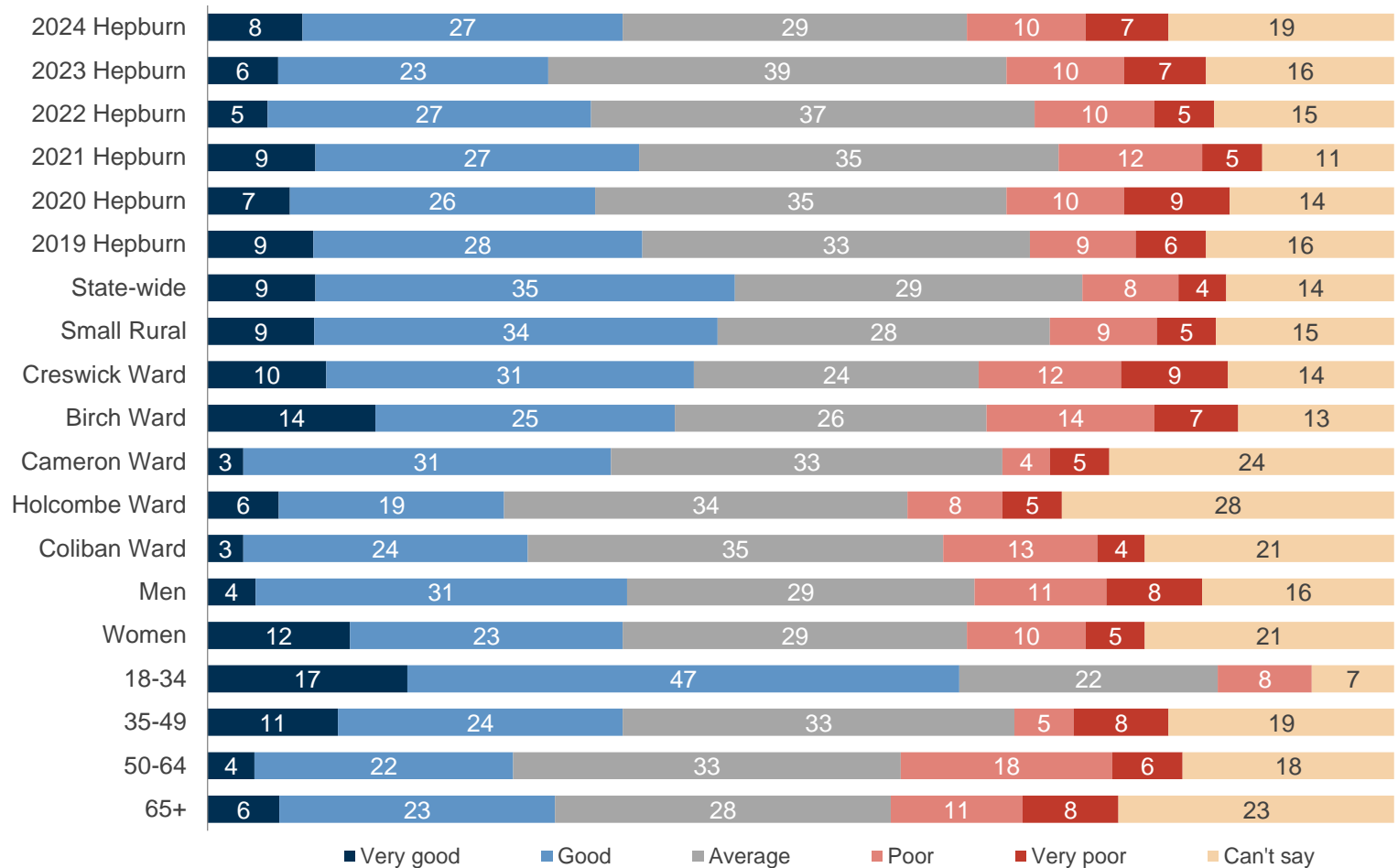
Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2024 law enforcement performance (%)



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 30 Councils asked group: 10



Recreational facilities importance



2024 recreational facilities importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Cameron Ward	76	71	73	72	n/a	n/a	n/a	n/a	n/a
Women	74	73	75	76	70	74	n/a	n/a	n/a
Holcombe Ward	74	72	74	72	n/a	n/a	n/a	n/a	n/a
35-49	74	79	78	79	70	76	n/a	n/a	n/a
18-34	73	71	73	79	69	69	n/a	n/a	n/a
State-wide	73	73	74	74	72	72	73	72	73
Small Rural	73	73	74	73	73	72	72	71	72
Creswick Ward	72	70	72	72	n/a	n/a	n/a	n/a	n/a
Hepburn	71	71	72	74	69	72	n/a	n/a	n/a
50-64	71	72	72	75	72	71	n/a	n/a	n/a
65+	70	67	69	68	67	72	n/a	n/a	n/a
Birch Ward	70	71	73	76	n/a	n/a	n/a	n/a	n/a
Men	69	69	69	71	68	70	n/a	n/a	n/a
Coliban Ward	65	72	67	75	n/a	n/a	n/a	n/a	n/a

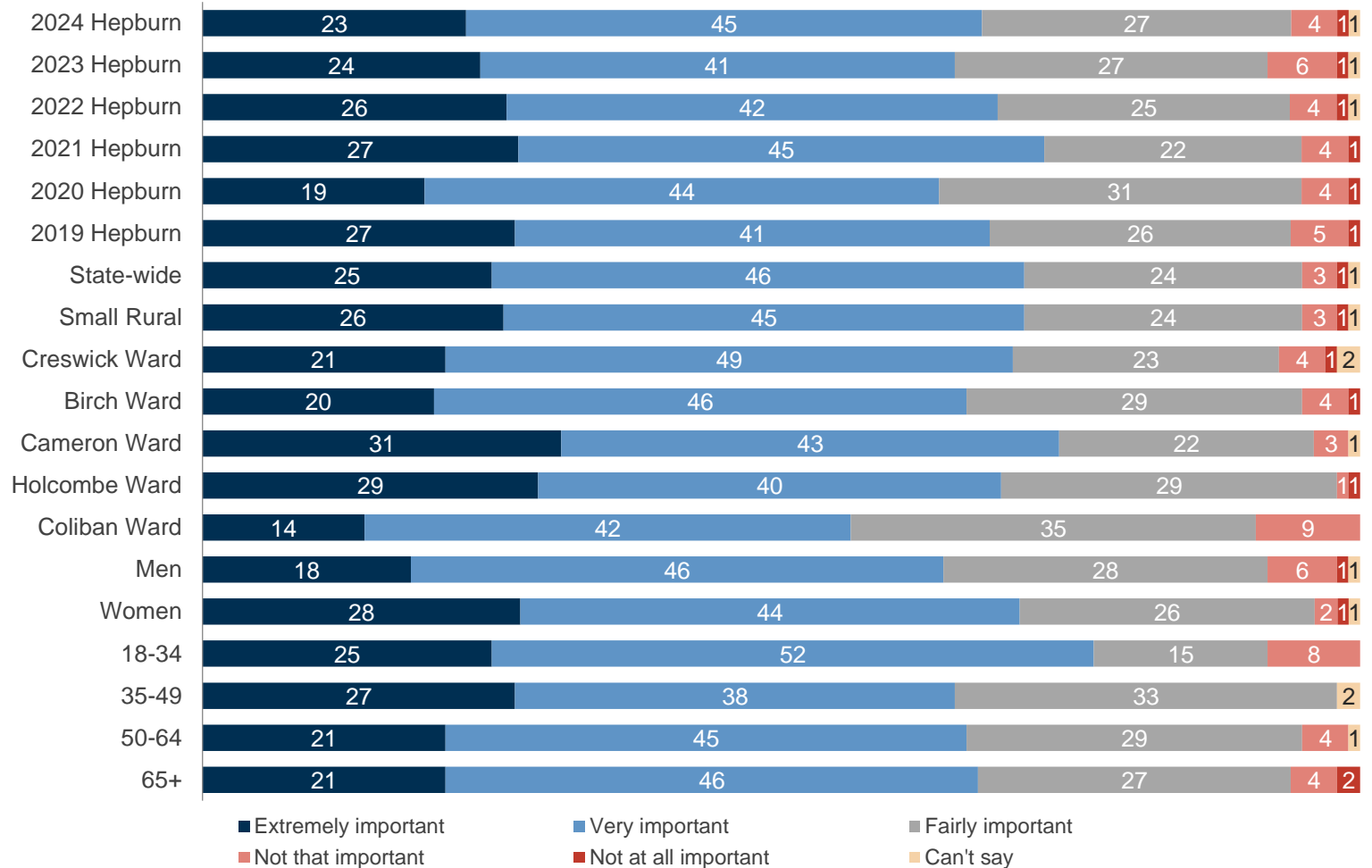
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2024 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 6



Recreational facilities performance



2024 recreational facilities performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	68▲	69	71	70	70	69	70	69	70
Small Rural	67▲	69	69	68	68	69	69	68	70
65+	64	62	61	63	66	n/a	n/a	n/a	n/a
Coliban Ward	63	70	61	60	n/a	n/a	n/a	n/a	n/a
Creswick Ward	62	61	62	63	n/a	n/a	n/a	n/a	n/a
Men	61	57	61	59	62	61	n/a	n/a	n/a
Hepburn	61	57	59	60	61	62	n/a	n/a	n/a
Birch Ward	60	49	54	58	n/a	n/a	n/a	n/a	n/a
Women	60	57	57	61	59	63	n/a	n/a	n/a
Holcombe Ward	59	53	53	52	n/a	n/a	n/a	n/a	n/a
18-34	59	53	58	60	68	66	n/a	n/a	n/a
35-49	59	50	59	60	54	58	n/a	n/a	n/a
Cameron Ward	58	55	66	65	n/a	n/a	n/a	n/a	n/a
50-64	55▼	59	55	57	58	59	n/a	n/a	n/a

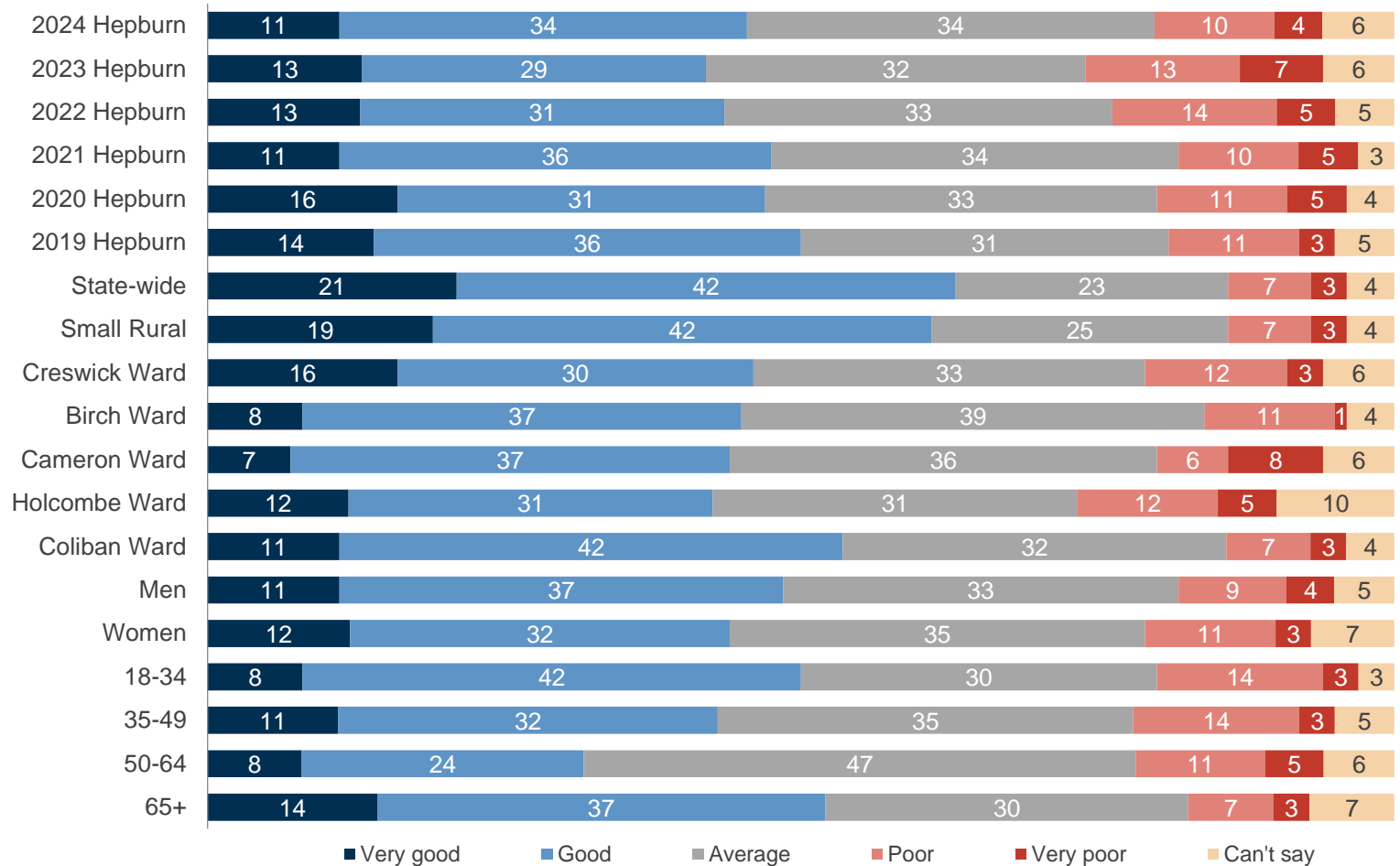
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 13
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2024 recreational facilities performance (%)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 13



The appearance of public areas importance



2024 public areas importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Cameron Ward	78	75	80	75	n/a	n/a	n/a	n/a	n/a
35-49	76	78	76	77	70	73	n/a	n/a	n/a
18-34	76	78	72	77	76	70	n/a	n/a	n/a
Women	76	76	75	76	74	73	n/a	n/a	n/a
Creswick Ward	75	73	73	74	n/a	n/a	n/a	n/a	n/a
State-wide	74	74	75	75	74	73	74	74	74
Small Rural	74	74	74	74	74	74	74	74	73
Hepburn	74	74	74	75	72	72	n/a	n/a	n/a
Birch Ward	74	79	77	76	n/a	n/a	n/a	n/a	n/a
65+	73	70	73	73	72	74	n/a	n/a	n/a
Men	72	73	74	74	70	71	n/a	n/a	n/a
50-64	72	77	75	76	73	71	n/a	n/a	n/a
Holcombe Ward	72	74	73	72	n/a	n/a	n/a	n/a	n/a
Coliban Ward	70	72	70	78	n/a	n/a	n/a	n/a	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: 24 Councils asked group: 6

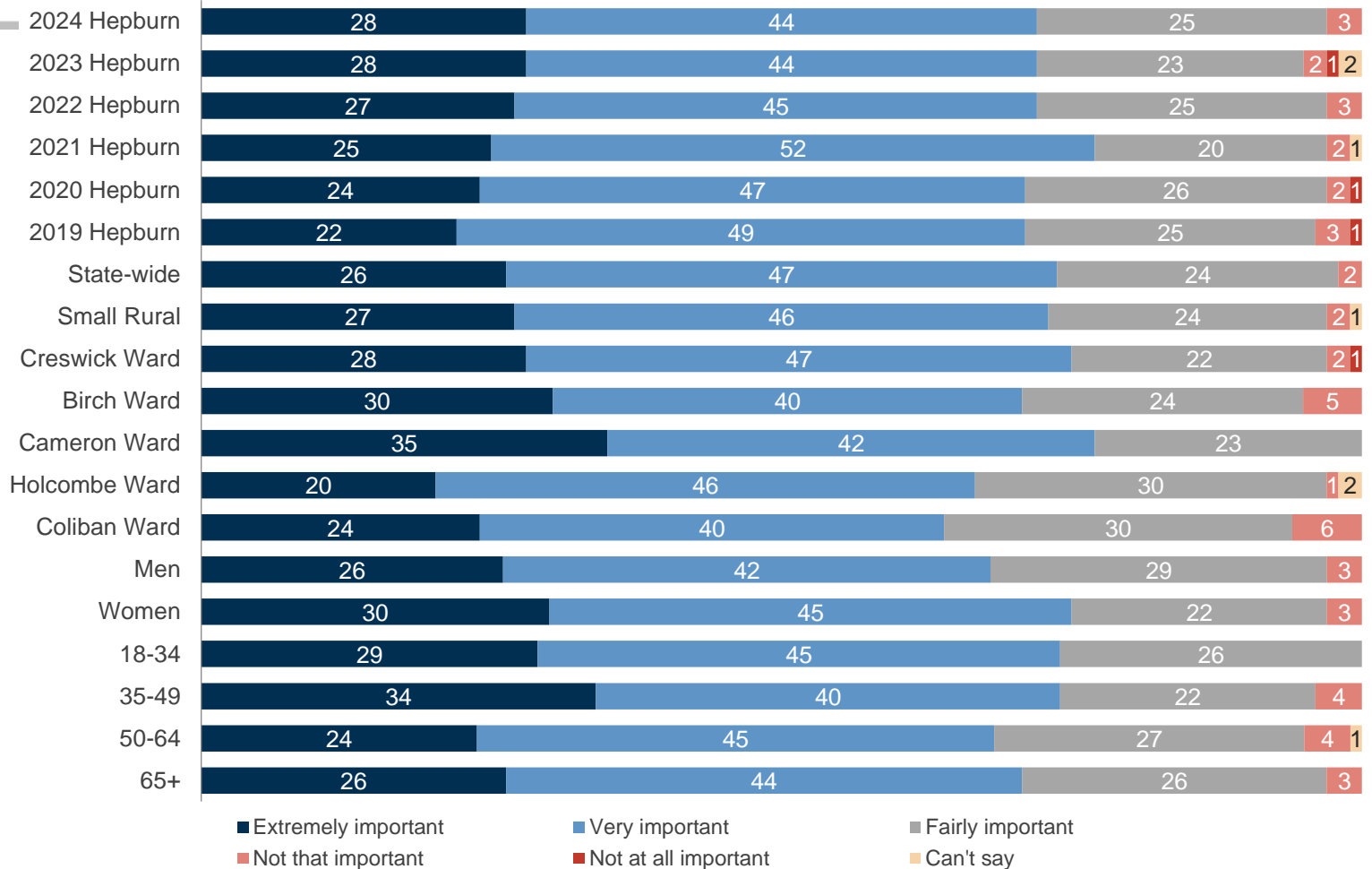
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2024 public areas importance (%)



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 6



The appearance of public areas performance



2024 public areas performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	62	60▲	78	69	67	n/a	n/a	n/a	n/a
Small Rural	71▲	73	75	72	73	72	74	73	74
Coliban Ward	70	65	72	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67	71	73	72	72	71	71	71	72
Holcombe Ward	60	62	60	n/a	n/a	n/a	n/a	n/a	n/a
Creswick Ward	62	63	67	n/a	n/a	n/a	n/a	n/a	n/a
65+	61	62	64	64	70	n/a	n/a	n/a	n/a
Women	61	61	68	63	67	n/a	n/a	n/a	n/a
35-49	55	65	69	64	68	n/a	n/a	n/a	n/a
Hepburn	60	62	67	64	67	n/a	n/a	n/a	n/a
Men	59	62	66	65	67	n/a	n/a	n/a	n/a
Birch Ward	52	57	65	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	60	63	71	n/a	n/a	n/a	n/a	n/a	n/a
50-64	62	59	62	61	64	n/a	n/a	n/a	n/a

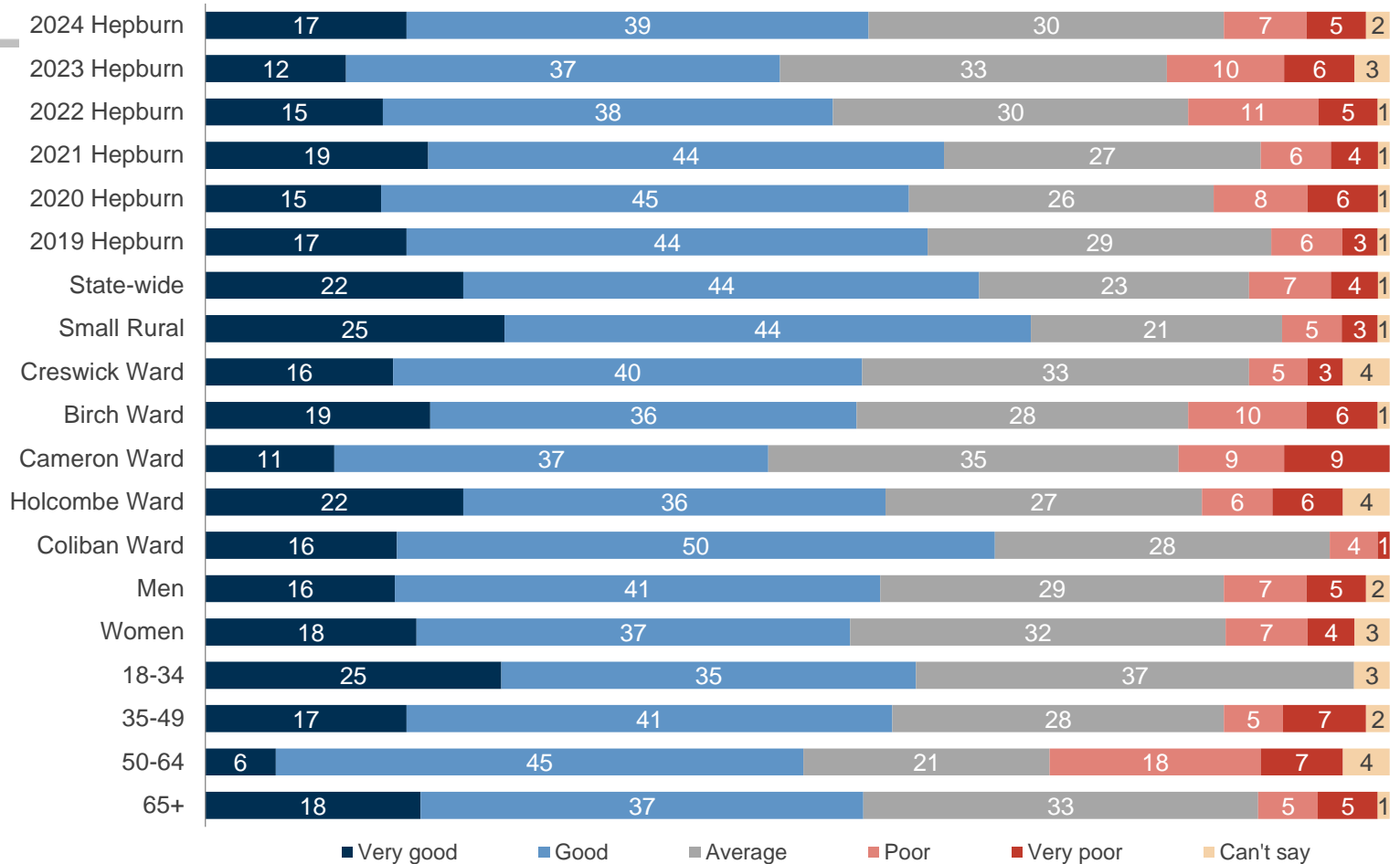
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 42 Councils asked group: 14
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2024 public areas performance (%)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 42 Councils asked group: 14



Waste management importance



2024 waste management importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	82	83	84	86	83	82	n/a	n/a	n/a
35-49	81	82	83	84	83	84	n/a	n/a	n/a
State-wide	81▲	81	82	82	81	81	79	80	79
Birch Ward	81	79	79	82	n/a	n/a	n/a	n/a	n/a
Cameron Ward	80	80	81	82	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	80	78	81	83	n/a	n/a	n/a	n/a	n/a
65+	79	79	79	81	78	80	n/a	n/a	n/a
50-64	79	80	85	85	82	79	n/a	n/a	n/a
Hepburn	79	80	81	82	80	81	n/a	n/a	n/a
Small Rural	79	78	80	80	79	79	78	76	79
Coliban Ward	79	82	84	86	n/a	n/a	n/a	n/a	n/a
Creswick Ward	77	82	82	80	n/a	n/a	n/a	n/a	n/a
Men	77	78	79	79	77	79	n/a	n/a	n/a
18-34	76	84	80	81	78	82	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 5

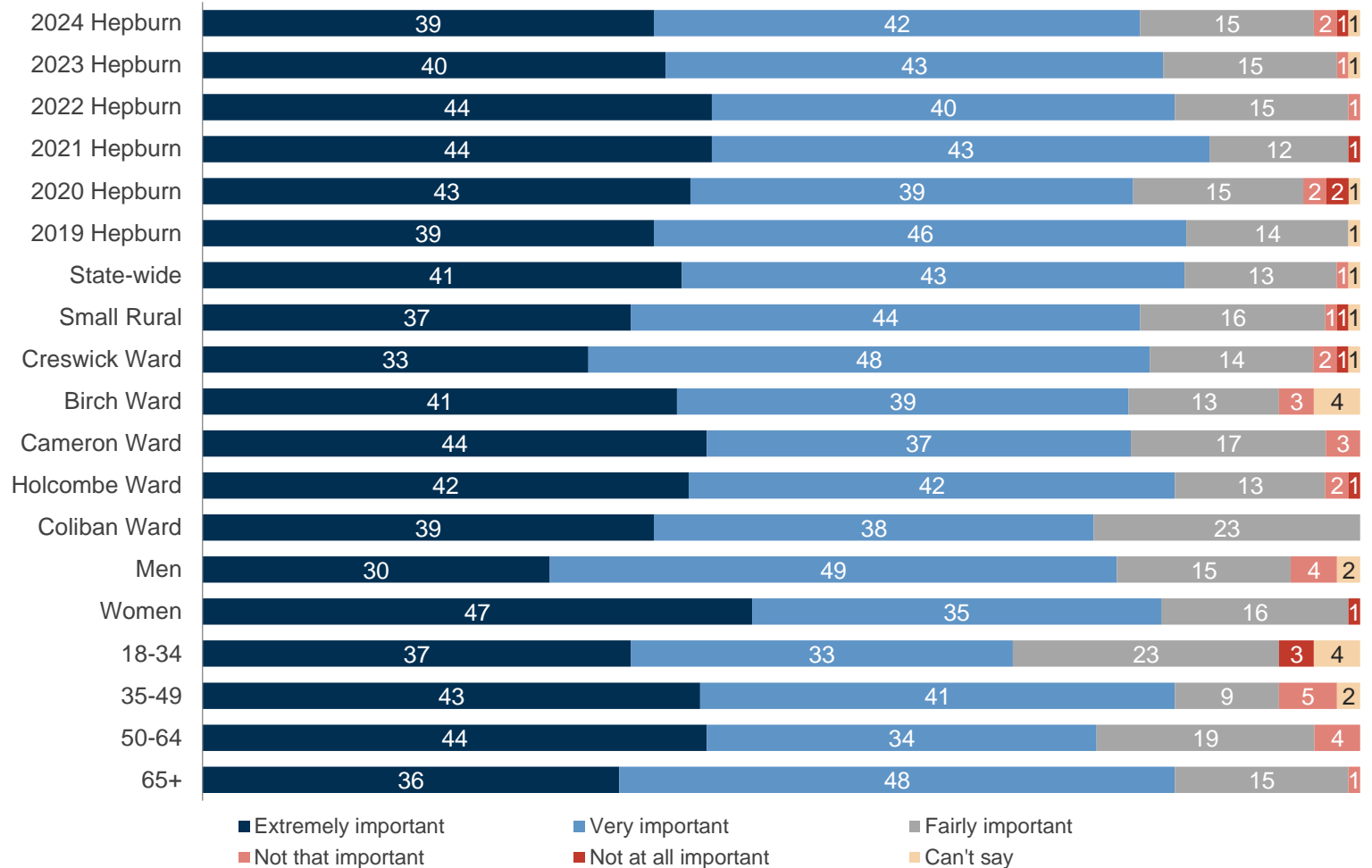
Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2024 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 5



Waste management performance



2024 waste management performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Birch Ward	70	65	60	62	n/a	n/a	n/a	n/a	n/a
65+	68	64	63	64	57	69	n/a	n/a	n/a
Cameron Ward	67	72	74	68	n/a	n/a	n/a	n/a	n/a
Small Rural	67	66	68	64	66	69	70	69	71
State-wide	67	66	68	69	65	68	70	71	70
Men	66	65	62	62	56	67	n/a	n/a	n/a
Hepburn	65	64	61	61	54	64	n/a	n/a	n/a
Creswick Ward	65	60	59	59	n/a	n/a	n/a	n/a	n/a
Women	64	62	61	60	51	60	n/a	n/a	n/a
18-34	64	66	60	63	53	58	n/a	n/a	n/a
50-64	62	60	62	54	48	62	n/a	n/a	n/a
Holcombe Ward	62	64	64	57	n/a	n/a	n/a	n/a	n/a
Coliban Ward	60	56	56	59	n/a	n/a	n/a	n/a	n/a
35-49	60	65	58	60	54	62	n/a	n/a	n/a

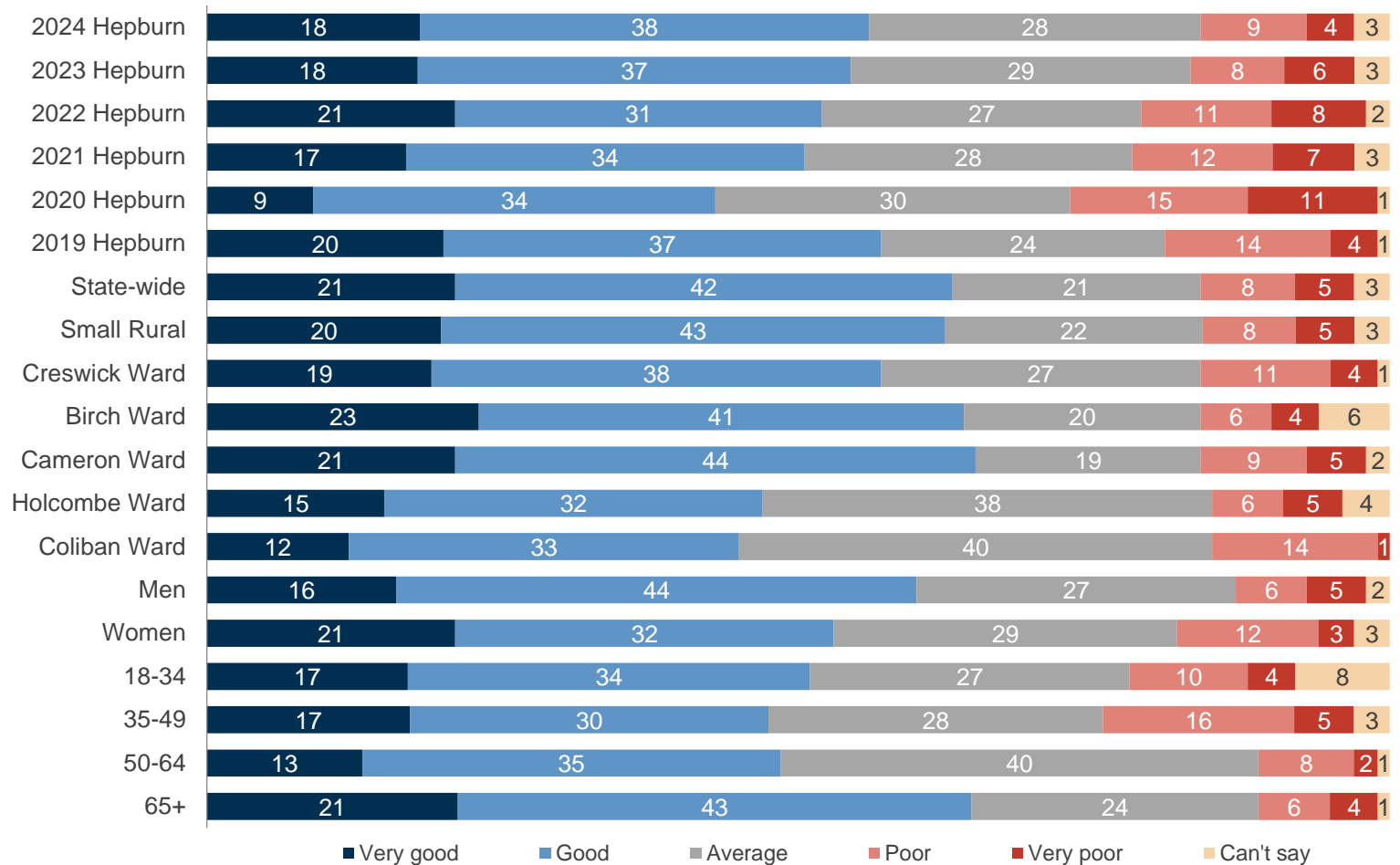
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2024 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19



Planning and building permits importance



2024 planning and building permits importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Holcombe Ward	80	78	75	80	n/a	n/a	n/a	n/a	n/a
Women	80▲	78	76	75	71	73	n/a	n/a	n/a
65+	78	76	76	74	72	75	n/a	n/a	n/a
Coliban Ward	77	80	73	74	n/a	n/a	n/a	n/a	n/a
Cameron Ward	77	73	72	72	n/a	n/a	n/a	n/a	n/a
Birch Ward	76	75	74	74	n/a	n/a	n/a	n/a	n/a
Hepburn	76	76	73	73	70	72	n/a	n/a	n/a
35-49	76	79	73	75	70	71	n/a	n/a	n/a
50-64	74	76	75	77	71	74	n/a	n/a	n/a
Creswick Ward	72	76	72	70	n/a	n/a	n/a	n/a	n/a
State-wide	72▼	72	73	73	71	71	71	72	71
Men	71▼	74	70	72	69	70	n/a	n/a	n/a
18-34	70	72	63	64	66	63	n/a	n/a	n/a
Small Rural	70▼	71	73	71	68	70	68	68	71

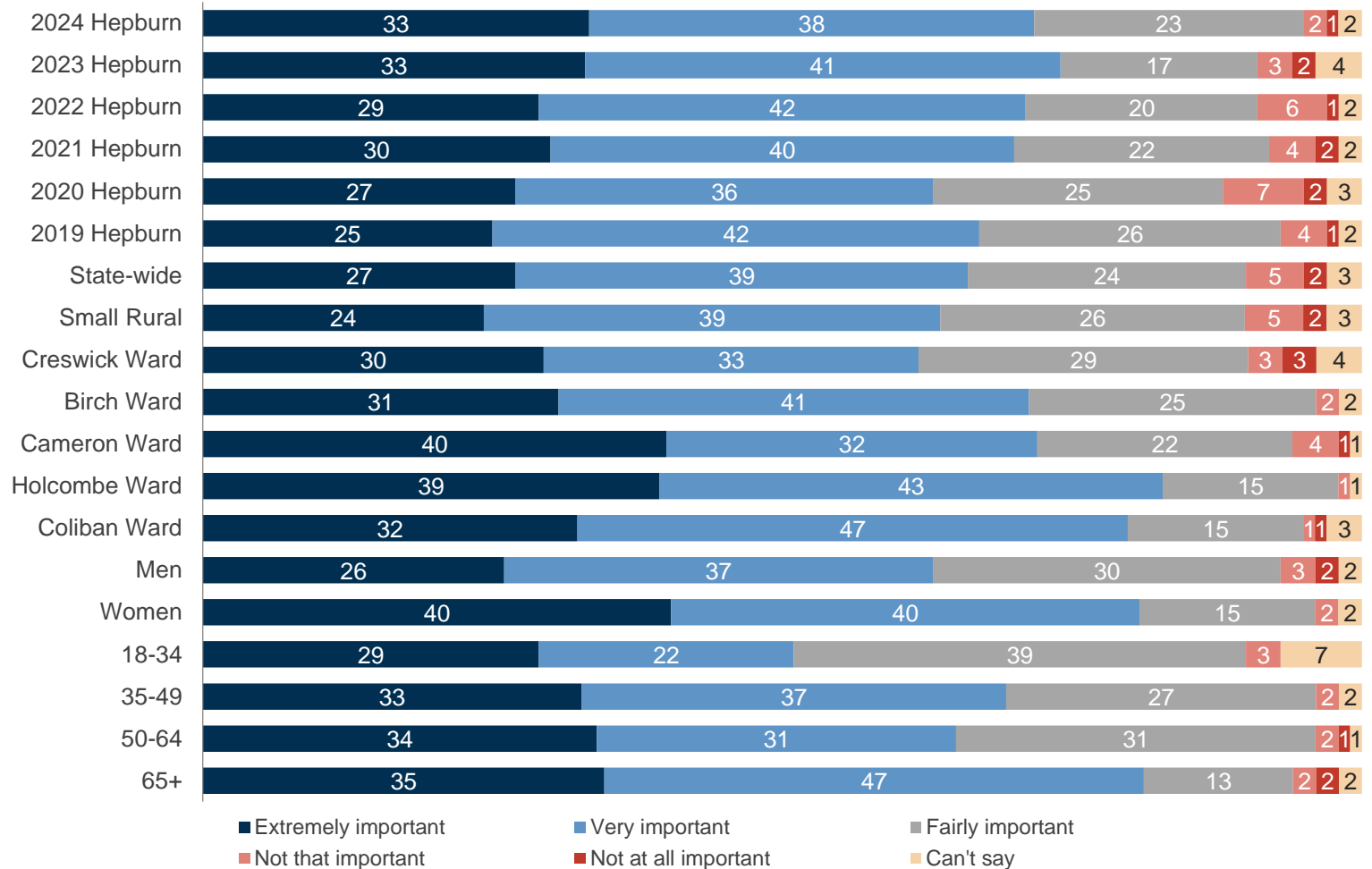
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 18 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2024 planning and building permits importance (%)



Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 18 Councils asked group: 5



Planning and building permits performance



2024 planning and building permits performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
State-wide	45▲	47	50	51	51	52	52	51	50	54
Small Rural	43▲	45	48	49	46	48	51	51	50	53
Creswick Ward	38	43	49	42	n/a	n/a	n/a	n/a	n/a	n/a
Men	37	38	41	41	43	51	n/a	n/a	n/a	n/a
65+	36	38	38	41	39	50	n/a	n/a	n/a	n/a
50-64	36	40	39	39	40	47	n/a	n/a	n/a	n/a
Birch Ward	36	34	31	40	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	35	39	40	44	41	49	n/a	n/a	n/a	n/a
Coliban Ward	35	35	40	49	n/a	n/a	n/a	n/a	n/a	n/a
Cameron Ward	34	41	43	58	n/a	n/a	n/a	n/a	n/a	n/a
Women	34	39	39	48	40	48	n/a	n/a	n/a	n/a
35-49	33	34	36	44	45	50	n/a	n/a	n/a	n/a
18-34	33	45	50	58	44	52	n/a	n/a	n/a	n/a
Holcombe Ward	31	36	32	38	n/a	n/a	n/a	n/a	n/a	n/a

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

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

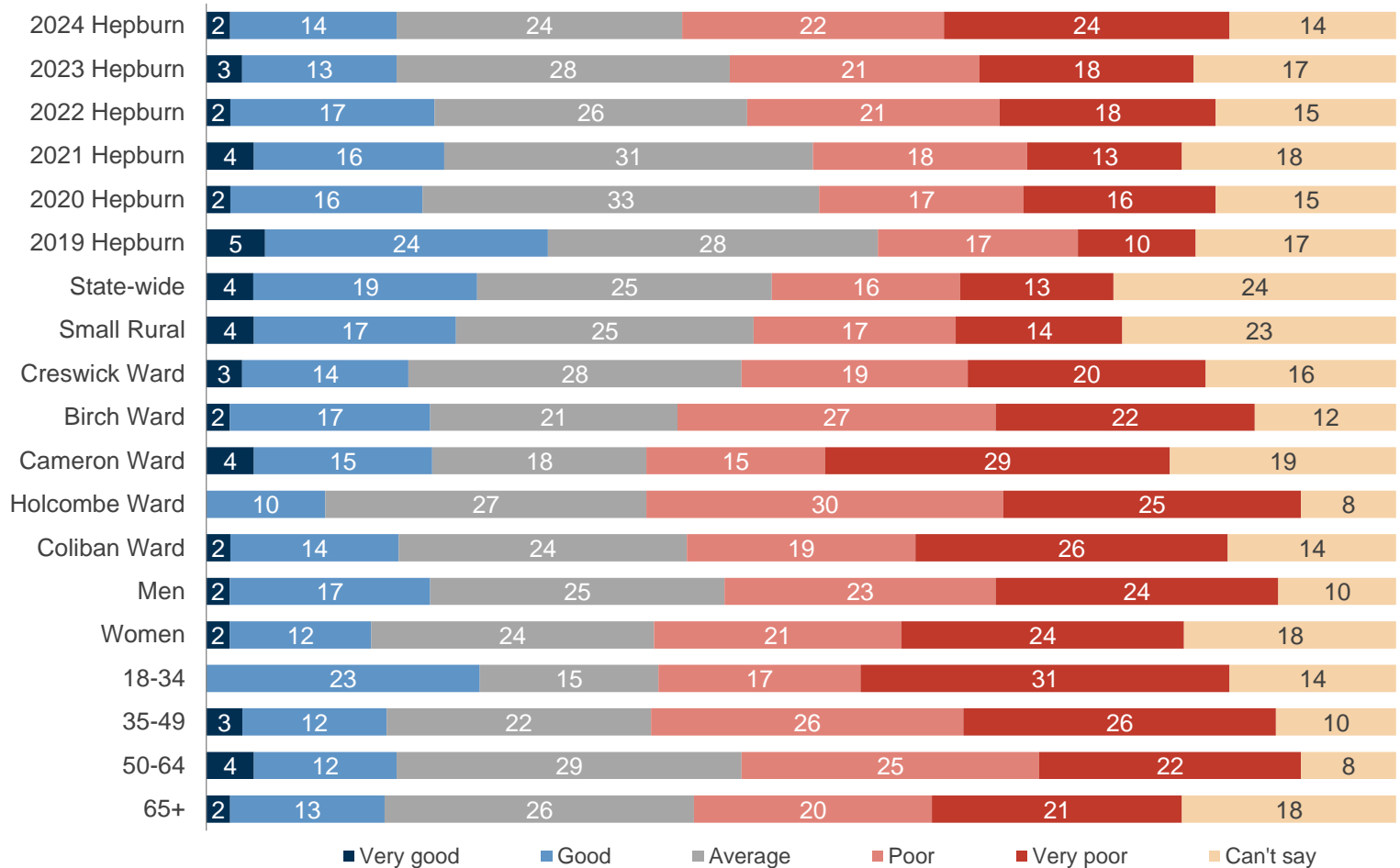
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2024 planning and building permits performance (%)



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 29 Councils asked group: 8



Environmental sustainability importance



2024 environmental sustainability importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	77▲	78	80	82	81	80	n/a	n/a	n/a
Birch Ward	77▲	73	71	81	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	76▲	74	77	80	n/a	n/a	n/a	n/a	n/a
Coliban Ward	72	73	77	81	n/a	n/a	n/a	n/a	n/a
35-49	71	74	67	79	78	79	n/a	n/a	n/a
65+	69	69	73	72	71	71	n/a	n/a	n/a
Hepburn	69	71	72	75	74	75	n/a	n/a	n/a
18-34	68	73	74	81	70	76	n/a	n/a	n/a
State-wide	68	70	73	74	74	74	73	72	73
50-64	67	71	73	74	79	77	n/a	n/a	n/a
Small Rural	66	67	70	71	70	72	70	70	74
Creswick Ward	63▼	69	67	68	n/a	n/a	n/a	n/a	n/a
Cameron Ward	62	69	73	69	n/a	n/a	n/a	n/a	n/a
Men	60▼	64	63	69	68	70	n/a	n/a	n/a

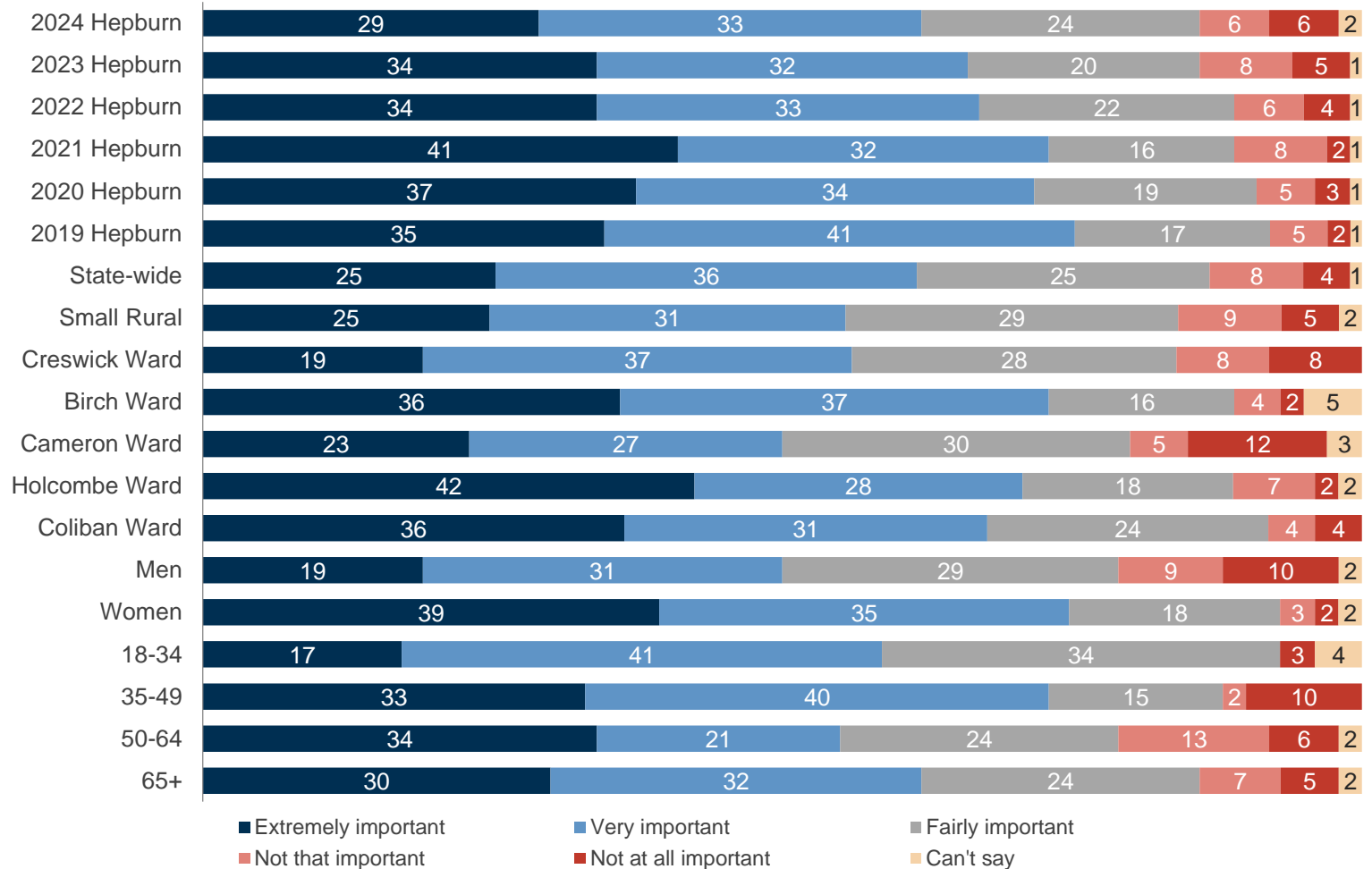
Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 22 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2024 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 22 Councils asked group: 3



Environmental sustainability performance



2024 environmental sustainability performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	70▲	58	55	61	52	57	n/a	n/a	n/a
Cameron Ward	61	59	62	64	n/a	n/a	n/a	n/a	n/a
State-wide	60▲	60	61	62	60	62	63	64	63
Small Rural	59	59	59	61	57	59	62	63	61
Women	58	57	51	56	49	58	n/a	n/a	n/a
Creswick Ward	57	57	55	55	n/a	n/a	n/a	n/a	n/a
Coliban Ward	57	57	50	55	n/a	n/a	n/a	n/a	n/a
Hepburn	57	56	54	55	50	59	n/a	n/a	n/a
Men	56	54	57	54	51	61	n/a	n/a	n/a
65+	56	54	54	55	51	62	n/a	n/a	n/a
Birch Ward	55	48	47	55	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	55	57	55	50	n/a	n/a	n/a	n/a	n/a
50-64	54	54	53	54	45	56	n/a	n/a	n/a
35-49	52	59	53	54	53	61	n/a	n/a	n/a

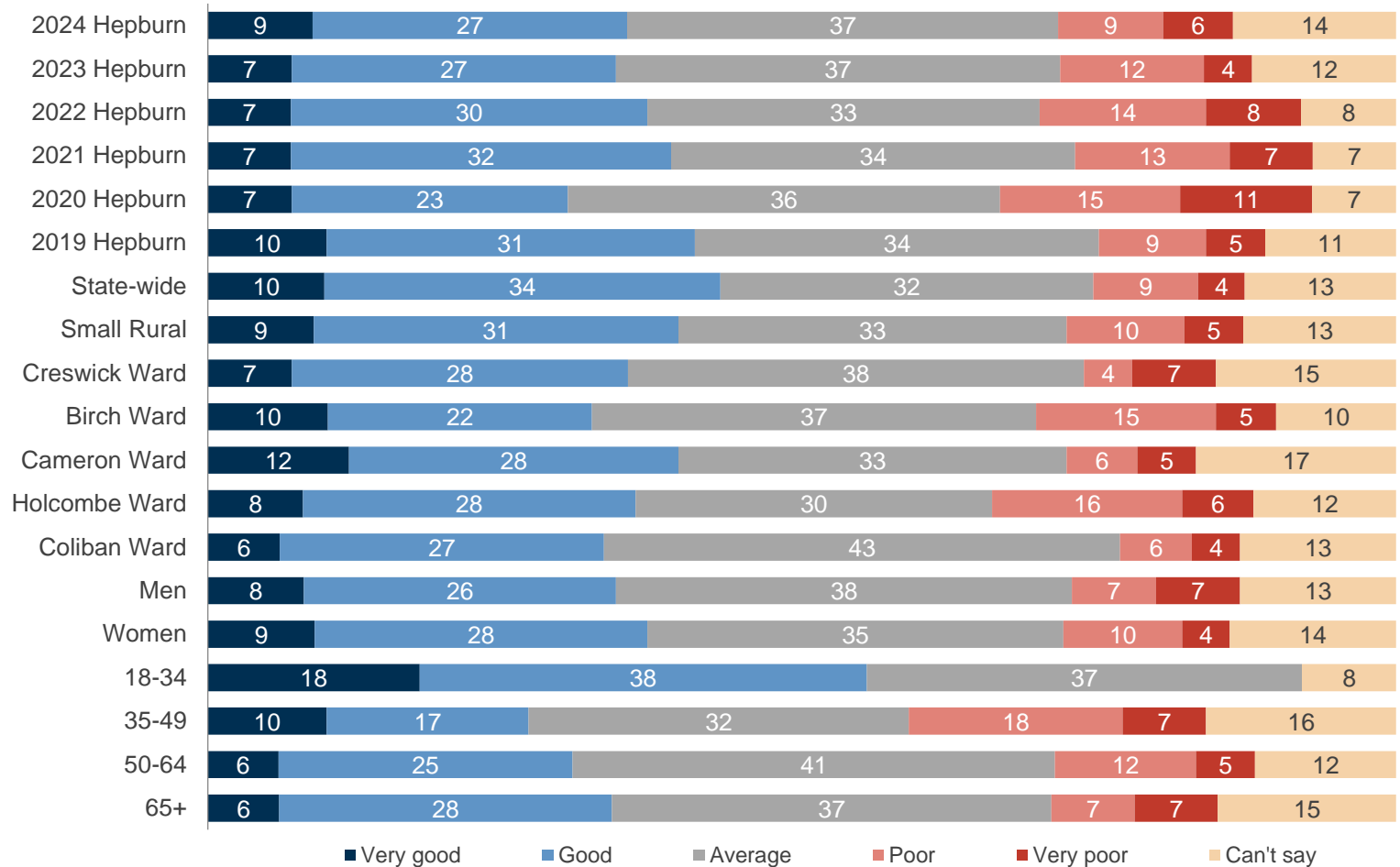
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 7
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2024 environmental sustainability performance (%)



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 7



Roadside slashing and weed control importance



2024 roadside slashing and weed control importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Holcombe Ward	84	81	79	83	n/a	n/a	n/a	n/a	n/a
50-64	84	85	83	84	81	79	n/a	n/a	n/a
18-34	83	83	78	84	77	71	n/a	n/a	n/a
Creswick Ward	83	83	82	81	n/a	n/a	n/a	n/a	n/a
Women	82	84	82	83	82	79	n/a	n/a	n/a
Coliban Ward	82	84	81	83	n/a	n/a	n/a	n/a	n/a
Hepburn	82	82	81	82	80	78	n/a	n/a	n/a
65+	81	80	81	80	80	80	n/a	n/a	n/a
Men	81	80	81	81	77	78	n/a	n/a	n/a
Cameron Ward	81	85	86	87	n/a	n/a	n/a	n/a	n/a
Small Rural	80	81	81	82	80	76	76	76	77
State-wide	80	79	79	79	78	74	73	74	73
35-49	79	85	83	82	80	80	n/a	n/a	n/a
Birch Ward	78	78	80	78	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 7 Councils asked group: 2

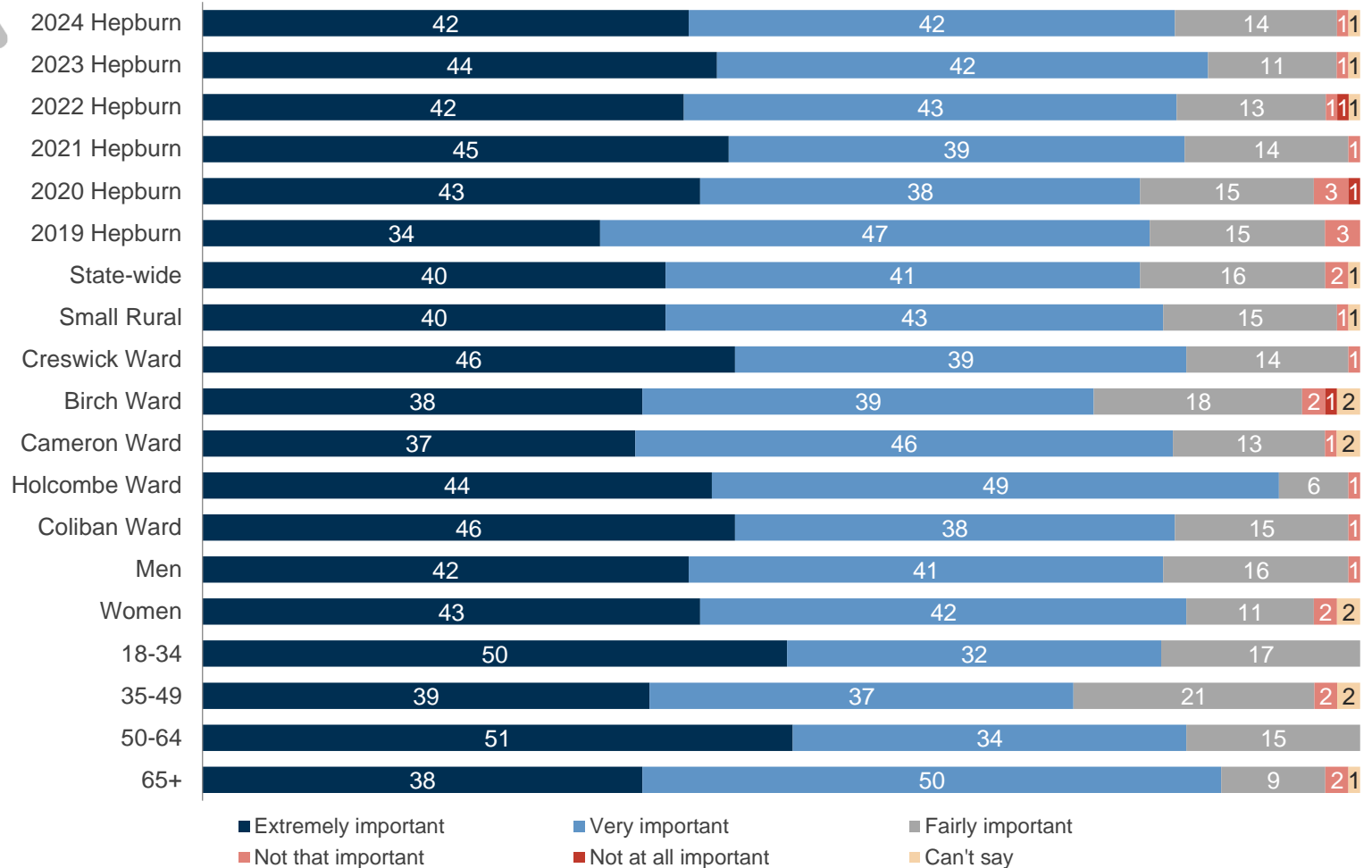
Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control importance



2024 roadside slashing and weed control importance (%)



Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 7 Councils asked group: 2



Roadside slashing and weed control performance



2024 roadside slashing and weed control performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	41	46	55▲	42	49	n/a	n/a	n/a	n/a
Small Rural	47	50	49	48	55	54	51	51	52
State-wide	46	49	51	49	56	55	53	56	55
Creswick Ward	37	40	43	n/a	n/a	n/a	n/a	n/a	n/a
Women	41	43	45	36	48	n/a	n/a	n/a	n/a
35-49	39	36	49	38	51	n/a	n/a	n/a	n/a
65+	39	43	40	37	48	n/a	n/a	n/a	n/a
Birch Ward	39	41	51	n/a	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	43	41	39	n/a	n/a	n/a	n/a	n/a	n/a
Hepburn	39	42	44	37	48	n/a	n/a	n/a	n/a
Men	37	40	43	37	49	n/a	n/a	n/a	n/a
Cameron Ward	37	43	35	n/a	n/a	n/a	n/a	n/a	n/a
Coliban Ward	44	47	50	n/a	n/a	n/a	n/a	n/a	n/a
50-64	37	42	38	32	46	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5

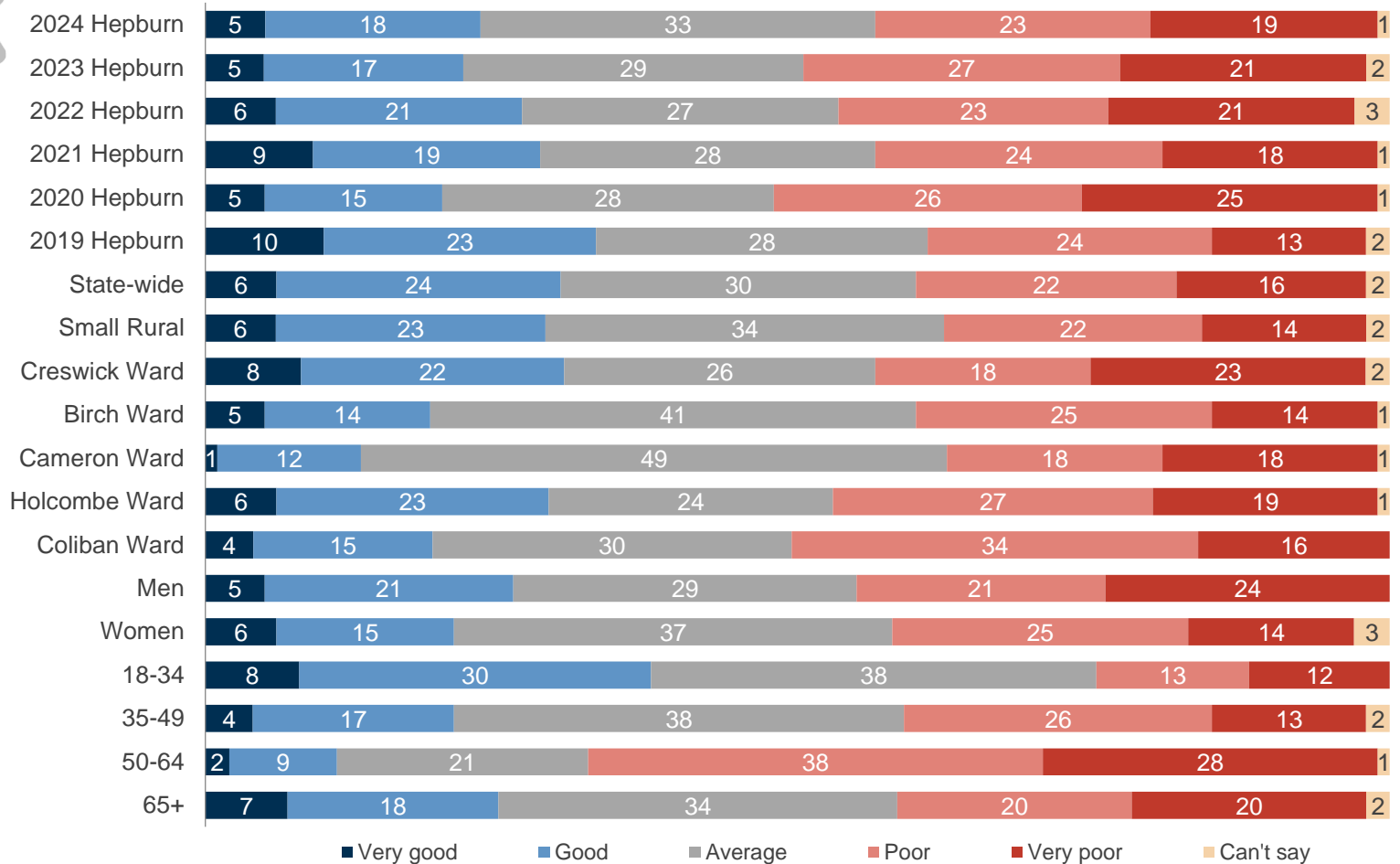
Note: Please see Appendix A for explanation of significant differences.



Roadside slashing and weed control performance



2024 roadside slashing and weed control performance (%)



Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5



Business and community development importance



2024 business/community development importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	73▲	69	74	71	71	72	n/a	n/a	n/a
State-wide	69▲	68	70	70	69	69	69	70	70
Coliban Ward	69	67	67	70	n/a	n/a	n/a	n/a	n/a
Women	68	69	70	70	69	71	n/a	n/a	n/a
50-64	68	66	67	67	68	68	n/a	n/a	n/a
35-49	67	66	65	71	70	75	n/a	n/a	n/a
Cameron Ward	67	64	70	66	n/a	n/a	n/a	n/a	n/a
Birch Ward	67	63	65	67	n/a	n/a	n/a	n/a	n/a
Hepburn	66	65	67	67	68	70	n/a	n/a	n/a
Small Rural	66	65	68	69	68	70	n/a	n/a	71
Creswick Ward	65	66	68	67	n/a	n/a	n/a	n/a	n/a
Holcombe Ward	64	66	65	66	n/a	n/a	n/a	n/a	n/a
Men	64	61	63	64	66	68	n/a	n/a	n/a
65+	63	63	65	64	65	65	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: 8 Councils asked group: 1

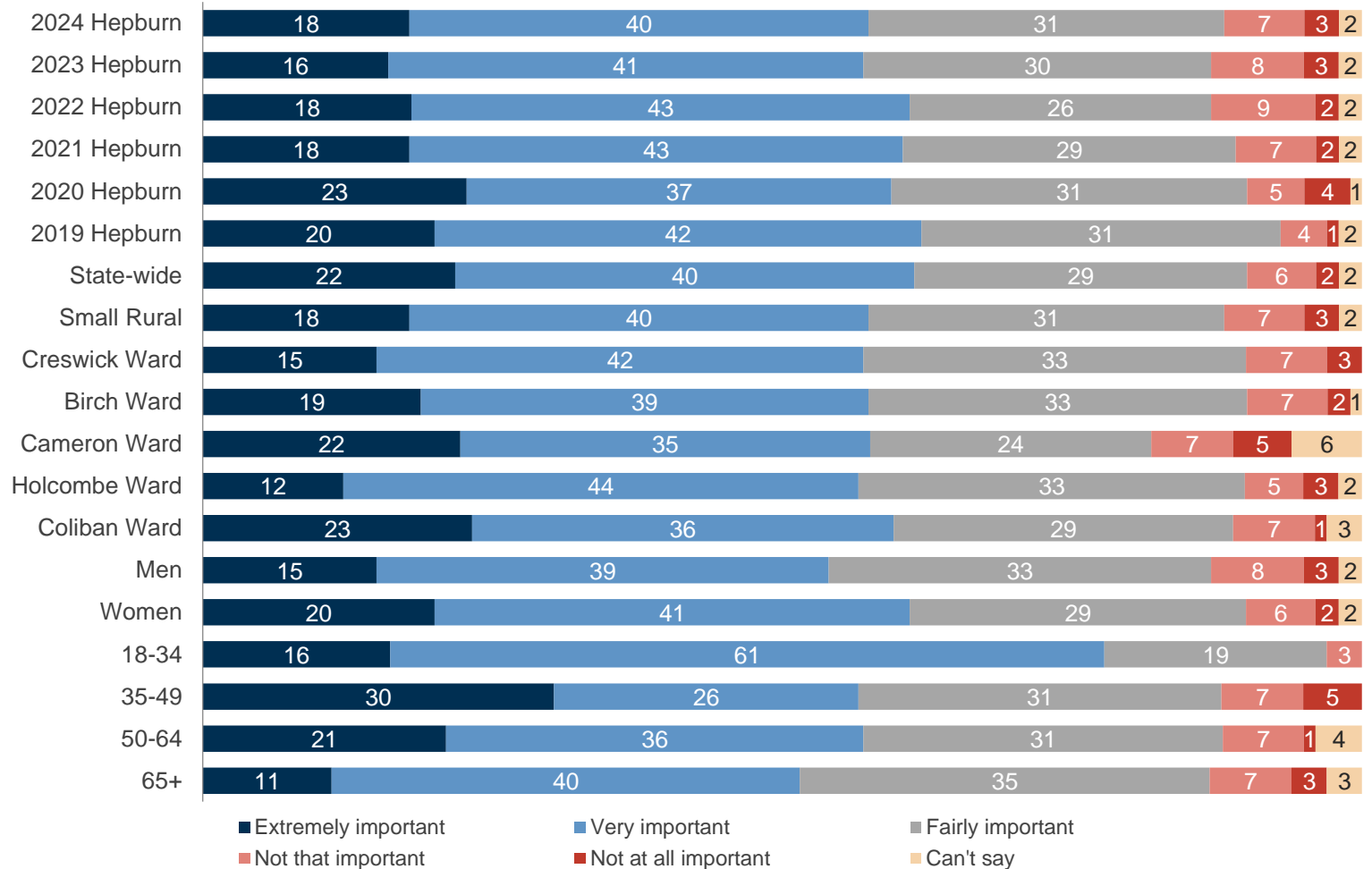
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2024 business/community development importance (%)



Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 8 Councils asked group: 1



Business and community development performance



2024 business/community development performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	61	60	49	59	66	66	n/a	n/a	n/a
Holcombe Ward	59	53	49	51	n/a	n/a	n/a	n/a	n/a
Coliban Ward	59	54	54	60	n/a	n/a	n/a	n/a	n/a
Small Rural	57	55	57	58	57	60	61	65	62
State-wide	57	57	58	60	59	61	60	60	60
Women	57	57	52	58	56	61	n/a	n/a	n/a
Hepburn	56	54	51	55	55	60	n/a	n/a	n/a
Cameron Ward	56	57	62	59	n/a	n/a	n/a	n/a	n/a
65+	56	53	53	54	52	61	n/a	n/a	n/a
Birch Ward	55	52	44	51	n/a	n/a	n/a	n/a	n/a
50-64	55	53	49	53	50	58	n/a	n/a	n/a
Men	55	51	50	52	53	60	n/a	n/a	n/a
Creswick Ward	54	53	53	57	n/a	n/a	n/a	n/a	n/a
35-49	53	52	52	56	54	58	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: 14 Councils asked group: 2

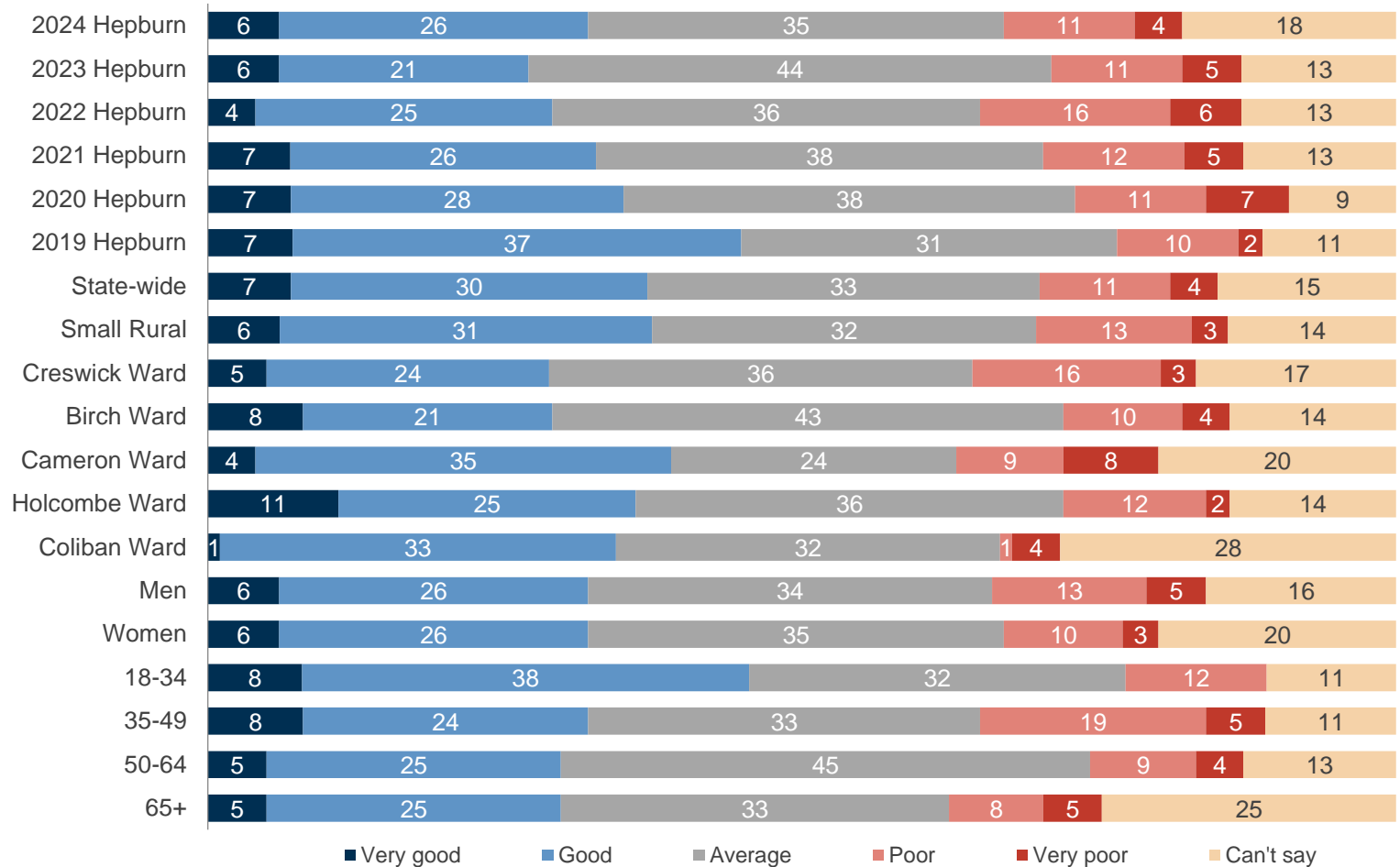
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2024 business/community development performance (%)



Q2. How has Council performed on 'Business and community development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 14 Councils asked group: 2



Tourism development importance



2024 tourism development importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	61	53	63	54	59	n/a	n/a	n/a	n/a
50-64	59	56	61	59	60	n/a	n/a	n/a	n/a
Creswick Ward	60	58	58	n/a	n/a	n/a	n/a	n/a	n/a
Women	62	61	61	59	62	n/a	n/a	n/a	n/a
35-49	61	60	60	59	62	n/a	n/a	n/a	n/a
Birch Ward	56	65	57	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	60	62	63	62	59	61	62	63	65
Hepburn	58	58	60	58	61	n/a	n/a	n/a	n/a
Small Rural	58	63	64	58	64	n/a	n/a	n/a	72
Coliban Ward	62	57	68	n/a	n/a	n/a	n/a	n/a	n/a
Men	55	55	58	58	60	n/a	n/a	n/a	n/a
Cameron Ward	55	63	60	n/a	n/a	n/a	n/a	n/a	n/a
65+	56	59	57	60	63	n/a	n/a	n/a	n/a
Holcombe Ward	59	49	57	n/a	n/a	n/a	n/a	n/a	n/a

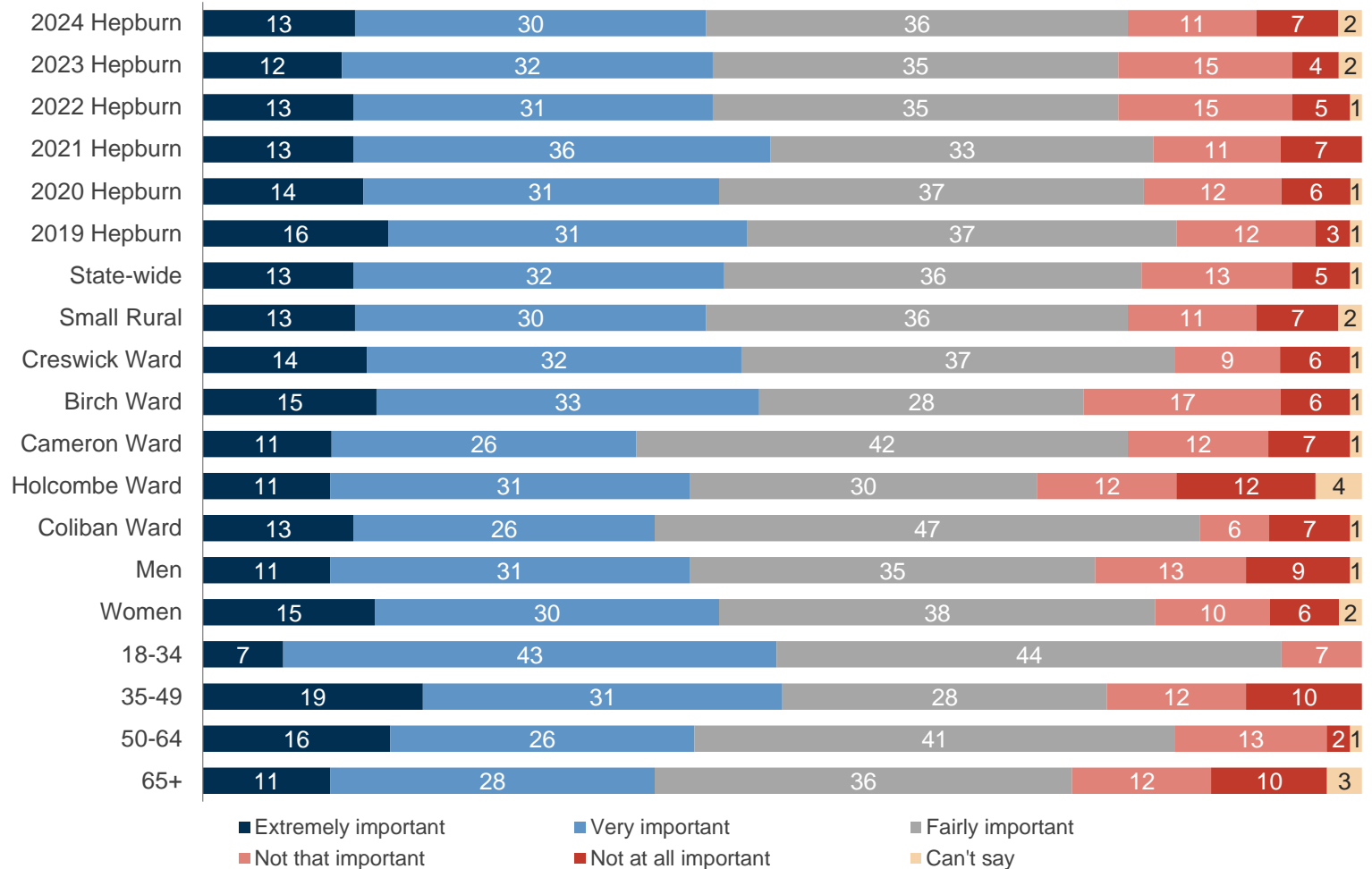
Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 7 Councils asked group: 1
 Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2024 tourism development importance (%)



Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 7 Councils asked group: 1



Tourism development performance



2024 tourism development performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Holcombe Ward	65	70	60	n/a	n/a	n/a	n/a	n/a	n/a
Birch Ward	64	63	67	n/a	n/a	n/a	n/a	n/a	n/a
Women	64	64	65	66	69	n/a	n/a	n/a	n/a
65+	63	62	62	61	68	n/a	n/a	n/a	n/a
18-34	63	61	61	58	73	n/a	n/a	n/a	n/a
Coliban Ward	62	67	63	59	n/a	n/a	n/a	n/a	n/a
Hepburn	61	62	63	63	69	n/a	n/a	n/a	n/a
Small Rural	61	61	62	63	66	67	67	64	63
Cameron Ward	59	63	65	65	n/a	n/a	n/a	n/a	n/a
State-wide	59	61	60	62	63	63	63	63	63
35-49	59	62	66	69	70	69	n/a	n/a	n/a
Men	59	60	62	61	60	69	n/a	n/a	n/a
Creswick Ward	58	58	59	62	n/a	n/a	n/a	n/a	n/a
50-64	56	63	64	61	63	69	n/a	n/a	n/a

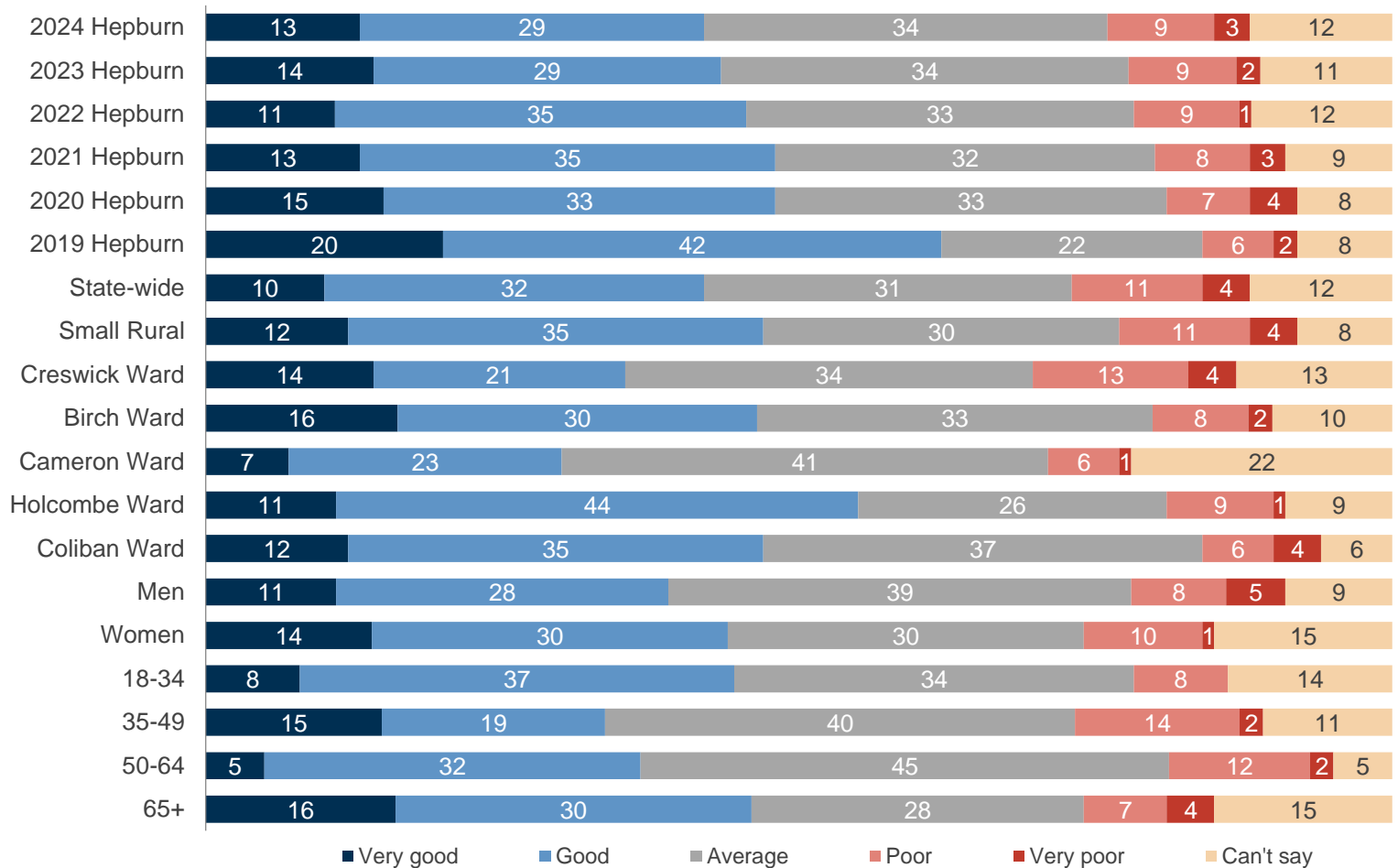
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 12 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2024 tourism development performance (%)



Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 12 Councils asked group: 4



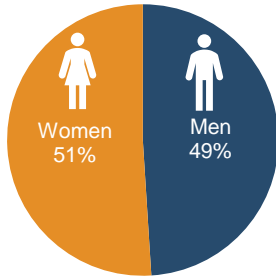
Detailed demographics



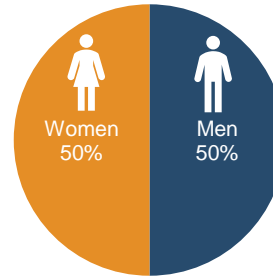
Gender and age profile

2024 gender

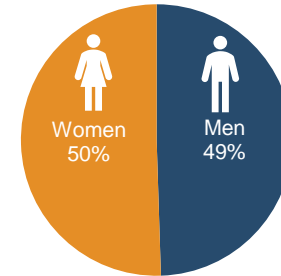
Hepburn



Small Rural

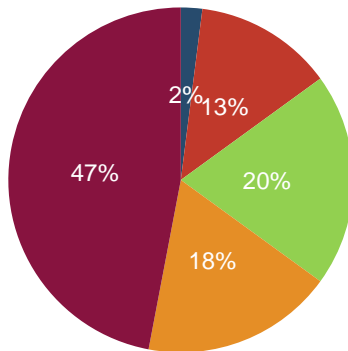


State-wide

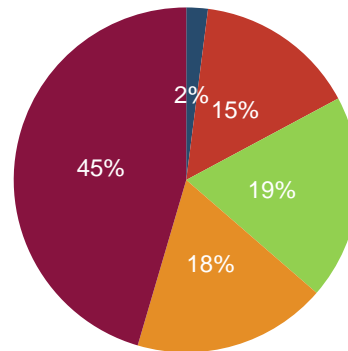


2024 age

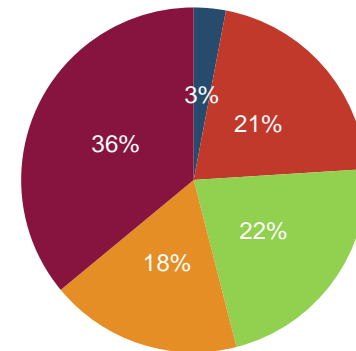
Hepburn



Small Rural



State-wide




■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report. Councils interviewing residents on an annual basis included an "Other" option for gender, hence the State-wide and Small Rural gender results may not add to 100%.



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



Appendix A: Index Scores

Index Scores

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

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

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

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

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

Please note that the horizontal (x) axis of the index score bar charts in this report is displayed on a scale from 20 to 100.



Appendix A: Margins of error

The sample size for the 2024 State-wide Local Government Community Satisfaction Survey for Hepburn Shire Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

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

Maximum margins of error are listed in the table below, based on a population of 13,800 people aged 18 years or over for Hepburn Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Hepburn Shire Council	400	400	+/-4.8
Men	195	196	+/-7.0
Women	205	204	+/-6.8
Creswick Ward	129	131	+/-8.6
Birch Ward	80	81	+/-11.0
Cameron Ward	62	64	+/-12.5
Holcombe Ward	71	69	+/-11.7
Coliban Ward	58	55	+/-13.0
18-34 years	27	58	+/-19.2
35-49 years	58	81	+/-13.0
50-64 years	85	70	+/-10.7
65+ years	230	190	+/-6.4



Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2024 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

The 2024 results are compared with previous years, as detailed below:

- 2023, n=400 completed interviews, conducted in the period of 27th January – 19th March.
- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.
- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.

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 Hepburn Shire Council area.

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

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

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

A total of n=400 completed interviews were achieved in Hepburn Shire Council. Survey fieldwork was conducted across four quarters from 1st June 2023 – 18th March 2024.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DGS website. In 2024, 62 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 2012-2024 vary slightly.

Council Groups

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

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

Councils participating in the Small Rural group are:

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

Wherever appropriate, results for Hepburn Shire Council for this 2024 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small Rural group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time cannot be made within the reported charts.



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2024 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 2024 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 2024 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: 2024 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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