

Warrnambool City Council

Community Satisfaction Report 2026

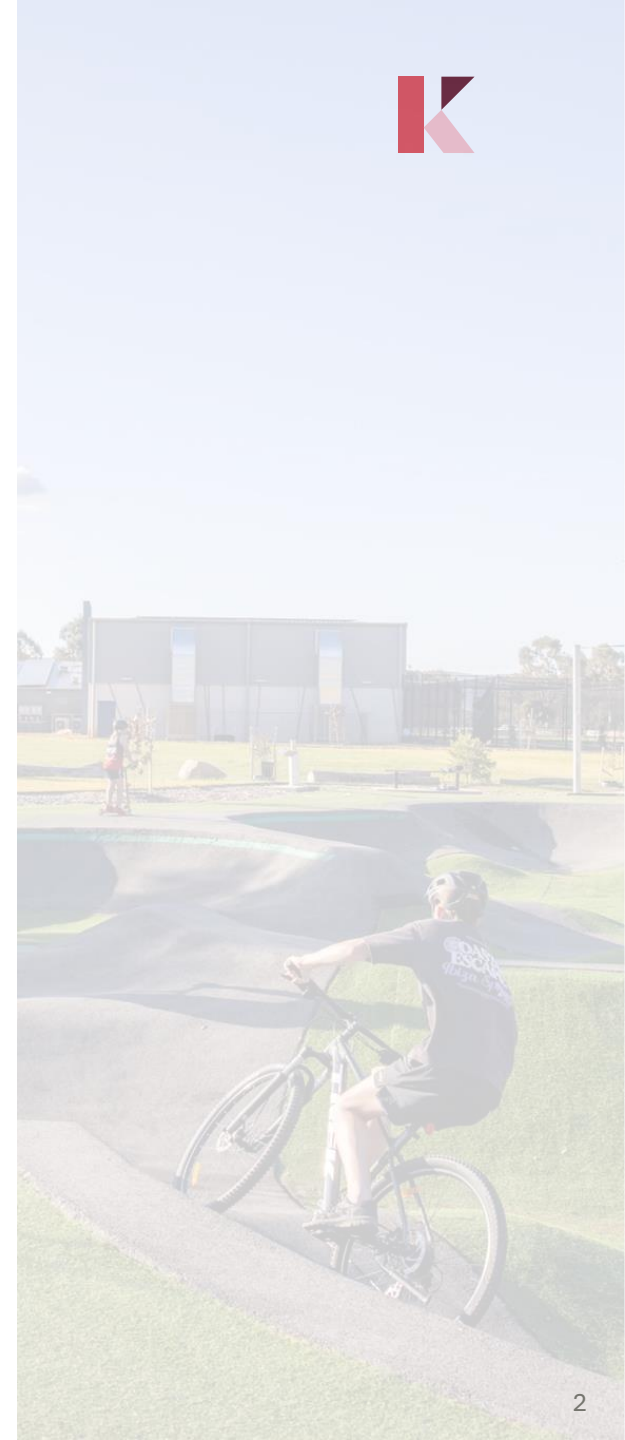


klein

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

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Executive Summary



Warrnambool City Council Community Satisfaction



52

Overall Performance

-6 since last year

58

State Performance

+4 vs last year

57

Regional City Performance

+4 vs last year

Key Takeouts

Warrnambool City Council’s overall performance is 52, a significant decrease from the previous year. The decrease in sentiment was more pronounced amongst female residents and residents aged 25-49 years.

Top performing areas

82

Libraries*

68

Waste management*

65

The appearance of public areas

49

-10

56

-2

Aged 18-24	40	-4
Aged 25-34	47	-9
Aged 35-49	49	-10
Aged 50-64	57	+4
Aged 65+	56	-6



Lowest performing areas

46

Making decisions

47

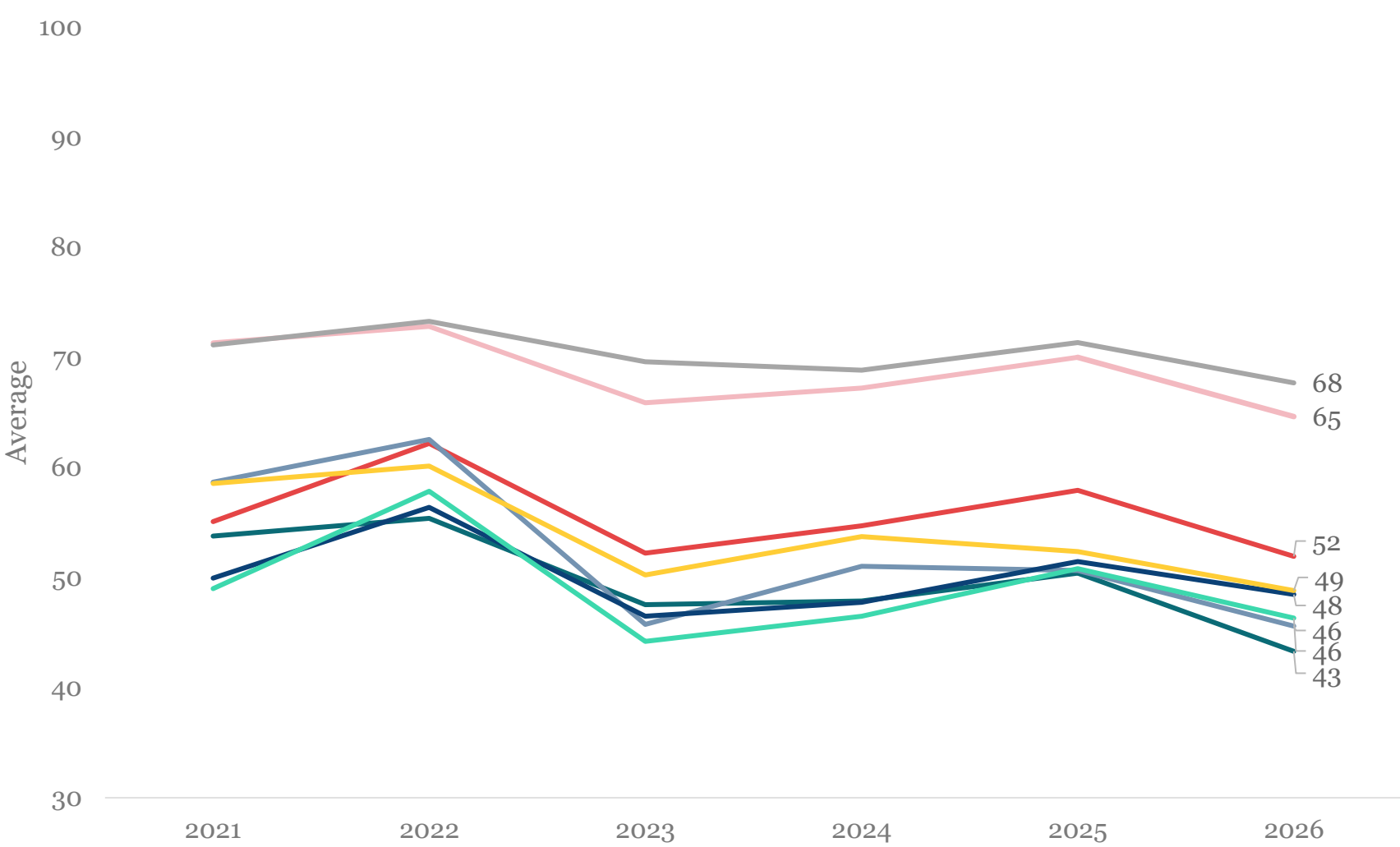
Traffic management

48

Council’s general town planning policy



Core Measures by Year



Change on Previous Year

- 6** Overall Performance
- 7** Spending Public Funds*
- 5** Direction of council
- 5** Customer Service
- 3** Opportunities to give feedback*
- 4** Waste Management*
- 4** Making Decisions*
- 4** Sealed local Streets*

Changed questions are marked with an asterisk.

LGV Core Summary



		Warrnambool CC 2026	Chg vs 2025	State 2026	Chg vs 2025	Regional City 2026	Chg vs 2025
Overall Performance <i>Overall Performance of Council</i>		52	-6	58	+4	57	+4
Spending Public Funds <i>Spending public funds... in ways that benefit the community</i>		43	-7	51	+4	50	+3
General Direction <i>Views on direction of council's performance</i>		46	-5	48	+2	49	+1
Customer Service <i>...on most recent contact, rate Council for Customer Service</i>		65	-5	68	+2	71	+3
Opportunities to Give Feedback <i>Opportunities offered by Council to give your feedback on key local issues</i>		48	-3	55	+5	56	+7
Waste management <i>Waste Management including garbage, recyclables and green waste</i>		68	-4	72	+6	71	+6
Making decisions <i>Making decisions in the interest of the community</i>		46	-4	52	+3	53	+5
Sealed local streets <i>Condition of sealed local streets</i>		49	-4	54	+9	51	+4

Performance of Council Services – Summary by Service Area

Governance, Engagement & Advocacy			Infrastructure & Maintenance			Community Services & Support			Planning & Development			Community Facilities & Recreation		
2026 vs 2025			2026 vs 2025			2026 vs 2025			2026 vs 2025			2026 vs 2025		
Keeping the community informed	56	+1	The appearance of public areas	65	-5	Waste management*	68	-3	Emergency and disaster management	63	-3	Libraries	82	NA
Advocating for the community*	50	-	The condition of footpaths	51	-6	Family support services	60	-3	Business and community development and tourism	60	-	Arts Centres	63	NA
Opportunities to give feedback*	48	-3	Condition of sealed local streets*	49	-3	Elderly support services	60	-3	Environmental sustainability	60	+1	Recreational facilities	62	-6
Making decisions in the interest of the community*	46	-5				Disadvantaged support services	57	-1	Enforcement of local laws and regulations	58	-6	Community events and cultural activities	62	-2
						Traffic management	47	-14	Developing and promoting the local economy	55	-3	Parking facilities	50	-4
									Planning for population growth	52	-4			
									Planning and building permits	50	-1			
									Council's general town planning policy	48	-3			

Changed questions are marked with an asterisk.

Executive Summary – Key Strengths of Warrnambool City Council



Libraries

Libraries is the strongest-performing service area measured in this report, and one of the few where Warrnambool City Council sits clearly ahead of its peers. It scores 82, well above both the State benchmark (75) and the Regional City group (77). With residents rating their direct experience of libraries highly, this is one of Council's most established positions across the service areas measured.



Planning for population growth

Planning for population growth is a high-influence service (one residents see as central to how Council performs) and Council is ahead of the State benchmark here, scoring 52 against a State average of 45. Performance sits just below the Regional City group (55), but standing seven points above State on a service this influential is a genuine strength for Council to build on.



Customer service experience

Residents who contacted Warrnambool City Council in the past year rate their customer-service experience at 65; the strongest of the engagement measures and well ahead of overall perceptions of Council. This points to a capable front line: where residents deal with Council directly, the experience holds up better than the broader sentiment captured elsewhere in the report.

Executive Summary – Key Opportunities for Council to Address



Opportunities to give feedback on local issues

This is a high-influence service where Warrnambool City Council has lost ground while peers advanced. It scores 48, down three points year-on-year, while the State rose to 55 and the Regional City group to 56 leaving Council five to seven points behind benchmarks that are now moving in the opposite direction.



Making decisions in the interest of the community

Among the most influential drivers of how residents judge Council overall, this is the lowest-scoring service area measured in the report, at 46. Its combination of high influence and weak performance makes it the clearest gap between what residents value most and what they currently perceive.



Overall performance and direction of Council

Community sentiment softened across the headline measures this year. Overall performance fell six points to 52 - below both the State (58) and Regional City (57) benchmarks, which each rose four points - and views on Council direction (46) and spending public funds (43) also declined.



Council's general town planning policy

Town planning is a high-influence area flagged in the report as warranting attention. While planning for population growth sits above the State benchmark, residents are less assured about the broader planning policy that shapes how the municipality develops – a gap that carries weight given its influence on overall perceptions.

Summary of Approach



About the LGV CSS program

What the program is

Program overview

The **LGV Community Satisfaction Survey (CSS)** is a state-wide program that measures how residents rate the performance of their local council. It provides councils with an independent, consistent and comparable view of community perceptions across key service and performance areas, helping them to:

Understand strengths
and areas for improvement

1

Track performance
over time

3

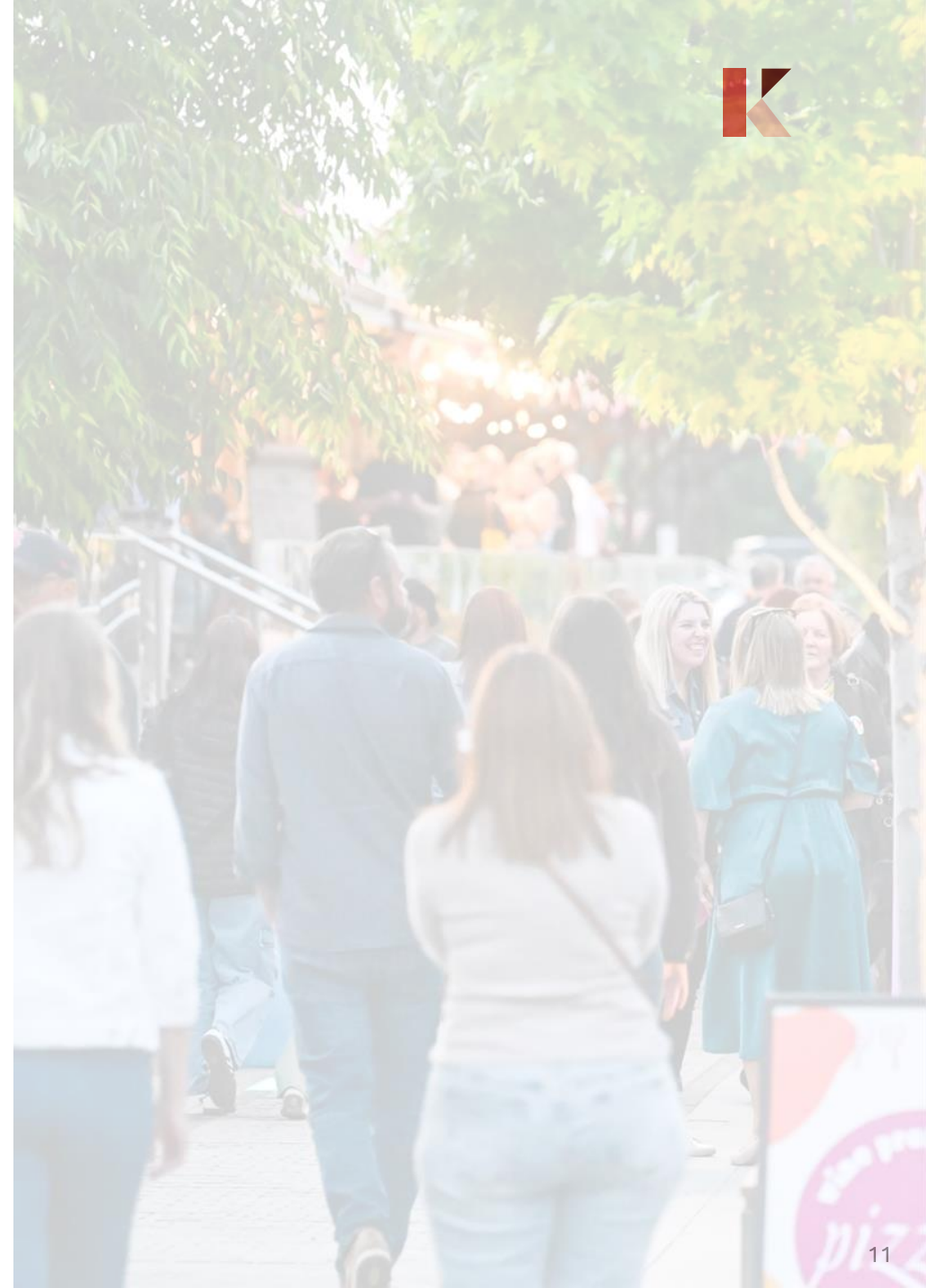
Benchmark against similar
councils and the wider sector

2

Support planning, service
improvement and community
accountability

4

The LGV CSS program provides a common framework for understanding and benchmarking council performance from the community perspective.



About Klein

What the program is and Klein's role in its next phase

Klein's appointment to the program

Klein is the newly appointed and Government-endorsed provider for the LGV CSS program. Our appointment through a robust and competitive procurement process provides confidence in the strength of the approach and the quality of delivery.



A new phase for the program

As the new provider, Klein brings energy, curiosity and a modern perspective — helping to refresh the program while maintaining the integrity, comparability and credibility that councils rely on.

Independent. Comparable. Credible. Refreshed for the program's next phase.

The LGV CSS program provides a common framework for understanding and benchmarking council performance from the community perspective.



About Klein

- 30 years' experience in community and customer satisfaction tracking.
- Diverse expertise in public-sector, local-government and stakeholder engagement, as well as commercial clients.
- Proven in managing large tracking programs.
- A “safe set of hands” - independent, transparent, and responsive.

Explanation of Survey Metrics

How the key survey measures should be interpreted



Key metrics included in this report

This report includes a range of measures to understand how residents view Council's performance, services and role in the community.

Key Performance: Measures overall views of Council, including overall performance, value for money and direction.

Core measures: Covers key areas such as decision-making in the interests of the community, waste management, opportunities to give feedback, and the condition of sealed local streets.

Importance of council services: Measures how important different services are to residents.

Performance: Measures how residents rate Council's performance in each area over the past 12 months.

Experience: Measures whether residents or anyone in their household has used particular services in the past 12 months.



Service reporting categories

For ease of interpretation, service results are grouped into the following categories

Governance, Engagement & Advocacy

Infrastructure & Maintenance

Community Facilities & Recreation

Community Services & Support

Planning & Growth



Note on interpretation

Residents may rate Council based on either direct experience or broader perceptions. Both are valuable, as they help show not only how services are experienced, but also how Council is seen by the wider community.

This report includes a range of measures to understand how residents view Council's performance, services and role in the community.



How results are reported

Results are typically shown for

Total Council sample

Demographic sub-groups within the Council such as age, gender and region

Similar councils for benchmarking

State-wide results for broader comparison



Benchmarking and comparison

How Council's results are interpreted in context

Why Benchmarking matters	Benchmarking helps put Council's results into context by comparing performance with relevant peers, historical results and key resident groups.
What it helps show	Benchmarking helps answer four key questions: • How is Council performing overall? • How is Council performing compared with all participating councils? • How is Council performing compared with similar councils? • Which results reflect Council-specific issues versus broader sector-wide patterns?
Important note	Comparisons are based on a common methodology and question set. Where differences are observed, significance testing is used to identify whether Council is <i>meaningfully above or below</i> benchmark.

Benchmark comparisons used in reporting

Comparator	What it helps show
State-wide average	How Council compares with all participating councils across the program
Council group average	How Council compares with similar councils, providing the most relevant peer context
Previous years	Whether performance is improving, stable or declining over time
Resident sub-groups	Which groups score higher or lower, and where perceptions differ across the community



Warrnambool City Council is classified as a **Regional Centres** council. The **Regional Centres** group includes: Ballarat, Horsham, Latrobe, Mildura.

Mixed method control

How online surveying was introduced while maintaining comparability

Methodology change

Why online was added

In 2026, the LGV CSS program introduced online surveying via social media recruitment alongside the traditional CATI (telephone) methodology.

Online was added to broaden participation and improve the representativeness of the sample, rather than relying only on residents who are reachable by phone.

This also provides greater access to younger, digitally engaged and other harder-to-reach residents.

CATI remains a core part of the methodology; online has been added to improve coverage and respondent mix.

How the mixed method approach is controlled

Same questionnaire and measurement framework

Telephone and online respondents answer the same questions, using the same scales and core question order.

Mode review before merging

Each response is flagged as telephone or online, allowing results to be checked by mode before they are combined.

Comparison of results

Klein reviews demographic profiles and key results across modes to identify whether any meaningful differences are present.

Integrated weighting

Once verified, telephone and online results are combined and weighted together to align with ABS population benchmarks.



What this means

The mixed method approach improves access, engagement and representativeness, while the control process helps maintain continuity and comparability with previous CATI-only results.

Enhanced Questions

Question wording review and comparability assessment



CORE MEASURES



In consultation with Local Government Victoria and participating councils, a number of questions used in the Community Satisfaction Survey were reviewed and updated to improve clarity and relevance.

As wording changes can affect comparability with historical results, a split-sample approach was used to assess the impact of the main revisions. One group received the historic wording and another received the enhanced wording.

The following table summarises the changes made and the extent to which the revised wording affected results.

Enhanced Wording	Historic Wording	Estimated Impact	Outcome
How would you rate [COUNCIL.NAME] at spending public funds on infrastructure and services in ways that benefit the community	How would you rate [COUNCIL.NAME] at providing good value for money in infrastructure and services provided to your community?	N/A	Not tested. The historic question focused on perceptions of value for money, while the revised measure assesses perceptions of how effectively council directs public funds to generate community benefit. As these are related but not equivalent concepts, direct trend comparability was not assumed.
The opportunities offered by [NAME OF COUNCIL] to give your feedback or engage on key local issues.	Community consultation and engagement	+1pts	No material impact detected. Results are considered comparable.
Condition of sealed local streets in your area. This includes local streets but does NOT include highways and major arterial roads such as [INSERT UP THREE LOCAL EXAMPLES].	The condition of suburban sealed local roads in your area. This includes local streets and roads managed by your council but excluding highways and main roads that are managed by VicRoads.	+2pts	No material impact detected. Added specificity does not appear to have materially changed responses.
Waste management including the collection of garbage, recyclables and green waste	Waste management	+6pts	Material impact detected; revised wording appears to have increased positive ratings likely by making the measure more concrete and inclusive.
Making decisions in the interest of the community	Decisions made in the interest of the community	-1pt	No material impact detected. Results are considered comparable.
Advocating for, and representing the community to government and other organisations	Lobbying on behalf of the community	+2pts	No material impact detected. Results are considered comparable.
Developing and promoting local tourism	Tourism Development	-3pts	No material impact detected. Movement appears within expected variation.
Developing and promoting the local economy	Business and community development	-3pts	No material impact detected. Movement appears within expected variation.
Enforcement of local laws and Council regulations	Enforcement of local laws	-5pts	Potential material impact detected. Expanded reference to “Council regulations” may have broadened respondents’ frame of reference and contributed to lower ratings.
The condition of footpaths in your area	The condition of local streets and footpaths in your area	+2pts	No material impact detected. Revised wording appears comparable.
Keeping the community informed on council services, events and programs	Informing the community	+3pts	No material impact detected. Revised wording appears comparable.

Changed questions are marked with an asterisk.

Enhanced Methodology

The incorporation of Online and comparability assessment



In 2026, the LGV CSS program expanded beyond its traditional CATI (telephone interviewing) approach, with online surveying via social media recruitment available as an option for councils.

This reflected a desire to modernise the program while retaining the consistency and comparability of the long-standing methodology.

Where used, online broadened participation and improved the representativeness of the sample, particularly by improving access to younger, digitally engaged and other harder-to-reach residents.

Index Score	Score Impact	Impact of including Online
Overall Performance	0 pts	No material impact detected. Movement appears within expected variation
Spending Public Funds	-1 pts	No material impact detected. Movement appears within expected variation
General Direction	-1 pts	No material impact detected. Movement appears within expected variation
Customer Service	-1 pts	No material impact detected. Movement appears within expected variation
Consultation/ Engagement	-1 pts	Material impact detected; the introduction of online approach may have allowed respondents to be more critical.
Waste management	0 pts	No material impact detected. Movement appears within expected variation
Making decisions	-2 pts	Material impact detected; the introduction of online approach may have allowed respondents to be more critical.
Sealed local streets	0 pts	No material impact detected. Movement appears within expected variation



After weighting for demographic differences, CATI and online results were broadly aligned.

Any remaining differences were generally small and mostly within expected variation.
Importantly, the differences observed are generally small and not statistically significant, supporting a combined dataset that improves reach while maintaining comparability.

How to interpret results

Statistical significance and margin of error

Statistical significance

Statistical significance testing at the 95% confidence level has been applied to key comparisons in this report.

Where a difference is highlighted, it is unlikely to be due to chance alone. Where no difference is highlighted, the results should be treated as broadly similar.

95%

Reading the charts and tables



Up arrow or green text = significantly higher



Down arrow or red text = significantly lower



Circle / marker or black text = not statistically significant, but may still be noteworthy

Approximate margins of error used in this report

All survey results are subject to a margin of error, which varies depending on sample size.

Sub-Group	Sample	Margin of error
Warrnambool CC	403	+/-4.9 pts
State	17,730	+/-0.7 pts
Regional City	2,616	+/-1.9 pts
18 to 34	69	+/-11.8 pts
35 to 49	124	+/-8.8 pts
50 to 64	85	+/-10.6 pts
65+	126	+/-8.7 pts
Male	201	+/-6.9 pts
Female	202	+/-6.9 pts

Larger groups have a smaller margin of error; smaller groups have a larger one.

Margins of error are approximate and are shown to support interpretation of key results and sub-groups.

Why the sample size is appropriate

Understanding the Sample



Sample size

This survey includes enough interviews to give a reliable overall picture of community views.



Margin of error

All surveys have a small amount of natural variation. A bigger sample reduces this (and Councils have the option to increase sample size), but the improvement in accuracy becomes smaller as sample size increases.



Confidence level

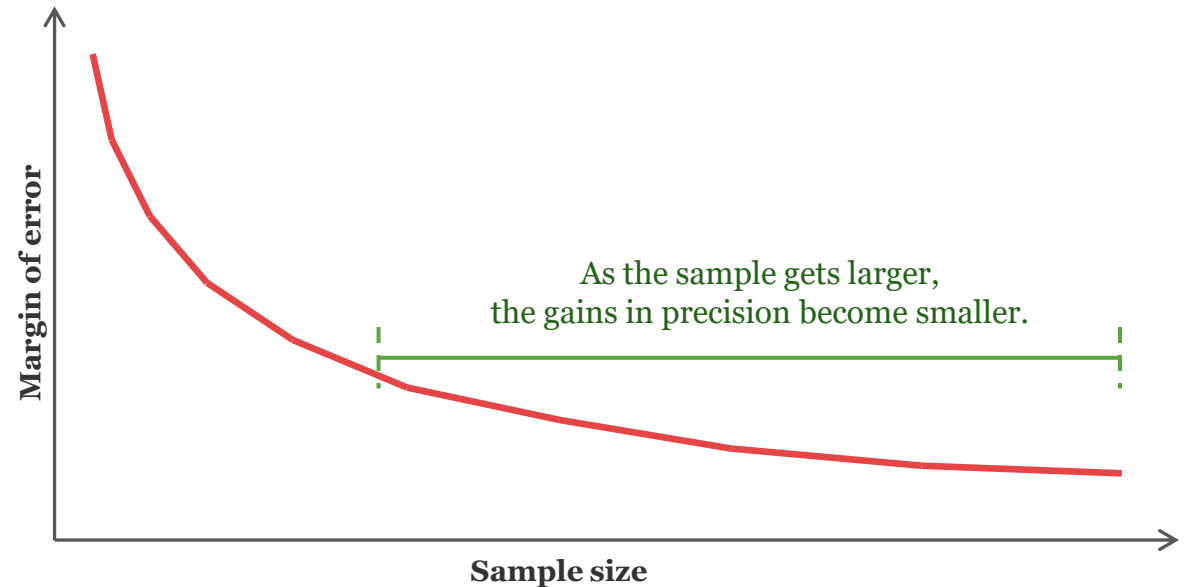
We use the standard "95% confidence level". In simple terms, this means we can be highly confident the survey gives a trustworthy picture of wider community views.



Statistical significance

In our analysis, we test whether differences and movements in scores are large enough to be meaningful, rather than just normal survey variation. These are highlighted through the report.

How sample size affects precision



What this means

Larger samples can improve precision, but after a point they are unlikely to materially change the overall story.

How weighting is used

What weighting does

Weighting adjusts the final results so the achieved sample more closely reflects the actual community profile.

Why it matters

Some groups can be a little over- or under-represented in the raw sample. Weighting helps ensure no group has too much or too little influence on the final results.

How to read the table

“Unweighted” shows the profile of the achieved sample. “Weighted” shows the profile after adjustment. Each council receives its own weighting table.

Sample weighting

Age	Unweighted	Weighted
18-24	3%	4%
25-34	14%	21%
35-49	31%	23%
50-64	21%	21%
65+	31%	30%
NET	100%	100%

Gender	Unweighted	Weighted
Male	50%	47%
Female	50%	53%
NET	100%	100%

Weighting improves representativeness, but it does not change what respondents said. It simply helps ensure that each group is reflected in the right proportion in the final results.

Comparative Benchmarks

In addition to the core LGV questions, each council was able to select additional service areas to assess. As a result, the number of councils in the benchmark for each questions varies. The following are the number of councils for each service area assessed within this report. Where there is only one other council in the benchmark, we have not provided a benchmark and labelled it as NA.

Performance	State	Regional City
Art centres*	12	3
Business and community development and tourism	10	3
Disadvantaged support services	4	1
Planning and building permits	12	3
Council's general town planning policy	6	1
Emergency and disaster management	14	4
Libraries*	17	4
Enforcement of local laws and regulations*	16	3
Advocating for the community*	20	4
Community events and cultural activities *	15	2
Environmental sustainability	19	4
Recreational facilities	20	4

Performance	State	Regional City
Keeping the community informed	19	3
Traffic management	4	2
Parking facilities	6	2
Family support services	12	3
Planning for population growth	7	3
Elderly support services	8	1
The appearance of public areas	23	4
Condition of sealed local streets*	38	6
Decisions in the interest of the community*	38	6
Opportunities to give feedback on key local issues*	38	6
Waste management*	38	6
The condition of footpaths*	15	4
Developing and promoting the local economy*	11	3

How Performance Index Scores are Calculated

A simple guide to how 5-point ratings are converted into a 0 to 100 index

In simple terms

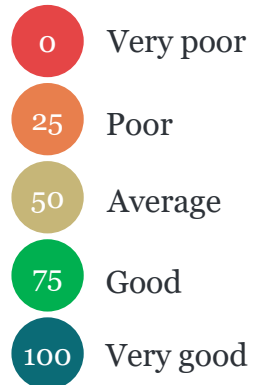
Performance is asked on a 5-point scale from Very poor to Very good.

Responses are then converted into an index from 0 to 100 so results can be compared consistently.

Scale



Index Values



Can't say is excluded from the calculation

Worked example

Each response ‘% share’ is multiplied by its index value. The contributions are then summed to create the score.

Response	Index Value	Share	Contribution
Very good	100	25%	25.0
Good	75	30%	22.5
Average	50	20%	10.0
Poor	25	10%	2.5
Very poor	0	10%	0.0
Can't say	-	5%	Excluded
Total index score		100%	60.0

How to interpret scores

Higher scores indicate stronger performance.

Band	Interpretation
85+	Very strong performance
75-84	Positive performance
50-74	Mixed or passable performance
40-49	Underperforming
<40	Clear community dissatisfaction

Direction in the past 12 months

The same principle is used for the Direction metric: Improved = 100, Stayed the same = 50, Deteriorated = 0. “Can't say” responses are excluded.

How to read the results slide - Performance Distribution



Guide to reading results

What this slide shows

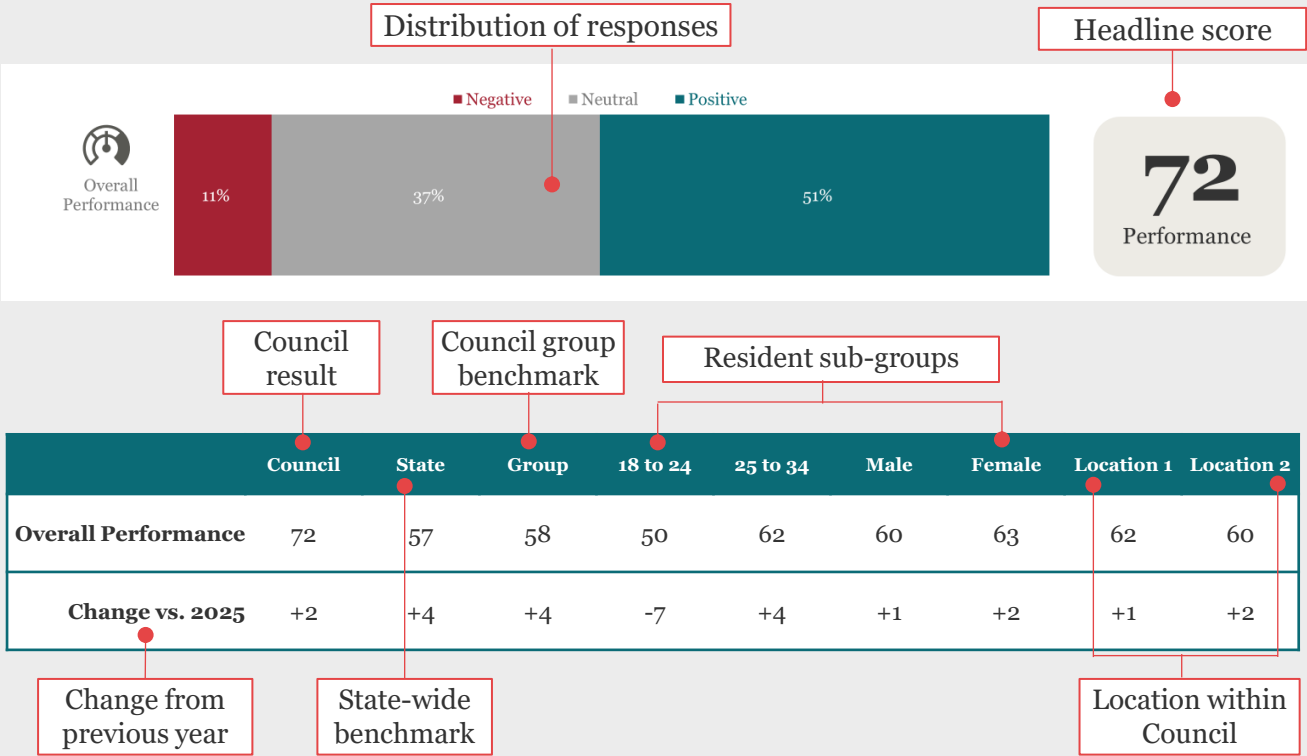
This slide shows the overall result, the distribution of responses, and how results vary across benchmarks and key sub-groups.

- It helps the reader see:
- How Council is performing overall
 - How the result compares with key benchmarks
 - Which groups score higher or lower
 - Whether the result has improved or declined over time

What the table categories mean

- Council** - result for this Council
- State** - average across all participating Councils
- Group** - average for similar councils
- Age / gender / location columns** - results for key sub-groups within the Council area
- Change vs. previous year** - movement since last year

Annotated example



How to read the line chart slide - Performance

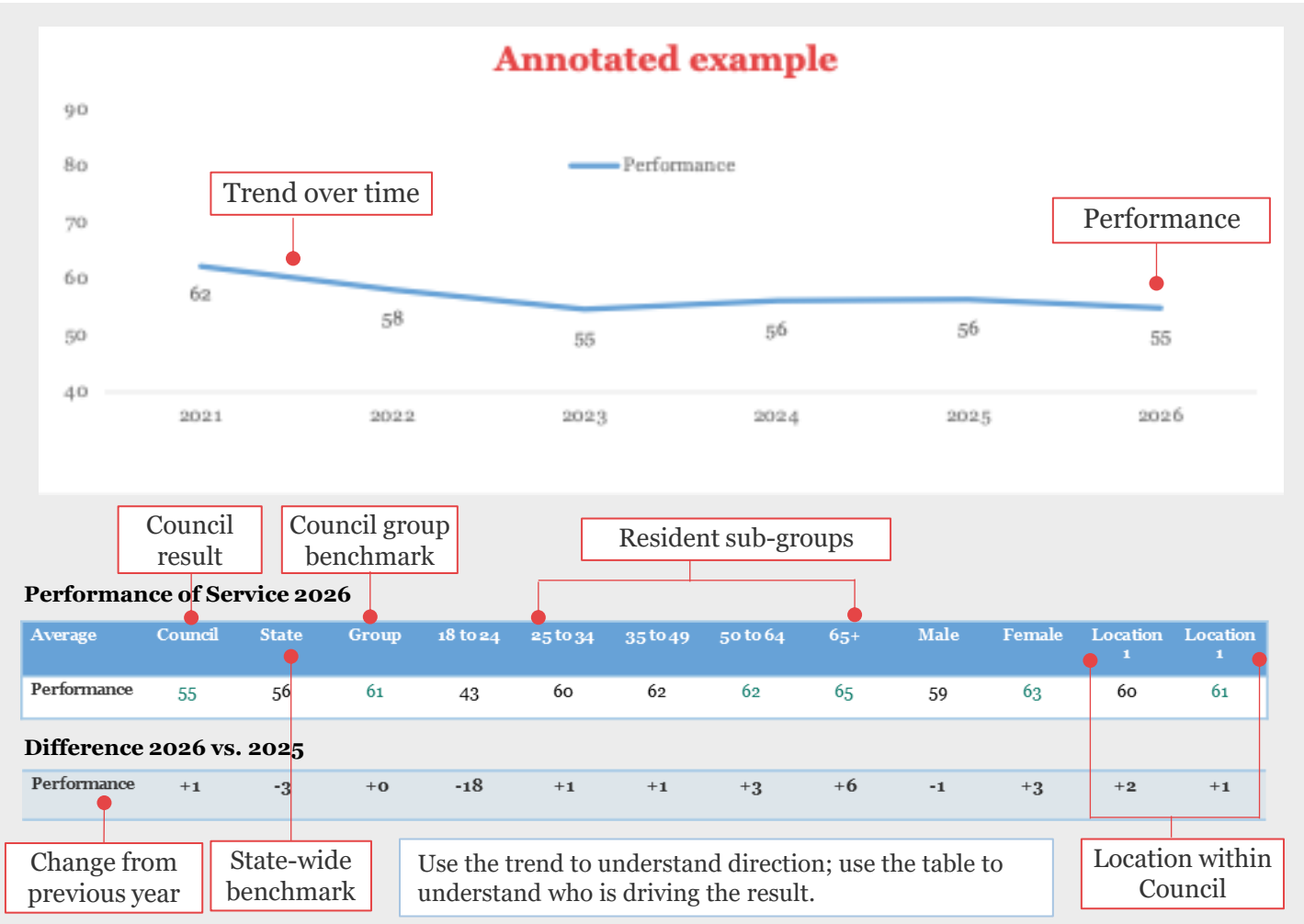
Guide to reading results

What this slide shows

- These slides show how importance and performance have changed over time, and how the current year result varies across benchmarks and sub-groups.
- The top chart shows the trend over time.
- The table below shows the current year results by benchmark and sub-group.
- The change table shows movement compared with the previous year.
- Importance = how much the area matters to the community
- Performance = how residents rate Council on that area

Table categories

Council, State and Group provide benchmarks; age, gender and location columns show resident sub-groups.



Fieldwork Summary

Who?

Residents of Warrnambool City Council aged 18+
Minimum quotas of gender within age groups were applied during fieldwork. Post-survey weighting was then conducted to ensure accurate representation of the ABS age and gender profile of the council area.

What?

9-minute survey
Conducted by Telephone and Online

How Many?

n=403
n=300 Telephone recruited from sourced residential sample list
n=103 Online recruited via social media

When?

Fieldwork conducted February/March 2026



Key Performance Measures



Overall Council Performance



Overview



This section provides a summary of overall community perceptions of Council performance. It presents key headline metrics and a high-level view of how Council is performing across the municipality.

Specifically, this section includes:

- Overall performance score
- Perceptions of Council direction
- Views on how well Council spends public funds
- Benchmark comparisons (where applicable)
- Results by key subgroups (e.g. age, location)

Together, these results provide a clear snapshot of overall community sentiment and set the foundation for the deeper insights that follow in the report.

Summary of results

Key measures:

- Community views of overall performance were less positive in 2026, with Council's result decreasing by 6 points to 52.
- Residents were also more negative about Council direction in 2026, which decreased by 5 points to 46.
- Spending public funds to benefit the community fell to 43 (-7 vs. 2025).

Vs. Benchmarks

- Council's overall performance score of 52 sits below both the State (58) and Regional City (57) benchmarks.
- Compared with 2025, Council's overall performance decreased by 6 points, while the State increased by 4 points and the Regional City increased by 4 points.
- Council direction scores 46 and is slightly below the State (48) and slightly below Regional City (49).

Sub-group differences:

- Residents aged 65+ were more positive on spending public funds to benefit the community.
- Females were more critical of overall performance, Council direction, and spending public funds to benefit the community.
- 18-24 year olds were far less positive on Council direction than in 2025.

Performance Summary – At a Glance



Council performance summary.
Results shown are index scores out of 100.



52

Overall
Performance



46

Direction
of Council

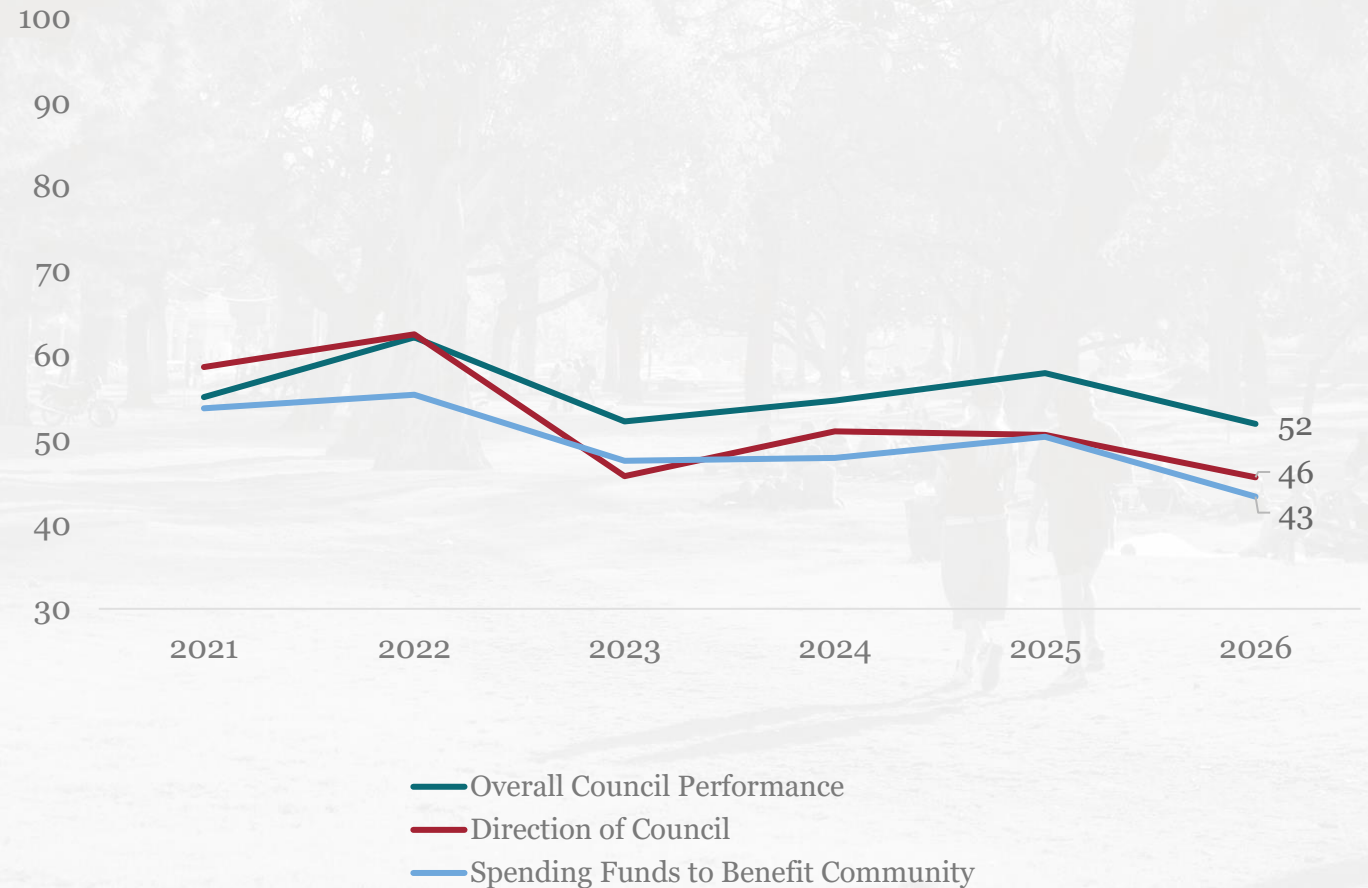


43

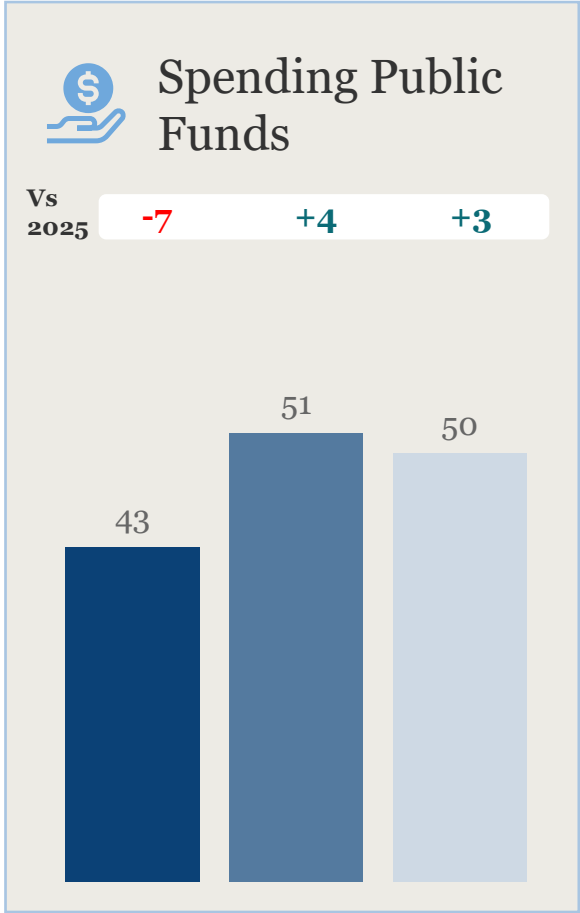
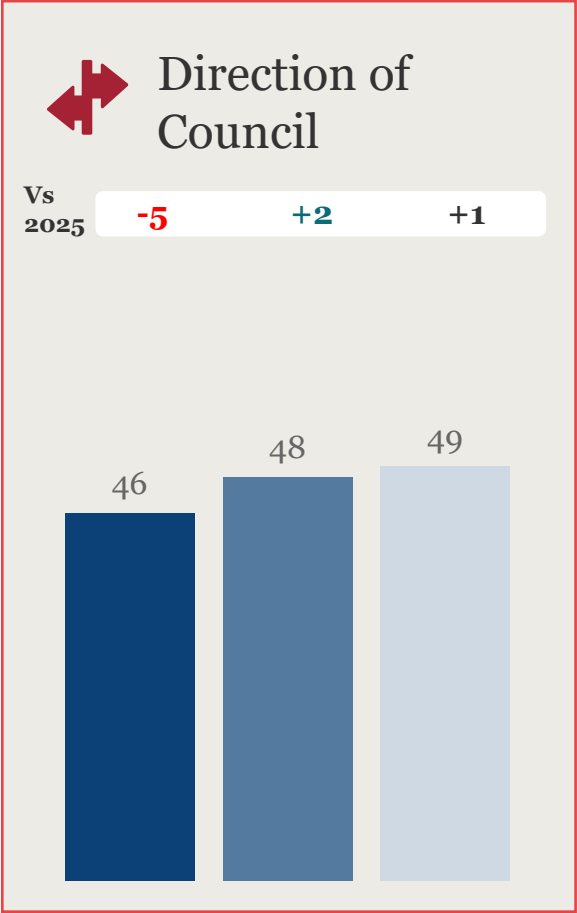
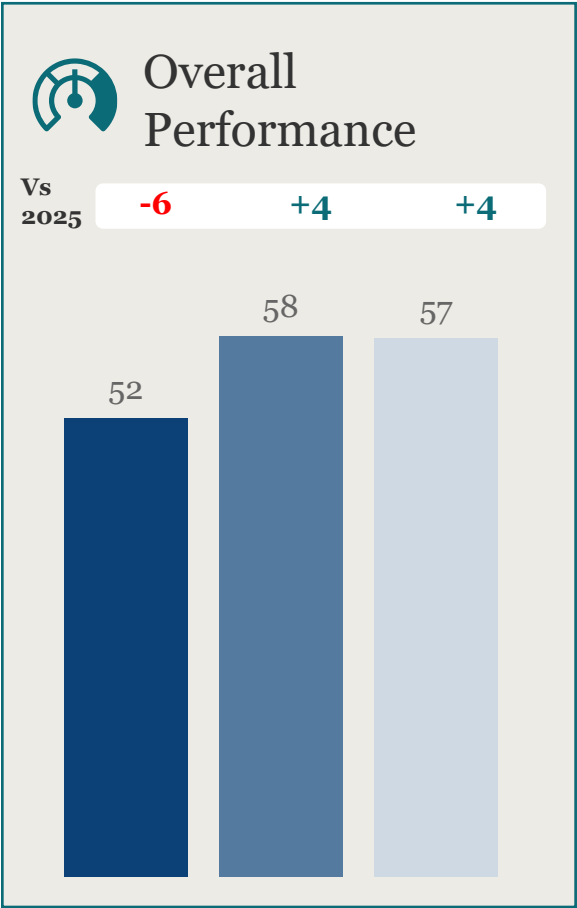
Spending Public
Funds



Council Performance by Year



Overall Performance – Council vs. Benchmarks

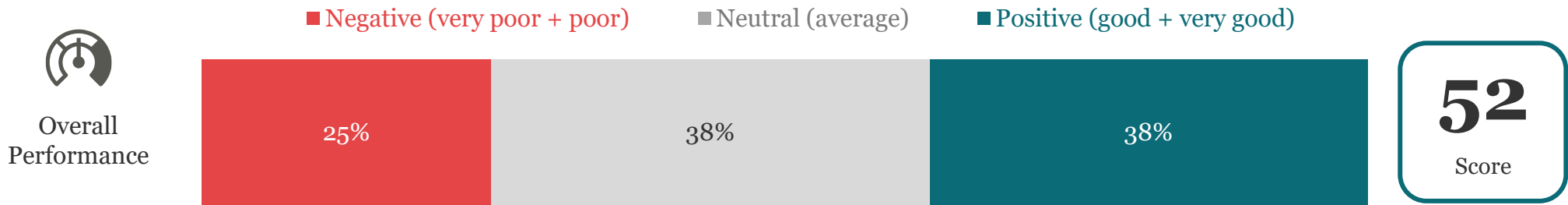


■ Warrnambool ■ State ■ Regional City

Overall Performance – Distribution of Results 2026



These results show the distribution of responses for **Overall Performance** (categorized into negative, neutral and positive), and by sub-group to give deeper insight into community perceptions

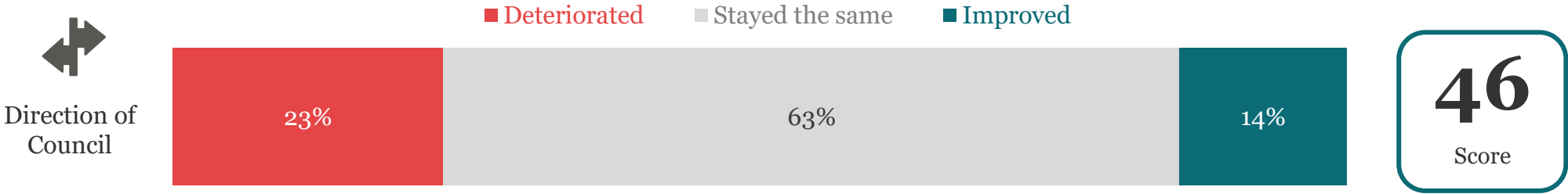


	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Overall Performance	52	58	57	46	49	57	56	56	49
Change vs. 2025	-6	+4	+4	-9	-10	+4	-6	-2	-10

Direction of Council – Distribution of Results 2026



These results show the distribution of responses for **Direction of Council** (improved, stayed the same, deteriorated), and by sub-group to give deeper insight into community perceptions



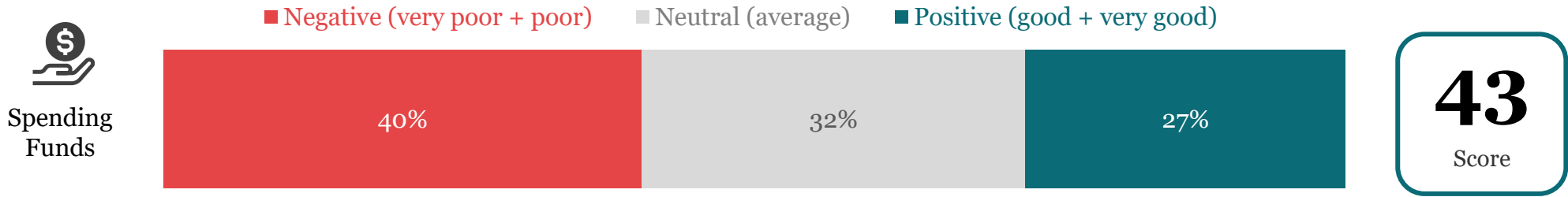
	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Direction of Council	46	48	49	41	45	50	47	48	43
Change vs. 2025	-5	+2	+1	-9	-7	+7	-7	-1	-9

Q6. Over the last 12 months, what is your view of the direction of Council’s overall performance? For base sizes, please refer to slide 19.

Spending Public Funds to Benefit Community – Distribution of Results 2026



These results show the distribution of responses for **Spending Public Funds** (categorised into positive, natural and negative), and by sub-group to give deeper insight into community perceptions



	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Spending Funds	43	51	50	39	39	45	49	48	39
Change vs. 2025	-7	+4	+3	-9	-5	+1	-11	-2	-12

Q3b. How would you rate Council at spending public funds on infrastructure and services in ways that benefit the community? For base sizes, please refer to slide 19.

Performance of Council Services



Performance of Council Services



Overview



This section provides a summary of community perceptions of performance across key Council service areas. It highlights how well residents believe Council is delivering services and where performance is strongest or may require improvement.

Specifically, this section includes:

- Performance ratings of Council services
- Trends over time

Council service areas are grouped into five key categories:

- Governance, Engagement & Advocacy
- Infrastructure, Waste & Maintenance
- Community Facilities & Recreation
- Community Services & Support
- Planning, Development and Growth

Summary of results

Key measures:

- Libraries was the strongest performing service area, scoring 82.
- The lowest service results were for decisions in the interest of the community and traffic management, scoring 46 and 47 respectively.
- Compared with 2025, Council's score on traffic management had the largest decline, decreasing by 14 points to 47.

Vs. Benchmarks

- Libraries performed more strongly for Council (82) than State (75) and Regional City (77).
- Opportunities to give feedback on key local issues declined 3 points to 48 for Council, but grew to 55 for State (+5) and 56 for Regional City (+7).
- Council outperformed State on planning for population growth (52 vs. 45) but fell short compared to Regional City (52 vs. 55).

Sub-group differences:

- Males rated Council's performance more positively than Females across nearly all services.
- 18-24 year olds were more positive on keeping the community informed but gave weaker ratings across most other services.
- Residents aged 25-34 gave notably lower ratings for traffic management.



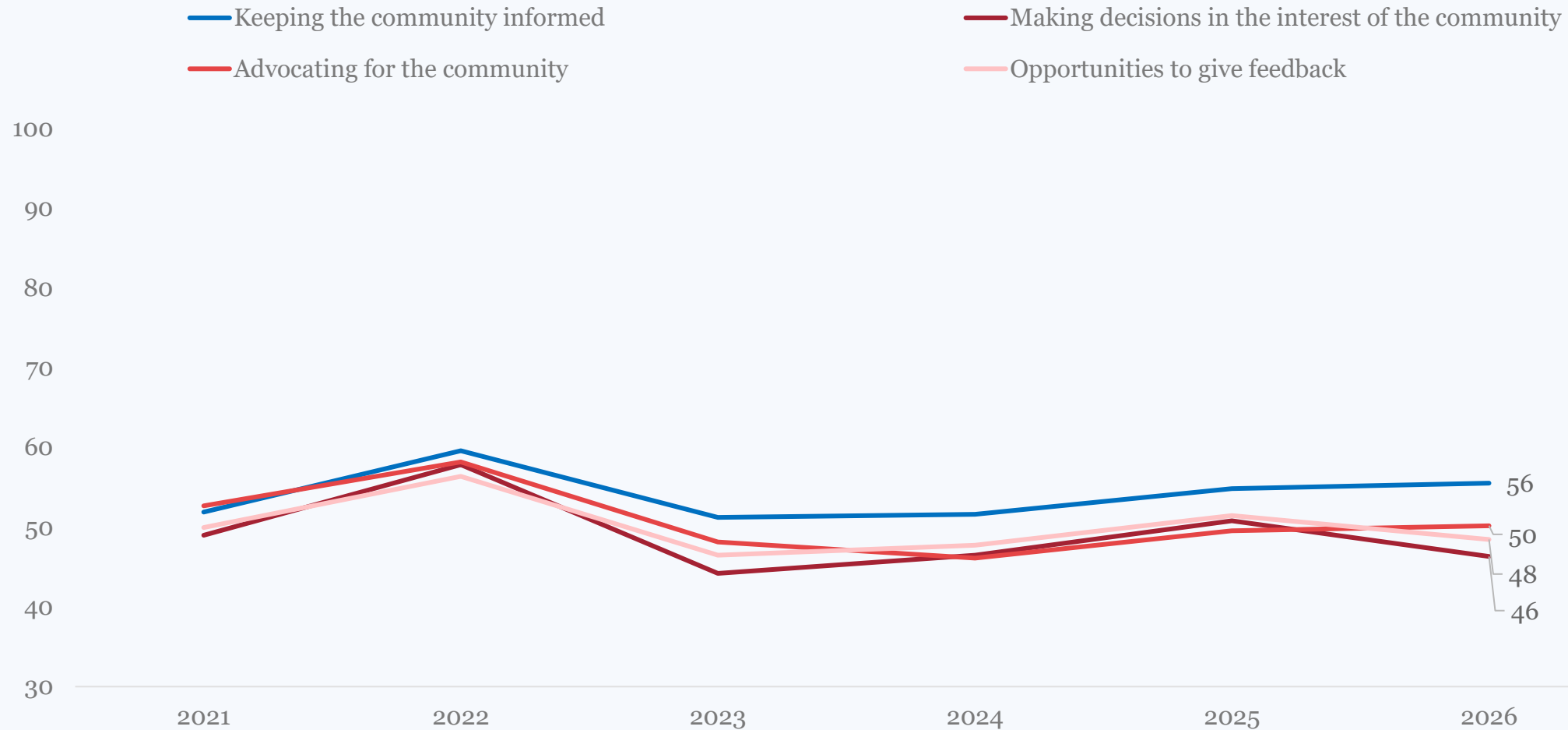
Performance of Council Services – by Year

	Warrnambool CC 2026	Chg vs 2025	State 2026	Chg vs 2025	Regional City 2026	Chg vs 2025
Libraries*	82	NA	75	NA	77	NA
Waste management*	68	-4	72	+6	71	+6
The appearance of public areas	65	-5	63	-5	65	-3
Emergency and disaster management	63	-3	63	-2	65	-
Art centres*	63	NA	64	NA	70	NA
Recreational facilities	62	-6	66	-2	68	-1
Community events and cultural activities *	62	-2	65	-	64	-
Elderly support services	60	-3	59	-5	NA	NA
Business and community development and tourism	60	-	59	+3	58	+1
Family support services	60	-4	61	-1	63	-
Environmental sustainability	60	-	61	+2	62	+2
Enforcement of local laws and regulations*	58	-6	56	-3	61	-
Disadvantaged support services	57	-2	55	-2	NA	NA
Keeping the community informed	56	+1	60	+4	59	+5
Developing and promoting the local economy*	55	-3	54	-	56	+2
Planning for population growth	52	-3	45	-3	55	+3
The condition of footpaths*	51	-6	53	+2	56	+4
Planning and building permits	50	-1	48	+5	54	+6
Advocating for the community*	50	+1	54	+4	54	+5
Parking facilities	50	-4	55	+1	52	-
Condition of sealed local streets*	49	-4	54	+9	51	+4
Opportunities to give feedback on key local issues*	48	-3	55	+5	56	+7
Council's general town planning policy	48	-3	48	-	NA	NA
Traffic management	47	-14	49	-5	53	-2
Decisions in the interest of the community*	46	-4	52	+3	53	+5

Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.

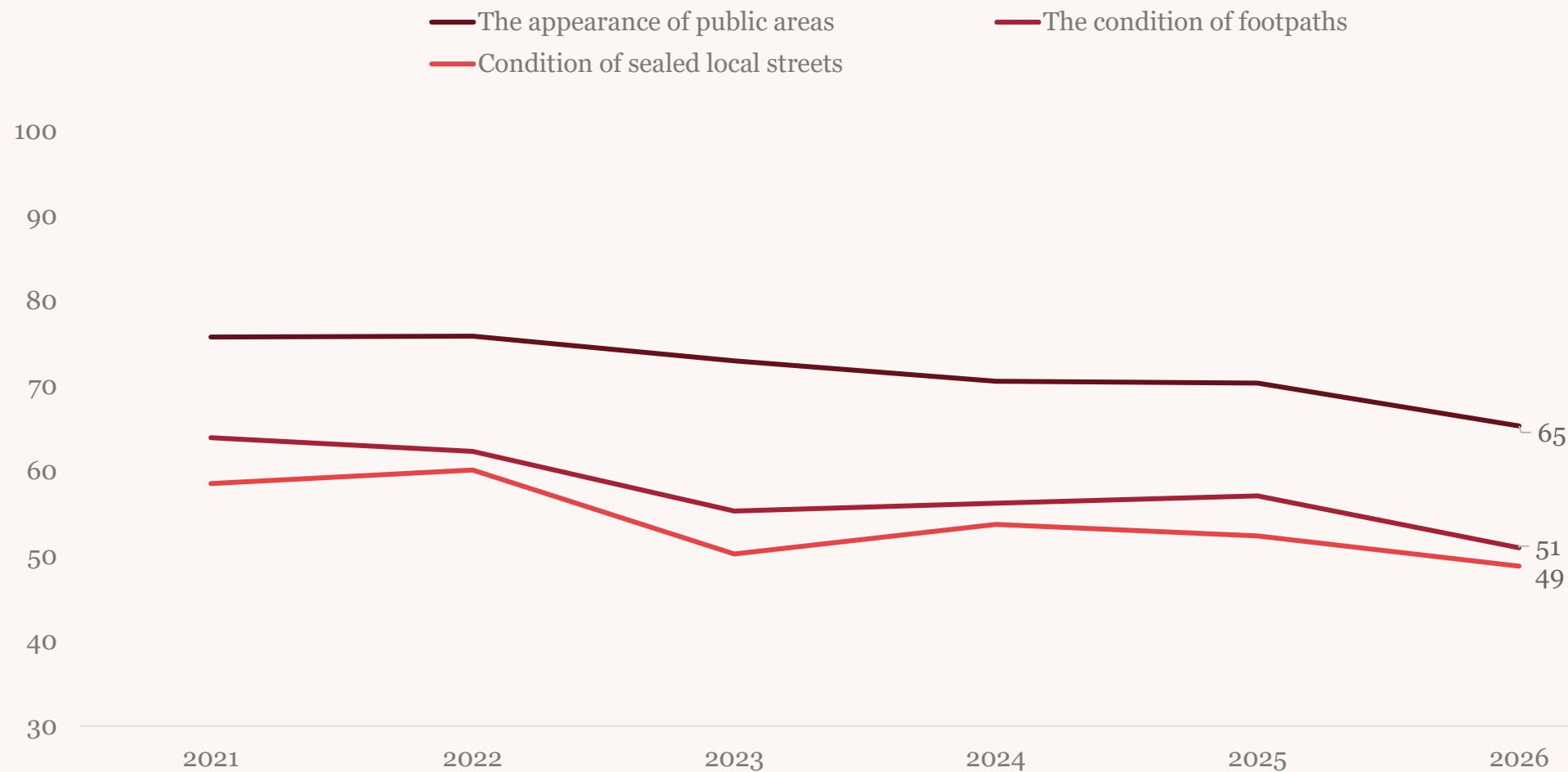


Performance of Council Services – Governance, Engagement & Advocacy



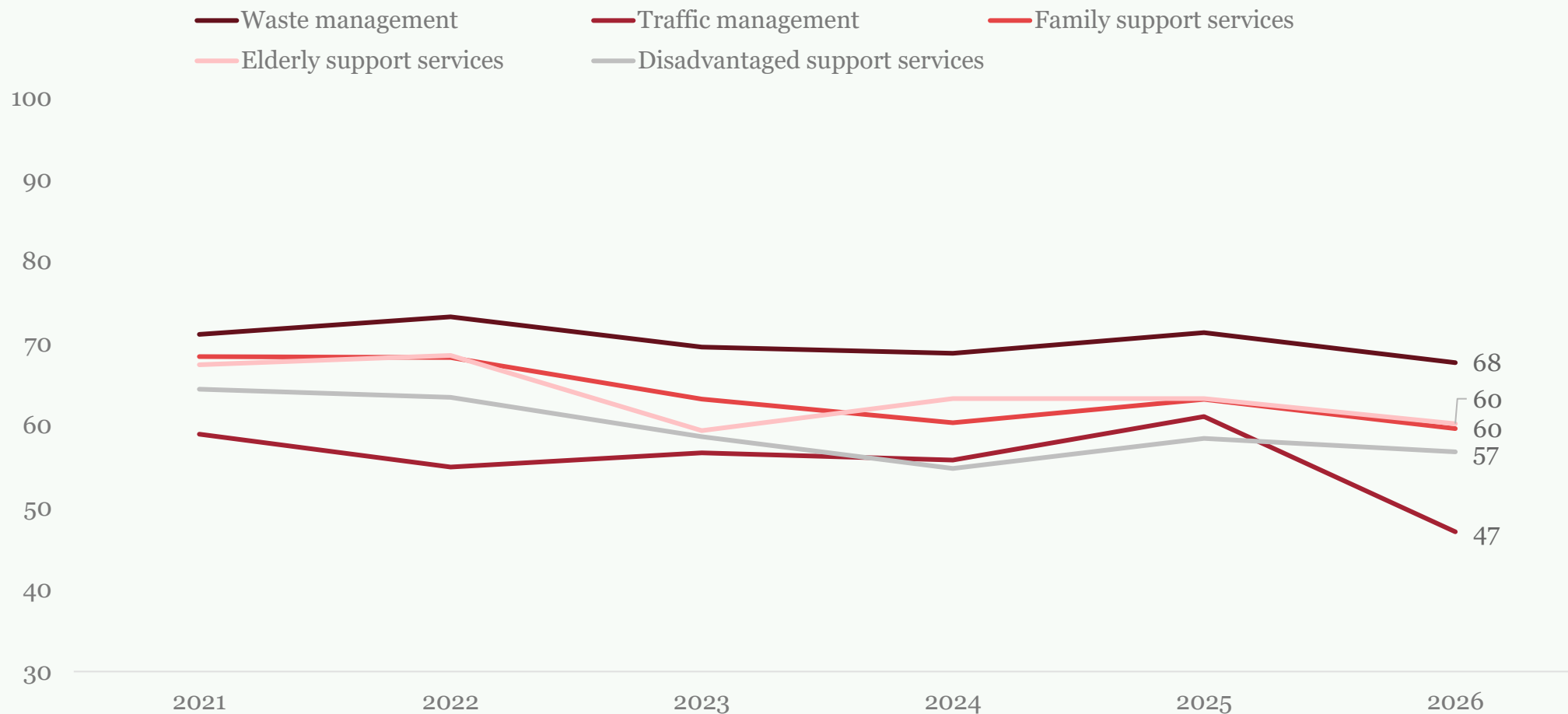
Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.

Performance of Council Services – Infrastructure & Maintenance



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.

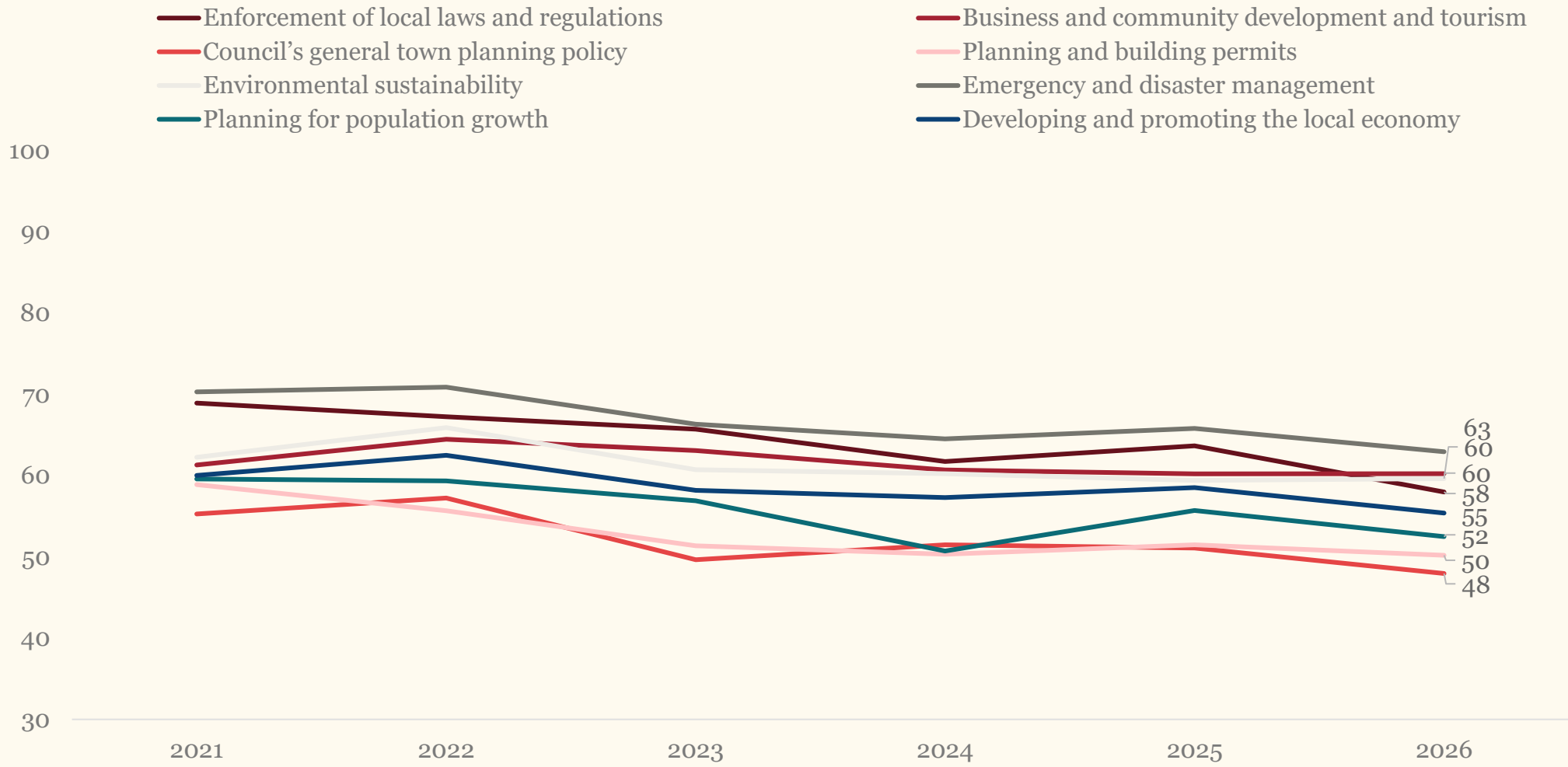
Performance of Council Services – Community Services & Support



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.



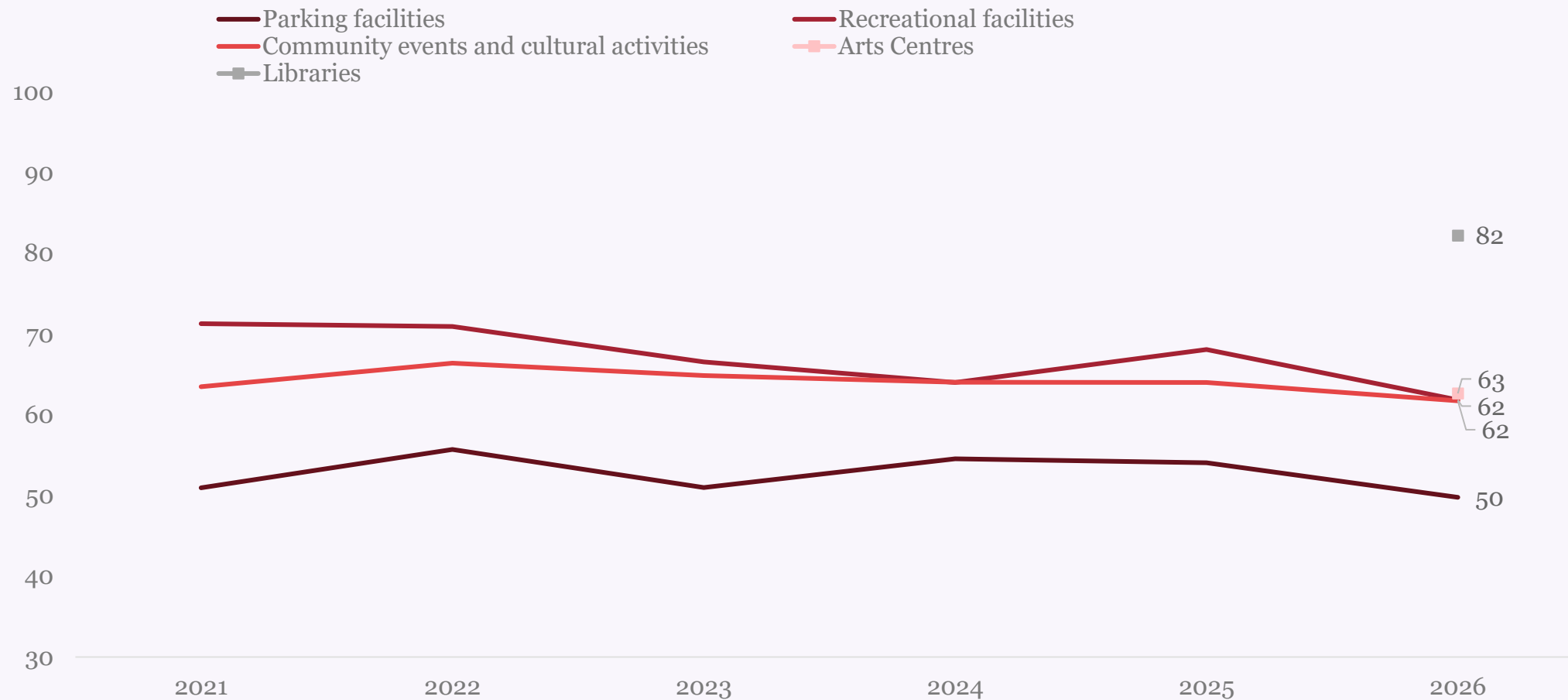
Performance of Council Services – Planning & Development



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.



Performance of Council Services – Community Facilities & Recreation



Q2. I would now like you to rate the performance of Council over the last 12 months. Firstly, how has Council performed on [SERVICE] over the last 12 months? For base sizes, please refer to slide 19.

Influence-Performance Matrix

Analysis Framework

How to read the Matrix

The influence-performance matrix helps show which areas matter most, and where improvement is likely to have the greatest impact.

- **Influence**

is based on regression analysis, this indicates which attributes matter most to overall satisfaction. Derived influence is often preferred over asking directly (stated importance) because it uncovers subconscious drivers, hidden priorities, and actual behaviour. All aspects are important; some are more powerful at driving overall sentiment.

- **Performance**

is based on respondents' ratings of Council on each attribute.

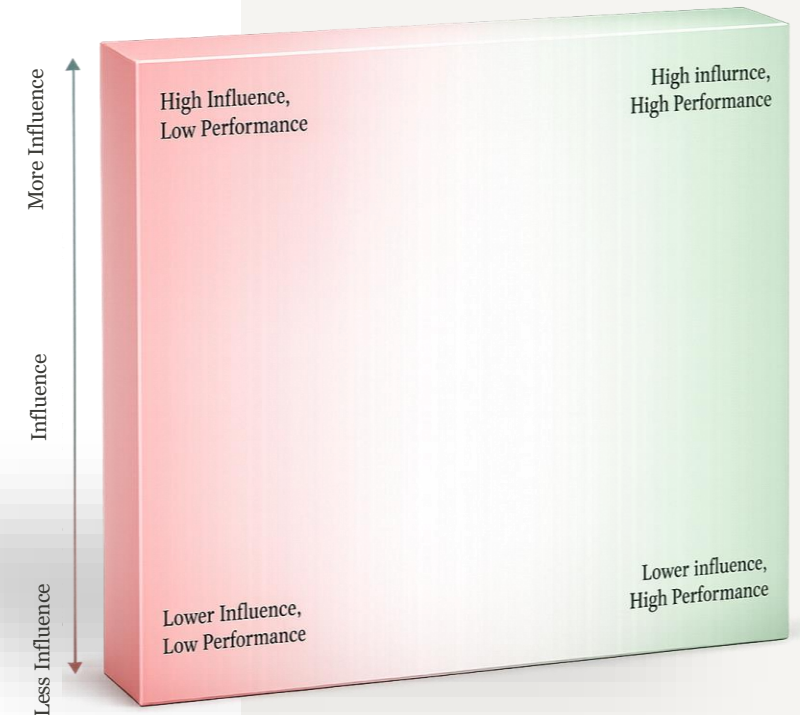
Together, these dimensions help identify priorities for action.

High influence, high performance - important areas where Council is performing well

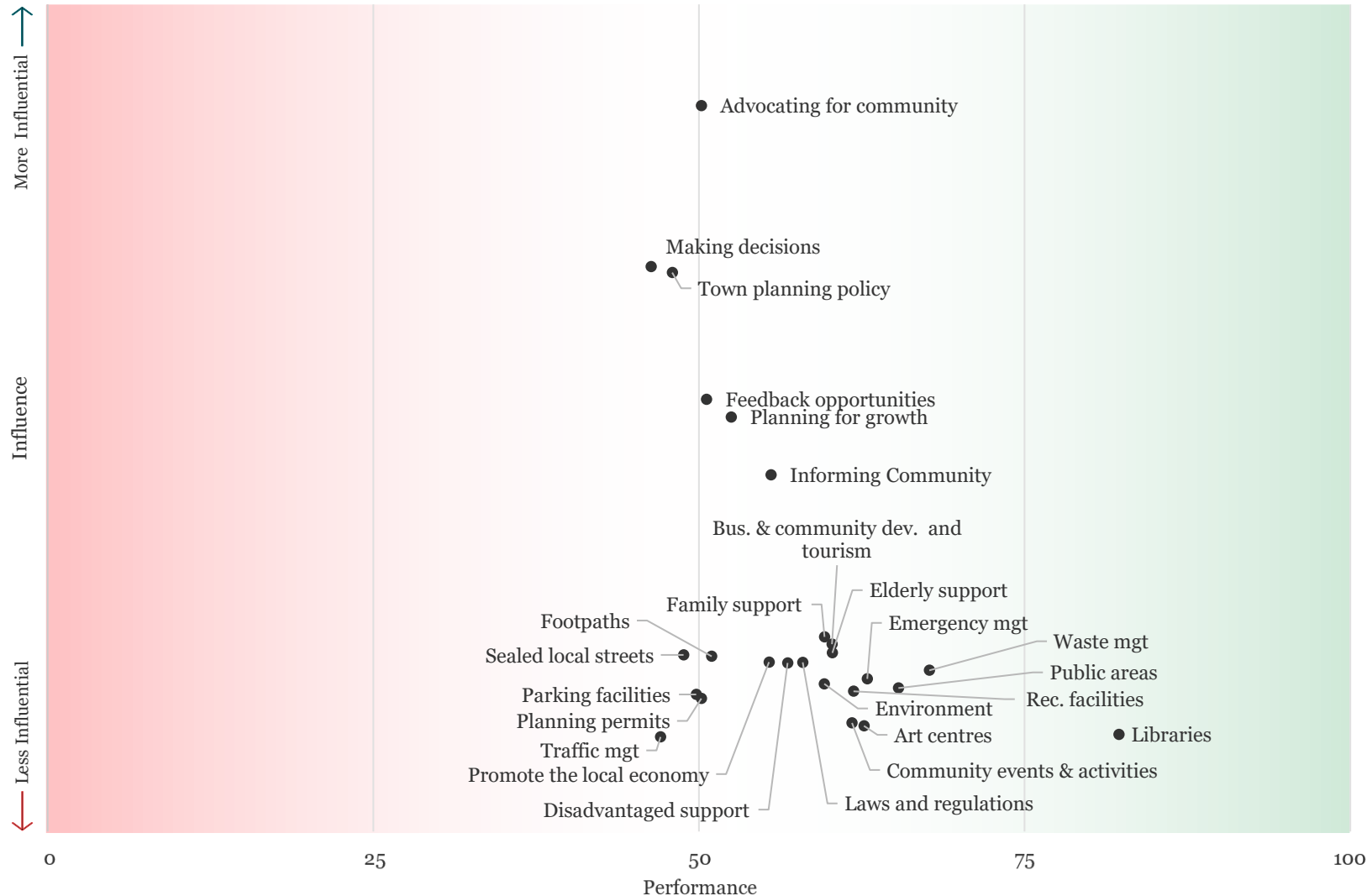
High influence, lower performance - highest priorities for improvement.

Lower influence, high performance - performing well, but less influential overall.

Lower influence, lower performance - lower priority areas for improvement.



Influence vs. Performance – Service Delivery 2026



The influence analysis gives a clearer sense of which service areas are most likely to shape overall perceptions of Council.

The areas with the strongest case for attention are:

- Advocating for, and representing, the community
- Making decisions in the interest of the community
- Council's general town planning policy
- Opportunities to give feedback on key local issues
- Planning for population growth

Whilst footpaths, streets, parking and traffic management are relatively low scoring, due to their lower influence they are lesser priorities for improvement.

Engagement with Council



Engagement with Council



Overview



This section provides an overview of how residents engage with Council services and their experiences when doing so. It highlights the extent of contact with Council, satisfaction with customer service, and how engagement differs across the community.

Specifically, this section includes:

- Contact with the Council in the last 12 months
- Satisfaction with customer service
- Importance and performance ratings, with comparisons between those who have contacted Council and those who have not
- Subgroup differences
- Preferred channels for accessing information

Together, these insights provide a clear view of how residents interact with Council, the effectiveness of current service delivery, and opportunities to enhance the customer experience.

Summary of results

Key measures:

- Over half of residents had contact with Council in the past 12 months (56%), decreasing by 5 points from 2025.
- The customer service rating also decreased by 5 points, falling to 65.
- This slide should be read as both a contact-incidence measure and a service-experience measure among those who contacted Council.
- 31% of residents selected social media as their preferred channel for Council news and information, a sharp rise in popularity of +13%. It now places firmly ahead of newsletter via social media (23%) and newsletter via mail (17%), which were more preferred in 2025.

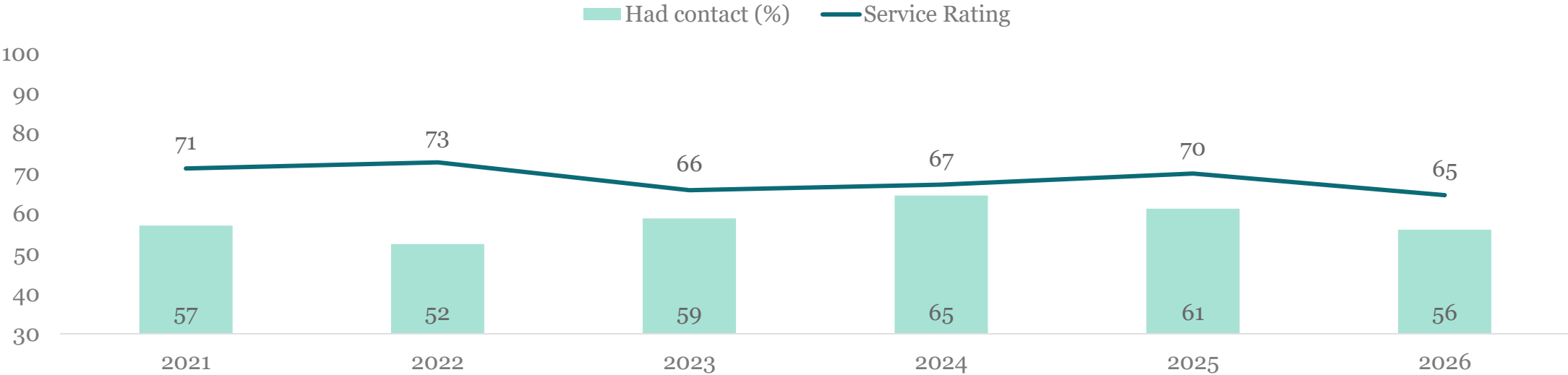
Vs. Benchmarks

- Compared with 2025, Council's contact rate decline of 5 points was on par with State but smaller than the 8-point decline for Regional City.
- While Council's service rating declined, State and Regional City had increases of 2 and 3 points respectively.

Sub-group differences:

- Residents aged 25 to 34 year olds were significantly less likely to have contact in 2026 and were less positive about the customer service.

Contact with Council and Satisfaction with Service During Contact



Contact with Council and Customer Service Rating: 2026 by Demographic Groups

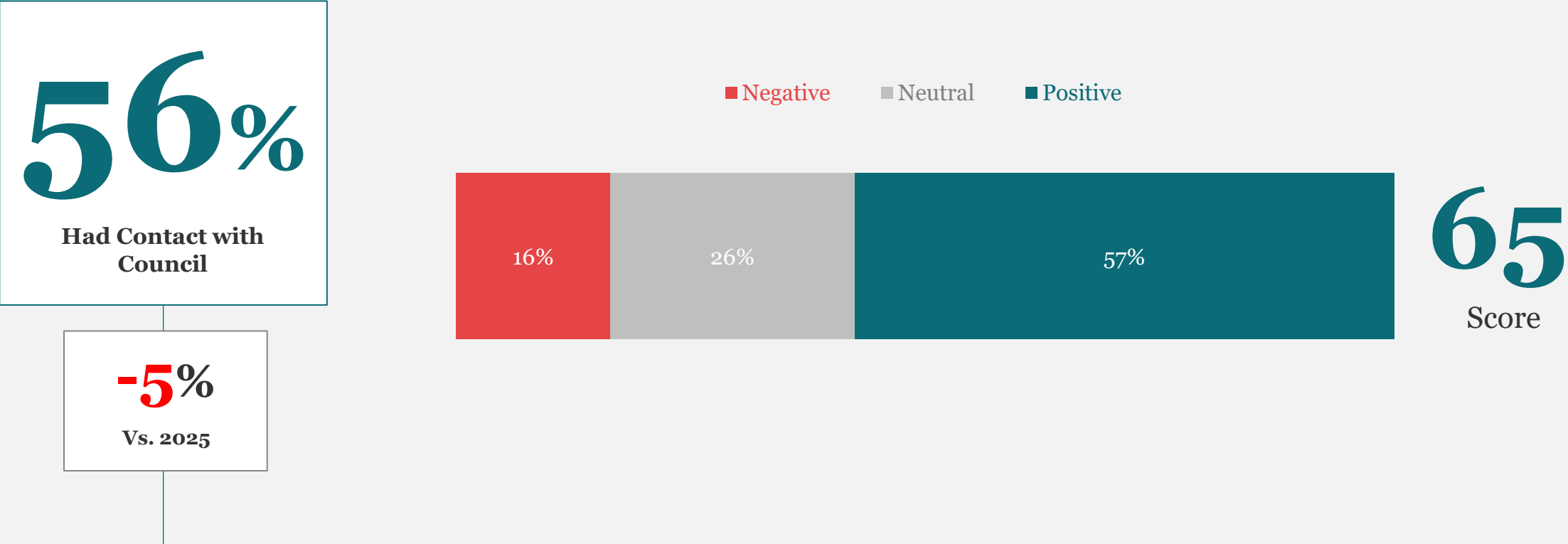
Average	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Had contact (%)	56	58	55	46	68	66	49	52	60
Service Rating	65	68	71	56	68	66	67	67	63

Difference 2026 vs. 2025

Had contact (%)	-5	-5	-8	-16	-3	-	-3	-6	-5
Service Rating	-5	+2	+3	-13	-3	-5	-2	-4	-7

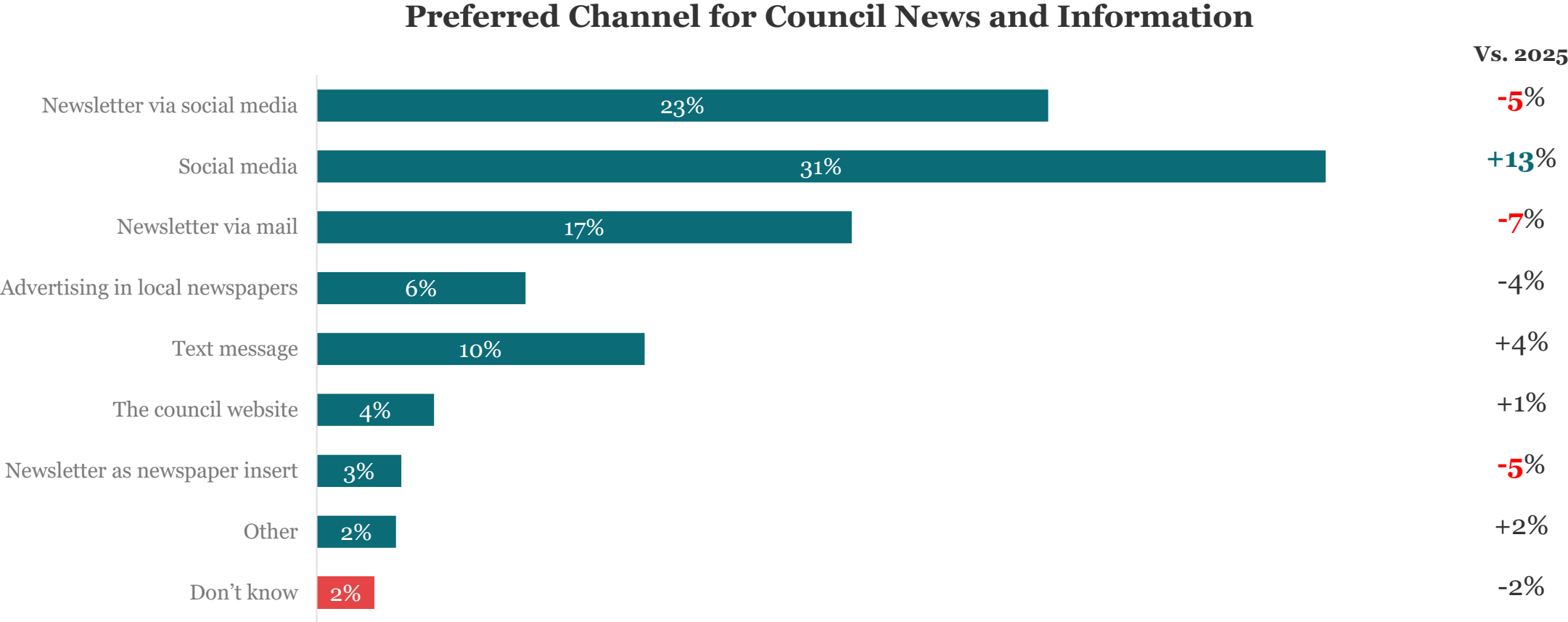
Q5. Over the last 12 months, have you or any member of your household had any contact with [INSERT COUNCIL NAME]? Q5A. Over the last 12 months, have you or any member of your household had any contact with Council in any of the following ways? Q5C. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean the ACTUAL OUTCOME. For base sizes, please refer to slide 19.

Satisfaction with Customer Service During Contact



Q5C. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do NOT mean the ACTUAL OUTCOME. For base sizes, please refer to slide 19.

Preferred Channel for Council News and Information 2026



Q13A. If 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 to you? For base sizes, please refer to slide 19.

Preferred Channel for Council News and Information 2026



Column %	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Newsletter via social media	23%	33%	24%	10%	19%	27%	33%	26%	19%
Social media	31%	19%	28%	52%	40%	27%	10%	27%	35%
Newsletter via mail	17%	21%	17%	13%	12%	19%	22%	17%	16%
Advertising in local newspapers	6%	6%	10%	4%	5%	5%	11%	8%	5%
Text message	10%	12%	10%	13%	7%	11%	9%	8%	12%
The council website	4%	2%	2%	3%	3%	5%	4%	4%	3%
Newsletter as newspaper insert	3%	2%	3%	1%	2%	3%	4%	4%	2%
Other	2%	2%	1%	0%	6%	1%	2%	2%	3%
Don't know	2%	2%	2%	0%	2%	3%	2%	1%	2%

Q13A. If 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 to you? For base sizes, please refer to slide 19.

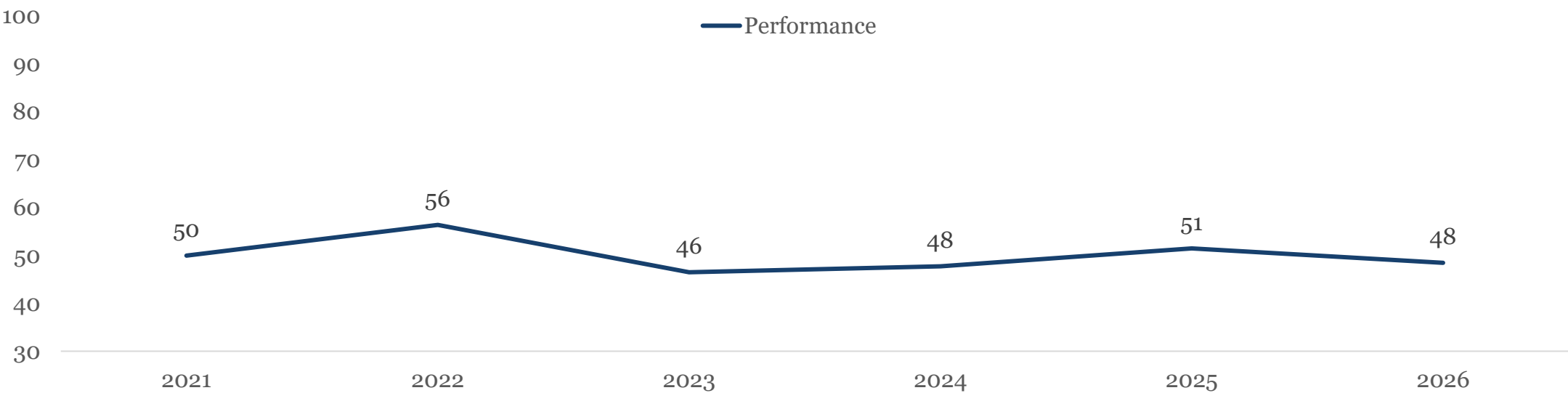


Council Service Areas

Performance by Year and Demographic Groups



Council Services – Opportunities to Give Feedback on Key Local Issues



Performance of Service 2026

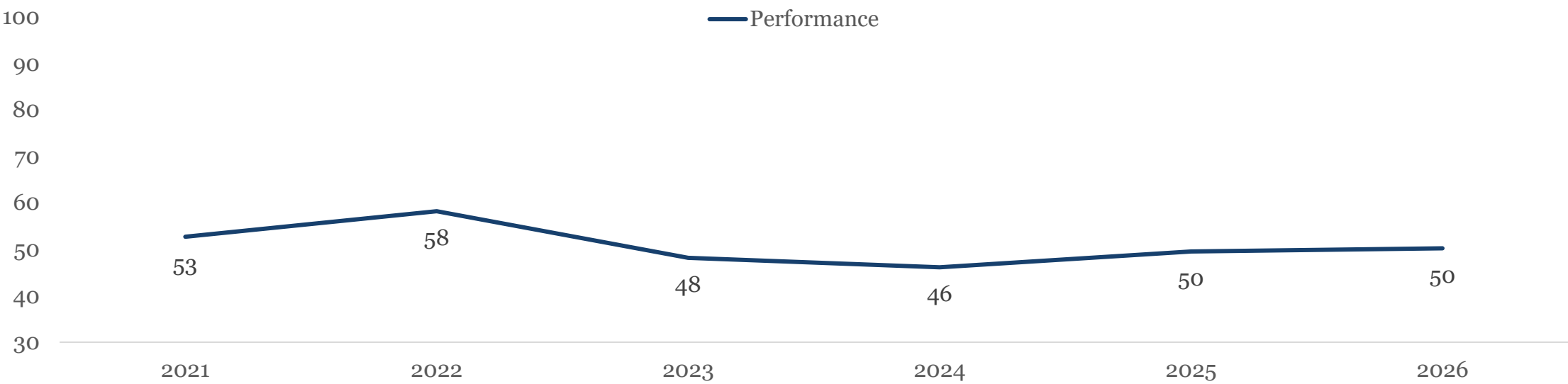
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	48	55	56	43	49	54	48	54	43

Difference 2026 vs. 2025

Performance	-3	+5	+7	-9	-2	+9	-6	+2	-8
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? The opportunities offered by Council to give your feedback on key local issues. For base sizes, please refer to slide 19.

Council Services – Advocating for the Community



Performance of Service 2026

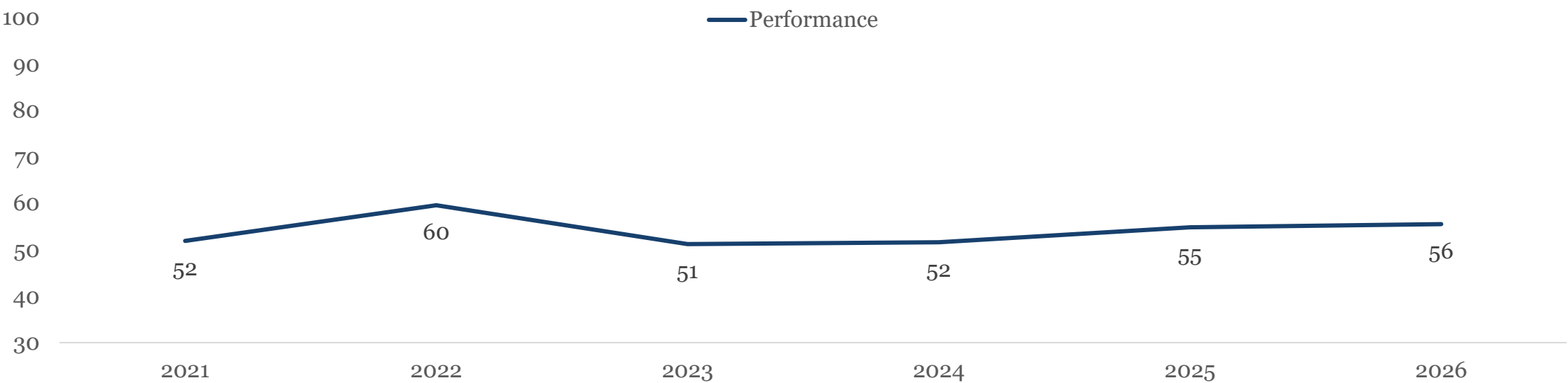
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	50	54	54	46	49	52	54	51	49

Difference 2026 vs. 2025

Performance	+1	+4	+5	-4	+4	+6	-1	+3	-1
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Advocating for, and representing the community to government and other organisations. For base sizes, please refer to slide 19.

Council Services – Keeping the Community Informed



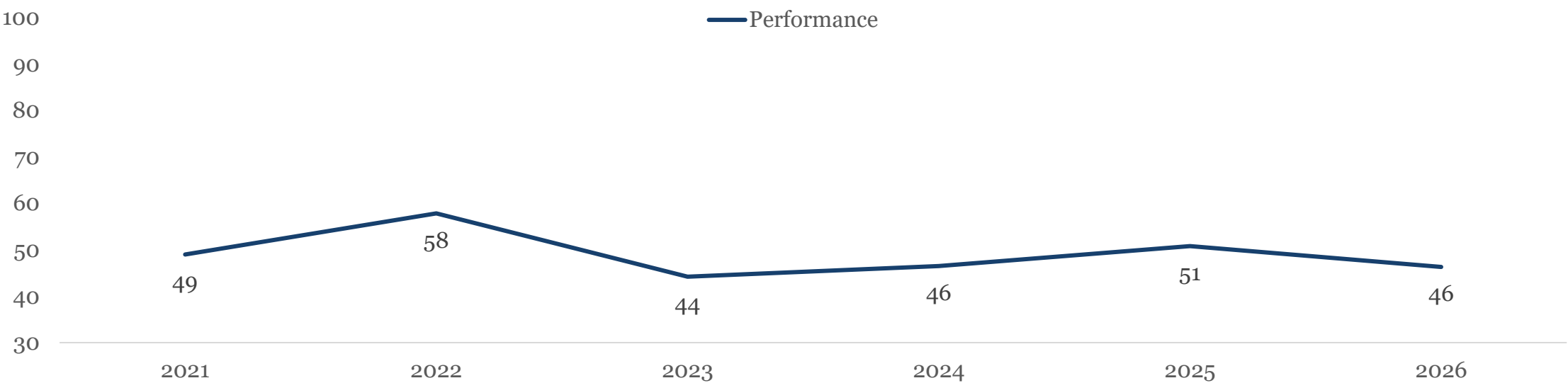
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	56	60	59	57	57	54	54	59	53

Difference 2026 vs. 2025

Performance	+1	+4	+5	+1	-	+6	-2	+3	-2
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Council Services – Making Decisions in Interest of Community



Performance of Service 2026

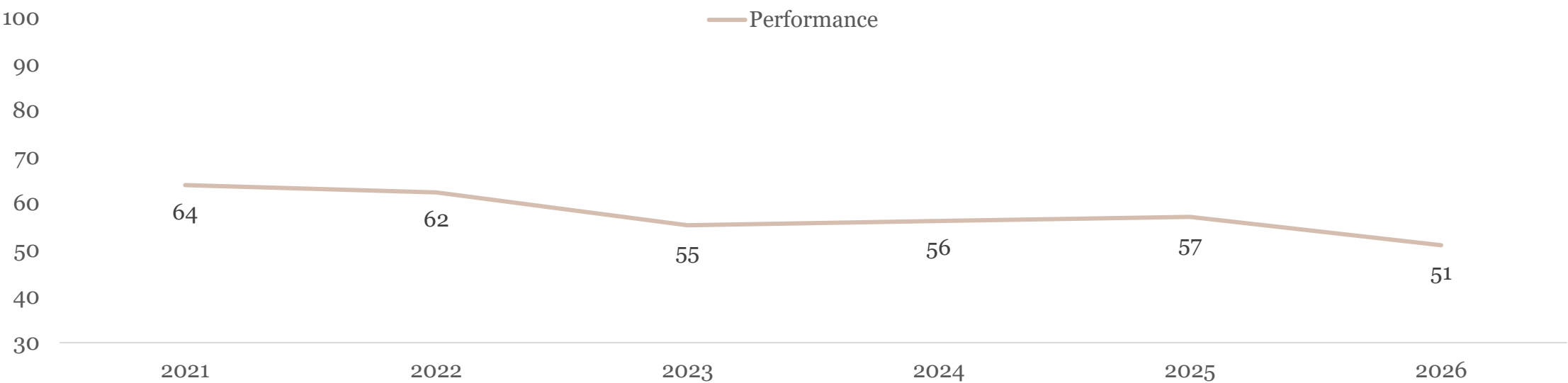
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	46	52	53	44	44	49	48	51	43

Difference 2026 vs. 2025

Performance	-4	+3	+5	-3	-6	+4	-9	+2	-11
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Making decisions in the interest of the community. For base sizes, please refer to slide 19.

Council Services – Condition of Footpaths



Performance of Service 2026

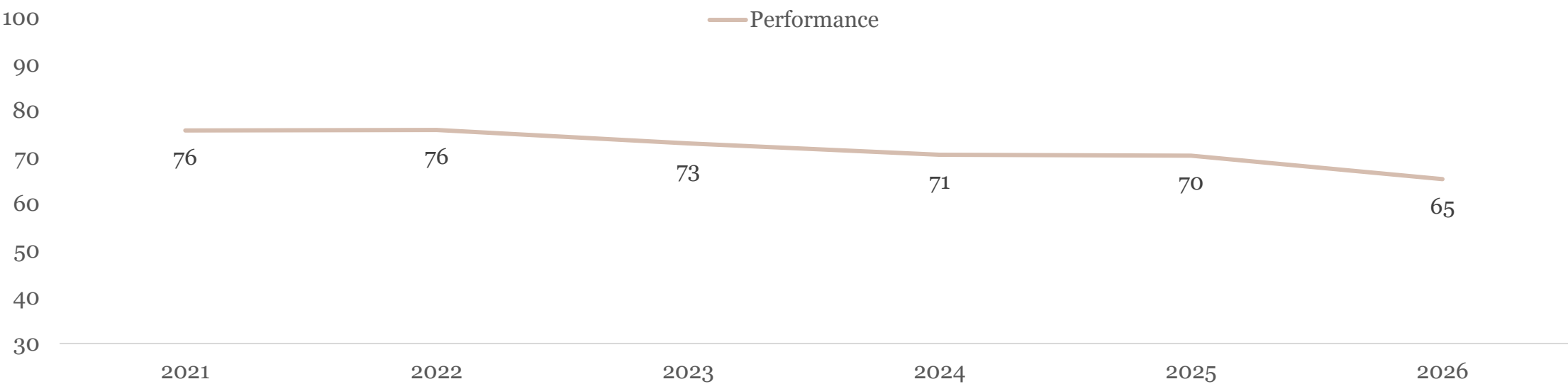
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	51	53	56	48	51	53	52	54	48

Difference 2026 vs. 2025

Performance	-6	+2	+4	-7	-7	-3	-7	-6	-7
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? The condition of footpaths in your area. For base sizes, please refer to slide 19.

Council Services – Appearance of Public Areas



Performance of Service 2026

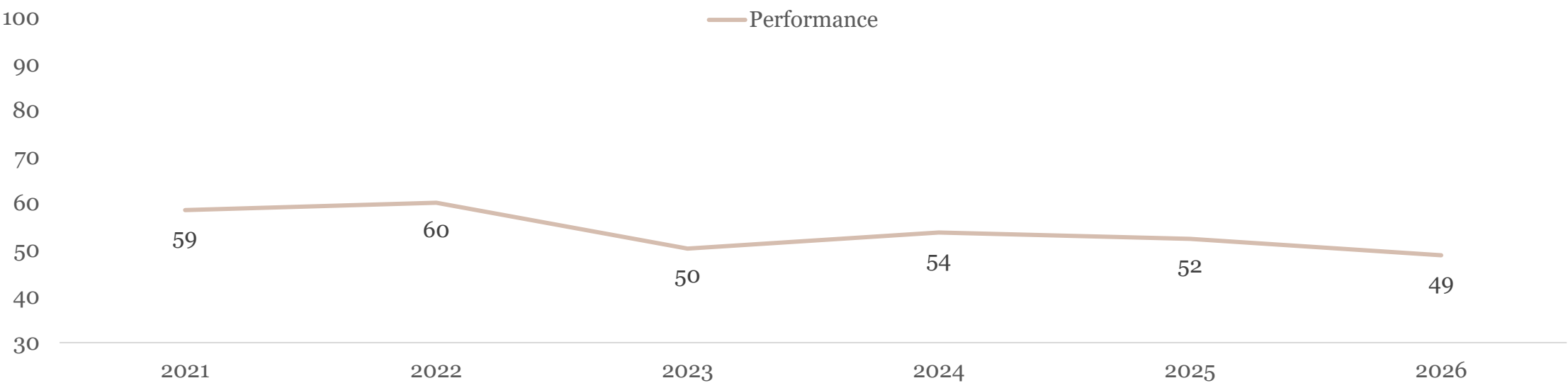
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	65	63	65	61	66	68	67	68	63

Difference 2026 vs. 2025

Performance	-5	-5	-3	-6	-6	-2	-5	-1	-9
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? The appearance of public areas. For base sizes, please refer to slide 19.

Council Services – Condition of Sealed Local Streets



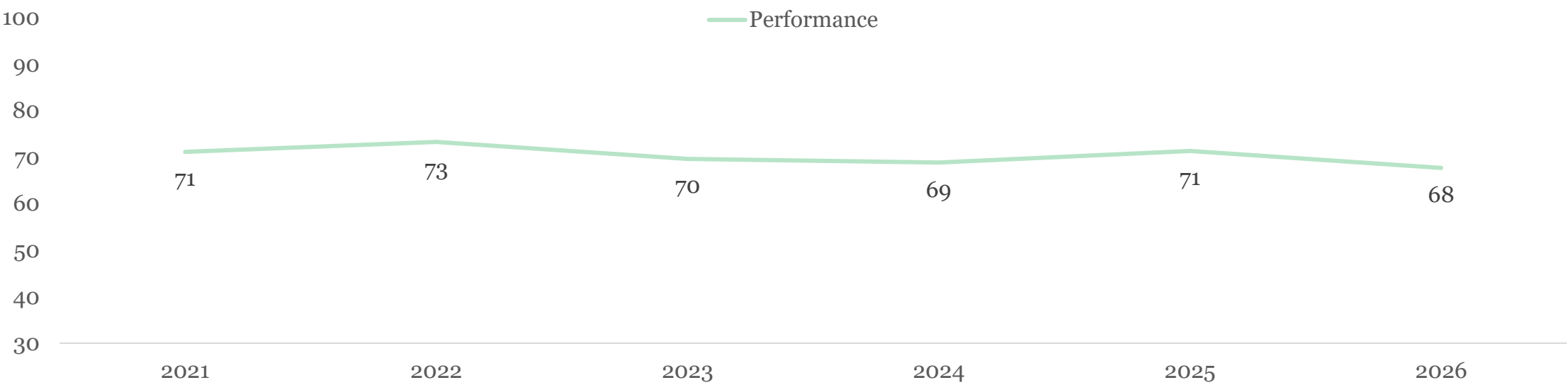
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	49	54	51	46	51	48	50	53	45

Difference 2026 vs. 2025

Performance	-4	+9	+4	-7	-1	+1	-5	-1	-6
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Condition of sealed local streets in your area. For base sizes, please refer to slide 19.



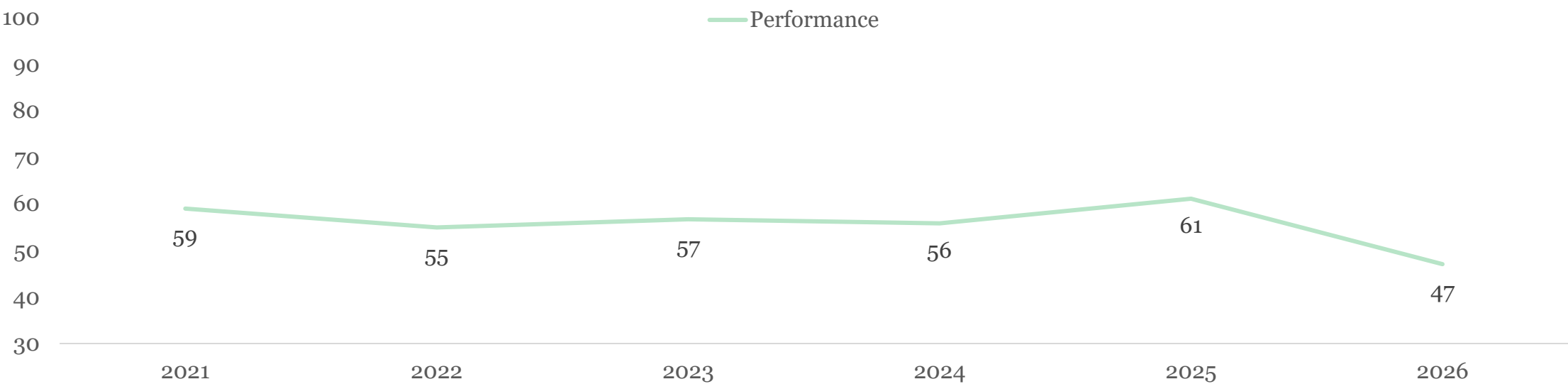
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	68	72	71	63	63	71	72	69	67

Difference 2026 vs. 2025

Performance	-4	+6	+6	-3	-6	-0	-4	-2	-5
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Waste management including the collection of garbage, recyclables and green waste. For base sizes, please refer to slide 19.



Performance of Service 2026

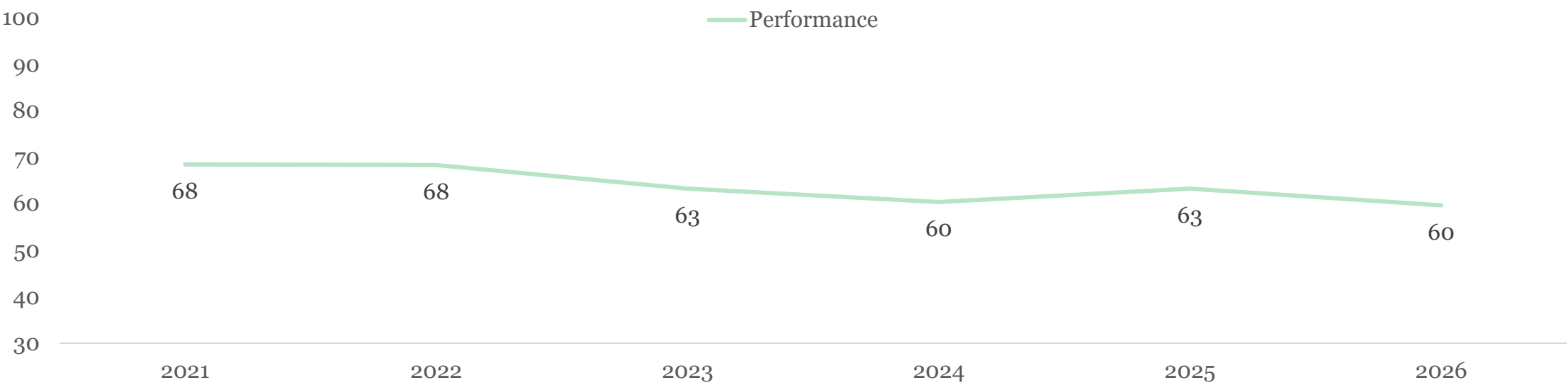
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	47	49	53	41	51	48	48	49	46

Difference 2026 vs. 2025

Performance	-14	-5	-2	-23	-13	-7	-11	-10	-18
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Traffic management. For base sizes, please refer to slide 19.

Council Services – Family Support Services



Performance of Service 2026

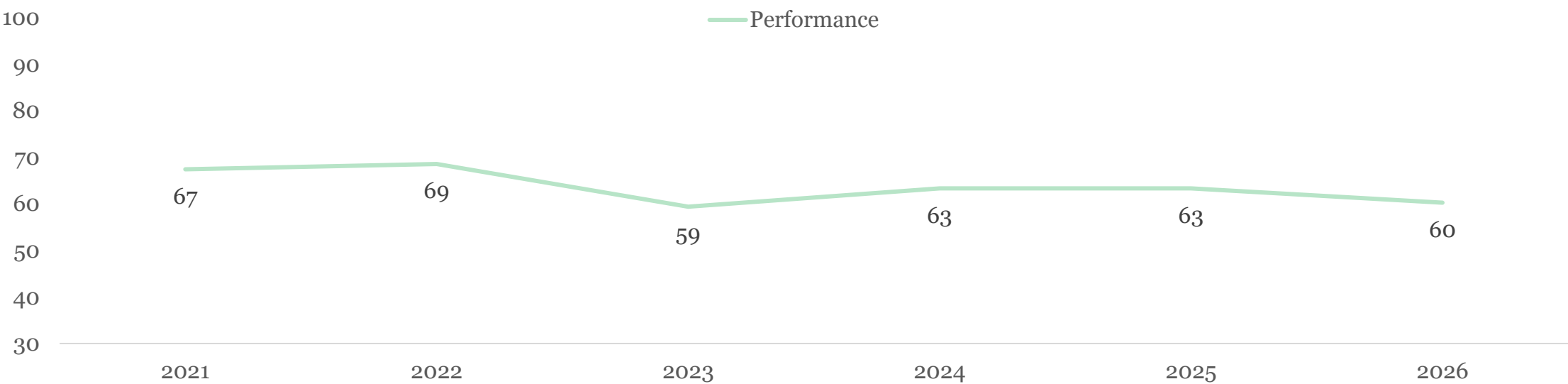
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	60	61	63	54	61	62	62	64	56

Difference 2026 vs. 2025

Performance	-4	-1	-	-12	-	+4	-4	-3	-4
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Family support services. For base sizes, please refer to slide 19.

Council Services – Elderly Support Services



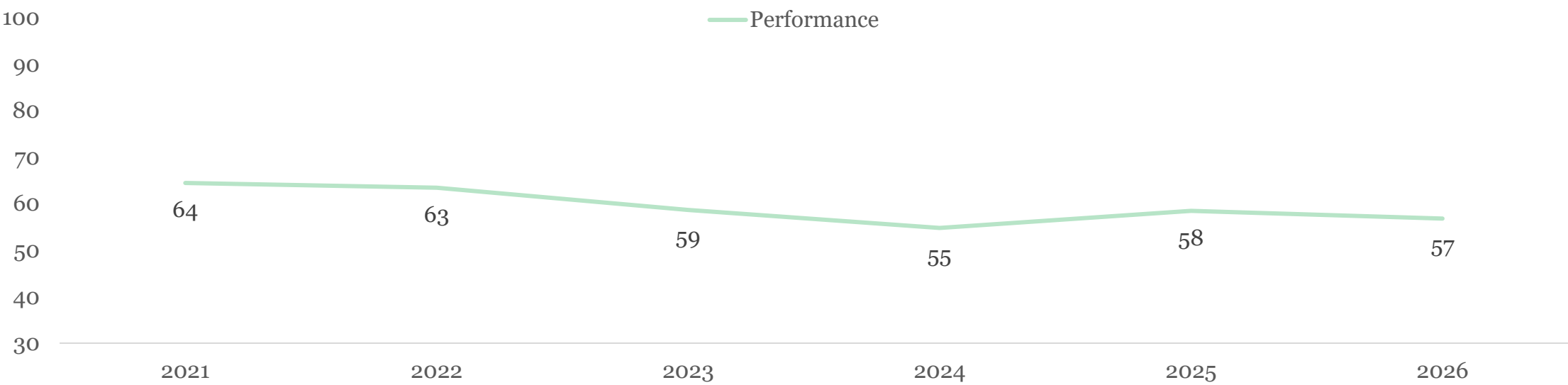
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	60	59	NA	56	62	65	59	66	55

Difference 2026 vs. 2025

Performance	-3	-5	NA	-2	-3	+6	-10	-3	-3
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Council Services – Disadvantaged Support Services



Performance of Service 2026

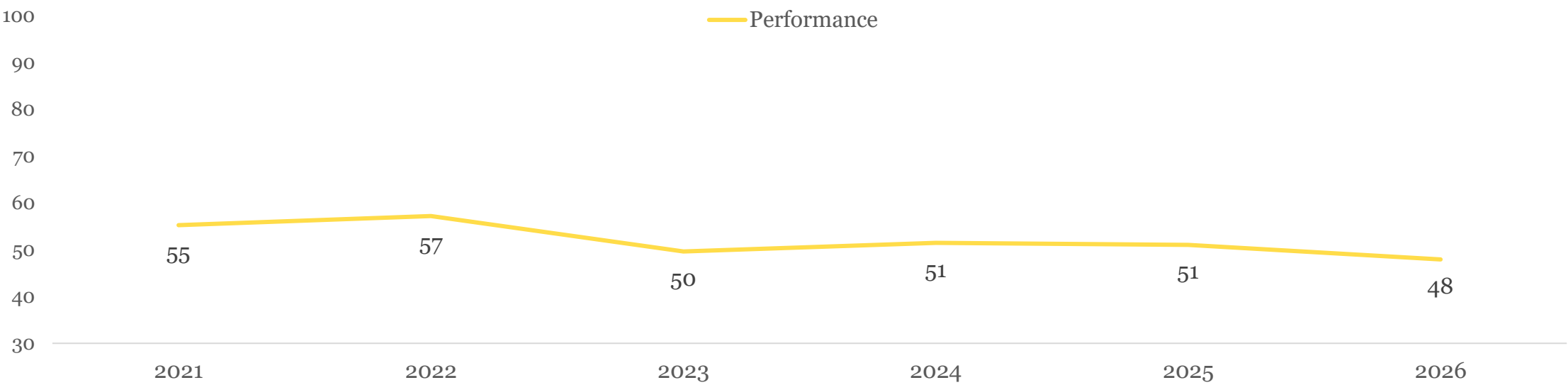
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	57	55	NA	50	59	61	58	64	50

Difference 2026 vs. 2025

Performance	-2	-2	NA	-11	+4	+5	-2	-1	-2
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Disadvantaged support services. For base sizes, please refer to slide 19.

Council Services – Council’s General Town Planning Policy



Performance of Service 2026

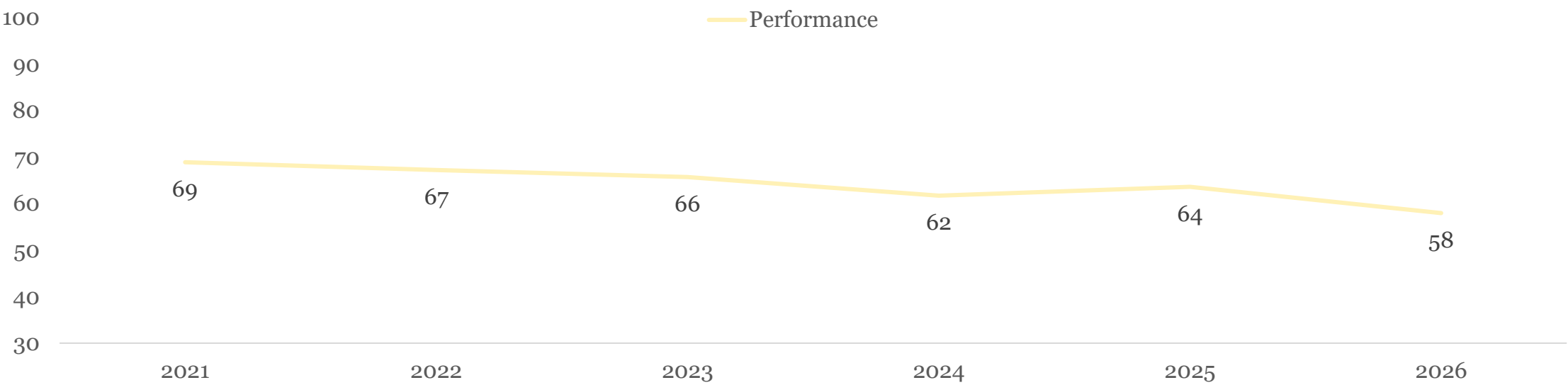
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	48	48	NA	43	50	49	50	50	46

Difference 2026 vs. 2025

Performance	-3	-	NA	-6	+2	-1	-5	-	-7
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Council’s general town planning policy. For base sizes, please refer to slide 19.

Council Services – Enforcement of Laws and Regulations



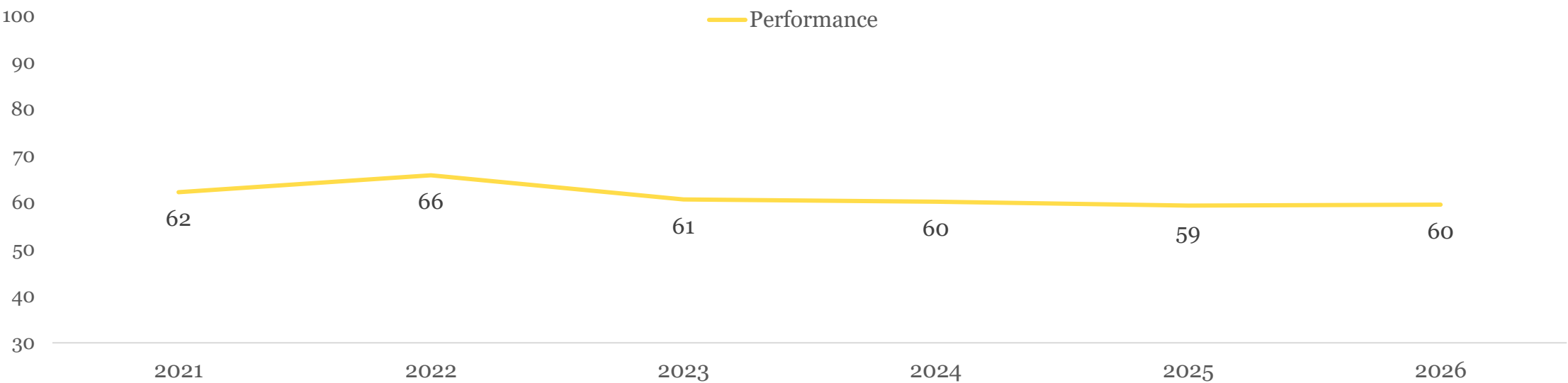
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	58	56	61	59	59	58	56	59	57

Difference 2026 vs. 2025

Performance	-6	-3	-	-8	-3	-6	-6	-1	-10
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Enforcement of local laws and Council regulations. For base sizes, please refer to slide 19.



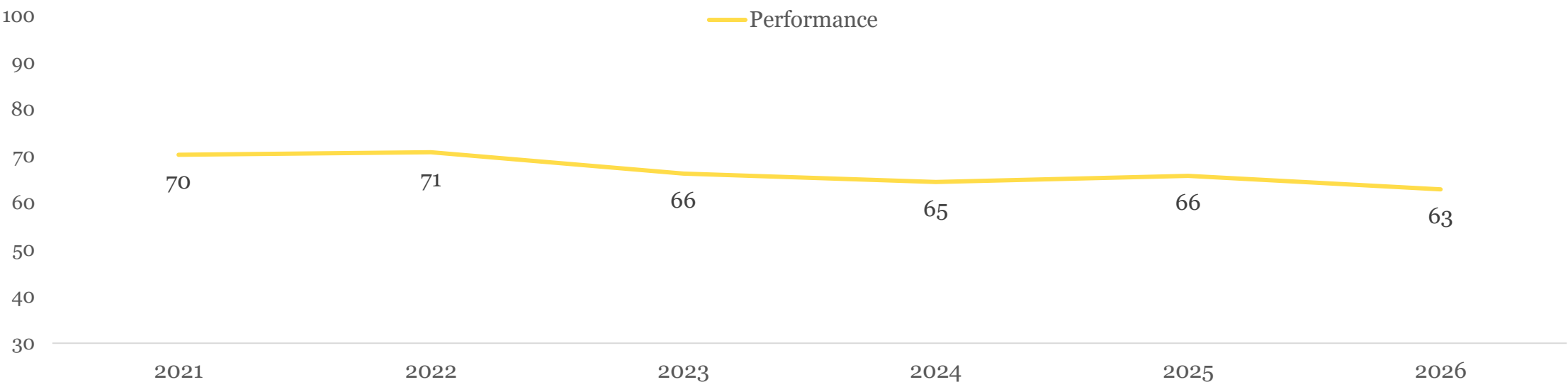
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	60	61	62	59	61	58	60	63	57

Difference 2026 vs. 2025

Performance	-	+2	+2	-2	+6	-1	-1	+3	-2
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Council Services – Emergency and Disaster Management



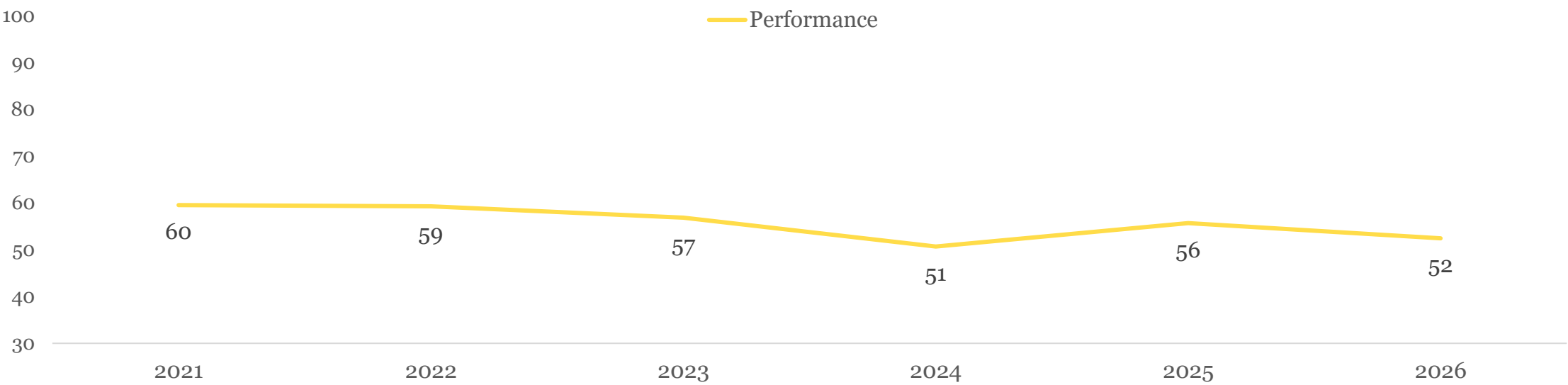
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	63	63	65	60	64	64	64	64	62

Difference 2026 vs. 2025

Performance	-3	-2	-	-5	+1	+4	-8	+1	-7
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Council Services – Planning for Population Growth



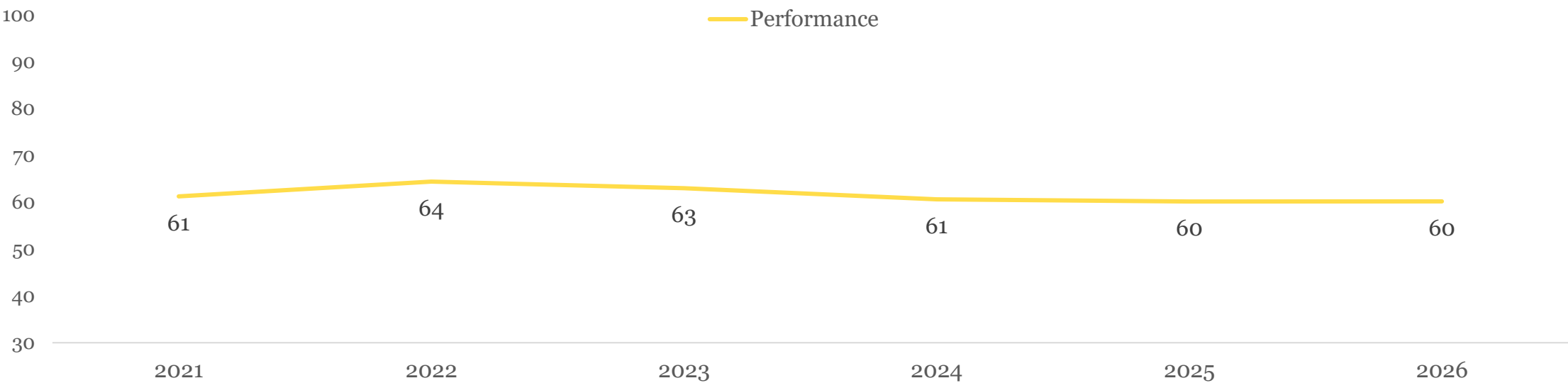
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	52	45	55	51	52	54	54	57	48

Difference 2026 vs. 2025

Performance	-3	-3	+3	-5	-2	+1	-5	-	-6
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Planning for population growth in the area. For base sizes, please refer to slide 19.

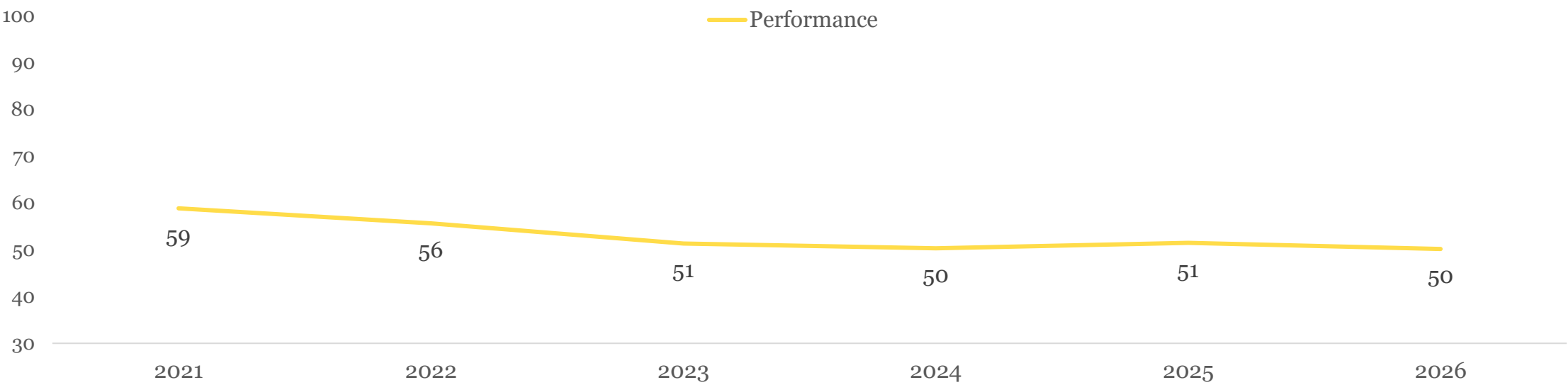


Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	60	59	58	59	62	62	59	62	58

Difference 2026 vs. 2025

Performance	-	+3	+1	+7	-1	+1	-6	+4	-4
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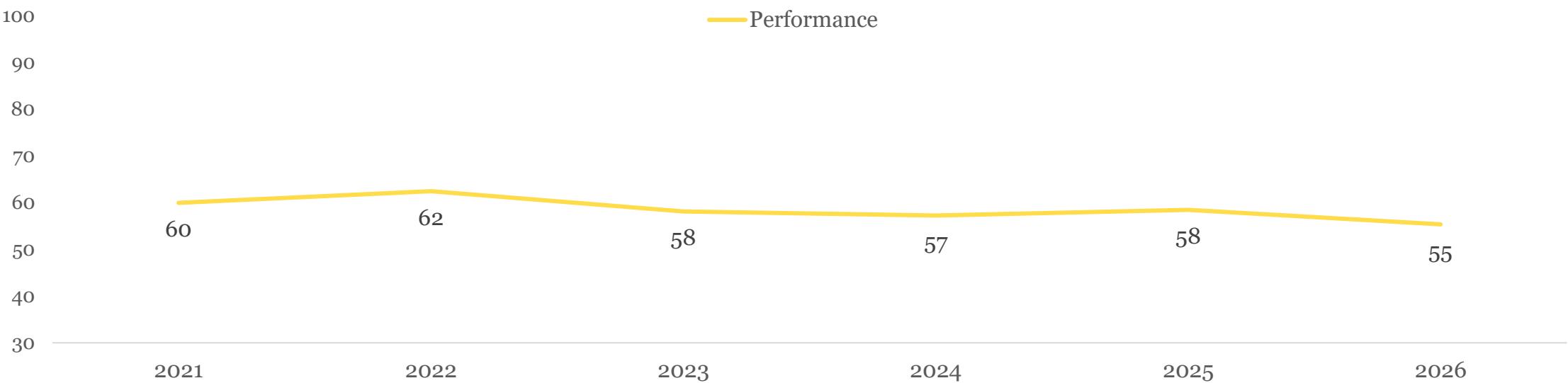


Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	50	48	54	50	51	48	51	50	50

Difference 2026 vs. 2025

Performance	-1	+5	+6	-2	+1	-4	-1	+1	-4
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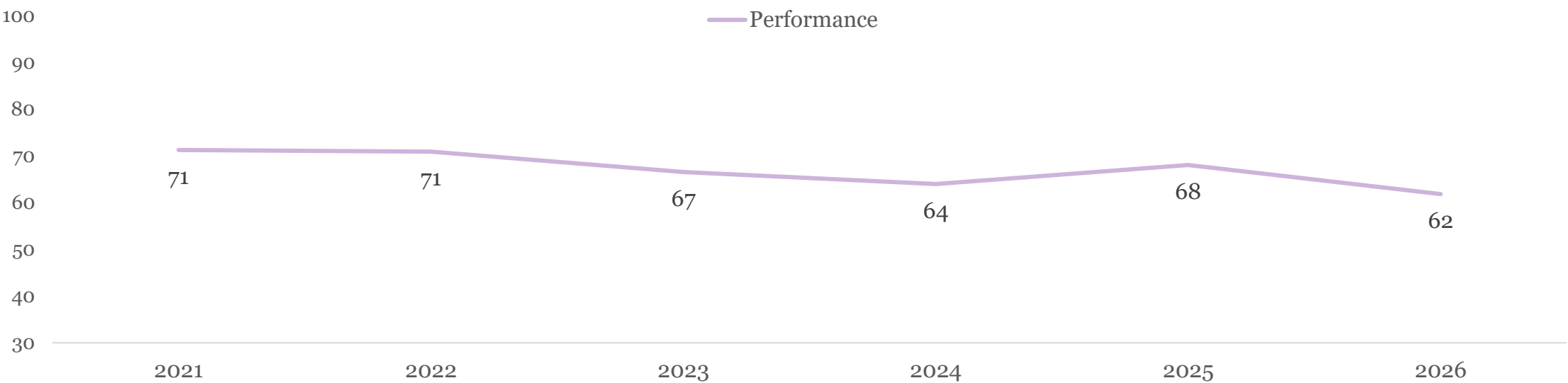
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	55	54	56	54	58	57	53	58	53

Difference 2026 vs. 2025

Performance	-3	-	+2	-7	-0	+2	-5	+1	-7
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Council Services – Recreational Facilities



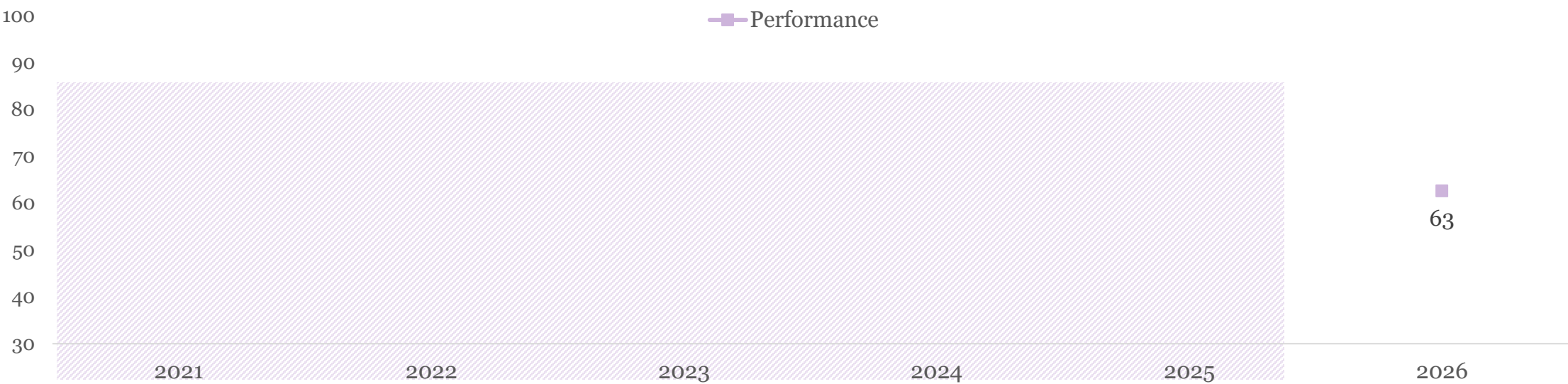
Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	62	66	68	54	58	69	67	66	59

Difference 2026 vs. 2025

Performance	-6	-2	-1	-15	-6	+6	-7	-3	-10
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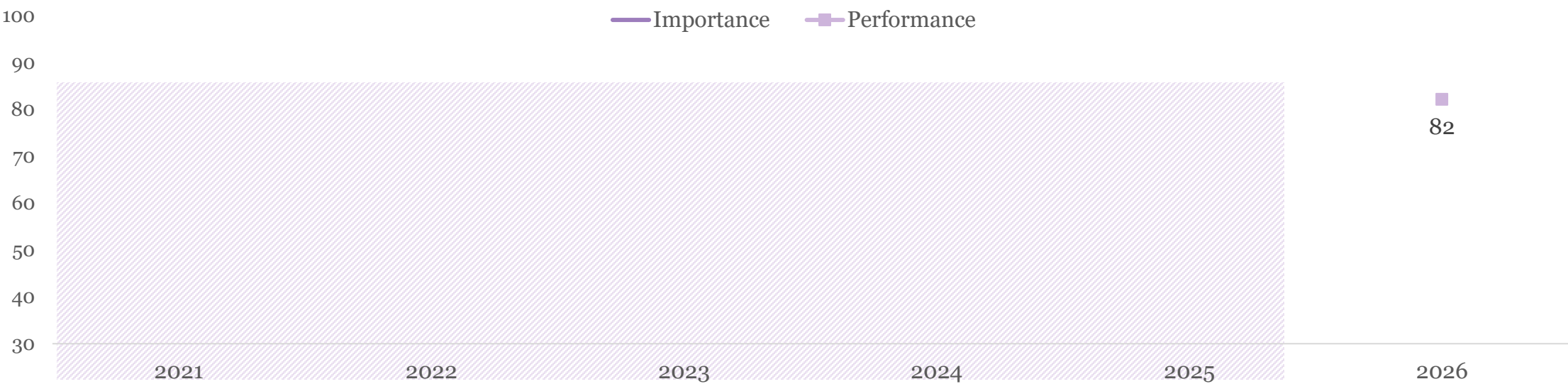
Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Recreational facilities. For base sizes, please refer to slide 19.



Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	63	64	70	59	64	67	61	65	60

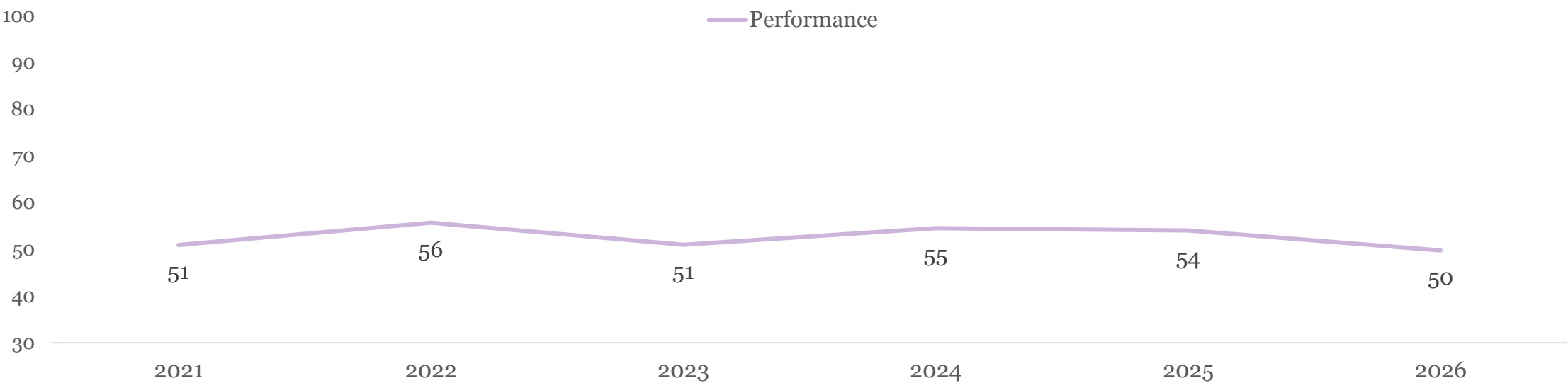
Note: Performance of art centres has not been historically asked



Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	82	75	77	81	85	79	83	81	83

***Note:** Performance of libraries has not been historically asked*



Performance of Service 2026

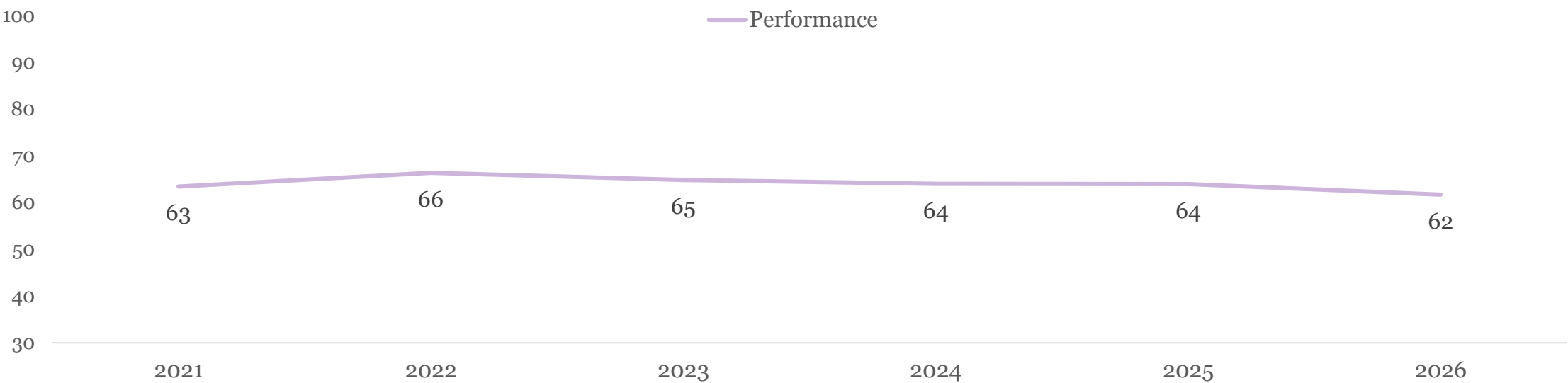
Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	50	55	52	45	52	50	52	53	47

Difference 2026 vs. 2025

Performance	-4	+1	-	-11	-2	-3	-1	-1	-8
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Parking facilities. For base sizes, please refer to slide 19.

Council Services – Community Events and Cultural Activities



Performance of Service 2026

Score	Warrnambool CC	State	Regional City	18 to 34	35 to 49	50 to 64	65+	Male	Female
Performance	62	65	64	62	59	66	61	62	61

Difference 2026 vs. 2025

Performance	-2	-	-	-6	-1	+2	-4	-1	-4
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Q1. How important should this be as a responsibility for Council? Q2. how has Council performed on this over the last 12 months? Community events and cultural activities. For base sizes, please refer to slide 19.



Thank you

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