



2023 Local Government Community Satisfaction Survey

Warrnambool City 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-fourth 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 24 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 24 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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

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

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

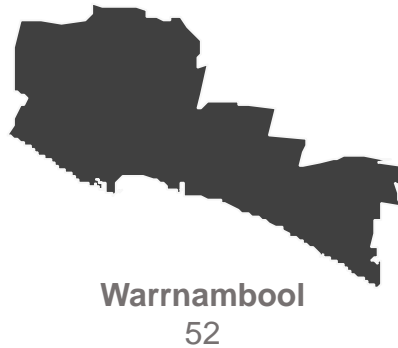
Key findings and recommendations



Warrnambool City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Council performance compared to group average

Top 3 performing areas		
	Art centres & libraries	= on par
	Appearance of public areas	= on par
	Waste management	▲ higher
Lowest 3 performing areas		
	Community decisions	▼ lower
	Consultation & engagement	▼ lower
	Lobbying	▼ lower
	Customer service	= on par



Summary of core measures

Index scores


Overall
Performance


Value for
money


Community
Consultation

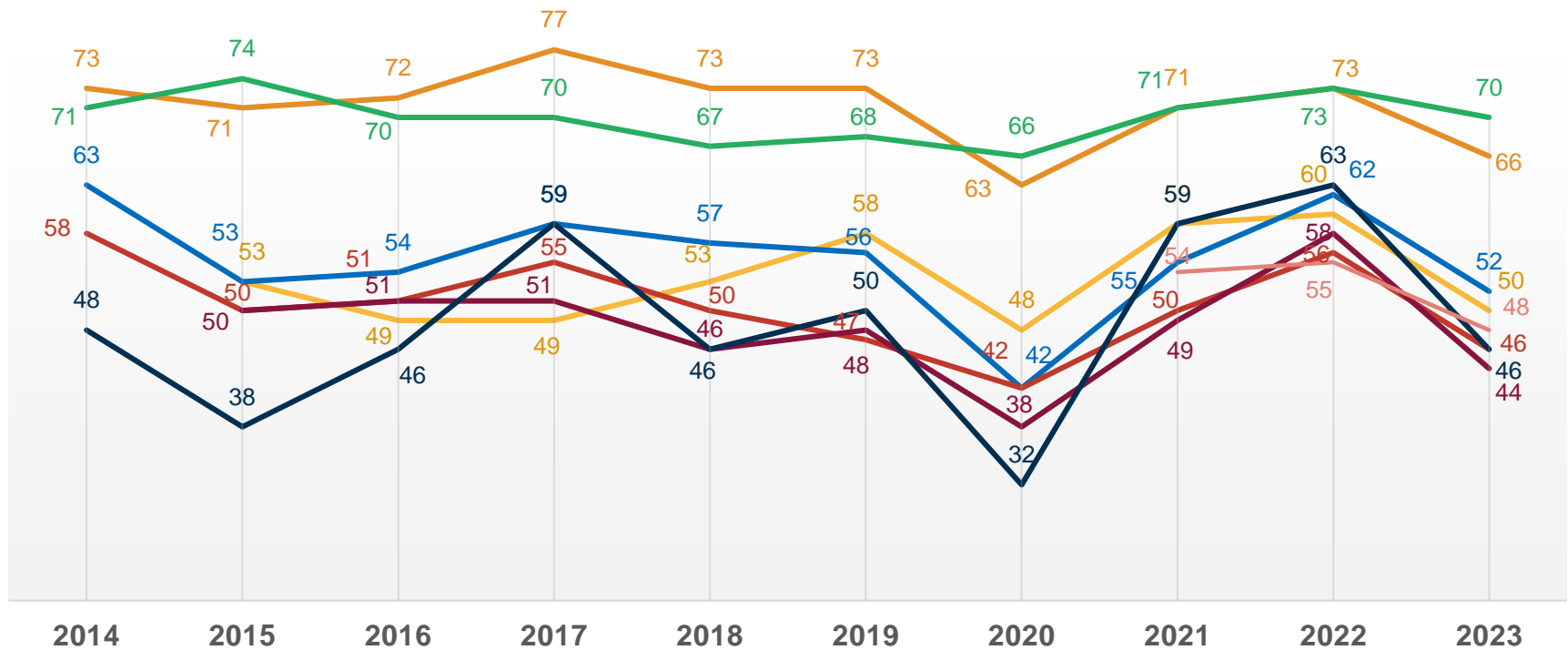

Making
Community
Decisions


Sealed
Local
Roads


Waste
management


Customer
Service

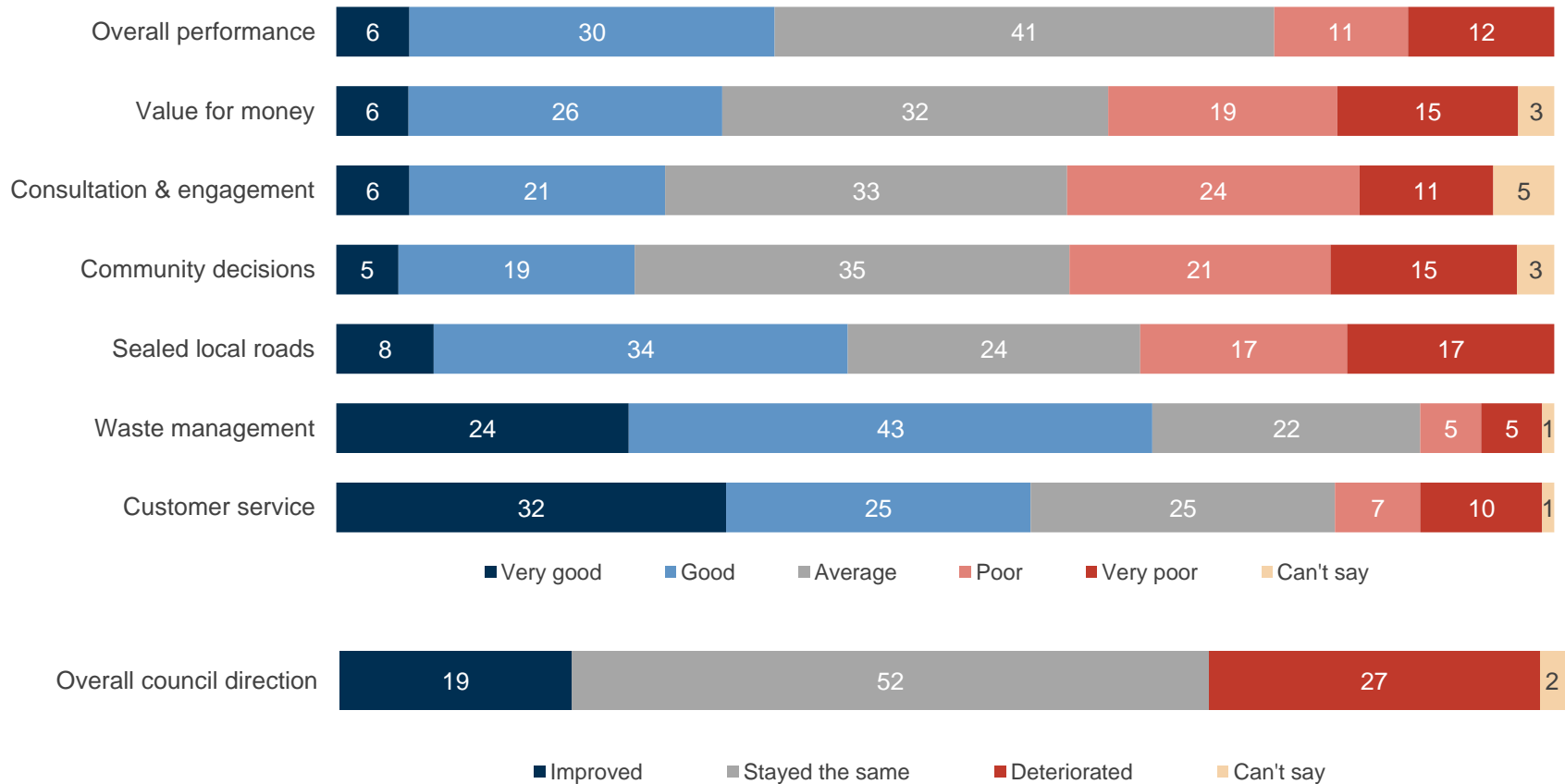

Overall
Council
Direction















Summary of core measures

Core measures summary results (%)





Summary of Warrnambool City Council performance

Services		Warrnambool 2023	Warrnambool 2022	Regional Centres 2023	State-wide 2023	Highest score	Lowest score
	Overall performance	52	62	56	56	Aged 65+ years	Aged 18-34 years
	Value for money	48	55	50	49	Aged 65+ years	Aged 18-34 years
	Overall council direction	46	63	47	46	Women	Aged 50-64 years
	Customer service	66	73	68	67	Aged 35-49 years	Aged 18-34 years
	Art centres & libraries	76	70	77	73	Aged 18-34 years	Men
	Appearance of public areas	73	76	71	67	Women	Men
	Waste management	70	73	67	66	Aged 65+ years	Aged 35-64 years
	Recreational facilities	67	71	69	68	Aged 65+ years	Aged 35-49 years
	Emergency & disaster mngt	66	71	65	65	Women, Aged 50-64 years	Men, Aged 18-34 years
	Enforcement of local laws	66	67	64	61	Aged 18-34 years	Aged 65+ years



Summary of Warrnambool City Council performance

Services		Warrnambool 2023	Warrnambool 2022	Regional Centres 2023	State-wide 2023	Highest score	Lowest score
	Community & cultural	65	66	66	66	Aged 18-34 years	Aged 50-64 years
	Family support services	63	68	64	63	Aged 65+ years	Aged 50-64 years
	Bus/community dev./tourism	63	64	61	59	Women	Men
	Environmental sustainability	61	66	61	60	Aged 65+ years, Aged 35-49 years	Aged 50-64 years, Aged 18-34 years
	Elderly support services	59	69	61	63	Aged 65+ years	Aged 18-34 years
	Disadvantaged support serv.	59	63	58	59	Aged 65+ years, Men	Aged 18-34 years
	Business & community dev.	58	62	57	57	Women	Aged 50-64 years, Men
	Population growth	57	59	56	48	Aged 18-34 years, Aged 65+ years	Aged 50-64 years, Aged 35-49 years
	Traffic management	57	55	55	55	Aged 18-34 years	Aged 65+ years
	Local streets & footpaths	55	62	53	52	Aged 50-64 years	Aged 35-49 years



Summary of Warrnambool City Council performance

Services		Warrnambool 2023	Warrnambool 2022	Regional Centres 2023	State-wide 2023	Highest score	Lowest score
	Planning & building permits	51	56	53	47	Aged 18-34 years	Aged 50-64 years
	Informing the community	51	60	55	57	Women	Men, Aged 50-64 years
	Parking facilities	51	56	53	55	Aged 35-49 years, Aged 65+ years	Aged 18-34 years
	Sealed local roads	50	60	49	48	Aged 65+ years, Men	Aged 18-34 years
	Town planning policy	50	57	50	50	Aged 65+ years	Aged 35-49 years
	Lobbying	48	58	52	51	Women	Aged 50-64 years
	Consultation & engagement	46	56	50	52	Women	Aged 50-64 years
	Community decisions	44	58	50	51	Aged 65+ years, Aged 35-49 years	Aged 18-34 years



Focus areas for the next 12 months

Overview

Perceptions of Council performance on 17 of 24 service areas evaluated have significantly declined over the past year. This is reflected in the perception of Council's overall performance, which declined ten index points over the past 12 months, and is now among the lowest score seen in 10 years. This significant decline reverses the upward trend that Council has experienced in the preceding two years.

Key influences on perceptions of overall performance

Council should focus on improving poorer performing service areas that most influence perception of overall performance. These includes decisions made in the interest of the community, community consultation and engagement, and the condition of sealed local roads. As Council's best performing service area, maintaining the high performance in the area of art centres and libraries is also likely to improve perception of overall performance.

Comparison to state and area grouping

Council performs significantly higher than the State-wide and Regional Centres group averages in the area of waste management. Council performs significantly higher than the State-wide average in eight of 24 service areas evaluated. Areas for Council attention include making decisions in the interest of the community, consultation and engagement, lobbying and informing the community as these are interrelated service areas that perform significantly lower than both the State-wide and Regional Centres group averages.

A need to abate declines and rebuild

The 2023 result is in stark contrast to the positive pattern of performance improvement that was evident last year. It is important to note there have been declines in perceptions of councils' performance across the State, however, the declines have been greater than average for Warrnambool City Council. There is a need for Council to take stock and look to understand how perceptions can be improved. Communications will be important to ensure the community are aware of the actions Council is undertaking.

DETAILED FINDINGS

Overall performance



Overall performance

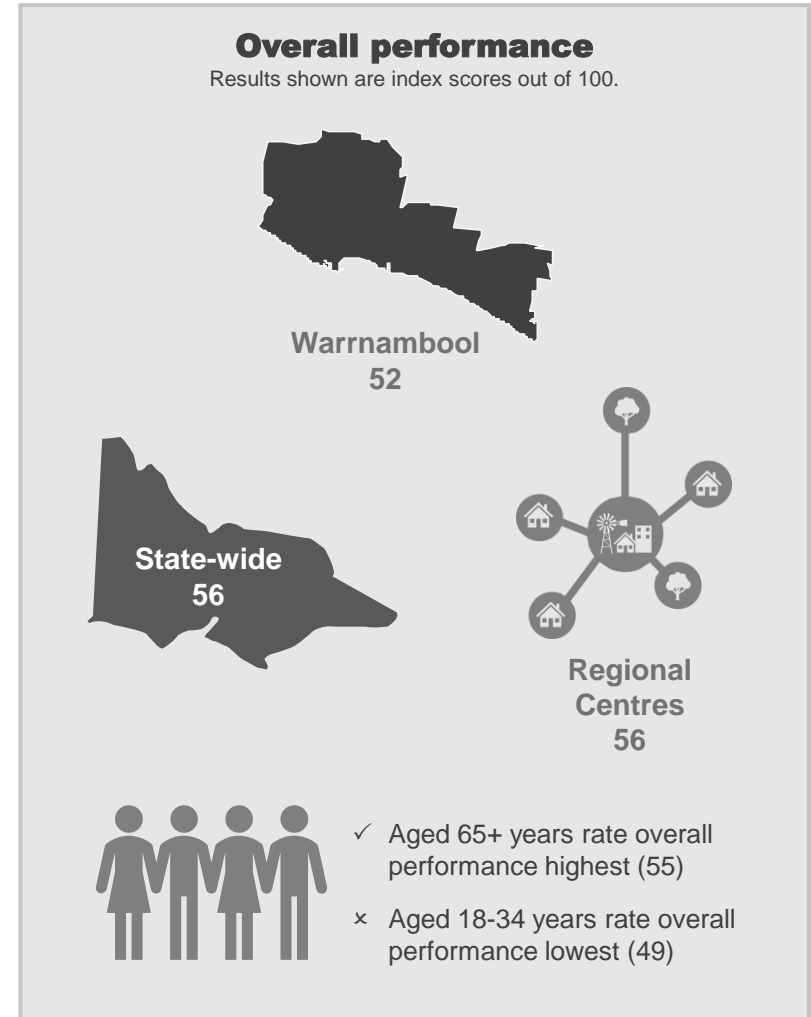
The overall performance index score of 52 for Warrnambool City Council represents a significant 10 point decline on the 2022 result.

- The 2023 overall performance result is among the lowest level seen in 10 years.

Warrnambool City Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the Regional Centres group and State-wide averages (index score of 56 for each).

- The significant decline in overall performance was reflected in significant declines across almost all demographic cohorts (the exception being the 35 to 49 year age group, where perceptions declined but not significantly so).
- While no significant differences were noted among those from different demographic groups compared to the Council average, residents aged 65+ years are more positive about Council's overall performance, while those aged 18 to 34 years are more critical.

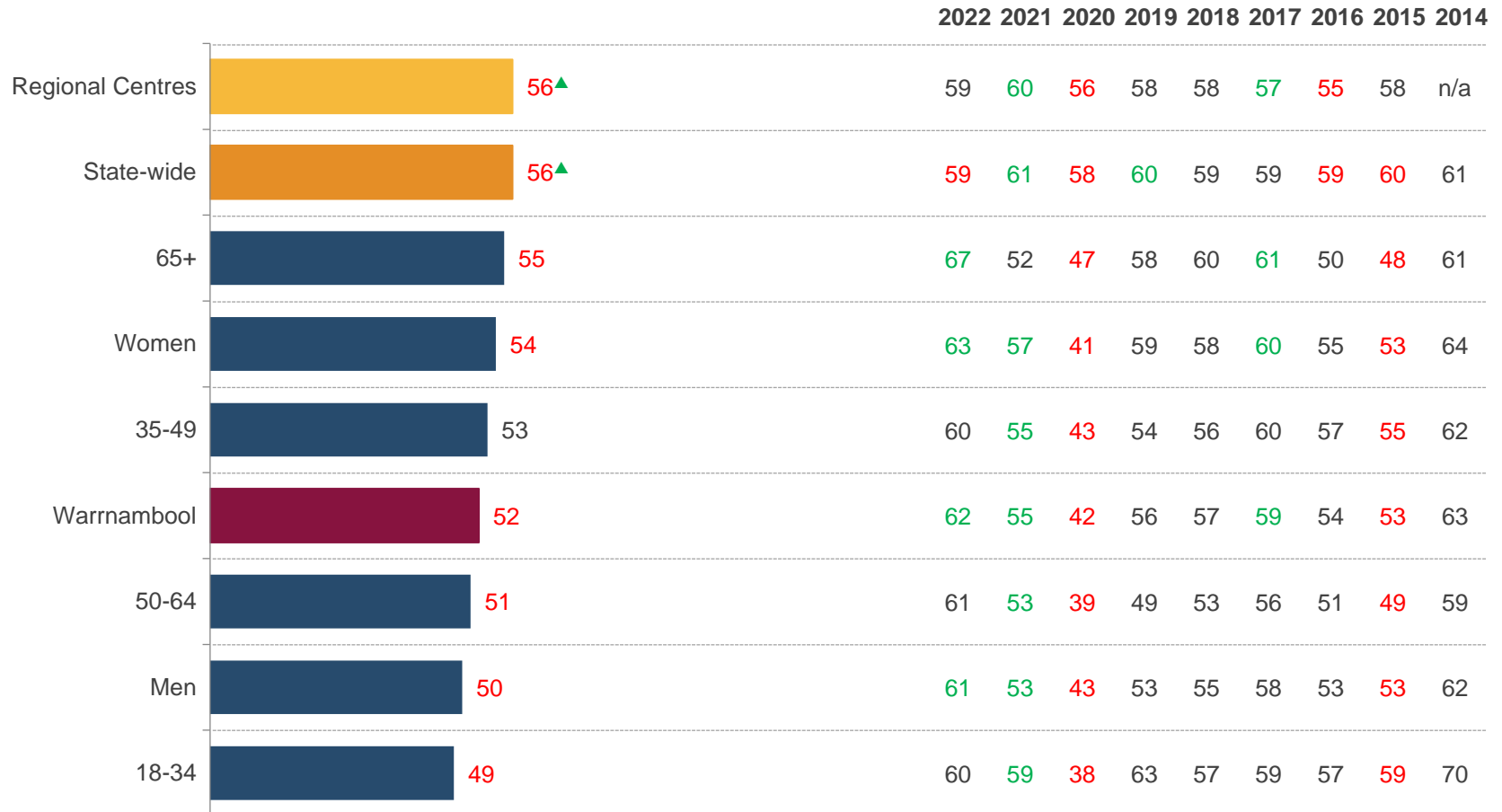
Almost one in three residents (32%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. Almost as many residents rate Council as 'very poor' or 'poor' (34%), with a further 32% rating Council as 'average' in terms of providing value for money.





Overall performance

2023 overall performance (index scores)



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

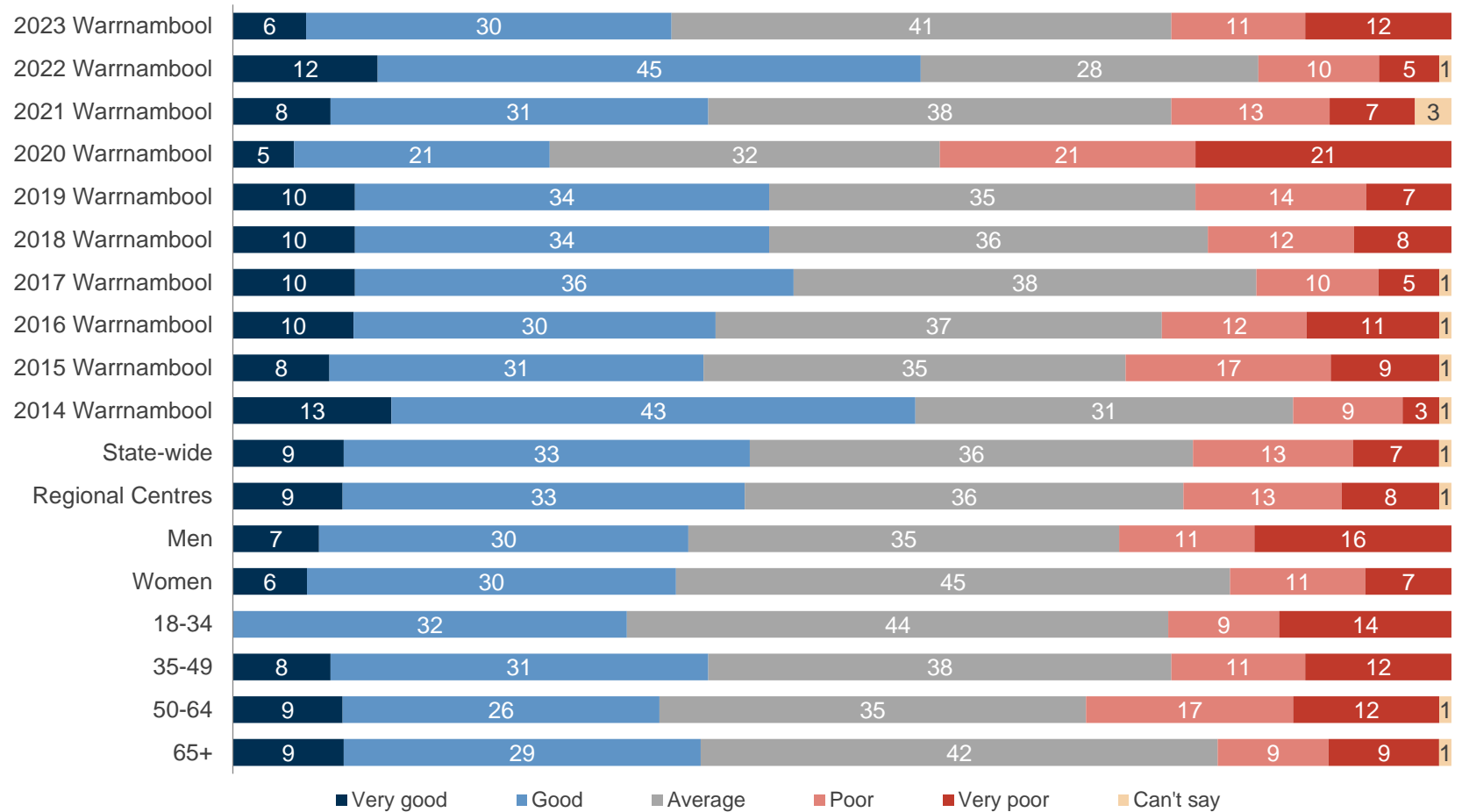
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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



Overall performance

2023 overall performance (%)



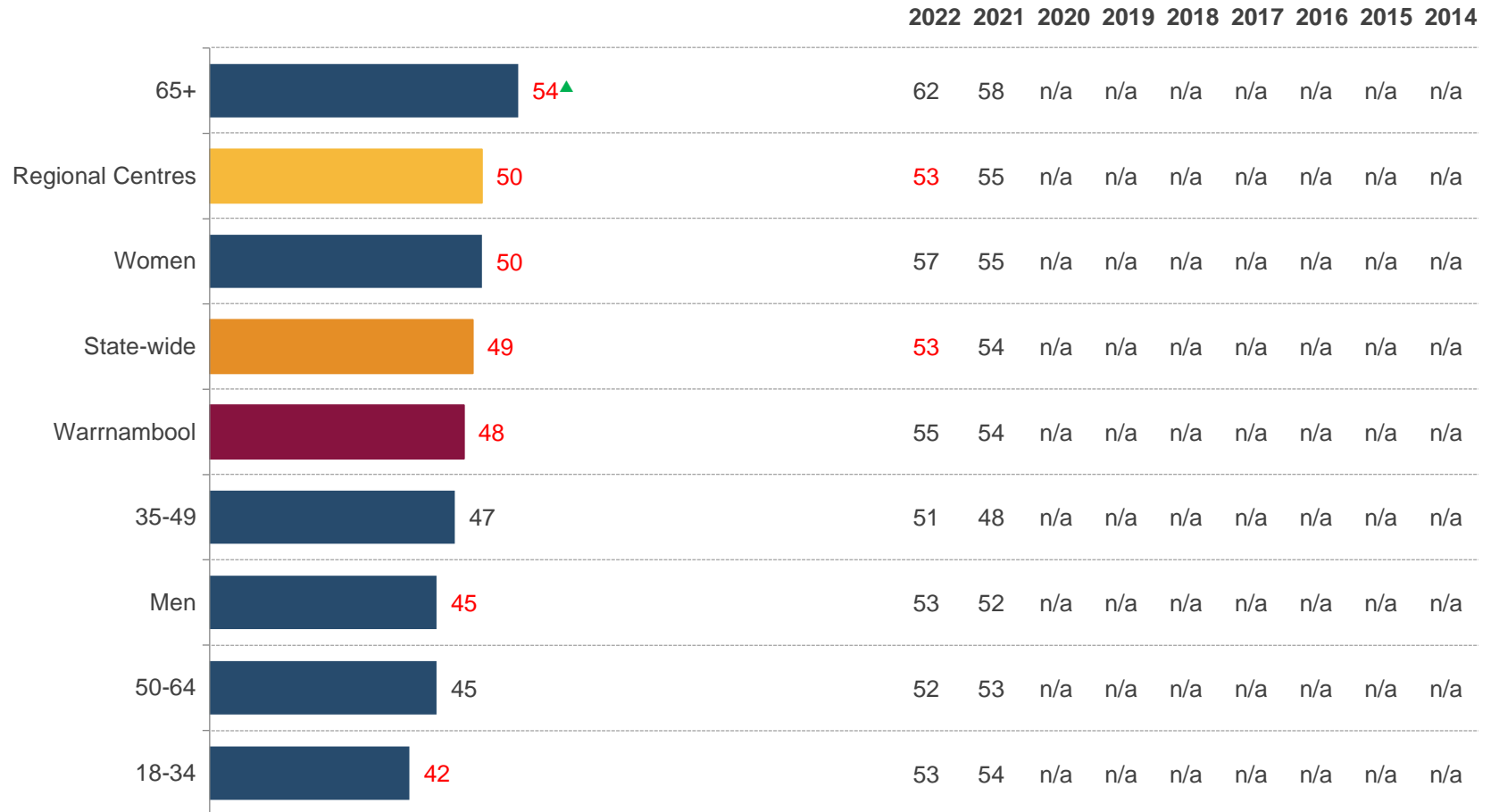
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Warrnambool City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9



Value for money in services and infrastructure

2023 value for money (index scores)



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

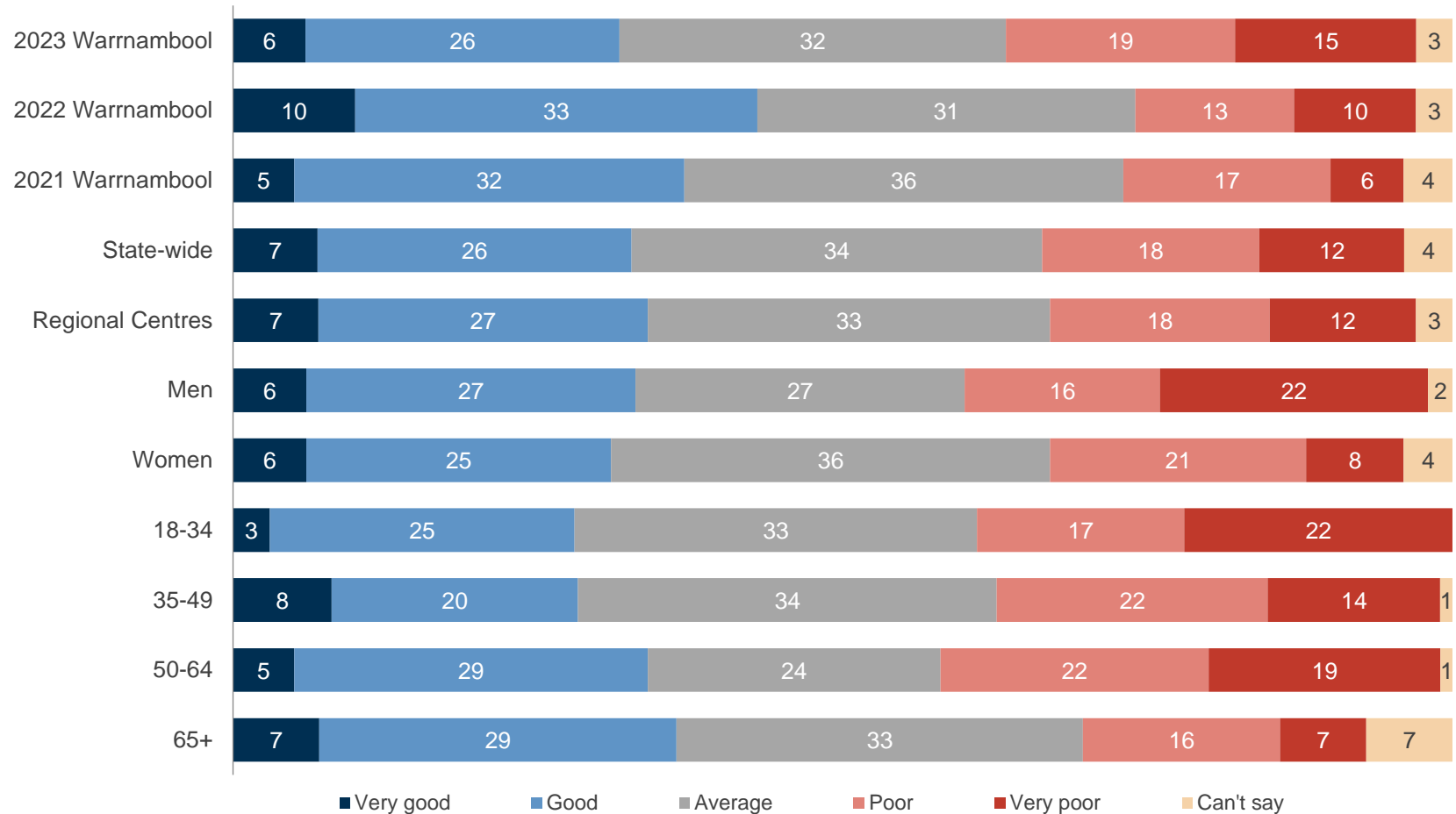
Base: All respondents. Councils asked State-wide: 65 Councils asked group: 9

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



Value for money in services and infrastructure

2023 value for money (%)



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

Base: All respondents. Councils asked State-wide: 65 Councils asked group: 9



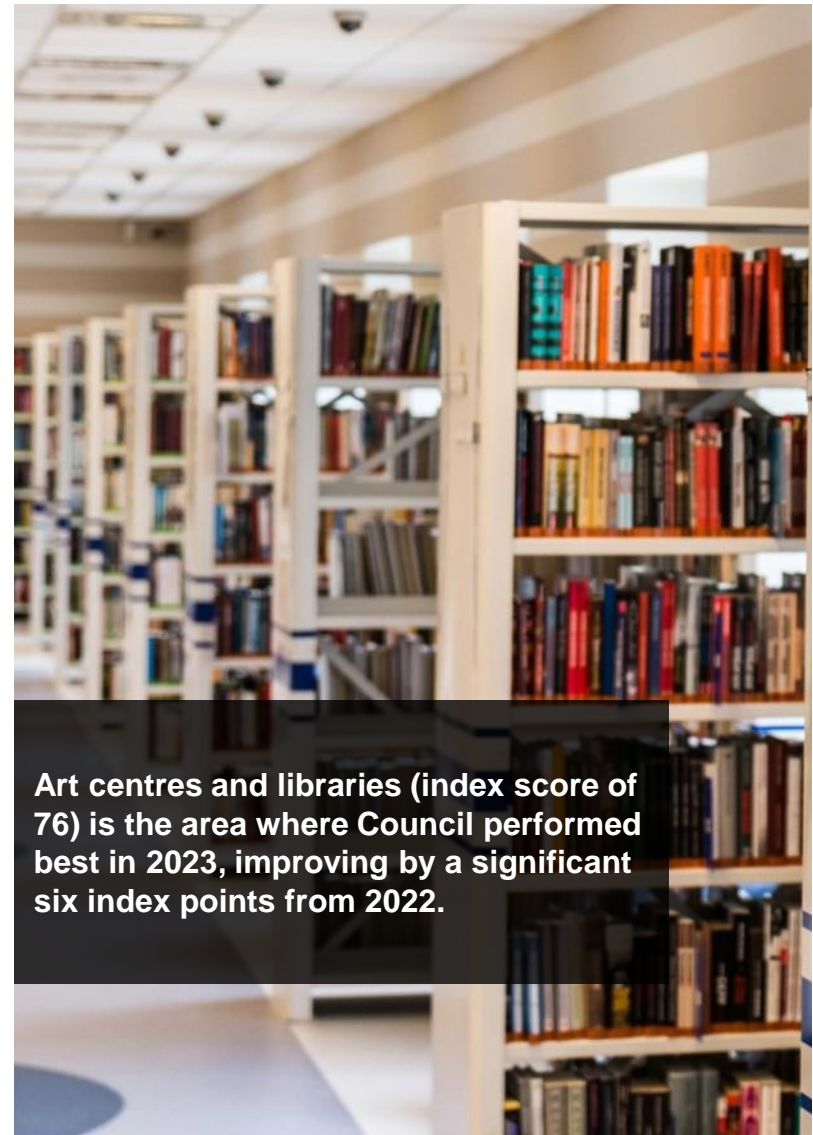
Top performing service areas

Art centres and libraries (index score of 76) is the area where Council performed best in 2023, improving by a significant six index points from 2022. This is among the highest scores seen in 10 years and represents the only service area to have significantly improved since 2022.

- Council performs in line with the Regional Centres group average and significantly higher than the State-wide average in this service area.
- Ratings from residents aged 18 to 34 years (83, up 16 points) and women (81, up eight points) significantly improved from 2022, and are rated significantly higher than the Council average.

Appearance of public areas is Council's next highest rated service area (index score of 73), followed by waste management (index score of 70).

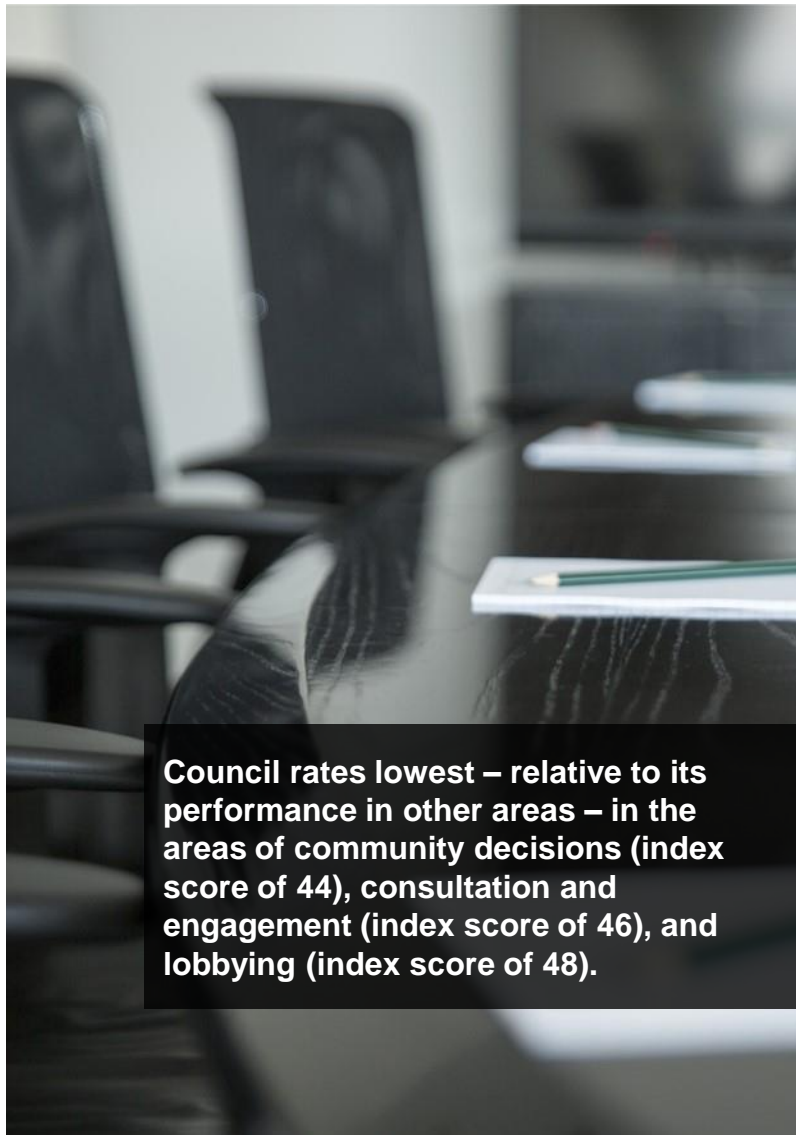
- Council performance in the area of the appearance of public areas is rated in line with the Regional Centres group average and significantly higher than the State-wide average.
- Notably, waste management is rated significantly higher than both the State-wide and Regional Centres group averages. This also represents the only service area in which Council outperforms the Regional Centres group average.



Art centres and libraries (index score of 76) is the area where Council performed best in 2023, improving by a significant six index points from 2022.



Low performing service areas



Council rates lowest – relative to its performance in other areas – in the areas of community decisions (index score of 44), consultation and engagement (index score of 46), and lobbying (index score of 48).

Council experienced significant declines in performance ratings for 17 of 24 service areas evaluated in 2023.

Council rates lowest in the areas of decisions made in the interest of the community (44, down 14 points from last year), consultation and engagement (46, down 10 points), and lobbying (48, down 10 points).

- Council rates significantly lower than the State-wide and Regional Centres group averages for all three service areas.

Moreover, more than a quarter of residents (26%) volunteer community consultation as among the top areas for Council to work on to improve its performance. Residents also volunteer decision making processes (14%) as an area for improvement.

Other service areas that experienced notable, significant declines since 2022 are Council performance in the condition of sealed local roads (50, down 10 points) and elderly support services (59, down 10 points).

- It is worth noting that in the area of elderly support services, residents aged 65+ years (index score of 66) are significantly more positive about Council performance than average (59).



Individual service area performance

2023 individual service area performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Art centres & libraries	76	70	68	69	73	72	72	74	76	77
Appearance of public areas	73	76	76	71	79	74	74	76	77	77
Waste management	70	73	71	66	68	67	70	70	74	71
Recreational facilities	67	71	71	65	70	69	71	72	72	74
Emergency & disaster mngt	66	71	70	67	74	75	73	70	72	74
Enforcement of local laws	66	67	69	63	69	66	67	66	69	70
Community & cultural	65	66	64	65	70	66	68	71	70	76
Family support services	63	68	68	66	70	67	67	67	68	73
Bus/community dev./tourism	63	64	61	60	67	60	64	65	58	70
Environmental sustainability	61	66	62	61	61	62	63	63	65	67
Elderly support services	59	69	67	65	71	70	71	68	71	75
Disadvantaged support serv.	59	63	64	61	66	63	63	61	63	68
Business & community dev.	58	62	60	53	61	55	62	58	54	n/a
Population growth	57	59	60	57	64	63	67	66	64	66
Traffic management	57	55	59	50	59	52	61	57	62	62
Local streets & footpaths	55	62	64	56	64	58	55	58	65	64
Planning & building permits	51	56	59	58	64	58	61	58	60	61
Informing the community	51	60	52	45	54	54	60	55	58	61
Parking facilities	51	56	51	38	45	39	49	54	48	50
Sealed local roads	50	60	59	48	58	53	49	49	53	n/a
Town planning policy	50	57	55	50	56	54	58	56	57	61
Lobbying	48	58	53	43	53	53	59	54	55	59
Consultation & engagement	46	56	50	42	47	50	55	51	50	58
Community decisions	44	58	49	38	48	46	51	51	50	n/a

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

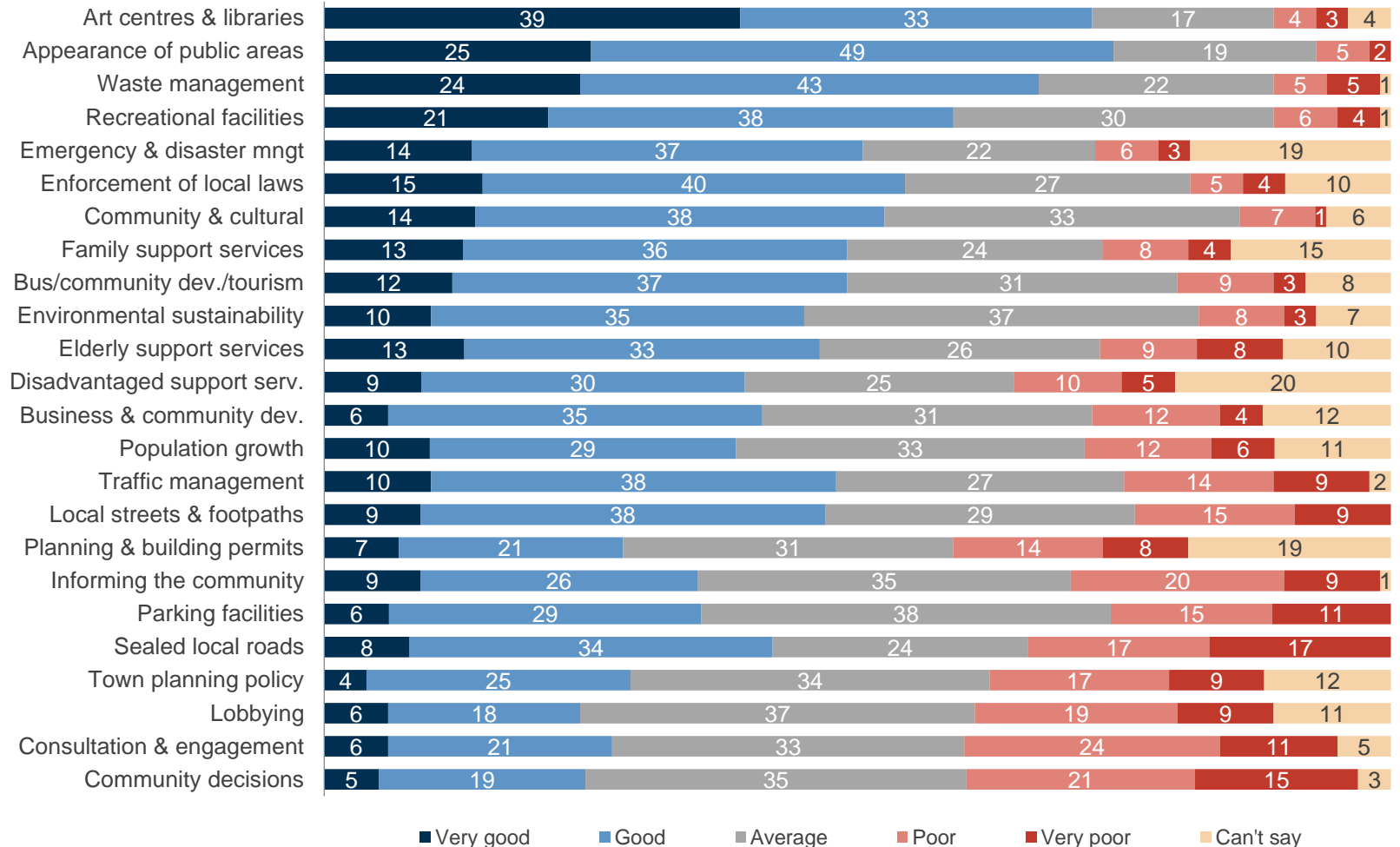
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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



Individual service area performance

2023 individual service area performance (%)





Individual service area importance

2023 individual service area importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Community decisions	83	81	83	80	83	82	n/a	n/a	n/a	n/a
Sealed local roads	83	79	78	79	80	82	81	n/a	n/a	n/a
Elderly support services	81	81	82	79	81	79	79	76	80	79
Waste management	81	80	82	79	81	80	77	77	78	80
Local streets & footpaths	81	78	78	73	78	77	76	77	79	78
Informing the community	80	79	83	78	81	78	77	76	75	76
Consultation & engagement	80	74	77	78	80	78	75	74	77	74
Population growth	78	78	77	75	76	76	76	76	75	77
Emergency & disaster mngt	78	78	79	77	79	83	79	n/a	n/a	n/a
Family support services	78	76	78	75	74	75	76	73	78	75
Appearance of public areas	76	76	76	71	74	76	73	77	76	77
Recreational facilities	75	75	74	71	73	74	74	75	75	74
Planning & building permits	74	72	73	69	70	72	68	69	70	74
Town planning policy	74	73	76	70	72	74	71	72	75	73
Parking facilities	73	72	74	75	78	78	74	75	75	76
Traffic management	73	70	73	68	73	74	70	71	73	73
Environmental sustainability	73	72	75	72	76	73	73	71	73	73
Bus/community dev./tourism	73	72	75	74	73	75	73	76	76	75
Lobbying	73	70	72	69	72	72	70	68	72	71
Business & community dev.	71	72	74	70	72	71	71	n/a	n/a	n/a
Tourism development	70	69	72	70	69	71	71	n/a	n/a	n/a
Enforcement of local laws	70	68	71	67	67	69	70	72	71	71
Community & cultural	65	64	68	60	64	63	63	64	65	65
Art centres & libraries	63	64	64	59	65	64	64	65	65	67

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

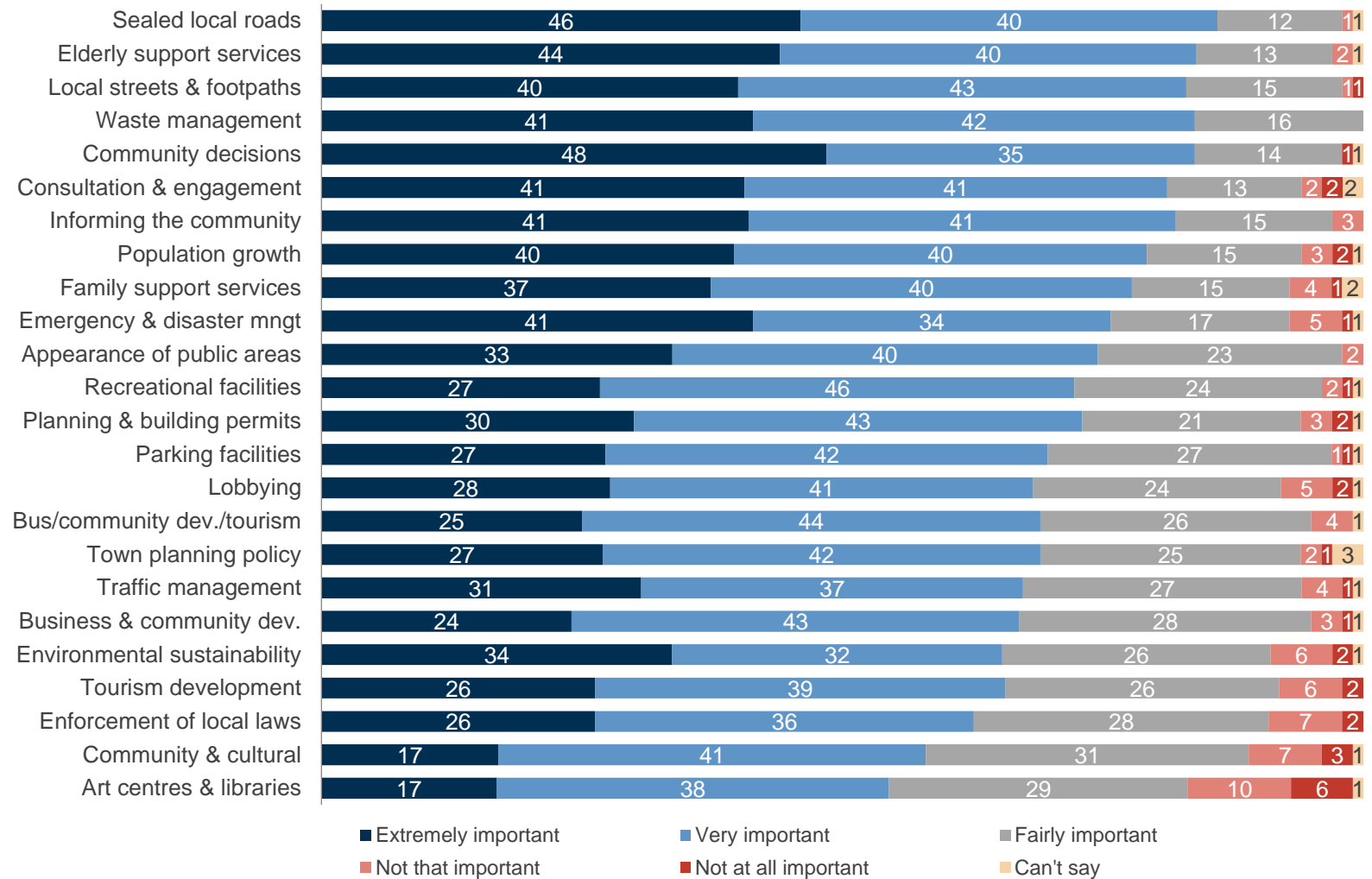
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 5

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



Individual service area importance

2023 individual service area importance (%)



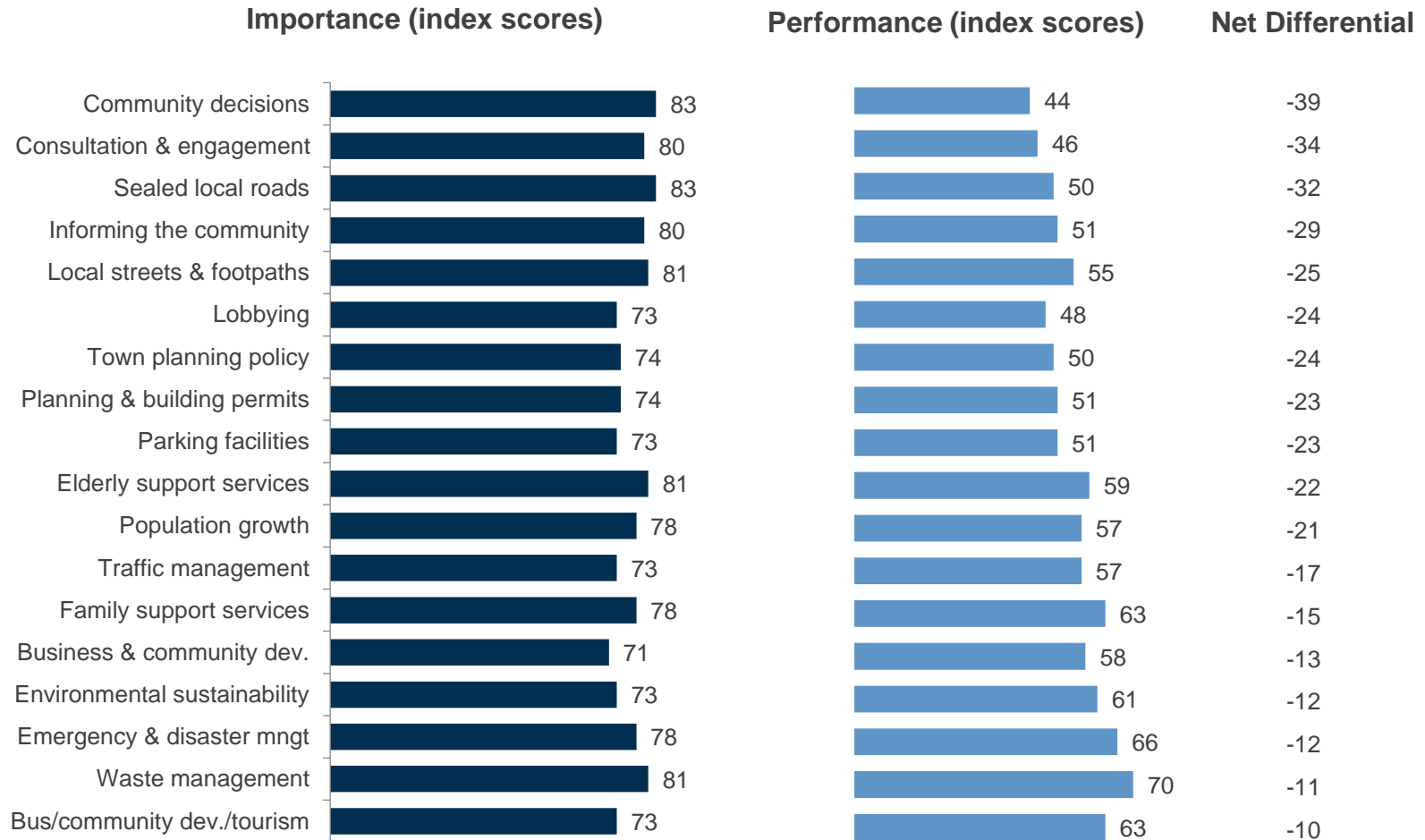
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 33 Councils asked group: 5



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 areas that have the strongest influence on the overall performance rating (based on regression analysis) are:

- Decisions made in the interest of the community
- Community consultation and engagement.

Good communication and transparency with residents about Council decisions and ensuring residents feel heard on key local issues provide the greatest opportunities to drive up overall opinion of Council's performance. Currently, these are Council's poorest performing areas (index score of 44 and 46 respectively).

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

- The condition of sealed local roads
- Emergency management
- Recreational facilities
- Art centres and libraries.

Looking at these key service areas only, arts centres and libraries have a high performance index (76) and a moderate influence on the overall performance rating.

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

The condition of sealed local roads is another reasonably strong influence on overall perceptions but Council performance is rated 'average' (index of 50) here.

Ensuring that sealed roads are well maintained can also help shore up positive overall opinion of Council.



Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

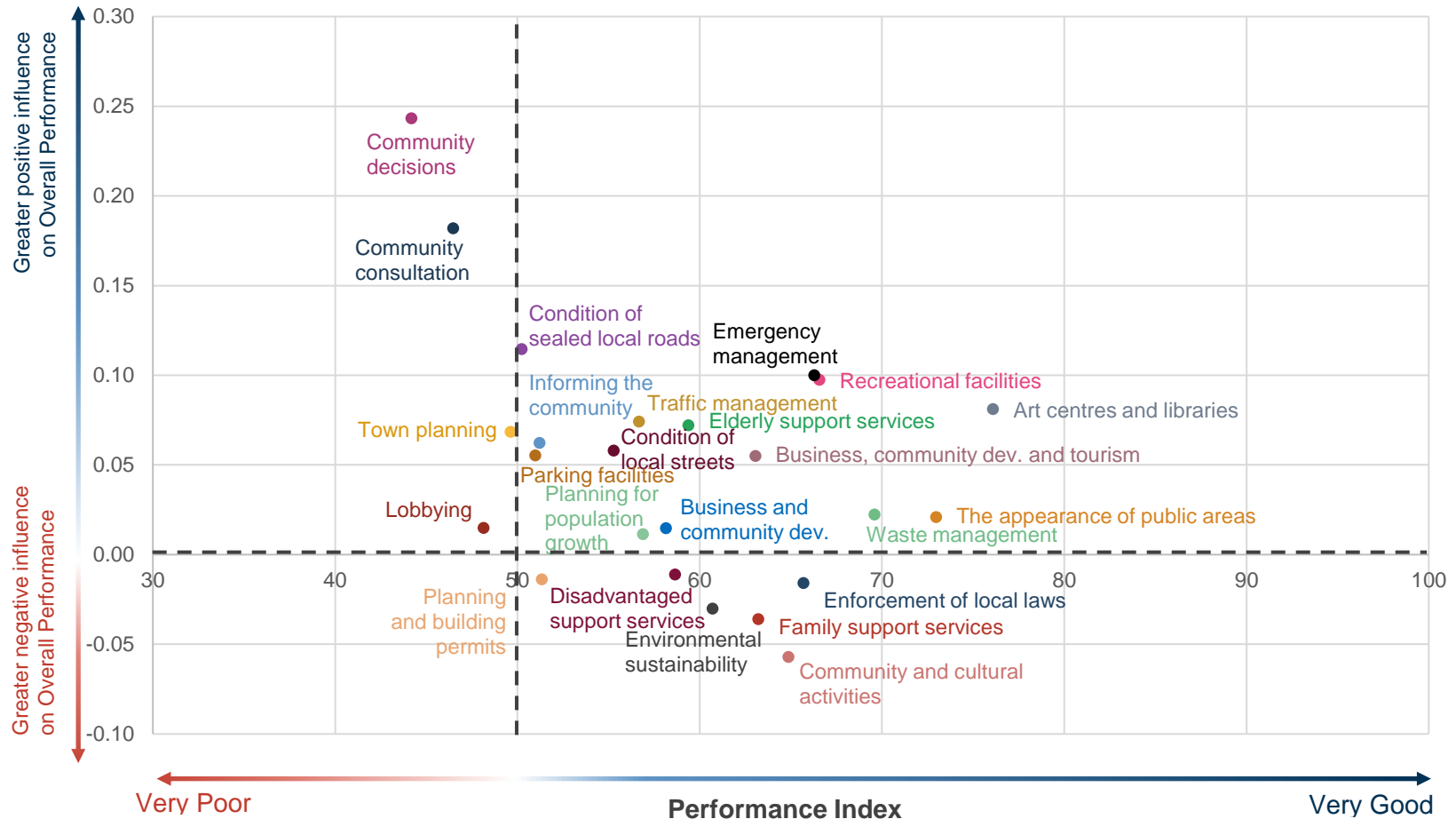
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a 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

2023 regression analysis (all service areas)

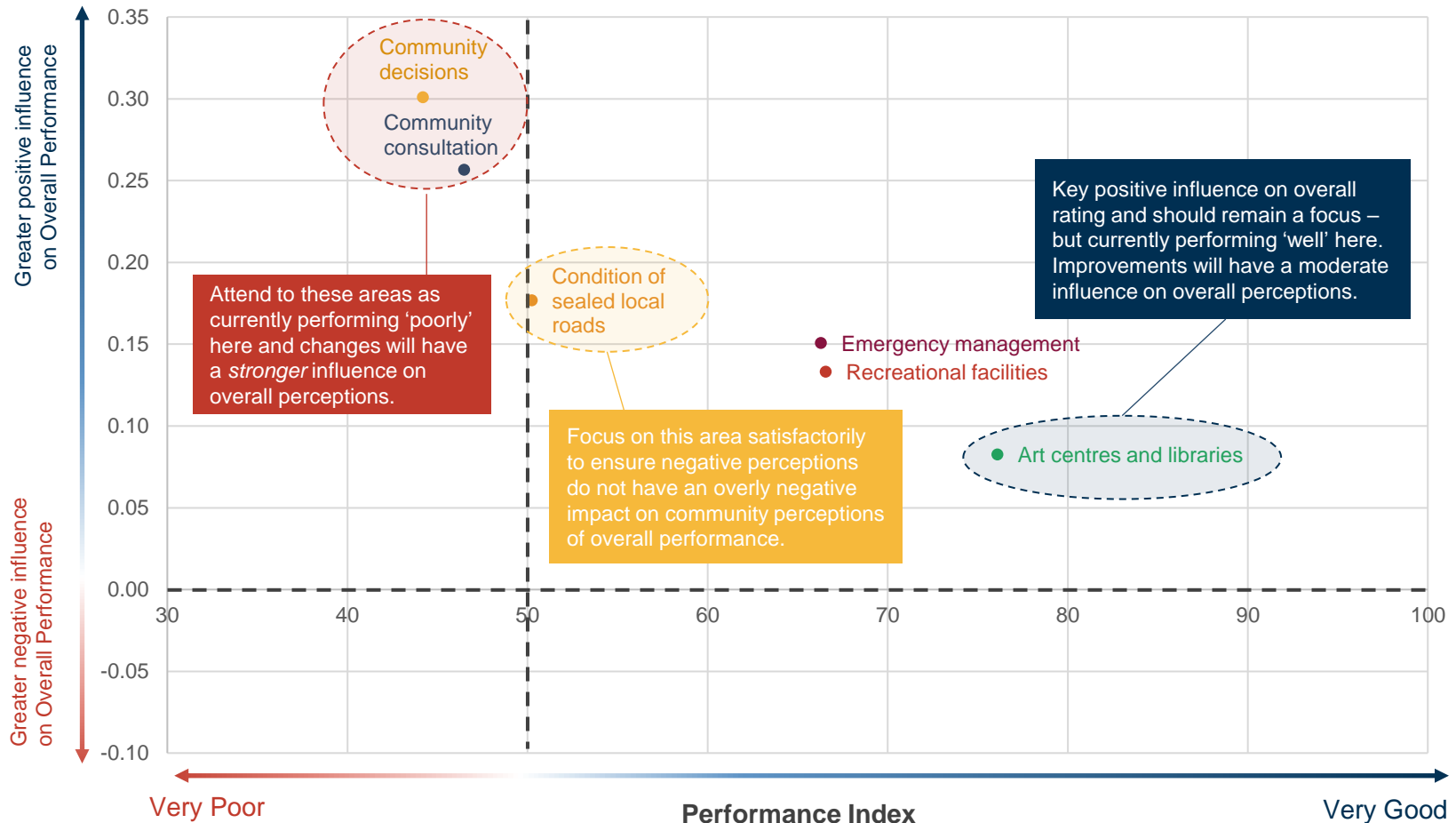


The multiple regression analysis model above (all service areas) has an R^2 value of 0.618 and adjusted R^2 value of 0.594, which means that 59% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 25.29$. 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

2023 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.585 and adjusted R^2 value of 0.579, which means that 58% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 92.37$.



Areas for improvement

2023 areas for improvement (%) - Top mentions only -





Customer service



Contact with council and customer service

Contact with council

Just under three in five Council residents (59%) have had contact with Council in the last 12 months. This represents a significant seven percentage point increase from last year.

The most common method of contacting Council is by telephone (34%), in person (29%) and email (18%). Text message (3%) and social media (4%) continue to be the least used method.



Among those residents who have had contact with Council, 57% provide a positive customer service rating of 'very good' or 'good', including 32% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 66 represents a significant seven point decrease from 2022, and is now among the lowest scores in 10 years. That said, Council's customer service is rated in line with the State-wide and Regional Centres group averages (index scores of 67 and 68 respectively).

More than half of residents (57%) provide a positive customer service rating of 'very good' or 'good'.

- No significant differences was found among the different demographic cohorts compared to the average. However, those aged 35 to 49 years are most positive of Council's customer service, while those aged 18 to 34 years are most critical.

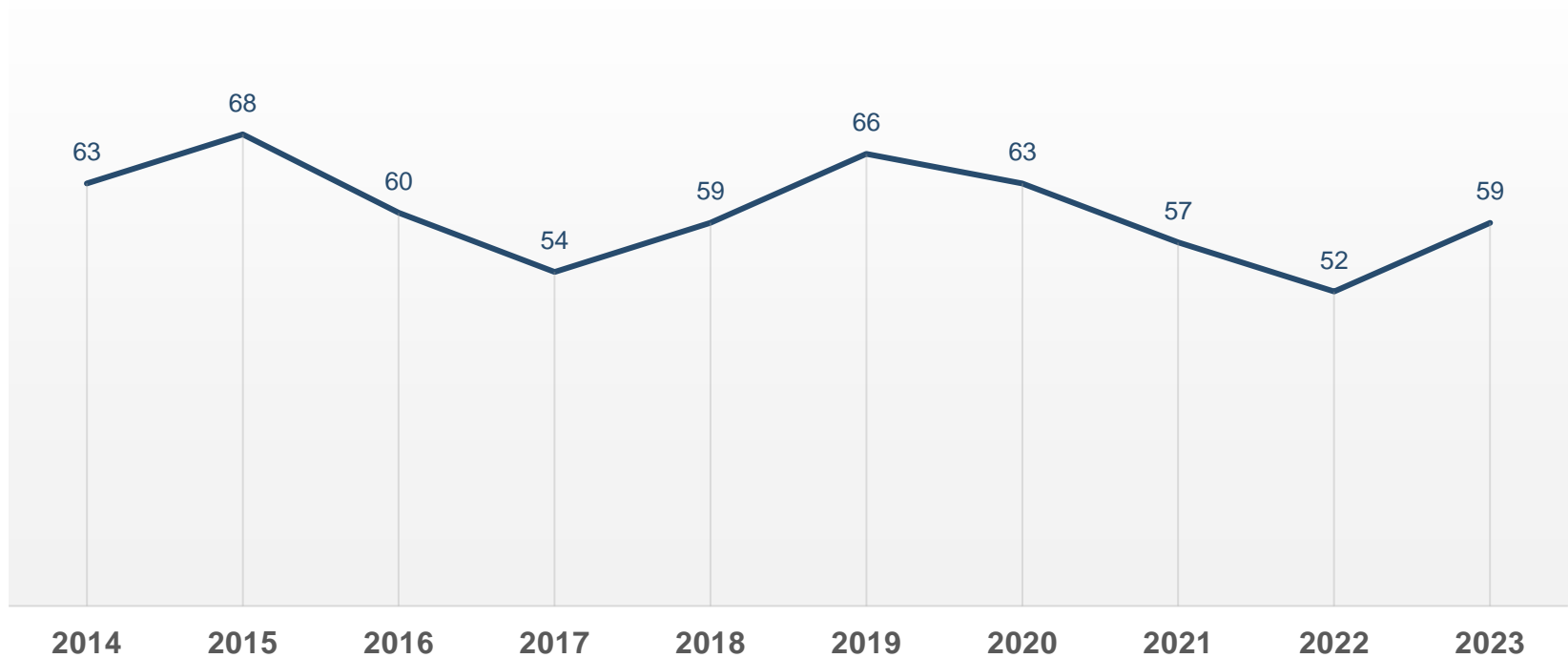
Customer service ratings for most methods of contact declined since 2022, and significantly more so for telephone (index score of 67, down ten points).

Nevertheless, it is worth noting that Council's customer service is rated highest for the most heavily used methods of contact: telephone and in person (index scores of 67 and 68 respectively).



Contact with council

2023 contact with council (%)
Have had contact



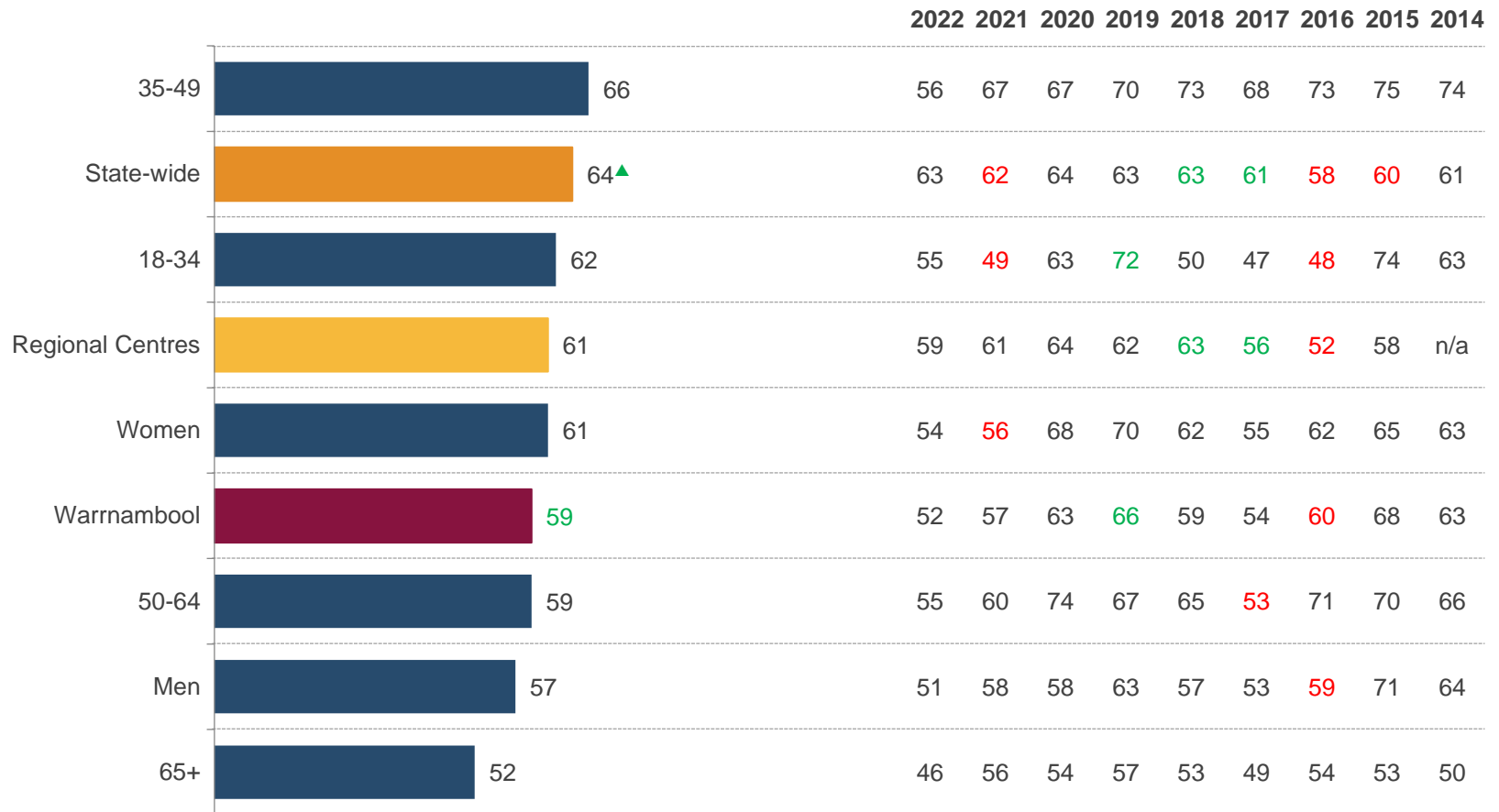
Q5a. Have you or any member of your household had any recent contact with Warrnambool City Council in any of the following ways?

Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4



Contact with council

2023 contact with council (%)



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

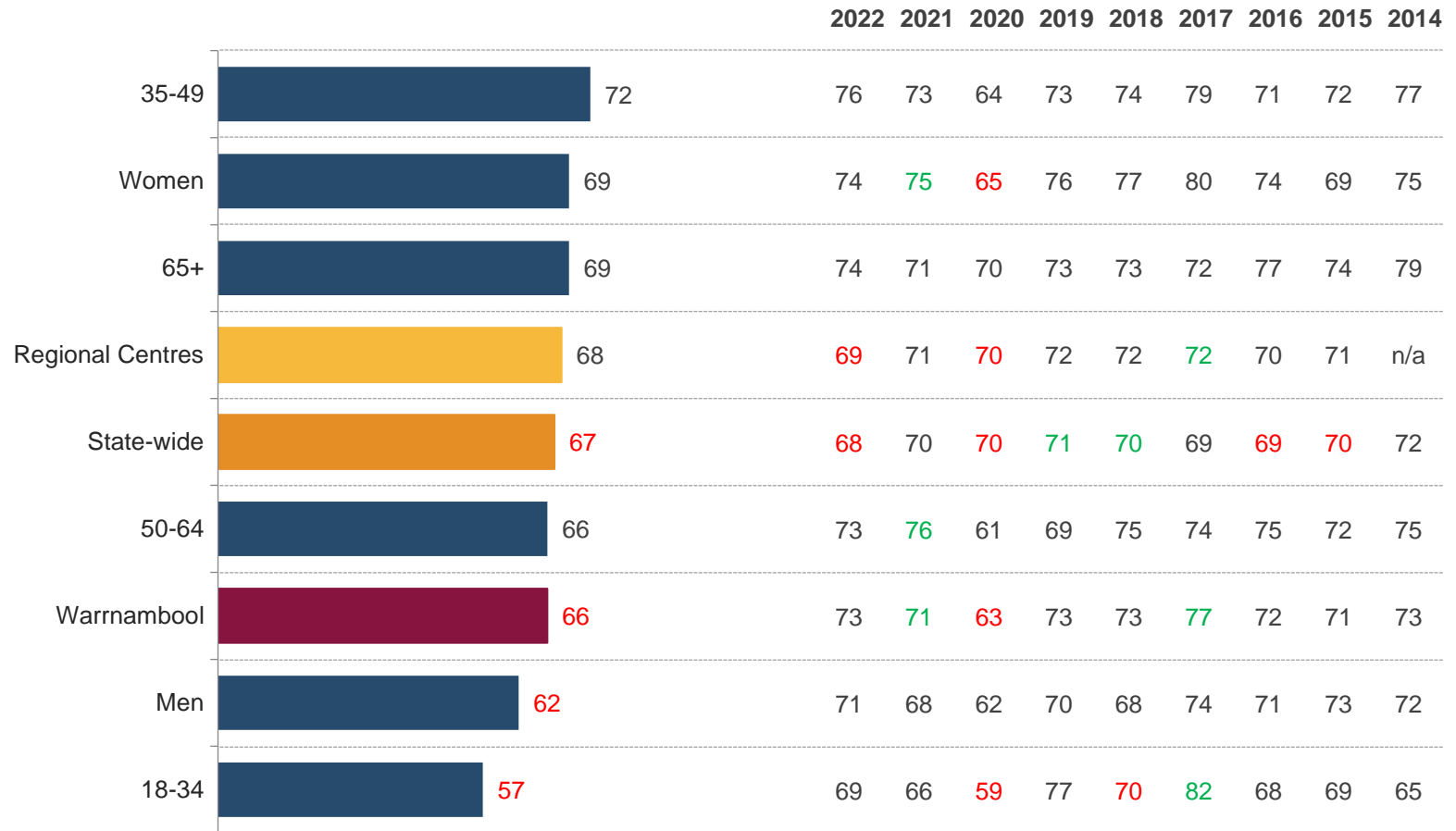
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4

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



Customer service rating

2023 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Warrnambool City Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

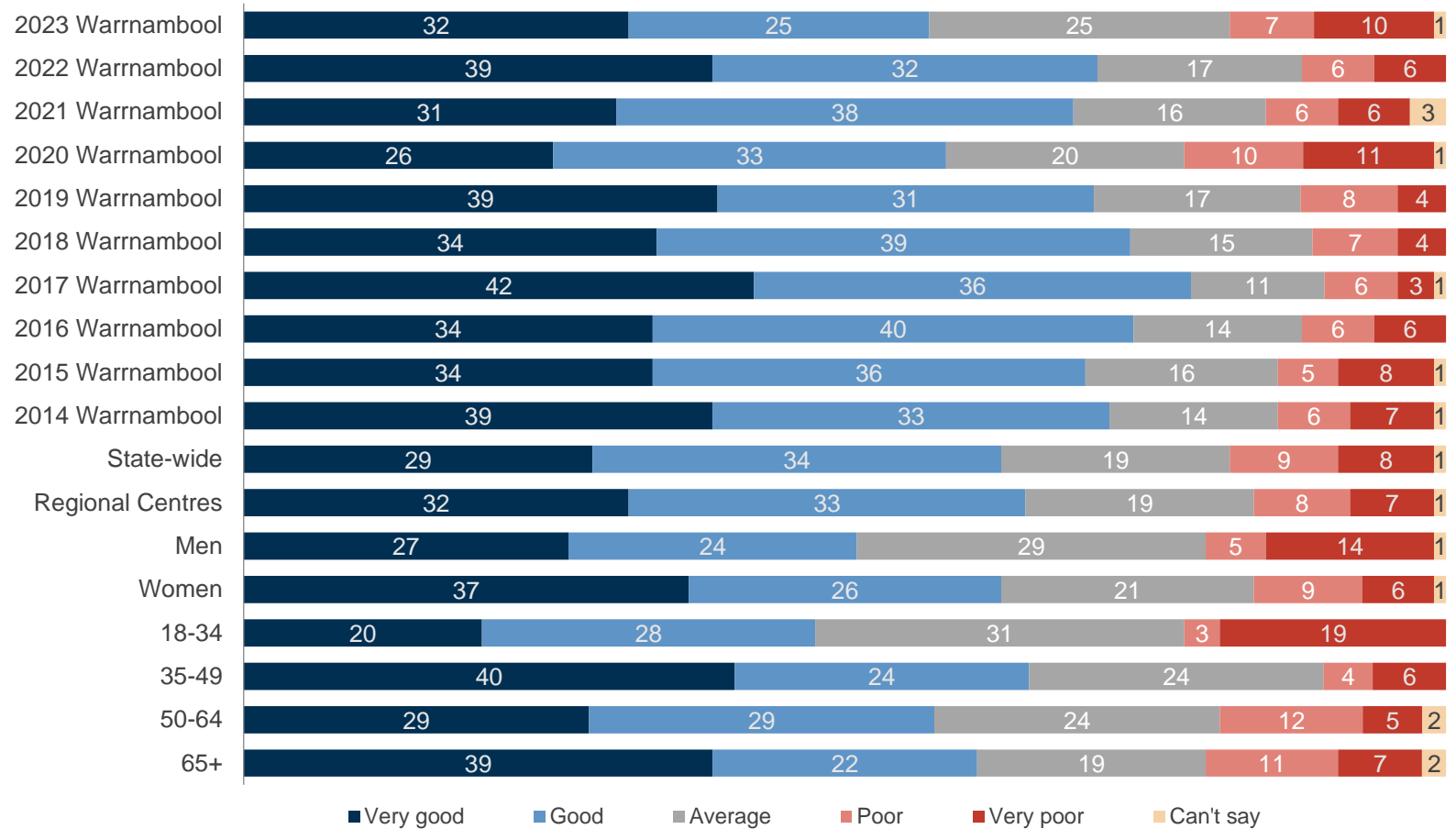
Councils asked State-wide: 66 Councils asked group: 9

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



Customer service rating

2023 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Warrnambool City Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked State-wide: 66 Councils asked group: 9



Method of contact with council

2023 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



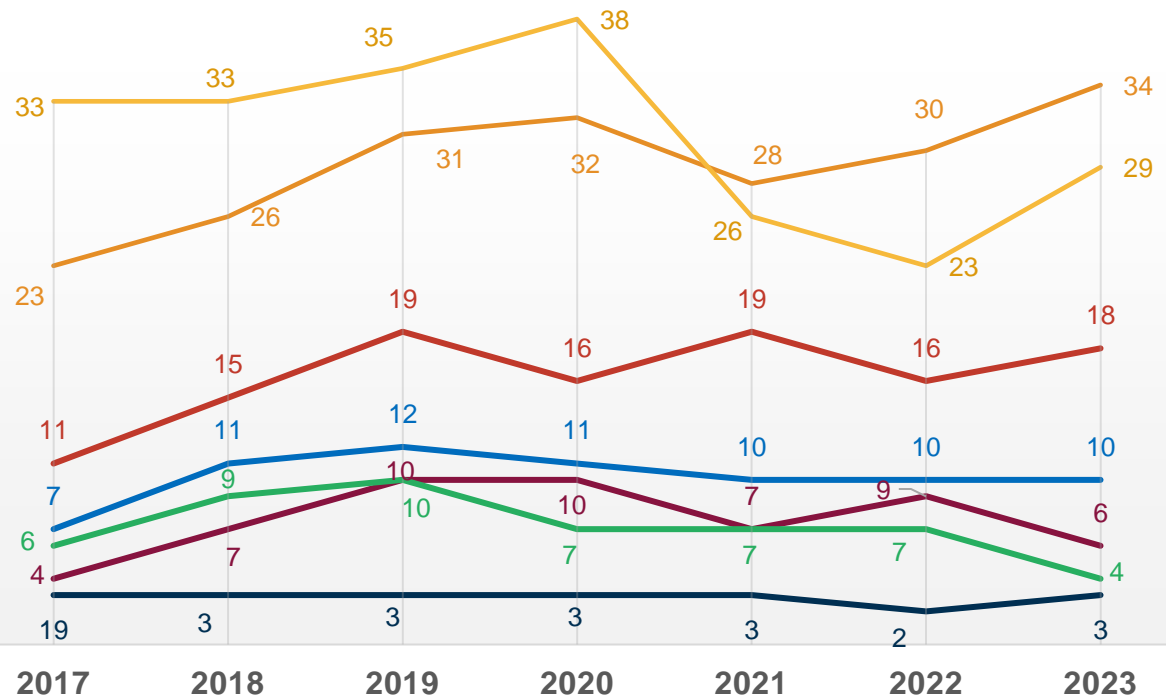
By Email



Via Website



By Social Media



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

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

2023 customer service rating (index score by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Warrnambool City Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked State-wide: 25 Councils asked group: 4

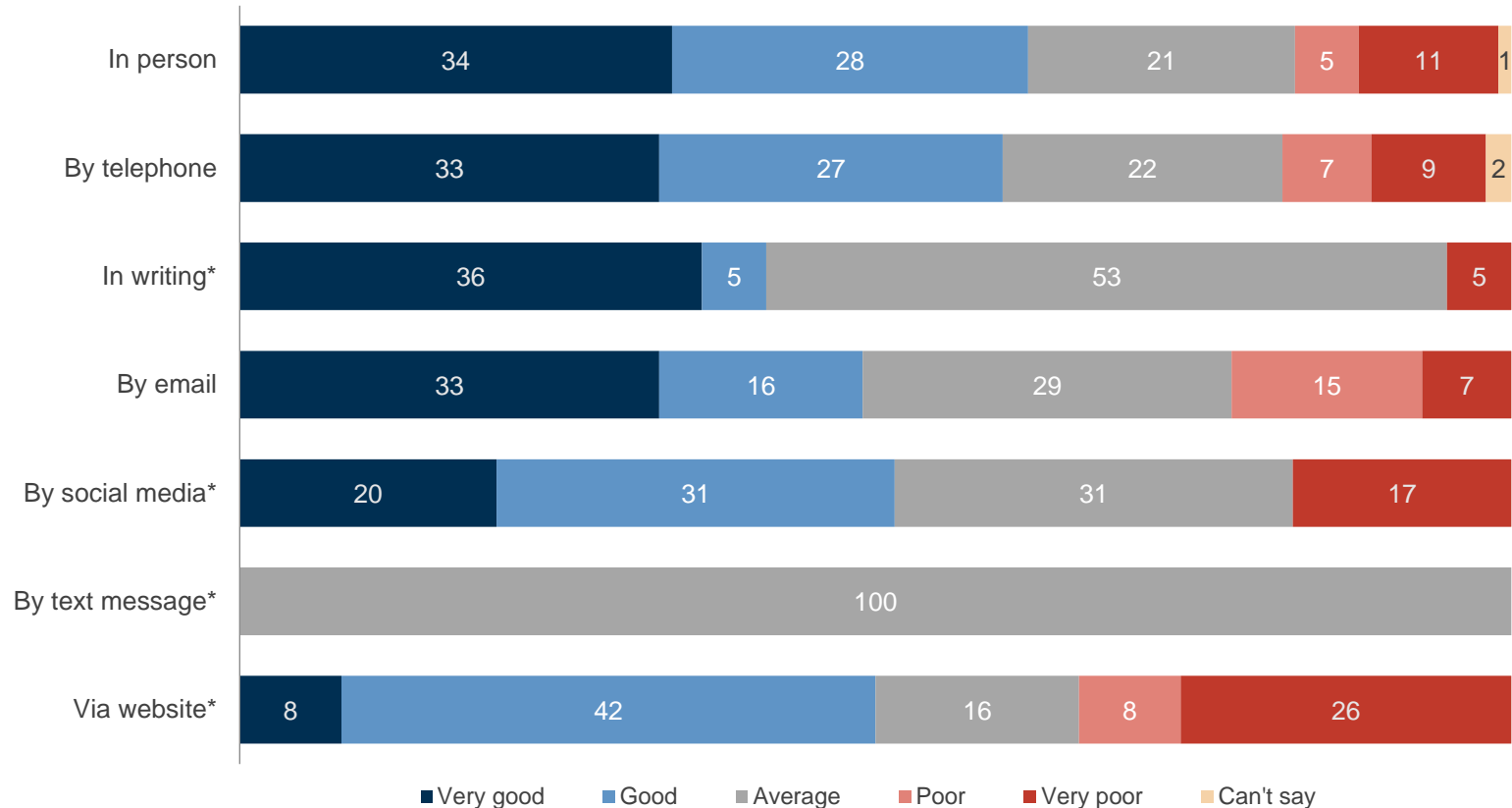
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2023 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Warrnambool City Council for customer service?

Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

Councils asked State-wide: 25 Councils asked group: 4

*Caution: small sample size < n=30



Communication

Communication

The preferred form of communication from Council about news and information and upcoming events is a newsletter sent via mail (29%), followed by a newsletter via email (22%) and social media (20%). The least preferred form continues to be the Council website (3%).

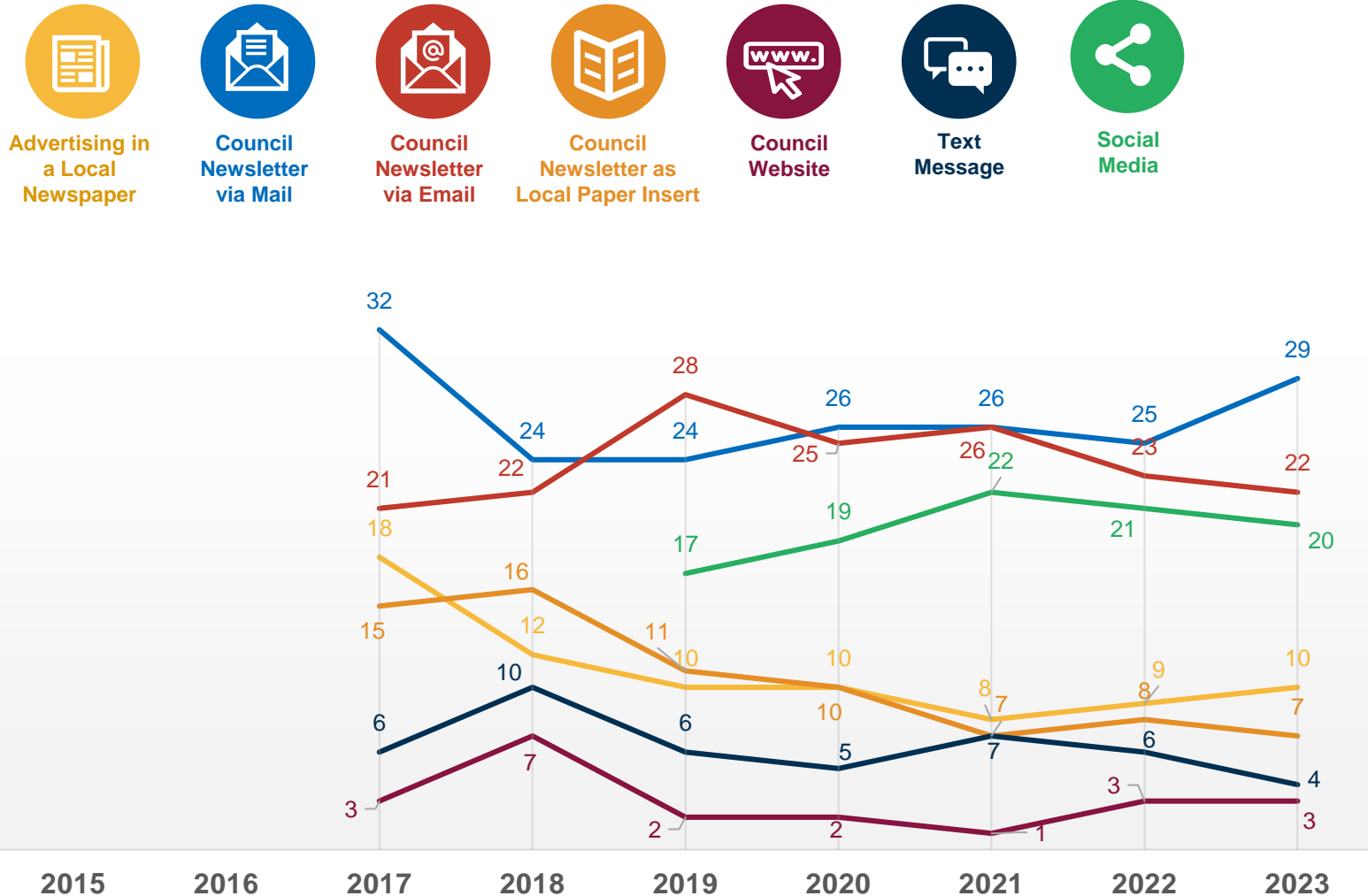
- The preferred form of communication among residents under 50 years of age is social media (33%). A newsletter via mail is now the second most preferred form of communication (27%, up nine percentage points), and that for newsletter via email has now moved to the third most preferred form of communication (19%, down five percentage points).
- The preferred form of communication among those aged 50 years or older continues to be a newsletter sent via mail (32%) or email (25%), and then advertising in a local newspaper (16%). Preference for communications via social media is much lower among this age group (8%) .





Best form of communication

2023 best form of communication (%)



Q13. If Warrnambool City 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?

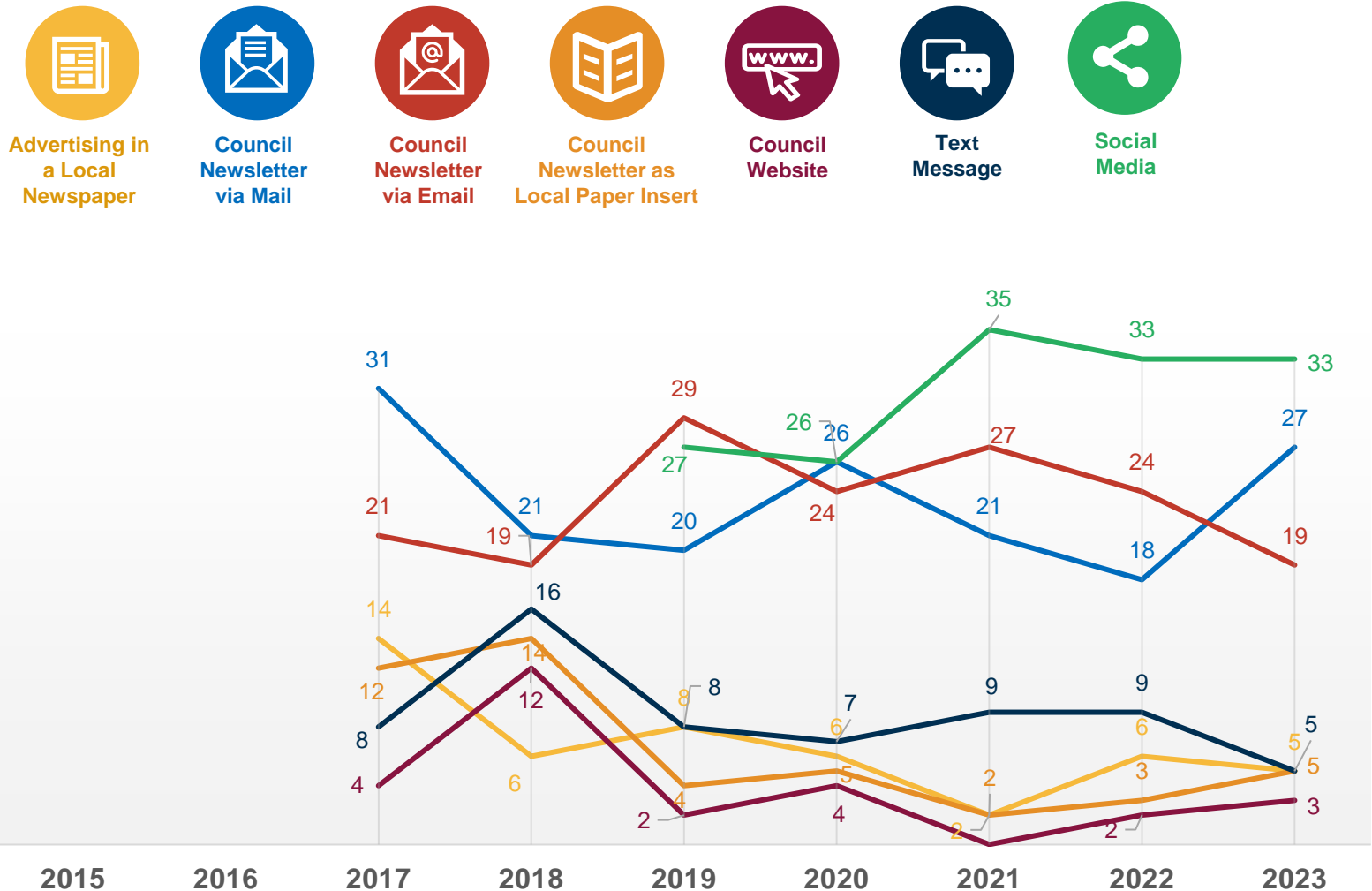
Base: All respondents. Councils asked State-wide: 40 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2023 under 50s best form of communication (%)



Q13. If Warrnambool City 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?

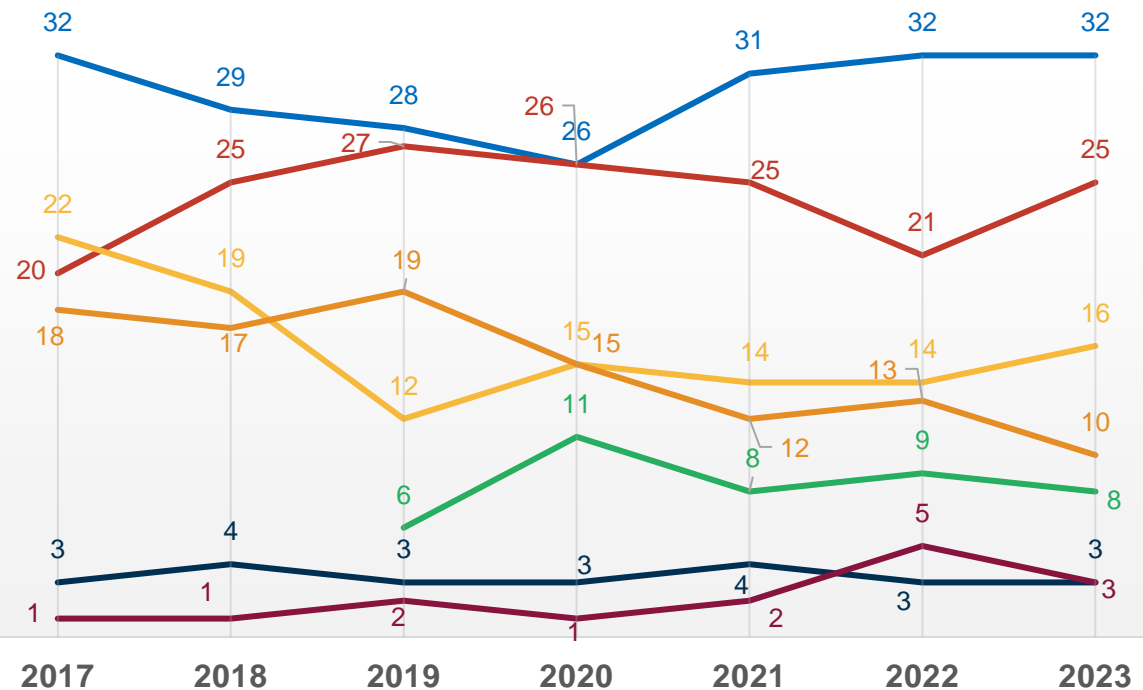
Base: All respondents aged under 50. Councils asked State-wide: 40 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2023 over 50s best form of communication (%)



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

Base: All respondents aged over 50. Councils asked State-wide: 40 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Council direction



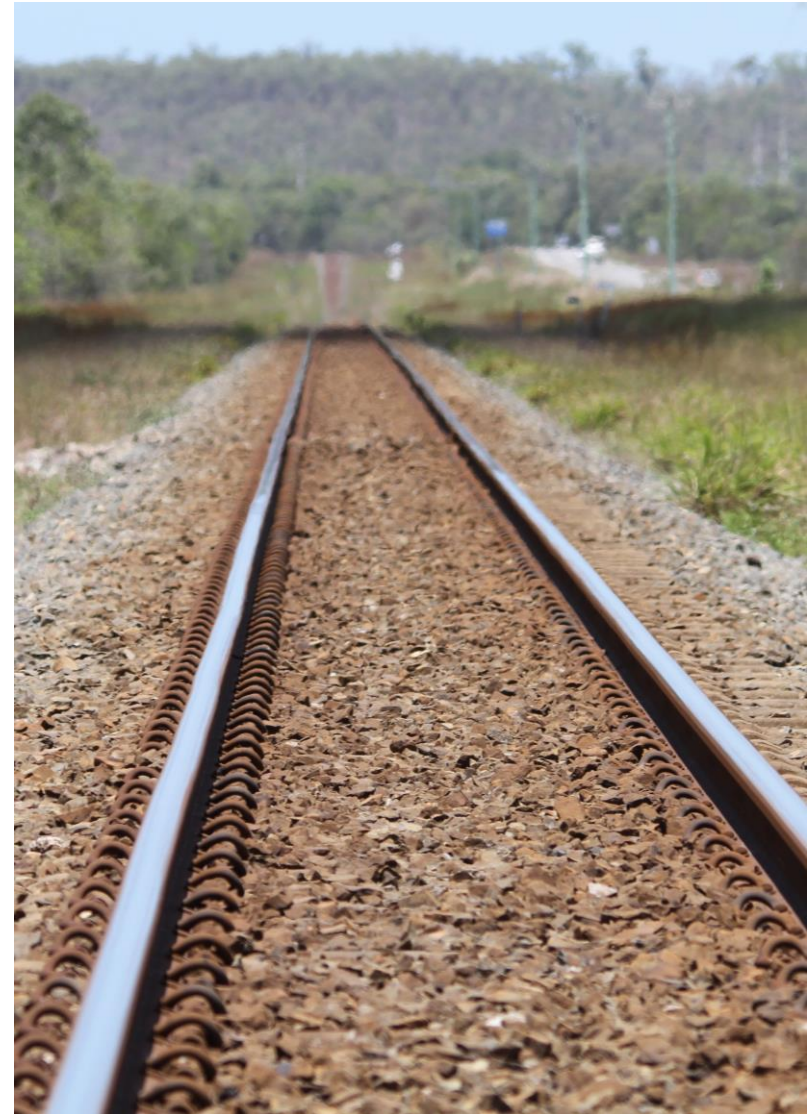
Council direction

Over the last 12 months, 52% believe the direction of Council's overall performance stayed the same, up five percentage points on 2022.

- 19% believe the direction has improved (down 18 percentage points on 2022) in the last 12 months.
- 27% believe it has deteriorated, up 14 percentage points on 2022.
- The most satisfied with council direction are women and residents aged 35 to 49 years (index scores of 51 and 49 respectively).
- The least satisfied with council direction are residents aged 50 to 64 years and men (index scores of 39 and 40 respectively).

A little over half of residents (51%) consider Council is generally heading in the right direction, including 9% who rate Council as 'definitely' heading in the right direction. Four in ten (40%) rate Council as heading in the wrong direction, including 21% who rate Council as 'definitely' heading in the wrong direction.

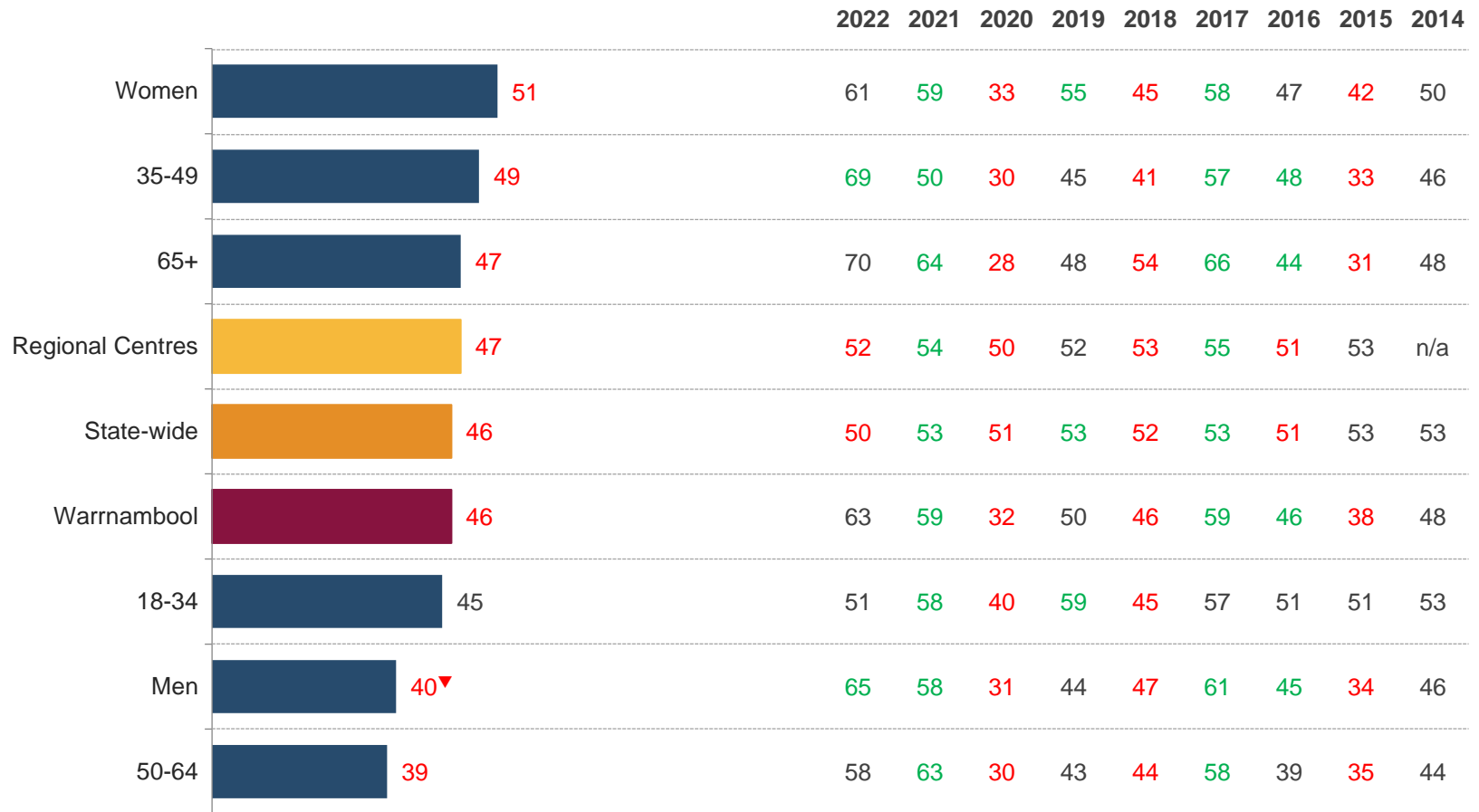
Similar to 2022, more residents prefer service cuts (60%), including 34% who 'definitely prefer service cuts'. In contrast, only 34% prefer a rate rise to improve local services, including 7% who 'definitely prefer rate rise'.





Overall council direction last 12 months

2023 overall council direction (index scores)



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

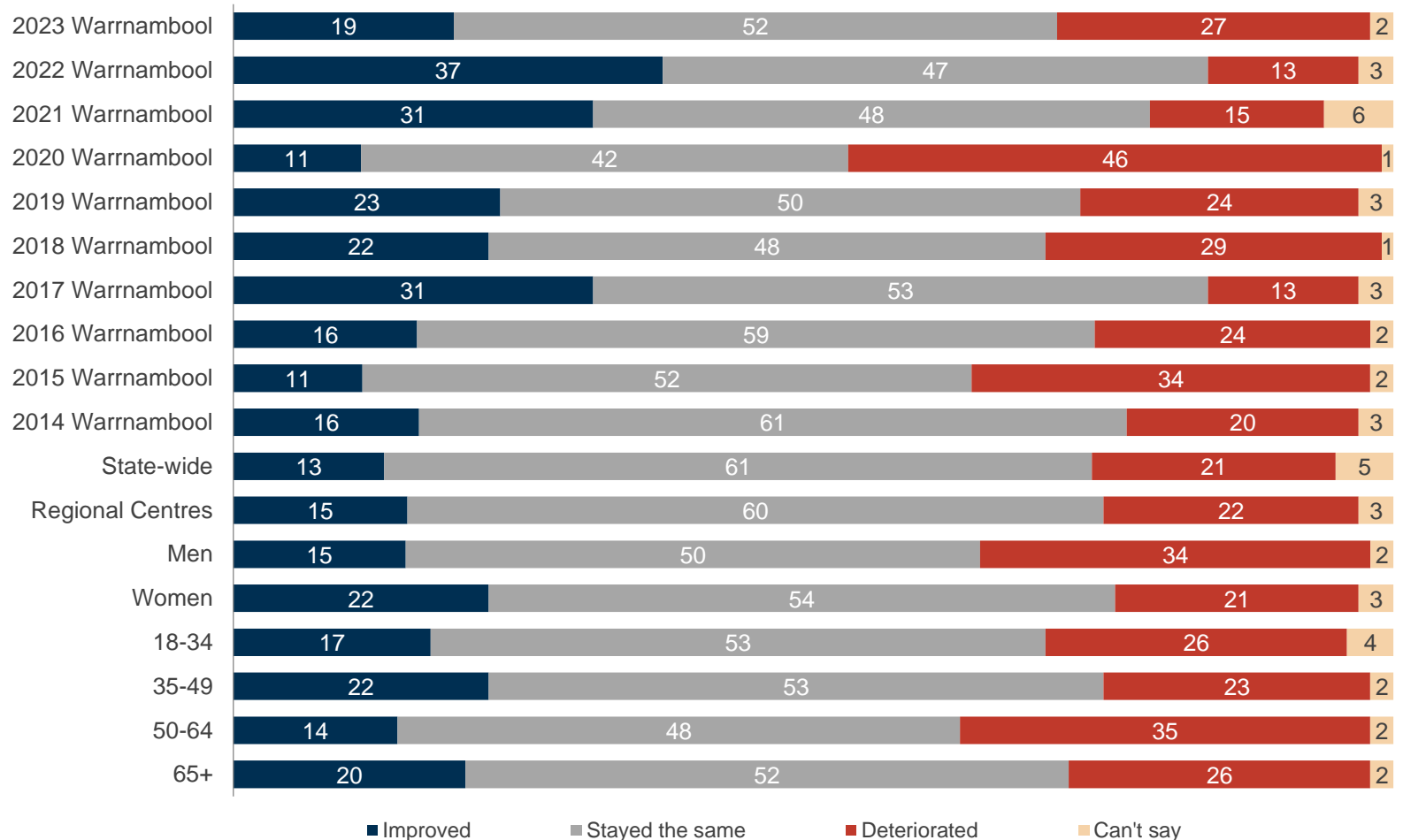
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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



Overall council direction last 12 months

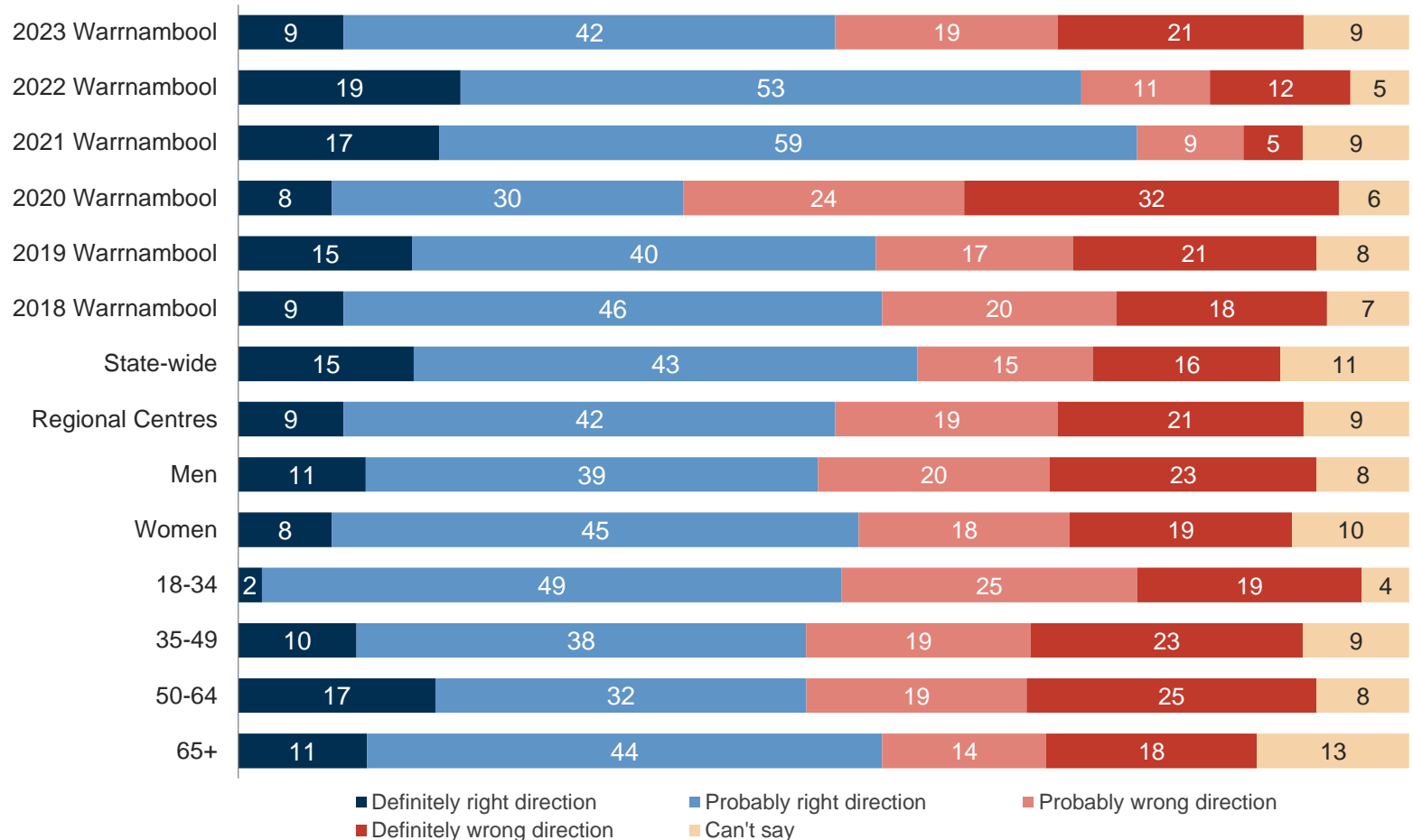
2023 overall council direction (%)





Right / wrong direction

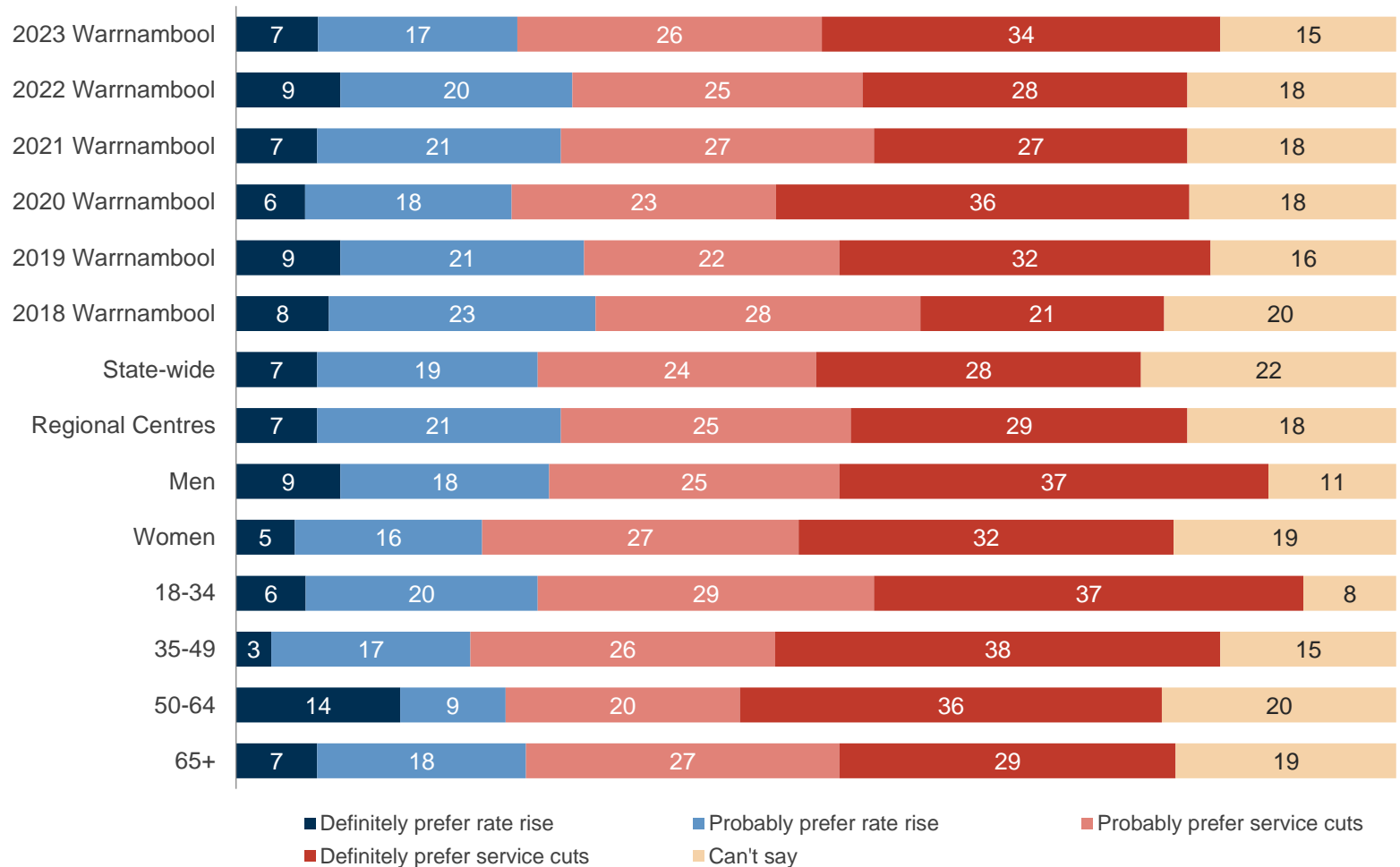
2023 right / wrong direction (%)





Rates / services trade-off

2023 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: 21 Councils asked group: 2

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

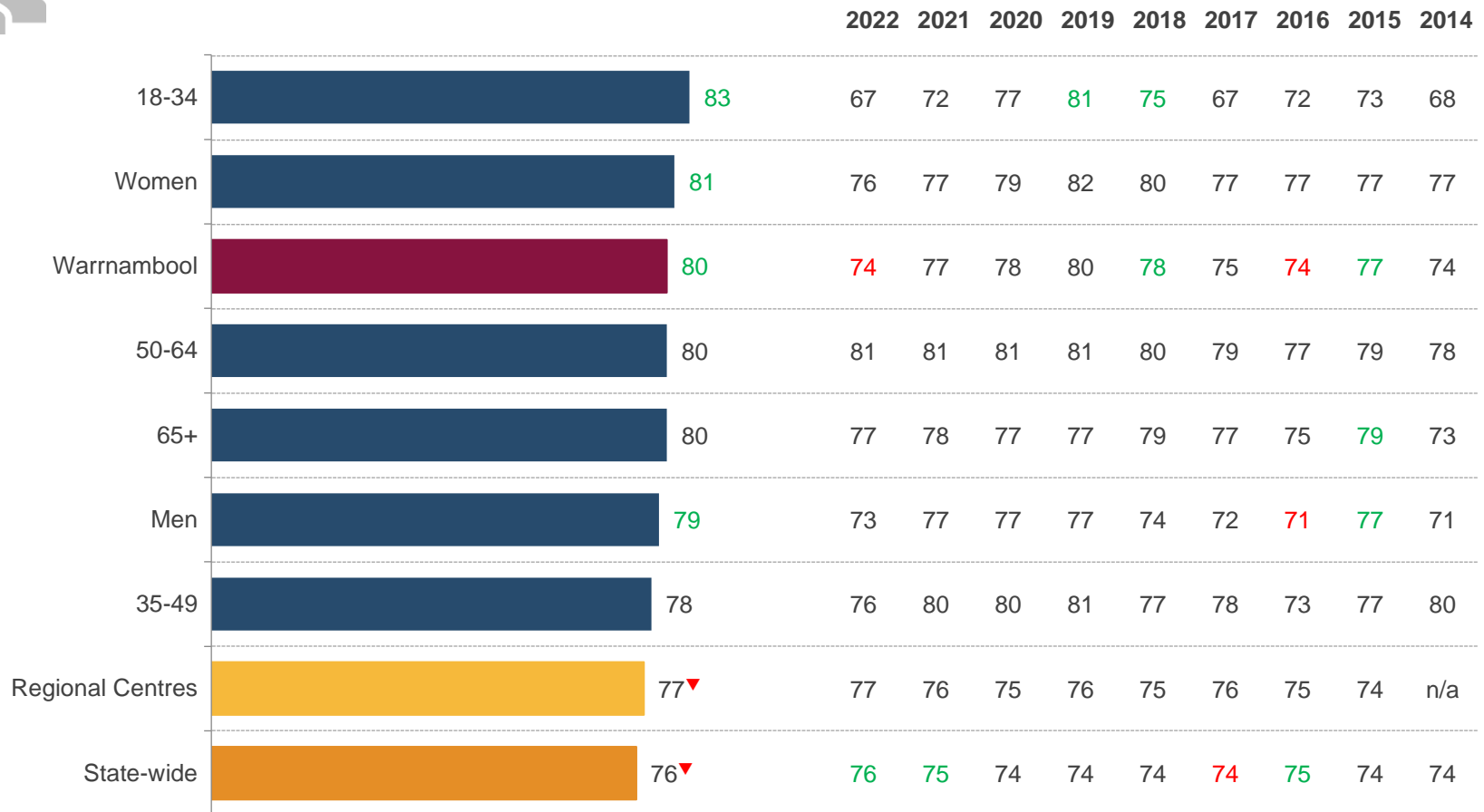
Individual service areas



Community consultation and engagement importance



2023 consultation and engagement importance (index scores)



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

Base: All respondents. Councils asked State-wide: 30 Councils asked group: 5

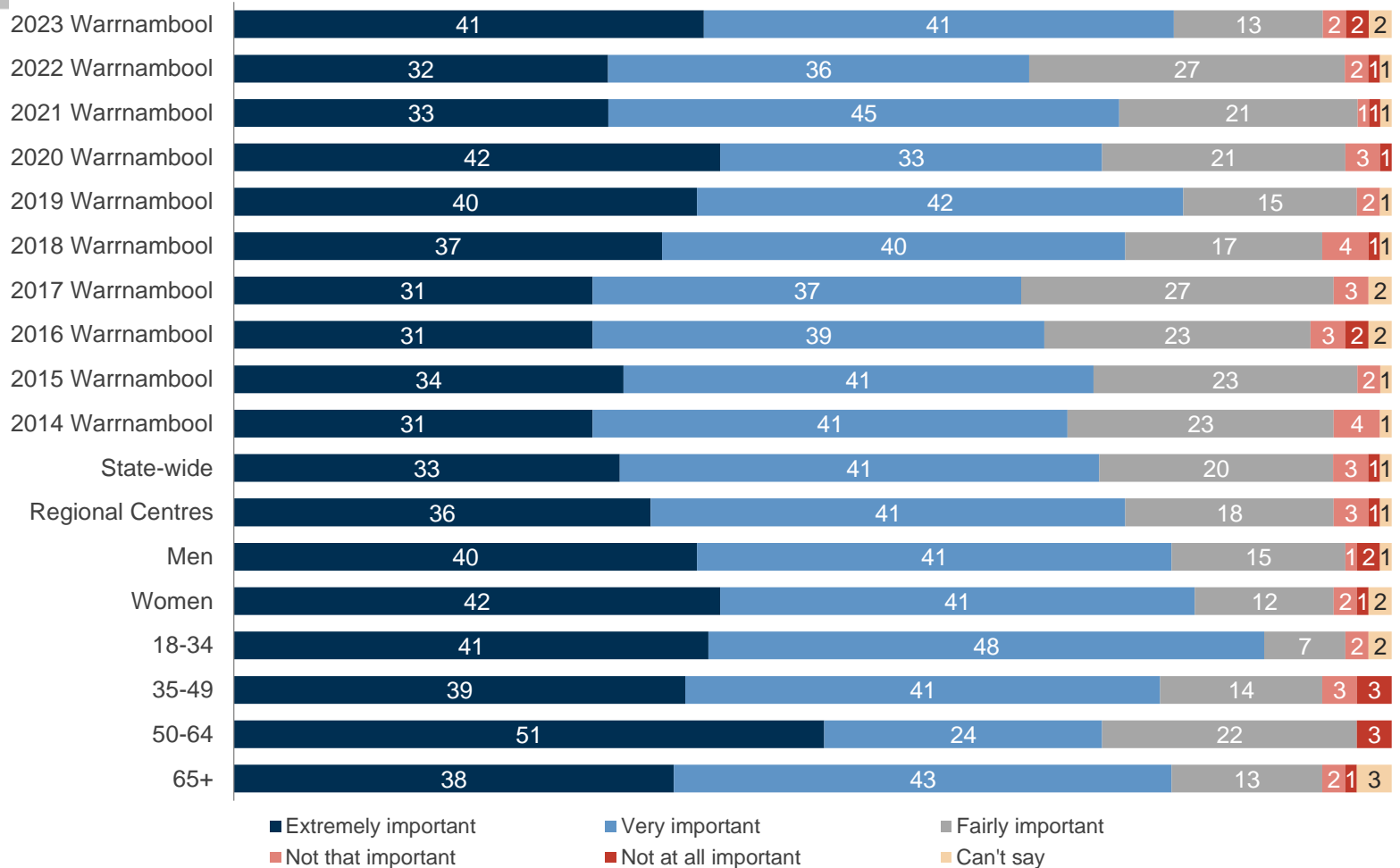
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2023 consultation and engagement importance (%)

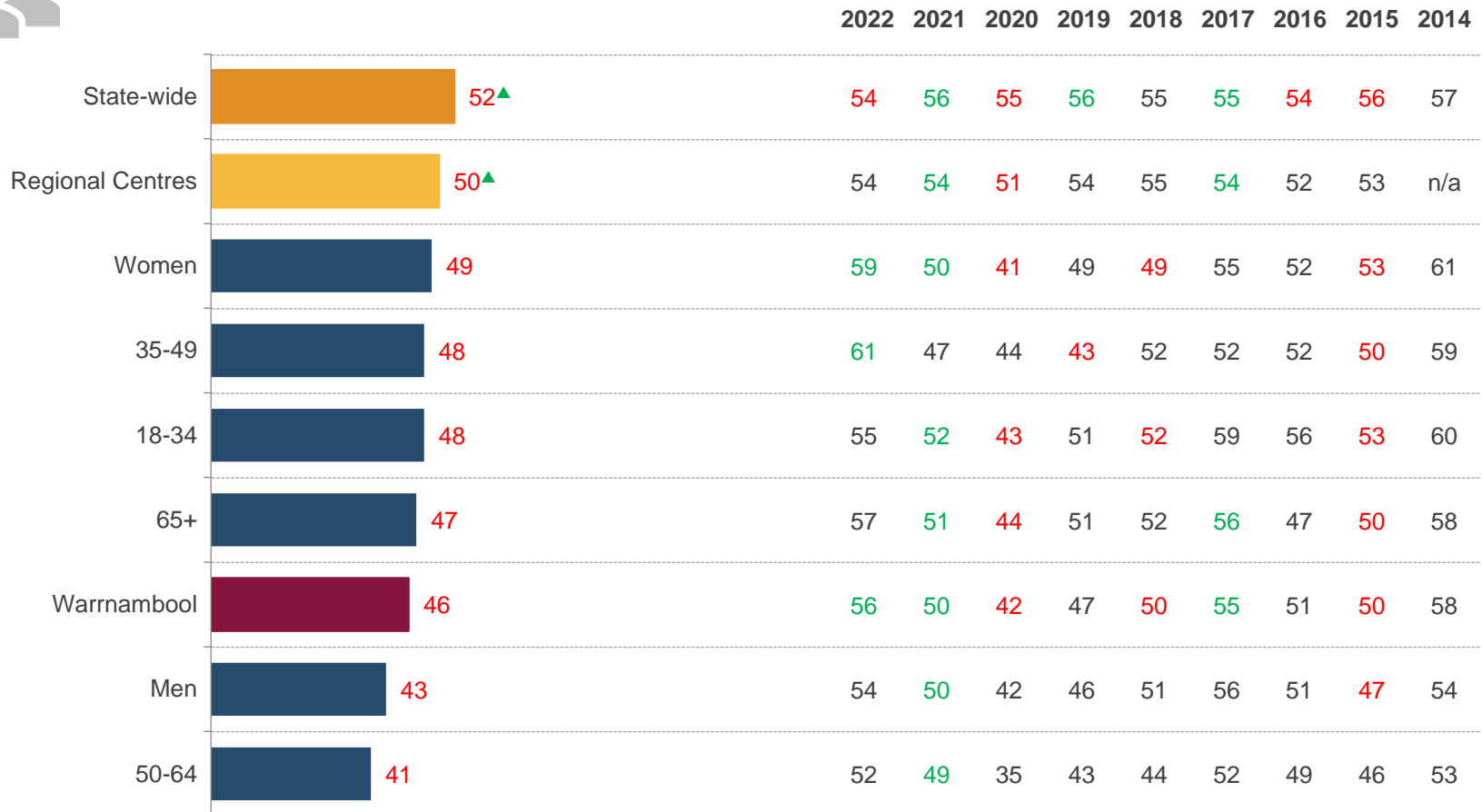




Community consultation and engagement performance



2023 consultation and engagement performance (index scores)



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

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

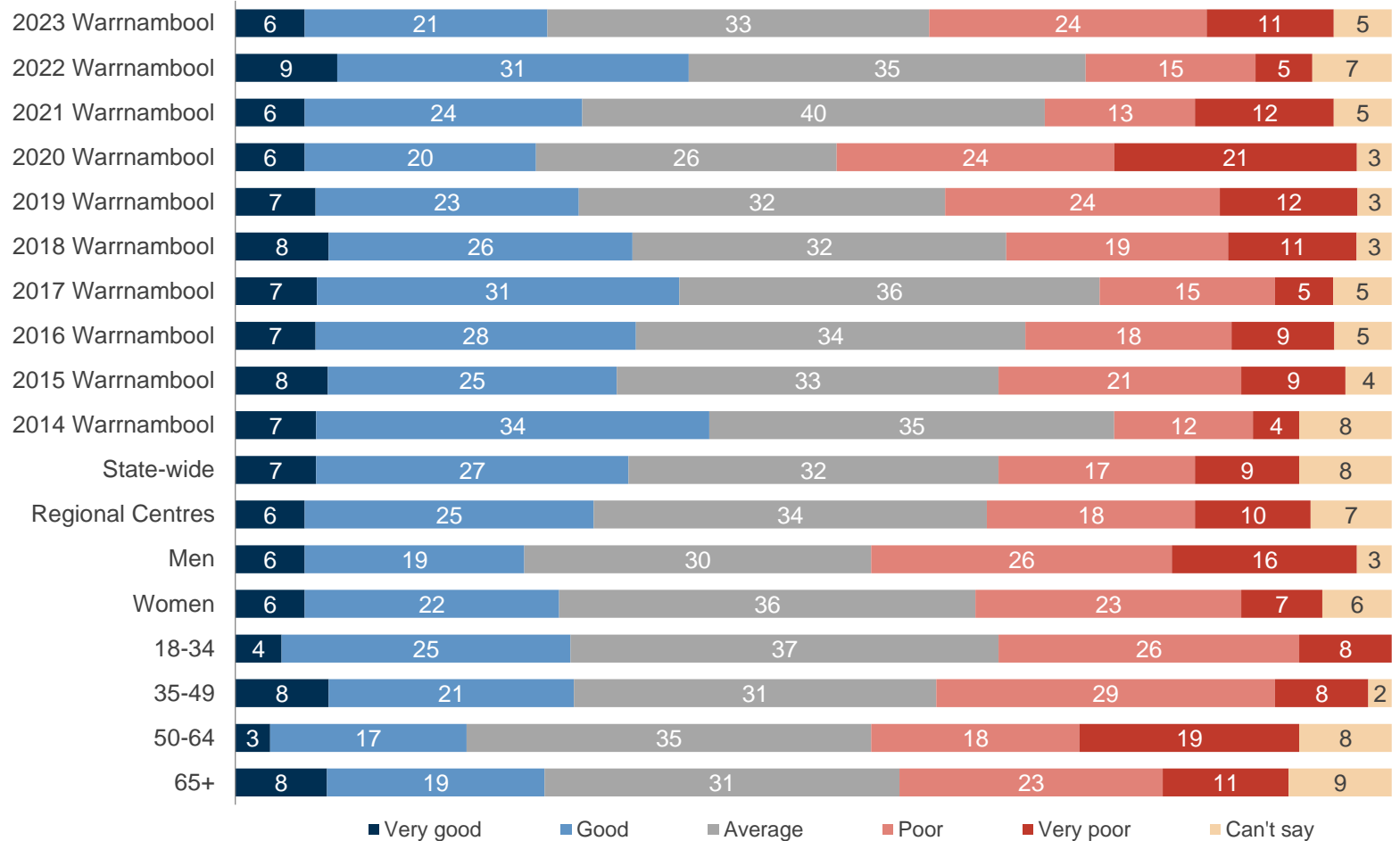
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2023 consultation and engagement performance (%)

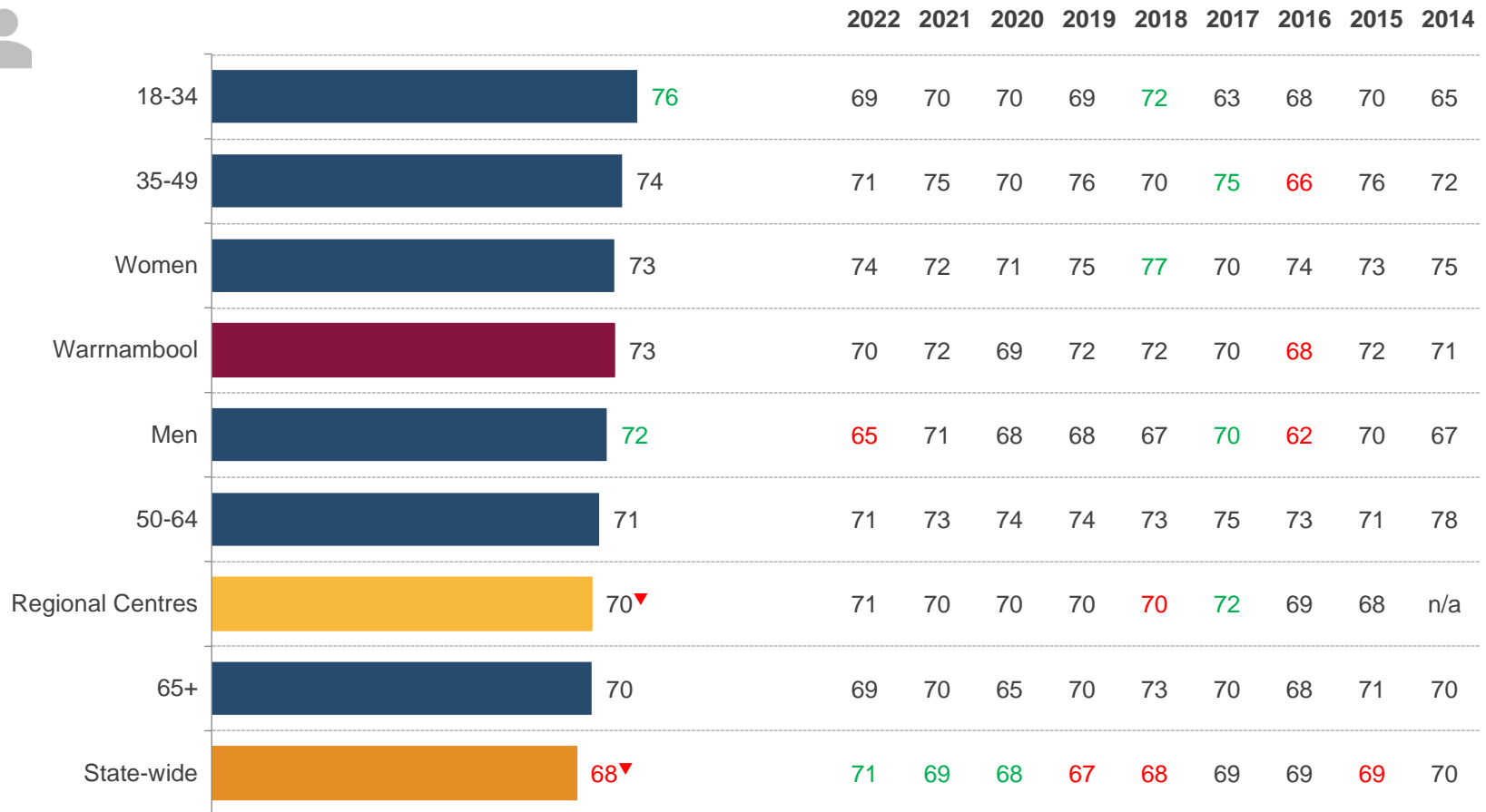




Lobbying on behalf of the community importance



2023 lobbying importance (index scores)



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

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

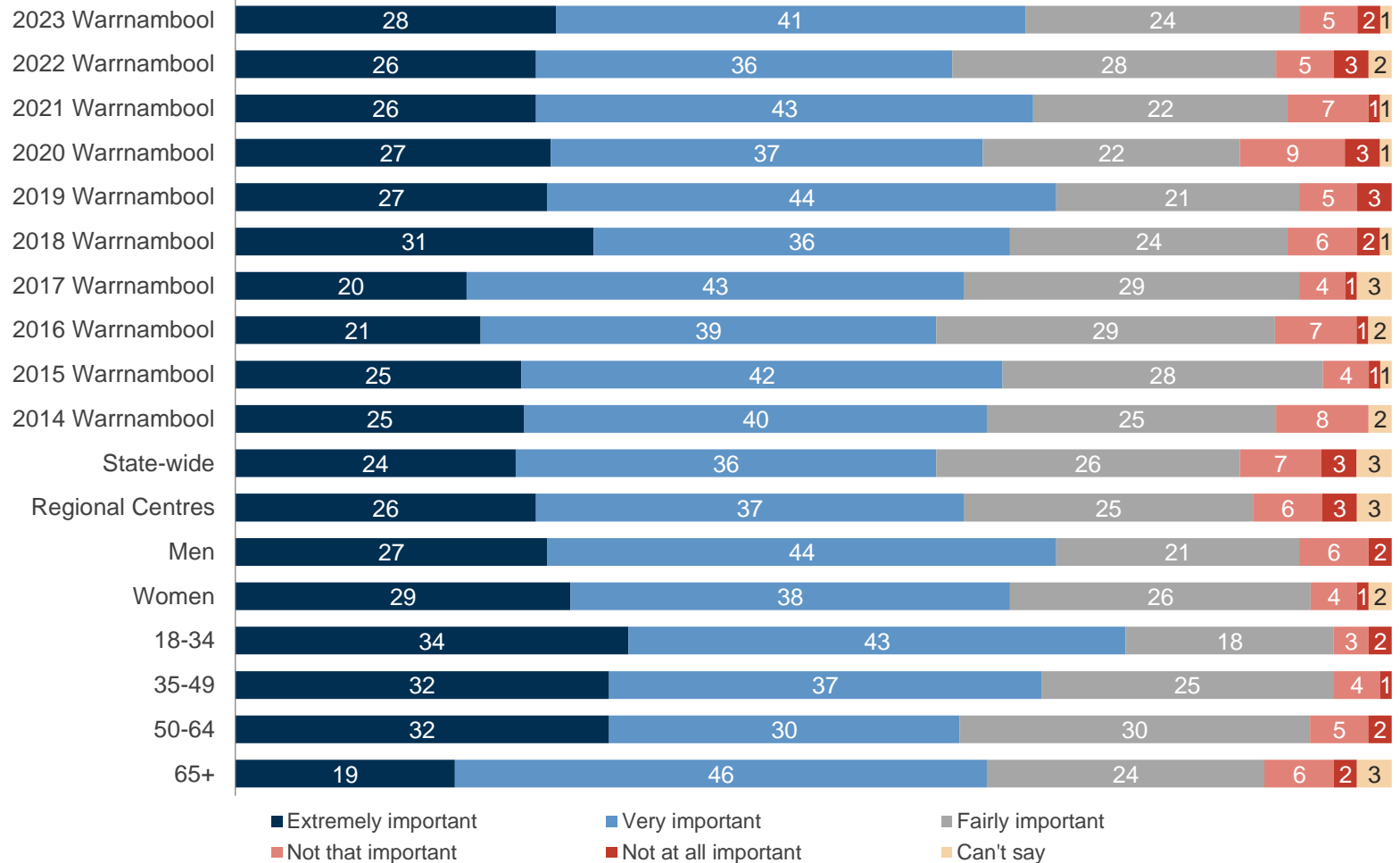
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community importance



2023 lobbying importance (%)

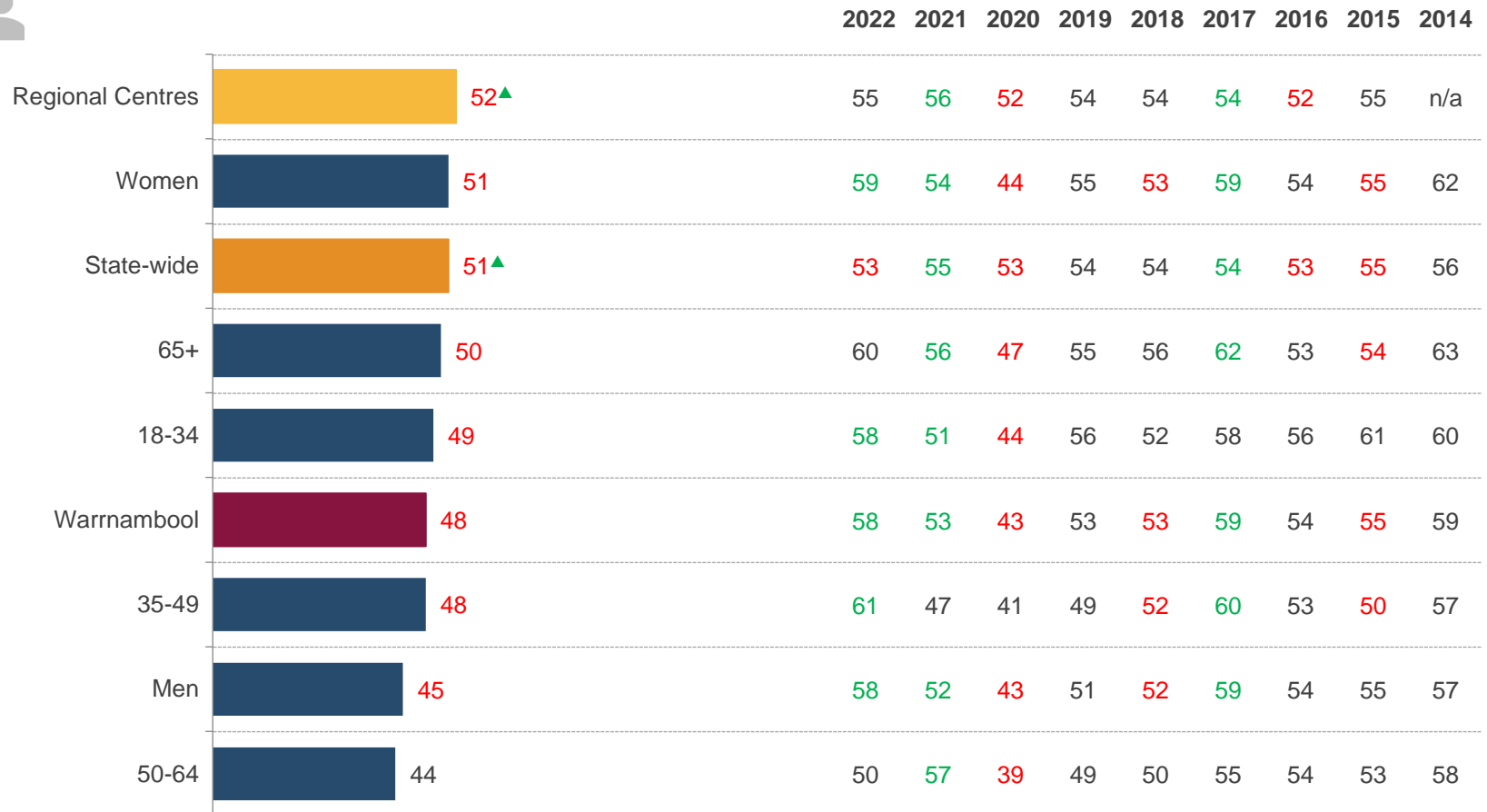




Lobbying on behalf of the community performance



2023 lobbying performance (index scores)



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

Base: All respondents. Councils asked State-wide: 51 Councils asked group: 6

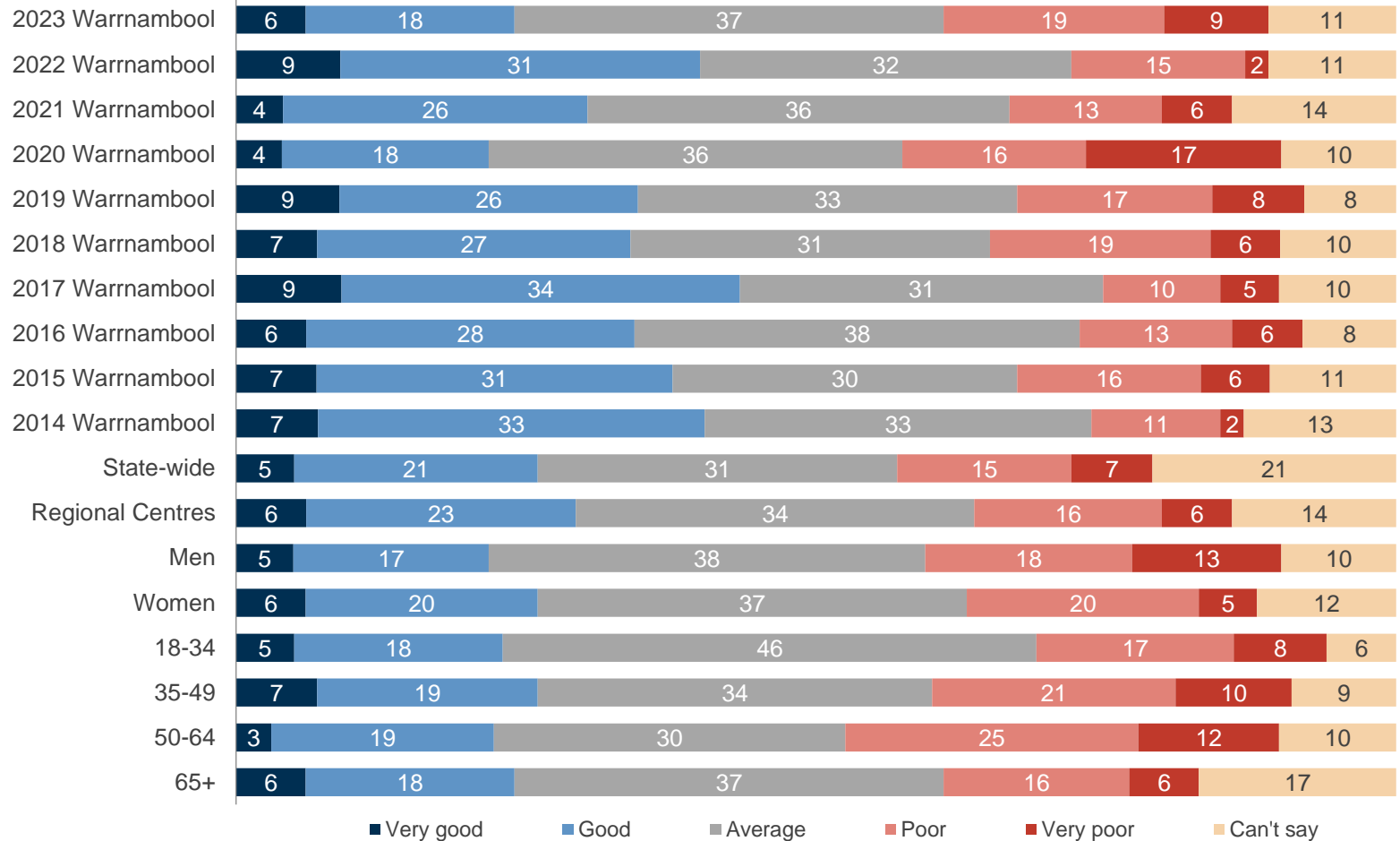
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



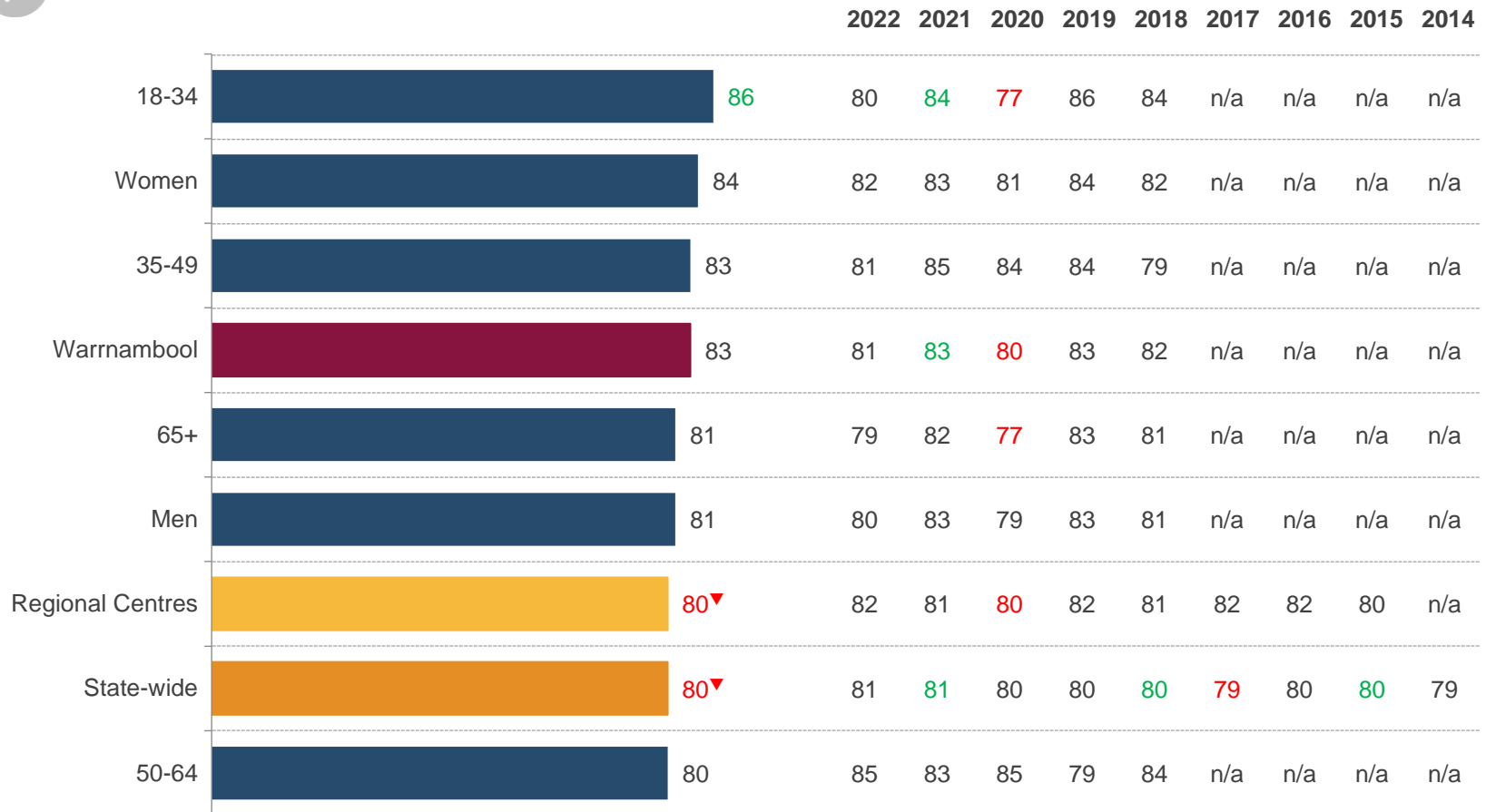
2023 lobbying performance (%)



Decisions made in the interest of the community importance



2023 community decisions made importance (index scores)



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

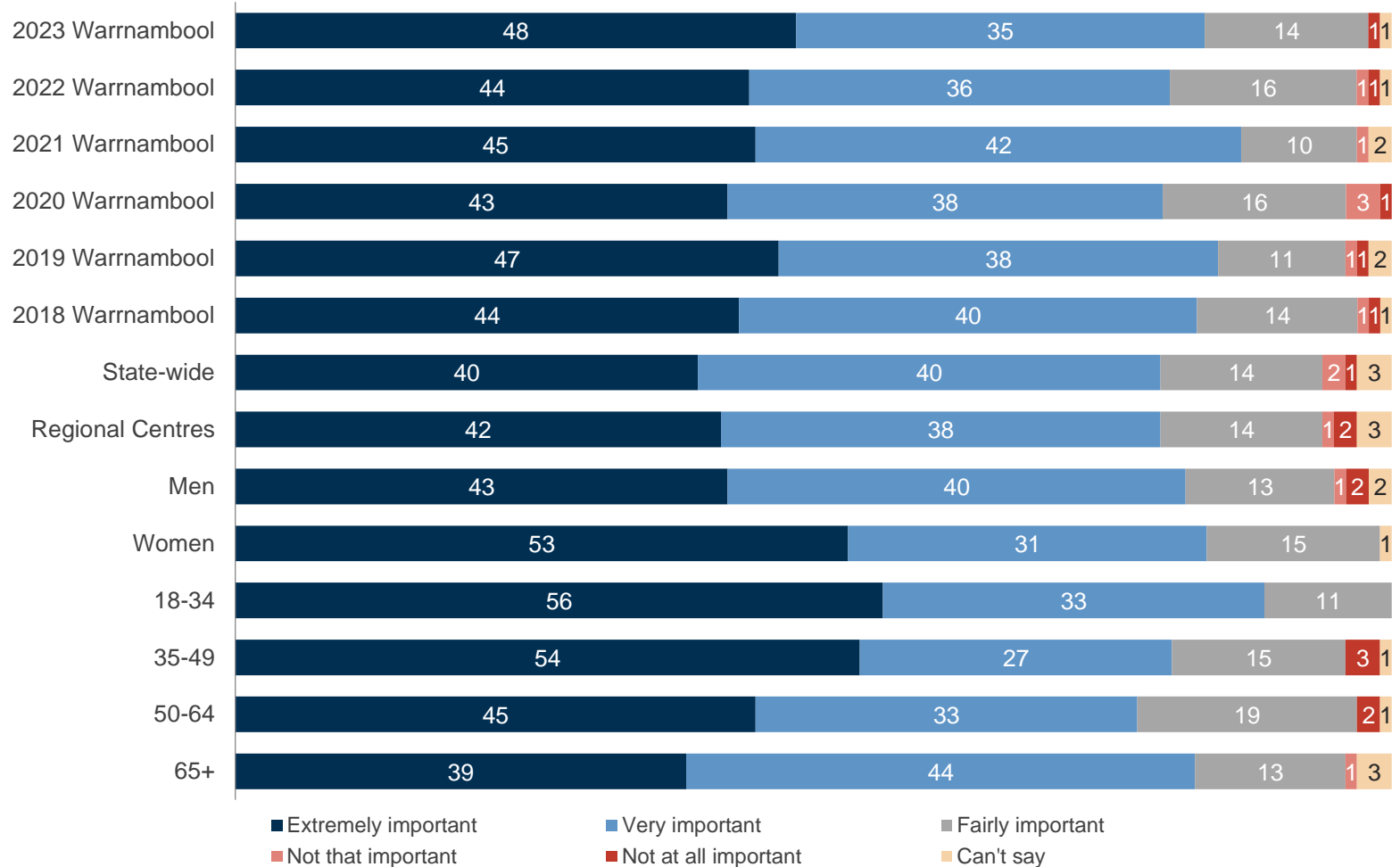
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 4

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

Decisions made in the interest of the community importance



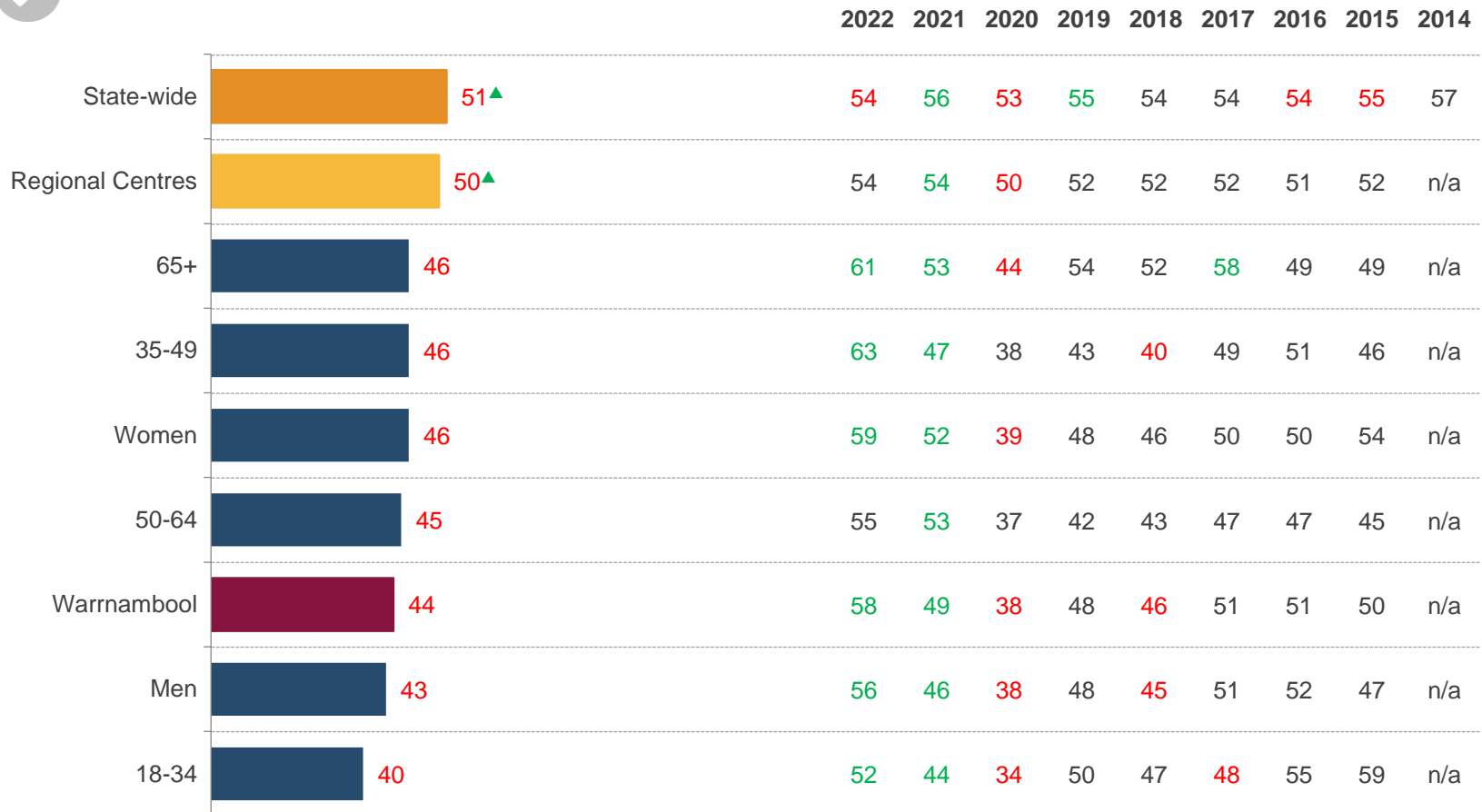
2023 community decisions made importance (%)



Decisions made in the interest of the community performance



2023 community decisions made performance (index scores)



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

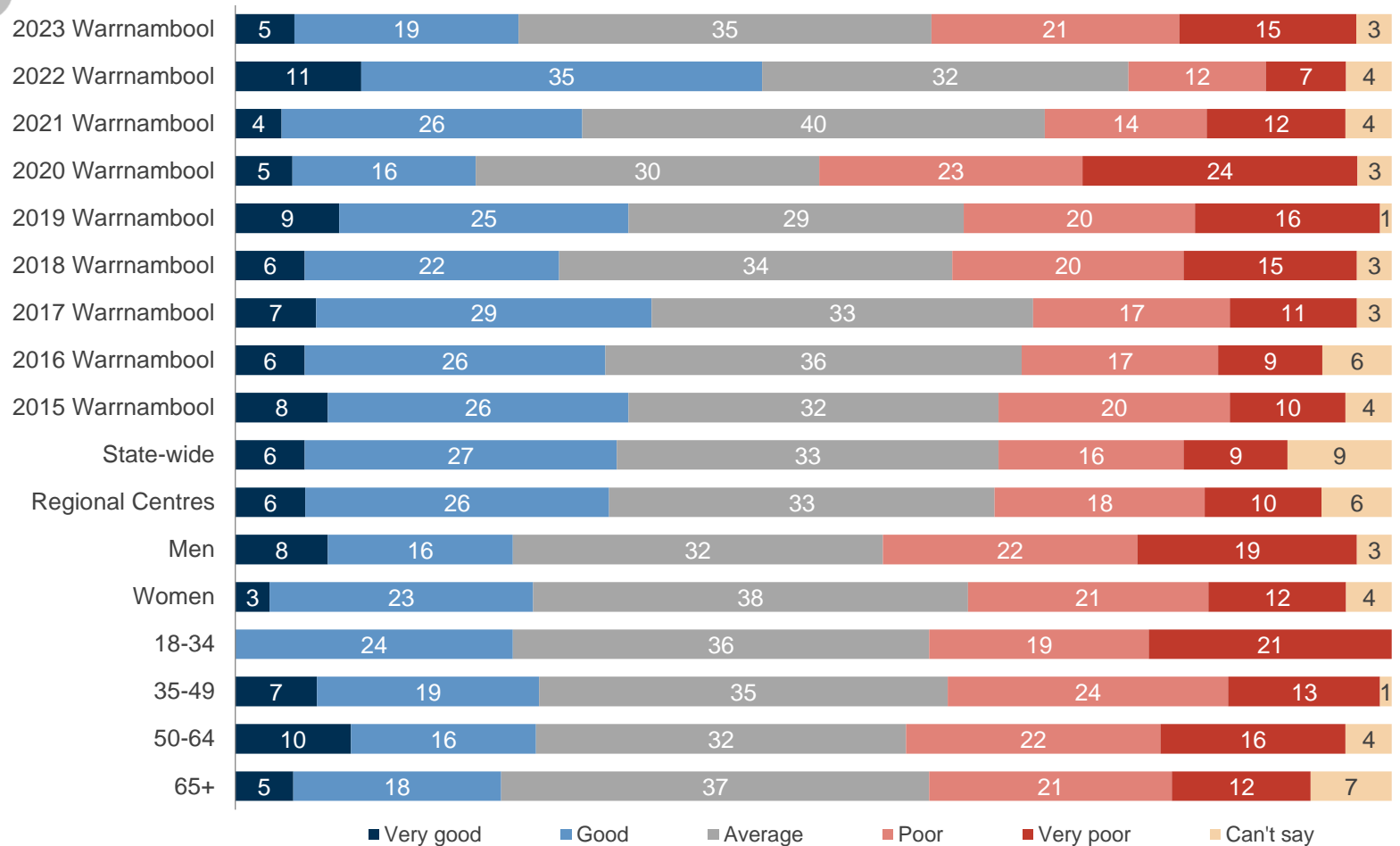
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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

Decisions made in the interest of the community performance



2023 community decisions made performance (%)



The condition of sealed local roads in your area importance



2023 sealed local roads importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	84	78	80	79	82	84	85	n/a	n/a	n/a
Women	84	80	78	83	81	83	84	n/a	n/a	n/a
50-64	84	79	79	83	82	83	81	n/a	n/a	n/a
Warrnambool	83	79	78	79	80	82	81	n/a	n/a	n/a
65+	82	80	78	79	79	81	83	n/a	n/a	n/a
Regional Centres	82	81	79	79	79	81	80	76	77	n/a
State-wide	82	81	79	79	79	80	78	78	76	77
Men	81	77	78	76	80	80	78	n/a	n/a	n/a
18-34	81	78	77	78	80	79	77	n/a	n/a	n/a

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

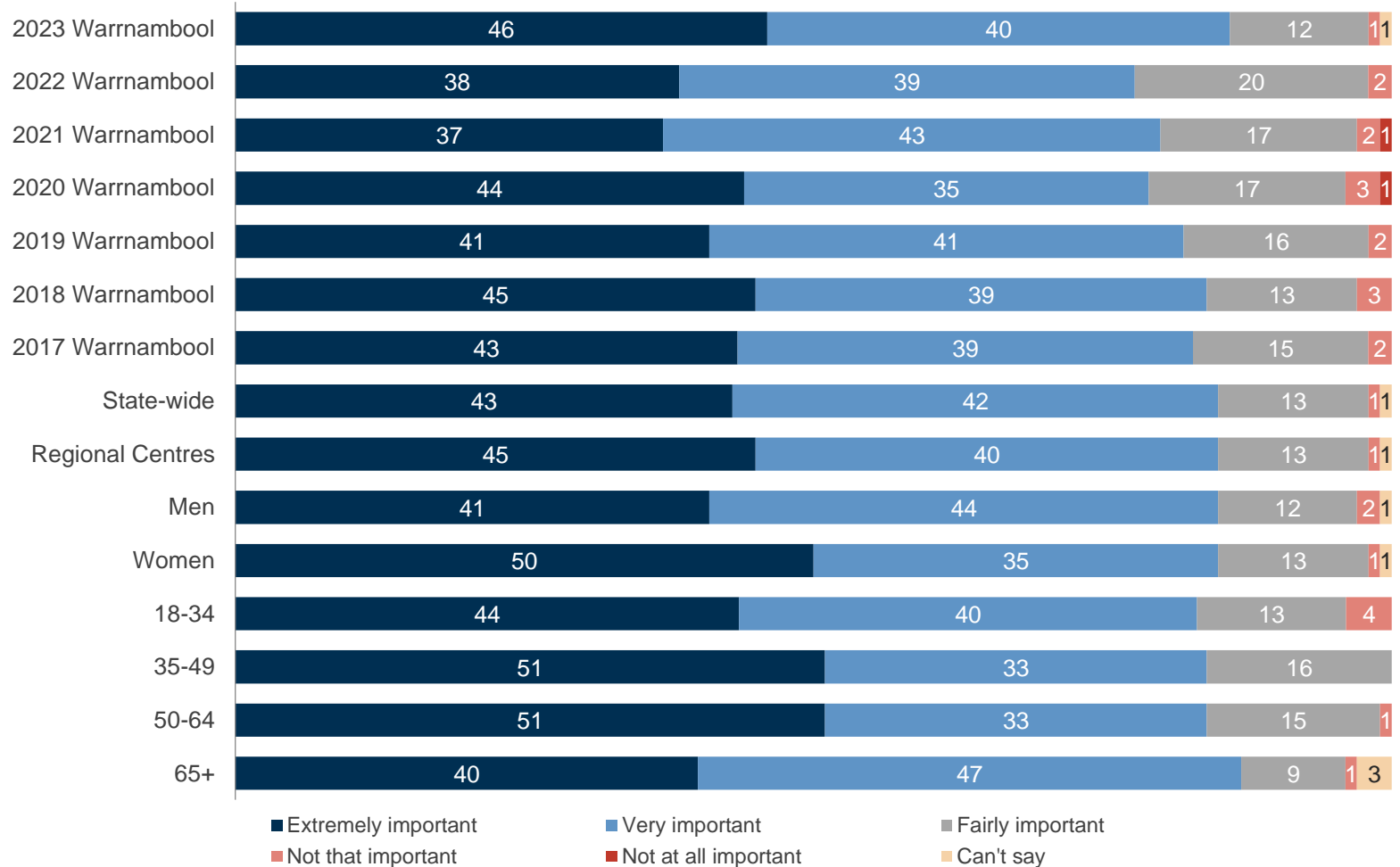
Base: All respondents. Councils asked State-wide: 24 Councils asked group: 4

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

The condition of sealed local roads in your area importance



2023 sealed local roads importance (%)



The condition of sealed local roads in your area performance



2023 sealed local roads performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	53	64	61	52	60	59	54	47	56	n/a
Men	53	62	58	51	56	53	56	48	55	n/a
35-49	51	64	61	48	56	44	49	50	55	n/a
Warrnambool	50	60	59	48	58	53	49	49	53	n/a
Regional Centres	49	54	60	55	57	54	53	54	55	n/a
Women	48	58	59	45	60	52	43	49	51	n/a
50-64	48	60	61	48	57	54	50	47	53	n/a
State-wide	48	53	57	54	56	53	53	54	55	55
18-34	47	53	52	43	58	52	45	50	48	n/a

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

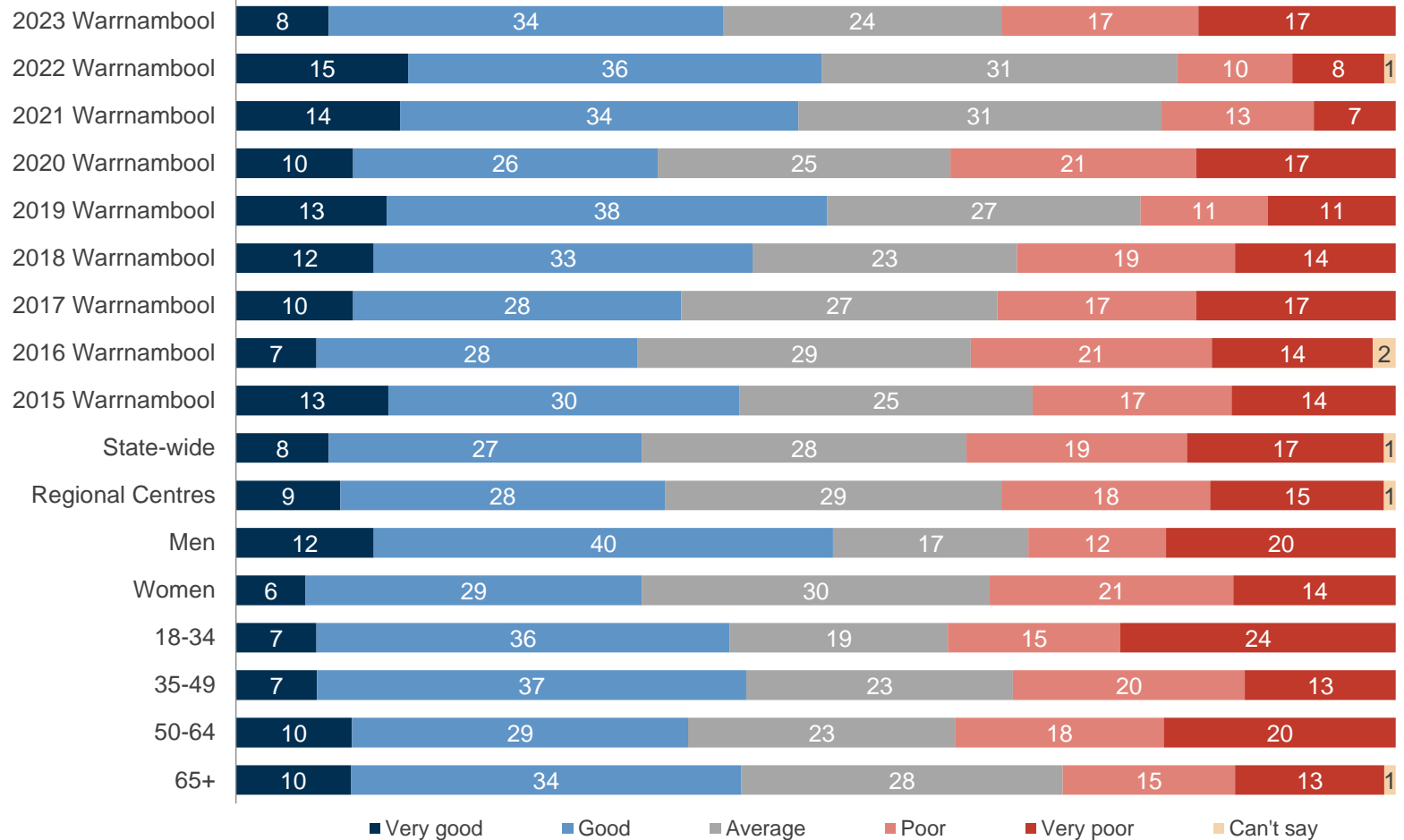
Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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

The condition of sealed local roads in your area performance



2023 sealed local roads performance (%)

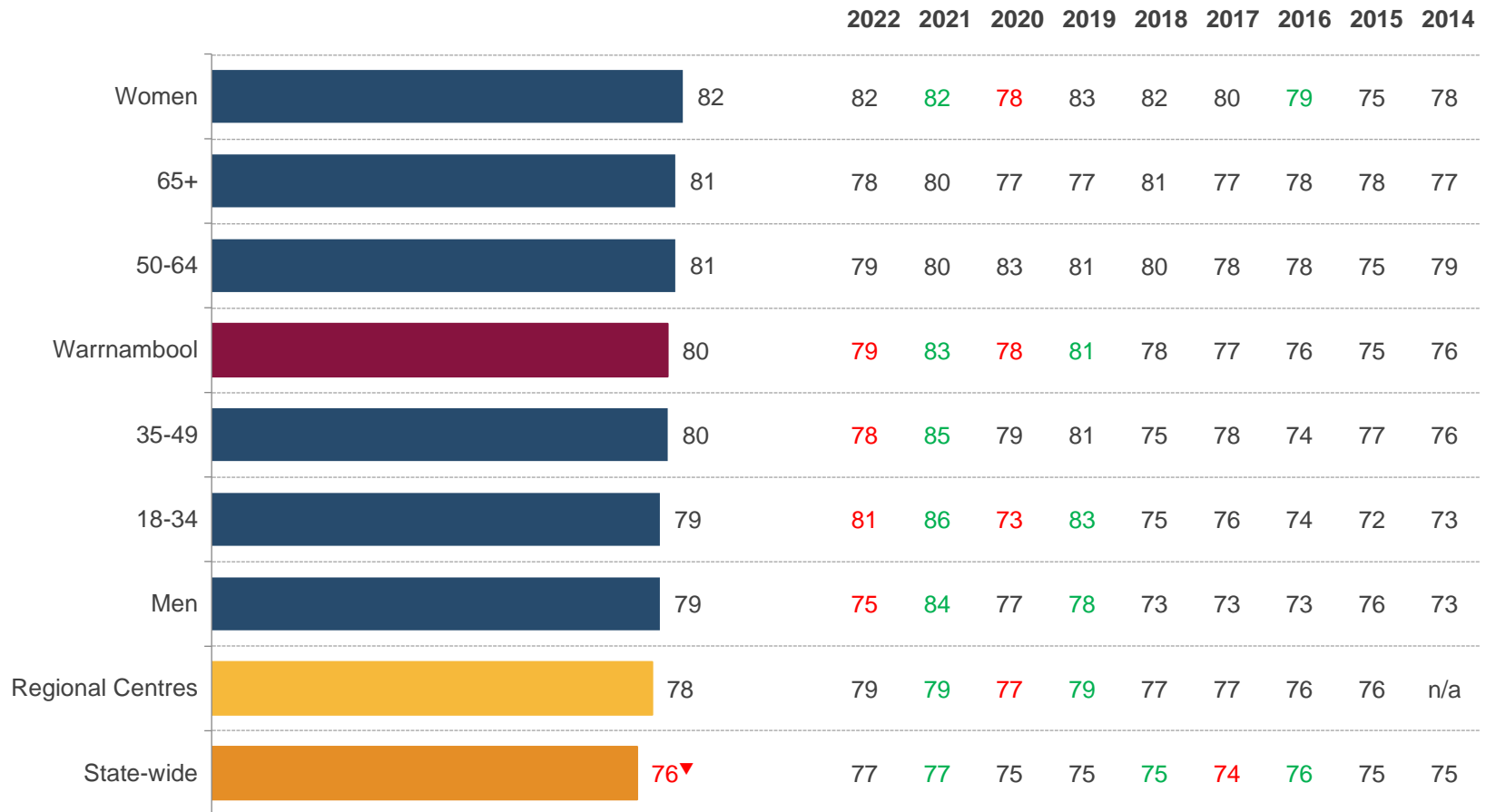




Informing the community importance



2023 informing community importance (index scores)



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

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

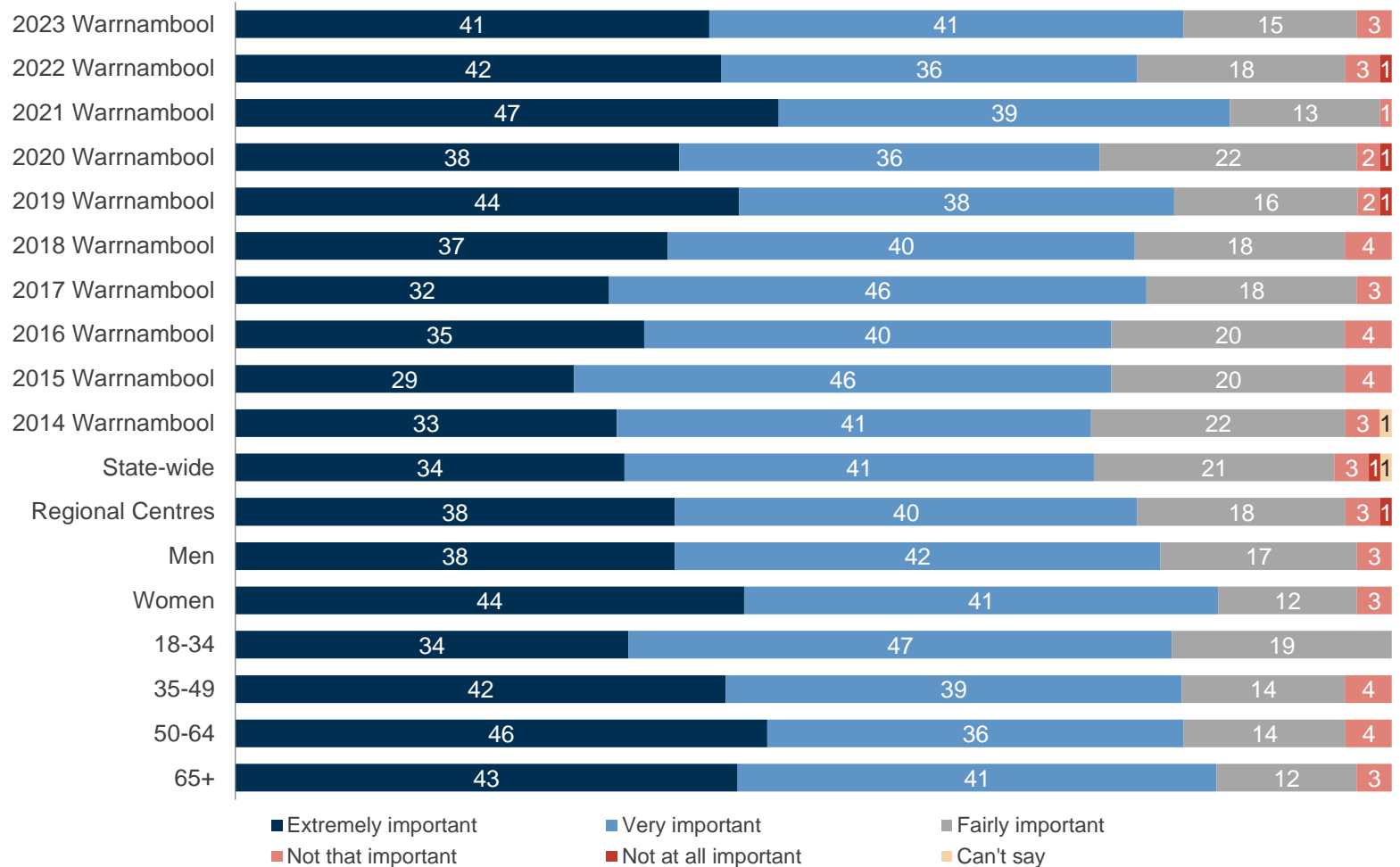
Note: Please see Appendix A for explanation of significant differences.



Informing the community importance



2023 informing community importance (%)

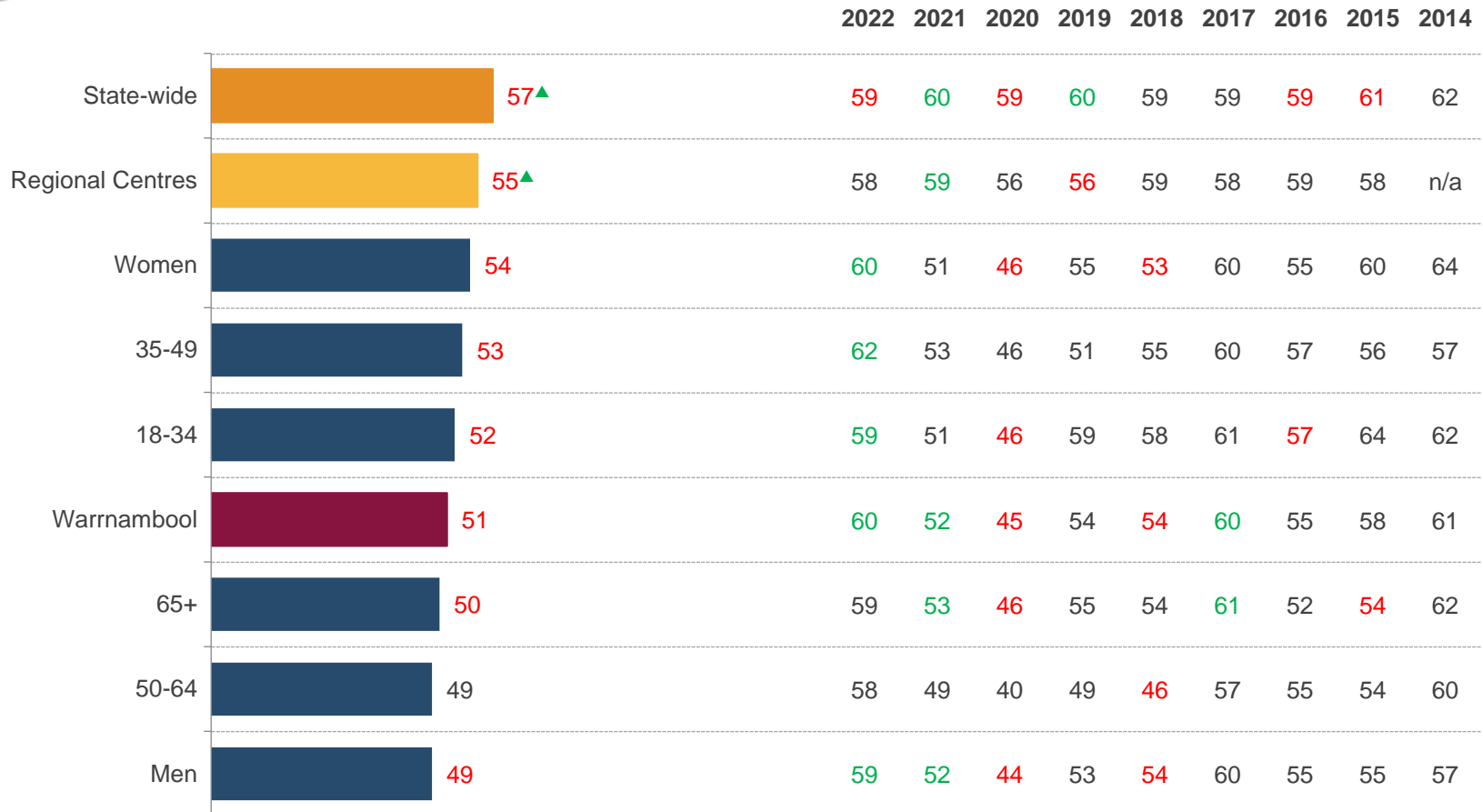




Informing the community performance



2023 informing community performance (index scores)



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

Base: All respondents. Councils asked State-wide: 38 Councils asked group: 6

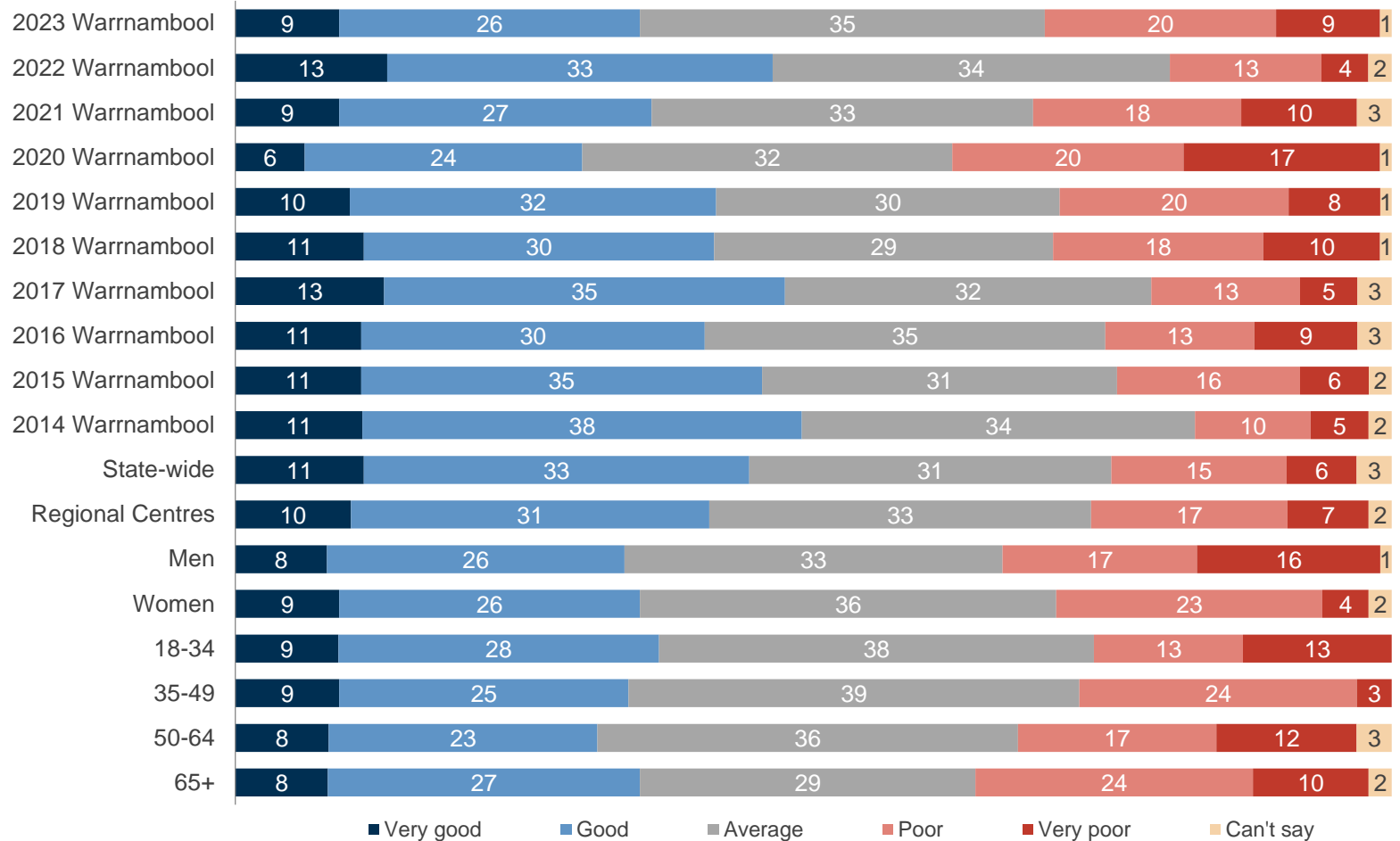
Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2023 informing community performance (%)



The condition of local streets and footpaths in your area importance



2023 streets and footpaths importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
35-49	83	79	79	75	80	79	79	75	83	79
Women	82	82	78	76	81	78	80	80	79	83
18-34	82	75	76	65	78	75	68	75	78	75
Regional Centres	81	80	78	78	77	79	77	77	77	n/a
50-64	81	82	79	81	77	78	77	79	76	78
State-wide	81	81	79	78	77	78	77	77	77	77
Warrnambool	81	78	78	73	78	77	76	77	79	78
Men	79	74	77	70	74	76	71	74	79	73
65+	78	79	78	76	77	78	80	79	79	81

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

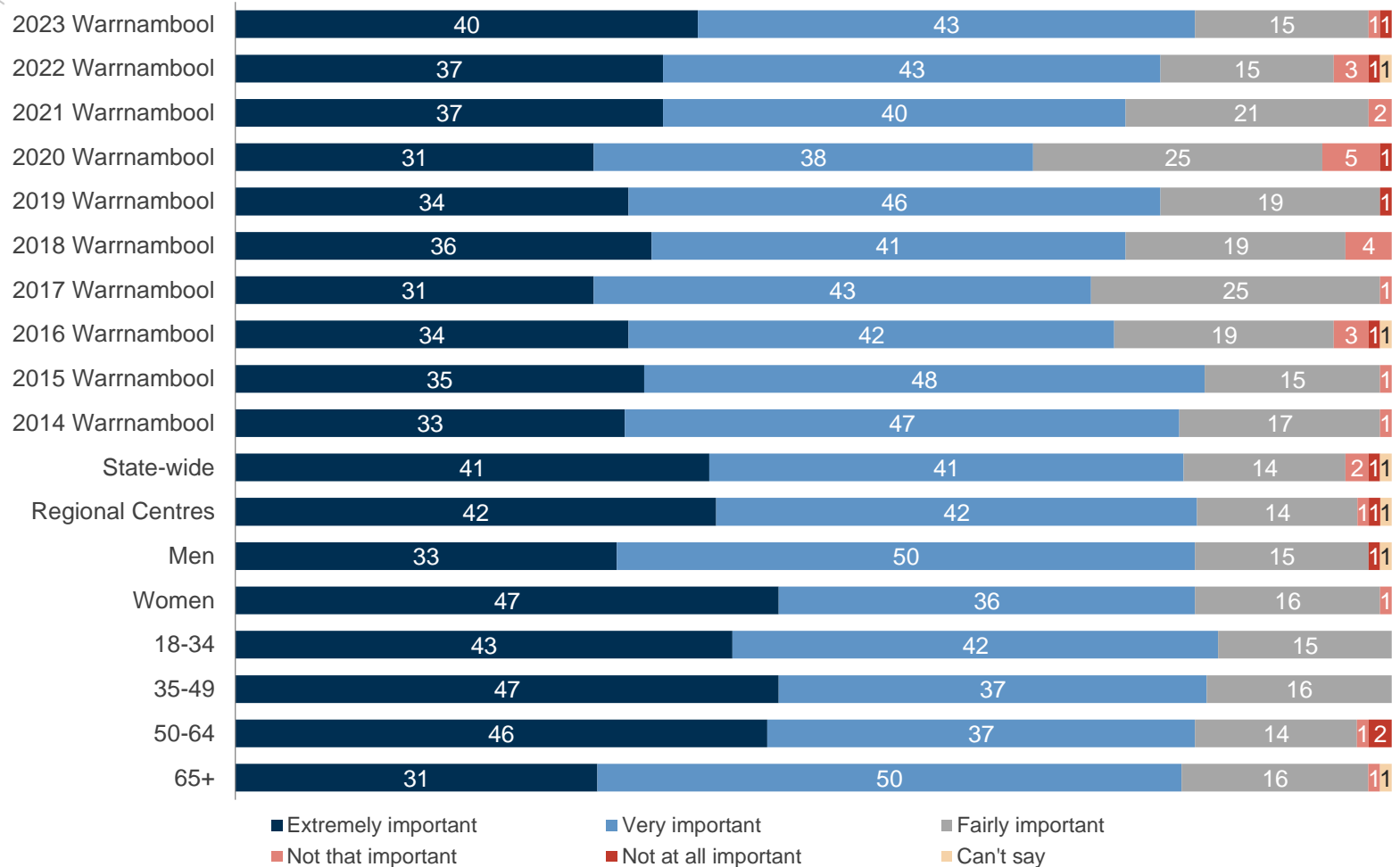
Base: All respondents. Councils asked State-wide: 25 Councils asked group: 5

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

The condition of local streets and footpaths in your area importance



2023 streets and footpaths importance (%)



The condition of local streets and footpaths in your area performance



2023 streets and footpaths performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
50-64	57	60	64	57	62	57	51	60	62	65
18-34	56	62	66	53	66	57	56	55	70	62
Men	56	64	65	59	64	57	60	59	69	65
Warrnambool	55	62	64	56	64	58	55	58	65	64
65+	55	65	64	57	63	62	56	55	61	65
Women	54	61	63	52	64	59	52	56	61	62
Regional Centres	53	59	62	59	61	59	57	58	58	n/a
35-49	53	61	60	55	65	57	58	62	66	63
State-wide	52▼	57	59	58	59	58	57	57	58	58

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

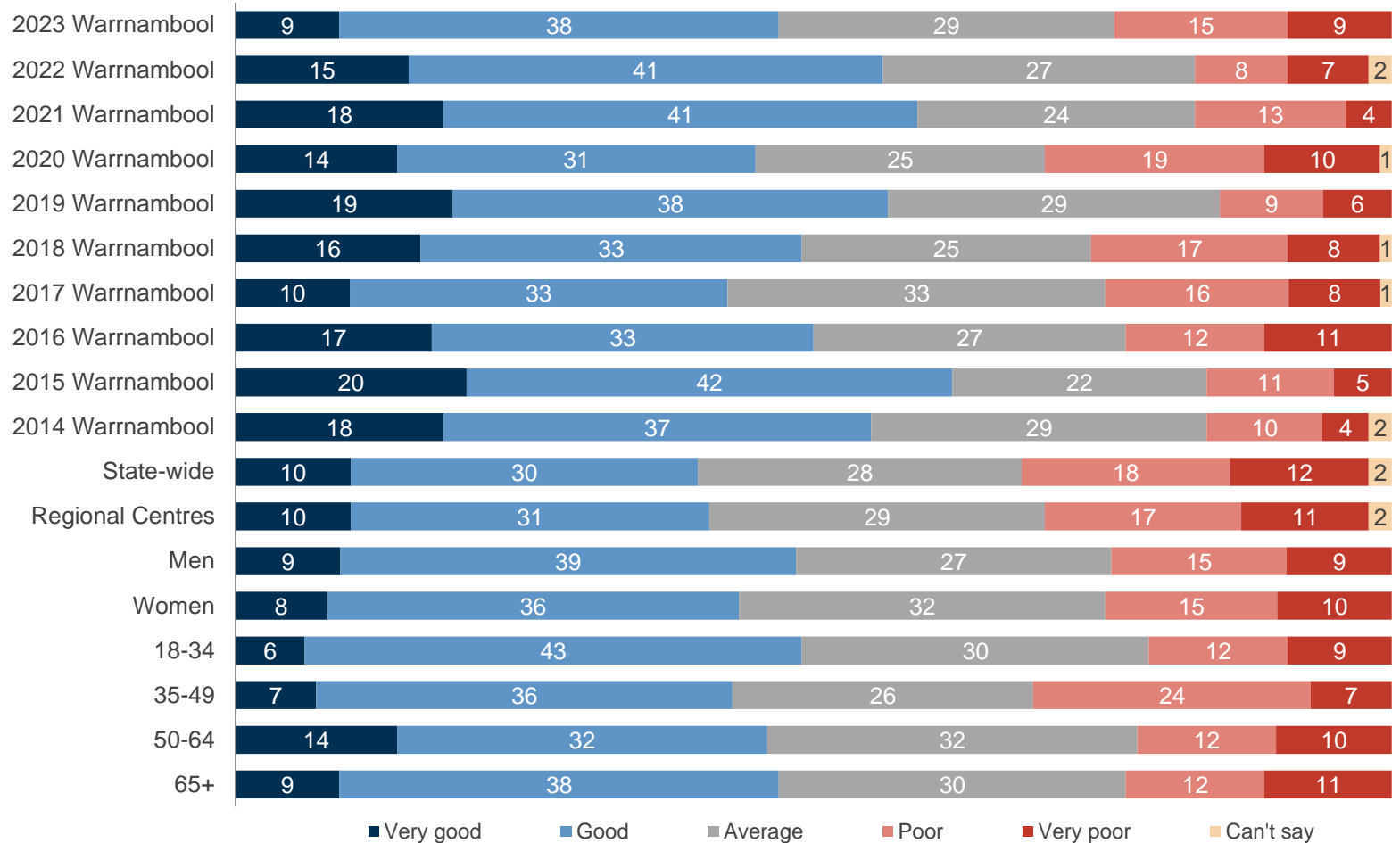
Base: All respondents. Councils asked State-wide: 33 Councils asked group: 6

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

The condition of local streets and footpaths in your area performance



2023 streets and footpaths performance (%)

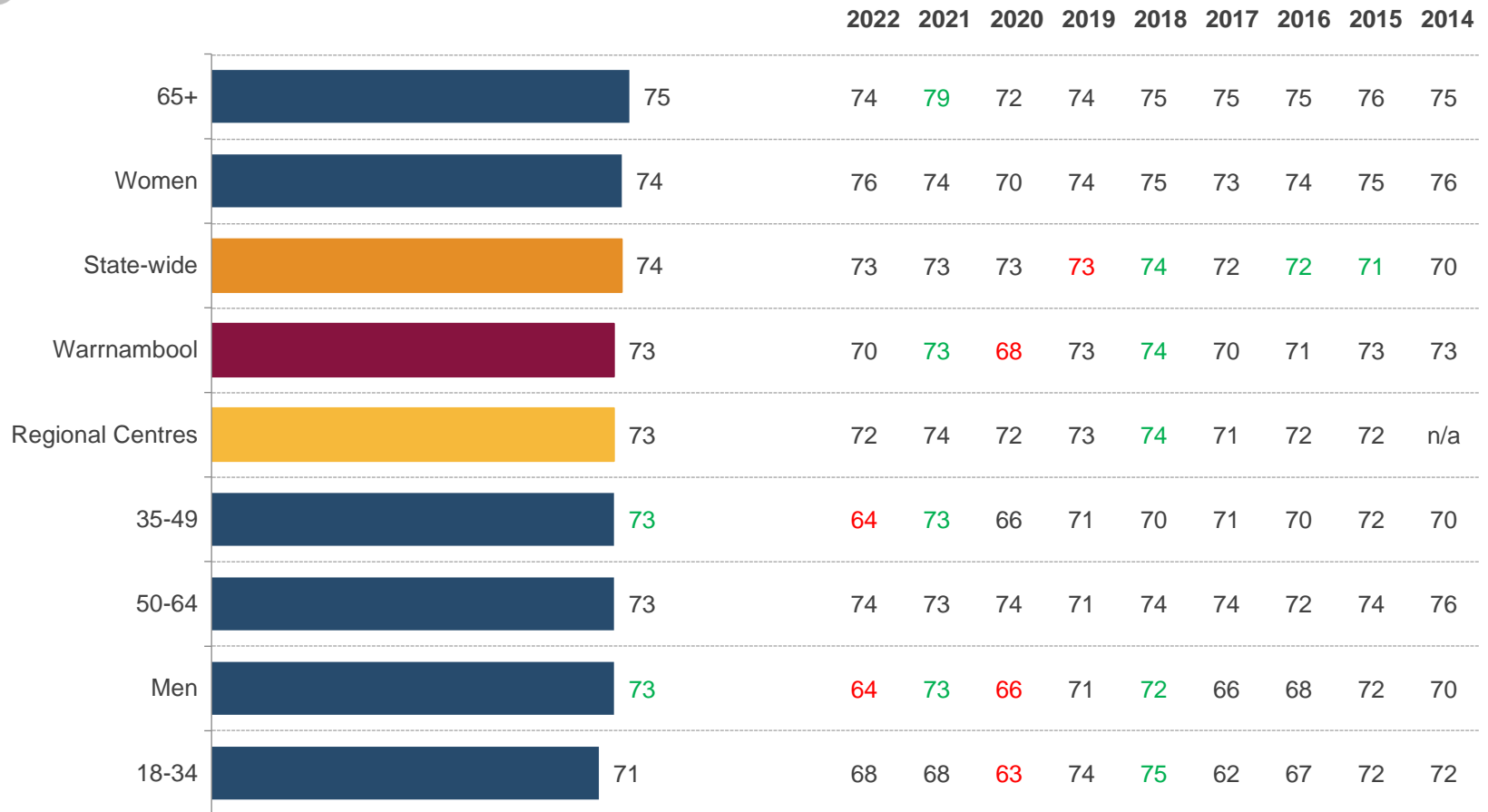




Traffic management importance



2023 traffic management importance (index scores)



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

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

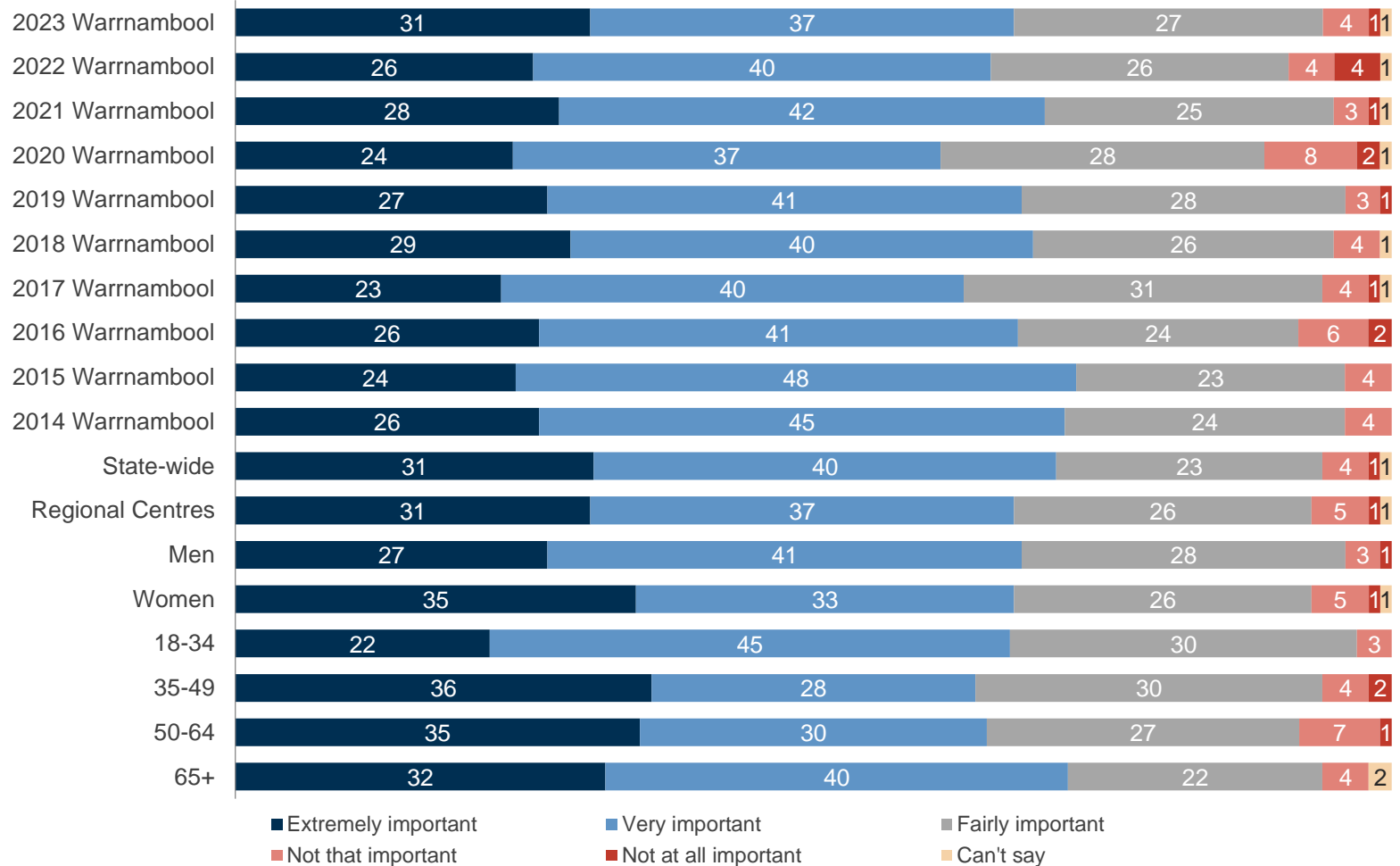
Note: Please see Appendix A for explanation of significant differences.



Traffic management importance



2023 traffic management importance (%)





Traffic management performance



2023 traffic management performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	60	55	68	48	64	53	63	55	65	64
50-64	59	57	56	51	50	52	60	57	57	60
Men	57	52	60	50	56	52	60	56	61	60
Warrnambool	57	55	59	50	59	52	61	57	62	62
Women	56	57	58	51	61	53	61	58	63	64
35-49	56	56	59	52	59	51	55	55	63	63
Regional Centres	55	57	60	56	60	56	61	59	62	n/a
State-wide	55	58	59	58	58	57	59	59	60	60
65+	54	53	52	51	59	53	63	61	62	62

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

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

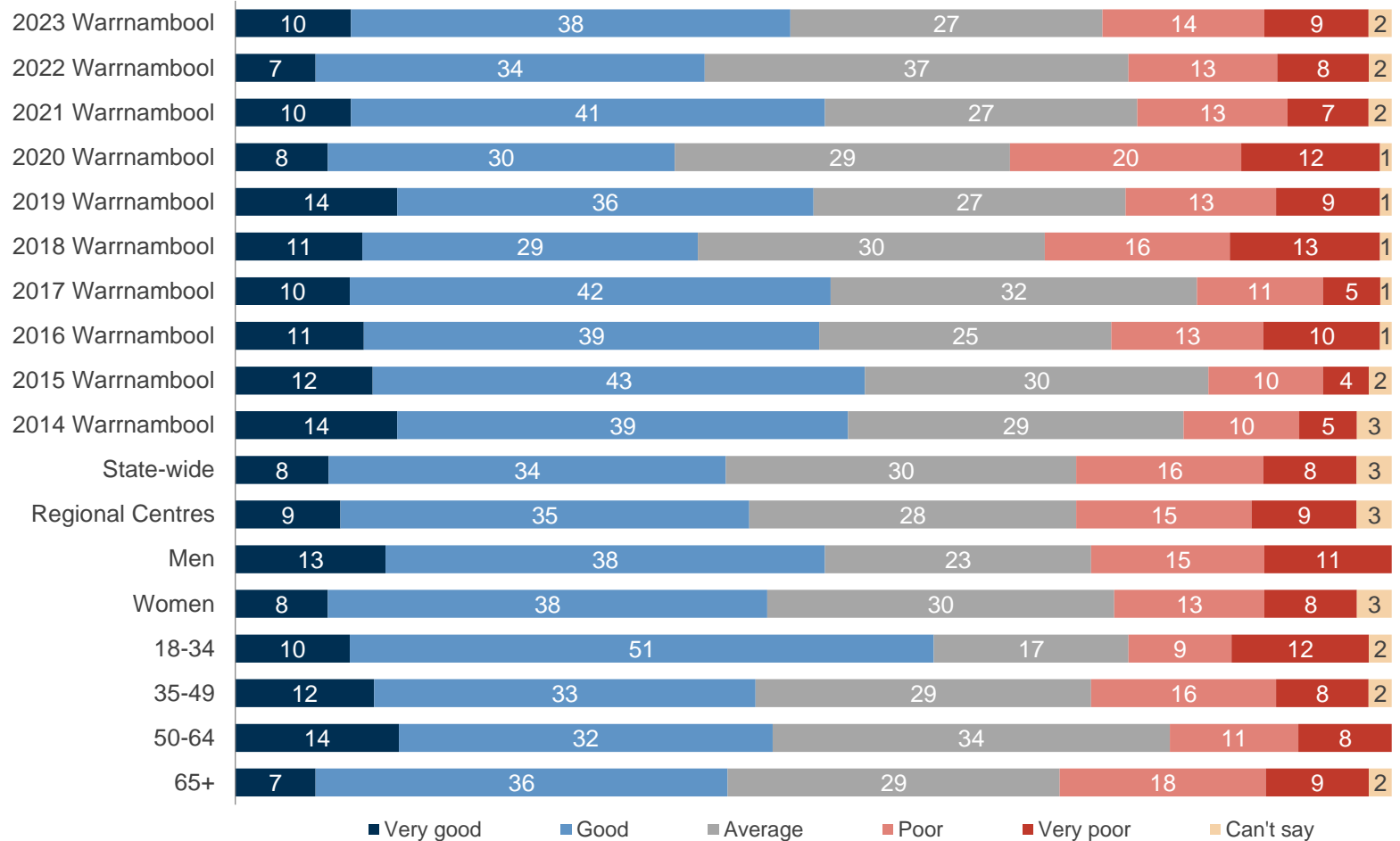
Note: Please see Appendix A for explanation of significant differences.



Traffic management performance



2023 traffic management performance (%)

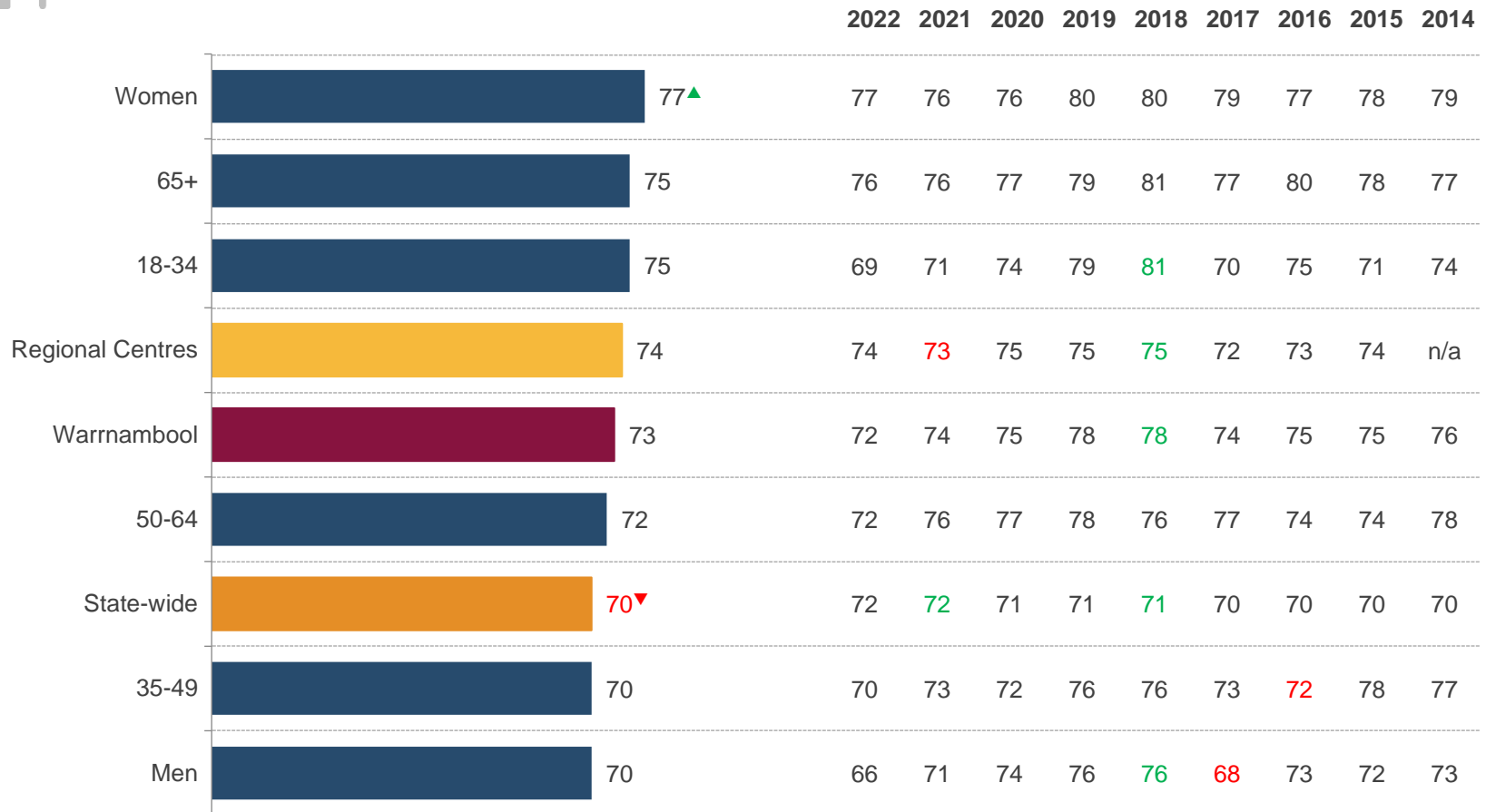




Parking facilities importance



2023 parking importance (index scores)



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

Base: All respondents. Councils asked State-wide: 14 Councils asked group: 5

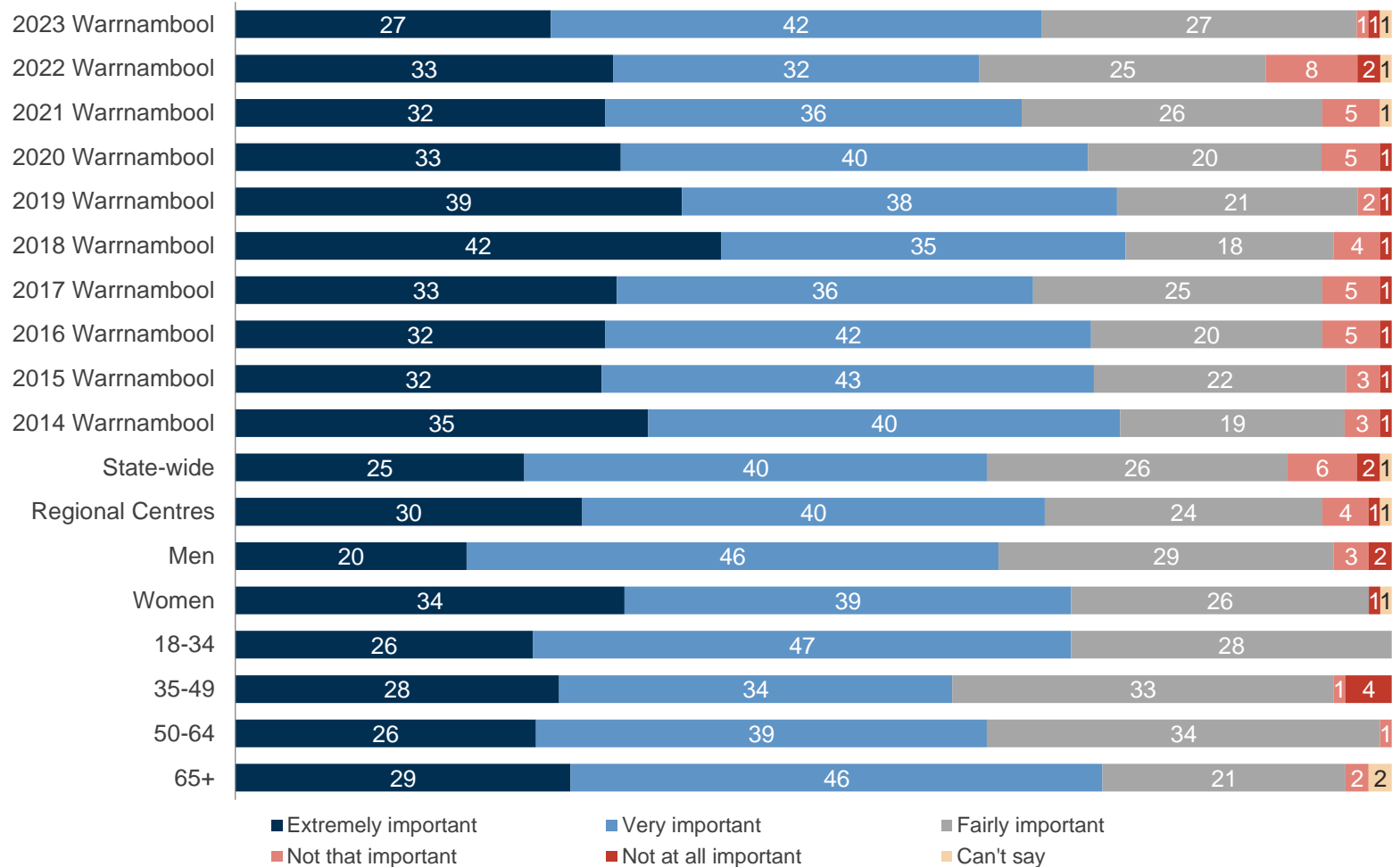
Note: Please see Appendix A for explanation of significant differences.



Parking facilities importance



2023 parking importance (%)





Parking facilities performance



2023 parking performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
State-wide	55▲	57	58	55	56	56	55	56	57	57
Regional Centres	53	56	55	49	50	51	52	54	53	n/a
35-49	53	55	55	42	44	36	54	56	51	54
65+	53	57	50	40	43	43	50	51	45	48
50-64	52	55	52	37	41	41	47	56	47	49
Men	51	57	54	41	46	40	51	55	49	50
Warrnambool	51	56	51	38	45	39	49	54	48	50
Women	51	54	48	36	44	39	47	53	47	51
18-34	47	56	48	34	51	37	45	55	49	50

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

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

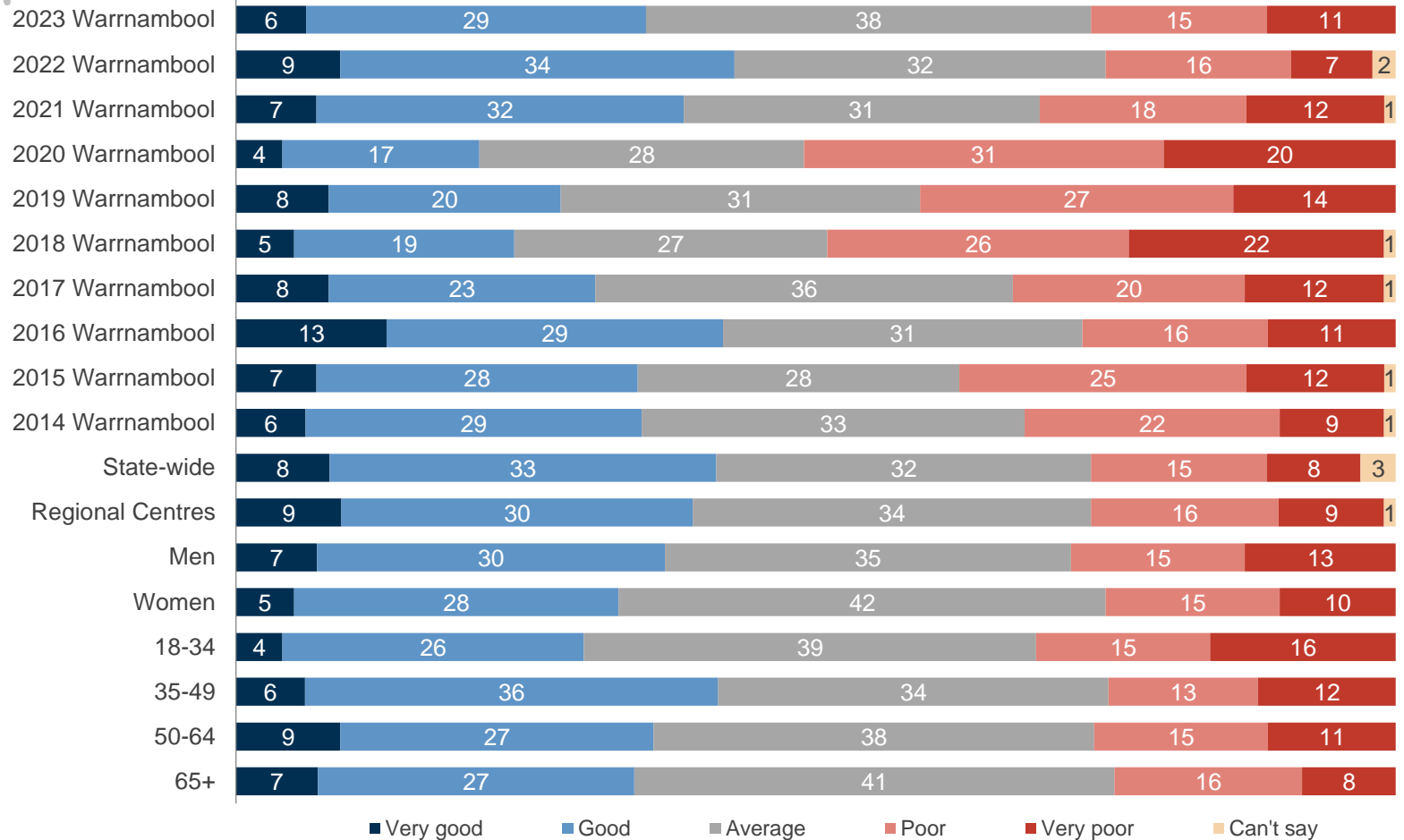
Note: Please see Appendix A for explanation of significant differences.



Parking facilities performance



2023 parking performance (%)

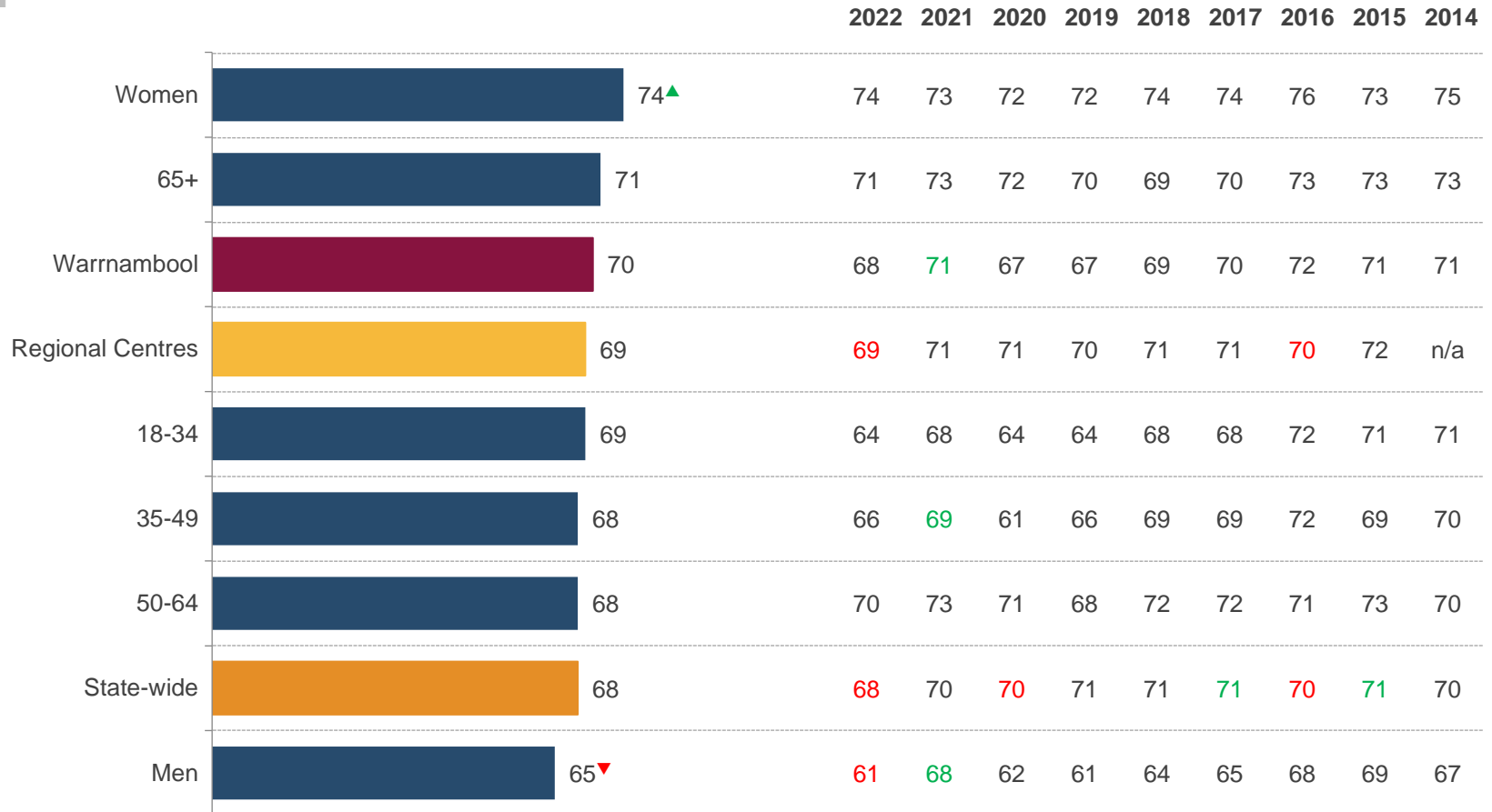




Enforcement of local laws importance



2023 law enforcement importance (index scores)



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

Base: All respondents. Councils asked State-wide: 23 Councils asked group: 4

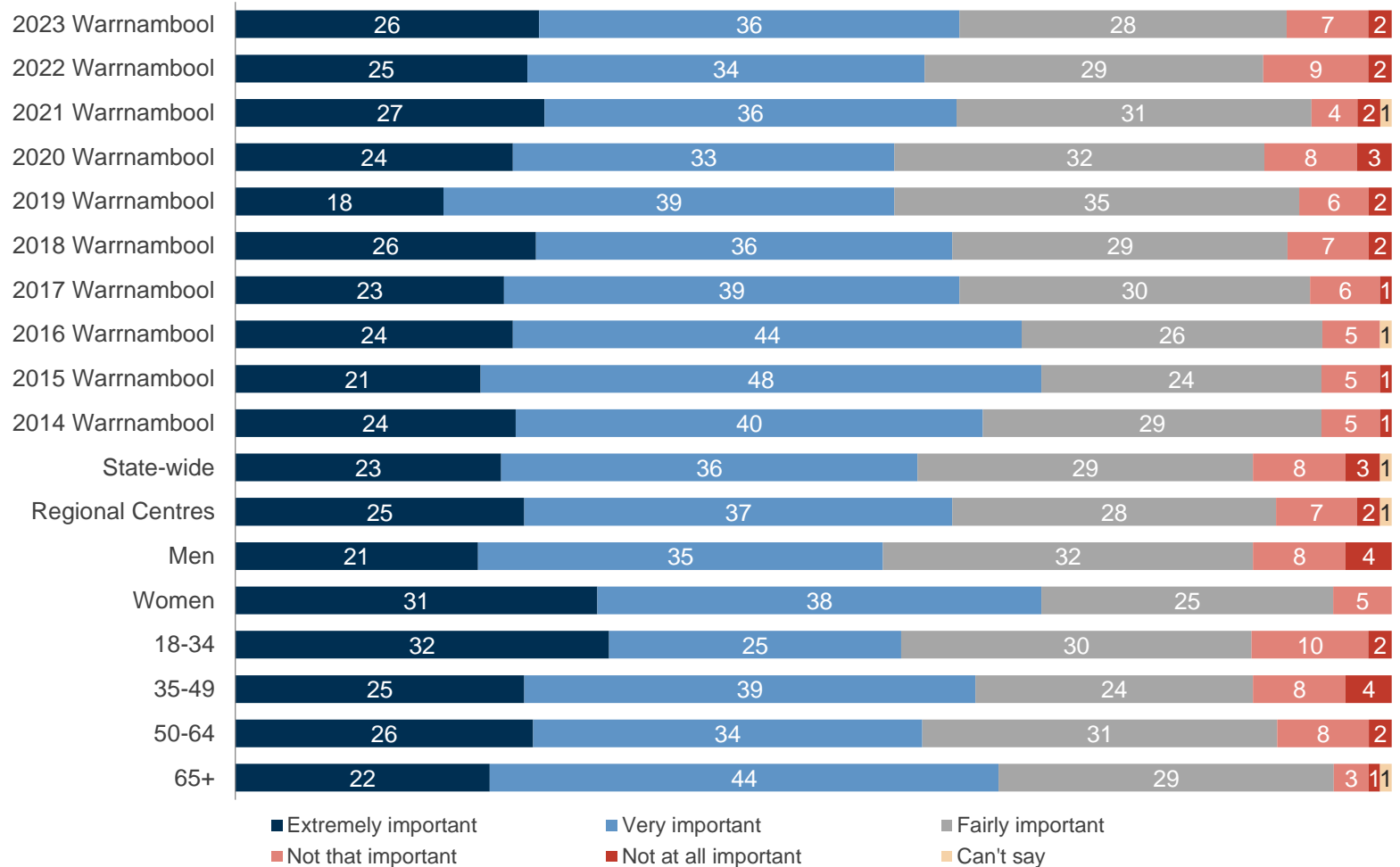
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2023 law enforcement importance (%)

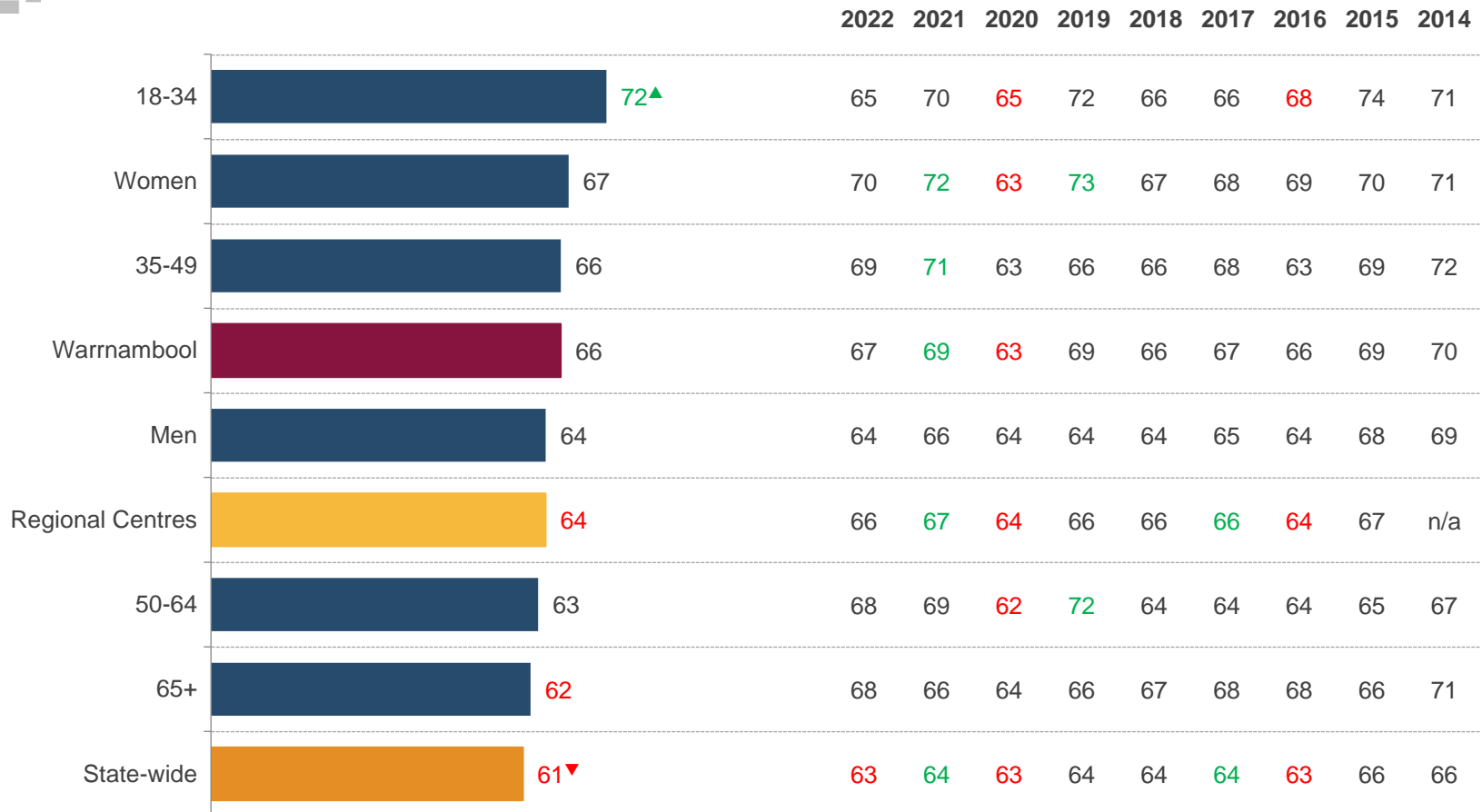




Enforcement of local laws performance



2023 law enforcement performance (index scores)



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

Base: All respondents. Councils asked State-wide: 34 Councils asked group: 4

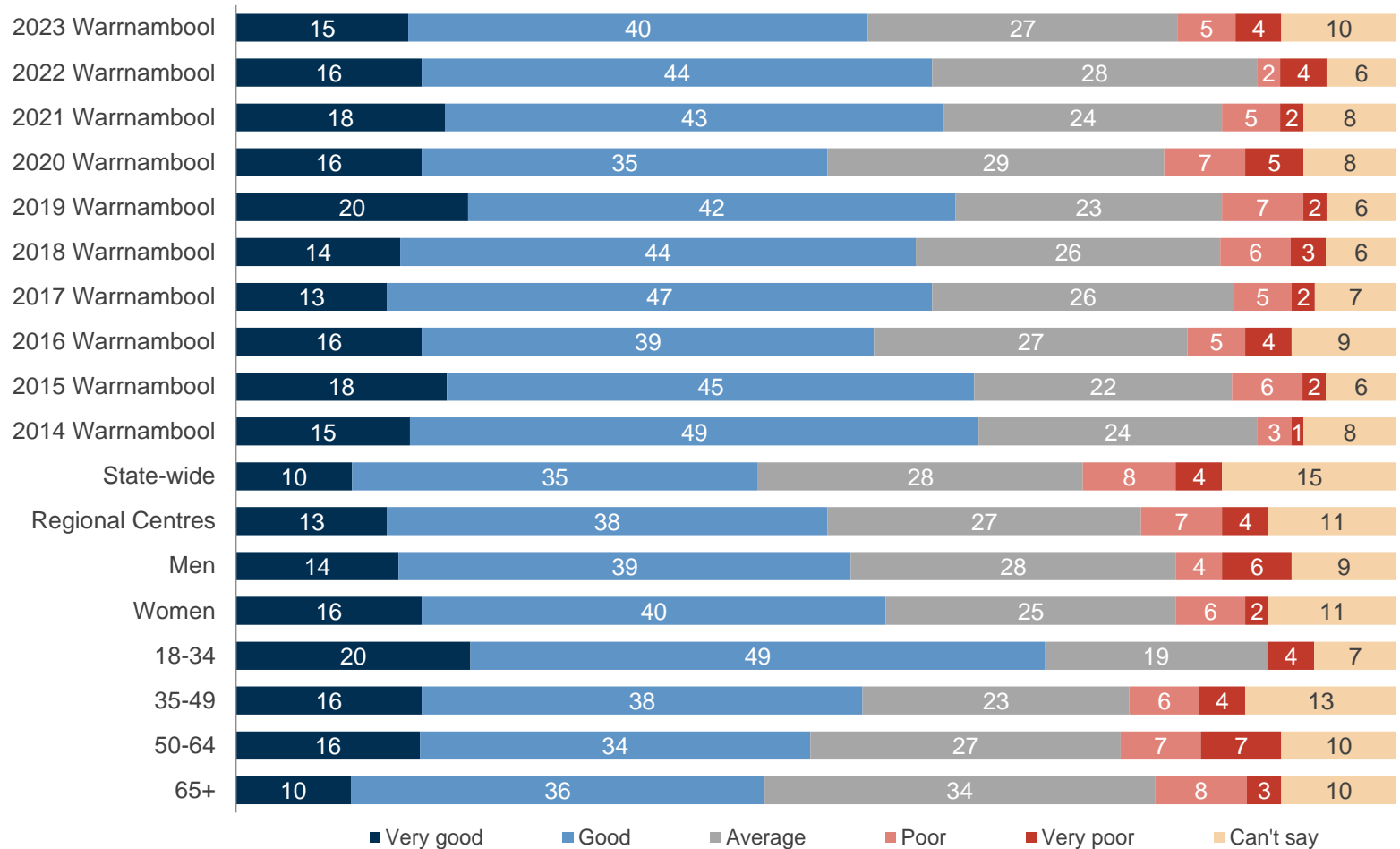
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2023 law enforcement performance (%)

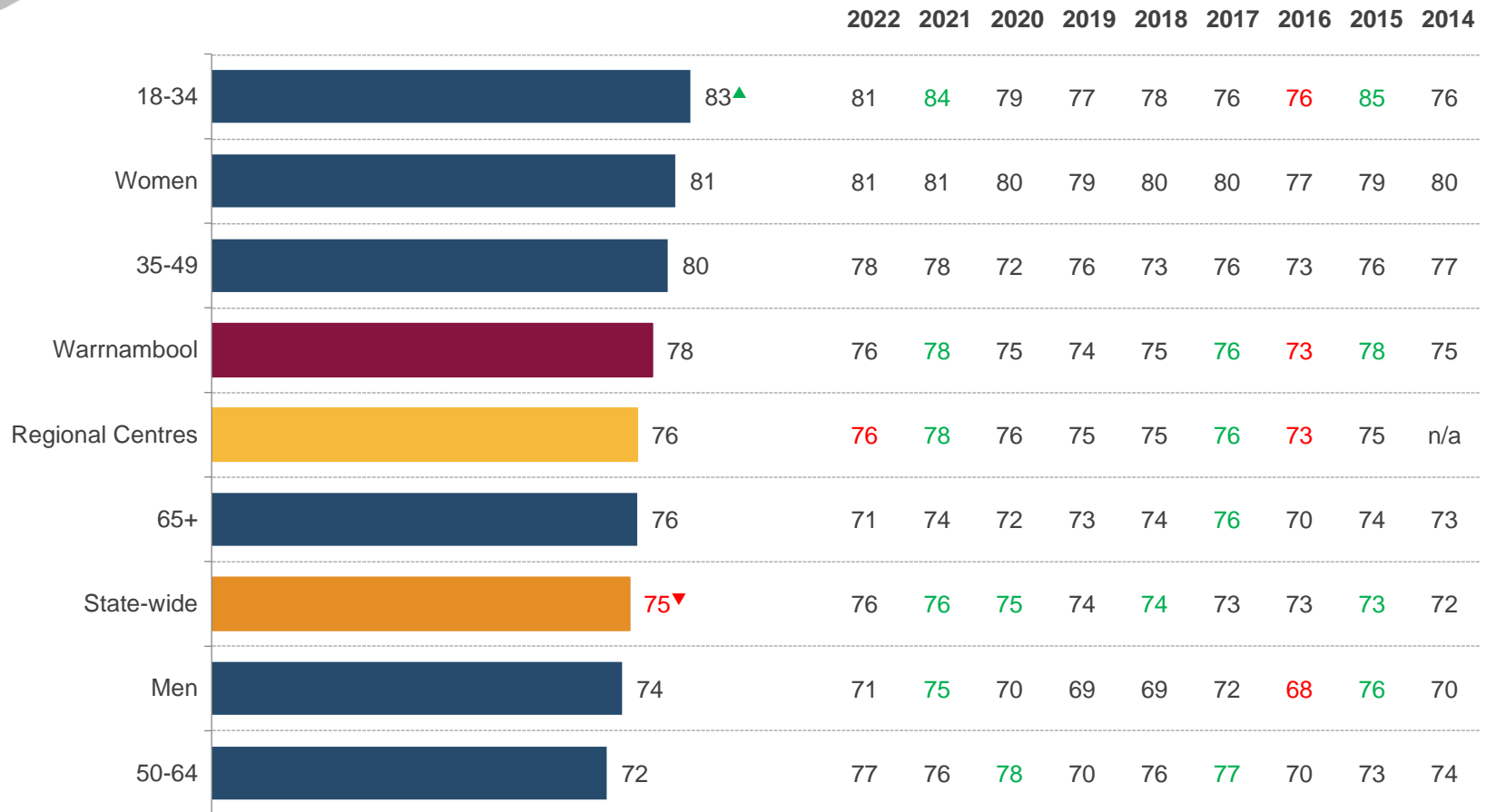




Family support services importance



2023 family support importance (index scores)



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

Base: All respondents. Councils asked State-wide: 17 Councils asked group: 4

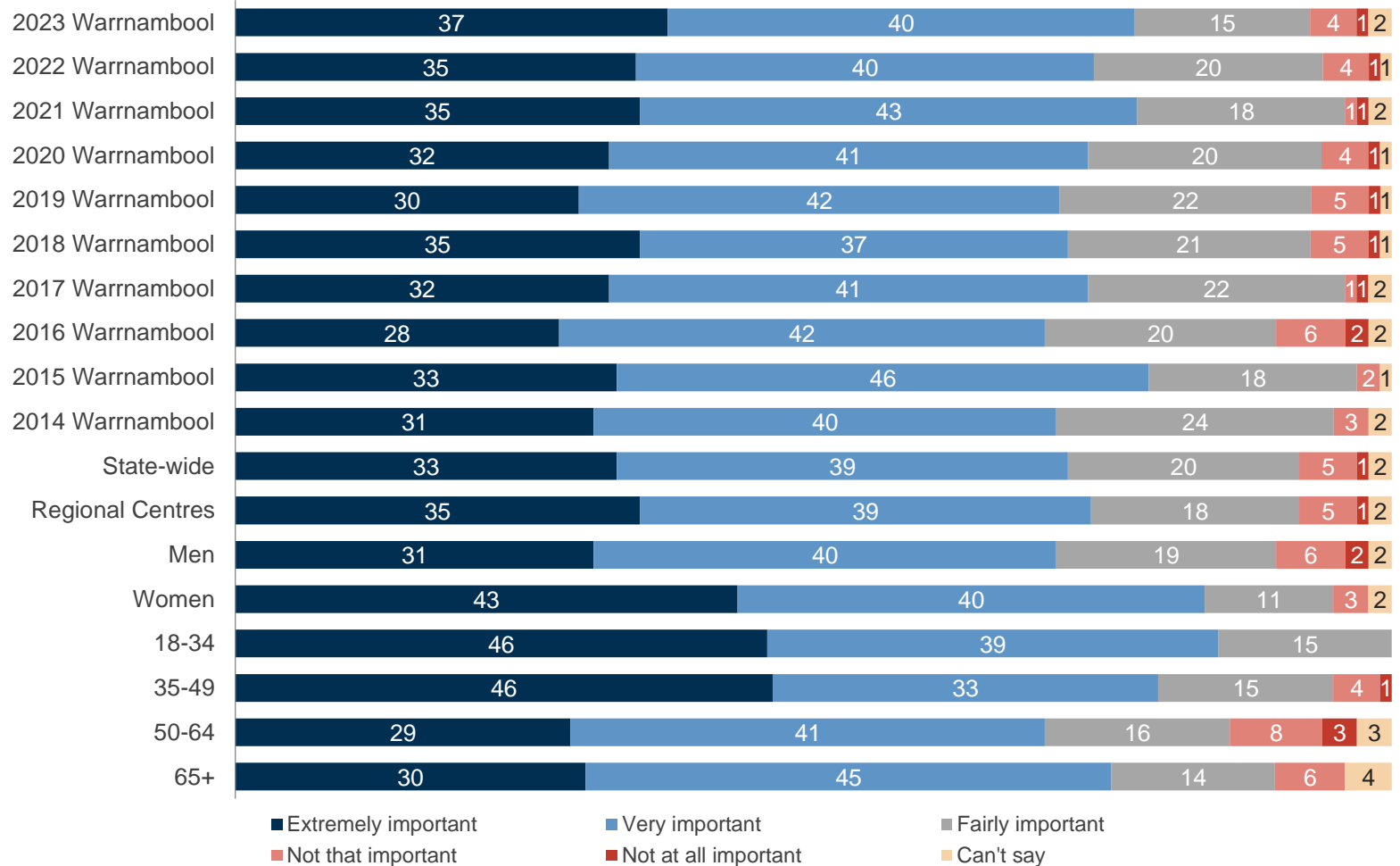
Note: Please see Appendix A for explanation of significant differences.



Family support services importance



2023 family support importance (%)





Family support services performance



2023 family support performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	68▲	73	72	70	69	70	73	69	72	74
Women	64	70	69	63	71	68	69	67	67	74
Regional Centres	64	67	66	65	68	66	67	66	66	n/a
Warrnambool	63	68	68	66	70	67	67	67	68	73
State-wide	63	65	66	66	67	66	67	66	67	68
Men	63	66	68	69	68	66	66	68	68	72
18-34	62	68	65	63	73	65	66	68	66	73
35-49	61	66	68	65	71	70	65	64	68	73
50-64	60	63	69	63	66	63	67	68	64	71

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

Base: All respondents. Councils asked State-wide: 30 Councils asked group: 5

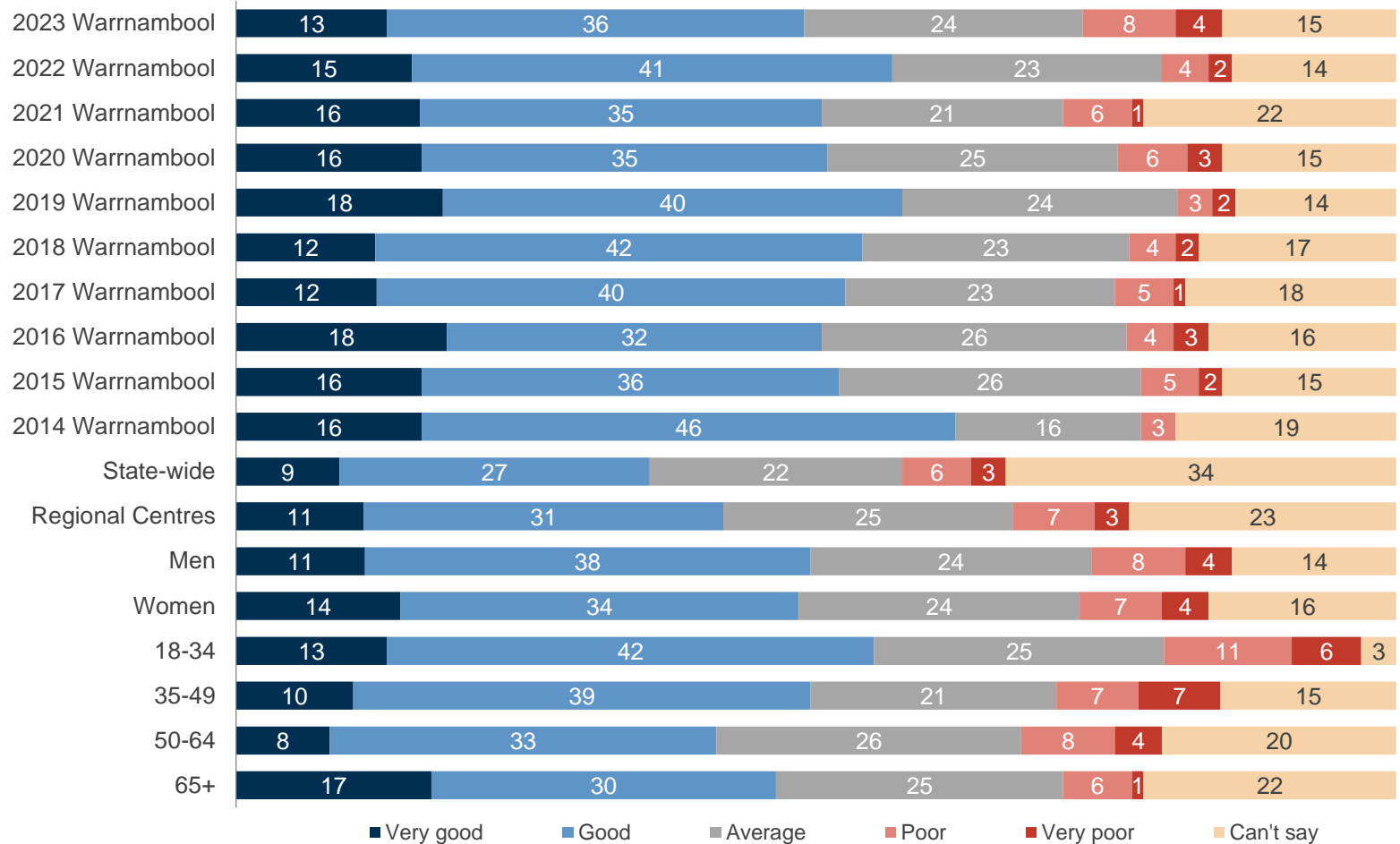
Note: Please see Appendix A for explanation of significant differences.



Family support services performance



2023 family support performance (%)

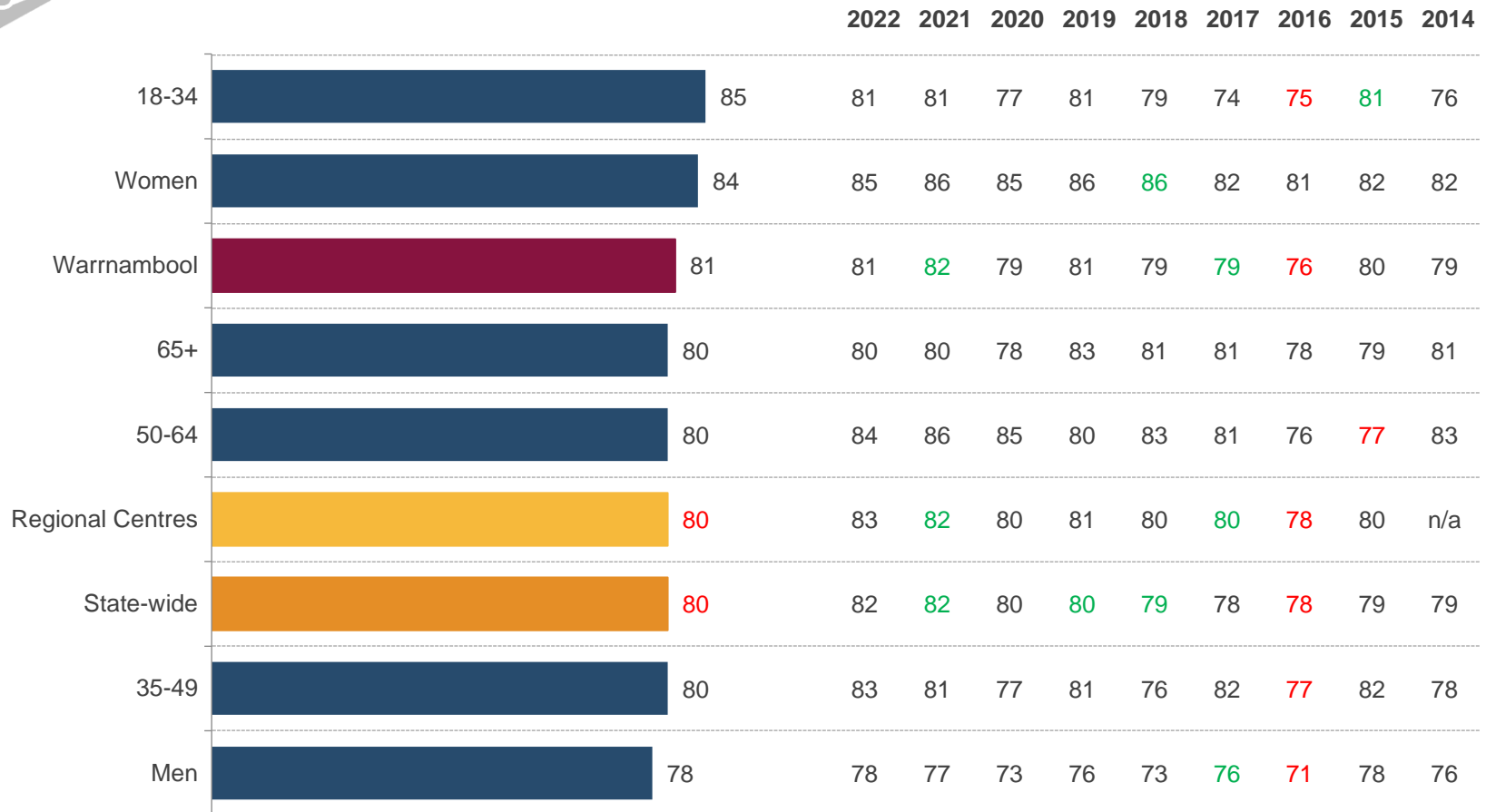




Elderly support services importance



2023 elderly support importance (index scores)



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

Base: All respondents. Councils asked State-wide: 16 Councils asked group: 2

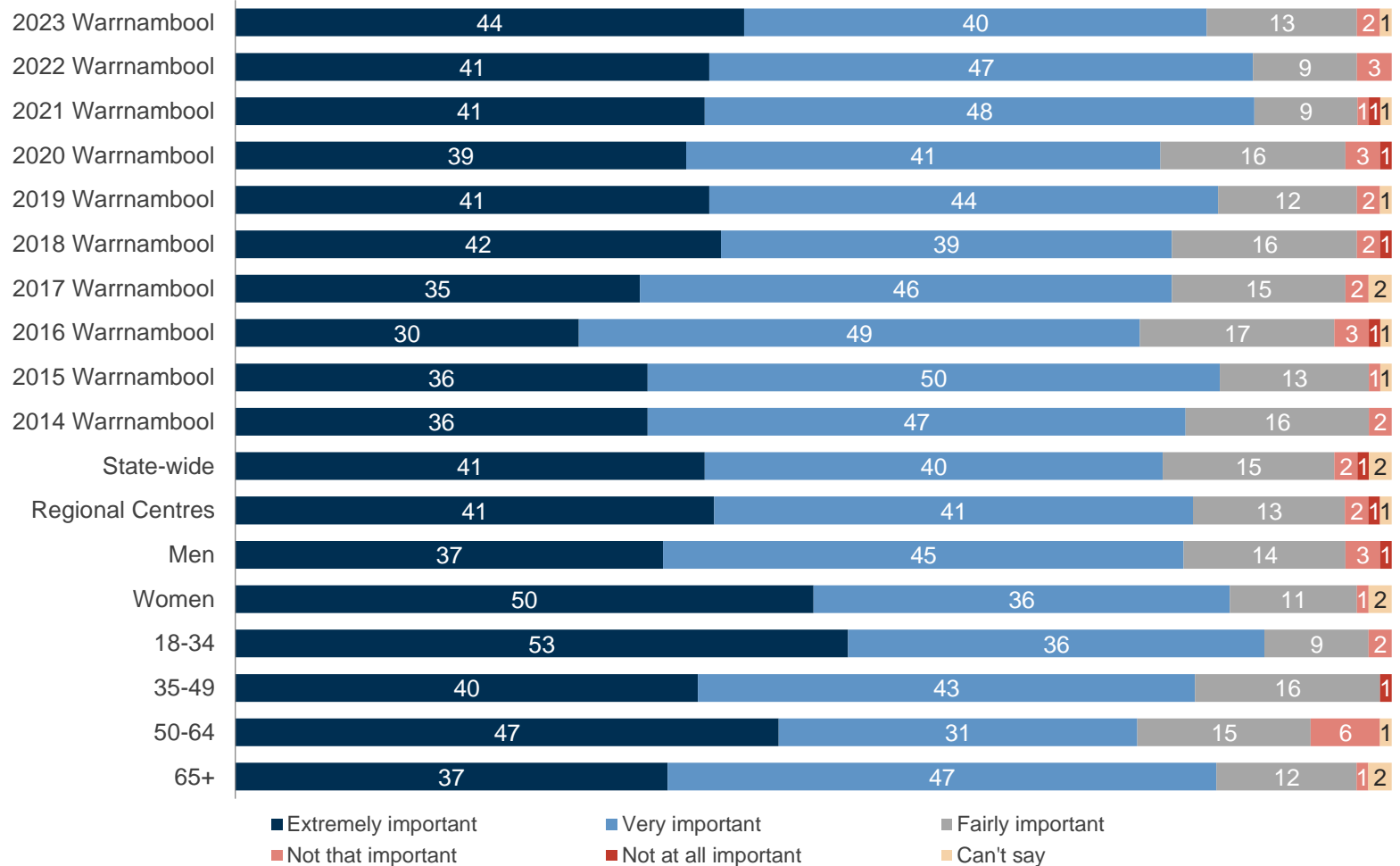
Note: Please see Appendix A for explanation of significant differences.



Elderly support services importance



2023 elderly support importance (%)

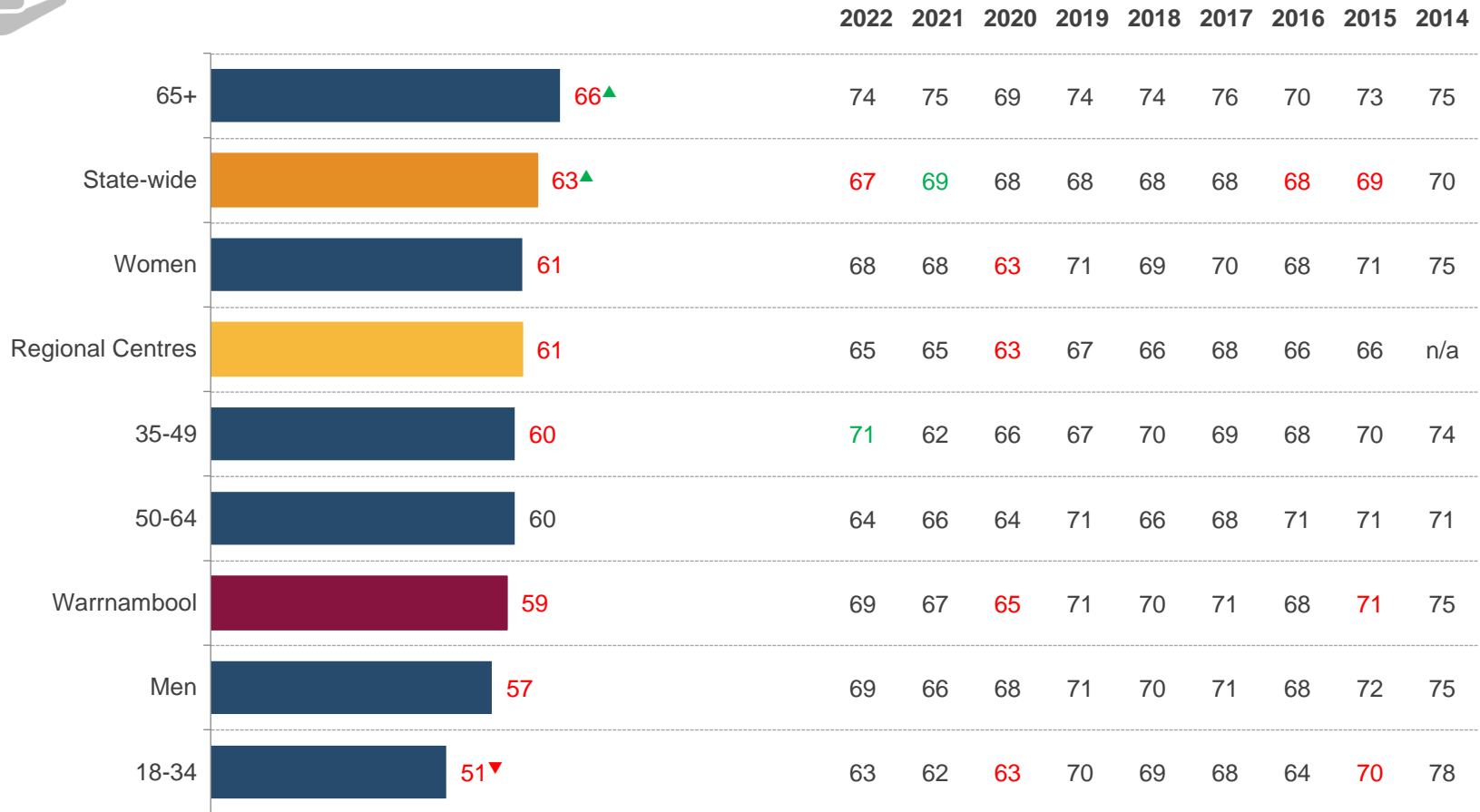




Elderly support services performance



2023 elderly support performance (index scores)



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

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 3

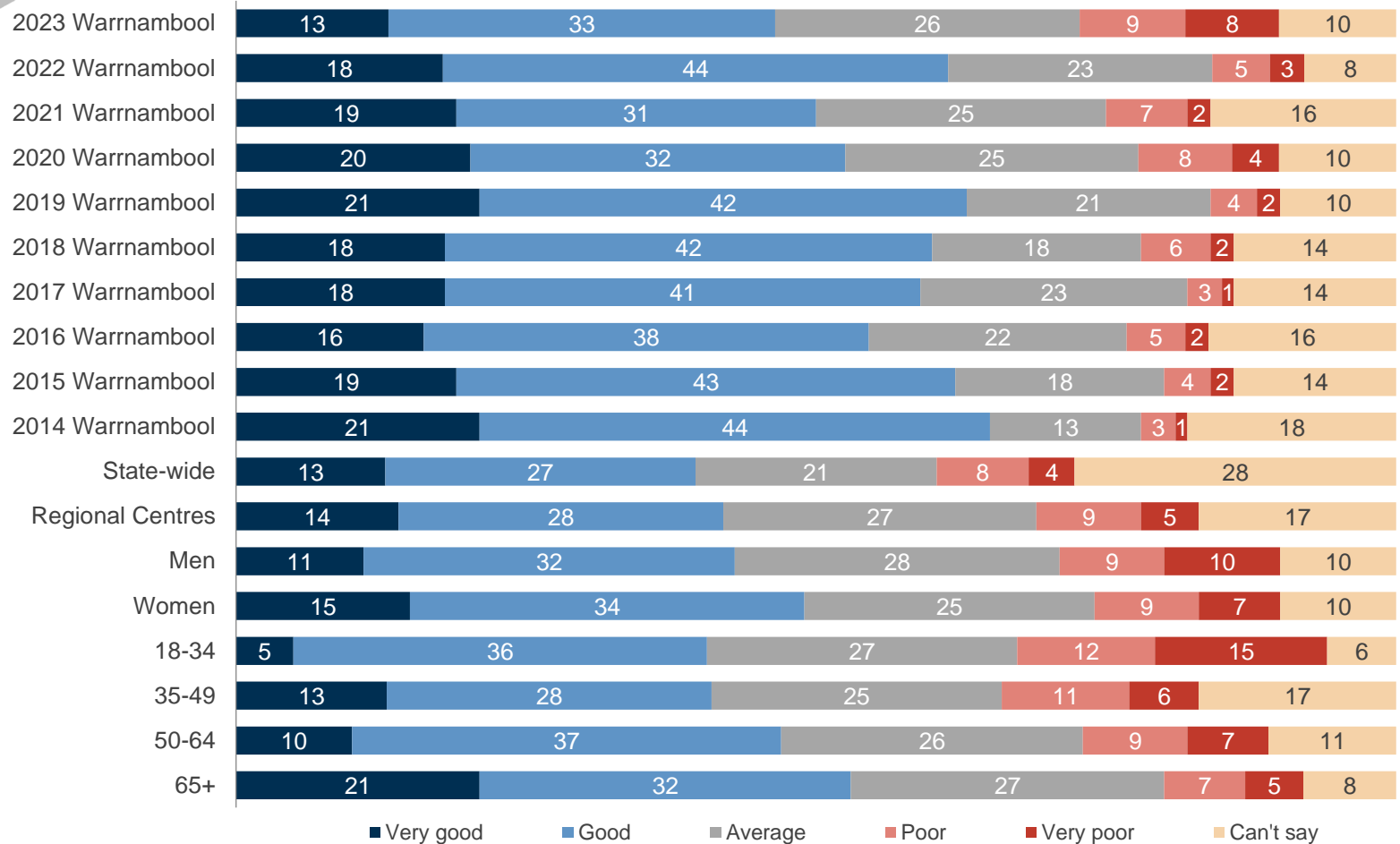
Note: Please see Appendix A for explanation of significant differences.



Elderly support services performance



2023 elderly support performance (%)





Disadvantaged support services performance



2023 disadvantaged support performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	61	67	67	63	64	65	65	62	65	68
Men	61	65	67	65	67	65	65	63	64	68
35-49	59	64	61	60	64	64	63	64	66	68
Warrnambool	59	63	64	61	66	63	63	61	63	68
State-wide	59	62	63	60	62	61	61	61	62	64
50-64	58	60	65	58	66	60	59	59	61	62
Regional Centres	58	62	63	59	63	61	63	59	61	n/a
Women	57	62	62	58	66	62	61	60	62	67
18-34	56	61	64	61	70	64	64	59	62	71

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

Base: All respondents. Councils asked State-wide: 14 Councils asked group: 2

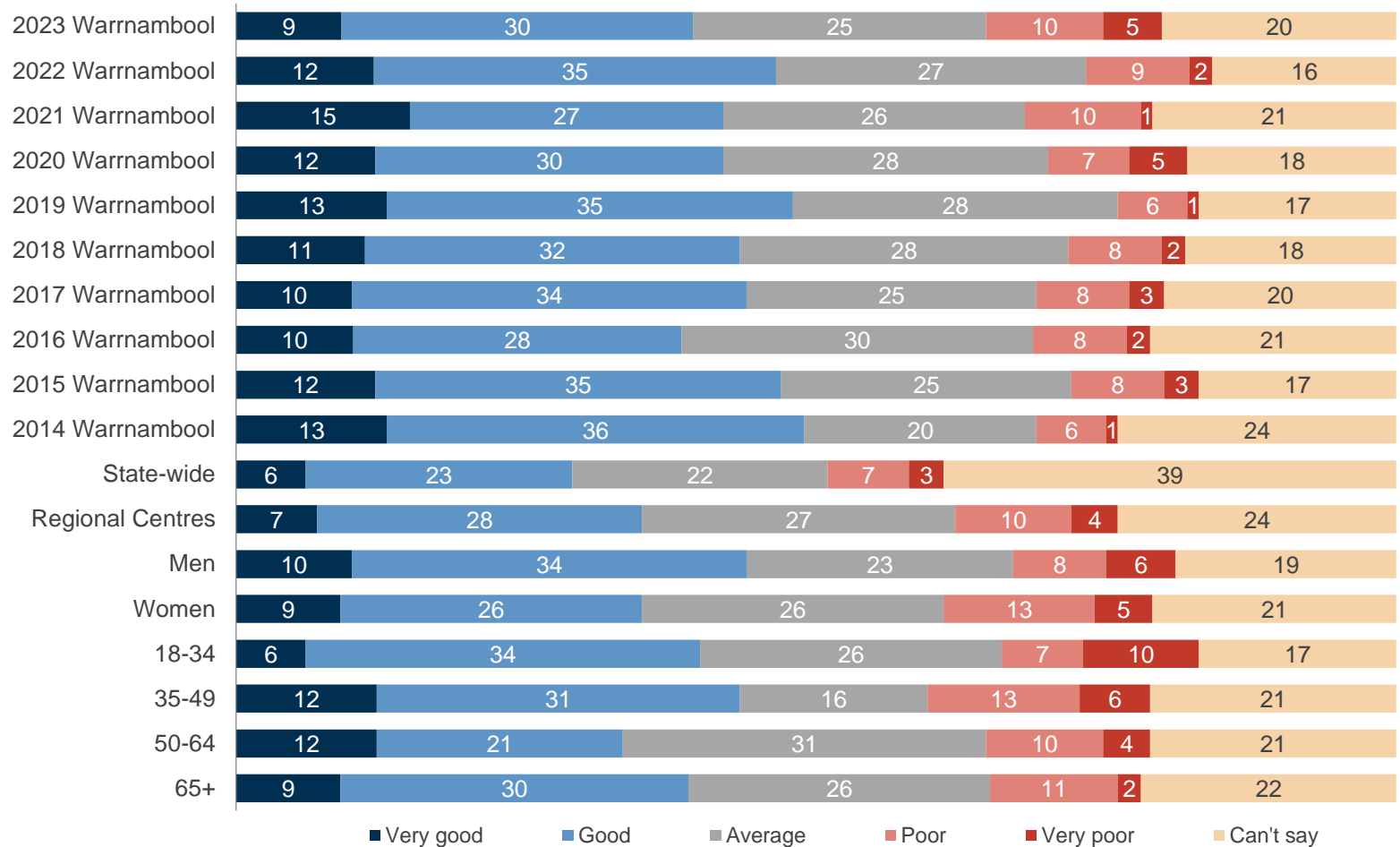
Note: Please see Appendix A for explanation of significant differences.



Disadvantaged support services performance



2023 disadvantaged support performance (%)

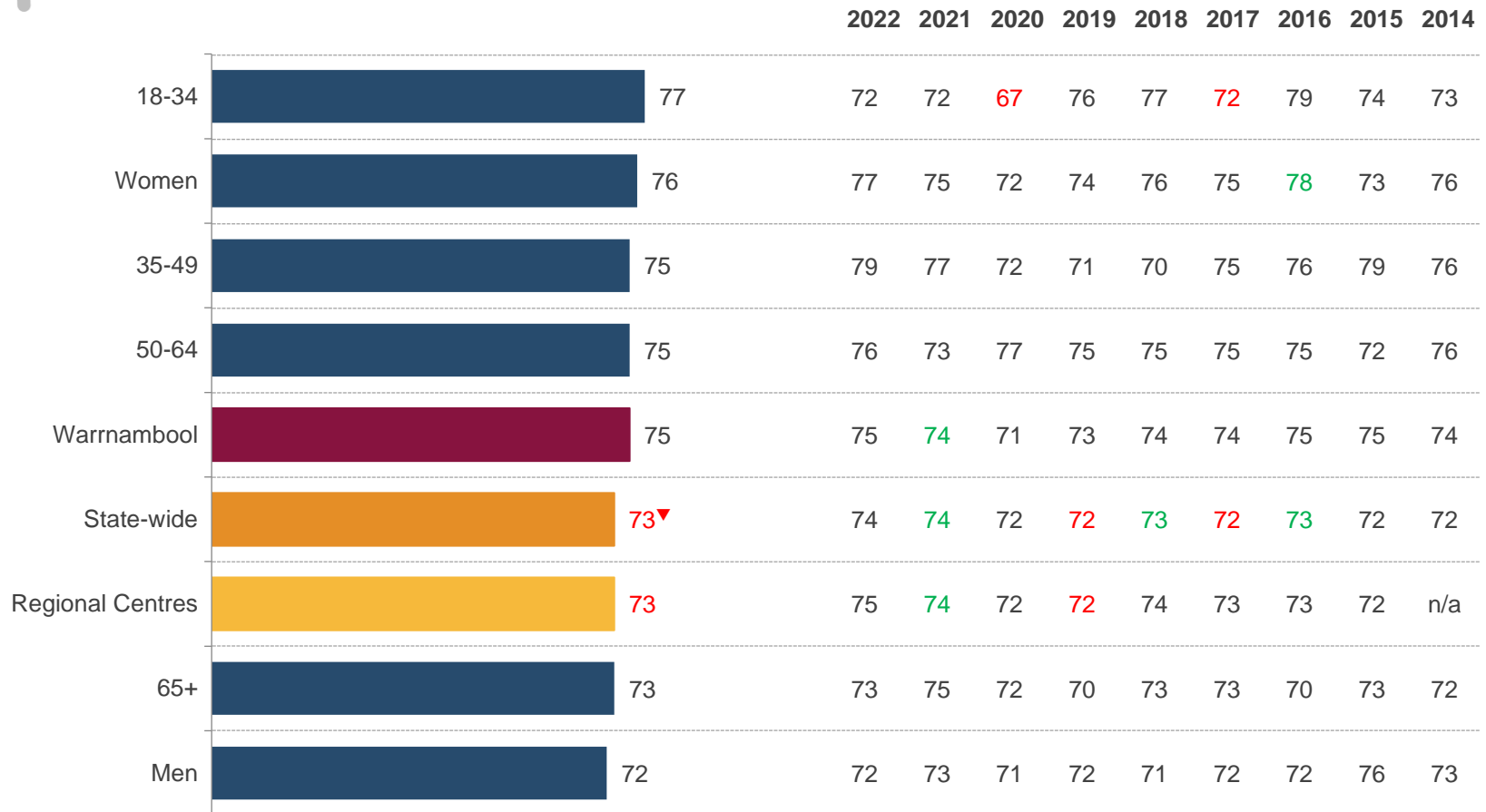




Recreational facilities importance



2023 recreational facilities importance (index scores)



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

Base: All respondents. Councils asked State-wide: 32 Councils asked group: 5

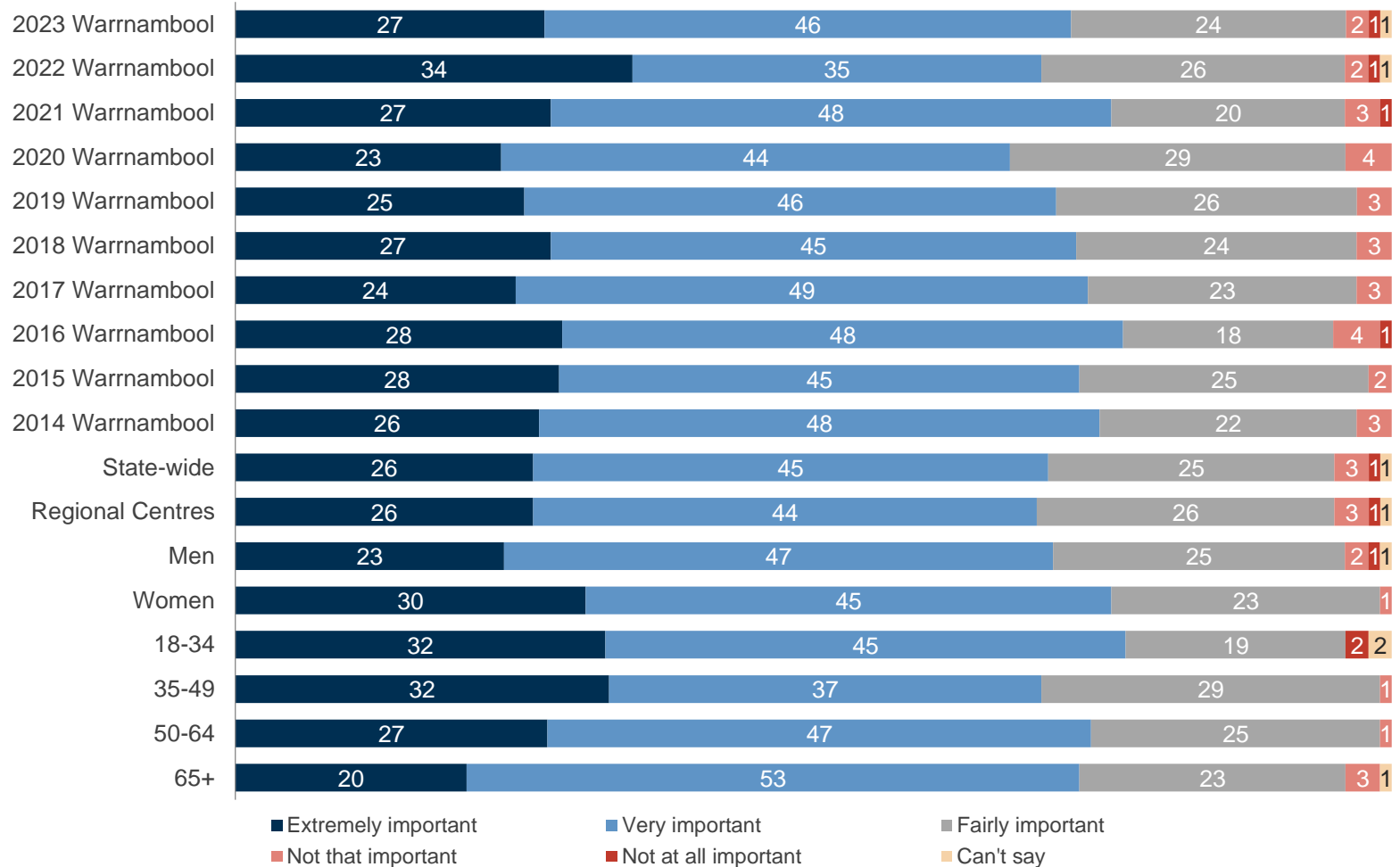
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2023 recreational facilities importance (%)

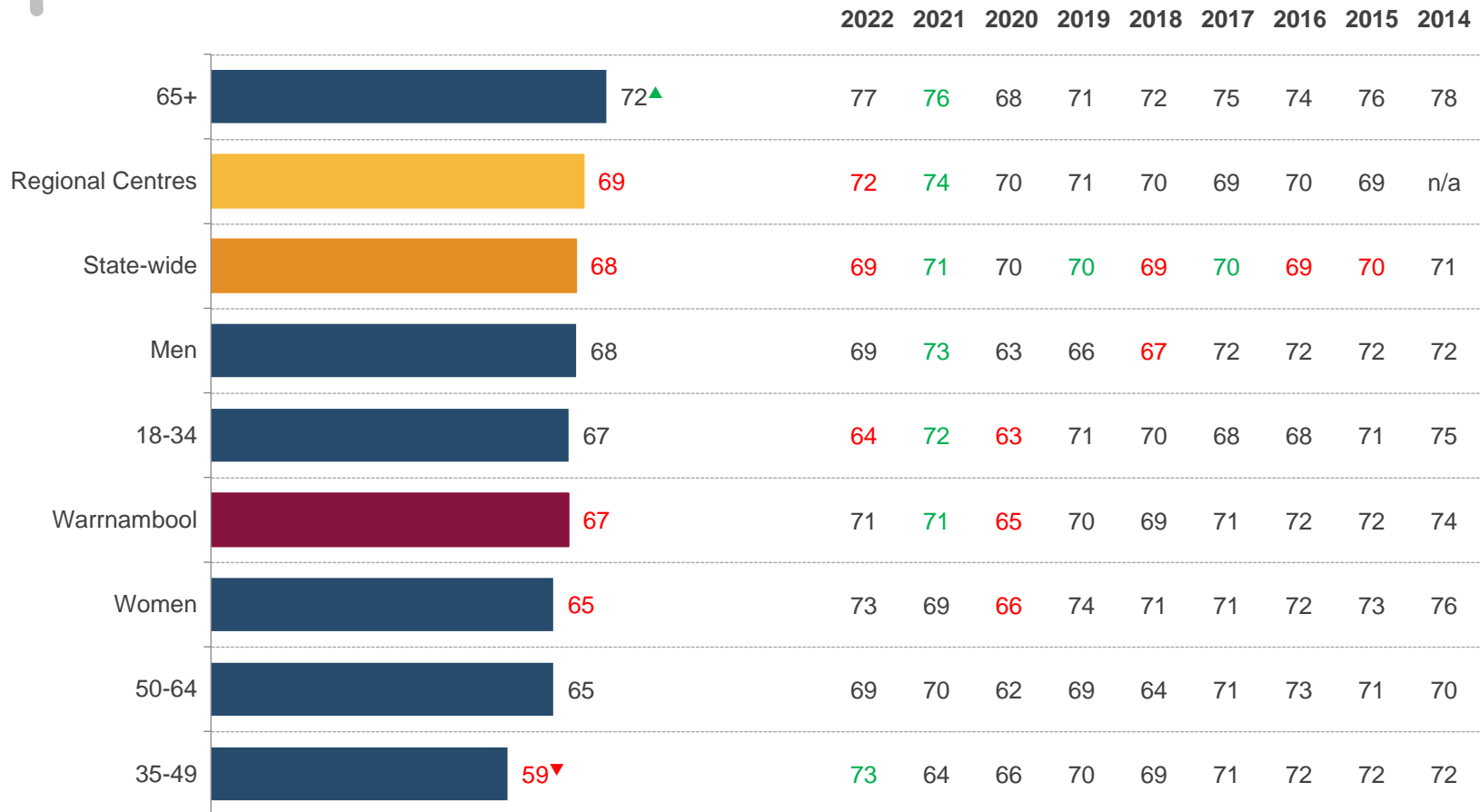




Recreational facilities performance



2023 recreational facilities performance (index scores)



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

Base: All respondents. Councils asked State-wide: 43 Councils asked group: 6

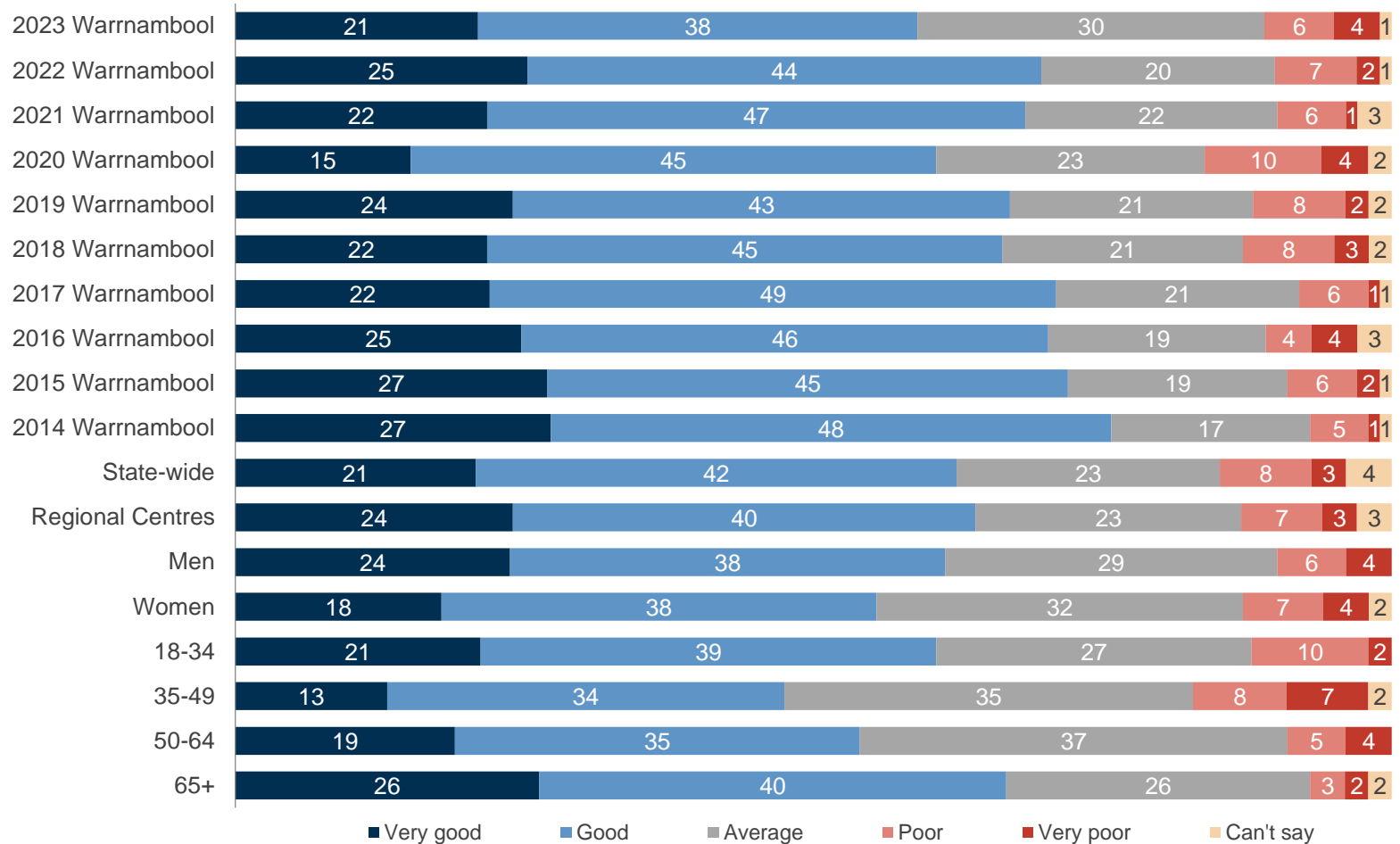
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2023 recreational facilities performance (%)

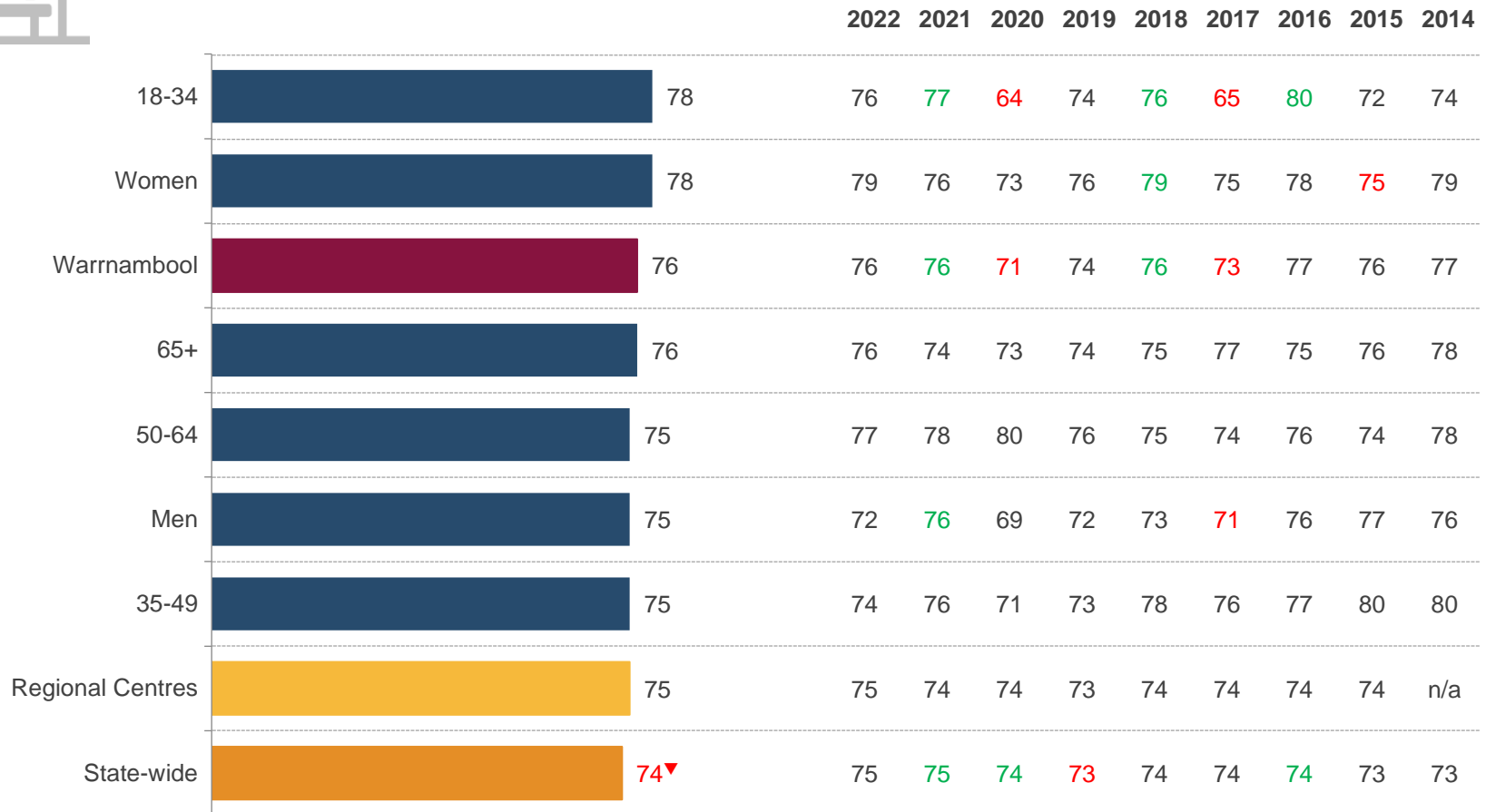




The appearance of public areas importance



2023 public areas importance (index scores)



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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 5

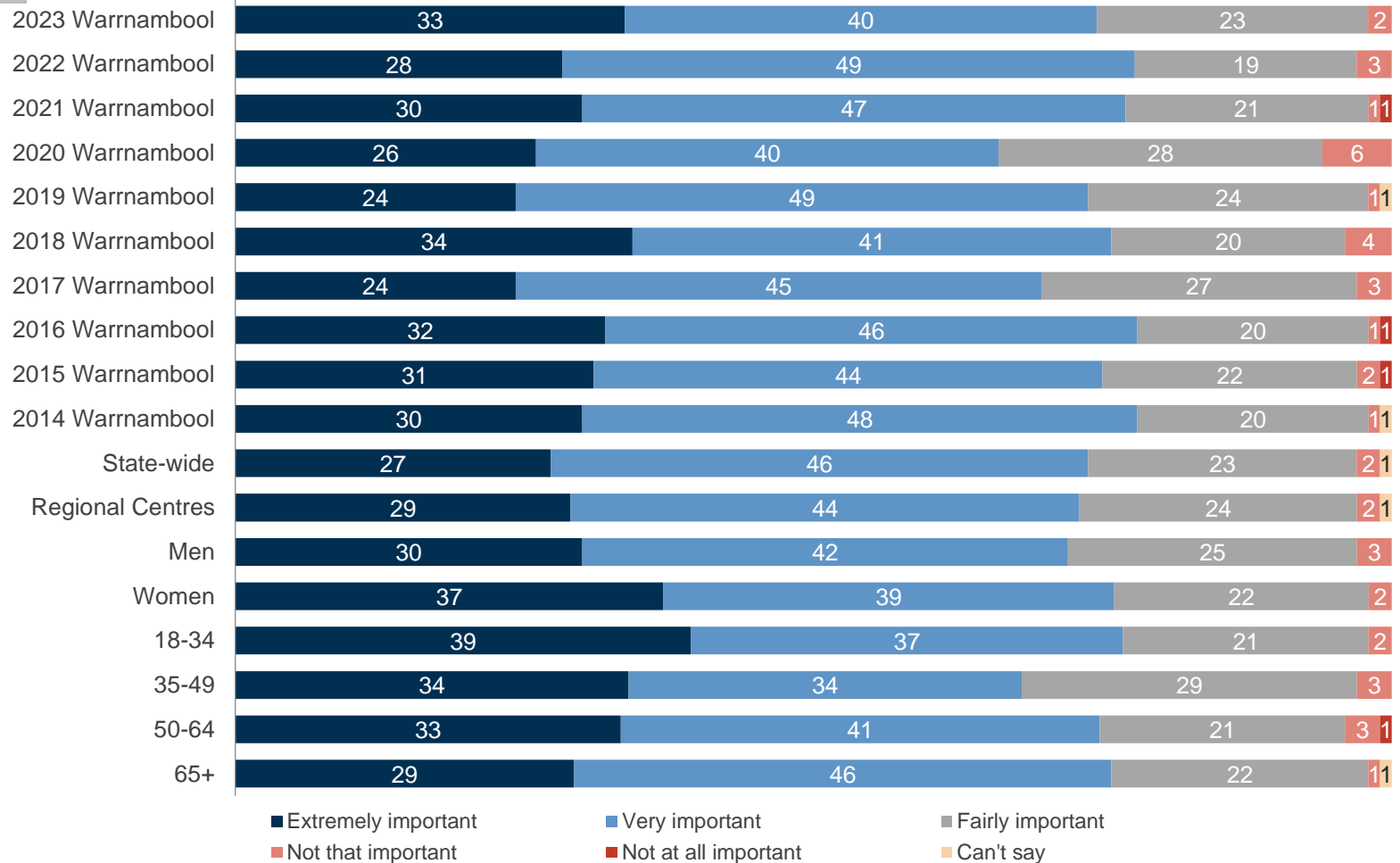
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2023 public areas importance (%)

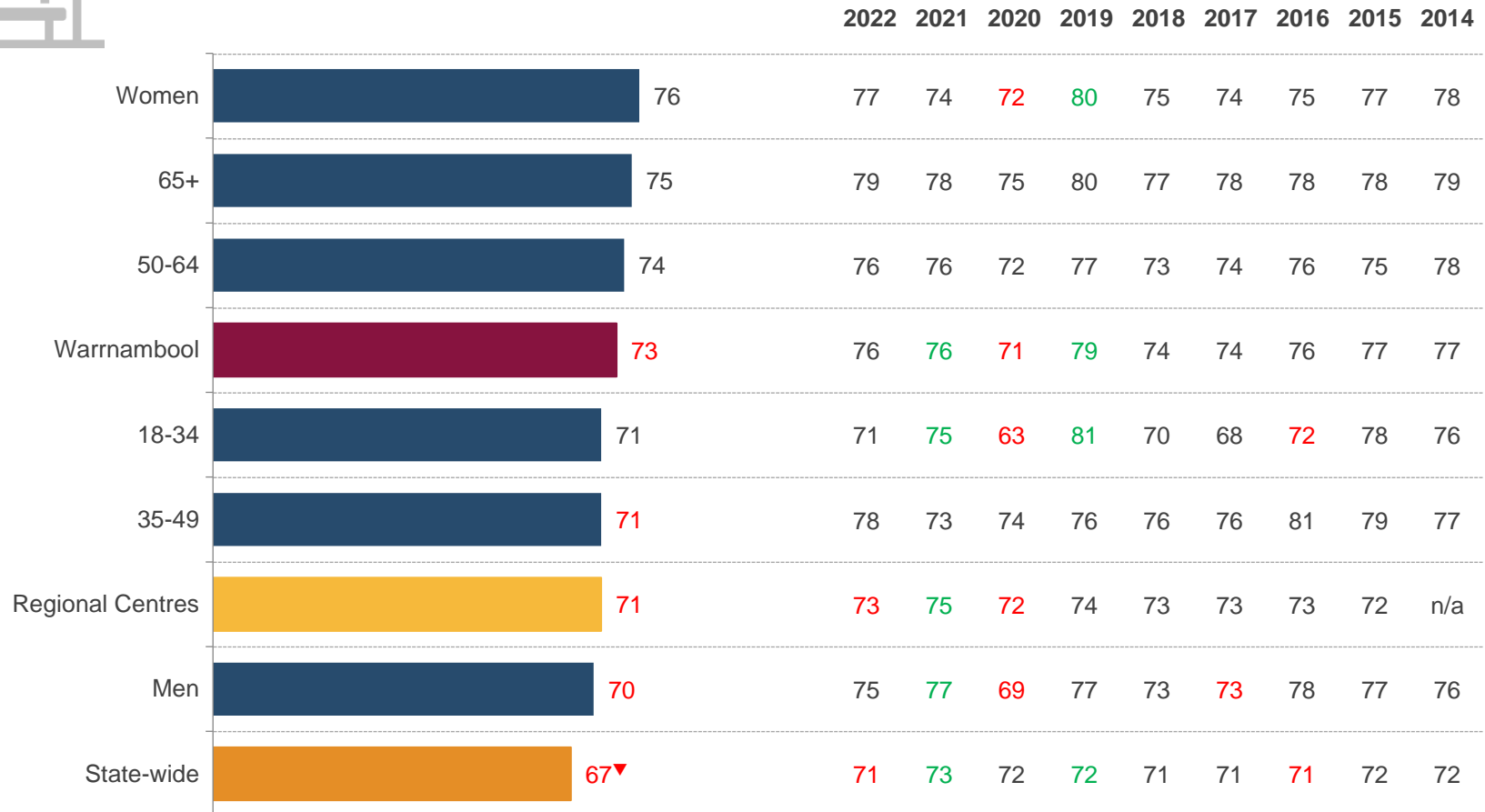




The appearance of public areas performance



2023 public areas performance (index scores)



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

Base: All respondents. Councils asked State-wide: 45 Councils asked group: 5

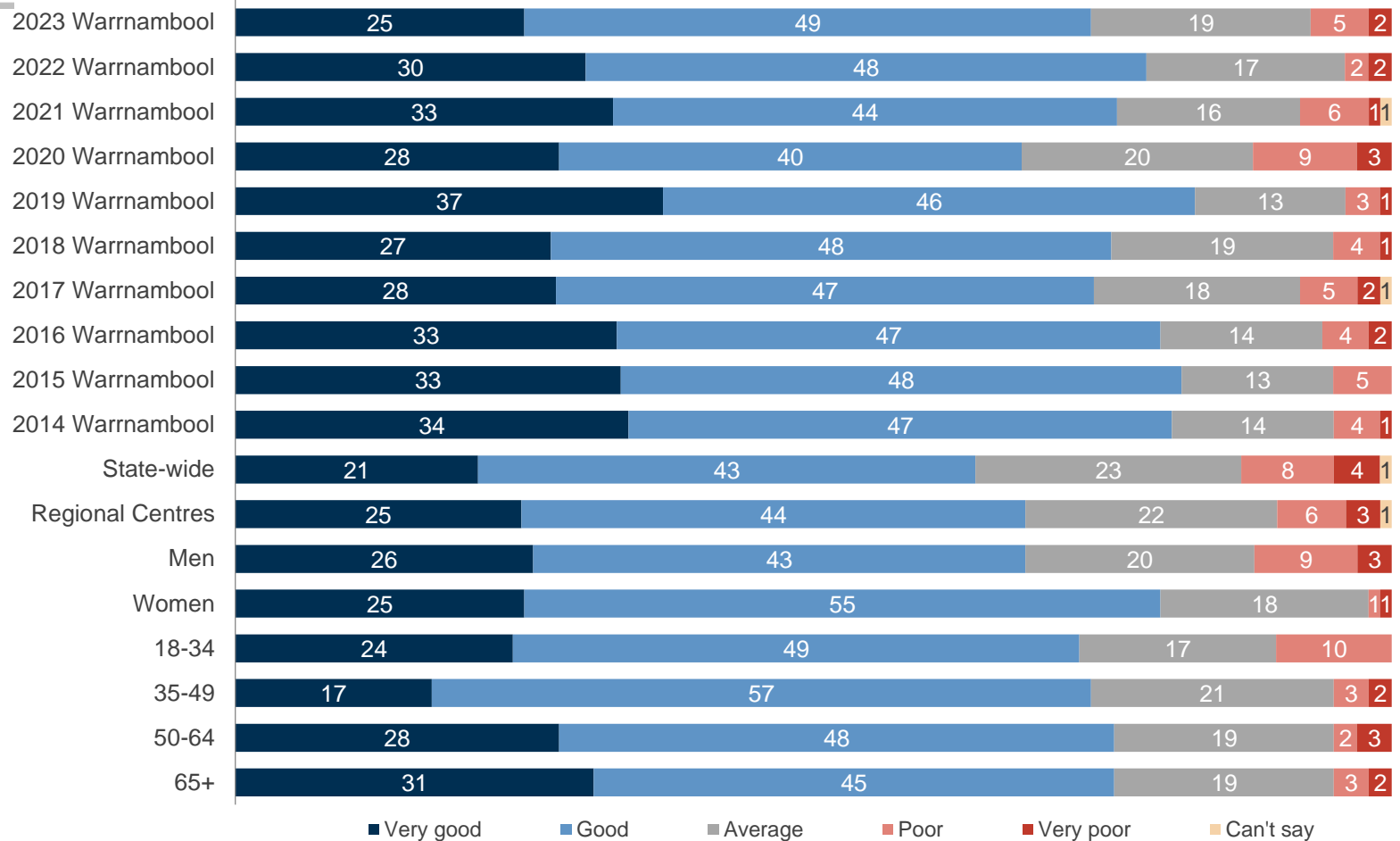
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2023 public areas performance (%)

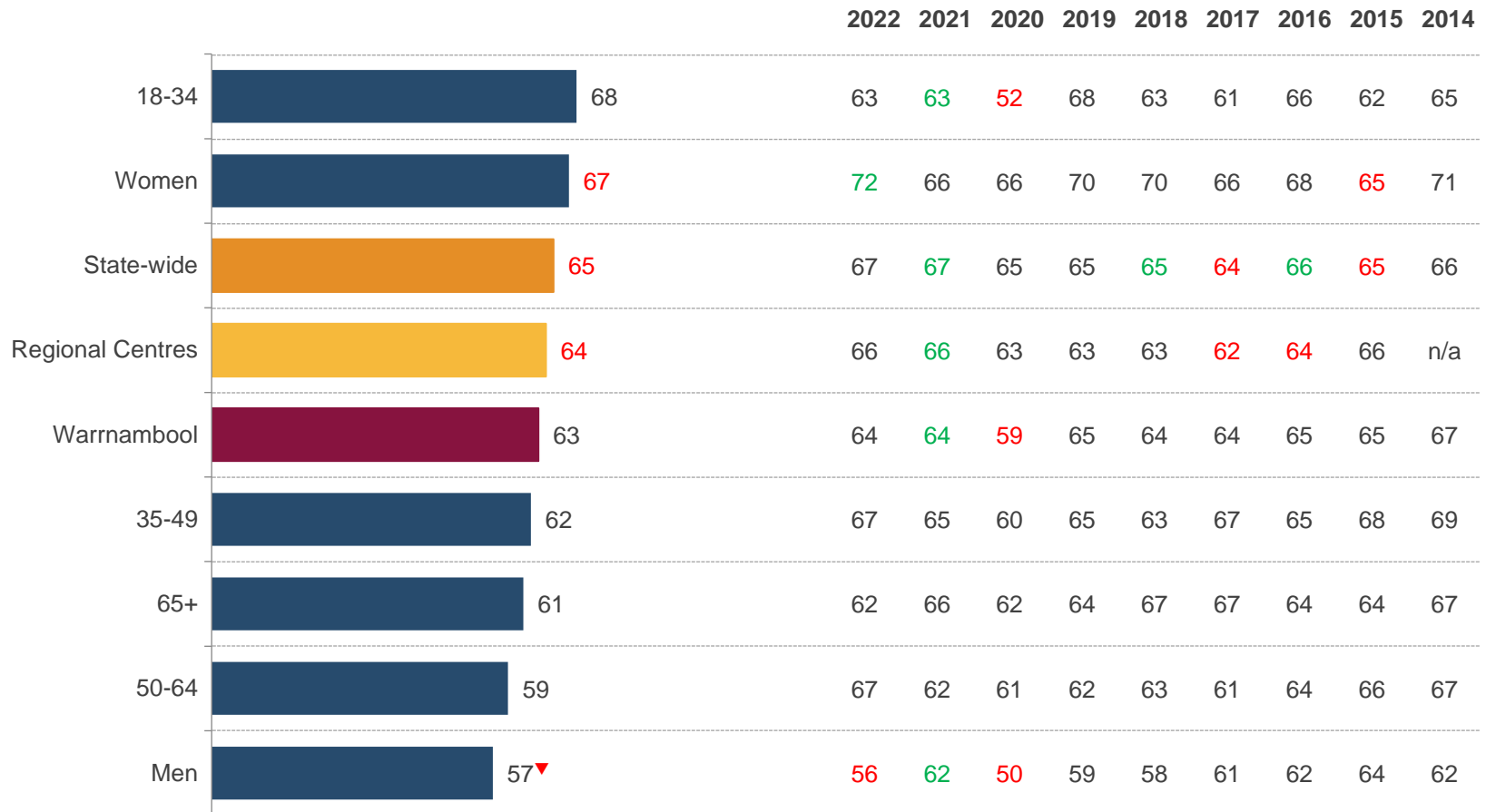




Art centres and libraries importance



2023 art centres and libraries importance (index scores)



Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council?

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

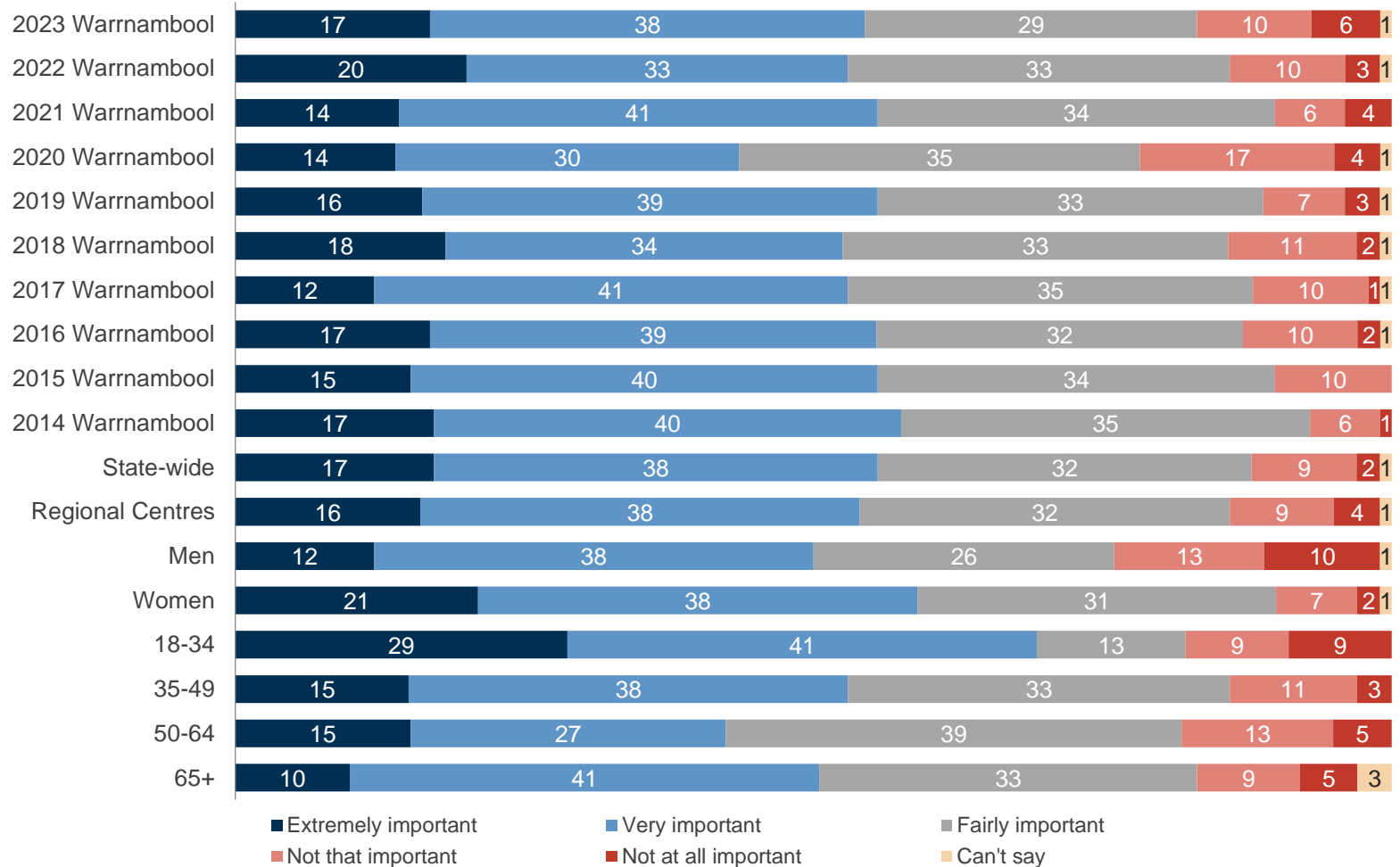
Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries importance



2023 art centres and libraries importance (%)





Art centres and libraries performance



2023 art centres and libraries performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	83▲	67	65	69	77	70	68	73	77	74
Women	81▲	73	71	69	75	73	73	74	78	78
Regional Centres	77	76	75	74	74	76	75	75	75	n/a
35-49	76	69	66	66	72	75	76	77	76	81
Warrnambool	76	70	68	69	73	72	72	74	76	77
State-wide	73▼	73	73	74	74	74	73	72	73	75
50-64	72	69	69	67	70	72	69	74	74	75
65+	72	73	73	71	72	72	75	75	77	78
Men	71▼	66	65	69	71	71	71	75	74	77

Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?

Base: All respondents. Councils asked State-wide: 30 Councils asked group: 5

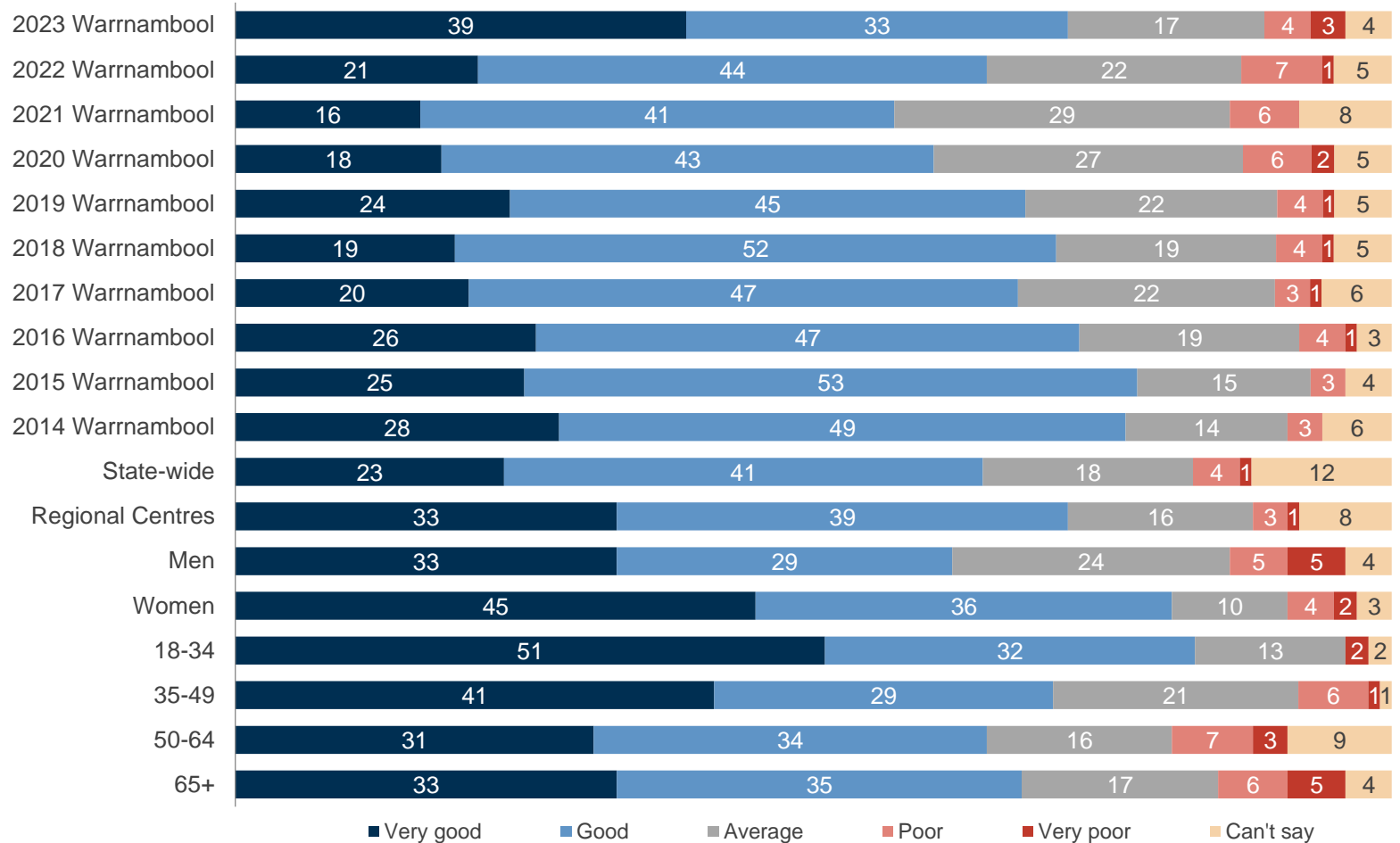
Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries performance



2023 art centres and libraries performance (%)

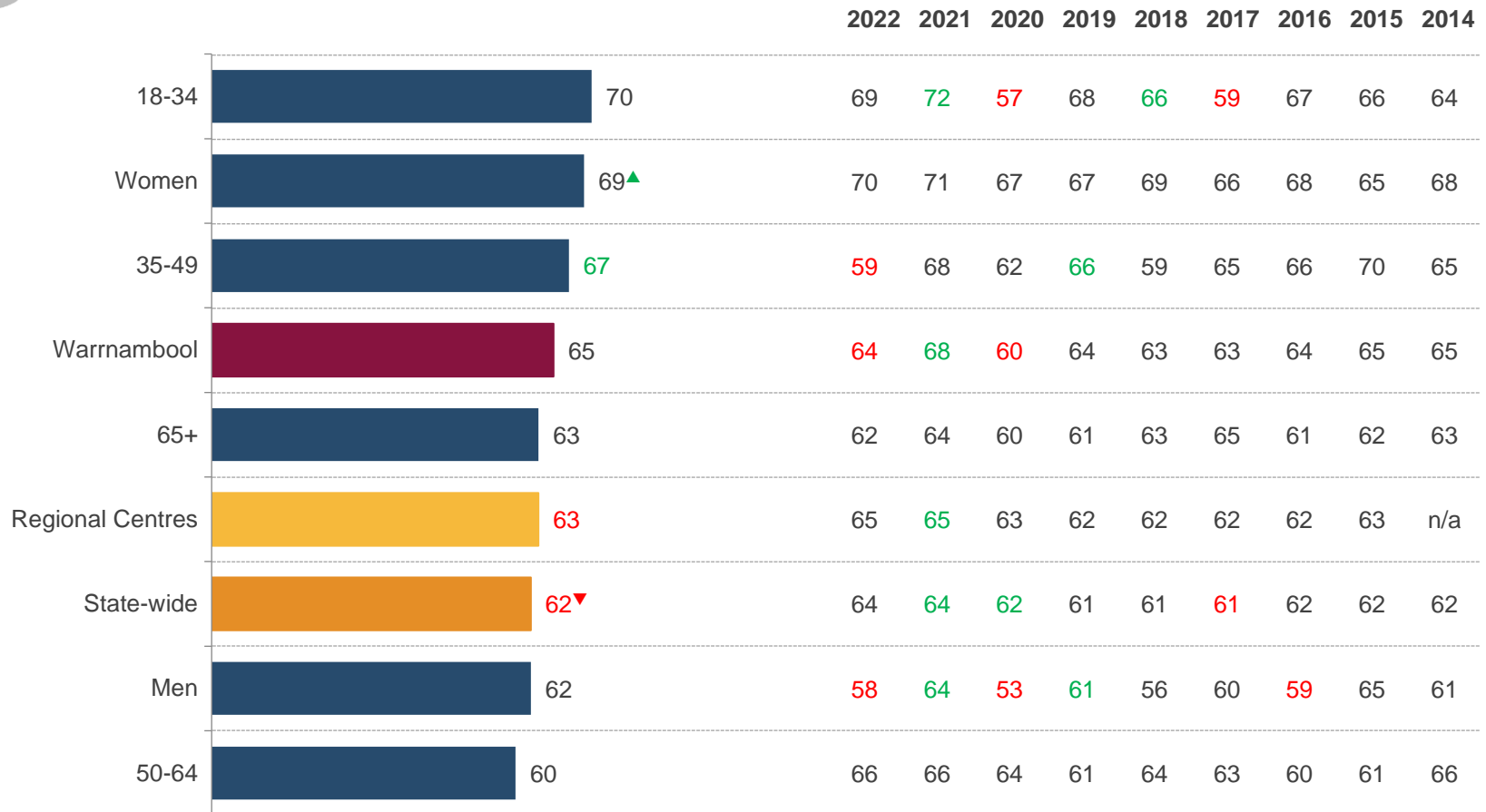




Community and cultural activities importance



2023 community and cultural activities importance (index scores)



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

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

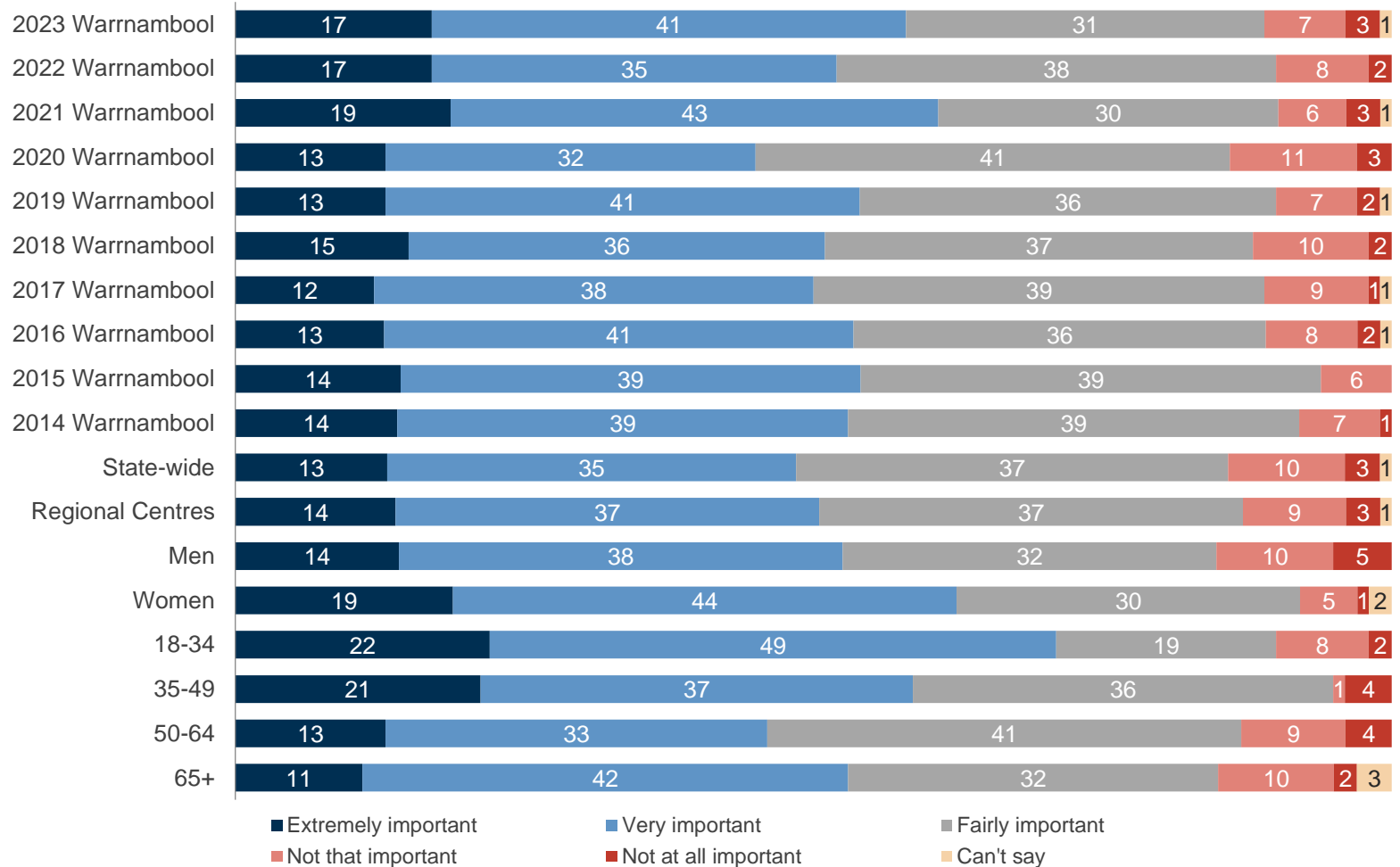
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities importance



2023 community and cultural activities importance (%)





Community and cultural activities performance



2023 community and cultural activities performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	68	66	61	66	73	68	63	70	69	79
Women	66	69	64	64	72	69	69	71	71	77
State-wide	66	65	65	68	69	69	69	69	69	70
Regional Centres	66	65	65	69	69	68	69	69	69	n/a
65+	65	69	66	67	69	65	71	70	70	74
Warrnambool	65	66	64	65	70	66	68	71	70	76
Men	63	63	63	66	67	63	67	70	69	74
35-49	63	65	63	66	68	66	72	75	74	76
50-64	62	63	65	60	70	65	66	67	67	73

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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 6

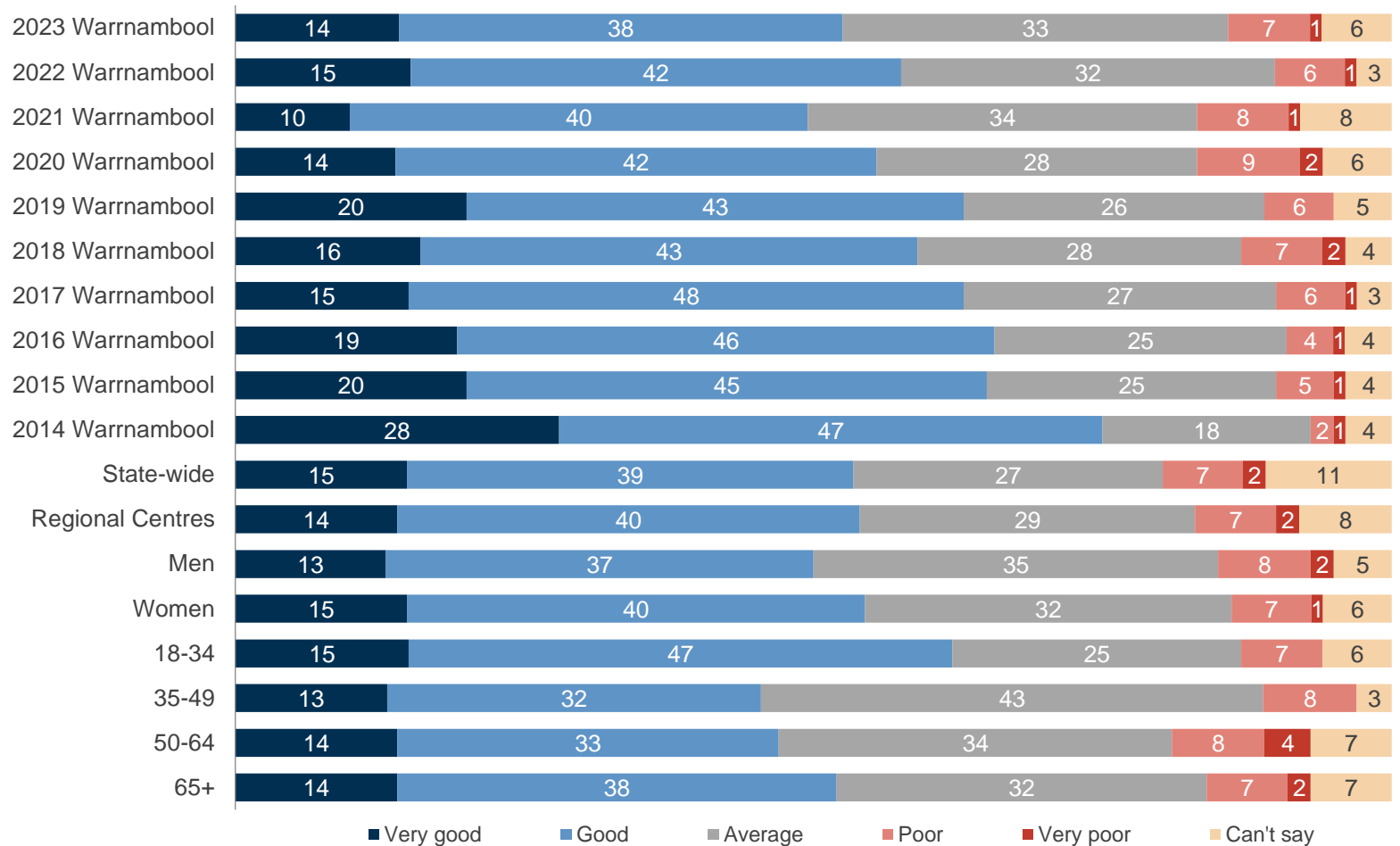
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2023 community and cultural activities performance (%)

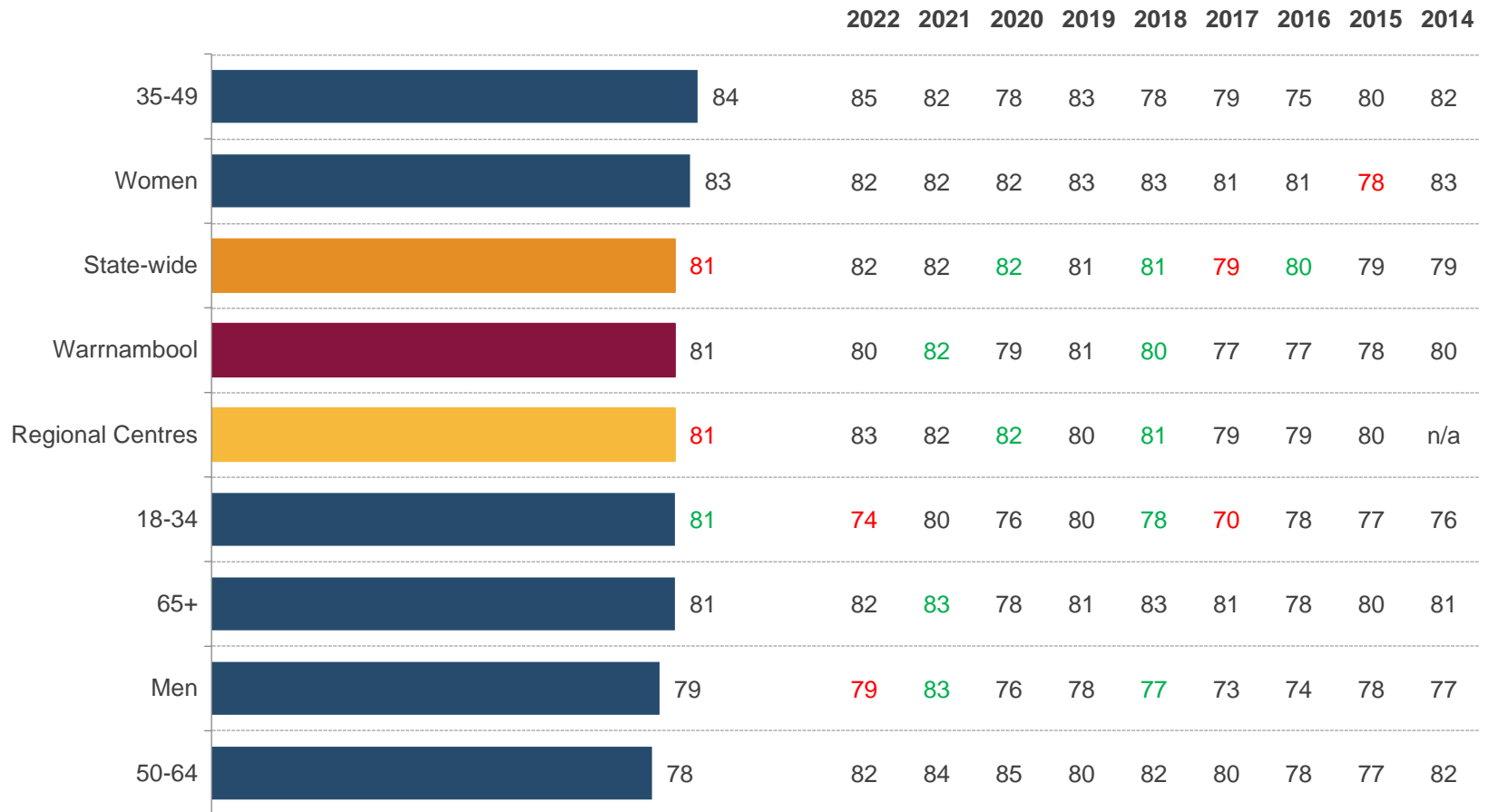




Waste management importance



2023 waste management importance (index scores)



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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 5

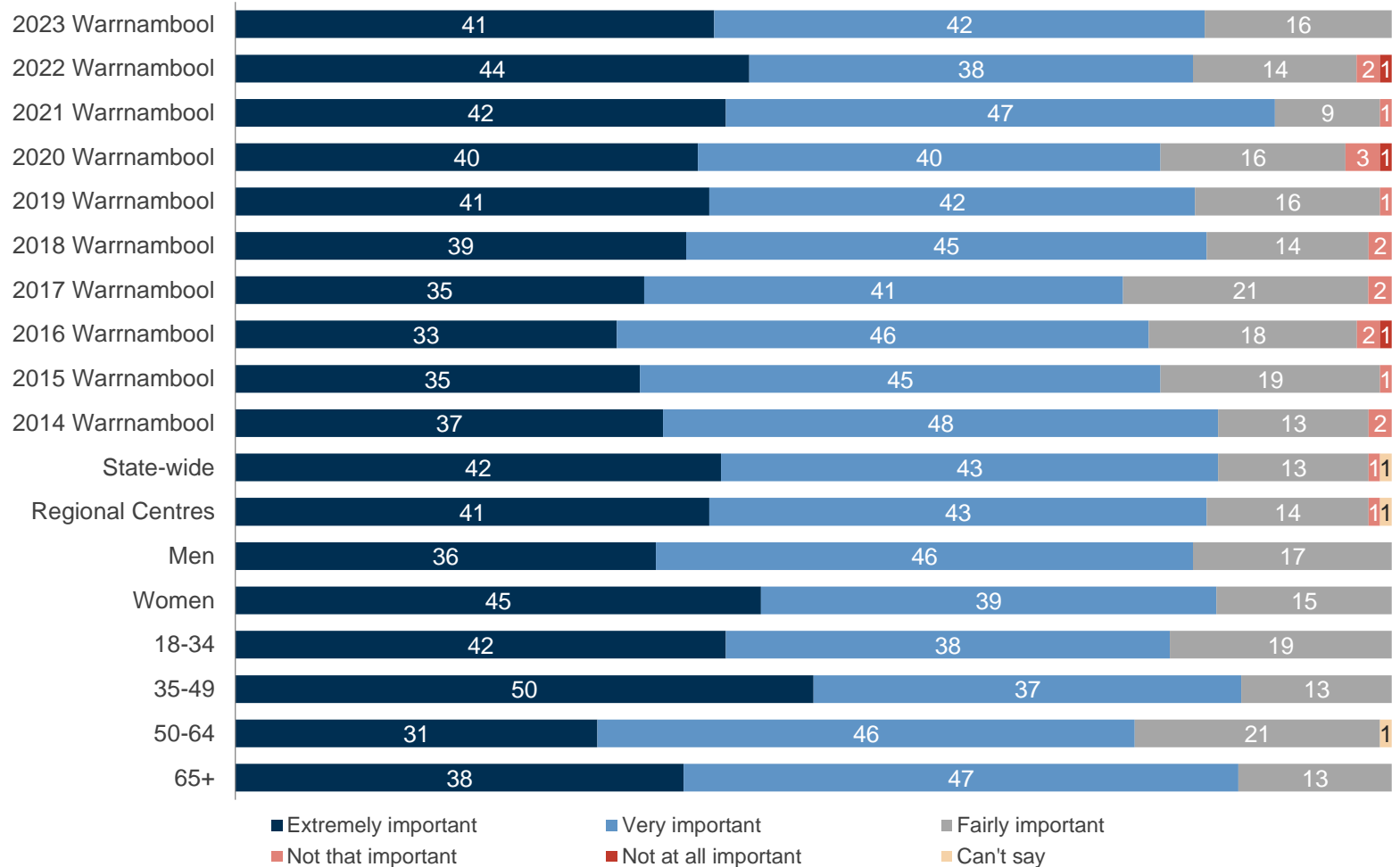
Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2023 waste management importance (%)

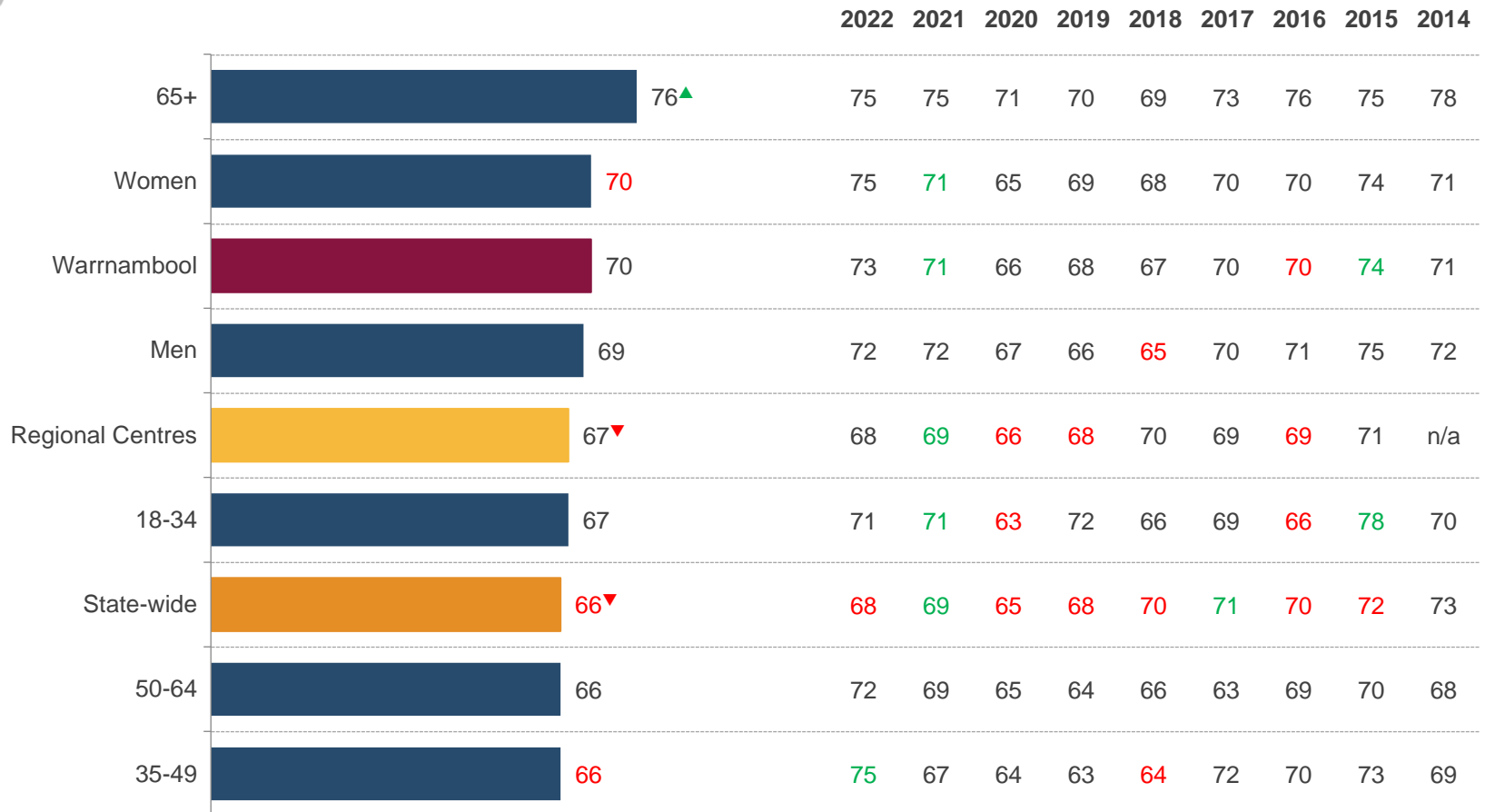




Waste management performance



2023 waste management performance (index scores)



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

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

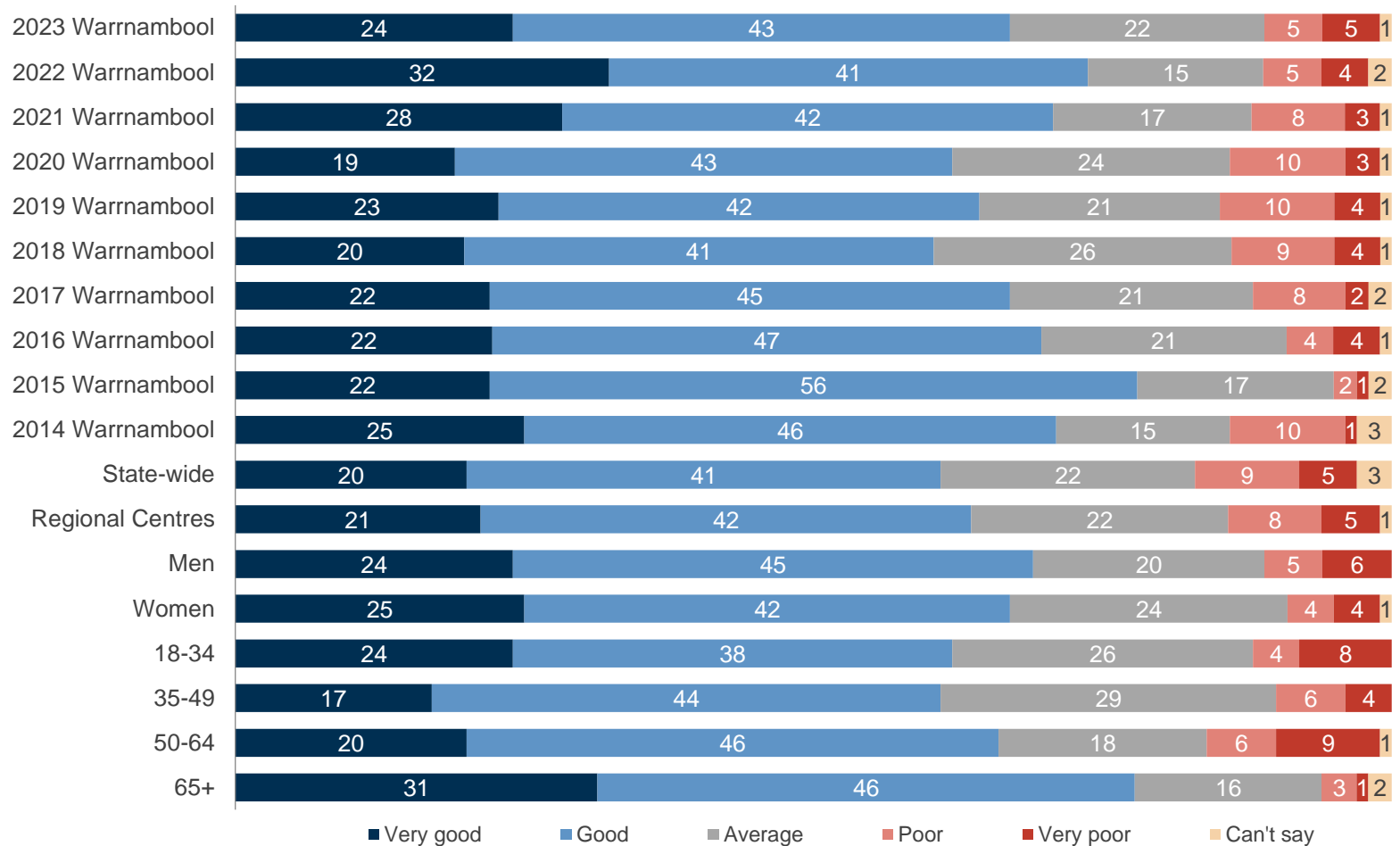
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2023 waste management performance (%)



Business and community development and tourism importance



2023 business/development/tourism importance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	76	75	77	77	75	76	71	77	77	73
Women	74	75	75	76	76	75	74	78	76	77
50-64	73	71	78	75	71	75	73	75	75	78
Warrnambool	73	72	75	74	73	75	73	76	76	75
Regional Centres	72	73	73	73	73	74	74	73	73	n/a
Men	71	69	75	72	71	74	73	73	76	73
35-49	71	72	74	73	75	73	73	76	78	77
65+	71	70	72	71	71	74	76	74	74	74
State-wide	67▼	69	70	67	65	66	67	67	67	67

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

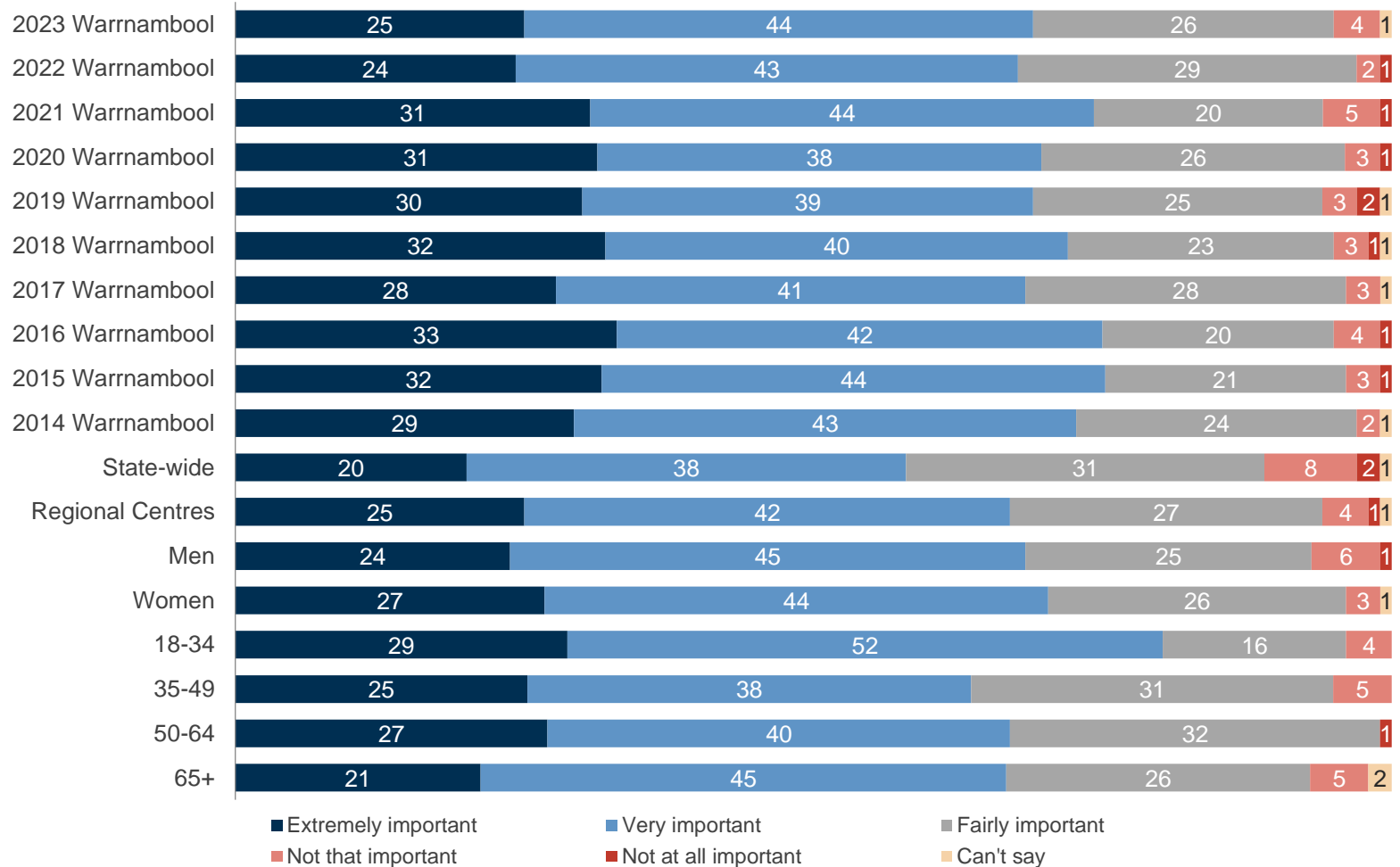
Base: All respondents. Councils asked State-wide: 23 Councils asked group: 4

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

Business and community development and tourism importance



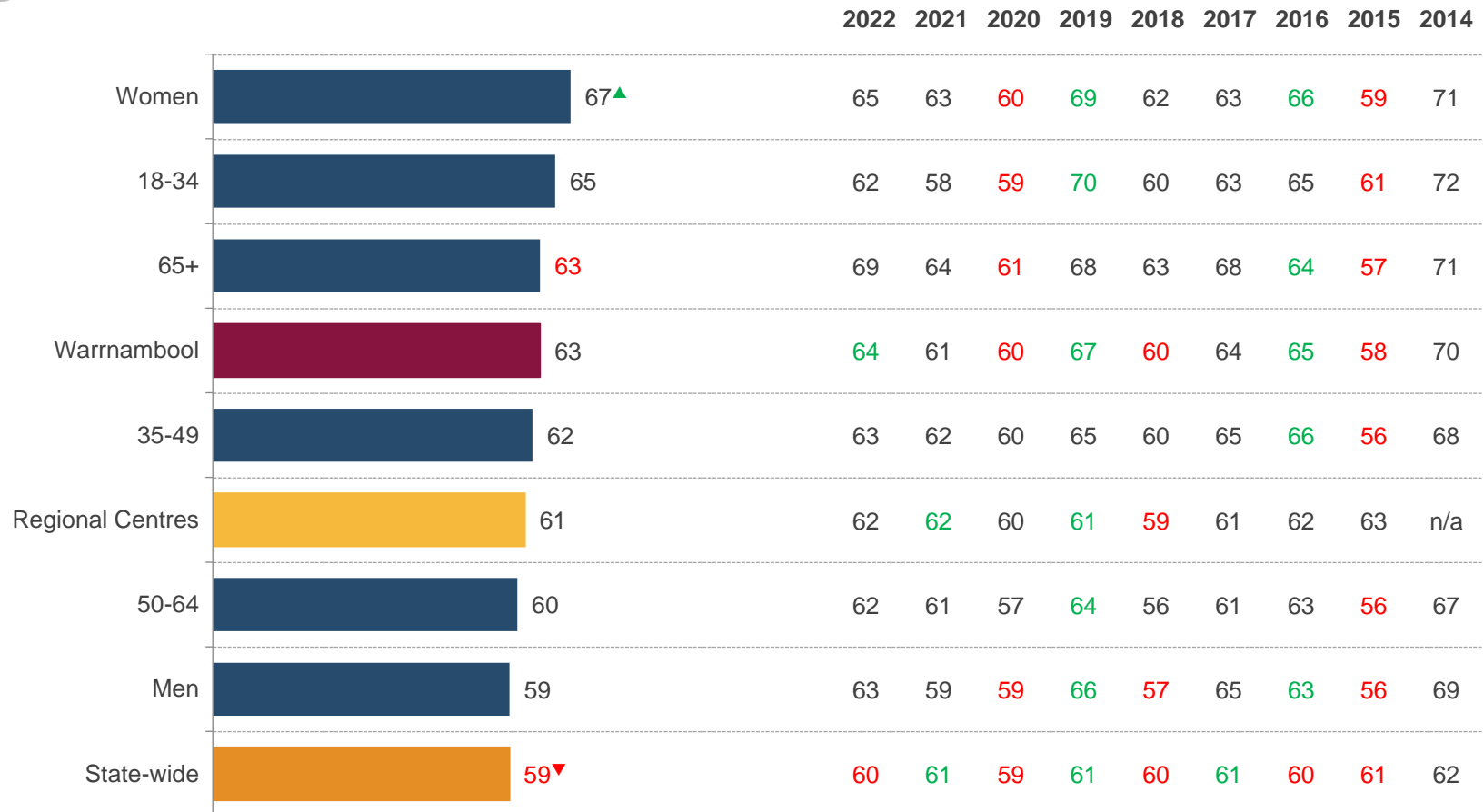
2023 business/development/tourism importance (%)



Business and community development and tourism performance



2023 business/development/tourism performance (index scores)



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

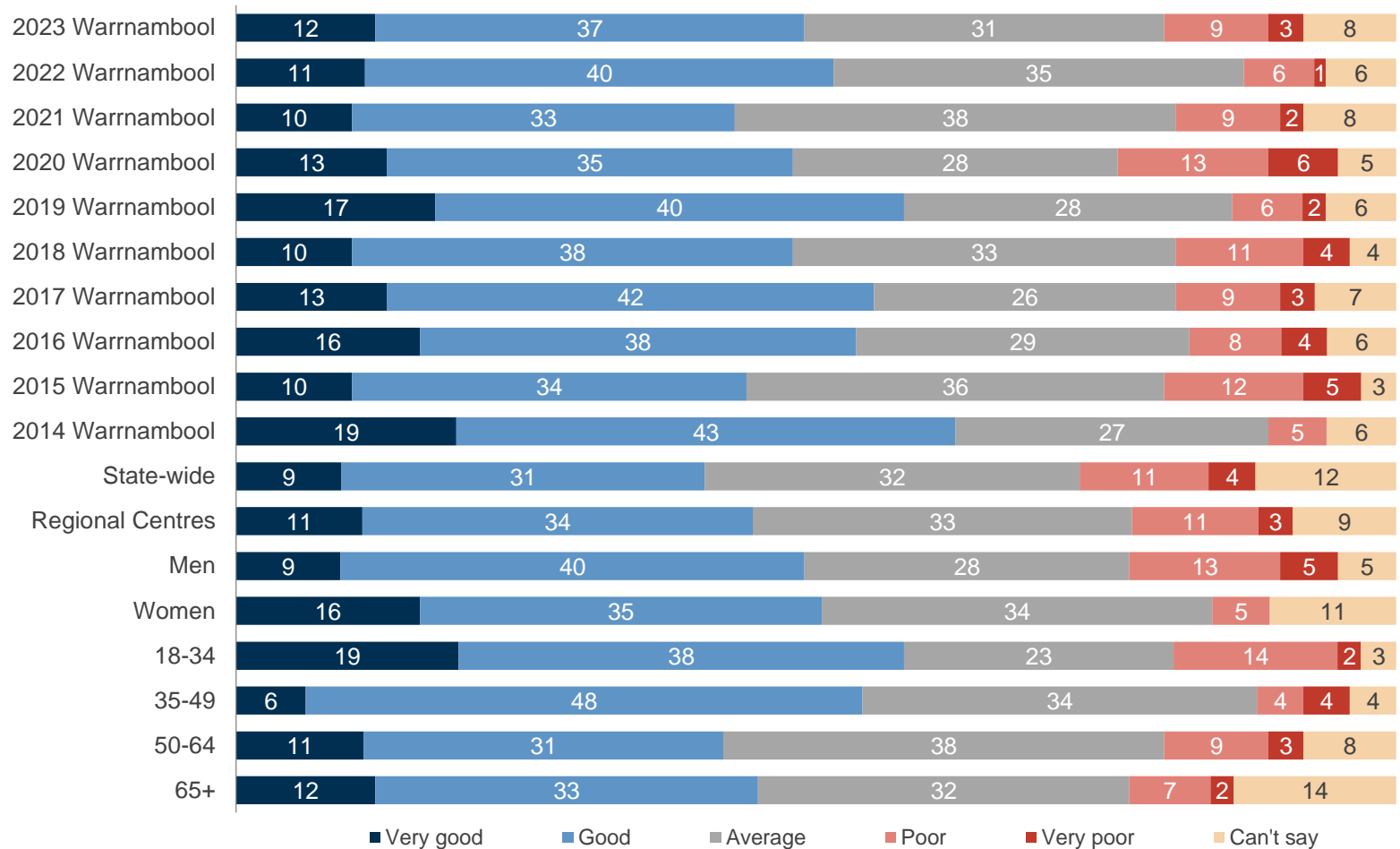
Base: All respondents. Councils asked State-wide: 31 Councils asked group: 4

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

Business and community development and tourism performance



2023 business/development/tourism performance (%)

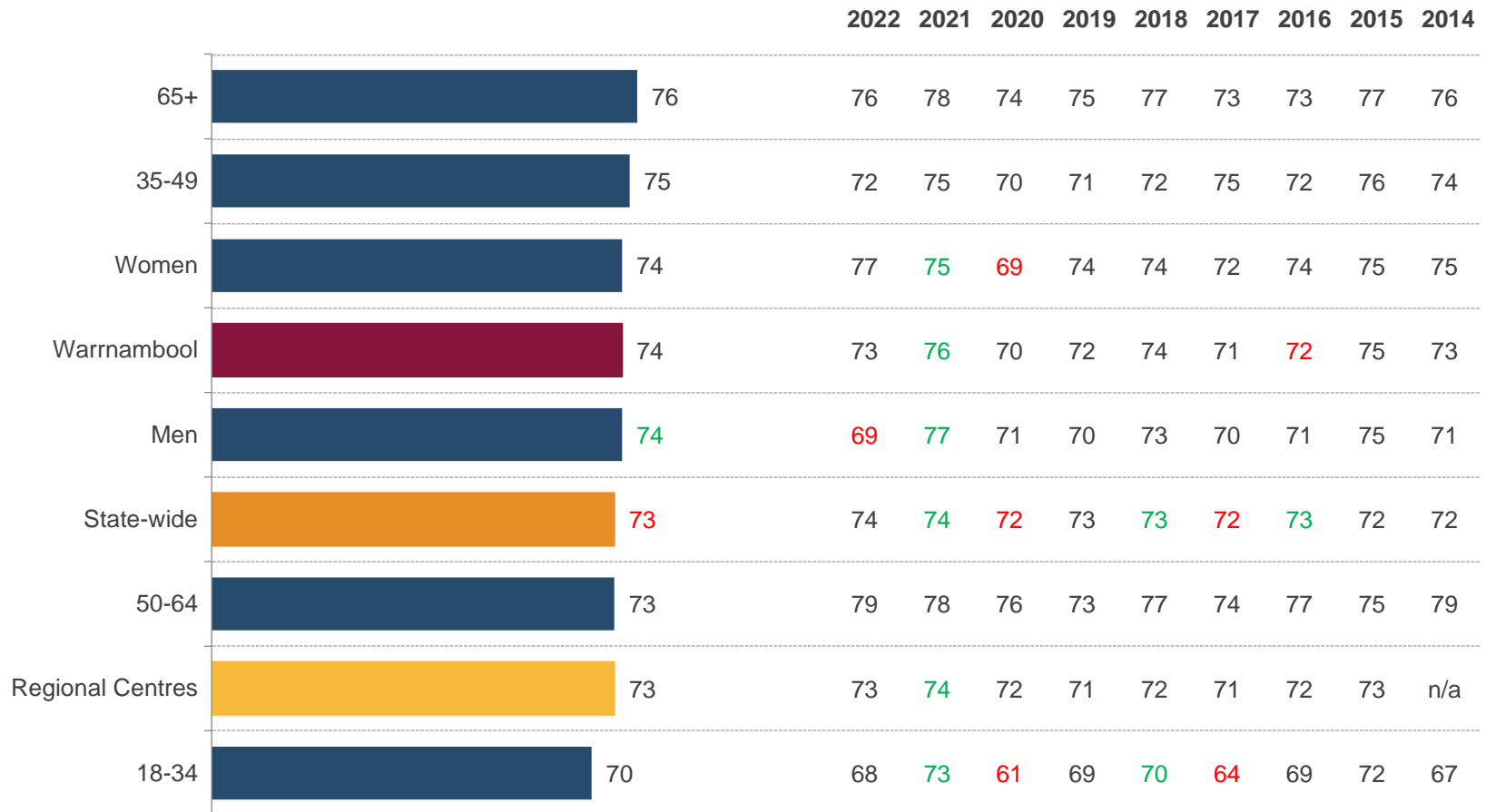




Council's general town planning policy importance



2023 town planning importance (index scores)



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

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 3

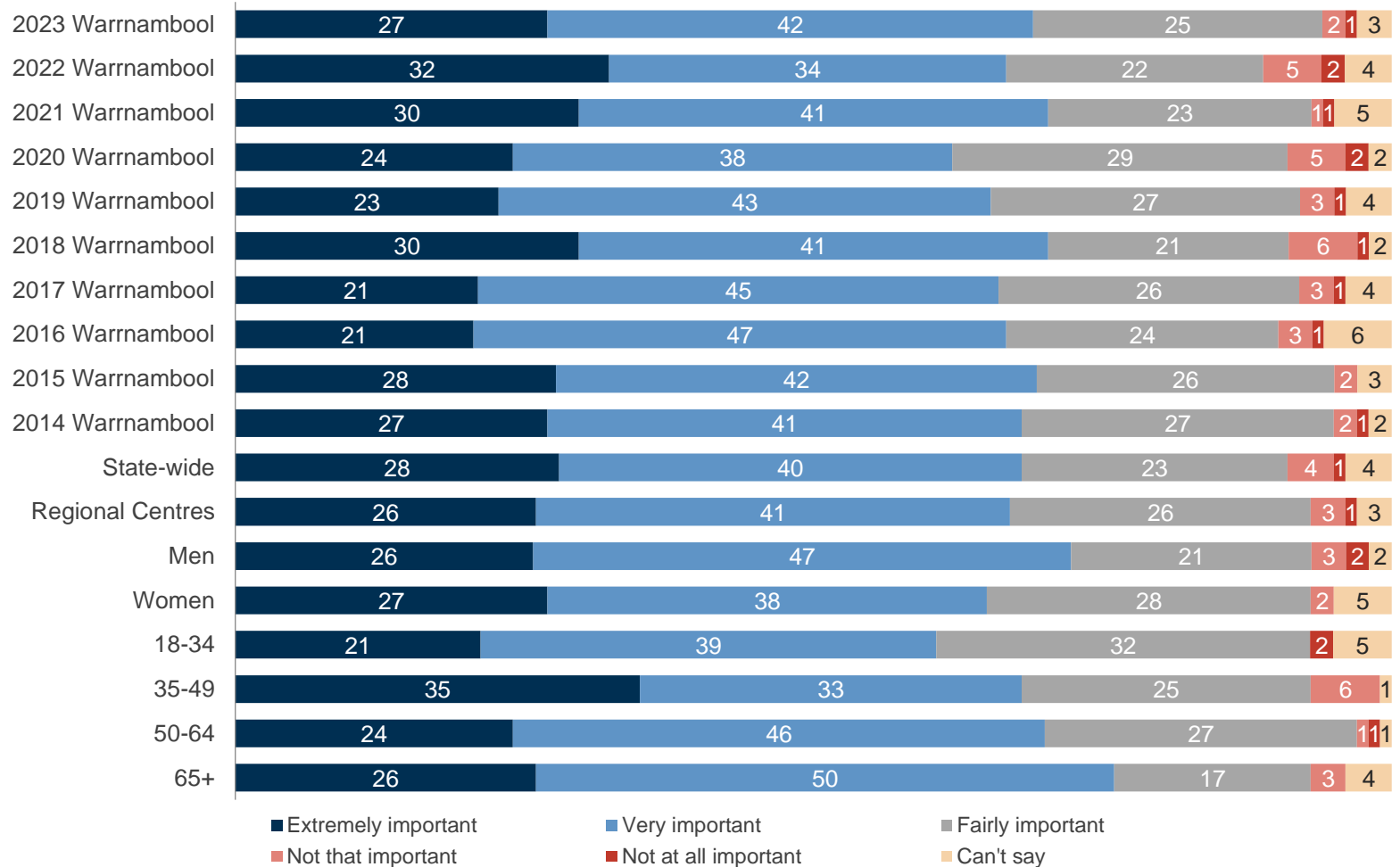
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy importance



2023 town planning importance (%)

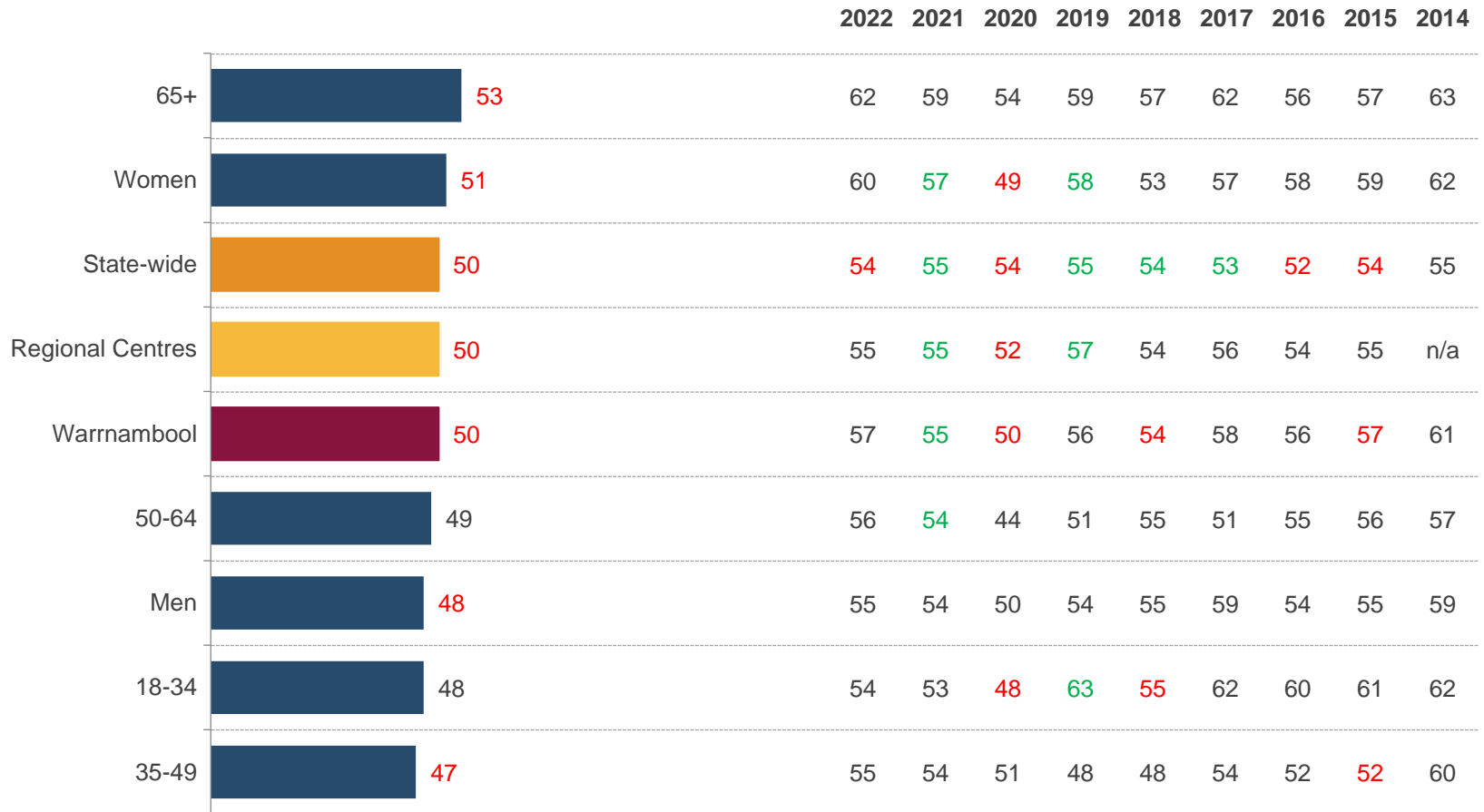




Council's general town planning policy performance



2023 town planning performance (index scores)



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

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 3

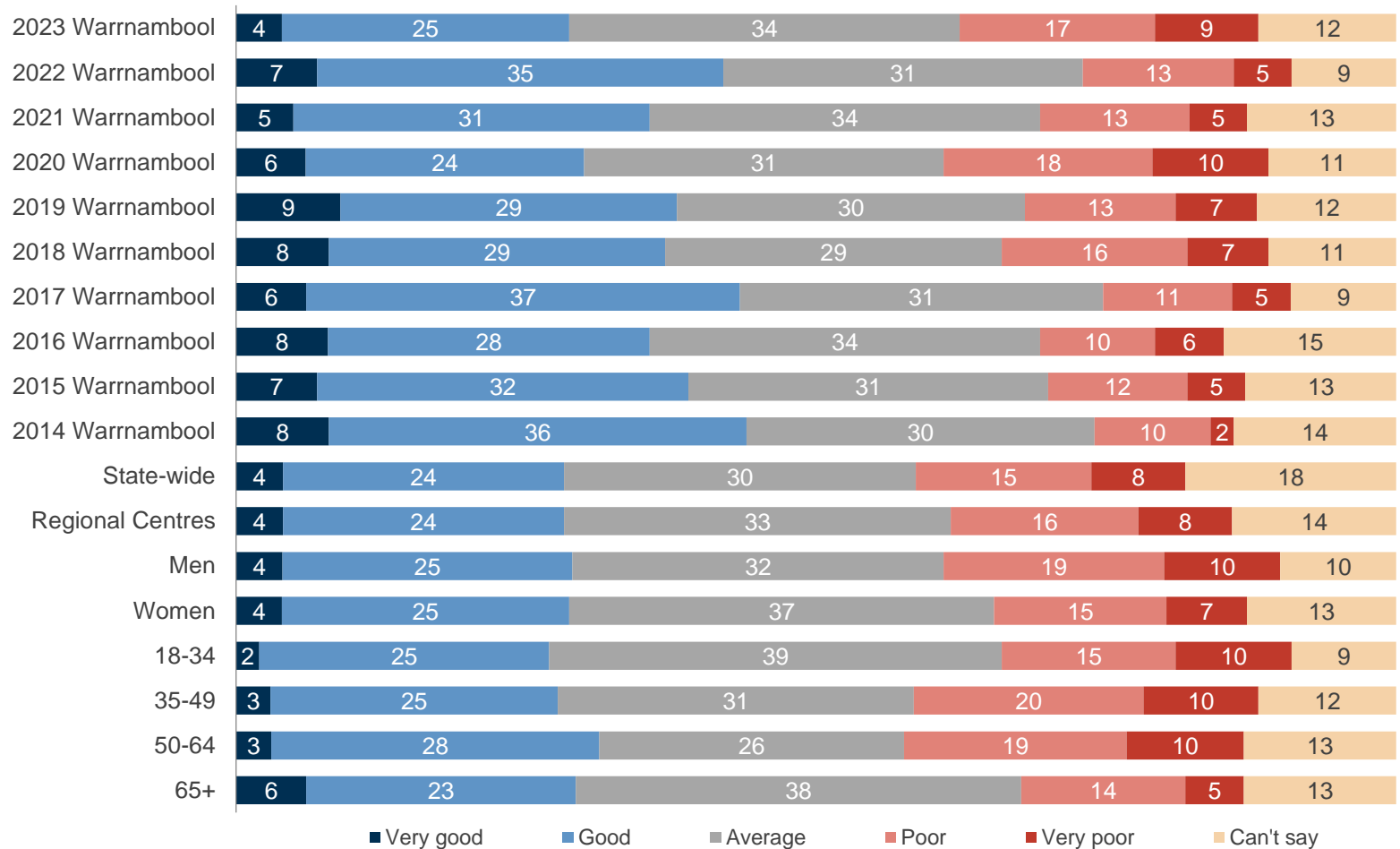
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy performance



2023 town planning performance (%)

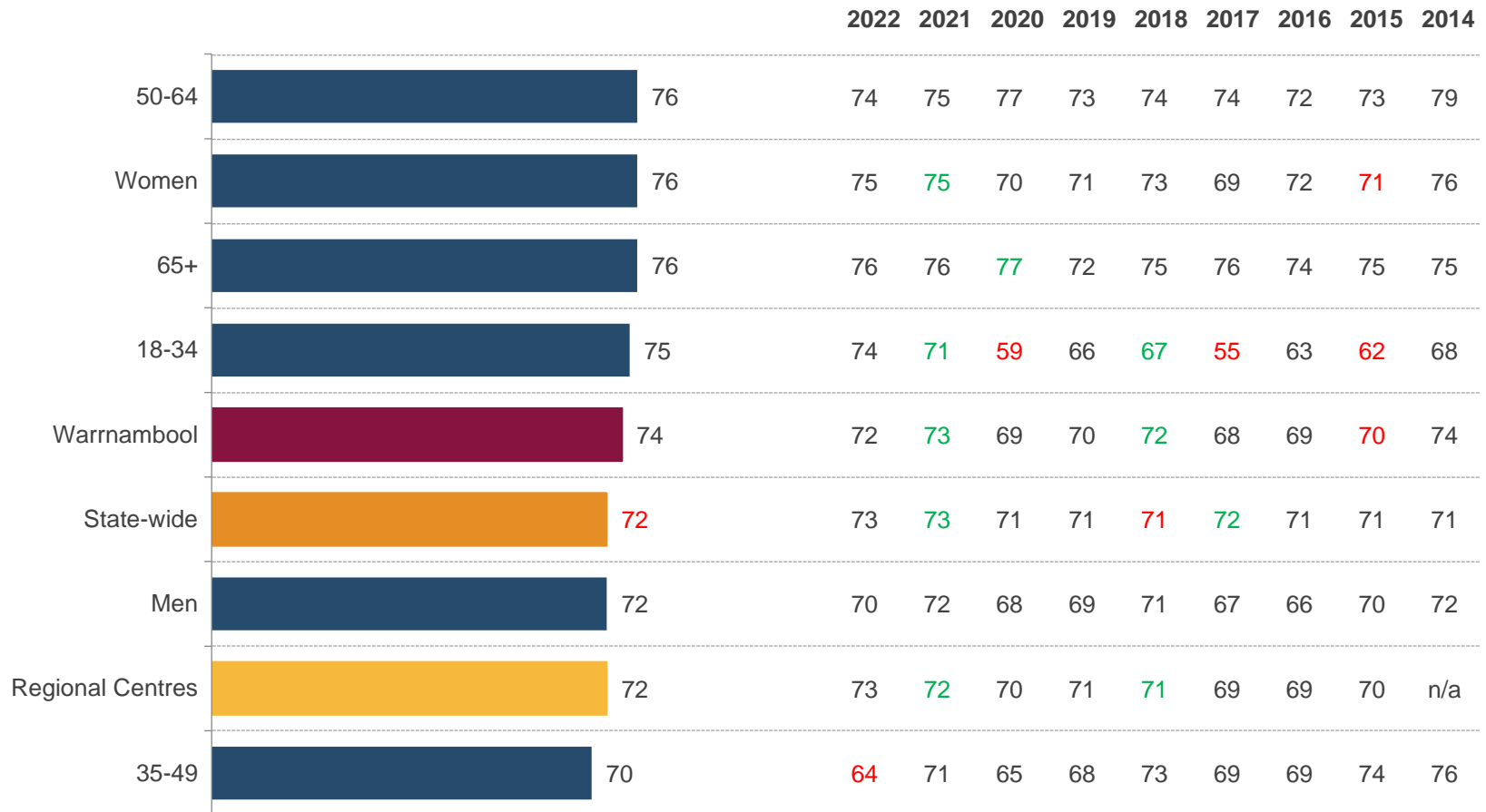




Planning and building permits importance



2023 planning and building permits importance (index scores)



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

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

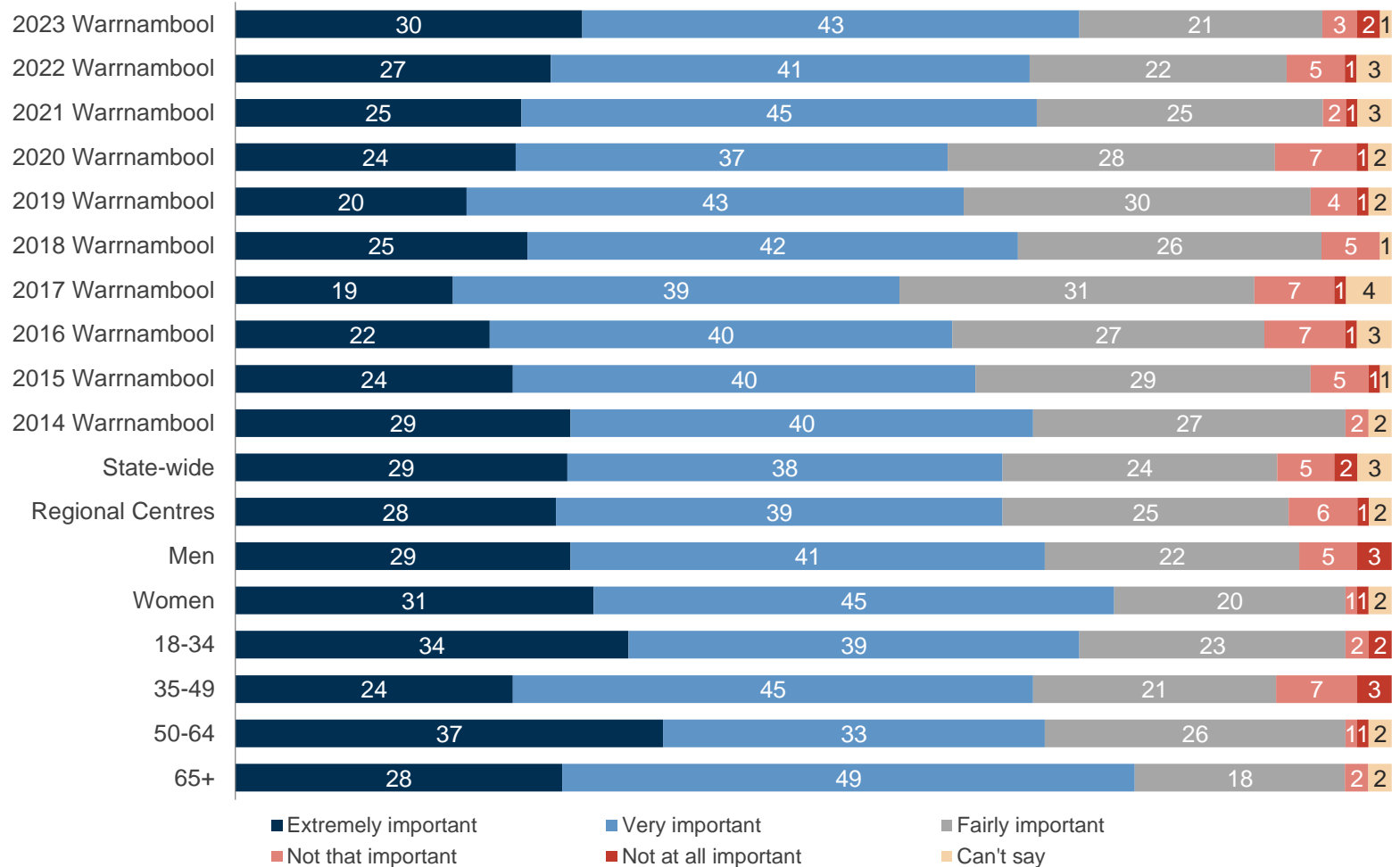
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2023 planning and building permits importance (%)

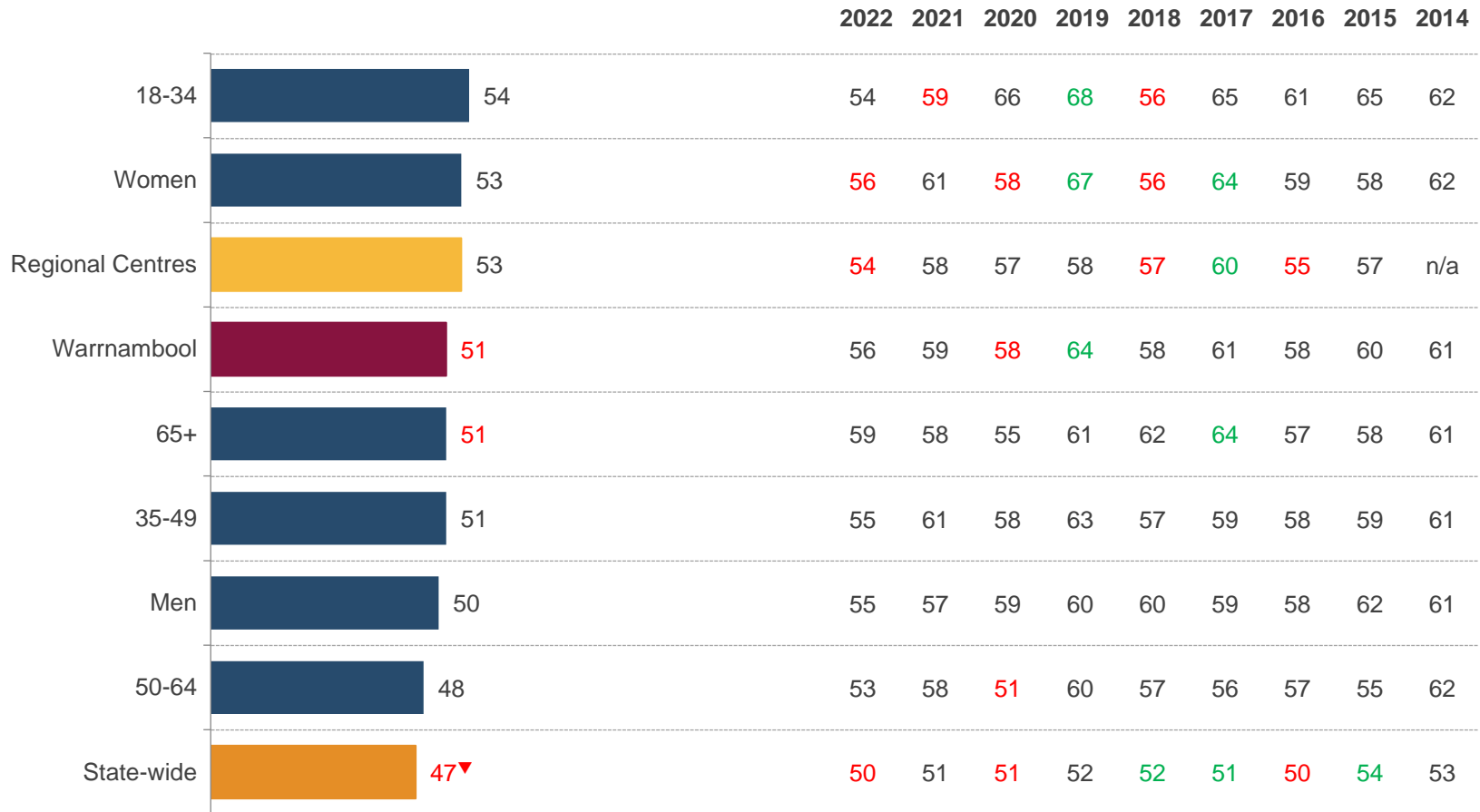




Planning and building permits performance



2023 planning and building permits performance (index scores)



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

Base: All respondents. Councils asked State-wide: 32 Councils asked group: 5

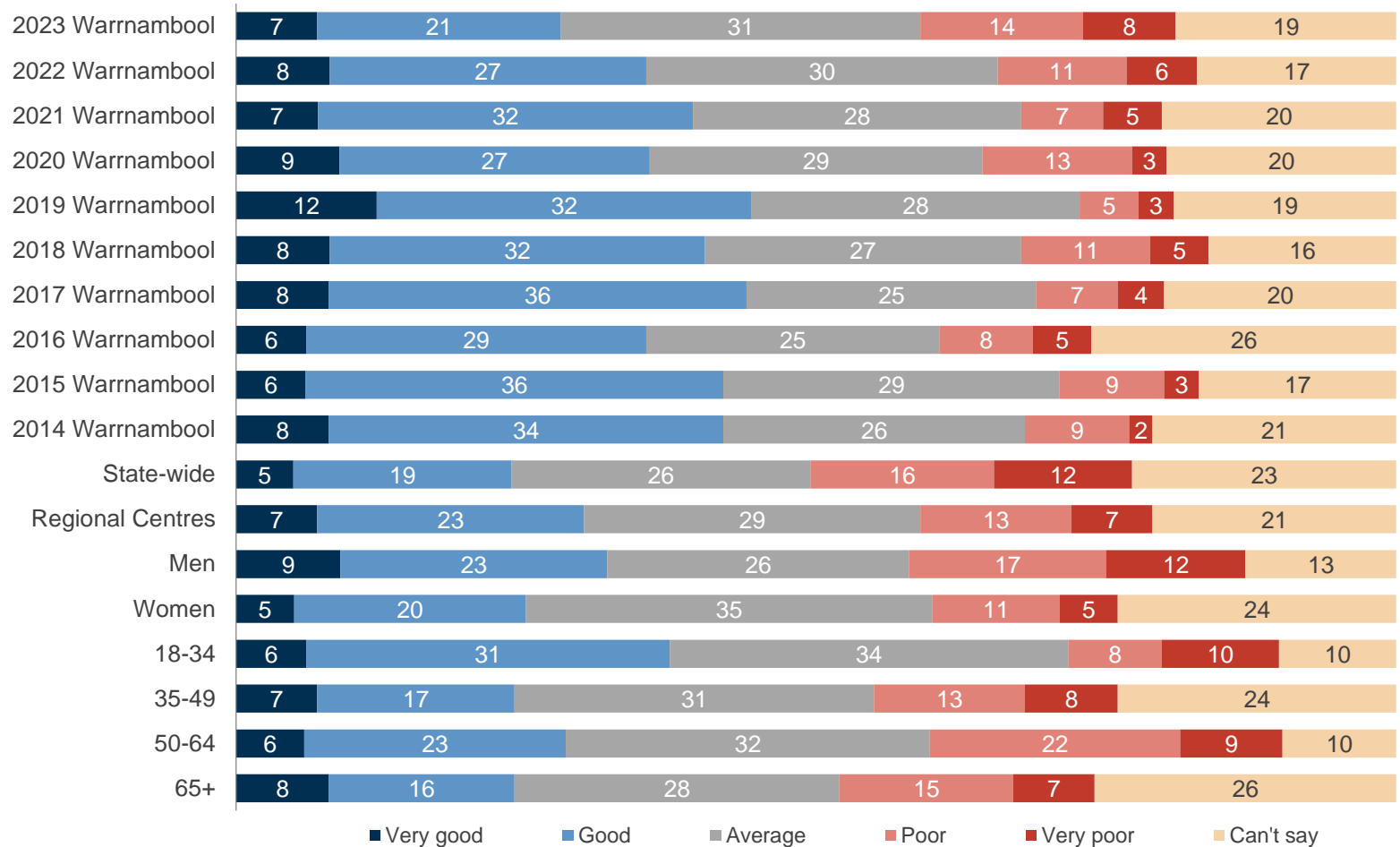
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2023 planning and building permits performance (%)

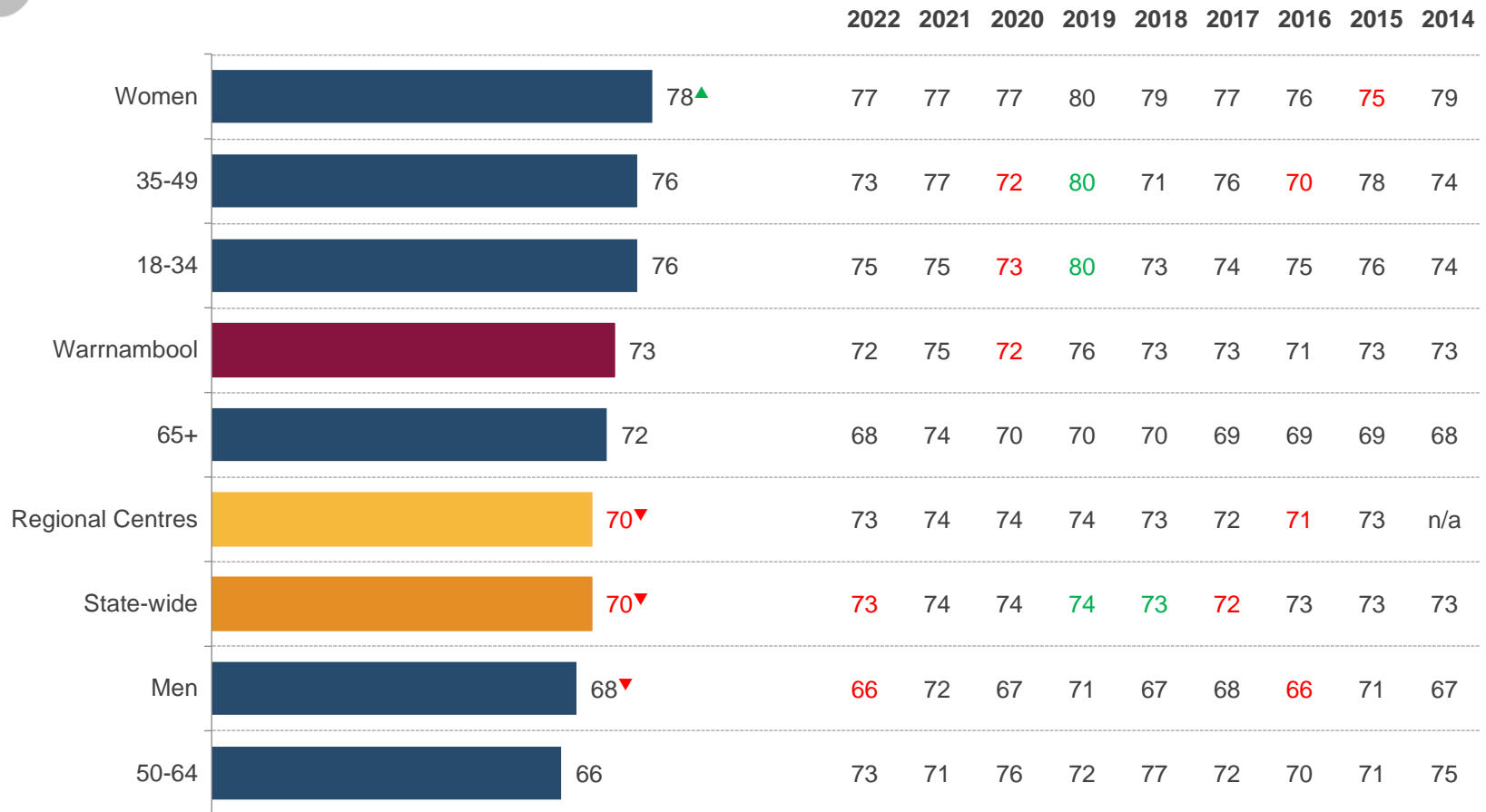




Environmental sustainability importance



2023 environmental sustainability importance (index scores)



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

Base: All respondents. Councils asked State-wide: 28 Councils asked group: 5

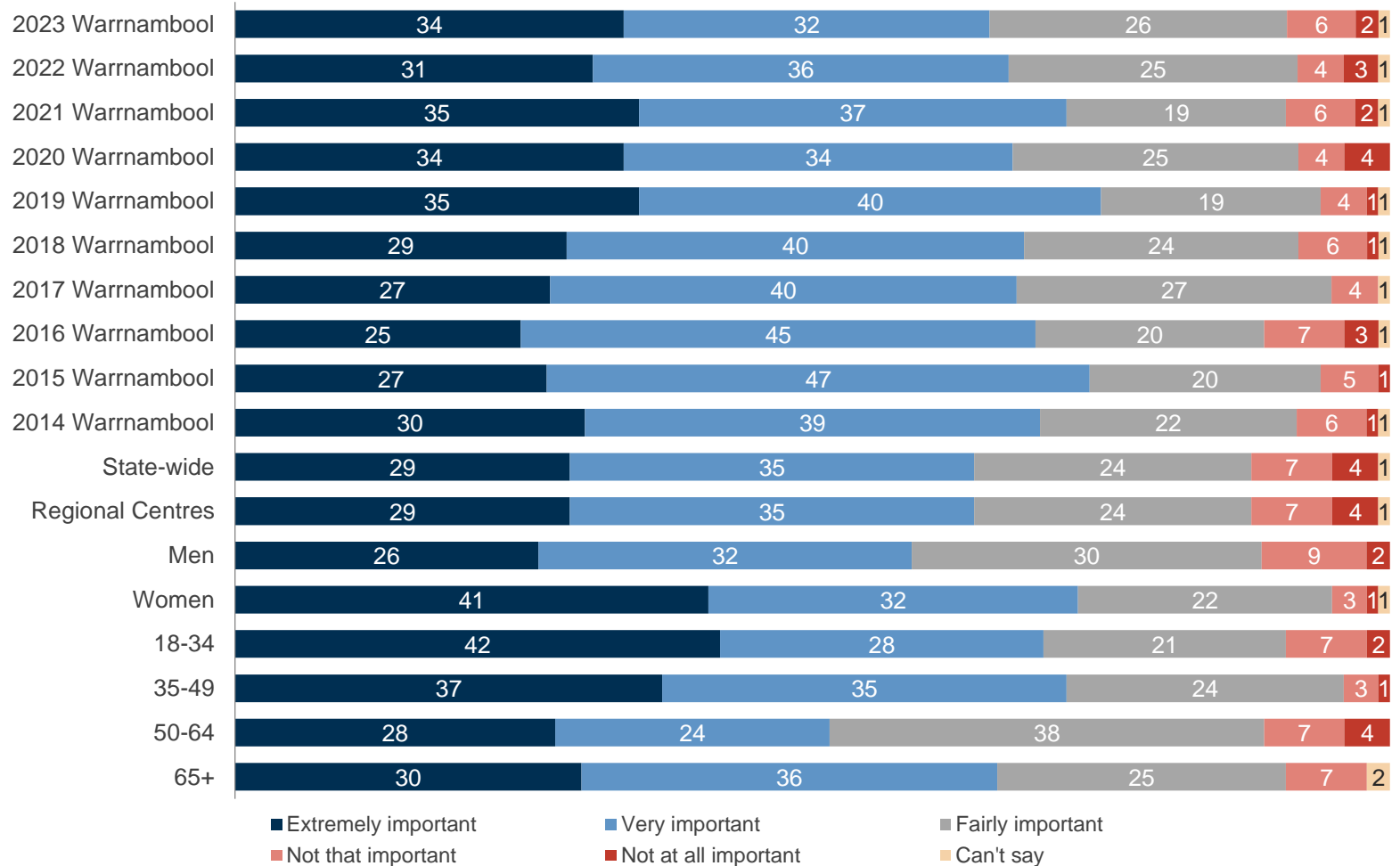
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2023 environmental sustainability importance (%)





Environmental sustainability performance



2023 environmental sustainability performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
65+	63	67	66	64	66	63	66	63	64	68
35-49	63	61	64	60	59	61	68	63	65	67
Women	62	67	63	60	63	63	60	62	65	67
Regional Centres	61	62	62	61	63	64	65	63	63	n/a
Warrnambool	61	66	62	61	61	62	63	63	65	67
State-wide	60	61	62	60	62	63	64	63	64	64
Men	60	65	61	62	59	61	66	63	65	66
18-34	58	68	57	61	61	64	61	65	67	68
50-64	58	66	63	57	58	60	59	58	62	63

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

Base: All respondents. Councils asked State-wide: 39 Councils asked group: 6

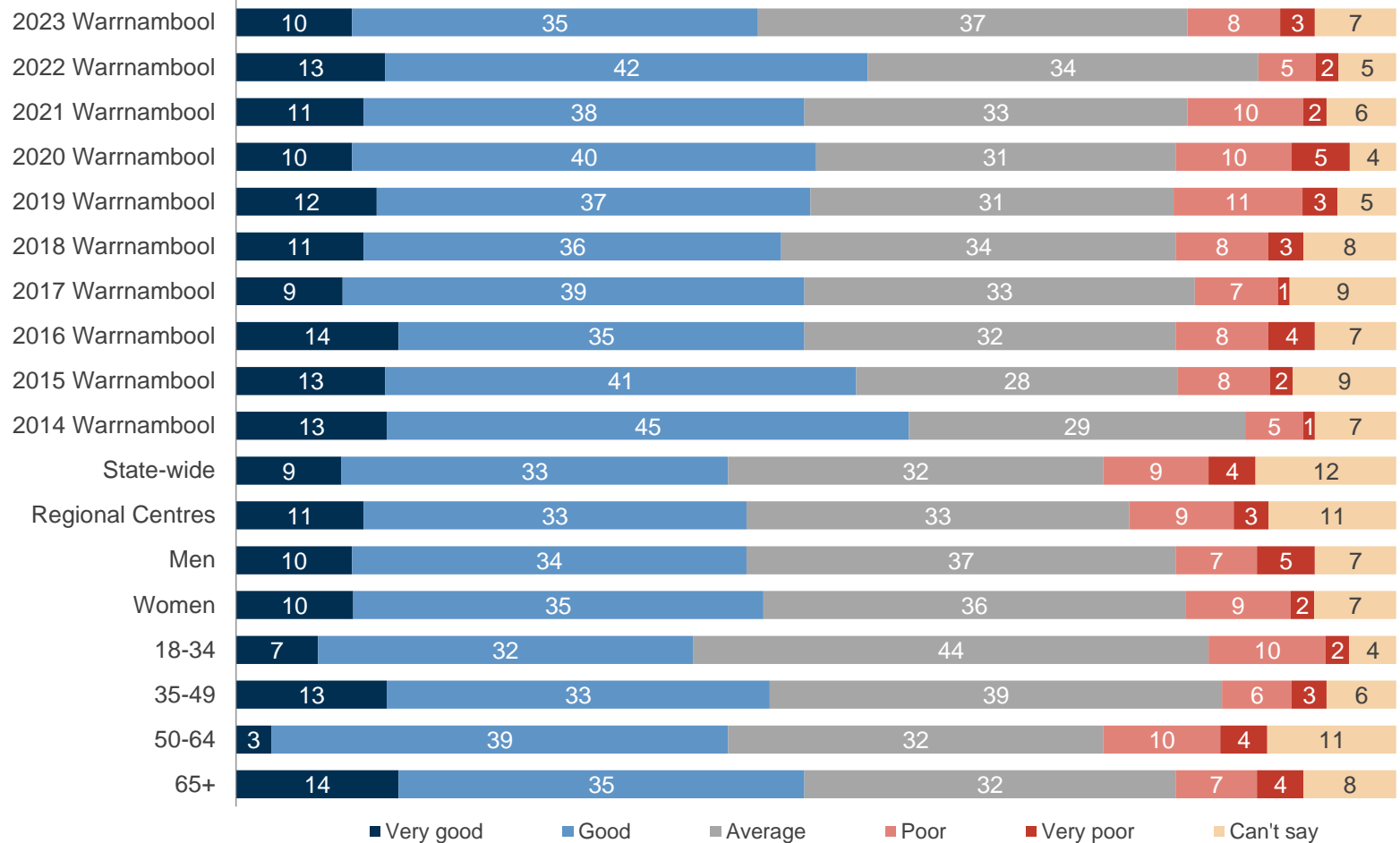
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2023 environmental sustainability performance (%)

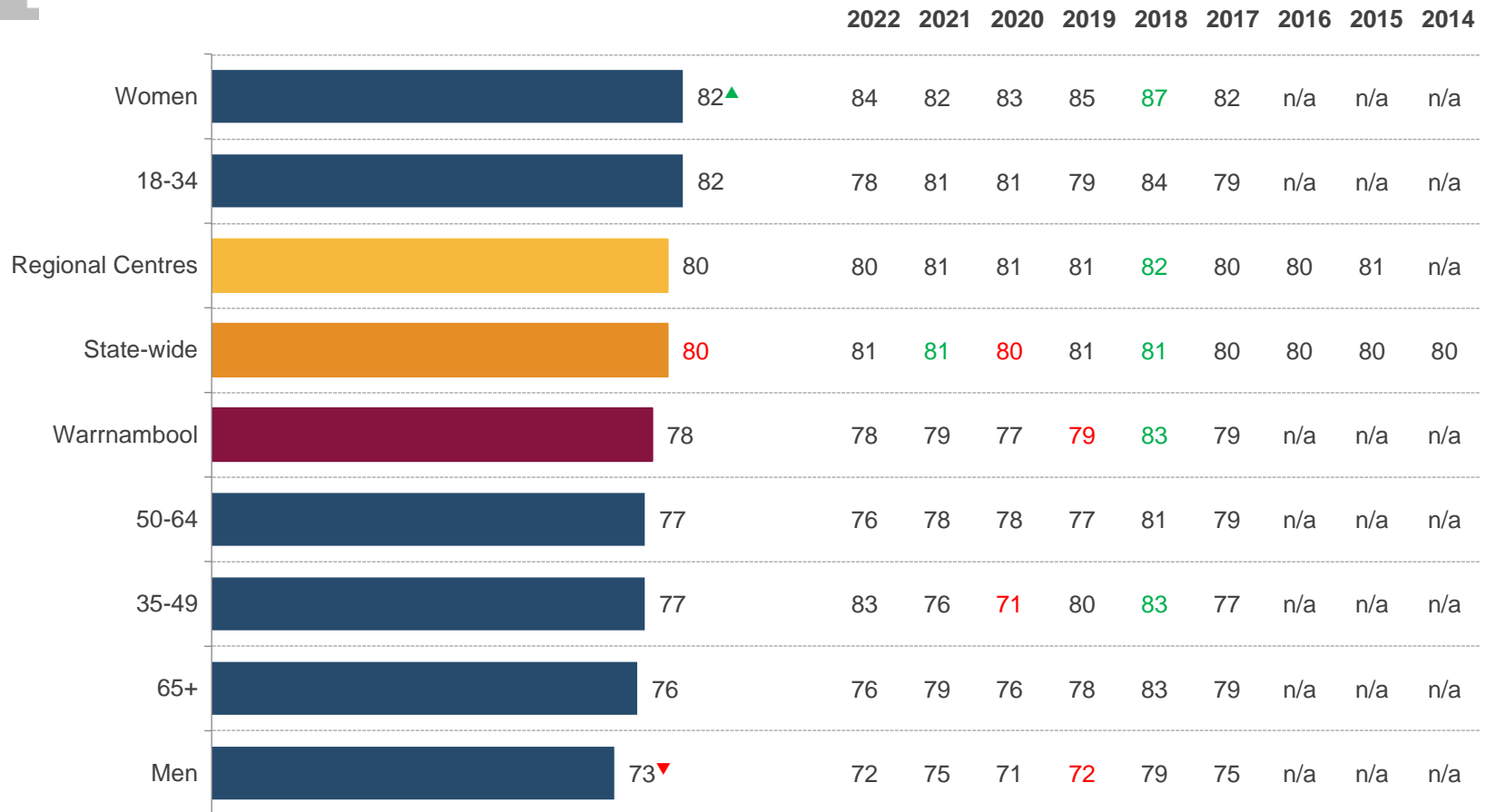




Emergency and disaster management importance



2023 emergency and disaster management importance (index scores)



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

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

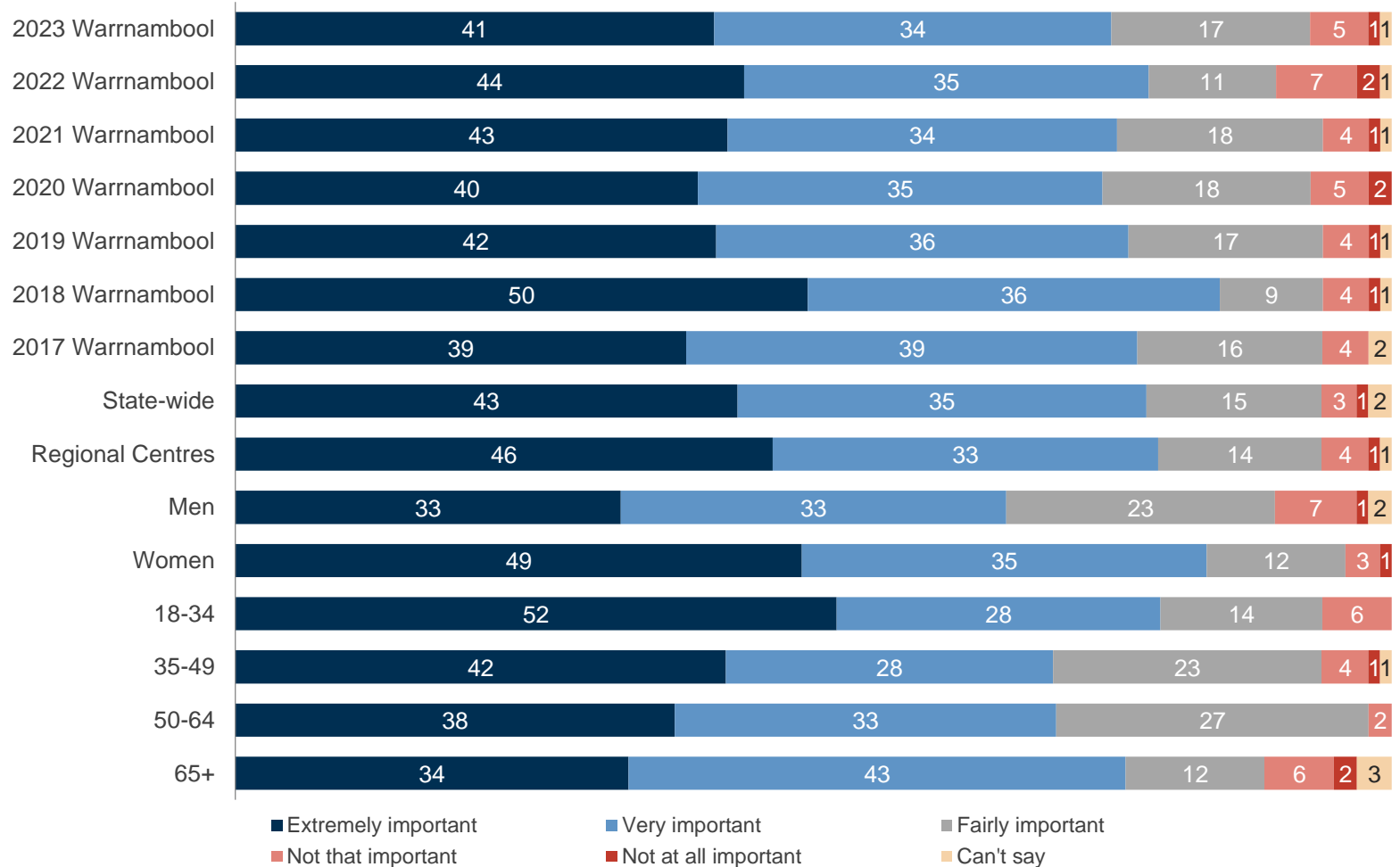
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management importance



2023 emergency and disaster management importance (%)





Emergency and disaster management performance



2023 emergency and disaster management performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
Women	68	73	71	66	78	79	73	72	73	75
50-64	68	68	68	65	74	71	70	69	68	71
65+	66	71	72	71	75	73	76	73	71	75
Warrnambool	66	71	70	67	74	75	73	70	72	74
35-49	66	73	67	67	75	79	72	66	71	71
18-34	65	70	72	64	73	78	73	69	76	77
Regional Centres	65	67	72	70	75	73	70	68	68	n/a
State-wide	65	66	71	68	72	71	70	69	70	71
Men	65	69	70	68	70	71	73	67	72	72

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

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 4

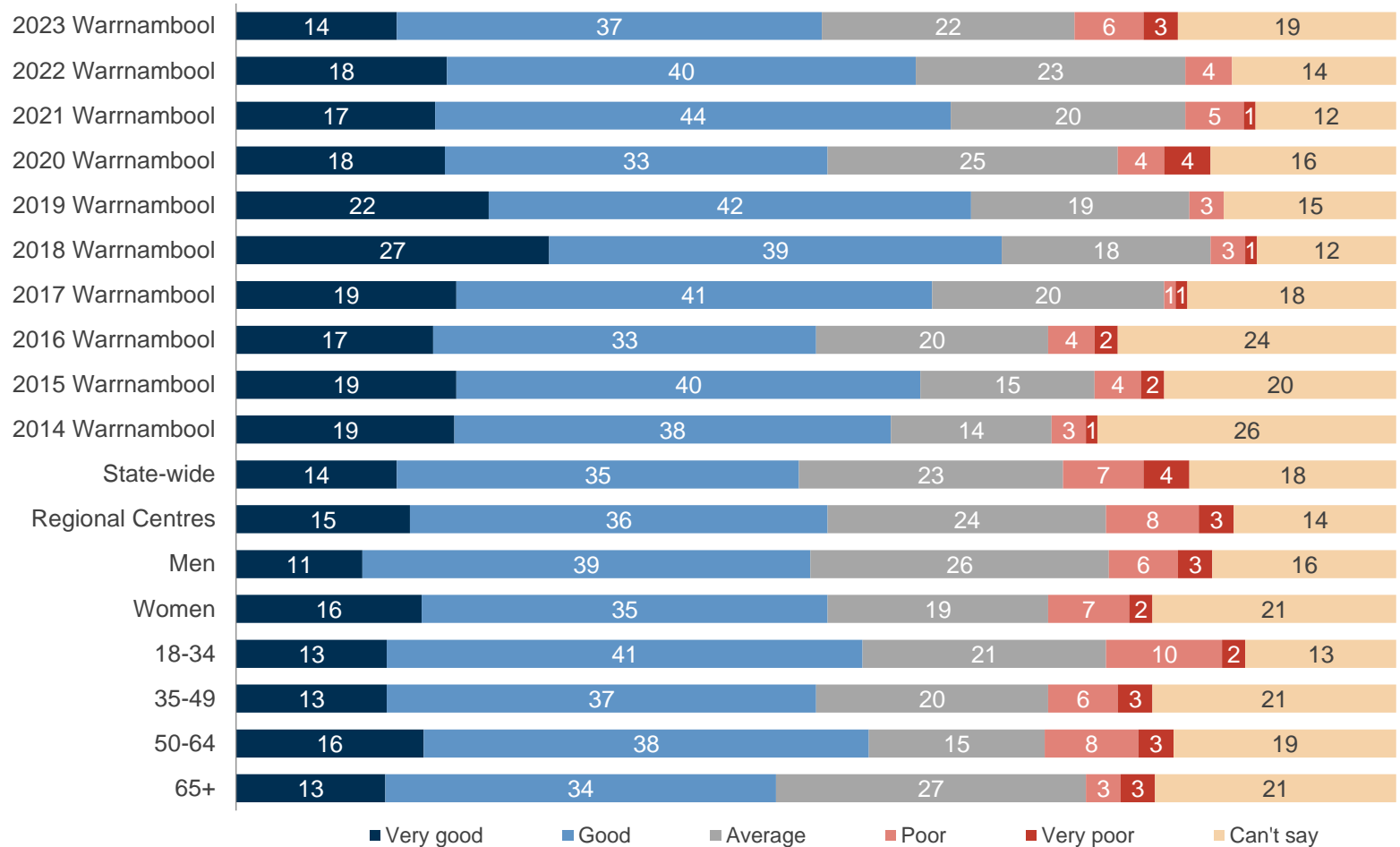
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management performance



2023 emergency and disaster management performance (%)

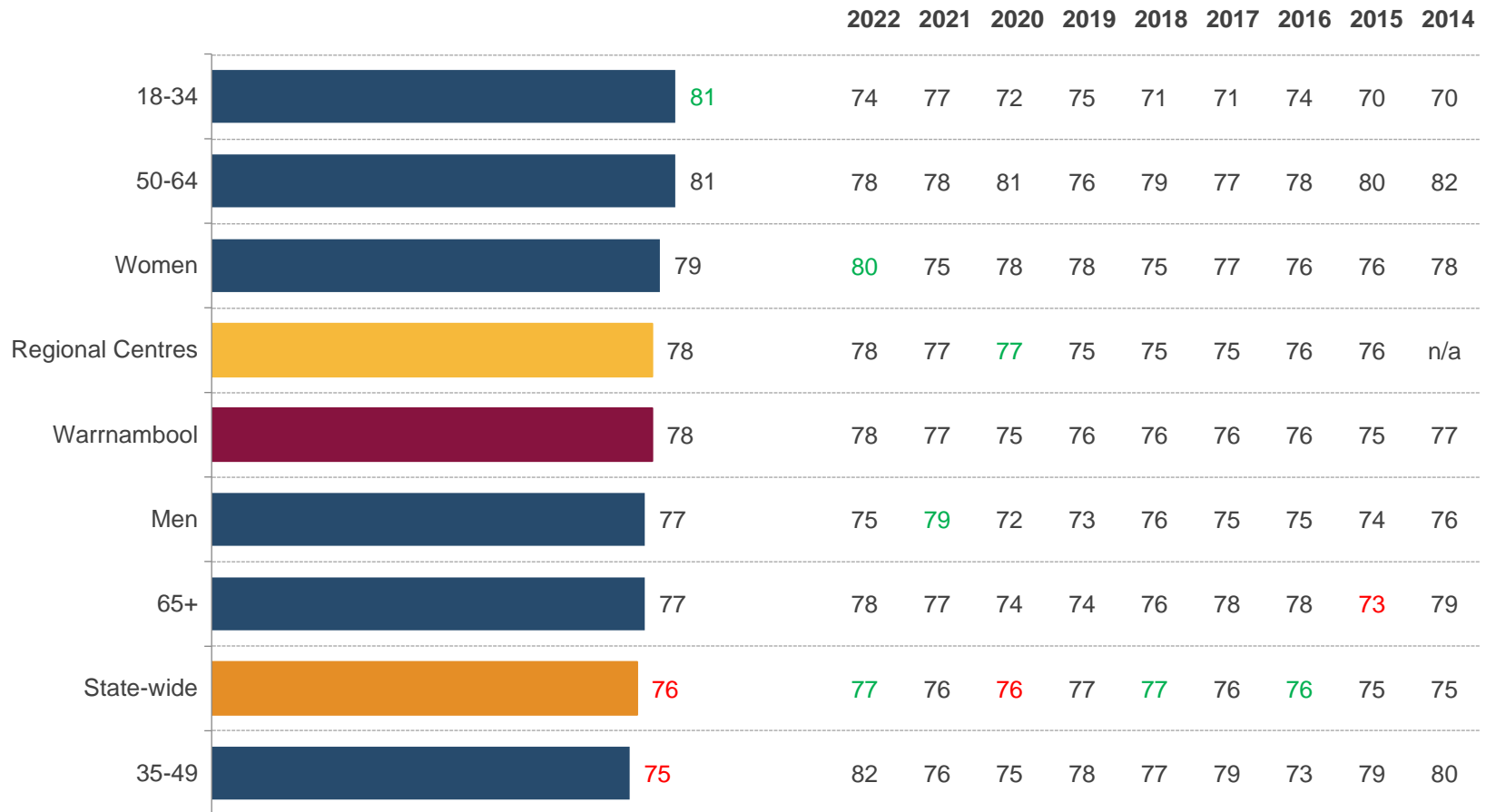




Planning for population growth in the area importance



2023 population growth importance (index scores)



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

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

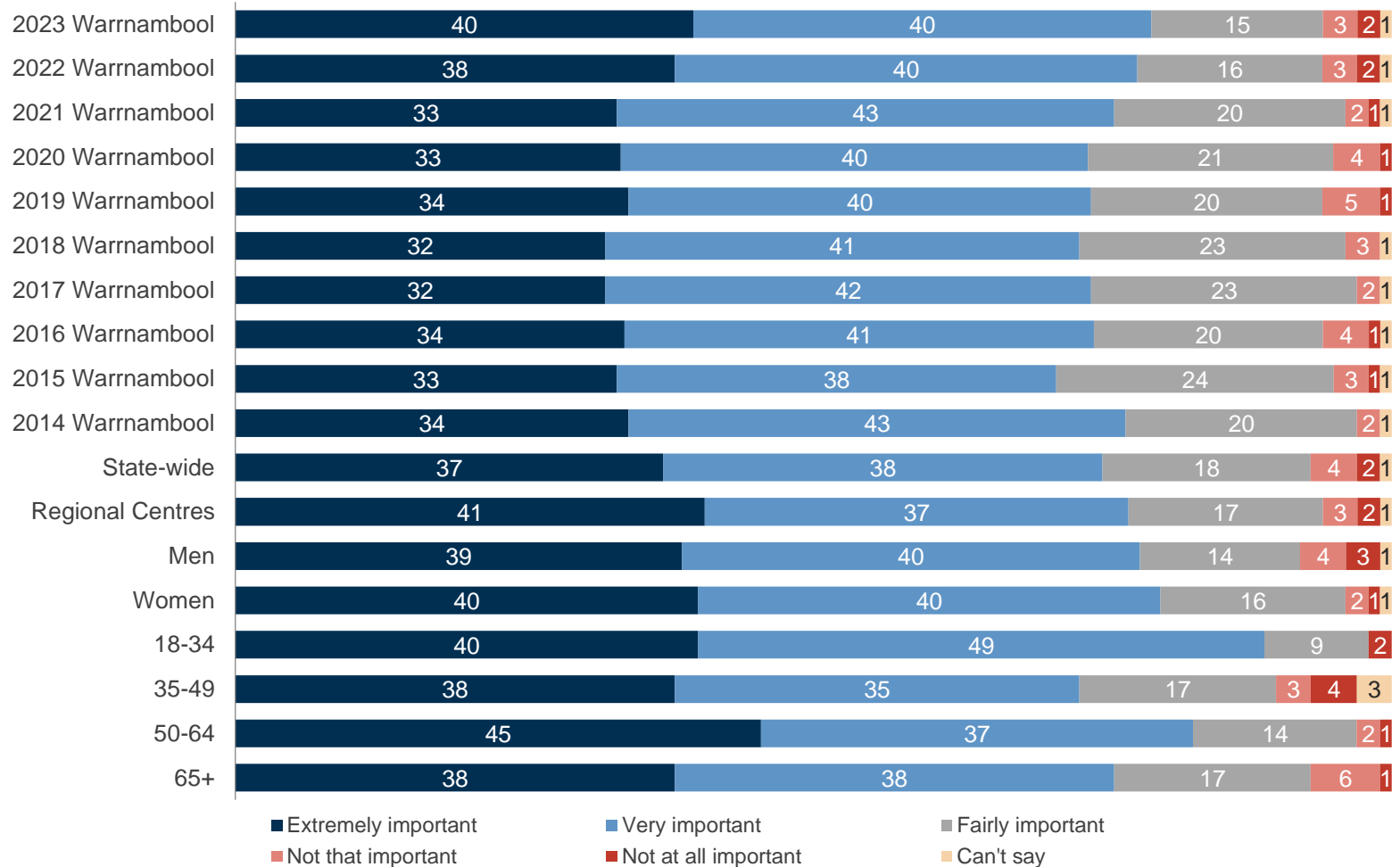
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area importance



2023 population growth importance (%)





Planning for population growth in the area performance



2023 population growth performance (index scores)

		2022	2021	2020	2019	2018	2017	2016	2015	2014
18-34	59	57	59	57	69	66	73	71	70	71
65+	59	62	63	58	66	63	69	63	65	70
Women	57	58	62	53	65	62	65	64	65	67
Warrnambool	57	59	60	57	64	63	67	66	64	66
Men	57	61	58	61	64	63	69	68	64	66
Regional Centres	56	58	59	57	62	62	62	59	61	n/a
35-49	54	58	54	58	60	60	62	63	60	64
50-64	54	61	61	53	62	62	62	65	59	59
State-wide	48▼	52	53	51	52	52	52	51	54	54

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

Base: All respondents. Councils asked State-wide: 20 Councils asked group: 4

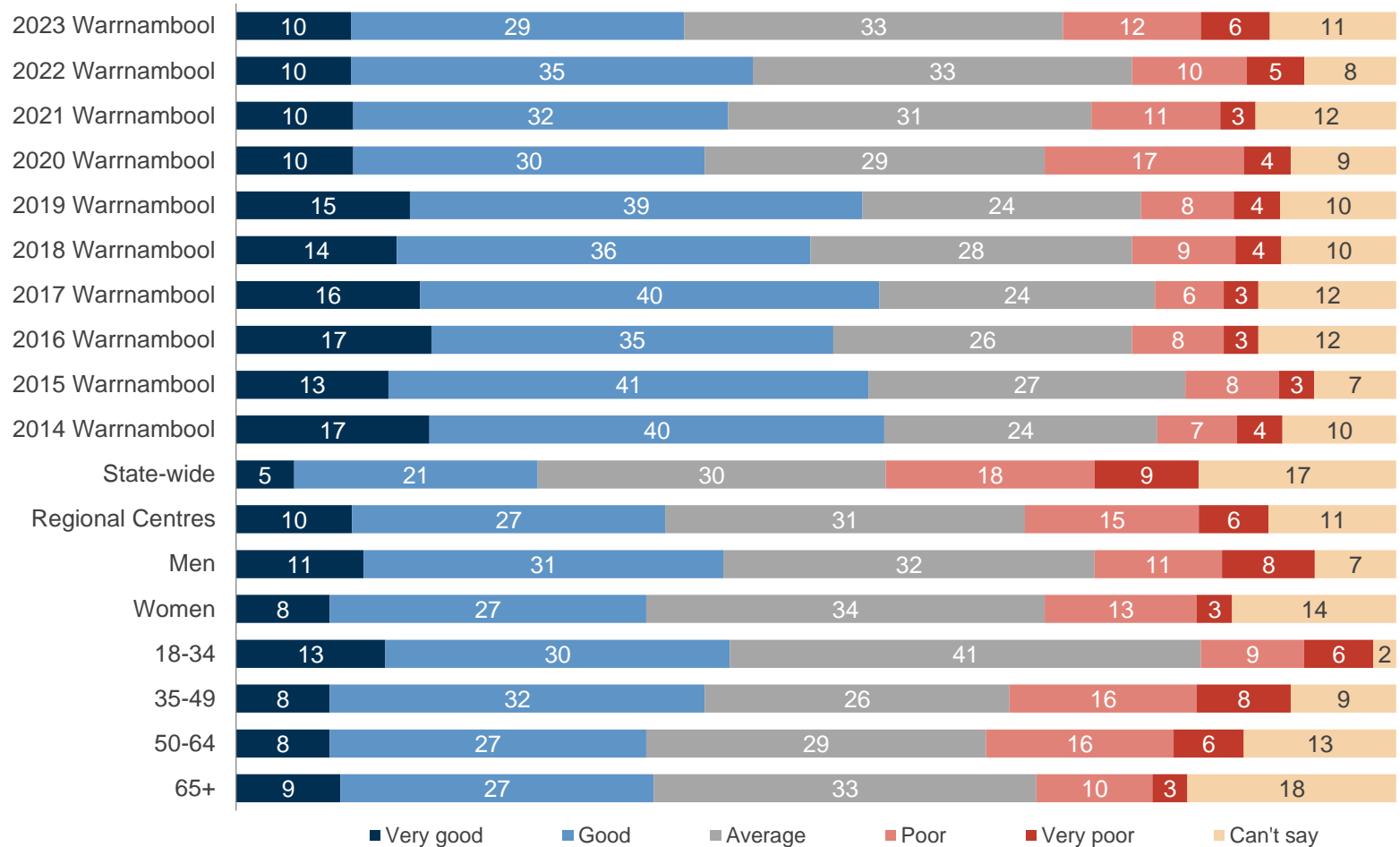
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area performance



2023 population growth performance (%)

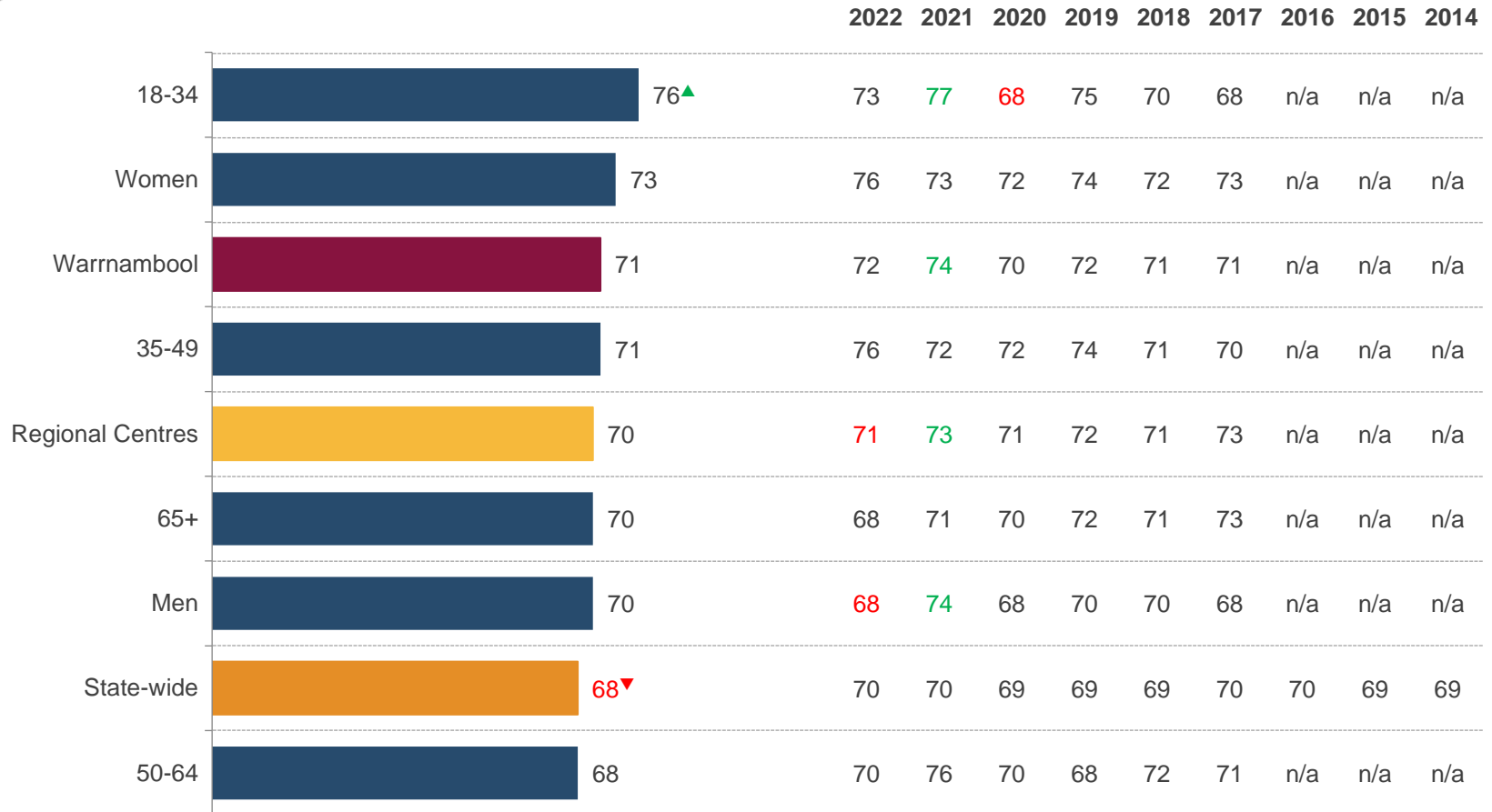




Business and community development importance



2023 business/community development importance (index scores)



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

Base: All respondents. Councils asked State-wide: 9 Councils asked group: 3

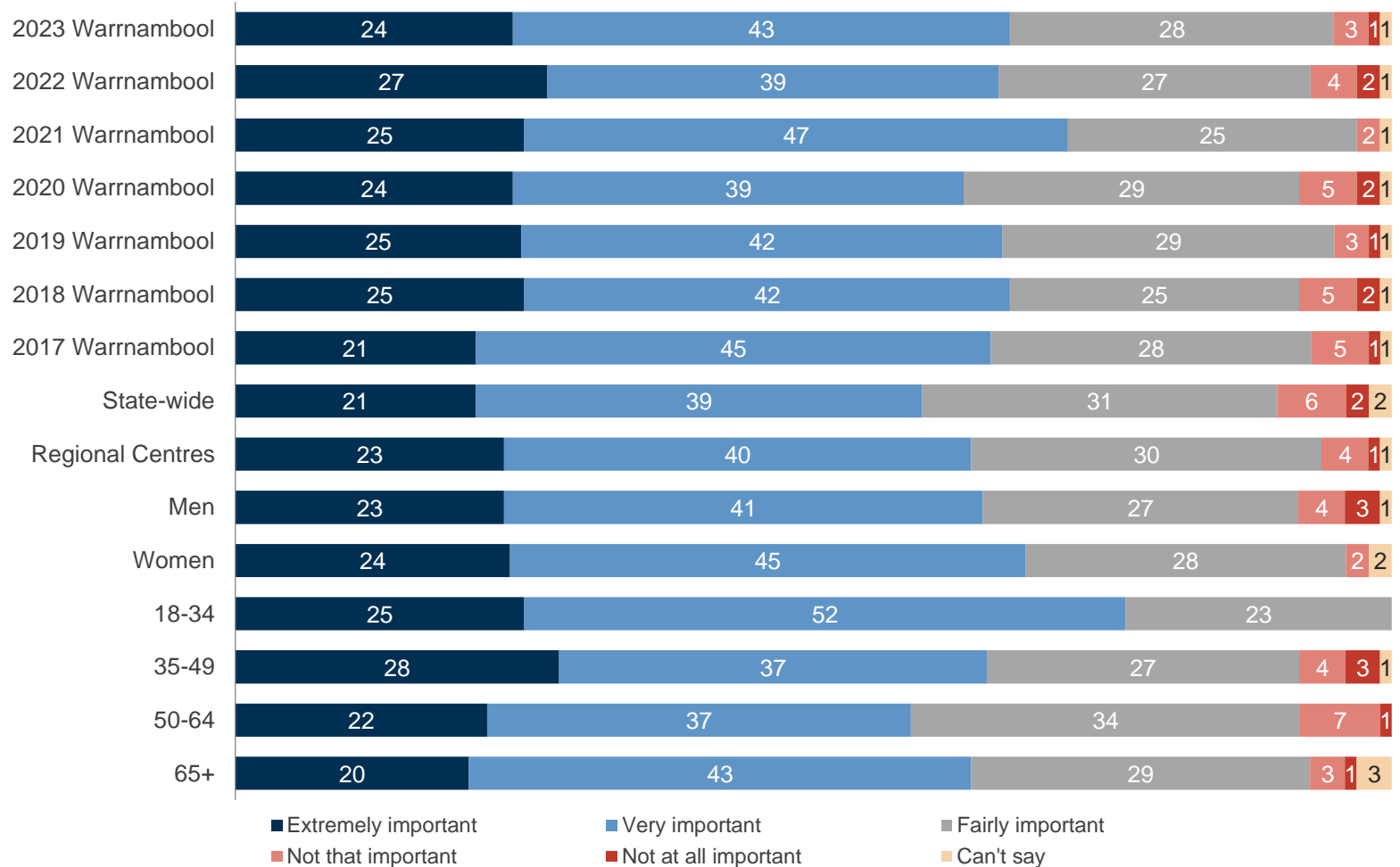
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2023 business/community development importance (%)

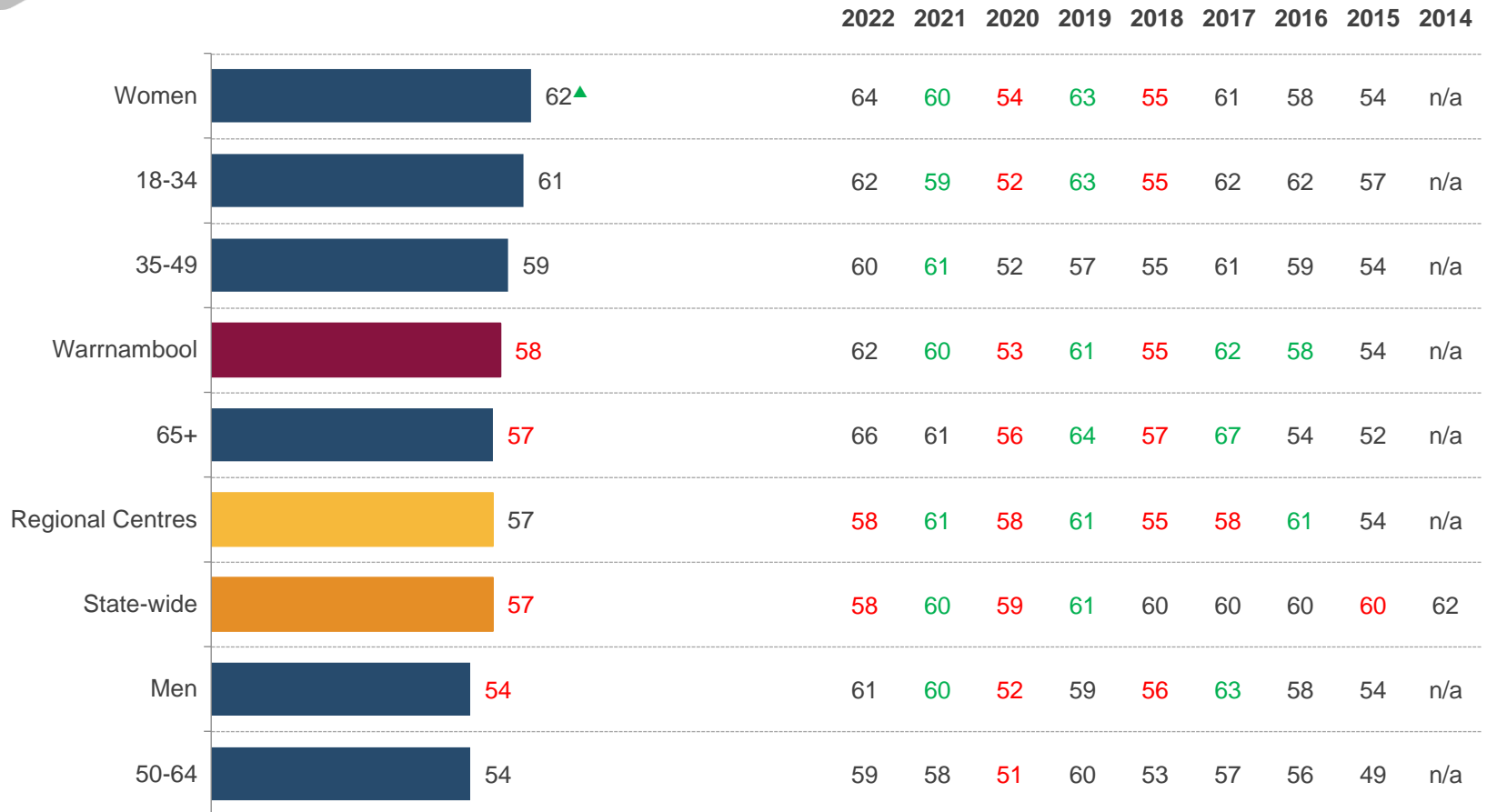




Business and community development performance



2023 business/community development performance (index scores)



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: 4

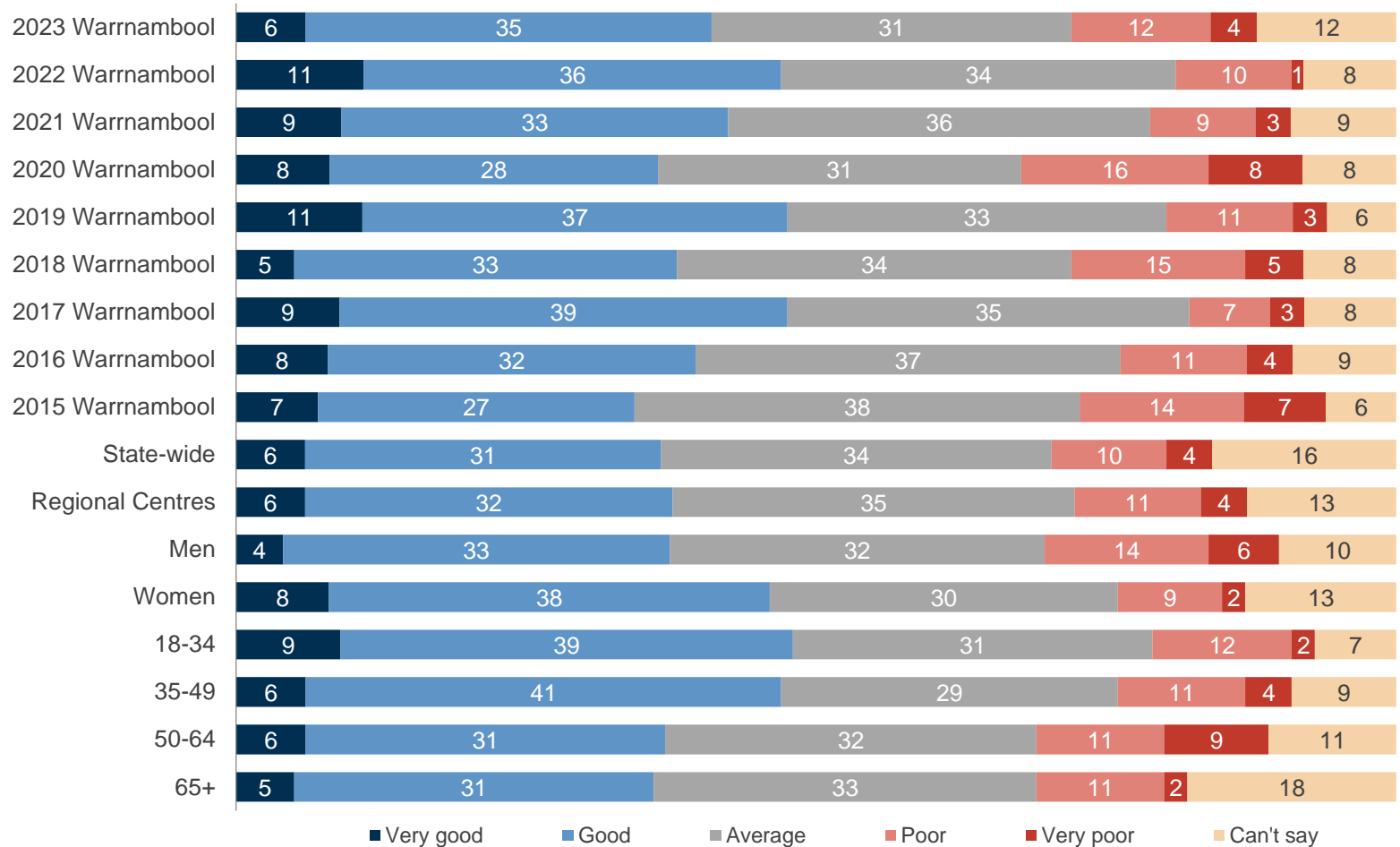
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2023 business/community development performance (%)

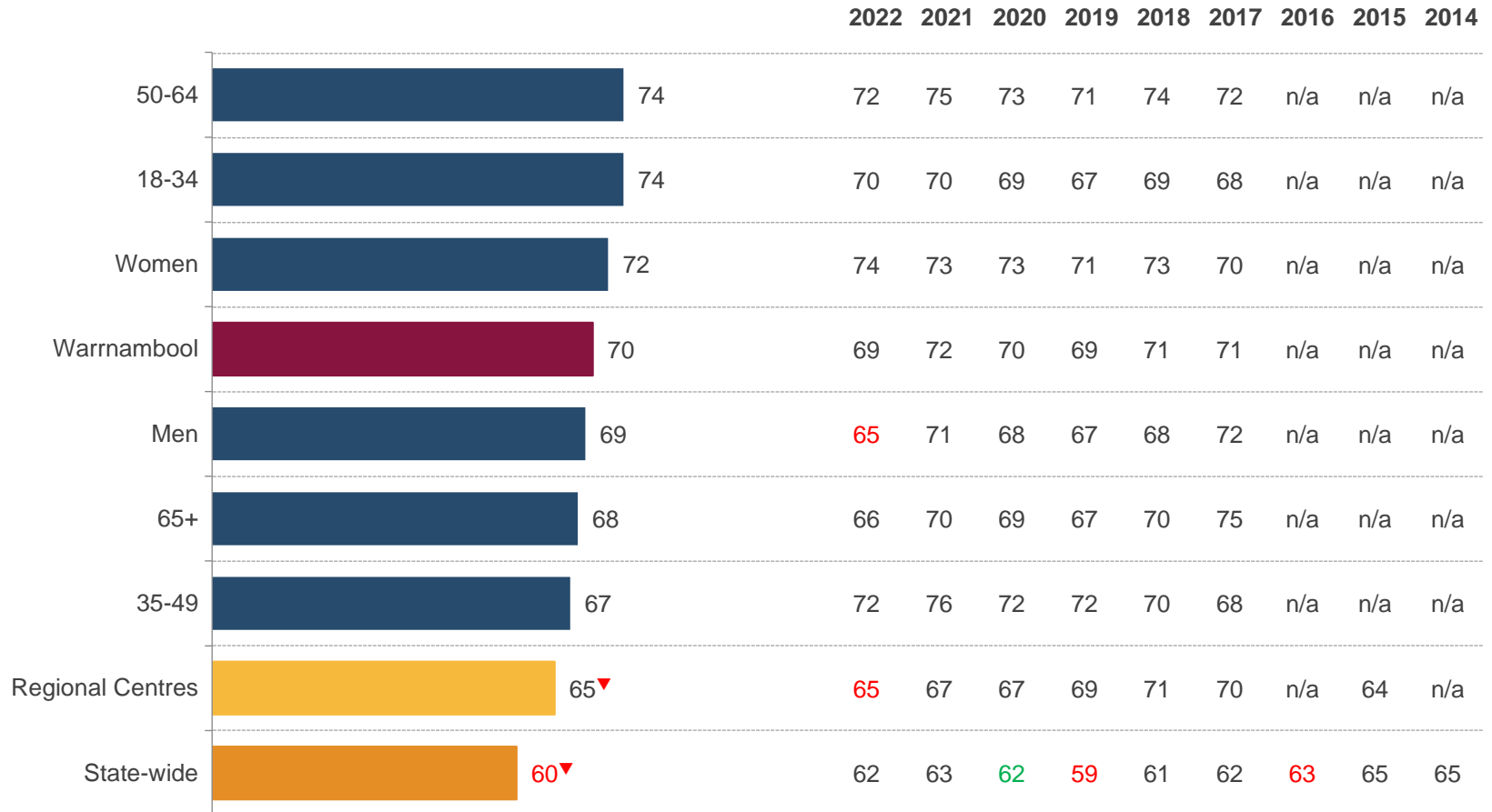




Tourism development importance



2023 tourism development importance (index scores)



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

Base: All respondents. Councils asked State-wide: 8 Councils asked group: 3

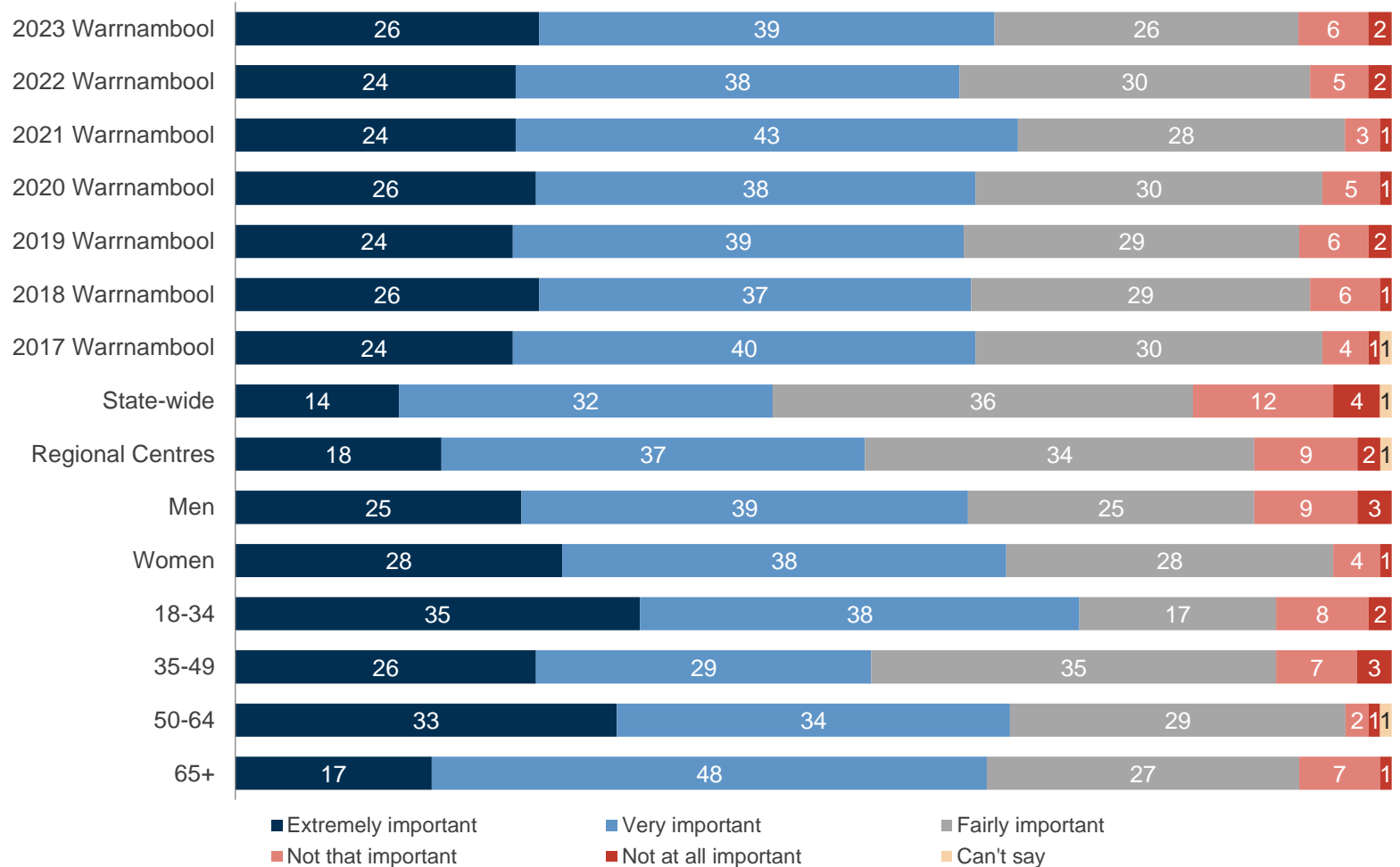
Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2023 tourism development importance (%)



A large, stylized, dark blue 'W' graphic that spans the right side of the page. Inside the 'W', there is a blurred, high-angle photograph of a crowd of people, possibly at a sporting event or festival, wearing various hats and clothing.

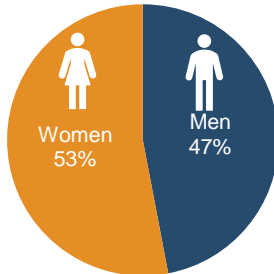
Detailed demographics



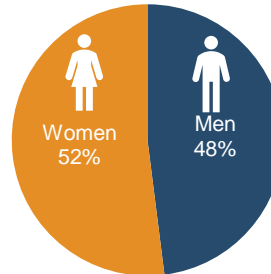
Gender and age profile

2023 gender

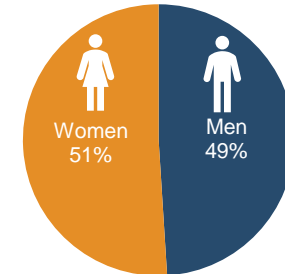
Warrnambool



Regional Centres

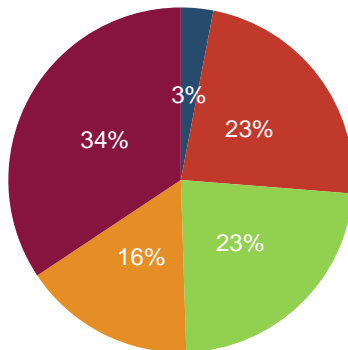


State-wide

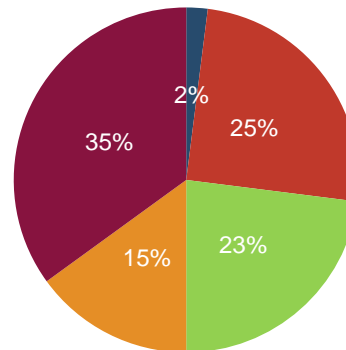


2023 age

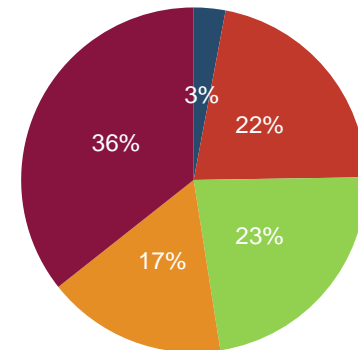
Warrnambool



Regional Centres



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

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

Base: All respondents. Councils asked State-wide: 66 Councils asked group: 9

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



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



Appendix A: Index Scores

Index Scores

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

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

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

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

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



Appendix A: Margins of error

The sample size for the 2023 State-wide Local Government Community Satisfaction Survey for Warrnambool City 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 +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 27,900 people aged 18 years or over for Warrnambool City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Warrnambool City Council	400	400	+/-4.9
Men	197	189	+/-7.0
Women	203	211	+/-6.9
18-34 years	53	105	+/-13.6
35-49 years	69	92	+/-11.9
50-64 years	89	65	+/-10.4
65+ years	189	138	+/-7.1



Appendix A: Significant difference reporting notation

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

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

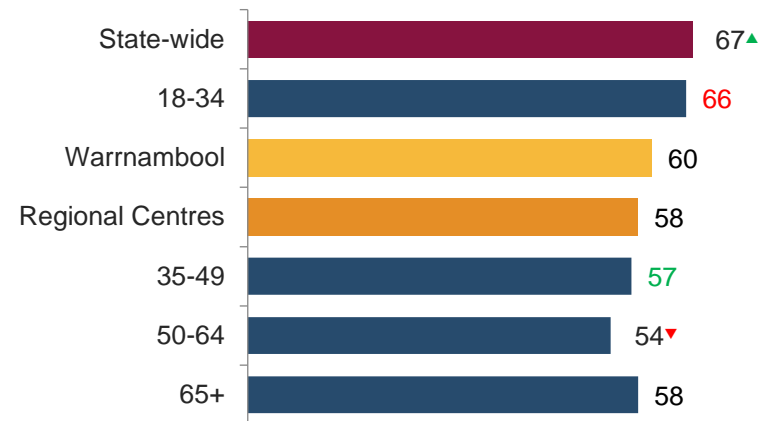
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2022.

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2022.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2022.

**2023 overall performance (index scores)
(example extract only)**





Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



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 2023 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 2023 results are compared with previous years, as detailed below:

- 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.
- 2014, n=401 completed interviews, conducted in the period of 31st January – 11th 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 Warrnambool City Council area.

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

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

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

A total of n=400 completed interviews were achieved in Warrnambool City Council. Survey fieldwork was conducted in the period of 27th January – 19th March, 2023.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2023, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2023 vary slightly.

Council Groups

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

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

Councils participating in the Regional Centres group are:

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

Wherever appropriate, results for Warrnambool City Council for this 2023 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Regional Centres group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



Appendix B: 2012 survey revision

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Warrnambool City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2023 have been made throughout this report as appropriate.



Appendix B:

Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2023 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 2023 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 2023 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: 2023 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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