

A large, stylized letter 'W' in a dark blue color. The interior of the 'W' is filled with a satellite map of the Warrnambool region, showing the coastline, rivers, and city lights at night.

2024 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-fifth year, this survey provides insight into the community's views on:

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

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

Serving Victoria for 25 years

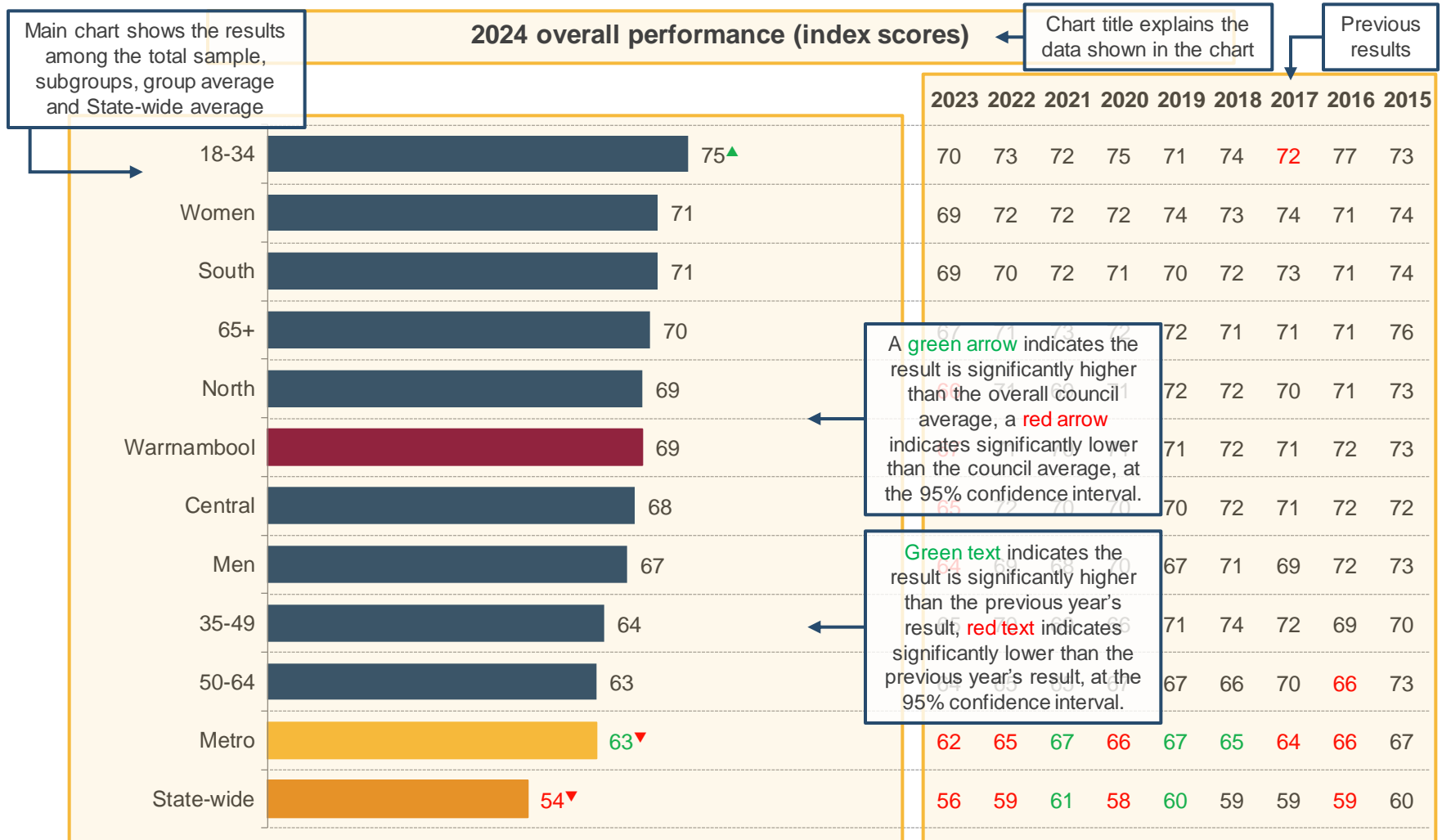
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 25 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide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

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

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



How to read index score charts in this report



Question asked and base size(s)

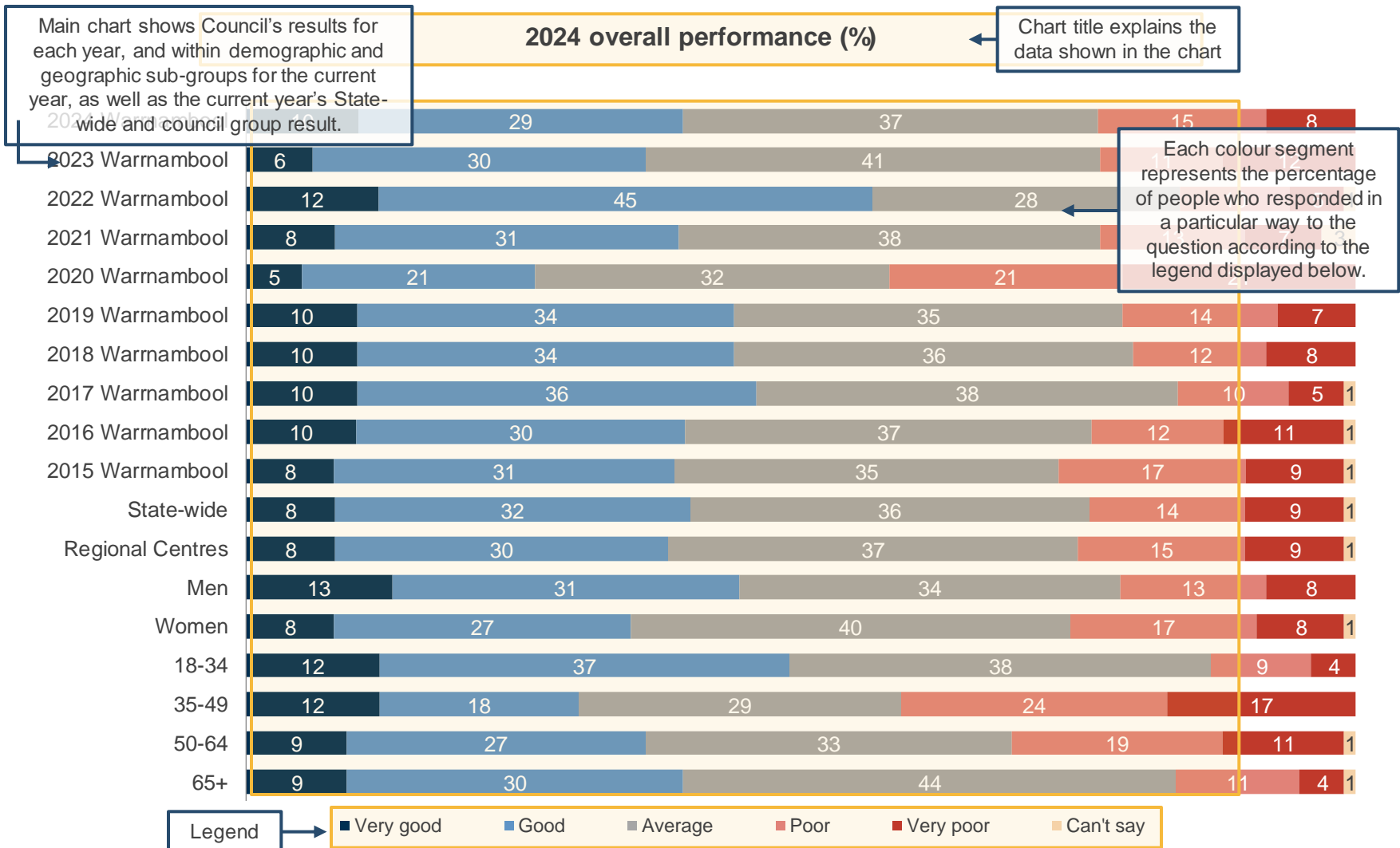
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Warrnambool City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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



How to read stacked bar charts in this report



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

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 dots, resembling a neural network or a complex web, 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.



Warrnambool

55



Regional Centres 54



State-wide 54

Council performance compared to group average

Top 3 performing areas



Art centres & libraries

= on par



Appearance of public areas

= on par



Waste management

▲ higher

Bottom 3 performing areas



Lobbying

▼ lower



Community decisions

= on par



Consultation & engagement

= on par



Customer service

= on par



Summary of core measures

Index scores


Overall
Performance


Value for
money


Community
Consultation

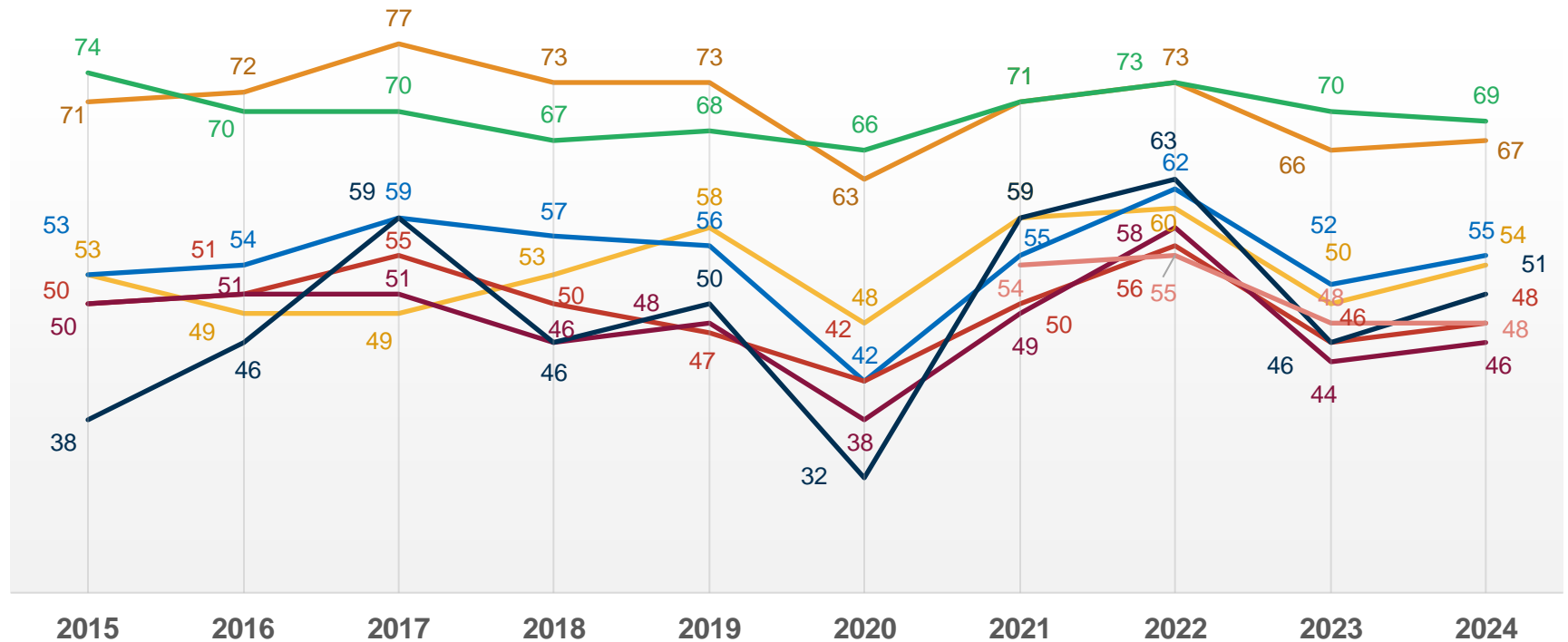

Making
Community
Decisions


Sealed
Local
Roads


Waste
management


Customer
Service

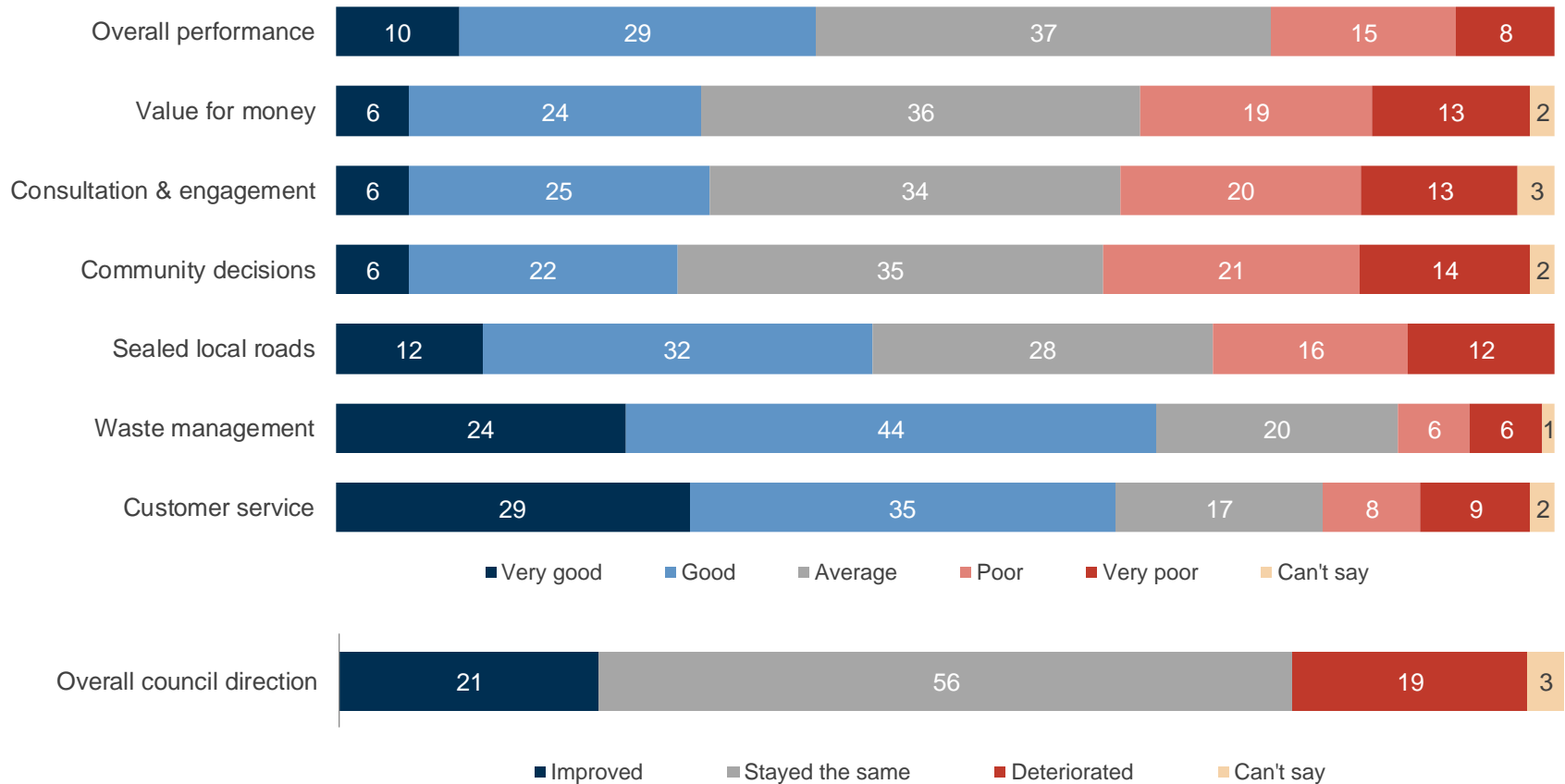

Overall
Council
Direction















Summary of core measures

Core measures summary results (%)















Summary of Warrnambool City Council performance

Services		Warrnambool 2024	Warrnambool 2023	Regional Centres 2024	State-wide 2024	Highest score	Lowest score
	Overall performance	55	52	54	54	18-34 years	35-49 years
	Value for money	48	48	48	48	65+ years	35-49 years
	Overall council direction	51	46	45	45	18-34 years	35-49 years
	Customer service	67	66	68	67	50-64 years	35-49 years
	Art centres & libraries	74	76	75	73	50-64 years, Women	Men, 35-49 years
	Appearance of public areas	71	73	70	68	65+ years	18-34 years
	Waste management	69	70	66	67	65+ years	35-49 years
	Emergency & disaster mngt	65	66	66	65	65+ years	50-64 years
	Community & cultural	64	65	65	66	35-49 years	18-34 years
	Recreational facilities	64	67	69	68	65+ years	18-49 years











Summary of Warrnambool City Council performance

Services		Warrnambool 2024	Warrnambool 2023	Regional Centres 2024	State-wide 2024	Highest score	Lowest score
	Elderly support services	63	59	62	63	65+ years	35-49 years
	Enforcement of local laws	62	66	62	61	50-64 years, 18-34 years	Men, 65+ years
	Bus/community dev./tourism	61	63	59	57	18-34 years	35-49 years
	Family support services	60	63	62	63	65+ years	35-49 years
	Environmental sustainability	60	61	61	60	65+ years	35-49 years
	Business & community dev.	57	58	55	57	65+ years	35-49 years
	Local streets & footpaths	56	55	53	52	65+ years, Men	35-64 years
	Traffic management	56	57	53	53	18-34 years	35-49 years
	Disadvantaged support serv.	55	59	54	58	65+ years	35-49 years
	Parking facilities	55	51	54	54	Men	50-64 years



Summary of Warrnambool City Council performance

Services		Warrnambool 2024	Warrnambool 2023	Regional Centres 2024	State-wide 2024	Highest score	Lowest score
	Sealed local roads	54	50	46	45	65+ years	35-49 years
	Informing the community	52	51	54	56	18-34 years	35-49 years
	Town planning policy	51	50	48	50	65+ years, 18-34 years	50-64 years
	Population growth	51	57	52	47	65+ years	50-64 years
	Planning & building permits	50	51	50	45	18-34 years, 65+ years, Women	35-64 years
	Consultation & engagement	48	46	49	51	65+ years	35-49 years
	Community decisions	46	44	48	50	65+ years	35-49 years
	Lobbying	46	48	50	50	65+ years	35-49 years



Focus areas for the next 12 months

Overview

Perceptions of Council's overall performance, as well as performance on individual service areas stabilised somewhat in the past year, though there are still areas for concern and renewed focus. Council's overall performance rating increased by a couple of index points, but not by enough to recover from the previous year's loss. Ratings for individual service areas are mostly in line with 2023 results, with significant increases occurring on two measures and significant declines occurring on three measures.

Key influences on perceptions of overall performance

Council should focus on improving poorer performing areas that most influence perception of overall performance. This includes improving perceptions that Council makes decisions in the interest of the community and town planning policy. Ensuring residents are kept well informed on key local issues – particularly around planning – can help to improve overall community perceptions of Council. Priority should also be given to consultation and engagement processes, which 27% of residents identify as in need of improvement.

Comparison to state and area grouping

Council performs in line with Regional Centres group averages and average ratings for councils State-wide on a majority of service areas evaluated. It performs significantly higher than the group average for its performance on waste management, the condition of local streets and footpaths, and sealed local roads. Council's ratings trail Regional Centres group averages in the areas of lobbying and recreational facilities.

A need to abate declines and rebuild

Results in most areas remain lower than 2022 levels. Council should seek to maintain and rebuild on its performance across service areas, with a particular focus on residents aged 35 to 49 years who rate Council significantly lower than the Council average on a number of measures. Performance ratings improved significantly in two areas this past year – elderly support services and parking facilities. This is a positive result for Council; it should endeavor to maintain gains in these areas over the coming year.

DETAILED FINDINGS



Overall performance



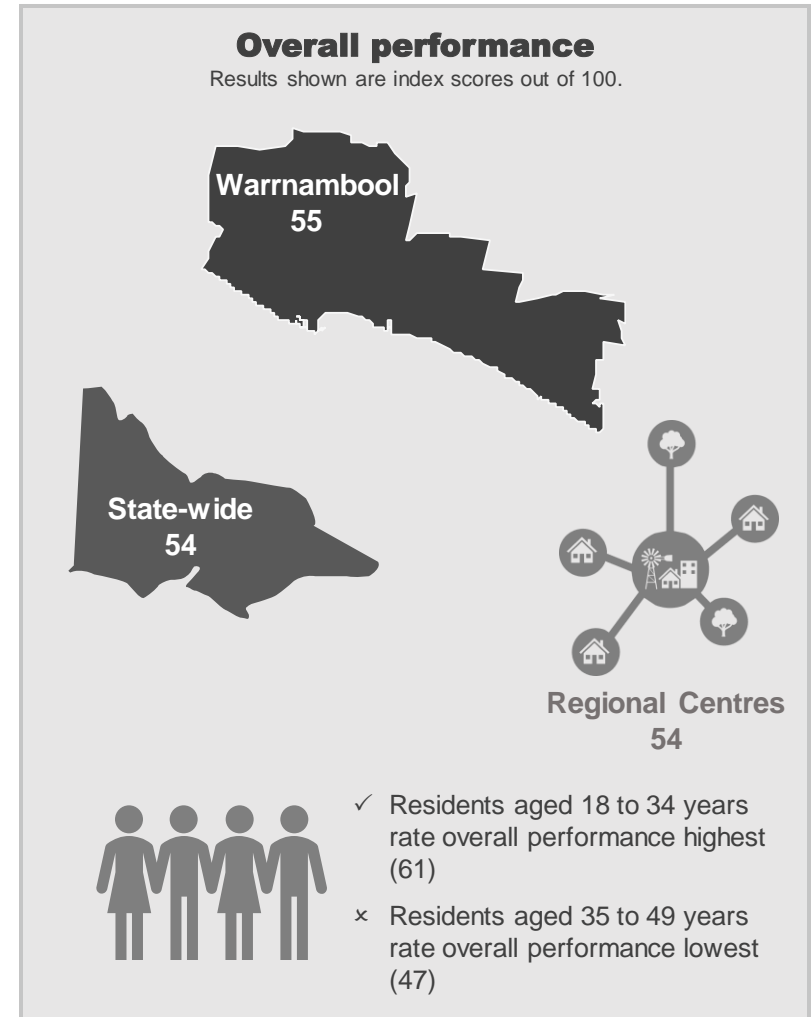
Overall performance

Warrnambool City Council's overall performance rating stabilised in 2024 (index score of 55) after declining significantly in 2023 (down to 52 from 62 in 2022). Overall performance ratings have fluctuated over the past decade, but ratings have hovered around 55 index points (plus or minus a few points) for seven out of the last 10 years.

Council's overall performance is rated statistically similar (at the 95% confidence interval) to the Regional Centres group and State-wide averages (index score of 54 for each).

- Perceptions of overall performance increased significantly among residents aged 18 to 34 years (index score of 61, up 12 points) and men (57, up seven points) from 2023. The former rates overall performance significantly higher than the average.
- Conversely, residents aged 35 to 49 years (index score of 47, down six from 2023) rate overall performance significantly lower than the average. Perceptions have not dipped as low among this and other groups however, as they did in 2020.

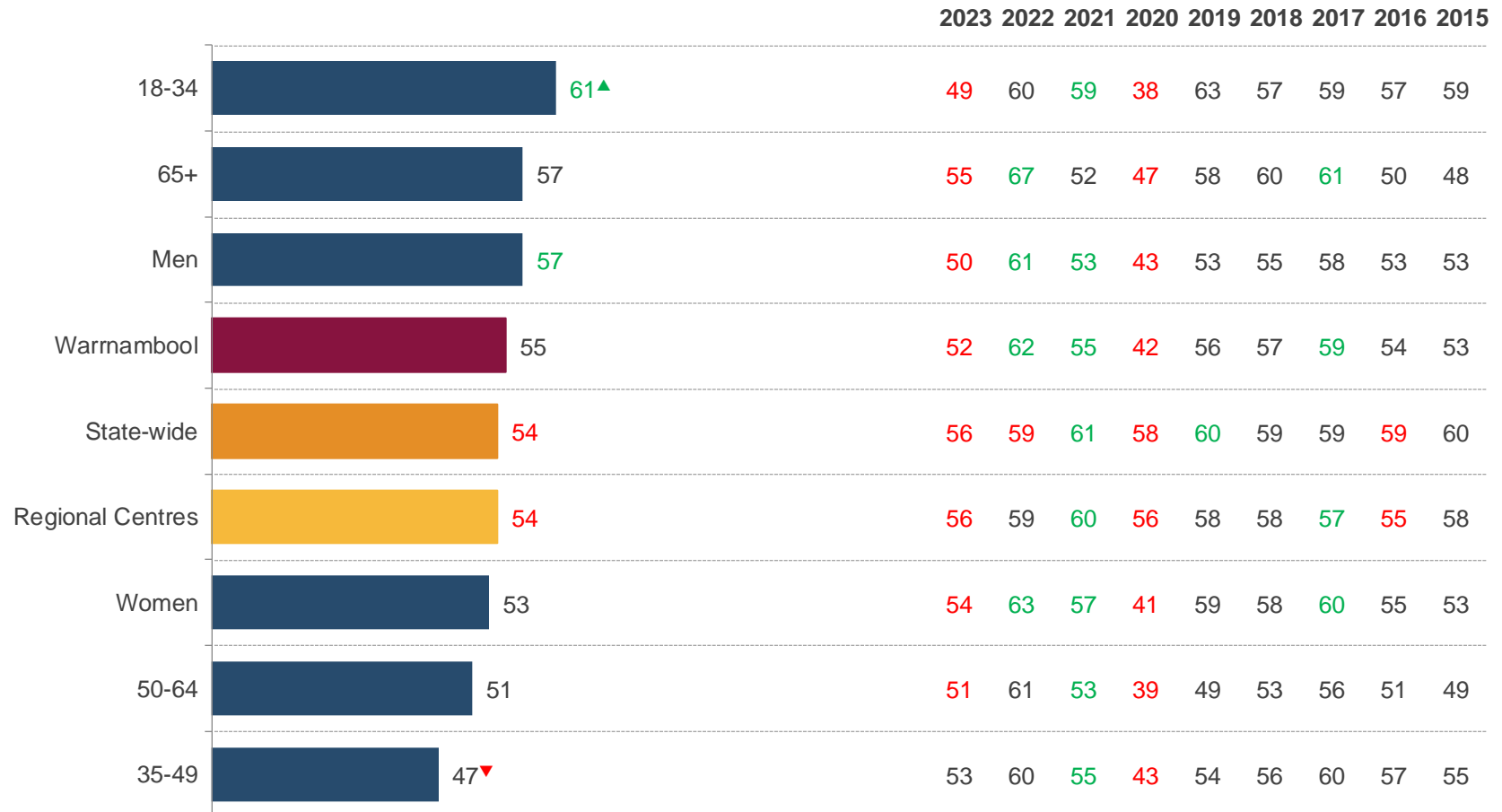
Three in ten residents (30%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. As many residents rate Council as 'very poor' or 'poor' (32%), with a further 36% rate Council as 'average' for value for the money.





Overall performance

2024 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?

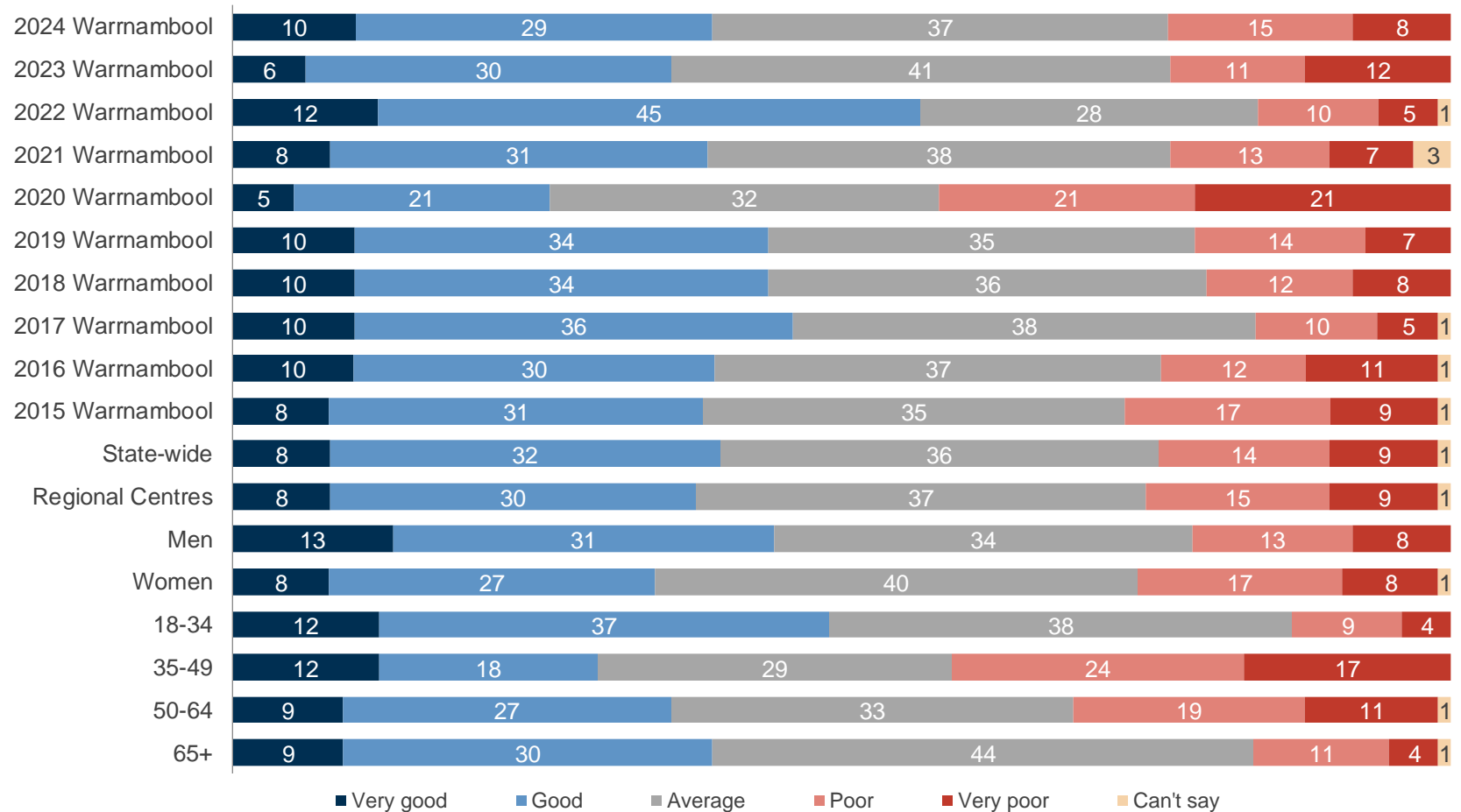
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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



Overall performance

2024 overall performance (%)

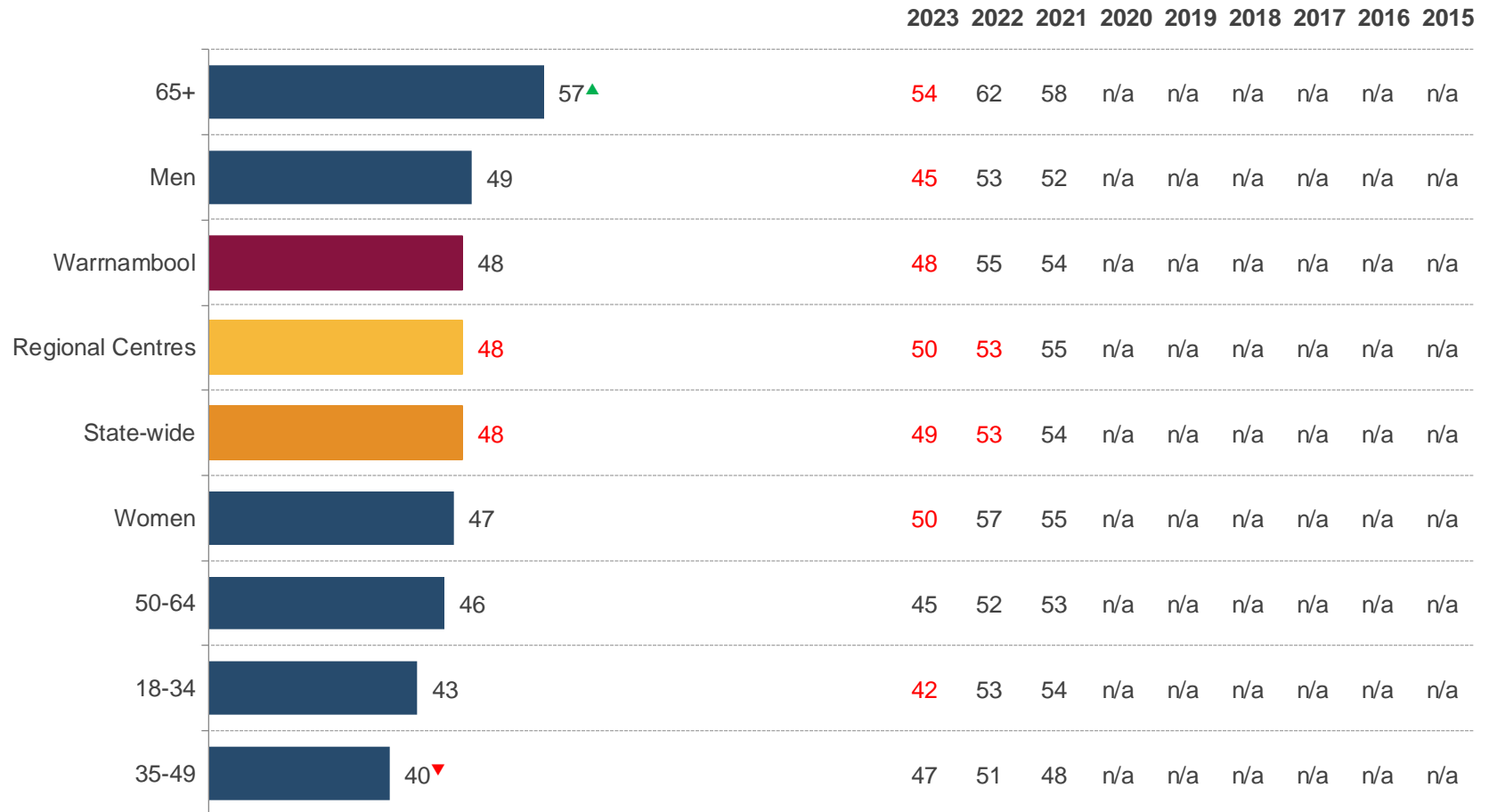


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Warrnambool City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9



Value for money in services and infrastructure

2024 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?

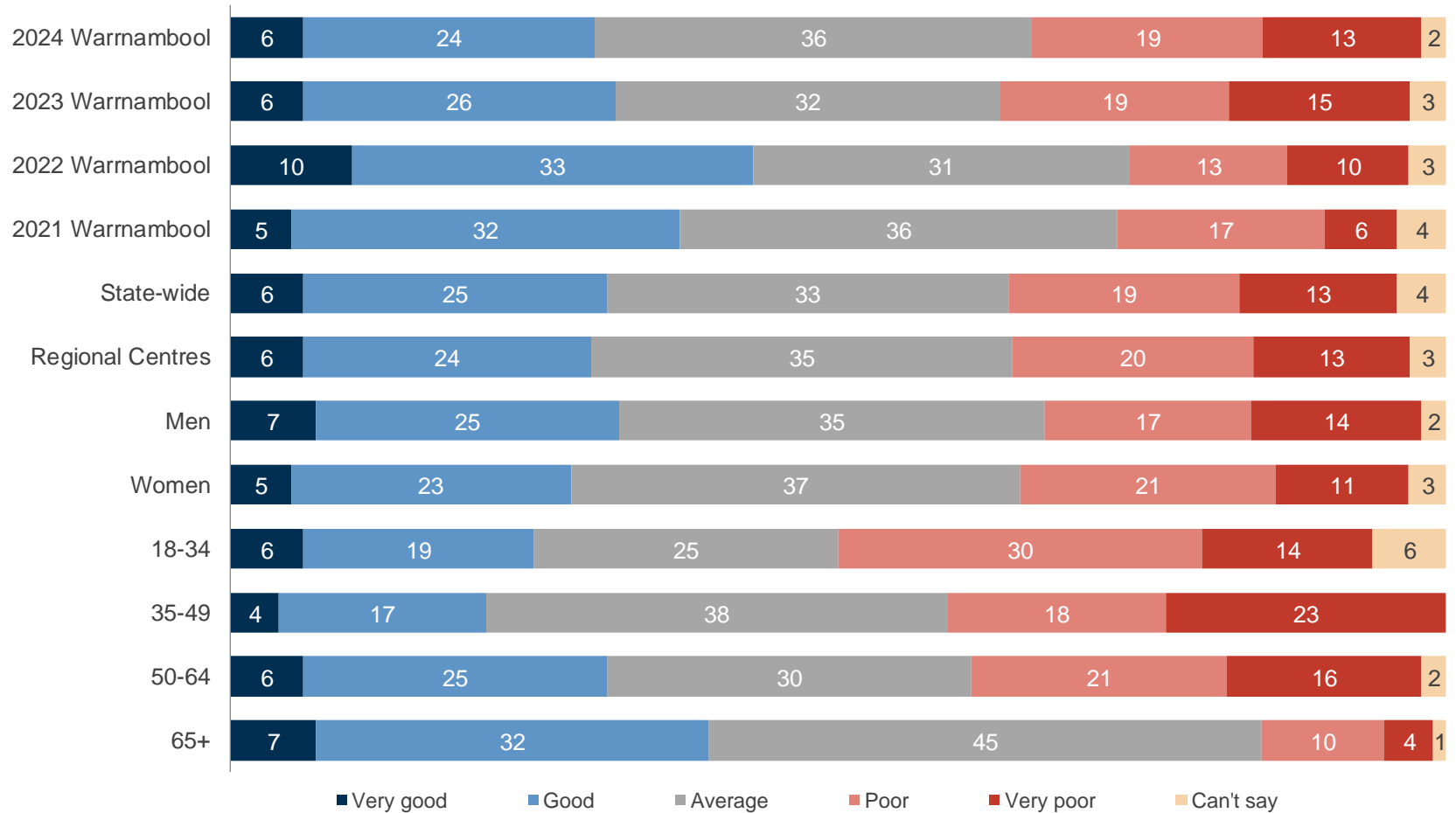
Base: All respondents. Councils asked State-wide: 61 Councils asked group: 9

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



Value for money in services and infrastructure

2024 value for money (%)



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

Base: All respondents. Councils asked State-wide: 61 Councils asked group: 9



Top performing service areas

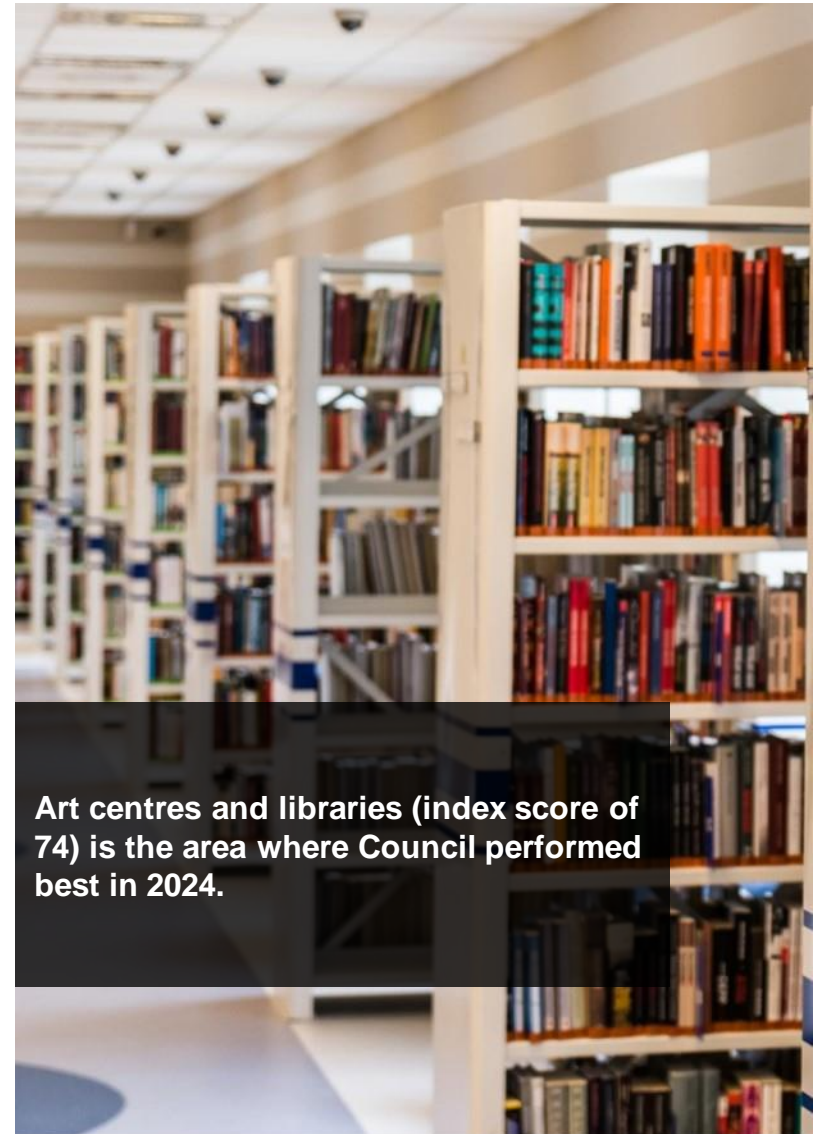
Art centres and libraries (index score of 74) continues to rate highest of all service areas evaluated. Council has maintained higher scores in this area for most of the past decade, even as perceived performance has dipped in other areas.

- Council performs in line with the Regional Centres group and State-wide averages in this service area.
- Perceptions diverge by gender with women (index score of 78) rating performance in this area significantly higher than the average and men (69) rating it significantly lower.
- Residents aged 18 to 34 years declined significantly in their impressions of art centres and libraries in the past year (index score of 74, down nine points).

Appearance of public areas is Council's next highest rated service area (index score of 71), followed by waste management (index score of 69).

Performance ratings increased significantly in the areas of elderly support services (index score of 63, up four points) and parking facilities (55, up four points) from 2023.

- Perceptions of elderly support services partially recovered from a 10-point decline in 2023 but remain lower than past higher scores. Perceptions of parking facilities are back in line with peak levels last seen in 2022 and 2016.



Art centres and libraries (index score of 74) is the area where Council performed best in 2024.



Low performing service areas



Council rates lowest in the areas of lobbying and community decisions (index score of 46 each).

Council continues to rate lowest in the areas of decisions made in the community interest (index score of 46), lobbying (46), and consultation and engagement (48). Ratings in these areas declined significantly in 2023 and have not yet recovered, remaining eight to 12 points lower than two years ago.

- In both community decisions and lobbying, those aged 65 years and over have significantly higher than average ratings of Council, while 35 to 49 year olds rate Council significantly lower.

Council rates in line with the Regional Centres group for consultation and engagement, and community decisions, while rating significantly lower than the group for perceptions of its advocacy efforts.

Community consultation (27%) is among the top areas mentioned for Council to work on to improve its performance. Financial management (16%) and decision making processes (11%) are also cited as areas for improvement.

Service areas that experienced significant declines in perceptions since 2023 are Council performance in areas of local law enforcement (62, down four points), disadvantaged support services (55, down four points), and population growth (51, down six points). Ratings in all three areas are now at their lowest level in a decade.



Individual service area performance

2024 individual service area performance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
Art centres & libraries	74	76	70	68	69	73	72	72	74	76
Appearance of public areas	71	73	76	71	79	74	74	74	76	77
Waste management	69	70	73	71	66	68	67	70	70	74
Emergency & disaster mngt	65	66	71	70	67	74	75	73	70	72
Community & cultural	64	65	66	64	65	70	66	68	71	70
Recreational facilities	64	67	71	71	65	70	69	71	72	72
Elderly support services	63	59	69	67	65	71	70	71	68	71
Enforcement of local laws	62	66	67	69	63	69	66	67	66	69
Bus/community dev./tourism	61	63	64	61	60	67	60	64	65	58
Family support services	60	63	68	68	66	70	67	67	67	68
Environmental sustainability	60	61	66	62	61	61	62	63	63	65
Business & community dev.	57	58	62	60	53	61	55	62	58	54
Local streets & footpaths	56	55	62	64	56	64	58	55	58	65
Traffic management	56	57	55	59	50	59	52	61	57	62
Disadvantaged support serv.	55	59	63	64	61	66	63	63	61	63
Parking facilities	55	51	56	51	38	45	39	49	54	48
Sealed local roads	54	50	60	59	48	58	53	49	49	53
Informing the community	52	51	60	52	45	54	54	60	55	58
Town planning policy	51	50	57	55	50	56	54	58	56	57
Population growth	51	57	59	60	57	64	63	67	66	64
Planning & building permits	50	51	56	59	58	64	58	61	58	60
Consultation & engagement	48	46	56	50	42	47	50	55	51	50
Community decisions	46	44	58	49	38	48	46	51	51	50
Lobbying	46	48	58	53	43	53	53	59	54	55

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

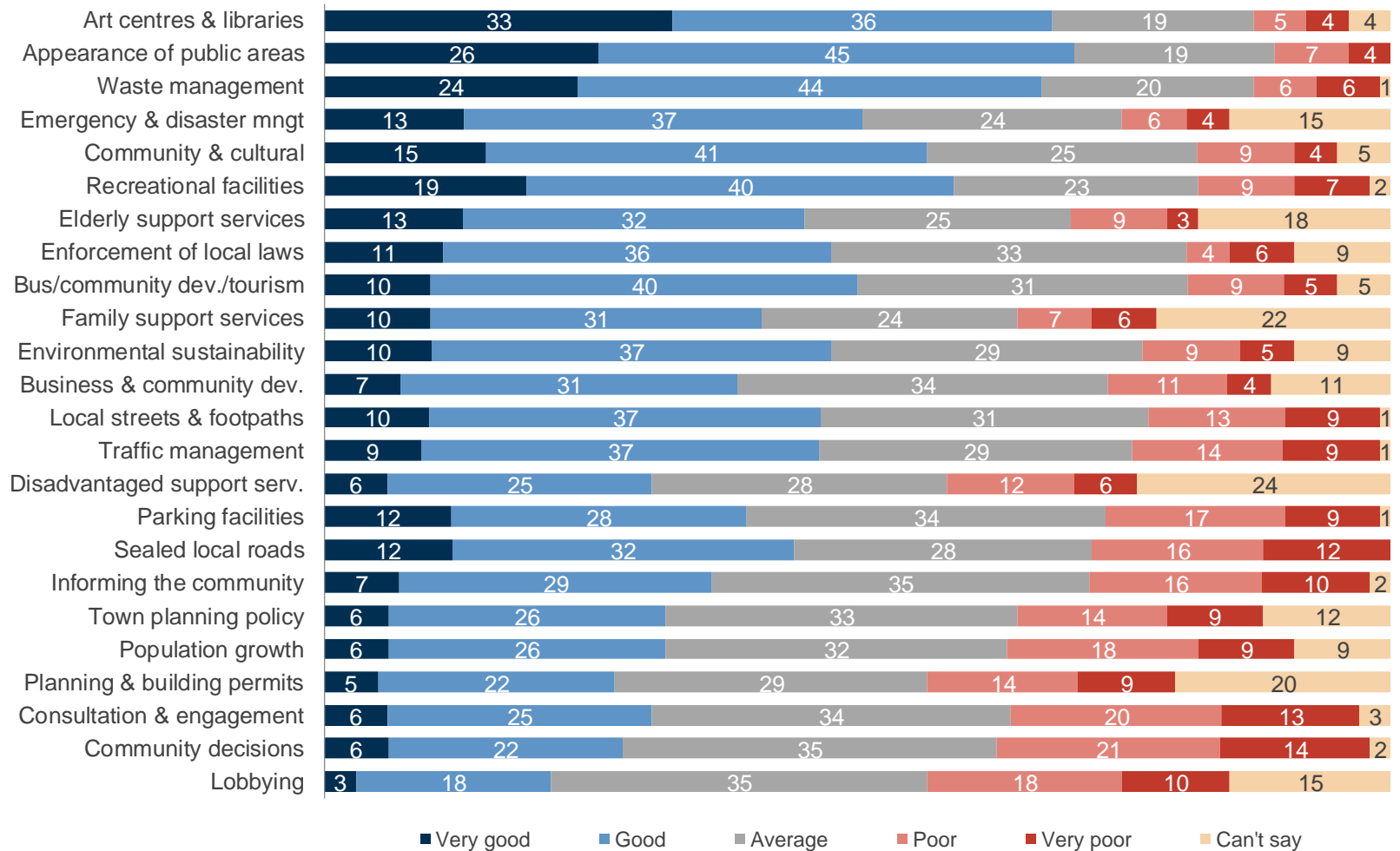
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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



Individual service area performance

2024 individual service area performance (%)





Individual service area importance

2024 individual service area importance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
Waste management	82	81	80	82	79	81	80	77	77	78
Sealed local roads	81	83	79	78	79	80	82	81	n/a	n/a
Community decisions	81	83	81	83	80	83	82	n/a	n/a	n/a
Elderly support services	80	81	81	82	79	81	79	79	76	80
Local streets & footpaths	79	81	78	78	73	78	77	76	77	79
Population growth	78	78	78	77	75	76	76	76	76	75
Consultation & engagement	78	80	74	77	78	80	78	75	74	77
Informing the community	78	80	79	83	78	81	78	77	76	75
Emergency & disaster mngt	78	78	78	79	77	79	83	79	n/a	n/a
Recreational facilities	76	75	75	74	71	73	74	74	75	75
Appearance of public areas	76	76	76	76	71	74	76	73	77	76
Parking facilities	75	73	72	74	75	78	78	74	75	75
Family support services	74	78	76	78	75	74	75	76	73	78
Town planning policy	73	74	73	76	70	72	74	71	72	75
Planning & building permits	72	74	72	73	69	70	72	68	69	70
Traffic management	70	73	70	73	68	73	74	70	71	73
Tourism development	70	70	69	72	70	69	71	71	n/a	n/a
Bus/community dev./tourism	70	73	72	75	74	73	75	73	76	76
Enforcement of local laws	69	70	68	71	67	67	69	70	72	71
Lobbying	69	73	70	72	69	72	72	70	68	72
Business & community dev.	68	71	72	74	70	72	71	71	n/a	n/a
Environmental sustainability	68	73	72	75	72	76	73	73	71	73
Community & cultural	62	65	64	68	60	64	63	63	64	65
Art centres & libraries	59	63	64	64	59	65	64	64	65	65

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

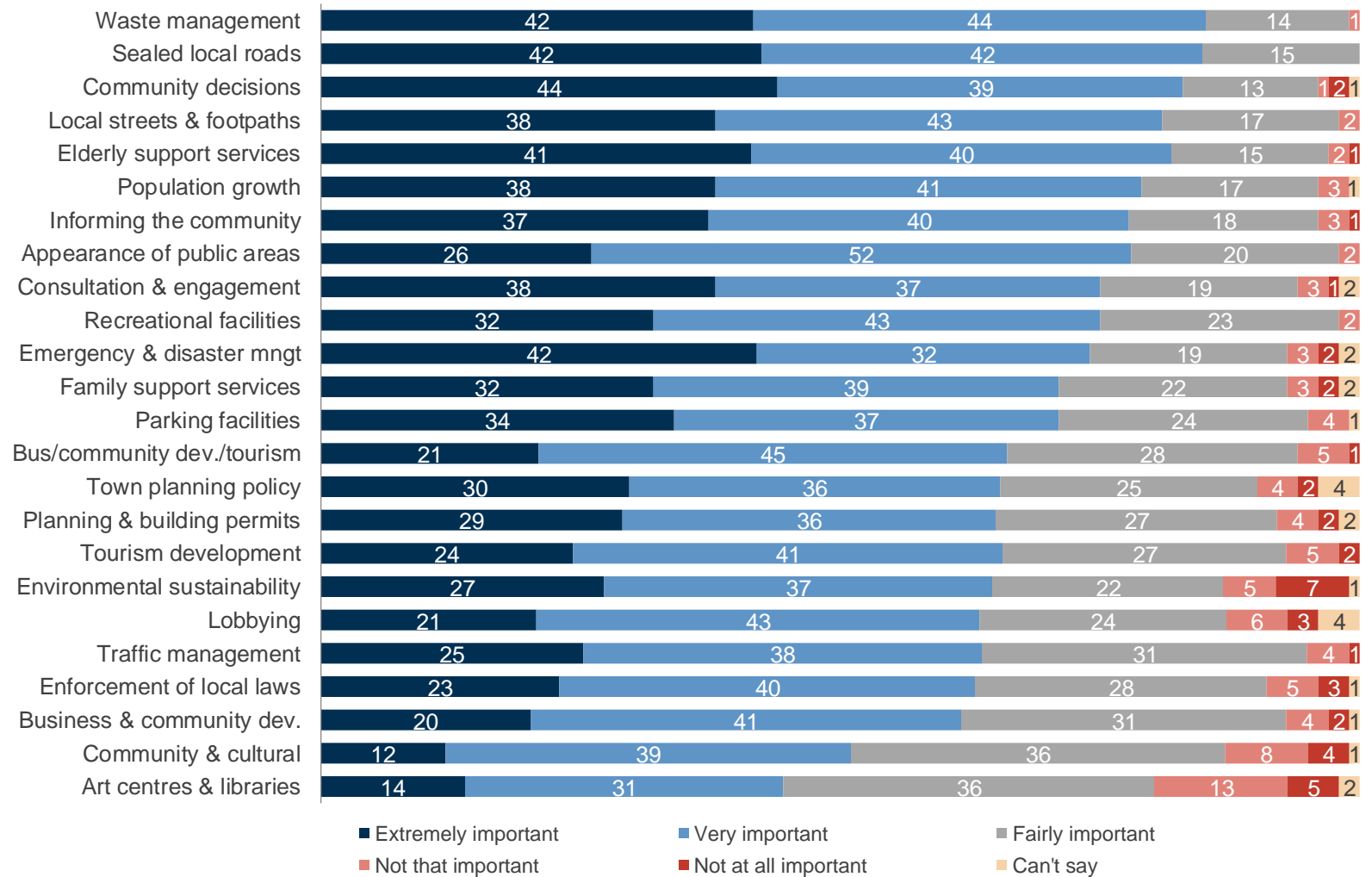
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 4

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



Individual service area importance

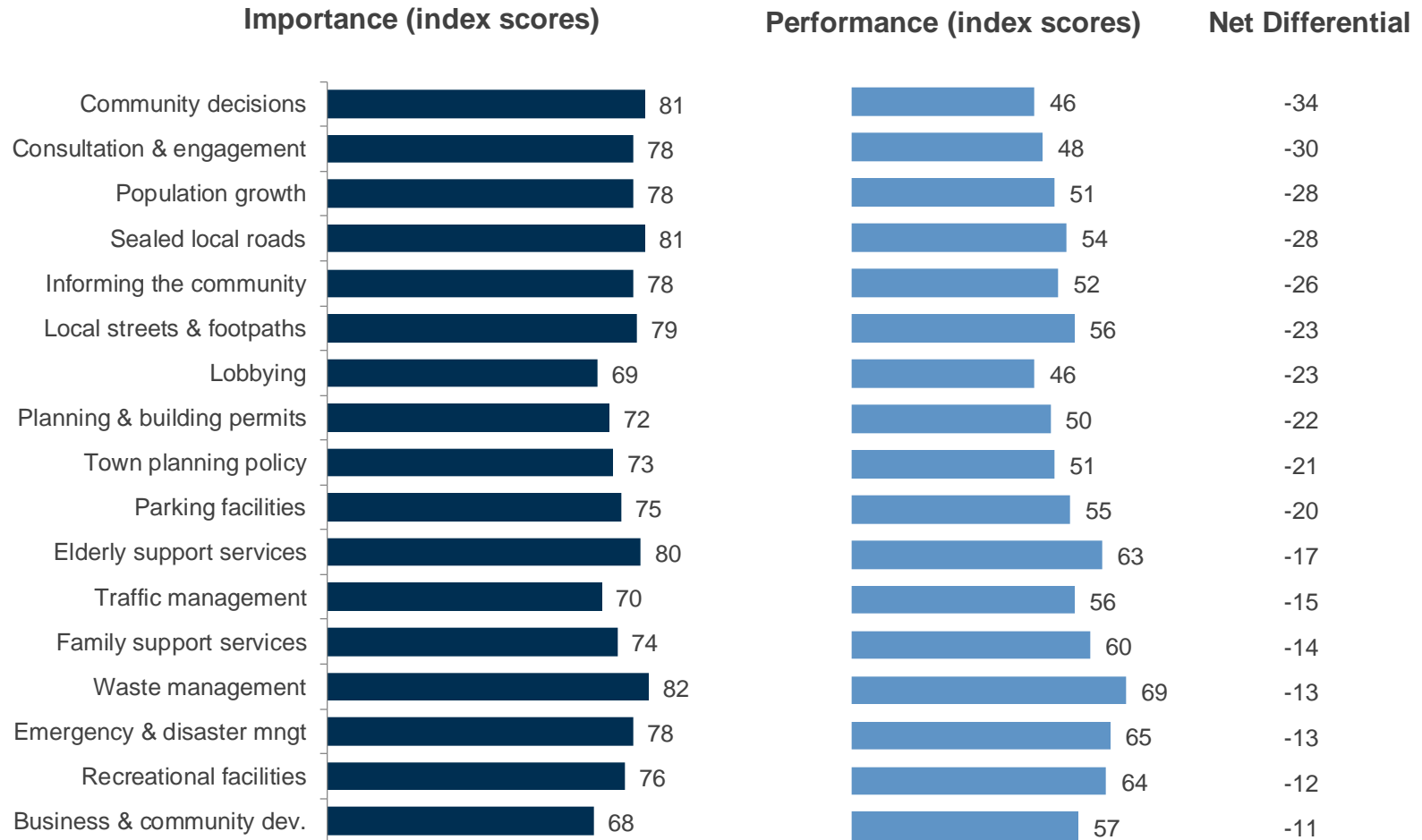
2024 individual service area importance (%)





Individual service areas importance vs performance

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



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



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

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

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

- Town planning
- Lobbying on behalf of the community
- Informing the community
- The condition of local streets and footpaths.

Looking at these key service areas only, Council performs relatively well on maintaining its local streets and footpaths (index score of 56).

Council should continue efforts in this area to help shore up ratings of overall performance – but there is greater work to be done elsewhere.

Council is rated only slightly above 'average' (50) on the strong influence of town planning and more moderate influence of informing the community (index scores of 51 and 52 respectively).

Ensuring residents are kept well informed on key local issues, policies and initiatives – particularly around planning – can help to improve overall community perceptions of Council.

However, in addition to Council decision making, most in need of attention are its lobbying efforts, which are rated as 'poor' (index score of 46) and are a strong influence on overall community opinion.

It will be important to demonstrate efforts to advocate for community interests to help improve overall ratings of Council performance.



Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

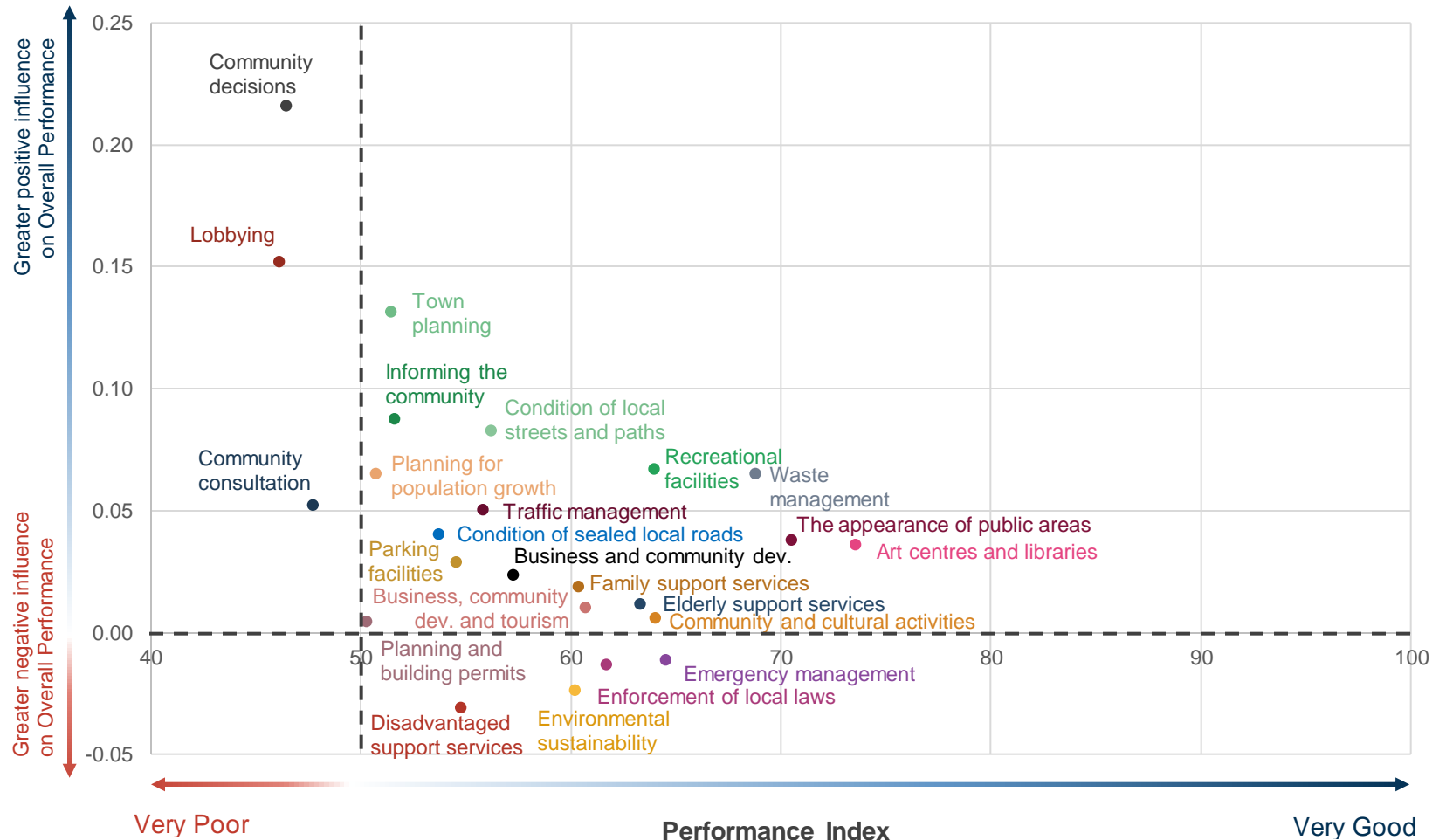
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

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



Influence on overall performance: all service areas

2024 regression analysis (all service areas)

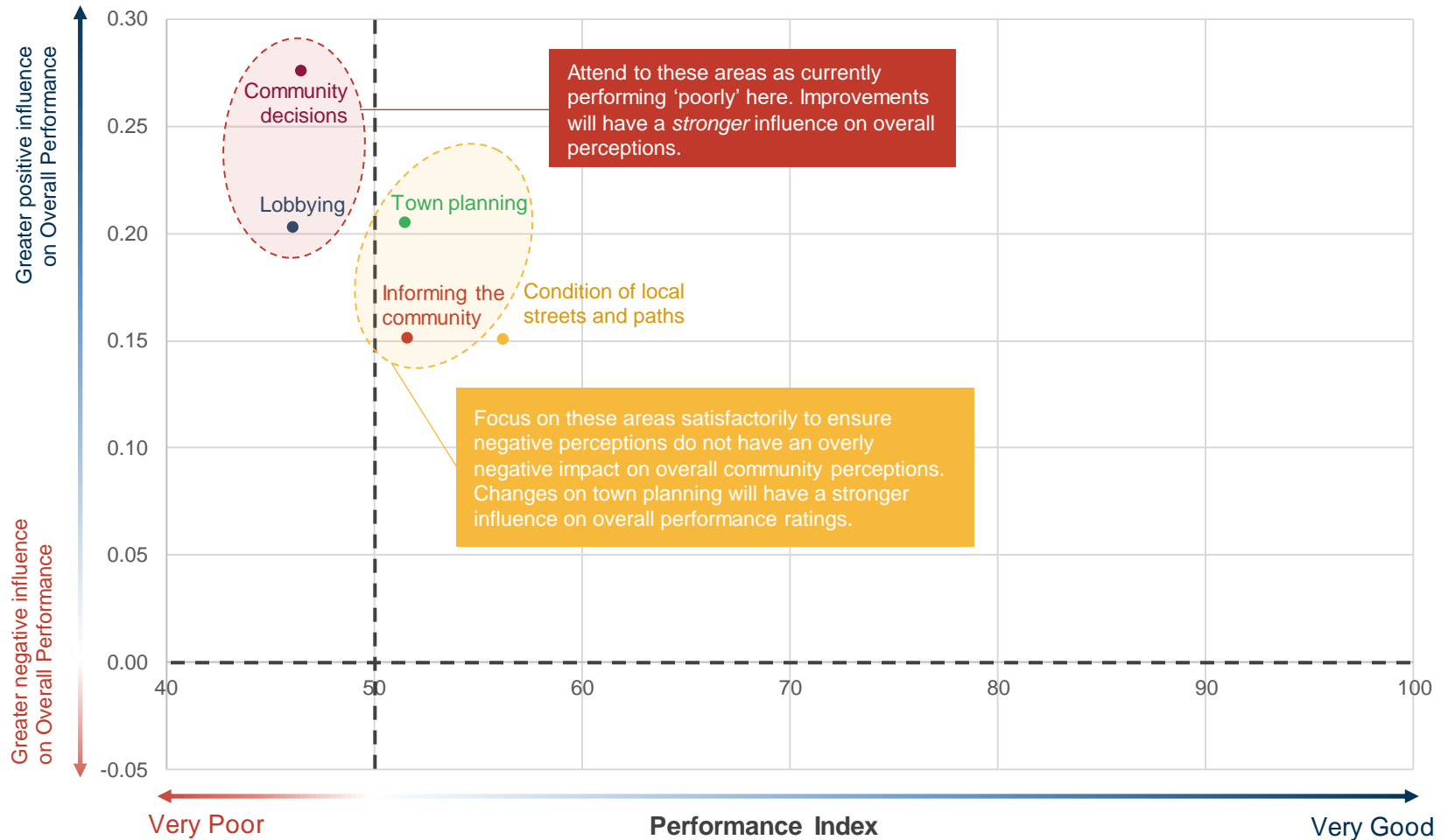


The multiple regression analysis model above (all service areas) has an R^2 value of 0.602 and adjusted R^2 value of 0.577, which means that 58% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 23.64$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2024 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.584 and adjusted R^2 value of 0.577, 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 $p = 0.0001$, $F = 91.78$.



Areas for improvement

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





Customer service



Contact with council and customer service

Contact with council

Two-thirds of Council residents (65%) have had contact with Council in the last 12 months. This represents a six percentage point increase from last year. Contact with Council has risen steadily from 2022.

The most common method of contacting Council is in person (35%) and by telephone (33%). Fewer contact Council via email (18%), in writing (11%), or through the Council website (10%). In-person visits have increased steadily as the pandemic has receded.



Customer service

Council's customer service index of 67 is in line with 2023 but remains lower than previously achieved higher levels. 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).

Two-thirds of residents (64%) provide a positive customer service rating of 'very good' or 'good', increasing from 57% in 2023.

- No significant differences were found among the different demographic cohorts compared to the Council average. However, those aged 50 to 64 years are most positive of Council's customer service, while 35 to 49 year olds are most critical.

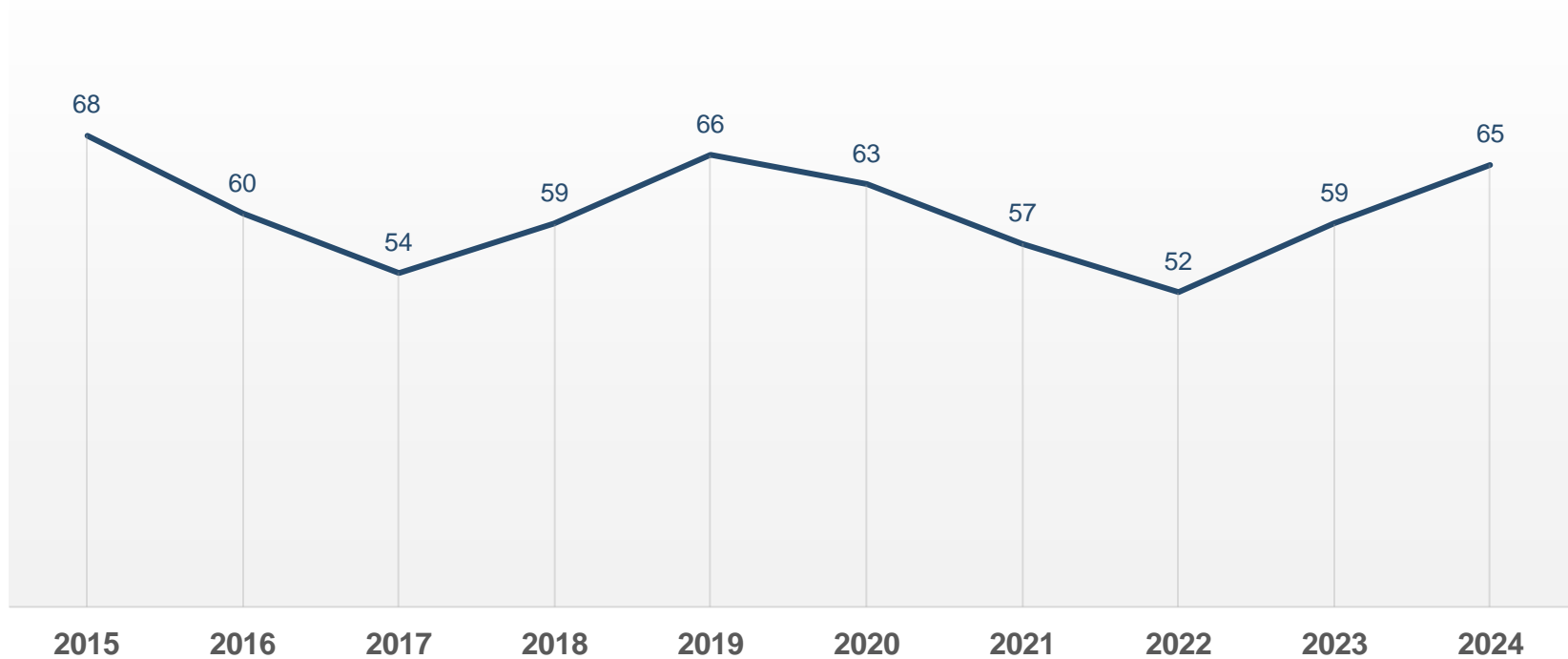
Customer service ratings for most methods of contact increased since 2023, with one notable exception being telephone contacts (index score of 61, down six points). Given telephone is among the frequently used methods of contact, Council should focus some efforts on improving the service experience via this channel.

Nevertheless, it is worth noting that Council's customer service is rated highest for in-person visits (index score of 74) which is the method of contact used most often.



Contact with council

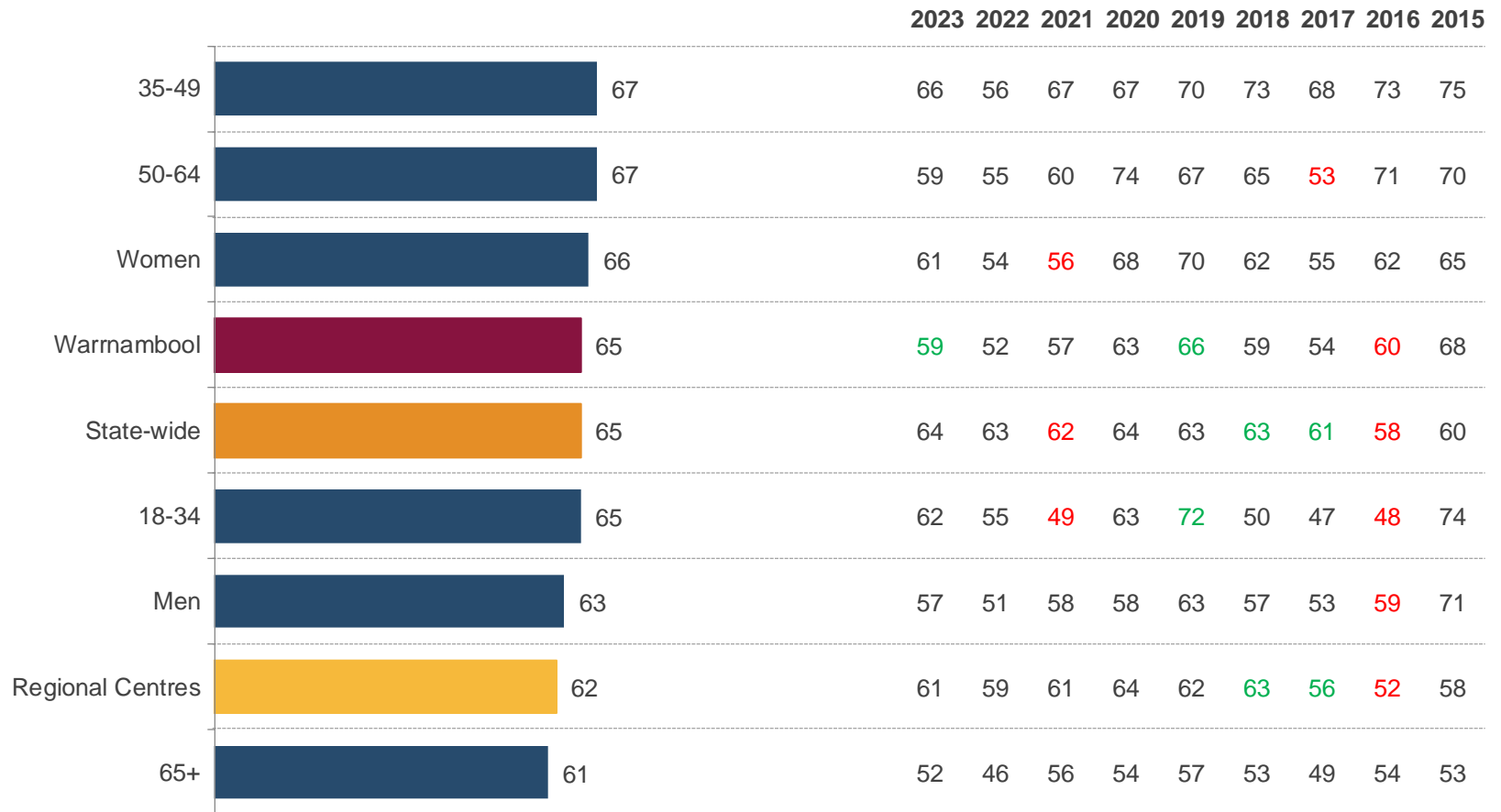
2024 contact with council (%)
Have had contact





Contact with council

2024 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?

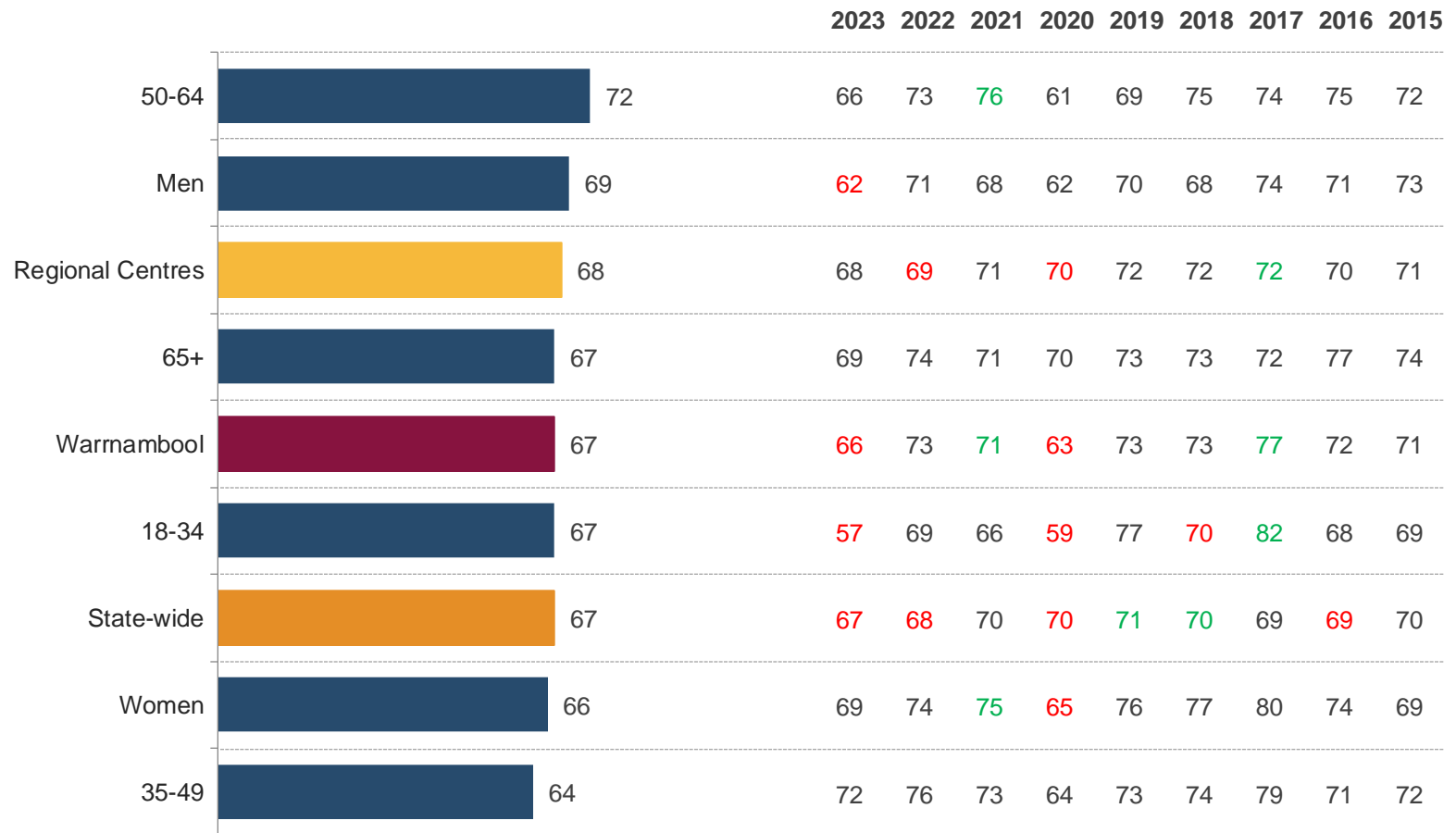
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 4

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



Customer service rating

2024 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.

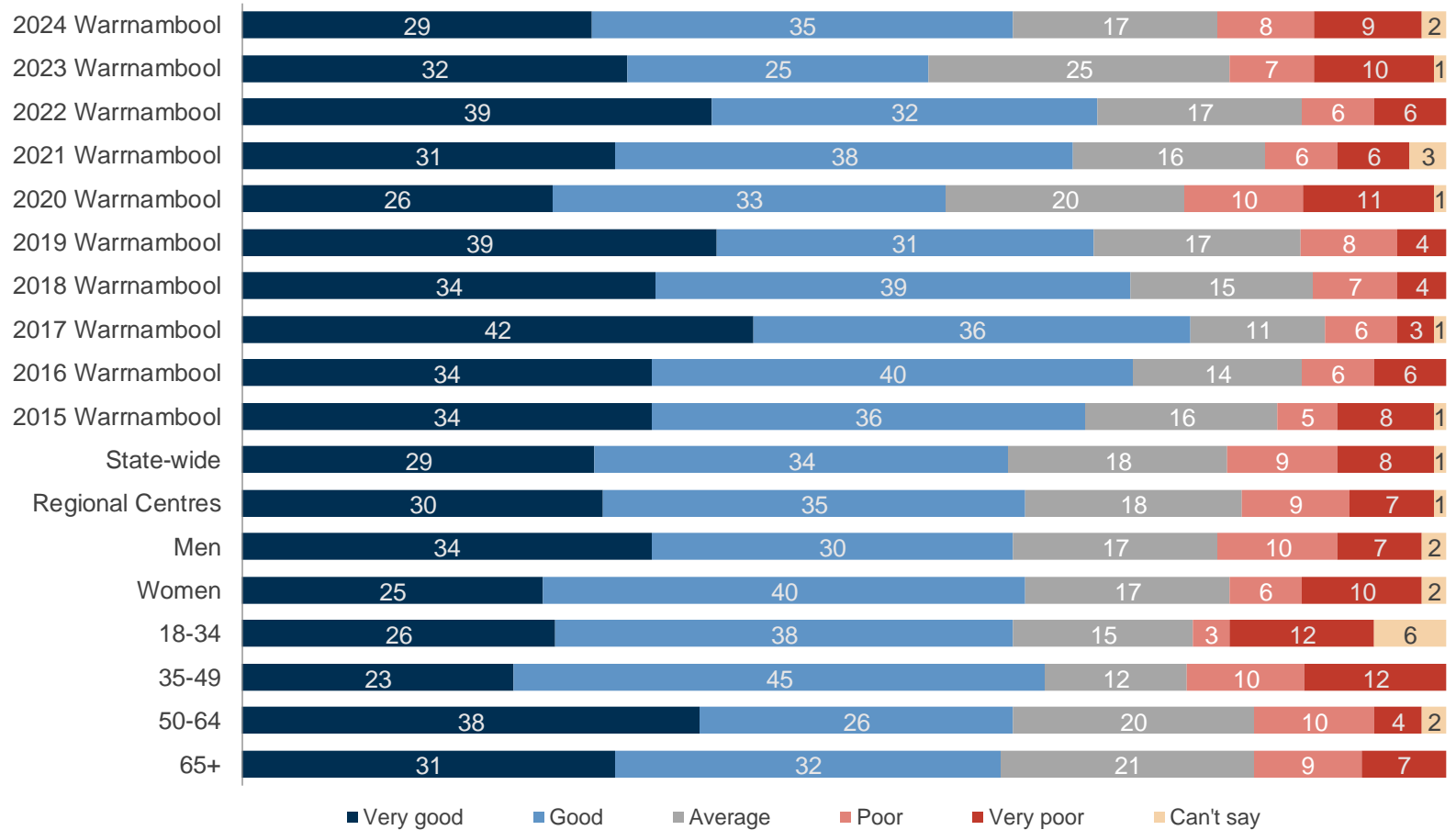
Councils asked State-wide: 62 Councils asked group: 9

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



Customer service rating

2024 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate 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: 62 Councils asked group: 9



Method of contact with council

2024 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



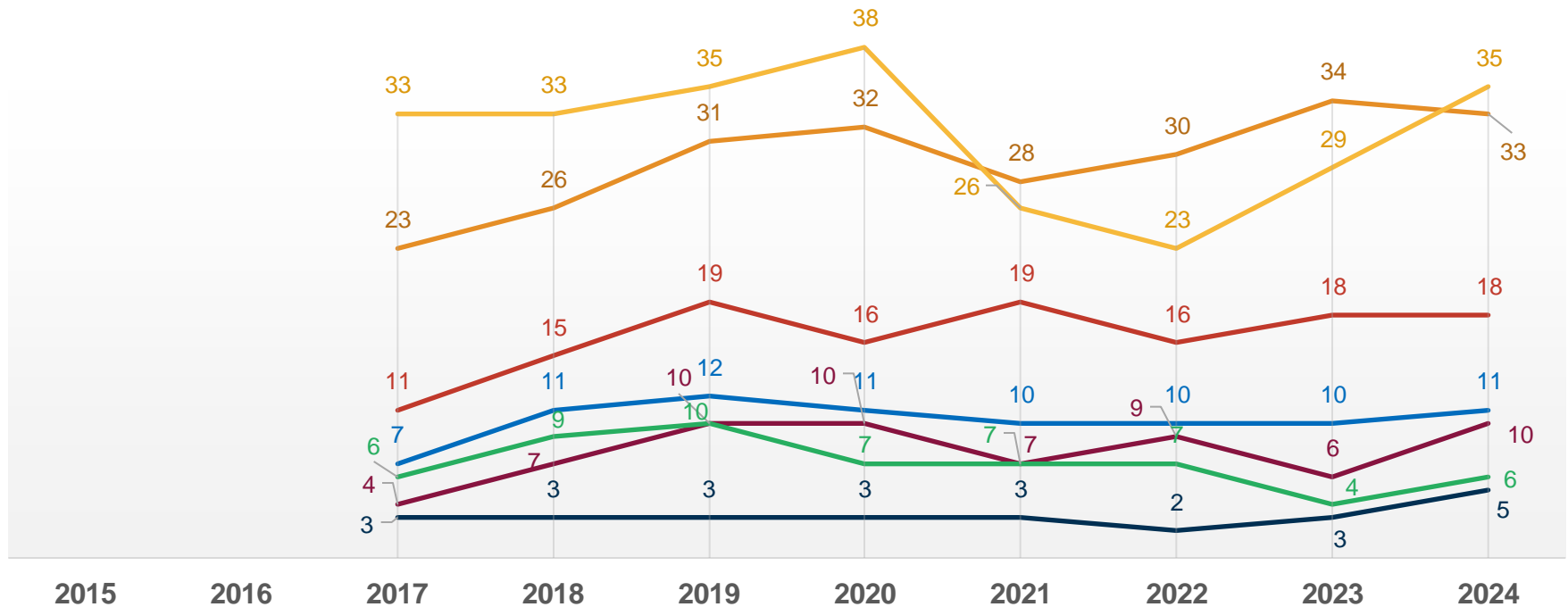
By Email



Via Website



By Social Media



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

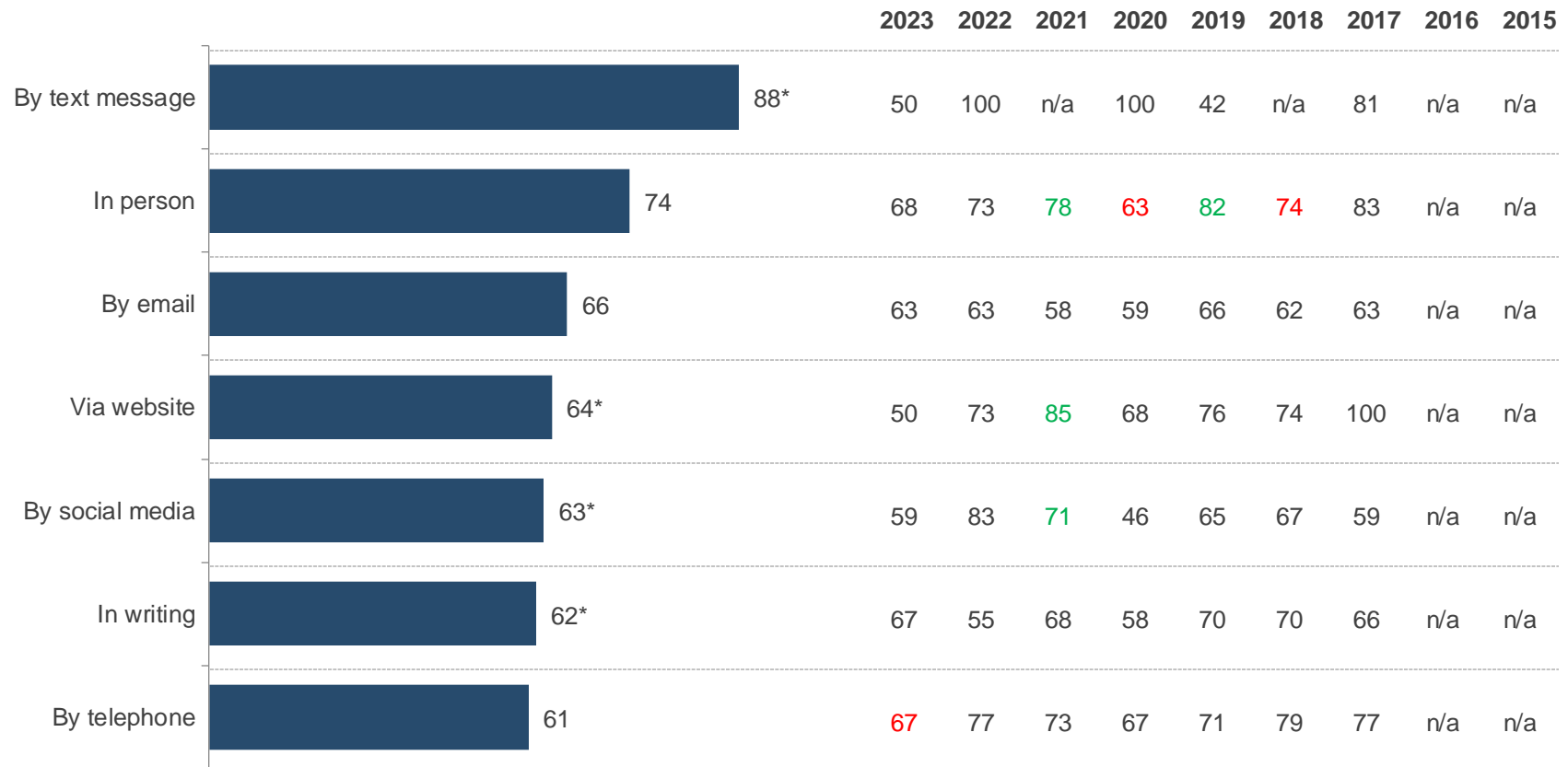
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 4

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



Customer service rating by method of last contact

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



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

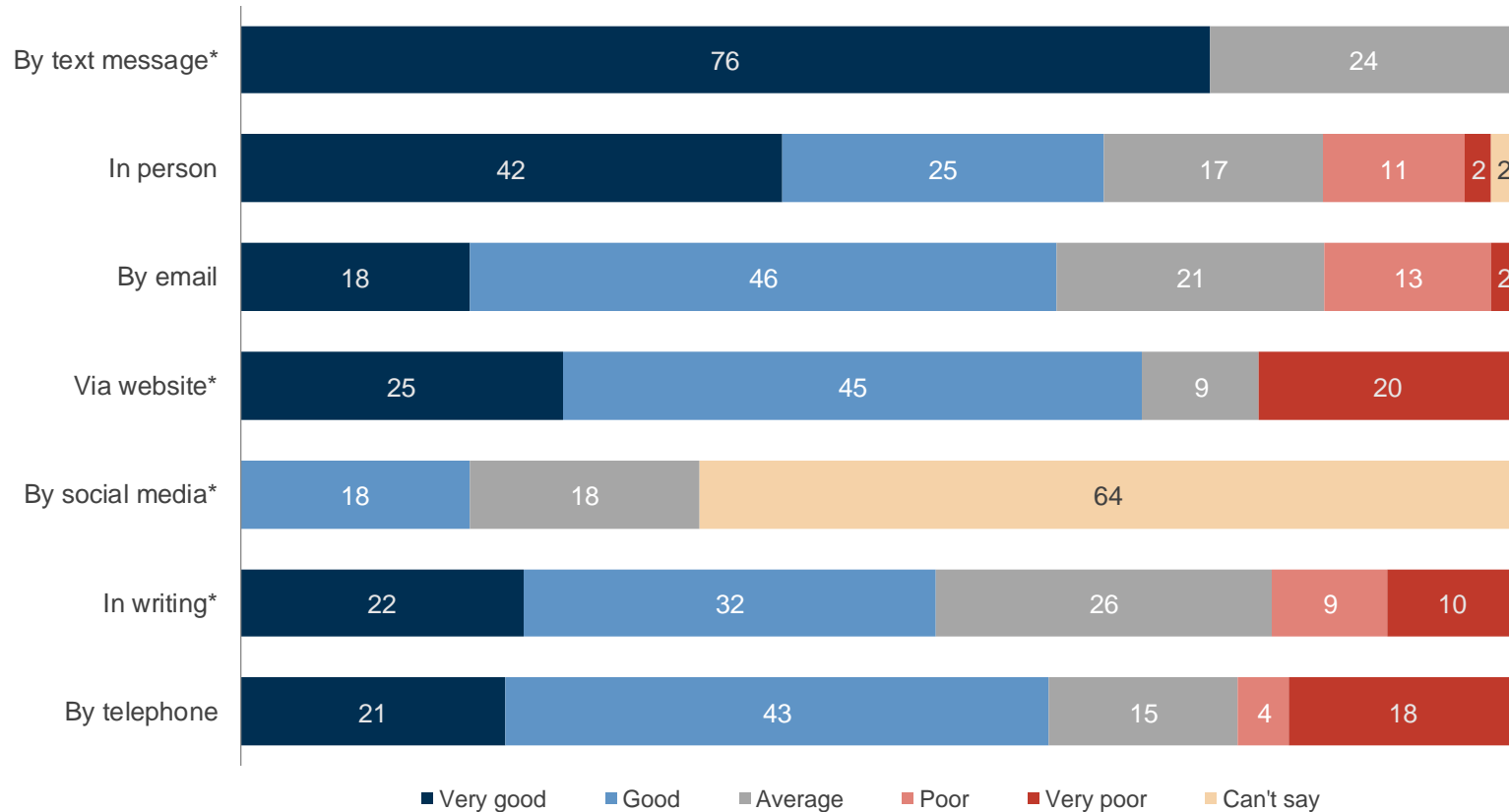
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

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



Q5c. Thinking of the most recent contact, how would you rate 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: 26 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 Council newsletter sent via mail (28%), followed by a newsletter via email (22%) and social media (21%). The least preferred form continues to be the Council website (2%). These results are consistent with 2023.

Preferences differ by age group.

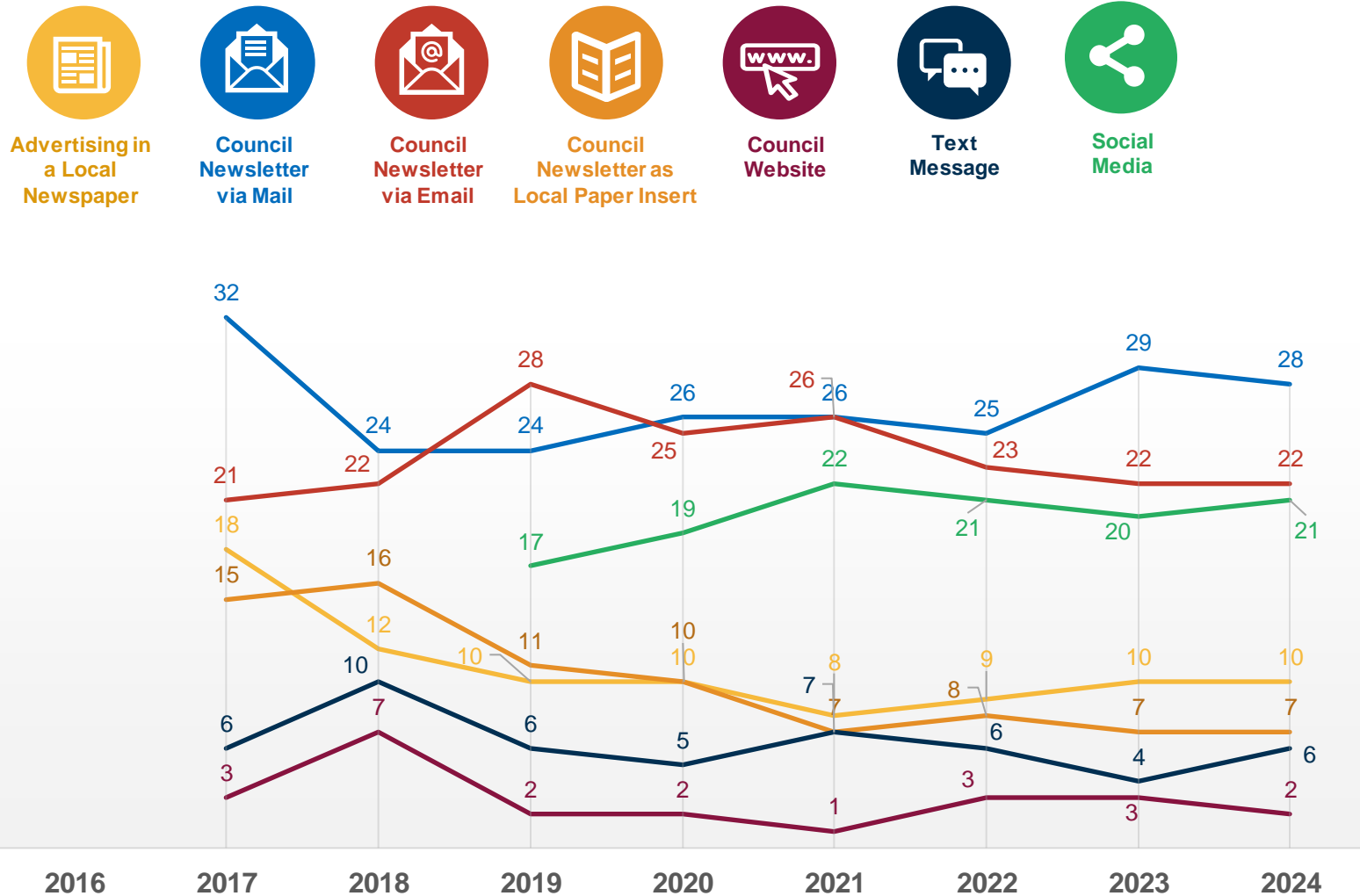
- The preferred form of communication among residents under 50 years of age is social media (31%). A Council newsletter sent via mail is the second most preferred form of communication (28%) among this age group, followed by a newsletter via email (19%).
- Among those aged 50 years or older, a Council newsletter sent via mail (27%) or email (25%) are preferred by almost equal numbers, followed distantly by advertising in a local newspaper (14%). Preference for communications via social media is much lower among this age group (11%) .





Best form of communication

2024 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: 38 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2024 under 50s best form of communication (%)



Advertising in
a Local
Newspaper



Council
Newsletter
via Mail



Council
Newsletter
via Email



Council
Newsletter as
Local Paper Insert



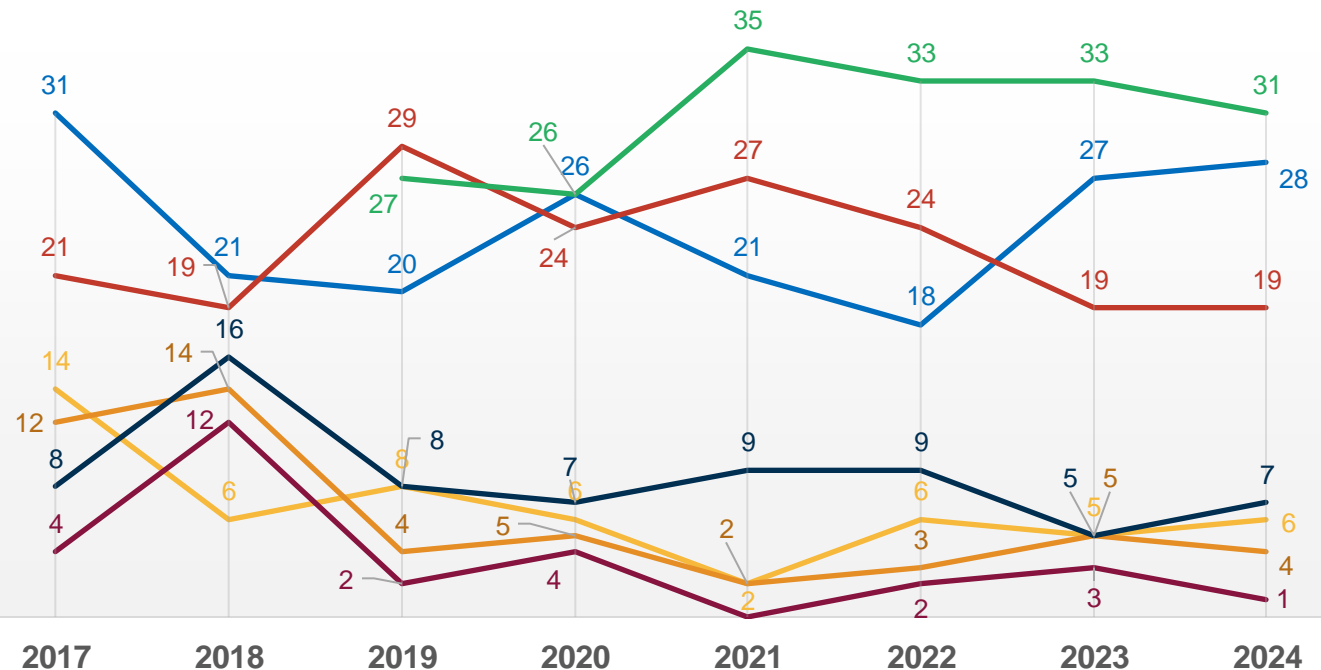
Council
Website



Text
Message



Social
Media



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: 38 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Best form of communication: 50+ years

2024 50+ years best form of communication (%)



Advertising in
a Local
Newspaper



Council
Newsletter
via Mail



Council
Newsletter
via Email



Council
Newsletter as
Local Paper Insert



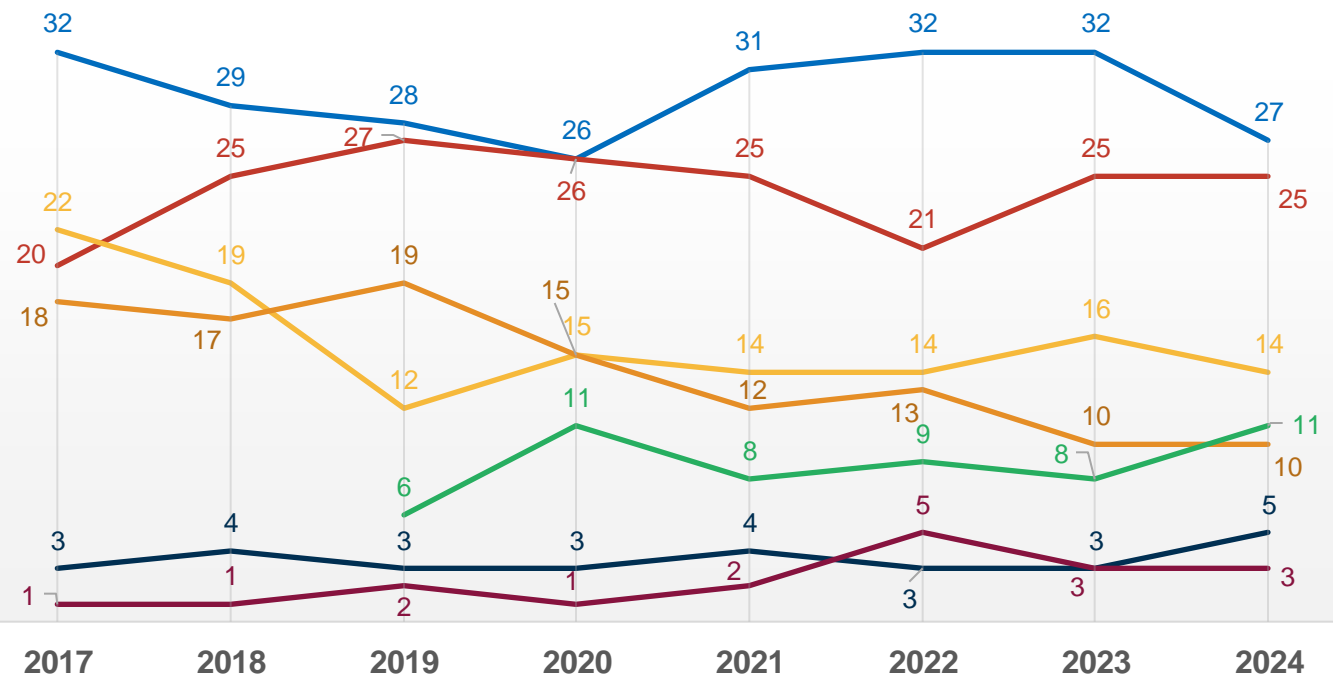
Council
Website



Text
Message



Social
Media



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 50+ years. Councils asked State-wide: 38 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Council direction



Council direction

Over the previous 12 months, 56% of residents believe the direction of Council's overall performance stayed the same, up four percentage points from 2023.

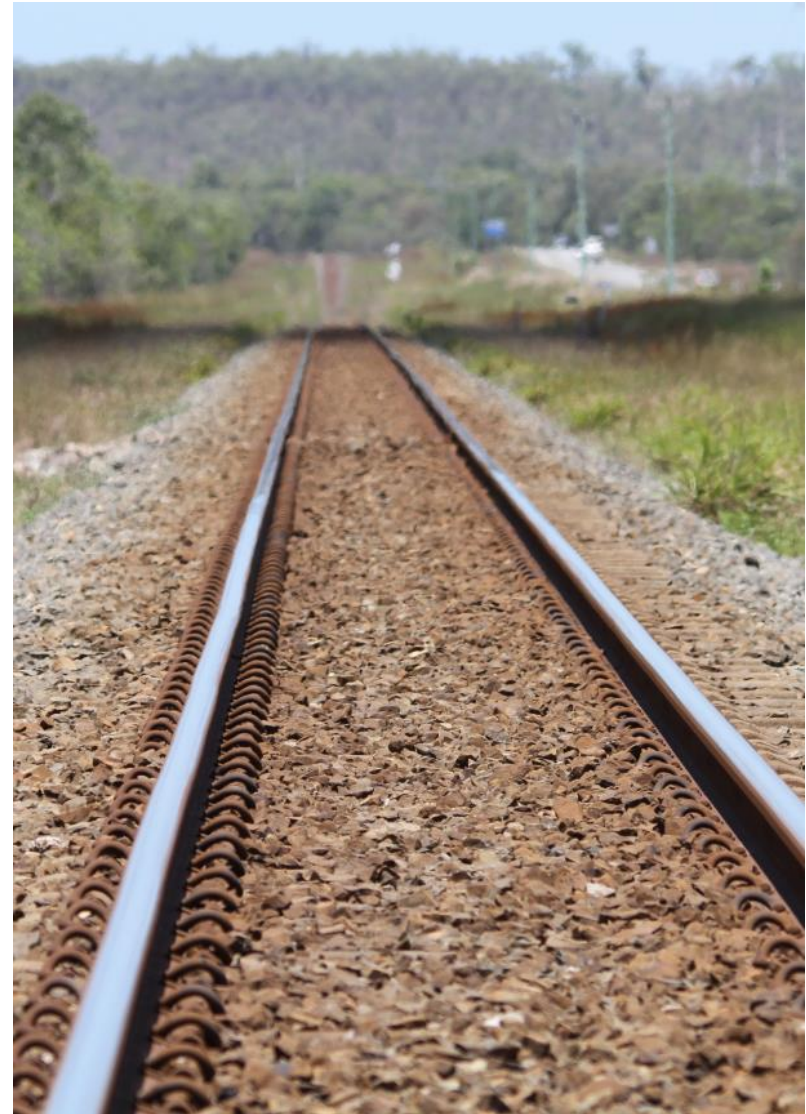
- 21% believe the overall direction has improved.
- 19% believe it has deteriorated in the last 12 months, down eight percentage points on 2023.

Perceptions of Council's overall direction (index score of 51, up five points) improved significantly from 2023 where perceptions had declined significantly to 46 index points.

- Perceptions of Council's overall direction improved significantly among residents aged 18 to 34 years (55, up 10 points) and men (53, up 13 points) who also rate overall direction highest.
- The least satisfied with council's overall direction are residents aged 35 to 49 years (index score of 46).

Looking ahead, a little over half of residents (52%) consider Council is generally heading in the right direction, more than the 35% who rate Council as heading in the wrong direction.

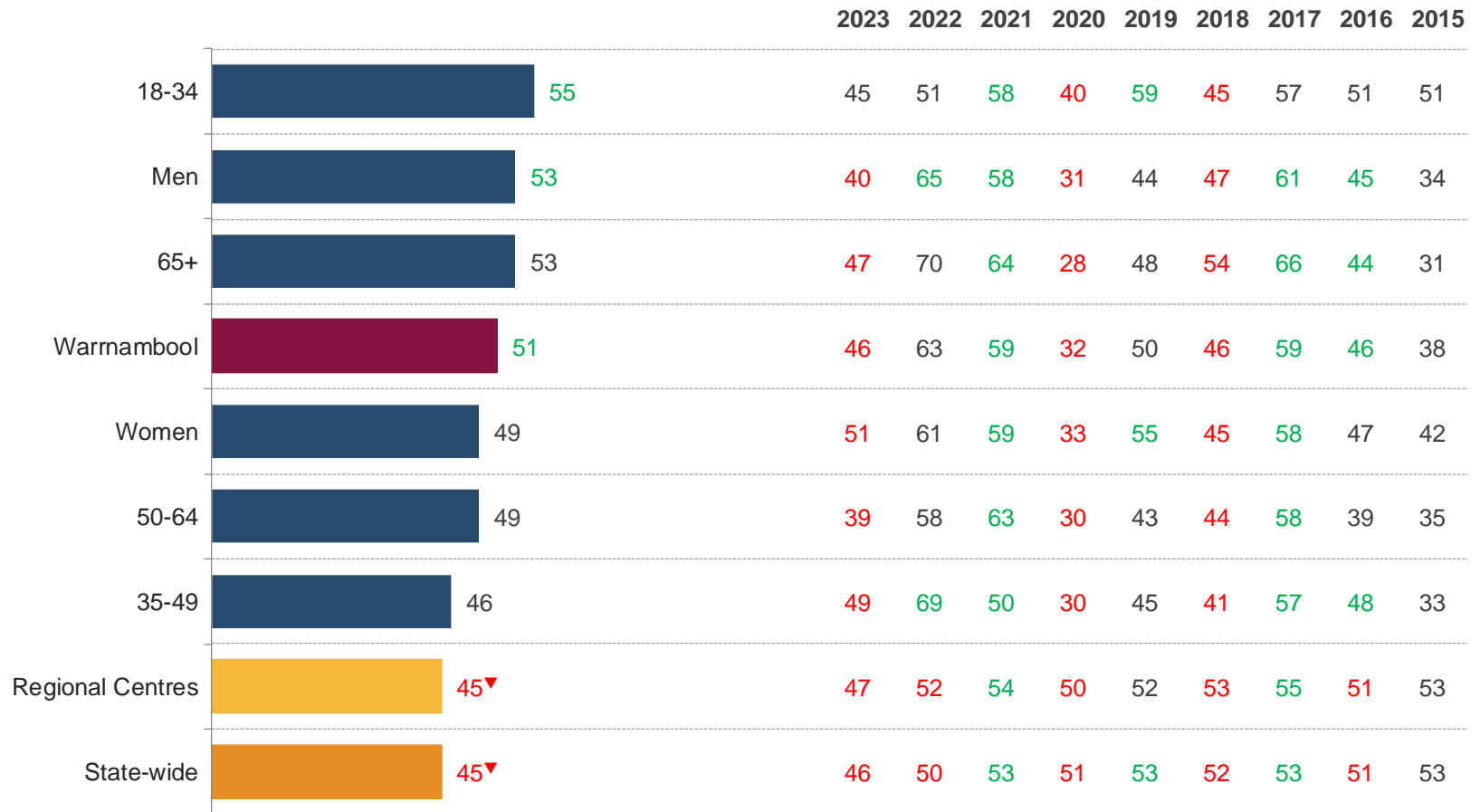
More residents state that they prefer service cuts (51%) to rate hikes, though the percentage has dropped from 2023 (60%). In contrast, only 28% prefer a rate rise to improve local services, and 20% are unsure.





Overall council direction last 12 months

2024 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?

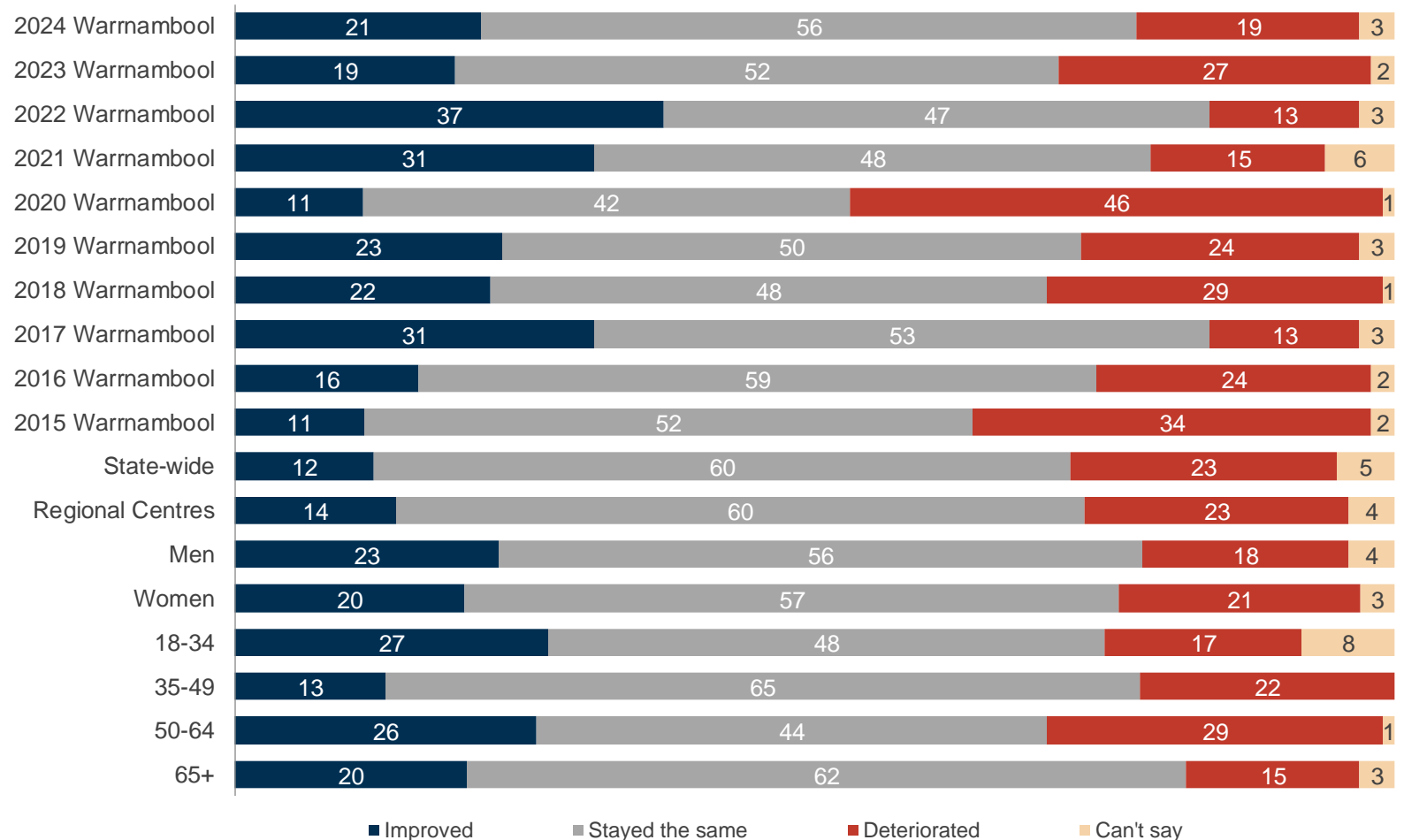
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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



Overall council direction last 12 months

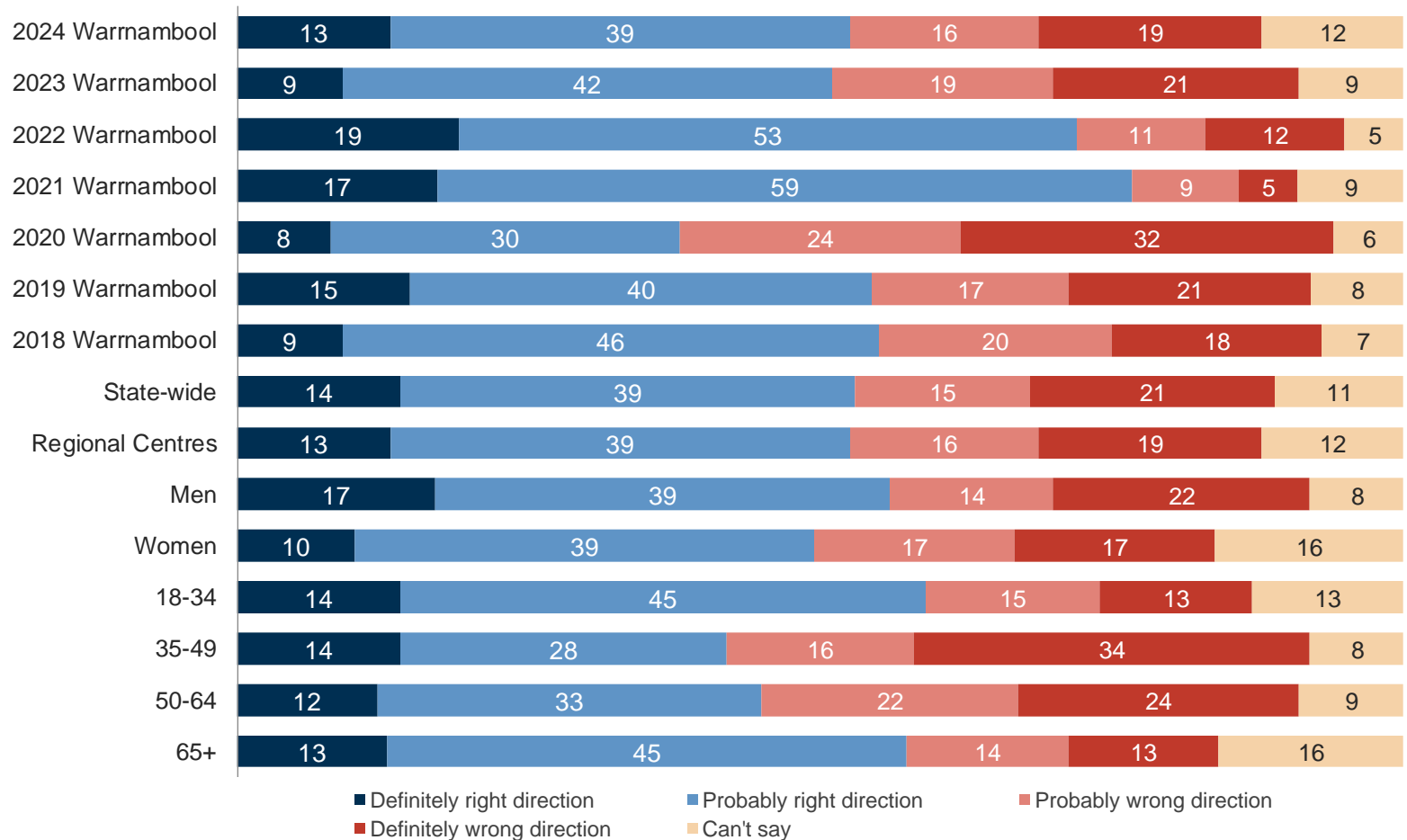
2024 overall council direction (%)





Right / wrong direction

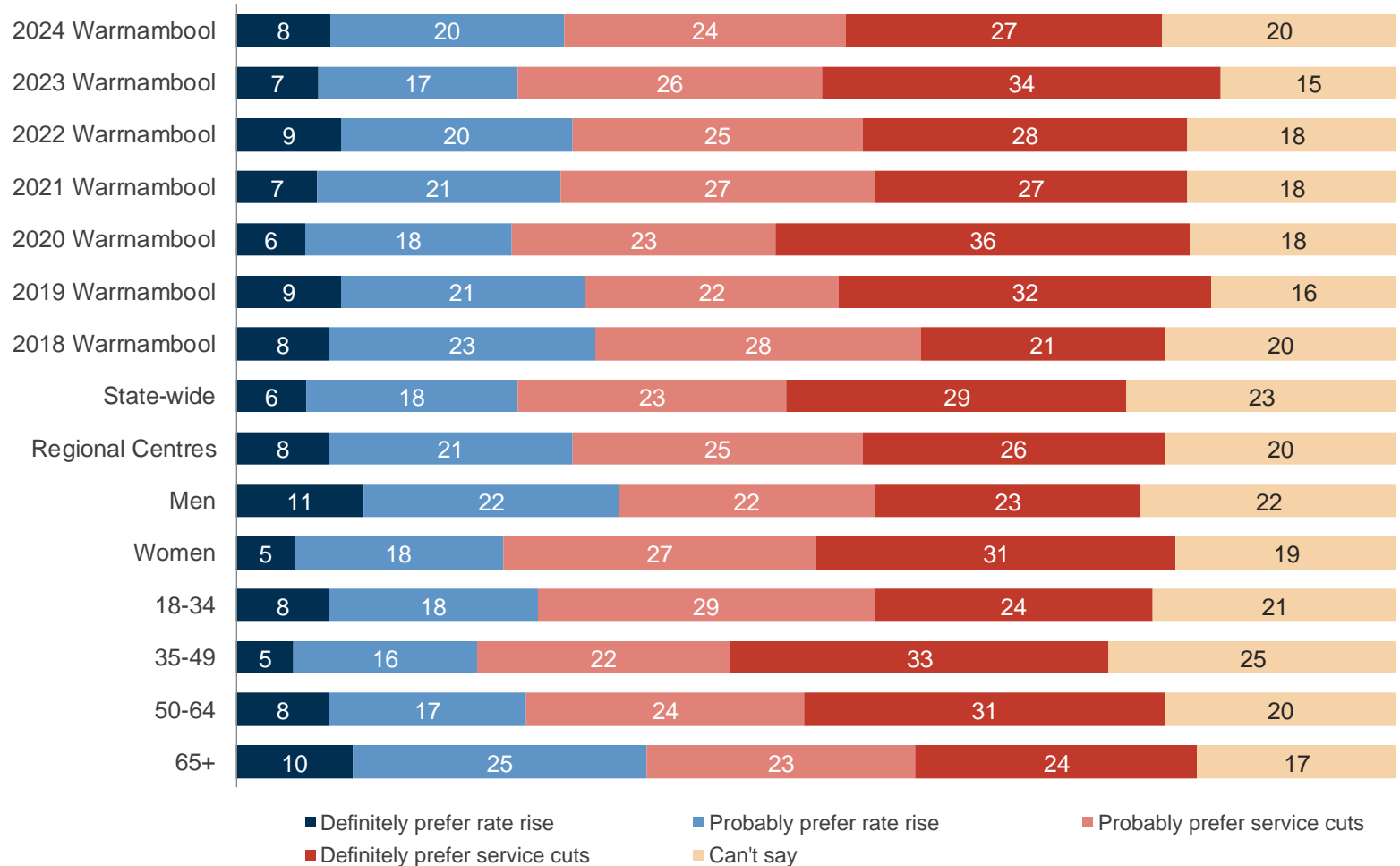
2024 right / wrong direction (%)





Rates / services trade-off

2024 rates / services trade-off (%)



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

Base: All respondents. Councils asked State-wide: 19 Councils asked group: 2

A large, dark blue, stylized letter 'W' graphic that spans the right side of the slide. Inside the 'W', there is a faint, glowing network pattern of white lines and nodes, resembling a map or a data network.

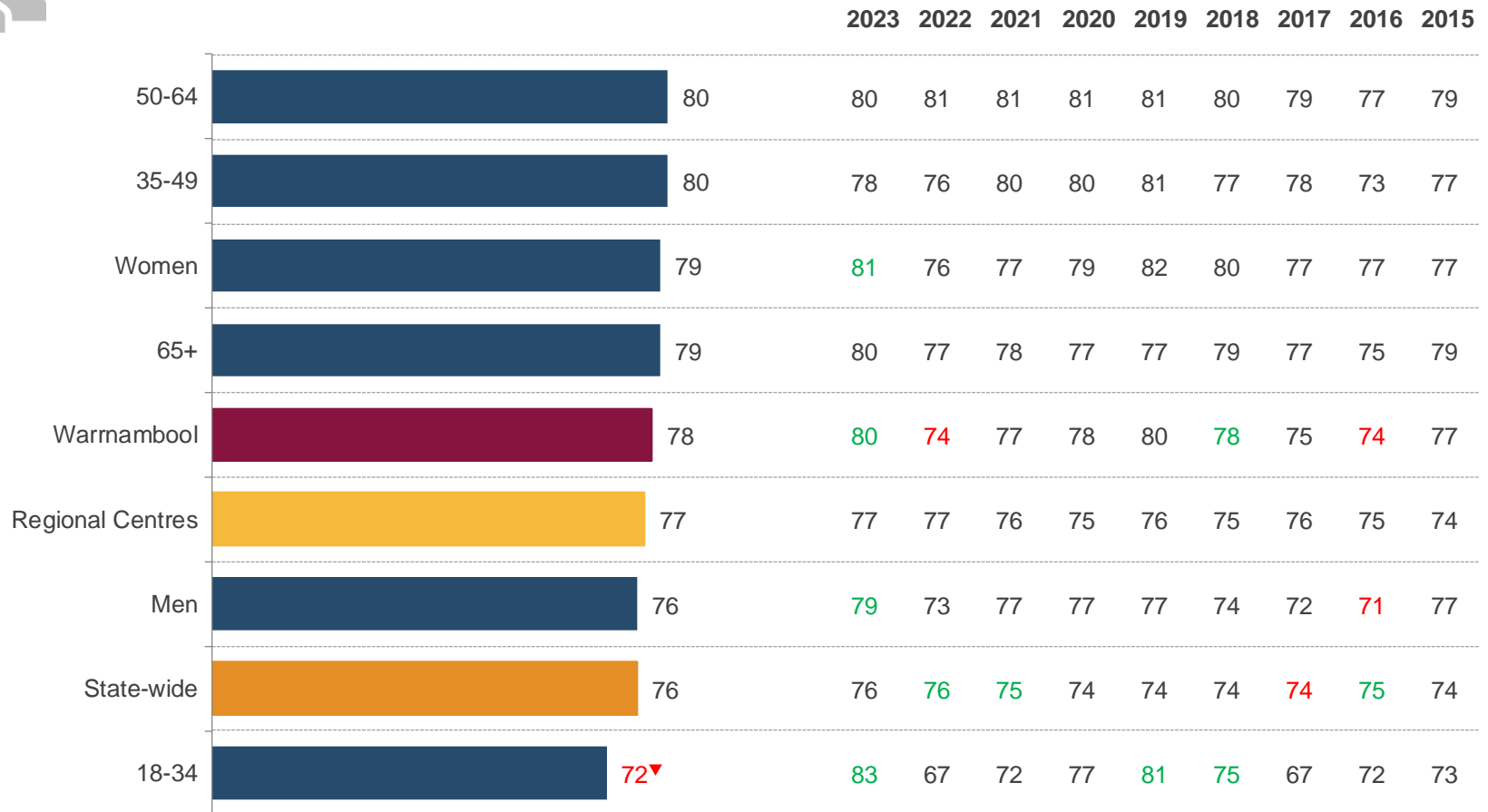
Individual service areas



Community consultation and engagement importance



2024 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: 25 Councils asked group: 4

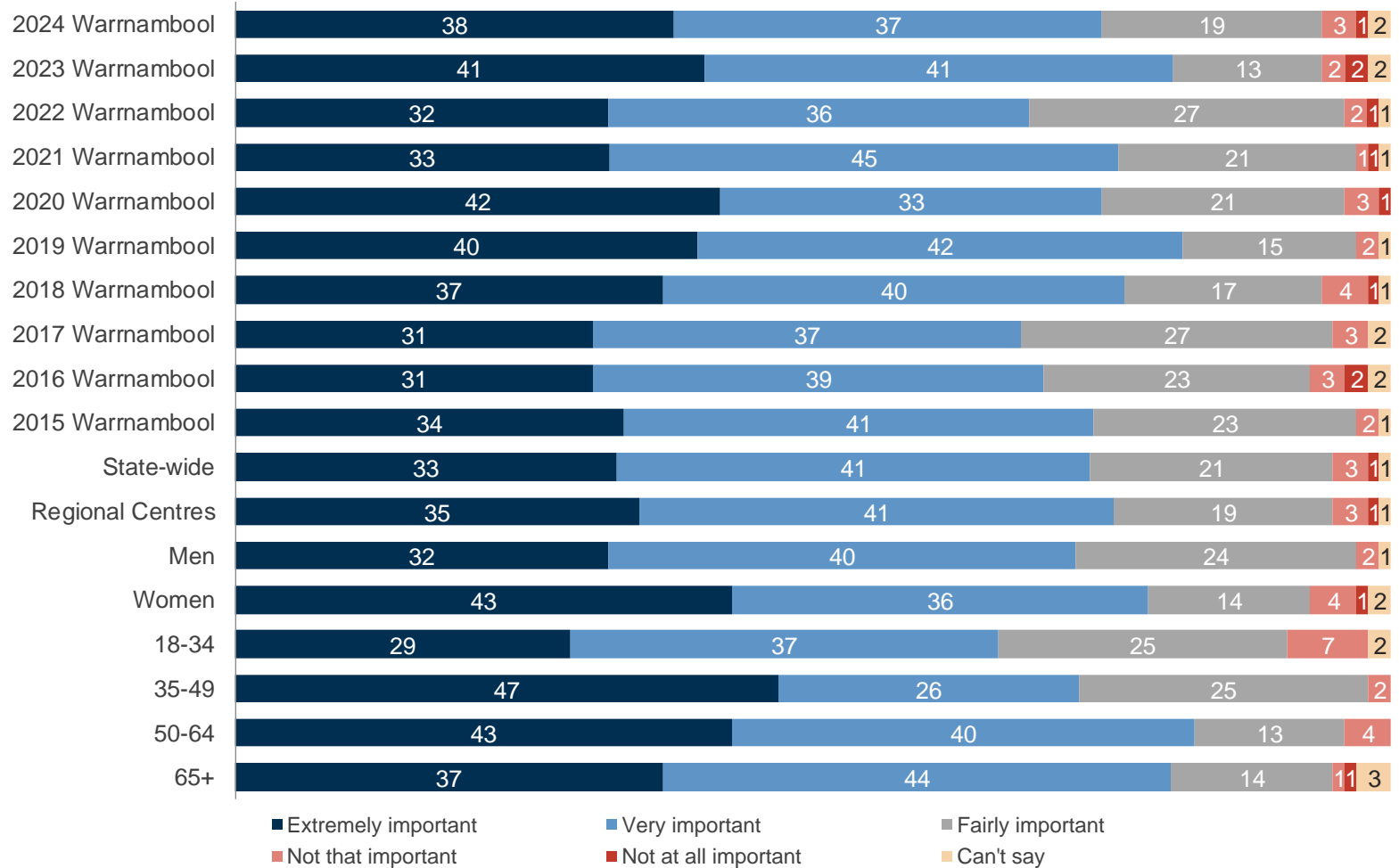
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2024 consultation and engagement importance (%)

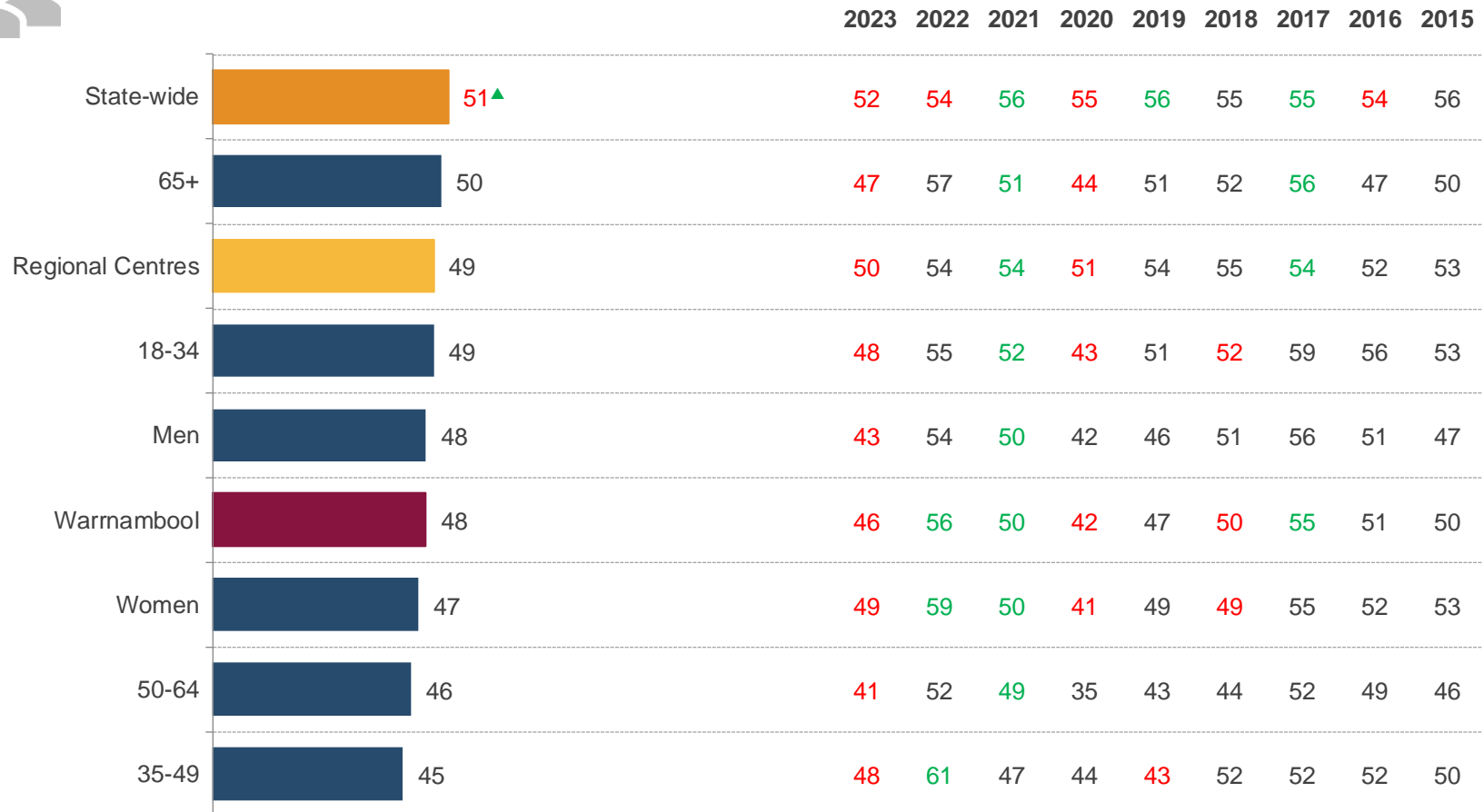




Community consultation and engagement performance



2024 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: 62 Councils asked group: 9

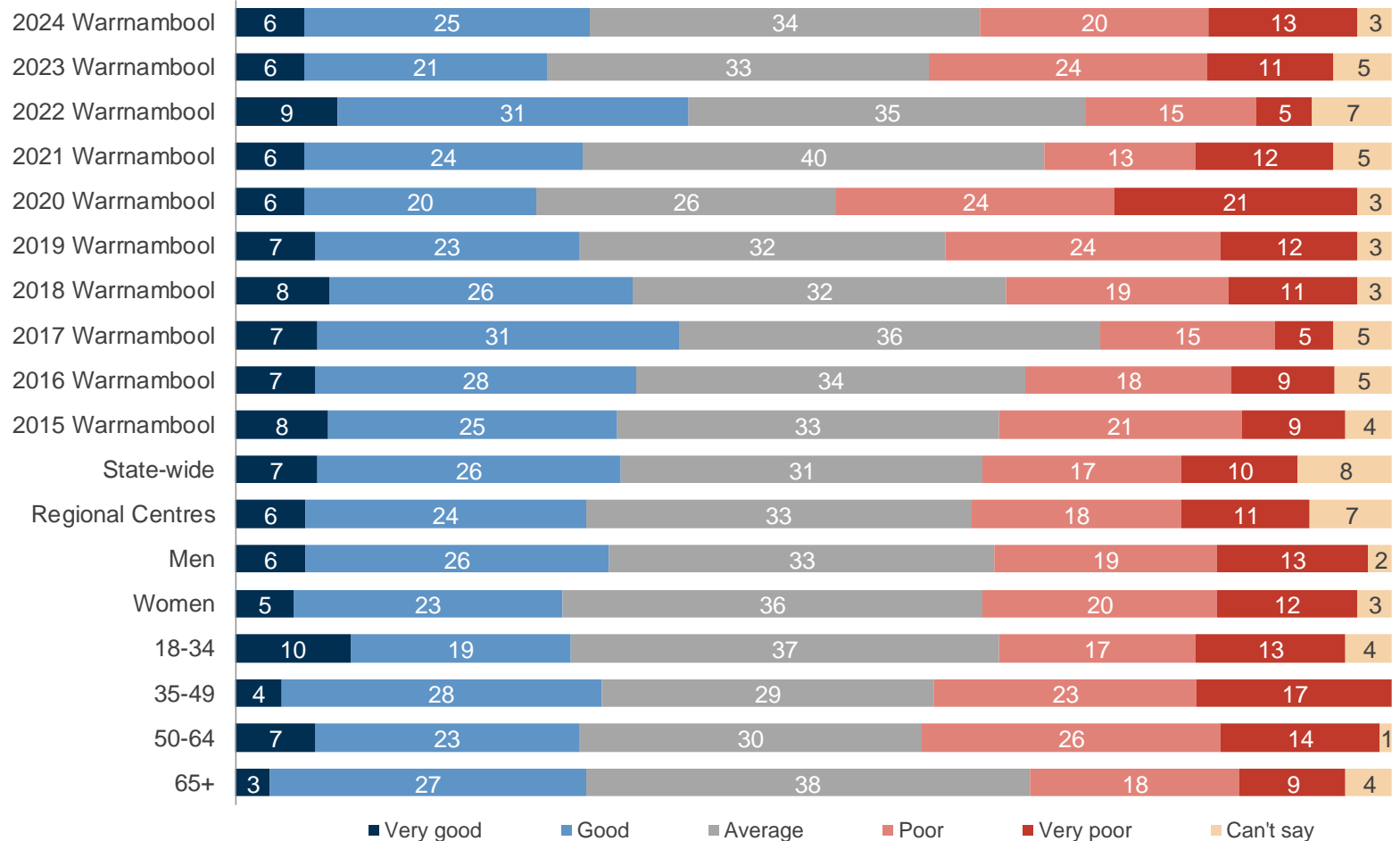
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2024 consultation and engagement performance (%)

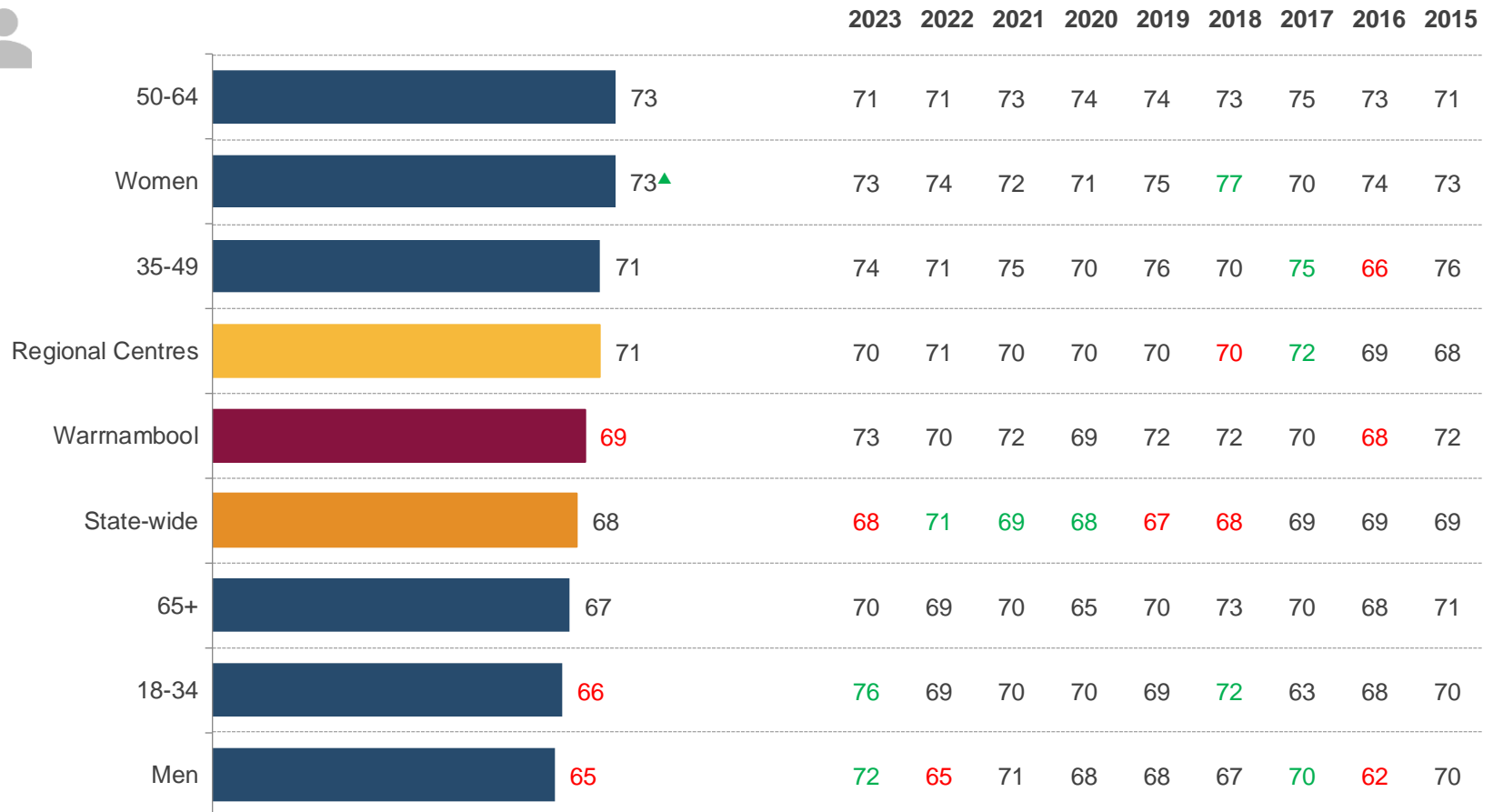




Lobbying on behalf of the community importance



2024 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: 21 Councils asked group: 4

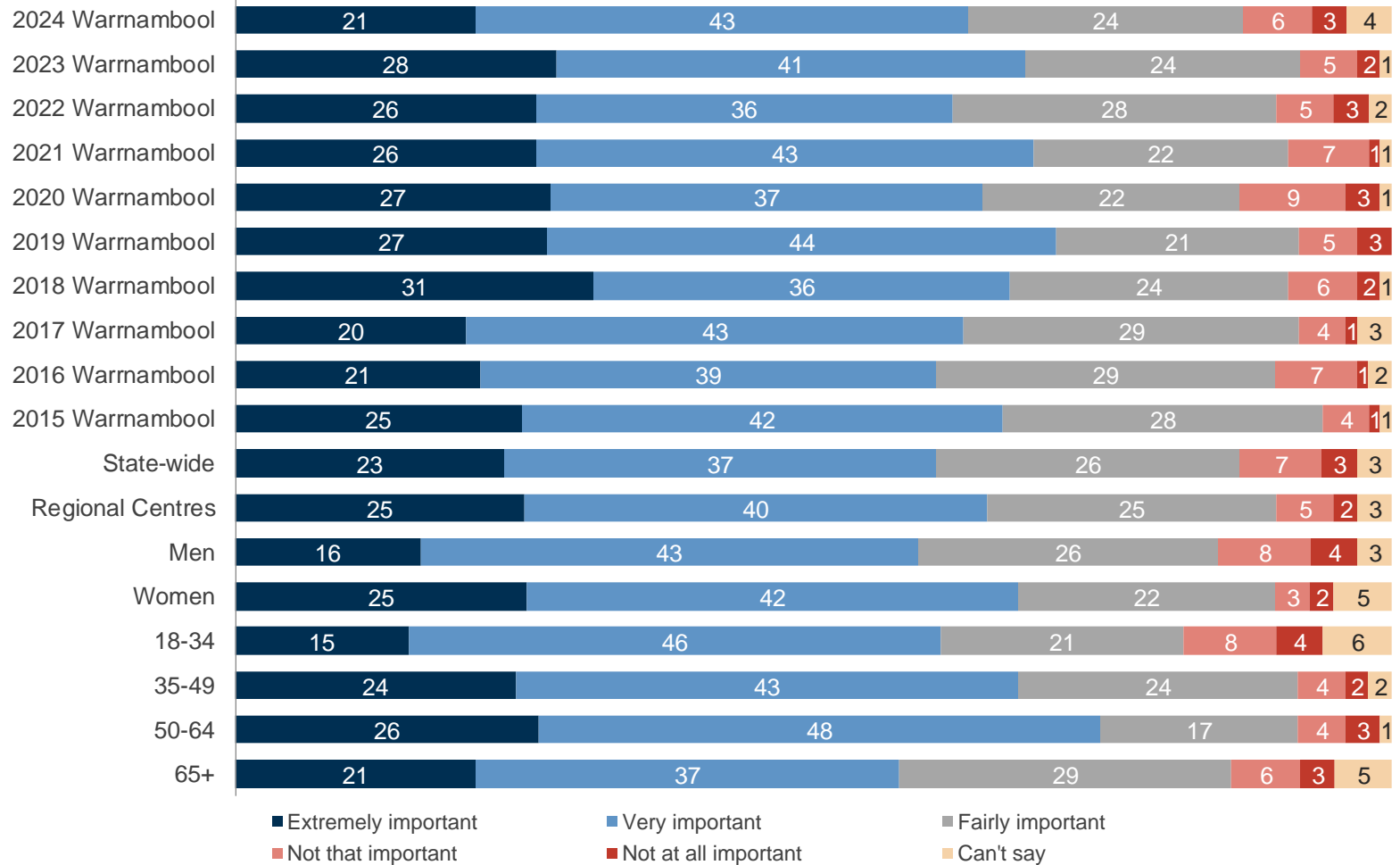
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community importance



2024 lobbying importance (%)

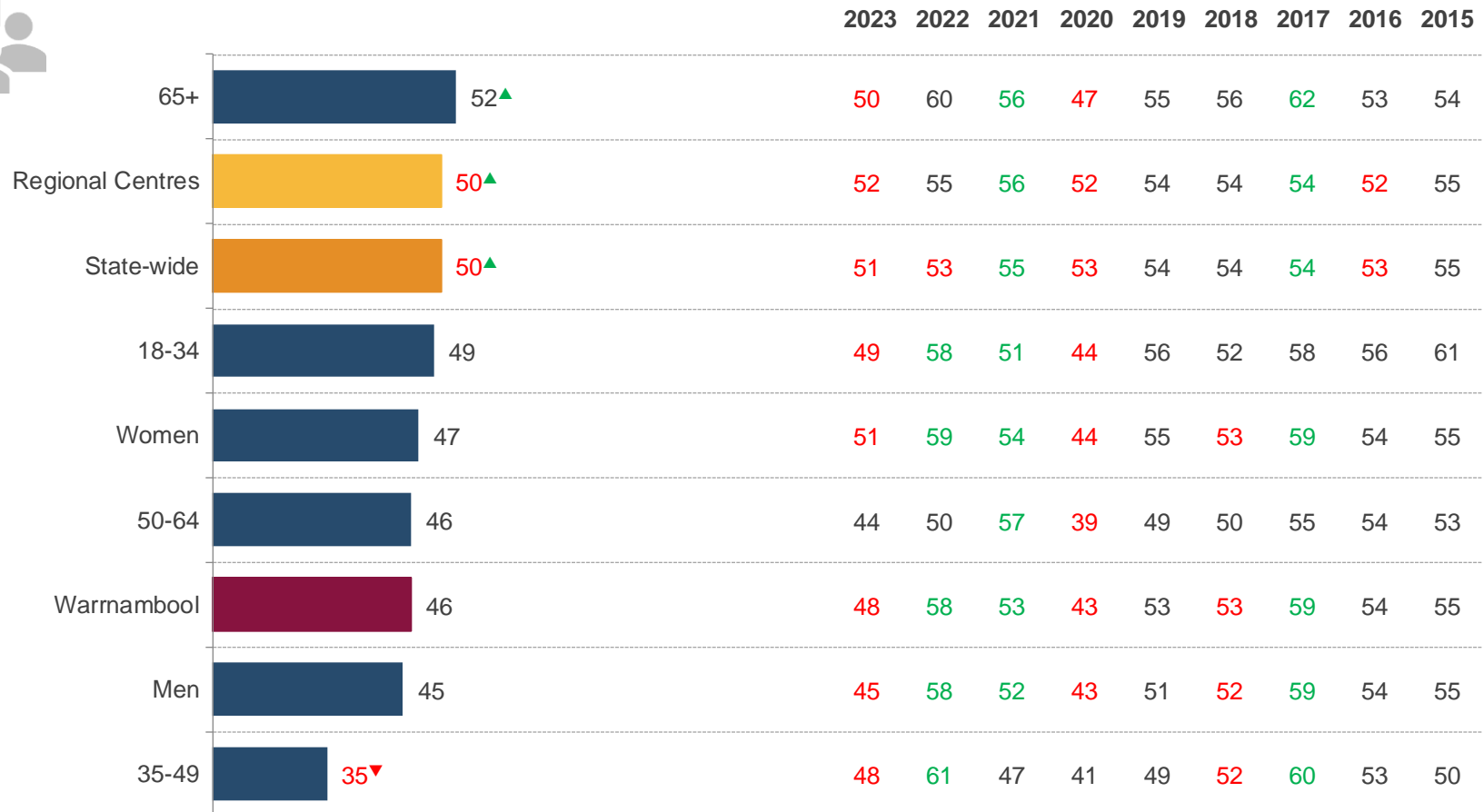




Lobbying on behalf of the community performance



2024 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: 46 Councils asked group: 6

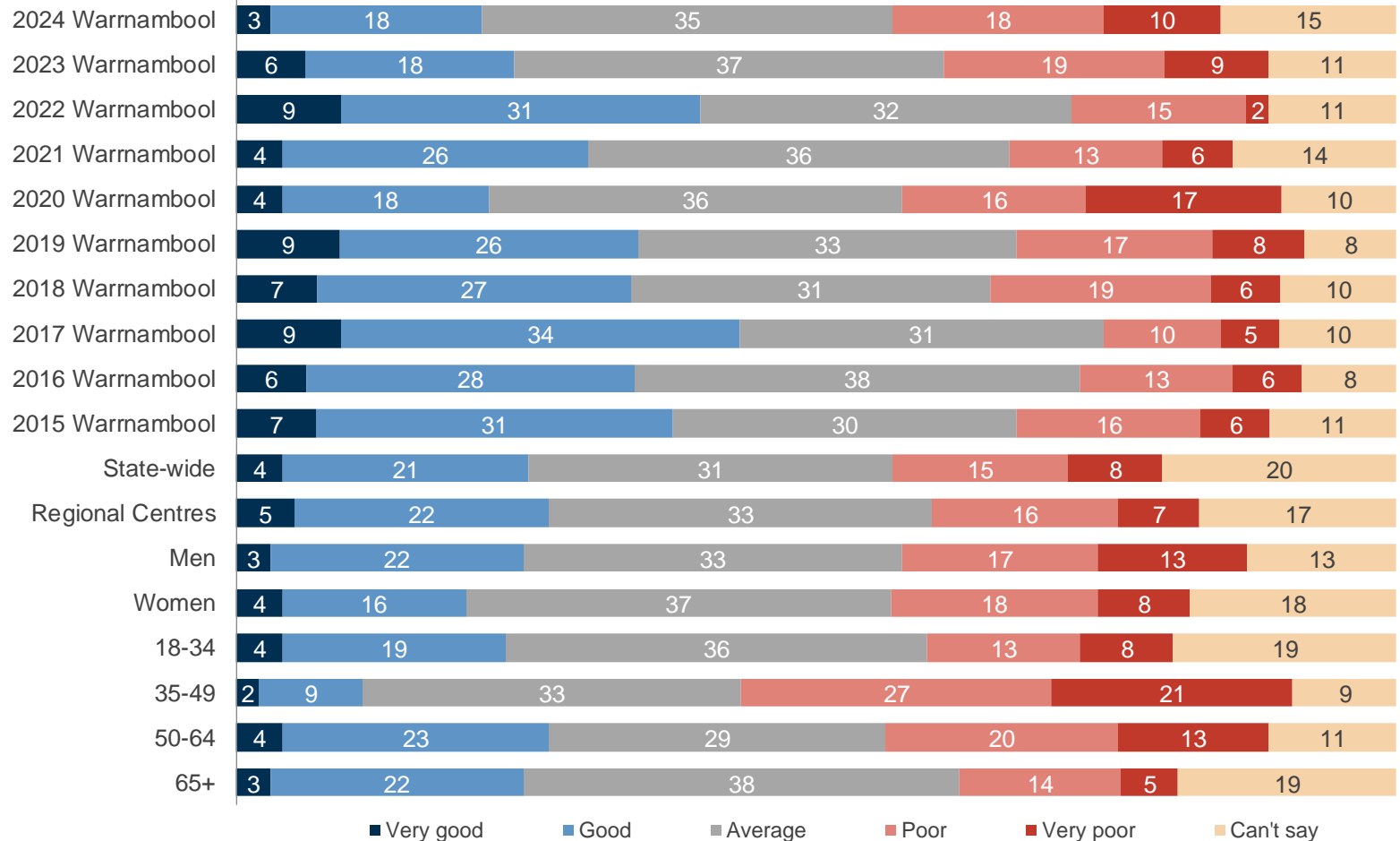
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



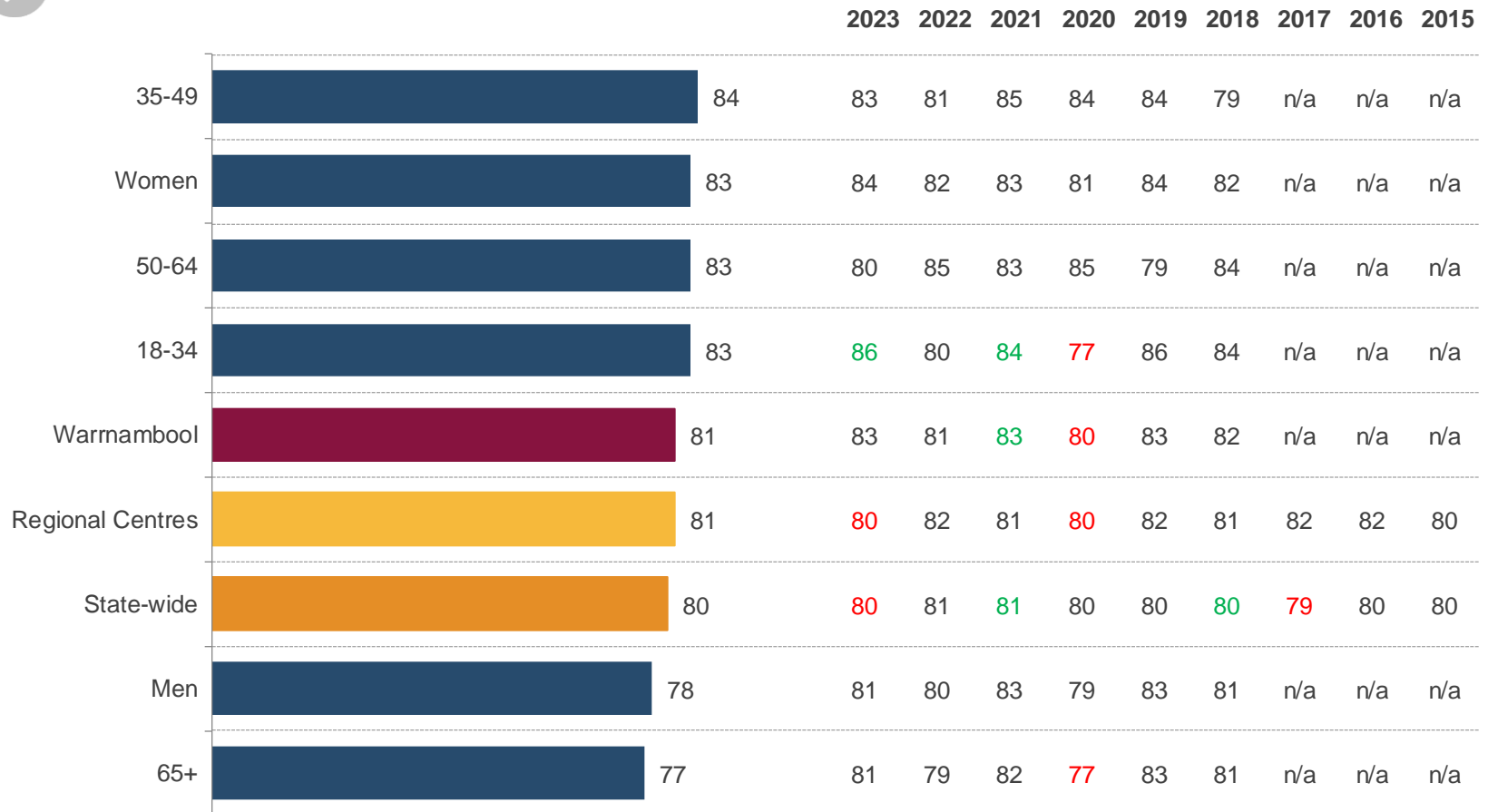
2024 lobbying performance (%)



Decisions made in the interest of the community importance



2024 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?

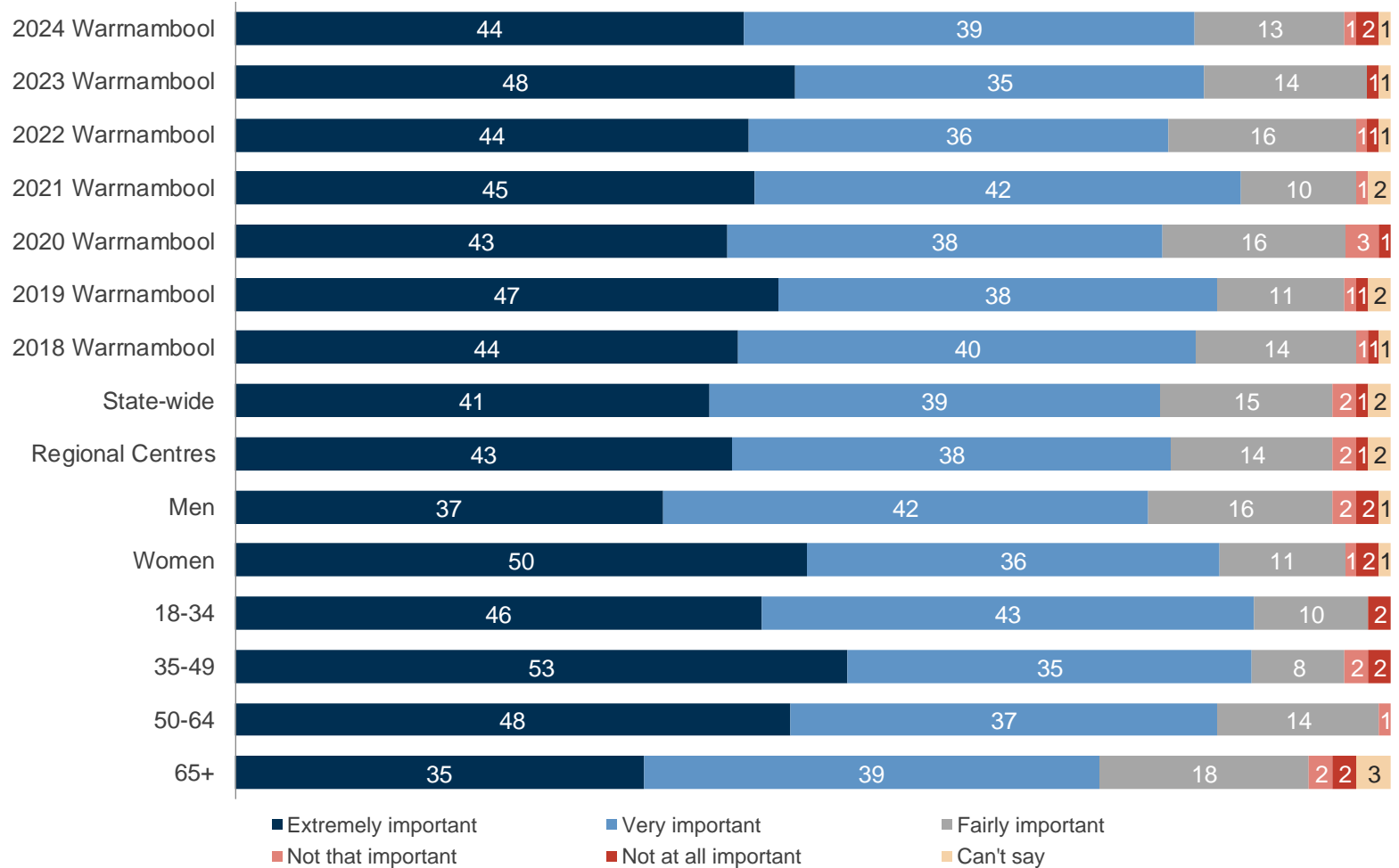
Base: All respondents. Councils asked State-wide: 19 Councils asked group: 3

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

Decisions made in the interest of the community importance



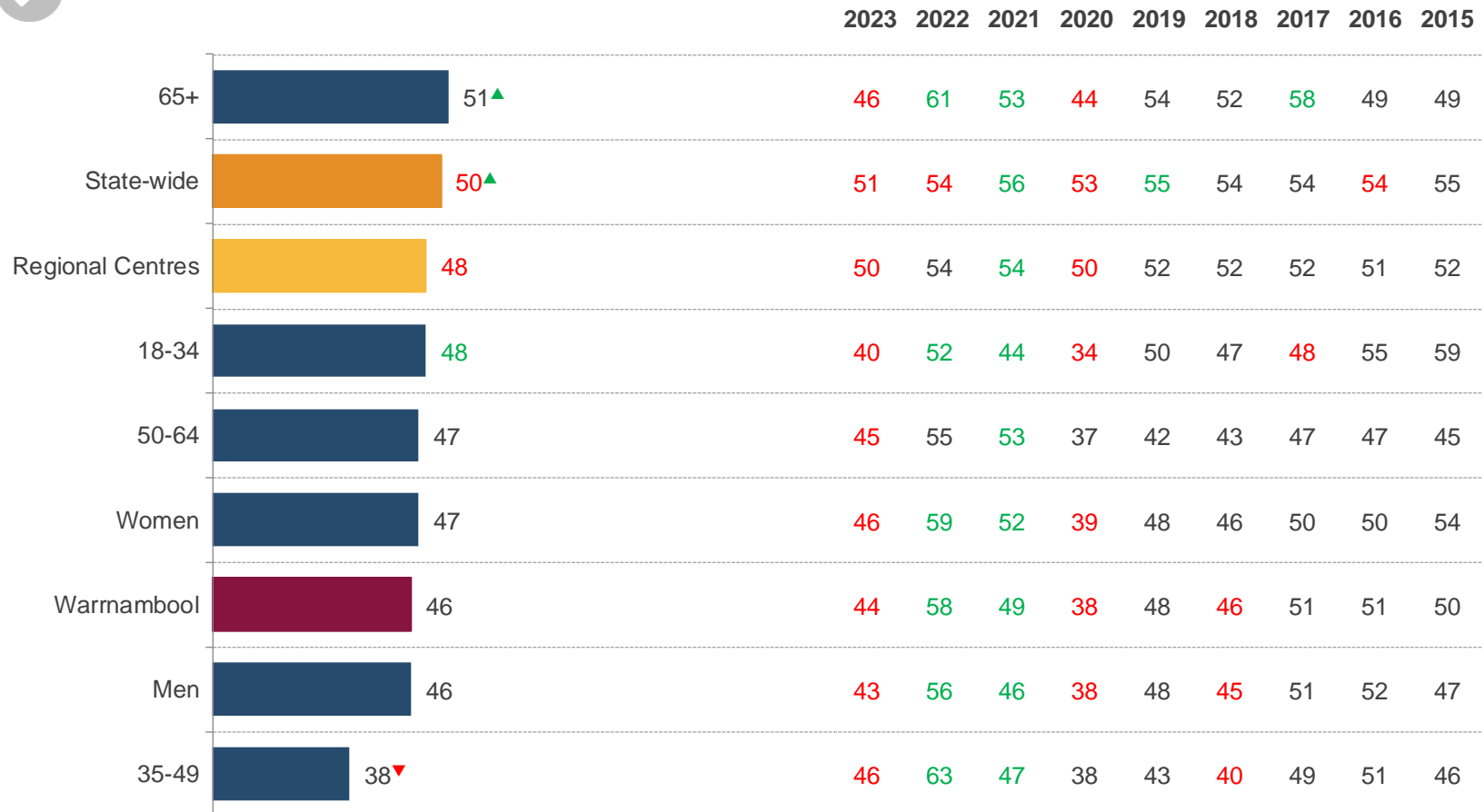
2024 community decisions made importance (%)



Decisions made in the interest of the community performance



2024 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?

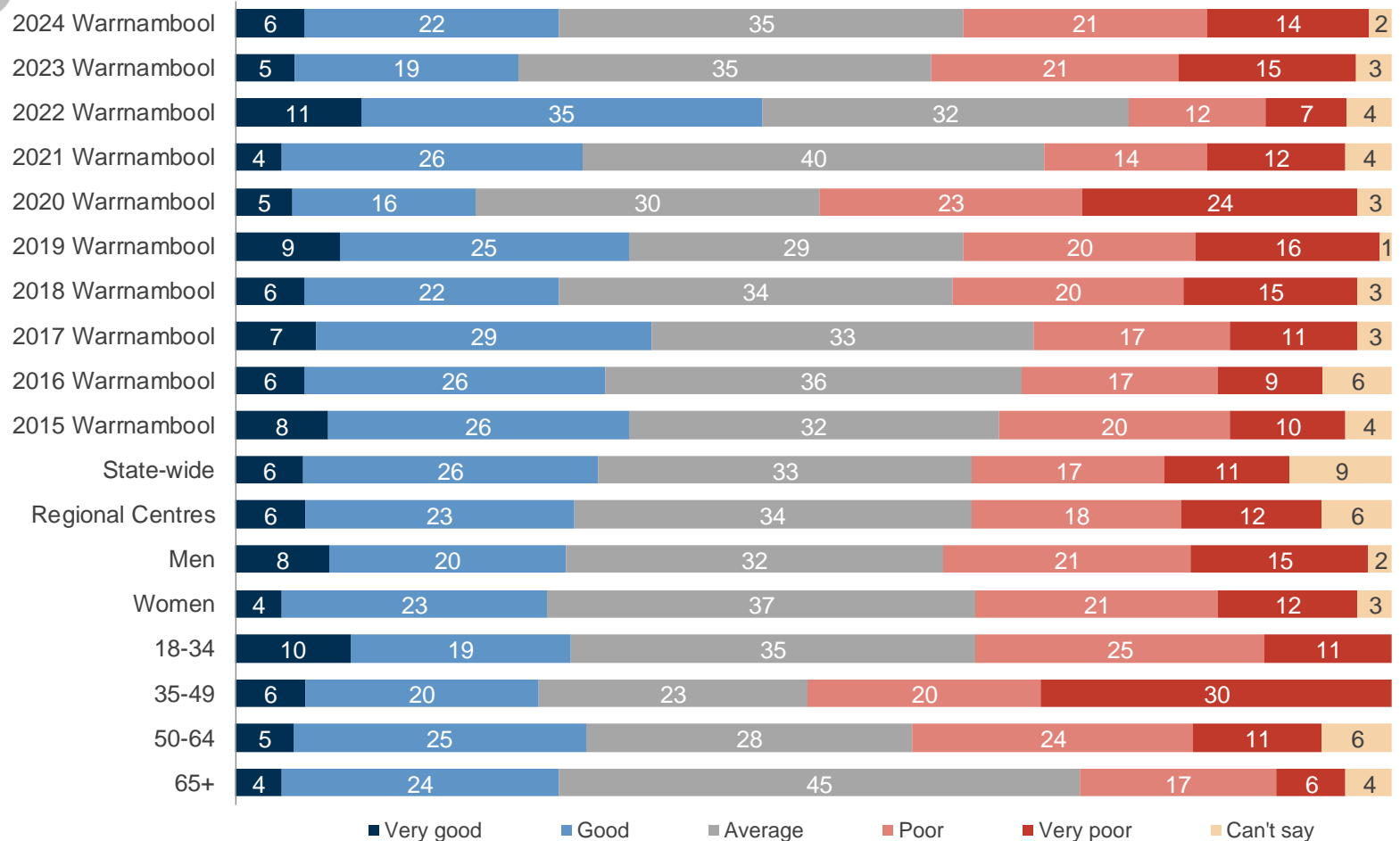
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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

Decisions made in the interest of the community performance



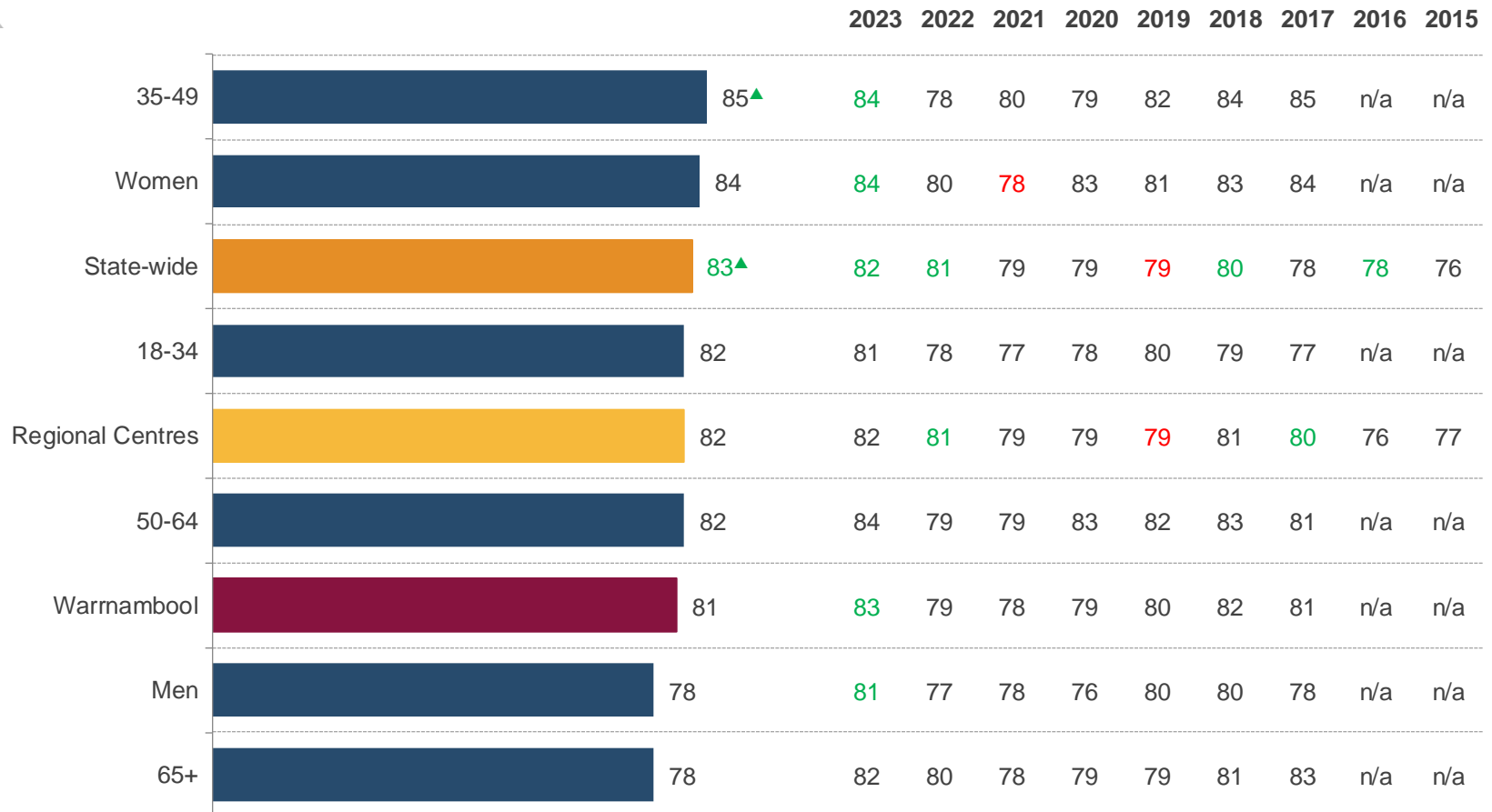
2024 community decisions made performance (%)



The condition of sealed local roads in your area importance



2024 sealed local roads importance (index scores)



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

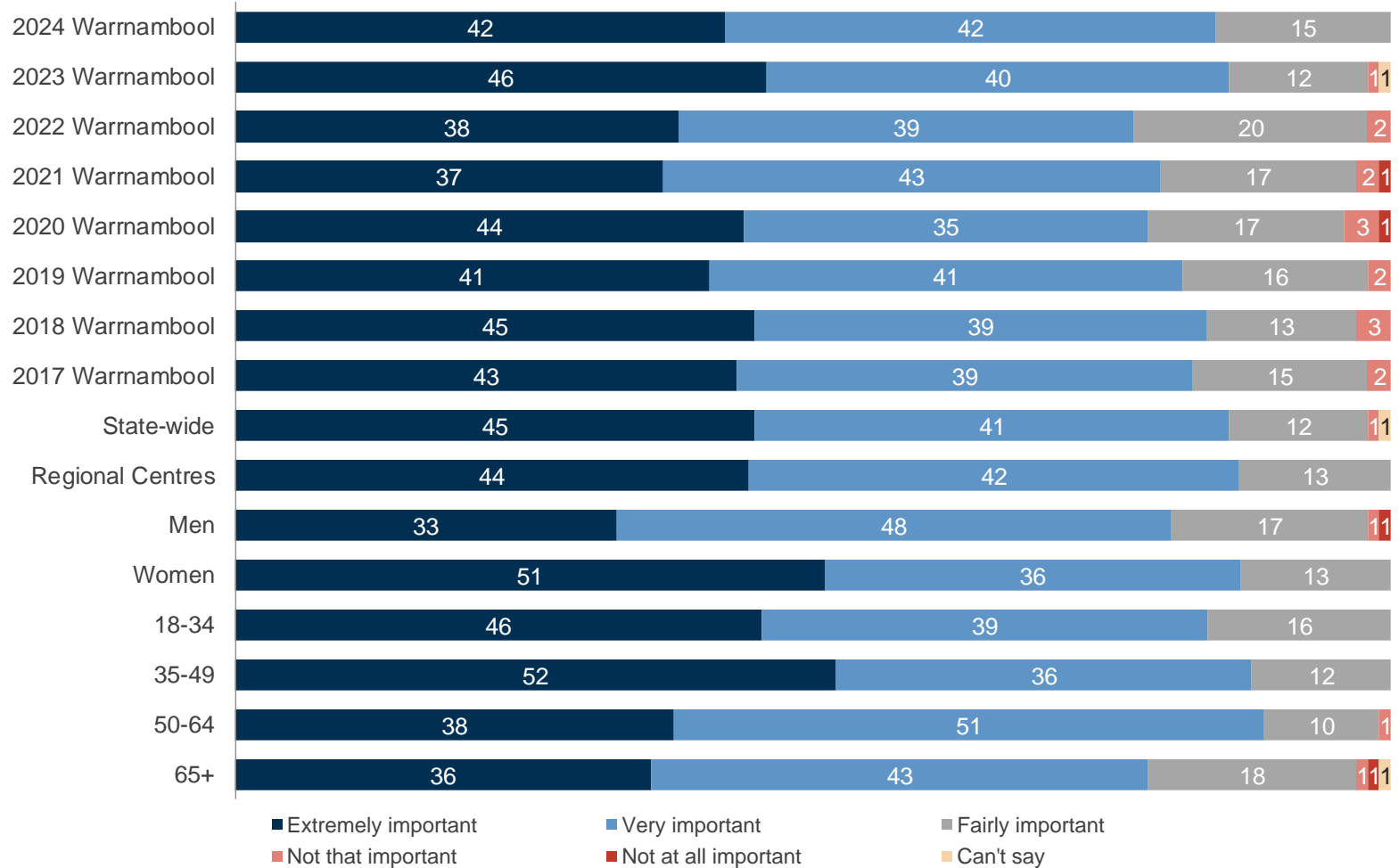
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 3

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

The condition of sealed local roads in your area importance



2024 sealed local roads importance (%)



The condition of sealed local roads in your area performance



2024 sealed local roads performance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	56	53	64	61	52	60	59	54	47	56
Men	55	53	62	58	51	56	53	56	48	55
50-64	54	48	60	61	48	57	54	50	47	53
Warmambool	54	50	60	59	48	58	53	49	49	53
18-34	53	47	53	52	43	58	52	45	50	48
Women	53	48	58	59	45	60	52	43	49	51
35-49	51	51	64	61	48	56	44	49	50	55
Regional Centres	46▼	49	54	60	55	57	54	53	54	55
State-wide	45▼	48	53	57	54	56	53	53	54	55

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

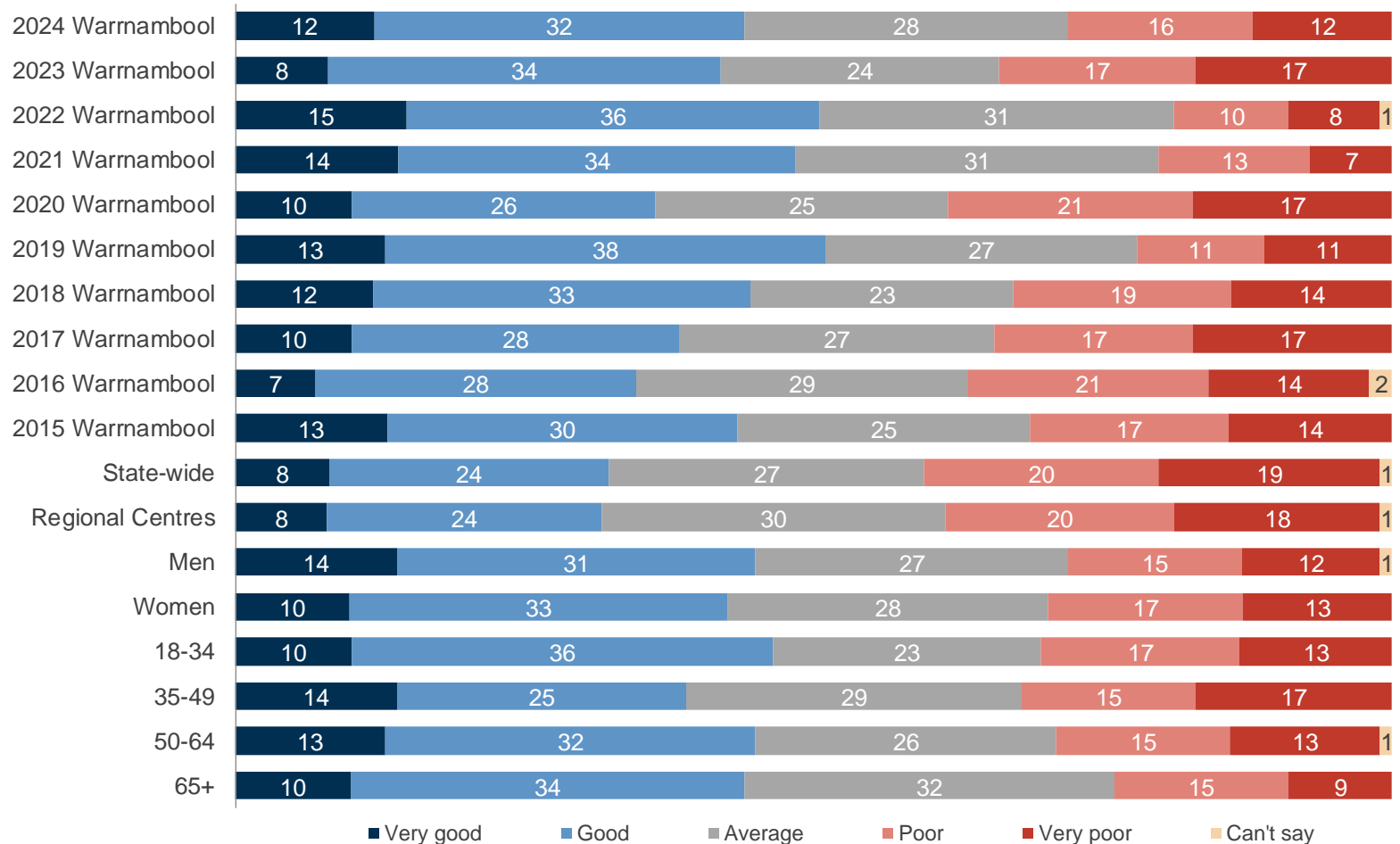
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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

The condition of sealed local roads in your area performance



2024 sealed local roads performance (%)

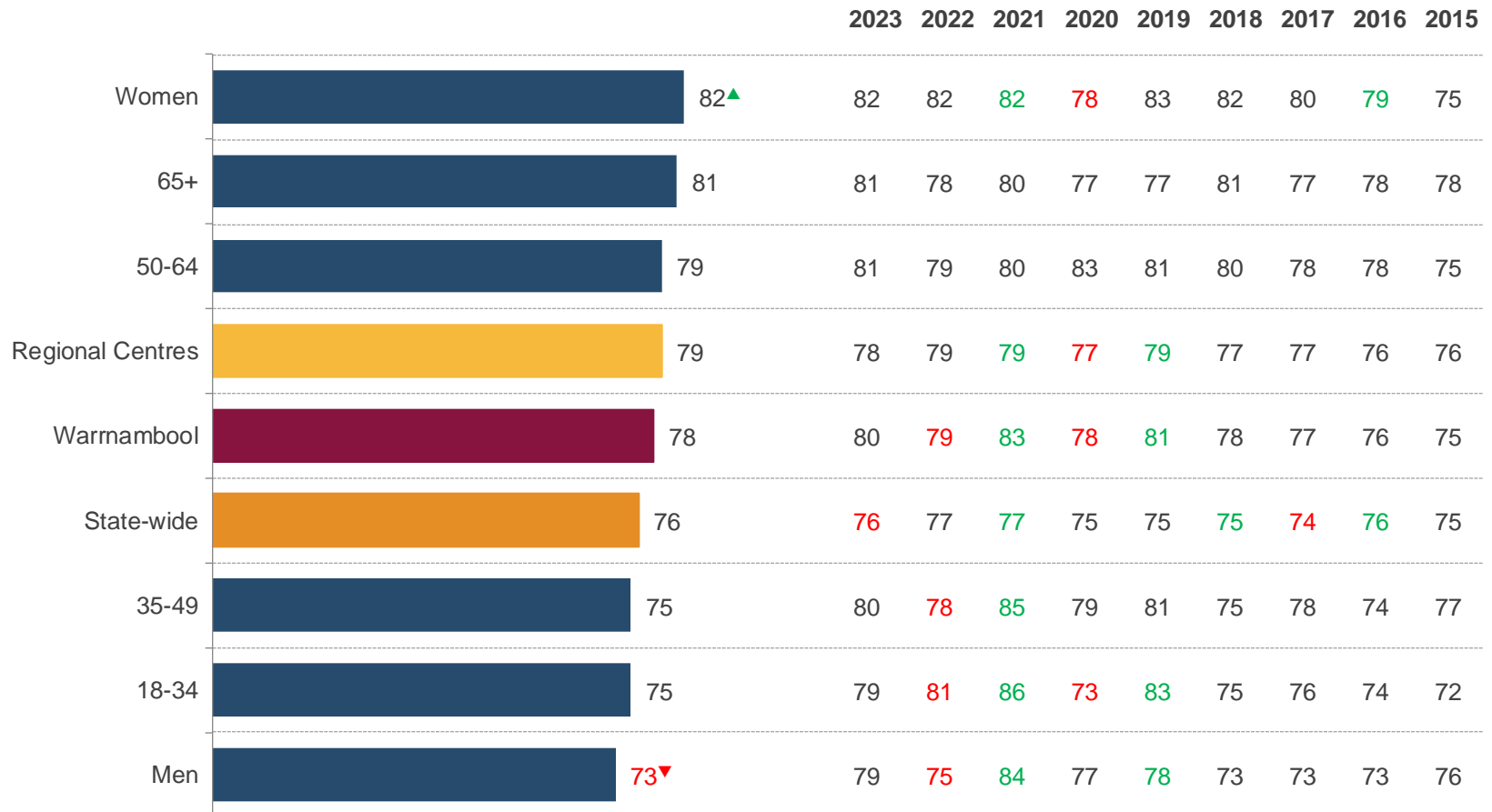




Informing the community importance



2024 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: 18 Councils asked group: 4

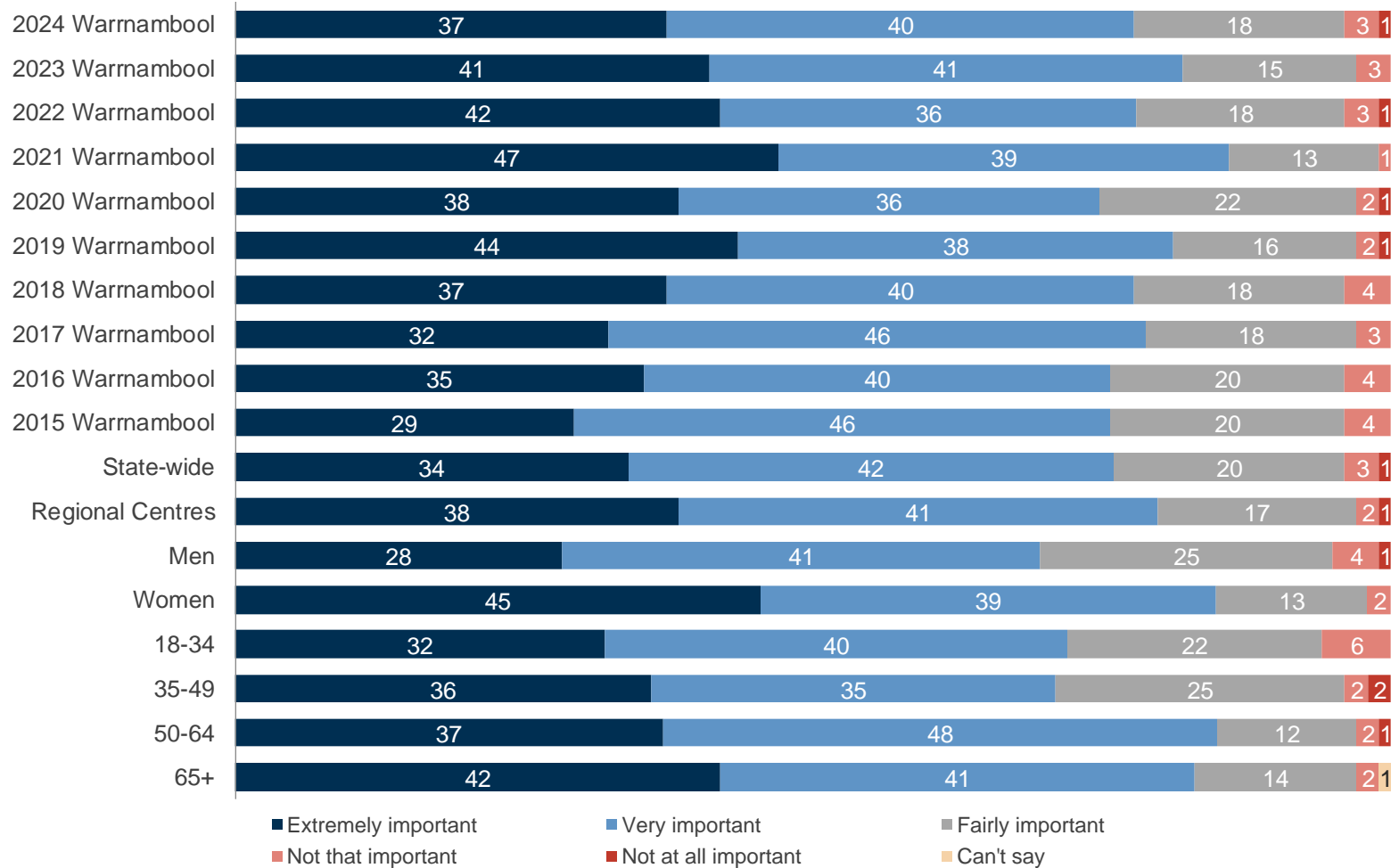
Note: Please see Appendix A for explanation of significant differences.



Informing the community importance



2024 informing community importance (%)

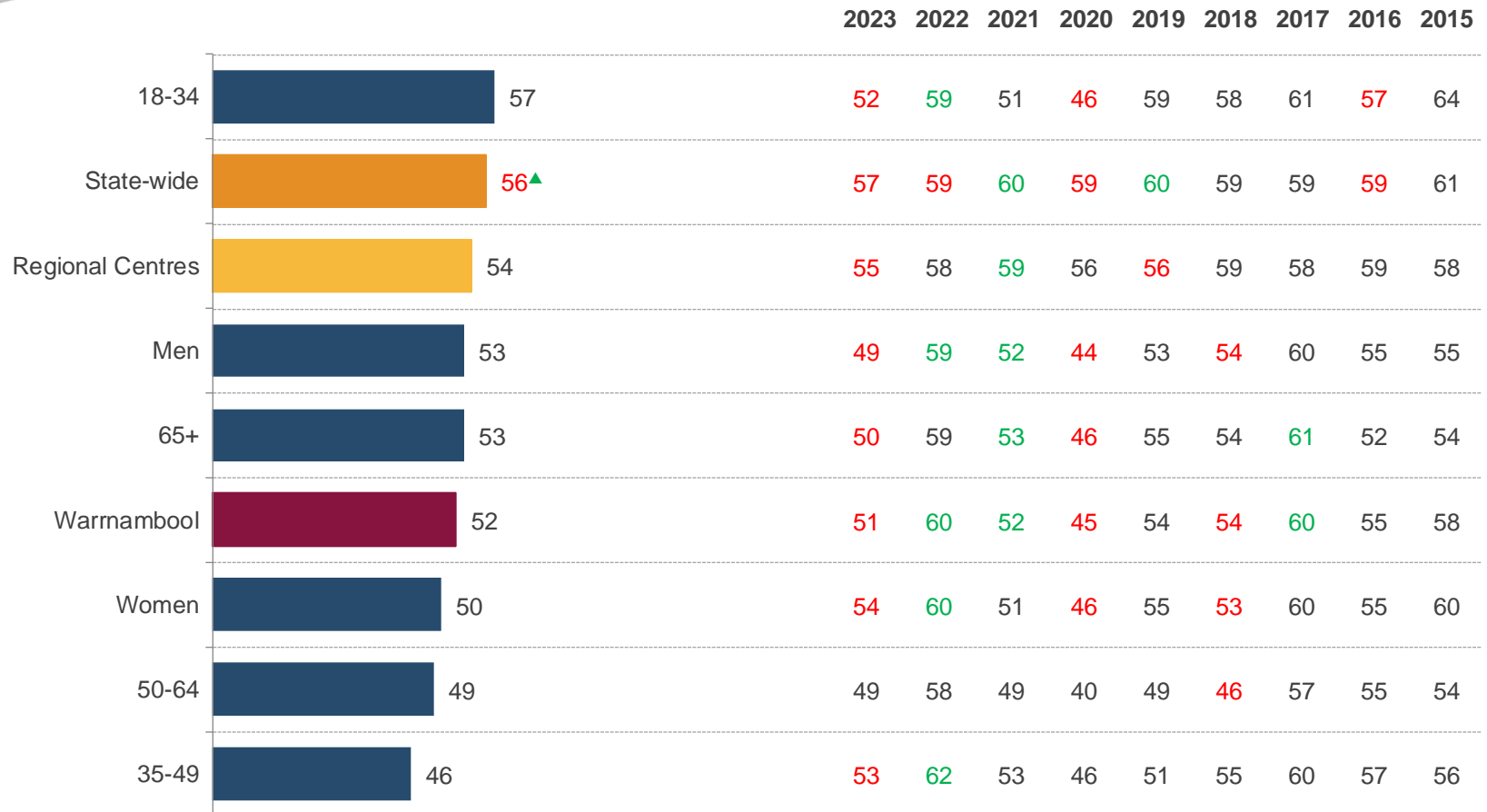




Informing the community performance



2024 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: 34 Councils asked group: 6

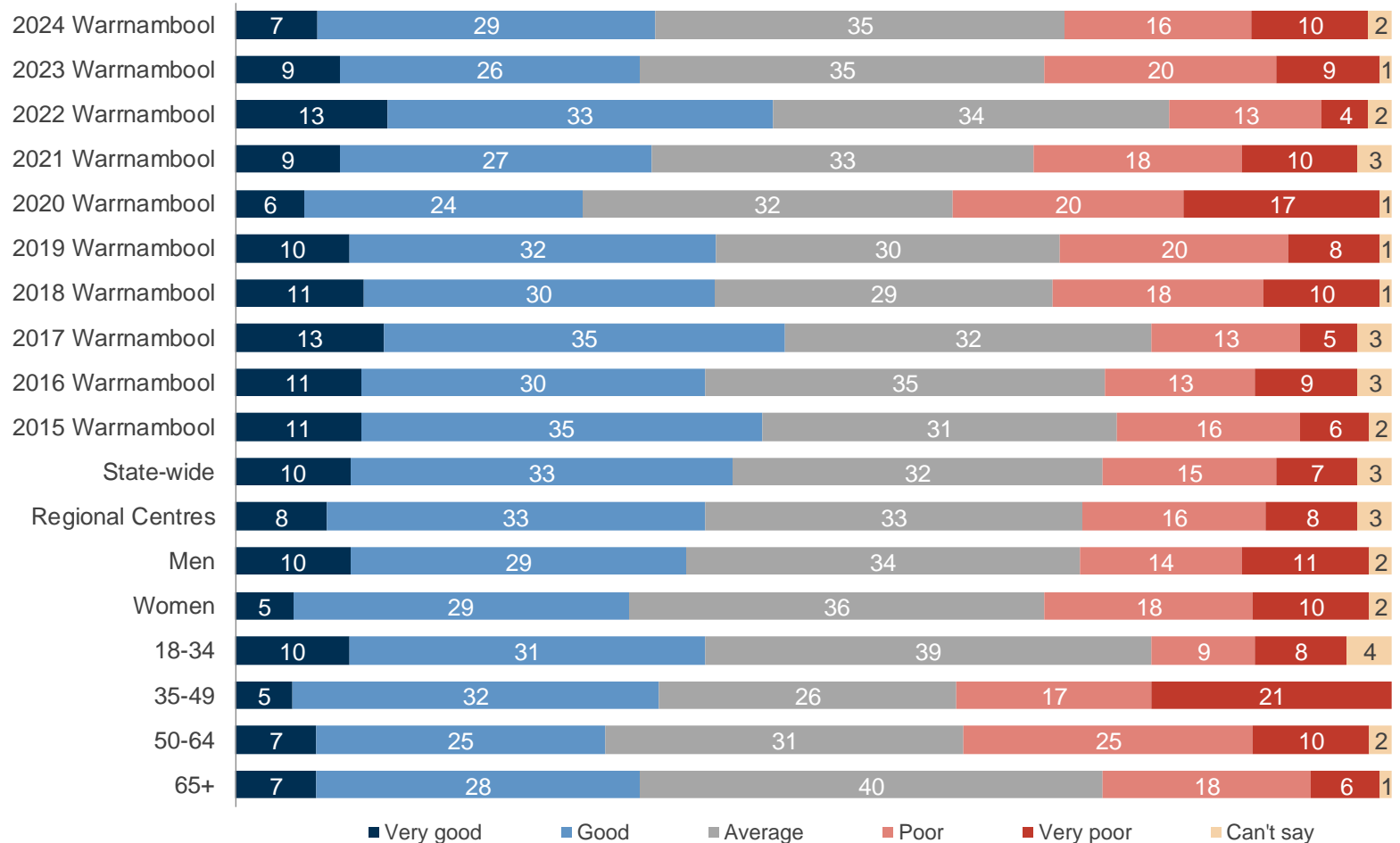
Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



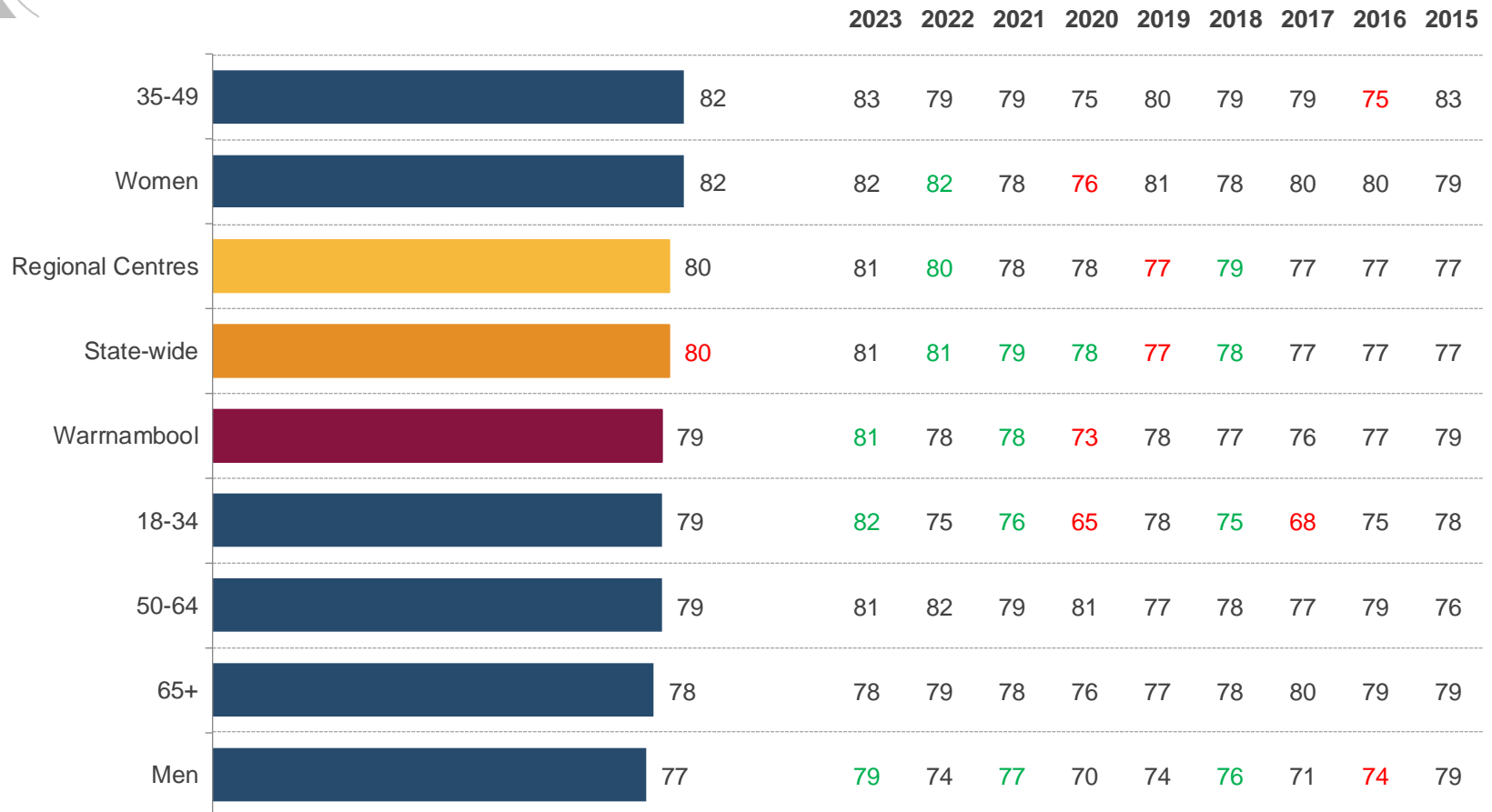
2024 informing community performance (%)



The condition of local streets and footpaths in your area importance



2024 streets and footpaths importance (index scores)



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

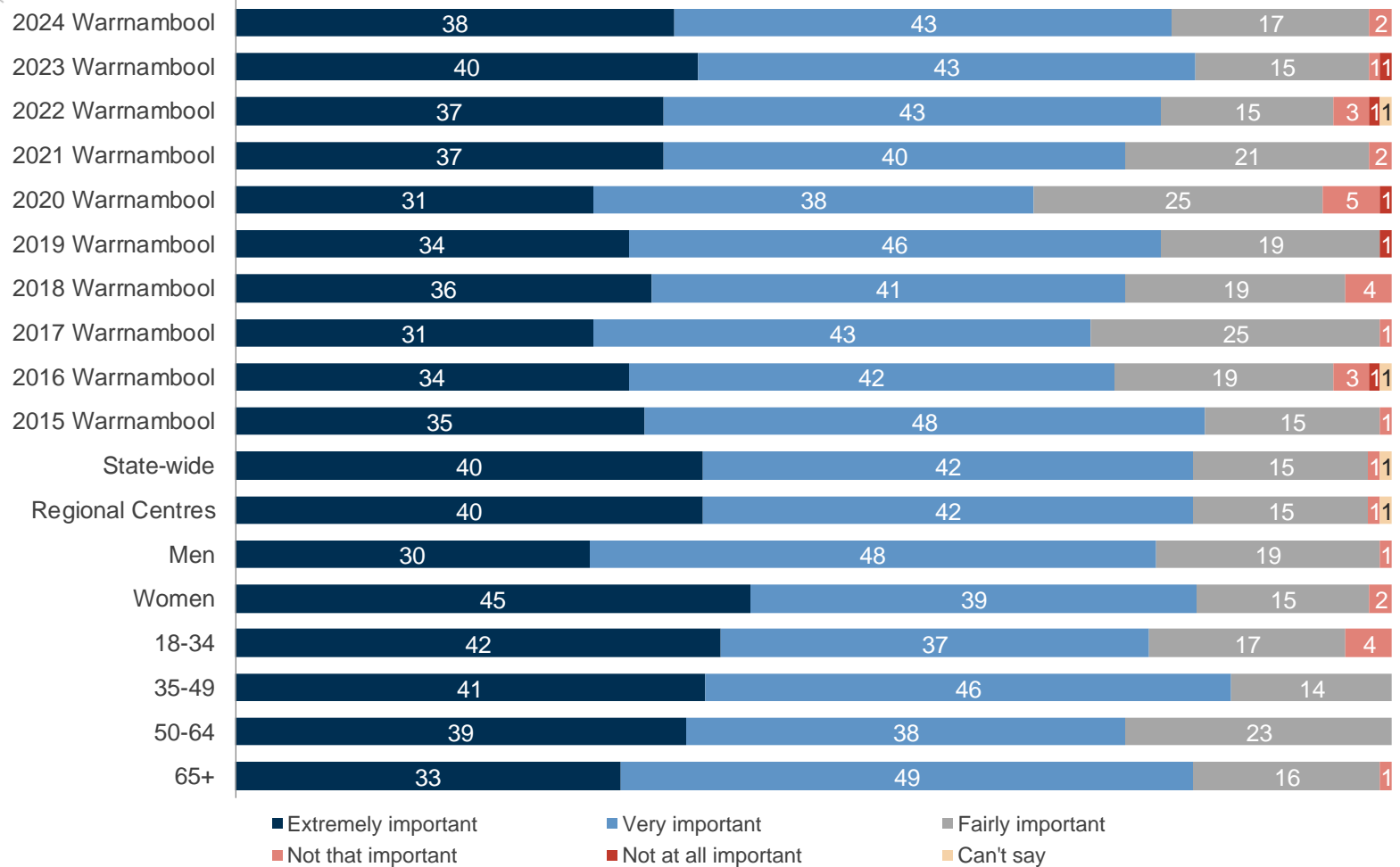
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 4

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

The condition of local streets and footpaths in your area importance



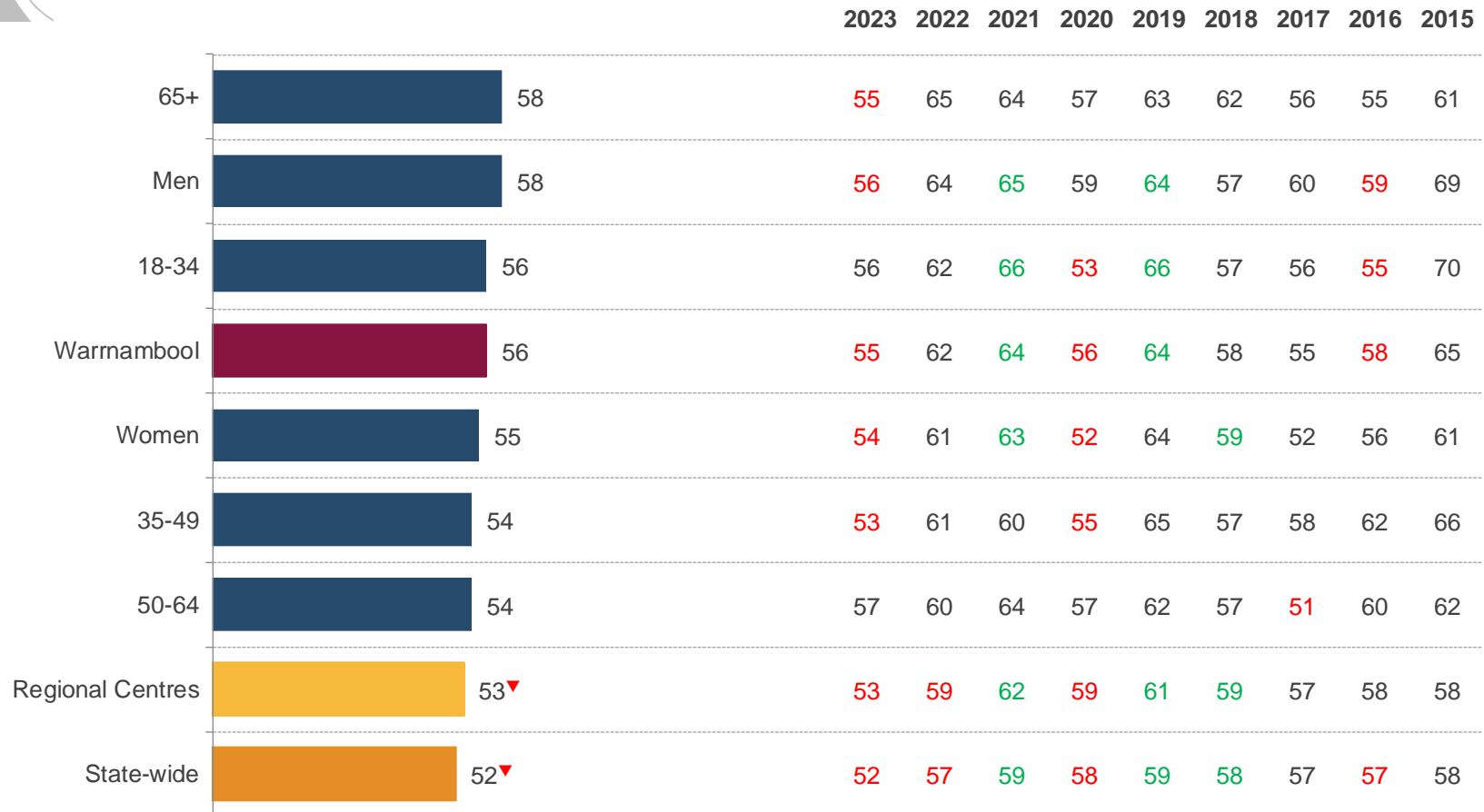
2024 streets and footpaths importance (%)



The condition of local streets and footpaths in your area performance



2024 streets and footpaths performance (index scores)



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

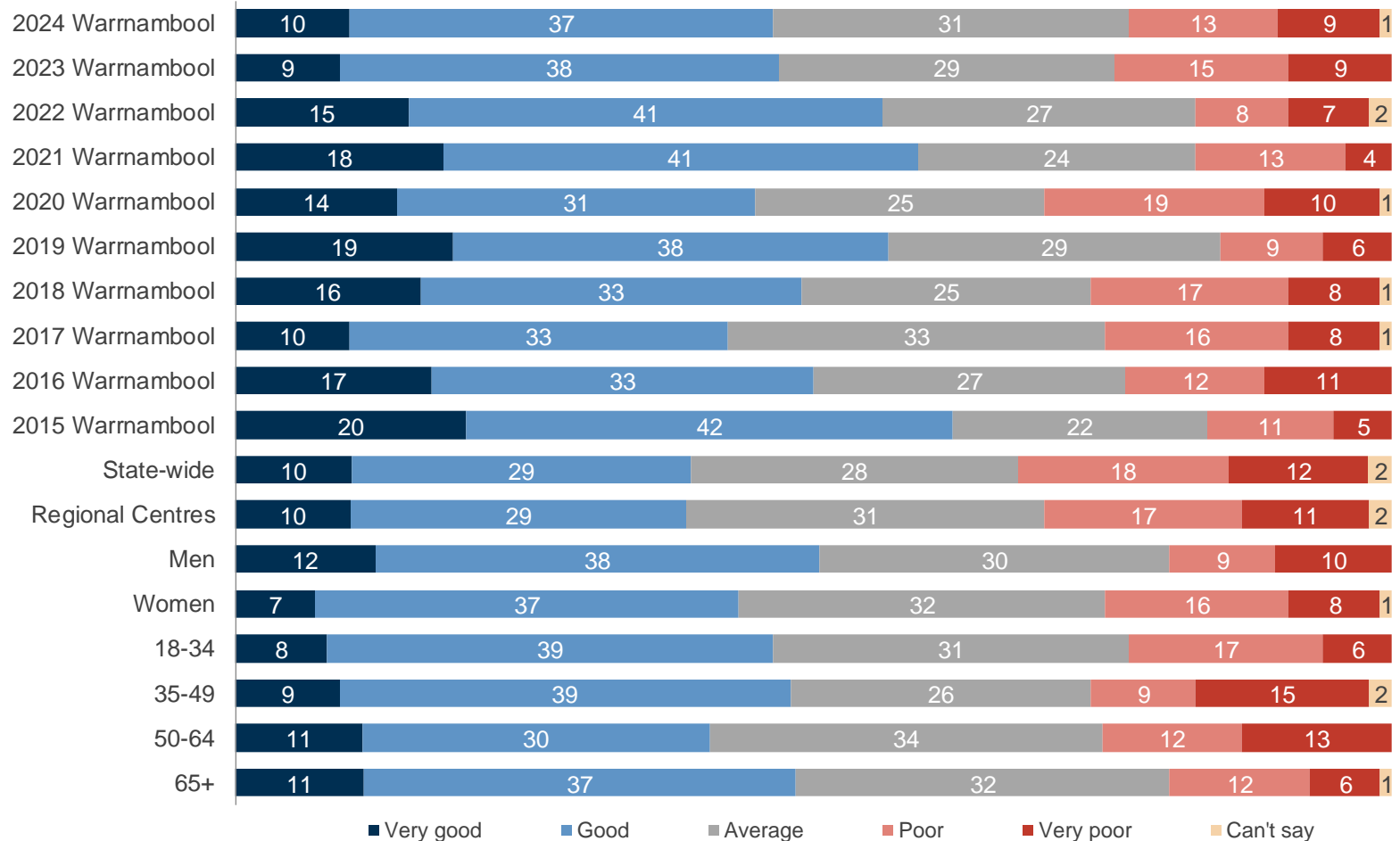
Base: All respondents. Councils asked State-wide: 31 Councils asked group: 6

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

The condition of local streets and footpaths in your area performance



2024 streets and footpaths performance (%)

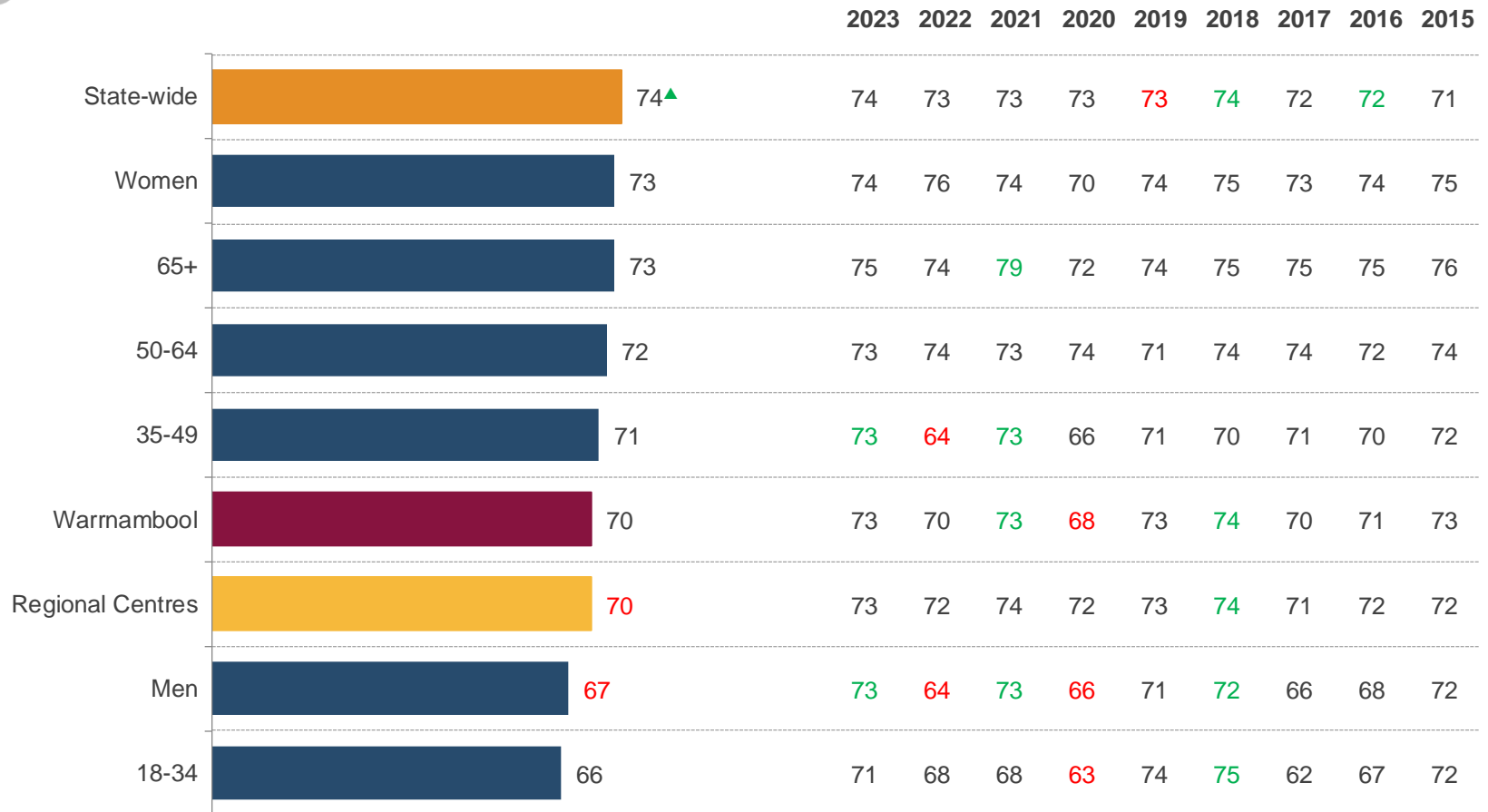




Traffic management importance



2024 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: 5 Councils asked group: 1

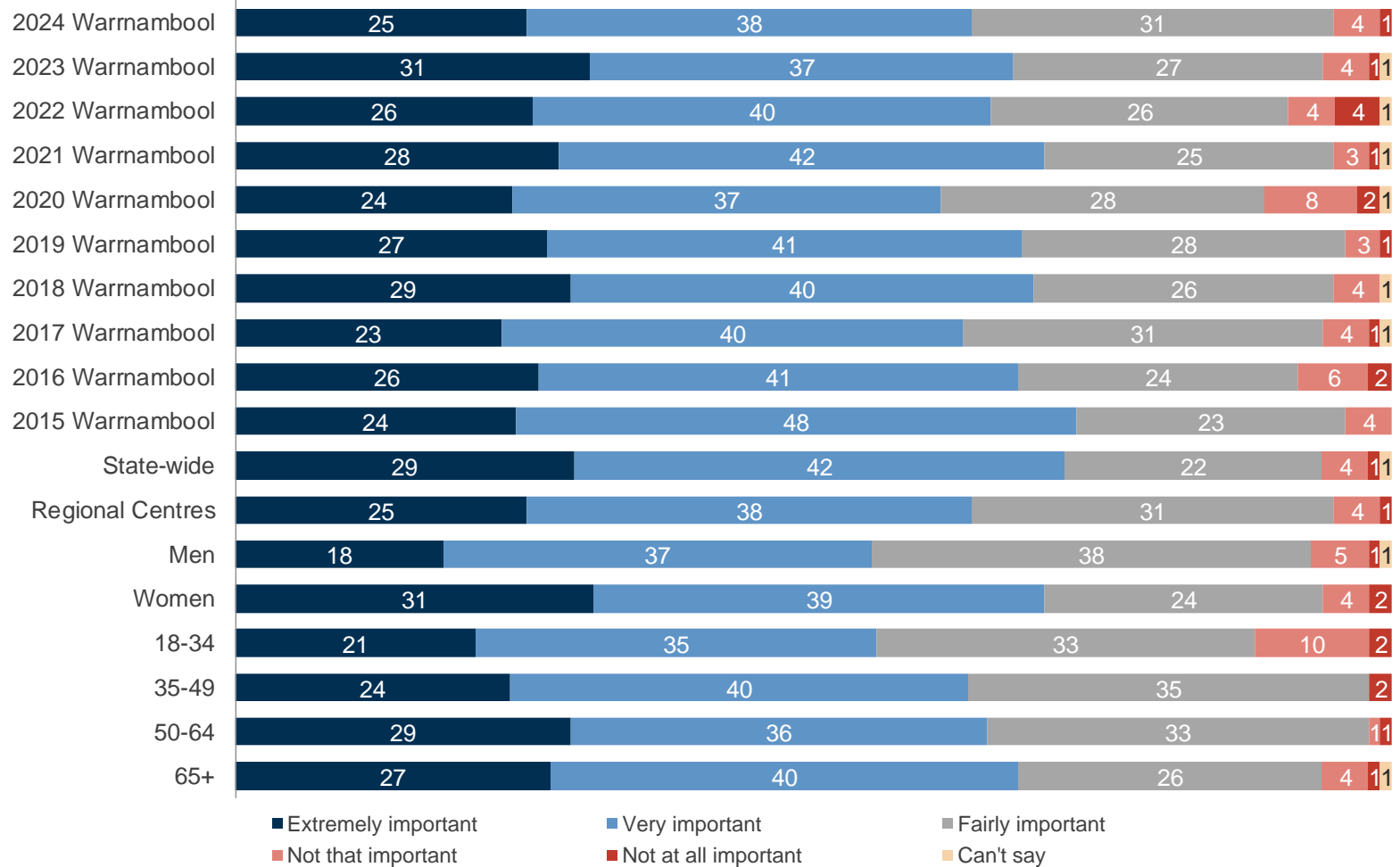
Note: Please see Appendix A for explanation of significant differences.



Traffic management importance



2024 traffic management importance (%)

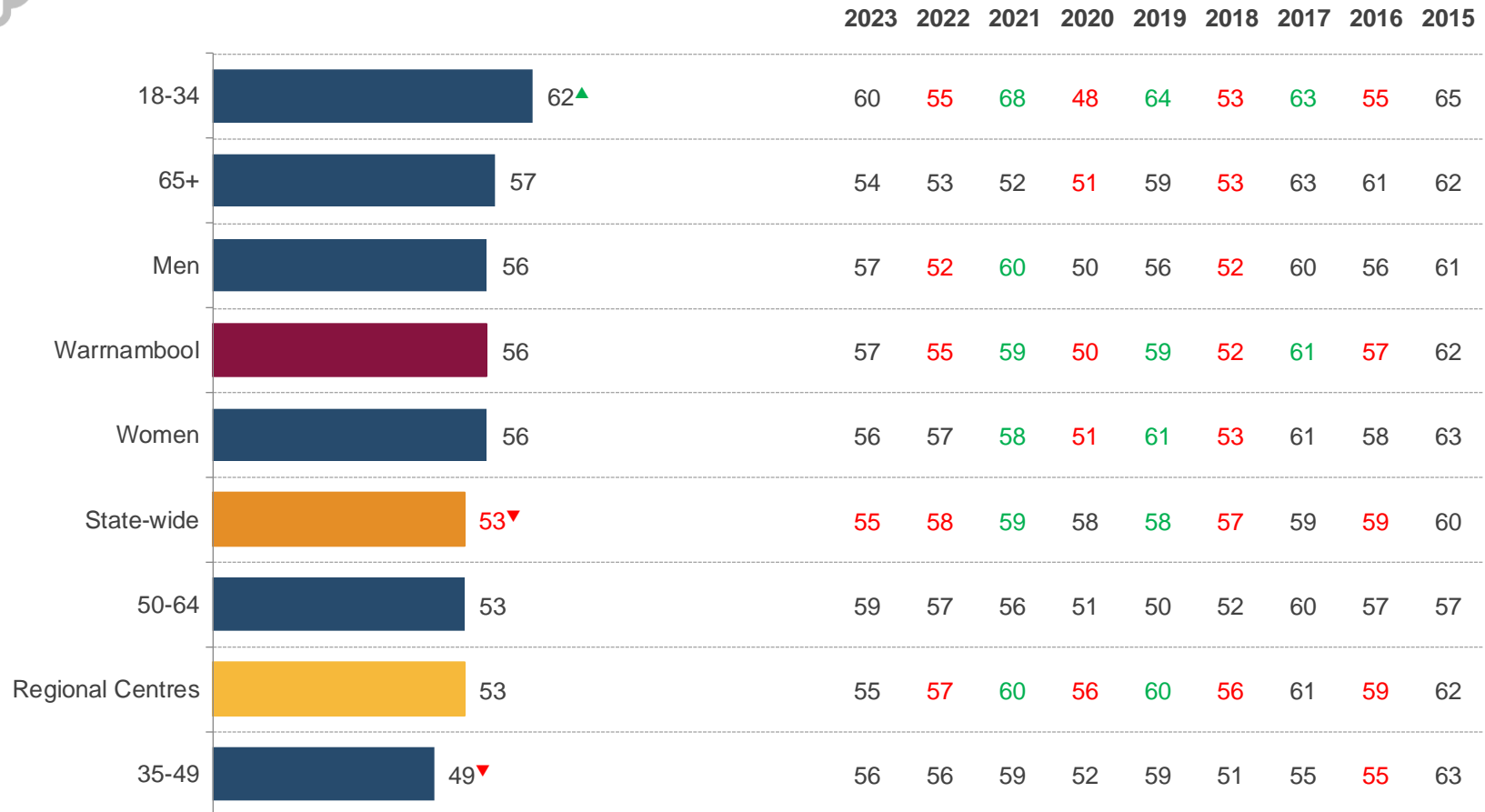




Traffic management performance



2024 traffic management performance (index scores)



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

Base: All respondents. Councils asked State-wide: 12 Councils asked group: 2

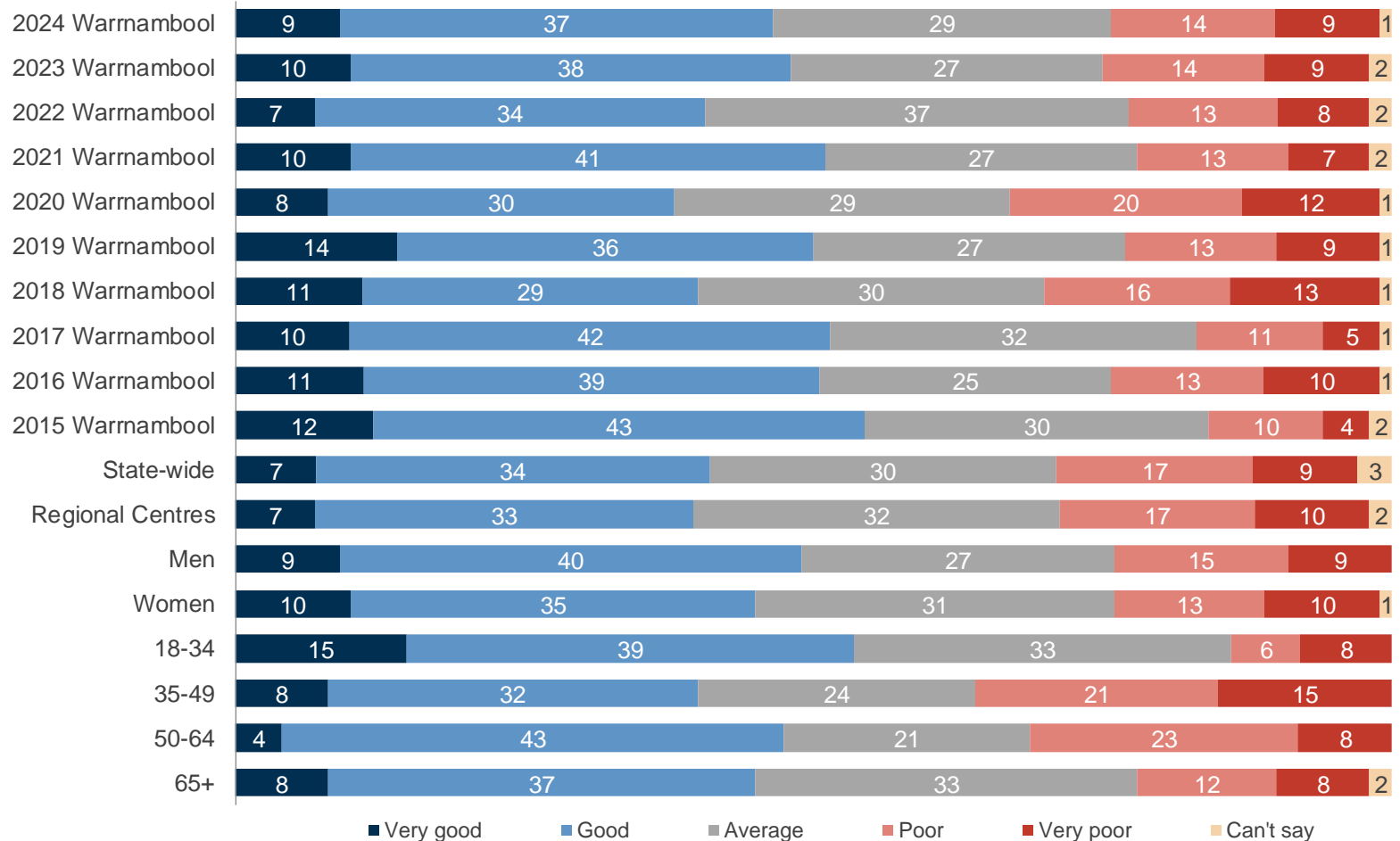
Note: Please see Appendix A for explanation of significant differences.



Traffic management performance



2024 traffic management performance (%)





Parking facilities importance



2024 parking importance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	78	77	77	76	76	80	80	79	77	78
65+	76	75	76	76	77	79	81	77	80	78
Warrambool	75	73	72	74	75	78	78	74	75	75
50-64	75	72	72	76	77	78	76	77	74	74
35-49	74	70	70	73	72	76	76	73	72	78
18-34	74	75	69	71	74	79	81	70	75	71
Regional Centres	72▼	74	74	73	75	75	75	72	73	74
Men	71▼	70	66	71	74	76	76	68	73	72
State-wide	71▼	70	72	72	71	71	71	70	70	70

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

Base: All respondents. Councils asked State-wide: 9 Councils asked group: 4

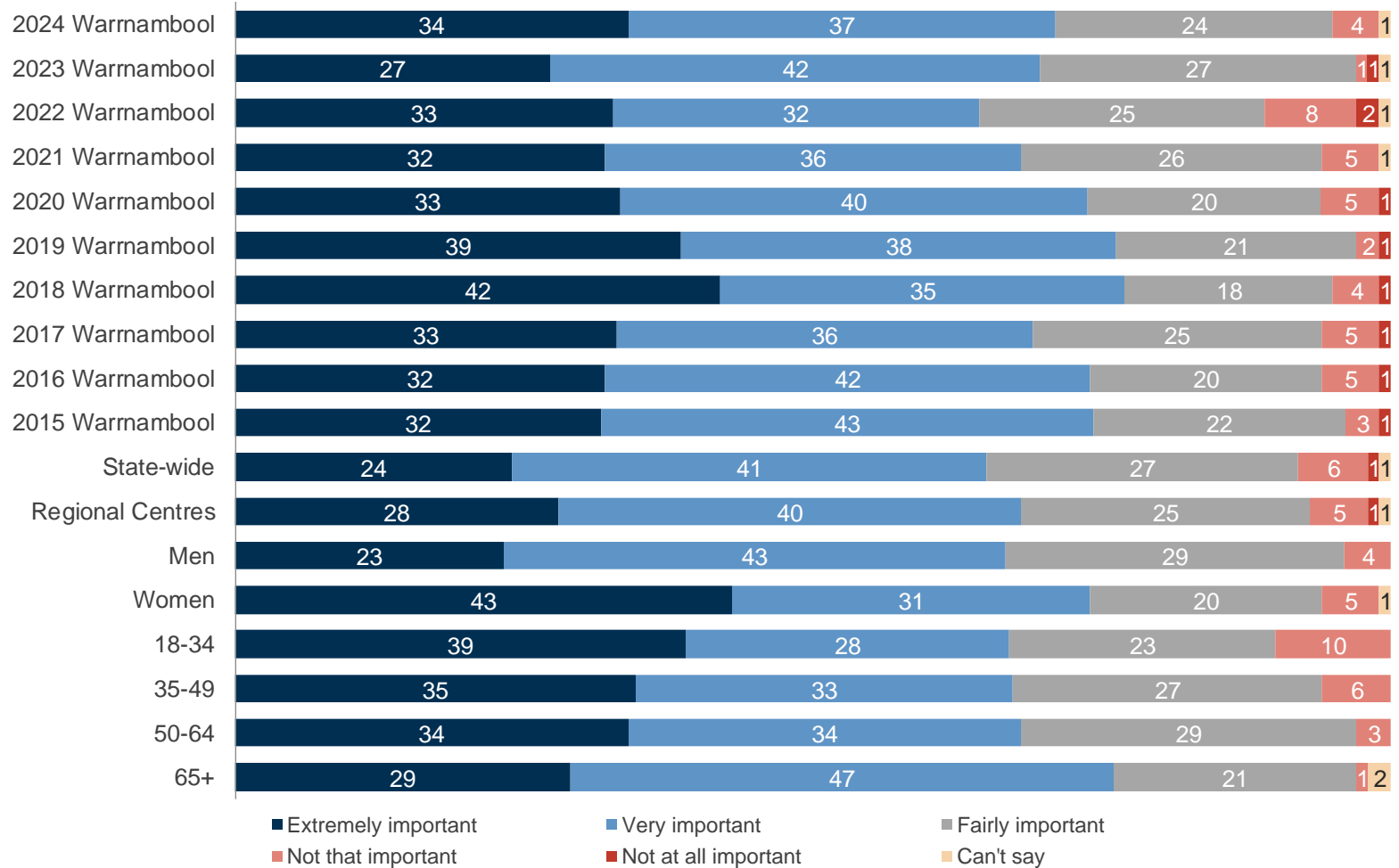
Note: Please see Appendix A for explanation of significant differences.



Parking facilities importance



2024 parking importance (%)

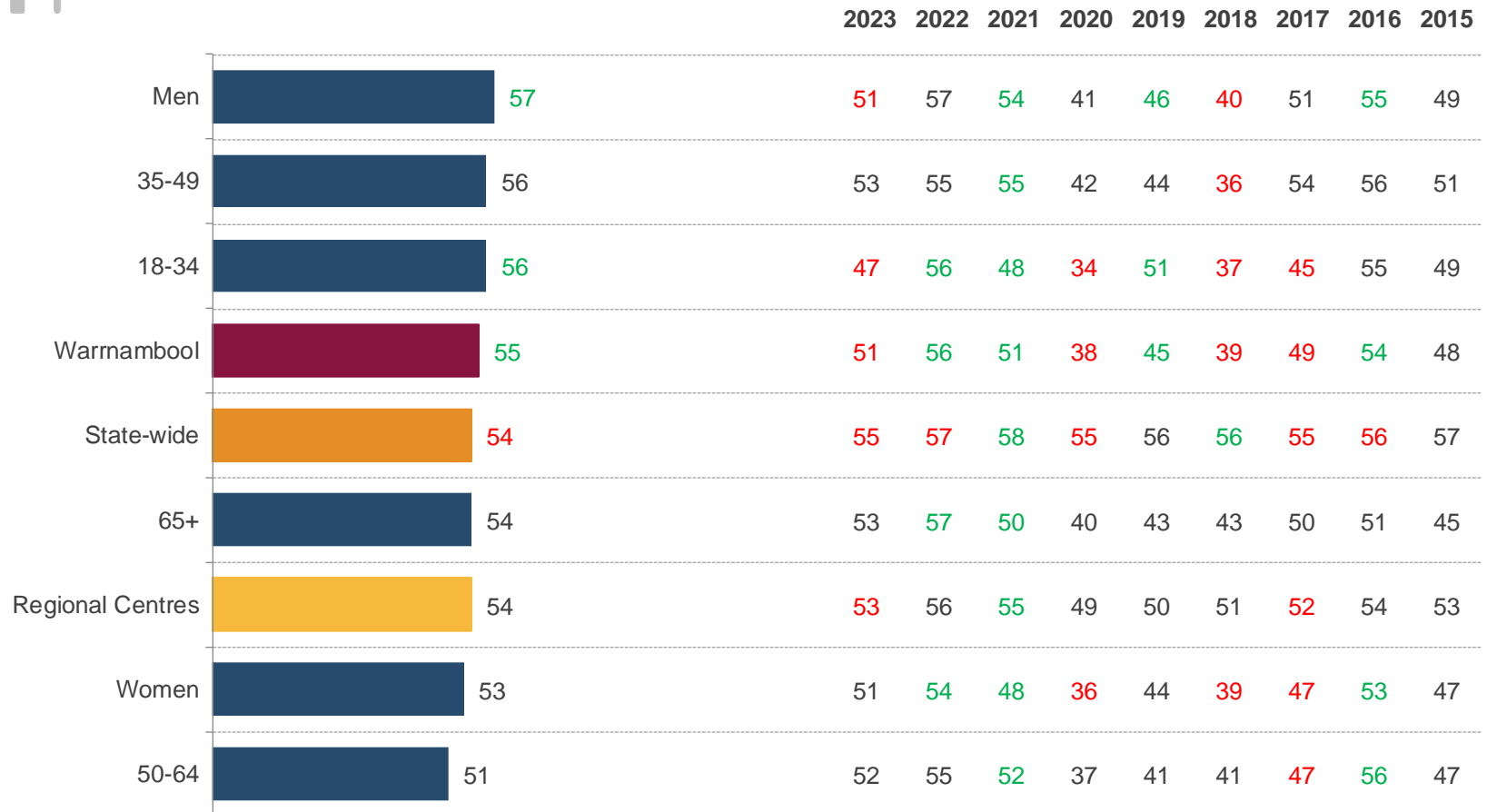




Parking facilities performance



2024 parking performance (index scores)



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

Base: All respondents. Councils asked State-wide: 17 Councils asked group: 5

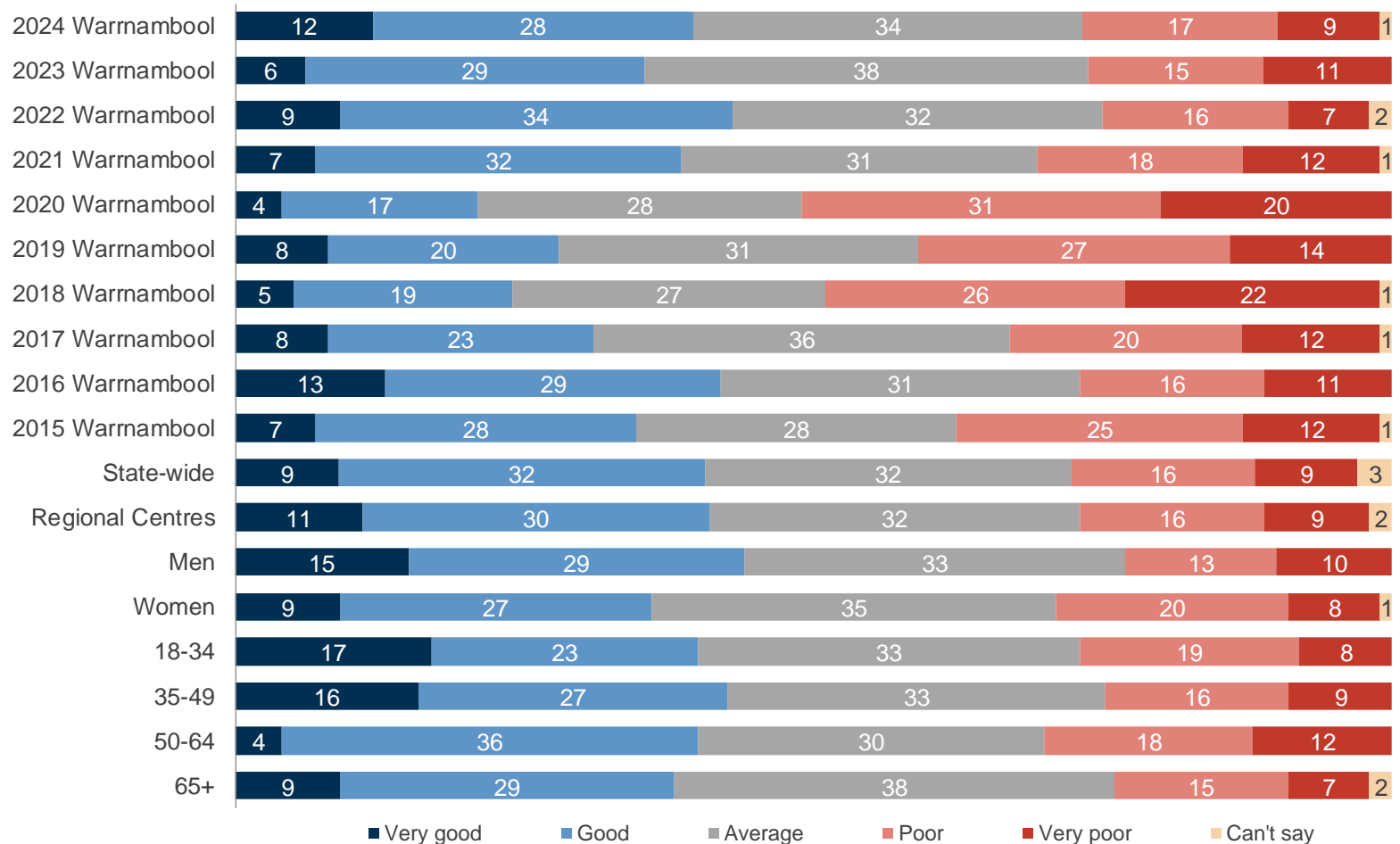
Note: Please see Appendix A for explanation of significant differences.



Parking facilities performance



2024 parking performance (%)

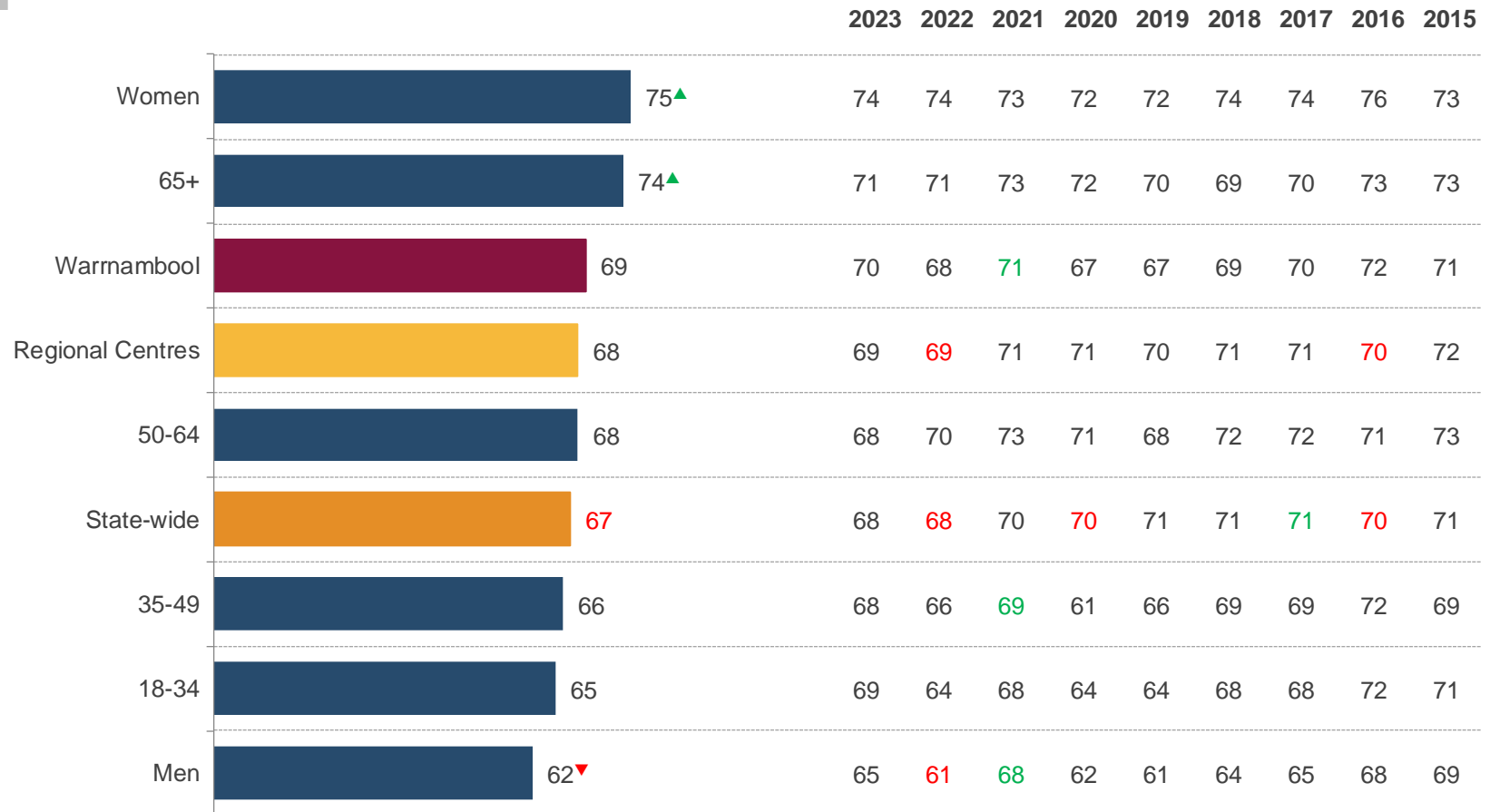




Enforcement of local laws importance



2024 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: 17 Councils asked group: 3

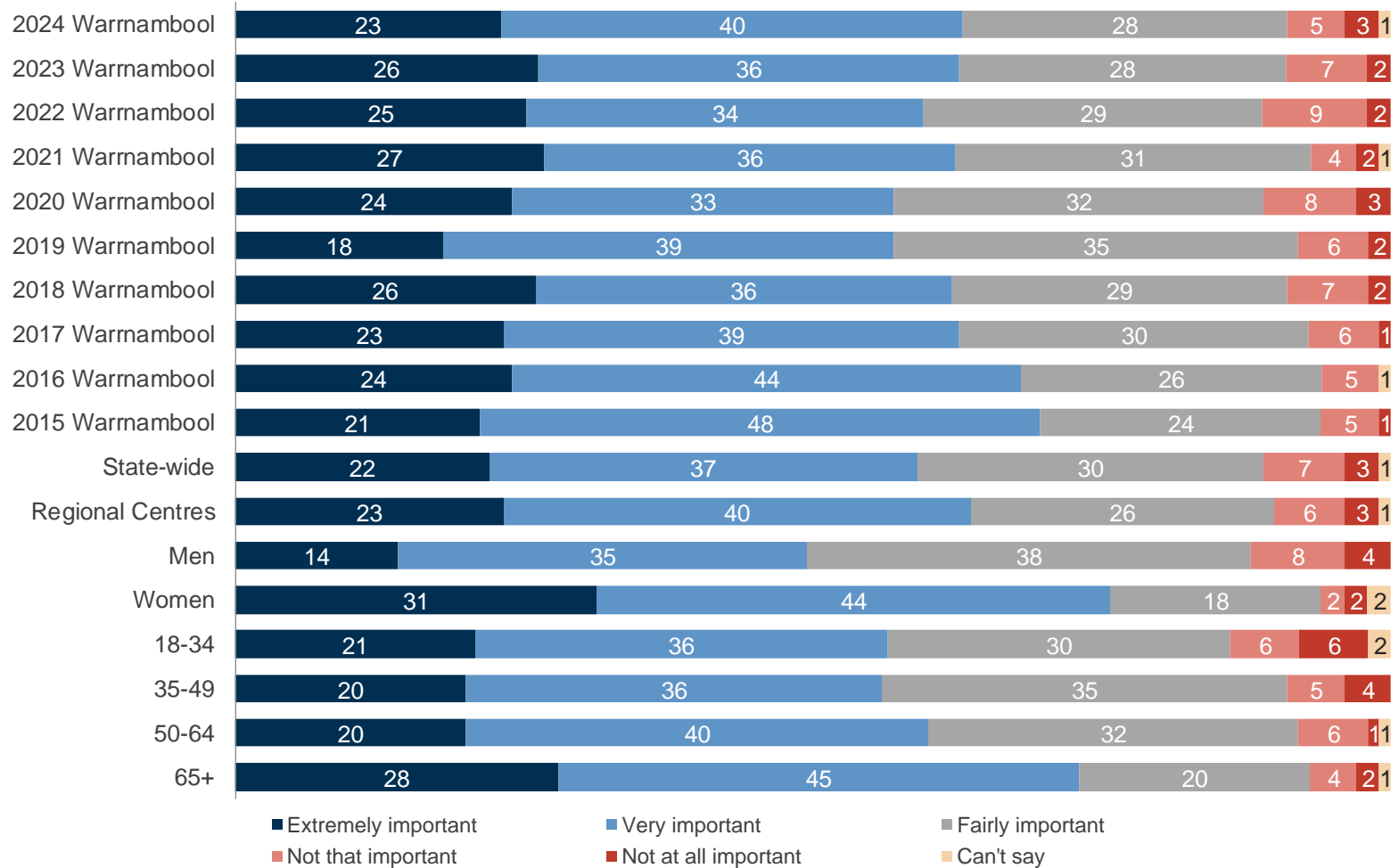
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2024 law enforcement importance (%)

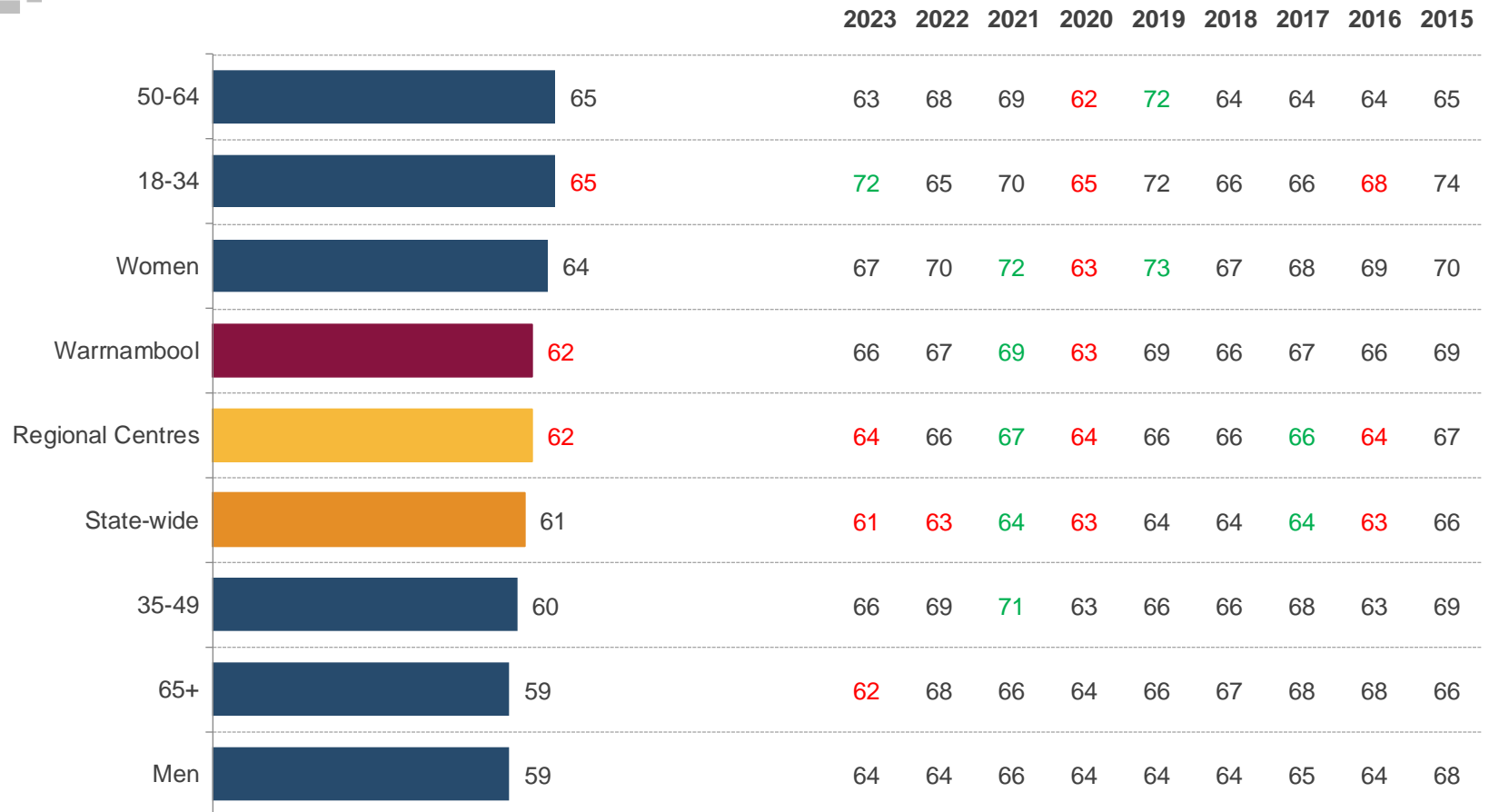




Enforcement of local laws performance



2024 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: 30 Councils asked group: 4

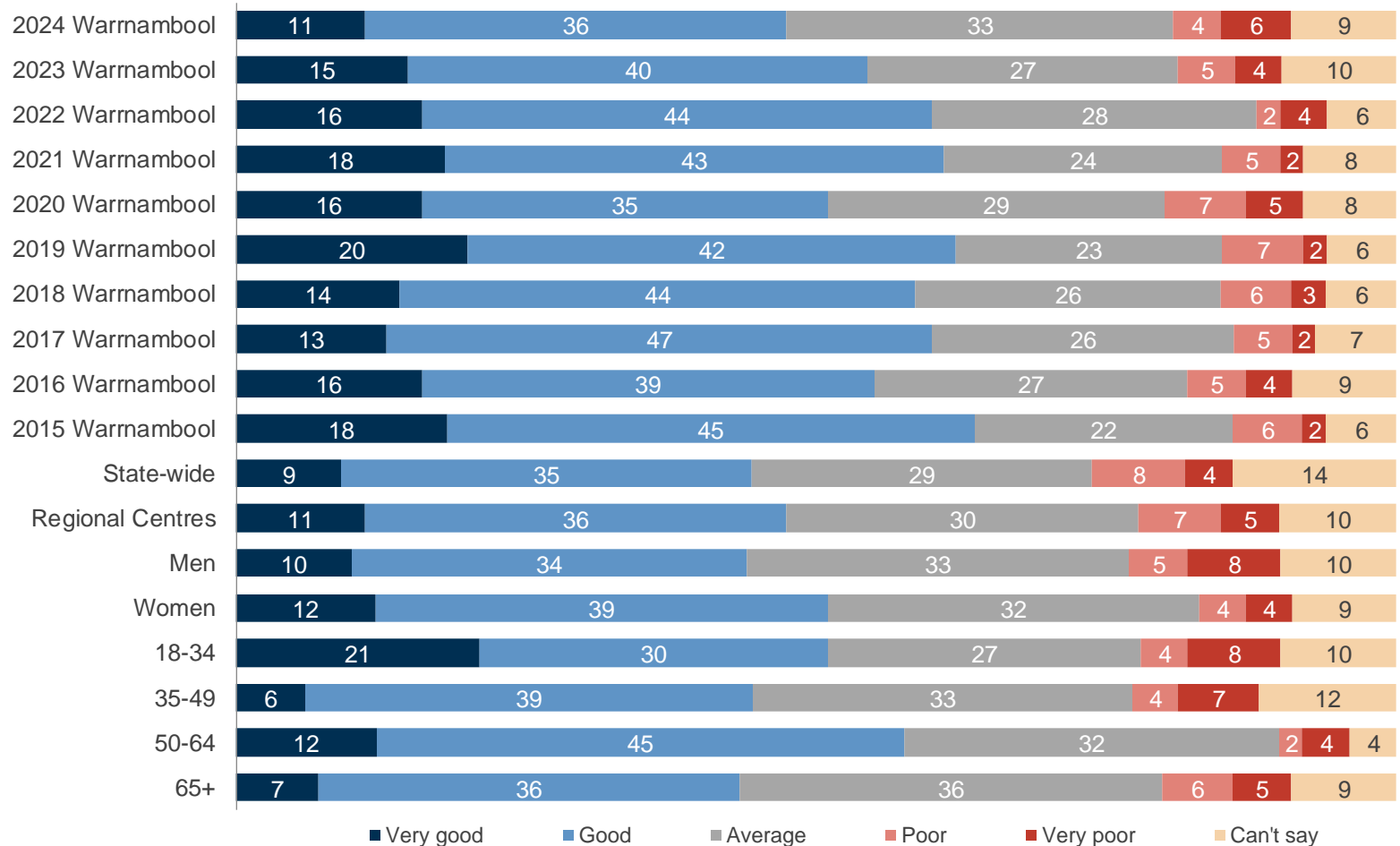
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2024 law enforcement performance (%)

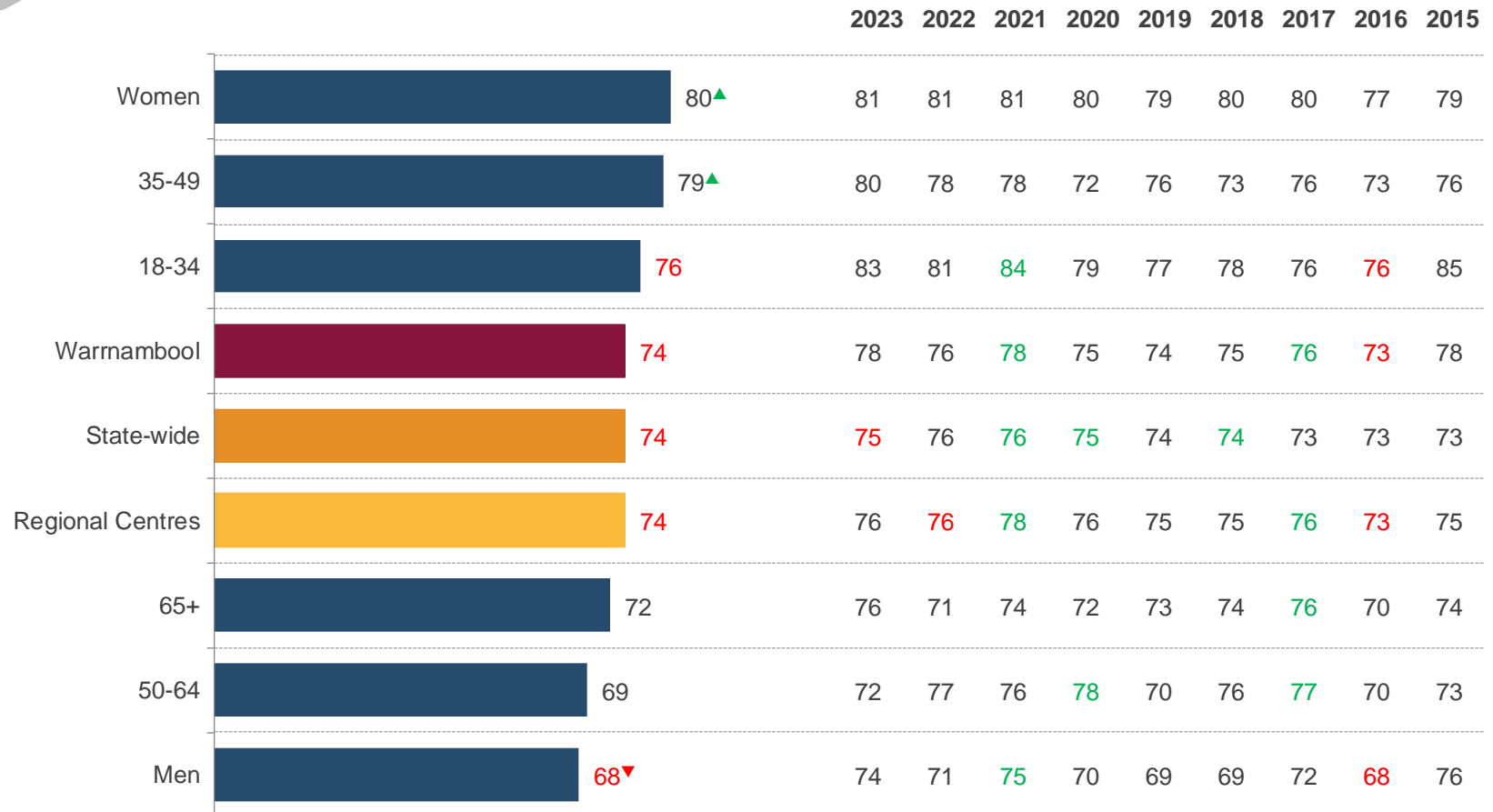




Family support services importance



2024 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: 13 Councils asked group: 3

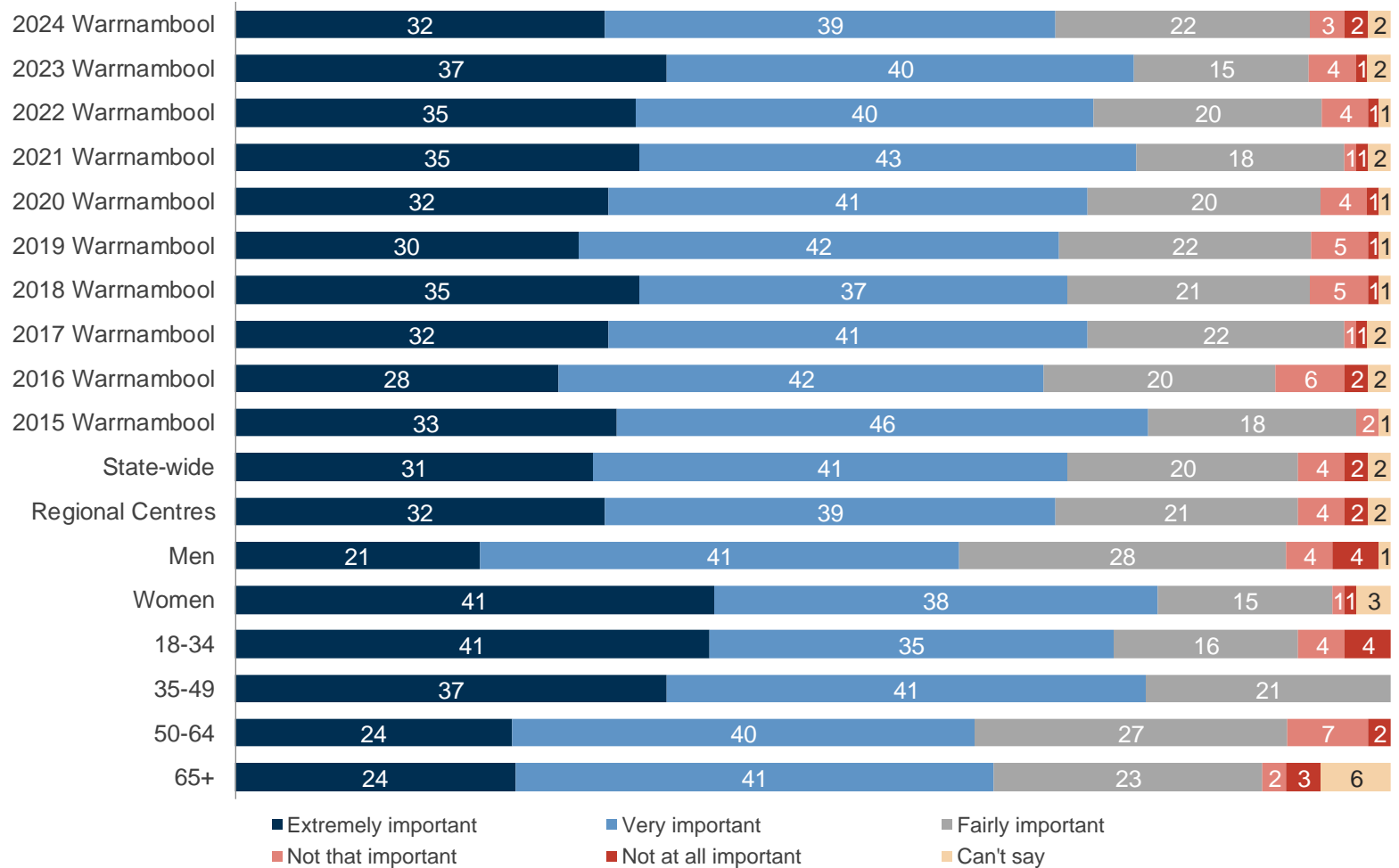
Note: Please see Appendix A for explanation of significant differences.



Family support services importance



2024 family support importance (%)





Family support services performance



2024 family support performance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	67▲	68	73	72	70	69	70	73	69	72
State-wide	63▲	63	65	66	66	67	66	67	66	67
50-64	63	60	63	69	63	66	63	67	68	64
Regional Centres	62	64	67	66	65	68	66	67	66	66
Women	61	64	70	69	63	71	68	69	67	67
Warrnambool	60	63	68	68	66	70	67	67	67	68
Men	60	63	66	68	69	68	66	66	68	68
18-34	59	62	68	65	63	73	65	66	68	66
35-49	52▼	61	66	68	65	71	70	65	64	68

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

Base: All respondents. Councils asked State-wide: 27 Councils asked group: 5

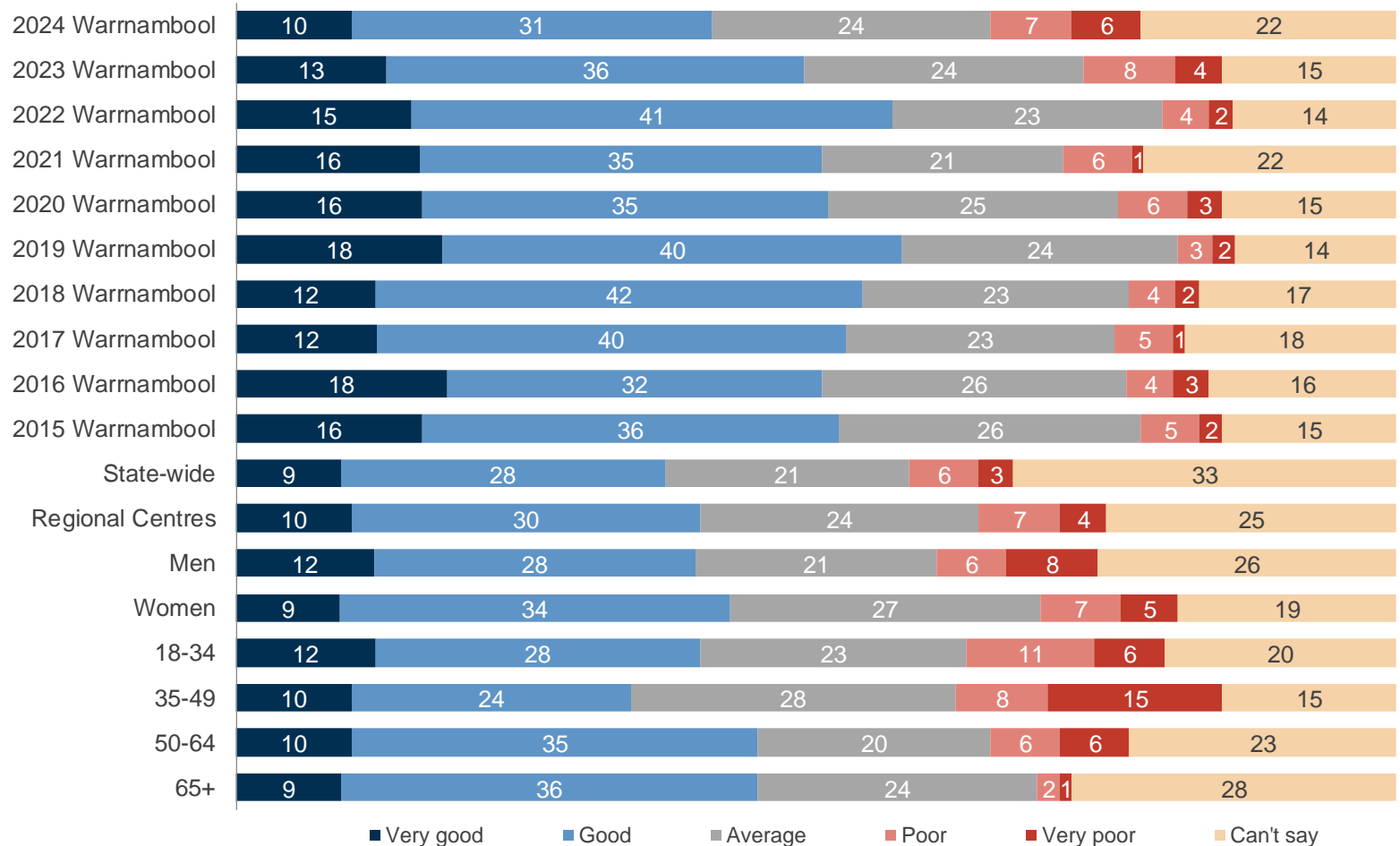
Note: Please see Appendix A for explanation of significant differences.



Family support services performance



2024 family support performance (%)

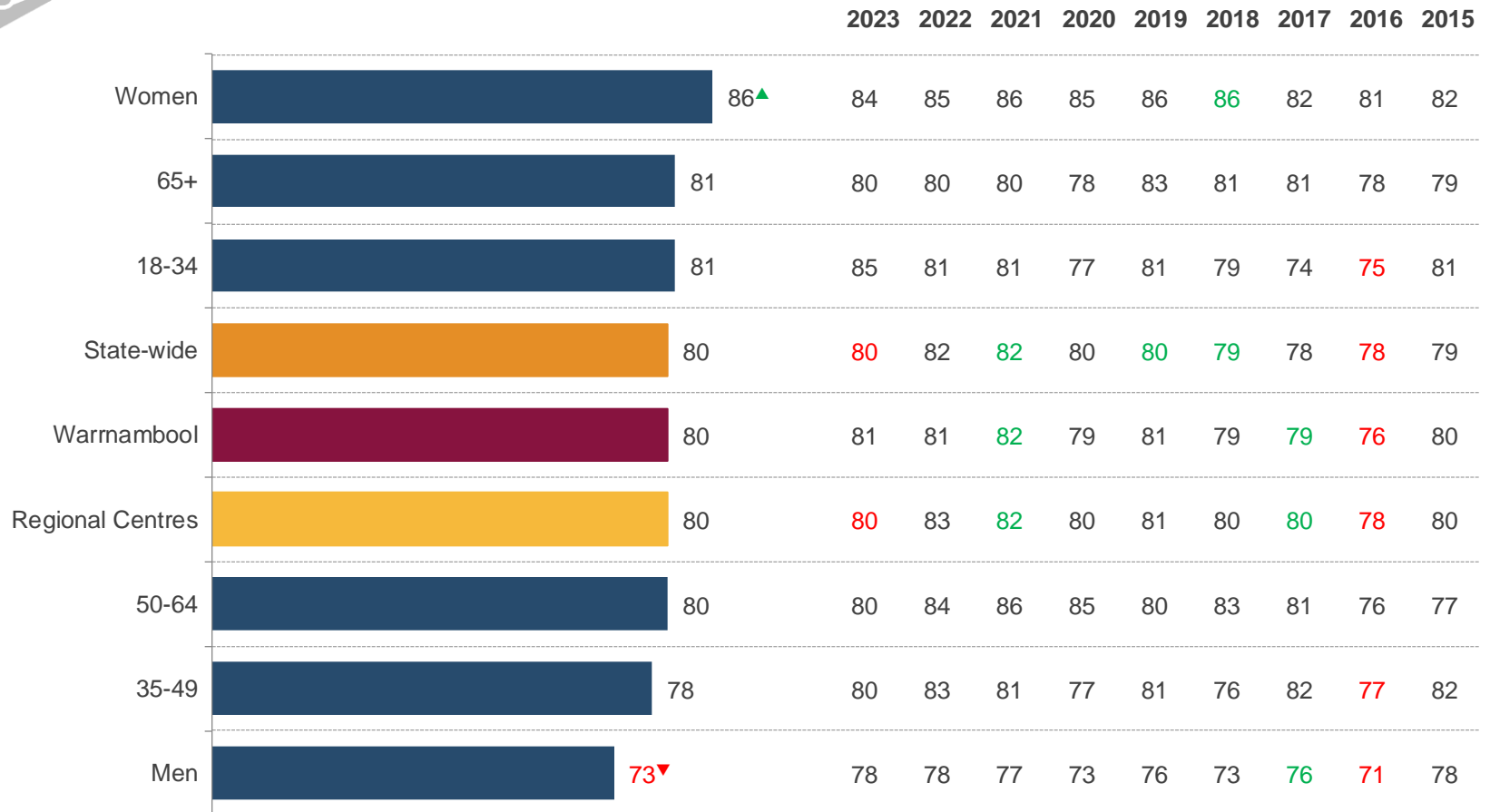




Elderly support services importance



2024 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: 9 Councils asked group: 1

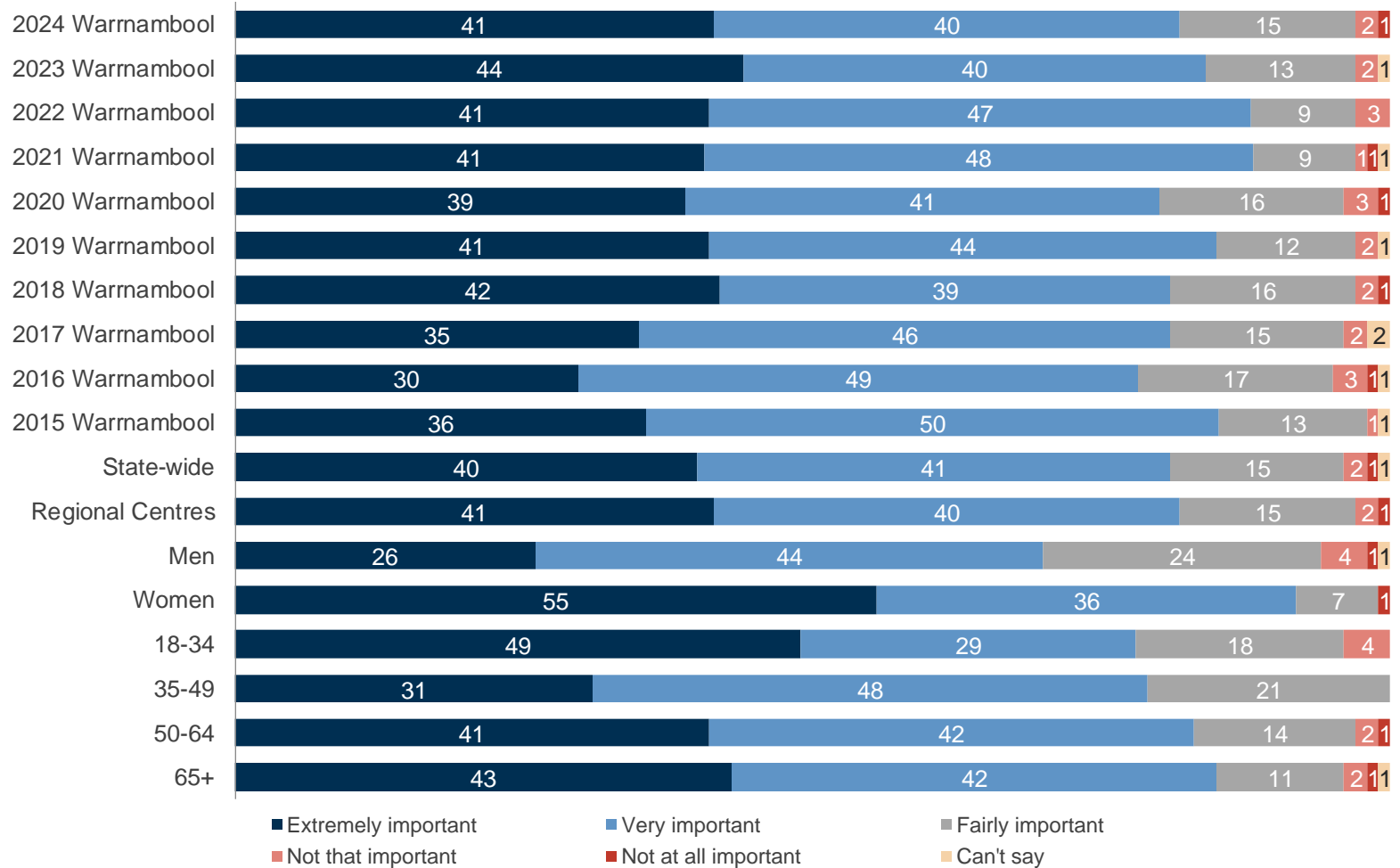
Note: Please see Appendix A for explanation of significant differences.



Elderly support services importance



2024 elderly support importance (%)

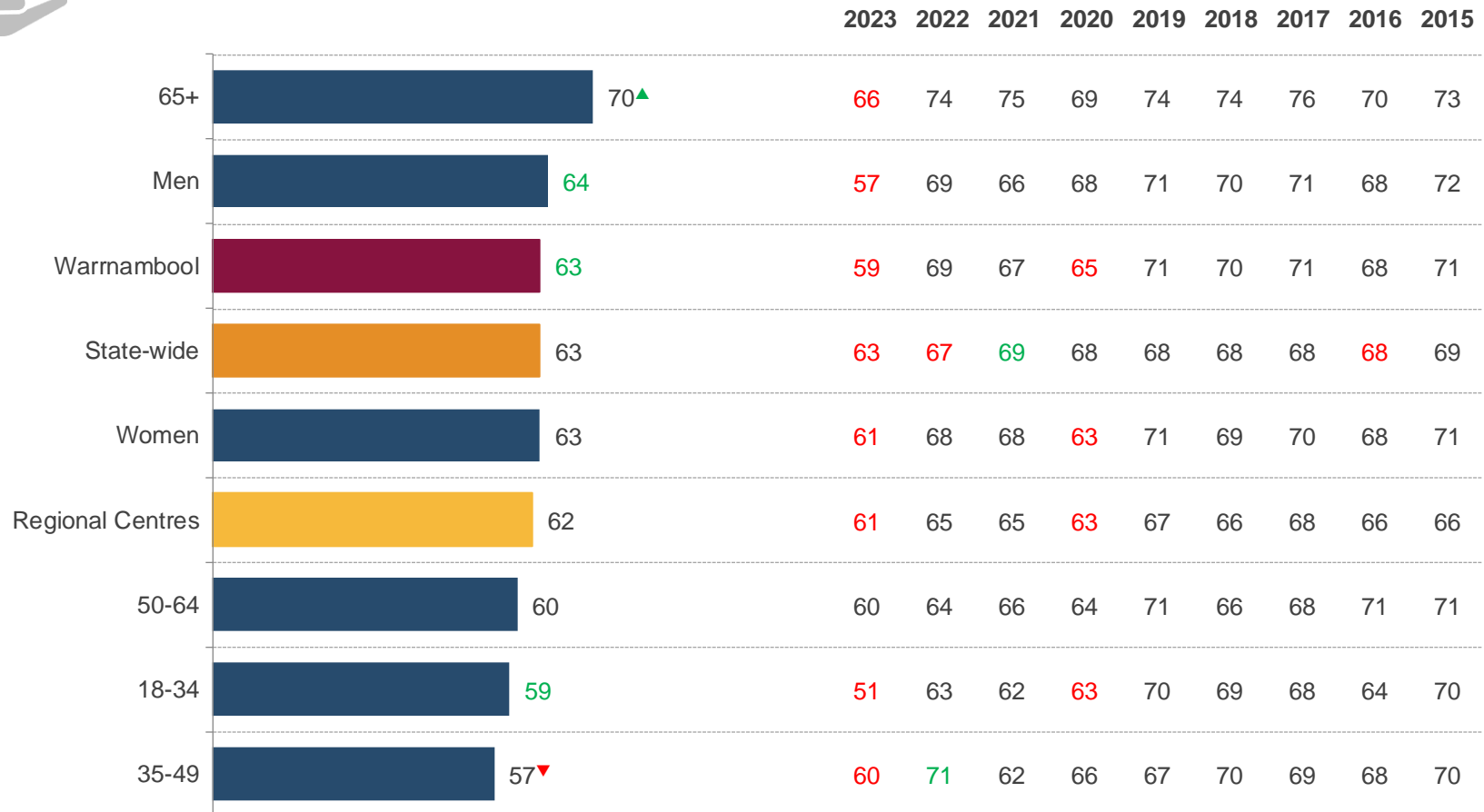




Elderly support services performance



2024 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: 23 Councils asked group: 3

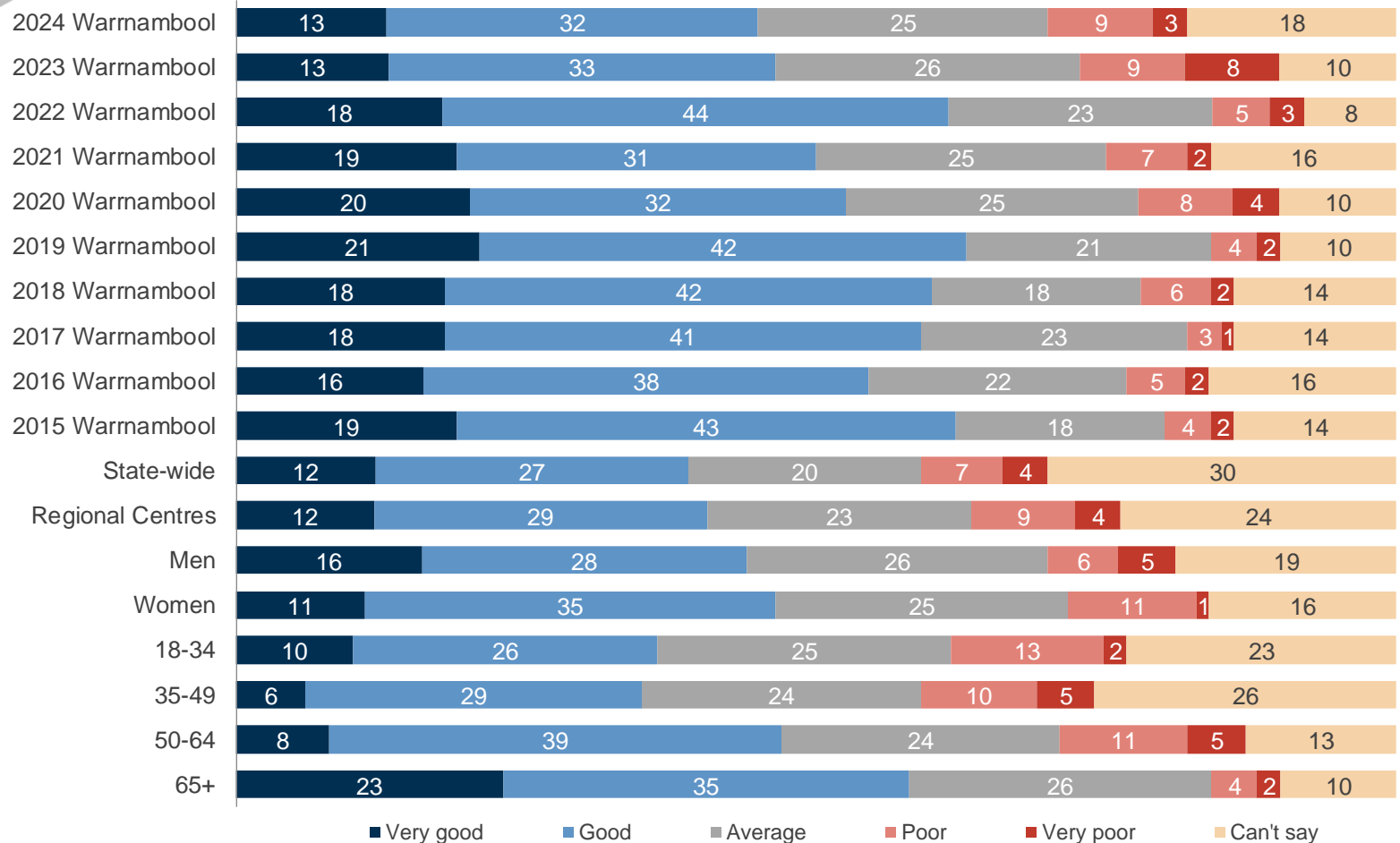
Note: Please see Appendix A for explanation of significant differences.



Elderly support services performance



2024 elderly support performance (%)

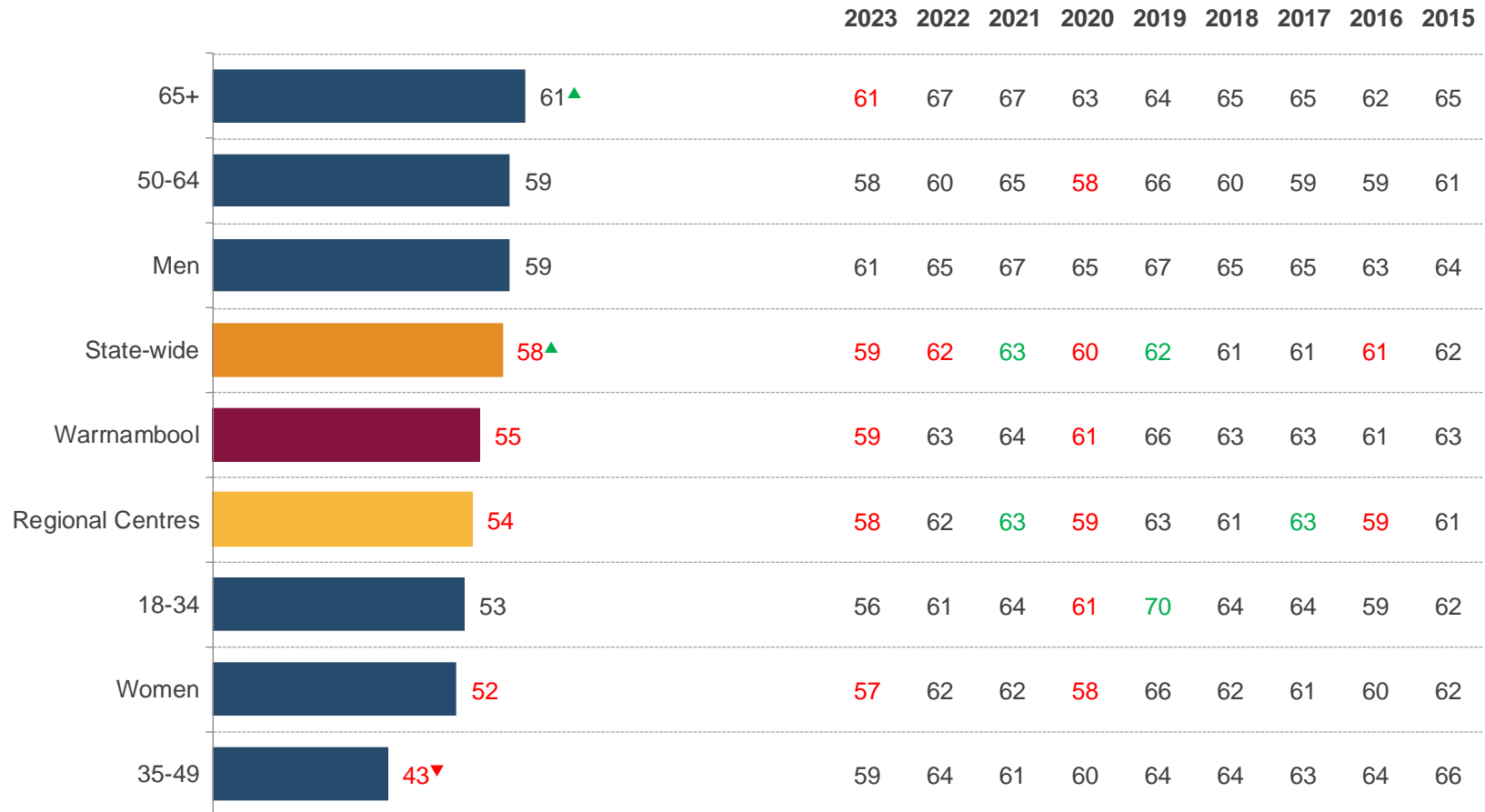




Disadvantaged support services performance



2024 disadvantaged support performance (index scores)



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

Base: All respondents. Councils asked State-wide: 10 Councils asked group: 2

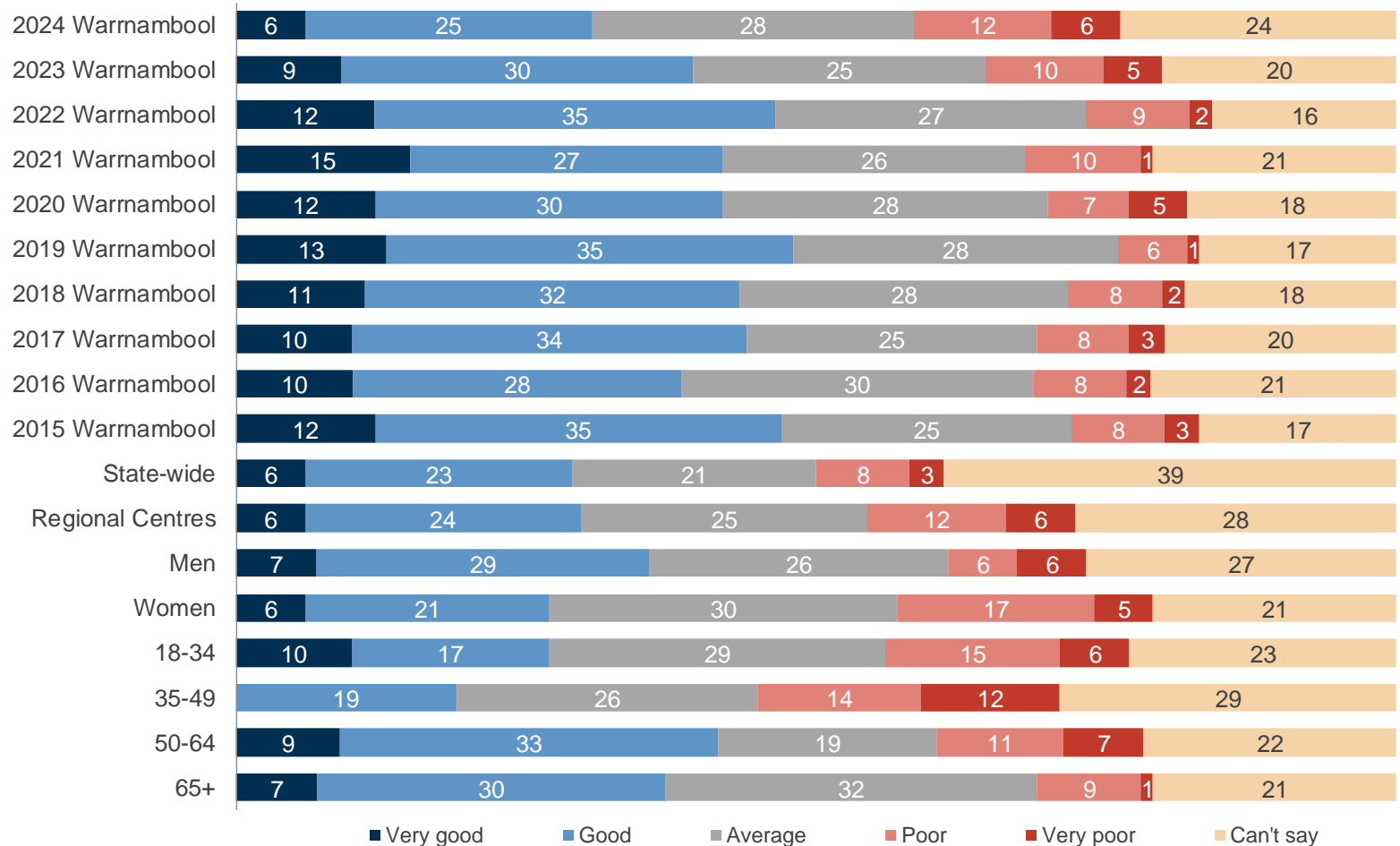
Note: Please see Appendix A for explanation of significant differences.



Disadvantaged support services performance



2024 disadvantaged support performance (%)

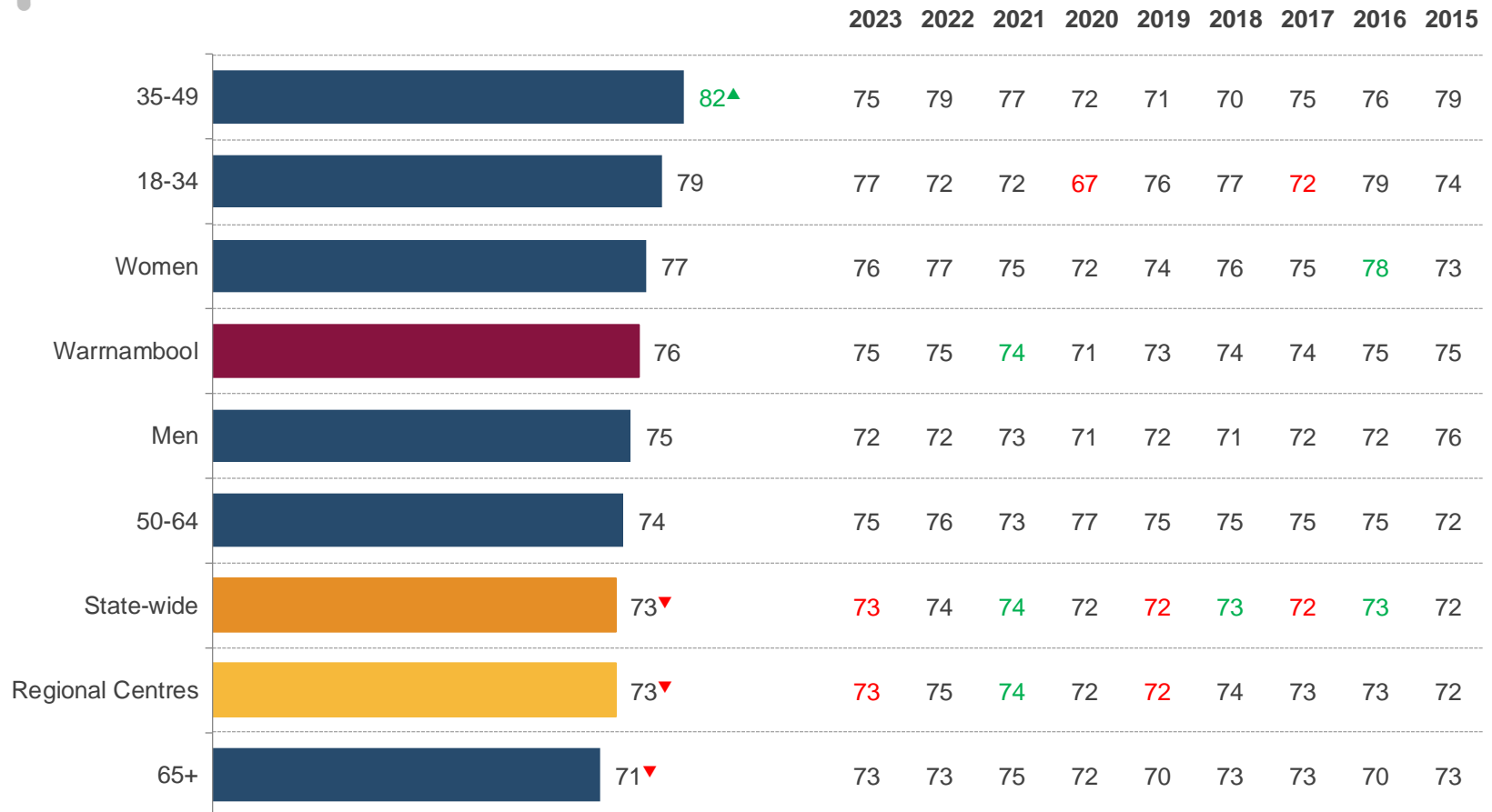




Recreational facilities importance



2024 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: 25 Councils asked group: 4

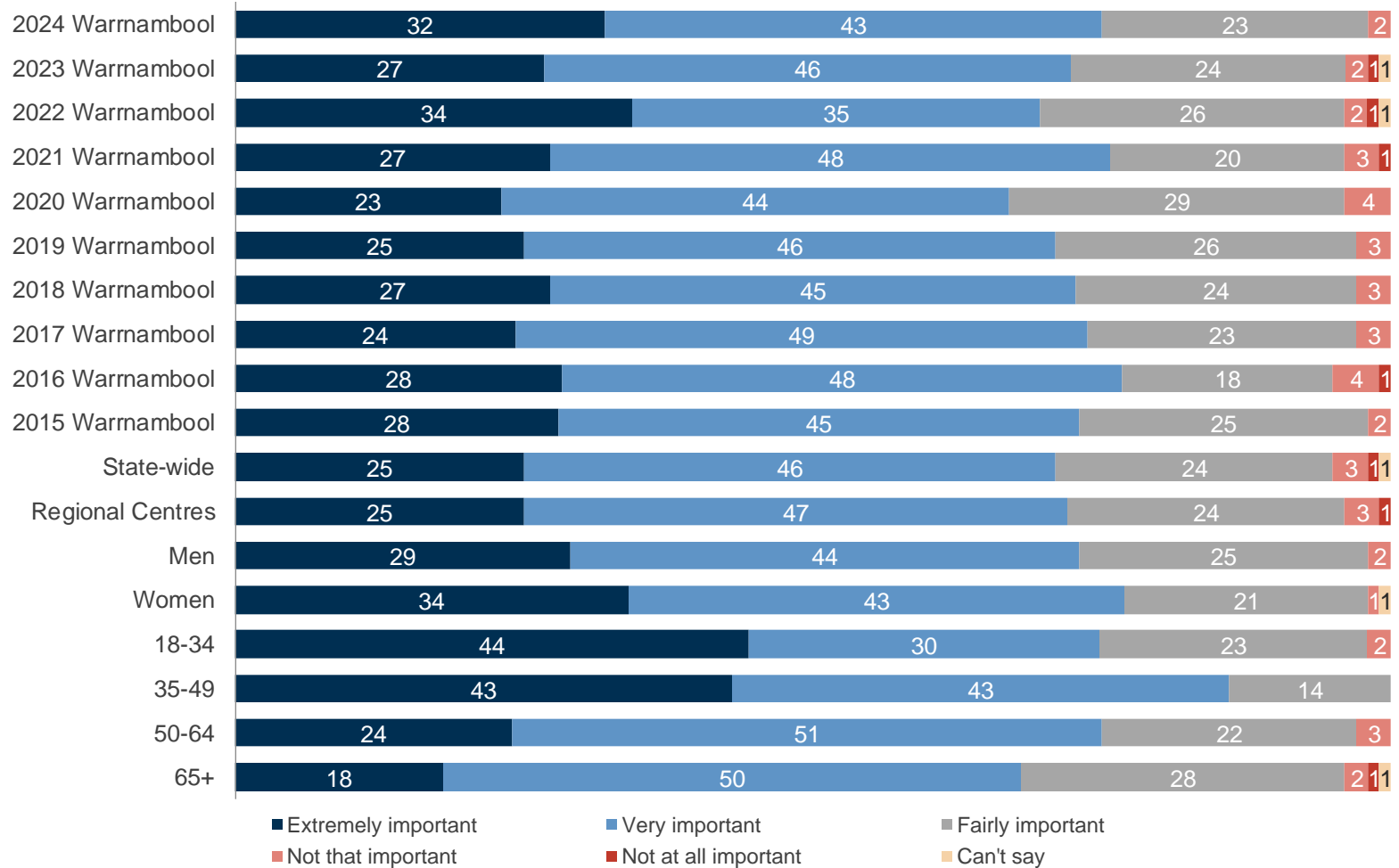
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2024 recreational facilities importance (%)

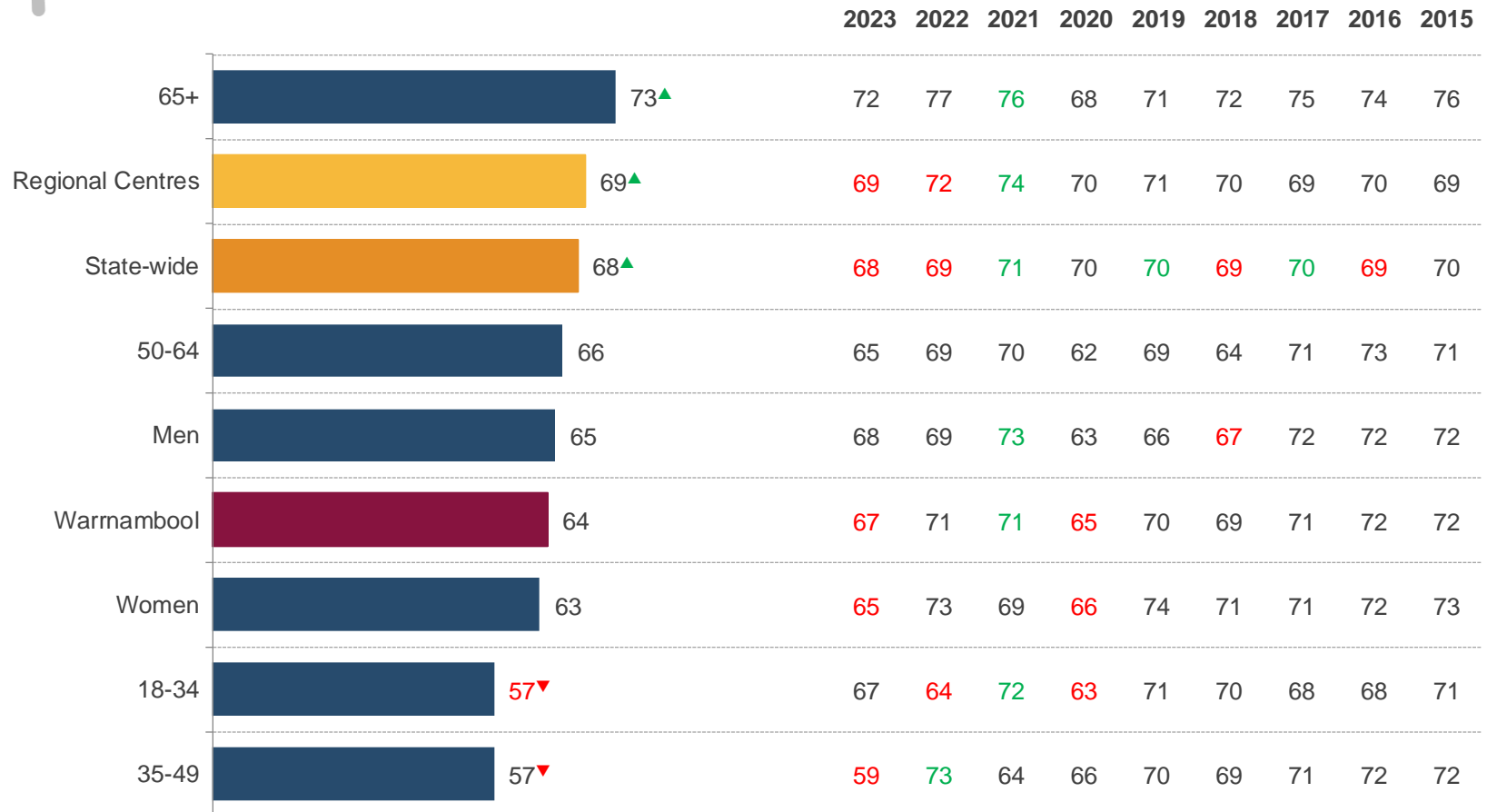




Recreational facilities performance



2024 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: 40 Councils asked group: 6

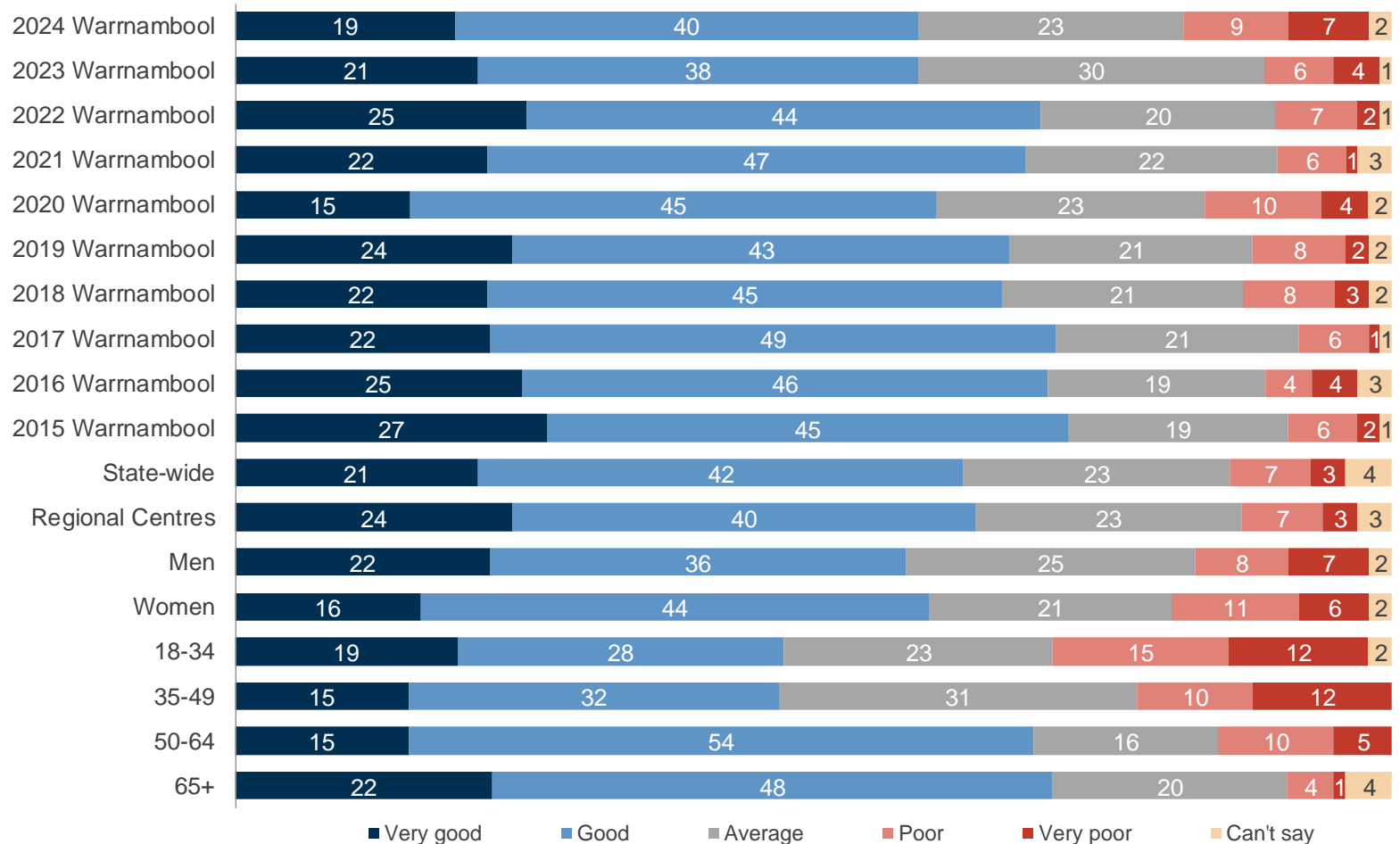
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2024 recreational facilities performance (%)

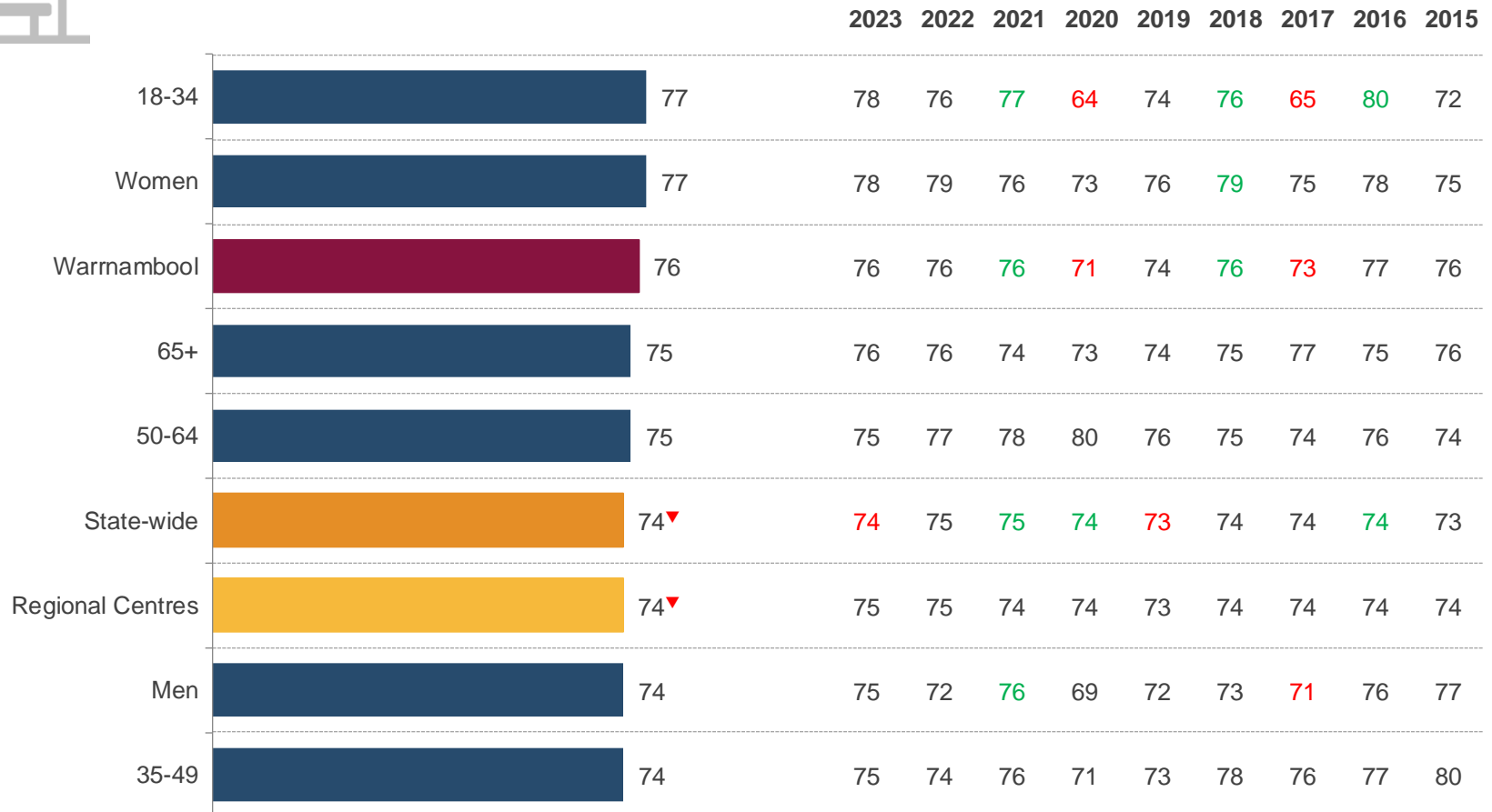




The appearance of public areas importance



2024 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: 24 Councils asked group: 4

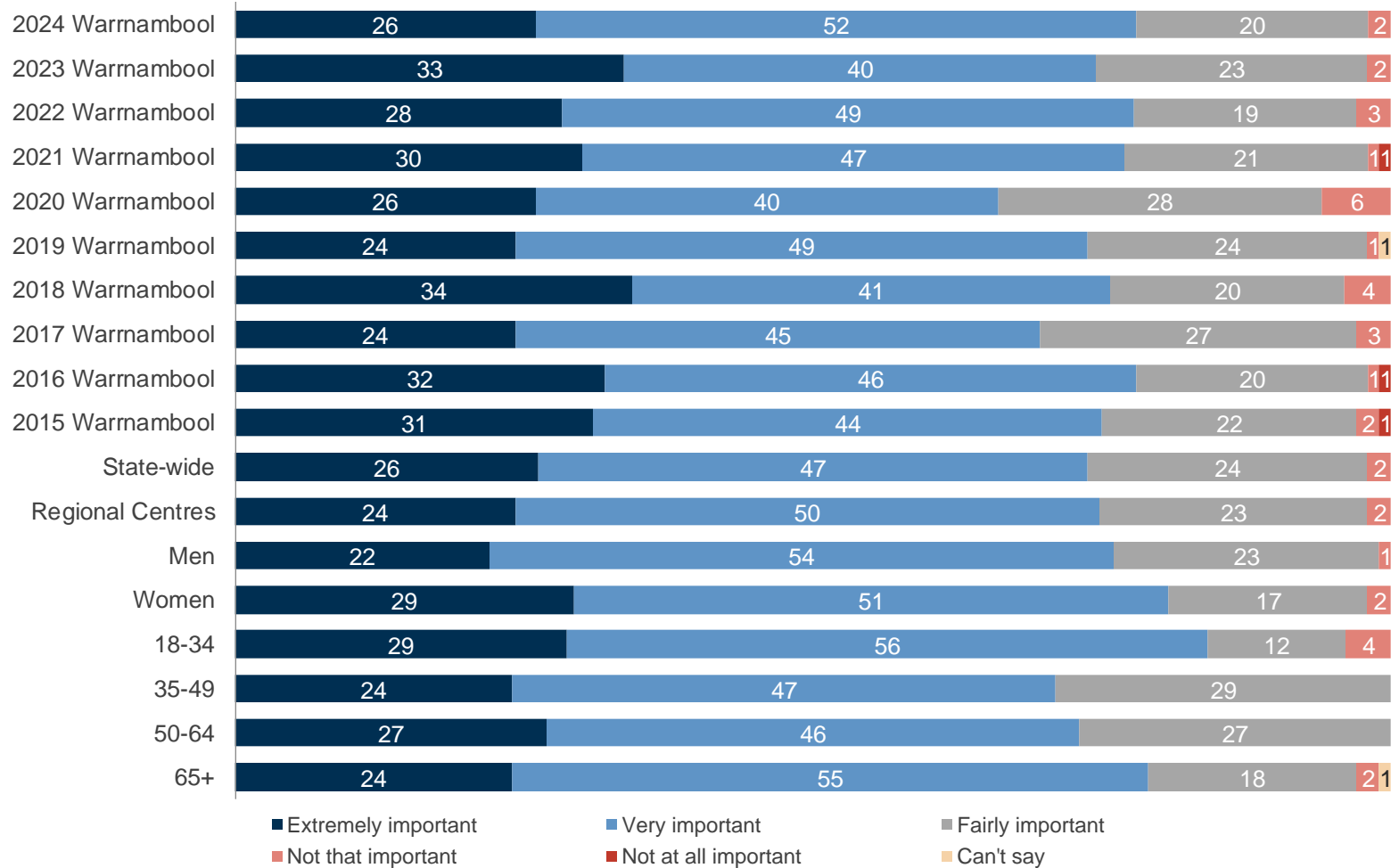
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2024 public areas importance (%)

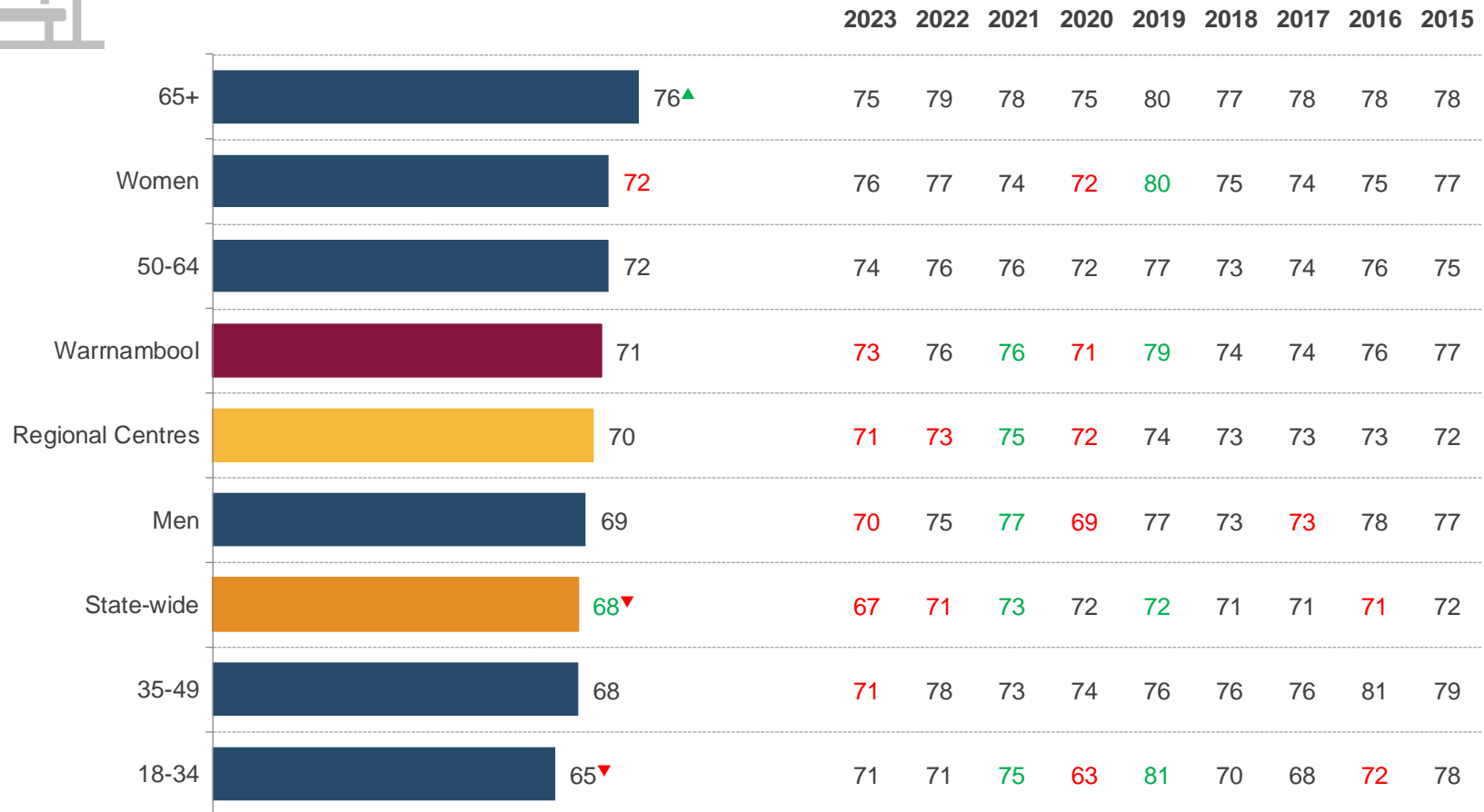




The appearance of public areas performance



2024 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: 42 Councils asked group: 5

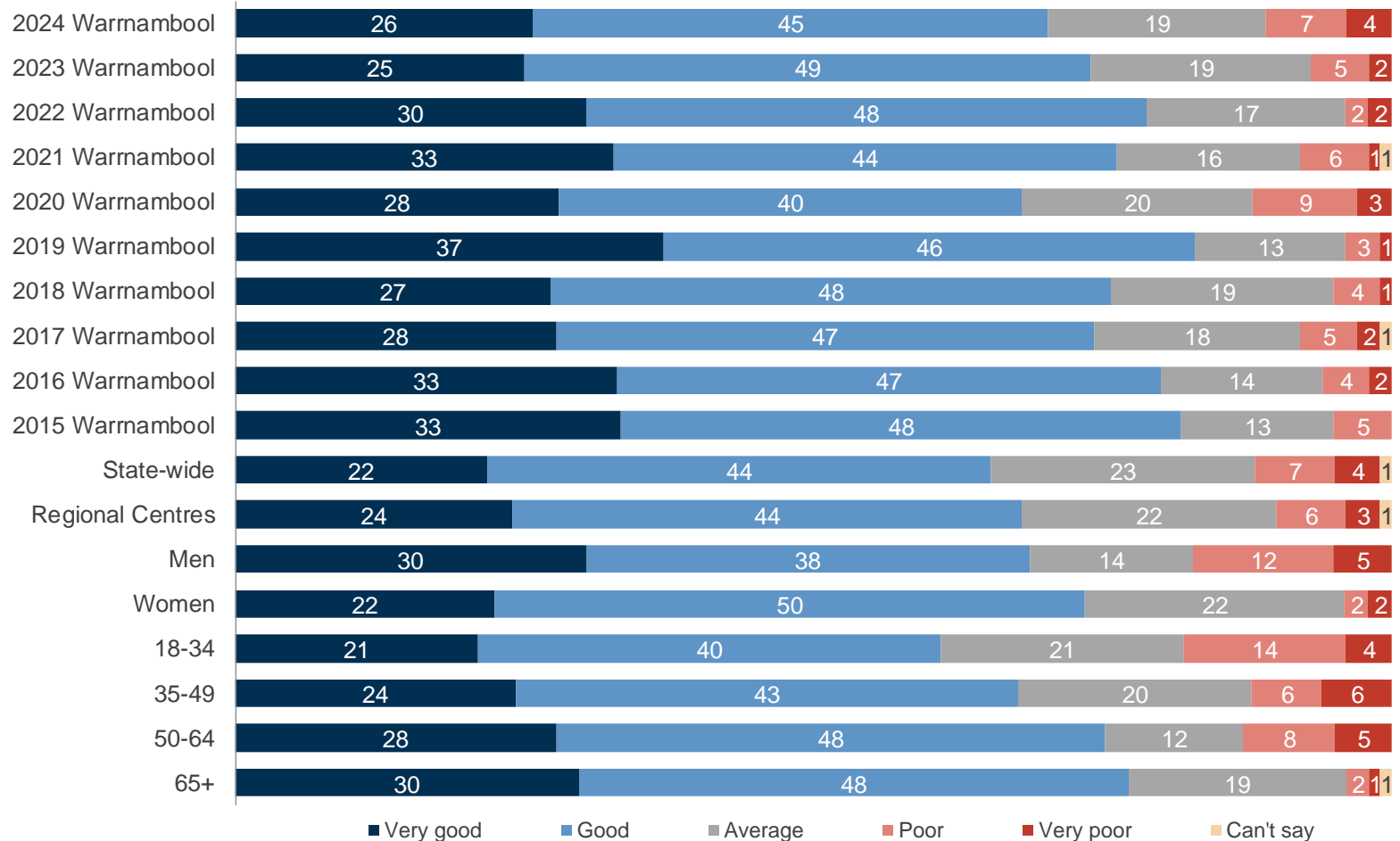
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2024 public areas performance (%)

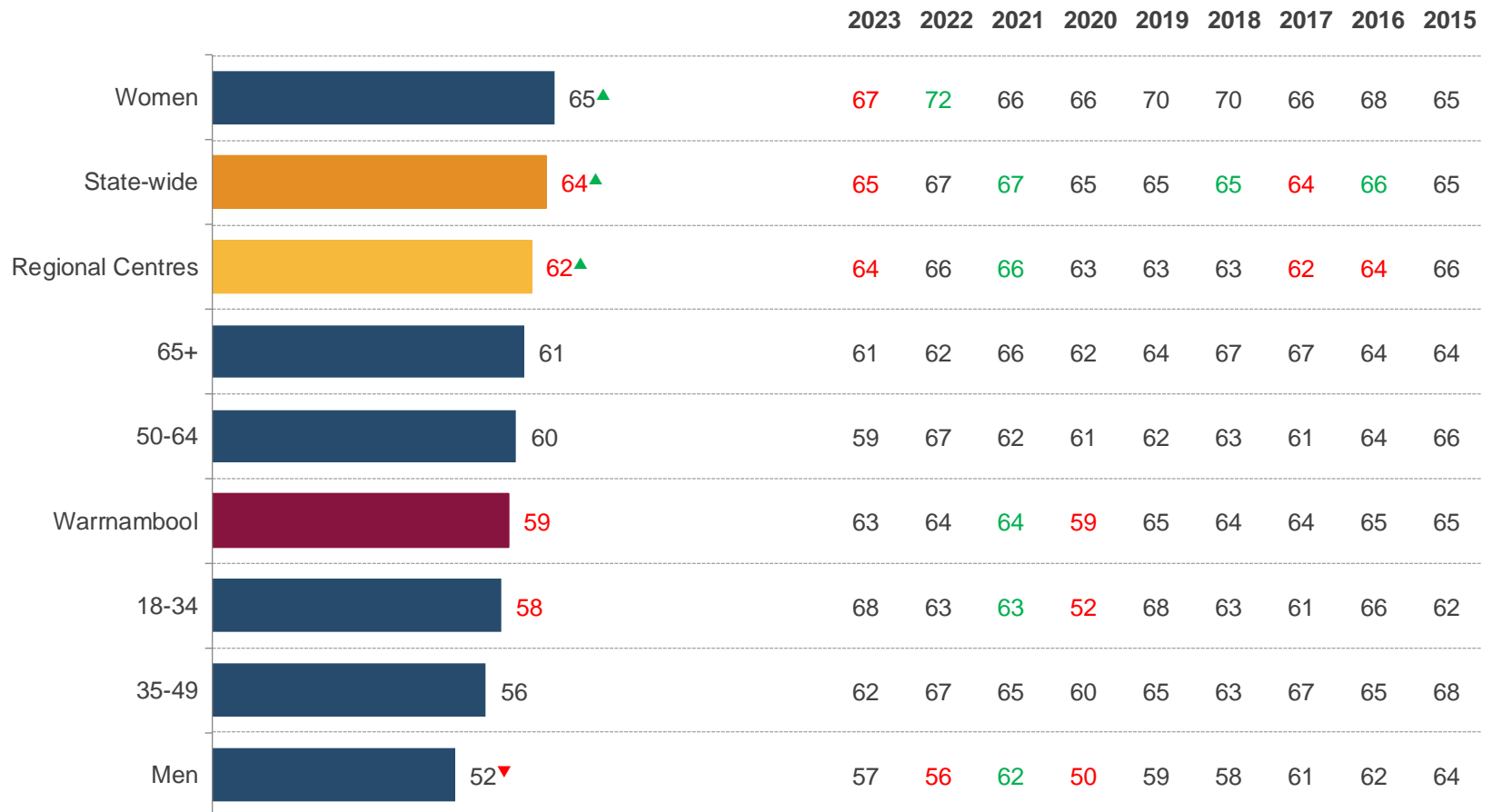




Art centres and libraries importance



2024 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: 17 Councils asked group: 4

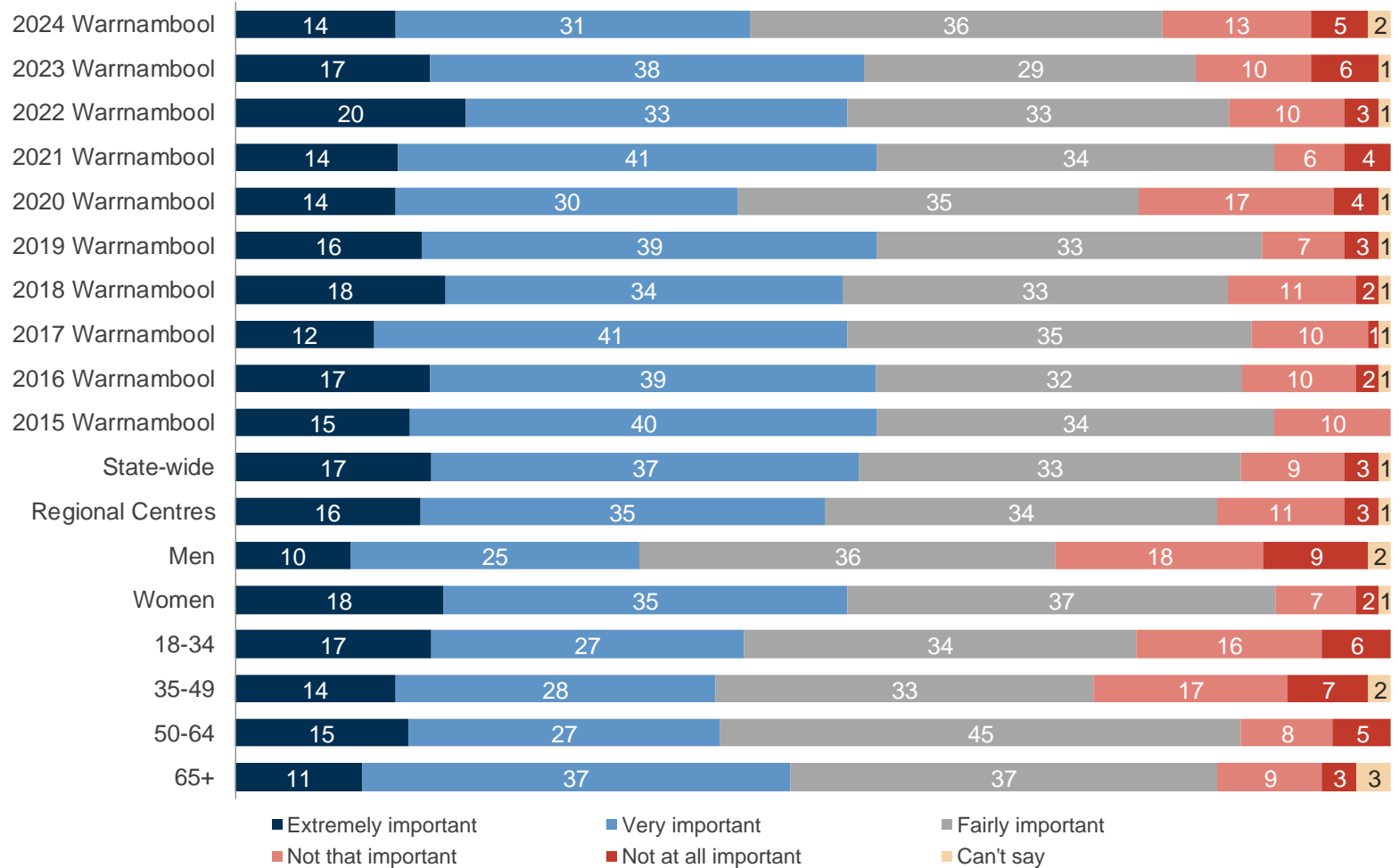
Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries importance



2024 art centres and libraries importance (%)

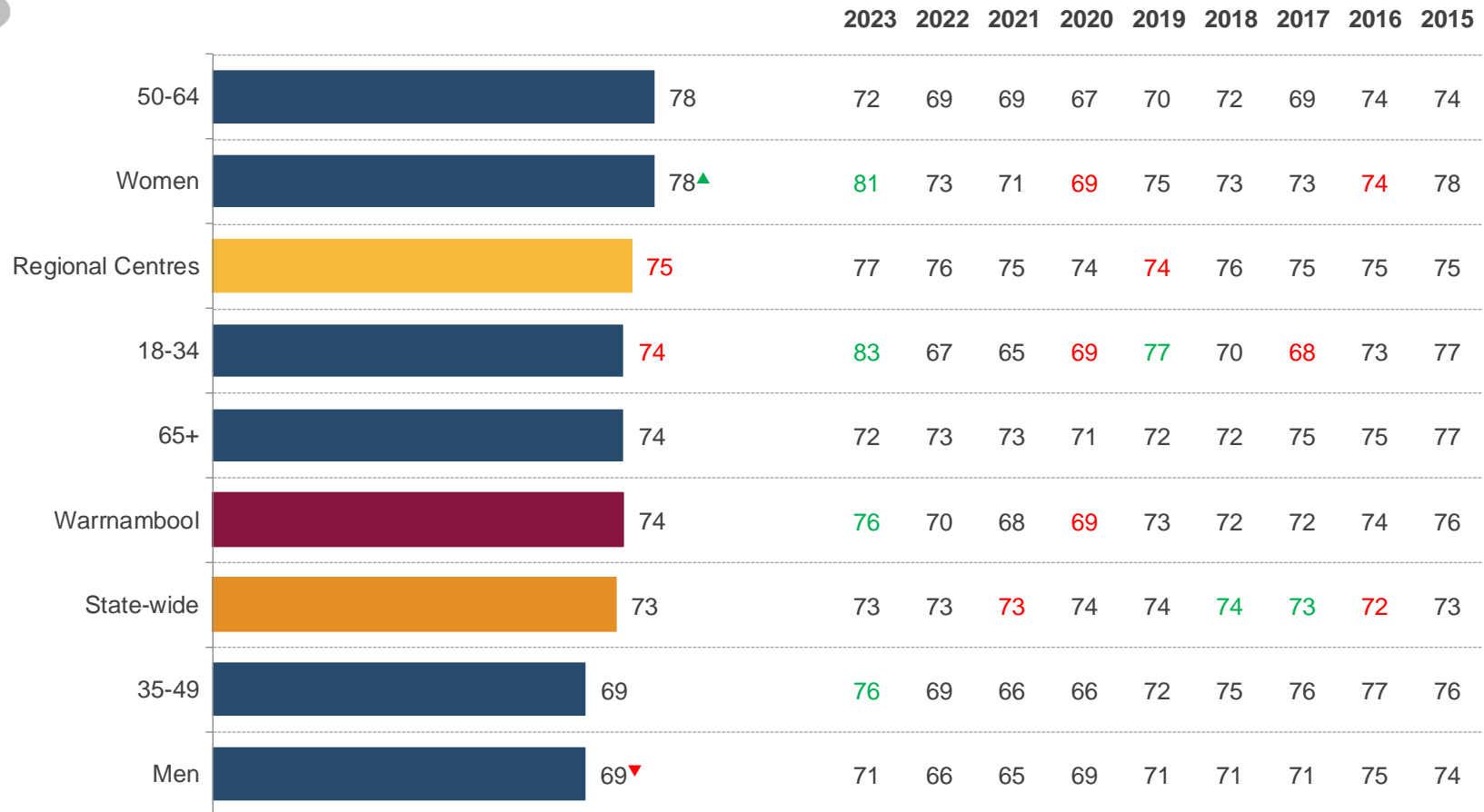




Art centres and libraries performance



2024 art centres and libraries performance (index scores)



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

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

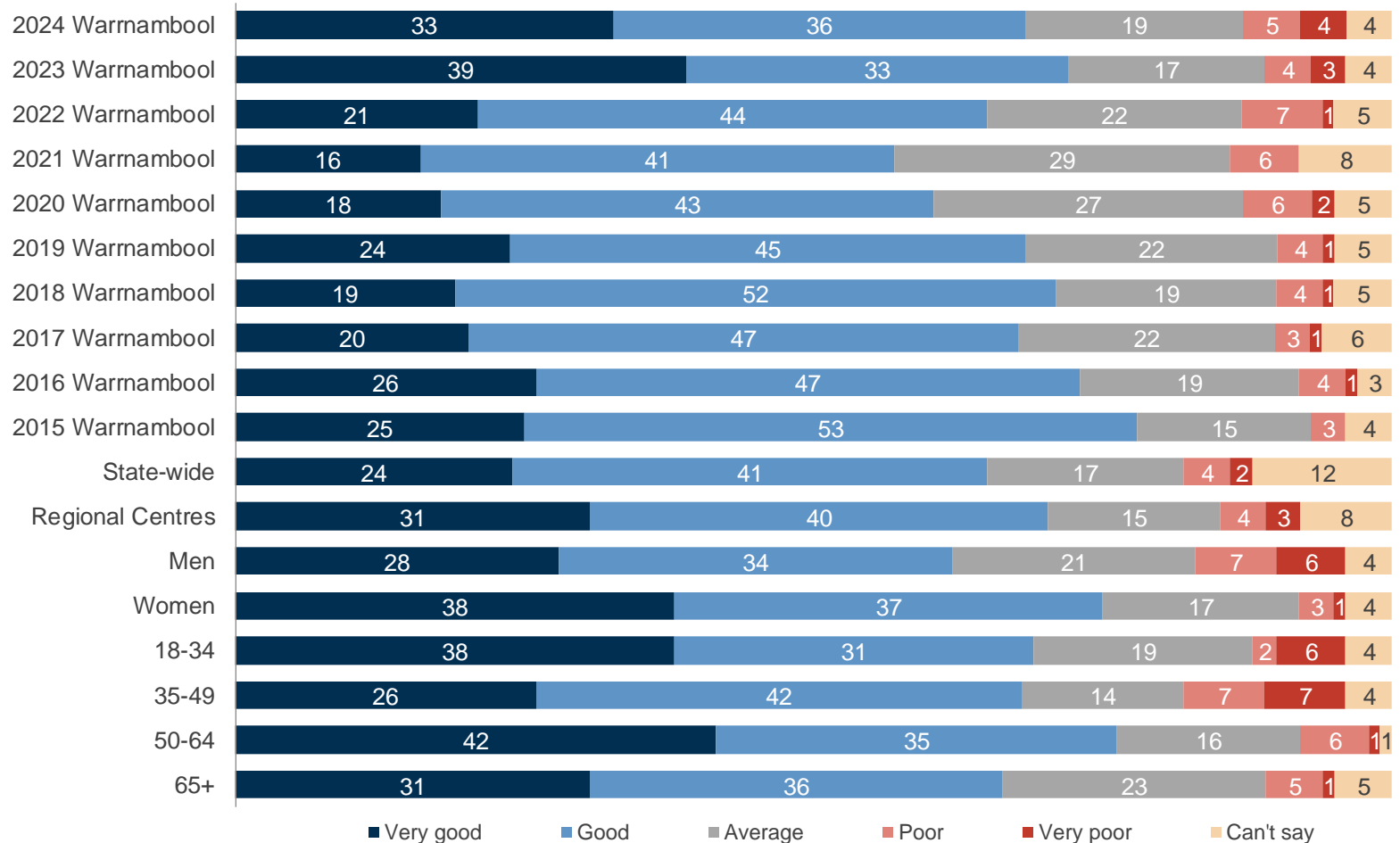
Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries performance



2024 art centres and libraries performance (%)

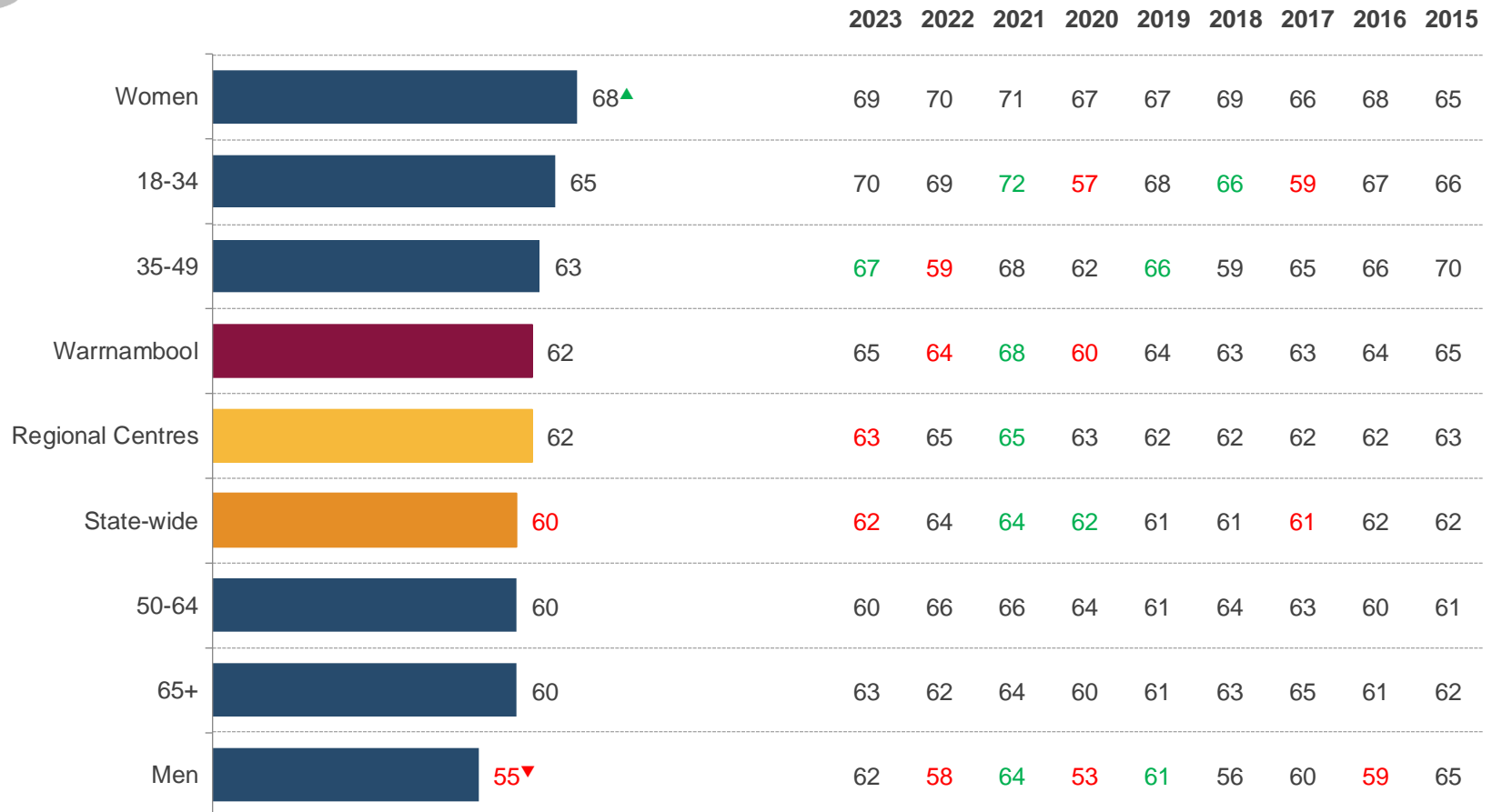




Community and cultural activities importance



2024 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: 15 Councils asked group: 4

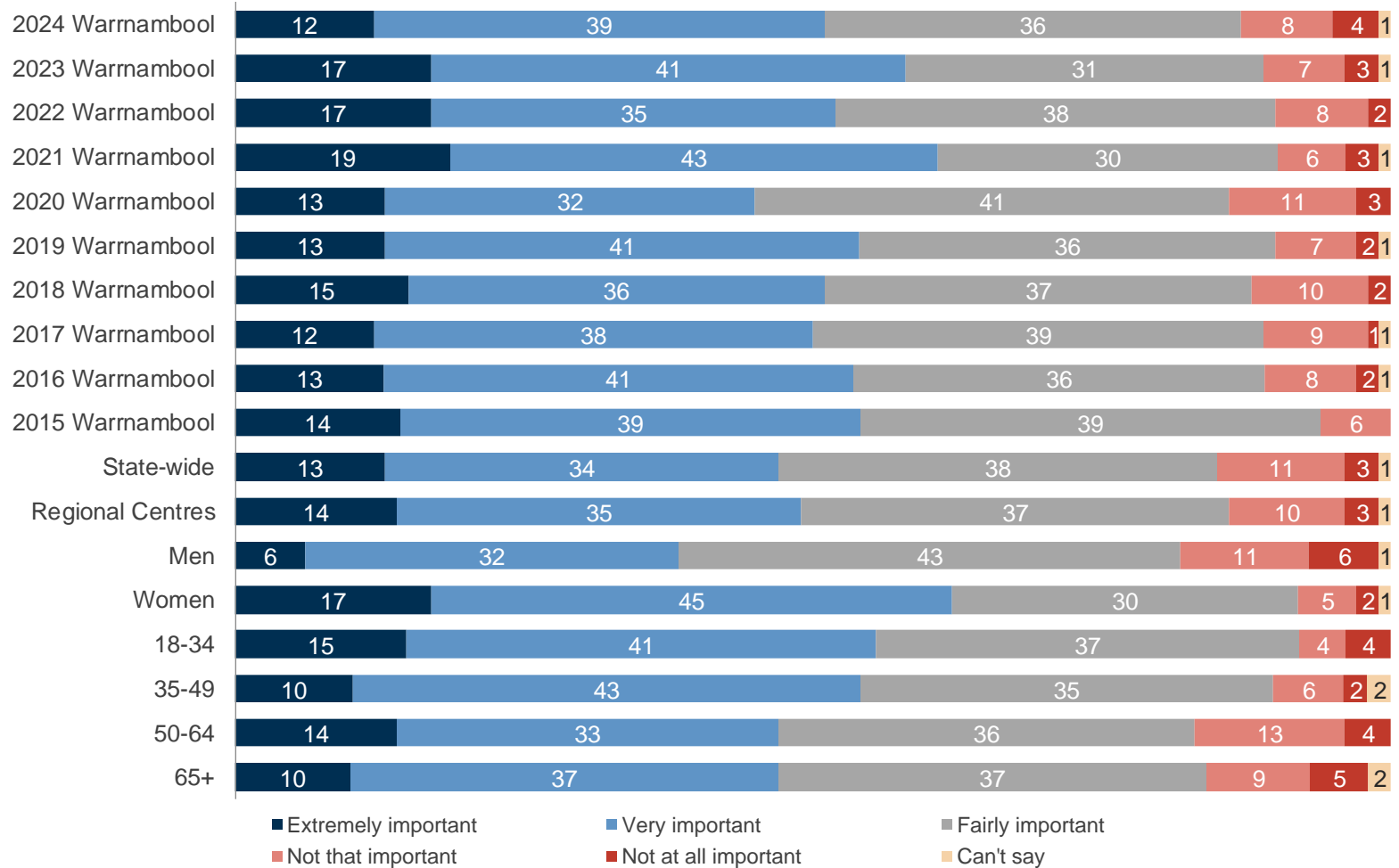
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities importance



2024 community and cultural activities importance (%)

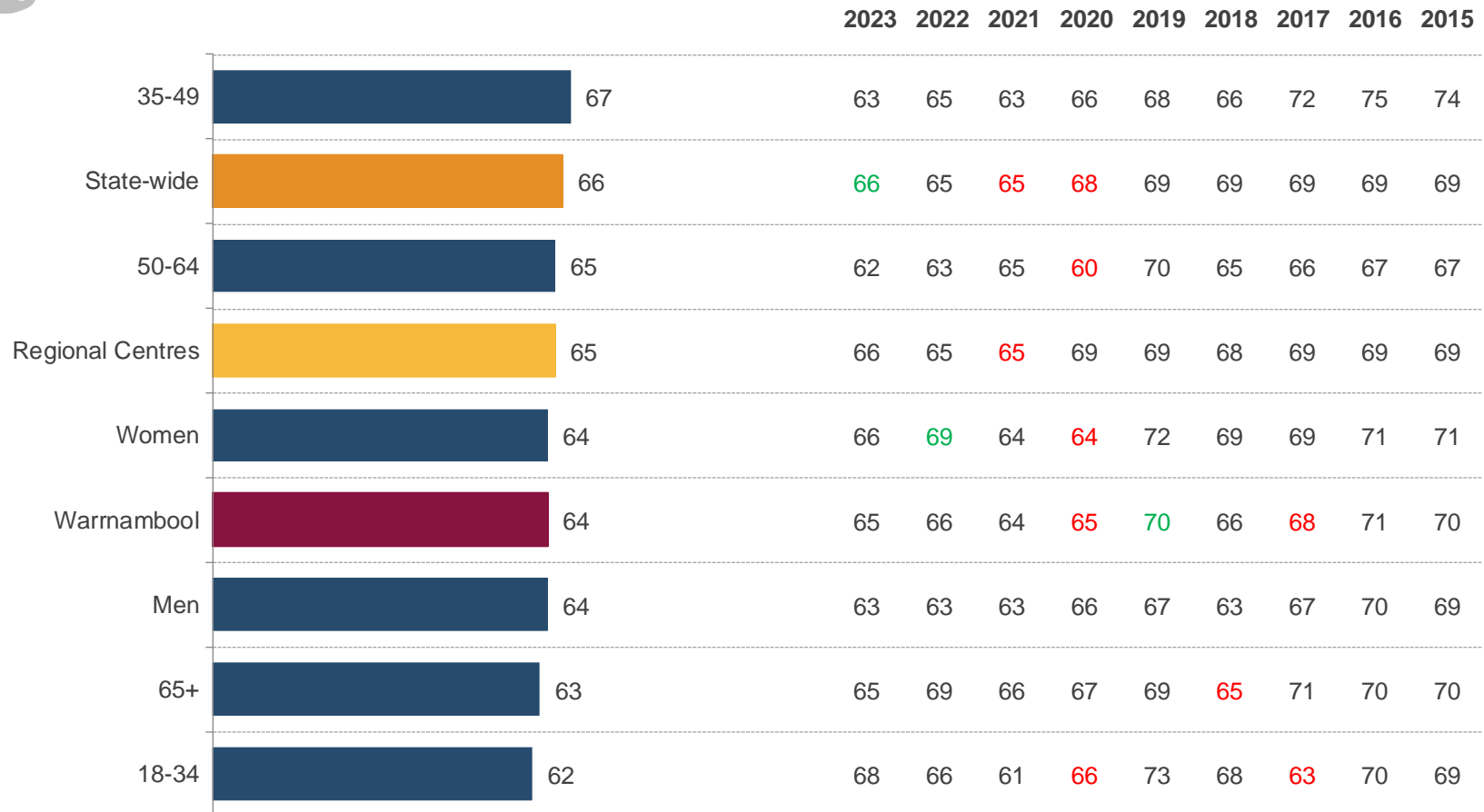




Community and cultural activities performance



2024 community and cultural activities performance (index scores)



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

Base: All respondents. Councils asked State-wide: 26 Councils asked group: 6

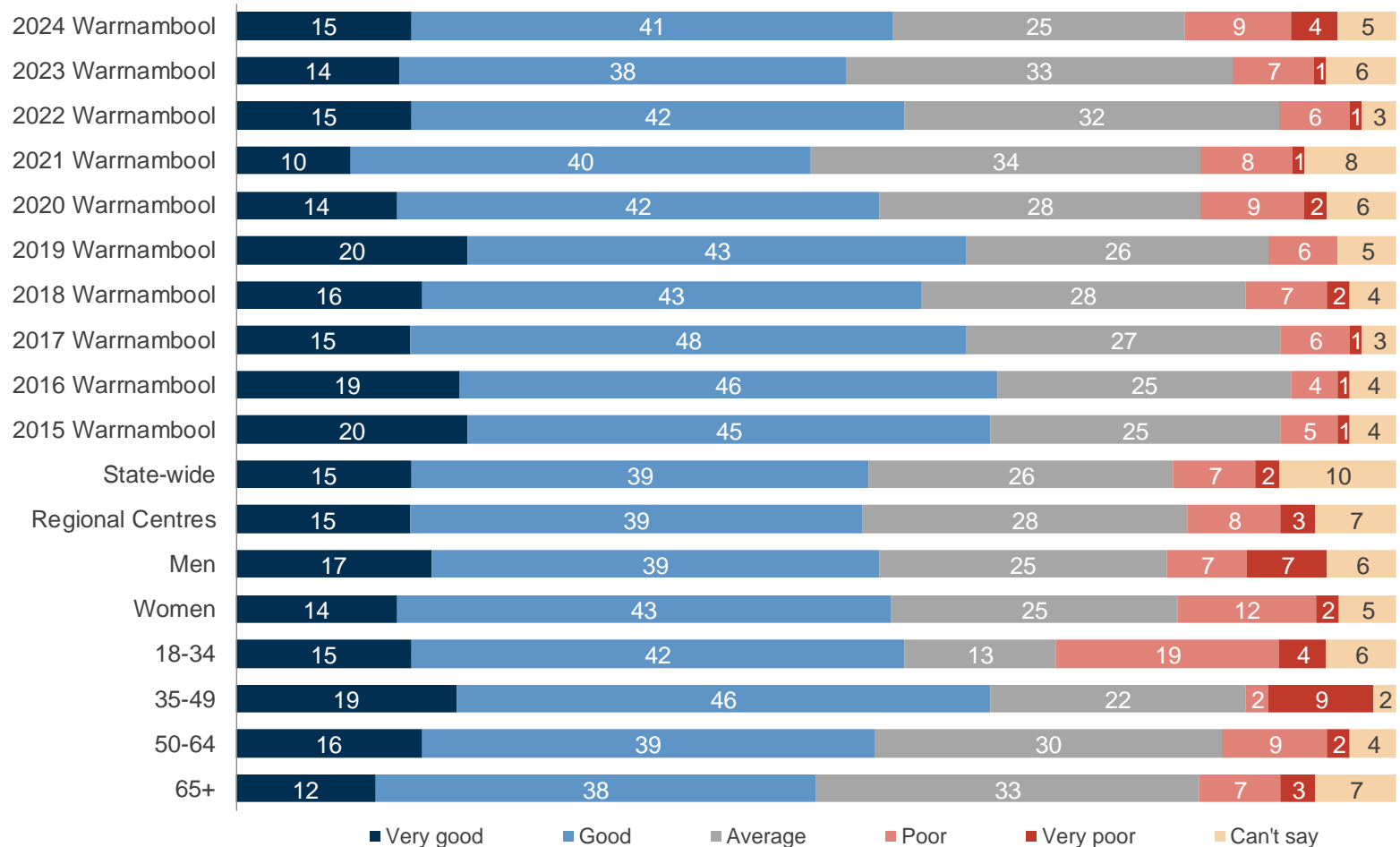
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2024 community and cultural activities performance (%)

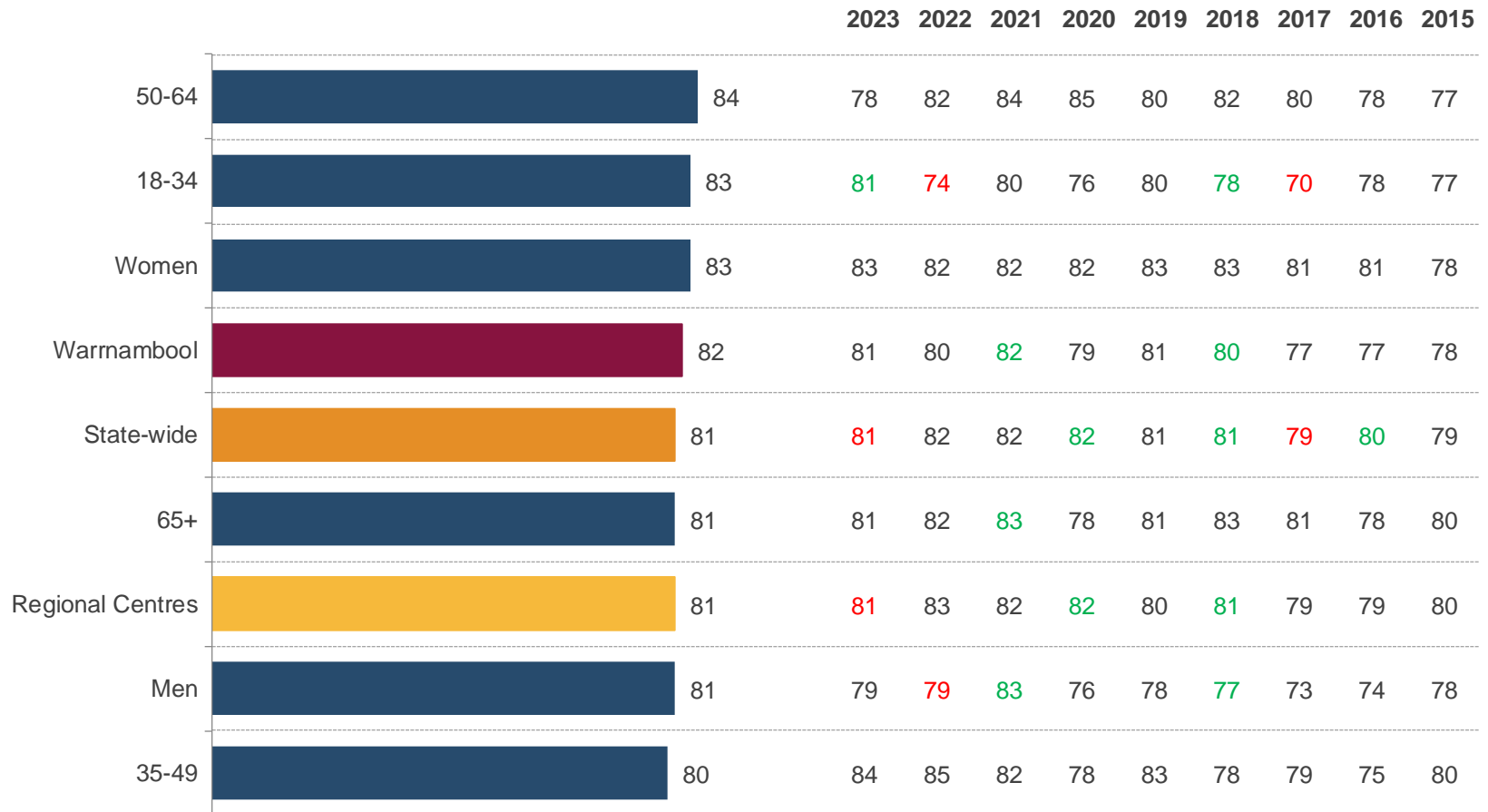




Waste management importance



2024 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: 24 Councils asked group: 4

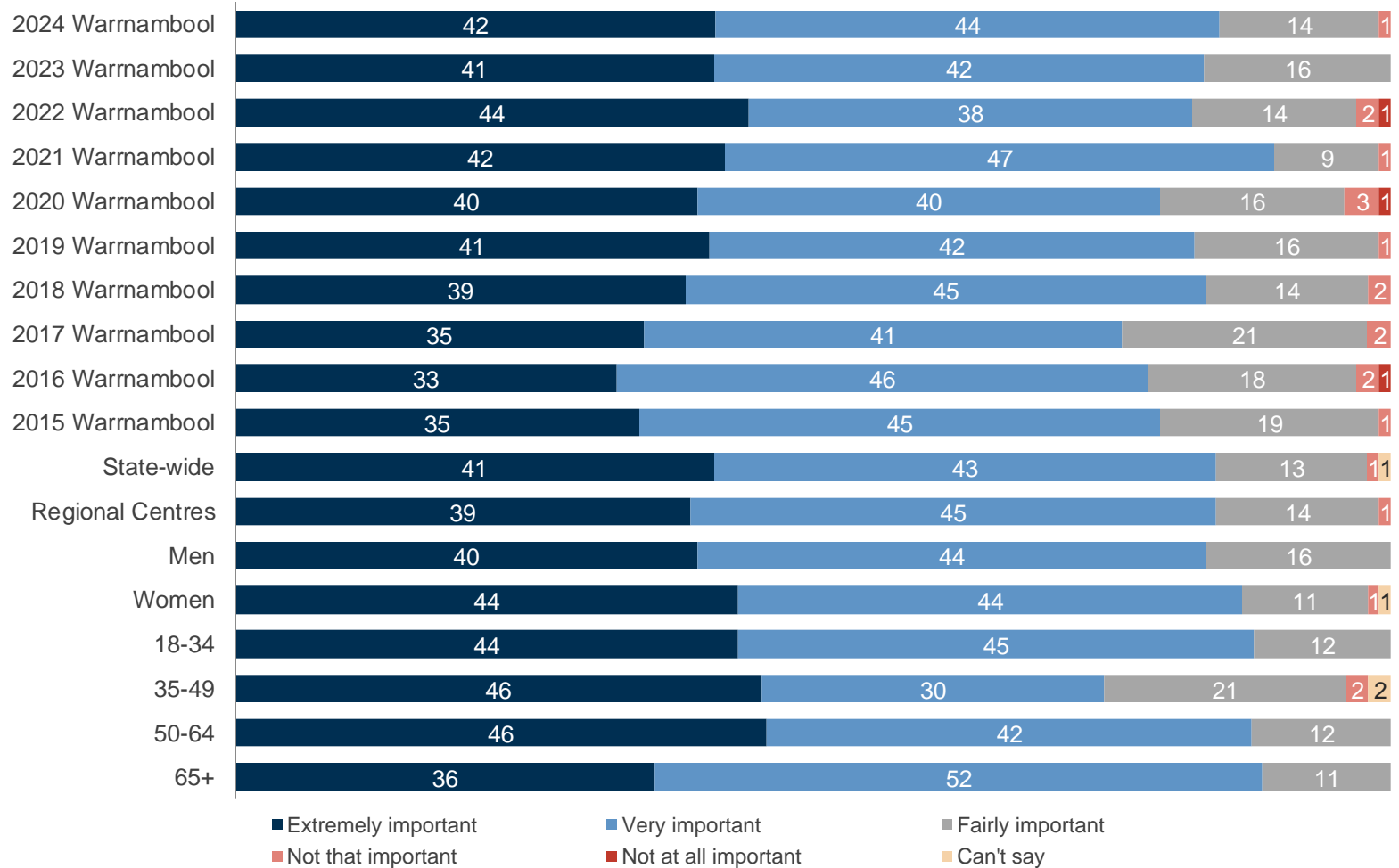
Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2024 waste management importance (%)

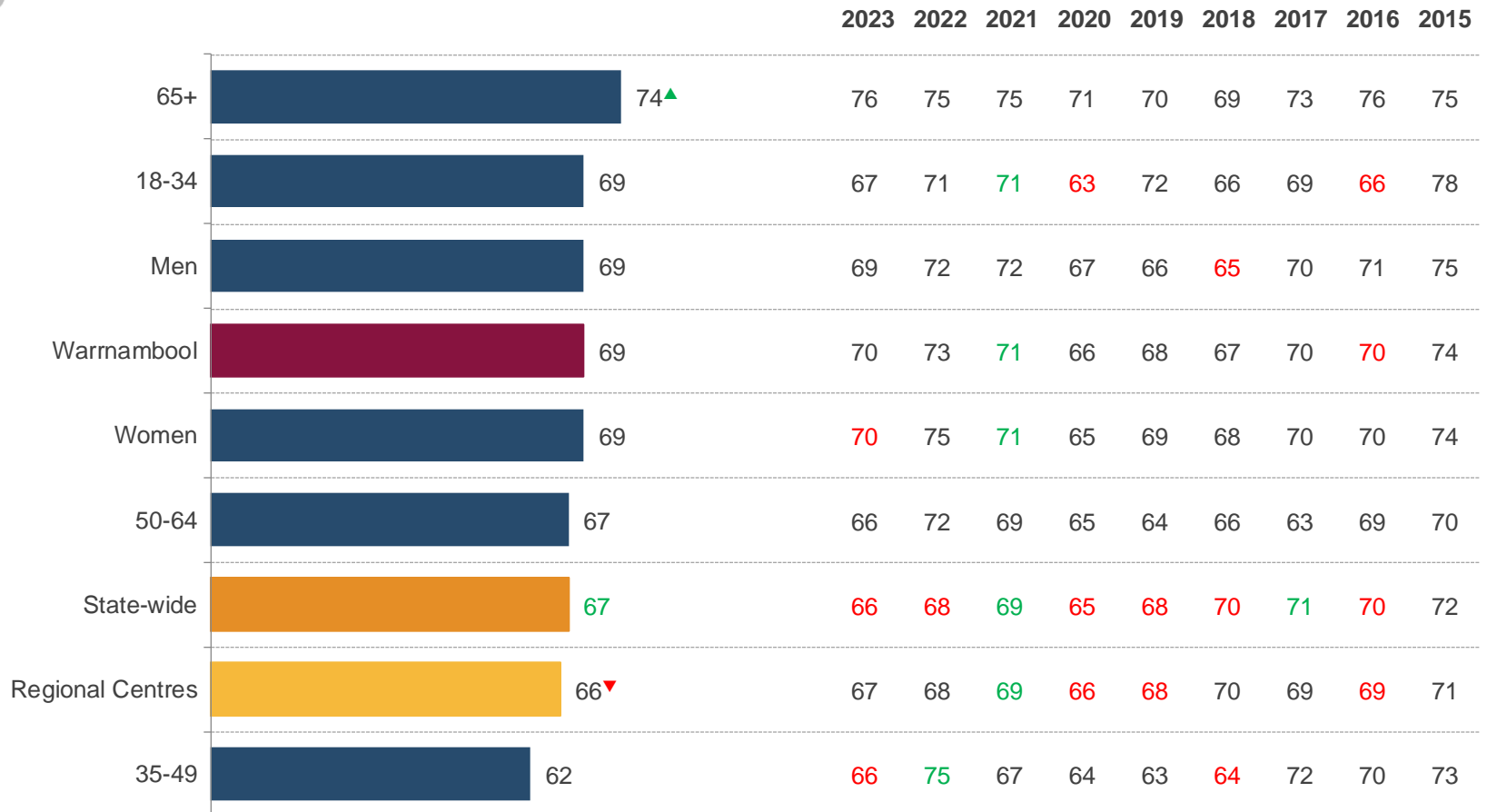




Waste management performance



2024 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: 62 Councils asked group: 9

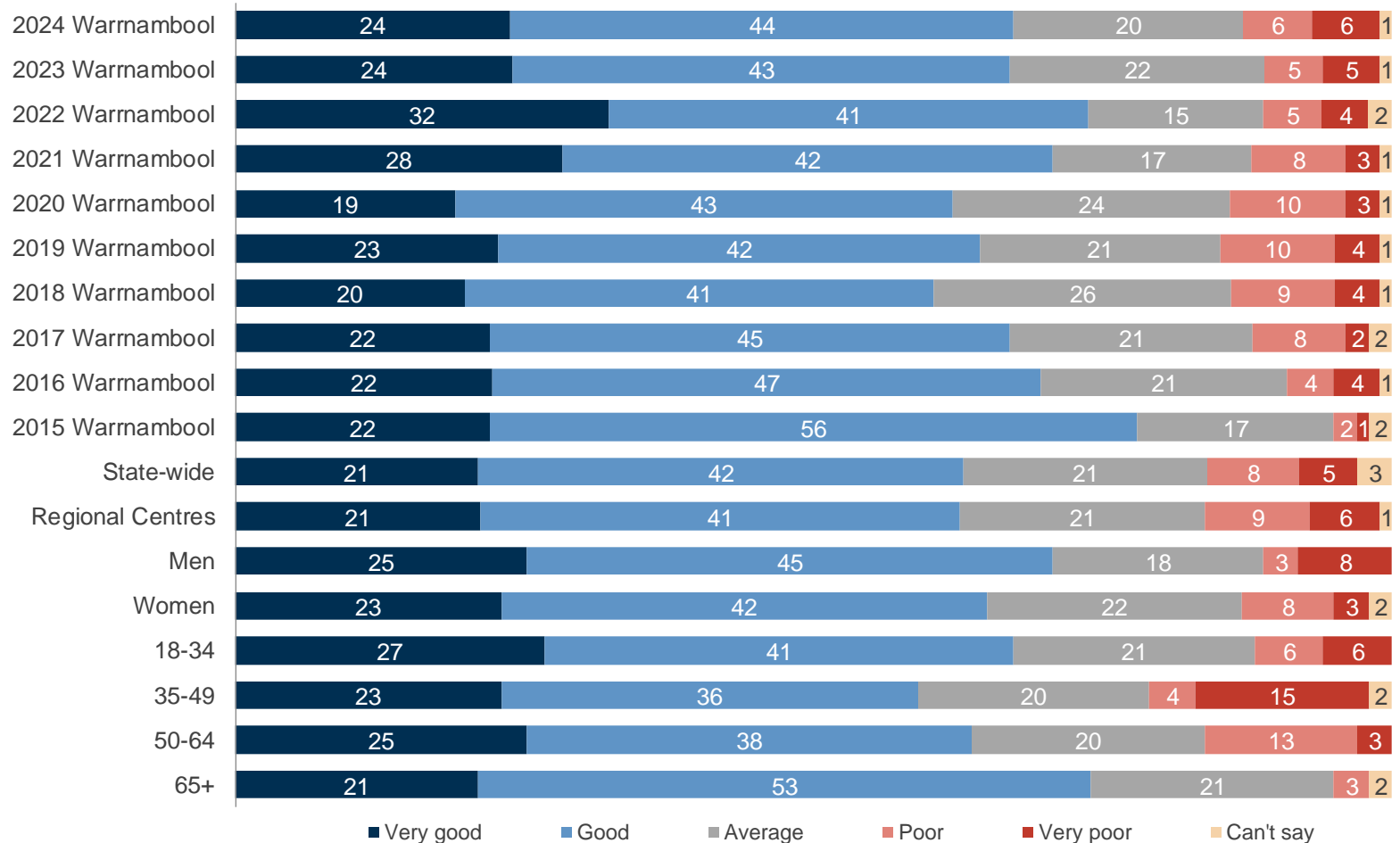
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



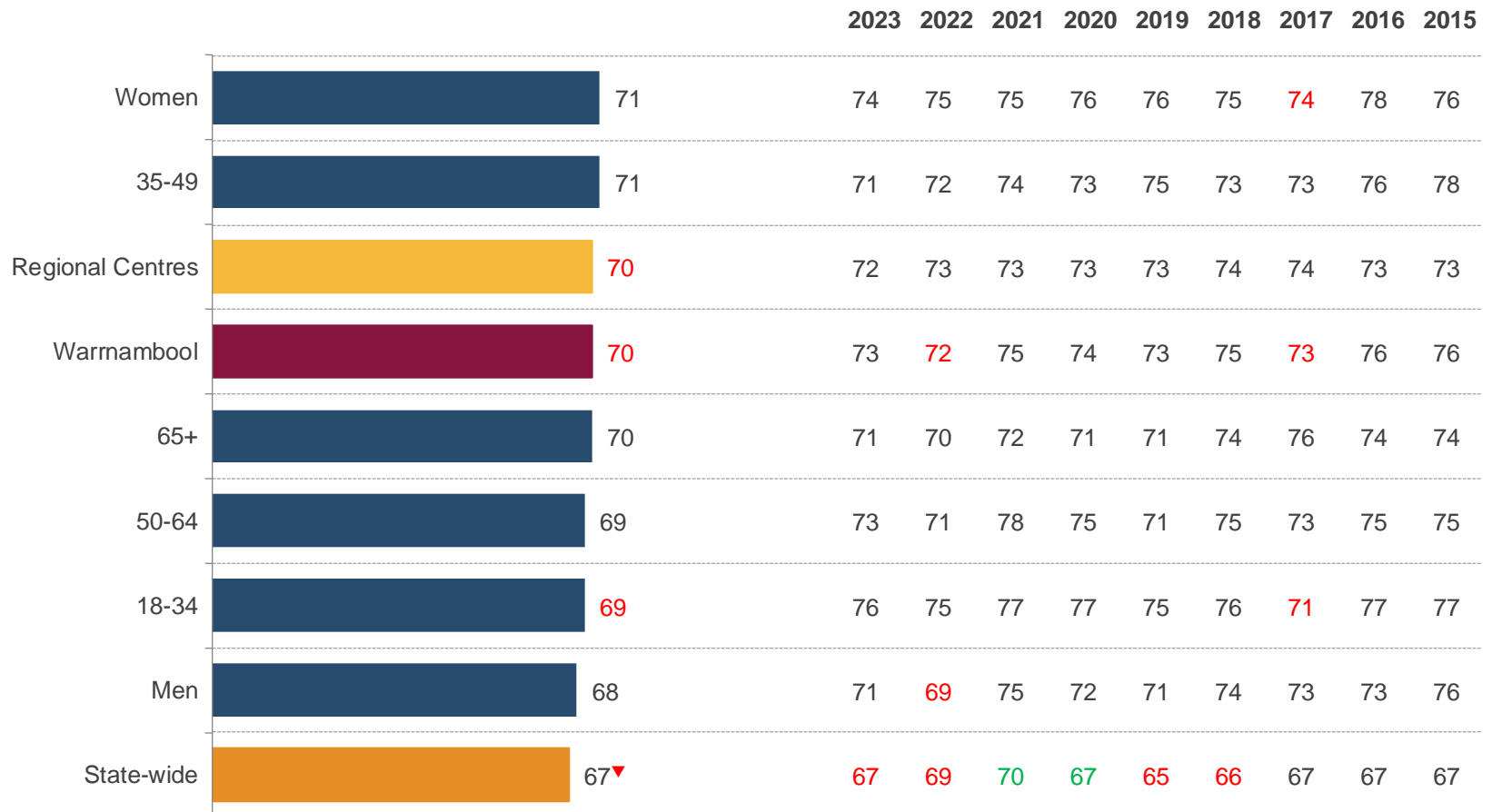
2024 waste management performance (%)



Business and community development and tourism importance



2024 business/development/tourism importance (index scores)



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

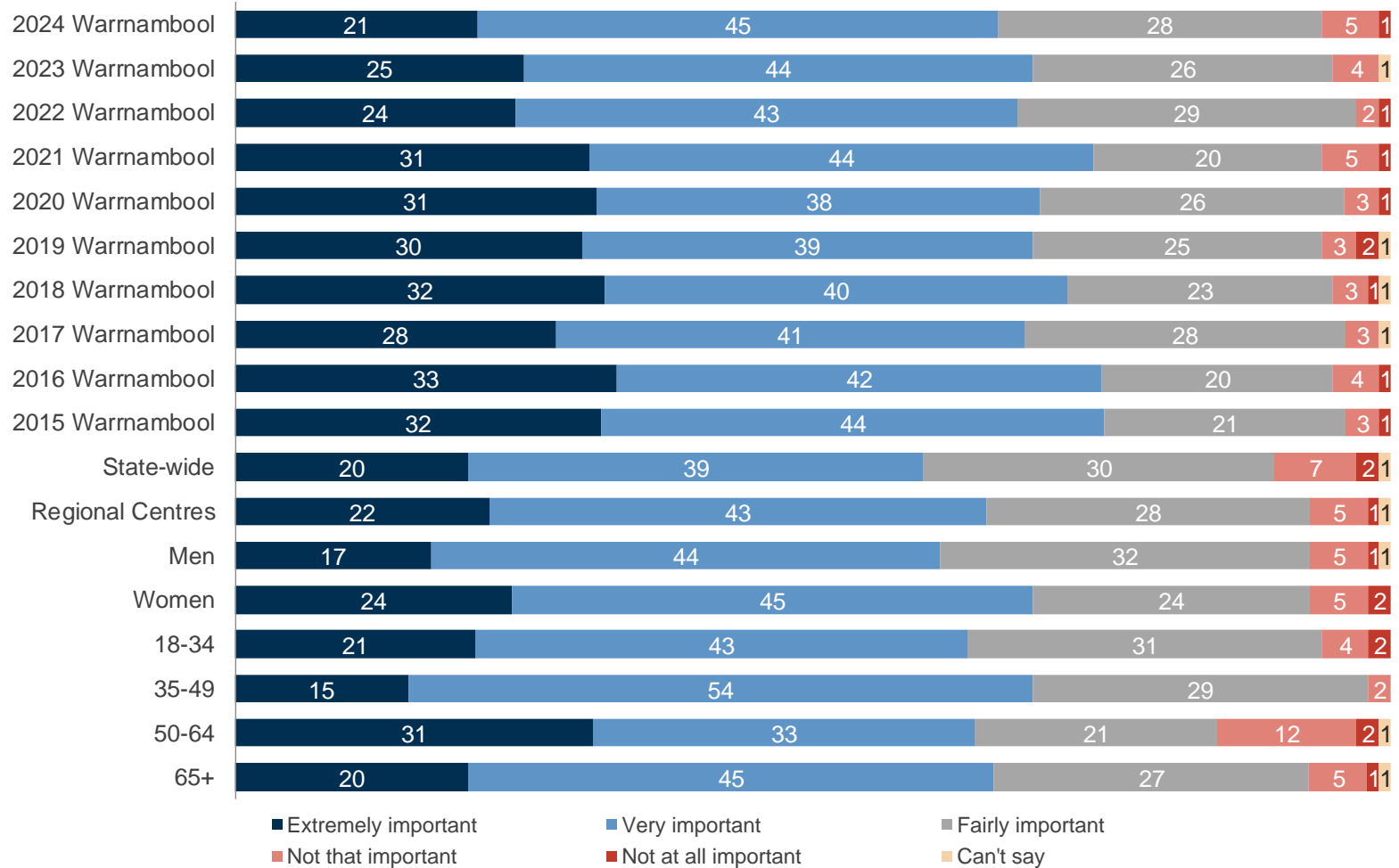
Base: All respondents. Councils asked State-wide: 19 Councils asked group: 4

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

Business and community development and tourism importance



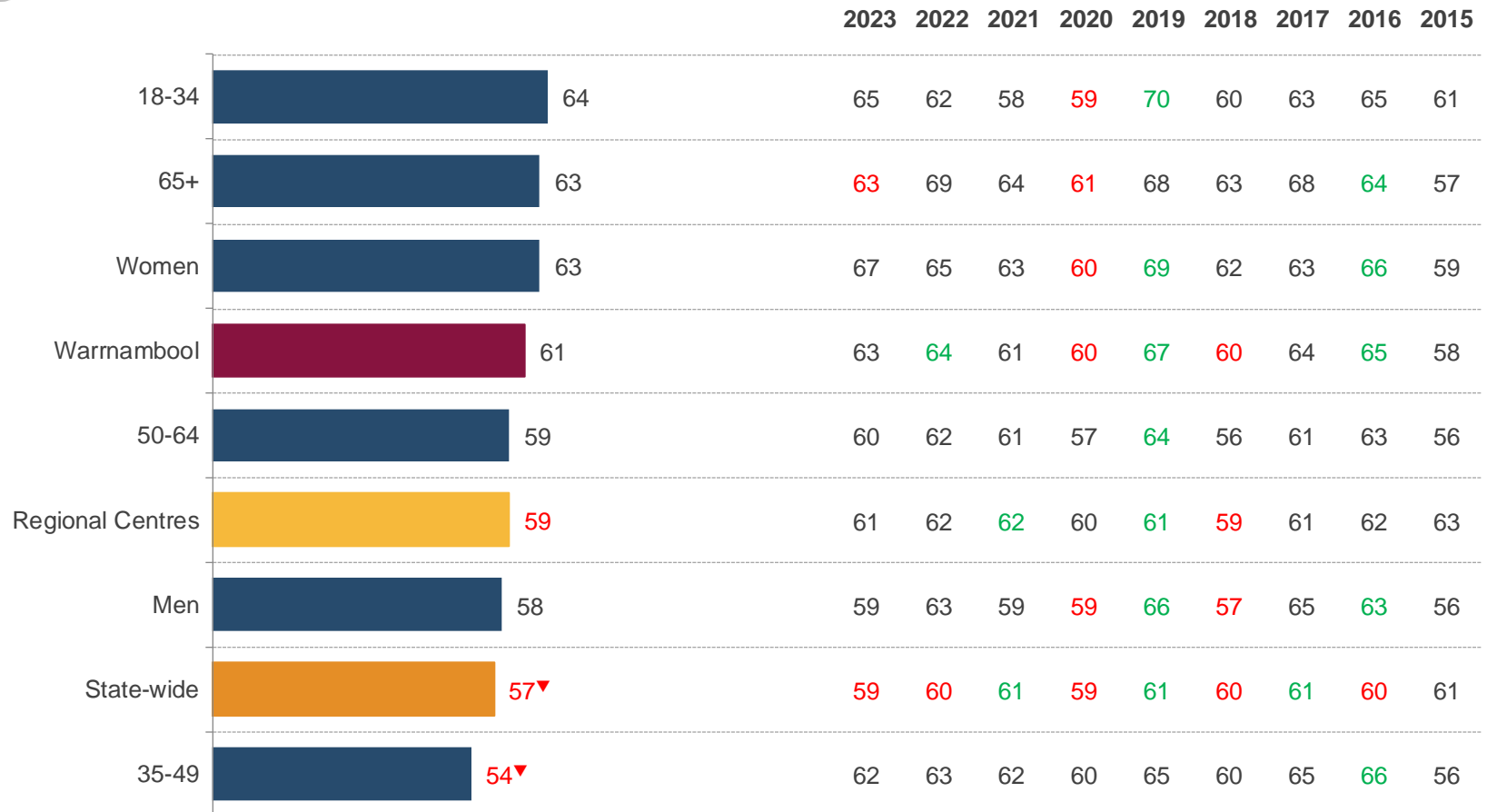
2024 business/development/tourism importance (%)



Business and community development and tourism performance



2024 business/development/tourism performance (index scores)



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

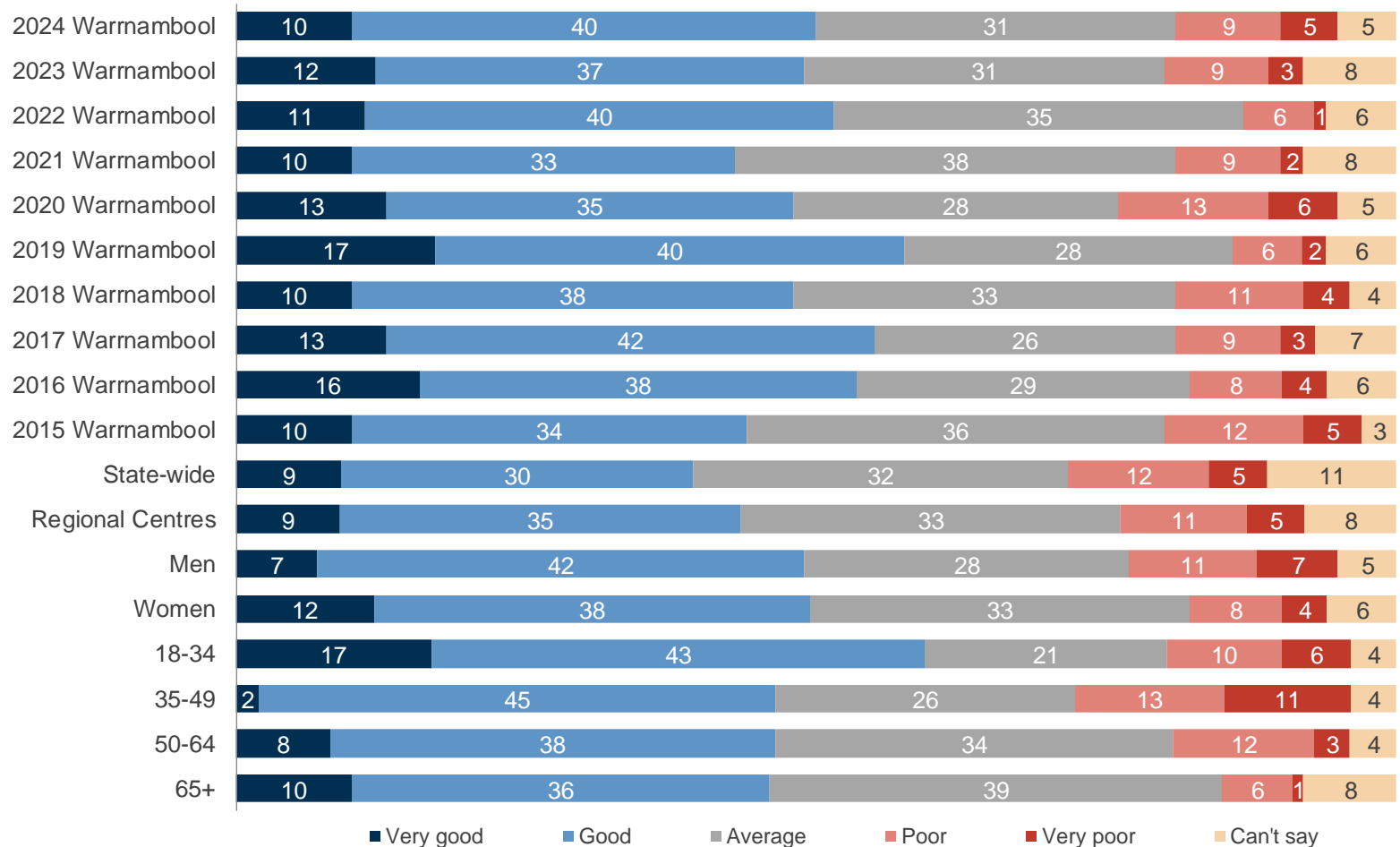
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 4

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

Business and community development and tourism performance



2024 business/development/tourism performance (%)

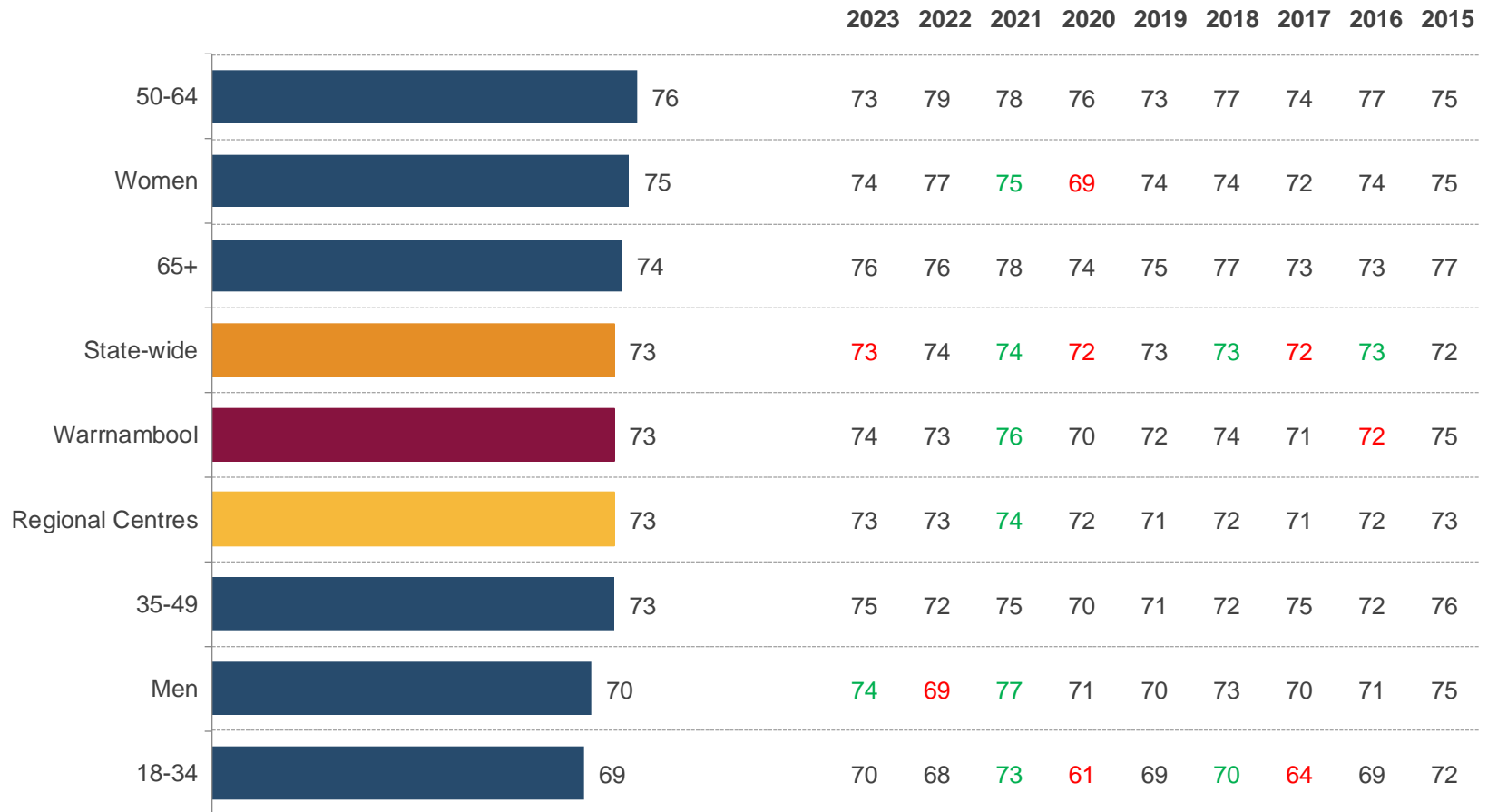




Council's general town planning policy importance



2024 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: 8 Councils asked group: 1

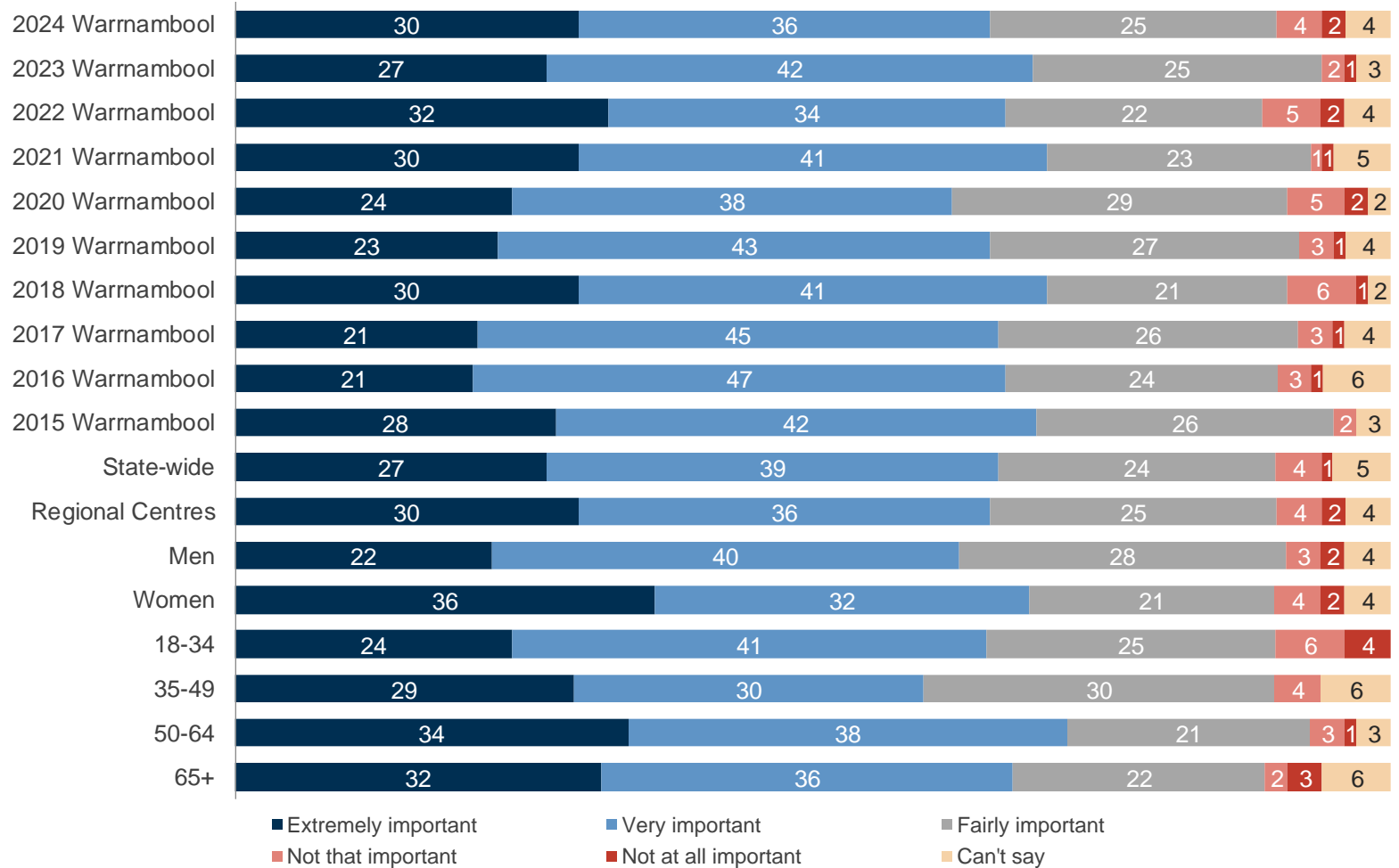
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy importance



2024 town planning importance (%)

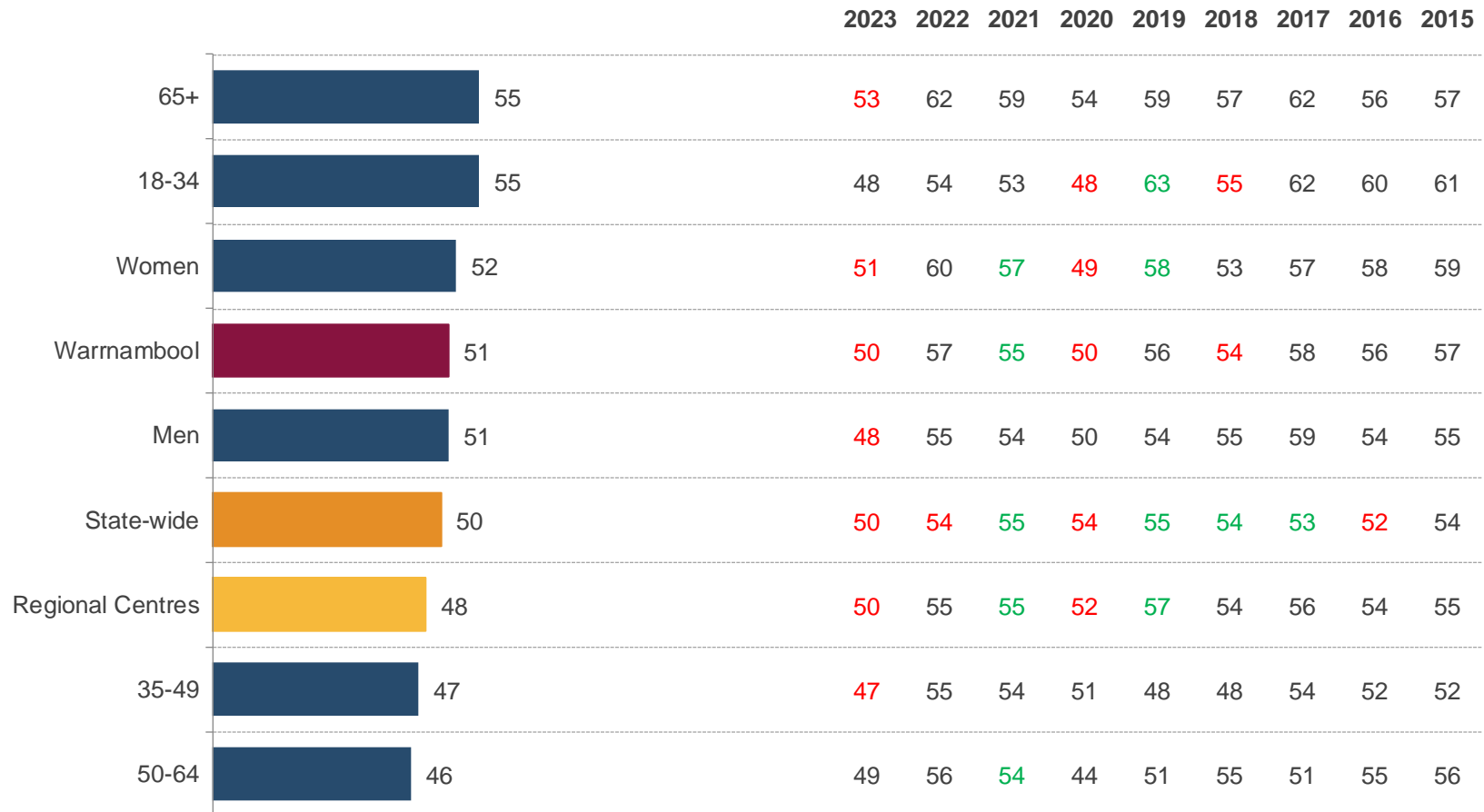




Council's general town planning policy performance



2024 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: 19 Councils asked group: 2

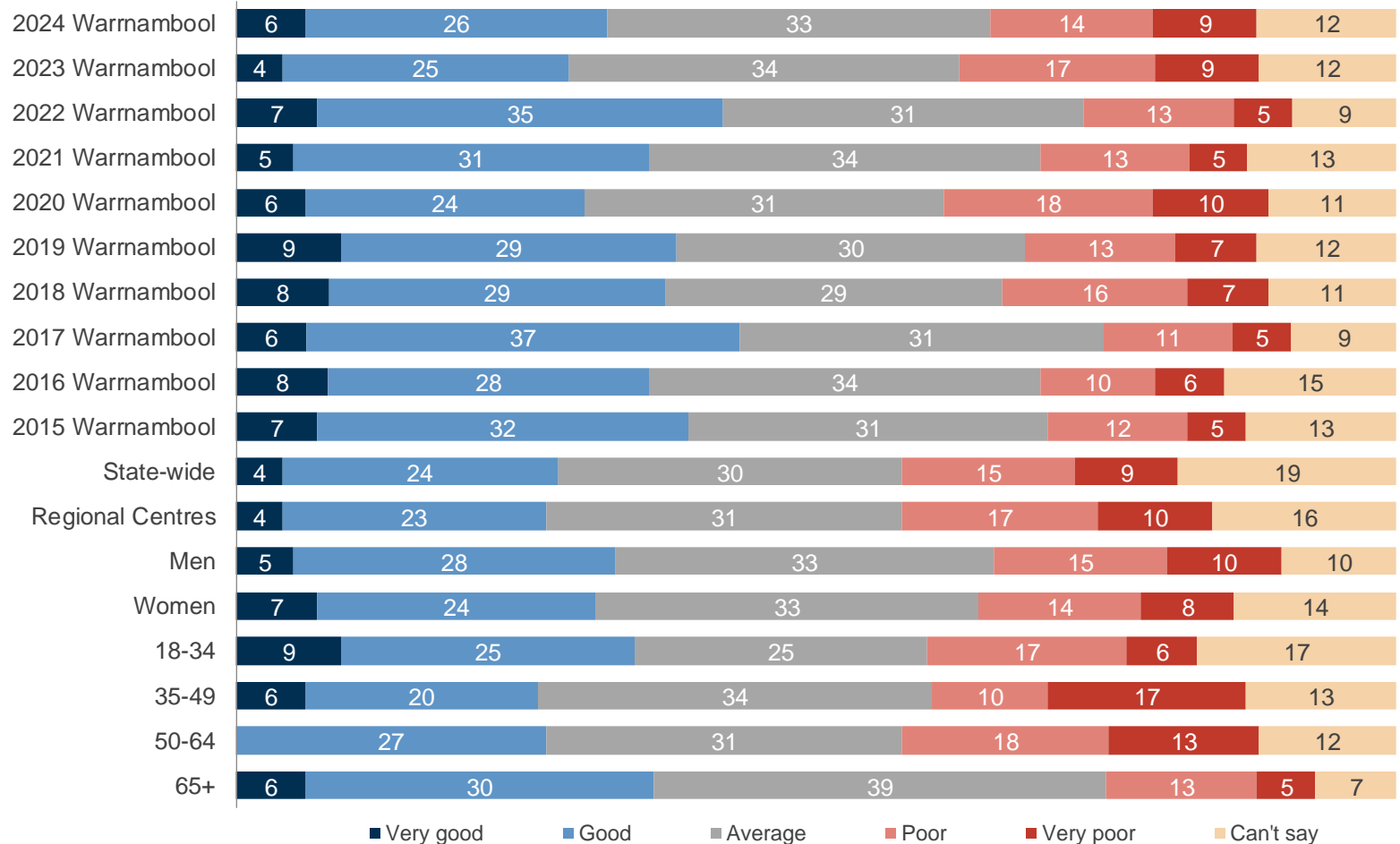
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy performance



2024 town planning performance (%)

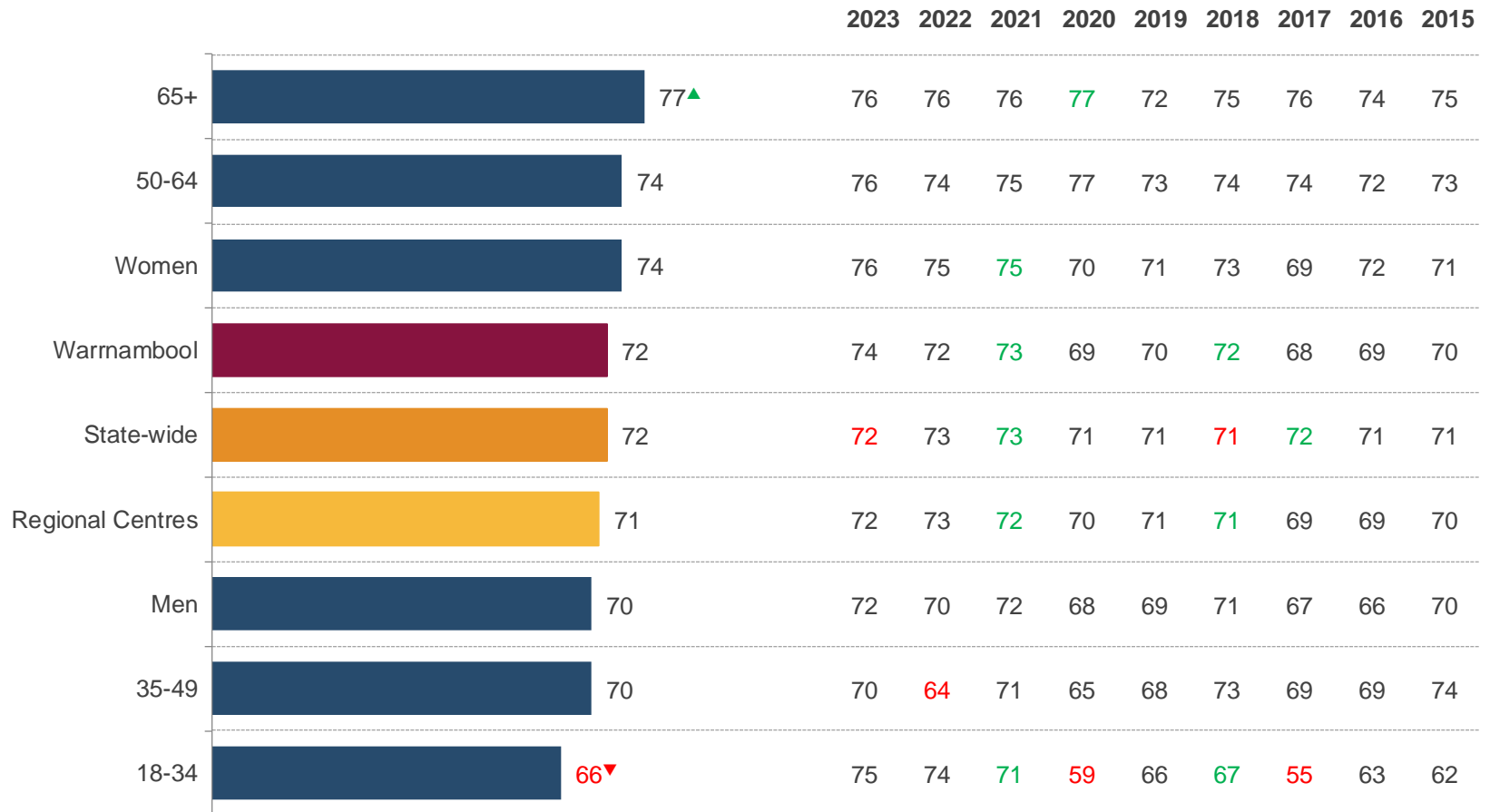




Planning and building permits importance



2024 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: 18 Councils asked group: 4

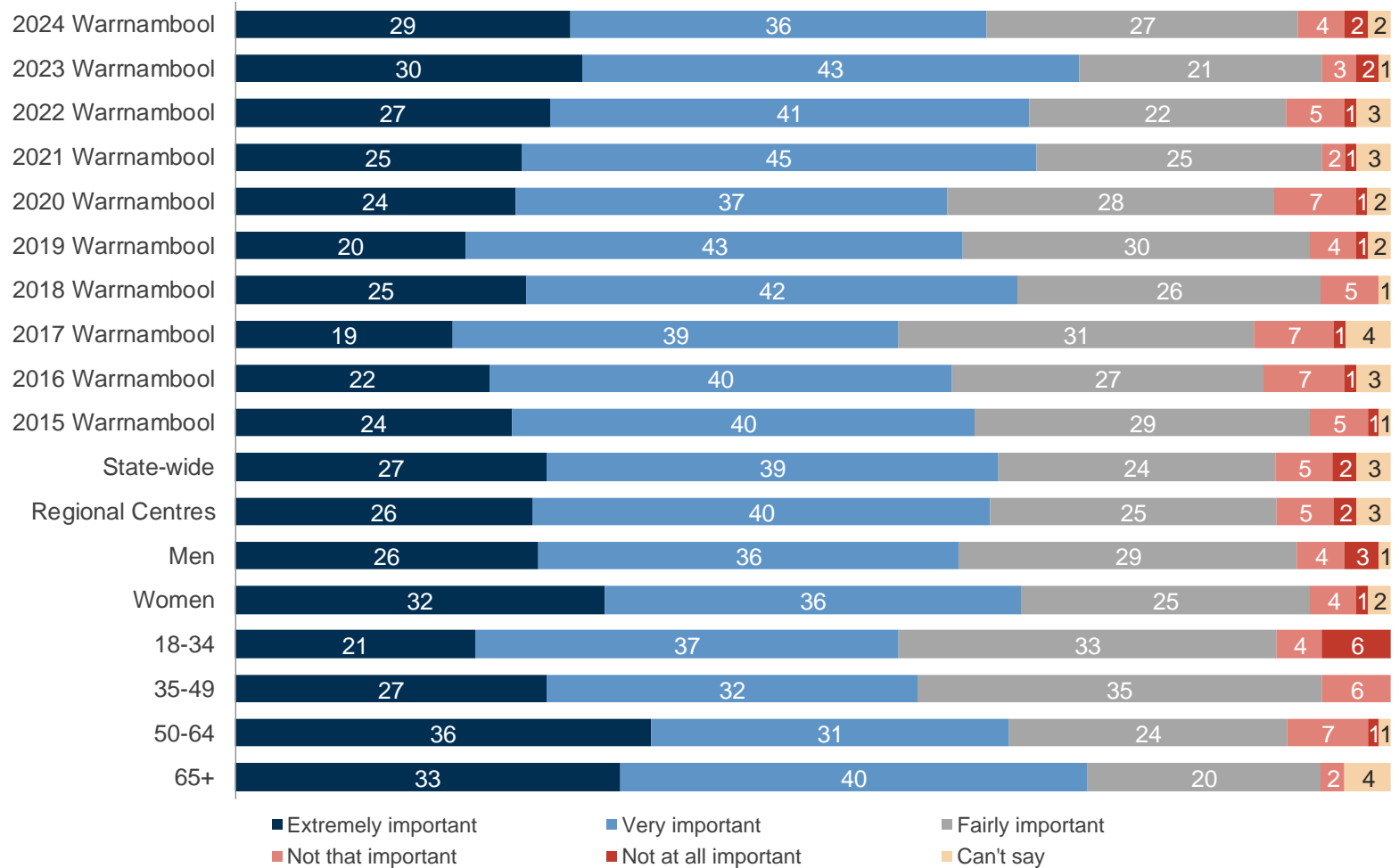
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2024 planning and building permits importance (%)

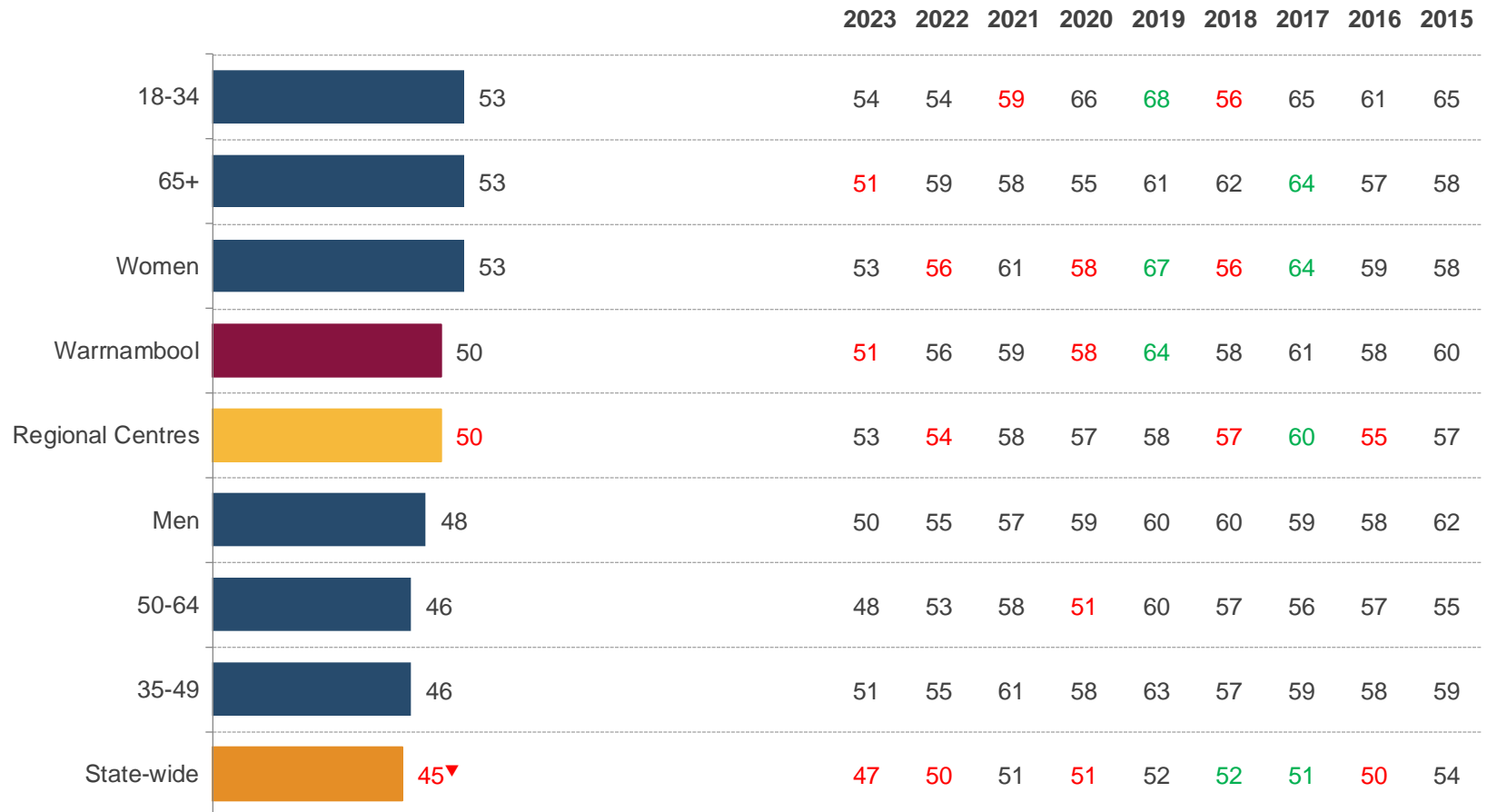




Planning and building permits performance



2024 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: 29 Councils asked group: 5

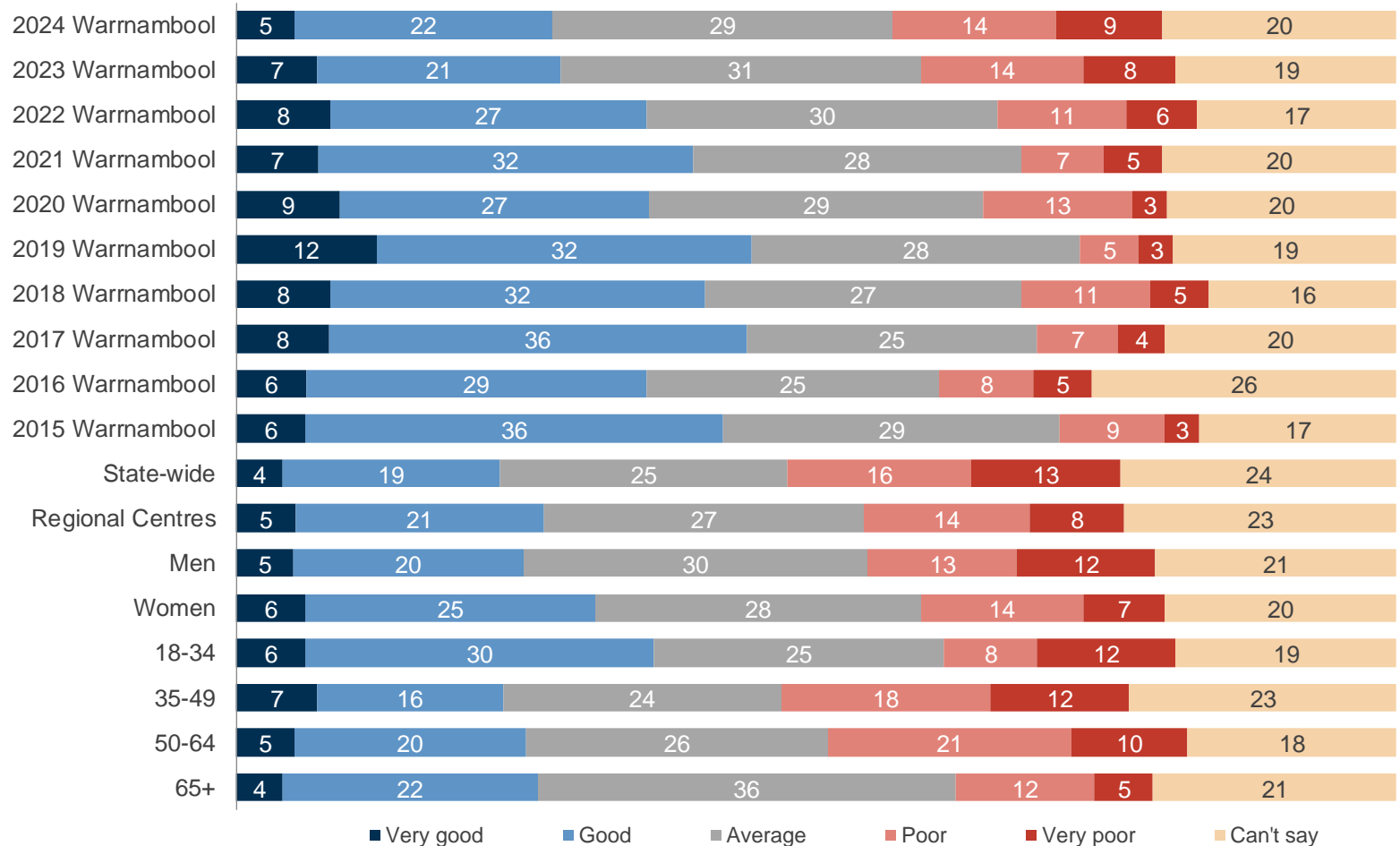
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2024 planning and building permits performance (%)

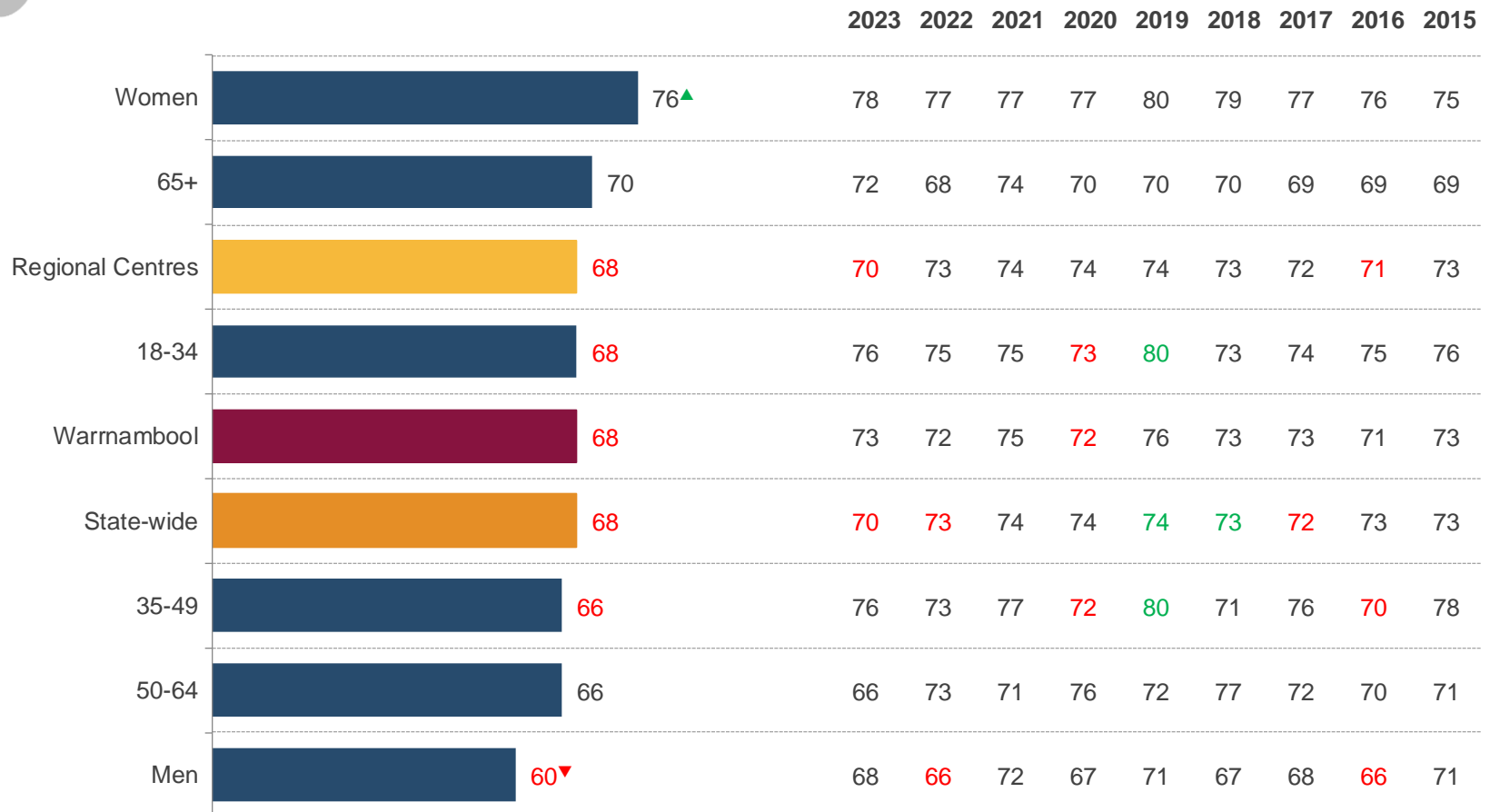




Environmental sustainability importance



2024 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: 22 Councils asked group: 4

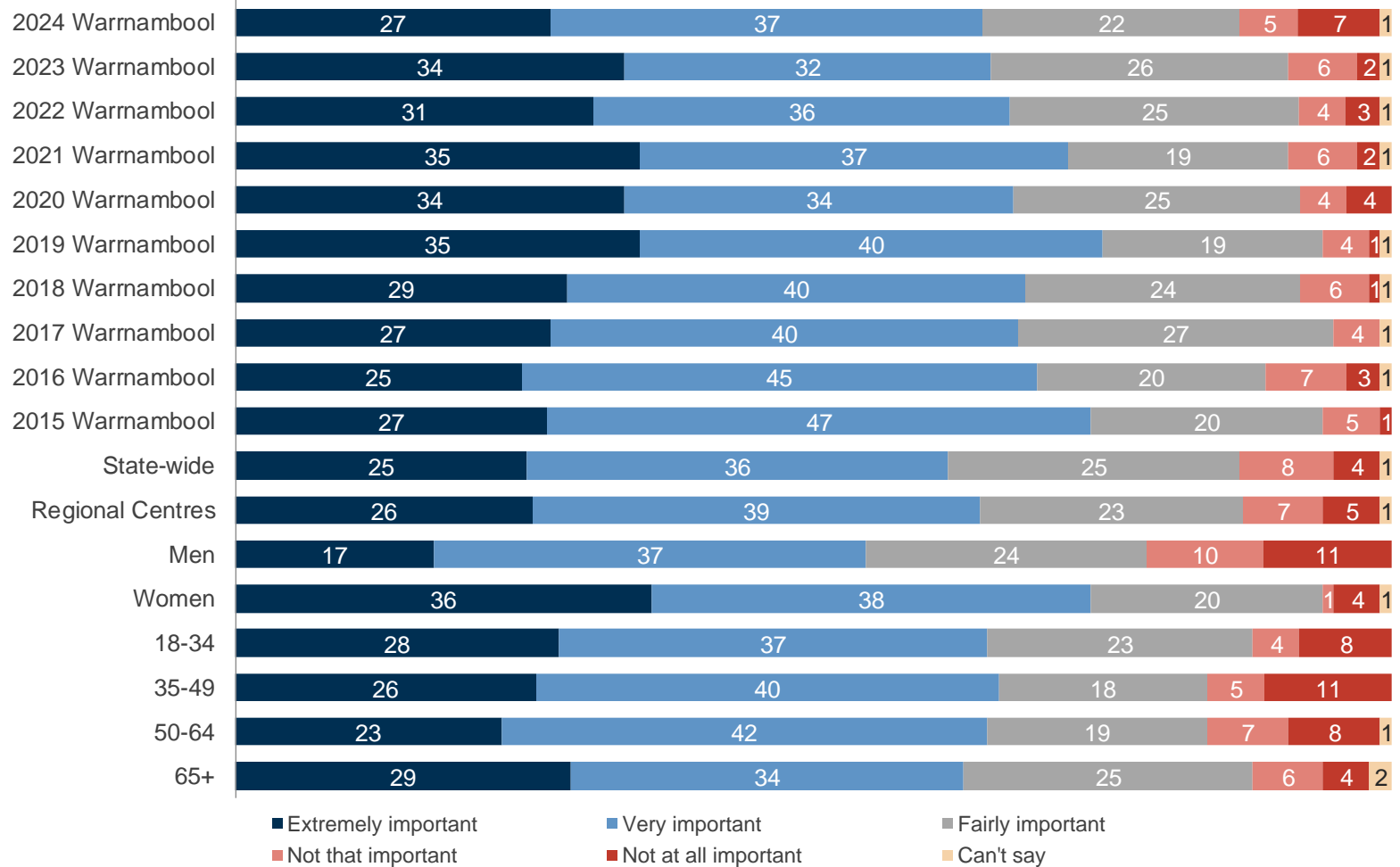
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2024 environmental sustainability importance (%)

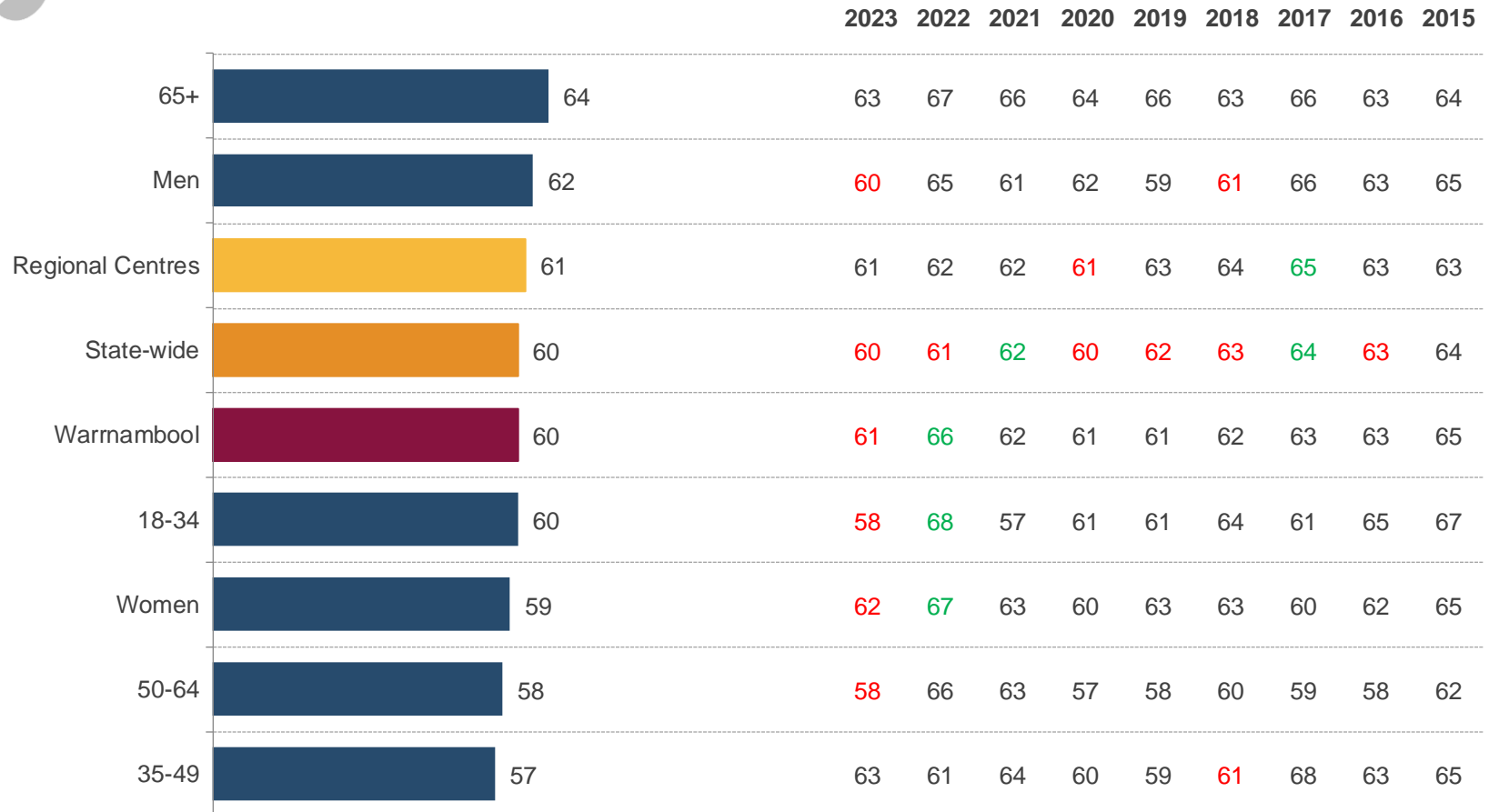




Environmental sustainability performance



2024 environmental sustainability performance (index scores)



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

Base: All respondents. Councils asked State-wide: 34 Councils asked group: 6

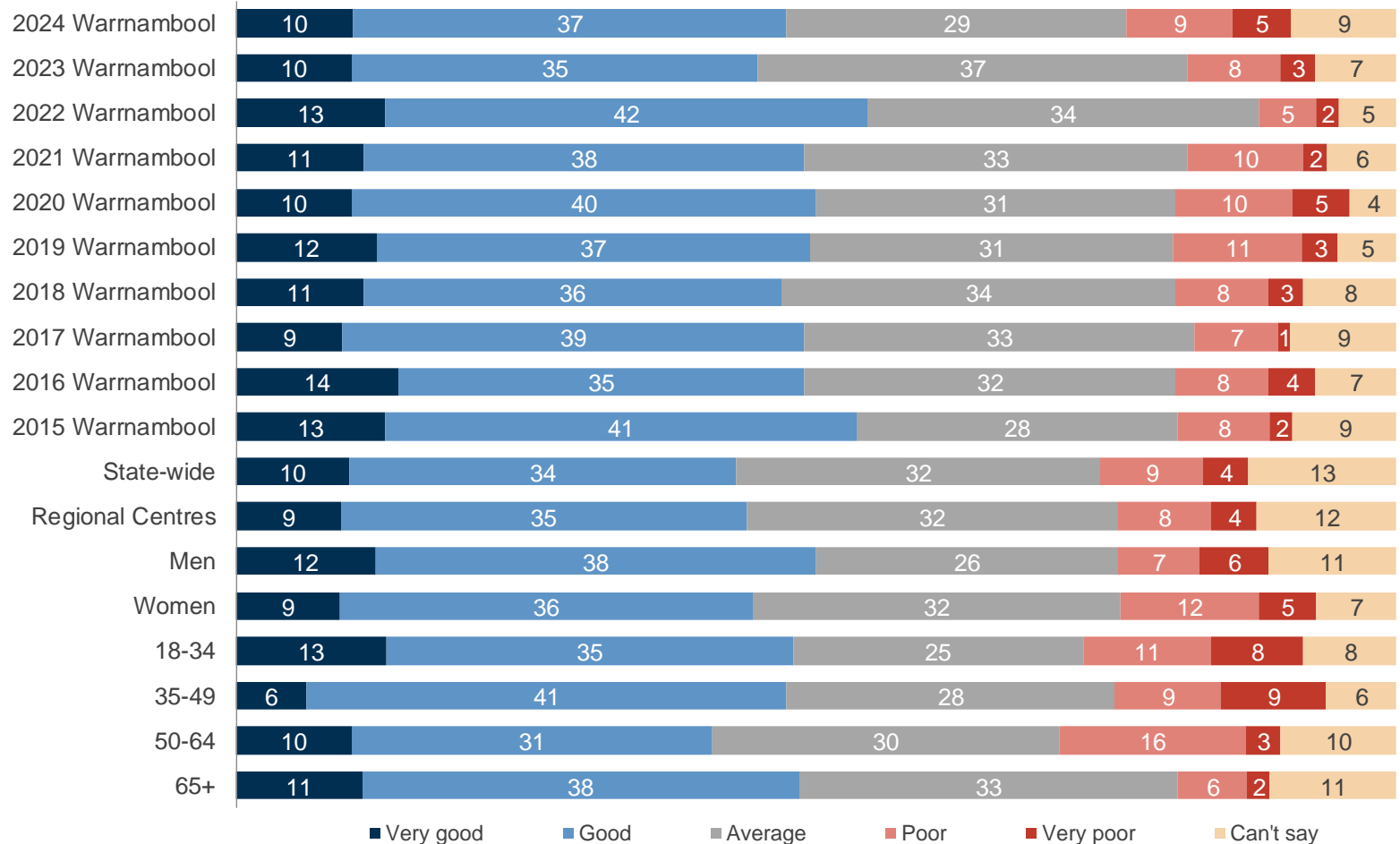
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2024 environmental sustainability performance (%)

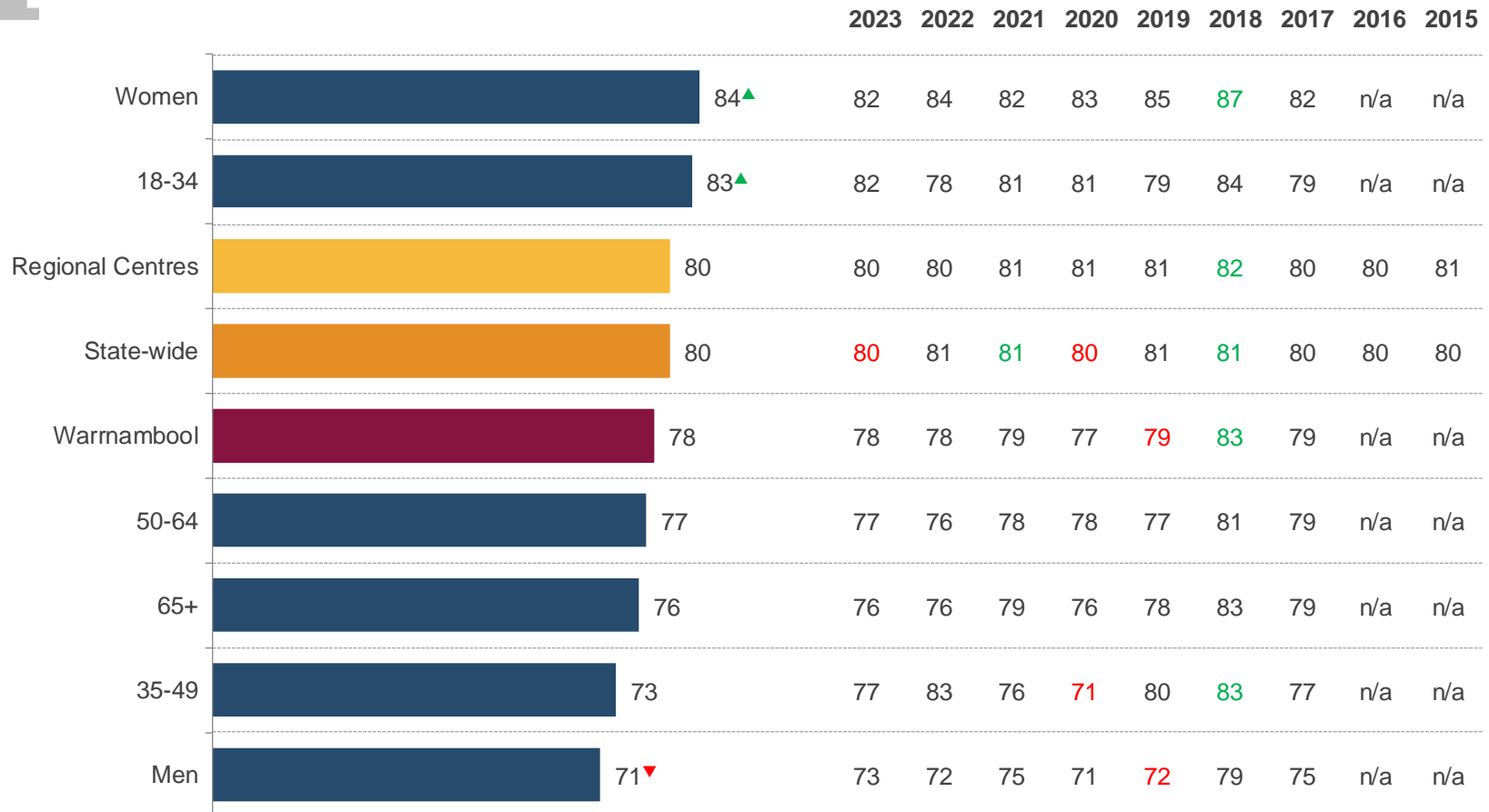




Emergency and disaster management importance



2024 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: 15 Councils asked group: 3

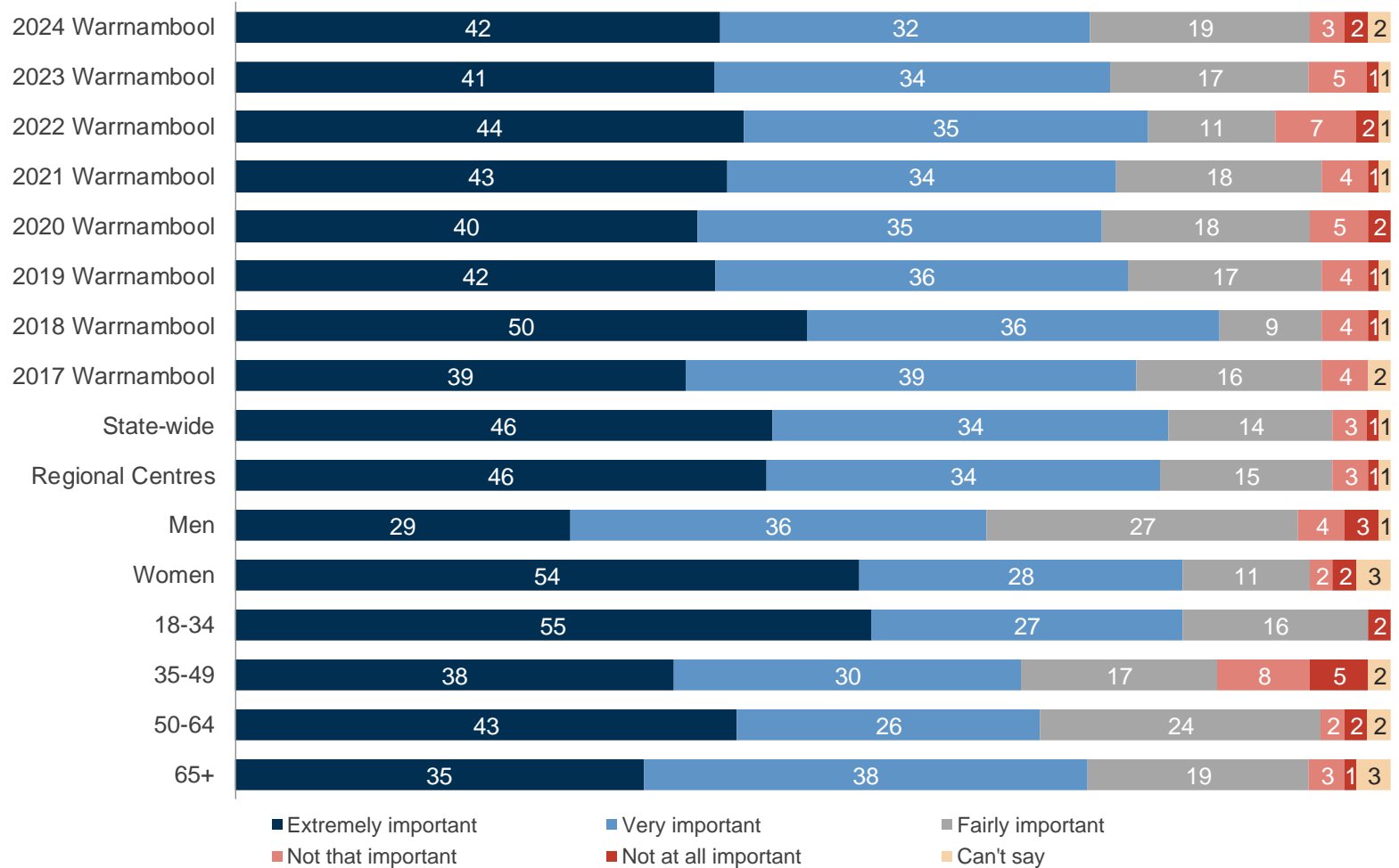
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management importance



2024 emergency and disaster management importance (%)

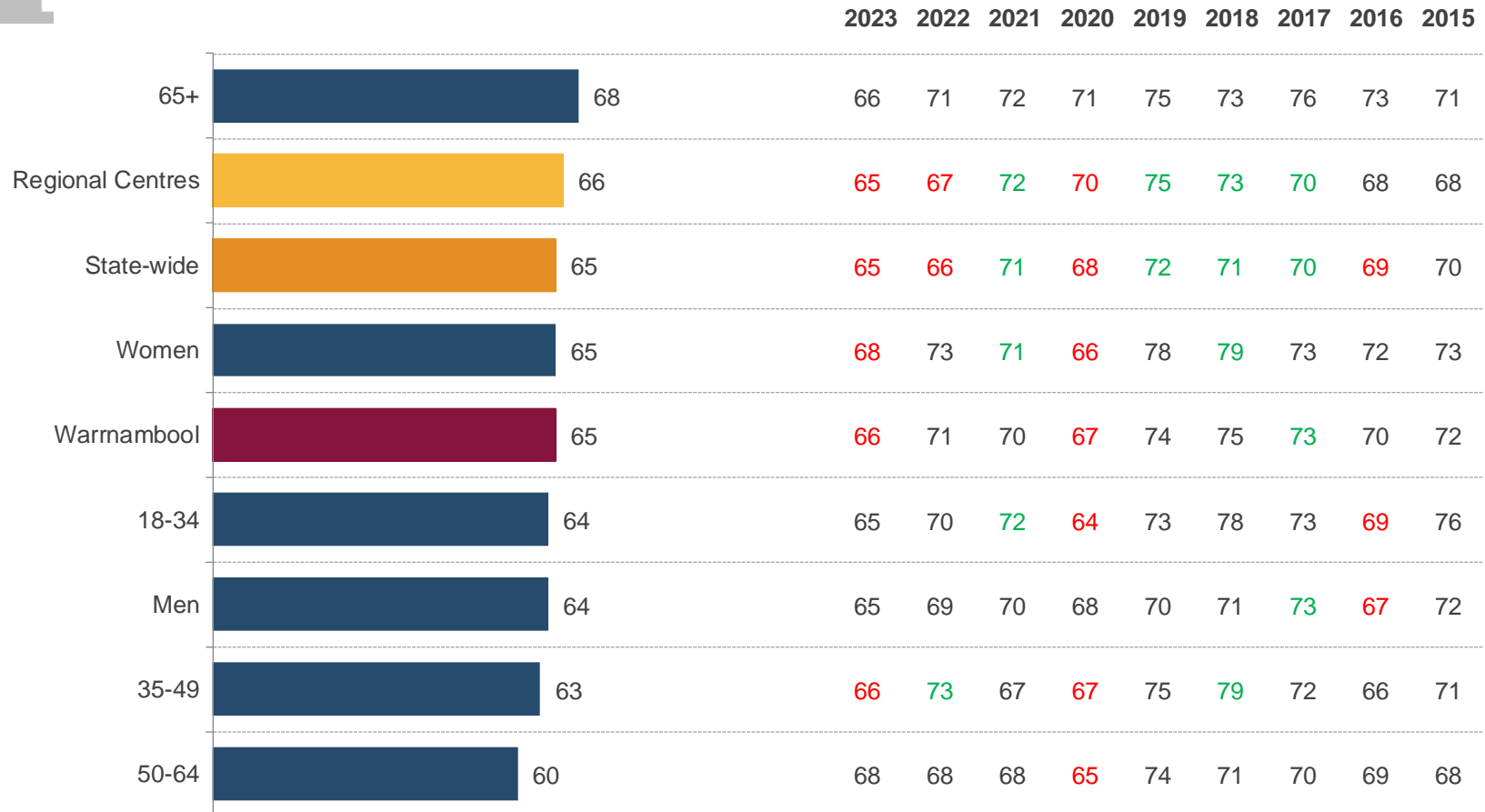




Emergency and disaster management performance



2024 emergency and disaster management performance (index scores)



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

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

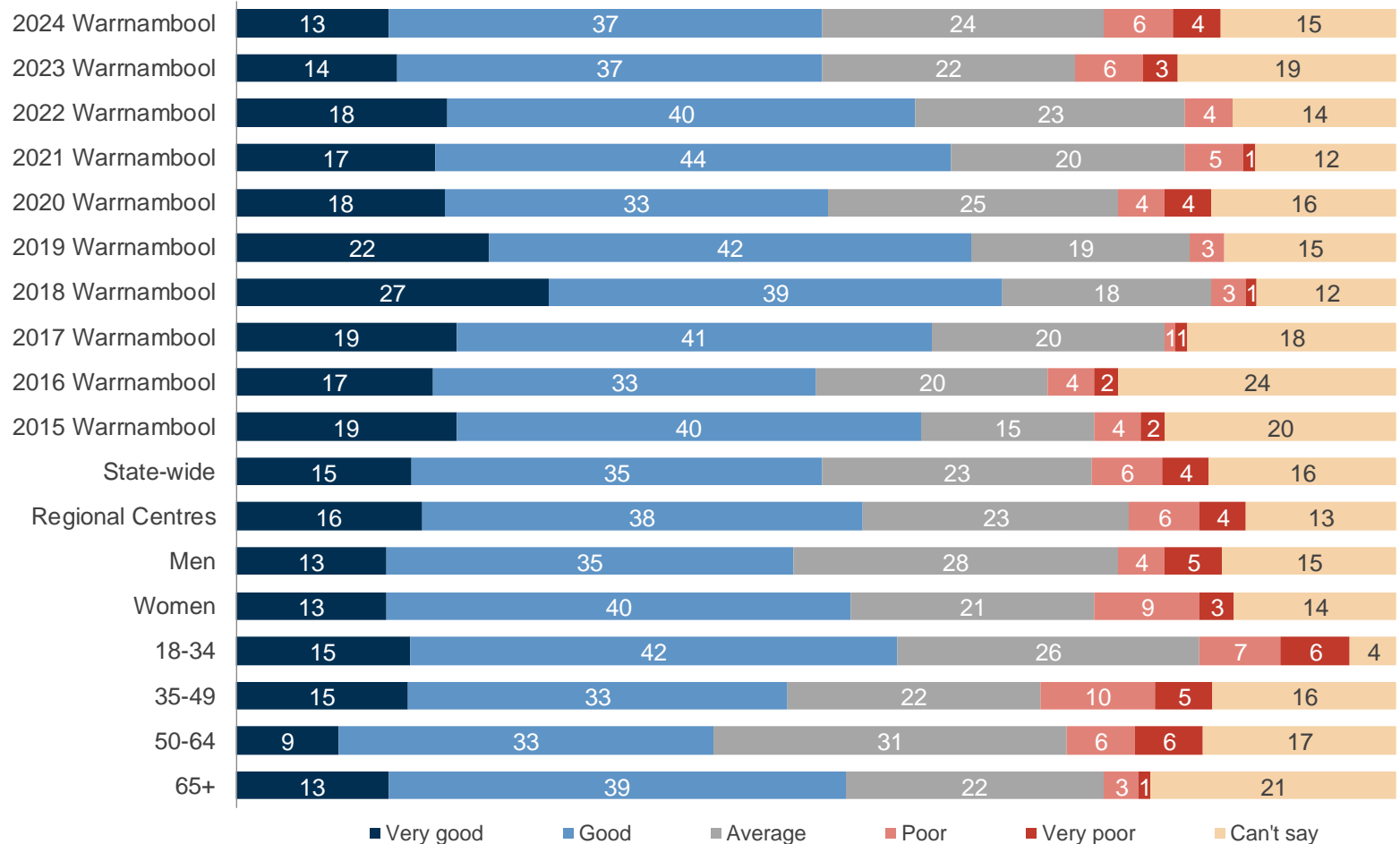
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management performance



2024 emergency and disaster management performance (%)

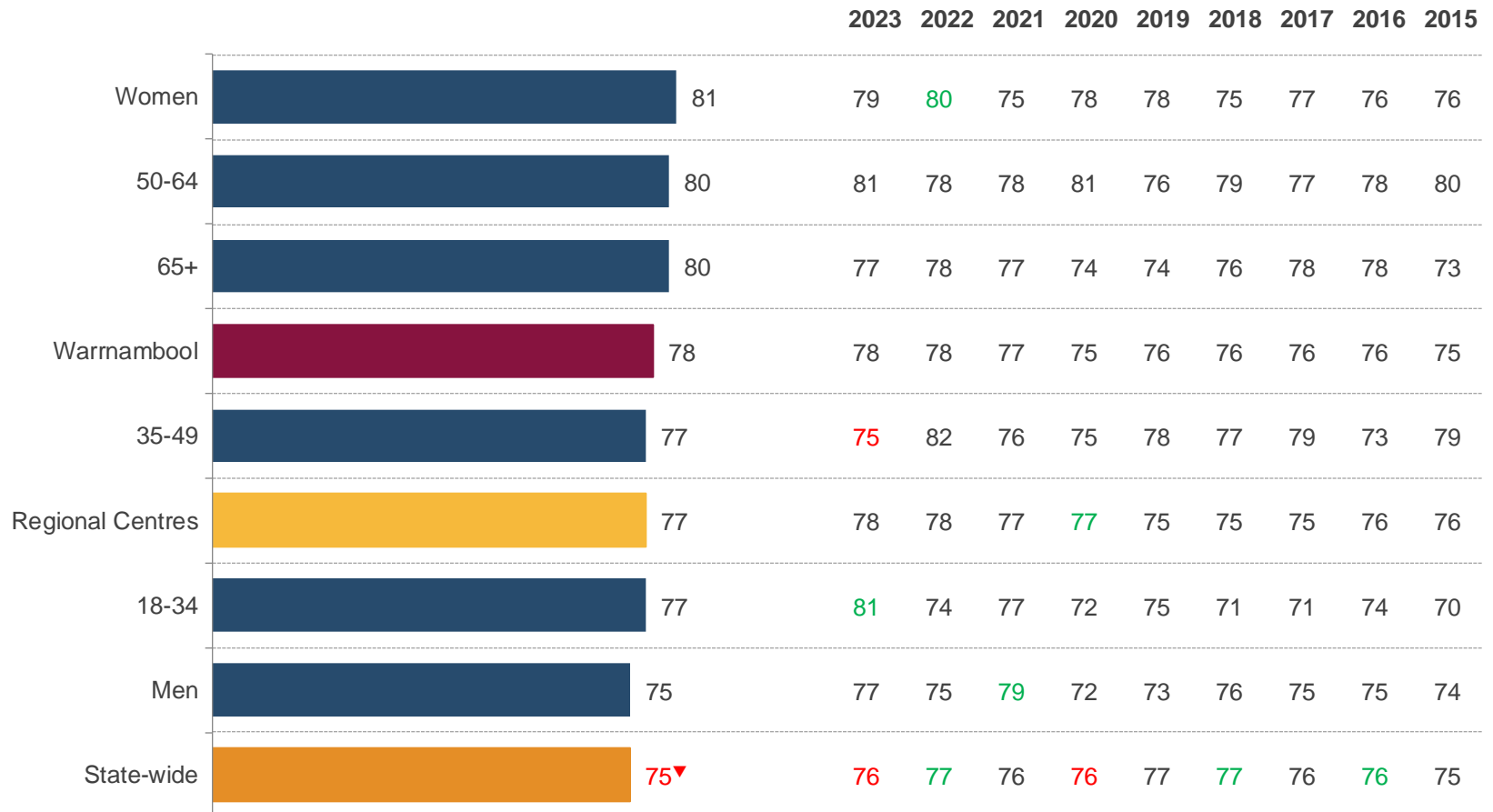




Planning for population growth in the area importance



2024 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: 9 Councils asked group: 3

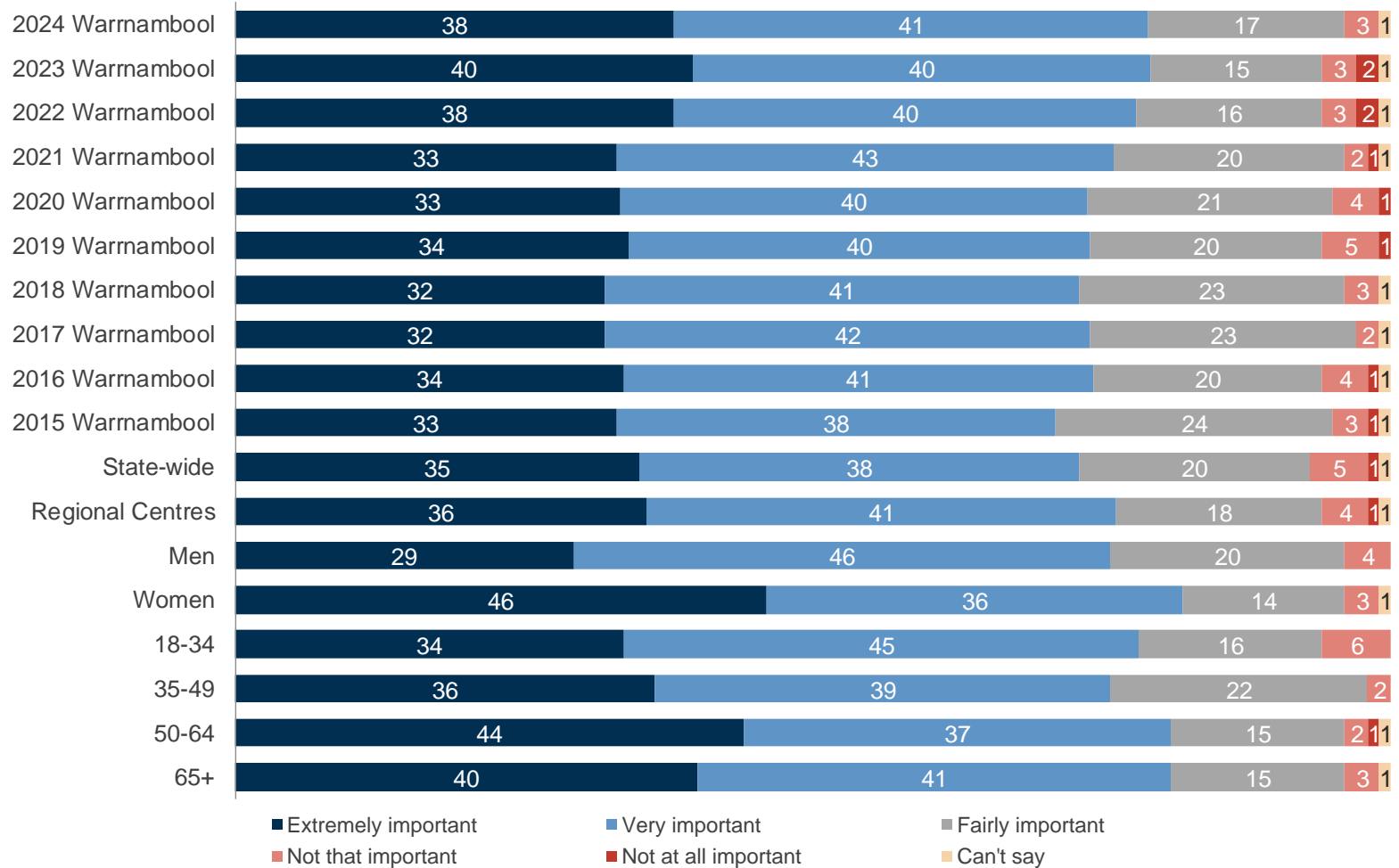
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area importance



2024 population growth importance (%)





Planning for population growth in the area performance



2024 population growth performance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	55	59	62	63	58	66	63	69	63	65
Regional Centres	52	56	58	59	57	62	62	62	59	61
18-34	52	59	57	59	57	69	66	73	71	70
Men	51	57	61	58	61	64	63	69	68	64
Warmambool	51	57	59	60	57	64	63	67	66	64
Women	50	57	58	62	53	65	62	65	64	65
State-wide	47▼	48	52	53	51	52	52	52	51	54
35-49	46	54	58	54	58	60	60	62	63	60
50-64	46	54	61	61	53	62	62	62	65	59

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: 17 Councils asked group: 4

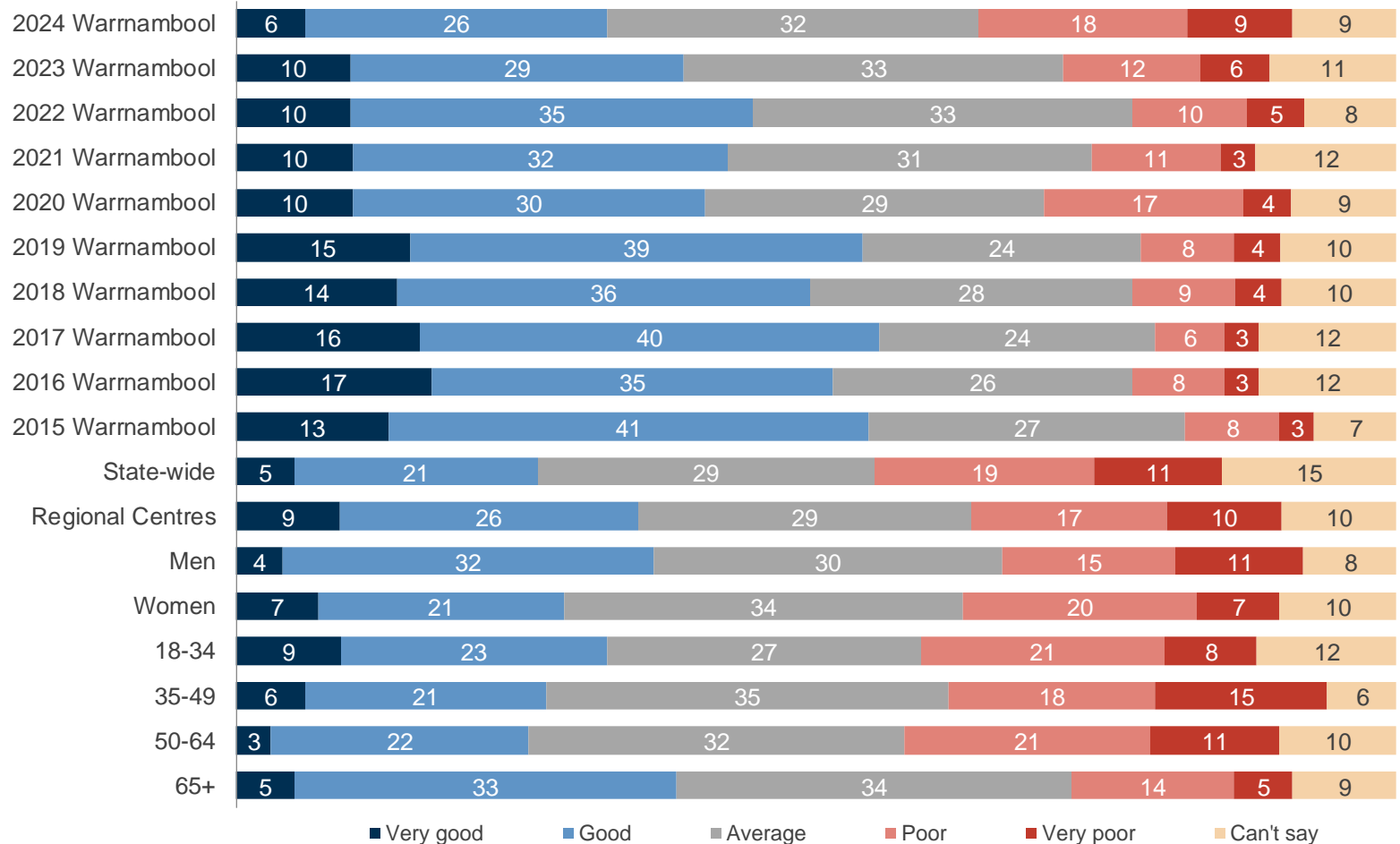
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area performance



2024 population growth performance (%)

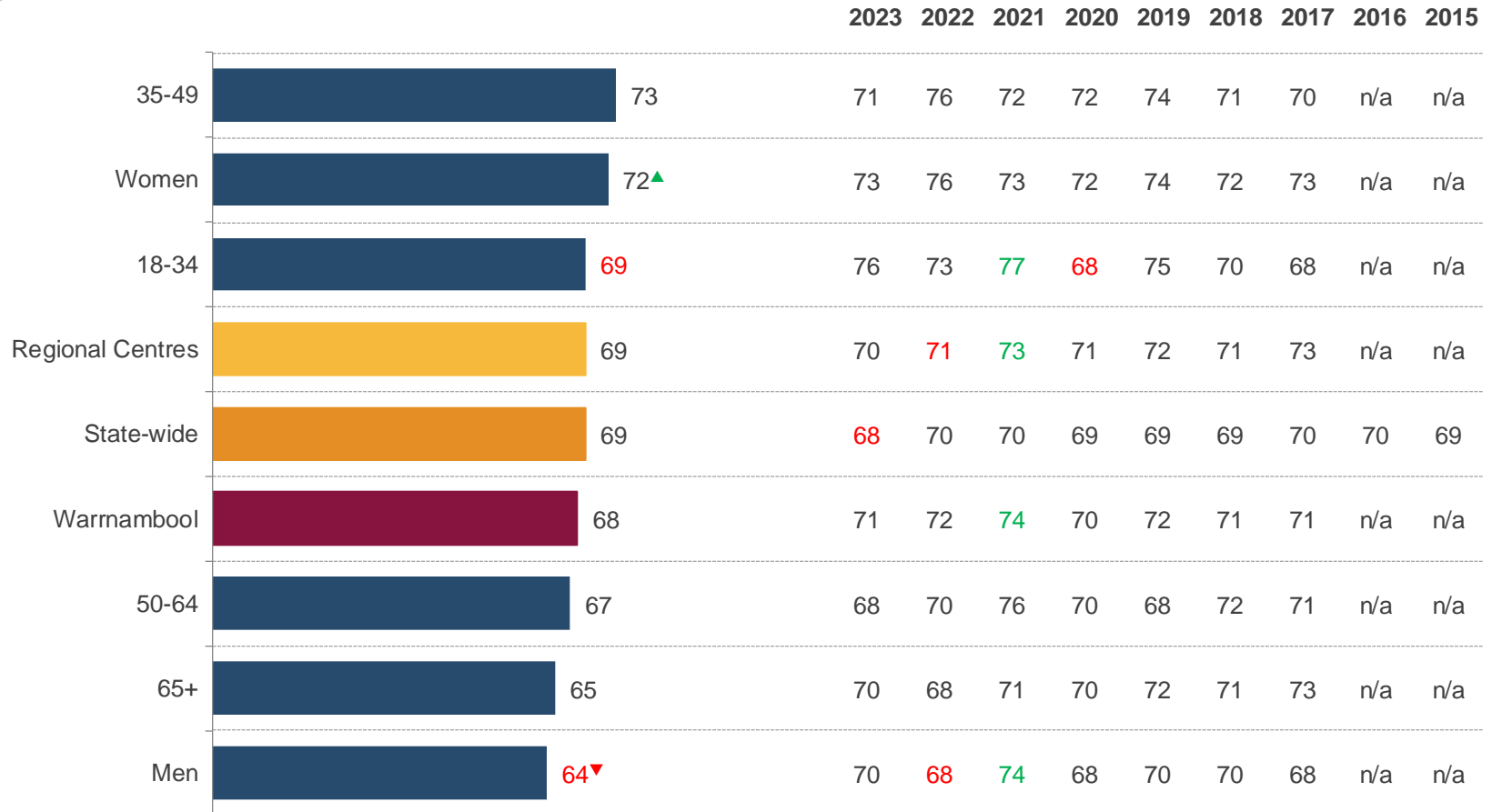




Business and community development importance



2024 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: 8 Councils asked group: 2

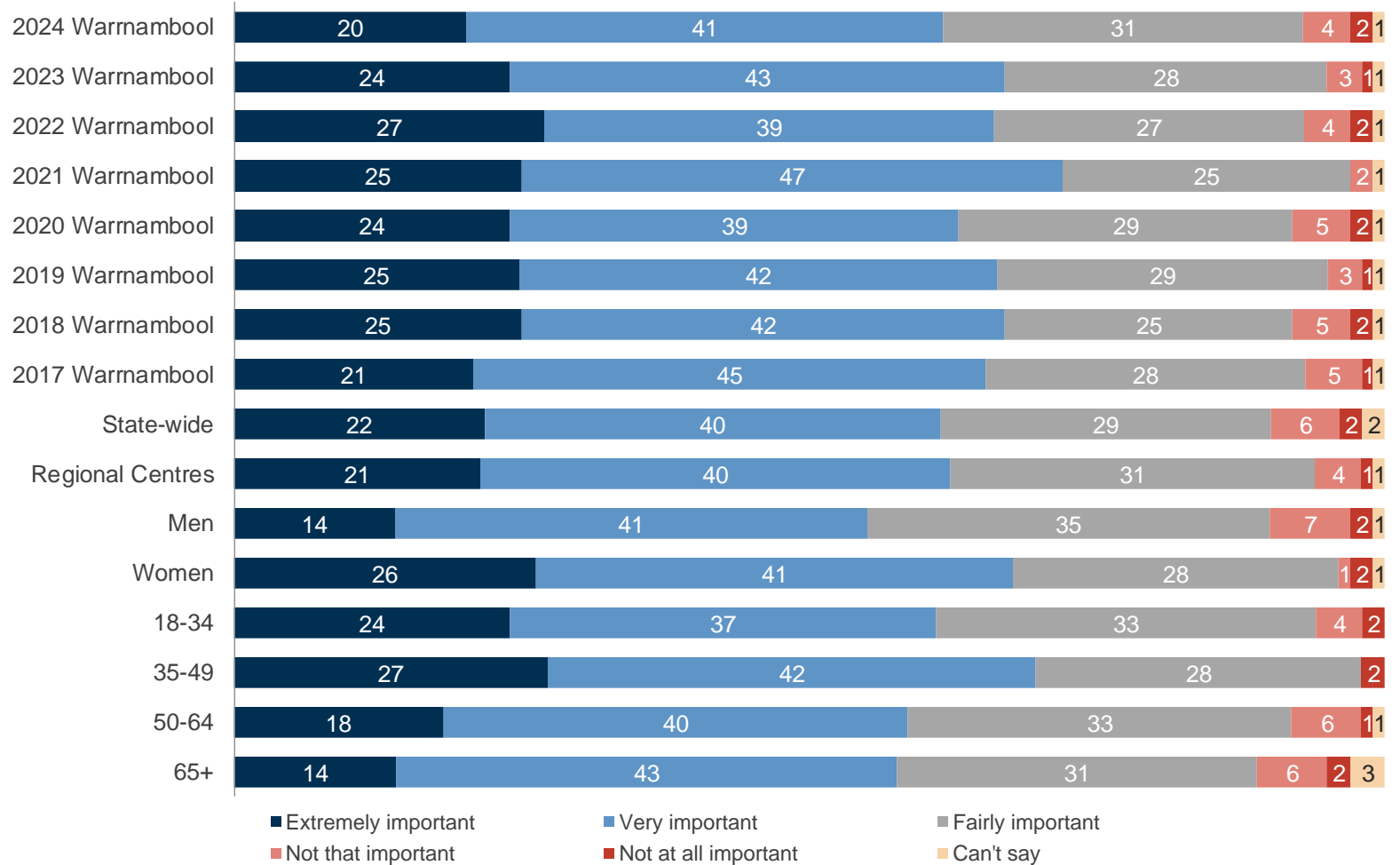
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2024 business/community development importance (%)





Business and community development performance



2024 business/community development performance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	60	57	66	61	56	64	57	67	54	52
Women	58	62	64	60	54	63	55	61	58	54
18-34	58	61	62	59	52	63	55	62	62	57
Warrnambool	57	58	62	60	53	61	55	62	58	54
State-wide	57	57	58	60	59	61	60	60	60	60
Men	56	54	61	60	52	59	56	63	58	54
50-64	56	54	59	58	51	60	53	57	56	49
Regional Centres	55	57	58	61	58	61	55	58	61	54
35-49	54	59	60	61	52	57	55	61	59	54

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

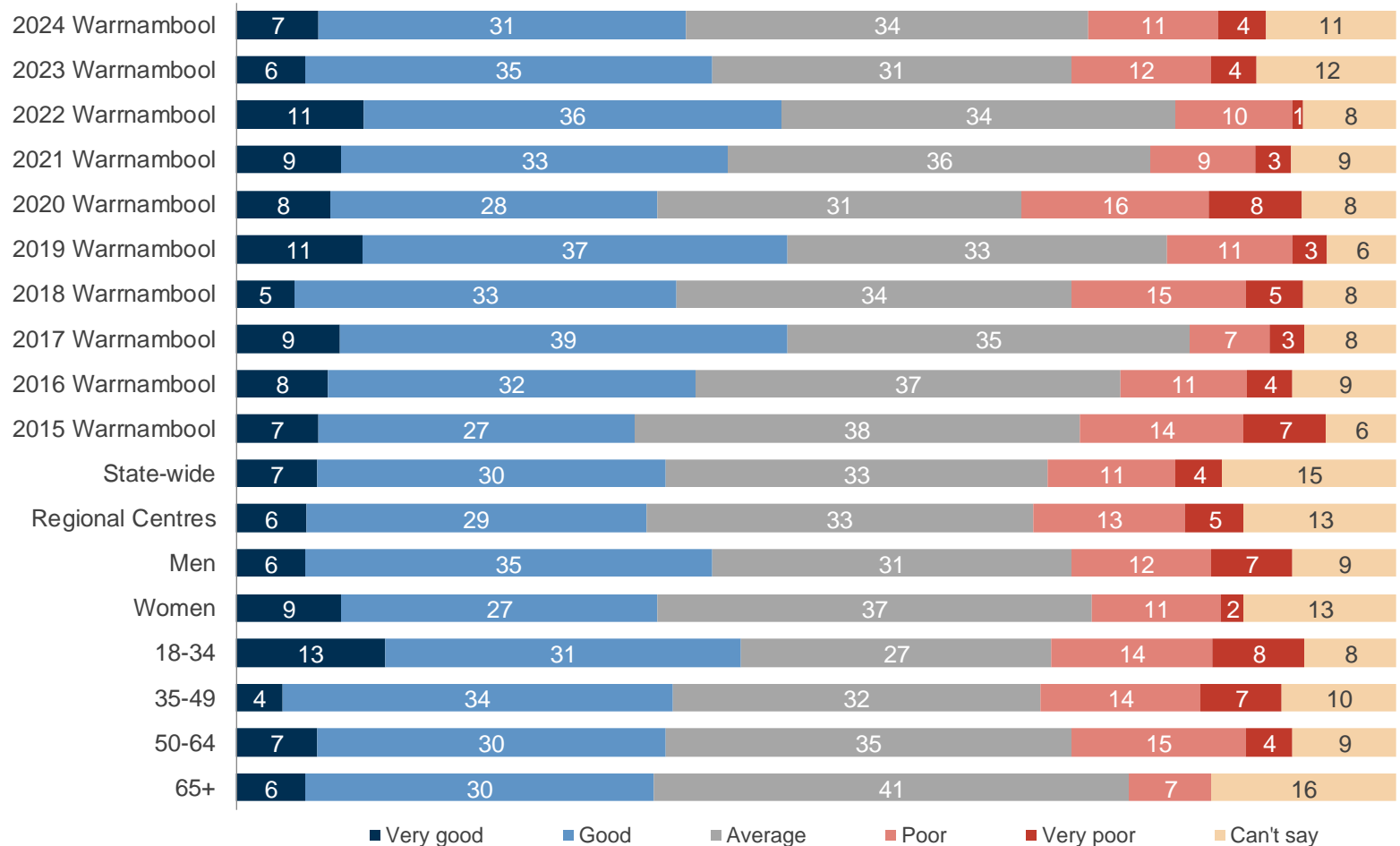
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2024 business/community development performance (%)

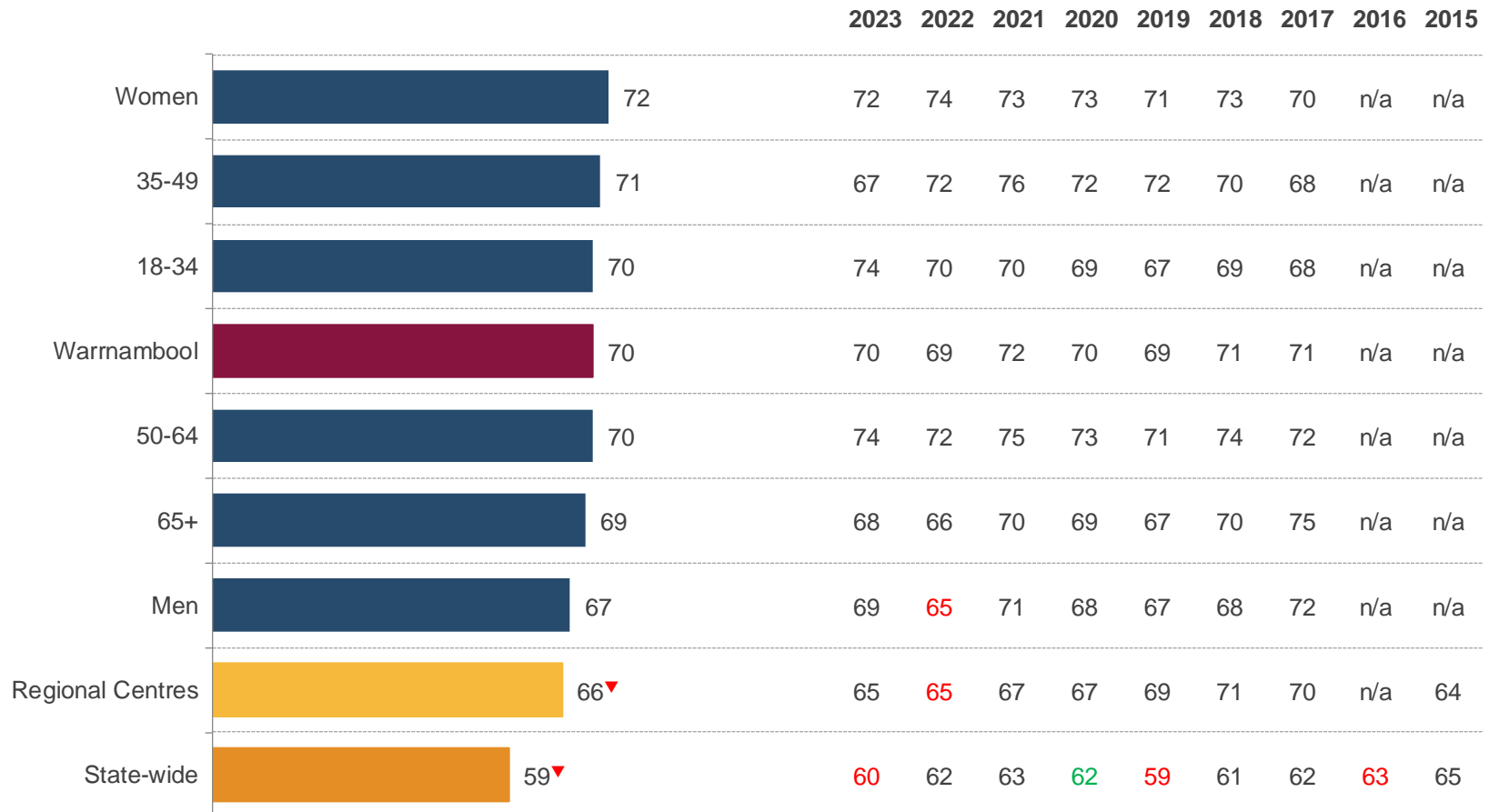




Tourism development importance



2024 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: 7 Councils asked group: 2

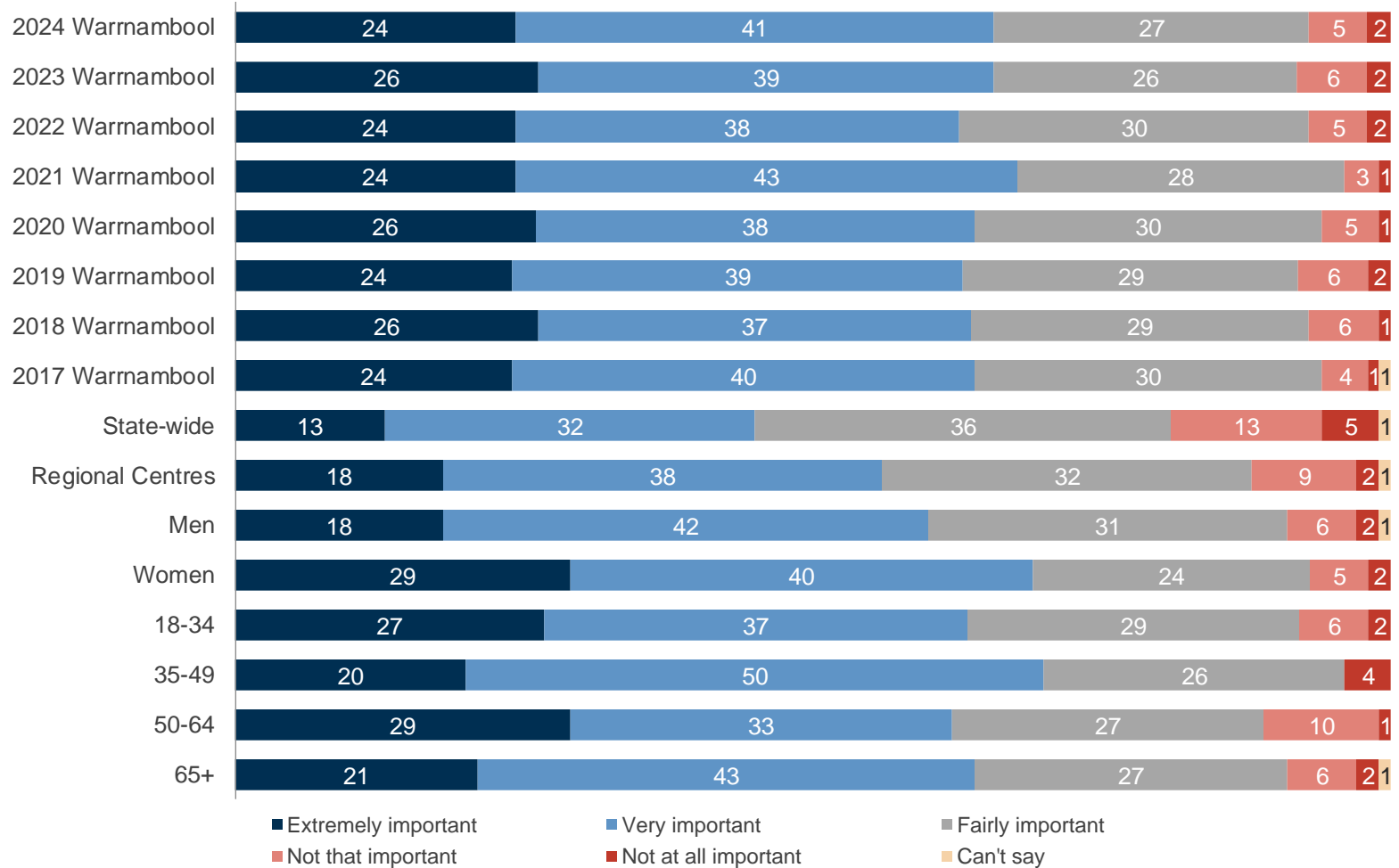
Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2024 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 image of a crowd of people, possibly at a sporting event or a public gathering. The background of the entire page is white.

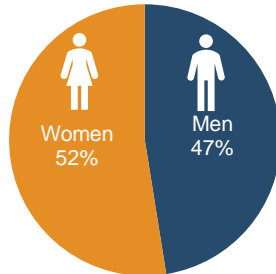
Detailed demographics



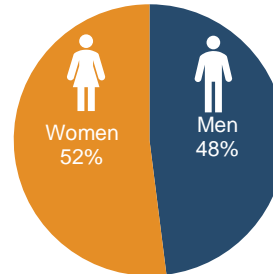
Gender and age profile

2024 gender

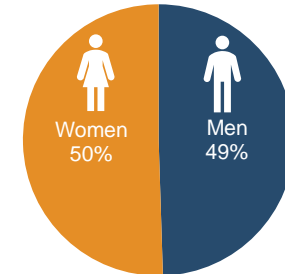
Warrnambool



Regional Centres

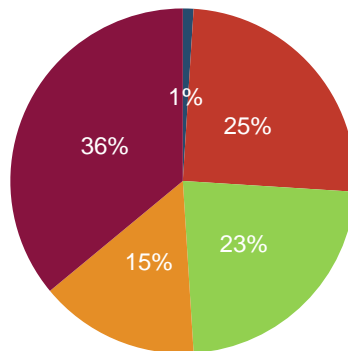


State-wide

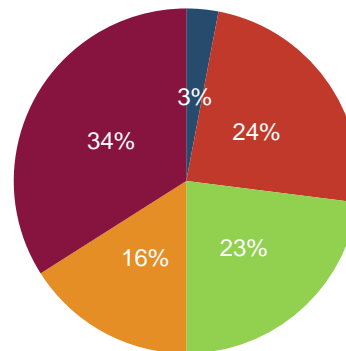


2024 age

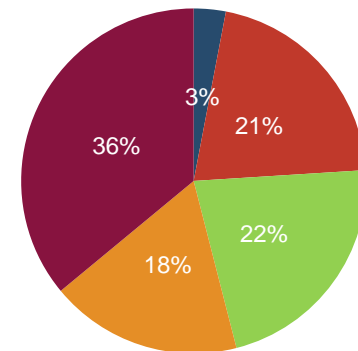
Warrnambool



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. How would you describe your gender? / S4. To which of the following age groups do you belong?

Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

<1% of respondents in each of Warrnambool City Council, Regional Centres and State-wide did not describe their gender as male or female.

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

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



Appendix A: Margins of error

The sample size for the 2024 State-wide Local Government Community Satisfaction Survey for 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 28,100 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	201	209	+/-6.9
18-34 years	52	104	+/-13.7
35-49 years	49	91	+/-14.1
50-64 years	90	62	+/-10.4
65+ years	209	143	+/-6.8



Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

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

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

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

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

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the 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 29th January – 18th March, 2024.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DGS website. In 2024, 62 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2024 vary slightly.

Council Groups

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 2024 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 cannot be made within the reported charts.



Appendix B:

Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2024 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

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

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2024 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



Appendix B: Analysis and reporting

Reporting

Every council that participated in the 2024 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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



Appendix B: Glossary of terms

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

CSS: 2024 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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