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 Statewide 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.

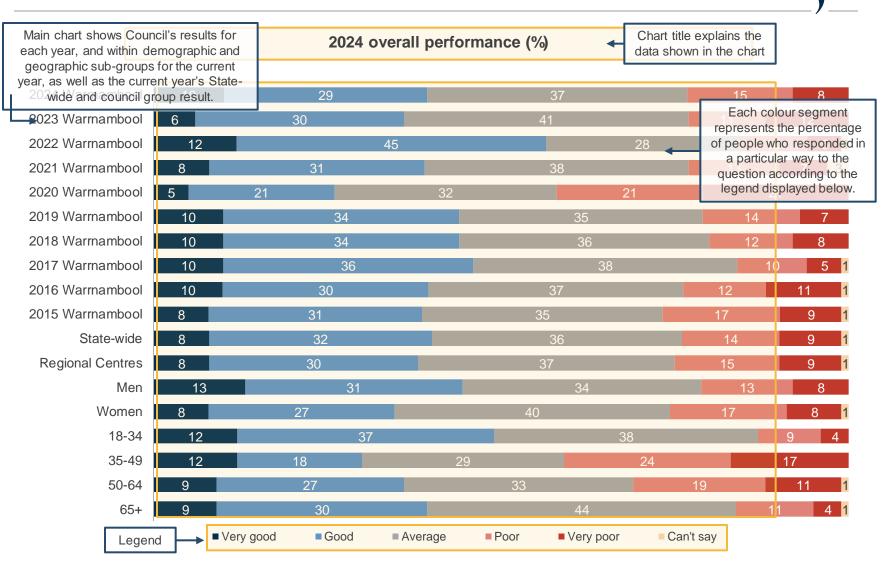
J01314 Community Satisfaction Survey 2024 – Warrnambool City Council

How to read index score charts in this report Chart title explains the Previous Main chart shows the results 2024 overall performance (index scores) data shown in the chart results among the total sample. subgroups, group average 2023 2022 2021 2020 2019 2018 2017 2016 2015 and State-wide average 18-34 Women South 65+ A green arrow indicates the result is significantly higher North than the overall council average, a red arrow indicates significantly lower Warrnambool than the council average, at the 95% confidence interval. Central Green text indicates the Men result is significantly higher than the previous year's 35-49 result, red text indicates significantly lower than the previous year's result, at the 50-64 95% confidence interval. ▼ Metro State-wide 54▼ 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 on e or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor? JWSRESEARCH Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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

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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 on e 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

Key findings and recommendations

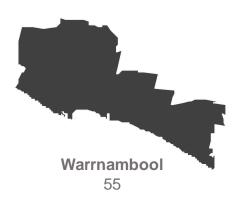


Warrnambool City Council – at a glance



Overall council performance

Results shown are index scores out of 100.





Regional Centres 54



State-wide 54

Council performance compared to group average

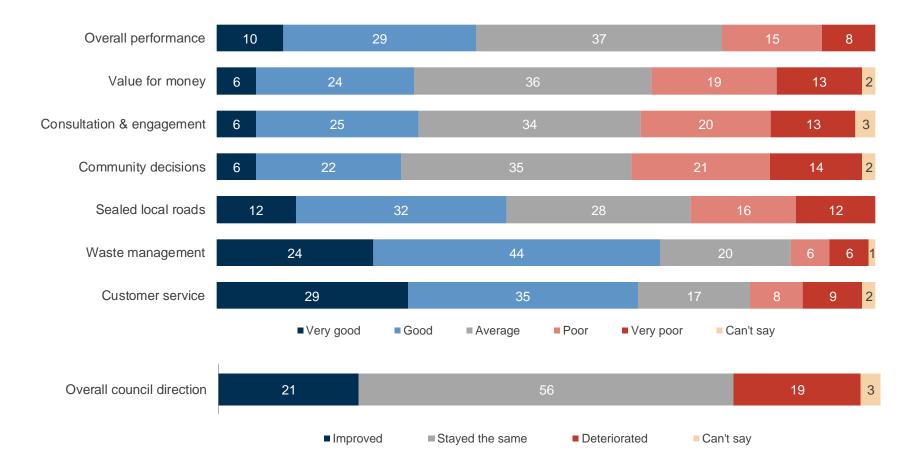
Top 3 performing areas								
\$	Art centres & libraries	on par						
, ‡	Appearance of public areas	on par						
	Waste management	higher						
Bottom 3 performing areas								
<u>.</u>	Lobbying	V lower						
0	Community decisions	on par						
	Community decisions Consultation & engagement	on paron par						

Summary of core measures



Summary of core measures

Core measures summary results (%)



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Summary of Warrnambool City Council performance

Services		Warrnambool 2024	Warrnambool 2023	Regional Centres 2024	State-wide 2024	Highest score	Lowest score
(X	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
<u>i</u>	Appearance of public areas	71	73	70	68	65+ years	18-34 years
	Waste management	69	70	66	67	65+ years	35-49 years
Ъ́	Emergency & disaster mngt	65	66	66	65	65+ years	50-64 years
8.7	Community & cultural	64	65	65	66	35-49 years	18-34 years
Ż	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
û	Environmental sustainability	60	61	61	60	65+ years	35-49 years
	Business & community dev.	57	58	55	57	65+ years	35-49 years
frin	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
1	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
1	Lobbying	46	48	50	50	65+ years	35-49 years

Focus areas for the next 12 months





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

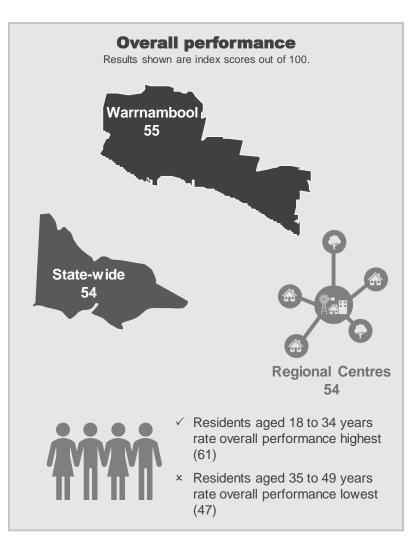


Warrnambool City Council's overall performance rating stabilised in 2024 (index score of 55) after declining significantly in 2023 (down to 52 from 62 in 2022). Overall performance ratings have fluctuated over the past decade, but ratings have hovered around 55 index points (plus or minus a few points)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



2023 2022 2021 2020 2019 2018 2017 2016 2015

Overall performance



2024 overall performance (index scores)

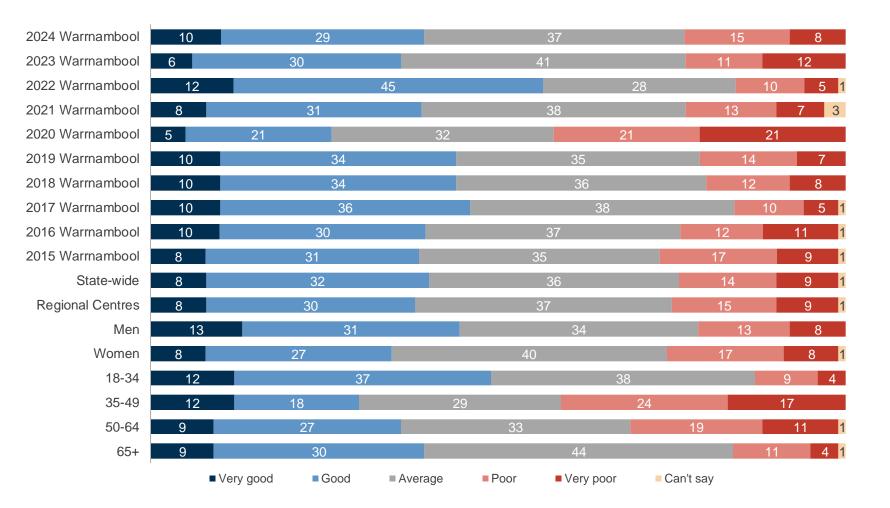
18-34		61▲	49	60	59	38	63	57	59	57	59
65+	57		55	67	52	47	58	60	61	50	48
Men	57		50	61	53	43	53	55	58	53	53
Warmambool	55		52	62	55	42	56	57	59	54	53
State-wide	54		56	59	61	58	60	59	59	59	60
Regional Centres	54		56	59	60	56	58	58	57	55	58
Women	53		54	63	57	41	59	58	60	55	53
50-64	51		51	61	53	39	49	53	56	51	49
35-49	47▼		53	60	55	43	54	56	60	57	55

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.

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Overall performance





2024 overall performance (%)

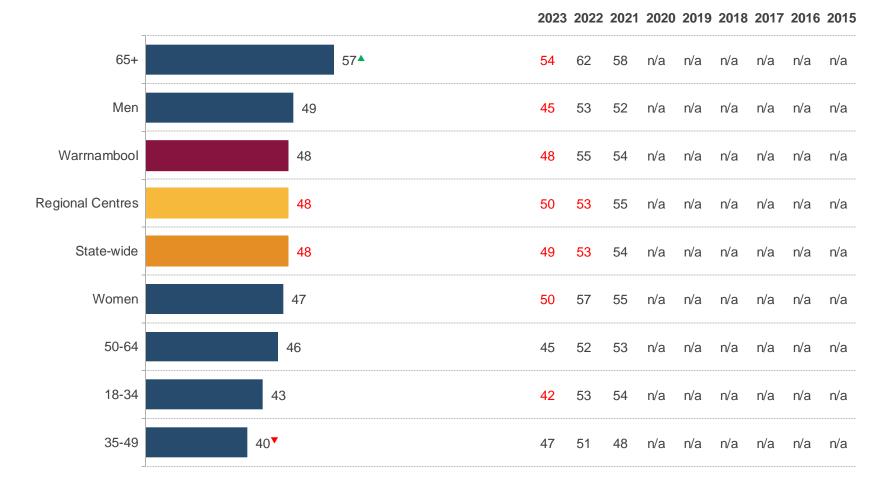
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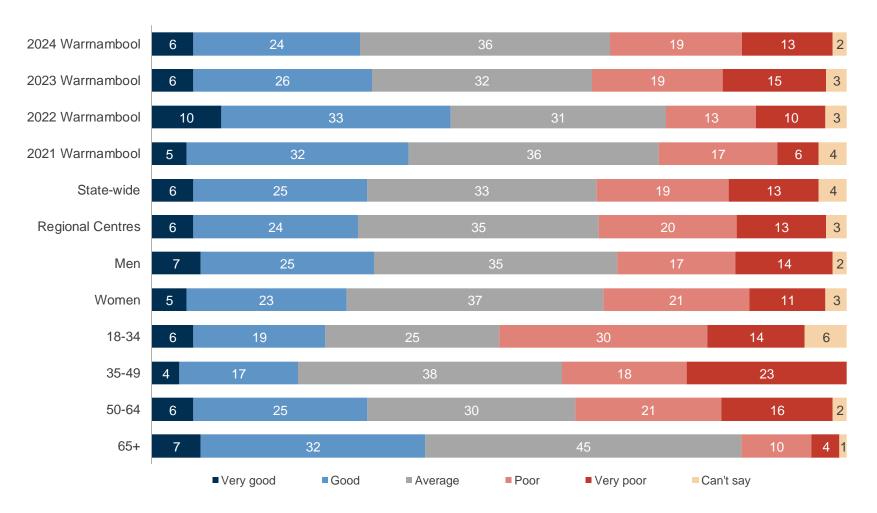
Value for money in services and infrastructure

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

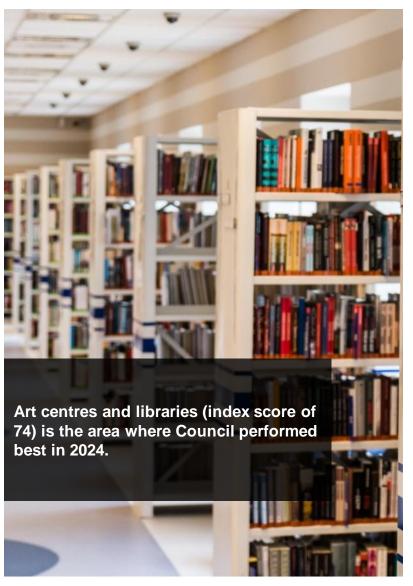
Art centres and libraries (index score of 74) continues to rate highest of all service areas evaluated. Council has maintained higher scores in this area for most of the past decade, even as perceived performance has dipped in other areas.

- 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).

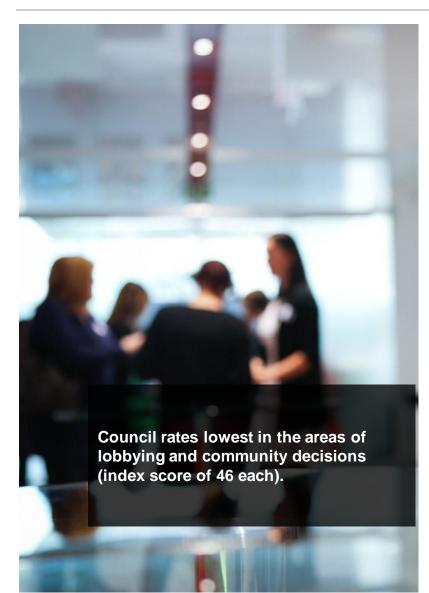
Performance ratings increased significantly in the areas of elderly support services (index score of 63, up four points) and parking facilities (55, up four points) from 2023.

• 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.





Low performing service areas



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	76	71	79	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	6 6	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 (%)

Art centres & libraries Appearance of public areas Waste management Emergency & disaster mngt Community & cultural **Recreational facilities** Elderly support services Enforcement of local laws Bus/community dev./tourism Family support services Environmental sustainability Business & community dev. Local streets & footpaths Traffic management Disadvantaged support serv. Parking facilities Sealed local roads Informing the community Town planning policy Population growth Planning & building permits Consultation & engagement Community decisions Lobbying

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ſ	10		40			31		9	5	5
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/	10		37			29		9	5	9
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5	12		28		34			17		9 1
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/	7	29			35			16	1(
/	6	26		33			14	9		12
۱	6	26		32			18	9		9
6	5	22		29		14	9		20	
t	6	25		34			20		13	3
5	6	22		35			21		14	2
J	3	18		35		18		10	15	,
		■ Very good	Good	Average	Poor	Vei	ry poor	Can	't say	

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

Individual service area importance

2024 individual service area importance (%)

Waste management Sealed local roads Community decisions Local streets & footpaths Elderly support services Population growth Informing the community Appearance of public areas Consultation & engagement **Recreational facilities** Emergency & disaster mngt Family support services Parking facilities Bus/community dev./tourism Town planning policy Planning & building permits Tourism development Environmental sustainability Lobbying Traffic management Enforcement of local laws Business & community dev. Community & cultural Art centres & libraries

40				
42		44		14 <mark>1</mark>
42		42		15
44		39		13 121
38		43		17 2
41		40		15 21
38		41	1	7 31
37		40	18	3 3 1
26	52		2	20 2
38		37	19	312
32	43		23	2
42		32	19	322
32	39		22	322
34	37		24	4 1
21	45		28	5 1
30	36		25	4 2 4
29	36		27	4 2 2
24	41		27	52
27	37		22	5 7 1
21	43		24	6 3 4
25	38		31	4 1
23	40		28	5 3 1
20	41		31	4 21
12	39	36		8 4 1
14 3	31	36	13	5 2
Extremely important	Very important	E Foirb	important	

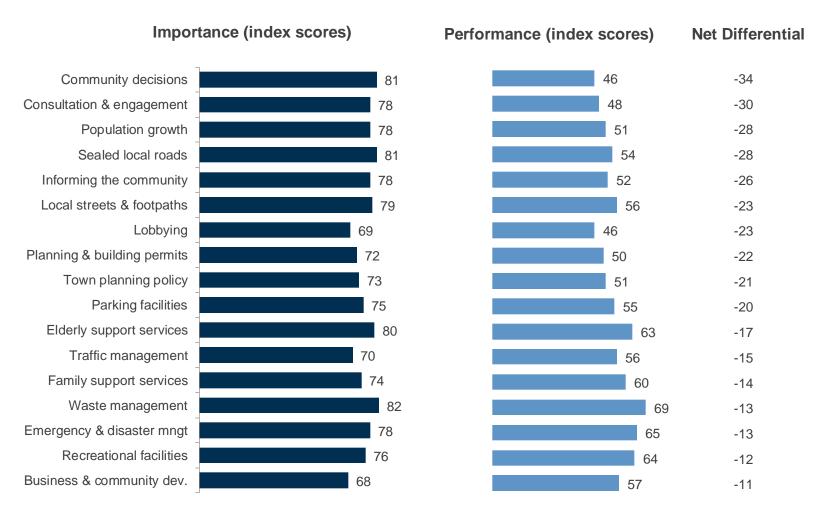
Not that important

Not at all important

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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.

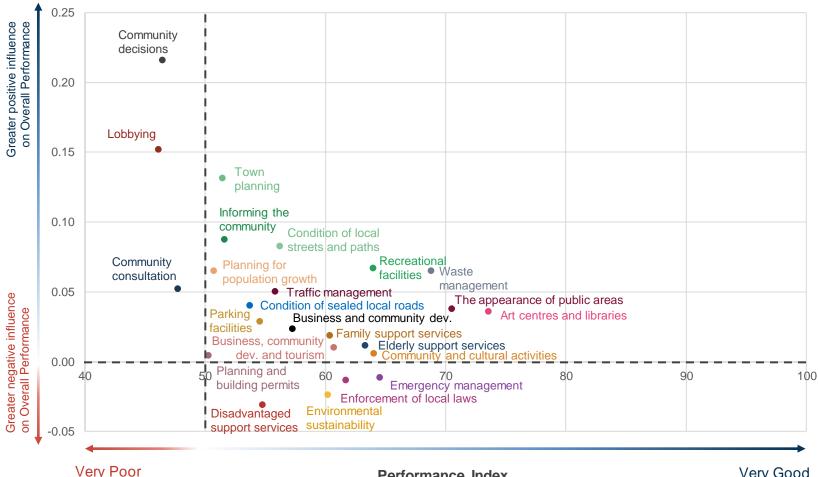
The regressions are shown on the following two charts.

- 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)



Performance Index

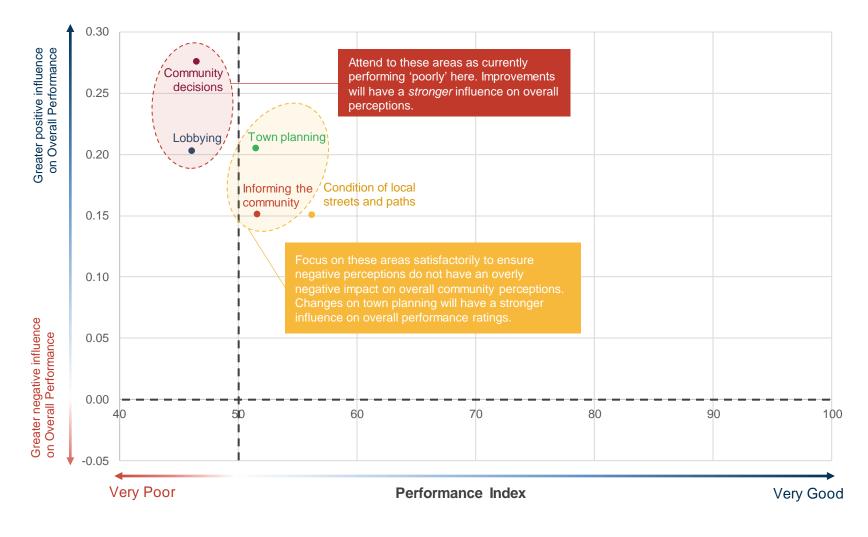
Very Good

The multiple regression analysis model above (all service areas) has an R² value of 0.602 and adjusted R² 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.

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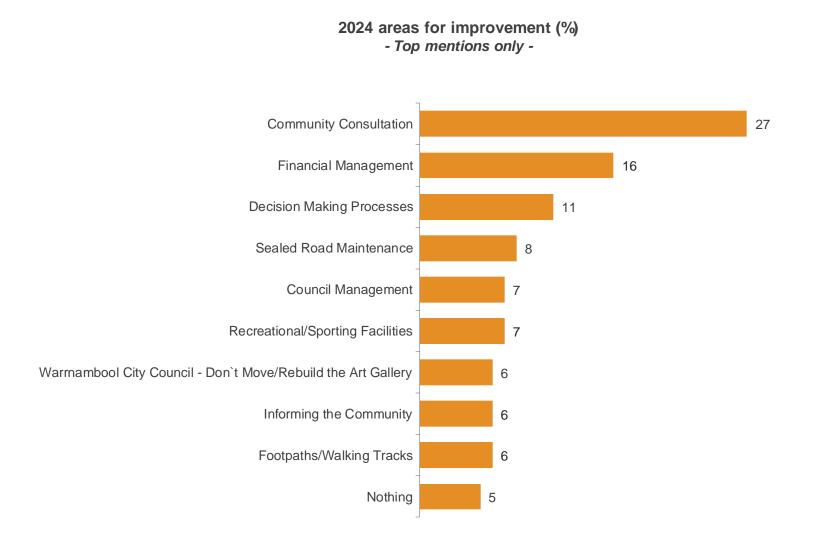
Influence on overall performance: key service areas

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



Q17. What does Warrnambool City Council MOST need to do to improve its performance? Base: All respondents. Councils asked State-wide: 49 Councils asked group: 8 A verbatim listing of responses to this question can be found in the accompanying dashboard.

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.



Among those residents who have had contact with Council, 64% provide a positive customer service rating of 'very good' or 'good', including 29% of residents who rate Council's customer service as 'very good'.

Customer service

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.

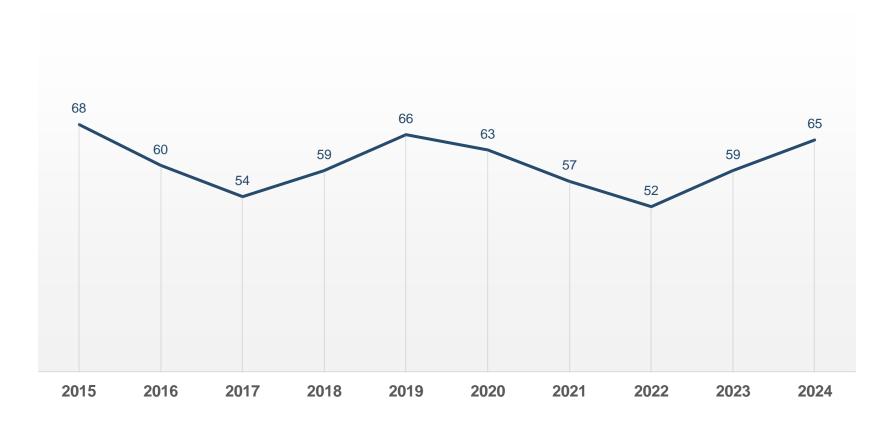
Nevertheless, it is worth noting that Council's customer service is rated highest for in-person visits (index score of 74) which is the method of contact used most often.

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Contact with council



2024 contact with council (%) Have had contact



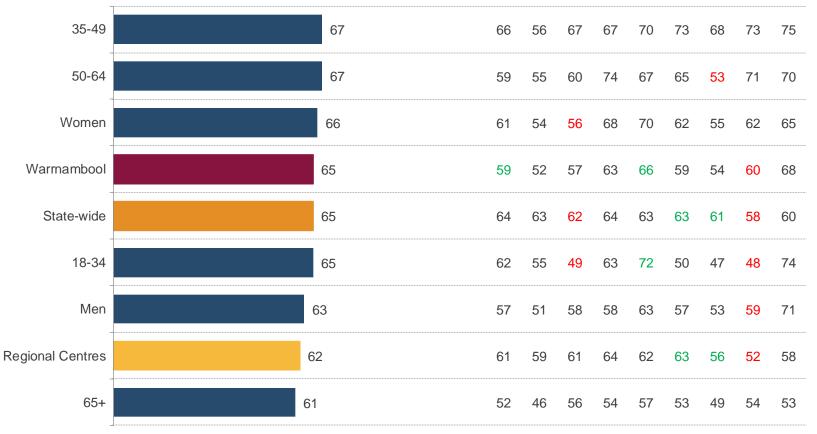
Q5a. Have you or any member of your household had any recent contact with Warrnambool City Council in any of the following ways? Base: All respondents. Councils asked State-wide: 26 Councils asked group: 4 JWSRESEARCH 35

Contact with council



2024 contact with council (%)

2023 2022 2021 2020 2019 2018 2017 2016 2015



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)

_			2023	2022	2021	2020	2019	2018	2017	2016	2015
50-64		72	66	73	76	61	69	75	74	75	72
Men		69	62	71	68	62	70	68	74	71	73
Regional Centres		68	68	69	71	70	72	72	72	70	71
65+	6	57	69	74	71	70	73	73	72	77	74
Warmambool	G	57	66	73	71	63	73	73	77	72	71
18-34	6	67	57	69	66	59	77	70	82	68	69
State-wide	6	37	67	68	70	70	71	70	69	69	70
Women	6	6	69	74	75	65	76	77	80	74	69
35-49	64		72	76	73	64	73	74	79	71	72
-	l										

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



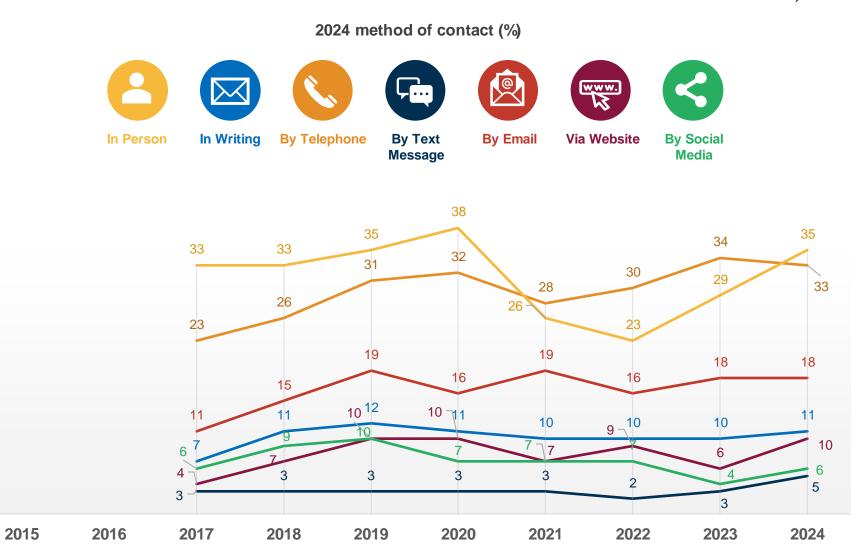
2024 customer service rating (%)

2024 Warrnambool	29	35	17	8 9 2
2023 Warrnambool	32	25	25	7 10 1
2022 Warrnambool	39	32	17	6 6
2021 Warrnambool	31	38	16	6 6 3
2020 Warrnambool	26	33	20	10 11 1
2019 Warmambool	39	31	17	8 4
2018 Warrnambool	34	39		15 7 4
2017 Warrnambool	42	36		11 6 3 1
2016 Warrnambool	34	40	1	4 6 6
2015 Warrnambool	34	36	16	5 8 1
State-wide	29	34	18	9 8 1
Regional Centres	30	35	18	9 7 1
Men	34	30	17	10 7 2
Women	25	40	17	6 10 2
18-34	26	38	15	3 12 6
35-49	23	45	12	10 12
50-64	38	26	20	10 4 2
65+	31	32	21	9 7
	■ Very good ■ Good	■Average ■Poor ■V	ery poor Can	t say

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



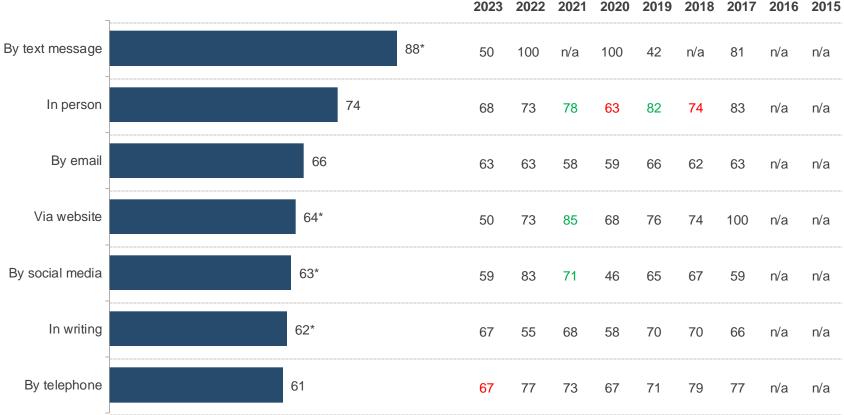


Q5a. Have you or any member of your household had any recent contact with Warrnambool City Council in any of the following ways? Base: All respondents. Councils asked State-wide: 26 Councils asked group: 4 Note: Respondents could name multiple contacts methods so responses may add to more than 100%

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Customer service rating by method of last contact

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



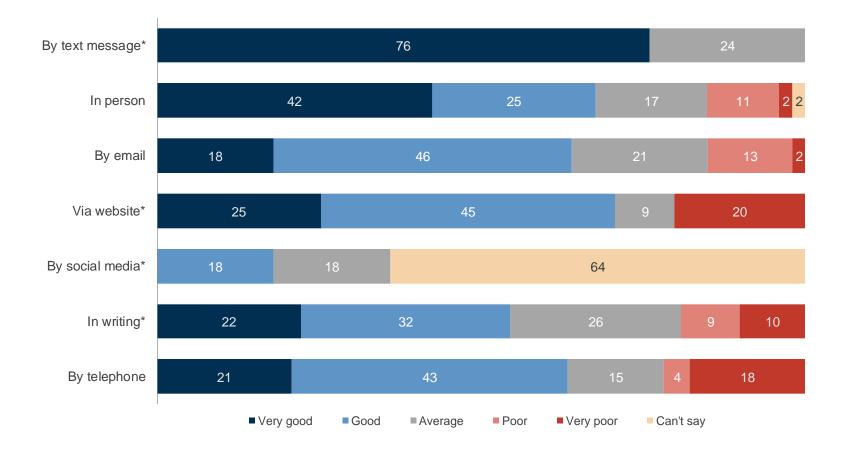
2022 2021 2020 2019 2018 2017 2016

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

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Communication

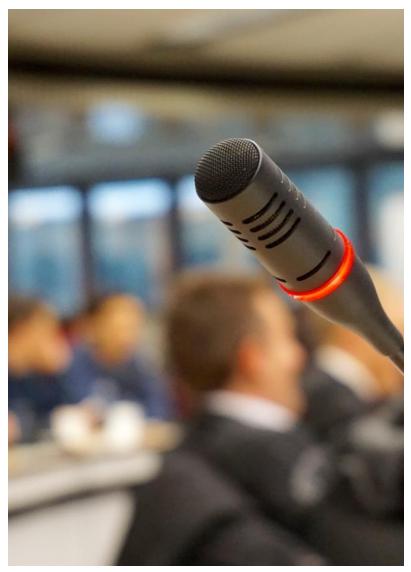


Communication

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.

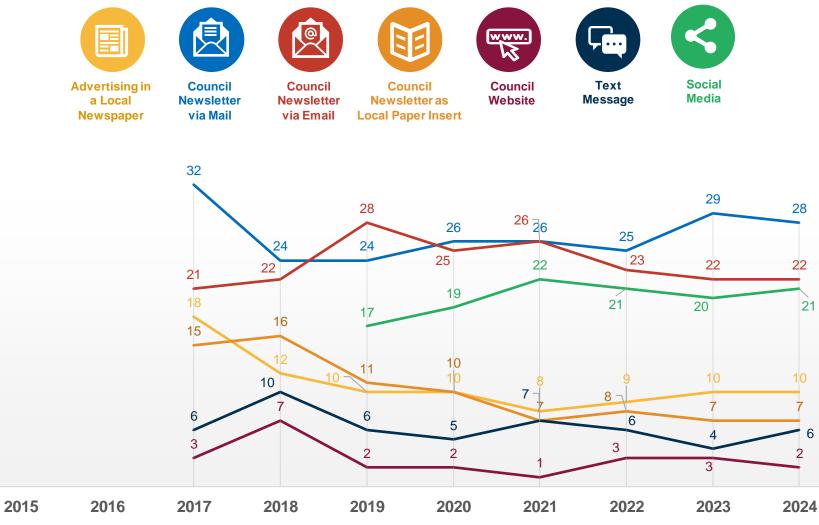
Preferences differ by age group.

- The preferred form of communication among residents <u>under 50 years of age</u> 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 <u>aged 50 years or older</u>, 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 (%)

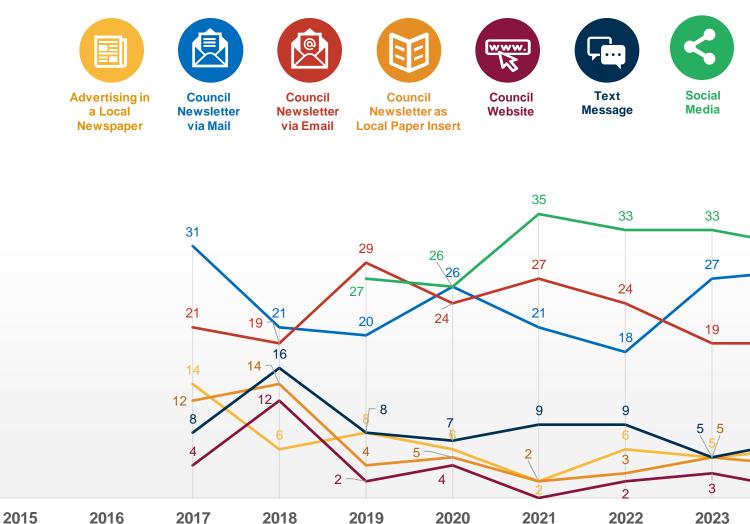


Q13. If Warrnambool City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you? Base: All respondents. Councils asked State-wide: 38 Councils asked group: 6 Note: 'Social Media' was included in 2019.

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Best form of communication: under 50s

2024 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: 38 Councils asked group: 6 Note: 'Social Media' was included in 2019. 31

19

4

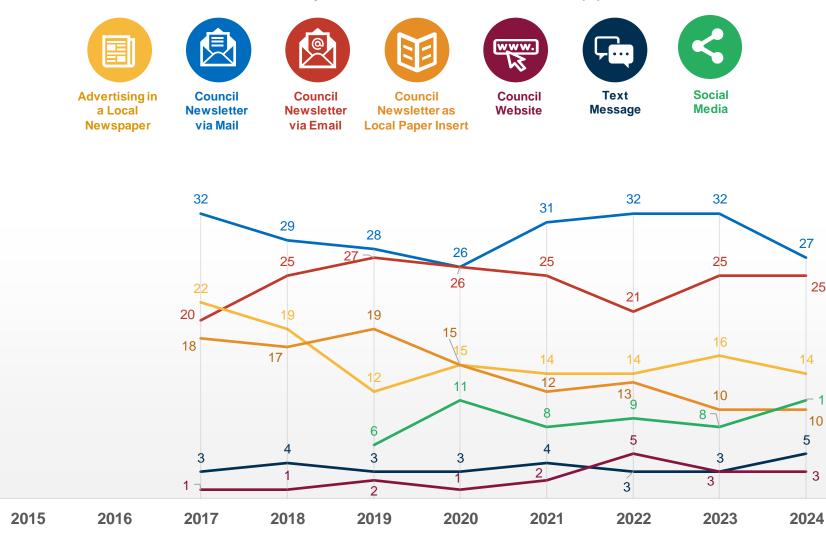
1

2024

28

Best form of communication: 50+ years

2024 50+ years 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 50+ years. Councils asked State-wide: 38 Councils asked group: 6 Note: 'Social Media' was included in 2019.

27

25

11

10

3

Council direction

W

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



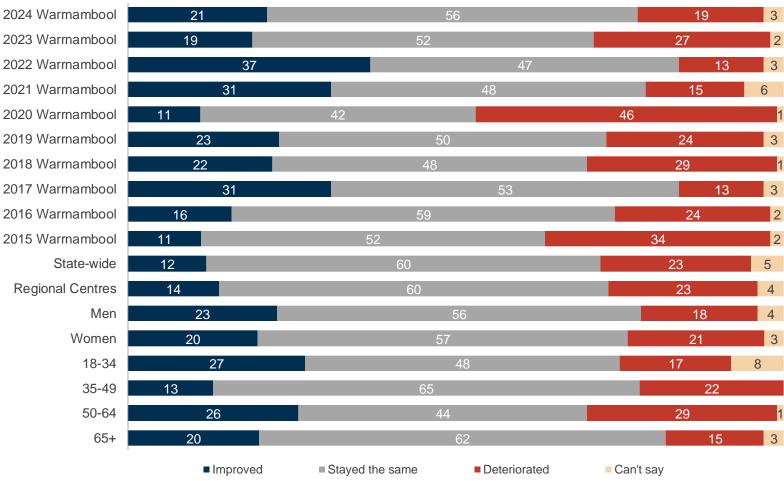
2024 overall council direction (index scores)

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 (%)

2023 Warmambool 2022 Warrnambool 2021 Warmambool 2020 Warrnambool 2019 Warrnambool 2018 Warrnambool 2017 Warmambool 2016 Warrnambool 2015 Warrnambool State-wide **Regional Centres** Men Women 18-34 35-49 50-64

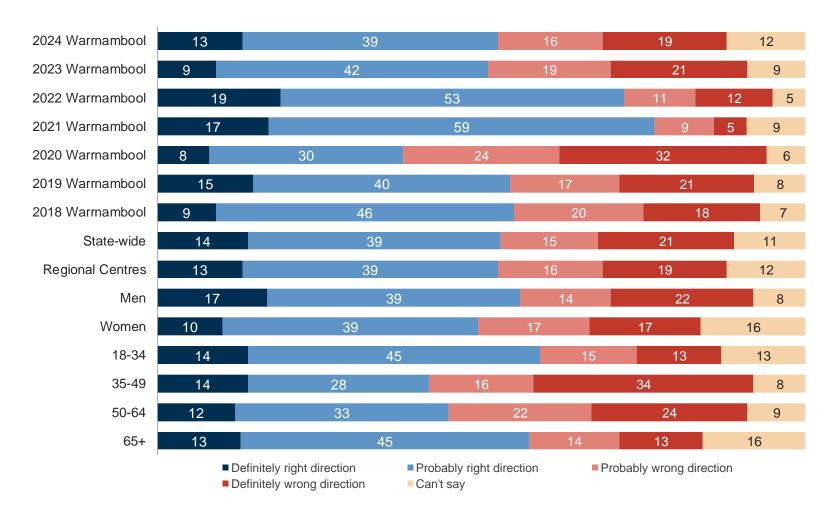


Q6. Over the last 12 months, what is your view of the direction of Warrnambool City Council's overall performance? Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

Right / wrong direction



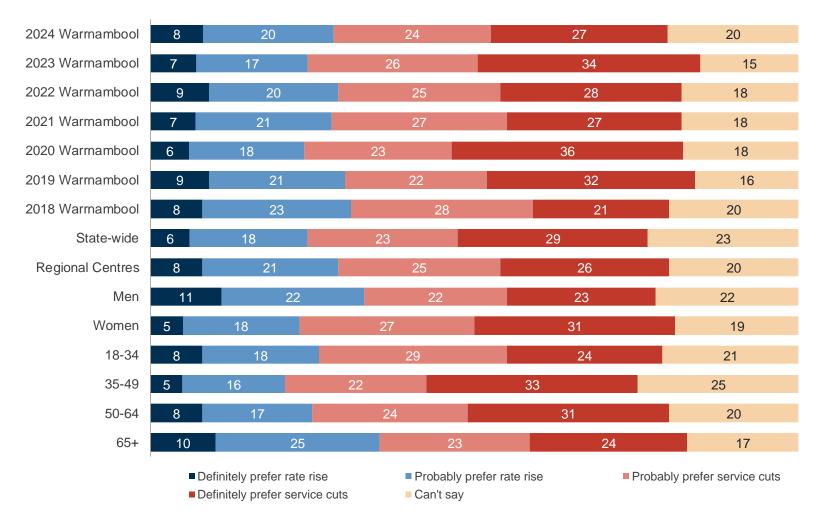
2024 right / wrong direction (%)



Rates / services trade-off



2024 rates / services trade-off (%)

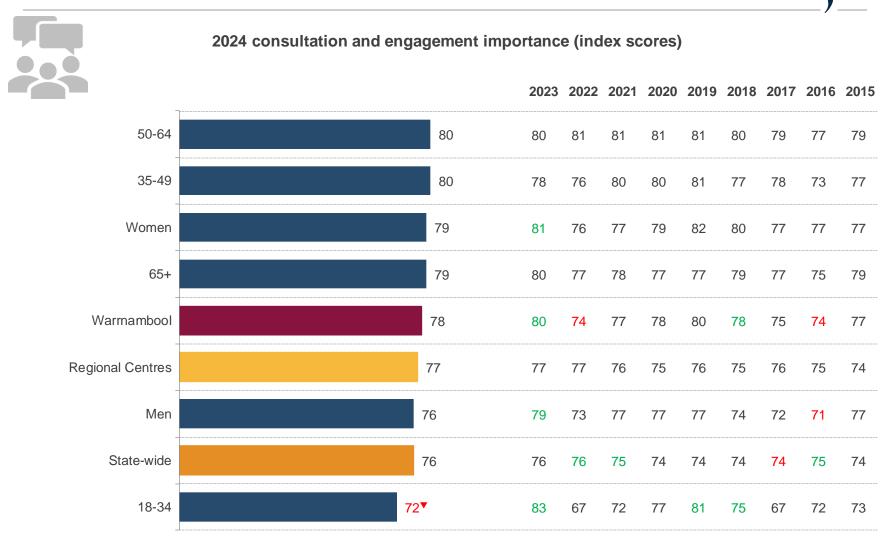


Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?

Individual service areas



Community consultation and engagement importance



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council? Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Community consultation and engagement importance



2024 consultation and engagement importance (%)

2024 Warmambool	38		37	19	3 1 2
2023 Warrnambool	41		41	13	222
2022 Warrnambool	32	36		27	2 <mark>1</mark> 1
2021 Warrnambool	33		45	21	<mark>11</mark> 1
2020 Warrnambool	42		33	21	31
2019 Warrnambool	40		42	15	21
2018 Warrnambool	37		40	17	4 <mark>1</mark> 1
2017 Warrnambool	31	37		27	32
2016 Warrnambool	31	39		23	322
2015 Warrnambool	34		41	23	21
State-wide	33		41	21	3 <mark>1</mark> 1
Regional Centres	35		41	19	3 <mark>1</mark> 1
Men	32	4	40	24	21
Women	43		36	14	4 1 2
18-34	29	37		25	7 2
35-49	47		26	25	2
50-64	43		40	13	4
65+	37		44	14	11 3
	 Extremely important Not that important 	 Very important Not at all important 	■ Fairly important ■ Can't say	t	

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

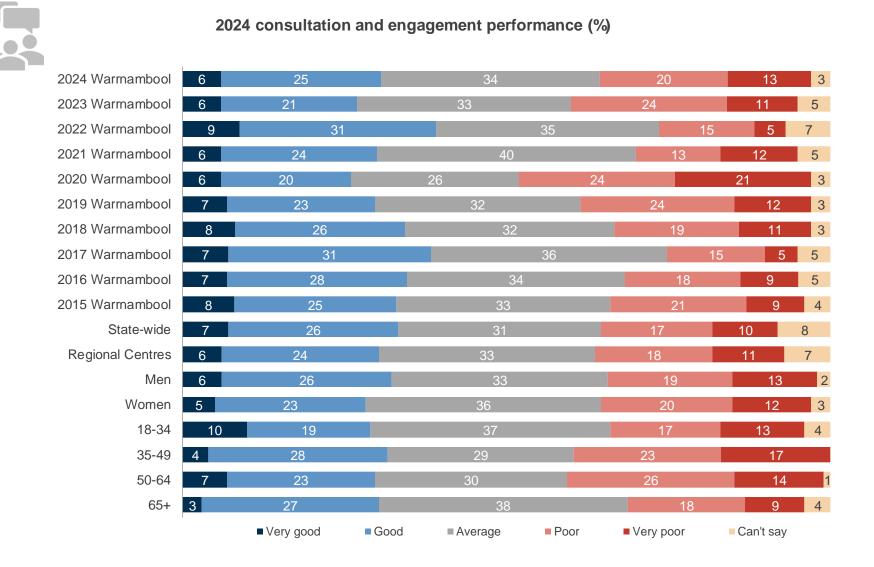
Community consultation and engagement performance



Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months? Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9 Note: Please see Appendix A for explanation of significant differences.

Community consultation and engagement performance





Lobbying on behalf of the community importance



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.

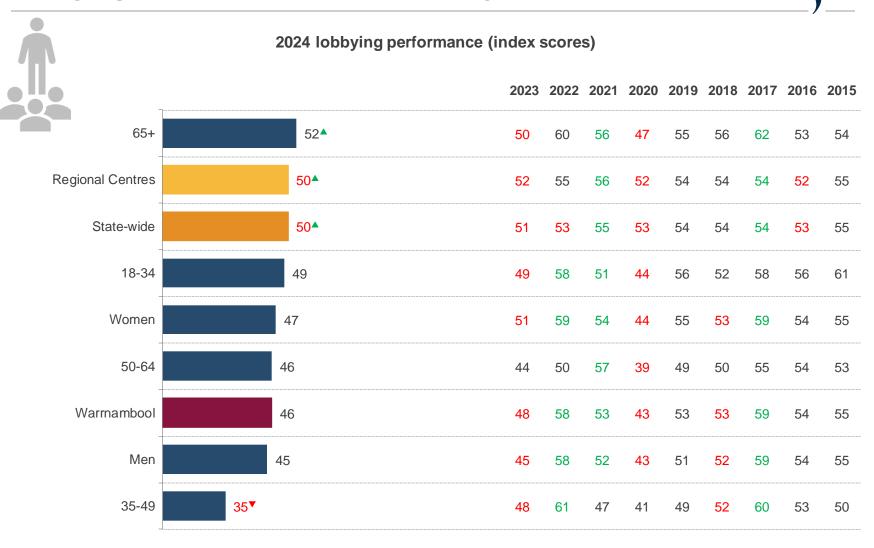
Lobbying on behalf of the community importance

2024 lobbying importance (%)

2024 Warmambool	21	43	24	6 3 4
2023 Warmambool	28	41	24	5 <mark>2</mark> 1
2022 Warmambool	26	36	28	5 3 2
2021 Warmambool	26	43	22	7 <mark>1</mark> 1
2020 Warmambool	27	37	22	9 <mark>3</mark> 1
2019 Warmambool	27	44	21	53
2018 Warmambool	31	36	24	6 2 <mark>1</mark>
2017 Warmambool	20	43	29	4 1 3
2016 Warmambool	21	39	29	7 12
2015 Warmambool	25	42	28	4 <mark>1</mark> 1
State-wide	23	37	26	7 3 3
Regional Centres	25	40	25	5 2 3
Men	16	43	26	8 4 3
Women	25	42	22	325
18-34	15	46	21 8	4 6
35-49	24	43	24	4 2 2
50-64	26	48	17	4 3 1
65+	21	37	29	6 3 5
	 Extremely important Not that important 	Very importantNot at all important	Fairly importantCan't say	

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

Lobbying on behalf of the community performance



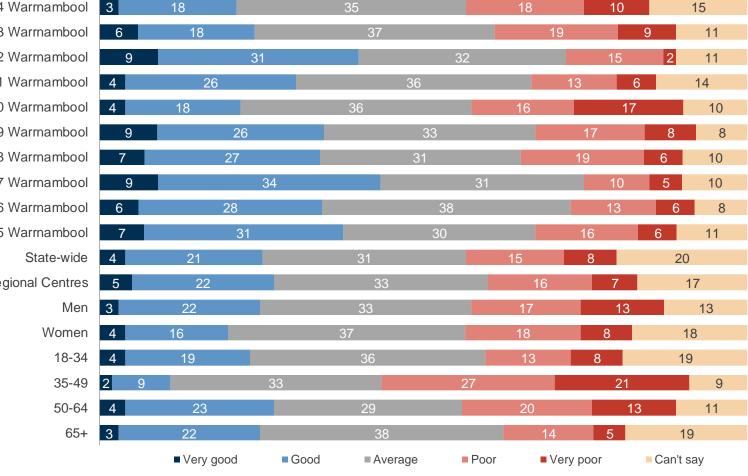
Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months? Base: All respondents. Councils asked State-wide: 46 Councils asked group: 6 Note: Please see Appendix A for explanation of significant differences.

Lobbying on behalf of the community performance

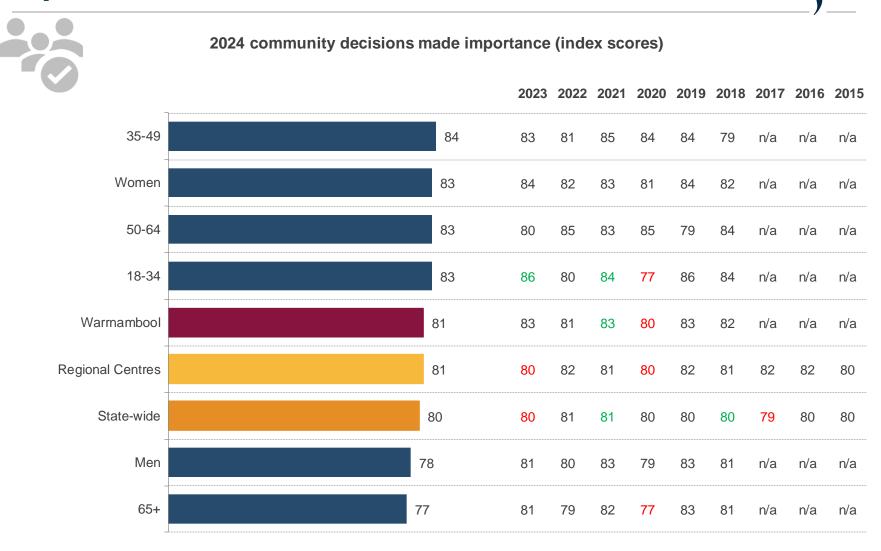


3	2024 Warmambool
6	2023 Warmambool
9	2022 Warmambool
4	2021 Warrnambool
4	2020 Warrnambool
9	2019 Warrnambool
7	2018 Warrnambool
9	2017 Warrnambool
6	2016 Warmambool
7	2015 Warmambool
4	State-wide
5	Regional Centres
3	Men
4	Women
4	18-34
29	35-49
4	50-64
2	65 1

2024 lobbying performance (%)



Decisions made in the interest of the community importance



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.

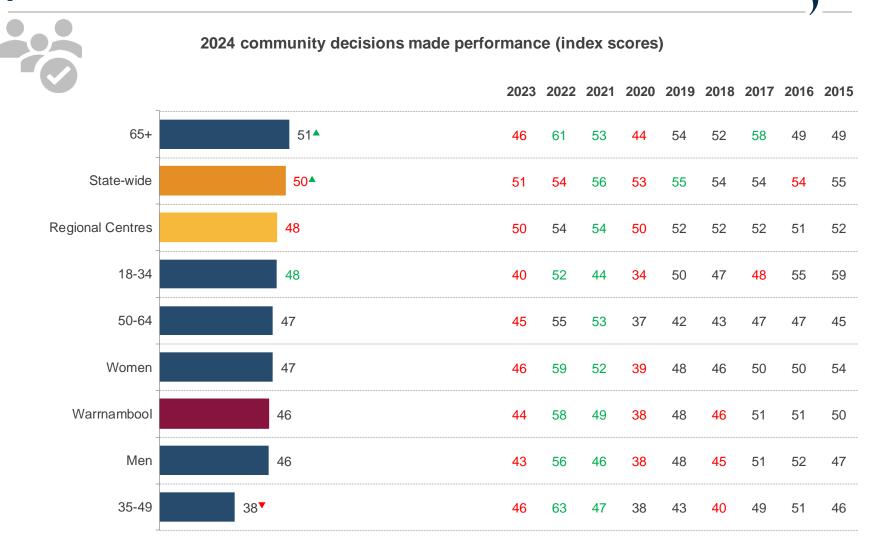
Decisions made in the interest of the community importance



2024 community decisions made importance (%) 2024 Warrnambool 44 21 48 2023 Warrnambool 11 44 2022 Warrnambool 11 2021 Warmambool 45 12 43 3 1 2020 Warrnambool 2019 Warmambool 47 112 11 111 2018 Warrnambool 44 State-wide 41 212 **Regional Centres** 43 212 Men 37 42 221 121 Women 50 18-34 46 2 53 35-49 2 50-64 48 65+ 35 223 Extremely important Very important Fairly important Not at all important Can't say Not that important

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

Decisions made in the interest of the community performance



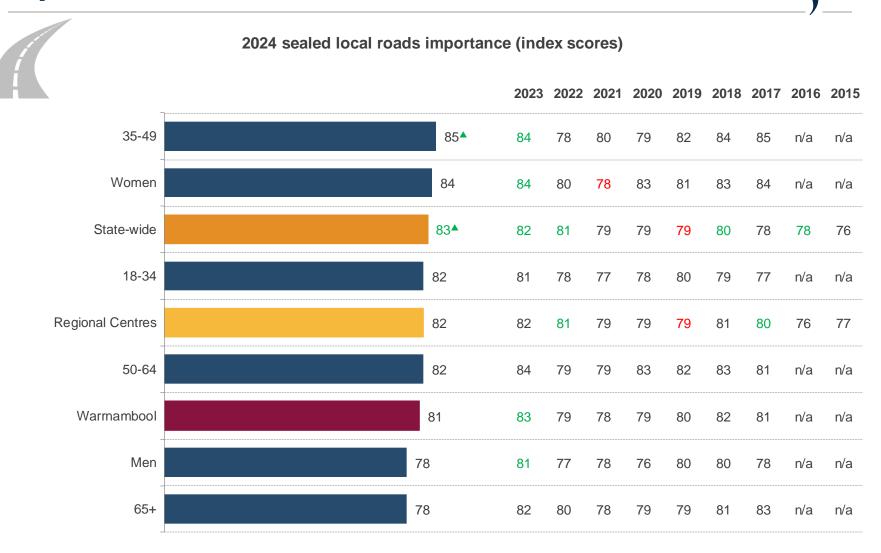
Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months? Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9 Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance



2024 community decisions made performance (%) 2024 Warmambool 2023 Warrnambool 2022 Warrnambool 2021 Warrnambool 2020 Warrnambool 2019 Warmambool 2018 Warrnambool 2017 Warrnambool 2016 Warmambool 2015 Warrnambool State-wide **Regional Centres** Men Women 18-34 35-49 50-64 65+ Very good Good Average Poor Very poor Can't say

The condition of sealed local roads in your area importance



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.

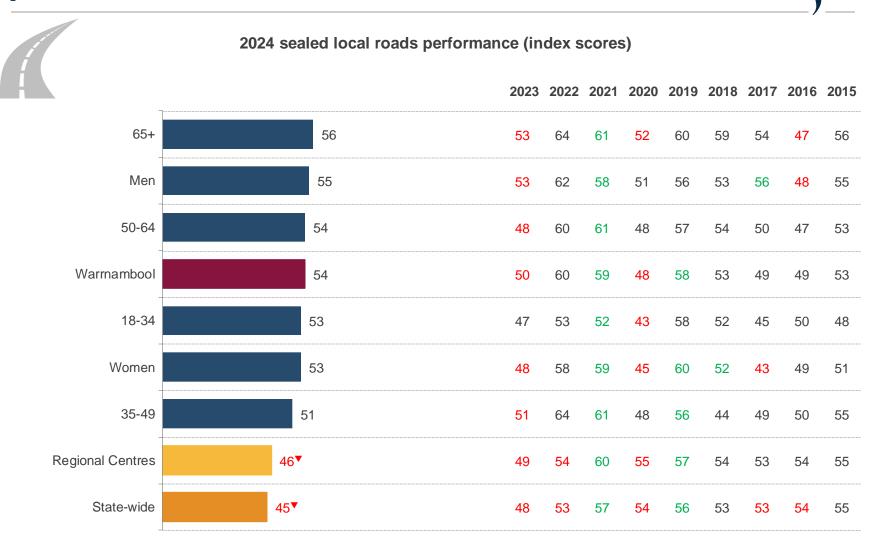
The condition of sealed local roads in your area importance

2024 sealed local roads importance (%) 2024 Warrnambool 42 42 2023 Warrnambool 46 38 2022 Warrnambool 2021 Warrnambool 37 21 2020 Warrnambool 44 3 1 2019 Warrnambool 41 45 2018 Warrnambool 43 2017 Warrnambool 45 State-wide **Regional Centres** 44 Men 33 51 Women 18-34 46 39 52 35-49 50-64 38 65+ 36 43 111 Extremely important Very important Fairly important Not at all important Can't say

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

Not that important

The condition of sealed local roads in your area performance



Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months? Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9 Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance



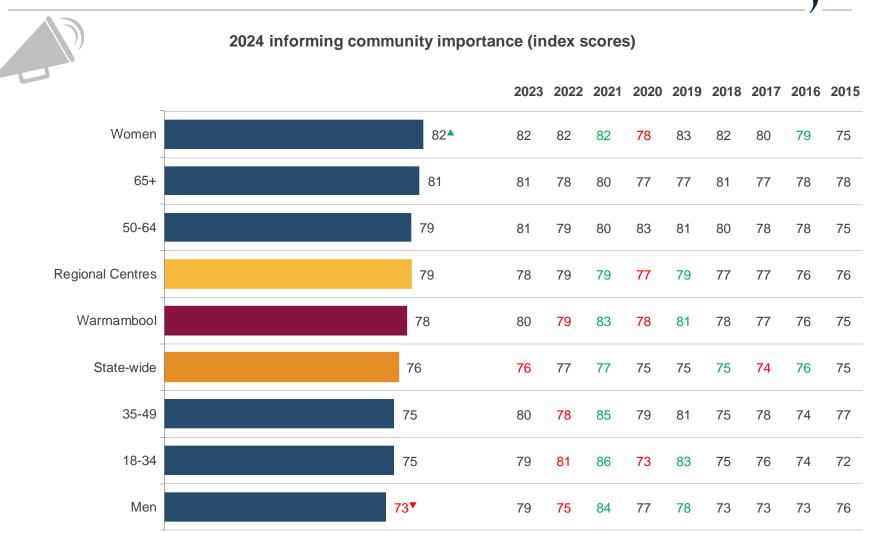
2024 sealed local roads performance (%)

4 Warmambool	12	32			28			16			12	
3 Warmambool	8	34			24			17		17		
2 Warmambool	15		36				31			10	8	1
l Warmambool	14		34				31			13	7	
) Warmambool	10	20	6		25			21			17	
9 Warmambool	13		38				27		1	1	11	
3 Warmambool	12		33			23		19)		14	
7 Warmambool	10		28		2	7		17			17	
6 Warmambool	7	28			29			21			14	2
5 Warmambool	13		30			25		1	7		14	
State-wide	8	24			27			20		1	9	1
gional Centres	8	24			30			20			18	1
Men	14		31			27			15		12	1
Women	10		33			28			17		13	
18-34	10		36			23			17		13	
35-49	14		25			29		15			17	
50-64	13		32			26			15		13	1
65+	10		34			32			1	5	9	
		■ Very good	Good	■ Av	reage	Poor		Very poor		Can	't say	

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

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Informing the community importance



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.

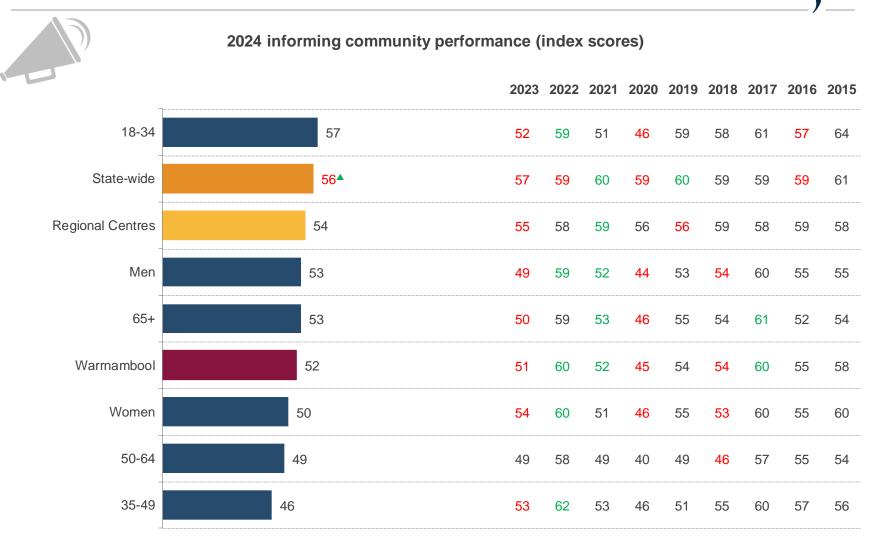
Informing the community importance

2024 informing community importance (%)

2024 Warrnambool	37		40	18	31
2023 Warrnambool	41		41	15	3
2022 Warrnambool	42		36	18	3 1
2021 Warrnambool	47		39	1	3 1
2020 Warrnambool	38		36	22	21
2019 Warrnambool	44		38	16	21
2018 Warrnambool	37		40	18	4
2017 Warrnambool	32		46	18	3
2016 Warrnambool	35	40		20	4
2015 Warrnambool	29	46		20	4
State-wide	34	42		20	3 1
Regional Centres	38		41	17	21
Men	28	41		25	4 1
Women	45		39	13	2
18-34	32	4	0	22	6
35-49	36		35	25	22
50-64	37		48	12	21
65+	42		41	14	21
	 Extremely important Not that important 	Very importantNot at all important	 Fairly important Can't say 		

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

Informing the community performance



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.

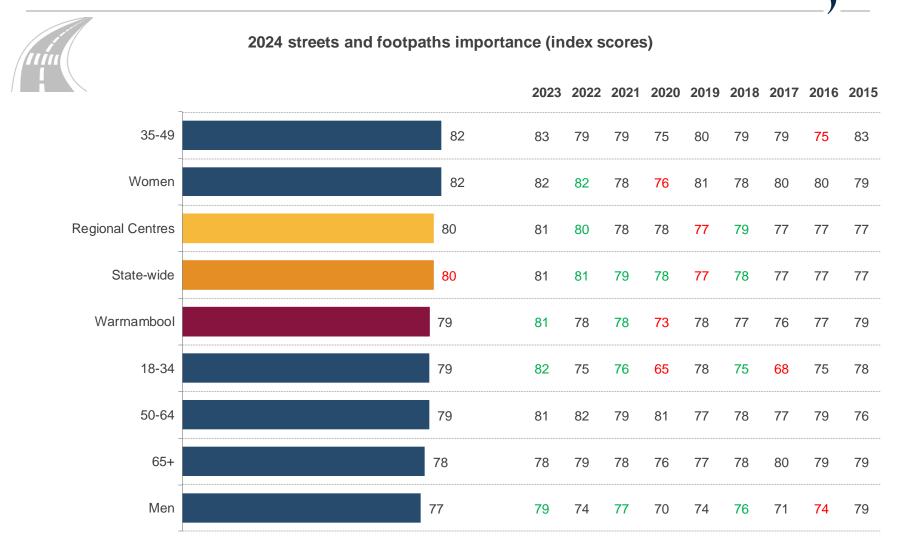
Informing the community performance



2024 informing community performance (%)

24 Warmambool	7	29	35		16	10 2
23 Warmambool	9	26	35		20	9 <mark>1</mark>
22 Warmambool	13	33		34	13	4 2
21 Warmambool	9	27	33		18	10 3
20 Warmambool	6	24	32	20		17 <mark>1</mark>
19 Warmambool	10	32	30		20	8 <mark>1</mark>
18 Warmambool	11	30	29		18	10 <mark>1</mark>
17 Warmambool	13	35		32	13	5 3
16 Warmambool	11	30	35		13	9 3
15 Warmambool	11	35	31		16	6 2
State-wide	10	33	32		15	7 3
Regional Centres	8	33	33		16	8 3
Men	10	29	34		14	11 2
Women	5	29	36		18	10 2
18-34	10	31	39		9	8 4
35-49	5	32	26	17		21
50-64	7	25	31	25		10 2
65+	7	28	40		18	6 1
	,	■ Very good ■ Good	Average Poor	■ Very poo	r Can	't say

The condition of local streets and footpaths in your area importance



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



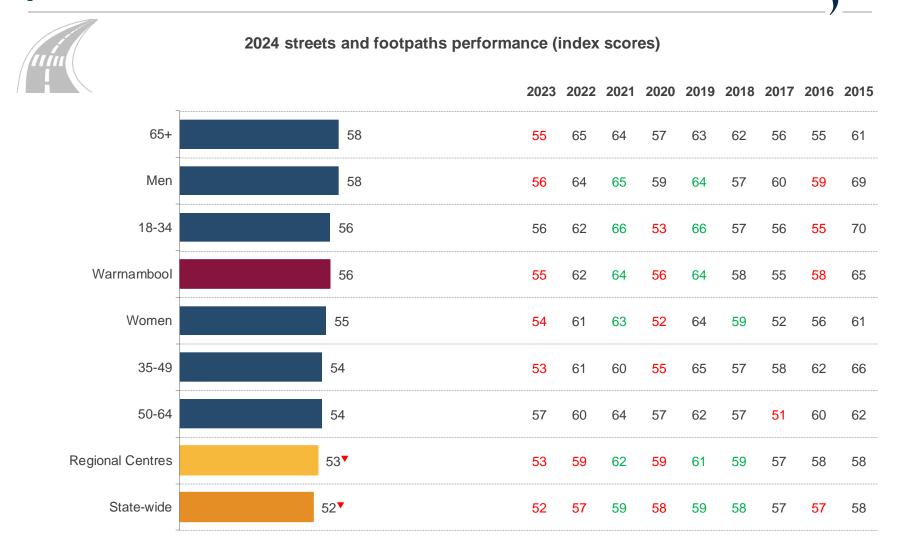


2024 streets and footpaths importance (%)

2024 Warrnambool	38	43	17 2
2023 Warrnambool	40	43	15 <mark>11</mark>
2022 Warrnambool	37	43	15 3 <mark>1</mark> 1
2021 Warrnambool	37	40	21 2
2020 Warrnambool	31	38	25 5 1
2019 Warrnambool	34	46	19 <mark>1</mark>
2018 Warrnambool	36	41	19 4
2017 Warrnambool	31	43	25 <mark>1</mark>
2016 Warrnambool	34	42	19 3 <mark>1</mark> 1
2015 Warrnambool	35	48	15 1
State-wide	40	42	15 <mark>11</mark>
Regional Centres	40	42	15 <mark>11</mark>
Men	30	48	19 <mark>1</mark>
Women	45	39	15 2
18-34	42	37	17 4
35-49	41	46	14
50-64	39	38	23
65+	33	49	16 1
,		Very importantFairly importantNot at all importantCan't say	

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

The condition of local streets and footpaths in your area performance



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 (%)

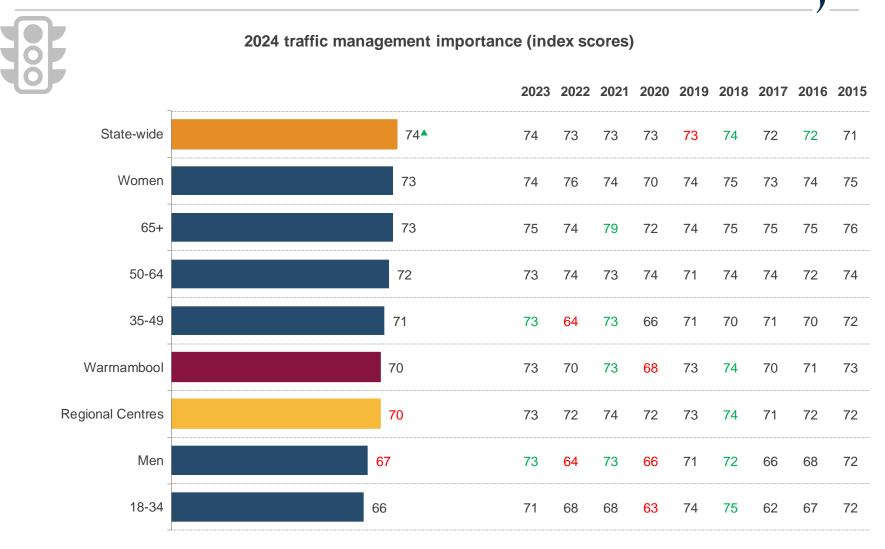




2024 Warmambool	10		37			31			13	9 1
2023 Warmambool	9		38		29		15		9	
2022 Warmambool	15		41			27		8		7 2
2021 Warmambool	18		41	1			24		1	3 4
2020 Warrnambool	14		31		25			19		10 1
2019 Warrnambool	19)	38			29			Ş) 6
2018 Warmambool	16		33			25		1	7	8 <mark>1</mark>
2017 Warmambool	10		33		33	}			16	8 <mark>1</mark>
2016 Warrnambool	17		33			27			12	11
2015 Warrnambool	2	0		42			22		1	1 5
State-wide	10	2	29		28			18		12 2
Regional Centres	10	2	.9		31			17		11 2
Men	12		38			30			9	10
Women	7		37		3	2			16	8 1
18-34	8		39			31			17	6
35-49	9		39			26		9		15 <mark>2</mark>
50-64	11		30		34			12		13
65+	11		37			32			12	6 1
		Very good	Good	Average	e Po	or	Very p	oor	Can't	say

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

Traffic management importance



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

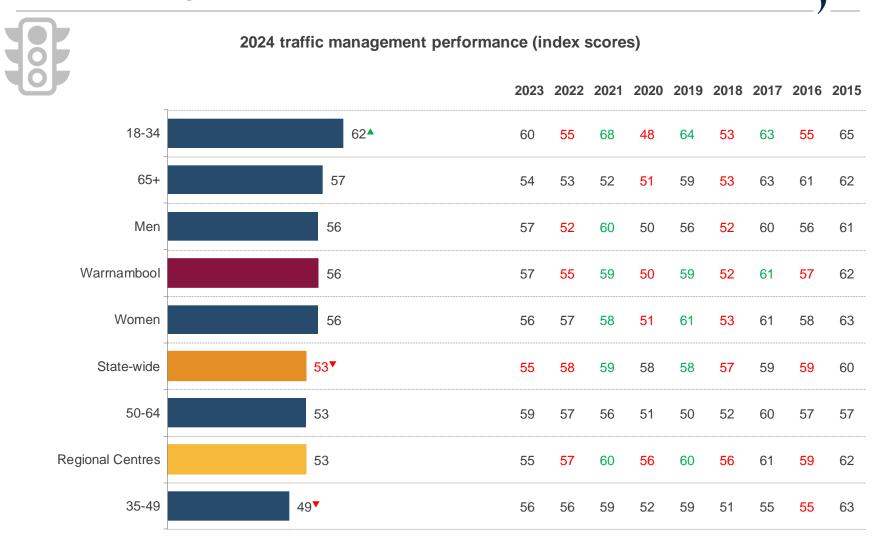


2024 traffic management importance (%)

2024 Warrnambool	25	38	31	4 1
2023 Warmambool	31	37	27	4 <mark>1</mark> 1
2022 Warmambool	26	40	26	4 4 1
2021 Warmambool	28	42	25	3 <mark>1</mark> 1
2020 Warmambool	24	37	28	8 <mark>2</mark> 1
2019 Warmambool	27	41	28	3 1
2018 Warmambool	29	40	26	4 1
2017 Warmambool	23	40	31	4 1 <mark>1</mark>
2016 Warmambool	26	41	24	62
2015 Warmambool	24	48	23	4
State-wide	29	42	22	4 <mark>1</mark> 1
Regional Centres	25	38	31	4 1
Men	18	37	38	5 1 <mark>1</mark>
Women	31	39	24	4 2
18-34	21	35	33	10 2
35-49	24	40	35	2
50-64	29	36	33	11
65+	27	40	26	4 <mark>1</mark> 1
	 Extremely important Not that important 	Very importantNot at all important	 Fairly important Can't say 	

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

Traffic management performance



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



9

9

8

12

13

11

9

10

9

10

9

8

8

8 2

10

15

5

4 2

3

2

2

Very good

Good

2024 traffic management performance (%)

24

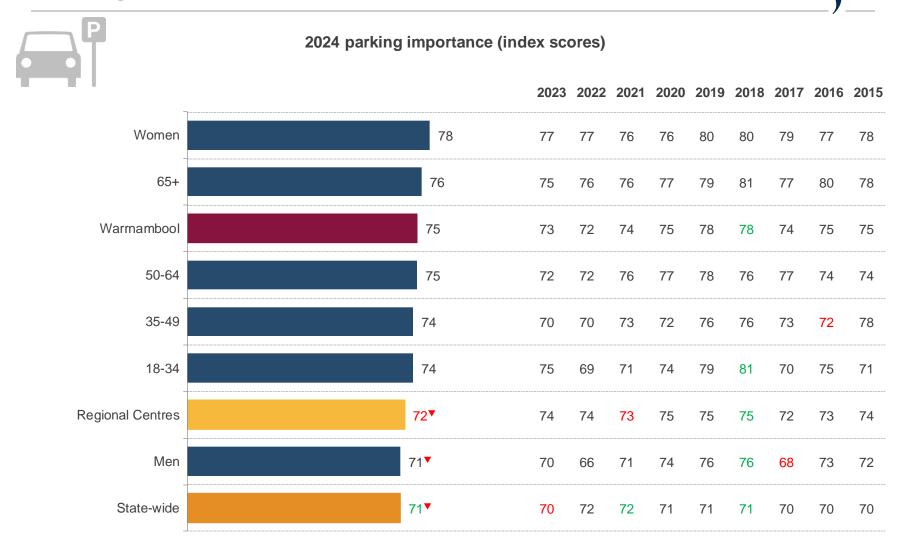
Poor

Very poor

Average

Can't say

Parking facilities importance



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.

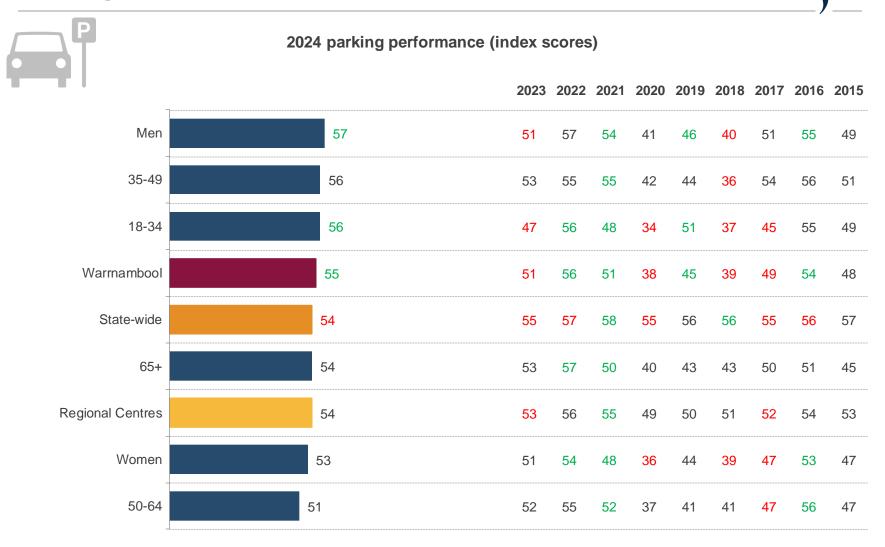
Parking facilities importance



Ρ 2024 parking importance (%) 2024 Warrnambool 34 37 4 1 42 27 2023 Warrnambool 111 2022 Warrnambool 33 21 2021 Warrnambool 32 5 1 2020 Warrnambool 33 5 1 2019 Warmambool 39 21 21 2018 Warmambool 42 4 1 2017 Warmambool 33 5 1 32 2016 Warrnambool 5 1 2015 Warmambool 32 3 1 State-wide 24 6 11 **Regional Centres** 28 11 23 Men Women 43 5 1 18-34 39 35 35-49 50-64 34 65+ 29 47 12 ■ Fairly important Extremely important Very important Not at all important Can't say Not that important

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

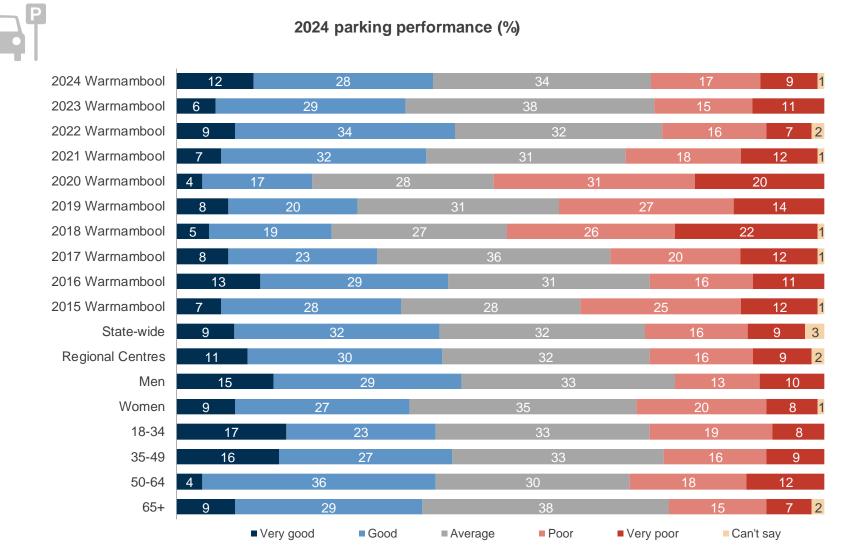
Parking facilities performance



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





Enforcement of local laws importance



2024 law enforcement importance (index scores) 2023 2022 2021 2020 2019 2018 2017 2016 2015 Women 65+ Warmambool **Regional Centres** 50-64 State-wide 35-49 18-34 Men

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

Ę

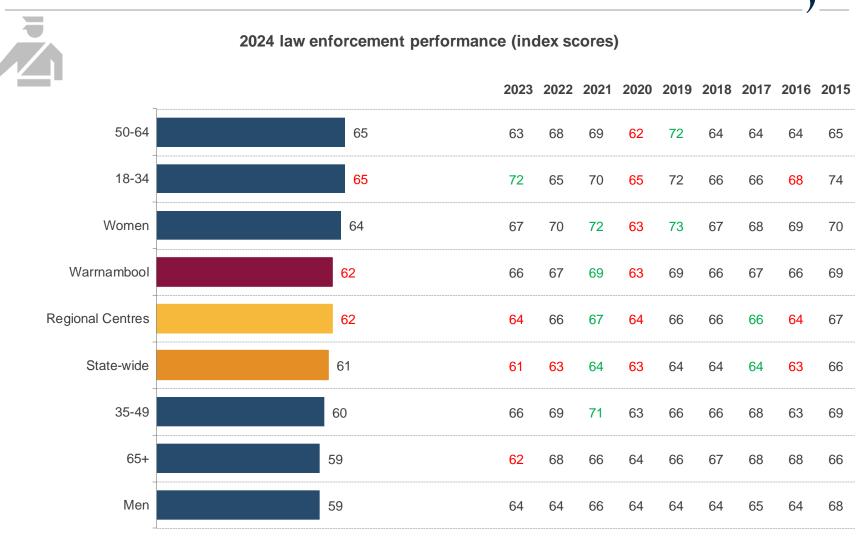


2024 law enforcement importance (%)

2024 Warrnambool	23	40	28	5 3 1
2023 Warmambool	26	36	28	7 2
2022 Warrnambool	25	34	29	9 2
2021 Warmambool	27	36	31	4 21
2020 Warmambool	24	33	32	8 3
2019 Warmambool	18	39	35	6 2
2018 Warmambool	26	36	29	7 2
2017 Warmambool	23	39	30	6 1
2016 Warmambool	24	44	26	5 1
2015 Warmambool	21	48	24	5 1
State-wide	22	37	30	7 31
Regional Centres	23	40	26	6 3 <mark>1</mark>
Men	14	35	38	8 4
Women	31	44	18	222
18-34	21	36	30	6 <mark>6</mark> 2
35-49	20	36	35	5 4
50-64	20	40	32	6 <mark>1</mark> 1
65+	28	45	20	4 21
	 Extremely important Not that important 	Very importantNot at all important	 Fairly important Can't say 	

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

Enforcement of local laws performance



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months? Base: All respondents. Councils asked State-wide: 30 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Enforcement of local laws performance

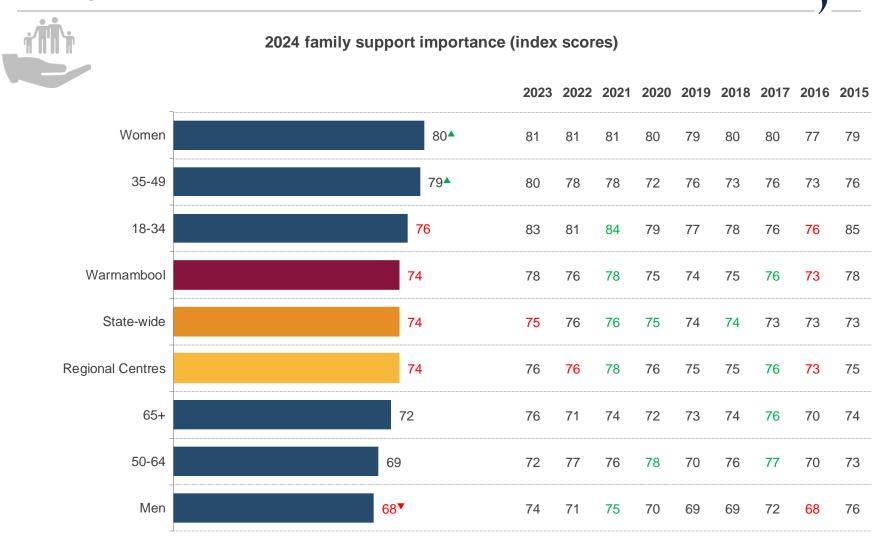


-2024 2023 2022 2021 2020 2019 2018 2017 2016 2015 Re

2024 law enforcement performance (%)

4 Warmambool	11	36			33	3	4	6	9
23 Warmambool	15		40			27	5	4	10
2 Warmambool	16		44			28		2 4	6
1 Warmambool	18		43			24		5 2	8
0 Warmambool	16		35			29	7	5	8
9 Warrnambool	20		42			23		7	2 6
8 Warmambool	14		44			26		6 3	8 6
7 Warmambool	13		47		26			5 2	7
6 Warrnambool	16		39		27		5	4	9
5 Warmambool	18		45			22		6	2 6
State-wide	9	35			29	8	4	1	4
egional Centres	11	36			30		7	5	10
Men	10	34			33		5 8	3	10
Women	12	3	39			32	4	4	9
18-34	21		30		2	7	4 8	3	10
35-49	6	39			33		4 7		12
50-64	12		45			32		2	4 4
65+	7	36			36		6	5	9
		Very good	ood ■Av	verage	Poor	Very poor	= (Can't sa	у

Family support services importance



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

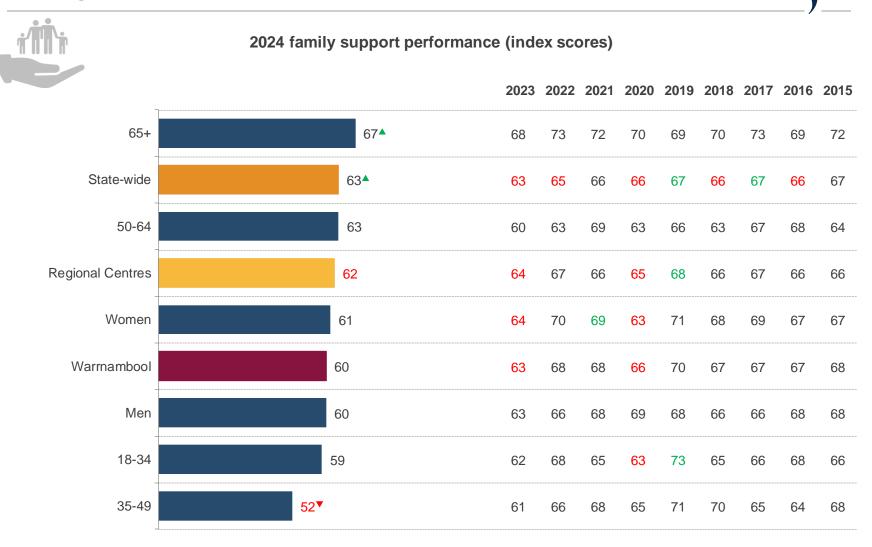


2024 family support importance (%)

2024 Warrnambool	32	39		22		3 2 2
2023 Warrnambool	37	40		15		4 <mark>1</mark> 2
2022 Warrnambool	35	40		20)	4 <mark>1</mark> 1
2021 Warrnambool	35	43			18	112
2020 Warrnambool	32	41		20)	4 <mark>1</mark> 1
2019 Warrnambool	30	42		22		5 <mark>1</mark> 1
2018 Warrnambool	35	37		21		5 <mark>1</mark> 1
2017 Warrnambool	32	41		2	2	112
2016 Warrnambool	28	42		20		6 <mark>2</mark> 2
2015 Warrnambool	33	46			18	21
State-wide	31	41		20		4 2 2
Regional Centres	32	39		21		4 2 2
Men	21	41		28		4 4 <mark>1</mark>
Women	41		38		15	11 3
18-34	41	35		16	6	4 4
35-49	37	41			21	
50-64	24	40		27		7 2
65+	24	41		23	2 3	8 6
	 Extremely important Not that important 	Very importantNot at all important	 Fairly importain Can't say 	nt		

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

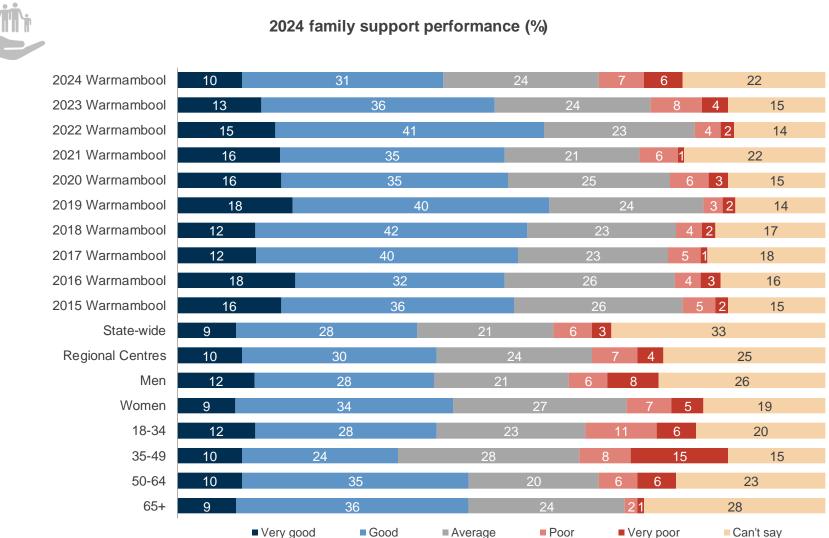
Family support services performance



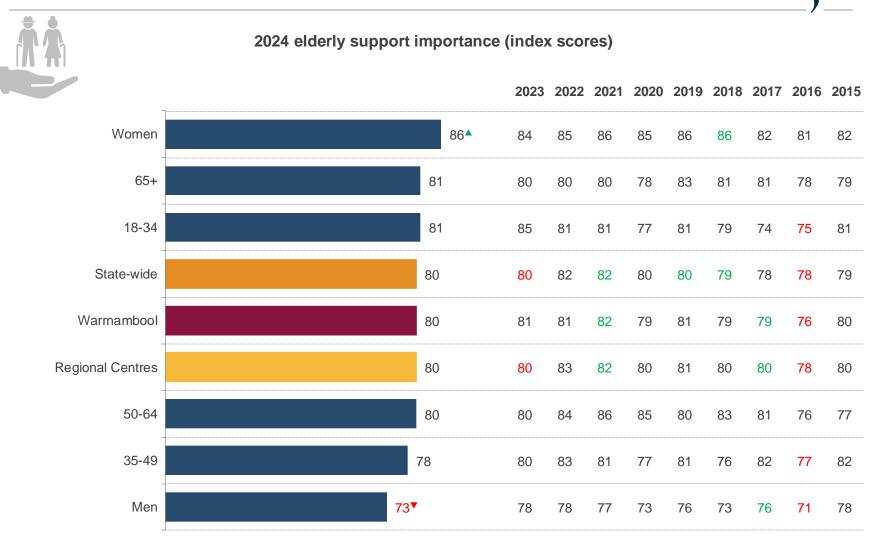
Q2. How has Council performed on 'Family support services' over the last 12 months? Base: All respondents. Councils asked State-wide: 27 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

Family support services performance





Elderly support services importance



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.

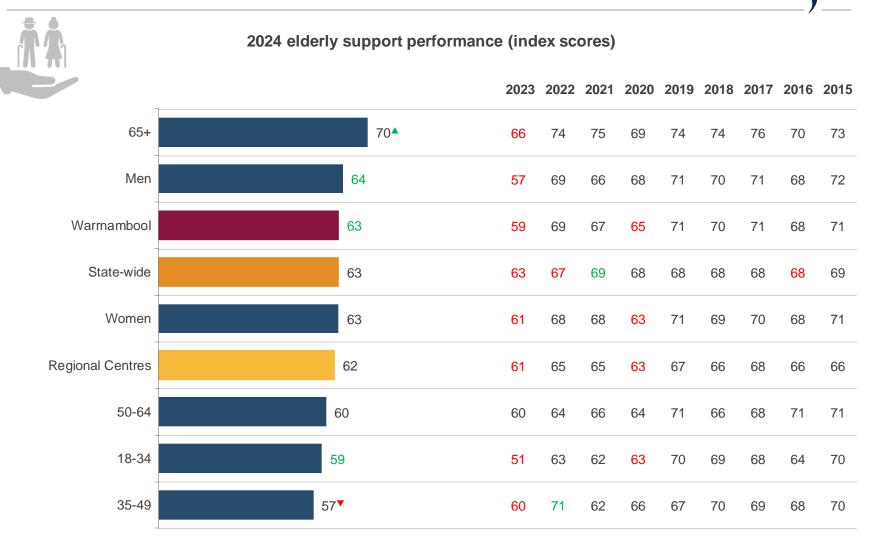
Elderly support services importance

2024 elderly support importance (%)

2024 Warrnambool 41 21 44 2023 Warrnambool 2 2022 Warrnambool 41 2021 Warrnambool 41 111 2020 Warrnambool 39 41 16 3 1 2019 Warmambool 44 41 21 2018 Warmambool 42 21 2017 Warmambool 35 22 30 2016 Warrnambool 3 11 2015 Warmambool 36 State-wide 40 **Regional Centres** 41 21 26 44 Men 4 11 Women 55 18-34 49 29 35-49 31 50-64 41 14 65+ 43 211 Extremely important Very important Fairly important Not at all important Can't say Not that important

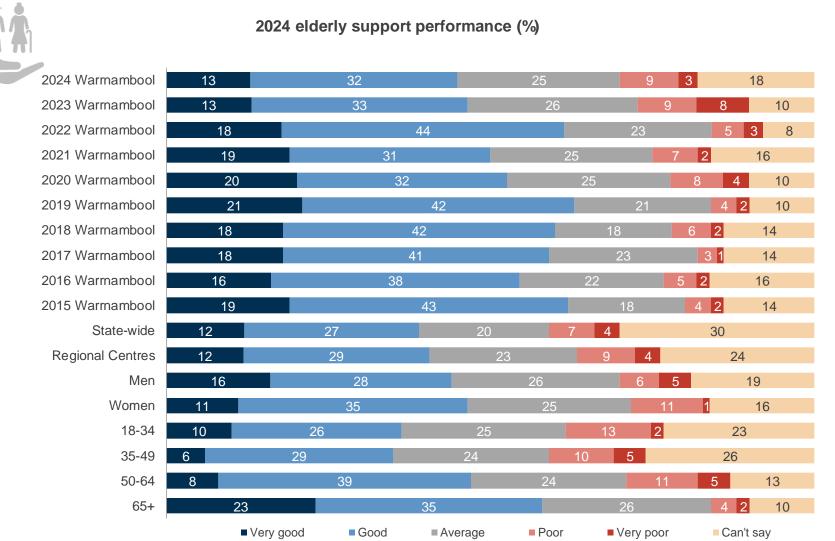
Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council? Base: All respondents. Councils asked State-wide: 9 Councils asked group: 1

Elderly support services performance

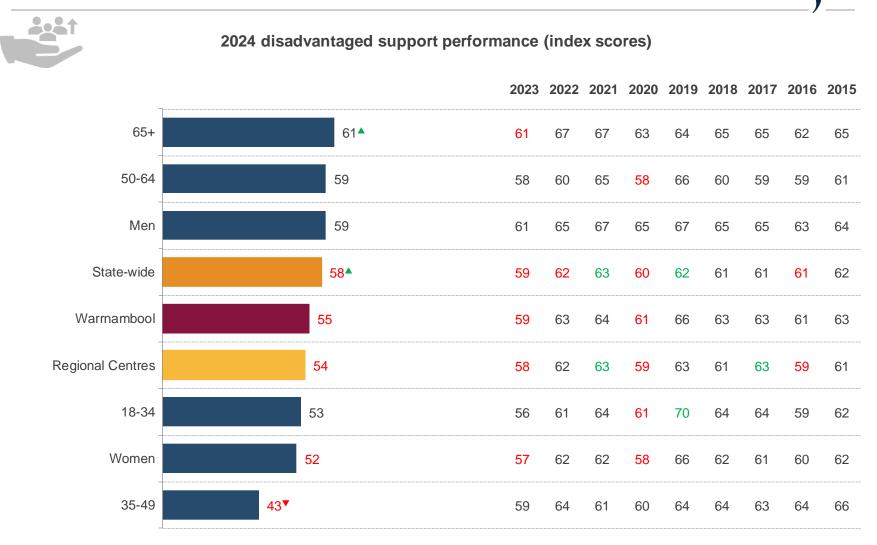


Elderly support services performance





Disadvantaged support services performance



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

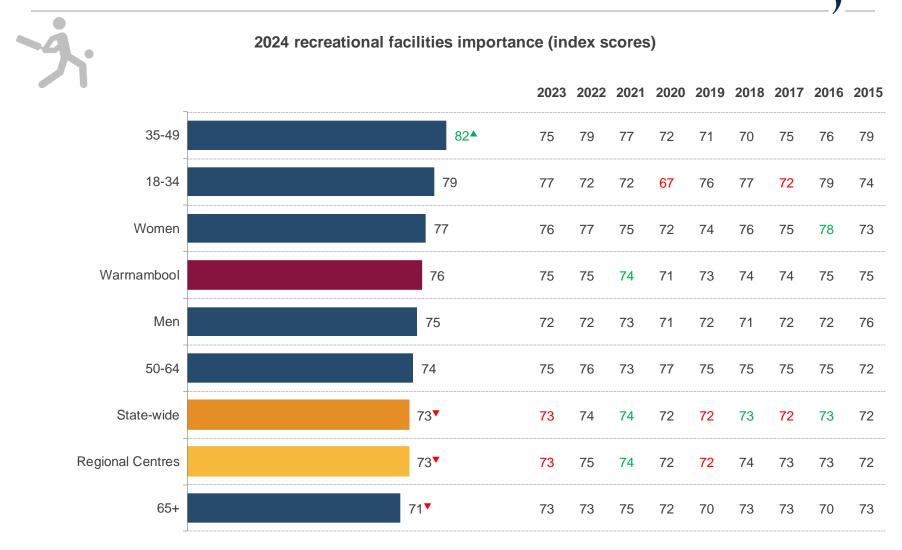




2024 disadvantaged support performance (%)

2024 Warmambool	6	25		28		12	6	24
2023 Warmambool	9	30		20	25		10 5	20
		30	05		23	07		
2022 Warmambool	12		35			27	9	2 16
2021 Warmambool	15		27		26		10 1	21
2020 Warmambool	12		30		2	8	7	5 18
2019 Warrnambool	13		35			28	6	6 <mark>1</mark> 17
2018 Warmambool	11		32			28	8	2 18
2017 Warmambool	10		34		4	25	83	20
2016 Warmambool	10	28			30		82	21
2015 Warmambool	12		35			25	8	3 17
State-wide	6	23		21	8	3		39
Regional Centres	6	24		25		12	6	28
Men	7	29			26	6	6	27
Women	6	21		30		17	5	21
18-34	10	17		29		15	6	23
35-49	1	9	26		14	12		29
50-64	9	33	3		19	11	7	22
65+	7	30			32		9 1	21
		■ Very good	Good	■Ave	rage	Poor	Very poor	Can't say

Recreational facilities importance



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council? Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Recreational facilities importance

2024 recreational facilities importance (%)

.	2024 recreatio	onal facilities importance	e (%)		_/_
2024 Warmambool	32	43		23	
2023 Warmambool	27	46		24	2
2022 Warrnambool	34	35		26	2
2021 Warmambool	27	48		20	3
2020 Warmambool	23	44		29	
2019 Warmambool	25	46		26	
2018 Warrnambool	27	45		24	
2017 Warrnambool	24	49		23	
2016 Warmambool	28	48		18	L
2015 Warmambool	28	45		25	
State-wide	25	46		24	3
Regional Centres	25	47		24	
Men	29	44		25	
Women	34	Le la constante de la constante	13	21	
18-34	44		30	23	
35-49	43		43		14
50-64	24	51		22	
65+	18	50		28	
	 Extremely important Not that important 	Very importantNot at all important	■ Fairly important ■ Can't say		

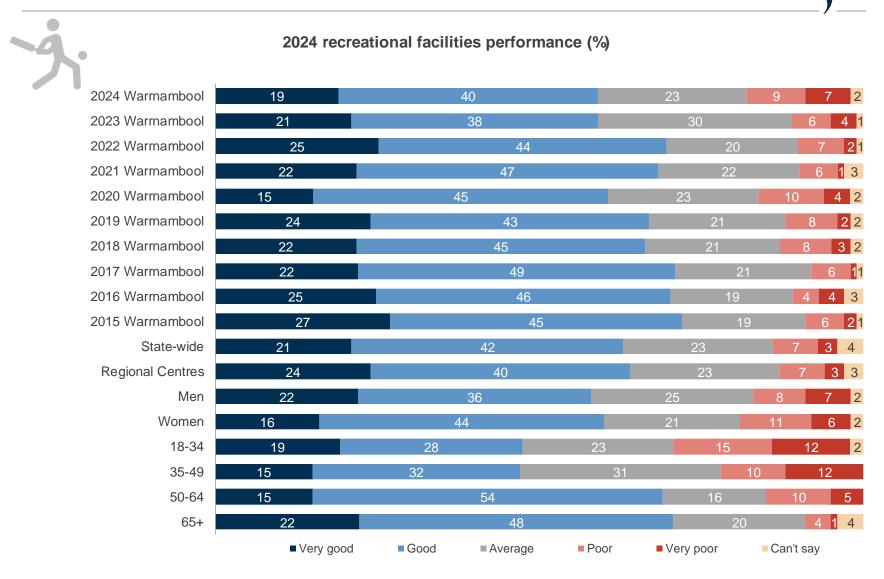
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council? Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4

Recreational facilities performance

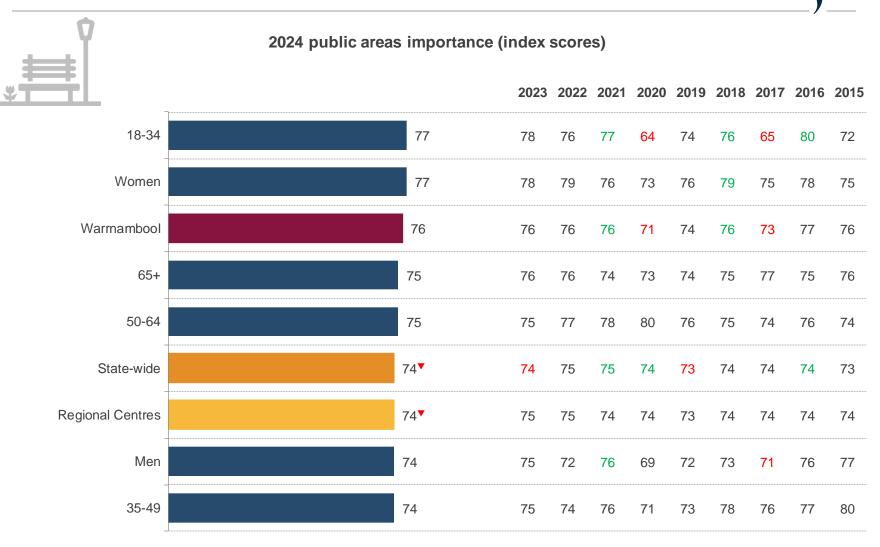


Q2. How has Council performed on 'Recreational facilities' over the last 12 months? Base: All respondents. Councils asked State-wide: 40 Councils asked group: 6 Note: Please see Appendix A for explanation of significant differences.

Recreational facilities performance



The appearance of public areas importance



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council? Base: All respondents. Councils asked State-wide: 24 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

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The appearance of public areas importance



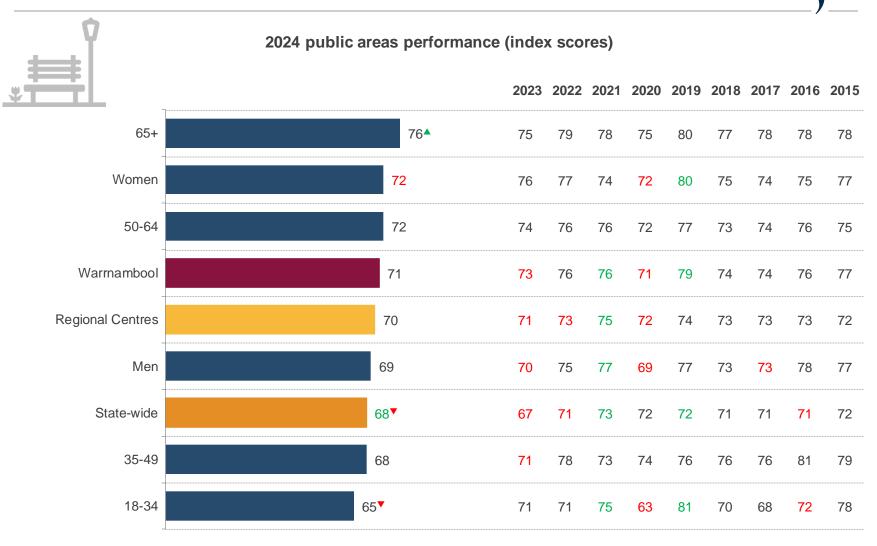


2024 public areas importance (%)

2024 Warrnambool	26	52		20	2
2023 Warrnambool	33	40		23	2
2022 Warrnambool	28	49		19	3
2021 Warrnambool	30	47		21	11
2020 Warrnambool	26	40		28	6
2019 Warrnambool	24	49		24	11
2018 Warrnambool	34	41		20	4
2017 Warrnambool	24	45		27	3
2016 Warrnambool	32	46		20	11
2015 Warrnambool	31	44		22	21
State-wide	26	47		24	2
Regional Centres	24	50		23	2
Men	22	54		23	1
Women	29	51		17	2
18-34	29	56		12	4
35-49	24	47		29	
50-64	27	46		27	
65+	24	55		18	21
	 Extremely important Not that important 	Very importantFairlyNot at all importantCan'	y important t say		

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

The appearance of public areas performance



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months? Base: All respondents. Councils asked State-wide: 42 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

The appearance of public areas performance



2024 public areas performance (%) 2024 Warrnambool 26 4 2023 Warmambool 25 2 30 2022 Warrnambool 2 2021 Warmambool 33 44 11 2020 Warrnambool 28 3 37 2019 Warmambool 3 1 2018 Warrnambool 27 4 1 19 2017 Warmambool 28 21 47 33 2016 Warrnambool 4 2 14 33 2015 Warrnambool 13 State-wide 22 4 1 **Regional Centres** 24 44 3 1 30 Men 14 22 Women 2 2 18-34 21 14 4 35-49 24 43 20 6 28 50-64 5

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

30

Very good

Good

Average

Poor

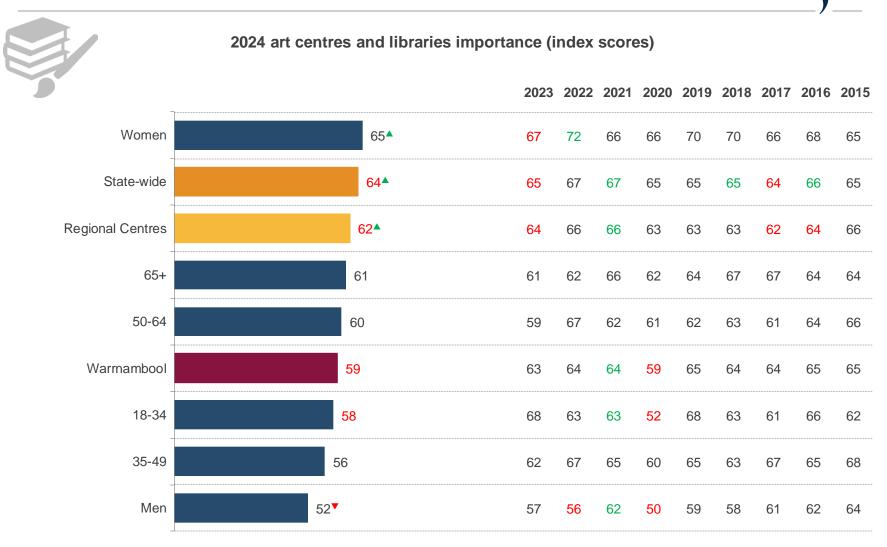
Very poor

65+

Can't say

211

Art centres and libraries importance



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

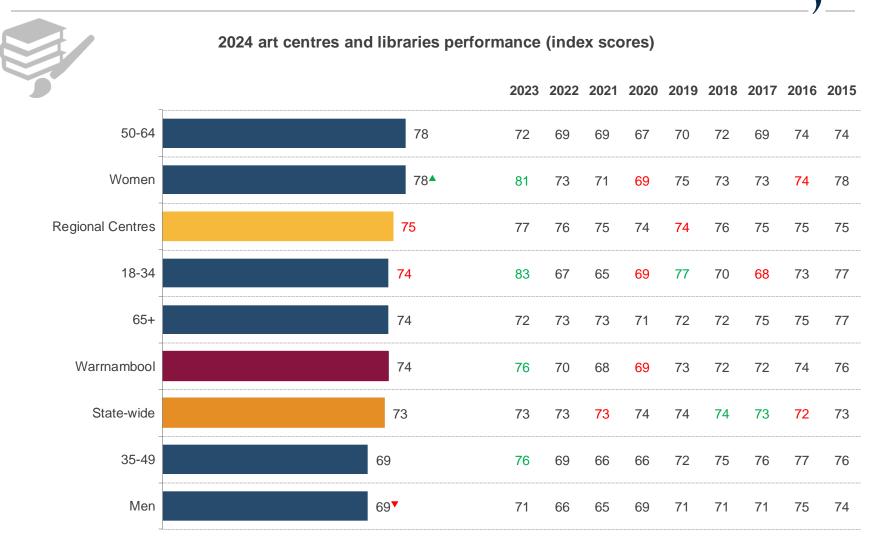


2024 art centres and libraries importance (%)

2024 Warmambool	14	31		36	13	52
2023 Warmambool	17	38		29	1	0 <mark>6</mark> 1
2022 Warmambool	20	33		33		10 3 <mark>1</mark>
2021 Warrnambool	14	41		34		6 4
2020 Warmambool	14	30		35	17	4 1
2019 Warmambool	16	39		33		7 3 <mark>1</mark>
2018 Warmambool	18	34		33		11 2 <mark>1</mark>
2017 Warrnambool	12	41		35		10 <mark>1</mark> 1
2016 Warmambool	17	39		32		10 2 <mark>1</mark>
2015 Warmambool	15	40		34		10
State-wide	17	37		33		9 3 <mark>1</mark>
Regional Centres	16	35		34		11 3 <mark>1</mark>
Men	10	25	36		18	9 2
Women	18	35		37		7 21
18-34	17	27		34	16	6
35-49	14	28		33	17	7 2
50-64	15	27		45		8 5
65+	11	37		37		9 3 3
	 Extremely imp Not that import 			 Fairly importar Can't say 	nt	

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

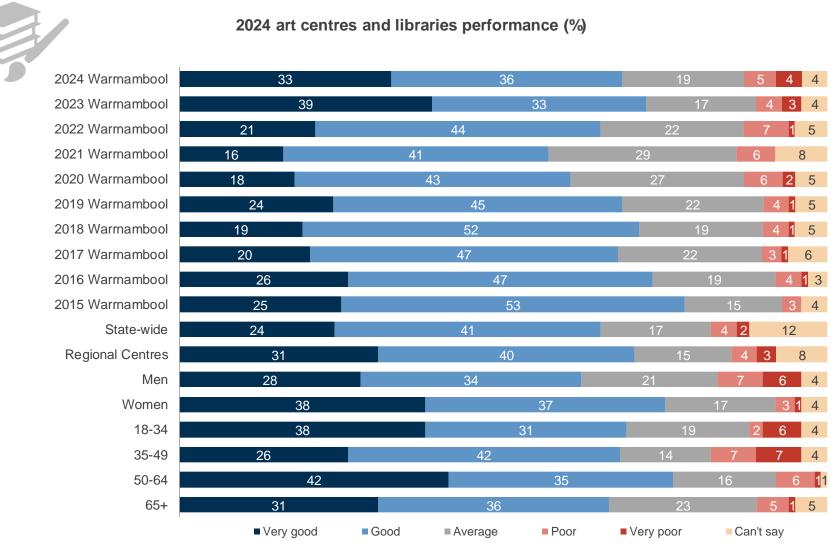
Art centres and libraries performance



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





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



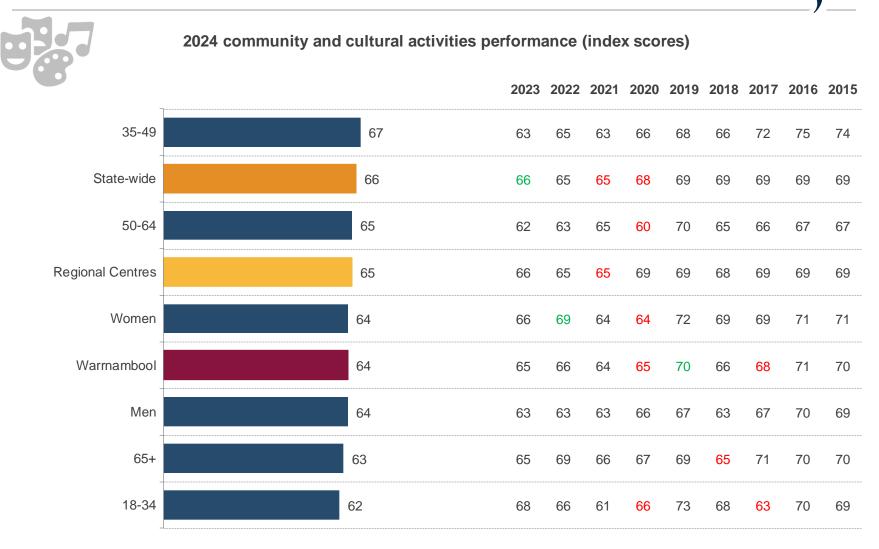


2024 community and cultural activities importance (%)

2024 Warmambool	12	39		36	8	4 1
2023 Warmambool	17	41		31	7	3 1
2022 Warmambool	17	35		38	8	2
2021 Warmambool	19	43		30	6	3 1
2020 Warmambool	13	32	41		11	3
2019 Warmambool	13	41		36	7	21
2018 Warmambool	15	36		37	10	2
2017 Warmambool	12	38		39	9	11
2016 Warmambool	13	41		36	8	21
2015 Warmambool	14	39		39		6
State-wide	13	34	38	3	11	3 1
Regional Centres	14	35		37	10	3 1
Men	6	32	43		11 6	1
Women	17	45		30	5	21
18-34	15	41		37	4	4
35-49	10	43		35	6	2 2
50-64	14	33	36		13	4
65+	10	37	37		9 5	2
	 Extremely import import import in that import import			[,] important say		

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

Community and cultural activities performance



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 (%)

2024 Warmambool	15		41		25		9	4	5
2023 Warmambool	14	38			33		7	1	6
2022 Warmambool	15		42		32			6	13
2021 Warmambool	10	40			34		8	1	8
2020 Warrnambool	14	4	2		28		9	2	6
2019 Warmambool	20		43			26		6	5
2018 Warmambool	16		43		28		7	7 2	4
2017 Warmambool	15		48			27		6	13
2016 Warmambool	19		46			25		4 1	4
2015 Warmambool	20		45			25		5 1	4
State-wide	15	3	9		26		7 2	10)
Regional Centres	15	3	9		28		8	3	7
Men	17		39		25		7 7	7	6
Women	14	4	3		25		12	2	5
18-34	15		42	1:	3	19		4	6
35-49	19		46			22	2	9	2
50-64	16		39		30		9	2	4
65+	12	38			33		7	3	7
	Very	y good Good	Average	Poor	Very p	oor	Can't	say	

Waste management importance



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council? Base: All respondents. Councils asked State-wide: 24 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

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Waste management importance



2024 waste management importance (%)

2024 Warmambool	42		44		14	1
2023 Warrnambool	41		42		16	
2022 Warrnambool	44		38		14	21
2021 Warrnambool	42		47		(9 <mark>1</mark>
2020 Warrnambool	40		40		16	3 1
2019 Warrnambool	41		42		16	1
2018 Warrnambool	39		45		14	2
2017 Warrnambool	35		41		2	
2016 Warrnambool	33		46			21
2015 Warmambool	35		45			1
State-wide	41		43		13	11
Regional Centres	39		45		14	1
Men	40		44		16	
Women	44		44		11	11
18-34	44		45		12	2
35-49	46		30	21		22
50-64	46		42		12	2
65+	36		52		1	1
	Extremely importantNot that important	Very importantNot at all important	Fairly importantCan't say			

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

Waste management performance



Waste management performance



	2024 waste management performance (%)												
2024 Warrnambool	24		44			20	6	6 <mark>1</mark>					
2023 Warrnambool	24		43			22	5	5 <mark>1</mark>					
2022 Warrnambool	32		41	1		15	5	4 2					
2021 Warrnambool	28		42			17	8	3 1					
2020 Warrnambool	19		43		24		10	3 1					
2019 Warrnambool	23		42		2′	1	10	4 1					
2018 Warrnambool	20		41		26		9	4 1					
2017 Warrnambool	22	45				21	8	22					
2016 Warrnambool	22	47				21	4	4 1					
2015 Warrnambool	22		56				17	212					
State-wide	21		42		21		8	5 3					
Regional Centres	21		41		21		9	6 <mark>1</mark>					
Men	25		45			18	3	8					
Women	23		42			22	8	3 2					
18-34	27		41			21	6	6					
35-49	23		36		20	4	15	2					
50-64	25		38		20		13	3					
65+	21		53				21	3 2					
	Very good	Good	Average	Poor	Very po	oor	Can't say						

Business and community development and tourism importance





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



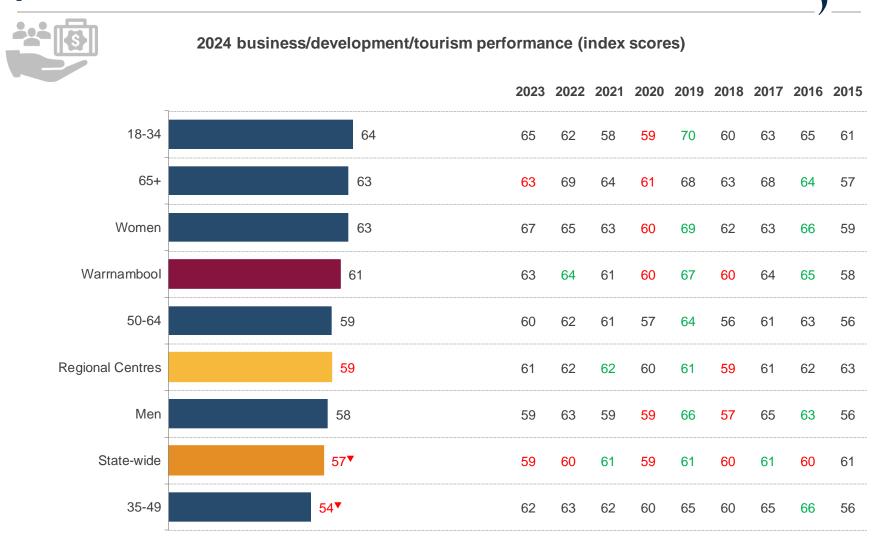


2024 business/development/tourism importance (%)

2024 Warmambool	21	45		28	5 1
2023 Warmambool	25	44		26	4 1
2022 Warrnambool	24	43		29	21
2021 Warrnambool	31	44		20	5 1
2020 Warrnambool	31	38		26	31
2019 Warmambool	30	39		25	3 <mark>2</mark> 1
2018 Warrnambool	32	40	40		
2017 Warrnambool	28	41	41		
2016 Warrnambool	33	42		20	4 1
2015 Warrnambool	32	44	44		3 1
State-wide	20	39		30	7 21
Regional Centres	22	43		28	5 <mark>1</mark> 1
Men	17	44		32	5 1 <mark>1</mark>
Women	24	45		24	52
18-34	21	43		31	4 2
35-49	15	54		29	2
50-64	31	33		21	12 2 <mark>1</mark>
65+	20	45		27	5 1 <mark>1</mark>
	 Extremely important Not that important 	Very importantNot at all important	 Fairly importa Can't say 	ant	

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

Business and community development and tourism performance

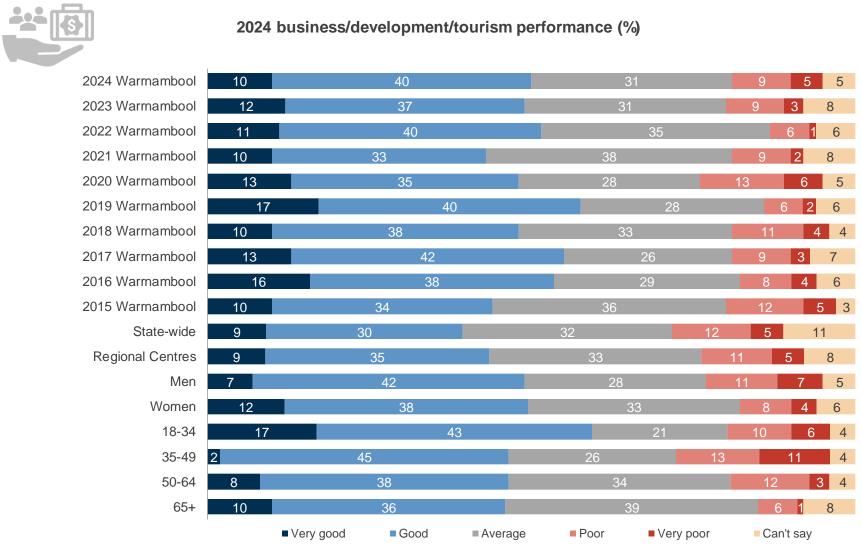


Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months? Base: All respondents. Councils asked State-wide: 27 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

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Business and community development and tourism performance





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

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. **W**

Council's general town planning policy importance

2024 town planning importance (%)

2024 Warrnambool	30	36	25	4 2 4
2023 Warmambool	27	42	25	213
2022 Warmambool	32	34	22	5 2 4
2021 Warmambool	30	41	23	11 5
2020 Warmambool	24	38	29	522
2019 Warmambool	23	43	27	314
2018 Warmambool	30	41	21	6 <mark>1</mark> 2
2017 Warmambool	21	45	26	314
2016 Warmambool	21	47	24	316
2015 Warmambool	28	42	26	23
State-wide	27	39	24	4 1 5
Regional Centres	30	36	25	4 2 4
Men	22	40	28	324
Women	36	32	21	4 2 4
18-34	24	41	25	6 4
35-49	29	30	30	4 6
50-64	34	38	21	3 1 3
65+	32	36	22	2 3 6
	 Extremely important Not that important 	Very importantNot at all important	Fairly importantCan't say	

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

Council's general town planning policy performance



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 (%)

2024 Warmambool	6	26		33		1	4	9	12
2023 Warmambool	4	25		34		17		9	12
2022 Warmambool	7	35			31		13	5	9
2021 Warmambool	5	31		3	4		13	5	13
2020 Warmambool	6	24		31		18		10	11
2019 Warmambool	9	29		3	30		13	7	12
2018 Warmambool	8	29		29			16	7	11
2017 Warrnambool	6	37			31		11	5	9
2016 Warrnambool	8	28		3	4		10 6	5	15
2015 Warrnambool	7	32			31		12	5	13
State-wide	4	24		30		15	9	1	9
Regional Centres	4	23		31		17	10		16
Men	5	28		33			15	10	10
Women	7	24		33		14	. 8		14
18-34	9	25		25		17	6		17
35-49	6	20		34		10	17		13
50-64		27		31		18	13	3	12
65+	6	30			39		13		5 7
	'	■ Very good	Good	Average	Poor	Vei	ry poor	Can't	say

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

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

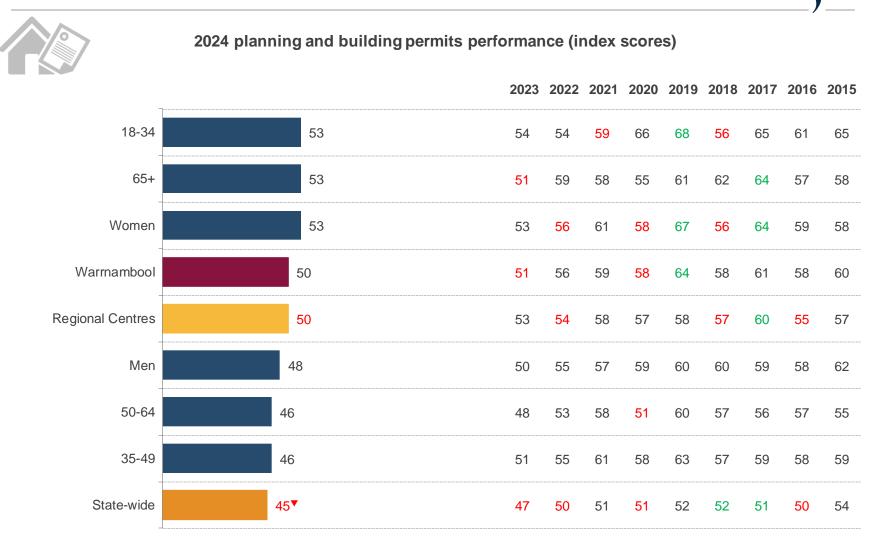


2024 planning and building permits importance (%)

2024 Warmambool	29	36	27	4 2 2
2023 Warmambool	30	43	21	321
2022 Warmambool	27	41	22	5 <mark>1</mark> 3
2021 Warmambool	25	45	25	213
2020 Warmambool	24	37	28	7 12
2019 Warmambool	20	43	30	4 <mark>1</mark> 2
2018 Warmambool	25	42	26	5 1
2017 Warmambool	19	39	31	7 1 4
2016 Warmambool	22	40	27	7 1 3
2015 Warmambool	24	40	29	5 <mark>1</mark> 1
State-wide	27	39	24	5 2 3
Regional Centres	26	40	25	5 2 3
Men	26	36	29	4 3 <mark>1</mark>
Women	32	36	25	4 <mark>1</mark> 2
18-34	21	37	33	4 6
35-49	27	32	35	6
50-64	36	31	24	7 <mark>1</mark> 1
65+	33	40	20	2 4
	 Extremely important Not that important 	Very importantNot at all important	 Fairly important Can't say 	

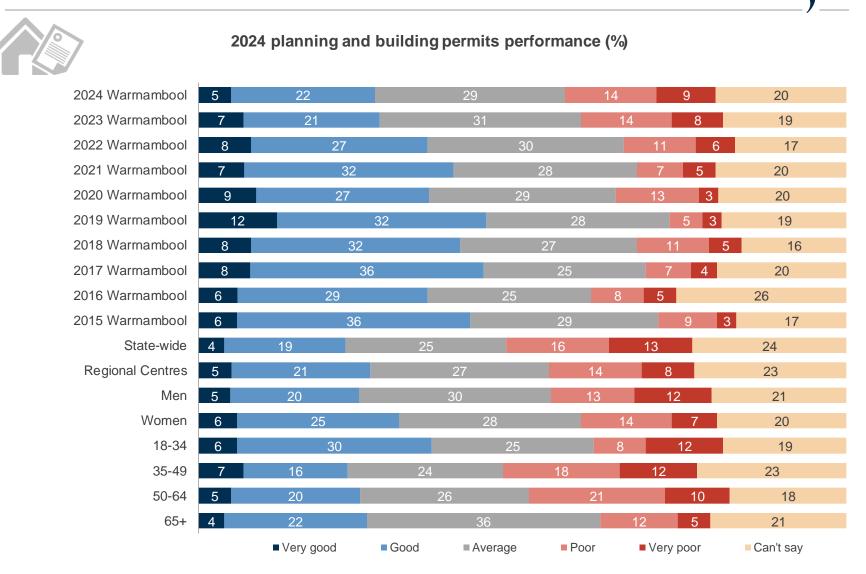
Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council? Base: All respondents. Councils asked State-wide: 18 Councils asked group: 4

Planning and building permits performance



Q2. How has Council performed on 'Planning and building permits' over the last 12 months? Base: All respondents. Councils asked State-wide: 29 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

Planning and building permits performance



Environmental sustainability importance



2024 environmental sustainability importance (index scores) 2023 2022 2021 2020 2019 2018 2017 2016 2015 Women 65+ **Regional Centres** 18-34 Warmambool State-wide 35-49 50-64 ▼ Men

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

17

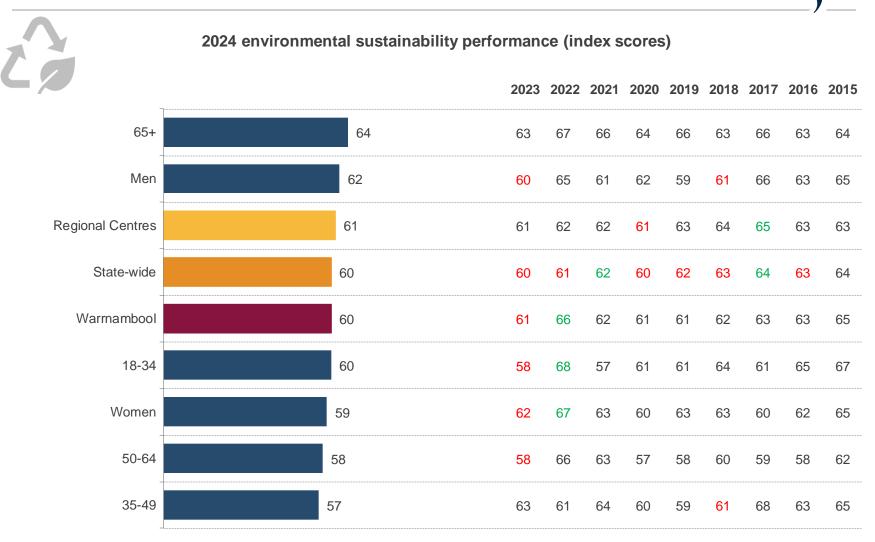


2024 environmental sustainability importance (%)

2024 Warrnambool	27	37		22	5 7 1
2023 Warrnambool	34	32		26	6 21
2022 Warrnambool	31	36		25	4 3 1
2021 Warrnambool	35	37		19	6 21
2020 Warrnambool	34	34		25	4 4
2019 Warrnambool	35	40		19	4 <mark>1</mark> 1
2018 Warrnambool	29	40		24	6 <mark>1</mark> 1
2017 Warrnambool	27	40		27	4 1
2016 Warrnambool	25	45		20	7 3 1
2015 Warrnambool	27	47		20	5 1
State-wide	25	36		25	8 4 1
Regional Centres	26	39		23	7 5 1
Men	17	37	24	10	11
Women	36	38		20	141
18-34	28	37		23	4 8
35-49	26	40		18	5 11
50-64	23	42		19	7 8 1
65+	29	34		25	6 4 2
	 Extremely important Not that important 	Very importantNot at all important	 Fairly impo Can't say 	rtant	

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

Environmental sustainability performance



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months? Base: All respondents. Councils asked State-wide: 34 Councils asked group: 6 Note: Please see Appendix A for explanation of significant differences.

Environmental sustainability performance



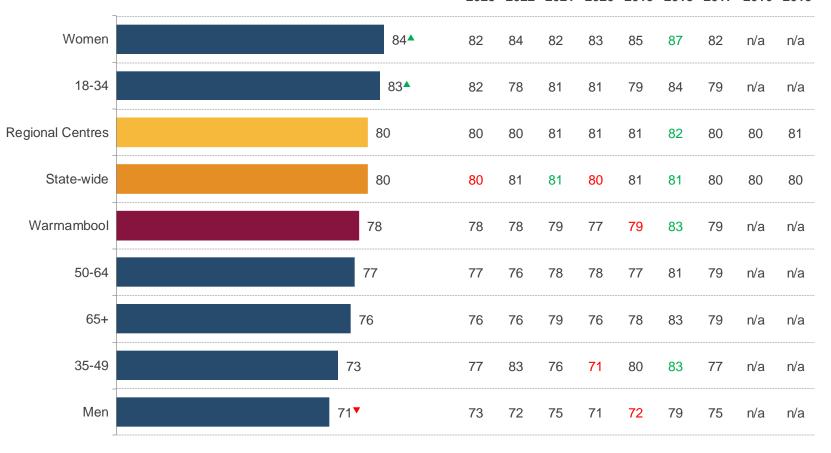
2024 Warrnamboo 2023 Warrnamboo 2022 Warrnamboo 2021 Warrnamboo 2020 Warrnamboo 2019 Warrnamboo 2018 Warrnamboo 2016 Warrnamboo 2015 Warrnamboo State-wide Regional Centres

2024 environmental sustainability performance (%)

Warmambool	10	37		29	9	5	9
Warmambool	10	35		37		8 3	7
Warrnambool	13	42		3	4	5	2 5
Warrnambool	11	38		33		10	2 6
Warrnambool	10	40		31		10	5 4
Warmambool	12	37		31		11	3 5
Warmambool	11	36		34		8 3	8
Warmambool	9	39		33		7 1	9
Warmambool	14	35		32		8 4	7
Warmambool	13	41		28		8 2	9
State-wide	10	34		32	9	4	13
gional Centres	9	35		32	8	4	12
Men	12	38		26	7	6	11
Women	9	36		32	12	5	7
18-34	13	35		25	11	8	8
35-49	6	41		28	9	9	6
50-64	10	31		30	16	3	10
65+	11	38		33		6 2	11
		■ Very good ■ Good	Average	Poor Ve	ry poor	Can't sa	ау

Emergency and disaster management importance

2024 emergency and disaster management importance (index scores)



2023 2022 2021 2020 2019 2018 2017 2016 2015

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.

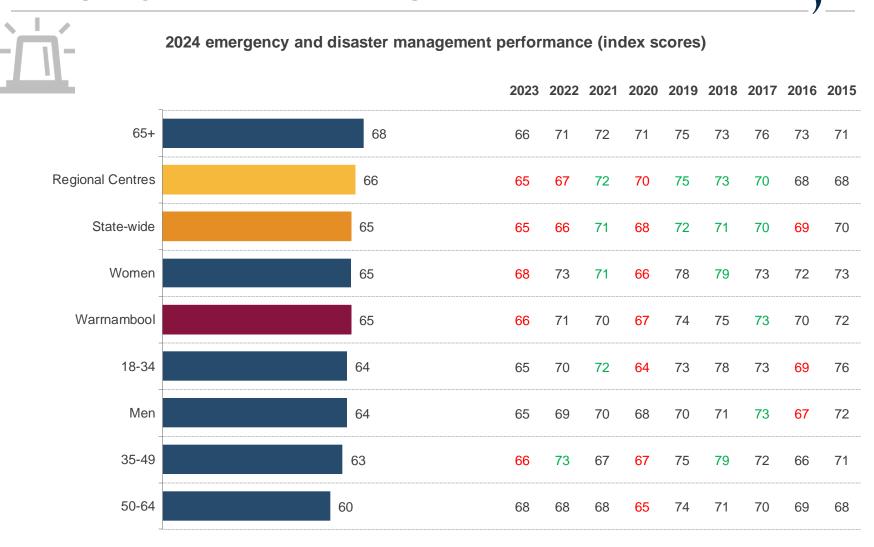
Emergency and disaster management importance

2024 emergency and disaster management importance (%)

2024 Warmambool	42		32			19	3 2 2
2023 Warmambool	41		34			17	5 <mark>1</mark> 1
2022 Warmambool	44		:	35		11	7 21
2021 Warmambool	43		34			18	4 1 <mark>1</mark>
2020 Warrnambool	40		35			18	5 2
2019 Warrnambool	42		36			17	4 <mark>1</mark> 1
2018 Warrnambool	50			36		9	4 <mark>1</mark> 1
2017 Warrnambool	39		39			16	4 2
State-wide	46			34		14	3 <mark>1</mark> 1
Regional Centres	46			34		15	3 <mark>1</mark> 1
Men	29	36			27		4 3 <mark>1</mark>
Women	54			28		11	223
18-34	55			27		16	2
35-49	38		30		17	8	5 2
50-64	43		26			24	222
65+	35		38			19	3 1 3
	 Extremely important Not that important 	 Very important Not at all important 	:	 Fairly impor Can't say 	tant		

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

Emergency and disaster management performance



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

W)

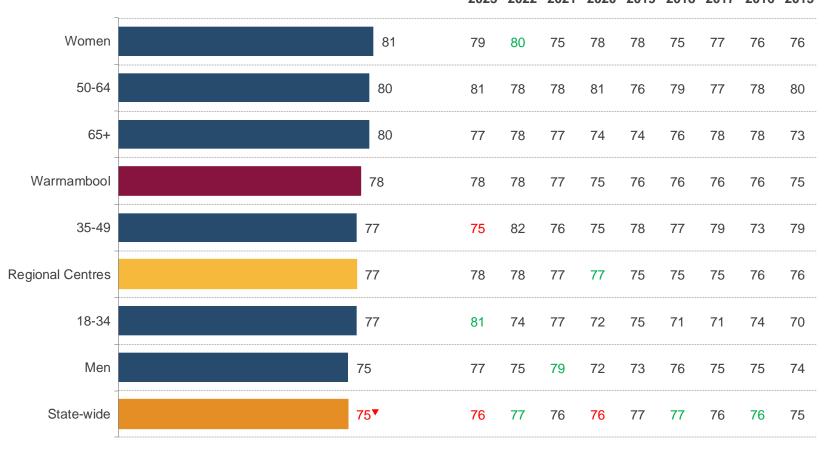
Ъ́-

2024 emergency and disaster management performance (%)

2024 Warmambool	13		37		24		6	4 15		
2023 Warmambool	14		37		2	22 6 3		19		
2022 Warrnambool	18		40			23		4	14	
2021 Warmambool	17		44			20		5 1	12	
2020 Warmambool	18		33			25 4		4 16		
2019 Warmambool	22			42			19	3	15	
2018 Warmambool	2	27		39			18	3 1	12	
2017 Warmambool	19		41			20		11 18		
2016 Warmambool	17		33		20)	4 2	24		
2015 Warrnambool	19		40	0		15	4 2		20	
State-wide	15		35			23	6	4	16	
Regional Centres	16		38			23	6	4	13	
Men	13		35			28	4	5	15	
Women	13		40			21	9	3	14	
18-34	15		42			2	6	7	6	4
35-49	15		33		22		10	5	16	
50-64	9	33			31		6 6		17	
65+	13		39			22	3 1	2	21	
	■ \	√ery good	Good	Average	Poor	· • • \	/ery poor	Can	't say	

Planning for population growth in the area importance

2024 population growth importance (index scores)



2023 2022 2021 2020 2019 2018 2017 2016 2015

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.

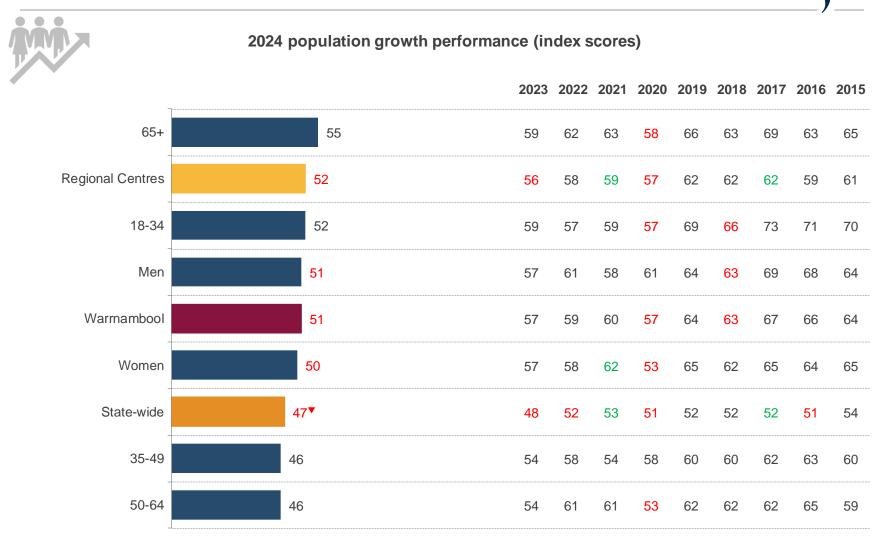
Planning for population growth in the area importance

2024 population growth importance (%)

2024 Warrnambool	38		41	17	31
2023 Warrnambool	40		40	15	3 21
2022 Warrnambool	38		40	16	3 2 1
2021 Warrnambool	33	4	3	20	2 <mark>1</mark> 1
2020 Warrnambool	33	40		21	4 1
2019 Warrnambool	34	40)	20	5 1
2018 Warrnambool	32	41		23	3 1
2017 Warrnambool	32	42		23	21
2016 Warrnambool	34	41		20	4 <mark>1</mark> 1
2015 Warrnambool	33	38		24	3 <mark>1</mark> 1
State-wide	35	38	3	20	5 <mark>1</mark> 1
Regional Centres	36		41	18	4 <mark>1</mark> 1
Men	29	46		20	4
Women	46		36	14	31
18-34	34		45	16	6
35-49	36		39	22	2
50-64	44		37	15	2 <mark>1</mark> 1
65+	40		41	15	3 1
,	 Extremely important Not that important 	Very importantNot at all important	■ Fairly important ■ Can't say		

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

Planning for population growth in the area performance



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 (%)

2024 Warmambool	6	26		32			18	9	9
2023 Warrnambool	10	29			33		12	6	11
2022 Warrnambool	10		35		33			10 5	5 8
2021 Warrnambool	10	3	2		31		11	3	12
2020 Warrnambool	10	30			29		17	4	9
2019 Warrnambool	15		39			24		8 4	10
2018 Warrnambool	14		36			28		9 4	10
2017 Warrnambool	16		40			24		6 3	12
2016 Warrnambool	17		35			26		8 3	12
2015 Warrnambool	13		41			27		8	3 7
State-wide	5	21		29		19	11		15
Regional Centres	9	26		29		1	7	10	10
Men	4	32		30)		15	11	8
Women	7	21		34			20	7	10
18-34	9	23		27		21		8	12
35-49	6	21		35		18		15	6
50-64	3	22		32		21		11	10
65+	5	33			34		14	5	9
		■ Very good	Good	Average	Poor	■ Ve	ery poor	Can'i	say

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 (%)

2024 Warmambool	20	41	31	4 2 1
2023 Warrnambool	24	43	28	3 <mark>1</mark> 1
2022 Warrnambool	27	39	27	4 <mark>2</mark> 1
2021 Warrnambool	25	47	25	21
2020 Warrnambool	24	39	29	5 <mark>2</mark> 1
2019 Warrnambool	25	42	29	3 <mark>1</mark> 1
2018 Warmambool	25	42	25	5 <mark>2</mark> 1
2017 Warmambool	21	45	28	5 <mark>1</mark> 1
State-wide	22	40	29	6 <mark>2</mark> 2
Regional Centres	21	40	31	4 <mark>1</mark> 1
Men	14	41	35	7 21
Women	26	41	28	<mark>12</mark> 1
18-34	24	37	33	4 2
35-49	27	42	28	2
50-64	18	40	33	6 <mark>1</mark> 1
65+	14	43	31	6 2 3
	 Extremely important Not that important 	Very importantNot at all important	 Fairly important Can't say 	

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

Business and community development performance



Q2. How has Council performed on 'Business and community development' over the last 12 months? Base: All respondents. Councils asked State-wide: 14 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Business and community development performance



2024 business/community development performance (%)

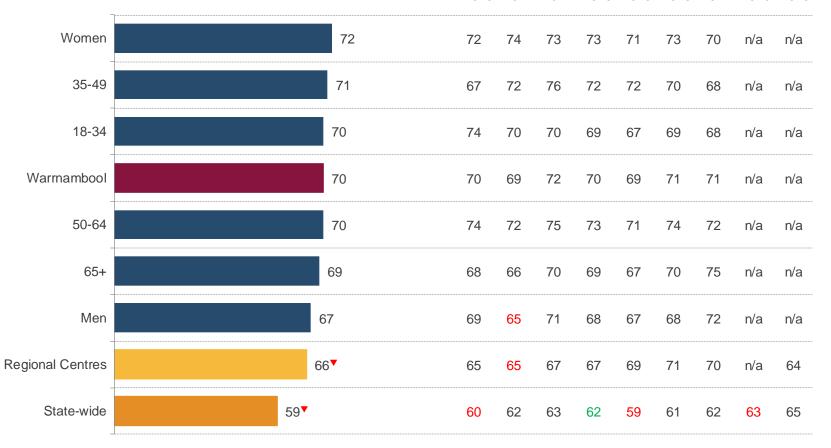
24 Warmambool	7	31	34	11	4 11
23 Warrnambool	6	35	31	12	4 12
22 Warmambool	11	36	34		10 <mark>1</mark> 8
21 Warmambool	9	33	36		9 3 9
20 Warrnambool	8	28	31	16	8 8
19 Warmambool	11	37	33		11 3 6
18 Warrnambool	5	33	34	15	5 8
17 Warmambool	9	39	35		7 3 8
16 Warmambool	8	32	37	11	4 9
15 Warmambool	7	27	38	14	7 6
State-wide	7	30	33	11 4	15
egional Centres	6	29	33	13	5 13
Men	6	35	31	12	7 9
Women	9	27	37	11	2 13
18-34	13	31	27	14	8 8
35-49	4	34	32	14	7 10
50-64	7	30	35	15	4 9
65+	6	30	41	7	16
	-	■ Very good ■ Good	Average Poor	Very poor	Can't say

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

Tourism development importance



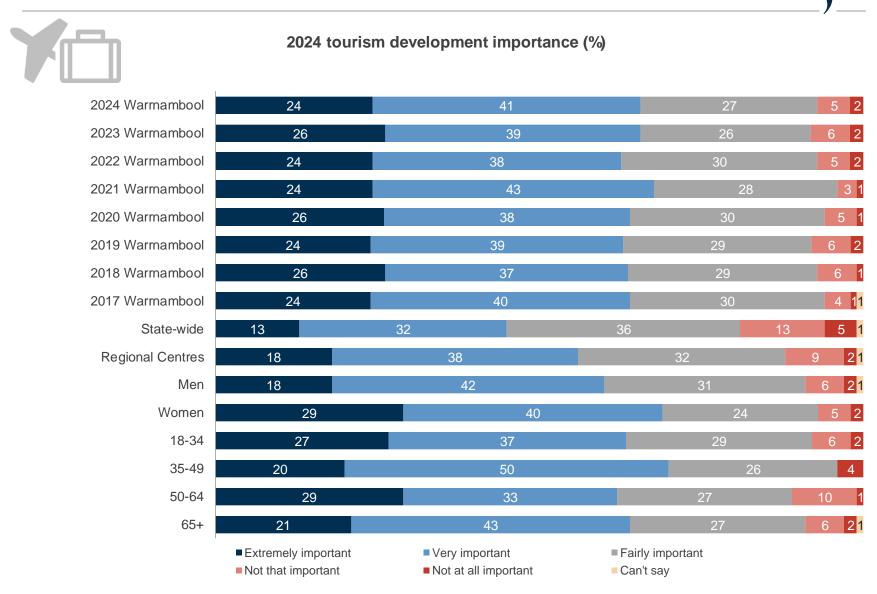
2024 tourism development importance (index scores)



2023 2022 2021 2020 2019 2018 2017 2016 2015

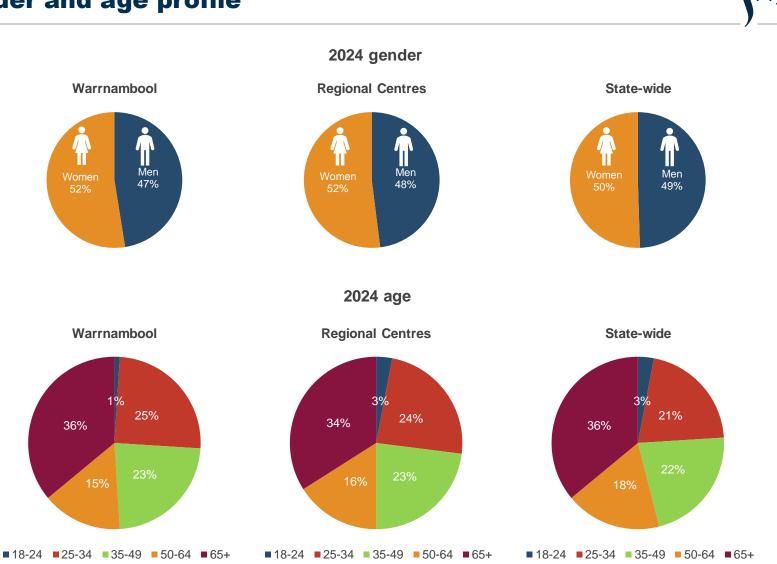
Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council? Base: All respondents. Councils asked State-wide: 7 Councils asked group: 2 Note: Please see Appendix A for explanation of significant differences.

Tourism development importance



Detailed demographics

Gender and age profile



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.

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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 statewide 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

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 Score = (\$1 - \$2) /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/ourprograms/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

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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 subgroup 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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