



2021 Local Government Community Satisfaction Survey

Warrnambool City Council

Coordinated by the Department of Jobs,
Precincts and Regions on behalf of
Victorian councils



Contents

<u>Background and objectives</u>	<u>3</u>	<u>Disadvantaged support services</u>	<u>96</u>
<u>Key findings and recommendations</u>	<u>4</u>	<u>Recreational facilities</u>	<u>98</u>
<u>Detailed findings</u>	<u>12</u>	<u>Appearance of public areas</u>	<u>102</u>
<u>Overall performance</u>	<u>13</u>	<u>Art centres and libraries</u>	<u>106</u>
<u>Customer service</u>	<u>31</u>	<u>Community and cultural activities</u>	<u>110</u>
<u>Communication</u>	<u>40</u>	<u>Waste management</u>	<u>114</u>
<u>Council direction</u>	<u>45</u>	<u>Business and community development and tourism</u>	<u>118</u>
<u>Individual service areas</u>	<u>51</u>	<u>General town planning policy</u>	<u>122</u>
<u>Community consultation and engagement</u>	<u>52</u>	<u>Planning and building permits</u>	<u>126</u>
<u>Lobbying on behalf of the community</u>	<u>56</u>	<u>Environmental sustainability</u>	<u>130</u>
<u>Decisions made in the interest of the community</u>	<u>60</u>	<u>Emergency and disaster management</u>	<u>134</u>
<u>Condition of sealed local roads</u>	<u>64</u>	<u>Planning for population growth</u>	<u>138</u>
<u>Informing the community</u>	<u>68</u>	<u>Business and community development</u>	<u>142</u>
<u>Condition of local streets and footpaths</u>	<u>72</u>	<u>Tourism development</u>	<u>146</u>
<u>Traffic management</u>	<u>76</u>	<u>Detailed demographics</u>	<u>148</u>
<u>Parking facilities</u>	<u>80</u>	<u>Appendix A: Index scores, margins of error and significant differences</u>	<u>150</u>
<u>Enforcement of local laws</u>	<u>84</u>	<u>Appendix B: Further project information</u>	<u>155</u>
<u>Family support services</u>	<u>88</u>		
<u>Elderly support services</u>	<u>92</u>		



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-second 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 22 years

Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 22 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

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

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

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. Inside the 'W', there is a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex web, with some nodes appearing brighter than others.

Key findings and recommendations



Warrnambool City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Warrnambool 55



State-wide 61



Regional Centres 60

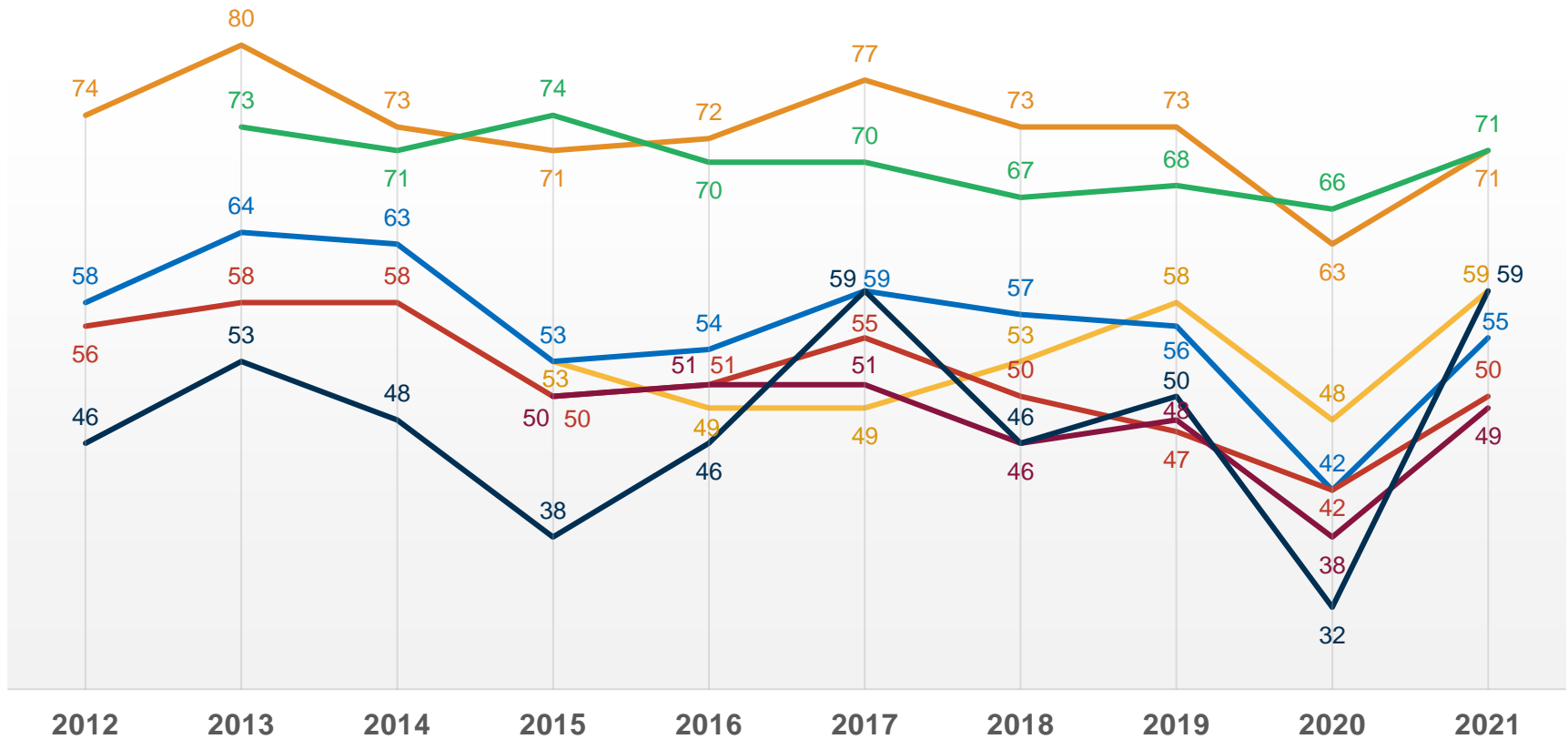
Council performance compared to State-wide and group averages

	The three areas where Council performance is significantly higher by the widest margin	The three areas where Council performance is significantly lower by the widest margin
Compared to State-wide average	<div> Building & planning permits </div> <div> Population growth </div> <div> Local streets & footpaths </div>	<div> Informing the community </div> <div> Community decisions </div> <div> Parking facilities </div>
Compared to group average	None	<div> Informing the community </div> <div> Art centres & libraries </div> <div> Community decisions </div>



Summary of core measures

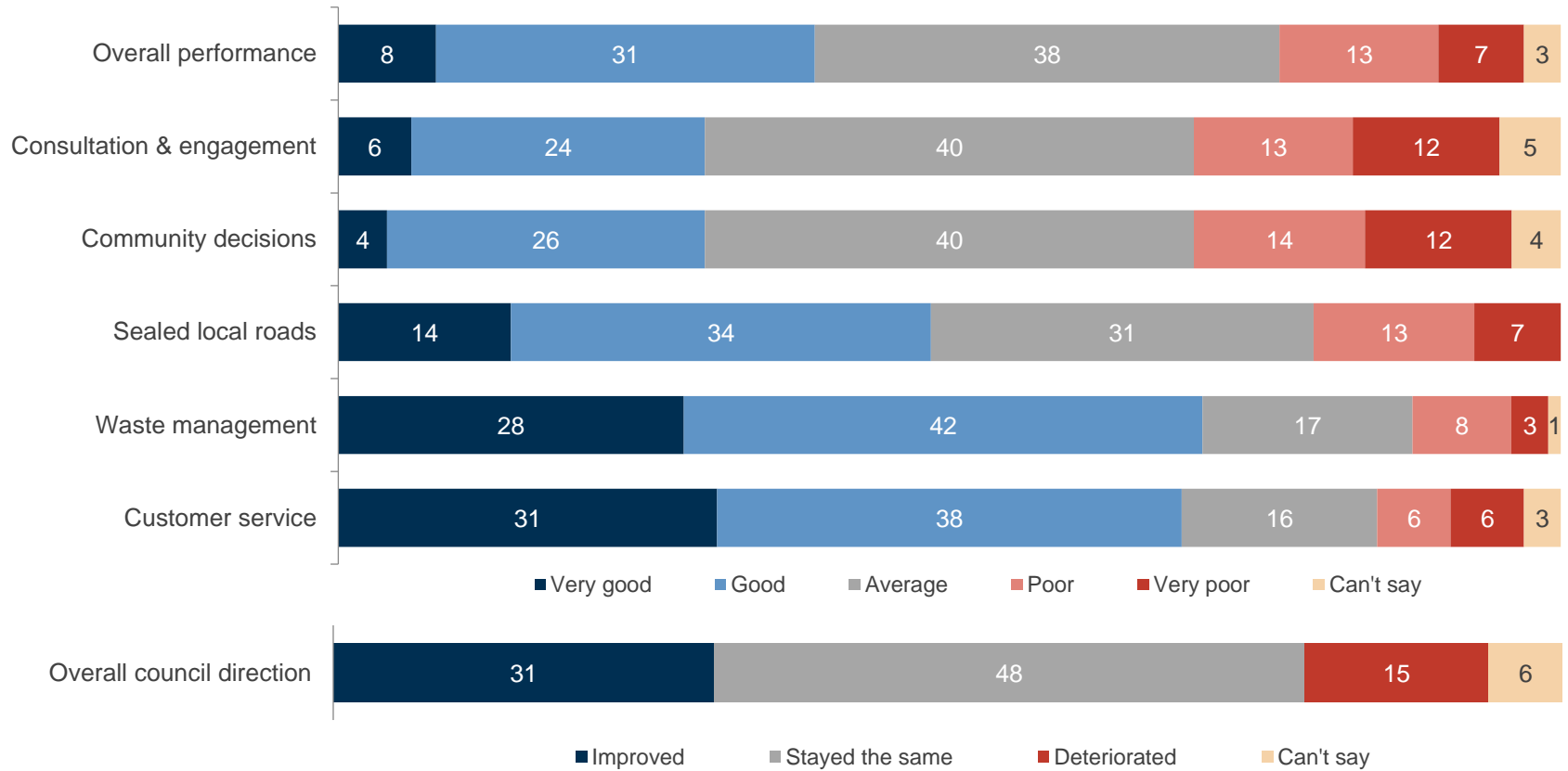
Index scores















Summary of core measures

Core measures summary results (%)





Summary of Warrnambool City Council performance

Services		Warrnambool 2021	Warrnambool 2020	Regional Centres 2021	State-wide 2021	Highest score	Lowest score
	Overall performance	55	42	60	61	Aged 18-34 years	Aged 65+ years
	Value for money	54	-	55	54	Aged 65+ years	Aged 35-49 years
	Overall council direction	59	32	54	53	Aged 65+ years	Aged 35-49 years
	Customer service	71	63	71	70	Aged 50-64 years	Aged 18-34 years
	Appearance of public areas	76	71	75	73	Aged 65+ years	Aged 35-49 years
	Recreational facilities	71	65	74	71	Aged 65+ years	Aged 35-49 years
	Waste management	71	66	69	69	Aged 65+ years	Aged 35-49 years
	Emergency & disaster mngt	70	67	72	71	Aged 65+ years, Aged 18-34 years	Aged 35-49 years
	Enforcement of local laws	69	63	67	64	Women	Men, Aged 65+ years
	Family support services	68	66	66	66	Aged 65+ years	Aged 18-34 years



Summary of Warrnambool City Council performance

Services		Warrnambool 2021	Warrnambool 2020	Regional Centres 2021	State-wide 2021	Highest score	Lowest score
	Art centres & libraries	68	69	75	73	Aged 65+ years	Aged 18-34 years, Men
	Elderly support services	67	65	65	69	Aged 65+ years	Aged 18-49 years
	Disadvantaged support serv.	64	61	63	63	Men, Aged 65+ years	Aged 35-49 years
	Local streets & footpaths	64	56	62	59	Aged 18-34 years	Aged 35-49 years
	Community & cultural	64	65	65	65	Aged 65+ years	Aged 18-34 years
	Environmental sustainability	62	61	62	62	Aged 65+ years	Aged 18-34 years
	Bus/community dev./tourism	61	60	62	61	Aged 65+ years	Aged 18-34 years
	Business & community dev.	60	53	61	60	Aged 35-49 years, Aged 65+ years	Aged 50-64 years
	Population growth	60	57	59	53	Aged 65+ years	Aged 35-49 years
	Traffic management	59	50	60	59	Aged 18-34 years	Aged 65+ years



Summary of Warrnambool City Council performance

Services		Warrnambool 2021	Warrnambool 2020	Regional Centres 2021	State-wide 2021	Highest score	Lowest score
	Building & planning permits	59	58	58	51	Women, Aged 35-49 years	Men
	Sealed local roads	59	48	60	57	Aged 35+ years	Aged 18-34 years
	Town planning policy	55	50	55	55	Aged 65+ years	Aged 18-34 years
	Lobbying	53	43	56	55	Aged 50-64 years	Aged 35-49 years
	Informing the community	52	45	59	60	Aged 65+ years, Aged 35-49 years	Aged 50-64 years
	Parking facilities	51	38	55	58	Aged 35-49 years	Women, Aged 18-34 years
	Consultation & engagement	50	42	54	56	Aged 18-34 years	Aged 35-49 years
	Community decisions	49	38	54	56	Aged 50+ years	Aged 18-34 years



Focus areas for the next 12 months

Overview

Perceptions of Warrnambool City Council's overall performance improved significantly in 2021, marking an upturn on the significant decline in the previous evaluation. This positive result is reflected in most service areas, where performance perceptions improved significantly in the past 12 months. Council's most improved measures are parking facilities, sealed local roads, decisions made in the community's interest and lobbying (each up 10 or more index points).

Key influences on perceptions of overall performance

Council should focus on maintaining and further improving performance in the individual service areas that most influence perception of overall performance, namely decisions made in the community's interest, followed by traffic management, consultation and engagement and lobbying. Waste management is another area that is influential in overall perceptions, but Council currently performs well here. Efforts here should be held firm.

Comparison to state and area grouping

On 17 of the 24 service areas evaluated, Council performs in line with the Regional Centres group average – this is a positive result. However, Council continues to rate significantly lower than the State-wide and Regional Centres group averages in five service areas: art centres and libraries, community decisions, consultation and engagement, parking facilities, and informing the community. In a further two service areas, Council rates below the Regional Centres group average, but on par with the State-wide result.

Maintain gains achieved to date

Over the next 12 months, Council should look to consolidate and build upon its strong and improved performance in the areas of waste management and enforcement of local laws. An emphasis on strong communication and transparency about decisions made in the community's interest will also be important in bolstering positive opinions of Council's performance in the year ahead – as will demonstrating that it consults with residents about key local issues (particularly regarding traffic management), and advocates on their behalf.

DETAILED FINDINGS



Overall performance



Overall performance

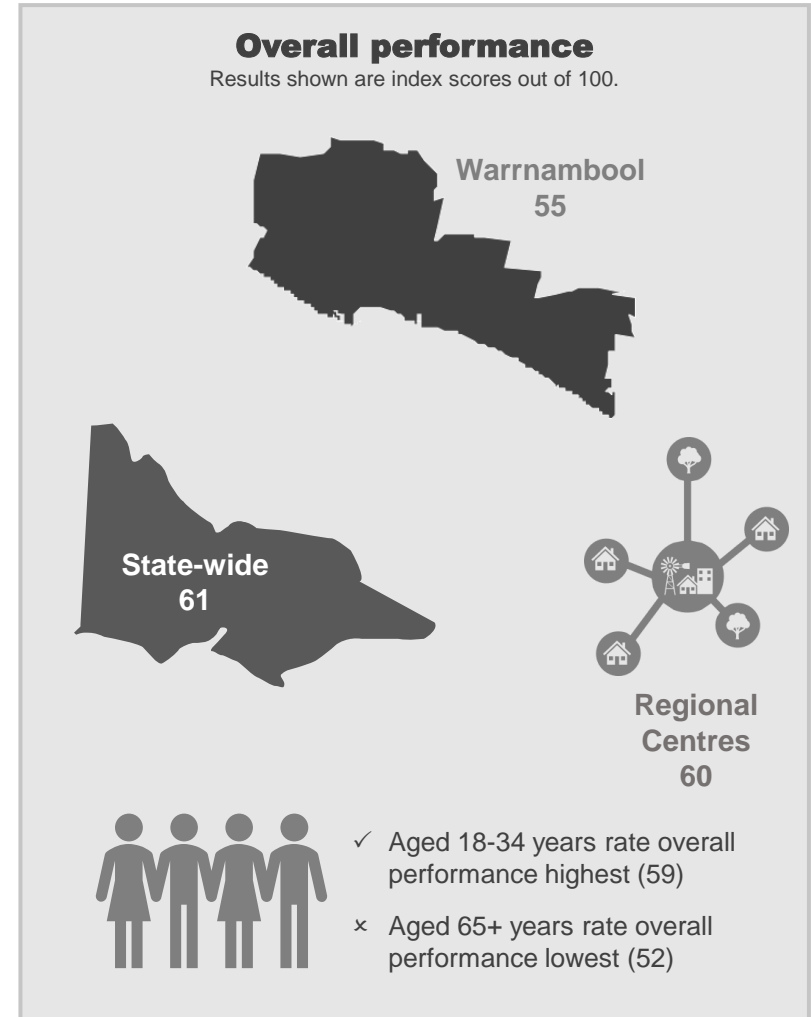
The overall performance index score of 55 for Warrnambool City Council marks a significant 13-point improvement on the 2020 result. Perceptions have largely recovered from last year's decline and are now similar to those in 2019.

Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than both the Regional Centres group and State-wide averages (index scores of 60 and 61 respectively).

- Overall performance perceptions have improved significantly among almost all cohorts, with the greatest increase seen among residents aged 18 to 34 years (up 21 index points).
- Contrary to last year's results, overall performance is rated highest among residents aged 18 to 34 years (index score of 59) and lowest among those aged 65 years and over (index score of 52).

More than a third of residents (37%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. A similar proportion (36%) rate Council as 'average', and 23% rate it as 'very poor' or 'poor' in providing value for money.

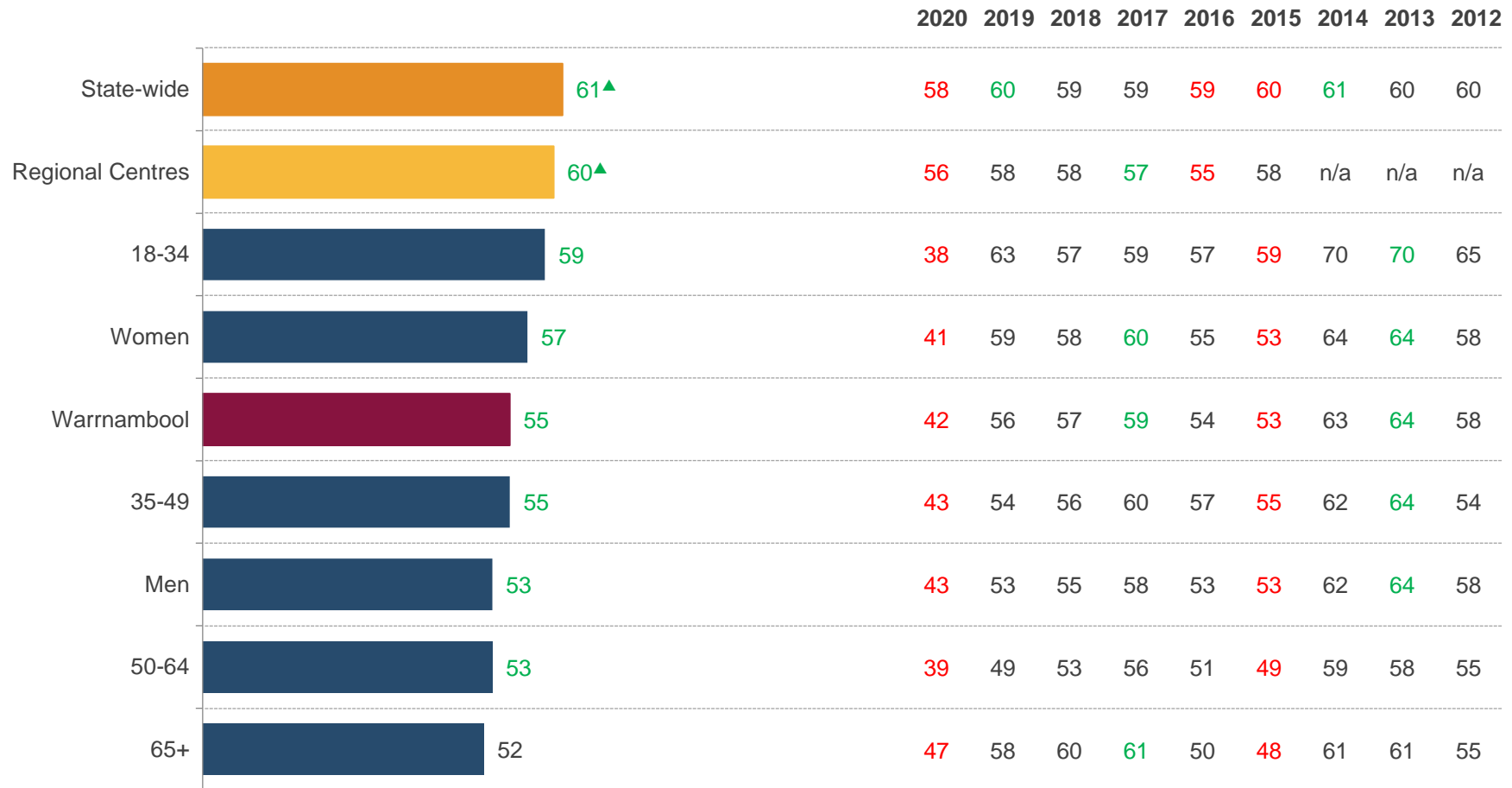
- Perceptions of Council's value for money are most positive among residents aged 65 years and over, and least positive among those aged 35 to 49 years.





Overall performance

2021 overall performance (index scores)



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

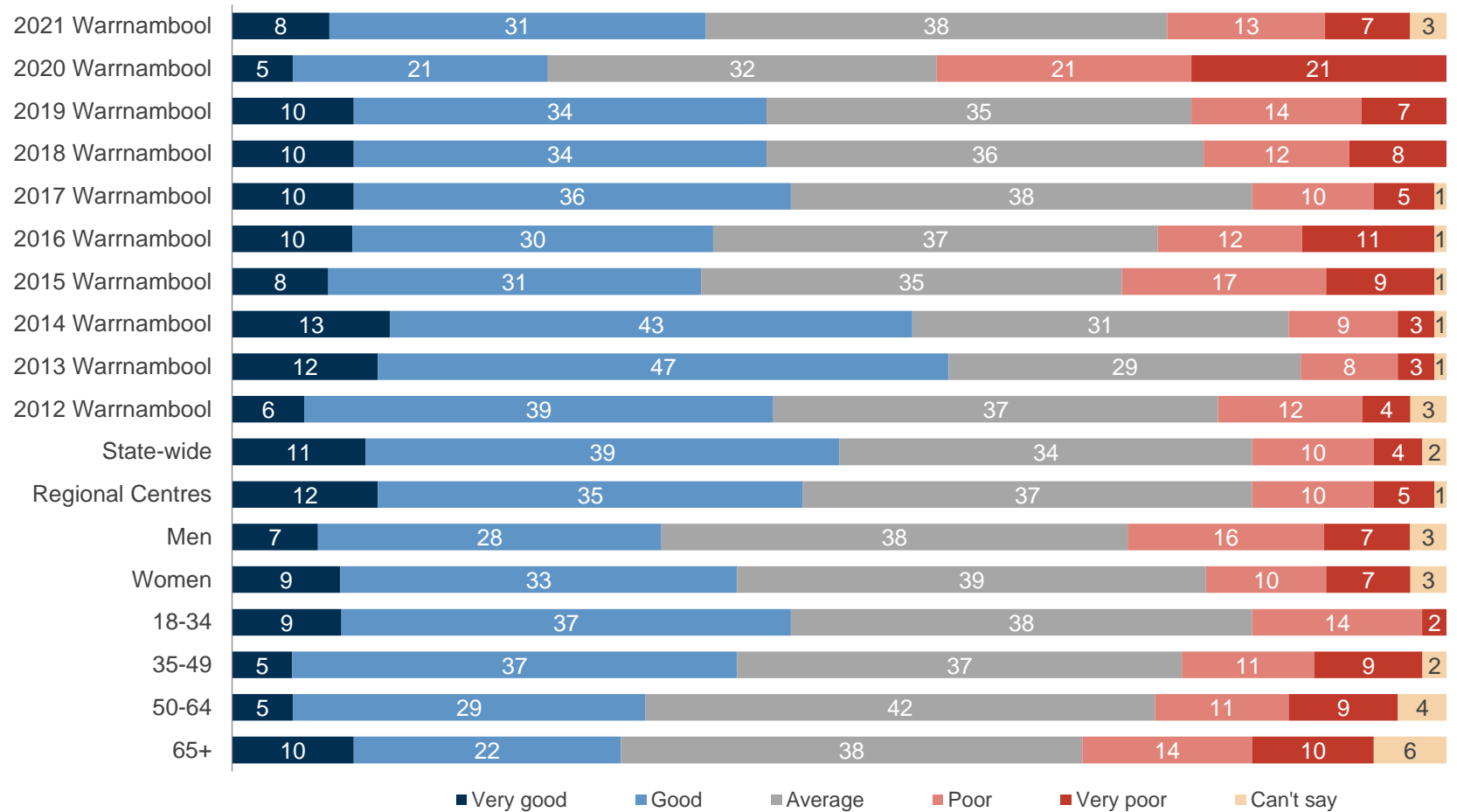
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



Overall performance

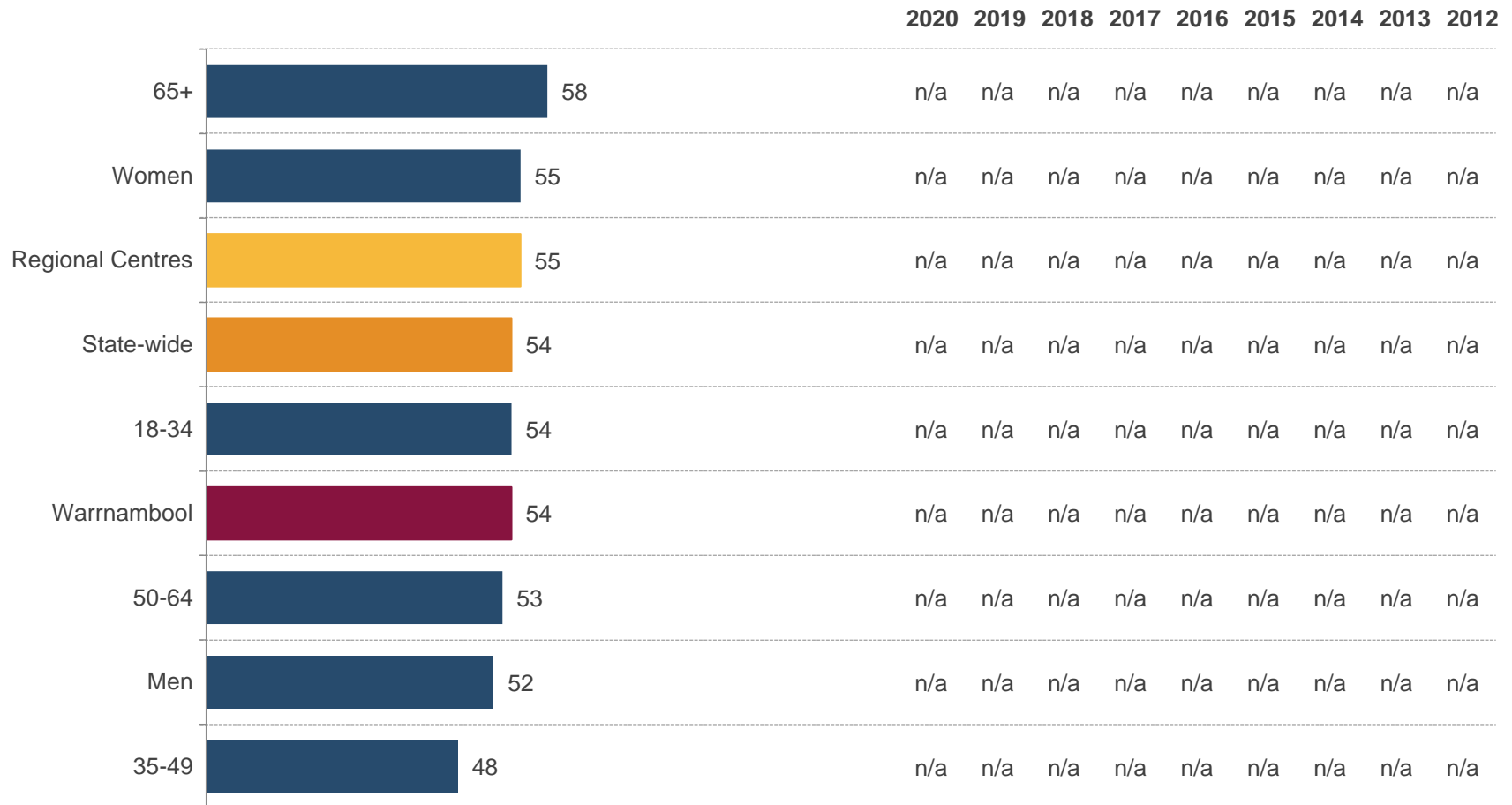
2021 overall performance (%)





Value for money in services and infrastructure

2021 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?

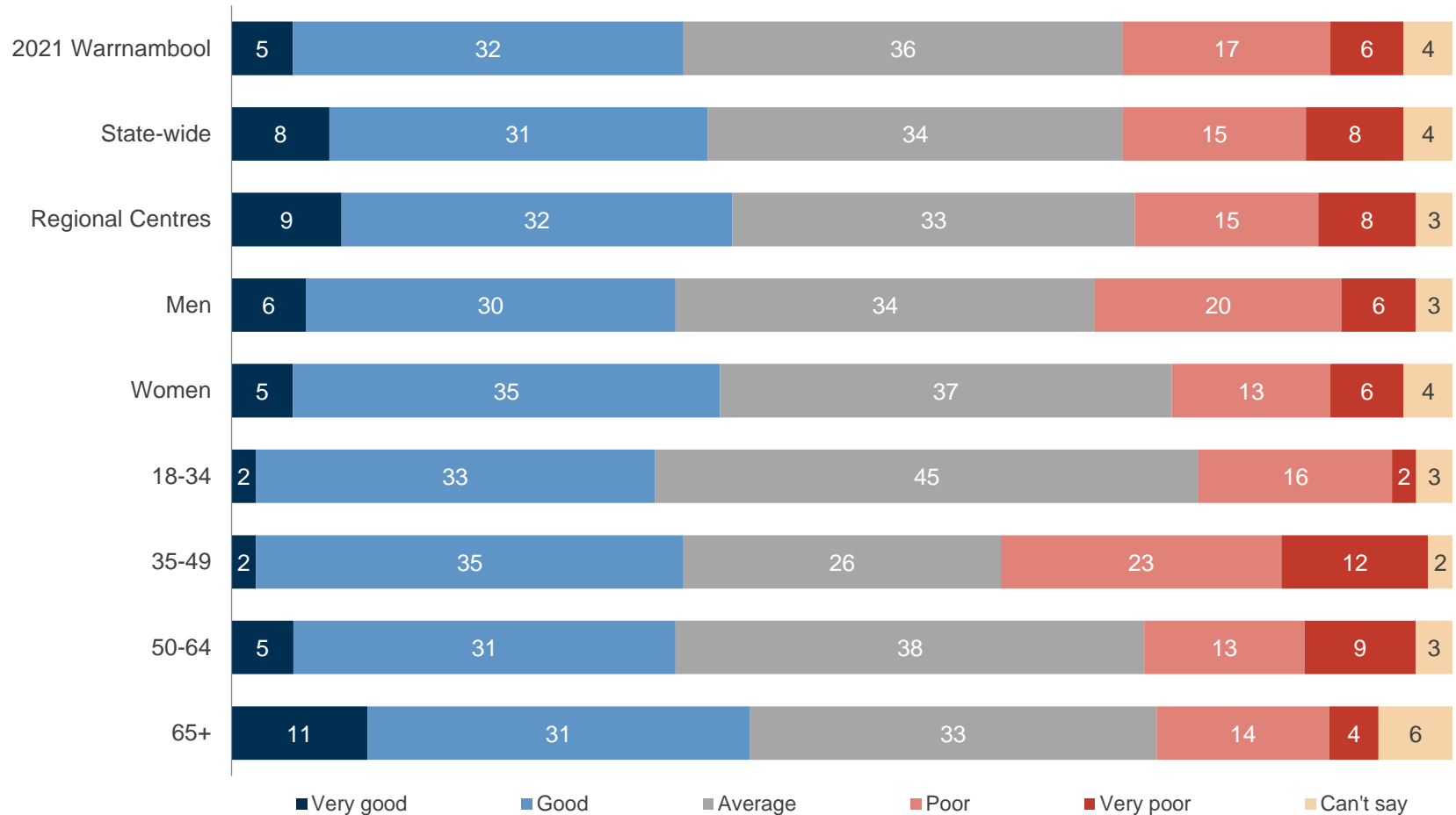
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



Value for money in services and infrastructure

2021 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: 66 Councils asked group: 8



Top performing service areas

Warrnambool City Council continues to perform best on appearance of public areas (index score of 76, up a significant five points on 2020).

Recreational facilities and waste management are Council's next highest rated service areas (both with an index score of 71, up six and five points respectively, significantly higher than last year's results).

- Across all three areas, ratings are highest among residents aged 65 years and over and lowest among those aged 35 to 49 years. Ratings of all three areas also increased significantly among residents aged 18 to 34 years.
- Council should look to maintain the improved results among residents aged 18 to 34 years, while paying increased attention to those aged 35 to 49 years.

Council is also well-regarded in the areas of emergency and disaster management (index score of 70, up three points) and enforcement of local laws (69, up a significant six points).

Remarkably, Council's rated performance improved significantly on 14 of the 24 service areas evaluated.

Council is now rated significantly higher than the State-wide average on enforcement of local laws and the appearance of public areas, but significantly lower than the Regional Centres group on recreational facilities.





Low performing service areas



Council rates lowest – relative to its performance in other areas – in the area of decisions made in the interest of the community (index score of 49).

Council continues to perform lowest in the area of decisions made in the community's interest (index score of 49), despite a significant 11 point in the last year.

- Reflecting last year's results, performance perceptions in this area are least positive among residents aged 18 to 34 years (index score of 44).
- This service area is *most* influential on perceptions of Council's overall performance, so improving perceptions here is warranted.

Consultation and engagement is Council's next lowest-rated area (index score of 50), followed by parking facilities (index score of 51) and informing the community (index score of 52).

- Encouragingly, ratings in these areas improved significantly in the last year, and Council should strive to maintain and build on these improved results.

However, in all of the above areas, Council performs significantly below the Regional Centres group and State-wide averages.

The ongoing need to raise performance in the aforementioned areas is reinforced by the fact that residents see community consultation (14%), communication and decision making processes (both 10%) as among the areas Council needs to improve on the most.



Individual service area performance

2021 individual service area performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Appearance of public areas	76	71	79	74	74	76	77	77	82	n/a
Recreational facilities	71	65	70	69	71	72	72	74	75	n/a
Waste management	71	66	68	67	70	70	74	71	73	n/a
Emergency & disaster mngt	70	67	74	75	73	70	72	74	73	n/a
Enforcement of local laws	69	63	69	66	67	66	69	70	71	n/a
Family support services	68	66	70	67	67	67	68	73	72	n/a
Art centres & libraries	68	69	73	72	72	74	76	77	78	n/a
Elderly support services	67	65	71	70	71	68	71	75	73	n/a
Disadvantaged support serv.	64	61	66	63	63	61	63	68	68	n/a
Local streets & footpaths	64	56	64	58	55	58	65	64	65	n/a
Community & cultural	64	65	70	66	68	71	70	76	75	n/a
Environmental sustainability	62	61	61	62	63	63	65	67	68	n/a
Bus/community dev./tourism	61	60	67	60	64	65	58	70	70	n/a
Business & community dev.	60	53	61	55	62	58	54	n/a	n/a	n/a
Population growth	60	57	64	63	67	66	64	66	67	n/a
Traffic management	59	50	59	52	61	57	62	62	65	n/a
Planning & building permits	59	58	64	58	61	58	60	61	62	n/a
Sealed local roads	59	48	58	53	49	49	53	n/a	n/a	n/a
Town planning policy	55	50	56	54	58	56	57	61	61	n/a
Lobbying	53	43	53	53	59	54	55	59	60	57
Informing the community	52	45	54	54	60	55	58	61	62	n/a
Parking facilities	51	38	45	39	49	54	48	50	55	n/a
Consultation & engagement	50	42	47	50	55	51	50	58	58	56
Community decisions	49	38	48	46	51	51	50	n/a	n/a	n/a

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

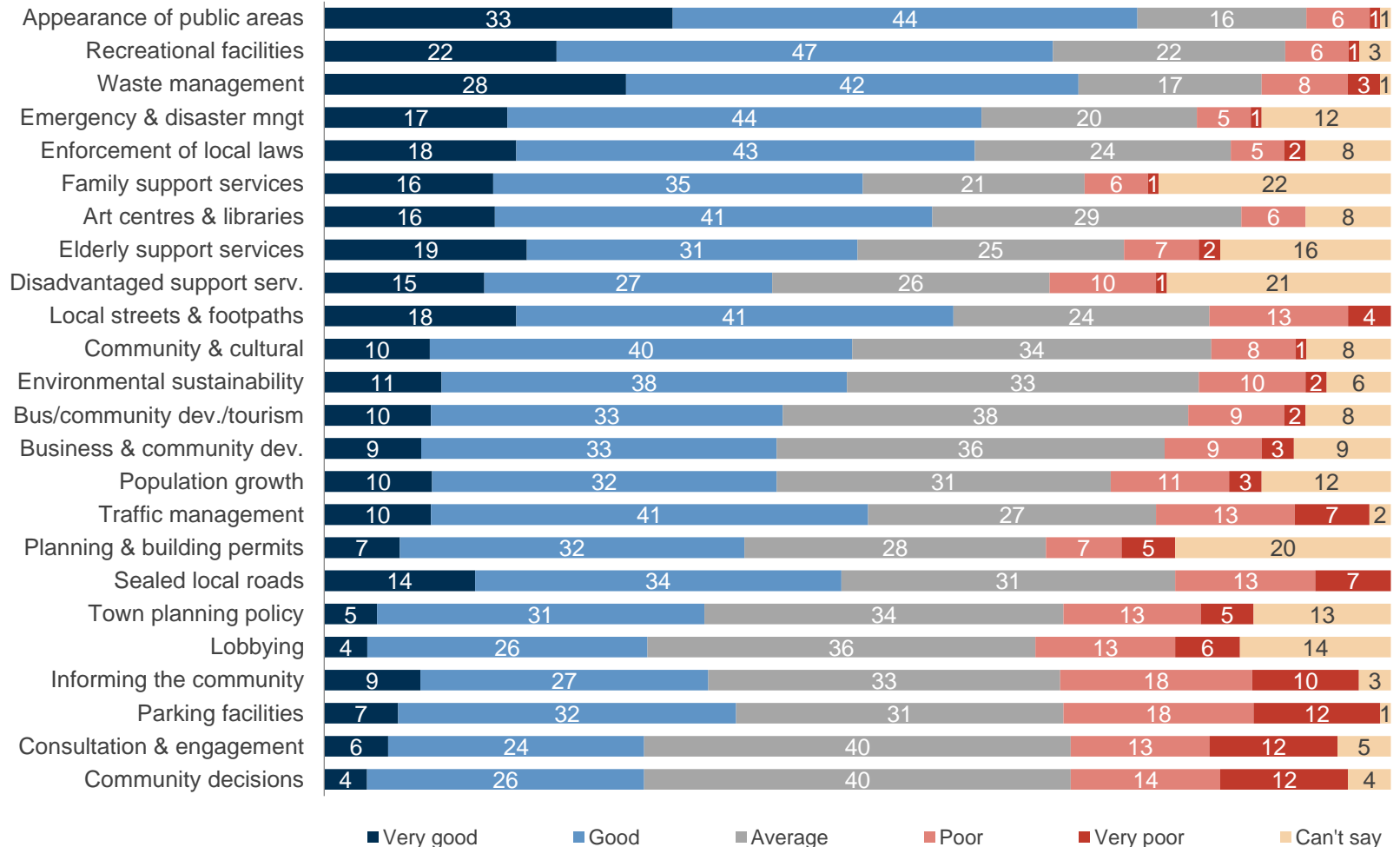
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



Individual service area performance

2021 individual service area performance (%)





Individual service area importance

2021 individual service area importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Community decisions	83	80	83	82	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	83	78	81	78	77	76	75	76	76	n/a
Waste management	82	79	81	80	77	77	78	80	78	n/a
Elderly support services	82	79	81	79	79	76	80	79	80	n/a
Emergency & disaster mngt	79	77	79	83	79	n/a	n/a	n/a	n/a	n/a
Sealed local roads	78	79	80	82	81	n/a	n/a	n/a	n/a	n/a
Family support services	78	75	74	75	76	73	78	75	74	n/a
Local streets & footpaths	78	73	78	77	76	77	79	78	77	n/a
Consultation & engagement	77	78	80	78	75	74	77	74	74	n/a
Population growth	77	75	76	76	76	76	75	77	77	n/a
Town planning policy	76	70	72	74	71	72	75	73	72	n/a
Appearance of public areas	76	71	74	76	73	77	76	77	74	n/a
Bus/community dev./tourism	75	74	73	75	73	76	76	75	73	n/a
Environmental sustainability	75	72	76	73	73	71	73	73	72	n/a
Recreational facilities	74	71	73	74	74	75	75	74	73	n/a
Parking facilities	74	75	78	78	74	75	75	76	74	n/a
Business & community dev.	74	70	72	71	71	n/a	n/a	n/a	n/a	n/a
Traffic management	73	68	73	74	70	71	73	73	71	n/a
Planning & building permits	73	69	70	72	68	69	70	74	71	n/a
Tourism development	72	70	69	71	71	n/a	n/a	n/a	n/a	n/a
Lobbying	72	69	72	72	70	68	72	71	71	n/a
Enforcement of local laws	71	67	67	69	70	72	71	71	73	n/a
Community & cultural	68	60	64	63	63	64	65	65	62	n/a
Art centres & libraries	64	59	65	64	64	65	65	67	65	n/a

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

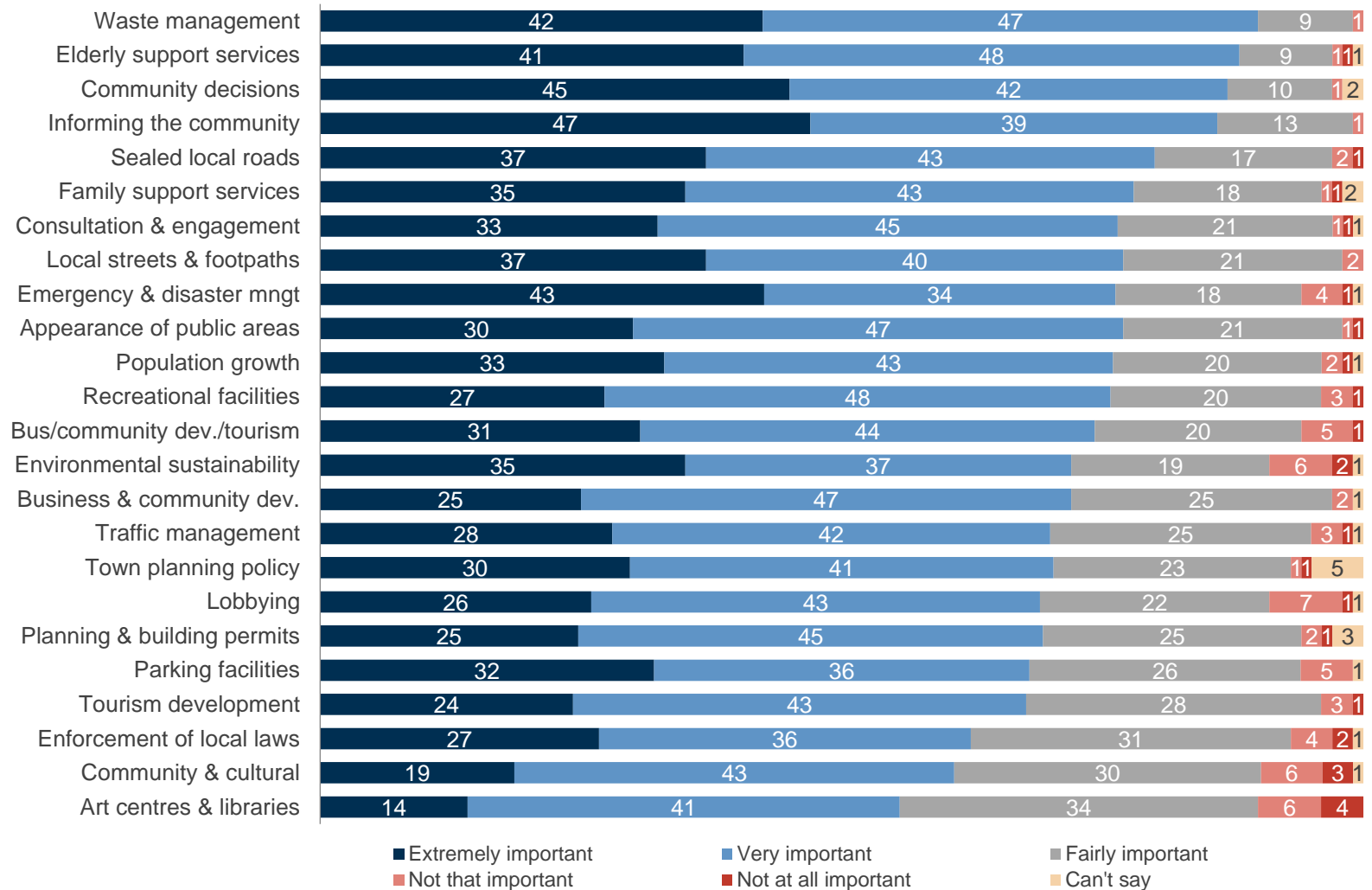
Base: All respondents. Councils asked state-wide: 34 Councils asked group: 5

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



Individual service area importance

2021 individual service area importance (%)



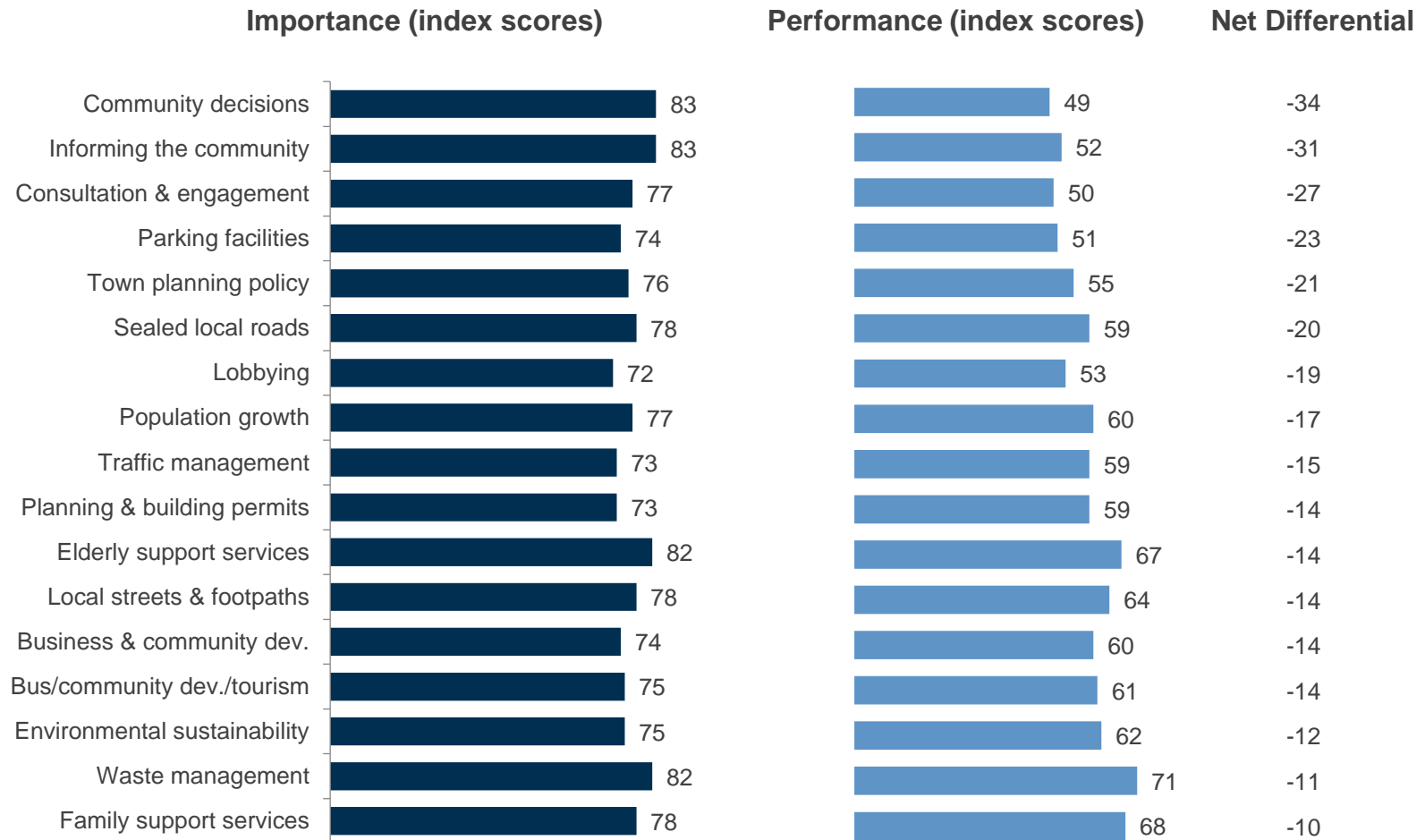
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?

Base: All respondents. Councils asked state-wide: 34 Councils asked group: 5



Individual service areas importance vs performance

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





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 Council's poorest performing area (index score of 49).

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

- Traffic management
- Community consultation and engagement
- Waste management
- Lobbying on behalf of the community
- Enforcement of local laws.

Looking at these key service areas only, waste management and enforcement of local laws have a high performance index (71 and 69 respectively) and a moderate influence on the overall performance rating. Maintaining these positive results should remain a focus but there is greater work to be done elsewhere.

Other service areas with a moderate influence on overall perceptions, but where Council is performing less well, are community consultation and engagement, lobbying and traffic management (performance index score of 50, 53 and 59 respectively).

It will be important to demonstrate Council efforts to consult with residents about key local issues and advocate on their behalf to improve overall perceptions of Council.

Continuing to address resident concerns around traffic management can also help to shore up positive opinion 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 the council performance index for each individual service. Service areas appearing on the right-side of the chart have a higher performance index than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The regressions are shown on the following two charts.

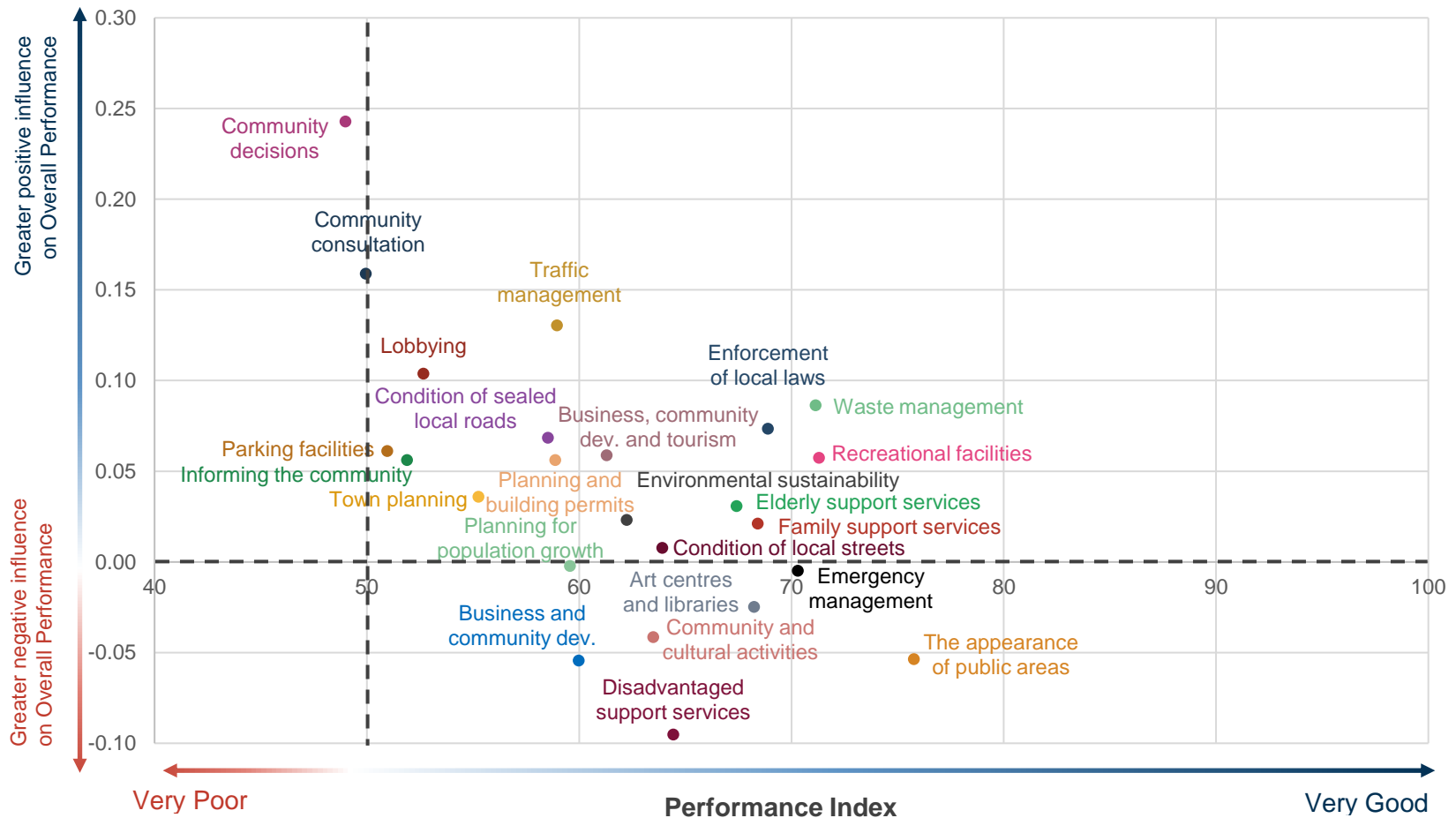
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

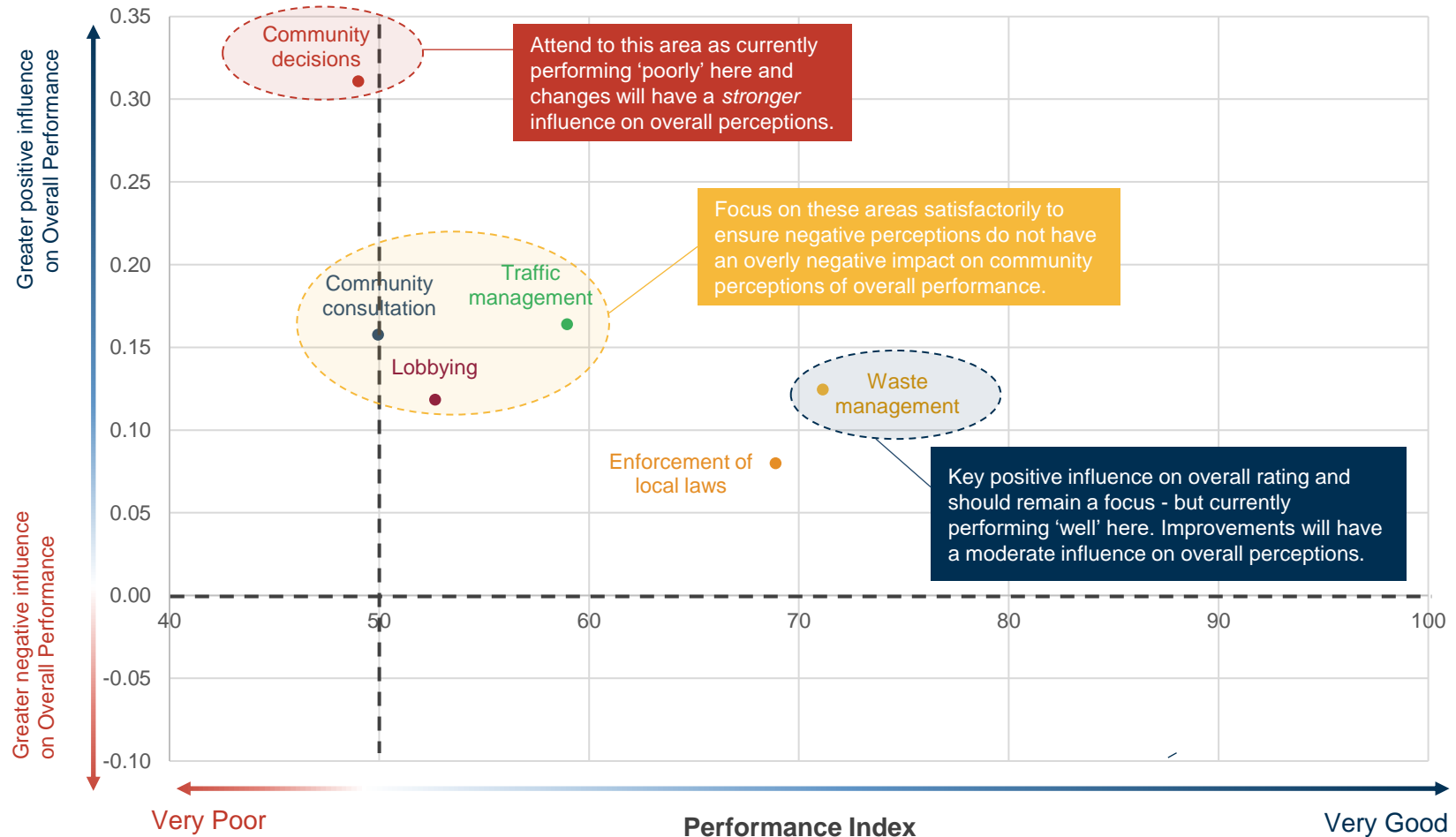
2021 regression analysis (all service areas)



The multiple regression analysis model above (all service areas) has an R^2 value of 0.491 and adjusted R^2 value of 0.459, which means that 49% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 15.10$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.

Influence on overall performance: key service areas

2021 regression analysis (key service areas)

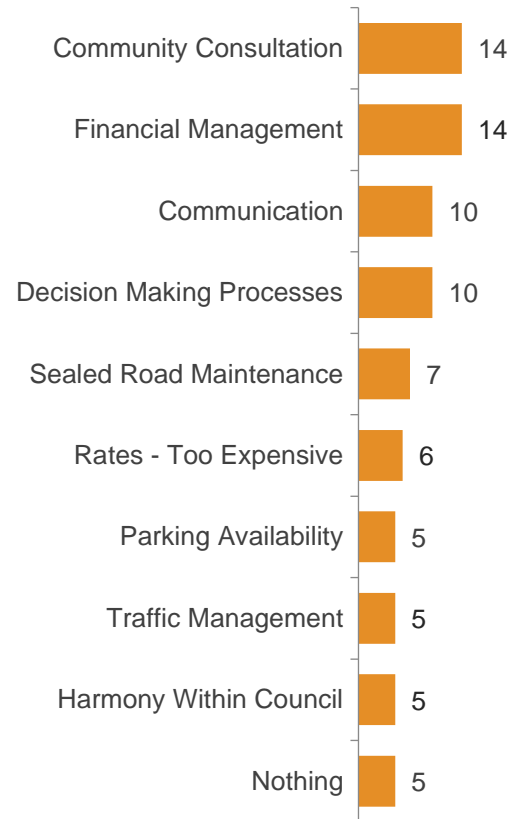


The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.464 and adjusted R^2 value of 0.456, which means that 46% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 56.76$.



Areas for improvement

2021 areas for improvement (%) - Top mentions only -





Customer service



Contact with council and customer service

Contact with council

Fewer than three in five Council households (57%) have had contact with Council in the last 12 months. Rate of contact is six percentage points lower than last year – driven largely by significantly decreased contact rates among women and residents aged 18 to 34 years.

Telephone (28%) and in person (26%) are the most common methods of contacting Council, followed by email (19%). In the last year, in-person contact declined by 12 percentage points.



Among those who have had contact with Council, 69% provide a positive customer service rating of 'very good' or 'good', including 31% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 71 represents a significant eight-point improvement from 2020.

- Perceptions of Council's customer service are most positive among residents aged 50 to 64 years (index score of 76) and least positive among those aged 18 to 34 years (index score of 66). The latter cohort however has the lowest rate of contact with Council.
- Ratings of customer service increased significantly among residents aged 50 to 64 years women.

Importantly, among those who have had contact with Council, seven in ten (69%) provide a positive customer service rating of 'good' or 'very good'.

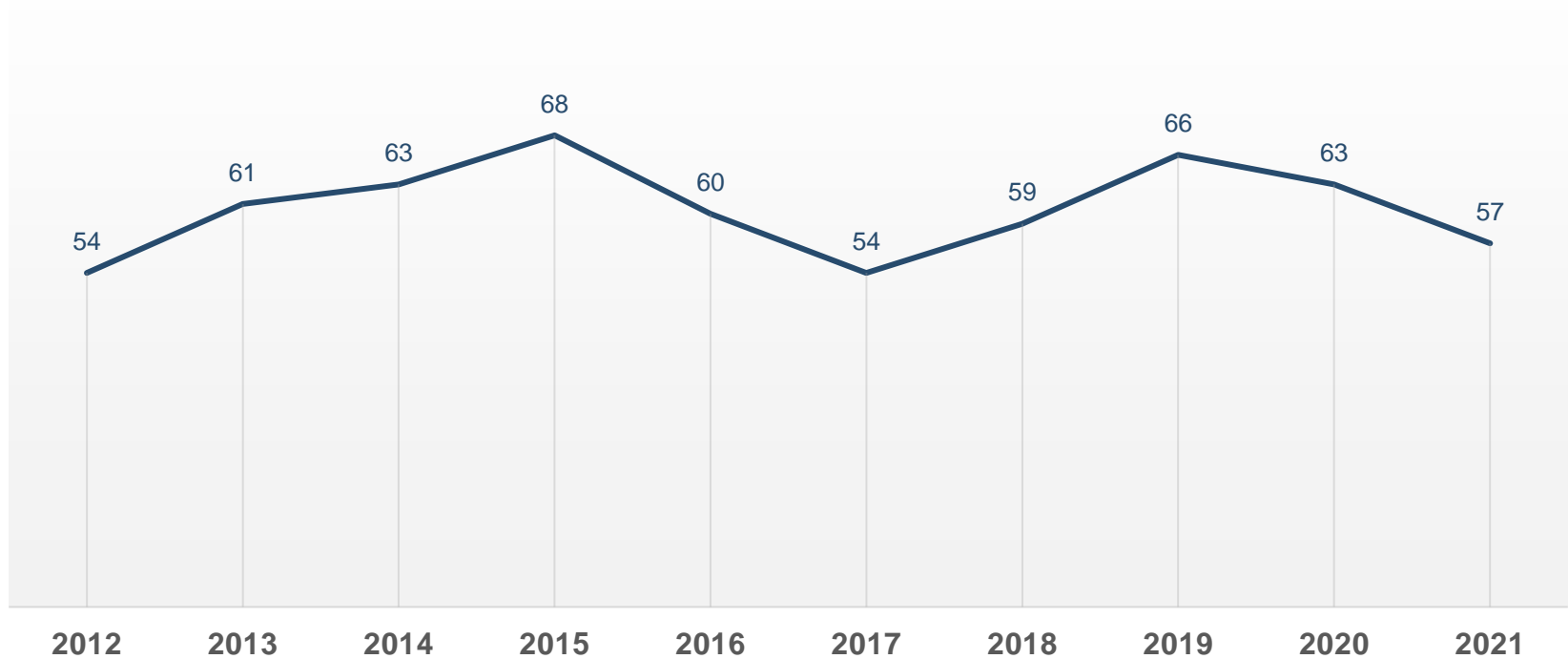
Customer service ratings are highest among those who had contact with Council via its website (index score of 85, note small sample size) or in person (index score of 78). Significantly increased ratings are seen among those who contacted Council in person, via website, or through social media.

While this is a positive result, rate of in-person contact has decreased to an all-time low. Council should focus attention on telephone contact in the first instance, as it is the main mode of contact, as well as email transactions, where customer service is rated least well and at a series low (index score of 58).



Contact with council

2021 contact with council (%)
Have had contact



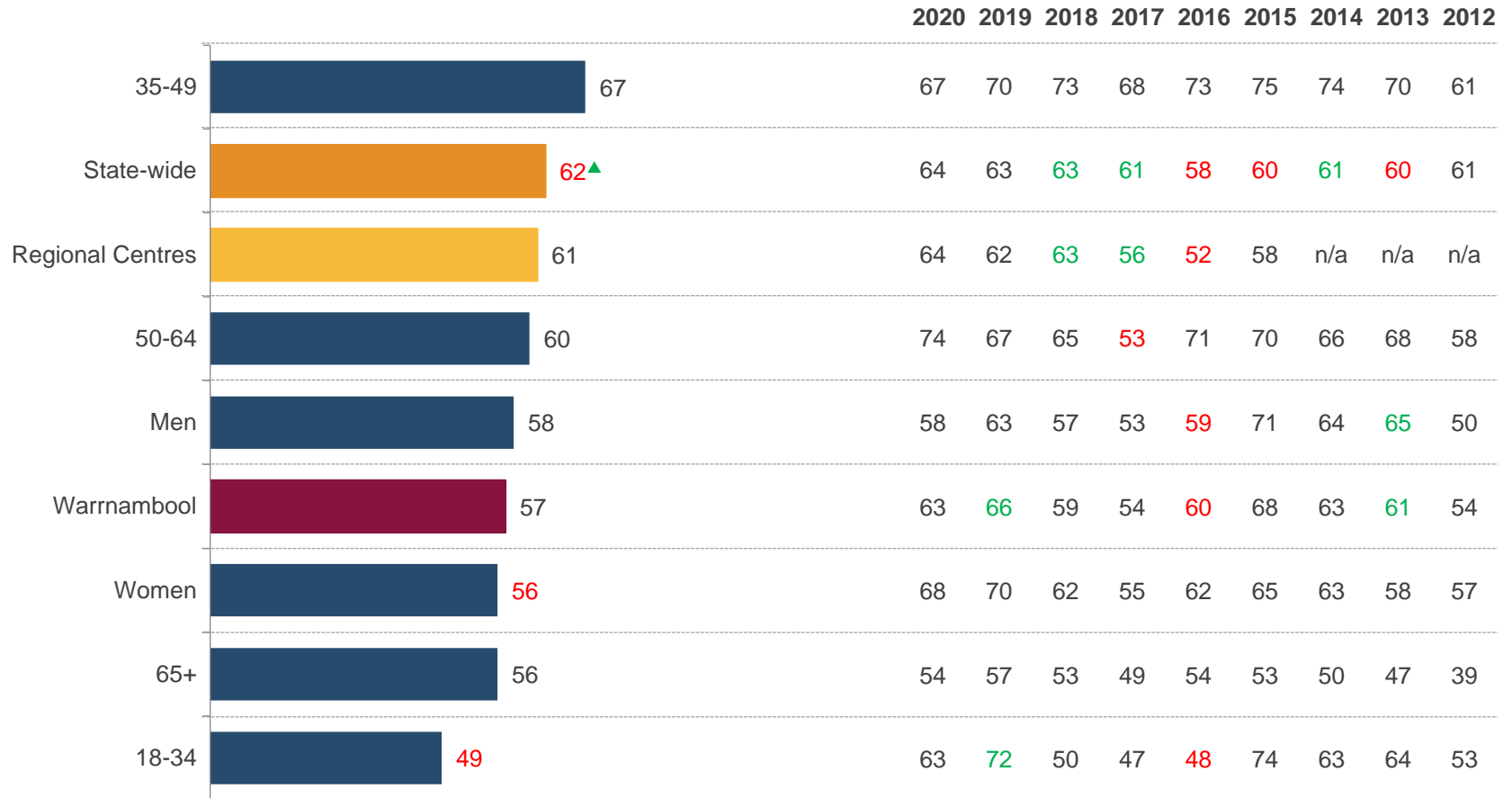
Q5a. Have you or any member of your household had any recent contact with Warrnambool City Council in any of the following ways?

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



Contact with council

2021 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?

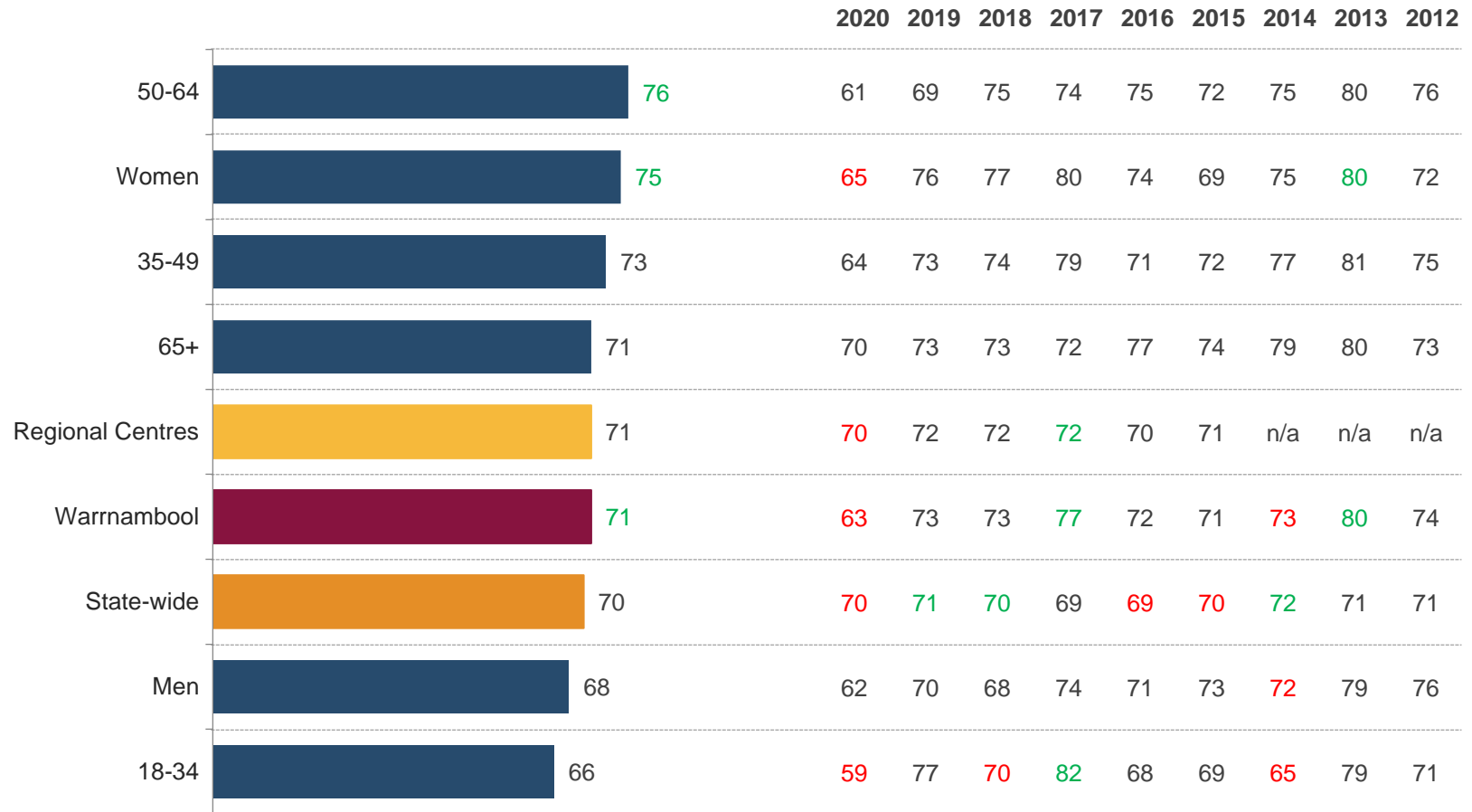
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 4

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



Customer service rating

2021 customer service rating (index scores)



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

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

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

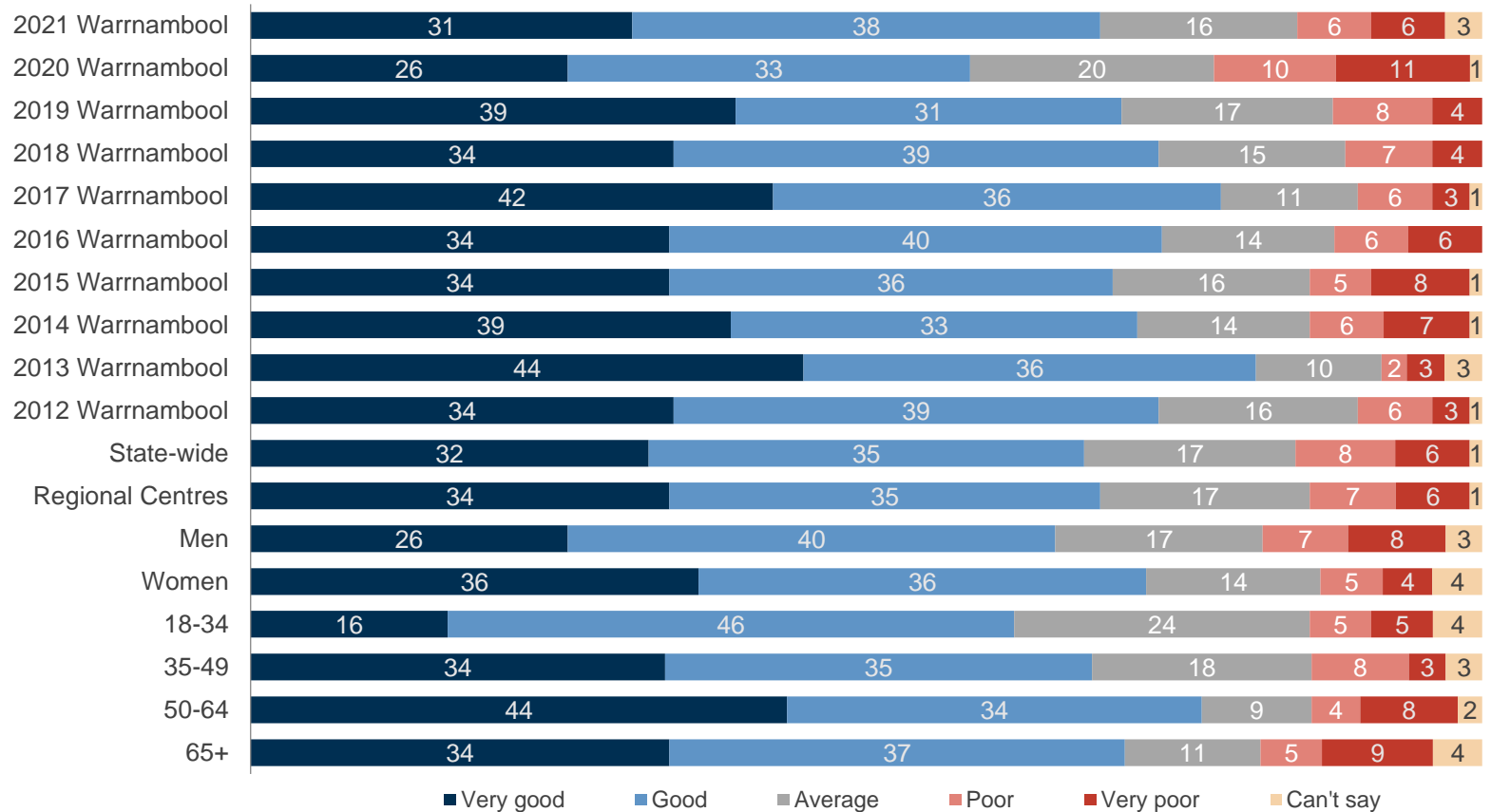
Councils asked state-wide: 66 Councils asked group: 8

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



Customer service rating

2021 customer service rating (%)



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

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

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

Councils asked state-wide: 66 Councils asked group: 8



Method of contact with council

2021 method of contact (%)



In Person



In Writing



By Telephone



By Text Message



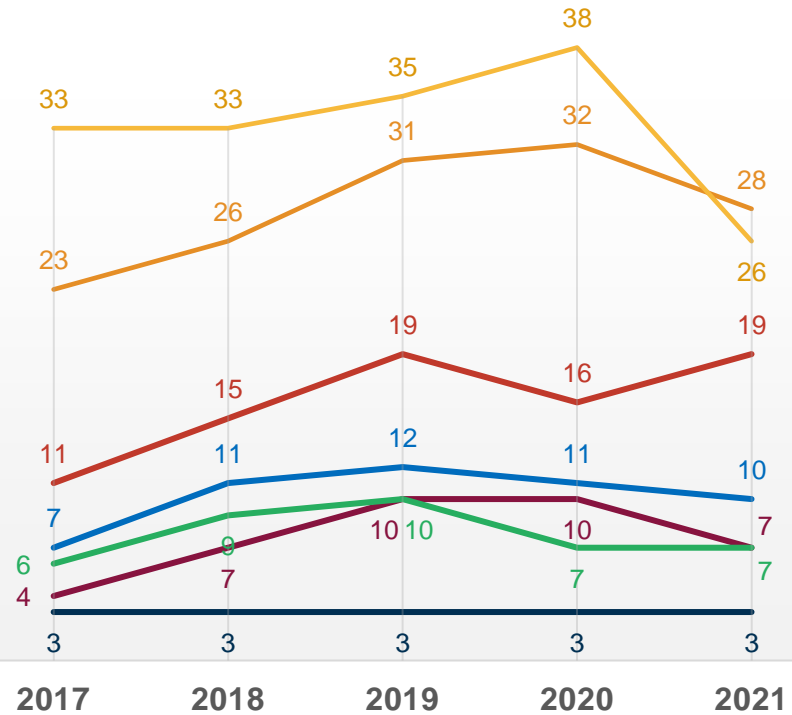
By Email



Via Website



By Social Media



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

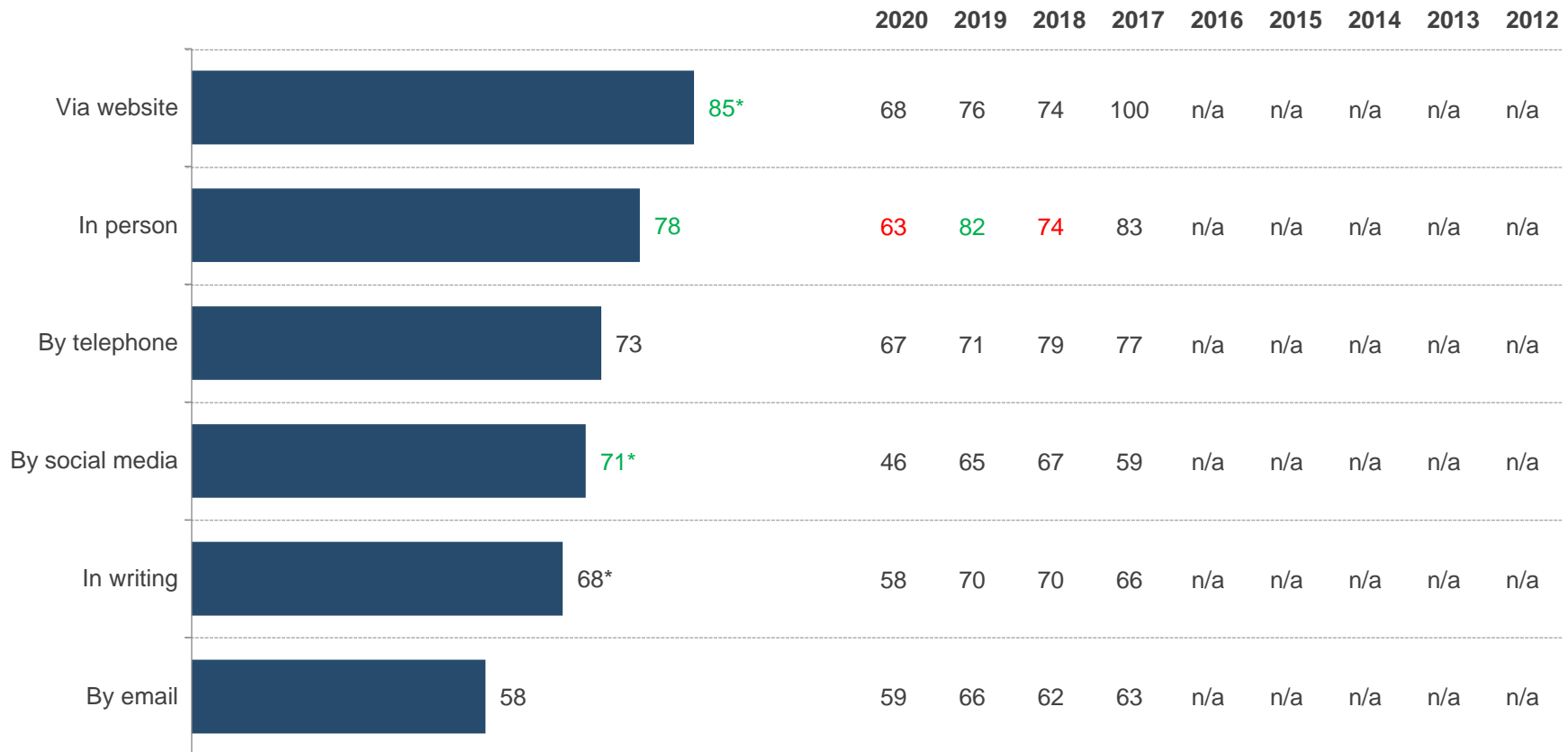
Base: All respondents. Councils asked state-wide: 27 Councils asked group: 4

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



Customer service rating by method of last contact

2021 customer service rating (index score by method of last contact)



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

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

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

Councils asked state-wide: 27 Councils asked group: 4

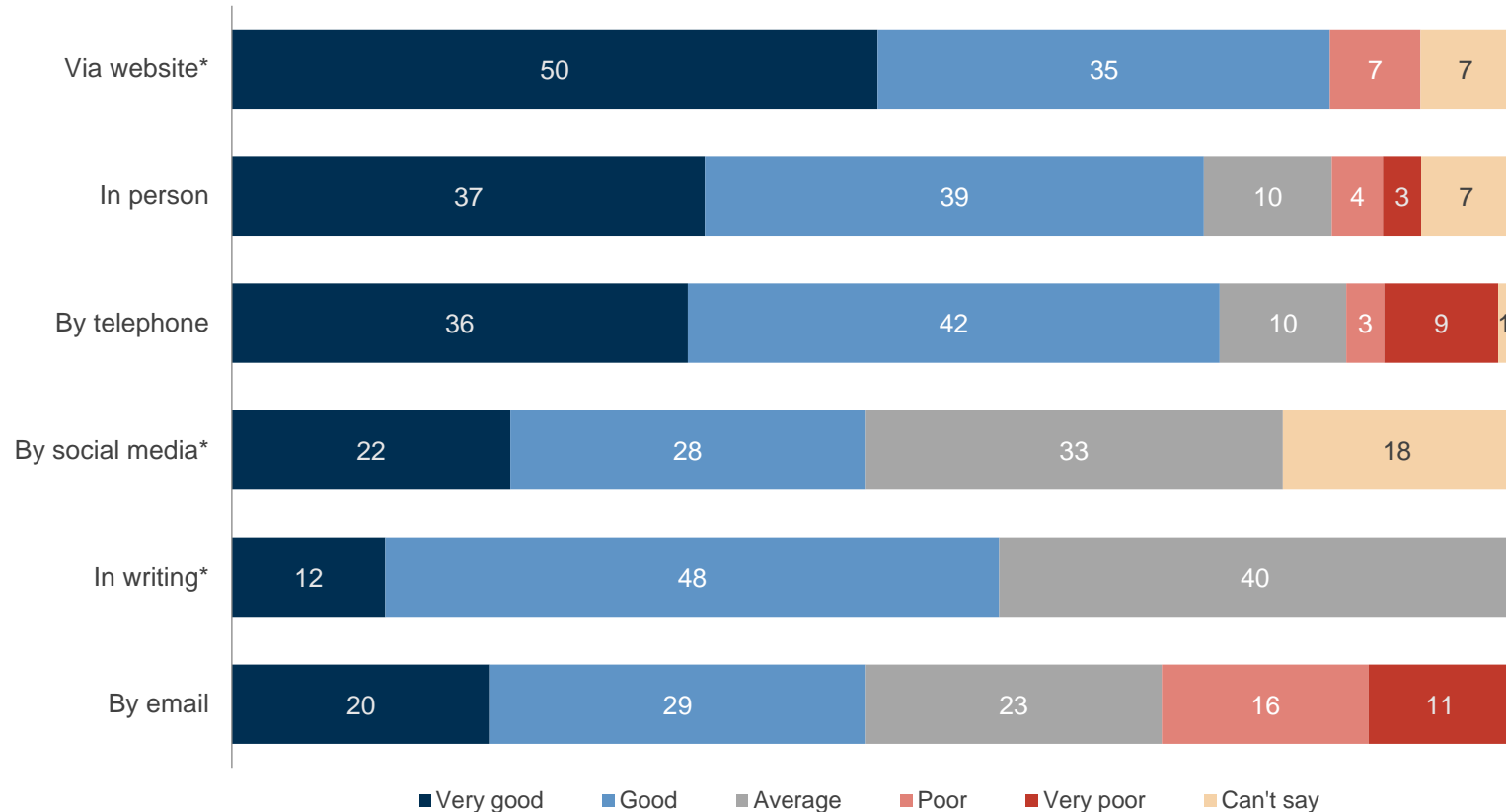
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2021 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: 27 Councils asked group: 4

*Caution: small sample size < n=30



Communication



Communication

The preferred forms of communication from Council are newsletters sent via mail or email (26% for each), followed closely by social media (22%), which continues to gain appeal.

Preference for advertising (8%), or Council newsletter inserts (7%) in local newspapers, continues to wane.

- Among residents aged under 50 years, social media is preferred (35%) over newsletters sent via email (27%) and mail (21%).
- Among those aged over 50 years, newsletters sent via mail is preferred (31%), followed by newsletters sent via email (25%).





Best form of communication

2021 best form of communication (%)



Advertising in
a Local
Newspaper



Council
Newsletter
via Mail



Council
Newsletter
via Email



Council
Newsletter as
Local Paper Insert



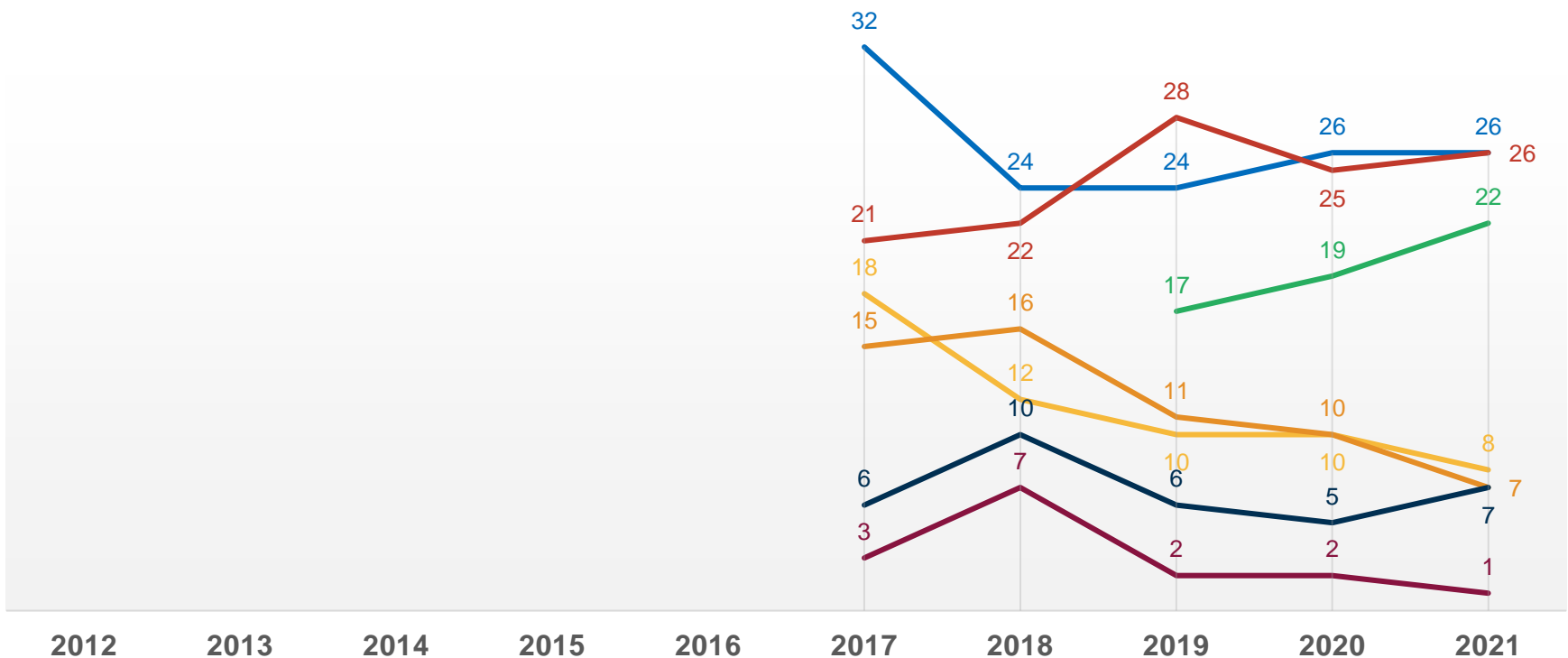
Council
Website



Text
Message



Social
Media



Q13. If Warrnambool City Council was going to get in touch with you to inform you about Council news and information and upcoming events,

which ONE of the following is the BEST way to communicate with you?

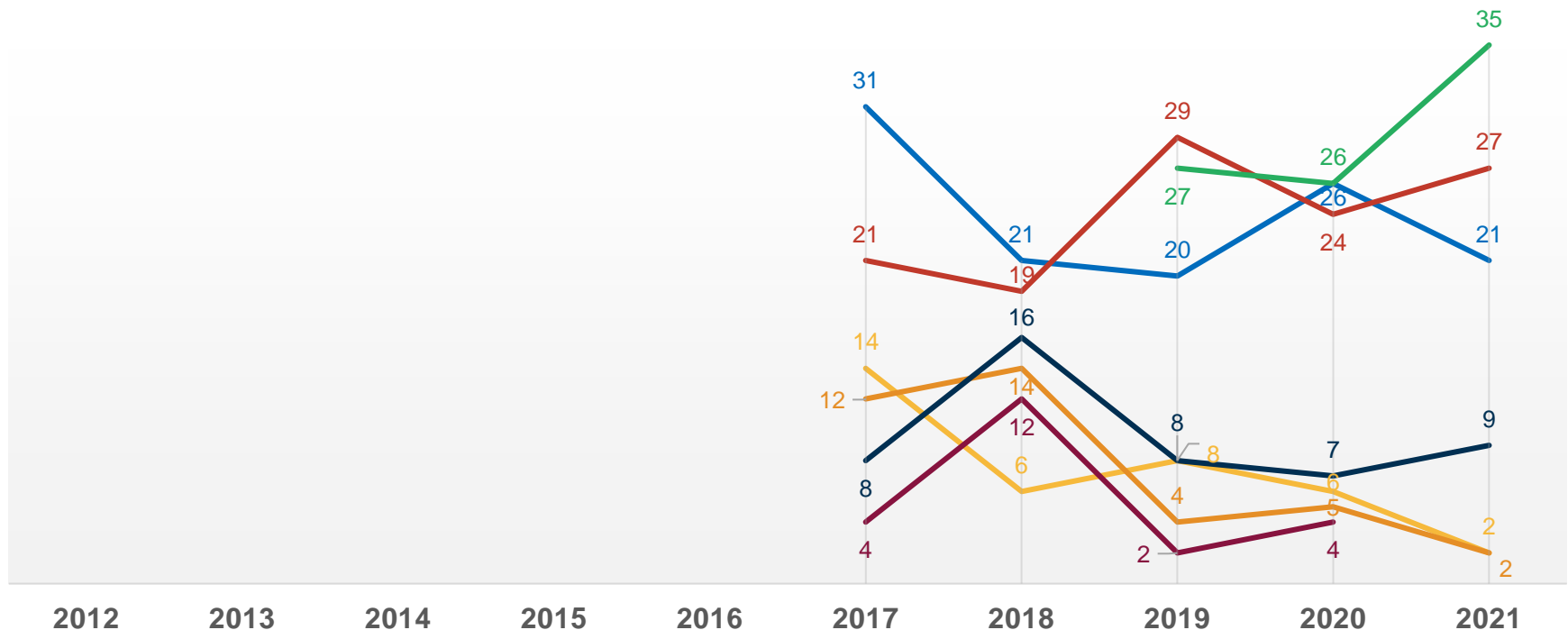
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Best form of communication: under 50s

2021 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?

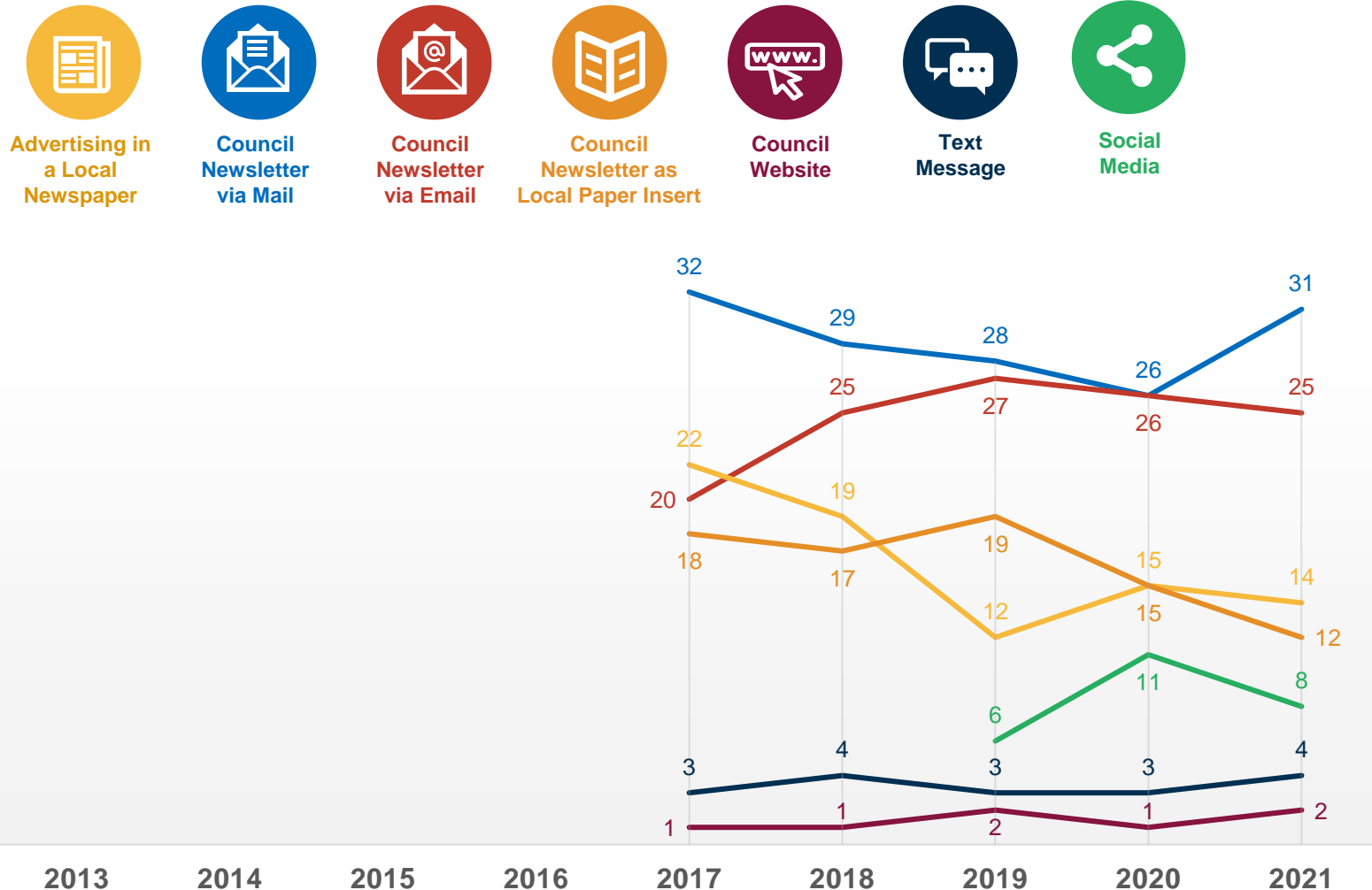
Base: All respondents aged under 50. Councils asked state-wide: 35 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Best form of communication: over 50s

2021 over 50s best form of communication (%)



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

Base: All respondents aged over 50. Councils asked state-wide: 35 Councils asked group: 6

Note: 'Social Media' was included in 2019.



Council direction



Council direction

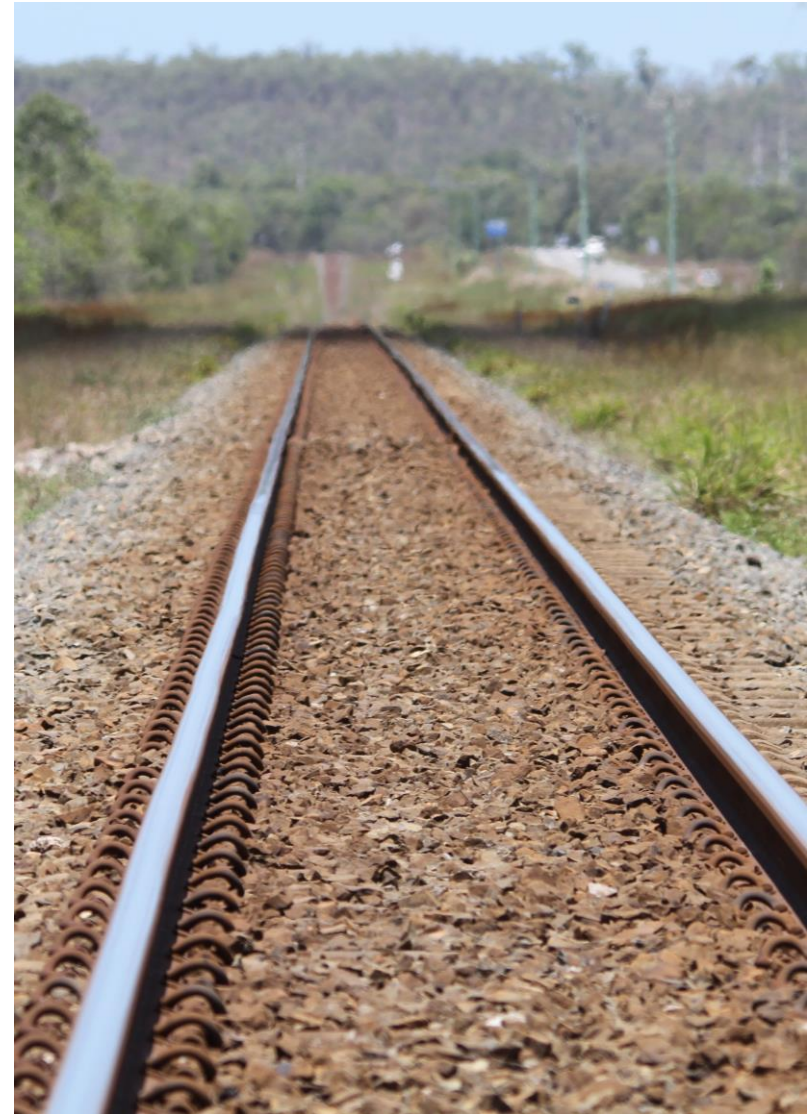
Perceptions of the direction of Council's overall performance increased significantly this year (index score of 59, up 27 points on 2020).

- Significantly increased ratings on Council direction are seen among all demographic cohorts this year.

Over the last 12 months, almost half of residents (48%) believe the direction of Council's overall performance has stayed the same (up six percentage points on 2020).

- 31% believe the direction has improved over the last 12 months, up 20 points on 2020.
- 15% believe it has deteriorated, down 31 points on 2020.
- The most satisfied with Council direction are residents aged 65 years and over (index score of 64).
- The least satisfied with Council direction are those aged 35 to 49 years (index score of 50, significantly lower than the Council average).

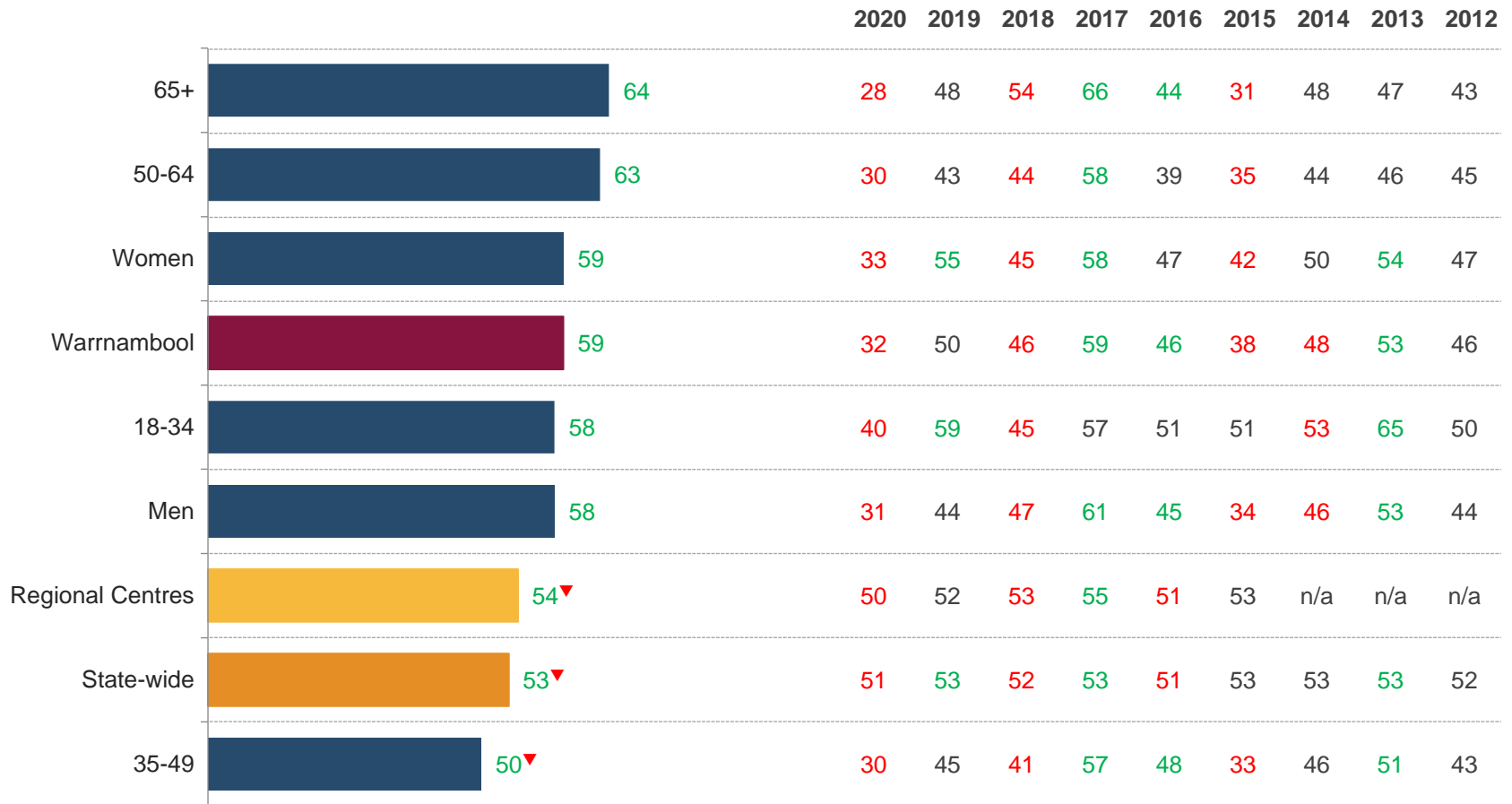
Further to this, most residents (76%) believe that Council is generally heading in the 'right' direction, up from 38% last year. This, together with the increased proportion of residents believing the direction of Council's overall performance has improved, represents a very strong result for Council.





Overall council direction last 12 months

2021 overall council direction (index scores)



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

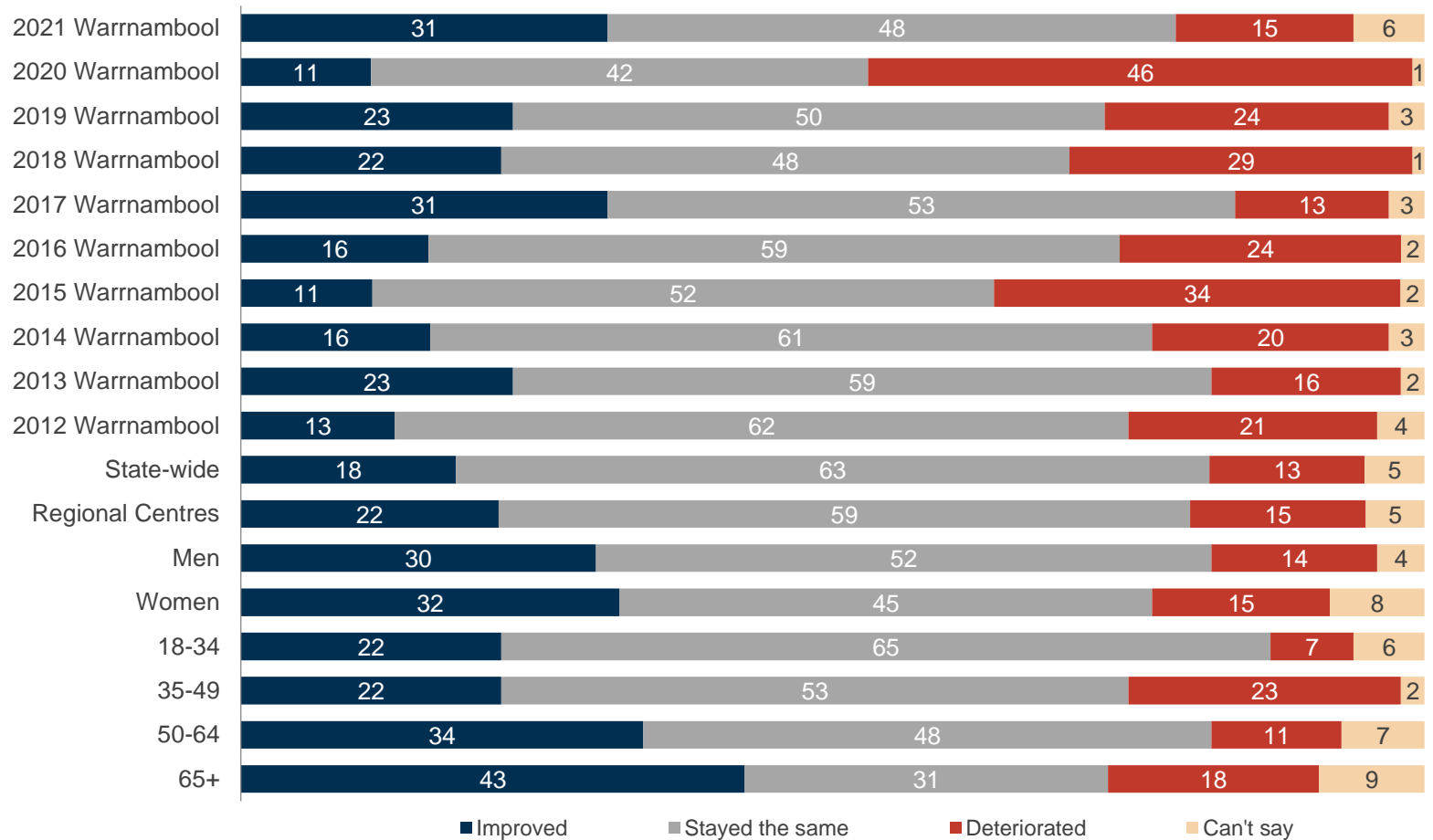
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



Overall council direction last 12 months

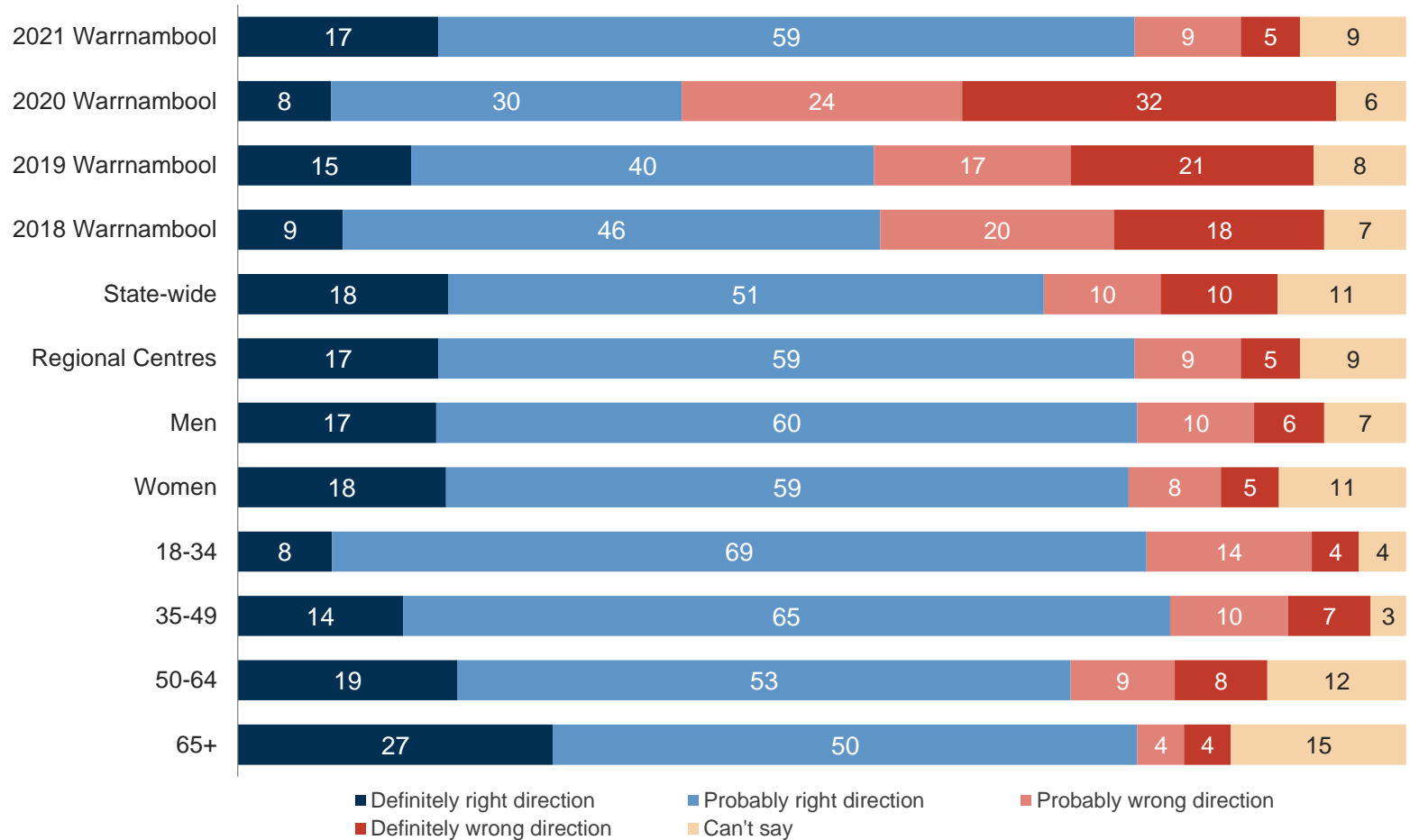
2021 overall council direction (%)





Right / wrong direction

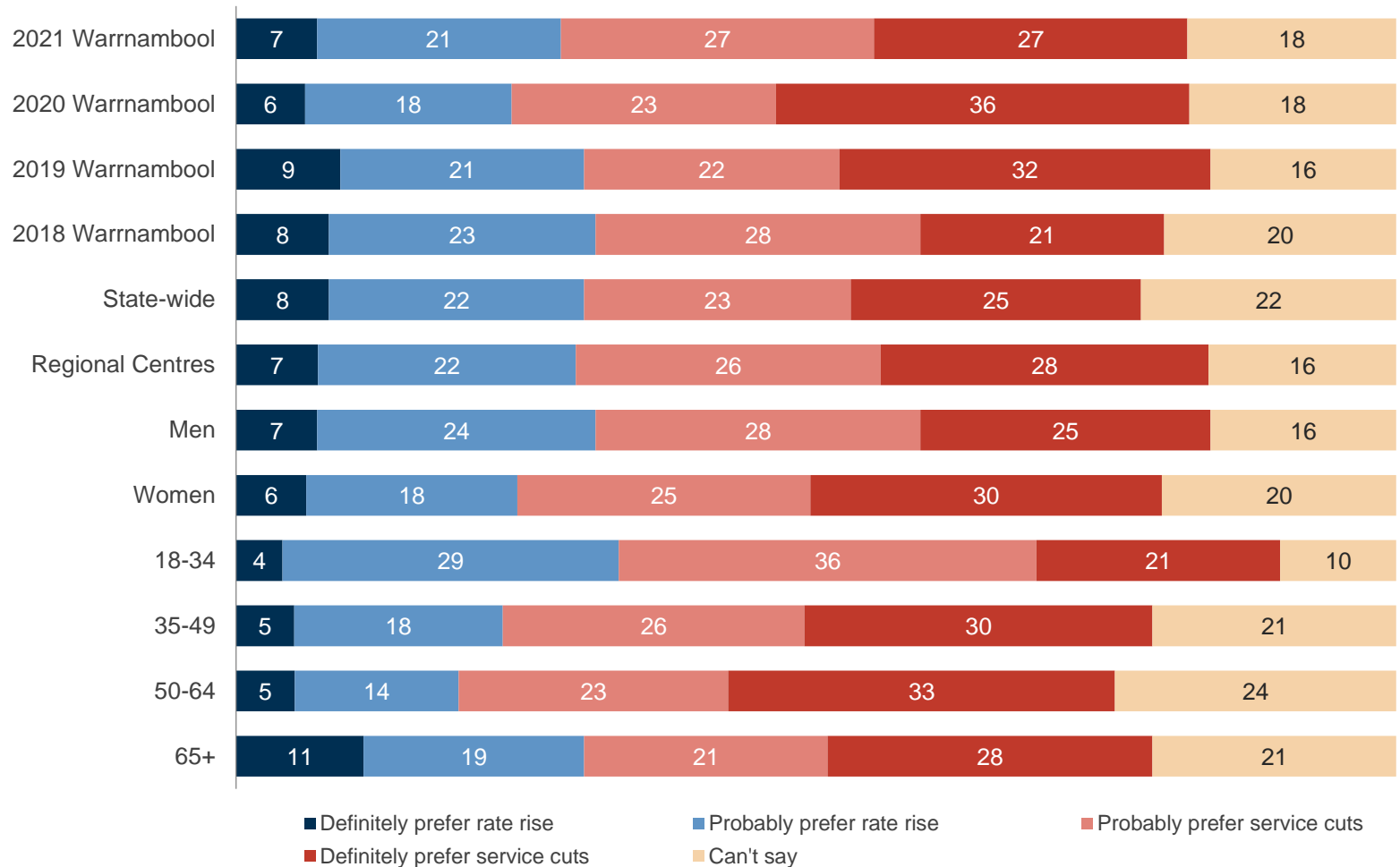
2021 right / wrong direction (%)





Rates / services trade-off

2021 rates / services trade-off (%)



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

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

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

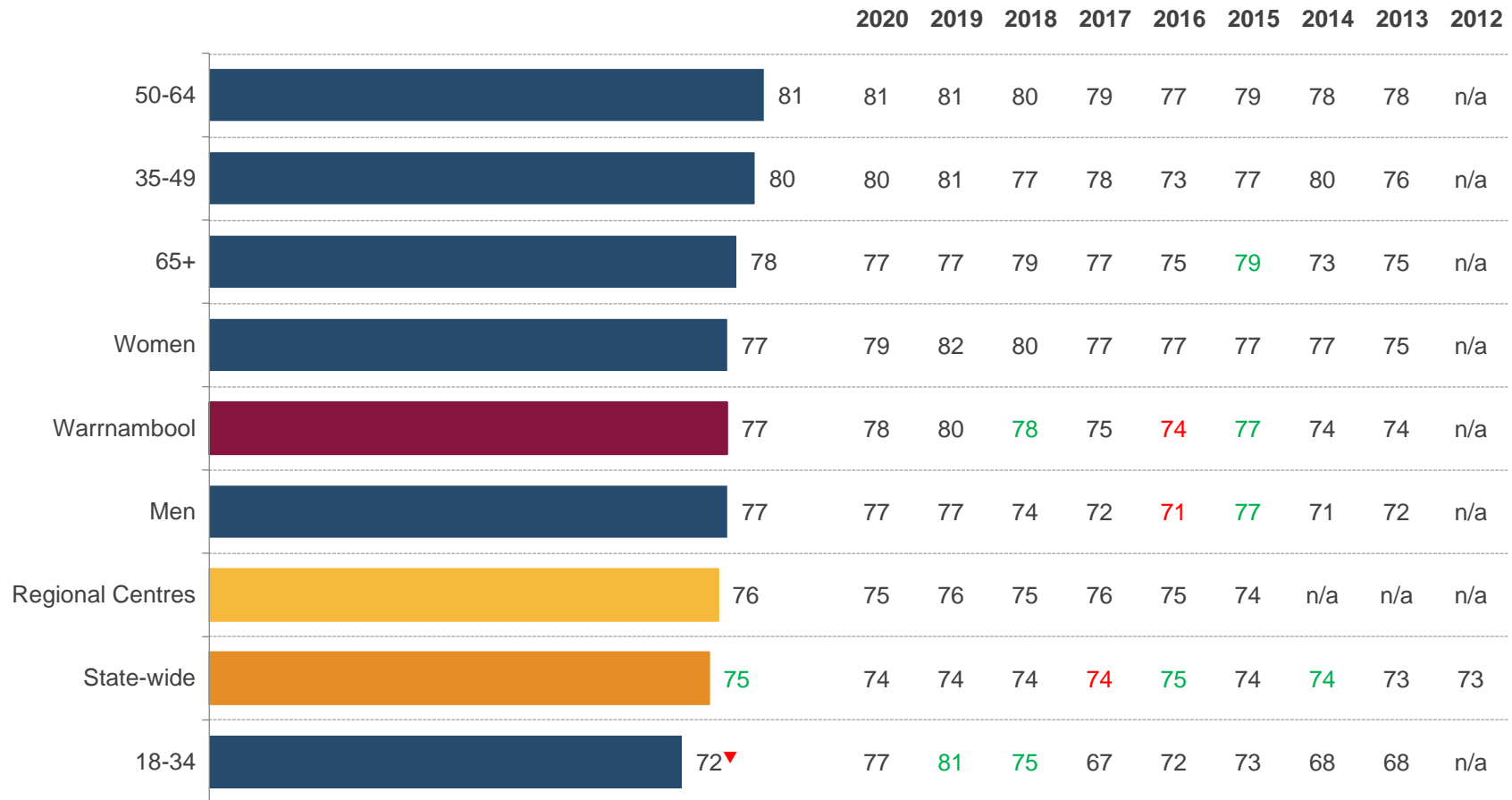
Individual service areas



Community consultation and engagement importance



2021 consultation and engagement importance (index scores)



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

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

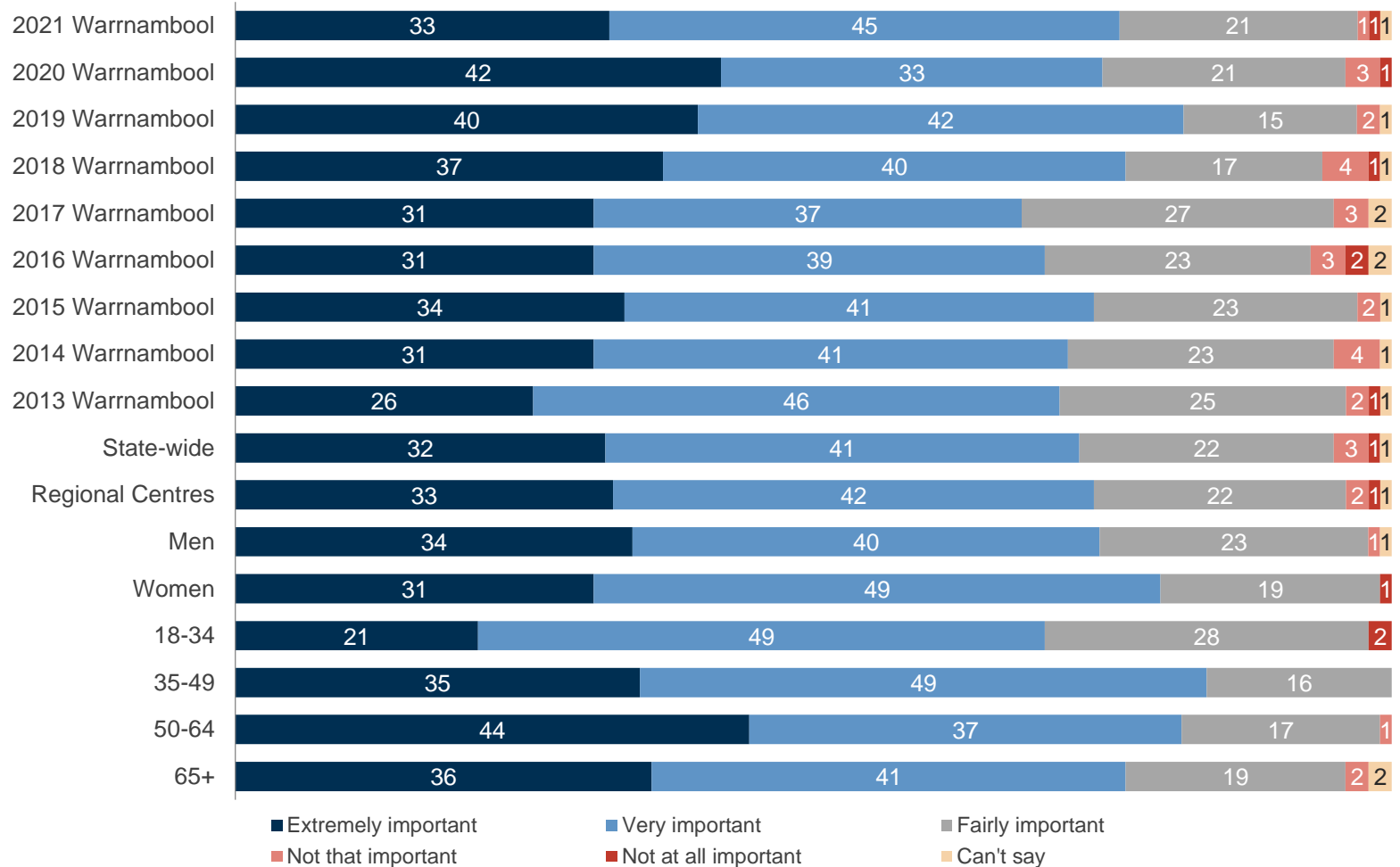
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2021 consultation and engagement importance (%)





Community consultation and engagement performance



2021 consultation and engagement performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	56▲	55	56	55	55	54	56	57	57	57
Regional Centres	54▲	51	54	55	54	52	53	n/a	n/a	n/a
18-34	52	43	51	52	59	56	53	60	64	62
65+	51	44	51	52	56	47	50	58	56	54
Women	50	41	49	49	55	52	53	61	60	57
Warrnambool	50	42	47	50	55	51	50	58	58	56
Men	50	42	46	51	56	51	47	54	55	55
50-64	49	35	43	44	52	49	46	53	53	54
35-49	47	44	43	52	52	52	50	59	55	51

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

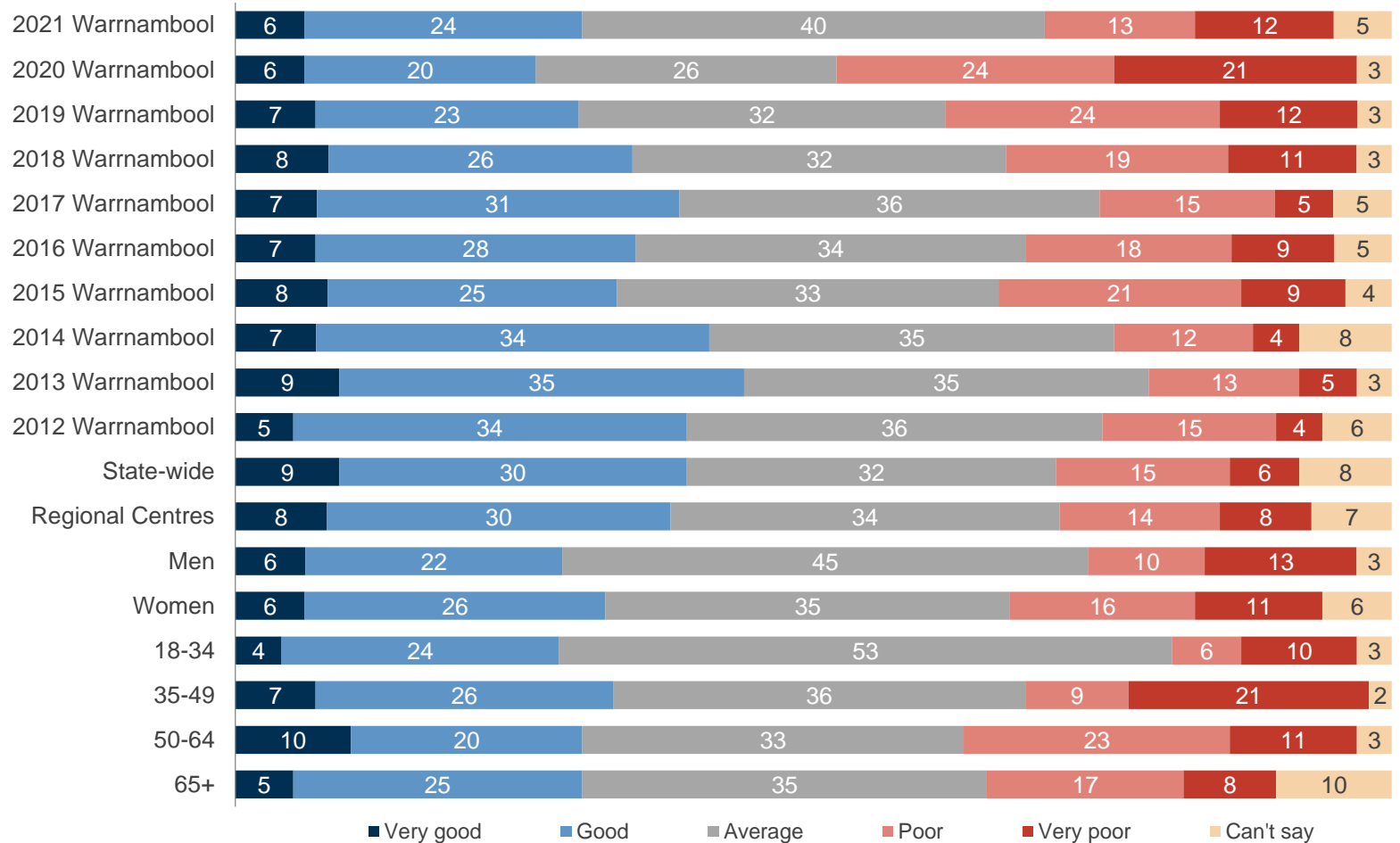
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2021 consultation and engagement performance (%)

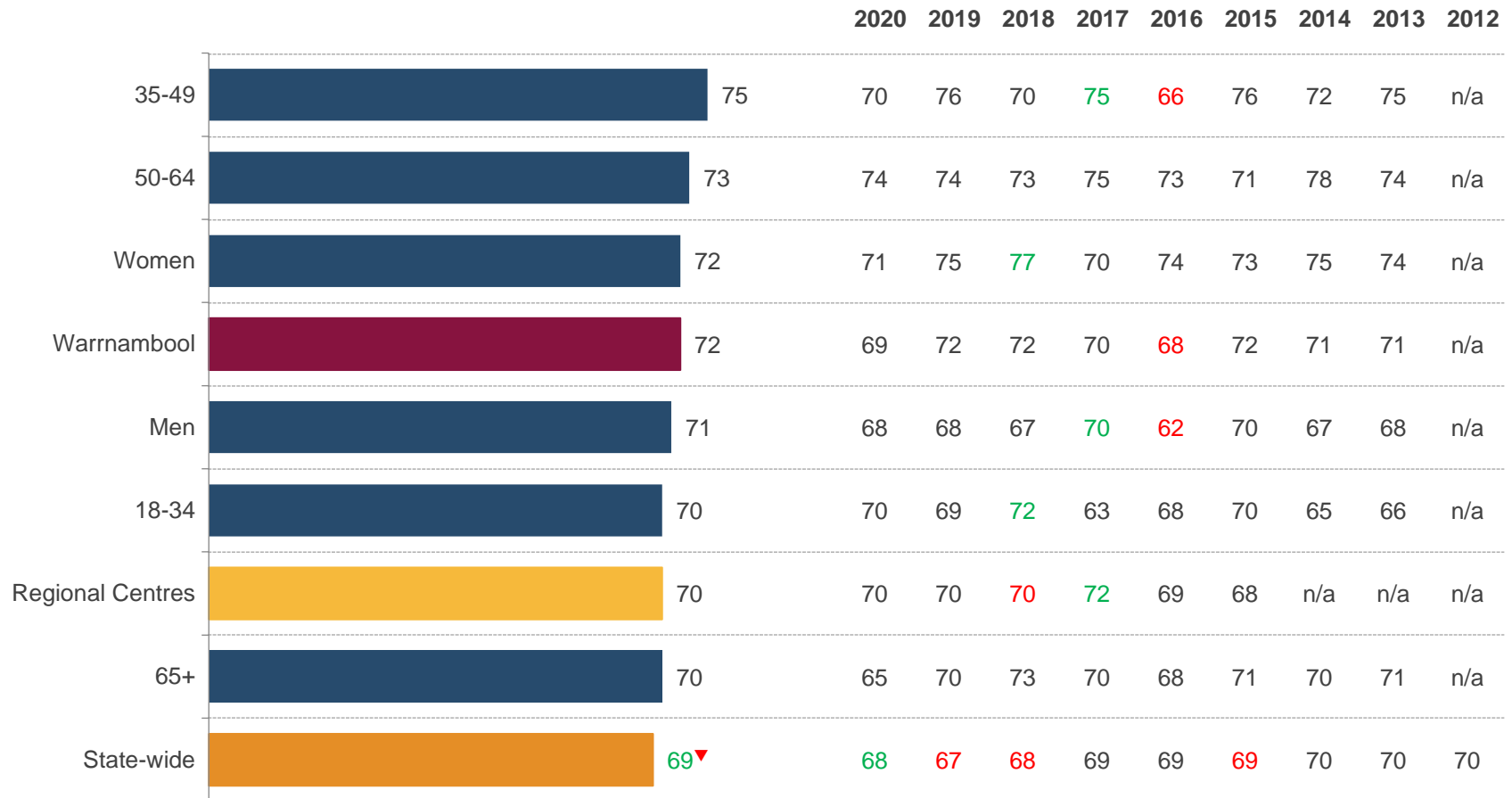




Lobbying on behalf of the community importance



2021 lobbying importance (index scores)



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

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

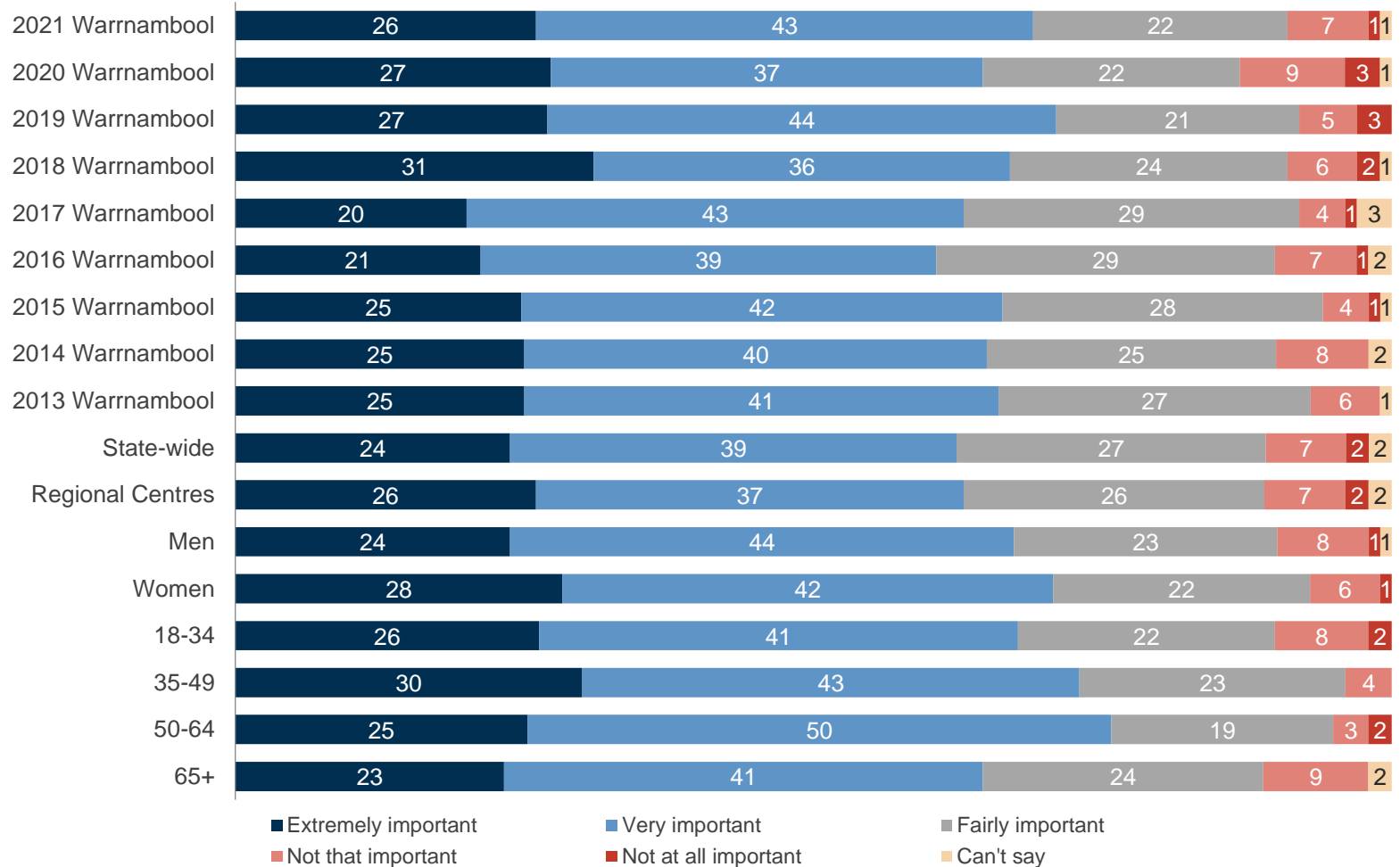
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community importance



2021 lobbying importance (%)

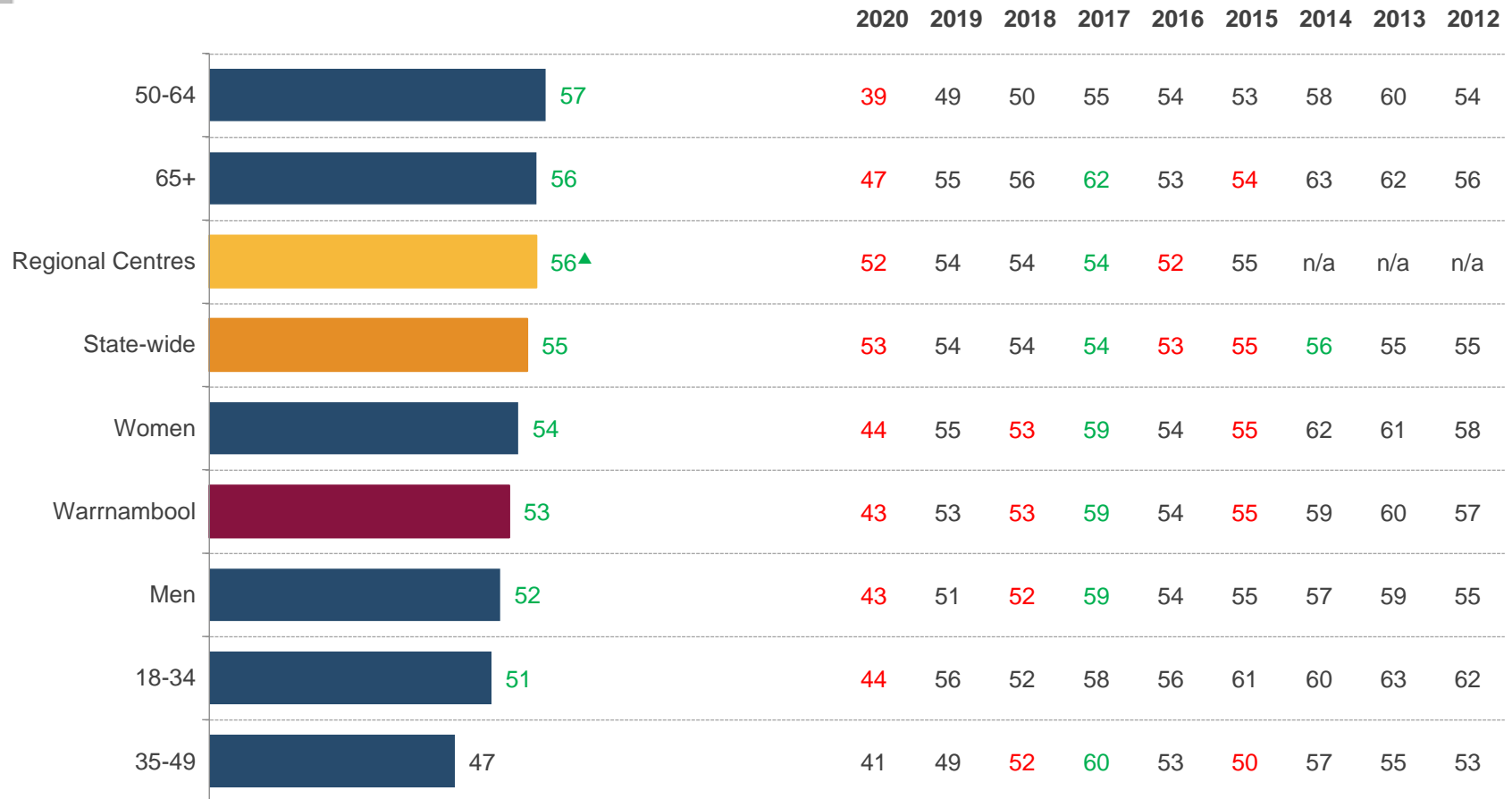




Lobbying on behalf of the community performance



2021 lobbying performance (index scores)



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

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

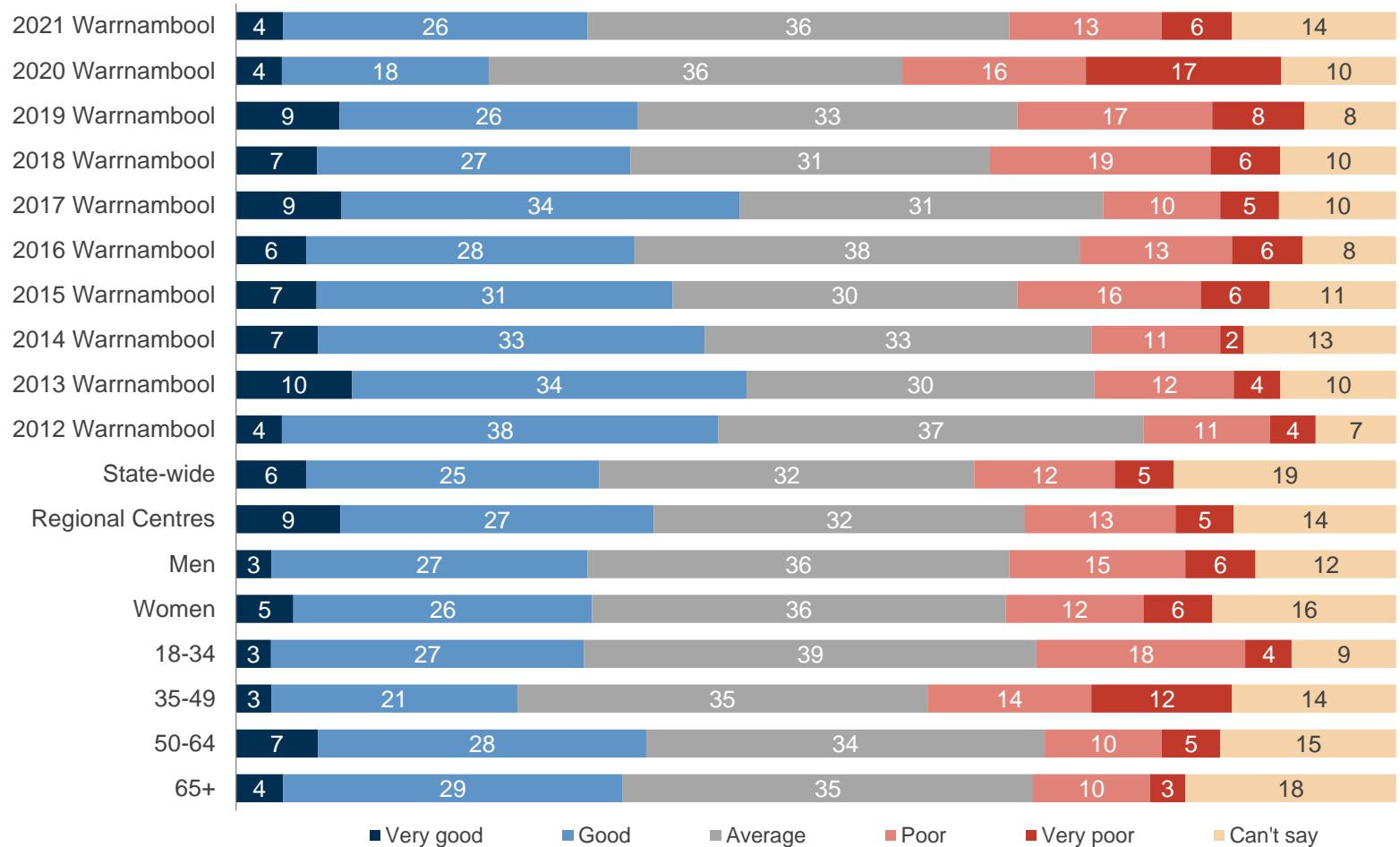
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



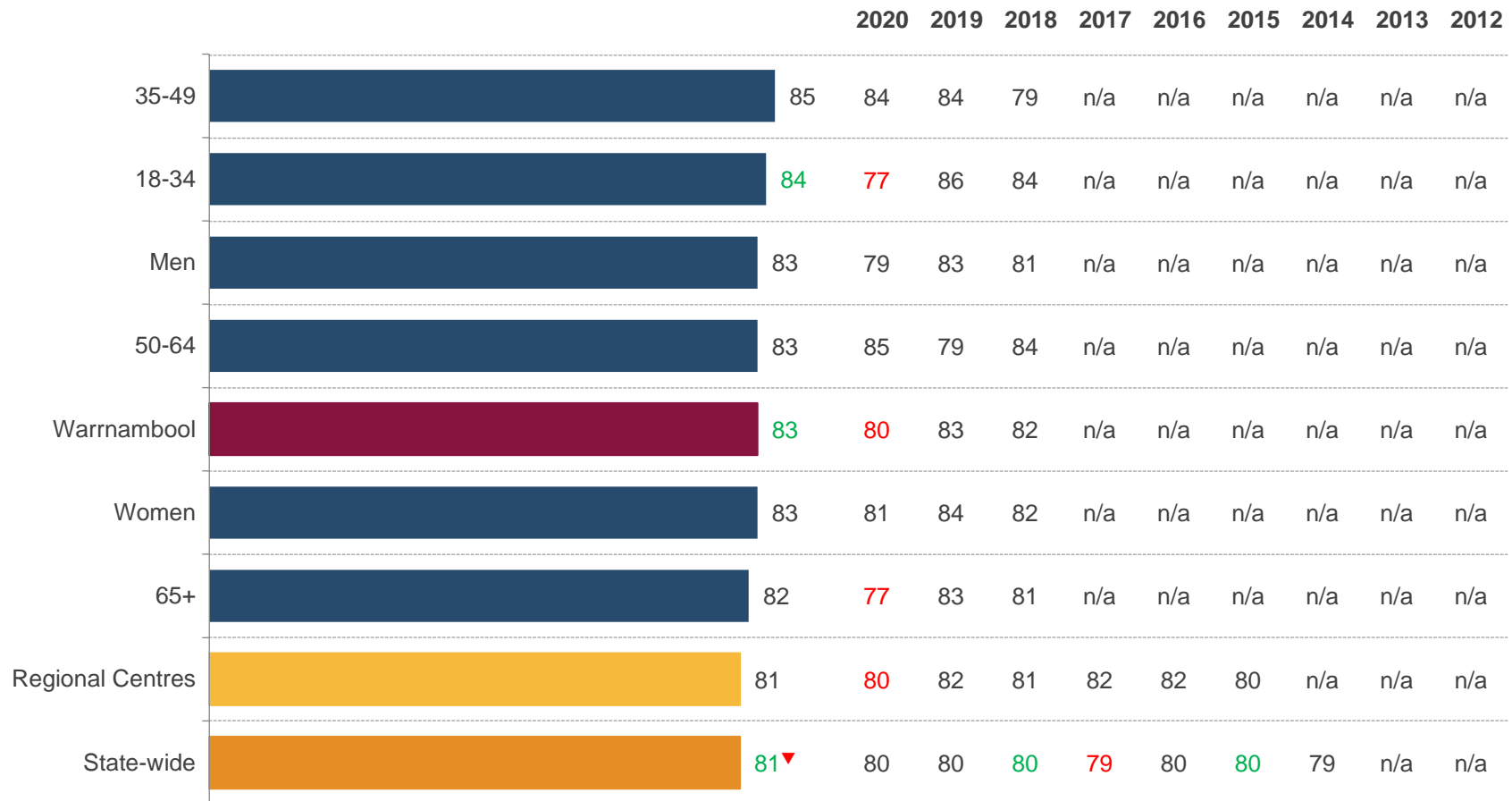
2021 lobbying performance (%)



Decisions made in the interest of the community importance



2021 community decisions made importance (index scores)



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

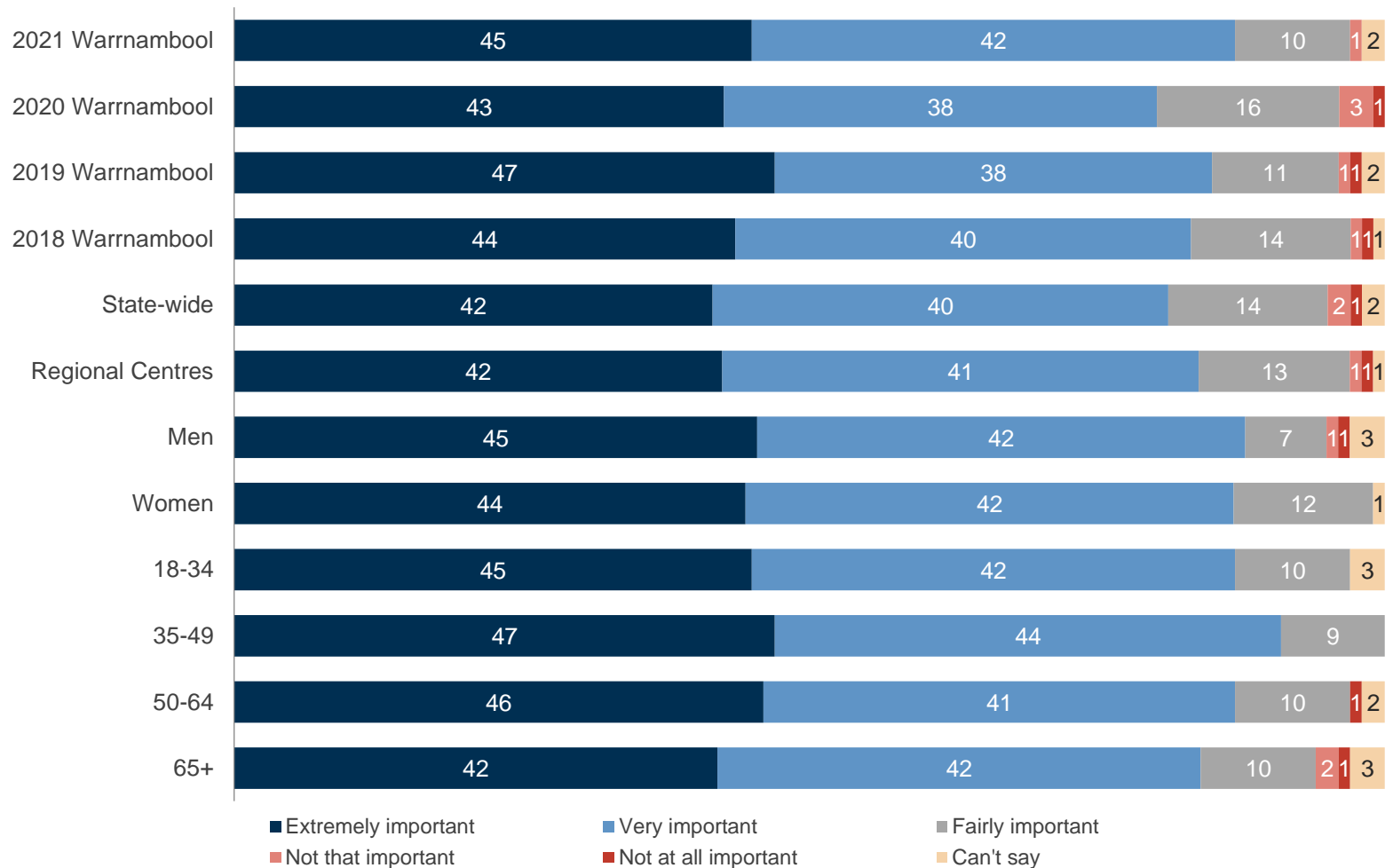
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

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

Decisions made in the interest of the community importance



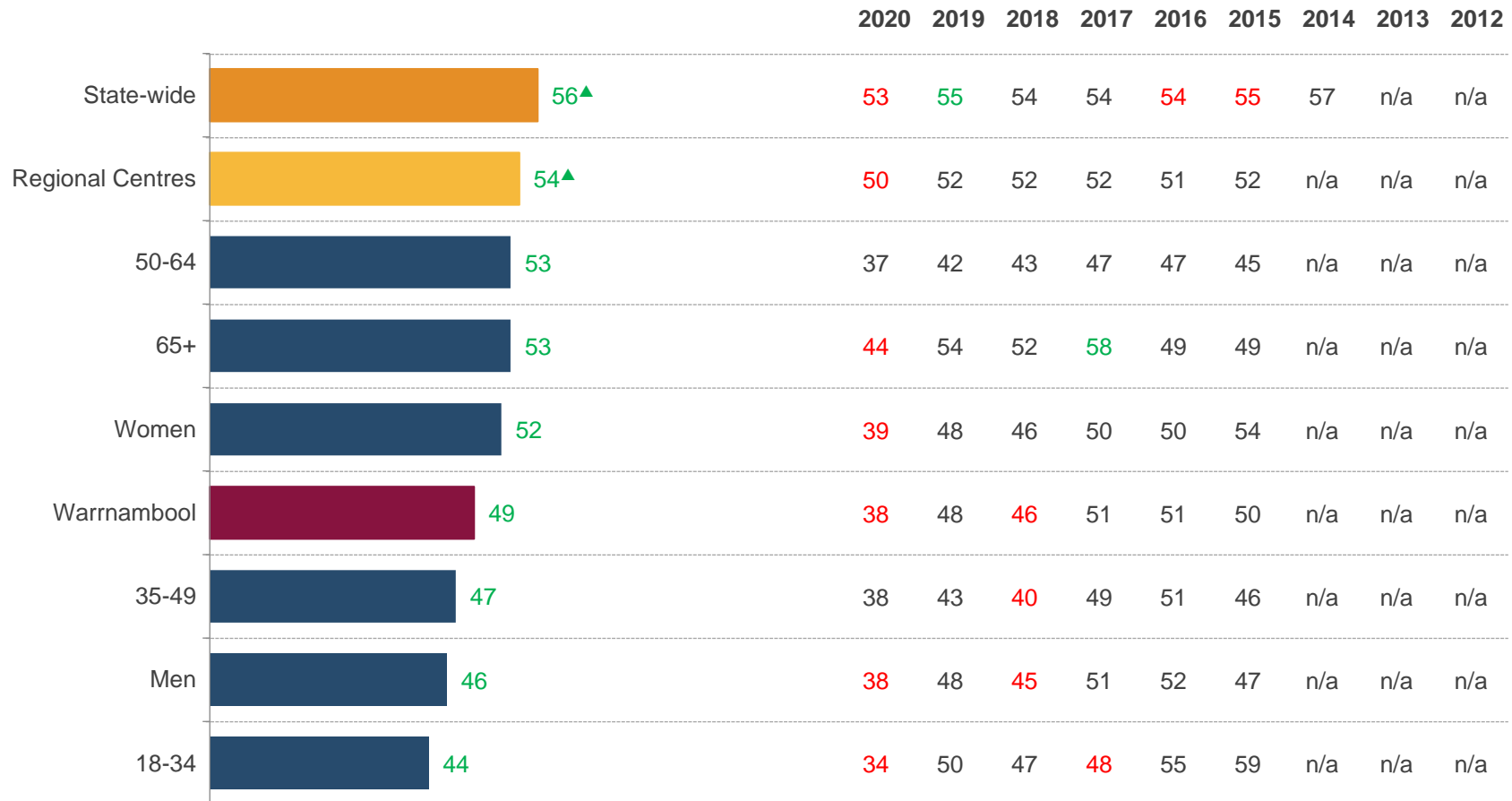
2021 community decisions made importance (%)



Decisions made in the interest of the community performance



2021 community decisions made performance (index scores)



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

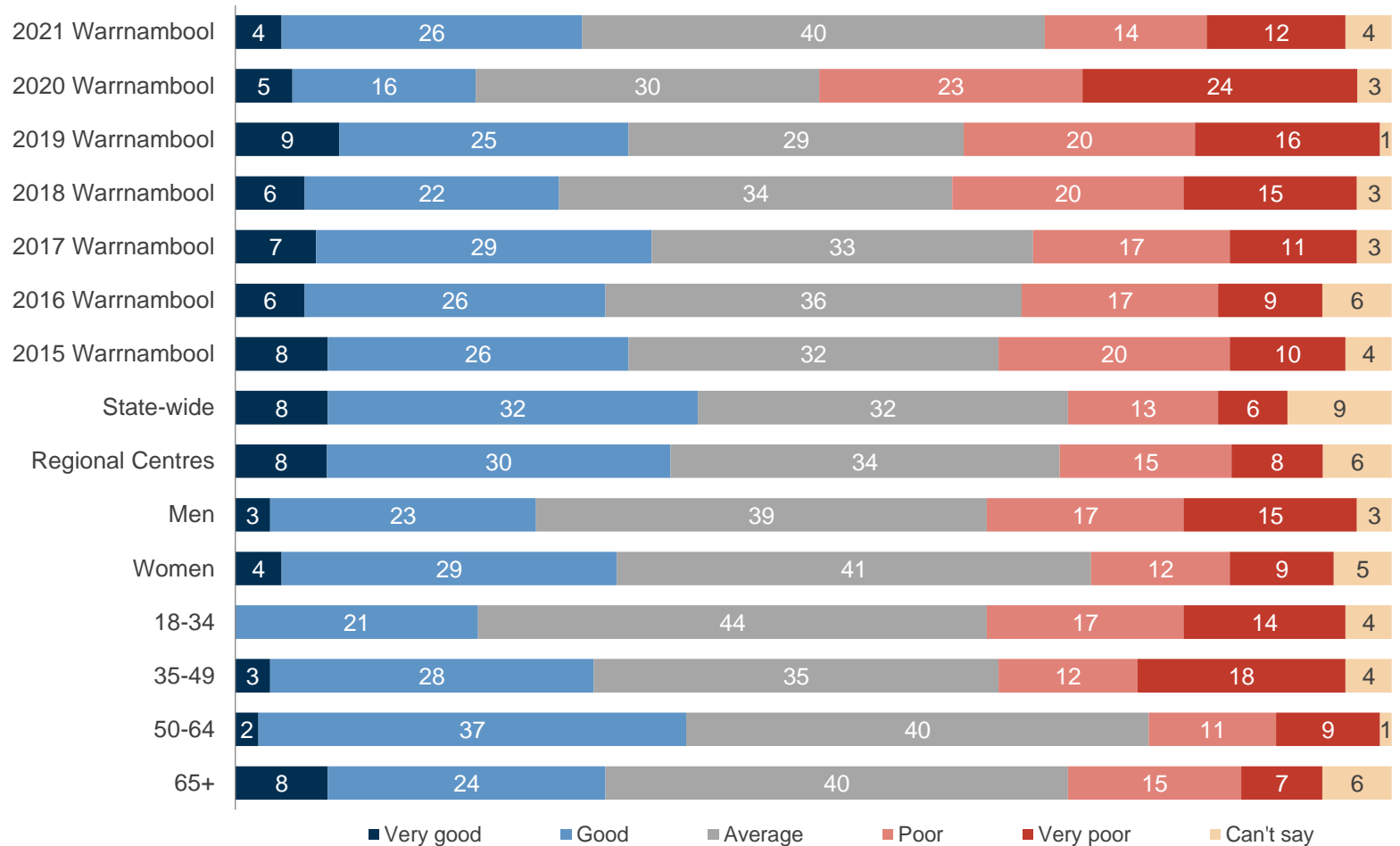
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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

Decisions made in the interest of the community performance



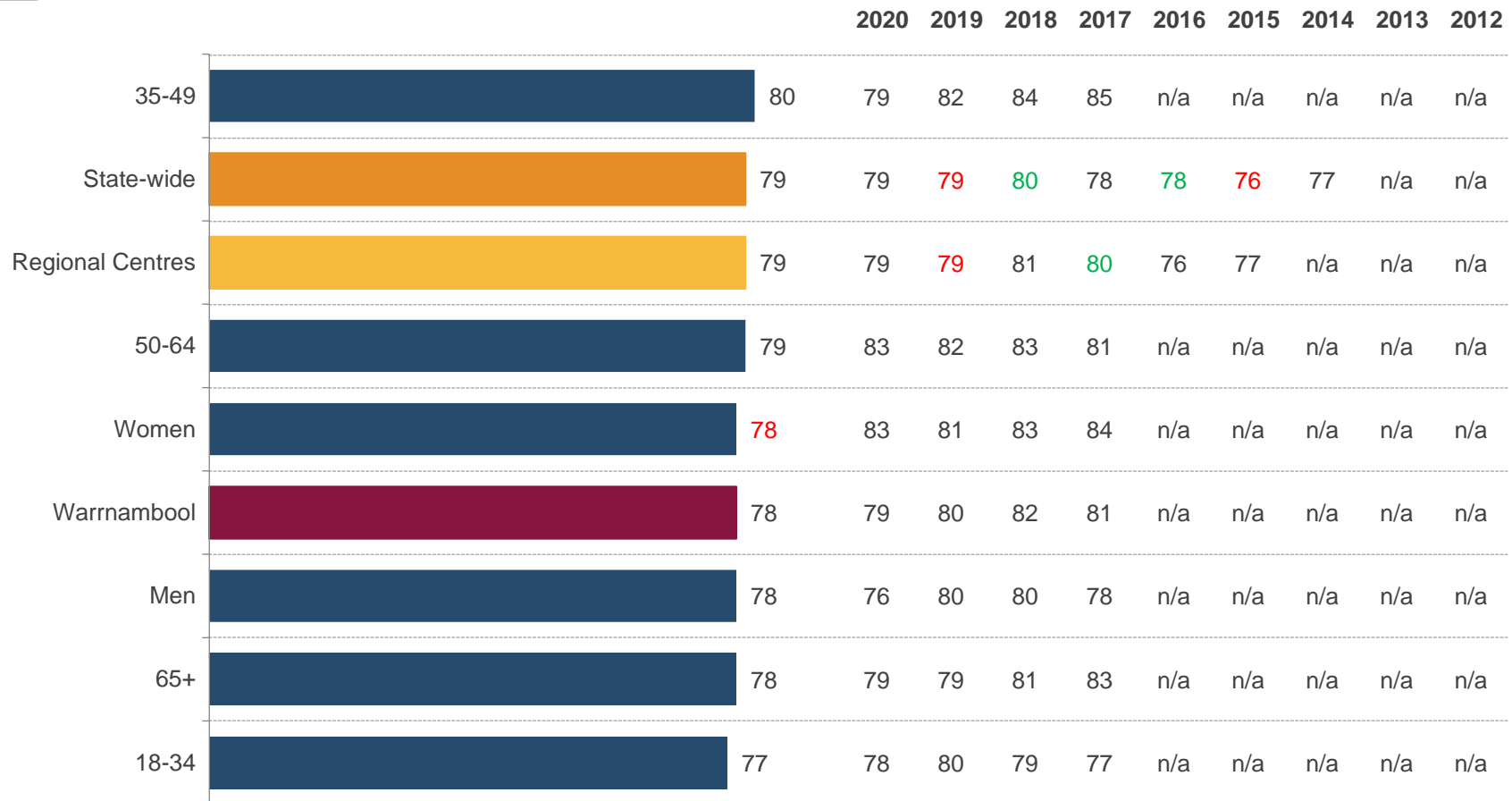
2021 community decisions made performance (%)



The condition of sealed local roads in your area importance



2021 sealed local roads importance (index scores)



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

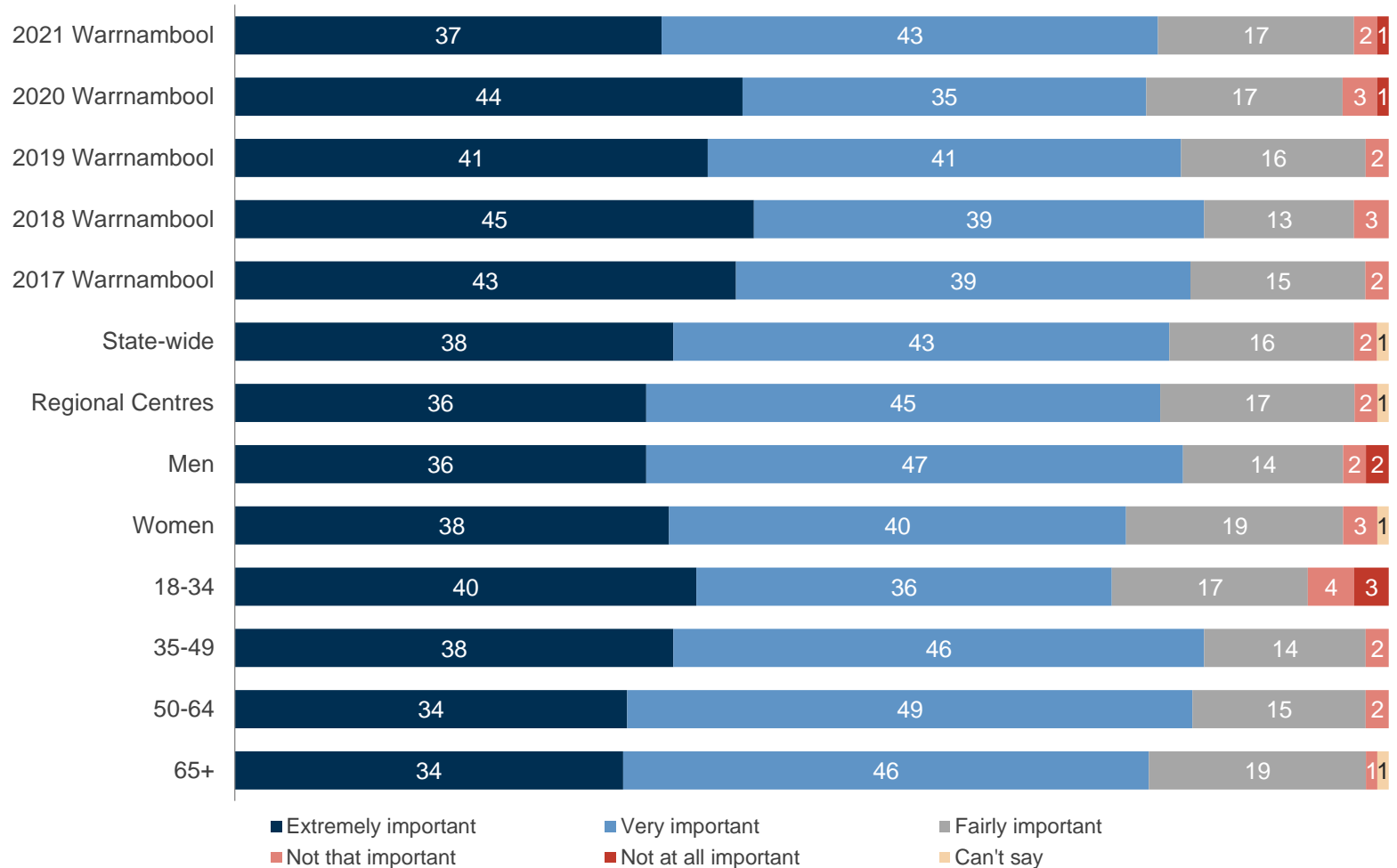
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

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

The condition of sealed local roads in your area importance



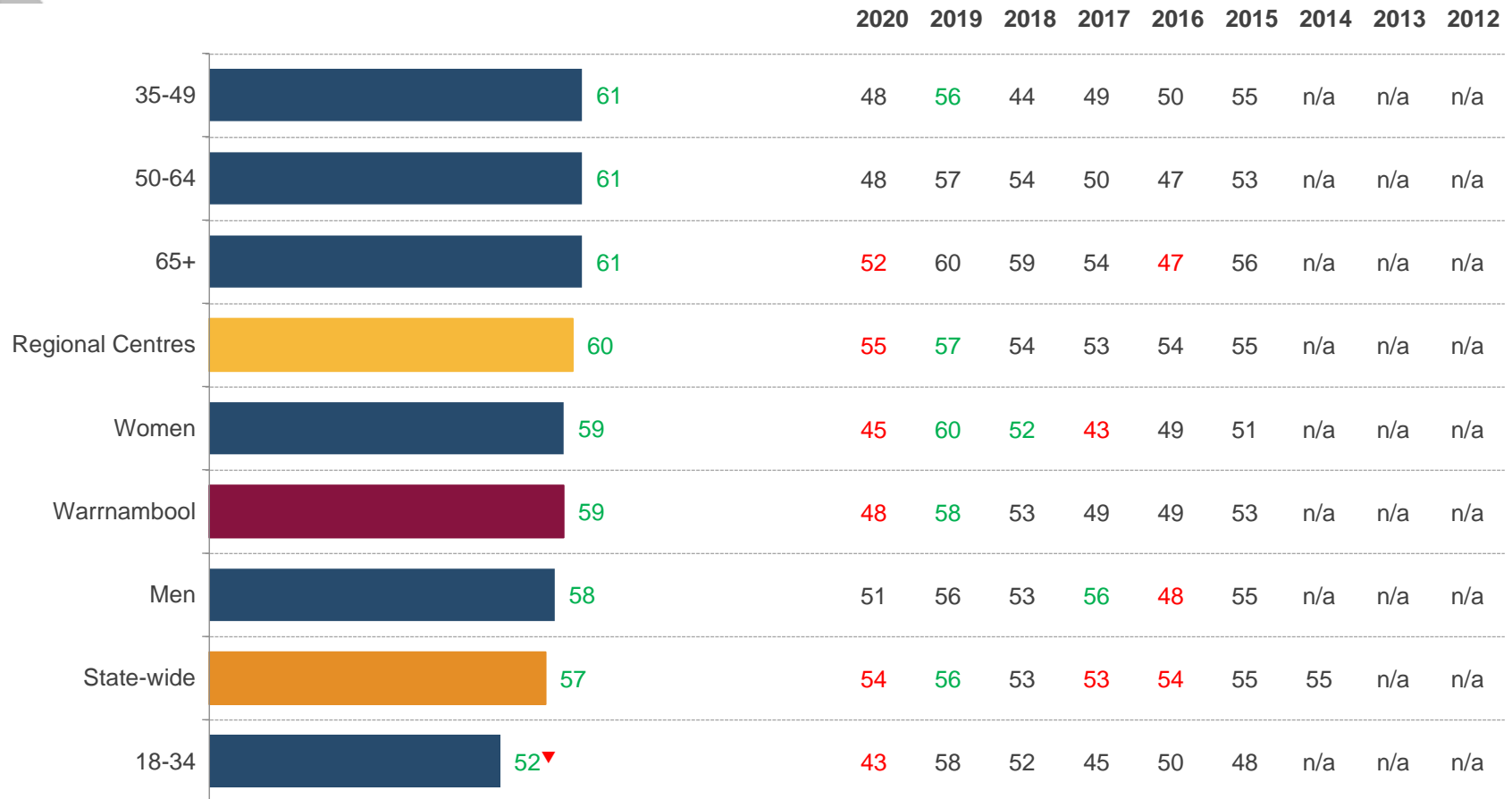
2021 sealed local roads importance (%)



The condition of sealed local roads in your area performance



2021 sealed local roads performance (index scores)



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

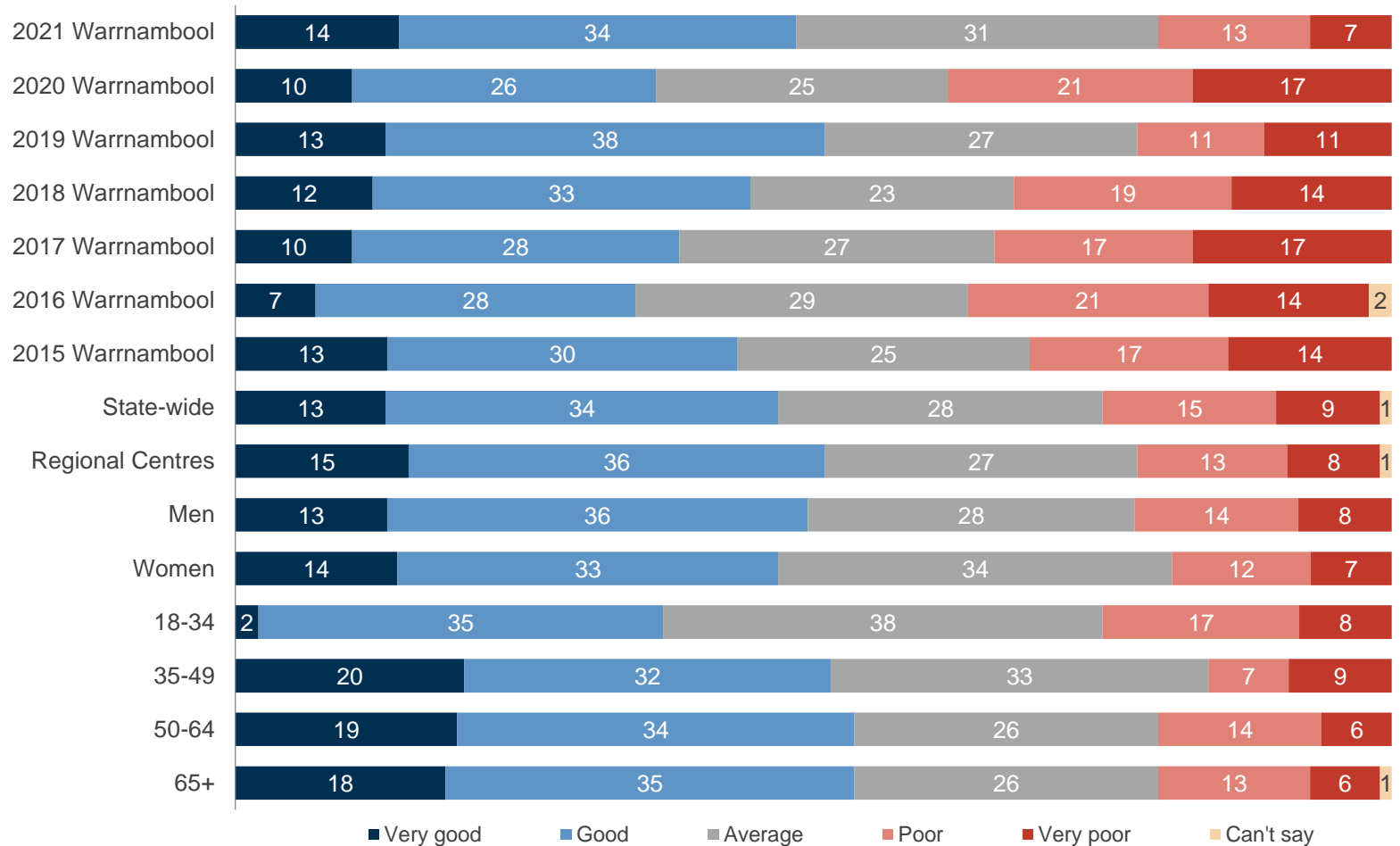
Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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

The condition of sealed local roads in your area performance



2021 sealed local roads performance (%)

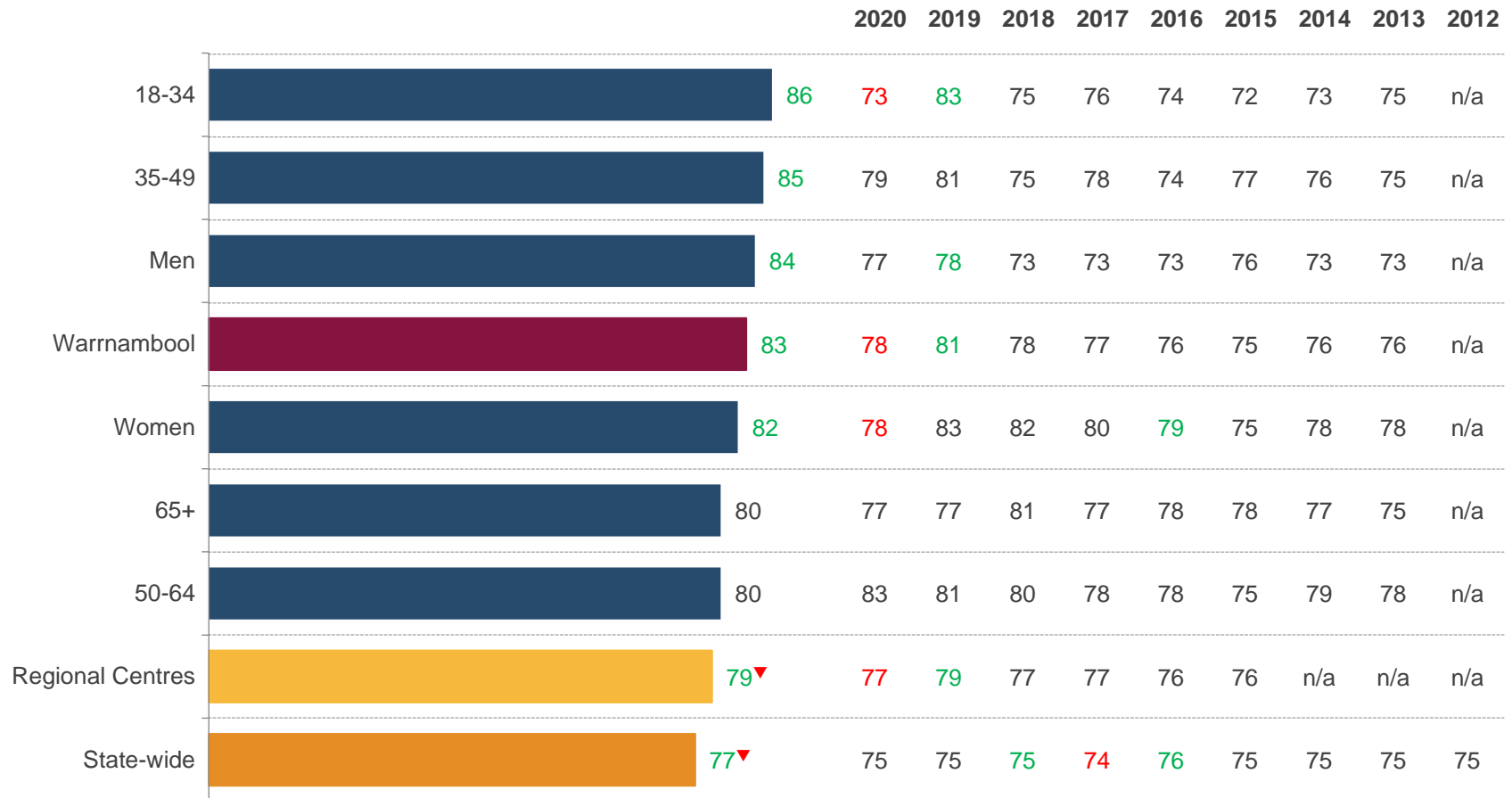




Informing the community importance



2021 informing community importance (index scores)



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

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

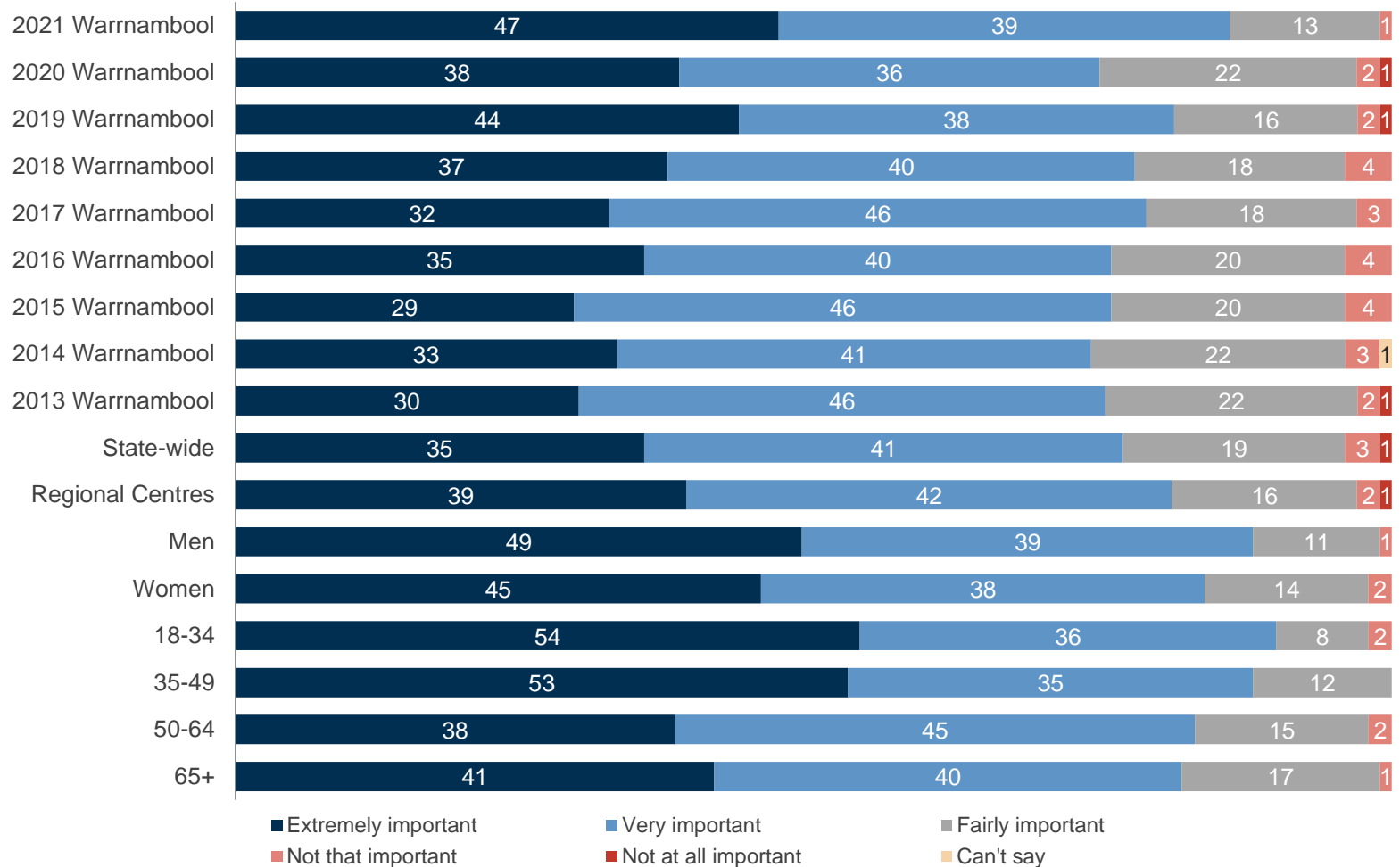
Note: Please see Appendix A for explanation of significant differences.



Informing the community importance



2021 informing community importance (%)

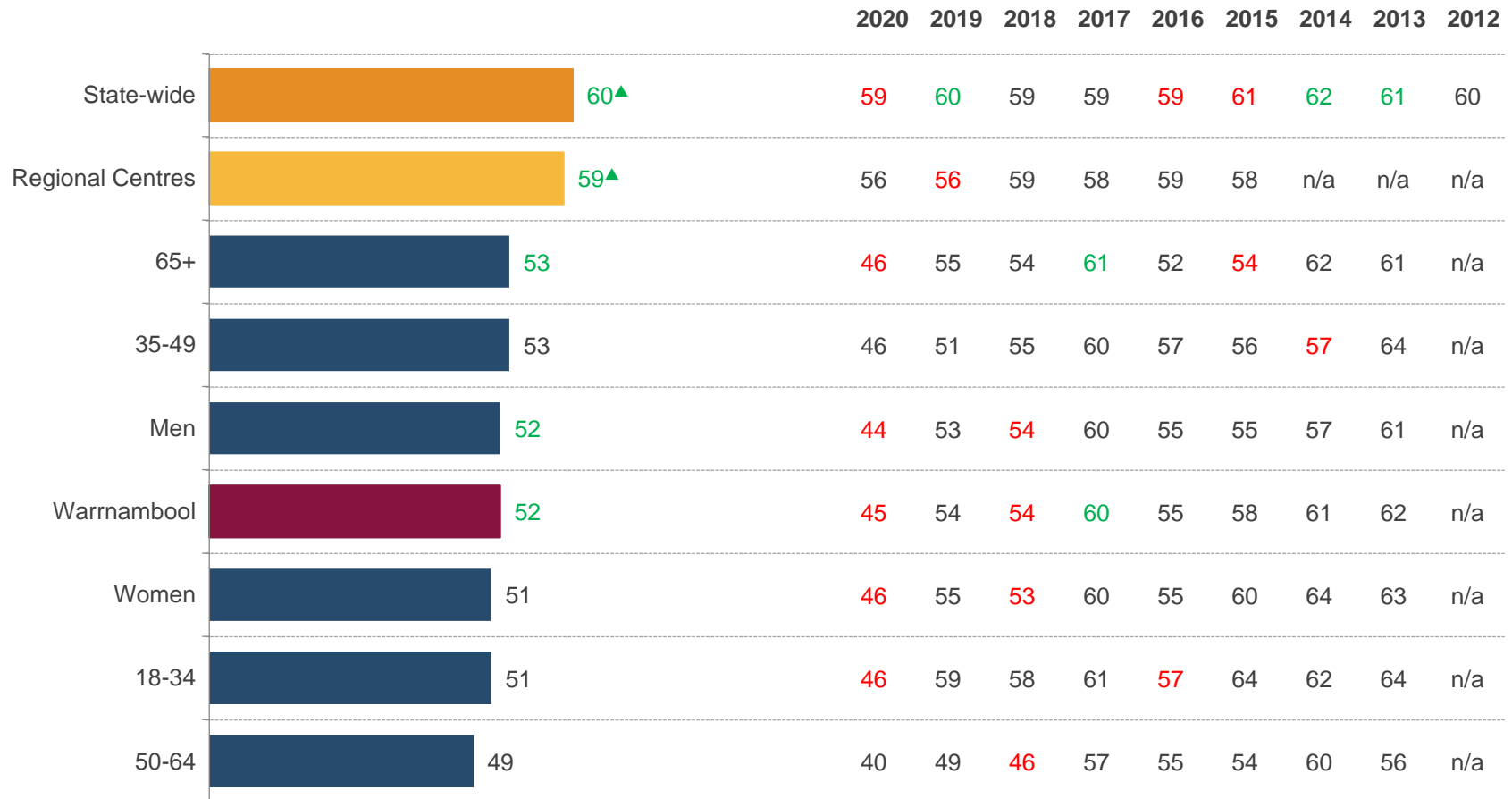




Informing the community performance



2021 informing community performance (index scores)



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

Base: All respondents. Councils asked state-wide: 35 Councils asked group: 5

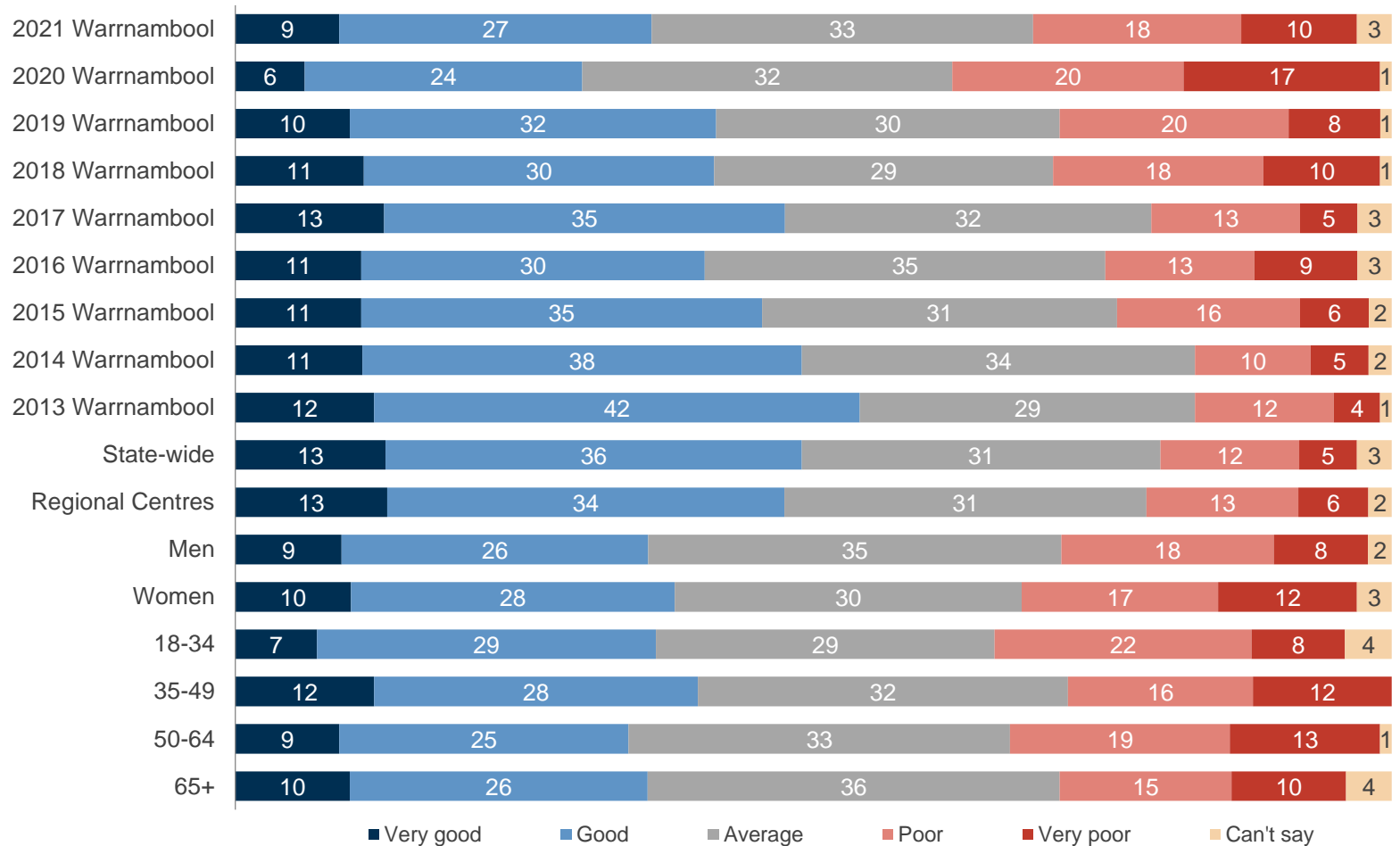
Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



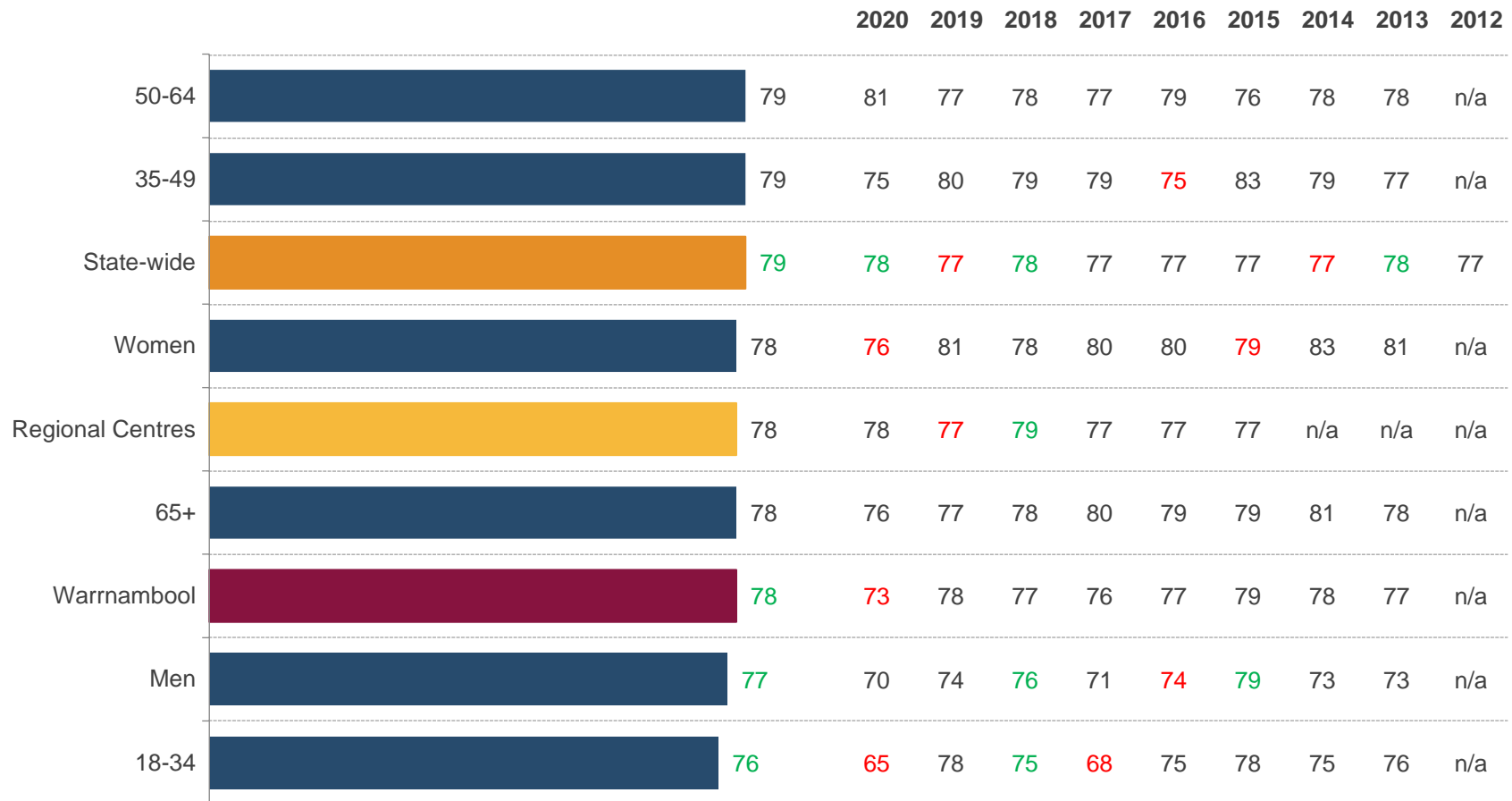
2021 informing community performance (%)



The condition of local streets and footpaths in your area importance



2021 streets and footpaths importance (index scores)



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

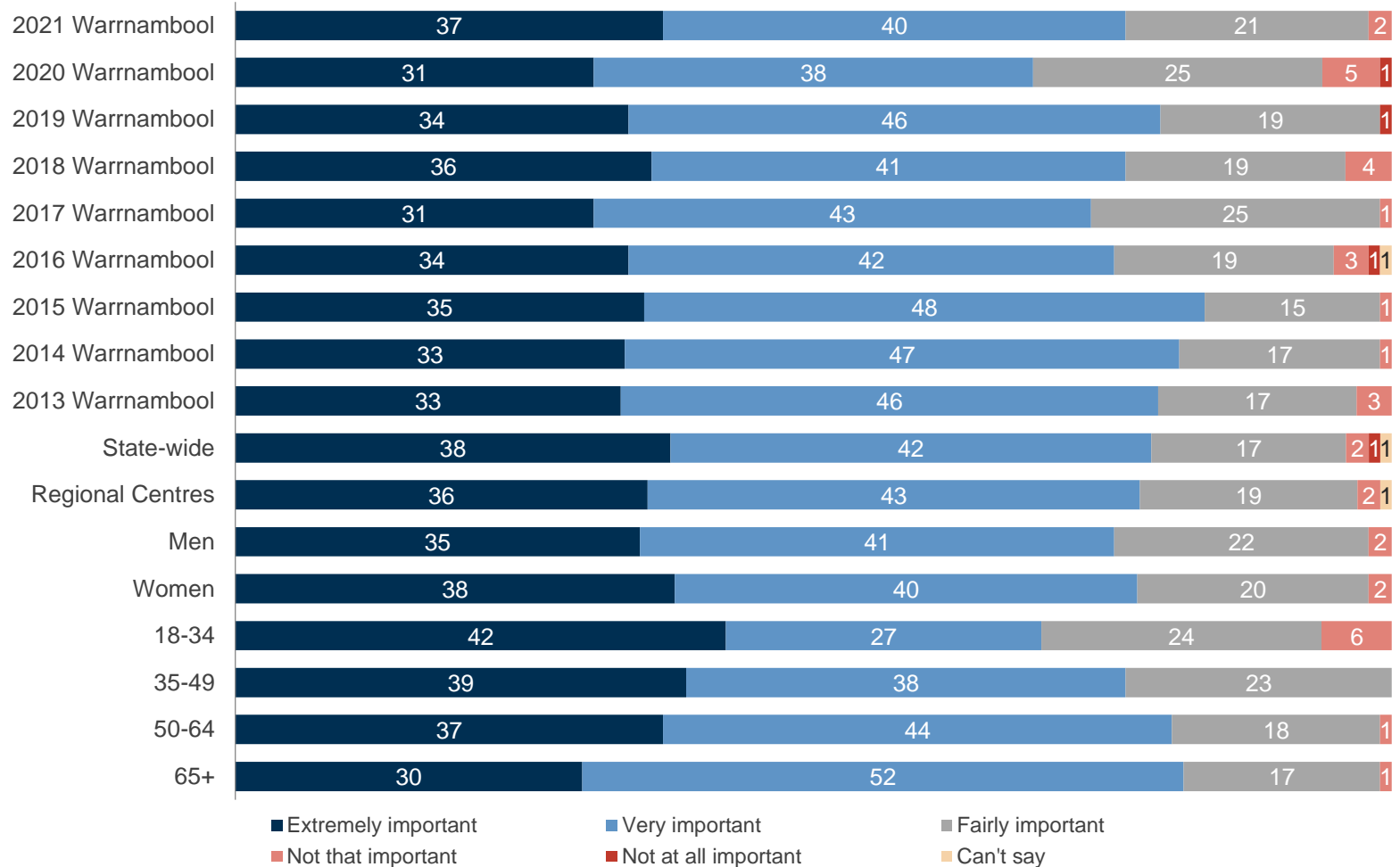
Base: All respondents. Councils asked state-wide: 25 Councils asked group: 5

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

The condition of local streets and footpaths in your area importance



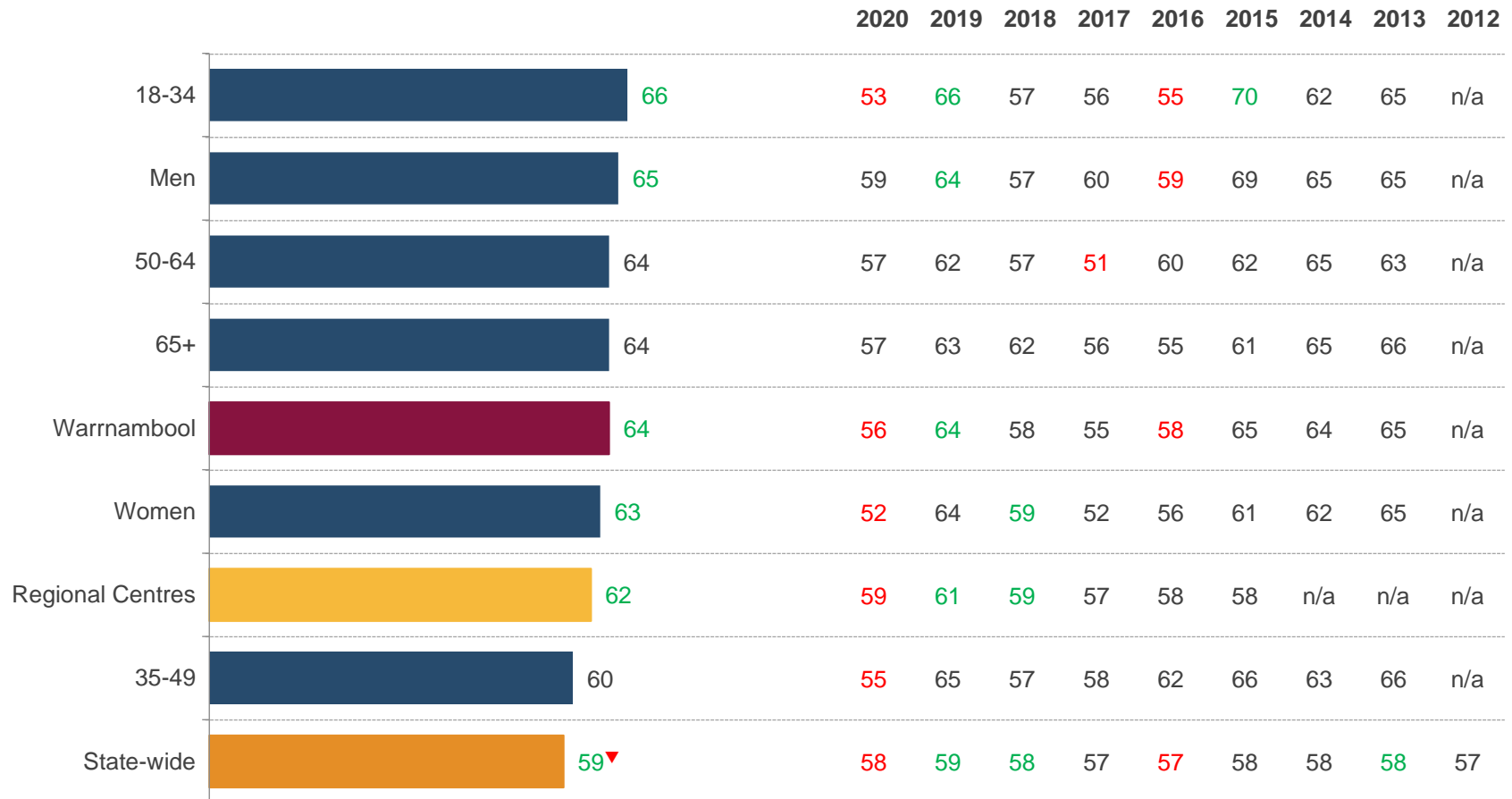
2021 streets and footpaths importance (%)



The condition of local streets and footpaths in your area performance



2021 streets and footpaths performance (index scores)



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

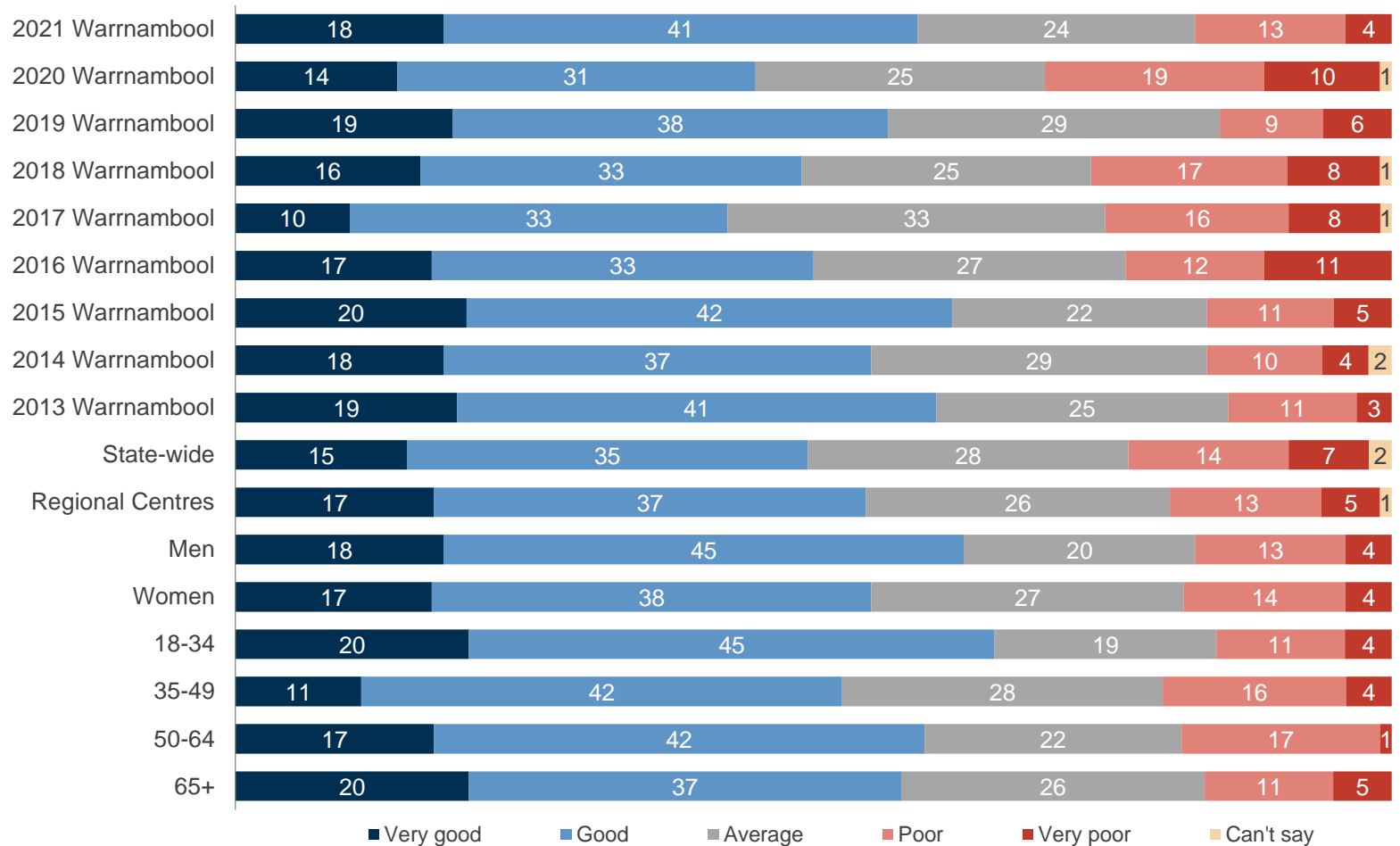
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 5

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

The condition of local streets and footpaths in your area performance



2021 streets and footpaths performance (%)

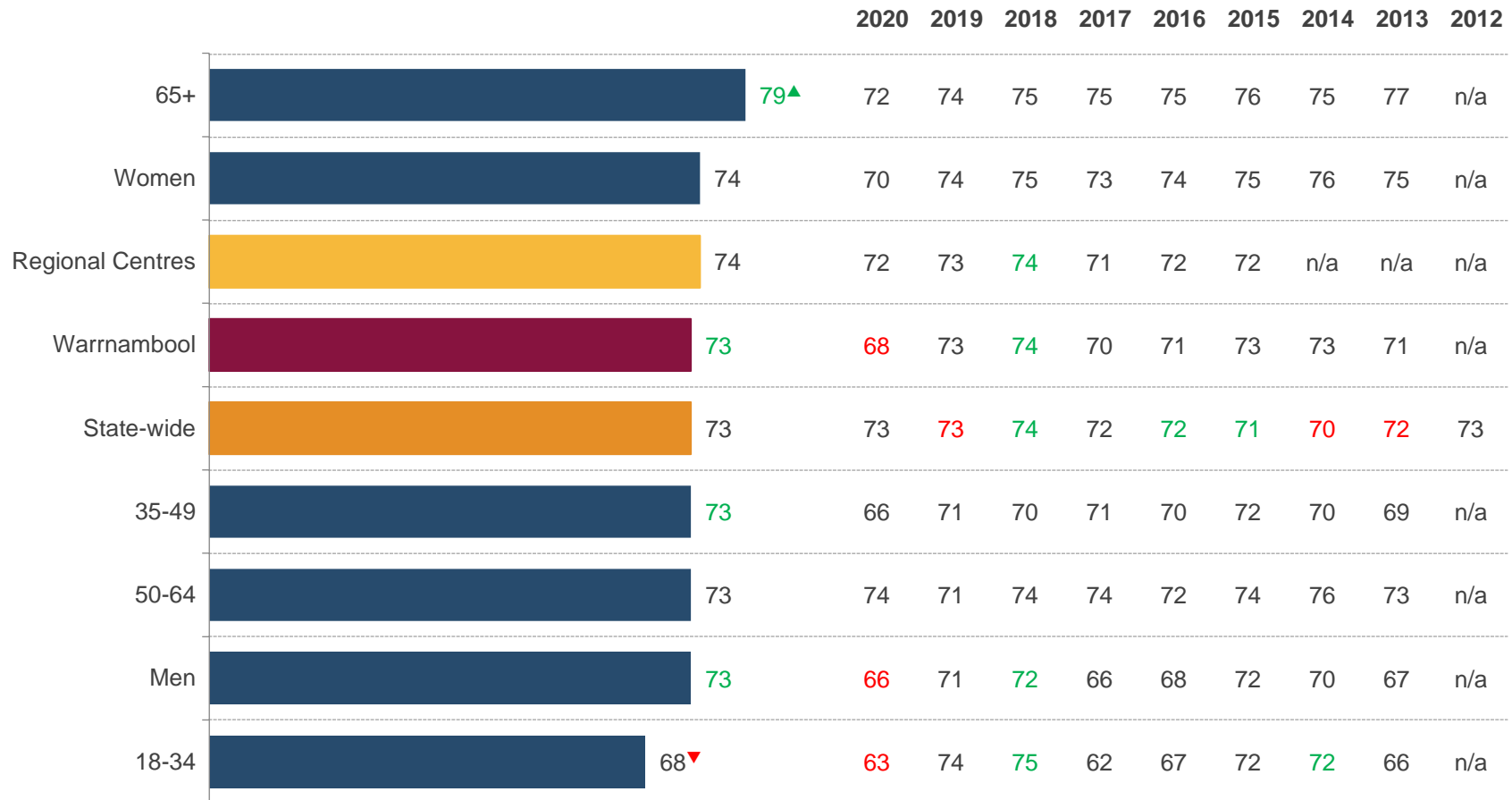




Traffic management importance



2021 traffic management importance (index scores)



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

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

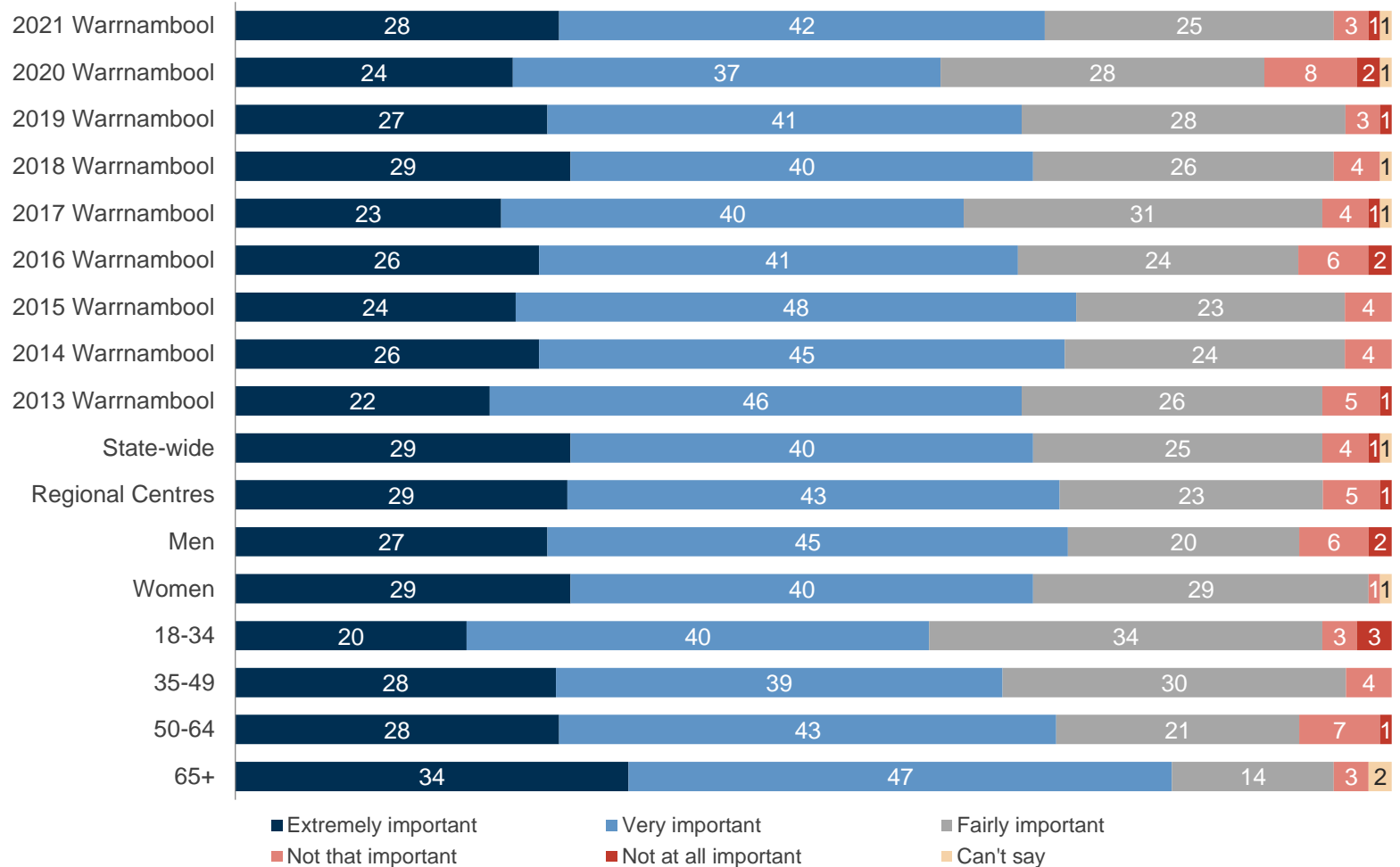
Note: Please see Appendix A for explanation of significant differences.



Traffic management importance



2021 traffic management importance (%)

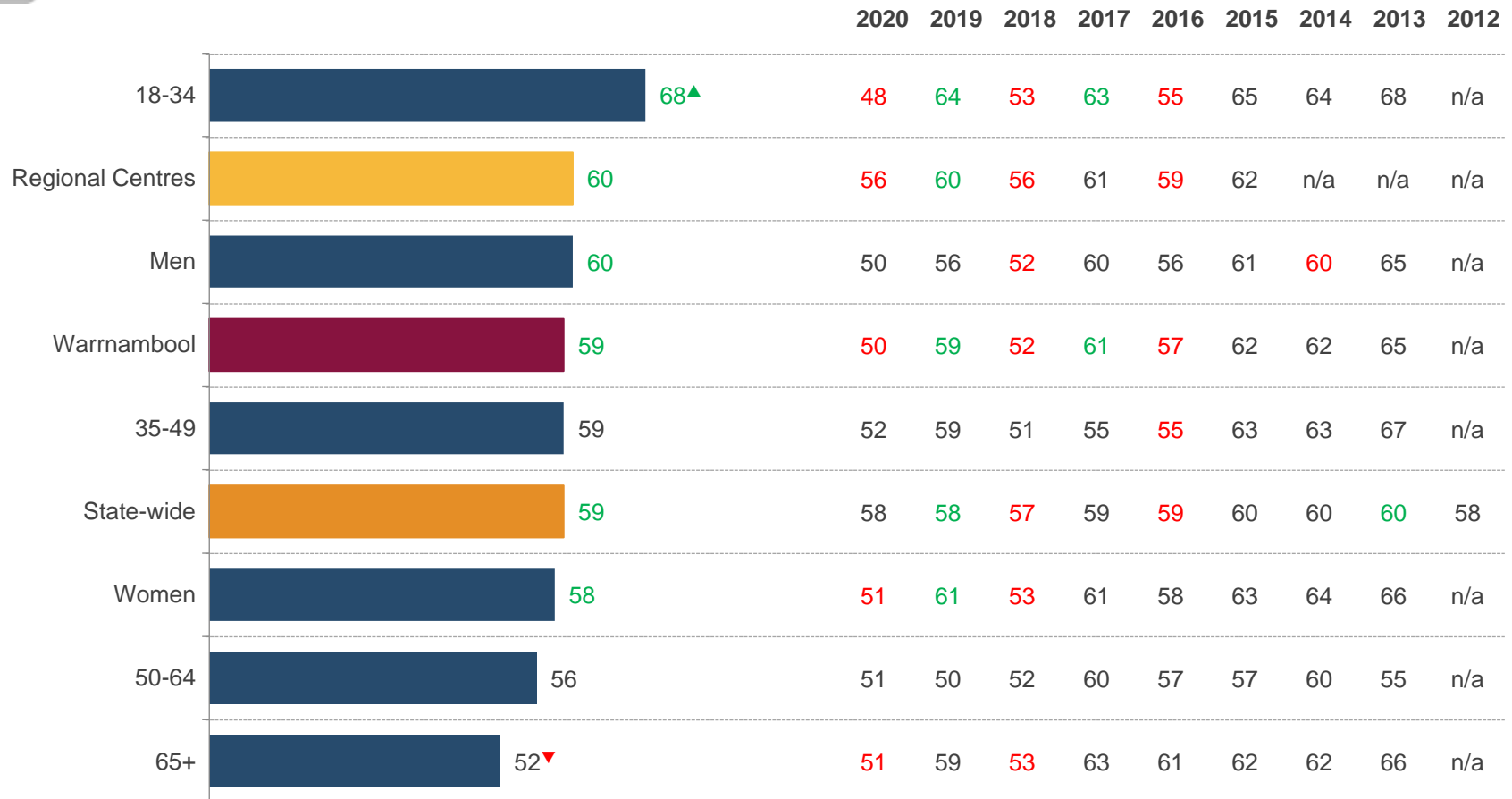




Traffic management performance



2021 traffic management performance (index scores)



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

Base: All respondents. Councils asked state-wide: 13 Councils asked group: 2

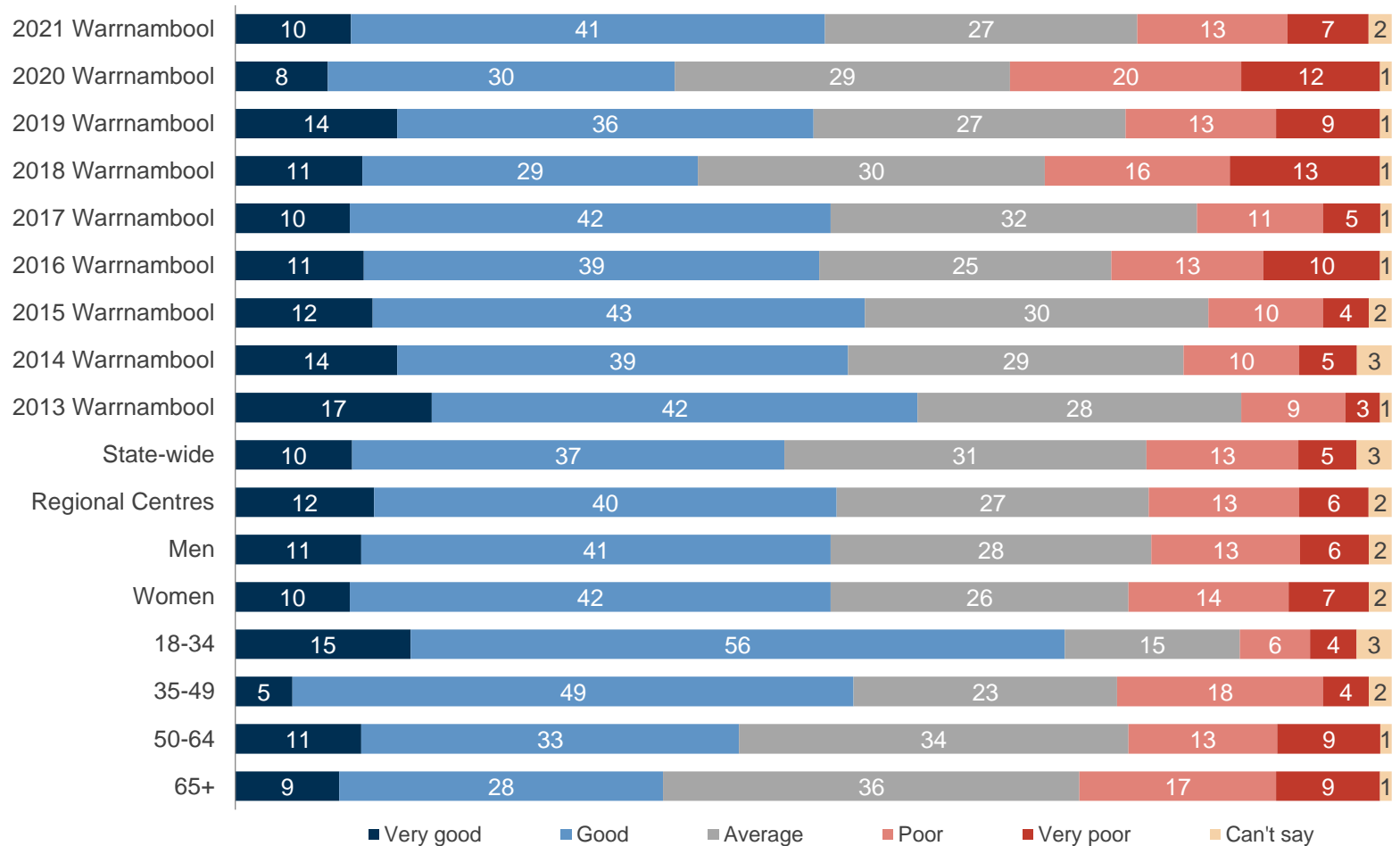
Note: Please see Appendix A for explanation of significant differences.



Traffic management performance



2021 traffic management performance (%)





Parking facilities importance



2021 parking importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	76	76	80	80	79	77	78	79	79	n/a
65+	76	77	79	81	77	80	78	77	77	n/a
50-64	76	77	78	76	77	74	74	78	77	n/a
Warrnambool	74	75	78	78	74	75	75	76	74	n/a
Regional Centres	73	75	75	75	72	73	74	n/a	n/a	n/a
35-49	73	72	76	76	73	72	78	77	69	n/a
State-wide	72	71	71	71	70	70	70	70	71	71
18-34	71	74	79	81	70	75	71	74	74	n/a
Men	71	74	76	76	68	73	72	73	69	n/a

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

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 5

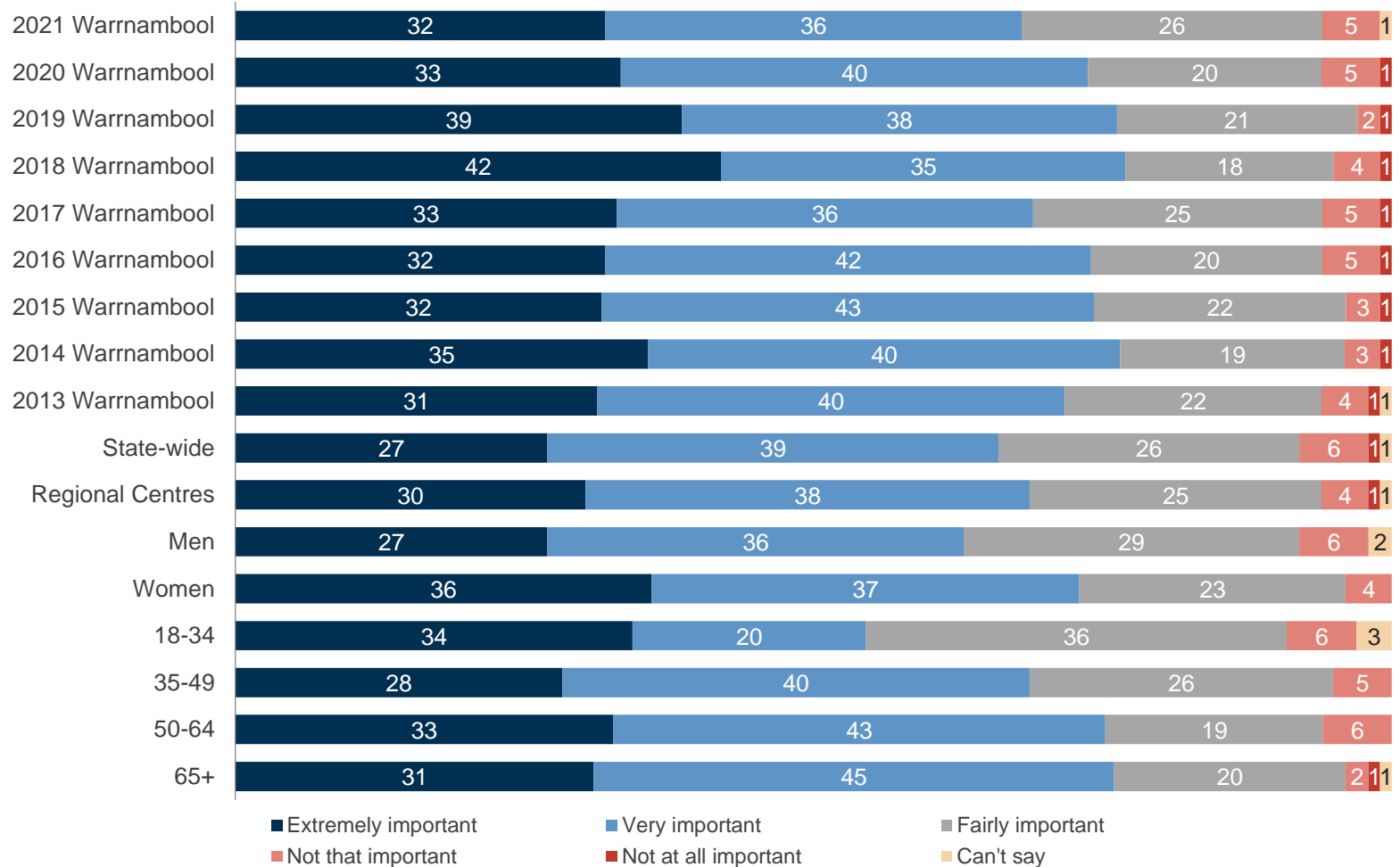
Note: Please see Appendix A for explanation of significant differences.



Parking facilities importance



2021 parking importance (%)





Parking facilities performance



2021 parking performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	58▲	55	56	56	55	56	57	57	57	56
Regional Centres	55▲	49	50	51	52	54	53	n/a	n/a	n/a
35-49	55	42	44	36	54	56	51	54	62	n/a
Men	54	41	46	40	51	55	49	50	56	n/a
50-64	52	37	41	41	47	56	47	49	48	n/a
Warrnambool	51	38	45	39	49	54	48	50	55	n/a
65+	50	40	43	43	50	51	45	48	55	n/a
18-34	48	34	51	37	45	55	49	50	54	n/a
Women	48	36	44	39	47	53	47	51	54	n/a

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

Base: All respondents. Councils asked state-wide: 19 Councils asked group: 5

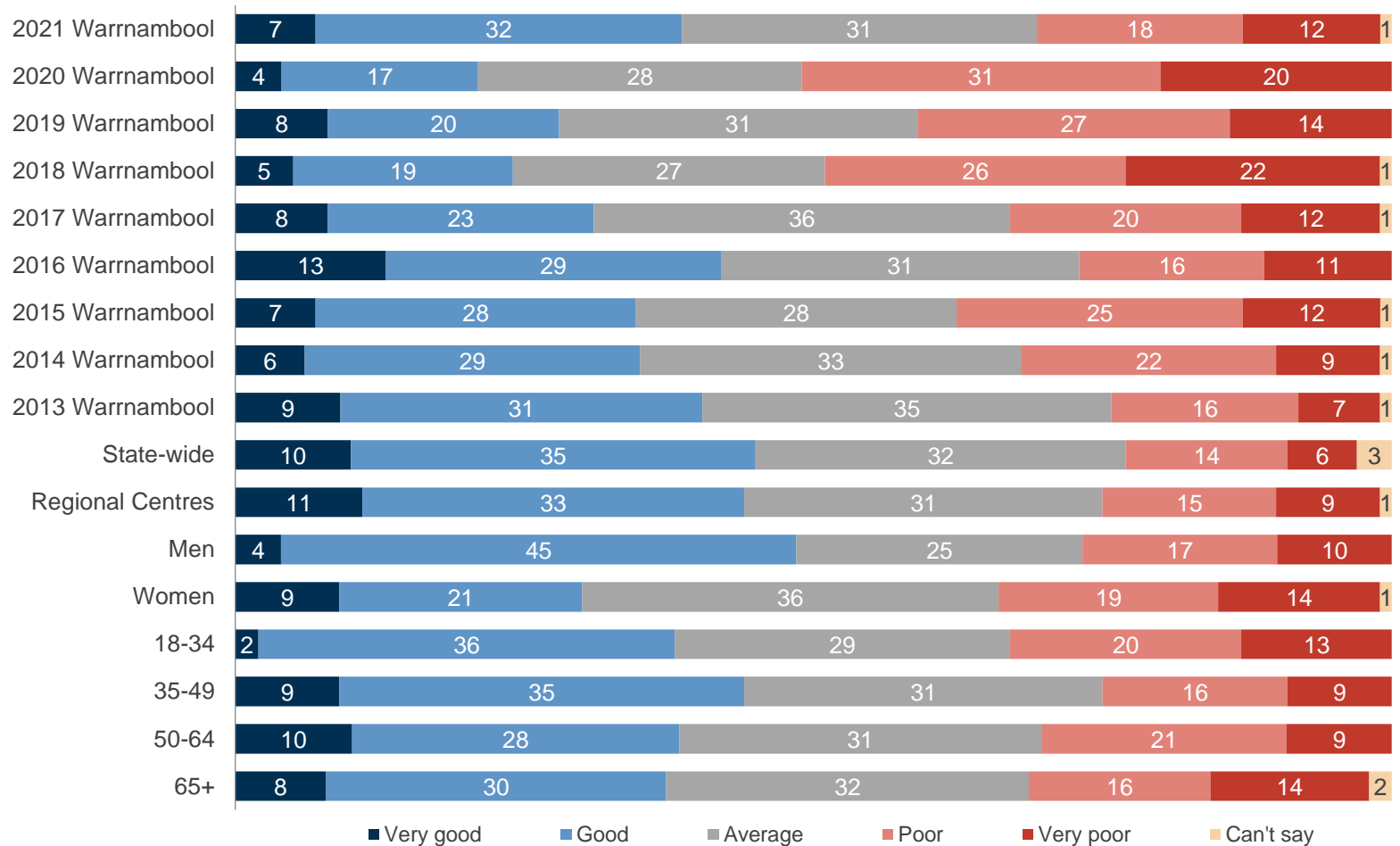
Note: Please see Appendix A for explanation of significant differences.



Parking facilities performance



2021 parking performance (%)

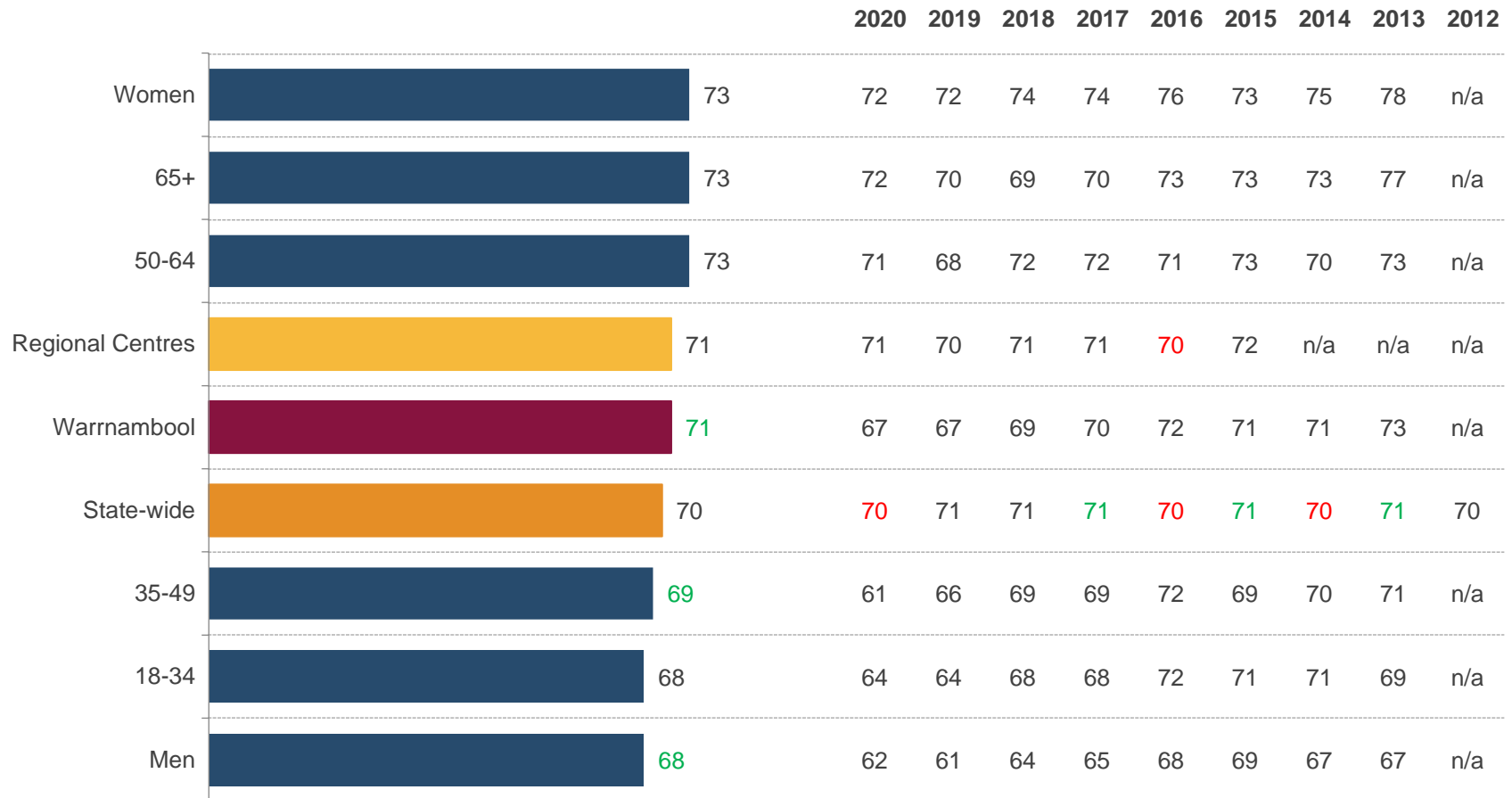




Enforcement of local laws importance



2021 law enforcement importance (index scores)



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

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

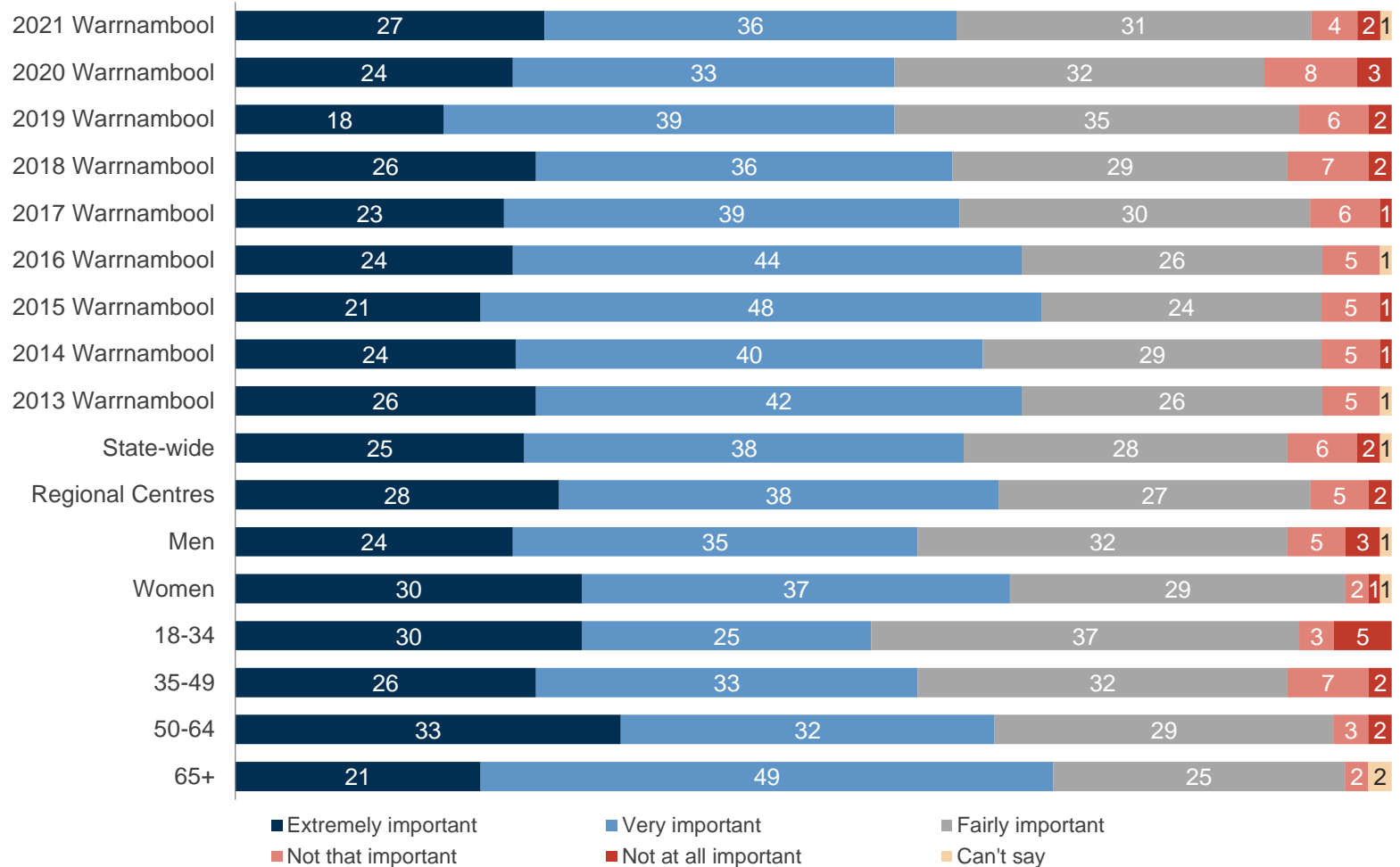
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws importance



2021 law enforcement importance (%)

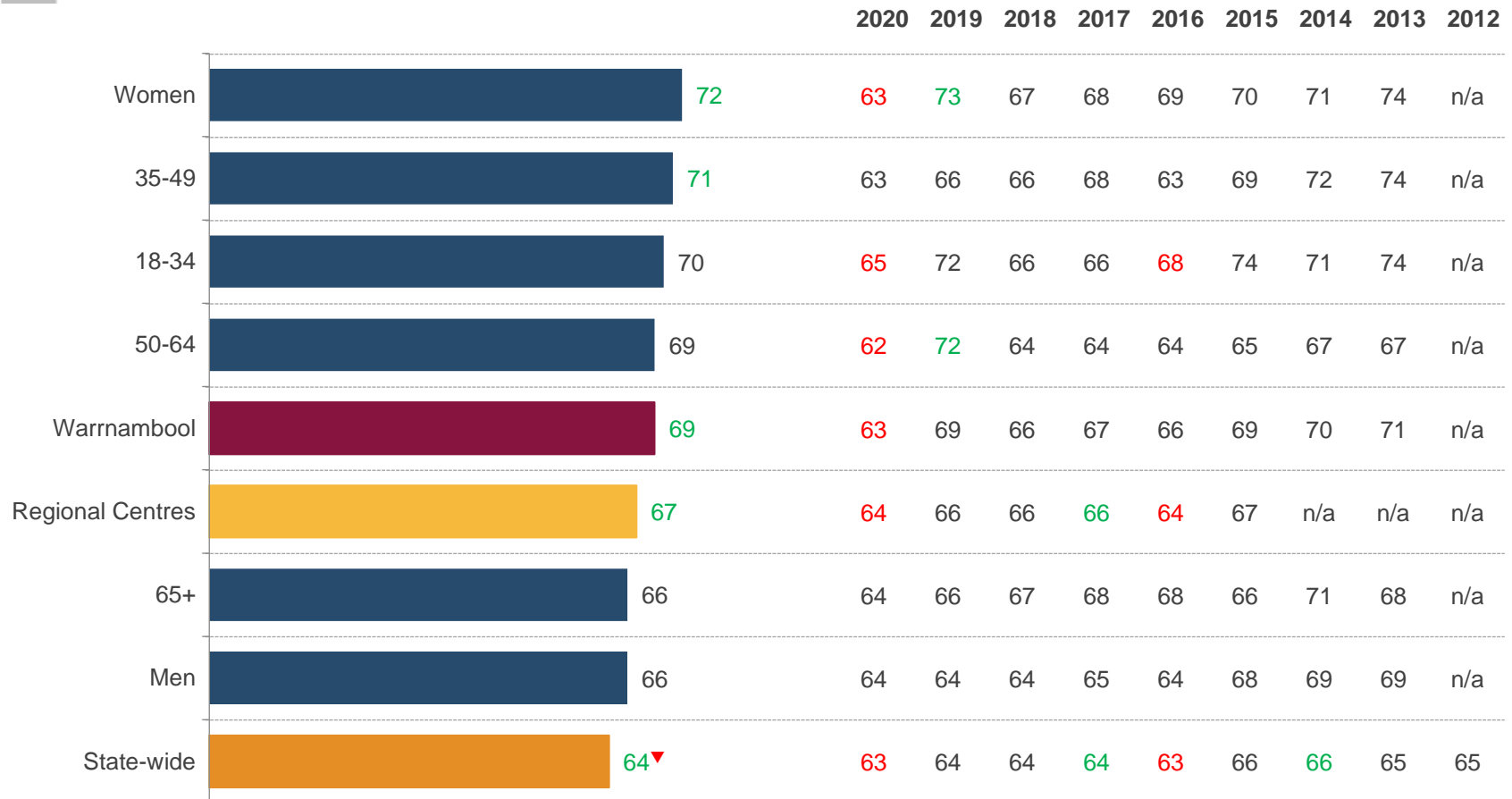




Enforcement of local laws performance



2021 law enforcement performance (index scores)



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

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

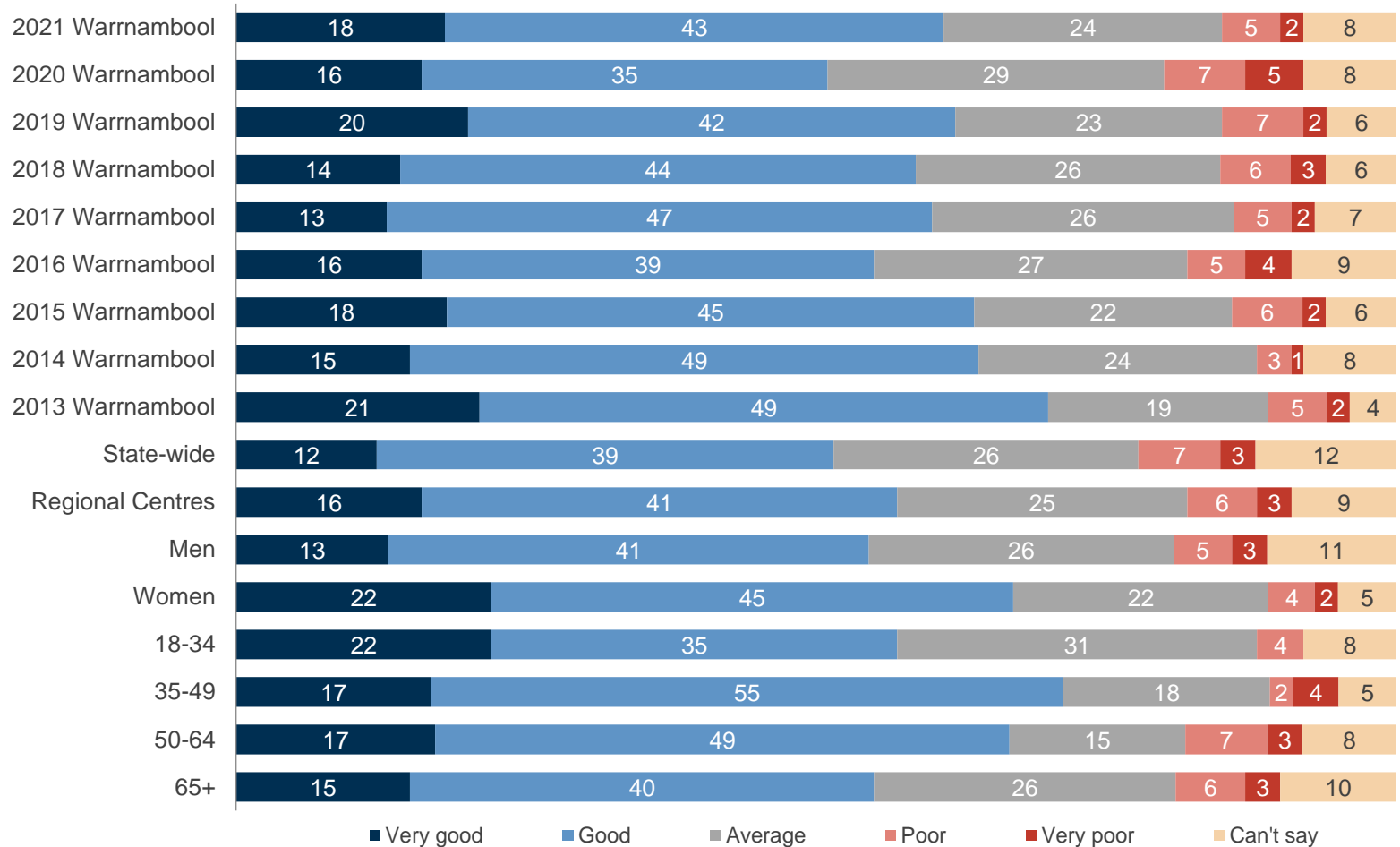
Note: Please see Appendix A for explanation of significant differences.



Enforcement of local laws performance



2021 law enforcement performance (%)

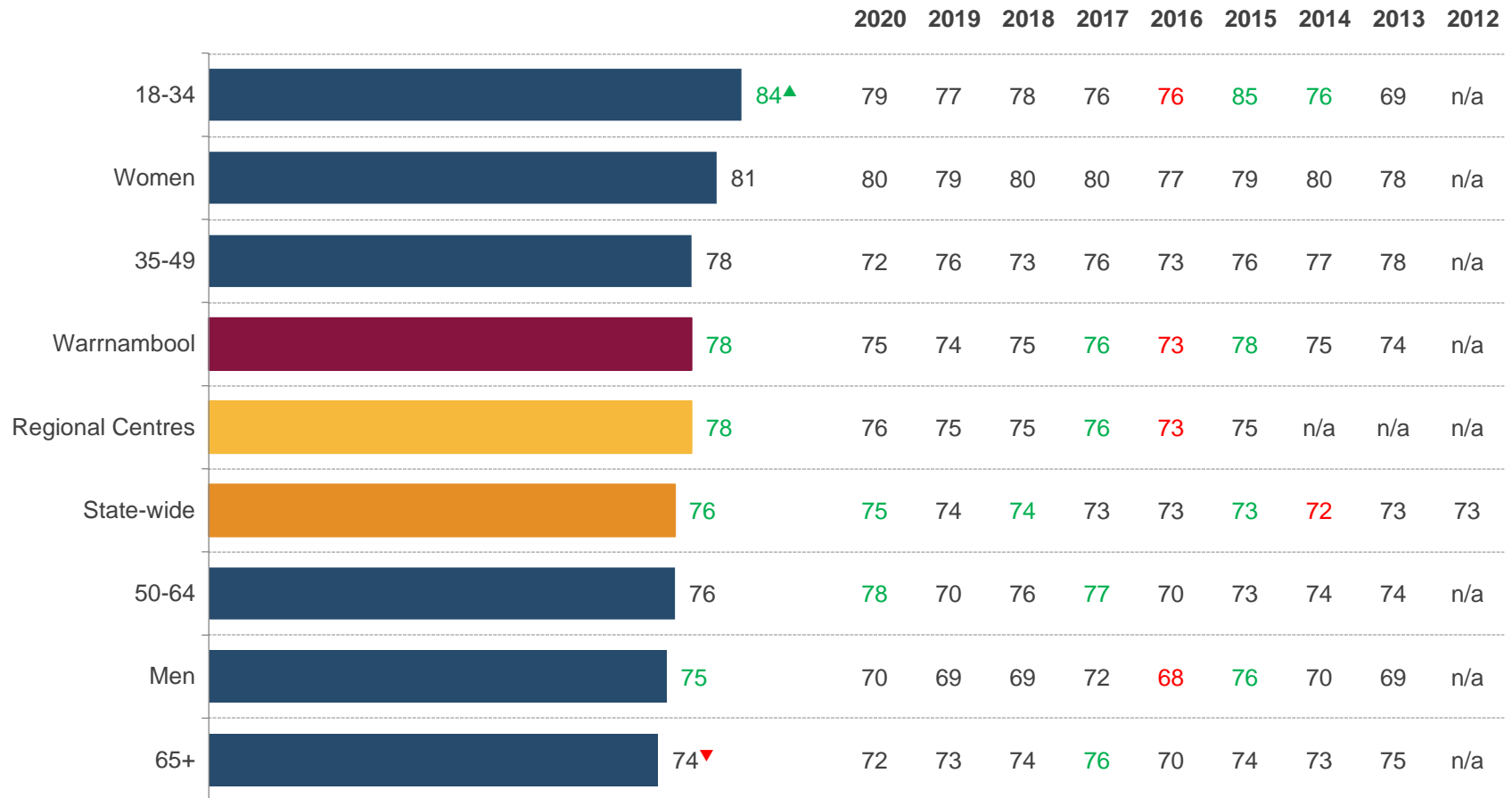




Family support services importance



2021 family support importance (index scores)



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

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

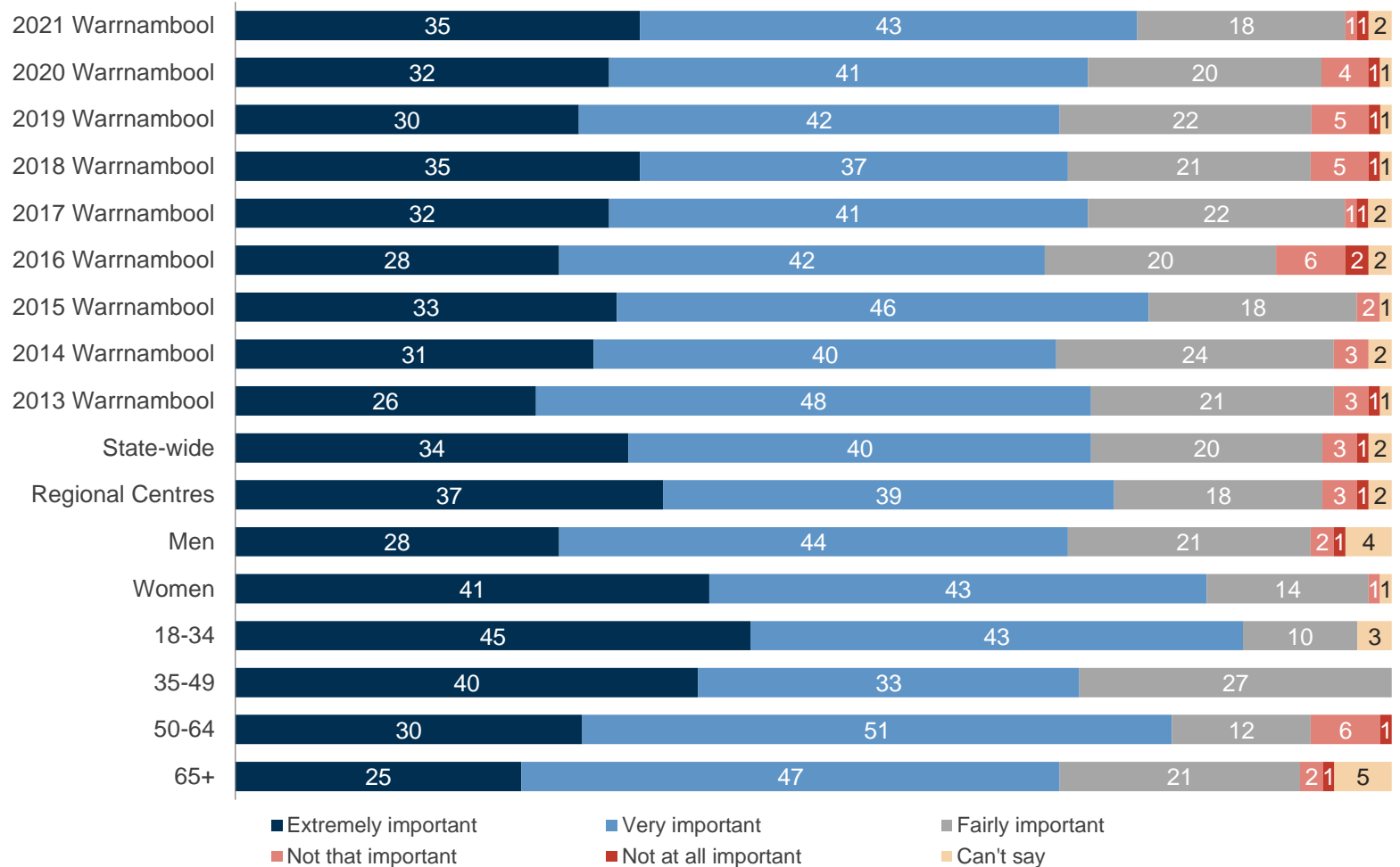
Note: Please see Appendix A for explanation of significant differences.



Family support services importance



2021 family support importance (%)

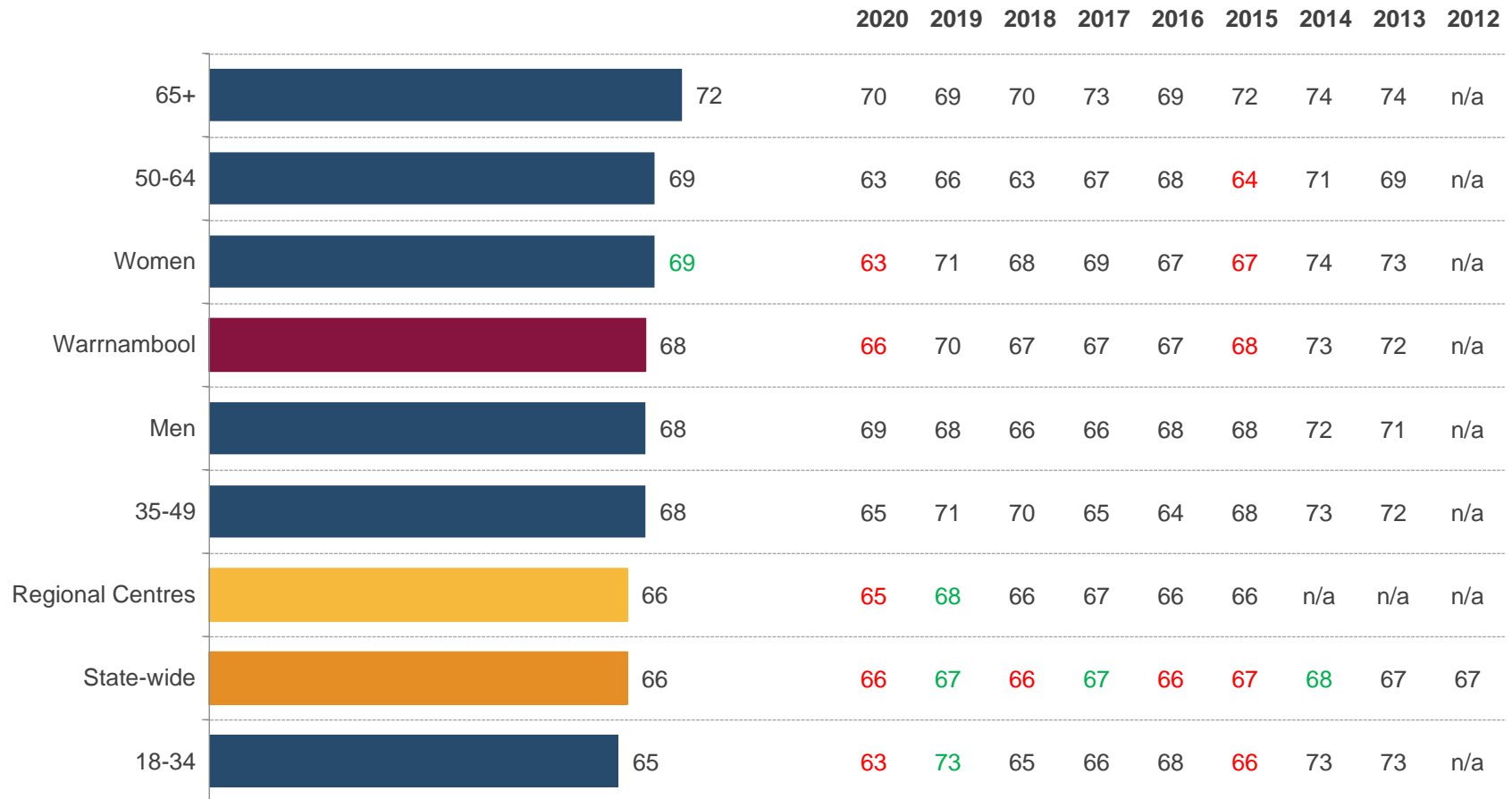




Family support services performance



2021 family support performance (index scores)



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

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

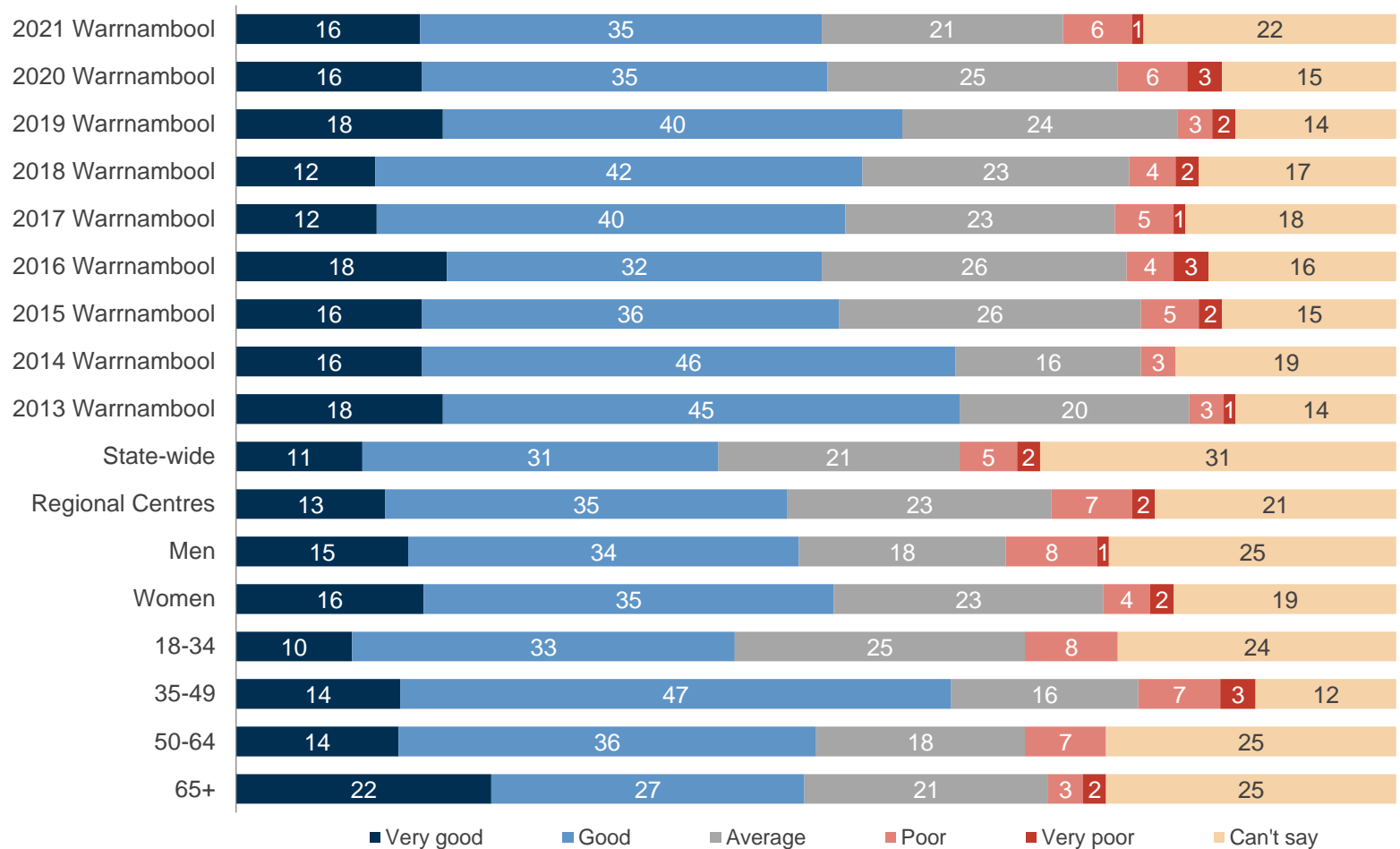
Note: Please see Appendix A for explanation of significant differences.



Family support services performance



2021 family support performance (%)

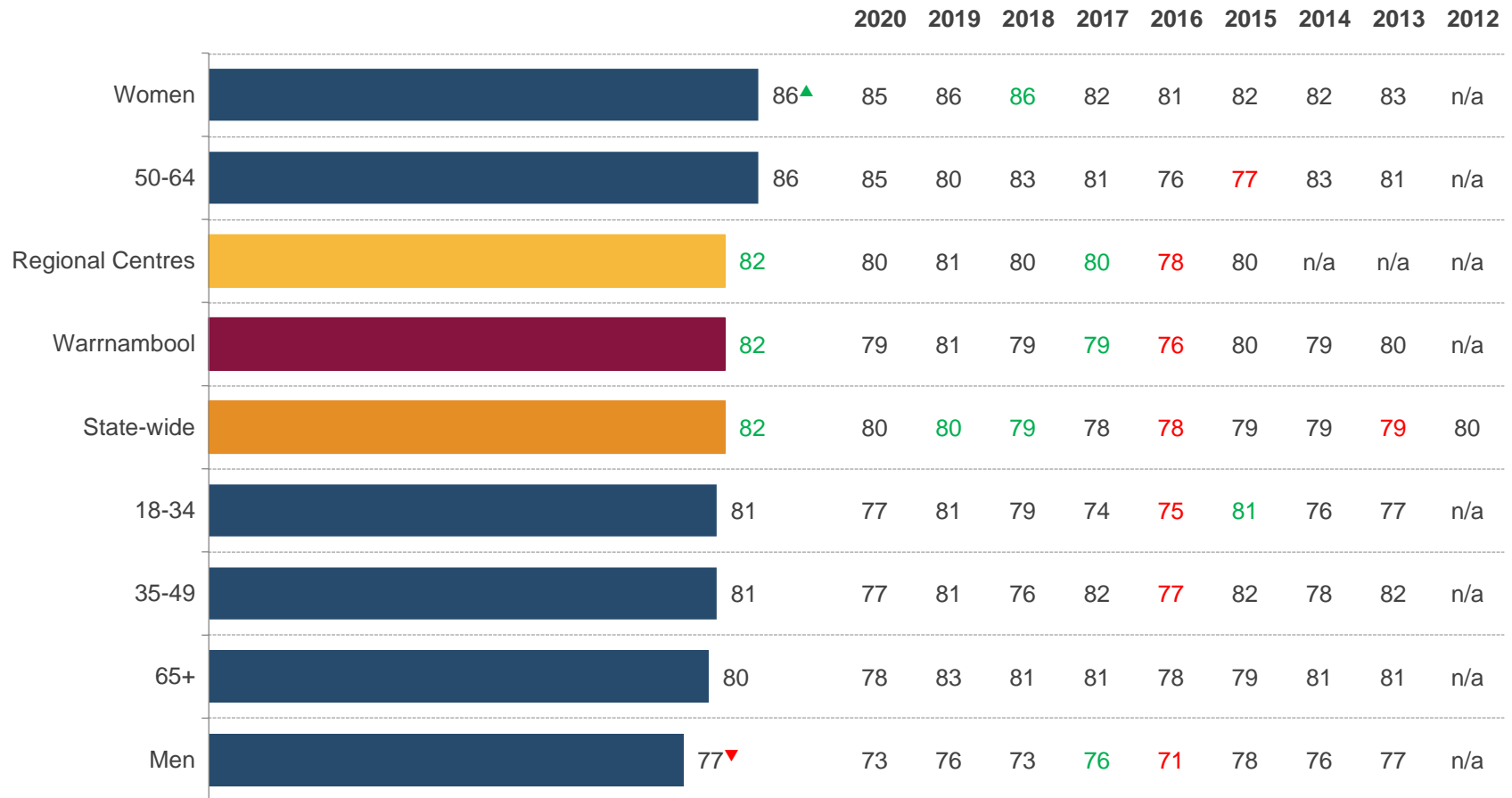




Elderly support services importance



2021 elderly support importance (index scores)



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3

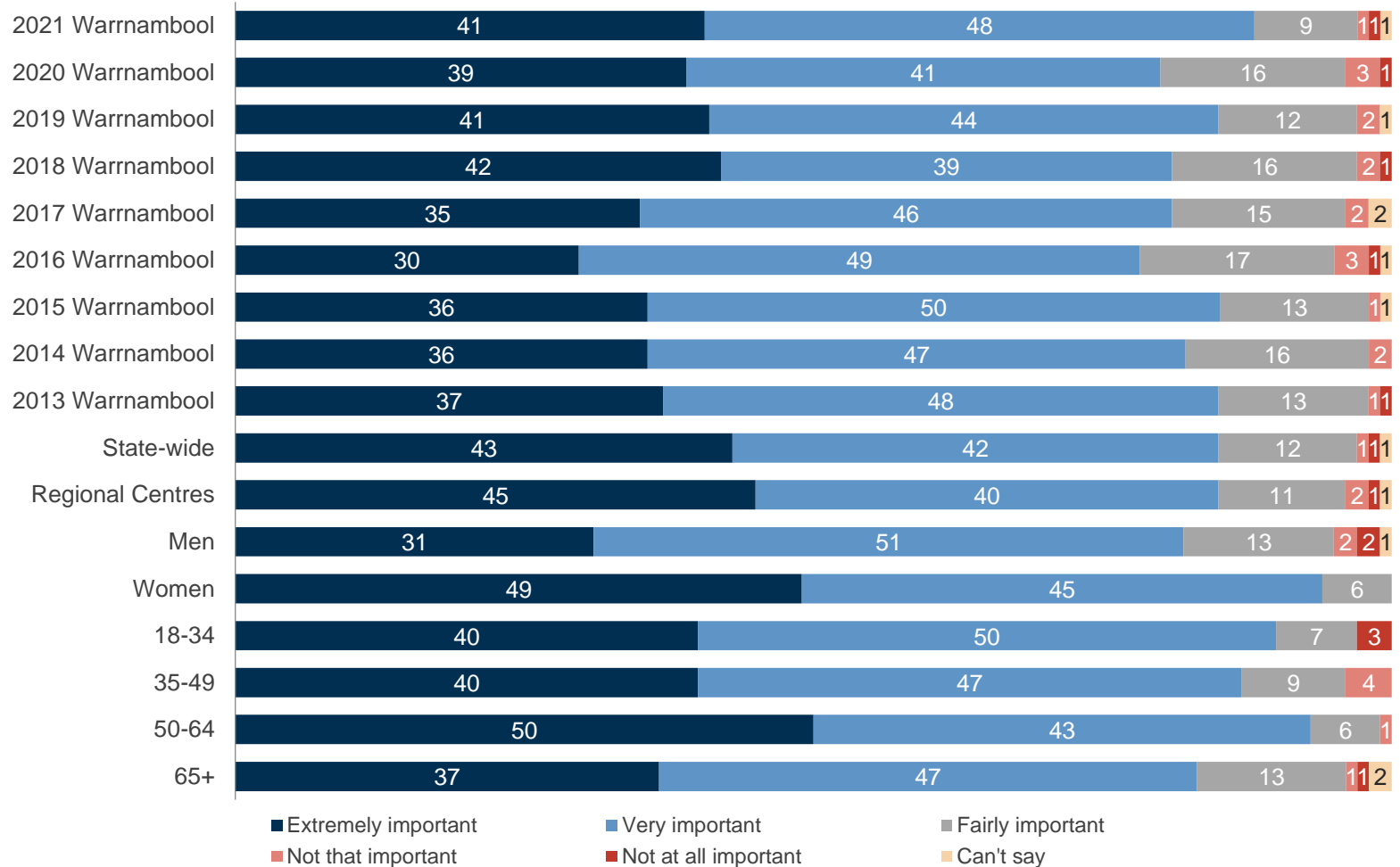
Note: Please see Appendix A for explanation of significant differences.



Elderly support services importance



2021 elderly support importance (%)

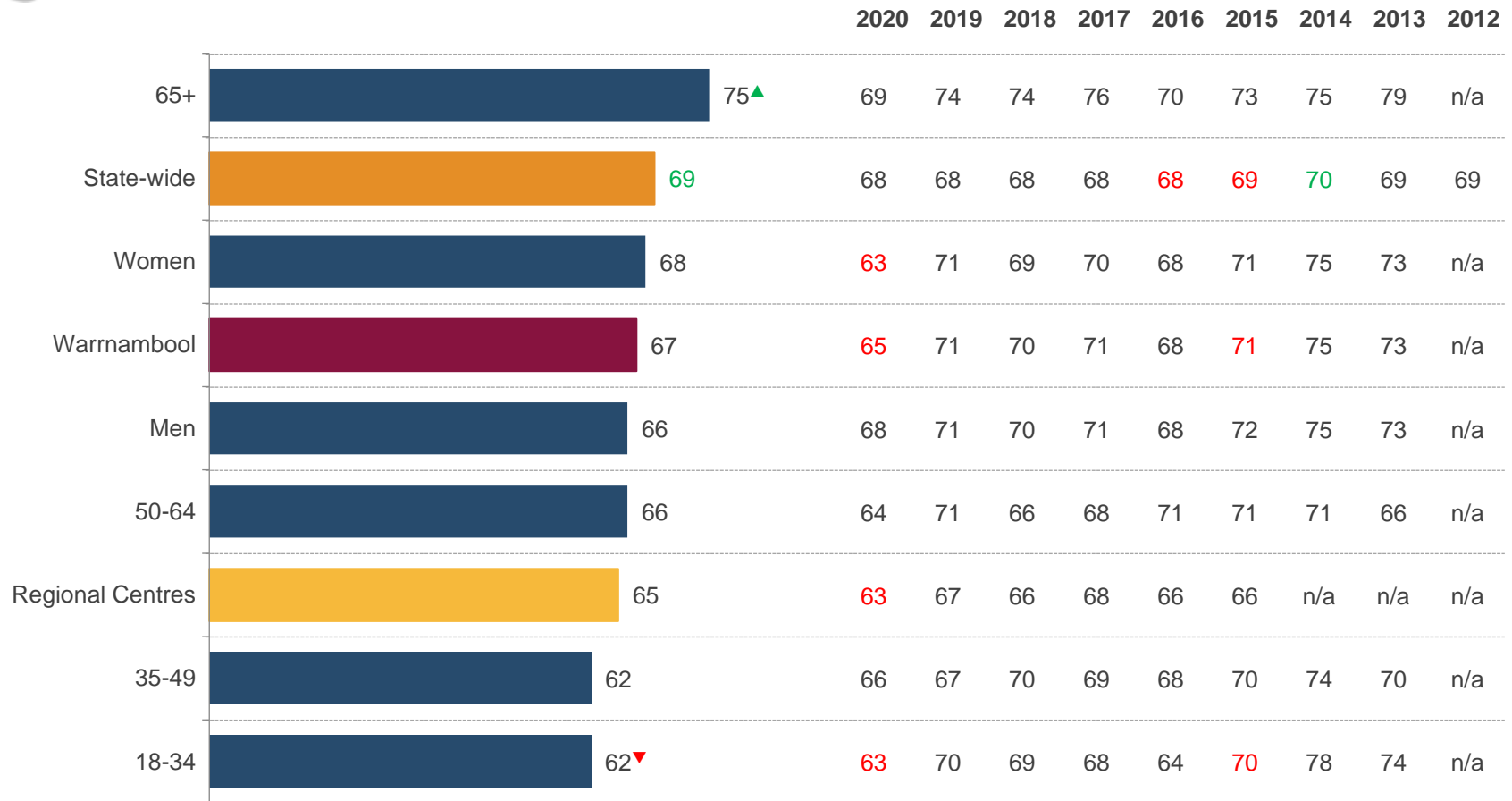




Elderly support services performance



2021 elderly support performance (index scores)



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

Base: All respondents. Councils asked state-wide: 32 Councils asked group: 3

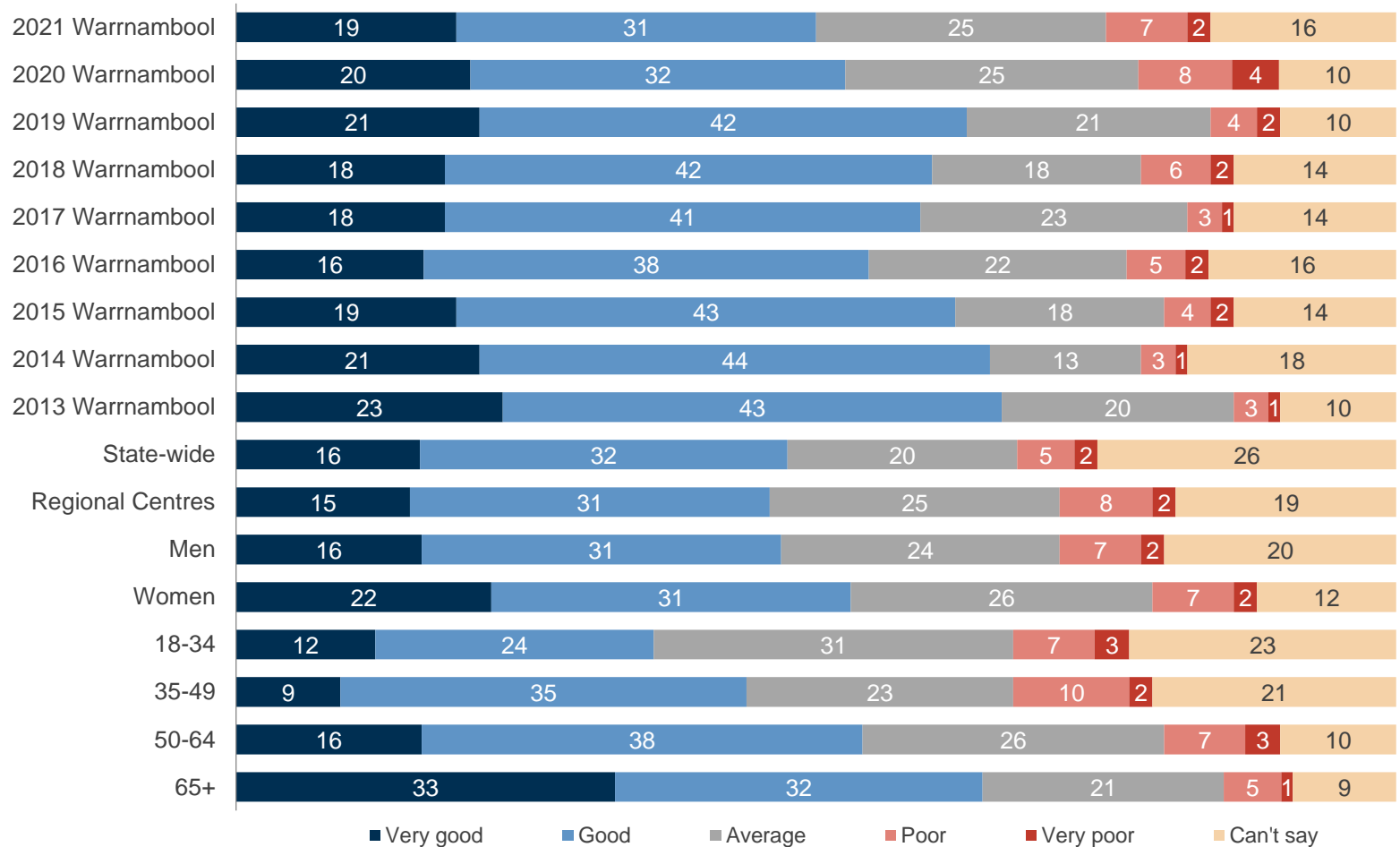
Note: Please see Appendix A for explanation of significant differences.



Elderly support services performance



2021 elderly support performance (%)





Disadvantaged support services performance



2021 disadvantaged support performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Men	67	65	67	65	65	63	64	68	67	n/a
65+	67	63	64	65	65	62	65	68	68	n/a
50-64	65	58	66	60	59	59	61	62	63	n/a
Warrnambool	64	61	66	63	63	61	63	68	68	n/a
18-34	64	61	70	64	64	59	62	71	70	n/a
State-wide	63	60	62	61	61	61	62	64	62	63
Regional Centres	63	59	63	61	63	59	61	n/a	n/a	n/a
Women	62	58	66	62	61	60	62	67	68	n/a
35-49	61	60	64	64	63	64	66	68	68	n/a

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

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

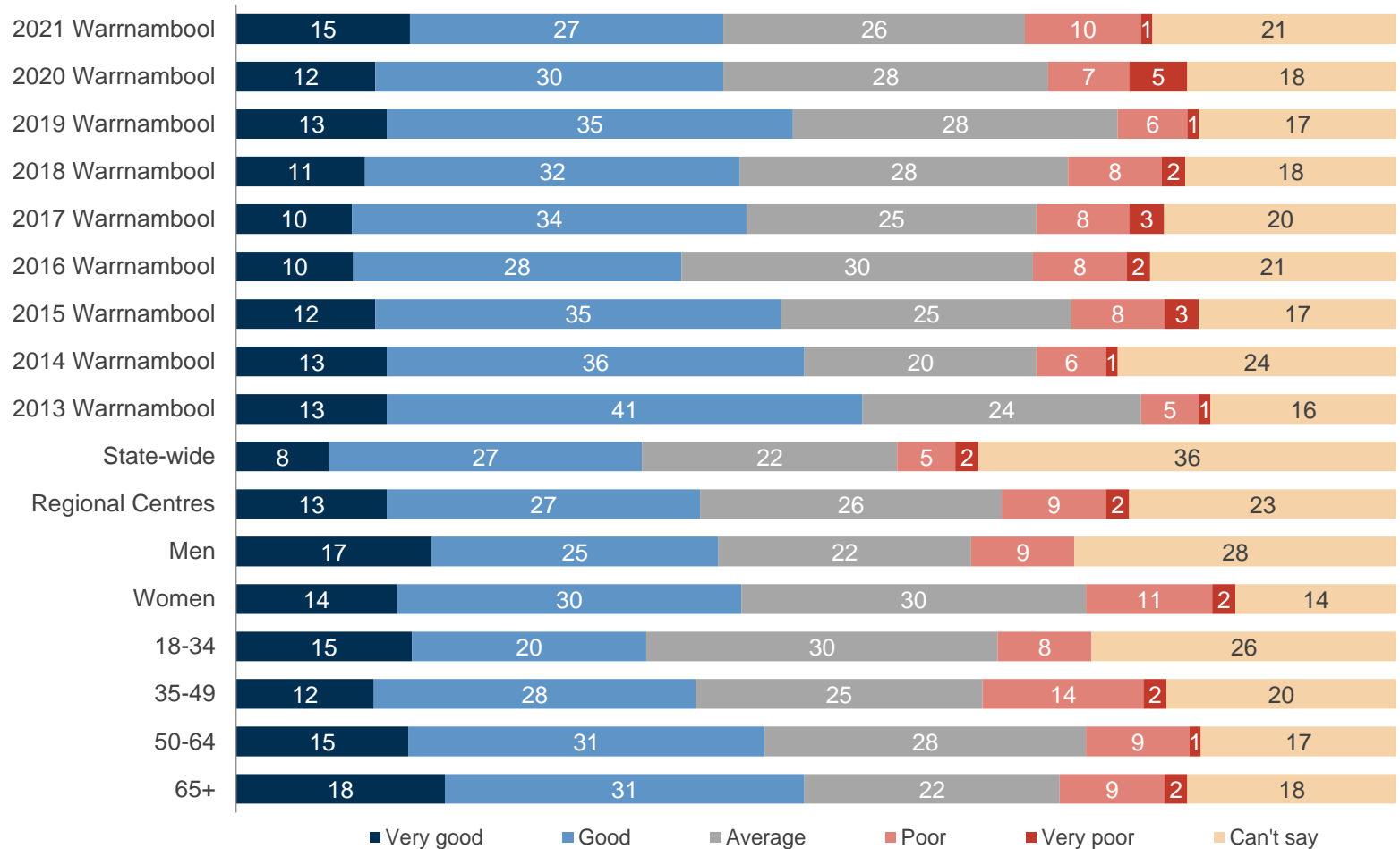
Note: Please see Appendix A for explanation of significant differences.



Disadvantaged support services performance



2021 disadvantaged support performance (%)

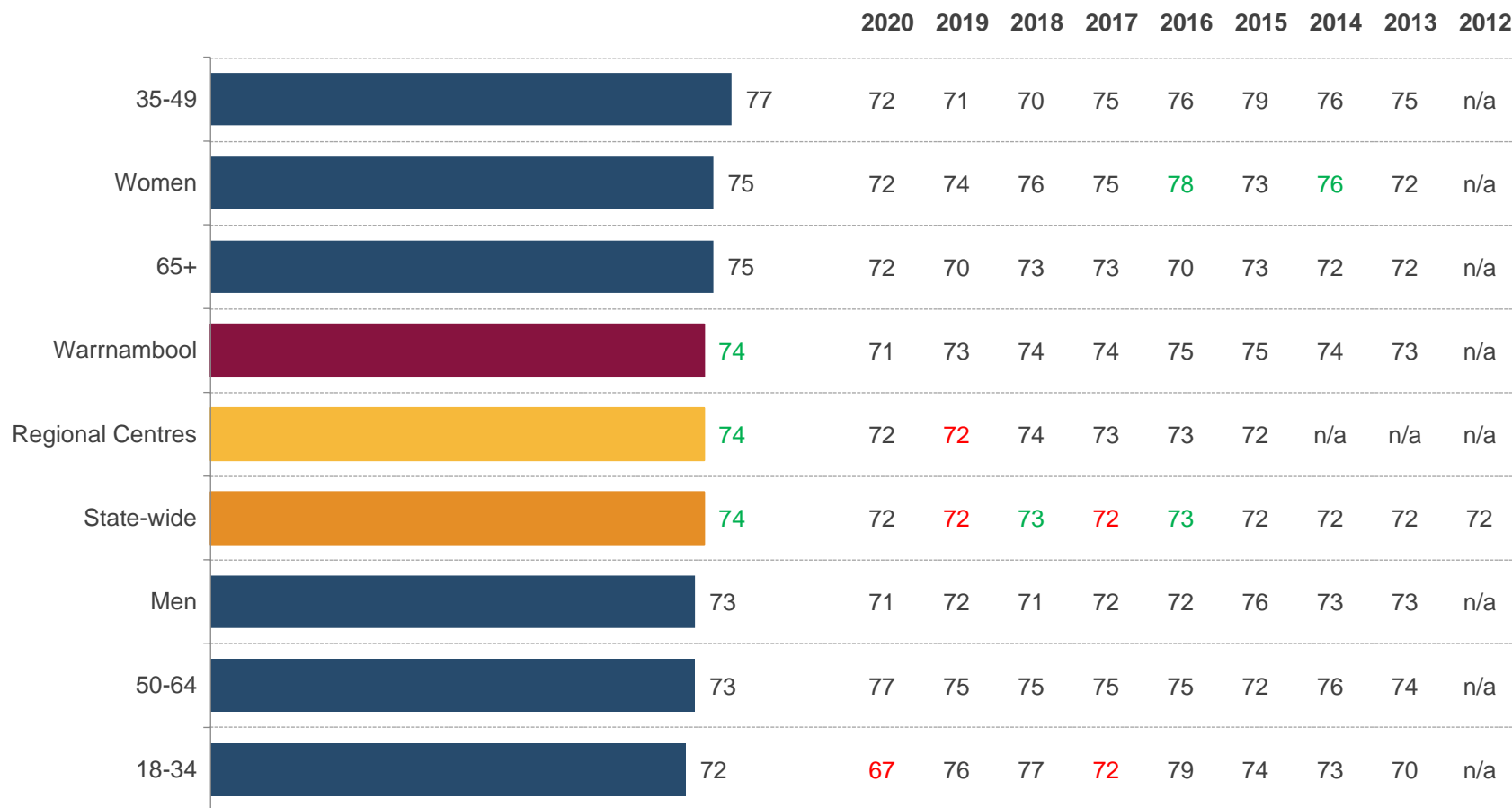




Recreational facilities importance



2021 recreational facilities importance (index scores)



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

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

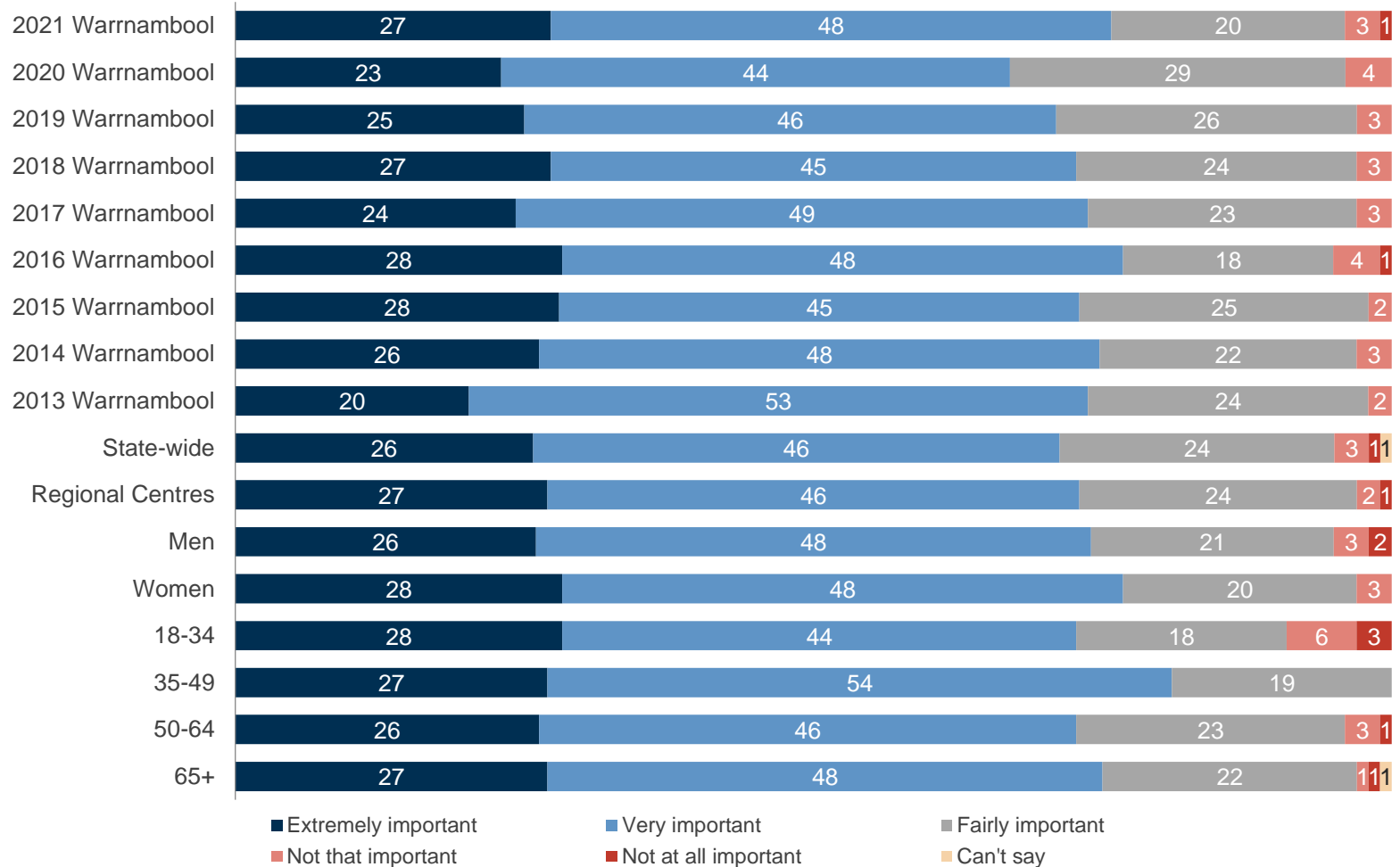
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2021 recreational facilities importance (%)

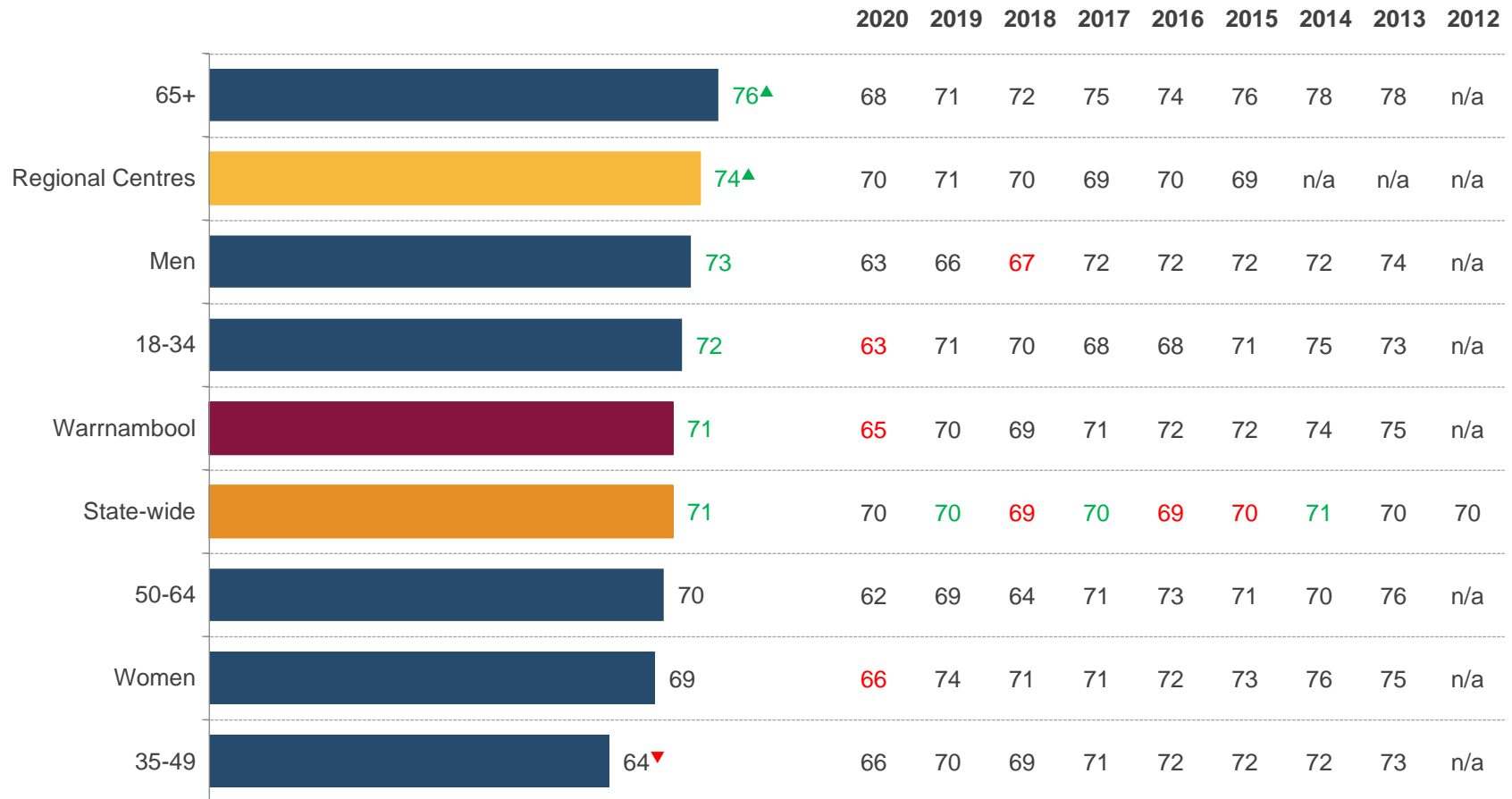




Recreational facilities performance



2021 recreational facilities performance (index scores)



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

Base: All respondents. Councils asked state-wide: 42 Councils asked group: 5

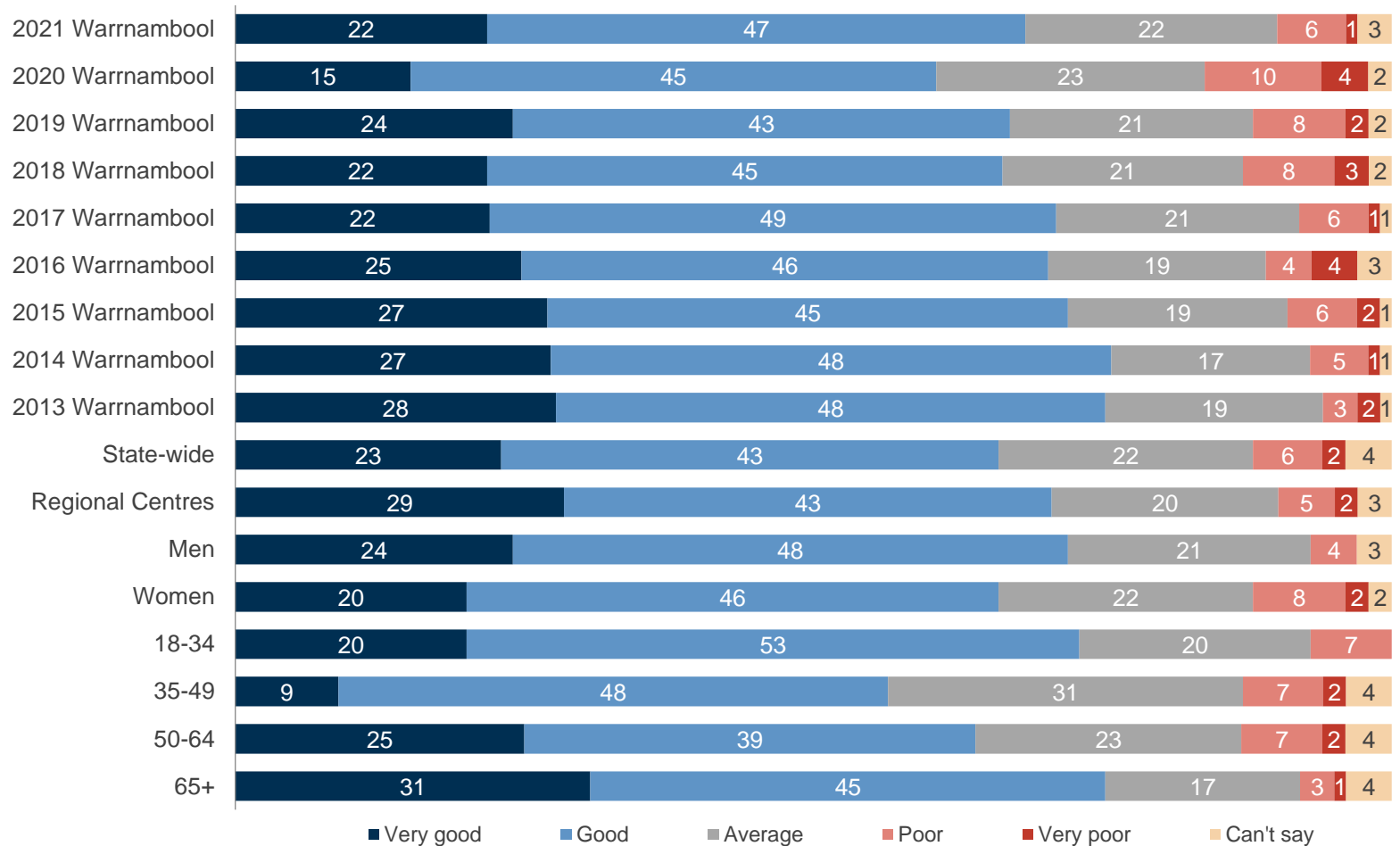
Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2021 recreational facilities performance (%)

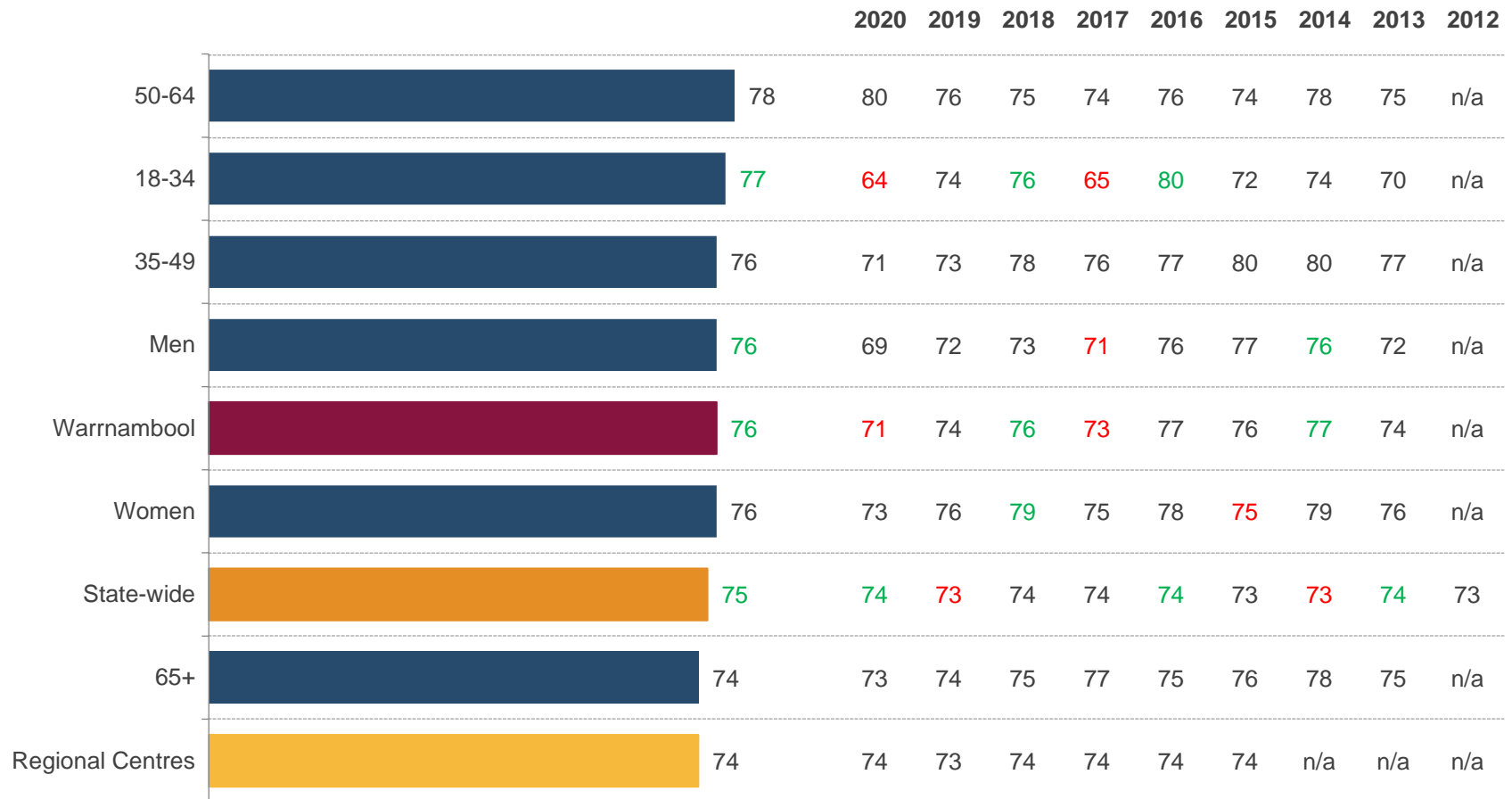




The appearance of public areas importance



2021 public areas importance (index scores)



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

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

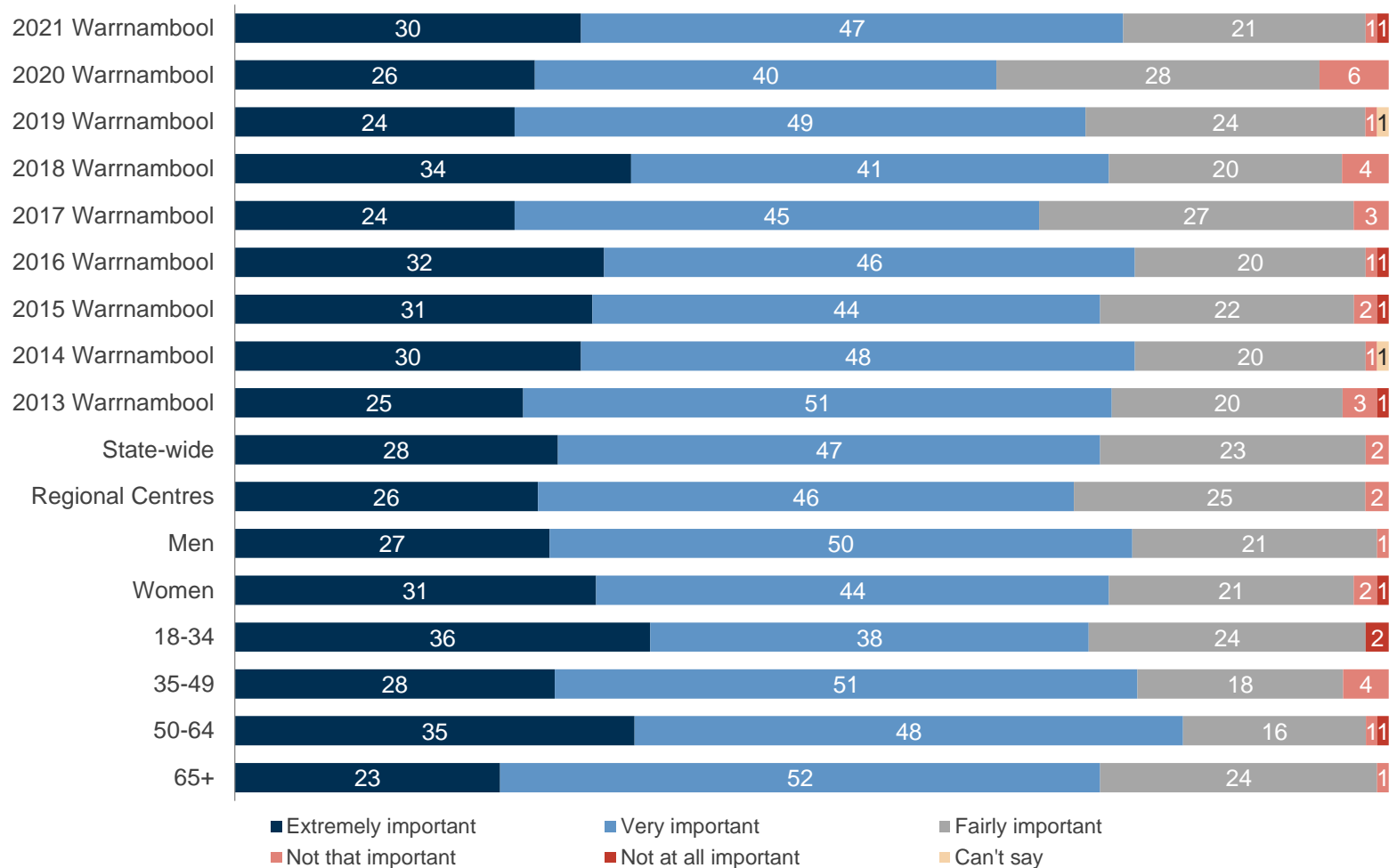
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2021 public areas importance (%)

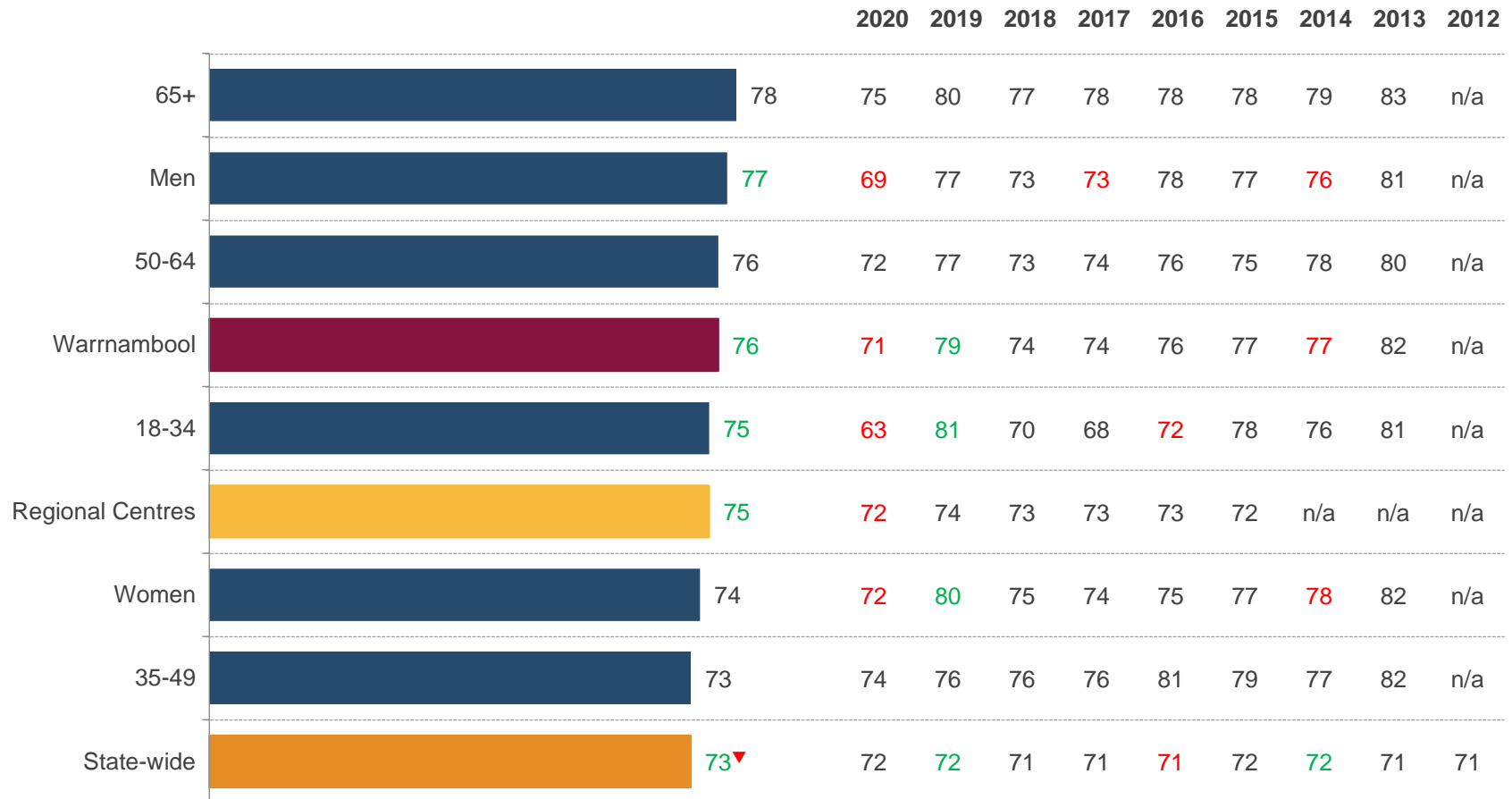




The appearance of public areas performance



2021 public areas performance (index scores)



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

Base: All respondents. Councils asked state-wide: 40 Councils asked group: 5

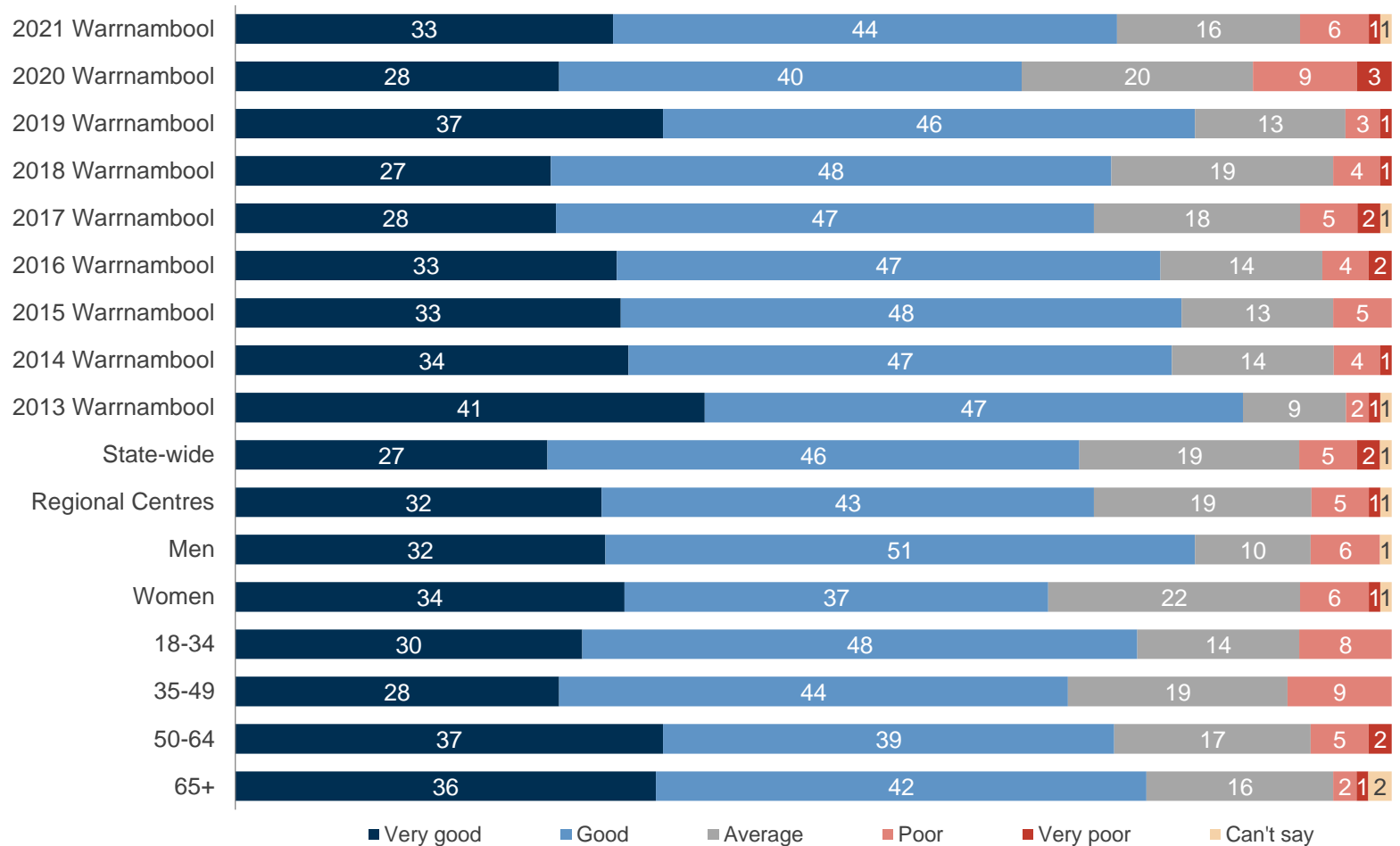
Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2021 public areas performance (%)





Art centres and libraries importance



2021 art centres and libraries importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
State-wide	67▲	65	65	65	64	66	65	66	66	66
Women	66	66	70	70	66	68	65	71	69	n/a
Regional Centres	66	63	63	63	62	64	66	n/a	n/a	n/a
65+	66	62	64	67	67	64	64	67	68	n/a
35-49	65	60	65	63	67	65	68	69	63	n/a
Warrnambool	64	59	65	64	64	65	65	67	65	n/a
18-34	63	52	68	63	61	66	62	65	66	n/a
Men	62	50	59	58	61	62	64	62	61	n/a
50-64	62	61	62	63	61	64	66	67	64	n/a

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

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

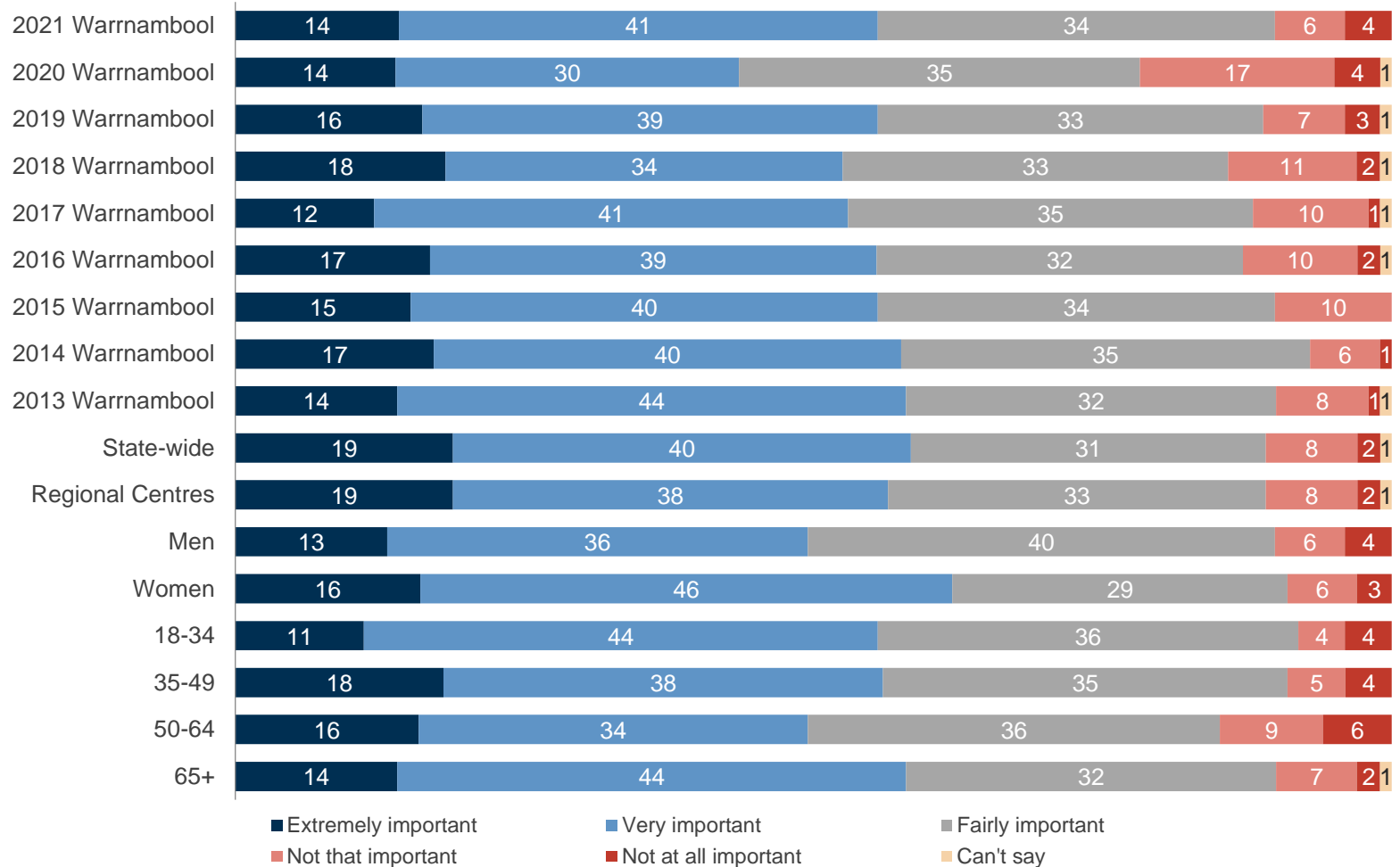
Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries importance



2021 art centres and libraries importance (%)

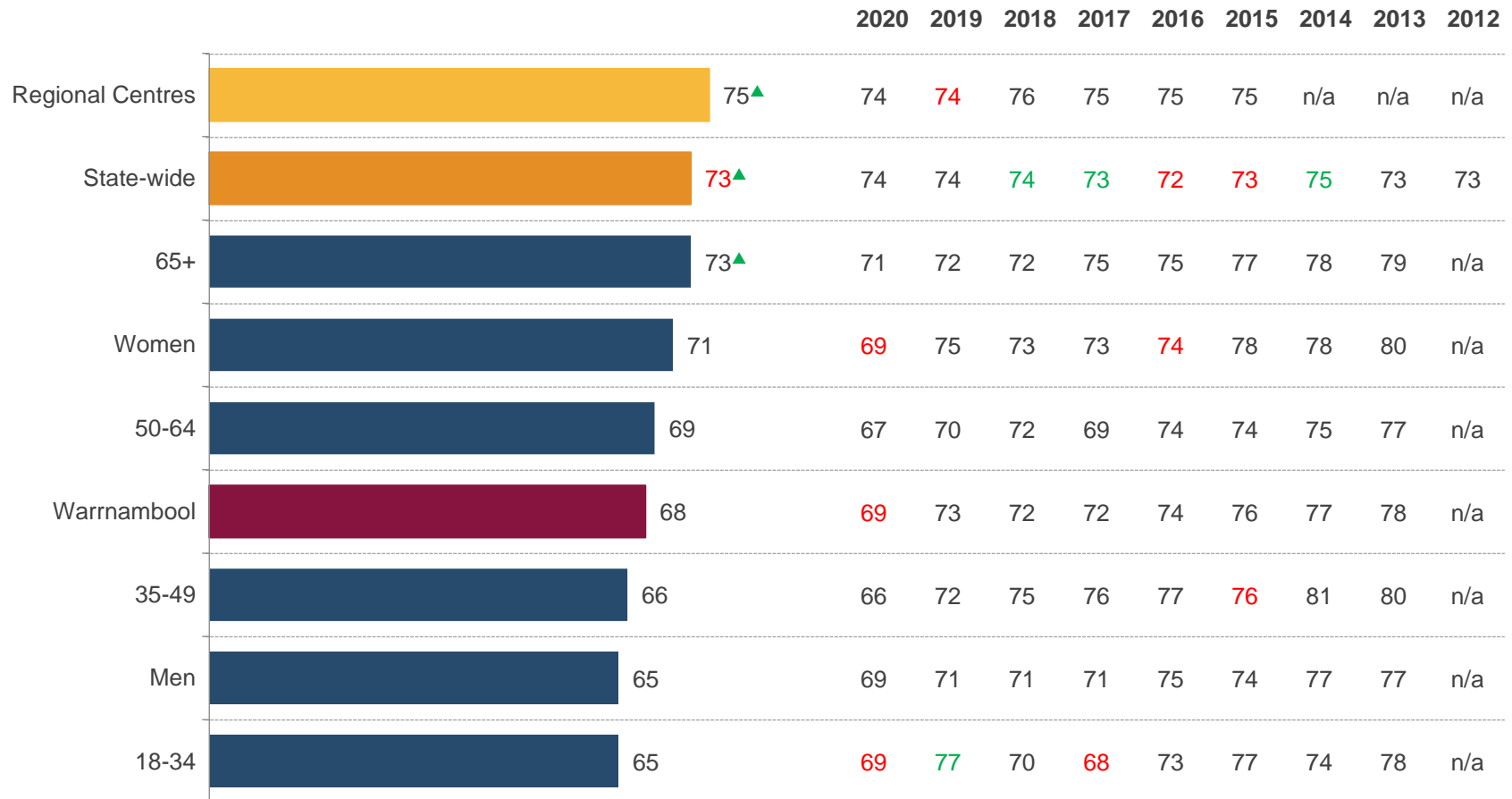




Art centres and libraries performance



2021 art centres and libraries performance (index scores)



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

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

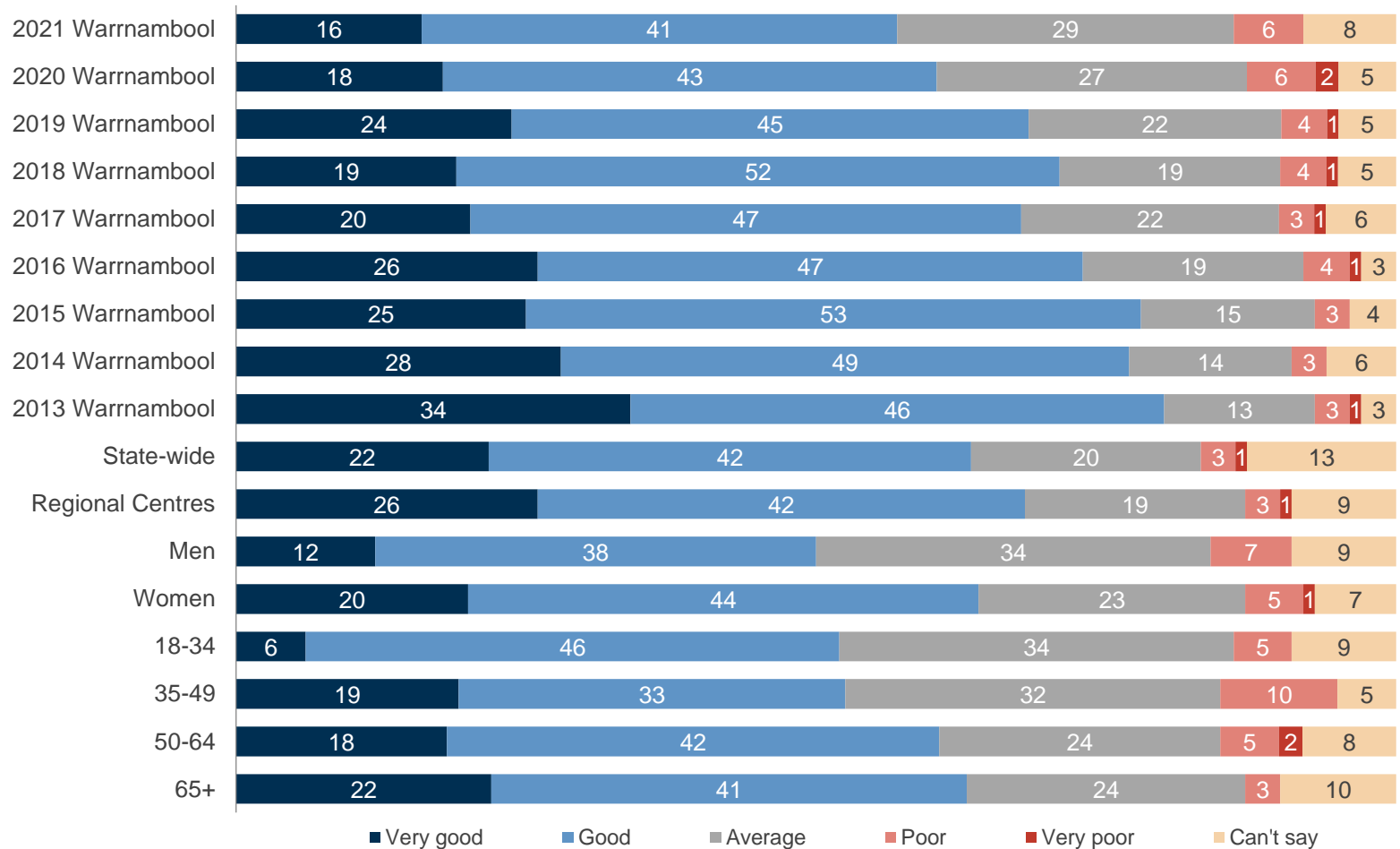
Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries performance



2021 art centres and libraries performance (%)

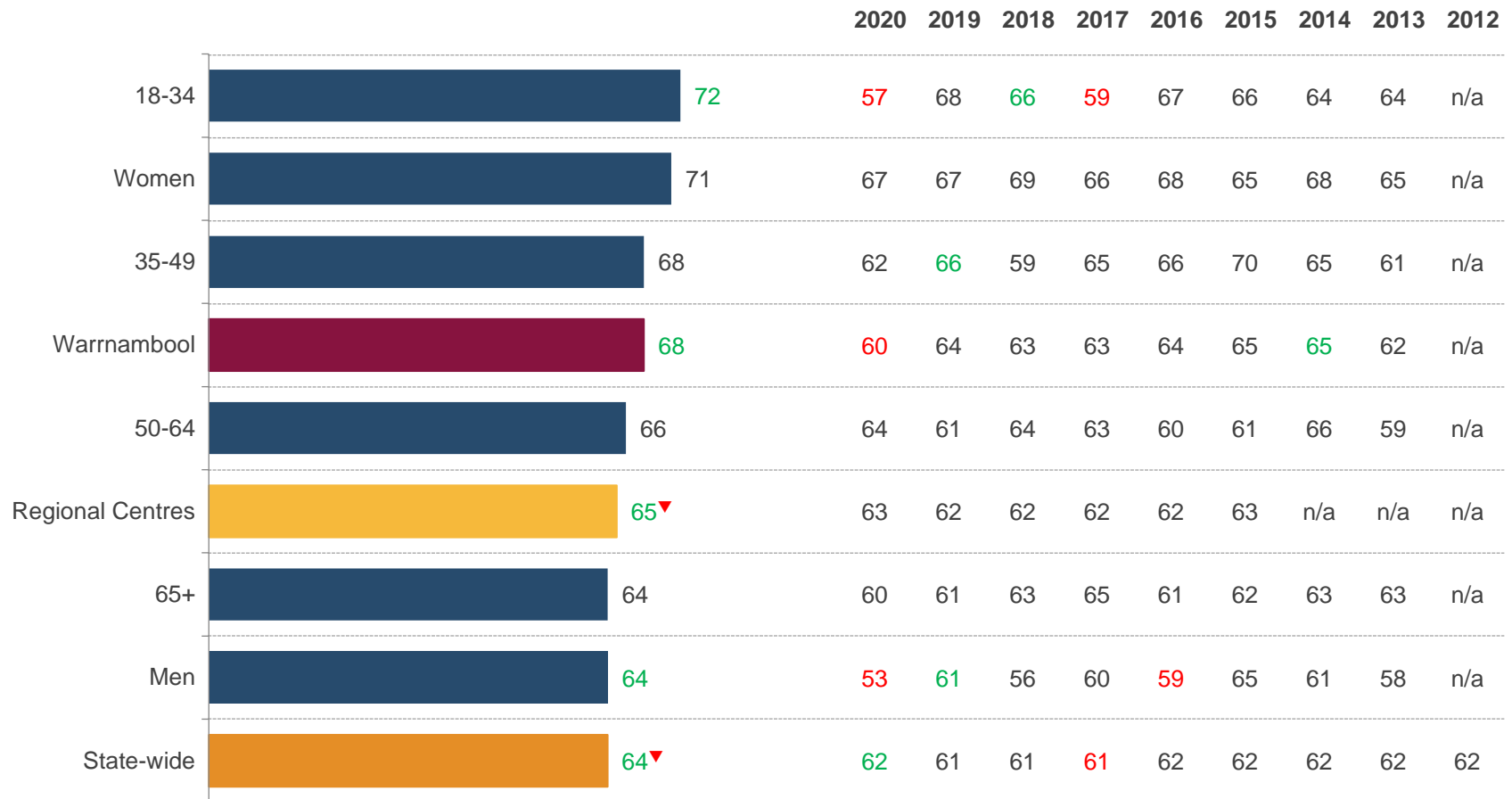




Community and cultural activities importance



2021 community and cultural activities importance (index scores)



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

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

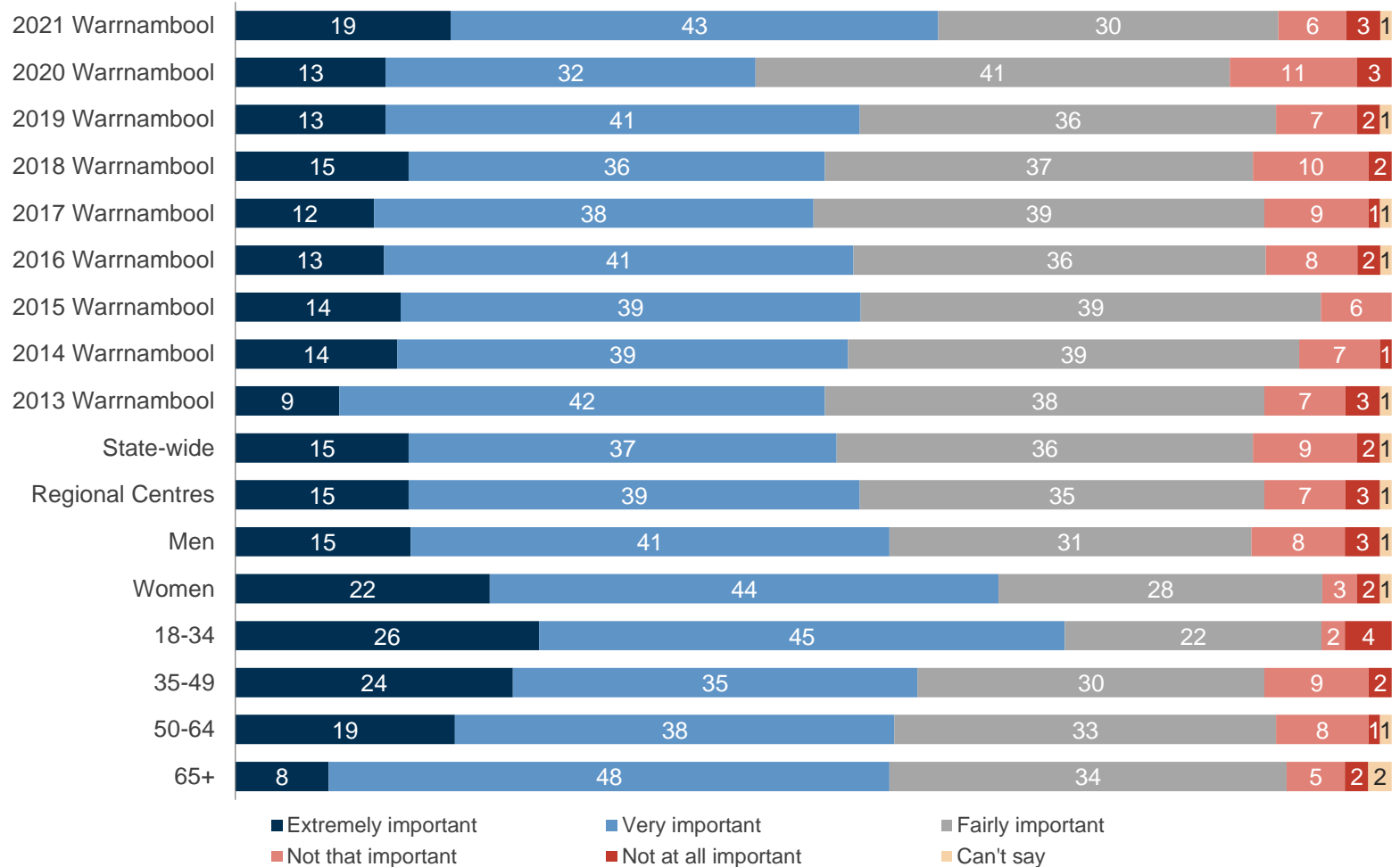
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities importance



2021 community and cultural activities importance (%)

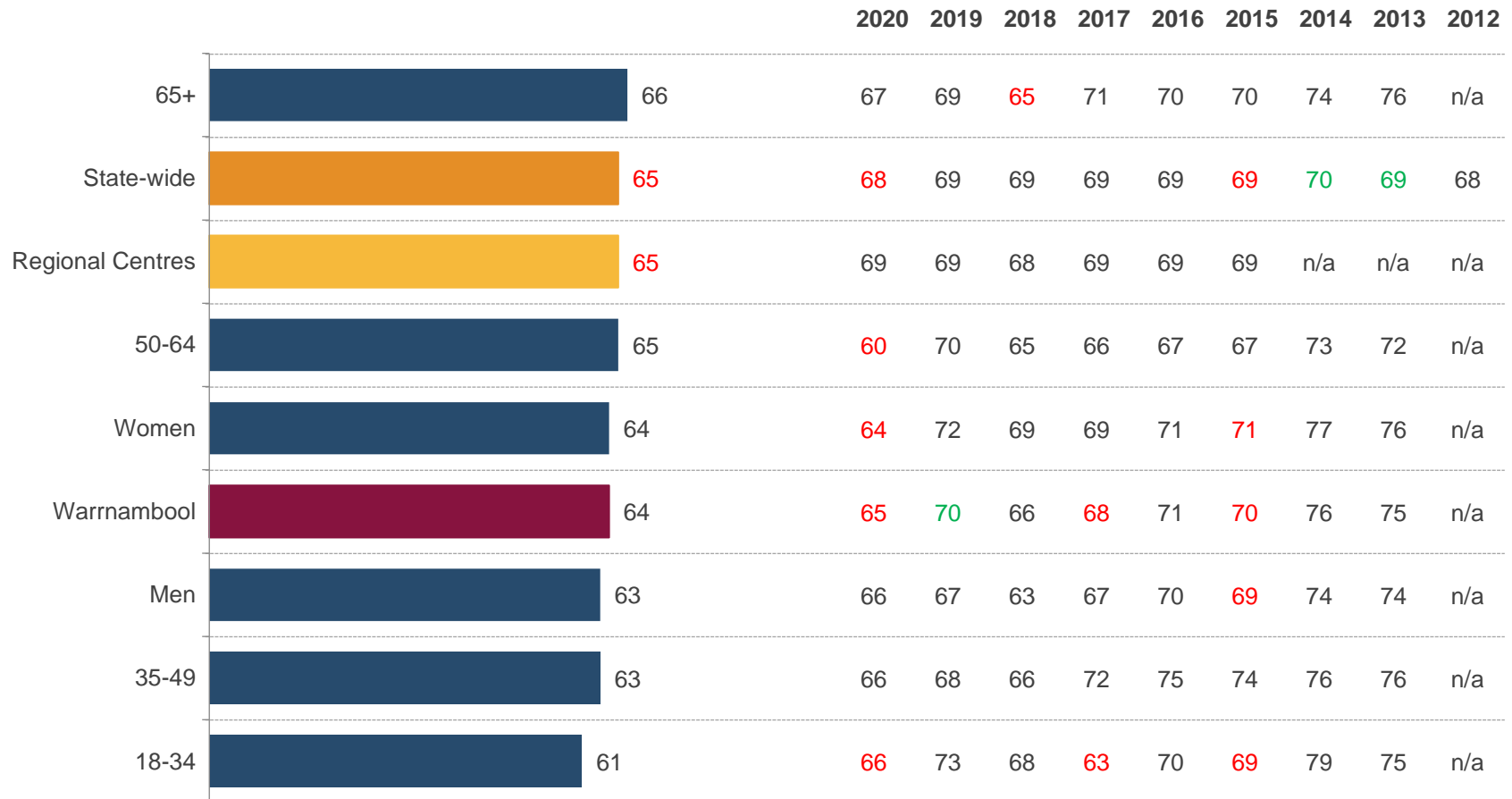




Community and cultural activities performance



2021 community and cultural activities performance (index scores)



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

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

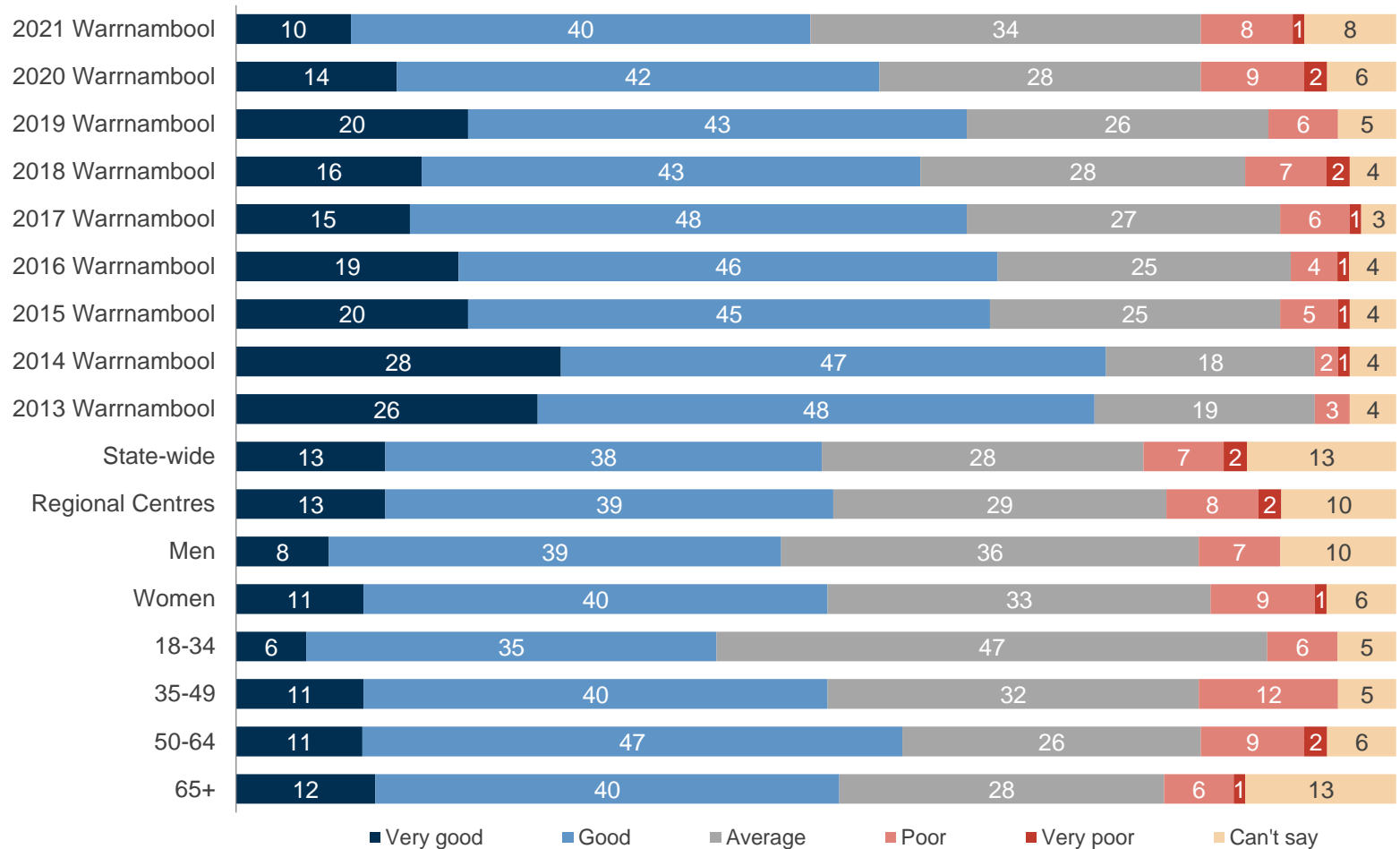
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2021 community and cultural activities performance (%)

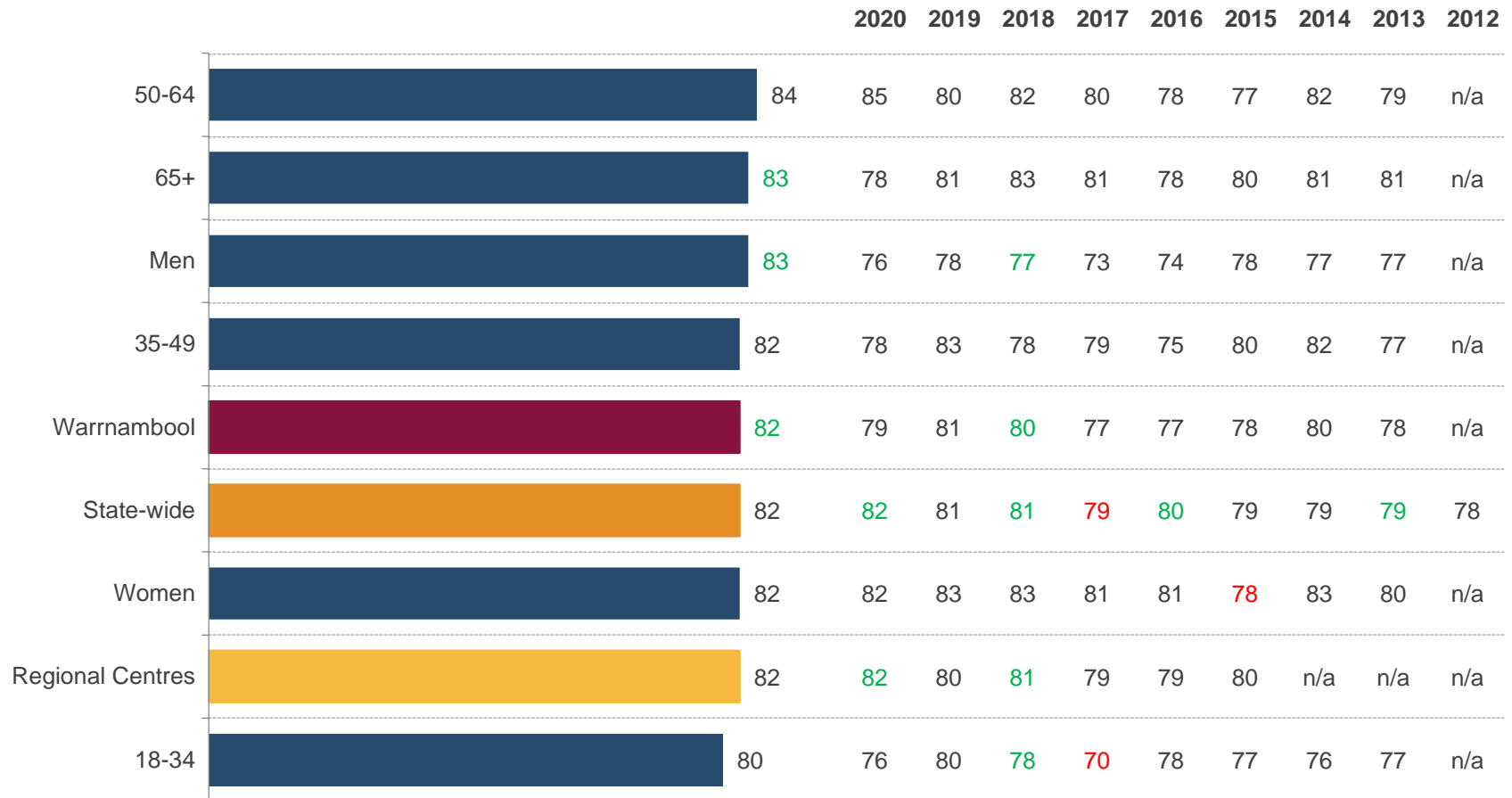




Waste management importance



2021 waste management importance (index scores)



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

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

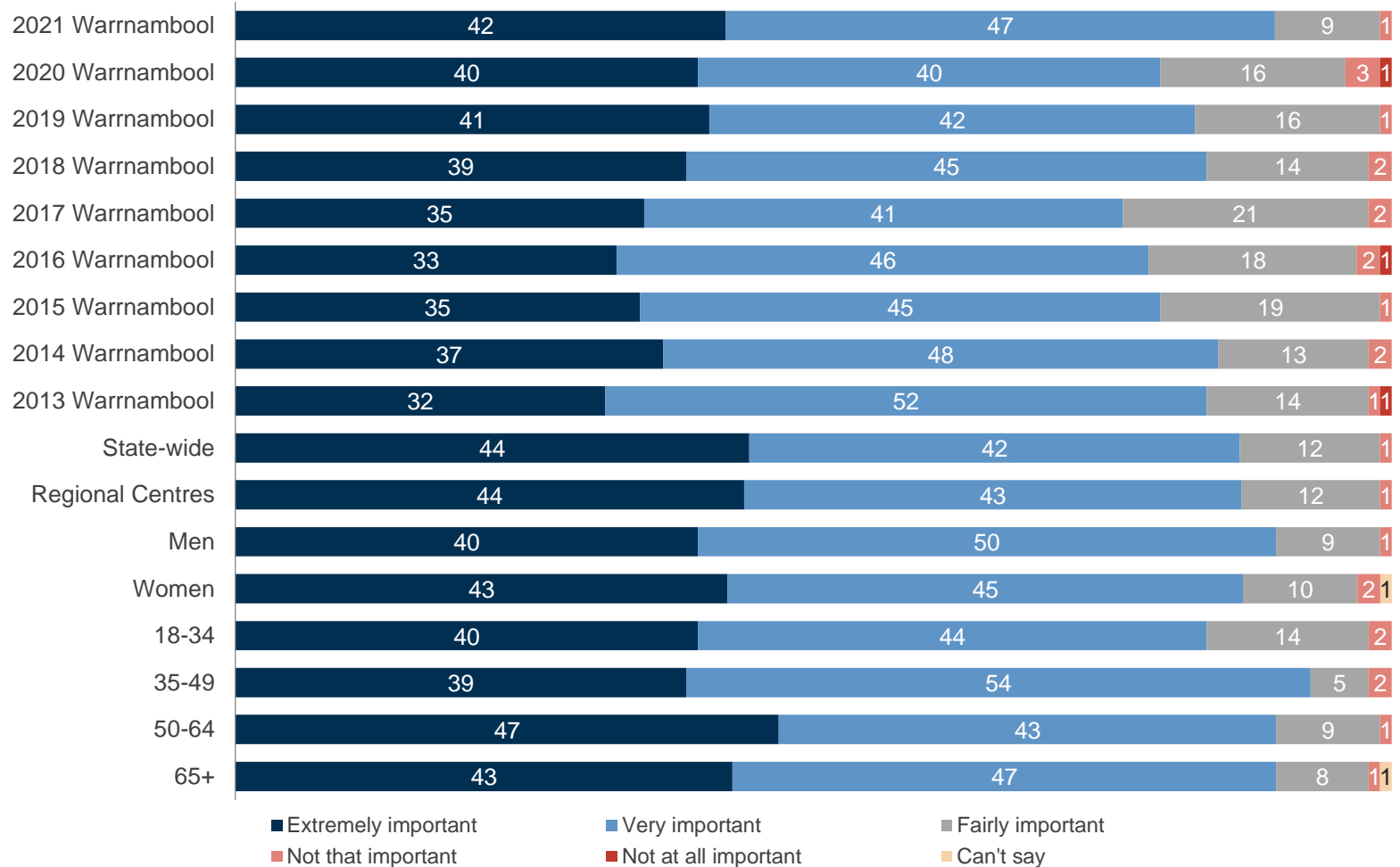
Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2021 waste management importance (%)

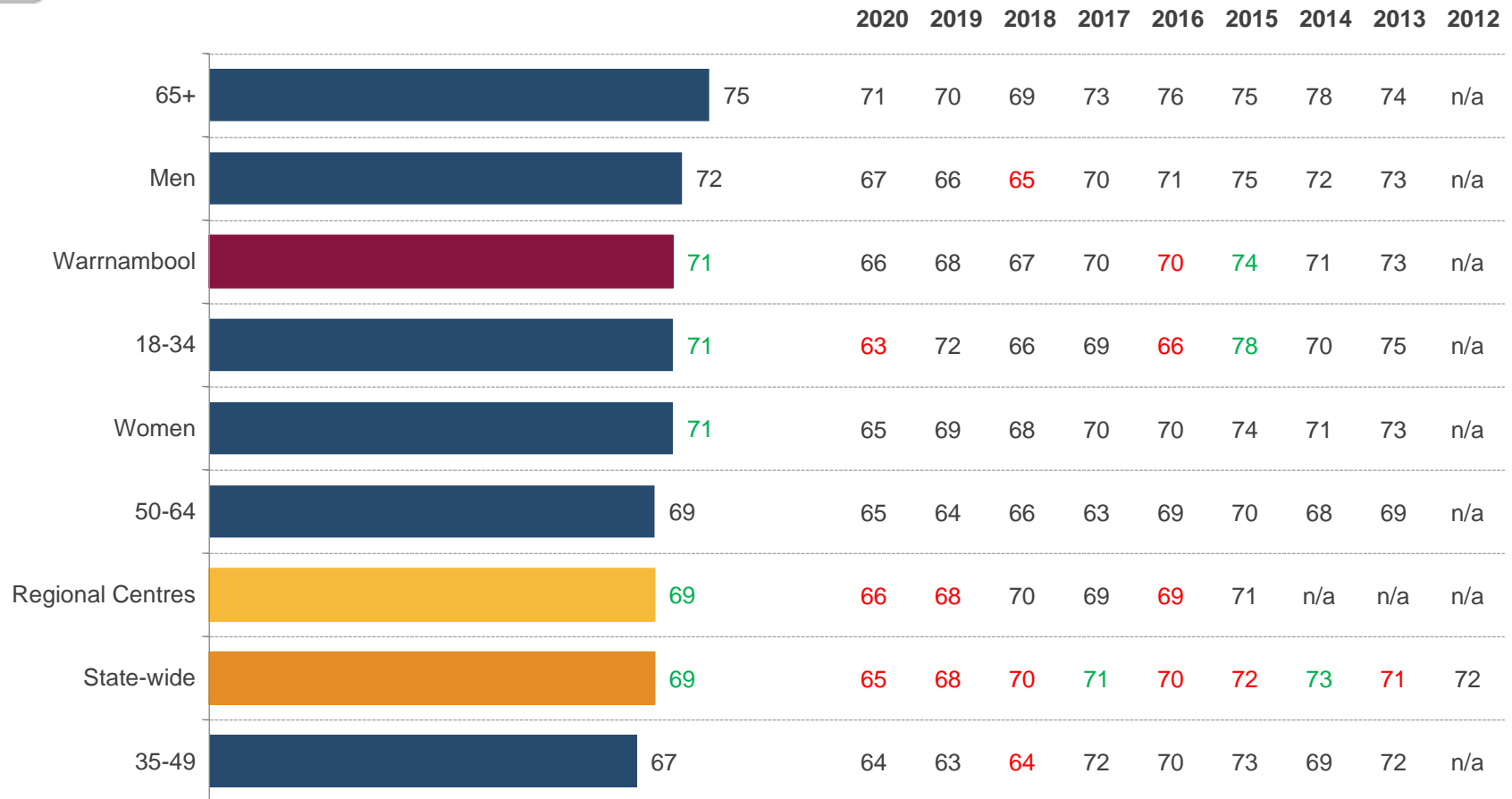




Waste management performance



2021 waste management performance (index scores)



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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

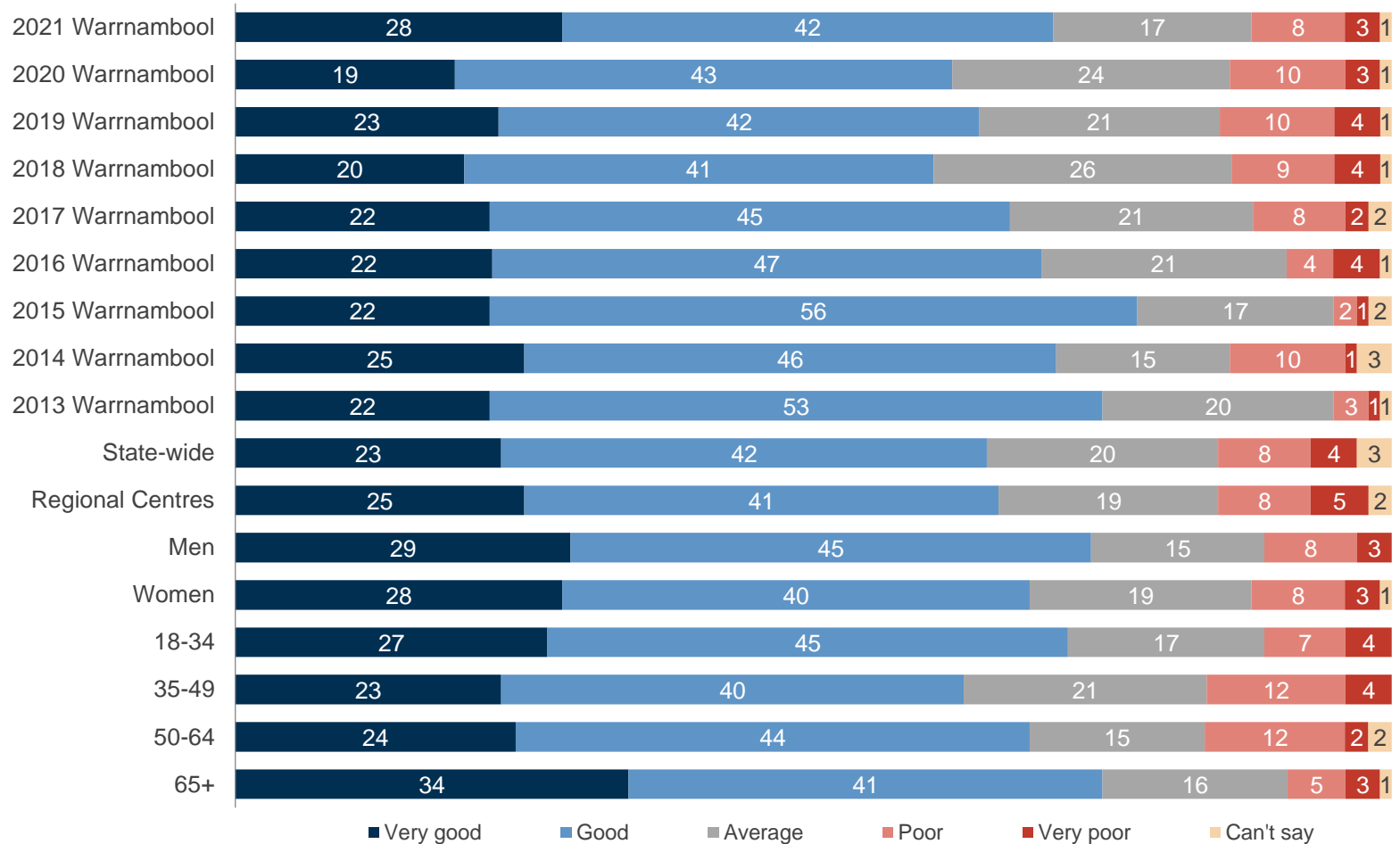
Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2021 waste management performance (%)



Business and community development and tourism importance



2021 business/development/tourism importance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
50-64	78	75	71	75	73	75	75	78	74	n/a
18-34	77	77	75	76	71	77	77	73	68	n/a
Men	75	72	71	74	73	73	76	73	71	n/a
Warrnambool	75	74	73	75	73	76	76	75	73	n/a
Women	75	76	76	75	74	78	76	77	74	n/a
35-49	74	73	75	73	73	76	78	77	73	n/a
Regional Centres	73	73	73	74	74	73	73	n/a	n/a	n/a
65+	72	71	71	74	76	74	74	74	76	n/a
State-wide	70▼	67	65	66	67	67	67	67	67	66

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

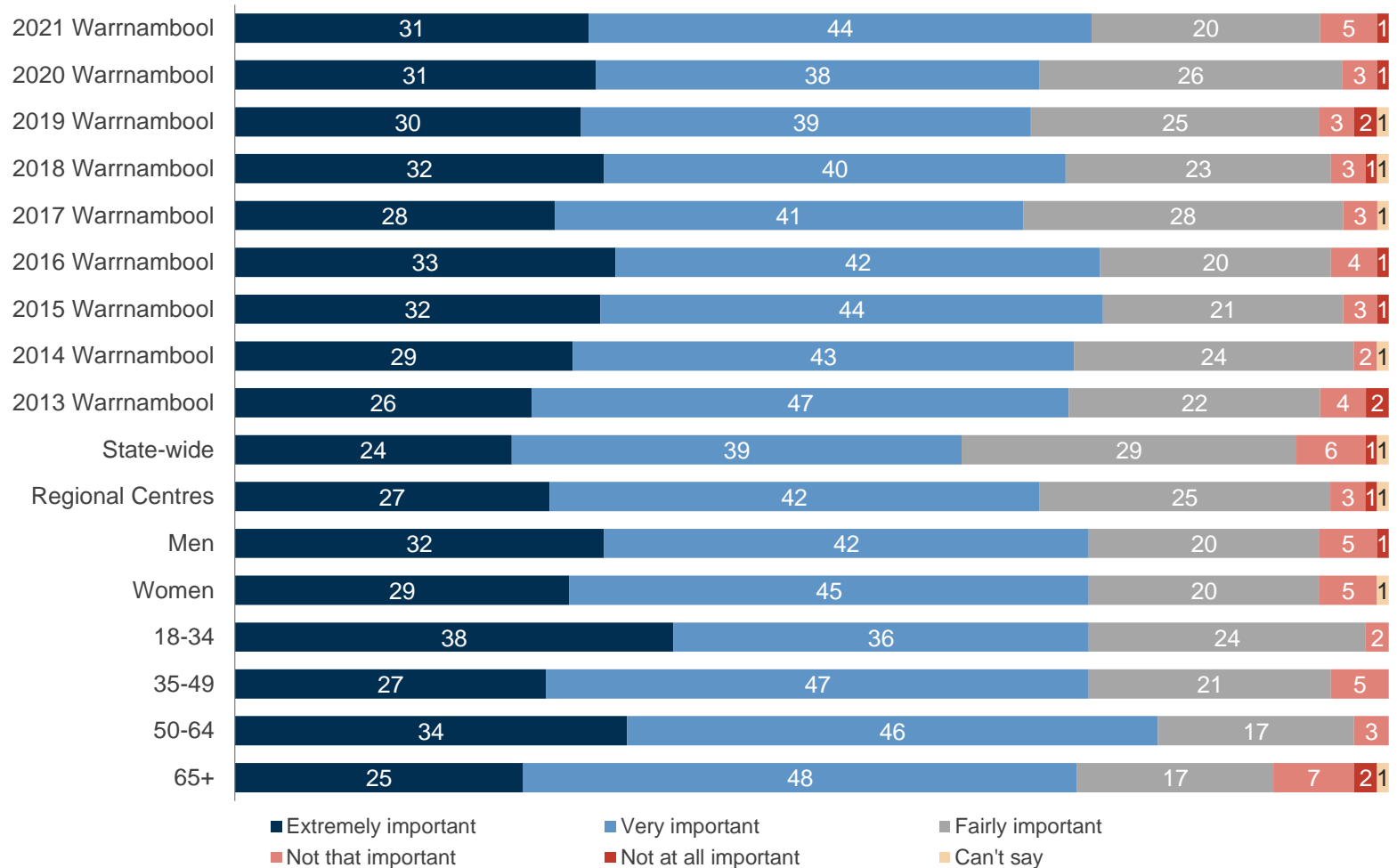
Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4

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

Business and community development and tourism importance



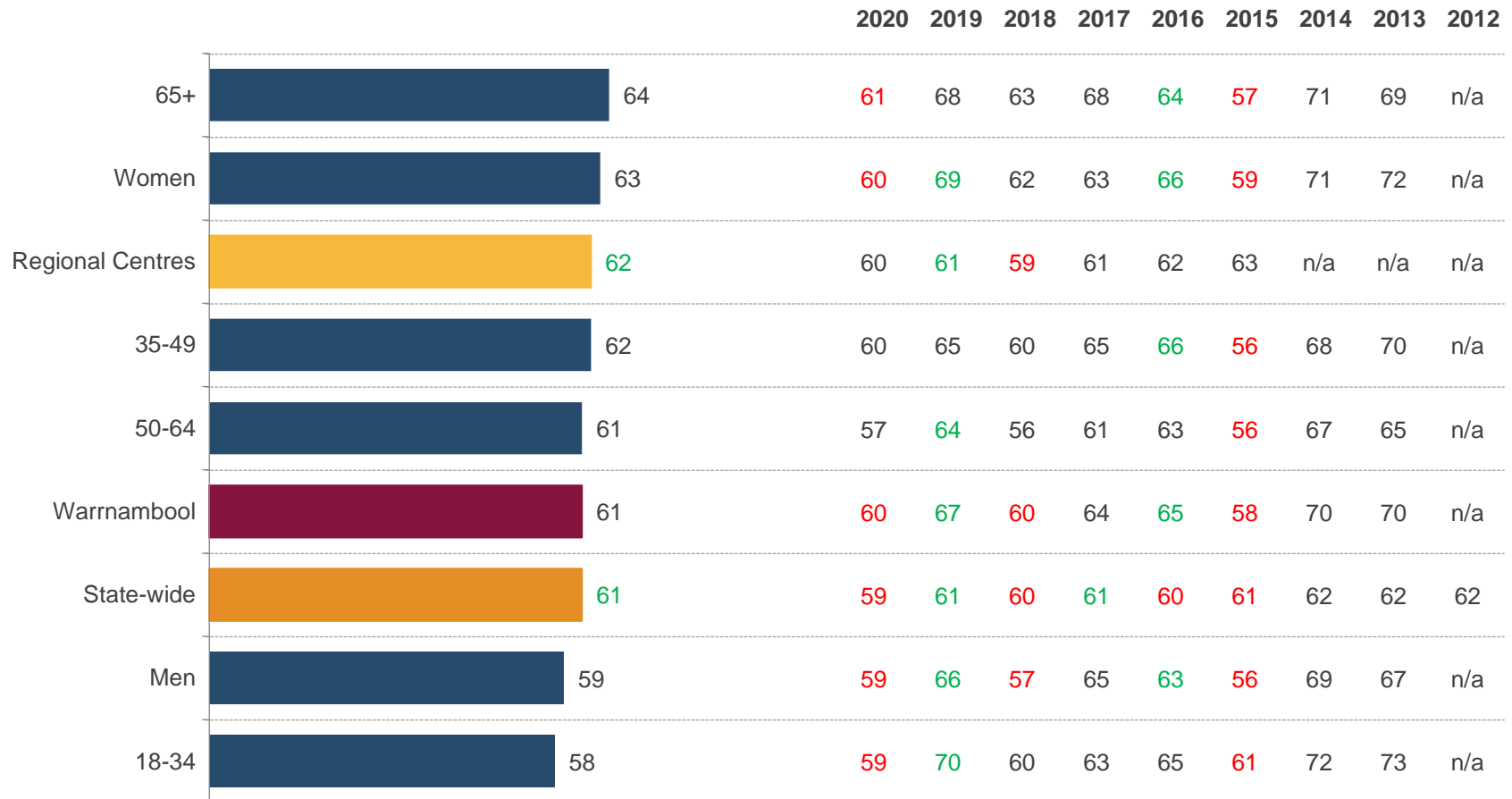
2021 business/development/tourism importance (%)



Business and community development and tourism performance



2021 business/development/tourism performance (index scores)



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

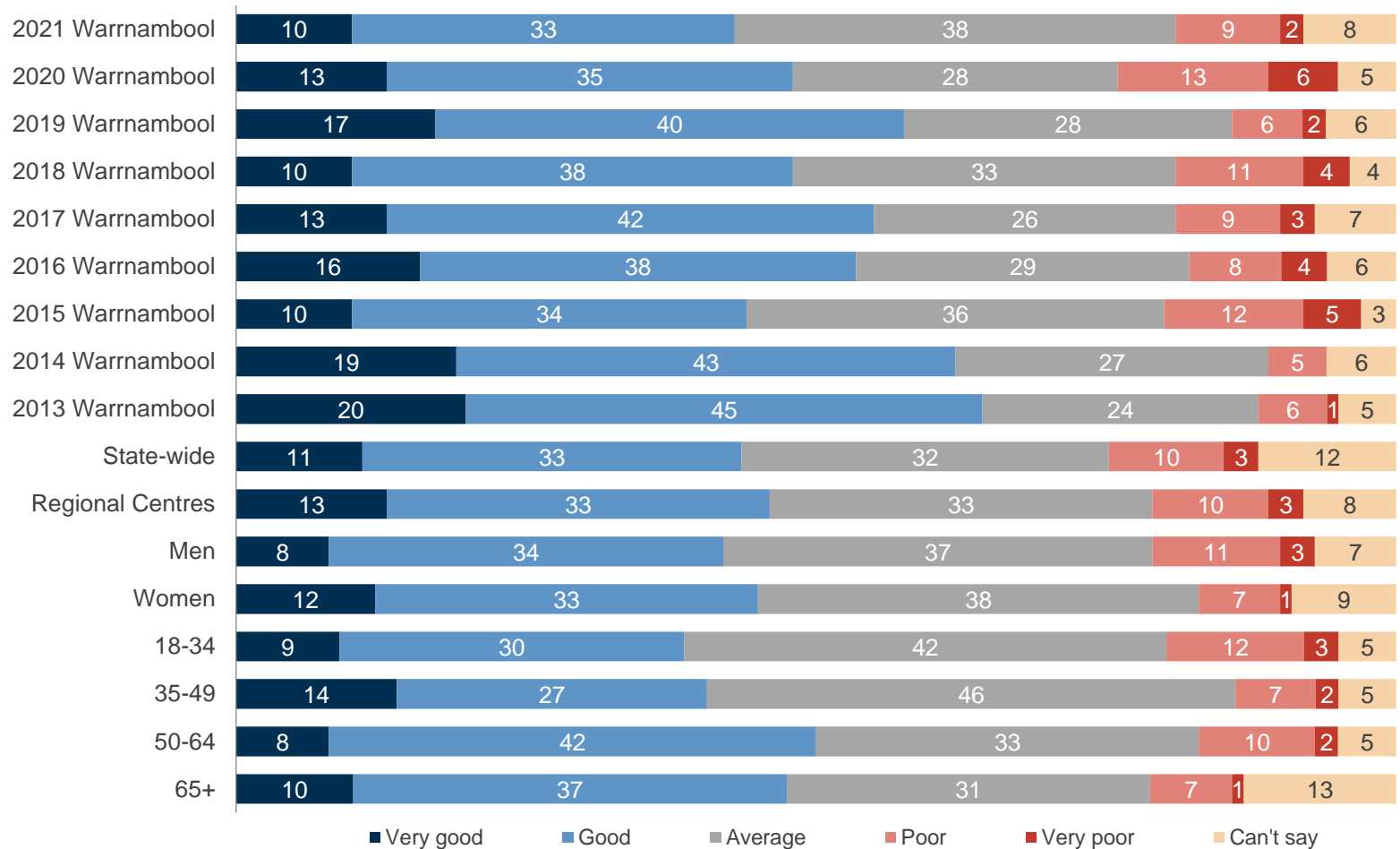
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 4

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

Business and community development and tourism performance



2021 business/development/tourism performance (%)

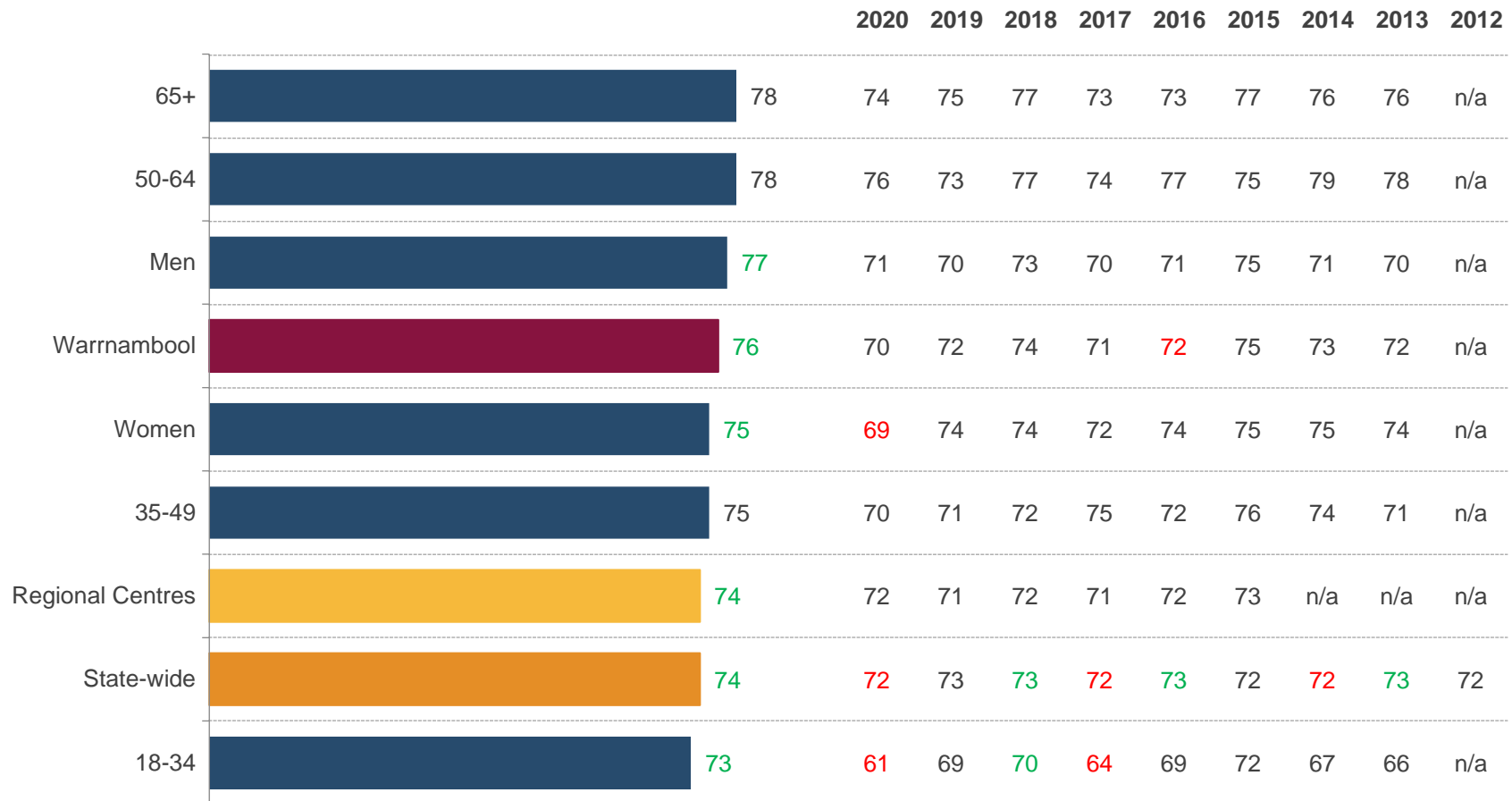




Council's general town planning policy importance



2021 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: 14 Councils asked group: 3

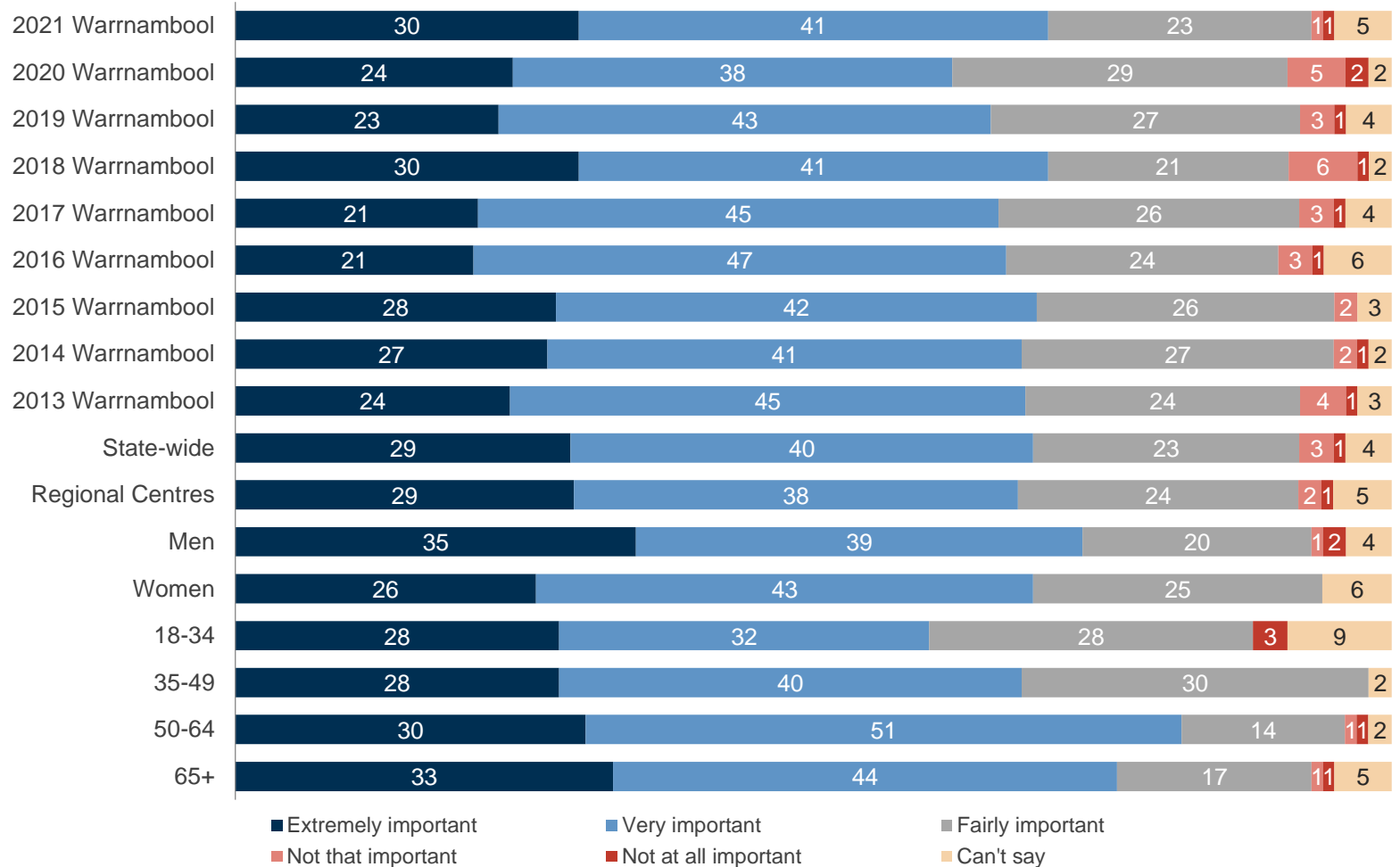
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy importance



2021 town planning importance (%)

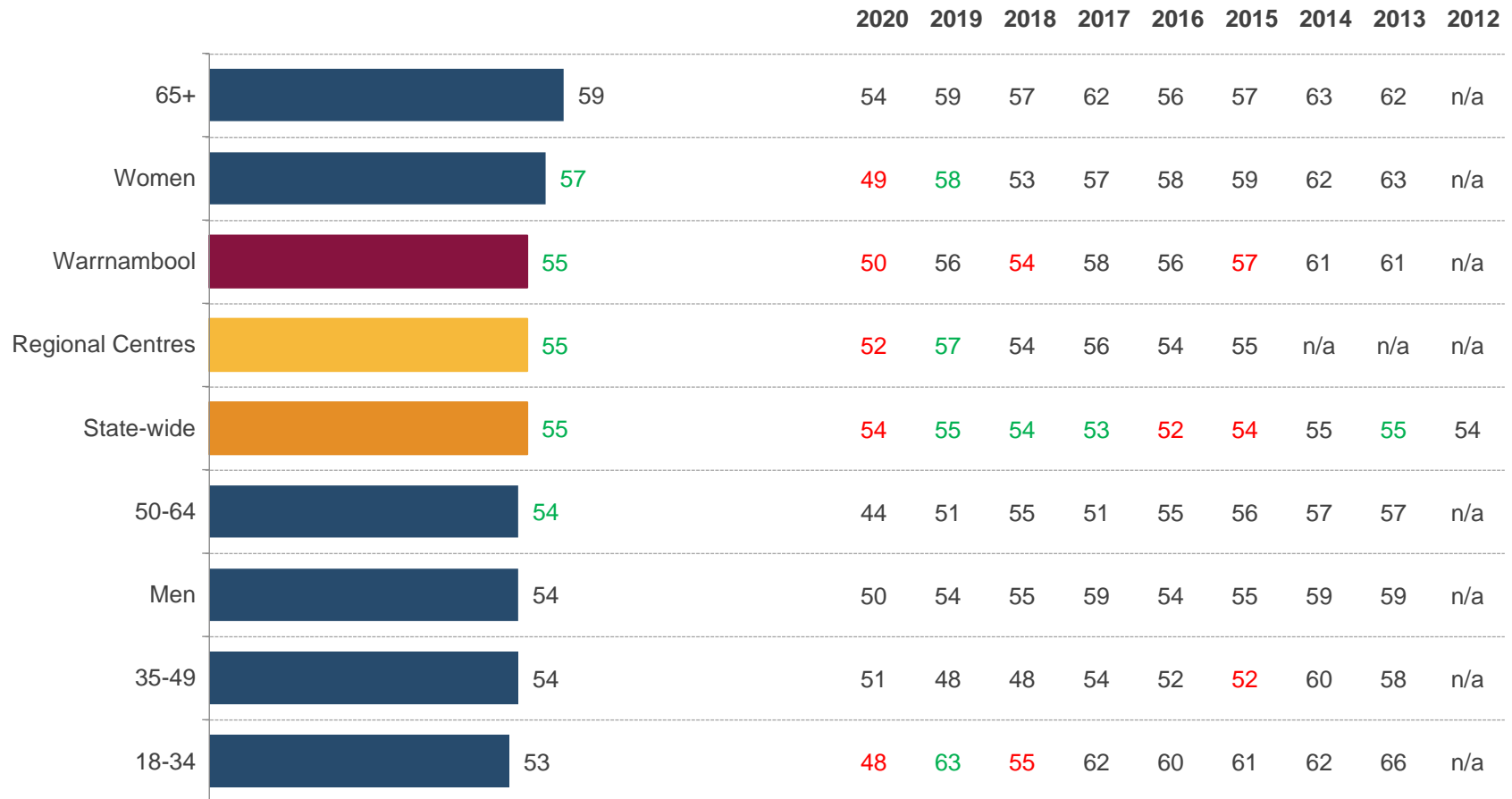




Council's general town planning policy performance



2021 town planning performance (index scores)



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

Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3

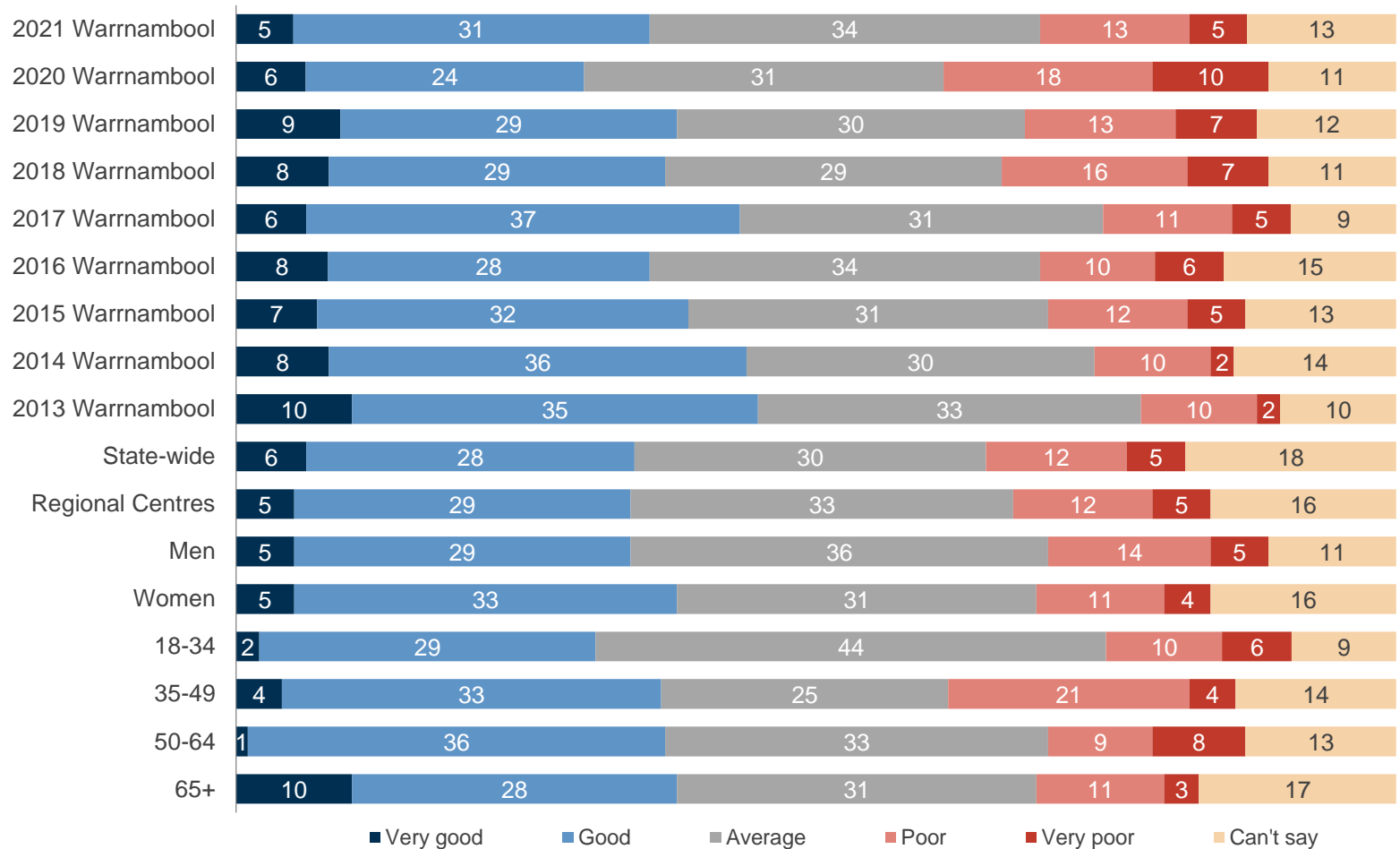
Note: Please see Appendix A for explanation of significant differences.



Council's general town planning policy performance



2021 town planning performance (%)

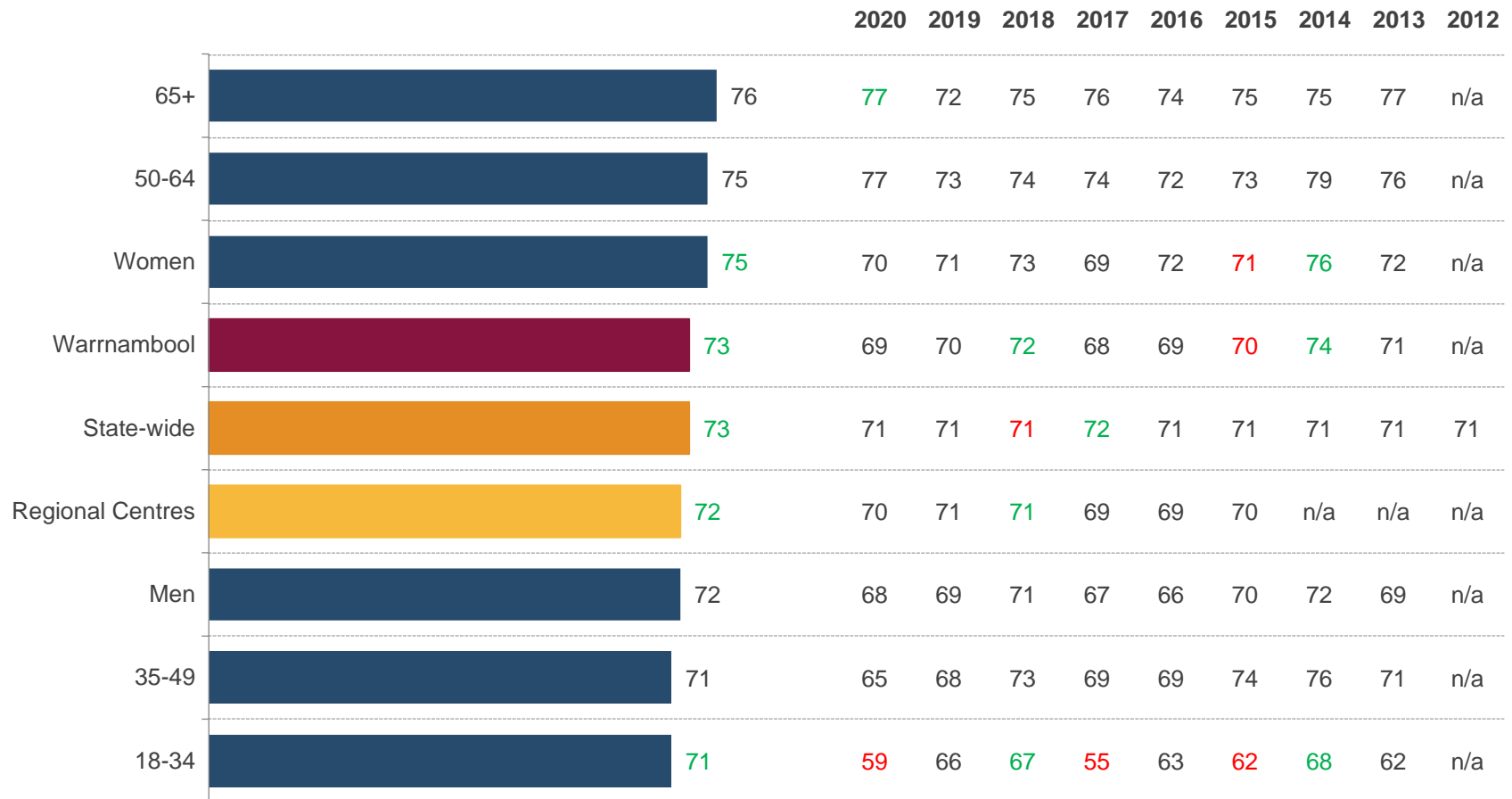




Planning and building permits importance



2021 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: 23 Councils asked group: 5

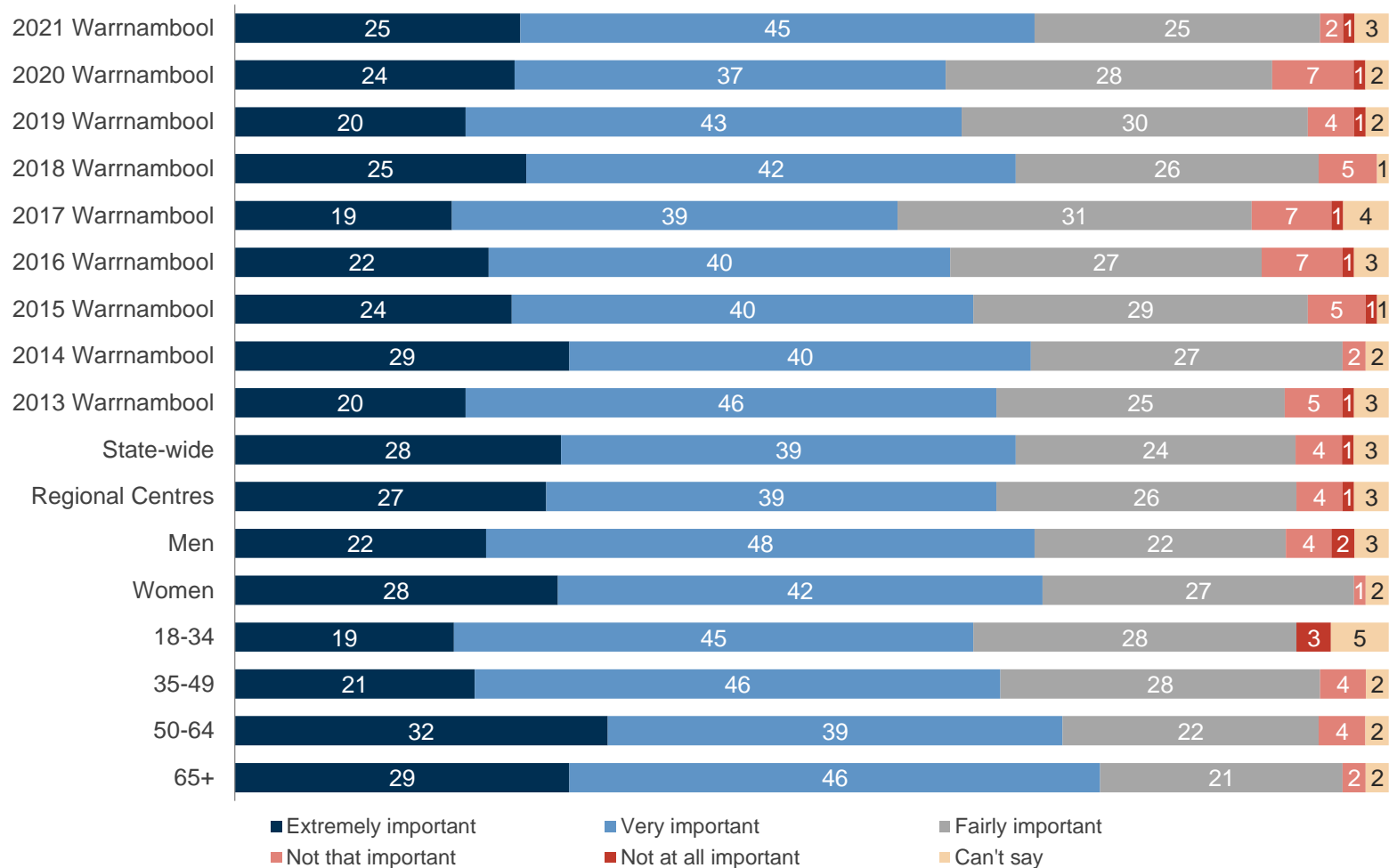
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits importance



2021 planning and building permits importance (%)





Planning and building permits performance



2021 planning and building permits performance (index scores)

		2020	2019	2018	2017	2016	2015	2014	2013	2012
Women	61	58	67	56	64	59	58	62	62	n/a
35-49	61	58	63	57	59	58	59	61	65	n/a
Warrnambool	59	58	64	58	61	58	60	61	62	n/a
18-34	59	66	68	56	65	61	65	62	62	n/a
65+	58	55	61	62	64	57	58	61	61	n/a
Regional Centres	58	57	58	57	60	55	57	n/a	n/a	n/a
50-64	58	51	60	57	56	57	55	62	56	n/a
Men	57	59	60	60	59	58	62	61	61	n/a
State-wide	51▼	51	52	52	51	50	54	53	55	54

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

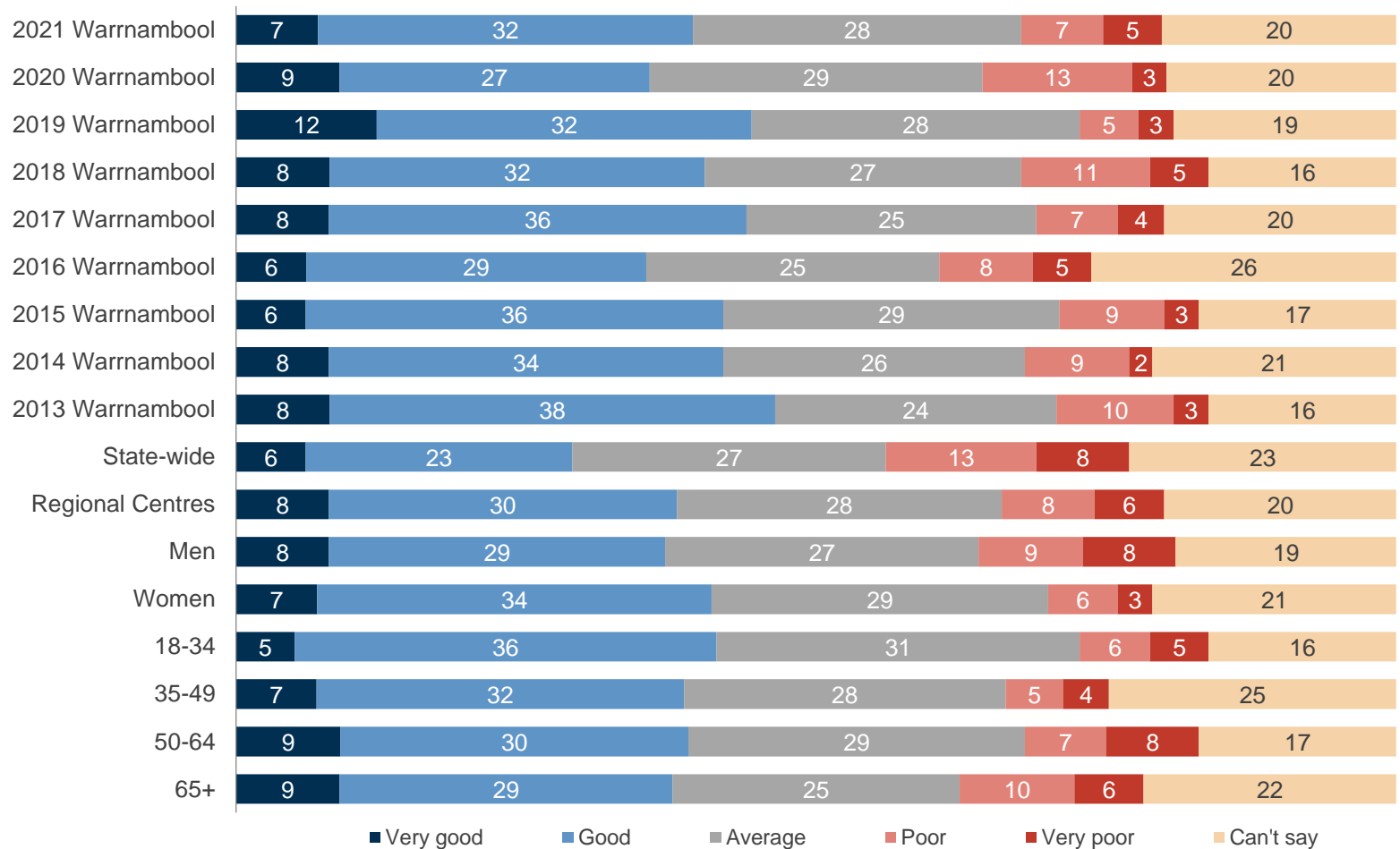
Note: Please see Appendix A for explanation of significant differences.



Planning and building permits performance



2021 planning and building permits performance (%)

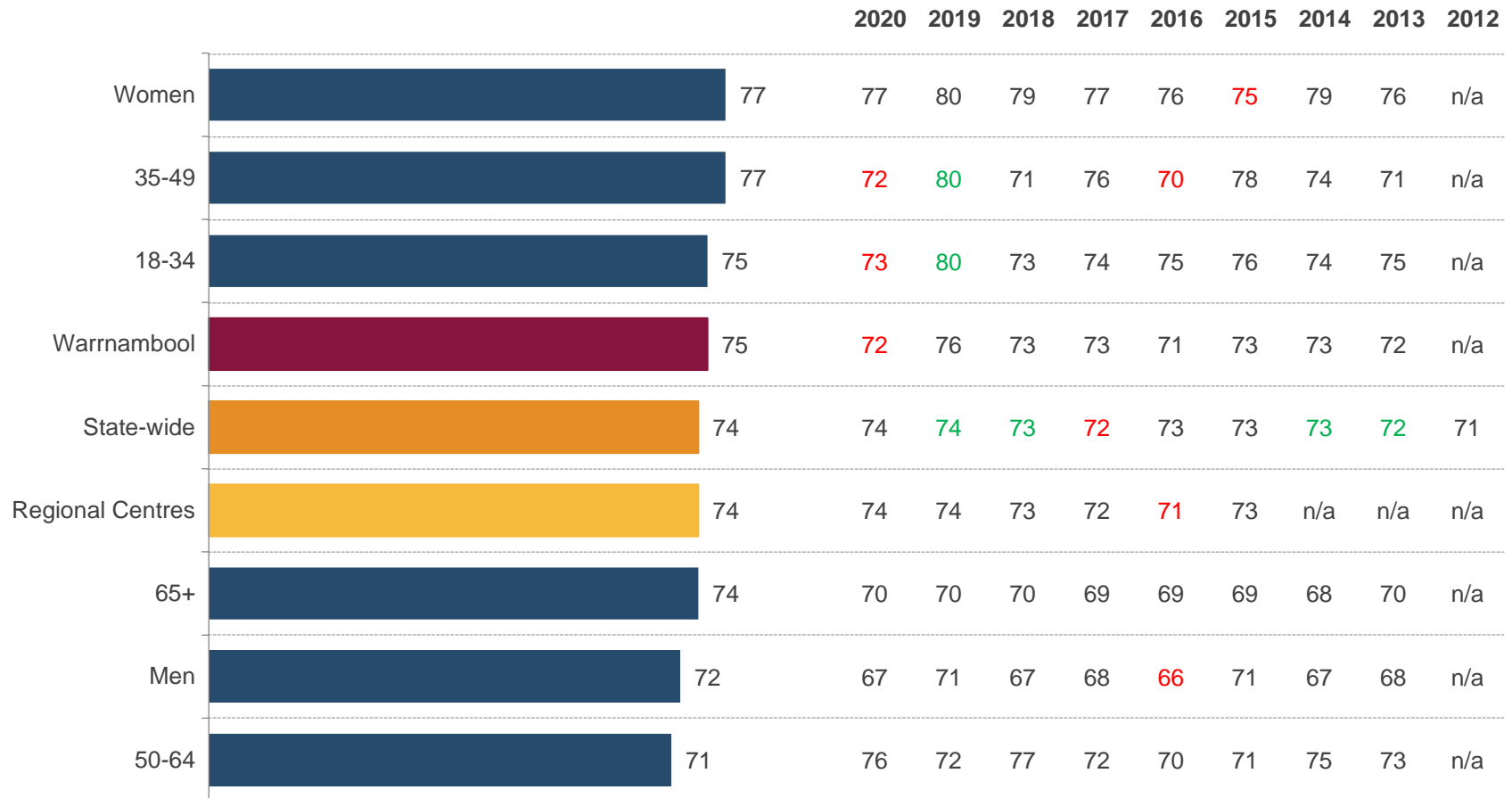




Environmental sustainability importance



2021 environmental sustainability importance (index scores)



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

Base: All respondents. Councils asked state-wide: 26 Councils asked group: 5

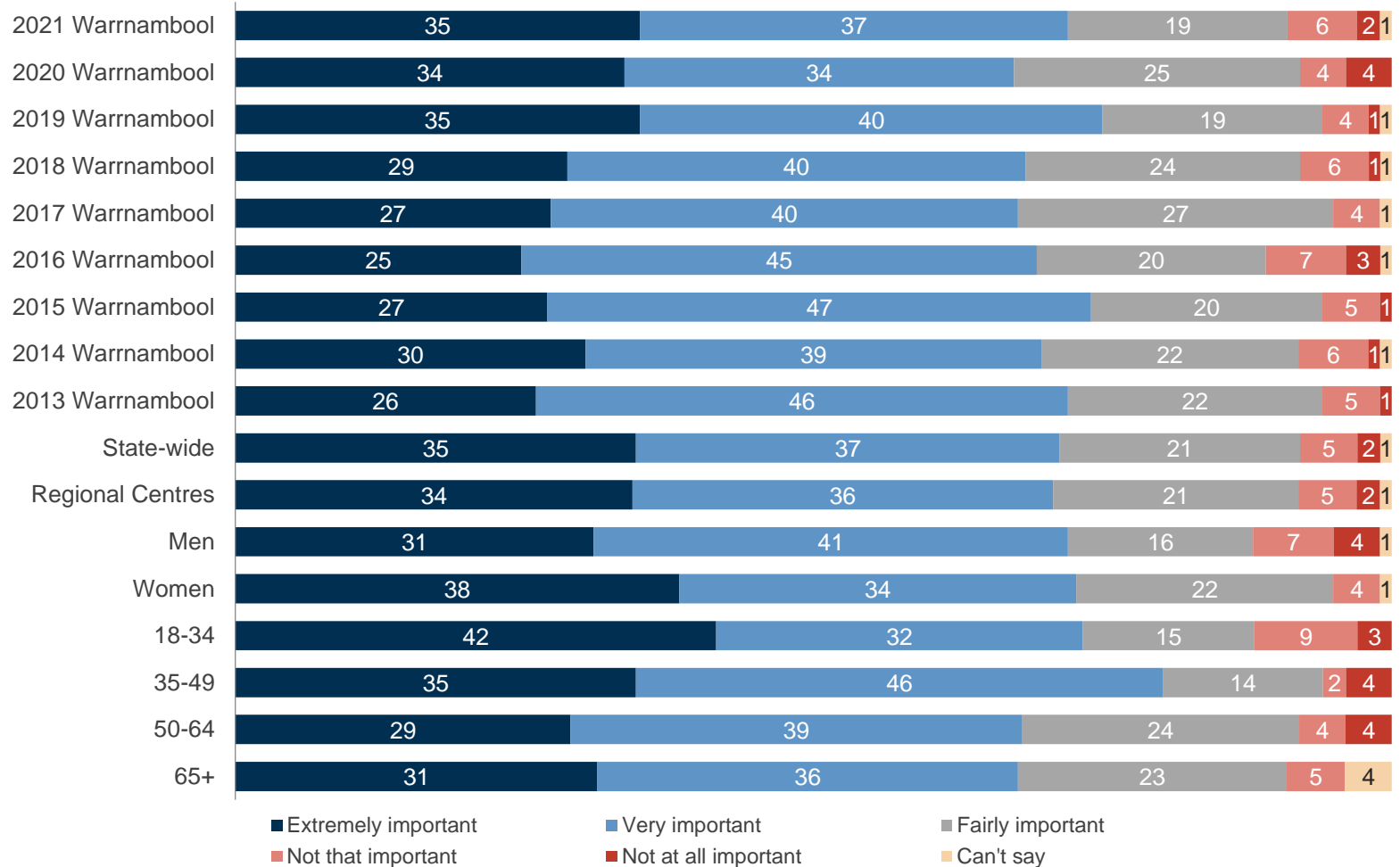
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2021 environmental sustainability importance (%)

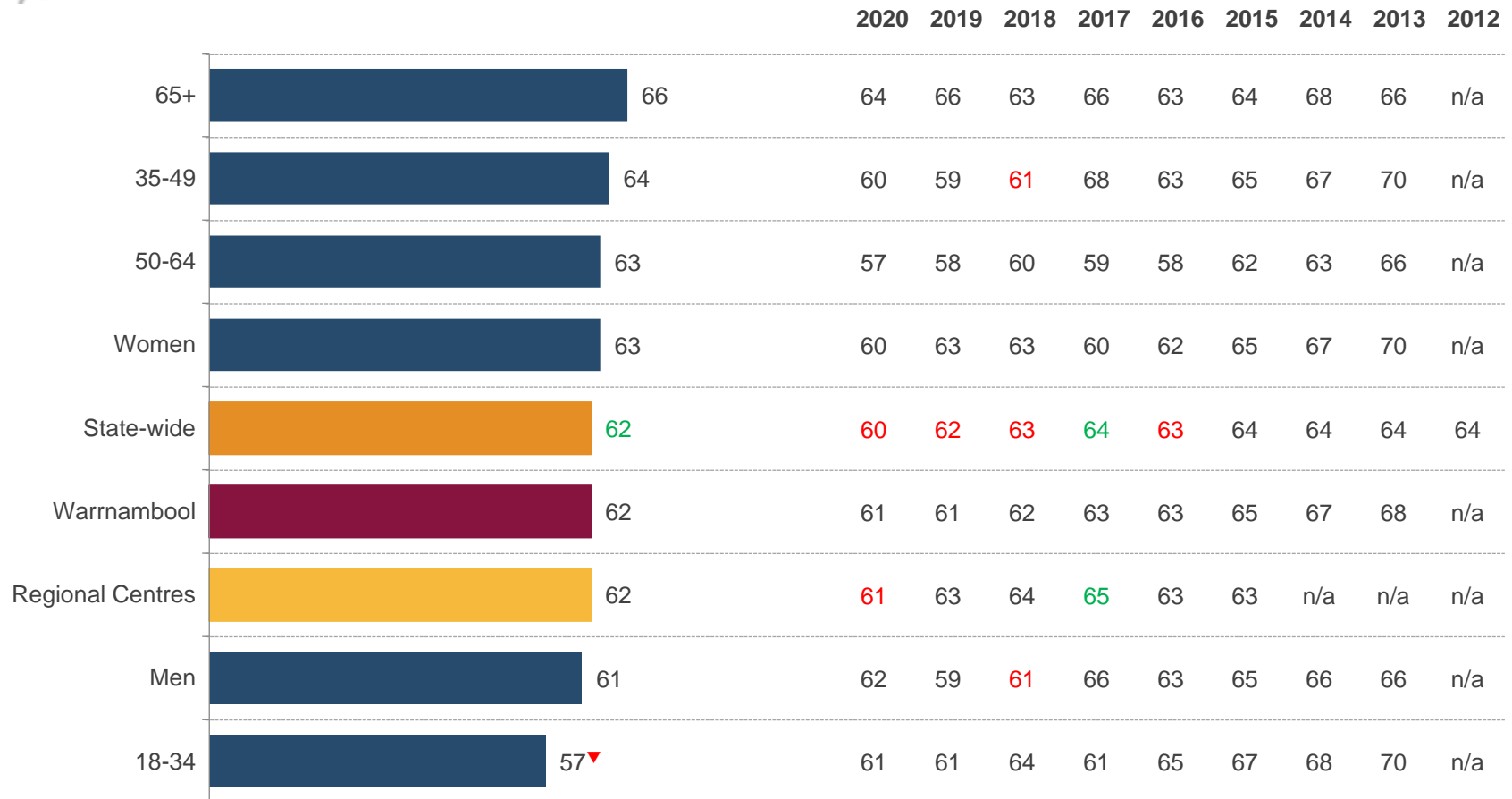




Environmental sustainability performance



2021 environmental sustainability performance (index scores)



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

Base: All respondents. Councils asked state-wide: 34 Councils asked group: 5

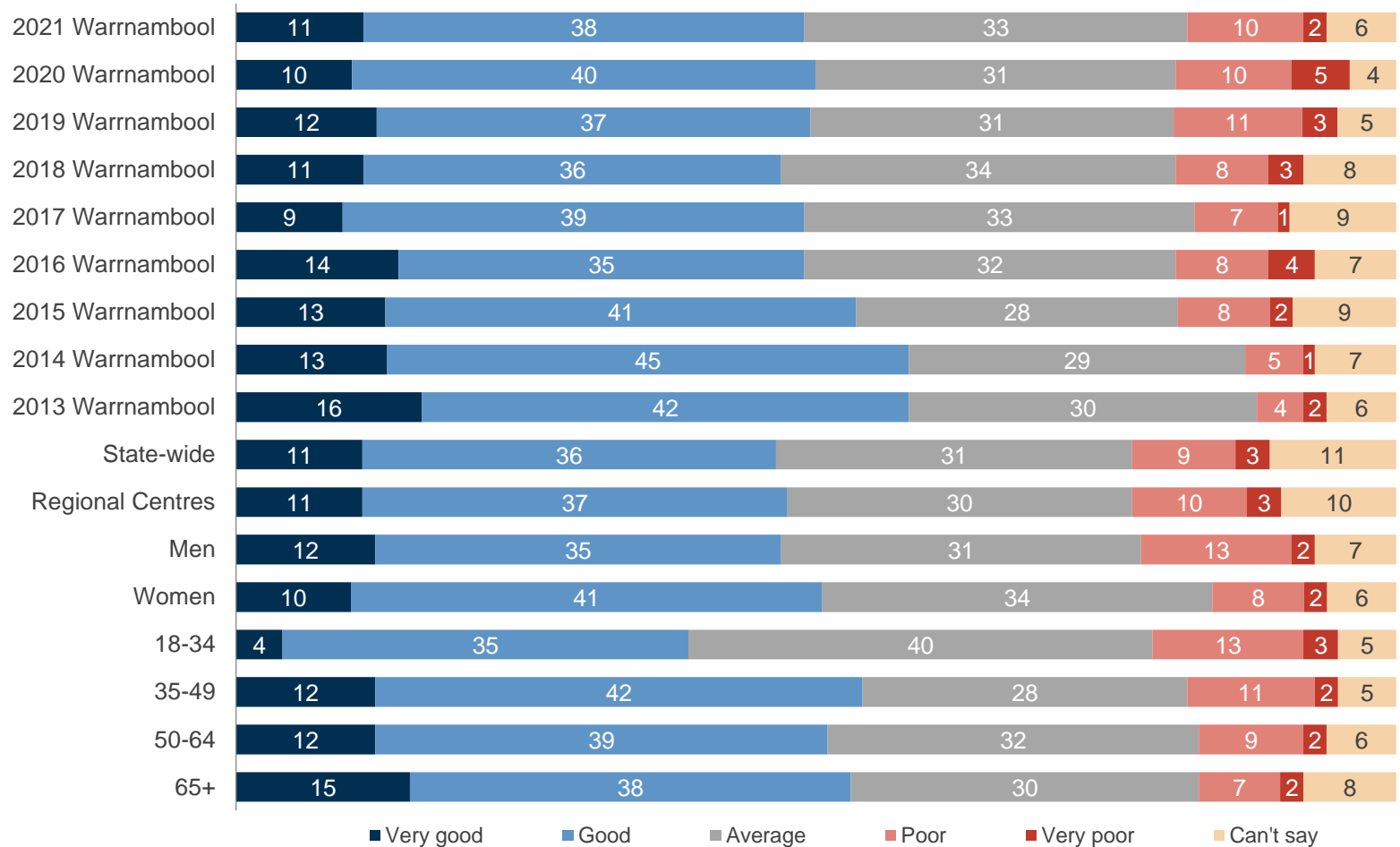
Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2021 environmental sustainability performance (%)

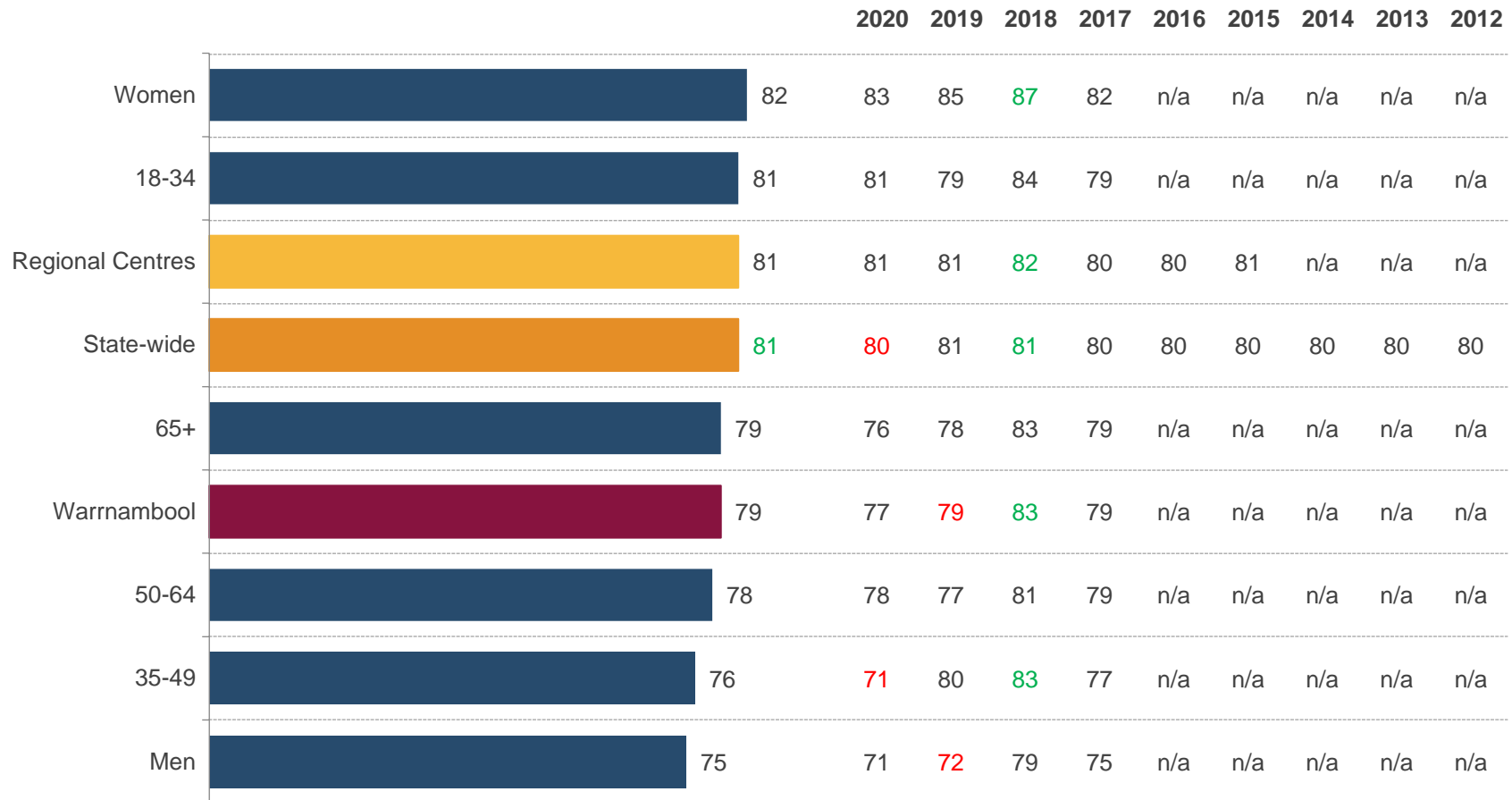




Emergency and disaster management importance



2021 emergency and disaster management importance (index scores)



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

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

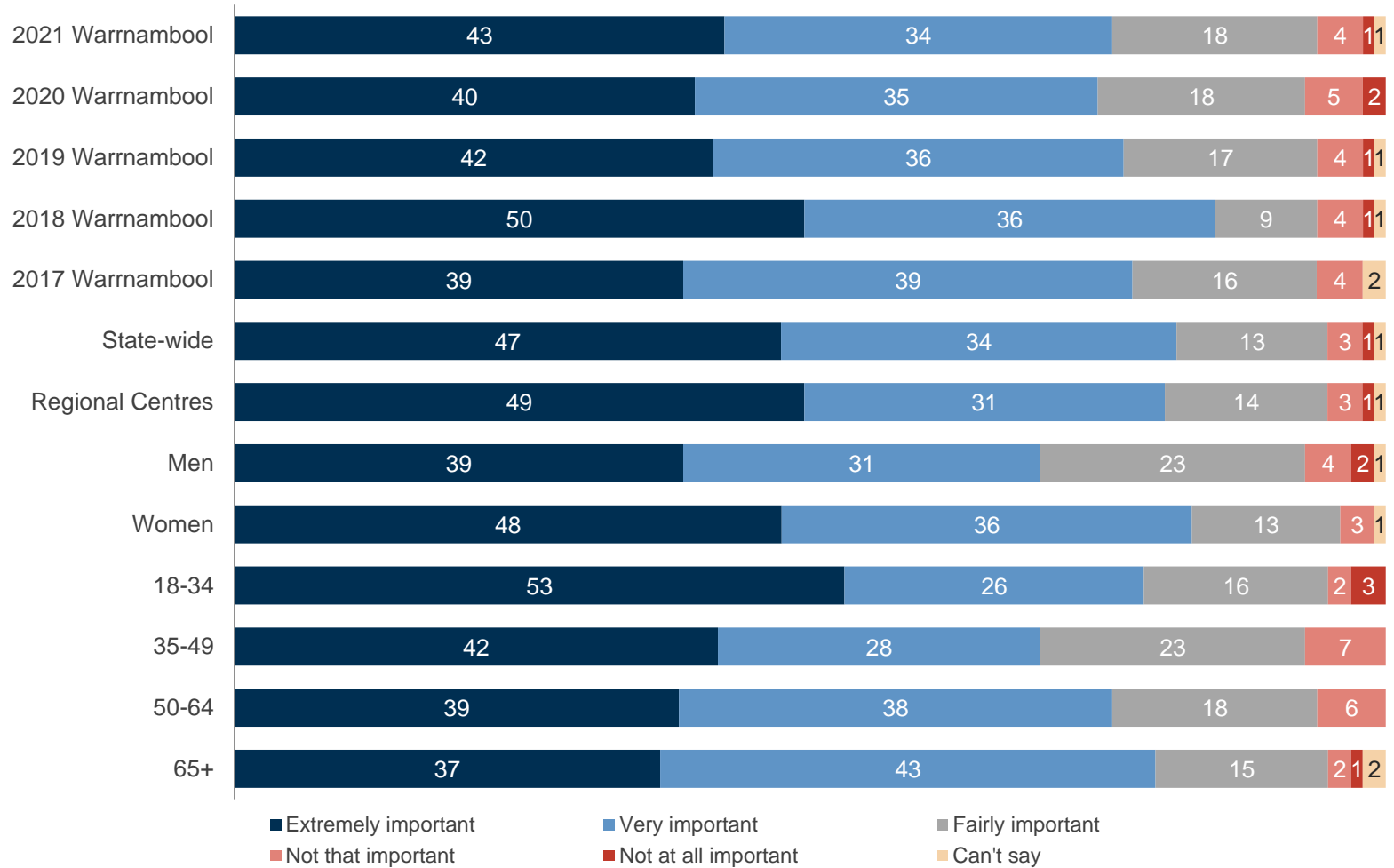
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management importance



2021 emergency and disaster management importance (%)

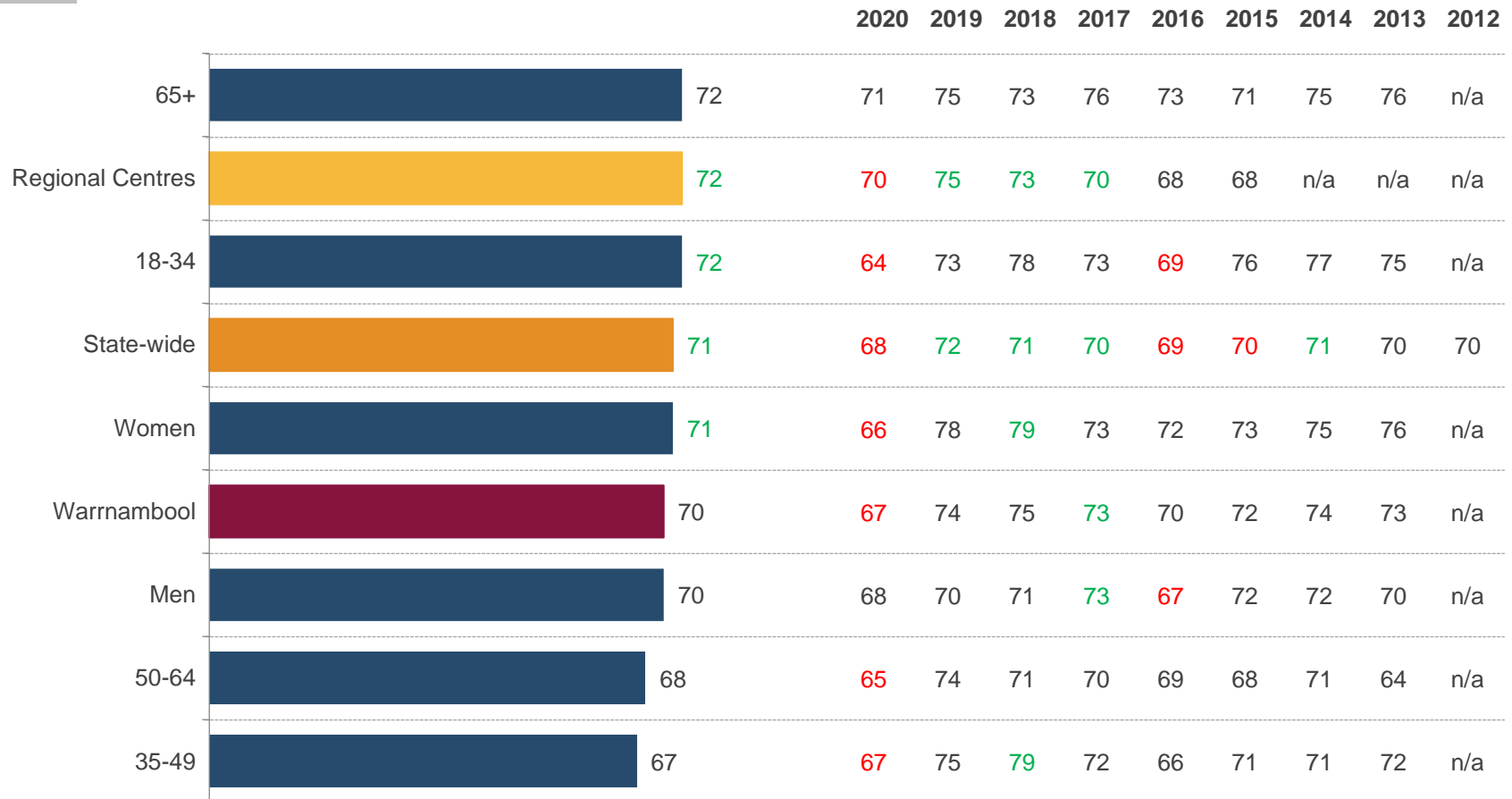




Emergency and disaster management performance



2021 emergency and disaster management performance (index scores)



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

Base: All respondents. Councils asked state-wide: 25 Councils asked group: 3

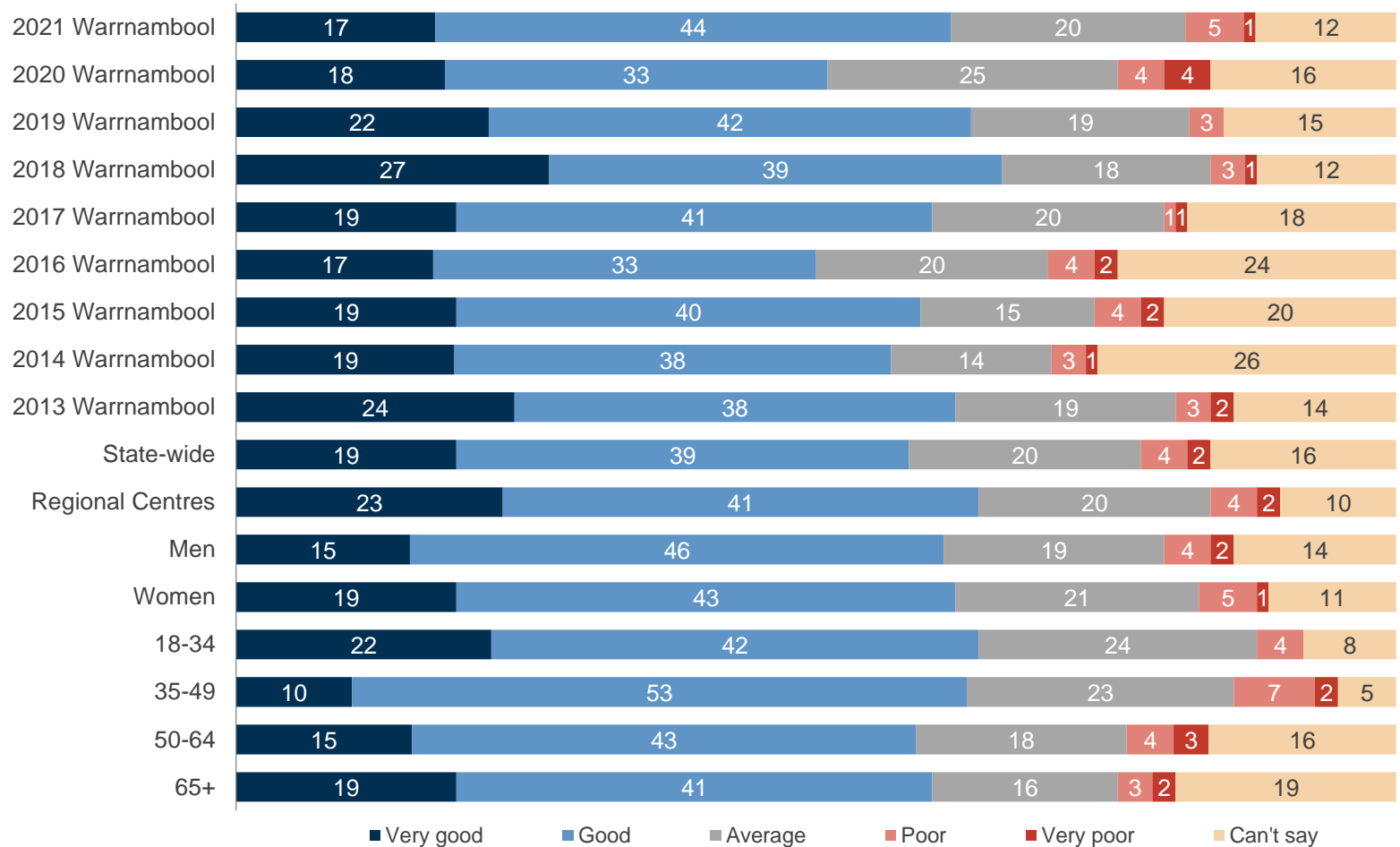
Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management performance



2021 emergency and disaster management performance (%)

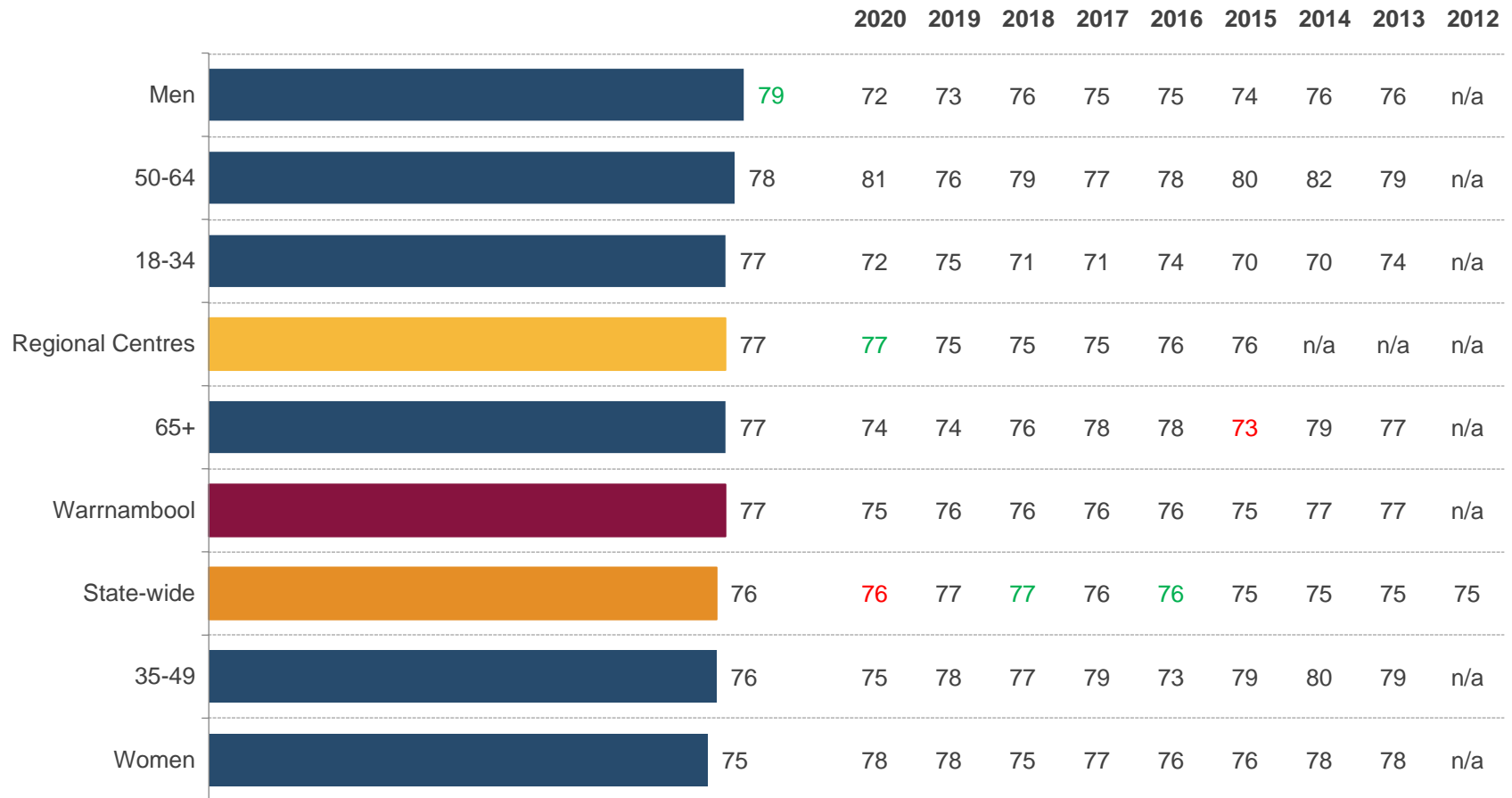




Planning for population growth in the area importance



2021 population growth importance (index scores)



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

Base: All respondents. Councils asked state-wide: 15 Councils asked group: 4

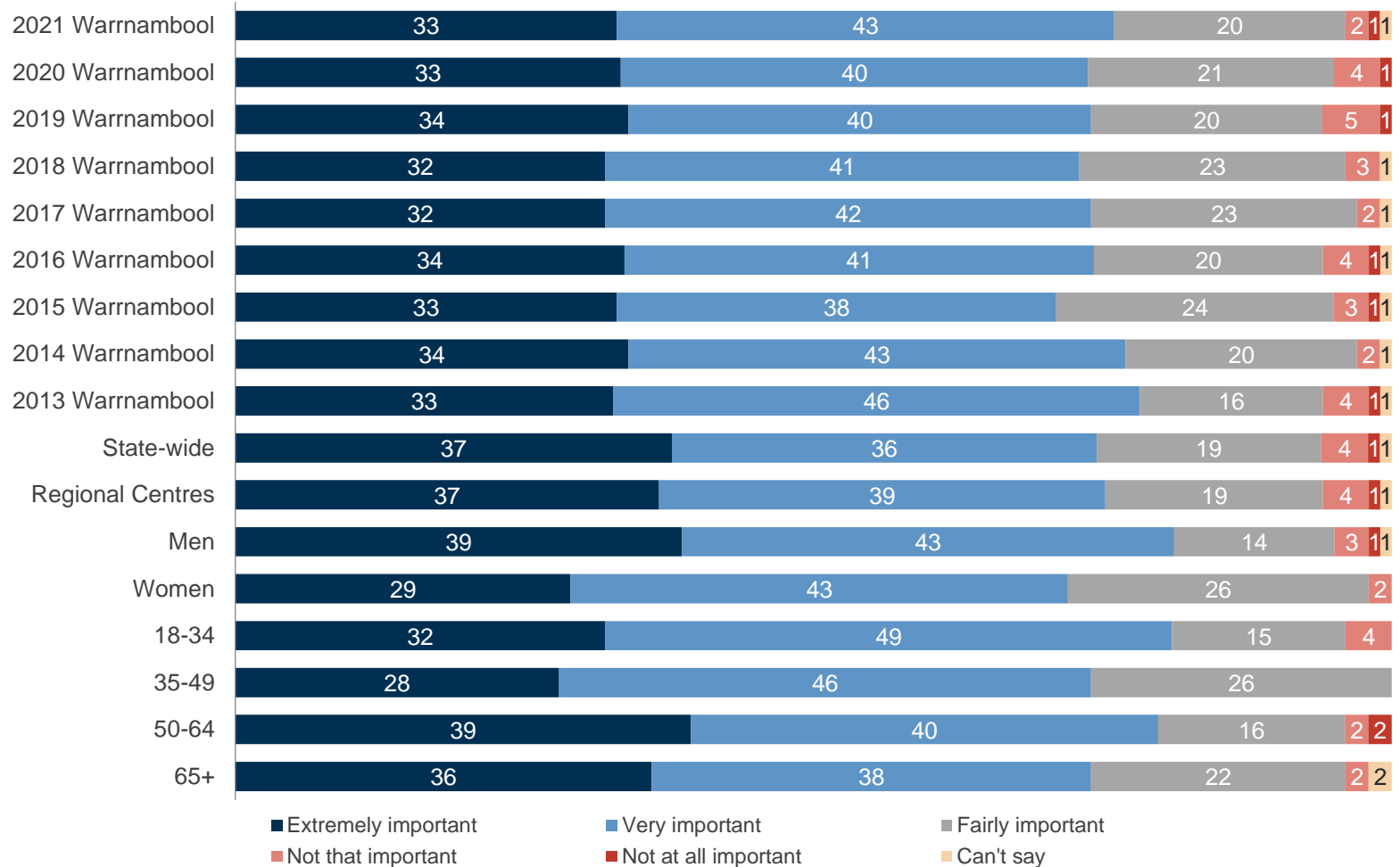
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area importance



2021 population growth importance (%)

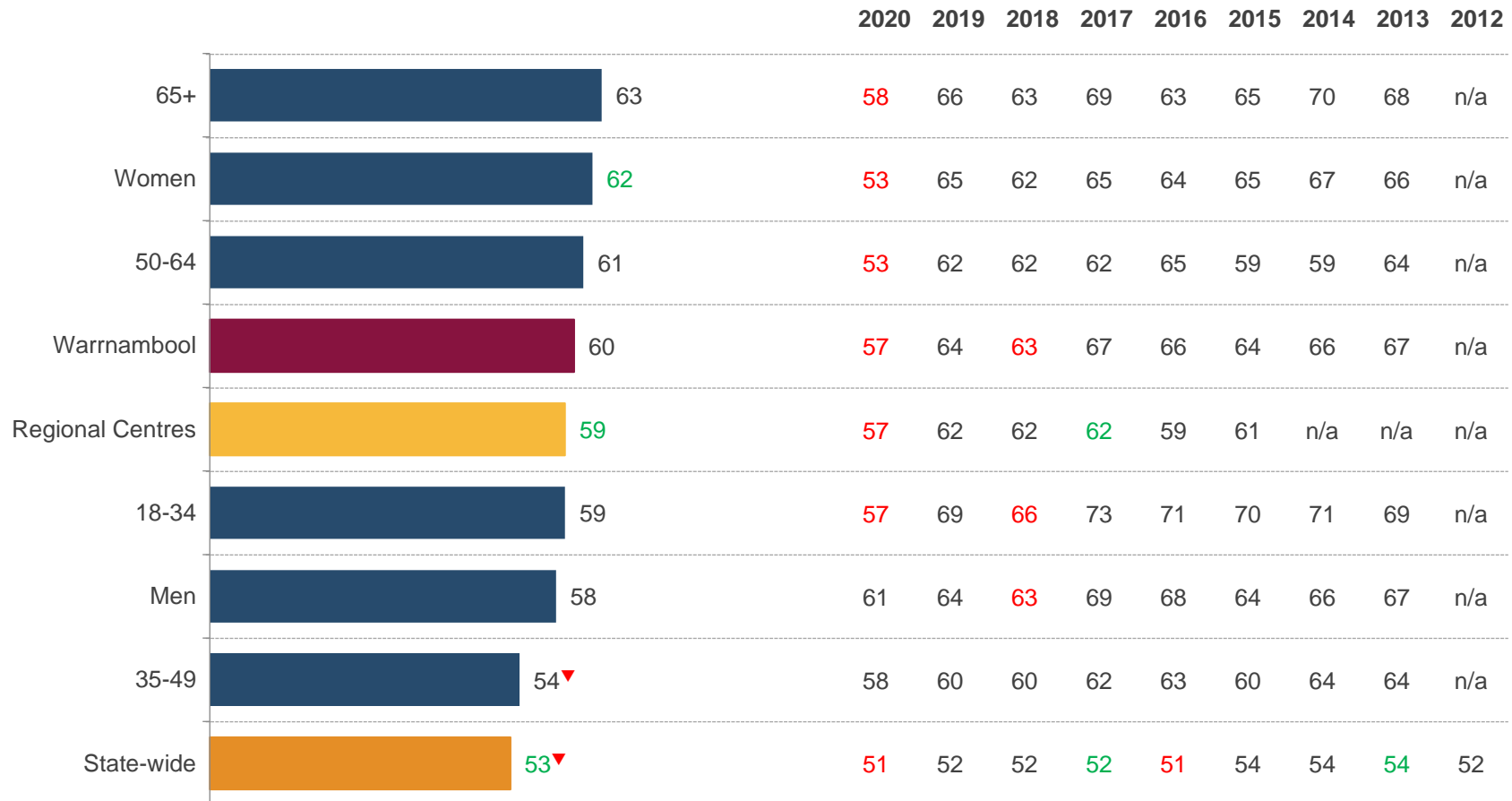




Planning for population growth in the area performance



2021 population growth performance (index scores)



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: 18 Councils asked group: 4

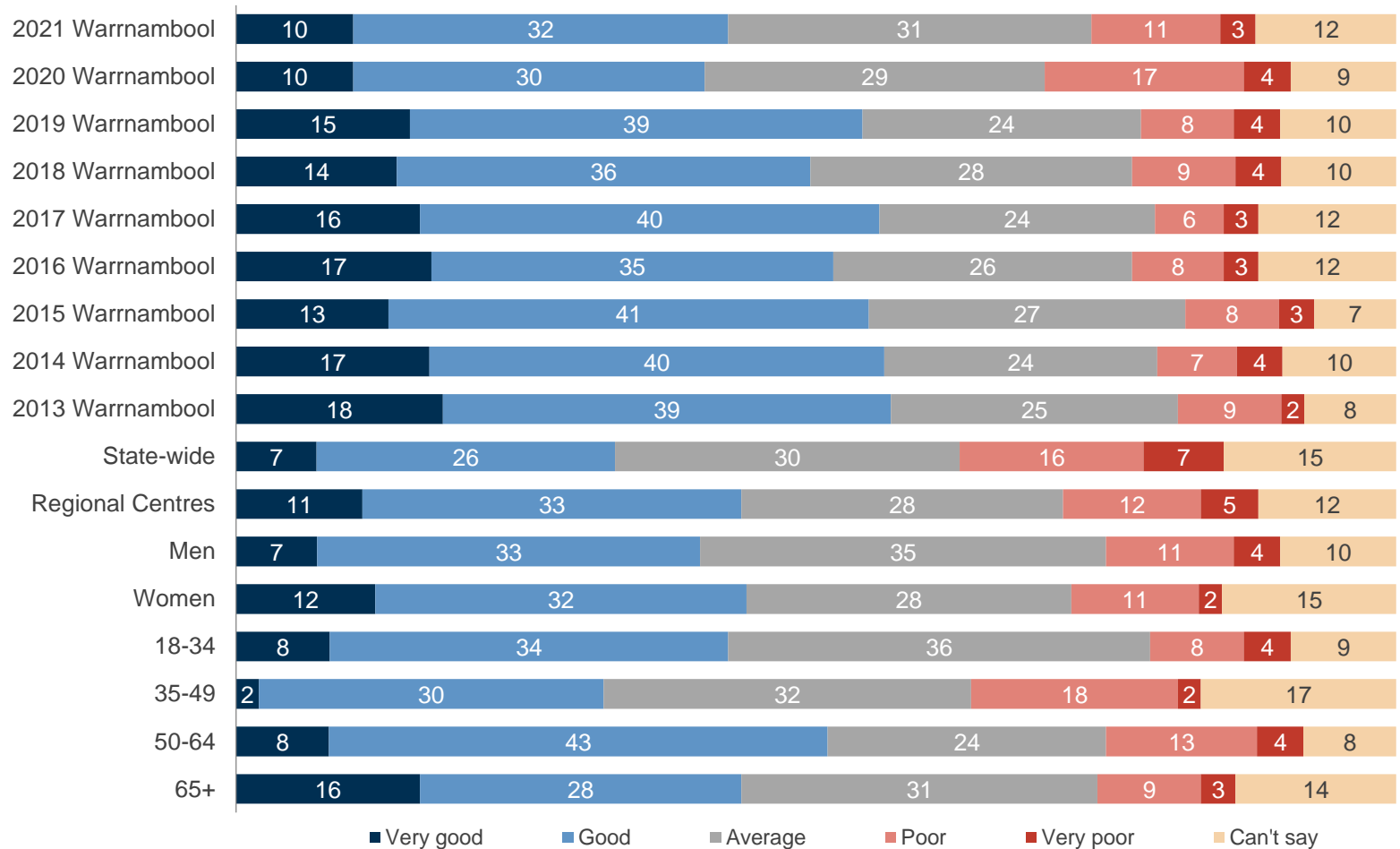
Note: Please see Appendix A for explanation of significant differences.



Planning for population growth in the area performance



2021 population growth performance (%)

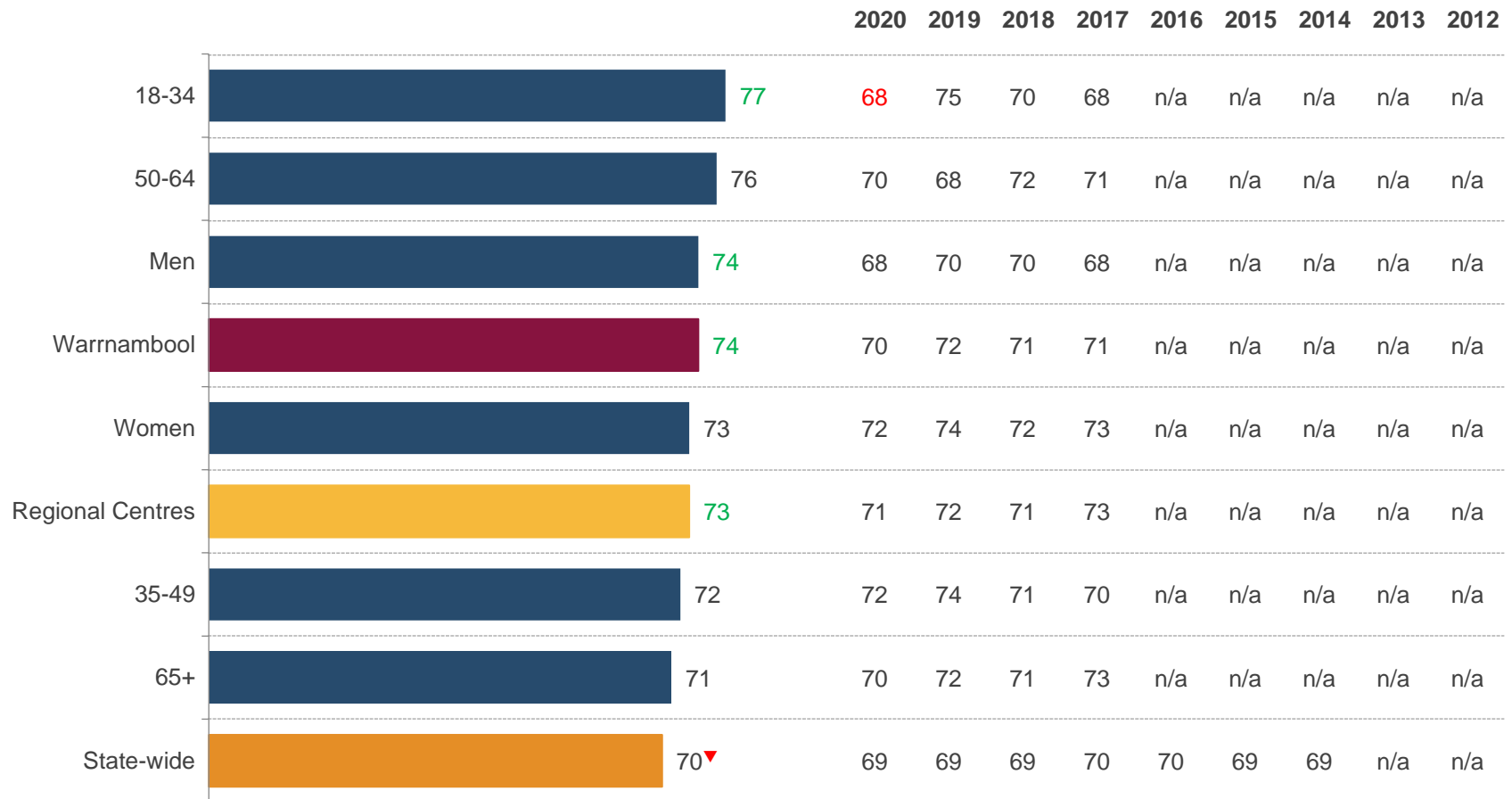




Business and community development importance



2021 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: 10 Councils asked group: 3

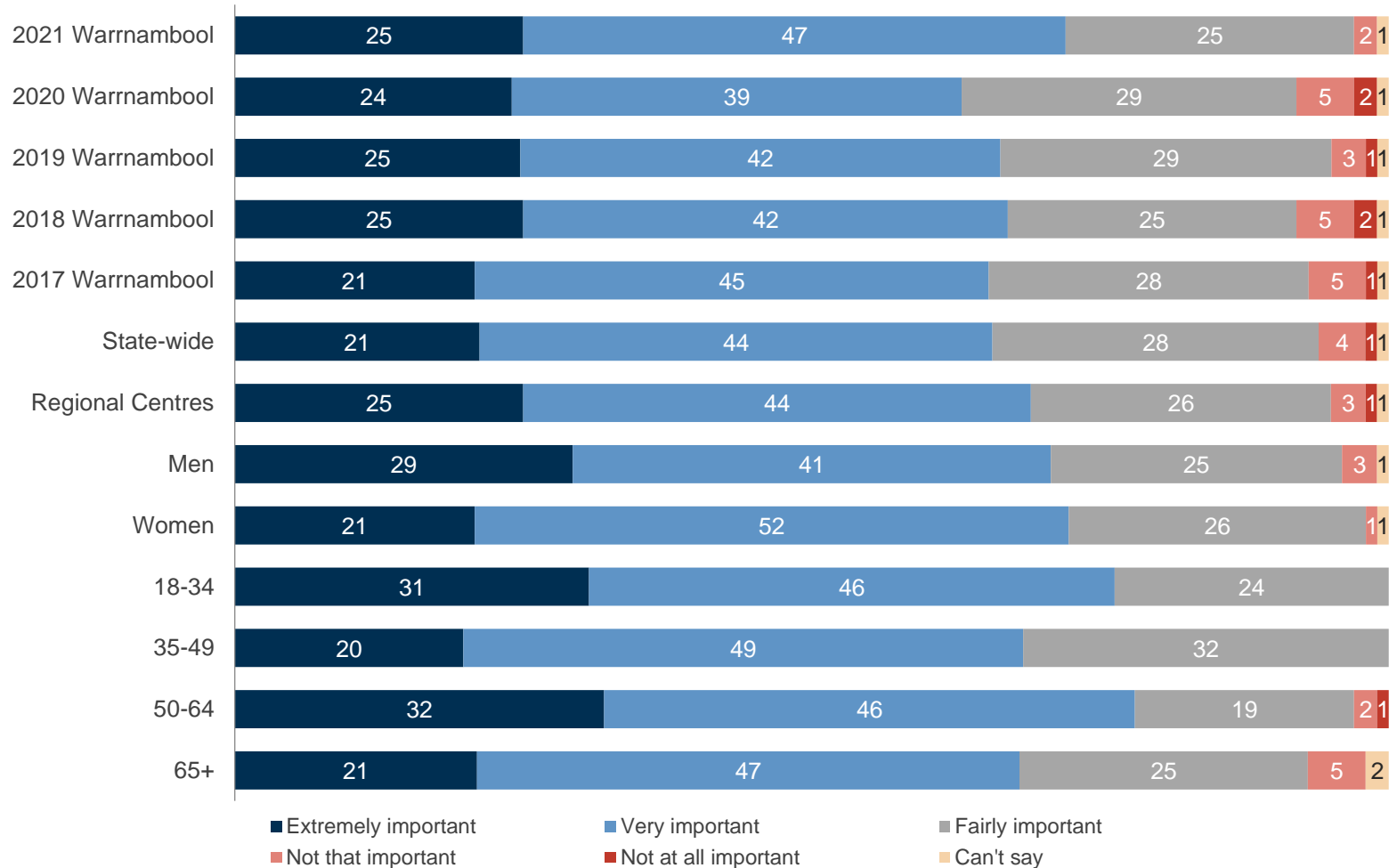
Note: Please see Appendix A for explanation of significant differences.



Business and community development importance



2021 business/community development importance (%)

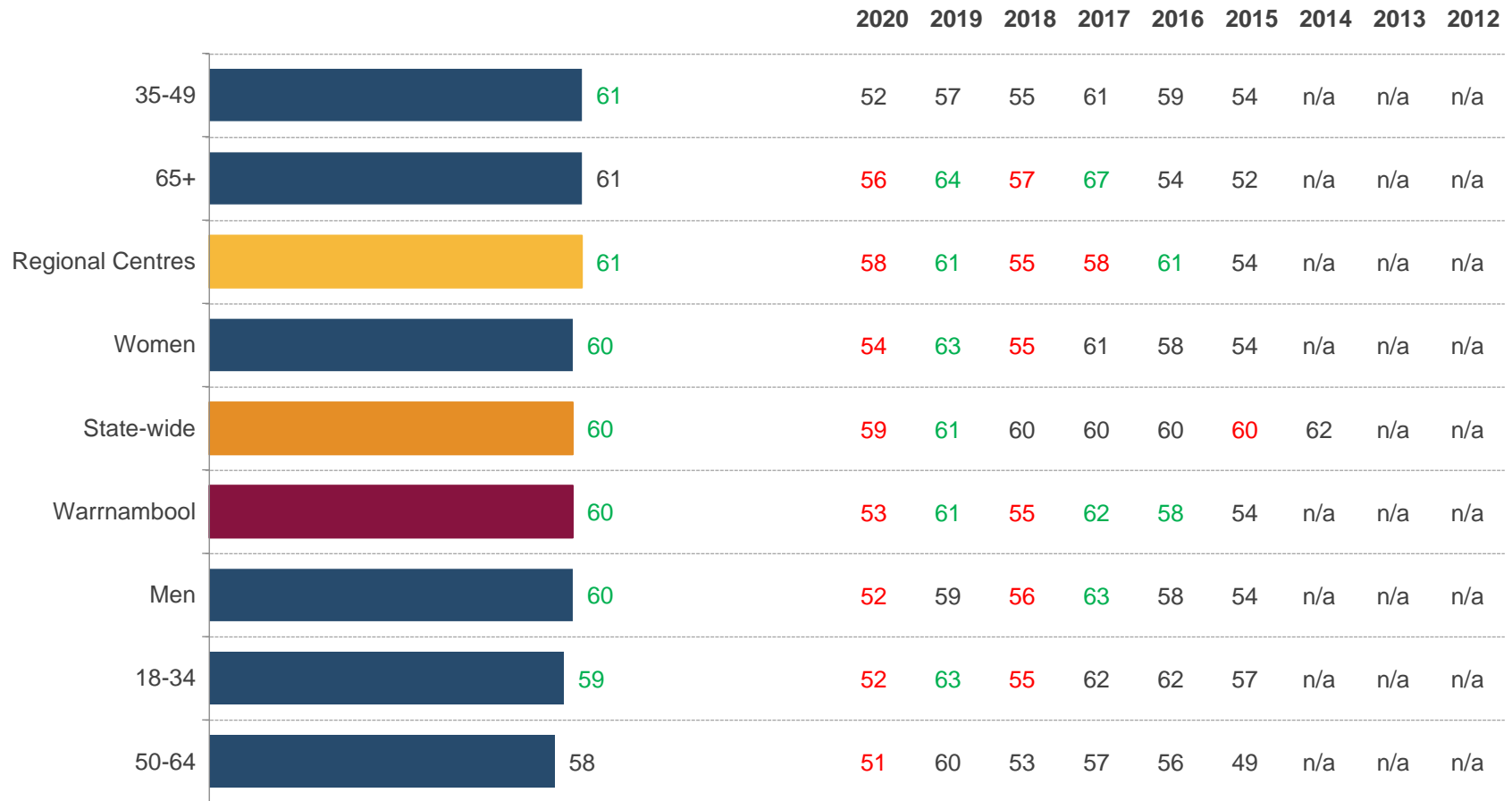




Business and community development performance



2021 business/community development performance (index scores)



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

Base: All respondents. Councils asked state-wide: 12 Councils asked group: 3

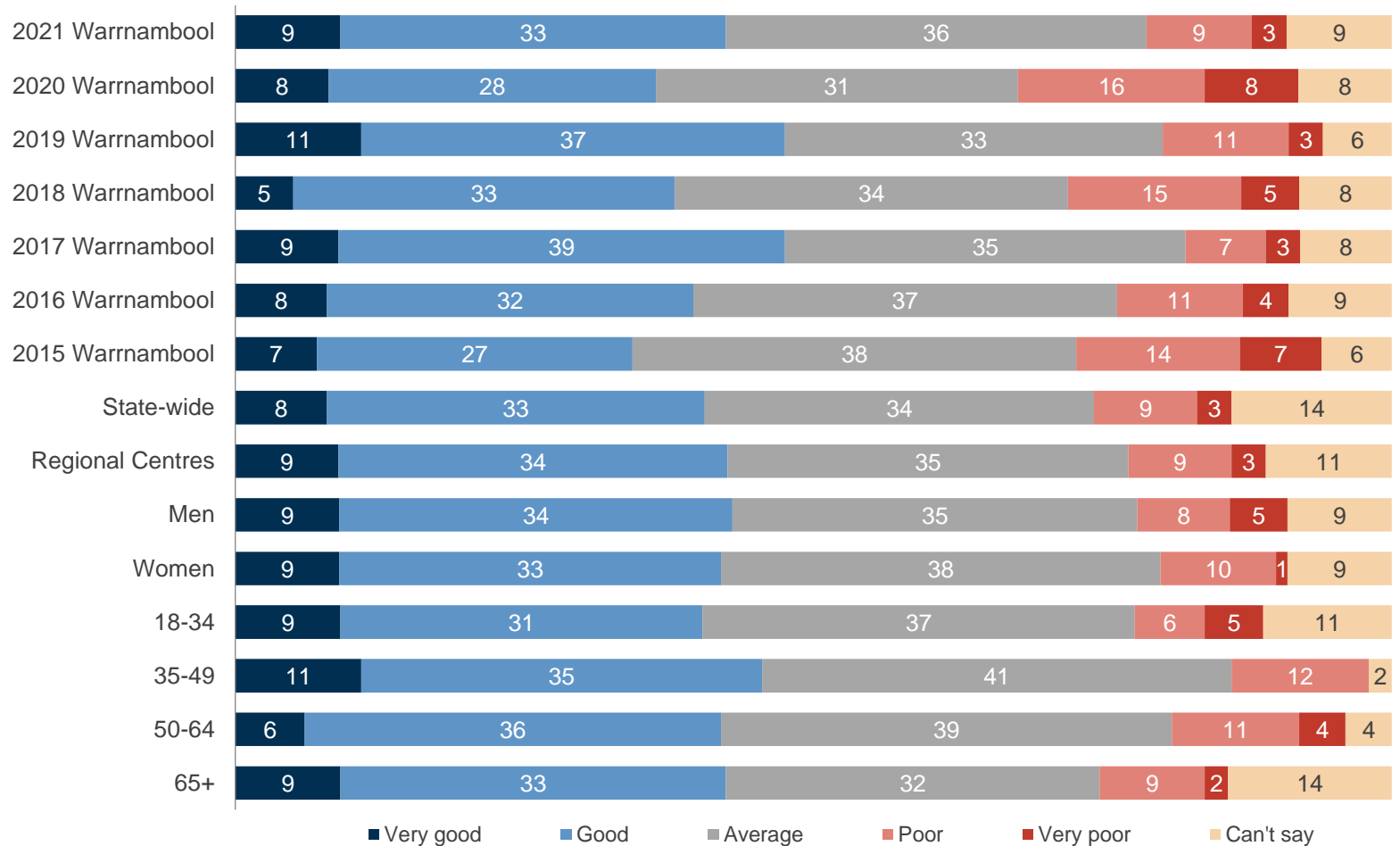
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2021 business/community development performance (%)

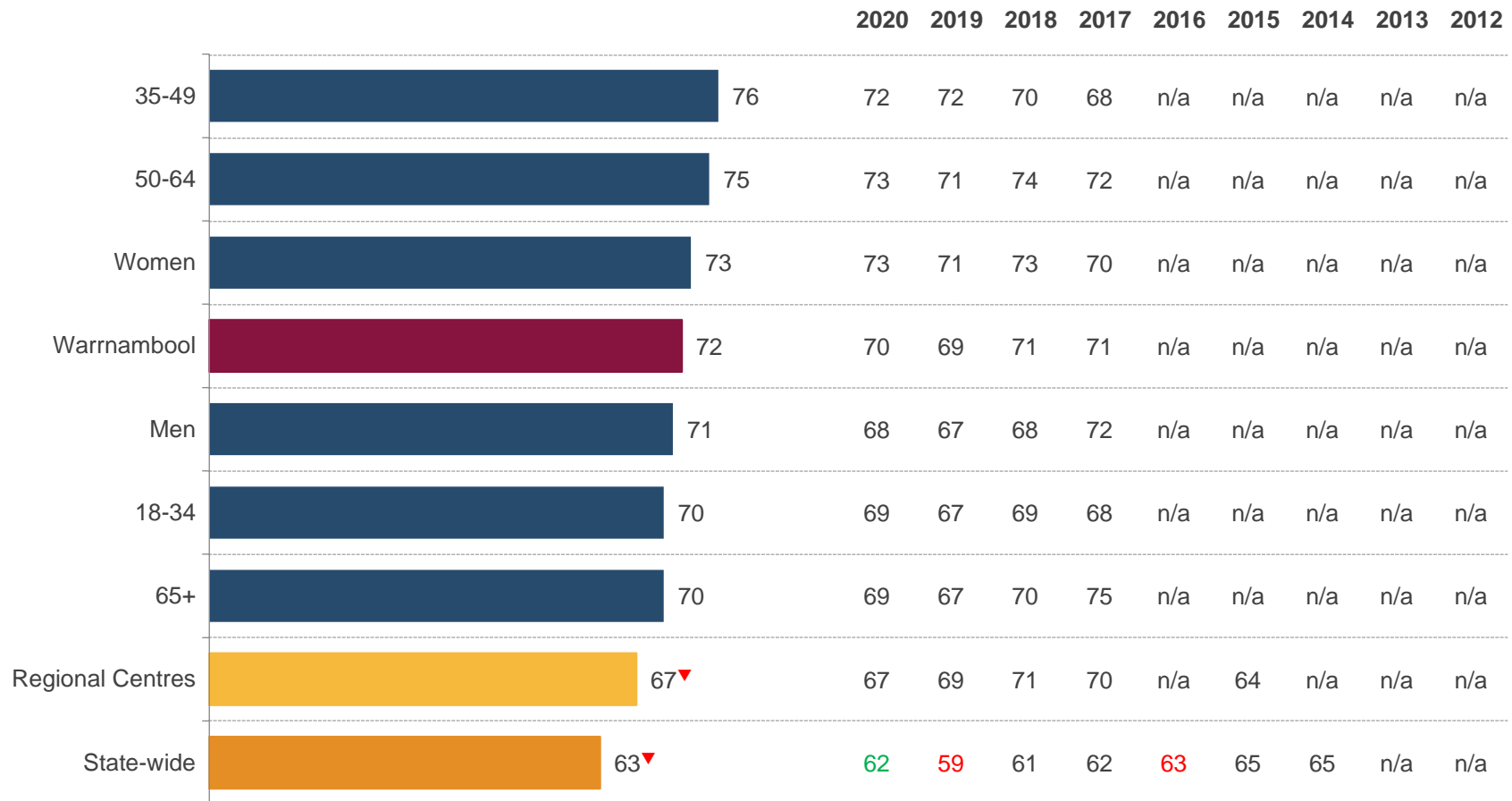




Tourism development importance



2021 tourism development importance (index scores)



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

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

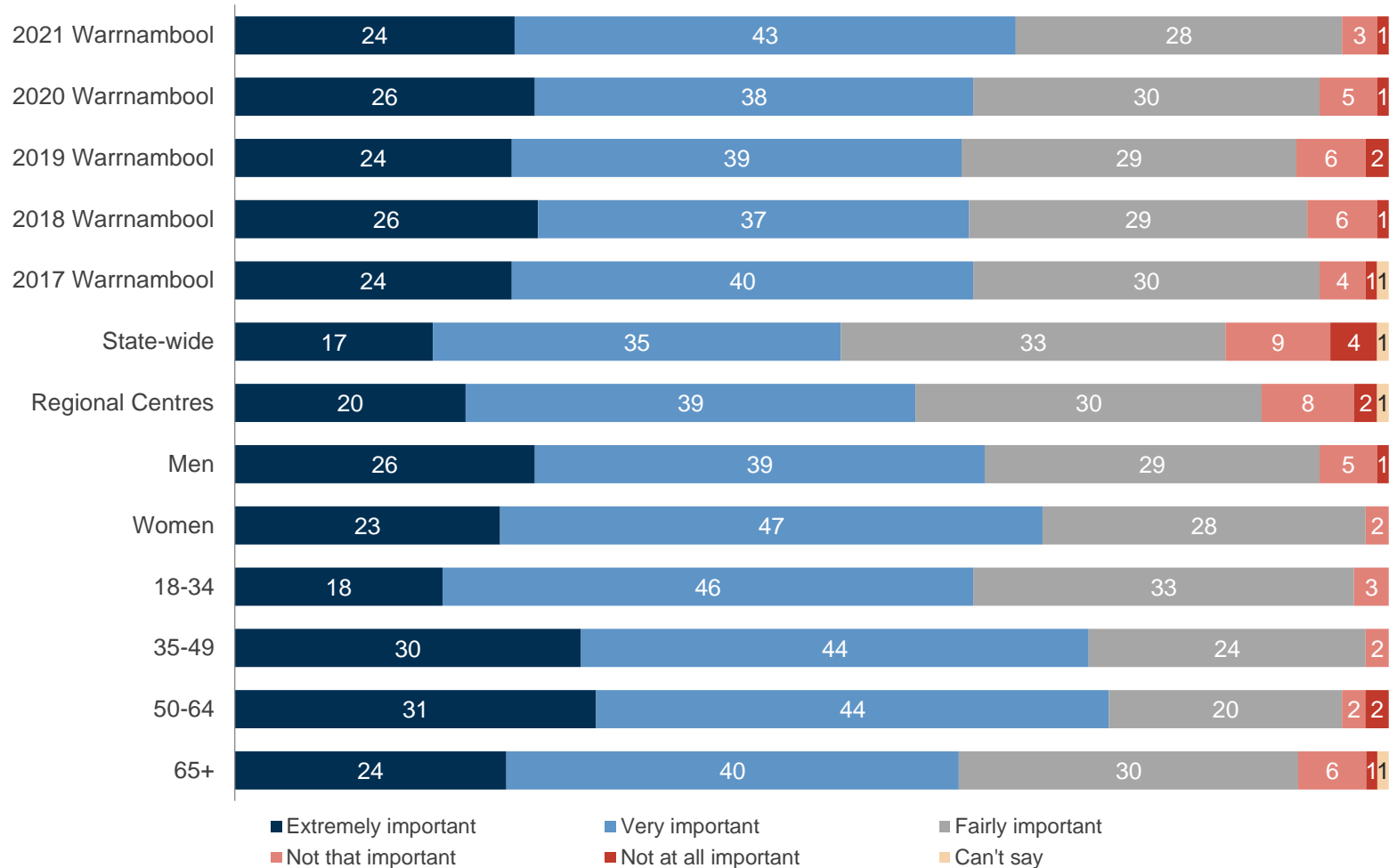
Note: Please see Appendix A for explanation of significant differences.



Tourism development importance



2021 tourism development importance (%)



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

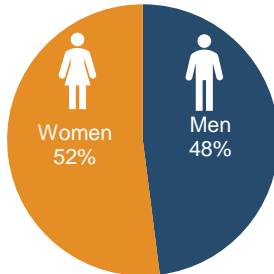
Detailed demographics



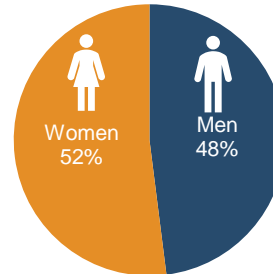
Gender and age profile

2021 gender

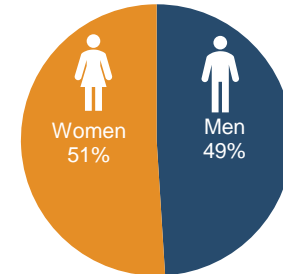
Warrnambool



Regional Centres

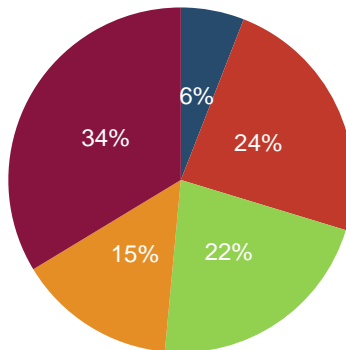


State-wide

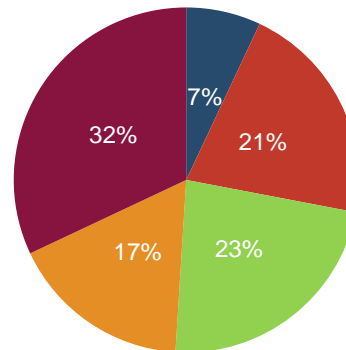


2021 age

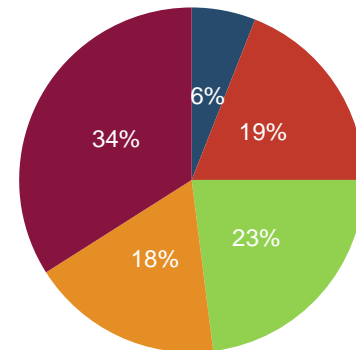
Warrnambool



Regional Centres



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

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

Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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



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



Appendix A: Index Scores

Index Scores

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

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

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

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

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



Appendix A: Margins of error

The sample size for the 2021 State-wide Local Government Community Satisfaction Survey for Warrnambool City Council was n=400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 27,600 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	172	192	+/-7.5
Women	228	208	+/-6.5
18-34 years	45	117	+/-14.8
35-49 years	57	90	+/-13.1
50-64 years	91	59	+/-10.3
65+ years	207	134	+/-6.8



Appendix A: Significant difference reporting notation

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

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

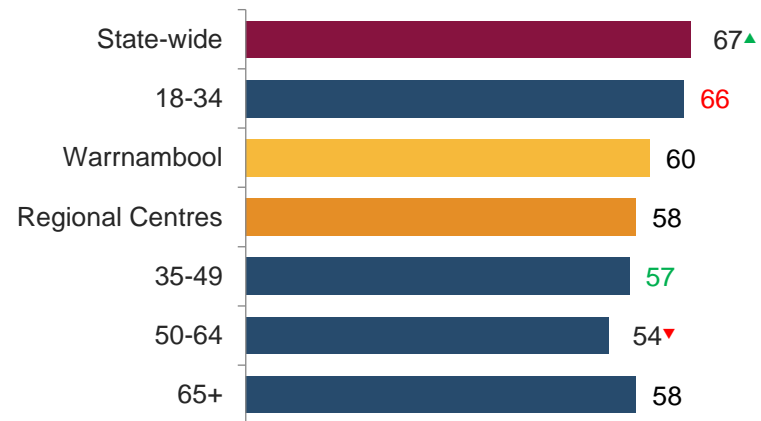
- ▲ The state-wide result is significantly higher than the overall result for the council.
- ▼ The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in green and red indicate significantly higher or lower results than in 2020.

Therefore in the example below:

- The result among 35-49 year olds in the council is **significantly higher** than the result achieved among this group in 2020.
- The result among 18-34 year olds in the council is **significantly lower** than the result achieved among this group in 2020.

**2021 overall performance (index scores)
(example extract only)**





Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 2021 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 2021 results are compared with previous years, as detailed below:

- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=401 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

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 4th February – 21st March, 2021.



Appendix B: Analysis and reporting

All participating councils are listed in the State-wide report published on the DELWP website. In 2021, 66 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2021 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:

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

Wherever appropriate, results for Warrnambool City Council for this 2021 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Regional Centres group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.



Appendix B: 2012 survey revision

The survey was revised in 2012. As a result:

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

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. Comparisons in the period 2012-2021 have been made throughout this report as appropriate.



Appendix B:

Core, optional and tailored questions

Core, optional and tailored questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2021 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 2021 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 2021 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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



Appendix B: Glossary of terms

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

CSS: 2021 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

THERE ARE OVER 6 MILLION PEOPLE IN VICTORIA...

FIND OUT WHAT THEY'RE THINKING.



Contact us
03 8685 8555



Follow us
@JWSResearch

John Scales
Founder
jscales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com



J W S R E S E A R C H