2021 Local Government Community Satisfaction Survey

Warrnambool City Council

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



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Background and objectives



The Victorian Community Satisfaction Survey (CSS) creates a vital interface between the council and their community.

Held annually, the CSS asks the opinions of local people about the place they live, work and play and provides confidence for councils in their efforts and abilities.

Now in its twenty-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 Statewide 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.

Key findings and recommendations

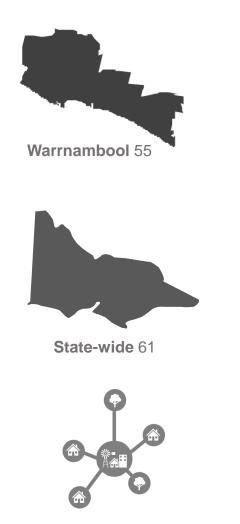


Warrnambool City Council – at a glance

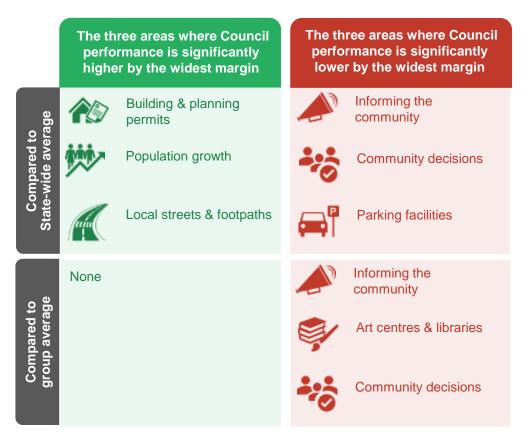


Overall council performance

Results shown are index scores out of 100.

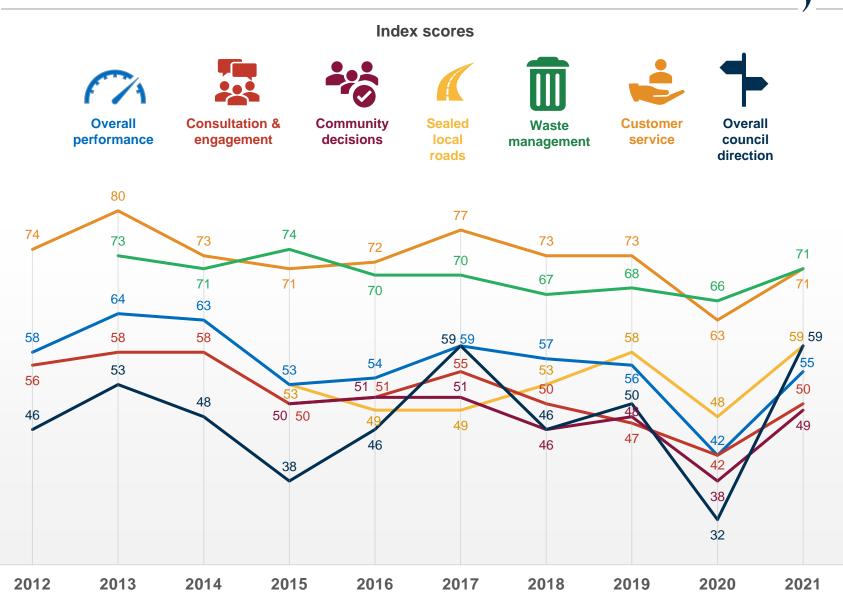


Council performance compared to State-wide and group averages



J00967 Community Satisfaction Survey 2021 – Warrnambool City Council

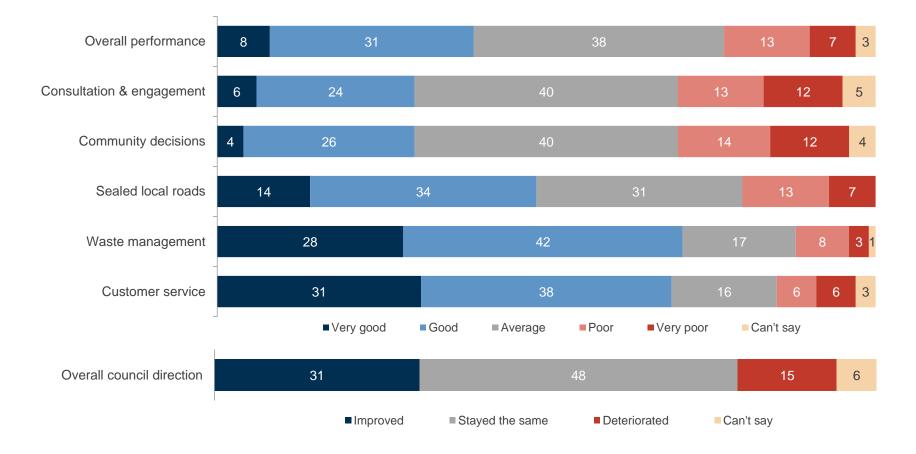
Summary of core measures



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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
(M	Overall performance	55	42	60	61	Aged 18- 34 years	Aged 65+ years
S	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
<u>iŧ</u>	Appearance of public areas	76	71	75	73	Aged 65+ years	Aged 35-49 years
'Żi	Recreational facilities	71	65	74	71	Aged 65+ years	Aged 35-49 years
Î	Waste management	71	66	69	69	Aged 65+ years	Aged 35-49 years
<u>Ъ́г</u>	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

Significantly higher / lower than Warmambool City Council 2021 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences.

Summary of Warrnambool City Council performance

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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
<u> </u>	Local streets & footpaths	64	56	62	59	Aged 18-34 years	Aged 35-49 years
1	Community & cultural	64	65	65	65	Aged 65+ years	Aged 18-34 years
i,	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
<u>.</u>	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
⊨ î	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

Significantly higher / lower than Warmambool City Council 2021 result at the 95% confidence interval. Please see Appendix A for explanation of significant differences.

Focus areas for the next 12 months



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

Overview

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

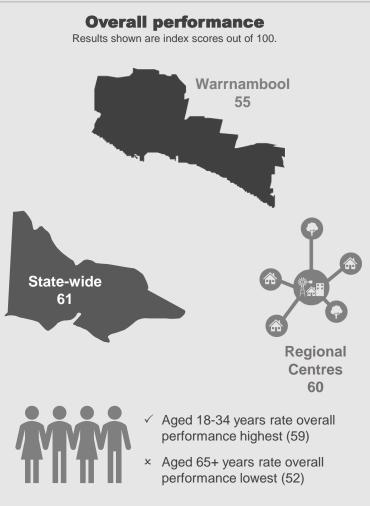
The overall performance index score of 55 for Warrnambool City Council marks a significant 13-point improvement on the 2020 result. Perceptions have largely recovered from last year's decline and are now similar to those in 2019.

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.





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Overall performance



2021 overall performance (index scores)

60 60
/a n/a
0 65
64 58
64 58
64 54
64 58
58 55
61 55

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Warrnambool City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor? Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8 Note: Please see Appendix A for explanation of significant differences.

Overall performance



2021 Warrnambool 8 3 2020 Warrnambool 21 21 5 21 2019 Warrnambool 10 34 14 2018 Warrnambool 10 8 2017 Warrnambool 10 2016 Warrnambool 10 12 2015 Warrnambool 8 17 0 2014 Warrnambool 13 3 1 2013 Warrnambool 12 47 3 1 2012 Warrnambool 6 3 Δ State-wide 11 4 2 **Regional Centres** 12 5 Men 3 Women 9 3 18-34 9 14 2 35-49 5 9 2 50-64 5 9 4 65+ 10 22 10 6 Very good Can't say Good Average Poor Very poor

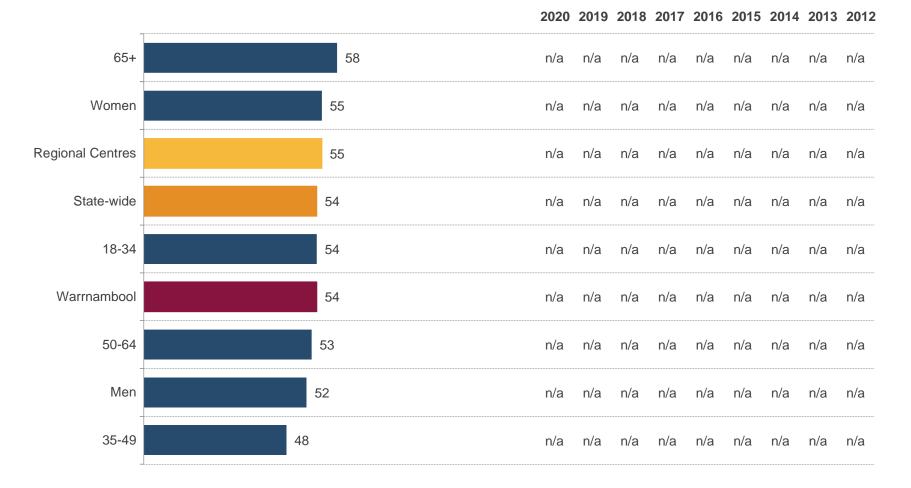
2021 overall performance (%)

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Warrnambool City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor? Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

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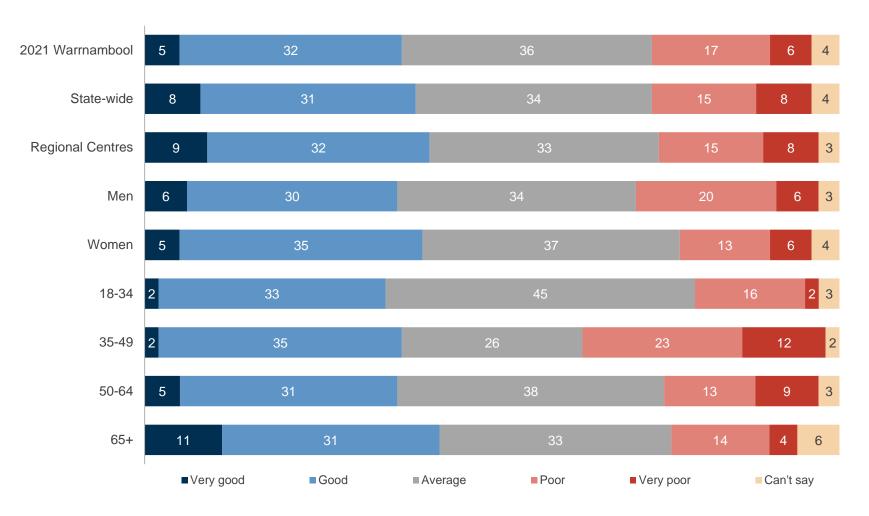
Value for money in services and infrastructure

2021 value for money (index scores)



Q3b. How would you rate Warmambool 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





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).

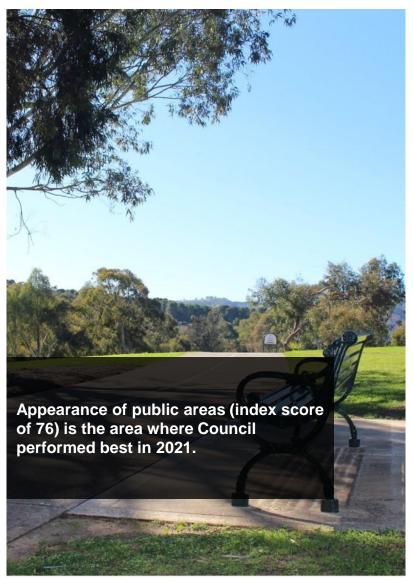
Recreational facilities and waste management are Council's next highest rated service areas (both with an index score of 71, up six and five points respectively, significantly higher than last year's results).

- 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.

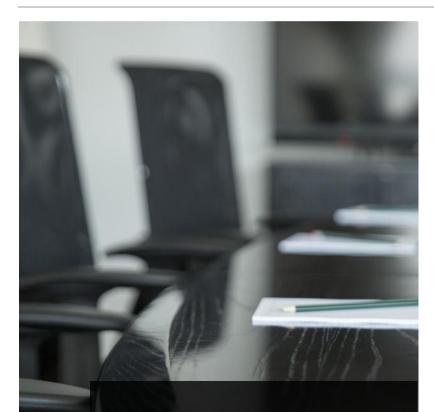
Council is also well-regarded in the areas of emergency and disaster management (index score of 70, up three points) and enforcement of local laws (69, up a significant six points).

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

Council is now rated significantly higher than the Statewide 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 lowestrated 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.

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Individual service area performance

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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

Individual service area performance

2021 individual service area performance (%)

Appearance of public area Recreational facilitie Waste manageme Emergency & disaster mng Enforcement of local law Family support service Art centres & librarie Elderly support service Disadvantaged support service Local streets & footpath Community & cultura Environmental sustainabilit Bus/community dev./tourisi Business & community dev Population growt Traffic management Planning & building permit Sealed local road Town planning polic Lobbyin Informing the communit Parking facilitie Consultation & engagement Community decision

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ces	16	35			21	6 1		22	
ies	16		41			29		6	8
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sm	10	33			38		9	2	8
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ies	7	32		31		18		12	1
ent		24		40		13		12	5
ns	4 2	6		40		14		12	4
	■Very good	Good	Average	9	Poor	■Very po	or	Can'	t say

Individual service area importance

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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 (%)

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

42	47		9 1		
41	48		9 111		
45	42		10 12		
47	39		13 1		
37	43	17	17 21		
35	43	18	112		
33	45	21	111		
37	40	21	2		
43	34	18	4 <mark>1</mark> 1		
30	47	21	11		
33	43	20	211		
27	48	20	3 1		
31	44	20	51		
35	37	19	6 <mark>2</mark> 1		
25	47	25	21		
28	42	25	3 11		
30	41	23	11 5		
26	43	22	7 11		
25	45	25	213		
32	36	26	5 1		
24	43	28	3 1		
27	36	31	4 21		
19	43	30	6 3 1		
14	41	34	6 4		
Extremely important	Very important	Fairly important			

Not at all important

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

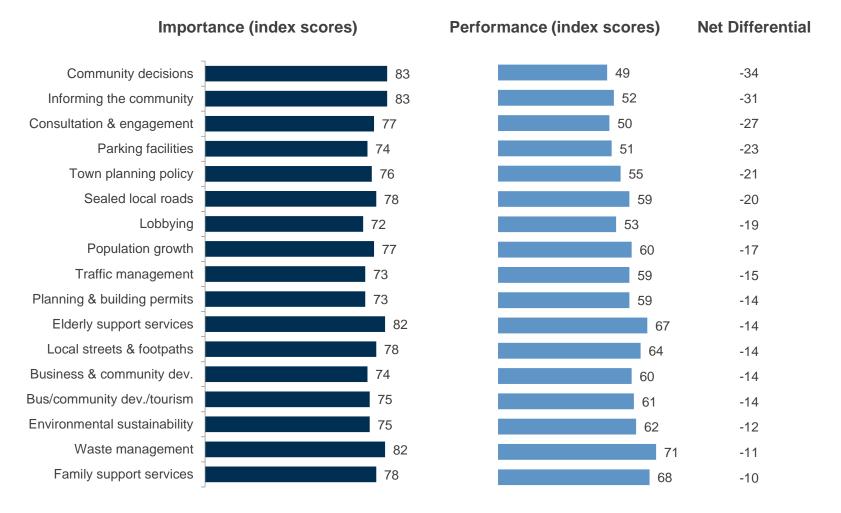
Not that important

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Can't say

Individual service areas importance vs performance

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



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

Influences on perceptions of overall performance

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

• Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance. Currently, this is 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

0.30 Greater positive influence on Overall Performance 0.25 Community • decisions 0.20 Community consultation Traffic 0.15 management Lobbying Enforcement of local laws 0.10 Condition of sealed Business, community Waste management local roads dev. and tourism • Parking facilities Recreational facilities • 0.05 Informing the community Planning and Environmental sustainability Town planning • building permits Elderly support services Greater negative influence Planning for Family support services on Overall Performance Condition of local streets population growth 0.00 70 Emergency Art centres 80 60 90 100 40 50 management and libraries • **Business and** Community and community dev. The appearance -0.05 cultural activities of public areas Disadvantaged support services -0.10Very Poor Very Good **Performance Index**

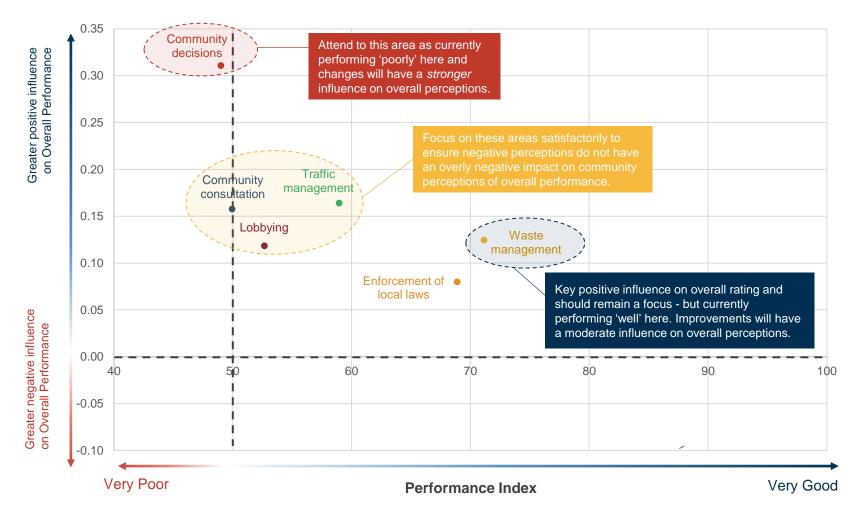
2021 regression analysis (all service areas)

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.

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Influence on overall performance: key service areas

2021 regression analysis (key service areas)

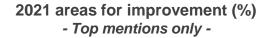


The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.464 and adjusted R^2 value of 0.456, which means that 46% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically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

J00967 Community Satisfaction Survey 2021 – Warrnambool City Council

Areas for improvement







Q17. What does Warmambool City Council MOST need to do to improve its performance? Base: All respondents. Councils asked state-wide: 45 Councils asked group: 8 A verbatim listing of responses to this question can be found in the accompanying dashboard.

Customer service



Contact with council and customer service

Contact with council

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'.

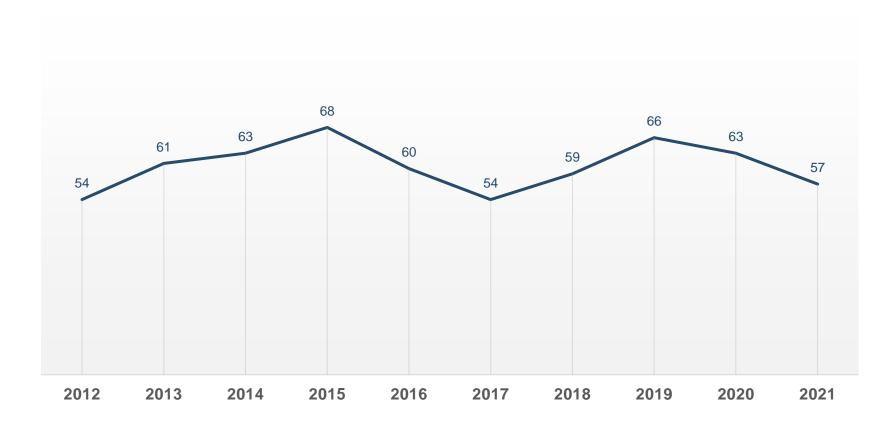
Customer service ratings are highest among those who had contact with Council via its website (index score of 85, note small sample size) or in person (index score of 78). Significantly increased ratings are seen among those who contacted Council in person, via website, or through social media.

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



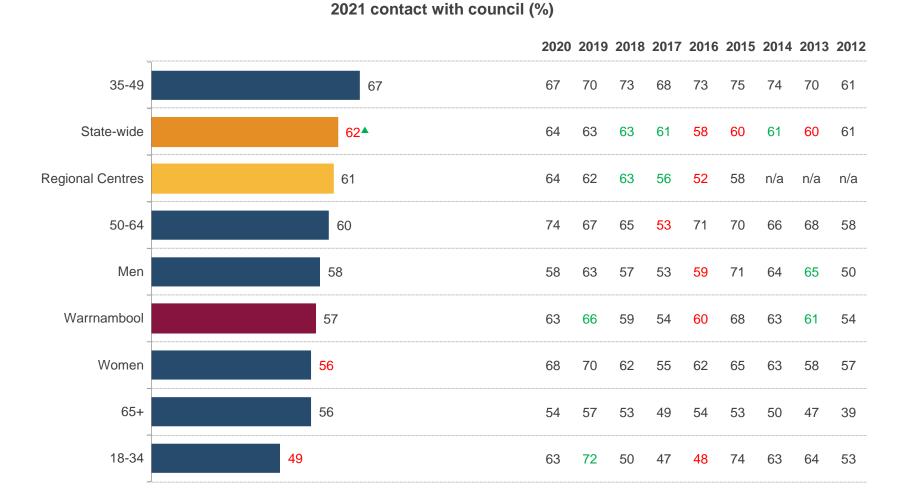
2021 contact with council (%) Have had contact



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

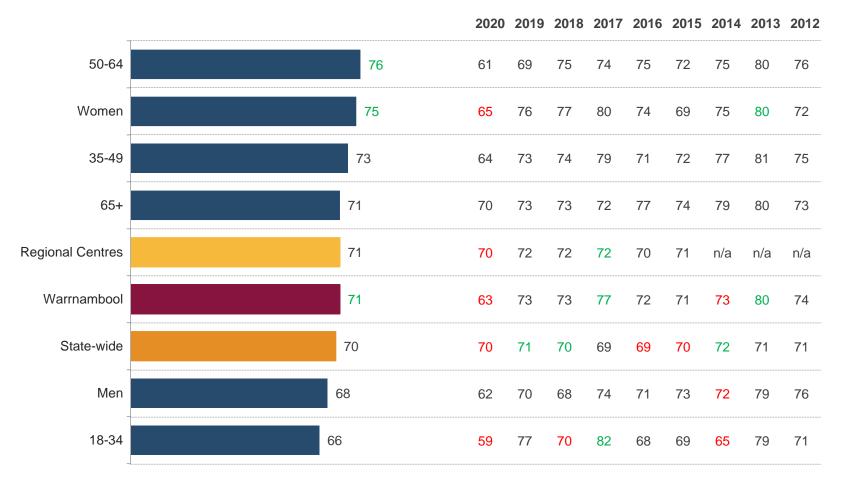




Q5a. Have you or any member of your household had any recent contact with Warrnambool City Council in any of the following ways? Base: All respondents. Councils asked state-wide: 27 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

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

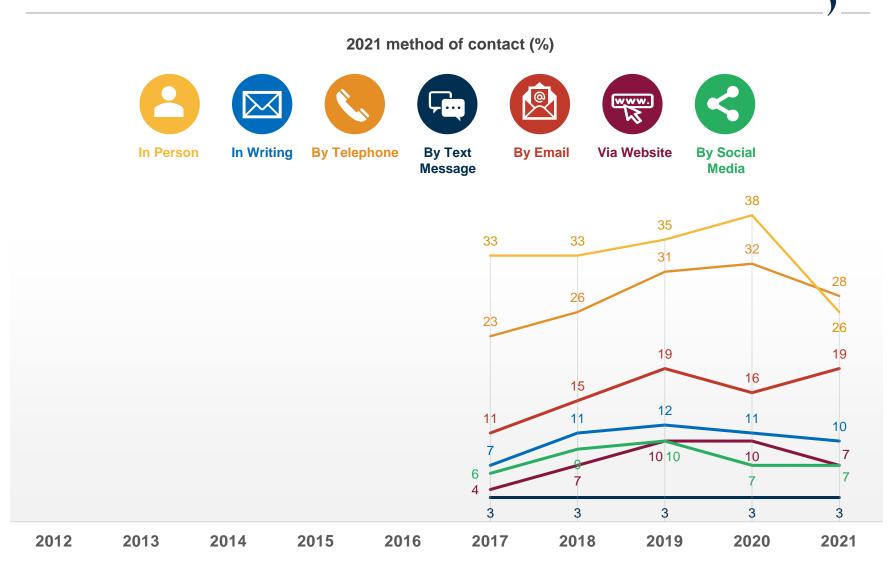


2021 customer service rating (%)

2021 Warrnambool		31		38			16	6	6 3
2020 Warrnambool	20	6		33		20	1	0	11 1
2019 Warrnambool		39		3	1		17		8 4
2018 Warrnambool		34		39			15		7 4
2017 Warrnambool		42		36				11	6 3 <mark>1</mark>
2016 Warrnambool		34		40			14	6	6 6
2015 Warrnambool		34		36			16	5	8 <mark>1</mark>
2014 Warrnambool		39		33			14	6	7 1
2013 Warrnambool		44			36			10	2 3 3
2012 Warrnambool		34		39			16		6 3 <mark>1</mark>
State-wide		32		35			17	8	6 1
Regional Centres		34		35			17	7	6 1
Men	20	6		40		1	7	7	8 3
Women		36		30	6		14	5	4 4
18-34	16		46			Ĺ	24	5	5 4
35-49		34		35			18	8	3 3
50-64		44			34		9	4	8 2
65+		34		37			11	5	9 4
		■ Very good	Good	Average	Poor	Very	poor	Can't sa	y

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



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)

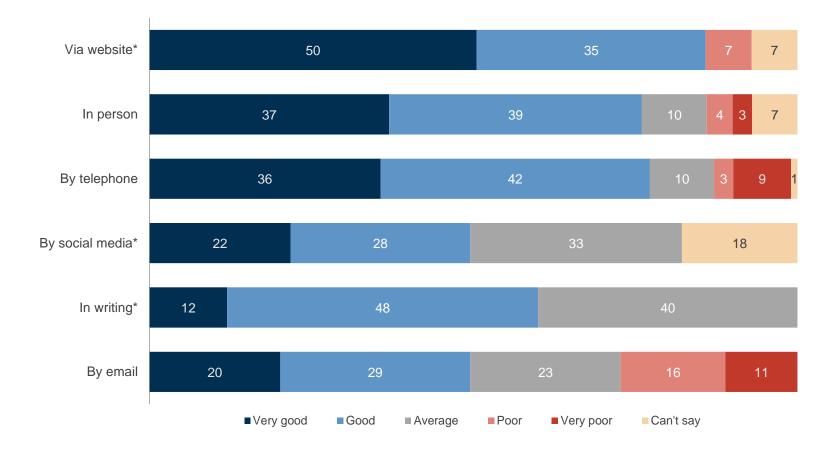


Q5c. Thinking of the most recent contact, how would you rate Warrnambool City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received. Base: All respondents who have had contact with Council in the last 12 months. Councils asked state-wide: 27 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences. *Caution: small sample size < n=30

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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

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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.

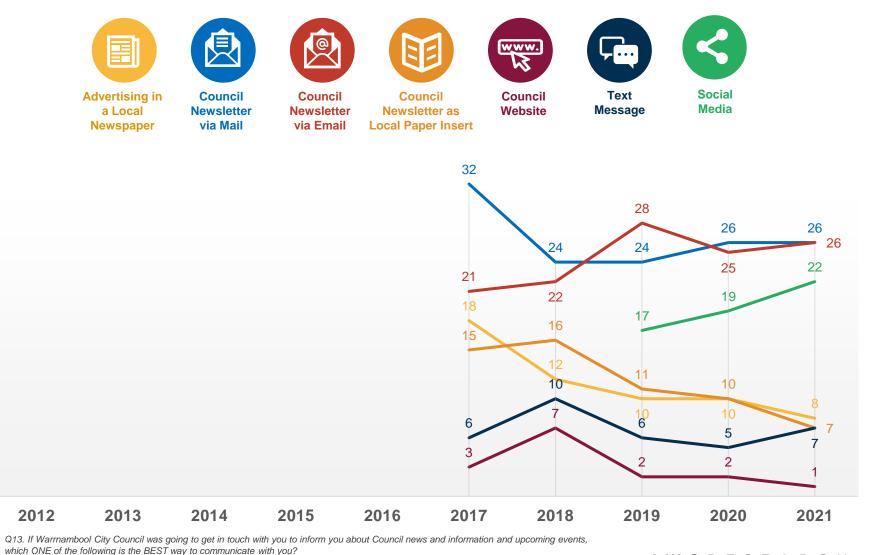
Preference for advertising (8%), or Council newsletter inserts (7%) in local newspapers, continues to wane.

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



Best form of communication

2021 best form of communication (%)



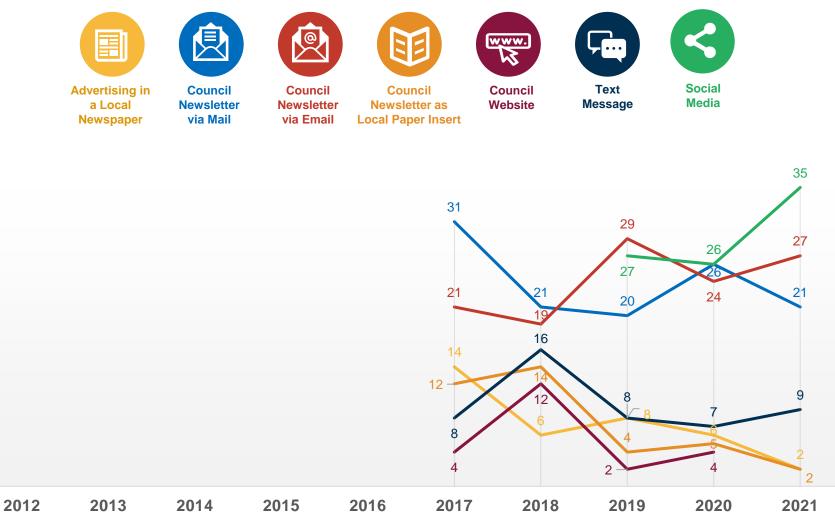
JWSRESEARCH

42

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 (%)



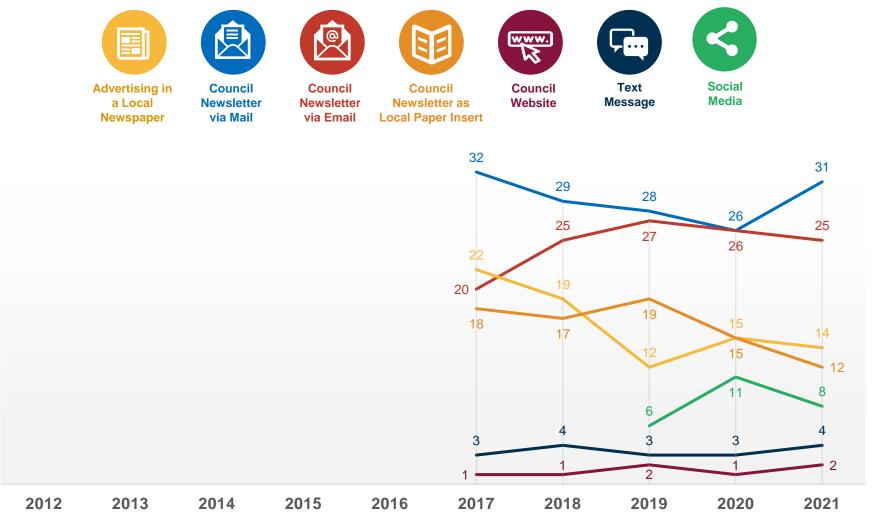
Q13. If Warrnambool City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?.

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

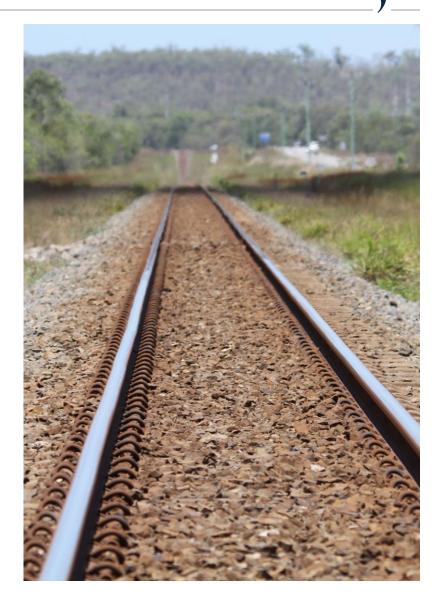
Perceptions of the direction of Council's overall performance increased significantly this year (index score of 59, up 27 points on 2020).

• 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 <u>most</u> satisfied with Council direction are residents aged 65 years and over (index score of 64).
- The <u>least</u> 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

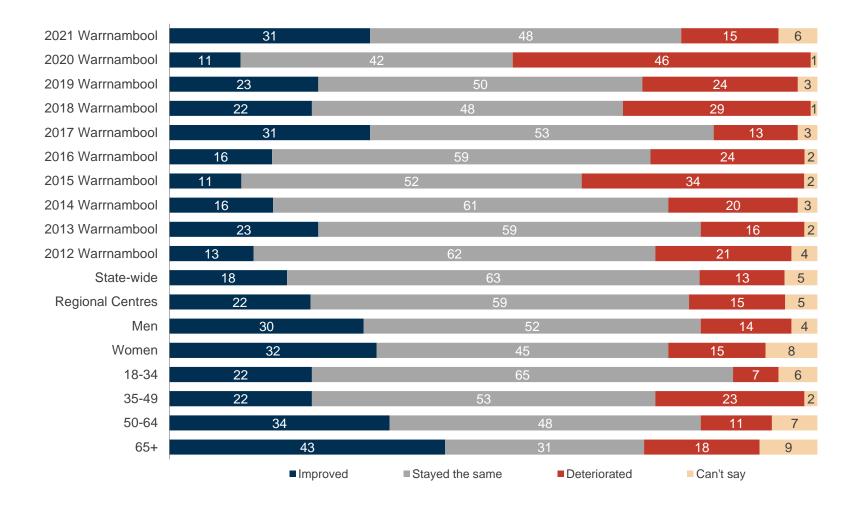


2021 overall council direction (index scores)

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

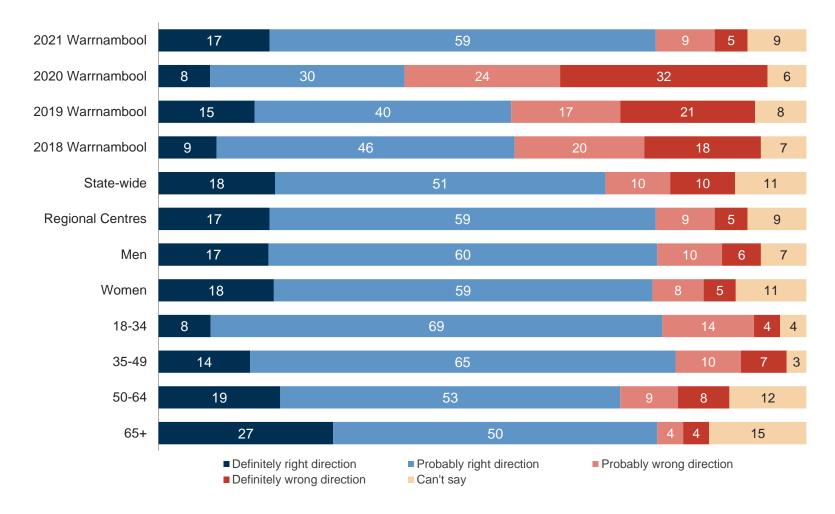
2021 overall council direction (%)



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 JWSRESEARCH 48

Right / wrong direction

2021 right / wrong direction (%)

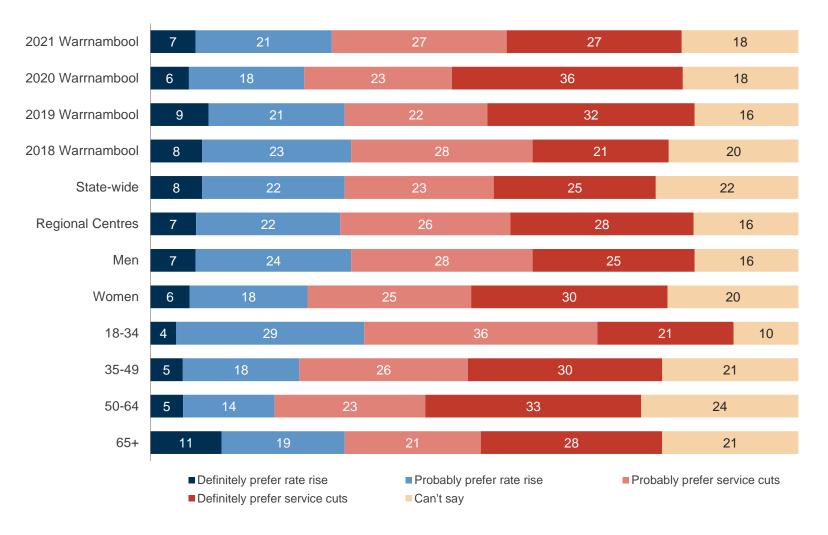


Q8. Would you say your local Council is generally heading in the right direction or the wrong direction? Base: All respondents. Councils asked state-wide: 10 Councils asked group: 1

Rates / services trade-off



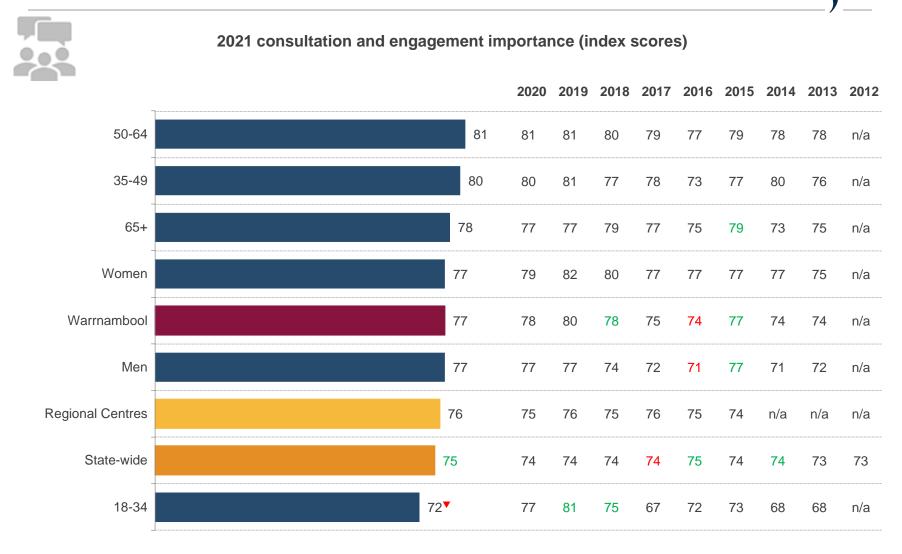




Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now? Base: All respondents. Councils asked state-wide: 16 Councils asked group: 2

Individual service areas

Community consultation and engagement importance



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 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 (%)

2021 Warrnambool	33	45	21 1 <mark>11</mark>		
2020 Warrnambool	42	33	21 3 1		
2019 Warrnambool	40	42	15 <mark>2</mark> 1		
2018 Warrnambool	37	40	17 <mark>4 1</mark> 1		
2017 Warrnambool	31	37	27 3 2		
2016 Warrnambool	31	39	23 3 2 2		
2015 Warrnambool	34	41	23 21		
2014 Warrnambool	31	41	23 4 1		
2013 Warrnambool	26	46	25 <mark>2 1</mark> 1		
State-wide	32	41	22 3 <mark>1</mark> 1		
Regional Centres	33	42	22 2 <mark>2 1</mark> 1		
Men	34	40	23 <mark>11</mark>		
Women	31	49	19 <mark>1</mark>		
18-34	21	49	28 2		
35-49	35	49	16		
50-64	44	37	17 1		
65+	36	41	19 2 2		
	 Extremely important Not that important 	 Very important Not at all important Can't say 	nt		

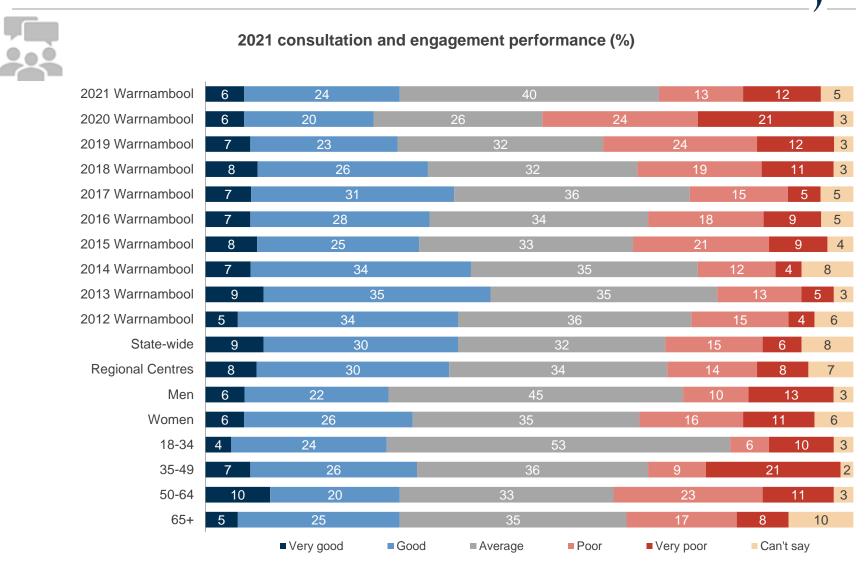
Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 29 Councils asked group: 4

Community consultation and engagement performance

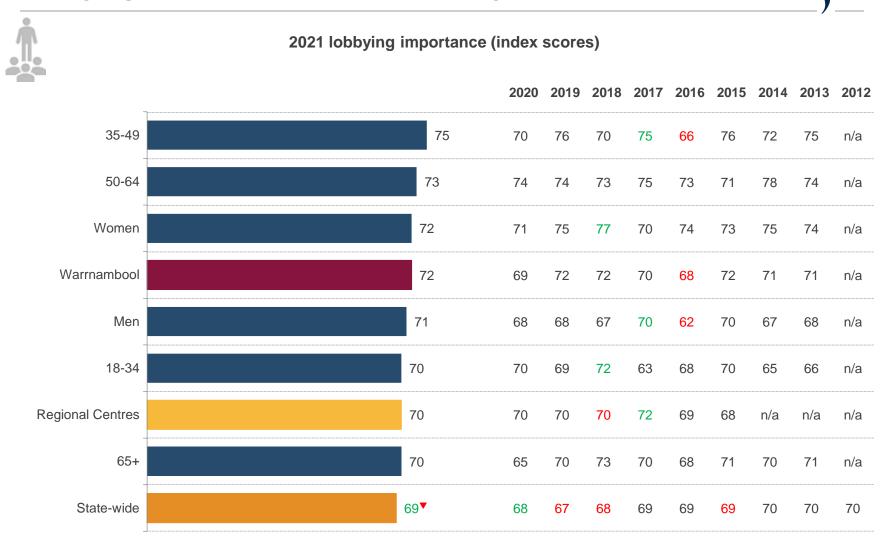


Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months? Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8 Note: Please see Appendix A for explanation of significant differences.

Community consultation and engagement performance



Lobbying on behalf of the community importance



Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 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 (%)

2021 Warrnambool	26	43	22	7 <mark>1</mark> 1	
2020 Warrnambool	27	37	22	9 <mark>3</mark> 1	
2019 Warrnambool	27	44	21	5 3	
2018 Warrnambool	31	36	24	6 <mark>2</mark> 1	
2017 Warrnambool	20	43	29	4 1 3	
2016 Warrnambool	21	39	29	7 12	
2015 Warrnambool	25	42	28	4 <mark>1</mark> 1	
2014 Warrnambool	25	40	25	8 2	
2013 Warrnambool	25	25 41			
State-wide	24	39	27	7 2 2	
Regional Centres	26	37	26	7 2 2	
Men	24	44	23	8 <mark>1</mark> 1	
Women	28	42	22	6 <mark>1</mark>	
18-34	26	41	22	8 2	
35-49	30	43	23	4	
50-64	25	50	19	32	
65+	23	41	24	9 2	
	 Extremely important Not that important 		Fairly important Can't say		

Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 25 Councils asked group: 4

Lobbying on behalf of the community performance



Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 51 Councils asked group: 6 Note: Please see Appendix A for explanation of significant differences.

Lobbying on behalf of the community performance

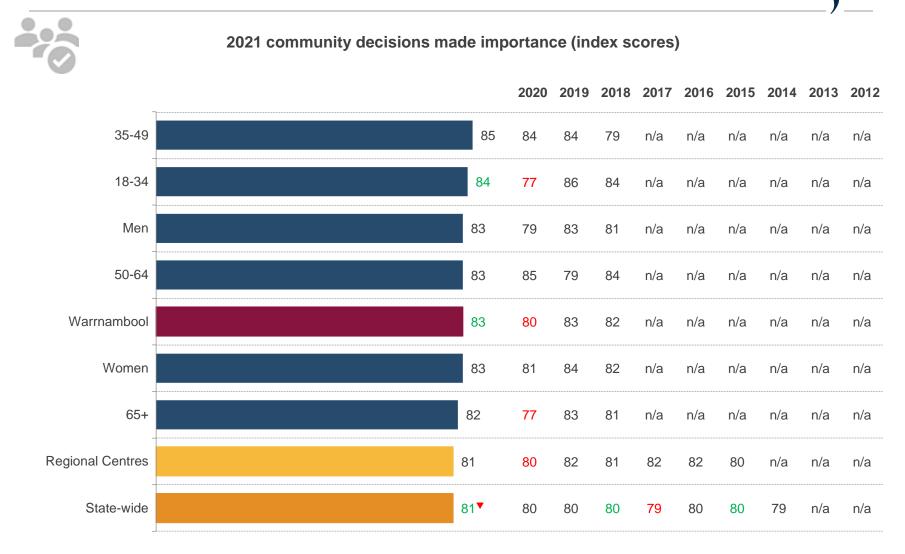


	1									
2021 Warrnambool	4	26		3	6		13	6		14
2020 Warrnambool	4	18		36		16		17		10
2019 Warrnambool	9	26			33		17	7	8	8
2018 Warrnambool	7	27			31		19		6	10
2017 Warrnambool	9	34			3	51		10	5	10
2016 Warrnambool	6	28			38			13	6	8
2015 Warrnambool	7	31			30		16		6	11
2014 Warrnambool	7	33			33			11	2	13
2013 Warrnambool	10	34	ļ.		3	0		12	4	10
2012 Warrnambool	4	38				37		1	1	4 7
State-wide	6	25		32			12	5	19	9
Regional Centres	9	27			32		13	5	5	14
Men	3	27		3	6		15		6	12
Women	5	26		3	6		12	6		16
18-34	3	27			39			18	4	9
35-49	3	21		35		14	4	12		14
50-64	7	28			34		10	5		15
65+	4	29			35		10	3	1	8
	1	■ Very good	Good	Average	e Po	oor	Very poor	or	Can't	say

2021 lobbying performance (%)

Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 51 Councils asked group: 6

Decisions made in the interest of the community importance



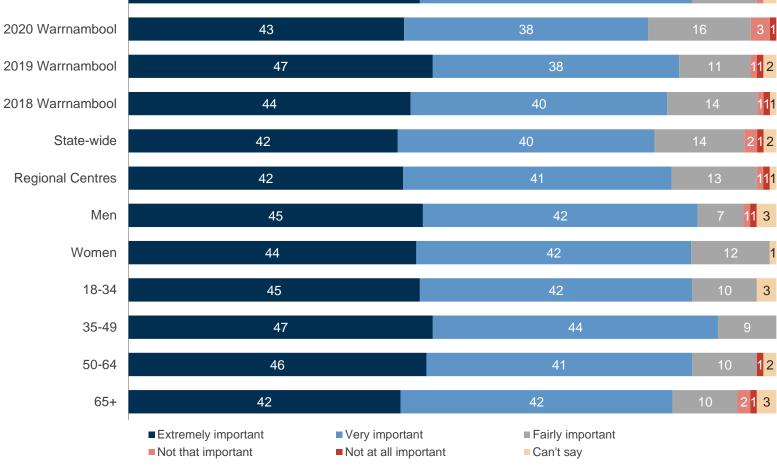
Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

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Decisions made in the interest of the community importance



2021 community decisions made importance (%)
2021 Warrnambool
45
42
10
12



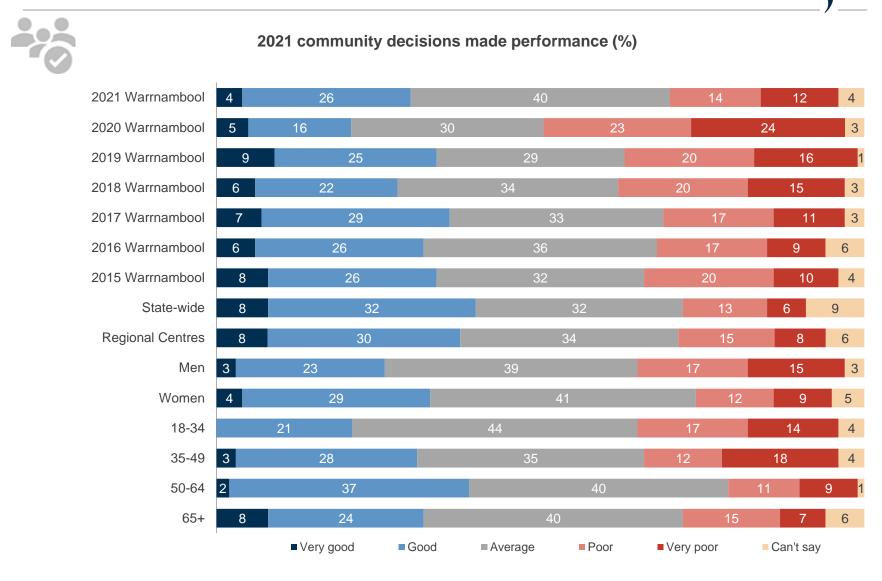
Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4

Decisions made in the interest of the community performance



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8 Note: Please see Appendix A for explanation of significant differences.

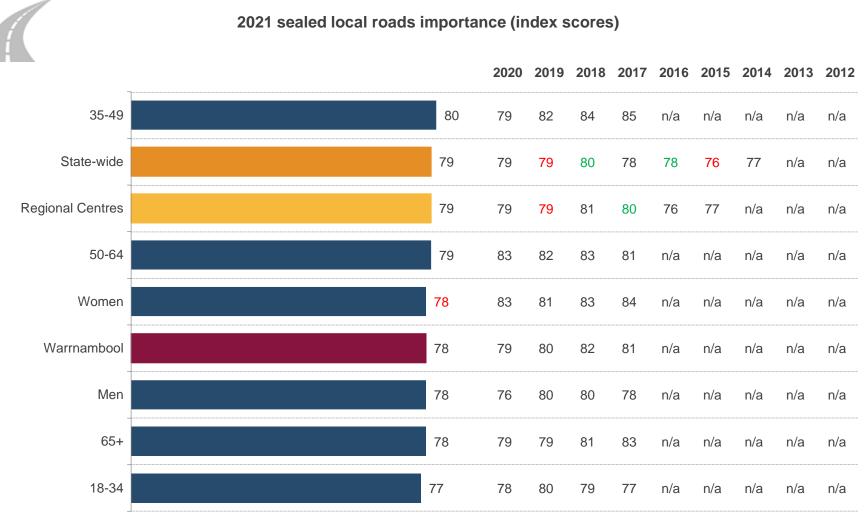
Decisions made in the interest of the community performance



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8

The condition of sealed local roads in your area importance

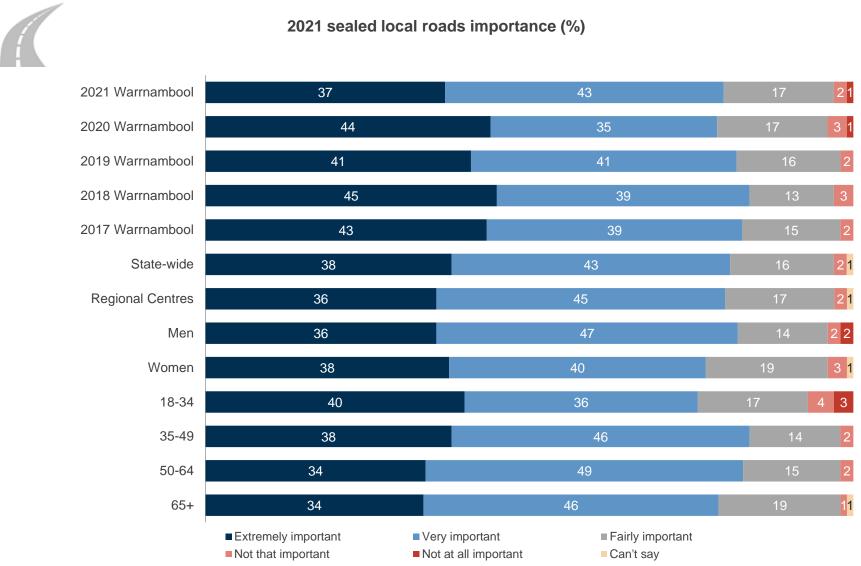




Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 24 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area importance





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

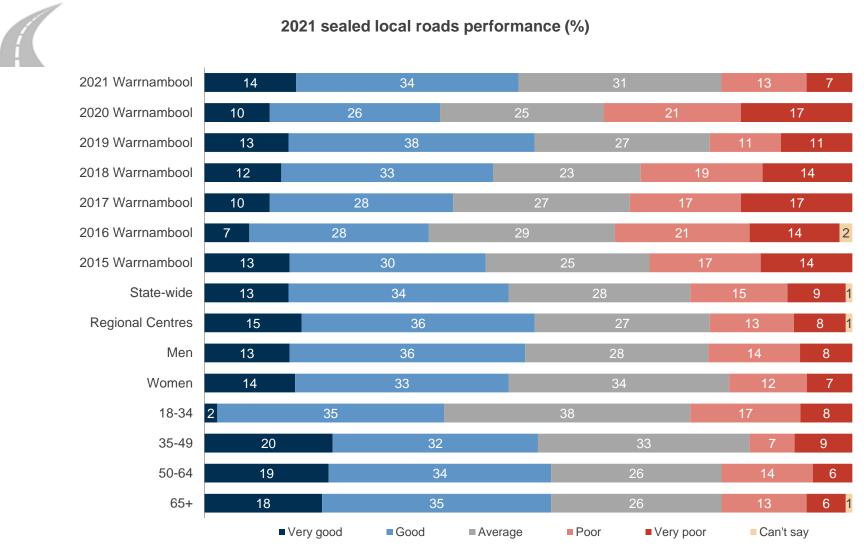
The condition of sealed local roads in your area performance



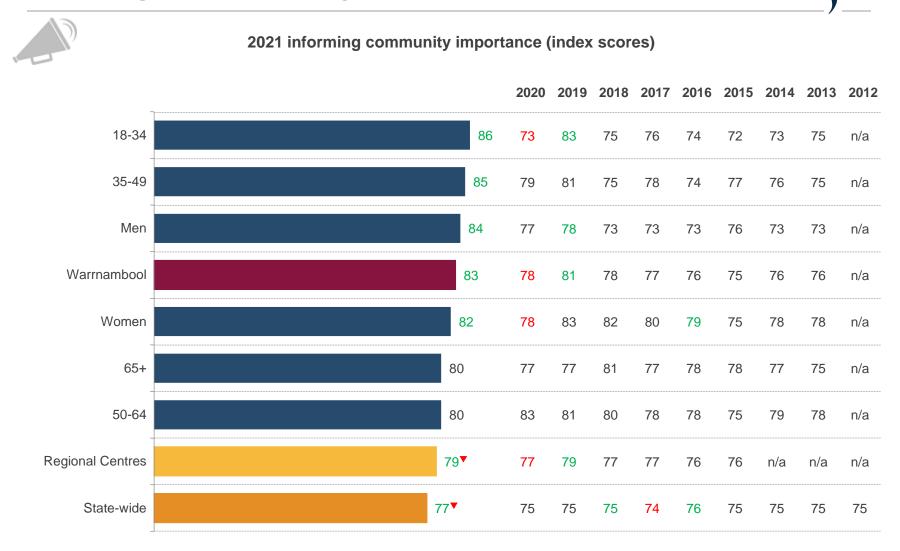
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months? Base: All respondents. Councils asked state-wide: 66 Councils asked group: 8 Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance





Informing the community importance



Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

Informing the community importance

2021 informing community importance (%)

2021 Warrnambool	47		39		13 1		
2020 Warrnambool	38		36	22		21	
2019 Warrnambool	44		38		16	21	
2018 Warrnambool	37		40	18	8	4	
2017 Warrnambool	32		46	18		3	
2016 Warrnambool	35		40	20		4	
2015 Warrnambool	29		46	20		4	
2014 Warrnambool	33		41	22	22		
2013 Warrnambool	30		46	22	22		
State-wide	35		41	19		3 1	
Regional Centres	39		42		16	21	
Men	49		39		11	1	
Women	45		38		14	2	
18-34	54		36		8	2	
35-49	53		35		12		
50-64	38		45		15	2	
65+	41		40		17	1	
	 Extremely important Not that important 	 Very important Not at all important 	 Fairly important Can't say 				

Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 27 Councils asked group: 5

Informing the community performance



Q2. How has Council performed on 'Informing the community' over the last 12 months? Base: All respondents. Councils asked state-wide: 35 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

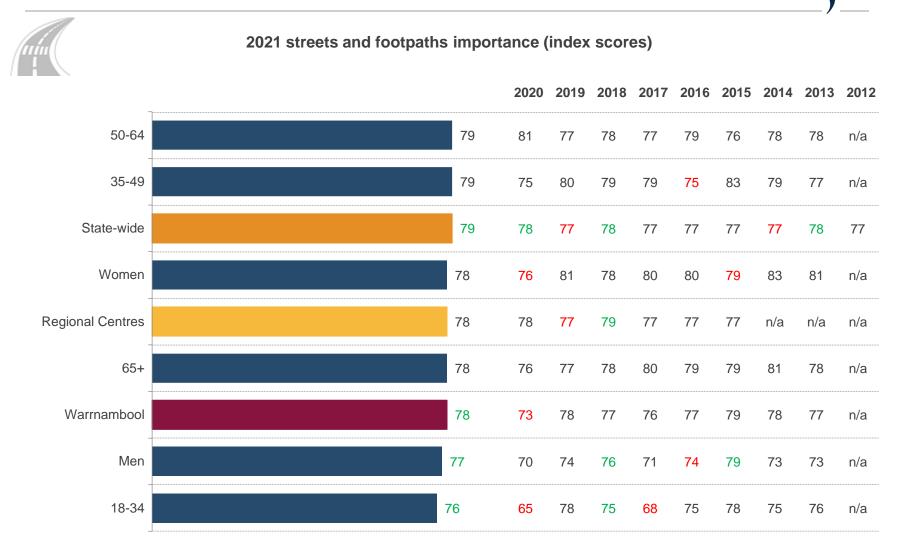
Informing the community performance



2021 informing community performance (%)

2021 Warrnambool	9	27	33		18	10 3
2020 Warrnambool	6	24	32		20	17 <mark>1</mark>
2019 Warrnambool	10	32		30		8 1
2018 Warrnambool	11	30		29		10 1
2017 Warrnambool	13	35		32		13 5 3
2016 Warrnambool	11	30		35		9 3
2015 Warrnambool	11	35		31		16 6 2
2014 Warrnambool	11	38		34		10 5 2
2013 Warrnambool	12	42		29)	12 4 1
State-wide	13	36		31		12 5 3
Regional Centres	13	34		31		13 6 2
Men	9	26	3	5	18	8 2
Women	10	28	30	0	17	12 3
18-34	7	29	29	29		8 4
35-49	12	28		32		12
50-64	9	25	33		19	13 1
65+	10	26	3	6	15	10 4
		■ Very good ■ Good	Average	Poor	Very poor	Can't say

The condition of local streets and footpaths in your area importance



Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 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



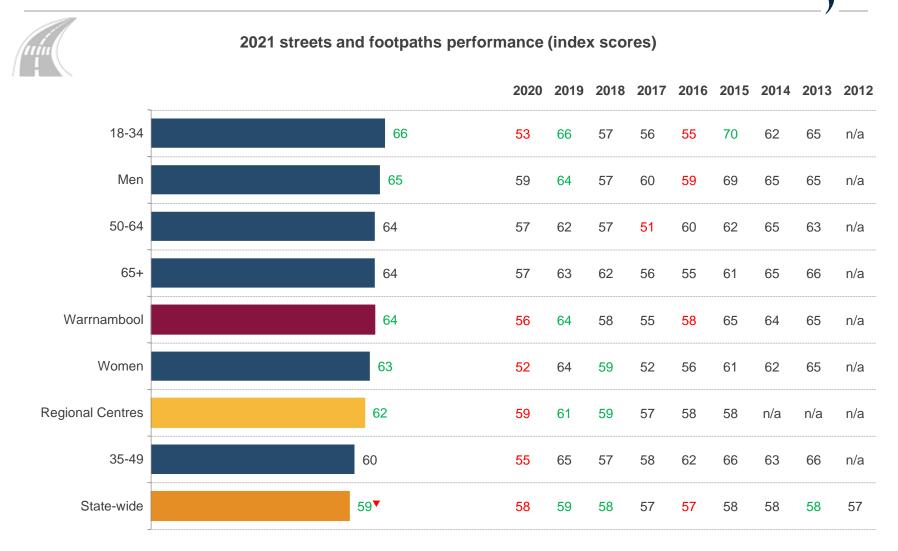


2021 streets and footpaths importance (%)

2021 Warrnambool	37	40	21 2
2020 Warrnambool	31	38	25 5 1
2019 Warrnambool	34	46	19 1
2018 Warrnambool	36	41	19 4
2017 Warrnambool	31	43	25 1
2016 Warrnambool	34	42	19 3 <mark>1</mark> 1
2015 Warrnambool	35	48	15 1
2014 Warrnambool	33	47	17 1
2013 Warrnambool	33	46	17 3
State-wide	38	42	17 <mark>21</mark> 1
Regional Centres	36	43	19 <mark>2</mark> 1
Men	35	41	22 2
Women	38	40	20 2
18-34	42	27	24 6
35-49	39	38	23
50-64	37	44	18 1
65+	30	52	17 1
	 Extremely important Not that important 	Very importantFairly importantNot at all importantCan't say	

Q1. Firstly, how important should 'The condition of local streets and footpaths in your area' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 25 Councils asked group: 5

The condition of local streets and footpaths in your area performance



Q2. How has Council performed on 'The condition of local streets and footpaths in your area' over the last 12 months? Base: All respondents. Councils asked state-wide: 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 (%)





2021 Warrnambool 18 4 2020 Warrnambool 14 31 10 2019 Warrnambool 19 6 16 2018 Warrnambool 8 2017 Warrnambool 10 8 17 2016 Warrnambool 11 2015 Warrnambool 20 42 11 2014 Warrnambool 18 4 2 2013 Warrnambool 19 41 State-wide 15 2 14 **Regional Centres** 17 Men 18 13 4 Women 17 4 27 18-34 20 4 11 35-49 11 4 50-64 17 65+ 20 Very good Can't say Good Average Poor Very poor

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

Traffic management importance



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 (%)

2021 Warrnambool	28	42	25 3 <mark>1</mark> 1
2020 Warrnambool	24	37	28 8 <mark>2</mark> 1
2019 Warrnambool	27	41	28 3 1
2018 Warrnambool	29	40	26 4 1
2017 Warrnambool	23	40	31 4 11
2016 Warrnambool	26	41	24 6 2
2015 Warrnambool	24	48	23 4
2014 Warrnambool	26	45	24 4
2013 Warrnambool	22	46	26 5 1
State-wide	29	40	25 4 11
Regional Centres	29	43	23 5 <mark>1</mark>
Men	27	45	20 6 2
Women	29	40	29 <mark>11</mark>
18-34	20	40	34 3 3
35-49	28	39	30 4
50-64	28	43	21 7 1
65+	34	47	14 3 2
	Extremely importantNot that important	Very importantNot at all important	Fairly importantCan't say

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

Traffic management performance



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

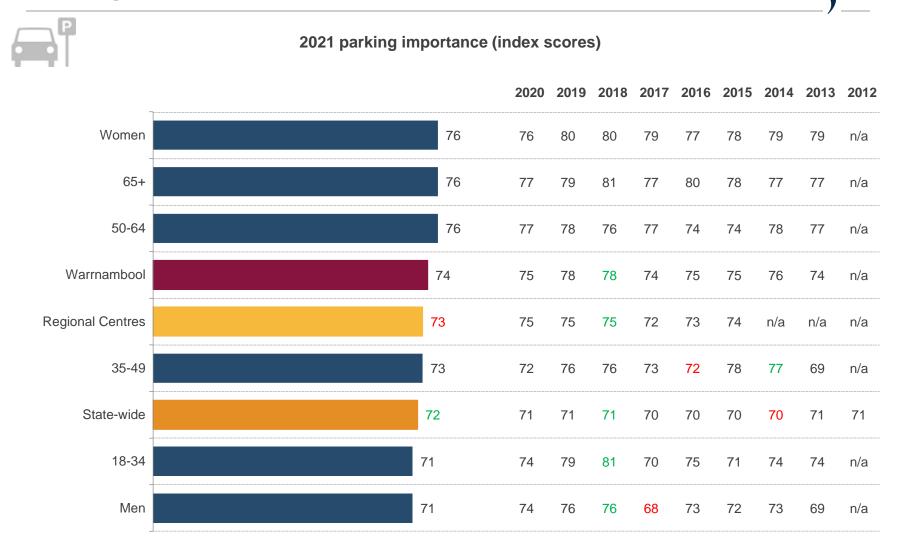




2021 traffic management performance (%)

2021 Warrnambool	10		41			27			13	7 2
2020 Warrnambool	8	30			29			20		12 <mark>1</mark>
2019 Warrnambool	14		36			27			13	9 <mark>1</mark>
2018 Warrnambool	11	29	9		30			16		13 <mark>1</mark>
2017 Warrnambool	10		42			32	2		11	5 <mark>1</mark>
2016 Warrnambool	11		39			25		1:	3	10 <mark>1</mark>
2015 Warrnambool	12		43				30		10	4 2
2014 Warrnambool	14		39			29	9		10	5 3
2013 Warrnambool	17			42			28			9 <mark>3</mark> 1
State-wide	10		37			31			13	5 3
Regional Centres	12		40			27			13	6 2
Men	11		41			28			13	6 2
Women	10		42			26			14	7 2
18-34	15			56				15	6	6 4 3
35-49	5		49			23			18	4 2
50-64	11		33			34			13	9 <mark>1</mark>
65+	9	28			36			17		9 <mark>1</mark>
		■ Very good	Good	Average	P	oor	Very po	or	Can't	say

Parking facilities importance



Q1. Firstly, how important should 'Parking facilities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 15 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

Parking facilities importance

Ρ



2021 parking importance (%)

2021 Warrnambool	32	36		26	5 <mark>1</mark>
2020 Warrnambool	33	40		20	5 <mark>1</mark>
2019 Warrnambool	39	38		21	21
2018 Warrnambool	42	35		18	4 1
2017 Warrnambool	33	36		25	5 <mark>1</mark>
2016 Warrnambool	32	42		20	5 <mark>1</mark>
2015 Warrnambool	32	43		22	31
2014 Warrnambool	35	40		19	3 1
2013 Warrnambool	31	40		22	4 <mark>1</mark> 1
State-wide	27	39		26	6 <mark>1</mark> 1
Regional Centres	30	38		25	4 <mark>1</mark> 1
Men	27	36		29	6 2
Women	36	37		23	4
18-34	34	20	36		6 3
35-49	28	40		26	5
50-64	33	43		19	6
65+	31	45		20	2 <mark>1</mark> 1
ſ	 Extremely important Not that important 		Fairly important Can't say		

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

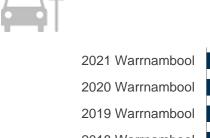
Parking facilities performance



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





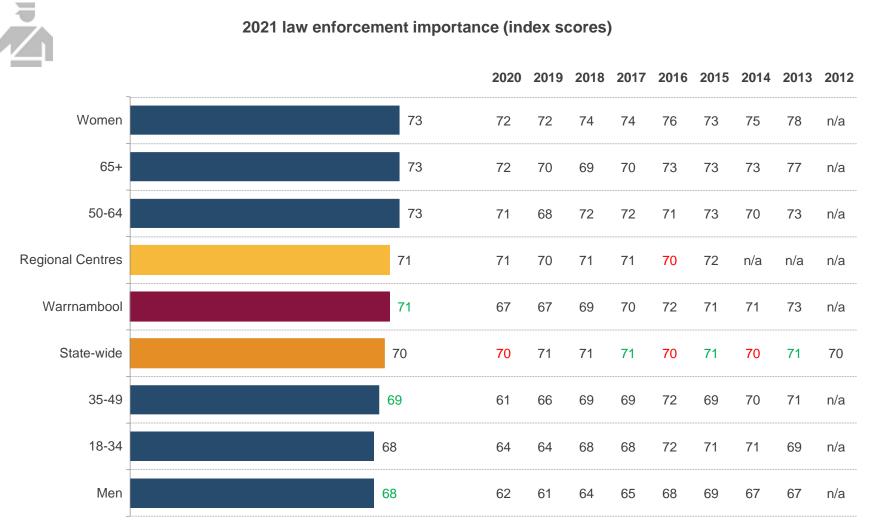
2018 W 2017 W 2016 W 2015 W 2014 W 2013 W Regio

2021 parking performance (%)

Warrnambool	7	32	2			31		1	8	12	1
Warrnambool	4	17	2	28			31			20	
Warrnambool	8	20		3	1			27		14	
Warrnambool	5	19		27			26			22	1
Warrnambool	8	23			36			20		12	1
Warrnambool	13		29			31			16	11	
Warrnambool	7	28			28			25		12	1
Warrnambool	6	29			33	3			22	9	1
Warrnambool	9		31			35			16		7 1
State-wide	10		35			32)		14	6	3
jional Centres	11		33			31			15	9	1
Men	4		45			25			17	1	D
Women	9	21			36			19		14	1
18-34	2	36			, 2	29		20		13	
35-49	9		35			31			16	9	9
50-64	10		28			31			21	e e e e e e e e e e e e e e e e e e e	9
65+	8	30)			32		16		14	2
		■ Very good	Good	■Av	verage	Poor		Very poor	(Can't say	

Enforcement of local laws importance





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



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2021 law enforcement importance (%)

2021 Warrnambool	27	36	31	4 2 1
2020 Warrnambool	24	33	32	8 3
2019 Warrnambool	18	39	35	6 2
2018 Warrnambool	26	36	29	7 2
2017 Warrnambool	23	39	30	6 <mark>1</mark>
2016 Warrnambool	24	44	26	5 <mark>1</mark>
2015 Warrnambool	21	48	24	5 <mark>1</mark>
2014 Warrnambool	24	40	29	5 <mark>1</mark>
2013 Warrnambool	26	42	26	5 <mark>1</mark>
State-wide	25	38	28	6 2 <mark>1</mark>
Regional Centres	28	38	27	52
Men	24	35	32	5 3 <mark>1</mark>
Women	30	37	29	2 <mark>1</mark> 1
18-34	30	25	37	3 5
35-49	26	33	32	7 2
50-64	33	32	29	32
65+	21	49	25	22
	 Extremely important Not that important 	Very importantNot at all important	Fairly importantCan't say	

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

Enforcement of local laws performance



Q2. How has Council performed on 'Enforcement of local laws' over the last 12 months? Base: All respondents. Councils asked state-wide: 34 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Enforcement of local laws performance

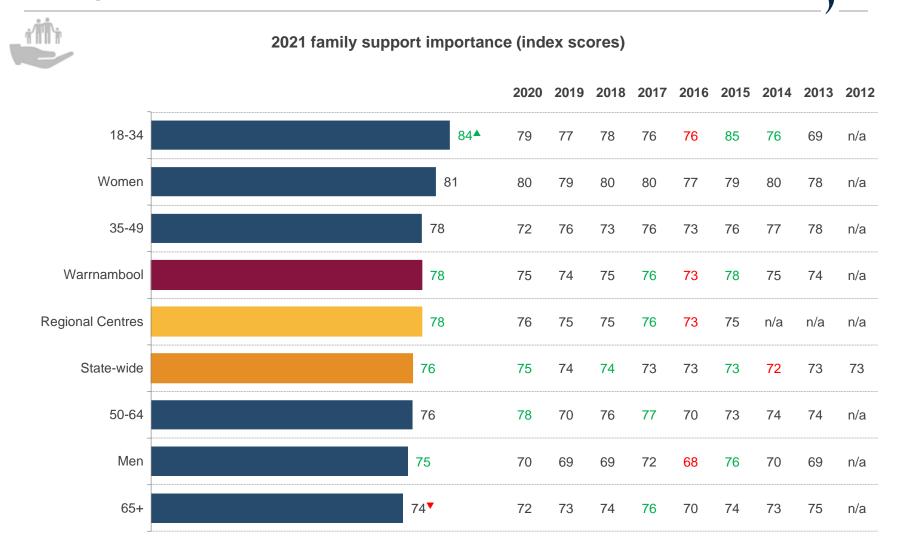
5



2021 Warrnambool 18 2 8 2020 Warrnambool 16 5 8 2019 Warrnambool 20 6 2 14 2018 Warrnambool 6 2017 Warrnambool 13 47 2016 Warrnambool 16 9 Δ 2015 Warrnambool 18 6 2014 Warrnambool 15 8 2013 Warrnambool 21 2 4 State-wide 12 12 3 **Regional Centres** 16 3 9 Men 13 3 11 Women 22 2 5 Δ 18-34 22 8 17 35-49 5 50-64 17 8 3 65+ 15 10 3 Can't say Very good Very poor Good Average Poor

2021 law enforcement performance (%)

Family support services importance



Q1. Firstly, how important should 'Family support services' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 20 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Family support services importance

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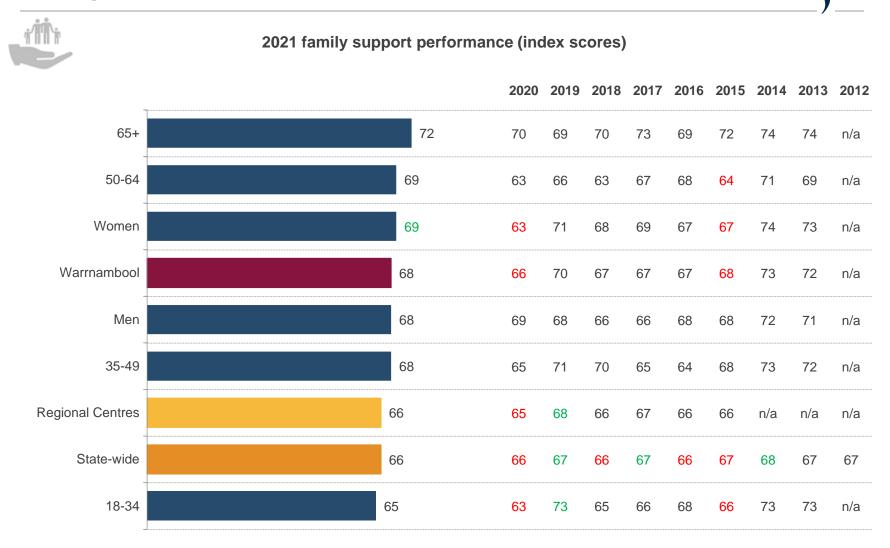


2021 family support importance (%)

2021 Warrnambool	35	43		18 <mark>11</mark> 2
2020 Warrnambool	32	41	20	4 <mark>1</mark> 1
2019 Warrnambool	30	42	22	5 <mark>1</mark> 1
2018 Warrnambool	35	37	21	5 <mark>1</mark> 1
2017 Warrnambool	32	41	22	2 1 <mark>1</mark> 2
2016 Warrnambool	28	42	20	6 2 <mark>2</mark>
2015 Warrnambool	33	46		18 <mark>21</mark>
2014 Warrnambool	31	40	24	32
2013 Warrnambool	26	48	21	3 <mark>1</mark> 1
State-wide	34	40	20	3 <mark>1</mark> 2
Regional Centres	37	39	1	8 3 <mark>1</mark> 2
Men	28	44	21	214
Women	41	43		14 <mark>11</mark>
18-34	45	4	3	10 3
35-49	40	33		27
50-64	30	51		12 6 1
65+	25	47	21	<mark>2</mark> 1 5
1	 Extremely important Not that important 	Very importantNot at all importantCan	/ important say	

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

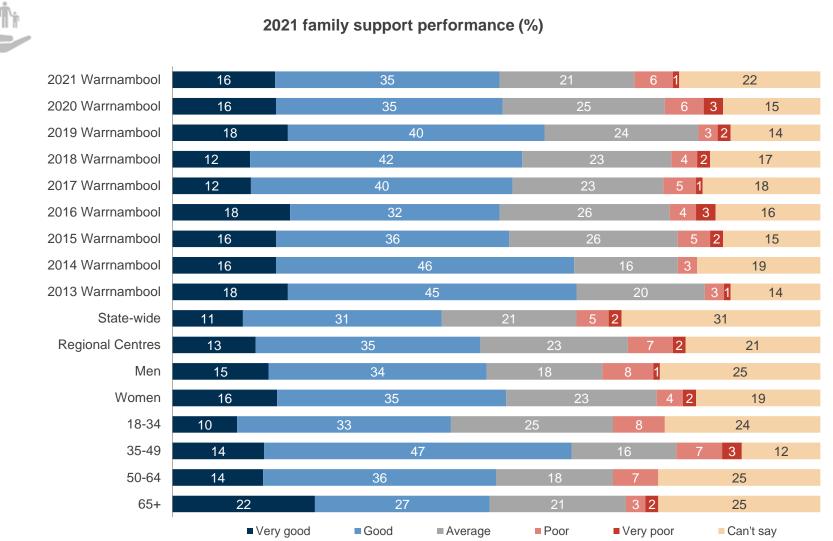
Family support services performance



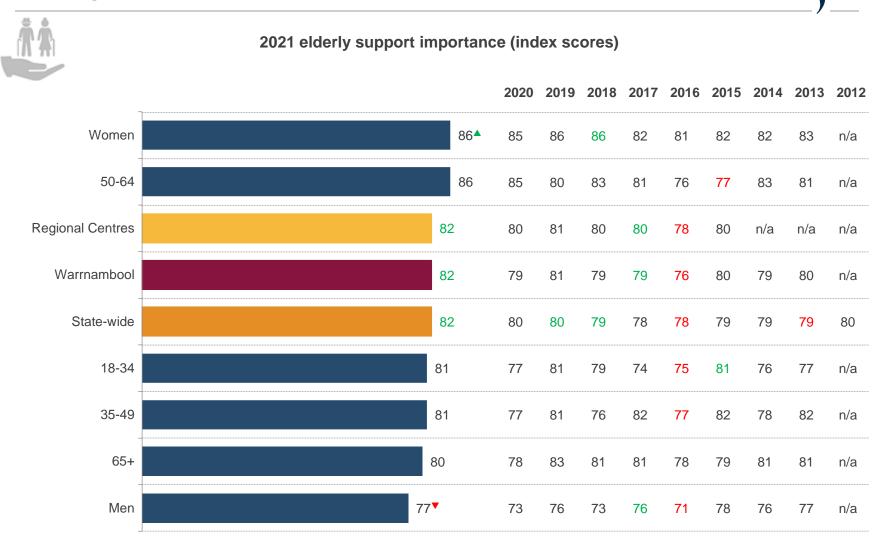
Q2. How has Council performed on 'Family support services' over the last 12 months? Base: All respondents. Councils asked state-wide: 29 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Family support services performance





Elderly support services importance



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3 Note: Please see Appendix A for explanation of significant differences.

Elderly support services importance

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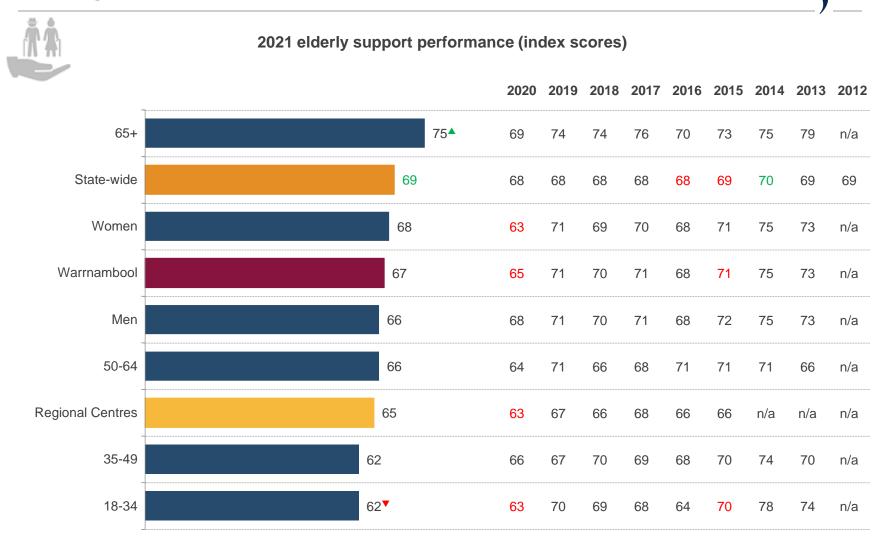


2021 elderly support importance (%)

2021 Warrnambool	41		48	9 <mark>11</mark> 1
2020 Warrnambool	39		41	16 3 1
2019 Warrnambool	41		44	12 21
2018 Warrnambool	42		39	16 21
2017 Warrnambool	35		46	15 22
2016 Warrnambool	30		49	17 <mark>3 1</mark> 1
2015 Warrnambool	36		50	13 <mark>1</mark> 1
2014 Warrnambool	36		47	16 2
2013 Warrnambool	37		48	13 <mark>1</mark> 1
State-wide	43		42	12 <mark>11</mark> 1
Regional Centres	45		40	11 2 <mark>1</mark> 1
Men	31		51	13 <mark>2 2</mark> 1
Women	49		45	6
18-34	40		50	7 3
35-49	40		47	9 4
50-64	50		43	6 1
65+	37		47	13 <mark>11</mark> 2
	 Extremely important Not that important 	 Very important Not at all important 	■ Fairly important Can't say	

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

Elderly support services performance



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

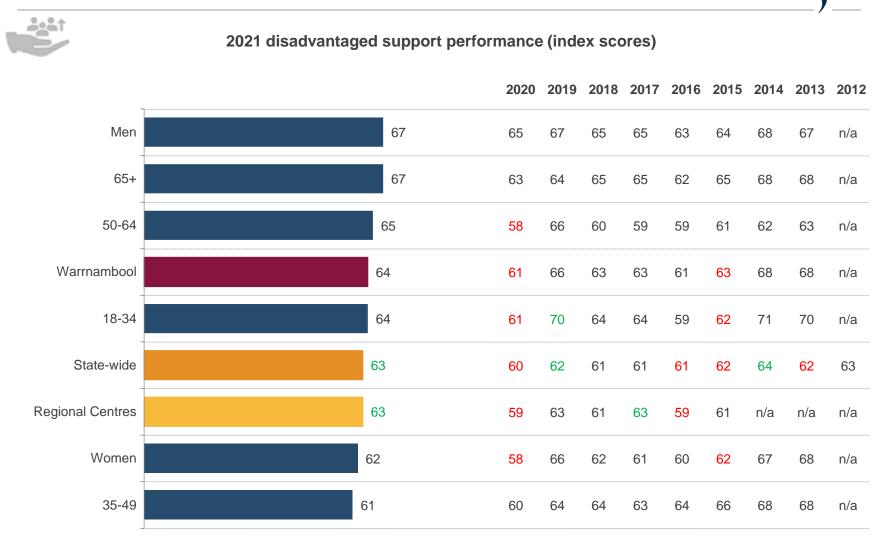




2021 elderly support performance (%)

2021 Warrnambool	19	31		2	5	7 2	16
2020 Warrnambool	20	32			25	8 4	10
2019 Warrnambool	21		42		21	4 2	10
2018 Warrnambool	18	۷	12		18	6 2	14
2017 Warrnambool	18	4	1		23	3 1	14
2016 Warrnambool	16	38			22	5 2	16
2015 Warrnambool	19		43		18	4 2	14
2014 Warrnambool	21		44		13	3 <mark>1</mark> 1	8
2013 Warrnambool	23		43		20	3 1	10
State-wide	16	32		20	52	26	
Regional Centres	15	31		25	8	2 19)
Men	16	31		24	7	2 20	
Women	22	31			26	7 2	12
18-34	12	24	4	31	7 3	23	
35-49	9	35		23	10	2 21	
50-64	16	38			26	7 3	10
65+	33		32		21	5 1	9
	■ Very goo	d Good	■ Average	Poor	Very poor	Can't s	ay

Disadvantaged support services performance



Q2. How has Council performed on 'Disadvantaged support services' over the last 12 months? Base: All respondents. Councils asked state-wide: 12 Councils asked group: 2 Note: Please see Appendix A for explanation of significant differences.

Disadvantaged support services performance

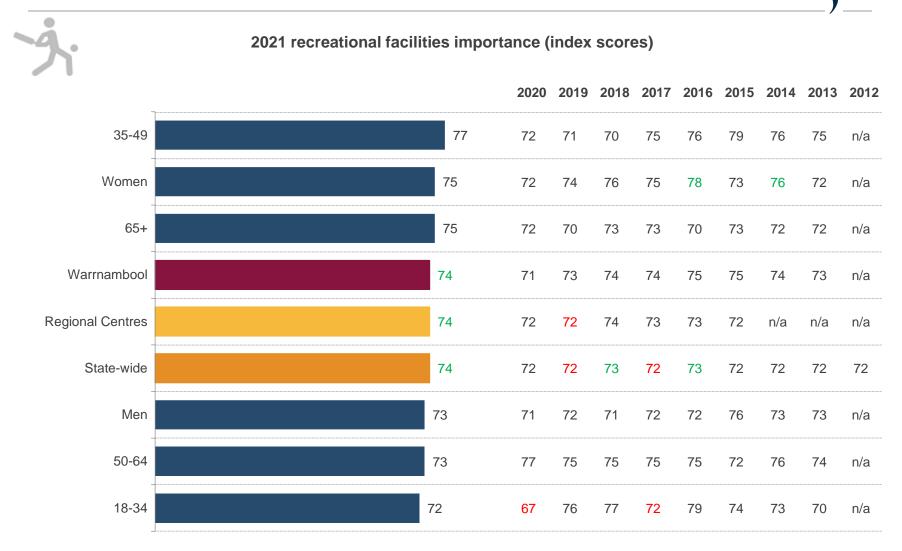




2021 disadvantaged support performance (%)

2021 Warrnambool	15	27	26	10 1	21
2020 Warrnambool	12	30	28	7 5	18
2019 Warrnambool	13	35	28	3 6	1 17
2018 Warrnambool	11	32	28	8	2 18
2017 Warrnambool	10	34	25	8 3	20
2016 Warrnambool	10	28	30	8 2	21
2015 Warrnambool	12	35	25	8	3 17
2014 Warrnambool	13	36	20	6 1	24
2013 Warrnambool	13	41		24	5 <mark>1</mark> 16
State-wide	8	27	22 5	2	36
Regional Centres	13	27	26	9 2	23
Men	17	25			
		20	22	9	28
Women	14	30	22 30	9	28 2 14
Women 18-34					
	14	30	30	11	2 14 26
18-34	14 15	30 20	30 30	8	2 14 26
18-34 35-49	14 15 12	30 20 28	30 30 25	11 8 14 2 9	2 14 26 20

Recreational facilities importance



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

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2021 recreational facilities importance (%)

2021 Warrnambool	27	48		20	31
2020 Warrnambool	23	44		29	4
2019 Warrnambool	25	46		26	3
2018 Warrnambool	27	45		24	3
2017 Warrnambool	24	49		23	3
2016 Warrnambool	28	48		18	4 1
2015 Warrnambool	28	45		25	2
2014 Warrnambool	26	48		22	3
2013 Warrnambool	20	53		24	2
State-wide	26	46		24	3 <mark>1</mark> 1
Regional Centres	27	46		24	21
Men	26	48		21	32
Women	28	48		20	3
18-34	28	44		18	6 3
35-49	27	54		19)
50-64	26	46		23	3 <mark>1</mark>
65+	27	48		22	<mark>11</mark> 1
,	 Extremely important Not that important 	Very importantNot at all important	 Fairly important Can't say 		

Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 33 Councils asked group: 5

Recreational facilities performance



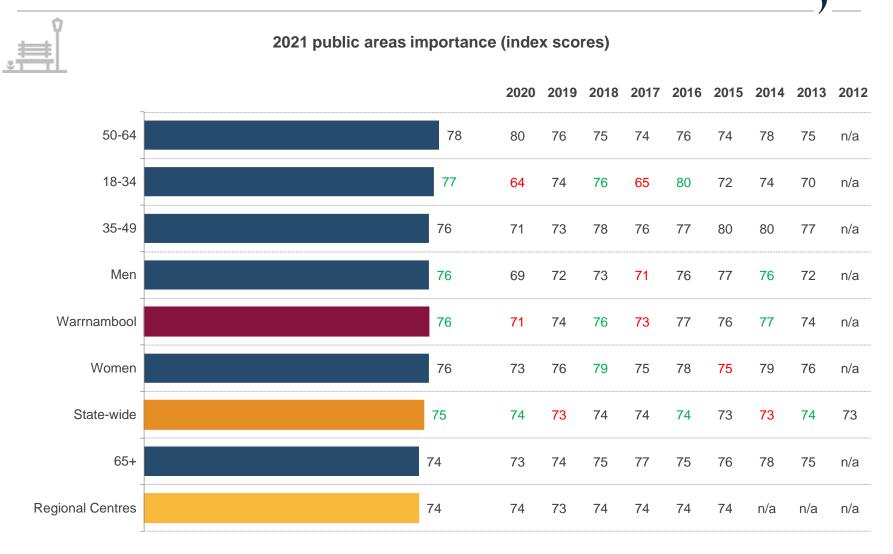
Q2. How has Council performed on 'Recreational facilities' over the last 12 months? Base: All respondents. Councils asked state-wide: 42 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

Recreational facilities performance



-0 2021 recreational facilities performance (%) 2021 Warrnambool 22 13 2020 Warrnambool 15 4 2 2019 Warrnambool 24 43 22 22 2018 Warrnambool 3 2 2017 Warrnambool 22 6 11 21 25 2016 Warrnambool 3 4 2015 Warrnambool 27 21 2014 Warrnambool 27 5 11 2013 Warrnambool 28 3 21 State-wide 23 2 4 **Regional Centres** 29 43 2 3 Men 24 4 3 Women 20 22 18-34 20 35-49 2 4 9 25 50-64 39 2 4 65+ 31 3 1 4 Very good Can't say Good Average Poor Very poor

The appearance of public areas importance



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

The appearance of public areas importance

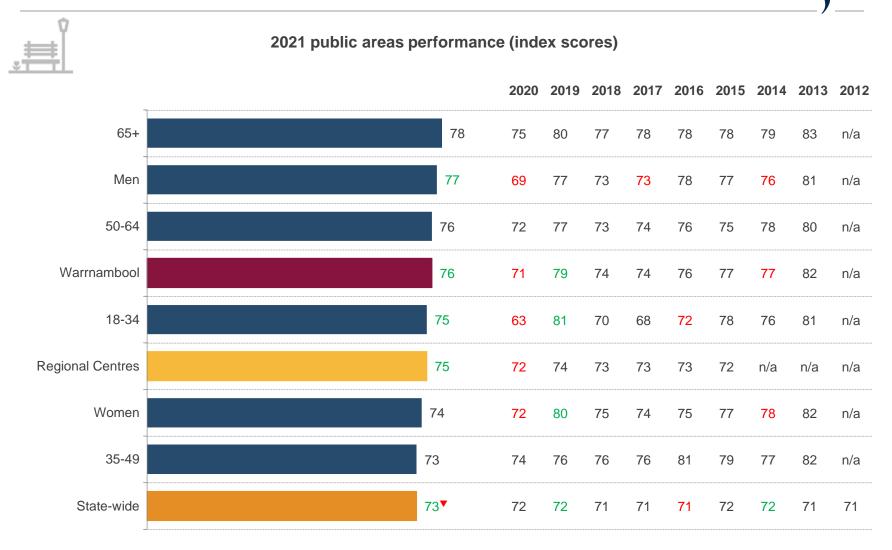


2021 public areas importance (%)

2021 Warrnambool	30	47		21	11
2020 Warrnambool	26	40		28	6
2019 Warrnambool	24	49		24	11
2018 Warrnambool	34	41		20	4
2017 Warrnambool	24	45		27	3
2016 Warrnambool	32	46		20	11
2015 Warrnambool	31	44		22	21
2014 Warrnambool	30	48		20	11
2013 Warrnambool	25	51		20	3 1
State-wide	28	47		23	2
Regional Centres	26	46		25	2
Men	27	50		21	1
Women	31	44		21	21
18-34	36	38		24	2
35-49	28	51		18	4
50-64	35	48		16	<mark>1</mark> 1
65+	23	52		24	1
	 Extremely important Not that important 	Very importantNot at all important	 Fairly important Can't say 		

Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 31 Councils asked group: 5

The appearance of public areas performance



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months? Base: All respondents. Councils asked state-wide: 40 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

The appearance of public areas performance

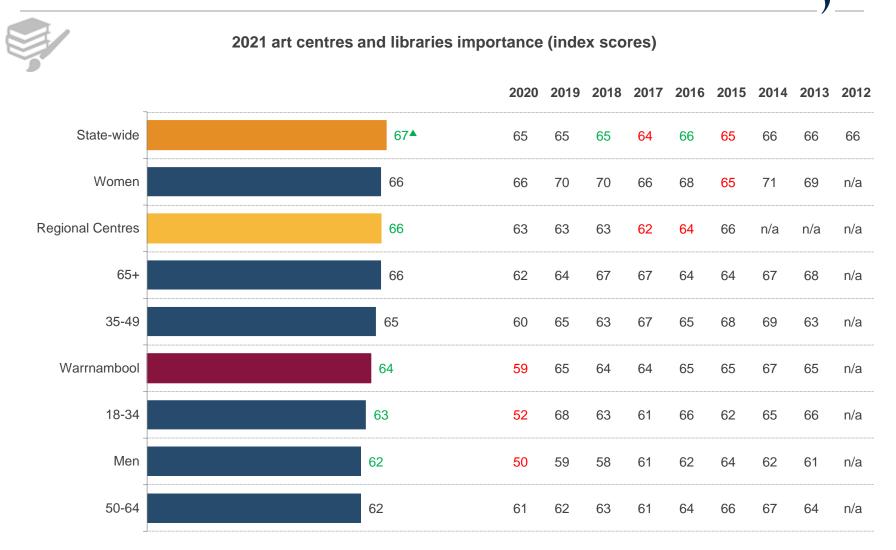


2021 public areas performance (%)

2021 Warrnambool	33	44	16 <mark>6 1</mark> 1
2020 Warrnambool	28	40	20 9 3
2019 Warrnambool	37	46	13 31
2018 Warrnambool	27	48	19 4 1
2017 Warrnambool	28	47	18 <mark>5</mark> 21
2016 Warrnambool	33	47	14 4 2
2015 Warrnambool	33	48	13 5
2014 Warrnambool	34	47	14 4 1
2013 Warrnambool	41	47	9 2 <mark>1</mark> 1
State-wide	27	46	19 5 2 <mark>1</mark>
Regional Centres	32	43	19 5 <mark>1</mark> 1
Men	32	51	10 6 1
Women	34	37	22 6 <mark>1</mark> 1
18-34	30	48	14 8
35-49	28	44	19 9
50-64	37	39	17 5 2
65+	36	42	16 2 <mark>1</mark> 2
	■ Very good ■ Goo	od Average Poor V	ery poor Can't say

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 JWSRESEARCH 105

Art centres and libraries importance



Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 22 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

Art centres and libraries importance

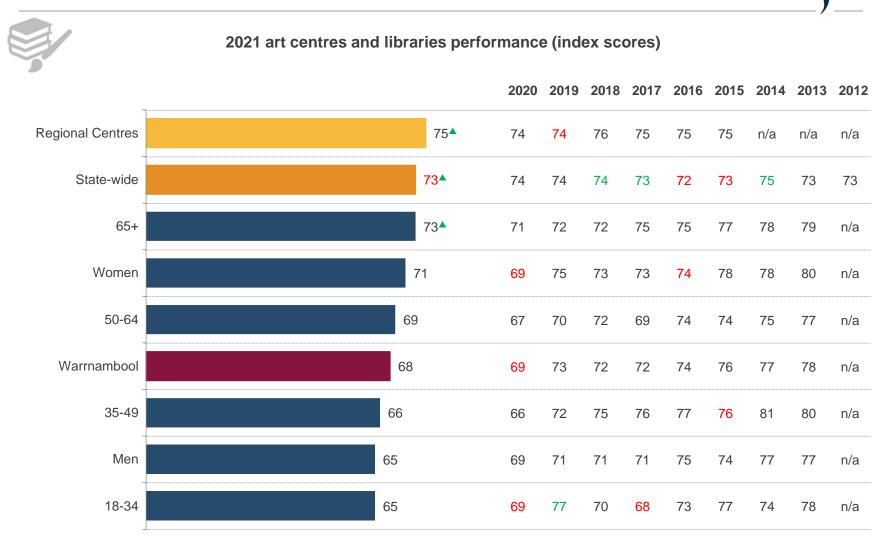


2021 art centres and libraries importance (%)

2021 Warrnambool	14	41	34	6 4
2020 Warrnambool	14	30	35 17	4 <mark>1</mark>
2019 Warrnambool	16	39	33	7 <mark>3</mark> 1
2018 Warrnambool	18	34	33	11 2 <mark>1</mark>
2017 Warrnambool	12	41	35	10 <mark>1</mark> 1
2016 Warrnambool	17	39	32	10 <mark>2</mark> 1
2015 Warrnambool	15	40	34	10
2014 Warrnambool	17	40	35	6 <mark>1</mark>
2013 Warrnambool	14	44	32	8 1 <mark>1</mark>
State-wide	19	40	31	8 <mark>2</mark> 1
Regional Centres	19	38	33	8 <mark>2</mark> 1
Men	13	36	40	6 4
Women	16	46	29	6 3
18-34	11	44	36	4 4
35-49	18	38	35	5 4
50-64	16	34	36	9 6
65+	14	44	32	7 21
	 Extremely important Not that important 	Very importantNot at all important	Fairly importantCan't say	

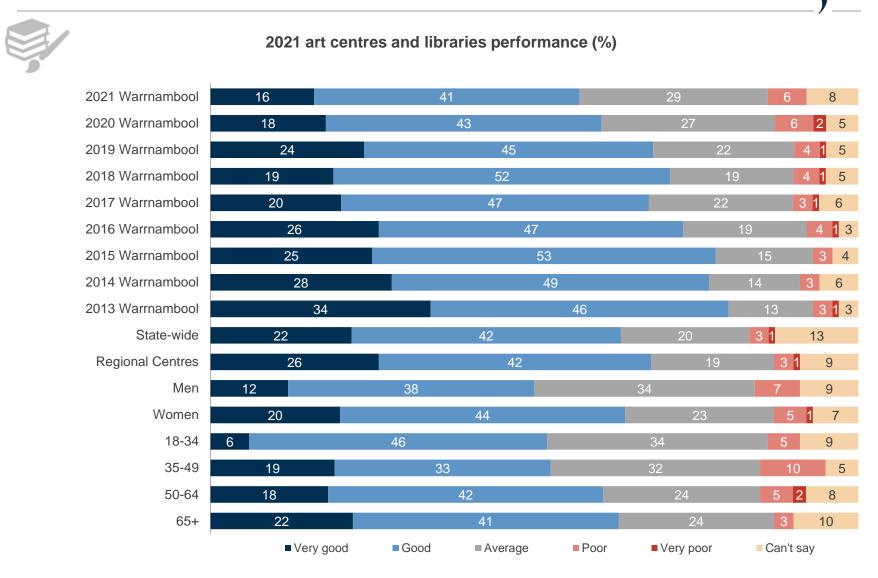
Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 22 Councils asked group: 5

Art centres and libraries performance



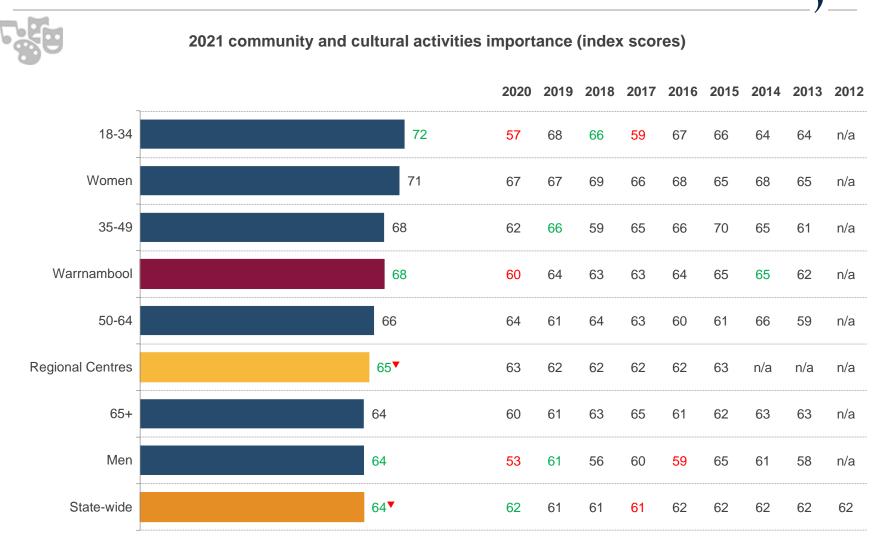
Q2. How has Council performed on 'Art centres and libraries' over the last 12 months? Base: All respondents. Councils asked state-wide: 28 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

Art centres and libraries performance



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

Community and cultural activities importance



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

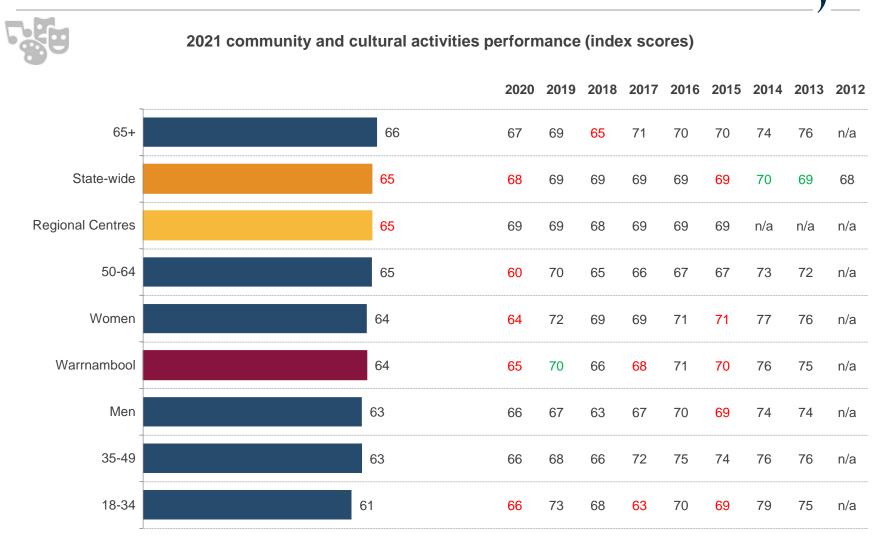


2021 community and cultural activities importance (%)

2021 Warrnambool	19	43		30	6 3 1
2020 Warrnambool	13	32	4	11	11 3
2019 Warrnambool	13	41		36	7 <mark>2</mark> 1
2018 Warrnambool	15	36		37	10 2
2017 Warrnambool	12	38		39	9 1 <mark>1</mark>
2016 Warrnambool	13	41		36	8 <mark>2</mark> 1
2015 Warrnambool	14	39		39	6
2014 Warrnambool	14	39		39	7 1
2013 Warrnambool	9	42		38	7 3 1
State-wide	15	37		36	9 <mark>2</mark> 1
Regional Centres	15	39		35	7 3 1
Men	15	41		31	8 3 <mark>1</mark>
Women	22	44		28	3 21
18-34	26	45		22	2 4
35-49	24	35		30	92
50-64	19	38		33	8 <mark>1</mark> 1
65+	8	48		34	5 2 2
	 Extremely importa Not that important 			rly important n't say	

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

Community and cultural activities performance



Q2. How has Council performed on 'Community and cultural activities' over the last 12 months? Base: All respondents. Councils asked state-wide: 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 (%)

2021 Warrnambool	10		40			34		8	1	8
2020 Warrnambool	14		42			28		9	2	6
2019 Warrnambool	20			43			26		6	5
2018 Warrnambool	16		43			28			7 2	2 4
2017 Warrnambool	15		48				27		6	1 3
2016 Warrnambool	19			46			25		4	1 4
2015 Warrnambool	20			45			25		5	14
2014 Warrnambool	2	.8			47			18	2	1 4
2013 Warrnambool	26	3		4	.8			19	3	4
State-wide	13		38			28	7	2	13	
Regional Centres	13		39			29		8 2	1	0
Men	8	3	39			36		7	1	0
Women	11		40			33		9	1	6
18-34	6	35				47			6	5
35-49	11		40			32		12	-	5
50-64	11		47			26		9	2	6
65+	12		40			28		6 <mark>1</mark>	13	
	■ V	ery good	Good	Average	Poor	Very	poor	Can't	say	

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

Waste management importance



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

Ш

2021 waste management importance (%)

2021 Warrnambool	42		47	9 1	
2020 Warrnambool	40		40	16 <mark>3</mark> 1	
2019 Warrnambool	41		42		
2018 Warrnambool	39		45	14 2	
2017 Warrnambool	35		41	21 2	
2016 Warrnambool	33		46	18 <mark>21</mark>	
2015 Warrnambool	35		45	19 1	
2014 Warrnambool	37		48	13 2	
2013 Warrnambool	32		52	14 <mark>1</mark> 1	
State-wide	44		42	12 <mark>1</mark>	
Regional Centres	44		43	12 1	
Men	40		50	9 1	
Women	43		45	10 <mark>21</mark>	
18-34	40		44	14 2	
35-49	39		54	5 2	
50-64	47		43	9 1	
65+	43		47	8 <mark>11</mark>	
1	 Extremely important Not that important 	Very importantNot at all important	Fairly importantCan't say		

Q1. Firstly, how important should 'Waste management' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 32 Councils asked group: 5

Waste management performance



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



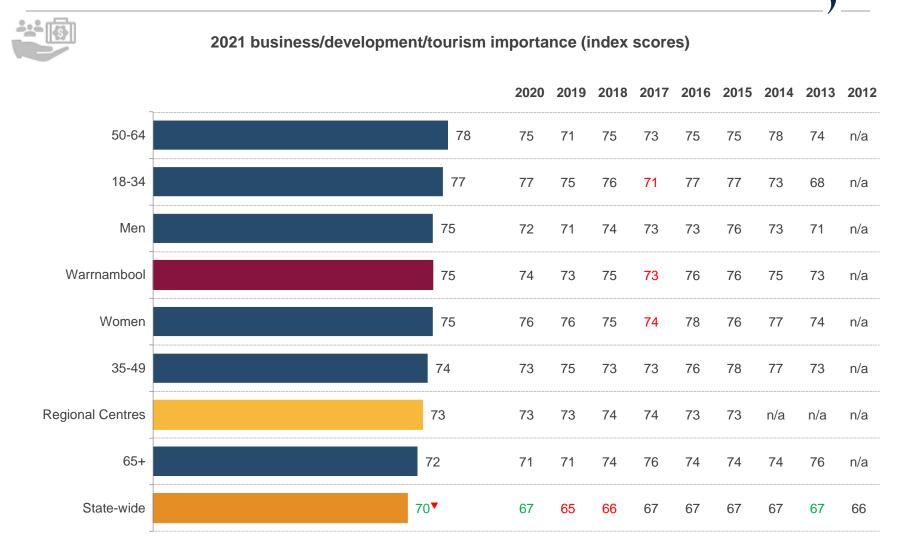
2

4

4

2021 waste management performance (%) 2021 Warrnambool 28 3 1 2020 Warrnambool 19 3 1 2019 Warrnambool 23 4 1 20 41 2018 Warrnambool 4 1 2017 Warrnambool 22 22 22 2016 Warrnambool 4 1 2015 Warrnambool 22 212 17 2014 Warrnambool 25 1 3 22 2013 Warrnambool 3 11 State-wide 23 3 4 **Regional Centres** 25 41 Men 29 Women 28 3 1 18-34 27 23 35-49 21 50-64 24 22 65+ 34 41 3 1 Poor Very good Very poor Can't say Good Average

Business and community development and tourism importance



Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 22 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Business and community development and tourism importance



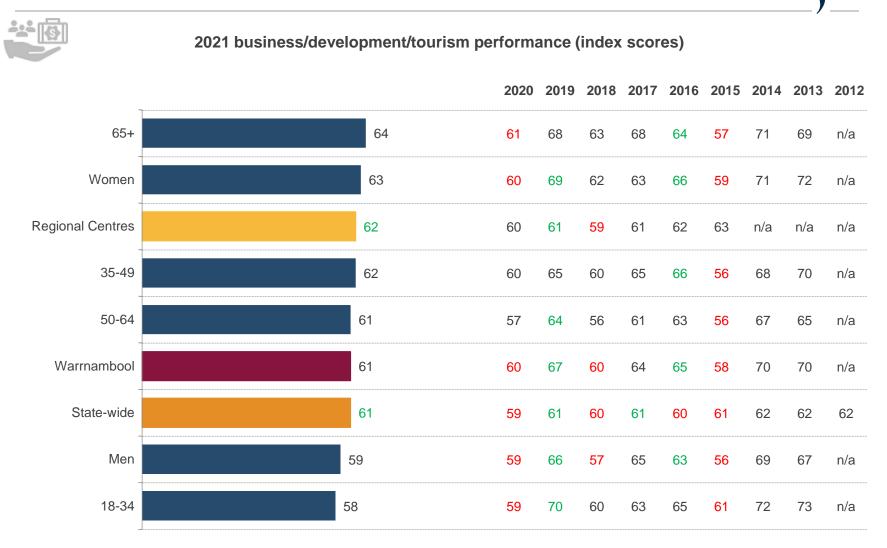


2021 business/development/tourism importance (%)

2021 Warrnambool	31	44	20	5 <mark>1</mark>
2020 Warrnambool	31	38	26	3 1
2019 Warrnambool	30	39	25	3 <mark>2</mark> 1
2018 Warrnambool	32	40	23	3 <mark>1</mark> 1
2017 Warrnambool	28	41	28	31
2016 Warrnambool	33	42	20	4 1
2015 Warrnambool	32	44	21	31
2014 Warrnambool	29	43	24	21
2013 Warrnambool	26	47	22	4 2
State-wide	24	39	29	6 <mark>1</mark> 1
Regional Centres	27	42	25	3 <mark>1</mark> 1
Men	32	42	20	5 <mark>1</mark>
Women	29	45	20	5 <mark>1</mark>
18-34	38	36	24	2
35-49	27	47	21	5
50-64	34	46	17	3
65+	25	48	17	7 21
	 Extremely important Not that important 	 Very important Not at all important Can't set 		

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

Business and community development and tourism performance



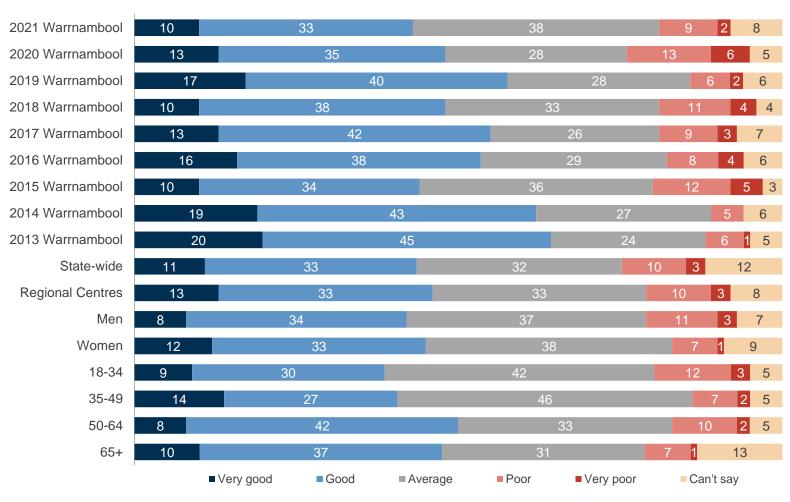
Q2. How has Council performed on 'Business and community development and tourism' over the last 12 months? Base: All respondents. Councils asked state-wide: 28 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

Business and community development and tourism performance





2021 business/development/tourism performance (%)



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

Council's general town planning policy importance



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 (%)

2021 Warrnambool	30	41	23	<mark>11</mark> 5
2020 Warrnambool	24	38	29	5 2 2
2019 Warrnambool	23	43	27	314
2018 Warrnambool	30	41	21	6 <mark>1</mark> 2
2017 Warrnambool	21	45	26	314
2016 Warrnambool	21	47	24	3 <mark>1</mark> 6
2015 Warrnambool	28	42	26	23
2014 Warrnambool	27	41	27	2 <mark>1</mark> 2
2013 Warrnambool	24	45	24	4 1 3
State-wide	29	40	23	314
Regional Centres	29	38	24	215
Men	35	39	20	124
Women	26	43	25	6
18-34	28	32	28	3 9
35-49	28	40	30	2
50-64	30	51		14 <mark>11</mark> 2
65+	33	44	17	<mark>11</mark> 5
	 Extremely important Not that important 		■Fairly important ■Can't say	

Q1. Firstly, how important should 'Council's general town planning policy' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 14 Councils asked group: 3

Council's general town planning policy performance



Q2. How has Council performed on 'Council's general town planning policy' over the last 12 months? Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3 Note: Please see Appendix A for explanation of significant differences.

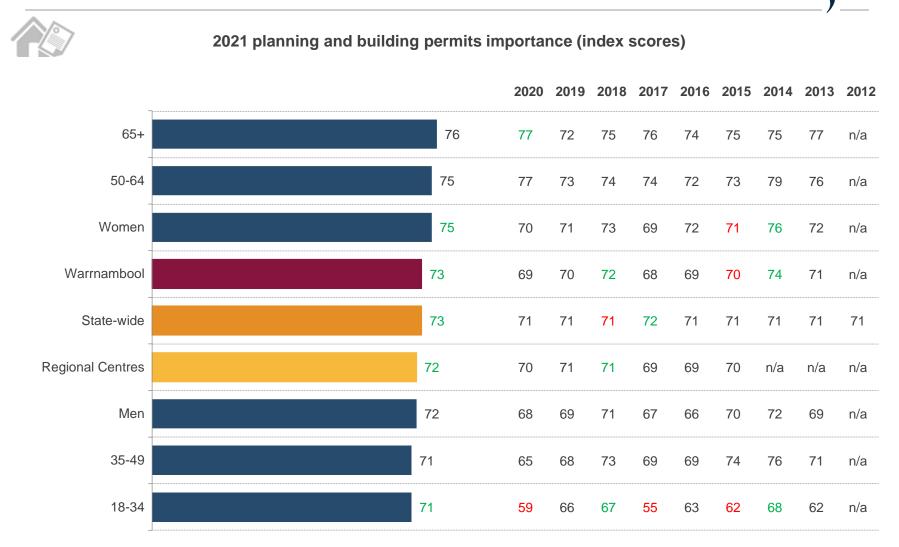
Council's general town planning policy performance

2021 town planning performance (%)

2021 Warrnambool	5	31	34	13 5	13
2020 Warrnambool	6	24	31	18 10	11
2019 Warrnambool	9	29	30	13 7	12
2018 Warrnambool	8	29	29	16 7	7 11
2017 Warrnambool	6	37	31	11	5 9
2016 Warrnambool	8	28	34	10 6	15
2015 Warrnambool	7	32	31	12 5	13
2014 Warrnambool	8	36	30	10 2	14
2013 Warrnambool	10	35	33	10	2 10
State-wide	6	28	30	12 5	18
Regional Centres	5	29	33	12 5	16
Men	5	29	36	14	5 11
Women	5	33	31	11 4	16
18-34	2	29	44	10	6 9
35-49	4	33	25	21 4	14
35-49 50-64	4	33 36	25 3 3	21 4 9 8	14 13

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

Planning and building permits importance



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 (%)

2021 Warrnambool	25	45	25	213
2020 Warrnambool	24	37	28	7 12
2019 Warrnambool	20	43	30	4 <mark>1</mark> 2
2018 Warrnambool	25	42	26	5 1
2017 Warrnambool	19	39	31	7 1 4
2016 Warrnambool	22	40	27	7 1 3
2015 Warrnambool	24	40	29	5 <mark>1</mark> 1
2014 Warrnambool	29	40	27	22
2013 Warrnambool	20	46	25	5 1 3
State-wide	28	39	24	4 1 3
Regional Centres	27	39	26	4 1 3
Men	22	48	22	4 2 3
Women	28	42	27	12
18-34	19	45	28	3 5
35-49	21	46	28	4 2
50-64	32	39	22	4 2
65+	29	46	21	22
	 Extremely important Not that important 		Fairly important Can't say	

Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 23 Councils asked group: 5

Planning and building permits performance



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

Planning and building permits performance





2021 planning and building permits performance (%)

2021 Warrnambool	7	32		28		7	5	20	
2020 Warrnambool	9	27		29		13	3	20)
2019 Warrnambool	12	32			28		53	19	9
2018 Warrnambool	8	32		2	27		11 5	5	16
2017 Warrnambool	8	36			25	Ī	7 4	20)
2016 Warrnambool	6	29		25		8 5		26	
2015 Warrnambool	6	36			29		9 3	3	17
2014 Warrnambool	8	34			26	(9 2	21	
2013 Warrnambool	8	38			24		10	3	16
State-wide	6	23	4	27	13		8	23	
Regional Centres	8	30		28		8	6	20)
Men	8	29		27		9	8	19	9
Women	7	34		29			6 3	21	
18-34	5	36		31			6 5	5	16
35-49	7	32		28		5	4	25	
50-64	9	30		2	9	7	8		17
65+	9	29		25		10	6	22	
	,	■ Very good ■ Good	d	Average	Poor	Ver	y poor	Can't s	say

Environmental sustainability importance



2021 environmental sustainability importance (index scores) 2017 2016 2015 2014 2013 2012 2019 2018 Women n/a 35-49 n/a 18-34 n/a Warrnambool n/a State-wide **Regional Centres** n/a n/a n/a 65+ n/a Men n/a 50-64 n/a

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

23

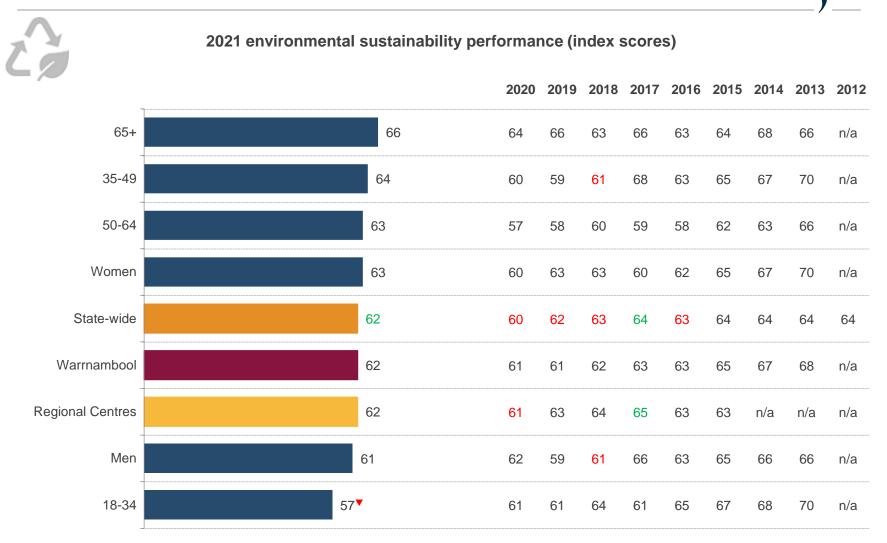


2021 environmental sustainability importance (%)

2021 Warrnambool	35	37	19	6 2 <mark>1</mark>
2020 Warrnambool	34	34	25	4 4
2019 Warrnambool	35	40	19	4 <mark>1</mark> 1
2018 Warrnambool	29	40	24	6 <mark>1</mark> 1
2017 Warrnambool	27	40	27	4 <mark>1</mark>
2016 Warrnambool	25	45	20	7 3 <mark>1</mark>
2015 Warrnambool	27	47	20	5 <mark>1</mark>
2014 Warrnambool	30	39	22	6 <mark>1</mark> 1
2013 Warrnambool	26	46	22	5 <mark>1</mark>
State-wide	35	37	21	5 2 <mark>1</mark>
Regional Centres	34	36	21	5 2 <mark>1</mark>
Men	31	41	16	7 4 <mark>1</mark>
Women	38	34	22	4 1
18-34	42	32	15	9 3
35-49	35	46	14	2 4
50-64	29	39	24	4 4
65+	31	36	23	5 4
	 Extremely important Not that important 	 Very important Not at all important Can't set 		

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

Environmental sustainability performance



Q2. How has Council performed on 'Environmental sustainability' over the last 12 months? Base: All respondents. Councils asked state-wide: 34 Councils asked group: 5 Note: Please see Appendix A for explanation of significant differences.

Environmental sustainability performance



2

2021 environmental sustainability performance (%)

2021 Warrnambool	11		38			33		1() 2	6
2020 Warrnambool	10		40			31		10	5	5 4
2019 Warrnambool	12		37			31		11	3	5
2018 Warrnambool	11		36			34		8	3	8
2017 Warrnambool	9		39			33		7	1	9
2016 Warrnambool	14		35			32		8	4	7
2015 Warrnambool	13		41			28		8	2	9
2014 Warrnambool	13		45				29		5 1	7
2013 Warrnambool	16		42				30		4 2	6
State-wide	11		36			31		9	3	11
Regional Centres	11		37			30		10	3	10
Men	12		35			31		13	2	7
Women	10		41			34			8 2	6
18-34	4	35			4	0		13	3	5
35-49	12		42			28		1	1	2 5
50-64	12		39			32		Q	9 2	6
65+	15		38			30		7	2	8
		Very good	Good	Average	Pc	oor 🔹 V	ery poor	Ca	an't say	

Emergency and disaster management importance

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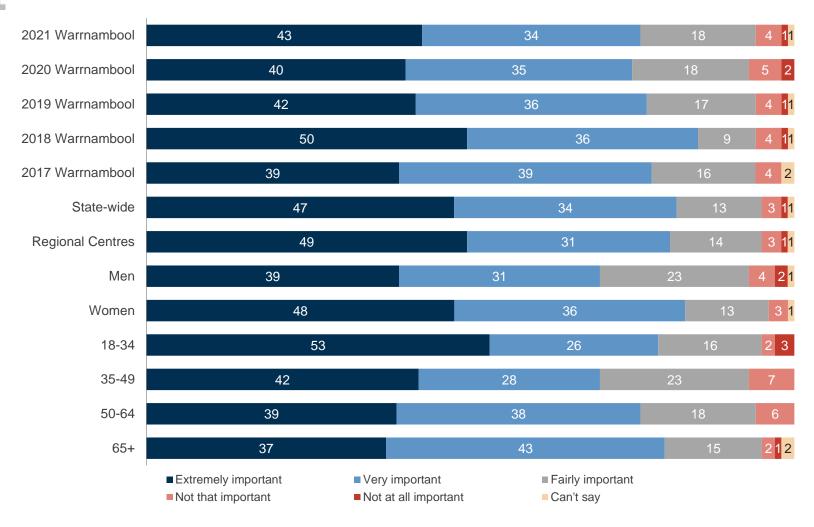
2021 emergency and disaster management importance (index scores)



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. 2019 2018 2017 2016 2015 2014 2013 2012

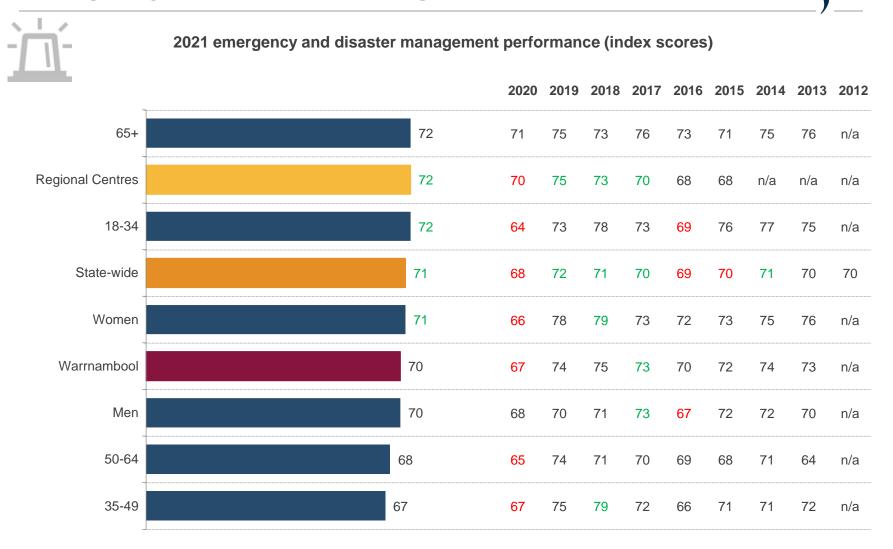
Emergency and disaster management importance

2021 emergency and disaster management importance (%)



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

Emergency and disaster management performance



Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months? Base: All respondents. Councils asked state-wide: 25 Councils asked group: 3 Note: Please see Appendix A for explanation of significant differences.

Emergency and disaster management performance

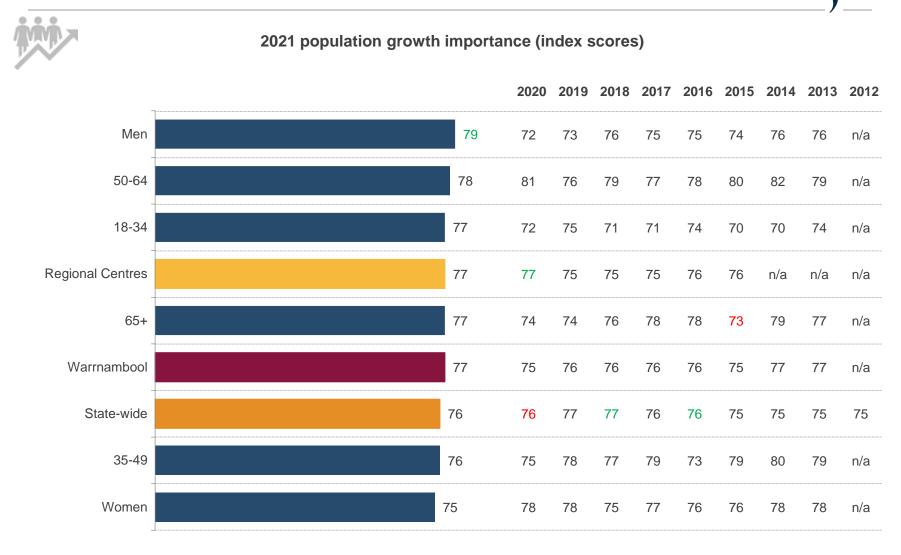
\W)

<u>Ъ</u>

2021 emergency and disaster management performance (%)

2021 Warrnambool	17	44	20	5 <mark>1</mark> 12
2020 Warrnambool	18	33	25	4 4 16
2019 Warrnambool	22	42	19	3 15
2018 Warrnambool	27	39	1	8 <mark>31</mark> 12
2017 Warrnambool	19	41	20	1 <mark>1</mark> 18
2016 Warrnambool	17	33	20 4	2 24
2015 Warrnambool	19	40	15	4 2 20
2014 Warrnambool	19	38	14 3 1	26
2013 Warrnambool	24	38	19	3 2 14
State-wide	19	39	20	4 2 16
Regional Centres	23	41	20	4 2 10
Men	15	46	19	4 2 14
Women	19	43	21	5 <mark>1</mark> 11
18-34	22	42		24 4 8
35-49	10	53	2	3 7 2 5
50-64	15	43	18	4 3 16
65+	19	41	16	3 2 19
	■ Very good	Good Average	Poor Very p	oor Can't say

Planning for population growth in the area importance



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 (%)

2021 Warrnambool	33	43	20 2 <mark>1</mark> 1
2020 Warrnambool	33	40	21 4 1
2019 Warrnambool	34	40	20 5 1
2018 Warrnambool	32	41	23 3 1
2017 Warrnambool	32	42	23 <mark>2</mark> 1
2016 Warrnambool	34	41	20 4 <mark>1</mark> 1
2015 Warrnambool	33	38	24 3 <mark>1</mark> 1
2014 Warrnambool	34	43	20 <mark>21</mark>
2013 Warrnambool	33	46	16 4 <mark>1</mark> 1
State-wide	37	36	19 4 1 <mark>1</mark>
Regional Centres	37	39	19 4 <mark>1</mark> 1
Men	39	43	14 3 <mark>1</mark> 1
Women	29	43	26 2
18-34	32	49	15 4
35-49	28	46	26
50-64	39	40	16 2 2
65+	36	38	22 2 2
		Very importantFairly importantNot at all importantCan't say	t

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

M

Planning for population growth in the area performance



Q2. How has Council performed on 'Planning for population growth in the area' over the last 12 months? Base: All respondents. Councils asked state-wide: 18 Councils asked group: 4 Note: Please see Appendix A for explanation of significant differences.

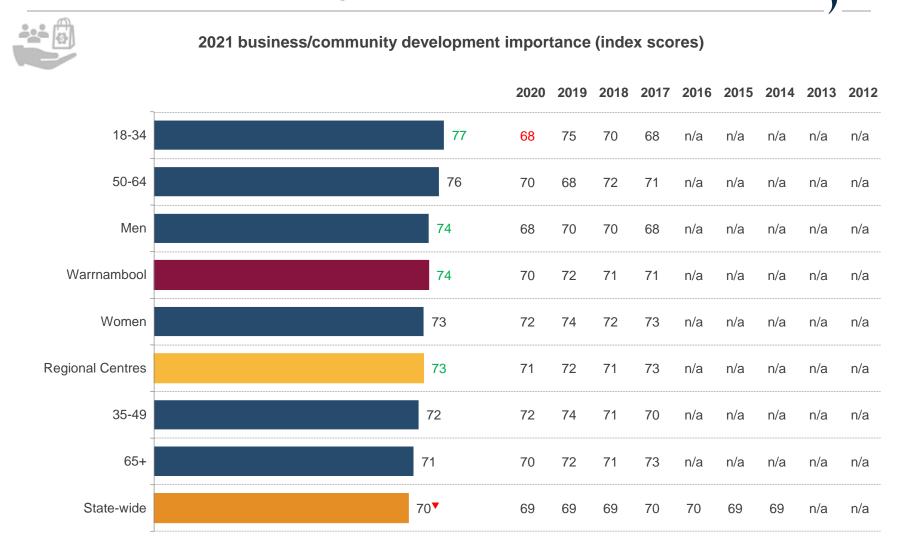
Planning for population growth in the area performance



2021 Warrnambool	10	32		31			11	3 12	
2020 Warrnambool	10	3	30		29		17	4 9)
2019 Warrnambool	15		39			24	8	4 10)
2018 Warrnambool	14	36			28	28		4 10)
2017 Warrnambool	16	40			24		6	3 12	
2016 Warrnambool	17	35			2	26		3 12	
2015 Warrnambool	13		41			27			7
2014 Warrnambool	17	40			24		7	4 10	0
2013 Warrnambool	18	39				25		9 2	8
State-wide	7	26		30		16	7	15	
Regional Centres	11	33			28		12	5 12	
Men	7	33			35		11	4 10)
Women	12	32			28		11 2	2 15	
18-34	8	34			36		8	4 9)
35-49	2	30		32		18	2	17	
50-64	8		43		24		13	4	8
65+	16		28		31		9	3 14	
		Very good	Good	Average	Poor	Very p	oor	Can't say	

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

Business and community development importance

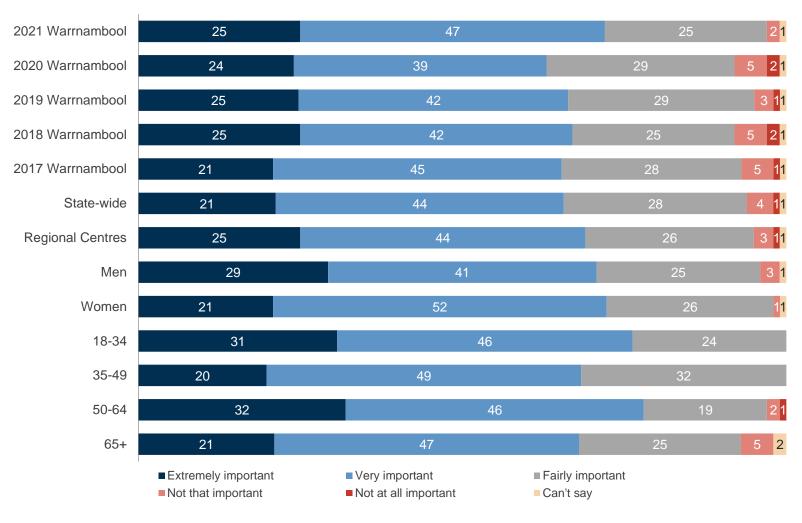


Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 10 Councils asked group: 3 Note: Please see Appendix A for explanation of significant differences.

Business and community development importance

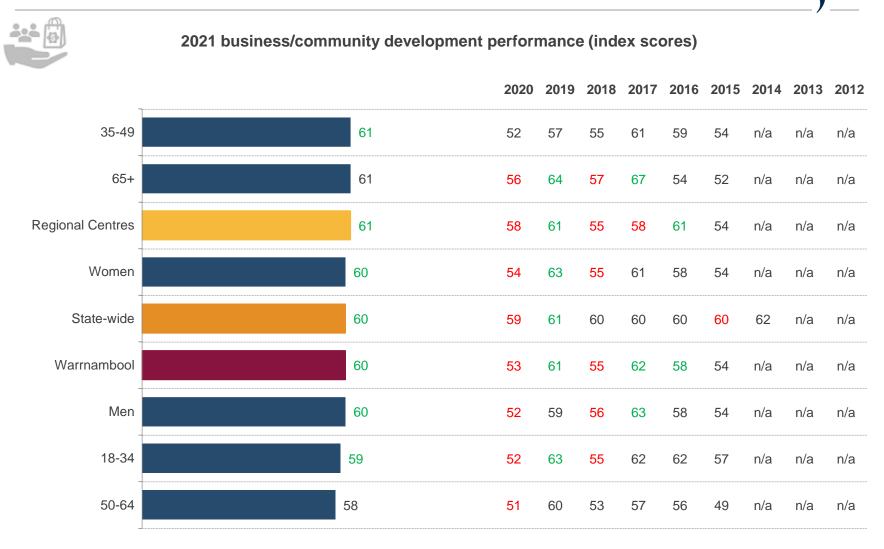


2021 business/community development importance (%)



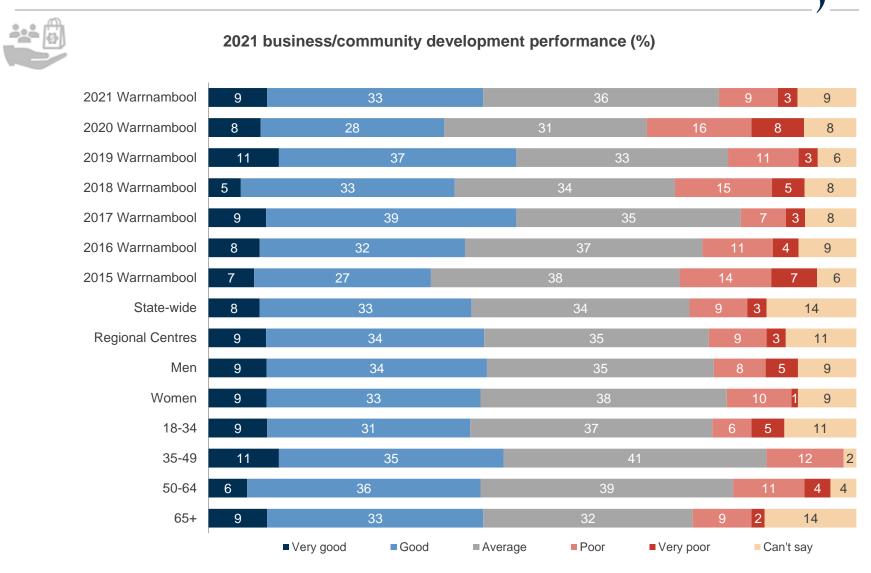
Q1. Firstly, how important should 'Business and community development' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 10 Councils asked group: 3

Business and community development performance



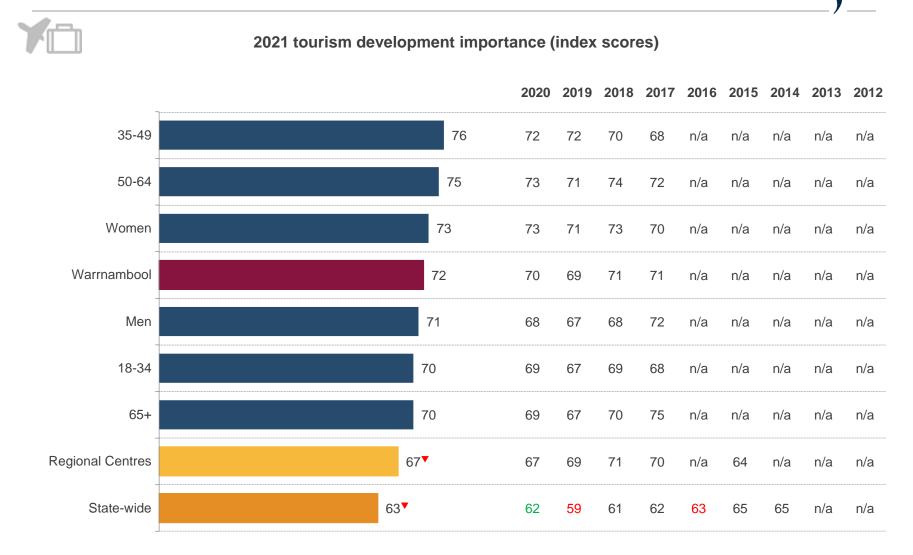
Q2. How has Council performed on 'Business and community development' over the last 12 months? Base: All respondents. Councils asked state-wide: 12 Councils asked group: 3 Note: Please see Appendix A for explanation of significant differences.

Business and community development performance



Q2. How has Council performed on 'Business and community development' over the last 12 months? Base: All respondents. Councils asked state-wide: 12 Councils asked group: 3

Tourism development importance

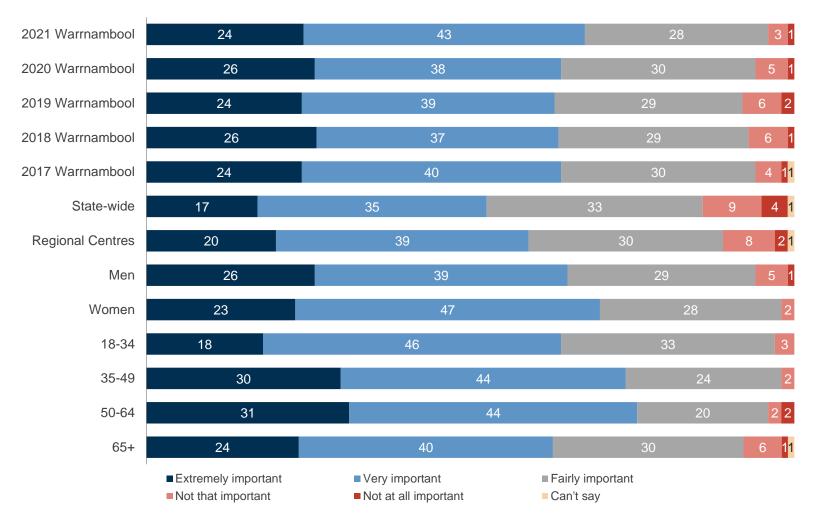


Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 9 Councils asked group: 3 Note: Please see Appendix A for explanation of significant differences.

Tourism development importance



2021 tourism development importance (%)

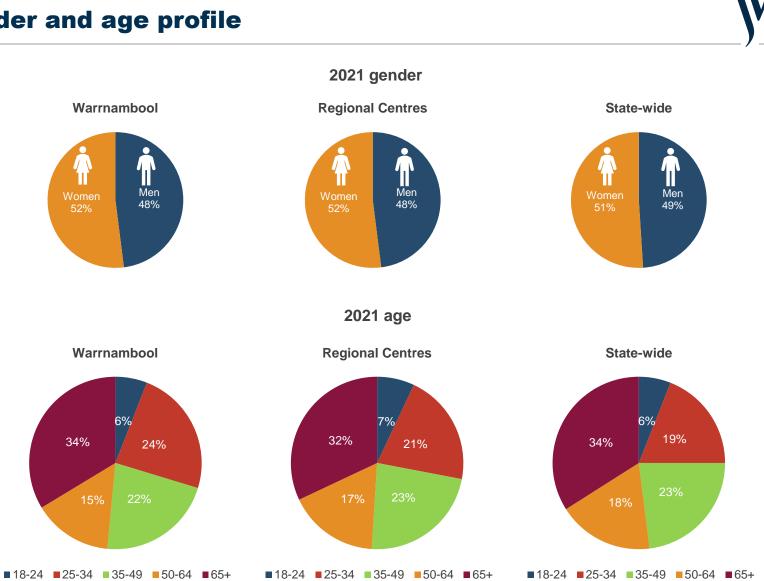


Q1. Firstly, how important should 'Tourism development' be as a responsibility for Council? Base: All respondents. Councils asked state-wide: 9 Councils asked group: 3

Detailed demographics

J00967 Community Satisfaction Survey 2021 – Warrnambool City Council

Gender and age profile



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.

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

Appendix A: Index Scores

Index Scores

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

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

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

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

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%		INDEX SCORE 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 (\checkmark) and downward directing red arrows (\checkmark).

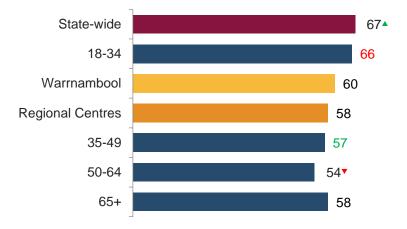
Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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

Appendix B: Further project information

Appendix B: Further information



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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

For further queries about the conduct and reporting of the 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

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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/ourprograms/council-community-satisfaction-survey

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



Appendix B: Glossary of terms

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

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

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

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

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

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

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

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

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

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