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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-sixth 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.

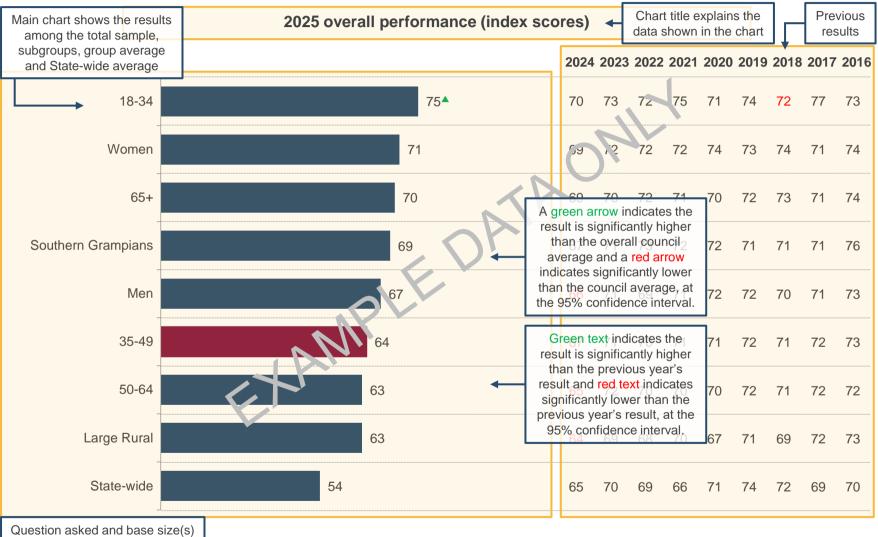
### **Serving Victoria for 26 years**

Each year the CSS data is used to develop this Statewide report which contains all of the aggregated results, analysis and data. Moreover, with 26 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide valuable services and infrastructure to their communities.

Participation in the State-wide Local Government Community Satisfaction Survey is optional. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

# How to read index score charts in this report





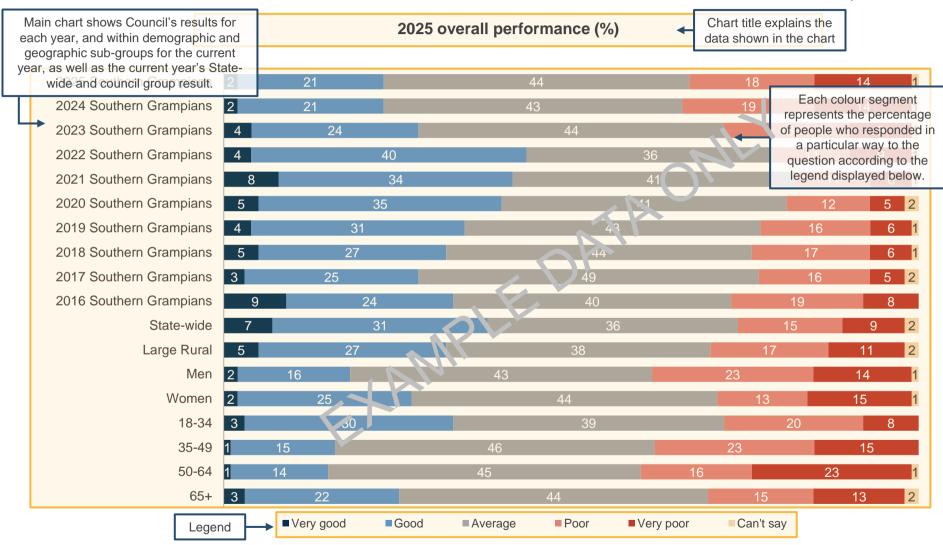
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Southern Grampians Shire Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?

Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18

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

# How to read stacked bar charts in this report







# Southern Grampians Shire Council – at a glance

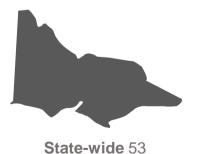


### **Overall council performance**

Results shown are index scores out of 100.







# Council performance compared to group average



# **Summary of core measures**



### **Index scores**

















**Overall** Council Service **Direction** 



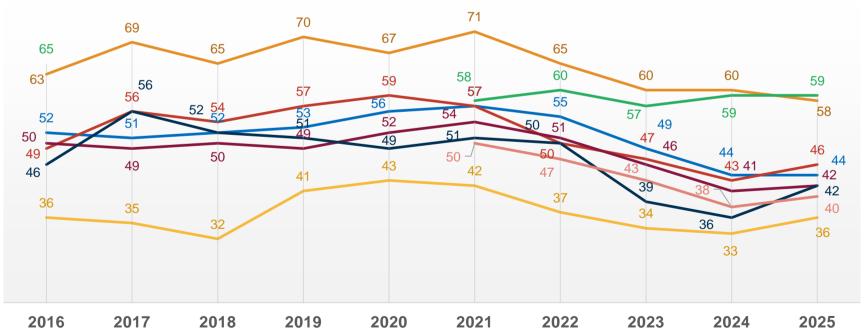
Value for money

Community Consultation

**Making** Community **Decisions** 

Roads

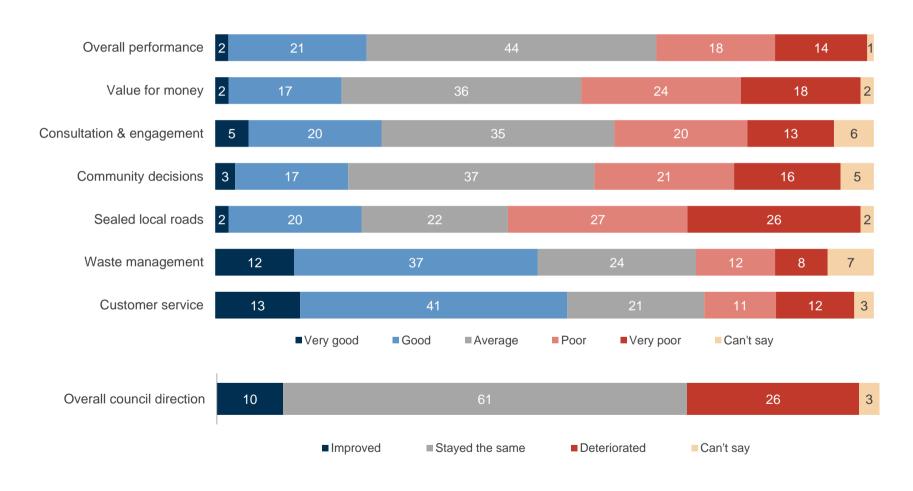
management



# **Summary of core measures**



### Core measures summary results (%)



# **Summary of Southern Grampians Shire Council** performance



Services		Southern Grampians 2025	Southern Grampians 2024	Large Rural 2025	State-wide 2025	Highest score	Lowest score
<b>C</b> X	Overall performance	44	44	50	53	18-34 years	50-64 years
\$	Value for money	40	38	43	47	65+ years, 18-34 years	35-49 years
+	Overall council direction	42	36	44	46	18-34 years	50-64 years, Men
	Customer service	58	60	65	66	65+ years	35-49 years
	Waste management	59	59	62	65	65+ years	35-49 years
	Consultation & engagement	46	43	48	50	18-34 years	35-49 years
	Community decisions	42	41	46	49	18-34 years	50-64 years
A	Sealed local roads	36	33	39	45	18-34 years	35-49 years

# Focus areas for the next 12 months



Overview

Perceptions of Southern Grampians Shire Council's overall performance are unchanged from 2024, halting the trend of decline that first started to emerge in 2022. Council's overall performance index score of 44 remains at its lowest level in 10 years. However, ratings of the direction of Council's overall performance significantly improved, suggesting residents are seeing positive signs of Council's efforts. Perceptions of Council's performance in all service areas is in line with or slightly improved compared to 2024.

Focus areas

Decisions made in the interest of the community, and consultation and engagement, are service areas that warrant continued attention in the year ahead. Although the downward trends in perceived performance for both of these areas have stabilised, ratings remain well below peak levels achieved in 2020 and 2021. Council should aim to continue their progress in these areas by focusing on transparency in decision making and good communication with the community.

Comparison to state and area grouping

On the majority of service areas evaluated, Council performs significantly lower than the Large Rural group and State-wide averages. The exception is consultation and engagement, where Council performs in line with the Large Rural group.

A concerted effort to improve customer service is required Perceptions of Council's customer service have continued to decrease from a peak level reached in 2021. Council has historically demonstrated the ability to achieve more favourable results in this area. This year, residents aged 35 to 49 years rate customer service lower than all other cohorts, but have a significantly higher rate of contact with Council compared to average, presenting an opportunity to engage with this age group and improve their perceptions through positive service interactions.

# **DETAILED FINDINGS**





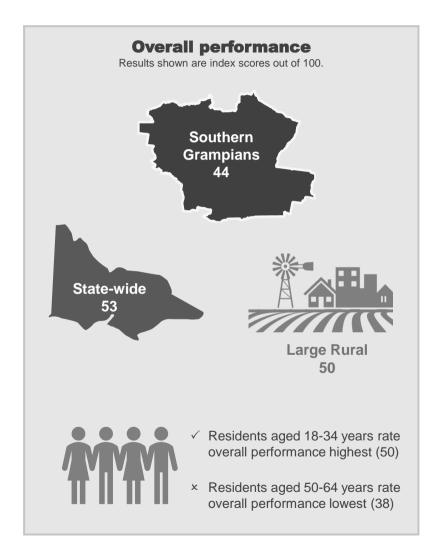


The overall performance index score of 44 for Southern Grampians Shire Council is unchanged from last year. The current result puts a stop to the downward trend in perceptions of Council's overall performance, which had been declining significantly since 2023. Perceptions of Council's overall performance remain at their equal lowest recorded level in 10 years.

Southern Grampians Shire Council's overall performance is rated significantly lower (at the 95% confidence interval) than the average rating for councils State-wide and in the Large Rural group (index scores of 53 and 50 respectively).

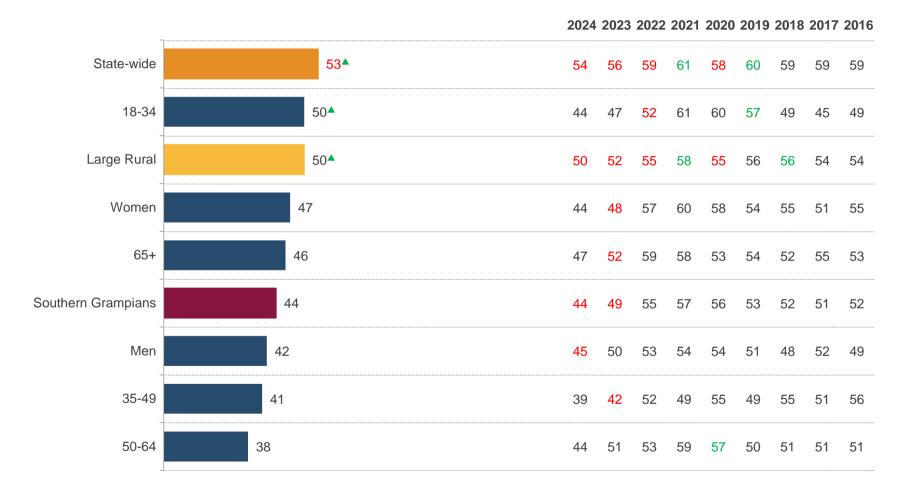
Residents aged 18 to 34 years (index score of 50)
rate Council's overall performance significantly
higher than the Council average. Impressions among
residents in all other demographic groups are on par
with the Council average.

Around one-in-five residents (19%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. More than twice as many (42%) rate Council as 'very poor' or 'poor'. A further 36% rate Council as 'average' on this measure.



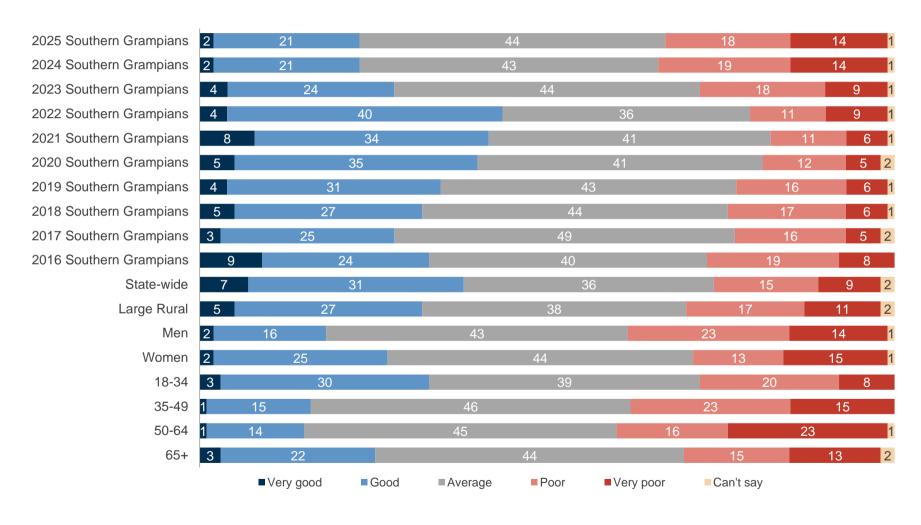


### 2025 overall performance (index scores)





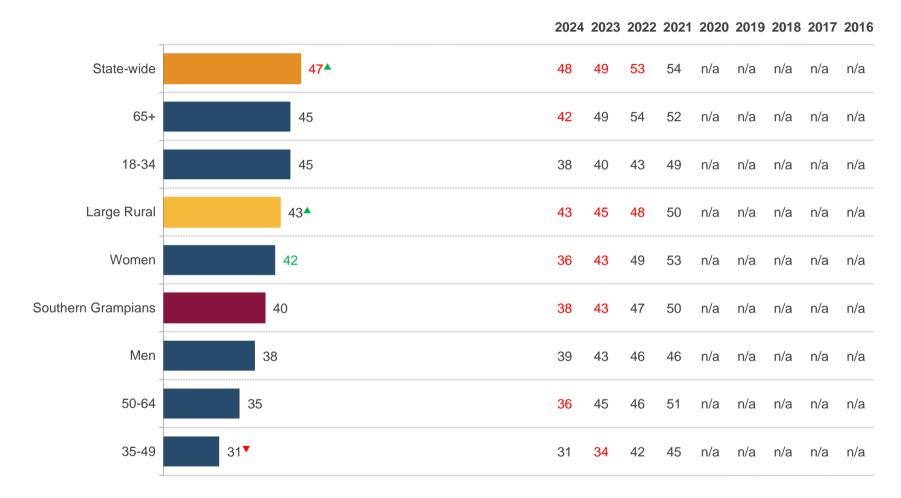
### 2025 overall performance (%)



# Value for money in services and infrastructure



### 2025 value for money (index scores)



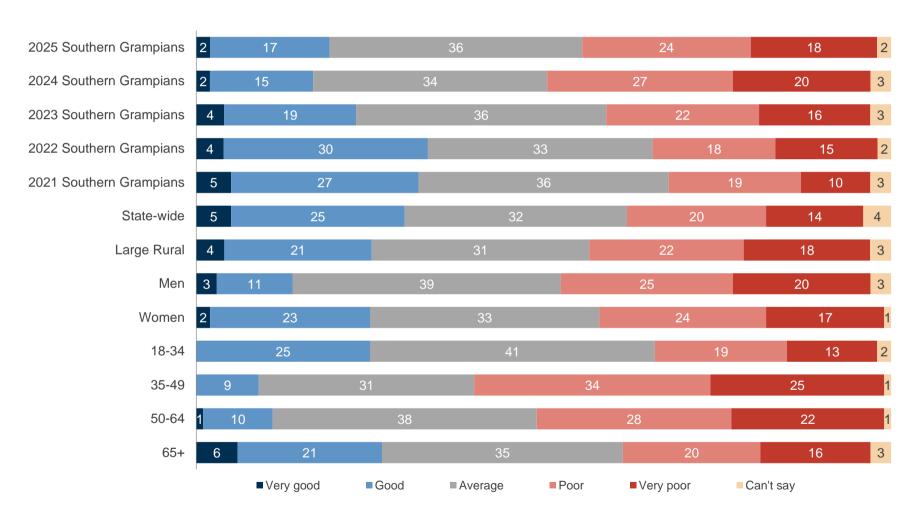
Q3b. How would you rate Southern Grampians Shire Council at providing good value for money in infrastructure and services provided to your community?

Base: All respondents. Councils asked State-wide: 55 Councils asked group: 18 Note: Please see Appendix A for explanation of significant differences.

# Value for money in services and infrastructure



### 2025 value for money (%)



# **Top performing service areas**

Southern Grampians Shire Council continues to perform best in the area of waste management (index score of 59). This result is unchanged from 2024.

Council performs significantly lower than the State-wide and Large Rural group average for councils (index scores of 65 and 62 respectively) in waste management.

- Residents aged 65 years and older (index score of 65) rate Council highest and significantly higher than the Council average for waste management.
- By contrast, residents aged 35 to 49 and 50 to 64 years (index scores of 50 and 51 respectively) rate Council lowest and significantly lower than the Council average.
- Perceptions of waste management improved significantly this year among residents aged 18 to 34 years (index score of 64, up nine index points).

Consultation and engagement is Council's next highest rated service area (index score of 46), increasing by three (not significant) index points in the past year.

 Here too, performance perceptions improved significantly among residents aged 18 to 34 years (53, up 14 index points). Ratings among this group are also significantly higher compared to the Council average.

Council performs significantly lower than the State-wide average (index score of 50) in consultation and engagement, but sits in line with the Large Rural group average (index score of 48).





# Low performing service areas





Council did not experience any significant declines in performance ratings in 2025.

Council rates lowest on the condition of sealed local roads (index score of 36). The 2025 result represents a (not significant) increase of three index points from 2024.

- Residents aged 35 to 49 years (index score of 29) rate Council's performance on sealed local roads significantly lower than average.
- Ratings increased significantly among residents aged 18 to 34 years (index score of 42, up 13 points) and women (36, up seven points).

Council's next lowest rated service area is decisions made in the interest of the community (index score of 42). Ratings in this area have stabilised and increased by one index point (not significant) after declining significantly in the last two consecutive years.

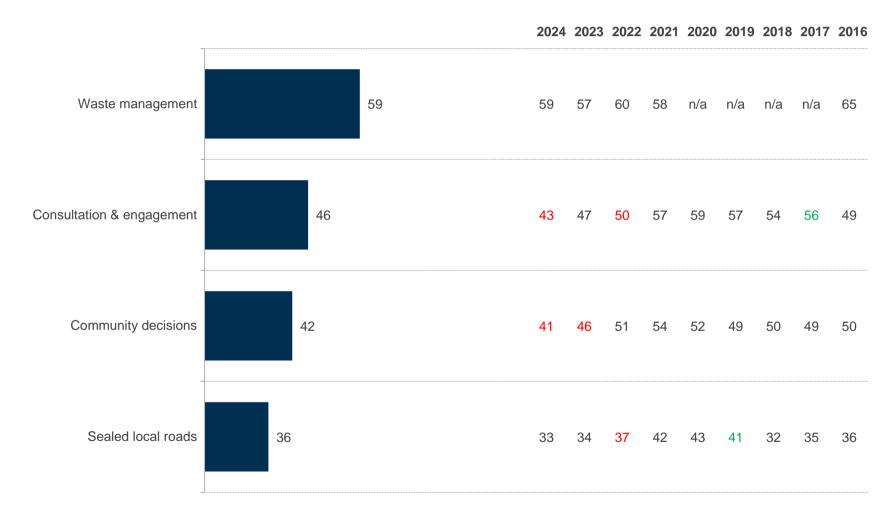
 There are no significant differences in ratings for community decisions among demographic cohorts compared to the Council average.

In both of these service areas, Council performs significantly lower than the State-wide and Large Rural group averages.

# Individual service area performance



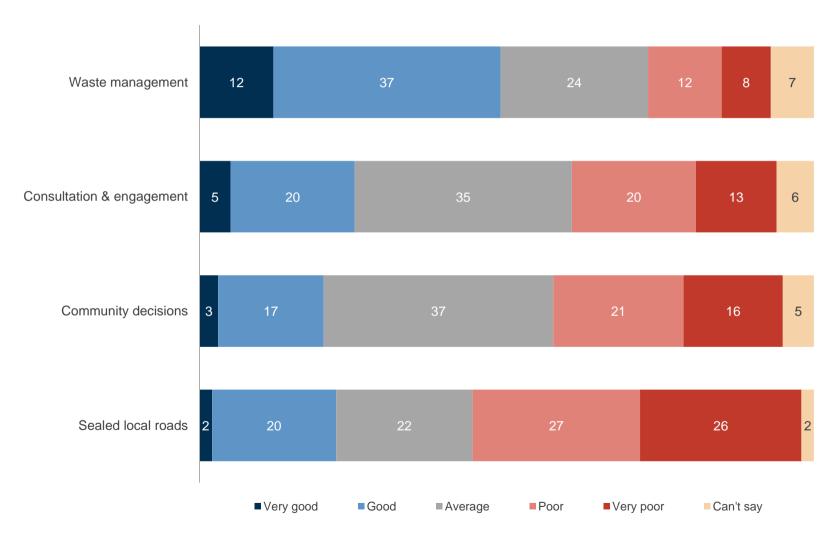
### 2025 individual service area performance (index scores)



# Individual service area performance



### 2025 individual service area performance (%)





**Customer service** 

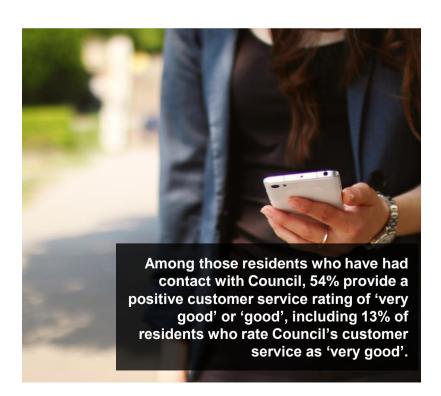
### **Contact with council and customer service**



### Contact with council

More than half of Council residents (56%) had contact with Council in the last 12 months. Contact rates with Council have remained relatively stable over the past 10 years.

 Residents aged 35 to 64 years (69%) contacted Council at a significantly higher rate than the Council average, whereas residents aged 18 to 34 years (42%) contacted Council at a significantly lower rate.



### **Customer service**

Southern Grampians Shire Council's customer service index (58) decreased by two (not significant) index points in the past year. Perceptions have continued to decrease after a significant decline in 2022, meaning Council's customer service index is at its lowest point in 10 years.

 Council's customer service performance is rated significantly lower than the State-wide and Large Rural group averages (index scores of 66 and 65 respectively).

Half of residents (54%) provide a positive customer service rating of 'very good' or 'good'.

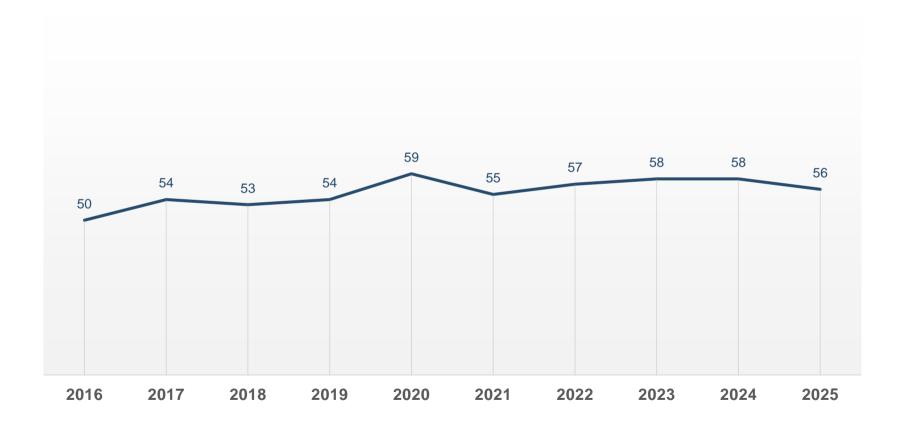
- There are no significant differences among demographic groups in terms of customer service ratings compared to the Council average.
- Residents aged 65 years and older rate Council's customer service the highest (index score of 60), while residents aged 35 to 49 years rate Council's customer service the lowest (index score of 55).

Given the higher rate of contact and lower customer service rating among residents aged 35 to 49 years, this age group should be a priority for customer service improvement strategies.

# **Contact with council**



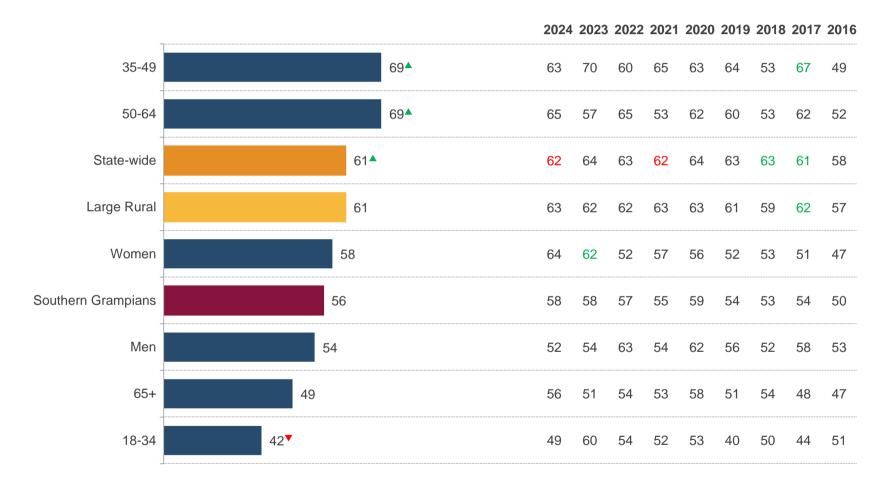
# 2025 contact with council (%) Have had contact



# **Contact with council**



### 2025 contact with council (%)



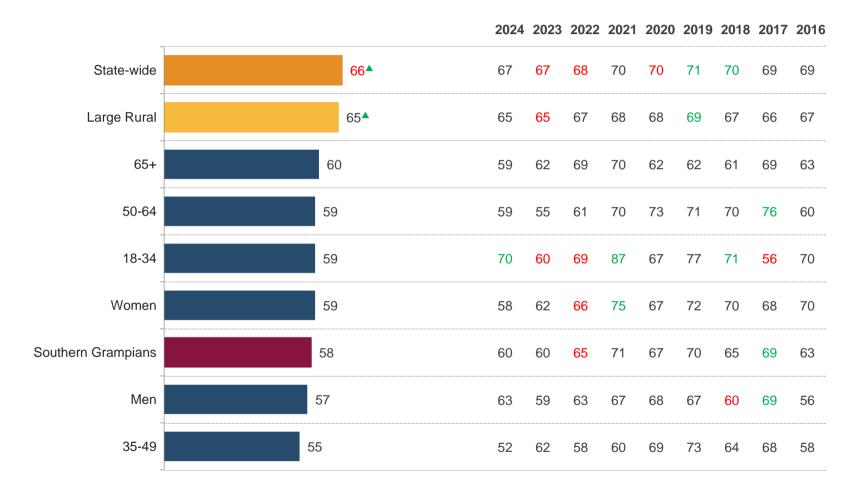
Q5. Over the last 12 months, have you or any member of your household had any contact with Southern Grampians Shire Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 32 Councils asked group: 9 Note: Please see Appendix A for explanation of significant differences.

# **Customer service rating**



### 2025 customer service rating (index scores)



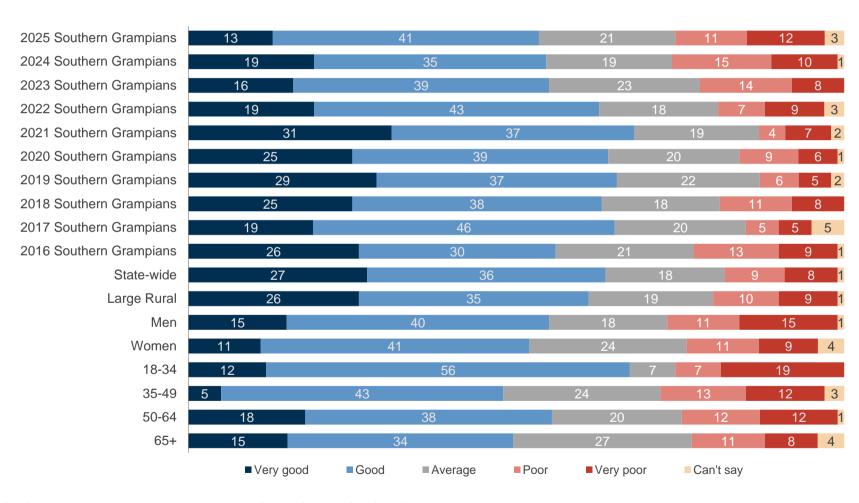
Q5c. Thinking of the most recent contact, how would you rate Southern Grampians Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received. Base: All respondents who have had contact with Council in the last 12 months. Councils asked State-wide: 56 Councils asked group: 18

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

# **Customer service rating**



### 2025 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Southern Grampians Shire Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

J W S R E S E A R C H



### **Council direction**

Over the last 12 months, 61% of residents believe the direction of Council's overall performance has stayed the same (up 12 percentage point since 2024).

- One in 10 residents (10%) believe the direction has improved (down one percentage point since 2024).
- More (26%) believe the direction of Council's overall performance has deteriorated (down 11 percentage point since 2024).

Perceptions of overall Council direction (index score of 42) have improved significantly from 36 index points in 2024. Perceptions of Council's overall direction are in line with the Large Rural group (index score of 44), but significantly lower than councils State-wide (index score of 46).

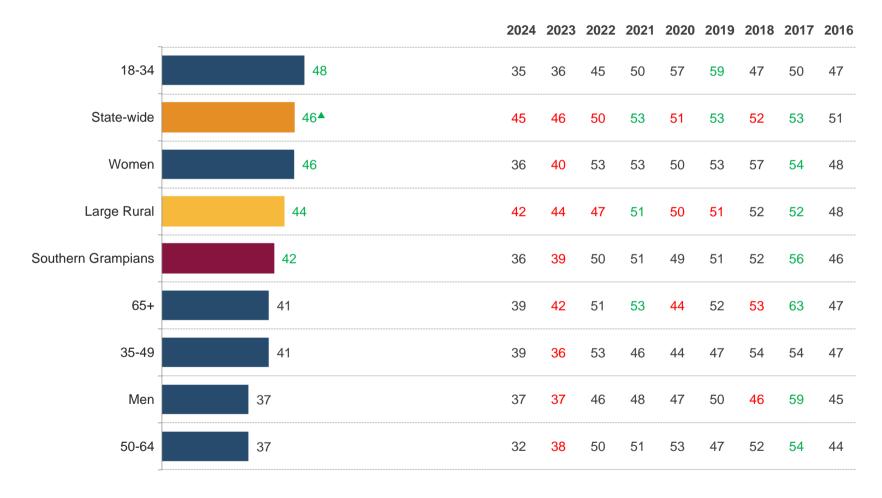
- The most satisfied with council direction are residents aged 18 to 34 years (index score of 48) and women (index score of 46). Impressions among these cohorts have increased significantly in the past year and are recovering after reaching their lowest points in 2024.
- The least satisfied with council direction are residents aged 50 to 64 years and men (index score of 37 for both).



# **Overall council direction last 12 months**



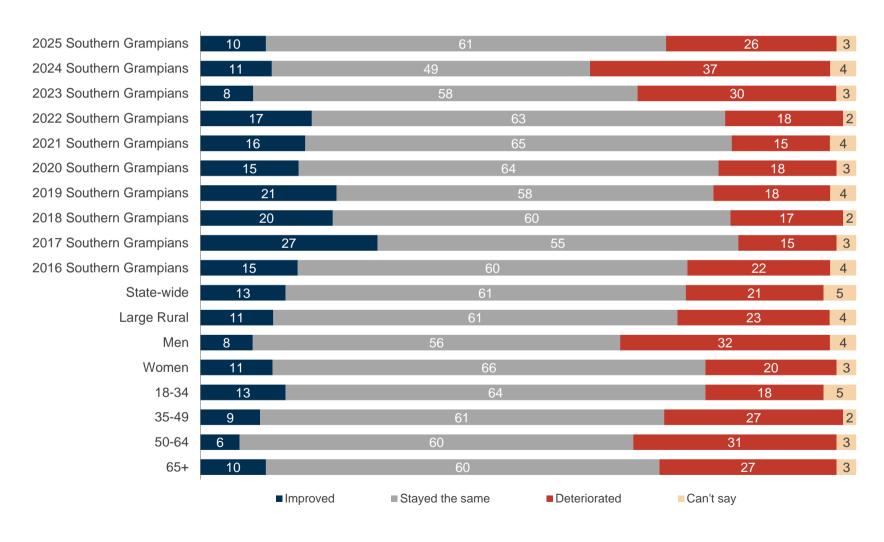
### 2025 overall council direction (index scores)



### **Overall council direction last 12 months**



### 2025 overall council direction (%)





# Community consultation and engagement performance





### 2025 consultation and engagement performance (index scores)

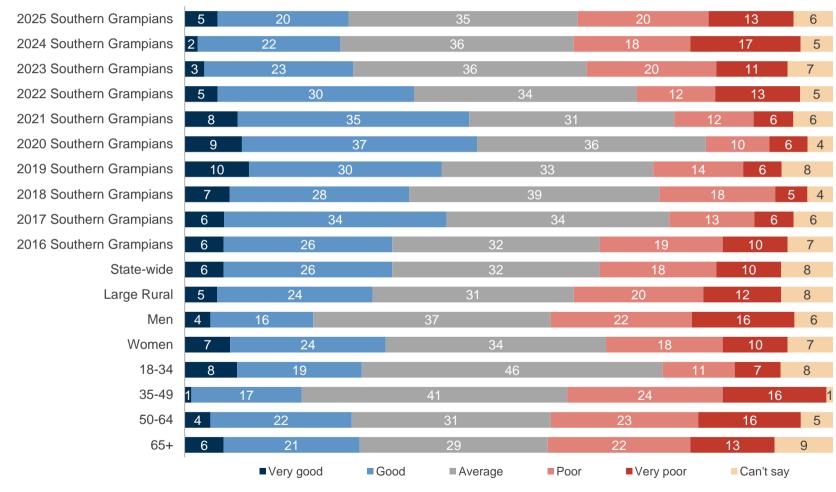


# **Community consultation and engagement performance**





### 2025 consultation and engagement performance (%)

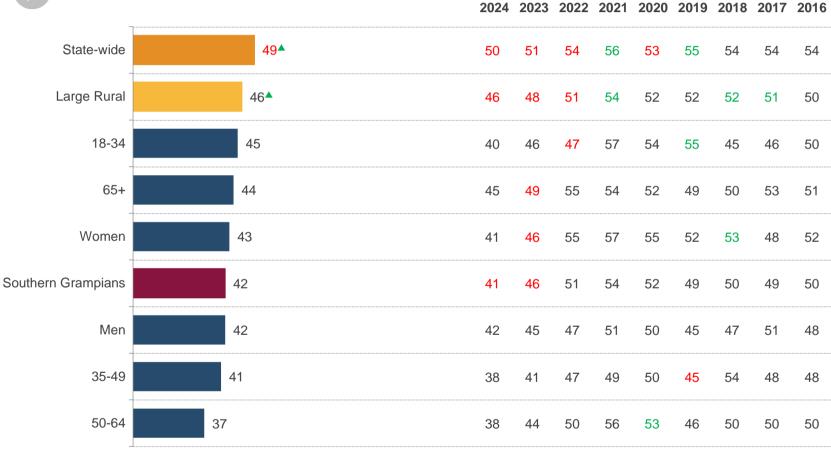


# **Decisions made in the interest of the community performance**





### 2025 community decisions made performance (index scores)

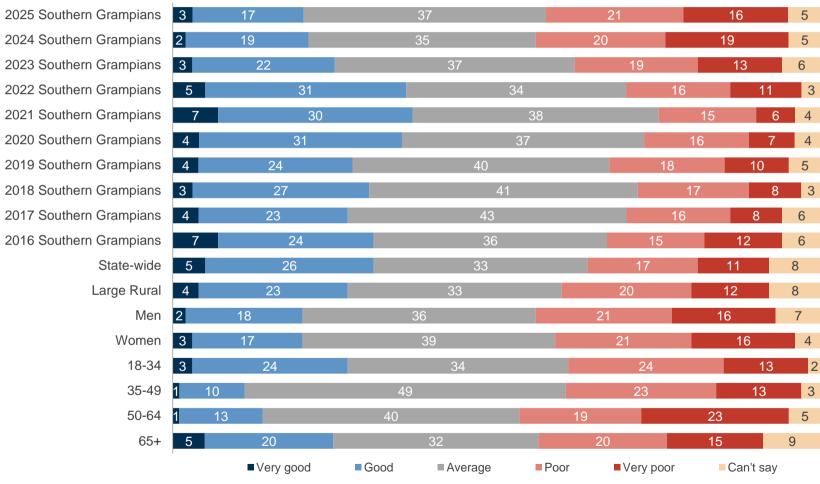


## Decisions made in the interest of the community performance





#### 2025 community decisions made performance (%)

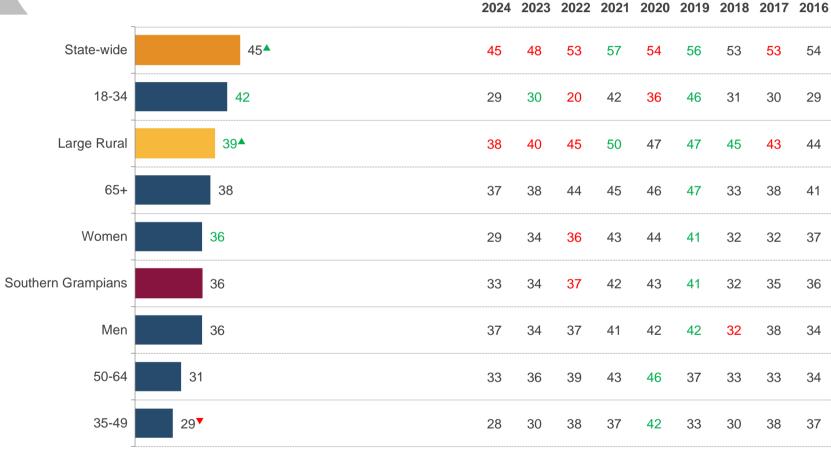


# The condition of sealed local roads in your area performance





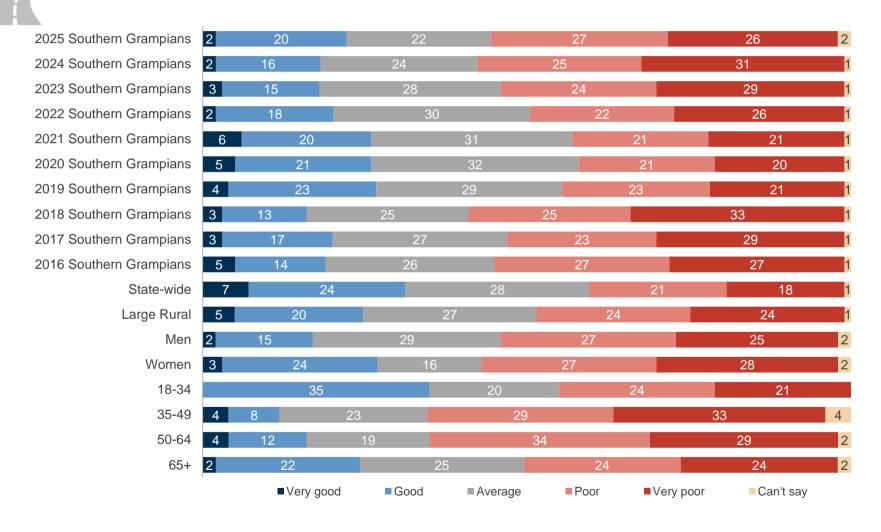
#### 2025 sealed local roads performance (index scores)



# The condition of sealed local roads in your area performance



#### 2025 sealed local roads performance (%)



### **Waste management performance**





#### 2025 waste management performance (index scores)

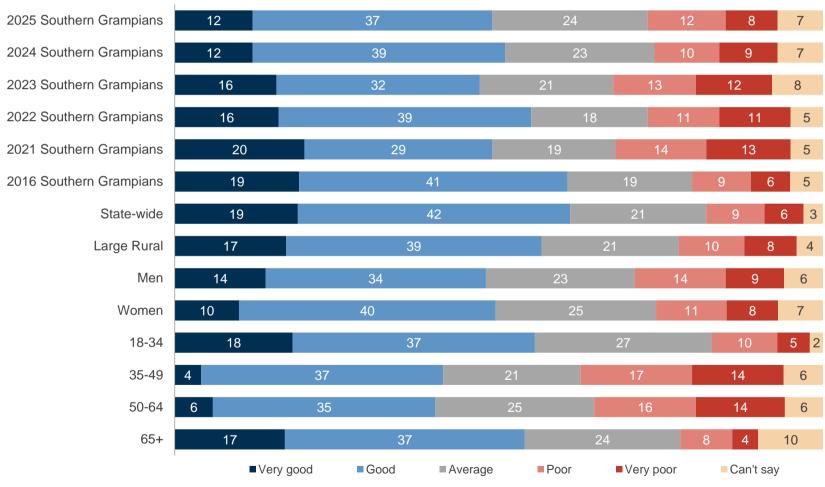


### **Waste management performance**





#### 2025 waste management performance (%)

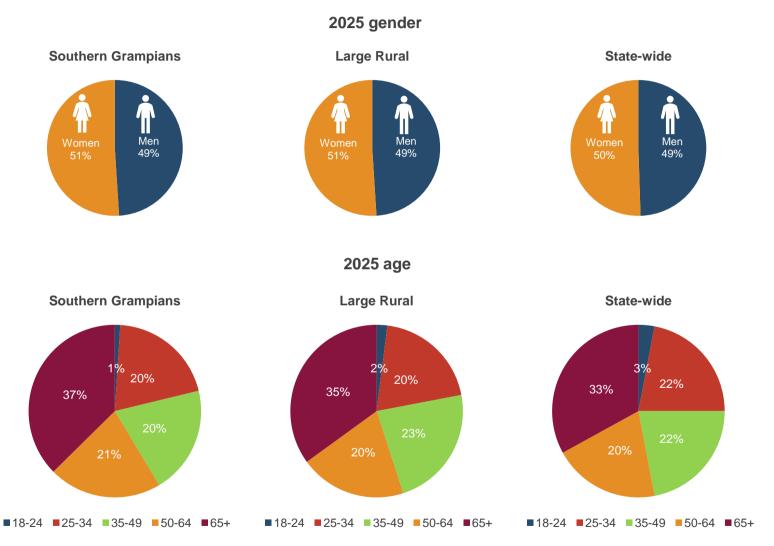




**Detailed demographics** 

### **Gender and age profile**





S3. How would you describe your gender? / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked State-wide: 56 Councils asked group: 18
An "Other" option has been included for gender, hence the results may not add to 100%.
Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.



## Appendix A: Index Scores



#### **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

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

# **Appendix A: Margins of error**



The sample size for the 2025 State-wide Local Government Community Satisfaction Survey for Southern Grampians Shire 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 +/-4.8% 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 45.2% - 54.8%.

Maximum margins of error are listed in the table below, based on a population of 13,100 people aged 18 years or over for Southern Grampians Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Southern Grampians Shire Council	400	400	+/-4.8
Men	219	195	+/-6.6
Women	179	204	+/-7.3
18-34 years	38	86	+/-16.1
35-49 years	56	82	+/-13.2
50-64 years	110	82	+/-9.3
65+ years	196	150	+/-7.0

# 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 2025 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 2025 results are compared with previous years, as detailed below:

- 2024, n=400 completed interviews, conducted in the period of 29<sup>th</sup> January – 18<sup>th</sup> March.
- 2023, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 19<sup>th</sup> March.
- 2022, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 24<sup>th</sup> March.
- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=400 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> 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 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Southern Grampians Shire 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 Southern Grampians Shire Council.

Survey sample matched to the demographic profile of Southern Grampians Shire Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 48% mobile phone numbers to cater to the diversity of residents within Southern Grampians Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Southern Grampians Shire Council. Survey fieldwork was conducted in the period of 28<sup>th</sup> January – 16<sup>th</sup> March, 2025.

# Appendix B: Analysis and reporting



All participating councils are listed in the State-wide report published on the DGS website. In 2025, 56 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 2012-2025 vary slightly.

**Council Groups** 

Southern Grampians Shire Council is classified as a Large Rural council according to the following classification list:

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

Councils participating in the Large Rural group are:

 Bass Coast, Baw Baw, Colac-Otway, Corangamite, East Gippsland, Glenelg, Golden Plains, Macedon Ranges, Mitchell, Moira, Moorabool, Mount Alexander, Moyne, South Gippsland, Southern Grampians, Surf Coast, Swan Hill and Wellington. Wherever appropriate, results for Southern Grampians Shire Council for this 2025 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Large Rural 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: 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 2025 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 2025 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 2025 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the State government is supplied with this State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed, which is available at:

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

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

# Appendix B: Glossary of terms



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

**CSS**: 2025 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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**John Scales** 

Founder jscales@jwsresearch.com

**Katrina Cox** 

Director of Client Services kcox@jwsresearch.com

Mark Zuker

Managing Director mzuker@jwsresearch.com

