



2024 Local Government Community Satisfaction Survey

Horsham Rural City Council

Coordinated by the Department of
Government Services on behalf of
Victorian councils



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Background and objectives

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

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

Now in its twenty-fifth year, this survey provides insight into the community's views on:

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

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

Serving Victoria for 25 years

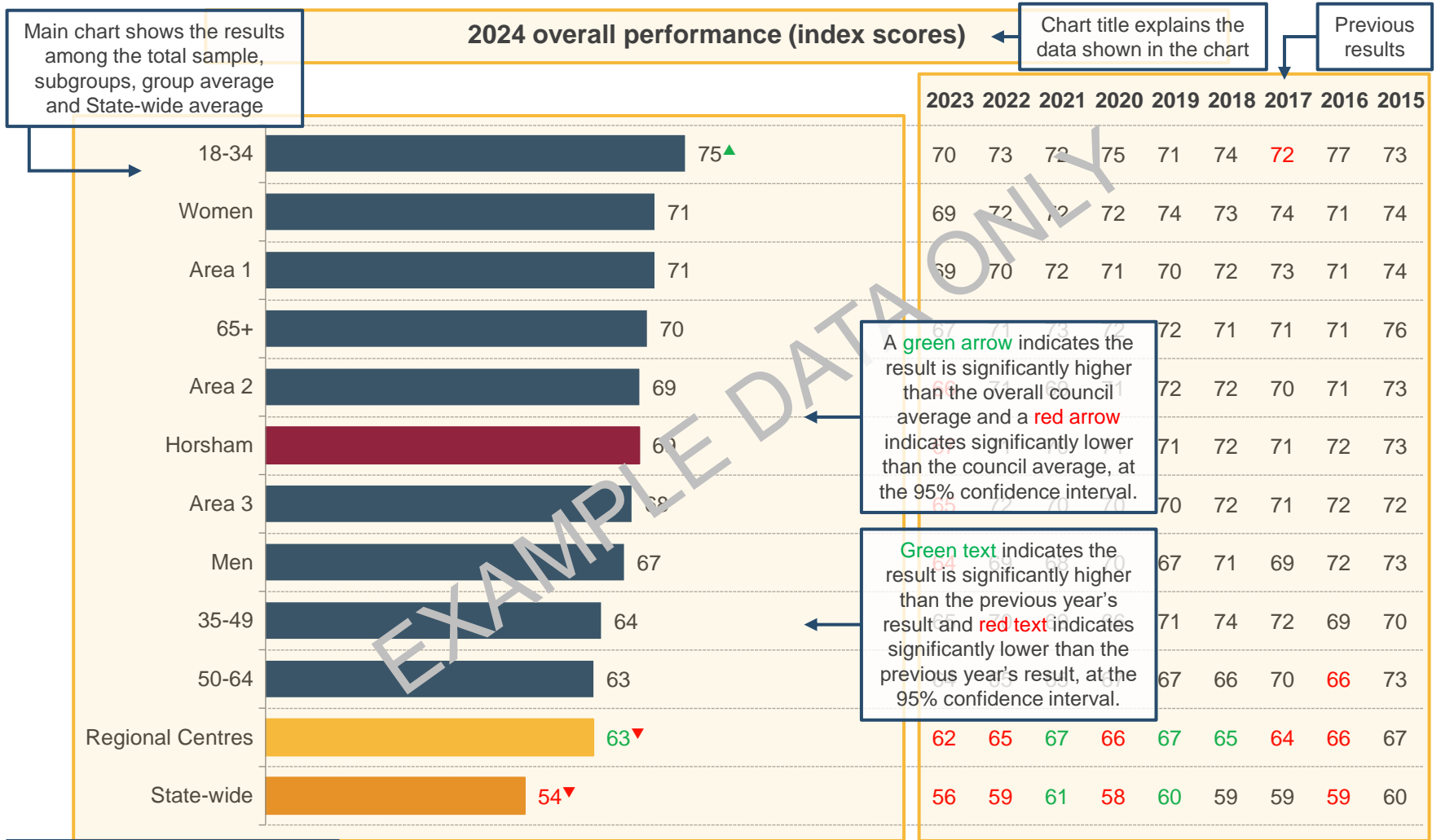
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 25 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide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

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

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



How to read index score charts in this report

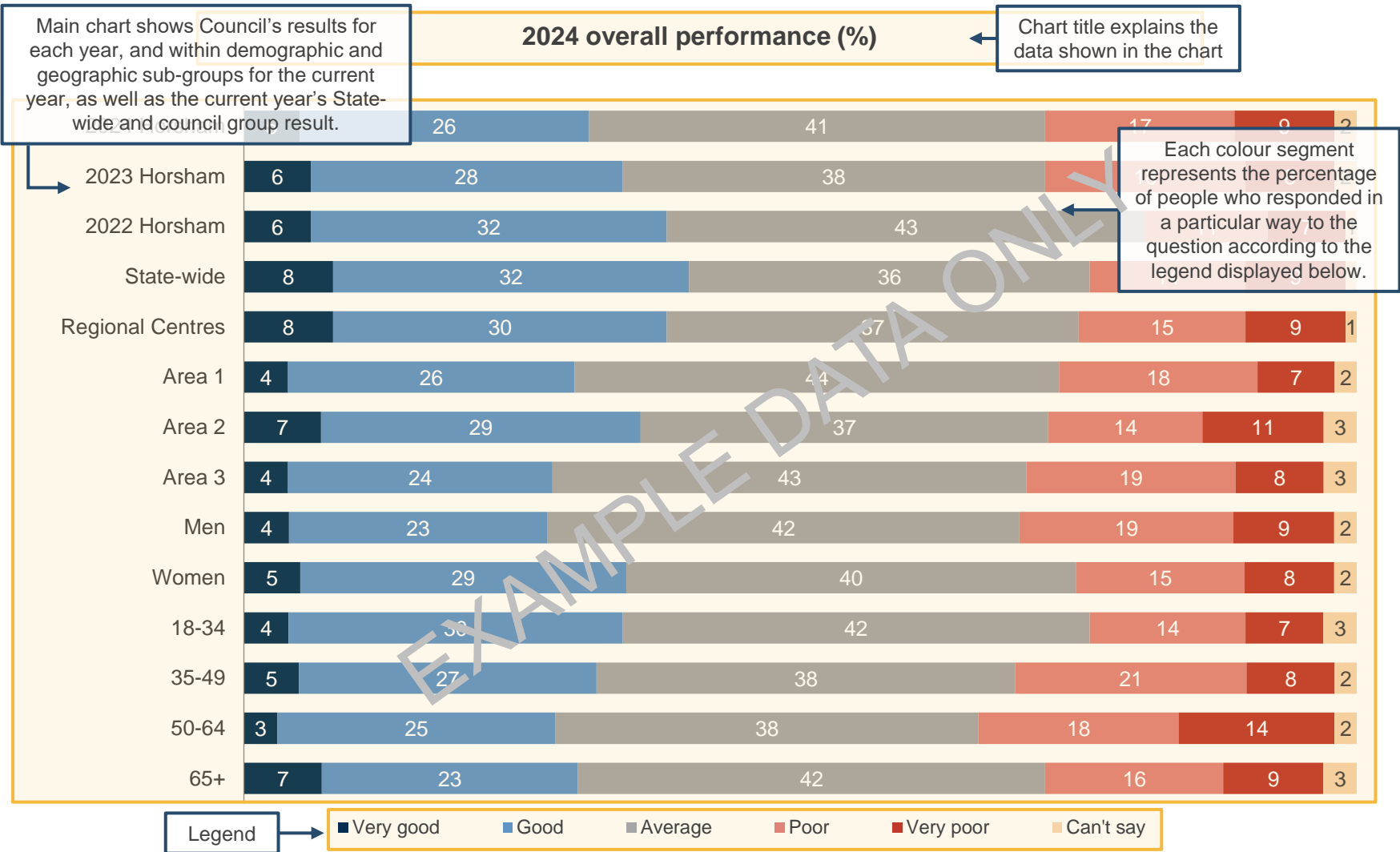


Question asked and base size(s)

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



How to read stacked bar charts in this report



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

A large, dark blue, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a glowing, intricate network pattern of white and light blue lines, resembling a neural network or a complex data structure. The background of the 'W' is a solid dark blue color.

Key findings and recommendations



Horsham Rural City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Horsham 43



Regional Centres 54



State-wide 54

Council performance compared to group average

Top performing areas		
	Waste management	▼ lower
	Consultation & engagement	▼ lower
Lowest performing areas		
	Unsealed roads	▼ lower
	Sealed local roads	▼ lower
	Customer service	▼ lower



Summary of core measures

Index scores

Overall Performance

Value for money

Community Consultation

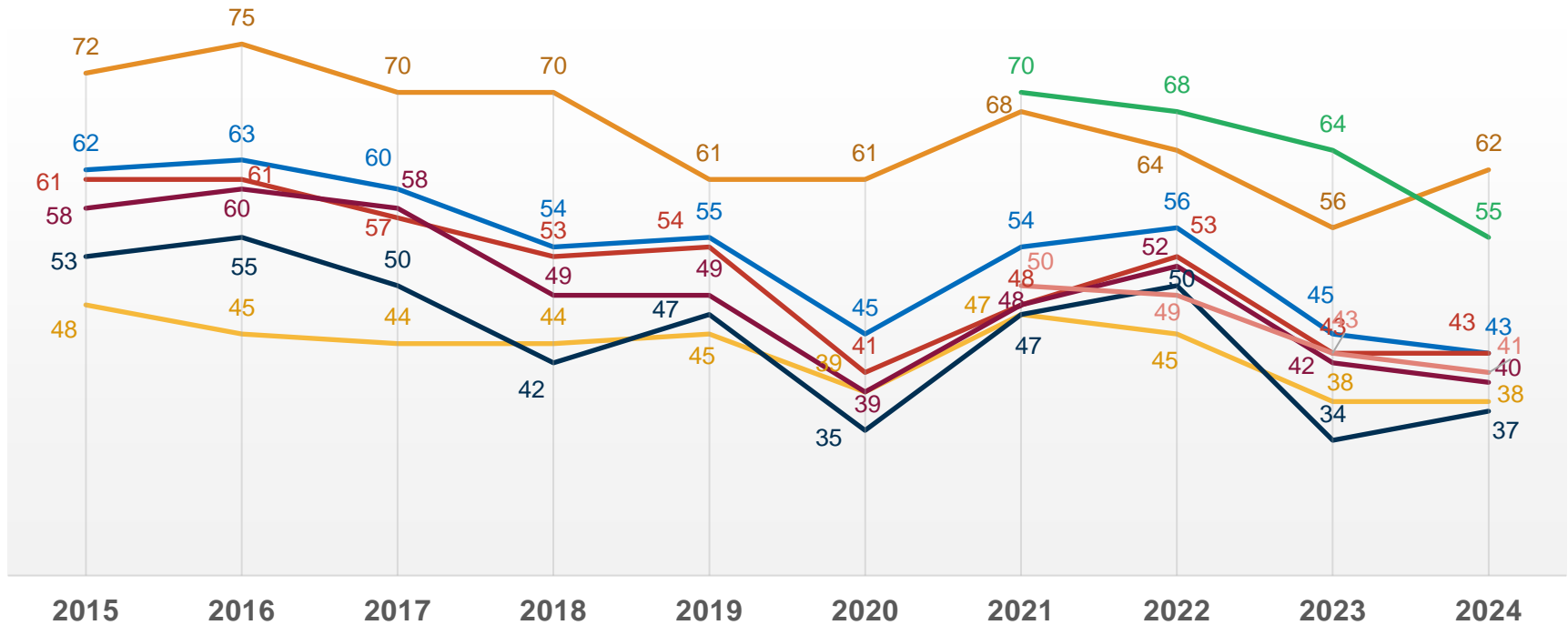
Making Community Decisions

Sealed Local Roads

Waste management

Customer Service

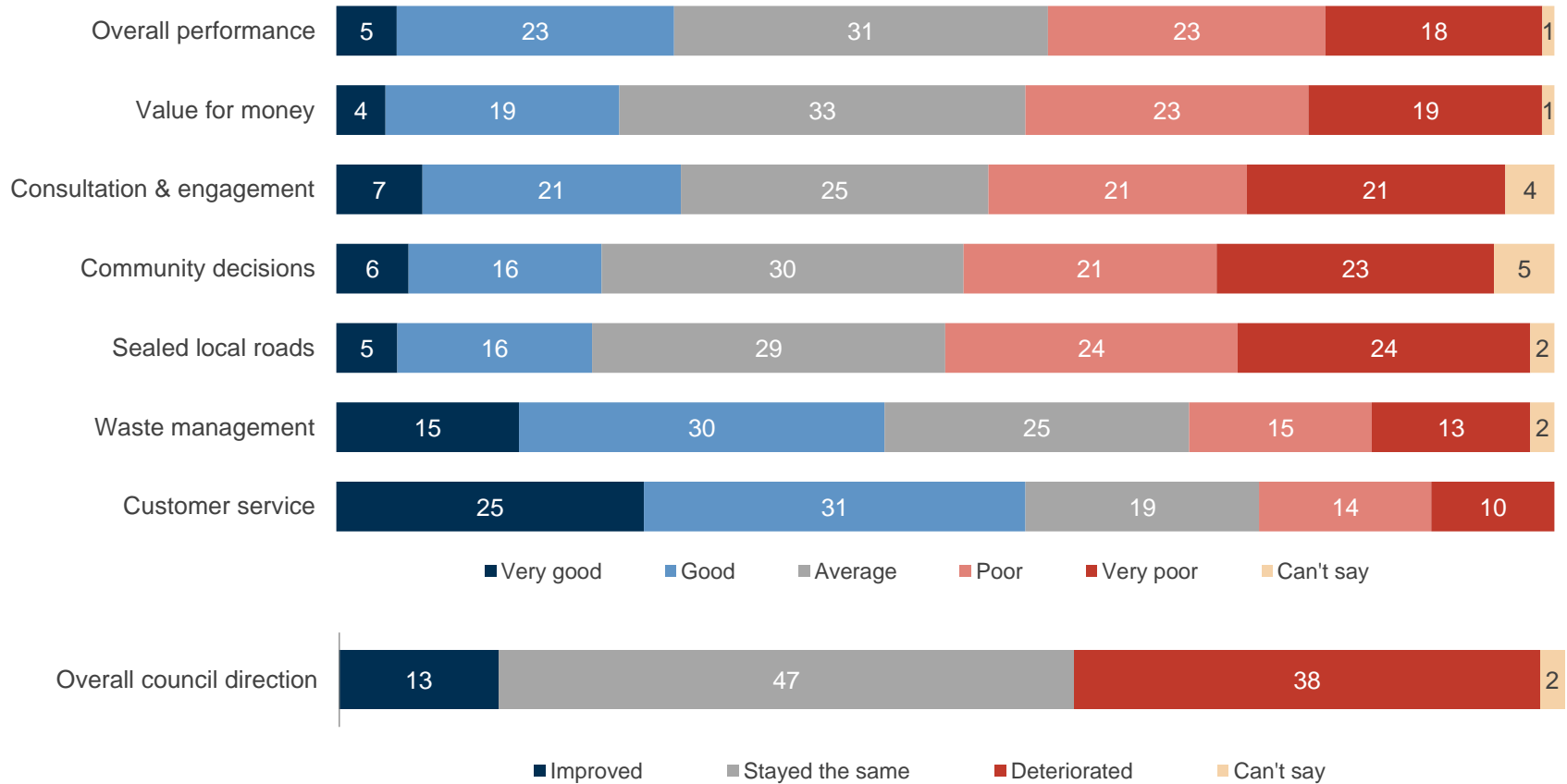
Overall Council Direction














Summary of core measures

Core measures summary results (%)





Summary of Horsham Rural City Council performance

Services		Horsham 2024	Horsham 2023	Regional Centres 2024	State-wide 2024	Highest score	Lowest Score
	Overall performance	43	45	54	54	18-34 years	Rural Area residents
	Value for money	41	43	48	48	18-34 years	35-49 years
	Overall council direction	37	34	45	45	18-34 years	Rural Area residents
	Customer service	62	56	68	67	18-34 years	Rural Area residents
	Waste management	55	64	66	67	18-34 years, 65+ years	Rural Area residents
	Consultation & engagement	43	43	49	51	18-34 years	Rural Area residents
	Community decisions	40	42	48	50	18-34 years	Rural Area residents
	Sealed local roads	38	38	46	45	65+ years, Horsham Area residents	Rural Area residents
	Unsealed roads	33	-	40	36	Horsham Area residents	Rural Area residents



Focus areas for the next 12 months

Overview

Council continues to see some slippage in results, but not nearly to the same extent as in 2023. Perceptions of Council's overall performance stabilised, declining by a slight two index points in the past year after experiencing a much more precipitous decline in 2023. Waning overall performance reflects a pattern of decline across the Regional Centres group and State-wide. Performance in three of five service areas also stabilised, excepting a significant decline in the area of waste management.

Focus areas

Council succeeded in stemming further declines in most areas (with the exception of waste management) this past year. Nonetheless, the condition of sealed and unsealed roads warrant extra attention in the coming 12 months, with performance in the area of sealed local roads specifically remaining at their lowest level recorded. Residents of the Rural Area rate Council performance lowest across service areas, including road conditions, and attention should be paid to this region in particular over the coming year.

Comparison to state and area grouping

Council performs significantly lower than the Regional Centres group and State-wide averages on almost all service areas evaluated, the exception being unsealed roads where Council performs in-line with the State-wide average but significantly below the Regional Centres group average.

A need to rebuild higher performing areas

While Council performs best in the areas of waste management and its provision of customer service, ratings in both areas are lower than previously achieved higher levels. Council should work to strengthen service provision in both areas given its track record of stronger performance. Perceptions of waste management are significantly lower than average in the Rural Area, suggesting a need to focus attention for improvements in this location as the first priority.

DETAILED FINDINGS



Overall performance



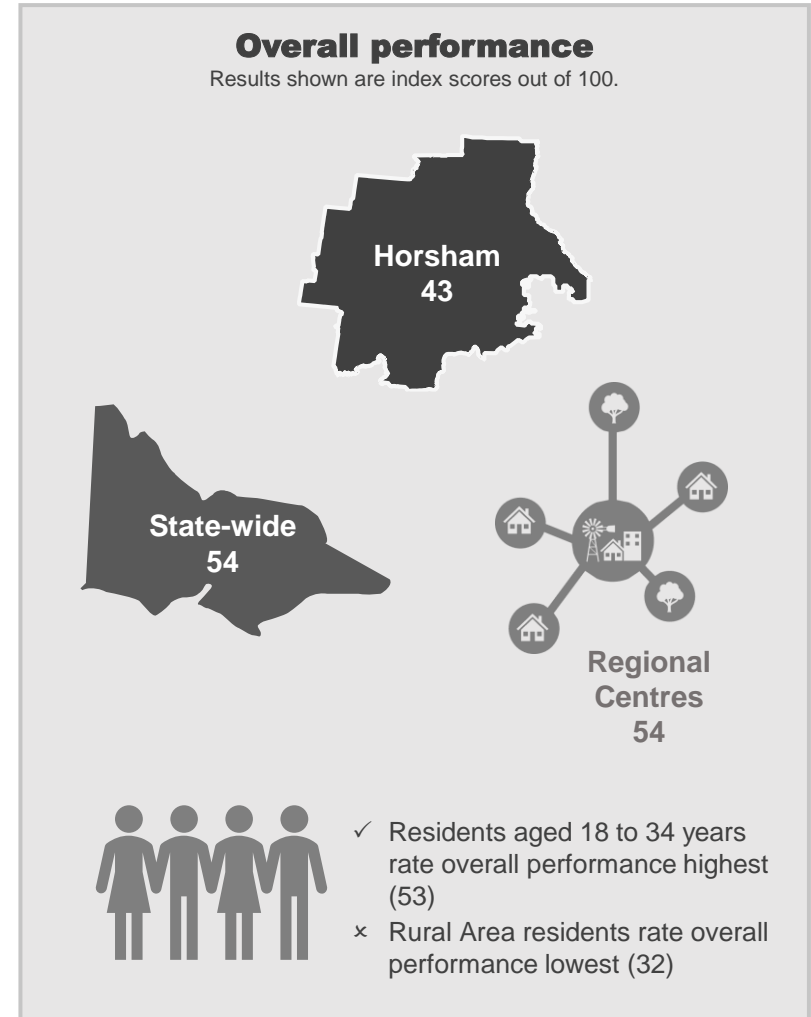
Overall performance

The overall performance index score of 43 for Horsham Rural City Council is a slight (not significant) two index points lower than the 2023 result. Council's overall performance rating stabilised after experiencing a significant 11 point decline in 2023. Declines follow significant growth and then stability in perceptions of overall performance in the few years prior.

Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than both the Regional Centres group and State-wide averages (both with an index score of 54).

- Residents of the Rural Area (index score of 32, down a significant eight index points) rate overall performance significantly lower than the average. Residents of the Horsham Area rate overall performance 15 index points higher than their Rural counterparts.
- Perceptions of overall performance also declined significantly among residents aged 35 to 49 years (index score of 37, down nine points). Ratings stabilised from 2023 among all other sub-groups.

One in four residents (23%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good'. In comparison, 42% rate Council as 'very poor' or 'poor'.





Overall performance

2024 overall performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
State-wide	54▲	56	59	61	58	60	59	59	59	60
Regional Centres	54▲	56	59	60	56	58	58	57	n/a	n/a
Other	53*▲	51	50	48	51	52	54	52	62	53
18-34	50▲	48	50	63	48	57	58	66	62	63
Horsham Area	47	46	58	56	46	58	55	61	65	64
Women	44	47	58	57	50	60	57	63	64	64
65+	44	45	60	50	46	58	57	61	64	65
Horsham	43	45	56	54	45	55	54	60	63	62
Men	42	43	53	50	40	49	51	56	62	59
50-64	40	36	54	48	45	50	48	58	64	60
35-49	37	46	58	52	42	53	53	53	61	57
Rural Area	32▼	40	49	47	41	46	52	56	56	56

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

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

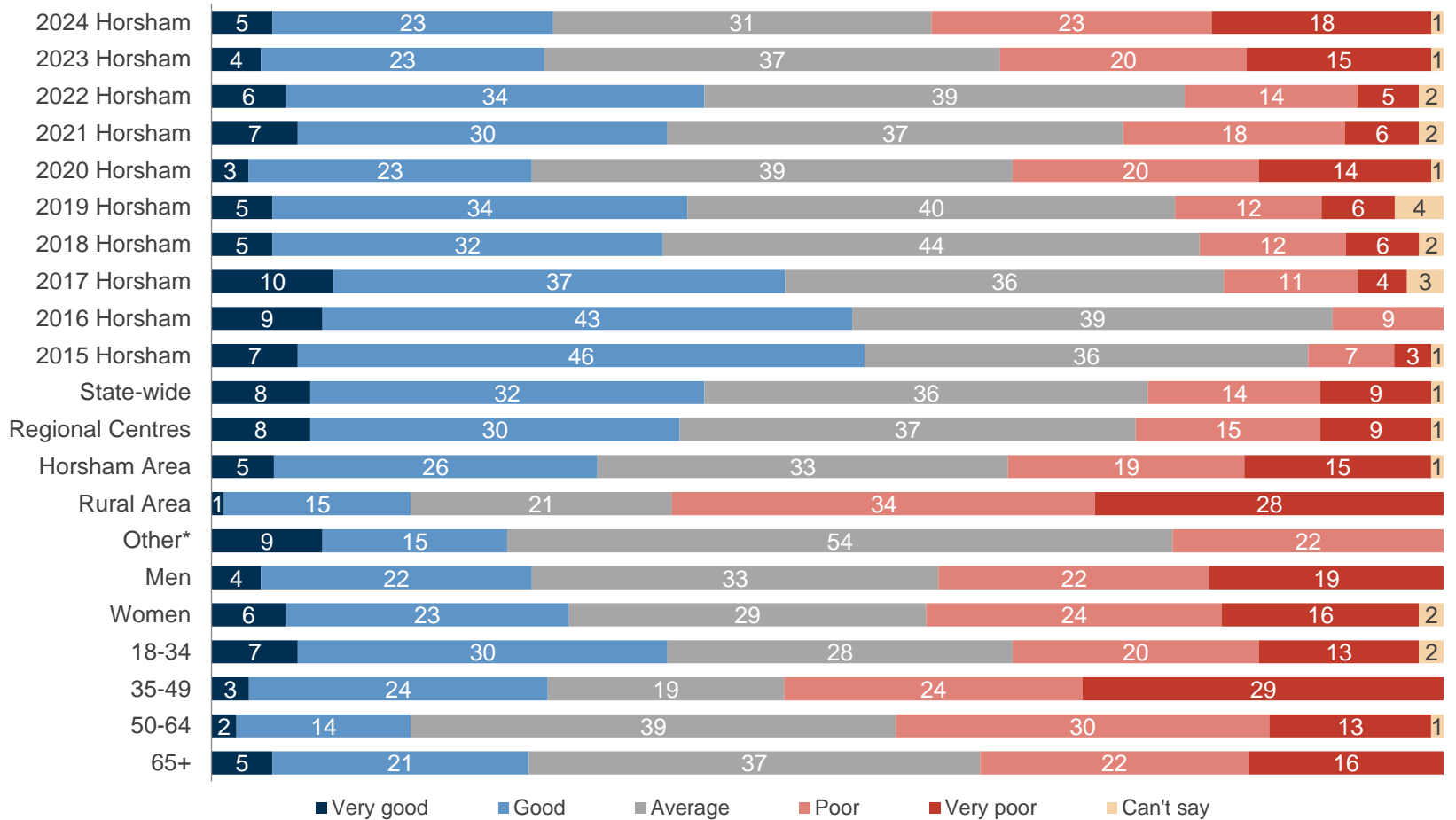
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Overall performance

2024 overall performance (%)



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

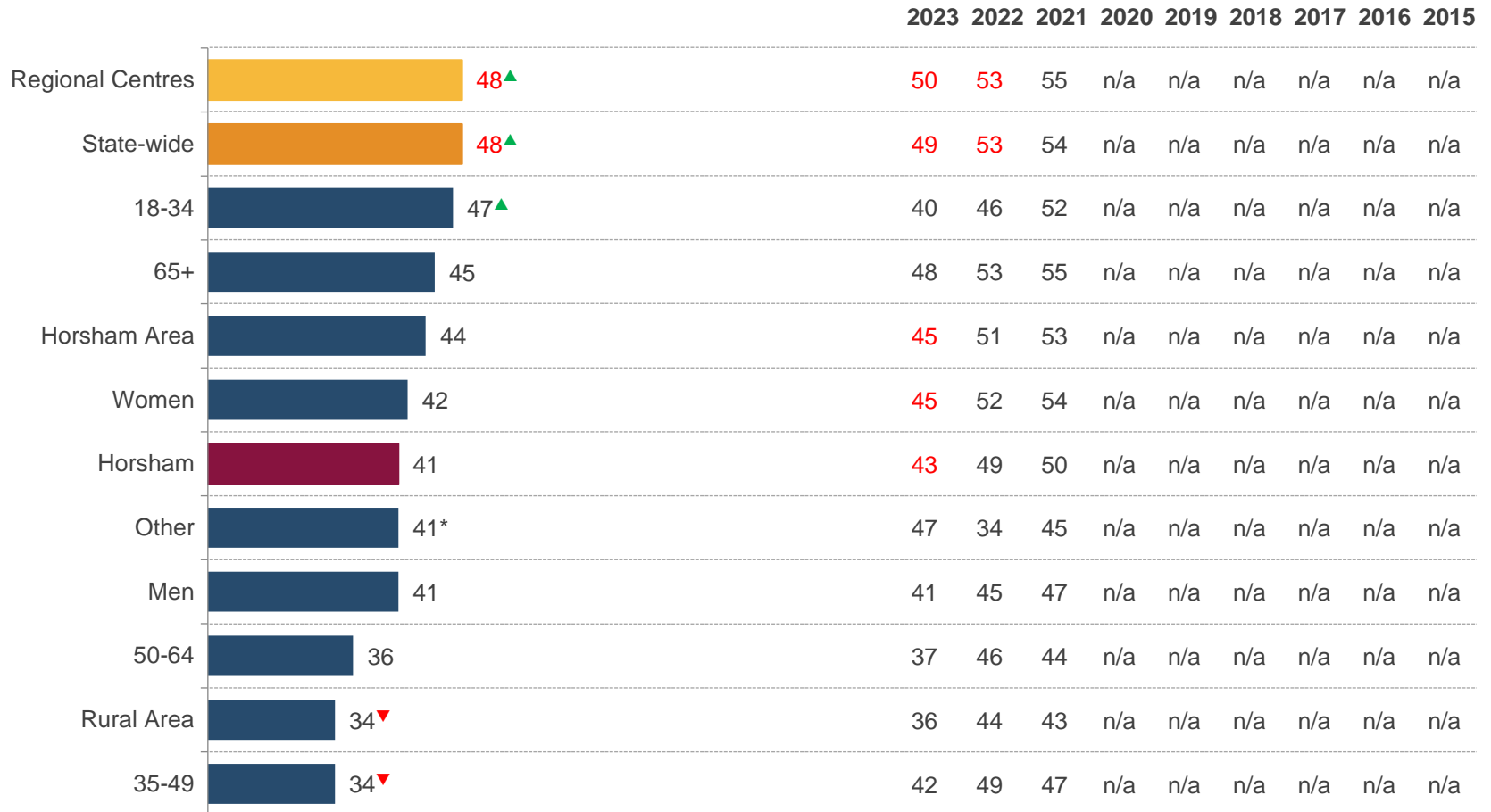
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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Value for money in services and infrastructure

2024 value for money (index scores)



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

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

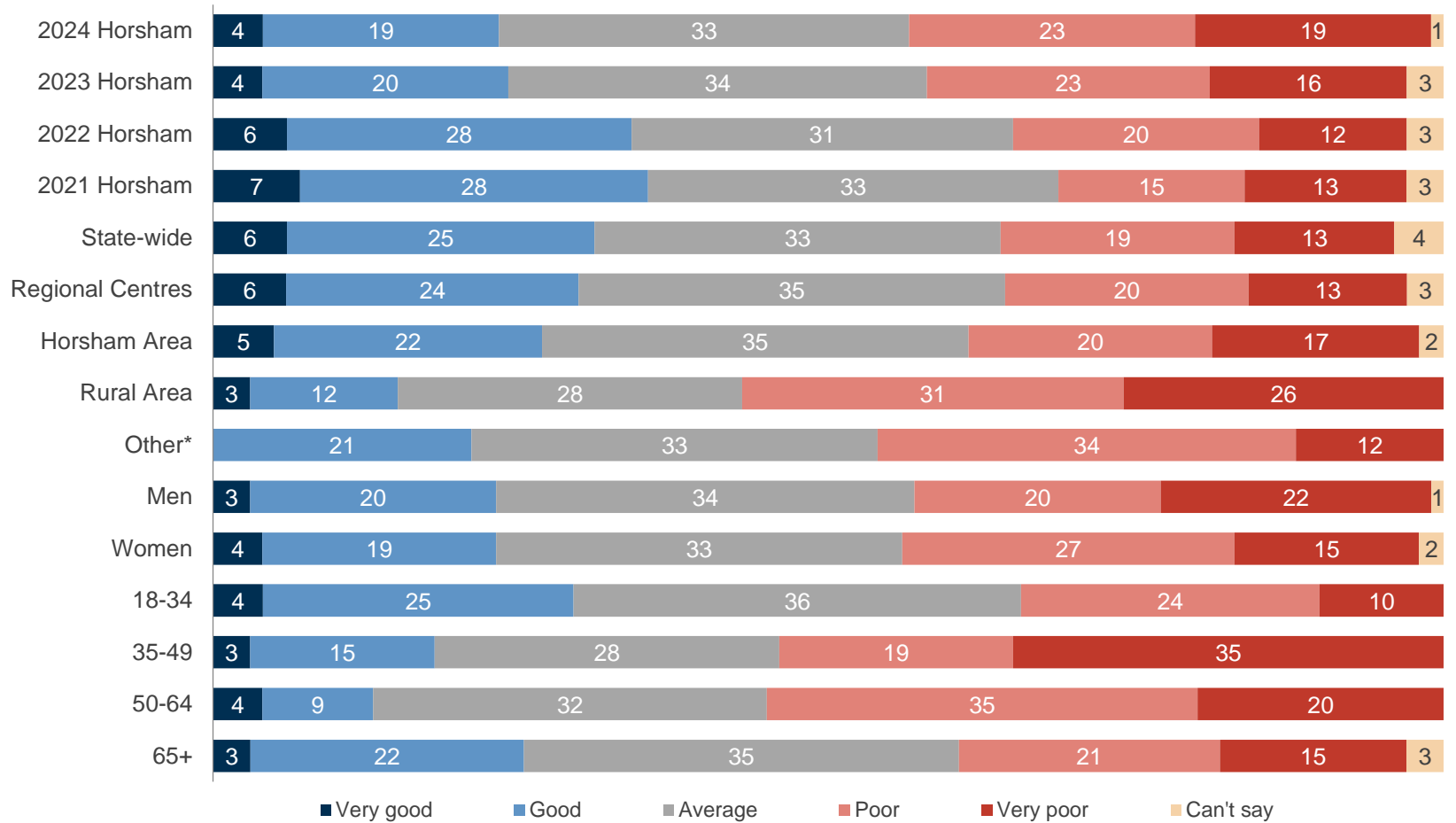
Note: Please see Appendix A for explanation of significant differences.

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Value for money in services and infrastructure

2024 value for money (%)



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

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

*Caution: small sample size < n=30



Top performing service areas

Horsham Rural City Council performs best in the service area of waste management (index score of 55), though ratings declined significantly in this area from 2023 (index score of 64). Ratings for waste management have declined by a total of 15 index points since 2021 (from an index score of 70), with most of the deterioration occurring in the past two years.

Council performs significantly lower than the Regional Centres group and State-wide averages on this service area (index scores of 66 and 67 respectively).

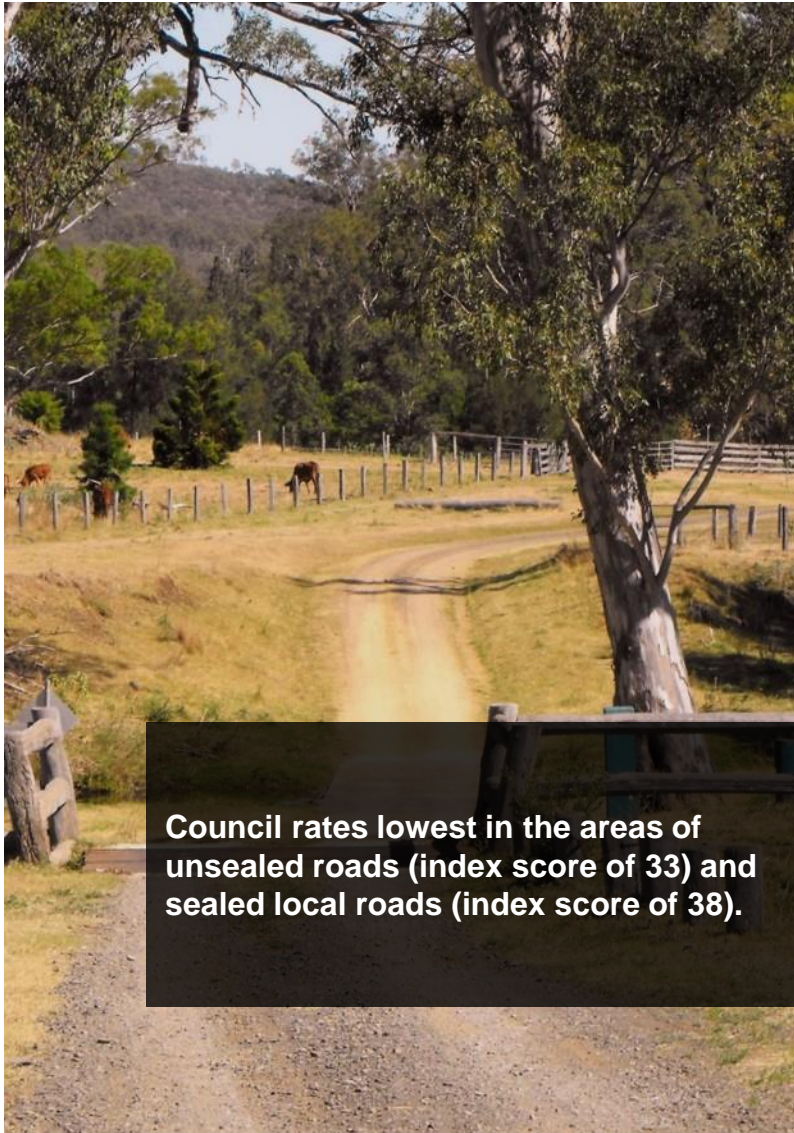
- All groups declined significantly in their impressions of waste management with the exception of residents aged 18 to 34 years.
- Council should look to restore positive service perceptions among Rural Area residents and those aged 35 to 64 years – it is among these cohorts where perceptions have declined most since last year and are the cohorts most critical of Council's performance in this service area.
- While caution should be exercised due to a small sample size, it is worth noting that residents of the 'Other' area continue to provide significantly higher than average ratings for waste management.



Waste management (index score of 55) is the area where Council performs best in 2024.



Low performing service areas



Council rates lowest in the areas of unsealed roads (index score of 33) and sealed local roads (index score of 38).

Council continues to rate lowest for perceptions of the condition of sealed local roads (index score of 38), in addition to unsealed roads (index score of 33). Council's rating for the condition of sealed local roads is consistent with its 2023 rating, after having declined significantly in 2023 – meaning further decline has been stemmed. There are no prior ratings for the maintenance of unsealed roads, which was added as a survey measure this year.

Council rates significantly lower than the Regional Centres group in each of these service areas.

On both service areas, Rural Area residents rate Council significantly lower than the average providing a rating of 30 index points for sealed roads and 24 points for the maintenance of unsealed roads.

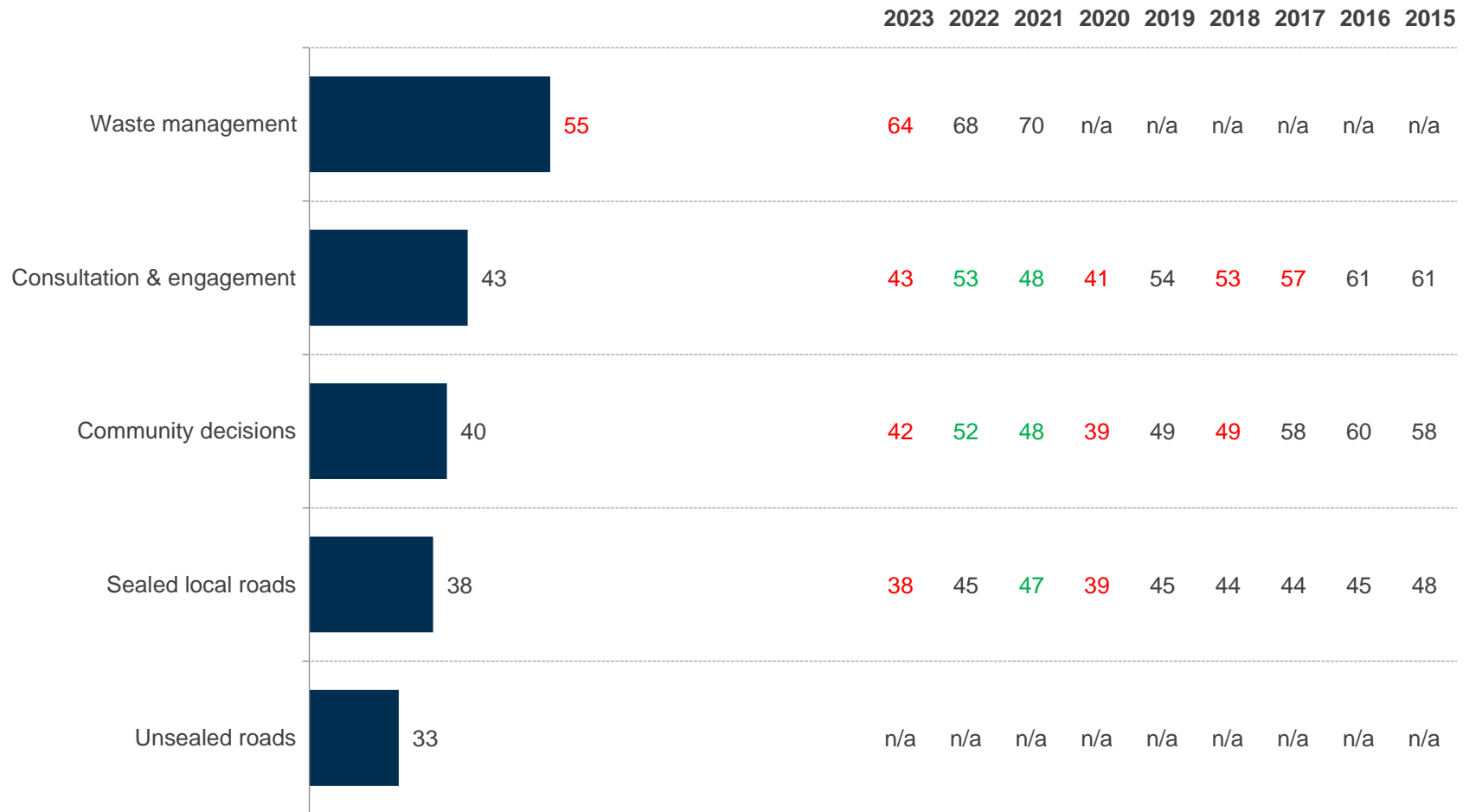
- Indeed, Rural Area residents rate Council lower than all other demographic and geographic groups on almost all measures evaluated.

In terms of things Council most needs to do to improve its performance, the top mentioned areas include community consultation (28%), sealed road maintenance (16%) and financial management (13%).



Individual service area performance

2024 individual service area performance (index scores)

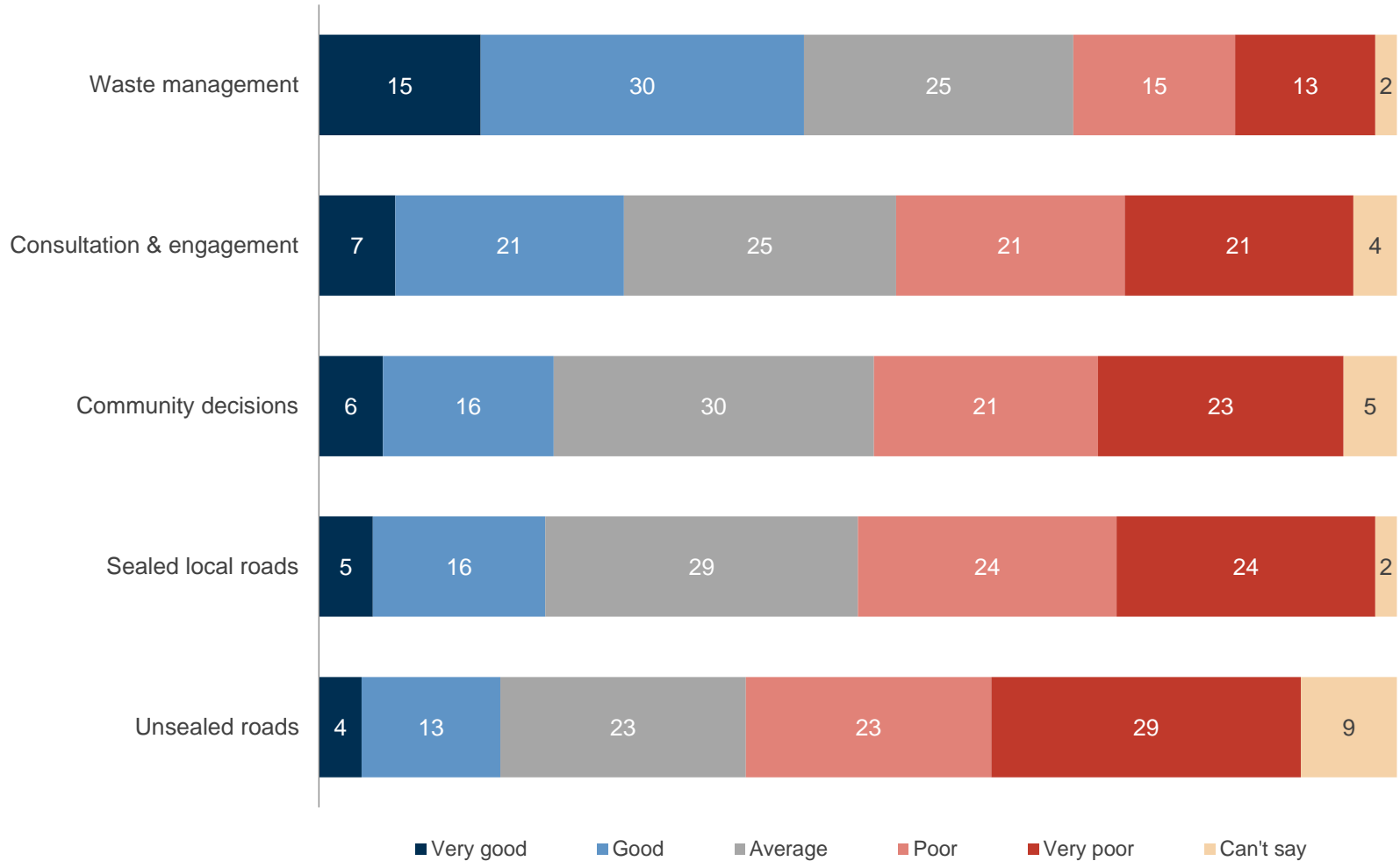


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



Individual service area performance

2024 individual service area performance (%)

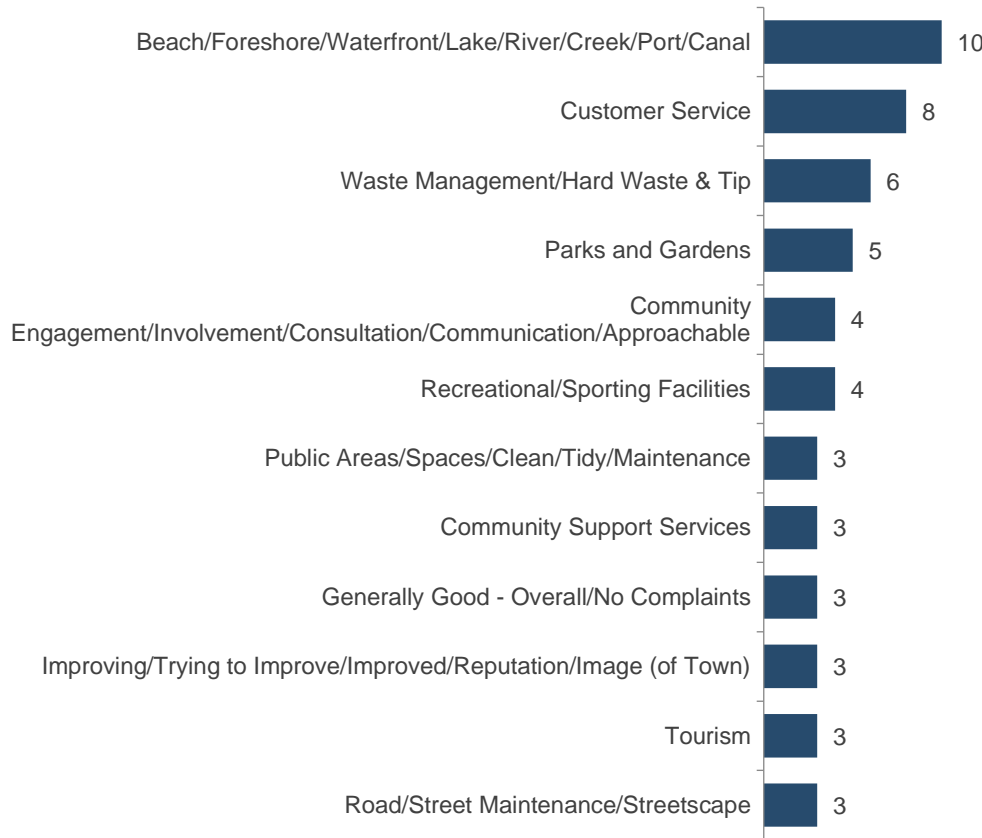


Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9



Best things about Council and areas for improvement

2024 best things about Council (%)
- Top mentions only -



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



Q16. Please tell me what is the ONE BEST thing about Horsham Rural City Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 4

Q17. What does Horsham Rural City Council MOST need to do to improve its performance?

Base: All respondents. Councils asked State-wide: 49 Councils asked group: 8

A verbatim listing of responses to these questions can be found in the accompanying dashboard.



Customer service



Contact with council and customer service

Contact with council

Fewer than three in five Council residents (58%) had contact with Council in the previous 12 months. Rate of contact has been relatively stable over time.

Rural Area residents (64%) and residents aged 35 to 64 years (68% among residents aged 35 to 49 years and 65% among residents aged 50 to 64 years) had higher rates of contact with Council than other groups, though rates are not significantly different from the average.



Among those residents who had contact with Council, 56% provide a positive customer service rating of 'very good' or 'good', including 25% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 62 is significantly higher than in 2023, having increased by six index points in the past year. Impressions of customer service interactions rebounded after experiencing a significant decline in 2023. This is a positive result for Council. Nonetheless, Council has achieved higher ratings in this area in years past, including a peak index score of 75 in 2016.

Customer service is rated significantly lower than the State-wide and Regional Centres group averages (index scores of 67 and 68 respectively).

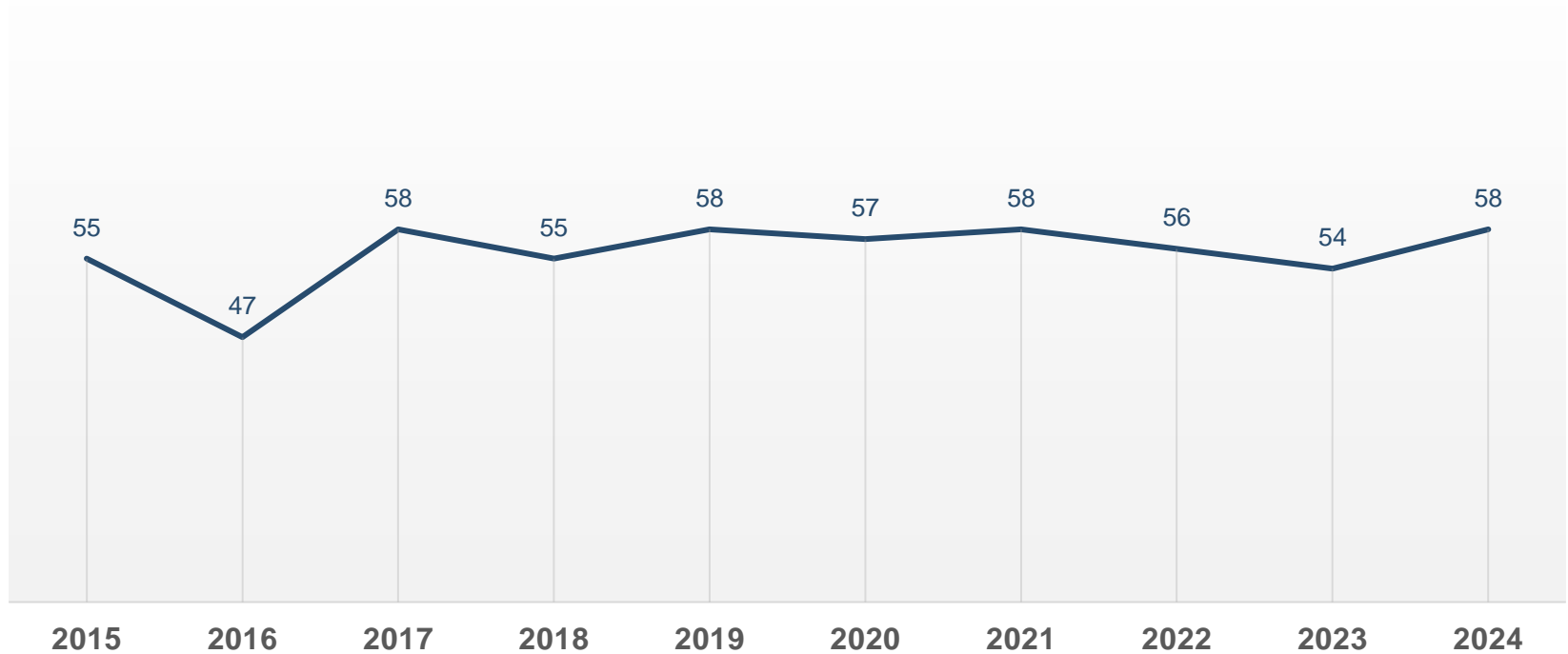
More than half of residents who had contact with Council (56%) provide a positive customer service rating of 'very good' or 'good'.

- Perceptions of customer service are lowest in the Rural Area and among residents aged 35 to 49 years – noting these are the groups with higher rates of contact.



Contact with council

2024 contact with council (%)
Have had contact



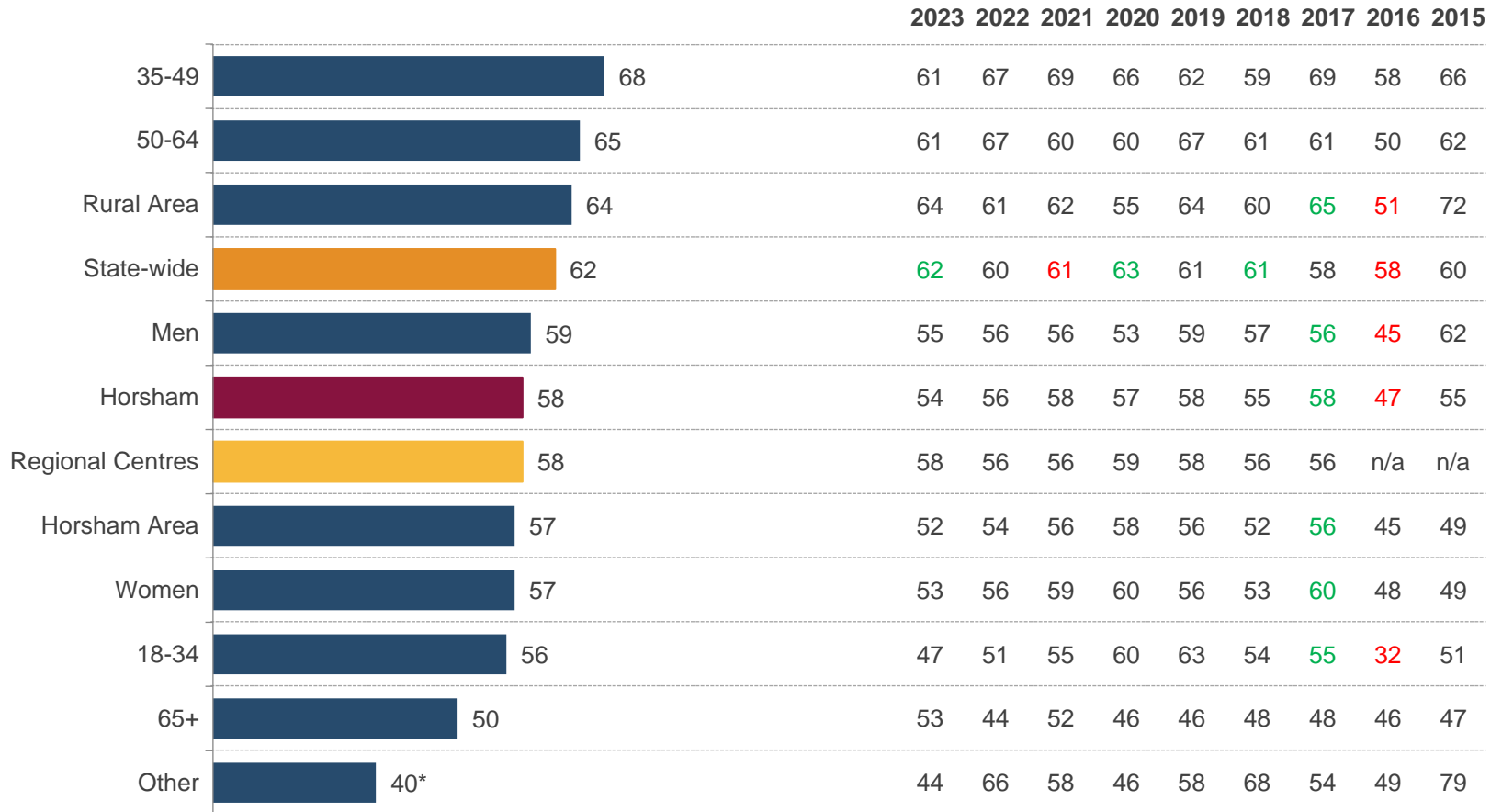
Q5. Over the last 12 months, have you or any member of your household had any contact with Horsham Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents. Councils asked State-wide: 36 Councils asked group: 5



Contact with council

2024 contact with council (%)



Q5. Over the last 12 months, have you or any member of your household had any contact with Horsham Rural City 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: 36 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating

2024 customer service rating (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
Other	77*	60	53	60	79	63	73	81	73	59
18-34	69	54	65	72	59	57	78	76	75	69
Regional Centres	68▲	68	69	71	70	72	72	72	n/a	n/a
State-wide	67▲	67	68	70	70	71	70	69	69	70
Women	66	58	66	76	63	65	72	76	78	74
Horsham Area	64	55	66	71	61	64	70	71	78	74
65+	64	55	65	67	63	64	67	73	76	80
Horsham	62	56	64	68	61	61	70	70	75	72
50-64	58	60	59	68	59	65	66	67	73	67
Men	57	54	62	58	59	57	67	64	72	71
35-49	54	58	66	65	63	60	67	67	75	71
Rural Area	54	58	61	60	59	52	67	66	67	72

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

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

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

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

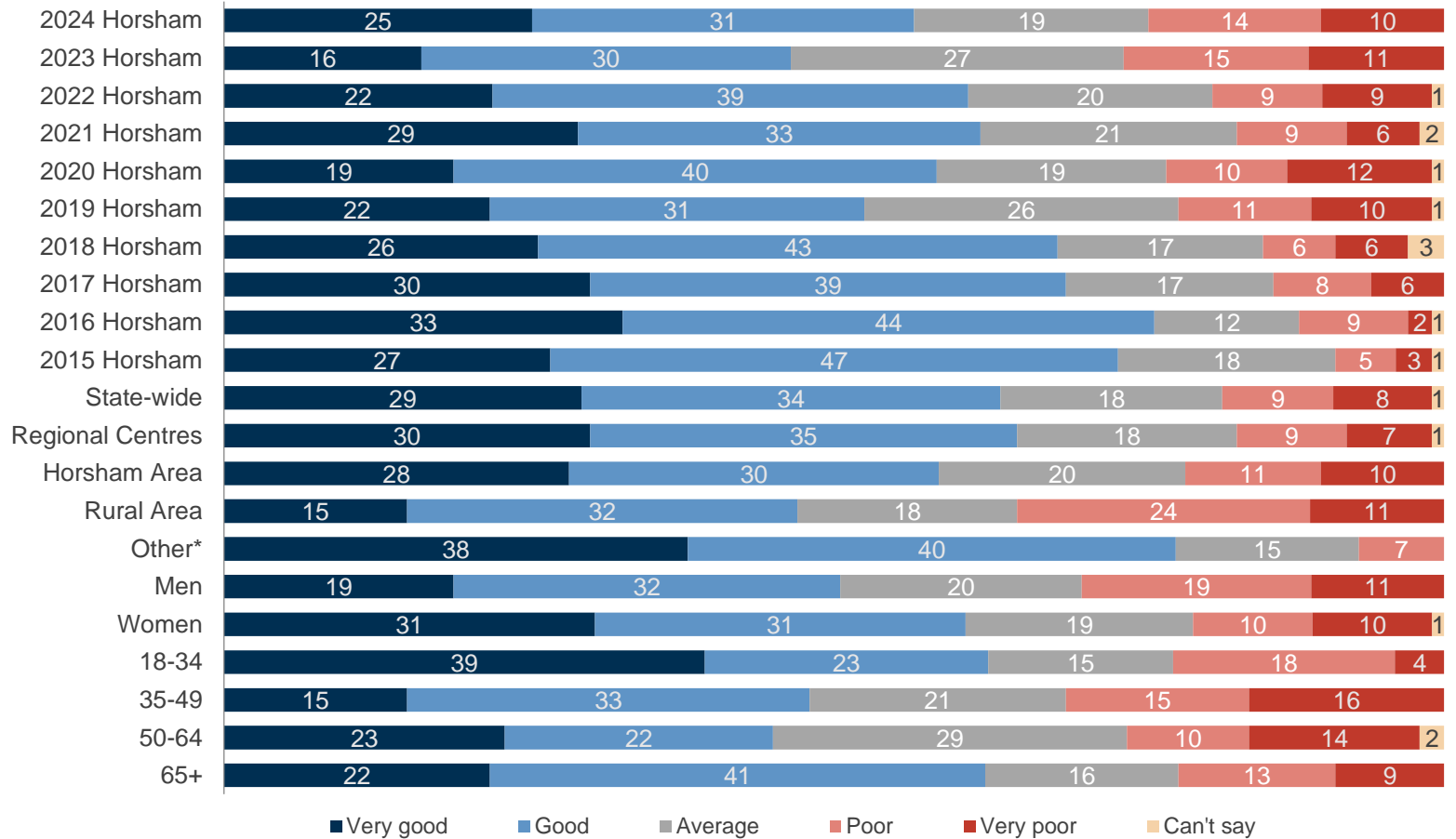
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating

2024 customer service rating (%)



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

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

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

*Caution: small sample size < n=30



Communication

Communication

Residents prefer to learn about Council news and information and upcoming events from a Council newsletter sent via email (27%) or mail (21%). Advertising in a local newspaper (16%) and social media updates (14%) comprise the next most popular forms of communication.

Preferences differ markedly by generation.

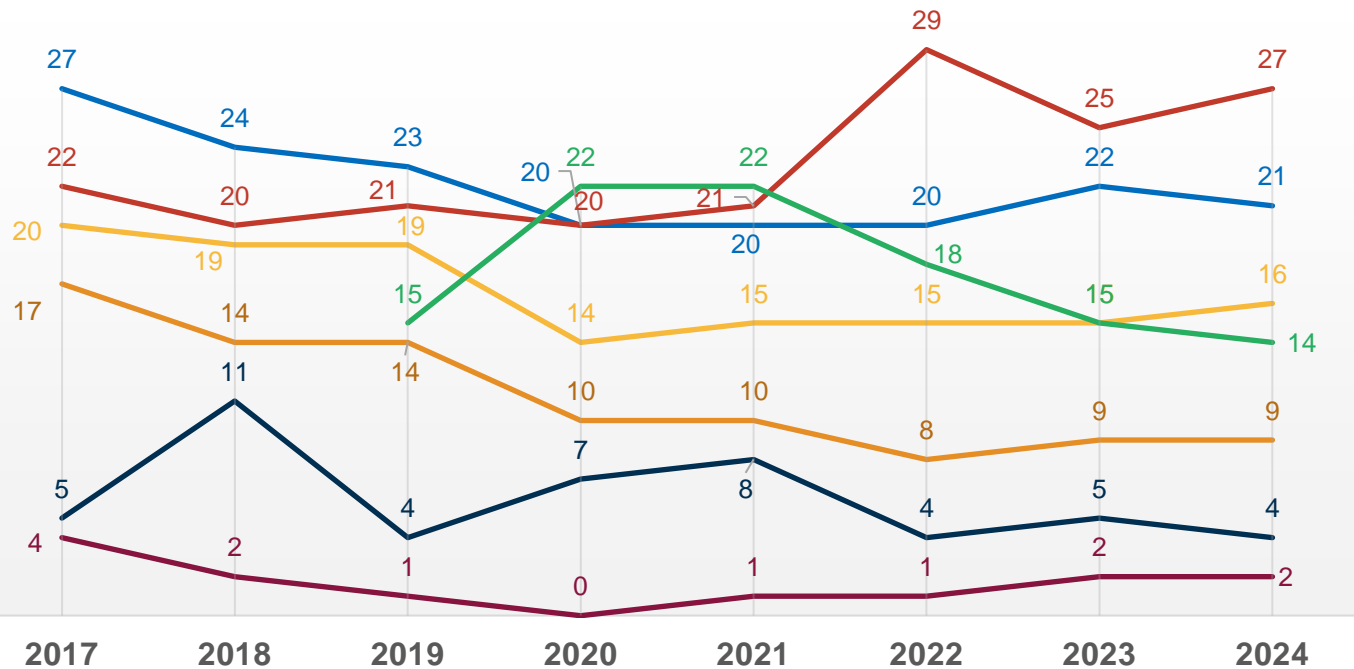
- Residents under 50 years of age (21%) are three times as likely to prefer social media updates as residents aged 50 years and over (7%).
- A Council newsletter sent via email (28%) and social media (21%) comprise the preferred forms of communication among residents under 50 years of age. Social media preferences have waned over the years even among this age group, falling from a high of 40% in 2021.
- Among residents aged 50 years and over, Council newsletters sent via email (26%) or mail (23%), as well as advertising in a local newspaper (20%) are the preferred methods of communication.





Best form of communication

2024 best form of communication (%)

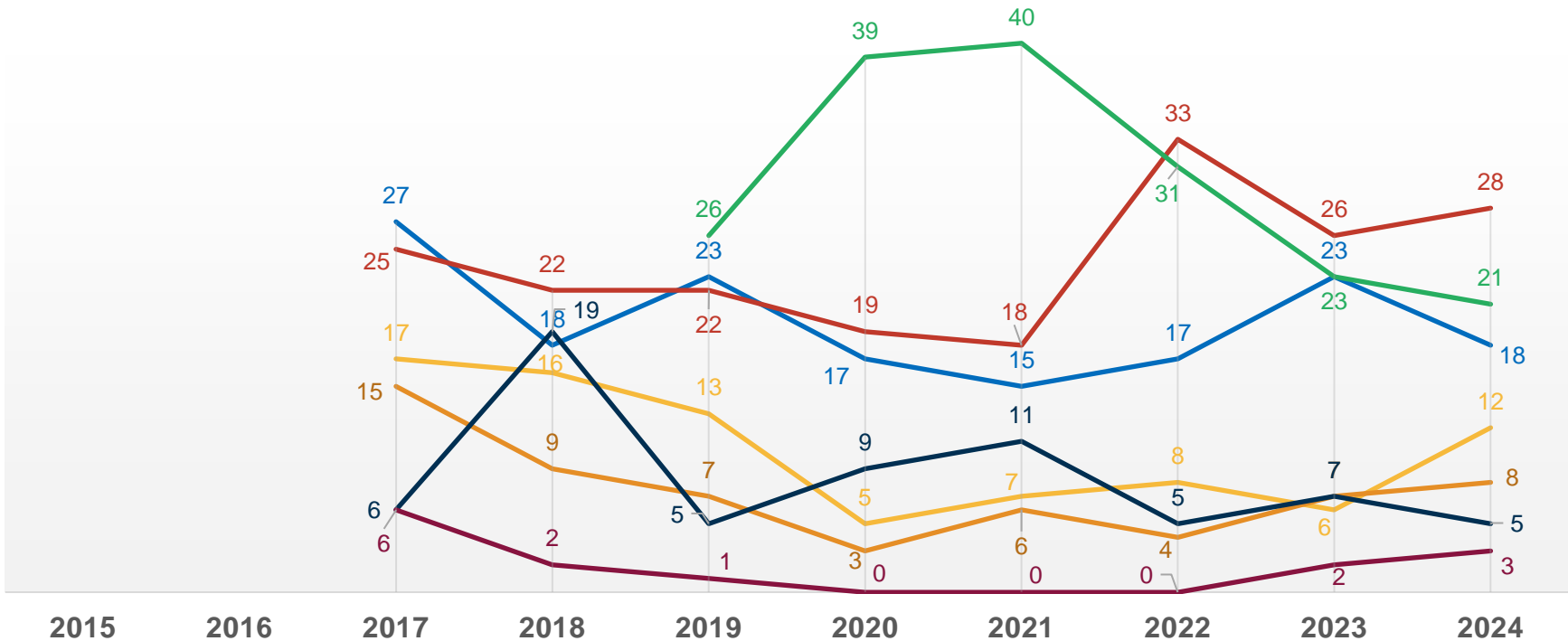


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 6
 Note: 'Social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



Best form of communication: under 50s

2024 under 50s best form of communication (%)

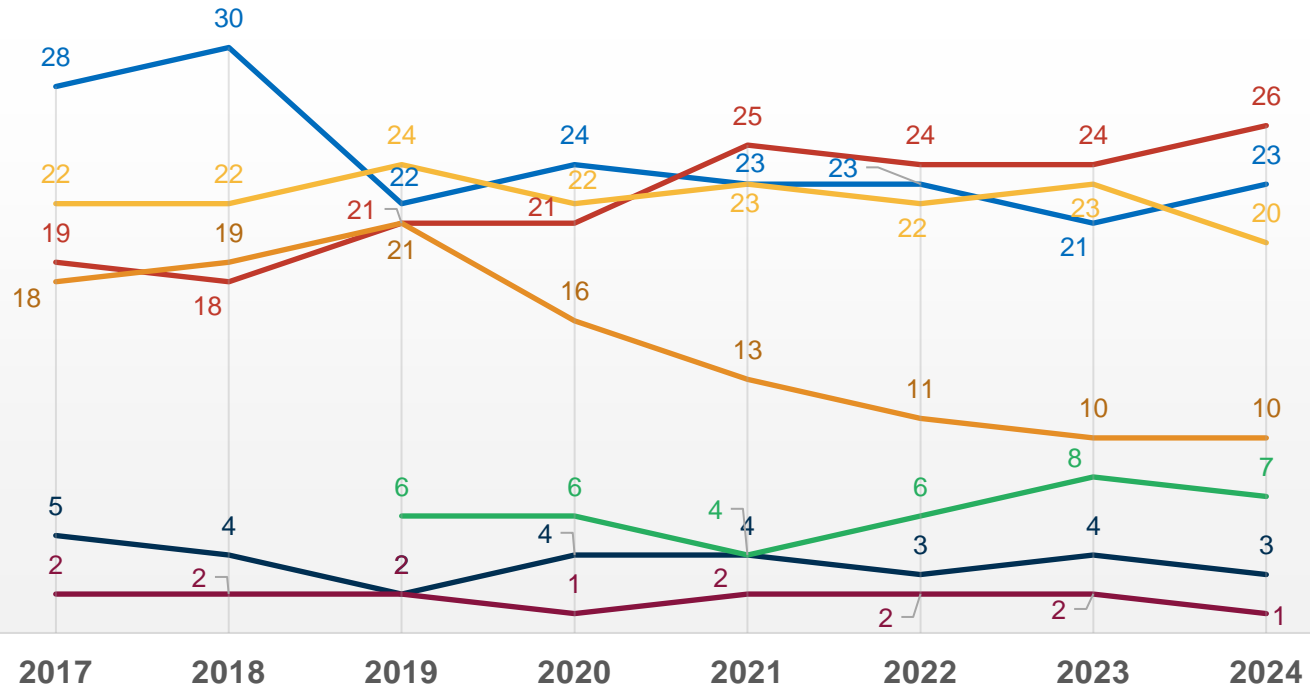


Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged under 50. Councils asked State-wide: 38 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Best form of communication: 50+ years

2024 50+ years best form of communication (%)



Q13. If Horsham Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
 Base: All respondents aged 50+ years. Councils asked State-wide: 38 Councils asked group: 6
 Note: 'Social Media' was included in 2019.



Council direction

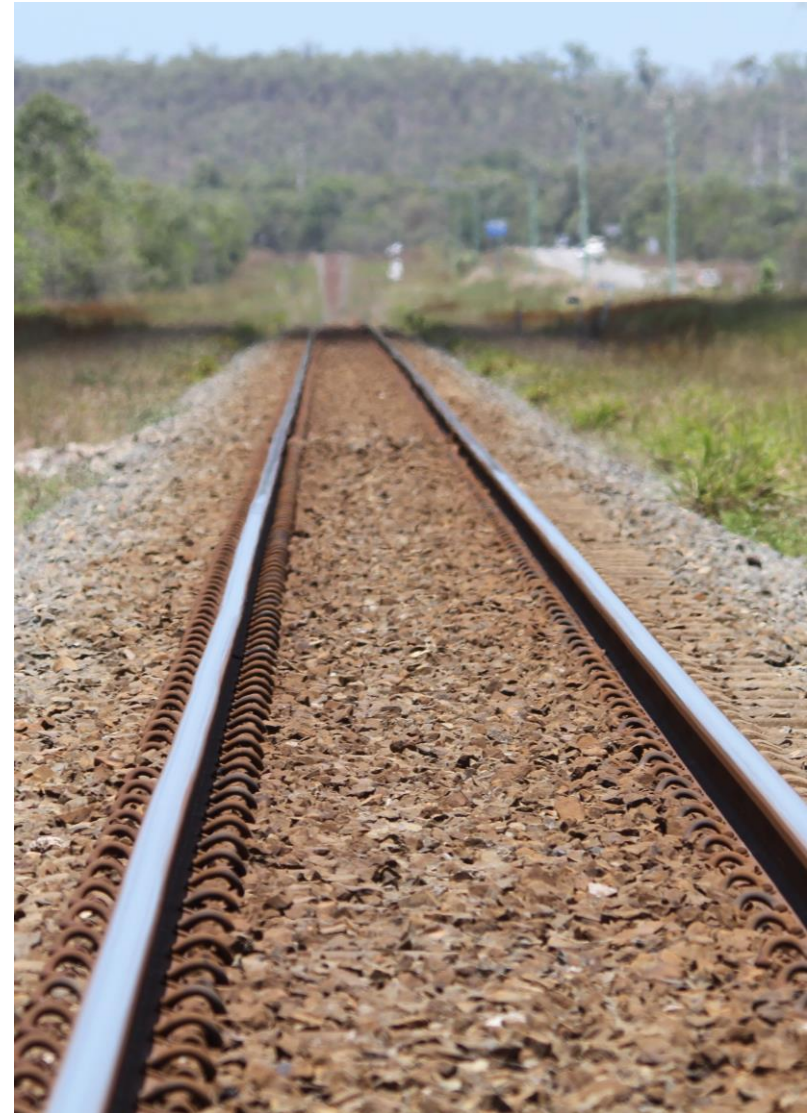
Council direction

As with other measures, Council managed to stem declining views of the direction of its overall performance this past year. Horsham Rural City Council's current index score of 37 for council direction is slightly improved from the 2023 result (index score of 34). Perceptions of council direction however are still significantly lower than they were just two years ago when council direction garnered a score of 50 index points.

The direction of Council's overall performance is rated significantly lower than both the Regional Centres group and State-wide averages (index scores of 45 each). Average ratings for councils in the Regional Centres group and State-wide have also declined the past two years though not to the same extent as declines that have occurred in Horsham Rural City Council.

Over the last 12 months, 13% of residents believe the direction of Council's overall performance has improved. Close to half of residents (47%) believe it has stayed the same, and 38% think it has deteriorated.

- Residents in the Rural Area are significantly less satisfied than average with the direction of Council's overall performance in the past 12 months.





Overall council direction last 12 months

2024 overall council direction (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	46▲	40	47	48	41	53	44	56	55	55
Regional Centres	45▲	47	52	54	50	52	53	55	n/a	n/a
State-wide	45▲	46	50	53	51	53	52	53	51	53
Other	44*	44	37	41	46	56	52	45	45	42
Horsham Area	40	36	51	49	36	49	43	52	56	55
Women	39	37	53	50	39	51	44	54	58	56
65+	38	37	53	48	31	48	43	51	58	56
Horsham	37	34	50	47	35	47	42	50	55	53
Men	35	31	46	44	31	42	39	46	51	50
35-49	33	32	53	46	35	42	42	45	50	47
50-64	29	19	44	44	35	40	36	47	55	51
Rural Area	28▼	27	50	41	28	36	37	45	52	47

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

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

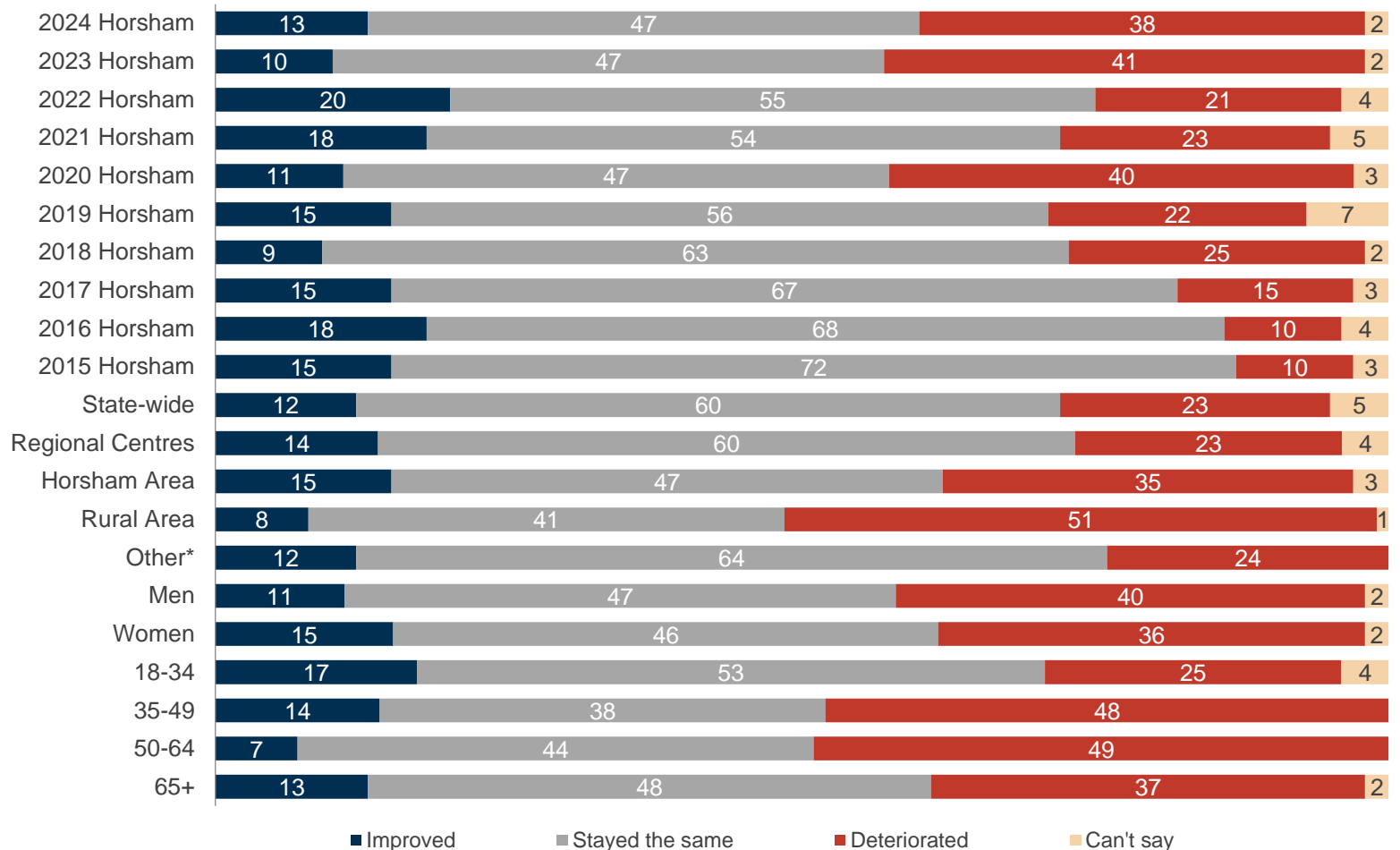
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Overall council direction last 12 months

2024 overall council direction (%)



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

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

*Caution: small sample size < n=30

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Individual service areas



Community consultation and engagement performance



2024 consultation and engagement performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	46	50	50	44	58	59	62	61	63
State-wide	52	54	56	55	56	55	55	54	56
Regional Centres	50	54	54	51	54	55	54	n/a	n/a
Horsham Area	44	55	50	42	56	54	57	61	62
Other	52	40	38	52	47	46	58	73	58
Women	46	55	52	44	56	55	59	63	63
Horsham	43	53	48	41	54	53	57	61	61
Men	41	50	44	37	51	51	55	58	58
65+	44	55	46	38	56	53	59	63	64
35-49	44	56	52	43	50	49	53	56	58
50-64	35	50	44	38	47	49	54	62	57
Rural Area	38	49	44	35	47	51	57	58	58

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

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

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

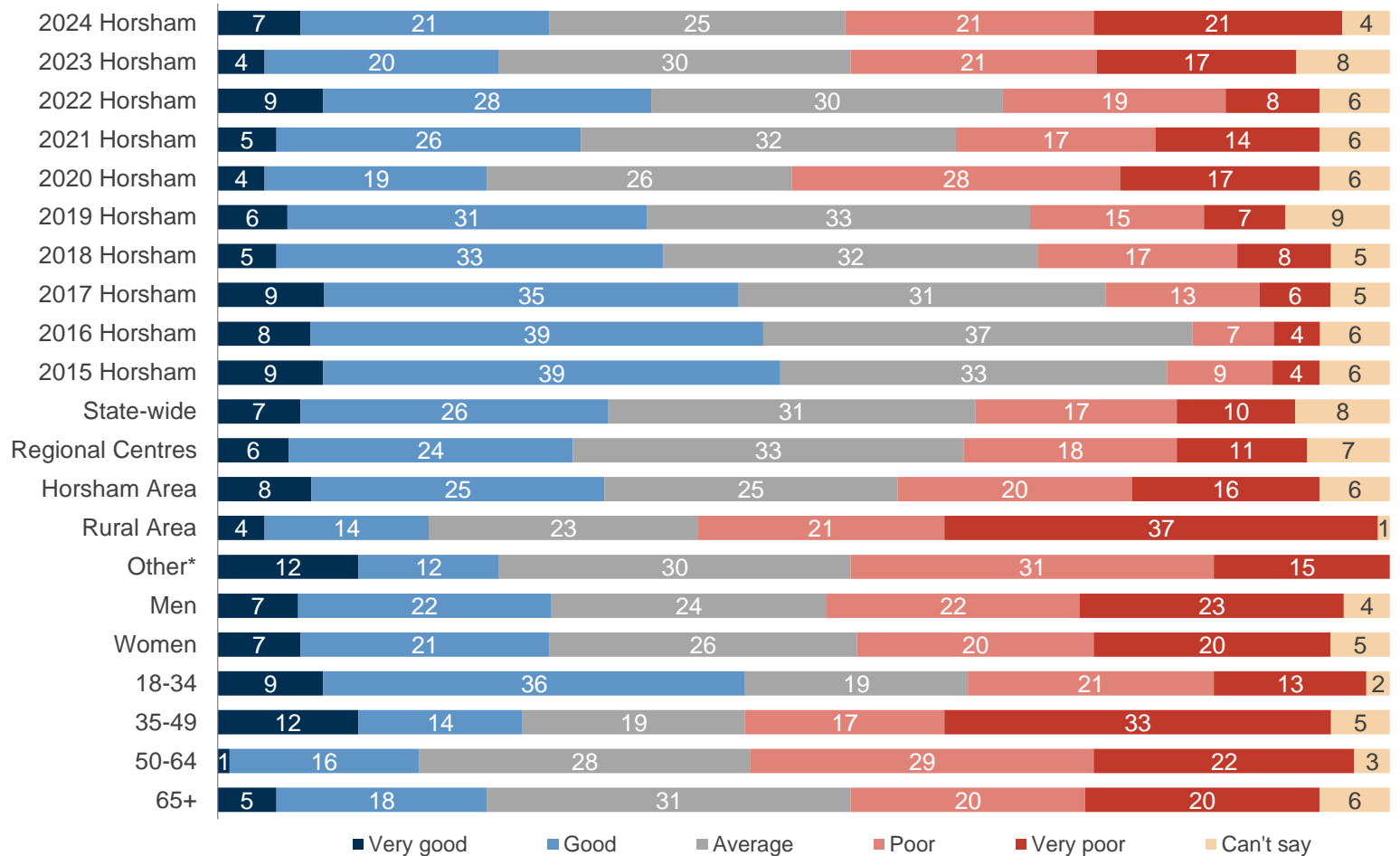
*Caution: small sample size < n=30



Community consultation and engagement performance



2024 consultation and engagement performance (%)



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

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

*Caution: small sample size < n=30

Decisions made in the interest of the community performance



2024 community decisions made performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	50▲	54	56	53	55	54	54	54	55
Regional Centres	48▲	54	54	50	52	52	52	n/a	n/a
18-34	45	52	55	43	51	48	64	62	60
Other	44*	46	39	48	48	54	54	55	54
Horsham Area	43	54	52	40	52	51	59	62	60
65+	42	54	47	41	51	52	59	63	59
Women	42	54	54	43	53	50	62	64	60
Horsham	40	52	48	39	49	49	58	60	58
Men	38	50	43	35	45	48	54	57	56
50-64	35	48	43	38	46	47	55	59	56
35-49	33	54	47	34	48	51	53	56	56
Rural Area	32▼	47	41	36	40	44	55	54	54

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

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

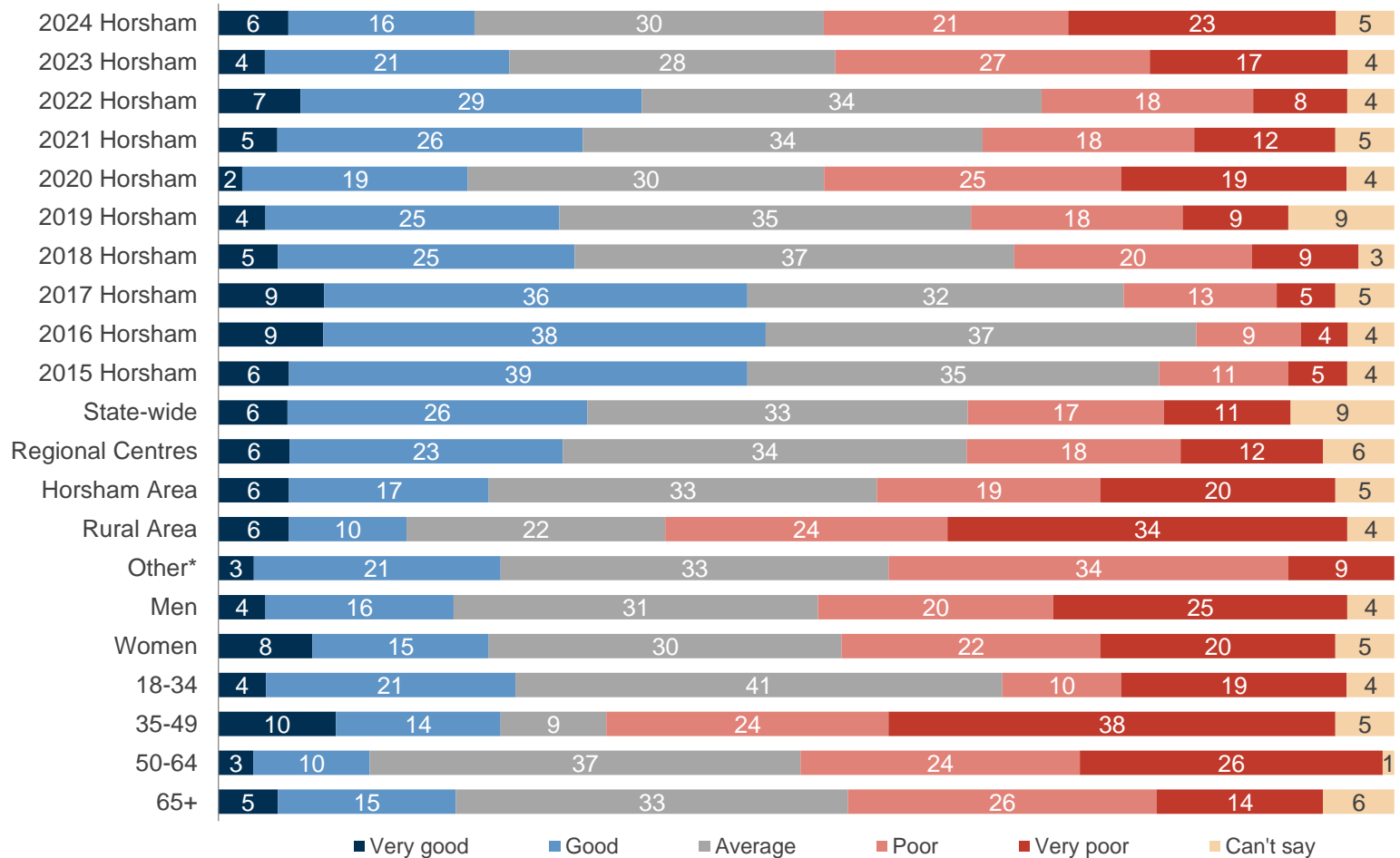
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

Decisions made in the interest of the community performance



2024 community decisions made performance (%)



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

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

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2024 sealed local roads performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Regional Centres	46▲	49	54	60	55	57	54	53	n/a	n/a
State-wide	45▲	48	53	57	54	56	53	53	54	55
65+	42	44	53	53	48	50	47	46	53	55
Horsham Area	42	40	48	51	40	48	47	46	49	51
50-64	41	30	45	43	36	45	39	44	42	45
Women	41	40	48	51	43	48	45	46	47	52
Horsham	38	38	45	47	39	45	44	44	45	48
Other	38*	45	28	27	40	42	34	42	25	43
Men	35	36	42	42	35	41	42	41	44	44
18-34	35	33	40	44	34	43	46	43	44	48
35-49	34	39	42	41	35	39	41	40	41	42
Rural Area	30▼	30	40	36	33	35	36	36	40	41

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

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

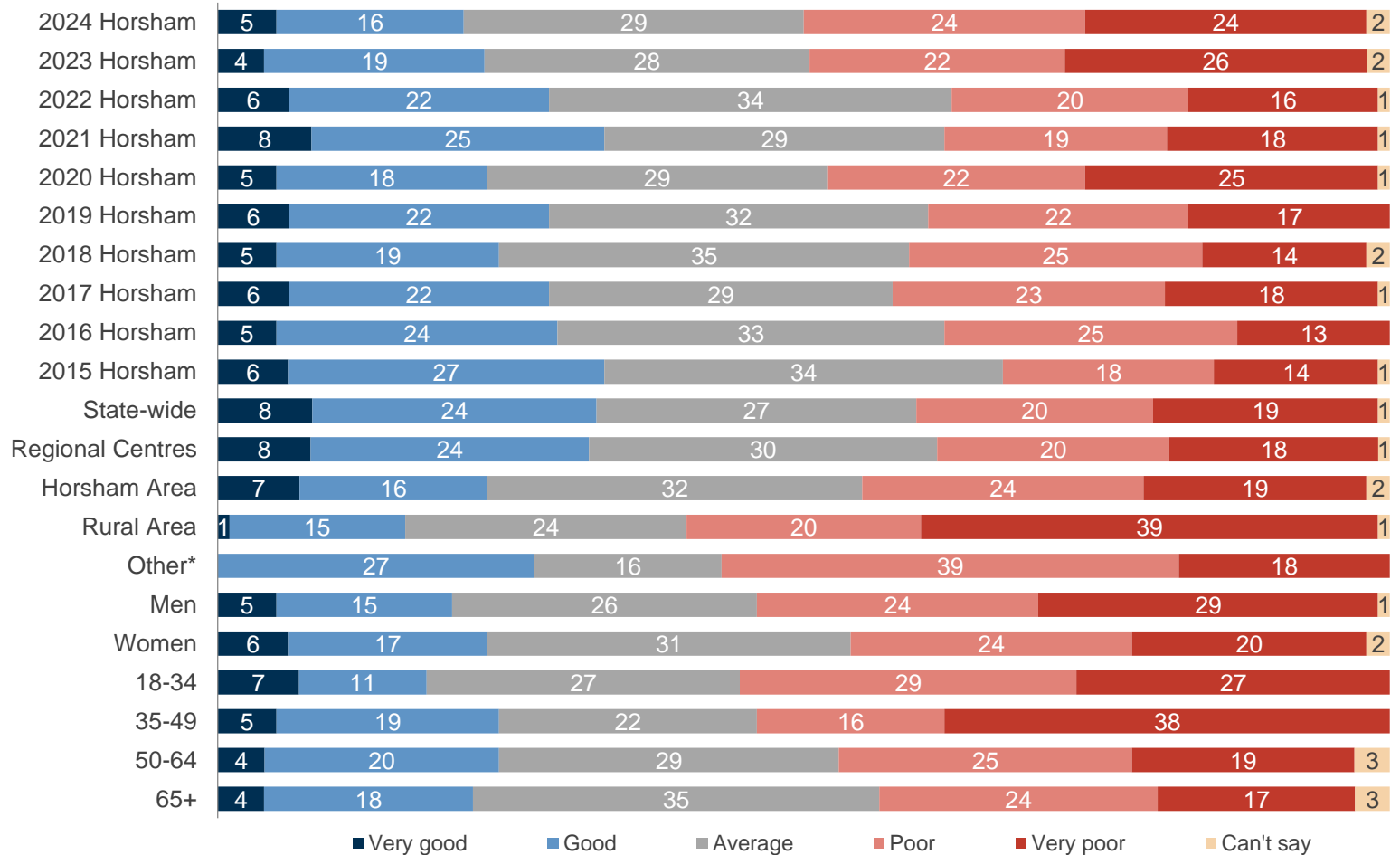
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30

The condition of sealed local roads in your area performance



2024 sealed local roads performance (%)



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

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

*Caution: small sample size < n=30



Waste management performance



2024 waste management performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Other	73	59	50	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	66	68	69	65	68	70	71	70	72
Regional Centres	67	68	69	66	68	70	69	n/a	n/a
18-34	63	63	72	n/a	n/a	n/a	n/a	n/a	n/a
65+	68	74	73	n/a	n/a	n/a	n/a	n/a	n/a
Horsham Area	65	69	73	n/a	n/a	n/a	n/a	n/a	n/a
Women	64	69	73	n/a	n/a	n/a	n/a	n/a	n/a
Horsham	64	68	70	n/a	n/a	n/a	n/a	n/a	n/a
Men	65	67	66	n/a	n/a	n/a	n/a	n/a	n/a
50-64	58	70	60	n/a	n/a	n/a	n/a	n/a	n/a
35-49	62	65	68	n/a	n/a	n/a	n/a	n/a	n/a
Rural Area	60	66	65	n/a	n/a	n/a	n/a	n/a	n/a

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

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

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

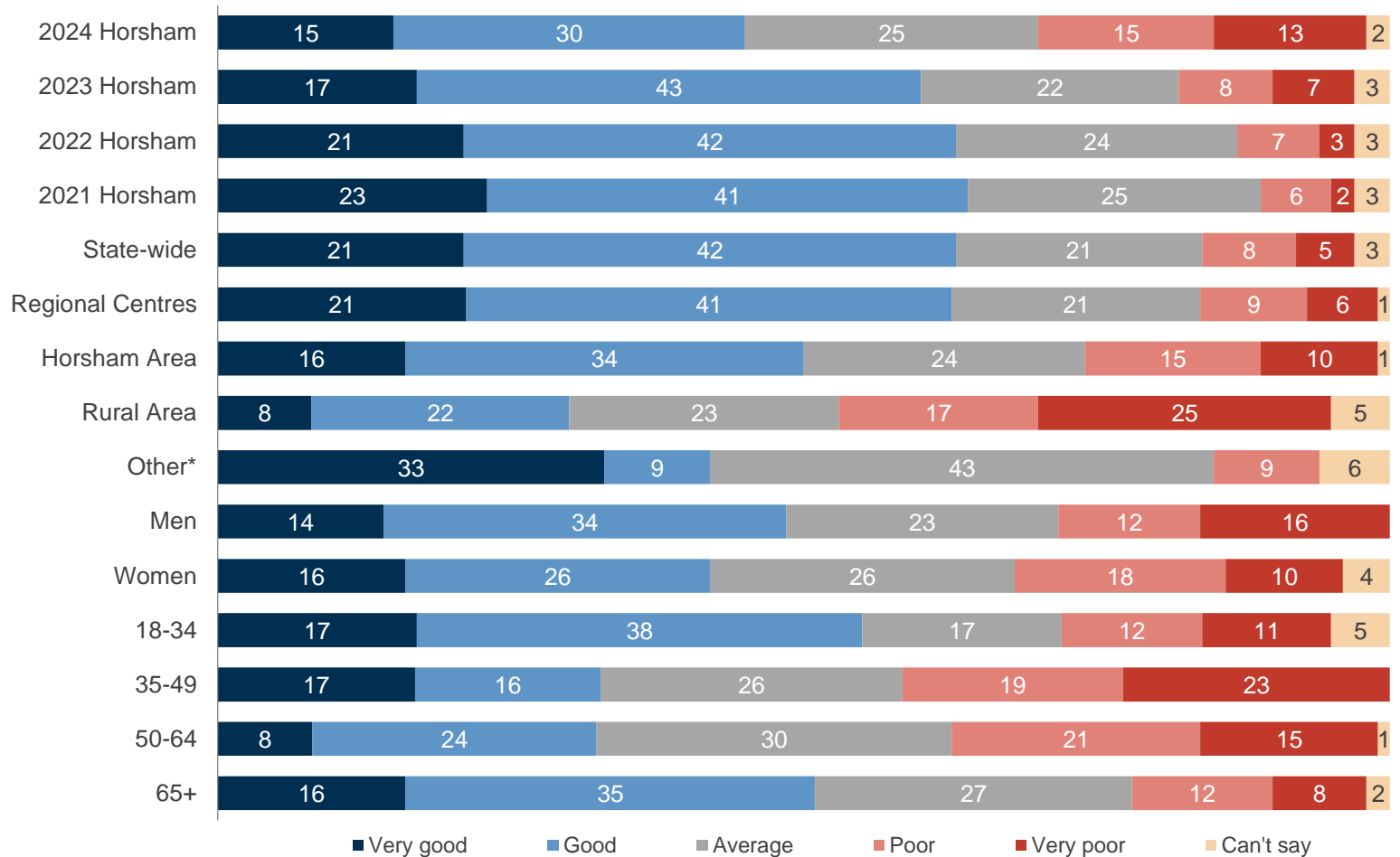
*Caution: small sample size < n=30



Waste management performance



2024 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9
 *Caution: small sample size < n=30



Maintenance of unsealed roads in your area performance



2024 unsealed roads performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Regional Centres	45	46▲	53	55	52	52	52	n/a	n/a
Horsham Area	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	37	41	45	44	44	43	44	43	45
Women	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Horsham	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rural Area	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?

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

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

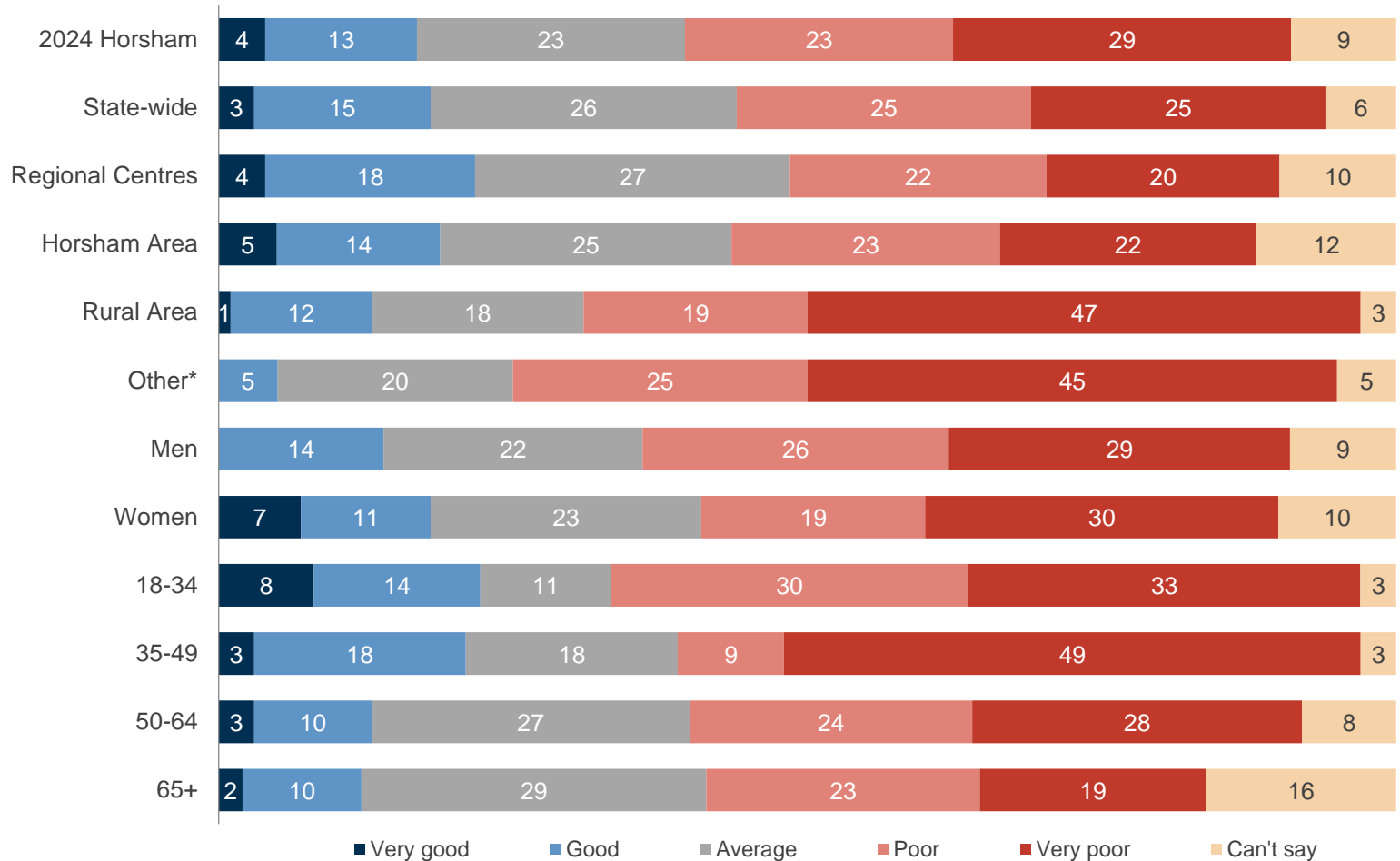
*Caution: small sample size < n=30



Maintenance of unsealed roads in your area performance



2024 unsealed roads performance (%)



Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?

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

*Caution: small sample size < n=30



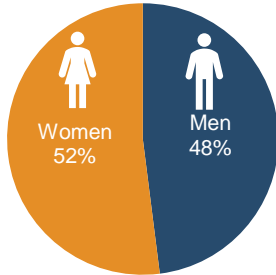
Detailed demographics



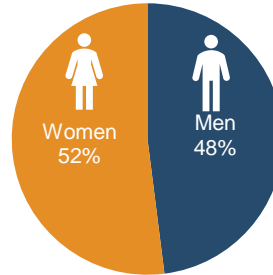
Gender and age profile

2024 gender

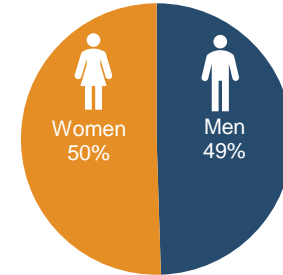
Horsham



Regional Centres

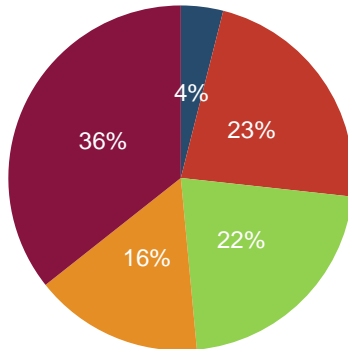


State-wide

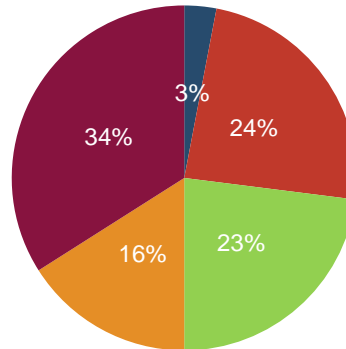


2024 age

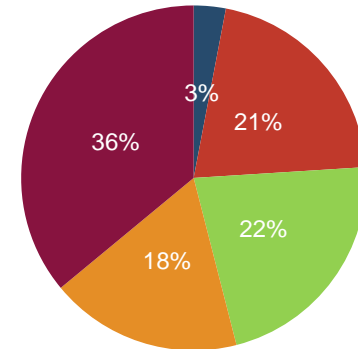
Horsham



Regional Centres



State-wide



■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+


■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

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

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

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. Councils interviewing residents on an annual basis included an "Other" option for gender, hence the State-wide and Regional Centres gender results may not add to 100%.

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Inside the 'W', there are faint, light blue data visualizations including a line graph, a bar chart, and a grid pattern.

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



Appendix A: Index Scores

Index Scores

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

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

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

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

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

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



Appendix A: Margins of error

The sample size for the 2024 State-wide Local Government Community Satisfaction Survey for Horsham Rural 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 +/-4.8% 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 15,800 people aged 18 years or over for Horsham Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Horsham Rural City Council	400	400	+/-4.8
Men	198	194	+/-6.9
Women	202	206	+/-6.9
Horsham Area	274	276	+/-5.9
Rural Area	102	101	+/-9.7
Other	24	23	+/-20.4
18-34 years	47	106	+/-14.4
35-49 years	58	87	+/-13.0
50-64 years	90	63	+/-10.4
65+ years	205	144	+/-6.8



Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

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

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

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

- 2023, n=400 completed interviews, conducted in the period of 27th January – 19th March.
- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.
- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=401 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.

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

Survey sample matched to the demographic profile of Horsham Rural 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 Horsham Rural City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Horsham Rural City Council. Survey fieldwork was conducted across four quarters from 1st June 2023 – 18th March 2024.



Appendix B: Analysis and reporting

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

Council Groups

Horsham Rural City Council is classified as a Regional Centres council according to the following classification list:

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

Councils participating in the Regional Centres group are:

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

Wherever appropriate, results for Horsham Rural City Council for this 2024 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Regional Centres group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time cannot be made within the reported charts.



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

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

These core questions comprised:

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

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



Appendix B: Analysis and reporting

Reporting

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

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

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



Appendix B: Glossary of terms

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

CSS: 2024 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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