



2024 Local Government Community Satisfaction Survey

Baw Baw Shire 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

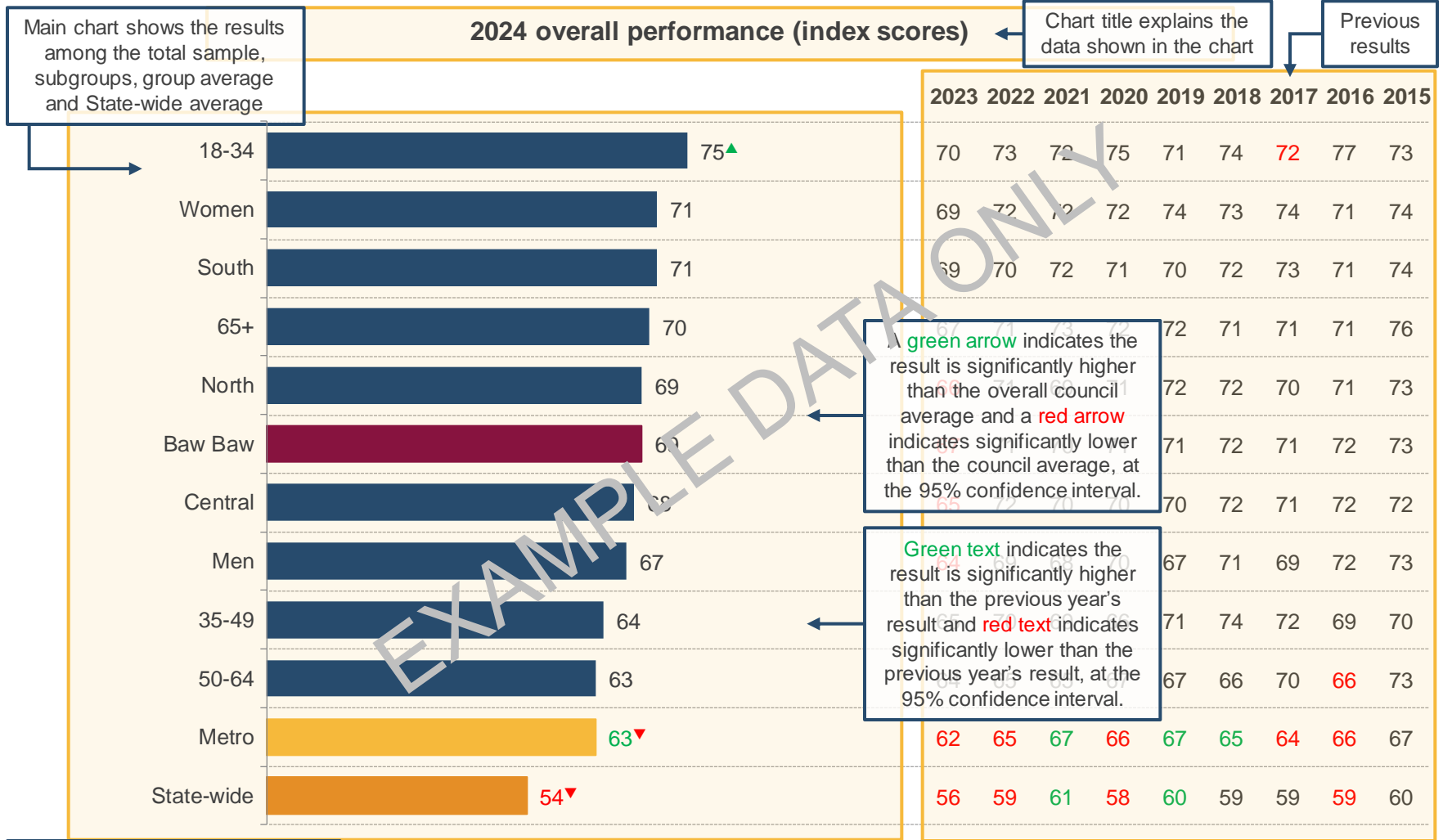
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 25 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide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

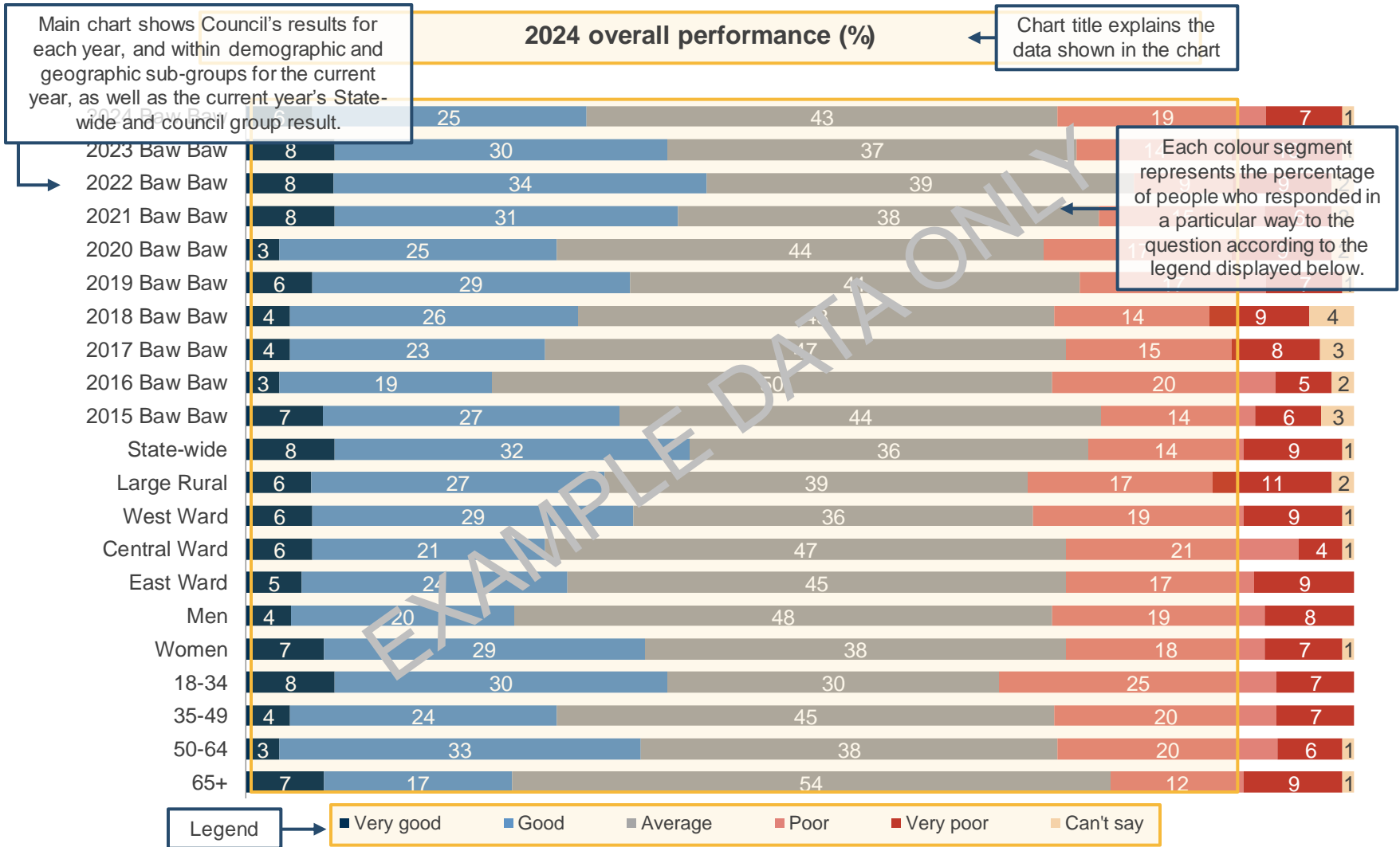


Question asked and base size(s)

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Baw Baw 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: 62 Councils asked group: 18
 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 Baw Baw 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: 62 Councils asked group: 18

A large, stylized letter 'W' graphic that spans the right side of the page. The 'W' is filled with a dark blue color and contains 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 lighter blue gradient.

Key findings and recommendations



Baw Baw Shire Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Baw Baw 51



Large Rural 50



State-wide 54

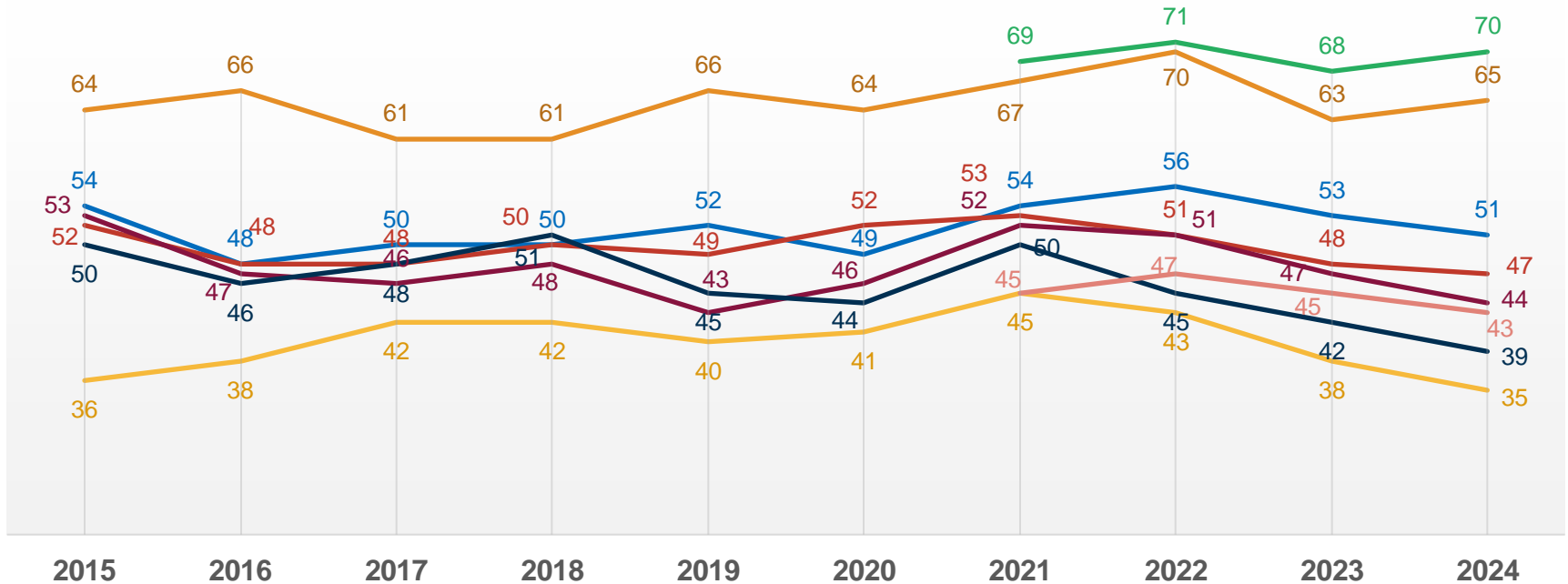
Council performance compared to group average

Top 3 performing areas		
	Art centres & libraries	≡ on par
	Waste management	▲ higher
	Appearance of public areas	▲ higher
Bottom 3 performing areas		
	Sealed local roads	▼ lower
	Community decisions	≡ on par
	Lobbying	≡ on par
	Customer service	≡ on par



Summary of core measures

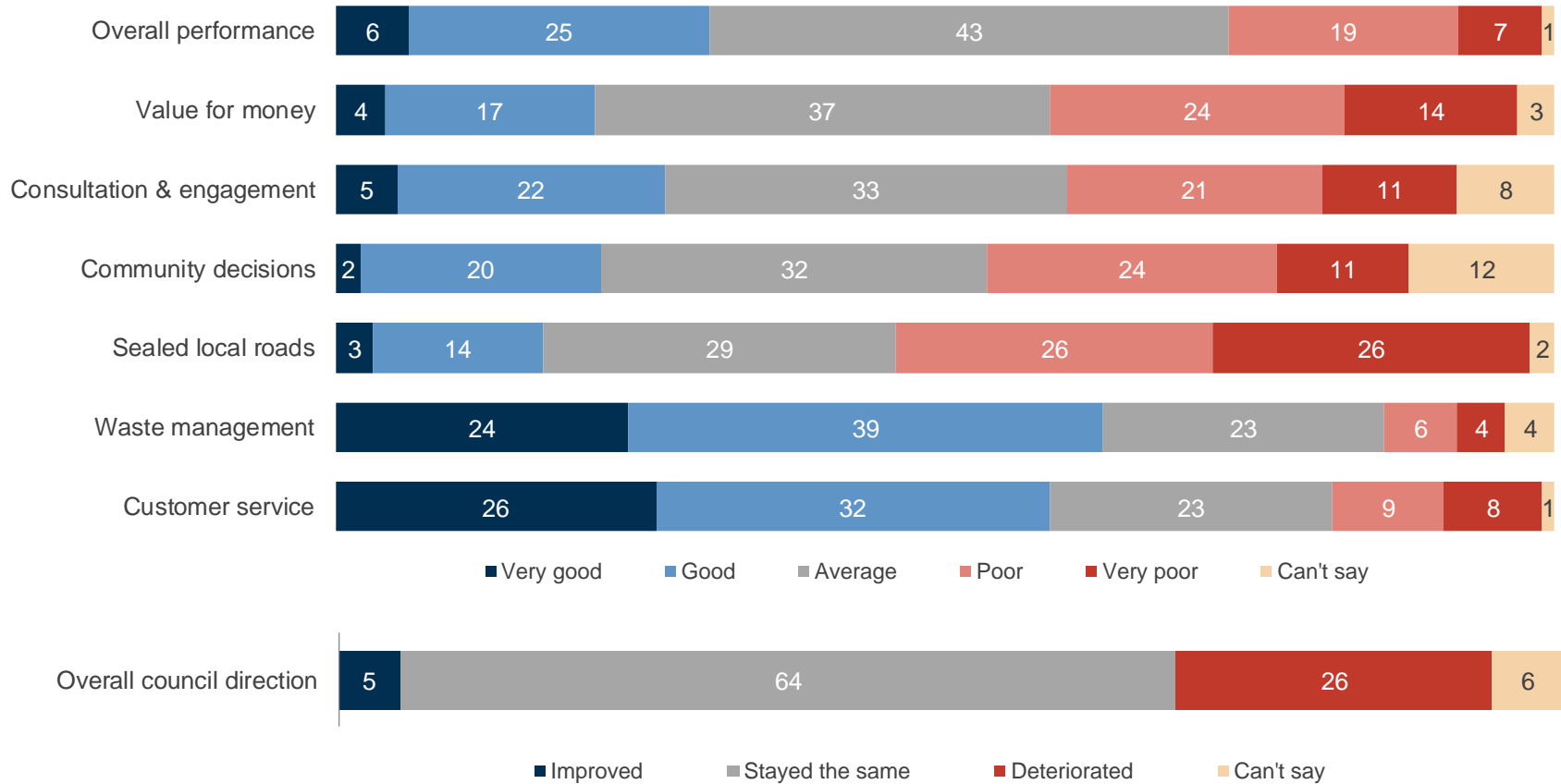
Index scores















Summary of core measures

Core measures summary results (%)










Summary of Baw Baw Shire Council performance

Services	Baw Baw 2024	Baw Baw 2023	Large Rural 2024	State-wide 2024	Highest score	Lowest score
 Overall performance	51	53	50	54	Women	Men, 35-49 years
 Value for money	43	45	43	48	65+ years	18-34 years
 Overall council direction	39	42	42	45	50-64 years	65+ years
 Customer service	65	63	65	67	50-64 years	18-34 years
 Art centres & libraries	73	71	71	73	35-49 years	65+ years, West Ward residents
 Waste management	70	68	65	67	65+ years	18-34 years, 50-64 years, East Ward residents
 Appearance of public areas	69	68	66	68	35-49 years	18-34 years
 Recreational facilities	65	66	64	68	50+ years	18-34 years
 Emergency & disaster mngt	62	64	65	65	18-34 years	35-49 years
 Environmental sustainability	56	59	58	60	West Ward residents	East Ward residents



Summary of Baw Baw Shire Council performance

Services		Baw Baw 2024	Baw Baw 2023	Large Rural 2024	State-wide 2024	Highest score	Lowest score
	Bus/community dev./tourism	52	54	55	57	West Ward residents	Central Ward residents
	Consultation & engagement	47	48	48	51	18-34 years	Central Ward residents
	Lobbying	46	49	47	50	West Ward residents	Central Ward residents
	Community decisions	44	47	46	50	West Ward residents	Central Ward residents, 50-64 years
	Sealed local roads	35	38	38	45	65+ years	35-49 years



Focus areas for the next 12 months

Overview

Perceptions of Council performance, overall and across individual service areas, are consistent with 2023 ratings. Nonetheless, slight declines of just a few index points on a number of measures – including in the area of sealed roads – likely contribute to a low score on overall council direction. Perceptions of council direction are at their lowest in a decade; more than a quarter of residents believe the direction of council's overall performance deteriorated in the last 12 months.

Key influences on perceptions of overall performance

Over the next 12 months, Council should focus on both increasing transparency in decision-making as well the maintenance of sealed local roads. Council performs lowest on these measures. Both however, have a strong influence on perceptions of overall performance. A quarter of residents volunteer sealed road maintenance as requiring improvement, and ratings in this area have fallen to their lowest level in a decade.

Comparison to state and area grouping

Ratings of most individual service areas are in line with or significantly higher than average ratings for the Large Rural group with just three exceptions. Waste management and the appearance of public areas are the two service areas where Council performs significantly higher than the group average. Ratings are significantly below State-wide averages for many individual service areas.

Additional growth opportunities

Council should ensure the continued maintenance of its highest-performing service areas – art centres and libraries and waste management – over the coming year. Where possible, Council should also seek to boost business and community development and tourism, an area where Council performs lower relative to other service areas but which has a stronger influence on impressions of Council's overall performance.

DETAILED FINDINGS



Overall performance



Overall performance

The overall performance index score of 51 for Baw Baw Shire Council is statistically similar to the 2023 result, despite having declined by two index points in the past year. Overall performance ratings have declined by a few points each year for the past two years.

Baw Baw Shire Council's overall performance is rated statistically significantly lower (at the 95% confidence interval) than the average rating for councils State-wide and in line with the Large Rural group average (index scores of 54 and 50 respectively).

- Ratings are largely consistent with 2023 results among demographic sub-groups with only one exception. Overall performance ratings declined significantly among residents aged 18 to 34 years (index score of 52, down eight index points from 2023).
- There is no significant difference in ratings between the different wards (index score of 51 in both the Central and West Ward and 50 in the East Ward).

One in five residents (21%) rate the value for money they receive from Council in infrastructure and services as 'very good' or 'good' compared to 38% who rate council value as 'very poor' or 'poor'. Another 37% rate value for the money as 'average'.





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
Women	53	55	59	57	53	54	51	50	48	55
50-64	52	49	53	50	45	49	49	46	41	51
18-34	52	60	60	59	55	57	54	56	51	63
Central Ward	51	52	59	52	49	53	50	48	n/a	n/a
West Ward	51	57	52	57	48	54	49	51	n/a	n/a
Baw Baw	51	53	56	54	49	52	50	50	48	54
65+	50	53	54	55	49	54	50	49	52	50
Large Rural	50	52	55	58	55	56	56	54	54	56
East Ward	50	51	57	55	51	50	52	50	n/a	n/a
35-49	49	50	55	52	46	48	48	47	47	52
Men	49	51	52	52	46	50	49	49	49	53

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Baw Baw 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?

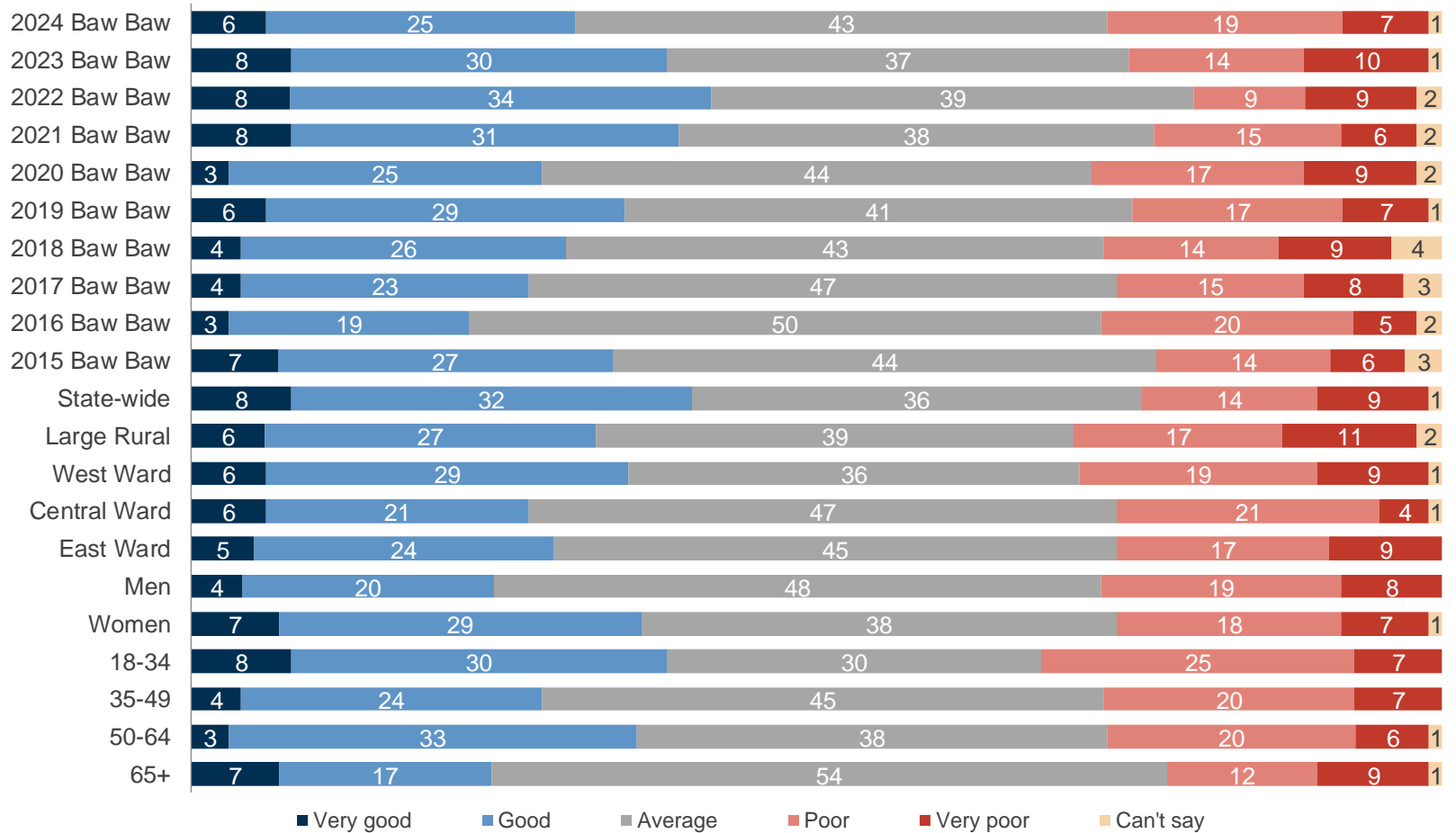
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18

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



Overall performance

2024 overall performance (%)



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Baw Baw 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: 62 Councils asked group: 18



Value for money in services and infrastructure

2024 value for money (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	48▲	49	53	54	n/a	n/a	n/a	n/a	n/a
65+	45	47	47	48	n/a	n/a	n/a	n/a	n/a
Women	44	45	51	48	n/a	n/a	n/a	n/a	n/a
Central Ward	43	45	50	45	n/a	n/a	n/a	n/a	n/a
East Ward	43	44	47	46	n/a	n/a	n/a	n/a	n/a
35-49	43	40	45	42	n/a	n/a	n/a	n/a	n/a
Baw Baw	43	45	47	45	n/a	n/a	n/a	n/a	n/a
Large Rural	43	45	48	50	n/a	n/a	n/a	n/a	n/a
50-64	42	38	48	39	n/a	n/a	n/a	n/a	n/a
West Ward	42	47	45	44	n/a	n/a	n/a	n/a	n/a
Men	42	46	43	42	n/a	n/a	n/a	n/a	n/a
18-34	41	54	49	48	n/a	n/a	n/a	n/a	n/a

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

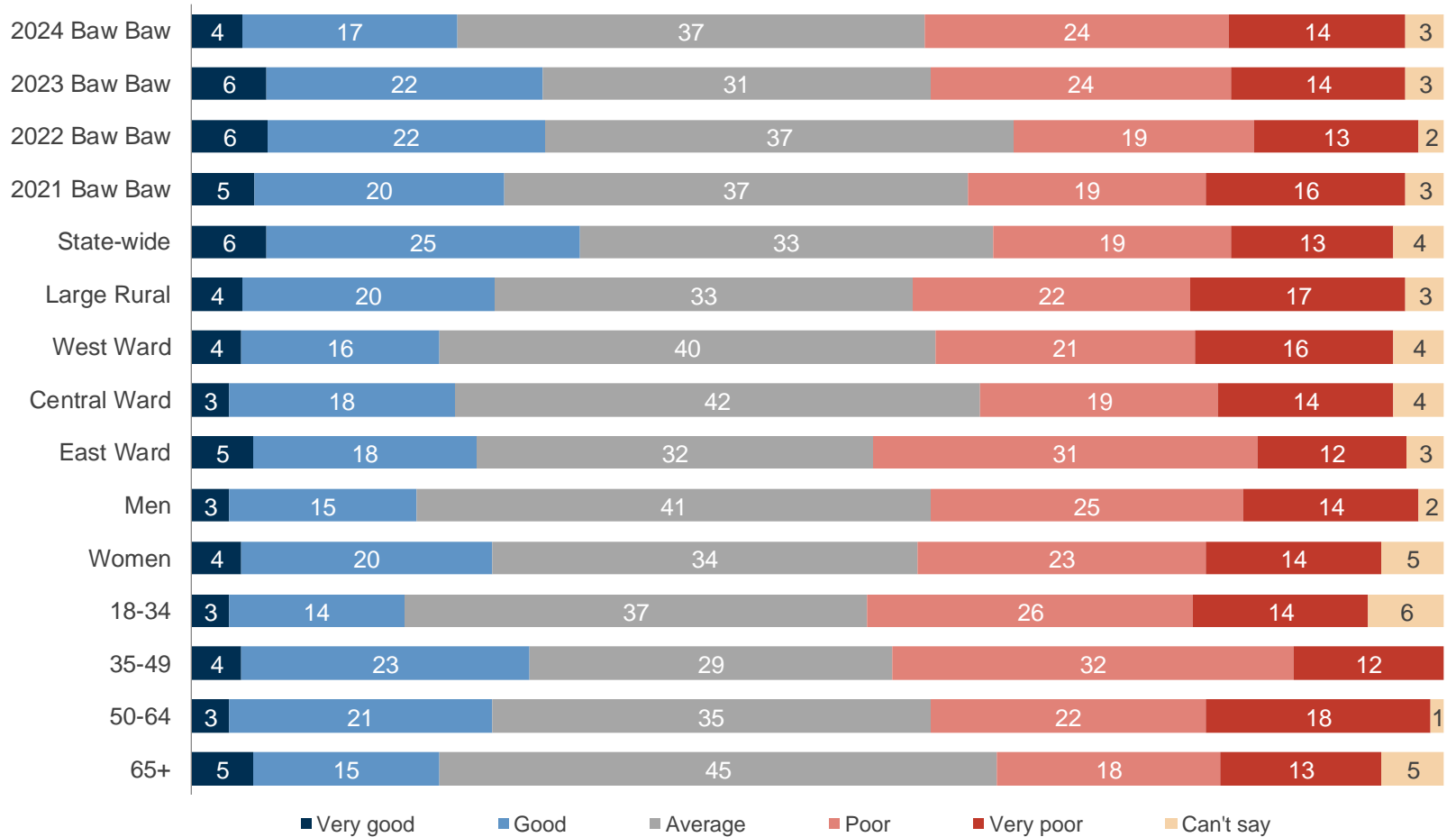
Base: All respondents. Councils asked State-wide: 61 Councils asked group: 18

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



Value for money in services and infrastructure

2024 value for money (%)



Q3b. How would you rate Baw Baw Shire 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: 18



Top performing service areas

Art centres and libraries (index score of 73, up two index points from 2023) remains Council's top-rated service area. While a positive result for Council, the provision of art centres and libraries is of somewhat lesser priority to residents than the condition of sealed roads and the appearance of public areas, among other areas.

Perceptions of art centres and libraries are similar across wards (index score of 75 in the Central Ward, 74 in the East Ward, and 71 in the West Ward).

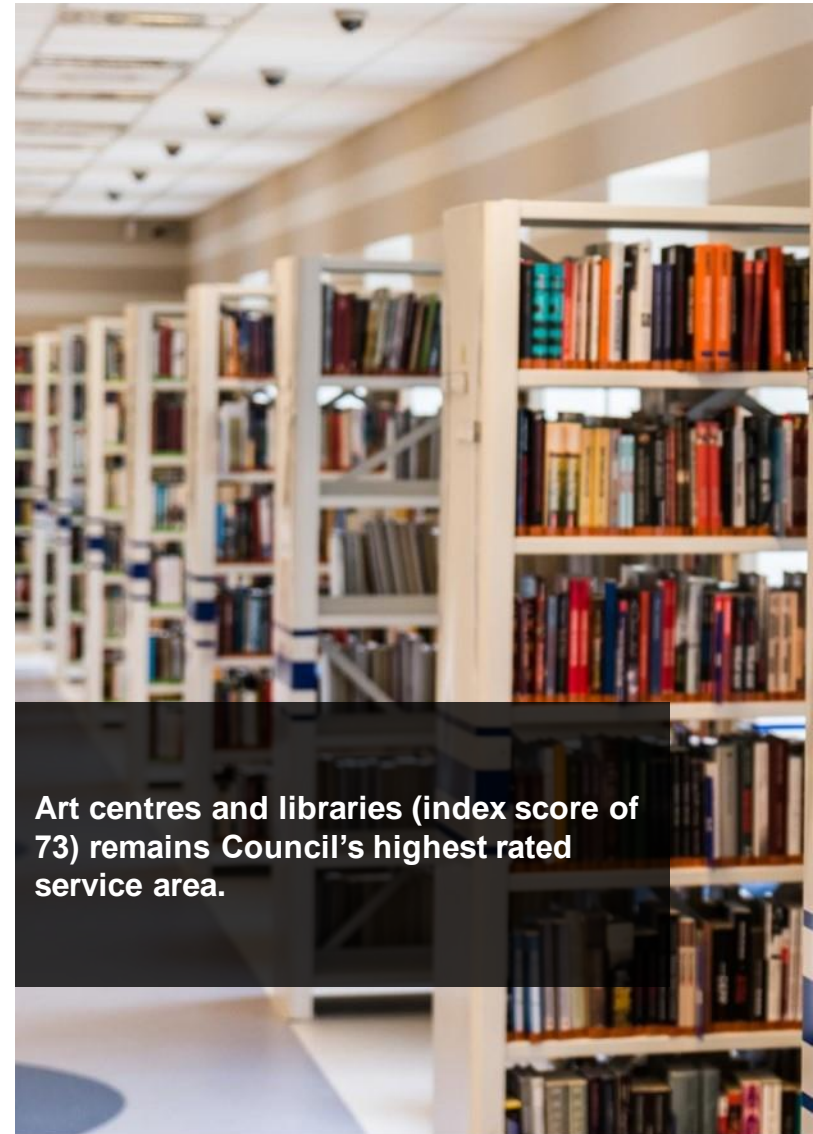
Council performs in line with the Large Rural group and State-wide averages in this service area (index scores of 71 and 73 respectively).

Waste management is Council's next highest rated service area (index score of 70) followed by:

- appearance of public areas (index score of 69)
- recreational facilities (index score of 65).

Notably, waste management is rated significantly higher than the Large Rural group and State-wide averages (65 and 67 respectively). It is also an area that has a key positive influence on perceptions of overall performance, meaning that efforts to maintain this result are warranted.

Moreover, 12% of residents volunteer parks and gardens as one of the best things about the area.



Art centres and libraries (index score of 73) remains Council's highest rated service area.



Low performing service areas



Council rates lowest in the areas of sealed local roads (index score of 35) and community decisions (index score of 44).

Council's ratings were not significantly different from the 2023 results across service areas, moving by only a few points in either a positive or negative direction depending on the area.

Council continues to rate lowest in the areas of sealed local roads (index score of 35, down three index points from 2023) and community decisions (44, also down three index points). Both areas are rated highest however on their perceived level of importance and have a strong influence on perceptions of Council's overall performance.

- Residents of Central Ward (index score of 34), East Ward (35) and West Ward (37) rate Council equally low for the condition of sealed local roads.
- Council rates significantly lower than State-wide and Large Rural group averages for sealed local roads. Council rates in line with the Large Rural group for its perceived ability to make decisions in the community's interests but significantly behind the State-wide average for councils.

A quarter of residents (26%) volunteer sealed road maintenance as the council area most in need of improvement. Another one in ten residents volunteer financial management (11%) and/or community consultation (11%).



Individual service area performance

2024 individual service area performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Art centres & libraries	73	71	73	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	70	68	71	69	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	69	68	71	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	65	66	69	n/a	n/a	n/a	n/a	n/a	n/a
Emergency & disaster mgnt	62	64	65	n/a	n/a	70	n/a	n/a	n/a
Environmental sustainability	56	59	58	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	52	54	56	n/a	n/a	n/a	n/a	n/a	n/a
Consultation & engagement	47	48	51	53	52	49	50	48	48
Lobbying	46	49	51	52	49	47	49	48	50
Community decisions	44	47	51	52	46	43	48	46	47
Sealed local roads	35	38	43	45	41	40	42	42	38

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

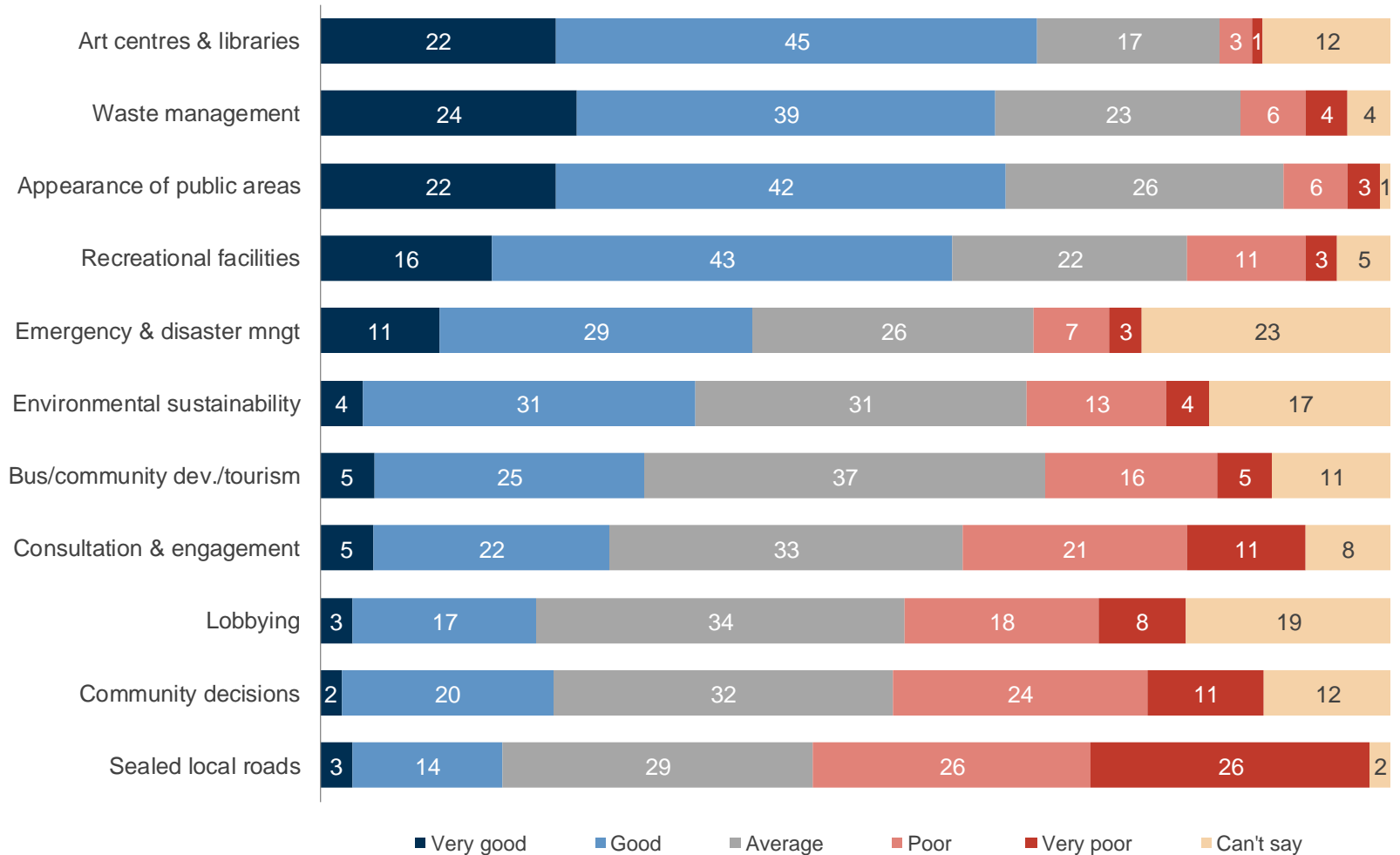
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18

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: 18



Individual service area importance

2024 individual service area importance (index scores)

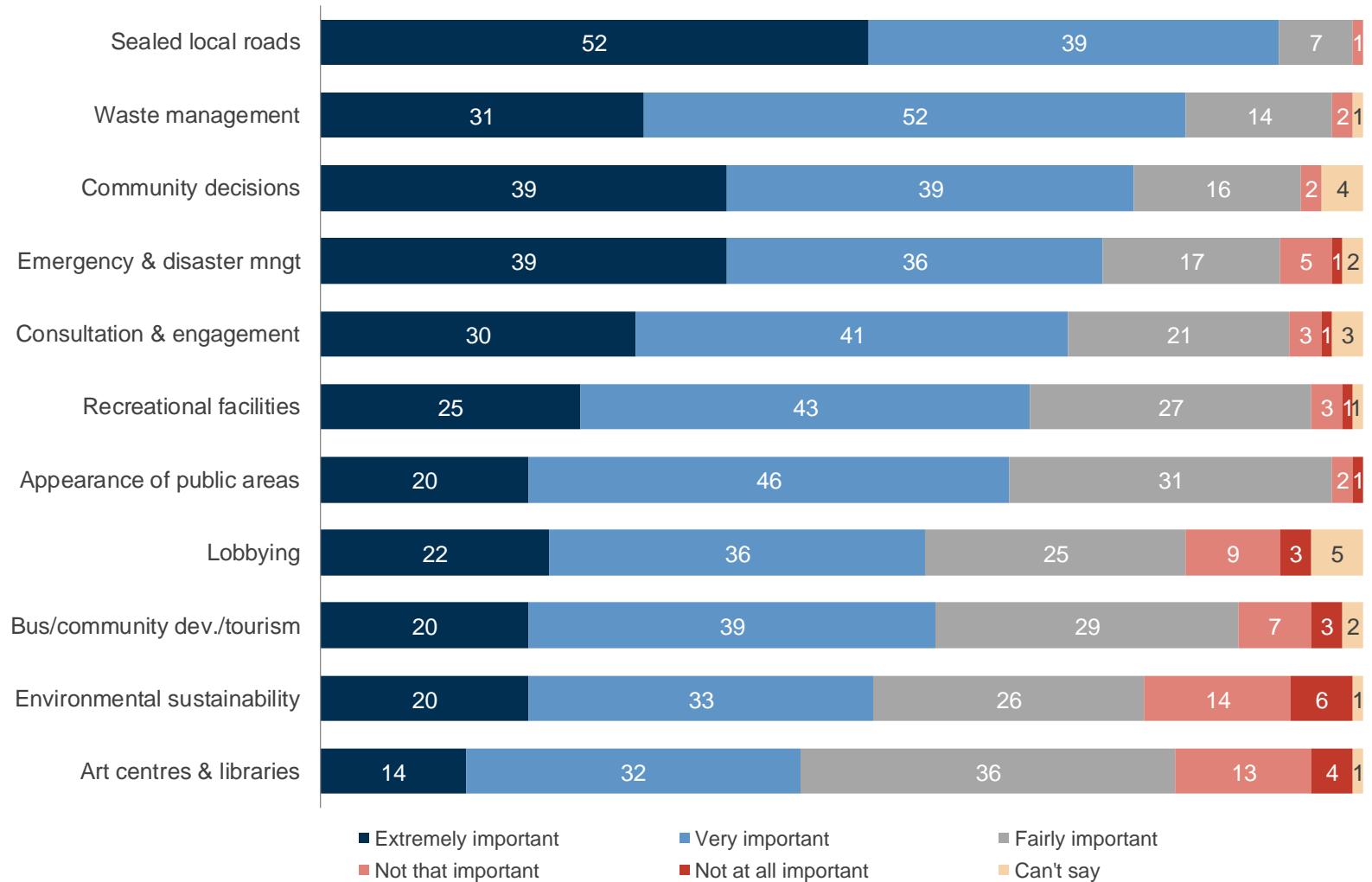
	2023	2022	2021	2020	2019	2018	2017	2016	2015
Sealed local roads	86	85	84	n/a	n/a	n/a	n/a	n/a	n/a
Community decisions	80	81	80	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	78	81	78	n/a	n/a	n/a	n/a	n/a	n/a
Emergency & disaster mngt	77	80	81	n/a	n/a	79	n/a	n/a	n/a
Consultation & engagement	75	76	76	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	72	73	73	n/a	n/a	n/a	n/a	n/a	n/a
Appearance of public areas	70	72	74	n/a	n/a	n/a	n/a	n/a	n/a
Lobbying	67	69	68	n/a	n/a	n/a	n/a	n/a	n/a
Bus/community dev./tourism	67	67	68	n/a	n/a	n/a	n/a	n/a	n/a
Environmental sustainability	62	66	70	n/a	n/a	n/a	n/a	n/a	n/a
Art centres & libraries	60	59	61	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



Individual service area importance

2024 individual service area importance (%)

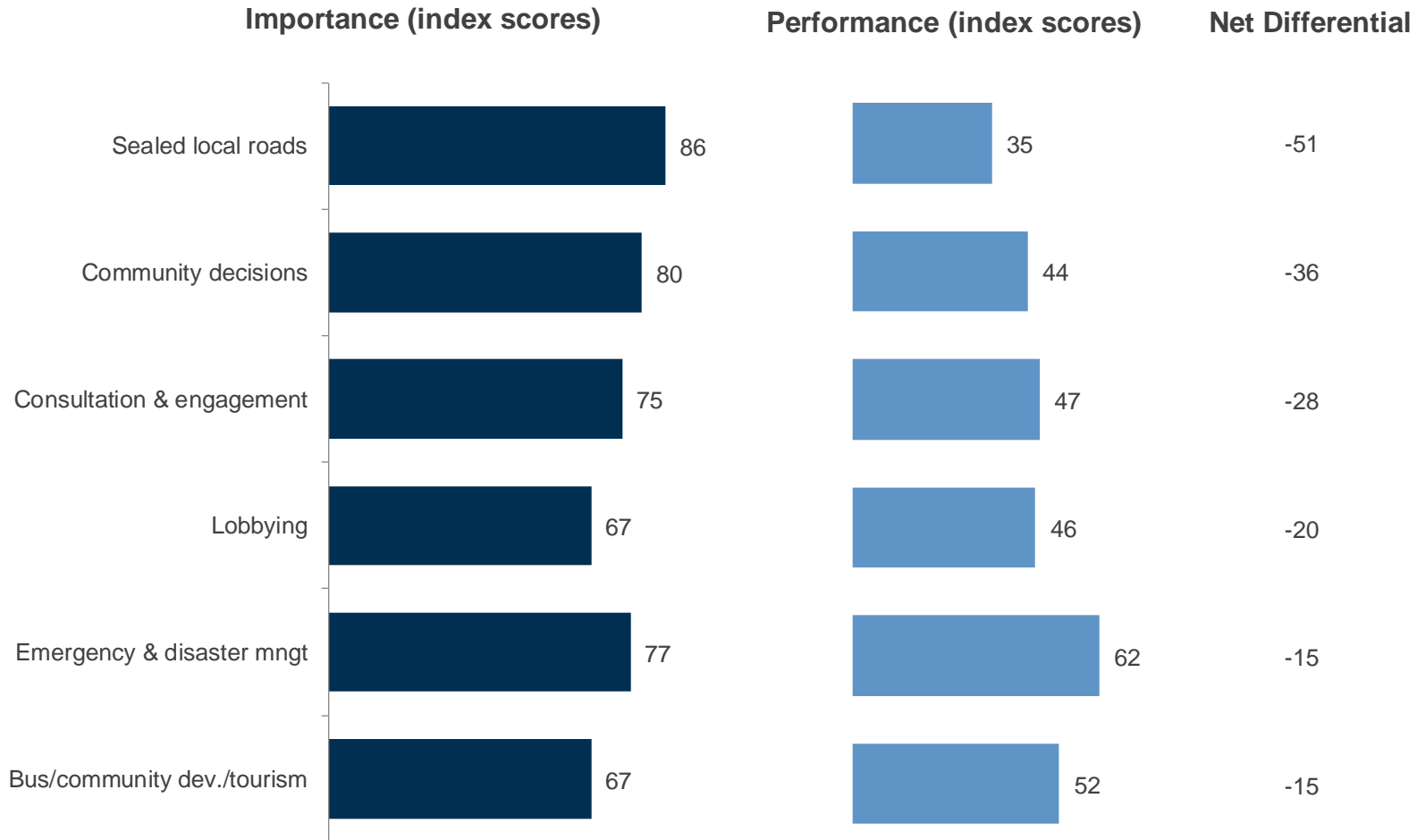


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 9



Individual service areas importance vs performance

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



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



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance. Currently, this is one of Council's poorest performing areas (index score of 44).

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

- Business, community development and tourism
- The condition of sealed local roads
- Environmental sustainability
- Waste management.

Looking at these key service areas only, waste management has a high performance index score (70) and a moderate influence on the overall performance rating.

Maintaining this positive result should remain a focus – but there is greater work to be done elsewhere.

Other service areas where Council performs relatively less well are the stronger influence of business, community development and tourism and more moderate influence of environmental sustainability (index scores of 52 and 56 respectively).

Balancing opportunities for the local community against sensitivities around development and tourism, and promoting Council's sustainability initiatives, can also help to shore up positive overall perceptions of Council.

However, in addition to Council decision making, most in need of attention is the condition of sealed local roads, which is Council's poorest performing area (index score of 35) and among the stronger influences on ratings of overall performance.

It will be important to attend to resident concerns about sealed roads to help improve overall ratings of Council performance.



Regression analysis explained

We use regression analysis to investigate which individual service areas, such as community consultation, condition of sealed local roads, etc. (the independent variables) are influencing respondent perceptions of overall council performance (the dependent variable).

In the charts that follow:

- The horizontal axis represents Council's performance index score for each individual service. Service areas appearing on the right side of the chart have a higher index score than those on the left.
- The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each service area to the model. Service areas near the top of the chart have a greater positive effect on overall performance ratings than service areas located closer to the axis.

The regressions are shown on the following two charts.

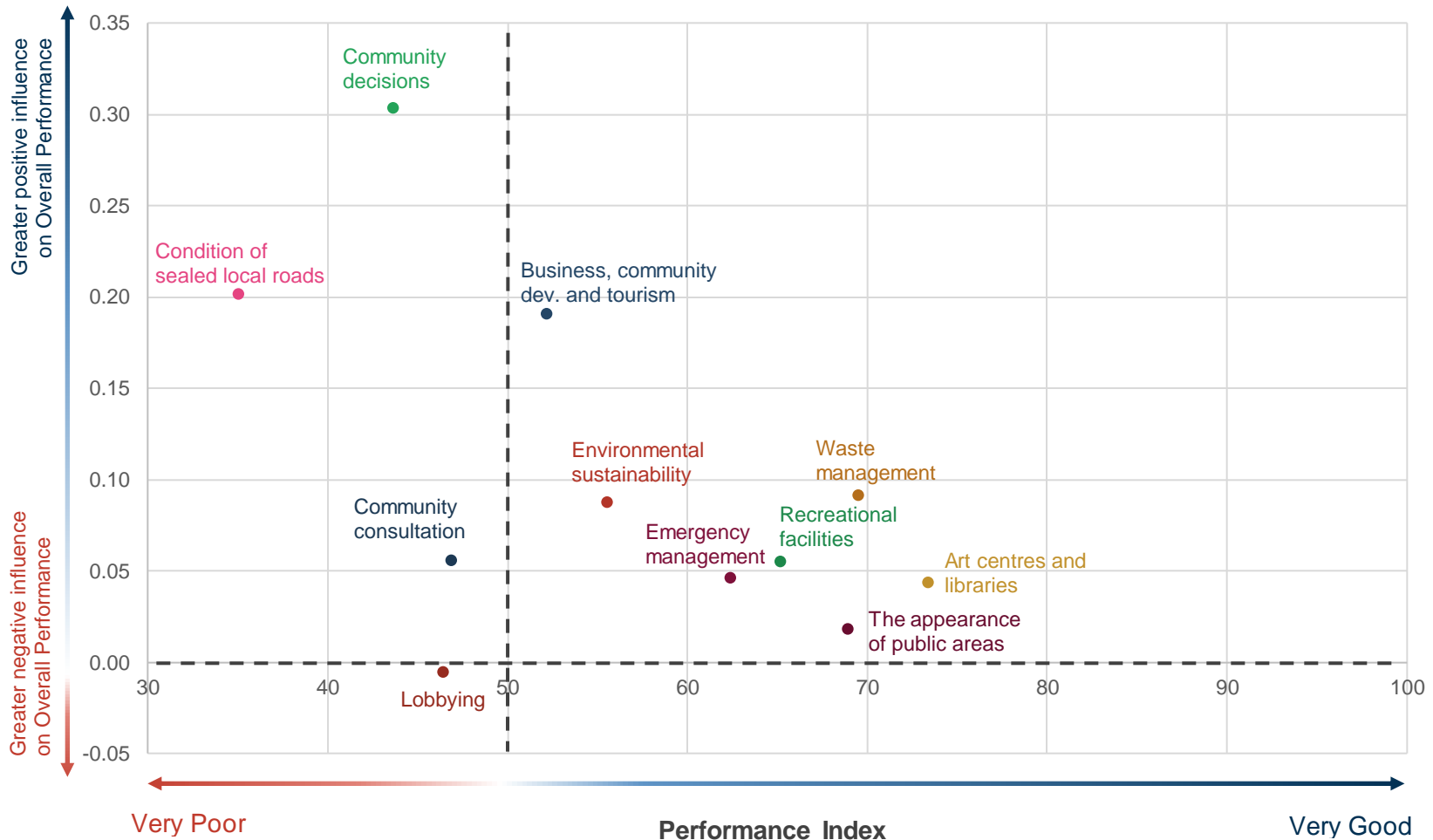
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service areas with a weak influence on overall performance (i.e. a low Standardised Beta Coefficient) have been excluded from the analysis.

Key insights from this analysis are derived from the second chart.



Influence on overall performance: all service areas

2024 regression analysis (all service areas)

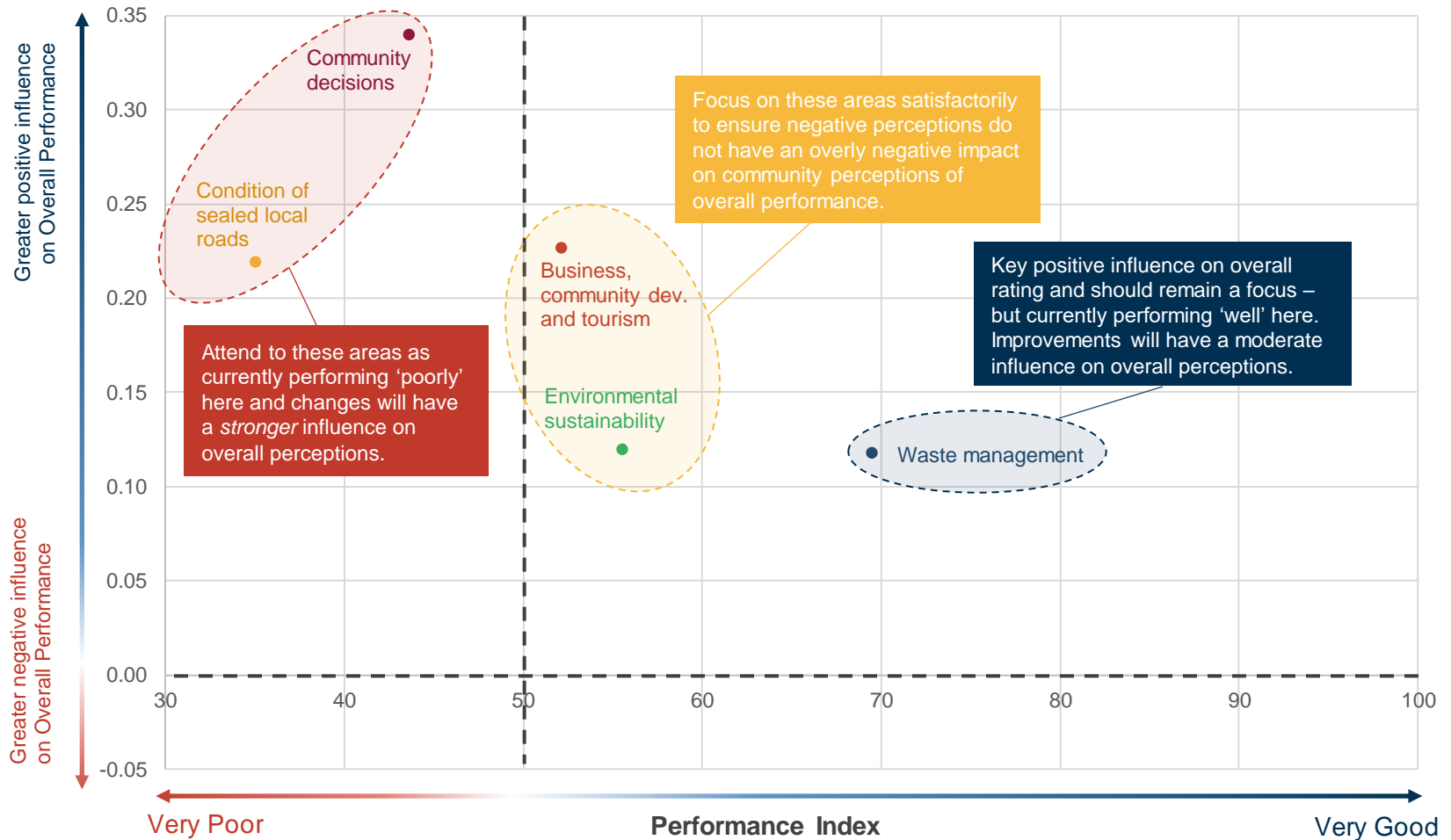


The multiple regression analysis model above (all service areas) has an R^2 value of 0.500 and adjusted R^2 value of 0.485, which means that 49% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 35.21$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2024 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.489 and adjusted R^2 value of 0.483, which means that 48% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 75.42$.

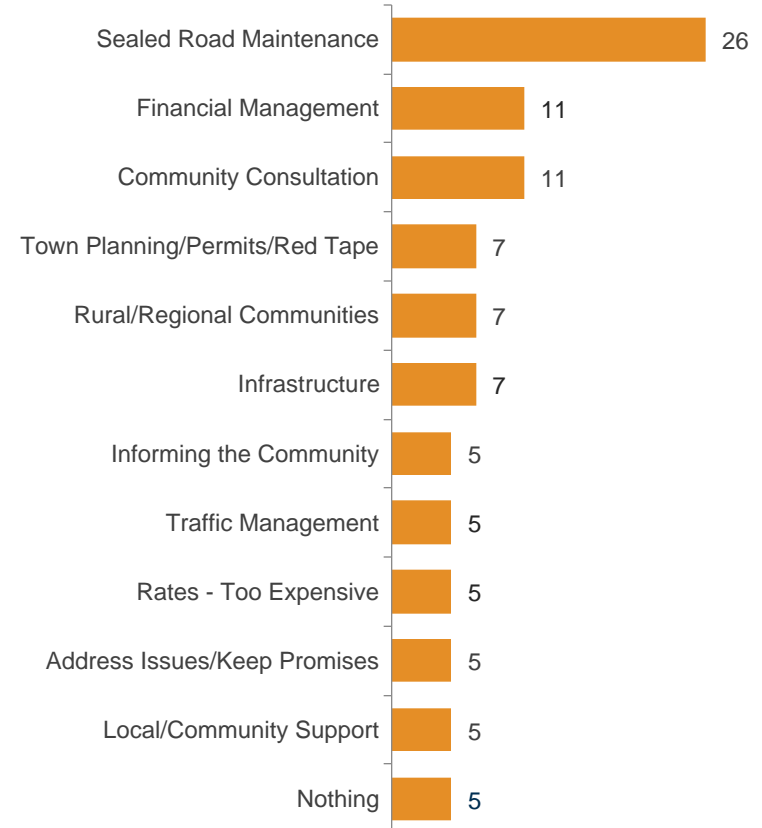


Best things about Council and areas for improvement

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 Baw Baw Shire 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: 9

Q17. What does Baw Baw Shire Council MOST need to do to improve its performance?

Base: All respondents. Councils asked State-wide: 49 Councils asked group: 14

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

Three in five residents (62%) had contact with Council in the previous 12 months. Rate of contact is in line with 2023.

Residents contacted Council in the past year are most likely to have reached out by telephone (40%). Email (24%) and in-person visits to a Council site (21%) were also popular methods of contact.



Among those residents who had contact with Council, 58% provide a positive customer service rating of 'very good' or 'good', including 26% of residents who rate Council's customer service as 'very good'.

Customer service

Council's customer service index of 65 is similar to the previous year's result. With the exception of 2022 (peak index score of 70), customer service ratings have been largely stable for the past decade. Customer service is rated in line with the Large Rural group and State-wide averages (index scores of 65 and 67 respectively).

More than half of residents who had contact with council (58%) provide a positive customer service rating of 'very good' or 'good'.

- Residents aged 50 to 64 years who had contact with Council rate customer service highest (index score of 71).
- Perceptions of customer service do not differ significantly from the Council average by demographic or geographic sub-group.

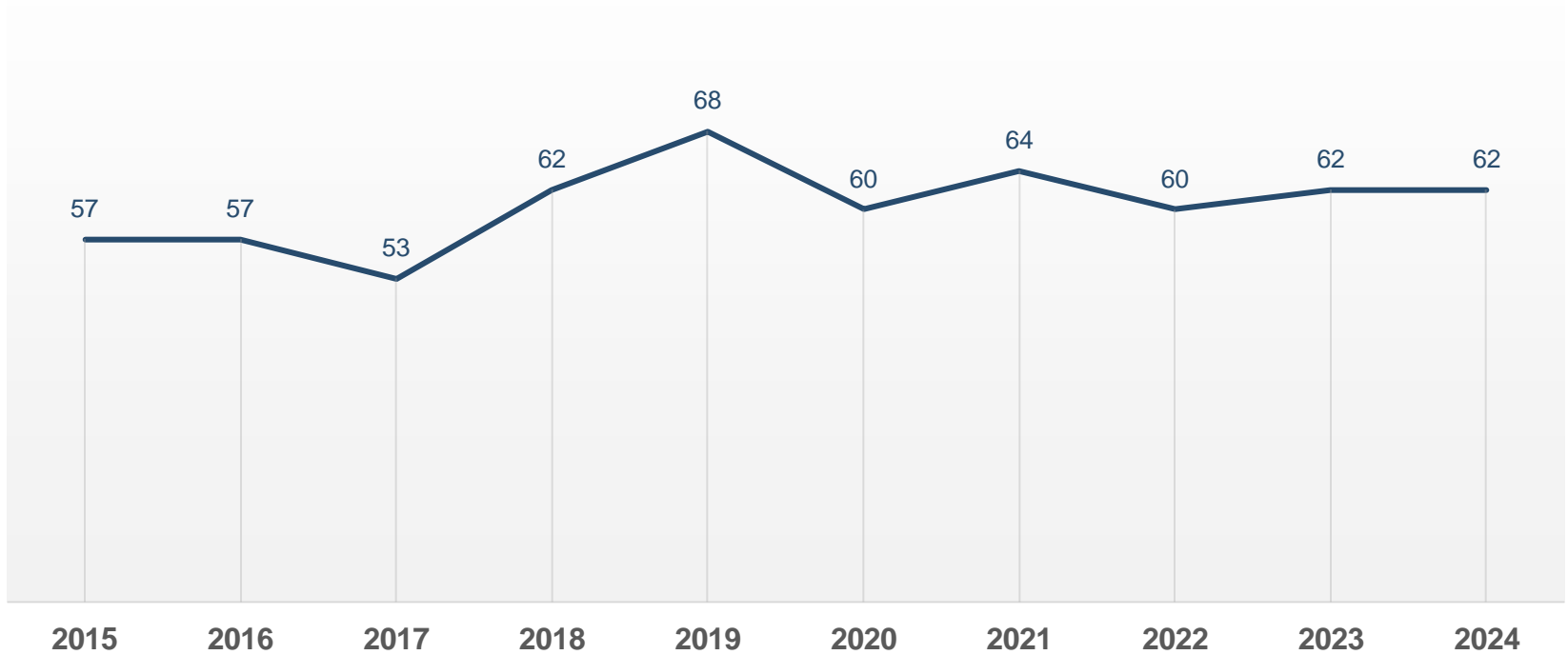
When considering the methods of contact, residents who interacted with Council in-person (index score of 69) or by telephone (68) rate customer service higher than those who connected with Council via email (58).

- Given email is the second most frequently used method of contact, Council may wish to prioritise interactions by email for customer service improvements.



Contact with council

2024 contact with council (%)
Have had contact

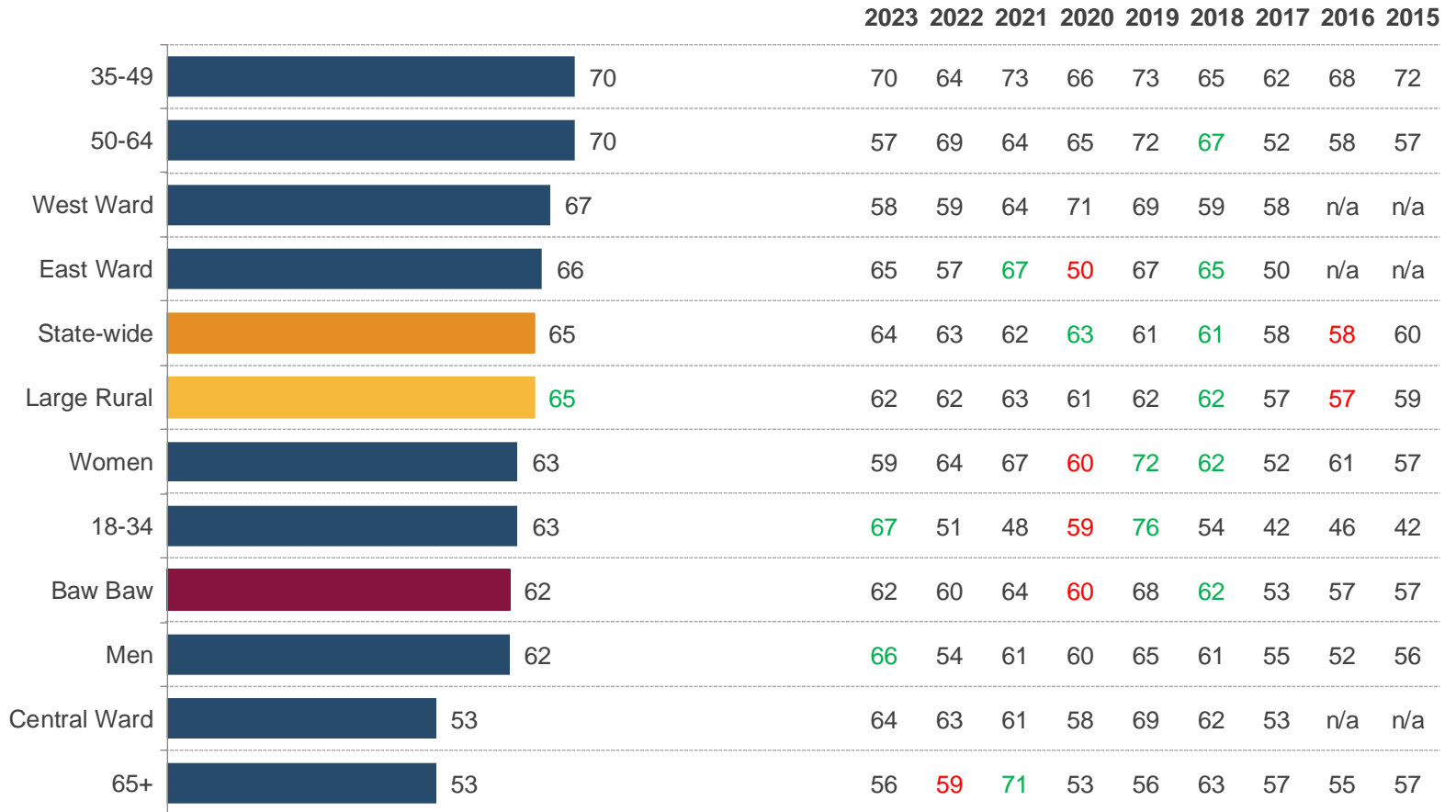


Q5a. Have you or any member of your household had any recent contact with Baw Baw Shire Council in any of the following ways?
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 9



Contact with council

2024 contact with council (%)



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

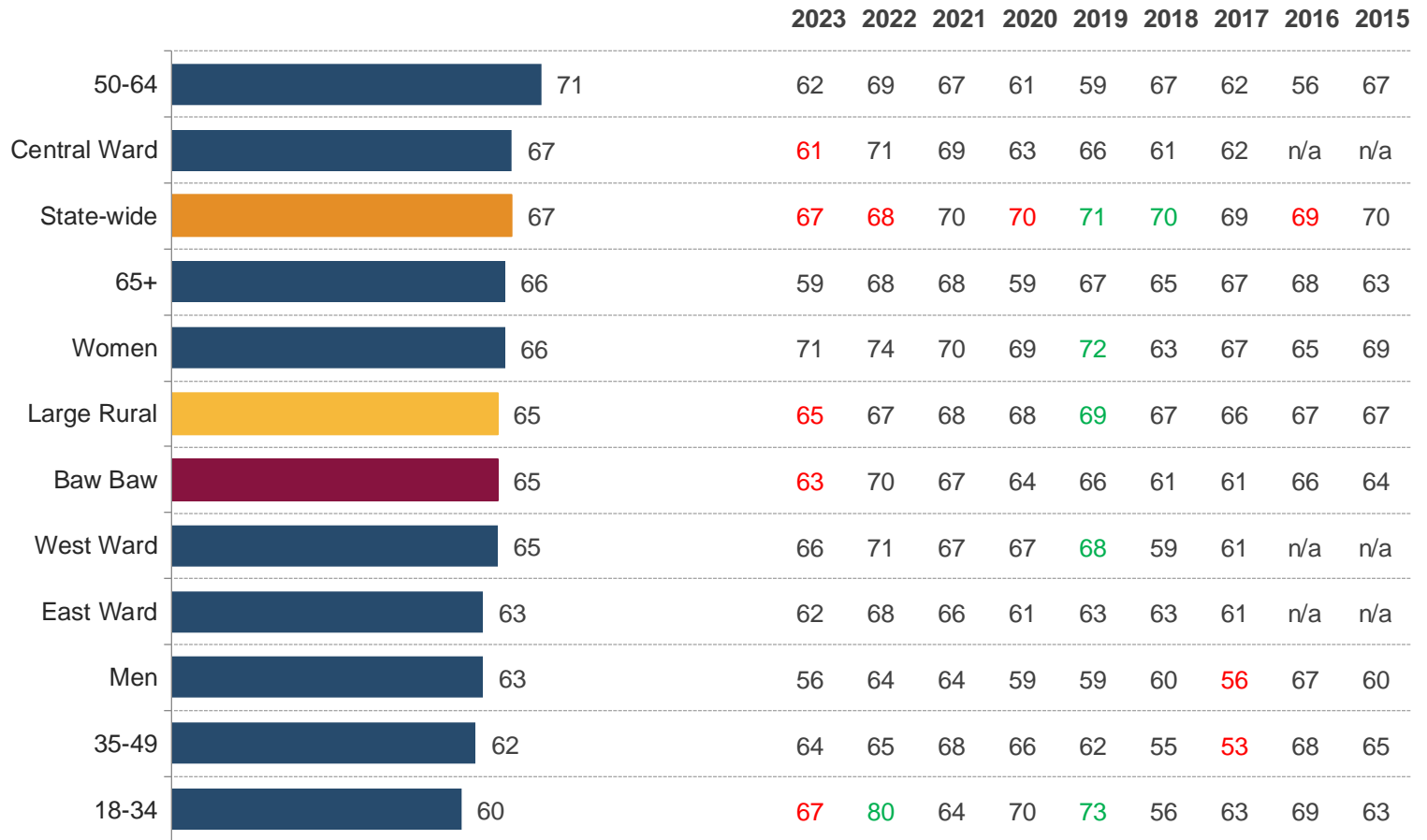
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 9

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



Customer service rating

2024 customer service rating (index scores)



Q5c. Thinking of the most recent contact, how would you rate Baw Baw 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.

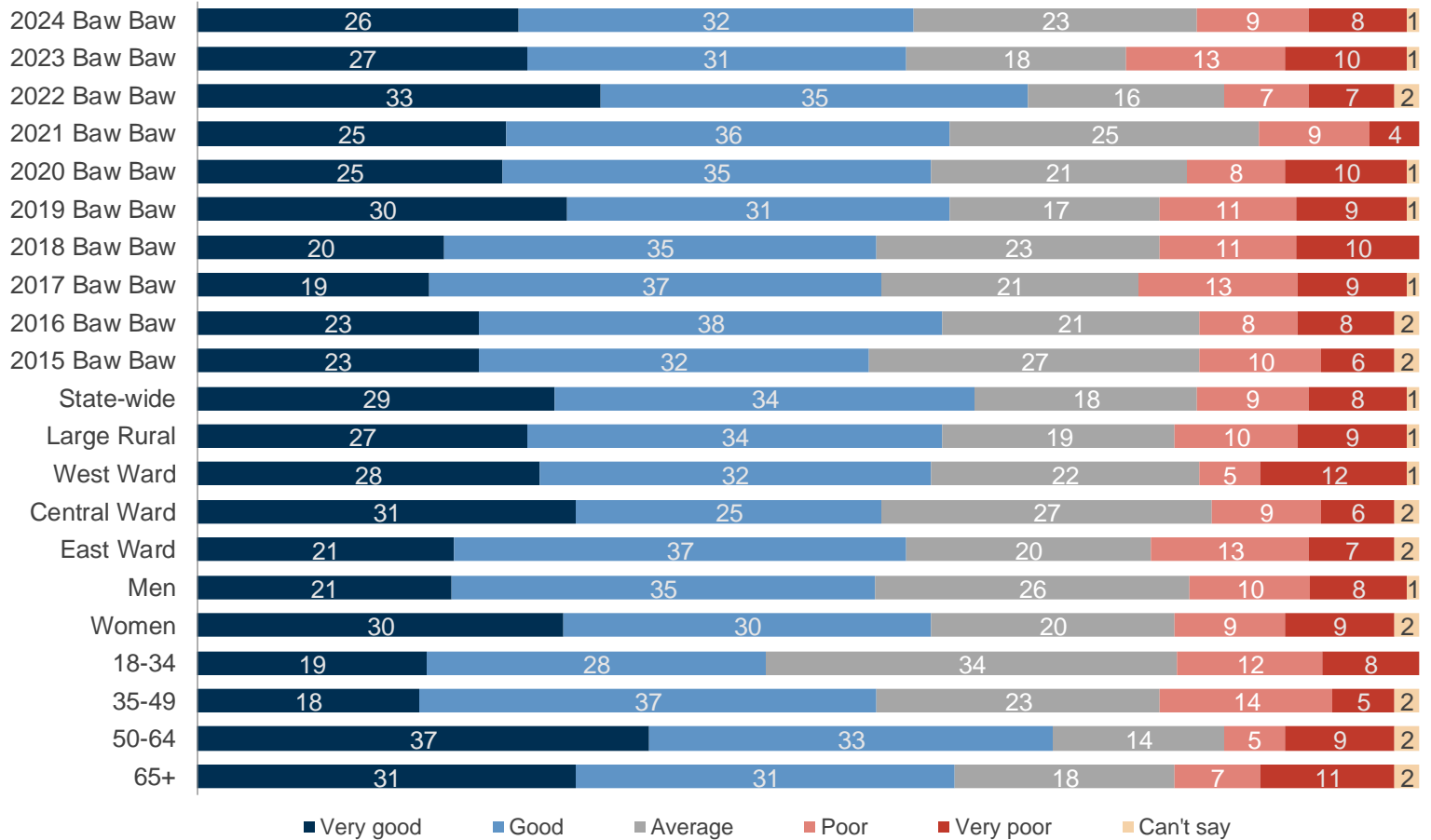
Councils asked State-wide: 62 Councils asked group: 18

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



Customer service rating

2024 customer service rating (%)

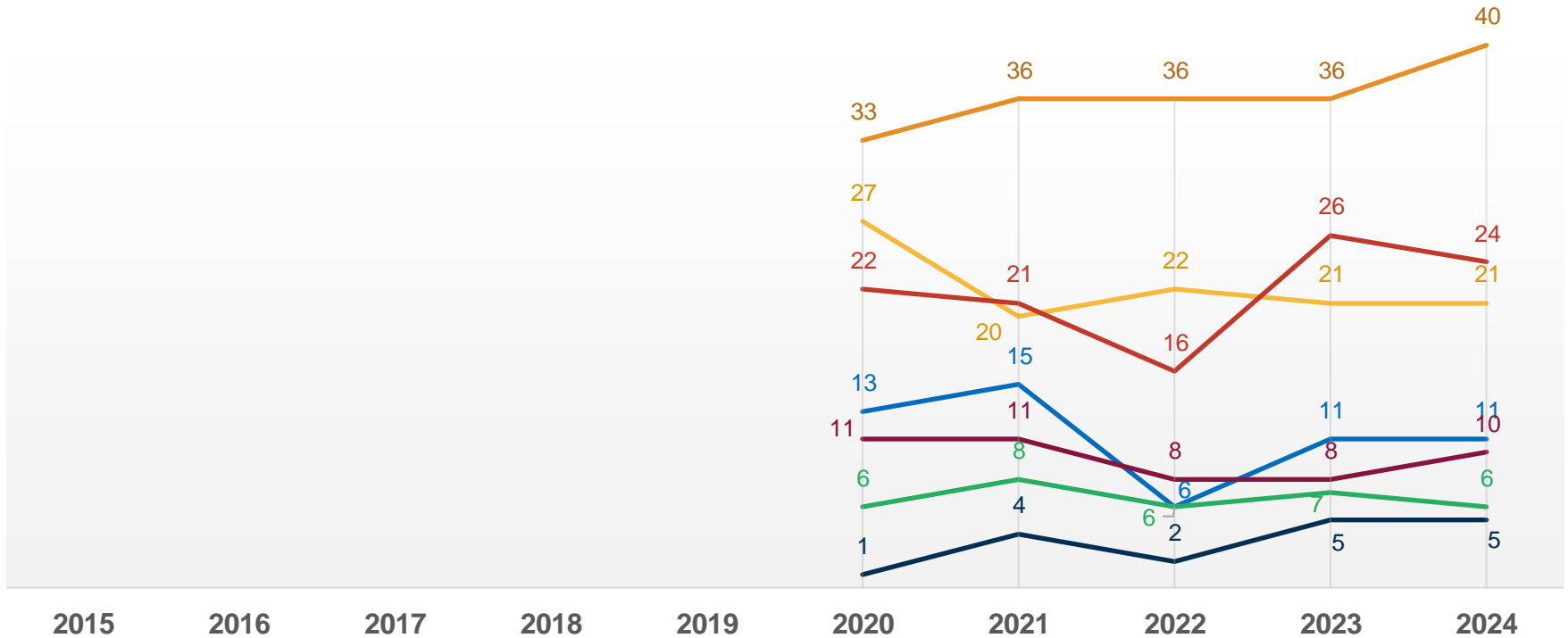
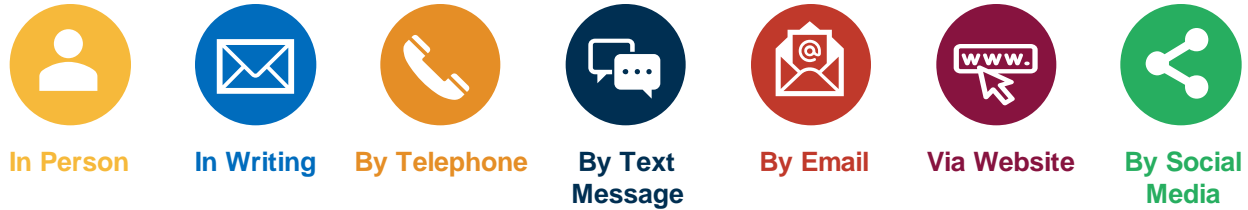


Q5c. Thinking of the most recent contact, how would you rate Baw Baw Shire Council for customer service?
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked State-wide: 62 Councils asked group: 18



Method of contact with council

2024 method of contact (%)



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

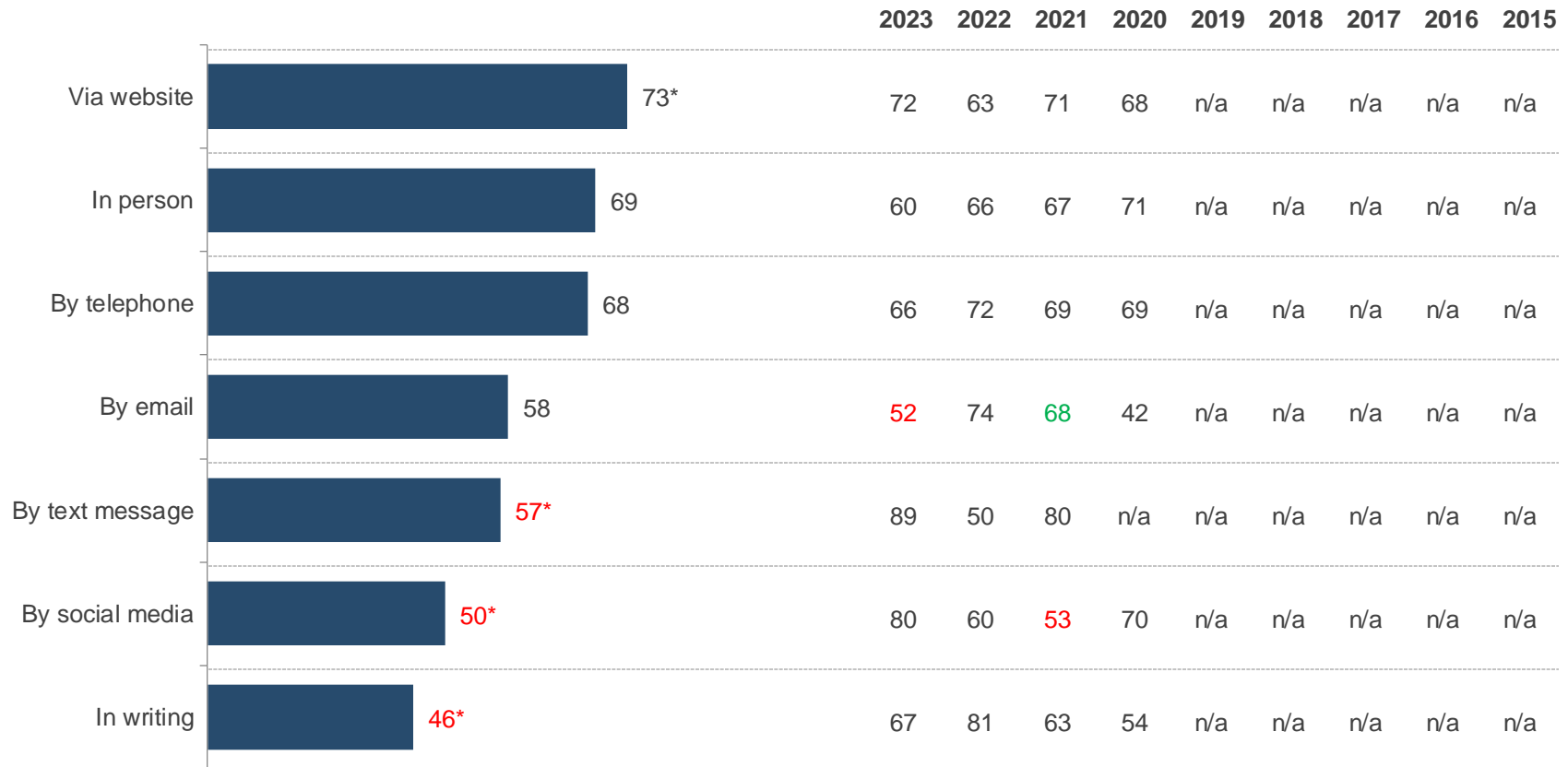
Base: All respondents. Councils asked State-wide: 26 Councils asked group: 9

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



Customer service rating by method of last contact

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



Q5c. Thinking of the most recent contact, how would you rate Baw Baw 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: 26 Councils asked group: 9

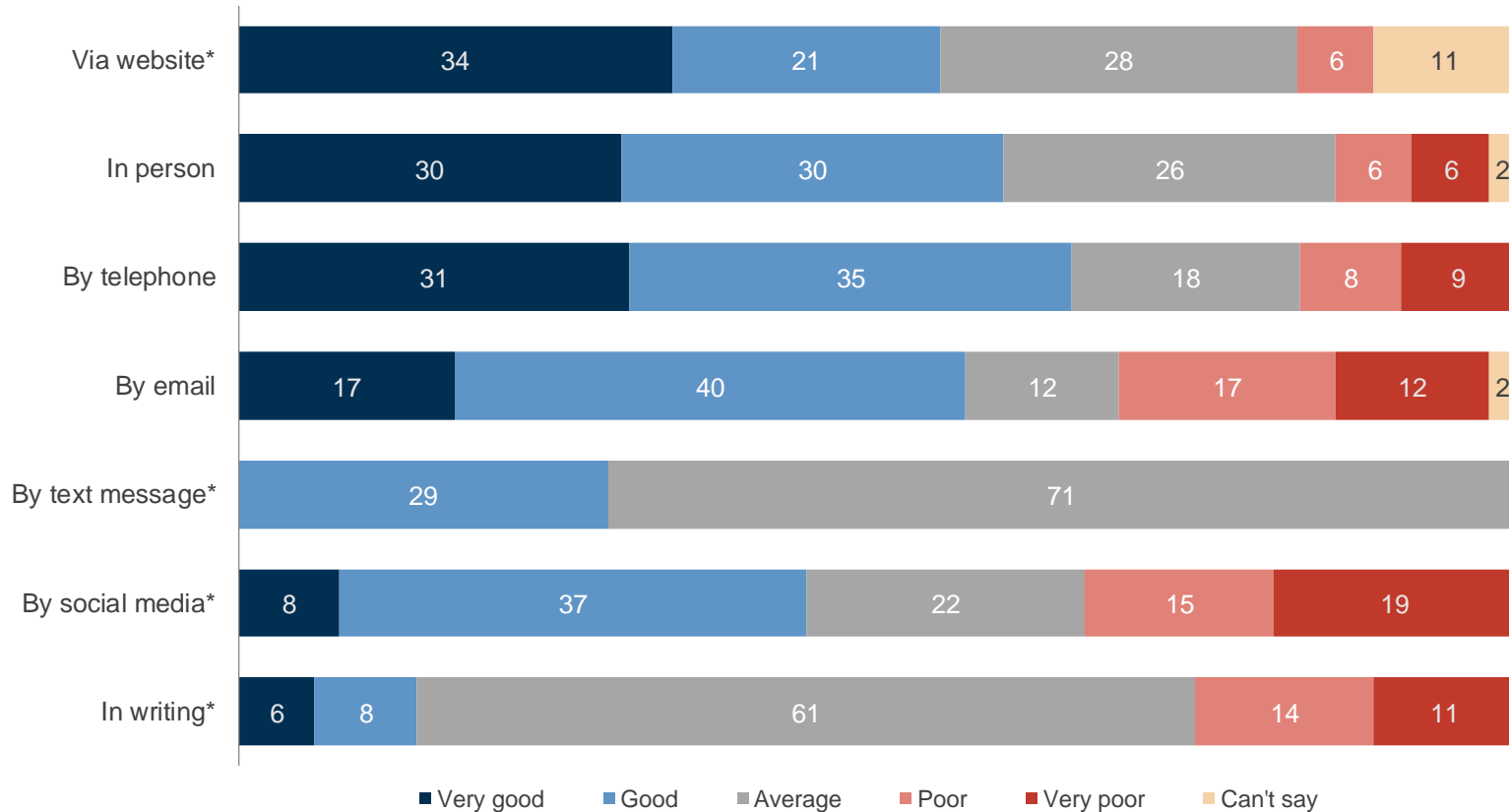
Note: Please see Appendix A for explanation of significant differences.

*Caution: small sample size < n=30



Customer service rating by method of last contact

2024 customer service rating (% by method of last contact)



Q5c. Thinking of the most recent contact, how would you rate Baw Baw 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: 26 Councils asked group: 9
 *Caution: small sample size < n=30



Council direction



Council direction

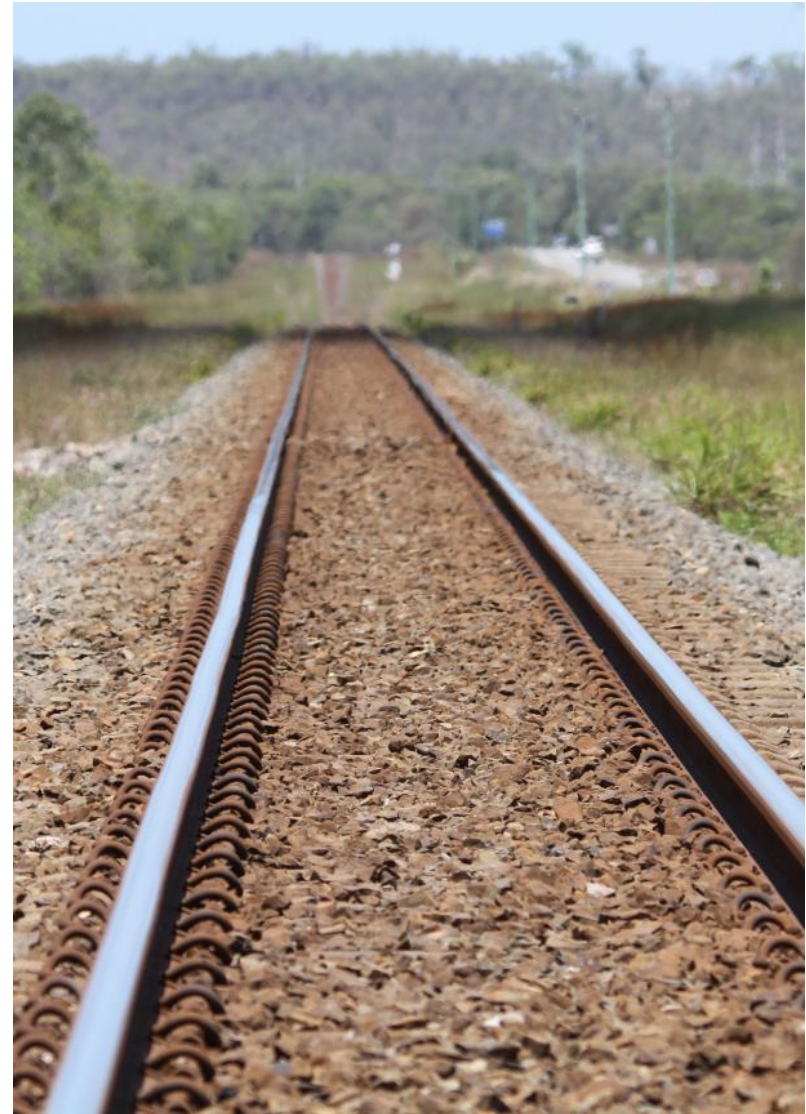
Perceptions of the direction of council performance declined slightly – by three index points to an index score of 39 – in the past year. While not a statistically significant change, Council’s directional rating is now at its lowest level in a decade.

- Residents are five times as likely to say Council’s overall performance ‘deteriorated’ (26%) over the previous 12 months as they are to say it ‘improved’ (5%).
- The vast majority (64%) believe overall performance stayed the same.

No significant differences were found among residents from different geographic and demographic sub-groups compared to the average.

- The most satisfied with council direction are residents aged 50 to 64 years (index score of 45).
- The least satisfied with council direction are residents aged 65 years and older (index score of 34).

When it comes to the trade off between rates and services, residents have a clear preference for cuts in council services to keep council rates at the same level as they are now (59%) over rate rises to improve local services (17% would prefer this).





Overall council direction last 12 months

2024 overall council direction (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
50-64	45	37	47	46	42	39	48	45	43	51
State-wide	45▲	46	50	53	51	53	52	53	51	53
18-34	42	48	49	55	51	54	55	53	50	46
Large Rural	42▲	44	47	51	50	51	52	52	48	51
West Ward	41	43	40	56	47	46	48	49	n/a	n/a
Men	40	39	41	48	44	43	50	46	48	48
Baw Baw	39	42	45	50	44	45	51	48	46	50
East Ward	39	40	47	48	45	42	51	46	n/a	n/a
35-49	39	41	47	53	45	45	50	49	45	52
Women	39	44	49	51	45	48	52	50	44	51
Central Ward	37	43	48	44	41	48	54	50	n/a	n/a
65+	34	40	41	45	39	43	51	46	46	49

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

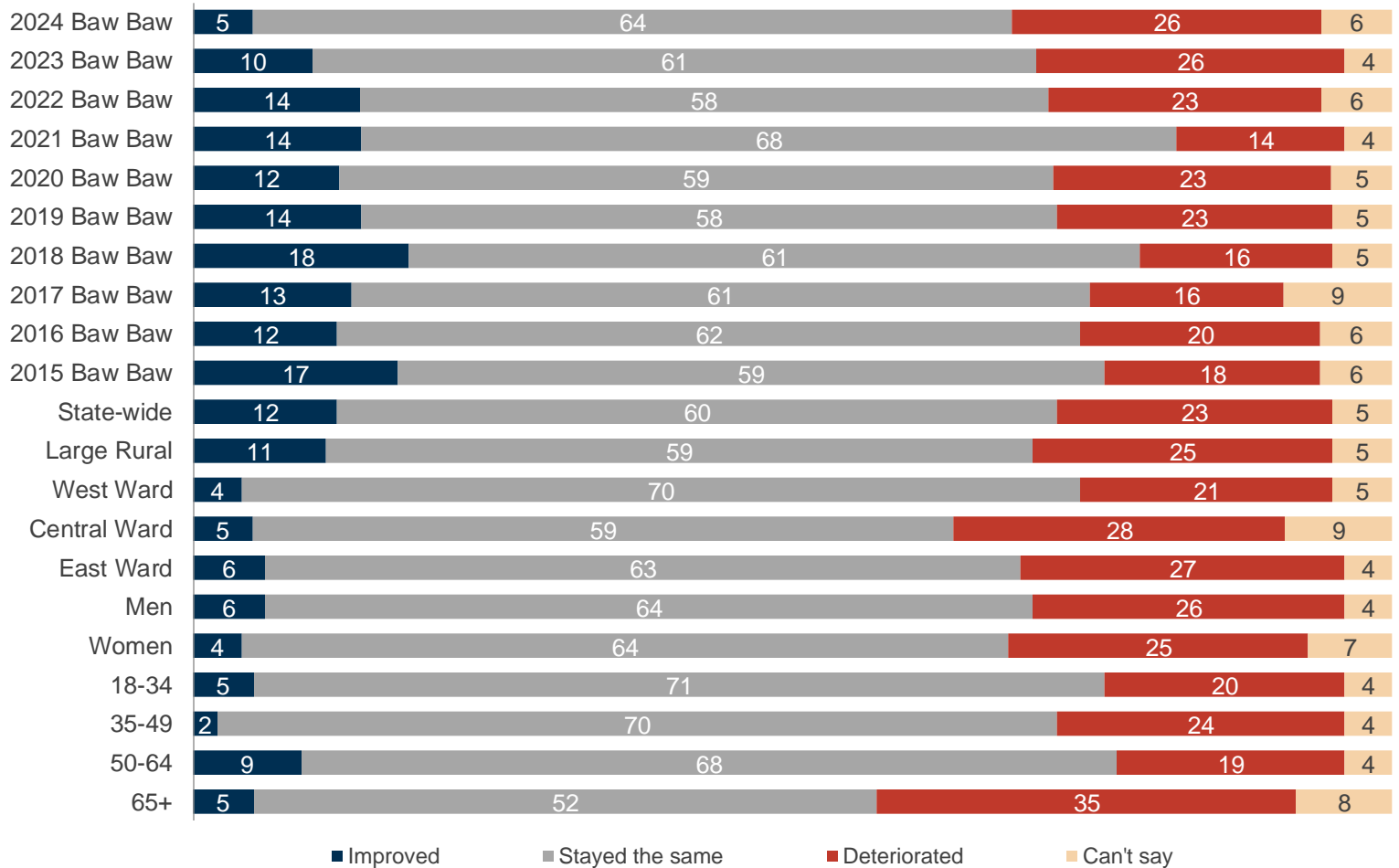
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18

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



Overall council direction last 12 months

2024 overall council direction (%)

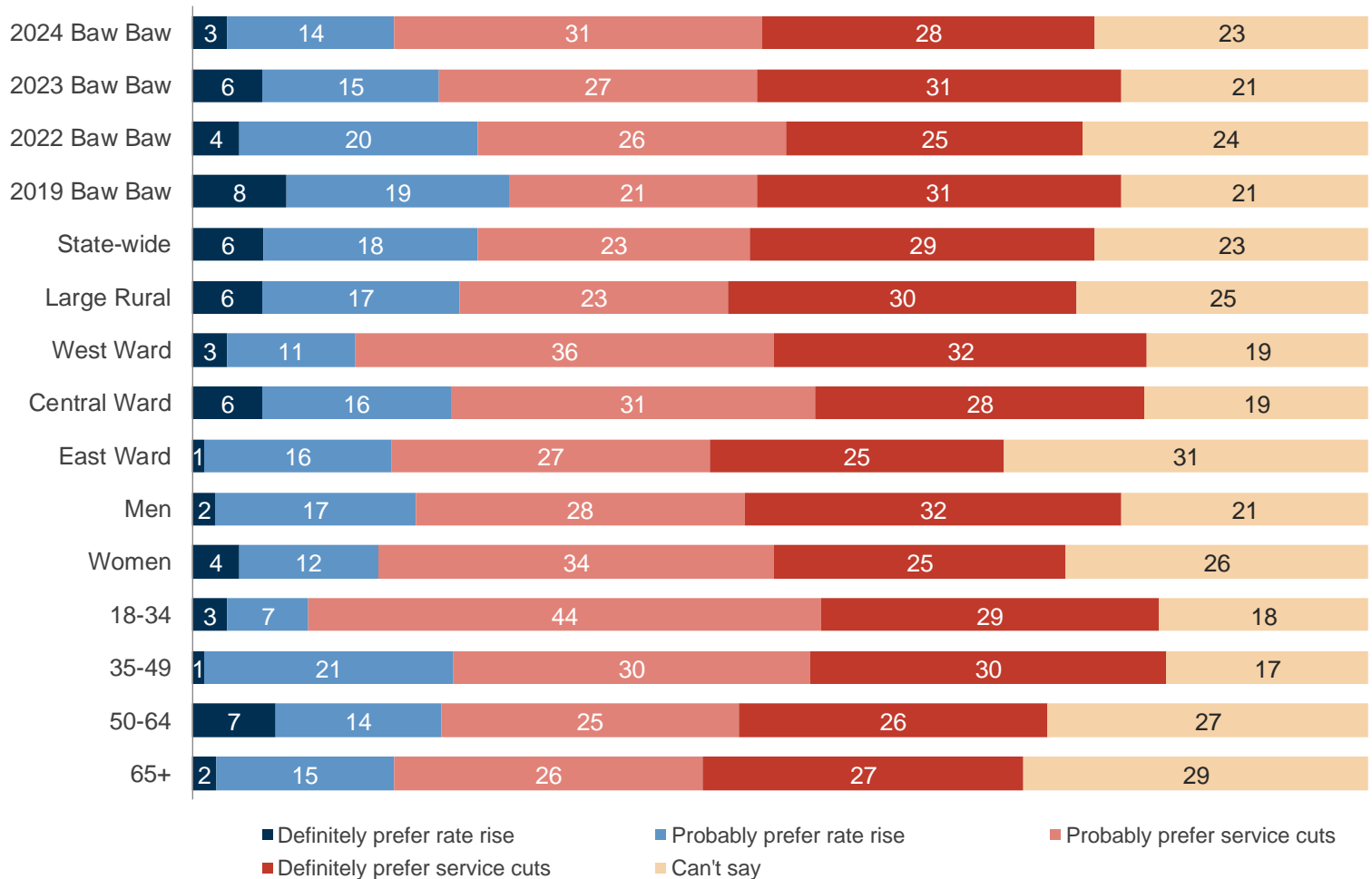


Q6. Over the last 12 months, what is your view of the direction of Baw Baw Shire Council's overall performance?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18



Rates / services trade-off

2024 rates / services trade-off (%)



Q10. If you had to choose, would you prefer to see council rate rises to improve local services OR would you prefer to see cuts in council services to keep council rates at the same level as they are now?
 Base: All respondents. Councils asked State-wide: 19 Councils asked group: 6



Individual service areas



Community consultation and engagement importance



2024 consultation and engagement importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
50-64	79	77	79	n/a	n/a	n/a	n/a	n/a	n/a
Women	78	78	78	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	77	77	77	76	75	76	75	76	75
35-49	76	78	76	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	76	78	74	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	76	76	75	74	74	74	74	75	74
Central Ward	76	75	78	n/a	n/a	n/a	n/a	n/a	n/a
18-34	76	74	71	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	75	76	76	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	73	75	76	n/a	n/a	n/a	n/a	n/a	n/a
65+	71	75	79	n/a	n/a	n/a	n/a	n/a	n/a
Men	71	74	74	n/a	n/a	n/a	n/a	n/a	n/a

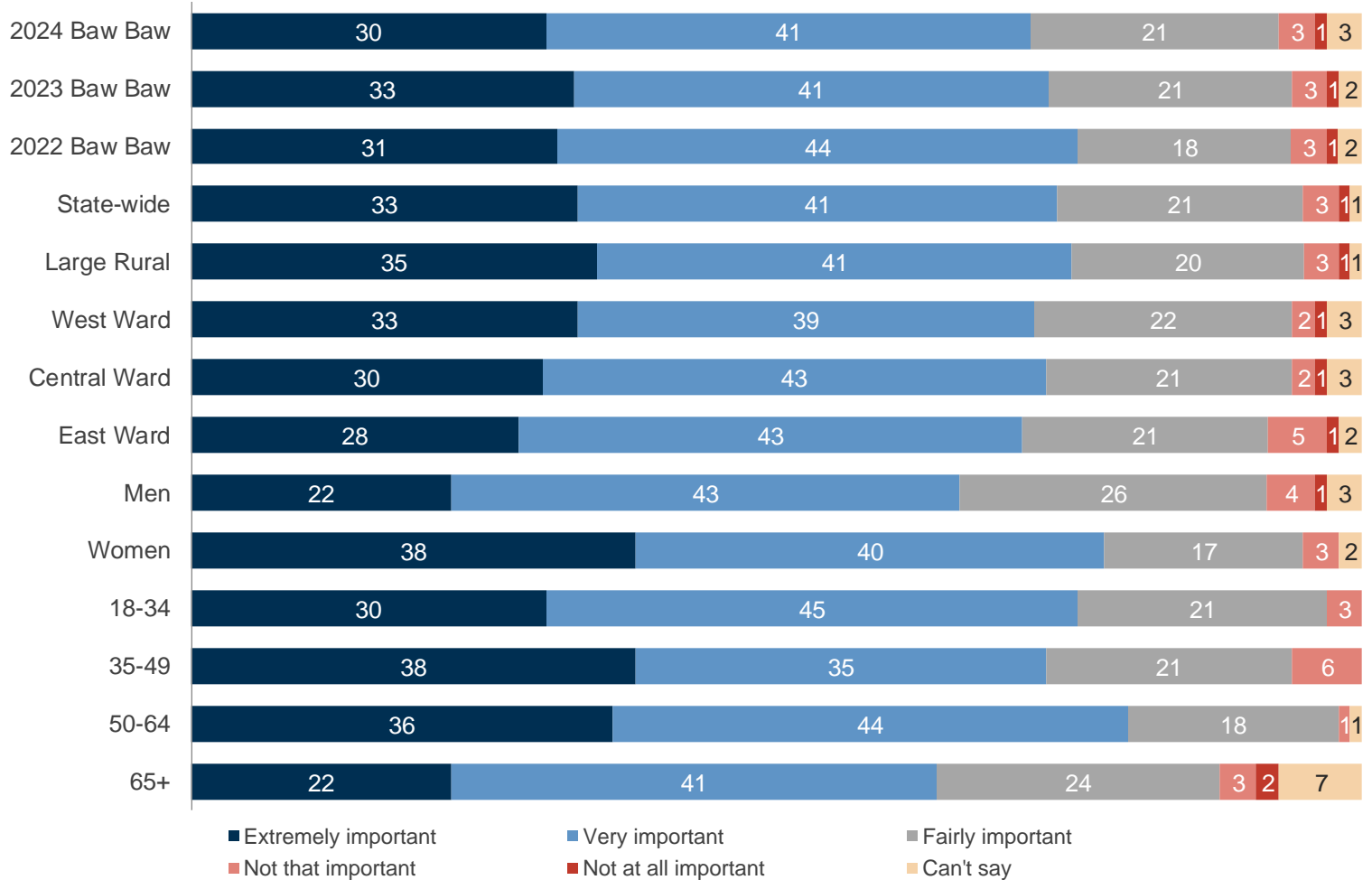
Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement importance



2024 consultation and engagement importance (%)



Q1. Firstly, how important should 'Community consultation and engagement' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 9



Community consultation and engagement performance



2024 consultation and engagement performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
18-34	52	53	56	58	59	54	52	59	49	58
State-wide	51▲	52	54	56	55	56	55	55	54	56
West Ward	49	50	46	54	55	54	51	50	n/a	n/a
East Ward	49	48	53	54	51	46	52	45	n/a	n/a
Women	48	50	54	56	54	52	54	49	48	53
Large Rural	48	49	51	54	54	54	54	52	52	54
50-64	48	43	50	48	47	46	46	43	43	50
Baw Baw	47	48	51	53	52	49	50	48	48	52
Men	45	46	47	49	50	46	47	46	49	50
65+	44	48	50	51	51	49	50	45	51	48
35-49	44	46	47	54	49	44	53	43	49	52
Central Ward	43	47	54	51	50	46	48	48	n/a	n/a

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: 18

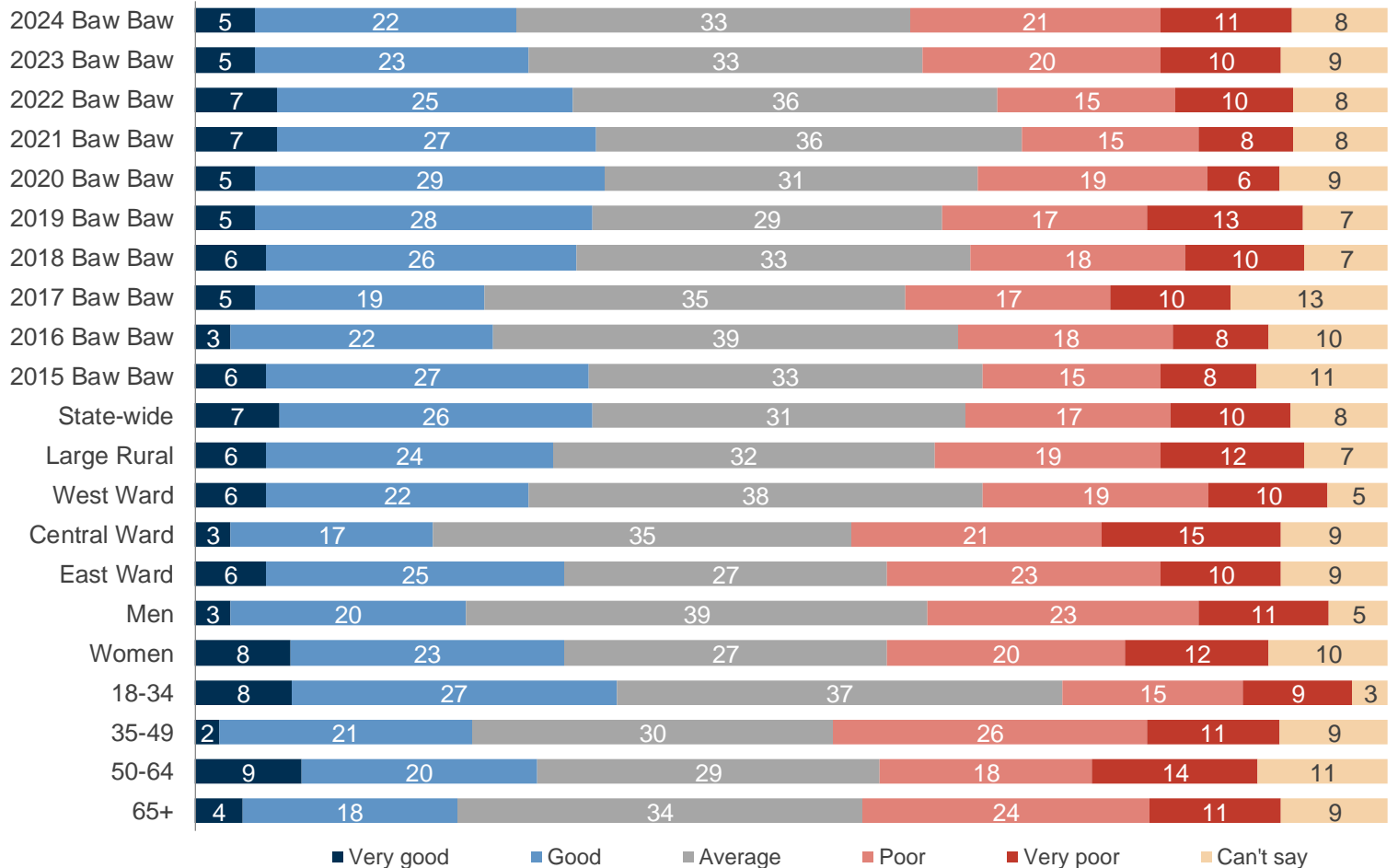
Note: Please see Appendix A for explanation of significant differences.



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: 18



Lobbying on behalf of the community importance



2024 lobbying importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	67	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	72	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	69	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	69	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	69	71	71	69	67	68	69	70	70
State-wide	68	71	69	68	67	68	69	69	69
35-49	67	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	67	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	66	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	65	71	71	n/a	n/a	n/a	n/a	n/a	n/a
Men	64	66	65	n/a	n/a	n/a	n/a	n/a	n/a
65+	62	69	68	n/a	n/a	n/a	n/a	n/a	n/a

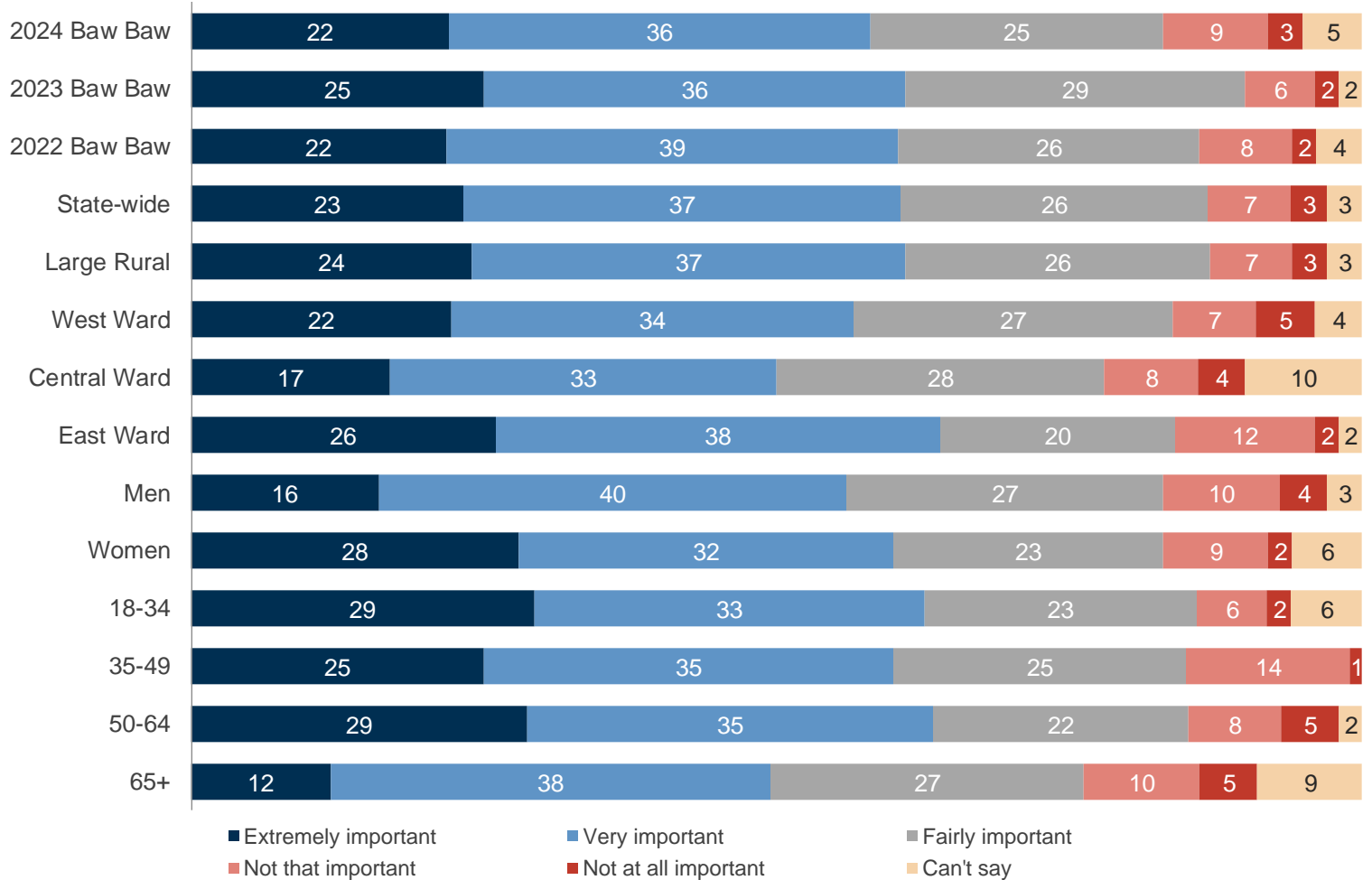
Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 21 Councils asked group: 7
 Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community importance



2024 lobbying importance (%)



Q1. Firstly, how important should 'Lobbying on behalf of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 21 Councils asked group: 7



Lobbying on behalf of the community performance



2024 lobbying performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
West Ward	49	47	55	48	49	49	51	n/a	n/a
State-wide	51	53	55	53	54	54	54	53	55
65+	49	47	51	51	50	48	46	54	48
Large Rural	49	51	54	53	52	52	51	50	53
Women	51	53	53	52	49	51	50	48	52
Baw Baw	49	51	52	49	47	49	48	50	53
Men	47	48	50	45	44	47	47	53	54
East Ward	48	53	51	49	46	51	49	n/a	n/a
35-49	47	50	50	45	42	49	46	47	51
50-64	46	50	48	39	43	46	41	41	53
18-34	53	57	58	56	50	52	58	55	62
Central Ward	50	53	50	49	44	46	45	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 46 Councils asked group: 14

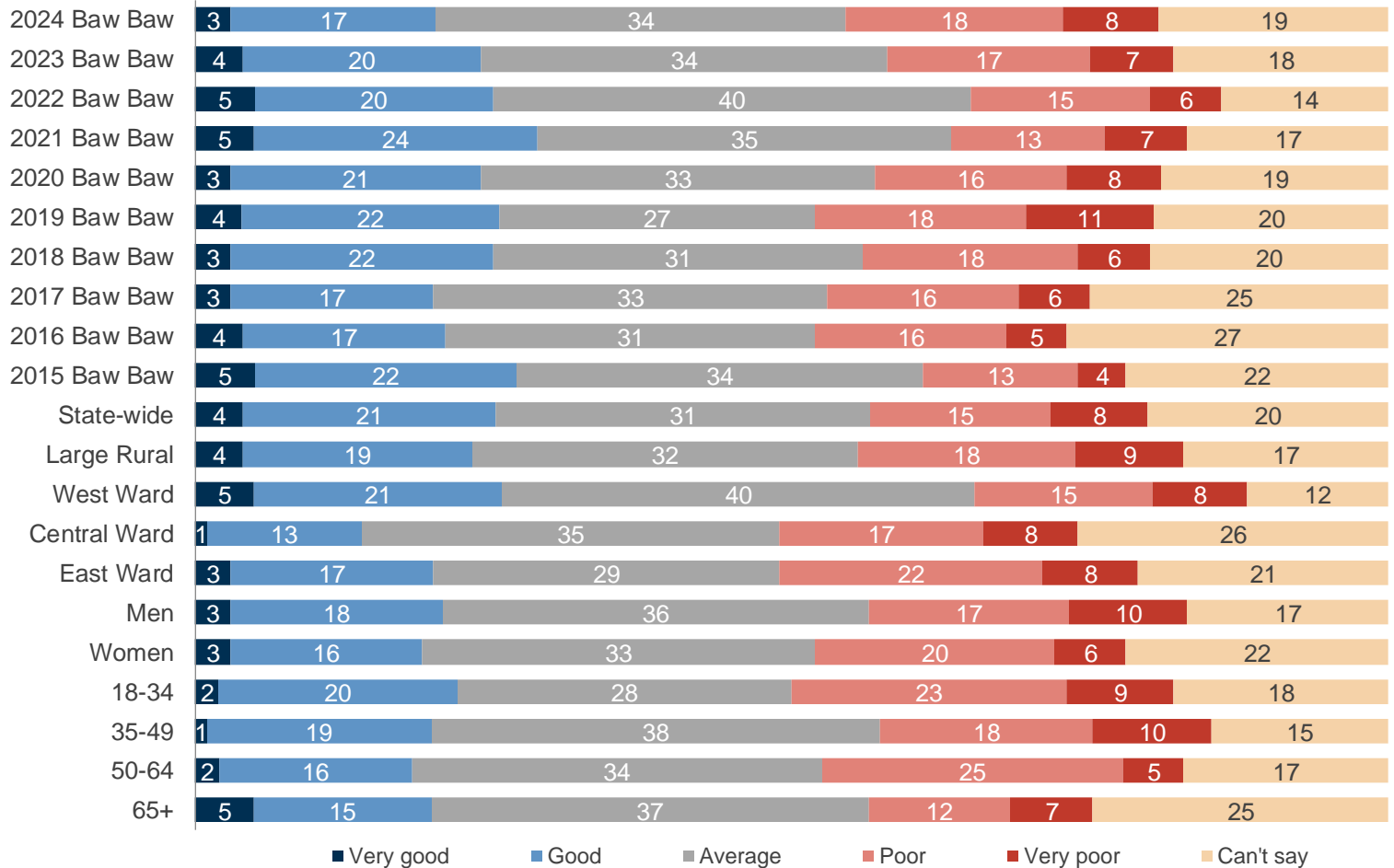
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2024 lobbying performance (%)

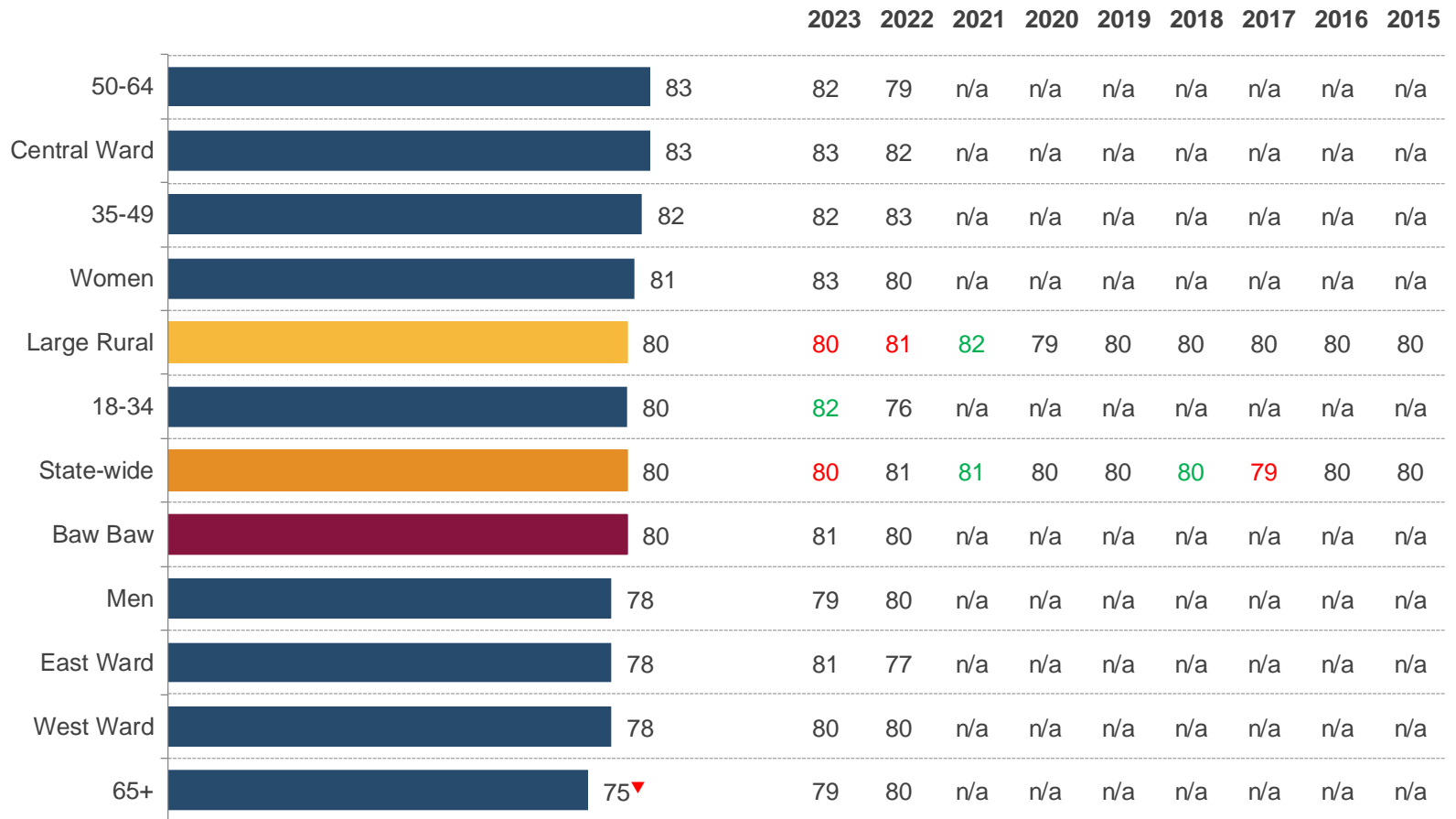


Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 46 Councils asked group: 14

Decisions made in the interest of the community importance



2024 community decisions made importance (index scores)



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

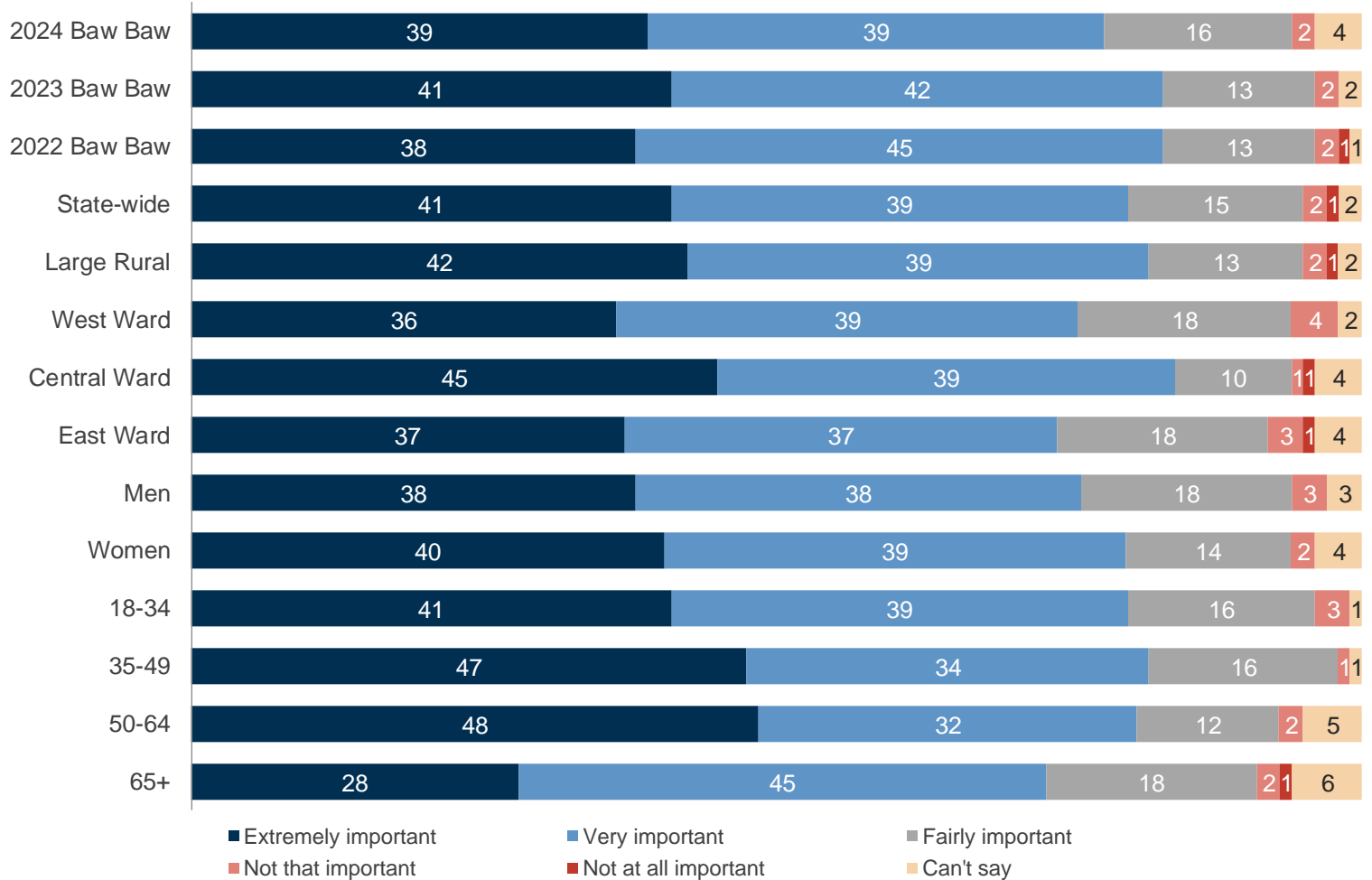
Base: All respondents. Councils asked State-wide: 19 Councils asked group: 8

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

Decisions made in the interest of the community importance



2024 community decisions made importance (%)



Q1. Firstly, how important should 'Decisions made in the interest of the community' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 19 Councils asked group: 8

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
West Ward	47	47	53	45	47	48	50	n/a	n/a
Large Rural	46	51	54	52	52	52	51	50	52
18-34	45	54	59	49	51	48	56	50	62
Men	44	48	49	44	41	47	43	48	51
35-49	44	48	52	43	37	47	44	45	53
Baw Baw	44	51	52	46	43	48	46	47	53
65+	44	51	52	47	47	49	42	51	46
Women	43	54	55	48	46	49	49	46	54
East Ward	43	54	50	49	44	49	44	n/a	n/a
50-64	42	48	44	42	38	48	42	41	51
Central Ward	42	51	52	43	39	47	44	n/a	n/a

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

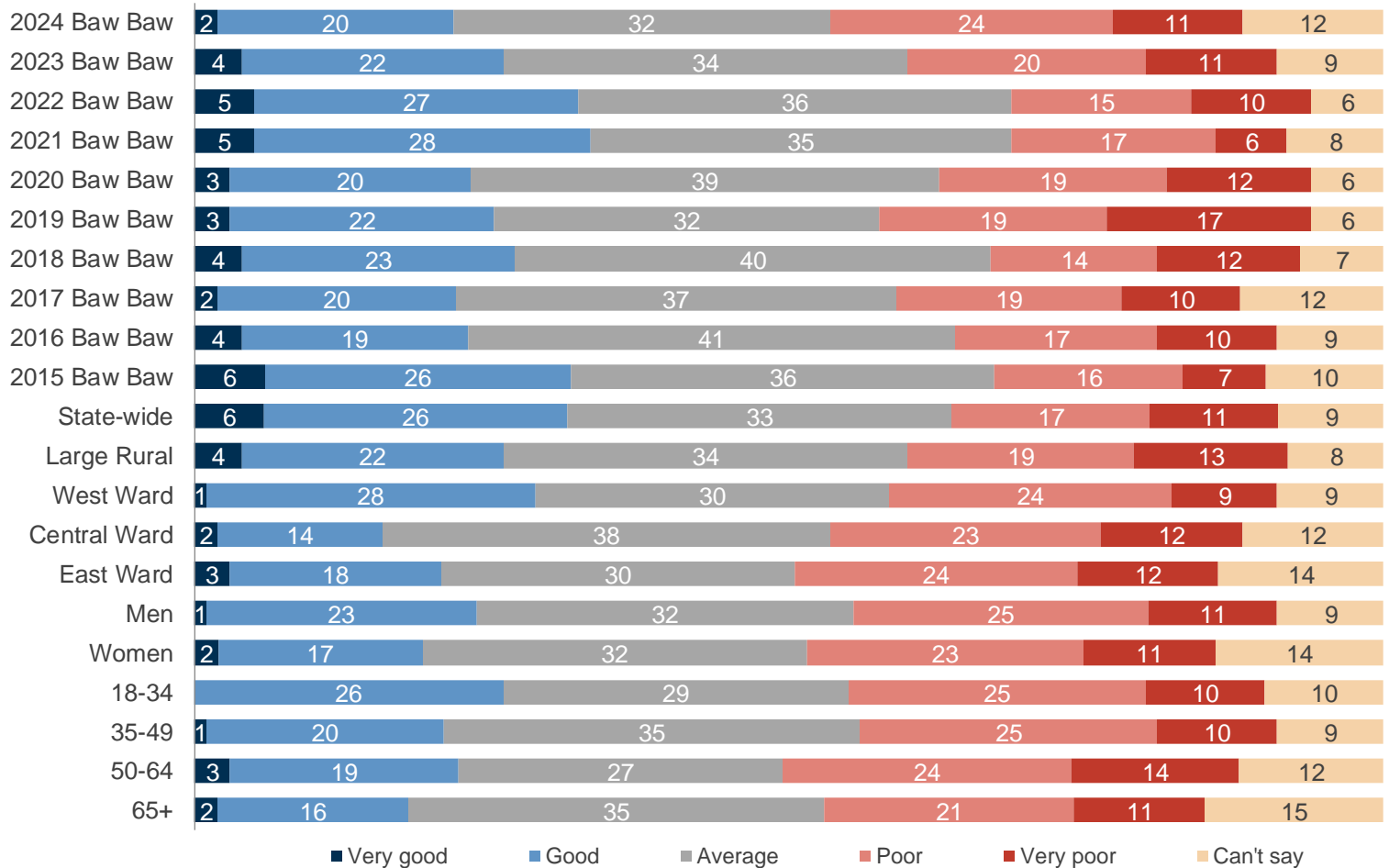
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18

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

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: 18

The condition of sealed local roads in your area importance



2024 sealed local roads importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Women	89▲	87	84	n/a	n/a	n/a	n/a	n/a	n/a	
50-64	88	85	87	n/a	n/a	n/a	n/a	n/a	n/a	
18-34	88	85	81	n/a	n/a	n/a	n/a	n/a	n/a	
35-49	87	87	84	n/a	n/a	n/a	n/a	n/a	n/a	
West Ward	86	86	86	n/a	n/a	n/a	n/a	n/a	n/a	
Baw Baw	86	85	84	n/a	n/a	n/a	n/a	n/a	n/a	
East Ward	86	84	83	n/a	n/a	n/a	n/a	n/a	n/a	
Central Ward	86	86	83	n/a	n/a	n/a	n/a	n/a	n/a	
Large Rural	84▼	83	83	80	81	80	80	77	80	78
Men	83▼	84	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	83▼	82	81	79	79	79	80	78	78	76
65+	82▼	84	84	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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

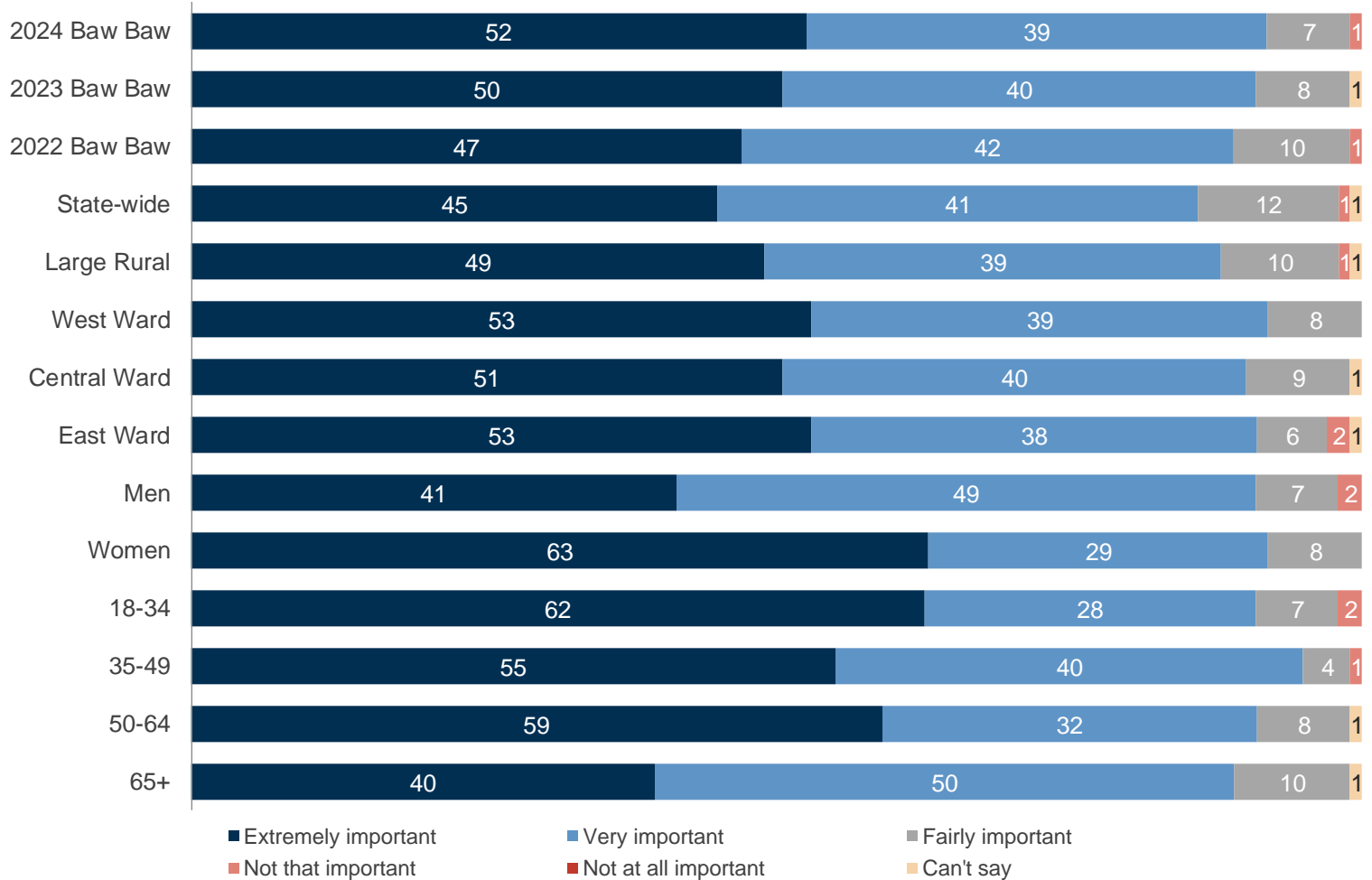
Base: All respondents. Councils asked State-wide: 20 Councils asked group: 6

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

The condition of sealed local roads in your area importance



2024 sealed local roads importance (%)



Q1. Firstly, how important should 'The condition of sealed local roads in your area' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 20 Councils asked group: 6

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
State-wide	48	53	57	54	56	53	53	54	55
65+	42	45	48	45	44	43	46	44	37
Large Rural	40	45	50	47	47	45	43	44	45
Men	40	39	46	39	40	42	38	41	33
West Ward	37	42	47	43	41	44	46	n/a	n/a
50-64	30	42	40	36	35	39	37	34	36
Baw Baw	38	43	45	41	40	42	42	38	36
East Ward	38	42	42	42	31	37	39	n/a	n/a
Central Ward	40	44	47	38	47	45	42	n/a	n/a
18-34	41	44	47	45	38	44	48	38	39
Women	37	46	44	43	39	42	46	35	38
35-49	37	40	45	38	39	41	38	33	30

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

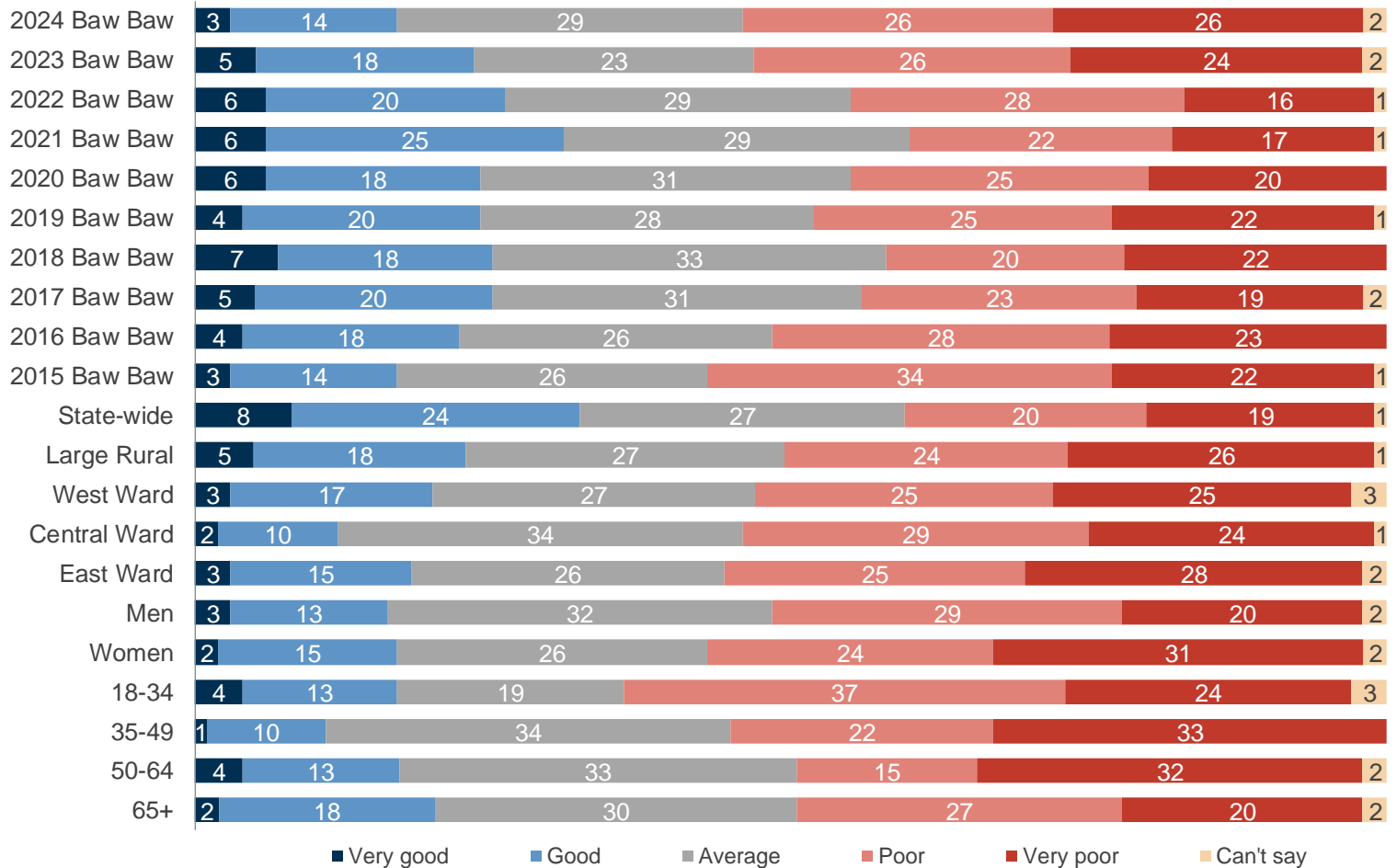
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18

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

The condition of sealed local roads in your area performance



2024 sealed local roads performance (%)



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: 18



Recreational facilities importance



2024 recreational facilities importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
35-49	75	77	74	n/a	n/a	n/a	n/a	n/a	n/a
50-64	74	67	73	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	74	78	77	n/a	n/a	n/a	n/a	n/a	n/a
18-34	74	76	74	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	73	73	74	72	72	73	72	73	72
Large Rural	73	73	74	73	72	72	74	72	72
East Ward	73	66	69	n/a	n/a	n/a	n/a	n/a	n/a
Women	73	74	75	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	72	73	73	n/a	n/a	n/a	n/a	n/a	n/a
Men	72	71	71	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	70	74	73	n/a	n/a	n/a	n/a	n/a	n/a
65+	68	70	72	n/a	n/a	n/a	n/a	n/a	n/a

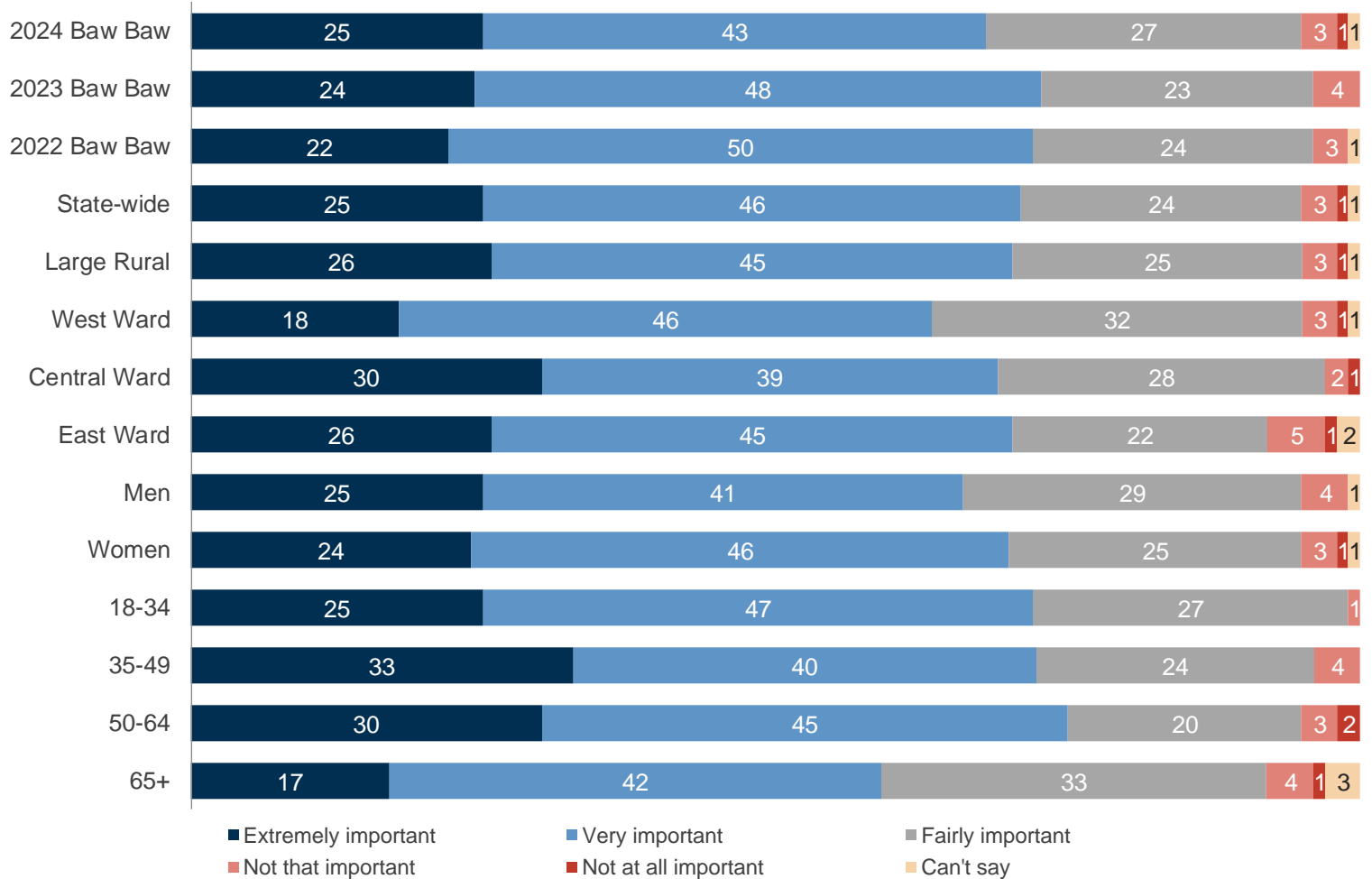
Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities importance



2024 recreational facilities importance (%)



Q1. Firstly, how important should 'Recreational facilities' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 8



Recreational facilities performance



2024 recreational facilities performance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	68▲	68	69	71	70	70	69	70	69	70
50-64	68	65	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	68	69	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	66	66	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	66	64	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	65	66	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	65	66	68	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	65	68	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	64	62	65	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	64	66	67	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	64	65	66	68	67	68	66	66	65	66
18-34	62	66	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a

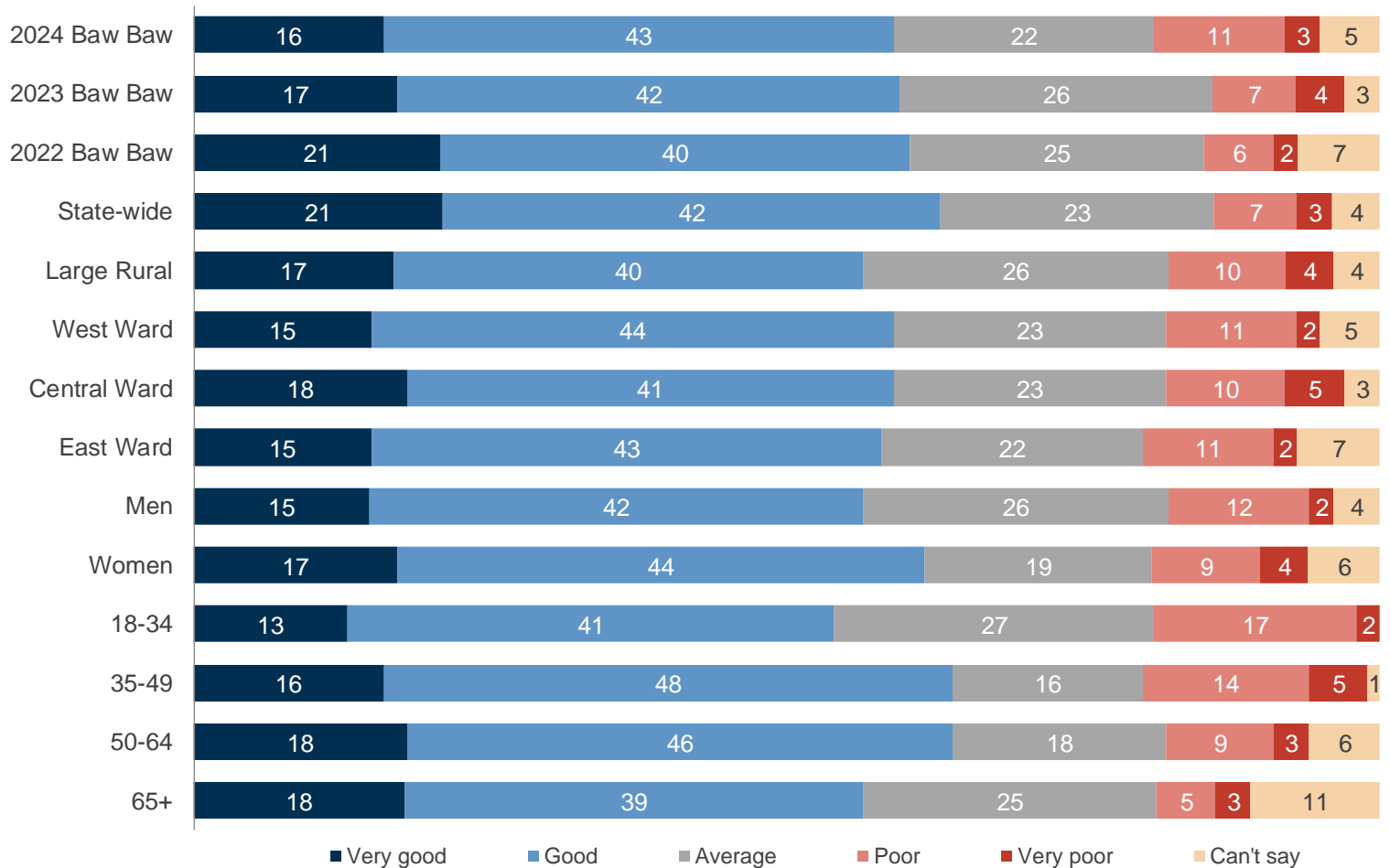
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2024 recreational facilities performance (%)



Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 10



The appearance of public areas importance



2024 public areas importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
50-64	75▲	72	77	n/a	n/a	n/a	n/a	n/a	n/a	
State-wide	74▲	74	75	75	74	73	74	74	74	73
Large Rural	74▲	73	75	75	73	73	73	73	74	73
Women	73	74	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	71	74	75	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	71	73	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	71	71	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	70	72	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	70	73	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	69	71	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	68	71	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	67	71	71	n/a	n/a	n/a	n/a	n/a	n/a	n/a

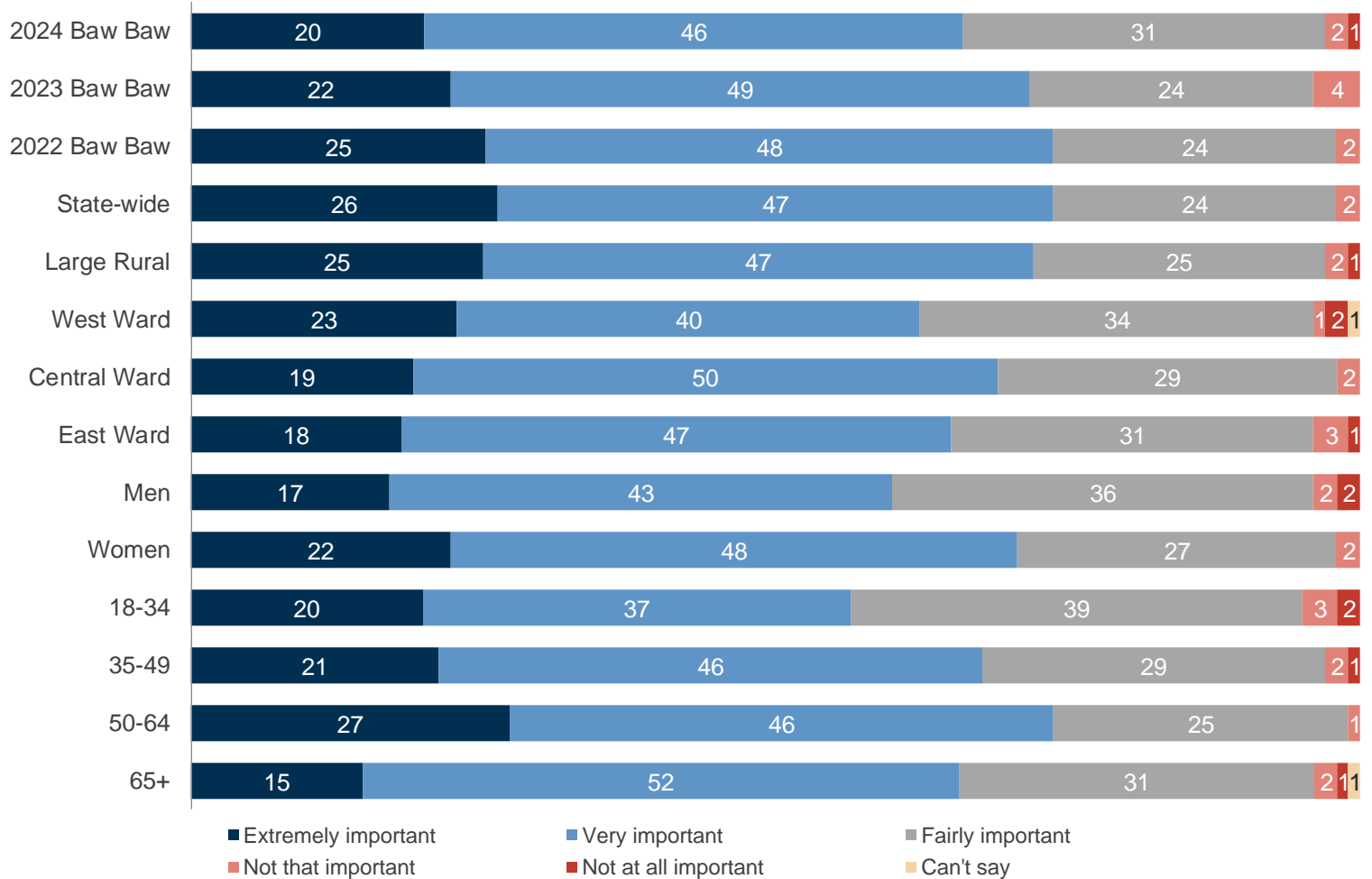
Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas importance



2024 public areas importance (%)



Q1. Firstly, how important should 'The appearance of public areas' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 8



The appearance of public areas performance



2024 public areas performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
35-49	75 [▲]	67	77	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	69	65	71	n/a	n/a	n/a	n/a	n/a	n/a
Men	69	67	70	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	69	68	71	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	69	67	74	n/a	n/a	n/a	n/a	n/a	n/a
50-64	69	66	70	n/a	n/a	n/a	n/a	n/a	n/a
Women	69	69	73	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	68	71	70	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	68	67	71	73	72	72	71	71	71
65+	68	70	68	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	66 [▼]	65	67	70	71	70	69	69	69
18-34	65	68	72	n/a	n/a	n/a	n/a	n/a	n/a

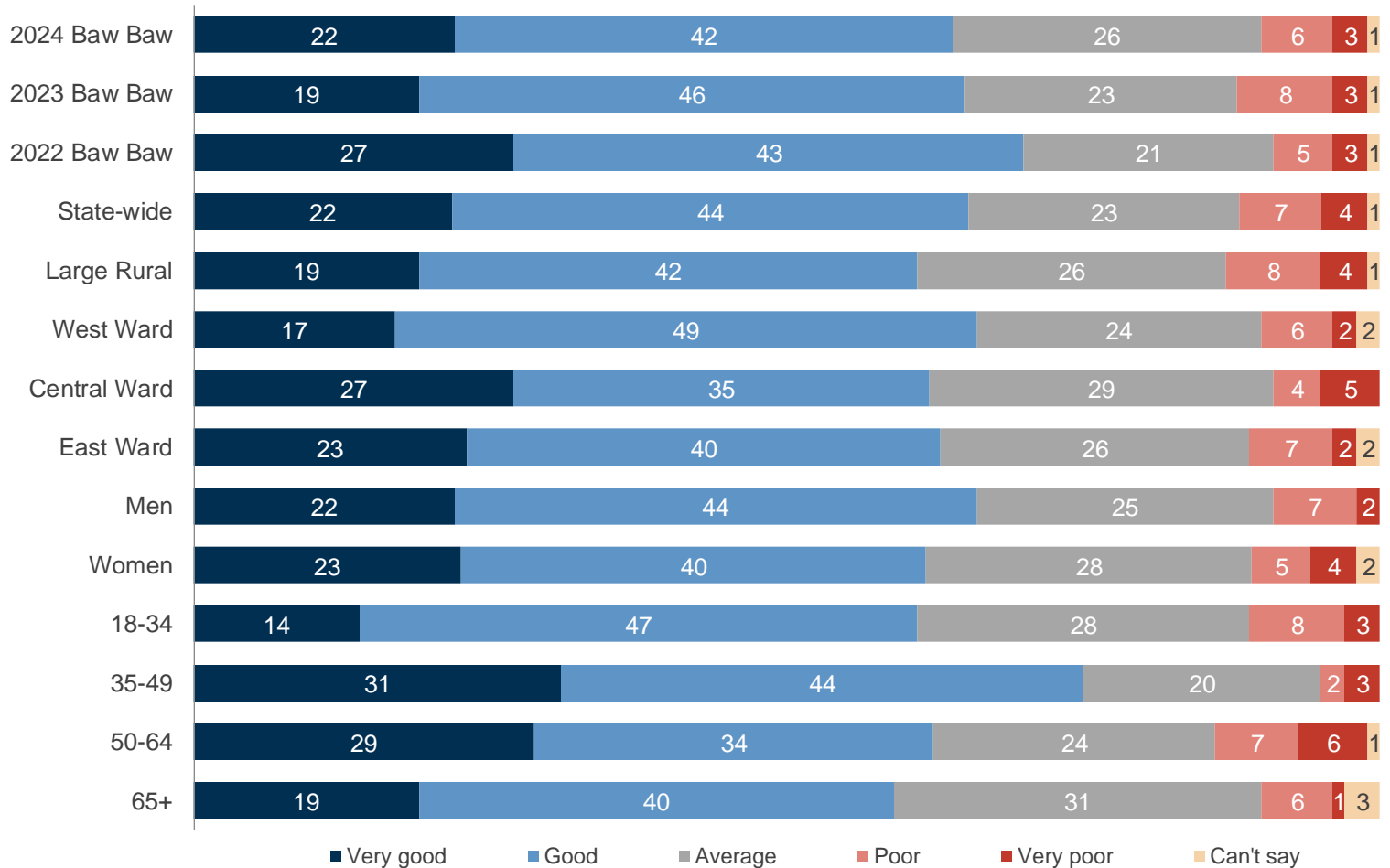
Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 42 Councils asked group: 11
 Note: Please see Appendix A for explanation of significant differences.



The appearance of public areas performance



2024 public areas performance (%)



Q2. How has Council performed on 'The appearance of public areas' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 42 Councils asked group: 11



Art centres and libraries importance



2024 art centres and libraries importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	66▲	65	66	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	64▲	65	67	67	65	65	65	64	66
Large Rural	64▲	64	64	66	64	62	63	63	63
18-34	64	57	57	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	63	61	65	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	60	59	61	n/a	n/a	n/a	n/a	n/a	n/a
65+	60	59	65	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	59	62	60	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	58	54	59	n/a	n/a	n/a	n/a	n/a	n/a
50-64	57	58	64	n/a	n/a	n/a	n/a	n/a	n/a
35-49	57	62	59	n/a	n/a	n/a	n/a	n/a	n/a
Men	53▼	52	56	n/a	n/a	n/a	n/a	n/a	n/a

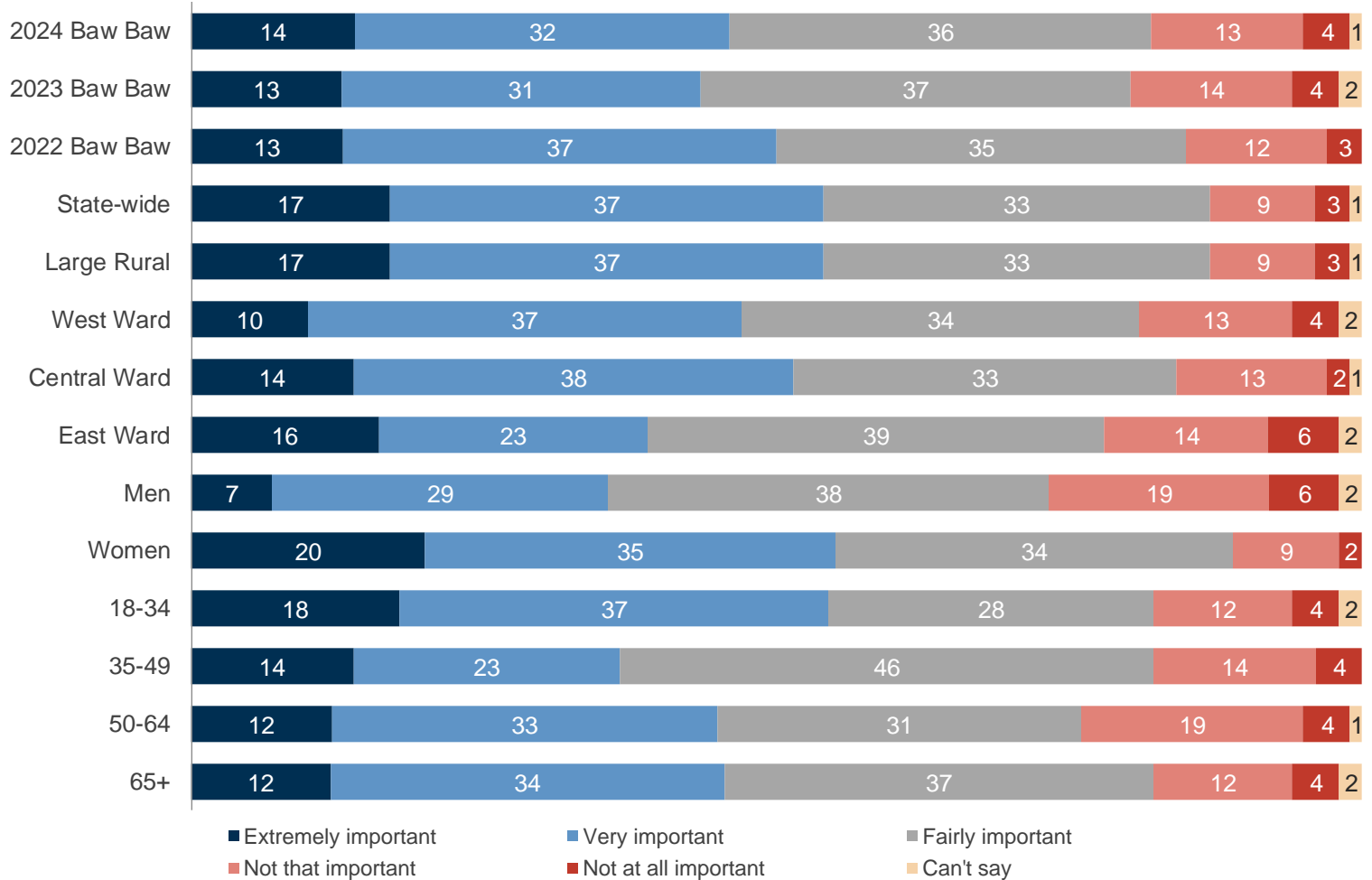
Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 17 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries importance



2024 art centres and libraries importance (%)



Q1. Firstly, how important should 'Art centres and libraries' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 17 Councils asked group: 4



Art centres and libraries performance



2024 art centres and libraries performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
35-49	77	70	73	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	75	72	78	n/a	n/a	n/a	n/a	n/a	n/a
18-34	74	73	76	n/a	n/a	n/a	n/a	n/a	n/a
Women	74	75	76	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	74	72	70	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	73	71	73	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	73	73	73	74	74	74	73	72	73
Men	73	66	71	n/a	n/a	n/a	n/a	n/a	n/a
50-64	72	72	76	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	71	69	72	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	71	69	72	73	72	73	71	70	73
65+	71	70	70	n/a	n/a	n/a	n/a	n/a	n/a

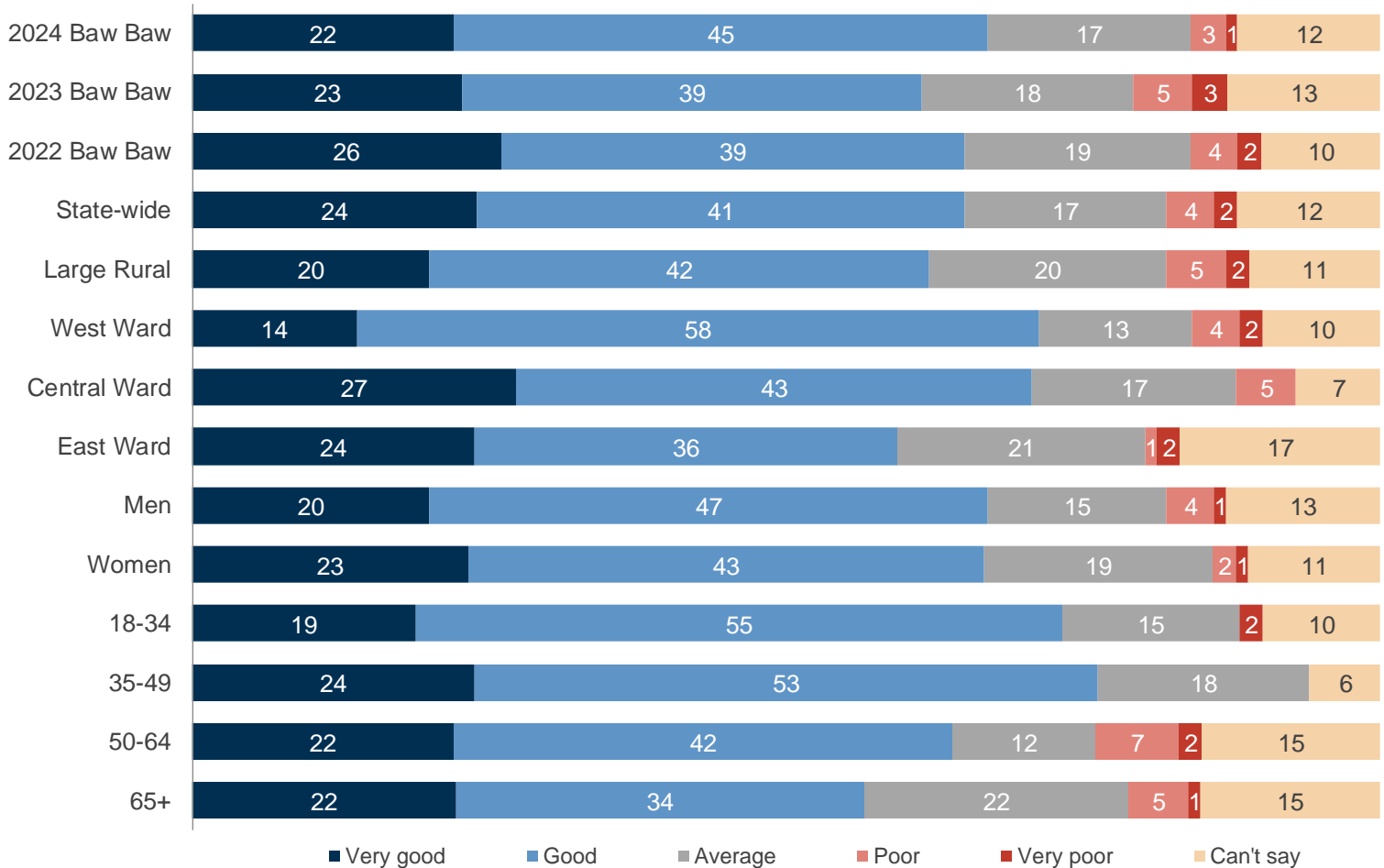
Q2. How has Council performed on 'Art centres and libraries' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 28 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Art centres and libraries performance



2024 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: 6



Waste management importance



2024 waste management importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	81▲	81	82	82	81	81	79	80	79
Women	80	81	80	n/a	n/a	n/a	n/a	n/a	n/a
50-64	80	83	82	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	80	84	80	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	80▲	80	81	81	80	81	78	79	78
35-49	78	78	78	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	78	81	78	n/a	n/a	n/a	n/a	n/a	n/a
65+	78	81	80	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	78	79	77	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	78	79	78	n/a	n/a	n/a	n/a	n/a	n/a
18-34	77	80	74	n/a	n/a	n/a	n/a	n/a	n/a
Men	76	80	76	n/a	n/a	n/a	n/a	n/a	n/a

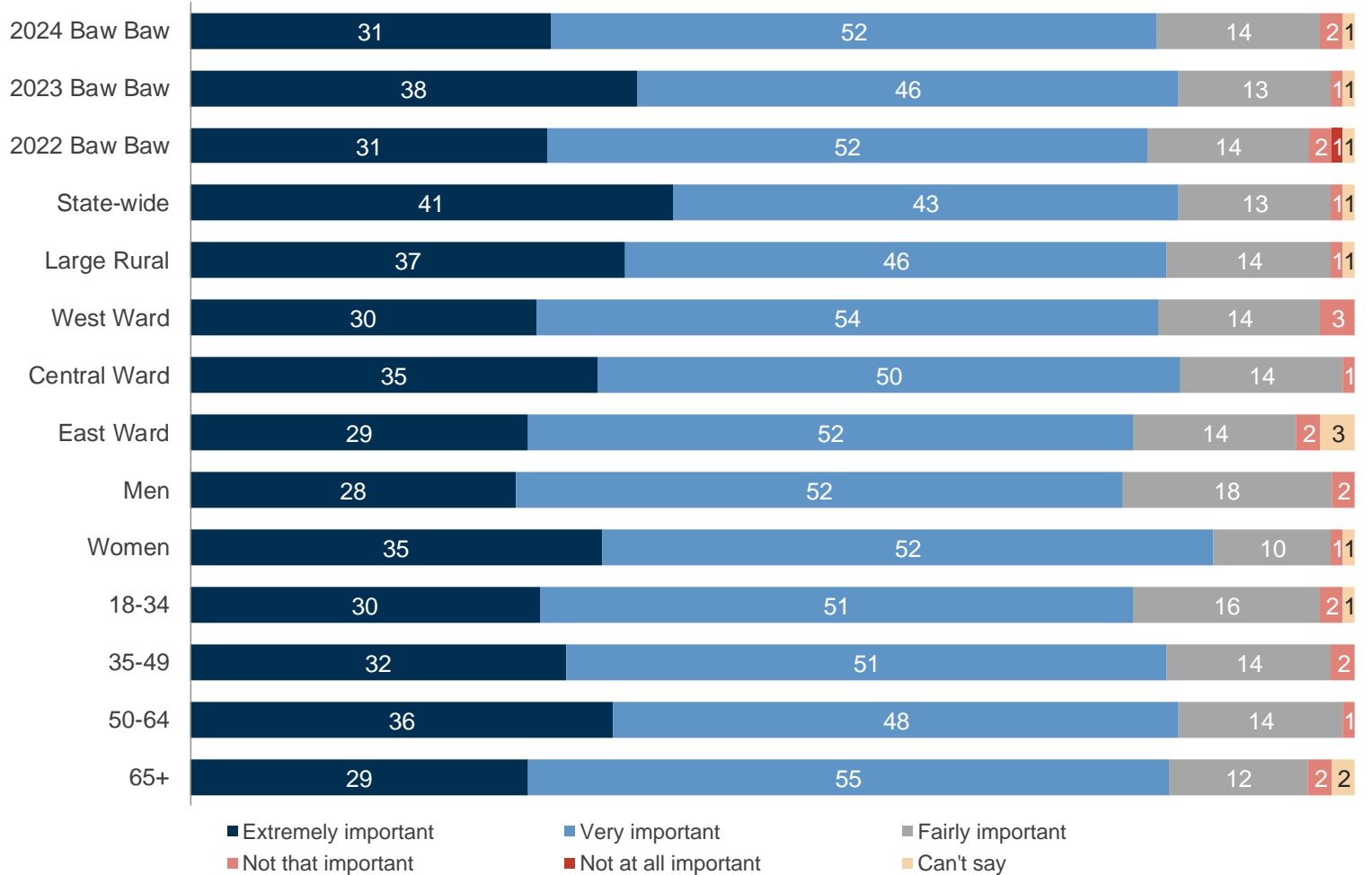
Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Waste management importance



2024 waste management importance (%)



Q1. Firstly, how important should 'Waste management' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 24 Councils asked group: 8



Waste management performance



2024 waste management performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	72	70	72	72	n/a	n/a	n/a	n/a	n/a
Central Ward	71	70	72	66	n/a	n/a	n/a	n/a	n/a
West Ward	70	70	70	69	n/a	n/a	n/a	n/a	n/a
Women	70	66	72	72	n/a	n/a	n/a	n/a	n/a
Baw Baw	70	68	71	69	n/a	n/a	n/a	n/a	n/a
Men	69	71	69	65	n/a	n/a	n/a	n/a	n/a
35-49	69	67	69	65	n/a	n/a	n/a	n/a	n/a
East Ward	68	66	70	71	n/a	n/a	n/a	n/a	n/a
50-64	68	65	71	66	n/a	n/a	n/a	n/a	n/a
18-34	68	70	70	70	n/a	n/a	n/a	n/a	n/a
State-wide	67▼	66	68	69	65	68	70	71	70
Large Rural	65▼	65	65	66	62	64	67	68	66

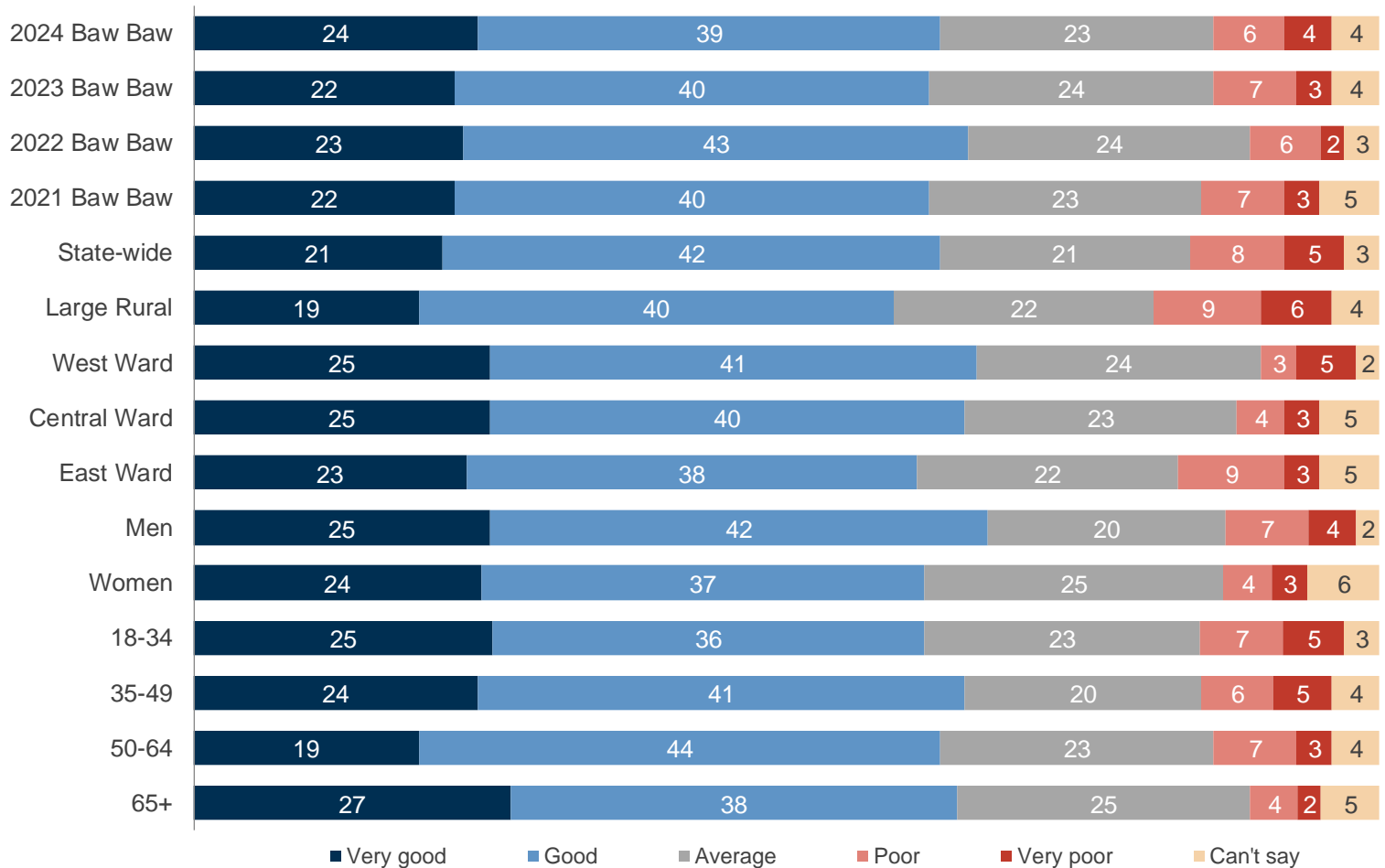
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18
 Note: Please see Appendix A for explanation of significant differences.



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: 18

Business and community development and tourism importance



2024 business/development/tourism importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
35-49	69	70	65	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	69	71	71	n/a	n/a	n/a	n/a	n/a	n/a
Women	69	70	68	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	69	68	70	71	68	64	65	67	69
50-64	68	66	71	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	67	67	69	70	67	65	66	67	67
18-34	67	66	68	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	67	67	68	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	66	63	67	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	65	68	65	n/a	n/a	n/a	n/a	n/a	n/a
Men	64	65	67	n/a	n/a	n/a	n/a	n/a	n/a
65+	64	68	68	n/a	n/a	n/a	n/a	n/a	n/a

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

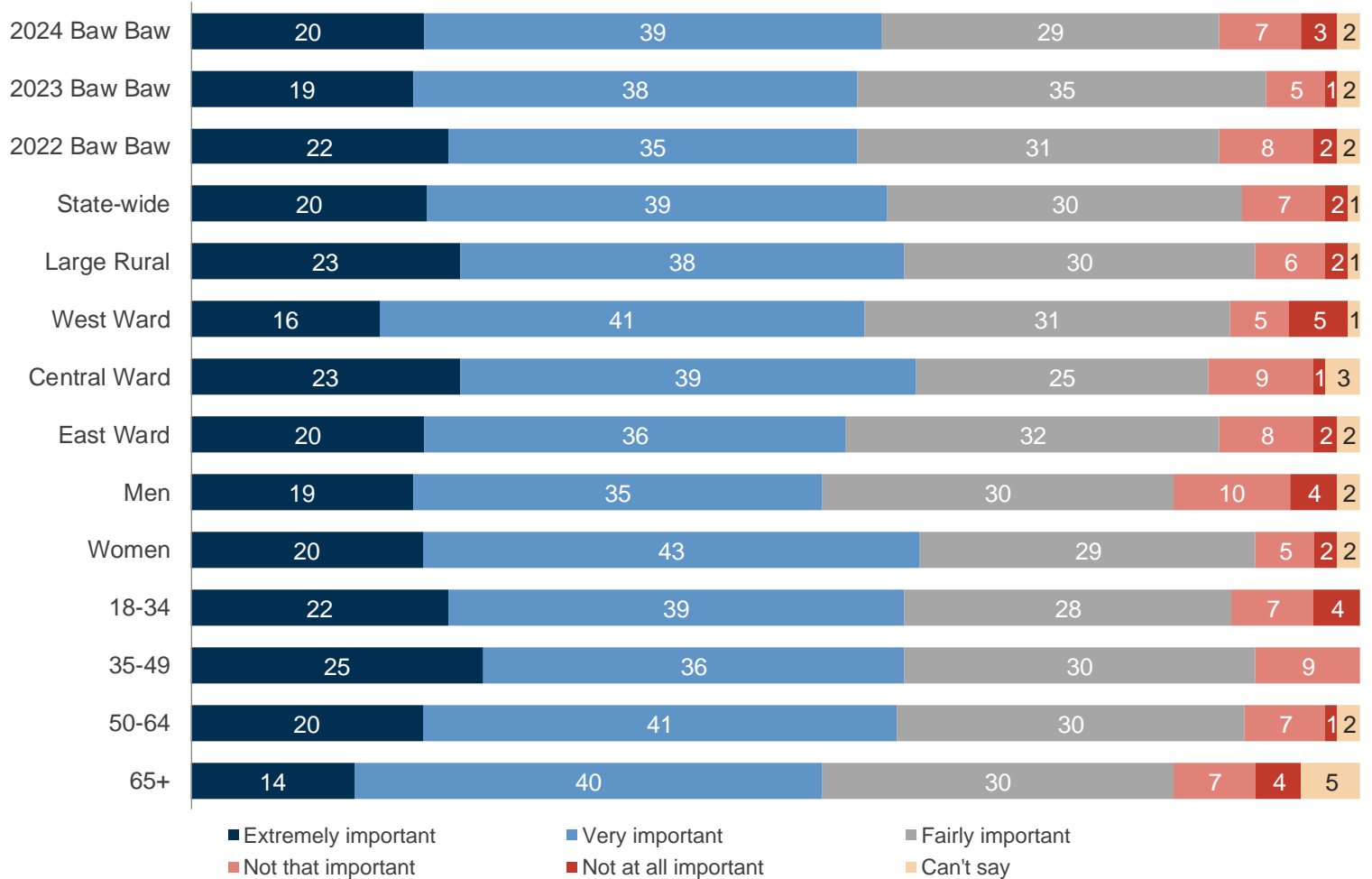
Base: All respondents. Councils asked State-wide: 19 Councils asked group: 6

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

Business and community development and tourism importance



2024 business/development/tourism importance (%)



Q1. Firstly, how important should 'Business and community development and tourism' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 19 Councils asked group: 6

Business and community development and tourism performance



2024 business/development/tourism performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	57▲	59	60	61	59	61	60	61	60
Large Rural	55▲	56	58	59	61	62	61	60	59
West Ward	54	54	57	n/a	n/a	n/a	n/a	n/a	n/a
Women	53	55	58	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	53	56	57	n/a	n/a	n/a	n/a	n/a	n/a
65+	53	54	54	n/a	n/a	n/a	n/a	n/a	n/a
18-34	52	59	59	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	52	54	56	n/a	n/a	n/a	n/a	n/a	n/a
50-64	52	49	55	n/a	n/a	n/a	n/a	n/a	n/a
35-49	51	51	54	n/a	n/a	n/a	n/a	n/a	n/a
Men	51	52	53	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	49	52	52	n/a	n/a	n/a	n/a	n/a	n/a

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

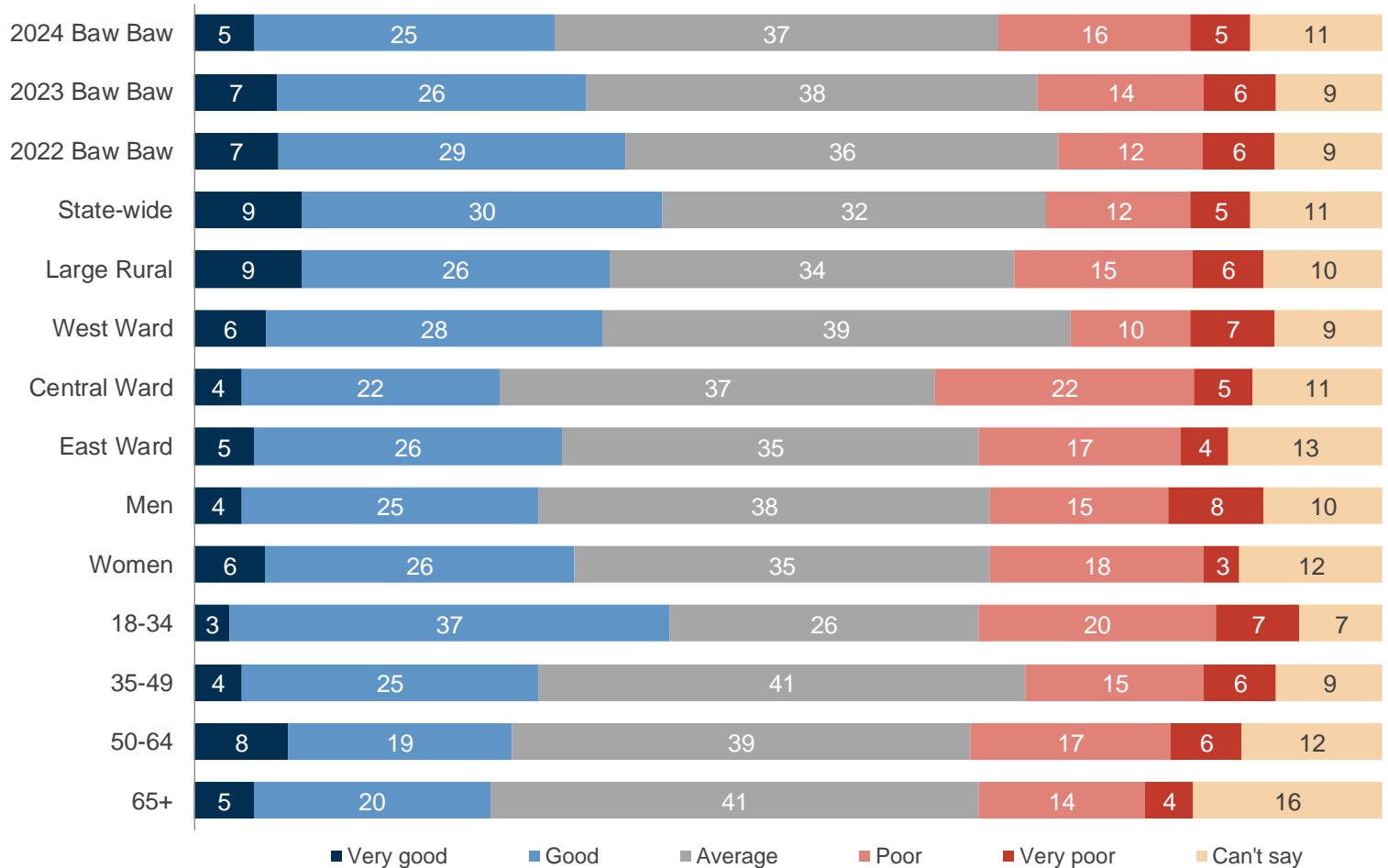
Base: All respondents. Councils asked State-wide: 27 Councils asked group: 10

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

Business and community development and tourism performance



2024 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: 27 Councils asked group: 10



Environmental sustainability importance



2024 environmental sustainability importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	69▲	70	77	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	68▲	70	73	74	74	74	73	72	73
Large Rural	67▲	68	71	72	73	74	73	72	73
50-64	65	65	70	n/a	n/a	n/a	n/a	n/a	n/a
18-34	64	65	71	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	64	62	68	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	62	66	70	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	62	68	72	n/a	n/a	n/a	n/a	n/a	n/a
35-49	62	68	67	n/a	n/a	n/a	n/a	n/a	n/a
West Ward	60	67	70	n/a	n/a	n/a	n/a	n/a	n/a
65+	59	65	71	n/a	n/a	n/a	n/a	n/a	n/a
Men	55▼	61	63	n/a	n/a	n/a	n/a	n/a	n/a

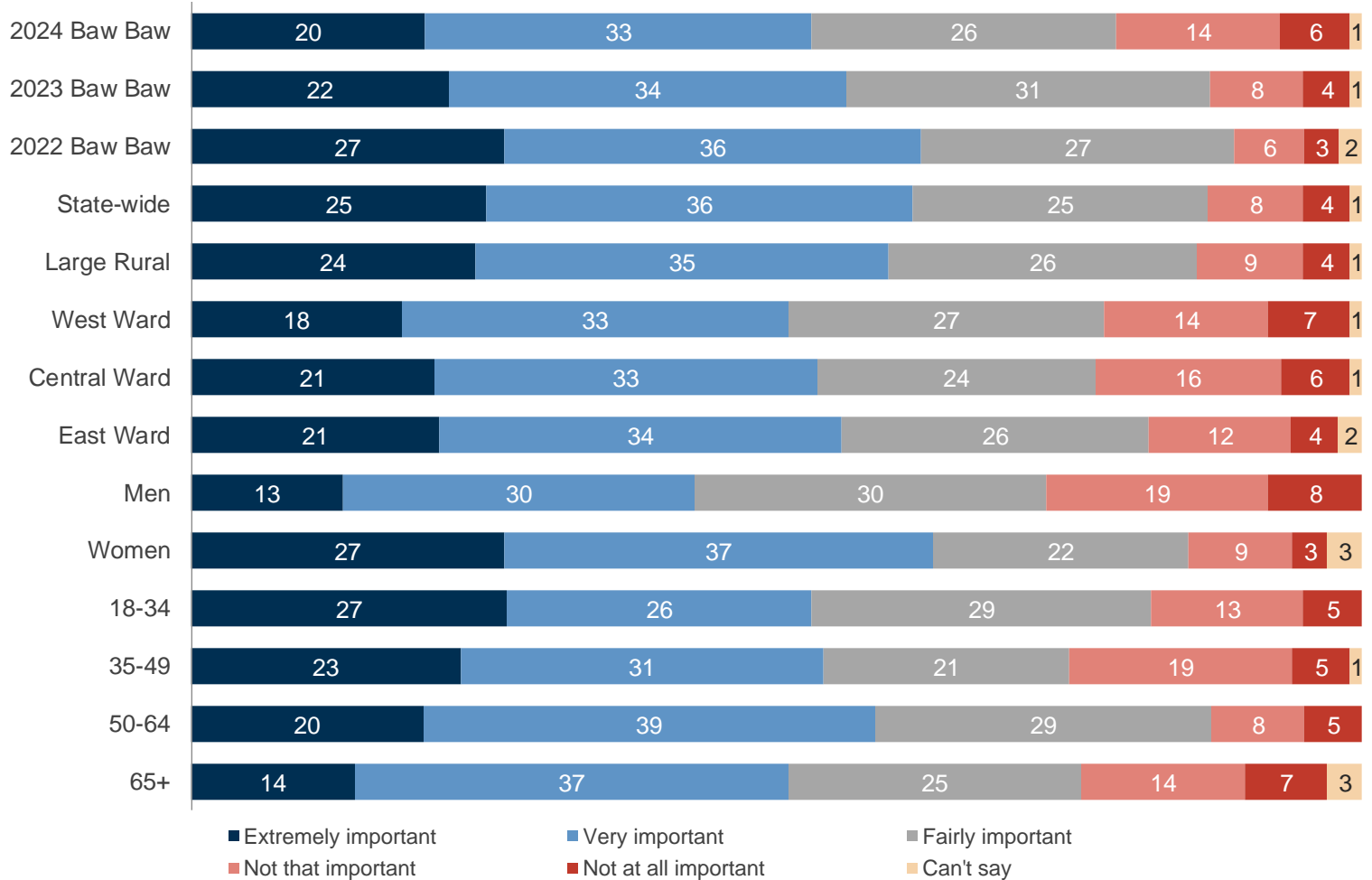
Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 22 Councils asked group: 8
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability importance



2024 environmental sustainability importance (%)



Q1. Firstly, how important should 'Environmental sustainability' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 22 Councils asked group: 8



Environmental sustainability performance



2024 environmental sustainability performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
State-wide	60▲	61	62	60	62	63	64	63	64
West Ward	60	59	55	n/a	n/a	n/a	n/a	n/a	n/a
18-34	58	59	59	n/a	n/a	n/a	n/a	n/a	n/a
Large Rural	58	59	61	60	61	61	62	62	64
50-64	57	63	59	n/a	n/a	n/a	n/a	n/a	n/a
Women	56	60	60	n/a	n/a	n/a	n/a	n/a	n/a
Baw Baw	56	59	58	n/a	n/a	n/a	n/a	n/a	n/a
Men	55	59	57	n/a	n/a	n/a	n/a	n/a	n/a
Central Ward	54	58	60	n/a	n/a	n/a	n/a	n/a	n/a
65+	54	59	56	n/a	n/a	n/a	n/a	n/a	n/a
35-49	53	57	61	n/a	n/a	n/a	n/a	n/a	n/a
East Ward	52	60	60	n/a	n/a	n/a	n/a	n/a	n/a

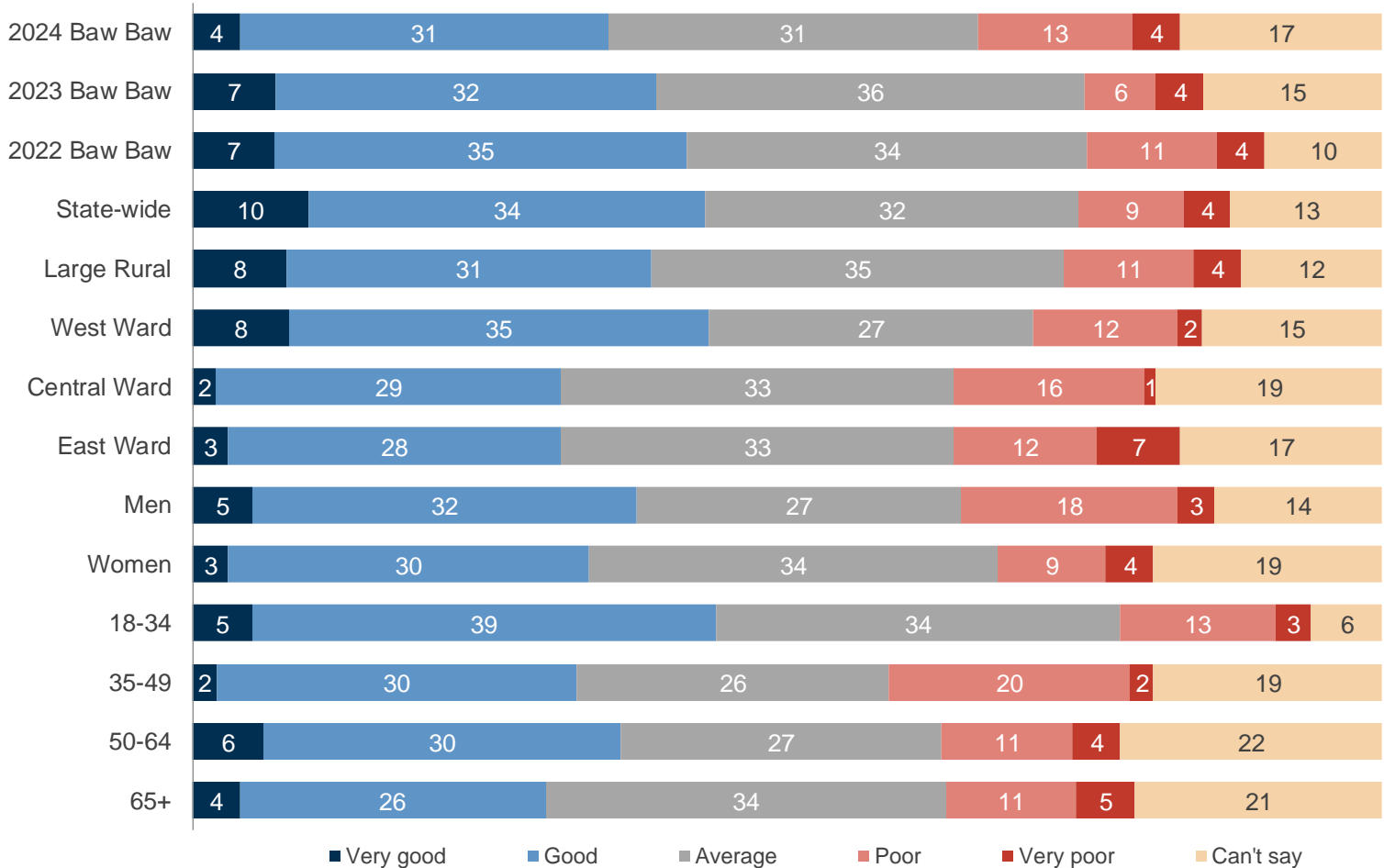
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 10
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2024 environmental sustainability performance (%)



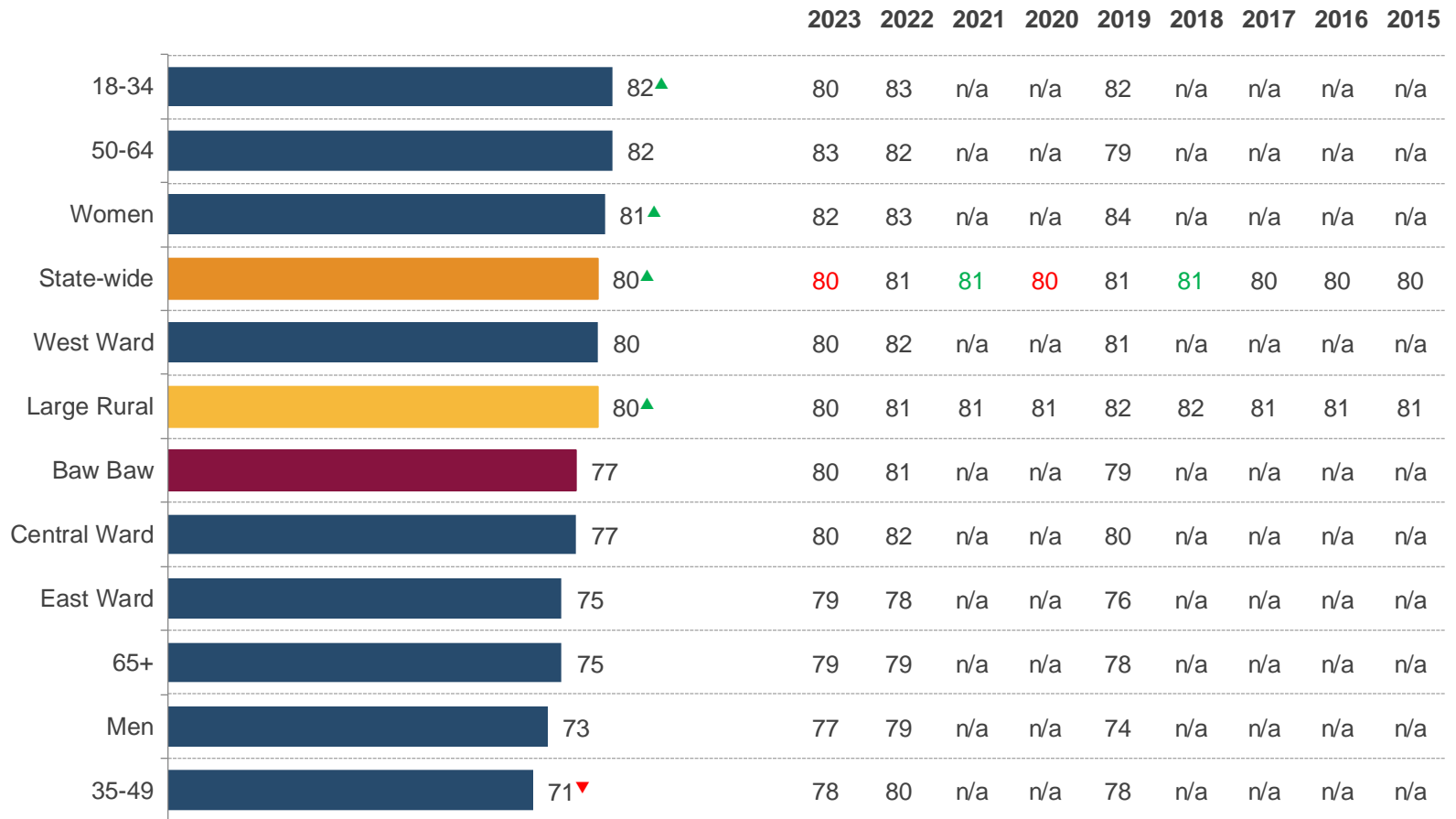
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 10



Emergency and disaster management importance



2024 emergency and disaster management importance (index scores)



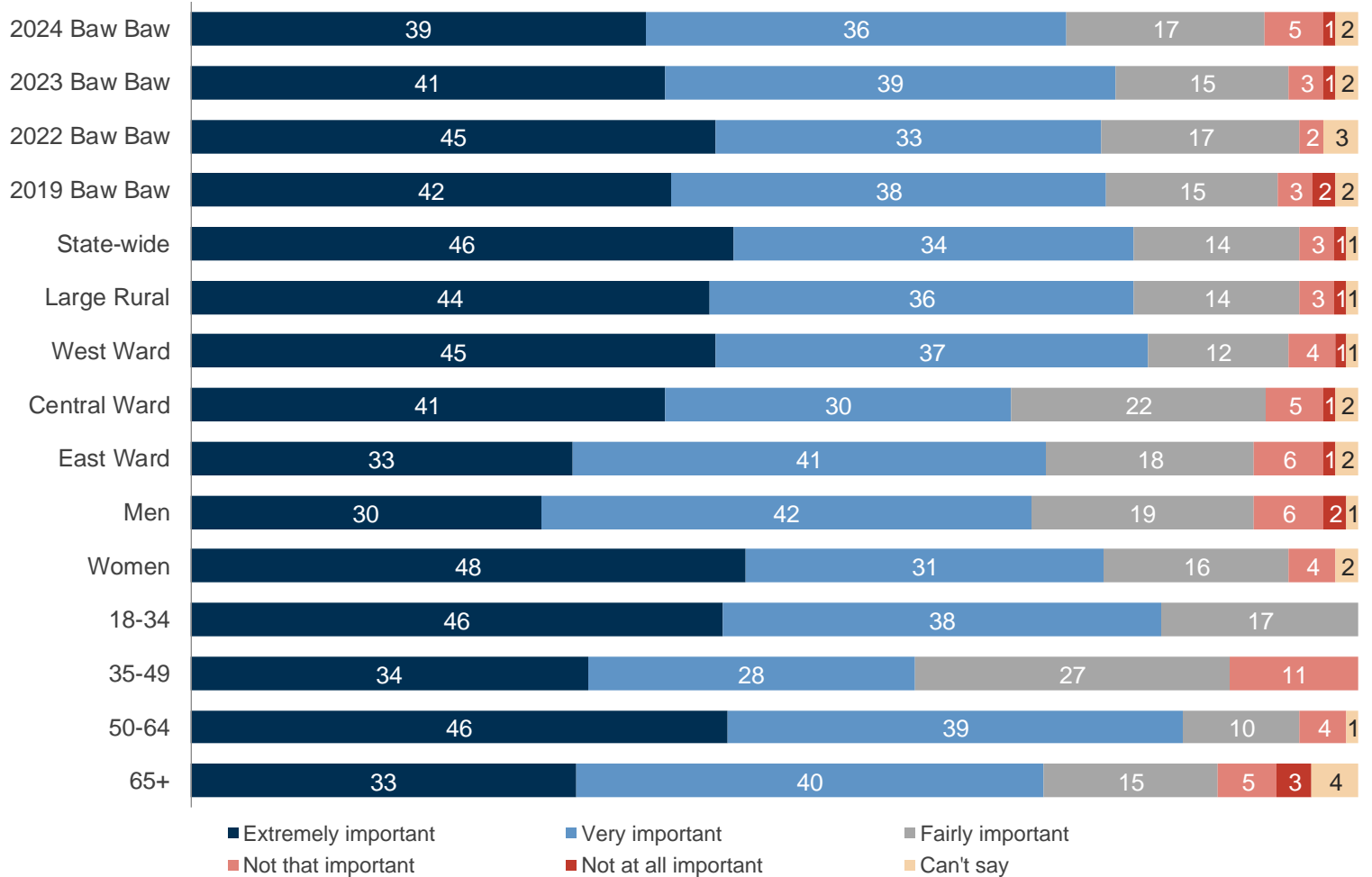
Q1. Firstly, how important should 'Emergency and disaster management' be as a responsibility for Council?
 Base: All respondents. Councils asked State-wide: 15 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management importance



2024 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: 15 Councils asked group: 6



Emergency and disaster management performance



2024 emergency and disaster management performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	69▲	68	67	n/a	n/a	70	n/a	n/a	n/a
State-wide	65▲	65	66	71	68	72	71	70	69
Large Rural	65▲	64	66	71	69	72	71	70	70
Men	64	64	60	n/a	n/a	65	n/a	n/a	n/a
West Ward	64	63	62	n/a	n/a	72	n/a	n/a	n/a
Baw Baw	62	64	65	n/a	n/a	70	n/a	n/a	n/a
Central Ward	62	65	67	n/a	n/a	71	n/a	n/a	n/a
East Ward	62	64	65	n/a	n/a	66	n/a	n/a	n/a
50-64	61	60	64	n/a	n/a	67	n/a	n/a	n/a
Women	61	63	68	n/a	n/a	74	n/a	n/a	n/a
65+	60	61	64	n/a	n/a	72	n/a	n/a	n/a
35-49	59	65	63	n/a	n/a	70	n/a	n/a	n/a

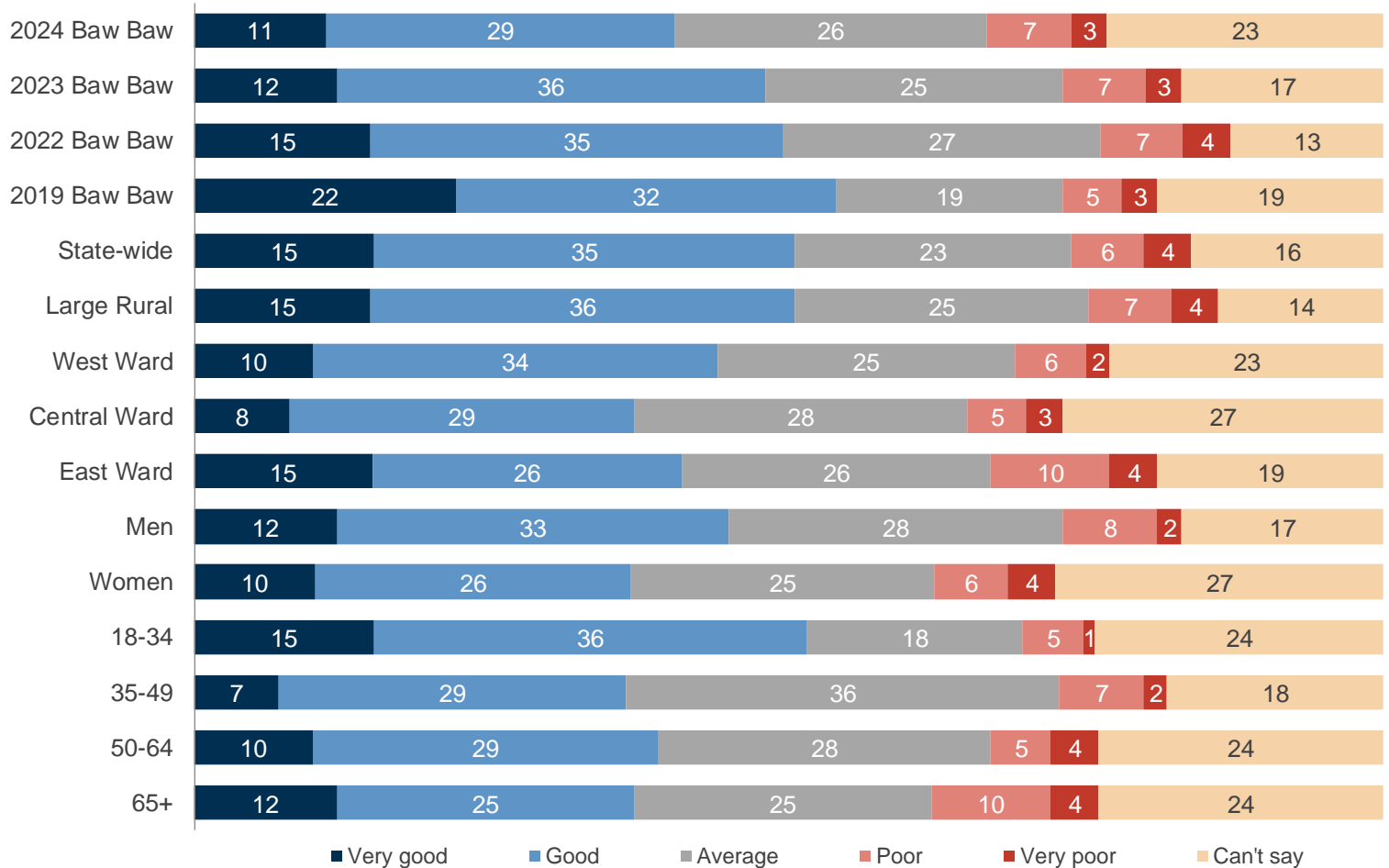
Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.




Emergency and disaster management performance



2024 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: 9



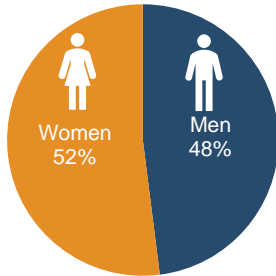
Detailed demographics



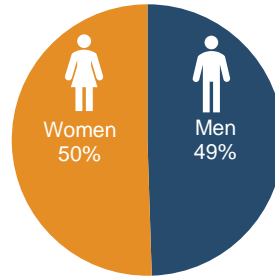
Gender and age profile

2024 gender

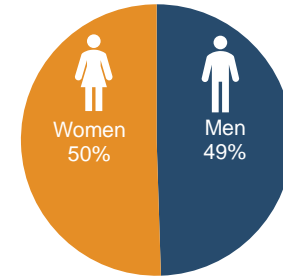
Baw Baw



Large Rural

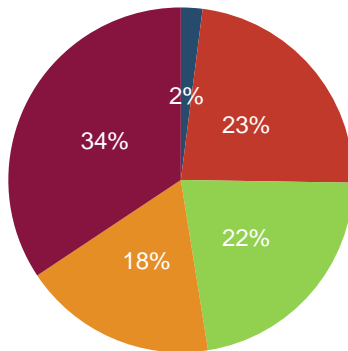


State-wide

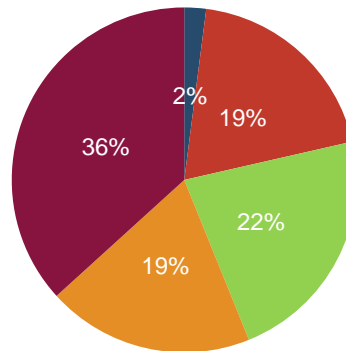


2024 age

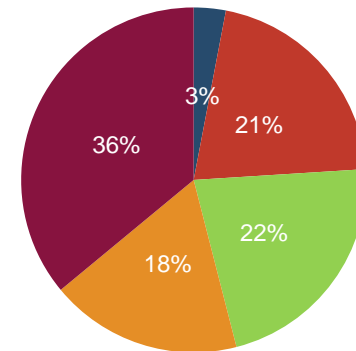
Baw Baw



Large Rural



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?

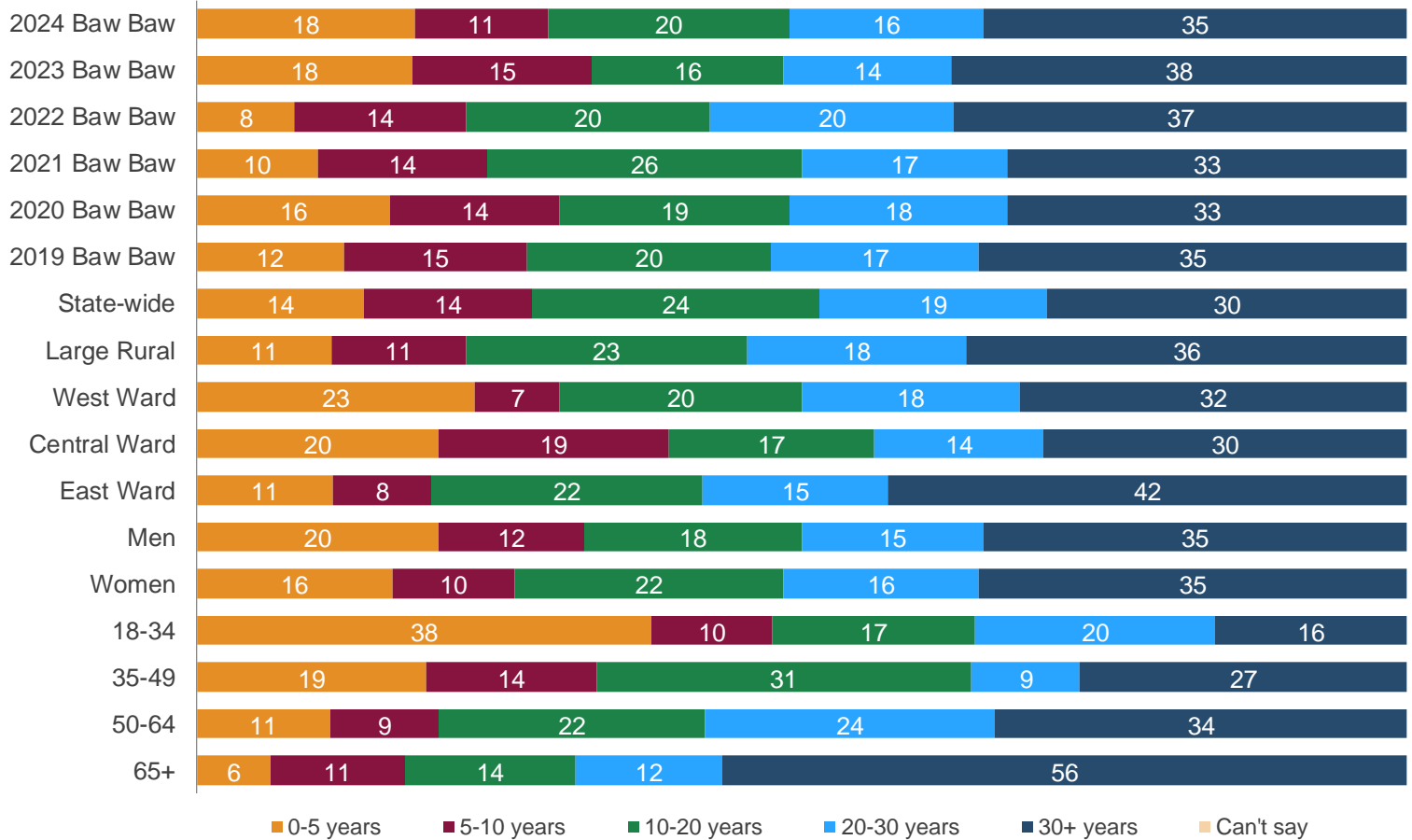
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 18

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 Large Rural gender results may not add to 100%




Years lived in area

2024 years lived in area (%)



S5. How long have you lived in this area?/How long have you owned a property in this area?
 Base: All respondents. Councils asked State-wide: 12 Councils asked group: 5

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Inside the 'W', there are faint, semi-transparent images of various data visualizations, including a line graph with a downward trend, a bar chart with several bars, 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 Baw Baw 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 +/-4.9% 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 45,800 people aged 18 years or over for Baw Baw Shire Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Baw Baw Shire Council	400	400	+/-4.9
Men	184	193	+/-7.2
Women	216	207	+/-6.7
West Ward	123	127	+/-8.9
Central Ward	122	120	+/-8.9
East Ward	155	153	+/-7.9
18-34 years	60	101	+/-12.8
35-49 years	80	89	+/-11.0
50-64 years	91	73	+/-10.3
65+ years	169	137	+/-7.5



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.

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Inside the 'W', there are faint, light blue background elements including a line graph with an upward trend, a bar chart with three bars of increasing height, and a grid pattern.

Appendix B: Further project information



Appendix B: Further information

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

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

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

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

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

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

Survey sample matched to the demographic profile of Baw Baw 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 60% mobile phone numbers to cater to the diversity of residents within Baw Baw Shire Council, particularly younger people.

A total of n=400 completed interviews were achieved in Baw Baw Shire 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

Baw Baw 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 Baw Baw Shire Council for this 2024 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 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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