



# **2024 Local Government Community Satisfaction Survey**

## **Ararat Rural City Council**

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



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<u>Appearance of public areas</u>	<u>82</u>		
<u>Art centres and libraries</u>	<u>86</u>		
<u>Communities and cultural activities</u>	<u>90</u>		



## Background and objectives

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**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

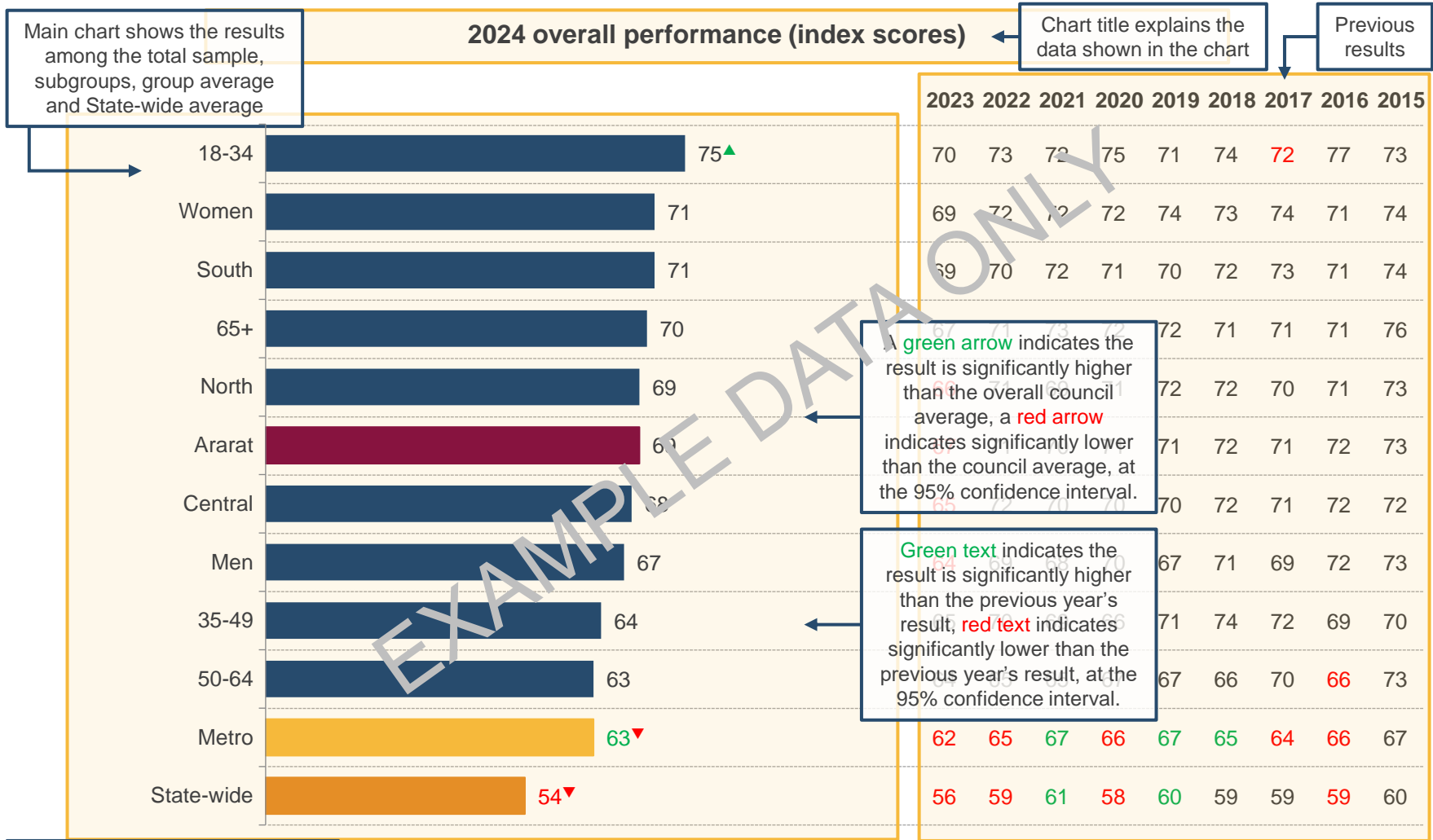
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 25 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide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

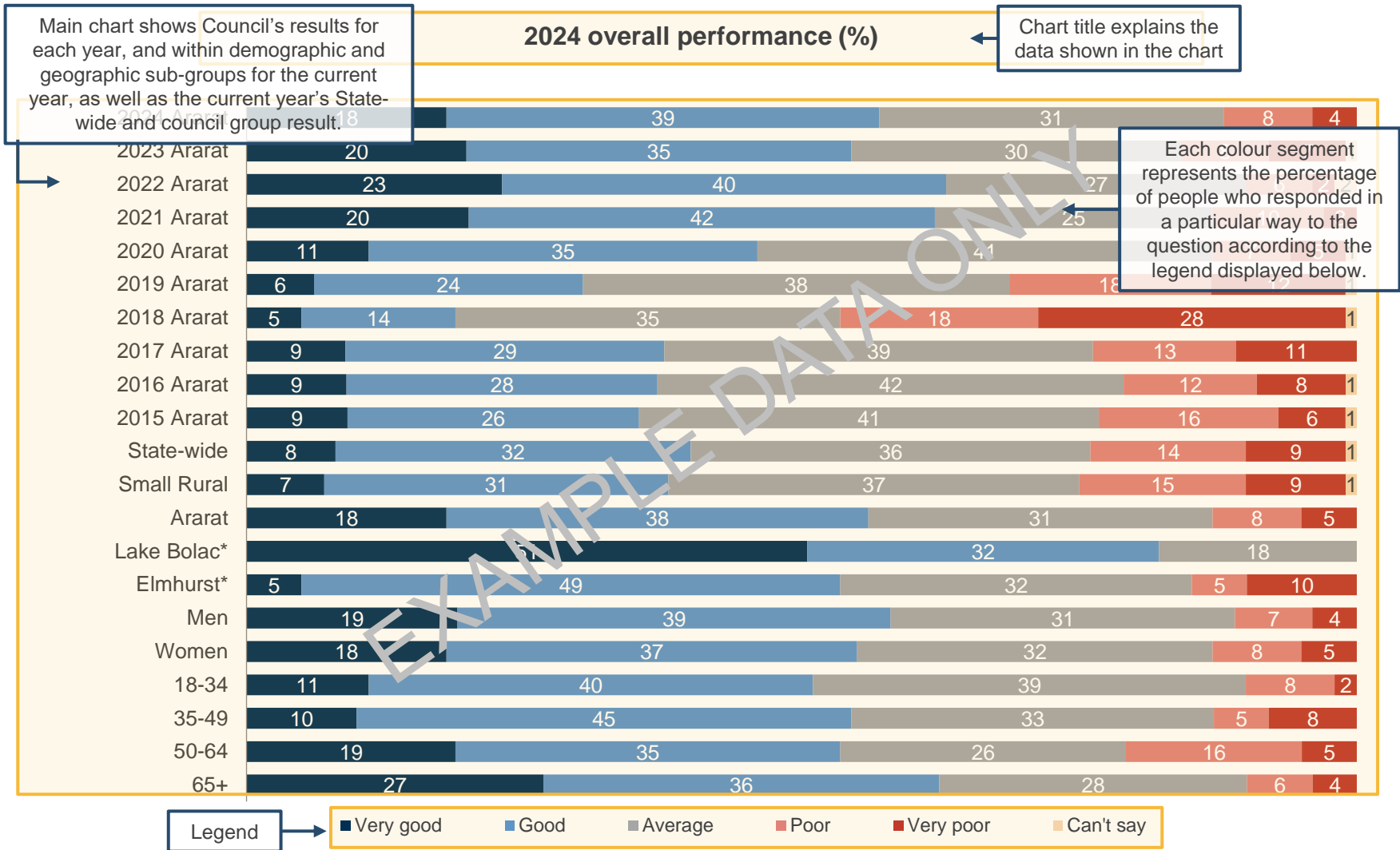


Question asked and base size(s)

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Ararat 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: 19  
 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 Ararat 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: 19  
 \*Caution: small sample size < n=30

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**



# Ararat Rural City Council – at a glance

## Overall council performance

Results shown are index scores out of 100.



Ararat 65



Small Rural 53



State-wide 54

## Council performance compared to group average

Top performing areas		
	Art centres & libraries	▲ higher
	Emergency & disaster mngt	▲ higher
	Waste management	▲ higher
Bottom performing areas		
	Slashing & weed control	= on par
	Unsealed roads	▲ higher
	Customer service	▲ higher



# Summary of core measures

## Index scores

**Overall Performance**

**Value for money**

**Community Consultation**

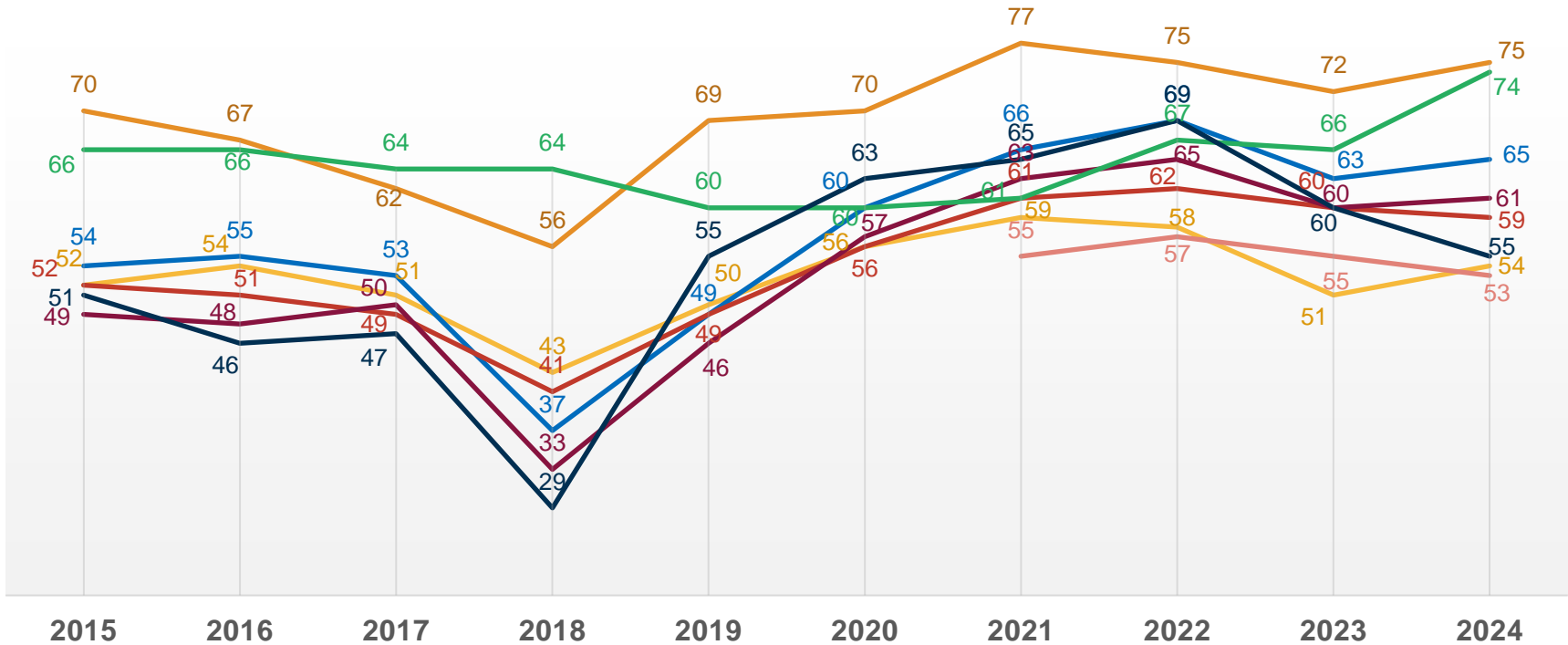
**Making Community Decisions**

**Sealed Local Roads**

**Waste management**

**Customer Service**

**Overall Council Direction**

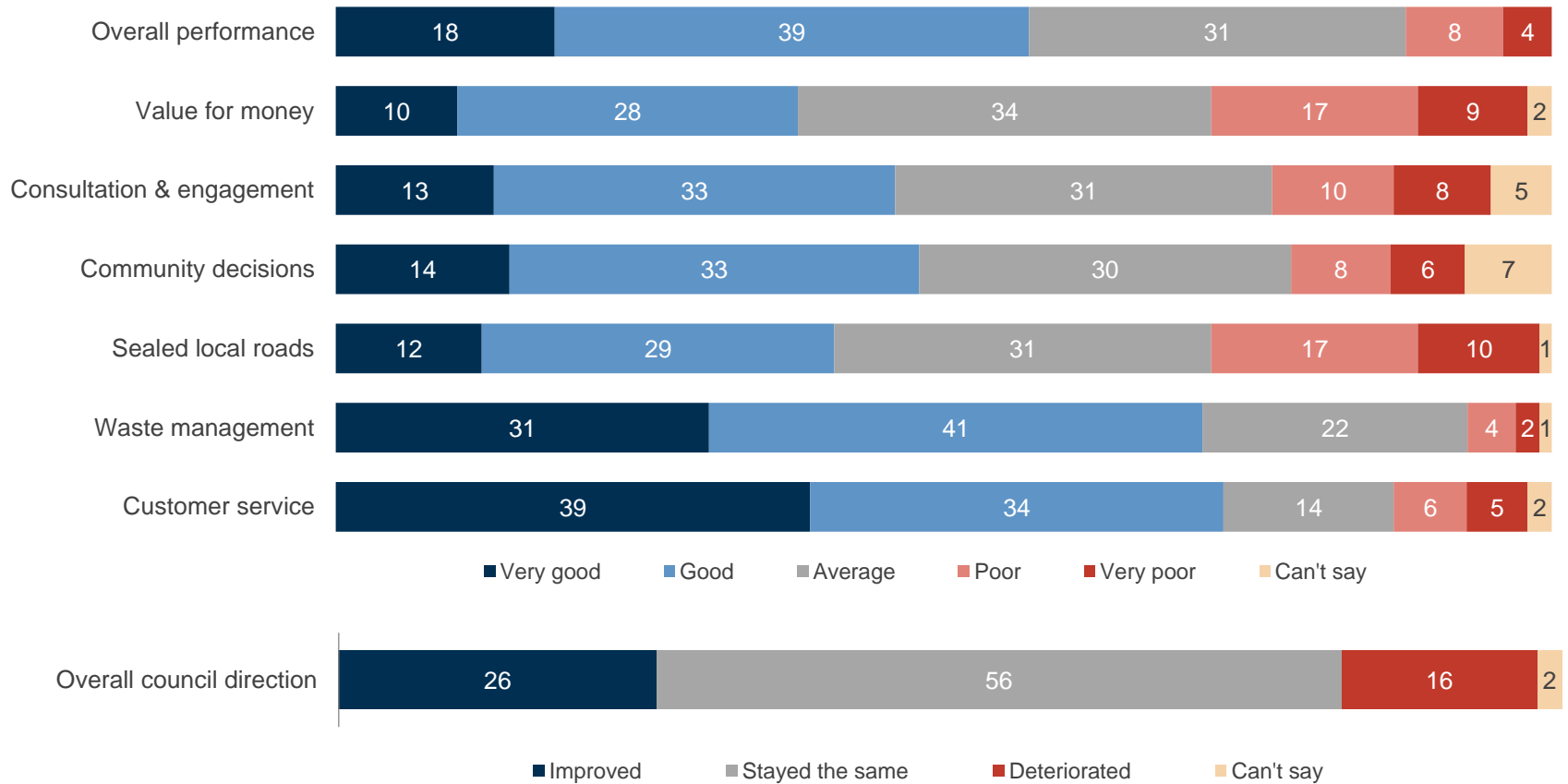
















# Summary of core measures

Core measures summary results (%)





## Summary of Ararat Rural City Council performance

Services	Ararat 2024	Ararat 2023	Small Rural 2024	State-wide 2024	Highest score	Lowest score
 Overall performance	65	63	53	54	65+ years	35-49 years
 Value for money	53	55	47	48	65+ years	35-49 years
 Overall council direction	55	60	44	45	65+ years	18-34 years
 Customer service	75	72	66	67	50-64 years	35-49 years
 Art centres & libraries	78	75	73	73	Women	Men
 Emergency & disaster mngt	76	72	66	65	18-34 years	35-49 years
 Waste management	74	66	67	67	65+ years	18-34 years
 Recreational facilities	73	71	67	68	65+ years	35-49 years
 Appearance of public areas	72	70	71	68	65+ years	35-49 years
 Elderly support services	68	66	65	63	65+ years	50-64 years



## Summary of Ararat Rural City Council performance

Services	Ararat 2024	Ararat 2023	Small Rural 2024	State-wide 2024	Highest score	Lowest score
 Community & cultural	67	65	69	66	65+ years	35-64 years
 Bus/community dev./tourism	66	65	59	57	65+ years	35-49 years
 Environmental sustainability	63	63	59	60	65+ years	35-49 years
 Community decisions	61	60	50	50	65+ years	35-49 years
 Informing the community	61	60	56	56	65+ years	50-64 years
 Lobbying	60	61	50	50	65+ years	35-49 years
 Consultation & engagement	59	60	51	51	65+ years	35-64 years
 Local streets & footpaths	57	55	51	52	65+ years	35-49 years
 Sealed local roads	54	51	41	45	65+ years	18-34 years
 Planning & building permits	54	54	43	45	65+ years	50-64 years
 Slashing & weed control	48	52	46	45	65+ years	18-34 years
 Unsealed roads	45	42	35	36	35-49 years	18-34 years

Significantly higher / lower than Ararat Rural City Council 2024 result at the 95% confidence interval.  
Please see Appendix A for explanation of significant differences.



## Focus areas for the next 12 months

### Overview

Perceptions of Council performance on most service areas remained stable over the past year. The top three service areas – art centres and libraries (index score of 78), emergency and disaster management (76), and waste management (74) – are the areas with a significant improvement on the 2023 result. Waste management saw the greatest improvement this year, reaching the highest level yet (up eight index points from 2023). The only area where perceptions significantly declined is slashing and weed control.

### Key influences on perceptions of overall performance

The service areas with the strongest influence on Council's overall performance rating are informing the community and the condition of sealed local roads. Improvements in these areas will help drive up Council's overall performance rating the most. More moderately influential service areas include community decisions, lobbying, elderly support services, community consultation and engagement, and the maintenance of unsealed roads. Council's poorly rated performance on unsealed roads is the area in most need of attention.

### Comparison to state and area grouping

Council performs significantly higher than both the State-wide and Small Rural group averages in almost all areas evaluated. Notably, Council does not perform significantly below the group averages in any area. The only area where Council is in line with both the State-wide and Small Rural group averages is community and cultural activities. The appearance of public areas and roadside slashing and weed control are the two other areas where Council performs in line with the group average.

### An opportunity to attend to the experiences of those aged 35 to 49 years

Perceptions of Council are higher among residents aged 65 years and over, and lower among residents aged 35 to 49 years. Residents aged 35 to 49 years tend to be more critical of Council's performance, so it is recommended that extra attention be paid to interactions with this cohort over the next year. People in this age group have among the highest rate of contact with Council (and lower customer service ratings), so there is opportunity to engage with them and improve their perceptions.

# DETAILED FINDINGS



# Overall performance



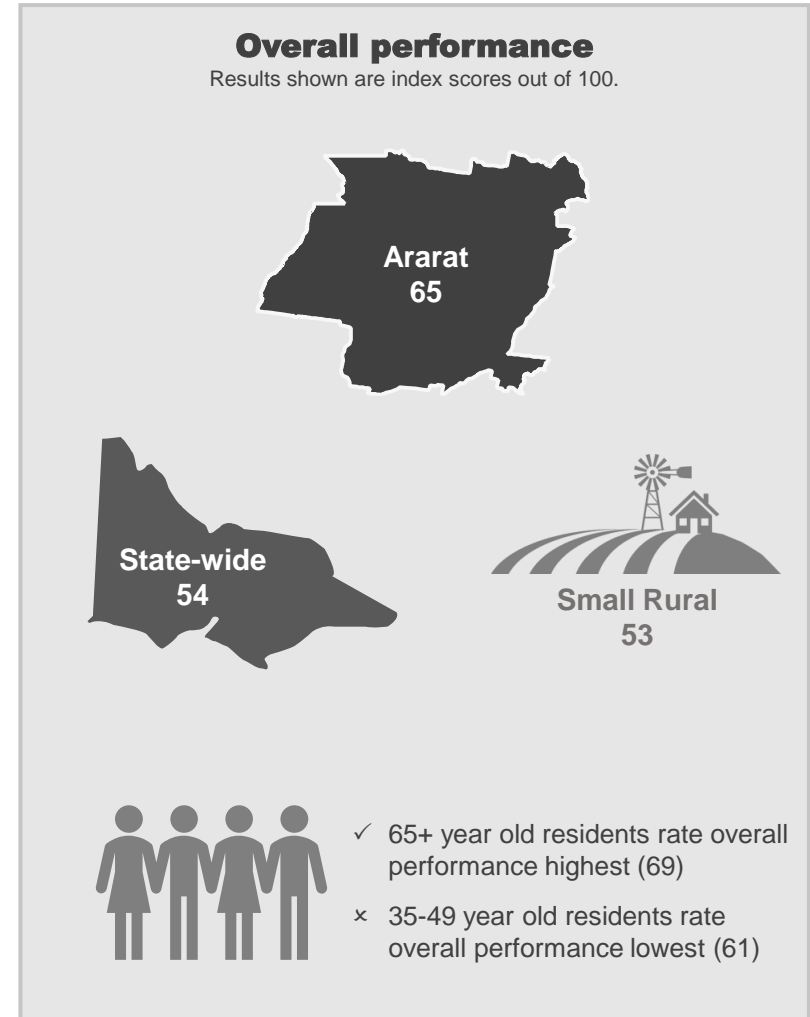
## Overall performance

The overall performance index score of 65 for Ararat Rural City Council is in line with last year's result of 63, continuing an overall trend of improvement from 2018.

Ararat Rural City Council's overall performance is rated statistically significantly higher (at the 95% confidence interval) than the average rating for councils State-wide and in the Small Rural group (index scores of 54 and 53 respectively).

- All demographic groups rate Council's overall performance in line with the Council average.
- Residents aged 65 years and over rate Council's overall performance highest (index score of 69).
- Residents aged 35 to 49 years are the only sub-group to rate Council's overall performance significantly higher than they did in 2023 (index score of 61, up 11 index points). While this is a positive result, it is among this sub-group where perceptions of Council are typically lower on many core performance measures and service areas.

Almost four in 10 residents (38%) rate the value for money they receive from Council in infrastructure and services provided to their community as 'very good' or 'good'. Fewer residents (26%) rate it as 'very poor' or 'poor'. A further 34% rate Council as 'average' in terms of providing value for money.





# Overall performance

## 2024 overall performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Lake Bolac	83*▲	74	70	72	32	29	19	48	53	n/a
65+	69	70	75	73	63	52	41	54	57	59
Men	66	63	69	65	58	48	33	50	55	53
Ararat	65	63	69	66	60	49	37	53	55	54
Ararat	64	63	70	66	61	51	41	54	55	n/a
Women	64	63	69	67	62	50	43	56	55	55
18-34	62	65	70	63	60	52	42	53	56	50
50-64	62	61	66	63	61	50	39	54	54	54
35-49	61	50	62	62	53	40	27	50	53	51
Elmhurst	58*	53	67	82	54	66	38	50	71	n/a
State-wide	54▼	56	59	61	58	60	59	59	59	60
Small Rural	53▼	55	58	60	56	58	56	58	57	59

Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Ararat 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: 19

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

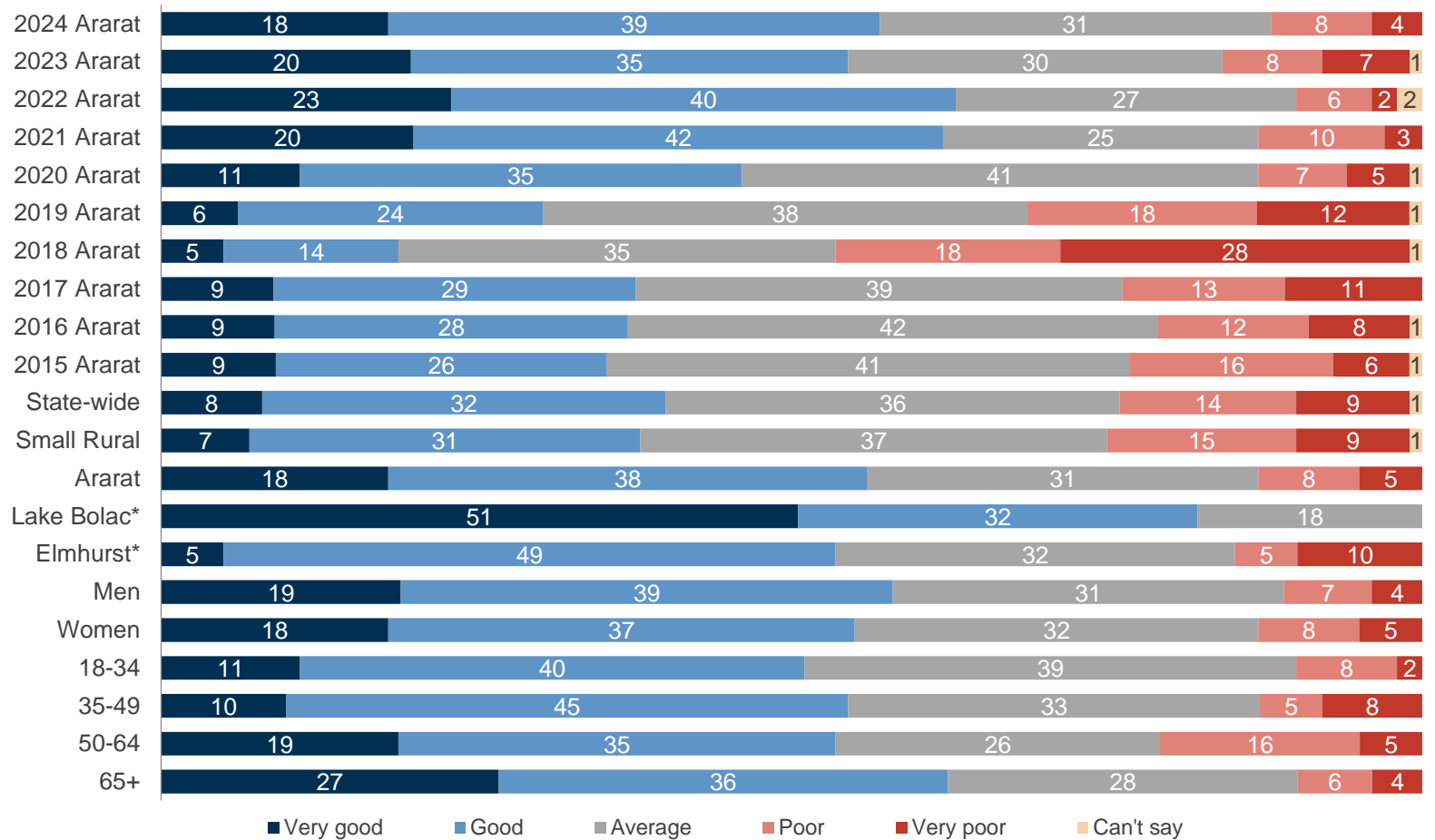
\*Caution: small sample size < n=30





# Overall performance

2024 overall performance (%)



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

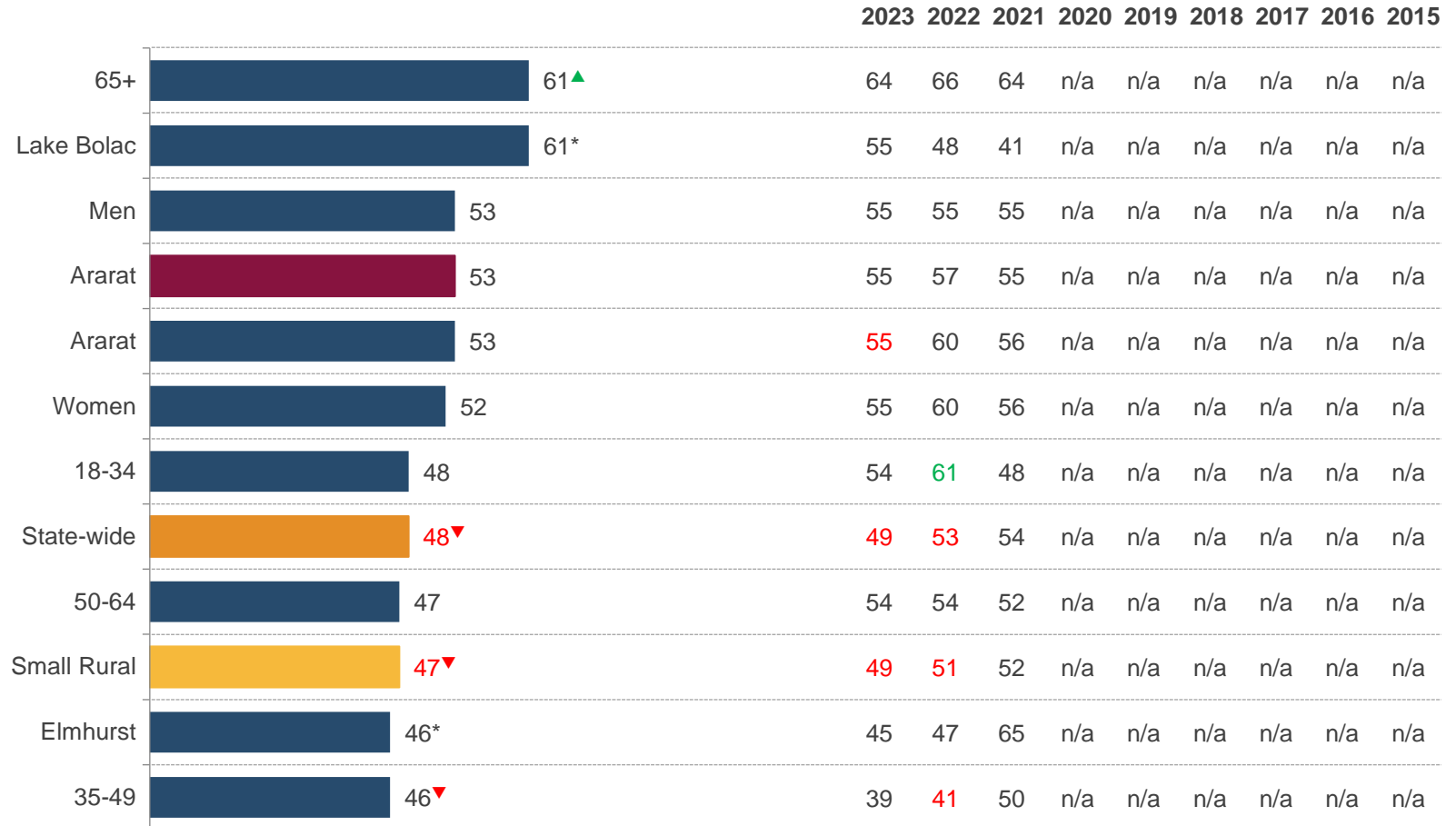
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

\*Caution: small sample size < n=30



# Value for money in services and infrastructure

2024 value for money (index scores)



Q3b. How would you rate Ararat 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: 19

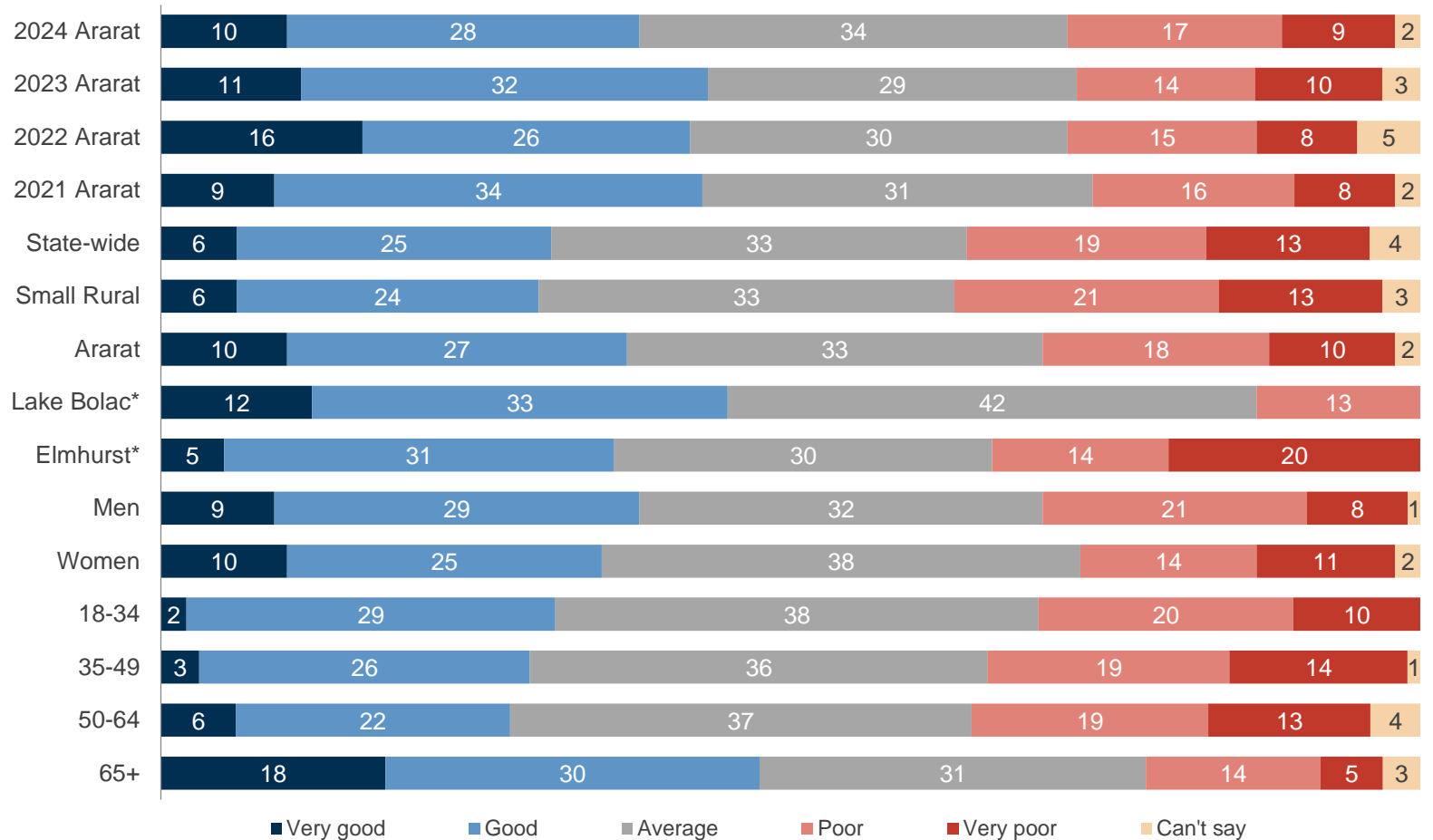
Note: Please see Appendix A for explanation of significant differences.

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# Value for money in services and infrastructure

2024 value for money (%)



Q3b. How would you rate Ararat 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: 19

\*Caution: small sample size < n=30



## Top performing service areas

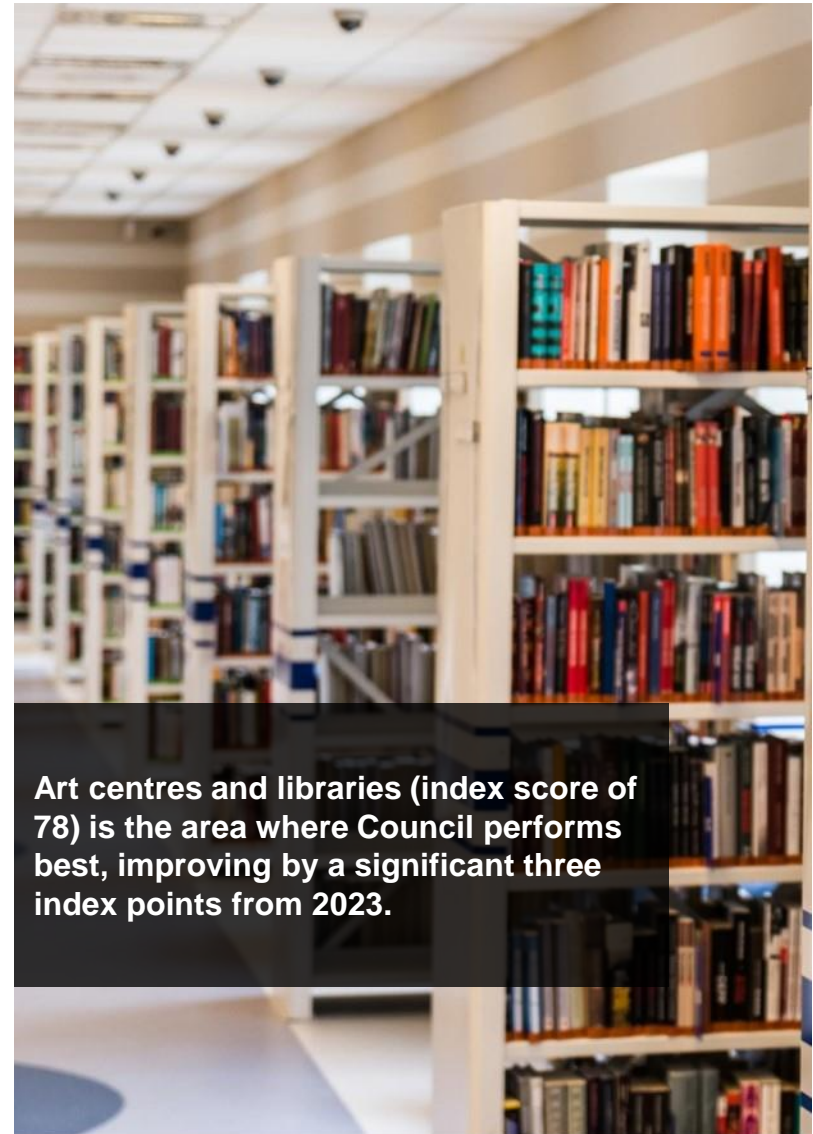
Art centres and libraries (index score of 78) is the service area where Council performs best in 2024. The current rating returns perceptions of this service area to the peak rating last achieved in 2020.

- Council performs significantly higher than the State-wide and Small Rural group averages (each with an index score of 73) in this service area.
- The significant improvement in perceptions of this service area are underpinned by improvements in perceptions among women (index score of 81, up a significant five index points) and residents in the Ararat area (79, up a significant four index points).

Emergency and disaster management is Council's next highest rated service area (index score of 76, up a significant four index points). This service area has the highest importance index (85), so this peak performance rating is a positive result for Council.

Waste management (index score of 74, up a significant eight index points) is another area that has been rated at its highest level yet and is the most improved service area for Council this year.

Recreational facilities (index score of 73) is Council's next highest rated service area. Recreational and/or sporting facilities is volunteered by 11% of residents as one of the best things about the area.



**Art centres and libraries (index score of 78) is the area where Council performs best, improving by a significant three index points from 2023.**



## Low performing service areas



**Council rates lowest in the areas of unsealed roads (index score of 45) and roadside slashing and weed control (index score of 48).**

Council's performance in the maintenance of unsealed roads (index score of 45) stabilised following a significant decline in perceptions last year.

- Council is rated significantly higher than both the State-wide and Small Rural group averages (36 and 35 respectively) – a positive result – but has performed better in this area (in 2021 and 2022).
- The maintenance of unsealed roads should remain a focus as perceptions have a positive influence on overall opinion of Council's performance.

Roadside slashing and weed control is the only service area where Council experienced a significant decline in performance rating this year (index score of 48, down four points).

- Council's performance in roadside slashing and weed control is in line with the Small Rural group and significantly higher than the State-wide average (index scores of 46 and 45 respectively).

The next lowest rated service areas are planning and building permits, and sealed local roads (both scoring 54, both in line with last year's performance).

- These areas perform significantly higher than both the State-wide and Small Rural group averages.
- Sealed road maintenance is the top volunteered area for improvement by Council residents (18%).



# Individual service area performance

2024 individual service area performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Art centres & libraries	78	75	75	74	78	76	70	70	69	70
Emergency & disaster mngt	76	72	74	75	74	73	70	72	72	n/a
Waste management	74	66	67	61	60	60	64	64	66	66
Recreational facilities	73	71	75	74	71	68	64	65	65	64
Appearance of public areas	72	70	76	75	73	69	65	66	72	71
Elderly support services	68	66	71	72	68	65	64	67	68	67
Community & cultural	67	65	65	64	63	63	n/a	n/a	n/a	n/a
Bus/community dev./tourism	66	65	69	65	61	61	57	60	61	63
Environmental sustainability	63	63	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Community decisions	61	60	65	63	57	46	33	50	48	49
Informing the community	61	60	64	63	58	49	44	50	56	54
Lobbying	60	61	64	63	56	50	44	53	54	56
Consultation & engagement	59	60	62	61	56	49	41	49	51	52
Local streets & footpaths	57	55	63	62	62	55	53	55	59	58
Sealed local roads	54	51	58	59	56	50	43	51	54	52
Planning & building permits	54	54	58	59	51	52	46	50	51	55
Slashing & weed control	48	52	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Unsealed roads	45	42	47	50	44	39	33	38	40	39

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

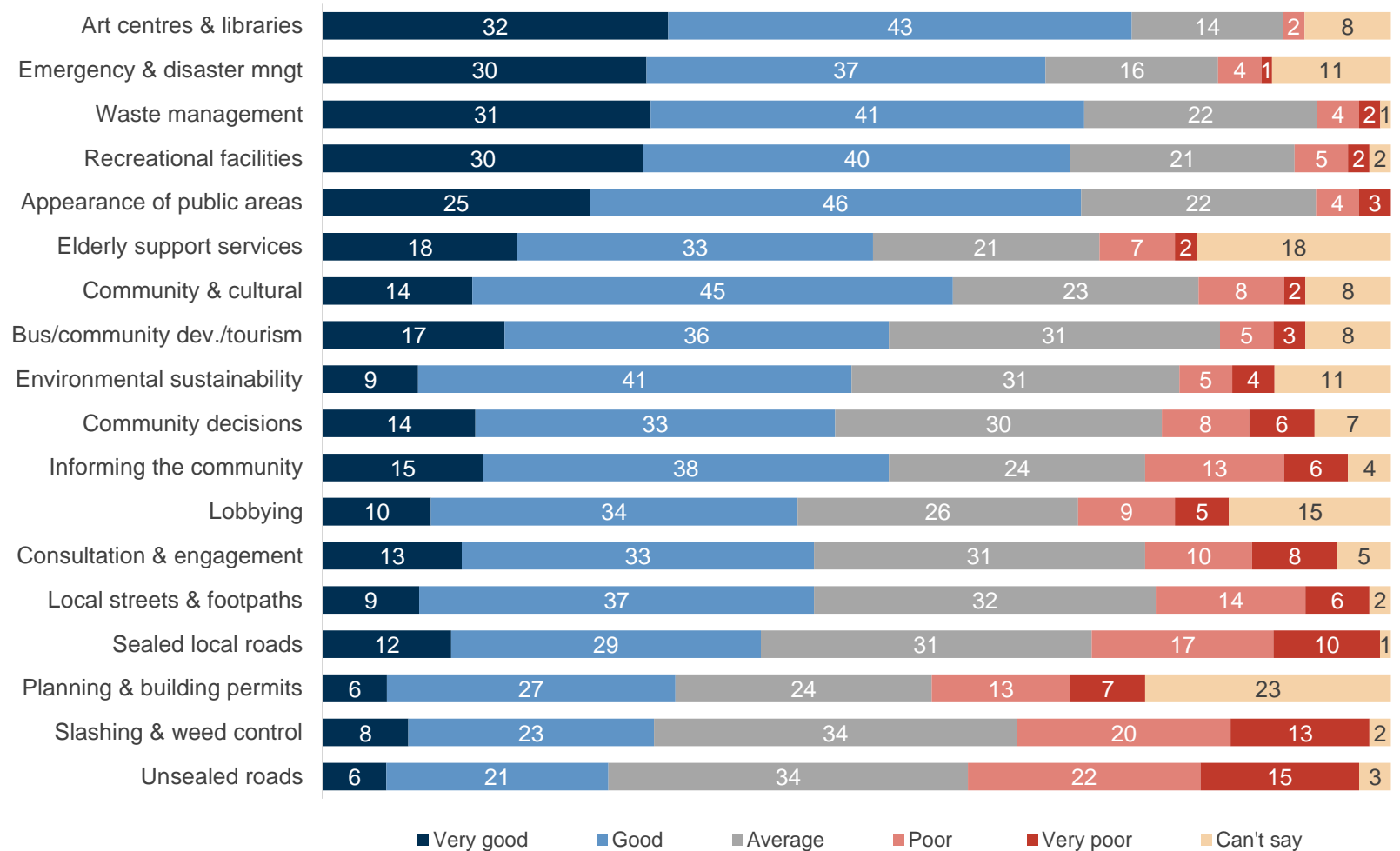
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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: 19



# Individual service area importance

2024 individual service area importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Emergency & disaster mngt	85	81	80	79	82	81	80	83	80	n/a
Unsealed roads	83	86	85	81	81	84	86	83	80	84
Sealed local roads	82	84	82	80	81	82	n/a	n/a	n/a	n/a
Elderly support services	82	83	82	82	79	79	80	79	79	80
Waste management	82	80	81	80	80	79	79	76	76	78
Community decisions	81	83	80	78	83	82	n/a	n/a	n/a	n/a
Informing the community	80	79	79	77	76	77	76	76	75	77
Slashing & weed control	79	80	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Local streets & footpaths	78	80	79	77	76	77	77	77	76	79
Consultation & engagement	77	79	76	75	74	78	74	74	75	78
Recreational facilities	76	75	77	74	73	71	75	73	74	76
Appearance of public areas	75	76	76	74	74	72	74	74	75	74
Bus/community dev./tourism	74	73	73	72	72	68	72	71	71	74
Lobbying	74	75	74	71	71	69	70	70	70	74
Planning & building permits	70	73	71	69	68	65	68	66	68	67
Environmental sustainability	68	69	72	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Art centres & libraries	64	62	63	61	59	59	60	60	61	64
Community & cultural	61	64	64	62	60	60	n/a	n/a	n/a	n/a

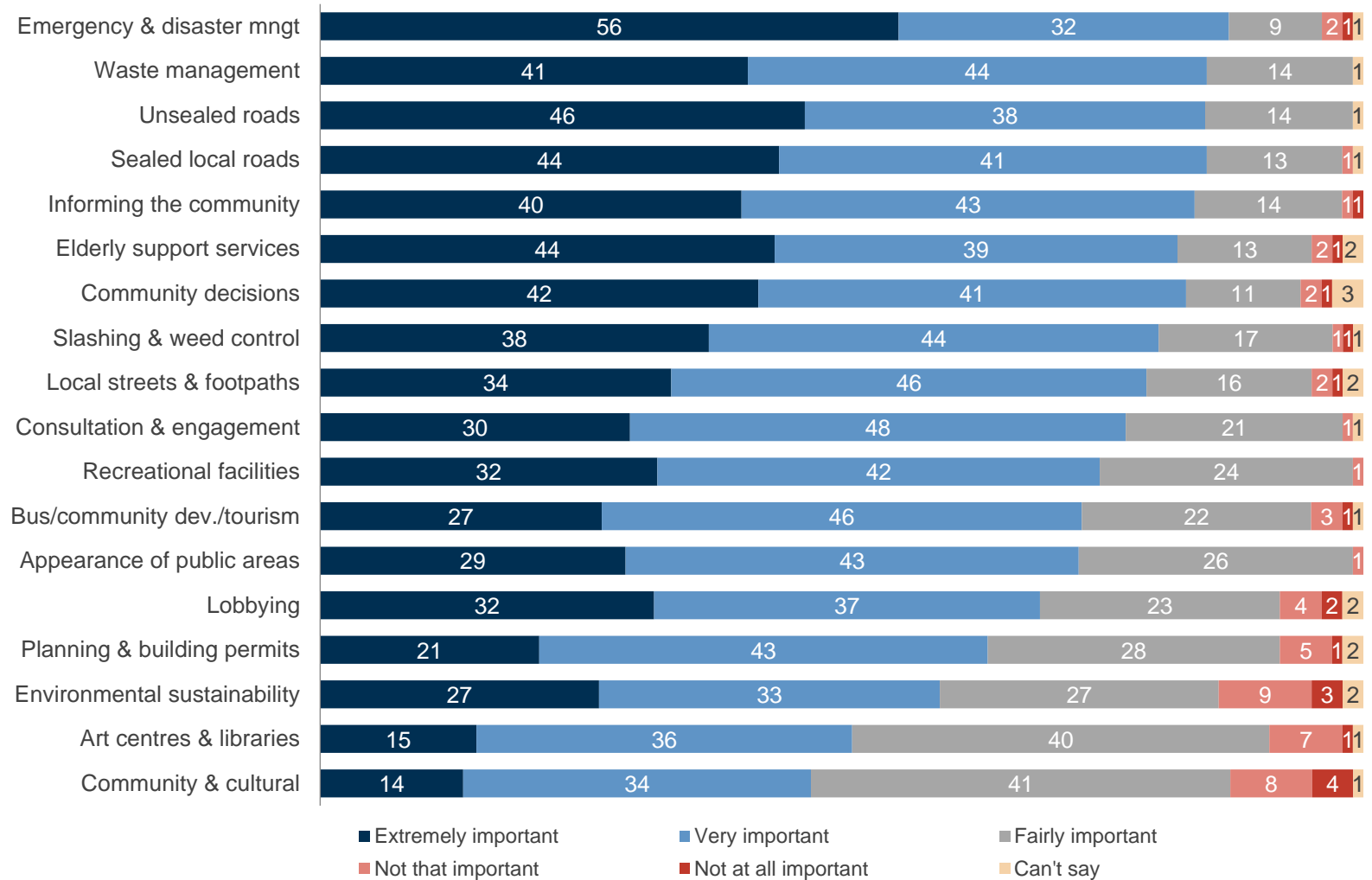
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 6  
 Note: Please see Appendix A for explanation of significant differences.





# Individual service area importance

2024 individual service area importance (%)

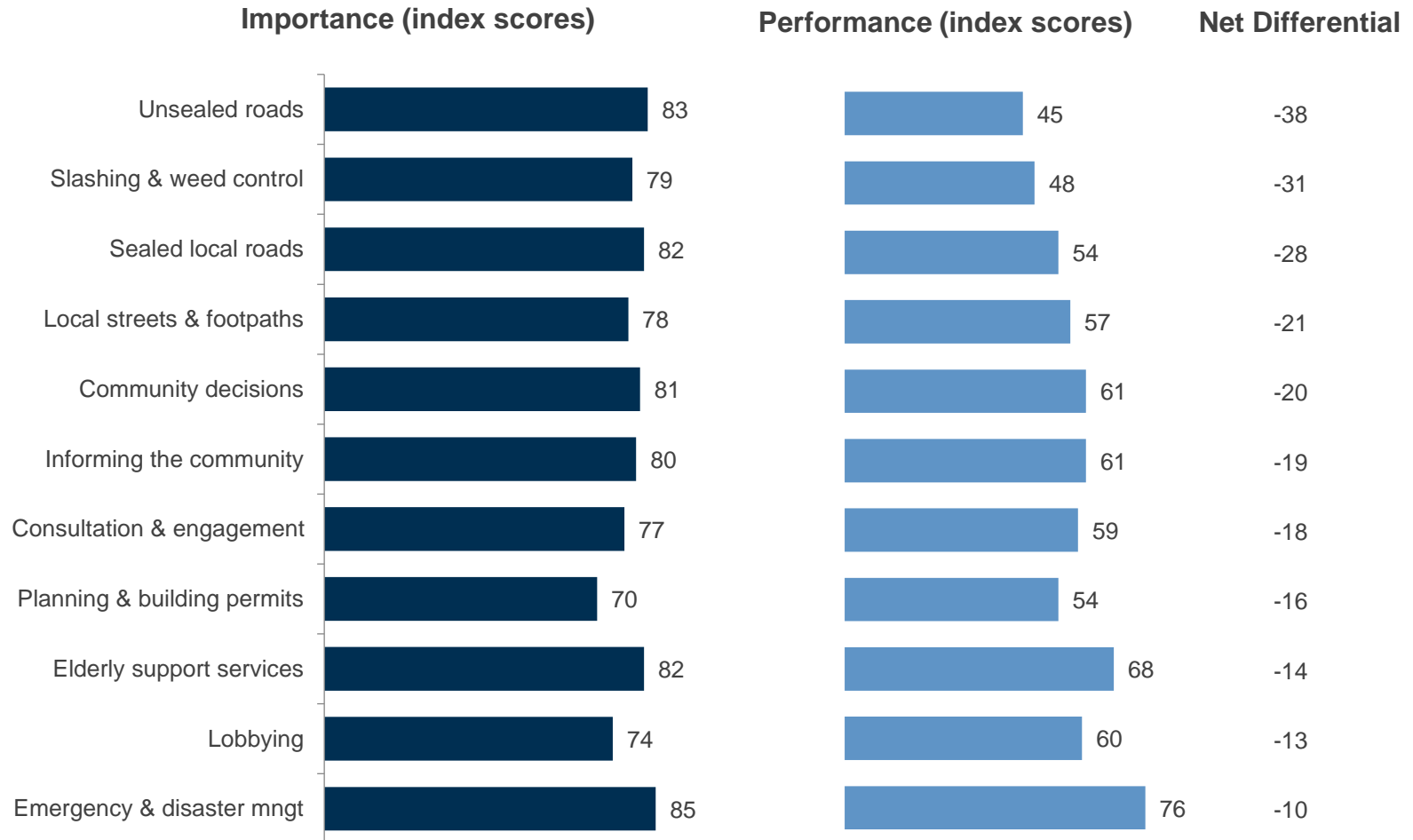


Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 6



# 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

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The individual service areas that have the strongest influence on the overall performance rating (based on regression analysis) are:

- informing the community
- the condition of sealed local roads.

**Ensuring residents are kept well informed about key local issues and Council activities and attending to the maintenance of sealed roads provide the greatest opportunities to drive up overall opinion of Council's performance.**

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

- decisions made in the interest of the community
- lobbying on behalf of the community
- elderly support services
- community consultation and engagement
- maintenance of unsealed roads.

Looking at these key service areas only, Council performs best on elderly support services (index score of 68), which is 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.

Council also performs relatively well in the more influential areas of community decisions and lobbying (index scores of 61 and 60 respectively), and the related area of community consultation (index score of 59), and efforts should continue in these areas to maintain these ratings.

**Transparency in Council decision-making, engaging residents on key local issues, and demonstrating efforts to advocate for community interests can help to shore up positive perceptions of Council.**

However, most in need of attention is Council's poorly rated performance on unsealed roads (index score of 45), which is a moderate influence on the overall performance rating.

**It will be important to attend to the maintenance of Council's unsealed roads to help improve overall ratings of performance.**



## Regression analysis explained

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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.

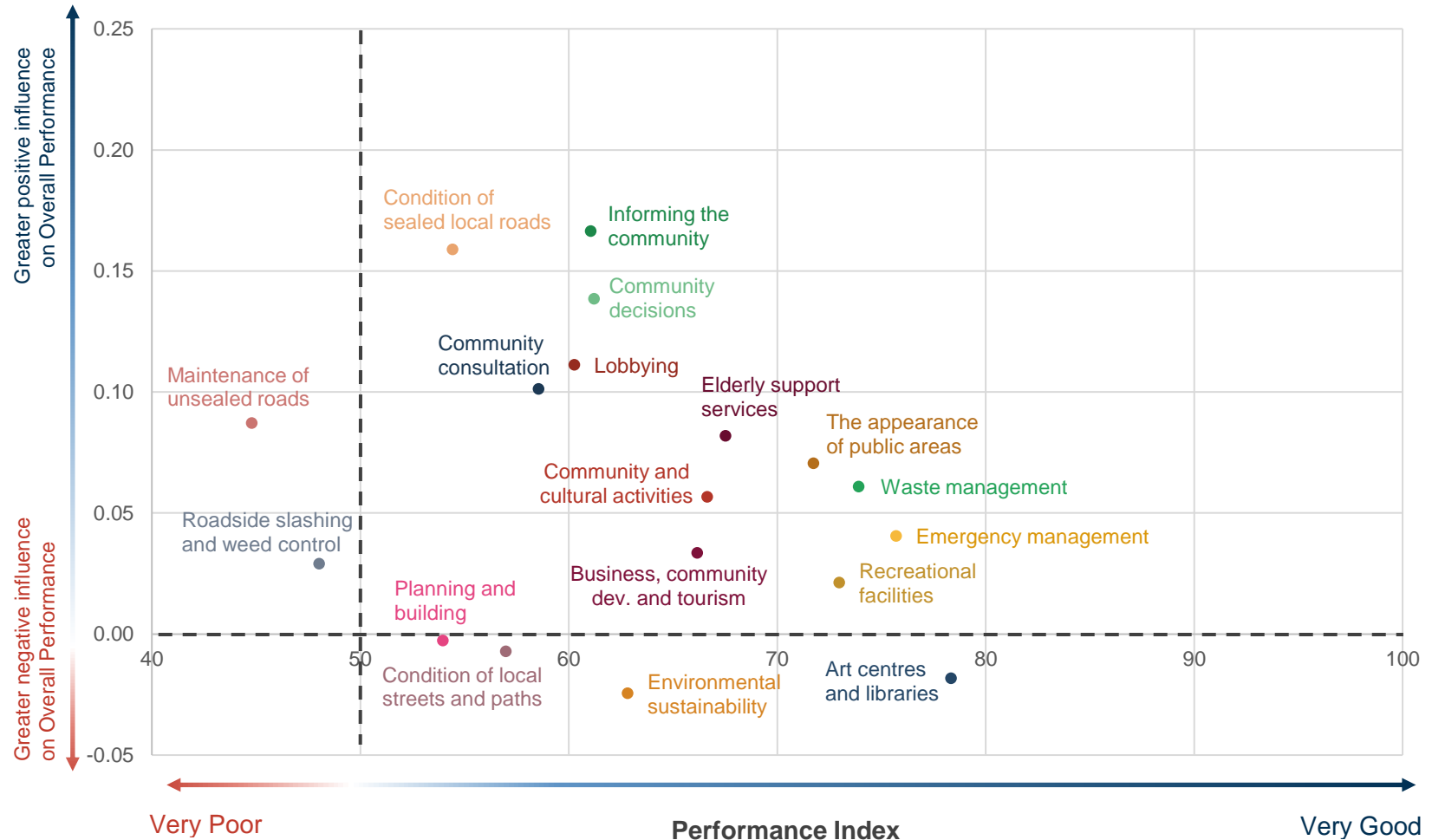
1. **The first chart** shows the results of a regression analysis of *all* individual service areas selected by Council.
2. **The second chart** shows the results of a regression performed on a smaller set of service areas, being those with a moderate-to-strong influence on overall performance. Service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

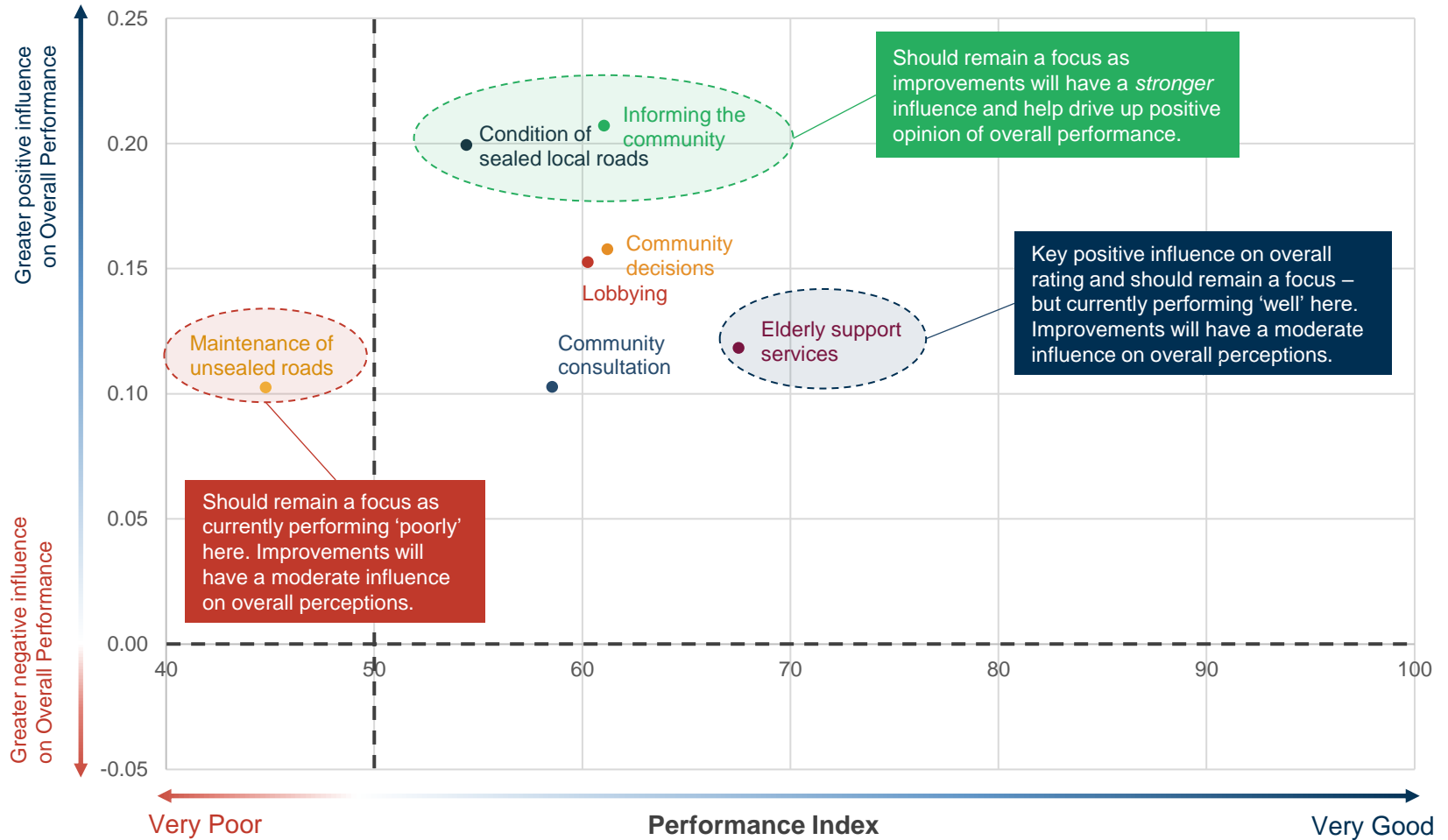


The multiple regression analysis model above (all service areas) has an  $R^2$  value of 0.632 and adjusted  $R^2$  value of 0.615, which means that 62% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at  $p = 0.0001$ ,  $F = 36.40$ . 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)

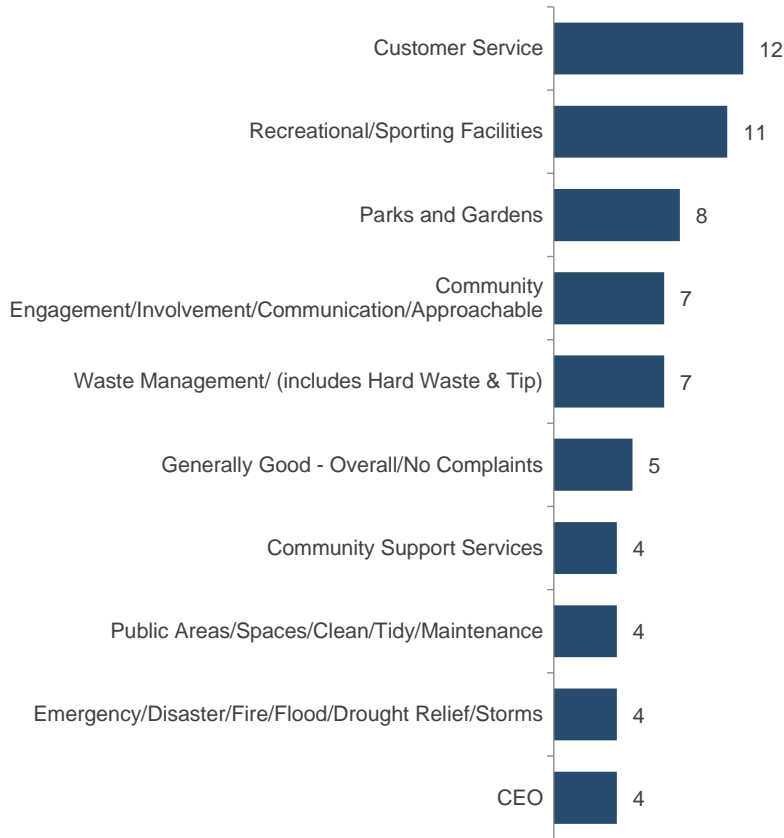


The multiple regression analysis model above (reduced set of service areas) has an R<sup>2</sup> value of 0.615 and adjusted R<sup>2</sup> value of 0.609, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 89.63.

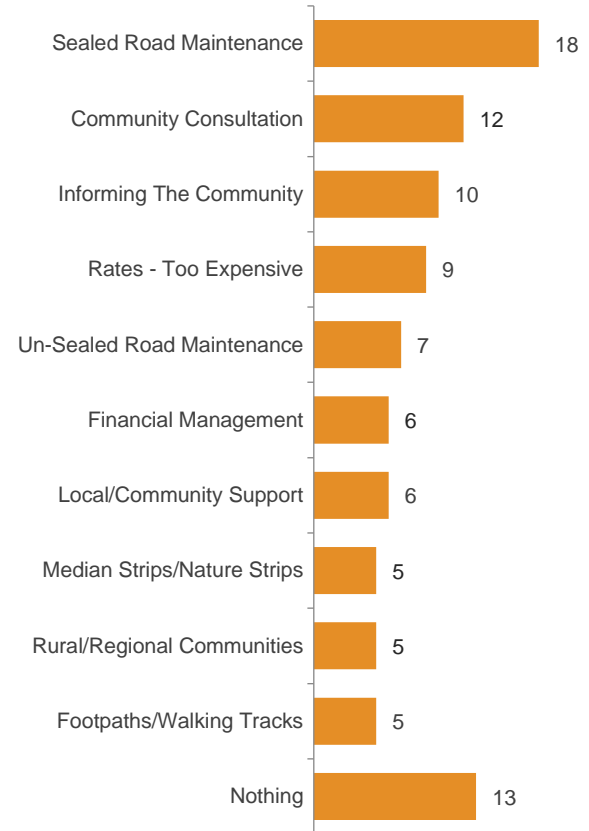


# Best things about Council and areas for improvement

**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 Ararat 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: 8

Q17. What does Ararat Rural City 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

More than three in five Council residents (64%) have had contact with Council in the last 12 months.

- The rate of contact with Council has been largely stable over time, notwithstanding a significant increase in the rate of contact in 2023, which has subsided somewhat this year, returning to levels similar to previous years.



**Among those residents who have had contact with Council, 73% provide a positive customer service rating of 'very good' or 'good', including 39% of residents who rate Council's customer service as 'very good'.**

### Customer service

Council's customer service index of 75 is in line with the 2023 rating of 72, representing three consecutive years of Council maintaining a steady performance in this area. This is a positive result, and Council should continue its efforts here – the current result is also close to the peak rating of 77 achieved in 2021.

Council's customer service is rated significantly higher than both the State-wide and Small Rural group averages (index scores of 67 and 66 respectively).

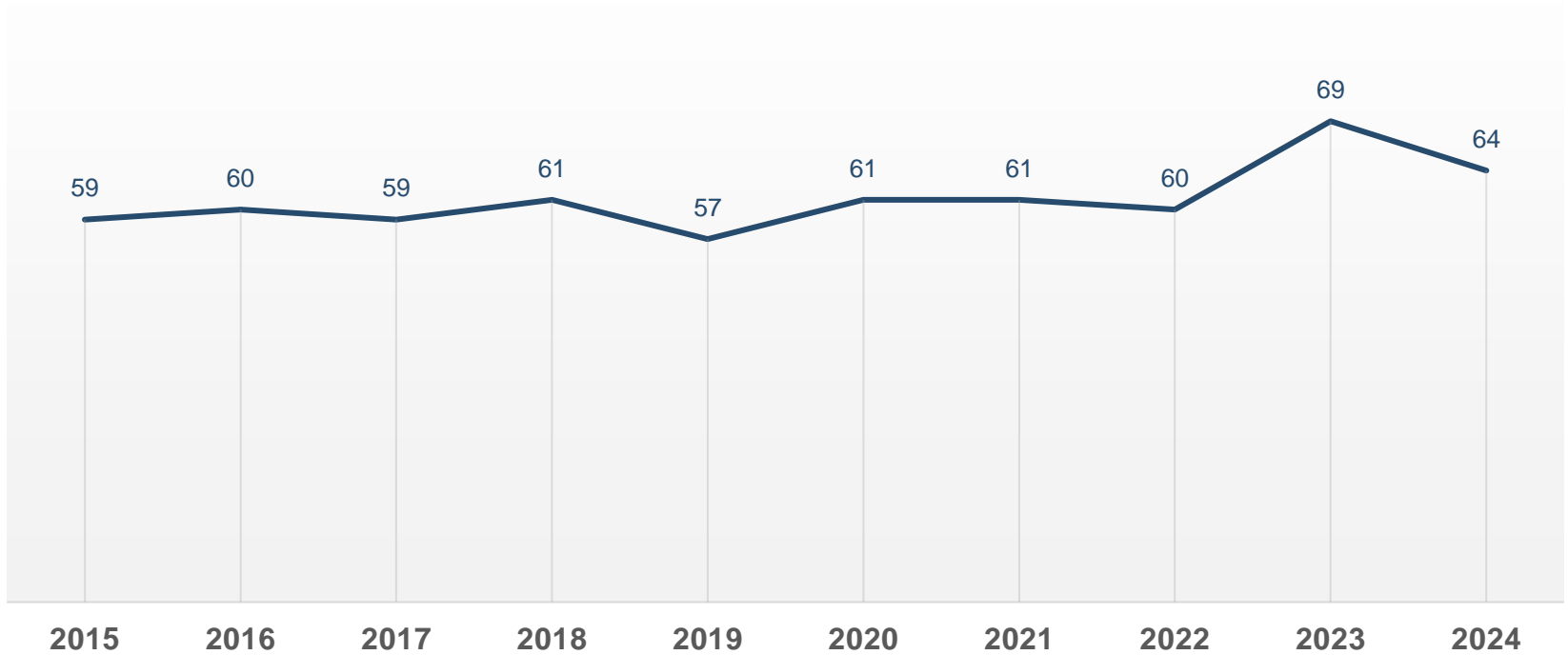
- Perceptions of customer service among all demographic and geographic cohorts are on par with the Council average.
- For the fourth year in a row, residents aged 50 to 64 years are the demographic group with the highest rate of contact, and this year is the first year that they provide a higher customer service rating (index score of 78) than any other demographic group.
- By contrast, residents aged 35 to 49 years have a similarly high rate of contact with Council, but the lowest customer service rating index (69).

Over seven in ten residents (73%) provide a positive customer service rating of 'very good' or 'good'.



# 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 Ararat 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: 15



# Contact with council

2024 contact with council (%)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Lake Bolac	77*	94	74	69	100	72	69	71	62	n/a
50-64	75	78	68	68	66	61	67	59	67	58
35-49	74	74	56	67	67	64	74	67	70	75
Small Rural	65	66	63	63	66	63	64	65	60	64
Ararat	64	69	60	61	61	57	61	59	60	59
Elmhurst	64*	90	80	64	69	51	31	18	22	n/a
Men	64	68	58	61	62	57	63	60	61	63
Women	64	70	63	62	60	56	58	57	58	55
Ararat	63	64	57	61	61	57	59	58	59	n/a
State-wide	62	62	60	61	63	61	61	61	60	60
65+	59	69	57	56	56	54	53	56	50	46
18-34	57	57	63	57	59	49	49	54	57	59

Q5. Over the last 12 months, have you or any member of your household had any contact with Ararat 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: 15  
 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
Lake Bolac	83*	72	75	78	32	56	38	61	64	n/a
50-64	78	73	69	73	67	69	63	67	69	74
Women	77	72	77	80	68	70	61	64	73	75
65+	77	73	76	85	73	74	56	64	67	71
Elmhurst	76*	73	73	88	55	77	12	100	75	n/a
18-34	75	70	76	69	78	71	63	68	62	66
Ararat	75	72	75	77	70	69	56	62	67	70
Ararat	73	71	75	76	71	70	59	63	68	n/a
Men	72	72	73	74	71	69	51	61	62	65
35-49	69	70	77	77	61	63	44	53	69	67
State-wide	67▼	67	68	70	70	71	70	69	69	70
Small Rural	66▼	65	67	69	70	70	69	69	69	70

Q5c. Thinking of the most recent contact, how would you rate Ararat 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: 19

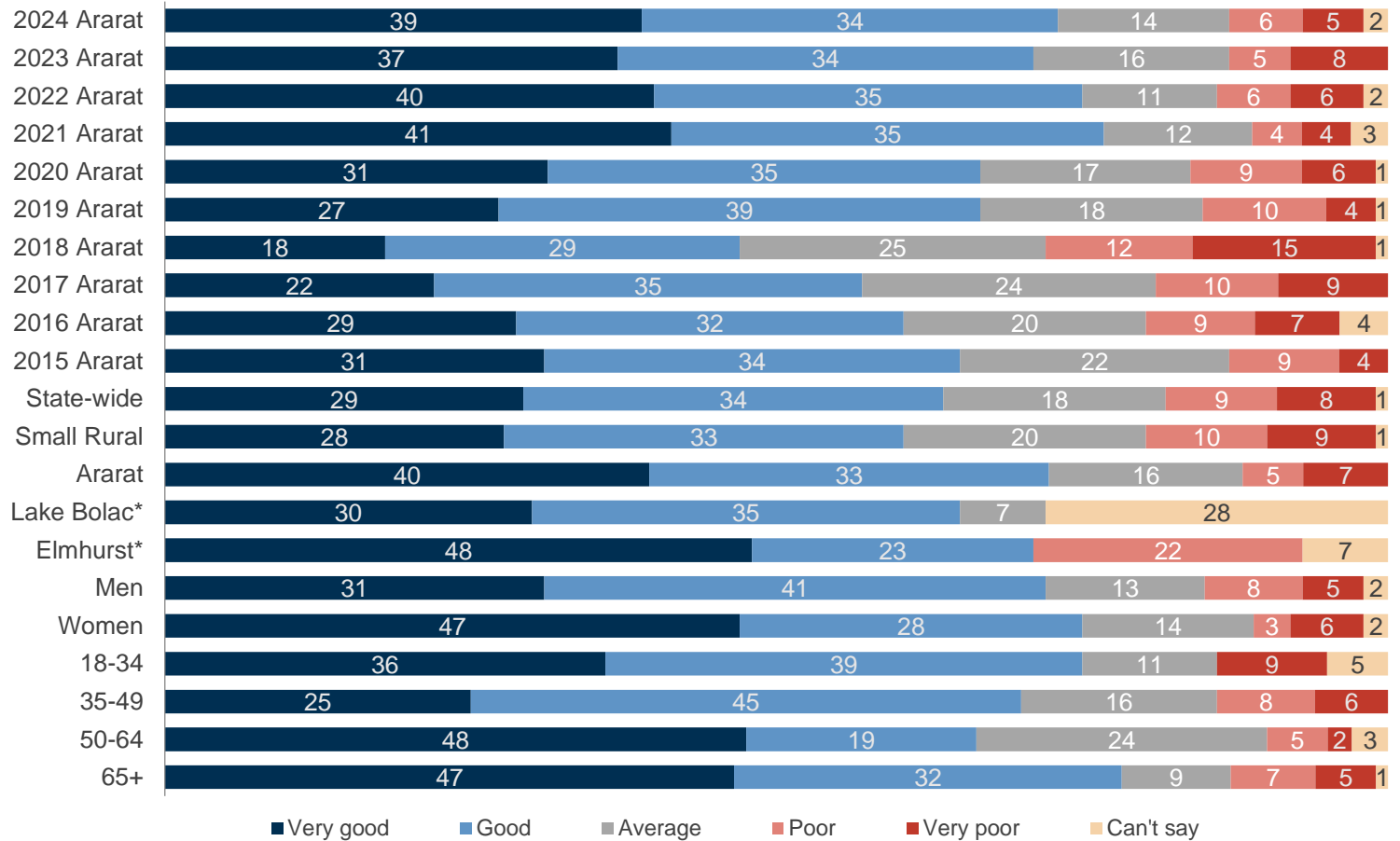
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30



# Customer service rating

2024 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Ararat 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: 19  
 \*Caution: small sample size < n=30



# Communication



## Communication

The preferred form of communication from Council about news and information and upcoming events is – for the first time – a Council newsletter sent via email (24%).

In every previous year, a Council newsletter via mail was preferred. This year it has dropped four percentage points to 22%, making it the close-second preferred form of communication. Advertising in a local newsletter remains the third preferred channel (21%).

Preference for social media as a means of communication was in decline, but has recovered this year (17%, up from 13% in 2023) – driven by the under 50 years age group.

The preferred form of communication among residents under 50 years of age is social media (33%), up nine percentage points from 2023. A newsletter via email is the next preferred means of communication for residents aged under 50 years (28%).

- The uptick in preference for social media comes at the expense of a preference for a newsletter via mail (13%, down 13 percentage points).

The top three preferred forms of communication among residents aged 50 years or older are the same ones as last year: a newsletter sent via mail (29%), advertising in a local newspaper (28%) and a newsletter via email (22%).

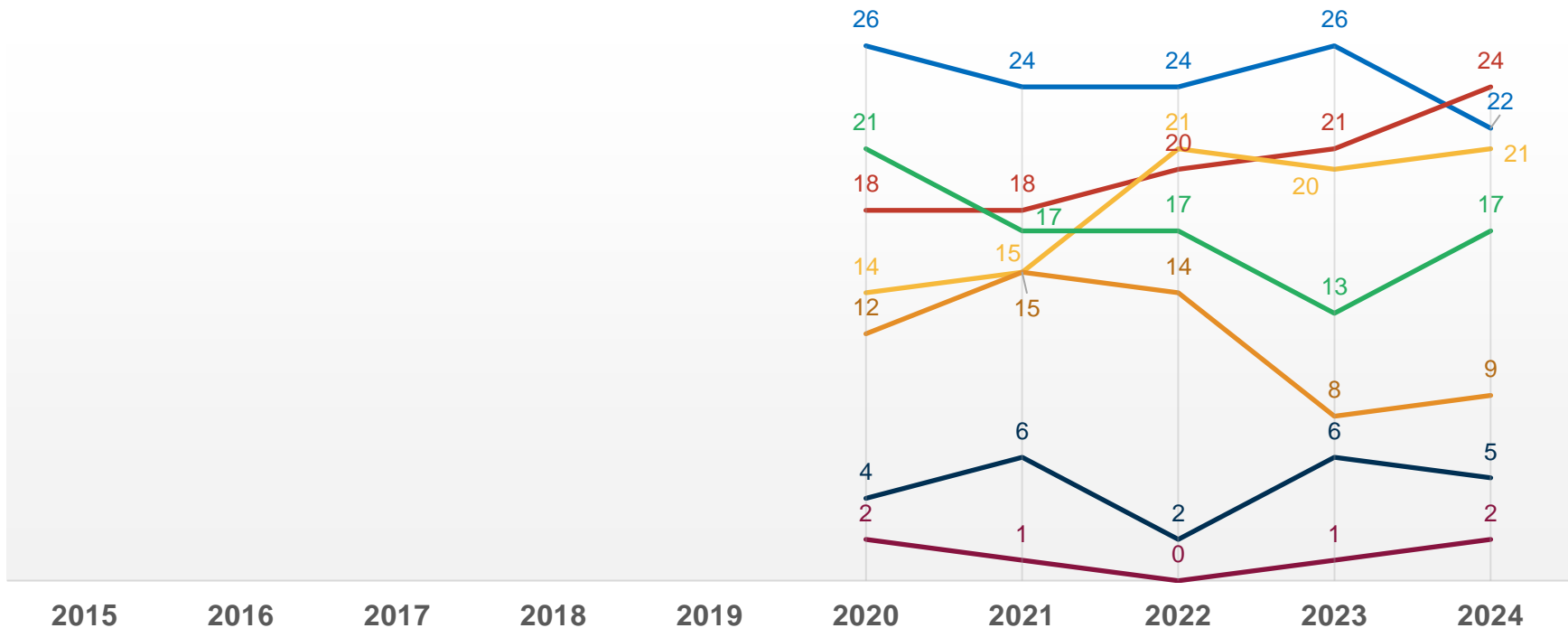
The Council website remains least preferred, indicating a preference for information to be pushed out to residents.





# Best form of communication

2024 best form of communication (%)



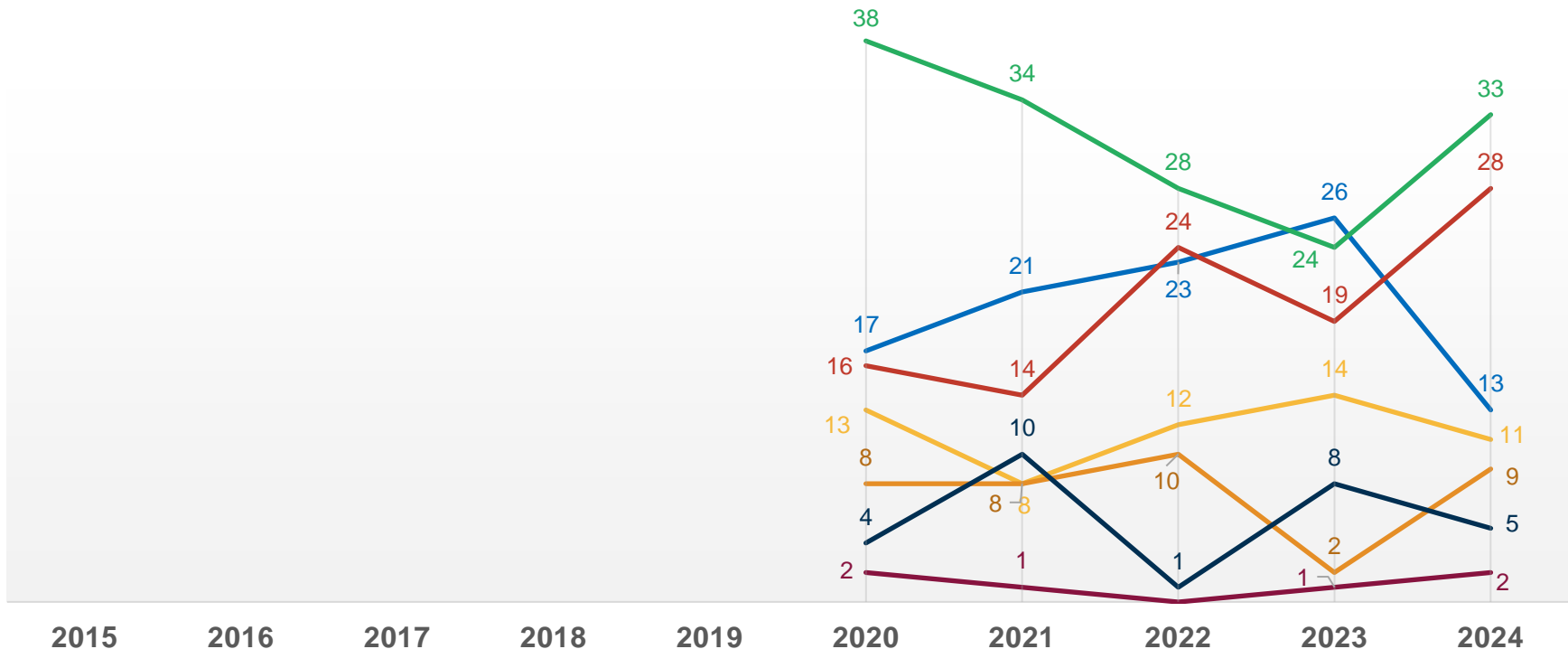
Q13. If Ararat Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents. Councils asked State-wide: 38 Councils asked group: 11





# Best form of communication: under 50s

2024 under 50s best form of communication (%)

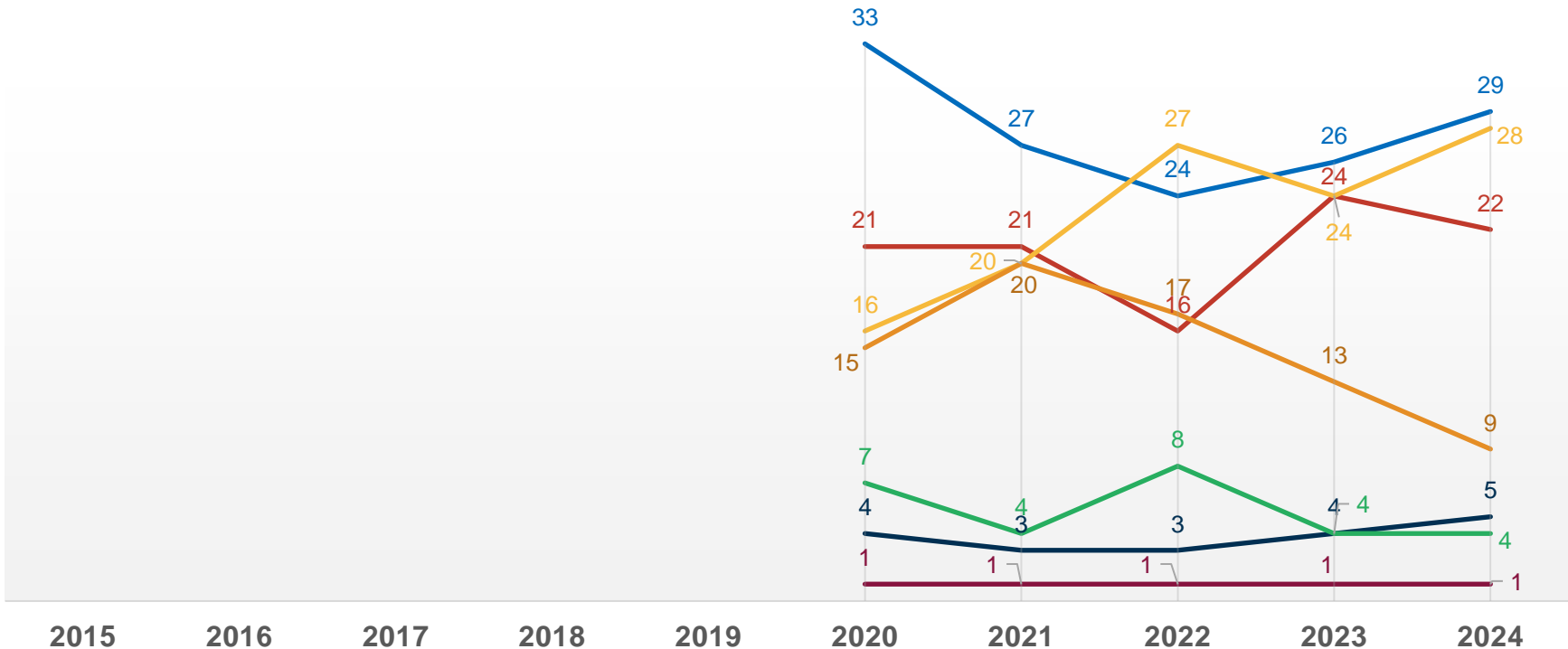


Q13. If Ararat Rural City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?  
 Base: All respondents aged under 50. Councils asked State-wide: 38 Councils asked group: 11



# Best form of communication: 50+ years

2024 50+ years best form of communication (%)



Q13. If Ararat 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: 11



# Council direction



## Council direction

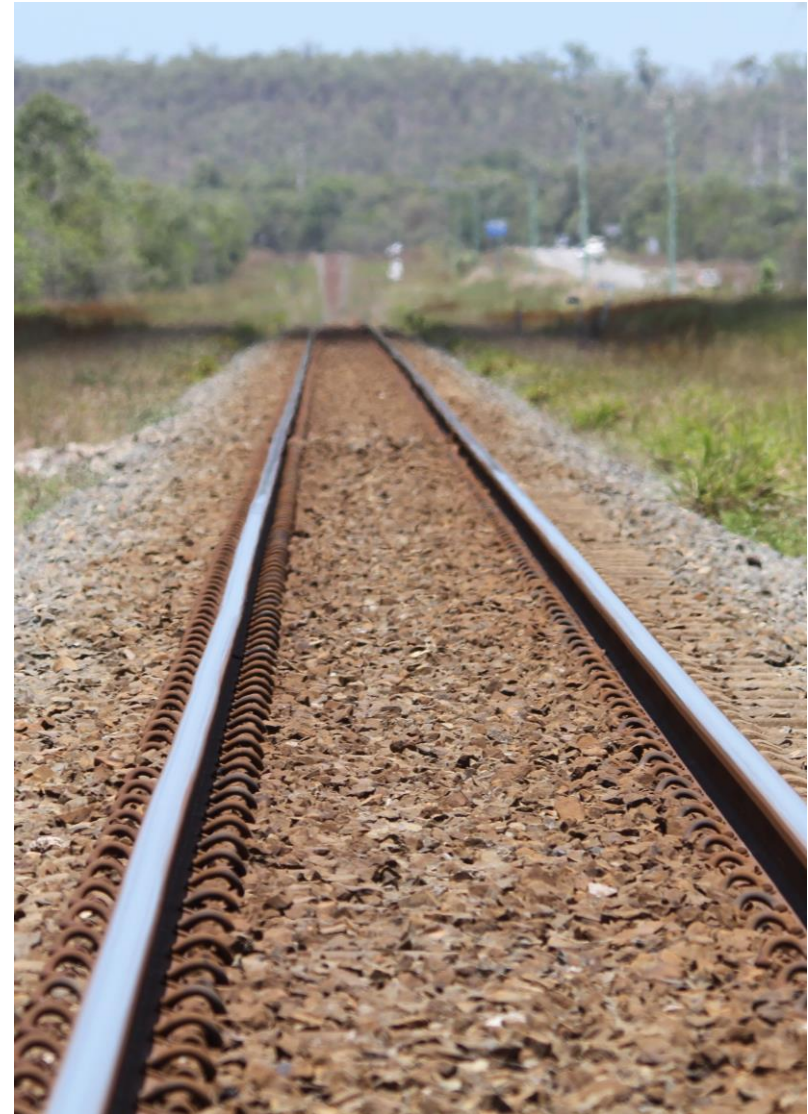
Residents' perceptions of Council's overall direction over the last 12 months have declined significantly (index score of 55, down five index points from 2023). This marks the second consecutive year of significant decline in perceptions, after a series high of 69 in 2022.

Nonetheless, perceptions of Council's overall direction are significantly higher compared to the State-wide and Small Rural group averages (45 and 44 respectively).

- Just over a quarter of residents (26%) believe Council's overall direction has improved (down eight percentage points on 2023) in the last 12 months.
- Fewer (16%) believe it has deteriorated (up one point on 2023).
- Most residents (56%) feel it has stayed the same.

Ratings among most demographic and geographic sub-groups are in line with the Council average. Residents of Lake Bolac rate Council's overall direction significantly higher than average (noting this result is based on a small sample size).

Almost half of Council residents (47%) believe there is 'a lot' of room for improvement in Council's overall performance in services, with a further 46% believing there is 'a little' room for improvement. Only 5% of residents say there is 'not much' room for improvement.





# Overall council direction last 12 months

2024 overall council direction (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Lake Bolac	71*▲	70	69	81	82	47	26	57	48	n/a
65+	60	66	73	75	66	60	32	45	46	49
35-49	58	50	64	60	60	38	19	47	45	49
Men	56	61	68	65	63	55	24	44	44	48
Ararat	55	60	69	65	63	55	29	47	46	51
Women	54	58	70	65	64	55	34	49	48	53
Ararat	54	59	68	63	63	57	30	45	46	n/a
Elmhurst	52*	55	71	91	60	41	32	50	50	n/a
50-64	50	58	64	61	65	55	29	45	44	48
18-34	49	58	70	58	61	65	36	50	52	57
State-wide	45▼	46	50	53	51	53	52	53	51	53
Small Rural	44▼	47	51	53	50	53	50	52	50	53

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

Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

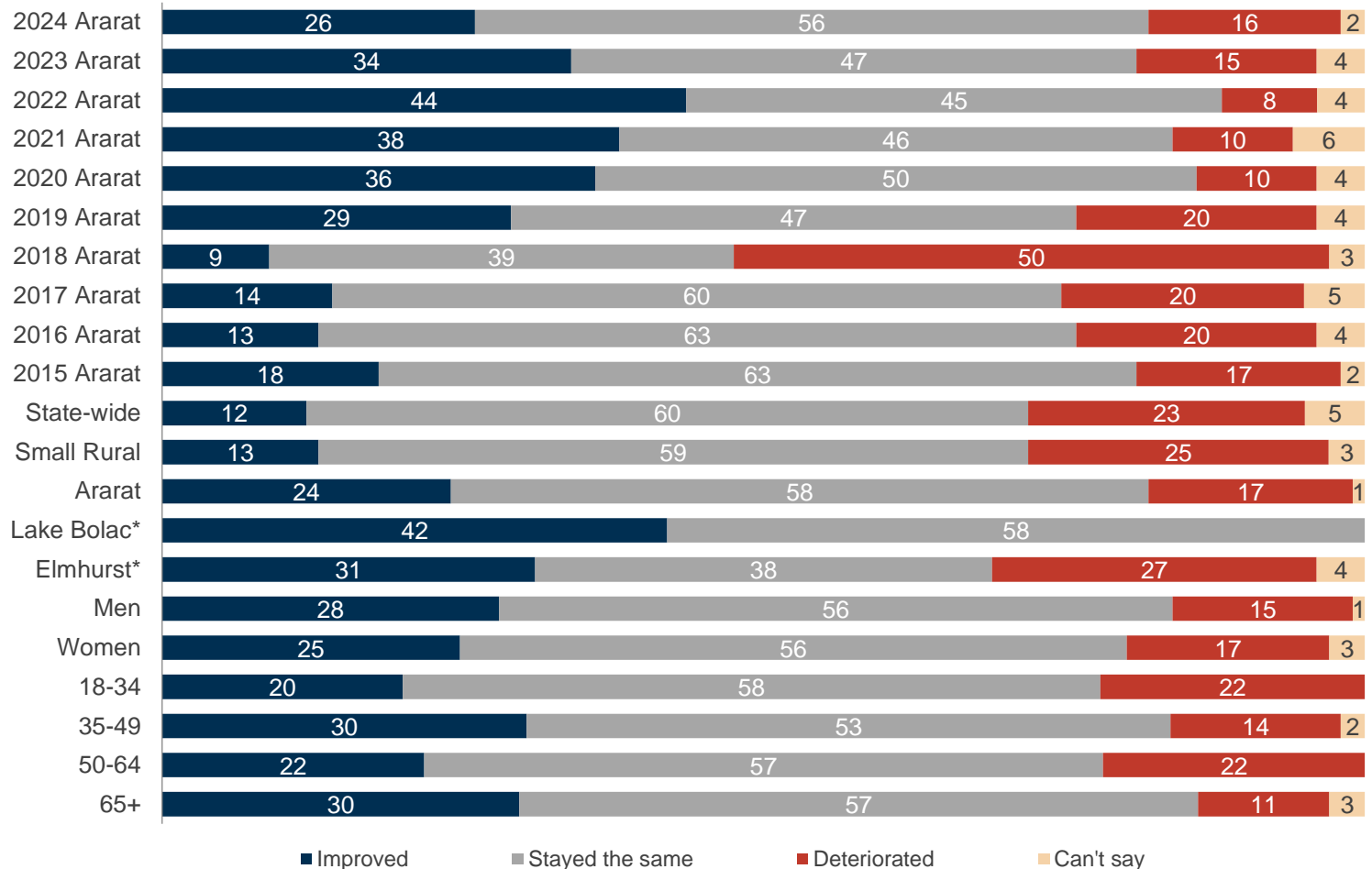
Note: Please see Appendix A for explanation of significant differences.

\*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 Ararat Rural City Council's overall performance?

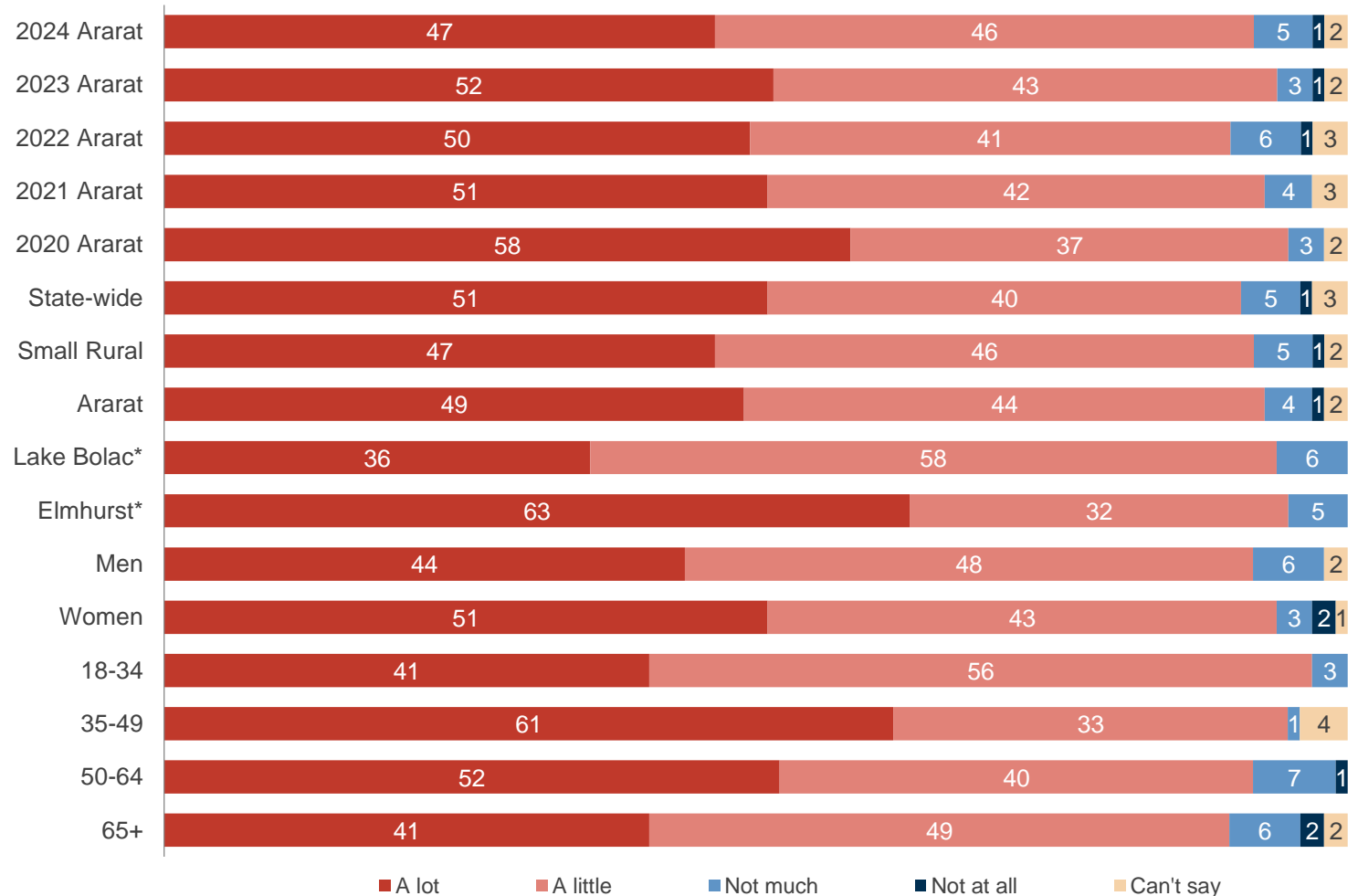
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

\*Caution: small sample size < n=30



# Room for improvement in services

2024 room for improvement in services (%)



Q7. Thinking about the next 12 months, how much room for improvement do you think there is in Ararat Rural City Council's overall performance?

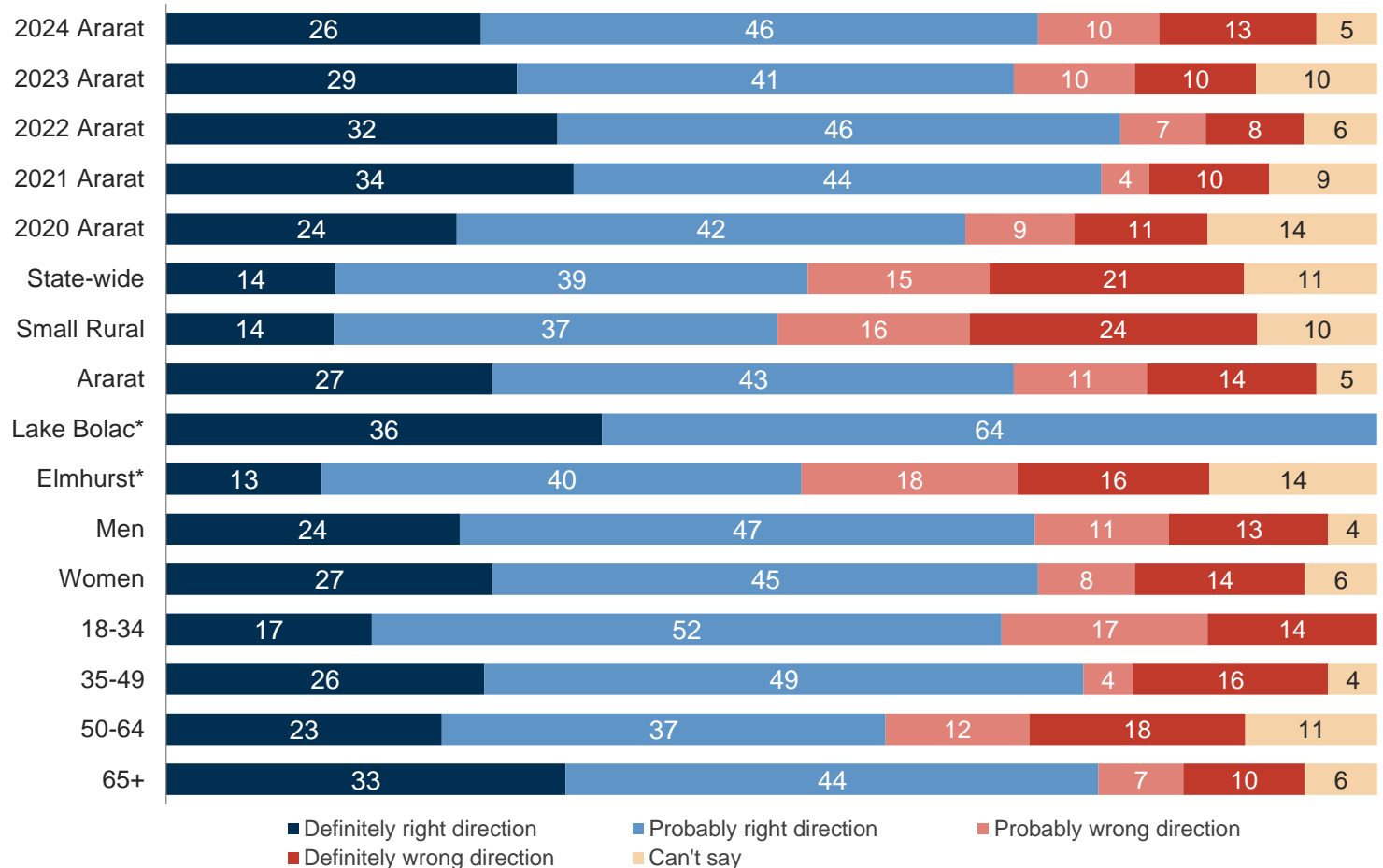
Base: All respondents. Councils asked State-wide: 3 Councils asked group: 1

\*Caution: small sample size < n=30



# Right / wrong direction

2024 right / wrong direction (%)



Q8. Would you say your local Council is generally heading in the right direction or the wrong direction?  
 Base: All respondents. Councils asked State-wide: 8 Councils asked group: 3  
 \*Caution: small sample size < n=30



A large, stylized letter 'W' graphic that serves as a background element. The 'W' is filled with a dark blue color and contains a glowing, intricate network pattern of white and light blue lines, resembling a fiber optic or neural network. The 'W' is positioned on the right side of the page, extending from the top to the bottom.

# **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	81	81	78	80	82	77	78	79	78
18-34	79	79	70	73	67	74	66	67	70	87
Elmhurst	79*	87	87	80	77	93	62	81	85	n/a
Women	78	82	78	79	77	79	77	78	77	80
Ararat	78	80	78	75	74	78	74	76	75	n/a
35-49	77	83	80	74	74	80	79	78	77	76
Ararat	77	79	76	75	74	78	74	74	75	78
Small Rural	77	77	78	77	76	76	74	75	77	76
State-wide	76	76	76	75	74	74	74	74	74	74
Men	76	77	75	71	71	78	71	71	72	75
65+	75	77	75	74	75	77	72	73	73	71
Lake Bolac	67*	76	71	70	84	66	78	66	73	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: 5

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

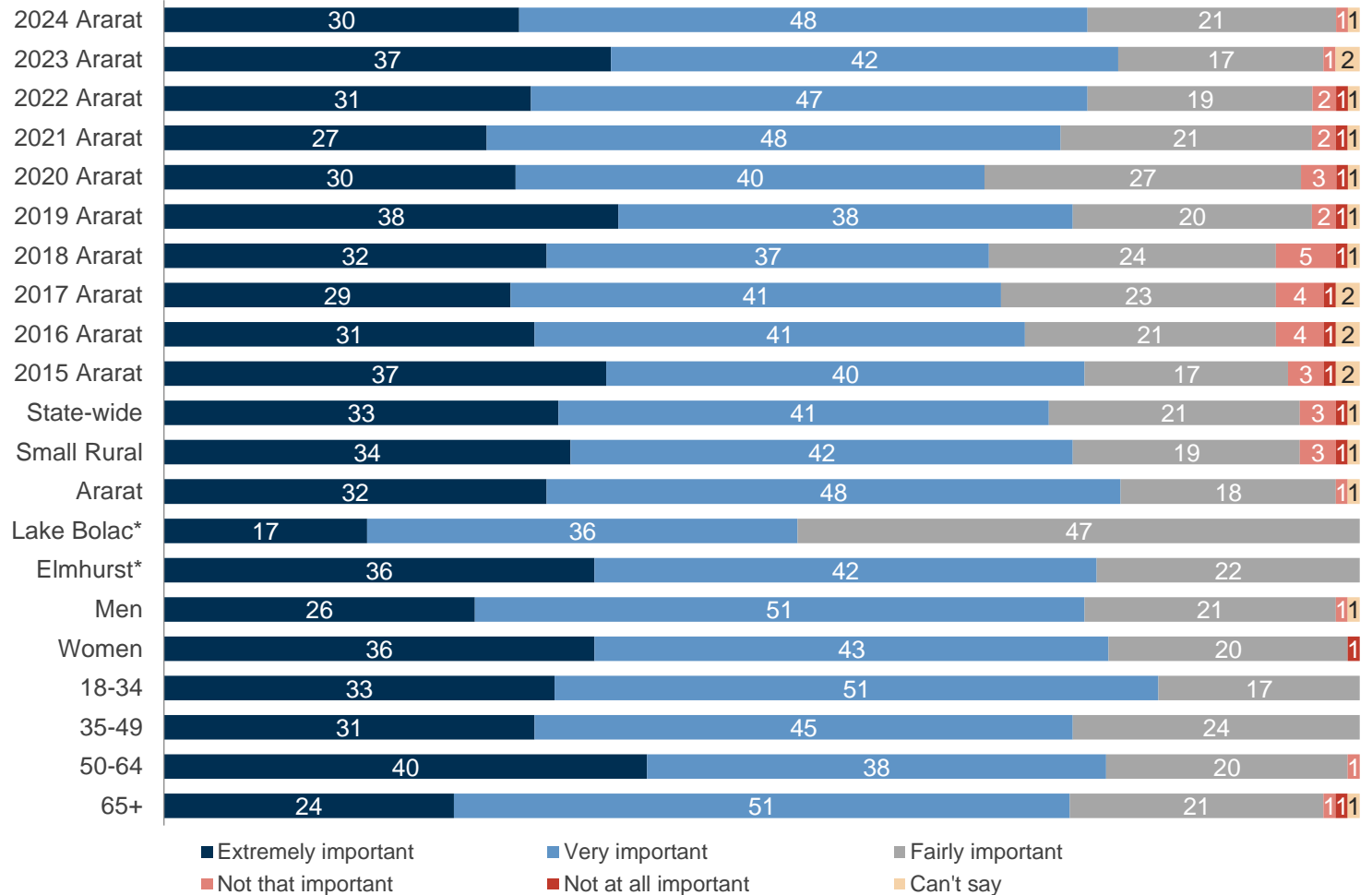
\*Caution: small sample size < n=30



# 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: 5

\*Caution: small sample size < n=30



# Community consultation and engagement performance



2024 consultation and engagement performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
65+	62	66	66	67	56	55	46	49	55	55
18-34	60	59	67	52	58	49	42	52	50	49
Men	59	63	63	62	57	49	39	46	48	52
Ararat	59	60	62	61	56	49	41	49	51	52
Ararat	58	58	61	60	58	51	45	49	51	n/a
Lake Bolac	58*	75	67	77	16	47	22	51	49	n/a
Women	58	57	61	60	56	50	43	52	55	52
50-64	54	59	57	56	56	48	42	49	49	53
35-49	54	50	54	65	56	44	32	45	49	50
Elmhurst	52*	61	48	81	55	48	53	51	65	n/a
Small Rural	51▼	53	54	56	54	56	54	55	55	56
State-wide	51▼	52	54	56	55	56	55	55	54	56

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: 19

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

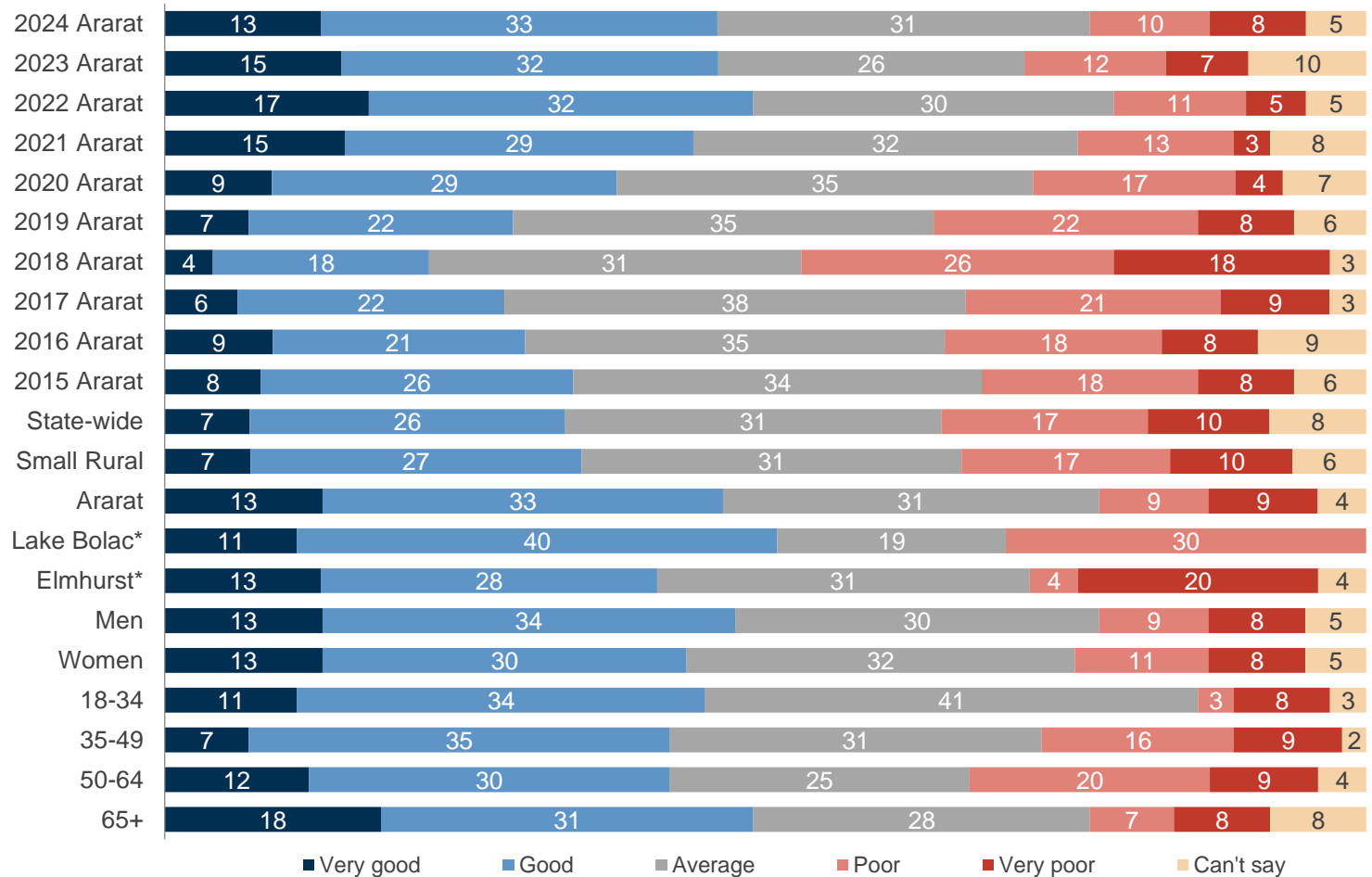
\*Caution: small sample size < n=30



# Community consultation and engagement performance



2024 consultation and engagement performance (%)



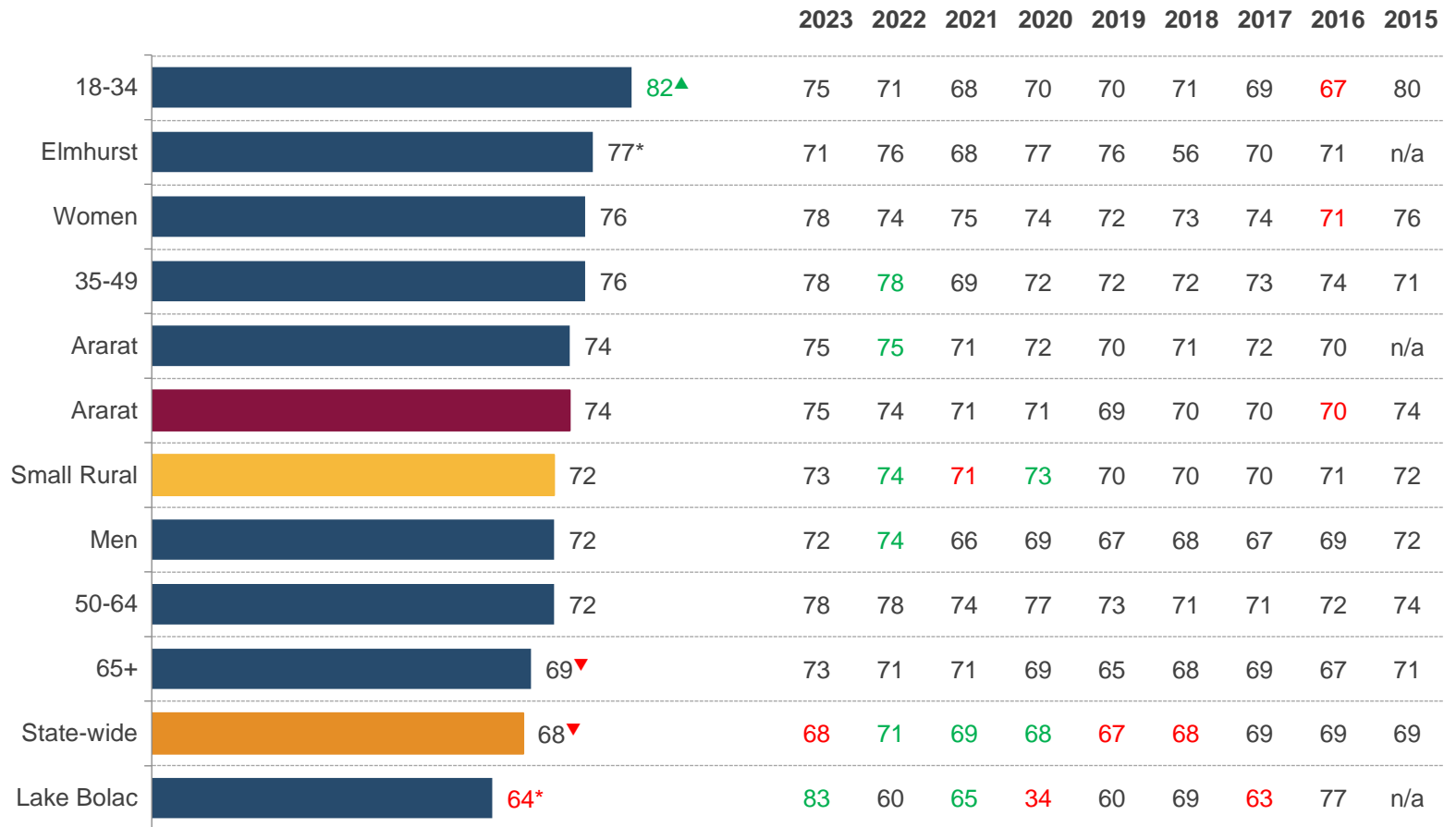
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19  
 \*Caution: small sample size < n=30



# Lobbying on behalf of the community importance



2024 lobbying importance (index scores)



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

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

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

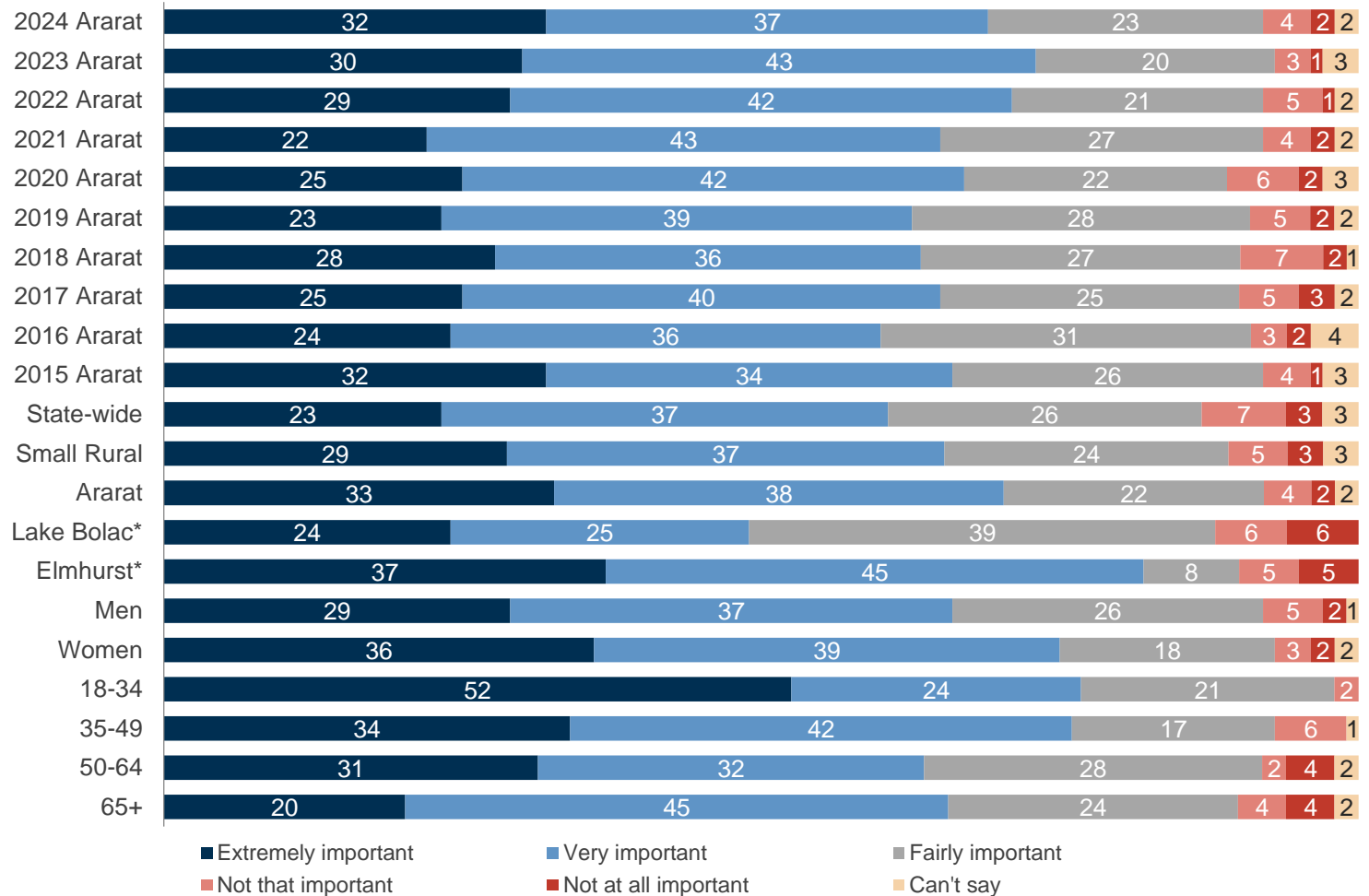
\*Caution: small sample size < n=30



# 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: 3  
 \*Caution: small sample size < n=30



# Lobbying on behalf of the community performance



2024 lobbying performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Lake Bolac	60	70	64	n/a	42	24	46	51	n/a
65+	67	66	70	57	51	52	54	56	60
18-34	62	68	54	56	53	46	54	55	52
Men	63	65	65	56	50	42	52	52	57
Ararat	61	64	63	56	50	44	53	54	56
Ararat	61	64	63	56	52	48	54	55	n/a
50-64	61	60	62	54	53	45	53	55	56
Women	58	63	61	56	51	47	53	56	54
35-49	45	58	61	54	44	34	49	50	54
Small Rural	52	54	55	52	55	53	55	54	56
State-wide	51	53	55	53	54	54	54	53	55
Elmhurst	56	56	75	58	48	40	51	69	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.

\*Caution: small sample size < n=30

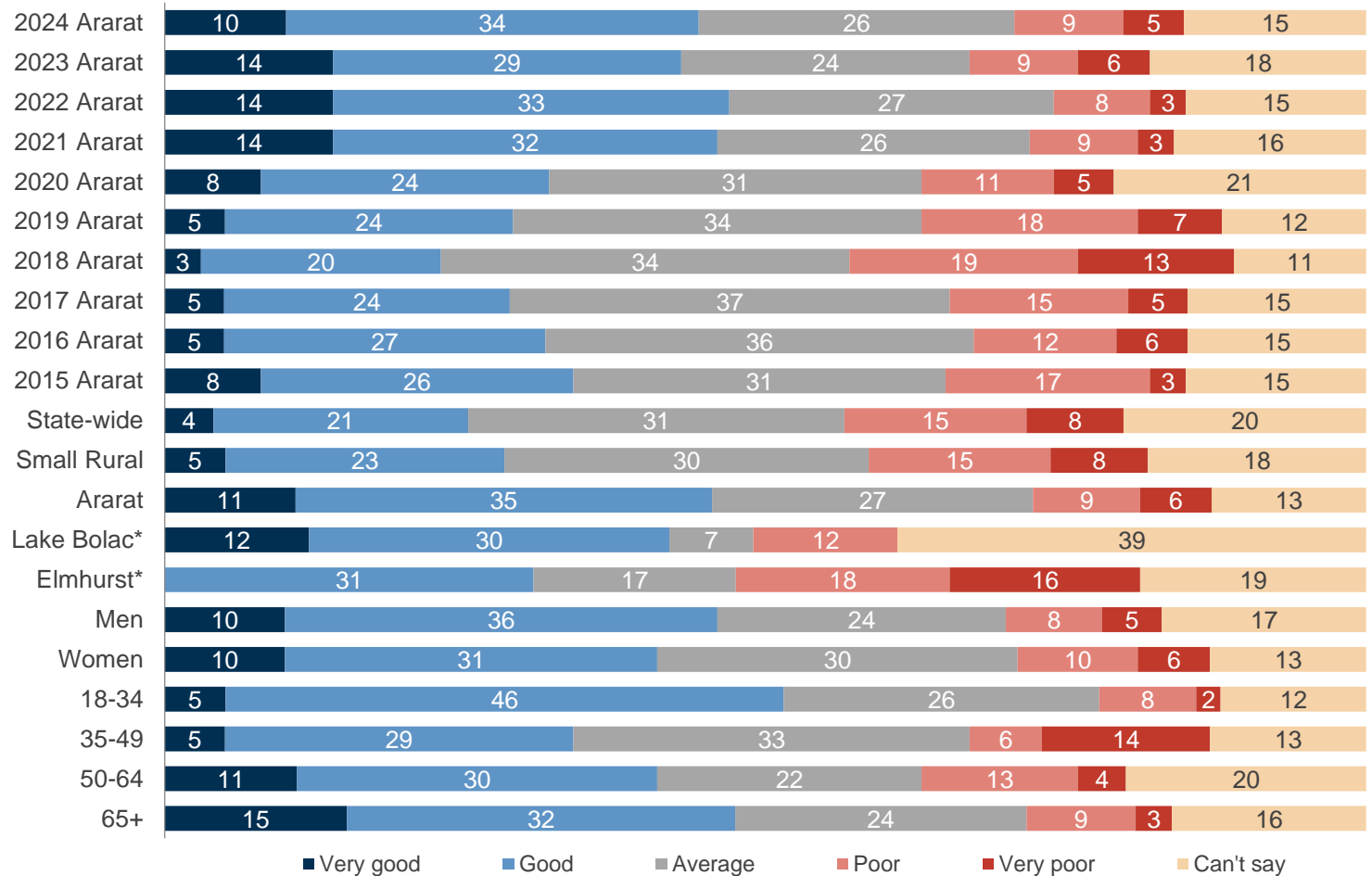




# Lobbying on behalf of the community performance



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

\*Caution: small sample size < n=30

# Decisions made in the interest of the community importance



2024 community decisions made importance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
Lake Bolac	87*	89	66	73	84	77	n/a	n/a	n/a	n/a
Women	84	84	80	81	84	84	n/a	n/a	n/a	n/a
35-49	84	88	85	80	84	80	n/a	n/a	n/a	n/a
18-34	82	84	76	73	84	85	n/a	n/a	n/a	n/a
Ararat	81	83	80	78	83	82	n/a	n/a	n/a	n/a
Ararat	81	82	80	78	82	83	n/a	n/a	n/a	n/a
Small Rural	80	82	82	80	82	81	77	78	n/a	82
Elmhurst	80*	92	75	84	85	88	n/a	n/a	n/a	n/a
50-64	80	82	86	82	84	86	n/a	n/a	n/a	n/a
65+	80	78	75	78	80	80	n/a	n/a	n/a	n/a
State-wide	80	80	81	81	80	80	80	79	80	80
Men	79	81	79	76	81	81	n/a	n/a	n/a	n/a

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: 2

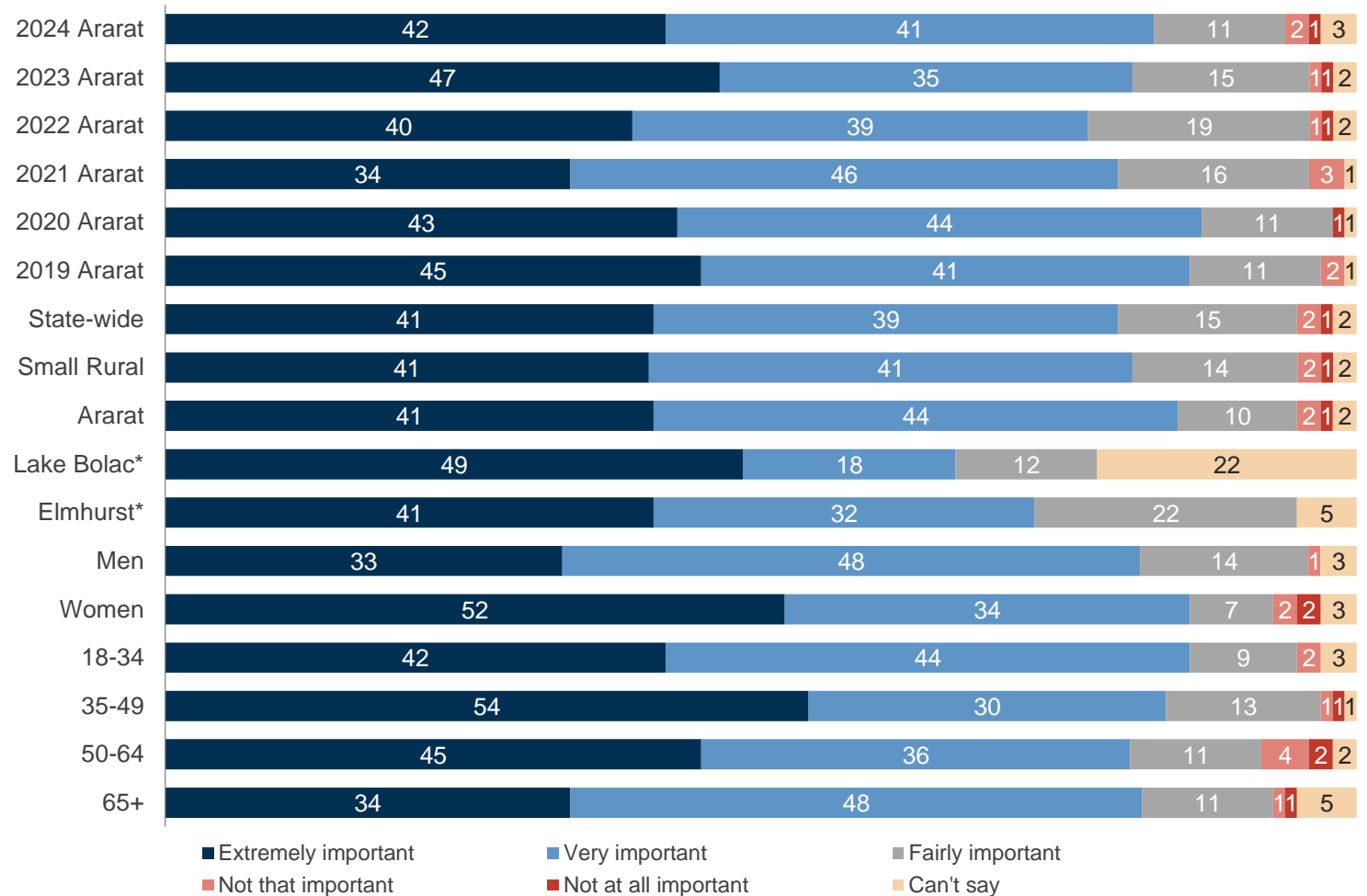
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# 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: 2

\*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
Lake Bolac	71	68	79	32	21	17	48	39	n/a
65+	68	69	71	59	50	38	52	50	52
18-34	58	72	56	57	47	33	50	46	46
Women	60	65	63	58	48	39	51	53	49
Ararat	60	65	63	57	46	33	50	48	49
Men	61	66	64	56	45	28	48	44	48
Ararat	60	67	62	57	48	36	50	49	n/a
50-64	60	59	60	58	47	39	48	51	48
35-49	48	57	62	52	41	22	48	45	47
State-wide	51	54	56	53	55	54	54	54	55
Small Rural	52	54	56	53	55	52	55	53	56
Elmhurst	44	42	75	52	59	36	50	51	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: 19

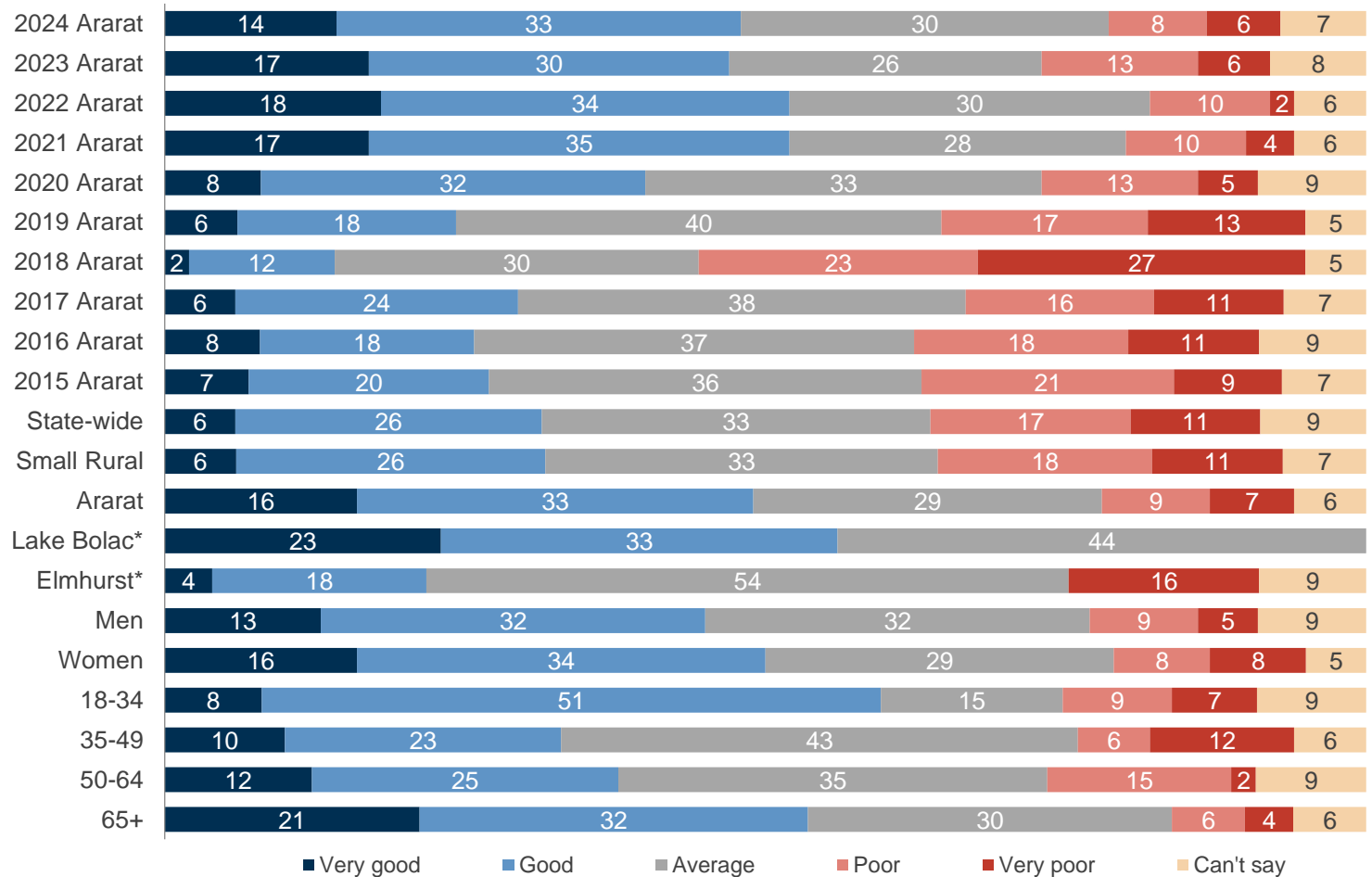
Note: Please see Appendix A for explanation of significant differences.

\*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: 19

\*Caution: small sample size < n=30

# 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	
Small Rural	85▲	84	82	81	83	82	84	81	n/a	78
50-64	85	82	84	78	87	86	n/a	n/a	n/a	n/a
Elmhurst	83*	87	74	80	84	81	n/a	n/a	n/a	n/a
Women	83	85	83	80	83	84	n/a	n/a	n/a	n/a
State-wide	83	82	81	79	79	79	80	78	78	76
Ararat	82	84	82	80	81	82	n/a	n/a	n/a	n/a
65+	82	81	81	82	79	82	n/a	n/a	n/a	n/a
Ararat	82	83	83	80	80	81	n/a	n/a	n/a	n/a
Men	82	83	82	81	80	81	n/a	n/a	n/a	n/a
18-34	82	85	80	77	81	76	n/a	n/a	n/a	n/a
35-49	82	88	86	84	82	85	n/a	n/a	n/a	n/a
Lake Bolac	77*	88	78	80	75	94	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: 4

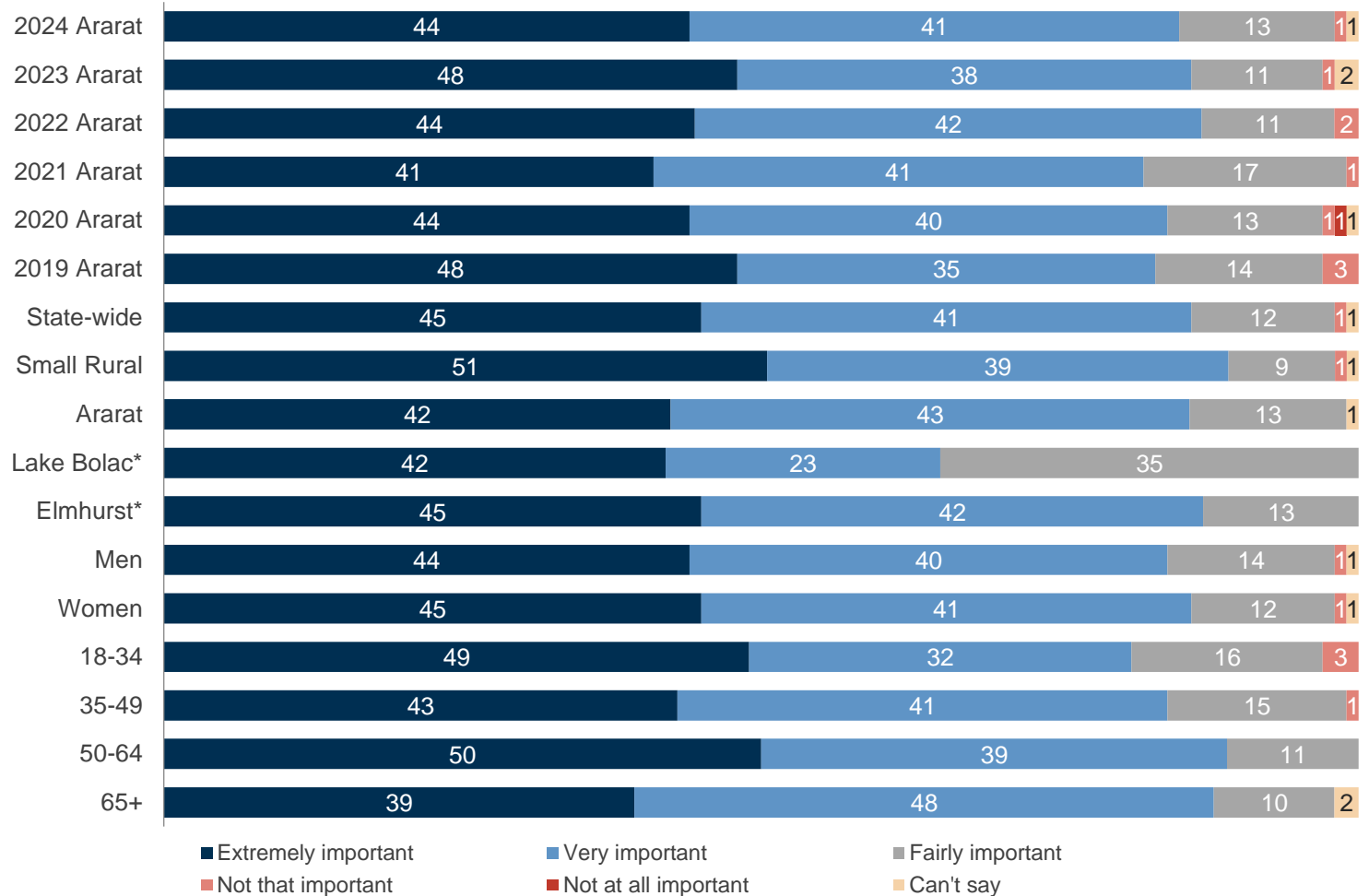
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of sealed local roads in your area 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: 4

\*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	
65+	58	54	63	63	61	55	49	55	57	60
Women	56	48	59	60	57	51	46	51	54	49
Lake Bolac	55*	39	54	59	32	29	20	27	40	n/a
Ararat	55	53	62	60	59	53	48	56	58	n/a
Ararat	54	51	58	59	56	50	43	51	54	52
50-64	53	52	60	60	54	51	44	47	52	54
Men	53	53	57	59	55	50	40	51	53	54
35-49	52	45	47	60	52	45	34	47	52	47
Elmhurst	52*	41	39	67	54	53	50	55	51	n/a
18-34	51	49	59	52	53	48	44	53	51	45
State-wide	45▼	48	53	57	54	56	53	53	54	55
Small Rural	41▼	44	50	53	51	53	49	50	52	52

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: 19

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

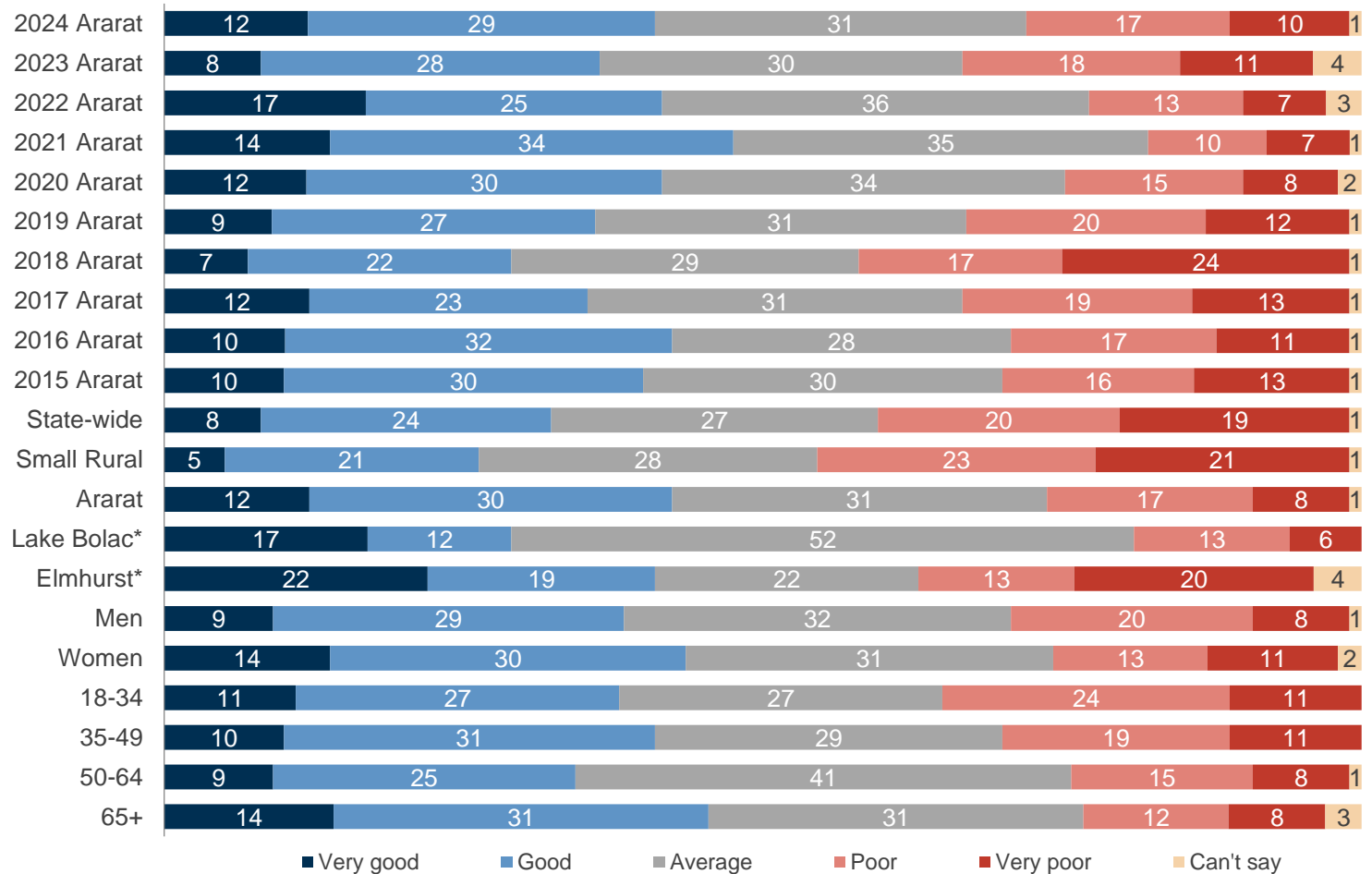
\*Caution: small sample size < n=30



# 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: 19

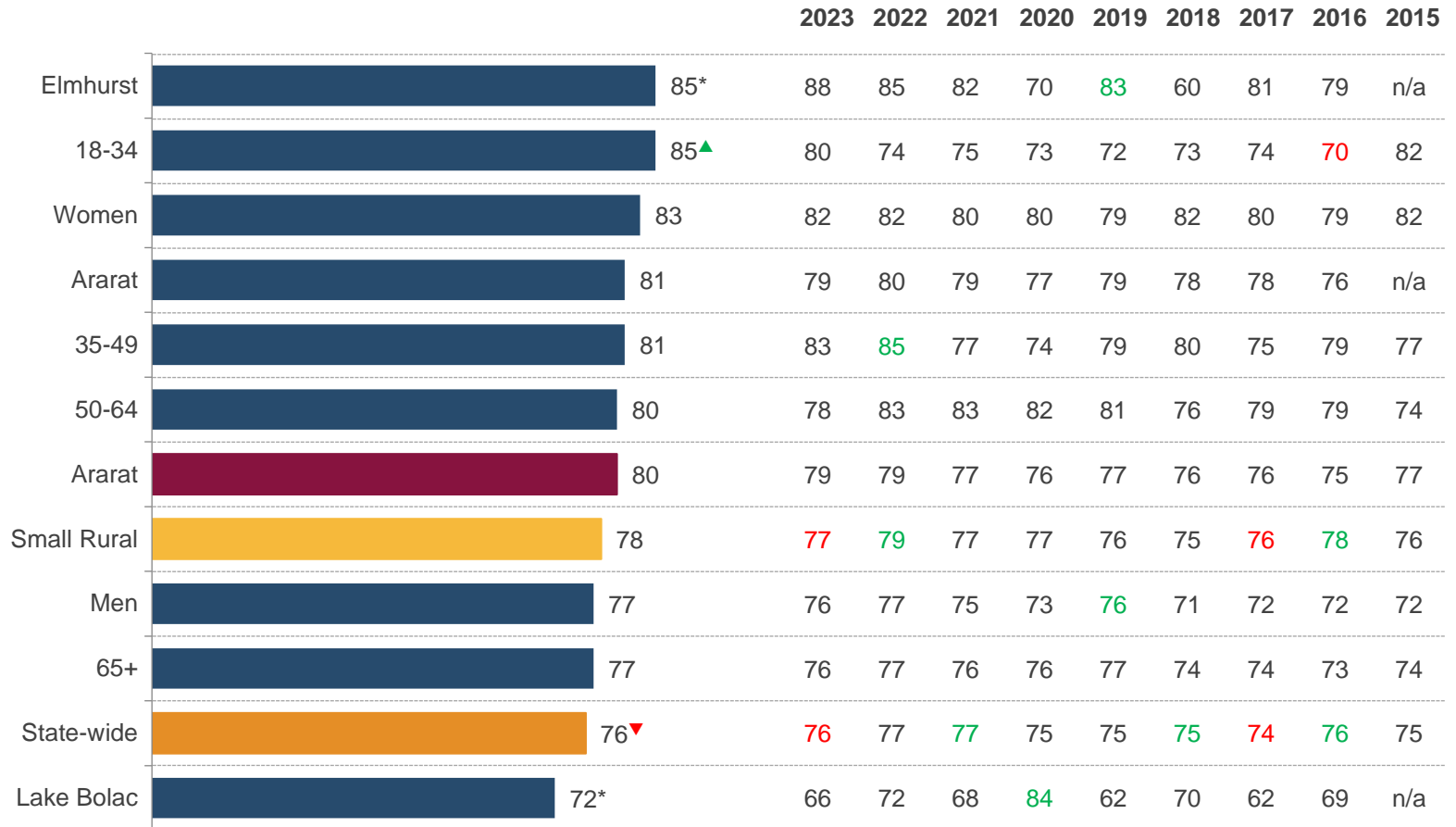
\*Caution: small sample size < n=30



# Informing the community importance



2024 informing community importance (index scores)



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

Base: All respondents. Councils asked State-wide: 18 Councils asked group: 3

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

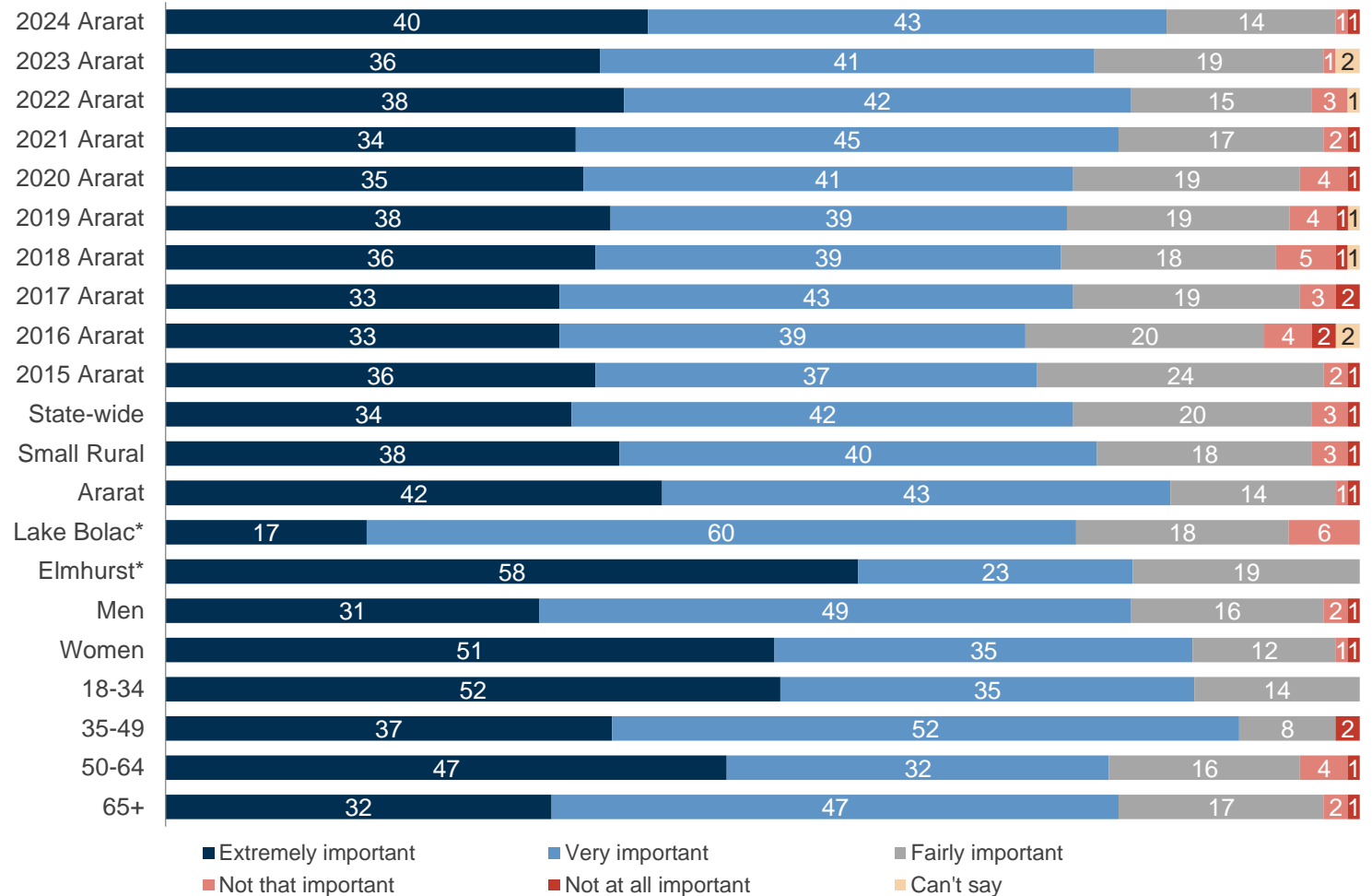
\*Caution: small sample size < n=30



# Informing the community importance



2024 informing community importance (%)



Q1. Firstly, how important should 'Informing the community' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 18 Councils asked group: 3  
 \*Caution: small sample size < n=30



# Informing the community performance



2024 informing community performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	67	68	69	60	49	48	51	56	59
Lake Bolac	75	69	75	16	38	40	56	63	n/a
Men	61	66	63	57	49	42	50	52	53
Ararat	60	64	63	58	49	44	50	56	54
Women	59	62	63	59	50	46	51	59	56
Ararat	59	64	63	58	50	45	49	54	n/a
18-34	59	69	62	61	52	48	49	60	47
35-49	49	57	62	52	45	37	50	50	54
State-wide	57	59	60	59	60	59	59	59	61
50-64	61	58	56	59	52	42	50	56	56
Small Rural	58	59	61	58	58	56	58	58	60
Elmhurst	50	45	81	49	57	53	56	71	n/a

Q2. How has Council performed on 'Informing the community' 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.

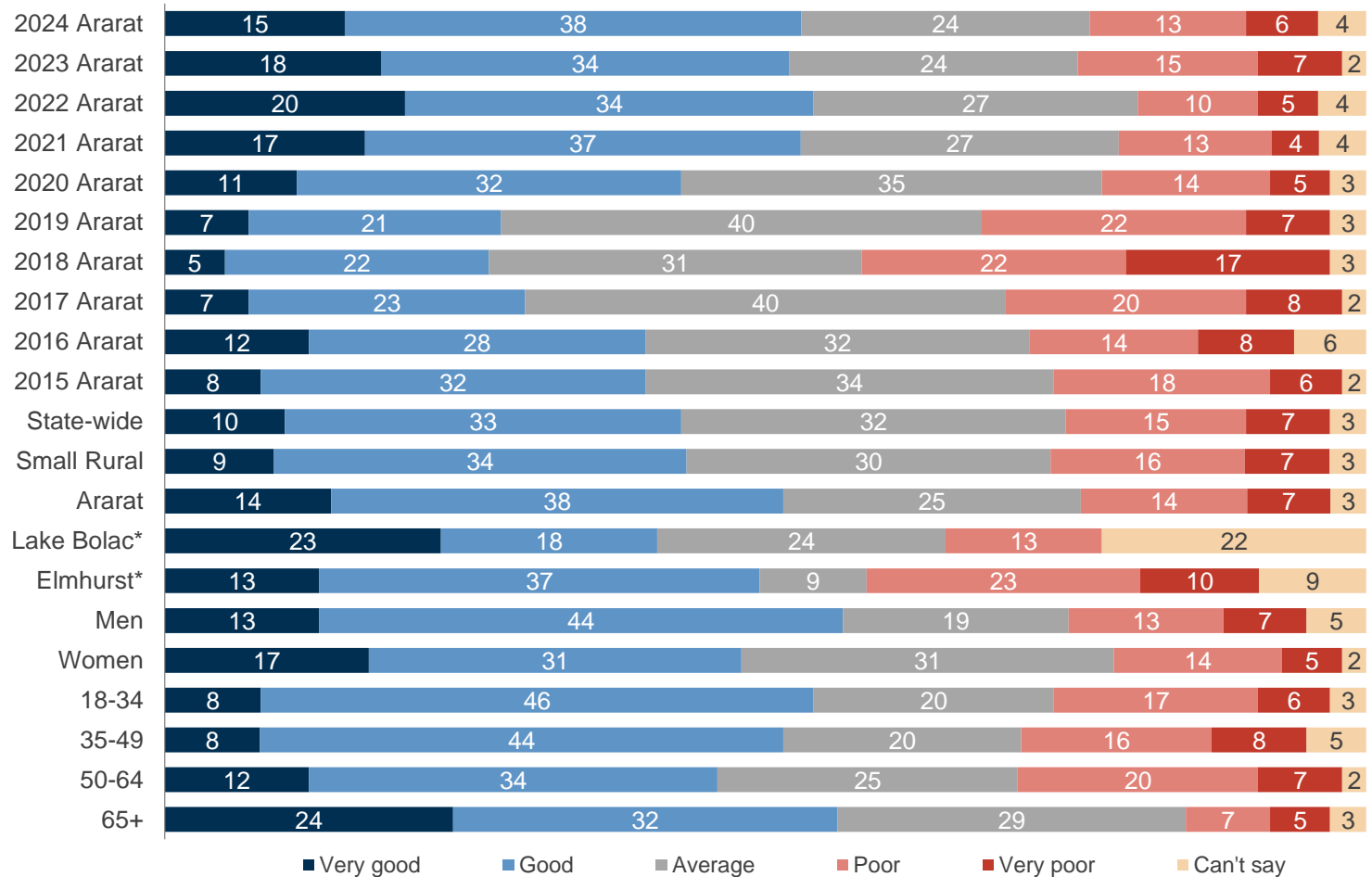
\*Caution: small sample size < n=30



# Informing the community performance



2024 informing community performance (%)



Q2. How has Council performed on 'Informing the community' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 10  
 \*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area importance



2024 streets and footpaths importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
18-34	84▲	82	74	79	68	74	74	76	70	81
State-wide	80	81	81	79	78	77	78	77	77	77
Women	80	84	82	81	79	78	80	80	79	81
Small Rural	80	80	80	77	77	77	76	76	75	76
Ararat	79	81	80	78	77	77	79	78	79	n/a
Ararat	78	80	79	77	76	77	77	77	76	79
65+	77	79	78	78	75	76	77	76	77	78
Men	77	77	76	75	73	75	75	75	73	76
50-64	77	78	81	77	82	78	79	80	77	76
35-49	74	80	83	77	78	79	78	77	78	80
Elmhurst	74*	75	73	73	70	79	53	84	85	n/a
Lake Bolac	73*	83	75	65	84	77	68	77	62	n/a

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

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

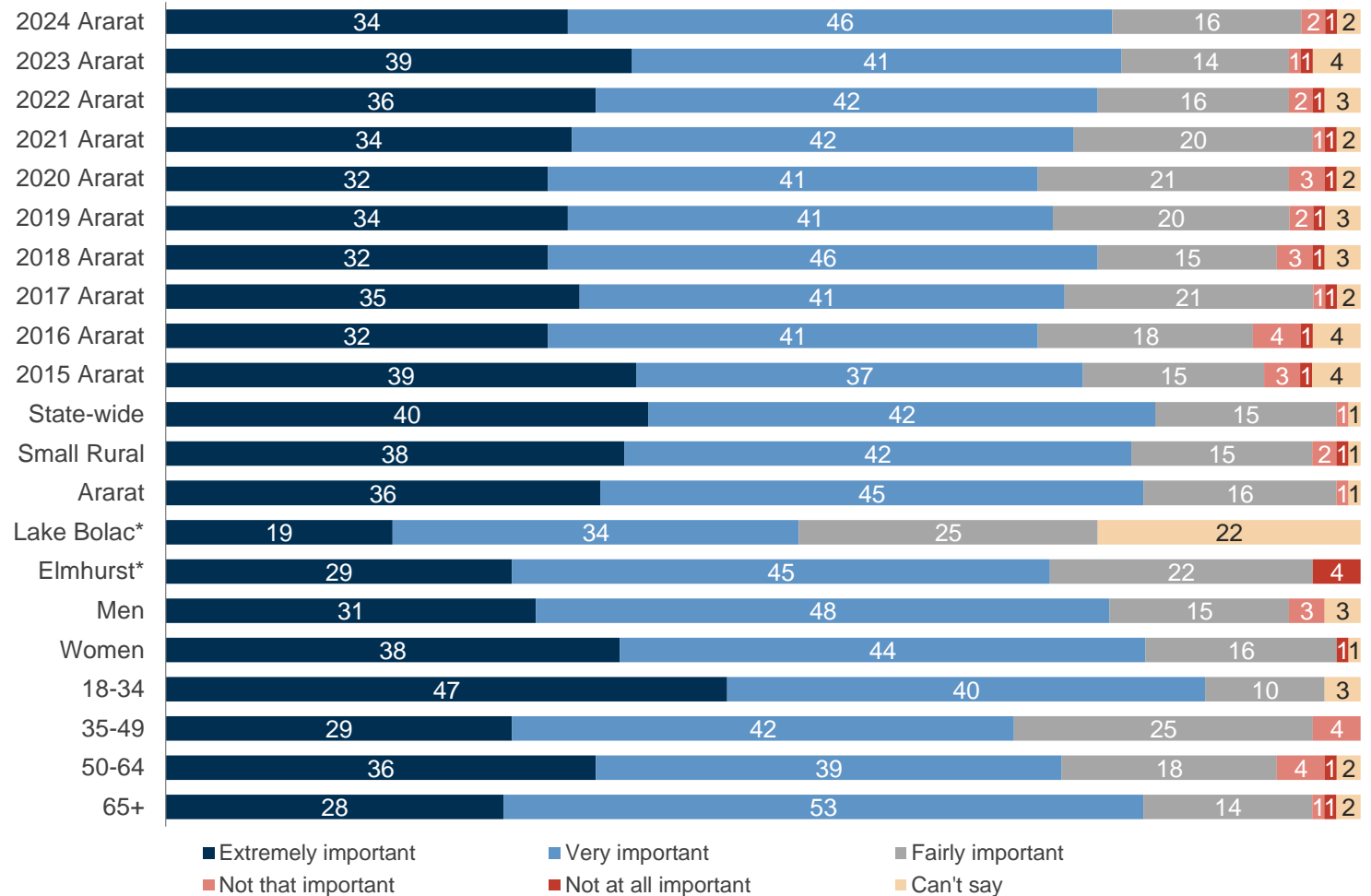
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area importance



2024 streets and footpaths importance (%)



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

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

\*Caution: small sample size < n=30

# The condition of local streets and footpaths in your area performance



2024 streets and footpaths performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Lake Bolac	65*	52	62	51	48	47	42	45	61	n/a
65+	60	59	65	64	61	56	57	58	61	60
50-64	58	57	63	62	62	54	57	55	60	60
Ararat	57	57	65	62	62	55	56	57	59	n/a
Men	57	59	65	66	62	55	51	55	60	60
Ararat	57	55	63	62	62	55	53	55	59	58
Women	57	51	62	57	61	54	56	55	59	56
18-34	55	57	69	60	64	57	49	53	55	56
Elmhurst	54*	41	50	63	50	56	34	36	46	n/a
35-49	53	44	55	60	60	50	50	53	61	55
State-wide	52▼	52	57	59	58	59	58	57	57	58
Small Rural	51▼	52	55	58	57	57	57	57	58	59

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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 8

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

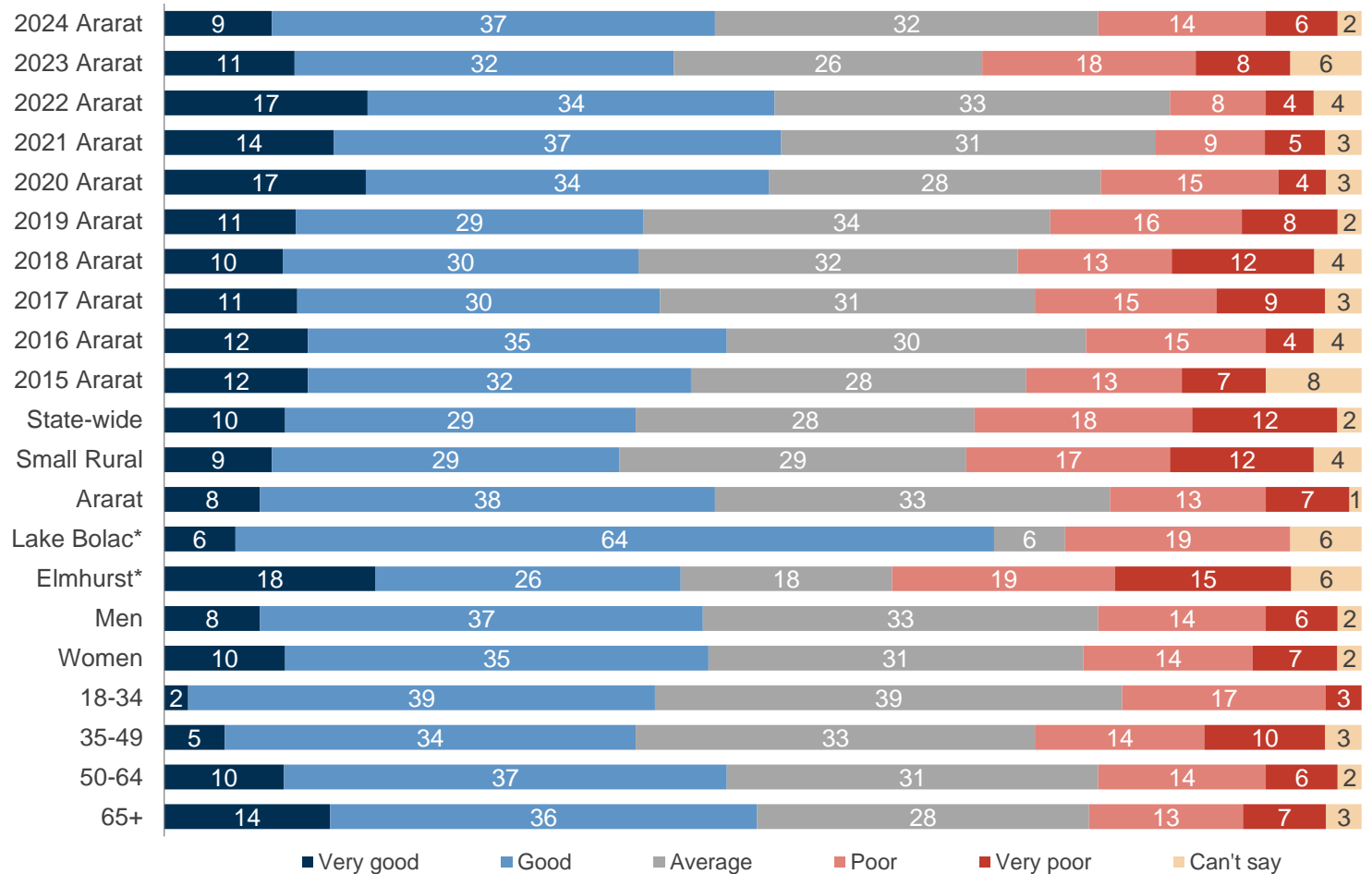
\*Caution: small sample size < n=30



# The condition of local streets and footpaths in your area performance



2024 streets and footpaths performance (%)



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

Base: All respondents. Councils asked State-wide: 31 Councils asked group: 8

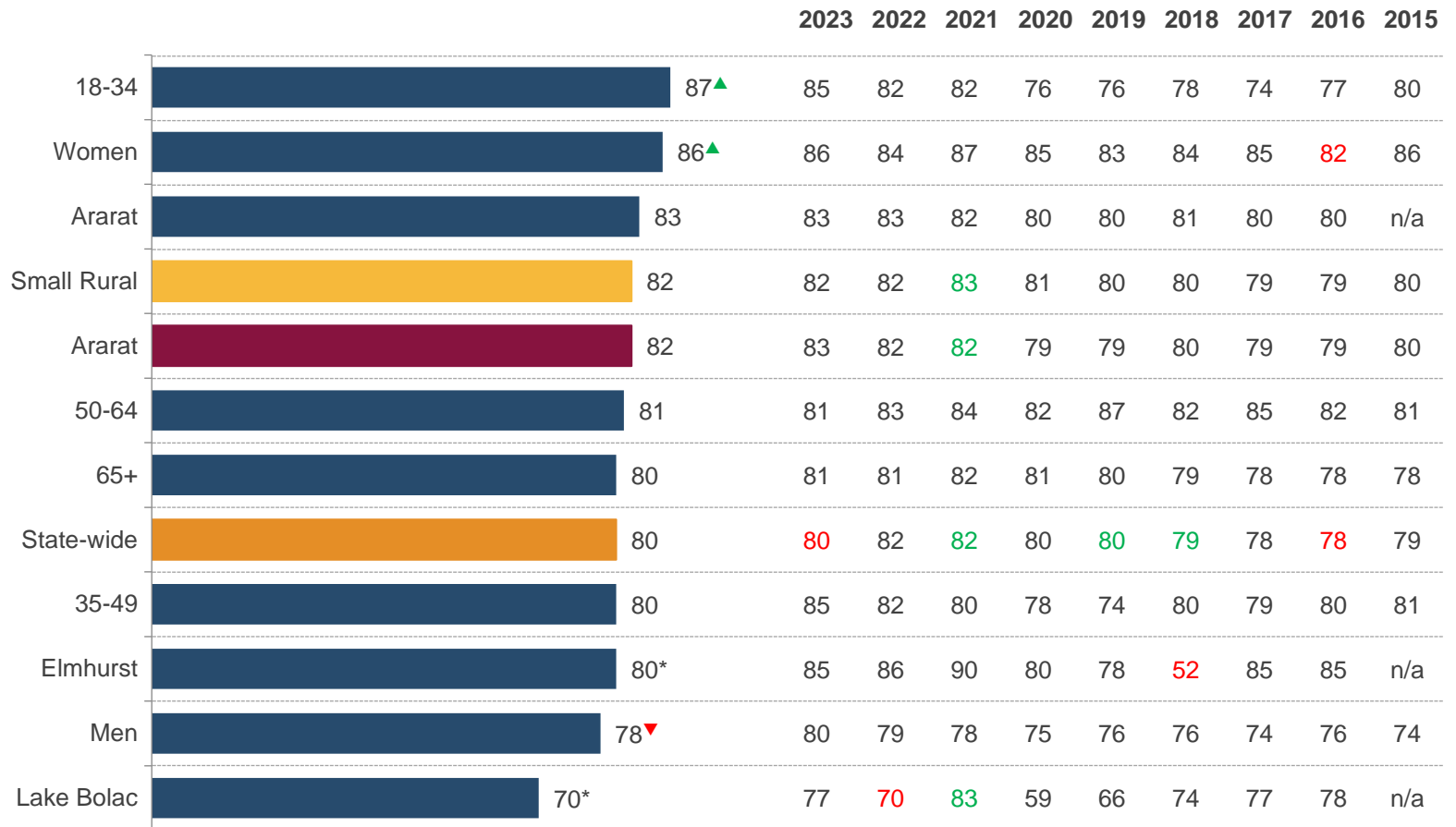
\*Caution: small sample size < n=30



# Elderly support services importance



2024 elderly support importance (index scores)



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

Base: All respondents. Councils asked State-wide: 9 Councils asked group: 2

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

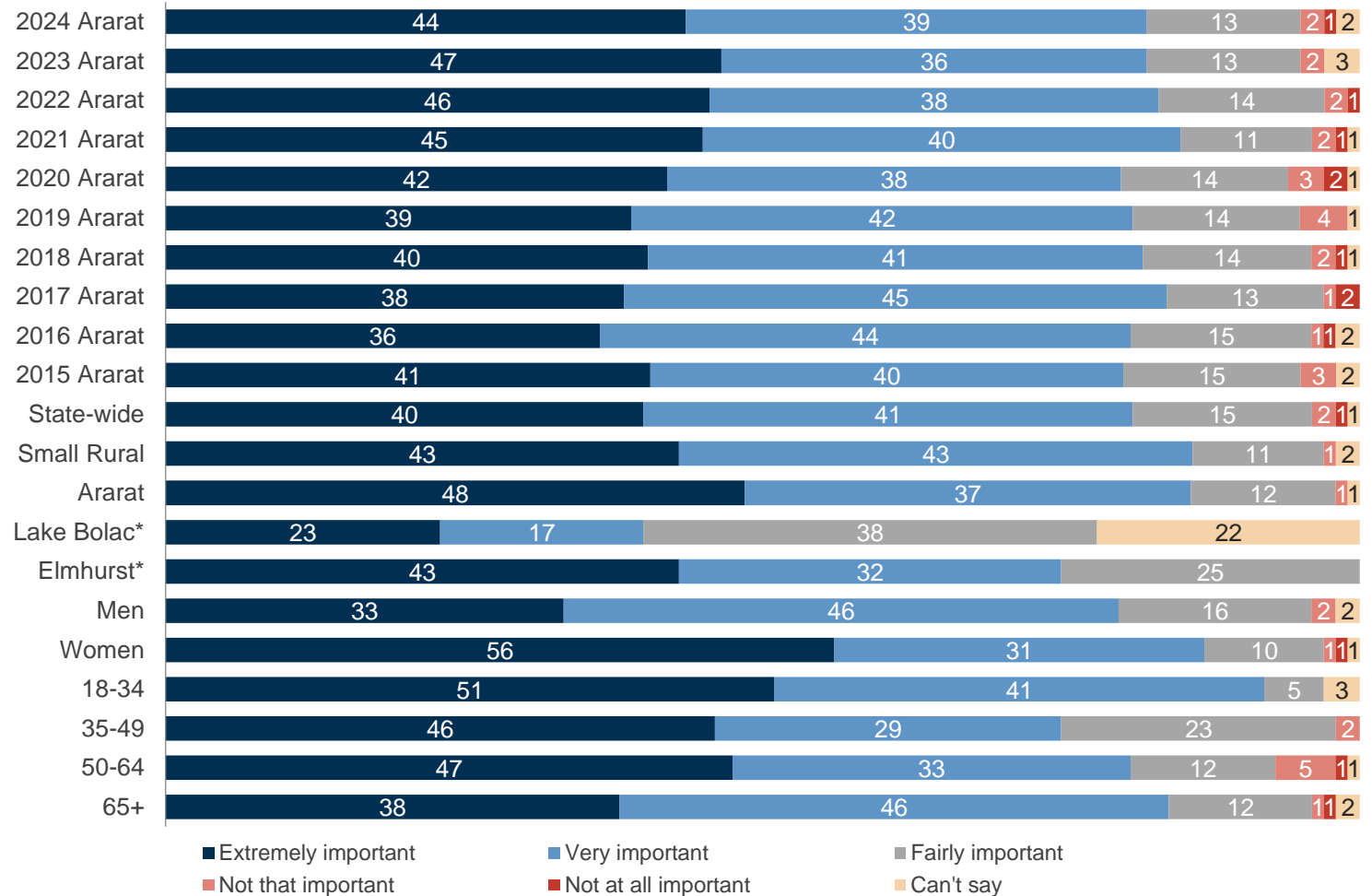
\*Caution: small sample size < n=30



# Elderly support services importance



2024 elderly support importance (%)



Q1. Firstly, how important should 'Elderly support services' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 9 Councils asked group: 2  
 \*Caution: small sample size < n=30



# Elderly support services performance



2024 elderly support performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
65+	72	71	74	78	73	67	69	72	70	73
Men	69	70	72	72	71	65	62	66	67	67
Ararat	68	67	73	72	69	66	65	68	68	n/a
Ararat	68	66	71	72	68	65	64	67	68	67
Small Rural	65	66	70	72	71	71	69	71	70	72
Women	65	62	71	72	65	66	67	68	70	67
18-34	65	69	77	66	62	64	62	64	65	64
35-49	64	54	65	68	63	61	61	62	68	64
50-64	64	65	66	70	70	67	65	66	68	67
Lake Bolac	63*	63	80	74	n/a	65	51	62	65	n/a
State-wide	63	63	67	69	68	68	68	68	68	69
Elmhurst	62*	58	70	81	67	63	62	57	76	n/a

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

Base: All respondents. Councils asked State-wide: 23 Councils asked group: 6

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

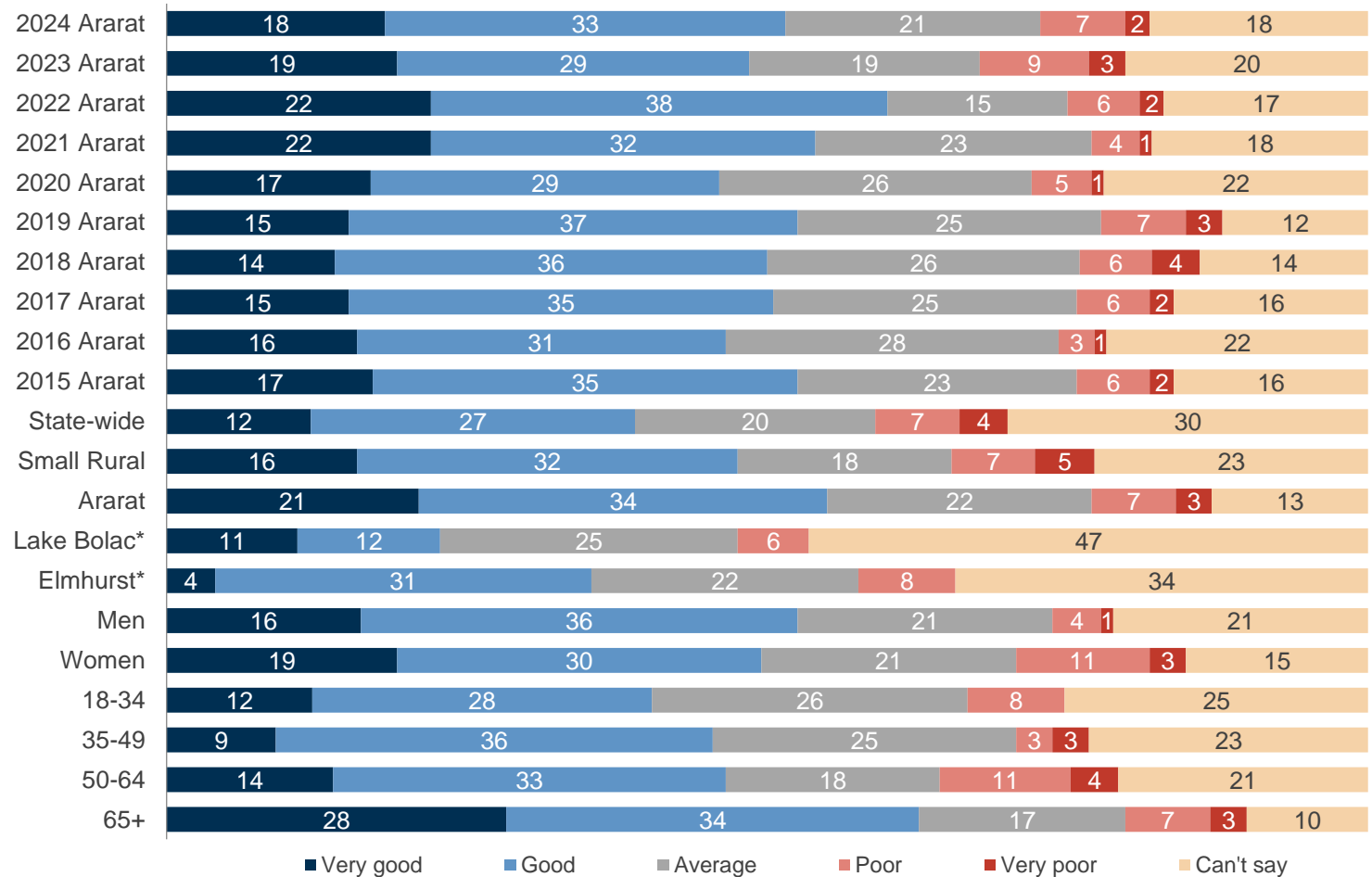
\*Caution: small sample size < n=30



# Elderly support services performance



2024 elderly support performance (%)



Q2. How has Council performed on 'Elderly support services' over the last 12 months?  
 Base: All respondents. Councils asked State-wide: 23 Councils asked group: 6  
 \*Caution: small sample size < n=30



# Recreational facilities importance



2024 recreational facilities importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Lake Bolac	85*	68	65	78	68	68	73	77	n/a	
18-34	81▲	76	81	68	67	71	81	69	75	82
Women	79	76	77	76	74	72	77	75	75	80
35-49	77	77	78	81	74	72	76	77	77	78
50-64	77	77	76	74	78	73	76	75	75	73
Ararat	77	76	78	75	73	71	77	73	76	n/a
Ararat	76	75	77	74	73	71	75	73	74	76
Men	74	73	76	73	72	70	74	72	74	73
State-wide	73▼	73	74	74	72	72	73	72	73	72
Small Rural	73▼	73	74	73	73	72	72	71	72	73
65+	72▼	71	73	73	72	69	70	72	72	73
Elmhurst	68*	63	69	72	64	61	68	70	68	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: 6

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

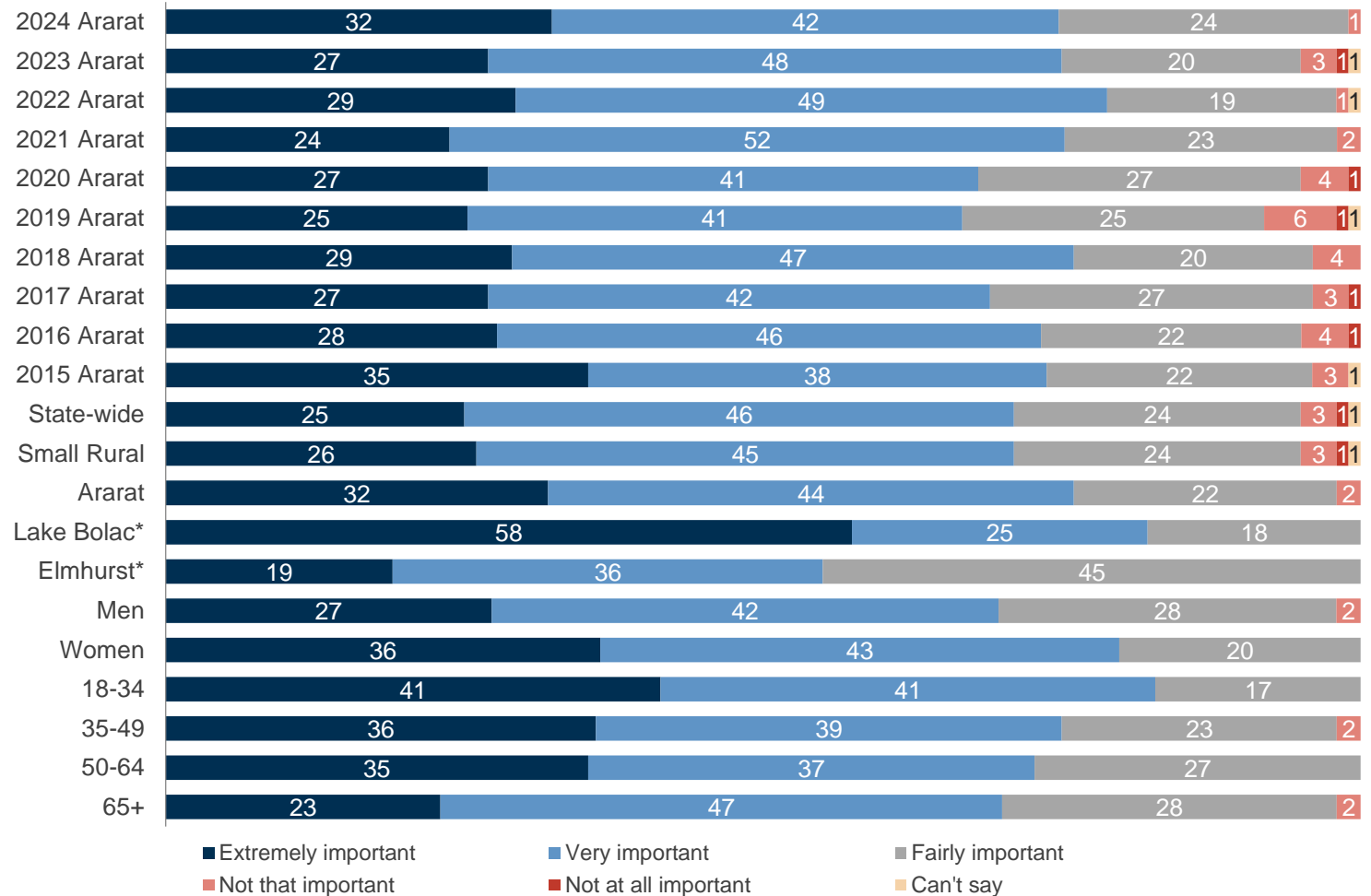
\*Caution: small sample size < n=30



# 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: 6  
 \*Caution: small sample size < n=30



# Recreational facilities performance



2024 recreational facilities performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	79▲	78	81	78	72	73	71	68	75
Ararat	74	71	75	74	72	69	65	65	64
Ararat	73	71	75	74	71	68	64	65	65
Men	73	72	75	74	72	69	63	65	64
Women	73	70	75	75	70	67	66	64	65
18-34	72	72	82	66	64	65	64	63	59
Lake Bolac	69*	86	80	70	41	58	61	62	64
50-64	69	65	74	74	71	72	64	65	65
State-wide	68▼	68	69	71	70	70	69	70	69
Small Rural	67▼	67	69	69	68	68	69	69	68
35-49	65▼	63	65	73	67	63	55	56	63
Elmhurst	56*	62	59	69	46	66	53	61	85

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

Base: All respondents. Councils asked State-wide: 40 Councils asked group: 13

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

\*Caution: small sample size < n=30

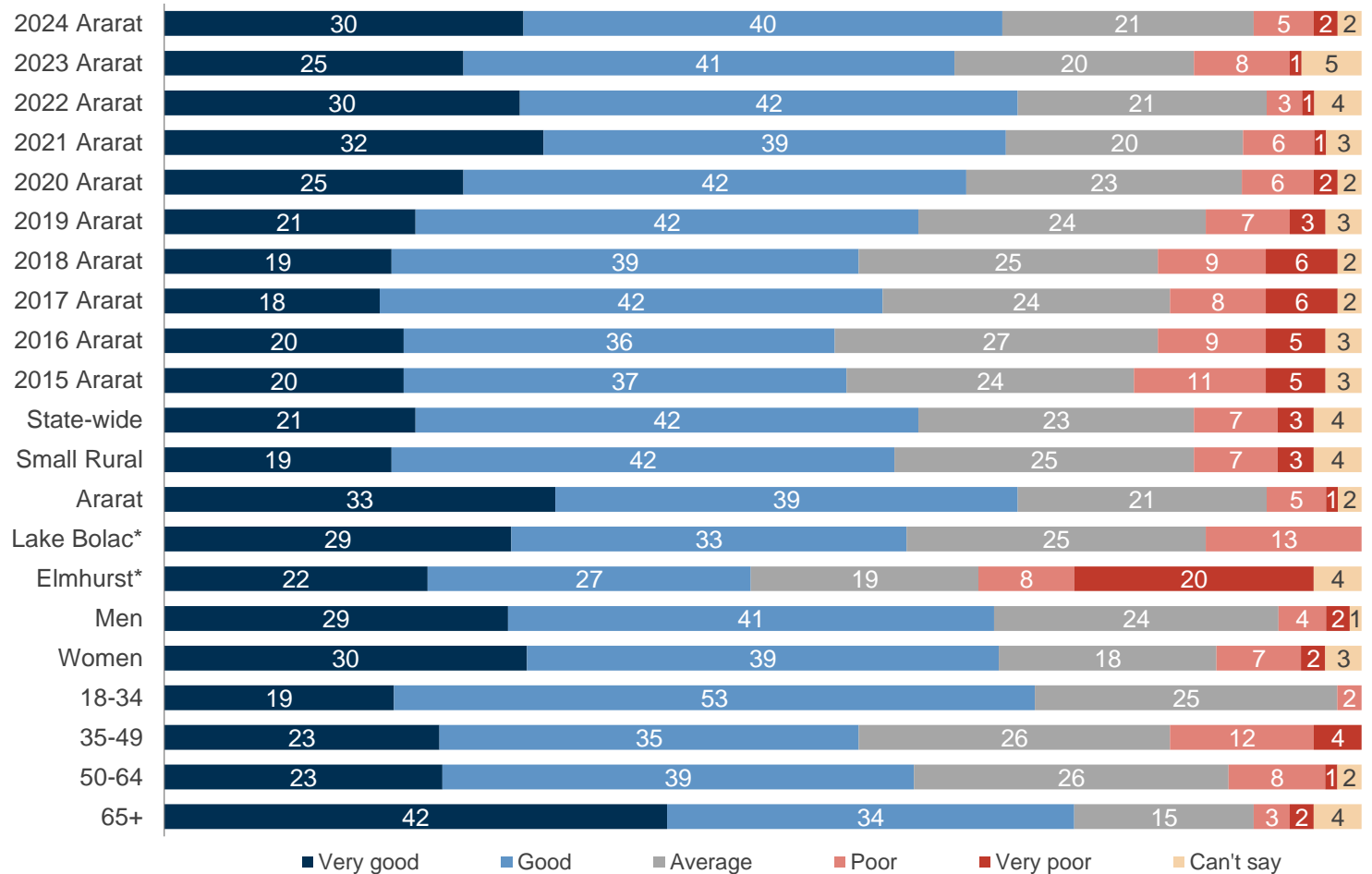




# Recreational facilities performance



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: 13  
 \*Caution: small sample size < n=30



# The appearance of public areas importance



2024 public areas importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Women	78	77	78	79	75	76	78	76	77	77
50-64	76	77	78	73	77	74	73	76	76	73
Ararat	76	77	79	75	75	74	75	77	77	n/a
18-34	75	79	73	70	72	71	74	68	69	80
Ararat	75	76	76	74	74	72	74	74	75	74
35-49	75	79	77	78	73	73	73	77	79	71
65+	74	73	77	75	74	71	74	74	74	73
State-wide	74	74	75	75	74	73	74	74	74	73
Small Rural	74	74	74	74	74	74	74	74	74	73
Men	73	76	75	70	73	69	70	72	73	71
Elmhurst	68*	75	84	75	63	59	49	81	74	n/a
Lake Bolac	65*	66	69	82	59	59	72	67	75	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: 6

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

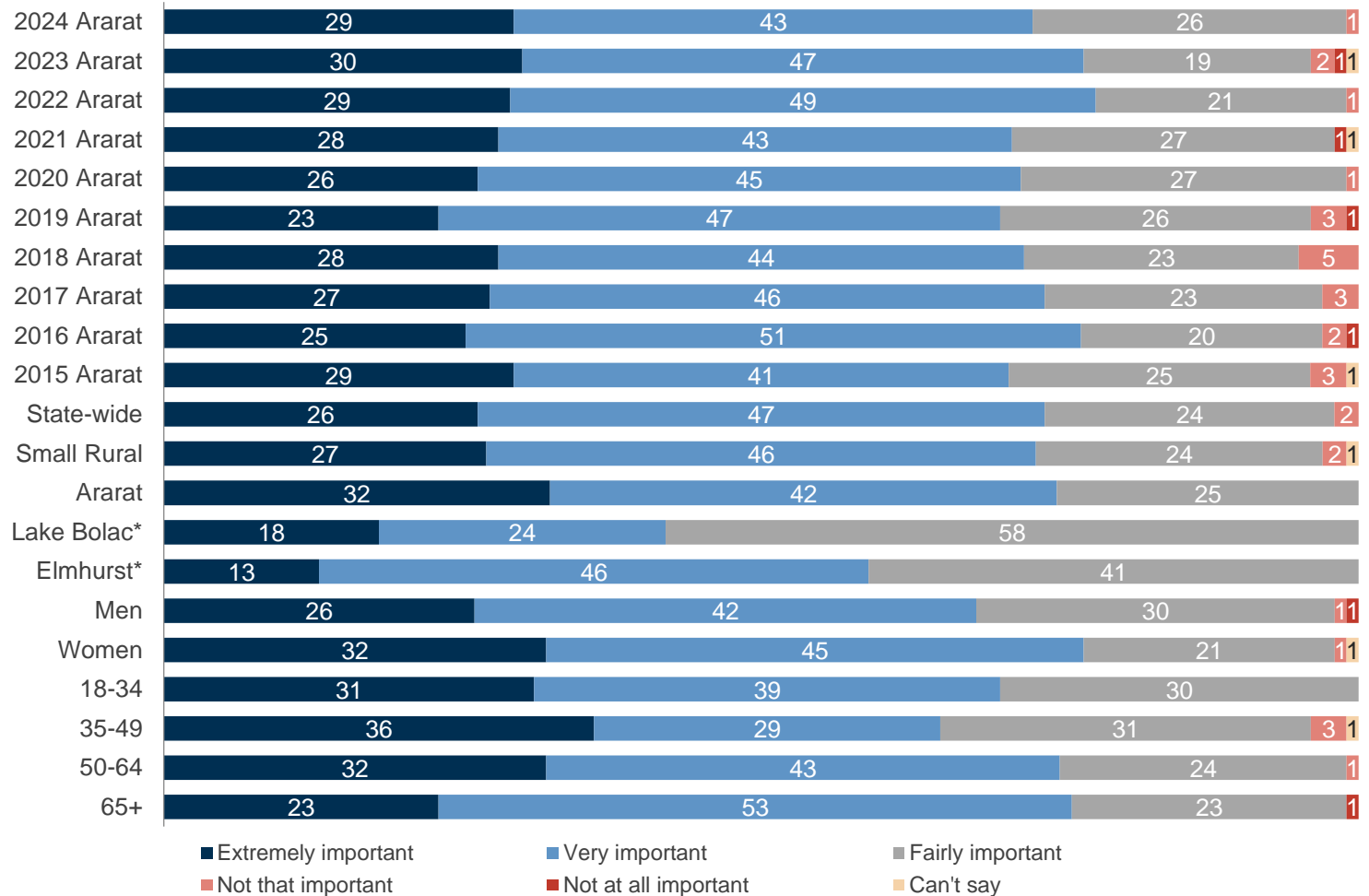
\*Caution: small sample size < n=30



# 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: 6

\*Caution: small sample size < n=30



# The appearance of public areas performance



2024 public areas performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
65+	76	75	77	79	73	71	69	70	74	77
Ararat	72	69	76	75	73	69	66	65	73	n/a
50-64	72	67	74	75	73	69	64	64	70	72
Men	72	72	77	76	74	69	63	64	71	71
Ararat	72	70	76	75	73	69	65	66	72	71
Women	71	67	75	75	71	70	68	69	74	72
Small Rural	71	71	73	75	72	73	72	74	73	74
18-34	69	67	79	74	70	71	66	60	73	61
Lake Bolac	68*	85	77	82	48	68	61	71	69	n/a
State-wide	68▼	67	71	73	72	72	71	71	71	72
35-49	67	64	72	73	73	66	60	69	71	72
Elmhurst	57*▼	54	71	74	75	79	59	65	81	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: 14

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

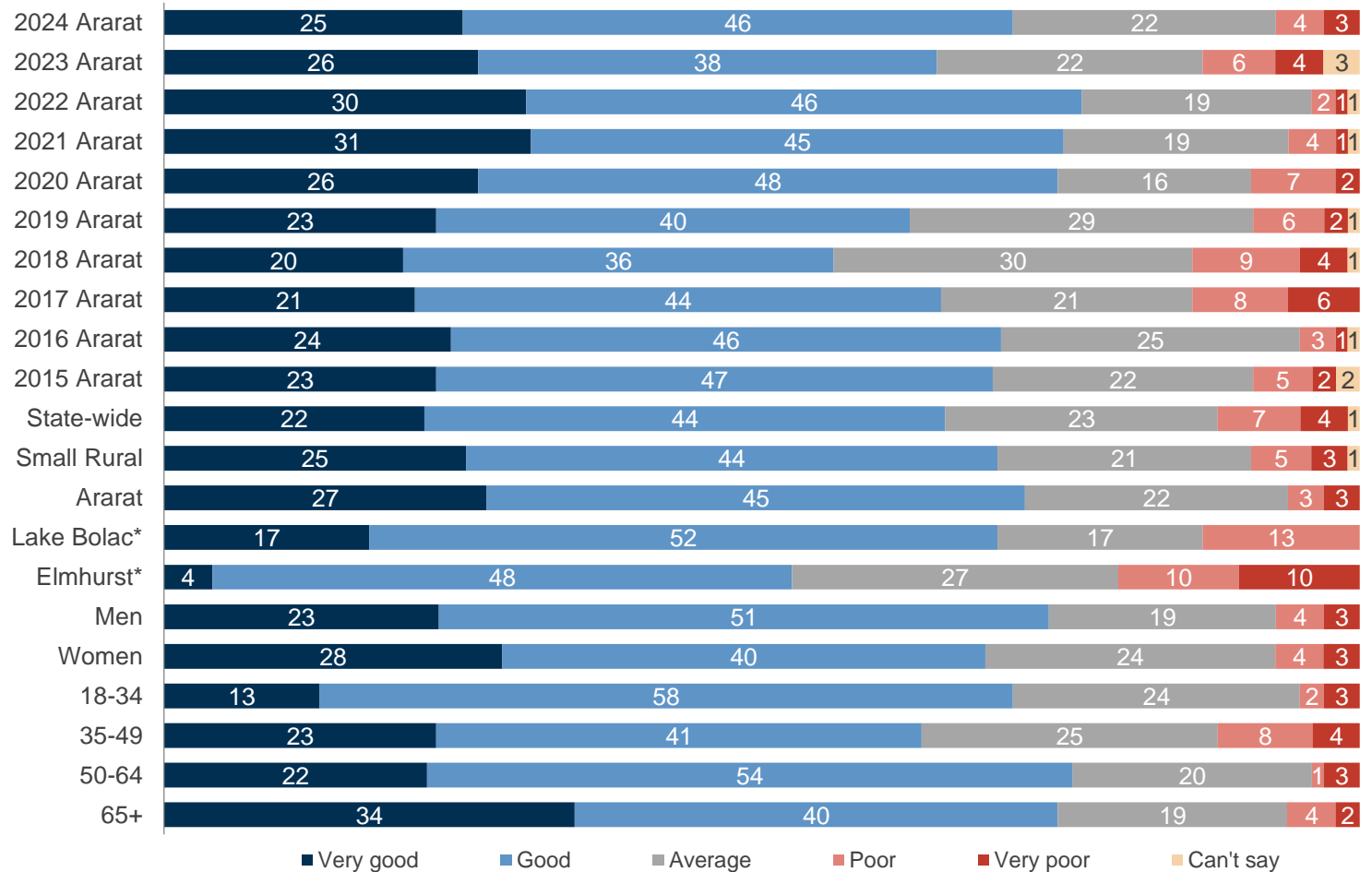
\*Caution: small sample size < n=30



# 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: 14

\*Caution: small sample size < n=30



# Art centres and libraries importance



2024 art centres and libraries importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Women	67	70	65	64	65	67	67	69	70
Ararat	65	64	62	59	60	61	62	64	n/a
18-34	65	63	58	50	60	57	56	64	63
35-49	65	59	62	57	56	58	64	59	64
State-wide	64	65	67	65	65	65	64	66	65
Ararat	64	62	63	61	59	59	60	60	61
50-64	64	61	64	62	65	62	61	60	60
65+	63	63	66	63	63	58	62	60	62
Men	61	57	58	58	55	53	53	54	54
Small Rural	61	60	63	63	60	63	61	61	65
Lake Bolac	60*	47	53	60	75	39	53	53	62
Elmhurst	58*	47	72	70	60	65	50	55	71

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: 3

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

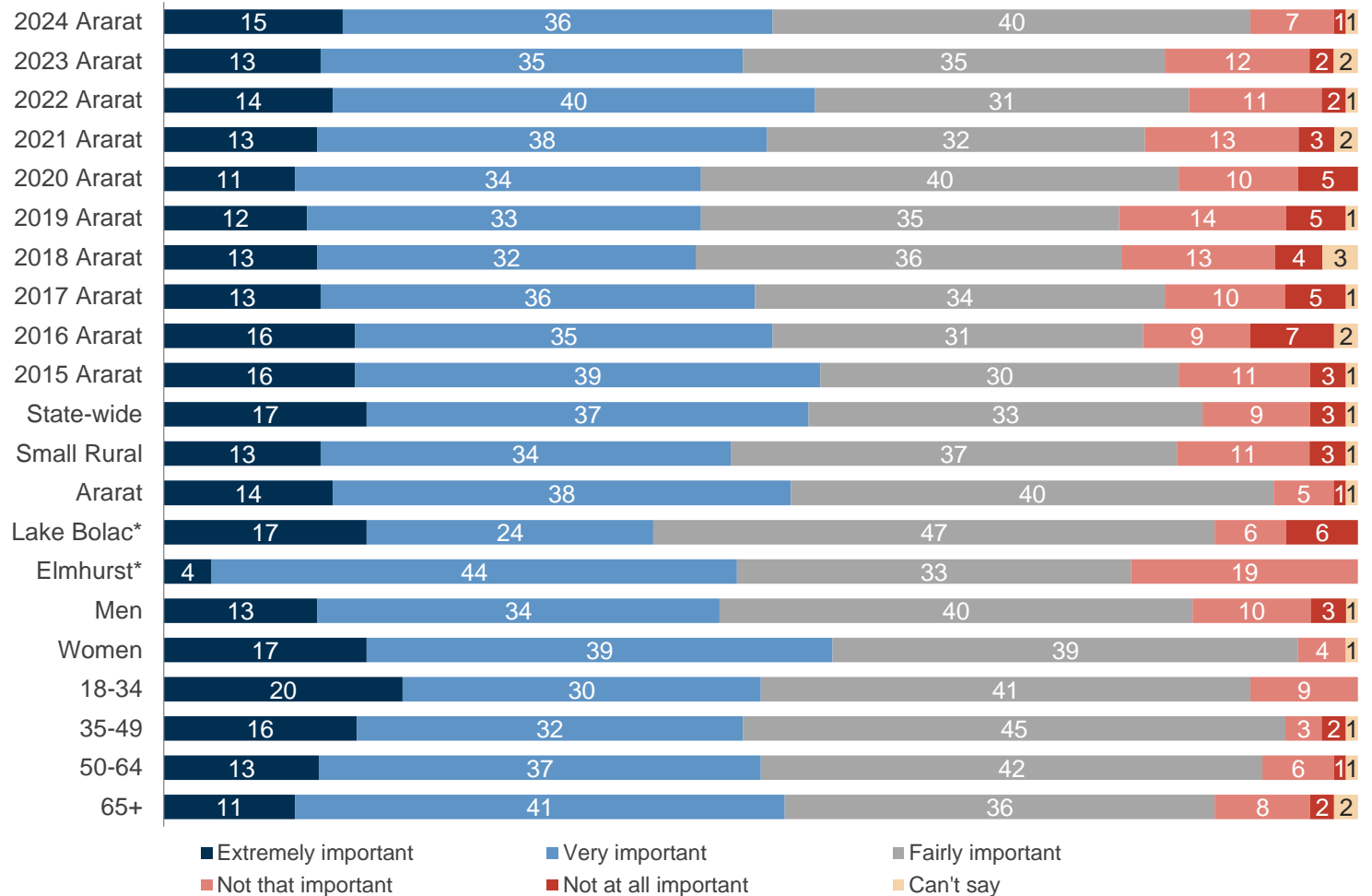
\*Caution: small sample size < n=30



# 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: 3  
 \*Caution: small sample size < n=30



# Art centres and libraries performance



2024 art centres and libraries performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Women	81	76	78	77	79	77	74	71	72	74
Lake Bolac	80*	75	76	83	41	70	63	68	71	n/a
65+	79	76	78	78	77	73	76	74	74	73
18-34	79	77	78	67	71	77	69	66	60	64
Ararat	79	75	76	73	78	76	70	70	70	n/a
Ararat	78	75	75	74	78	76	70	70	69	70
50-64	78	75	75	76	80	77	71	67	70	70
35-49	76	71	69	75	81	72	65	69	70	70
Men	76	73	73	73	76	74	66	69	67	66
State-wide	73▼	73	73	73	74	74	74	73	72	73
Small Rural	73▼	73	71	72	74	74	73	72	71	69
Elmhurst	66*	72	70	86	57	88	70	88	78	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: 7

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

\*Caution: small sample size < n=30

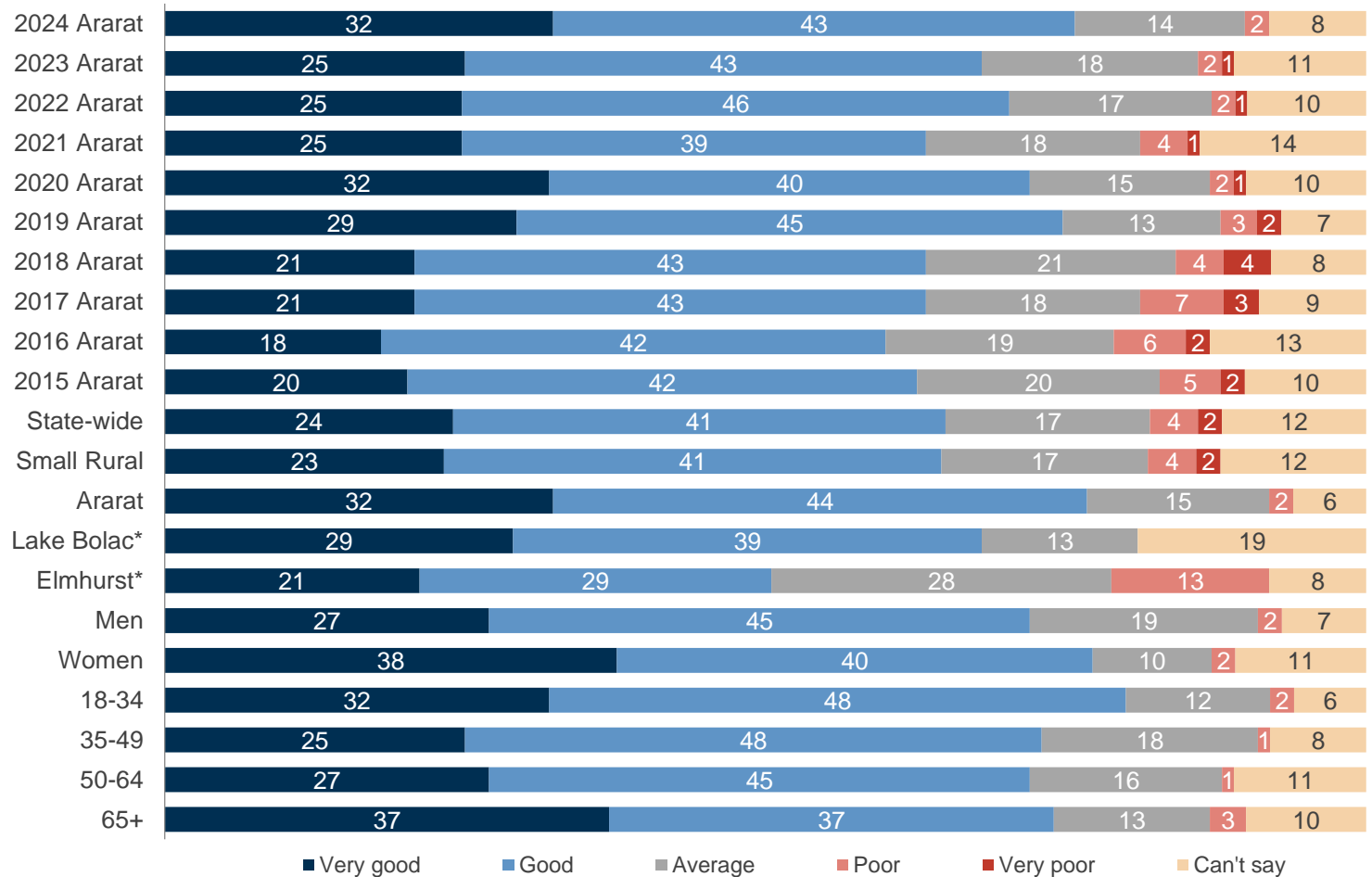




# Art centres and libraries performance



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: 7  
 \*Caution: small sample size < n=30



# Community and cultural activities importance



2024 community and cultural activities importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	67	66▲	57	57	64	n/a	n/a	n/a	n/a
Ararat	65	65	63	61	61	n/a	n/a	n/a	n/a
Women	67	65	65	65	64	n/a	n/a	n/a	n/a
Elmhurst	62	65	65	54	57	n/a	n/a	n/a	n/a
35-49	65	64	63	60	55	n/a	n/a	n/a	n/a
Ararat	64	64	62	60	60	n/a	n/a	n/a	n/a
Small Rural	64	64	62	60	62	60	62	64	65
State-wide	62	64	64	62	61	61	61	62	62
Men	62	63	59	57	56	n/a	n/a	n/a	n/a
65+	63	62	63	60	57	n/a	n/a	n/a	n/a
50-64	63	65	63	67	64	n/a	n/a	n/a	n/a
Lake Bolac	52	59	59	59	40	n/a	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 15 Councils asked group: 1

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

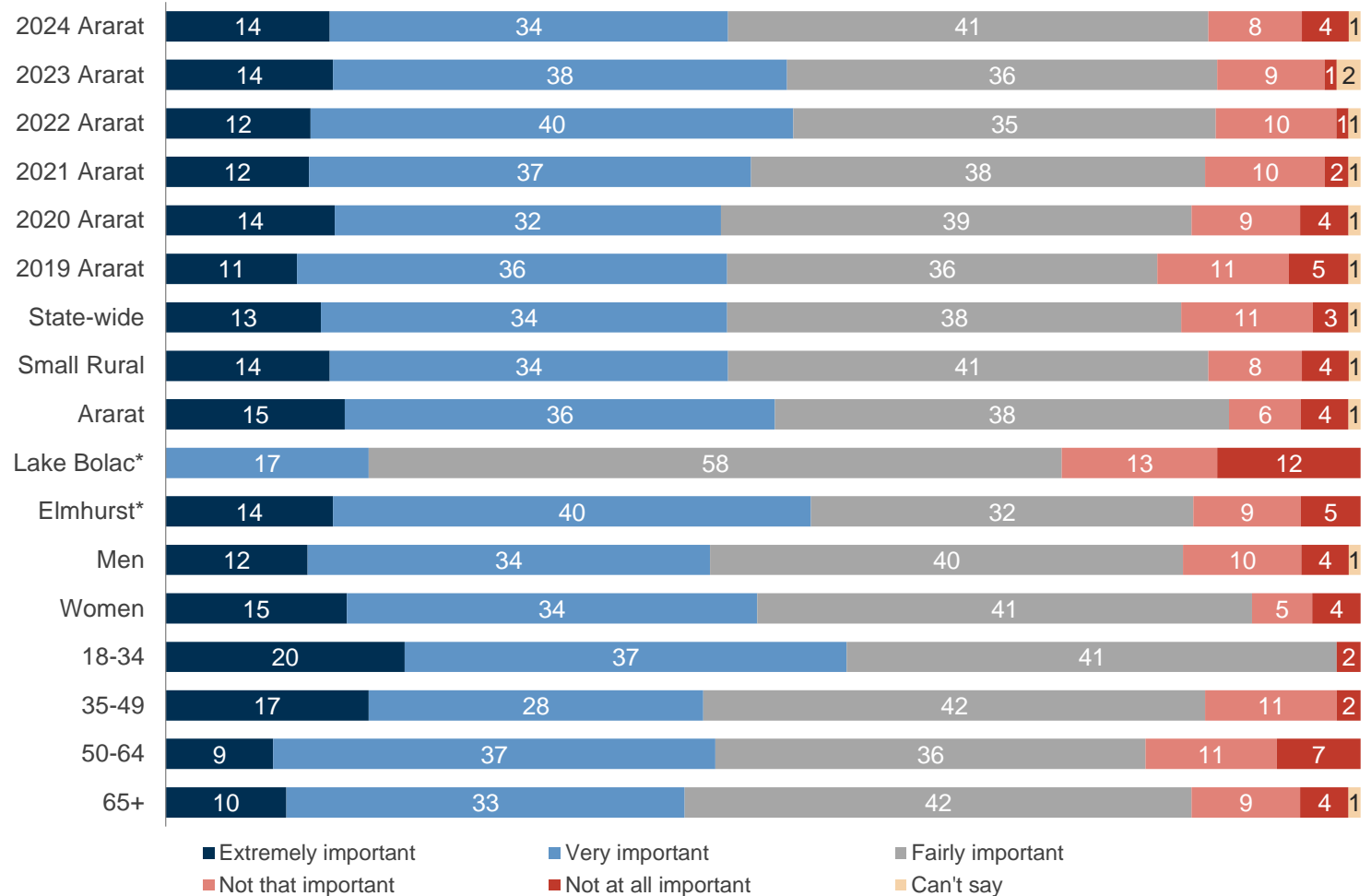
\*Caution: small sample size < n=30



# Community and cultural activities importance



2024 community and cultural activities importance (%)



Q1. Firstly, how important should 'Community and cultural activities' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 15 Councils asked group: 1  
 \*Caution: small sample size < n=30



# Community and cultural activities performance



2024 community and cultural activities performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	71	70	68	68	67	66	n/a	n/a	n/a
Small Rural	69	70	68	67	68	66	69	69	65
18-34	68	63	66	55	58	60	n/a	n/a	n/a
Men	68	64	64	65	60	62	n/a	n/a	n/a
Ararat	68	65	65	63	63	63	n/a	n/a	n/a
Ararat	67	65	65	64	63	63	n/a	n/a	n/a
State-wide	66	66	65	65	68	69	69	69	69
Women	65	65	66	63	66	64	n/a	n/a	n/a
50-64	61	63	63	64	63	65	n/a	n/a	n/a
35-49	61▼	57	60	67	61	59	n/a	n/a	n/a
Lake Bolac	60*	69	75	75	32	58	n/a	n/a	n/a
Elmhurst	52*▼	61	54	71	70	84	n/a	n/a	n/a

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

Base: All respondents. Councils asked State-wide: 26 Councils asked group: 2

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

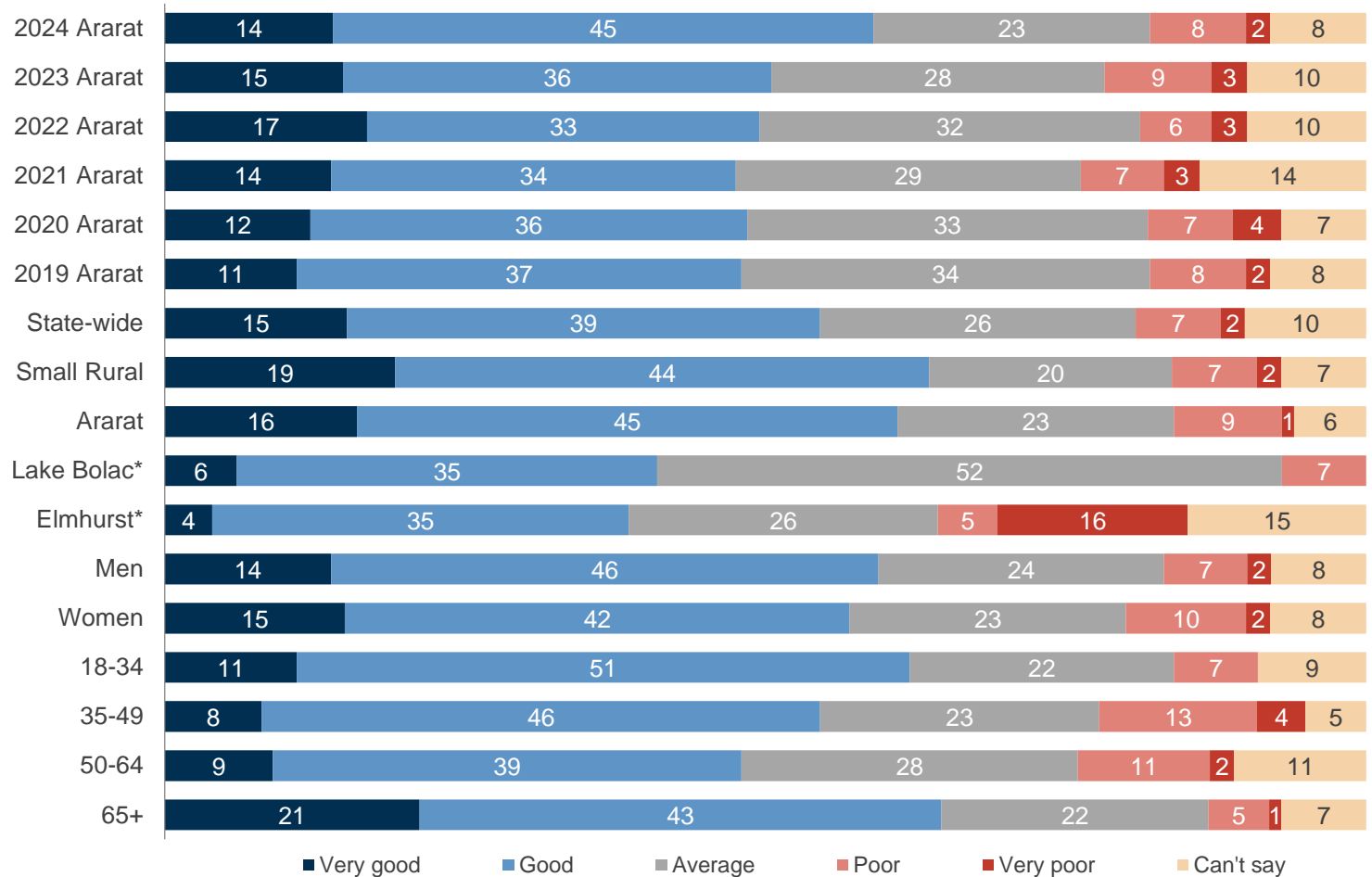
\*Caution: small sample size < n=30



# Community and cultural activities performance



2024 community and cultural activities performance (%)



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

Base: All respondents. Councils asked State-wide: 26 Councils asked group: 2

\*Caution: small sample size < n=30



# Waste management importance



2024 waste management importance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	88▲	84	82	80	80	76	78	74	77	79
Women	82	81	84	84	85	80	85	78	77	82
Ararat	82	81	81	81	81	80	81	76	77	n/a
Ararat	82	80	81	80	80	79	79	76	76	78
Men	81	79	78	78	76	79	75	73	75	75
State-wide	81	81	82	82	82	81	81	79	80	79
Lake Bolac	81*	74	78	83	100	74	70	74	80	n/a
50-64	81	79	79	81	81	80	81	77	79	78
Elmhurst	80*	78	82	80	82	78	60	81	69	n/a
65+	80	77	79	80	79	79	79	75	75	78
Small Rural	79▼	78	80	80	79	79	78	76	79	77
35-49	79	82	84	82	81	81	79	76	74	78

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

Base: All respondents. Councils asked State-wide: 24 Councils asked group: 5

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

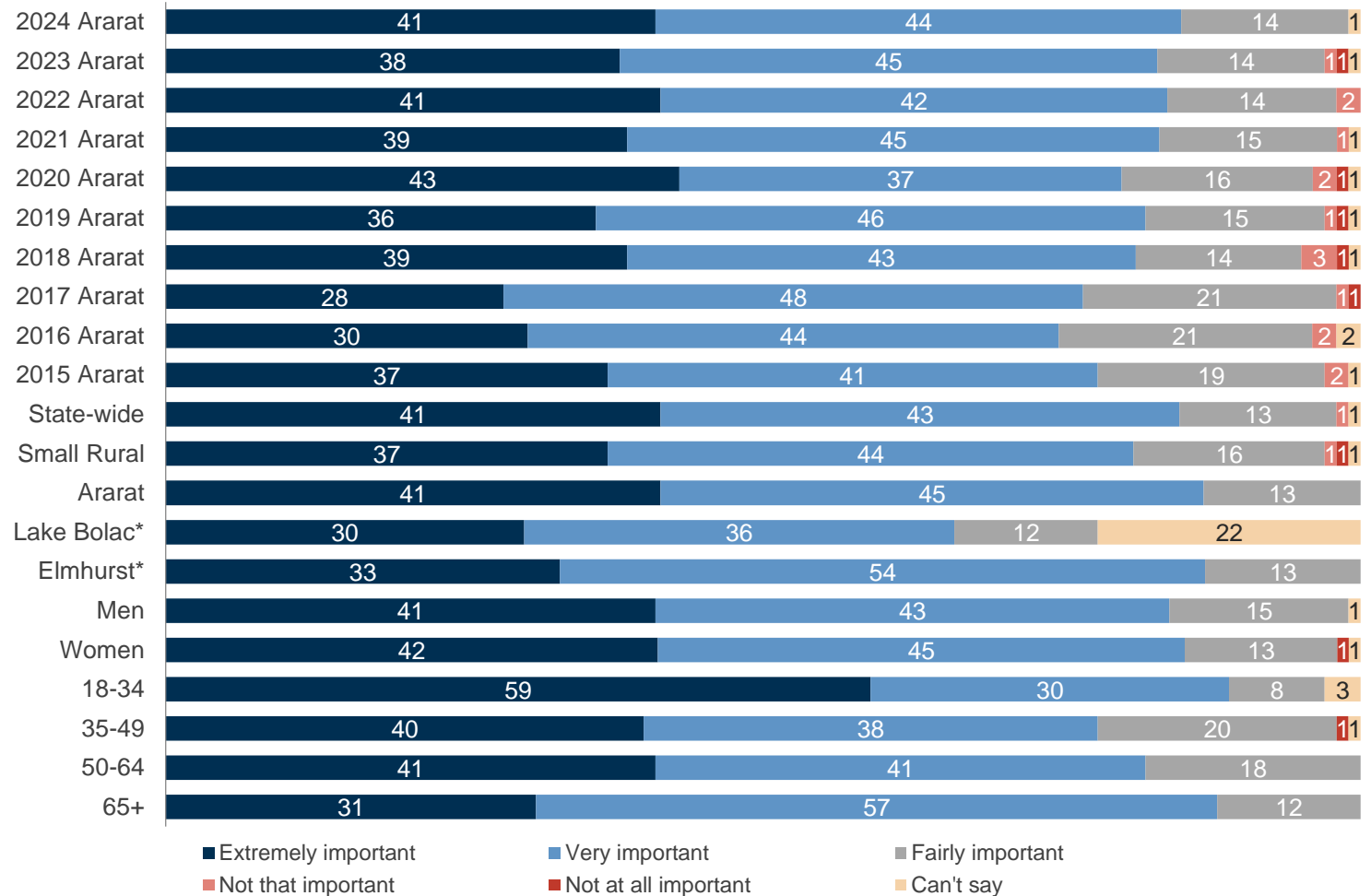
\*Caution: small sample size < n=30



# 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: 5  
 \*Caution: small sample size < n=30



# Waste management performance



2024 waste management performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Lake Bolac	78*	90	64	65	16	49	49	55	58	n/a
65+	78	73	70	71	65	63	69	69	72	69
50-64	75	64	63	57	59	58	61	61	66	63
Ararat	74	66	69	61	61	63	66	65	67	n/a
Men	74	69	67	62	60	61	66	63	65	68
Ararat	74	66	67	61	60	60	64	64	66	66
Women	74	63	68	61	60	59	61	64	68	64
35-49	73	60	58	56	56	55	59	60	63	65
Elmhurst	72*	67	62	68	35	62	64	39	76	n/a
18-34	67▼	61	75	55	57	65	65	62	62	69
Small Rural	67▼	66	68	68	64	66	69	70	69	71
State-wide	67▼	66	68	69	65	68	70	71	70	72

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

Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

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

\*Caution: small sample size < n=30

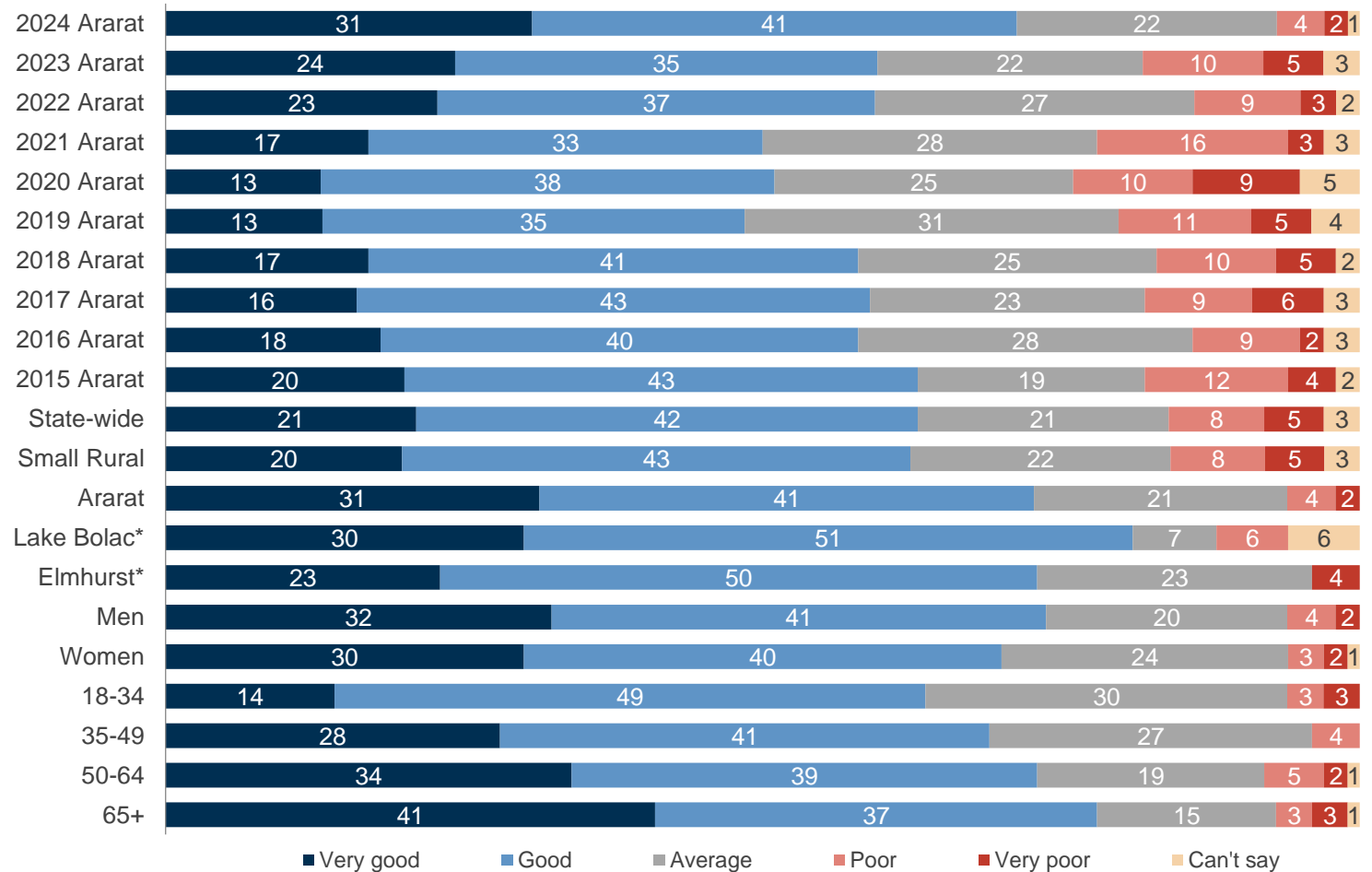




# Waste management performance



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: 19  
 \*Caution: small sample size < n=30

# Business and community development and tourism importance



2024 business/development/tourism importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
18-34	80▲	75	72	73	67	65	71	70	74	81
Lake Bolac	80*	71	59	68	66	45	61	57	64	n/a
Women	75	73	73	75	74	70	77	75	74	76
Ararat	75	75	75	73	74	70	74	74	73	n/a
35-49	74	78	74	72	75	69	71	74	69	73
Ararat	74	73	73	72	72	68	72	71	71	74
Men	73	73	72	70	72	66	67	68	68	72
50-64	71	69	74	74	78	73	76	72	75	72
65+	71	70	72	71	71	65	69	69	67	72
Small Rural	70▼	71	72	74	74	71	71	72	71	70
Elmhurst	69*	70	64	70	56	79	61	85	75	n/a
State-wide	67▼	67	69	70	67	65	66	67	67	67

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: 5

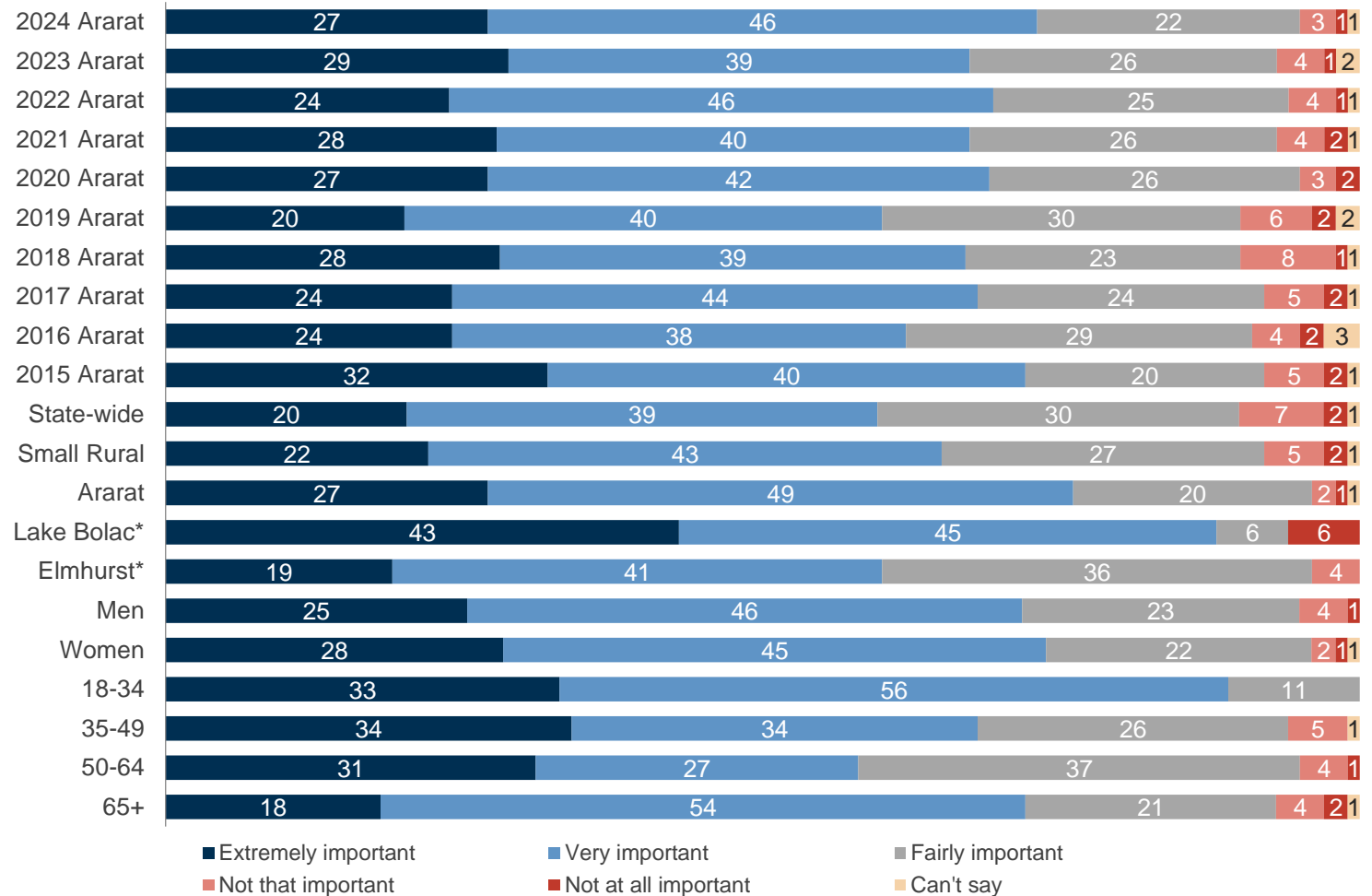
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# 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: 5

\*Caution: small sample size < n=30

# Business and community development and tourism performance



2024 business/development/tourism performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	70	72	71	64	63	59	64	61	62
Women	67	70	65	59	62	61	62	64	64
Ararat	67	70	65	61	62	58	61	62	n/a
Ararat	66	69	65	61	61	57	60	61	63
18-34	65	71	60	62	63	61	58	59	63
Men	65	69	66	62	60	53	58	58	63
50-64	64	65	64	62	60	56	59	64	63
35-49	63	67	63	55	56	51	57	59	65
Lake Bolac	62*	70	63	32	44	49	60	56	n/a
Small Rural	59▼	63	62	58	59	59	64	61	63
State-wide	57▼	60	61	59	61	60	61	60	61
Elmhurst	47*▼	65	71	43	60	61	65	92	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: 8

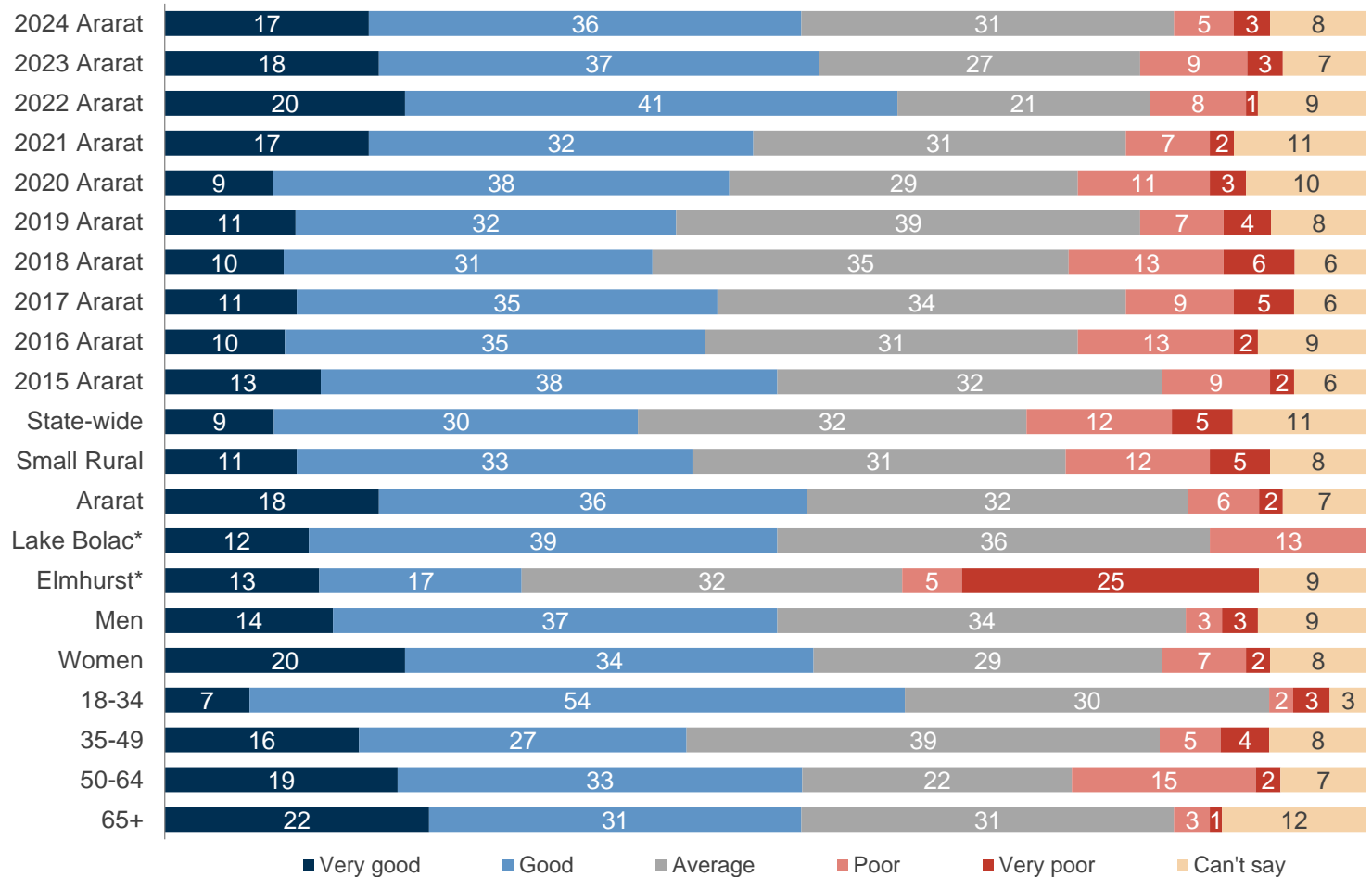
Note: Please see Appendix A for explanation of significant differences.

\*Caution: small sample size < n=30

# 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: 8

\*Caution: small sample size < n=30



# Planning and building permits importance



2024 planning and building permits importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
50-64	73	68	76	74	69	72	66	68	66
65+	73	72	73	69	68	67	72	68	66
State-wide	72	72	73	73	71	71	71	72	71
Ararat	72	75	73	70	69	68	69	68	70
Lake Bolac	71*	48	65	66	66	52	71	59	67
Small Rural	70	71	73	71	68	70	68	68	71
Ararat	70	73	71	69	68	65	68	66	68
Men	70	72	68	66	68	62	64	63	66
Women	70	73	75	72	67	70	73	70	70
18-34	68	75	64	63	61	61	64	61	67
Elmhurst	67*	68	74	81	57	56	62	64	63
35-49	64▼	74	71	71	67	64	64	70	72

Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 18 Councils asked group: 5

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

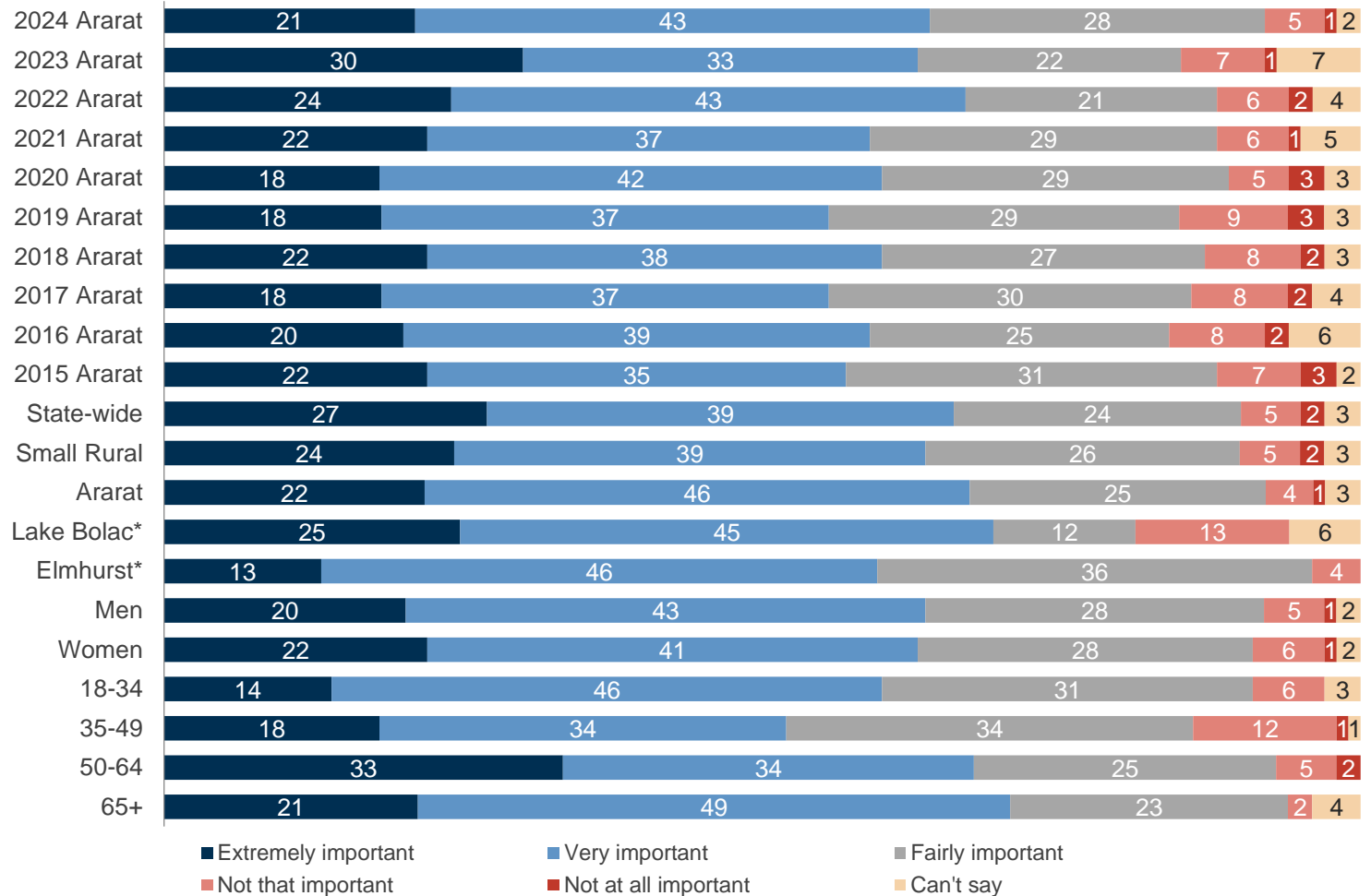
\*Caution: small sample size < n=30



# Planning and building permits importance



2024 planning and building permits importance (%)



Q1. Firstly, how important should 'Planning and building permits' be as a responsibility for Council?  
 Base: All respondents. Councils asked State-wide: 18 Councils asked group: 5  
 \*Caution: small sample size < n=30



# Planning and building permits performance



2024 planning and building permits performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
65+	58	62	63	63	54	54	47	51	49	60
Women	56	54	59	58	53	53	50	55	58	57
Ararat	54	53	59	59	52	53	46	51	52	n/a
Ararat	54	54	58	59	51	52	46	50	51	55
18-34	53	53	64	57	56	56	54	47	54	53
Elmhurst	52*	46	60	57	63	67	48	77	77	n/a
Men	52	54	58	59	50	51	43	46	45	53
35-49	50	45	49	57	42	48	41	48	49	51
50-64	49	48	52	56	52	48	43	54	54	54
Lake Bolac	49*	65	65	56	n/a	29	43	44	38	n/a
State-wide	45▼	47	50	51	51	52	52	51	50	54
Small Rural	43▼	45	48	49	46	48	51	51	50	53

Q2. How has Council performed on 'Planning and building permits' over the last 12 months?

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 8

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

\*Caution: small sample size < n=30

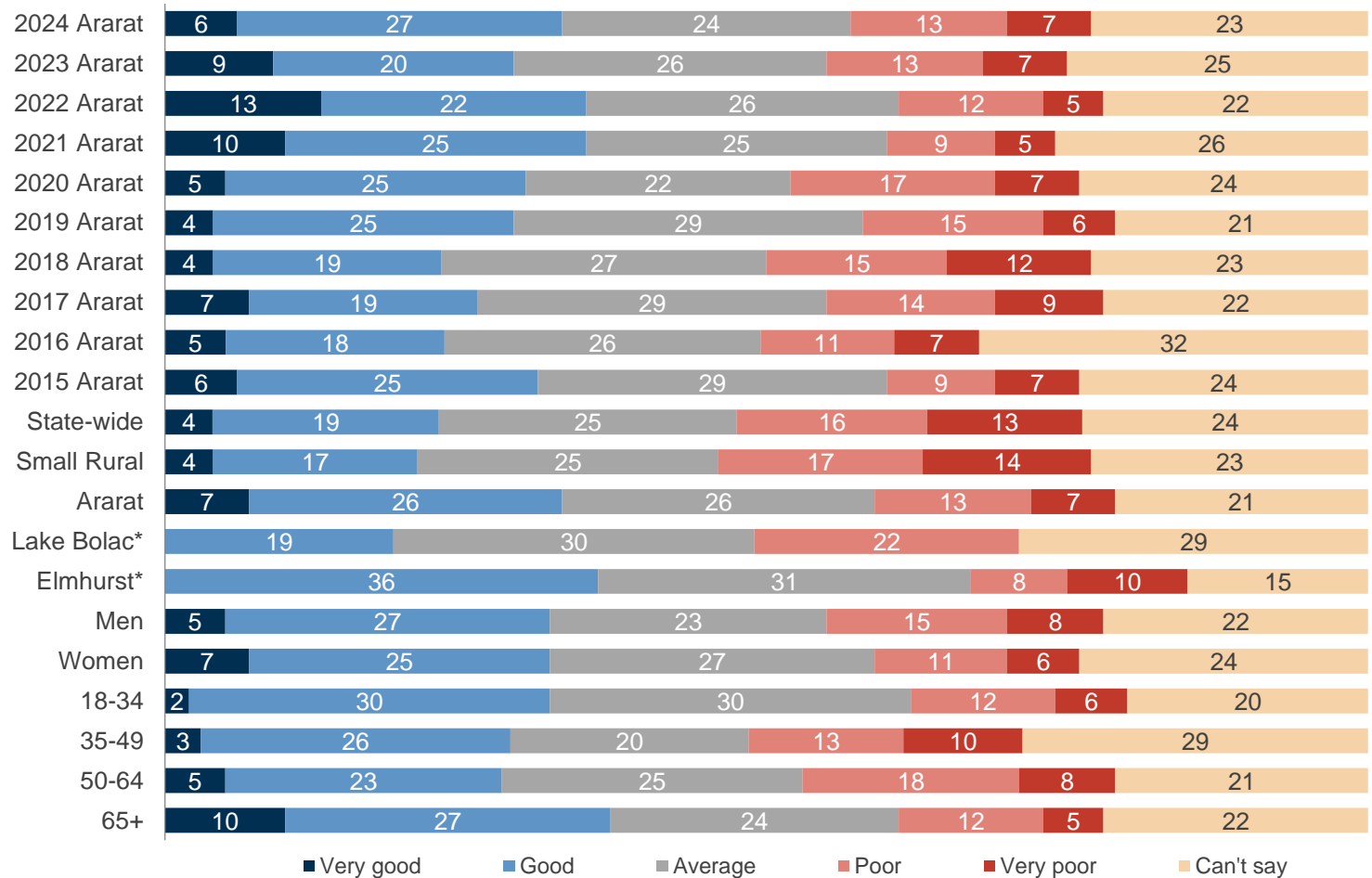




# Planning and building permits performance



2024 planning and building permits performance (%)



Q2. How has Council performed on 'Planning and building permits' over the last 12 months?

Base: All respondents. Councils asked State-wide: 29 Councils asked group: 8

\*Caution: small sample size < n=30



# Environmental sustainability importance



2024 environmental sustainability importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
18-34	80▲	69	77	n/a	n/a	n/a	n/a	n/a	n/a
Women	72	73	75	n/a	n/a	n/a	n/a	n/a	n/a
Ararat	69	69	73	n/a	n/a	n/a	n/a	n/a	n/a
Ararat	68	69	72	n/a	n/a	n/a	n/a	n/a	n/a
50-64	68	69	73	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	68	70	73	74	74	74	73	72	73
Small Rural	66	67	70	71	70	72	70	70	74
Men	65	65	69	n/a	n/a	n/a	n/a	n/a	n/a
65+	64	67	72	n/a	n/a	n/a	n/a	n/a	n/a
35-49	64	71	66	n/a	n/a	n/a	n/a	n/a	n/a
Elmhurst	62*	68	75	n/a	n/a	n/a	n/a	n/a	n/a
Lake Bolac	59*	63	57	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: 3

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

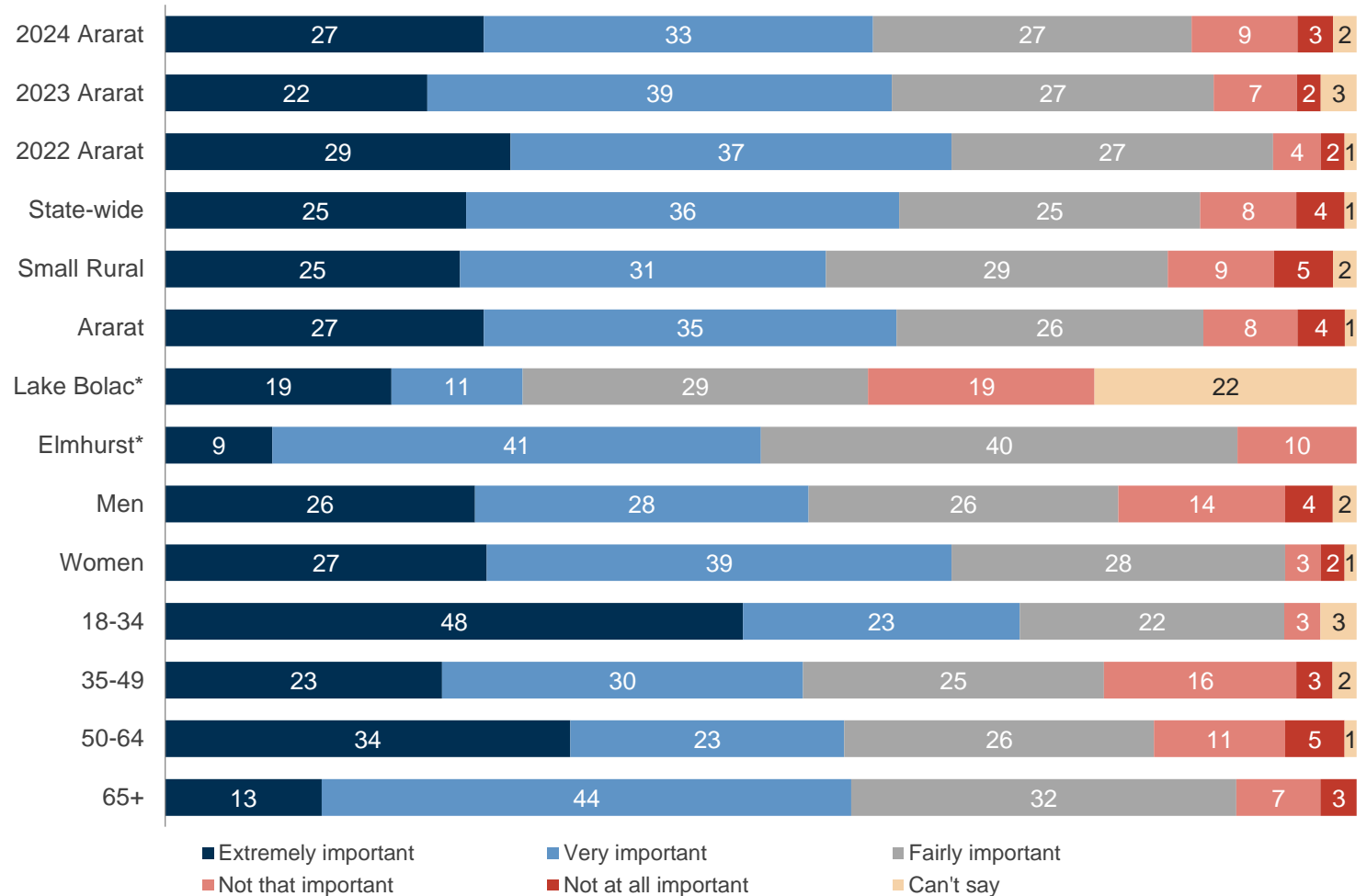
\*Caution: small sample size < n=30



# 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: 3

\*Caution: small sample size < n=30



# Environmental sustainability performance



2024 environmental sustainability performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Lake Bolac	65	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	66	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	61	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ararat	62	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ararat	63	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	65	64	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	63	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	64	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	60	61	62	60	62	63	64	63	64
Small Rural	59	59	61	57	59	62	63	61	63
35-49	53	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Elmhurst	65	52	n/a	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: 7

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

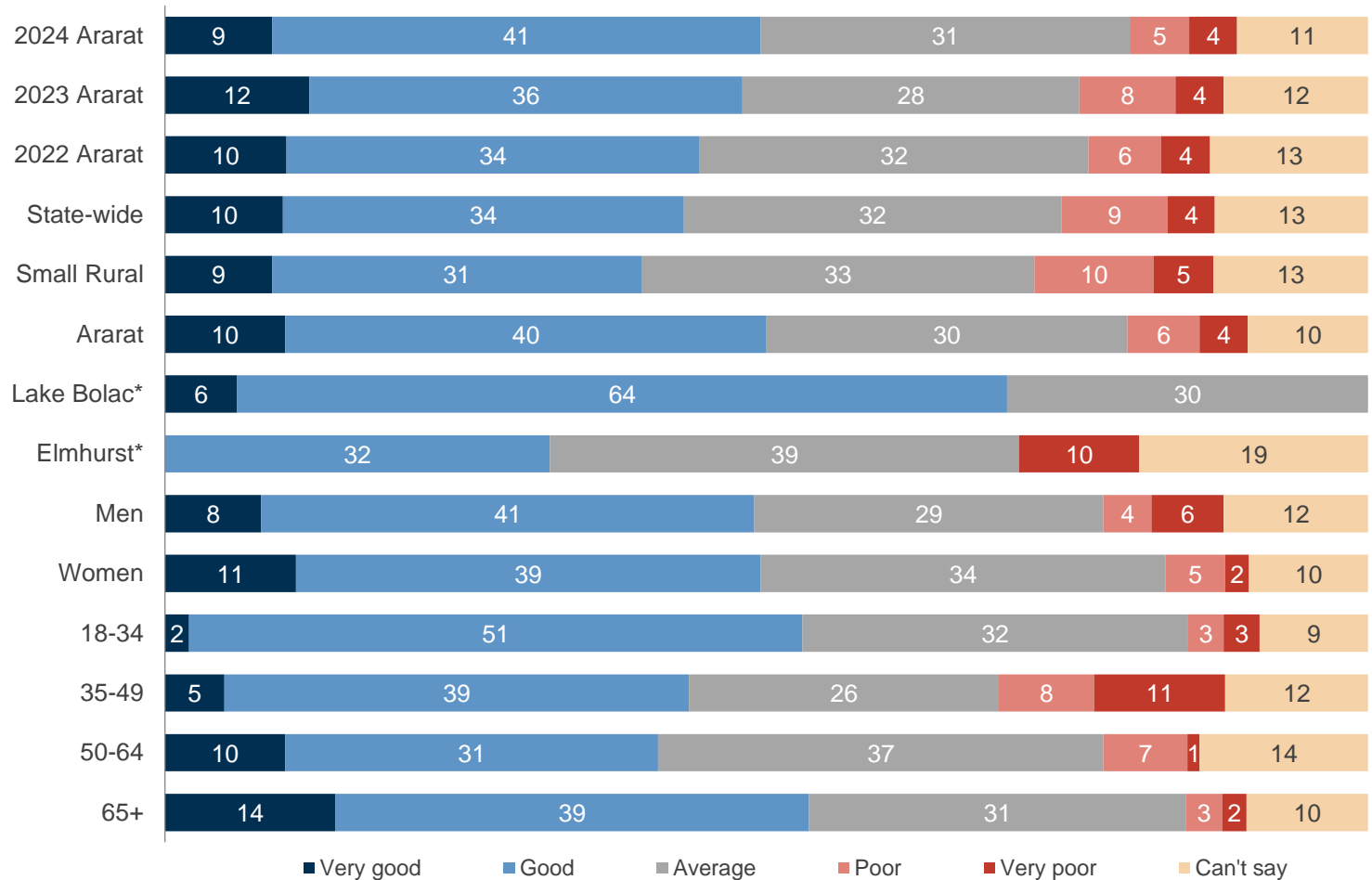
\*Caution: small sample size < n=30



# 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: 7

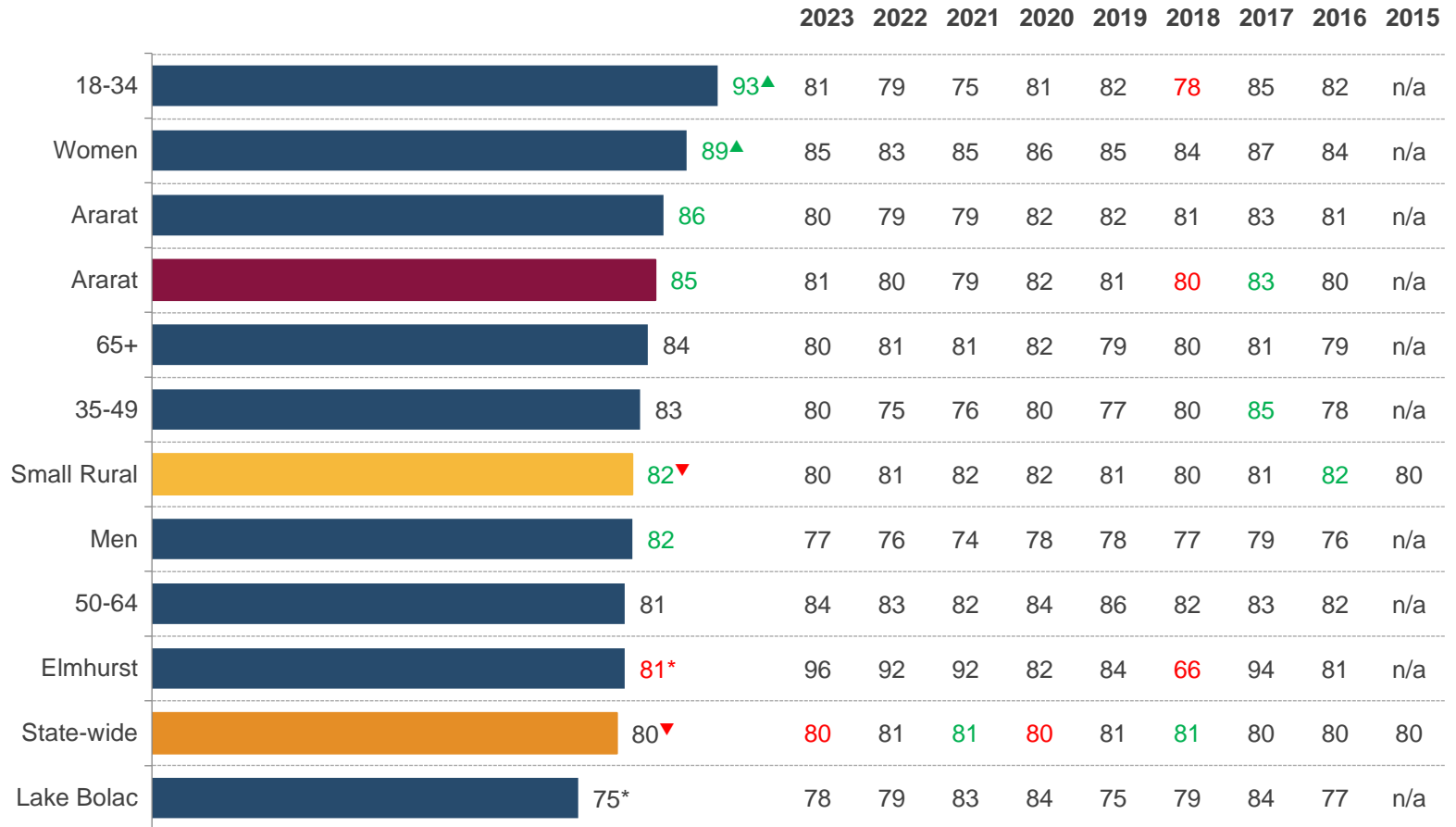
\*Caution: small sample size < n=30



# 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: 2

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

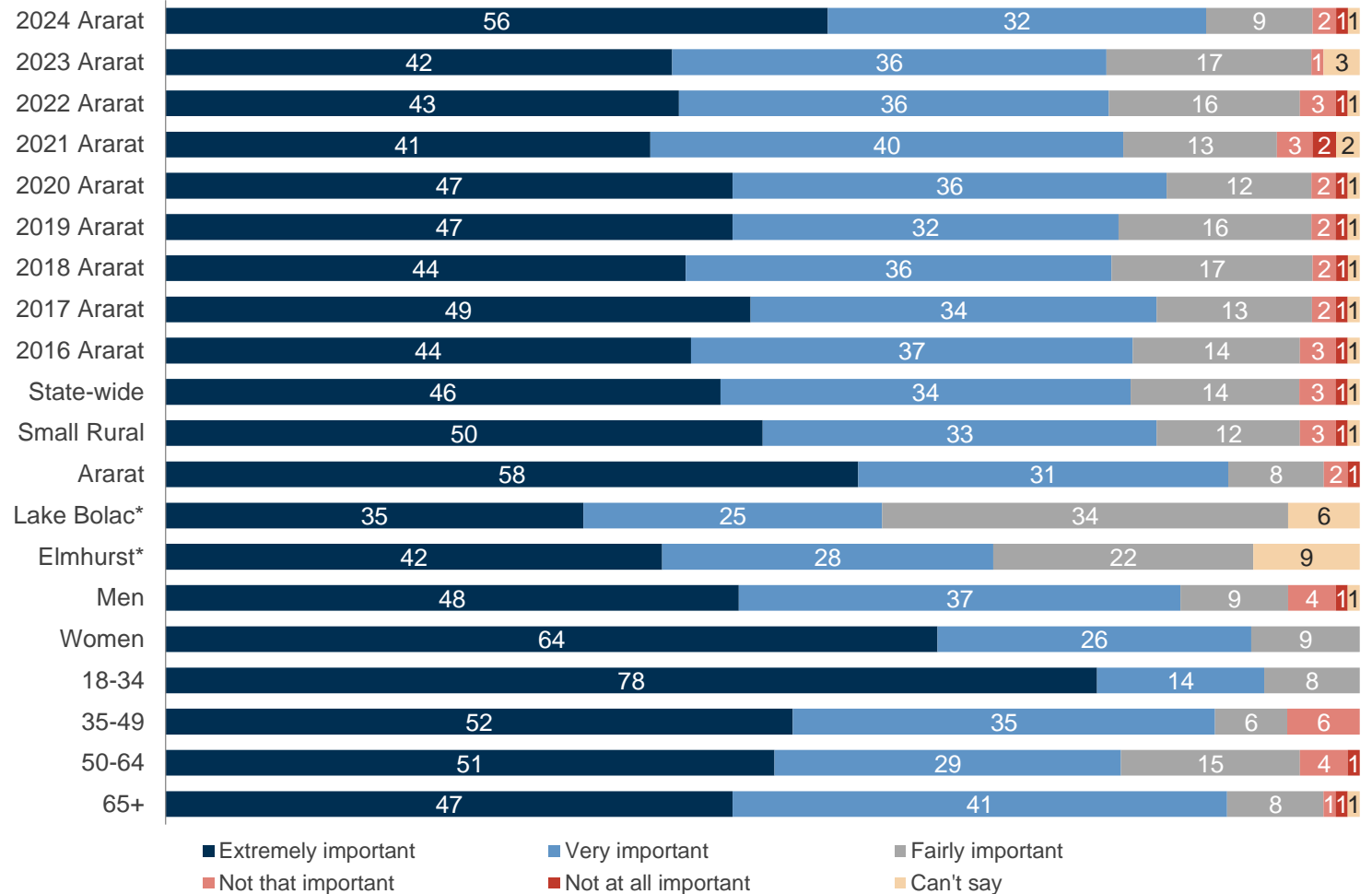
\*Caution: small sample size < n=30



# 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: 2

\*Caution: small sample size < n=30



# Emergency and disaster management performance



2024 emergency and disaster management performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
18-34	79	72	77	72	76	72	70	72	67	n/a
Women	78	71	74	75	75	74	70	74	76	n/a
Ararat	77	74	75	75	73	72	74	73	n/a	
65+	77	76	79	79	76	73	72	76	76	n/a
Ararat	76	72	74	75	74	73	70	72	72	n/a
50-64	75	74	70	76	75	78	74	71	69	n/a
Men	73	74	74	75	73	72	70	70	68	n/a
35-49	71	65	67	72	69	69	63	68	73	n/a
Lake Bolac	67*	74	72	73	48	66	64	64	75	n/a
Small Rural	66▼	66	68	72	70	72	72	72	71	70
State-wide	65▼	65	66	71	68	72	71	70	69	70
Elmhurst	57*▼	58	70	89	68	75	63	82	88	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: 6

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

\*Caution: small sample size < n=30

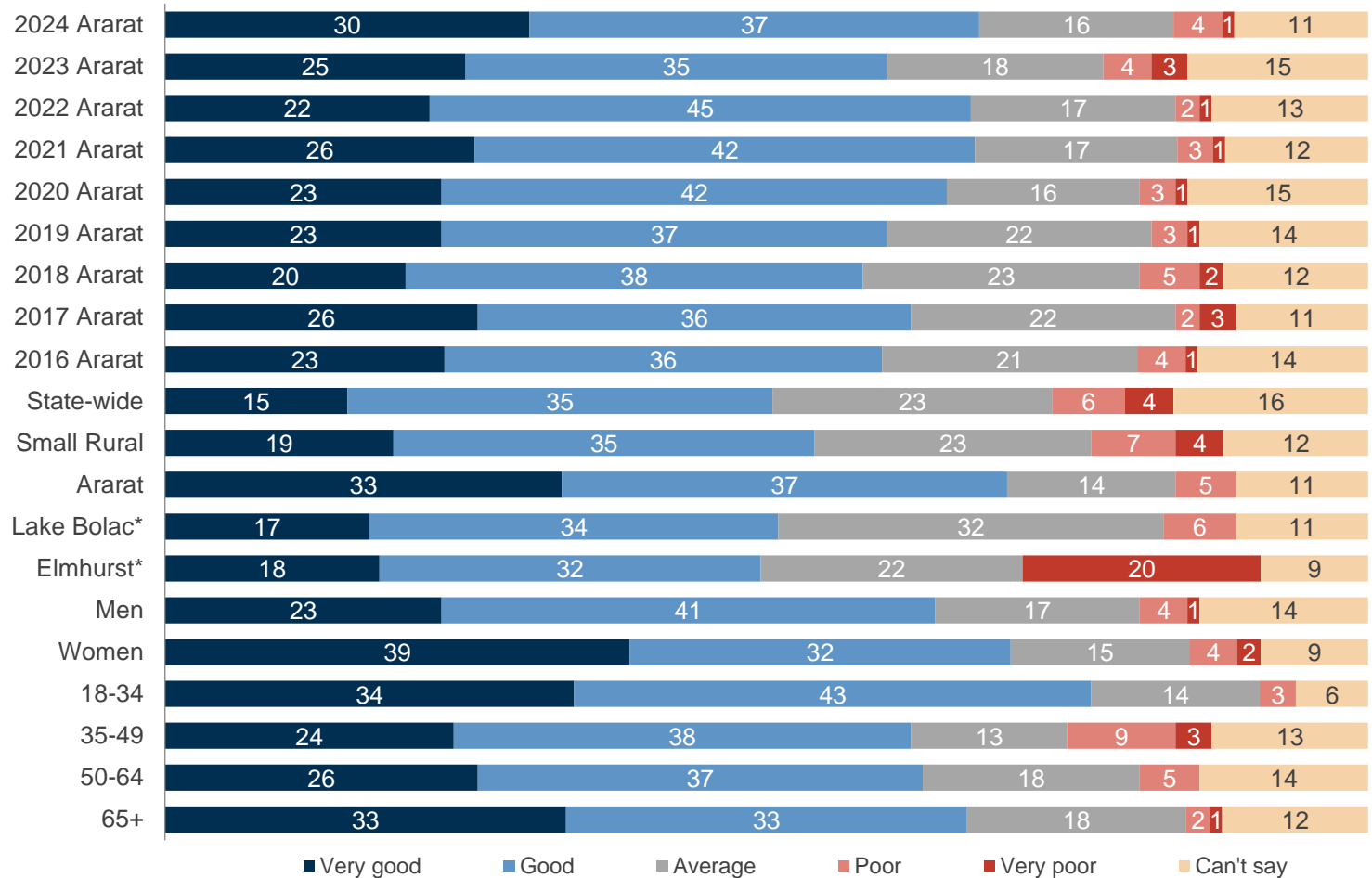




# Emergency and disaster management performance



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: 6

\*Caution: small sample size < n=30



# Roadside slashing and weed control importance



2024 roadside slashing and weed control importance (index scores)

		2023	2022	2021	2020	2019	2018	2017	2016	2015
Elmhurst	87*	94	93	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	81	83	76	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	81	82	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	80	81	81	82	80	76	76	76	n/a	77
Women	80	82	82	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	80	80	86	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	80	79	79	79	78	74	73	74	73	73
Ararat	79	80	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	79	78	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ararat	78	79	78	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	78	77	79	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lake Bolac	66*	92	89	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 7 Councils asked group: 2

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

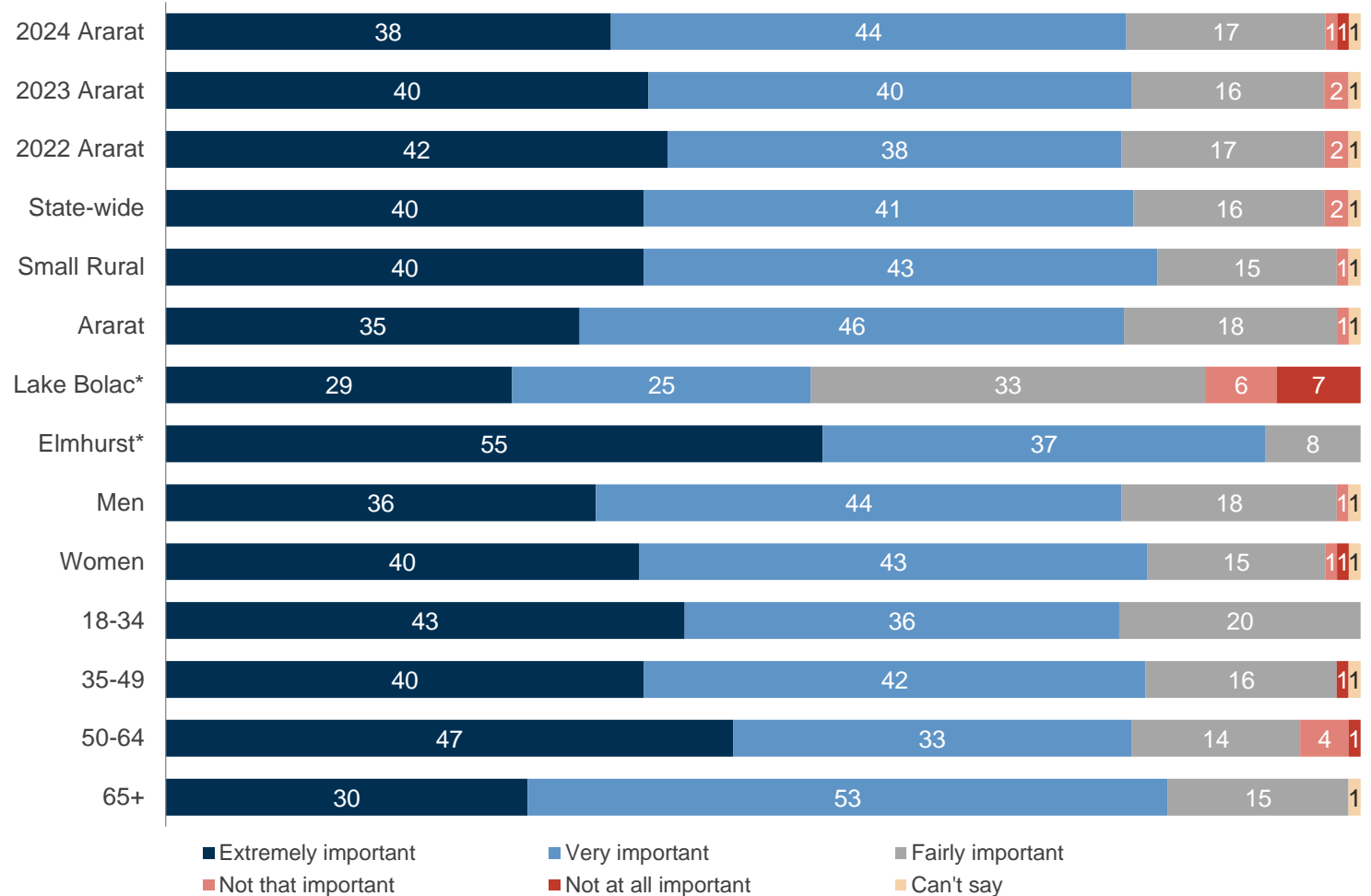
\*Caution: small sample size < n=30



# Roadside slashing and weed control importance



2024 roadside slashing and weed control importance (%)



Q1. Firstly, how important should 'Roadside slashing and weed control' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 7 Councils asked group: 2

\*Caution: small sample size < n=30



# Roadside slashing and weed control performance



2024 roadside slashing and weed control performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	51	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men	54	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ararat	54	55	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ararat	52	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	51	53	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Small Rural	47	50	49	48	55	54	51	51	52
35-49	50	44	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	53	51	n/a	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	46	49	51	49	56	55	53	56	55
18-34	56	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lake Bolac	39	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Elmhurst	49	30	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5

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

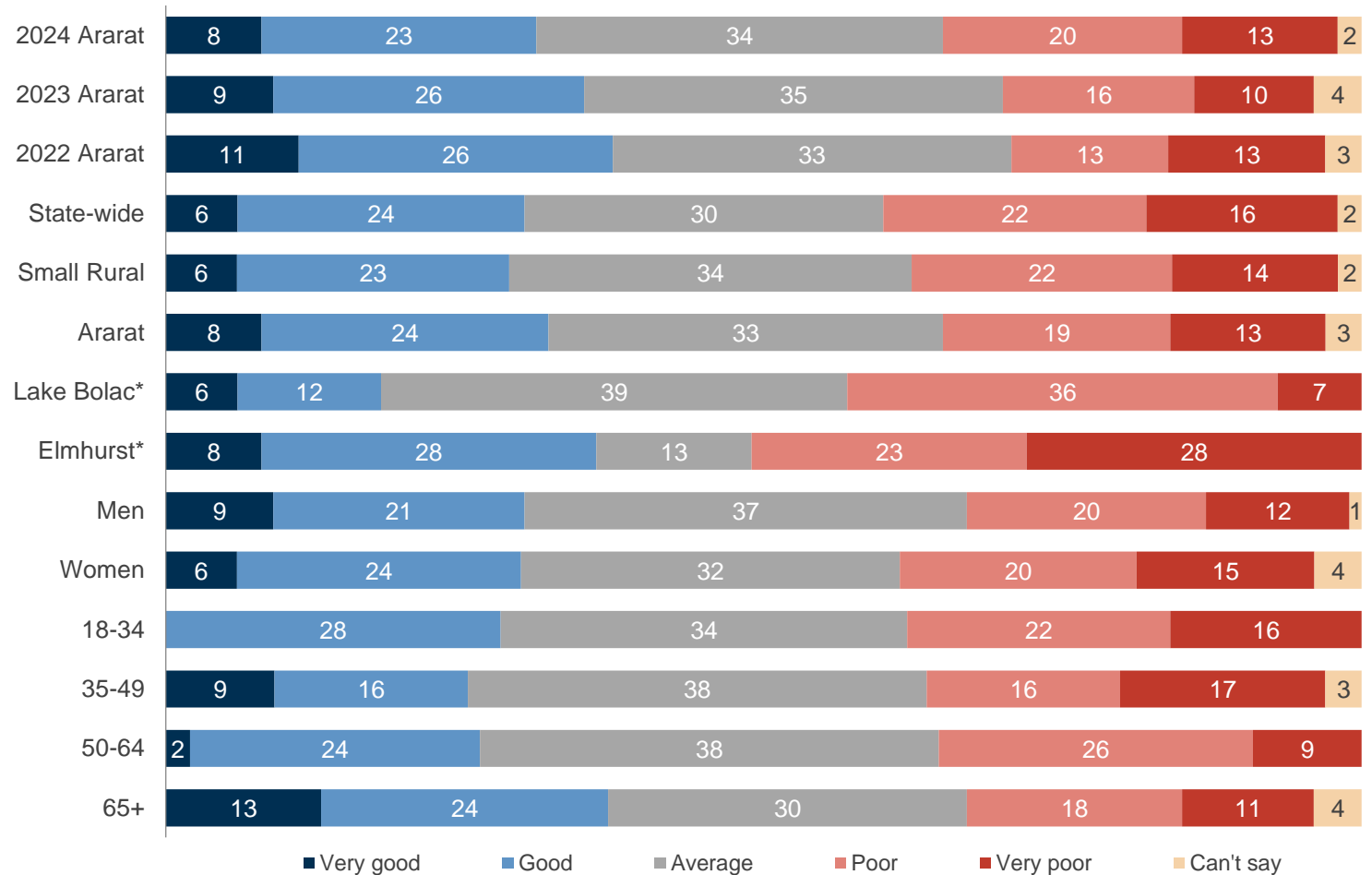
\*Caution: small sample size < n=30



# Roadside slashing and weed control performance



2024 roadside slashing and weed control performance (%)



Q2. How has Council performed on 'Roadside slashing and weed control' over the last 12 months?

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5

\*Caution: small sample size < n=30



# Maintenance of unsealed roads in your area importance



2024 unsealed roads importance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Lake Bolac	92*	93	87	98	100	88	94	92	87	n/a
Elmhurst	90*	89	95	89	87	89	89	90	85	n/a
50-64	89▲	87	85	81	86	87	86	83	83	81
Small Rural	85	85	85	84	83	82	84	81	81	82
18-34	84	90	82	78	76	80	90	79	74	88
State-wide	84	83	83	81	80	80	80	79	79	78
Women	84	88	87	80	81	85	88	85	81	86
Ararat	83	86	85	81	81	84	86	83	80	84
Men	82	83	84	83	81	83	85	81	79	83
65+	82	83	84	81	79	83	84	82	81	84
Ararat	81	84	85	80	80	82	85	80	77	n/a
35-49	78▼	85	91	86	86	86	86	87	80	84

Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5

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

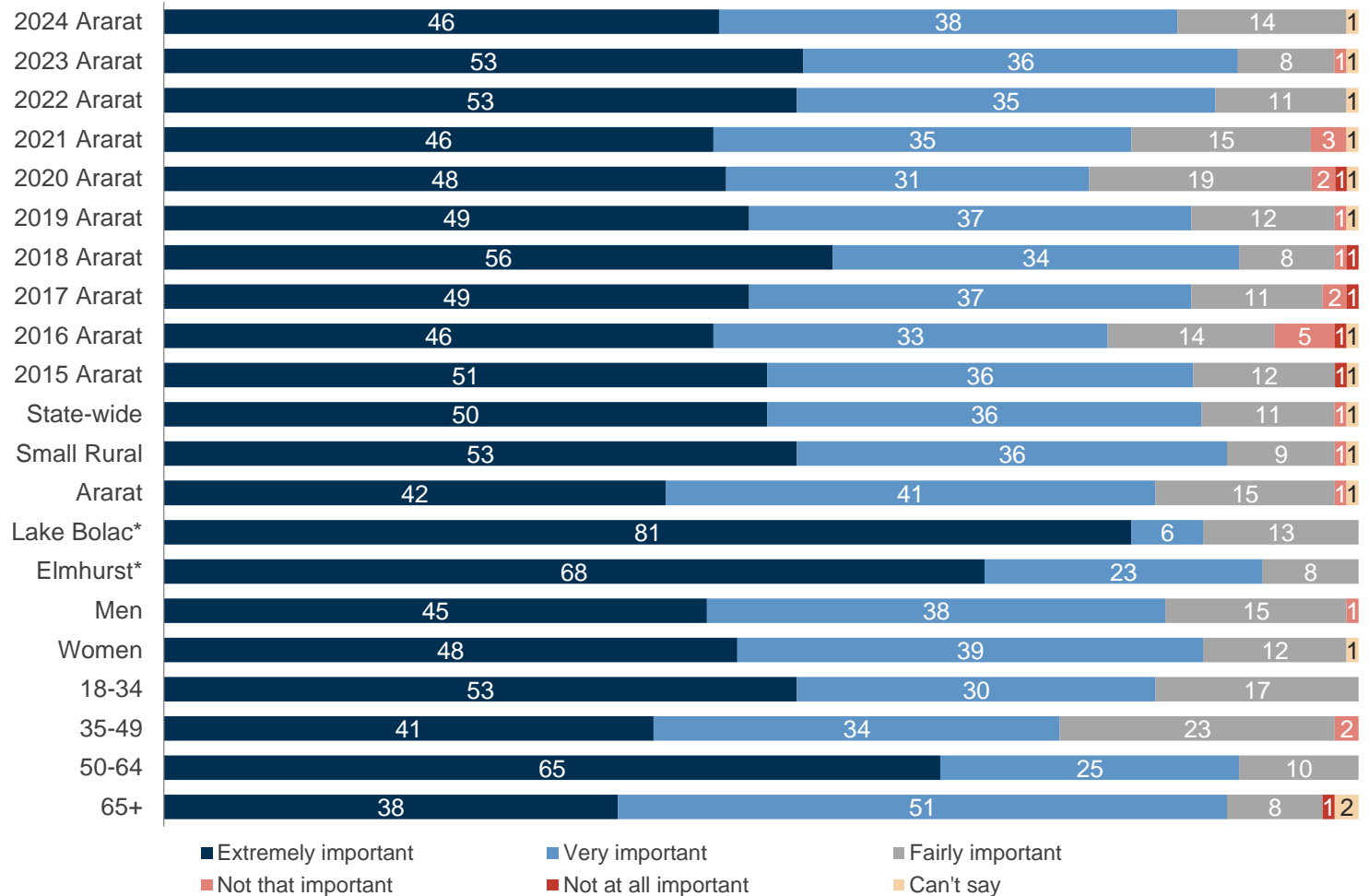
\*Caution: small sample size < n=30



# Maintenance of unsealed roads in your area importance



2024 unsealed roads importance (%)



Q1. Firstly, how important should 'Maintenance of unsealed roads in your area' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 13 Councils asked group: 5

\*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
Lake Bolac	34	52	46*	16	14	19	24	25	n/a
35-49	34	32	50	37	34	25	36	35	36
65+	48	52	54	46	41	37	39	42	42
Ararat	46	45	50	45	42	36	42	45	n/a
Women	45	41	50	41	36	37	40	42	37
Ararat	45	42	47	50	44	39	33	38	40
Men	44	44	45	51	46	41	29	36	37
50-64	41	43	48	48	45	39	35	36	42
18-34	40	39	54	46	46	40	32	43	39
State-wide	36▼	37	41	45	44	44	43	44	43
Small Rural	35▼	38	42	44	43	43	40	43	44
Elmhurst	34*	24	26	51	34	39	21	25	40

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: 10

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

\*Caution: small sample size < n=30

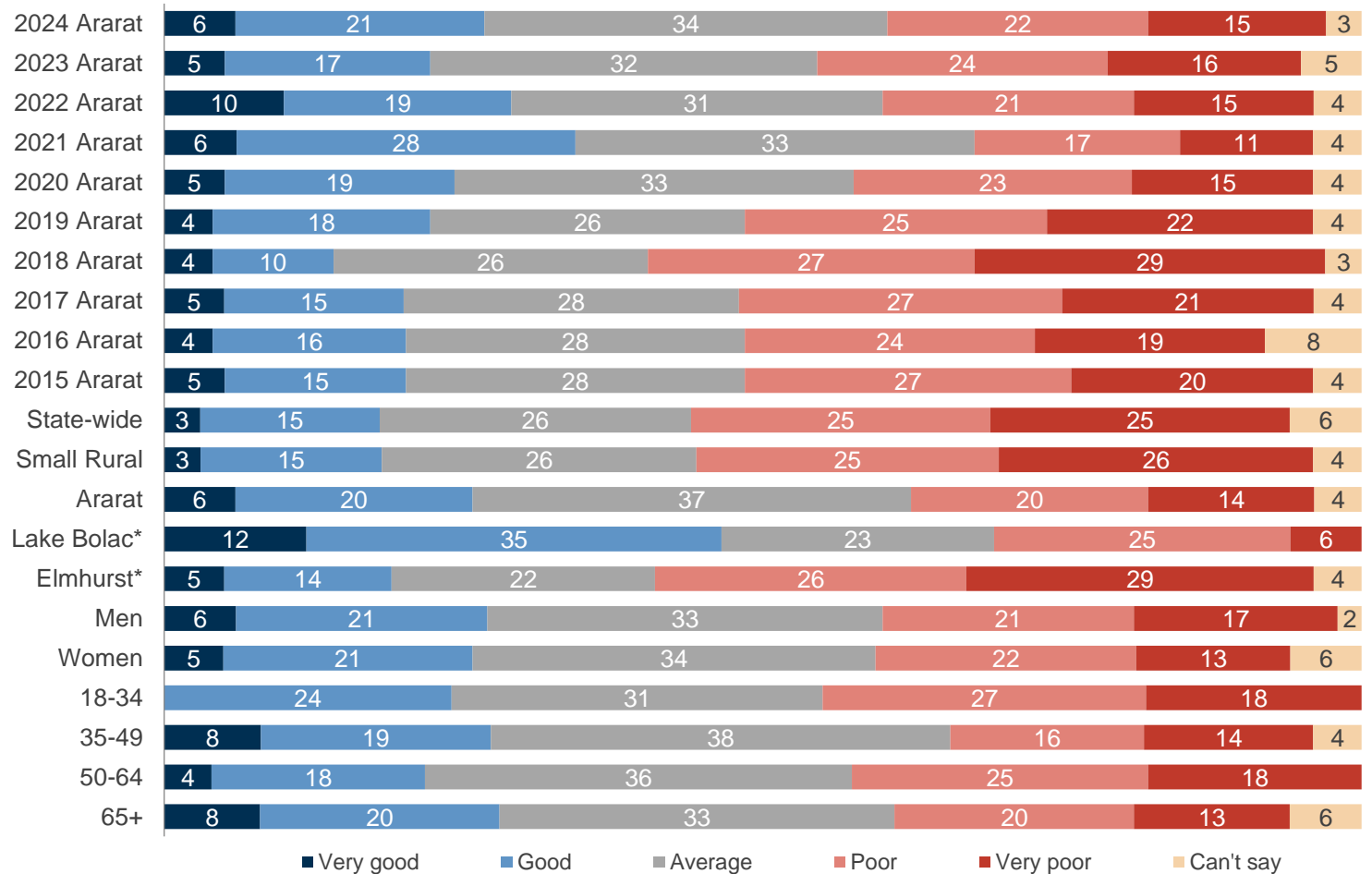




# Maintenance of unsealed roads in your area performance



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: 10  
 \*Caution: small sample size < n=30

A large, stylized graphic of the letters 'N' and 'W' in a dark blue color. The letters are filled with a blurred image of a crowd of people, likely at a sporting event or festival, wearing various hats and clothing. The background is white.

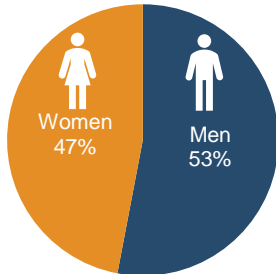
# Detailed demographics



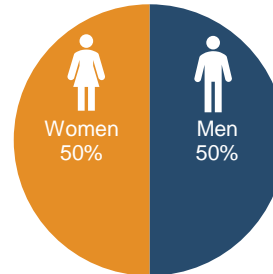
# Gender and age profile

## 2024 gender

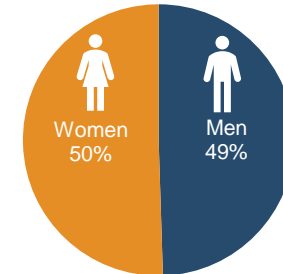
Ararat



Small Rural

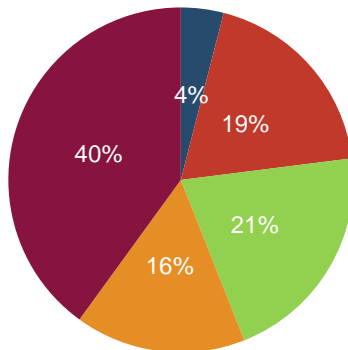


State-wide

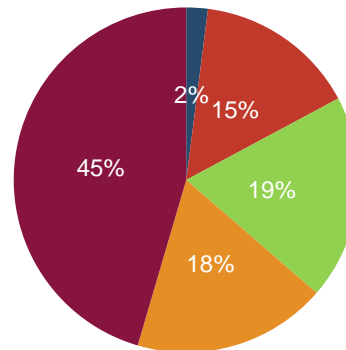


## 2024 age

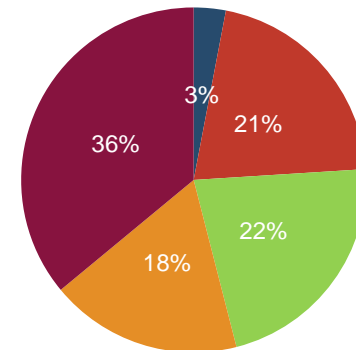
Ararat



Small 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. How would you describe your gender? / S4. To which of the following age groups do you belong?

Base: All respondents. Councils asked State-wide: 62 Councils asked group: 19

≤1% of respondents in each of Ararat Rural City Council, Small Rural and State-wide did not describe their gender as male or female.

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



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



## Appendix A: Index Scores

### Index Scores

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

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

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

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

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

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 Ararat 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 9,600 people aged 18 years or over for Ararat Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Ararat Rural City Council	400	400	+/-4.8
Men	192	210	+/-7.0
Women	207	187	+/-6.8
Ararat	311	311	+/-5.5
Lake Bolac	13	13	+/-28.3
Elmhurst	18	17	+/-23.7
18-34 years	36	91	+/-16.5
35-49 years	66	84	+/-12.1
50-64 years	84	63	+/-10.7
65+ years	214	161	+/-6.6



## Appendix A: Index score significant difference calculation

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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

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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](mailto:admin@jwsresearch.com)**



## Appendix B: Survey methodology and sampling

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

- 2023, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 19<sup>th</sup> March.
- 2022, n=400 completed interviews, conducted in the period of 27<sup>th</sup> January – 24<sup>th</sup> March.
- 2021, n=401 completed interviews, conducted in the period of 28<sup>th</sup> January – 18<sup>th</sup> March.
- 2020, n=401 completed interviews, conducted in the period of 30<sup>th</sup> January – 22<sup>nd</sup> March.
- 2019, n=408 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2018, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2017, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2016, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.
- 2015, n=400 completed interviews, conducted in the period of 1<sup>st</sup> February – 30<sup>th</sup> March.

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

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

A total of n=400 completed interviews were achieved in Ararat Rural City Council. Survey fieldwork was conducted in the period of 29<sup>th</sup> January – 18<sup>th</sup> March, 2024.



## Appendix B: Analysis and reporting

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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

Ararat Rural City Council is classified as a Small Rural council according to the following classification list:

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

Councils participating in the Small Rural group are:

- Alpine, Ararat, Benalla, Buloke, Central Goldfields, Gannawarra, Hepburn, Hindmarsh, Indigo, Loddon, Mansfield, Murrindindi, Northern Grampians, Pyrenees, Queenscliffe, Strathbogie, West Wimmera and Yarriambiack.

Wherever appropriate, results for Ararat Rural City Council for this 2024 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Small 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

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### 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

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### 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

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**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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**Mark Zuker**  
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[mzucker@jwsresearch.com](mailto:mzucker@jwsresearch.com)

**Katrina Cox**  
Director of Client Services  
[kcox@jwsresearch.com](mailto:kcox@jwsresearch.com)

