



2024 Local Government Community Satisfaction Survey

Mildura Rural City Council

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



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Background and objectives

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

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

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

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

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

Serving Victoria for 25 years

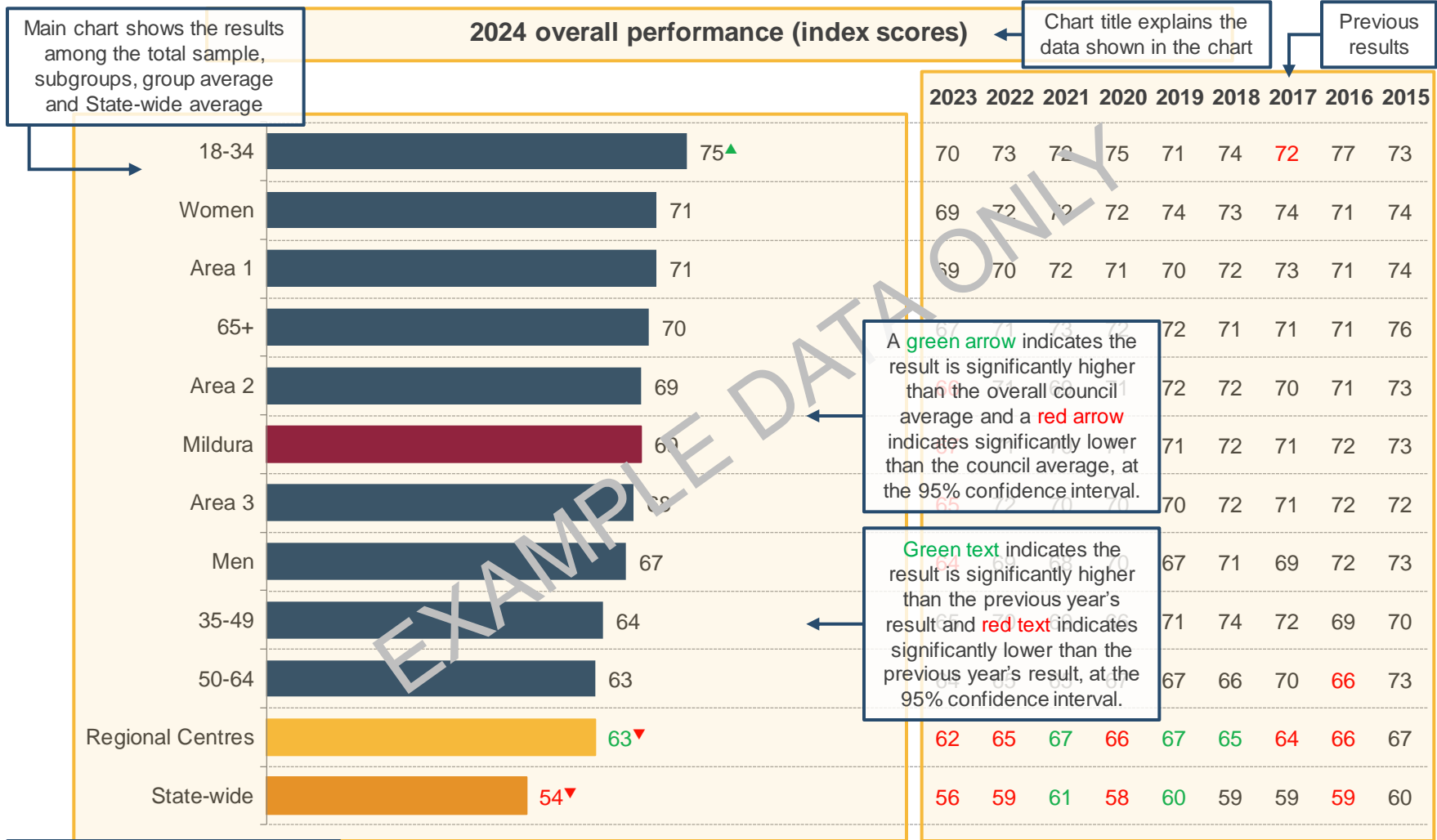
Each year the CSS data is used to develop this State-wide report which contains all of the aggregated results, analysis and data. Moreover, with 25 years of results, the CSS offers councils a long-term measure of how they are performing – essential for councils that work over the long term to provide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

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

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



How to read index score charts in this report

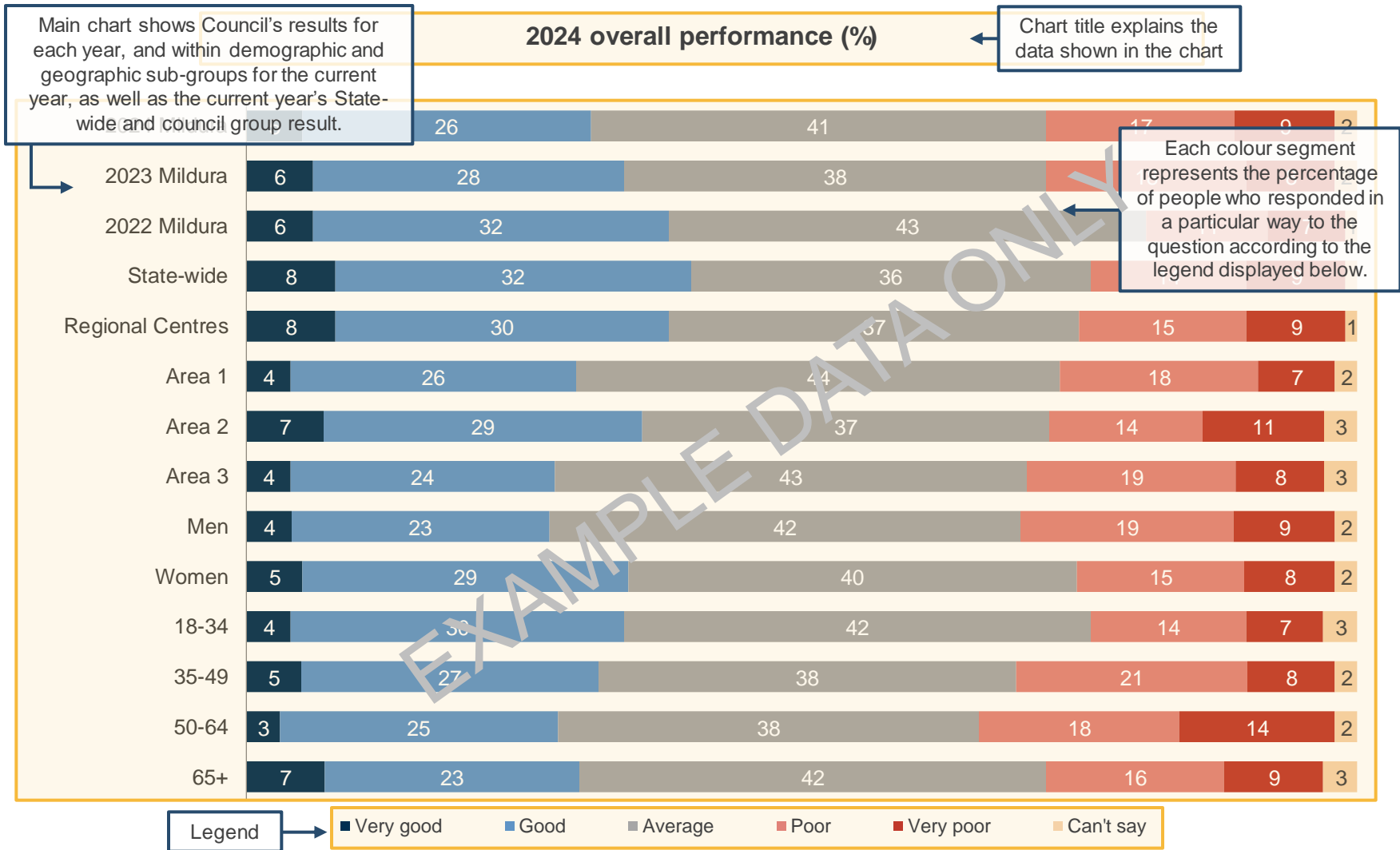


Question asked and base size(s)

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



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 Mildura Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

A large, 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



Mildura Rural City Council – at a glance

Overall council performance

Results shown are index scores out of 100.



Mildura 52



Regional Centres 54



State-wide 54

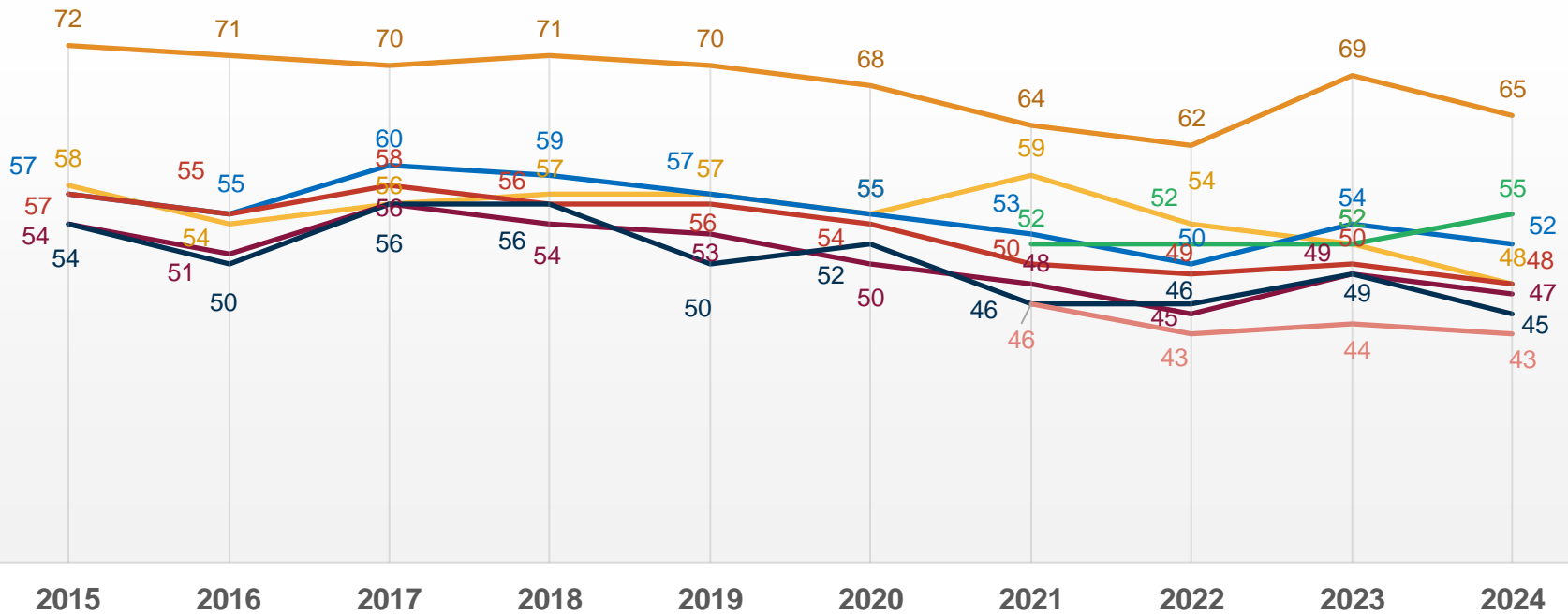
Council performance compared to group average

Top 3 performing areas		
	Recreational facilities	▼ lower
	Community & cultural	▼ lower
	Emergency & disaster mngt	▼ lower
Bottom 3 performing areas		
	Unsealed roads	= on par
	Community decisions	= on par
	Lobbying	▼ lower
	Customer service	= on par



Summary of core measures

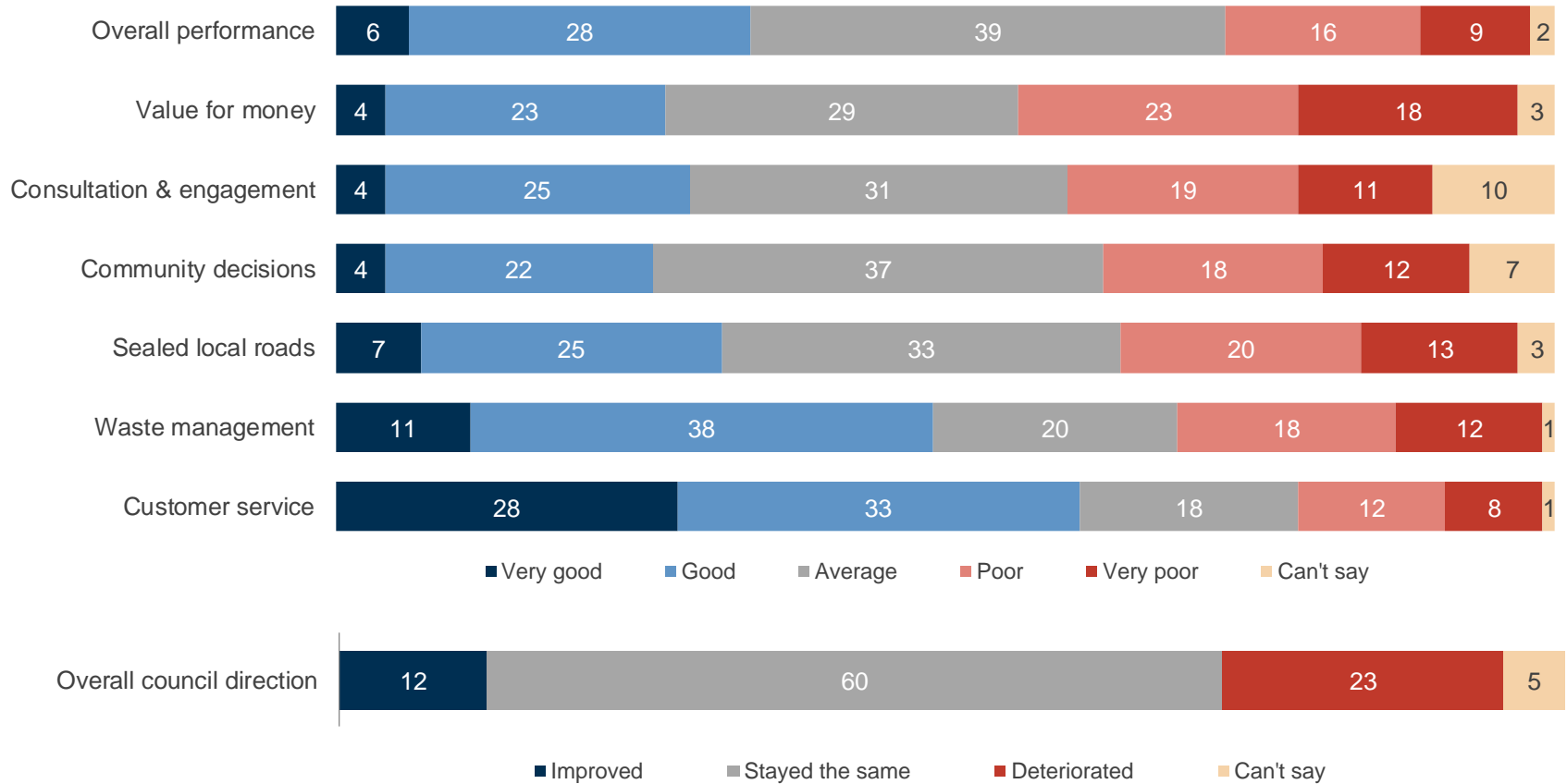
Index scores















Summary of core measures

Core measures summary results (%)













Summary of Mildura Rural City Council performance

Services	Mildura 2024	Mildura 2023	Regional Centres 2024	State-wide 2024	Highest score	Lowest score
 Overall performance	52	54	54	54	65+ years	50-64 years
 Value for money	43	44	48	48	65+ years	35-49 years
 Overall council direction	45	49	45	45	65+ years	35-49 years
 Customer service	65	69	68	67	65+ years	18-34 years
 Recreational facilities	65	64	69	68	65+ years	35-49 years
 Community & cultural	62	63	65	66	Women	Men, 18-34 years
 Emergency & disaster mngt	61	61	66	65	65+ years	18-34 years
 Tourism development	60	60	59	59	65+ years, Women	50-64 years
 Environmental sustainability	57	60	61	60	35-49 years, 65+ years, Women	50-64 years
 Waste management	55	52	66	67	65+ years	18-34 years



Summary of Mildura Rural City Council performance

Services	Mildura 2024	Mildura 2023	Regional Centres 2024	State-wide 2024	Highest score	Lowest score
 Informing the community	55	57	54	56	65+ years	18-34 years
 Business & community dev.	53	55	55	57	65+ years	35-49 years
 Local streets & footpaths	49	53	53	52	65+ years	50-64 years
 Sealed local roads	48	52	46	45	65+ years	50-64 years
 Consultation & engagement	48	50	49	51	65+ years	50-64 years
 Lobbying	47	48	50	50	65+ years	35-49 years
 Community decisions	47	49	48	50	65+ years	50-64 years
 Unsealed roads	40	46	40	36	65+ years	50-64 years



Focus areas for the next 12 months

Overview

Perceptions of Mildura Rural City Council's overall performance is in line with last year's result despite having declined by two index points. While not a significant change, the decline erodes some of the gains achieved in 2023. With the exception of 2023, Council's overall performance rating has declined by a few points each year since 2017. Ratings are similar to last year on the majority of service areas evaluated, although perceptions declined significantly on local streets and footpaths, sealed local roads and unsealed roads.

Key influences on perceptions of overall performance

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance. The area of community decisions is one of Council's lowest rated service areas, but it has the strongest influence on perceptions of Council's overall performance relative to all other areas evaluated. Information provision will be important to ensure the community are aware of the actions Council is undertaking.

Comparison to state and area grouping

Council performs in line with the Regional Centres group on half of 14 service areas evaluated, and significantly lower than the group average on the remainder. Council performs significantly lower than State-wide averages for councils on a majority of measures. However, Council outperforms State-wide averages in two service areas – sealed local roads and unsealed roads. This is despite perceptions of Council having declined significantly in both areas in the past year.

Rebuild and maintain gains

Council should seek to stem declining performance in the area of sealed local roads. Perceptions in this area declined significantly from 2023, and Council's rating is now at its lowest level in a decade. Otherwise, Council should seek to maintain relatively higher performance perceptions in the areas of waste and emergency management, both of which influence overall opinions (as do perceptions of sealed local roads) and where performance has been relatively stable to date.

DETAILED FINDINGS



Overall performance

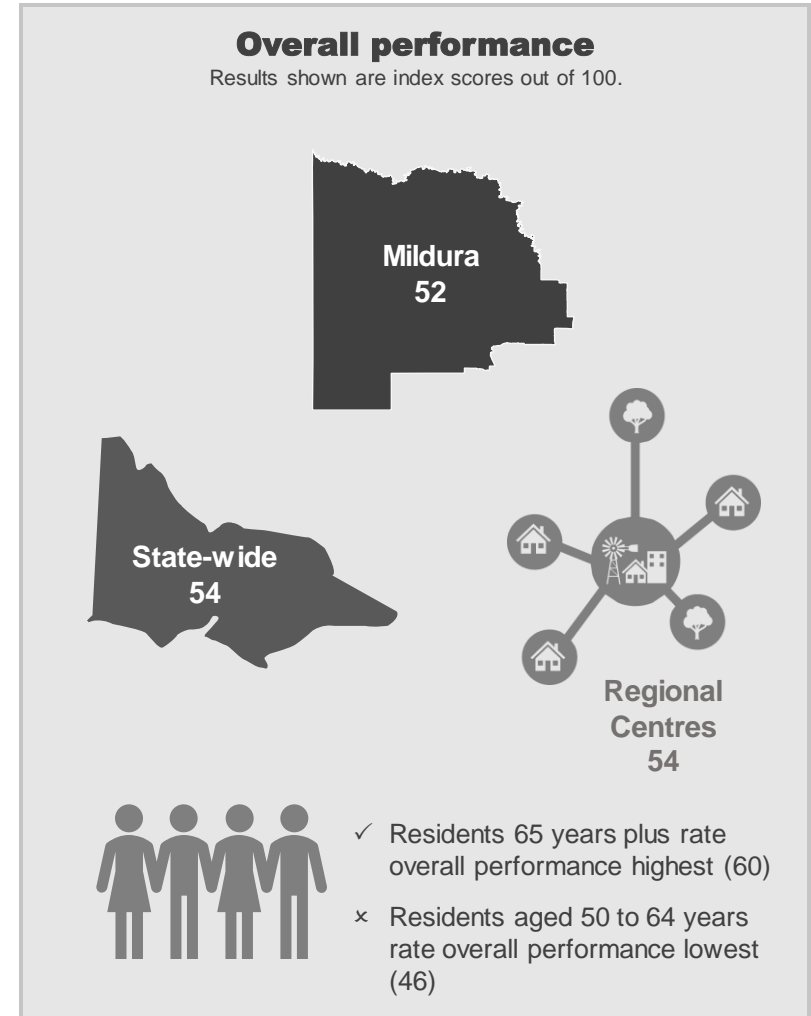


Overall performance

The overall performance index score of 52 for Mildura Rural City Council is two points lower than the 2023 result. Though not a significant change, the slight decline erodes the gains achieved last year after a five year period of incremental year-on-year decline.

- Council's overall performance is rated in line with the Regional Centres group and State-wide averages for councils (both with an index score of 54, and noting both have declined significantly for two consecutive years).
- Residents aged 65 years and over (index score of 60) rate overall performance highest and significantly higher than the average. The rating is 12 to 14 points higher among residents aged 65 years and over than other generational cohorts.
- Council's overall performance rating declined significantly among residents aged 18 to 34 years (index score of 47, down 10 points from last year).

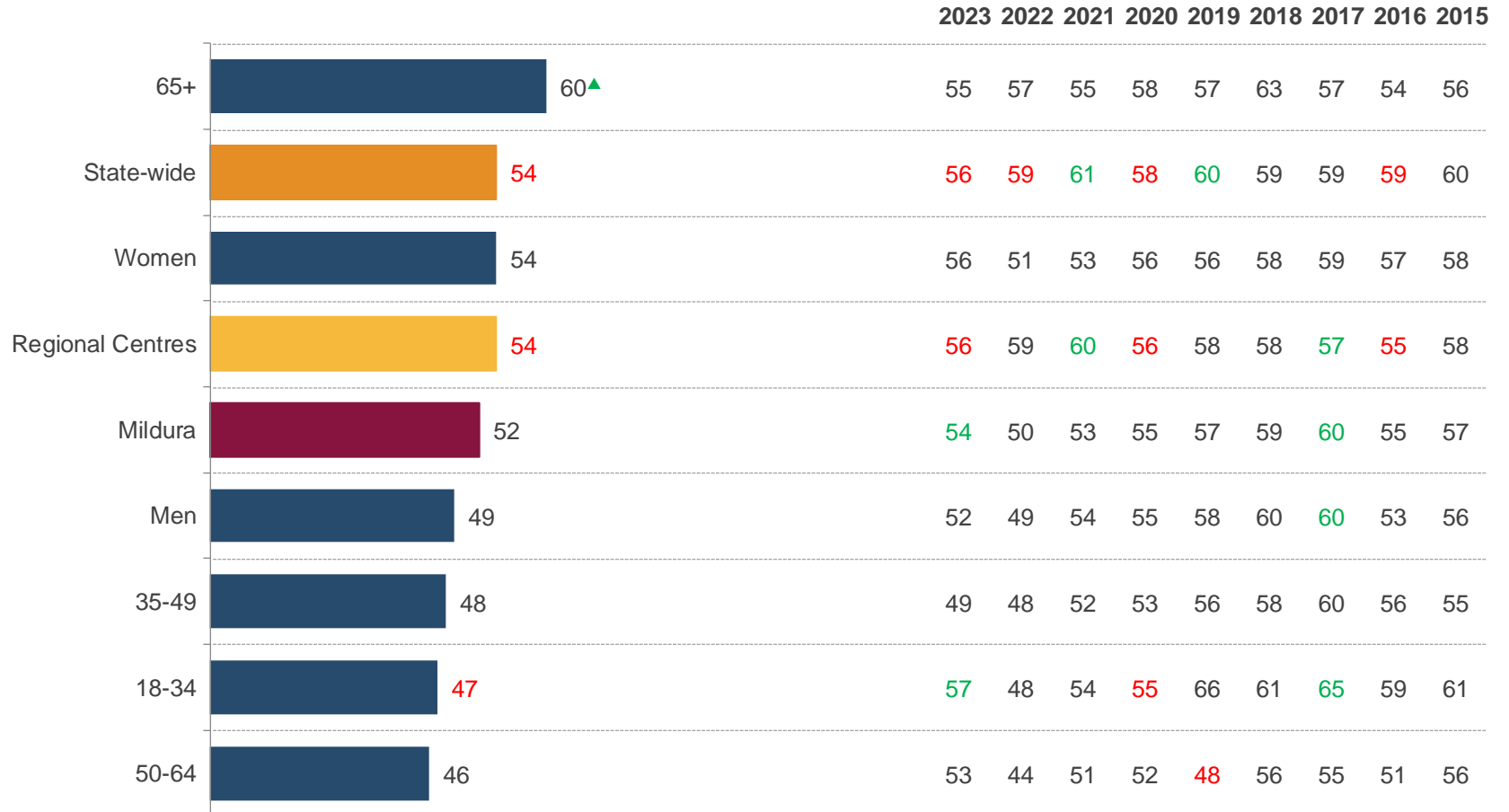
More than one-quarter of Council residents (27%) rate the value for money they receive from Council in infrastructure and services as 'good' or 'very good'. Far more residents (41%) rate the value for money as 'poor' or 'very poor', and 29% rate it as 'average'. On value for money, Council achieves an index score of 43, which is significantly lower than the Regional Centres group and State-wide averages (48 for each).





Overall performance

2024 overall performance (index scores)



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

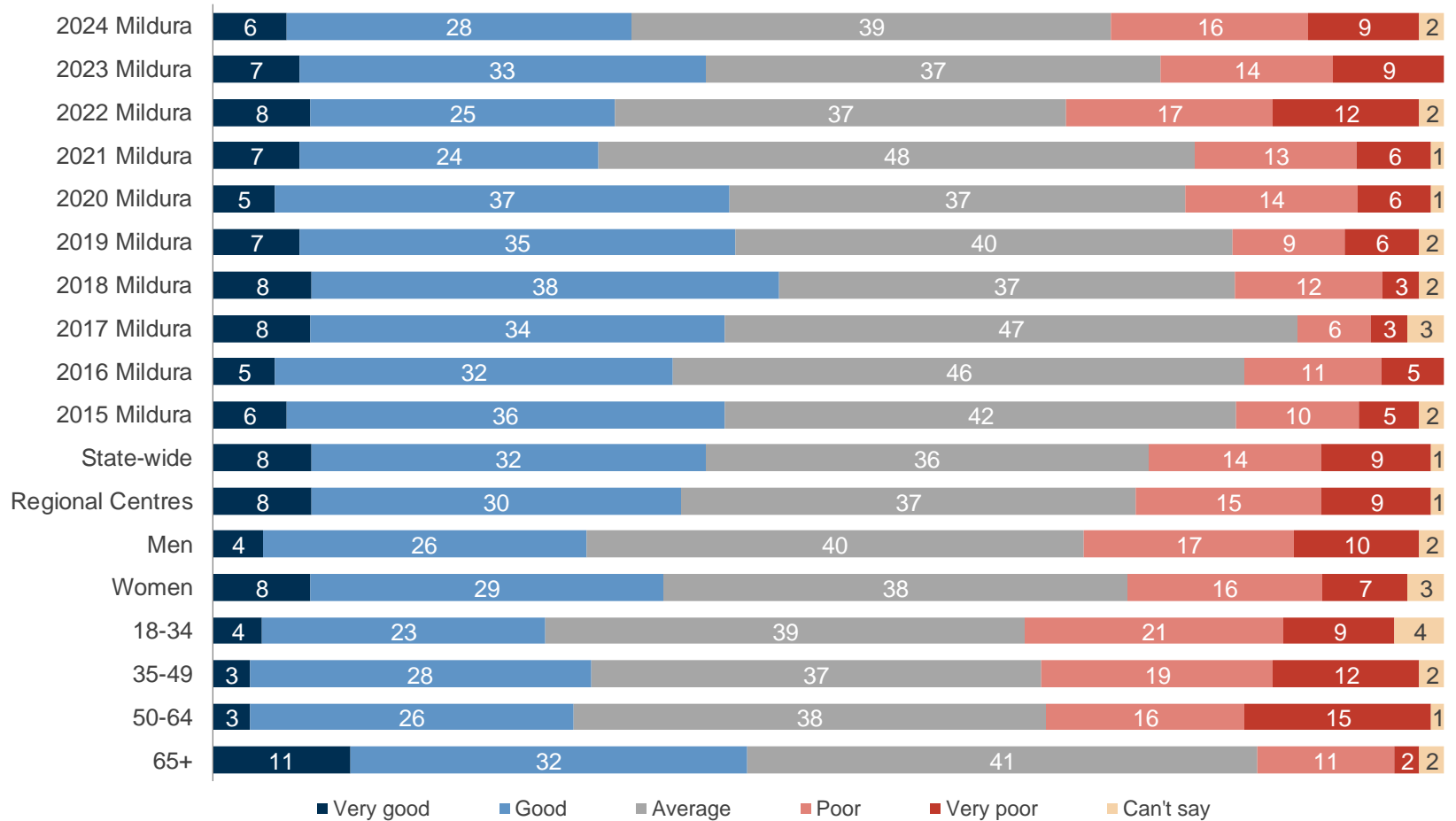
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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



Overall performance

2024 overall performance (%)

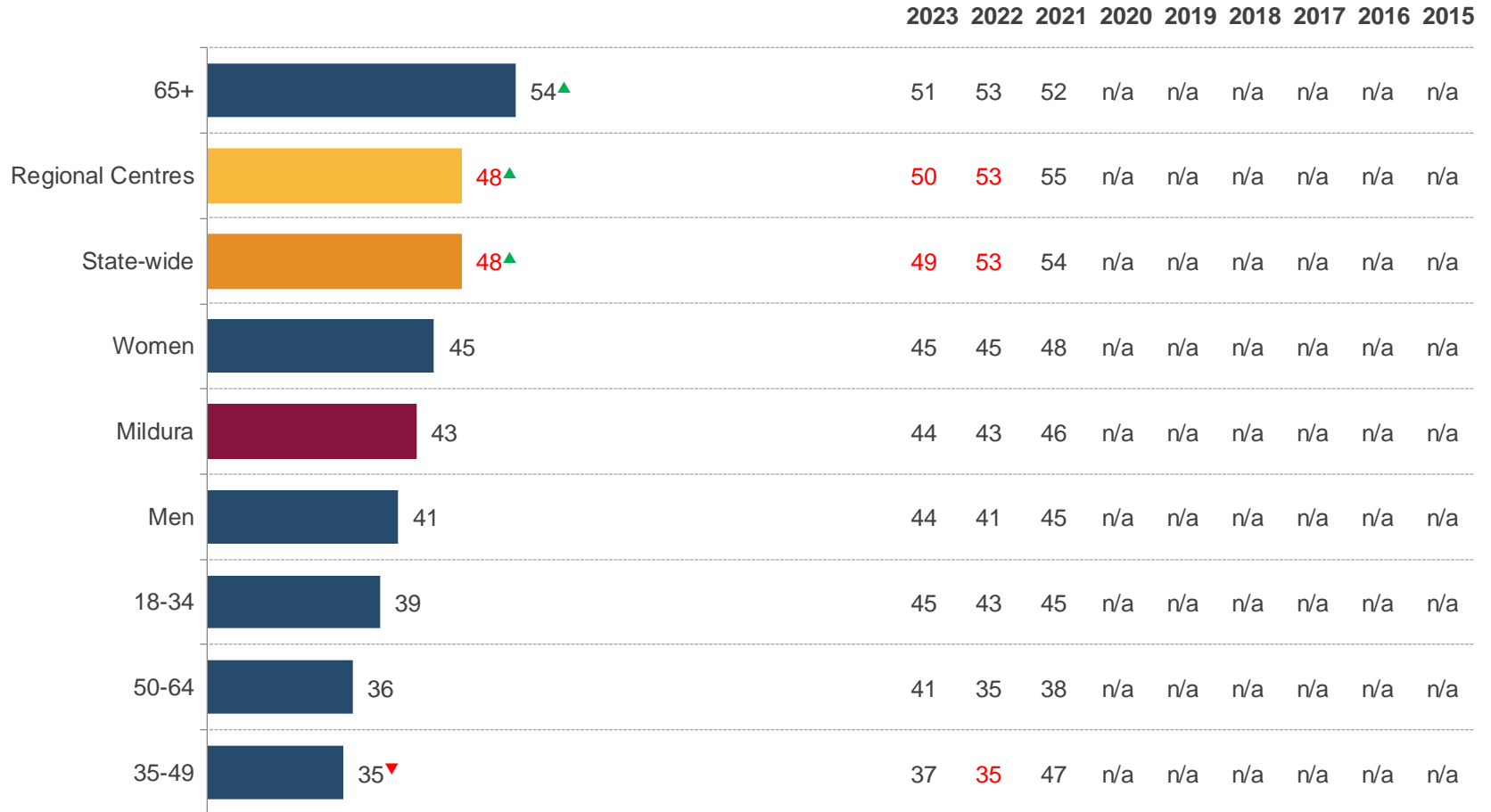


Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Mildura Rural City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
 Base: All respondents. Councils asked State-wide: 62 Councils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



Value for money in services and infrastructure

2024 value for money (index scores)



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

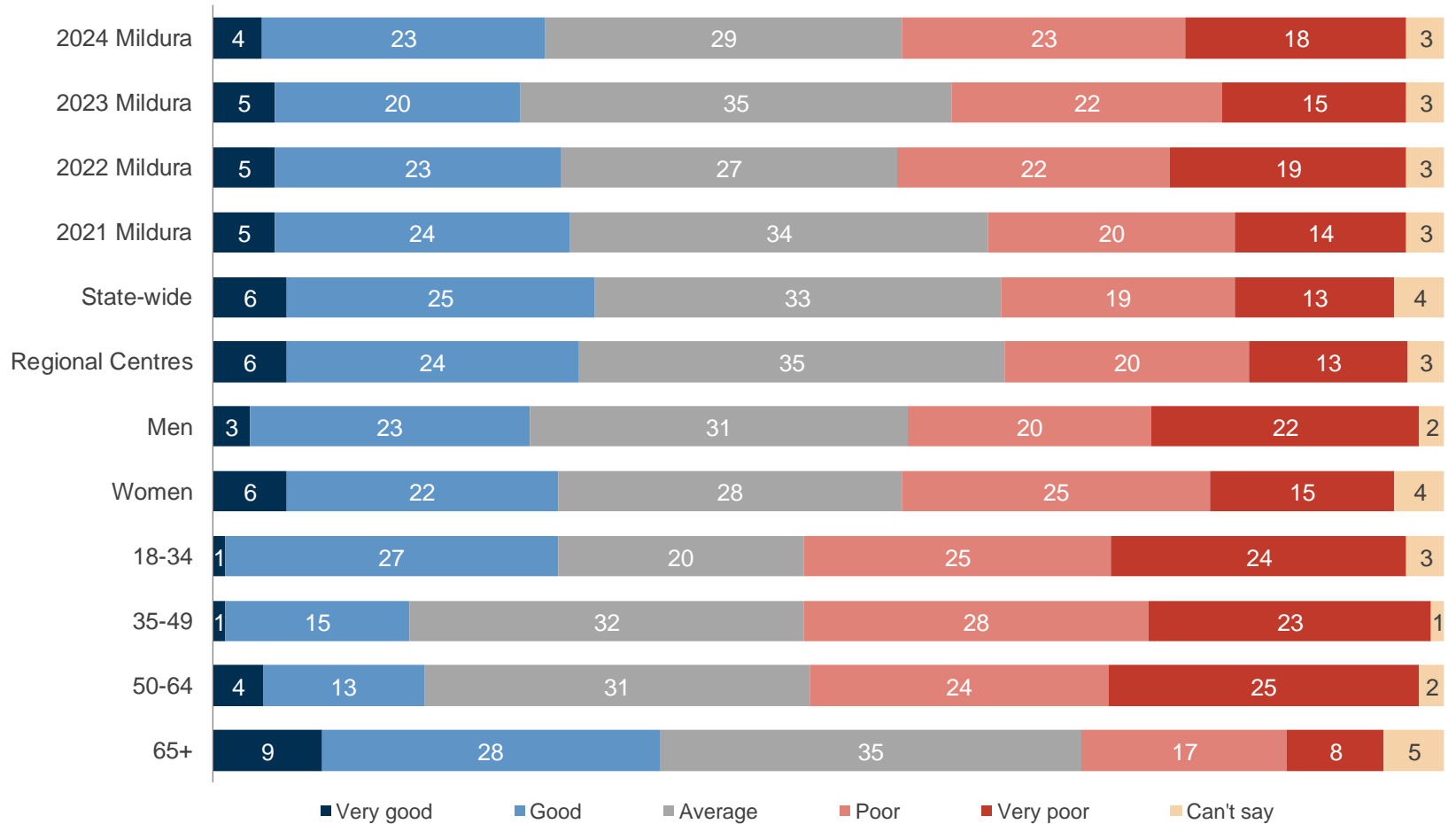
Base: All respondents. Councils asked State-wide: 61 Councils asked group: 9

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



Value for money in services and infrastructure

2024 value for money (%)



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

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



Top performing service areas

Recreational facilities (index score of 65) is the area where Council performed best in 2024. Perceptions have been relatively unchanged for three years.

- Council performs significantly lower than the Regional Centres group and State-wide averages for councils in this service area (index scores of 69 and 68 respectively).
- Residents aged 65 years and over (index score of 73) rate this service area highest and significantly higher than the Council average. Similar to overall performance, they rate facilities 12 to 13 points higher than residents aged 18 to 49 years.

Community and cultural activities is Council's next highest rated service area (index score of 62), followed by emergency and disaster management (61).

- In both of these service areas, Council performs significantly lower than the Regional Centres group and State-wide averages.
- Perceptions of Council's performance on community and cultural activities declined significantly among residents aged 18 to 34 years (down seven points).
- Emergency and disaster management has a moderate influence on the overall performance rating, so this positive result should be maintained.



Recreational facilities (index score of 65) is the area where Council performed best in 2024.



Low performing service areas



Council rates lowest in the areas of unsealed roads (index score of 40), community decisions and lobbying (both 47).

The service area with the lowest rating by Council residents is the maintenance of unsealed roads (index score of 40). Council's rating declined by a significant six index points in this area from 2023. Perceptions of unsealed roads are at their lowest point since Council started evaluating this measure in 2022. Declines occurred across demographic groups with the largest decline occurring among residents aged 18 to 34 years (down 11 index points), eroding the previous year's gains among this cohort.

Despite this, Council performs in line with the Regional Centres group (40) and significantly higher than the State-wide average (index score of 36).

Decisions made in the interest of the community and lobbying are Council's next lowest performing areas (both 47). These service areas have a strong to moderate influence on Council's overall performance, and improvements in these areas will assist with improving perceptions of overall performance.

- In both of these service areas, residents aged 65 years and over rate Council's performance significantly higher than average.

One in seven residents (14%) volunteer community consultation as the area most in need of improvement. A further 12% volunteer sealed road maintenance.



Individual service area performance

2024 individual service area performance (index scores)

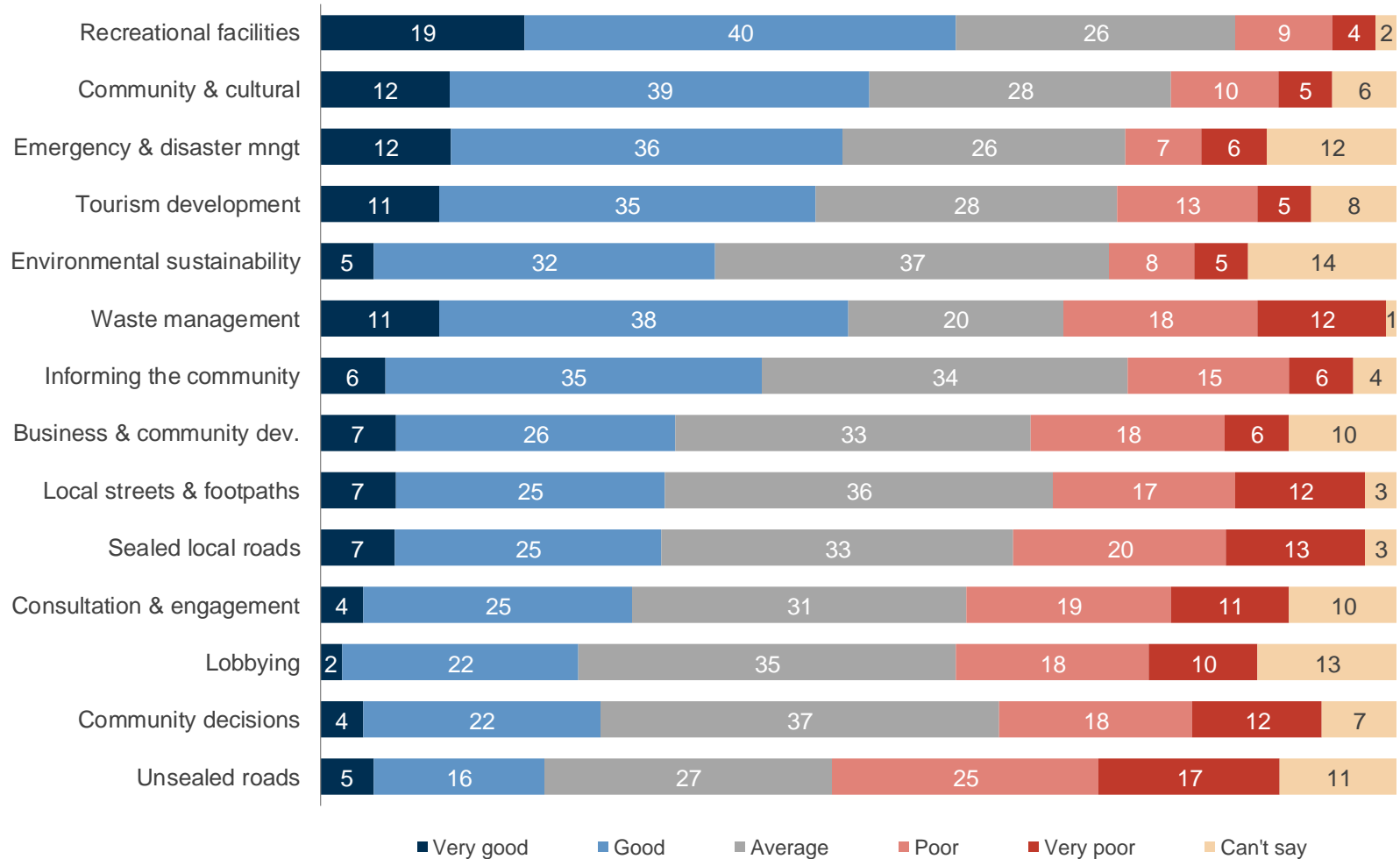
	2023	2022	2021	2020	2019	2018	2017	2016	2015	
Recreational facilities	65	64	63	n/a	n/a	n/a	n/a	n/a	n/a	
Community & cultural	62	63	58	n/a	n/a	n/a	n/a	n/a	n/a	
Emergency & disaster mngt	61	61	61	n/a	n/a	n/a	n/a	n/a	n/a	
Tourism development	60	60	57	n/a	n/a	n/a	n/a	n/a	n/a	
Environmental sustainability	57	60	56	n/a	n/a	n/a	n/a	n/a	n/a	
Waste management	55	52	52	52	n/a	n/a	n/a	n/a	n/a	
Informing the community	55	57	54	n/a	n/a	n/a	n/a	n/a	n/a	
Business & community dev.	53	55	52	n/a	n/a	n/a	n/a	n/a	n/a	
Local streets & footpaths	49	53	53	n/a	n/a	n/a	n/a	n/a	n/a	
Sealed local roads	48	52	54	59	55	57	57	56	54	58
Consultation & engagement	48	50	49	50	54	56	56	58	55	57
Lobbying	47	48	46	52	55	55	53	54	51	52
Community decisions	47	49	45	48	50	53	54	56	51	54
Unsealed roads	40	46	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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



Individual service area performance

2024 individual service area performance (%)



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



Influences on perceptions of overall performance

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

- Decisions made in the interest of the community.

Good communication and transparency with residents about decisions Council has made in the community's interest provides the greatest opportunity to drive up overall opinion of Council's performance. Council is currently rated poorly in this area (index score of 47).

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

- Informing the community
- Lobbying on behalf of the community
- Business and community development
- Emergency management
- Waste management
- The condition of sealed local roads.

Looking at these key service areas only, Council performs best on emergency management (index score of 61), which has a moderate influence on the overall performance rating.

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

Other service areas that have a moderate influence on overall perceptions, but where Council performs relatively less well, are business and community development, informing the community and waste management (index scores of 53, 55 and 55 respectively).

A focus on generating opportunities for local business and the community, keeping residents well informed on key issues and Council activities, and maintaining current efforts on waste services can help to shore up positive overall perceptions of Council.

However, most in need of attention are Council's lobbying efforts and the condition of its sealed roads, which are rated as poor (index scores of 47 and 48 respectively) and are moderate influences on overall community opinion.

It will be important to demonstrate efforts to advocate for the community and to attend to the maintenance of sealed roads to improve overall perceptions of Council performance.



Regression analysis explained

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

In the charts that follow:

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

The regressions are shown on the following two charts.

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

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



Influence on overall performance: all service areas

2024 regression analysis (all service areas)

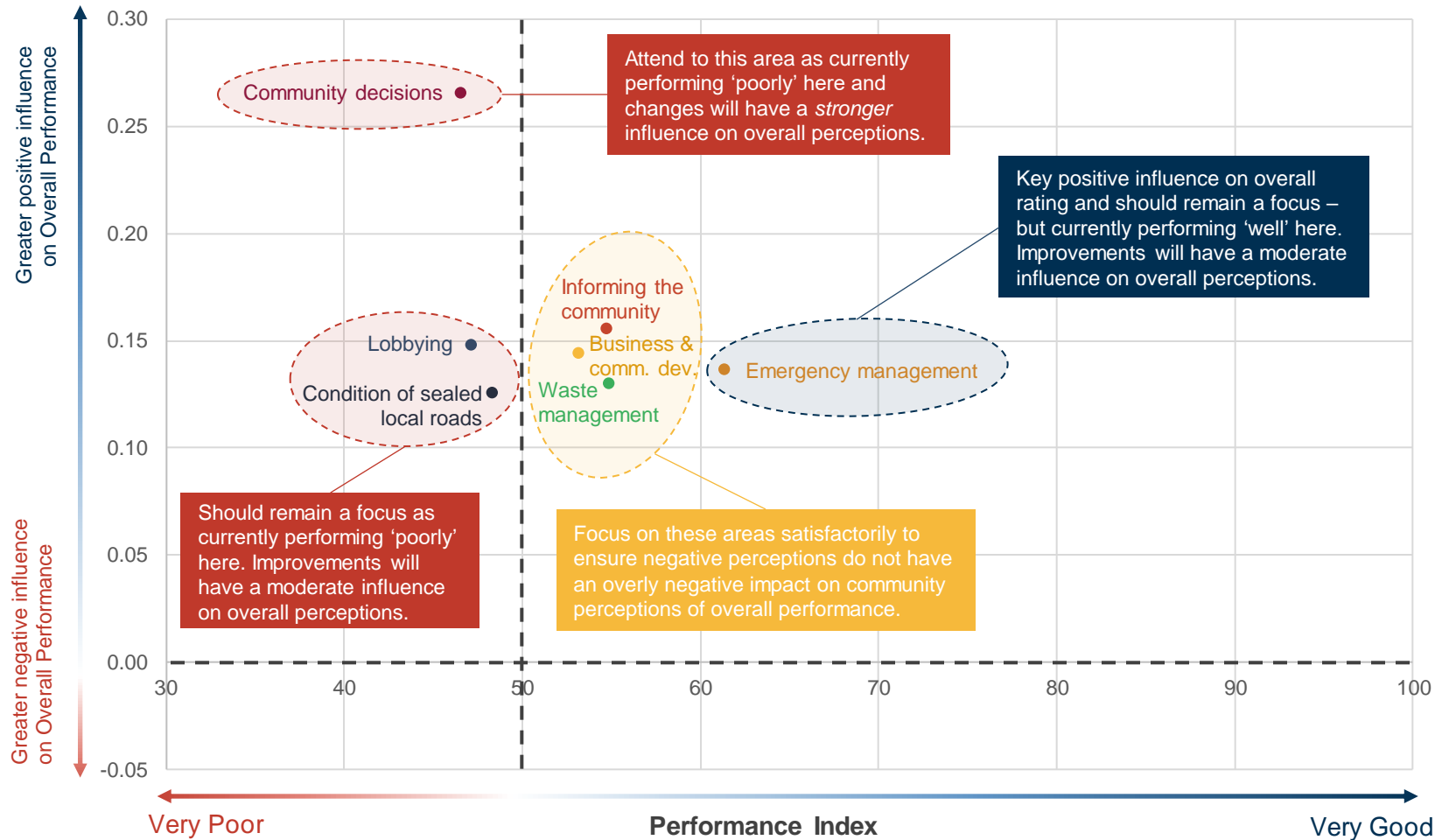


The multiple regression analysis model above (all service areas) has an R^2 value of 0.683 and adjusted R^2 value of 0.675, which means that 68% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 89.96$. This model should be interpreted with some caution as some data is not normally distributed and not all service areas have linear correlations.



Influence on overall performance: key service areas

2024 regression analysis (key service areas)



The multiple regression analysis model above (reduced set of service areas) has an R^2 value of 0.673 and adjusted R^2 value of 0.669, which means that 67% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at $p = 0.0001$, $F = 173.79$.



Areas for improvement

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



Q17. What does Mildura Rural City Council MOST need to do to improve its performance?
 Base: All respondents. Councils asked State-wide: 49 Councils asked group: 8
 A verbatim listing of responses to this question can be found in the accompanying dashboard.



Customer service



Contact with council and customer service

Contact with council

More than half of Council residents (56%) had contact with Council in the previous 12 months. Rate of contact has been relatively stable since 2020.

- Residents aged 65 years and over (47%), who rate Council highest across all service areas evaluated, had the lowest rate of contact with Council compared to other cohort groups. By contrast, residents aged 50 to 64 years (65%) and 35 to 49 years (63%) contacted Council at a higher rate.



Among those residents who have had contact with Council, 61% provide a positive customer service rating of 'very good' or 'good', including 28% of residents who rate Council's customer service as 'very good'.

Customer service

Perceptions of Council's customer service (index score of 65) declined by four (not significant) points, eroding some of the gains achieved in 2023.

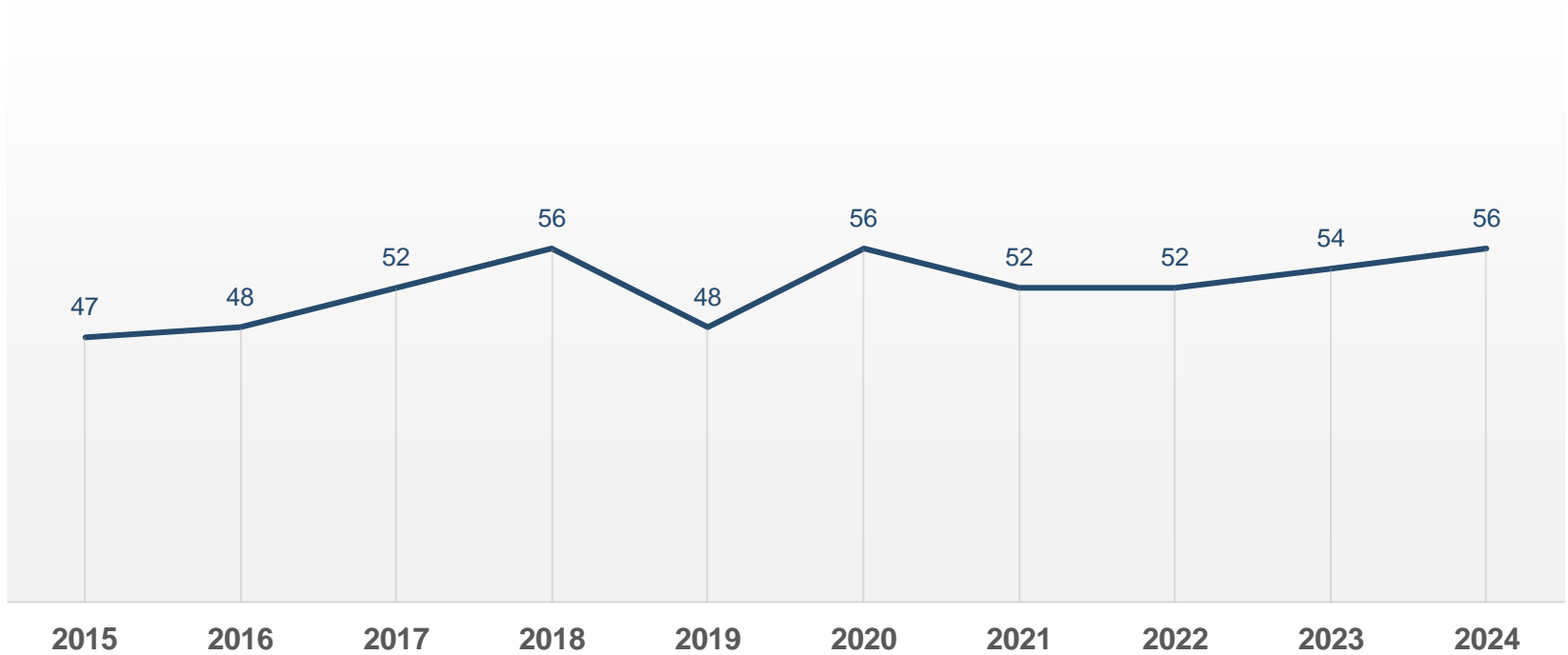
- Customer service is rated in line with the Regional Centres group and State-wide averages (index scores of 68 and 67 respectively).
- Ratings decreased significantly this year (down 13 points on 2023 to an index score of 57) among residents aged 18 to 34 years. This is the only demographic group where perceptions declined significantly.
- Customer service ratings across individual demographic cohorts are not significantly different from the Council average.

Among those residents who have had contact with Council, three in five (61%) provide a positive customer service rating of 'very good' or 'good'. This is three times as many as those who rate customer service as 'poor' or 'very poor' (20%, up from 13% last year).



Contact with council

2024 contact with council (%)
Have had contact

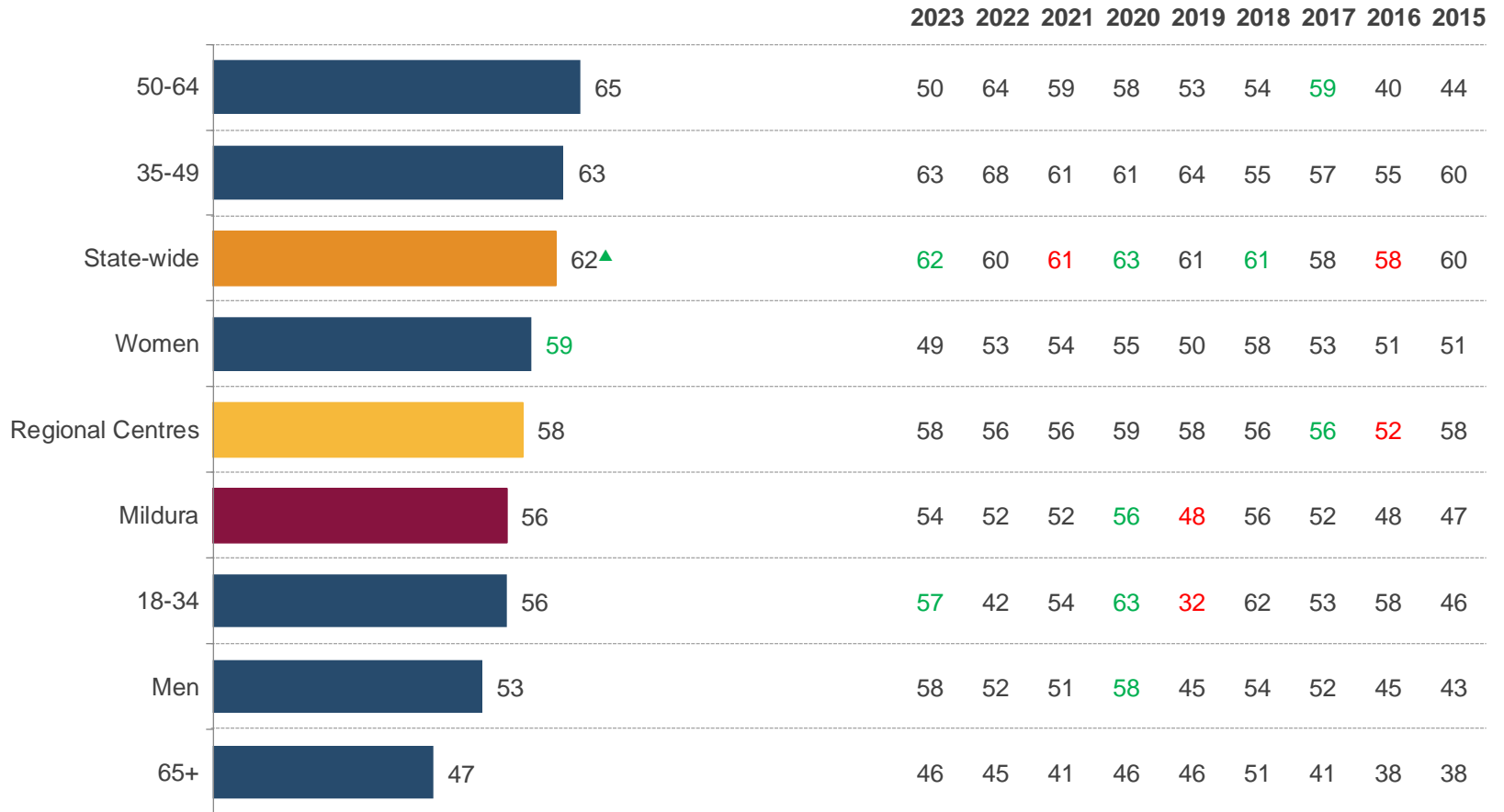


Q5. Over the last 12 months, have you or any member of your household had any contact with Mildura Rural City Council? This may have been in person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?
Base: All respondents. Councils asked State-wide: 36 Councils asked group: 5



Contact with council

2024 contact with council (%)



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

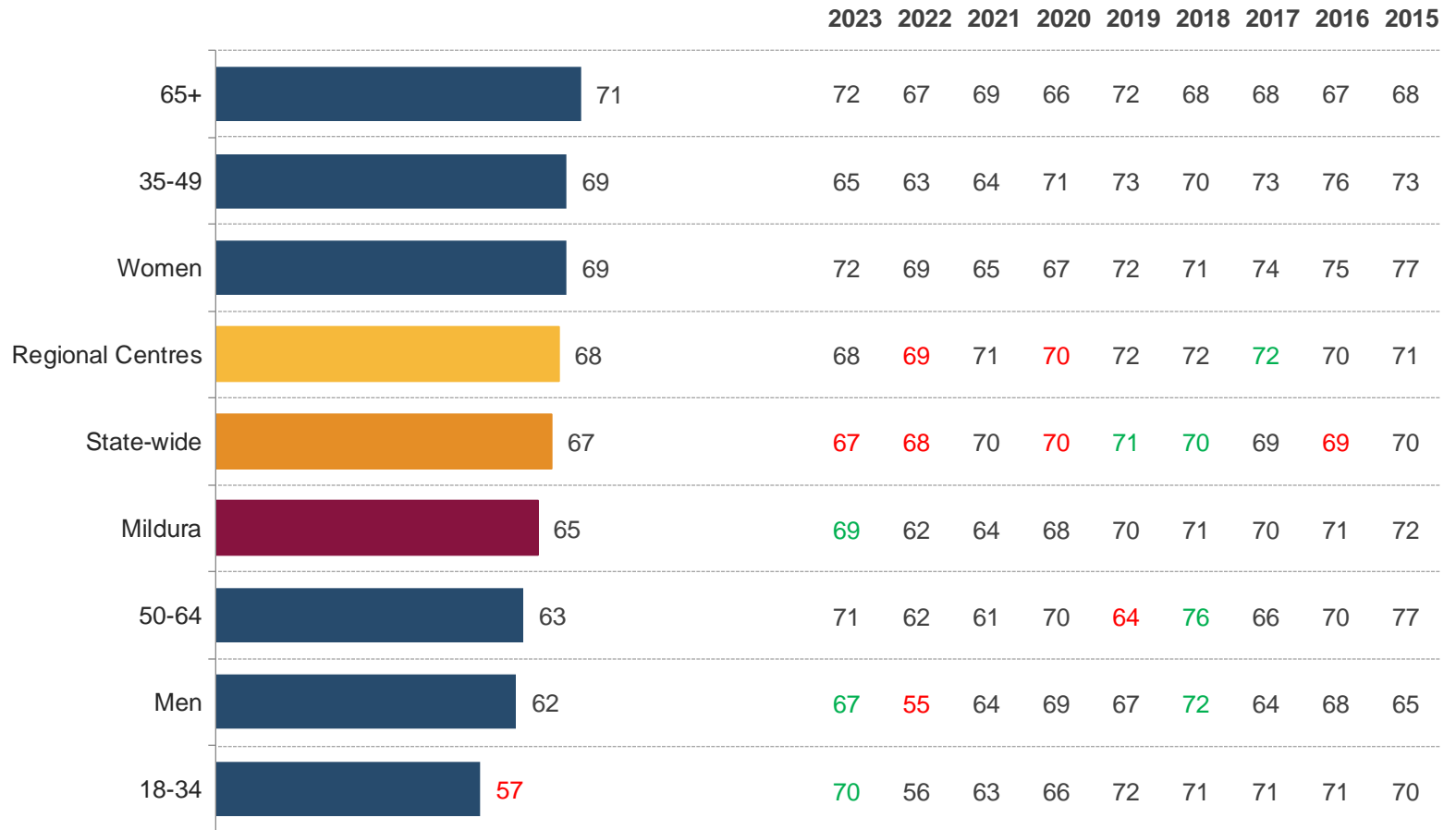
Base: All respondents. Councils asked State-wide: 36 Councils asked group: 5

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



Customer service rating

2024 customer service rating (index scores)



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

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

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

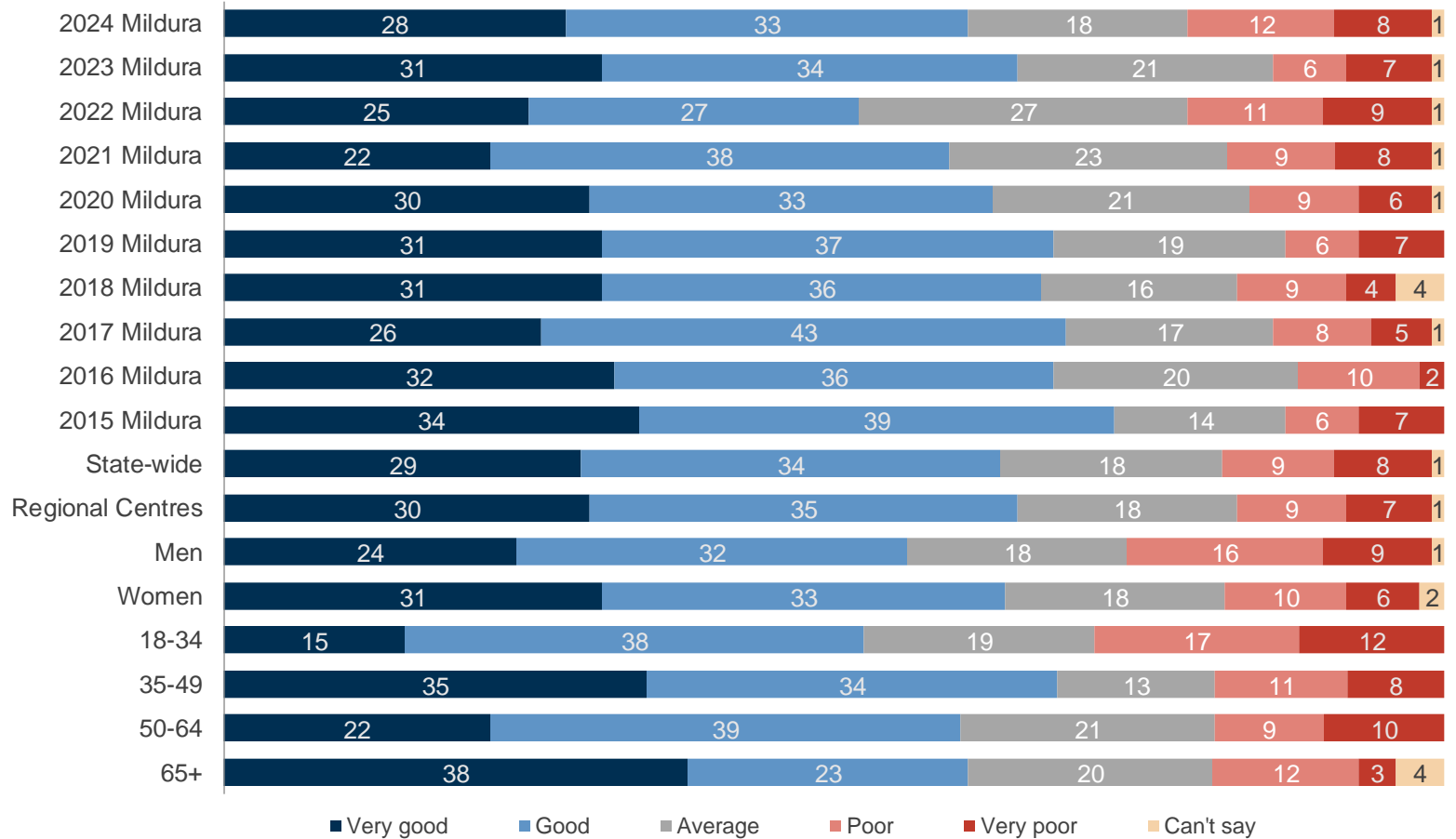
Councils asked State-wide: 62 Councils asked group: 9

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



Customer service rating

2024 customer service rating (%)



Q5c. Thinking of the most recent contact, how would you rate Mildura Rural City Council for customer service?
 Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
 Base: All respondents who have had contact with Council in the last 12 months.
 Councils asked State-wide: 62 Councils asked group: 9



Council direction



Council direction

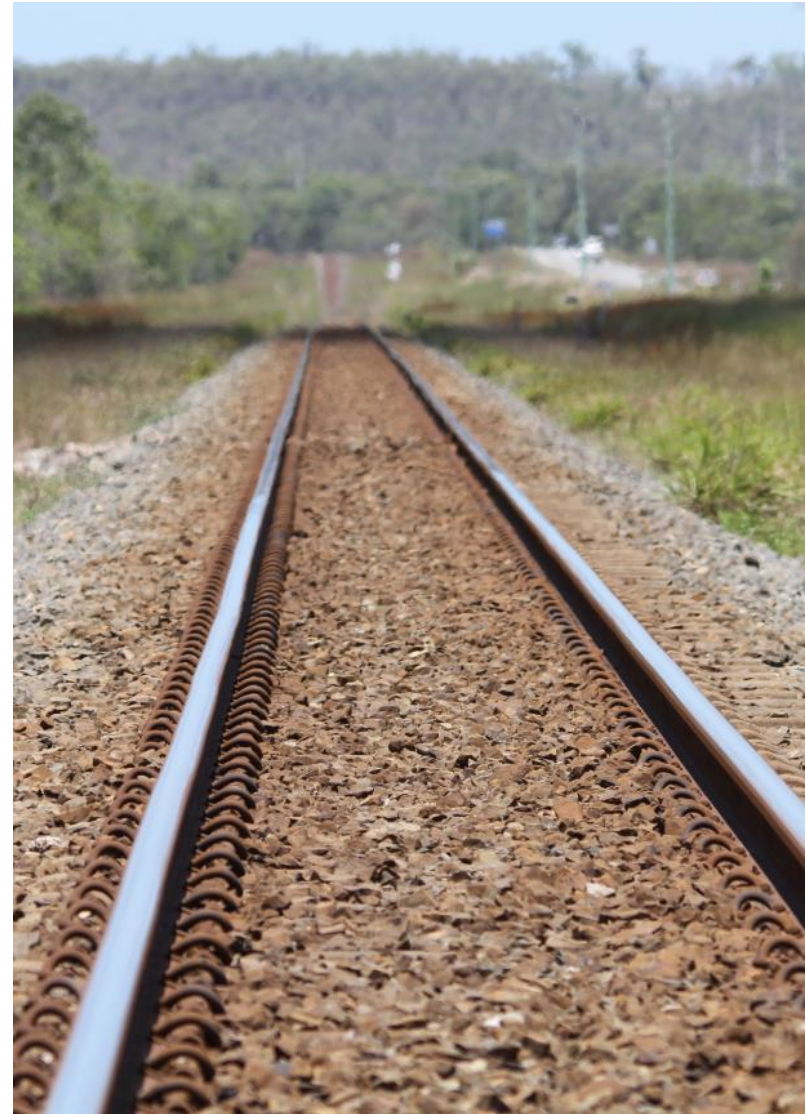
Over the previous 12 months, 60% of Council residents believe the direction of Council's overall performance 'stayed the same'.

- 12% believe the direction has improved in the last 12 months (down five percentage points on 2023).
- 23% believe it has deteriorated, which is up four percentage points on 2023.

Perceptions of the direction of Council's overall performance (index score of 45) have declined to their lowest point in a decade.

These perceptions are however in line with the Regional Centres group and State-wide average (both have index scores of 45, both of which declined significantly for the third year running).

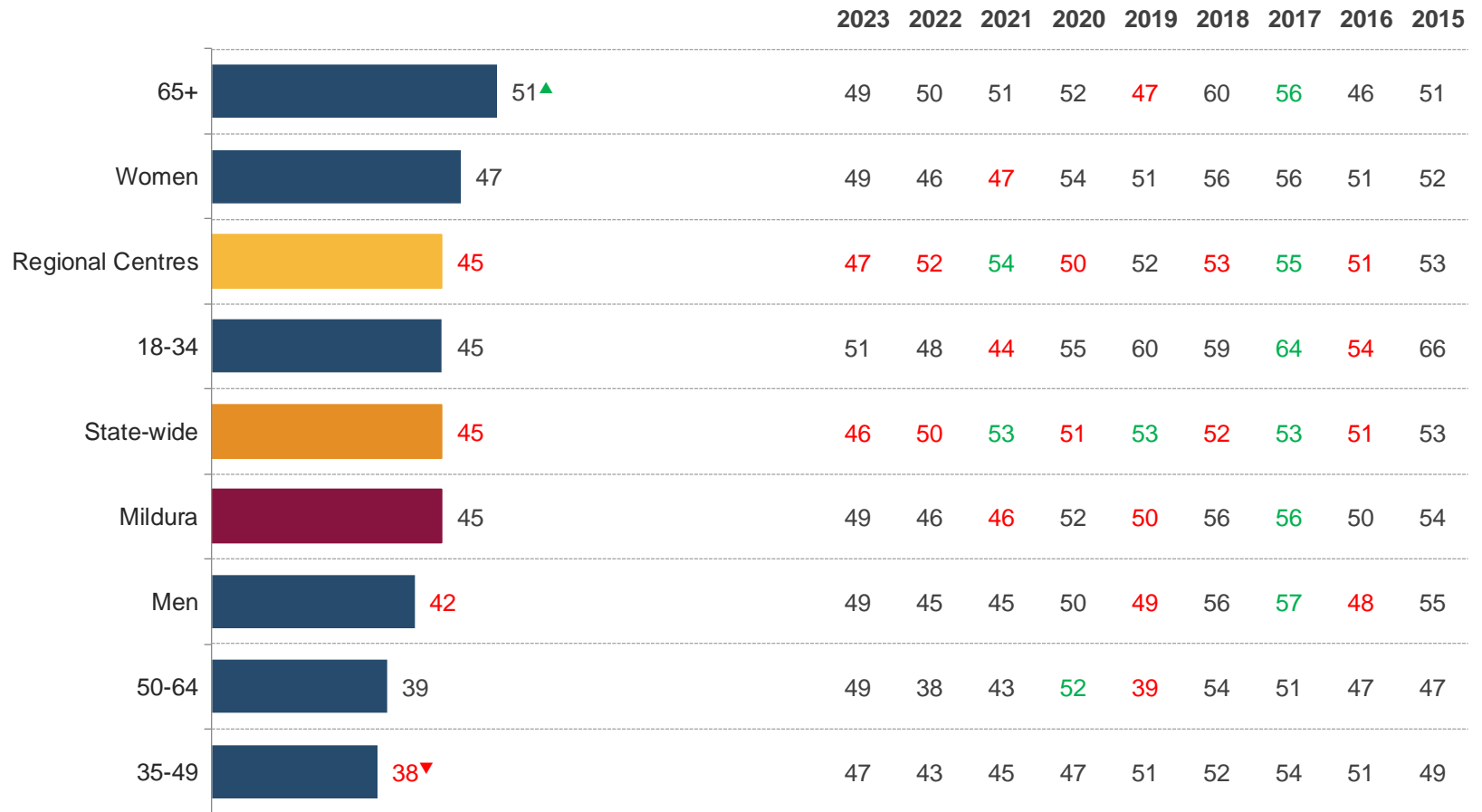
- Residents aged 65 years and over (index score of 51) rate council direction highest and significantly higher than the average.
- By contrast, residents aged 35 to 49 years (38) rate council direction lowest and significantly lower than the average after having declined by a significant nine index points in their impressions of council direction from 2023.





Overall council direction last 12 months

2024 overall council direction (index scores)



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

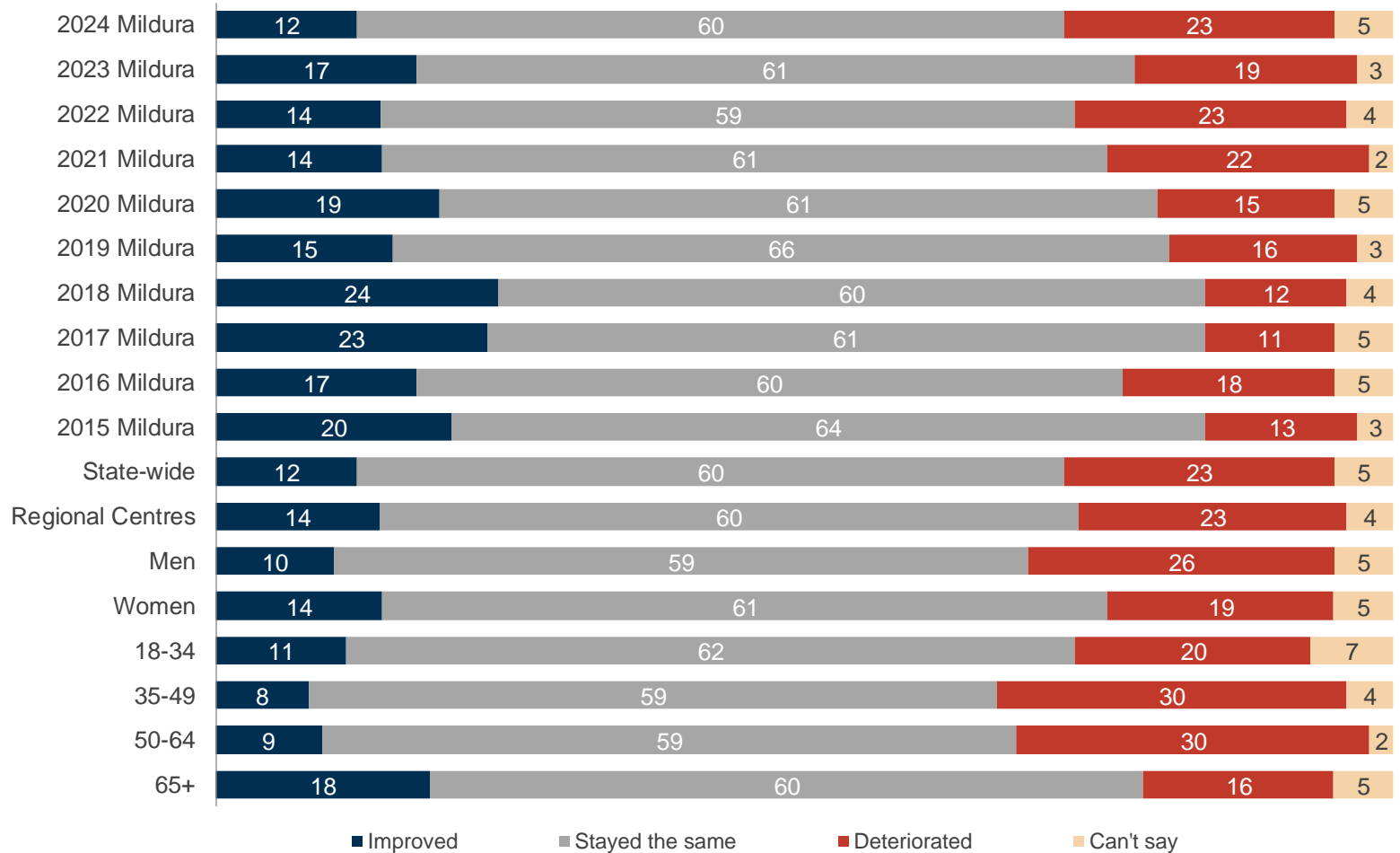
Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

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



Overall council direction last 12 months

2024 overall council direction (%)



Q6. Over the last 12 months, what is your view of the direction of Mildura Rural City Council's overall performance?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9



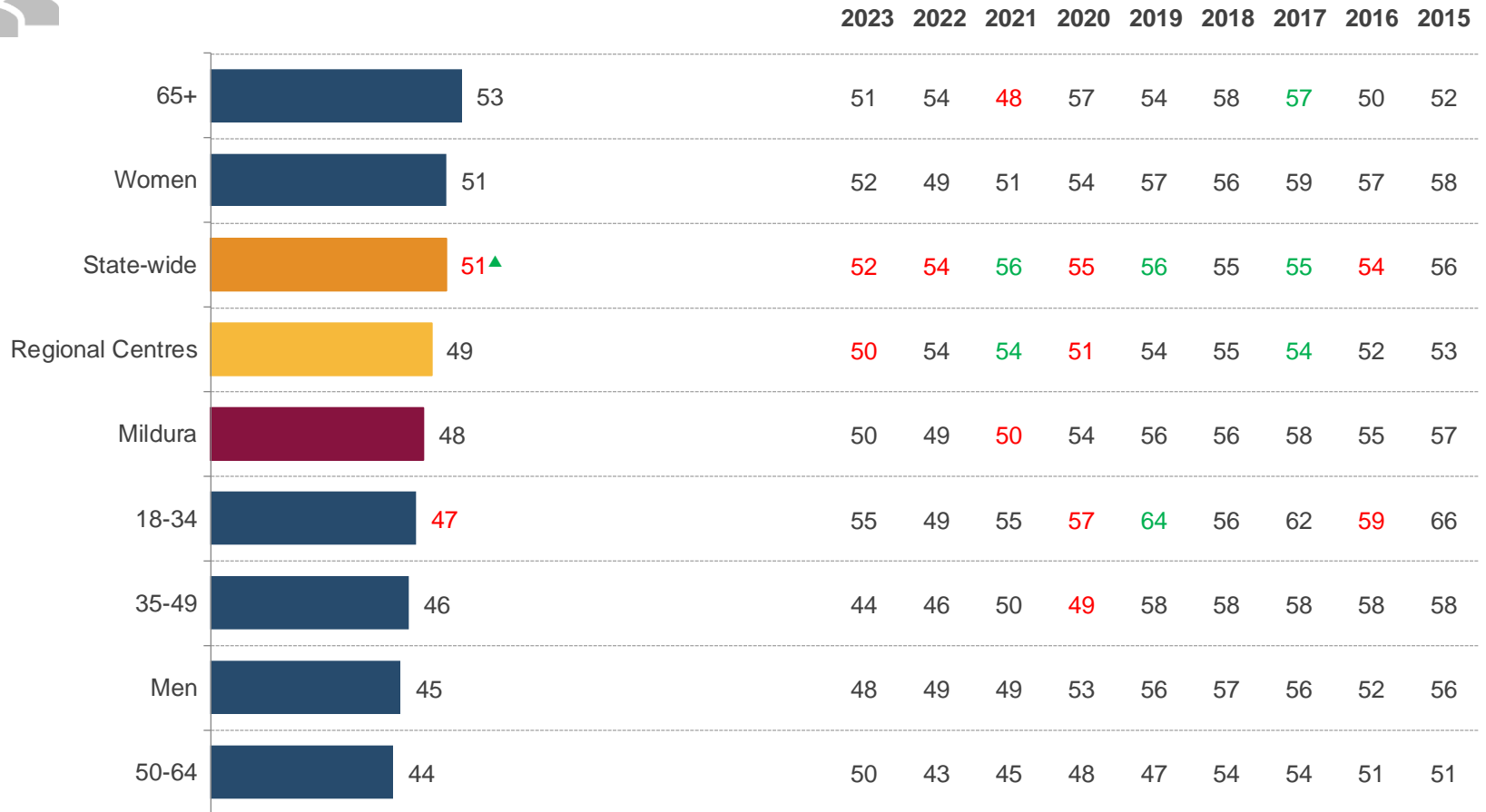
Individual service areas



Community consultation and engagement performance



2024 consultation and engagement performance (index scores)



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

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

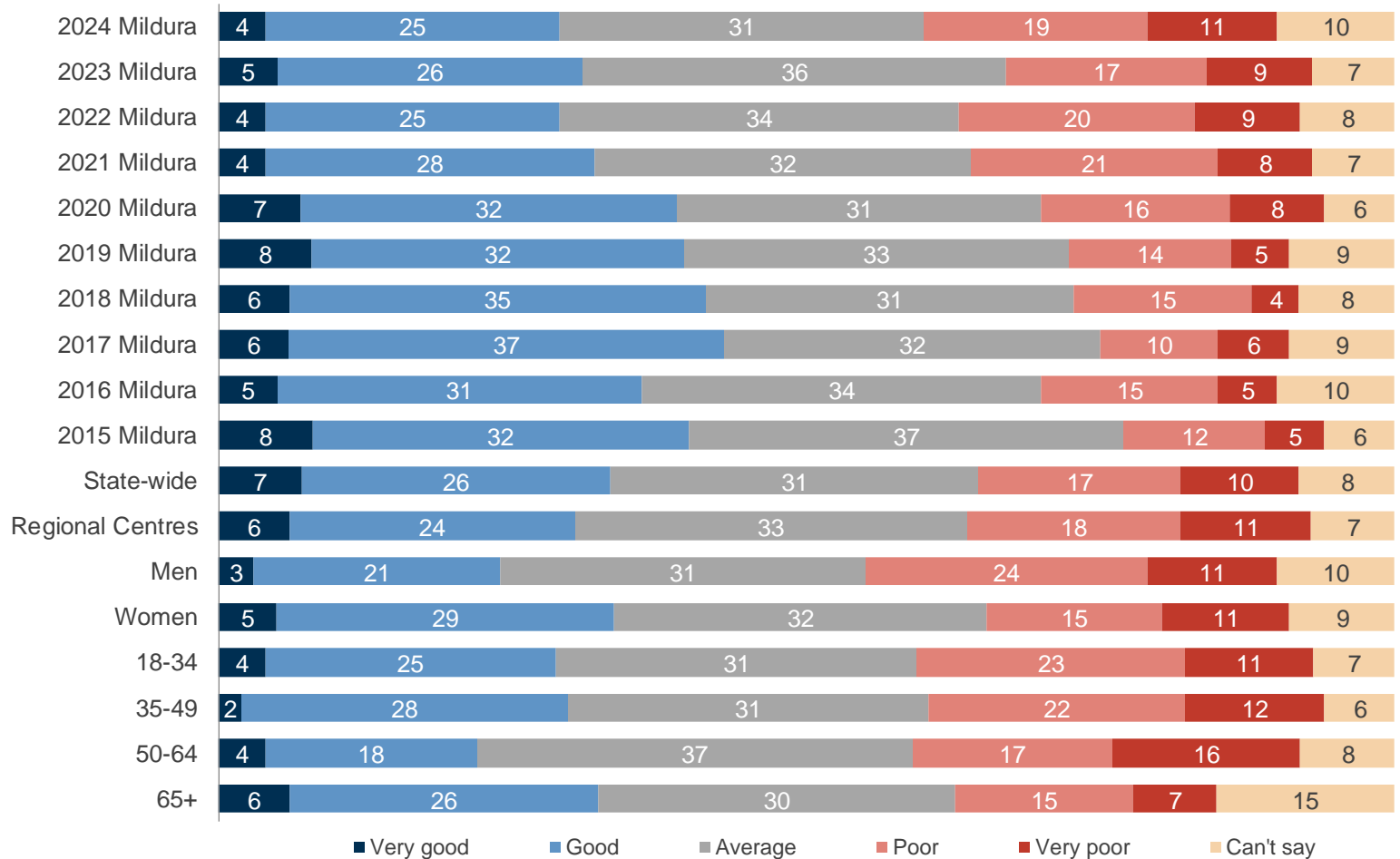
Note: Please see Appendix A for explanation of significant differences.



Community consultation and engagement performance



2024 consultation and engagement performance (%)



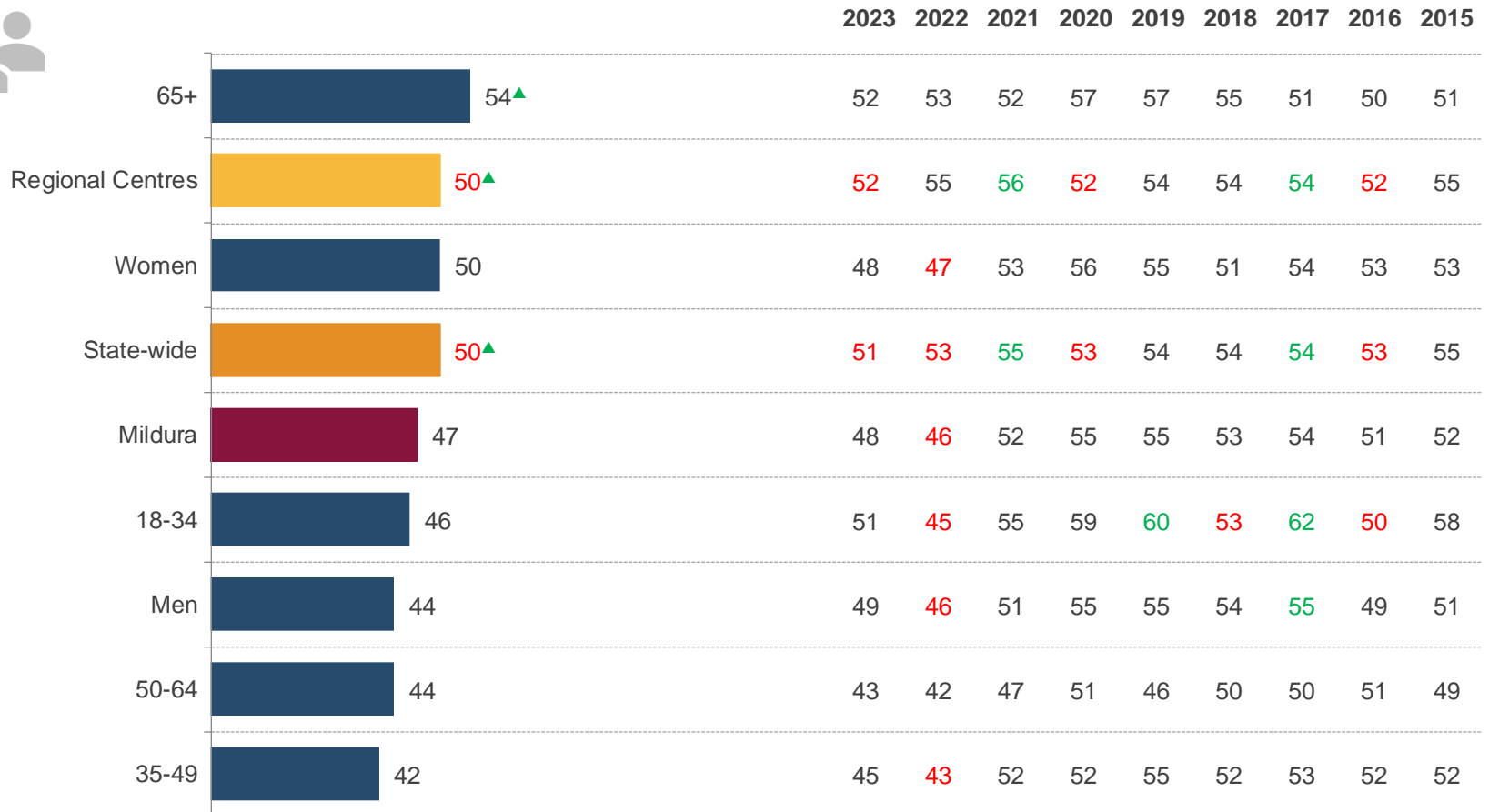
Q2. How has Council performed on 'Community consultation and engagement' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9



Lobbying on behalf of the community performance



2024 lobbying performance (index scores)



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: 6

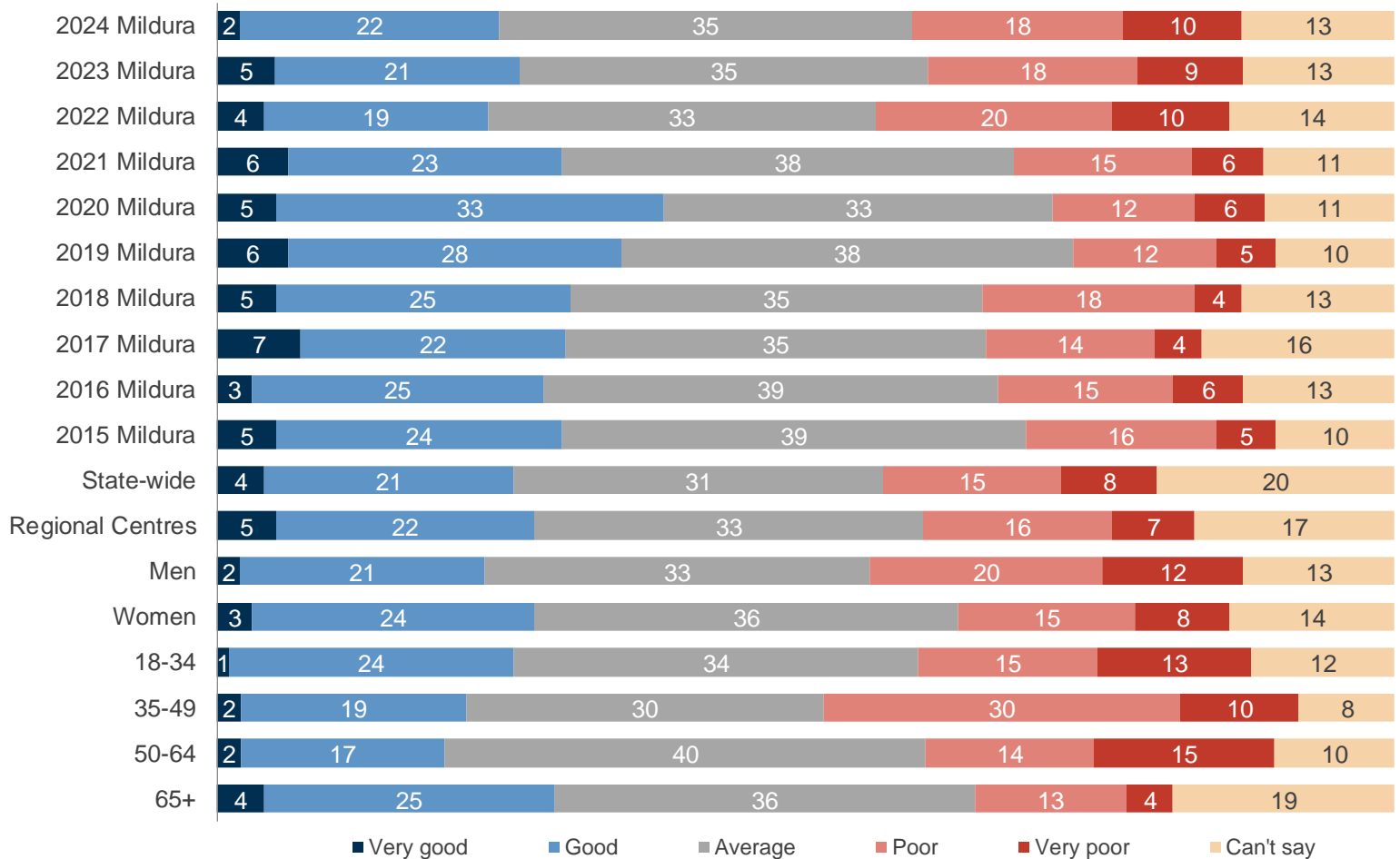
Note: Please see Appendix A for explanation of significant differences.



Lobbying on behalf of the community performance



2024 lobbying performance (%)

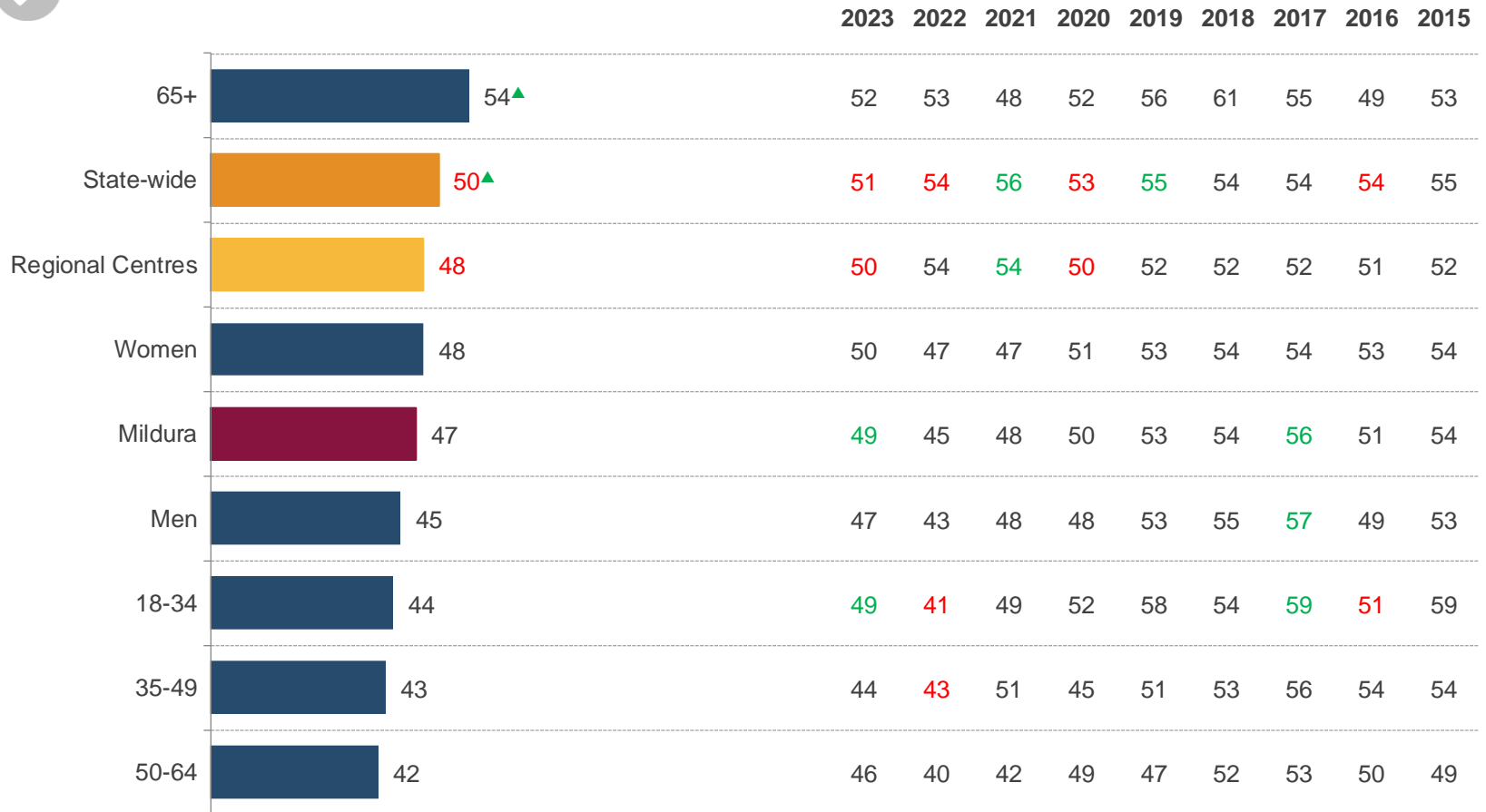


Q2. How has Council performed on 'Lobbying on behalf of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 46 Councils asked group: 6

Decisions made in the interest of the community performance



2024 community decisions made performance (index scores)

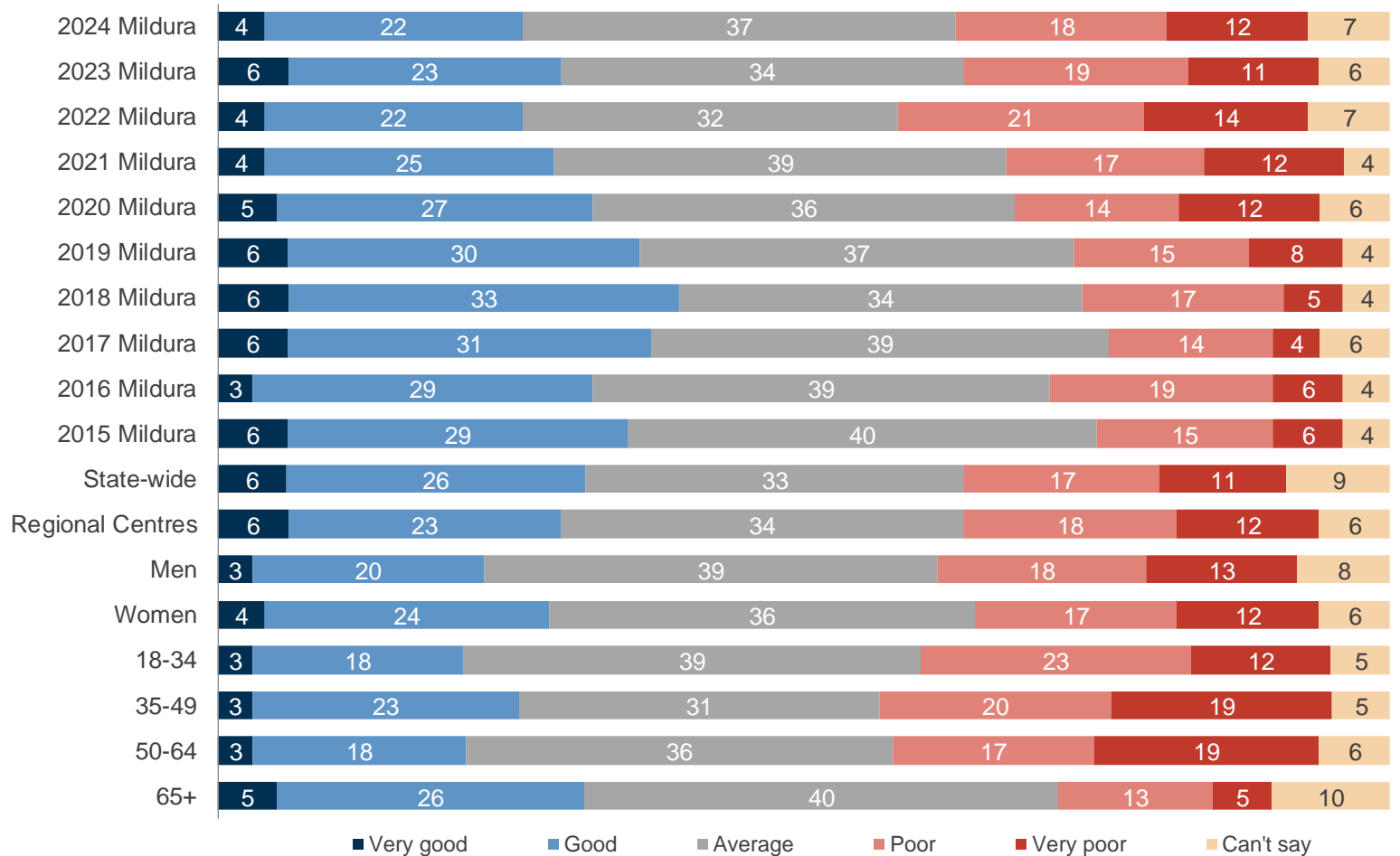


Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.

Decisions made in the interest of the community performance



2024 community decisions made performance (%)



Q2. How has Council performed on 'Decisions made in the interest of the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9

The condition of sealed local roads in your area performance



2024 sealed local roads performance (index scores)

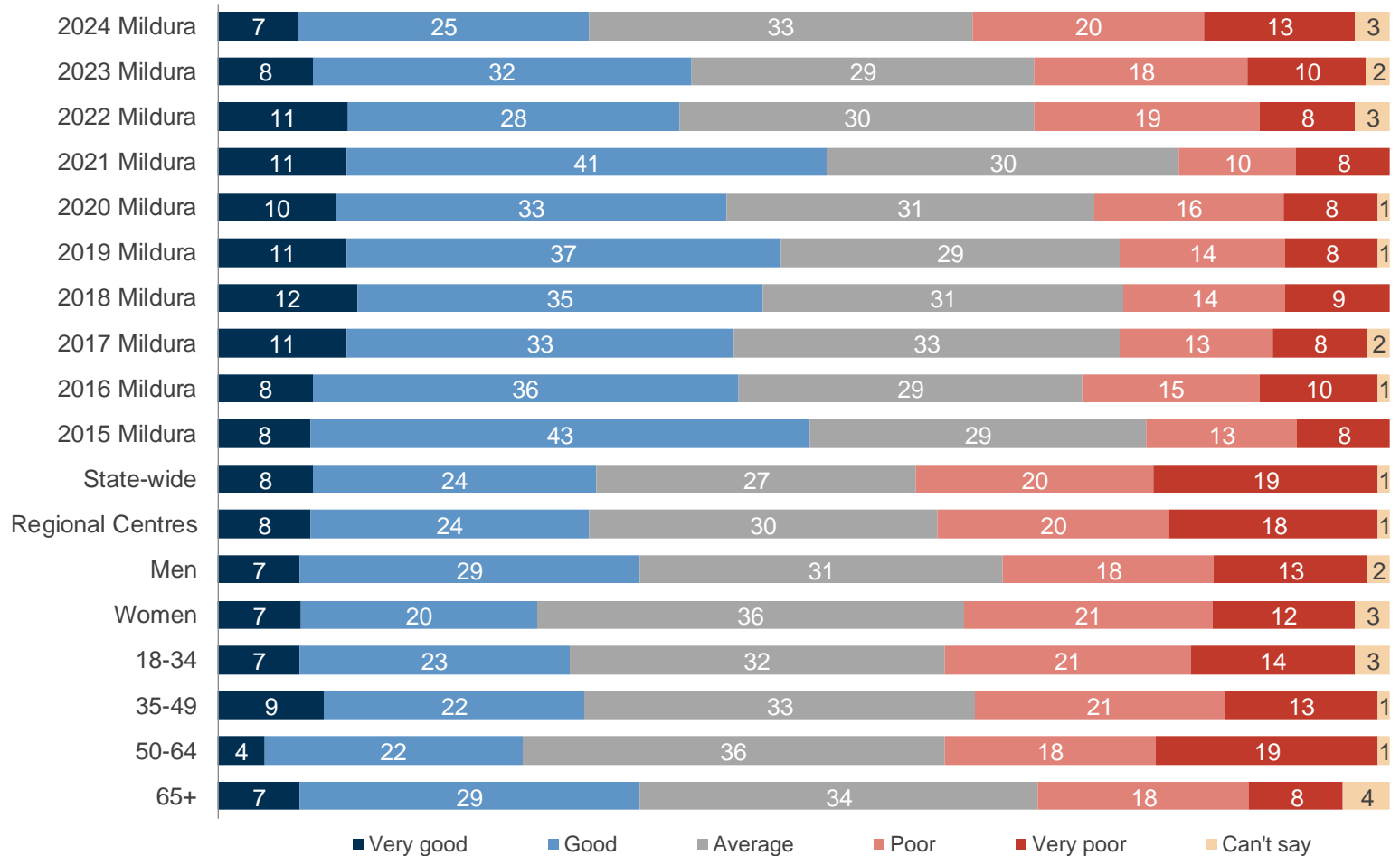
	2023	2022	2021	2020	2019	2018	2017	2016	2015	
65+	52	54	58	62	59	61	59	59	57	59
Men	50	53	53	61	54	59	58	56	54	58
Mildura	48	52	54	59	55	57	57	56	54	58
35-49	48	48	54	58	52	60	55	55	53	54
Women	47	52	54	58	56	56	56	56	55	58
18-34	46	54	53	62	55	58	60	60	55	60
Regional Centres	46	49	54	60	55	57	54	53	54	55
State-wide	45▼	48	53	57	54	56	53	53	54	55
50-64	43	51	47	53	52	52	54	51	51	57

Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.

The condition of sealed local roads in your area performance



2024 sealed local roads performance (%)



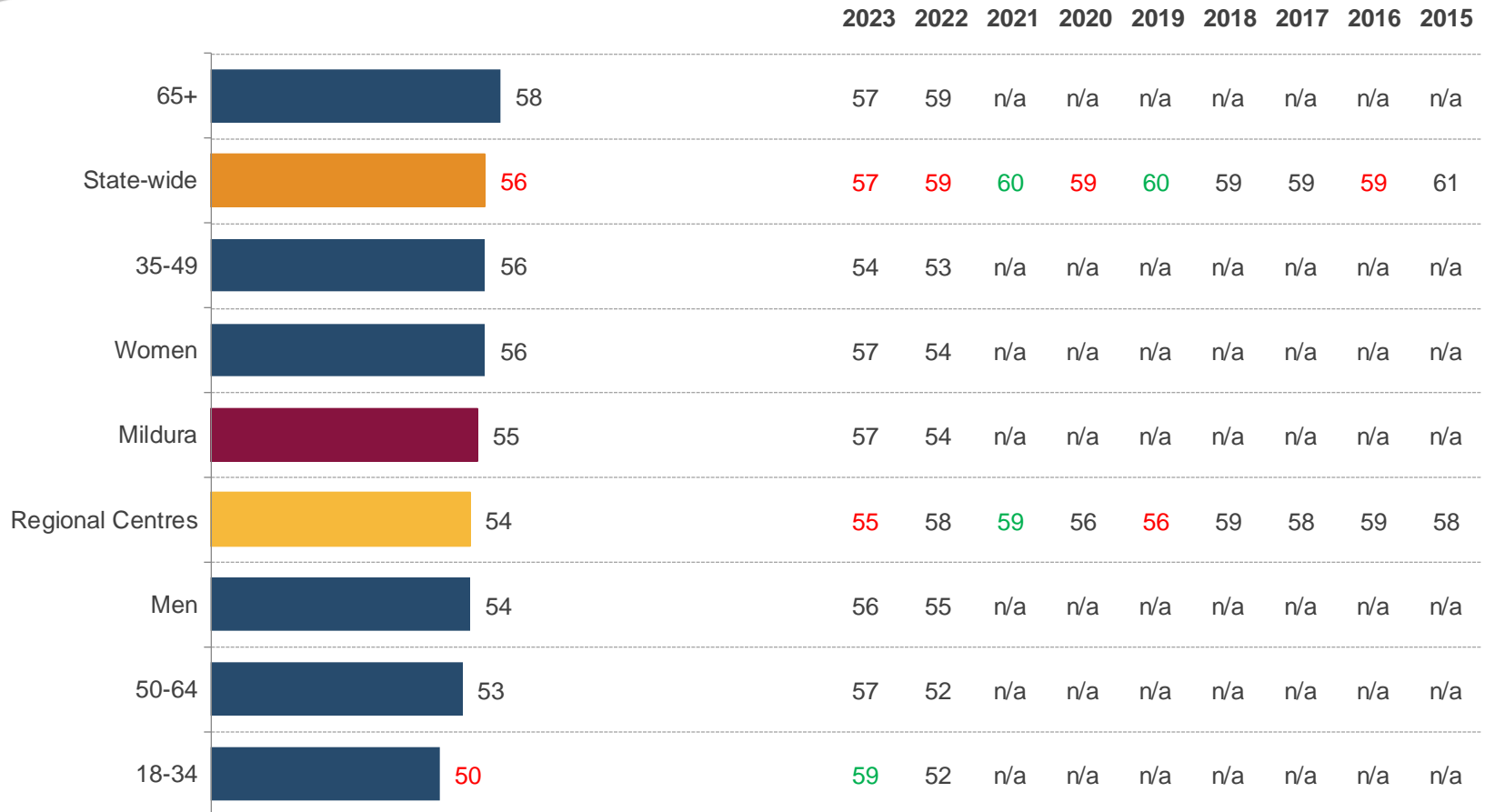
Q2. How has Council performed on 'The condition of sealed local roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9



Informing the community performance



2024 informing community performance (index scores)



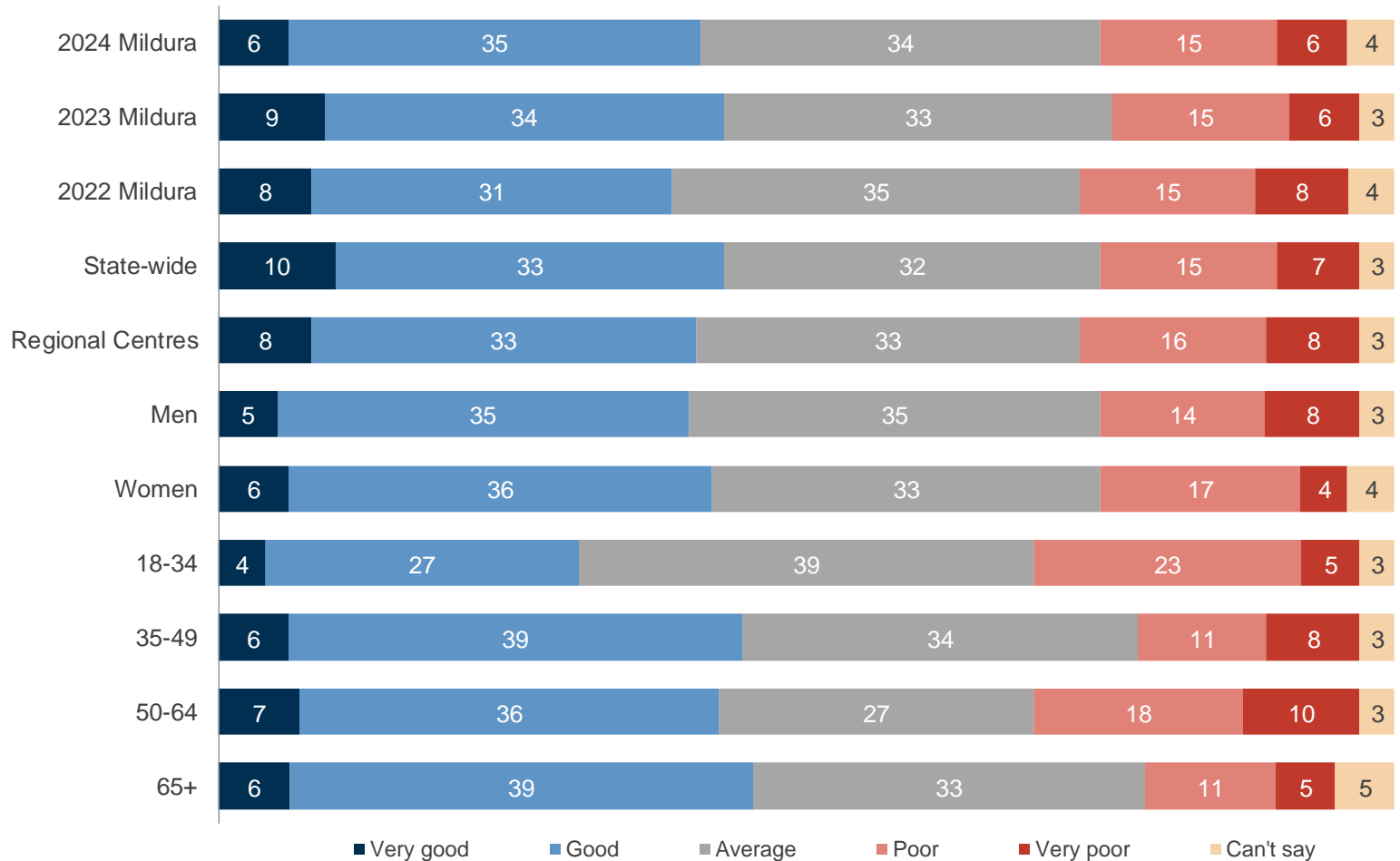
Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Informing the community performance



2024 informing community performance (%)

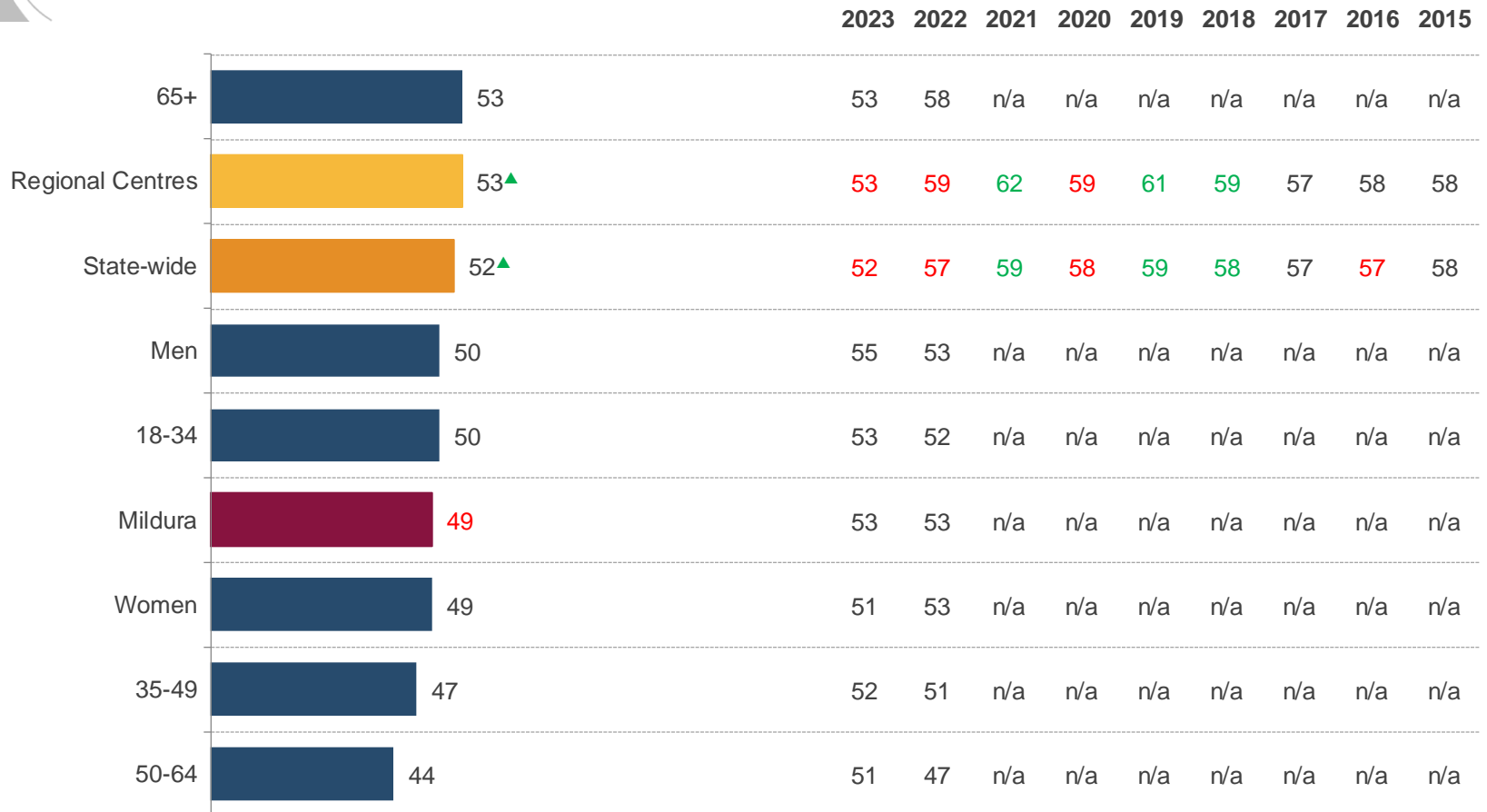


Q2. How has Council performed on 'Informing the community' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 6

The condition of local streets and footpaths in your area performance



2024 streets and footpaths performance (index scores)



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

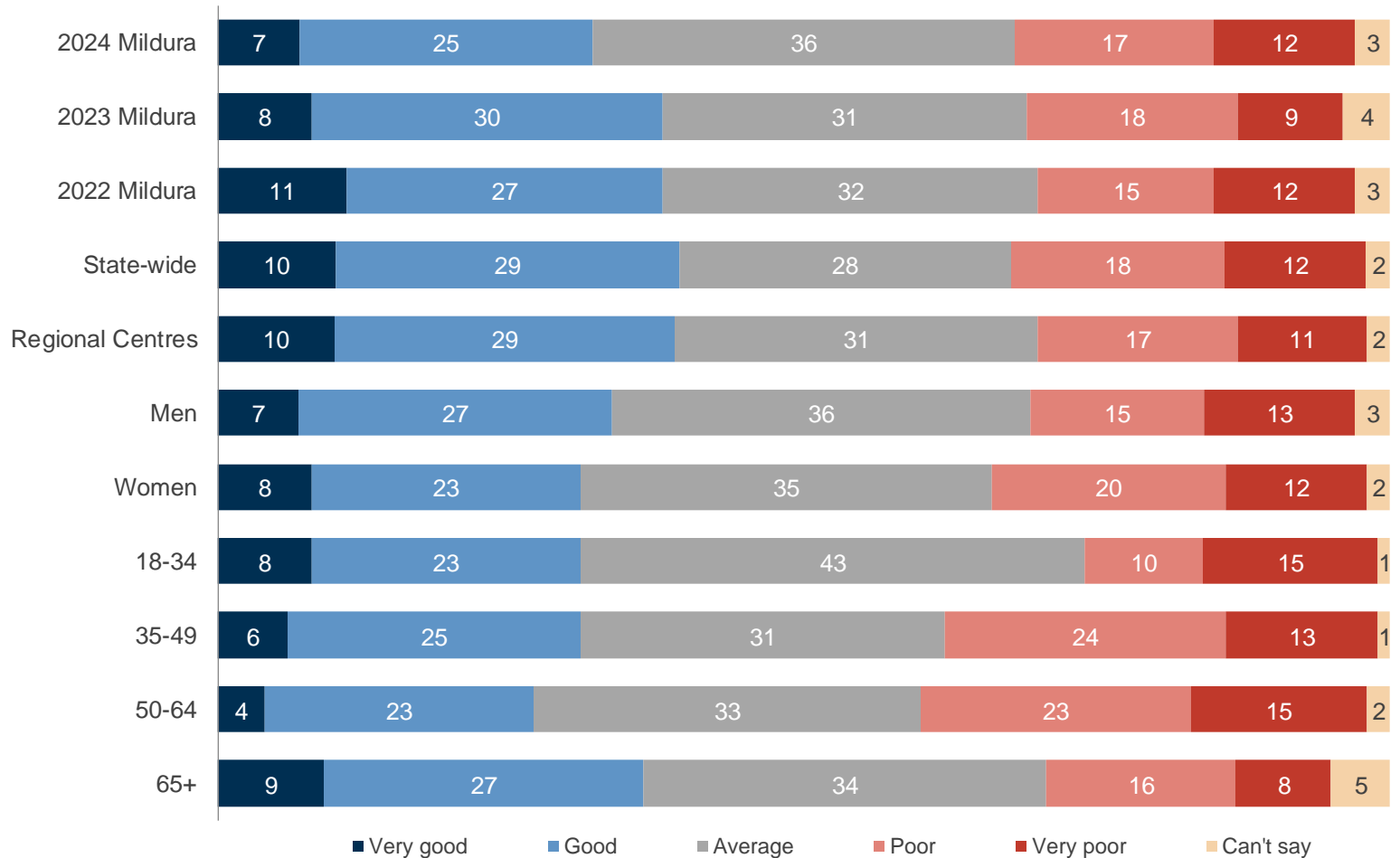
Base: All respondents. Councils asked State-wide: 31 Councils asked group: 6

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

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: 6



Recreational facilities performance



2024 recreational facilities performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
65+	70	73	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Regional Centres	69▲	72	74	70	71	70	69	70	69
State-wide	68▲	69	71	70	70	69	70	69	70
Men	64	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
50-64	63	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	64	63	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	64	66	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18-34	62	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
35-49	59	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a

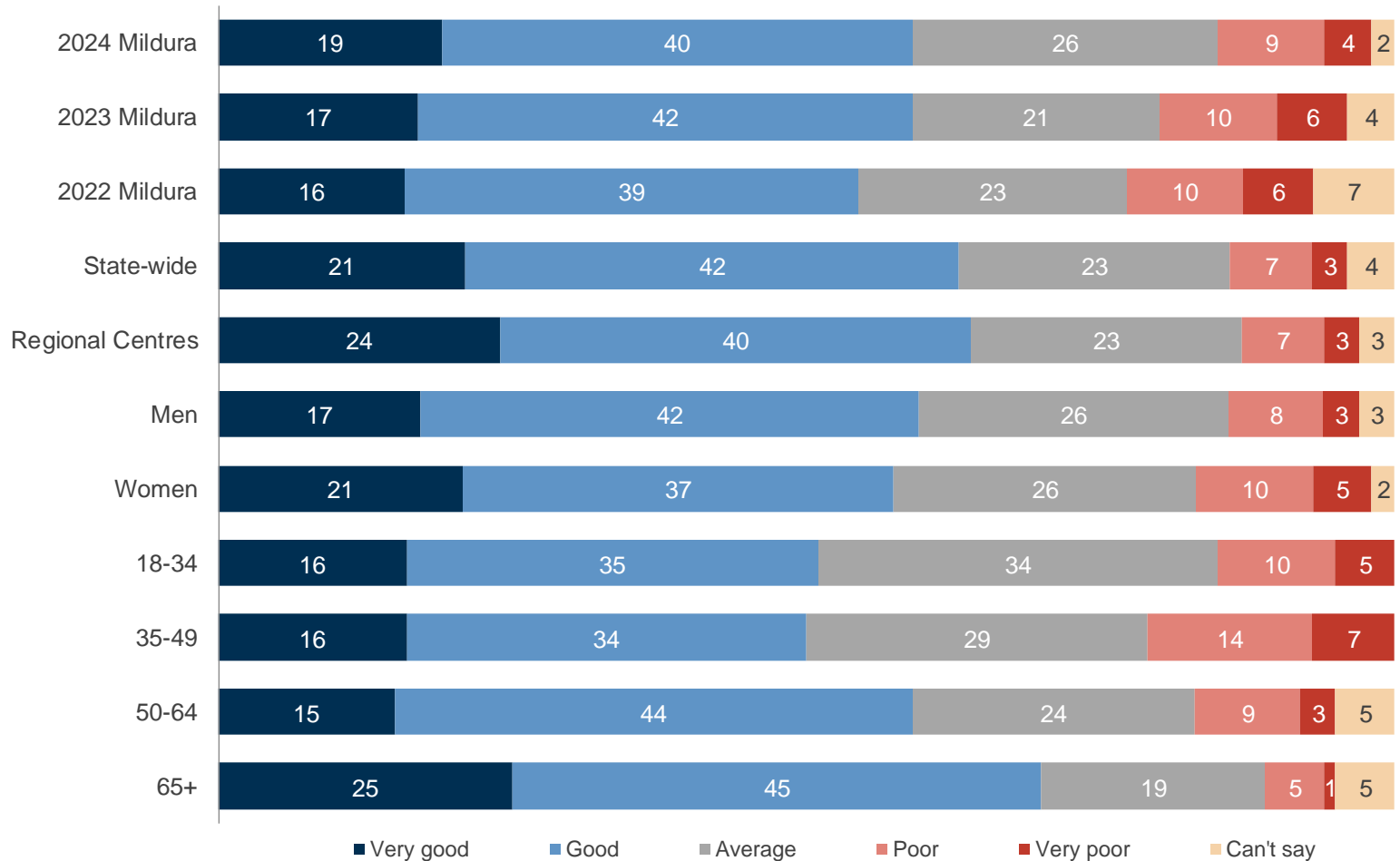
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Recreational facilities performance



2024 recreational facilities performance (%)



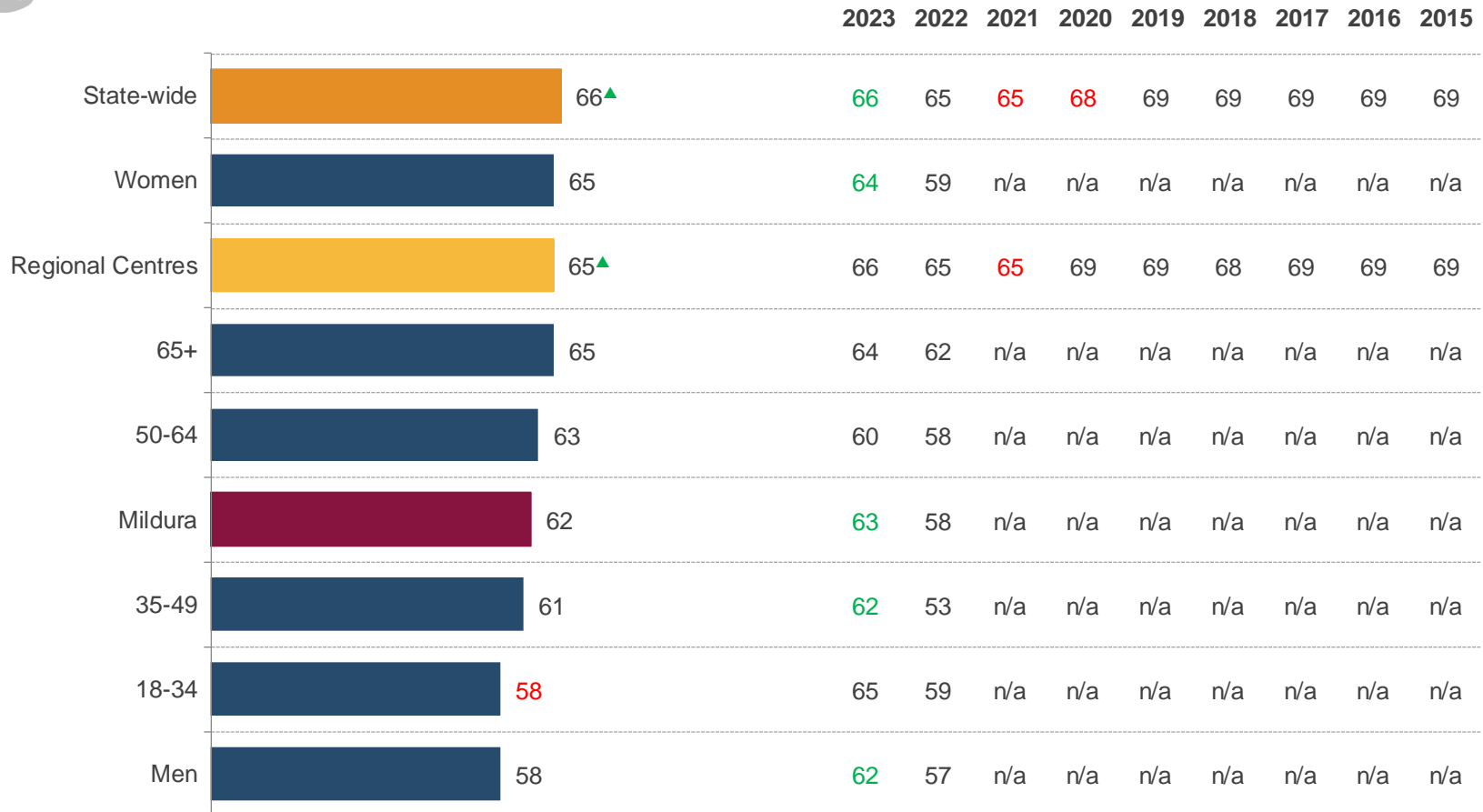
Q2. How has Council performed on 'Recreational facilities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 40 Councils asked group: 6



Community and cultural activities performance



2024 community and cultural activities performance (index scores)



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: 6

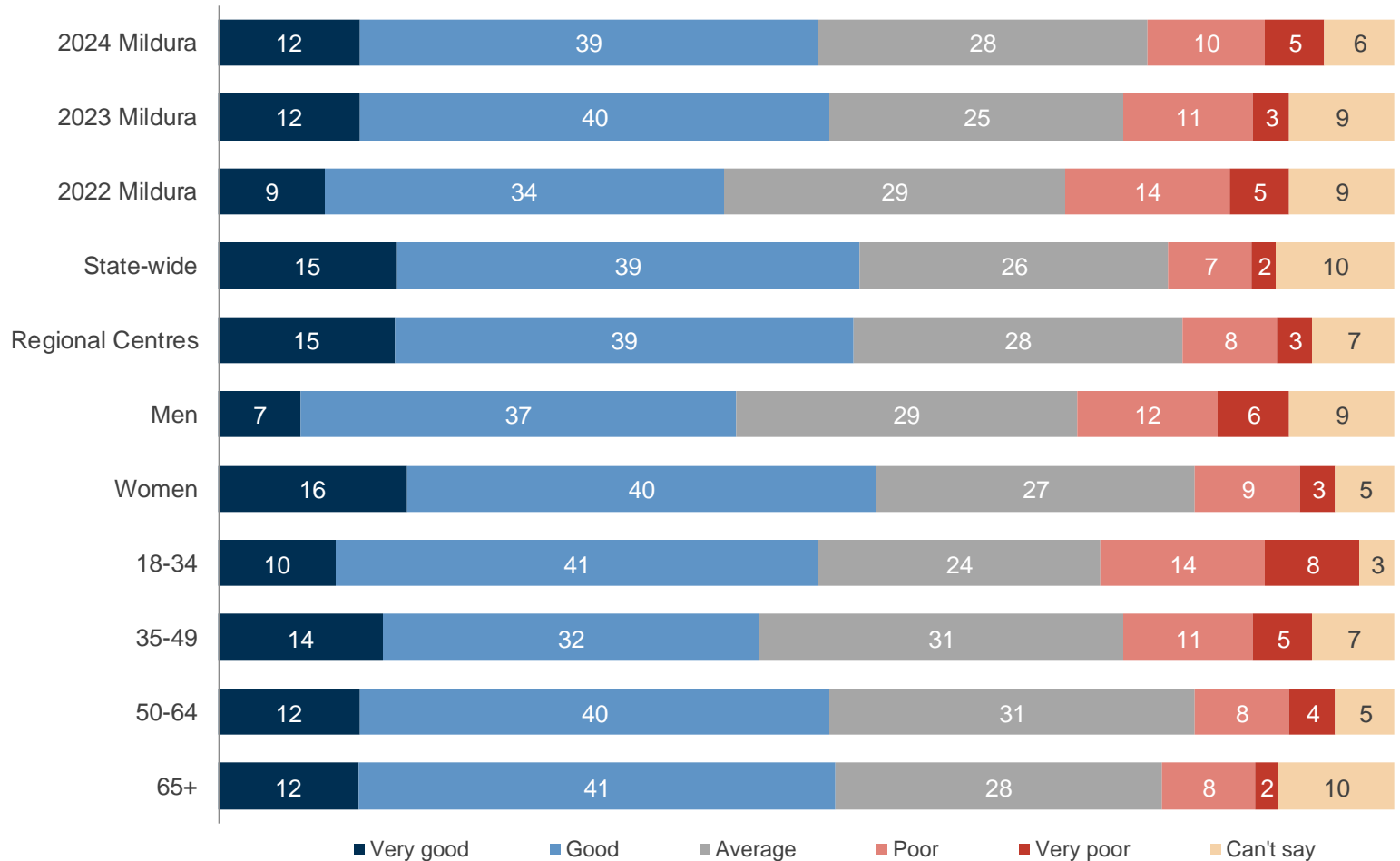
Note: Please see Appendix A for explanation of significant differences.



Community and cultural activities performance



2024 community and cultural activities performance (%)



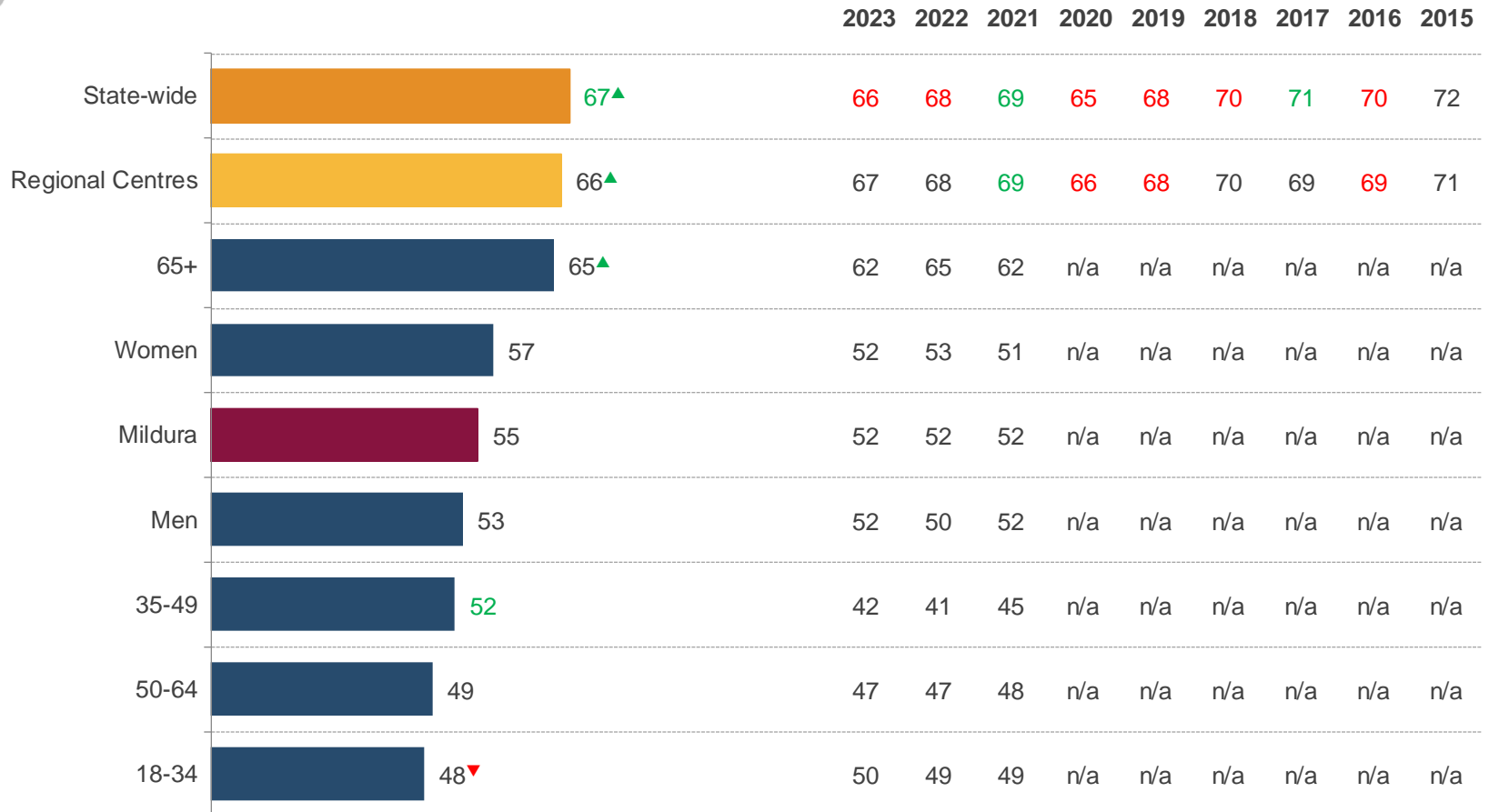
Q2. How has Council performed on 'Community and cultural activities' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 26 Councils asked group: 6



Waste management performance



2024 waste management performance (index scores)



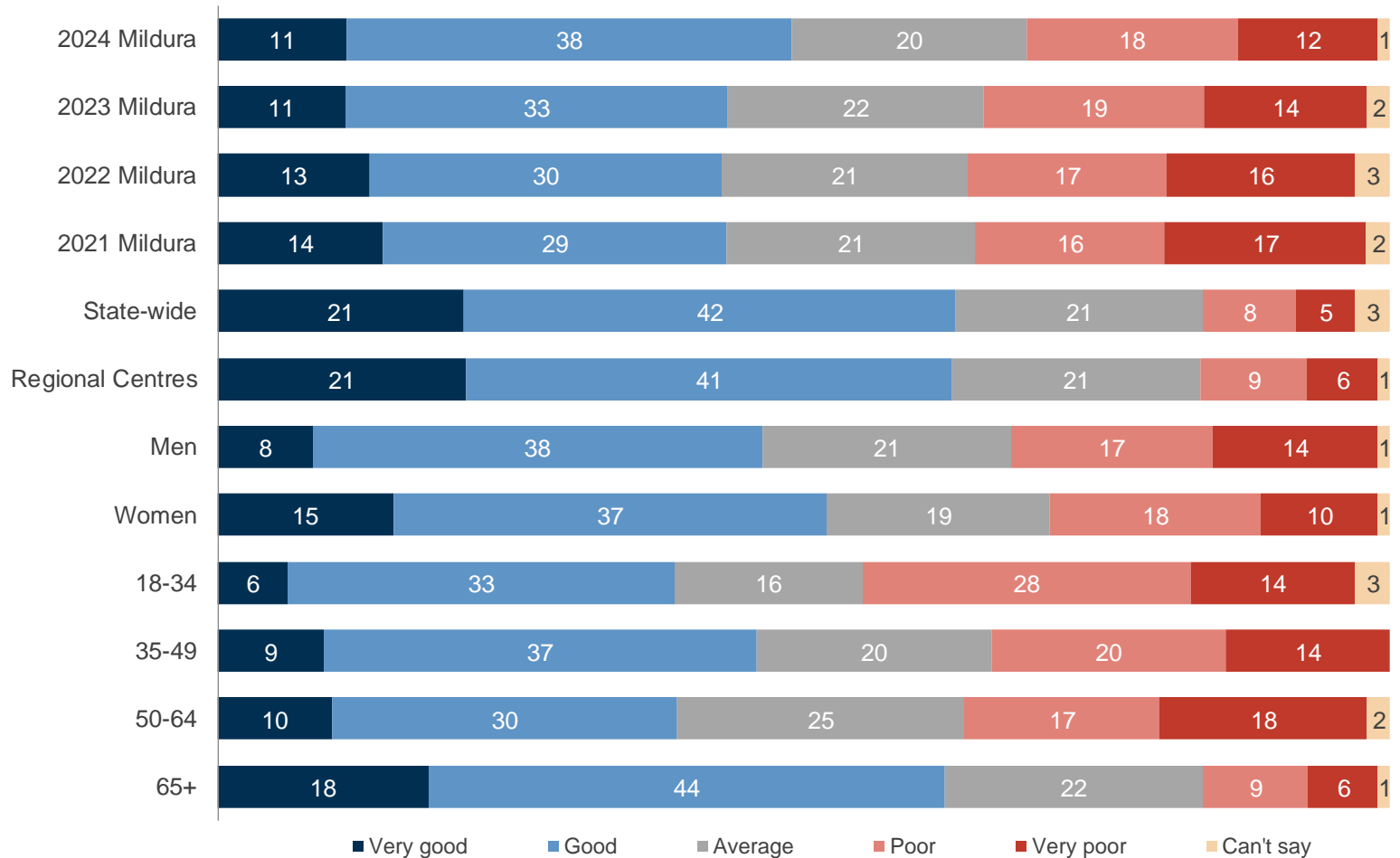
Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9
 Note: Please see Appendix A for explanation of significant differences.



Waste management performance



2024 waste management performance (%)



Q2. How has Council performed on 'Waste management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9



Environmental sustainability performance



2024 environmental sustainability performance (index scores)

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Regional Centres	61▲	62	62	61	63	64	65	63	63
State-wide	60▲	61	62	60	62	63	64	63	64
35-49	59	58	n/a	n/a	n/a	n/a	n/a	n/a	n/a
65+	59	59	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women	59	57	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mildura	57	60	56	n/a	n/a	n/a	n/a	n/a	n/a
18-34	56	66	56	n/a	n/a	n/a	n/a	n/a	n/a
Men	56	62	56	n/a	n/a	n/a	n/a	n/a	n/a
50-64	53	56	51	n/a	n/a	n/a	n/a	n/a	n/a

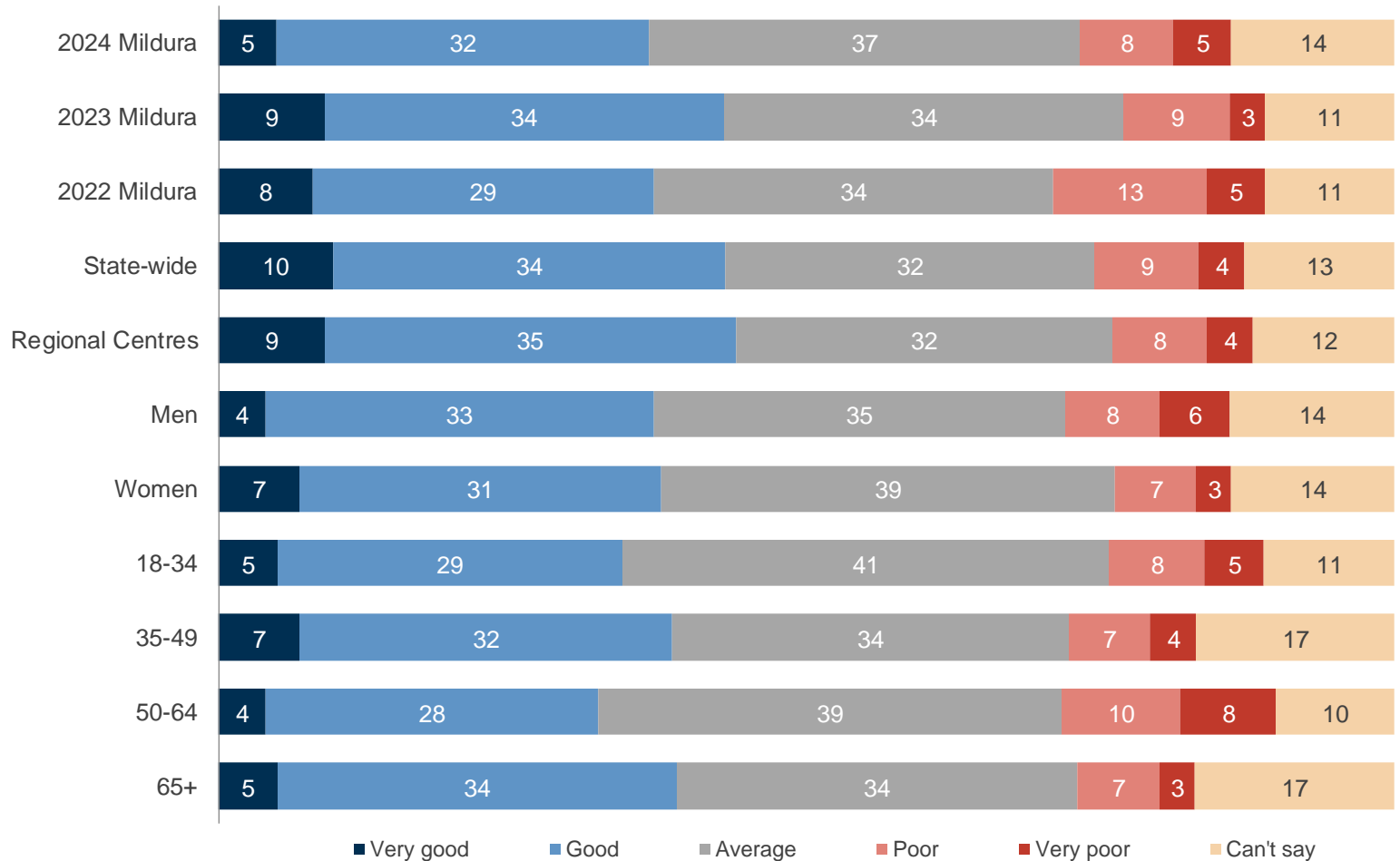
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 6
 Note: Please see Appendix A for explanation of significant differences.



Environmental sustainability performance



2024 environmental sustainability performance (%)



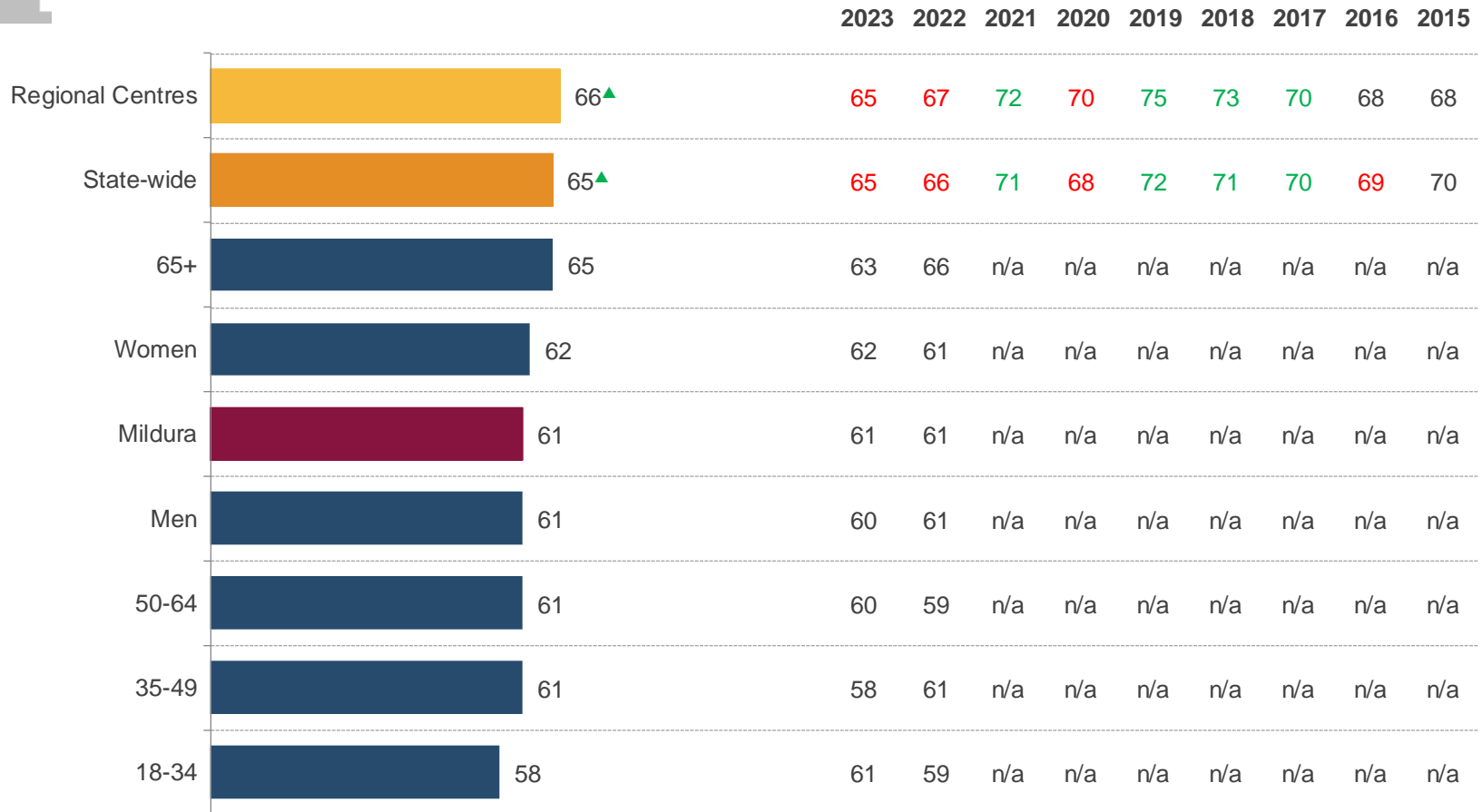
Q2. How has Council performed on 'Environmental sustainability' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 34 Councils asked group: 6



Emergency and disaster management performance



2024 emergency and disaster management performance (index scores)



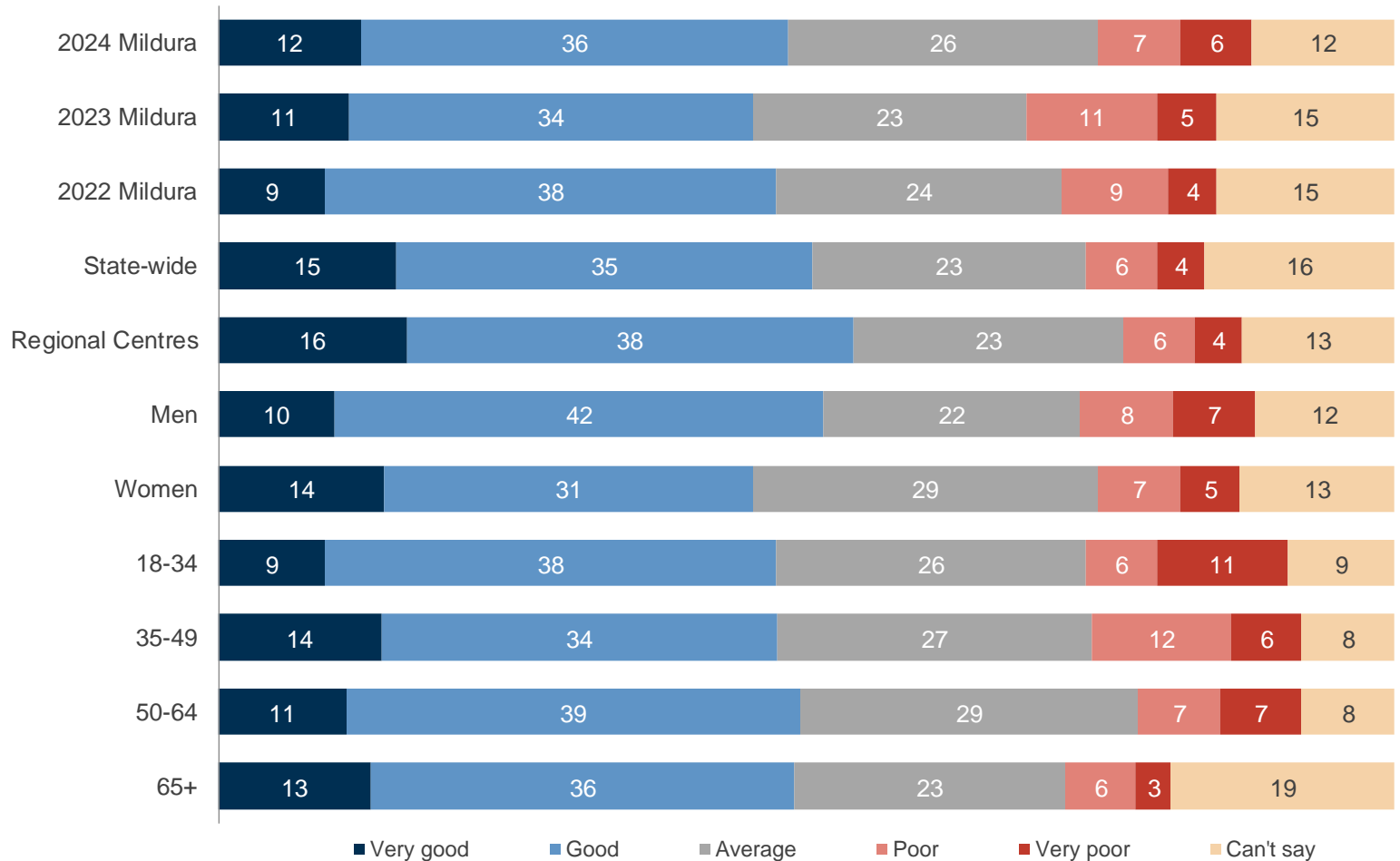
Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4
 Note: Please see Appendix A for explanation of significant differences.



Emergency and disaster management performance



2024 emergency and disaster management performance (%)



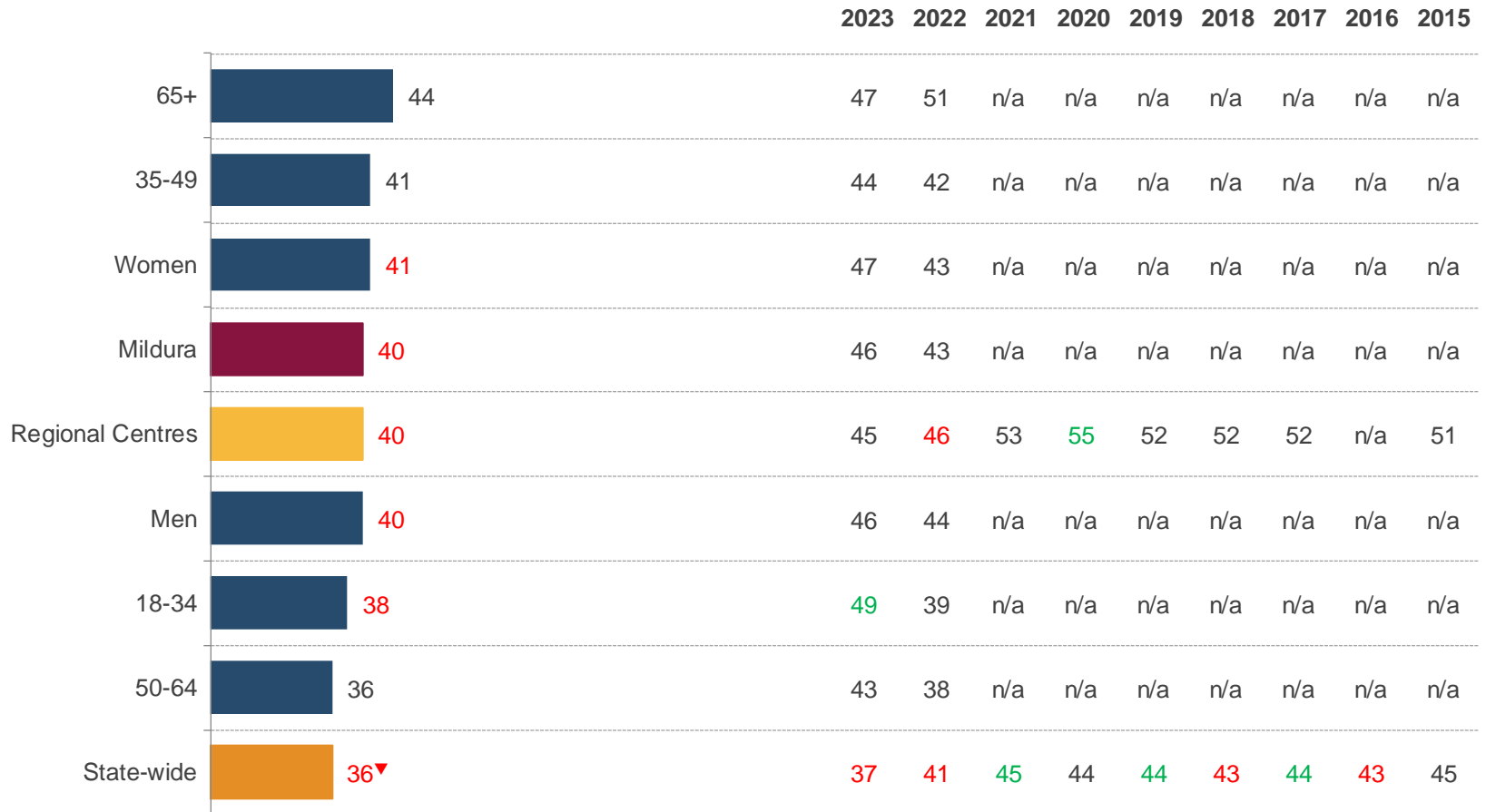
Q2. How has Council performed on 'Emergency and disaster management' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 25 Councils asked group: 4



Maintenance of unsealed roads in your area performance



2024 unsealed roads performance (index scores)



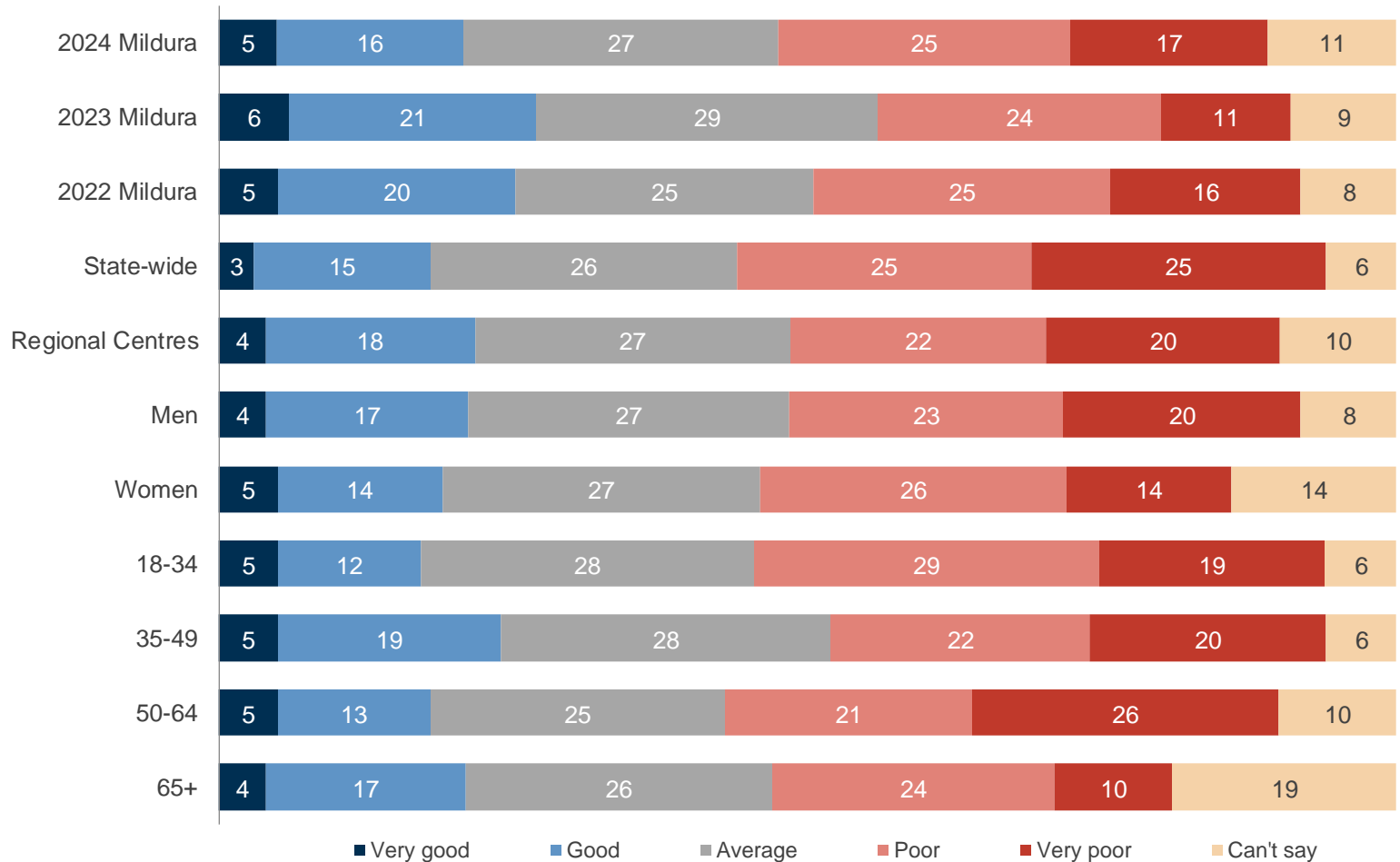
Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 5
 Note: Please see Appendix A for explanation of significant differences.



Maintenance of unsealed roads in your area performance



2024 unsealed roads performance (%)



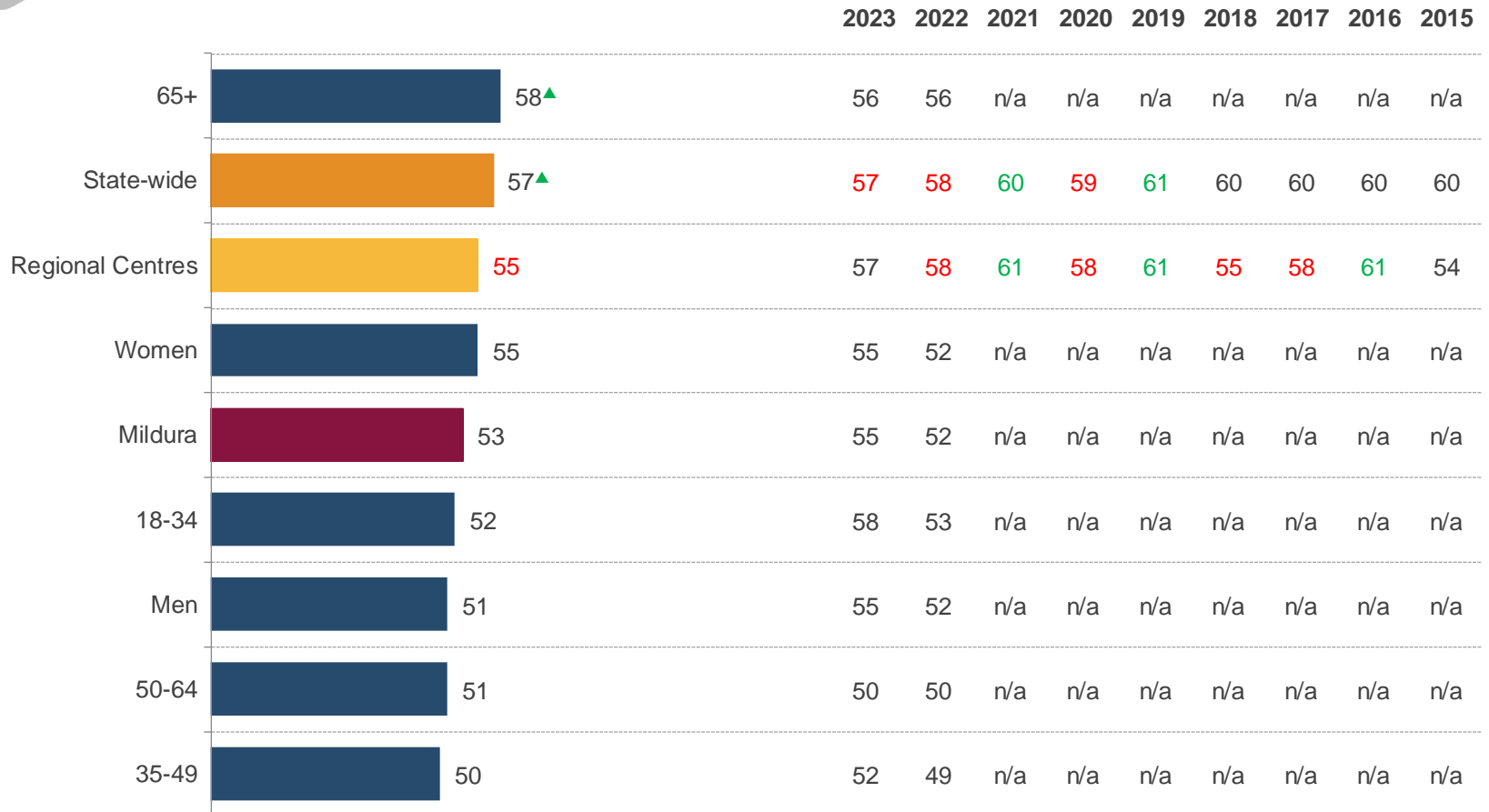
Q2. How has Council performed on 'Maintenance of unsealed roads in your area' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 27 Councils asked group: 5



Business and community development performance



2024 business/community development performance (index scores)



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

Base: All respondents. Councils asked State-wide: 14 Councils asked group: 4

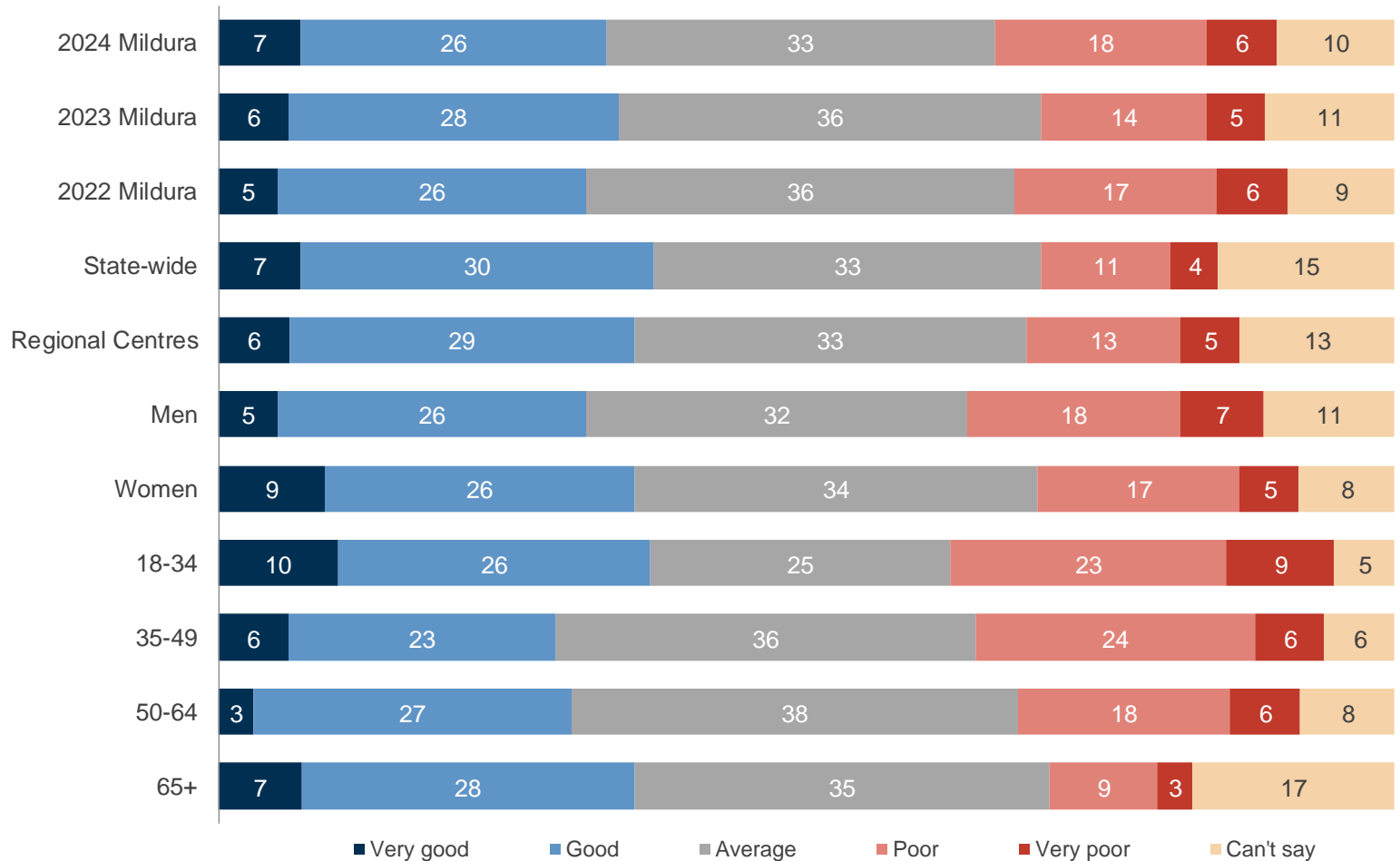
Note: Please see Appendix A for explanation of significant differences.



Business and community development performance



2024 business/community development performance (%)



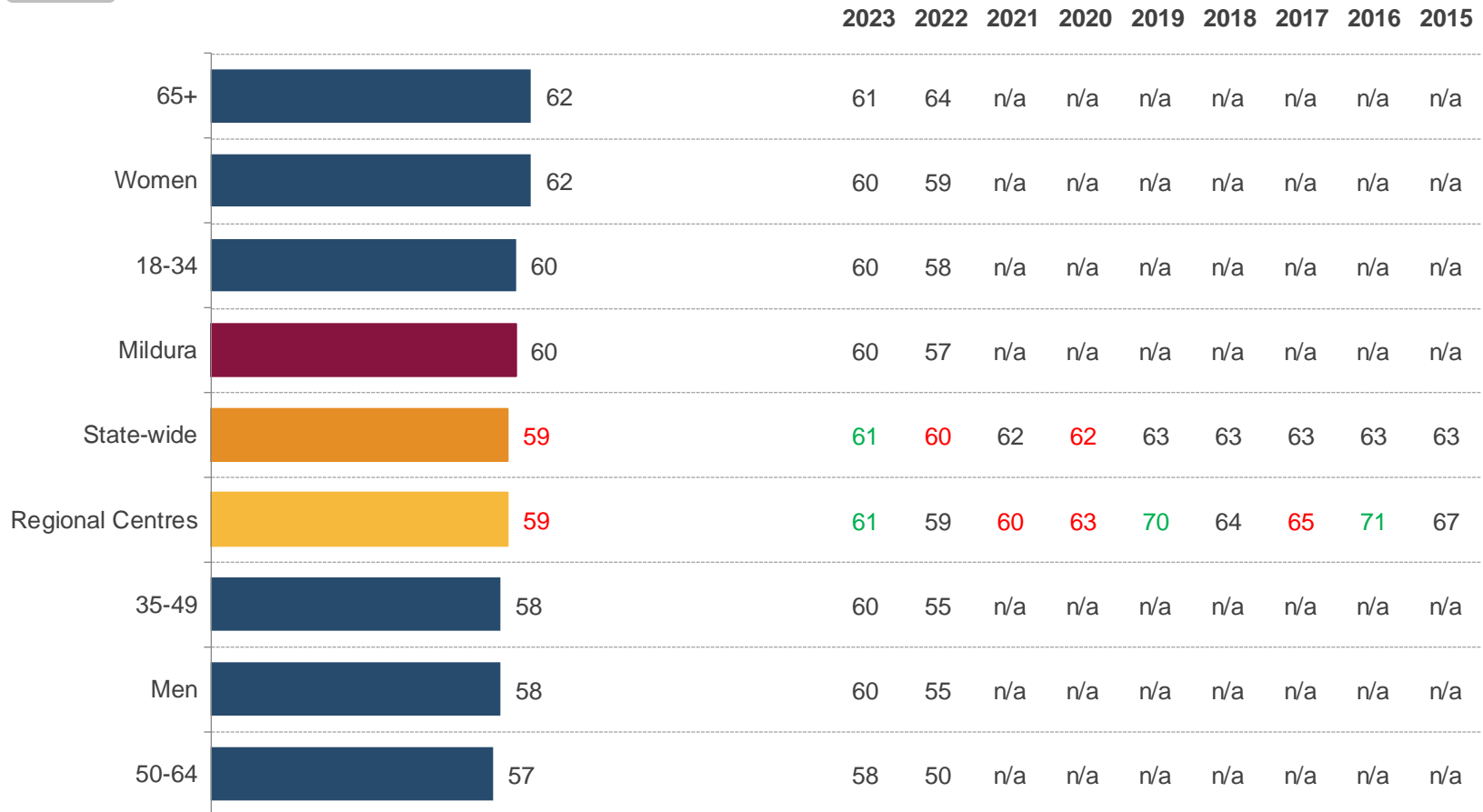
Q2. How has Council performed on 'Business and community development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 14 Councils asked group: 4



Tourism development performance



2024 tourism development performance (index scores)



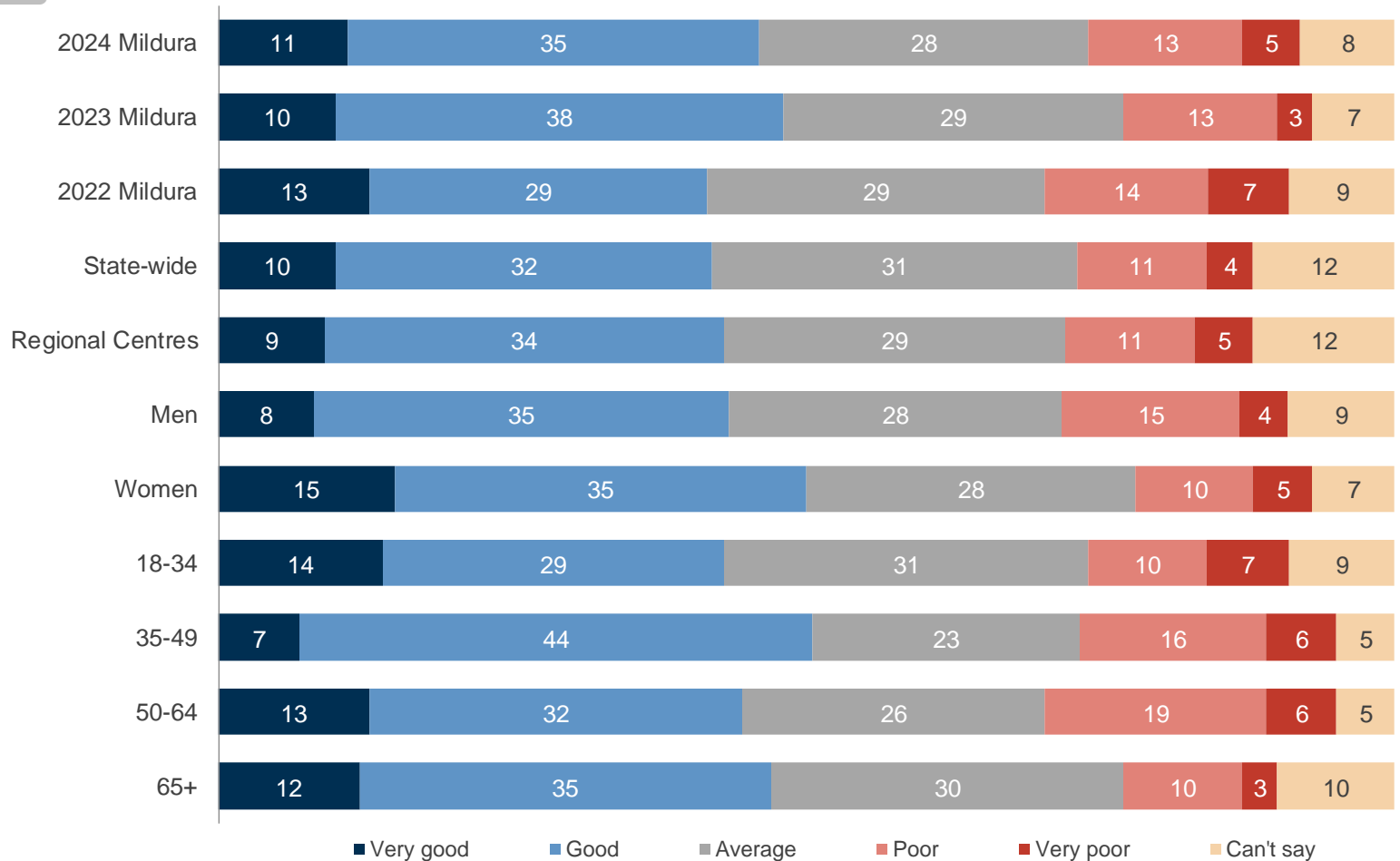
Q2. How has Council performed on 'Tourism development' over the last 12 months?
 Base: All respondents. Councils asked State-wide: 12 Councils asked group: 3
 Note: Please see Appendix A for explanation of significant differences.



Tourism development performance



2024 tourism development performance (%)



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



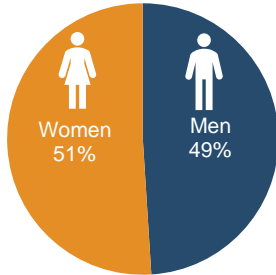
Detailed demographics



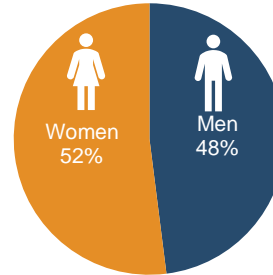
Gender and age profile

2024 gender

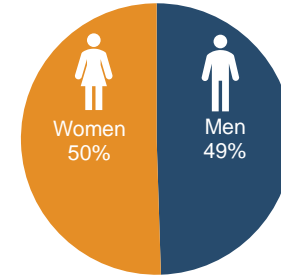
Mildura



Regional Centres

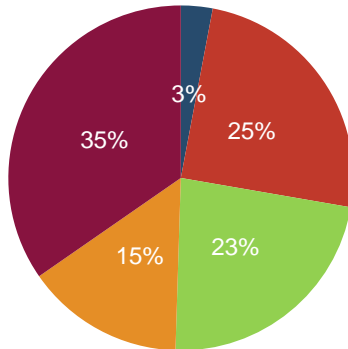


State-wide

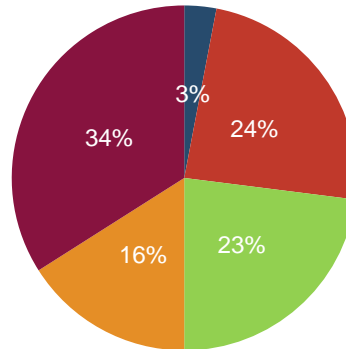


2024 age

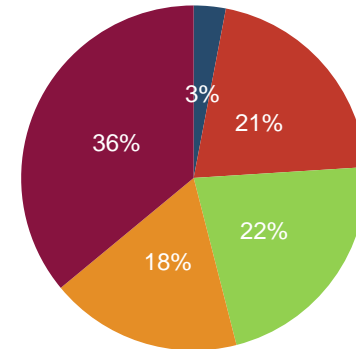
Mildura



Regional Centres



State-wide




■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

S3. [Record gender] / S4. To which of the following age groups do you belong?
 Base: All respondents. Councils asked State-wide: 62 Councils asked group: 9
 Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report. Councils interviewing residents on an annual basis included an "Other" option for gender, hence the State-wide and Regional Centres gender results may not add to 100%.

A large, dark blue, stylized letter 'W' graphic dominates the right side of the page. Inside the 'W', there are faint, semi-transparent images of various data visualization elements: a line graph with a downward trend, a bar chart with several bars of varying heights, and a grid pattern. The overall aesthetic is professional and data-oriented.

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 Mildura Rural City Council was n=600. 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=600 interviews is +/-4.0% 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 46.0% - 54.0%.

Maximum margins of error are listed in the table below, based on a population of 44,500 people aged 18 years or over for Mildura Rural City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Mildura Rural City Council	600	400	+/-4.0
Men	275	196	+/-5.9
Women	325	204	+/-5.4
18-34 years	75	111	+/-11.4
35-49 years	107	91	+/-9.5
50-64 years	125	59	+/-8.8
65+ years	293	139	+/-5.7



Appendix A: Index score significant difference calculation

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

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

Where:

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

All figures can be sourced from the detailed cross tabulations.

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



Appendix B: Further project information



Appendix B: Further information

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

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

Detailed survey tabulations

Detailed survey tabulations are available in supplied Excel file.

Contacts

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

(03) 8685 8555 or via email:

admin@jwsresearch.com



Appendix B: Survey methodology and sampling

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

- 2023, n=600 completed interviews, conducted in the period of 27th January – 19th March.
- 2022, n=400 completed interviews, conducted in the period of 27th January – 24th March.
- 2021, n=400 completed interviews, conducted in the period of 28th January – 18th March.
- 2020, n=400 completed interviews, conducted in the period of 30th January – 22nd March.
- 2019, n=401 completed interviews, conducted in the period of 1st February – 30th March.
- 2018, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.

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

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

A total of n=600 completed interviews were achieved in Mildura Rural City Council. Survey fieldwork was conducted across four quarters from 1st June 2023 – 18th March 2024.



Appendix B: Analysis and reporting

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

Council Groups

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

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

Councils participating in the Regional Centres group are:

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

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



Appendix B: Core, optional and tailored questions

Core, optional and tailored questions

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

These core questions comprised:

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

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



Appendix B: Analysis and reporting

Reporting

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

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

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



Appendix B: Glossary of terms

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

CSS: 2024 Victorian Local Government Community Satisfaction Survey.

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

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

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

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

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

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

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

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

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

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

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

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Local Government Community Satisfaction Survey

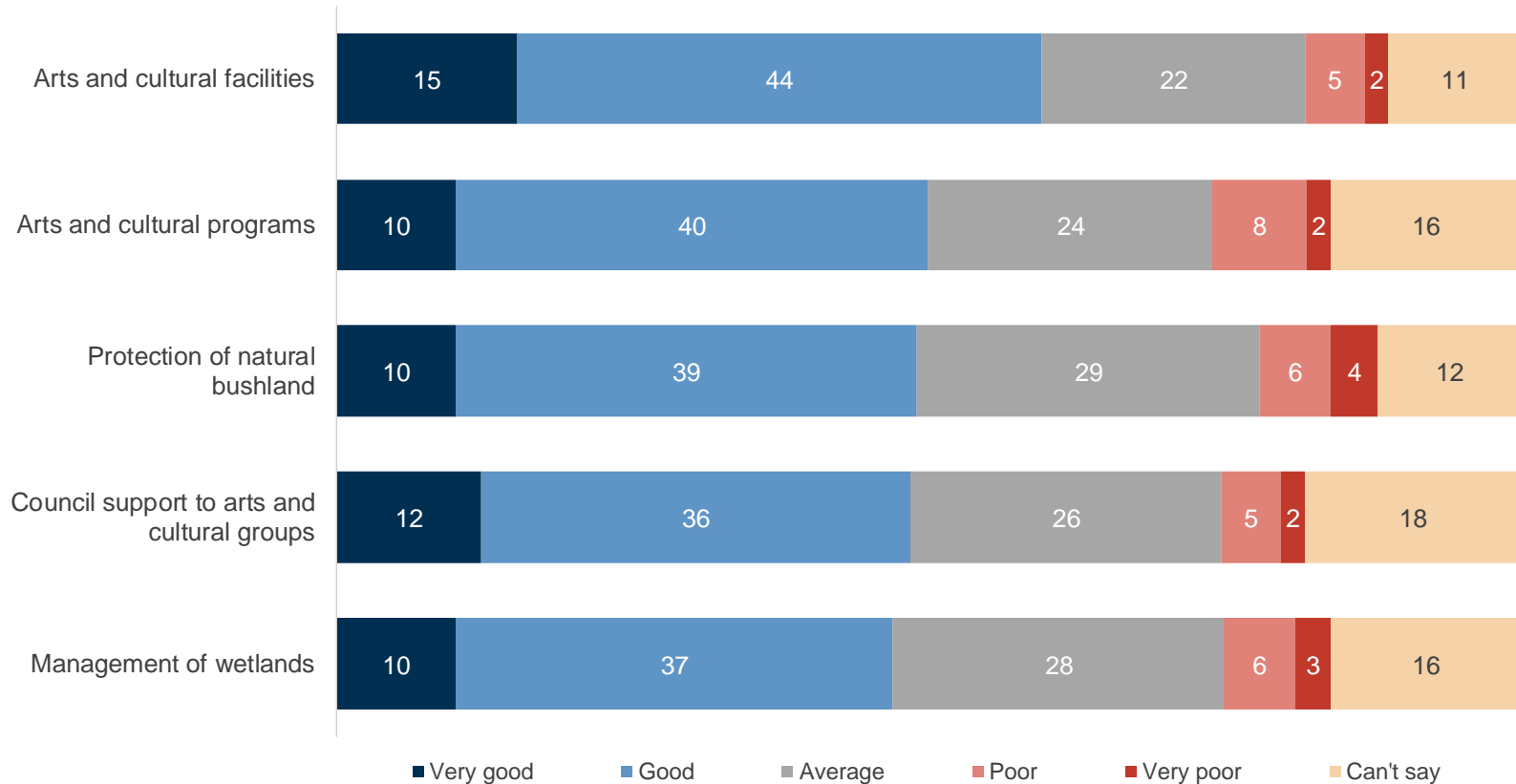
Mildura Rural City Council 2024 Tailored Questions

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



Environment and the arts

2024 environment and the arts performance (%)



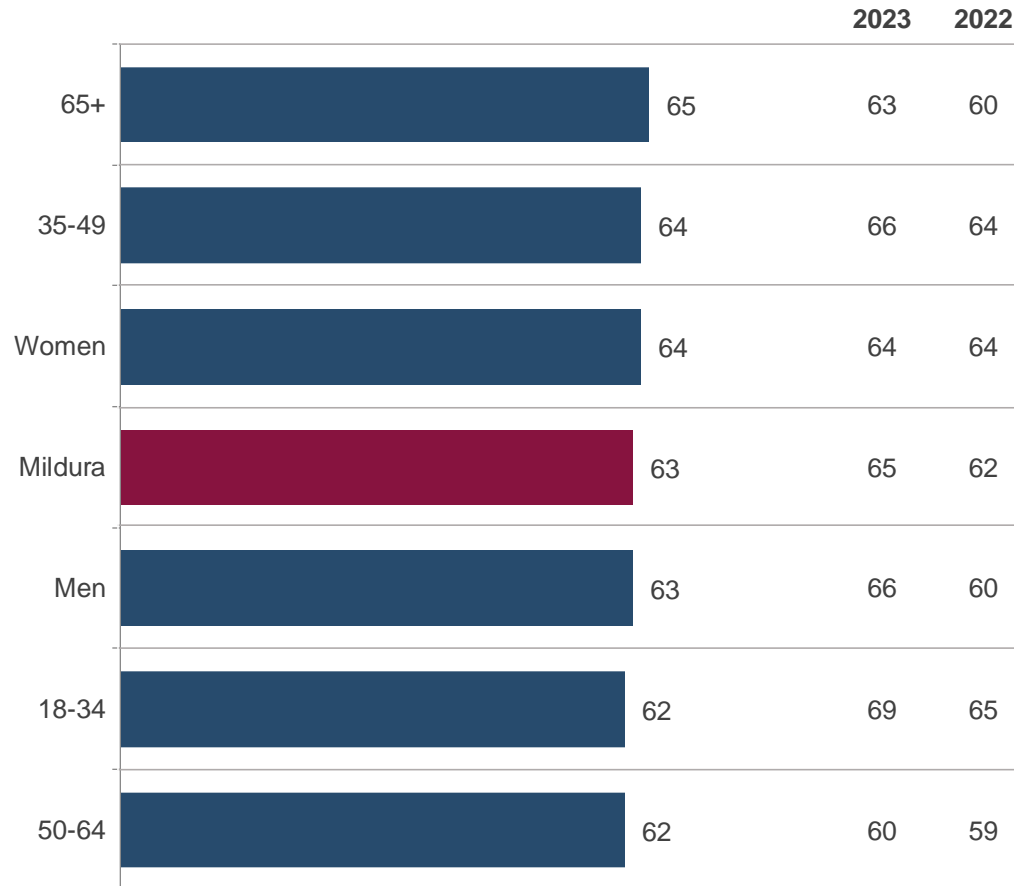
Q2. And how about [INSERT RESPONSIBILITY AREA]? Would you say that their performance on this has been very good, good, average, poor or very poor?

Base: All respondents (n=600).



Protection of natural bushland

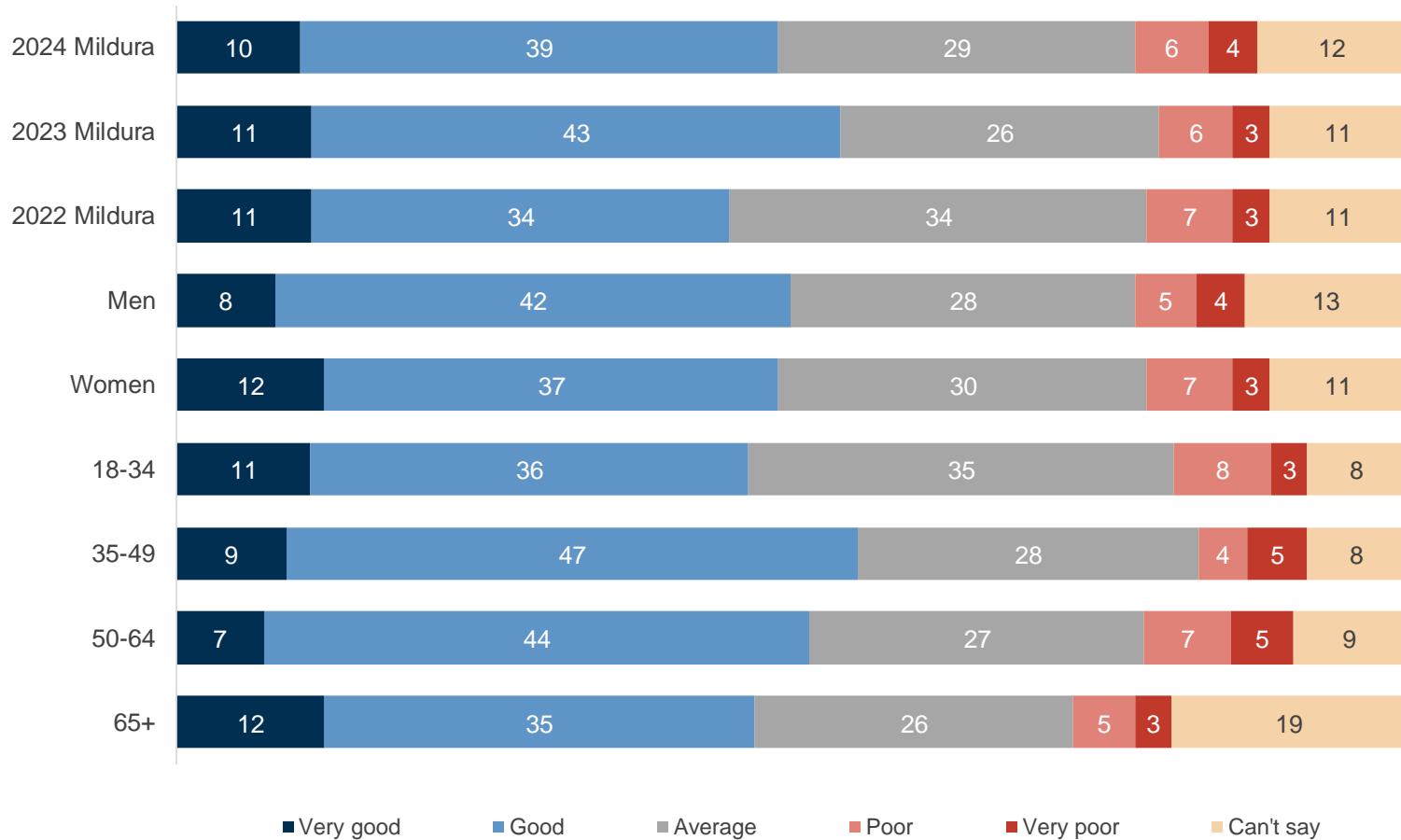
2024 natural bushland protection performance (index scores)





Protection of natural bushland

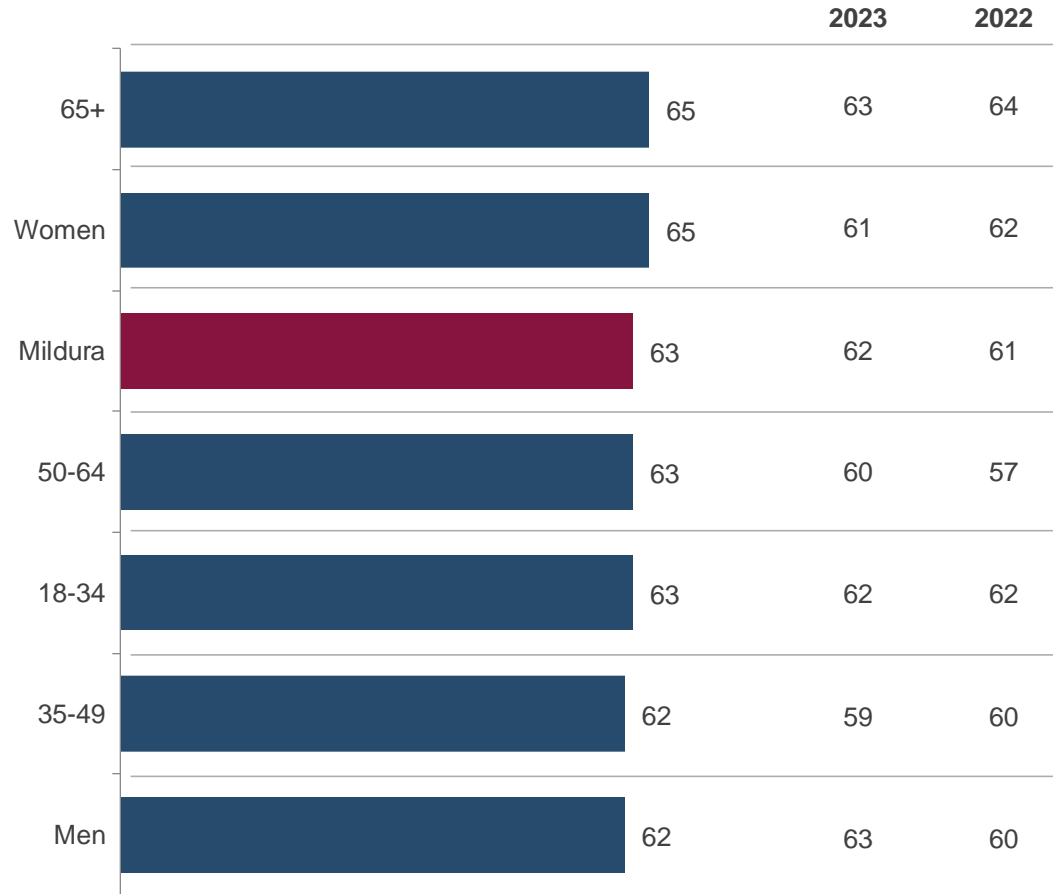
2024 natural bushland protection performance (%)





Management of wetlands

2024 management of wetlands performance (index scores)

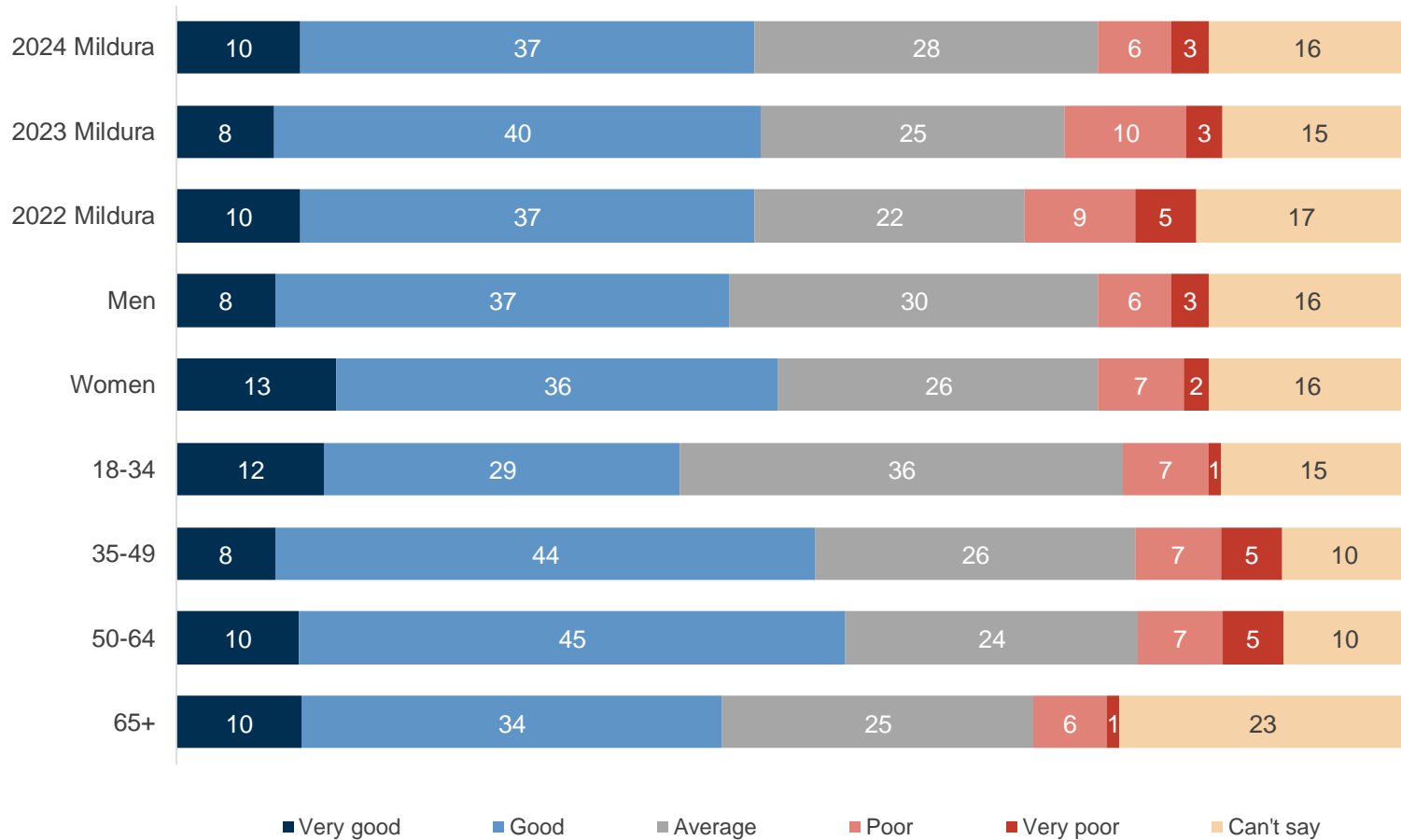


ML2. And how about management of wetlands? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Management of wetlands

2024 management of wetlands performance (%)

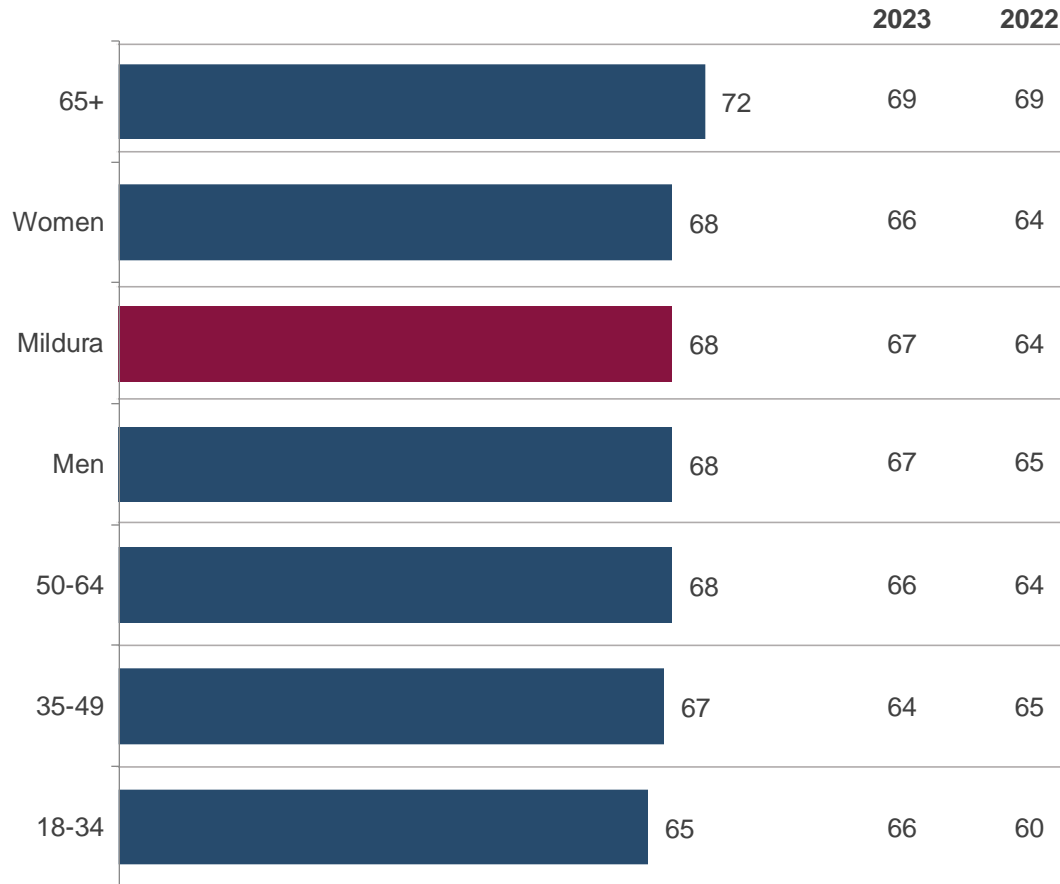


ML2. And how about management of wetlands? Would you say that their performance on this has been very good, good, average, poor or very poor?
Base: All respondents (n=600).



Arts and cultural facilities

2024 arts and cultural facilities performance (index scores)

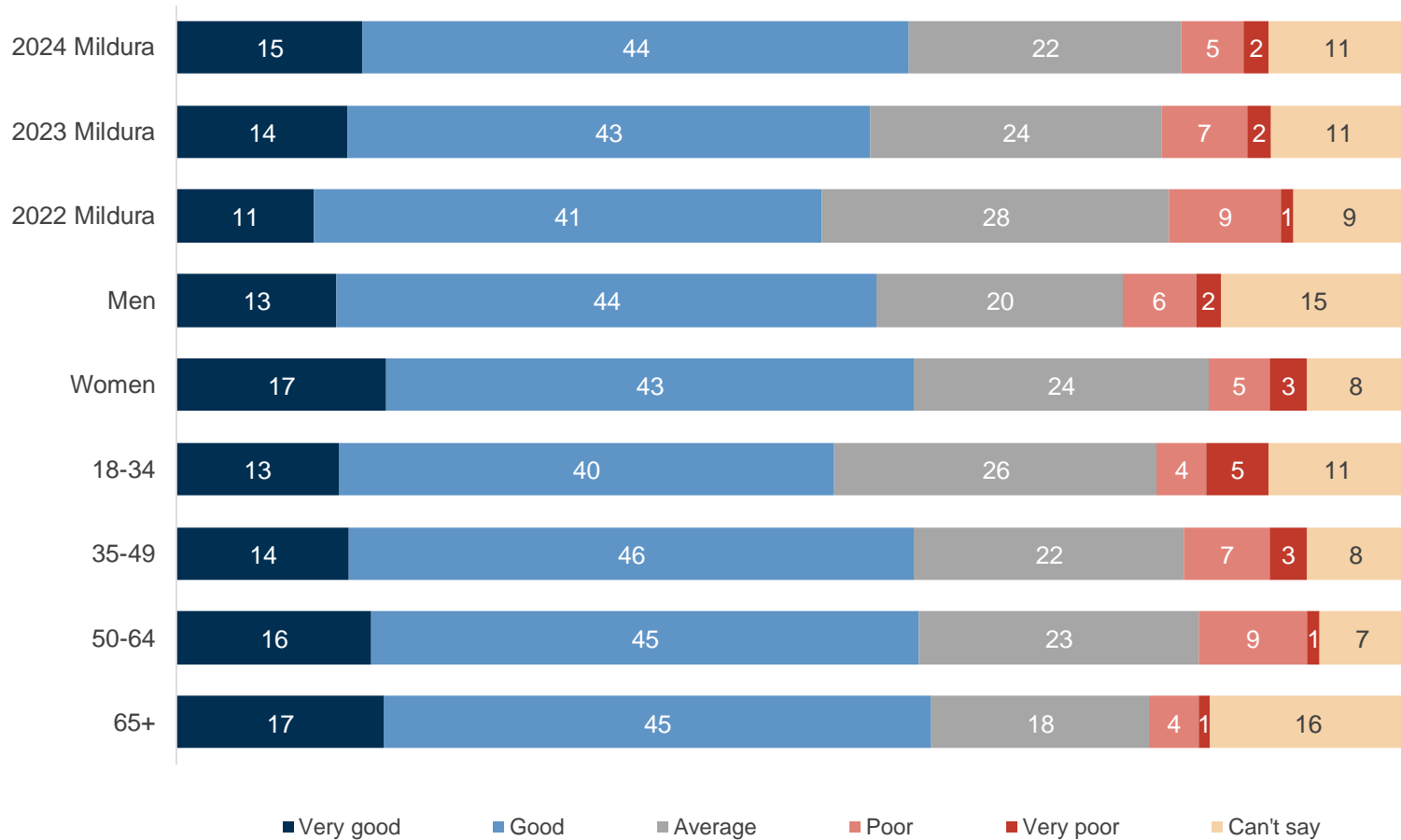


ML3. And how about arts and cultural facilities? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Arts and cultural facilities

2024 arts and cultural facilities performance (%)

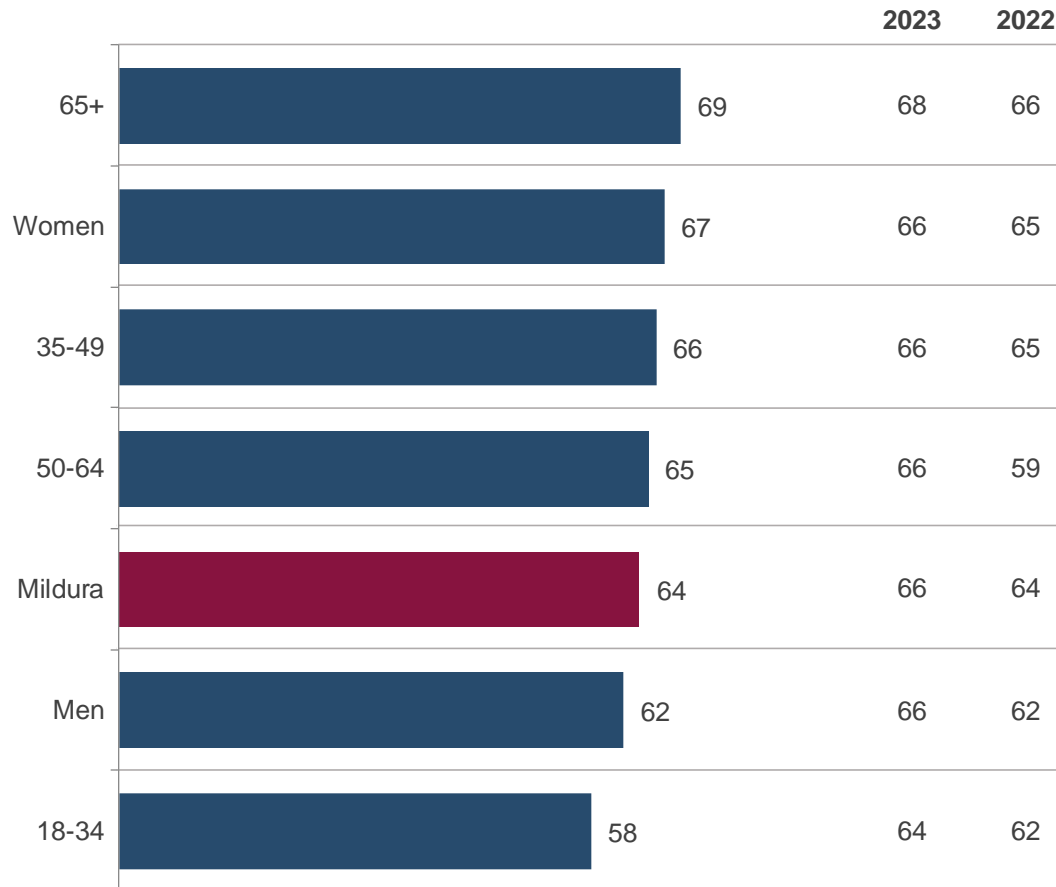


ML3. And how about arts and cultural facilities? Would you say that their performance on this has been very good, good, average, poor or very poor?
Base: All respondents (n=600).



Arts and cultural programs

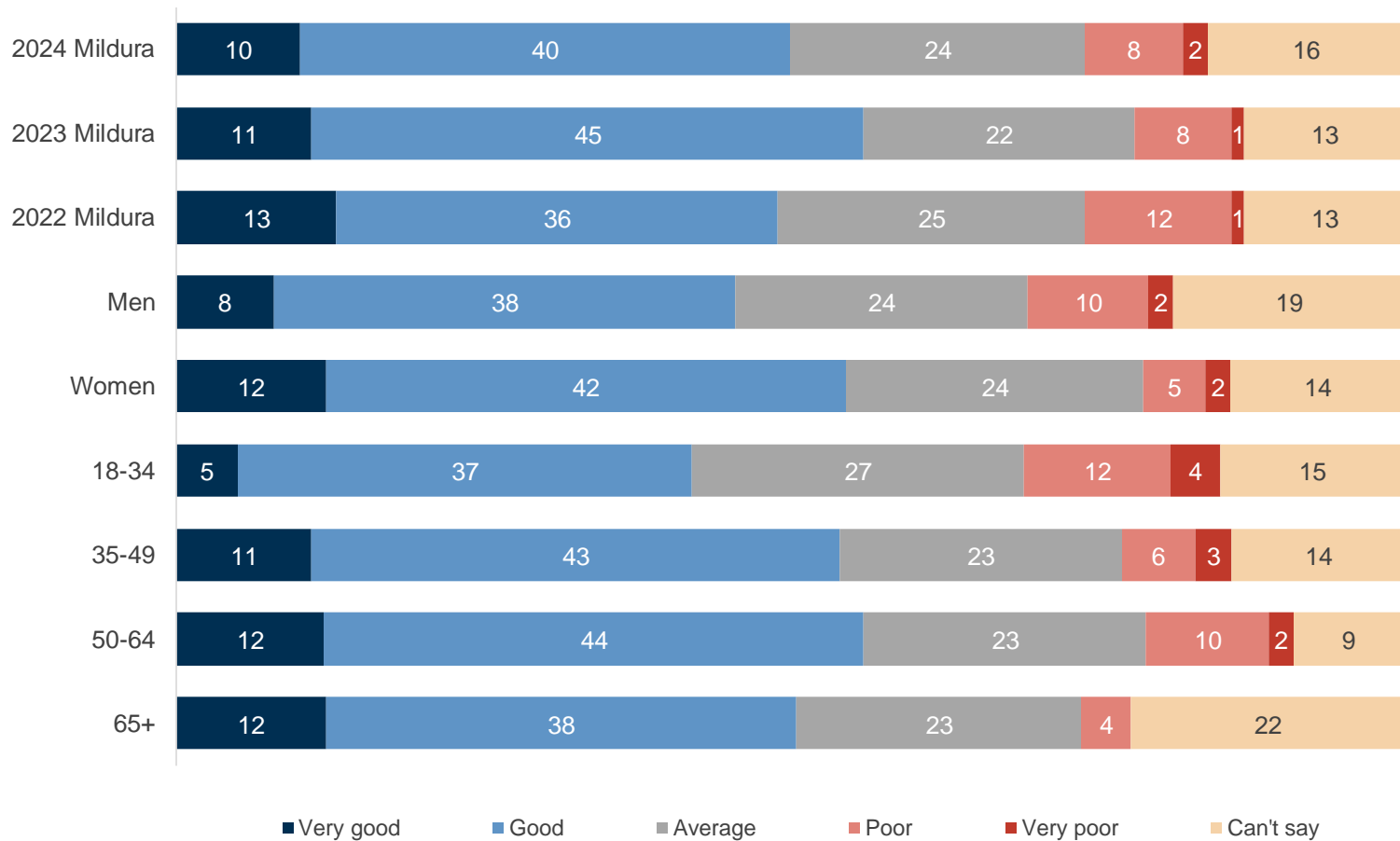
2024 arts and cultural programs performance (index scores)





Arts and cultural programs

2024 arts and cultural programs performance (%)

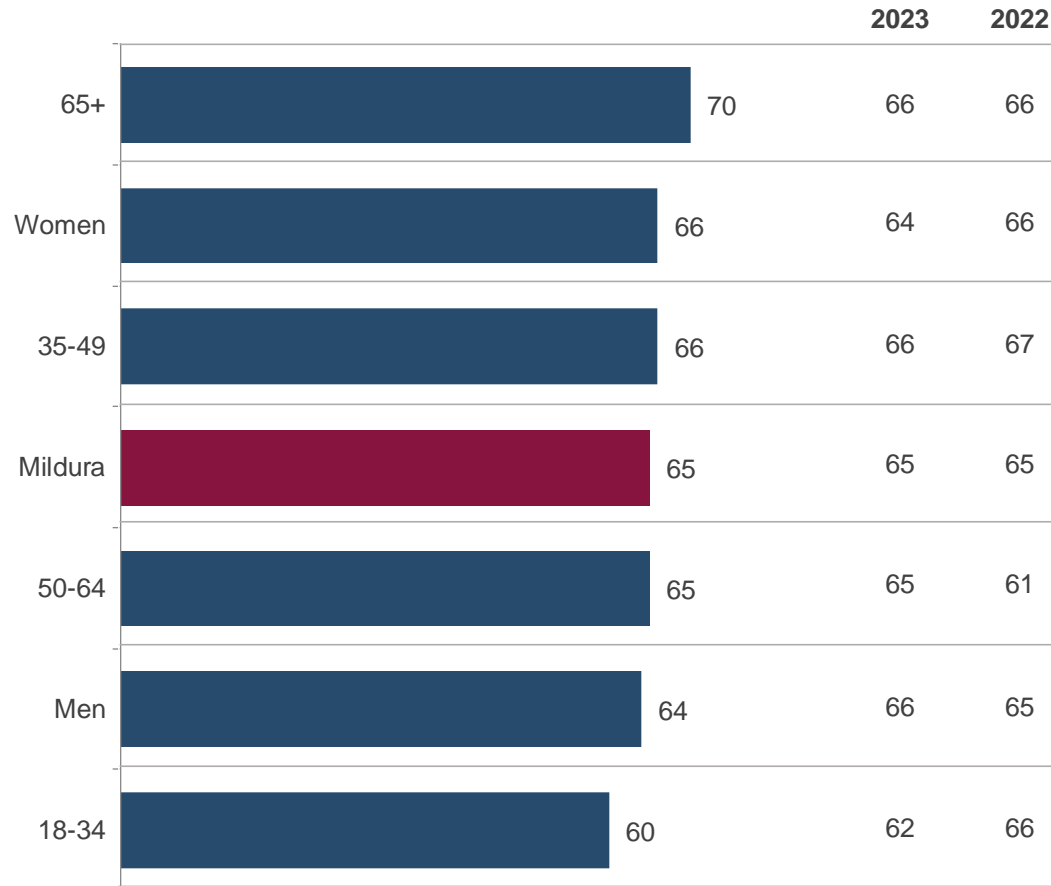


ML4. And how about arts and cultural programs? Would you say that their performance on this has been very good, good, average, poor or very poor?
Base: All respondents (n=600).



Council support to arts and cultural groups

2024 Council support to arts and cultural groups performance (index scores)

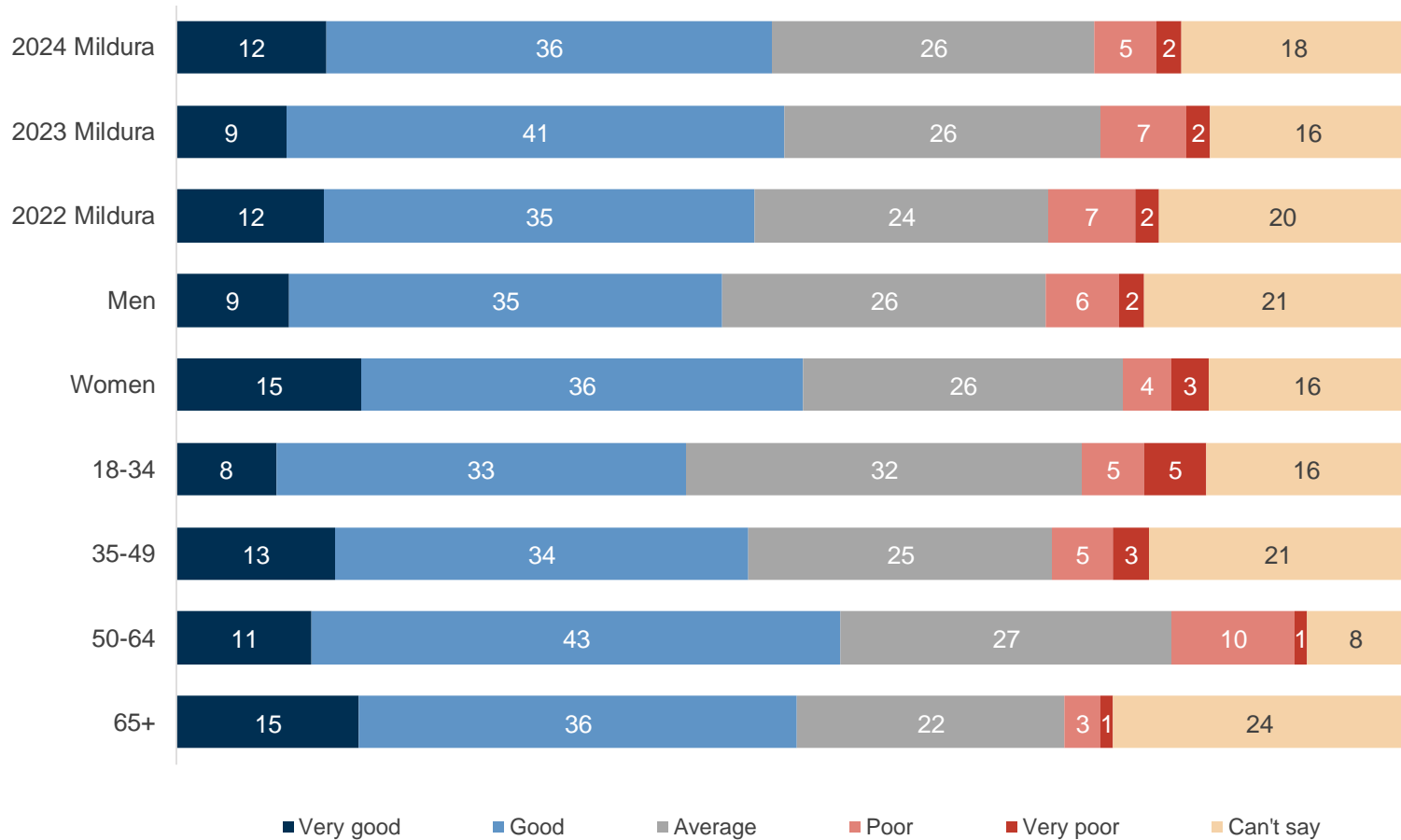


ML5. And how about council support to arts and cultural groups? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Council support to arts and cultural groups

2024 Council support to arts and cultural groups performance (%)

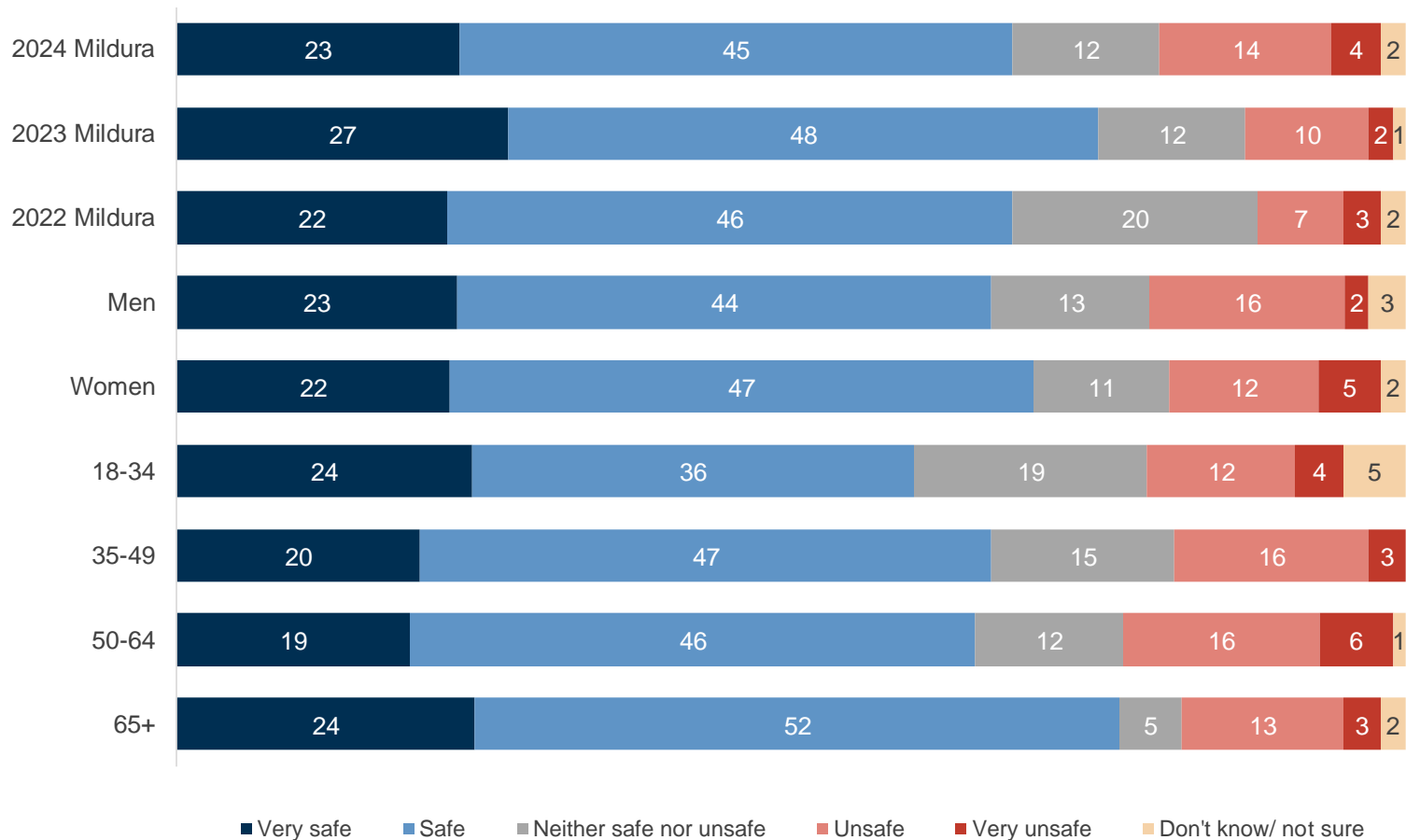


ML5. And how about council support to arts and cultural groups? Would you say that their performance on this has been very good, good, average, poor or very poor?
 Base: All respondents (n=600).



Perceptions of safety

2024 perceptions of safety (%)



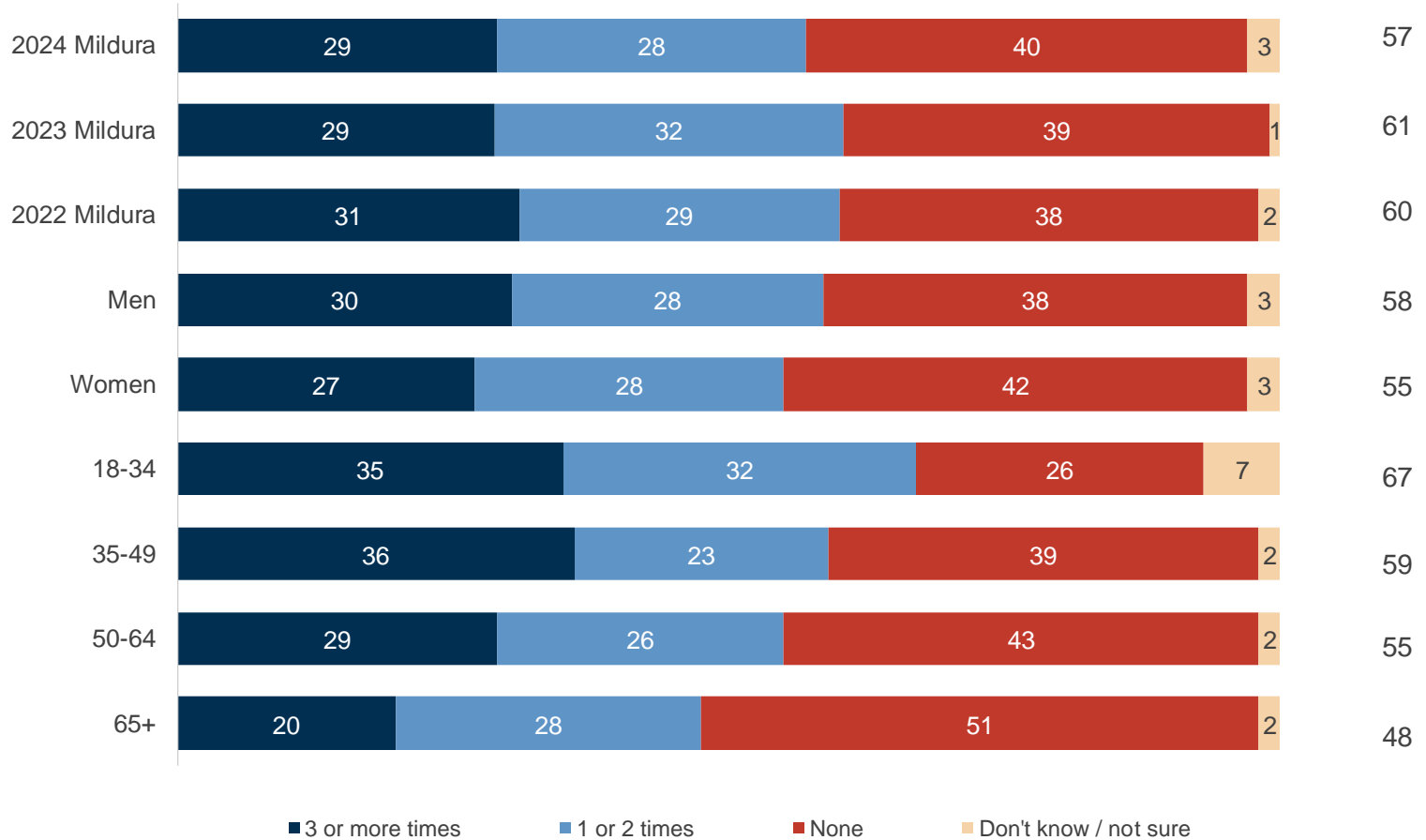
ML6. How safe do you feel in your community?
Base: All respondents (n=600).



Sport or physical recreation activity

2024 participation in sport or physical recreation activity per week (%)

Total activity
(% 3 or more +
1 or 2 times)



ML7. In an average week, how often do you participate in sport or physical recreation activity?
Base: All respondents (n=600).

**THERE ARE
OVER
6 MILLION
PEOPLE IN
VICTORIA...**

**FIND OUT
WHAT THEY'RE
THINKING.**



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