

REPORT STATUS

Final

TITLE

Community Needs and Satisfaction Survey

DATE

June 2012

CLIENT

**Shire
of
Roebourne**

www.roebourne.wa.gov.au

www.geografia.com.au

PREPARED FOR
Shire of Roebourne

PREPARED BY
Geografia



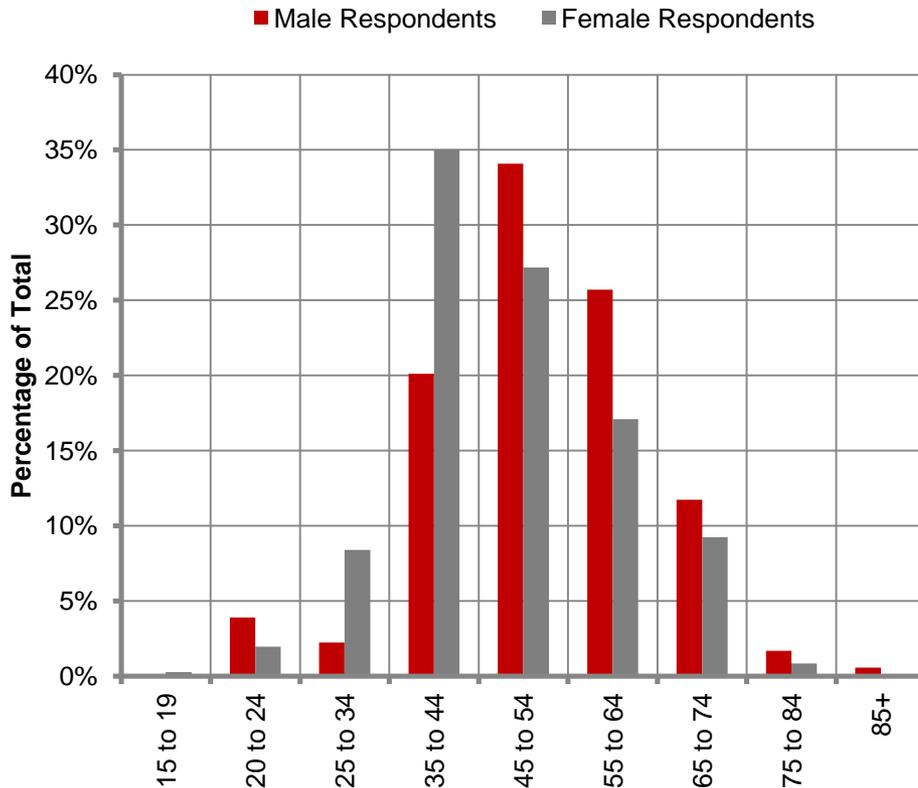
Introduction

- The Shire of Roebourne is located in the dynamic Pilbara Region of northwest Western Australia; the engine of Australia's economic growth. With ongoing expansion of the resource and energy sectors and high labour demand, the Shire is seeking to enhance its liveability.
- Building on the recommendations of Karratha 2020, the City of North Project and work in other townships, there have been significant investments in community amenity and essential services.
- To track the effectiveness of its efforts and ensure future resources are prioritised in accordance with community needs and aspirations, the Shire of Roebourne commissioned Geografia to design, administer and analyse Community Needs and Satisfaction Surveys in 2011 and 2012.
- The web-based survey was designed to capture residents' views on the Shire of Roebourne's performance, overall liveability and the impact of investments in community amenity. Fly-in/Fly-out workers were also surveyed.
- This report summarises the 2012 survey, which was designed to:
 - Provide a cost-effective online survey format;
 - Maximise online responses through a short survey with straightforward answers;
 - Allow comparisons with previous Community Satisfaction Surveys;
 - Provide the Shire of Roebourne with a means to rate their performance and prioritise their human and capital resource investments; and
 - Document the impact of major community infrastructure investments on residents' intentions to stay.

Survey Approach

- The survey design was a collaboration effort with Geografia providing a draft based on the 2011 survey and the Shire of Roebourne providing additional questions. The survey was modified into an online format and was piloted in-house prior to final adjustments.
- The survey was delivered in two parts: the first focusing on residents of the Shire of Roebourne; the second, fly-in/fly-out workers (FIFO). The FIFO survey component was shorted and questions targeted the improvements that would entice workers to become permanent residents of the Shire.
- The survey URL link was posted on the Shire's website and promoted through advertisements, emails, Facebook and press releases. Cards advertising the survey with the URL link were also provided at various locations. Some local organisations and companies also facilitated the distribution of the survey to employees via email and placement of posters in their workplaces.
- Hard copy versions were also made available at the Karratha Airport, Shire Administration Centre and libraries. A prize was included to encourage people to participate.
- In addition, surveyors were stationed at the Karratha Shopping Centre and Karratha Airport between the 4th and 6th May. Surveyors offered respondents with a hard copy version of the survey, which were entered online at a later date. A card advertising the survey link was provided to other potential respondents.

2012 Survey Response and Accuracy



2012 Survey Respondents by Age and Gender

- A total of 618 valid responses were received in this survey: 536 residents and 82 FIFO workers. This was an 11% increase on responses from the 2011 survey.
- 357 of all respondents were female (60%) and 244 were male (40%), compared to 44% and 56% from 2011.
- The age profile of respondents also changed, with an increase in the skew towards older residents, particularly male. Overall, the survey was a significantly better sample of female residents and a somewhat poorer sample of male residents than the 2011 survey.
- There was also an over-representation of respondents from Dampier and under-representation from Roebourne.
- Statistically significant samples from both male and female cohorts were collected for ages 35 to 64 inclusive.
- With 536 resident responses survey results have a confidence level of 95% (+/- 5%).

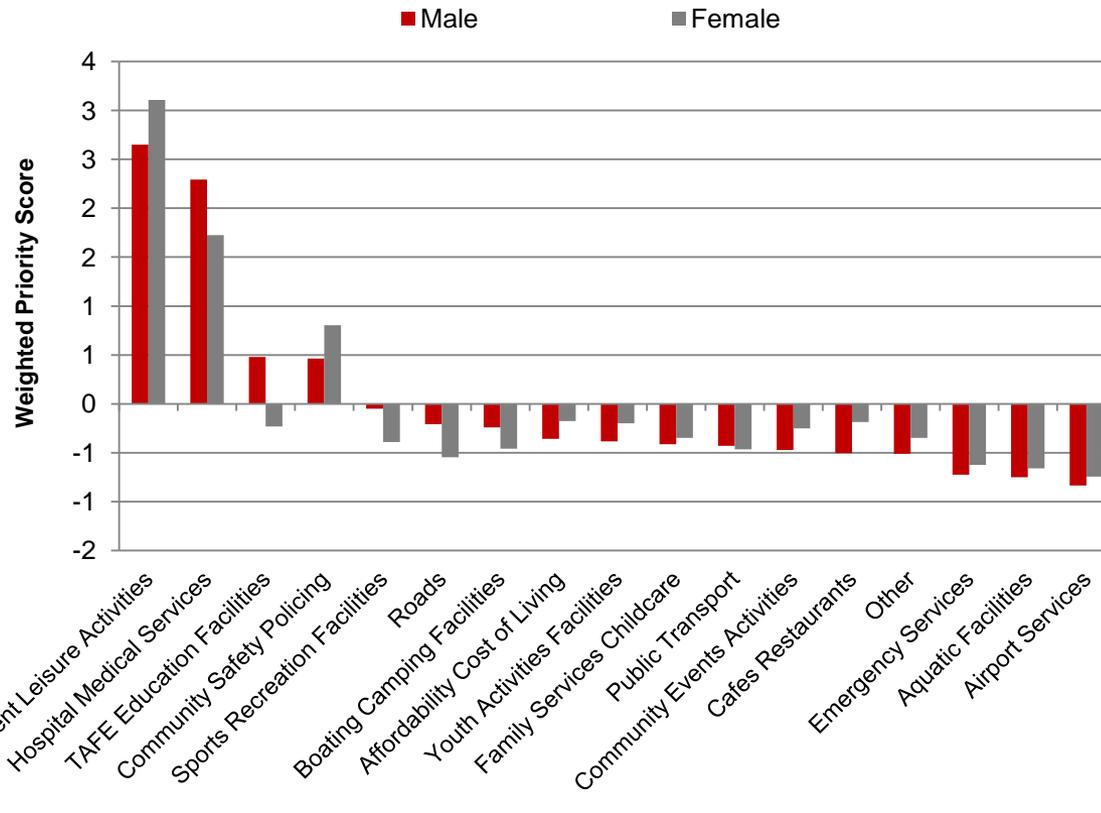
Top Priorities for Residents

Issue	2011 Ranking	2012 Ranking
Hospital & Medical	1	1
Affordability & Cost of Living	2	2
Entertainment & Leisure	3	3
Community Safety & Policing	8	4
Family Services & Childcare	13	5
Youth Activities & Facilities	5	6
Cafes & Restaurants	10	7
Sports & Recreation Facilities	6	8
Community Events & Activities	17	9
TAFE & Education	15	10
Boating & Camping Facilities	7	11
Other	14	12
Roads	4	13
Public Transport	9	14
Emergency Services	16	15
Aquatic Facilities	12	16
Airport Services	11	17

Ranking of Priority Issues

- As in 2011, respondents to the 2012 survey ranked health, affordability and entertainment/leisure as their top three priorities
- However, in 2012 respondents ranked community safety and policing and family services and childcare higher priorities than 2011 respondents.
- Community events and activities changed from the lowest priority in 2011, to number 9 in 2012. Roads dropped from number 4 priority to number 13.
- Airport services also dropped in priority (from 11 to 17), which may reflect the airport upgrade.
- Of those who indicated “Other” as a priority, most (12) stated that this was libraries, followed by improvements to Dampier by way of (for example) more shops and a post office (4).

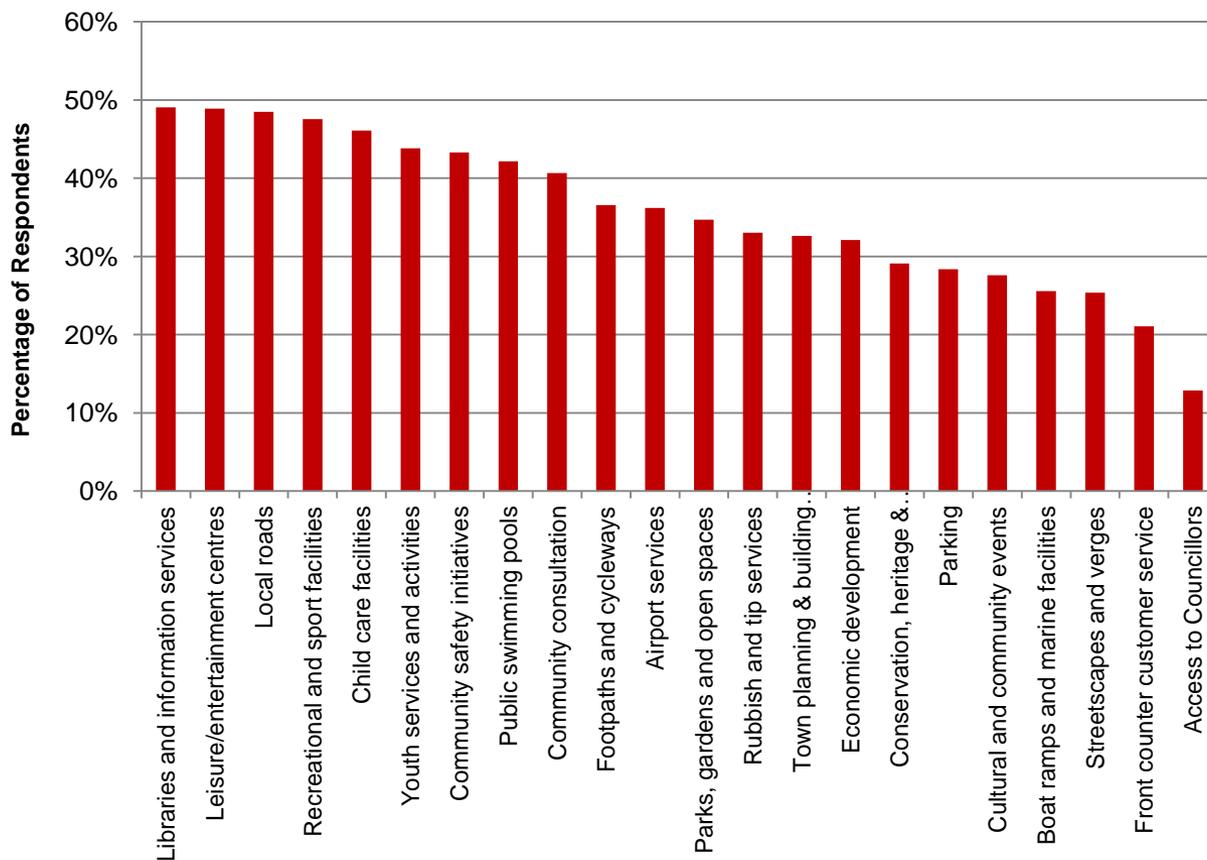
Weighted Priorities by Gender



Weighted Scores for Priority Issues by Gender

- In order to understand the nuances of the priorities, responses were weighted and converted to a relative index by gender. Zero represents the average priority rating.
- This analysis shows that entertainment is the highest priority, especially among females
- Hospital and medical services were the second priority, more so among males.
- Of note is that affordability and costs of living dropped down the priority list when converted to weighted scores.

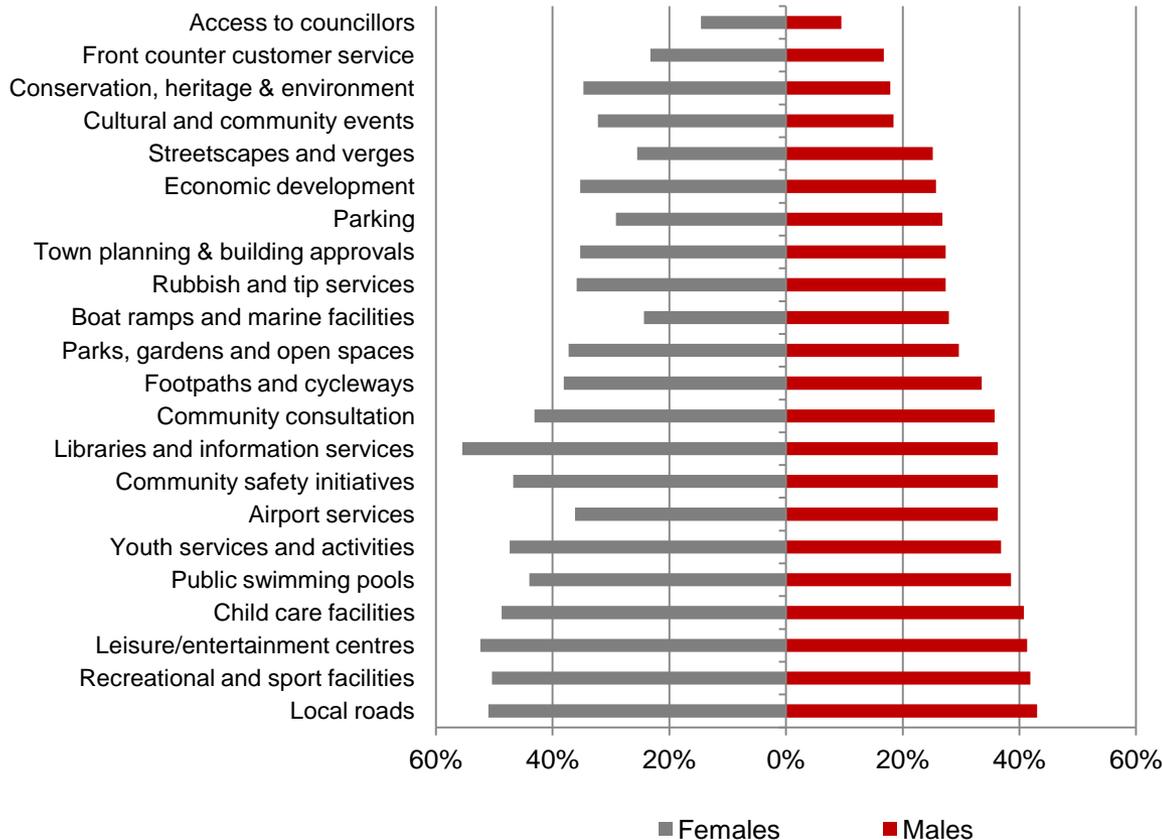
Importance of Shire Services



Percentage of Respondents Indicating Service Extremely Important

- When residents were asked what was the most important Shire service, libraries and information services (49%) tied with leisure and entertainment centres and local roads in receiving the most number of responses indicating it was “extremely important”.
- In 2011, roads and airport services were most often rated as extremely important.
- There were high correlations between the importance rating of parks, streetscapes and rubbish services. That is, people who rated one of these as extremely important, also rated the others in the same category.

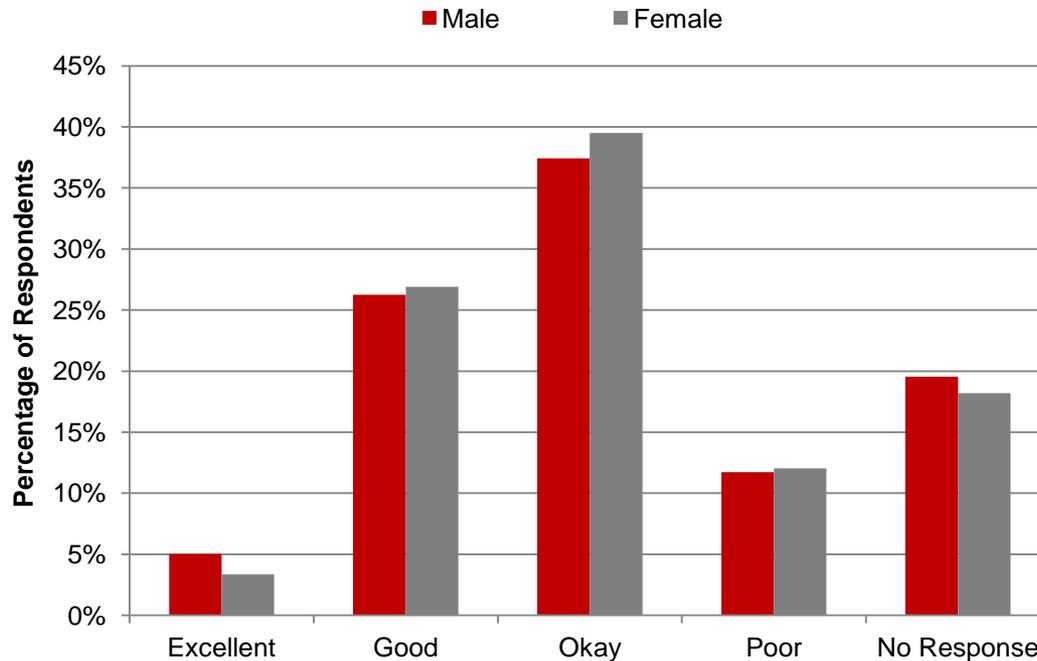
Importance of Shire Services by Gender



Percentage of Males and Females Indicating Service Extremely Important

- As with 2011, female respondents were more likely to indicate a service was “extremely important”.
- The most significant variation between genders when rating a service “extremely important” was in relation to:
 - libraries and information services (males were less likely to rate it extremely important)
 - and boat ramps (males were more likely to rate it extremely important).
- Looking at weighted scores for all responses revealed that males rate leisure and entertainment centres as the most important service overall (that is, “extremely important” or “important”), followed by airport and childcare services.
- For females, streetscapes, followed by childcare and leisure and entertainment centres were the most important services overall.

Shire Performance Overall



Male and Female Views on Overall Shire Performance 2012

	Excellent	Good	Okay	Poor
2009	7%	26%	25%	42%
2011	2.5%	31.8%	46.2%	19.6%
2012	4.8%	32.8%	47.7%	14.7%

Overall Shire Performance 2009, 2011 and 2012

- Overall the community's perception of the Shire of Roebourne's performance improved in 2012 compared to 2011.
- In 2011, almost 20% of respondents who answered the question felt the Shire's performance was poor, significantly lower than in 2009. In 2012, it was 15%. The 'Okay' rating went from 25% to 48% and 'Good' from 26% to 33%.
- Respondents who indicated the Shire's overall performance was excellent went from 7% in 2009, dropping to 2% of valid responses (10 respondents) in 2011 and back up to 4.8% (21) in 2012.
- There was no statistically significant difference between male and female responses to this question.
- There was no consistent, discernible difference in views between males and females of different ages.

Shire Performance by Area

2009	2011	2012
Library	Rubbish and tip services	Rubbish and tip services
Rubbish tip	Cultural and community events	Airport services
Community events	Economic development	Recreational and sport facilities
Heritage	Boat ramps and marine facilities	Front counter customer service
Pool	Front counter customer service	Parks, gardens and open spaces
Airport	Libraries and information services	Youth services and activities
Boat Ramps	Access to Councillors	Cultural and community events
Rubbish collections	Public swimming pools	Boat ramps and marine facilities
Health Services	Airport services	Economic development
Animals and pests	Recreational and sport facilities	Public swimming pools

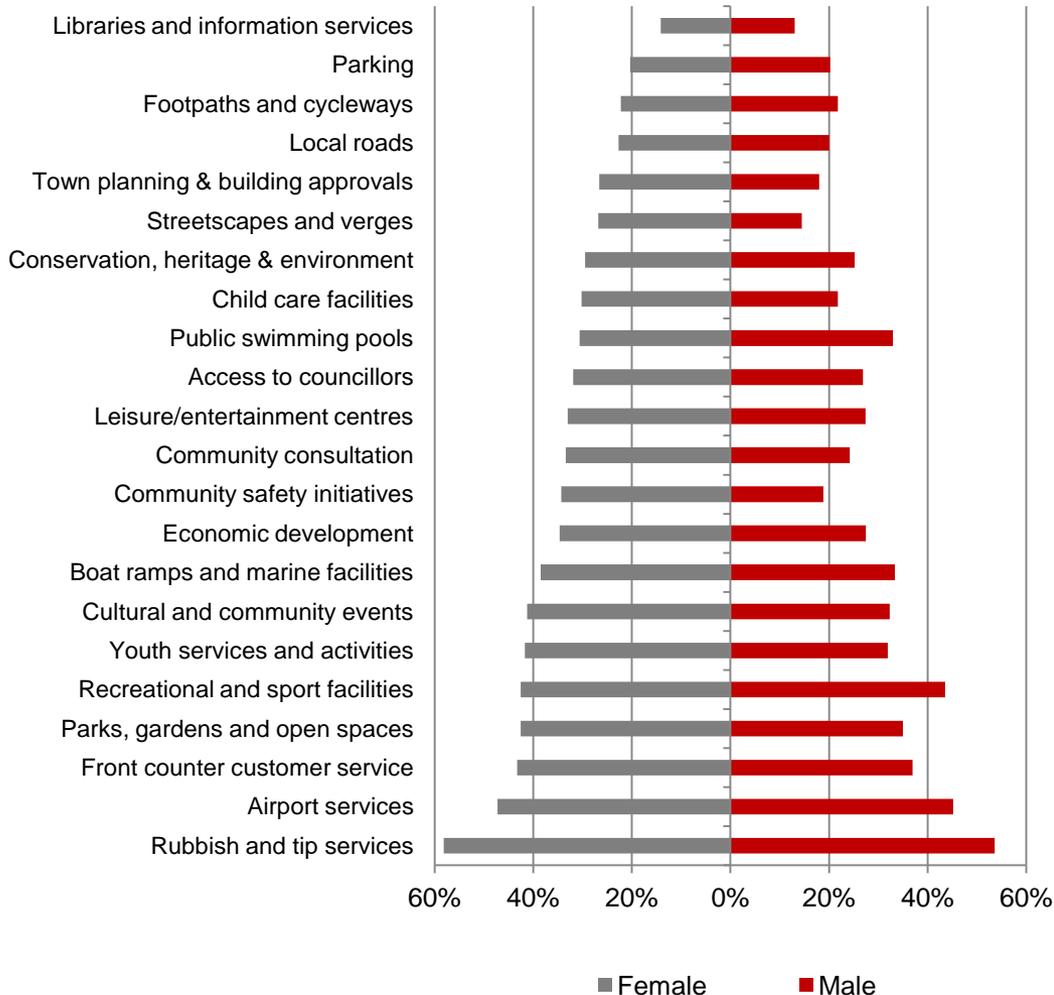
Best Performing Areas 2009, 2011 and 2012

2009	2011	2012
Parking and litter	Youth services and activities	Libraries and information services
Streetscapes	Leisure/entertainment centres	Parking
Anti-social behaviour	Footpaths and cycleways	Local roads
Main street	Parking	Footpaths and cycleways
Youth services	Streetscapes and verges	Streetscapes and verges
Planning and building	Local roads	Town planning & building approvals
Footpaths	Parks, gardens and open spaces	Child care facilities
Child care	Community safety initiatives	Conservation, heritage & environment
Leisure centre	Child care facilities	Community safety initiatives
Central park	Community consultation	Access to councillors

Least Performing Areas 2009, 2011 and 2012

- The best performing areas in 2012 were rubbish and tip services, airport services and recreational and sport facilities.
- By contrast, libraries and information services was considered the worst performing area (and is also considered the most important overall). It dropped from the best performing areas in 2009 to the worst performing area in 2012 (out of 22 areas). It should be acknowledged that Karratha Library has been temporarily closed since the last survey.
- There were consistent strong correlations between responses. That is, most respondents rated services in a consistent manner (either excellent/good or okay/poor).

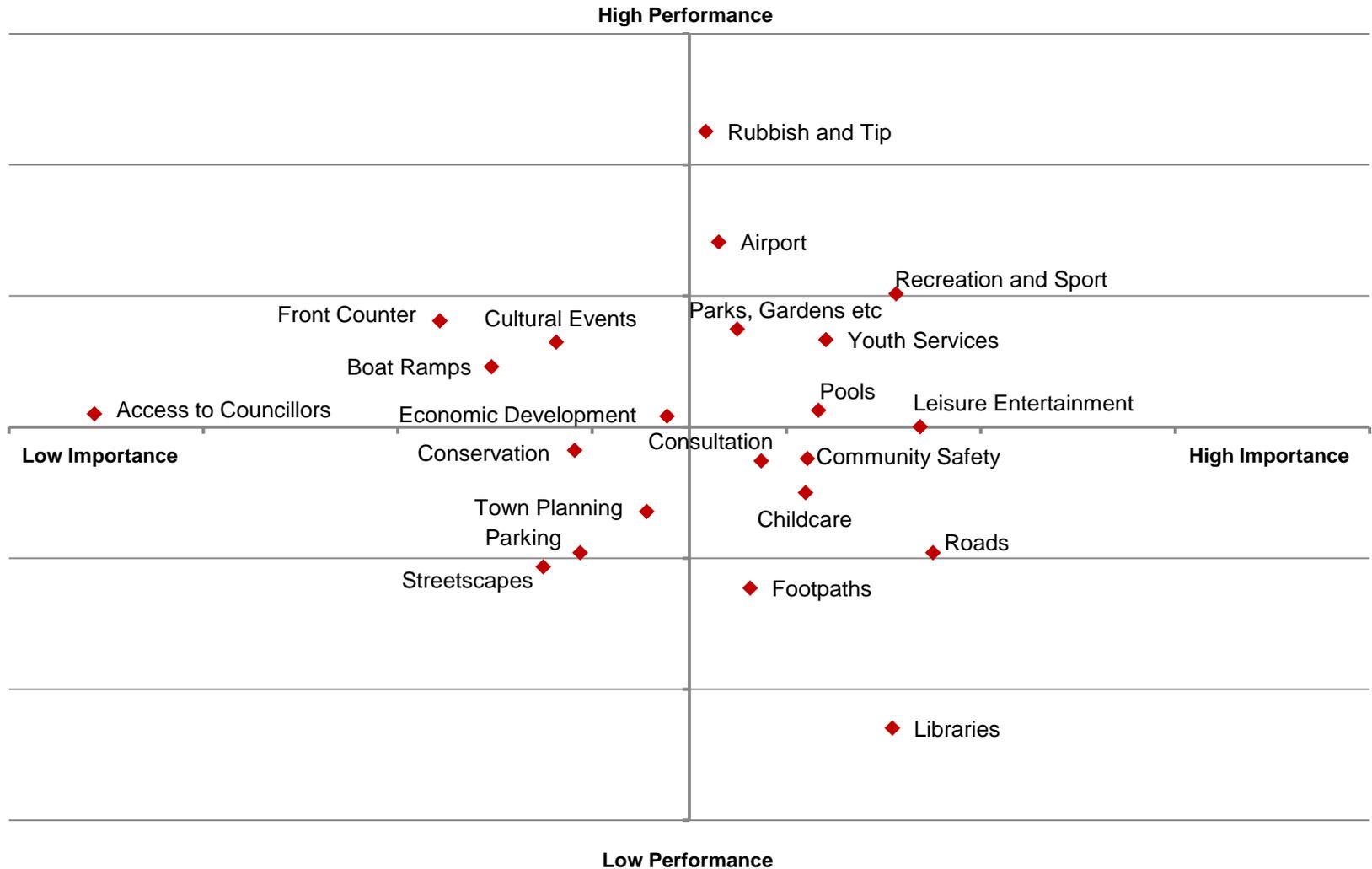
Shire Performance by Gender



Good/Excellent Performing Areas by Gender

- Both males and females rated rubbish and tip services as the best performing service (54% and 58% of valid good/excellent responses respectively).
- Airport services was rated next best performing overall (45% and 47% for males and females). Males rated recreational and sport facilities next best (44%). Females rated this equally well with customer service, parks and recreational and sport facilities (43% of valid responses).
- Most of the other responses were consistent across genders with the exception of community safety initiatives (only 19% of males rated it excellent or good compared with 34% of females); and streetscapes and verges (14% of males compared with 27% of females).
- The major changes since 2011 were:
 - For males – an improvement in the rating of youth services and parks and gardens
 - For females an improvement in the rating of youth services and a decline in the rating of library services.

Importance and Performance



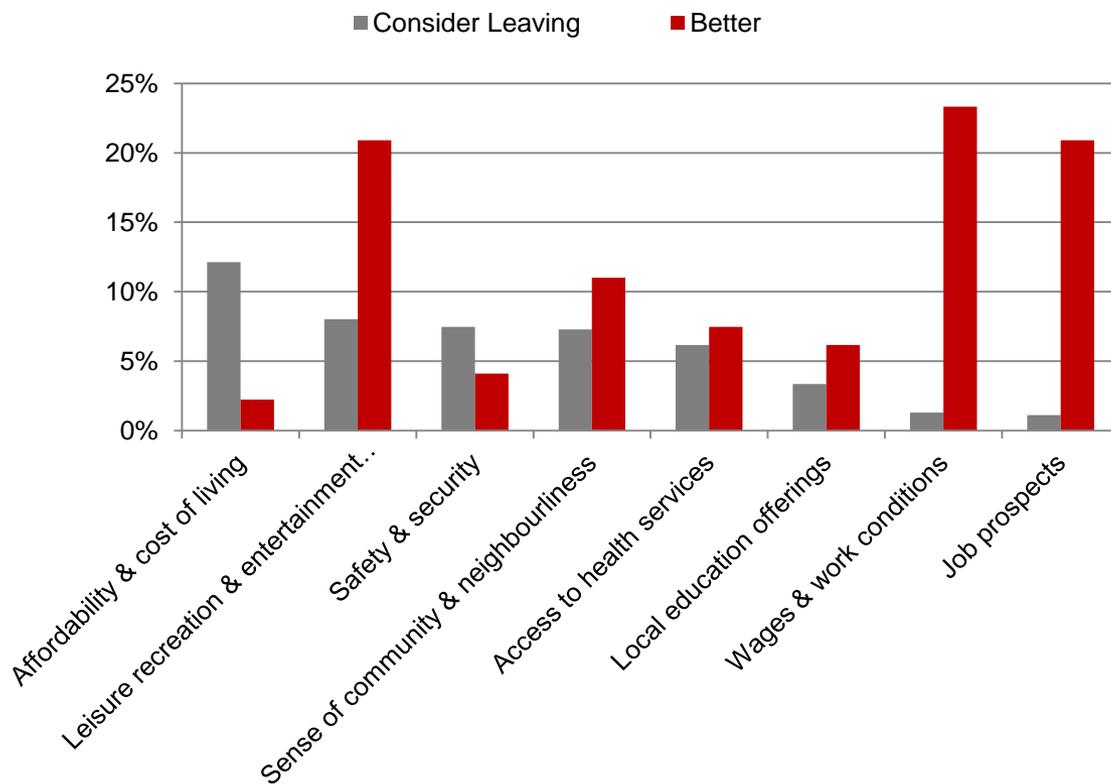
Comparing Importance with Performance

Issue	Significant Relationship
Streetscapes and verges	Yes
Local roads	Yes
Footpaths and cycleways	Yes
Airport services	No
Rubbish and tip services	Yes
Parks gardens and open spaces	No
Public swimming pools	No
Leisure and Entertainment	No
Recreational and sport facilities	No
Cultural and community events	Yes
Youth services and activities	No
Parking	Yes
Community safety initiatives	No
Conservation heritage environment	No
Boat ramps and marine facilities	No
Libraries and information services	Yes
Child care facilities	No
Town planning building approvals	No
Economic development	No
Front counter customer service	No
Community consultation	No
Access to Councillors	Yes

- When comparing respondents' rating of importance against an assessment of performance, significant relationships were found for eight of the 22 issues.
- The most significant relationships were for parking and rubbish.
- Of all of the issues, cultural and community events, rubbish and access to councillors had significant positive correlations. This means that, of those who think the issue is important, the majority approve of the Council's performance in providing the service.
- For the other significant correlations, the relationships were negative. That is, of those who thought the service was important, they generally thought the performance was poor. Most notable amongst these were libraries, roads and footpaths.

Significant Relationship Between Performance and Importance Rating

Quality of Life



Best and Worst Quality of Life Issues

- Overall, quality of life was reported to have improved since 2011 to the extent that only 6% of responses indicated an intention to leave due to a quality of life issue (compared with 12% in 2011).
- In 2011, 17% of respondents said that affordability and cost of living had made them consider leaving and 15% said safety and security would make them consider leaving.
- In 2012, affordability was still the number one concern (12% said they would consider leaving due to it). Leisure and recreation became a less significant concern (8% would consider leaving compared to 11% in 2011) and safety and sense of community remained a priority concern (although down from 15% of respondents in 2011 to 7%).
- As with 2011, job prospects (21%) and wages and work conditions (23%) had improved.

Intentions to Stay

Intention to Stay	2009	2011	2012
Less than 1 year	4%	8%	5.3%
1-2 years	9%	18%	12.6%
3-5 years	23%	22%	23.5%
6-9 years	13%	7%	8.1%
10+ years	29%	14%	22.5%
Don't know	22%	31%	28.1%

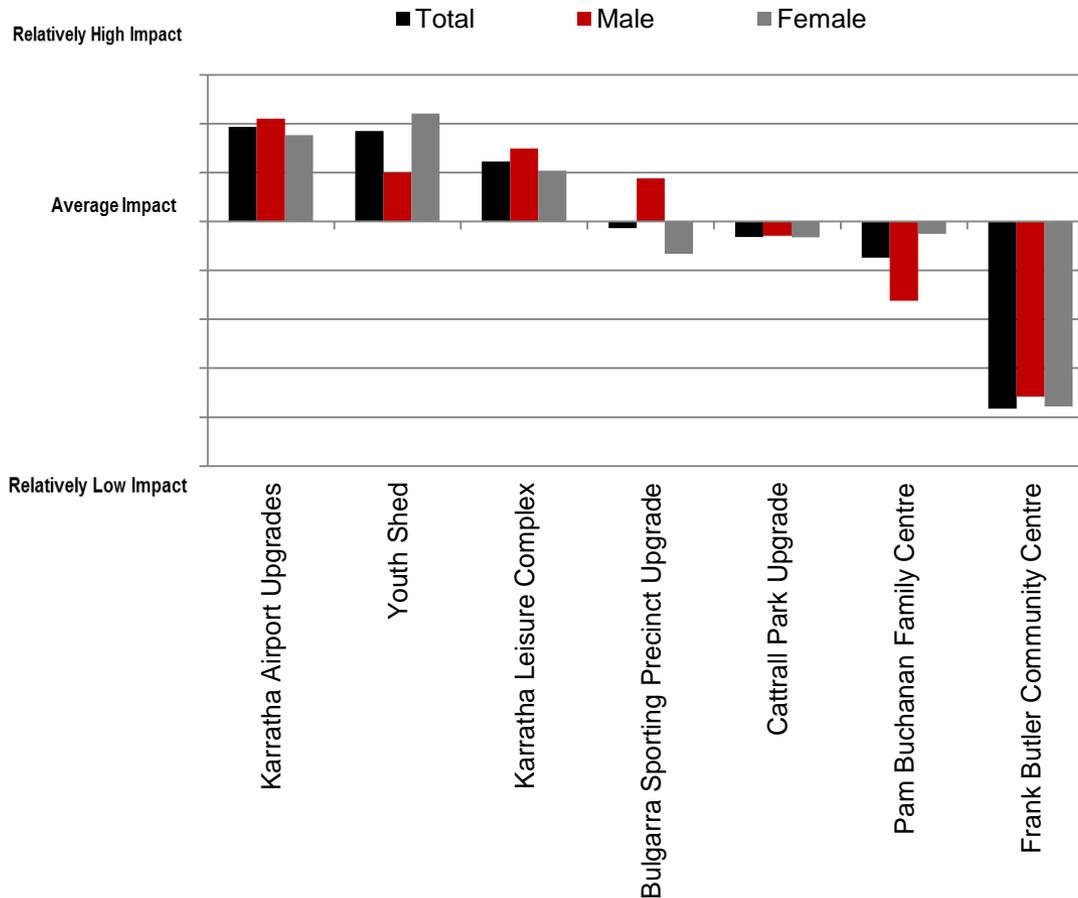
Intention to Stay

Length of Residency	2011	2012
Less than 1 year	8%	3%
1-2 years	18%	9%
3-5 years	24%	17%
6-9 years	16%	15%
10+ years	34%	43%

Length of Residency

- Of the 533 residents who answered the question, around 41% said they intended to leave within 5 years (down from 48% a year ago).
- A growing proportion of current residents also intend to stay for 10+ years.
- There was no significant relationship between intention to stay and length of residency.

Major Community Projects' – Impact on Liveability

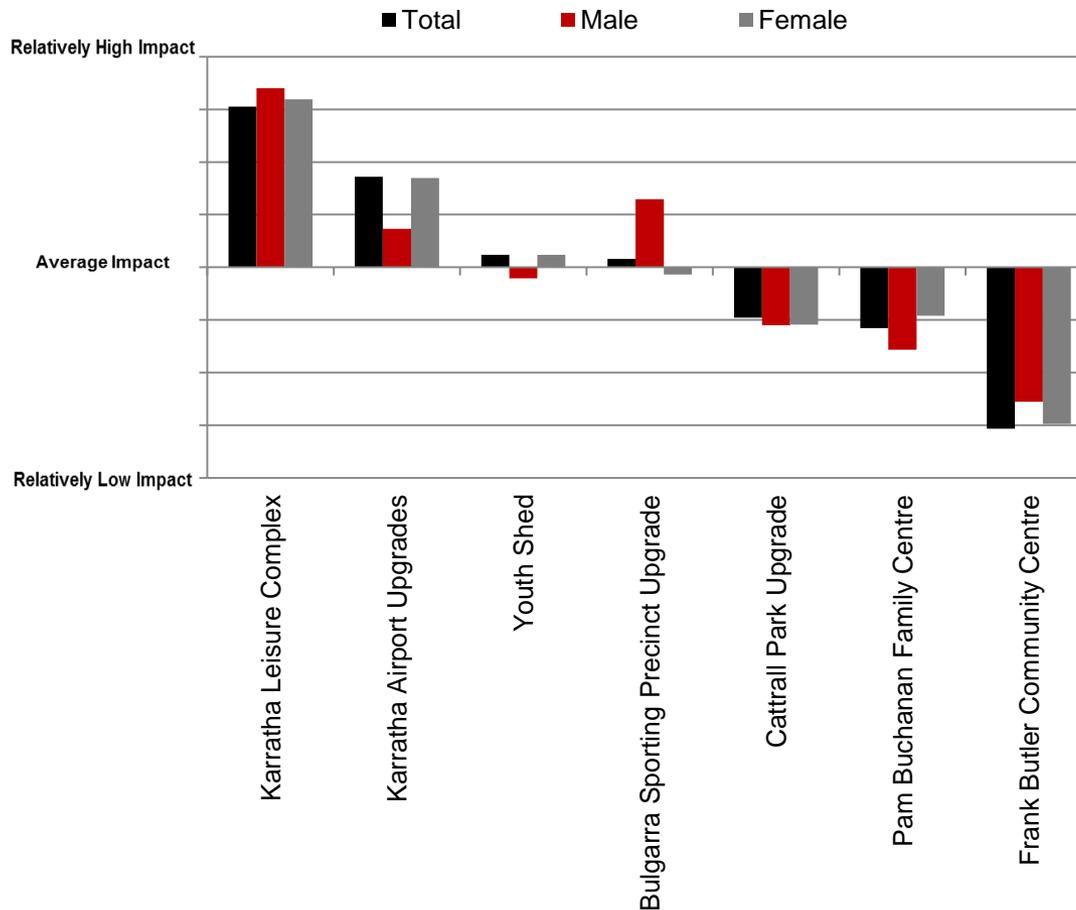


Impact of Major Project on Liveability

- Relative to one another*, of the major community projects listed in the survey, the Karratha Airport Upgrade had the highest impact on people's perceptions of liveability. This was followed by the Youth Shed and Karratha Leisure Complex .
- The variation between males and females was most significant for the Youth Shed (more females acknowledging its impact). Males were more likely to rate the Bulgarra Sporting Precinct Upgrade and Karratha Leisure Complex.
- Notably, 55% of respondents had not heard of the Frank Butler Community Centre and nearly a quarter of respondents had never heard of the Pam Buchanan Family Centre.

*NOTE these results have been derived from weighting survey results (e.g. higher impact has a higher weighting), which are then converted to z scores for ease of comparison

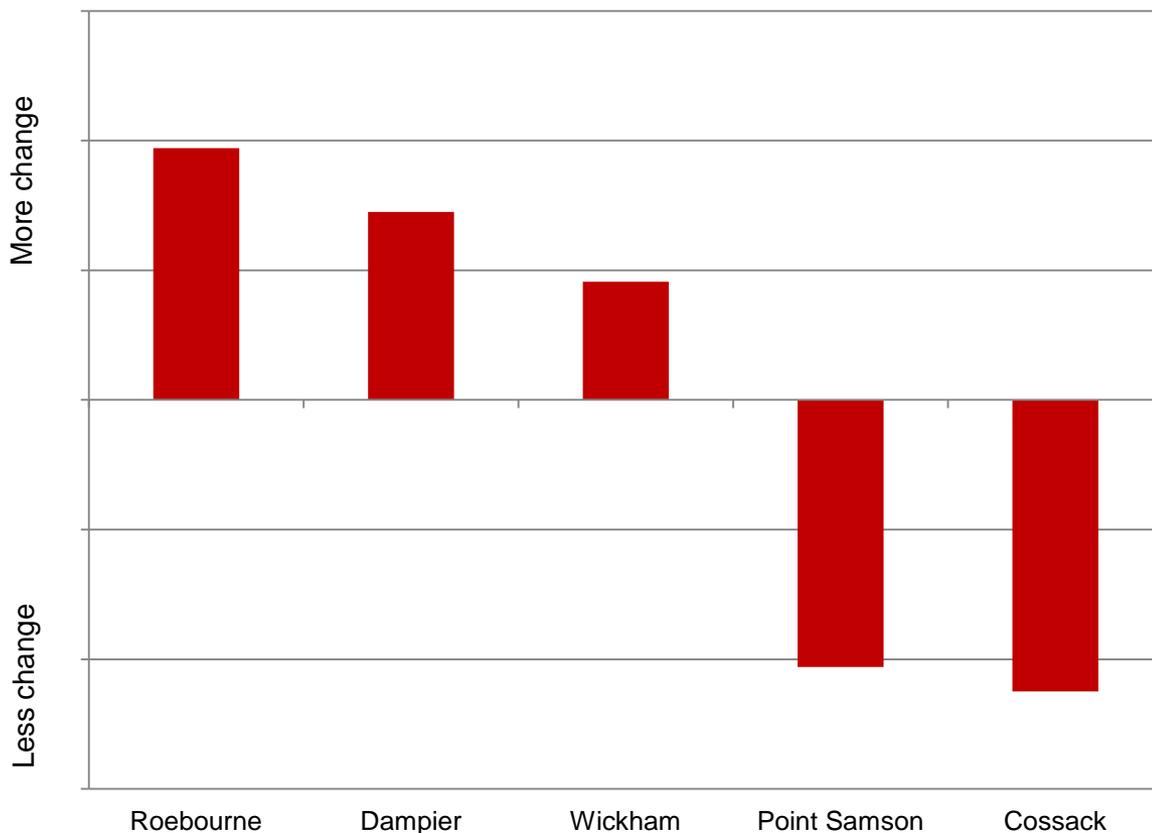
Major Community Projects' – Impact on Intentions to Stay



Impact of Major Project on Liveability

- Relative to one another, of the major projects, the Karratha Leisure Complex had the highest impact on resident's intentions to stay. This was followed by the Karratha Airport Upgrades and the Youth Shed.
- The variation between males and females was most significant for the Airport upgrades (more females acknowledging its impact) and the Bulgarra Sporting Precinct Upgrade (more males).

Change in our Towns



Views on How Much the Town Should Change

- Apart from Karratha, Roebourne was the town people most wished to see changed (57% wished to see major change and 20% some change).
- By contrast, only 12% of respondents wanted to see major change in Point Samson.
- Uncertainty was highest in respect to Wickham, with 16% of respondents not sure whether the town needed change (compared with 9% for Point Samson).
- When asked whether the Shire should **continue** the tradition of swapping the Queen's Birthday public holiday for the day after the FeNaCING Festival date, 70% of respondents said it should do so.

NOTE: the towns below the line were those where a majority of respondents stated they should stay as they are.

Fly-in/Fly-out – Type and Duration of Employment

Duration of Employment	Job Type	
	Construction	Operation
less than 1 yr	32%	30%
1 to 2 yrs	36%	18%
3 to 5 yrs	27%	16%
6 to 9 yrs	0%	16%
10+ yrs	5%	21%
Total	27.8%	72.2%

FIFO Respondent Profile

Reason	Proportion
Family	33%
Lifestyle	21%
Career	17%
Health	8%
Schooling	8%
Cost	4%
Housing	4%
Other	4%
Climate	0%
Impact of FIFO	0%

Reason Switched from Resident to FIFO

- Over 70% of FIFO workers surveyed were construction workers with the remainder operational staff.
- In terms of the duration of employment in the Shire, the majority of construction workers have been working for less than 2 years and the operational workers, less than 5 years.
- As would be expected very few construction workers have been working in the Shire for more than 6 years.
- By contrast, one fifth of operational FIFO workers have been working in the Shire for 10 or more years. This compares with 35% of residents having lived in Roebourne for more than 10 years.
- Of those surveyed, 31% (25) had previously been residents of Roebourne.
- Of the 25 who had been a resident, 24 gave a reason why they had switched to FIFO. The majority of these (33%) said it was for family reasons, followed by lifestyle (21%) and career requirement (17%).

Fly-in/Fly-out - Incentives to Stay

Incentive	Rank Order	
	2011	2012
Cheaper accommodation & more housing choice	1	1
Better hospital & medical services	3	2
Lower cost of living	2	3
More cafes & restaurants	4	4
Better shopping	8	5
Revitalisation of the Karratha Town Centre	6	5
More things for families to do	5	7
More community events & activities	17	8
Better TAFE & education facilities/services	14	9
Improved community safety/policing	10	9
Better parks & recreation facilities	10	11
Better family services & childcare	10	12
Improved boating & marine facilities	15	12
Improvements to the Airport	7	14
Enhanced aquatic facilities	10	15
Better library & information services	17	15
More youth activities & facilities	15	17

Incentives to Stay 2011 and 2012

- In 2011, affordable housing/more housing choice was the number one incentive likely to encourage FIFO workers to relocate. This was followed by cost of living and hospital and medical services.
- In 2012, the order of importance had changed slightly, with hospital and medical services now more important, and the costs of living less important.
- Other differences of note include the Airport dropping in importance from 7th to 14th in 2012, and community events and activities increasing from 17th to 8th.
- In terms of where they might live if they were to relocate, 27% (20) indicated Karratha CBD, followed by 21% in Dampier and 15% in Point Samson. In 2011, the three preferred places were Dampier (33%), Karratha CBD (18%) and Point Samson (14%).

NOTE: some incentives in 2011 and 2012 were equally ranked.

Fly-in/Fly-out - Incentives to Stay

Incentive	Rank Order	
	Former Residents	Never Residents
Better hospital & medical services	1	2
Cheaper accommodation & more housing choice	2	1
Lower cost of living	3	3
Improved community safety/policing	4	12
Revitalisation of the Karratha Town Centre	4	8
Better parks & recreation facilities	4	14
Better TAFE & education facilities/services	7	11
More cafes & restaurants	7	5
More things for families to do	9	6
Improvements to the Airport	9	12
Better library & information services	9	17
Better family services & childcare	12	9
Enhanced aquatic facilities	12	14
More community events & activities	12	6
Improved boating & marine facilities	12	9
Better shopping	16	4
More youth activities & facilities	16	14

Incentives to Stay Former and Never Residents

- When comparing current FIFO workers who were previously residents, with FIFO workers who have never lived in the Shire, the greatest incentives to relocate vary considerably (excluding the top three reasons).
- Most notably, former residents indicate community safety and policing would have to improve in order to encourage them to return.
- By contrast, better shopping and more cafes/restaurants would be a greater incentive to those who have never been a resident.

Summary

- Overall, the Shire's performance has improved since 2011. Most notably, the proportion of residents who stated the Shire's performance was excellent had doubled since the last survey and the proportion who believed the Shire's overall performance had been poor dropped by 25%.
- The worst performing area was Library and Information Services – most likely due to the temporary closure of the Karratha Library. Notably the biggest improvement was in Youth Services, likely due to the construction of the Youth Shed and Skate Park.
- Comparing what respondents believe is important to how well they consider the Shire is performing, the key areas for improvement are in libraries, footpaths, roads, childcare and community safety.
- Health services, affordability and entertainment/leisure were the priority concerns for respondents, followed by community policing. Of some note is the significant increase in priority for community events and activities.
- Overall, quality of life was reported to have improved since 2011 to the extent that only 6% of respondents indicated an intention to leave due to a quality of life issue (compared with 12% in 2011).
- The Karratha Leisure Complex, Airport Upgrade and Youth Shed had the biggest impact on liveability and people's intentions to stay.
- Mindful that conditions elsewhere have changed (e.g. fewer employment prospects elsewhere in Australia), residents generally indicated they intended to stay longer. Around 41% of respondents said they intended to leave within 5 years (down from 48% a year ago) and a growing proportion of current residents also intend to stay for 10+ years.
- Amongst FIFO workers, affordable accommodation, health services, cost of living and cafes and restaurants were the most likely to encourage them to become residents.

Summary

- Roebourne was the town people most wished to see changed, followed by Dampier. Most respondents thought Point Samson and Cossack should be left as they are.
- 70% of respondents said that the FeNaCING Festival date should be left as it is.
- In summary:
 - The community's perception of the Shire's performance and quality of life has improved. People intend to stay longer, with the reality of seeing major community projects from Karratha 2020 having an impact.
 - The costs of living, hospital/health services and entertainment/leisure facilities are still priority concerns for both residents and FIFO workers who may consider relocating.
 - There is a slight shift in emphasis since 2011 from hard infrastructure amenity towards community services, events, and activities.

References

- Shire of Roebourne, Karratha 2020 Vision and Community Plan, Geografia, 2008
- Shire of Roebourne Community Satisfaction Survey, Marketintel, 2009
- Shire of Roebourne Economic Prospectus, Geografia, 2010
- Shire of Roebourne, Community Needs and Satisfaction Survey, Geografia, 2011