

C O U N C I L L O R S

ATTACHMENT

9.1.2 2009 Annual Community Survey Results

**Draft Annual Community Survey Report
Post Survey Communications Plan**

**Ordinary Council Meeting
Monday 21 September 2009**

ANNUAL COMMUNITY SURVEY

Post Survey Communication Plan

| | Deliverable | Description | Delivery Method | Frequency | Owner | Audience |
|--------------------|-------------------|--|-----------------|-------------|-----------------------------|------------------------|
| Community | Media Release | Include Feedback Mechanism | Email | Once | Exec Community Services/CEO | All community |
| | Publication | Letter Box Drop to all residents | Mail | Once | Exec Community Services/CEO | All community |
| | Article | Monthly Newsletter | Newspaper | Once | Exec Community Services/CEO | All community |
| | Library | Hard copies at all libraries | Hard copy | Once | Exec Community Services | All community |
| | Reception | Hard copies available | Hard copy | Once | Exec Community Services | All community |
| | Internet | Hosting document | Soft copy | Once | Exec Community Services | All community |
| | Feedback | Utilise Shire email address | Email | As required | Exec Community Services | All community |
| | Feedback Response | Generic Feedback Statement as to purpose etc | Email | As required | Exec Community Services | All community |
| Councillors | Presentation | Consultant to present | Presentation | Once | Exec Community Services | Councillors/EMG |
| | Council Report | | Report | Once | Exec Community Services | Councillor & Community |
| EMG | Review | Link to Strategic Plan | Report | Once | Exec Community Services | EMG |
| | Presentation | | Presentation | Once | Exec Community Services | |
| | Review | Findings | Email | Once | Exec Community Services | |
| Staff | Internal Memo | Community Survey findings | Email | Once | Exec Community Services | Staff |
| | Feedback | Via EMG in respective area | Email | As required | Exec Community Services | |
| | Intranet | Place copy on intranet for staff review | Soft copy | Once | Exec Community Services | |

Community Survey 2009

Prepared on behalf of:

Shire of Roebourne

August 2009 ©



DRAFT 9/9/09

marketintel

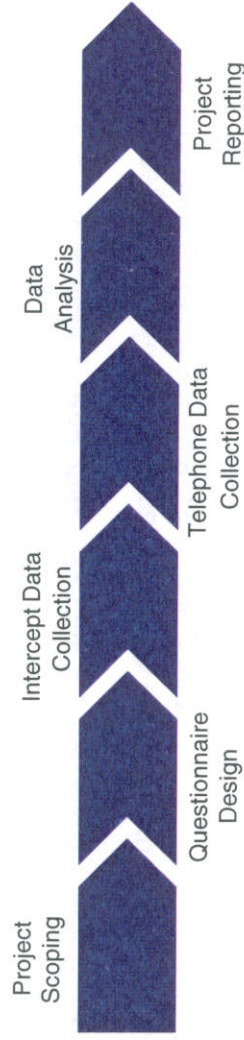
The MarketIntel logo, consisting of a red stylized 'i' icon followed by the word "marketintel" in a lowercase, sans-serif font.

Introduction

- The Shire of Roebourne has recently completed a Functional Review of its operations and has identified the need to engage with the community. In order to achieve the Functional Review recommendations, the Shire of Roebourne has resolved to develop an annual community survey to engage the community and to ascertain the community's perception of the Shire's performance.
- In achieving this, the Shire of Roebourne commissioned Marketintel to develop an Annual Community Survey that enables the community to provide feedback on the Shire's operations. The Annual Community Survey will assist the Shire of Roebourne in decision-making and service planning, provide data for external grants and lobbying and form a major component to development the Shire's Strategic Plan. The survey also provides an opportunity for the community to influence public decisions.
- The overarching objective of the research is to provide management with an insight into community attitudes and opinions towards Council's performance and to allow for on-going identification of community perceptions on issues of importance or priorities.
- The specific objectives of the 2009 Community Survey include:
 - Determining the Shire's overall performance,
 - Determining the Shire's performance on specific services and facilities,
 - Determining the importance of council providing specific services and facilities,
 - Determining community wellbeing,
 - Determining the performance of the State Government in the provision of specific services,
 - Determining satisfaction with contact with the Shire of Roebourne,
 - Other ad-hoc issues and
 - Allowing for general community comment.
- This report details the findings of the inaugural Annual Community Survey.

Research Approach

The following details the methodology employed in conducting the 2009 Community Survey on behalf of the Shire of Roebourne.



Population and Sample

The population, for the purpose of the research, will be all residents over the age of 17 within the geographical boundaries of the Shire of Roebourne.

In total, a sample of 468 was randomly selected from the population. This produced a sampling precision of $\pm 4.7\%$ at the 95% confidence interval. Based on the precision level, the sample provides a robust and statistically reliable sample upon which to make considered decisions. The sampling precision also satisfies the level as specified by the Auditor General of Western Australia ($\pm 5.0\%$).

The sample was stratified by location (town) to ensure a wide coverage of the population was achieved. Within each location, each resident was given equal probability of being randomly selected and invited to participate in the survey. Only one household member over the age of 17 years will be surveyed.

Questionnaire Design

Marketintel, in close association with the Shire of Roebourne, developed the survey instrument (questionnaire). The questionnaire was structured to address each of the research objectives. On average, the questionnaire took respondents 18 minutes to complete. Approval of the questionnaire was sought from the Shire of Roebourne prior to data collection.

Research Approach

Data Collection

The data was collected by way of a two stage approach – intercept and telephone surveying. This dual approach enabled a guaranteed minimum level of participation to be achieved (400 telephone surveys) and also gave every member of the community the chance to participate in the survey through face-to-face distribution of questionnaires at the four major towns within the shire (Karratha, Dampier, Wickham and Roebourne).

The primary data collection approach was by telephone interviewing. Telephone interviewing enabled a wide coverage of households within the boundaries of the Shire of Roebourne to be achieved in a timely and cost-effective manner. The approach ensured that a completely random sample was obtained with minimal sampling bias.

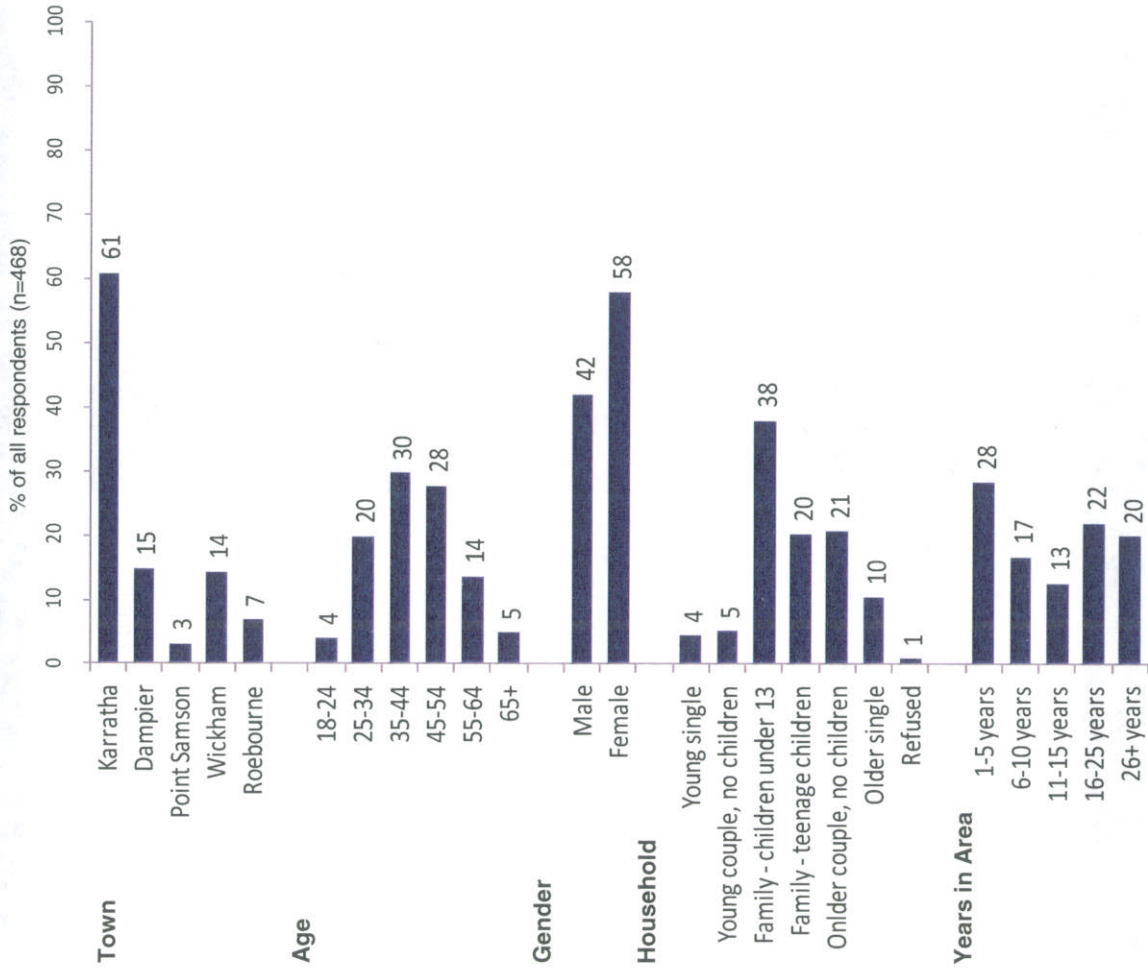
Household telephone numbers within the boundaries of the municipality were sourced using an electronic copy of the current White Pages. Households from this list were randomly selected, had the purpose of the research explained to them and invited to participate. Respondents were initially screened to ensure they meet the research criteria – such as age, persons responsible for household bills, a check to ensure they live in the municipality, and do not work for local government or in market research or marketing (as these respondents can potentially bias results).

All telephone interviewing was conducted by professionally trained and experienced telephone interviewers. The completed questionnaires were checked by trained supervisors to ensure the quality of interviewing was maintained and a minimum of 10% of all completed surveys were validated (as required by Market Research Quality Standards).

Over a period of three days, midway through the data collection period, Marketintel intercepted and distributed questionnaires to some 206 residents at locations throughout the Shire of Roebourne. By the close off date, 68 fully completed surveys had been returned. These questionnaires were added to the telephone data for analysis.

Data collection was conducted over a two week period from 3 August to 17 August 2009. The data collection process was conducted in accordance with the requirements of the Market Research Quality Standards, Code of Professional Behaviour of the ICC / ESOMAR, Federal Privacy Act and the AMSRS Professional Code of Conduct. All respondents were also assured of their anonymity.

Sample Profile



The demographic profile of those who participated in the research is shown in the graph on the left. As illustrated, the majority of respondents who participated are from Karratha, female and aged between 35 and 54 years.

The largest proportion of respondents categorise themselves as a family with children under 13 years of age.

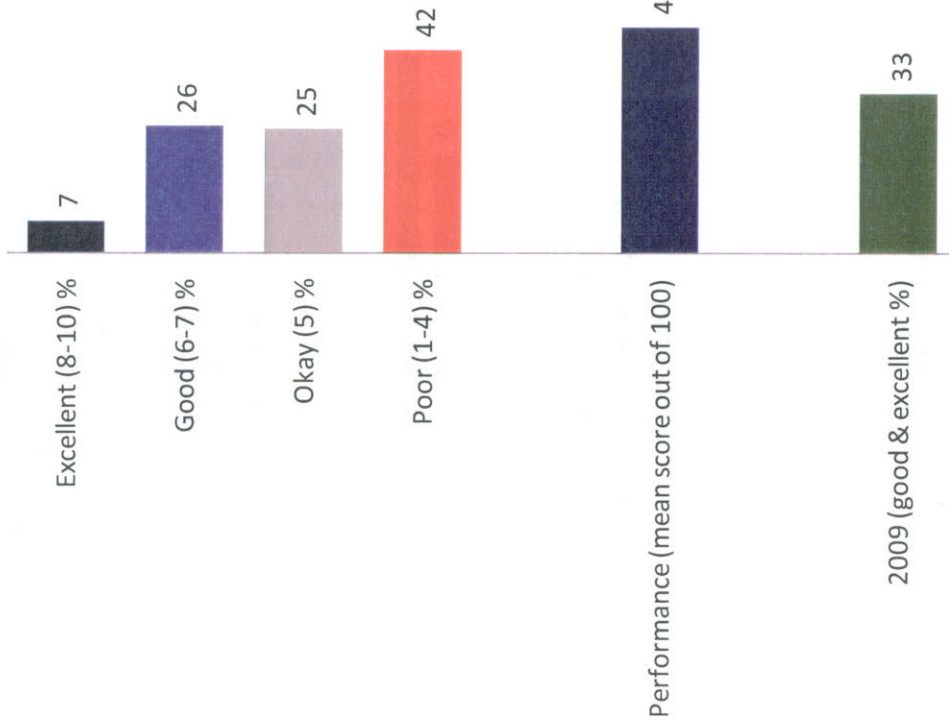
The largest proportion of respondents have lived in the area under 5 years.

The table below details the statistical precision by town.

| Town | Error Margin |
|--------------|--------------|
| Karratha | +/-5.6% |
| Dampier | +/-11.5% |
| Point Samson | +/-25.8% |
| Wickham | +/-11.5% |
| Roebourne | +/-17.0% |
| Total | +/-4.7% |

Overall satisfaction

% of all respondents (n=468)



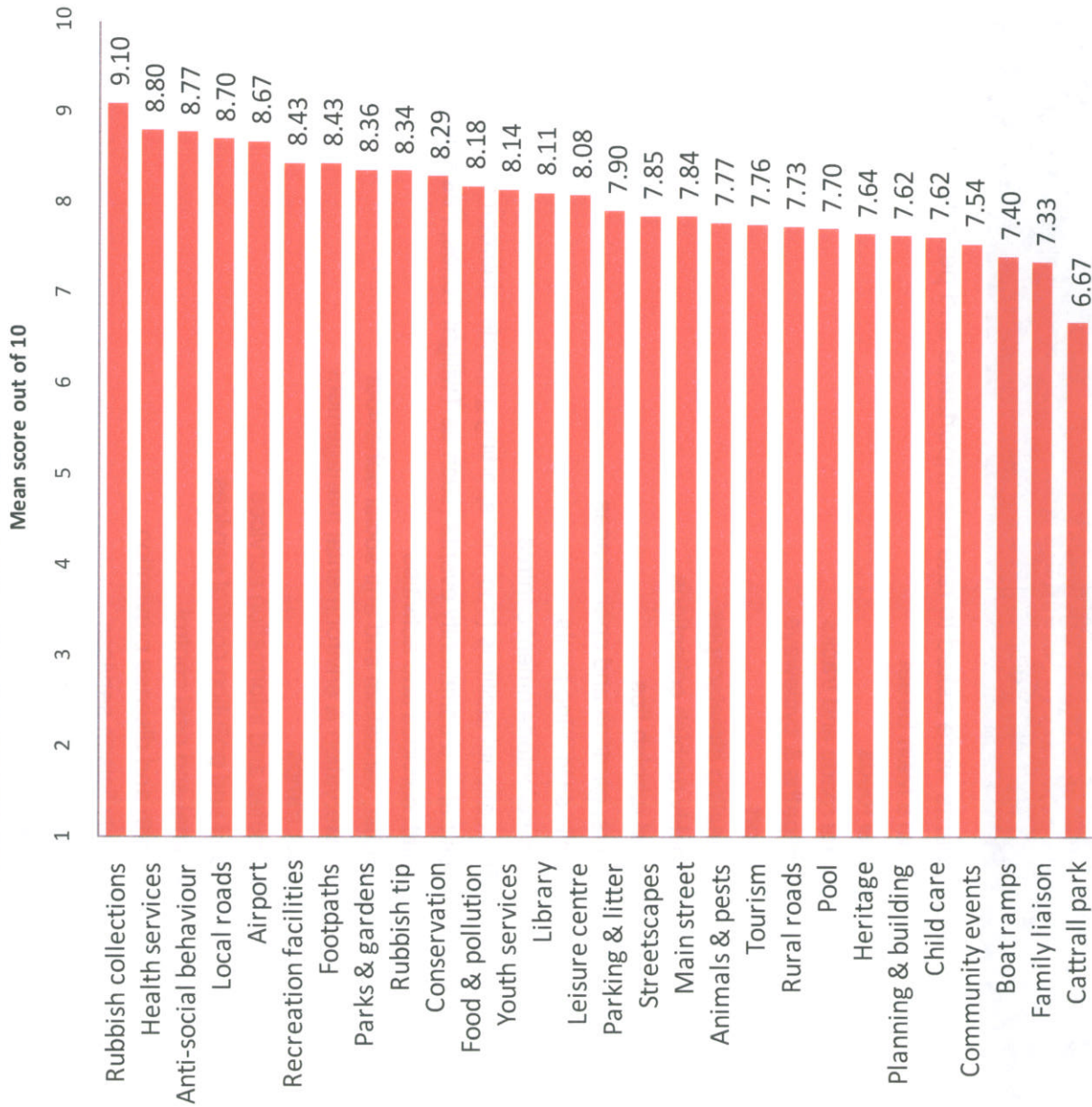
- Respondents were asked to rate the Shire of Roebourne's overall performance.
- In total, a third (33%) of residents rated the Shire's performance as good (26%) or excellent (7%). A further 25% rated the Shire's overall performance as okay.
- With approximately two in five (42%) residents rating the Shire's performance as less than satisfactory, the research highlights considerable room for improvement. This is supported by the average overall satisfaction score being less than 50 out of a maximum of 100 (mean score of 46.5).
- Respondents under 35 years of age are significantly more likely to rate the Shire positively (46% - good & excellent) than are older respondents (29% - good & excellent).
- Residents from Roebourne (47%) appear to rank the Shire's performance higher than residents from other towns.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 6 | 7 | 0 | 7 | 16 |
| Good (6-7) | 29 | 19 | 33 | 19 | 31 |
| Okay (5) | 24 | 29 | 20 | 30 | 22 |
| Poor (1-4) | 42 | 45 | 47 | 43 | 31 |

Attributes Measured

- Respondents were asked to rate the importance and performance on the below listed attributes.
 - Town's Main Street
 - Local roads
 - Rural roads and tracks
 - Footpaths & cycleways
 - Airport
 - Appealing streetscapes
 - Weekly rubbish collections
 - Local rubbish tips
 - Parks, gardens and open spaces
 - Public swimming pools
 - Leisure/entertainment centres
 - Recreational facilities (such as sporting grounds, clubrooms, courts and golf course)
 - Cultural and community events (such as Twilight Tunes, Festivals, Cossack Art Awards)
 - Youth services and activities
 - Graffiti, vandalism and anti-social behaviour
 - Conservation & environmental management
 - Boat ramps
 - Libraries and information services
 - Food and pollution control services
 - Animal and pest control
 - Health and disease prevention
 - Family liaison services
 - Child care facilities
 - Local heritage
 - Enforcement of illegal parking and litter
 - Planning and building approvals
 - Encouraging tourism
 - Cattrall Park

Importance of Services and Facilities



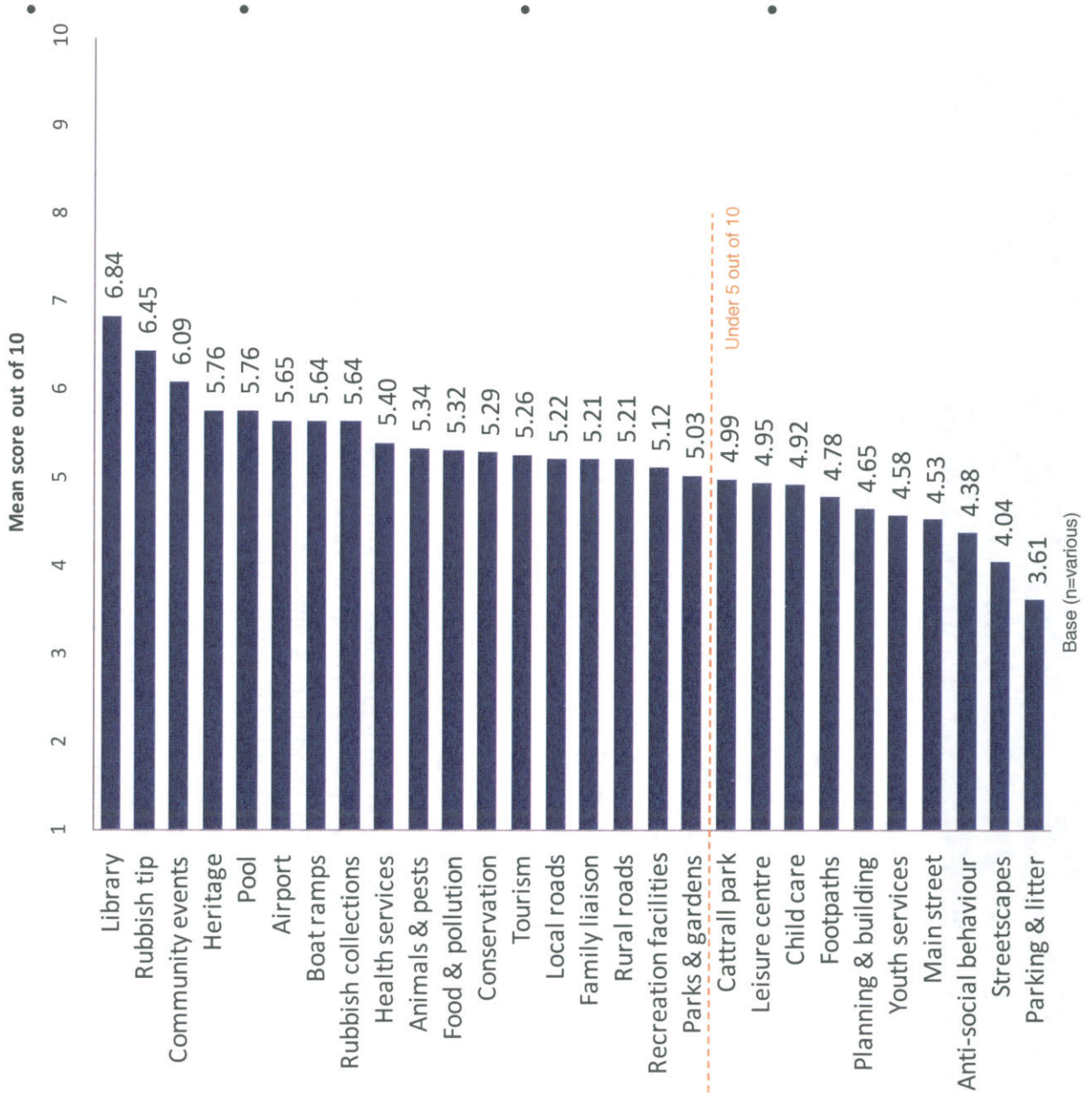
• Twenty eight services and facilities provided by the Shire of Roebourne were read out to respondents and they were asked to rate how important they believe it is that the Shire provides each.

- As depicted in the graph, the most important attributes are:
- Weekly rubbish collections
 - Health and disease prevention
 - Graffiti, vandalism and anti-social behaviour
 - Local roads
 - Airport
 - Recreational facilities
 - Footpaths & cycleways

• Of all the services and facilities, Cattral Park is significantly least important.

Base (n=various)

Performance in the Provision of Services and Facilities



• Respondents were given twenty eight services and facilities provided by the Shire of Roebourne and asked to rate how the Shire performs on each.

• Library and information services is the highest performing area with a mean score of 6.84 out of 10. The local rubbish tip (mean score of 6.45) and then cultural and community events (mean of 6.09) are next highest.

• Overall, the majority of services and facilities provided by council have average performance levels. The results suggest potential for considerable improvement across the board.

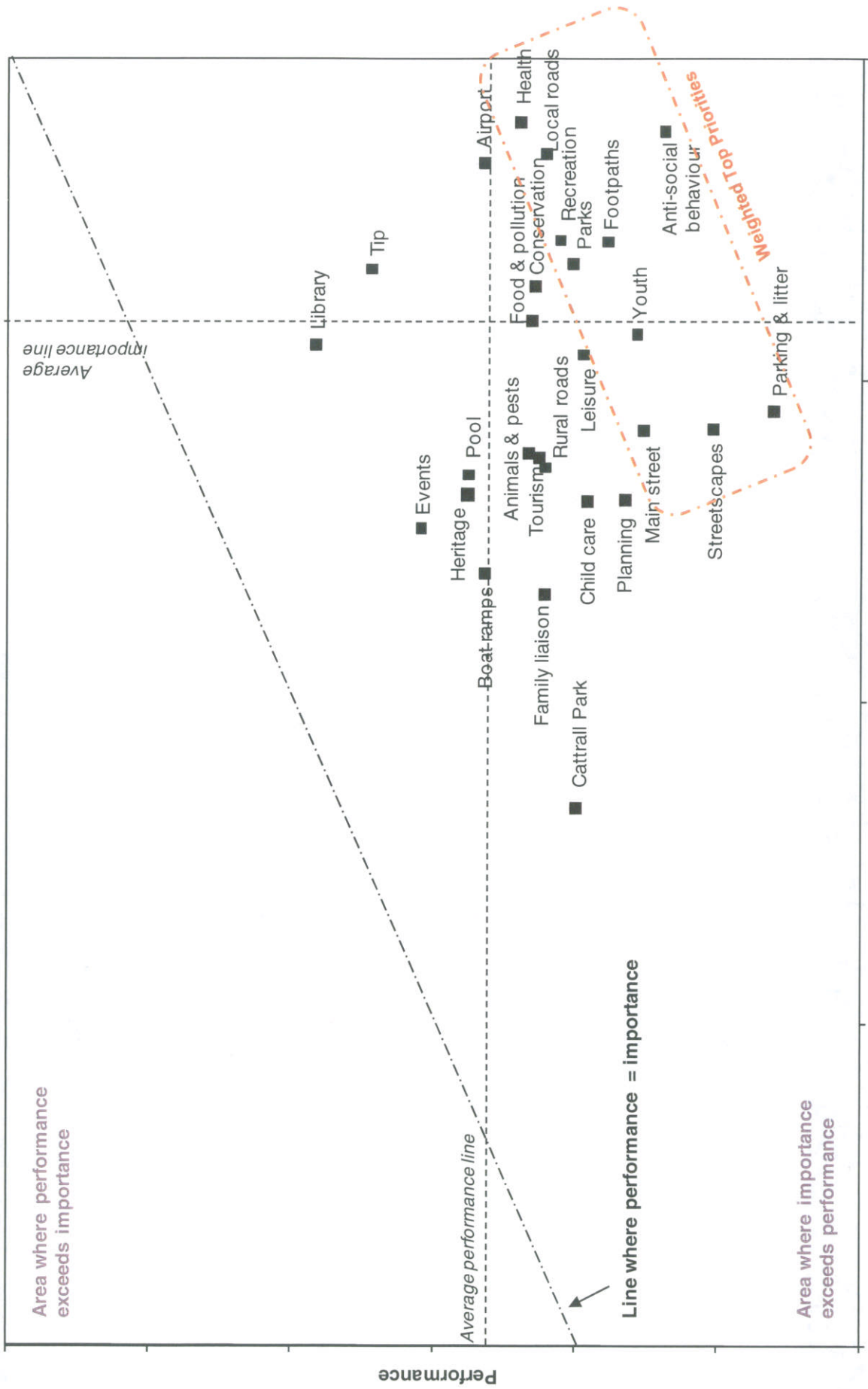
• Areas of lowest performance include:

- Town's main street.
- Graffiti, vandalism & anti-social behaviour.
- Appealing streetscapes.
- Enforcement of illegal parking & litter.

Importance – Performance Map

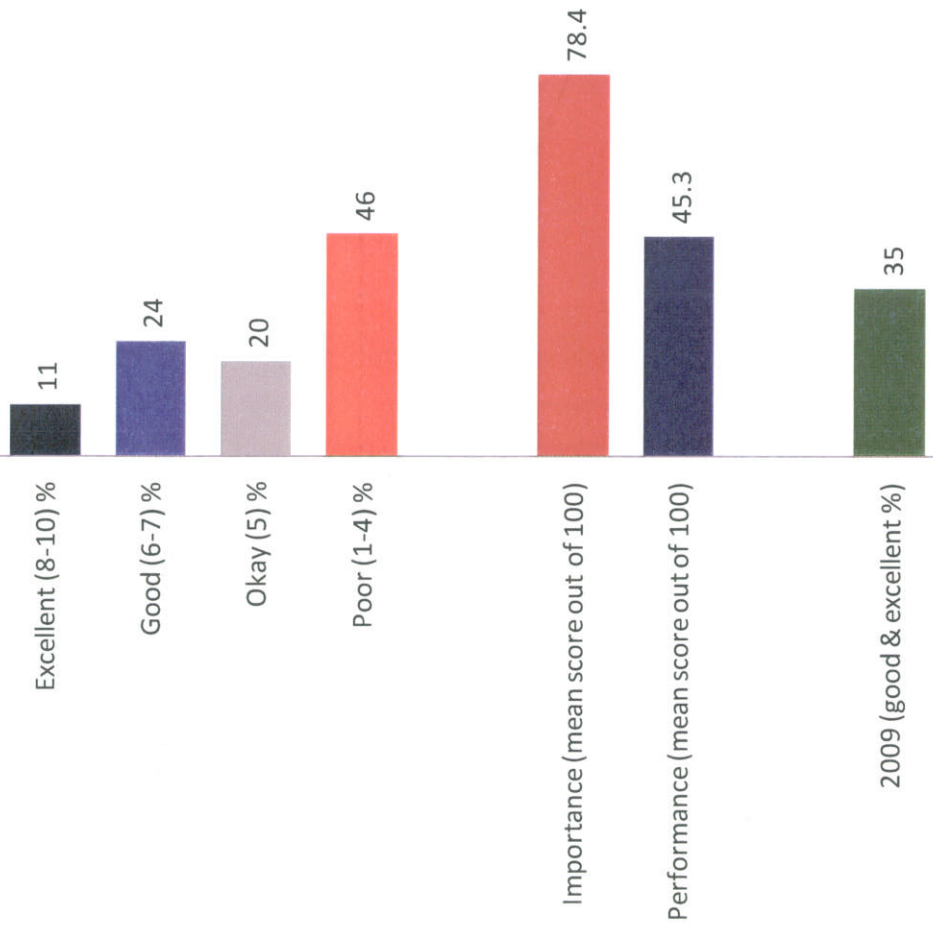
- By mapping the mean scores of importance against performance, it is possible to show the position of each attribute for the purpose of strategically allocating resources to better satisfy community expectations. Any attribute to the right of the importance-performance line (the diagonal dotted line) depicts a position where performance is below the attribute's respective level of importance. A position to the left of the importance-performance line indicates a situation where performance exceeds importance. An attribute that is on the importance-performance line is where performance and importance are matched and therefore attribute delivery is in equilibrium. The average importance line (vertical dotted line) represents the average importance of all attributes aggregated together. Attributes to the right of this line are of relatively higher importance and attributes to the left are relatively less important. The average performance line (vertical dotted line) represents the average performance of all attributes aggregated together. Attributes above this line exhibit relatively higher performance and attributes below have relatively lower performance.
- Therefore, attributes to the far right of the importance-performance line need to be improved and those positioned below the average performance line and to the right of the average importance line require urgent attention.
- As depicted in the figure over, all attributes are performing below their respective levels of importance. Of these, the attributes that are in need of considerable improvement (in order of priority) include:
 - Graffiti, vandalism & anti-social behaviour,
 - Enforcement of illegal parking & litter,
 - Appealing streetscapes,
 - Footpaths and cycleways,
 - Youth activities and services,
 - Local roads,
 - Health and disease prevention,
 - Town's main street,
 - Recreation facilities and
 - Parks, gardens and open spaces.

Importance – Performance Map



Town's Main Street

% of respondents who gave a valid response (n=463)

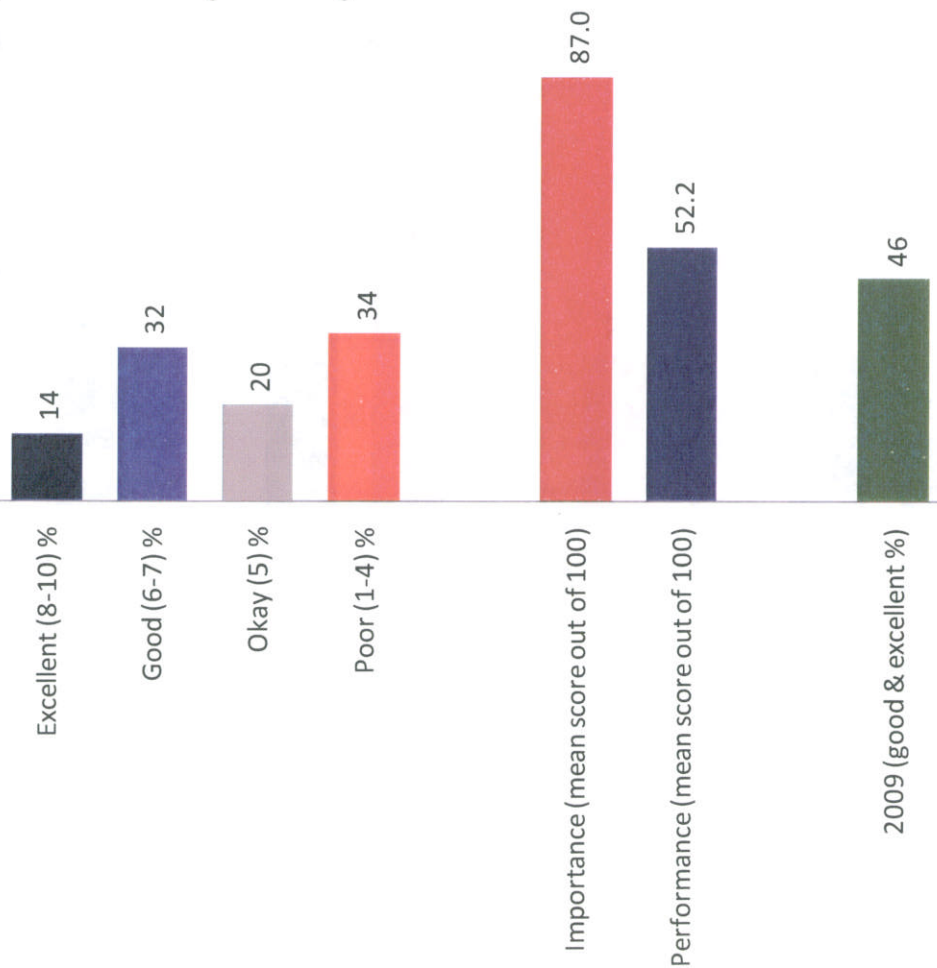


- Overall, 35% of respondents rated the Shire of Roebourne's performance on the town's main street positively.
 - 11% rated it as excellent.
 - 24% rated it as good.
- However, nearly half (46%) rated the Shire's performance as poor.
- Average importance (78.4 out of 100) is significantly higher than the average performance score (45.3 out of 100), indicating considerable room for improvement.
- Those aged 45-54 years (61%) are more likely to rate the Shire as poor compared to others (40%).

| | Kairatha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 11% | 4% | 20% | 12% | 13% |
| Good (6-7) | 24% | 23% | 27% | 18% | 38% |
| Okay (5) | 21% | 17% | 20% | 16% | 16% |
| Poor (1-4) | 44% | 55% | 33% | 54% | 34% |

Local Roads

% of respondents who gave a valid response (n=464)

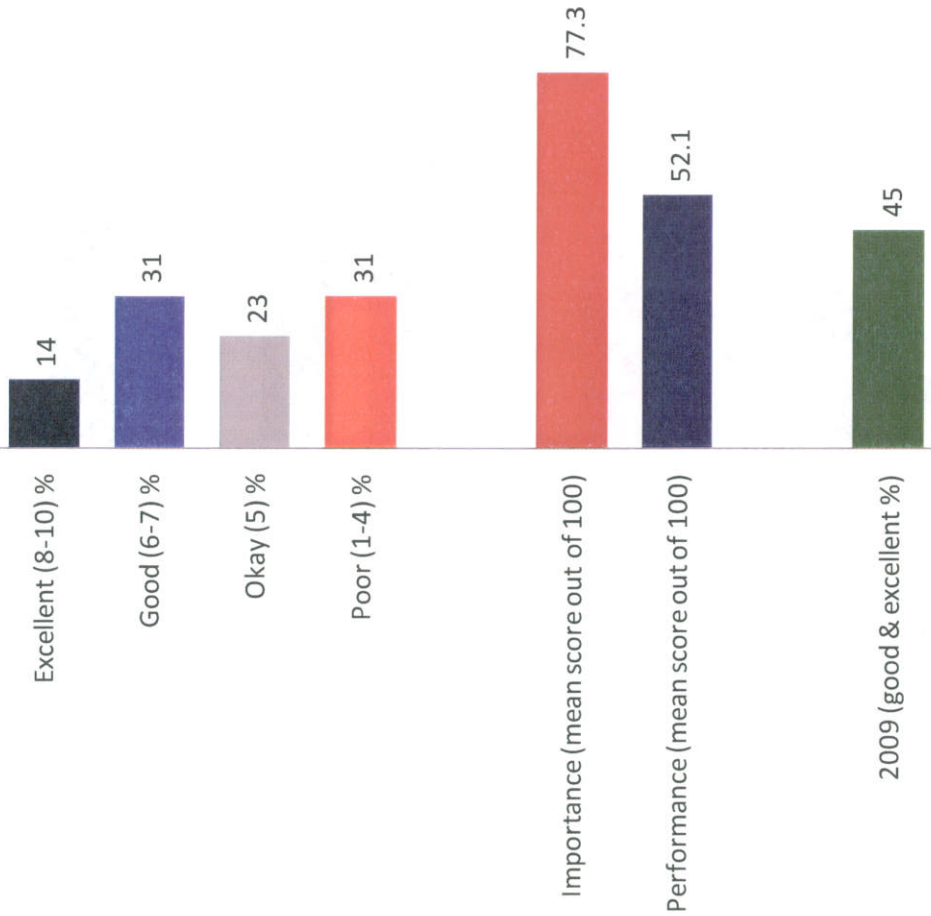


- Overall, 46% of respondents rated the Shire of Roebourne's performance on local roads positively.
 - 14% rated it as excellent.
 - 32% rated it as good.
- However, just over a third (34%) of all respondents rated the Shire's performance as poor.
- Average importance (87.0 out of 100) is significantly higher than the average performance score (52.2 out of 100), indicating considerable room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 15% | 13% | 27% | 10% | 13% |
| Good (6-7) | 33% | 23% | 40% | 31% | 38% |
| Okay (5) | 20% | 26% | 13% | 15% | 19% |
| Poor (1-4) | 33% | 38% | 20% | 43% | 31% |

Rural Roads & Tracks

% of respondents who gave a valid response (n=446)

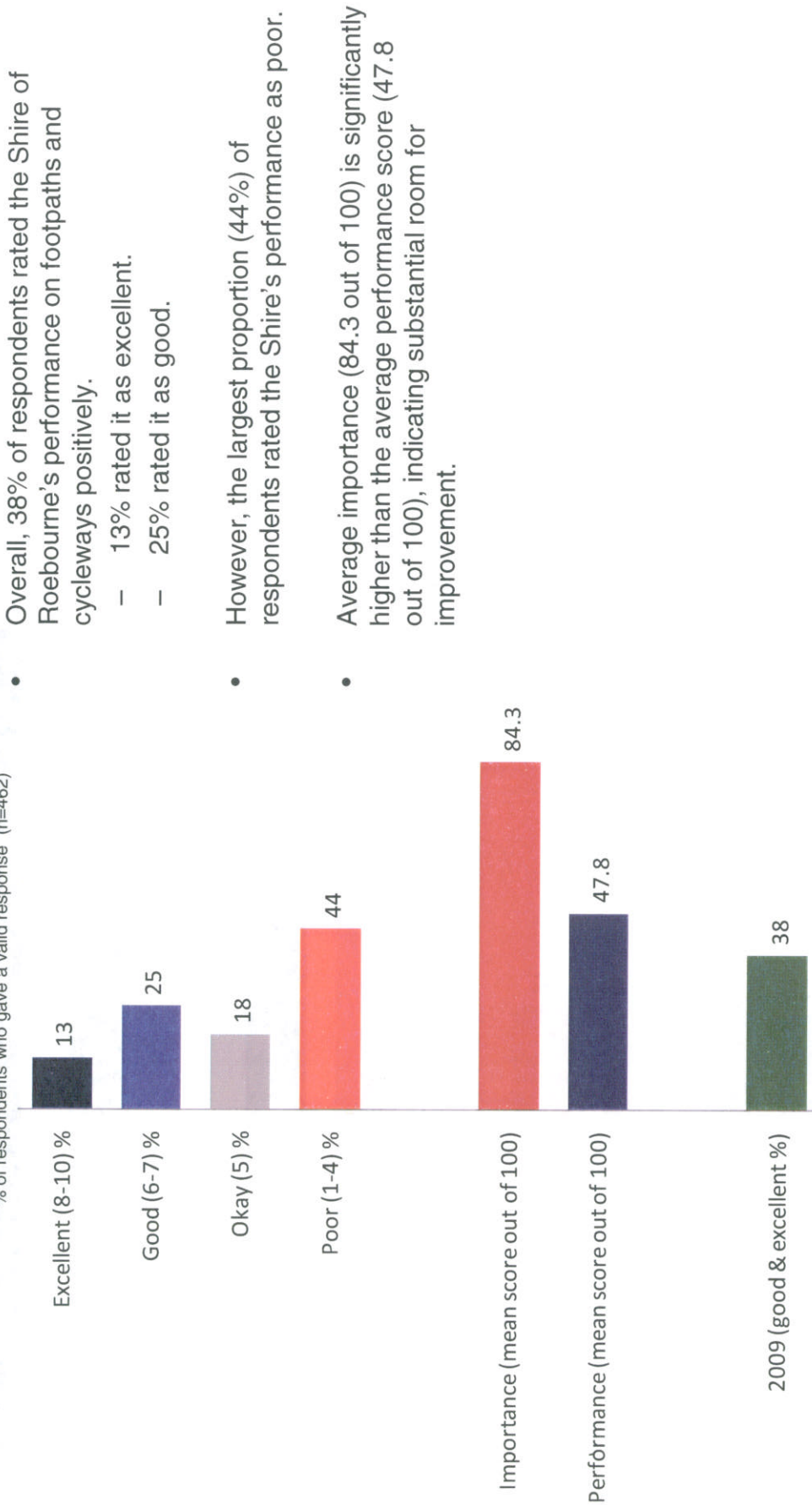


- Overall, 45% of respondents rated the Shire of Roebourne's performance on rural roads and tracks positively.
 - 14% rated it as excellent.
 - 31% rated it as good.
- However, approximately a third (31%) rated the Shire's performance as poor. The balance gave an okay rating (23%).
- Average importance (77.3 out of 100) is significantly higher than the average performance score (52.1 out of 100), indicating considerable room for improvement.
- Respondents without children (39%) are significantly more likely to rate the Shire's performance as poor compared to those with children (25%).

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 14% | 13% | 14% | 12% | 19% |
| Good (6-7) | 34% | 33% | 21% | 25% | 28% |
| Okay (5) | 24% | 22% | 36% | 23% | 16% |
| Poor (1-4) | 28% | 33% | 29% | 40% | 38% |

Footpaths & Cycleways

% of respondents who gave a valid response (n=462)

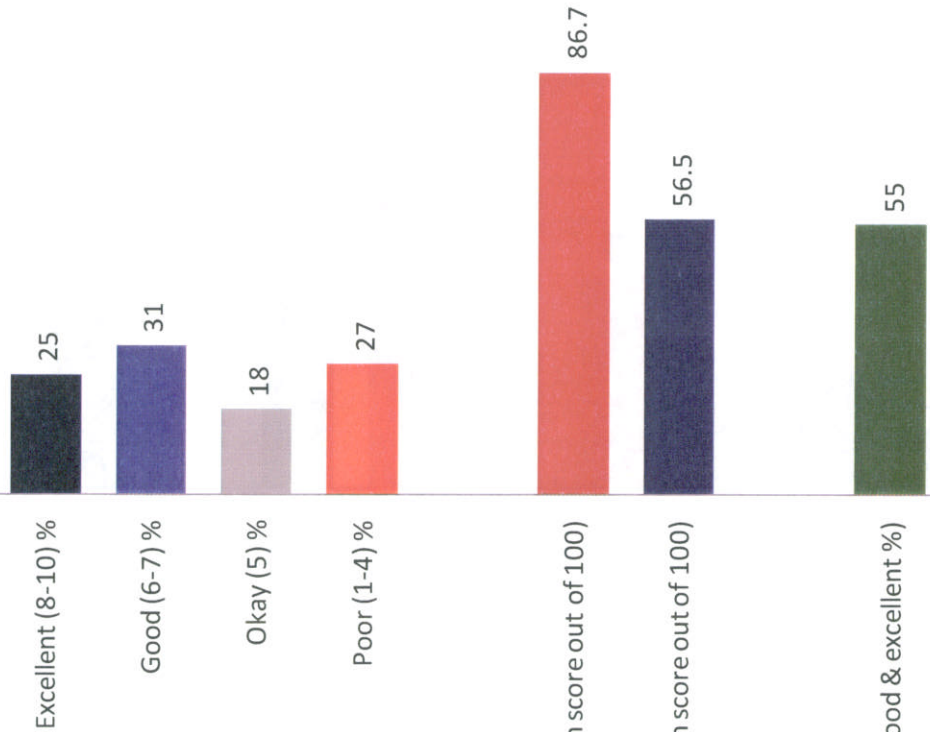


- Overall, 38% of respondents rated the Shire of Roebourne's performance on footpaths and cycleways positively.
 - 13% rated it as excellent.
 - 25% rated it as good.
- However, the largest proportion (44%) of respondents rated the Shire's performance as poor.
- Average importance (84.3 out of 100) is significantly higher than the average performance score (47.8 out of 100), indicating substantial room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 11% | 12% | 21% | 15% | 16% |
| Good (6-7) | 26% | 26% | 29% | 16% | 28% |
| Okay (5) | 18% | 22% | 14% | 16% | 19% |
| Poor (1-4) | 44% | 41% | 36% | 52% | 38% |

Airport

% of respondents who gave a valid response (n=465)

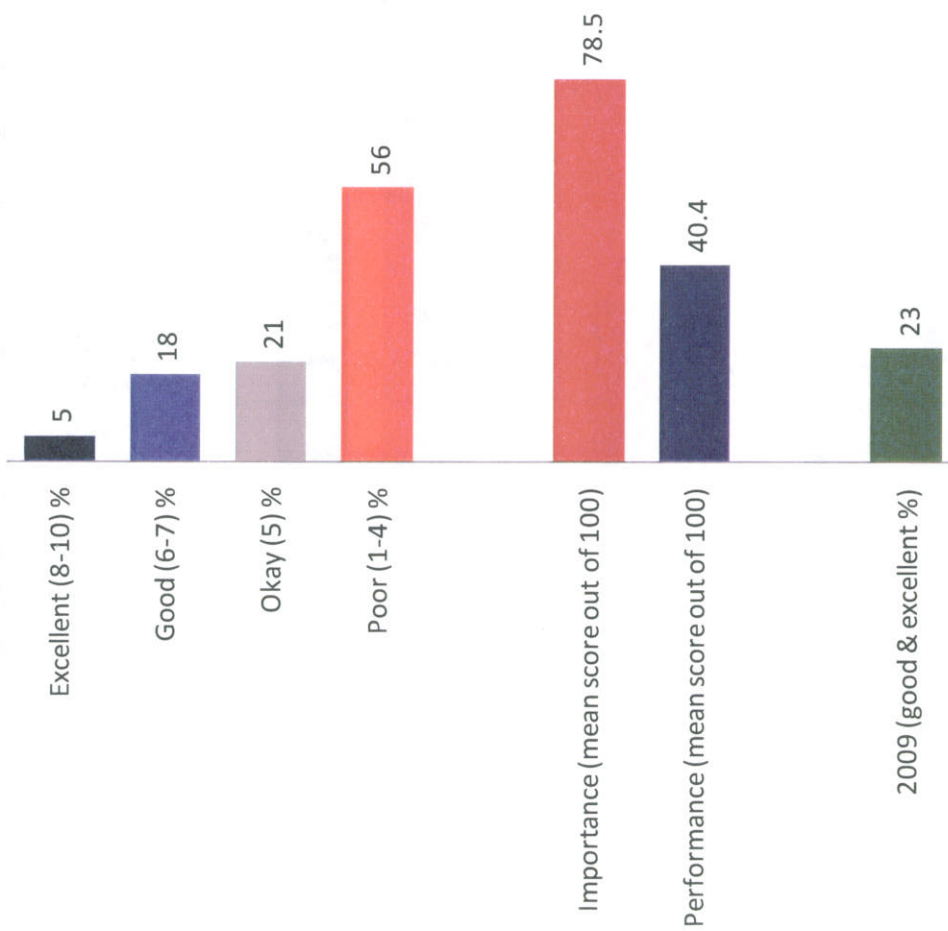


- Over half (55%) of all respondents rated the Shire of Roebourne's performance on the airport positively.
 - 25% rated it as excellent.
 - 31% rated it as good.
- However, around a quarter (25%) rated the Shire's performance as poor.
- Average importance (86.7 out of 100) is significantly higher than the average performance score (56.5 out of 100), indicating considerable room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 28% | 23% | 53% | 29% | 19% |
| Good (6-7) | 30% | 30% | 27% | 31% | 41% |
| Okay (5) | 19% | 17% | 7% | 15% | 19% |
| Poor (1-4) | 28% | 29% | 13% | 25% | 22% |

Streetscapes

% of respondents who gave a valid response (n=463)



- Only 23% of respondents rated the Shire of Roebourne's performance on providing appealing streetscapes positively.

- 5% rated it as excellent.
- 18% rated it as good.

- Over half (56%) rated the Shire's performance as poor. The remaining 21% gave the Shire an okay rating on the attribute.

- Appealing streetscapes is the second lowest performing service/facility measured in the research.

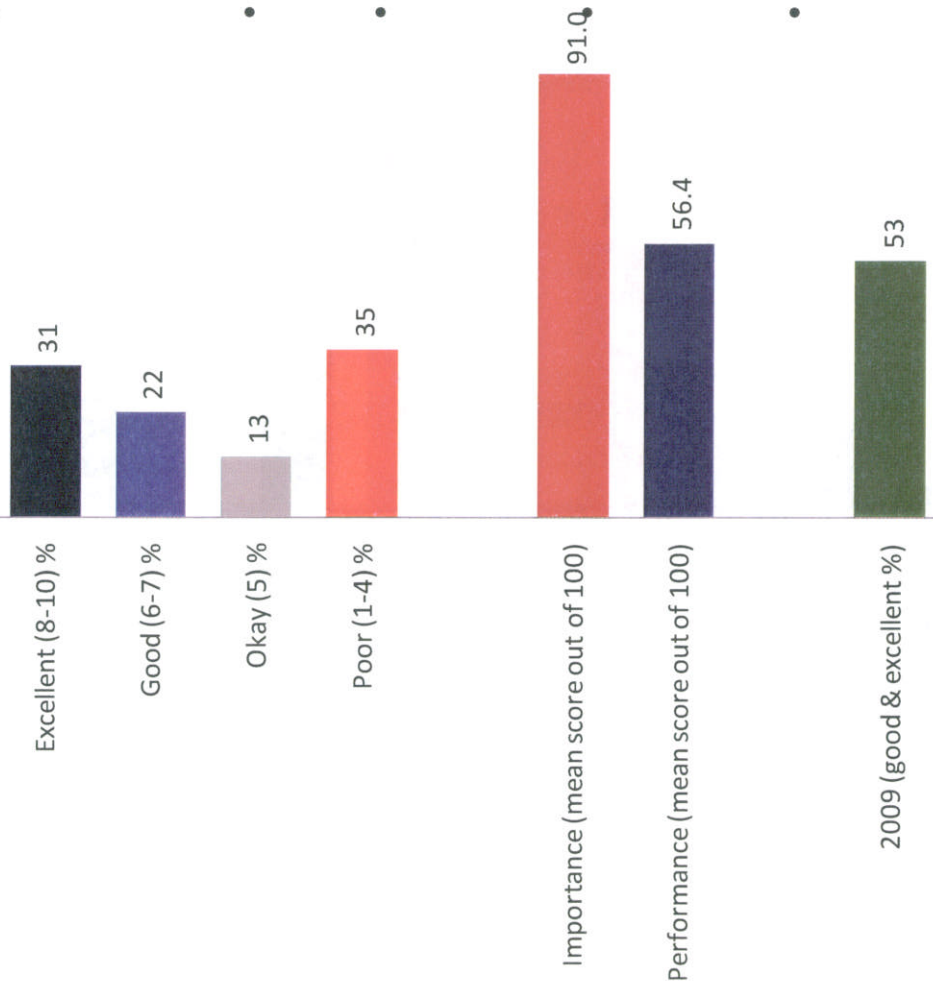
- Average importance (78.5 out of 100) is significantly higher than the average performance score (40.4 out of 100), indicating significant room for improvement.

- Respondents 55 years and older (13%) are significantly more likely to rate the Shire's performance as excellent compared to younger respondents (4%).

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 5% | 6% | 13% | 6% | 6% |
| Good (6-7) | 16% | 20% | 33% | 19% | 19% |
| Okay (5) | 21% | 14% | 27% | 22% | 26% |
| Poor (1-4) | 59% | 59% | 27% | 52% | 48% |

Weekly Rubbish Collections

% of respondents who gave a valid response (n=466)

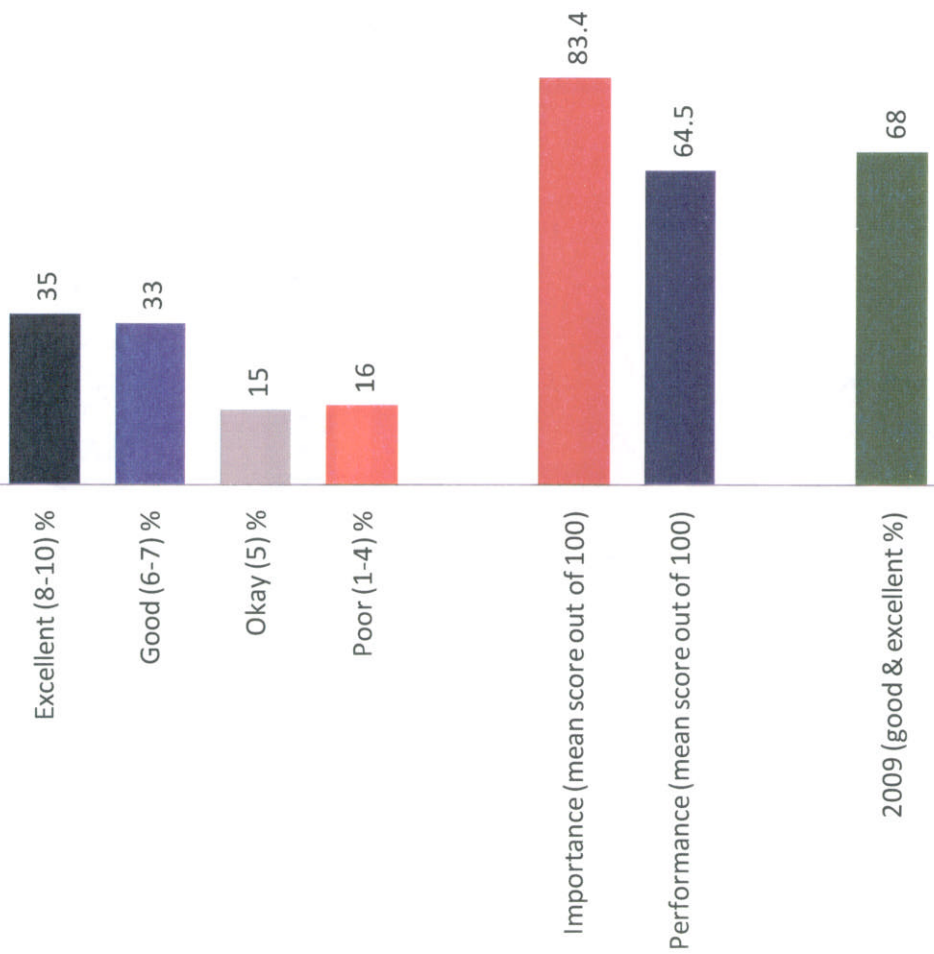


- Overall, 53% of respondents rated the Shire of Roebourne's performance on weekly rubbish collections positively.
 - 31% rated it as excellent.
 - 22% rated it as good.
- However, over a third (35%) rated the Shire's performance as poor.
- Average importance (91.0 out of 100) is significantly higher than the average performance score (56.4 out of 100), indicating substantial room for improvement.
- Respondents without children (60%) are significantly more likely to rate the Shire's performance positively (good or excellent) compared to those with children (48%).
- Residents from Wickham (49%) are significantly more likely to rate the Shire's performance as poor.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 29% | 44% | 53% | 18% | 44% |
| Good (6-7) | 23% | 25% | 20% | 18% | 13% |
| Okay (5) | 11% | 15% | | 15% | 22% |
| Poor (1-4) | 37% | 16% | 27% | 49% | 22% |

Local Rubbish Tips

% of respondents who gave a valid response (n=454)

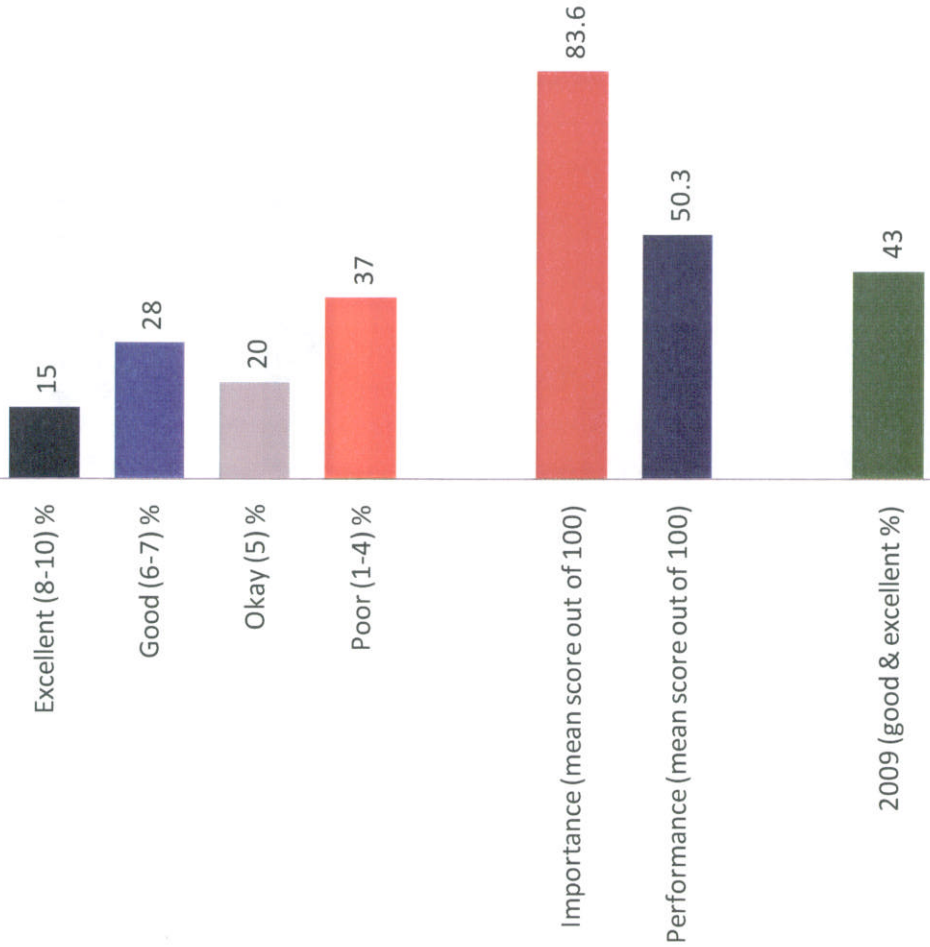


- Overall, 68% of respondents rated the Shire of Roebourne's performance on local rubbish tips positively.
 - 35% rated it as excellent.
 - 33% rated it as good.
- A further 15% rated the Shire's performance as okay and 16% rated the Shire's performance as poor.
- Average importance (83.4 out of 100) is significantly higher than the average performance score (64.5 out of 100), indicating room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 35% | 30% | 36% | 42% | 34% |
| Good (6-7) | 33% | 39% | 36% | 28% | 28% |
| Okay (5) | 15% | 19% | 7% | 13% | 16% |
| Poor (1-4) | 17% | 12% | 21% | 16% | 22% |

Parks, Gardens & Open Spaces

% of respondents who gave a valid response (n=465)

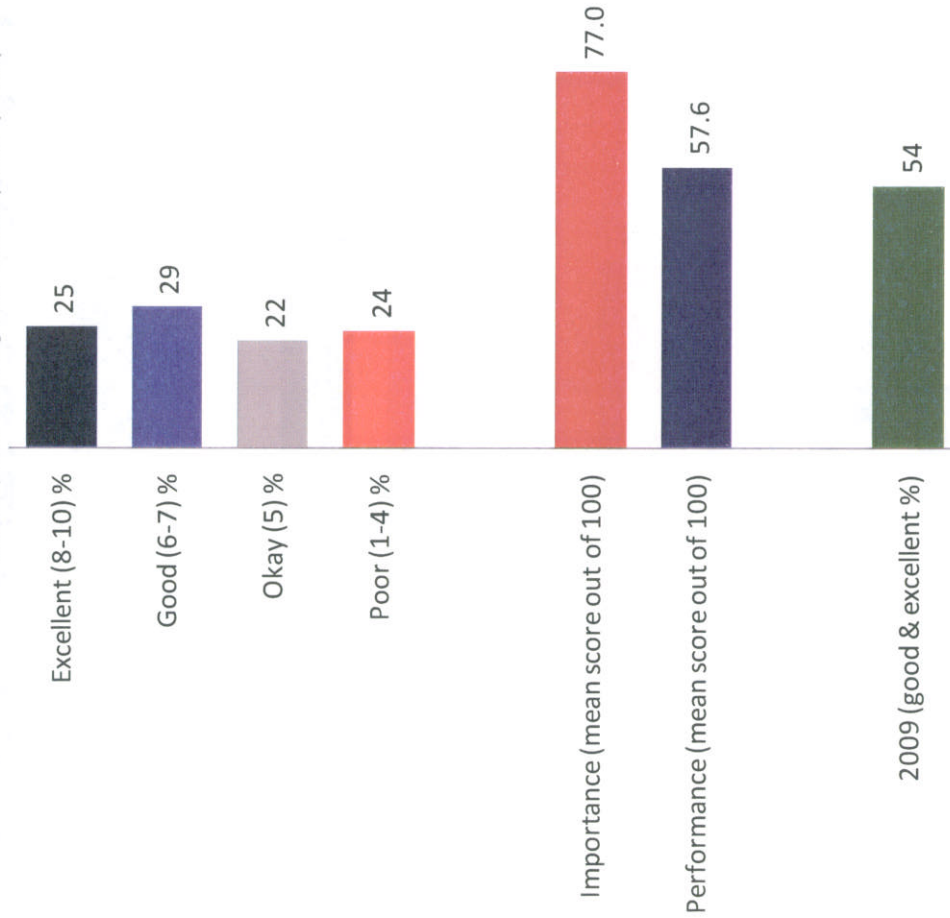


- Overall, 43% of respondents rated the Shire of Roebourne's performance on parks, gardens and open spaces positively.
 - 15% rated it as excellent.
 - 28% rated it as good.
- However, the results are somewhat polarized with 37% rating the Shire's performance as poor.
- Average importance (83.6 out of 100) is significantly higher than the average performance score (50.3 out of 100), indicating a significant room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 13% | 21% | 27% | 15% | 16% |
| Good (6-7) | 29% | 21% | 27% | 28% | 31% |
| Okay (5) | 19% | 19% | 20% | 28% | 9% |
| Poor (1-4) | 39% | 40% | 27% | 28% | 44% |

Public Swimming Pools

% of respondents who gave a valid response (n=453)

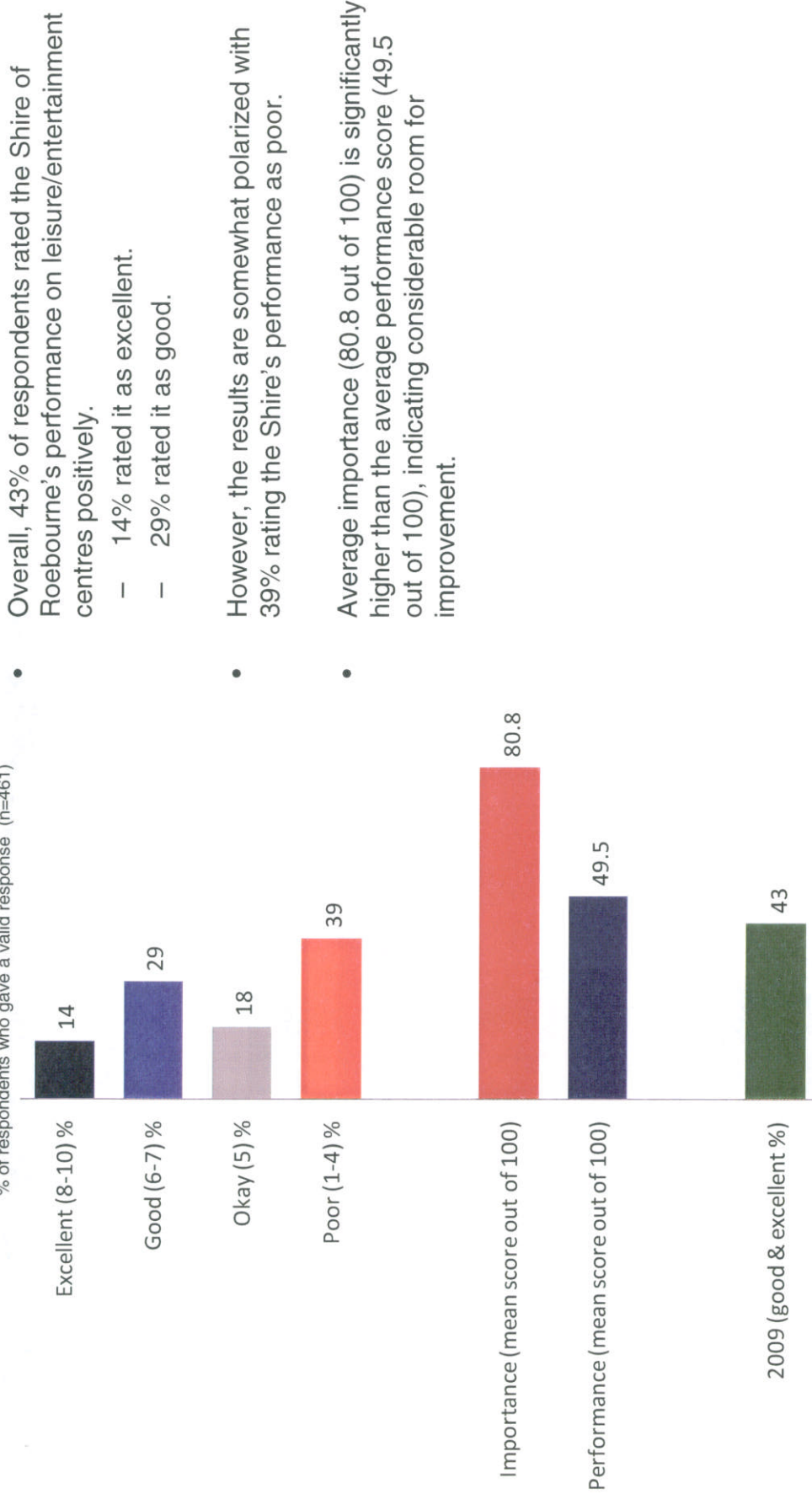


- Over half (54%) of all respondents rated the Shire of Roebourne's performance on public swimming pools positively.
 - 25% rated it as excellent.
 - 29% rated it as good.
- However, nearly a quarter (24%) rated the Shire's performance as poor. The balance (22%) rated the Shire's performance as okay.
- Average importance (77.0 out of 100) is significantly higher than the average performance score (57.6 out of 100), indicating room for improvement.
- Residents from Dampier (41%) are significantly more likely to rate the Shire's performance as poor.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 26% | 12% | 62% | 26% | 26% |
| Good (6-7) | 31% | 20% | 23% | 28% | 32% |
| Okay (5) | 22% | 27% | 15% | 23% | 16% |
| Poor (1-4) | 21% | 41% | 15% | 23% | 26% |

Leisure/Entertainment Centres

% of respondents who gave a valid response (n=461)

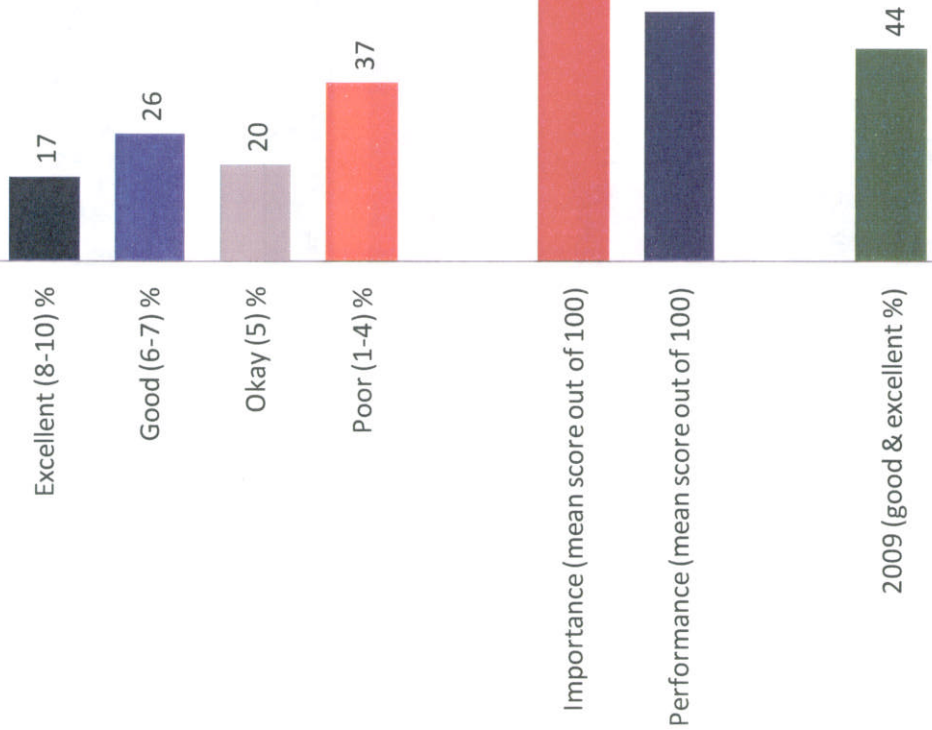


- Overall, 43% of respondents rated the Shire of Roebourne's performance on leisure/entertainment centres positively.
 - 14% rated it as excellent.
 - 29% rated it as good.
- However, the results are somewhat polarized with 39% rating the Shire's performance as poor.
- Average importance (80.8 out of 100) is significantly higher than the average performance score (49.5 out of 100), indicating considerable room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 15% | 10% | 29% | 10% | 16% |
| Good (6-7) | 31% | 24% | 21% | 21% | 34% |
| Okay (5) | 18% | 21% | 21% | 15% | 16% |
| Poor (1-4) | 36% | 45% | 29% | 54% | 34% |

Recreational Facilities

% of respondents who gave a valid response (n=459)



- Overall, 44% of respondents rated the Shire of Roebourne's performance on recreational facilities positively.

- 17% rated it as excellent.
- 26% rated it as good.

- However, over a third (37%) rated the Shire's performance as poor.

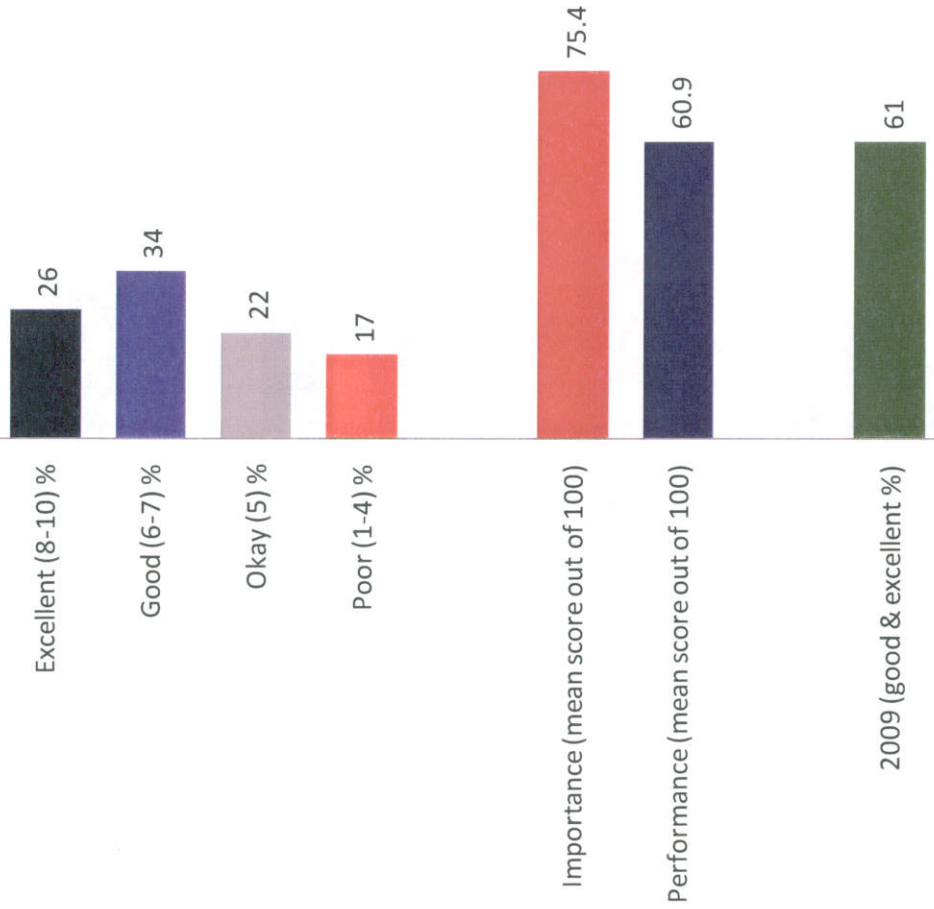
- Average importance (84.3 out of 100) is significantly higher than the average performance score (51.2 out of 100), indicating significant room for improvement.

- Respondents 55 years and older (61%) are significantly more likely to rate the Shire's performance positively compared to younger respondents (40%).

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 19% | 10% | 20% | 16% | 22% |
| Good (6-7) | 27% | 23% | 33% | 23% | 31% |
| Okay (5) | 21% | 28% | 13% | 11% | 13% |
| Poor (1-4) | 33% | 39% | 33% | 50% | 34% |

Cultural & Community Events

% of respondents who gave a valid response (n=453)

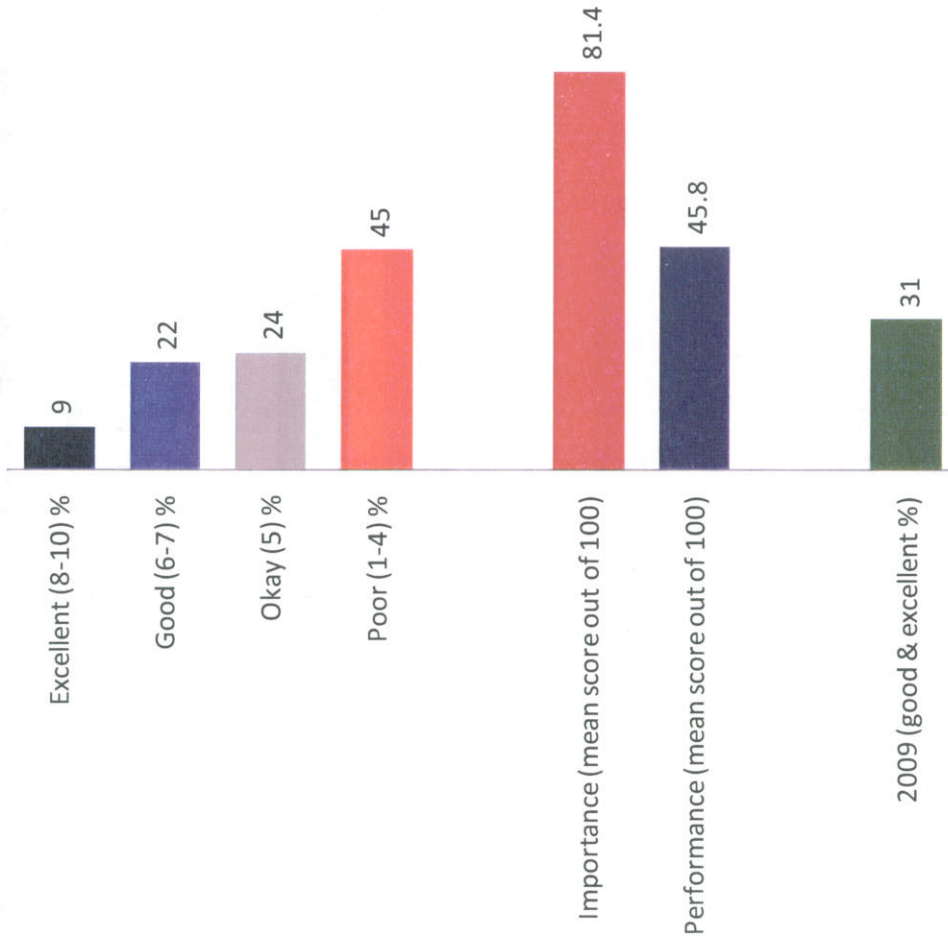


- Overall, 61% of respondents rated the Shire of Roebourne's performance on cultural and community events positively.
 - 26% rated it as excellent.
 - 34% rated it as good.
- Cultural and community events represents the Shire's third highest performing service/facility.
- A further 22% rated the Shire's performance as okay and 17% rated the Shire's performance as poor.
- Average importance (75.4 out of 100) is significantly higher than the average performance score (60.9 out of 100), indicating there exists some room for improvement.
- Females (32%) are significantly more likely to rate the Shire's performance as excellent compared to their male counterparts (19%).

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 25% | 28% | 43% | 25% | 32% |
| Good (6-7) | 36% | 40% | 21% | 24% | 39% |
| Okay (5) | 23% | 15% | 21% | 29% | 13% |
| Poor (1-4) | 16% | 18% | 14% | 22% | 16% |

Youth Services & Activities

% of respondents who gave a valid response (n=432)



- Overall, more respondents (45%) rated the Shire's performance on providing youth services and activities as being poor.

- In total, 31% of respondents rated the Shire of Roebourne's performance positively.

- 9% rated it as excellent.
- 22% rated it as good.

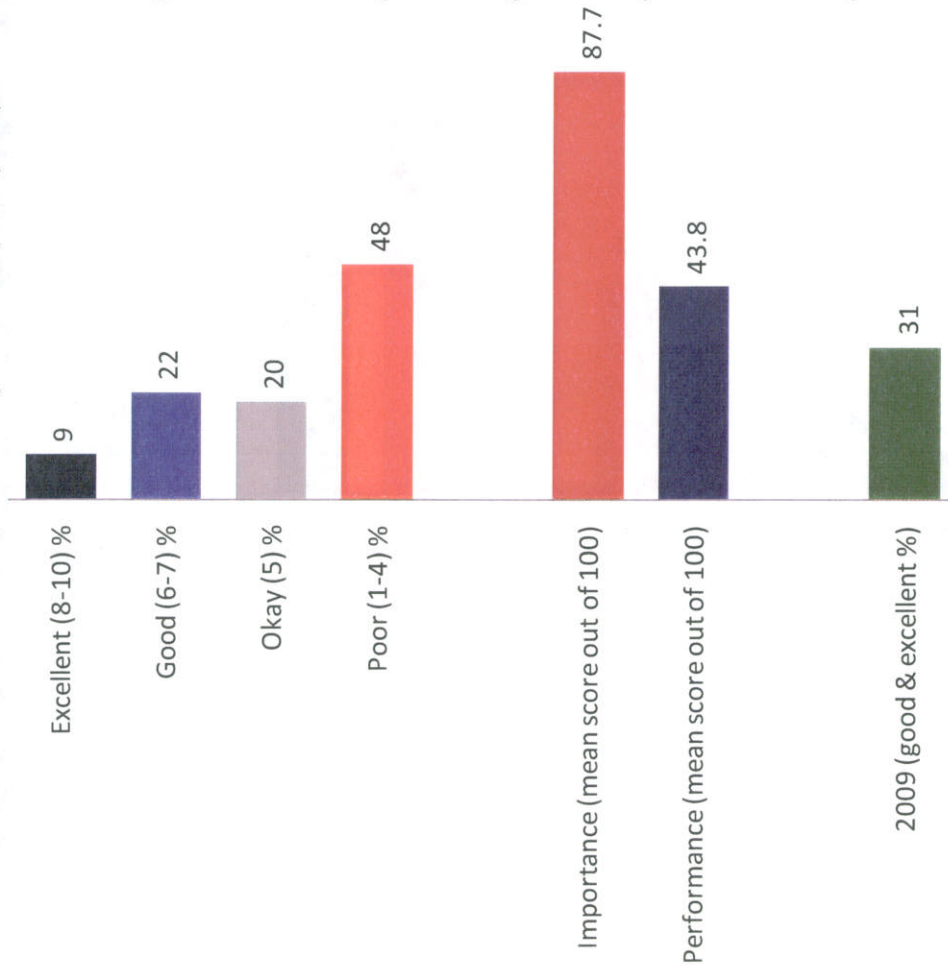
- The remaining 24% rated the shire as okay on the attribute.

- Average importance (81.4 out of 100) is significantly higher than the average performance score (45.8 out of 100), indicating significant room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 8% | 10% | 29% | 8% | 10% |
| Good (6-7) | 21% | 21% | 21% | 29% | 23% |
| Okay (5) | 25% | 30% | 21% | 14% | 23% |
| Poor (1-4) | 47% | 40% | 29% | 49% | 43% |

Graffiti, Vandalism & Anti-social Behaviour

% of respondents who gave a valid response (n=462)



- Overall, more respondents (48%) rated the Shire's performance on managing graffiti, vandalism and anti-social behaviour as being poor.

- In total, 31% of respondents rated the Shire of Roebourne's performance positively.
 - 9% rated it as excellent.
 - 22% rated it as good.

- The remaining 20% rated the shire as okay on the attribute.

- Graffiti, vandalism and anti-social behaviour is the third lowest performing service/facility.

- Average importance (87.7 out of 100) is significantly higher than the average performance score (43.8 out of 100), indicating substantial room for improvement.

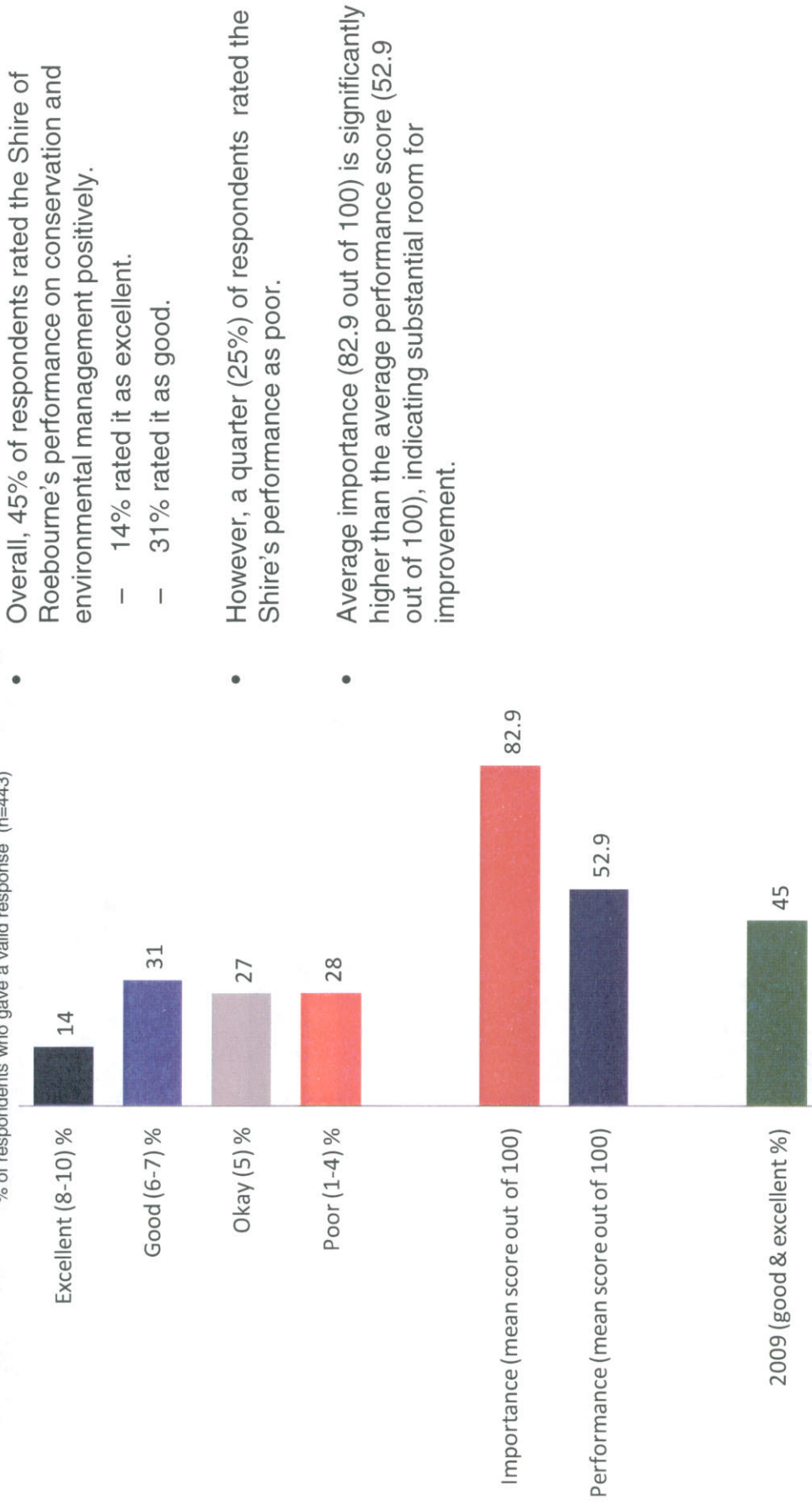
- Respondents age under 35 years are significantly more likely to rate the Shire's performance as positive (49%). Furthermore, those aged 44-54 years (61%) are significantly more likely to rate the Shire poorly compared to other respondents.

Residents from Wickham (72%) are significantly more likely to rate the Shire's performance as poor.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 9% | 13% | 29% | 4% | 10% |
| Good (6-7) | 24% | 25% | 7% | 13% | 23% |
| Okay (5) | 22% | 22% | 21% | 10% | 16% |
| Poor (1-4) | 45% | 41% | 43% | 72% | 52% |

Conservation & Environmental Management

% of respondents who gave a valid response (n=443)

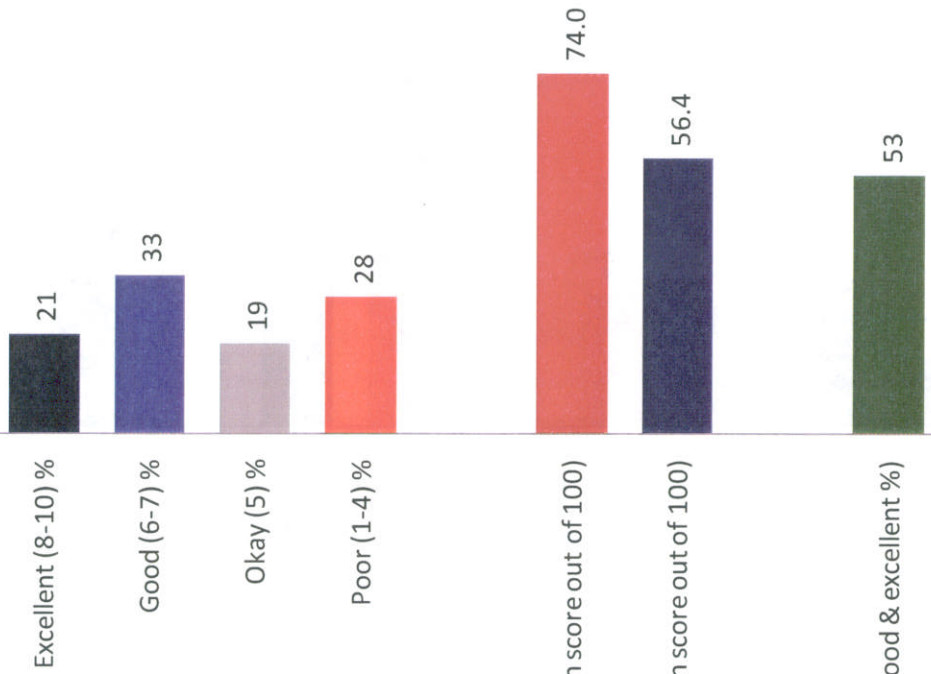


- Overall, 45% of respondents rated the Shire of Roebourne's performance on conservation and environmental management positively.
 - 14% rated it as excellent.
 - 31% rated it as good.
- However, a quarter (25%) of respondents rated the Shire's performance as poor.
- Average importance (82.9 out of 100) is significantly higher than the average performance score (52.9 out of 100), indicating substantial room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 13% | 13% | 21% | 18% | 19% |
| Good (6-7) | 33% | 31% | 43% | 25% | 19% |
| Okay (5) | 26% | 35% | 7% | 27% | 35% |
| Poor (1-4) | 29% | 21% | 29% | 30% | 26% |

Boat Ramps

% of respondents who gave a valid response (n=429)

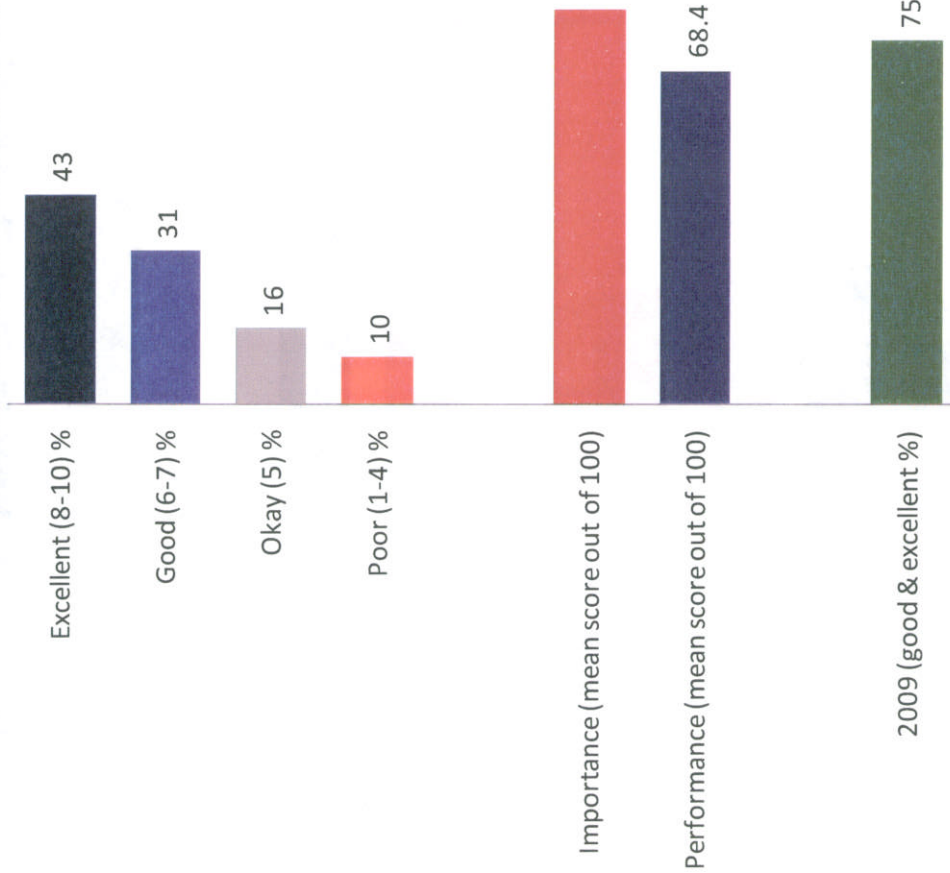


- Overall, 53% of respondents rated the Shire of Roebourne's performance on the provision of boat ramps positively.
 - 21% rated it as excellent.
 - 33% rated it as good.
- However, 28% rated the Shire's performance as poor on this attribute.
- Average importance (74 out of 100) is significantly higher than the average performance score (56.4 out of 100), indicating room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 22% | 28% | 13% | 15% | 7% |
| Good (6-7) | 32% | 33% | 40% | 35% | 24% |
| Okay (5) | 18% | 17% | 13% | 13% | 45% |
| Poor (1-4) | 28% | 22% | 33% | 37% | 24% |

Library & Information Services

% of respondents who gave a valid response (n=455)

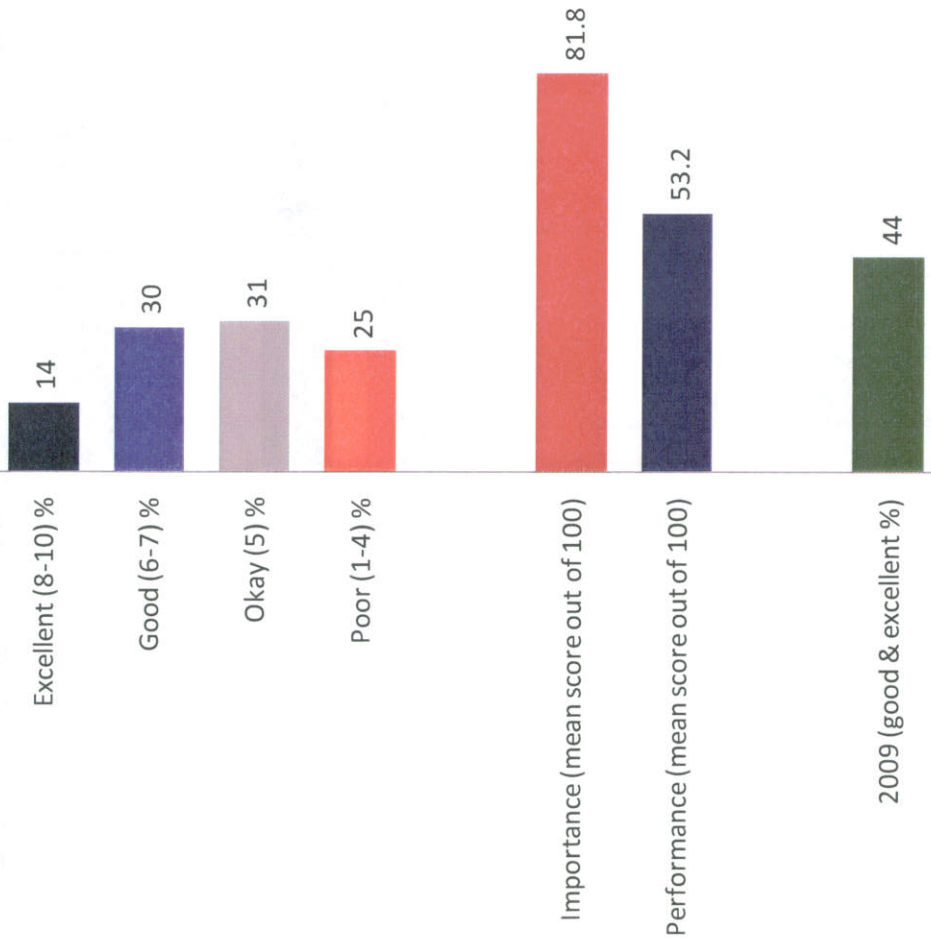


- Overall, three-quarters (75%) of all respondents rated the Shire of Roebourne's performance on library and information services positively.
 - 43% rated it as excellent.
 - 31% rated it as good.
- Library and information services represents the Shire's highest performing service/facility.
- A further 16% rated the Shire's performance as okay and 10% rated the Shire's performance as poor.
- Average importance (81.1 out of 100) is significantly higher than the average performance score (68.4 out of 100), indicating there exists some room for improvement.
- Females (49%) are significantly more likely to give the Shire an excellent rating compared to their male counterparts (35%).

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 44% | 45% | 40% | 36% | 47% |
| Good (6-7) | 31% | 33% | 40% | 33% | 22% |
| Okay (5) | 15% | 15% | 13% | 15% | 25% |
| Poor (1-4) | 10% | 6% | 7% | 15% | 6% |

Food & Pollution Control

% of respondents who gave a valid response (n=419)

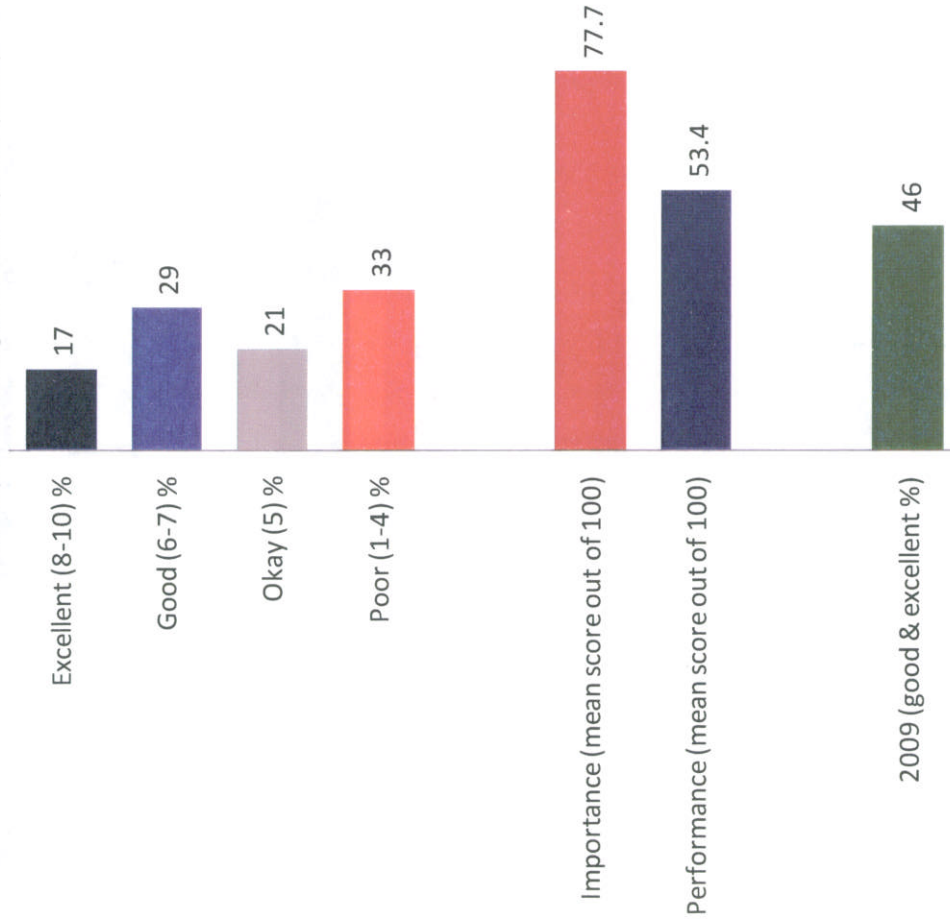


- Overall, 44% of respondents rated the Shire of Roebourne's performance on food and pollution control positively.
 - 14% rated it as excellent.
 - 30% rated it as good.
- A further 31% gave an okay rating and a quarter (25%) rated the Shire's performance as poor.
- Average importance (81.8 out of 100) is significantly higher than the average performance score (53.2 out of 100), indicating considerable room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 15% | 11% | 21% | 14% | 14% |
| Good (6-7) | 32% | 36% | 14% | 24% | 17% |
| Okay (5) | 31% | 36% | 29% | 27% | 31% |
| Poor (1-4) | 22% | 17% | 36% | 36% | 38% |

Animal & Pest Control

% of respondents who gave a valid response (n=446)

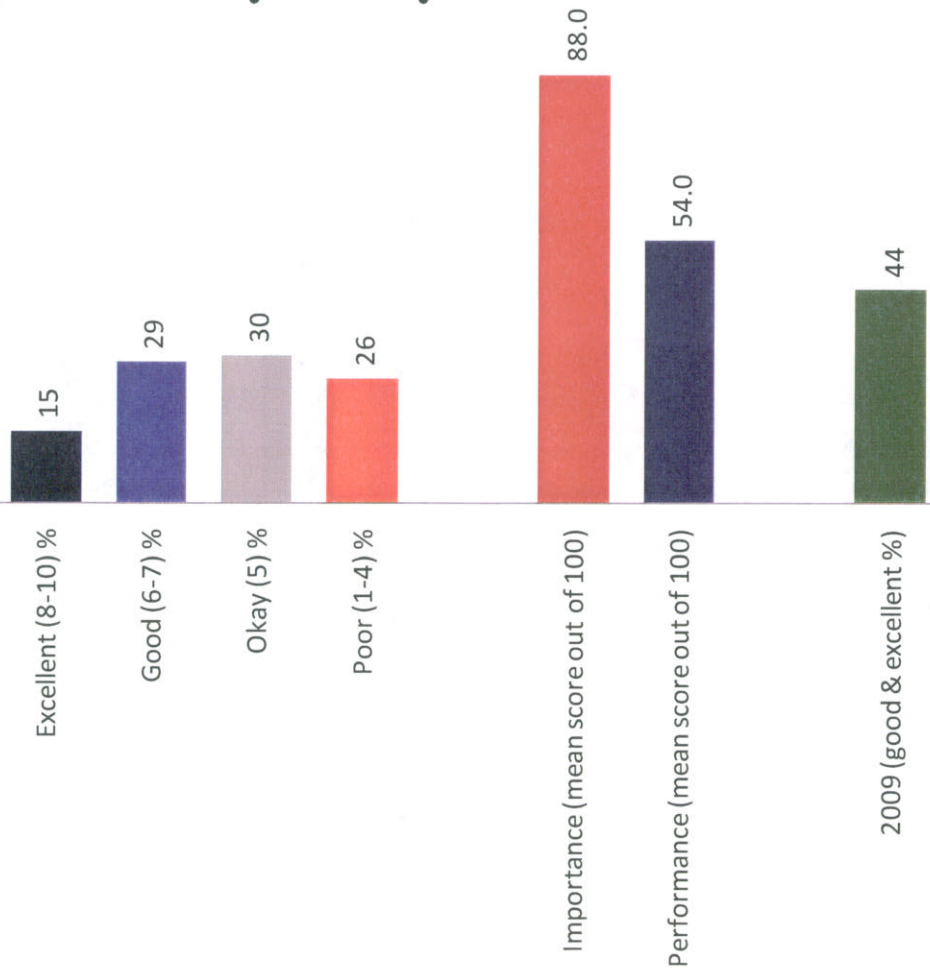


- Overall, 46% of respondents rated the Shire of Roebourne's performance on animal and pest control positively.
 - 17% rated it as excellent.
 - 29% rated it as good.
- However, a third (33%) rated the Shire's performance as poor. The remaining 21% gave an okay rating.
- Average importance (77.7 out of 100) is significantly higher than the average performance score (53.4 out of 100), indicating considerable room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 17% | 15% | 21% | 15% | 19% |
| Good (6-7) | 32% | 29% | 36% | 19% | 28% |
| Okay (5) | 22% | 26% | 14% | 15% | 16% |
| Poor (1-4) | 29% | 29% | 29% | 51% | 38% |

Health & Disease Prevention

% of respondents who gave a valid response (n=444)

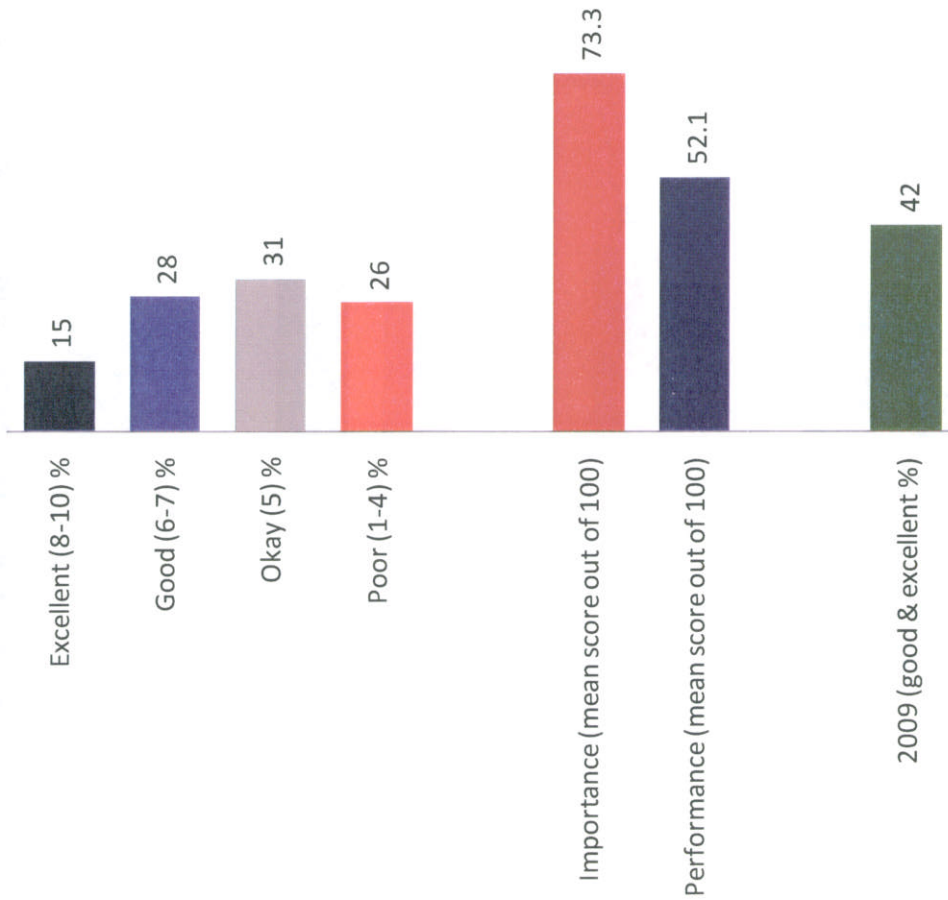


- Overall, 44% of respondents rated the Shire of Roebourne's performance on health and disease prevention positively.
 - 15% rated it as excellent.
 - 29% rated it as good.
- A further 30% gave an okay rating and just over a quarter (26%) rated the Shire's performance as poor.
- Average importance (88.0 out of 100) is significantly higher than the average performance score (54.0 out of 100), indicating significant room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 16% | 9% | 21% | 17% | 10% |
| Good (6-7) | 29% | 37% | 29% | 18% | 39% |
| Okay (5) | 31% | 31% | 36% | 29% | 26% |
| Poor (1-4) | 24% | 22% | 14% | 36% | 26% |

Family Liaison Services

% of respondents who gave a valid response (n=383)

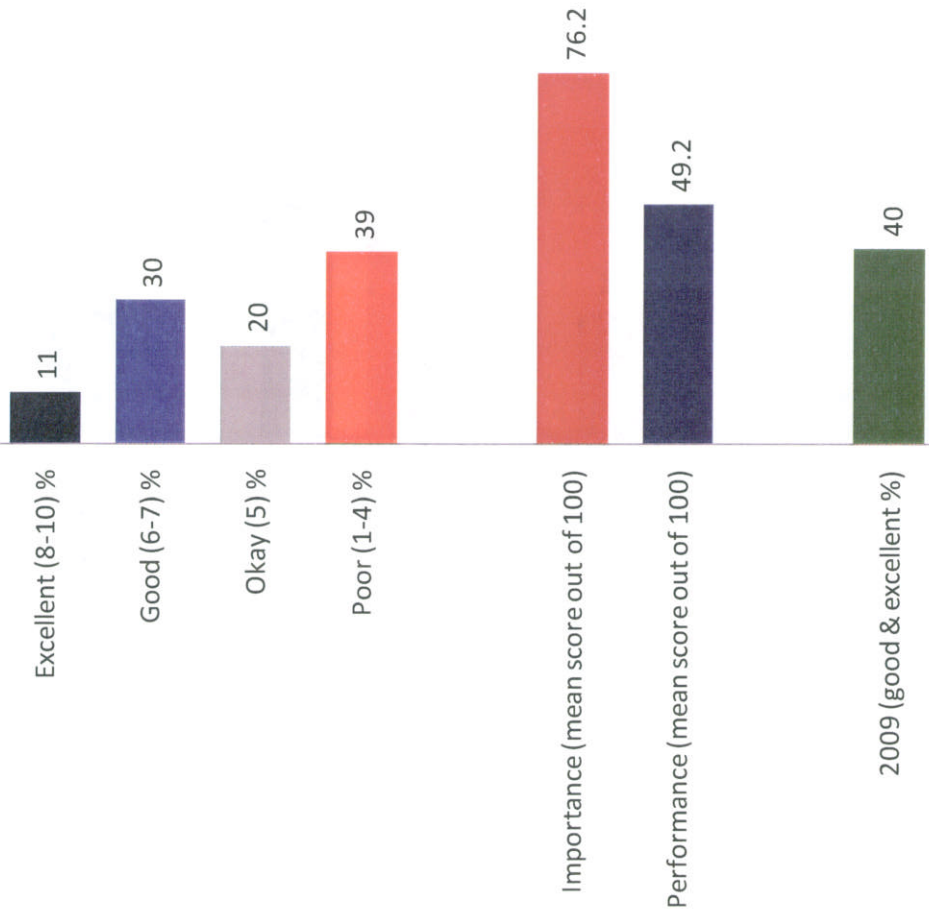


- Overall, 42% of respondents rated the Shire of Roebourne's performance on family liaison services positively.
 - 15% rated it as excellent.
 - 28% rated it as good.
- A further 31% gave an okay rating and around a quarter (26%) rated the Shire's performance as poor.
- Average importance (73.3 out of 100) is significantly higher than the average performance score (52.1 out of 100), indicating considerable room for improvement.
- Respondents under 35 years of age (30%) are significantly more likely than older respondents (10%) to rate the Shire's performance as excellent.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 16% | 11% | 9% | 18% | 4% |
| Good (6-7) | 29% | 29% | 55% | 16% | 27% |
| Okay (5) | 29% | 33% | 27% | 39% | 31% |
| Poor (1-4) | 25% | 27% | 9% | 28% | 38% |

Child Care Facilities

% of respondents who gave a valid response (n=413)

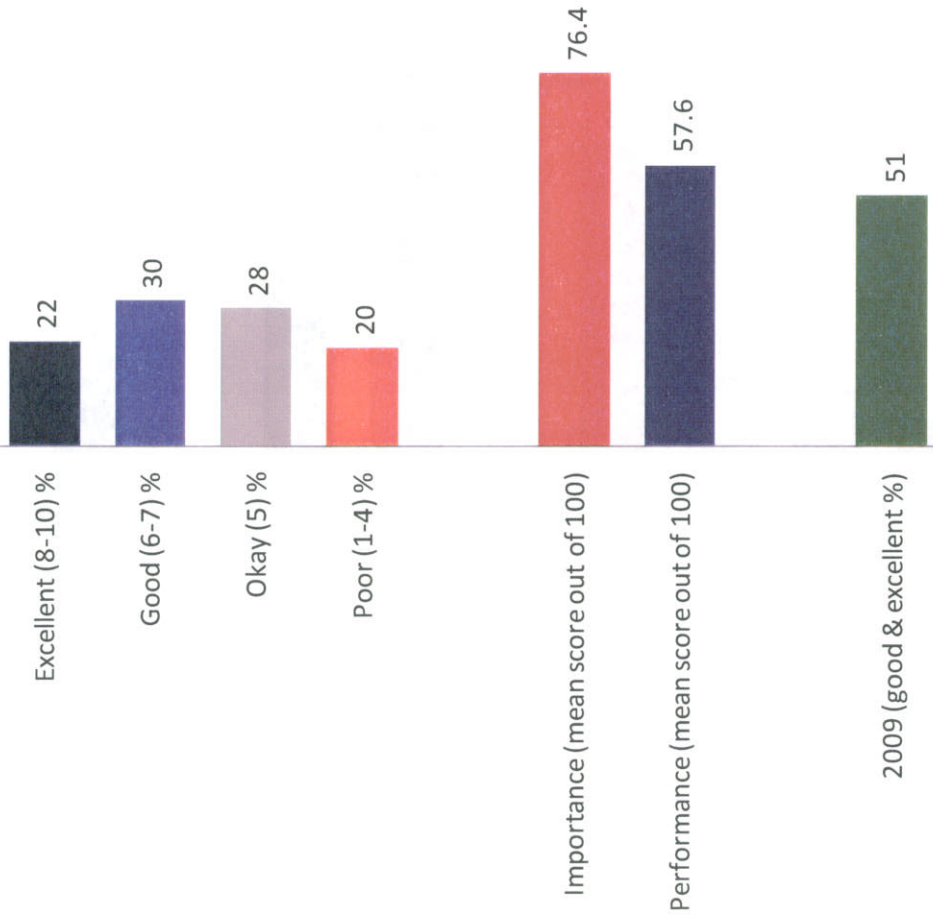


- Overall, 40% of respondents rated the Shire of Roebourne's performance on child care facilities positively.
 - 11% rated it as excellent.
 - 30% rated it as good.
- However, the results are polarized with 39% rating the Shire's performance as poor.
- Average importance (76.2 out of 100) is significantly higher than the average performance score (49.2 out of 100), indicating considerable room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 12% | 3% | 17% | 18% | 3% |
| Good (6-7) | 31% | 30% | 25% | 19% | 33% |
| Okay (5) | 20% | 22% | 25% | 12% | 30% |
| Poor (1-4) | 37% | 44% | 33% | 51% | 33% |

Local Heritage

% of respondents who gave a valid response (n=449)

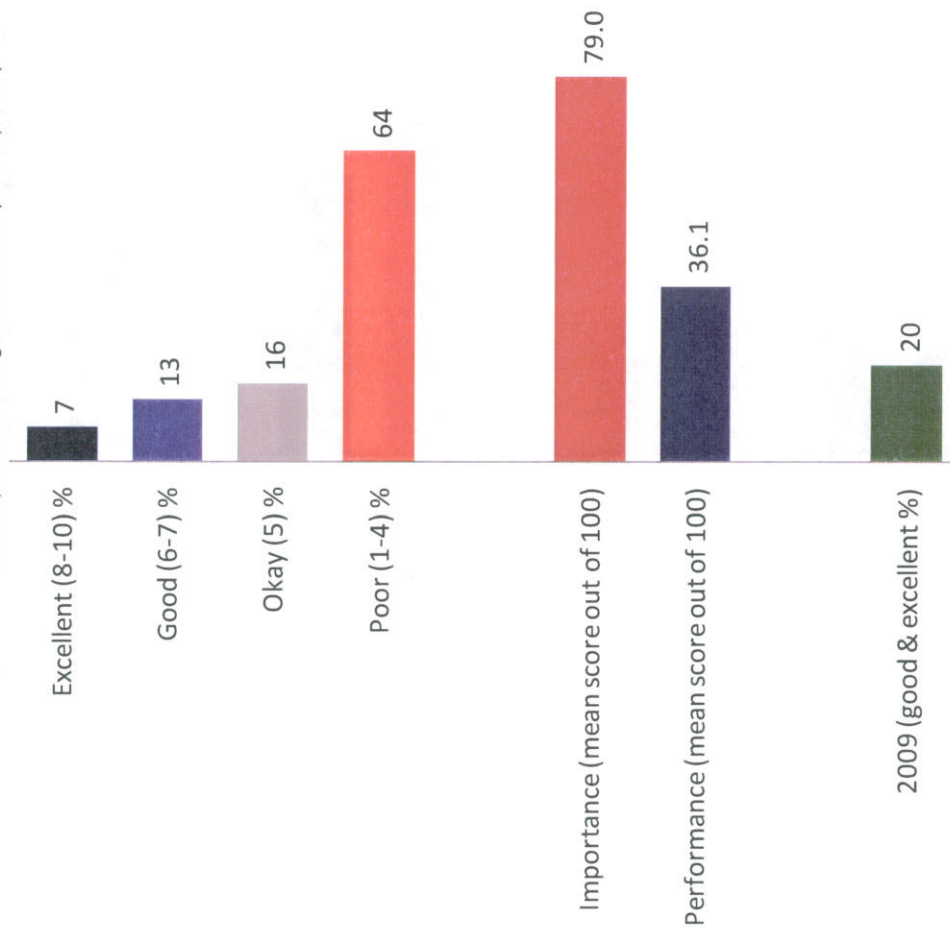


- Overall, 51% of respondents rated the Shire of Roebourne's performance on local heritage positively.
 - 22% rated it as excellent.
 - 30% rated it as good.
- A further 28% gave an okay rating and 20% rated the Shire's performance as poor.
- Average importance (76.4 out of 100) is significantly higher than the average performance score (57.6 out of 100), indicating considerable room for improvement.
- Respondents with children (25%) are significantly more likely to rate the Shire's performance as excellent compared to those without children (17%).

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 21% | 20% | 7% | 33% | 13% |
| Good (6-7) | 30% | 33% | 29% | 28% | 29% |
| Okay (5) | 29% | 30% | 36% | 19% | 35% |
| Poor (1-4) | 21% | 17% | 29% | 19% | 23% |

Parking & Litter Enforcement

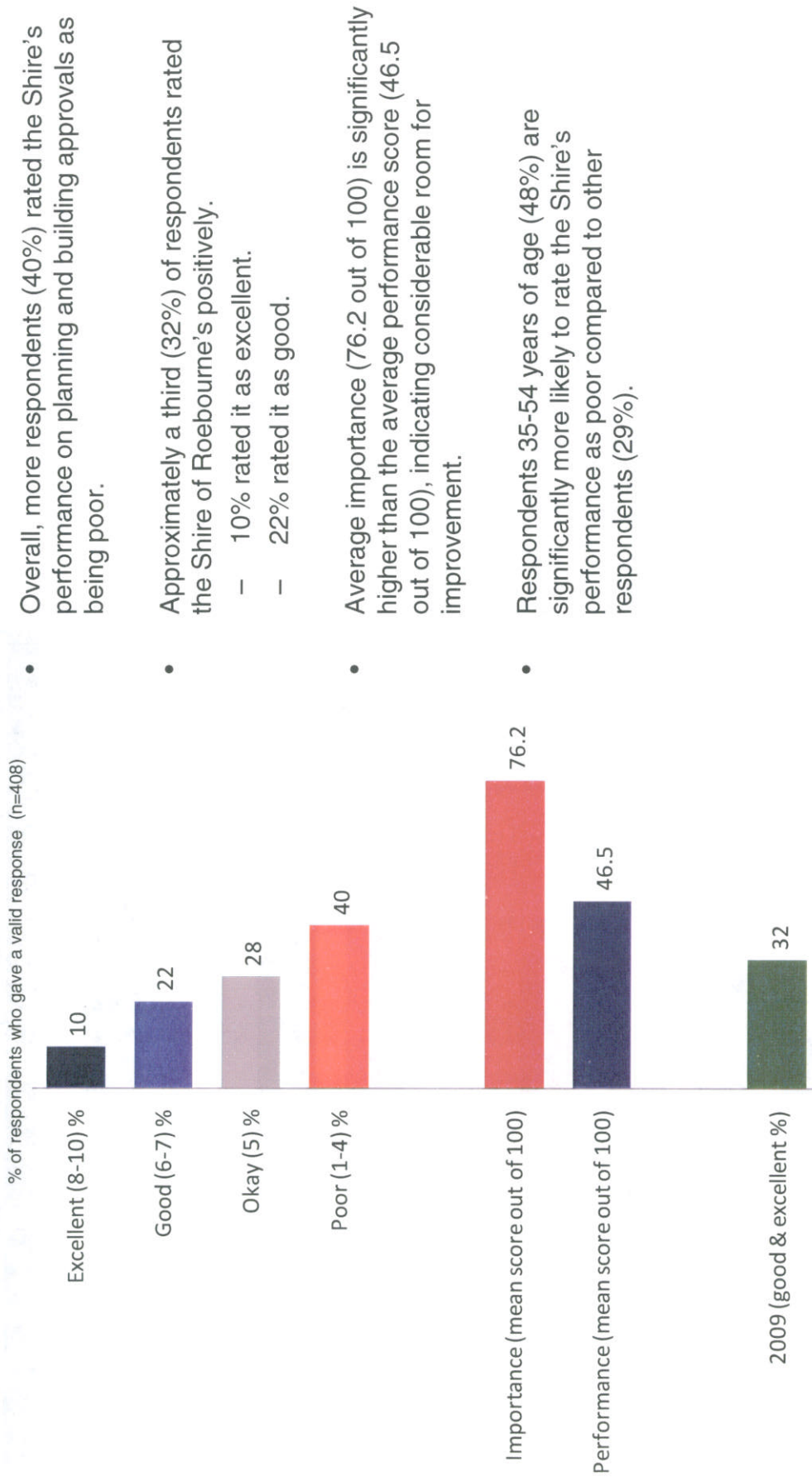
% of respondents who gave a valid response (n=450)



- Overall, significantly more respondents (64%) rated the Shires performance on the enforcement of illegal parking and litter as being poor.
- In total, only 20% of respondents rated the Shire of Roebourne's performance on the enforcement of illegal parking and litter positively.
 - 7% rated it as excellent.
 - 13% rated it as good.
- The remaining 16% gave an okay rating on the attribute.
- Enforcement of illegal parking and litter is the lowest performing service/facility.
- Average importance (79.0 out of 100) is significantly higher than the average performance score (36.1 out of 100), indicating significant room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 7% | 6% | 7% | 9% | 3% |
| Good (6-7) | 11% | 13% | 21% | 14% | 20% |
| Okay (5) | 16% | 19% | | 12% | 27% |
| Poor (1-4) | 65% | 61% | 71% | 65% | 50% |

Planning & Building Approvals

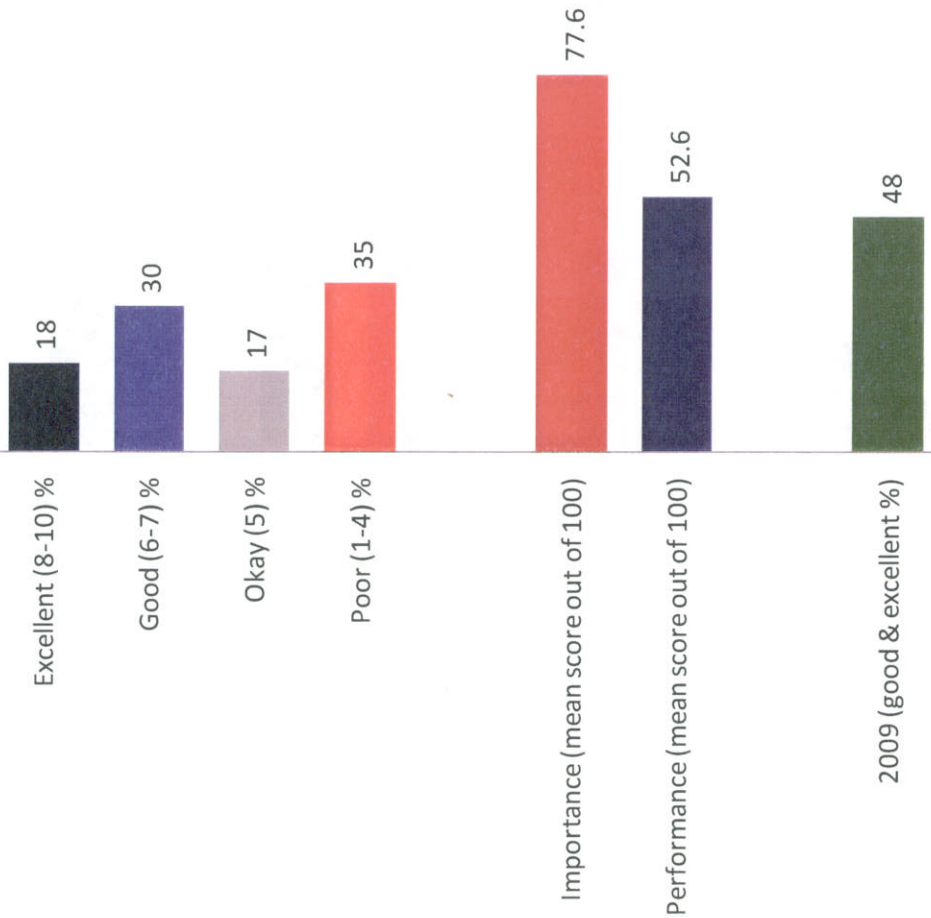


- Overall, more respondents (40%) rated the Shire's performance on planning and building approvals as being poor.
- Approximately a third (32%) of respondents rated the Shire of Roebourne's positively.
 - 10% rated it as excellent.
 - 22% rated it as good.
- Average importance (76.2 out of 100) is significantly higher than the average performance score (46.5 out of 100), indicating considerable room for improvement.
- Respondents 35-54 years of age (48%) are significantly more likely to rate the Shire's performance as poor compared to other respondents (29%).

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 10% | 10% | 8% | 12% | 7% |
| Good (6-7) | 21% | 22% | 31% | 16% | 32% |
| Okay (5) | 27% | 24% | 38% | 36% | 21% |
| Poor (1-4) | 42% | 43% | 23% | 36% | 39% |

Encouraging Tourism

% of respondents who gave a valid response (n=456)



- Overall, nearly half (48%) of respondents rated the Shire of Roebourne's performance on encouraging tourism positively.

- 18% rated it as excellent.
- 30% rated it as good.

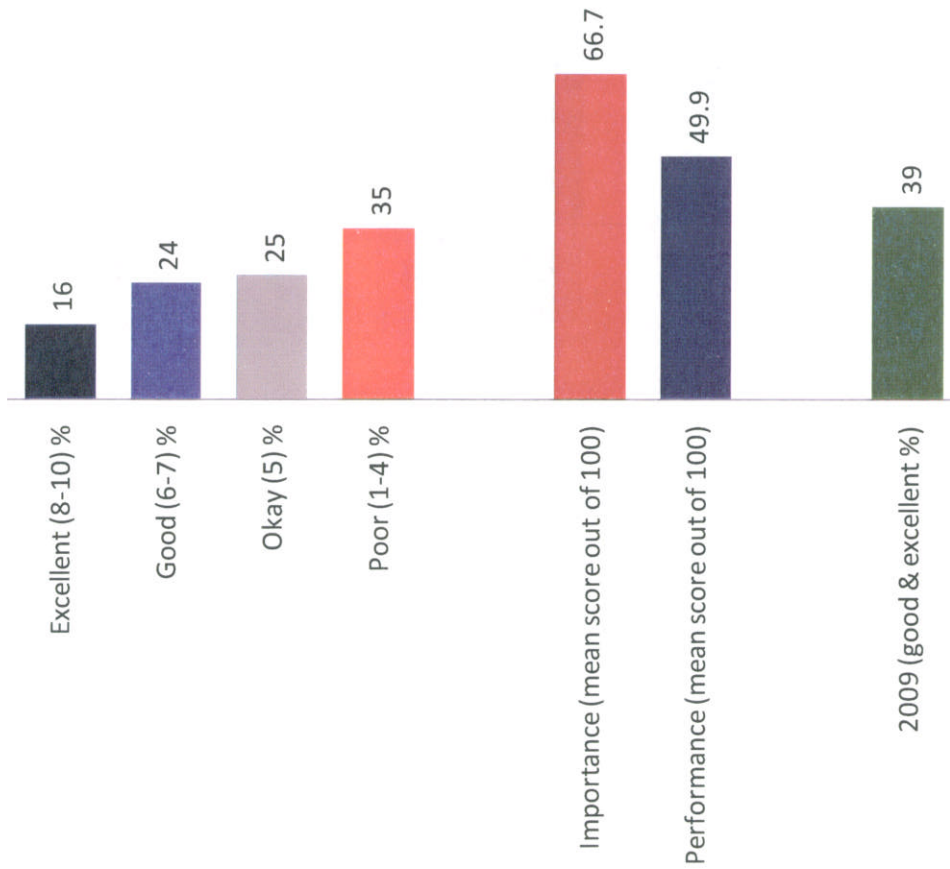
- However, over a third (35%) rated the Shire's performance as poor.

- Average importance (77.6 out of 100) is significantly higher than the average performance score (52.6 out of 100), indicating considerable room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 15% | 15% | 20% | 27% | 35% |
| Good (6-7) | 29% | 32% | 40% | 30% | 26% |
| Okay (5) | 17% | 24% | 7% | 12% | 16% |
| Poor (1-4) | 39% | 29% | 33% | 30% | 23% |

Cattrall Park

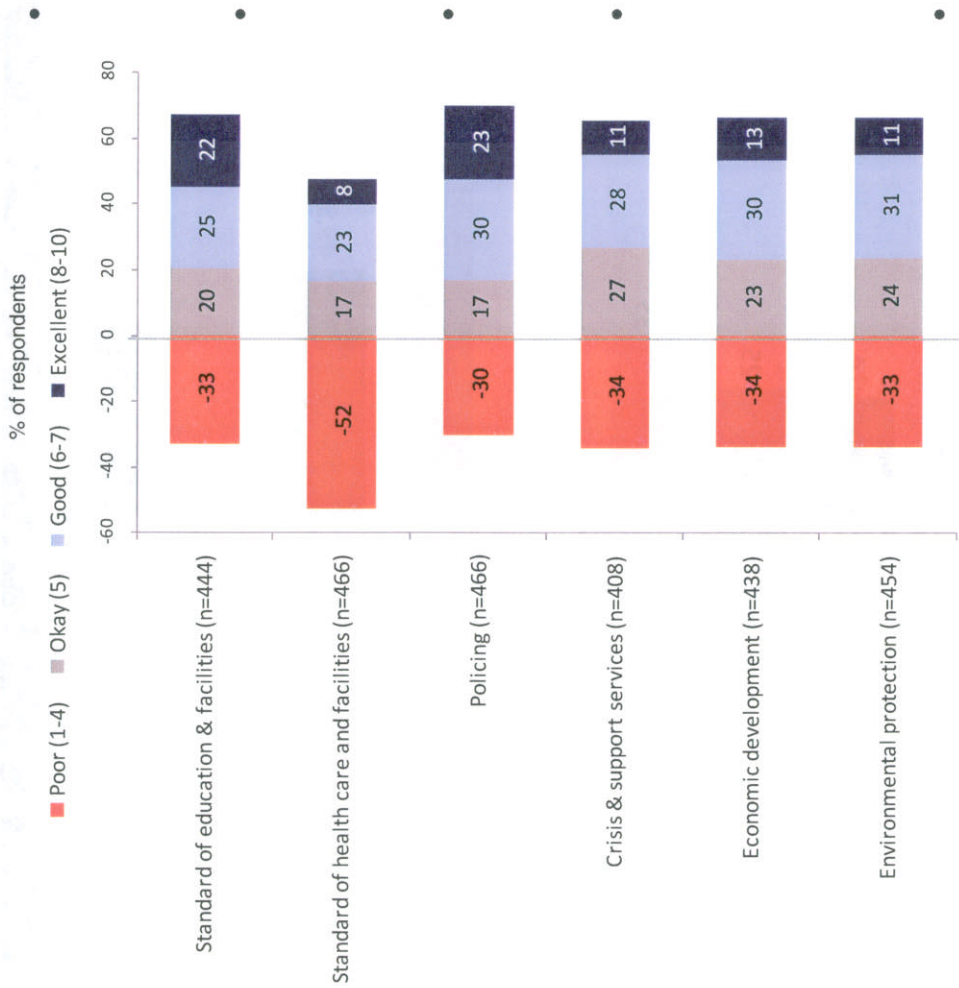
% of respondents who gave a valid response (n=393)



- Overall, 39% of respondents rated the Shire of Roebourne's performance on Cattrall Park positively.
 - 16% rated it as excellent.
 - 24% rated it as good.
- However, the results are polarized with 35% rating the Shire's performance as poor. The remaining 25% gave an okay rating.
- Average importance (66.7 out of 100) is significantly higher than the average performance score (49.9 out of 100), indicating considerable room for improvement.

| | Karratha | Dampier | Pt Samson | Wickham | Roebourne |
|------------------|----------|---------|-----------|---------|-----------|
| Excellent (8-10) | 13% | 13% | 40% | 20% | 29% |
| Good (6-7) | 23% | 24% | 20% | 27% | 25% |
| Okay (5) | 23% | 33% | 20% | 29% | 25% |
| Poor (1-4) | 40% | 30% | 20% | 24% | 21% |

State Government Performance



• Respondents were given a list of seven services provided by the West Australian State Government and asked to rate the performance of the government in providing each service.

• Policing to uphold the law and make the community exhibits the highest level of perceived performance at 53% rating the service as good (30%) or excellent (23%).

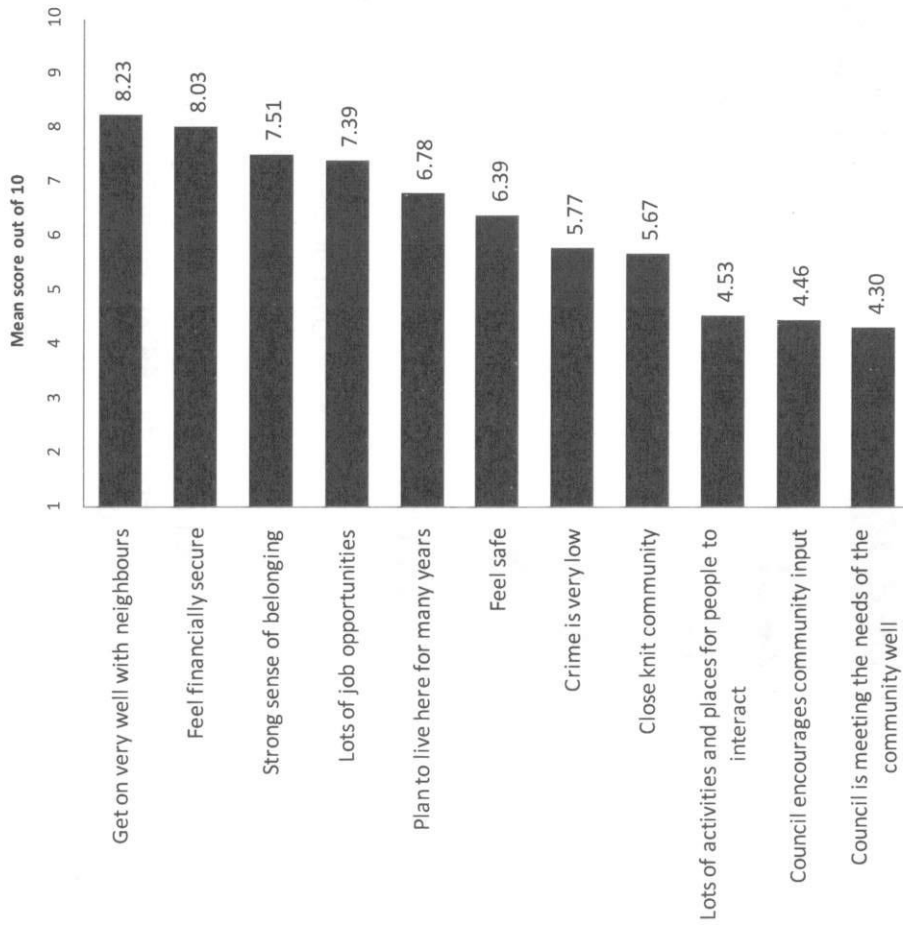
• The provision of a good standard of education was second highest with 47% rating the government's performance as good (25%) or excellent (22%).

• Overall, all services show considerable room for improvement with at least 30% of respondents rating performance as less than satisfactory. This is most notable for the provision of good health care and health care facilities (hospitals and clinics) where over half (52%) of respondents rated the performance of the State Government as poor.

• Those under 35 years of age (70%) are significantly more likely to give positive ratings for the State Government on policing than older respondents (47%).

Community Wellbeing

- Respondents were given a list of eleven key community wellbeing statements and asked to indicate the extent to which they agree or disagree with each.



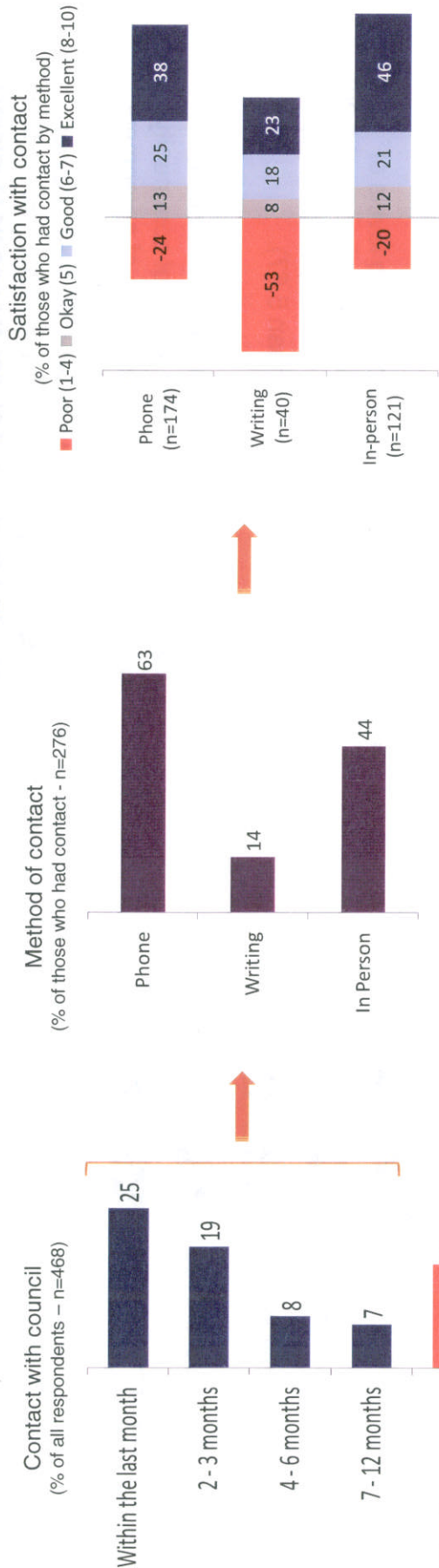
Base (n=various)

- The sense of wellbeing within the community is primarily proximity and financially centred in that respondents displayed the highest level of agreement on “get on very well neighbours” (mean of 8.23), “feeling financially secure” (mean of 8.03) and “lots of job opportunities in the area” (mean of 7.39). There is also a “strong sense of belonging” (mean of 7.51) and people “plan to live in the area for many years” (mean of 6.78).

- Respondents expressed moderate levels of agreement in terms of feeling safe (mean of 6.39), low levels of crime (mean of 5.77) and being part of a close knit community (mean 5.67).

- Respondents did not agree that the Shire is contributing greatly to the sense of community wellbeing in that the lowest levels of agreement involved perception that the Shire is not meeting the needs of the community well, does not actively encourage community input and has not facilitated activities or provided places for people to interact.

Contact and Satisfaction with Contact

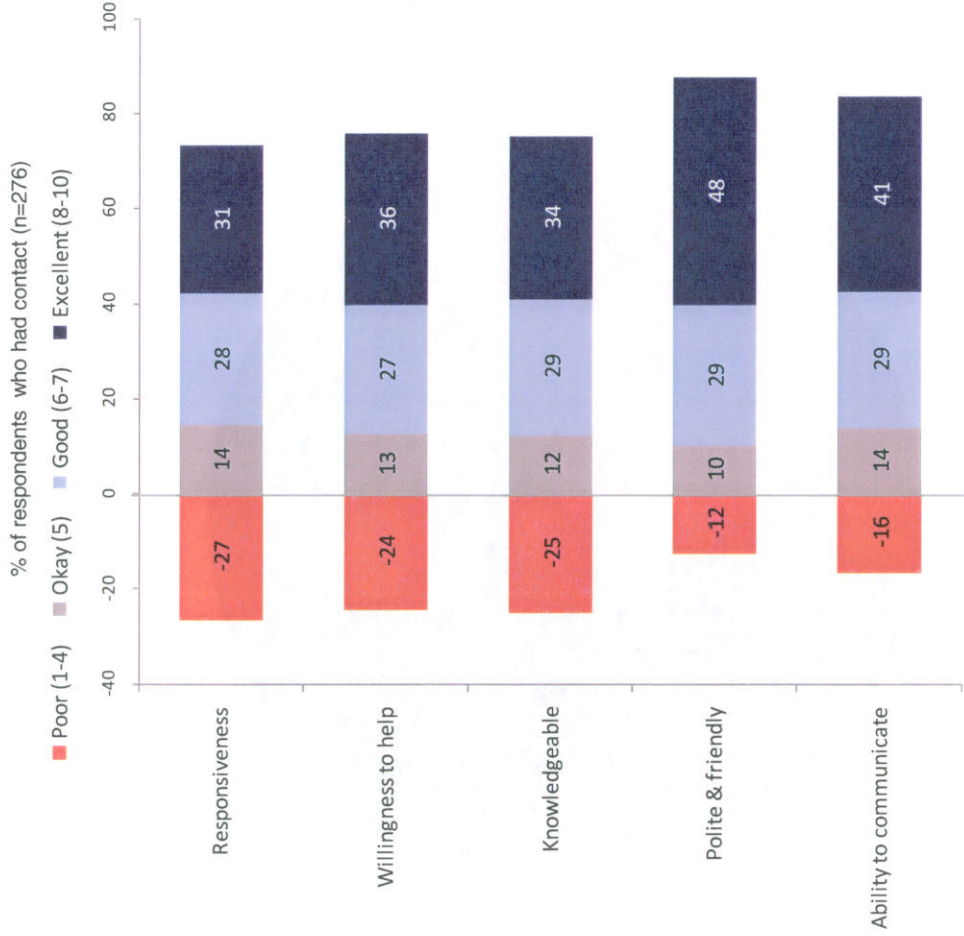


- Overall, 59% of respondents had contacted the Shire of Roebourne within the past 12 months, the largest proportion (25%) having done so within the last month.

- Of those who have had contact, the most frequently mentioned method of contact is by telephone (63%). This is followed by visiting in-person (44%). Contacting council in writing was significantly lower, with only 14% of respondents claiming to have made contact in writing.

- For each method of contact, those who made contact were asked how satisfied they were with the way they were dealt with. The research found that satisfaction is higher among those who made contact in-person (67% - rating good or excellent). Those who made contact in writing are significantly less likely to be satisfied (53% dissatisfied/poor rating).

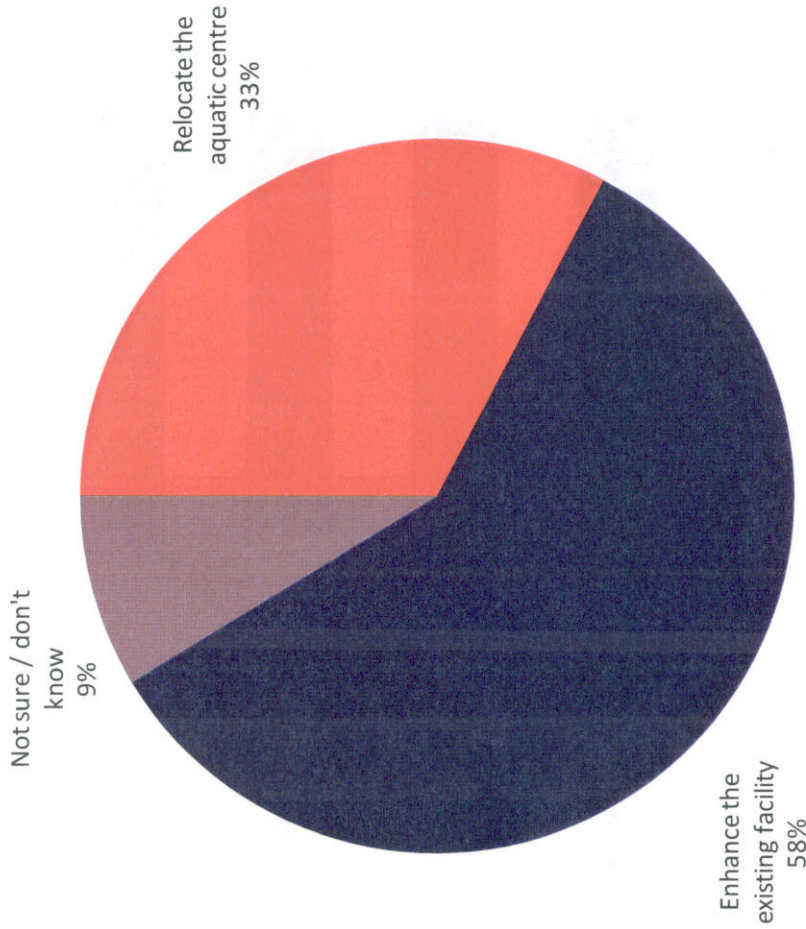
Staff Performance



- Respondents who had contact with the Shire of Roebourne in the last 12 months were asked to rate the performance of council staff on five key staff performance metrics.
- Of the five metrics, performance is highest on the 'polite and friendly staff' attribute with 77% of respondents rating staff performance as either good (29%) or excellent (48%).
- Staff communication skills was next highest with 70% rating staff performance on the attribute as good (29%) or excellent (41%).
- While performance on the remaining attributes - willingness to help (63%), knowledgeable (63%) and responsiveness (59%) – all scored positively, the results are significantly lower than the two top performing attributes.

Karratha Aquatic Centre

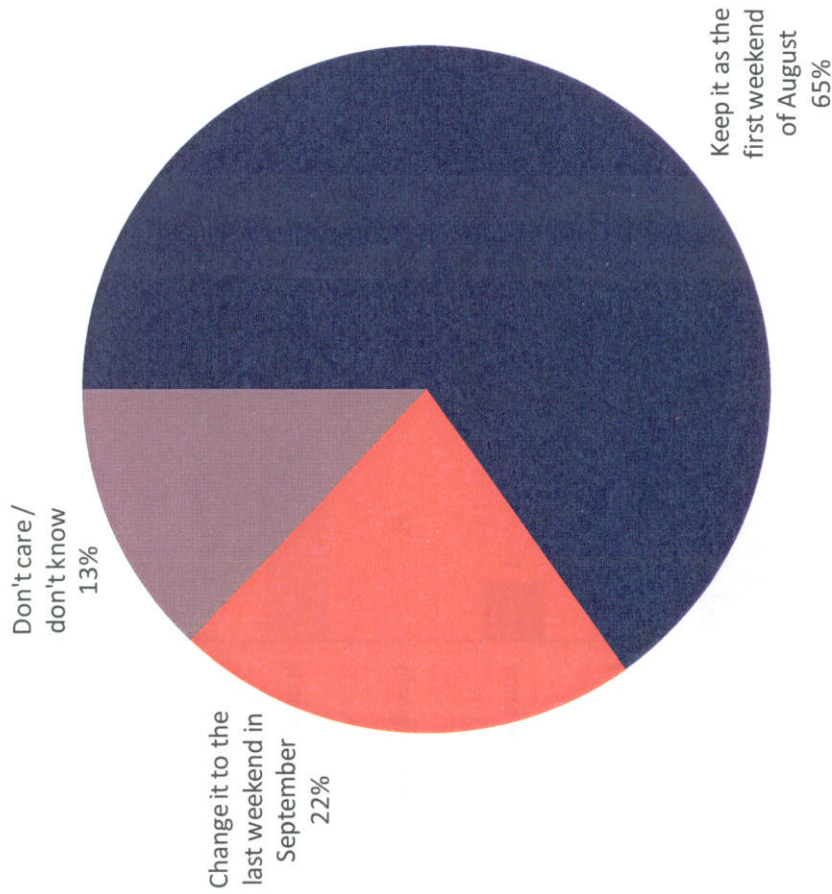
% of respondents (n=468)



- Respondents were told that the Shire of Roebourne is deciding what to do with the Karratha Aquatic Centre. Respondents were given the options available to the shire and then asked which option they prefer. The two options for the Karratha Aquatic Centre are:
 - The relocation of the Karratha Aquatic Centre from its existing site within the town centre to the new Karratha High School site on Dampier Highway, to form part of the Karratha Learning & Leisure Precinct.
 - Enhancing the existing Aquatic Centre site with additional aquatic and community facilities.
- The research found a preference among the community for enhancing the existing facility (58%) over the relocation of the centre to the new Karratha High School site (33%). It should be noted that in posing the question, financial costing were not presented, nor were specific development details or facility inclusions.
- Residents living in Karratha (63%) are significantly more likely to state a preference for enhancing the existing facility compared to other respondents (52%).

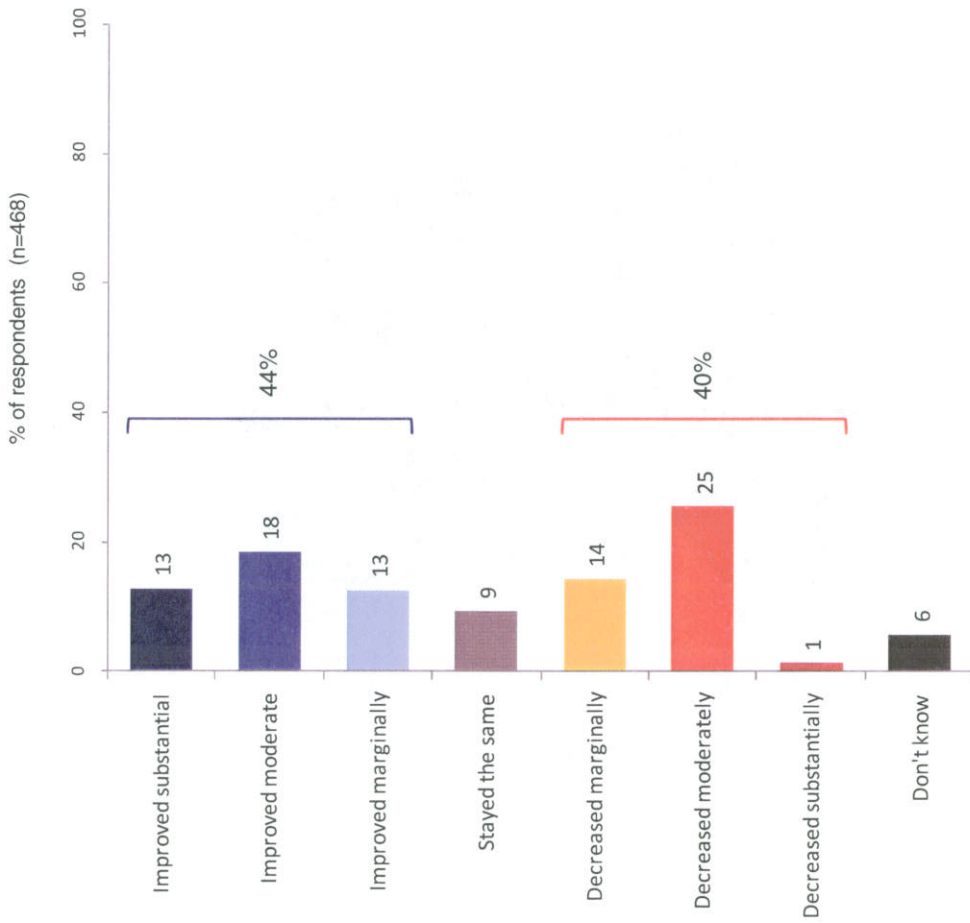
Queens Birthday Weekend

% of respondents (n=468)



- It was explained to respondents that the Shire of Roebourne celebrates the Queens Birthday at a different time to the rest of the State. The Shire of Roebourne's long weekend on the first Monday of August coincides with the FeNaCING Festival. For the rest of the State, the long weekend is typically celebrated on the last weekend of September. After the different times were explained to the respondents, they were asked if they prefer to keep the Queens Birthday long weekend on the first weekend of August, or change it to the last weekend of September.
- Overall, a conclusive majority of respondents (65%) stated they prefer to keep the Queens Birthday long weekend as the first weekend of August.

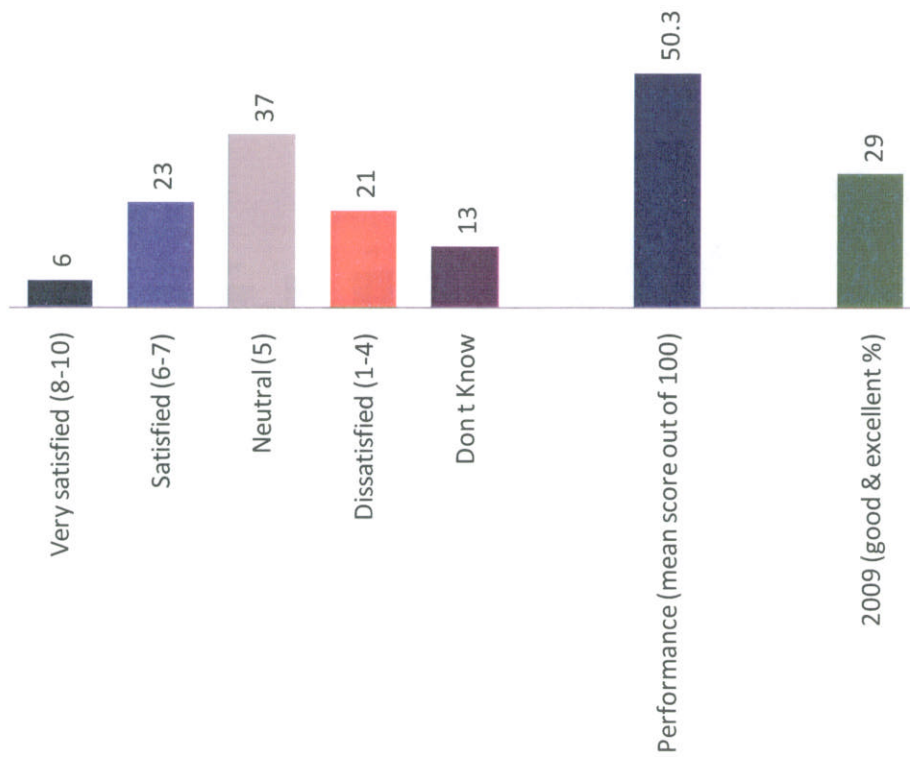
Access to Doctors



- Respondents were asked if, over the past 12 months, access to doctors in the Shire of Roebourne has improved or decreased.
- The findings of the research show that perceptions regarding access to doctors are somewhat polarized with 44% indicating access has improved while 40% state access has decreased.
- A further 9% claimed there has been no change in access to doctors and 6% indicated they did not know.
- Among those who stated that access had either improved or decreased the largest proportion of both groups stated they change has been moderate and not a substantial change.
- Females (54%) are significantly more likely to say access to doctors has improved; whereas males are more likely to state a decrease in access (50%).
- Residents of Karratha (60%) are significantly more likely to indicate access to doctors has improved; whereas residents from other locations are more likely to state access has decreased (Dampier 70%, Wickham 60% and Roebourne 69%).

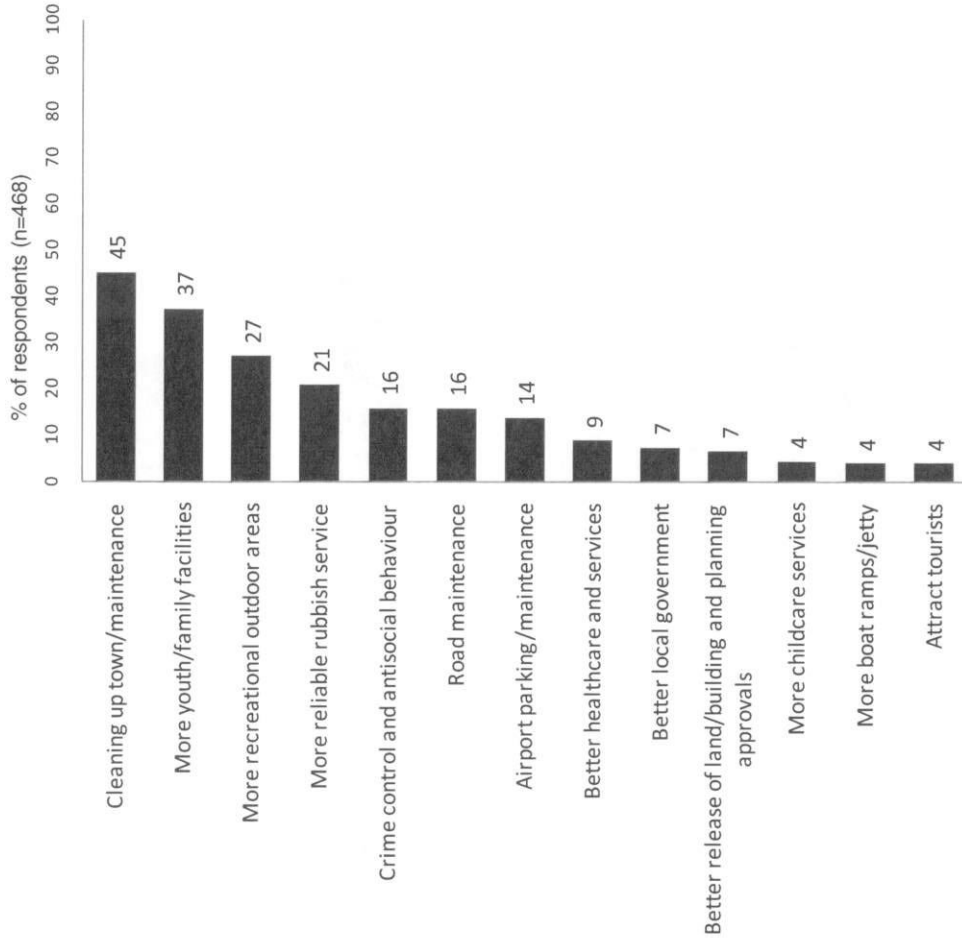
Leadership

% of respondents (n=468)



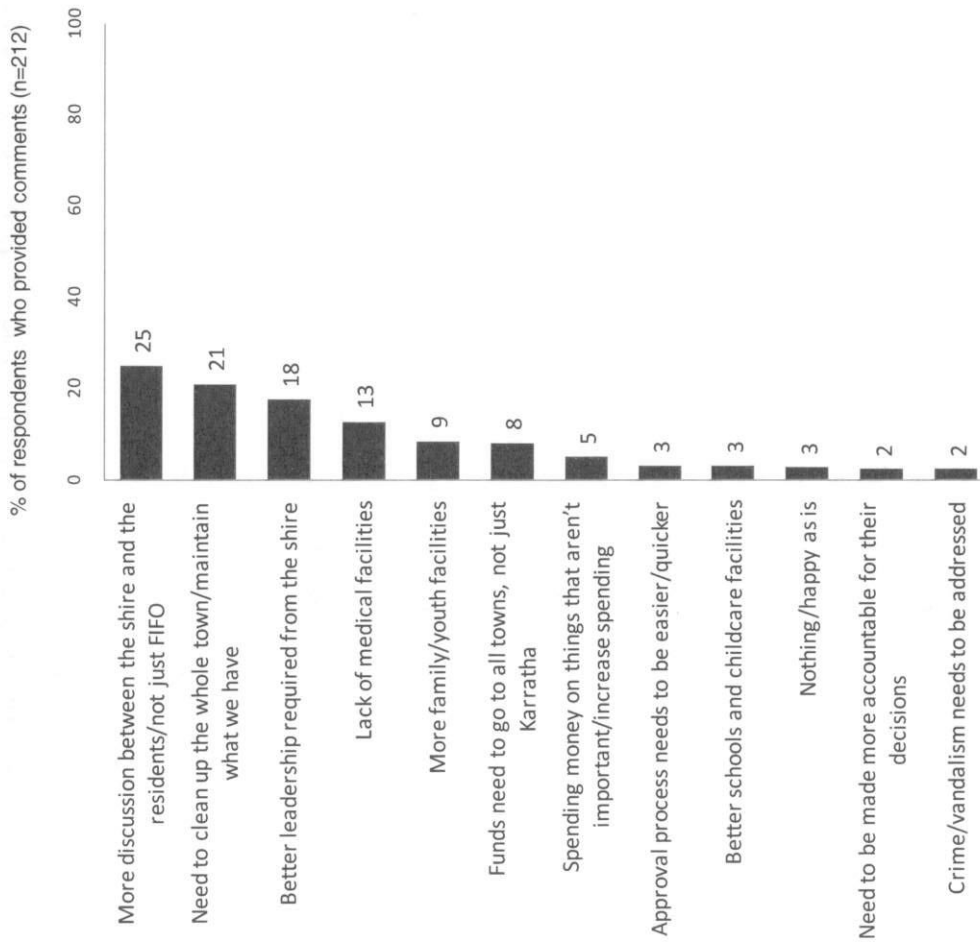
- Respondents were asked to rate the level of leadership provided by their elected Councillors.
- Overall, 29% of respondents indicated they are satisfied with level of leadership provided by their elected Councillors (23% satisfied and 6% very satisfied).
- The largest proportion of respondents (37%) are neutral in terms of satisfaction with the leadership of Councillors, and a fifth (21%) of respondents are dissatisfied with the level of leadership. Reasons for dissatisfaction included:
 - Don't represent the community (36%)
 - Don't know who they are (21%)
 - Only in it for themselves (12%)
 - No planning / thought behind decisions (10%)
- Further, with a mean score of 50.3 out of a maximum of 100, the level of leadership provided is moderate.
- Respondents aged 55 years and older (13%) are significantly more likely to be very satisfied with the level of leadership provided by elected Councillors compared to younger respondents (5%).

Unprompted Top Priorities



- Respondents were asked to nominate the top priorities / areas of improvement the Shire of Roebourne should focus on in the next 12 months.
- The most frequently mentioned priority for the Shire is for better cleaning up the town and maintenance (45%).
- This is followed by providing more youth and family services (37%), providing more outdoor recreational areas and facilities (27%) and providing a more reliable rubbish collection service.
- Other popular priorities include:
 - Crime and anti-social behaviour control (16%).
 - Better road maintenance (16%).
 - Airport parking and maintenance (14%).

Other Feedback



- Respondents were asked if they has any additional comments of feedback to make regarding the Shire of Roebourne. In total, 212 respondents provided additional information.
- Of those who provided additional comment, the most frequently mentioned feedback revolved around having more discussions with the residents and not being so focused on the mining companies that with regards to fly-in / fly-out.
- Other popular comments included:
 - Clean you the whole town and better maintenance
 - Better leadership of the Shire
 - Provide/facilitate more medical facilities and services

Conclusions

- The results indicate a high proportion of residents are dissatisfied with the overall performance of the Shire of Roebourne. Further, the findings indicate that there is room for improvement across the majority of services and facilities measured in the research. Mapping performance against importance on each service and facility enables the setting of priorities for the Shire. The areas of greatest improvement priority are:
 - Graffiti, vandalism & anti-social behaviour,
 - Enforcement of illegal parking & litter,
 - Appealing streetscapes,
 - Footpaths and cycleways,
 - Youth activities and services,
 - Local roads,
 - Health and disease prevention,
 - Town's main street,
 - Recreation facilities and
 - Parks, gardens and open spaces.
- The results indicate that when residents make contact with the council by phone or in-person, they are generally satisfied with the way they are dealt with. This, however, is not the case for written contact and is most likely a function of immediacy of response and dealing with the issues raised. Overall, respondents who have had contact with the Shire in the past 12 months are satisfied with the performance of staff .
- Satisfaction with the leadership of elected members is moderate indicating significant potential for elected members to show greater leadership within the community. Greater representation of their communities and building awareness through more community contact will greatly improve perceived levels of leadership.
- Of the State Government services provided, health care needs urgent attention. This is supported by a substantial proportion of the community indicating that access to doctors has declined. Importantly, the perception of reduced access to doctors is significantly greater in Karratha.

Conclusions

- Having spoken directly with residents from the Shire, it would appear that many of the issues facing the Shire are a result of greater demands placed upon council services and facilities through significant population growth within the Shire through both new residents and fly-in fly-out workers. This unprecedented growth and the lure of high salary/incomes offered by resource companies has made it difficult for the Shire to attract and retain the required staff numbers needed to deliver services at expected levels.
- Many comments made through discussions with residents in Karratha relate to insufficient housing and housing affordability. Low levels of perceived performance planning and building performance and better land release/planning as an unprompted top priority support residents comments.
- There is unanimous support for maintaining the status quo in terms of the Queens Birthday public holiday in August and for the Karratha Aquatic Centre to be redeveloped in its current location. However, it should be noted that in posing the question, financial costing were not presented, nor were specific development details or facility inclusions.
- As a result of the region's rapid growth and uniqueness in terms of mixed permanent and fly-in fly-out communities, many challenges face the Shire as it plans to address the issues it now faces through the regions in order to better deliver high levels of services and facilities to the community. Regular community consultation and feedback will enable the Shire to monitor the success of planned changes and, where necessary, fine-tune the provision of services and facilities to the community.

Thank You

If you have any questions relating to this report please contact us.

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