



Community Survey Results

2013



Executive Summary

1. In November 2012, Council adopted a new Strategic Community Plan. This Plan proposes a plan of action that will facilitate improved service delivery, the efficient allocation of resources and a greater integration in terms of community aspirations and the delivery of both operational and strategic projects.

A key component in measuring the success of the Strategic Community Plan is the undertaking of a community survey that will be used as a tool to gather information, measure community attitudes and ascertain the Shire's overall performance from a service delivery and resource allocation perspective.

It is anticipated that this survey will be circulated at least every two years. The feedback from this survey will be incorporated into the Shire's annual report and will be used as a planning and development tool to further refine and improve the Shire's overall performance.

In June 2013 the Community Survey was distributed to residents and ratepayers of the Shire and from a total of 394 sent out 113 surveys were returned. This is a percentage of 28.7% which is larger than the 23.8% returned in 2010 (where 513 were sent out and 122 returned).

This vital feedback has been collated and analysed in this document to provide an overview of the current community opinion of Council's operations and direction. The information gained from the survey results will be used to assist decision making processes into the future and act as a benchmark for evaluating future years' performance.

The structure of the survey was broken down into three sections being; current standard of service, community consultation and access to information and future direction. Overall the collective responses were generally positive and a number of comments provided by respondents also added further value to the feedback exercise.

This is the second comprehensive community survey to be conducted in the Shire of Jerramungup and the results have been compared with the previous survey in 2010. Future surveys will give greater insights into how the role of Council is perceived within the community and the improvements made over time.



Current Standard of Service

Average response ranked by score highest to lowest (5 was most positive score)

SECTION A - Current Service Provision	Total Responses	AVG Response		AVG Response (Rounded)	
		2013	2010	2013	2010
TELEPHONE MANNER OF COUNCIL ADMIN STAFF	107	4.24	3.93	4	4
COURTEOUS/FRIENDLY RECEPTION STAFF	109	4.21	3.96	4	4
QUALITY OF CUSTOMER SERVICE PROVIDED BY LIBRARY STAFF	89	4.03	3.71	4	4
QUALITY OF CUSTOMER SERVICE PROVIDED BY SHIRE STAFF	109	3.95	3.92	4	4
PLAYGROUNDS	106	3.93	3.61	4	4
ACCESSIBILITY/AVAILABILITY OF COUNCILLORS	86	3.89	3.75	4	4
RANGE OF PROGRAMS/ACTIVITIES OFFERED GENERALLY	82	3.83	3.52	4	4
CULTURAL & COMMUNITY FACILITIES (Town Hall, Library)	99	3.82	3.75	4	4
DEALING WITH CUSTOMER REQUESTS	103	3.82	3.72	4	4
ACCURACY OF ADVICE/INFORMATION PROVIDED BY STAFF	101	3.78	3.44	4	3
TOWN PARKS & GARDENS	105	3.78	3.30	4	3
APPEARANCE AND AVAILABLE SPACE OF LIBRARIES	86	3.77	3.75	4	4
COUNCILLOR KNOWLEDGE OF SHIRE OPERATIONS AND ACTIVITIES	84	3.71	3.56	4	4
RESPONSE TIME FOR INFORMATION REQUESTS	101	3.70	3.56	4	4
INDOOR SPORT & RECREATION	86	3.69	3.56	4	4
KERBSIDE COLLECTION	76	3.66	3.89	4	4
OVERALL PERFORMANCE OF COUNCILLORS	80	3.64	3.55	4	4
OUTDOOR SPORT & RECREATION	101	3.62	3.63	4	4
OVERALL ACCESSIBILITY OF PUBLIC BUILDINGS	99	3.60	N/A	4	N/A
CEMETERIES	89	3.53	3.74	4	4
SHIRE STAFF, COMMUNITY AGED HOUSING	79	3.49	N/A	3	N/A
RECYCLING	84	3.44	3.33	3	3
TOWN CENTRE STREETSCAPES	101	3.43	2.87	3	3
PUBLIC CONVENIENCES (Toilets)	101	3.42	3.36	3	3
TRANSPARENCY AND CLARITY OF DECISION MAKING	84	3.38	N/A	3	N/A
COUNCILLORS ATTENDING TO ISSUES RAISED BY YOU	71	3.36	3.52	3	4
STREET LIGHTING	92	3.31	2.96	3	3
URBAN ROADS	103	3.29	3.24	3	3
URBAN RESERVES/BUSHLAND	100	3.25	3.28	3	3
TOURISM SIGNS AND INFORMATION BAYS	99	3.24	N/A	3	N/A
RATES TRANSPARENCY	94	3.23	N/A	3	N/A
REFUSE FACILITY	92	3.18	2.89	3	3
STREET FURNITURE (Benches, Rubbish Bins etc)	99	3.16	3.21	3	3
WALK TRAILS	83	3.14	3.22	3	3
RATES EQUITY AND FAIRNESS	94	3.09	N/A	3	N/A
FOOTPATHS/DUAL USE PATHS	104	3.05	2.97	3	3
BEACHSIDE FACILITIES	96	3.04	3.19	3	3
RATES AFFORDABILITY	101	3.00	N/A	3	N/A
STORM WATER DRAINAGE	87	2.76	2.62	3	3
RURAL ROADS	104	2.70	2.52	3	3

An average response of 4 for this section indicates that overall, respondent's feel that in the provision of these services the Shire is doing a good job. This is the same average result at the 2010 survey which shows that the Shire is still performing to a high standard for meeting community needs.



Where an average response of 3 is noted, respondents generally feel that Shire's work in these areas is satisfactory.

Shire staff telephone manner and courteous/friendly reception were the top two ranked areas that the respondents were highly satisfied with. These two areas, along with accuracy of advice and information provided, have all received a higher average response score than on the 2010 survey, which shows the Shire is committed to, and strives to achieve, a high level of customer service to the community.

There was an increase in satisfaction with town parks & gardens which we attribute to the upgrades to the Jerramungup Revitalisation Project, along with regular maintenance and improvement of parks and gardens by the Town Services team across the Shire.

There has been a slight decline in the satisfaction with the councillors attending to issues raised by the community with the average dropping from a 4 to a 3, however the unrounded average has only dropped 0.16 which indicates the general views on this area are still much the same as in 2010 showing that the general feel is councillors are attending to issues at a slightly above satisfactory level.

Rural roads and storm water drainage appear as the two main areas the respondents are not satisfied with and this was also reflected in the additional comments with 24 comments relating to roads and 6 comments to drainage.

Community Consultation and Access to Information

Preferred method of information dissemination (1 being most preferred)

SECTION B - Community Consultation & Access to Information	Total Responses	AVG Response		AVG Response (Rounded)	
		2013	2010	2013	2010
Bulletin/ Journal	100	2.11	1.86	2	2
Council Buzz	94	3.49	4.58	3	5
Website	92	3.95	3.57	4	4
Public Meetings	90	4.07	4.35	4	4
SMS	90	4.28	4.99	4	5
Council Minutes	87	4.33	3.69	4	4
Public Notice Boards	92	4.41	4.18	4	4

Interpretation of this data tells us that most people rely on the local publications (Bremer Bulletin and Jerry Journal) to keep them up to date with what is happening in Council which is much the same as the 2010 survey.

With the monthly inclusion of the Council Buzz in the local papers and a Council Buzz E-Newsletter emailed out monthly, an additional avenue of information dissemination has made it easier for residents to stay in touch with Council activities bringing the Buzz up to the second most preferred method for accessing council information.

SMS notifications have become more popular over the past 3 years, moving from a ranking of 5 to a 4. We believe this would be due to the wider range of mobile phone coverage now available across the Shire making this a more reliable form of communicating important information.



Future Direction of Council

Issues ranked by priority (1 being highest priority – 10 being lowest priority).

SECTION C - Future Direction	Total Responses	AVG Response		AVG Response (Rounded)	
		2013	2010	2013	2010
Roads	104	2.74	2.91	3	3
Bushfire Protection & Emergency Services	100	3.43	3.17	3	3
Waste Management	102	4.66	5.77	5	6
Seniors, Youth, Sporting Facilities/Services	98	4.83	4.95	5	5
Footpaths & Street Lighting	98	5.49	5.44	5	5
Parks, Gardens, Town Halls	98	5.93	5.44	6	5
Ranger Services	99	6.65	6.93	7	7
Central Business Districts	97	6.68	5.98	7	6
Land Development	98	6.69	5.79	7	6
Environment & Climate Change	99	6.98	7.38	7	7

The majority of respondents consider roads, which received 24 additional comments, and bushfire protection & emergency services, which received 7 additional comments, to be the areas that should require the most attention from Council moving forward. These are the same key areas that were top of the 2010 survey. Footpaths were reflected on here with a ranking of 5 but received 22 comments relating to better footpath requests for Bremer Bay.

The Council continues to make road construction and maintenance a high priority which is reflected in each annual budget allocating significant resources to these areas. With the new fire protection plan coming into effect at Point Henry as well as fire brigade community training sessions being run in August 2013, the issues ranked as being most important are being addressed through various strategies and operations.

A key area that was not listed here but received 13 comments was Health care and the appointment of a new Doctor. A special council meeting was held on May 31st, 2013 to authorise the CEO to enter into negotiations with the prospective supplier for the provision of general practice service and management to the Jerramungup and Bremer Bay Medical centres. Further advances have been made in this area and the Shire is confident of progressing this matter in the near future.

The next most important areas of focus nominated were waste management, seniors, youth, sporting facilities and services which had no significant change in rank. Waste management, which has come up from a 6 to a 5 in priority ranking, was mentioned in 24 comments, some suggesting that the accessibility of the refuse centres is not satisfactory with limited locations and open times available.

These are followed by footpaths and street lighting, parks, gardens and town halls which have gone down one priority ranking but only have a slight change in the non-rounded response figure. Footpaths, particularly for the Bremer Bay region and Bennett Street, were another area receiving 22 comments regarding upgrades & requests for new paths to address pedestrian safety. General facilities and upgrades for the Bremer Bay region including parks, lighting and beachside areas was reflected in 24 comments and with construction underway for the new Bremer Bay town site many of these areas for concern will be met.



Future Resource Commitment

Average response ranked by score highest to lowest (5 was most positive score)

STATEMENT - STRENGTH OF AGREEMENT	Total Responses	AVG Response		AVG Response (Rounded)	
		2013	2010	2013	2010
Council should attempt to attract and retain appropriately trained and qualified staff	107	4.42	4.44	4	4
Council should ensure that its buildings and facilities are repaired and replaced as necessary according to usage.	109	4.11	4.18	4	4
Council should encourage commercial activities	108	3.95	4.11	4	4
Council should share resources with other local governments in the region	108	3.80	3.72	4	4
Council should encourage home based businesses	109	3.71	4.08	4	4
Council should be more active in promoting the region	106	3.70	3.86	4	4
Council should encourage more performers and entertainment to come to Jerramungup and Bremer Bay.	109	3.65	3.86	4	4
There should be more and better quality footpaths	104	3.59	3.80	4	4
Council should encourage heavy industry start up	107	3.56	3.65	4	4
Council should provide more seniors facilities and activities	106	3.47	3.72	3	4
Council should subsidise community groups who lease Shire owned buildings/facilities	106	3.36	3.52	3	4
Council should financially support community groups who attract and service tourists	107	3.32	3.51	3	4
Council should install alternative power generation on its building (Solar panels/wind generators)	108	3.32	3.57	3	4
Council should provide more youth facilities and activities	106	3.29	3.64	3	4
Council should support the creation of "hobby farms" in Rural Areas (1-4 hectares)	108	3.23	3.35	3	3
The Shire should have an environmental and climate change strategy	106	3.16	3.28	3	3
Council should encourage more cultural activities	106	3.12	3.27	3	3
Council should provide more recreational walk trails, cycling paths and horse riding trails	107	3.10	3.39	3	3
Fees and allowances paid to Elected Members should be increased to encourage more people to nominate for Council	107	3.03	2.93	3	3
Council should support higher density development within the town site	108	2.95	3.29	3	3
Council should upgrade and extend street lighting in the town site	107	2.87	3.23	3	3
Council's current roadwork's budget is adequate	101	2.70	2.56	3	3
Council should levy all ratepayers for environmental projects	104	2.38	2.40	2	2
Council should increase rates to pay for better footpaths	108	2.24	2.31	2	2

An average response of 3 for this section indicates that overall, respondents generally had no opinion on the matter or were satisfied with the way things are currently being actioned / run by the Council.

Where an average response of 4 is noted, respondents generally agreed with the statement.

An average response of 2 indicates that overall, people disagreed with the statement.



The top three statements that respondents agreed with were the same three from 2010, attracting and retaining trained & qualified staff, repairs and replacement of Shire owned buildings and facilities as necessary, and encouraging commercial activities. The Shire will continue to focus on these areas in the years to come.

There was a decrease in agreement from a 4 in 2010 to a 3 in 2013 for a few areas including seniors' facilities & activities, subsidising community groups who lease shire buildings/facilities, financially supporting community groups who attract & service tourists, installing alternate power generation on council buildings, and youth facilities & activities. This decrease shows that since 2010 the shire has met the needs of the community in these areas and overall there is no need for the Shire to focus on these areas.

Other Survey Statistics

1. Respondents Locality (where indicated)	2013	2010
Boxwood Hill	6	7
Bremer Bay	49	49
Dillon Bay	0	2
Fitzgerald	2	4
Gairdner	13	16
Jacup	5	9
Jerramungup	24	30
Needilup	15	8

Bremer Bay again has the highest number of returned surveys, followed by Jerramungup. Needilup community has almost doubled the number for returned surveys from 8 in 2010 to 15 in 2013.

2. Age Brackets of Respondents (where indicated)	2013	2010
<18	0	0
18-29	1	6
30-45	24	36
46-59	43	41
>60	41	34

The age bracket of 46-59 was again the age with the highest number of respondents. There was an increase in the number of respondents in the 60+ age bracket bringing it up to second highest respondents, and a decrease in the younger age brackets 30-45 and 18-29.

3. Respondents Gender (where indicated)	2013	2010
Male	71	64
Female	45	70

There was a large drop in the number of female respondents this time around, dropping from 70 in 2010 to 45 in 2013. There is no obvious reason for this decline.

4. Respondents Internet Connection (where indicated)	2013
Yes	99
No	10

The 2013 survey included a section regarding internet connection which showed 88% of respondent's have an active internet connection at their homes.

Associated Documents

- Community Survey Questionnaire
- Community Survey Response Data Spreadsheet

