

Community Perception Survey 2019

How did we go?



SATISFACTION SURVEY RESULTS 2019

Executive Summary

In 2019 the Shire of East Pilbara conducted an independent Community Perception Survey to measure how we were tracking against the individual measures that form part of our Strategic Community Plan 2018-28.

The survey also measures priorities for our community, and perceptions of how the community feels the Shire is performing across a range of key facilities and services.

While some of these results have already been reported in our annual report 2018/19, I am pleased to report overall satisfaction with the Shire's performance has significantly improved between the last survey in 2016 and the 2019 results.

Generally there is an upward trend in community satisfaction across almost all of the Shire services which were measured. Specifically, the proportion of 'very satisfied' residents increased from 28.0% in 2016 to 40.5% in 2019 and the residents that were 'satisfied' also increased from 65.0% in 2016 to 73.1% in 2019. The level of satisfaction with how the community is informed about local issues is also high at 78.4%.

For the first time we have measured community leadership, asking how Councillors are representing you. Positively, most respondents were satisfied Councillors are involved in the community (70.7%) and Council decisions are viewed as in the interest of the community (73.3%).

We also measured key issues you wanted Councillors and Shire staff to advocate to State and Federal Government agencies for improved services. Each town is different in the priorities they identified, and these are detailed in this report. Your responses provide important direction on where our efforts in advocacy and lobbying on your behalf should be focused in the future.

As our Strategic Community Plan is a new document, so too are our measures in the Perception Survey. These measures will be used as a benchmark for the remaining years of the Strategic Community plan. Where possible the information has been compared to results from the 2016 survey. Some are a new measure, so comparative data from 2016 is not available, we look forward to building this picture over time, and reporting transparently, and regularly.

2019 has delivered strong, positive results and the figures will provide a benchmark that will guide our future work and priorities. In reporting these results to the community, I also encourage all of you to have your say in the next survey which will be released next financial year. If you receive a phone call, I encourage you to take this opportunity to provide your feedback on how we're performing against the vision the community has set for us.

Lynne Craigie
Shire President

Background

The Shire of East Pilbara is committed to seeking a formal measure of community feedback regarding its services, facilities and activities.

The last satisfaction survey was conducted in 2016. This report details the findings from the study in 2019 which has been expanded to include additional measures from the 2018-2028 Strategic Community Plan (SCP).

Study Objectives

The survey objectives were to:

- Measure resident satisfaction with the Shire overall.
- Measure satisfaction with services and facilities listed in the strategic community plan.
- Identify the relative importance and satisfaction with other services and facilities provided by the Shire.
- Measure perceptions of community leadership, amenity, identify important priority areas for lobbying State and Federal Government.
- Identify the key issues which the Shire should address to plan for the future.

Study Method and Approach

Conducted between the 1st and 26th November 2019 data was collected by:

- Telephone interviews.
- Online.
- Face-to-face interviews, conducted at Shire events.

To increase community participation the process was supported by a social media campaign and face to face interviews were conducted by staff.

A total of 408 residents completed the survey (significantly more than in 2016).

Employees, Elected Members and respondents under 18 were removed from the sample. The sample was weighted to reflect the residential population of the Shire aged 18 years and over as at the most recent Census in 2016.

For the purpose of the report, all percentages have been rounded to a whole number

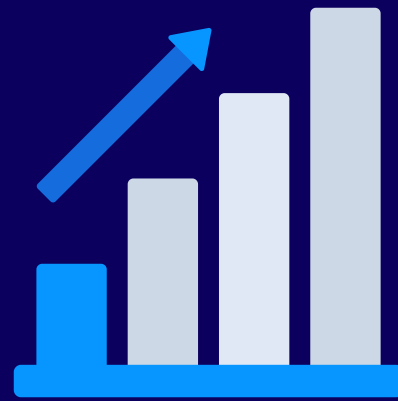
Our Performance

Overall satisfaction with the Shire was high. There was an increase from 65% in 2016 to 73% of residents satisfied in 2019.

Overall Satisfaction

73%

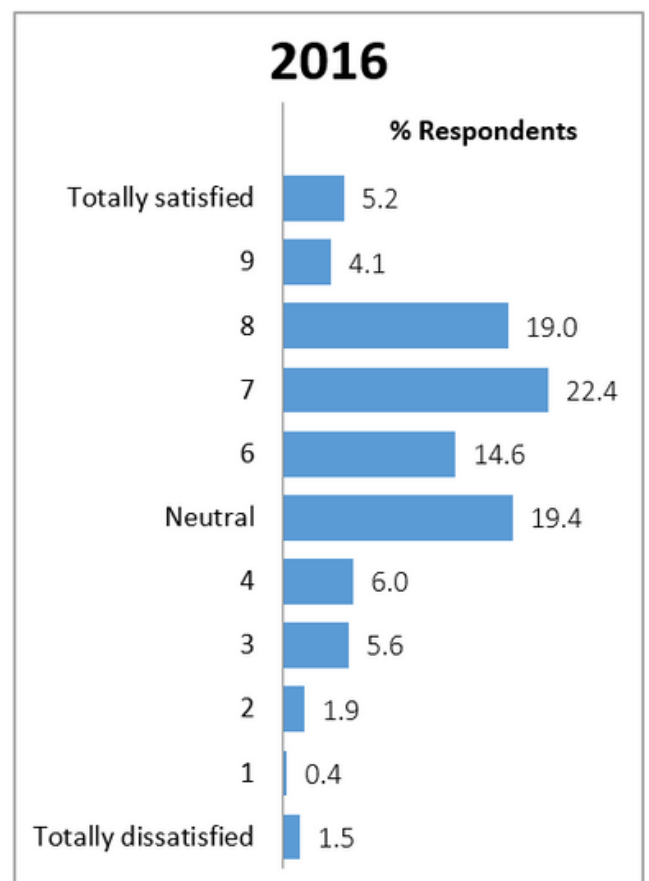
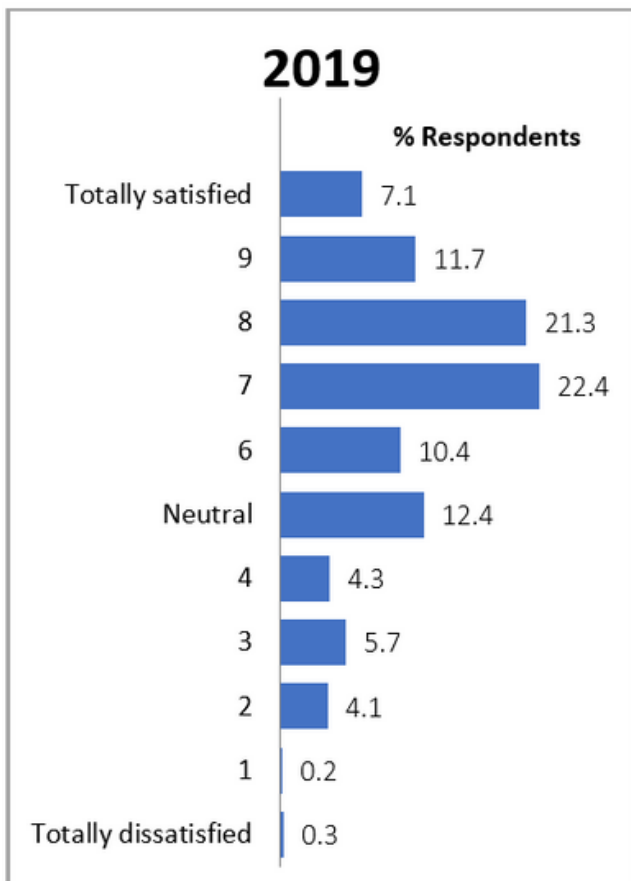
increase from 65% in 2016



Q: On a scale from 0 to 10 where 10 is totally satisfied and 0 totally dissatisfied can you please rate how satisfied you are with the Shire of East Pilbara's performance overall?

Between 2016 and 2019 there has been a statistically significant improvement in satisfaction:

- The proportion of 'very satisfied' residents increased from 28% in 2016 to 40% in 2019.
- The overall proportion of 'satisfied and very satisfied' residents increased from 65% in 2016 to 73% in 2019.
- The overall proportion of dissatisfied participants reduced from 15% in 2016 to 14% in 2019.



Leadership



Leadership was a new measure in 2019 designed to measure how councillors are leading, listening and representing you. Satisfaction in each area of leadership was over 70%.

Our satisfaction ratings:

How the community is informed about local issues

78%

Council's decisions being in the interest of the community

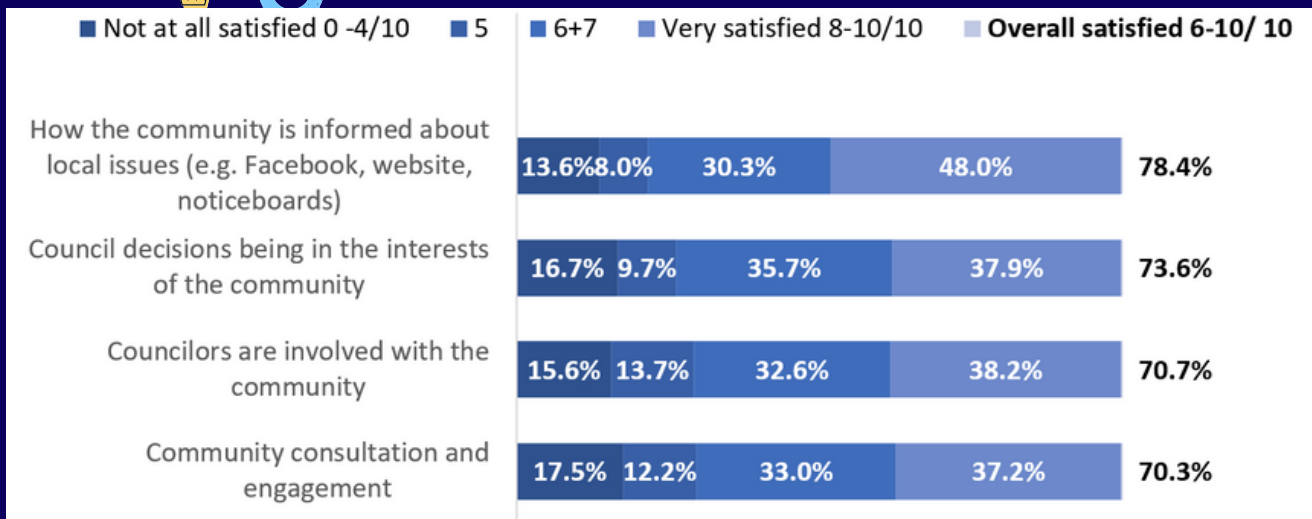
73%

Councillors are involved in the community

71%

Community consultation and engagement

70%



Governance

The Shire is efficient and well run

50% agree

Overall the Shire is considered to be efficient and well run by 50% of respondents, 16% disagree with this statement. Most of the remaining third of respondents express mixed feelings about the Shire's efficiency. Those most likely to disagree that the Shire is efficient lived in Newman (18%) and were more likely to be male (20%).

16% Disagree in 2019

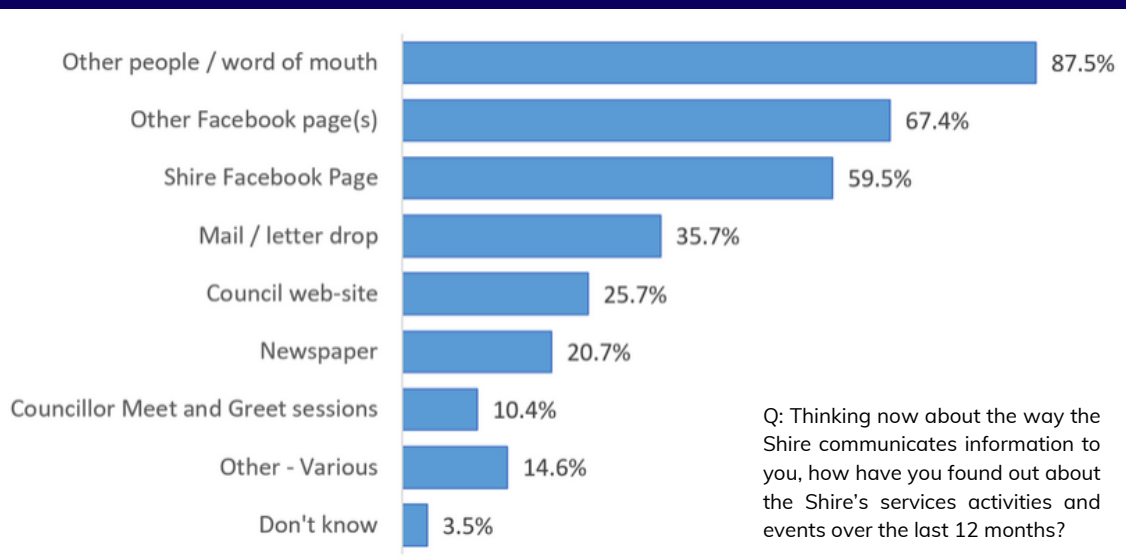


25% in 2016

This is a positive result as the amount of people who disagreed the Shire is efficient and well managed has declined. We will continue to work towards reducing this.

Communications

Respondents are 78% satisfied with how they are informed about local issues. Interestingly, word of mouth is rated as the most common source of residents for Shire information. There is strong use and reliance on Facebook pages for communication by residents.



Star Performers

Satisfaction with the Shire's services was measured in the 2019 survey and the services listed below are the best performing services in the Shire:

86%

AQUATIC CENTRES

85%

LIBRARY SERVICES

83%

SHIRE TIPS/ REFUSES SITES

82%

PARKS AND OVALS

82%

SHIRE EVENTS

These five services improved their 'very satisfied' rating in 2019: library services, children and family services, fitness services, aquatic centres and services for young people

There were some differences in satisfaction with services by location, Marble Bar residents were more satisfied with these services.

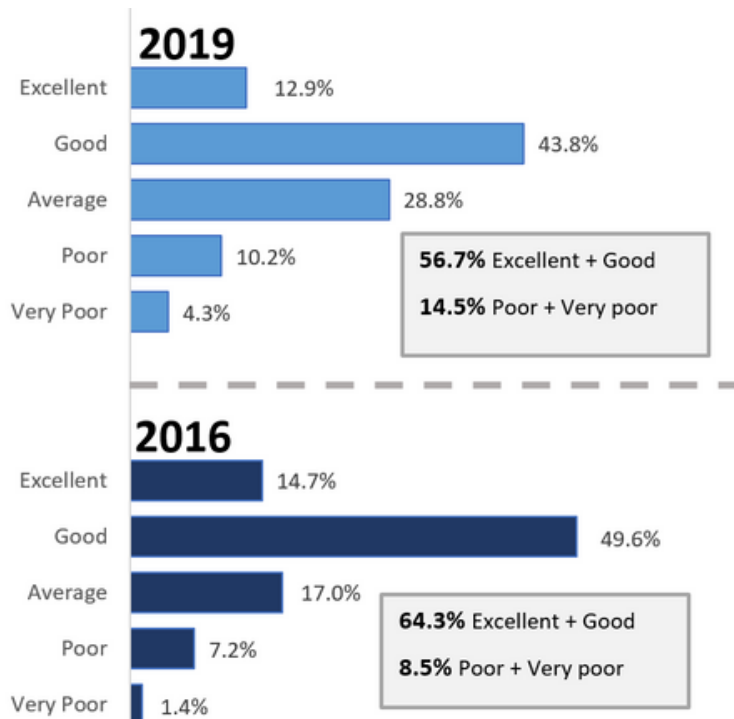
- Facilitating services for the Aboriginal community (83%).
- Being kept informed regarding Shire services and activities (78%).
- Community buildings like the Marble Bar Rec Shed (98%).



Quality of life

Overall, and as illustrated in the following chart, the quality of life across the Shire is perceived to be good or excellent by 57% of residents and statistically similar to 2016.

A small but increasing number of residents reported a poor or very poor quality of life (15%).



57%

Overall how would you rate the Shire of East Pilbara as a place to live?

57% said excellent or good

64%

Feel connected and part of my local community

61%

There is always something to do or participate in around the Shire

56%

Can afford to live comfortably in the Shire

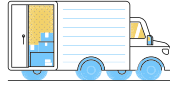
Areas for improvement

While our overall satisfaction is very high, services and facilities where 'very satisfied' category rating is below 40% shows us where there is room for improvement.

In 2019 these were:



Facilitating services to the Aboriginal community



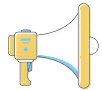
Community safety and ranger services



Shire community programs



Plans to guide the Shire's future



Being kept informed about Shire services and activities



Advocacy



Business support services and activities

Satisfaction with road provision varied between towns. Regional towns were generally unsatisfied with the roads and their ability to travel within the region.

Satisfaction between the towns ranged from Newman 79%, Nullagine 57% and Marble Bar 30%.

Leaving the region

When asked 46% of respondents said they will be leaving or are unsure if they are staying in the Shire in the next three years. Fifty five percent of participants said they wouldn't be leaving.

For those planning to leave, reasons include:



Family 21%



End of work contract 17%



Children's education 19%



Other: crime, social issues 11%



Financial reasons 8%



Medical Reasons 9%



Look and feel of the town is deteriorating 7%

Satisfaction and Importance Trends



In 2018 the Shire of East Pilbara released our Strategic Community Plan 2018-28, which was developed in consultation with our community, representing how you want the East Pilbara to look in the future.

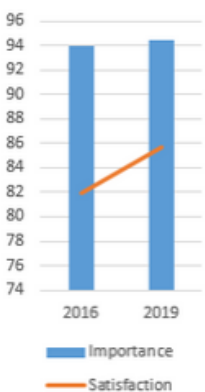
Because our Strategic Community Plan is new, so are our measures. The Community Perception Survey now measures:

- Key services and facilities – how important each one is to you, and how you think we are performing, This helps us prioritise what we do, and understand if we are meeting expectations of our community.
- Key result areas in our Strategic Community Plan 2018-28 so we can track our progress against our objectives.

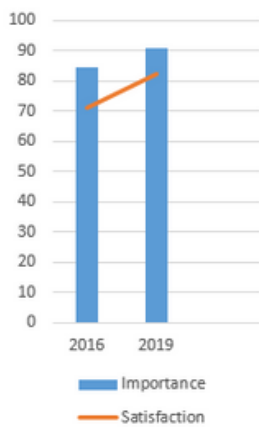
As you can see - in the future, these measures can be used as a benchmark and a way to track our performance over time. It will transparently show our community how we are performing, and provides vital information on where we can improve our services and better match them to community expectation.

Watch us grow this information in coming years.

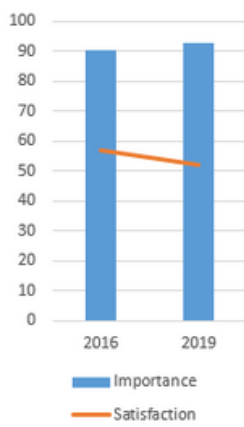
Aquatic Centres



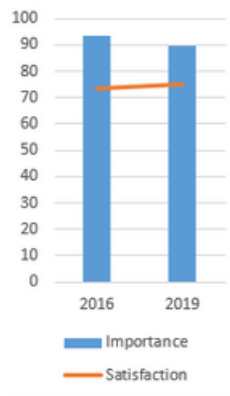
Fitness Centre



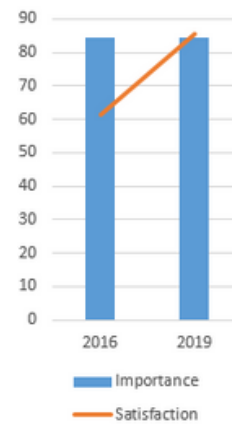
Community Safety



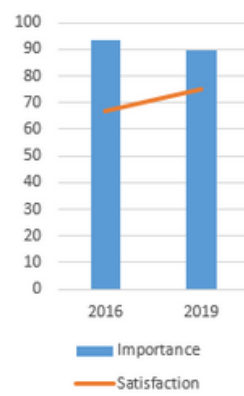
Children and Young People



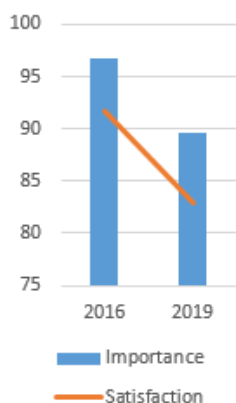
Library



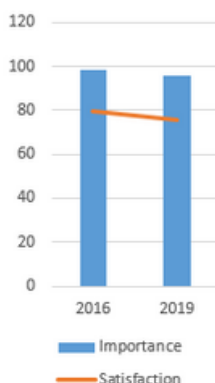
Services for Young People



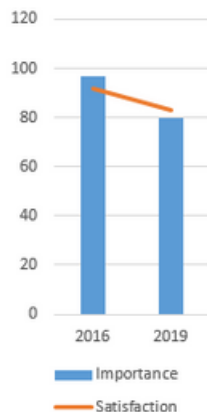
Tips



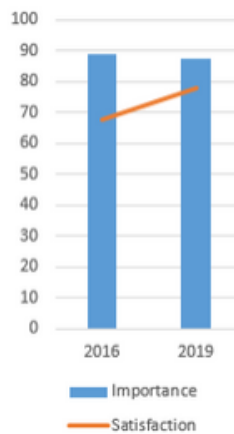
Provision of Roads



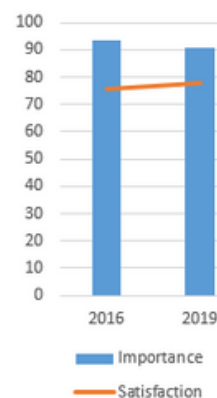
Footpaths



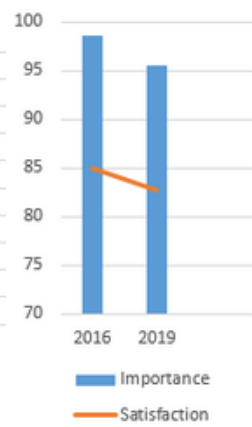
Aiport



Oval lighting Neman



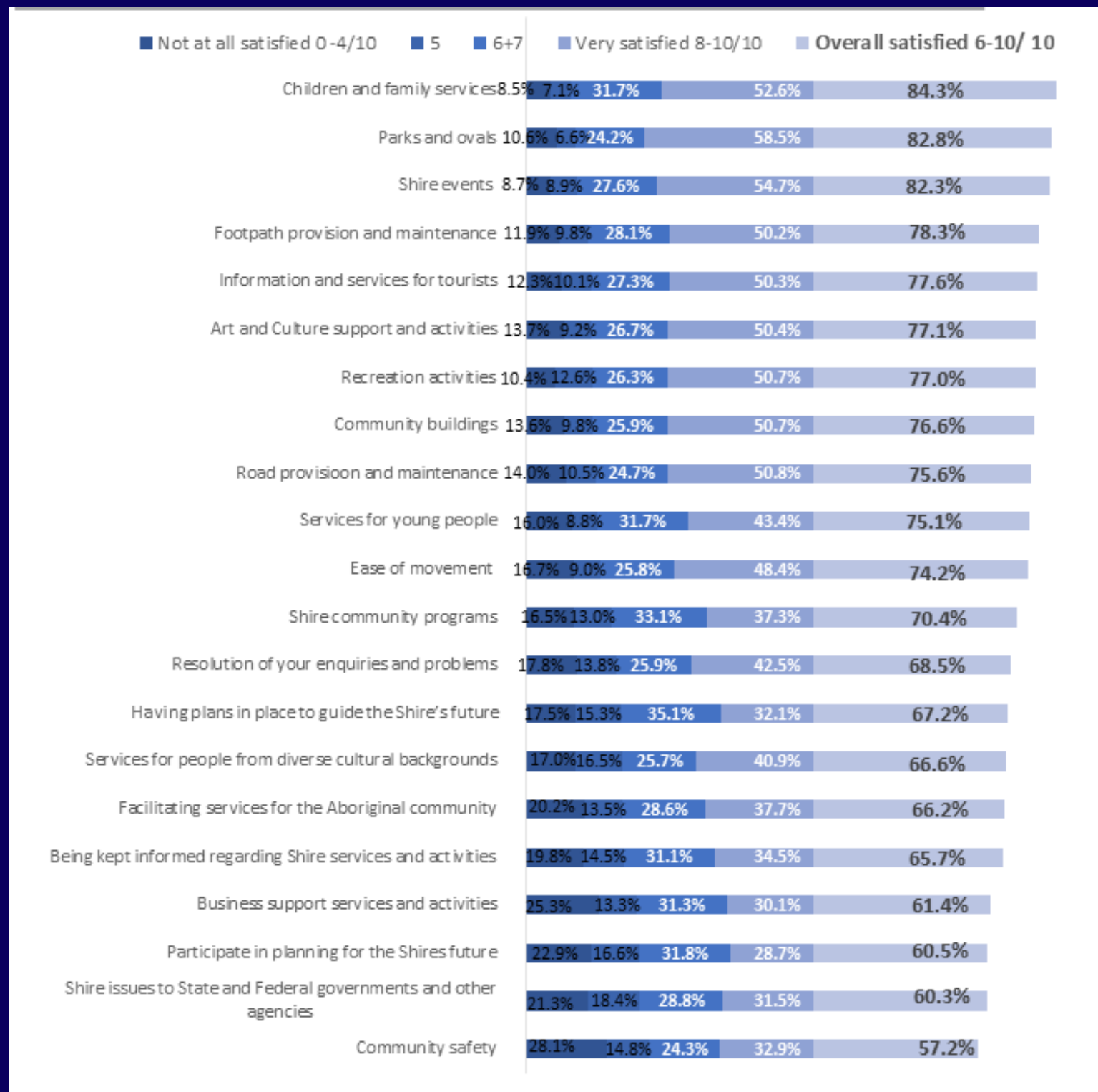
Parks and Oval



2019 satisfaction against Strategic Community Plan measures

The Strategic Community Plan articulates the Shire and community vision for the future. Measures of success have been identified to monitor our success against our vision and priorities.

The 2019 satisfaction measures for our services are:



What's important to our residents?

Residents told us how important they felt each service provided by the Shire is:

1

Parks and Ovals

Importance 96%

Satisfaction 83%

2

Road Provision and Maintenance

Importance 96%

Satisfaction 76%.

Marble Bar and Nullagine residents also ranked improving road infrastructure high on their advocacy list.

3

Community Safety and Ranger Services

93%

Importance 93%

Satisfaction 57% and needs improving.

4

Shire tips/ Refuse sites 92%

Importance 92%

Satisfaction 83%

However, litter and rubbish is high on participants' list of key issues to address.

5

Aquatic Centres 85%

Importance 85%

Satisfaction 86%

Key issues

Respondents were asked "what are the key issues which you think the Shire needs to address when planning for the future"

The most frequently raised topics were:

- The health system particularly the need for residential GPs (15%)
- The management of anti-social behaviour (14%)
- Crime particularly theft and property damage (12%)
- A clean up of rubbish in and around the town (9%)
- Facilities for youth (6%)
- Cleaning up rundown housing (6%)
- Affordable flights (5%)



Airfares

Would go a long way if you can discuss with air lines to lower their airfares to residents and visitors probably because thus one area hitting hard on Newman locals.



Health

Medical services first and foremost. The current model is not working, it is too difficult to find GPs with adequate A&E training. We need quality GPs (resident or permanent FIFO) and separate hospital doctors. A qualified doctor on site at the hospital so if I turn up with someone I love in a critical condition they have a chance.



Anti-social behaviour and crime

Anti-social behaviours and damaged properties around Newman are two very major issues in the community right now. There is a lot of anger, fear and resentment in the community due to this behaviour and something major needs to be done to fix it.

Future Advocacy

The key areas in which the community identified that the Shire should advocate to State and Federal Governments to improve were:

Anti-social behaviour 67%



Medical and Health Services 56%



Damaged properties in a state of disrepair 40%



Aviation services and Road Infrastructure 32%



Mental health services 21%



Advocacy priorities for Nullagine:

- Improving road infrastructure
- Damaged properties in a state of disrepair
- Mental health services
- Services and facilities for young people
- Education

Advocacy priorities for Marble Bar:

- Improving road infrastructure
- Damaged properties in a state of disrepair
- Housing opportunities (to rent)
- Education
- Antisocial behaviour

Different towns had different priorities they wanted the Shire to raise with State and Federal Government on their behalf.

Qualitative Data

The Community Survey had a qualitative component, where respondents provided feedback on a number of areas, these were grouped together to develop themes which are listed below.

The themes listed below, are from the comments provided and are separate to the figures measuring overall community views.

Advocate

- Improved road upgrades between Newman and Marble Bar.
- Improved health services, including permanent residential GPs, mental health services, Specialists and supporting medical services such as dental, midwifery and being able to have a baby in Newman.
- Request the State government to address crime and safety issues across the Shire;
- Continue to seek affordable flights from and to Newman.
- Seek relevant owners to address damaged properties which are in a state of disrepair that are not Shire owned in each town across the Shire.
- Improve Educational opportunities across the Shire.

Facilities

- Investigate the development of an aquatic facility in Nullagine.
- Investigate the development of a children's water spray park in Newman, associated with the aquatic facility.
- Investigate a "community hub facility" in Newman. Ideas could include incorporating daycare, library, youth facilities, movie theatre and live performance venue, (for example).
- Investigate installing shade and lights over the Skate Parks.
- Develop a Caravan Park in Newman.

General

- Initiate programs for reducing litter in all towns.
- Develop strong internal communications processes, to ensure that word of mouth methods are consistently "on message".
- Highlight to role of the Rangers and Community Safety Team, so the community are aware of what they can and cannot undertake.
- Continue to provide an elevated level of road maintenance in towns and between towns.
- Investigate an inter-agency approach to antisocial behavior, theft and property damage in each town.
- Investigate an inter-agency approach to focus on addressing the issues involving East Newman.
- Ensure more and better upkeep of parks, playgrounds and community infrastructure.

Qualitative Data

In the open ended questions throughout the survey, some respondents had suggestions for programs and initiatives the Shire should consider delivering. These were grouped into themes and are listed below.

Programs / initiatives - Newman

- Upgrade of sports and community buildings and grounds.
- Investigate alternative programs to address anti-social behavior in Newman. (An example could include a program which reinforces and encourages positive behaviours through a modified Rangers program or similar initiative).
- Revisiting the opening hours of the aquatic facilities (and Marble Bar).
- Implement an immediate and continued cleanup of the rubbish in and around the town (East Newman was mentioned in particular).

Programs - Nullagine

- Continue to improve road infrastructure.
- Address damaged properties which are in disrepair.
- Seek support for mental health services.
- Provide support for services and facilities for young people.

Programs - Marble Bar

- Continue to improve road infrastructure.
- Advocate for agencies to address damaged properties in a state of disrepair.
- Investigate housing opportunities (to rent).
- Install better signposting (i.e. large tourist signage) for key tourist attraction in Marble Bar, such as Coppins Gap; Doolena Gorge and Glen Herring Gorge.



Community Perception Survey 2019

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Want to have your say?
Contact the Shire to be added to our mailing list!