



SHIRE OF GINGIN
COMMUNITY PERCEPTIONS SURVEY
October 2016



"The community is proud of the lifestyle offered to them in the Shire of Gingin. Whether its coastal or the country lifestyle, it is the reason why they call the Shire of Gingin home"

"We are a progressive and caring community that celebrates its unique lifestyle and offers a welcoming place to live, work and visit"



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Study Background and Objectives

Every two years the Shire of Gingin conducts a Community Perceptions Survey to measure the views of residents on services provided by the City

Research Solutions was commissioned to undertake the study in 2016 creating a tailored questionnaire and analysis to meet the objectives...

Study Background and Objectives

- The broad objective of the study is to determine:
Resident and non resident ratepayer perceptions of the facilities and services provided by the Shire of Gingin
- Specifically, the study measures:
 - Overall satisfaction with the Shire
 - Satisfaction with:
 - The Shire as a place to live
 - Waste services
 - Community facilities
 - Governance
 - Roads and path networks
 - Customer service provided by the Shire
 - Regulatory services
 - Community Services
 - Environmental management
 - Key elements of community pride and things the Shire could do to make a difference
- This year a question was also asked assessing demand for the introduction of a fortnightly kerbside recycling service

Our Approach - overview

Mail survey

The questionnaire was sent out by the Shire to all resident letter boxes and PO boxes that Australia Post can deliver unaddressed mail to in the Shire (1,398 households), these were mainly in towns

The questionnaire was also sent by the Shire to 1,150 non-resident ratepayers with properties spread across the shire, to ensure that a comprehensive sample of all residents and ratepayers of the Shire was obtained

The online survey

Residents and rate payers were provided with the option of completing the survey online, this was widely publicised by the Shire, and designed by Research Solutions with a link on the shire's website to the survey.

Overseas non resident ratepayers were sent a unique link and invited to participate in the online survey

The overall sample achieved was 614 respondents (564 by postal survey and 49 online; response rate of 22.2%)

Analysis

Forecasting error $\pm 3.6\%$ at 95% confidence interval

Broad historical comparisons have been made where possible; however, this year the scales used in the survey were greatly simplified

Demographic comparisons have been made

- **Questionnaire and Sampling notes:**

- Significant changes were made to the wording of the questionnaire and scales employed this year
 - Scales were changed from 10 point numeric scales to 5 points verbally labelled scales and labelled (very dissatisfied, dissatisfied, so/so, satisfied, very satisfied). This was designed to:
 - Make the questionnaire easier to complete by mail
 - Ensure that the survey is now consistent with current best practices, as demonstrated by the *Victorian Local Government Better Practice Guide 2015-16: Performance Reporting Framework Indicator Workbook*
 - Changes to question wording were made to better tailor questions to the specific services and facilities provided by the Shire of Gingin alone (as opposed to a broad range of local government services as in the previous benchmarking survey). This will also allow for improved comparisons of results in the future
 - Given that there are also few rural local government areas on which to benchmark the Shire's results year on year it is also particularly important to have questions that are tailored specifically to the Shire and enable direct performance to be compared over time

- **Questionnaire and Sampling notes: (cont'd)**
 - Those Council employees and Councillors that completed the questionnaire were EXCLUDED from the analysis (12 respondents) as the survey looked to measure the attitudes and opinions of the GENERAL COMMUNITY as opposed to those people that have contact with and know a significant amount about Council services and facilities
 - In our experience the attitudes and opinions of Council employees and Councillors do tend to be significantly different to those held by the general community and therefore there's the potential for the inclusion of these type of respondents to "skew" the results either positively or negatively. The sample of Council employees and Councillors was too small for separate analysis.

EXECUTIVE SUMMARY – KEY FINDINGS

Key Findings

- This year more than 3 in 4 residents (78%) are satisfied with the Shire of Gingin as a **place to live**
 - Around a third (30%) are very satisfied (see the following slide)
- Satisfaction levels associated with the **Shire's overall performance** are also reasonably strong, with more than 1 in 2 residents and ratepayers feeling that the Shire is currently doing a good (48%) or excellent job (8%)
 - A further 31% currently feel that the Shire's performance is :“average” and only 12% feel that the Shire is currently performing at either a poor or very poor level
- **Customer service** provided by the Shire also achieved strong positive rating scores – with 76% of residents and ratepayers that have had contact with the Shire over the last 12 months satisfied (46%) or very satisfied (30%) with the level of customer service they received

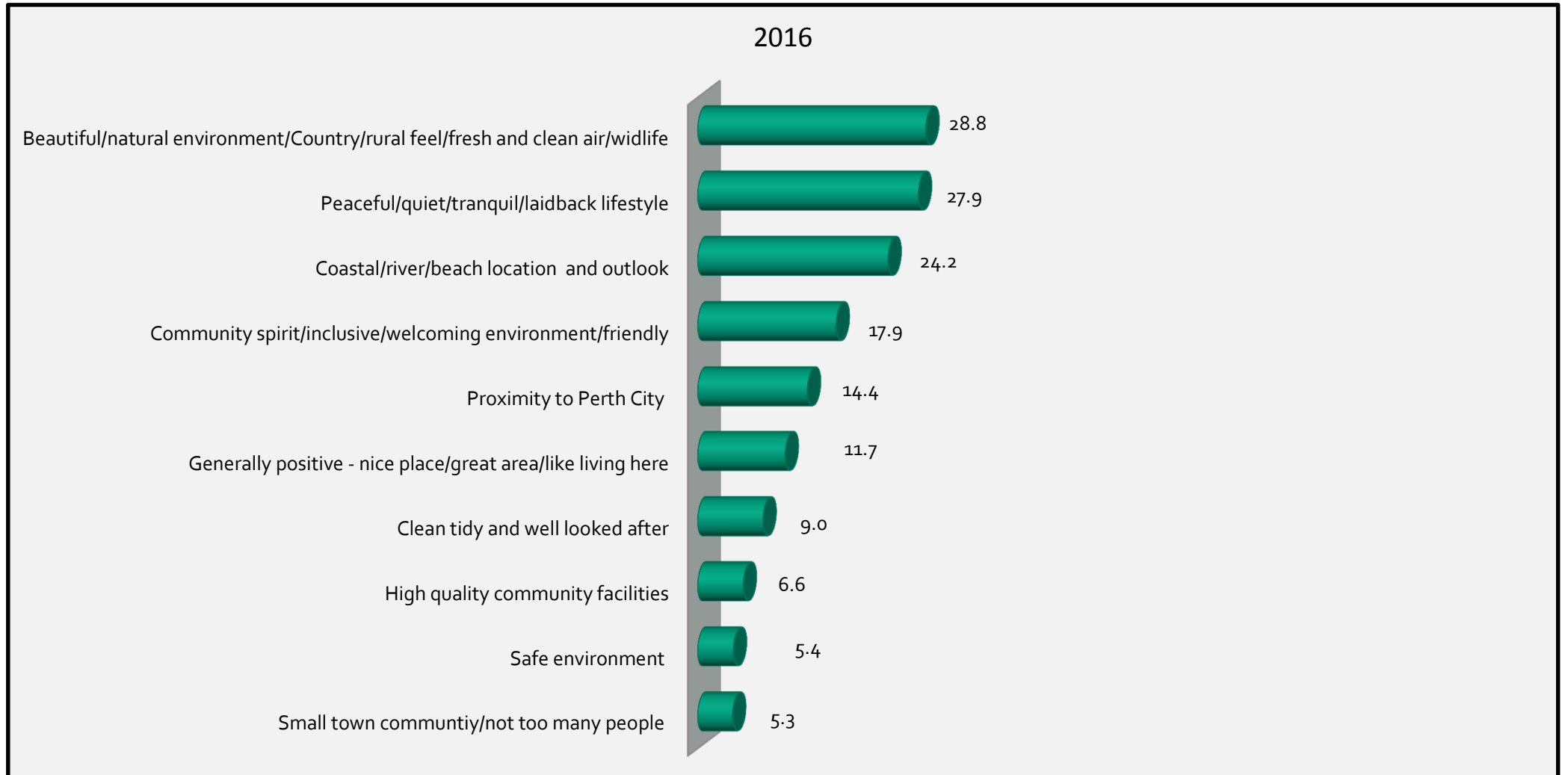
Key Performance Indicators



Features of the Shire generating community pride

- Residents and ratepayers list the **natural environment, beautiful vistas and outlooks** (coast and country) and the **laid back country lifestyle** afforded by the Shire as key sources of community pride and what they tell others about living in the area
- They also enjoy the community feeling and spirit generated across the Shire – that is exemplified with **friendly people and a welcoming atmosphere**
- All of this is still in **close proximity to the Perth CBD and surrounds** – another feature of the Shire nominated by residents and ratepayers as a key advantage of living and/ or having a holiday home in the area

Sources of Community Pride- Shire of Gingin 2016



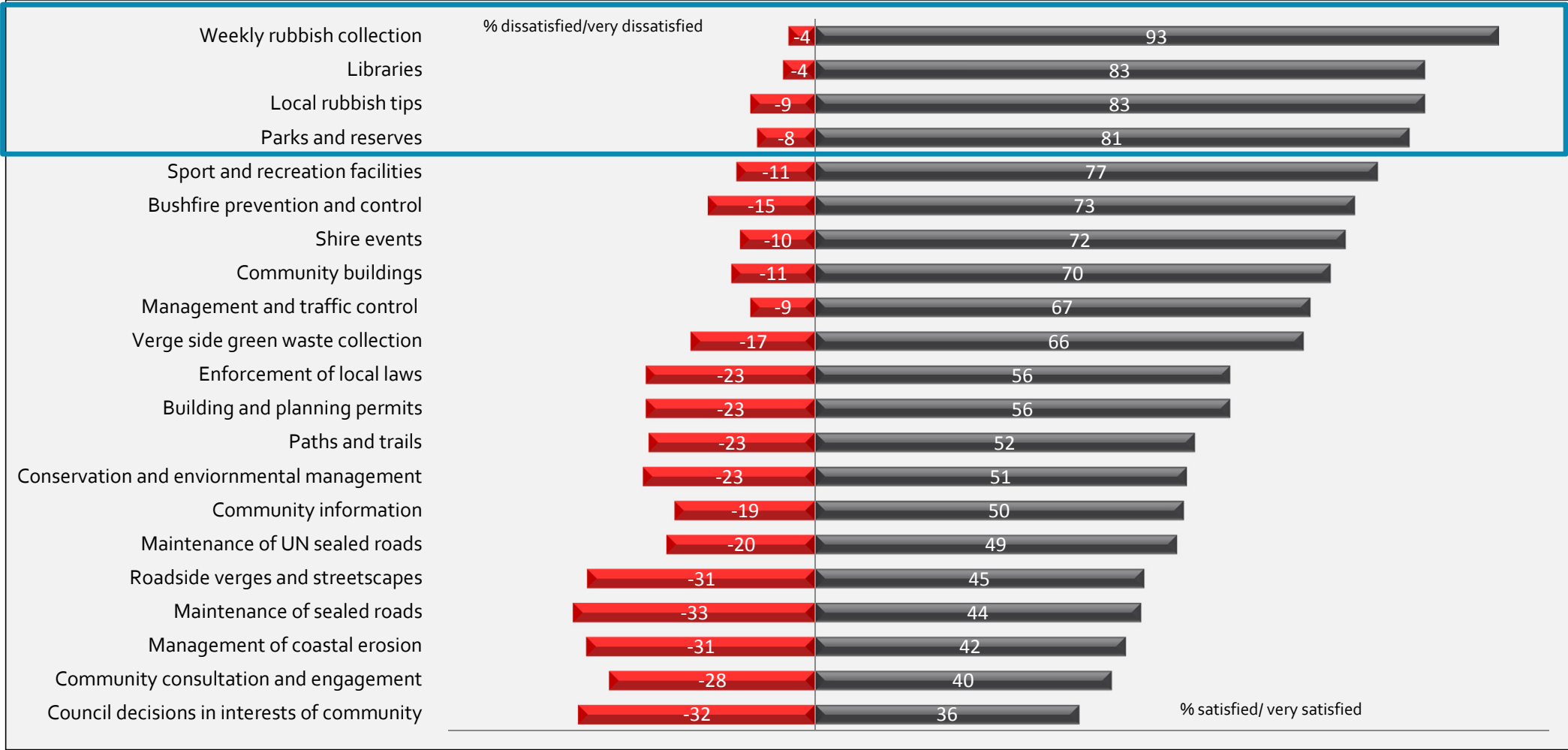
Satisfaction with Shire Services and Facilities

- Residents were asked this year to rate their satisfaction with a total of 21 individual services and facilities provided by the Shire. The services and facilities provided by the Shire have been divided into:
 - **Strong Satisfaction** levels: scoring between 81-100% of residents and ratepayers satisfied
 - **Most** residents and ratepayers satisfied: 56-80% of residents and ratepayers satisfied
 - **So/ so** residents and ratepayers divided in their level of satisfaction: 46-55% of residents and ratepayers satisfied
 - **Low** levels of satisfaction: 21-45% of residents and ratepayers satisfied
 - **Very Low** level of satisfaction: 1-20% of residents and ratepayers satisfied

Satisfaction with Shire Services and Facilities

- Areas of strong satisfaction registered this year include:
 - Services used or “seen” regularly – that residents expect to be efficient and effective
 - Rubbish collection
 - Local rubbish tips
 - Libraries
 - Services that generate civic pride
 - Parks and public open spaces

Overall Results - areas of strong satisfaction



Q: Please rate your satisfaction with...(5 point scale – very dissatisfied, dissatisfied, so/do, satisfied, very satisfied) – n= various – no response, don't know, not familiar with service responses removed

Satisfaction with City Services and Facilities

- **Areas where mostly satisfied include:**

- Sport and recreation facilities
- Community buildings
- Verge side green waste collections
- Enforcement of local laws
- Bushfire prevention and control Shire events
- Traffic control and management
- Shire events
- Building and planning permits

Overall Results - areas where mostly satisfied

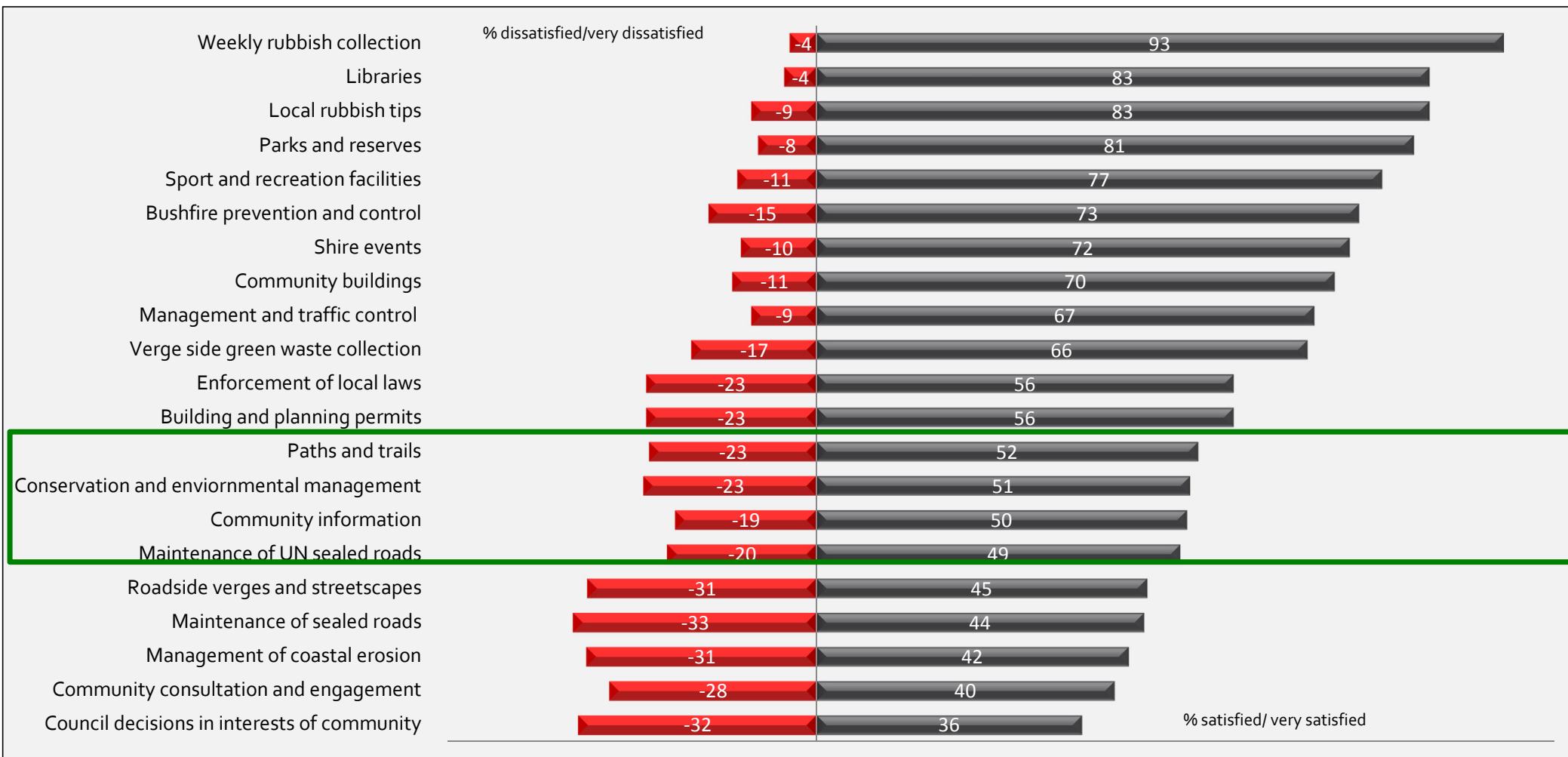


Q: Please rate your satisfaction with...(5 point scale – very dissatisfied, dissatisfied, so/so, satisfied, very satisfied) – n= various – no response, don't know, not familiar with service responses removed

Satisfaction with City Services and Facilities

- **Areas where satisfaction is so/so include:**
 - Paths and trails
 - Conservation and environmental management
 - Community information
 - Maintenance of Unsealed roads

Overall Results - areas where satisfaction is so/so

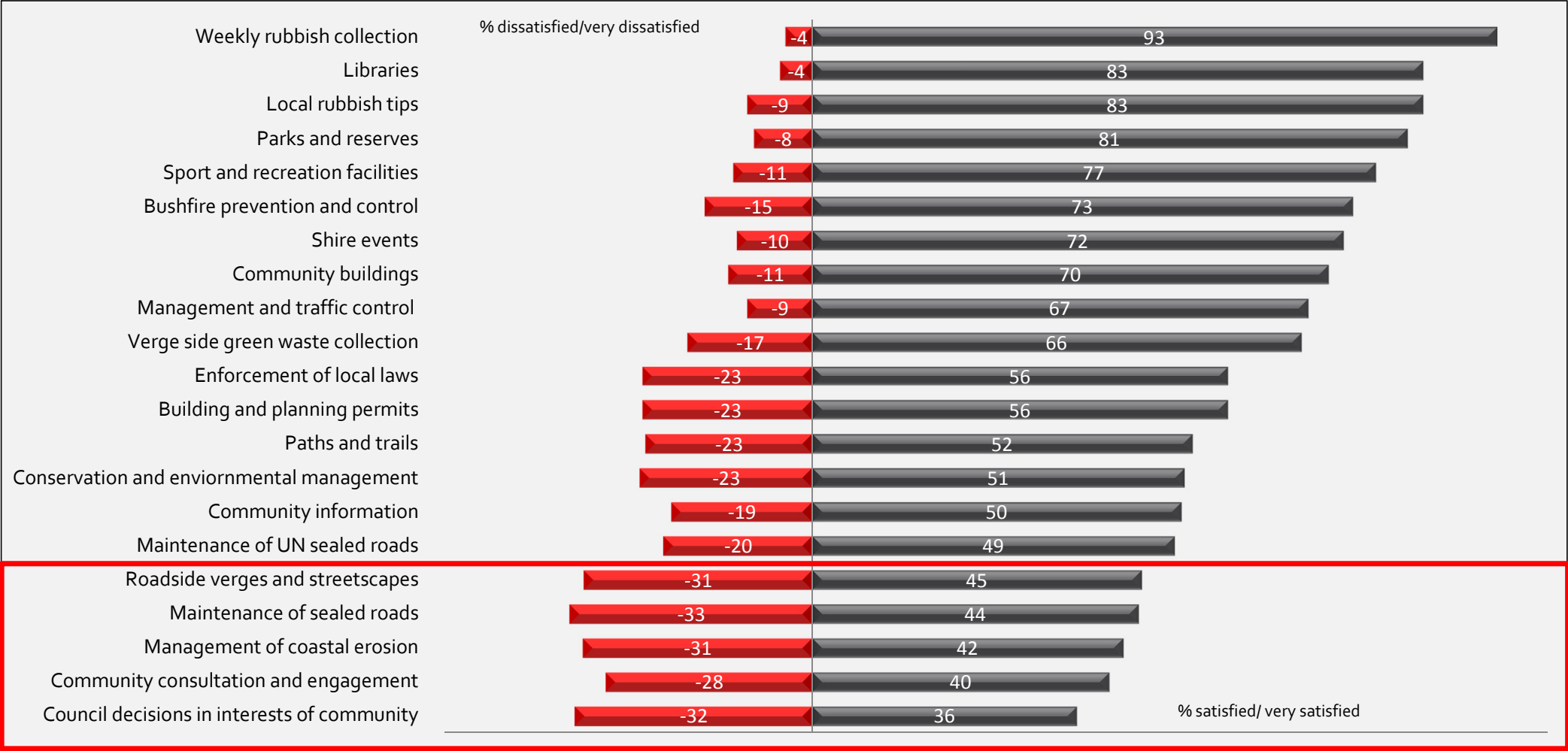


Q: Please rate your satisfaction with...(5 point scale – very dissatisfied, dissatisfied, so/so, satisfied, very satisfied) – n= various – no response, don't know, not familiar with service responses removed

Satisfaction with City Services and Facilities

- **Areas of lower satisfaction include:**
 - Roadside verges and streetscapes
 - Maintenance of sealed roads
 - Management of coastal erosion
 - Community consultation and engagement
 - Council decisions being in the interests of the community
- Lower levels of satisfaction in these areas also coincide with quite strong levels of active DISSATISFACTION being expressed by residents and ratepayers (>25%), which do highlight the areas as immediate priorities for the Shire

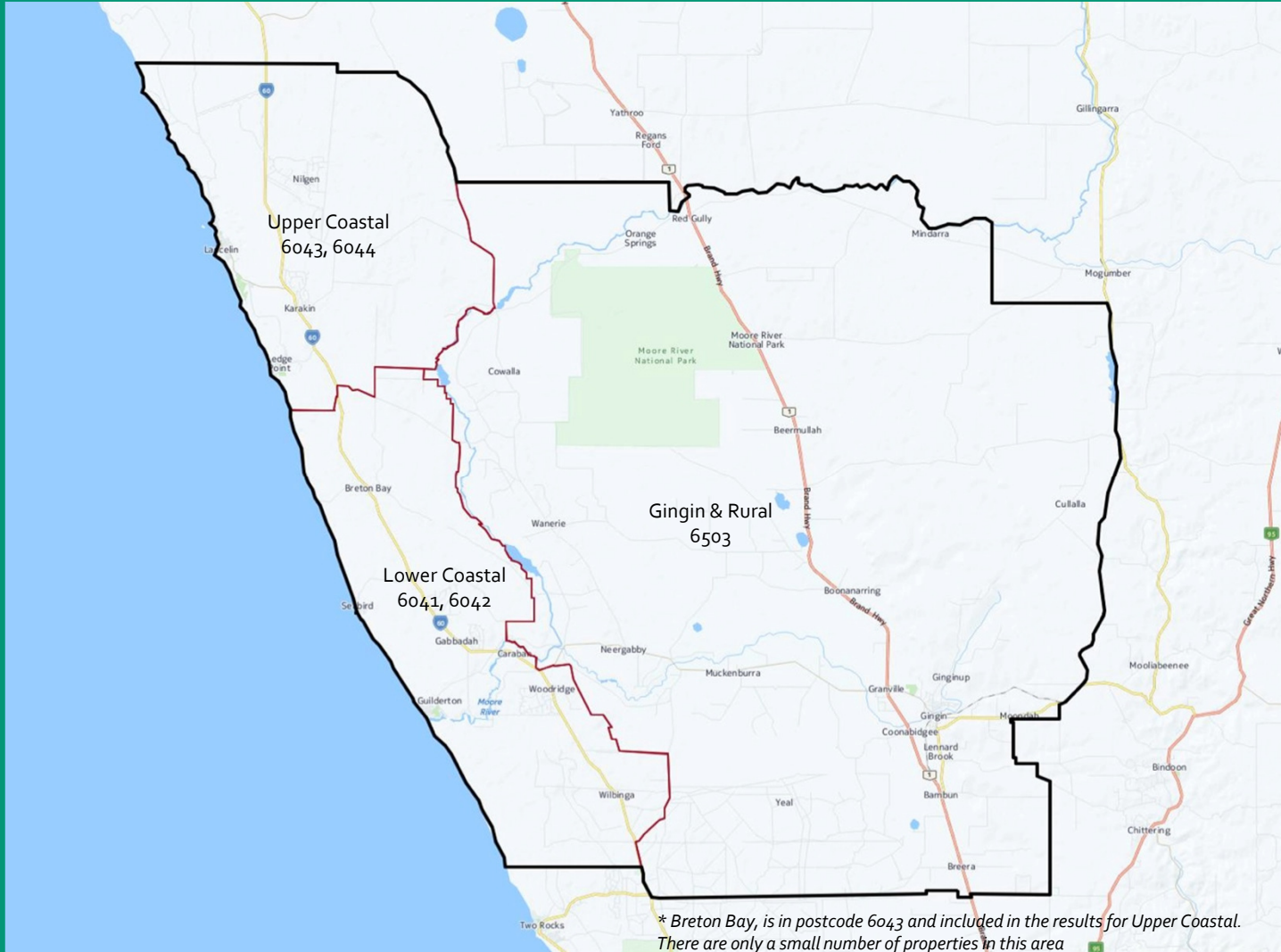
Overall Results - areas of low satisfaction



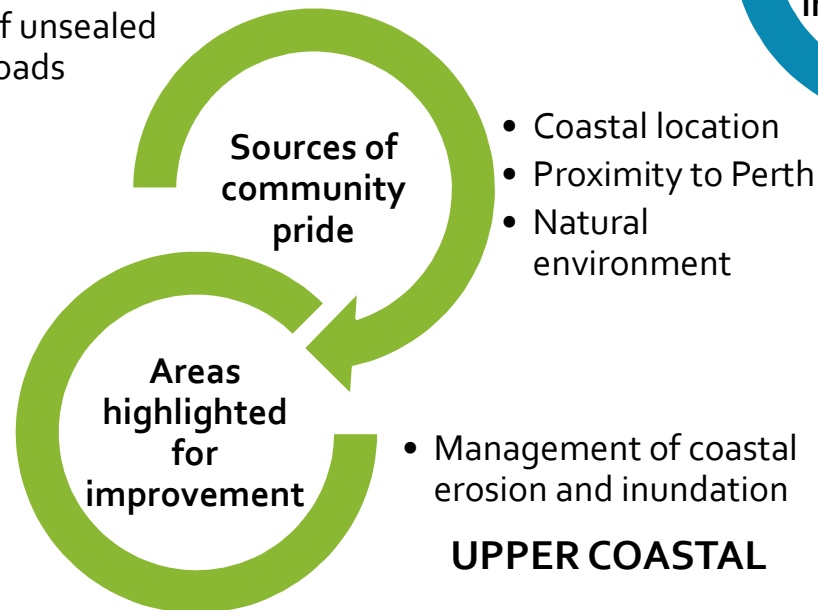
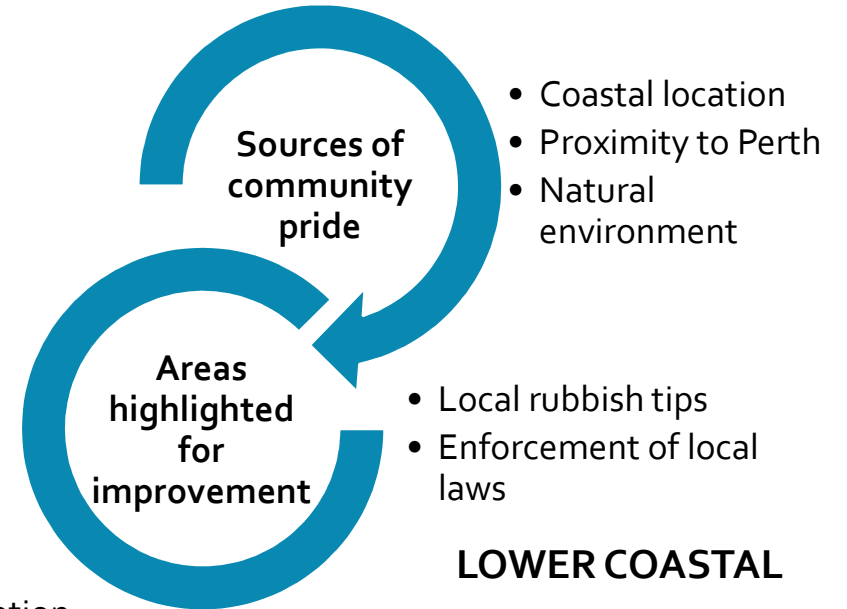
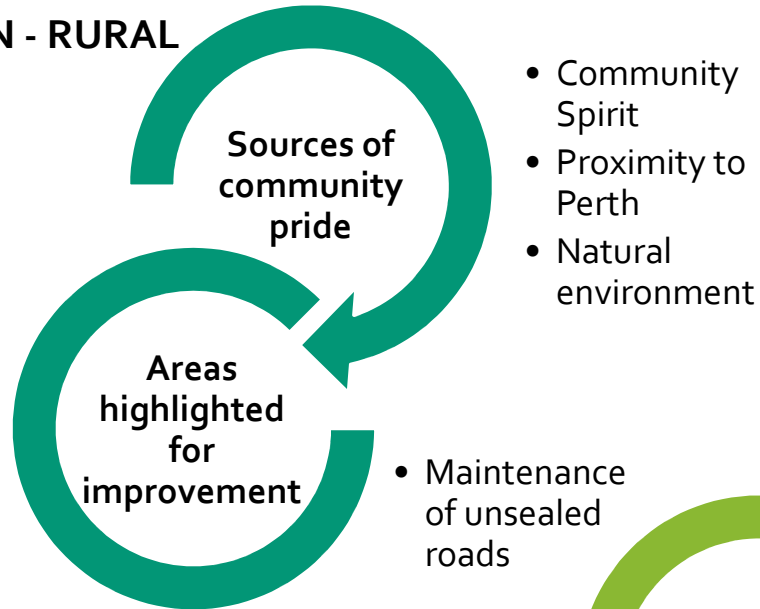
Q: Please rate your satisfaction with...(5 point scale – very dissatisfied, dissatisfied, so/so, satisfied, very satisfied) – n= various – no response, don't know, not familiar with service responses removed

Differences in opinion across the Shire

- There does appear to be some **differences in opinion ACROSS the Shire**, with residents and ratepayers living in/with properties in different Shire areas having different priorities/issues
 - Those from the **Lower Coastal Area** have highlighted the following areas of concern;
 - Local rubbish tips
 - Enforcement of local laws
 - Management of coastal erosion and inundation in the Shire (residents and ratepayers of Seabird -6042 only)
 - Those from the **Upper Coastal area** were amongst the LEAST likely to be satisfied with the management of coastal erosion and inundation in the Shire. And:
 - Those from the Gingin and Rural areas were more likely to be DISSATISFIED with unsealed roads
 - They were, however, more likely than residents of other areas to be satisfied with the provision of sport and recreation facilities



GINGIN - RURAL



Comparisons between 2014 and 2016

- Given that there have been some significant changes to the wording and scales used in the 2016 survey, direct comparisons between the 2014 and 2016 studies are not possible
- The strong satisfaction/ mostly satisfied/ so-so/ low satisfaction and very low satisfaction comparisons (see slide 14 for the definitions) have therefore been developed to enable indicative comparisons to be made between the two surveys, which are provided on the following slides...

Performance comparisons 2014 vs 2016	2016	2014
Weekly rubbish collection	Strong satisfaction	Strong satisfaction
Libraries*	Strong satisfaction	Mostly satisfied
Local rubbish tips	Strong satisfaction	Mostly satisfied
Parks and reserves	Strong satisfaction	Mostly satisfied
Shire as a place to live	Mostly satisfied	Mostly satisfied
Sport and recreation facilities	Mostly satisfied	Mostly satisfied
Bushfire prevention and control	Mostly satisfied	Mostly satisfied
Customer service*	Mostly satisfied	So/so
Shire events	Mostly satisfied	So/so
Community buildings	Mostly satisfied	So/so
Management and traffic control	Mostly satisfied	So/So
Verge side green waste collection	Mostly satisfied	Low
Overall performance *	Mostly satisfied	Low
Enforcement of local laws	Mostly satisfied	Low
Building and Planning Permits	Mostly satisfied	Low

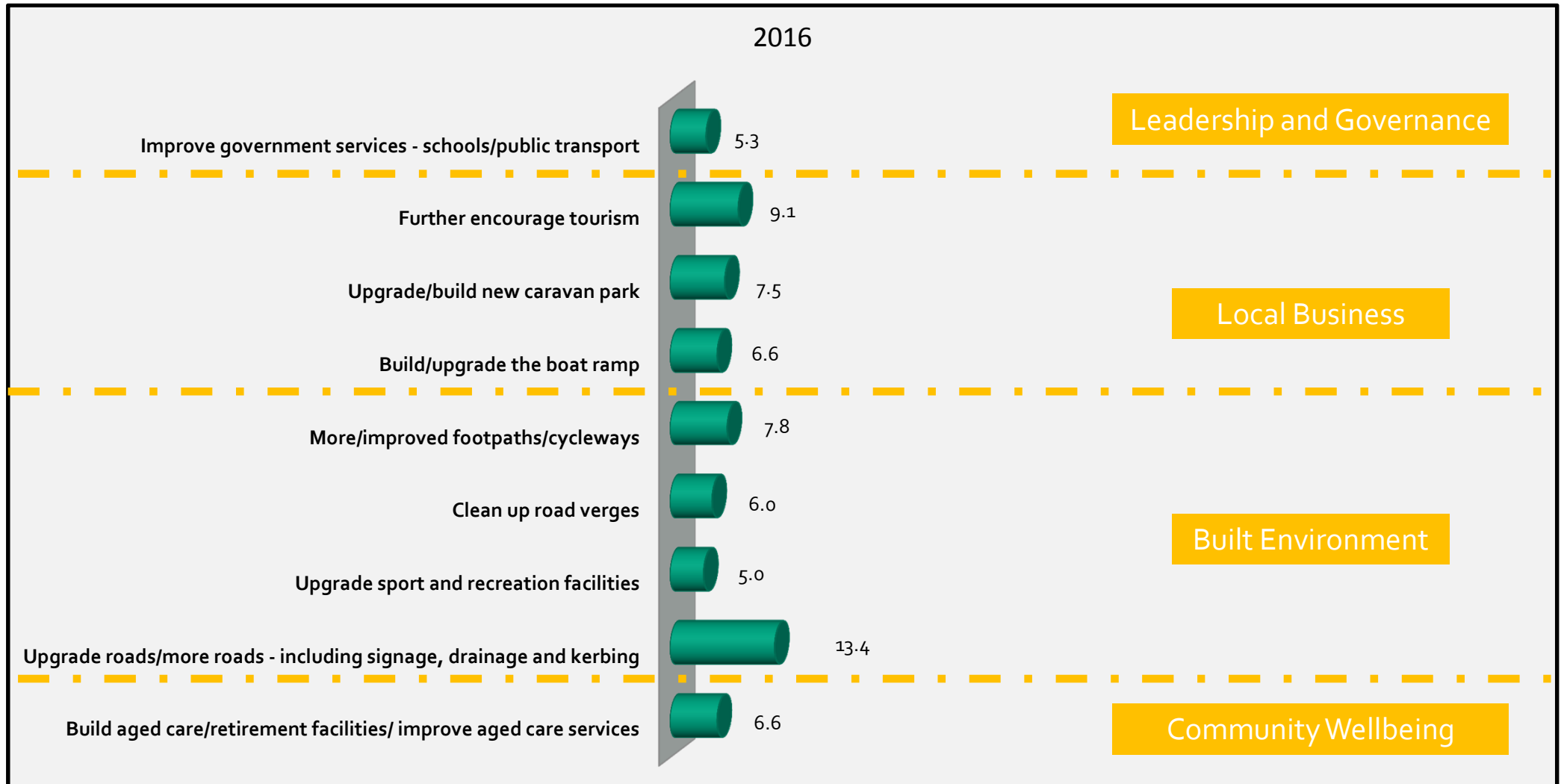
Performance comparisons 2014 vs 2016	2016	2014
Paths and trails	So/So	Low
Conservation and Environmental Management	So/So	Low
Community information	So/So	Low
Maintenance of unsealed roads	So/So	Low
Roadside verges and streetscapes	Low	Low
Maintenance of sealed roads	Low	Low
Management of coastal erosion	Low	NA
Community consultation and engagement*	Low	Low
Council decisions in the interests of the community *	Low	Low

*Areas marked with an * denote questions that are not DIRECTLY comparable year on year (due to changes in question wording and structures) and should be viewed as indicative results ONLY

Suggested improvements

- When asked what could be done to really make a difference to Shire life, upgrading and providing **more roads** across the Shire (including things like drainage, kerbing and signage) continues to dominate resident and ratepayer thinking
- Following this, residents and ratepayers move to areas associated with **local business** – including the Shire **promoting tourism** to the area and **providing facilities like caravan parks and boat ramps**
- **Community wellbeing and governance** issues then feature – including the **building of retirement homes and other facilities and services for the aged** and improving **State Government provided services like schools and public transport**

Things Council could do to make a difference



The introduction of a fortnightly kerbside recycling service

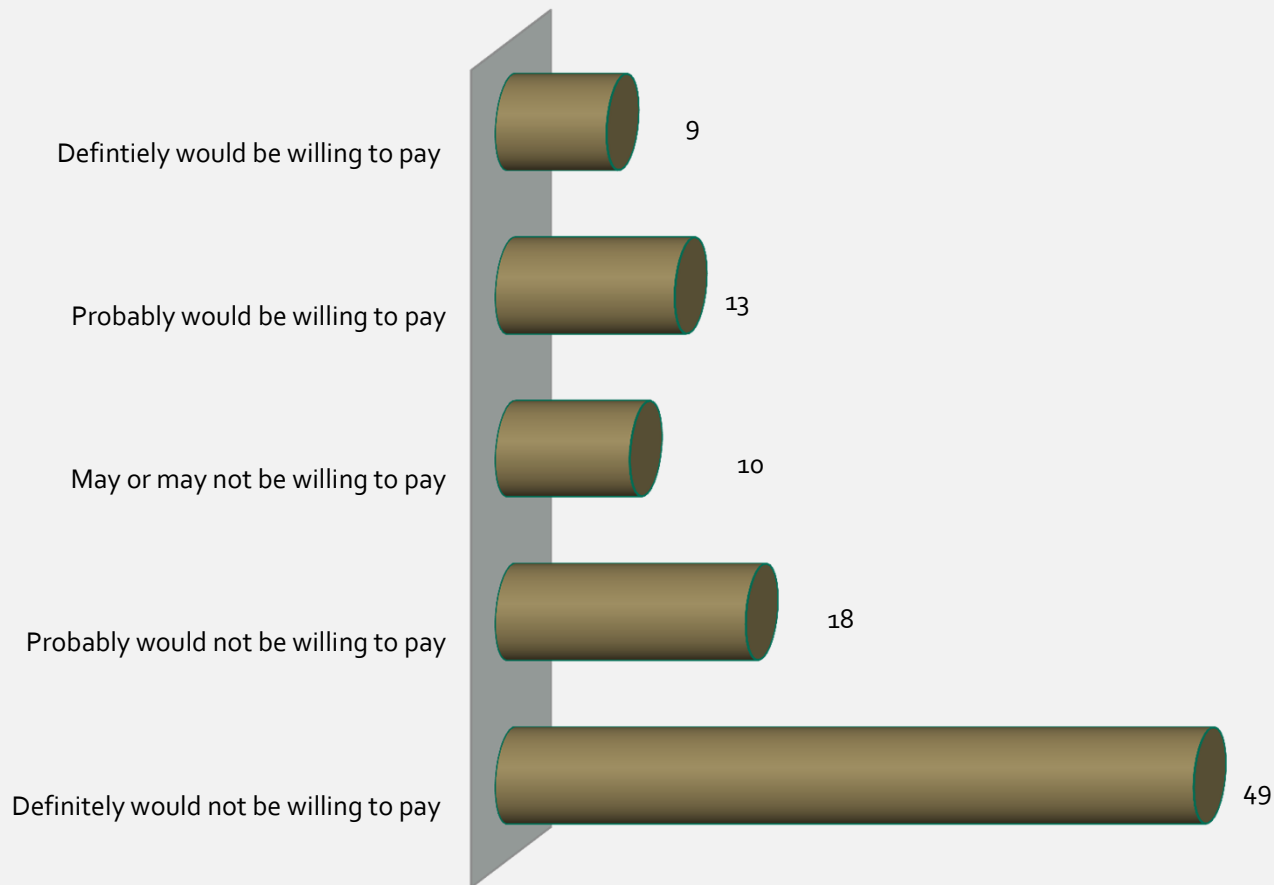
- Results indicate community support for the introduction of a recycling service but NOT if it resulted in an increase in the annual waste charge
- Residents and ratepayers are almost **evenly split** in relation to the **IMPORTANCE** of a fortnightly kerbside recycling service
 - 42% feel that the introduction of the service is very to extremely important
 - 17% feel that its “fairly” important to introduce the service

This makes a total of 59% who feel it is important to introduce a recycling service

 - 41% feel that its either not at all or not that important to be introduced into the Shire
- In terms of **willingness to pay \$100 annually** for the service, **67% of ratepayers told us that they would definitely or probably NOT be willing to pay for the service**
 - Only **22% of ratepayers** said that they would **probably or definitely be willing to pay for the service**
 - **The application of Pope’s propensity to pay model (a more realistic and tested indicator or willingness to pay) brings this proportion down to only 12% of ratepayers**
- In line with overall societal trends, **younger ratepayers (18-44 years)** were more likely to feel that the introduction of the service was important AND expressed a stronger willingness to pay an additional amount for the service to be introduced

Willingness to pay for a kerbside collection service - \$100 annually added to waste charge

2016



- 22% would definitely or probably be willing to pay for the service
- 67% would definitely or probably NOT be willing to pay for the service
- **The application of a propensity model provides us with a more reliable figure regarding those willing to pay for the service of around 12%**

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