

# Community Perceptions 2015



November 2015



# Contents

Strategic Insights	3
The study	10
Governance and Communications	13
Economic Development	28
Built Environment	33
Community Development	42
Natural Environment	56
Overview of Community Variances	66
Addressing Community Concerns	69
Elected Member and Staff Priorities	79
Moving Forward	81

# Strategic insights

# Overall satisfaction with the Shire of Esperance

Place to live

93%

Governing Organisation

53%



# Overall performance compared to other councils

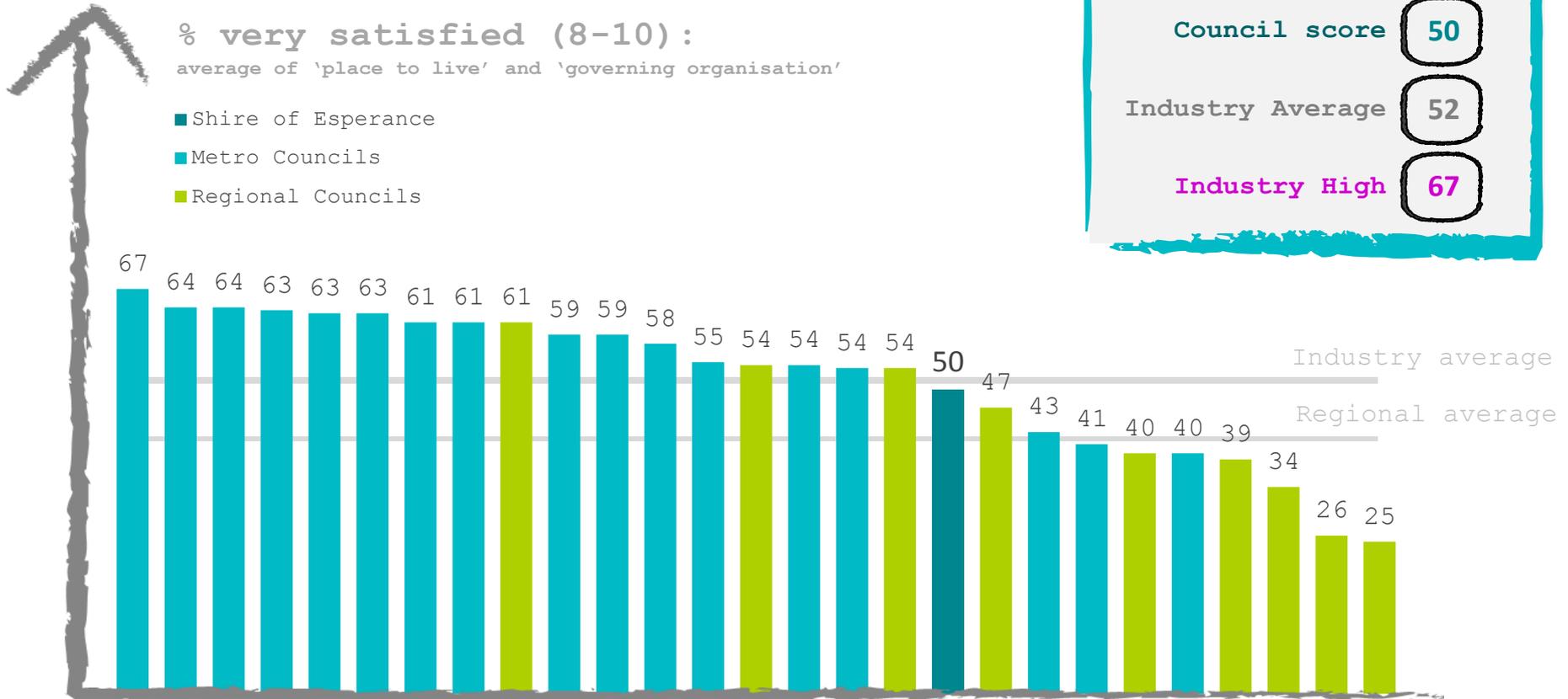
The following chart shows average 'very satisfied' ratings for 'place to live' and 'governing organisation'. 50% of respondents were very satisfied with the Shire, placing it on par with the industry average and 8% points ahead of the average score for regional councils.

**% very satisfied (8-10):**  
average of 'place to live' and 'governing organisation'

- Shire of Esperance
- Metro Councils
- Regional Councils

**Benchmarking**  
% very satisfied (8-10)

Council score	50
Industry Average	52
Industry High	67



# Councils contributing to the Industry Standards\*

## Metropolitan



## Regional



\*Industry Standards provided when 3+ Councils have asked comparable questions in the past 3 years



# Importance x Satisfaction | Gap Analysis

	IMP	SAT	GAP
How open and transparent Council processes are	85	49	36
How the community is consulted about local issues	86	51	35
How the community is informed about local issues	86	54	32
Planning and building approvals	78	46	32
Road maintenance	89	57	31
Access to health and community services	90	61	29
The Shire's leadership within the community	80	52	28
Economic development, tourism and job creation	85	58	27
Access to goods and services in the area	83	59	24
Level of customer service	84	62	22
Education and training opportunities	84	62	22
Youth services and facilities	76	57	19
Community buildings, halls and toilets	81	63	19
Safety and security	83	65	18
Bush fire prevention and control	89	71	18
Facilities, services and care available for seniors	83	65	17
The management and control of traffic on local roads	80	63	17
Access to services and facilities for people with disabilities	78	61	17
Efforts to promote and adopt sustainable practices	79	63	16

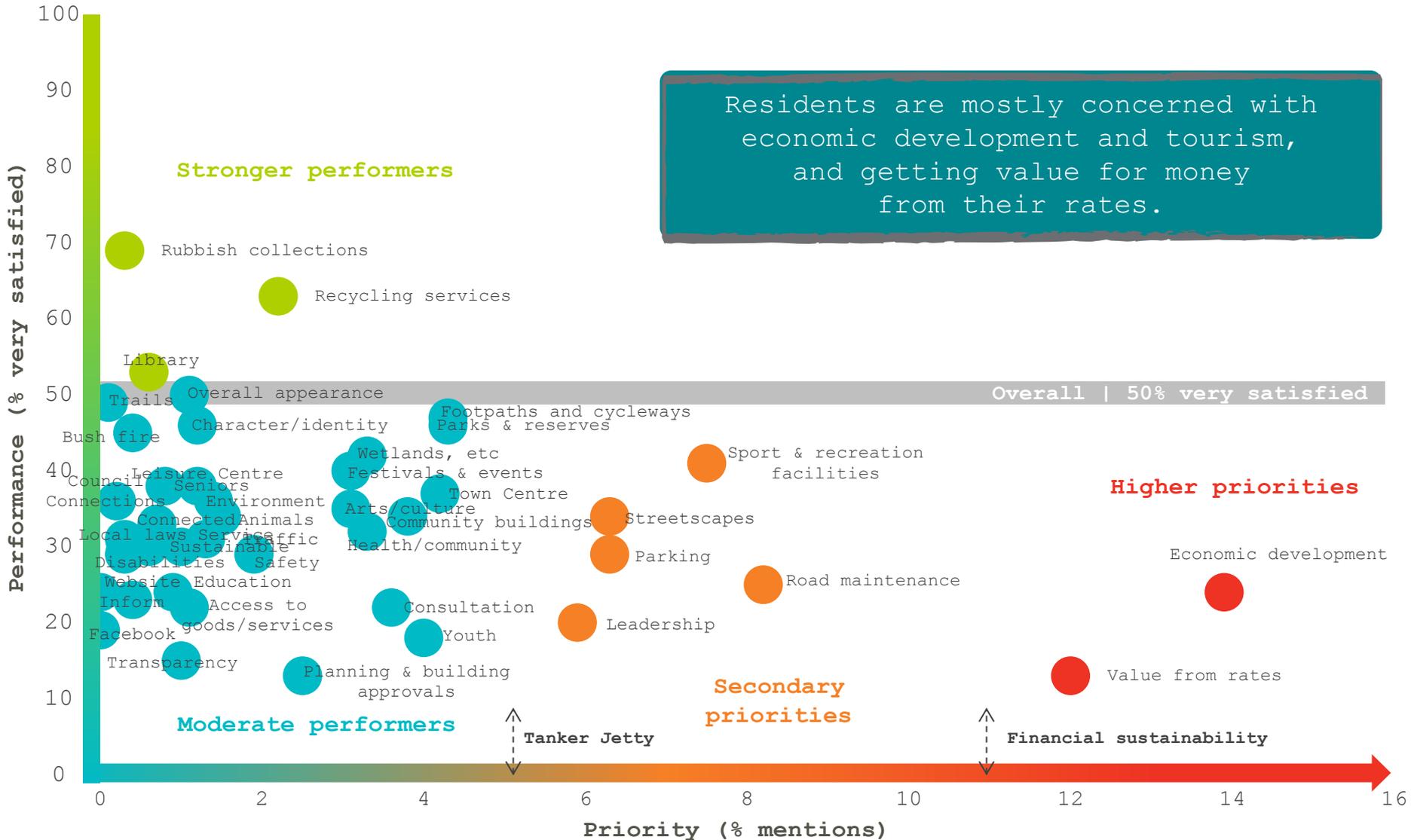
	IMP	SAT	GAP
Management of parking	72	57	16
Enforcement of local-laws relating to food, health, noise and pollution	78	62	16
Attractiveness of the Town Centre	80	65	15
Footpaths and cycleways	83	68	15
Animal control	79	64	15
Conservation and environmental management	78	66	12
Parks, reserves & sporting grounds	83	71	12
Sport & recreation facilities	81	69	12
The area's character and identity	80	68	12
Management of the wetlands, coastline and hinterland	79	68	12
The general appearance of the local area	83	71	12
Streetscapes	76	64	11
Fortnightly recycling services	87	77	10
Bay of Isles Leisure Centre	76	67	9
Weekly rubbish collections	88	81	8
Paths and trails	78	72	6
Opportunities to be included and connected to your community	73	67	6
The Shire's website	64	60	4
Library & information services	76	74	2
Council Connections - the Shire's weekly page in the local newspaper	65	65	0
Festivals, events and cultural activities	69	70	0
The Shire's Facebook page	49	56	-7
Access to arts and cultural activities	56	67	-11

IMP: Importance Index Score (1-5 scale) = ((mean importance - 1) / (5-1)) x 100

SAT: Satisfaction Index Score (0-10 scale) = mean satisfaction x 10

GAP: IMP - SAT

# Community Priorities Matrix <sup>TM</sup>



Q. How satisfied are you with [SERVICE AREA]: Base: All respondents, excludes refused and don't know (n = varies)  
 Q. Which areas would you most like the Shire of Esperance to focus on improving? Base: All respondents (n = 808)

# The study

## The study

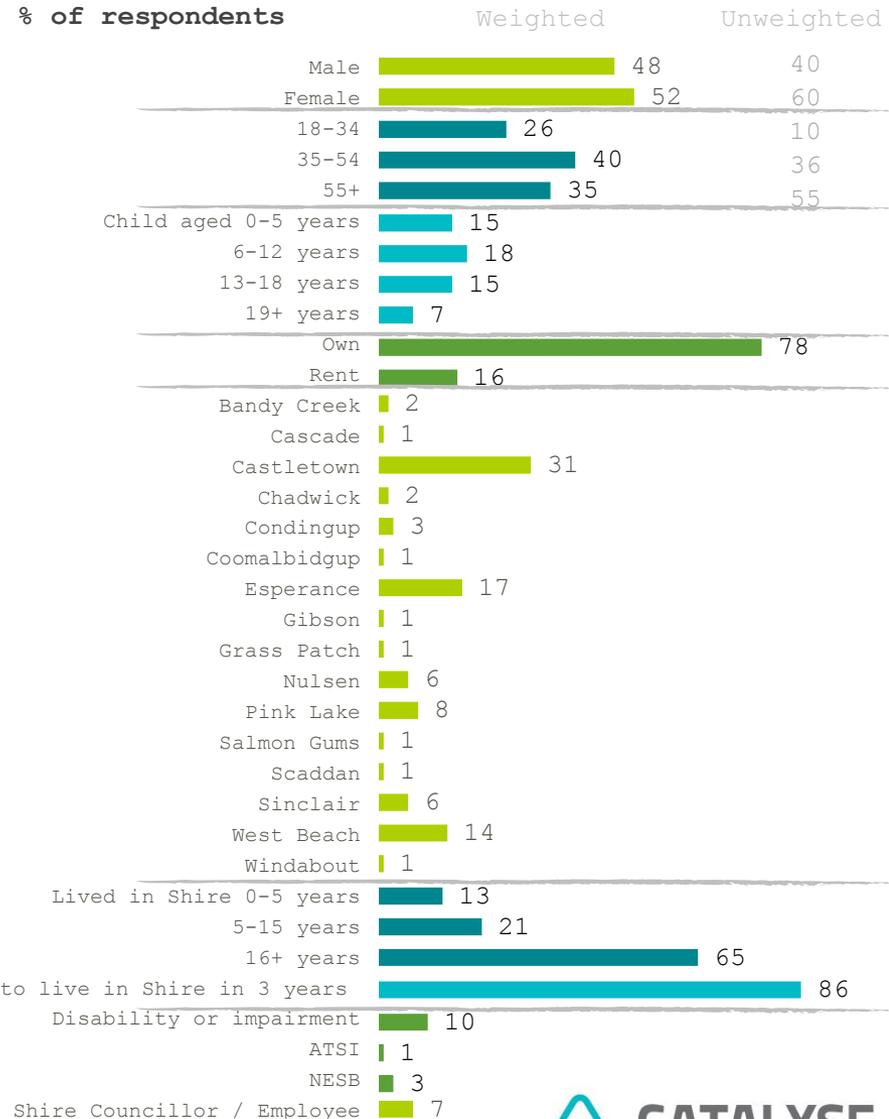
In October, the Shire of Esperance administered the CATALYSE® Community Perceptions Survey.

**Purpose:** to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

**Methodology:** Surveys were mailed to residential properties across the Shire of Esperance and supported with the promotion of an online survey. 808 residents returned a completed survey by reply paid post or online. As there was an age and gender bias, the final dataset was weighted to match the ABS Census population profile. Sampling precision is  $\pm 3.4\%$  at the 95% confidence interval.

**Analysis:** Data has been analysed using SPSS. Where sub-totals add to  $\pm 1\%$  of the parts, this is due to rounding errors to zero decimal places. Councillor and Shire employee responses have been removed from the resident analysis and reported separately.

**Benchmarking:** When 3 or more councils ask comparable questions, benchmarking results are provided. Participating councils are listed overleaf.



# How to read the performance slides

The chart shows the level of satisfaction in the community. Respondents are asked to rate satisfaction out of 10:

Very satisfied	8-10
Satisfied	6-7
Neutral	5
Dissatisfied	0-4

Benchmarking shows performance compared to others. The Industry High is the highest score achieved by all participating councils. The Industry Avg is the average score of all participating councils.

Community variances show how results vary across the community based on the Net Satisfaction Score (NSS)

NSS = satisfied - dissatisfied

The table highlights variances that are 5% points above (+) or below (-) the overall NSS.



A priority box appears in the top corner if the community rates the area as a high or secondary priority.

History shows how results vary over time.

Disability or impairment

# Governance and Communications

# Overall satisfaction with the Shire as a place to live

93% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**

76

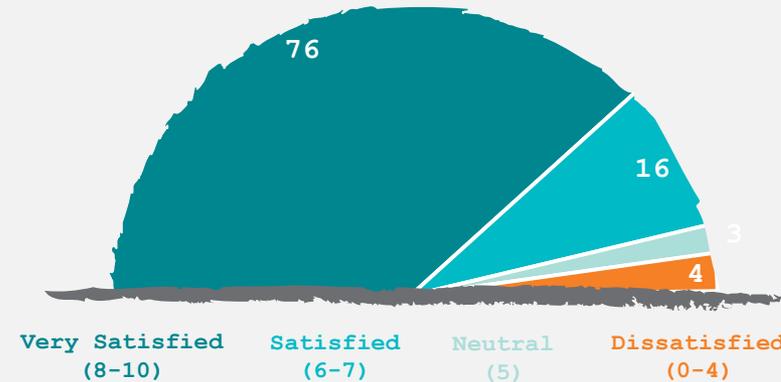
**Industry High**

86

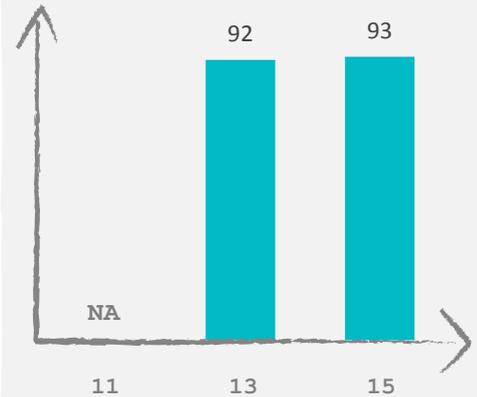
**Industry Avg.**

65

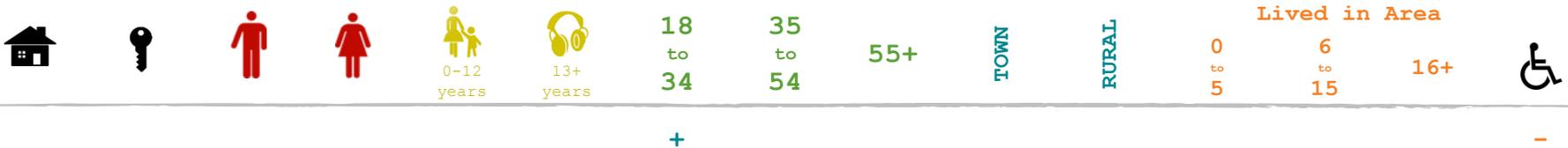
**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 693).

# Overall satisfaction with the governing organisation

53% of respondents are satisfied, down 17% points.

Benchmarking  
% very satisfied (8+)

Council score

23

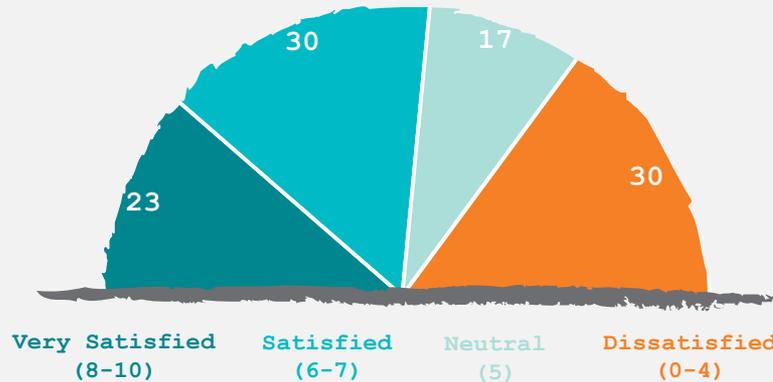
Industry High

57

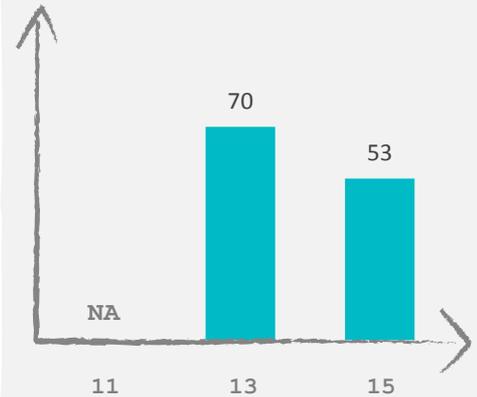
Industry Avg.

38

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 690).

# Value for money from rates

High Priority

41% of respondents are satisfied, down 17% points.

Benchmarking  
% very satisfied (8+)

Council score

13

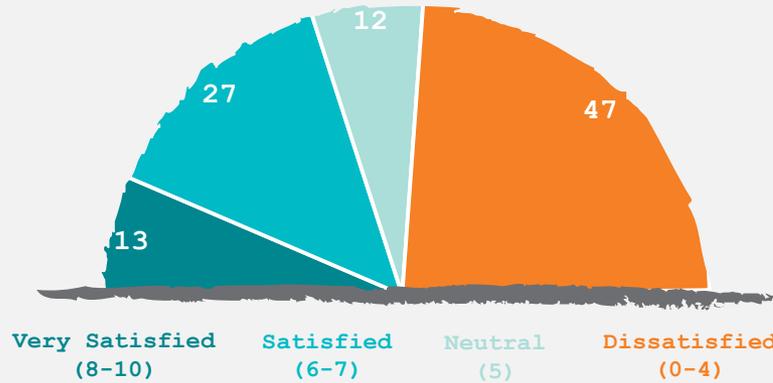
Industry High

46

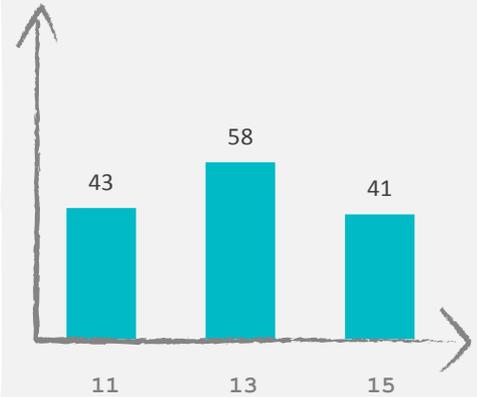
Industry Avg.

26

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 662).

# The Shire's leadership within the community

Secondary Priority

42% of respondents are satisfied, down 18% points.

Benchmarking  
% very satisfied (8+)

Council score

20

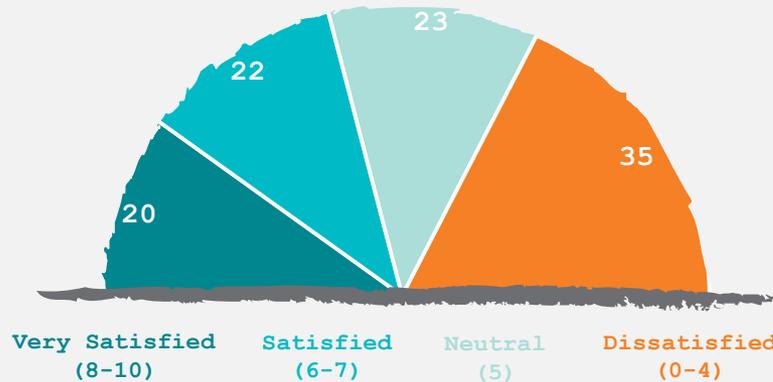
Industry High

43

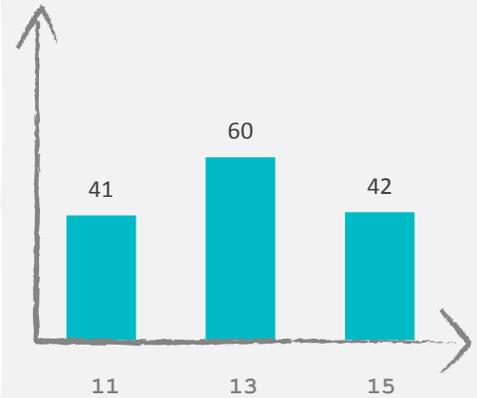
Industry Avg.

26

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 672).

# The Shire has developed and communicated a clear vision

40% of respondents agree, trending up.

Benchmarking  
% agree

Council score

40

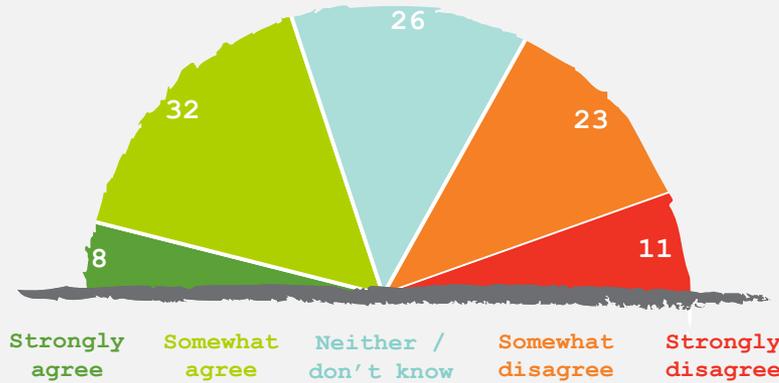
Industry High

66

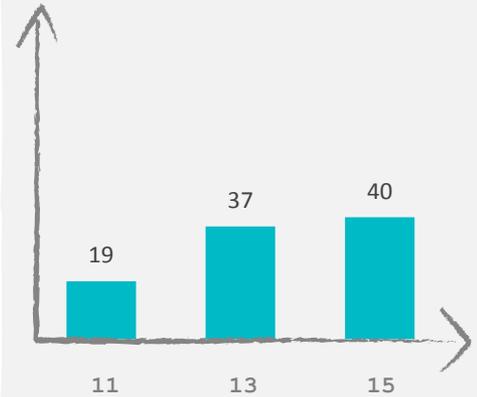
Industry Avg.

42

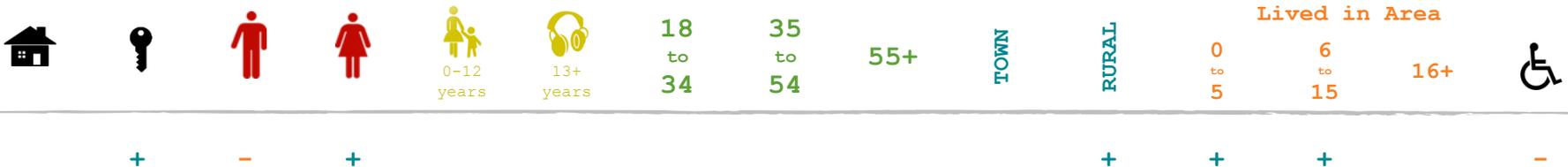
Agree or disagree with statement  
% of respondents



History  
% agree



## Community variances



Base: All respondents, excludes 'refused' (n = 698).

# How the community is consulted about local issues

48% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

22

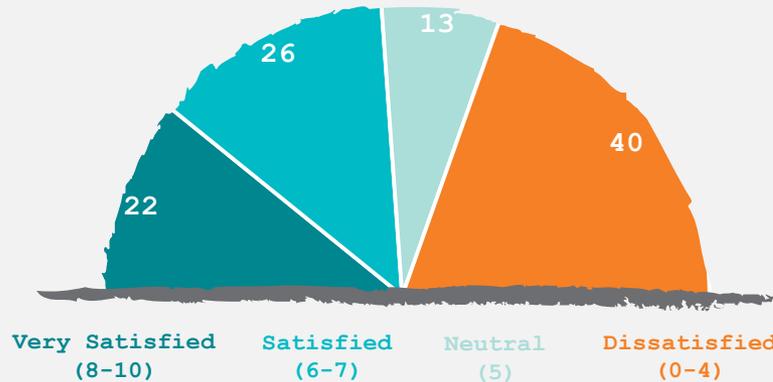
Industry High

36

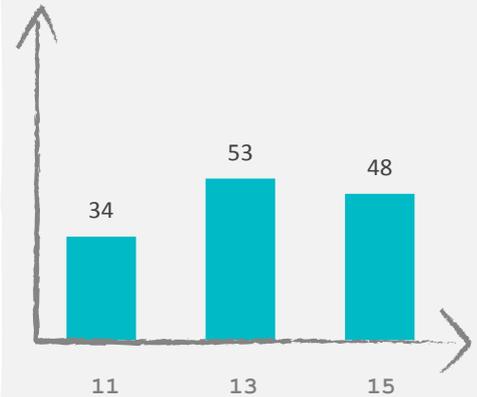
Industry Avg.

21

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 676).

# Elected Members have a good understanding of our needs

49% of respondents agree.

Benchmarking  
% agree

Council score

49

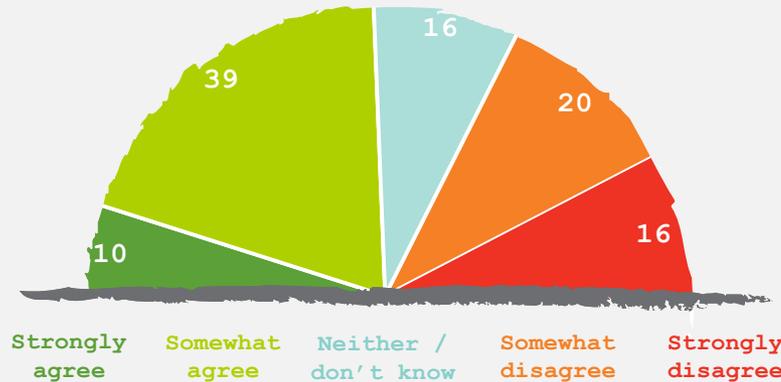
Industry High

63

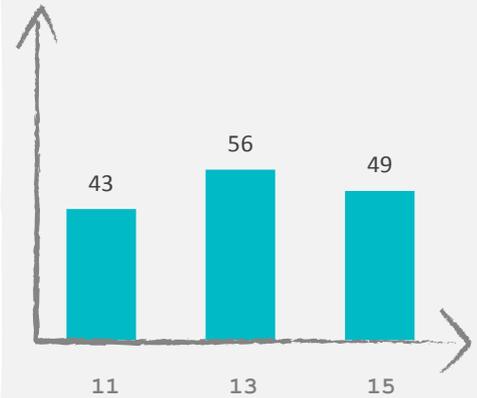
Industry Avg.

47

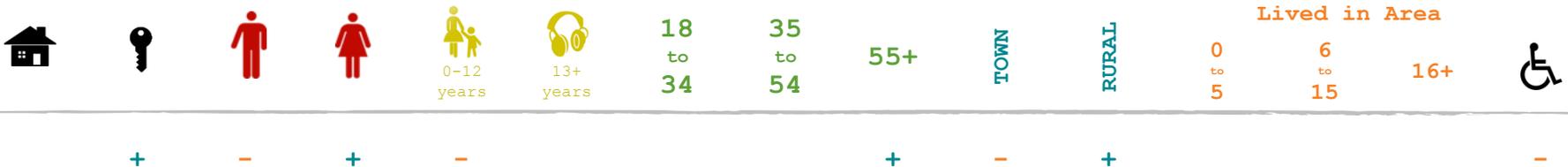
Agree or disagree with statement  
% of respondents



History  
% agree



## Community variances



Base: All respondents, excludes 'refused' (n = 697).

# Staff have a good understanding of our needs

48% of respondents agree.

Benchmarking  
% agree

Council score

48

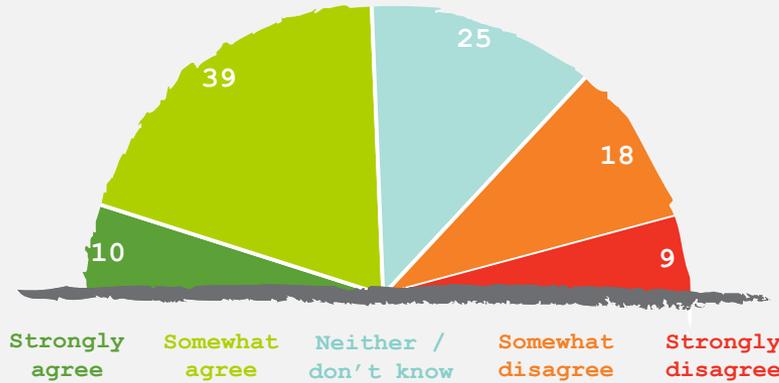
Industry High

68

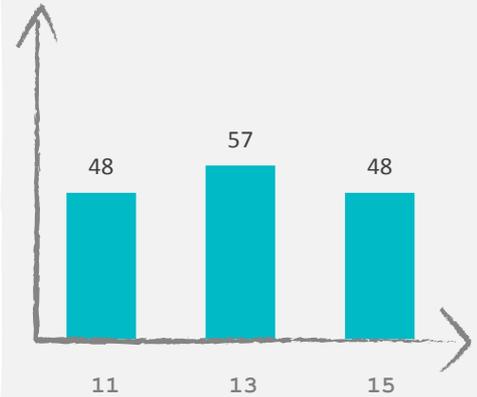
Industry Avg.

52

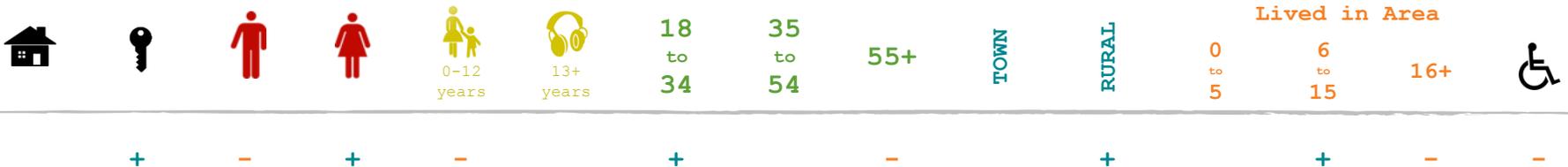
Agree or disagree with statement  
% of respondents



History  
% agree



## Community variances



Base: All respondents, excludes 'refused' (n = 697).

# How open and transparent Council processes are

37% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

15

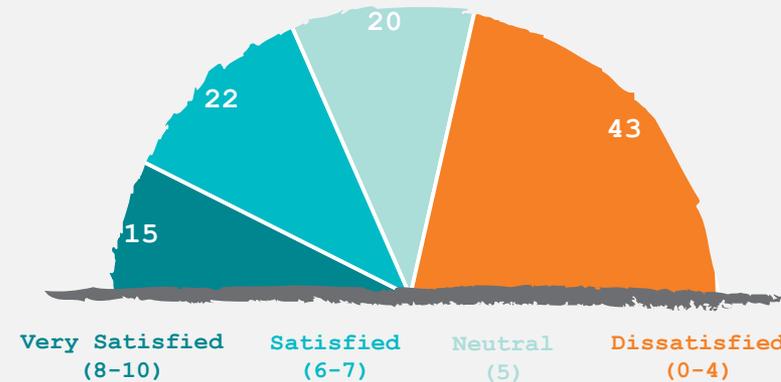
Industry High

37

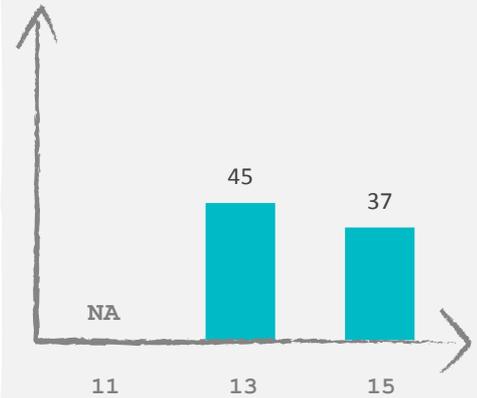
Industry Avg.

22

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 642).

# How the community is informed about local issues

49% of respondents are satisfied, down 14% points.

Benchmarking  
% very satisfied (8+)

Council score

23

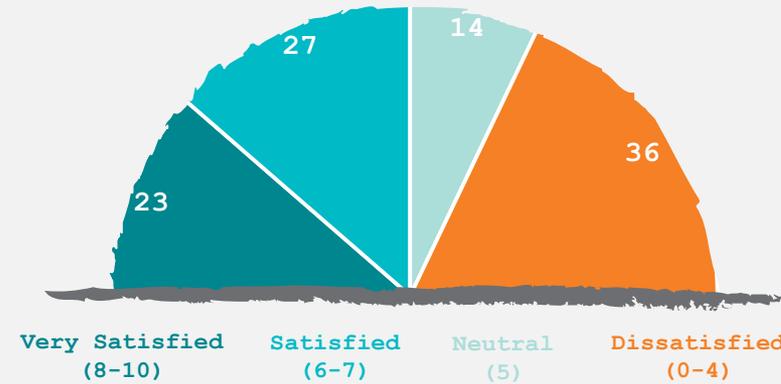
Industry High

44

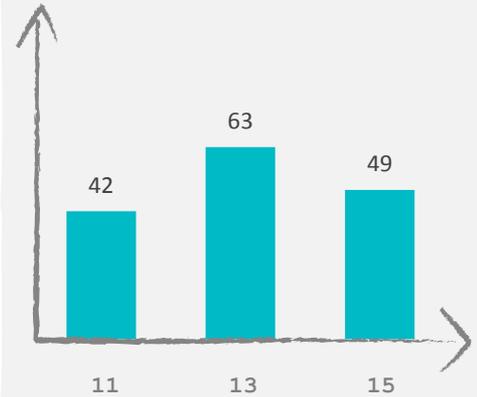
Industry Avg.

26

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 673).

# Council Connections

the Shire's weekly page in the local newspaper

62% of respondents are satisfied, down 16% points.

Benchmarking  
% very satisfied (8+)

Council score

36

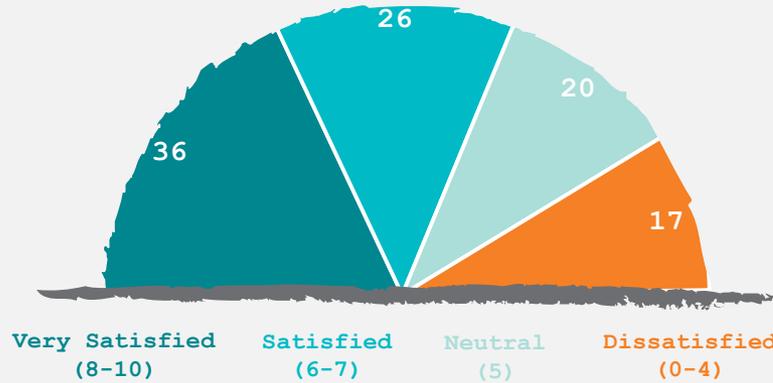
Industry High

48

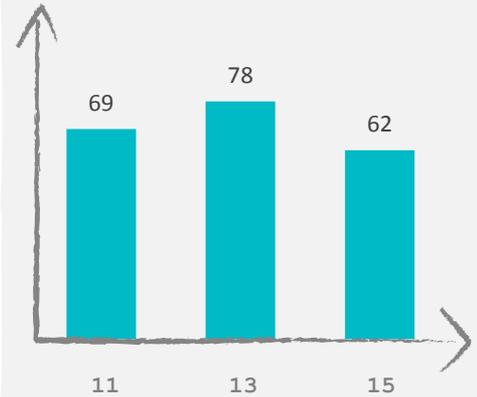
Industry Avg.

38

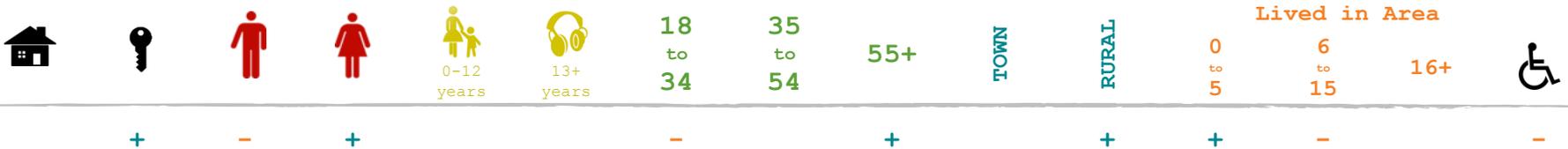
Level of satisfaction  
% of respondents



History  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 631).

# The Shire's website

52% of respondents are satisfied, down 12% points.

**Benchmarking**  
% very satisfied (8+)

Council score

24

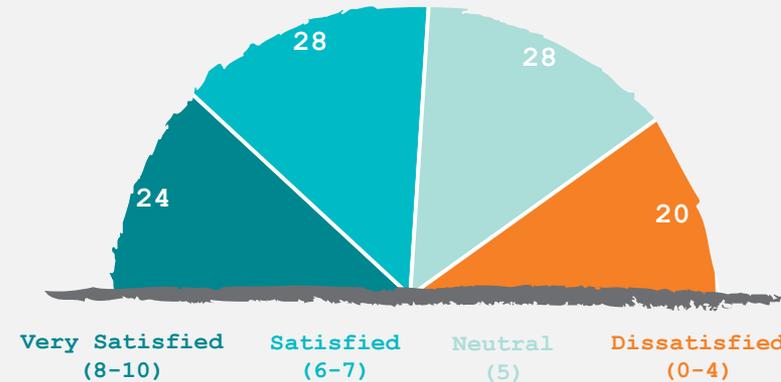
Industry High

53

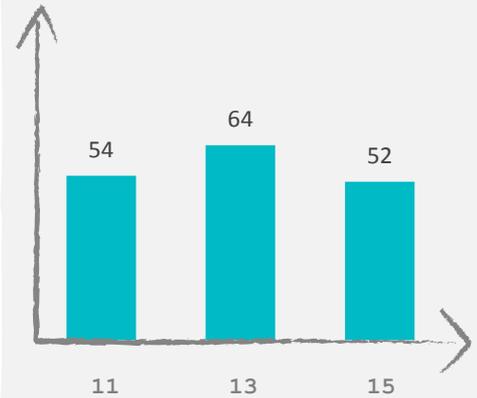
Industry Avg.

37

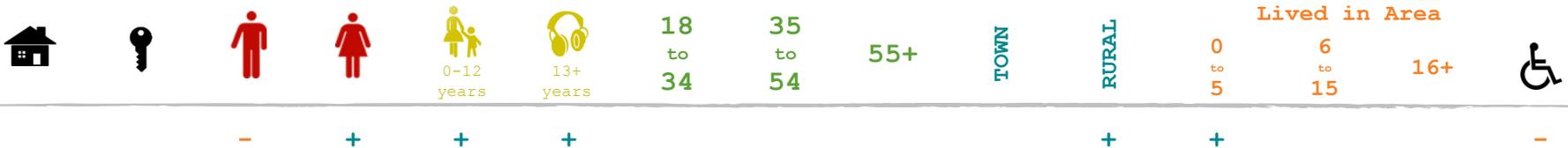
**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 529).

# The Shire's Facebook page

41% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

Council score



19

Industry High



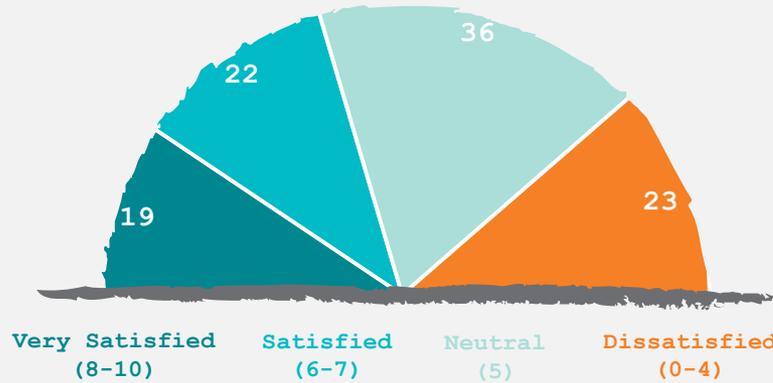
NA

Industry Avg.

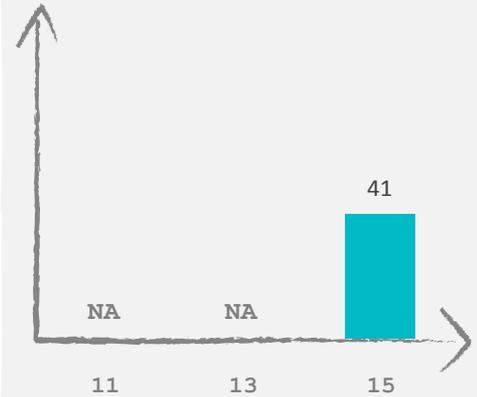


NA

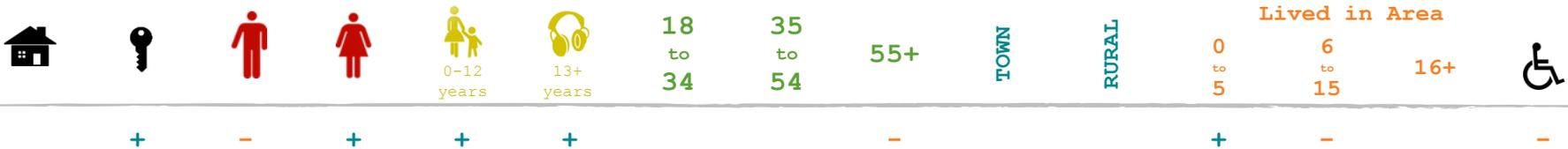
**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 442).

# Level of customer service

58% of respondents are satisfied, down 11% points.

**Benchmarking**  
% very satisfied (8+)

**Council score**

30

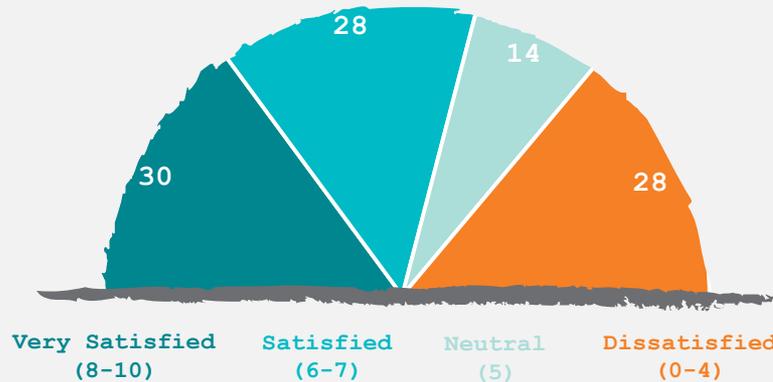
**Industry High**

61

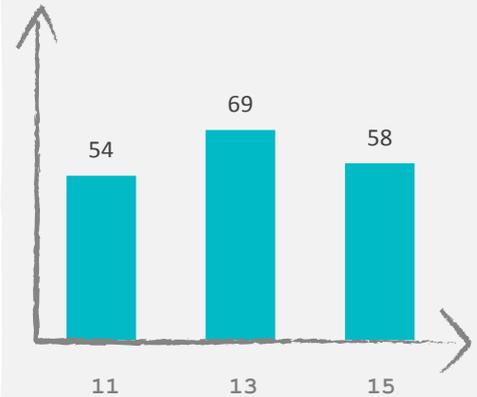
**Industry Avg.**

41

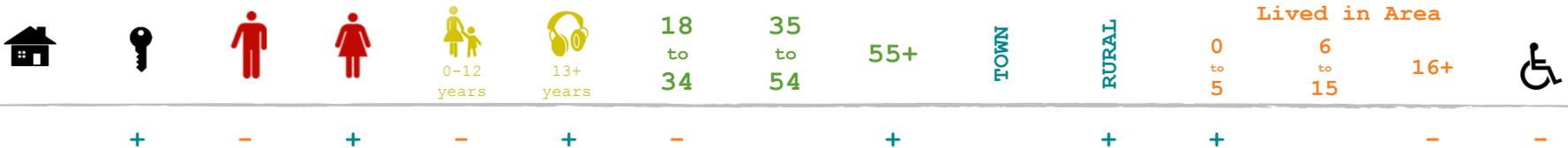
**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 682).

# Economic Development

# Economic development, tourism and job creation

High Priority

55% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

24

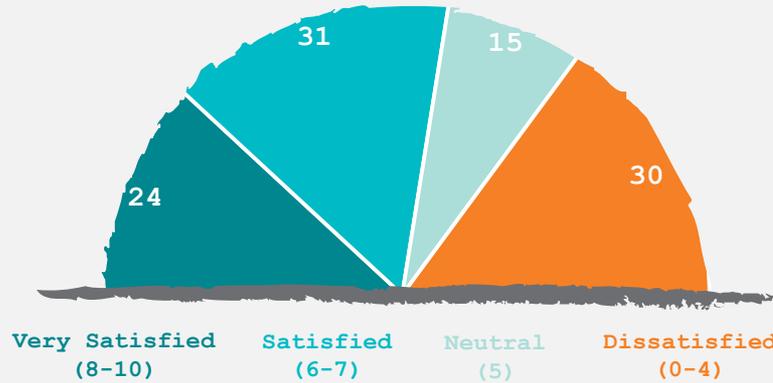
Industry High

36

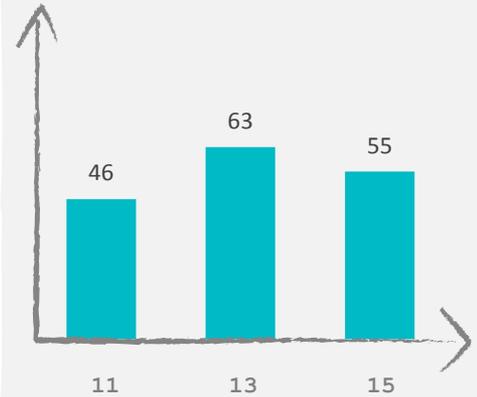
Industry Avg.

18

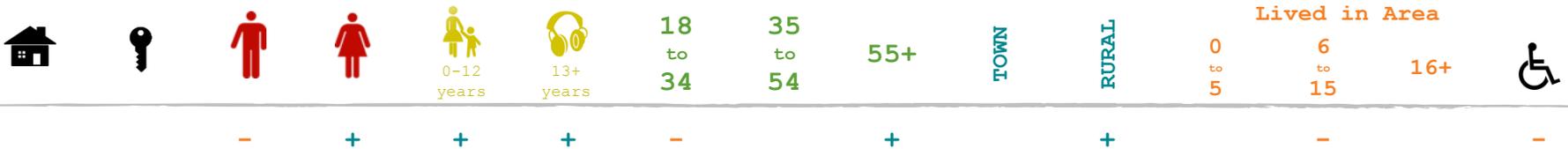
Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 663).

# Attractiveness of the Town Centre

65% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

Council score

37

Industry High

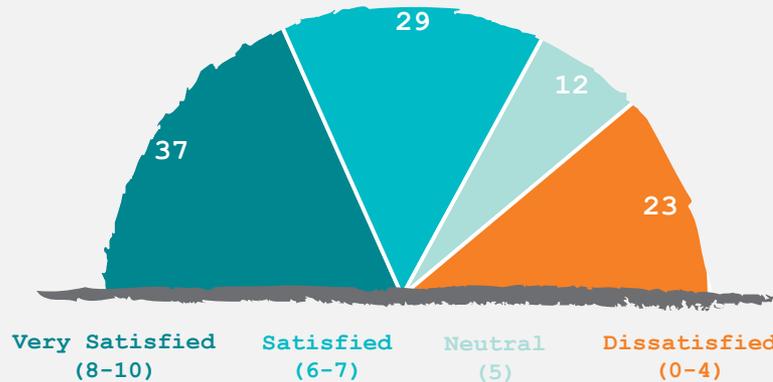
59

Industry Avg.

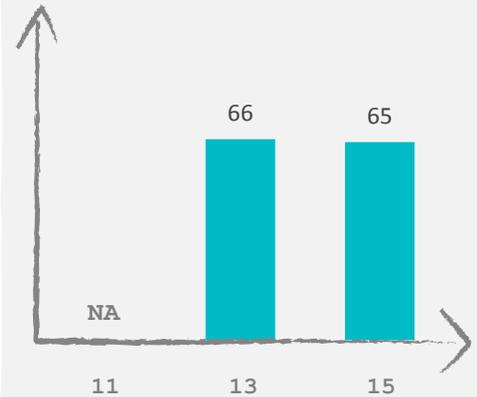
33

Industry benchmark:  
Town Centre Development

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 685).

# Access to goods and services in the area

57% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

Council score

22

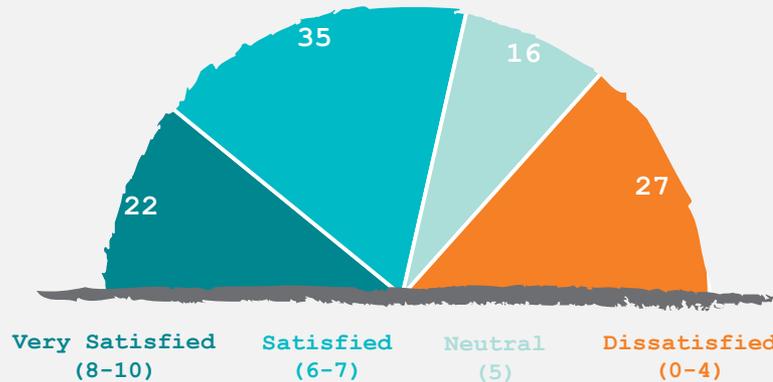
Industry High

40

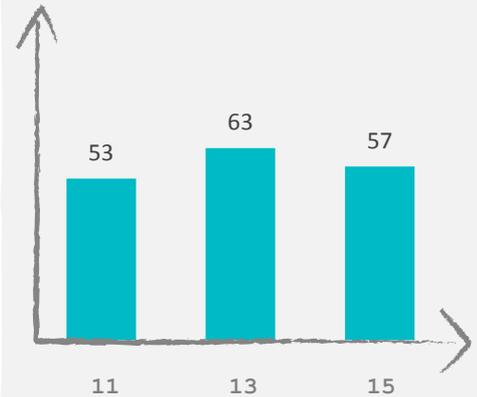
Industry Avg.

26

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 664).

# Education and training opportunities

59% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

Council score

24

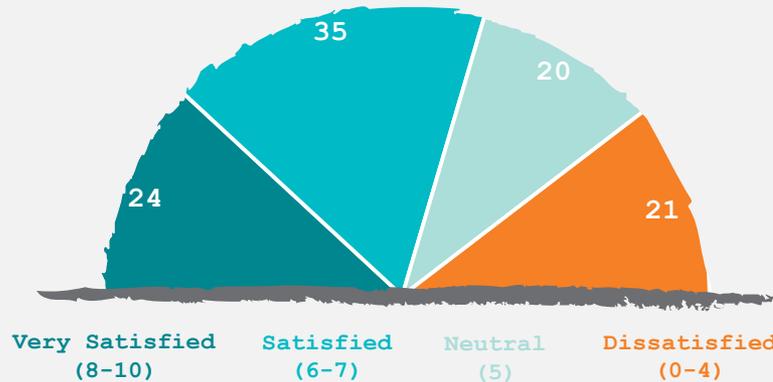
Industry High

40

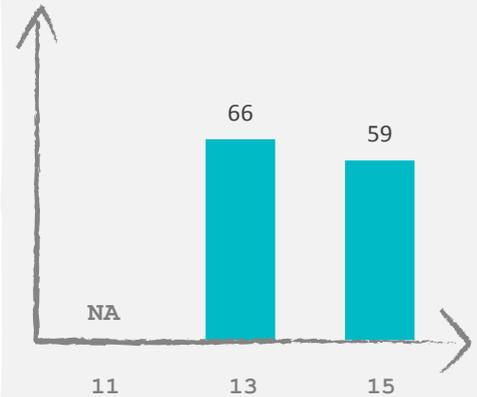
Industry Avg.

25

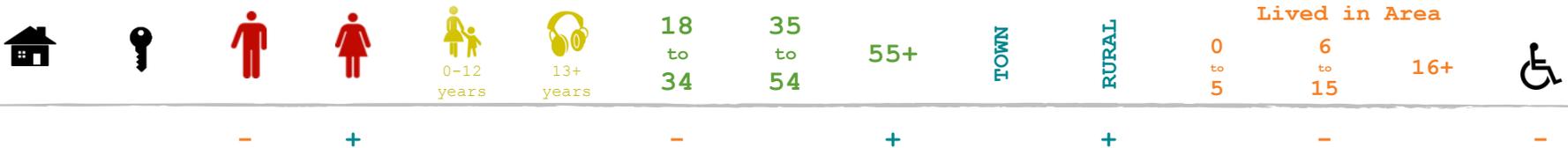
**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 647).

# Built Environment

# The area's character and identity

71% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**

46

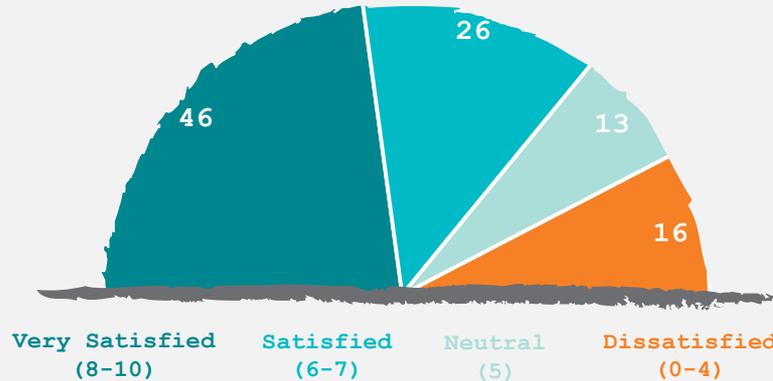
**Industry High**

57

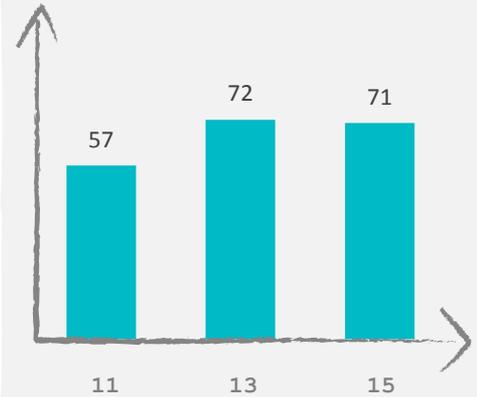
**Industry Avg.**

46

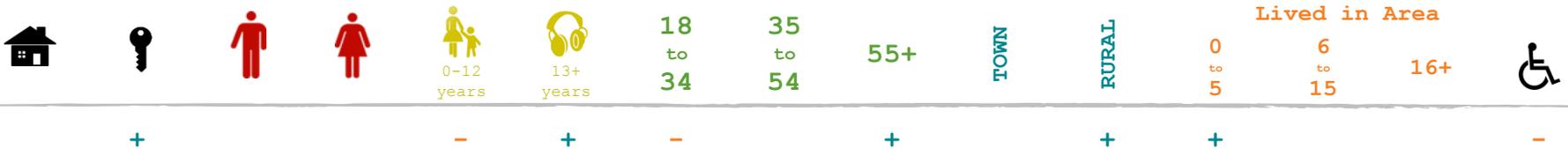
**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 673).

# The general appearance of the local area

78% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

50

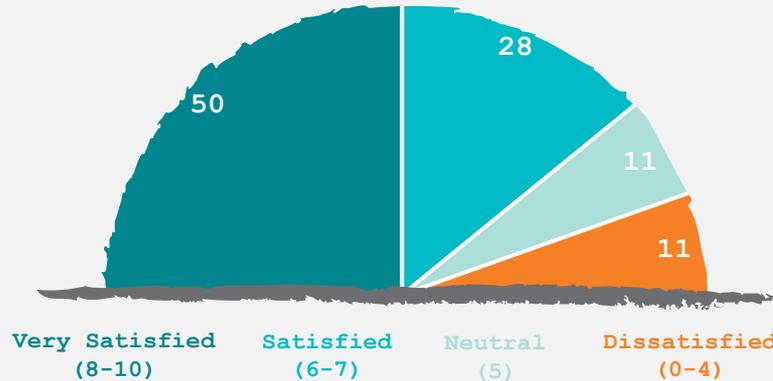
Industry High

NA

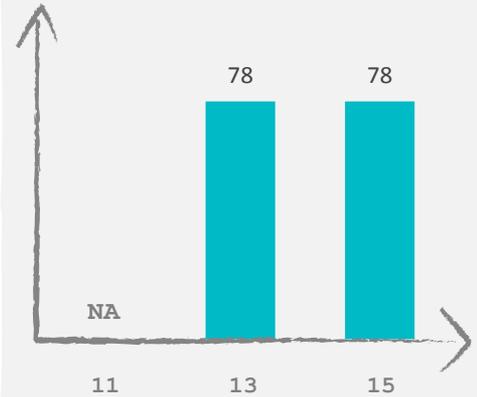
Industry Avg.

NA

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 685).

# Planning and building approvals

35% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

13

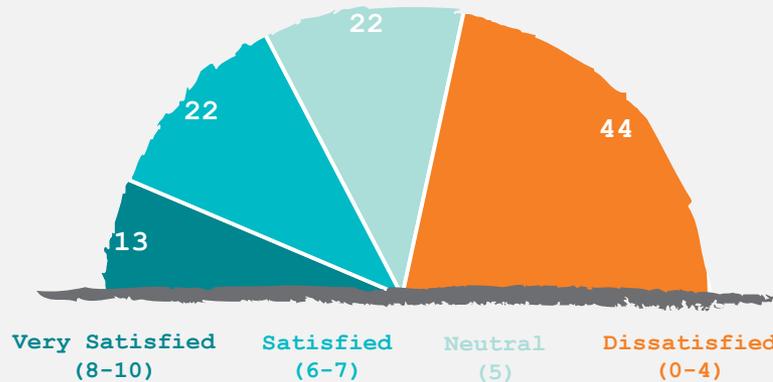
Industry High

38

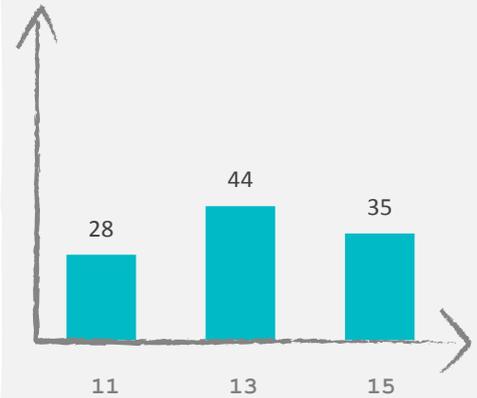
Industry Avg.

23

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 587).

# Road maintenance

Secondary Priority

52% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

25

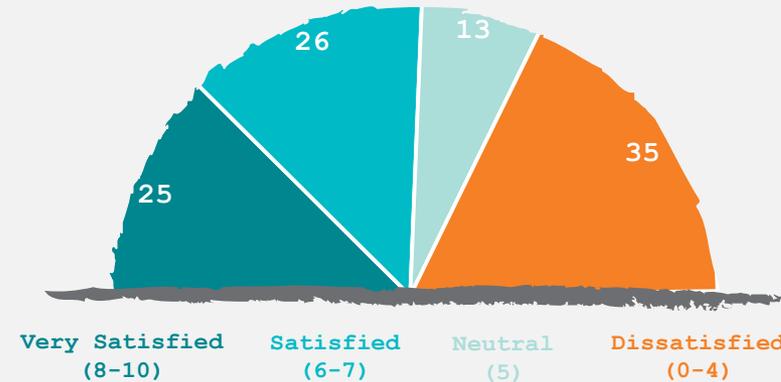
Industry High

59

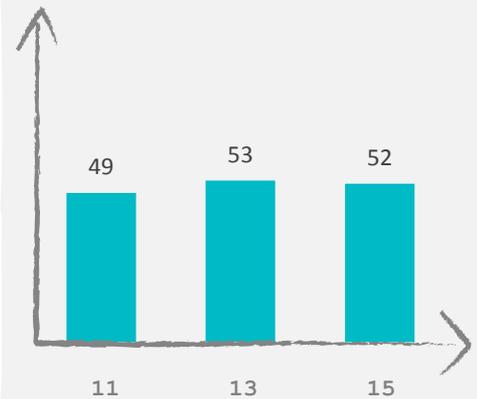
Industry Avg.

35

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



## Community variances



0-12 years



13+ years

18 to 34

35 to 54

55+

TOWN

RURAL

Lived in Area

0 to 5

6 to 15

16+



-

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Base: All respondents, excludes 'don't know' and 'refused' (n = 679).

# The management and control of traffic on local roads

61% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**



31

**Industry High**



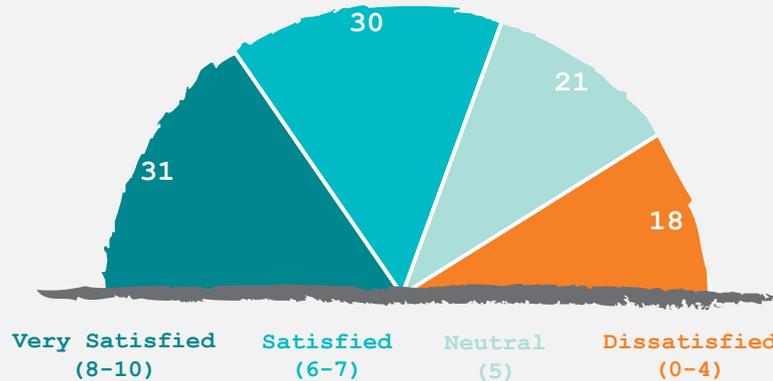
53

**Industry Avg.**

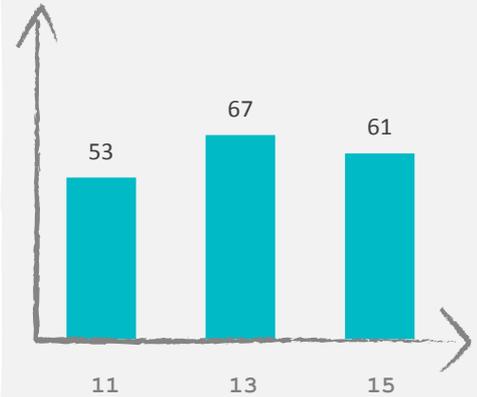


33

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



0-12 years



13+ years

18

34

35

54

55+

TOWN

RURAL

Lived in Area

0 to 5

6 to 15

16+



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Base: All respondents, excludes 'don't know' and 'refused' (n = 675).

# Streetscapes

Secondary Priority

64% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

34

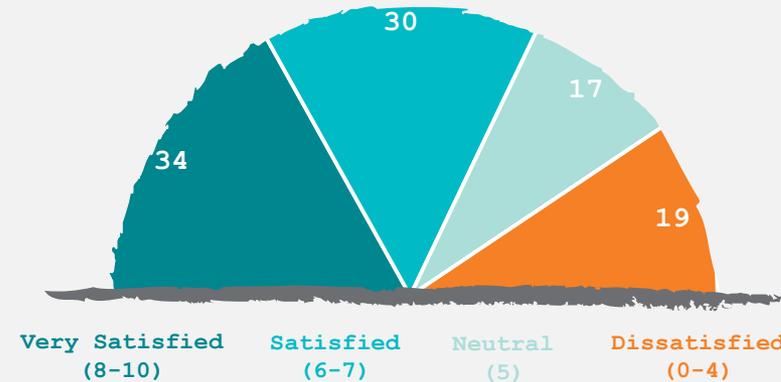
Industry High

52

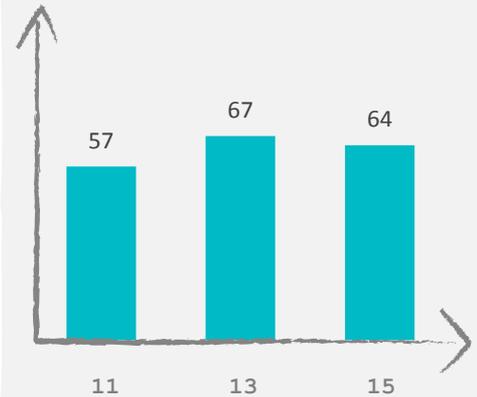
Industry Avg.

39

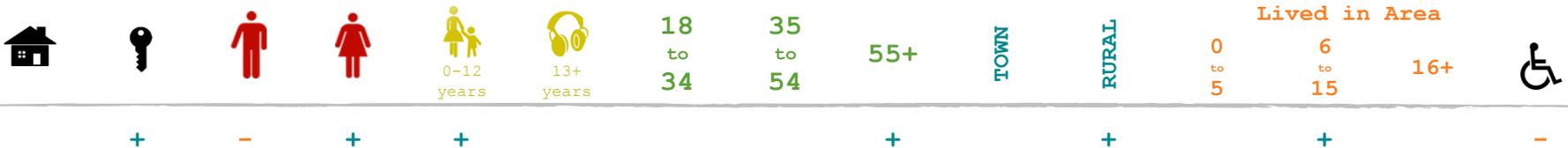
Level of satisfaction  
% of respondents



History  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 667).

# Footpaths and cycleways

71% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**

47

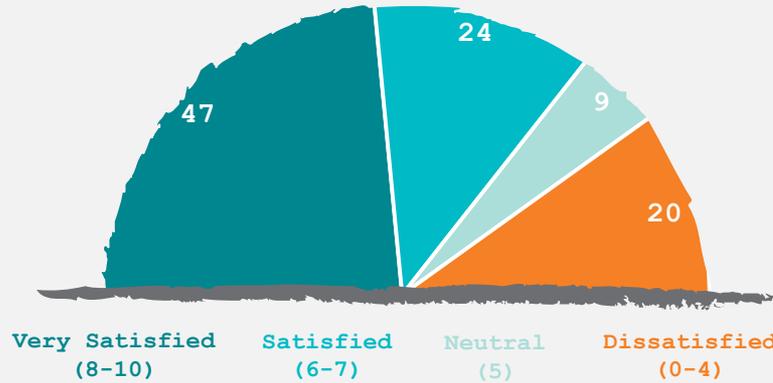
**Industry High**

52

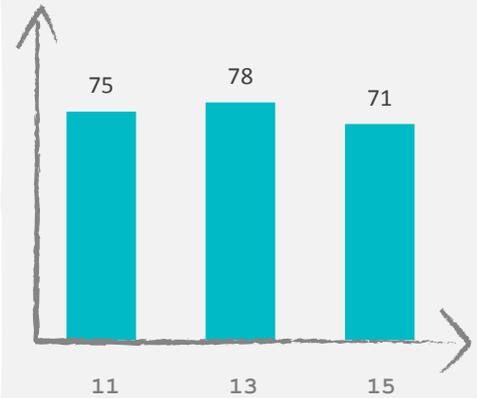
**Industry Avg.**

36

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 687).

# Paths and trails

73% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**



49

**Industry High**



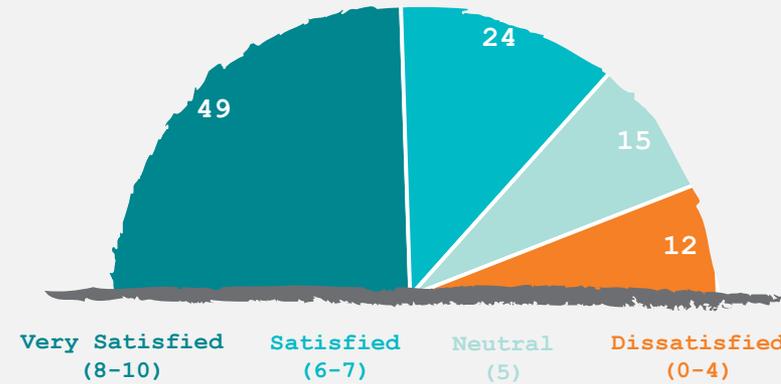
NA

**Industry Avg.**

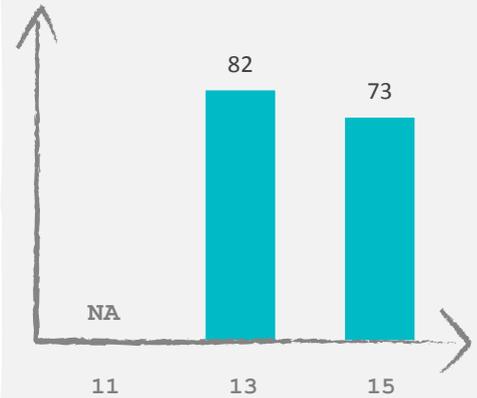


NA

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



0-12 years



13+ years

18 to 34

35 to 54

55+

TOWN

RURAL

Lived in Area

0 to 5

6 to 15

16+



-

+

+

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Base: All respondents, excludes 'don't know' and 'refused' (n = 659).

# Community Development

# Youth services and facilities

52% of respondents are satisfied, trending up.

**Benchmarking**  
% very satisfied (8+)

Council score

18

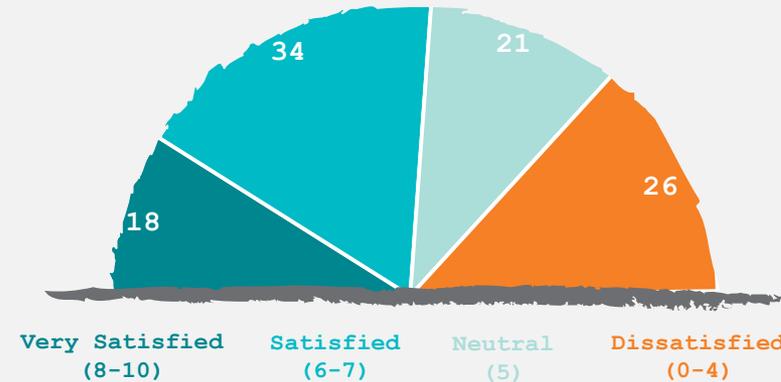
Industry High

49

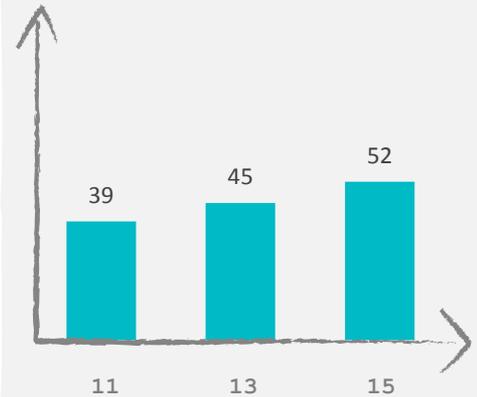
Industry Avg.

26

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 605).

# Facilities, services and care available for seniors

66% of respondents are satisfied, down 10% points.

**Benchmarking**  
% very satisfied (8+)

**Council score**

38

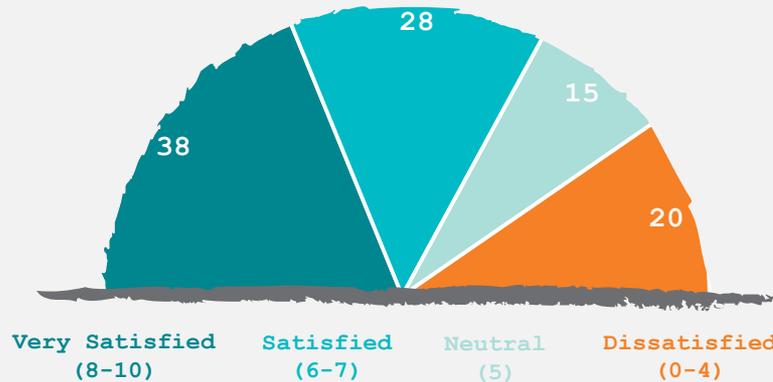
**Industry High**

60

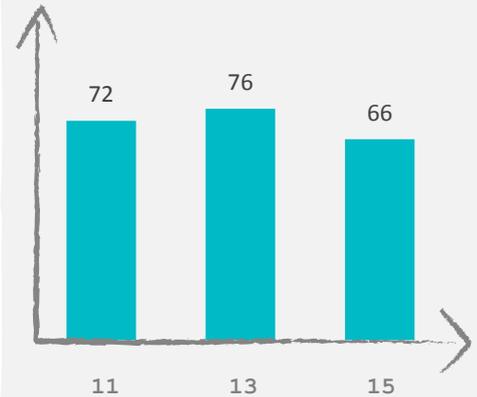
**Industry Avg.**

40

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 603).

# Access to services and facilities for people with disabilities

61% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

29

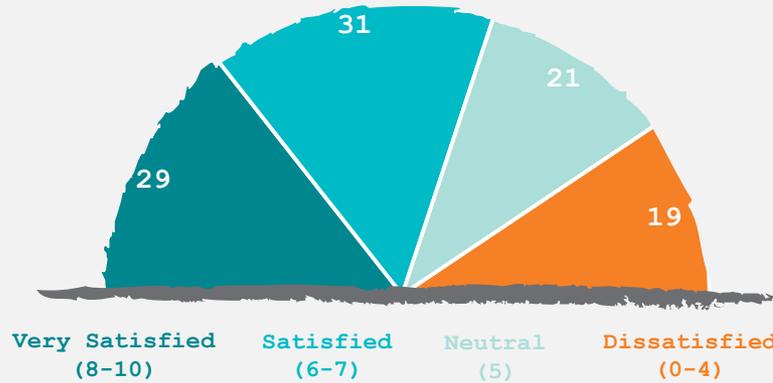
Industry High

48

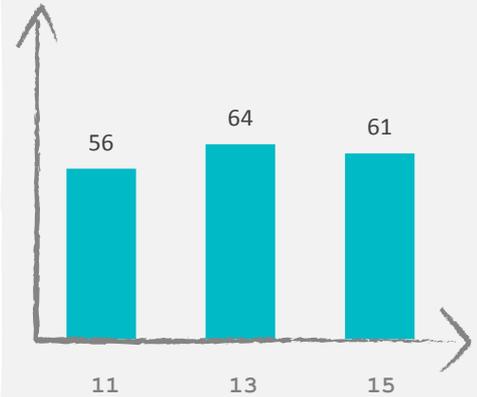
Industry Avg.

32

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 570).

# Opportunities to be included and connected to your community

69% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score



33

Industry High



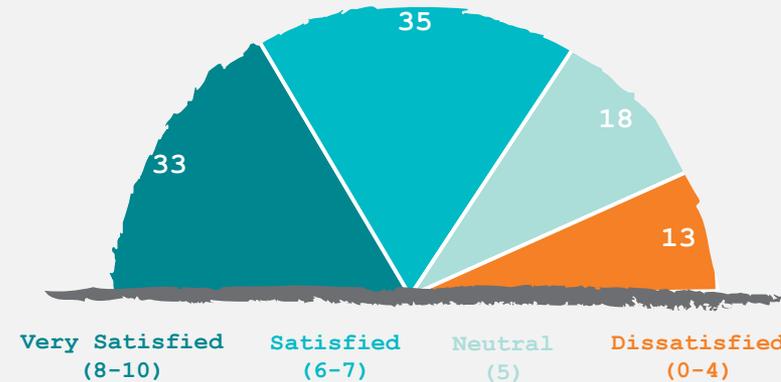
NA

Industry Avg.

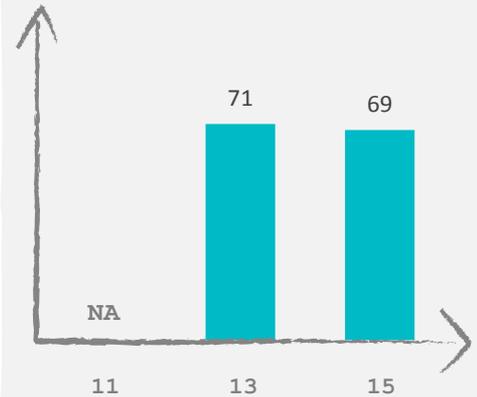


NA

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



0-12 years



13+ years

18

to 34

35

to 54

55+

TOWN

RURAL

Lived in Area

0 to 5

6 to 15

16+



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Base: All respondents, excludes 'don't know' and 'refused' (n = 621).

# Access to health and community services

63% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**

32

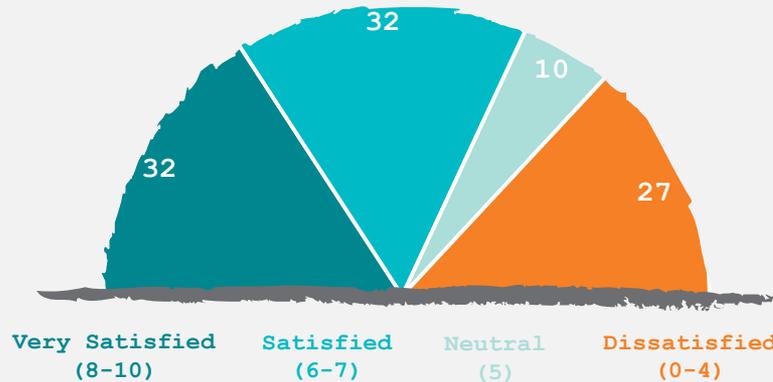
**Industry High**

54

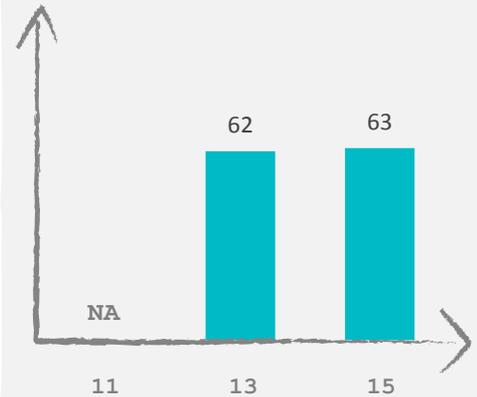
**Industry Avg.**

36

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 675).

# Safety and security

67% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**

29

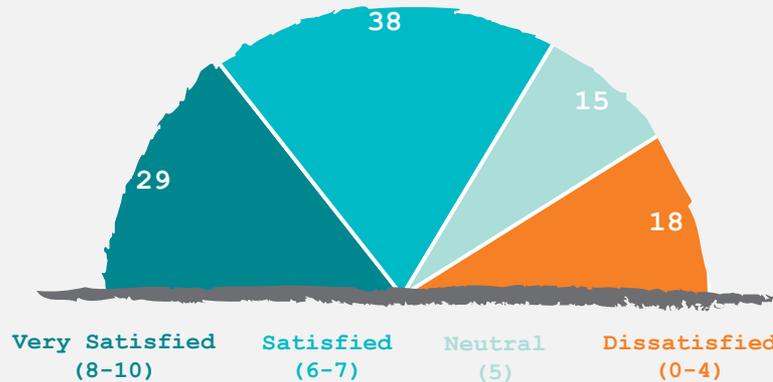
**Industry High**

66

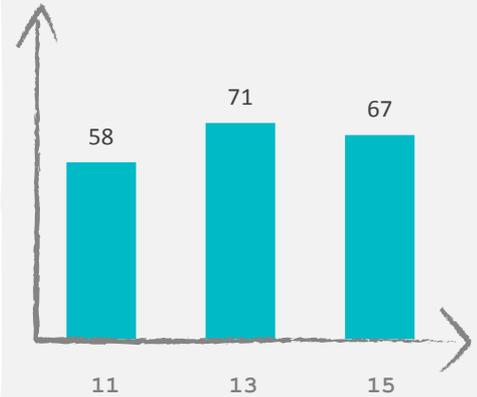
**Industry Avg.**

36

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 652).

# Library & information services

78% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**

53

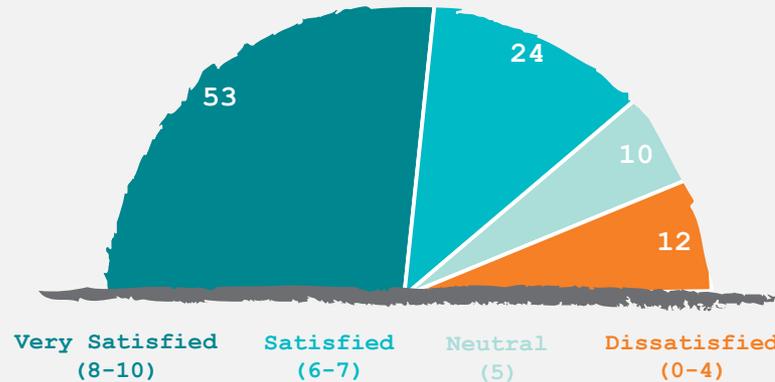
**Industry High**

77

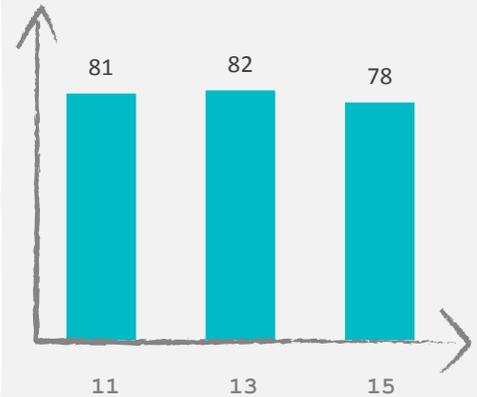
**Industry Avg.**

60

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 641).

# Festivals, events and cultural activities

73% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**



40

**Industry High**



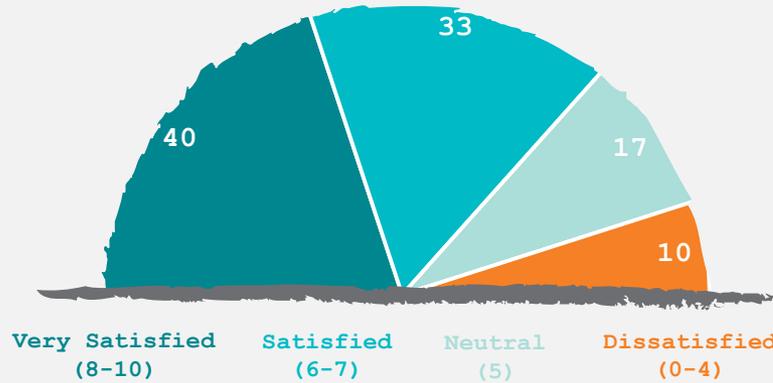
63

**Industry Avg.**

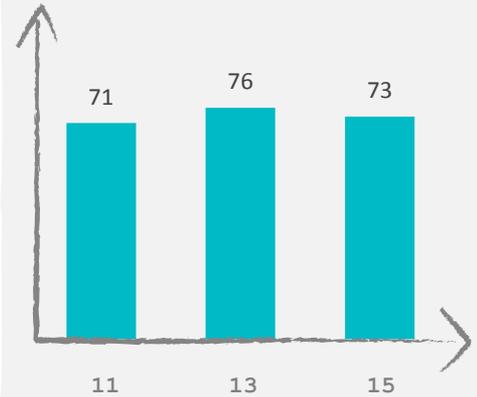


43

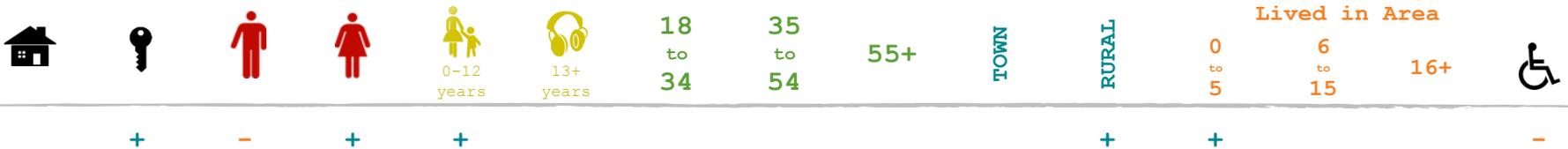
**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 659).

# Access to arts and cultural activities

66% of respondents are satisfied, down 10% points.

Benchmarking  
% very satisfied (8+)

Council score

35

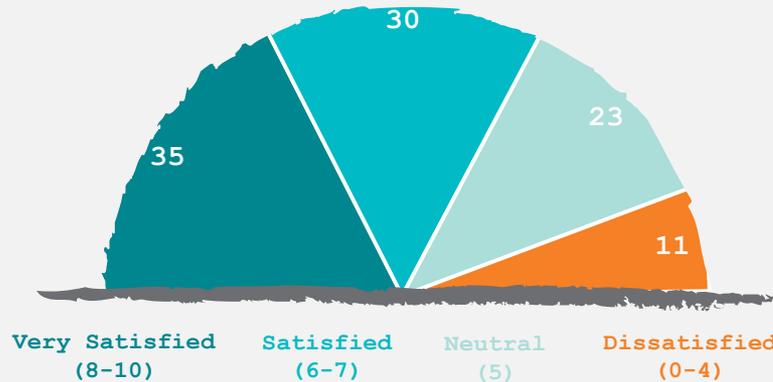
Industry High

NA

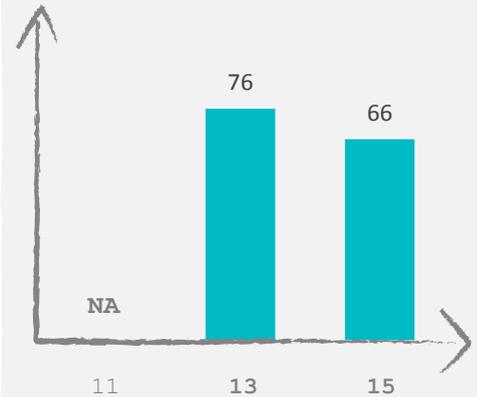
Industry Avg.

NA

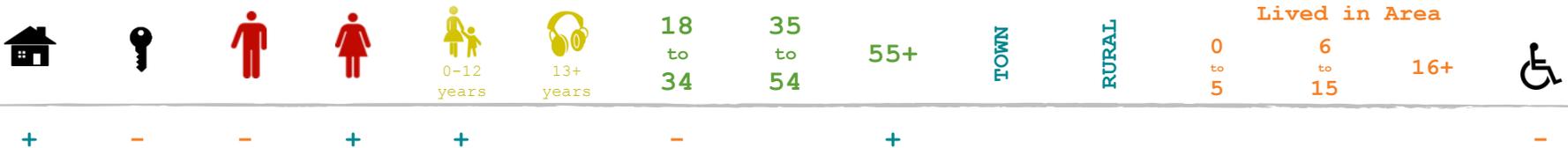
Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 627).

# Sport & recreation facilities

Secondary Priority

70% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

41

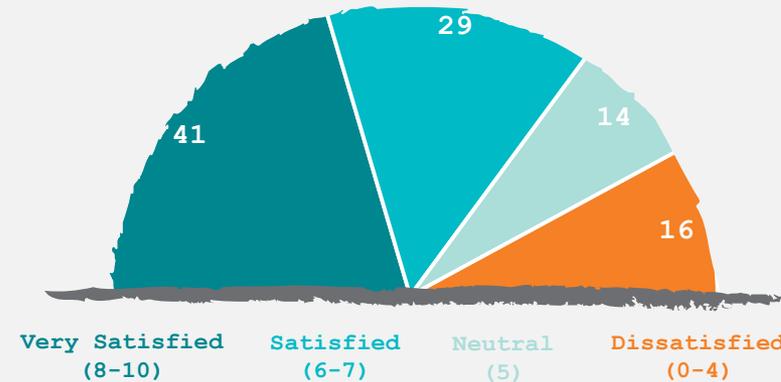
Industry High

72

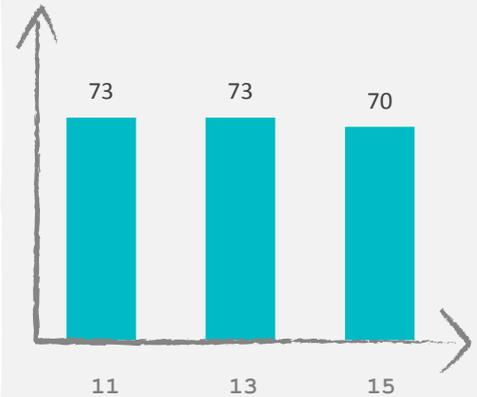
Industry Avg.

53

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 670).

# Bay of Isles Leisure Centre

66% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**

38

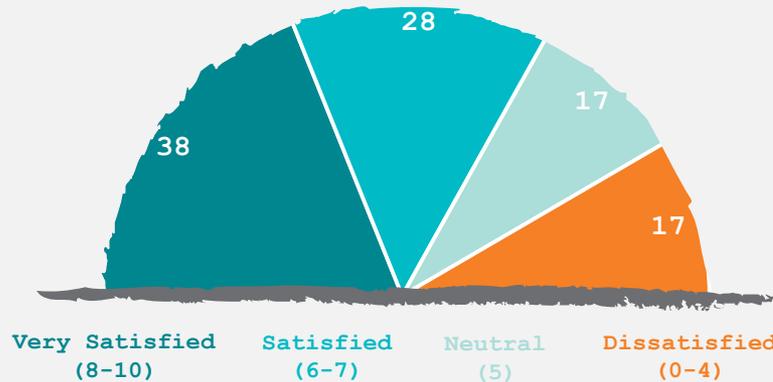
**Industry High**

73

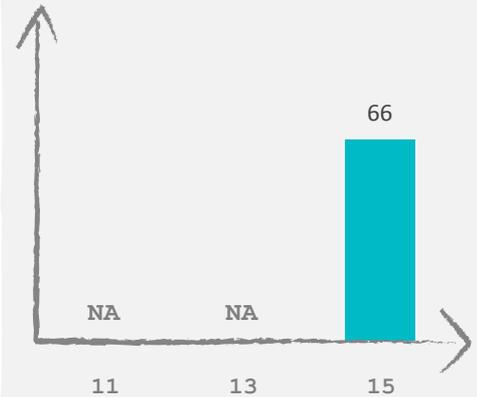
**Industry Avg.**

53

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



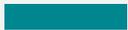
Base: All respondents, excludes 'don't know' and 'refused' (n = 636).

# Parks, reserves & sporting grounds

77% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**



46

**Industry High**



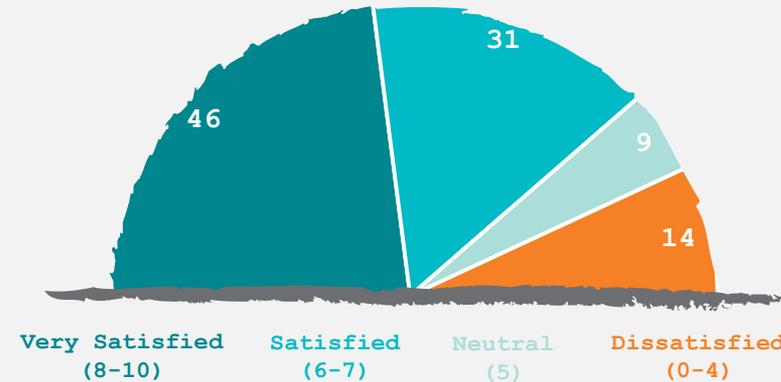
76

**Industry Avg.**

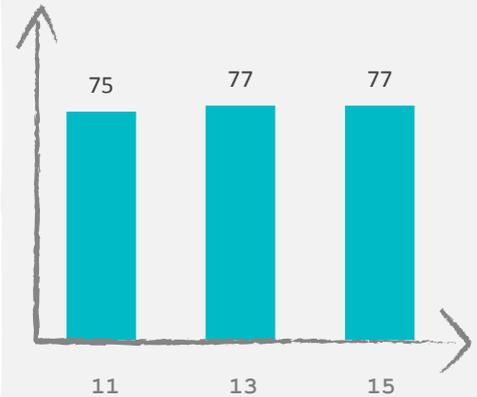


57

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



0-12 years



13+ years

18 to 34

35 to 54

55+

TOWN

RURAL

Lived in Area

0 to 5

6 to 15

16+



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Base: All respondents, excludes 'don't know' and 'refused' (n = 683).

# Community buildings, halls and toilets

62% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

34

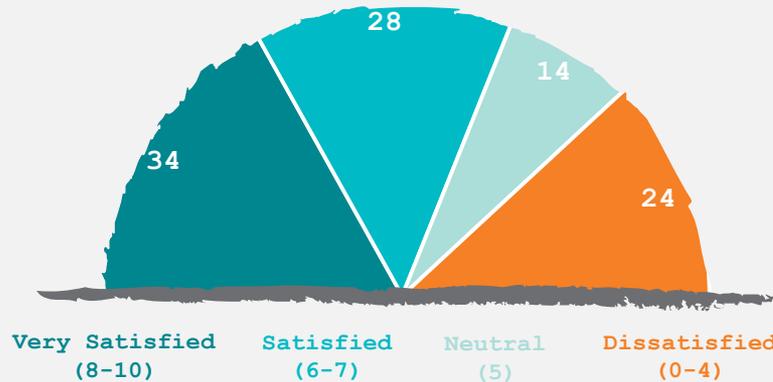
Industry High

55

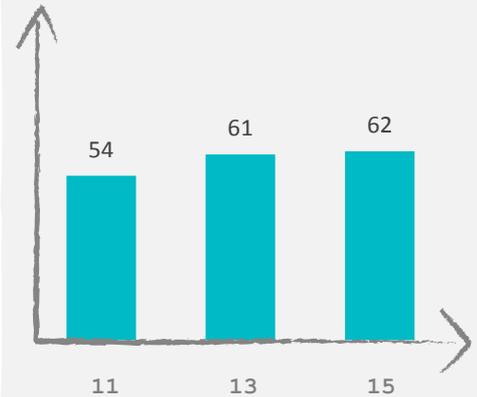
Industry Avg.

36

Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 684).

# Natural Environment

# Conservation and environmental management

69% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**



36

**Industry High**



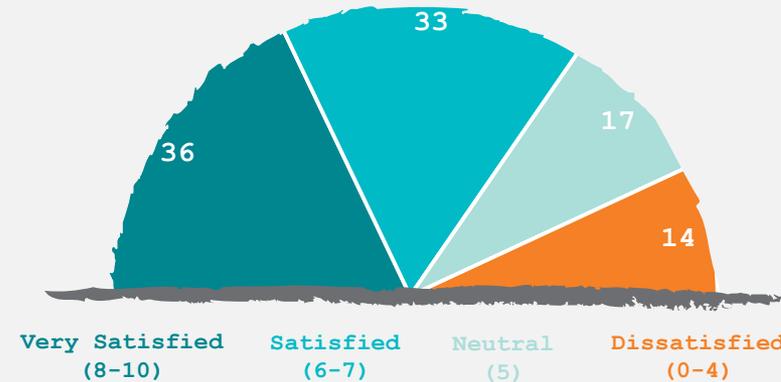
54

**Industry Avg.**

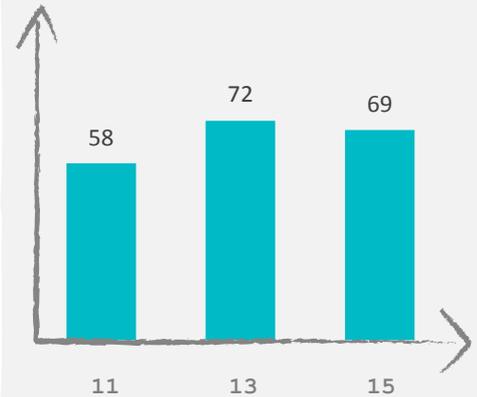


35

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



0-12 years



13+ years

18 to 34

35 to 54

55+

TOWN

RURAL

Lived in Area

0 to 5

6 to 15

16+



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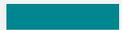
Base: All respondents, excludes 'don't know' and 'refused' (n = 656).

# Management of the wetlands, coastline and hinterland

70% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**



42

**Industry High**



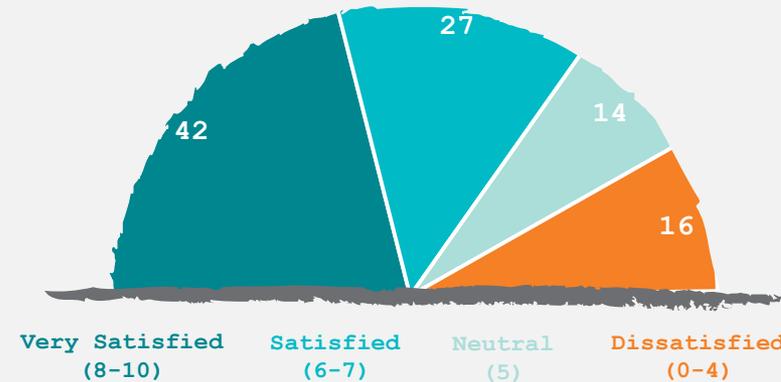
NA

**Industry Avg.**

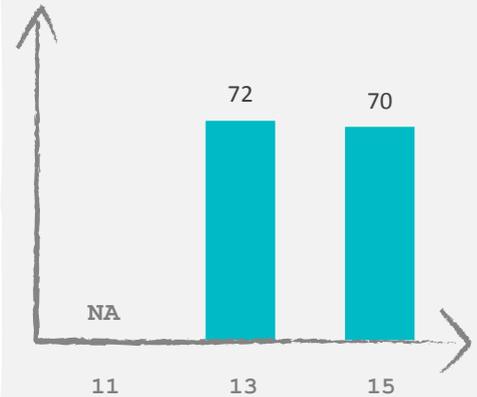


NA

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



0-12 years



13+ years

18 to 34

35 to 54

55+

TOWN

RURAL

Lived in Area

0 to 5

6 to 15

16+



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Base: All respondents, excludes 'don't know' and 'refused' (n = 629).

# Efforts to promote and adopt sustainable practices

62% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

Council score

30

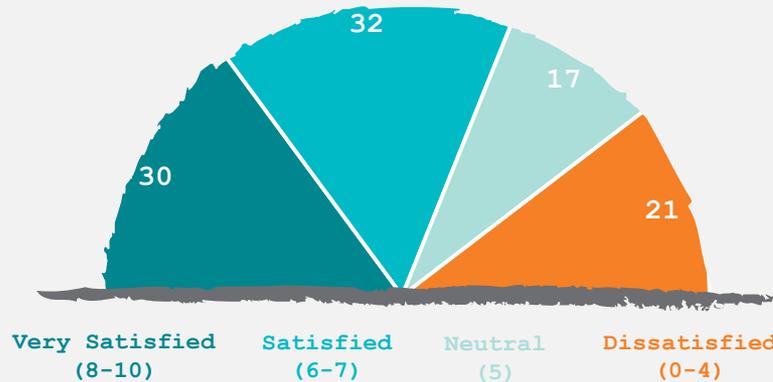
Industry High

42

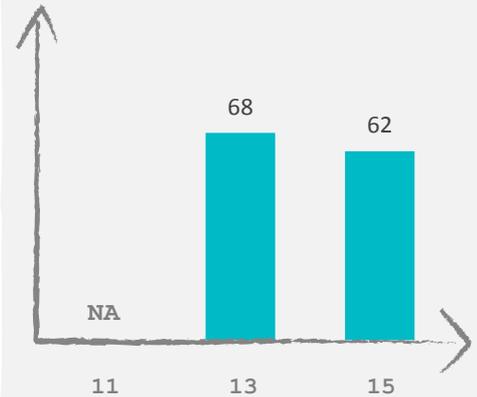
Industry Avg.

30

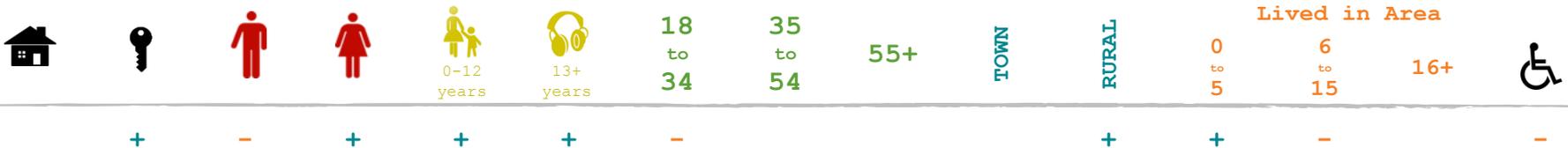
**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 604).

# Bush fire prevention and control

73% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

Council score

45

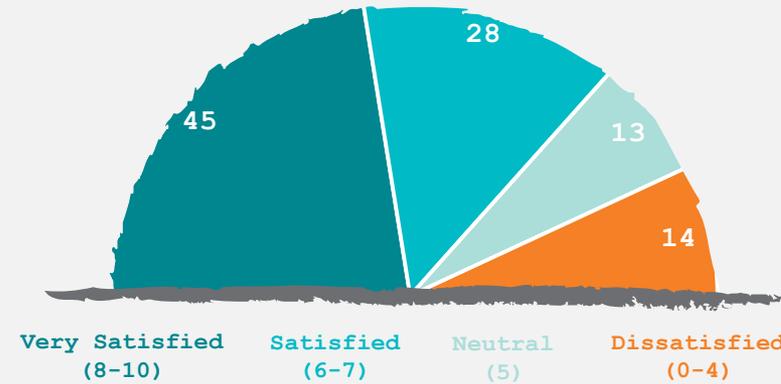
Industry High

56

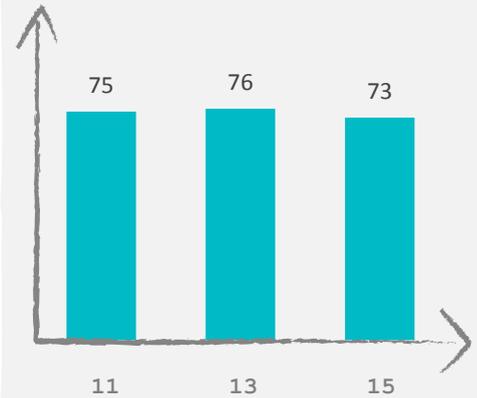
Industry Avg.

47

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



**Community variances**



Base: All respondents, excludes 'don't know' and 'refused' (n = 644).

# Enforcement of local-laws relating to food, health, noise and pollution

61% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

31

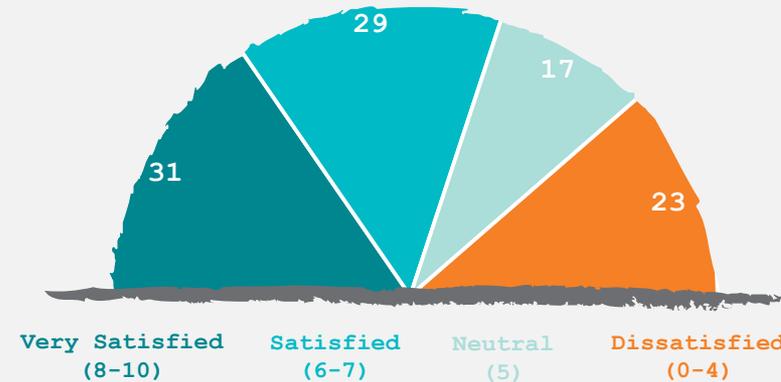
Industry High

49

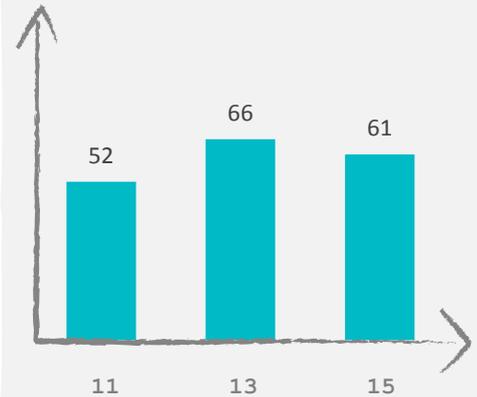
Industry Avg.

33

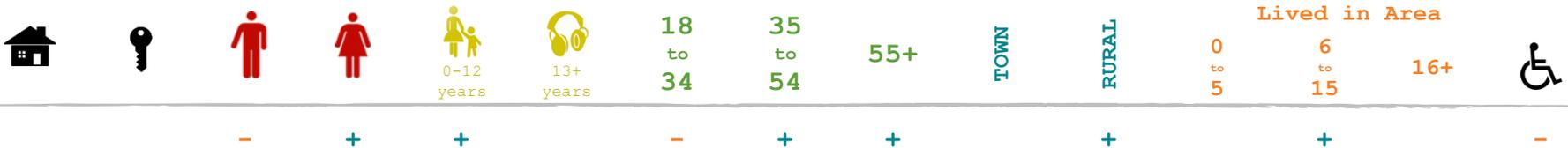
Level of satisfaction  
% of respondents



History  
% satisfied (6+)



Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 611).

# Weekly rubbish collections

86% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**



69

**Industry High**



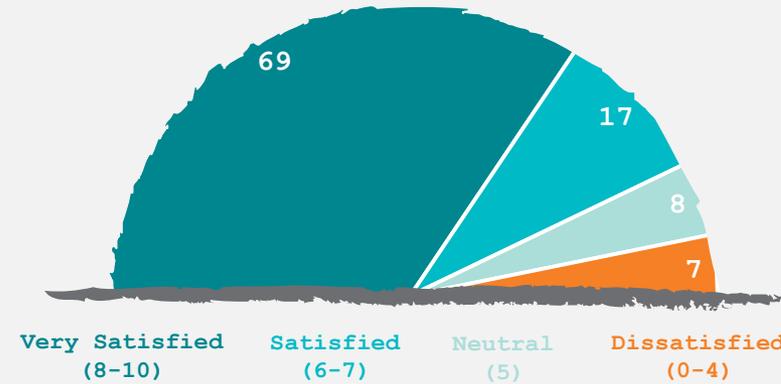
87

**Industry Avg.**

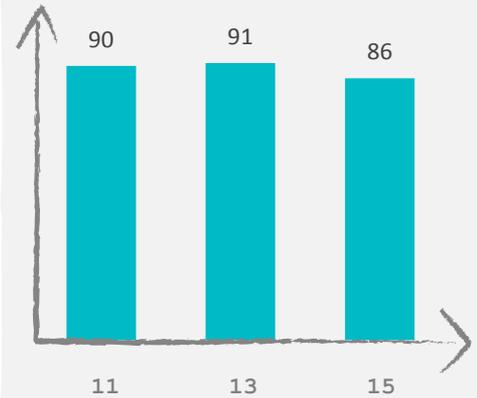


73

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



## Community variances



0-12 years



13+ years

18 to 34

35 to 54

55+

TOWN

RURAL

Lived in Area

0 to 5

6 to 15

16+



-

+

-

Base: All respondents, excludes 'don't know' and 'refused' (n = 653).

# Fortnightly recycling services

79% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**

63

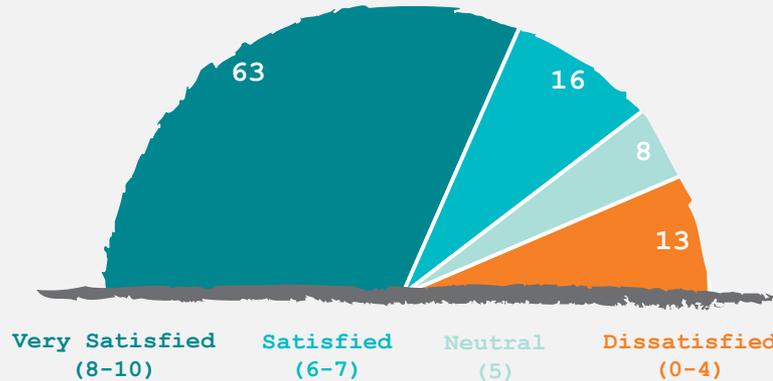
**Industry High**

85

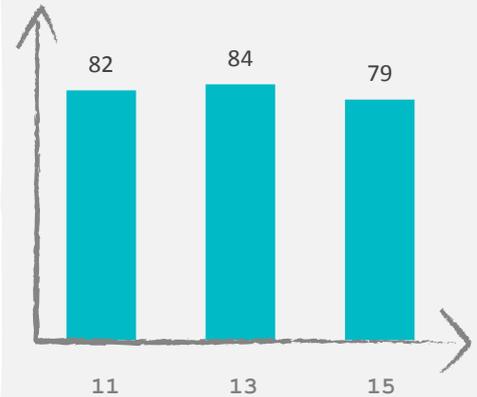
**Industry Avg.**

70

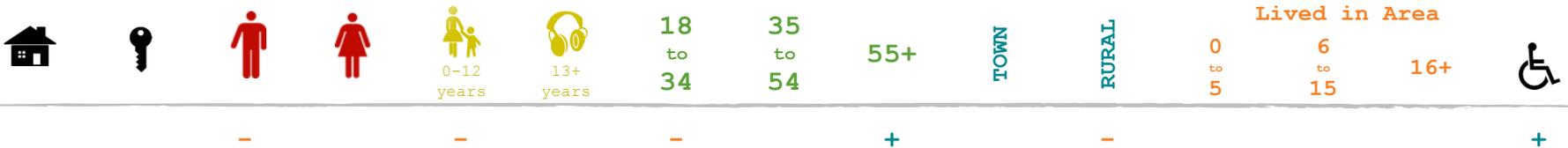
**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 651).

# Animal control

61% of respondents are satisfied.

**Benchmarking**  
% very satisfied (8+)

**Council score**

34

**Industry High**

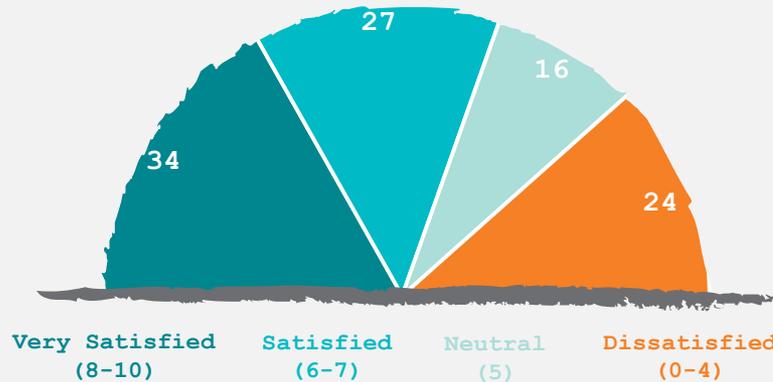
60

**Industry Avg.**

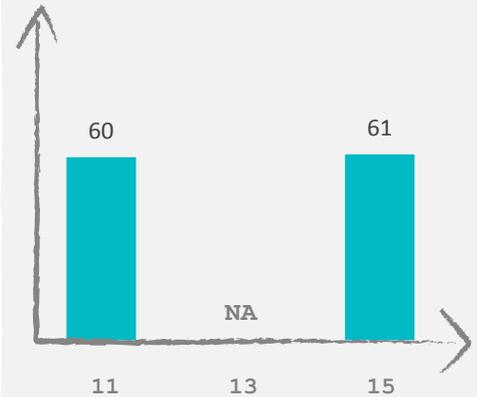
38

*Industry benchmark:  
Animal and pest control*

**Level of satisfaction**  
% of respondents



**History**  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 638).

# Management of parking

Secondary Priority

48% of respondents are satisfied.

Benchmarking  
% very satisfied (8+)

Council score

29

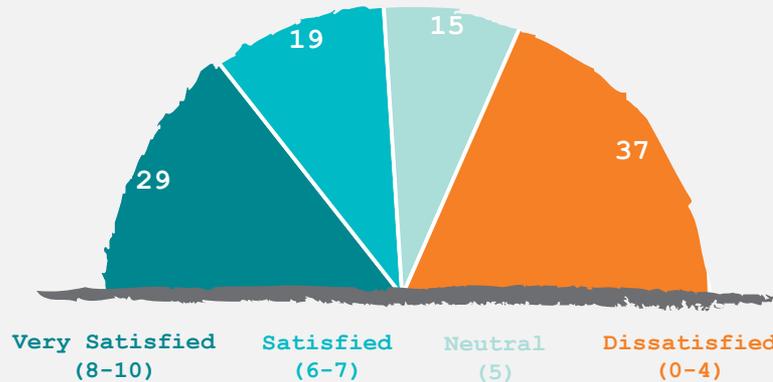
Industry High

36

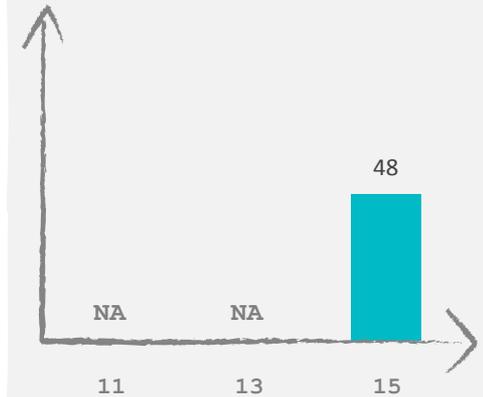
Industry Avg.

27

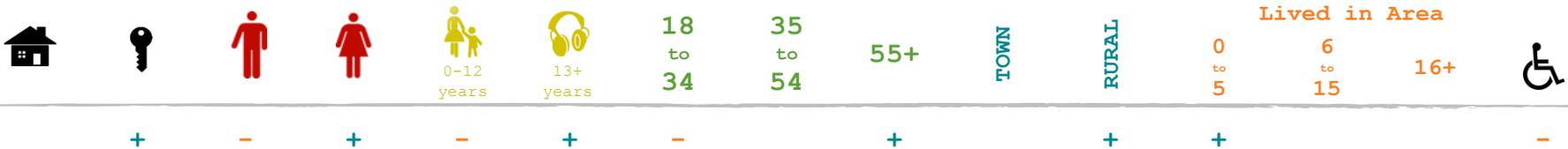
Level of satisfaction  
% of respondents



History  
% satisfied (6+)



## Community variances



Base: All respondents, excludes 'don't know' and 'refused' (n = 672).

# Overview of community variances

# An overview of community variances

					 0-12	 13+	18 to 34	35 to 54	55+	TOWN	RURAL	Lived in Area				
												0 to 5	6 to 15	16+		
Place to live							+									-
Governing organisation		+	-	+	-	+		-	+		+	+	+	-		-
Value from rates	-	+	-	+	-		-	-	+		+	+	+	-		-
Leadership		+	-	+				-	+		+		+			-
Transparency		+	-	+		+	-		+	-	+	+	+	-		-
Consultation		+			-			-	+	-	+	+	+	-		-
Informing		+				+	-		+	-	+	+		-		-
Customer service		+	-	+	-	+	-		+		+	+		-		-
Council Connections		+	-	+			-		+		+	+	-			-
Website			-	+	+	+					+	+				-
Facebook page		+	-	+	+	+			-			+	-			-
Economic development			-	+	+	+	-		+		+		-			-
Education and training			-	+			-		+		+		-			-
Access to goods/services		+	-	+	-			-	+		+		-			-
Town Centre attractiveness		+	-	+	+	+	-		+		+	+	-			-
Area's character/identity		+			-	+	-		+		+	+				-
Appearance of local area											+	+	+			-
Planning and building		+	-	+				-	+		+	+	+			-
Community buildings		+					-	-	+		+	+				-
Road maintenance			-	+			-		+		-	+	+	-		-
Control of traffic			-	+	+						+					-
Streetscapes		+	-	+	+				+		+		+			-
Footpaths and cycleways						+		-	+		+					-

# An overview of community variances

					 0-12	 13+	18 to 34	35 to 54	55+	TOWN	RURAL	Lived in Area			
												0 to 5	6 to 15	16+	
Library	+	-	-	+	+	+	-	+	+		+	-	-	+	-
Festivals & events		+	-	+	+						+	+			-
Arts & culture	+	-	-	+	+		-		+						-
Sport & rec facilities		+				-	-	-	+		+				-
Leisure Centre			-	+	+		-	-	+		+	-			
Parks, reserves, etc		+					-		+		+	+	-		-
Paths and trails			-	+	+	+	-		+		+		+		-
Connected to your community			-	+							+	+			-
Safety and security		+	-	+		+	-	+	+		+	+	+	-	
Youth		+	+		-	-		-	+		+	+	-		
Seniors		+					-	-	+		+				-
Disabilities	+				+				+		+	+	-		-
Health and community							-	-	+		+	-	+		
Conservation & environment		+	-	+	+	+					+	+			
Wetlands, coastline, etc		+	-	+	+	+	-	+			+	+	+		-
Sustainable practices		+	-	+	+	+	-				+	+	-		-
Bush fire control			-	+		+	-	+	+		+	+	+		
Noise, pollution, etc			-	+	+		-	+	+		+		+		-
Rubbish collections		-							+			-			
Recycling services			-		-		-		+		-				+
Animal control		+	-	+	+	+	-	+	+		+		+		
Parking		+	-	+	-	+	-		+		+	+			-

Addressing community concerns

# Economic development, tourism and job creation

## Addressing community concerns

Residents want the Shire to lead economic revitalization with greater support for small businesses, camping and caravan parks, and other tourism businesses, and strategies to create more local employment opportunities, especially for youth.

*Increasing community engagement and assistance into activities around town that support local enterprise.*

*Too many empty shops.*

*Make it easier for small businesses to operate.*

*Attracting people to live and work in the area. Creating incentives for new and existing businesses.*

*Improving tourism and job development for young people within the Esperance region.*

*Promote and support tourism in Esperance, which is the only industry in the shire capable of substantial expansion.*

*Giving us an RV friendly town. People bypass us.*

*We have very little to offer our future residents at the moment. Our town has become stale and decaying and we can not place all our future prospects in just tourism.*



# Value for money from rates

## Addressing community concerns

The community desires an end to further rate increases. Residents would like an explanation about why rates are continually increasing. They want to hear that the Shire is actively cutting costs and not just raising revenue.

*Budget to keep rates as low as possible.*

*Need to be more concerned with people rather than bureaucracy. Cut costs rather than the lazy option of raising rates.*

*Some sort of efficiency dividend - annual rate increases are unsustainable. Farmers and small business can't just add 5-6% onto income annually. Shire needs to learn to live within its means.*

*When there are land value or GRV increases the rate in the dollar should decrease, otherwise where does it ever stop.*

*Stop rates going up, up, up.*

*Stop putting up rates...So outrageous.*

*Put a hold on rates. Look at the leadership of Councillors. Look at how many jobs at the Shire Council and is it sustainable in the future.*



# Financial sustainability

## Addressing community concerns

Residents want sustainable financial and resource management within the Shire, with reduced spending.

*Stop wasting money on things that don't even need to be done.*

*Reducing costs, reducing unproductive labour within the Shire. Reducing bureaucracy and red tape.*

*Listening to its residents and following through on its commitments, on time and in budget.*

*Improve the balance between shire spending and shire collections (rates).*

*Reduce spending on wages/salaries. Review all positions in the office to see what people are actually doing and is it value adding to the running of the shire.*

*There are too many Chiefs and not enough Indians to do the job properly. This issue needs to be reviewed to bring it to a more sustainable level where our Ratepayer's money are spend wisely.*

*Be open about the number of employees at the shire - and why the increase.*

*Do not increase rates to pay for things: instead - do what we do - budget, cut costs (not services), look to other avenues for finance. If there's no finance then we (the Shire) won't have it.*



# Road maintenance

## Addressing community concerns

Better maintained gravel and sealed roads are wanted throughout the Shire, with improvements and upgrades to be conducted in a timely and efficient manner, especially in rural areas.

*Sort out the intersection of Smith St and West Beach Rd.*

*Improve the junction at Pink Lake Rd and Harbour Rd (as too many accidents).*

*Need to do a better job of maintaining rural roads.*

*Seal town roads properly instead of constantly filling in potholes.*

*Improving access roads to farms, eg. Alexander Rd.*

*Sort out the intersection of Smith St and West Beach Rd.*

*Fix the roads into the beaches, ie. Kennedys Beach.*

*More stop signs on road intersections in Castletown.*

*Redo the 'S' bend on Twilight Rd, corner of Smith, that is so dangerous due to wrong curve alignment.*

*Reseal Goldfields Rd.*

*Grain trucks smash all our bitumen roads to pieces within 3 months of bituminising. Why aren't they built properly in the first place.*



# Management of parking

## Addressing community concerns

Residents would like to see more parking spaces to cater for tourists with RV's and caravans. They'd also like longer parking times and more spaces for residents, especially those from rural areas who come to town for their shopping. A lack of available parking in town, ACROD space availability, parking space size and control of parking in the town centre were raised as concerns.

*Provide parking for caravans near town centre - become RV friendly.*

*Provide more 'free' parking where required.*

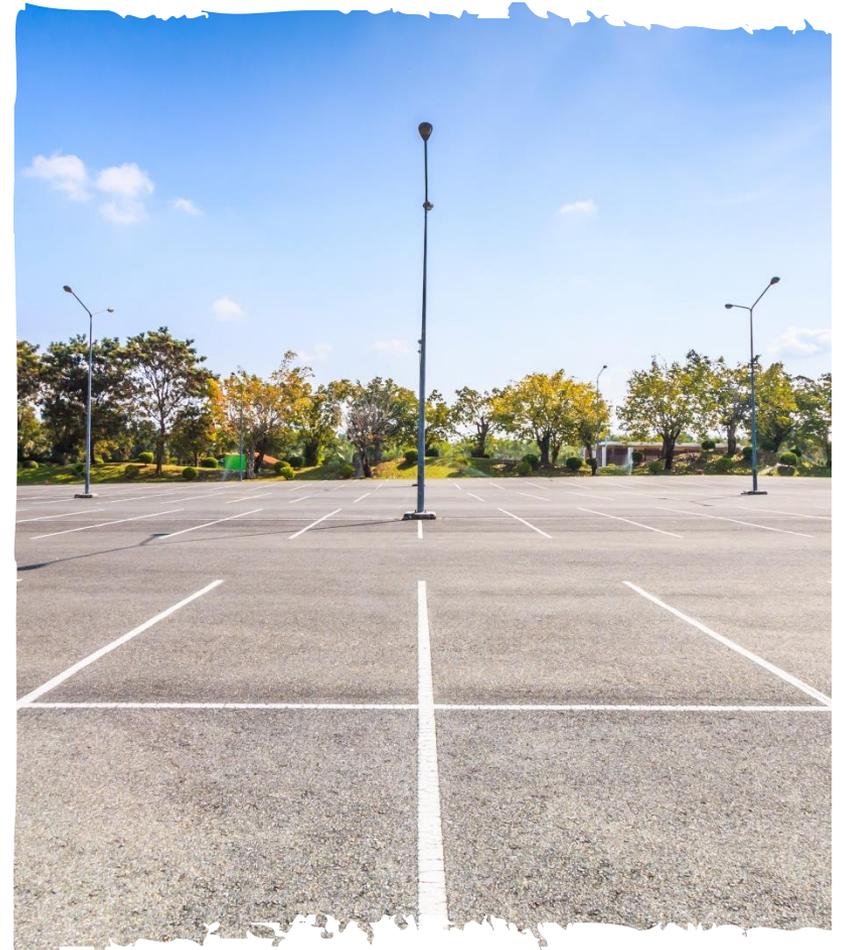
*Caravans and boats... need friendlier parking bays near the Boulevard and town centre.*

*Easier parking access for the disabled.*

*Revoke the one hour parking limit. Give more thought to farmers and locals who may need to park close to supermarkets with large vehicles to do fortnightly shopping.*

*Better availability of parking in the town centre.*

*Increase in parking period.*



# Streetscapes

## Addressing community concerns

Improve the entrance to Town and the general appearance of streetscapes with improved planting, more regular mowing and maintenance, and better control over weeds and rubbish.

*Keep the roads coming into and in Esperance clean and tidy. First impressions are the most important for visitors to the area.*

*Improve entry points into town as it doesn't give a very good impression - overgrown verges etc.*

*Keep verges mowed more frequently to keep weeds and grass down.*

*Whilst the foreshore is wonderful all other areas appear shabby. The town needs trees and verges need to be tidy and free of weeds. The transport corridor already looks shabby and unkempt - full of weeds and dead plants.*

*Clean up the road verges of the growing rubbish outside the town - major tourist roads such as Merivale Rd.*

*Clean and tidy the streets - weeding, mowing etc., including the verges along Fishers Rd.*

*Replace the native bushes in the main street with either lawn or pavers or colourful flowers, not natives.*



# Sport & recreation facilities

## Addressing community concerns

Improving the multi-sport pavilion, the grounds around it, and the indoor sports stadium are priorities for residents. The skate park was topical for some, with mixed views. There were also mentions of recreation facilities along the foreshore among other things.

*Improve sports pavilions, improve hockey fields (rough, uneven playing fields/raised balls). Improve footy fields.*

*Complete multi sports ground and stadium work.*

*Upgrade the indoor sports stadium please.*

*Upgrade of the Sports Ground Buildings.*

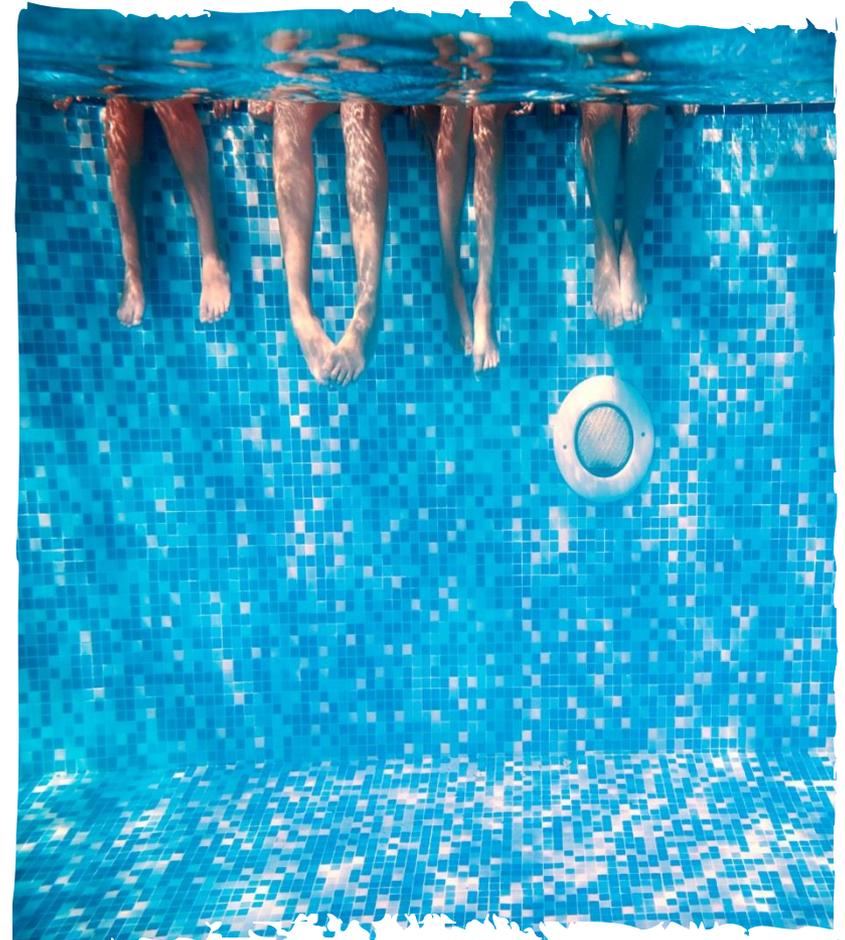
*Sport and recreation centre is very highly needed for Esperance.*

*Complete the new skate park.*

*New sports stadium, not a skate park.*

*Build an enclosed ocean swimming area, for lap swimmers (50m) and a kids play area that is free and shark proof.*

*Boat ramp facility needs an upgrade. Decent floating pontoon type jetty landings that don't damage your boat.*



# Tanker Jetty

## Addressing community concerns

Many residents spontaneously voiced their concerns about the need to restore or replace Esperance's iconic jetty.

*Fix, replace and improve Jetty, as the only tourism attraction in the town. The amount of tourists that enjoy the facility is profound and it should be maintained.*

*Improving the jetty and seafront. This is a feature of Esperance.*

*Sorting out the new Jetty. At least putting a Plan A and B in place.*

*The tanker Jetty needs to be a priority for replacement and the Shire needs to be seen actively seeking state or federal funding to fund this replacement.*

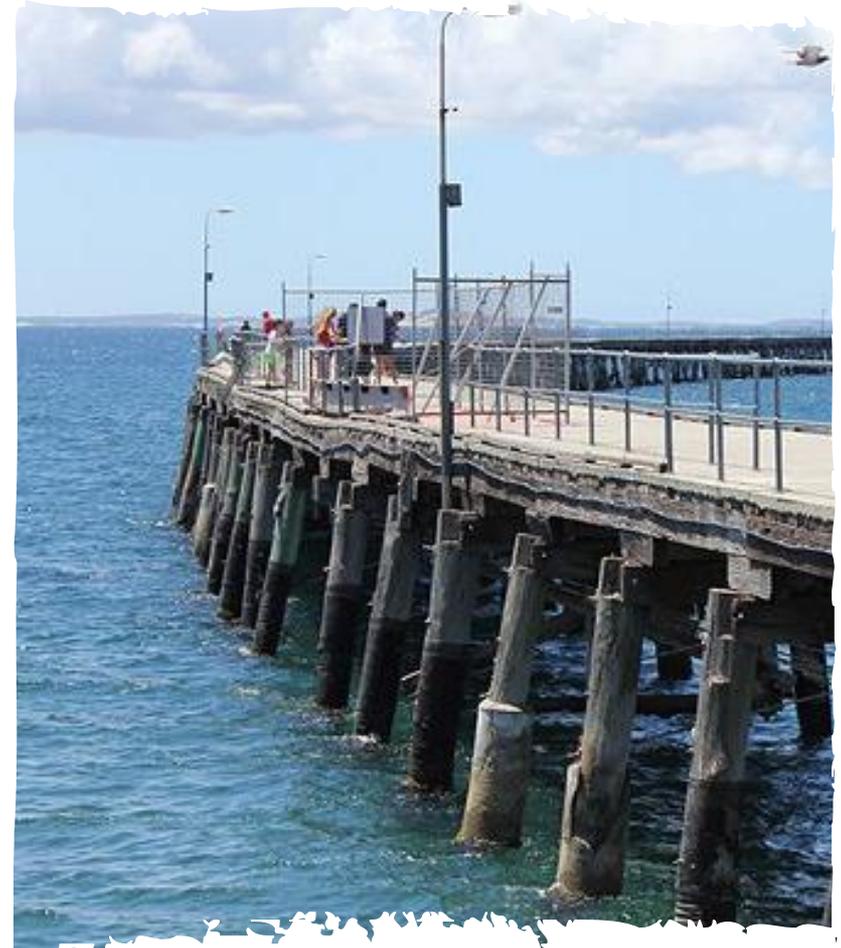
*Look at a way to have some sort of fishing facility and jetty at Tanker Jetty if existing one is too expensive to renovate.*

*Start doing something about raising money for the Tanker Jetty. It is a very good tourist attraction.*

*Stop procrastinating. Solve the Jetty problem.*

*Lock in long term plan for jetty replacement/preservation.*

*Restore the Tanker Jetty for cruise ships.*



# The Shire's leadership within the community

## Addressing community concerns

Residents want an approachable, proactive and responsible leadership group that listens and acts in the best interests of the community.

*Recognise that its role is to 'serve' the community NOT dictate and exploit.*

*I would like to see honesty and integrity with some direction.*

*Overhaul the Shire Council members to get a fresh outlook.*

*Change of Councillors, CEO and direction, for the benefit of the community.*

*This Council is killing this town with its rules and arrogant policies. This is a small country town, not a huge city.*

*Educating Elected Councillors to allow them to best serve the community.*

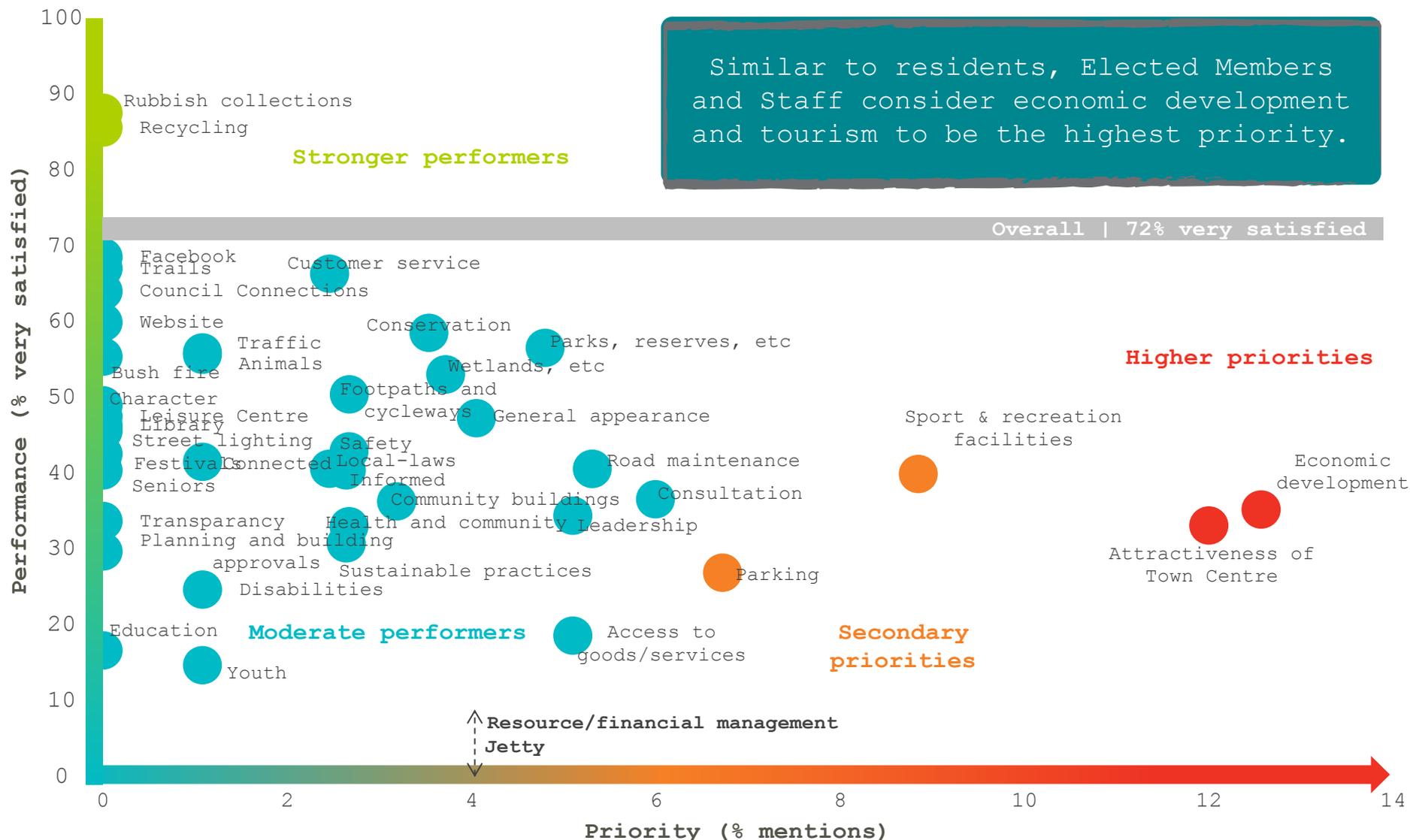
*Improve relationships with the people. Business owners, community groups, everyone. Actively be seen out and about attending community groups meetings, listening to people. To be seen as approachable...let's work together.*

*The Esperance Shire Councillors to date are doing a pretty poor job of keeping the Esperance area happy and united. Don't know what difference this survey will make. No-one took any notice of those past.*



# Elected Member and Staff Priorities

# Elected Member and Staff Priorities <sup>TM</sup>



Q. How satisfied are you with [SERVICE AREA]: Base: All respondents, excludes refused and don't know (n = varies) Q. Which areas would you most like the Shire of Esperance to focus on improving? Base: All respondents (n = 58)

Moving forward

## Moving forward

Residents love the Shire of Esperance as a place to live, but they are concerned with how the area is being governed.

The community would like the Shire to focus on 3 main priorities:

- 1. Better value for money with rates**
- 2. Improved financial sustainability**
- 3. Economic development and tourism**

The Shire may also like to focus on addressing concerns with leadership, sport and recreation facilities, roads and streetscapes. These areas are secondary priorities in the community and scores are below the industry averages.





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