

Community Perceptions 2013

December 2013



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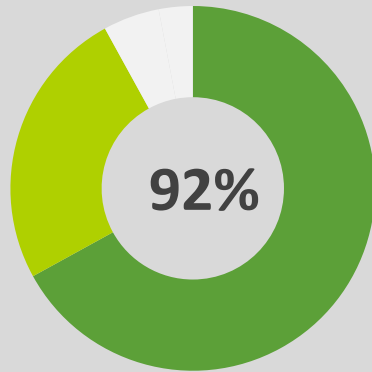
Strategic Insights

The Shire of Esperance is considered to be a great place to live

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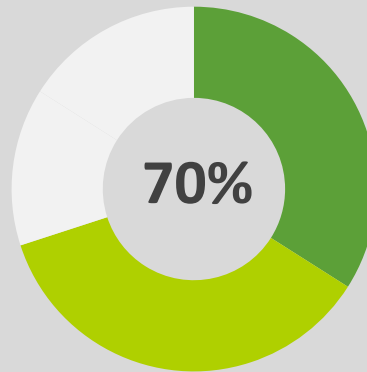
Overall satisfaction with the Shire of Esperance as a...

Place to live:



Delighted
8+ out of 10

Governing organisation:



Satisfied
6-7 out of 10

Other



Community perceptions of the Shire have improved significantly since 2011:

56% agree that Elected Members understand community needs (▲ from 43%)

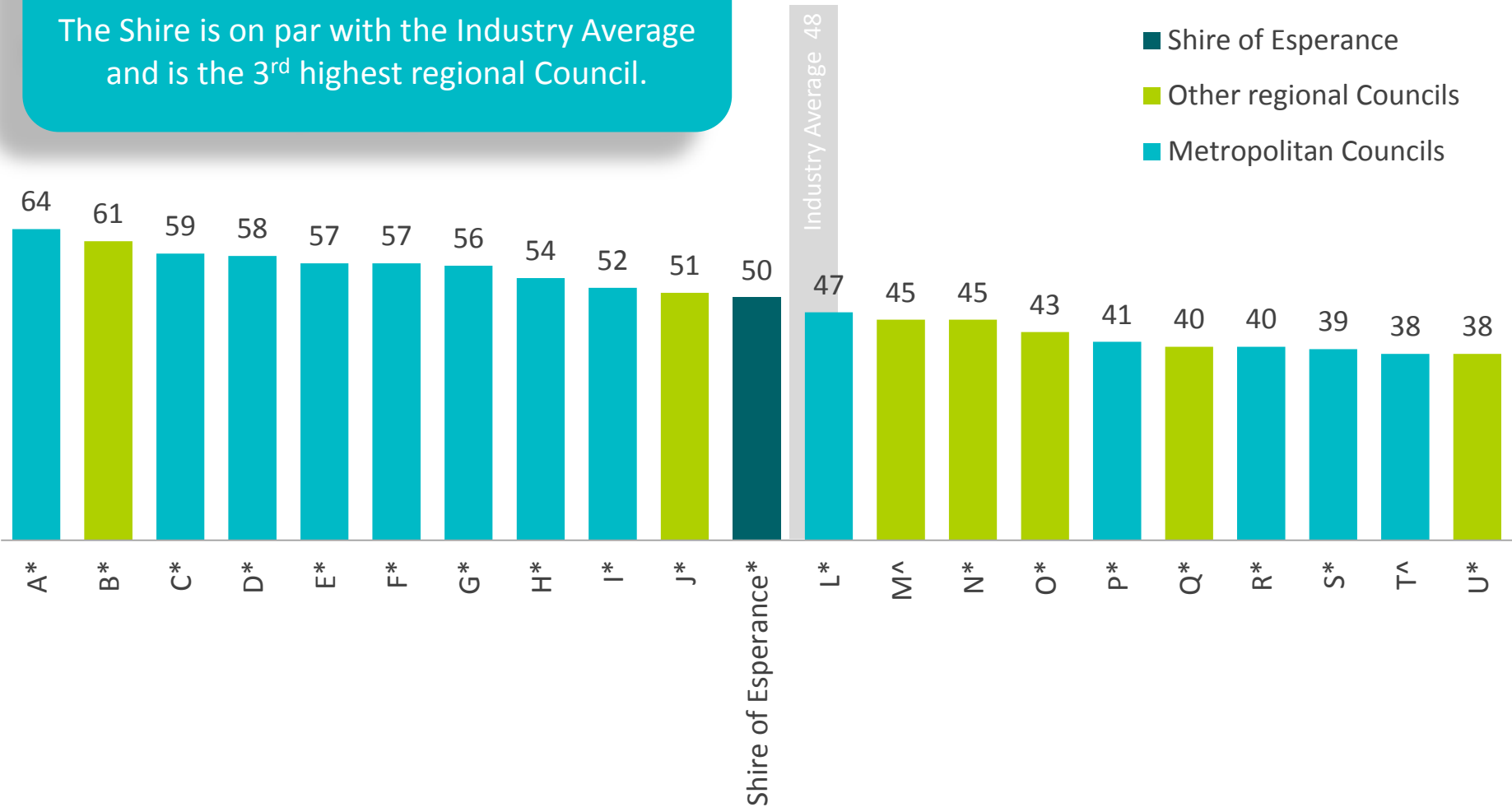
57% agree that staff understand community needs (▲ from 48%)

37% agree that a clear vision has been developed and communicated (▲ from 19%)

Overall satisfaction | the Shire's performance compared to others

.....

The Shire of Esperance is performing well!
The Shire is on par with the Industry Average
and is the 3rd highest regional Council.



* Average result for overall satisfaction with [INSERT COUNCIL] as a 'place to live' and as a 'governing organisation'.

^ Overall satisfaction with [INSERT COUNCIL]

Areas of improvement

.....

The Shire improved significantly in the following areas:

Council, services, policies & engagement

- Value for money from rates
- Developing and communicating a clear vision
- Elected Member understanding of community needs
- Staff understanding of community needs
- Shire's leadership within the community
- How the community is consulted about local issues
- How the community is informed about local issues
- Level of customer service
- Council Connections
- Shire's website

Environment, resource management & services

- Conservation and environmental management
- Local-laws relating to food, health, noise and pollution

Economy, infrastructure, systems and services

- Economic development, tourism and job creation
- Access to goods and services in the area
- The area's character and identity
- Planning and building approvals
- Community buildings, halls and toilets
- Management and control of traffic on local roads
- Streetscapes

Community, neighbourhoods, recreation & culture

- Safety and security
- Youth services and facilities
- Services and facilities for people with disabilities

CATALYSE® Industry Standards

Council Connections, the Shire's weekly page in the local newspaper, earned the Shire of Esperance an Industry Standard.

Compared to all other councils that asked this question, the Shire achieved the highest satisfaction rating.



Strategic Community Plan | Performance against KPIs

Social: Our community, neighbourhoods, recreation and culture

Shire of Esperance KPI	Community Perceptions Survey % satisfied (6-10 out of 10)	2011	2013	Trend
Community is accessible and inclusive	Opportunities to be included and connected to your community	NA	71	NA
Attractiveness of public open spaces	The general appearance of the local area	NA	78	NA
Attractiveness of Town Centres	Attractiveness of the Town Centre	NA	66	NA
Access to adequate medical facilities/services	Access to health and community services	NA	62	NA
Access to adequate education opportunities	Education and training opportunities	NA	66	NA
Safety and security in public places	Safety and security	58	71	▲
Accessibility to sport and recreation facilities	Sport and recreation facilities	73	73	=
Accessibility to arts and cultural facilities	Access to arts and cultural activities	NA	76	NA
	Festivals, events and cultural activities	71	76	=

Strategic Community Plan | Performance against KPIs

Environment: Our environment, resource management and services

Shire of Esperance KPI	Community Perceptions Survey	2011	2013	Trend
	% satisfied (6-10 out of 10)			
Shire's management of its natural assets (eg wetlands, coastline, hinterland)	Conservation and environmental management	58	72	▲
Access to the Shire's parks, reserves and trails	Parks, reserves and sporting grounds	75	77	▲
	Paths and trails	NA	82	NA
Environmental impacts are addressed in new developments	Council's efforts to promote and adopt sustainable practices	NA	68	NA

Economic: Our economy, infrastructure, systems and services

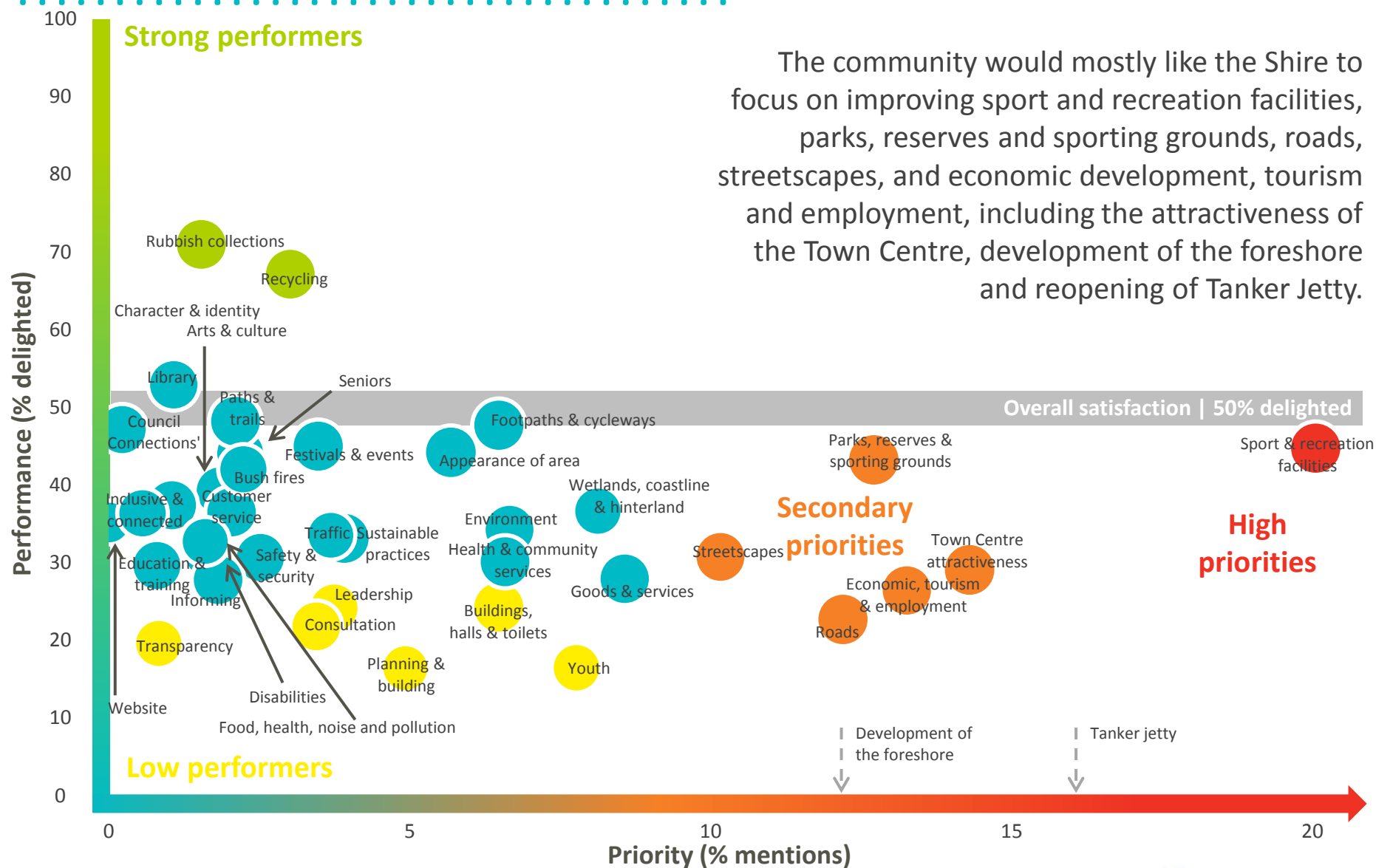
Shire of Esperance KPI	Community Perceptions Survey	2011	2013	Trend
	% satisfied (6-10 out of 10)			
Council and the Shire work actively towards promoting increased education opportunities	Education and training opportunities	NA	66	NA

Strategic Community Plan | Performance against KPIs

Civic leadership: Our Council, services, policies and engagement

Shire of Esperance KPI	Community Perceptions Survey	2011	2013	Trend
	% agree (somewhat / strongly)			
Council represents their community and provide strong leadership	Staff at the Shire of Esperance have a good understanding of our needs	48	57	▲
	Elected Members at the Shire of Esperance have a good understanding of our needs	43	56	▲
	% satisfied (6-10 out of 10)			
	Shire's leadership within the community	41	60	▲
Shire's ability to provide adequate services to meet the needs of the community	Overall satisfaction with the Shire of Esperance as a governing organisation	55	70	▲
Decision making process of Council and Shire is open and transparent	How open and transparent Council processes are	NA	45	NA
Are adequately communicated with	How the community is consulted about local issues	34	53	▲
	How the community is informed about local issues	42	63	▲
	Council Connections – the Shire's weekly page in the local newspaper	67	78	▲
	The Shire's website	54	64	▲
Quality of customer service received	Level of customer service	54	69	▲

Community Priorities TM



The community would mostly like the Shire to focus on improving sport and recreation facilities, parks, reserves and sporting grounds, roads, streetscapes, and economic development, tourism and employment, including the attractiveness of the Town Centre, development of the foreshore and reopening of Tanker Jetty.

Q. How satisfied are you with: Base: All respondents who provided a valid response (Residents 2013 n = varies)

Q. Which 5 areas would you MOST like the Shire of Irwin to focus on changing or improving? Base: All respondents (Residents 2013 n = xxx)

▼ Areas where satisfaction was not measured but were spontaneously mentioned by respondents as areas to focus on improving

Addressing Community Priorities

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Sport and recreation facilities

Residents are seeking an indoor sports stadium at the Greater Sports Grounds. Some regard current facilities to be inadequate, poor or unhygienic. Other priorities for residents include upgrading the Bay of Isles Leisure Centre and a skate park.

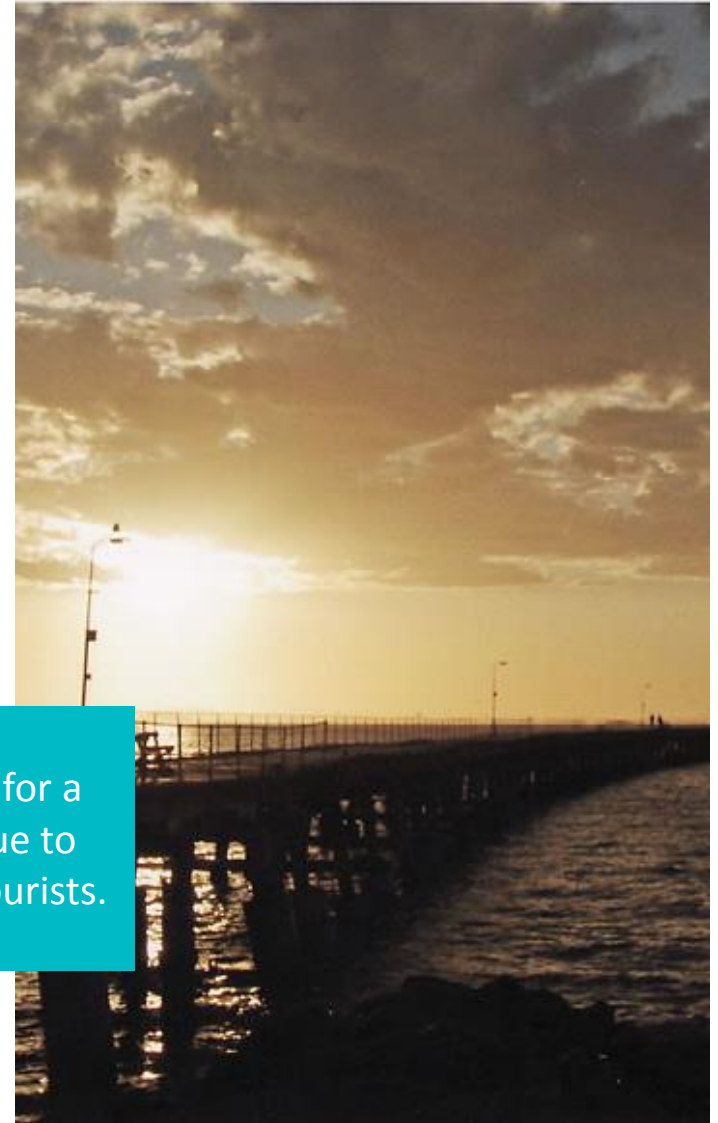


Addressing Community Priorities

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Tanker Jetty

The community would like the iconic jetty re-opened, or for a construction plan be put in place so the jetty can continue to provide recreational opportunities for locals and attract tourists.



Addressing Community Priorities

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Attractiveness of the Town Centre

The community would like to see the Town Centre revitalised. Some suggest improving the character by beautifying streetscapes, giving the town a theme or identity, providing a pedestrian mall along Andrew Street and cleaning up buildings and vacant blocks.

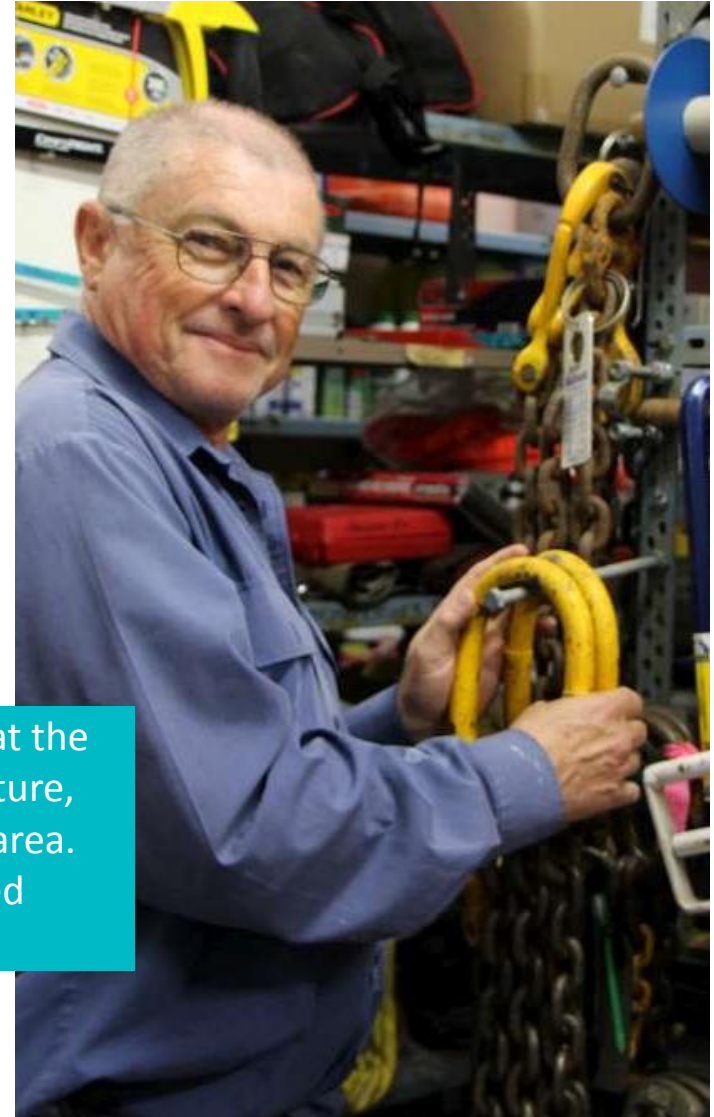


Addressing Community Priorities

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Economic development,
tourism and job creation

Tourism is seen as a priority with residents suggesting that the Council provide more attractions, commercial infrastructure, support for new business and further promotion of the area. There may also be opportunity to encourage increased commercial activity and extend retail trading hours.



Addressing Community Priorities

.....

Parks, reserves and sporting grounds

Families in particular would like to see more parks and improvements to existing parks. They suggest providing shade and upgrading playgrounds.



Addressing Community Priorities

.....

Development of the foreshore

Residents are seeking development of the foreshore area. Some would like to see the foreshore become a hub of commercial activity while others would like the area to be maintained as parkland or open space. Others would be happy for a combination of commercial and public open space.



Addressing Community Priorities

.....

Road maintenance and streetscapes

Improving unsealed and rural roads is a priority for those living in, and frequently travelling through, out-of-town areas. Some suggest streetscapes across the Shire also require attention while others highlight the entrances into Esperance as needing maintenance to make the area more attractive for visitors.



The study

The study

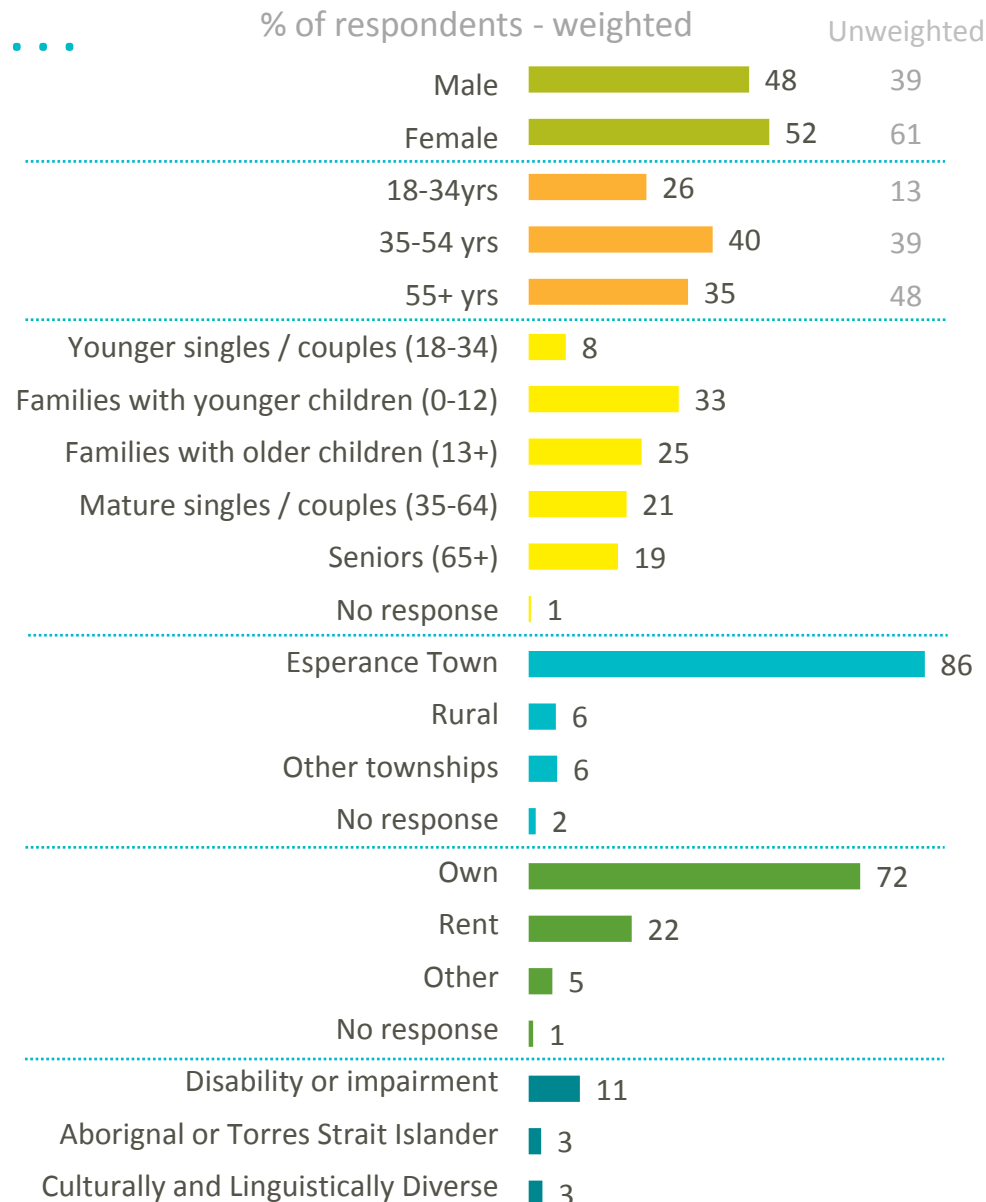
In November 2013, the Shire of Esperance administered the CATALYSE® Community Perceptions Survey.

Purpose: to better understand how local residents regard local services, facilities and developments and to evaluate community perceptions against key performance indicators in the Strategic Community Plan. This information aims to assist the Shire to develop strategies to meet community needs.

Methodology: the Shire mailed surveys to all residential properties in the area and promoted an online survey. 1,010 residents provided a complete survey, providing sampling precision of +/- 3.1% at the 95% confidence interval.

Historical comparisons are made against results from 2011.

As 77 surveys were completed by respondents from households with a Shire employee or Elected Member, these results were analysed separately as, being more informed about Shire activities, their responses often differ from the general population. The subset is referred to as 'Closely affiliated with the Shire' throughout this report.



Councils contributing to the CATALYSE® Industry Standards*

Metropolitan councils



Regional councils



* Industry Standards are provided when three or more Councils have asked the same question in the past 30 months

Overall perceptions

Overall satisfaction with Shire | as a place to live

RESIDENT SATISFACTION

% of respondents

Delighted (8+)

Satisfied (6+) 67 92

Neutral (5) 5

Dissatisfied (0-4) 3

Overall satisfaction with the Shire as a place to live is very high.

- 92% are satisfied including 67% who are delighted

Satisfaction is higher among seniors, those in other townships, home owners and CALD residents.

There is most room to improve perceptions among younger singles and couples.

INDUSTRY STANDARDS

Council Score 67

Industry High 83

Industry Average 62

% of respondents

Delighted

Dissatisfied

Younger singles / couples (18-34)	48%	▼	5%
Families with younger children (0-12)	63%		2%
Families with older children (13+)	64%		3%
Older singles / couples (35-64)	66%		6%
Seniors (65+)	85%	▲	3%
Esperance Town	66%		4%
Rural	68%		1%
Other townships	82%	▲	0%
Own	70%	▲	3%
Rent	59%		6%
Culturally and Linguistically Diverse	79%	▲	4%
Closely affiliated with the Shire*	67%		0%

SATISFACTION HISTORY

2013 92

2011: Overall satisfaction 2011 55

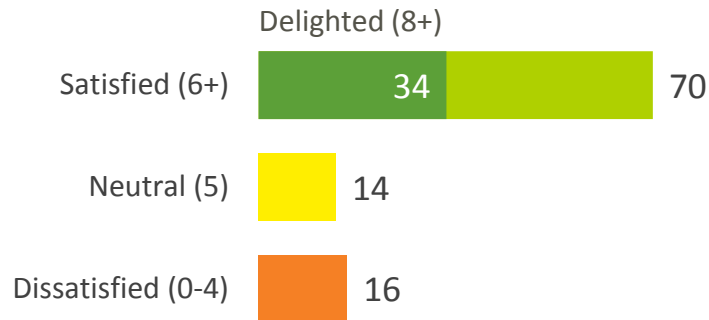
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Overall, how satisfied are you with the Shire of Esperance as a place to live? Please give a rating out of 10, where 10 is totally satisfied and 0 is totally dissatisfied. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 800; 2013 Residents n = 1003; 2013 Closely affiliated with the Shire = 76) *Excluded from total resident sample

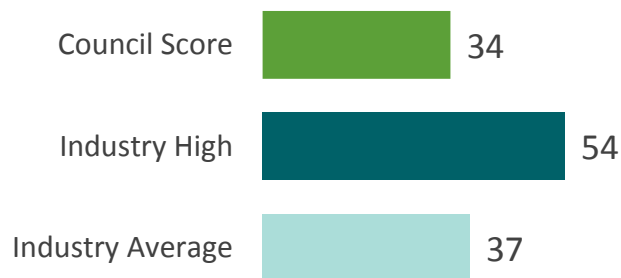
Overall satisfaction with Shire | as a governing organisation

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Overall satisfaction with the Shire as a governing organisation is relatively high.

- 70% are satisfied
- 16% are dissatisfied

Satisfaction is higher among females, seniors and those closely affiliated with the Shire.

Views appear to be more divided among younger singles and couples.

There is most room to improve perceptions among families with older children, older singles and couples, and Aboriginal or Torres Strait Islander residents.

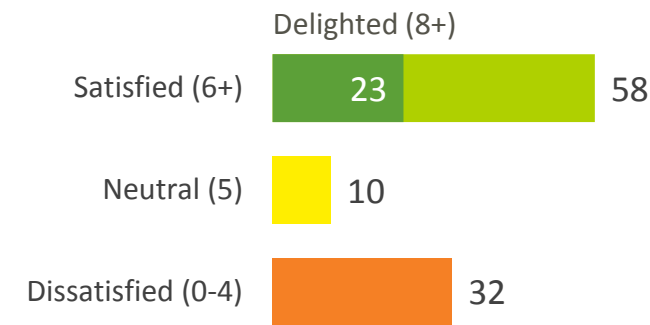
% of respondents	Delighted	Dissatisfied
Male	30%	17%
Female	36% ▲	14%
Younger singles / couples (18-34)	42%	22%
Families with younger children (0-12)	28%	12%
Families with older children (13+)	29%	18% ▲
Older singles / couples (35-64)	28%	21% ▲
Seniors (65+)	49% ▲	11%
Esperance Town	34%	17% ▲
Rural	35%	6%
Other townships	26%	11%
Aboriginal or Torres Strait Islander^	31%	48% ▲
Closely affiliated with the Shire*	42% ▲	8%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

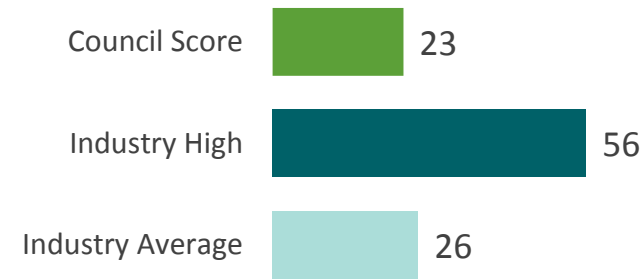
Q. How satisfied are you with the Shire of Esperance, the organisation that governs the local area? Please give a rating out of 10, where 10 is totally satisfied and 0 is totally dissatisfied. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 800; 2013 Residents n = 993; 2013 Closely affiliated with the Shire = 77) *Excluded from total resident sample

Value for money from rates

RESIDENT SATISFACTION % of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Although satisfaction with value for money from rates is up significantly from 2011, it remains moderate.

- 58% are satisfied, up 15% points
- 32% are dissatisfied

Satisfaction is higher among seniors and those closely affiliated with the Shire.

There is most room to improve perceptions among older singles and couples, and those with a disability or impairment.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	17%	37%
Families with younger children (0-12)	20%	33%
Families with older children (13+)	18%	32%
Older singles / couples (35-64)	18%	41% ▲
Seniors (65+)	41% ▲	19%
Disability or impairment	22%	42% ▲
Closely affiliated with the Shire*	54% ▲	14%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

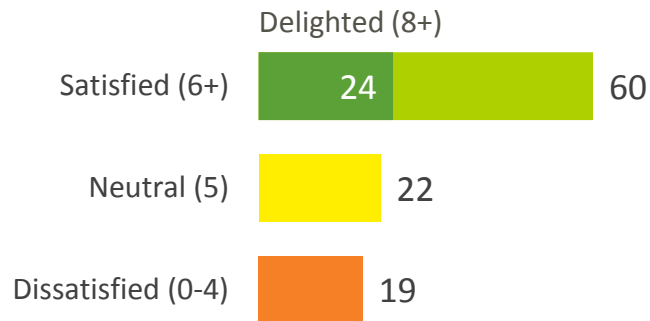
Q. How satisfied are you with the value for money you get from your rates? If you do not pay rates in your household please select 'not applicable'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 665; 2013 Residents n = 813; 2013 Closely affiliated with the Shire = 56) *Excluded from total resident sample

Civic leadership: our
Council, services, policies
and engagement

The Shire's leadership within the community

RESIDENT SATISFACTION

% of respondents



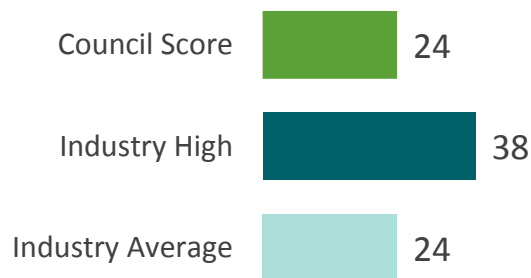
Satisfaction is now moderate, up significantly from 2011.

- 60% are satisfied
- 19% are dissatisfied

Satisfaction is higher among females, seniors and those closely affiliated with the Shire.

There is most room to improve perceptions among Aboriginal and Torres Strait Islander residents.

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Male	19%	20%
Female	29% ▲	17%
Younger singles / couples (18-34)	29%	23%
Families with younger children (0-12)	19%	15%
Families with older children (13+)	18%	22%
Older singles / couples (35-64)	22%	23%
Seniors (65+)	40% ▲	13%
Aboriginal or Torres Strait Islander^	12%	41% ▲
Closely affiliated with the Shire*	40% ▲	15%

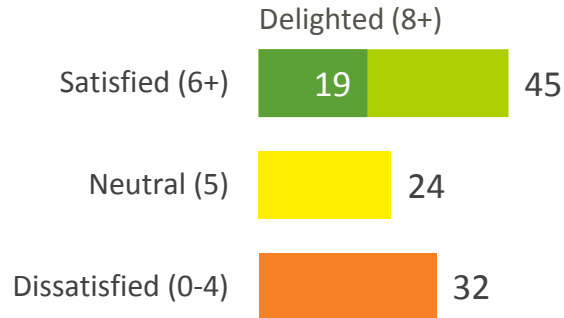
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 739; 2013 Residents n = 899; 2013 Closely affiliated with the Shire = 72) *Excluded from total resident sample

How open and transparent Council processes are

RESIDENT SATISFACTION

% of respondents



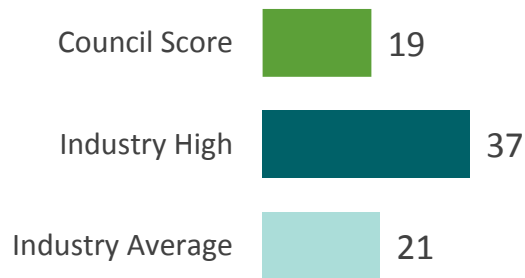
Satisfaction is low.

- 45% are satisfied
- 32% are dissatisfied

Satisfaction is higher among seniors and those closely affiliated with the Shire.

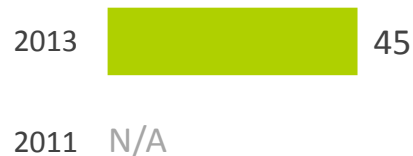
There is most room to improve perceptions among families with older children, older singles and couples and those in other townships.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	24%	18% ▲
Families with younger children (0-12)	14%	30%
Families with older children (13+)	13%	39% ▲
Older singles / couples (35-64)	21%	39% ▲
Seniors (65+)	32% ▲	23%
Esperance Town	19%	32%
Rural	28%	23%
Other townships	27%	38% ▲
Closely affiliated with the Shire*	40% ▲	11%

SATISFACTION HISTORY



▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2013 Residents n = 840; 2013 Closely affiliated with the Shire = 70) *Excluded from total resident sample

The Shire of Esperance has developed and communicated a clear vision for the Shire

I am fairly clear about what the Shire is going to look and feel like in 10 years time

37% agree that the Shire has developed and communicated a clear vision for the Shire, up 18% points since 2011.

- However, 32% continue to disagree

Seniors and those closely affiliated with the Shire are most likely to agree.

Younger singles and couples, renters and Aboriginal and Torres Strait Islander residents are most likely to disagree.

% of respondents	Agree	Disagree
Younger singles / couples (18-34)	39%	39% ▲
Families with younger children (0-12)	36%	34%
Families with older children (13+)	34%	34%
Older singles / couples (35-64)	36%	34%
Seniors (65+)	45% ▲	19%
Own	37%	30%
Rent	39%	38% ▲
Aboriginal or Torres Strait Islander^	33%	62% ▲
Closely affiliated with the Shire*	55% ▲	21%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

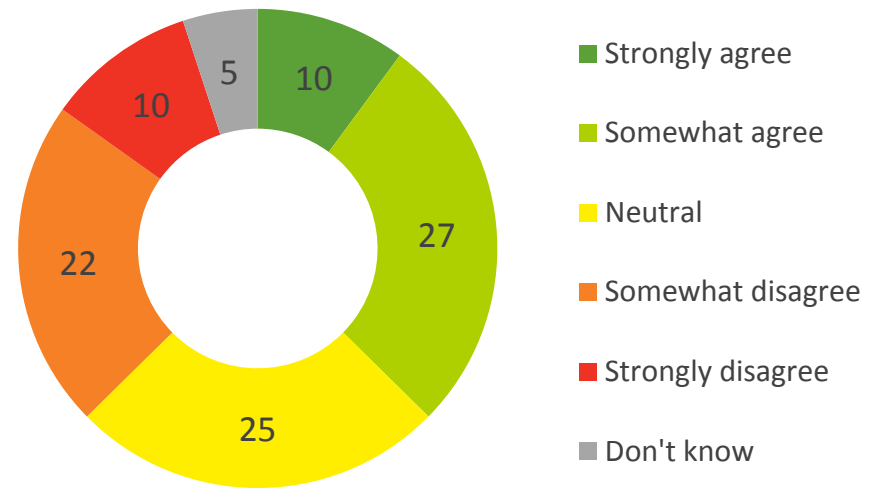
Q. Do you agree or disagree with the following statements?

Base: All respondents who provided a valid response (2011 n = 806; 2013 Residents n = 1052; 2013 Closely affiliated with the Shire = 76)

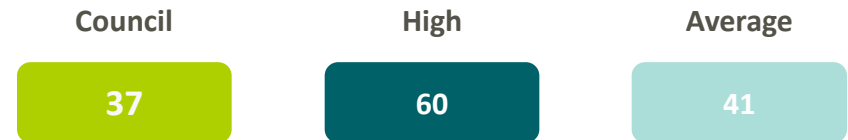
*Excluded from total resident sample

COMMUNITY PERSPECTIVES

% of respondents



INDUSTRY COMPARISONS: % total agree



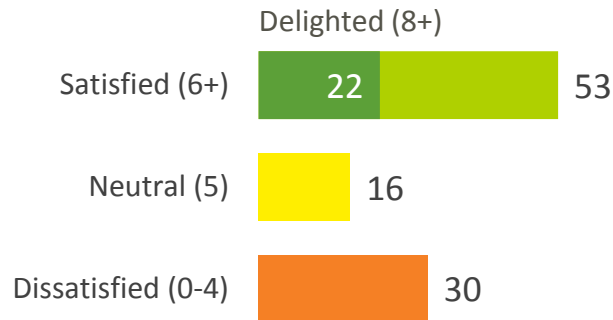
HISTORY: % total agree



How the community is consulted about local issues

RESIDENT SATISFACTION

% of respondents



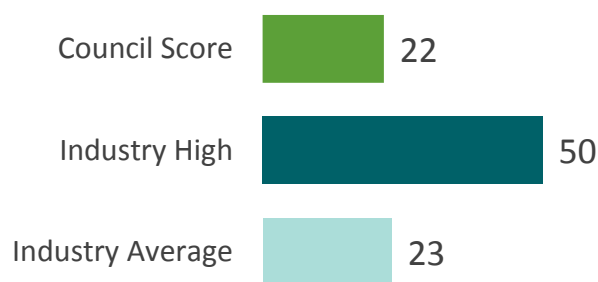
Satisfaction is up significantly from 2011, now at moderate levels.

- 53% are satisfied
- 30% are dissatisfied

Satisfaction is higher among seniors and those closely affiliated with the Shire.

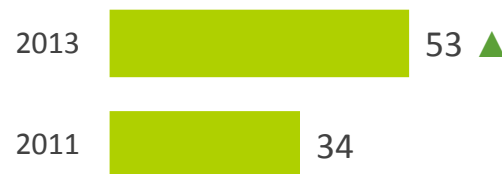
There is most room to improve perceptions among older singles and couples, those living in townships, and Aboriginal or Torres Strait Islander residents.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	20%	24%
Families with younger children (0-12)	20%	30%
Families with older children (13+)	17%	33%
Older singles / couples (35-64)	22%	36%
Seniors (65+)	32%	25%
Esperance Town	22%	31%
Rural	25%	19%
Other townships	15%	30%
Aboriginal or Torres Strait Islander^	9%	49%
Closely affiliated with the Shire*	41%	12%

SATISFACTION HISTORY



▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 756; 2013 Residents n = 935; 2013 Closely affiliated with the Shire = 73) *Excluded from total resident sample

Staff at the Shire of Esperance have a good understanding of our needs

57% agree that staff have a good understanding of their needs, up 9% points.

- 18% disagree

Seniors, those in Esperance Town and those closely affiliated with the Shire are most likely to agree.

Aboriginal and Torres Strait Islander residents are most likely to disagree.

% of respondents	Agree	Disagree
Younger singles / couples (18-34)	59%	17%
Families with younger children (0-12)	57%	17%
Families with older children (13+)	58%	17%
Older singles / couples (35-64)	54%	21%
Seniors (65+)	62%▲	16%
Esperance Town	59%▲	17%
Rural	46%	21%
Other townships	51%	22%
Aboriginal or Torres Strait Islander^	61%	39%▲
Closely affiliated with the Shire*	75%▲	8%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

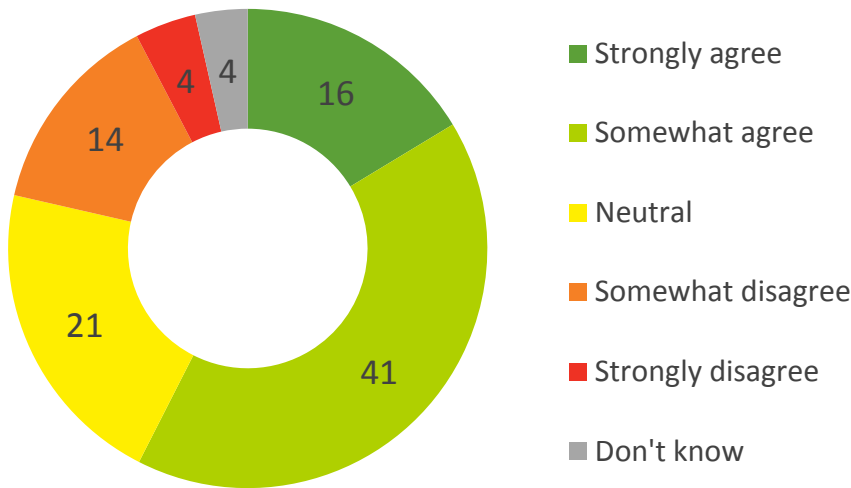
Q. Do you agree or disagree with the following statements?

Base: All respondents who provided a valid response (2011 n = 805; 2013 Residents n = 1049; 2013 Closely affiliated with the Shire = 77)

*Excluded from total resident sample

COMMUNITY PERSPECTIVES

% of respondents



INDUSTRY COMPARISONS: % total agree



HISTORY: % total agree



Elected Members at the Shire of Esperance (the Councillors) have a good understanding of our needs

56% agree that Elected Members have a good understanding of their needs, up 13% points.

- 18% disagree

Families with older children, seniors and those closely affiliated with the Shire are most likely to agree.

Aboriginal and Torres Strait Islander residents are most likely to disagree.

% of respondents	Agree	Disagree
Younger singles / couples (18-34)	43%	11%
Families with younger children (0-12)	54%	19%
Families with older children (13+)	62% ▲	17%
Older singles / couples (35-64)	54%	22%
Seniors (65+)	61% ▲	16%
Aboriginal or Torres Strait Islander^	41%	39% ▲
Closely affiliated with the Shire*	75% ▲	8%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

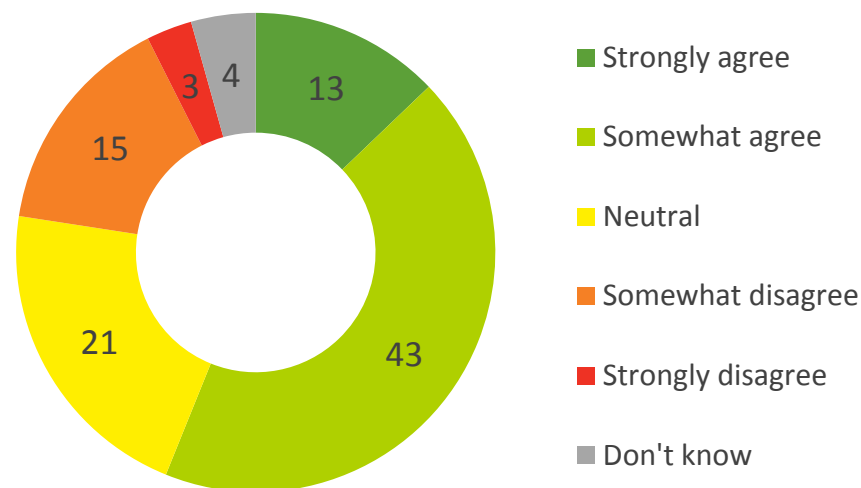
Q. Do you agree or disagree with the following statements?

Base: All respondents who provided a valid response (2011 n = 804; 2013 Residents n = 1055; 2013 Closely affiliated with the Shire = 76)

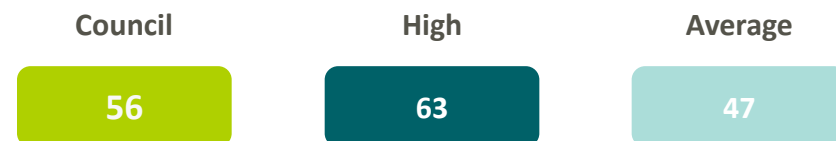
*Excluded from total resident sample

COMMUNITY PERSPECTIVES

% of respondents



INDUSTRY COMPARISONS: % total agree



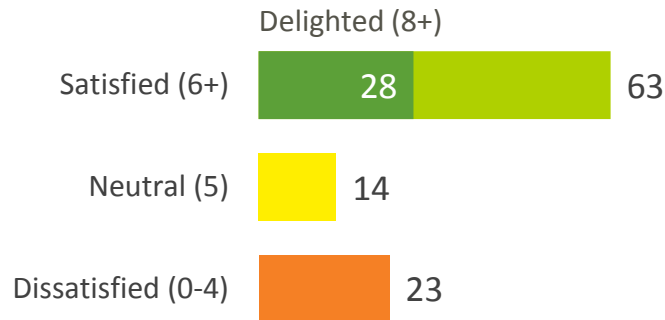
HISTORY: % total agree



How the community is informed about local issues

RESIDENT SATISFACTION

% of respondents



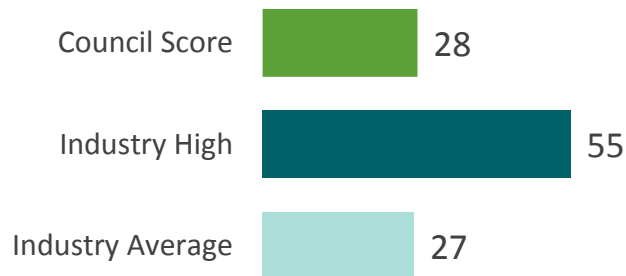
Satisfaction is now moderate, up significantly from 2011.

- 63% are satisfied
- 23% are dissatisfied

Satisfaction is higher among seniors and those closely affiliated with the Shire.

There is most room to improve perceptions among families with children, older singles and couples, those with a disability or impairment and Aboriginal and Torres Strait Islander residents.

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	27%	12%
Families with younger children (0-12)	27%	25% ▲
Families with older children (13+)	22%	28% ▲
Older singles / couples (35-64)	25%	26% ▲
Seniors (65+)	39% ▲	17%
Esperance Town	28%	24%
Rural	25%	12% ▼
Other townships	28%	26%
Disability or impairment	25%	33% ▲
Aboriginal or Torres Strait Islander^	9%	31% ▲
Closely affiliated with the Shire*	42% ▲	16%

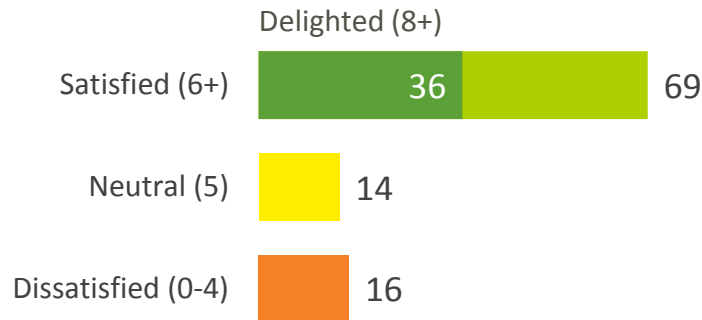
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 777; 2013 Residents n = 953; 2013 Closely affiliated with the Shire = 73) *Excluded from total resident sample

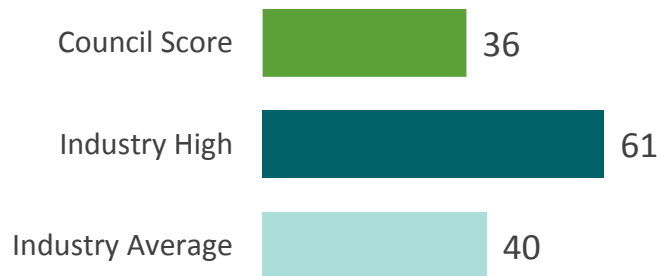
Level of customer service

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is moderate and is up significantly from 2011.

- 69% are satisfied
- 16% are dissatisfied

Satisfaction is higher among seniors and those closely affiliated with the Shire.

There is most room to improve perceptions among younger singles and couples, those with a disability or impairment and Aboriginal and Torres Strait Islander residents.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	29%	34% ▲
Families with younger children (0-12)	31%	14%
Families with older children (13+)	38%	18%
Older singles / couples (35-64)	32%	18%
Seniors (65+)	50% ▲	10%
Esperance Town	36%	16%
Rural	36%	8% ▼
Other townships	36%	15%
Disability or impairment	34%	27% ▲
Aboriginal or Torres Strait Islander^	22%	26% ▲
Closely affiliated with the Shire*	59% ▲	7%

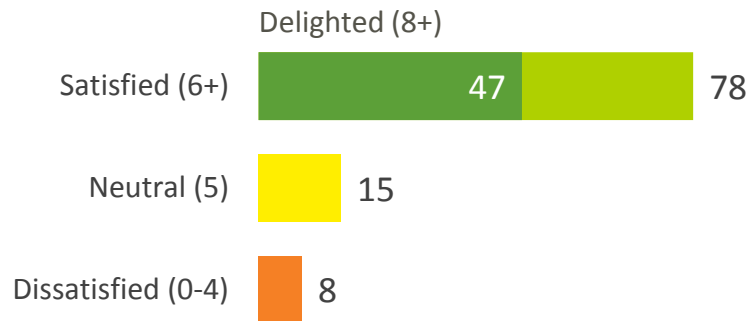
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 764; 2013 Residents n = 956; 2013 Closely affiliated with the Shire = 74) *Excluded from total resident sample

Council Connections – the Shire’s weekly page in the local newspaper

RESIDENT SATISFACTION

% of respondents



Satisfaction is now relatively high, up significantly from 2011 and the Shire has achieved the Industry High.

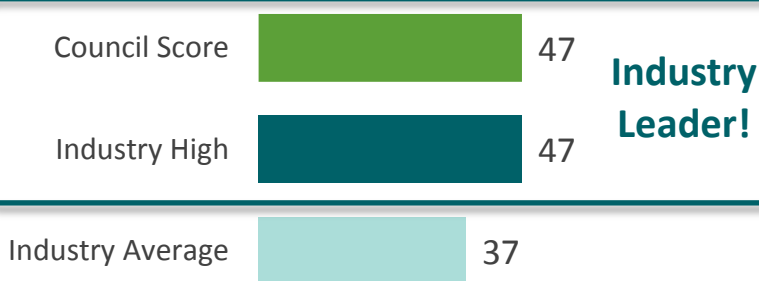
- 78% are satisfied including 47% who are delighted

Satisfaction is higher among females, seniors and those closely affiliated with the Shire.

CALD residents also show lower dissatisfaction.

There is most room to improve perceptions among families with older children.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Male	41%	8%
Female	52% ▲	8%
Younger singles / couples (18-34)	35%	4%
Families with younger children (0-12)	42%	7%
Families with older children (13+)	45%	11% ▲
Older singles / couples (35-64)	46%	8%
Seniors (65+)	63% ▲	5%
Culturally and Linguistically Diverse^	47%	0% ▼
Closely affiliated with the Shire*	60% ▲	4%

SATISFACTION HISTORY



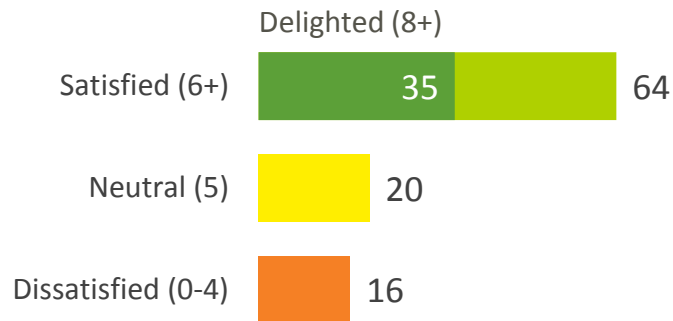
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 725; 2013 Residents n = 903; 2013 Closely affiliated with the Shire = 72) *Excluded from total resident sample

The Shire's website

RESIDENT SATISFACTION

% of respondents



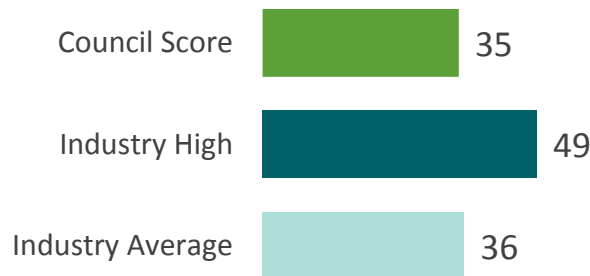
Satisfaction is moderate and is up significantly from 2011.

- 64% are satisfied
- 16% are dissatisfied

Satisfaction is higher among younger singles and couples, seniors and those closely affiliated with the Shire.

There is most room to improve perceptions among those in Esperance Town, and Aboriginal and Torres Strait Islander residents.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	46% ▲	18%
Families with younger children (0-12)	30%	18%
Families with older children (13+)	33%	14%
Older singles / couples (35-64)	35%	19%
Seniors (65+)	42% ▲	11%
Esperance Town	34%	18% ▲
Rural	43%	5%
Other townships	44%	9%
Aboriginal or Torres Strait Islander^	20%	26% ▲
Closely affiliated with the Shire*	52% ▲	16%

SATISFACTION HISTORY

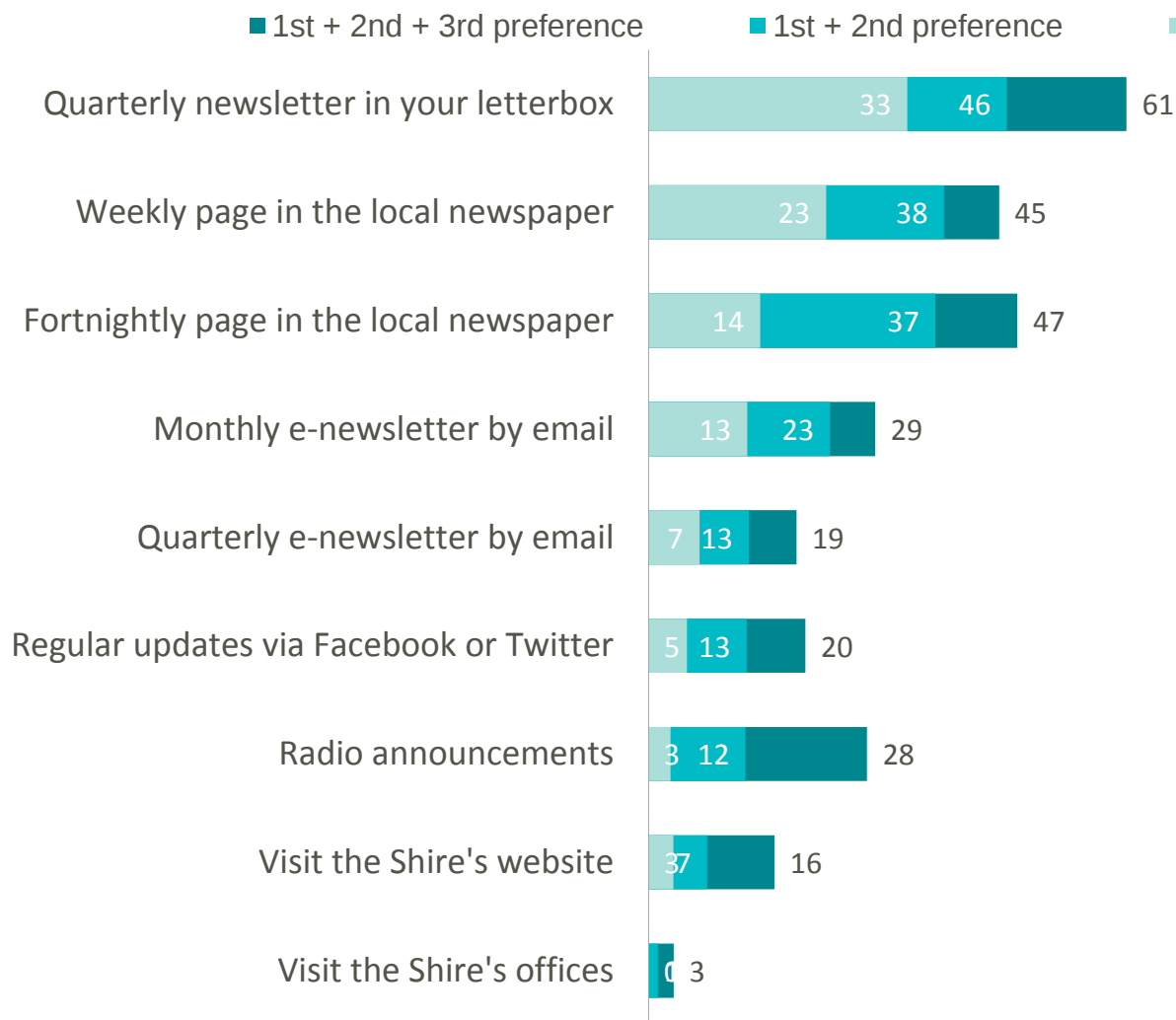


▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 496; 2013 Residents n = 659; 2013 Closely affiliated with the Shire = 63) *Excluded from total resident sample

Preference for communication channels

% of respondents



Direct mail is the preferred channel

There is a stronger preference for a weekly page in the local newspaper over a fortnightly page

Monthly e-newsletters preferred over quarterly e-newsletters

Social media, radio announcements and updates on the Shire's website are generally seen as lower priority communication channels

Q. How would you prefer to receive information and updates from the Shire of Esperance in future? Please select your top 3 preferences by selecting one option in each column. Base: All respondents who provided a valid response (Residents 2013 n = 949; 2013 Closely affiliated with the Shire = xxx) *Excluded from total resident sample

Preference for communication channels | Among community segments

% of respondents selecting channel (all mentions)

% of respondents	Quarterly newsletter in letterbox	Weekly page in local newspaper	Fortnightly page in local newspaper	Monthly e-newsletter by email	Quarterly e-newsletter by email
Male	60%	51% ▲	44%	32%	21%
Female	62%	42%	52% ▲	29%	21%
Younger singles / couples (18-34)	30%	65% ▲	30%	28%	16%
Families with younger children (0-12)	63% ▲	43%	48% ▲	36%	28% ▲
Families with older children (13+)	60% ▲	55% ▲	48% ▲	34%	23% ▲
Older singles / couples (35-64)	63% ▲	45%	51% ▲	29%	20% ▲
Seniors (65+)	69% ▲	39%	55% ▲	24%	11%
Esperance Town	62%	46%	49%	30%	21%
Rural	54%	46%	47%	34%	26%
Other townships	59%	54%	37%	35%	21%
Own	63%	44%	53% ▲	31%	23%
Rent	57%	52% ▲	35%	29%	19%
Disability or impairment	67%	50%	44%	25%	14%
Aboriginal or Torres Strait Islander^	53%	56%	66% ▲	21%	6% ▼
Culturally and Linguistically Diverse	67%	36%	54%	44%	24%
Closely affiliated with the Shire*	50% ▼	50%	39%	32%	22%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. How would you prefer to receive information and updates from the Shire of Esperance in future? Please select your top 3 preferences by selecting one option in each column. Base: All respondents who provided a valid response (Residents 2013 n = 949; 2013 Closely affiliated with the Shire = xxx) *Excluded from total resident sample

Preference for communication channels

% of respondents selecting channel (all mentions)

% of respondents	Regular updates via Facebook or Twitter	Radio announcements	Visit the Shire's website	Visit the Shire's offices
Male	18%	32%	20%	8%
Female	26% ▲	28%	18%	4%
Younger singles / couples (18-34)	37%	35% ▲	33% ▲	0% ▼
Families with younger children (0-12)	37%	26%	17%	6%
Families with older children (13+)	20%	25%	19%	8%
Older singles / couples (35-64)	17%	31%	25% ▲	5%
Seniors (65+)	5%	38% ▲	12%	8%
Esperance Town	21%	30% ▲	19%	6%
Rural	22%	33% ▲	15%	16% ▲
Other townships	39% ▲	17%	15%	1%
Own	19%	29%	18%	6%
Rent	32% ▲	34%	16%	3%
Disability or impairment	17%	23%	15%	8%
Aboriginal or Torres Strait Islander^	19%	40%	8% ▼	6%
Culturally and Linguistically Diverse	24%	22%	21%	5%
Closely affiliated with the Shire*	35% ▲	23%	26%	4%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

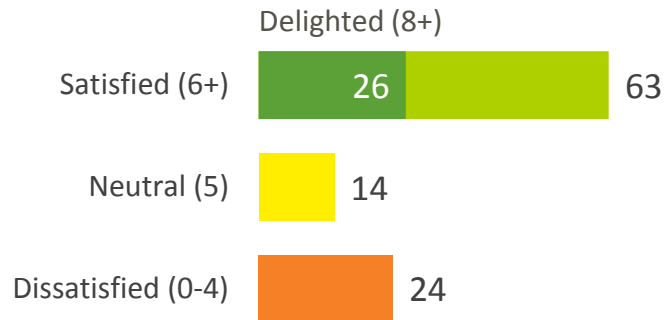
Q. How would you prefer to receive information and updates from the Shire of Esperance in future? Please select your top 3 preferences by selecting one option in each column. Base: All respondents who provided a valid response (Residents 2013 n = 949; 2013 Closely affiliated with the Shire = xxx) *Excluded from total resident sample

Economic: our economy,
infrastructure, systems and services

Economic development, tourism and job creation

RESIDENT SATISFACTION

% of respondents



Satisfaction is now moderate, up significantly from 2011.

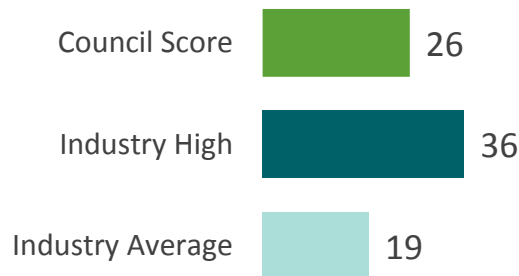
The community has identified this as a key area to continue improving.

- 63% are satisfied
- 24% are dissatisfied

Satisfaction is higher among seniors.

There is most room to improve perceptions among renters and Aboriginal or Torres Strait Islander residents.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	31%	30%
Families with younger children (0-12)	25%	24%
Families with older children (13+)	22%	28%
Older singles / couples (35-64)	21%	25%
Seniors (65+)	36% ▲	15%
Own	24%	23%
Rent	28%	30% ▲
Aboriginal or Torres Strait Islander^	6%	46% ▲
Closely affiliated with the Shire*	34%	18%

SATISFACTION HISTORY



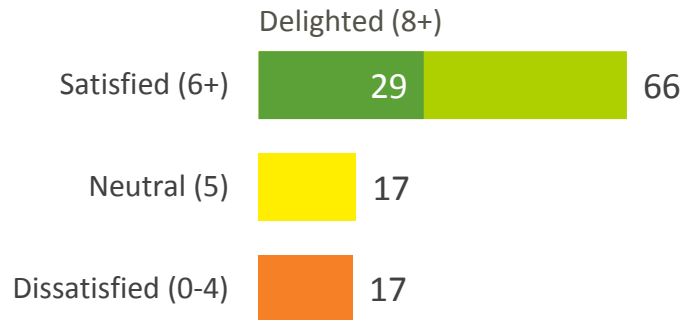
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 765; 2013 Residents n = 945; 2013 Closely affiliated with the Shire = 74) *Excluded from total resident sample

Education and training opportunities

RESIDENT SATISFACTION

% of respondents



Satisfaction is moderate.

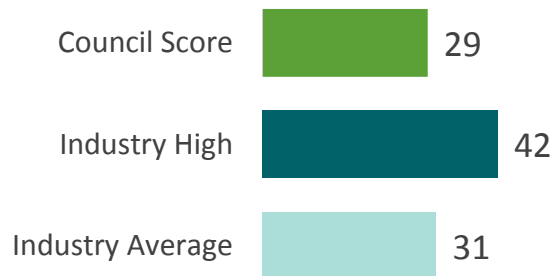
- 66% are satisfied
- 17% are dissatisfied

Satisfaction is higher among seniors and Aboriginal and Torres Strait Islander residents.

There is most room to improve perceptions among females and those in Esperance Town.

Views appear to be more divided among those in Esperance Town.

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Male	30%	14%
Female	29%	19% ▲
Younger singles / couples (18-34)	31%	18%
Families with younger children (0-12)	27%	16%
Families with older children (13+)	21%	20%
Older singles / couples (35-64)	26%	23%
Seniors (65+)	47% ▲	8%
Esperance Town	30%	18% ↔
Rural	32%	9%
Other townships	18%	15%
Aboriginal or Torres Strait Islander^	50% ▲	15%
Closely affiliated with the Shire*	31%	27%

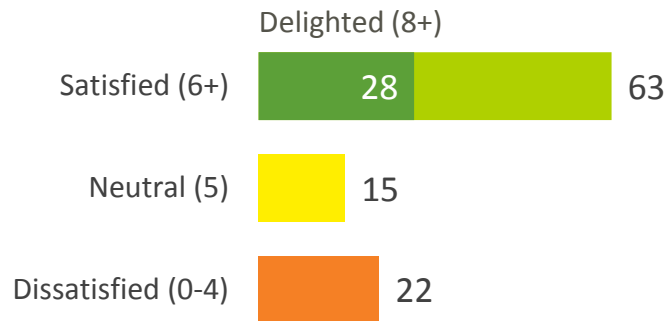
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2013 Residents n = 903; 2013 Closely affiliated with the Shire = 70) *Excluded from total resident sample

Access to goods and services in the area

RESIDENT SATISFACTION

% of respondents



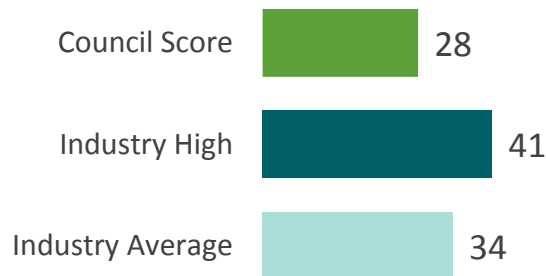
Satisfaction is moderate and up significantly from 2011.

- 63% are satisfied
- 22% are dissatisfied

Satisfaction is higher among seniors.

There is most room to improve perceptions among females, families with older children, those in rural areas and home owners.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Male	28%	17%
Female	27%	26% ▲
Younger singles / couples (18-34)	28%	19%
Families with younger children (0-12)	19%	22%
Families with older children (13+)	24%	28% ▲
Older singles / couples (35-64)	26%	24%
Seniors (65+)	45% ▲	11%
Esperance Town	28%	21%
Rural	26%	31% ▲
Other townships	26%	13%
Own	29%	23% ▲
Rent	23%	16%
Closely affiliated with the Shire*	33%	25%

SATISFACTION HISTORY



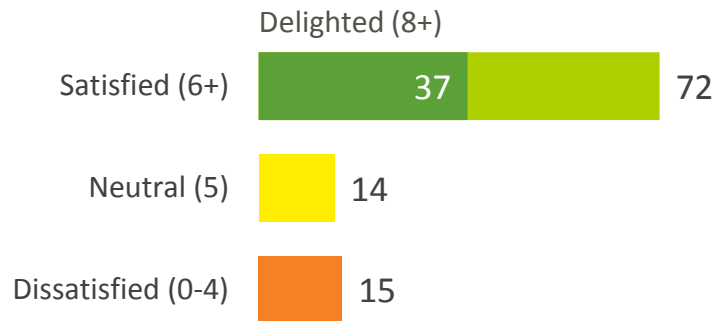
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 768; 2013 Residents n = 952; 2013 Closely affiliated with the Shire = 72) *Excluded from total resident sample

The area's character and identity

RESIDENT SATISFACTION

% of respondents



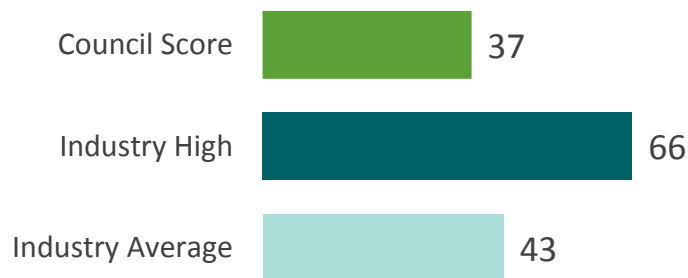
Satisfaction is now relatively high, up significantly from 2011.

- 72% are satisfied

Satisfaction is higher among younger singles and couples, and seniors.

There is most room to improve perceptions among families with older children, those in Esperance Town and home owners.

INDUSTRY STANDARDS



% of respondents

	Delighted	Dissatisfied
Younger singles / couples (18-34)	48% ▲	5%
Families with younger children (0-12)	34%	15%
Families with older children (13+)	31%	21% ▲
Older singles / couples (35-64)	34%	16%
Seniors (65+)	48% ▲	11%
Esperance Town	37%	16% ▲
Rural	39%	5%
Other townships	48%	10%
Own	36%	17% ▲
Rent	42%	11%
Closely affiliated with the Shire*	47%	9%

SATISFACTION HISTORY



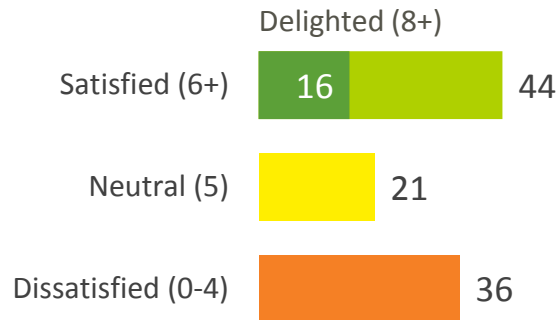
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 766; 2013 Residents n = 939; 2013 Closely affiliated with the Shire = 74) *Excluded from total resident sample

Planning and building approvals

RESIDENT SATISFACTION

% of respondents



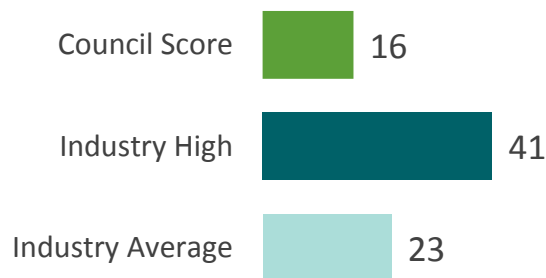
Satisfaction is low, however there has been significant improvement since 2011.

- 44% are satisfied
- 36% are dissatisfied

Satisfaction is higher among younger singles and couples, seniors and those closely affiliated with the Shire.

There is most room to improve perceptions among families with older children.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	29% ▲	24%
Families with younger children (0-12)	13%	35%
Families with older children (13+)	11%	46% ▲
Older singles / couples (35-64)	14%	39%
Seniors (65+)	23% ▲	29%
Closely affiliated with the Shire*	29% ▲	20%

SATISFACTION HISTORY



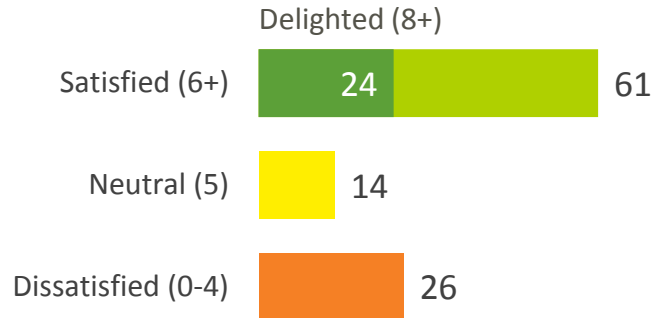
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 648; 2013 Residents n = 789; 2013 Closely affiliated with the Shire = 55) *Excluded from total resident sample

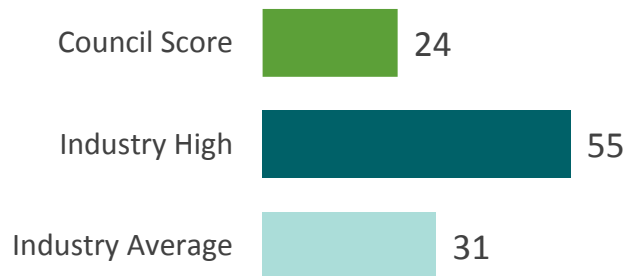
Community buildings, halls and toilets

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is moderate and is up significantly from 2011.

- 61% are satisfied
- 26% are dissatisfied

Satisfaction is higher among seniors and CALD residents.

There is most room to improve perceptions among families with children, younger singles and couples, those in Esperance Town and Aboriginal and Torres Strait Islander residents.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	31%	29% ▲
Families with younger children (0-12)	14%	31% ▲
Families with older children (13+)	14%	32% ▲
Older singles / couples (35-64)	30%	25%
Seniors (65+)	42% ▲	13%
Esperance Town	25%	27% ▲
Rural	24%	19%
Other townships	18%	17%
Aboriginal or Torres Strait Islander^	11%	30% ▲
Culturally and Linguistically Diverse	41% ▲	14%
Closely affiliated with the Shire*	33%	25%

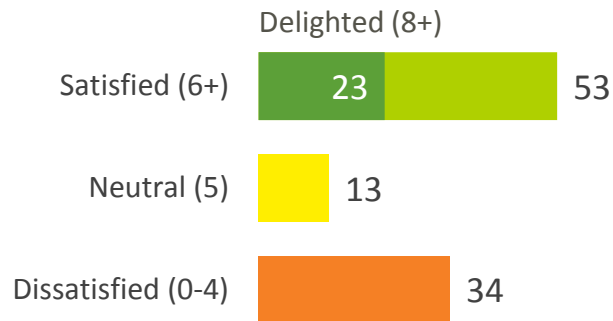
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 789; 2013 Residents n = 971; 2013 Closely affiliated with the Shire = 73) *Excluded from total resident sample

Road maintenance

RESIDENT SATISFACTION

% of respondents

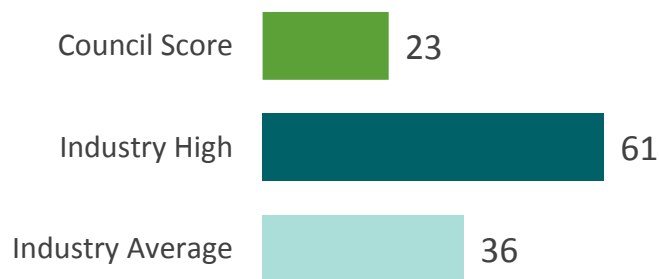


Satisfaction is moderate. The community has identified this as a key area to focus on improving.

- 53% are satisfied
- 34% are dissatisfied

Satisfaction is higher among seniors and CALD residents. There is most room to improve perceptions among those in rural areas, Aboriginal and Torres Strait Islander residents and families with children.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	27%	36%
Families with younger children (0-12)	15% ▼	39%
Families with older children (13+)	16% ▼	39%
Older singles / couples (35-64)	23%	35%
Seniors (65+)	40% ▲	19%
Esperance Town	24%	32%
Rural	17%	52% ▲
Other townships	17%	37%
Aboriginal or Torres Strait Islander^	19%	57% ▲
Culturally and Linguistically Diverse	42% ▲	23%
Closely affiliated with the Shire*	30%	24%

SATISFACTION HISTORY



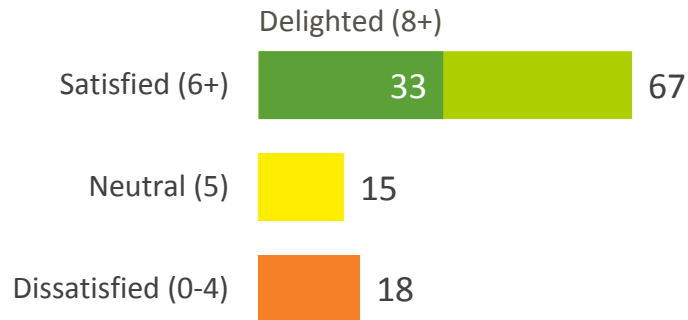
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 797; 2013 Residents n = 985; 2013 Closely affiliated with the Shire = 74) *Excluded from total resident sample

The management and control of traffic on local roads

RESIDENT SATISFACTION

% of respondents



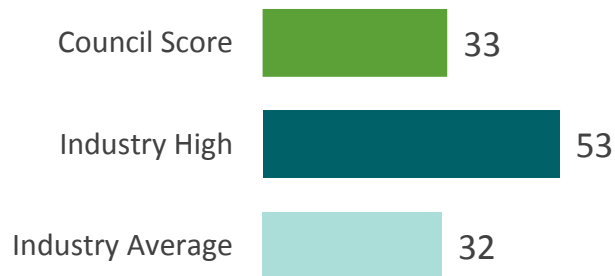
Satisfaction is moderate and is up significantly from 2011.

- 67% are satisfied
- 18% are dissatisfied

Satisfaction is higher among younger singles and couples, and seniors.

There is most room to improve perceptions among those in rural areas and those with a disability or impairment.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	46% ▲	19%
Families with younger children (0-12)	26%	21%
Families with older children (13+)	28%	15%
Older singles / couples (35-64)	33%	21%
Seniors (65+)	46% ▲	13%
Esperance Town	33%	18%
Rural	33%	29% ▲
Other townships	38%	13%
Disability or impairment	31%	26% ▲
Closely affiliated with the Shire*	47%	13%

SATISFACTION HISTORY



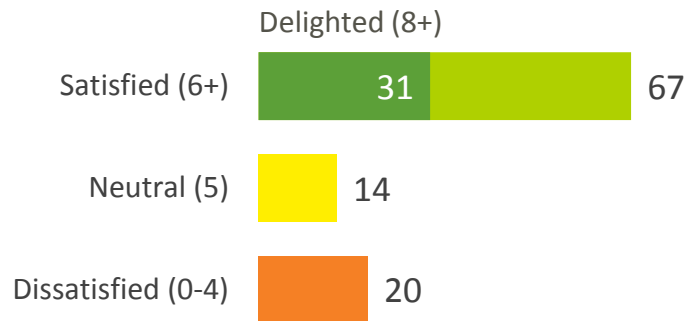
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 784; 2013 Residents n = 974; 2013 Closely affiliated with the Shire = 72) *Excluded from total resident sample

Streetscapes

RESIDENT SATISFACTION

% of respondents



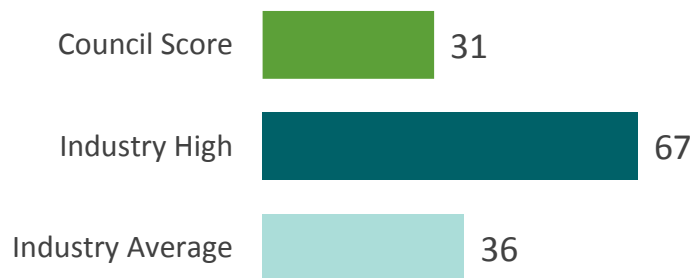
Satisfaction is moderate and while up significantly from 2011, the community has identified this as a key area to continue improving.

- 67% are satisfied
- 20% are dissatisfied

Satisfaction is higher among seniors.

There is more room to improve perceptions among those in Esperance Town.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	29%	23%
Families with younger children (0-12)	26%	20%
Families with older children (13+)	26%	23%
Older singles / couples (35-64)	30%	24%
Seniors (65+)	45% ▲	11%
Esperance Town	31%	21% ▲
Rural	30%	8%
Other townships	26%	12%
Closely affiliated with the Shire*	37%	15%

SATISFACTION HISTORY



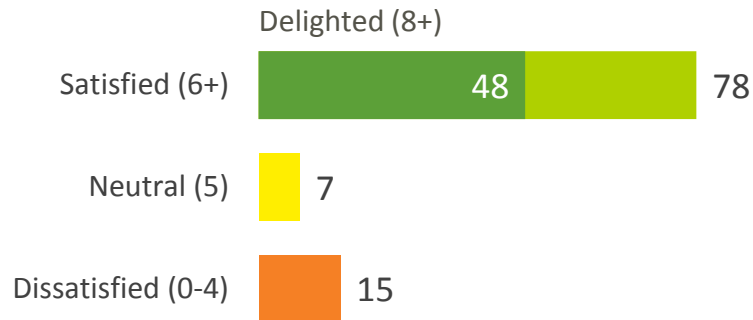
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 757; 2013 Residents n = 932; 2013 Closely affiliated with the Shire = 67) *Excluded from total resident sample

Footpaths and cycleways

RESIDENT SATISFACTION

% of respondents



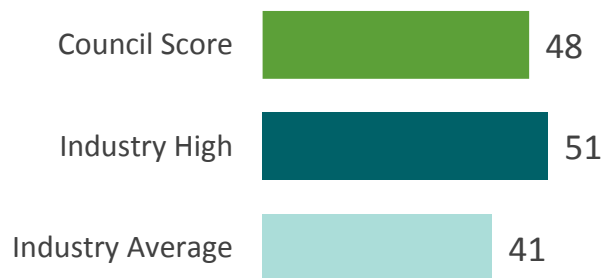
Satisfaction is relatively high.

- 78% are satisfied including 48% who are delighted

Satisfaction is higher among younger singles and couples, families with younger children, seniors, those in other townships and CALD residents.

There is most room to improve perceptions among those with a disability or impairment.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	53% ▲	19%
Families with younger children (0-12)	48% ▲	13%
Families with older children (13+)	38%	15%
Older singles / couples (35-64)	43%	19%
Seniors (65+)	59% ▲	11%
Esperance Town	47%	15%
Rural	48%	13%
Other townships	57% ▲	4%
Disability or impairment	46%	23% ▲
Culturally and Linguistically Diverse	72% ▲	11%
Closely affiliated with the Shire*	59%	11%

SATISFACTION HISTORY



▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

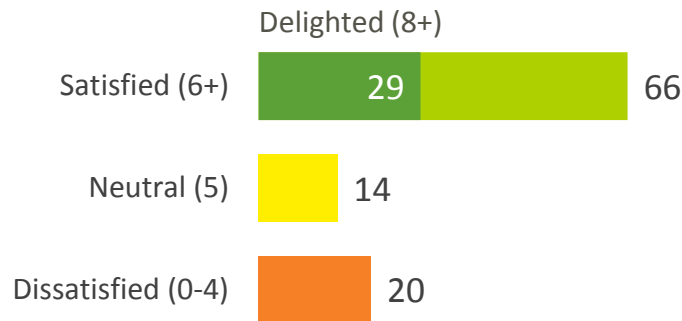
Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 795; 2013 Residents n = 983; 2013 Closely affiliated with the Shire = 74) *Excluded from total resident sample

Social: our community,
neighbourhoods, recreation
and culture

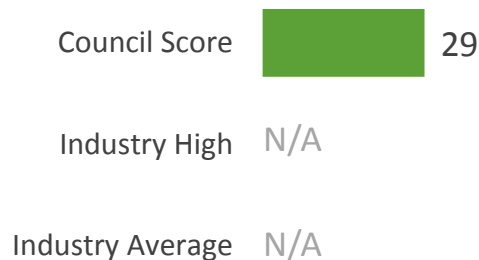
Attractiveness of the Town Centre

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is moderate and the community has identified this as a key area to focus on improving.

- 66% are satisfied
- 20% are dissatisfied

Satisfaction is higher among younger singles and couples, and renters.

There is most room to improve perceptions among families with older children, older singles and couples, and those in Esperance Town.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	49% ▲	16%
Families with younger children (0-12)	30%	18%
Families with older children (13+)	19%	24% ▲
Older singles / couples (35-64)	25%	25% ▲
Seniors (65+)	35%	15%
Esperance Town	29%	21% ▲
Rural	30%	12%
Other townships	23%	13%
Own	26%	21%
Rent	37% ▲	19%
Closely affiliated with the Shire*	25%	29%

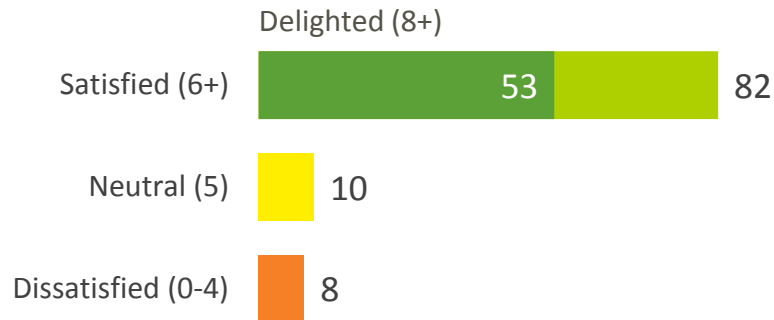
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 770; 2013 Residents n = 994; 2013 Closely affiliated with the Shire = 75) *Excluded from total resident sample

Library & information services

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is high.

- 82% are satisfied including 53% who are delighted

Satisfaction is higher among females, seniors, those in other townships and home owners.

There is most room to improve perceptions among younger singles and couples, and Aboriginal and Torres Strait Islander residents.

% of respondents	Delighted	Dissatisfied
Male	45%	10%
Female	60% ▲	7%
Younger singles / couples (18-34)	34%	25% ▲
Families with younger children (0-12)	53%	8%
Families with older children (13+)	42%	8%
Older singles / couples (35-64)	50%	7%
Seniors (65+)	72% ▲	3%
Esperance Town	52%	9%
Rural	49%	8%
Other townships	64% ▲	4%
Own	57% ▲	6%
Rent	43%	14%
Aboriginal or Torres Strait Islander^	39%	38% ▲
Closely affiliated with the Shire*	54%	9%

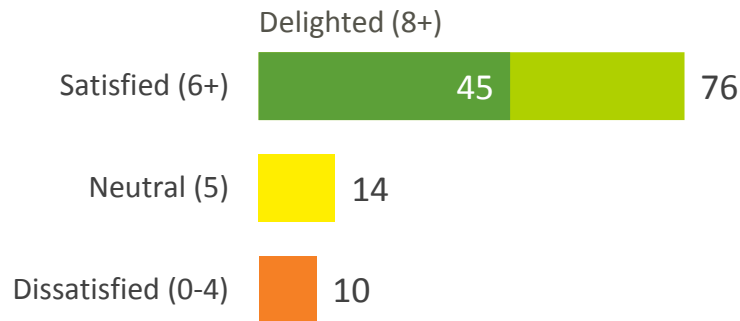
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 764; 2013 Residents n = 916; 2013 Closely affiliated with the Shire = 74) *Excluded from total resident sample

Festivals, events and cultural activities

RESIDENT SATISFACTION

% of respondents



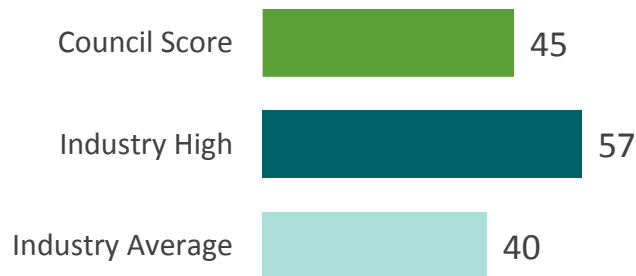
Satisfaction is relatively high.

- 76% are satisfied including 45% who are delighted

Satisfaction is higher among females and seniors.

There is most room to improve perceptions among younger singles and couples.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Male	37%	12%
Female	52% ▲	9%
Younger singles / couples (18-34)	26%	20% ▲
Families with younger children (0-12)	46%	9%
Families with older children (13+)	37%	11%
Older singles / couples (35-64)	44%	13%
Seniors (65+)	60% ▲	6%
Closely affiliated with the Shire*	44%	11%

SATISFACTION HISTORY



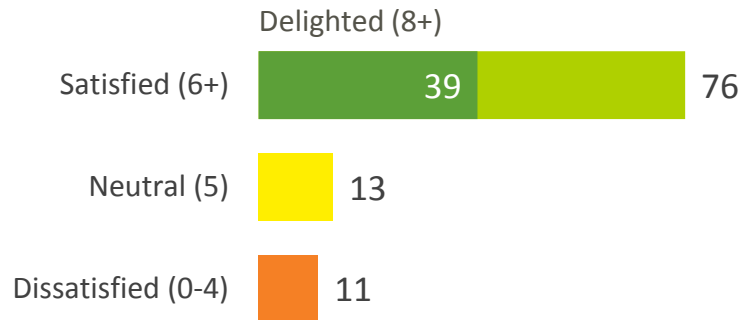
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 786; 2013 Residents n = 977; 2013 Closely affiliated with the Shire = 75) *Excluded from total resident sample

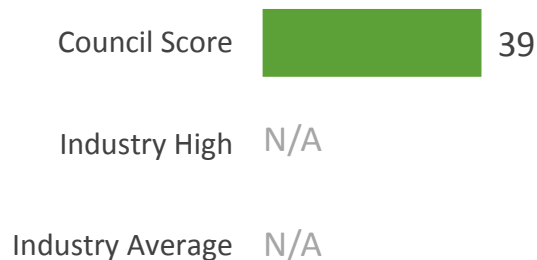
Access to arts and cultural activities

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is relatively high.

- 76% are satisfied including 39% who are delighted

Satisfaction is higher among females and seniors.

There is most room to improve perceptions among younger singles and couples, those in Esperance Town, home owners and Aboriginal and Torres Strait Islanders.

% of respondents	Delighted	Dissatisfied
Male	35%	11%
Female	43% ▲	10%
Younger singles / couples (18-34)	17%	19% ▼
Families with younger children (0-12)	35%	10%
Families with older children (13+)	40%	11%
Older singles / couples (35-64)	38%	13%
Seniors (65+)	55% ▲	5%
Esperance Town	39%	12% ▼
Rural	38%	4%
Other townships	41%	6%
Own	40%	11% ▼
Rent	35%	6%
Aboriginal or Torres Strait Islander^	19%	18% ▼
Closely affiliated with the Shire*	42%	14%

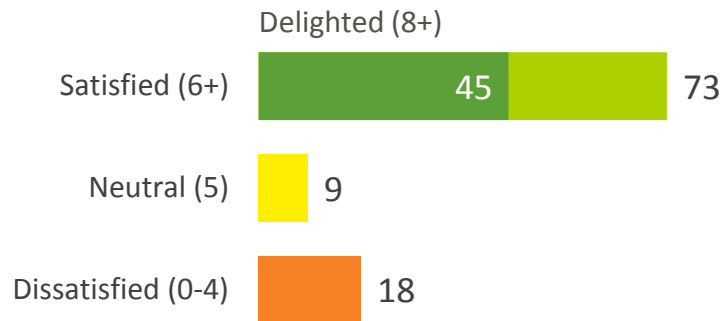
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2013 Residents n = 920; 2013 Closely affiliated with the Shire = 73) *Excluded from total resident sample

Sport and recreation facilities

RESIDENT SATISFACTION

% of respondents

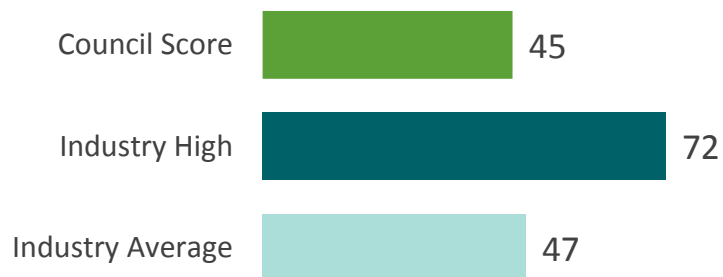


Satisfaction is relatively high, however the community has identified this as the key area to focus on improving.

- 73% are satisfied including 45% who are delighted
- 18% are dissatisfied

Satisfaction is higher among older residents, home owners and those with a disability or impairment.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	20%	32%
Families with younger children (0-12)	35%	26%
Families with older children (13+)	38%	23%
Older singles / couples (35-64)	48%	12%
Seniors (65+)	70%	6%
Own	47%	19%
Rent	39%	15%
Disability or impairment	51%	9%
Closely affiliated with the Shire*	48%	18%

SATISFACTION HISTORY



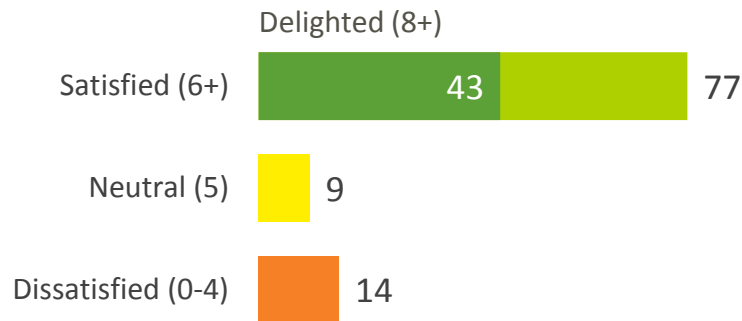
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 780; 2013 Residents n = 979; 2013 Closely affiliated with the Shire = 73) *Excluded from total resident sample

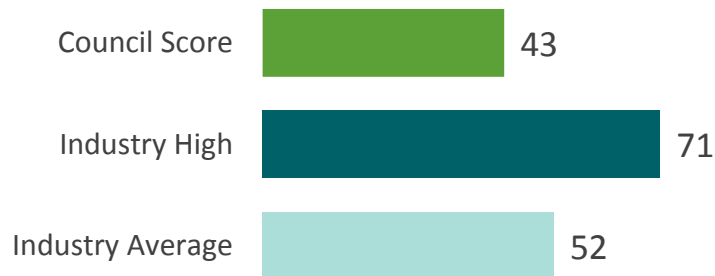
Parks, reserves and sporting grounds

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is relatively high, however the community has identified this as a key area to focus on improving.

- 77% are satisfied including 43% who are delighted

Satisfaction is higher among older residents.

CALD residents also show lower dissatisfaction.

There is most room to improve perceptions among those in Esperance Town and Aboriginal and Torres Strait Islander residents.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	31%	24%
Families with younger children (0-12)	31%	18%
Families with older children (13+)	37%	19%
Older singles / couples (35-64)	50%	12%
Seniors (65+)	67%	4%
Esperance Town	43%	15%
Rural	41%	11%
Other townships	47%	3%
Aboriginal or Torres Strait Islander^	25%	42%
Culturally and Linguistically Diverse	57%	2%
Closely affiliated with the Shire*	49%	18%

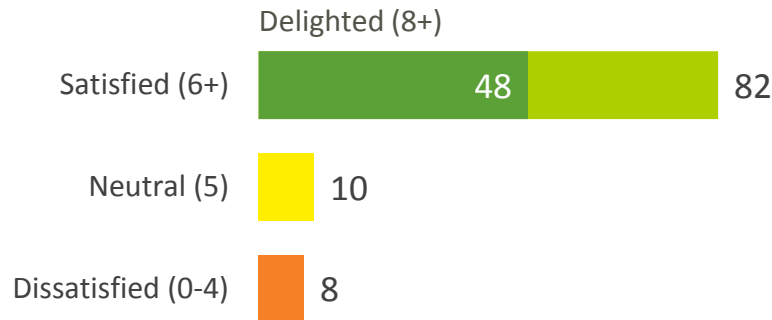
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 789; 2013 Residents n = 990; 2013 Closely affiliated with the Shire = 73) *Excluded from total resident sample

Paths and trails

RESIDENT SATISFACTION

% of respondents

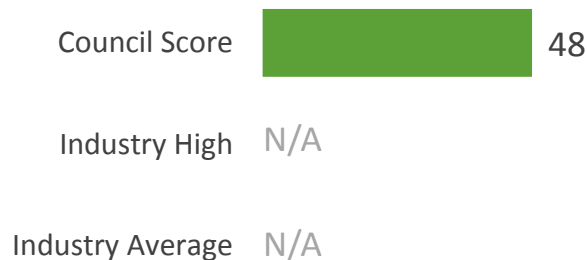


Satisfaction is high.

- 82% are satisfied including 48% who are delighted

Satisfaction is higher among older singles and couples, seniors, those in other townships and those closely affiliated with the Shire.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	48%	3%
Families with younger children (0-12)	43%	10%
Families with older children (13+)	40%	8%
Older singles / couples (35-64)	52% ▲	10%
Seniors (65+)	60% ▲	6%
Esperance Town	49%	9%
Rural	39%	5%
Other townships	51% ▲	3%
Closely affiliated with the Shire*	62% ▲	10%

SATISFACTION HISTORY



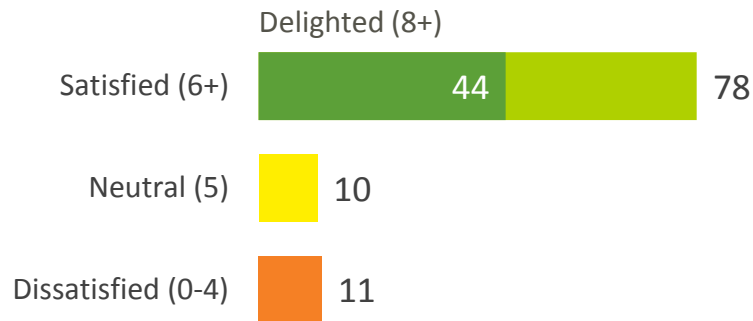
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2013 Residents n = 967; 2013 Closely affiliated with the Shire = 73) *Excluded from total resident sample

The general appearance of the local area

RESIDENT SATISFACTION

% of respondents



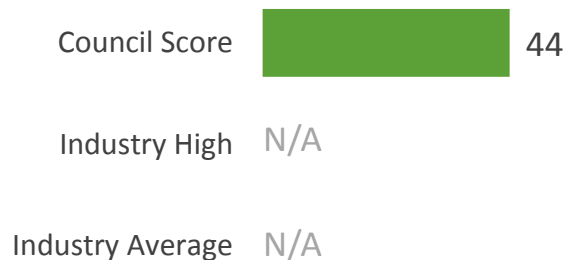
Satisfaction is relatively high.

- 78% are satisfied including 44% who are delighted

Satisfaction is higher among younger singles and couples, seniors and renters.

There is most room to improve perceptions among older singles and couples, and those in Esperance Town.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	63% ▲	12%
Families with younger children (0-12)	41%	9%
Families with older children (13+)	36%	13%
Older singles / couples (35-64)	41%	15% ▲
Seniors (65+)	54% ▲	8%
Esperance Town	45%	12% ▲
Rural	39%	5%
Other townships	39%	7%
Own	41%	12%
Rent	53% ▲	9%
Closely affiliated with the Shire*	47%	12%

SATISFACTION HISTORY



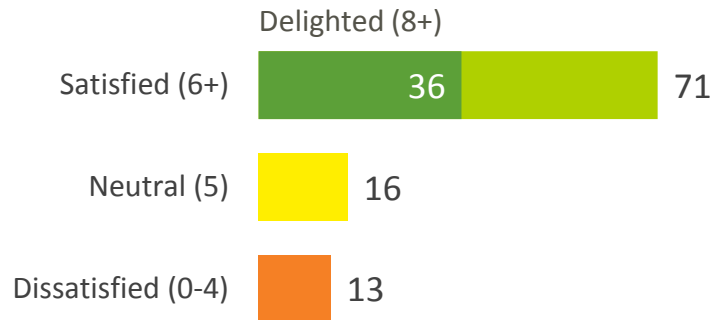
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2013 Residents n = 996; 2013 Closely affiliated with the Shire = 75) *Excluded from total resident sample

Opportunities to be included and connected to your community

RESIDENT SATISFACTION

% of respondents

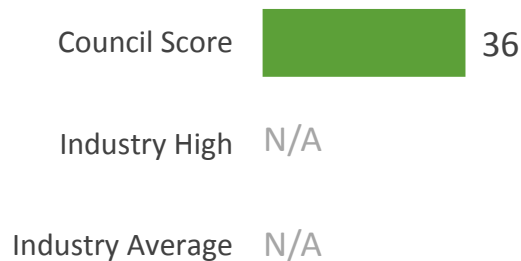


Satisfaction is relatively high.

- 71% are satisfied including 36% who are delighted

Satisfaction is higher among females, younger singles and couples, seniors and those in rural areas.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Male	32%	12%
Female	40% ▲	14%
Younger singles / couples (18-34)	52% ▲	18%
Families with younger children (0-12)	32%	12%
Families with older children (13+)	28%	15%
Older singles / couples (35-64)	36%	16%
Seniors (65+)	48% ▲	7%
Esperance Town	36%	14%
Rural	46% ▲	11%
Other townships	40%	1%
Closely affiliated with the Shire*	45%	15%

SATISFACTION HISTORY



▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2013 Residents n = 876; 2013 Closely affiliated with the Shire = 71) *Excluded from total resident sample

Interest in allowing commercial activity along the foreshore area

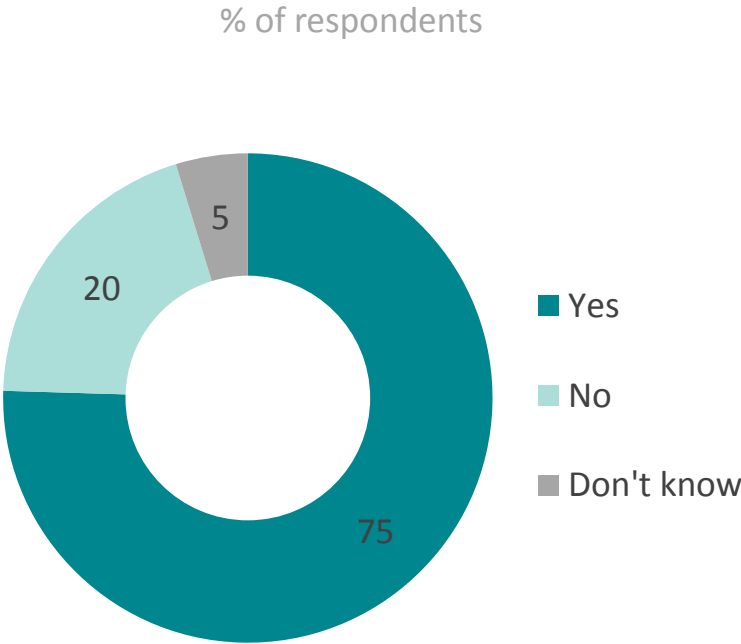
.....

3 in 4 would like the Shire to allow some commercial activity along the foreshore area.

Younger residents and renters are more likely to be interested in commercial development.

CALD residents are less likely to be interested.

Would you like the Shire to allow some commercial activity along the foreshore area (such as shops and kiosks offering food, drink, retail and tourism services)?



% of respondents	Yes	No
Younger singles / couples (18-34)	86%	12%
Families with younger children (0-12)	79%	17%
Families with older children (13+)	79%	17%
Older singles / couples (35-64)	77%	18%
Seniors (65+)	62%	29%
Own	72%	23%
Rent	85%	10%
Culturally and Linguistically Diverse	66%	34%
Closely affiliated with the Shire*	76%	19%

Q. Would you like the Shire to allow some commercial activity along the foreshore area (such as shops and kiosks offering food, drink, retail and tourism services)? Base: All respondents who provided a valid response (2013 Residents n = 985; 2013 Closely affiliated with the Shire = 75) *Excluded from total resident sample

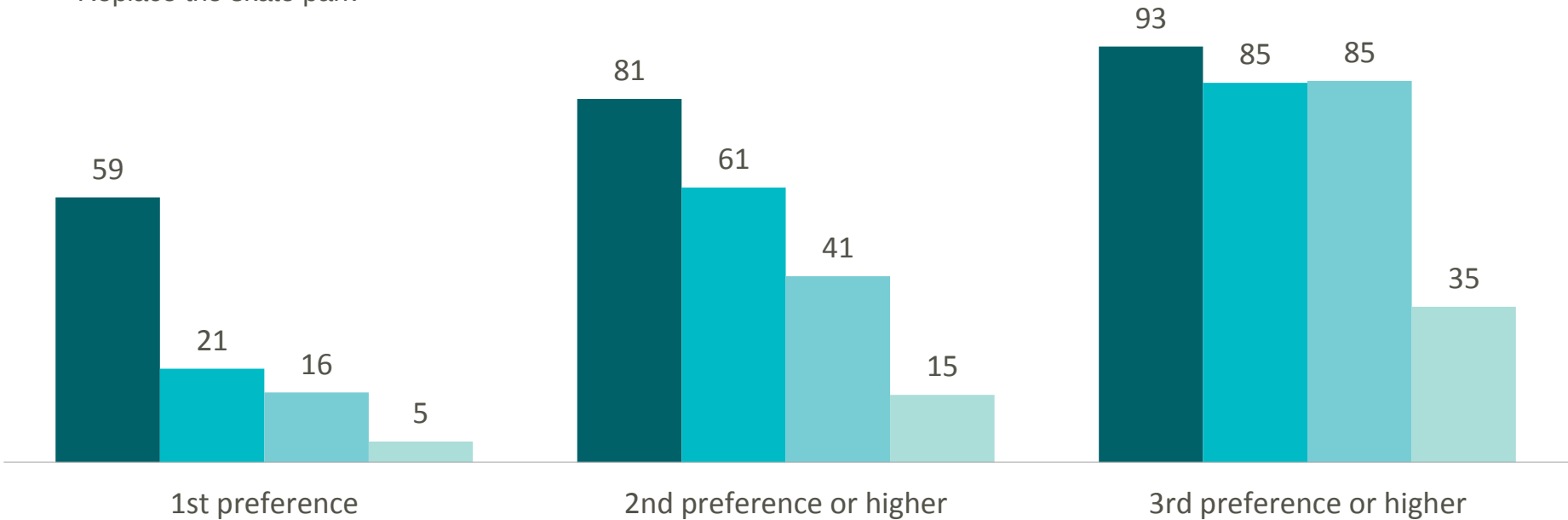
Preference for major projects

Please rank the following projects in order of preference:

% of respondents

- Construct a new jetty
- Upgrade the Town Centre
- Upgrade the indoor sports stadium at the Greater Sports Ground
- Replace the skate park

Construction of a new jetty is the highest priority for the community, followed by upgrading the Town Centre, then upgrading the indoor sports stadium at the Greater Sports Ground.



Q. The Shire is considering four major projects. Please rank the following projects in order of preference for 1 your MOST preferred to 4 your LEAST preferred. Base: All respondents who provided a valid response, excludes 'no response' (2013 n = 830) *Excluded from total resident sample

Preference for major projects | Among community segments

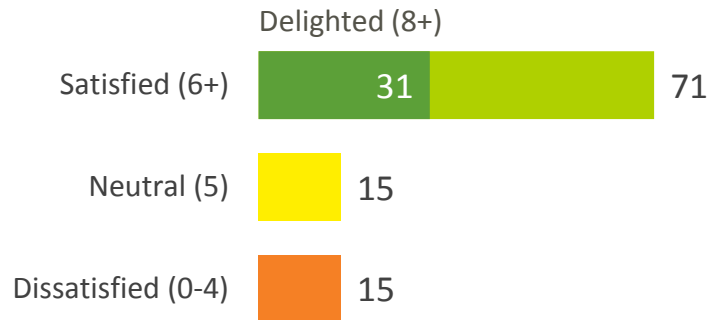
% of respondents	1 st Preference	2 nd Preference	3 rd Preference	Last preference
Male	Jetty	Town Centre	Sports ground	Skate park
Female	Jetty	Town Centre	Sports ground	Skate park
Younger singles / couples (18-34)	Jetty	Sports ground	Town Centre	Skate park
Families with younger children (0-12)	Jetty	Sports ground / Town Centre		Skate park
Families with older children (13+)	Jetty	Sports ground / Town Centre		Skate park
Older singles / couples (35-64)	Jetty	Town Centre	Sports ground	Skate park
Seniors (65+)	Jetty	Town Centre	Sports ground	Skate park
Esperance Town	Jetty	Town Centre	Sports ground	Skate park
Rural	Jetty	Sports ground / Town Centre		Skate park
Other townships	Jetty	Town Centre	Sports ground	Skate park
Own	Jetty	Town Centre	Sports ground	Skate park
Rent	Jetty	Sports ground / Town Centre		
Disability or impairment	Jetty	Town Centre	Sports ground	Skate park
Aboriginal or Torres Strait Islander^	Sports ground	Jetty	Town Centre / Skate park	
Culturally and Linguistically Diverse	Jetty	Town Centre	Sports ground	Skate park
Closely affiliated with the Shire*	Jetty	Town Centre	Sports ground	Skate park

Q. The Shire is considering four major projects. Please rank the following projects in order of preference for 1 your MOST preferred to 4 your LEAST preferred. Base: All respondents who provided a valid response, excludes 'no response' (2013 n = 830) *Excluded from total resident sample

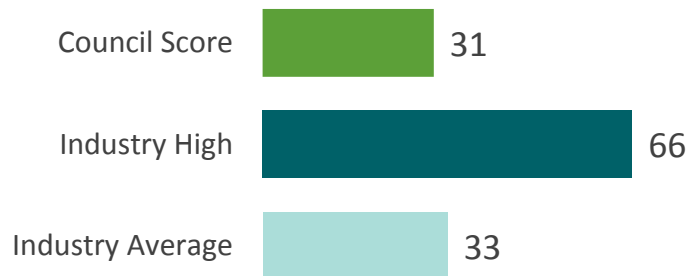
Safety and security

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is relatively high, up significantly from 2011.

- 71% are satisfied

Satisfaction is higher among older singles and couples, and seniors, while views appear to be more divided among younger singles and couples.

There is most room to improve perceptions among those in Esperance Town, renters, those with a disability or impairment and Aboriginal or Torres Strait Islander residents.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	37%	26%
Families with younger children (0-12)	26%	17%
Families with older children (13+)	19%	13%
Older singles / couples (35-64)	34%	14%
Seniors (65+)	44%	10%
Esperance Town	31%	16%
Rural	31%	5%
Other townships	31%	7%
Own	29%	13%
Rent	32%	21%
Disability or impairment	32%	22%
Aboriginal or Torres Strait Islander^	32%	45%

Closely affiliated with the Shire* 42% 8%

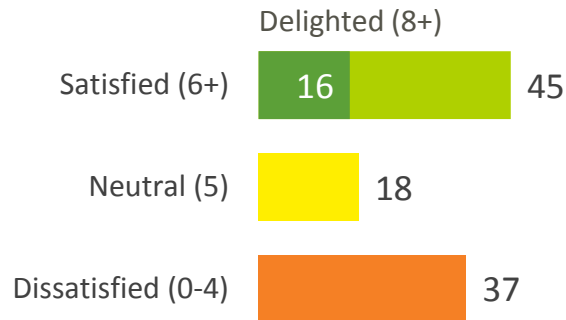
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 731; 2013 Residents n = 905; 2013 Closely affiliated with the Shire = 72) *Excluded from total resident sample

Youth services and facilities

RESIDENT SATISFACTION

% of respondents



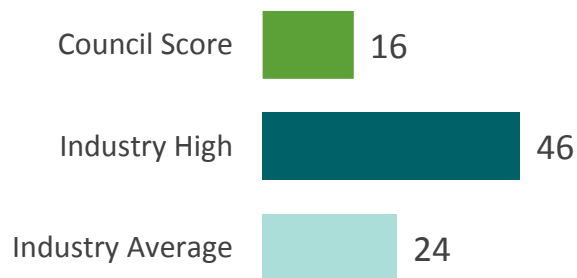
Satisfaction is low, although there has been an increase from 2011.

- 45% are satisfied
- 37% are dissatisfied

Satisfaction is higher among seniors.

There is most room to improve perceptions among younger singles and couples, families with children, renters and Aboriginal and Torres Strait Islander residents.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	18%	50% ▲
Families with younger children (0-12)	12%	44% ▲
Families with older children (13+)	10%	45% ▲
Older singles / couples (35-64)	14%	34%
Seniors (65+)	31% ▲	17%
Own	16%	35%
Rent	17%	44% ▲
Aboriginal or Torres Strait Islander^	0%	75% ▲
Closely affiliated with the Shire*	15%	36%

SATISFACTION HISTORY



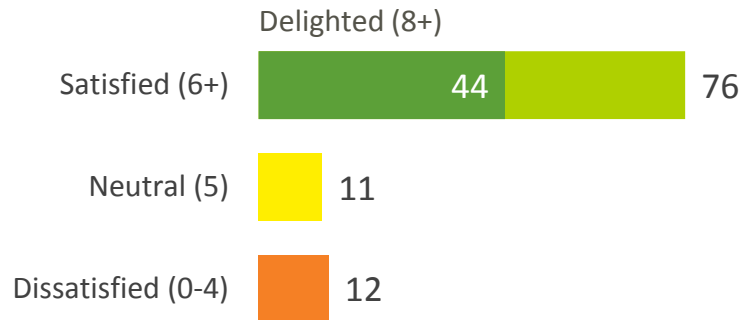
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 694; 2013 Residents n = 844; 2013 Closely affiliated with the Shire = 72) *Excluded from total resident sample

Facilities, services and care available for seniors

RESIDENT SATISFACTION

% of respondents



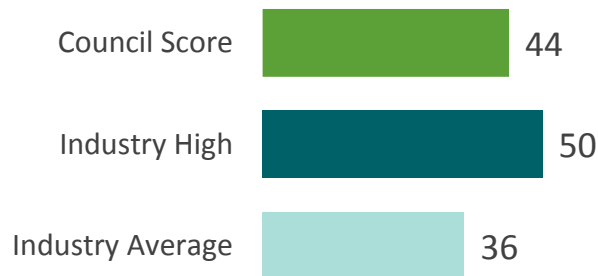
Satisfaction remains relatively high.

- 76% are satisfied including 44% who are delighted

Satisfaction is higher among seniors.

There is most room to improve perceptions among younger singles and couples, families with younger children and those in Esperance Town.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	39%	22% ▲
Families with younger children (0-12)	37%	16% ▲
Families with older children (13+)	36%	8%
Older singles / couples (35-64)	42%	12%
Seniors (65+)	62% ▲	9%
Esperance Town	45%	13% ▲
Rural	46%	5%
Other townships	40%	9%
Closely affiliated with the Shire*	55%	11%

SATISFACTION HISTORY



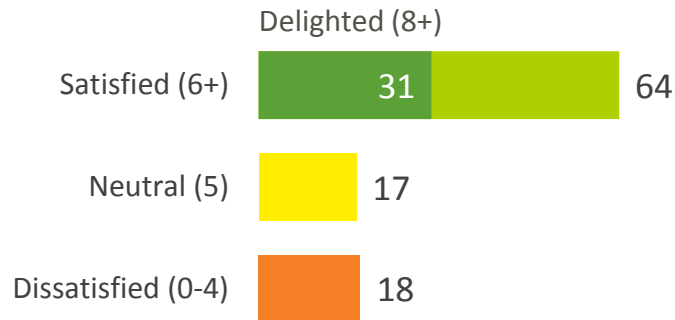
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 707; 2013 Residents n = 866; 2013 Closely affiliated with the Shire = 66) *Excluded from total resident sample

Access to services and facilities for people with disabilities

RESIDENT SATISFACTION

% of respondents



Satisfaction is moderate and is up significantly from 2011.

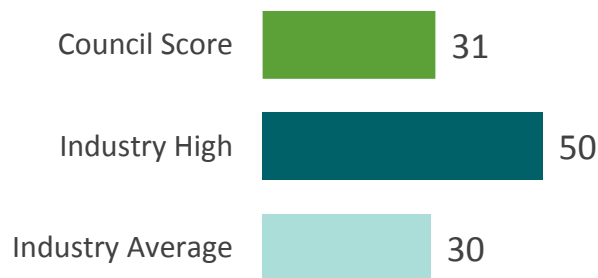
- 64% are satisfied
- 18% are dissatisfied

Satisfaction is higher among seniors.

There is most room to improve perceptions among Aboriginal and Torres Strait Islander residents.

Views expressed among those affected by a disability did not vary significantly from others in the community.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	21%	21%
Families with younger children (0-12)	27%	23%
Families with older children (13+)	26%	18%
Older singles / couples (35-64)	29%	17%
Seniors (65+)	45% ▲	11%
Aboriginal or Torres Strait Islander^	38%	25% ▲
Closely affiliated with the Shire*	38%	17%

SATISFACTION HISTORY



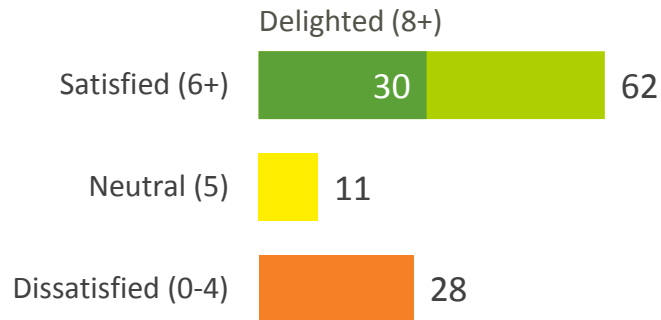
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 618; 2013 Residents n = 783; 2013 Closely affiliated with the Shire = 64) *Excluded from total resident sample

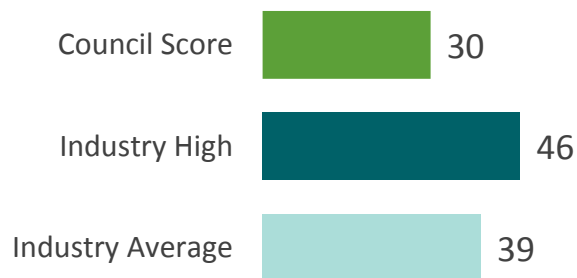
Access to health and community services

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is moderate.

- 62% are satisfied
- 28% are dissatisfied

Satisfaction is higher among females, seniors and those in rural areas.

There is most room to improve perceptions among younger singles and couples, renters, those with a disability or impairment and Aboriginal and Torres Strait Islander residents.

% of respondents	Delighted	Dissatisfied
Male	25%	27%
Female	35% ▲	28%
Younger singles / couples (18-34)	16%	38% ▲
Families with younger children (0-12)	27%	30%
Families with older children (13+)	25%	28%
Older singles / couples (35-64)	29%	34%
Seniors (65+)	48% ▲	12%
Esperance Town	30%	28%
Rural	35% ▲	16%
Other townships	25%	29%
Own	32%	24%
Rent	25%	39% ▲
Disability or impairment	34%	38% ▲
Aboriginal or Torres Strait Islander^	11%	61% ▲
Closely affiliated with the Shire*	32%	28%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

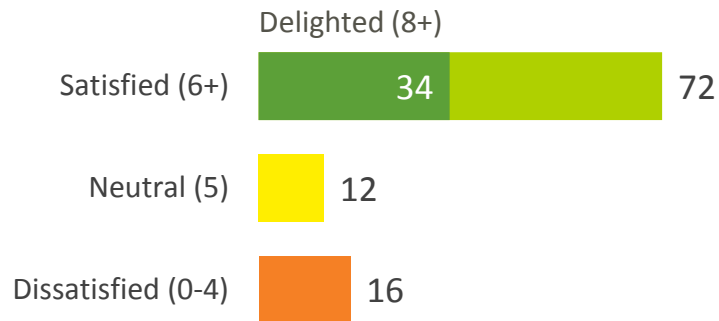
Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2013 Residents n = 971; 2013 Closely affiliated with the Shire = 72) *Excluded from total resident sample

Environment: our environment,
resource management and
services

Conservation and environmental management

RESIDENT SATISFACTION

% of respondents



Satisfaction is relatively high, up significantly from 2011.

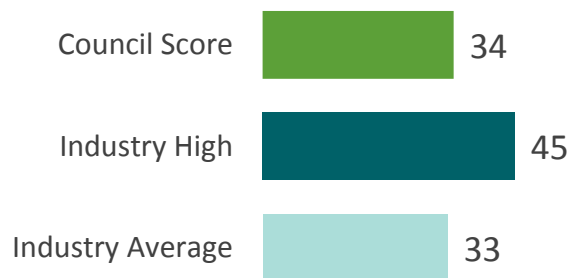
- 72% are satisfied

Satisfaction is higher among females, younger singles and couples, seniors and renters.

Those in rural areas also show less dissatisfaction.

There is most room to improve perceptions among Aboriginal or Torres Strait Islander residents.

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Male	29%	18%
Female	39% ▲	15%
Younger singles / couples (18-34)	47% ▲	12%
Families with younger children (0-12)	35%	17%
Families with older children (13+)	29%	18%
Older singles / couples (35-64)	30%	15%
Seniors (65+)	39% ▲	15%
Esperance Town	34%	17%
Rural	33%	6% ▼
Other townships	37%	15%
Own	31%	17%
Rent	39% ▲	16%
Aboriginal or Torres Strait Islander^	34%	43% ▲
Closely affiliated with the Shire*	44%	13%

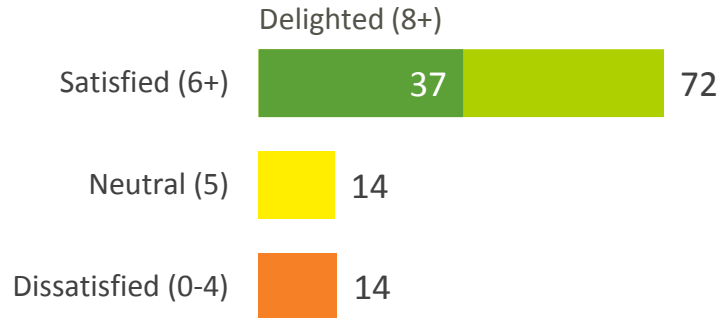
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Local Government takes an active role in facilitating services that are the shared responsibility of State Government, private organisations or people in the community. For each area please indicate how satisfied you are. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 741; 2013 Residents n = 931; 2013 Closely affiliated with the Shire = 68) *Excluded from total resident sample

Management of the wetlands, coastline and hinterland

RESIDENT SATISFACTION

% of respondents



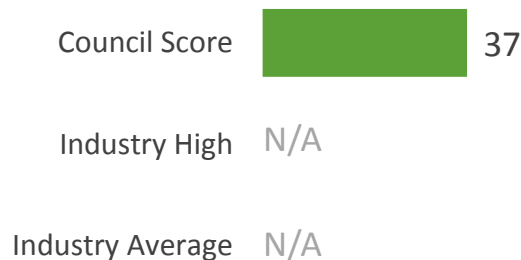
Satisfaction is relatively high.

- 72% are satisfied including 37% who are delighted

Satisfaction is higher among females, younger singles and couples, and seniors.

There is most room to improve perceptions among Aboriginal and Torres Strait Islander residents.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Male	31%	16%
Female	42% ▲	12%
Younger singles / couples (18-34)	47% ▲	15%
Families with younger children (0-12)	34%	13%
Families with older children (13+)	26%	17%
Older singles / couples (35-64)	39%	14%
Seniors (65+)	47% ▲	10%
Aboriginal or Torres Strait Islander^	26%	38% ▲
Closely affiliated with the Shire*	39%	8%

SATISFACTION HISTORY



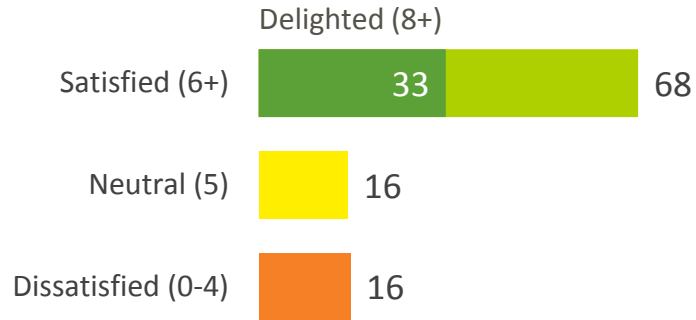
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2013 Residents n = 842; 2013 Closely affiliated with the Shire = 64) *Excluded from total resident sample

Efforts to promote and adopt sustainable practices

RESIDENT SATISFACTION

% of respondents



Satisfaction is moderate.

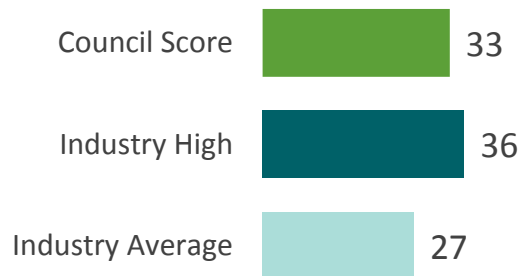
- 68% are satisfied
- 16% are dissatisfied

Satisfaction is higher among females, younger singles and couples, and seniors.

Those closely affiliated with the Shire also show lower dissatisfaction.

There is most room to improve perceptions among Aboriginal and Torres Strait Islander residents.

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Male	30%	19%
Female	37% ▲	14%
Younger singles / couples (18-34)	42% ▲	22%
Families with younger children (0-12)	32%	17%
Families with older children (13+)	29%	15%
Older singles / couples (35-64)	33%	16%
Seniors (65+)	39% ▲	13%
Aboriginal or Torres Strait Islander^	36%	45% ▲
Closely affiliated with the Shire*	37%	6% ▼

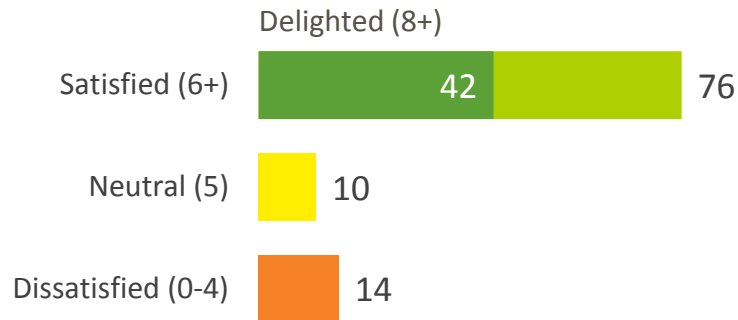
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2013 Residents n = 828; 2013 Closely affiliated with the Shire = 67) *Excluded from total resident sample

Bush fire prevention and control

RESIDENT SATISFACTION

% of respondents



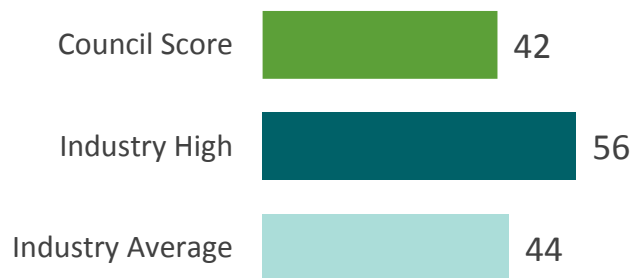
Satisfaction is relatively high.

- 76% are satisfied including 42% who are delighted

Satisfaction is higher among seniors and those closely affiliated with the Shire.

There is most room to improve perceptions among those in other townships and renters.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	40%	13%
Families with younger children (0-12)	39%	15%
Families with older children (13+)	38%	14%
Older singles / couples (35-64)	44%	15%
Seniors (65+)	50% ▲	13%
Esperance Town	41%	13%
Rural	50%	12%
Other townships	44%	28% ▲
Own	42%	12%
Rent	40%	20% ▲
Closely affiliated with the Shire*	64% ▲	9%

SATISFACTION HISTORY



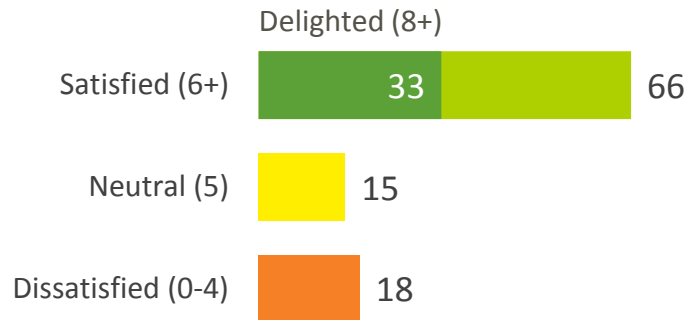
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 671; 2013 Residents n = 877; 2013 Closely affiliated with the Shire = 70) *Excluded from total resident sample

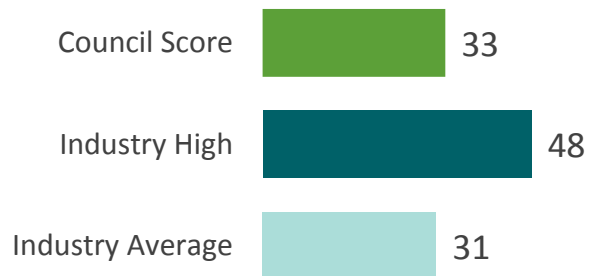
Enforcement of local-laws relating to food, health, noise and pollution

RESIDENT SATISFACTION

% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is moderate and up significantly from 2011.

- 66% are satisfied
- 18% are dissatisfied

Satisfaction is higher among females and seniors.

There is most room to improve perceptions among those in Esperance Town and Aboriginal and Torres Strait Islander residents.

Views appear to be most divided among younger singles and couples.

% of respondents	Delighted	Dissatisfied
Male	28%	20%
Female	37% ▲	16%
Younger singles / couples (18-34)	41%	28% ↔
Families with younger children (0-12)	30%	21%
Families with older children (13+)	22%	20%
Older singles / couples (35-64)	33%	12%
Seniors (65+)	44% ▲	12%
Esperance Town	31%	19% ▲
Rural	40%	9%
Other townships	42%	10%
Aboriginal or Torres Strait Islander^	25%	46% ▲
Closely affiliated with the Shire*	44%	10%

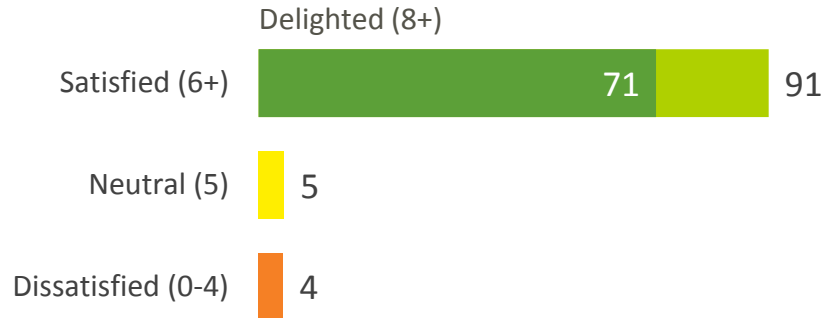
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 656; 2013 Residents n = 829; 2013 Closely affiliated with the Shire = 70) *Excluded from total resident sample

Weekly rubbish collections

RESIDENT SATISFACTION

% of respondents



Satisfaction is very high.

- 91% are satisfied including 71% who are delighted

Satisfaction is higher among younger singles and couples, and seniors.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	78% ▲	3%
Families with younger children (0-12)	66%	5%
Families with older children (13+)	64%	5%
Older singles / couples (35-64)	71%	5%
Seniors (65+)	85% ▲	2%
Closely affiliated with the Shire*	81%	0%

SATISFACTION HISTORY



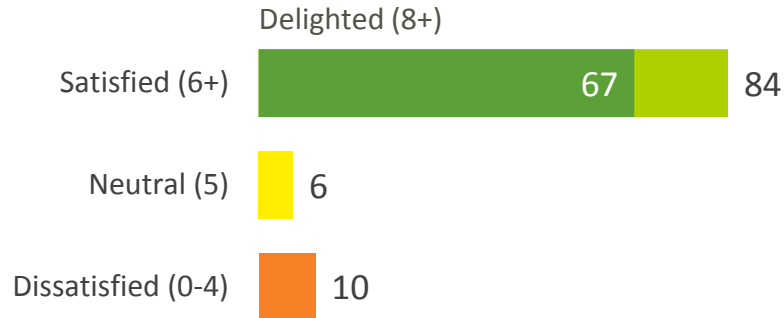
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 795; 2013 Residents n = 968; 2013 Closely affiliated with the Shire = 75) *Excluded from total resident sample

Fortnightly recycling services

RESIDENT SATISFACTION

% of respondents



Satisfaction is high.

- 84% are satisfied including 67% who are delighted

Satisfaction is higher among females and older residents.

There is most room to improve perceptions among younger singles and couples, renters and Aboriginal and Torres Strait Islander residents.

INDUSTRY STANDARDS



% of respondents

	Delighted	Dissatisfied
Male	63%	13%
Female	71% ▲	8%
Younger singles / couples (18-34)	57%	24% ▲
Families with younger children (0-12)	61%	12%
Families with older children (13+)	60%	12%
Older singles / couples (35-64)	72%	8%
Seniors (65+)	85% ▼	3%
Own	68%	8%
Rent	60%	18% ▲
Aboriginal or Torres Strait Islander^	38%	41% ▲
Closely affiliated with the Shire*	76%	4%

SATISFACTION HISTORY

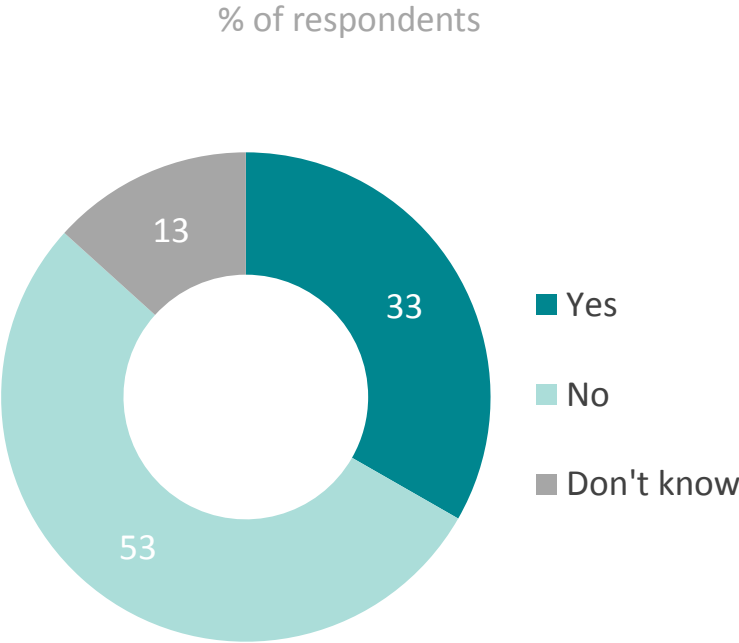


▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire of Esperance has direct responsibility for the following services and facilities. For each area please indicate how satisfied you are. If you are not familiar with any of the services or facilities listed, please select 'unsure'. Base: All respondents who provided a valid response, excludes 'unsure' (2011 n = 790; 2013 Residents n = 966; 2013 Closely affiliated with the Shire = 74) *Excluded from total resident sample

Interest in a third household bin for organic waste

Would you like the Shire to provide a third household bin for organic waste (such as vegetable scraps and garden waste)?



1 in 3 would like the Shire to provide a third household bin for organic waste.

Females, younger singles and couples, families with younger children and those who are renting are most interested.

Views appear to be polarised among those in Esperance Town.

% of respondents	Yes	No
Male	26%	62%
Female	40%	46%
Younger singles / couples (18-34)	40%	43%
Families with younger children (0-12)	42%	46%
Families with older children (13+)	31%	51%
Older singles / couples (35-64)	32%	55%
Seniors (65+)	18%	71%
Esperance Town	34%	55%
Rural	21%	48%
Other townships	32%	39%
Own	29%	59%
Rent	45%	42%
Closely affiliated with the Shire*	43%	41%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Would you like the Shire to provide a third household bin for organic waste (such as vegetable scraps and garden waste)?
Base: All respondents who provided a valid response (2013 Residents n = 988; 2013 Closely affiliated with the Shire = 75)
*Excluded from total resident sample

Addressing community priorities

Addressing community priorities | Indoor sports stadium at GSG

.....

An upgrade of the indoor sports stadium at the Greater Sports Grounds is a high priority for some of the community. Many feel they have been waiting too long for an upgrade to this stadium which is seen to be in poor and unhygienic condition:

- *“Indoor Sports Stadium. We have procrastinated for long enough. 20 years and still no action. The shire needs to make some financial commitment. The community will do the rest... What does the community need to do to make this happen. Clearly the Shire can't afford to pay for the whole upgrade, what can it afford to contribute?... No more planning, consultation. Time for action.”*
- *“Development of the basketball stadium. How many studies and plans do we need. We need action.”*
- *“Upgrade of Greater Sports Ground and indoor stadium is long overdue, to the point that we now have a number of fragmented facilities, i.e. club rooms instead of one/two multipurpose buildings.”*
- *“Upgrading the indoor sports stadium. Have been waiting over, or nearly, 10 years since first discussed. Getting worse very quickly. Major health and safety issue for the kids playing in there.”*
- *“Sporting Pavilion. It's a disgrace. Leaking roof, old, dirty toilets. Dangerous playing surfaces on courts 3 and 4, tired old appearance.”*
- *“Centrally located, well designed sporting grounds and multi-use new stadium. All linked in with each other, including hockey, soccer, football, cricket, netball, tennis, bowls, etc.”*
- *“Our main sports/pavilion is a disgrace. It should be bulldozed and replaced with a newer and more modern, cleaner facility.”*

Many feel that the current facilities are inadequate for an ever increasing sporting population of Esperance:

- *“Get the Greater Sports Ground and stadium upgraded. With an every-increasing number of young people wanting to play sport there is a need to upgrade facilities. The stadium needs to be drastically upgraded, more playing courts.”*
- *“Sports Stadium. Katanning has a terrific centre but only 1/3 of the population. It is the centre of sport and recreation for all ages.”*
- *“The Basketball Stadium. It leaks in winter. Also needs to be bigger as Esperance has a HUGE netball and basketball following.”*
- *“Our indoor stadium is in urgent need of an upgrade. It is probably the most used venue for so many residents, adults and children.”*
- *“New indoor sports stadium, what we have is of a terrible standard. The community revolves around its sport and the current indoor stadium does not meet our needs or decent standards... Please make a new recreation centre a priority (at least 6 indoor courts are needed, with the amount of people participating in indoor sports).”*
- *“2 wooden basketball/netball surfaces are insufficient considering the demand on them.”*

Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix

Addressing community priorities | Sport and recreation facilities

Although residents feel the Greater Sports Ground requires the most immediate attention, some respondents would also like to see a new skate park, as recent maintenance has not helped to improve the current facility:

- *“The Local Skatepark in Esperance! They recently just closed this down for two weeks to repair the park and instead they just filled in some gaps and painted it all blue. The blue paint has made this very slippery and hasn’t even been a week and is already cracking! It also makes it harder to judge when skating as it plays tricks on your eyes and is probably more dangerous than before! I think the shire need to make this a priority and start again with a new park!”*
- *“The Skate Park. That is one of the few places youths love to hang out at and the changes made to it make the park more slippery which can cause more accidents and the plain colour makes it hard to determine where the drop is.”*
- *“Skatepark is old and painting the surface blue has now made it even more dangerous for our kids. This needs to be replaced.”*
- *“A New Skate Park to attract new tourists and also give our town something else to do when the weather is unworthy to be at the beach. it is outdated and dangerous and when you fix it, it just crumbles away weeks after. So we should invest in the long run not the near future since we are going to be a "super town" apparently.”*

Some respondents feel that the Bay of Isles Leisure Centre also requires an upgrade to meet community needs:

- *“Heated Rehab Pool. After recently having major surgery and requiring intense physio I decided to join B.O.I.L.C for three moths. During this time I have had to put up with pool closures at least three times from children defecating in the pool... Most recently I had to leave the pool as there were eight children to 3 adults, which made it extremely difficult to complete the exercises needed for my rehab... We have paid for a service and shouldn't have to put up with these inconveniences and also the risk of infections after major surgery.”*
- *“25M pool at the Leisure Centre is a joke for a town of this size.”*
- *“The Bay of Isles Leisure Centre is shabby, dirty and poorly run. When money has been spent on the centre in recent times it has been to put in security - the last thing that is needed!”*
- *“The Leisure Centre needs to include pool entry in swimming lesson costs. It is absurd that we pay for lessons and then have to pay for entry to the pool.”*
- *“Upgrade the gym at the Leisure Centre. It's ridiculous that I pay \$164 to use a facility that has rusting equipment, held together with duct tape.”*

Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix

Addressing community priorities | Tanker Jetty

.....

The community would like to see the re-opening of their beloved Tanker Jetty. Many feel that the Jetty is an icon of the Town that both provides recreation for locals and attracts tourists to the area:

- *“Hopefully a new jetty, our icon. Everyone loves the jetty. Esperance would be nothing without our jetty.”*
- *“This isn't an area for change but I am very disappointed in how the 'language' regarding the Tanker Jetty has changed. It has gone from REPAIR to REPLACE. I am afraid replacement will never happen and we will be left without a jetty. Where will our young children and their parents go to fish safely. Rocks are dangerous. All other jetties have been closed to them. Our jetty is a great tourism attraction also.”*
- *“The Jetty! This is a very historic part of Esperance and needs to be maintained so it continues to be a part of Esperance.”*
- *“New jetty has to be a priority. It is part of the town's identity.”*
- *“Definitely the jetty for the tourism and locals as a recreation and an old icon. It would be the town history and loss for that to go. Maybe the big mines up north may help with money as it's the Goldfields people who use it.”*
- *“The jetty issues needs to be resolved. The town needs a jetty to provide the opportunity for fishing, relaxing, photography, tourism etc. Something needs to be done quickly or the jetty we have will fall apart completely.”*
- *“Attention to maintaining the jetty as a tourism attraction. Esperance is not Esperance without it.”*

Many respondents have said that they do not mind whether the jetty is repaired or replaced, they just want a construction plan put in place to ensure there will still be an Esperance jetty in many years to come:

- *“Keeping the jetty. Fixing or replacing. It is what Esperance is about, leave the heritage for generations to come.”*
- *“The shire may like to investigate the possible building of a new jetty by the use of electrodeposition of minerals in sea water. This system could be a lot better than existing methods, i.e. timber or steel.”*
- *“Jetty. Need to expand search (internationally) for alternative choices of style and materials for longer life, i.e. more than 50 years.”*
- *“The jetty needs to be either repaired or replaced. I have heard that mining companies from Kalgoorlie area have put a substantial amount of money into it so that they could come here and be able to fish off it.”*
- *“Jetty. Repair or replace but we have to have one.”*
- *“The Jetty needs to be replaced ASAP. Stop considering surveys and paying out money to assess how bad it is and spend towards new jetty.”*
- *“Retention of some form of long jetty for tourism and locals and identity.”*

Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix

Addressing community priorities | Tanker Jetty

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Many residents feel tourism is essential to the survival of the town and that the Tanker Jetty is a main attraction for tourists in the area. Therefore, many feel the loss of the jetty will result in a reduction in tourism which will lead to negative long term economic effects on Esperance:

- *“Building a new jetty capable of catering for cruise ships to berth, so tourists do not have to come ashore in painters as many stay on board because of this.”*
- *“Jetty renewal. Without it the town will loose vital tourism.”*
- *“Save the jetty. Everyone who visits our beautiful town goes to the jetty. In the Visitor Centre Magazine the jetty comes first on the list of things to do, so please do the maximum to save the jetty.”*
- *“I would like them to continue developing the jetty and shore front. These features are going to make tourism and living in Esperance an engaging experience, even in winter.”*
- *“Getting the jetty and foreshore area re-opened before all tourism is lost. People coming to our area and finding all access closed won't return and they will tell others.”*
- *“I would like a resolution to the town jetty replacement. From a tourism & lifestyle perspective I think it's crucial.”*
- *“The jetty and tourism- the jetty should have been fixed a long time ago when the foreshore work began, not leaving it till now, the jetty is a tourist icon and many have missed out since it has been closed, it was a good way to meet tourists and share with them what there is to do and what to see.”*
- *“Make sure we keep the Tanker Jetty in some form. It is our biggest tourist attraction. To lose it completely would be a big 'kick in the guts' for Esperance.”*

Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix

Addressing community priorities | Attractiveness of the Town Centre

Some respondents feel the Town Centre could be revitalised to have more character. Beautifying the streetscapes and giving the town a theme or identity may help to make it more inviting to locals and visitors:

- *“Brightening up of Dempster St and Andrew St with tree planting, one way traffic and al fresco dining for cafes and pubs.”*
- *“Town centre revitalisation and identification of town/theme. Better visual entry to Esperance and town centre.”*
- *“I think the town centre needs to maintain a certain character and style consistent throughout the centre. Control of shop design with covenants to stick with a country theme. Have a look at some other towns that people like to visit. No point looking like Perth City.”*
- *“I would like to see the town centre revamped borrowing ideas from its historic origin, e.g. stone and Australian architecture.”*
- *“Town centre. Buildings painted in similar pale 'coastal' colours to create a uniformity, wherever possible.”*
- *“The look of the main area in town central. It needs to come into modern times. I'm 35 and it looks the same as it did when I was a child.”*
- *“The town centre is very drab indeed... Granite. Esperance has beautiful coloured stone, why on earth is it not used more in shire construction, as in Margaret River.”*

A pedestrian mall along Andrew Street could create a more attractive and vibrant CBD:

- *“Town Centre. A mall. The town centre is looking old and needs an uplift. Areas of town need revamping. Esperance needs to come alive.”*
- *“Modernise the town centre. Get rid of traffic in the town centre. Have a mall in the centre, with a tram like system for pedestrians all around the town centre.”*
- *“I would like to see the town centre made into a 'car free' zone, particularly near the post office. A pedestrian mall would mean less traffic congestion and less noise in the town centre.”*

Cleaning up some buildings and vacant blocks could also help to revamp the Town Centre:

- *“Infrastructure of the buildings in the main centre of town. Paint wouldn't hurt.”*
- *“The town centre buildings, such as the Esperance Hotel, are old and ugly. The town needs to have these buildings revamped and brought up to proper standards.”*
- *“The town centre. A lot of the buildings are old and ugly and let down the newer buildings and businesses.”*
- *“Get the hotels to start improving their buildings... The Travellers is also a bloody disgrace.”*

Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix

Addressing community priorities | Tourism and job creation

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Promoting the area and providing more attractions is important to help increase tourism:

- *"As tourism is important to Esperance's survival, benches, shelters and coffee outlets near the foreshore are important. A new hotel complex near the beach would be great (5 star)."*
- *"Tourist loop and "Australia's Best Beaches", are totally under developed. Great bike paths that I rarely see anyone using. Lack of bins, toilets, BBQ facilities, seats, shaded areas, signage for tourists."*
- *"Promote tourism. There is not enough high end accommodation or places to eat."*

Sufficient commercial infrastructure is required to sustain tourism. Therefore, it is suggested that Council could do more to support new business and to encourage existing businesses to increase trading hours and improve customer service:

- *"Support local business. Should give assistance and support as we will have no shops open and we will have a ghost town."*
- *"Cruise ships can bring money into our town. Not enough is done to encourage business to cater for these people."*
- *"Tourism. Try to encourage shops to be open when it is top tourist times, summer, when cruise ships come into the port. One shop, McCreeds, was the only shop open when a cruise ship visited Esperance recently."*
- *"Tourism. More effort to make visitors welcome, including those off cruise boats. Local attitudes from shop assistants. They generally seem to resent customers (not all)."*
- *"Something needs to be done in respect to trading hours. The shops NEED to open longer on Saturday afternoons, most public holidays and Sundays during the summer period. The Visitor Centre should stay open longer on weekends and public holidays."*
- *"Changing and improving attitudes on customer service to tourists. Across the broader community."*

Some would like to see Council encouraging industry, business and employment of locals to increase job opportunities:

- *"Jobs and sustainable development for a range of people, not just men with a trade or practical skills. Jobs for children to come back to, jobs for tertiary trained people."*
- *"Employing more locals in top jobs and when your local employees do a job, e.g. Drafting-planning, belittle them by getting people from out of town to do the same job at a higher pay rate. Consultancy double up."*
- *"Promotion of local renewable industry based in the Esperance Shire. Create more permanent jobs. Keeping younger generation in area."*

Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix

Addressing community priorities | Parks and reserves

Some families would like more parks and improvements to existing ones.

- *"Make our parks more attractive, more like Mandurah."*
- *"Would like to see green space and trees. Please keep what we have. There is not a 'real' town centre. In travels, many towns have gardens or parks with gardens that one can walk round."*
- *"The shire reserves are just dirty areas with poor law enforcement (dogs, alcohol, fire). Just give them back to Environment and Conservation as they are warts in National Parks."*
- *"Developing more parks/playgrounds and BBQ areas."*

Provision of shade is particularly important so that families can safely and comfortably enjoy local parks:

- *"Park areas need shade to sit and for kids to play."*
- *"Shading play equipment in public parks for kids. Adopting a 'lead by example' for shade and developing a shade policy."*
- *"Parks. Facilities such as shade, cleanliness, equipment, including safe surfaces underneath play equipment."*
- *"Ensuring that the parks in Esperance have adequate shade for children. Shade sails would be great. Also, trees. Too many trees have gone in our local parks."*
- *"Shaded areas for families and children to play in town and suburbs."*

Improving and updating playgrounds will also make local parks more appealing to families:

- *"Parks. More shade and different age appropriate equipment."*
- *"The playground equipment in some of the parks is old and outdated. The park at the end of Mitchell St is in a poor sate. Hardly any equipment, no swings and the trees are not growing."*
- *"Children's playgrounds/parks. Adventureland Park has gone backwards in the last 10 years. We do not have one decent playground, i.e. old equipment."*
- *"More facilities for children and families. Covered playgrounds. Increase the number of good playgrounds."*
- *"Would like a playground that offers a shade sail or similar so that it can be used in warmer weather."*
- *"More open space with activities that cater for a range of children with different abilities and ages."*

Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix

Addressing community priorities | Development of the foreshore

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It seems that many want the Shire to focus on making some change to the foreshore area. However, respondents are rather polarised on what they feel this change should be. While some want the foreshore to be a hub of commercial activity with cafes, restaurants and retail...

- *“We have a beautiful view of the ocean from the town foreshore. Why do car parks occupy areas at Esplanade/Andrew St junction when we could have restaurants-cafes occupying this space, showcasing the natural beauty of the town.”*
- *“A restaurant/café on the foreshore, to make the most of the fabulous view across the bay.”*
- *“Foreshore development... Maybe some commercial retail on foreshore.”*
- *“With the new foreshore development allowing the area to be more tourist friendly (like Busselton) have some shops, restaurants etc. there. It could be a real draw card for Esperance. Including upgrading the jetty!”*

... others feel the area should be maintained as parkland or open space without any built up areas that could detract from the foreshore’s natural beauty:

- *“Family friendly foreshore. Play equipment, more toilets, BBQs, water park play, volley ball net. Have a look at what Geraldton Shire has on their foreshore. Something like that would be great for tourism and local utilisation.”*
- *“Please leave the foreshore as an open grassland area. It is lovely to have that open space. It is much too windy in Esperance for food outlets to be successful along the foreshore area.”*
- *“Listen to the community regarding foreshore redevelopment. We don't want to be like everyone else, with shops etc. along the foreshore. The shops on Dempster St and Esplanade are close enough.”*

However, some would be happy with a combination of the two – a bit of commercial activity as well as public open space:

- *“I would like to see our foreshore take on a similar appearance to that in Rockingham - trees, play areas, encouragement of the development of coffee, food, gift and tourist oriented outlets all the way along the foreshore. These shops should not take the place of the grassed area, but should be encouraged to be developed across the road.”*
- *“The Foreshore. Look at improvements to Busselton’s. Kids play areas, various cafes & coffee places, picnic areas, grassed areas, shades.”*
- *“Bring life to the foreshore, e.g. Boardwalk with fish and chips, coffee etc. Encourage people to use the foreshore, provide wind breaks.”*

Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix

Addressing community priorities | Roads and streetscapes

Improving unsealed and rural roads is a priority for those living in, and frequently travelling through, out-of-town areas:

- *“Country roads are badly maintained. The shire's income is transported down these roads. Spend more money on this very important service.”*
- *“Merivale Road, between Jims Oven Rd and Orleans Bay Rd, is a total disgrace, let alone dangerous. I don't know how many times you 'try' to fix it, the road needs to be totally re-sheeted. I can't work out how the Shire can have a road that is used by tourists left in such a mess.”*
- *“The shire core activity is the maintenance of roads... Roads in some areas of the Shire are out of sight and out of mind of the Shire's staff and planners. They alternate between disgraceful and impassable. Basic road maintenance is left undone and is breaking up under the pressure of heavy traffic. We are essentially a farming area and must be able to move products of the farm to market.”*
- *“Gravel roads in our area, some of which are school bus routes, have not been re-sheeted. Most times, when the road actually does get graded, it's a waste of resources as a roller never follows the grader.”*
- *“Roads around the outer area of Esperance. Some are an accident waiting to happen.”*
- *“Rural roads. Some rural roads have not been re-sheeted for 20 years.”*

While some suggest streetscapes across the Shire require attention, many highlight the entrances into Esperance as needing verge maintenance. They feel better upkeep of entrances will make the area appear more inviting to travellers:

- *“Erect a welcoming entrance sign at Ravensthorpe-Harbour Rd junction, with shrubs planted in bare area of 'T'.”*
- *“The entry at South Coast Highway to Esperance roundabout needs a large welcome sign. The intersection desperately needs beautifying.”*
- *“Planting/maintaining trees/shrubs on entrance to town, to make it look much more attractive.”*
- *“Approaches to town. At present they are very dull and boring compared to other towns.”*
- *“The entrance to Esperance is still not satisfactory for a supertown. I have seen very nice entrances to smaller towns. As a suggestion - a 3 tier walled garden with Flax, Agapanthus and smaller hardy plants. Esperance has plenty of limestone to erect substantial walls. The above plants are hardy and need little attention. Perhaps with extra care - either plants or stones or?? could say "Welcome to Esperance".”*
- *“The intersection of Harbour Rd and SC Highway is great now but either side of the road does not represent Esperance to newcomers, e.g. looks too industrial and bland.”*

Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix

Addressing community priorities | Other priorities

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Access to more goods and services, especially more shopping options and longer trading hours is requested by some:

- *"I know population is an issue but if we had more shopping please. Coles and all their offshoots, Kmart, Best & Less etc. people in Esperance would buy here instead of going to Kalgoorlie or Albany to go to Kmart etc. and our money would be spent in Esperance and create more jobs."*
- *"Shop hours. We (Esperance) have won a supertown status and cannot deliver to the tourists, i.e. cruise boats that arrive on weekends. Sunday Markets should open all day."*
- *"A shopping centre in Castletown, to relieve congestion found in the town centre at present."*
- *"An urgent need for Coles or Kmart as food prices are very expensive in Esperance. Would like the Shire to plan for the future, where a big shopping centre could be."*

Some respondents would like to see better management of natural areas such as bushland and particularly the coastline:

- *"A long term solution is required opposite the caravan park, corner Norseman and Goldfields Roads, to rectify the erosion and stop the wasteful practice of dumping sand, which is not sustainable or environmentally sound. The total cost of this practice would have paid for a solution by now."*
- *"More restricted 4X4 beach driving access where they are damaging and eroding the sand/dunes. Needs to be a set distance that they must observe, i.e. 10-15 metres from the sand dunes, like beaches around Ballina in NSW, or denied access completely."*
- *"Management of remote bushland. I am concerned at the clearing of bushland for new buildings. I live in Castletown and am watching buildings go up and bushland decreasing. Native wildlife is being pushed out and out. There are some remnants but I wonder if they are going to go. More green corridors need to be left in situ."*

More facilities and services could be implemented to give the youth activities to do in their area:

- *"There is nothing for 15-17 year olds to do in town if they don't ride bikes etc. or fish. They have lost the ability to entertain themselves, they need help."*
- *"The amount of services and facilities for youth and young adults. As a member of the younger generation and as someone who works with kids, the greatest complaint is that there is nothing for young people to do."*
- *"Activities for youth, centres, activities, e.g. bowling centre, pool halls, amusement centres."*

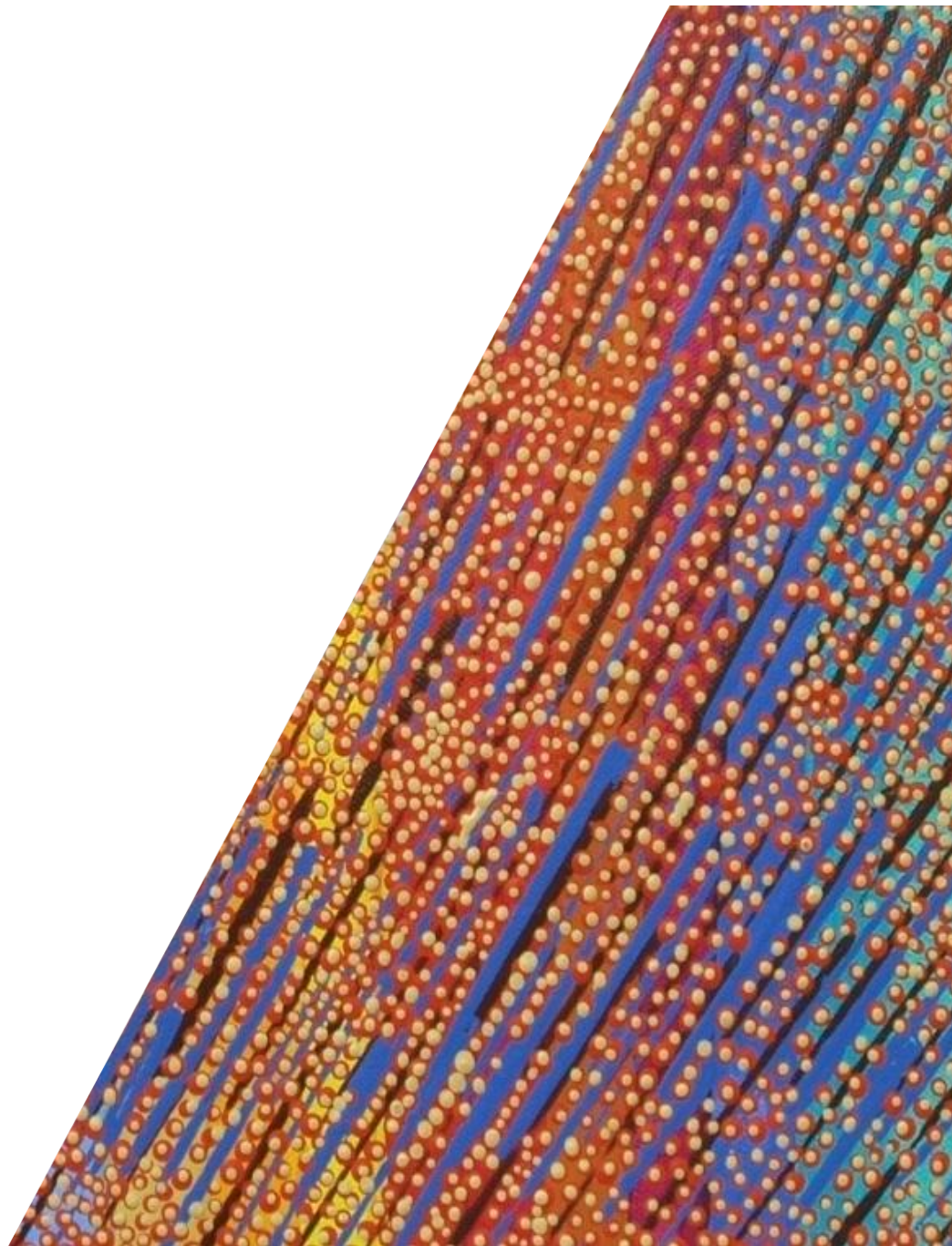
Q. Which areas would you MOST like the Shire of Esperance to focus on improving?

A full list of verbatim responses is provided in the Appendix



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CATALYSE is proud to support Indigenous artists.

“Fireworks” is the exciting work of Yinjaa-Barni Artist, Maudie Jerrold.

Yinjaa-Barni Artists are traditional owners from the Fortescue River region. Their paintings depict the remarkable country of the Pilbara in Western Australia's north-west. The contrasts of the harsh environment with the hidden gorges of cool water, the seeds and flowers bursting out after rain, are moments that belong to the great Creation stories of the Marrga.

Other works may be viewed at the Japingka Gallery in Fremantle [www.japingka.com.au].