



# 2011 Community Perceptions Survey<sup>©</sup>

Prepared for the Shire of Esperance

July 2011

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# Executive summary

In 2011, the Shire of Esperance administered the CATALYSE® Community Perceptions Survey among residents to evaluate and monitor performance across a range of services & facilities. 809 residents completed a survey. The survey was conducted by CATALYSE® Pty Ltd and provides Council with valid performance measures that can be benchmarked and consistently monitored over time.

## OVERALL SATISFACTION RATINGS

	Shire of Esperance	Industry High	Industry Average	Comparison to Average
Delighted (top 3 boxes)	22%	54%	37%	▼
Satisfied (6+ out of 10)	55%	88%	71%	▼



### FOCUS

- Town Centre development
- Economic development, tourism and job creation
- Community consultation
- Road maintenance
- Services and facilities for youth
- The area's character and identity

*Residents are concerned about these areas*



### CELEBRATE

- Weekly rubbish collections
- Fortnightly recycling services

*Residents are delighted with service levels*

# Introduction and research method

## Purpose

- Measure overall satisfaction with the Shire of Esperance.
- Evaluate perceptions of local services, infrastructure & facilities.
- Identify performance gaps.
- Benchmark the Shire against other WA Local Governments.

## Methodology

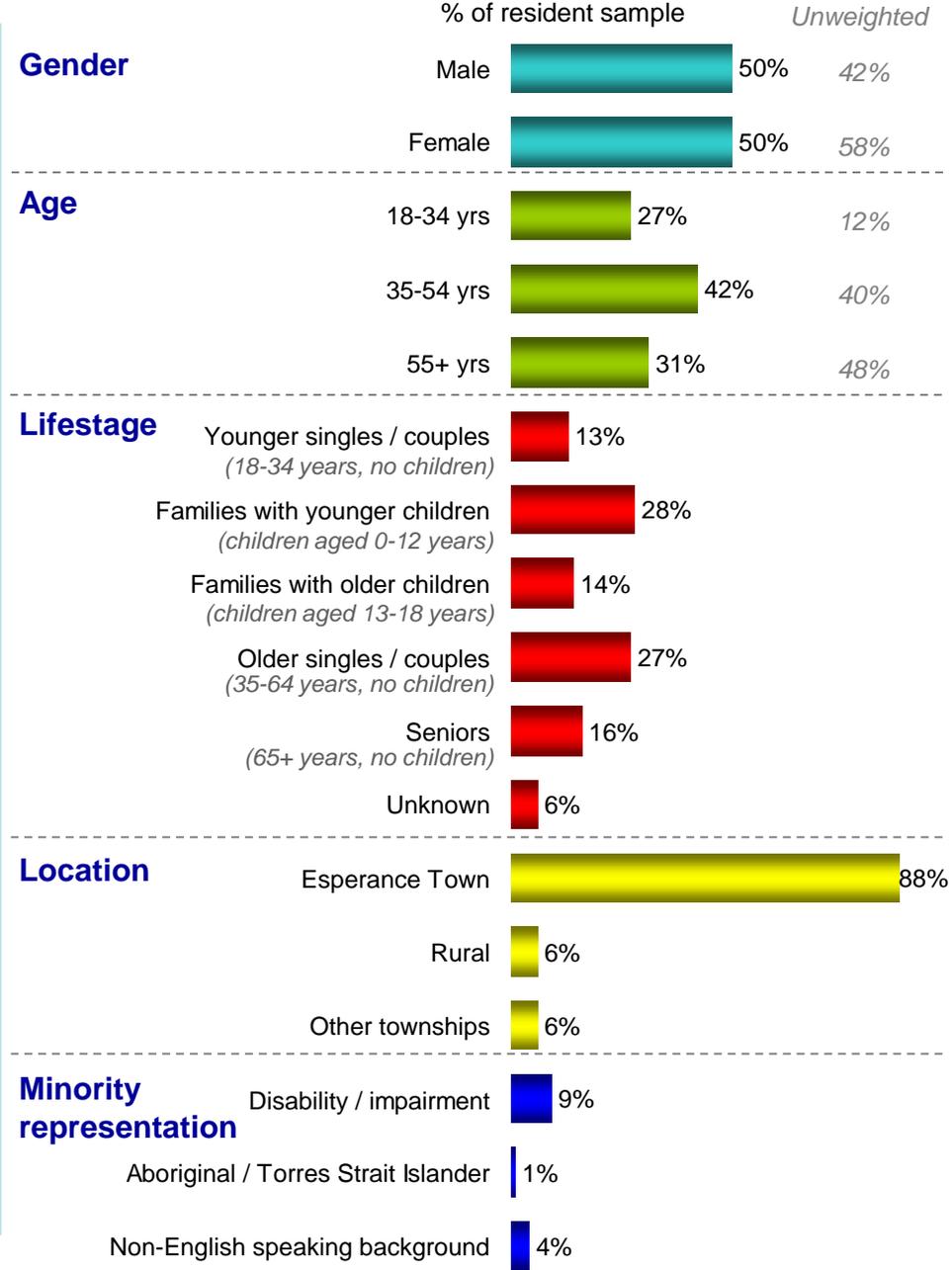
- The Shire of Esperance distributed surveys to all households in the Shire (around 5,600 properties).
- 809 complete, valid surveys were submitted to CATALYSE® by reply paid post or via an online survey.
- The survey attracted responses from a cross-section residents.
  - Since older respondents and females were more likely to participate, responses were weighted by age and gender.
- Sampling precision at +/- 3.2% at the 95% confidence interval

## Industry Standards

- Provided when three or more Councils have asked the same or similar question in the past 24 months
- Other Councils included in the Industry Standards are listed below:

- Town of Bassendean
- City of Belmont
- Shire of Broomehill-Tambellup
- Town of Cambridge
- City of Cockburn
- Shire of Collie
- Shire of Dardanup
- City of Fremantle
- Town of Kwinana
- City of Mandurah
- City of Melville
- Town of Mosman Park
- Shire of Mundaring
- City of Nedlands
- Shire of Peppermint Grove
- Serpentine-Jarrahdale Shire
- City of South Perth
- City of Subiaco
- City of Swan
- Town of Vincent
- City of Wanneroo

Resident sample composition

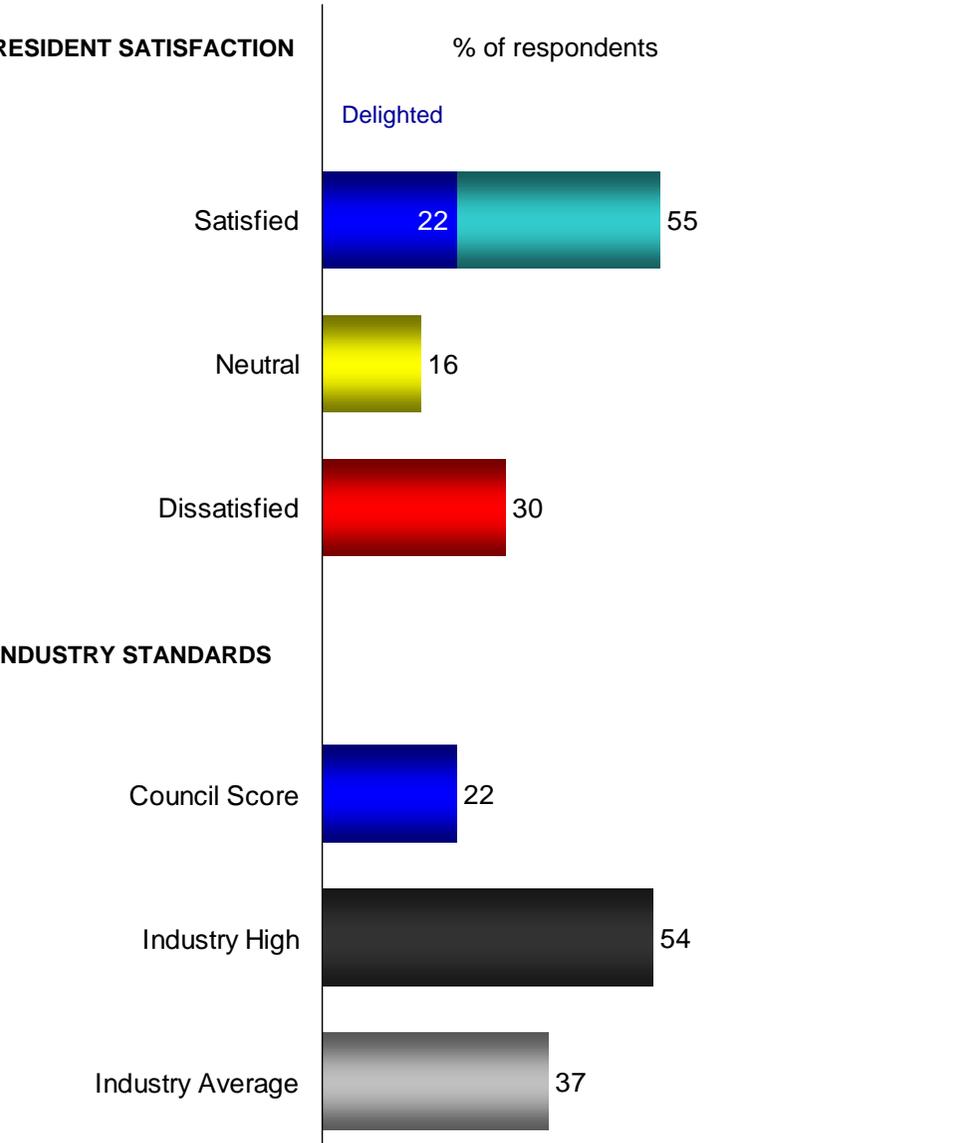


When responses do not add to 100% within this report this is attributed to rounding or 'other', 'don't know' or 'refused' responses



Overall satisfaction

# Overall satisfaction



- Overall, satisfaction is moderate.
  - 55% of respondents are satisfied.
  - 30% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among males.

<i>% of residents</i>	Delighted	Dissatisfied
Male	20%	34%
Female	24%	25%
Younger singles / couples	16%	32%
Families with younger children	20%	30%
Families with older children	21%	35%
Older singles / couples	17%	30%
Seniors	38%	25%

Q. Overall, how satisfied are you with the Shire of Esperance? Please give a rating out of 10, where 10 is totally satisfied and 0 is totally dissatisfied.

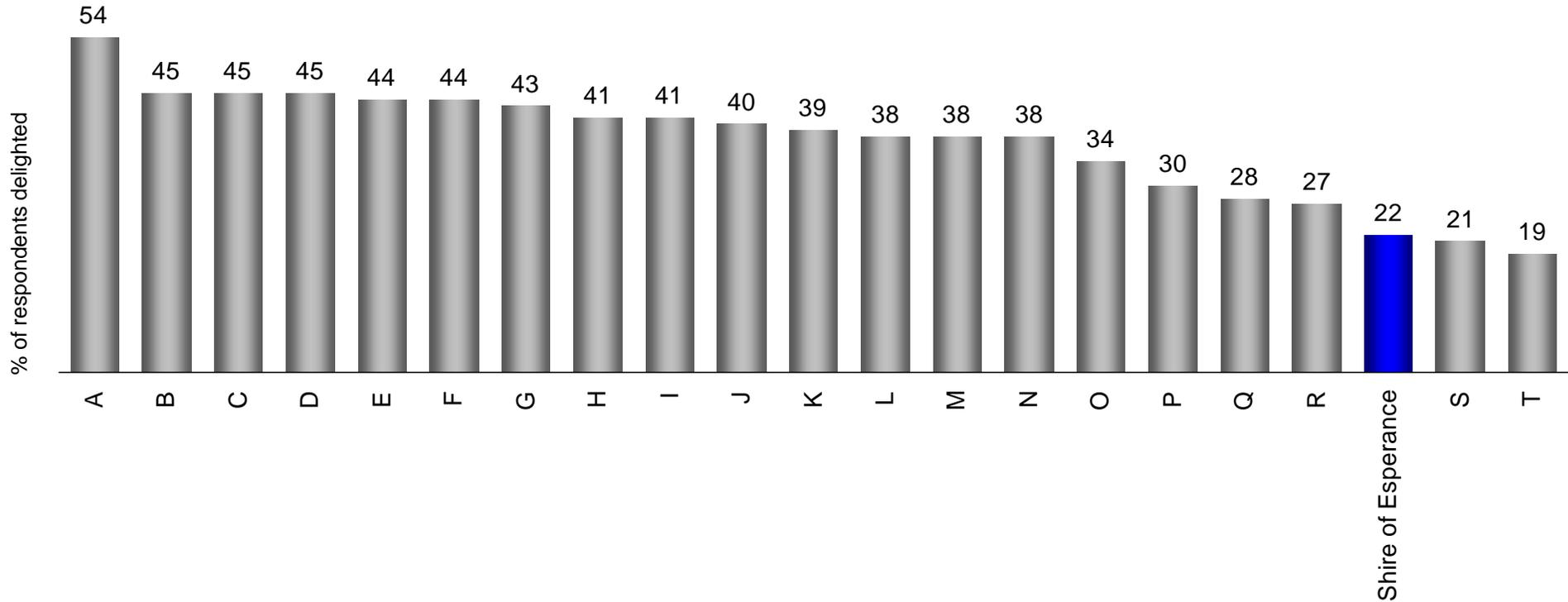
Base: All respondents who gave a valid response, excludes 'don't know' (n= 800)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4

○ ▼ ▲ = significant variance

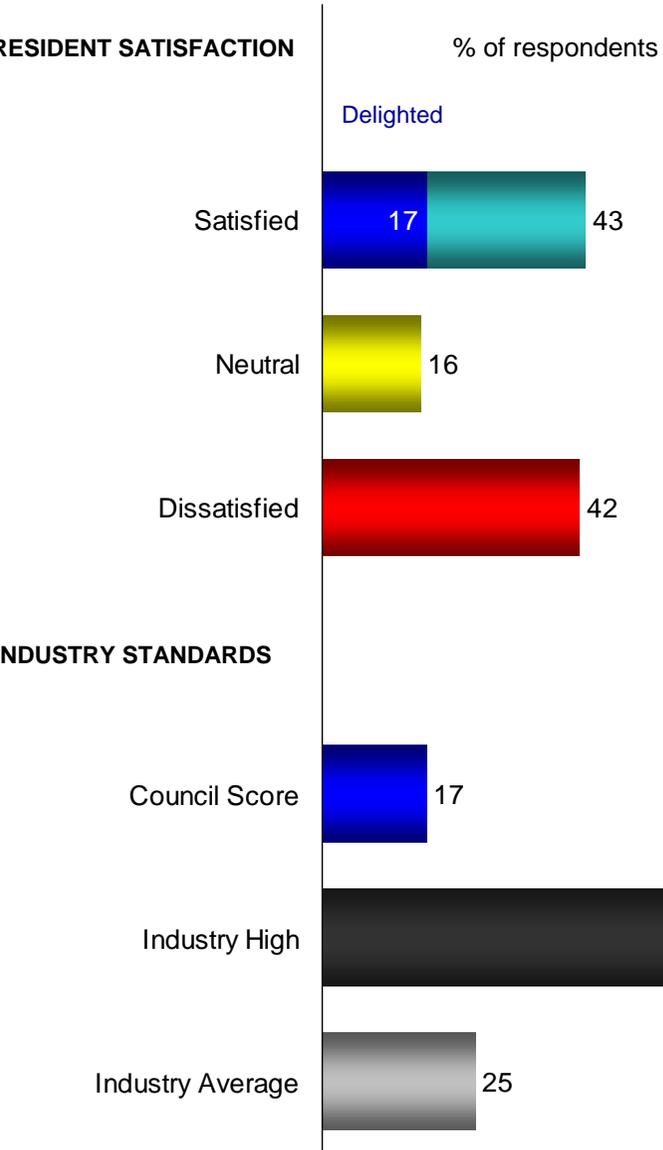
# Overall satisfaction – the Shire’s performance compared to others

This chart shows the Shire of Esperance’s ranking against other Councils when we look at the ‘delighted’ rating for overall satisfaction. The chart shows there is room for improvement.



Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with the [Council]?  
Base: All respondents who gave a valid response, excludes ‘don’t know’  
Coding: Delighted = 8,9 and 10

# Value for money from Council rates



- Satisfaction is low.
  - 43% of respondents are satisfied.
  - 42% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among males.

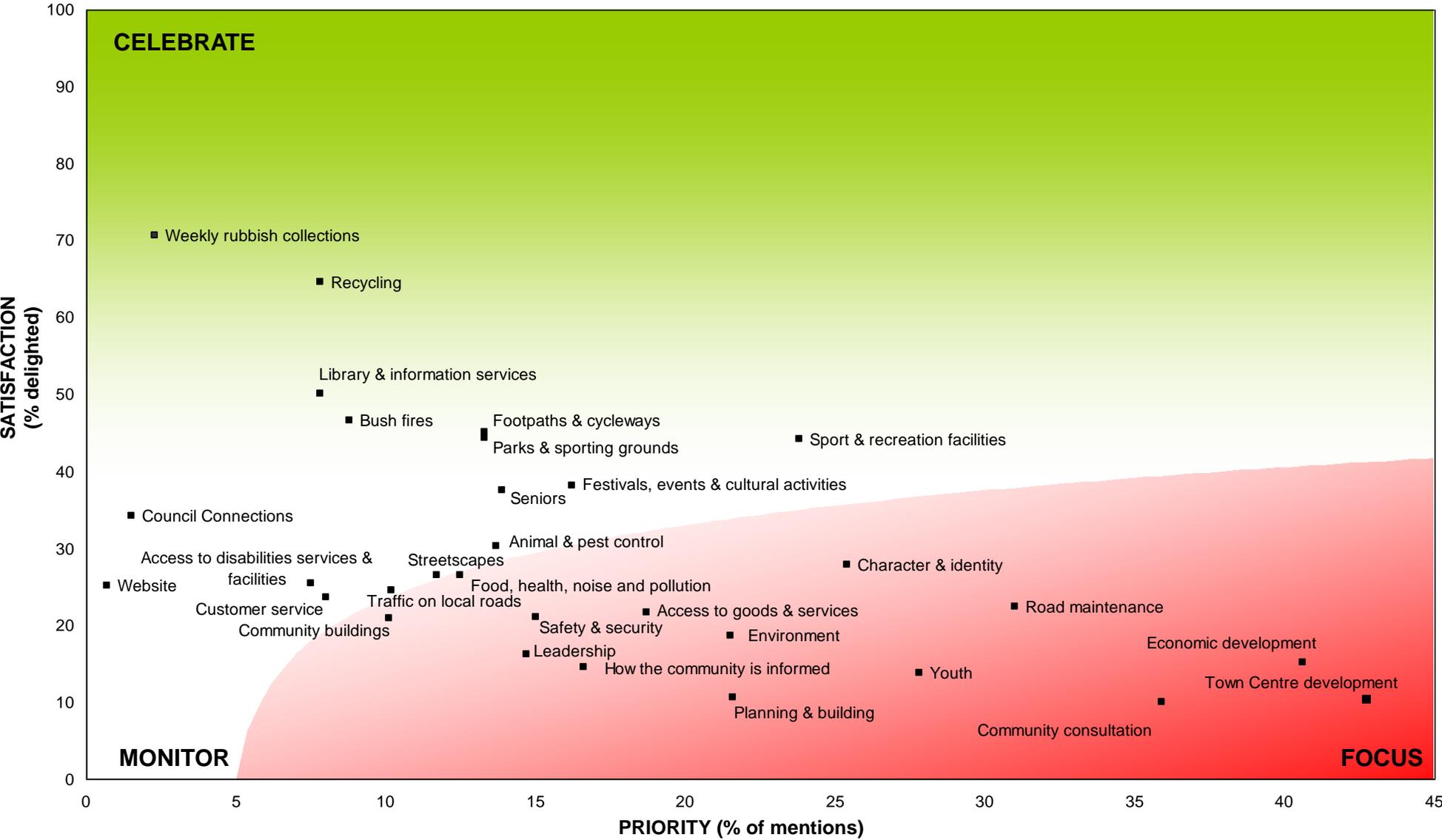
% of residents	Delighted	Dissatisfied
Male	17%	46%
Female	18%	38%
Younger singles / couples	9%	51%
Families with younger children	13%	48%
Families with older children	11%	45%
Older singles / couples	14%	41%
Seniors	36%	25%

Q. How satisfied are you with the value for money you get from your rates?  
 Base: Respondents who own their own home and who gave a valid response, excludes 'don't know' (n= 665)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4



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

# Community Priorities Indicator™



Q. Which areas would you most like the Shire of Esperance to focus on improving? Please circle the FIVE (5) areas you care about most of the 30 listed.  
 Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied. Chart shows % of respondents delighted (8,9 or 10)  
 Base: Priority – all respondents (n= xx); Satisfaction - Respondents who use / can comment on service / facility (n= various)



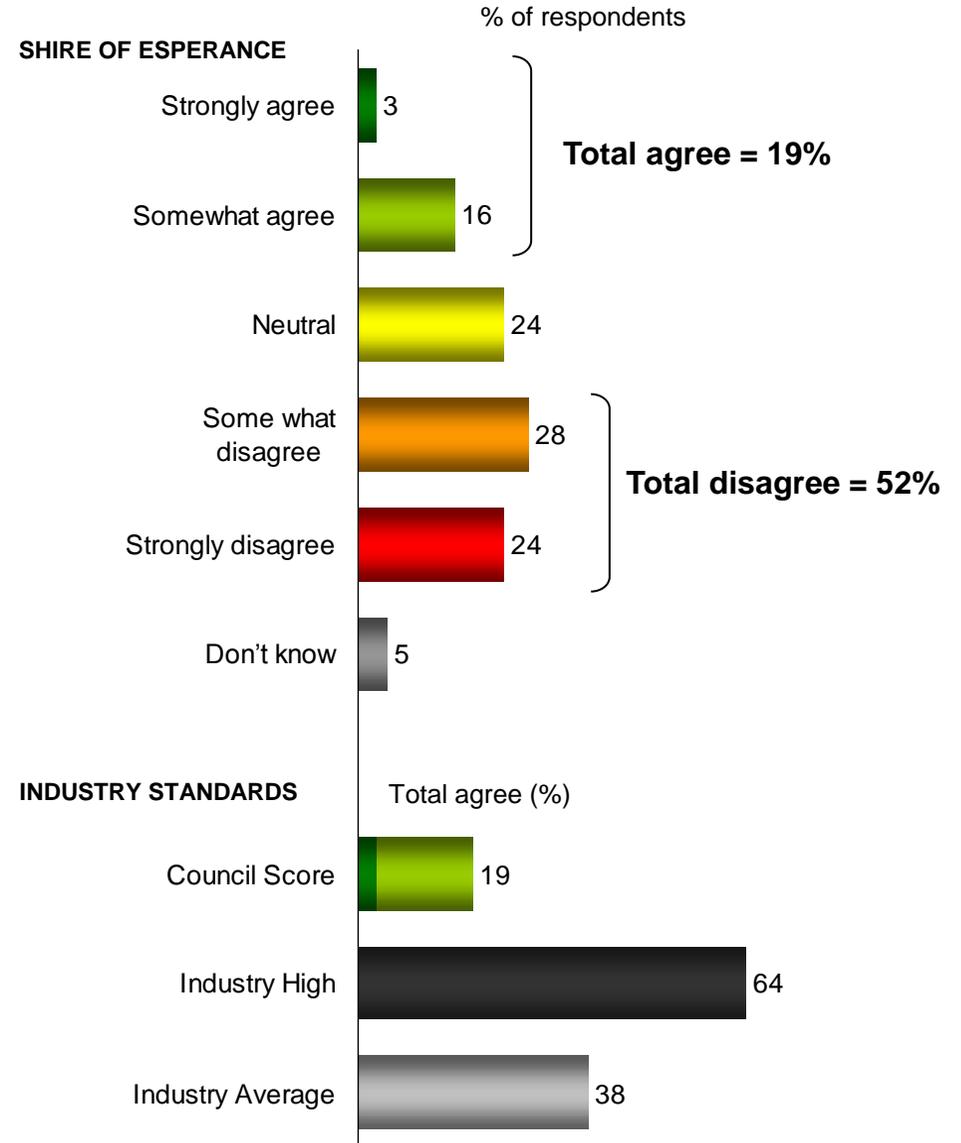
# Governance and Communication

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

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

- Only 19% of respondents agree that the Shire of Esperance has developed and communicated a clear vision for the area.
- Males, younger singles / couples, families and older singles / couples are more likely to disagree.

% of residents	Agree	Disagree
Male	18%	57%
Female	21%	46%
Younger singles / couples	27%	62%
Families with younger children	14%	52%
Families with older children	10%	56%
Older singles / couples	19%	53%
Seniors	30%	37%

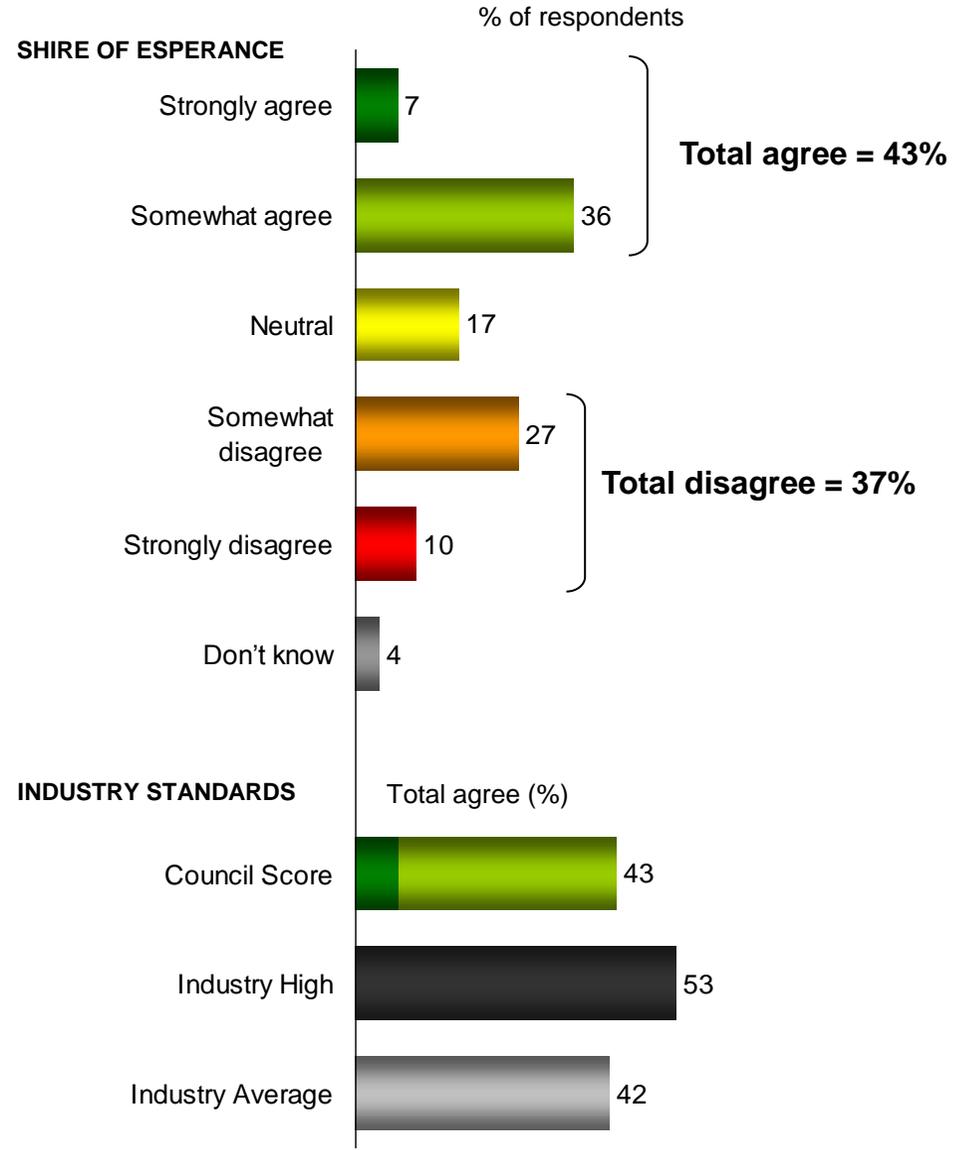


Q. Do you agree or disagree with the following statements? Please circle one response per line.  
Base: All respondents, excludes no response (n= 806)

○ ▼ ▲ = significant variance

# Elected Members at the Shire of Esperance have a good understanding of our needs

- 43% of respondents agree that Elected Members at the Shire of Esperance have a good understanding of their needs.
- Views are fairly similar across the community.

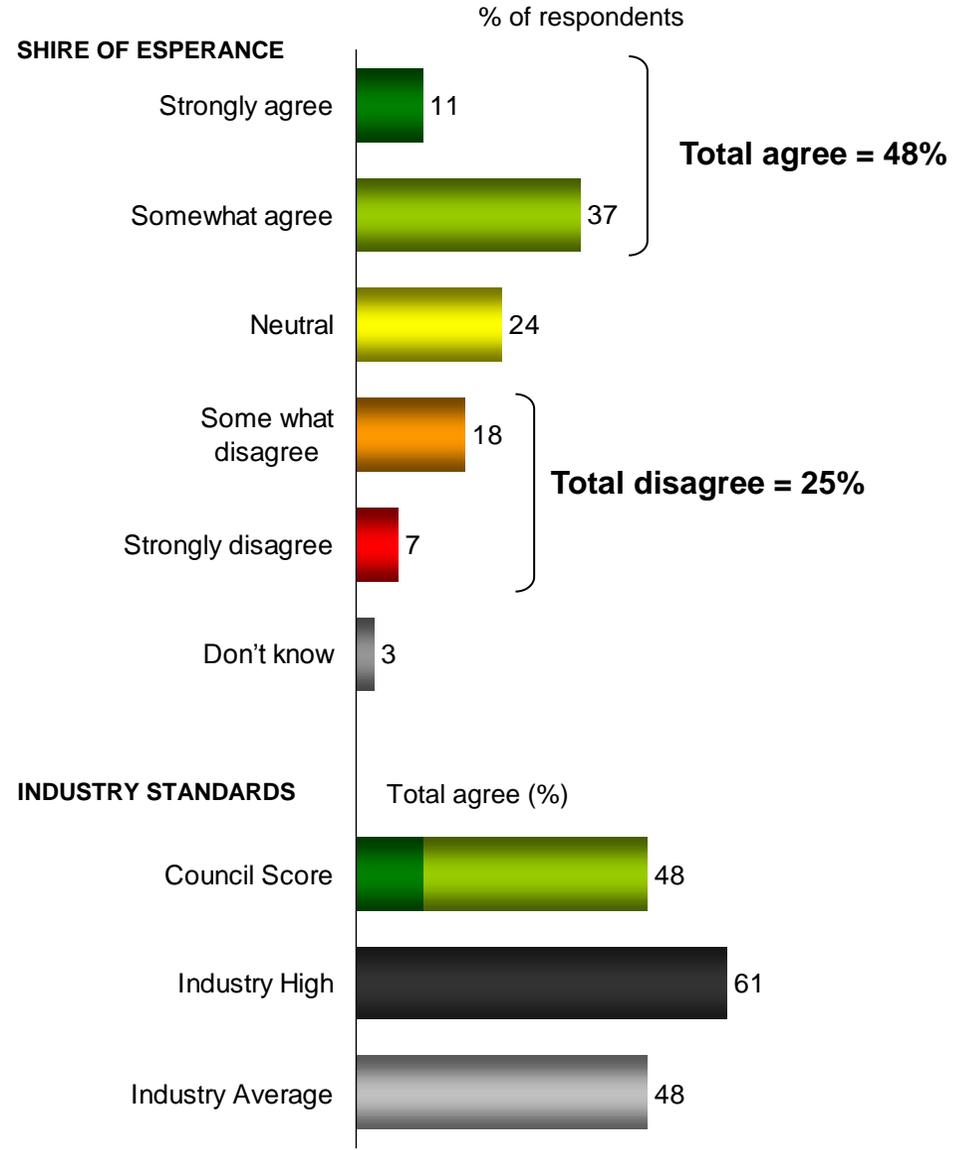


Q. Do you agree or disagree with the following statements? Please circle one response per line.  
 Base: All respondents, excludes no response (n= 804)

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

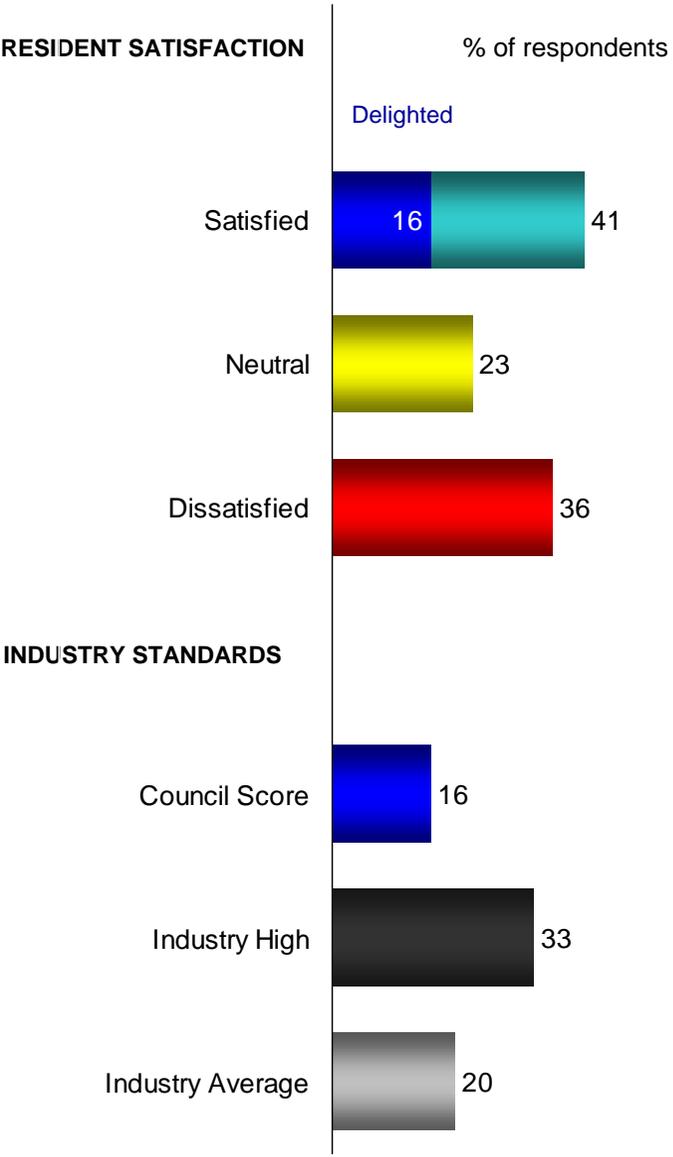
- 48% of respondents agree that staff at the Shire of Esperance have a good understanding of their needs.
- Females are more likely to agree.
- Younger singles / couples are less likely to agree.

% of residents	Agree	Disagree
Male	44%	27%
Female	52%	23%
Younger singles / couples	31%	22%
Families with younger children	50%	22%
Families with older children	51%	26%
Older singles / couples	50%	28%
Seniors	53%	24%



Q. Do you agree or disagree with the following statements? Please circle one response per line.  
Base: All respondents, excludes no response (n= 805)

# Shire's leadership within the community

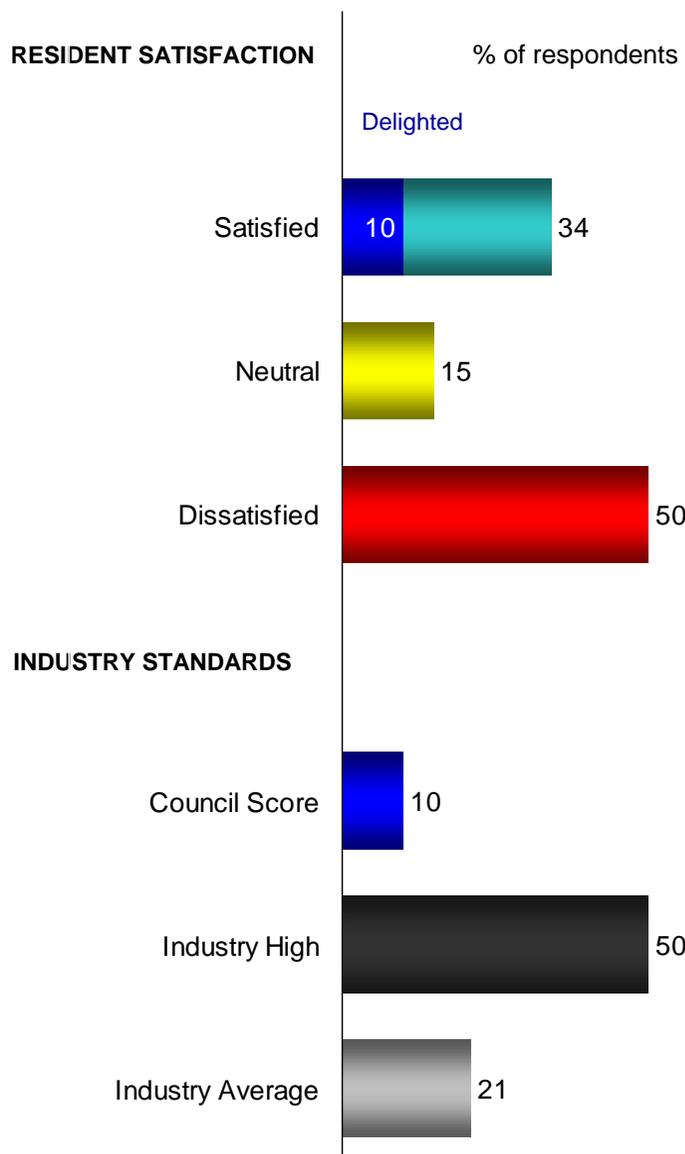


- Satisfaction is low.
  - 41% of respondents are satisfied.
  - 36% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among females and younger singles / couples.

<i>% of residents</i>	Delighted	Dissatisfied
Male	15%	41%
Female	18%	31%
Younger singles / couples	8%	50%
Families with younger children	17%	32%
Families with older children	9%	40%
Older singles / couples	14%	34%
Seniors	32%	29%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (n= 739)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# How the community is consulted about local issues



- Satisfaction is low.
  - Just 34% of respondents are satisfied.
  - 50% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among younger singles / couples.

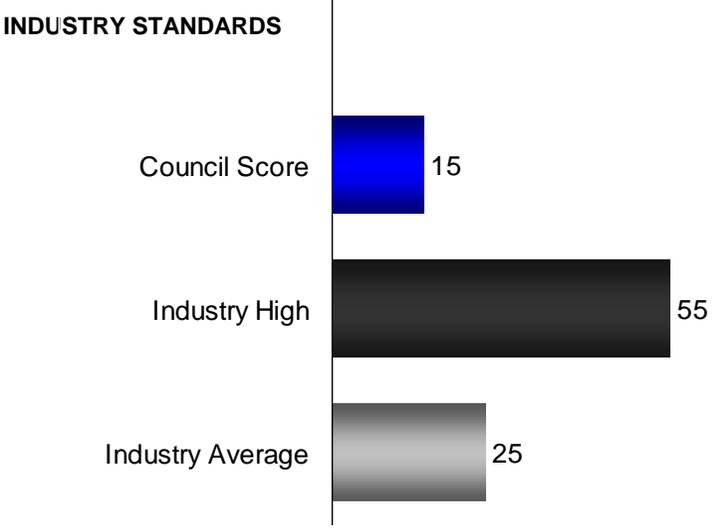
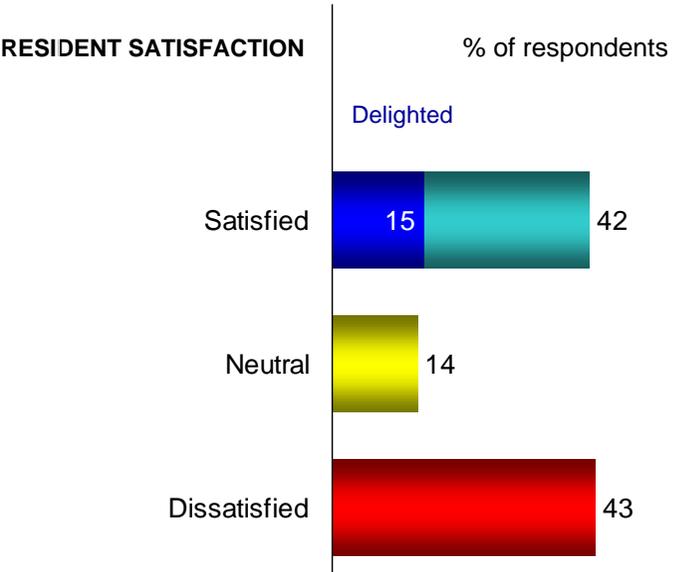
<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	3%	58%
Families with younger children	9%	49%
Families with older children	6%	51%
Older singles / couples	9%	54%
Seniors	22%	39%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 756)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# How the community is informed about local issues

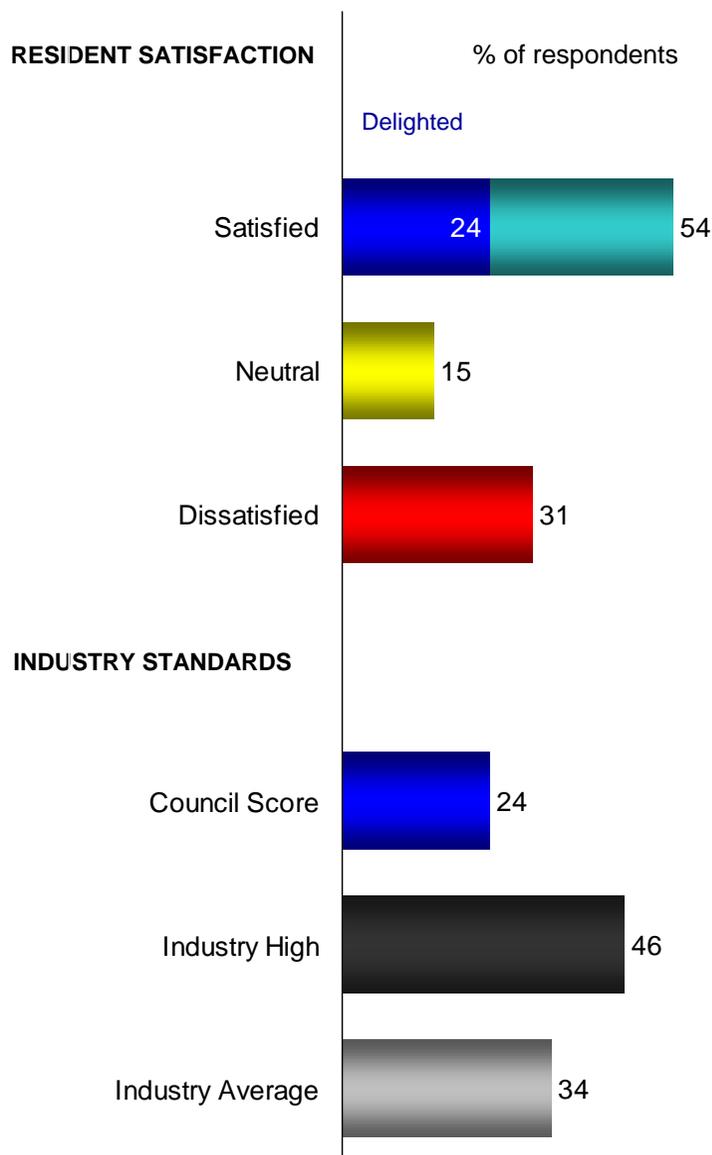


- Satisfaction is low.
  - Just 42% of respondents are satisfied.
  - 43% of respondents are dissatisfied.
- Satisfaction is highest among females, seniors and those living in rural areas.

% of residents	Delighted	Dissatisfied
Male	12%	43%
Female	17%	44%
Younger singles / couples	8%	48%
Families with younger children	11%	43%
Families with older children	12%	46%
Older singles / couples	15%	44%
Seniors	30%	35%
Esperance Town	14%	44%
Rural	28%	39%
Other townships	14%	39%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (n= 777)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# The efficiency and effectiveness of customer service



- Satisfaction is moderate.
  - 54% of respondents are satisfied.
  - 31% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among younger singles / couples.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	13%	40%
Families with younger children	22%	29%
Families with older children	20%	33%
Older singles / couples	24%	32%
Seniors	38%	24%

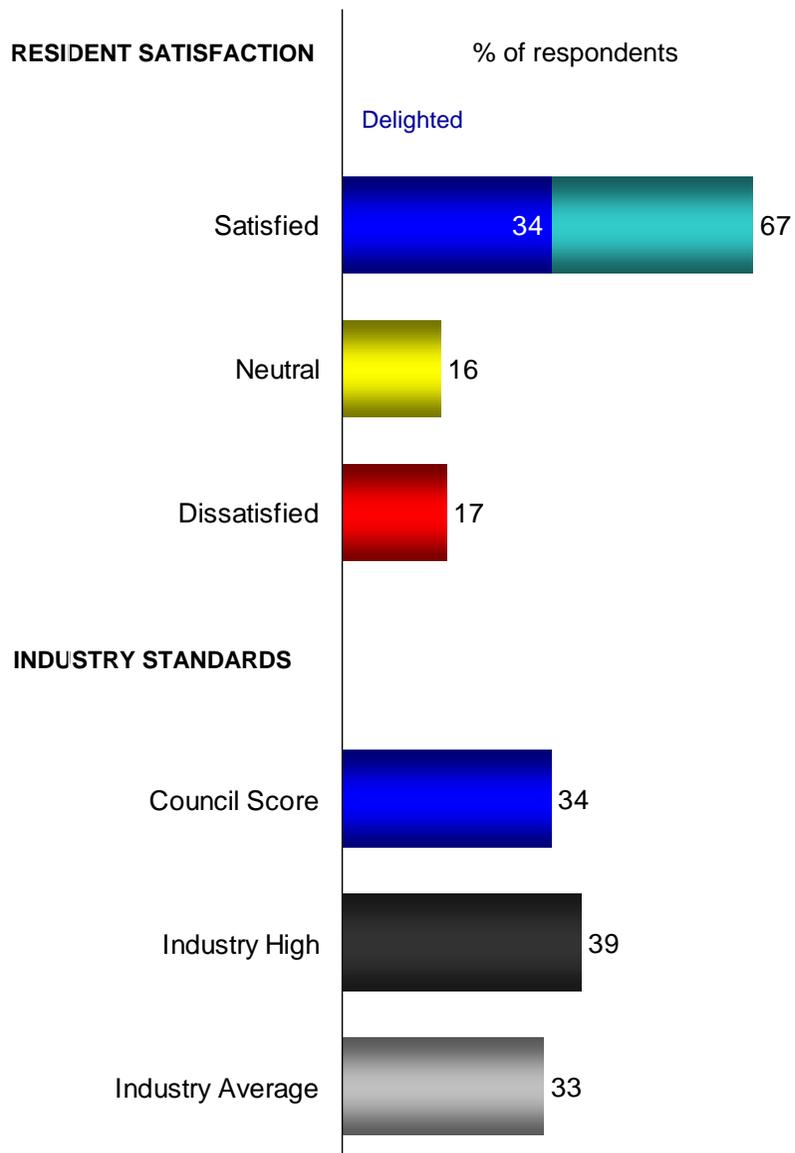
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 764)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

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



- Satisfaction is moderate.
  - 67% of respondents are satisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among younger singles / couples.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	26%	30%
Families with younger children	32%	13%
Families with older children	30%	16%
Older singles / couples	35%	14%
Seniors	48%	19%

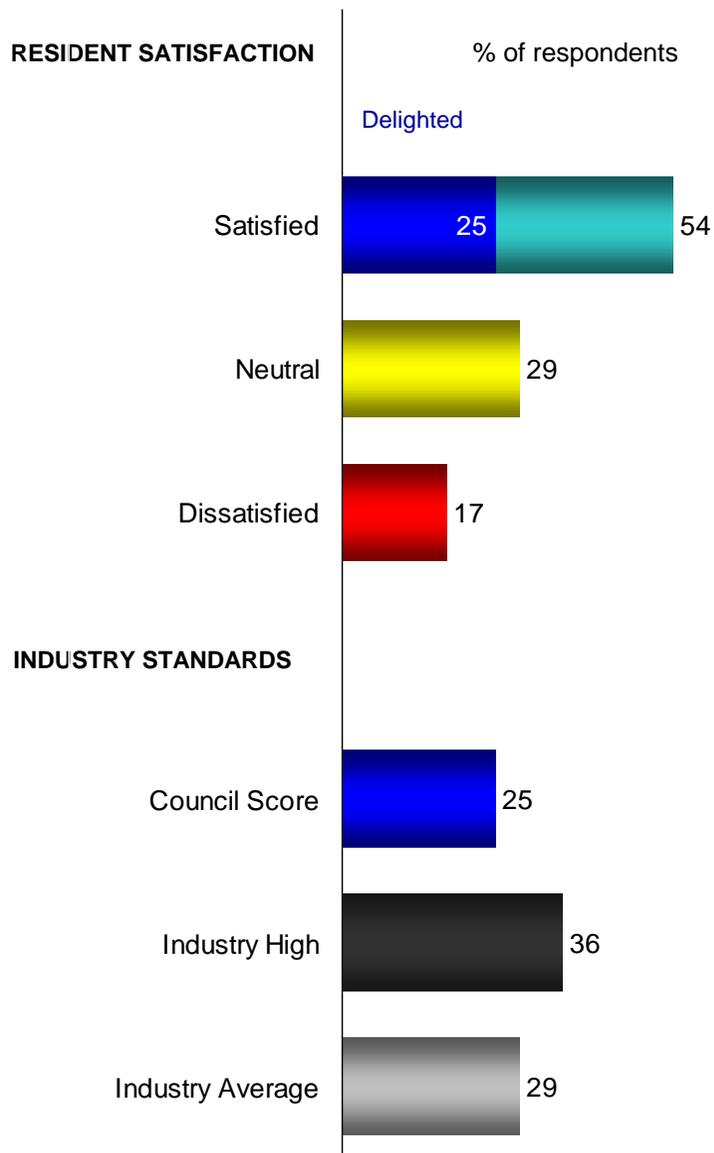
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 725)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# The Shire's website



- Satisfaction is moderate.
  - 54% of respondents are satisfied.
  - Many respondents provided a neutral rating of 5 out of 10.
- *Perceptions are similar across the community.*

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 496)

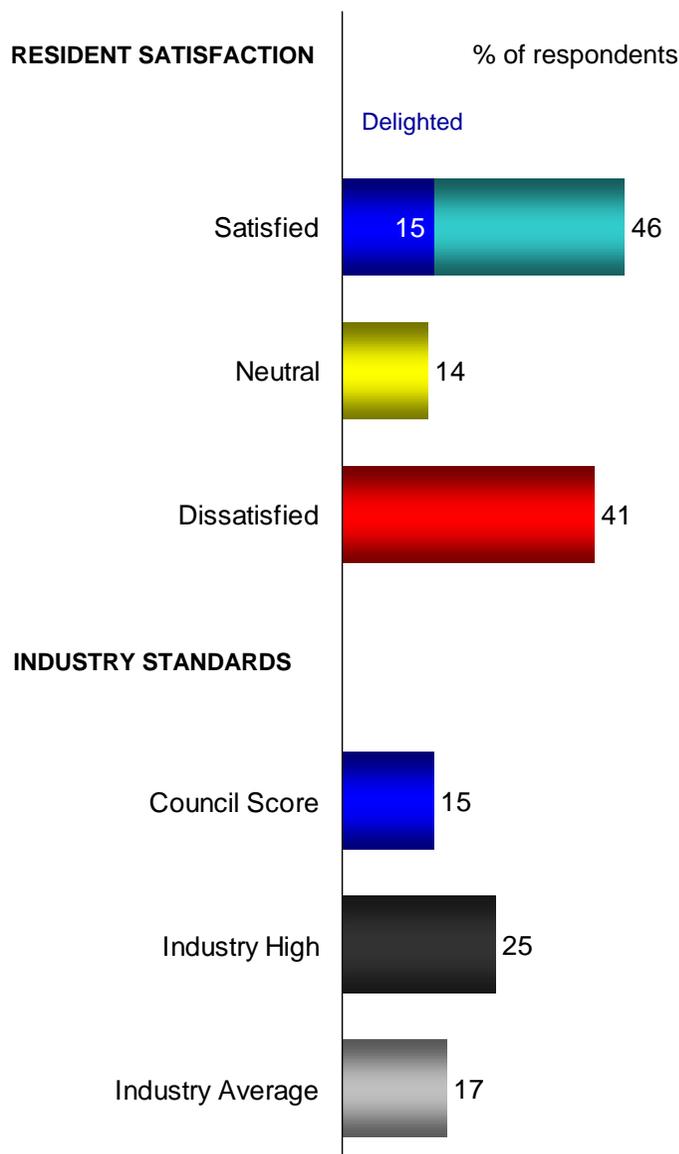
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# People and Community

# Economic development, tourism and job creation



- Satisfaction is low.
  - Just 46% of respondents are satisfied.
  - 41% of respondents are dissatisfied.
- Satisfaction is highest among females and seniors.
- There is greatest room to improve satisfaction among older singles / couples and those living in townships.

<i>% of residents</i>	Delighted	Dissatisfied
Male	12%	44%
Female	19%	38%
Younger singles / couples	11%	38%
Families with younger children	13%	39%
Families with older children	13%	41%
Older singles / couples	13%	47%
Seniors	28%	25%
Esperance Town	16%	42%
Rural	10%	24%
Other townships	7%	41%

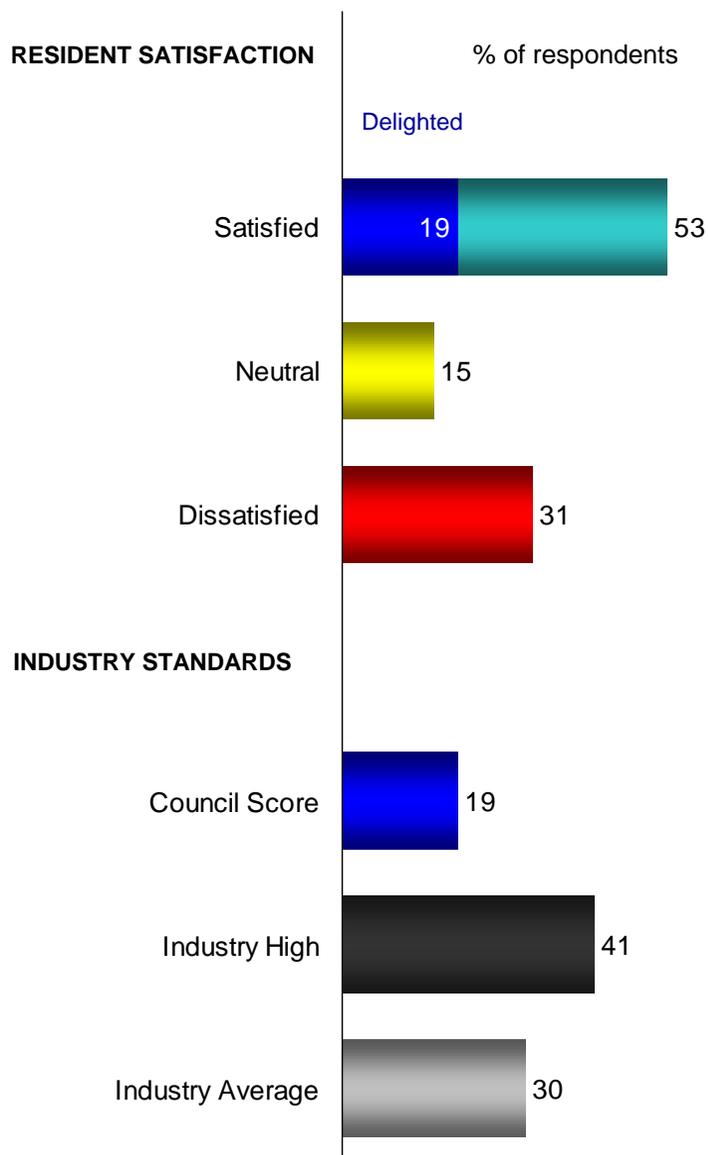
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 765)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Access to goods and services in the area



- Satisfaction is moderate.
  - 53% of respondents are satisfied.
  - 31% of respondents are dissatisfied.
- Satisfaction is highest among seniors.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	19%	35%
Families with younger children	17%	34%
Families with older children	15%	36%
Older singles / couples	16%	30%
Seniors	35%	18%

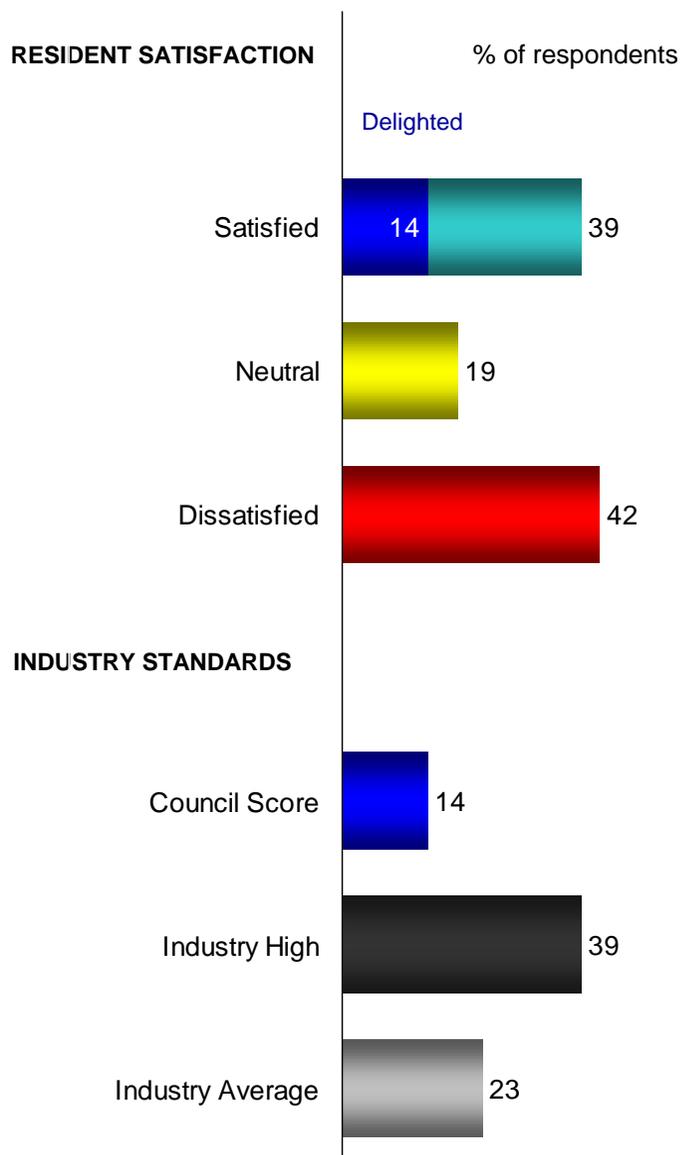
Q. For each please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 768)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Youth services and facilities



- Satisfaction is low.
  - Just 39% of respondents are satisfied.
  - 42% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among younger singles / couples and those living in townships.

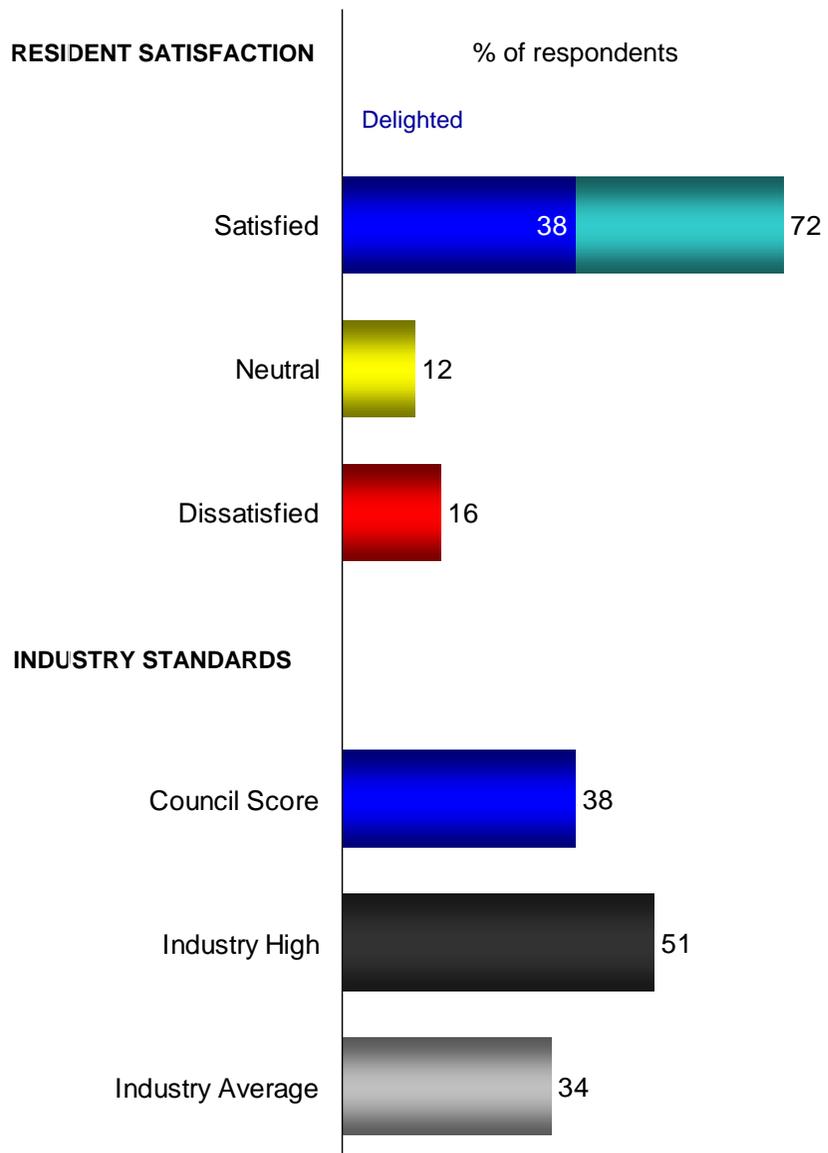
<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	15%	55%
Families with younger children	13%	42%
Families with older children	9%	48%
Older singles / couples	12%	37%
Seniors	27%	24%
Esperance Town	14%	43%
Rural	21%	27%
Other townships	8%	42%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 694)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Facilities, services and care available for seniors



- Satisfaction is relatively high.
  - 72% of respondents are satisfied.
- Satisfaction is highest among seniors and appears to increase with life stage.
- There is greatest room to improve satisfaction among males, younger singles / couples and families with older children.

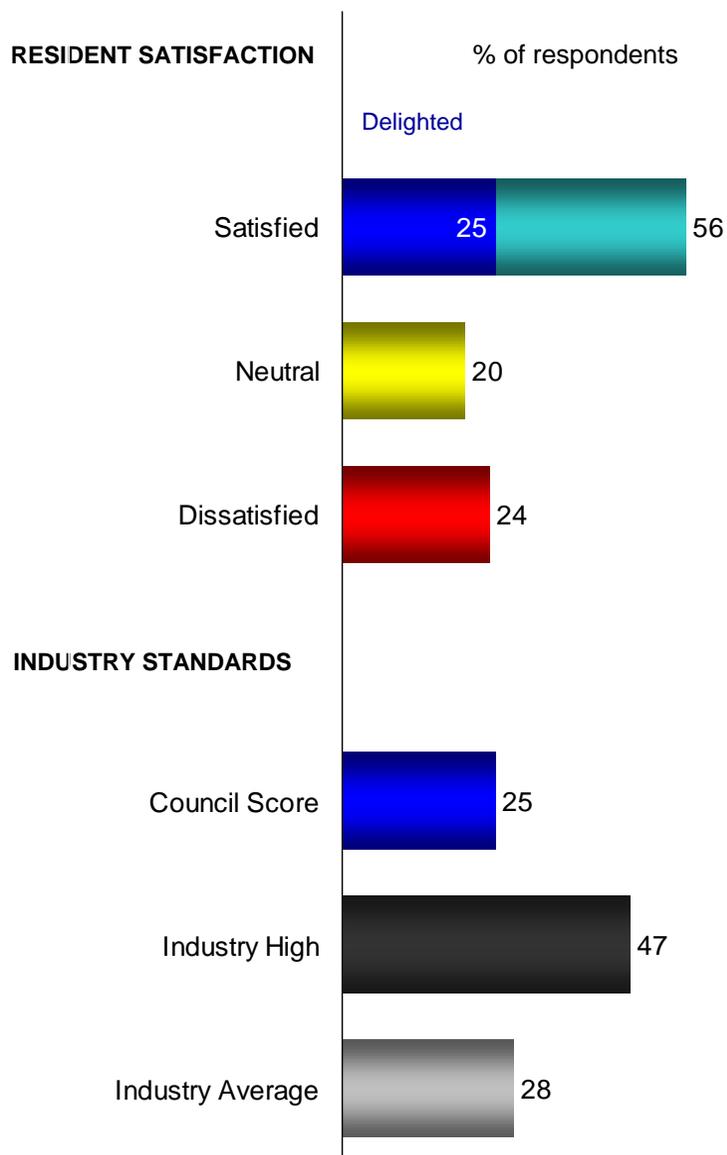
<i>% of residents</i>	Delighted	Dissatisfied
Male	34%	19%
Female	41%	13%
Younger singles / couples	24%	26%
Families with younger children	32%	14%
Families with older children	32%	23%
Older singles / couples	36%	13%
Seniors	64%	8%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 707)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Access to services and facilities for people with disabilities



- Satisfaction is moderate.
  - 56% of respondents are satisfied.
  - 24% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among younger singles / couples and those with a disability or impairment.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	14%	37%
Families with younger children	19%	21%
Families with older children	21%	29%
Older singles / couples	28%	22%
Seniors	44%	13%
Disability or impairment	27%	40%

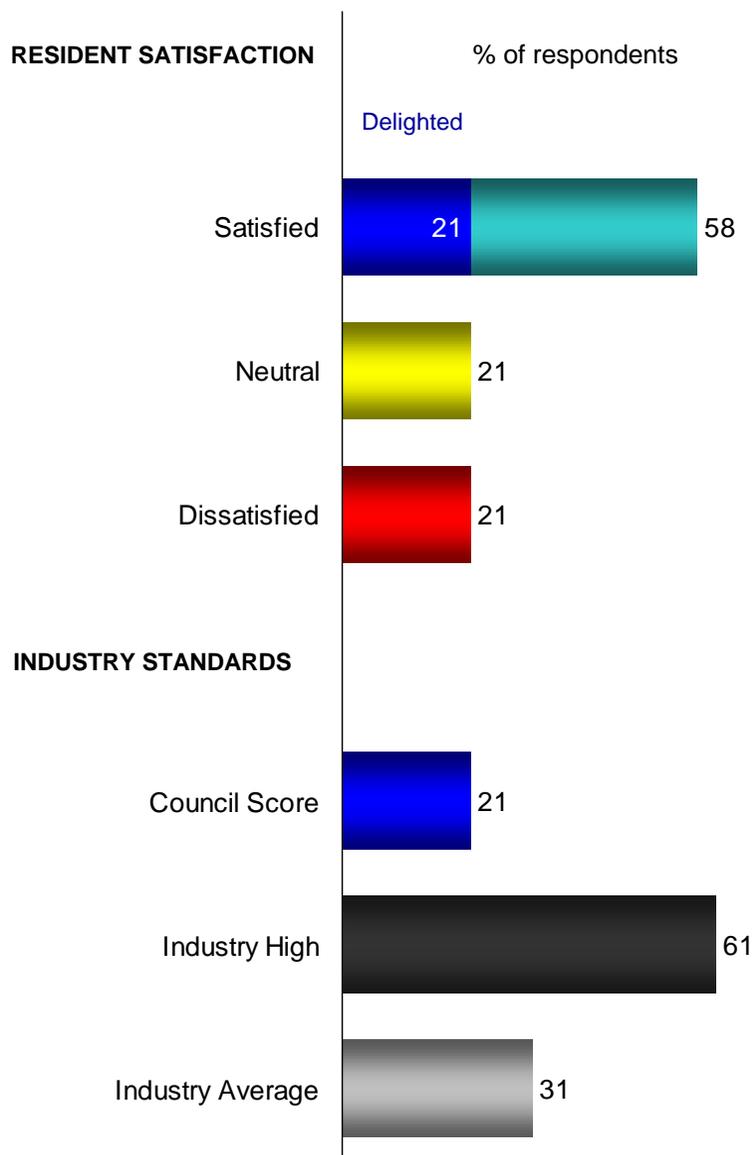
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 618)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Safety and security



- Satisfaction is moderate.
  - 58% of respondents are satisfied.
  - 21% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among those living in Esperance Town and those with a disability or impairment.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	13%	27%
Families with younger children	25%	19%
Families with older children	21%	25%
Older singles / couples	13%	23%
Seniors	36%	11%
Esperance Town	21%	22%
Rural	25%	10%
Other townships	22%	10%
Disability or impairment	24%	36%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 731)

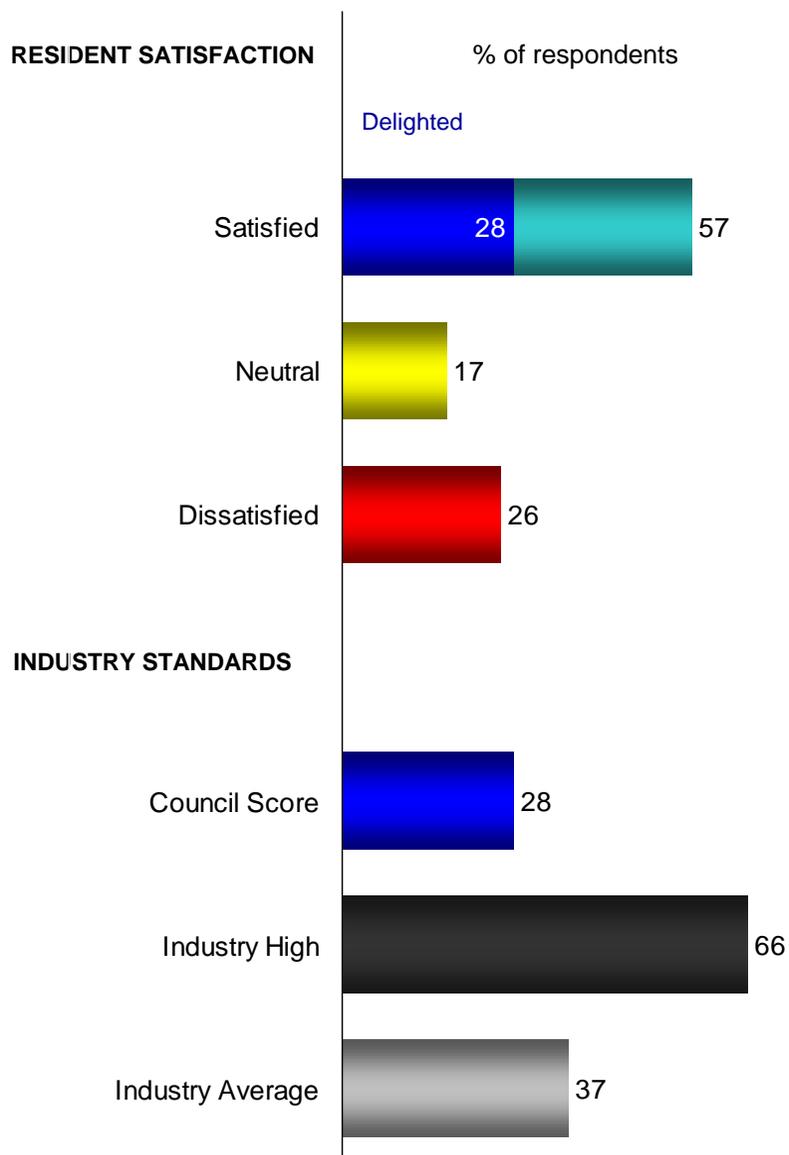
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# Development, Infrastructure and Related Services

# The area's character and identity



- Satisfaction is moderate.
  - 57% of respondents are satisfied.
  - 26% of respondents are dissatisfied.
- Satisfaction is highest among seniors.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	25%	34%
Families with younger children	27%	22%
Families with older children	19%	33%
Older singles / couples	25%	31%
Seniors	41%	12%

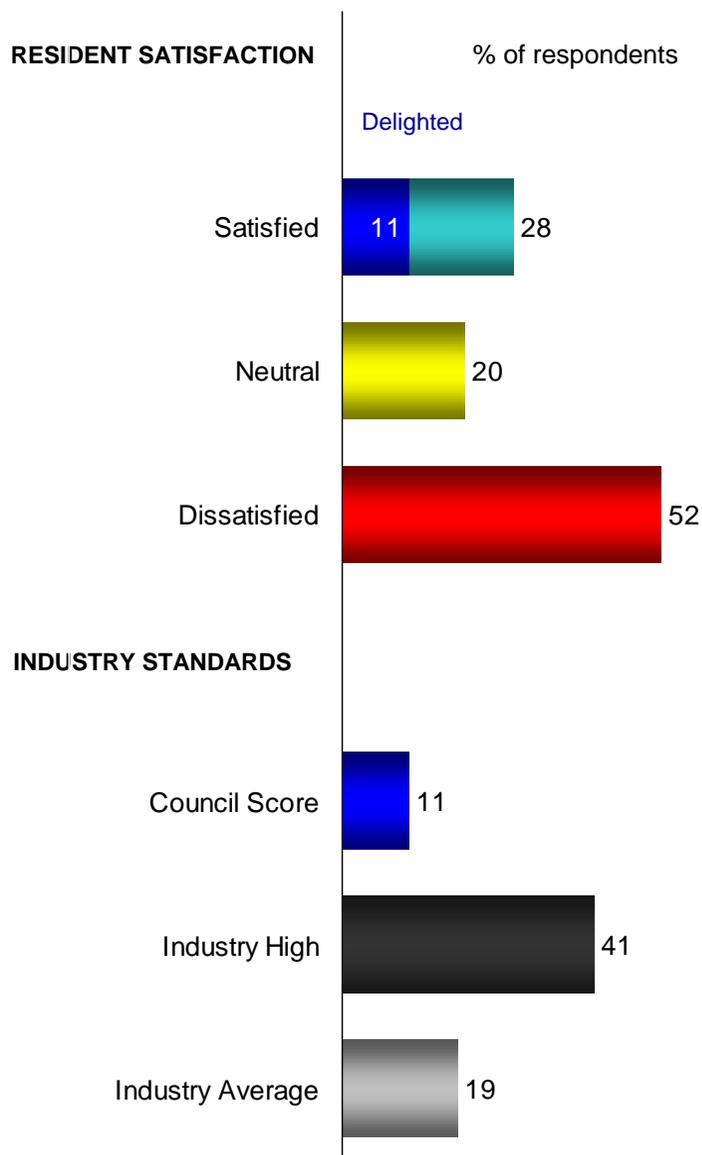
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 766)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Planning and building approvals



- Satisfaction is low.
  - Just 28% of respondents are satisfied.
  - 52% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among families with older children.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	3%	52%
Families with younger children	7%	48%
Families with older children	7%	68%
Older singles / couples	12%	56%
Seniors	21%	43%

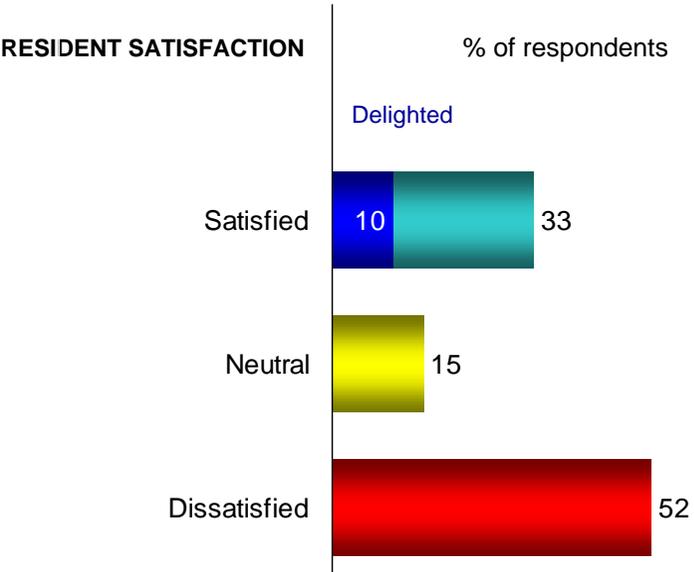
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 648)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# How the Town Centre is being developed



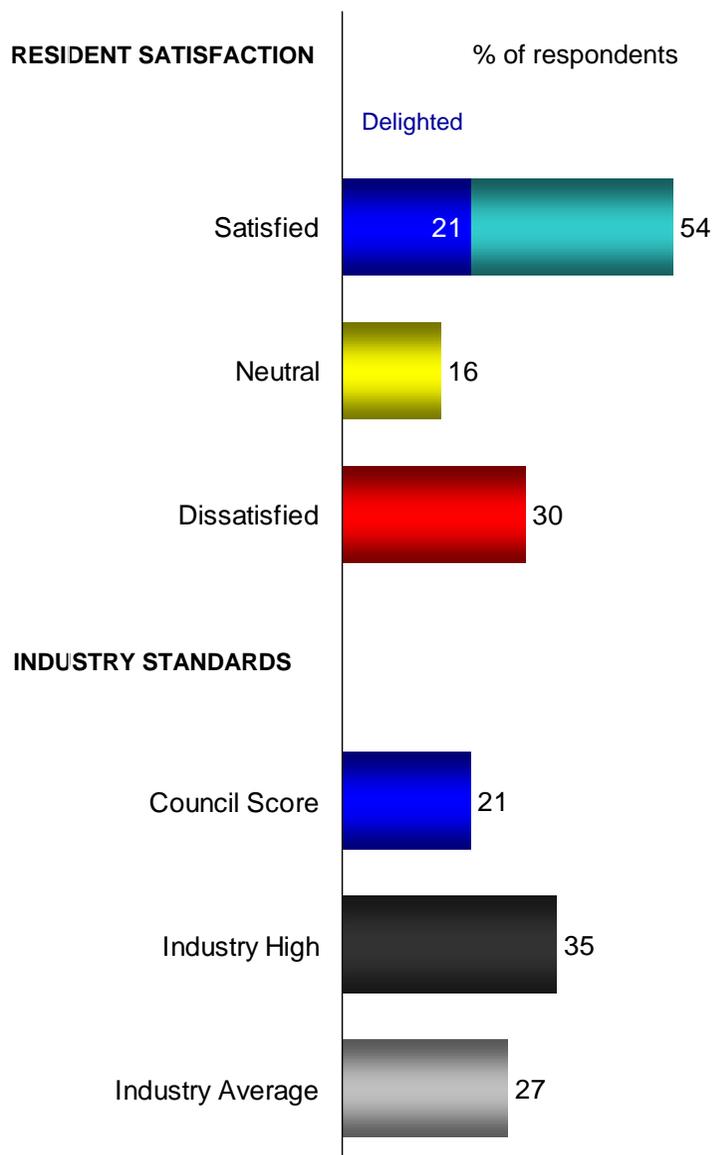
- Satisfaction is low.
  - Just 33% of respondents are satisfied.
  - 52% of respondents are dissatisfied.
- There is greatest room to improve satisfaction among males, younger singles / couples and families with older children.



% of residents	Delighted	Dissatisfied
Male	8%	60%
Female	12%	44%
Younger singles / couples	6%	61%
Families with younger children	11%	51%
Families with older children	11%	61%
Older singles / couples	9%	55%
Seniors	19%	36%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (n= 770)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Community buildings, halls and toilets



- Satisfaction is moderate.
  - 54% of respondents are satisfied.
  - 30% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among families with older children.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	9%	34%
Families with younger children	19%	32%
Families with older children	13%	44%
Older singles / couples	21%	28%
Seniors	39%	17%

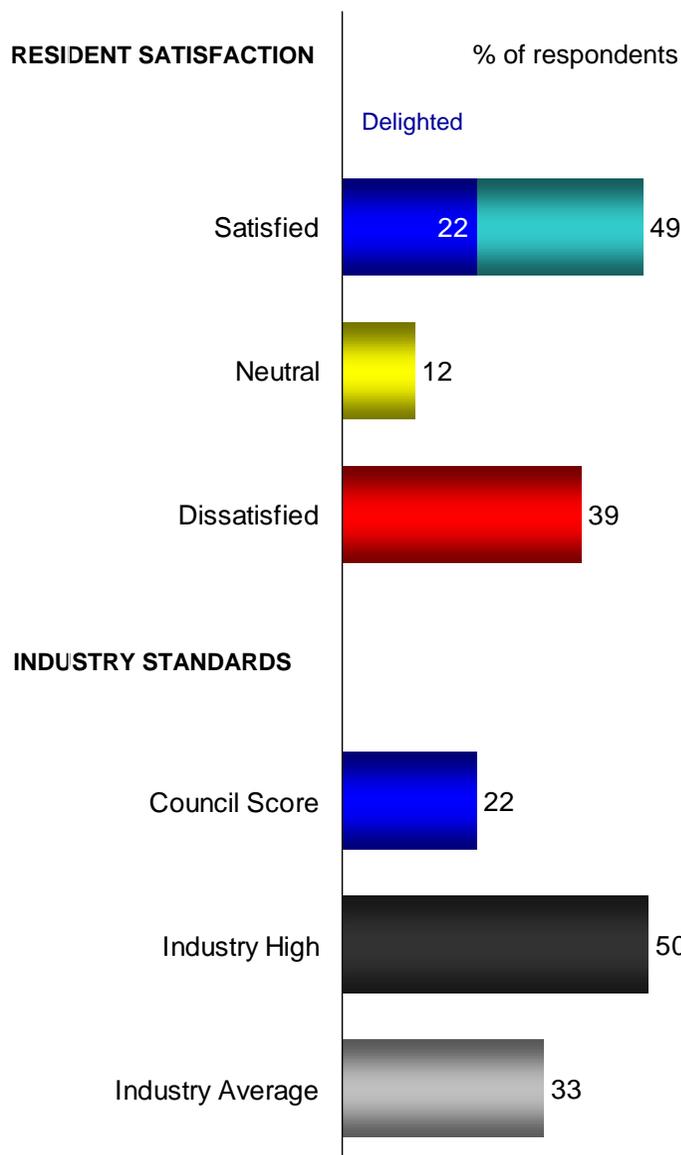
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 789)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Road maintenance



- Satisfaction is low.
  - 49% of respondents are satisfied.
  - 39% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among younger singles / couples and those living in rural areas.

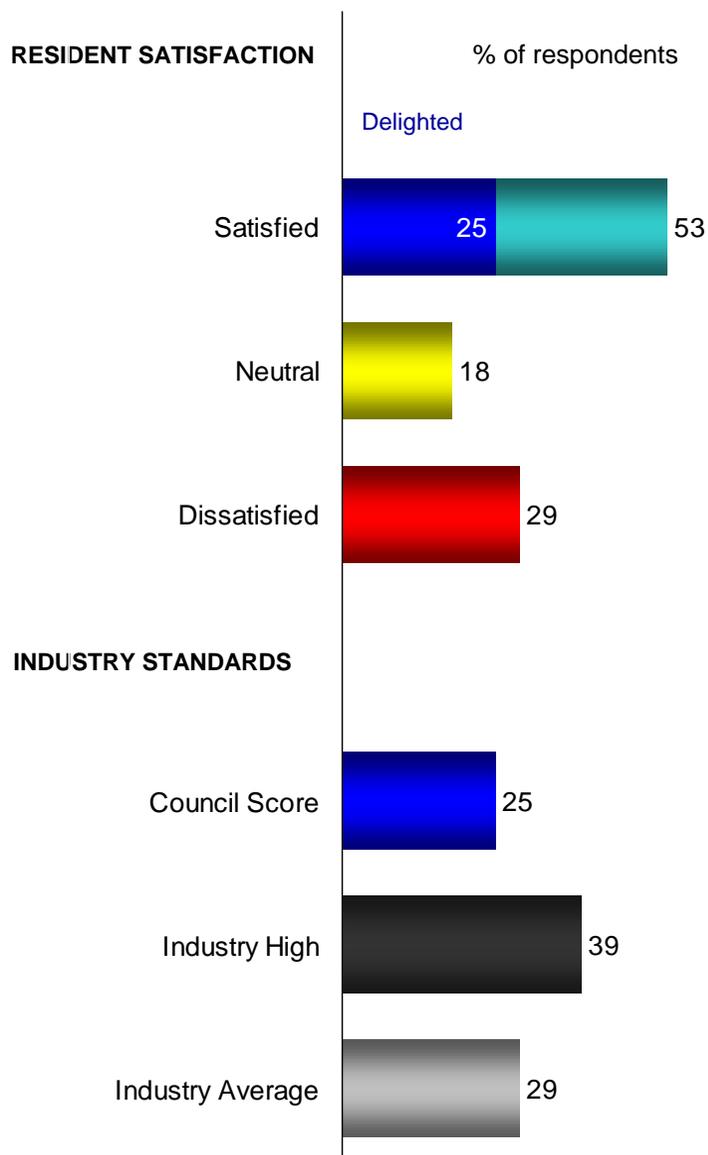
<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	18%	57%
Families with younger children	17%	43%
Families with older children	17%	42%
Older singles / couples	21%	37%
Seniors	41%	17%
Esperance Town	23%	37%
Rural	6%	71%
Other townships	25%	32%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 797)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# The management and control of traffic on local roads



- Satisfaction is moderate.
  - 53% of respondents are satisfied.
  - 29% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among those with a disability or impairment.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	22%	35%
Families with younger children	23%	27%
Families with older children	19%	33%
Older singles / couples	22%	30%
Seniors	38%	16%
Disability or impairment	24%	42%

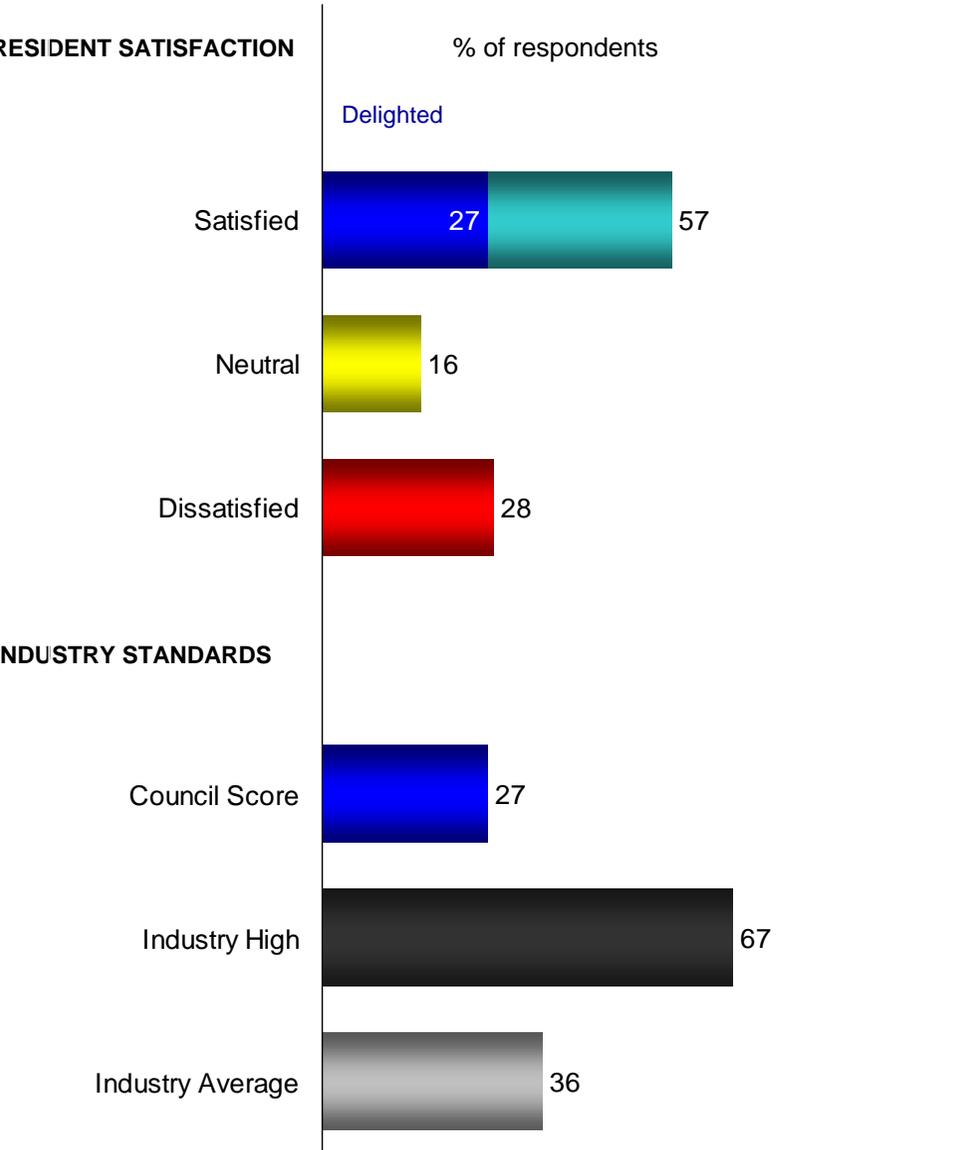
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 784)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Streetscapes

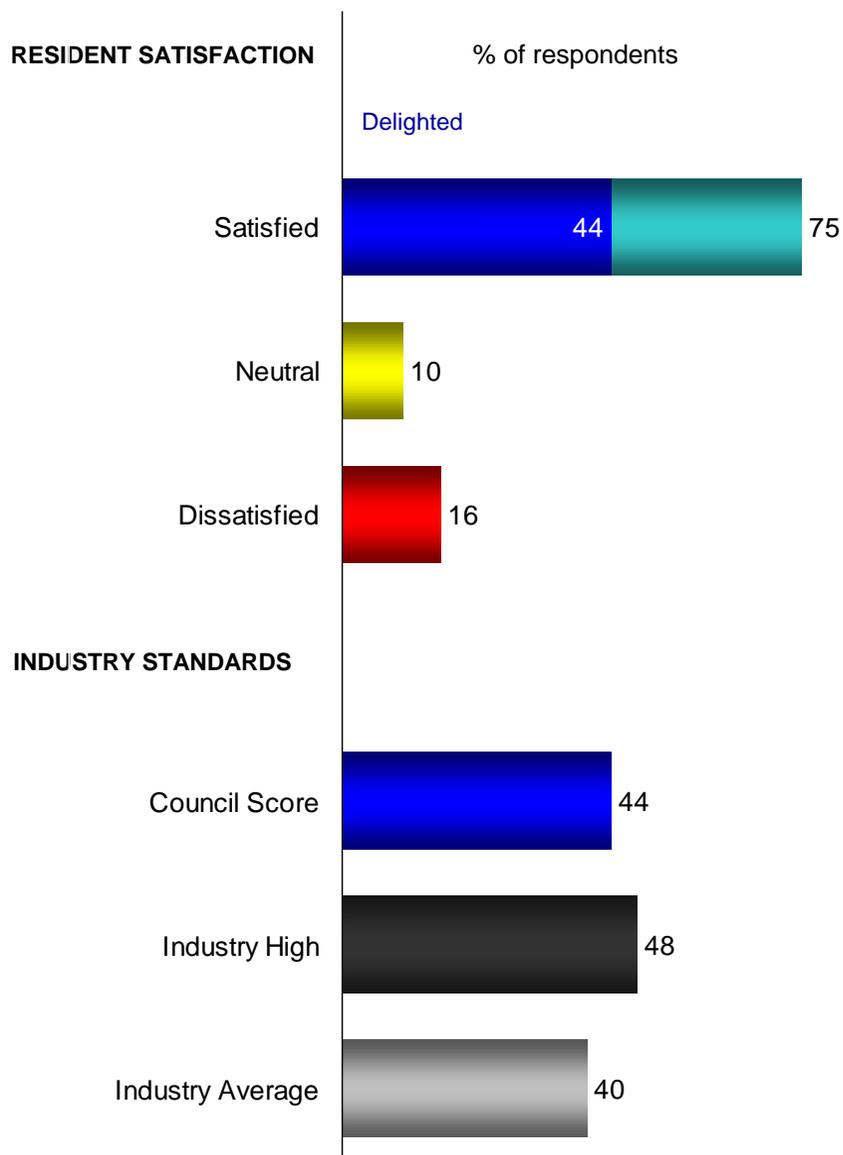


- Satisfaction is moderate.
  - 57% of respondents are satisfied.
  - 28% of respondents are dissatisfied.
- Satisfaction is highest among seniors.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	19%	28%
Families with younger children	26%	29%
Families with older children	21%	29%
Older singles / couples	26%	28%
Seniors	39%	16%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (n= 757)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Footpaths and cycleways



- Satisfaction is relatively high.
  - 75% of respondents are satisfied.
- Satisfaction is highest among males and seniors.
- There is greatest room to improve satisfaction among those living in Esperance Town, and those with a disability or impairment.

% of residents	Delighted	Dissatisfied
Male	48%	13%
Female	41%	19%
Younger singles / couples	37%	18%
Families with younger children	45%	12%
Families with older children	38%	18%
Older singles / couples	44%	15%
Seniors	58%	12%
Esperance Town	44%	17%
Rural	40%	6%
Other townships	57%	11%
Disability or impairment	37%	29%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 795)

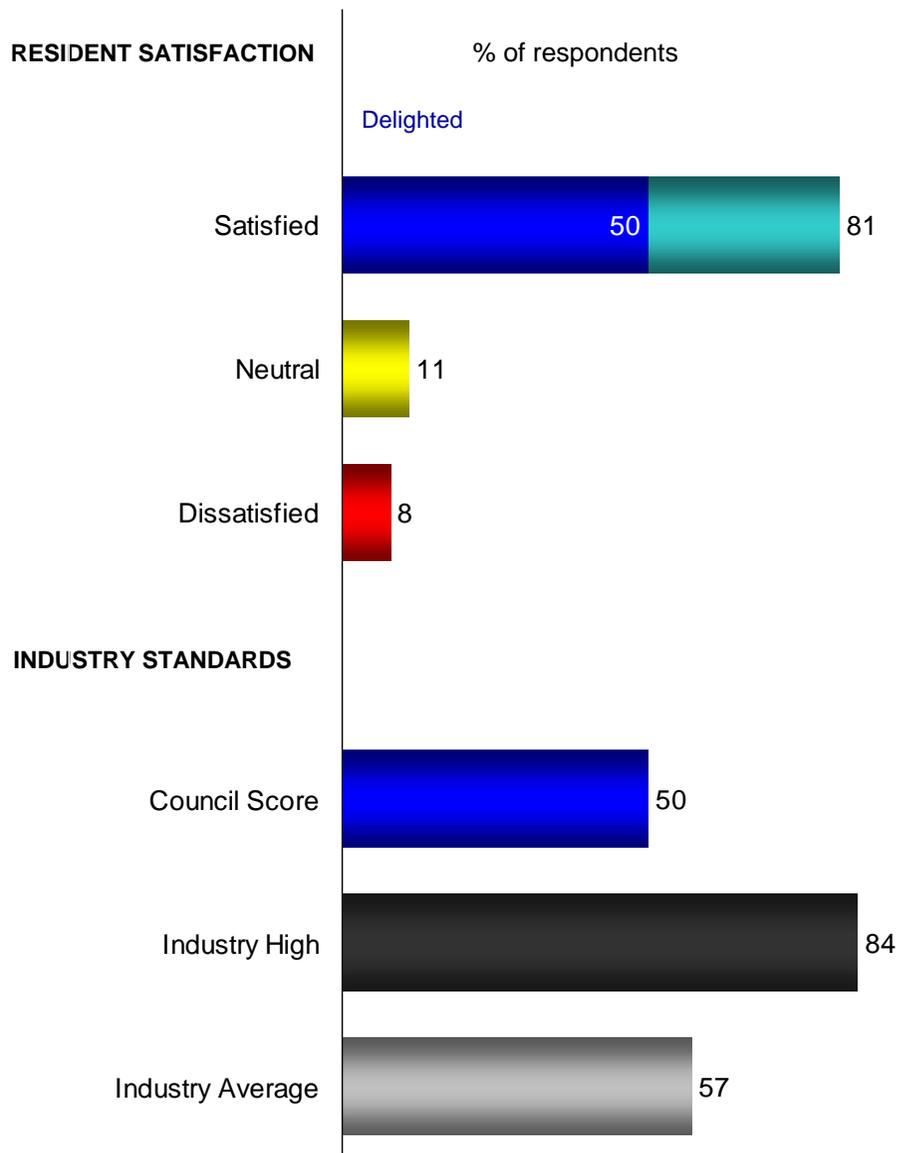
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# Culture, Sport and Recreation

# Library & information services



- Satisfaction is high.
  - 81% of respondents are satisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among families with older children and ethnic respondents.

% of residents	Delighted	Dissatisfied
Younger singles / couples	39%	5%
Families with younger children	47%	11%
Families with older children	46%	14%
Older singles / couples	46%	8%
Seniors	72%	2%
Non-English background^	34%	26%

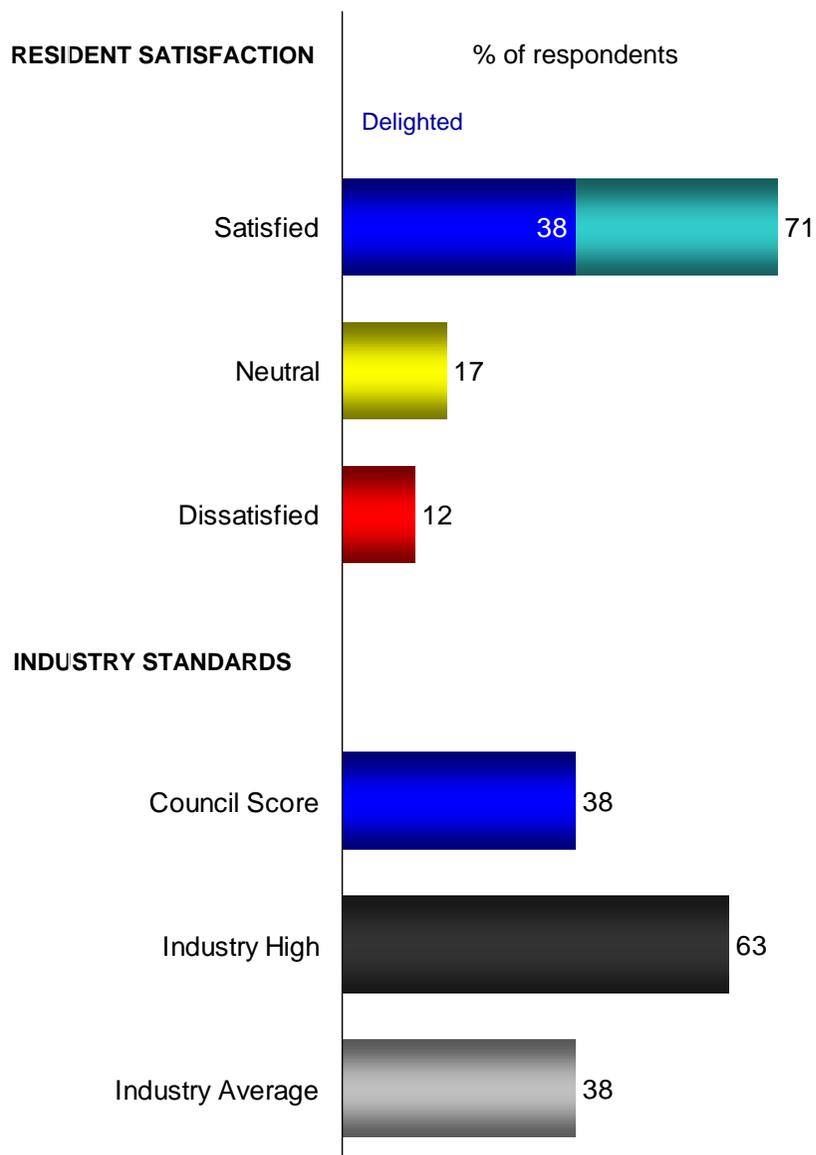
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 764)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Festivals, events and cultural activities



- Satisfaction is relatively high.
  - 71% of respondents are satisfied.
- Satisfaction is highest among females and seniors.
- There is greatest room to improve satisfaction among younger singles / couples and those living in Esperance Town.

% of residents	Delighted	Dissatisfied
Male	34%	11%
Female	42%	12%
Younger singles / couples	23%	20%
Families with younger children	36%	8%
Families with older children	37%	16%
Older singles / couples	36%	14%
Seniors	55%	4%
Esperance Town	38%	12%
Rural	40%	4%
Other townships	47%	11%

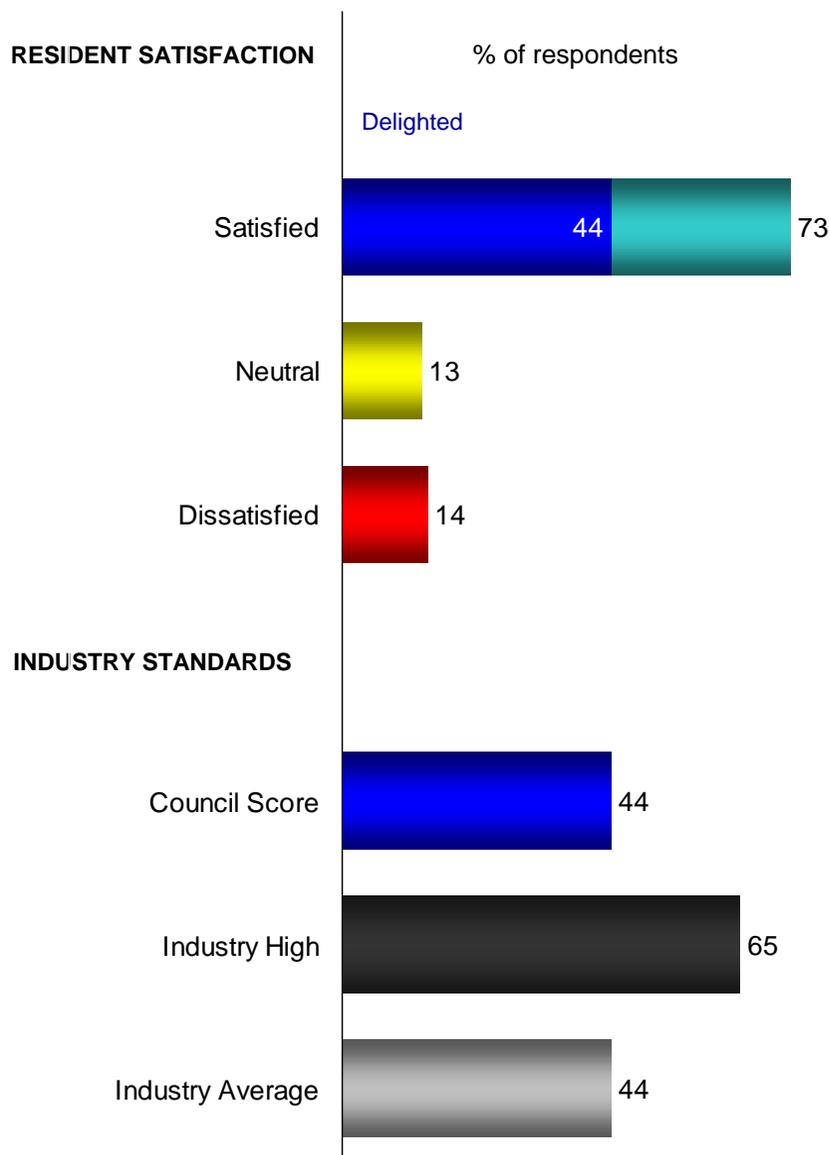
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 786)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Sport & recreation facilities



- Satisfaction is relatively high.
  - 73% of respondents are satisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among families with older children.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	38%	17%
Families with younger children	41%	19%
Families with older children	34%	30%
Older singles / couples	42%	10%
Seniors	67%	4%

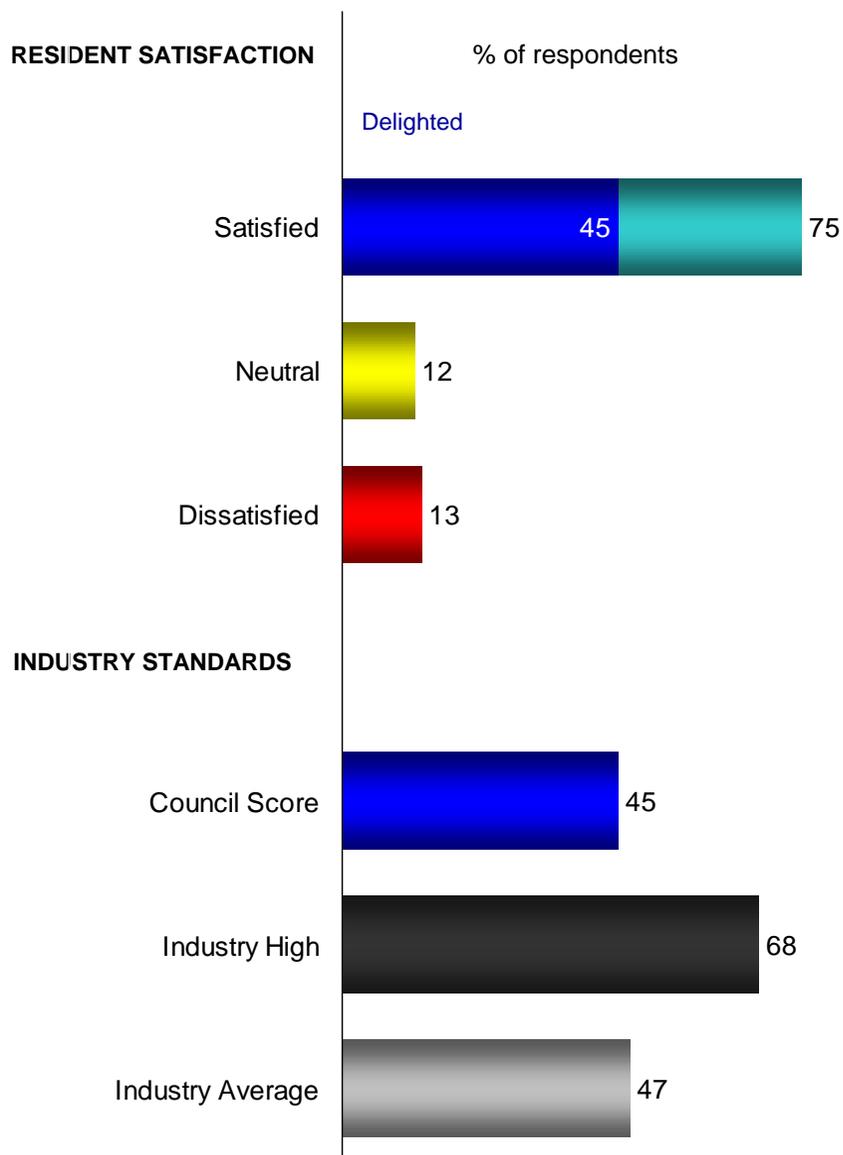
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 780)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Parks & sporting grounds



- Satisfaction is relatively high.
  - 75% of respondents are satisfied.
- Satisfaction is highest among males and seniors.
- There is greatest room to improve satisfaction among families with older children.

% of residents	Delighted	Dissatisfied
Male	49%	12%
Female	42%	14%
Younger singles / couples	41%	15%
Families with younger children	41%	16%
Families with older children	32%	25%
Older singles / couples	44%	12%
Seniors	64%	5%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 789)

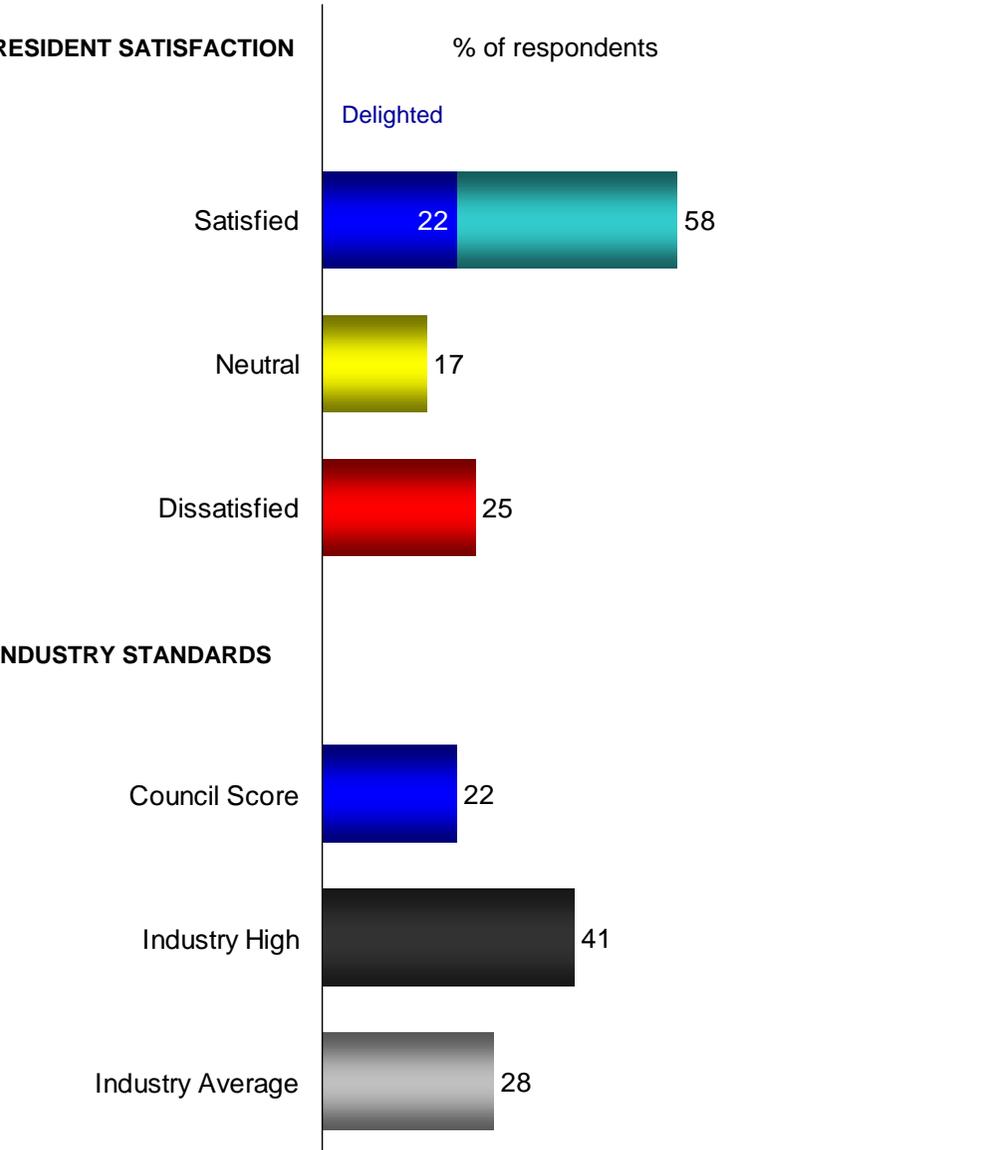
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# Environmental Management

# Conservation and environmental management

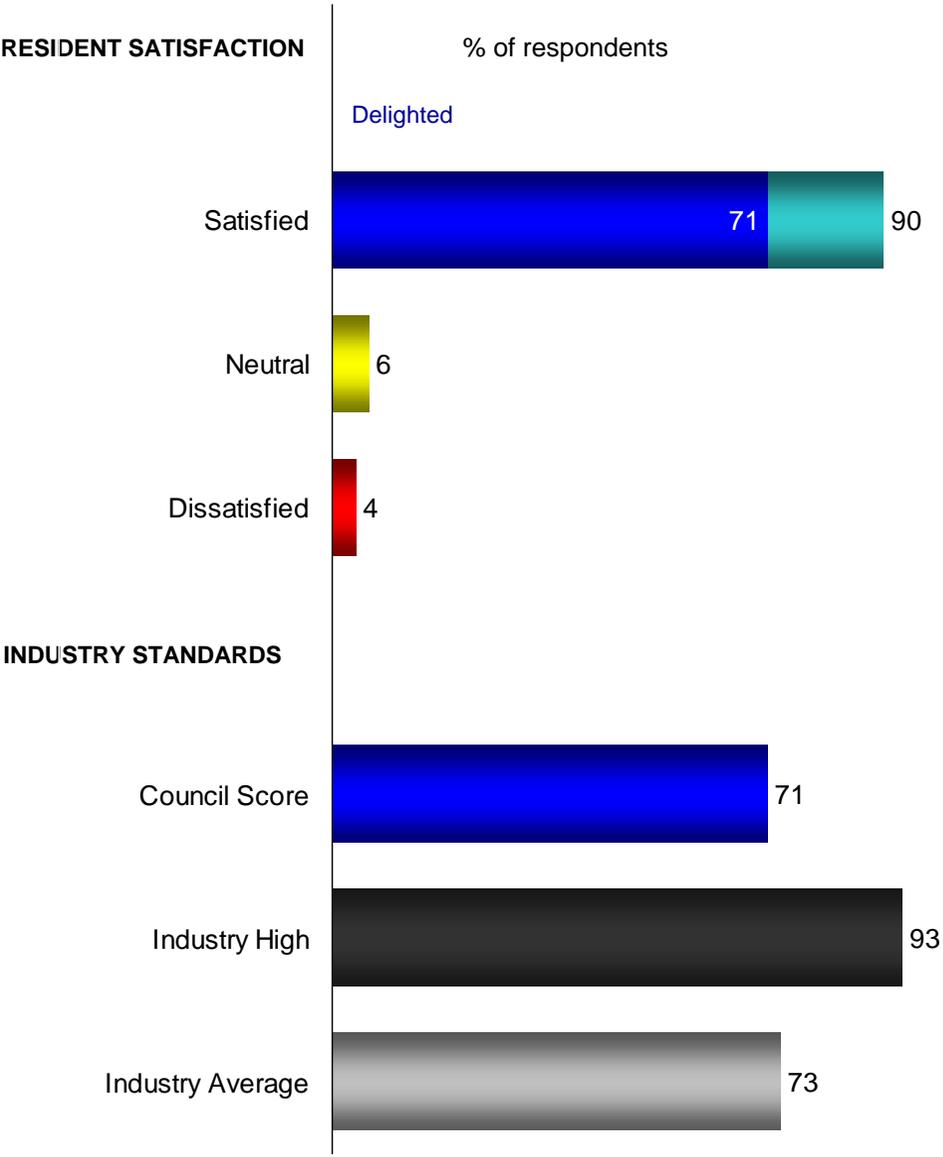


- Satisfaction is moderate.
  - 58% of respondents are satisfied.
  - 25% of respondents are dissatisfied.
- Satisfaction is highest among families with younger children and seniors.
- There is greatest room to improve satisfaction among older singles / couples aged 35-64 years, with no kids.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	11%	24%
Families with younger children	31%	19%
Families with older children	19%	28%
Older singles / couples	14%	34%
Seniors	28%	20%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (n= 741)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Weekly rubbish collections

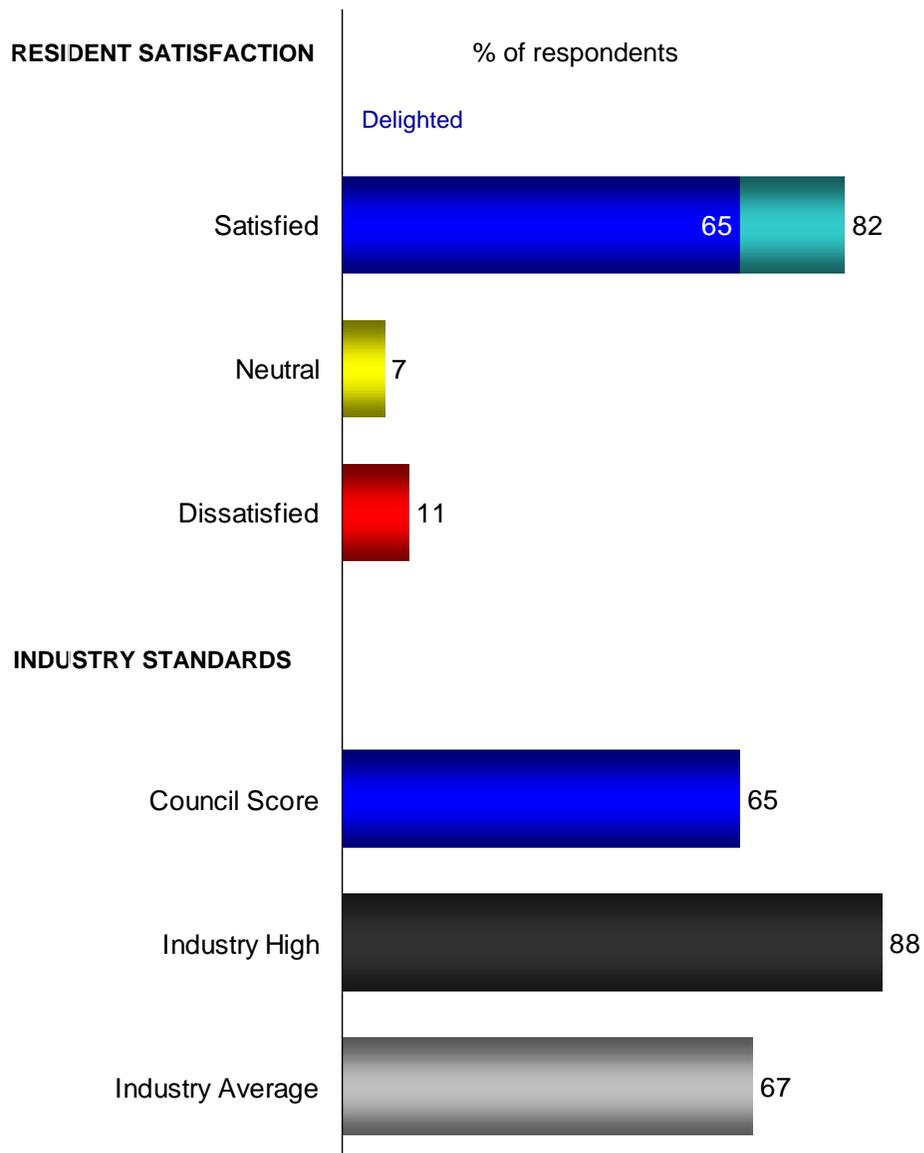


- Satisfaction is high.
  - 90% of respondents are satisfied.
- Satisfaction is highest among seniors.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	53%	4%
Families with younger children	72%	5%
Families with older children	63%	5%
Older singles / couples	71%	4%
Seniors	83%	1%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (n= 795)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Fortnightly recycling services



- Satisfaction is high.
  - 82% of respondents are satisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among younger singles / couples, followed by families.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	46%	19%
Families with younger children	59%	15%
Families with older children	58%	13%
Older singles / couples	68%	8%
Seniors	82%	1%

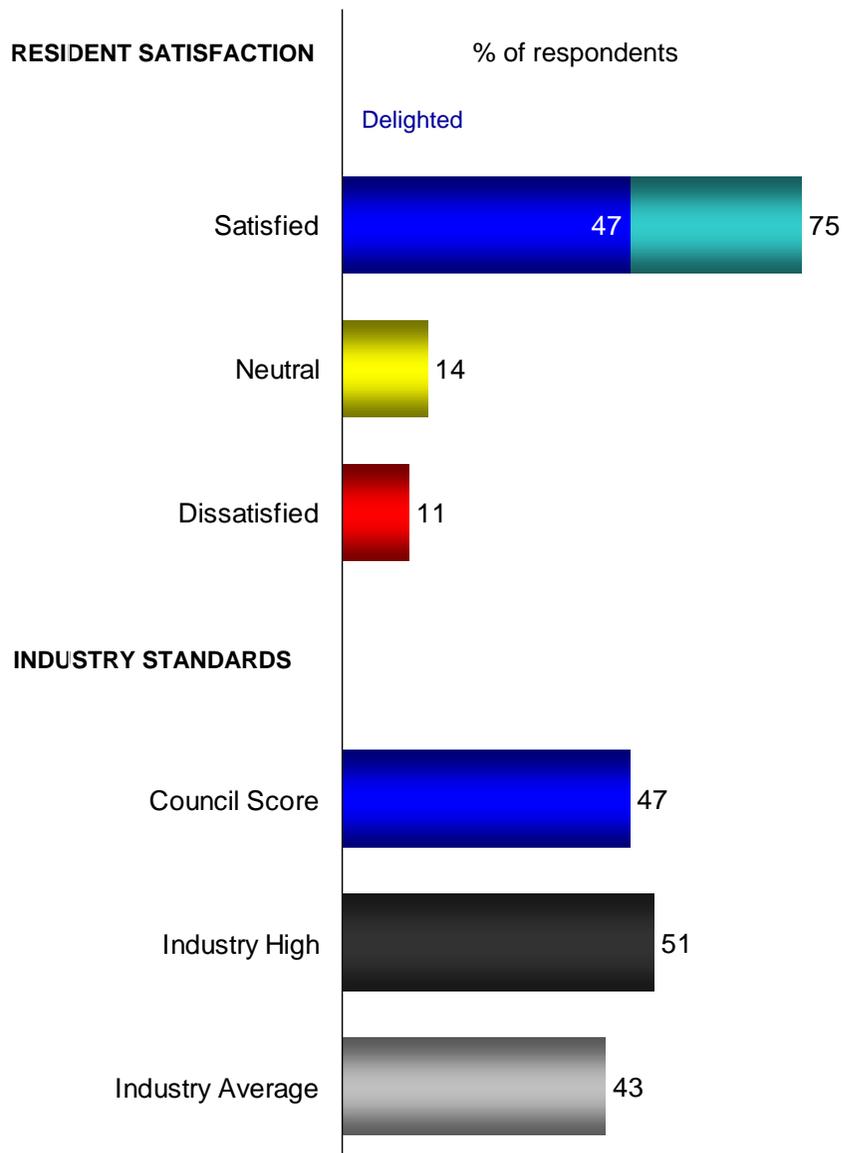
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 790)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Bush fire prevention and control



- Satisfaction is relatively high.
  - 75% of respondents are satisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among those living in rural areas.

% of residents	Delighted	Dissatisfied
Younger singles / couples	38%	9%
Families with younger children	44%	11%
Families with older children	46%	10%
Older singles / couples	45%	14%
Seniors	63%	6%
Esperance Town	47%	10%
Rural	46%	24%
Other townships	46%	13%

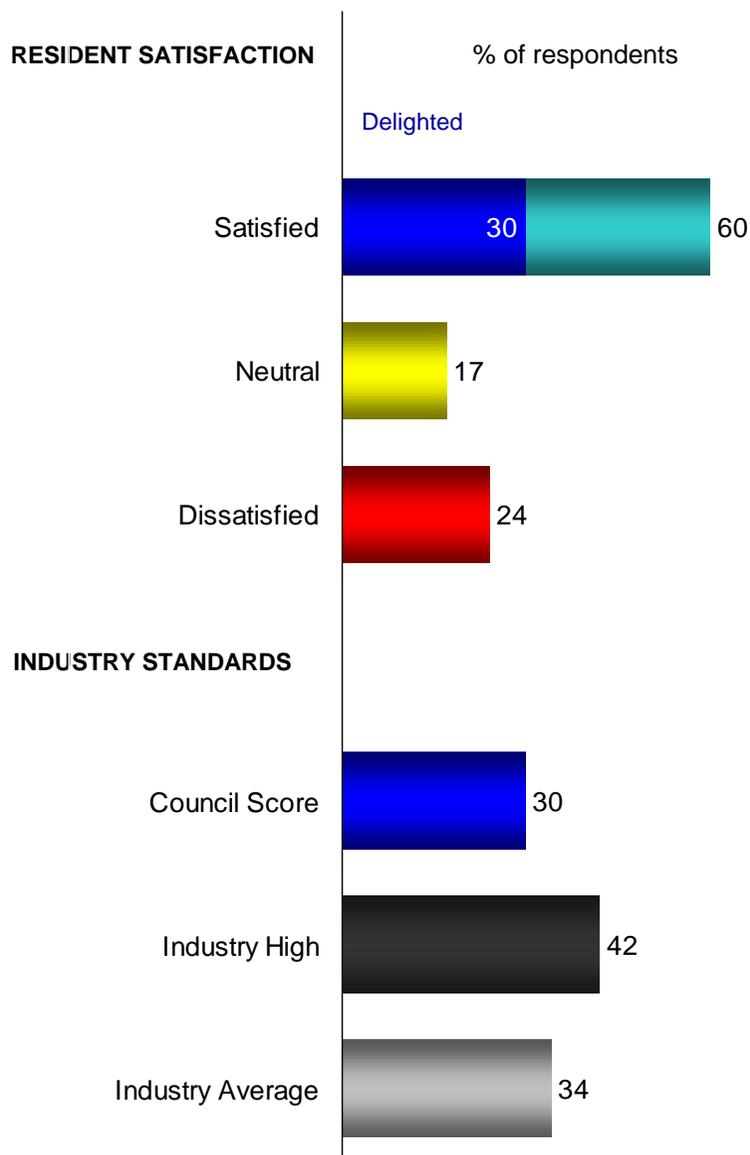
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 671)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Animal and pest control



- Satisfaction is moderate.
  - 60% of respondents are satisfied.
  - 24% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among families with older children, and older singles / couples.

<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples	19%	10%
Families with younger children	35%	18%
Families with older children	27%	28%
Older singles / couples	24%	30%
Seniors	40%	23%

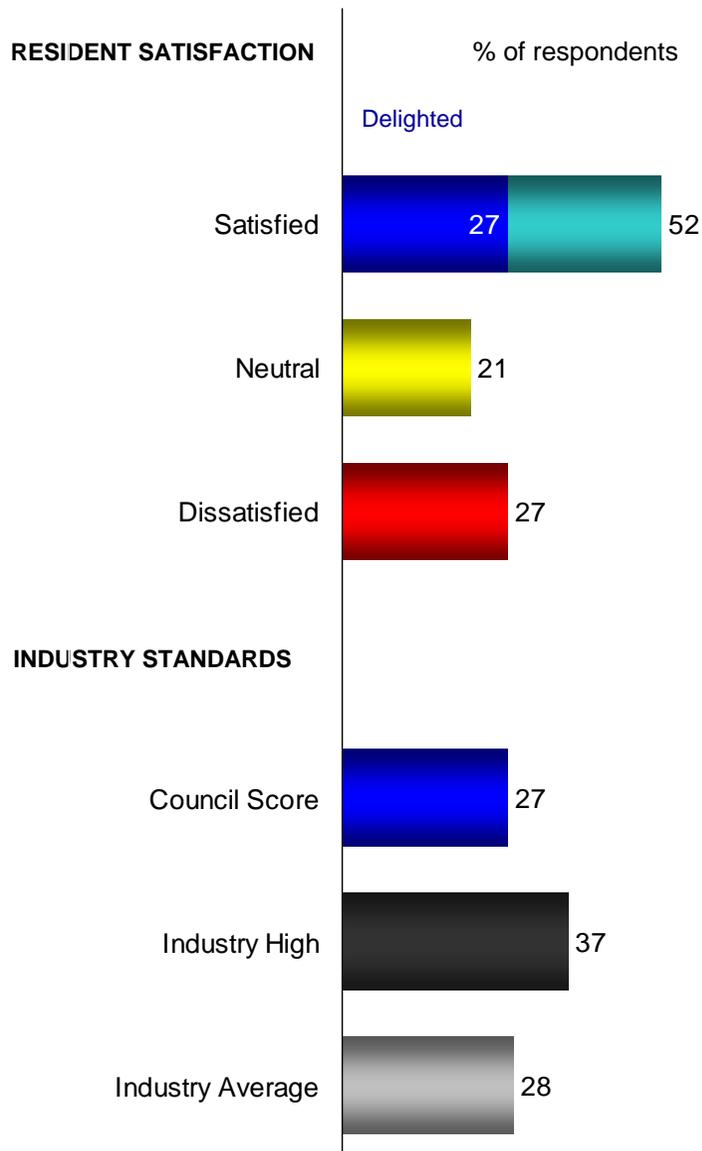
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 695)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

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



- Satisfaction is moderate.
  - 52% of respondents are satisfied.
  - 27% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among older singles / couples, followed closely by younger singles / couples.

% of residents	Delighted	Dissatisfied
Younger singles / couples	29%	30%
Families with younger children	29%	22%
Families with older children	27%	26%
Older singles / couples	19%	33%
Seniors	36%	18%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (n= 656)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

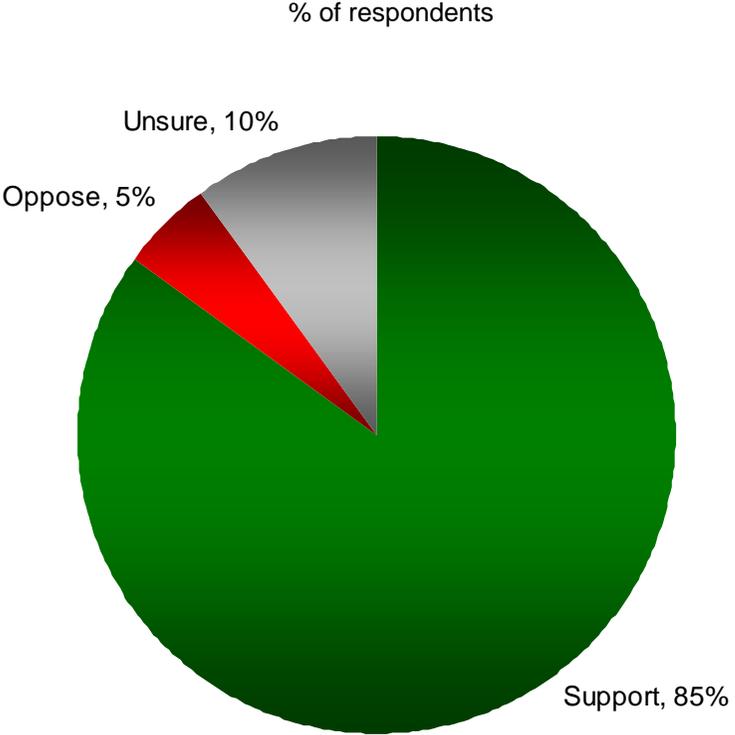
○ ▼ ▲ = significant variance

Support / opposition for new concepts

# Support for new waste management solutions

***The Shire should explore additional waste management solutions (such as composting options, e-waste recycling, household hazardous waste collections etc.***

- Most people in the community support the exploration of additional waste management solutions.
- *Views are similar across the community.*

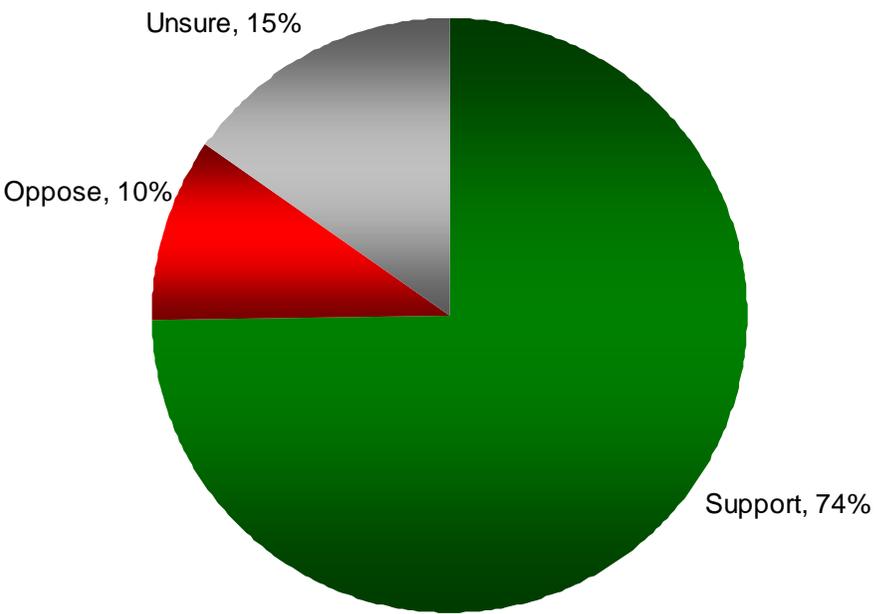


Q. Do you support or oppose the following concepts? Please circle one response per line.  
Base: Those who provided a valid response, excludes no response (n= 803)

# Support for more environmentally friendly, cost effective landscaping

***The Shire should implement more environmentally friendly and cost effective methods of landscaping (such as artificial turf, use of local plant species etc.)***

% of respondents



- 3 in 4 support the implementation of more environmentally friendly and cost effective methods of landscaping.
- There is greatest opposition from younger singles / couples, though on balance, this group still supports this idea.

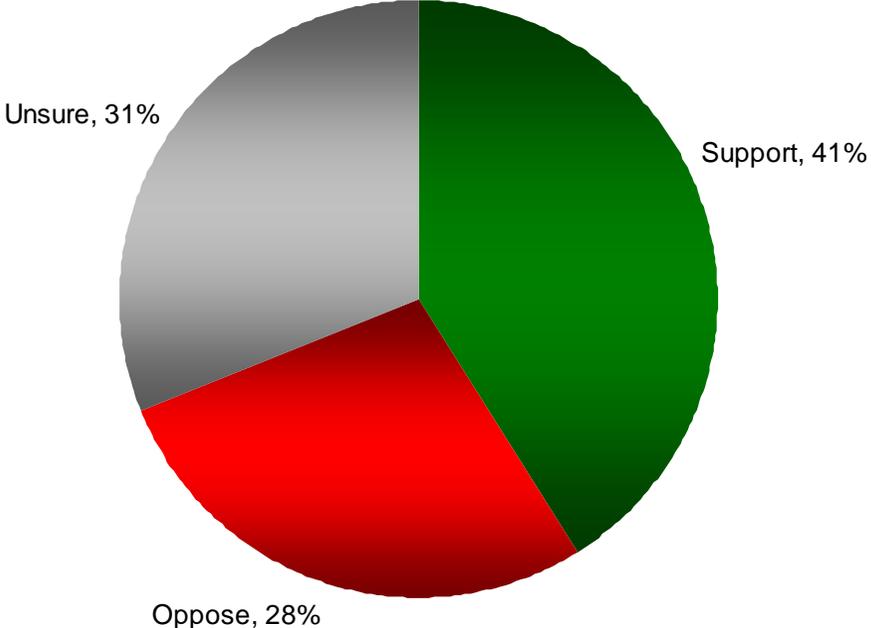
<i>% of residents</i>	Supported	Oppose
Younger singles / couples	62%	22%
Families with younger children	79%	6%
Families with older children	77%	9%
Older singles / couples	74%	8%
Seniors	74%	11%

Q. Do you support or oppose the following concepts? Please circle one response per line.  
 Base: Those who provided a valid response, excludes no response (n= 799)

# Support for borrowing funds to build new community infrastructure

**The Shire should consider using borrowed funds as part of its funding mix for the construction of new major community infrastructure**

% of respondents



- On balance, there is support for borrowing funds as part of the Shire’s funding mix for the construction of new major community infrastructure. However, many people are unsure.
- There is greatest support from males, younger singles / couples, and families.

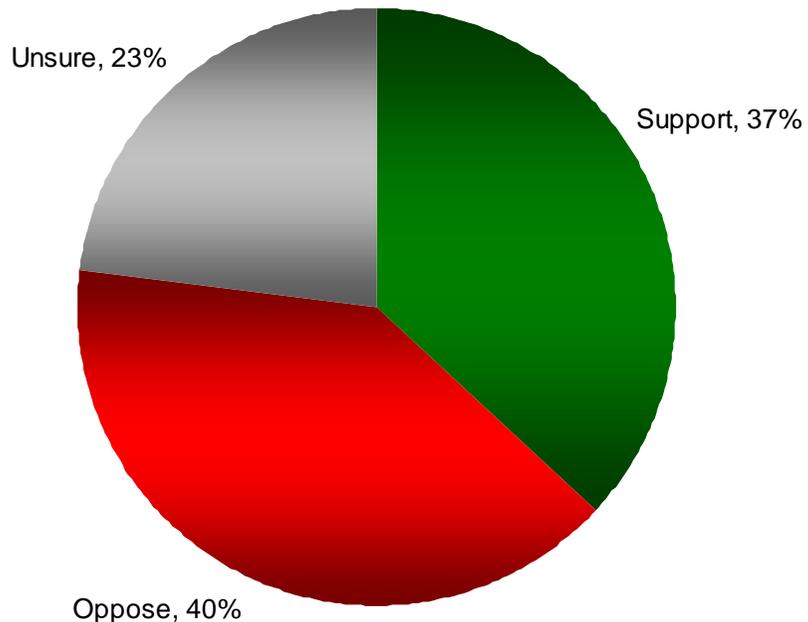
% of residents	Supported	Oppose
Male	49%	31%
Female	33%	25%
Younger singles / couples	48%	29%
Families with younger children	47%	24%
Families with older children	49%	25%
Older singles / couples	34%	26%
Seniors	38%	35%

Q. Do you support or oppose the following concepts? Please circle one response per line.  
 Base: Those who provided a valid response, excludes no response (n= 802)

# Support for Shire controlled land to be sold or leased for commercial uses

**Shire controlled land should be considered for commercial sale/lease to create ongoing income streams for the shire**

% of respondents



- The community is divided over the sale / lease of Shire controlled land to create ongoing income streams for the Shire.
  - There is support from 37% of respondents, while 40% of respondents oppose this proposal.
- There is greatest support among males and younger singles / couples, followed by families with younger children.
- There is greatest opposition from seniors.

% of residents	Supported	Oppose
Male	44%	41%
Female	30%	39%
Younger singles / couples	49%	27%
Families with younger children	42%	32%
Families with older children	32%	40%
Older singles / couples	34%	45%
Seniors	24%	55%

Q. Do you support or oppose the following concepts? Please circle one response per line.  
 Base: Those who provided a valid response, excludes no response (n= 801)

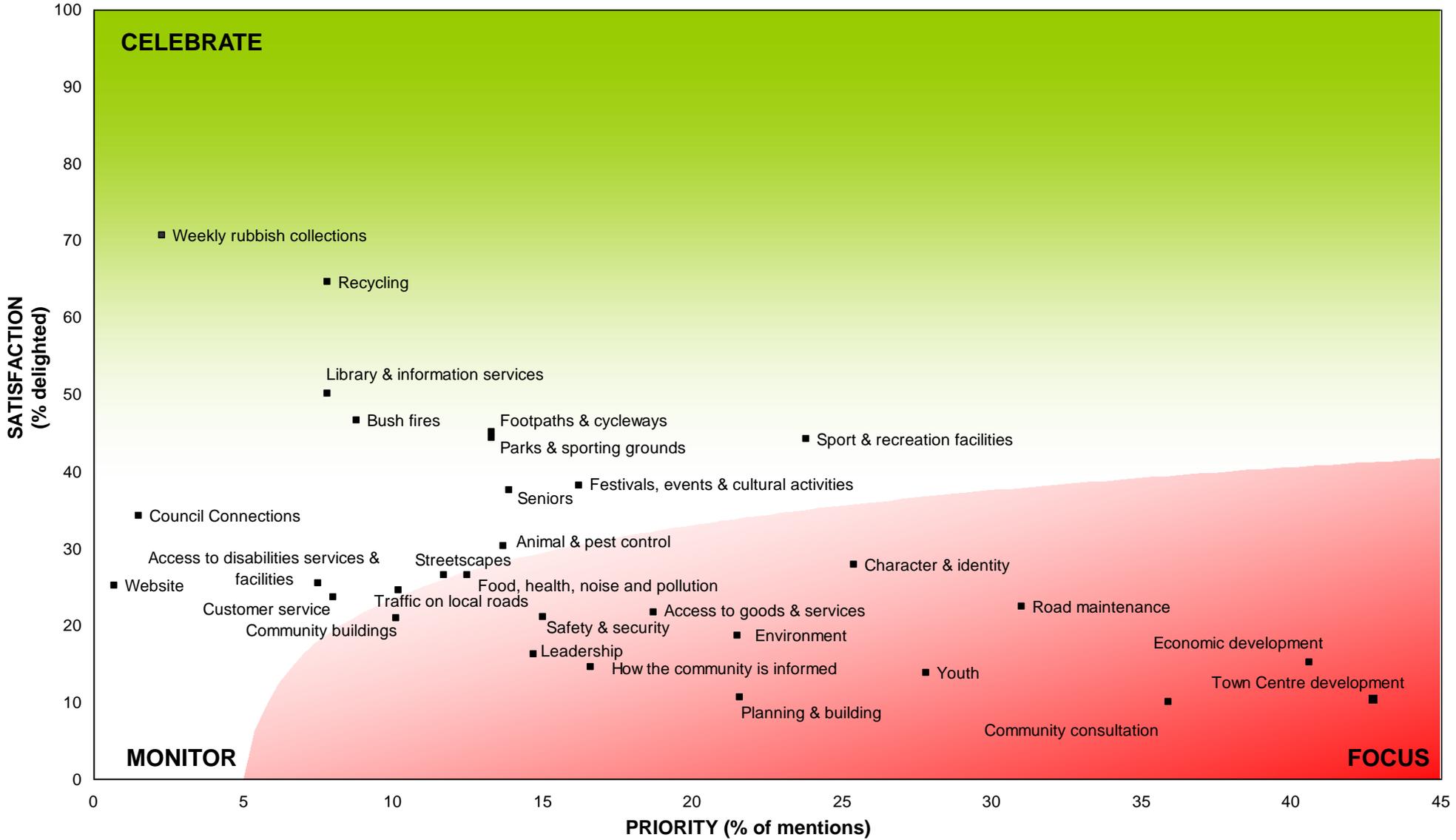


# Strategic Insights

# Strategic insights

- Residents feel there is room for improvement in the Shire of Esperance with just 55% of respondents expressing overall satisfaction with the Shire.
- To improve, five key areas have been identified as priorities:
  1. How the community is consulted
  2. How the Town Centre is being developed
  3. Economic development, tourism and job creation
  4. Road maintenance in rural areas
  5. Services and facilities for youth
- On a positive note, the Shire has a relative strength in waste management and performed on par with, or above, the industry average across many areas, including:
  - Councillors' and officers' understanding of community needs
  - Council Connections (in the local newspaper)
  - Waste services
  - Footpaths and cycleways
  - Parks, sporting grounds, and recreation facilities
  - Festivals, events and cultural activities
  - Facilities, services and care available for seniors
  - Access to services and facilities for people with disabilities
  - Bush fire prevention and control
  - Enforcement of local-laws (food, health, noise and pollution)
- To improve, it is recommended that the Shire consult further with the community to establish a clear, shared vision for the future, to explore reasons for dissatisfaction with high priority areas, and develop strategies to address these areas of concern.

# Community Priorities Indicator™



Q. Which areas would you most like the Shire of Esperance to focus on improving? Please circle the FIVE (5) areas you care about most of the 30 listed.  
 Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied. Chart shows % of respondents delighted (8,9 or 10)  
 Base: Priority – all respondents (n= xx); Satisfaction - Respondents who use / can comment on service / facility (n= various)



**CATALYSE®**

**We'd love to discuss this report with you!**

If you have any questions, please contact:

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