

MEDIA RELEASE

Shire of Esperance

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Community Perception Survey

The Community Perception Survey will arrive in Esperance letterboxes next week. Council are encouraging all community members to complete the survey, giving their view on the operational services and public facilities provided in the Esperance Shire.

The purpose of a community perception survey is to gather information from the community on their satisfaction with the various services the Shire provides. The survey will ask for community members to rate services on a scale from excellent to terrible. The responses will allow Council to determine which services are meeting, exceeding or underperforming according to community expectations. The majority of the survey uses a rating scale, keeping the time needed to complete the survey to a minimum for the respondent.

A hard copy of the Community Perception survey with a reply paid envelope will be sent to 6500 letterboxes throughout the Shire of Esperance. Hard copies will also be available at the Museum Markets (3 & 17 February), the library, the Bay of Isles Leisure Centre, the Shire Administration Building and at a pop up stall in the Boulevard (7 February). Additionally, the survey will be available online with access for all Esperance residents and ratepayers to complete. The survey will close on Friday 22 February 2019.

Independent research company, Catalyse, will collect and analyse the data with all individual responses being kept confidential. Catalyse will ensure the integrity of the process and the completed surveys is of the highest level. They will also use specialised tools and knowledge to remove multiple entries deemed to be from the same source.

Question four is divided into the five themes highlighted in the Strategic Community Plan. This will allow staff to gauge operational performance against the goals identified by the community during the development of the Plan.

Shire President Victoria Brown said, "I encourage all Esperance community members to make time to complete a survey. We all have unique and individual needs within the community and we need to make sure we know what services and facilities are needed the most, and what the community's level of satisfaction is with these.

"The information received from the survey assists Council in budgetary and service level decisions. This essentially means we may increase the level of spending in one area, as highlighted by the survey results, and therefore we will reduce the spending

in a different area due to expectations being exceeded or the demand not being there.”

On completion of the analysis of the survey, a summary of results will be posted on the Shire’s website and copies will be available at the library. Further information is available on the Shire website at www.esperance.wa.gov.au.

Ends

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