



Shire of Pingelly **Residents' Survey**

Final Report for Publication

May 2015



Table of Contents

Section	Page
Research Objectives	3
Methodology	4
Executive Summary	5
Research Results	6
Importance	12
Performance	16
Willingness to pay for Improvements	21
Future Direction	25
Recreation Facilities Development	32
Information about the Shire	37
Further Comments	42
Sample profile	45
Appendix	48
Gap Analysis	49



Research Objectives

Background:

- Key Research were commissioned to undertake a community survey for the Shire of Pingelly similar to the community survey in 2011 to assist with the Regional Business plan.
- This report outlines the methodology and outcomes of this research process for the Shire of Pingelly.

Research Objectives

The specific research objectives for the survey are:

- Determine the relative importance placed by the community on various services and facilities;
- Determine the satisfaction with performance in relation to those services and facilities;
- Assess where the most significant gaps lie between importance and performance;
- Investigate residents' willingness to pay for desired improvements;
- Identify the activities which the community sees as being the highest short term priorities;
- Identify residents' wishes in regard to the redevelopment of sports, recreation and social facilities;
- Determine what makes Pingelly special to its community;
- Get feed back on how residents view the information provided by the Shire.



Methodology

Research Method

- The study consisted of 101 telephone interviews with residents in the Shire of Pingelly area.
- Interviewing took place between Wednesday February 4th and Wednesday February 18th 2015.
- The overall results have a margin of error of +/-9.34% at the 95% confidence level.
- The following steps were taken to ensure objectivity, validity and reliability of the study:
 - The questionnaire was designed by executives from Key Research in partnership with Localise and the Shire of Pingelly.
 - Respondents were selected using a random number generation service.
 - All telephone interviews were conducted by trained and experienced interviewers from West Coast Field Services based in Perth.
 - The research results were processed and analysed by executives from Key Research.
- Telephone interviewing was the chosen method of data collection for several reasons, as follows:
 - This method affords greater cost efficiency than face-to-face interviewing;
 - Telephone surveys generate a higher response rate than self-completion surveys;
 - In comparison to self-completion surveys, telephone surveys can gather more detailed information from probing into ideas/opinions and interviewers can ask for clarification if required;
 - Greater time efficiency as the respondent does not have to document their answers;
 - Respondents are more inclined to follow through and fully complete a survey over the telephone;
 - Eliminates the respondent's ability to 'screen' the questionnaire before deciding whether to participate.

Note: due to rounding some percentage aggregations may total to slightly more or less than 100%.



Executive Summary

- Satisfaction with performance when compared to importance has remained reasonably stable between the 2011 and 2015 surveys. The services that have improved most in the perception of the community since 2011 are the *Swimming pool, Drainage and Street lighting*, and the services that have deteriorated most are *Dog control, Planning approvals and building licences and Community development*.
- *Bush fire control, the Community Resource Centre and the Oval* are amongst the most important and best performing services and facilities in the perception of the community.
- The survey indicates that the services and facilities that require a focus for improvement are *Roads, Economic development, Medical services and Sports/Recreation/Culture*.
- *Roads* rank high amongst the services and facilities that residents consider very important, yet its perceived performance ranks very low. Residents state to be willing to pay more for this service to allow for improvements.
- *Economic development* ranks lowest on perceived performance as it did in the 2011 survey, yet *Business/Economy/Employment* is mentioned as one of the most important activities for the Shire to focus on for the future. It ranks high amongst the services that residents state they would be happy to pay more for.
- *Medical services* ranks high in importance but average on perceived performance. It is amongst the services and facilities residents are willing to pay more for in order to create improvements.
- *Sports/Recreation/Culture* are considered to be important activities for the Shire to focus on now and for the future. The perceived performance of *Halls and recreation* leaves room for improvement and residents state to be willing to pay more for those services and facilities in order to see improvements.



Research Results



Q3/Q4

Dashboard (I)

Bush fire control, the Community Resource Centre and the Oval are amongst the most important and best performing services and facilities. There is an issue with the perceived performance of *Roads*, especially compared to its perceived importance. *Economic development* ranks the lowest on perceived performance as it did in the 2011 survey.

Importance

Top 5

- Bush fire control
- Medical services
- Roads
- Community Resource Centre
- Oval

Bottom 4:

- Drainage
- Library
- Street lighting
- Planning approval and building licences

Performance

Top 5

- Bush fire control
- Community Resource Centre
- Oval
- Swimming
- Library

Bottom 4:

- Roads
- Dog control
- Planning approval and building licences
- Economic development

Q3/Q4/Q6

Dashboard (II)

Comparisons of Importance, Performance and Pay-more answers 2011 and 2015 Residents' Survey

	2011 Importance	Importance 2015	Performance 2011	Performance 2015	Pay more 2011*	Pay more 2015*
	Mean	Mean	Mean	Mean	Mean	Mean
Bush fire control	9.56	9.14 ▼	8.55	8.20	0.30	0.45
Medical services	9.68	9.12 ▼	7.21	7.01	0.39	0.71 ▲
Roads	8.91	8.72	6.47	6.24	0.22	0.40
Community Resource Centre	8.57	8.15	8.09	8.18	0.20	0.24
Oval	8.66	8.13 ▼	8.33	7.82 ▼	0.10	0.25
Halls & recreation facilities	8.62	8.11 ▼	7.13	6.56 ▼	0.16	0.51 ▲
Community development	8.65	8.00 ▼	7.17	6.28 ▼	0.27	0.33
Economic development	8.47	7.98 ▼	6.20	5.53 ▼	0.23	0.35
Rubbish collection / waste management	8.77	7.94 ▼	7.64	7.52	0.01	-0.14
Environmental health and food inspections	8.40	7.92	6.74	6.58	0.17	0.00
Care for the Environment	8.10	7.79	6.87	6.83	0.34	0.20
Cemetery management	7.95	7.72	7.69	7.36	0.09	0.31
Swimming pool	8.28	7.67 ▼	7.40	7.79	0.23	0.24
Community events	8.38	7.66 ▼	7.46	6.94 ▼	0.18	0.29
Parks and gardens	8.27	7.65 ▼	7.75	7.72	0.11	0.25
Dog control	7.57	7.45	7.15	6.19 ▼	0.05	0.00
Drainage	8.25	7.39 ▼	6.48	6.59	0.08	0.03
Library	8.13	7.27 ▼	7.89	7.73	0.13	0.52 ▲
Street lighting	8.17	7.23 ▼	7.18	7.17	0.18	-0.07
Planning approvals and building licences	7.67	7.14 ▼	6.91	6.01 ▼	0.09	0.00

* In order of importance 2015

Mean Rating
(max = 10)

Mean Rating
(max = 10)

Mean Rating
(max = 10)

Mean Rating
(max = 10)

Mean Rating
(scale -2 to +2)

Mean Rating
(scale -2 to +2)

▲ Significantly higher than 2011

▼ Significantly Lower than 2011

* Of those who consider the service /
facility very important
n=101

Q3/Q4/Q6

Dashboard (III)

Comparisons of Importance and Performance answers 2011 and 2015 with the Gap Analysis

	2011 Importance	Importance 2015	Performance 2011	Performance 2015	2011	2015
	Mean	Mean	Mean	Mean	Gap analysis	Gap analysis
Bush fire control	9.56	9.14 ▼	8.55	8.20	-1.01	-0.94
Medical services	9.68	9.12 ▼	7.21	7.01	-2.47	-2.11
Roads	8.91	8.72	6.47	6.24	-2.44	-2.48
Community Resource Centre	8.57	8.15	8.09	8.18	-0.48	0.03 ▲
Oval	8.66	8.13 ▼	8.33	7.82 ▼	-0.33	-0.31
Halls & recreation facilities	8.62	8.11 ▼	7.13	6.56 ▼	-1.49	-1.55
Community development	8.65	8.00 ▼	7.17	6.28 ▼	-1.48	-1.72
Economic development	8.47	7.98 ▼	6.20	5.53 ▼	-2.27	-2.45
Rubbish collection / waste management	8.77	7.94 ▼	7.64	7.52	-1.13	-0.42 ▲
Environmental health and food inspections	8.40	7.92	6.74	6.58	-1.66	-1.34
Care for the Environment	8.10	7.79	6.87	6.83	-1.23	-0.96
Cemetery management	7.95	7.72	7.69	7.36	-0.26	-0.36
Swimming pool	8.28	7.67 ▼	7.40	7.79	-0.88	0.12 ▲
Community events	8.38	7.66 ▼	7.46	6.94 ▼	-0.92	-0.72
Parks and gardens	8.27	7.65 ▼	7.75	7.72	-0.52	0.07 ▲
Dog control	7.57	7.45	7.15	6.19 ▼	-0.42	-1.26 ▼
Drainage	8.25	7.39 ▼	6.48	6.59	-1.77	-0.80 ▲
Library	8.13	7.27 ▼	7.89	7.73	-0.24	0.46 ▲
Street lighting	8.17	7.23 ▼	7.18	7.17	-0.99	-0.06 ▲
Planning approvals and building licences	7.67	7.14 ▼	6.91	6.01 ▼	-0.76	-1.13

* In order of importance 2015

Mean Rating
(max = 10)

Mean Rating
(max = 10)

Mean Rating
(max = 10)

Mean Rating
(max = 10)

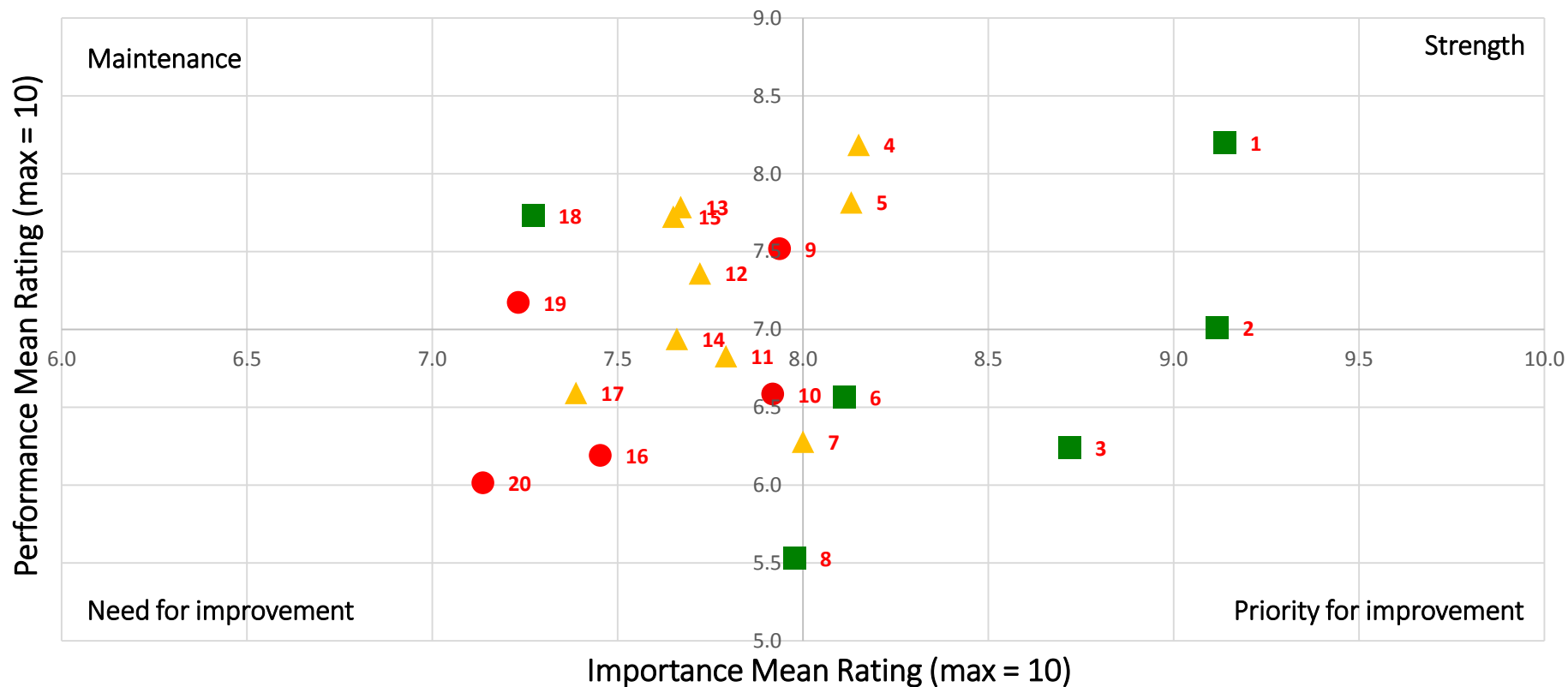
▲ Significantly higher than 2011

▼ Significantly Lower than 2011

n=101

Dashboard (IV) – Priority Areas for Focus

n=101



Willingness to pay: ■ Most willing to pay more ▲ Willing to pay more ● Least willing to pay more

**In order of importance*

- | | | |
|----------------------------------|---|--|
| 1. Bush fire control | 8. Economic development | 15. Parks and gardens |
| 2. Medical services | 9. Rubbish collection / waste management | 16. Dog control |
| 3. Roads | 10. Environmental health and food inspections | 17. Drainage |
| 4. Community Resource Centre | 11. Care for the Environment | 18. Library |
| 5. Oval | 12. Cemetery management | 19. Street lighting |
| 6. Halls & recreation facilities | 13. Swimming pool | 20. Planning approvals and building licences |
| 7. Community development | 14. Community events | |

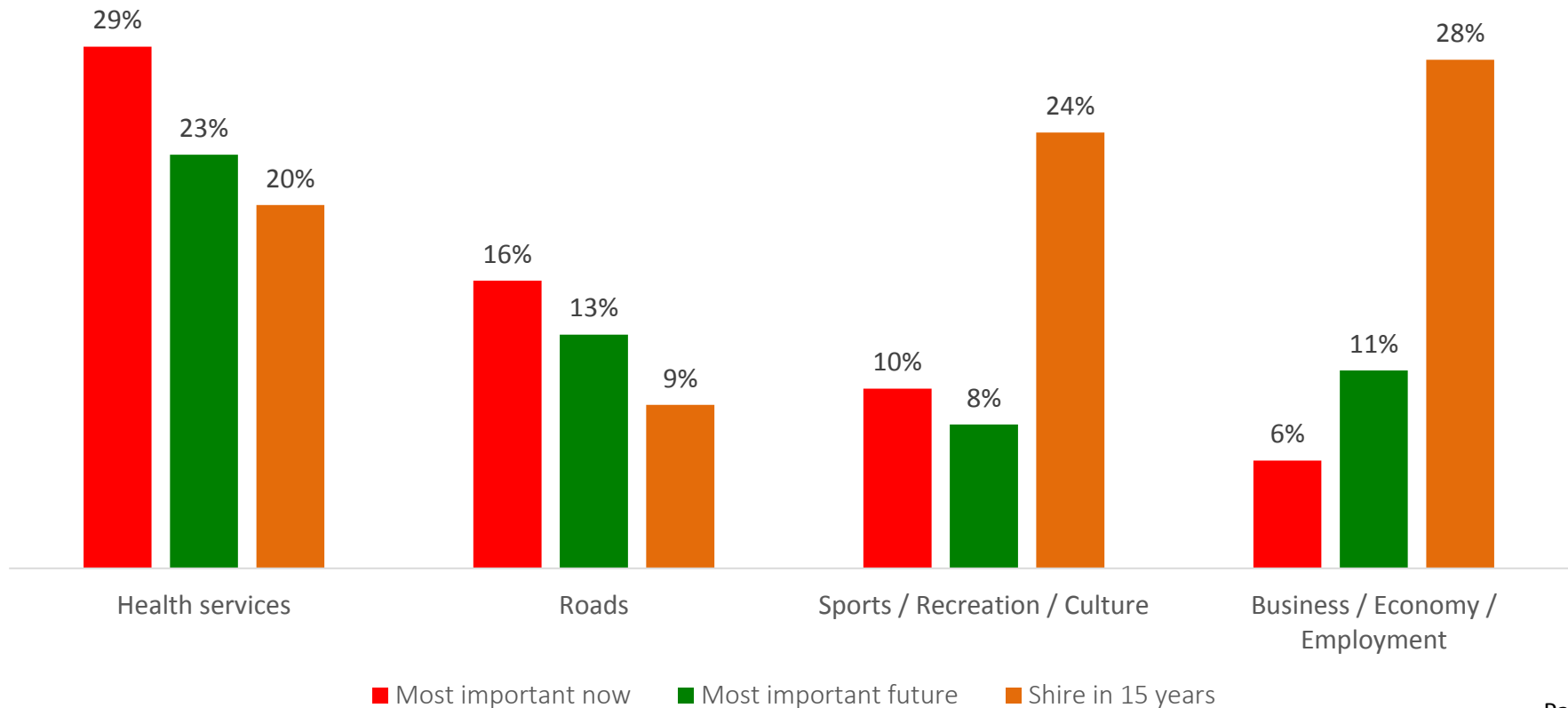


Q7/Q8/Q9

Dashboard (V)

Health services, Roads, Sports/Recreation/Culture and Business/Economy/Employment are perceived as the most important activities for the Shire of Pingelly to focus on now and for the future. These activities correspond to the aspects respondents mention when they think of the Shire in 15 years.

The Shire in 15 years compared to Most important activities now and in the future





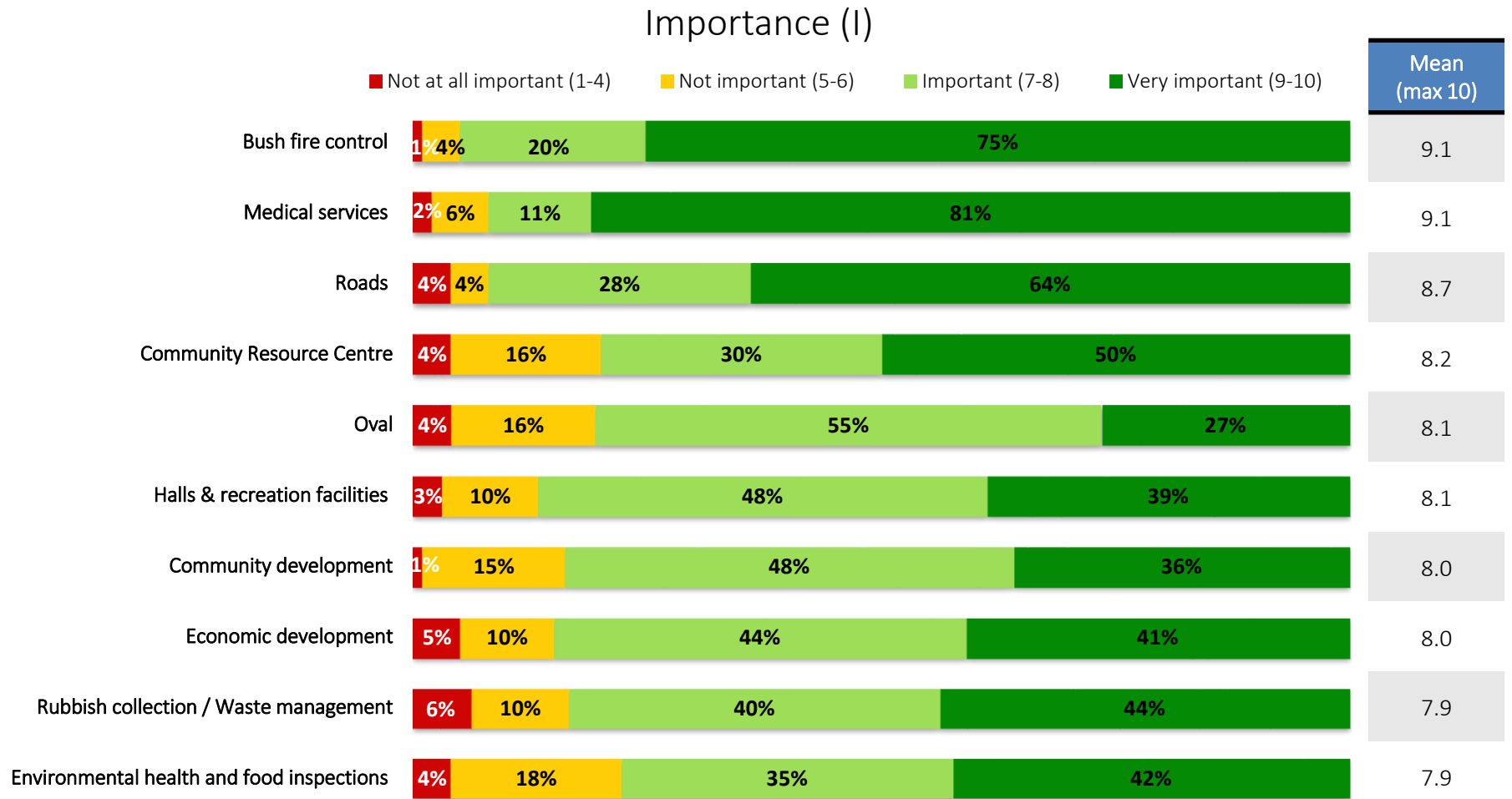
Importance



Summary: Importance

- *Bush fire control, Medical services and Roads* are perceived to be the most important factors in making the Shire ideal.
 - 95% of residents stated *Bush fire control* was either Important or Very important, and 92% of residents stated both *Medical services* and *Roads* were either Important or Very important.
 - This means that the perceived importance of *Bush fire control* has decreased slightly from the 2011 survey (100%), as have *Medical services* (99%) and *Roads* (96%).
- Other services which are perceived as amongst the most important are *Community Resource Centre, Oval and Halls & recreation facilities*.
- Each of the services and facilities examined was perceived as being important to the majority of respondents.
- *Library, Street lighting and Planning approvals & building licences* are perceived to be the least important factors in making the Shire ideal. However, each of these services or facilities still attracts a majority of respondents who do believe they are important.
 - The perceived importance of the *Library* (72%) and *Street lighting* (74%) has decreased slightly from the 2011 survey (86% and 84% respectively) as has *Planning approvals & building licences* from 78% in 2011 to 65% in 2015.

A large percentage of respondents thought Bush fire control (75%) and Medical services (81%) were very important factors in making the Shire ideal.

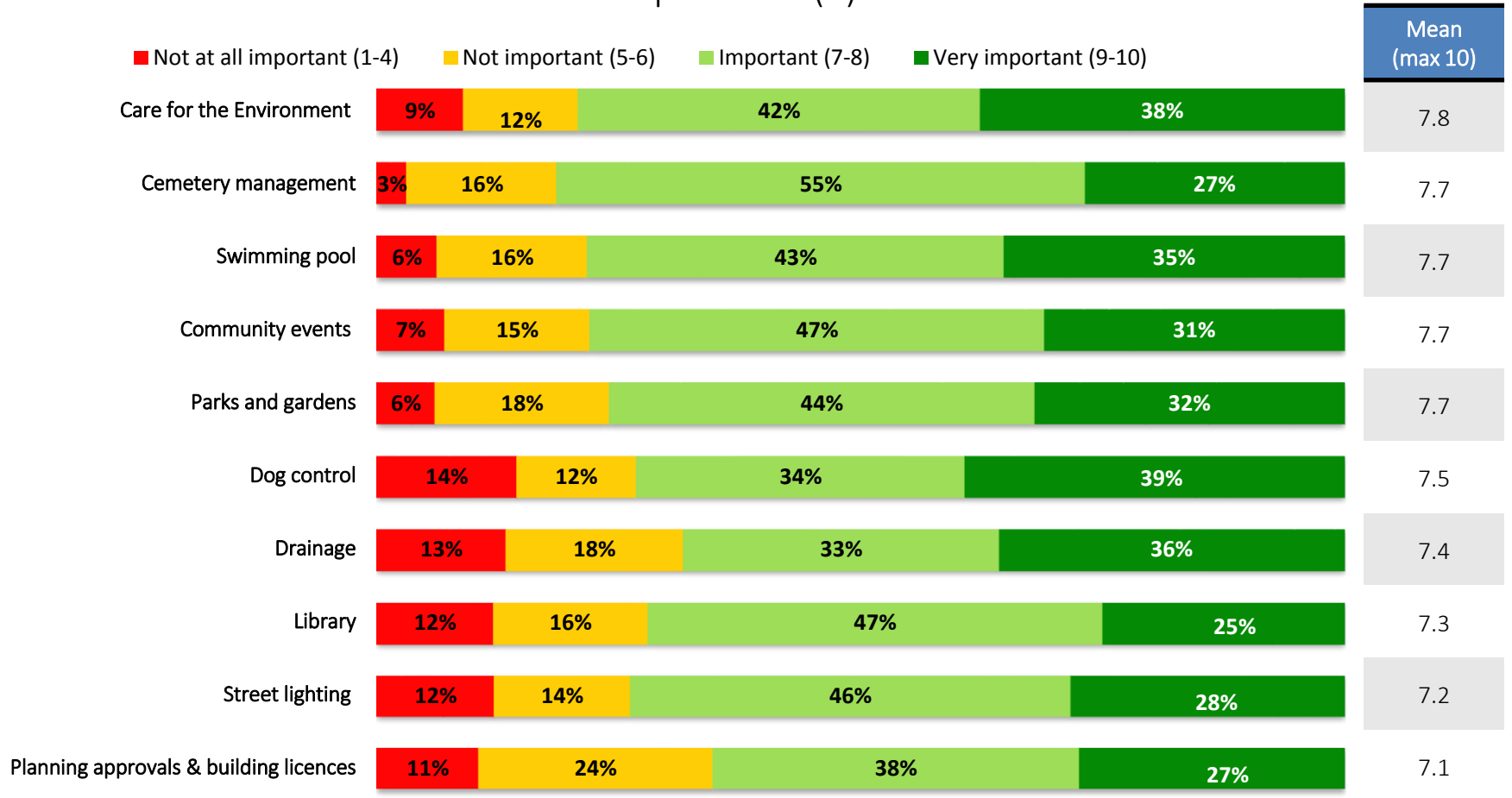


n=101



Planning approvals and building licences, Street lighting and the Library are perceived the least important factors in making the Shire ideal.

Importance (II)



n=101



Performance

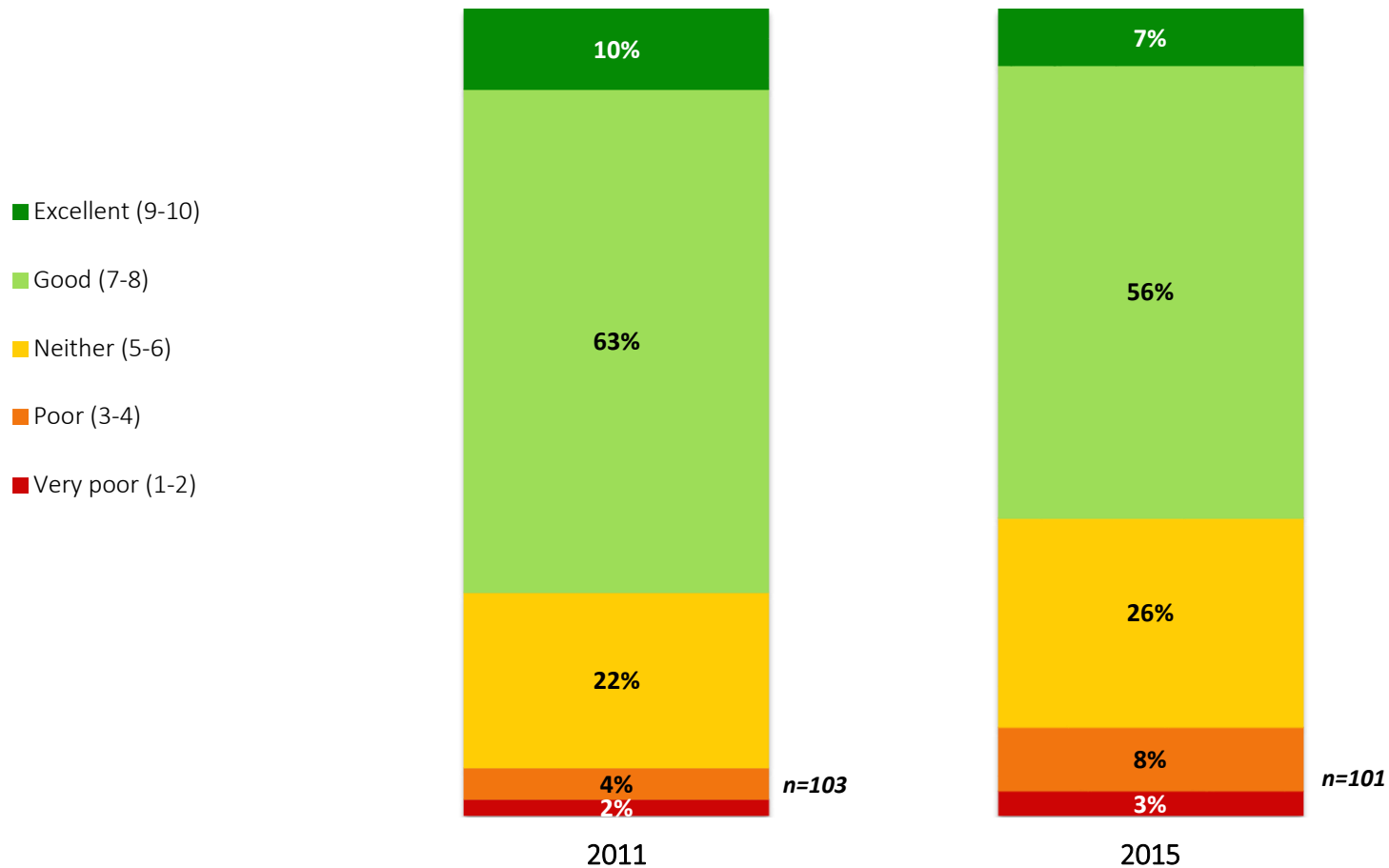


Summary: Performance

- The Shire's overall performance is perceived as Excellent (7%) or Good (56%) by the majority of respondents (63%) which is a moderately good result, but is a lower score than 2011.
- 11% of respondents rate the performance as Poor (8%) or Very poor (3%).
- *Bush fire control, Community Resource Centre and the Oval* are perceived to be the highest performing services and facilities offered by the Shire.
- *Dog control, Planning approvals & building licences and Economic development* are perceived to be the lowest performing services and facilities offered by the Shire.

Over 6 out of 10 respondents (63%) perceive the Shire's performance as Excellent (7%) or Good (56%). This has decreased by 10% from 2011 when 73% of respondents perceived the Shire's performance as Excellent (10%) or Good (63%).

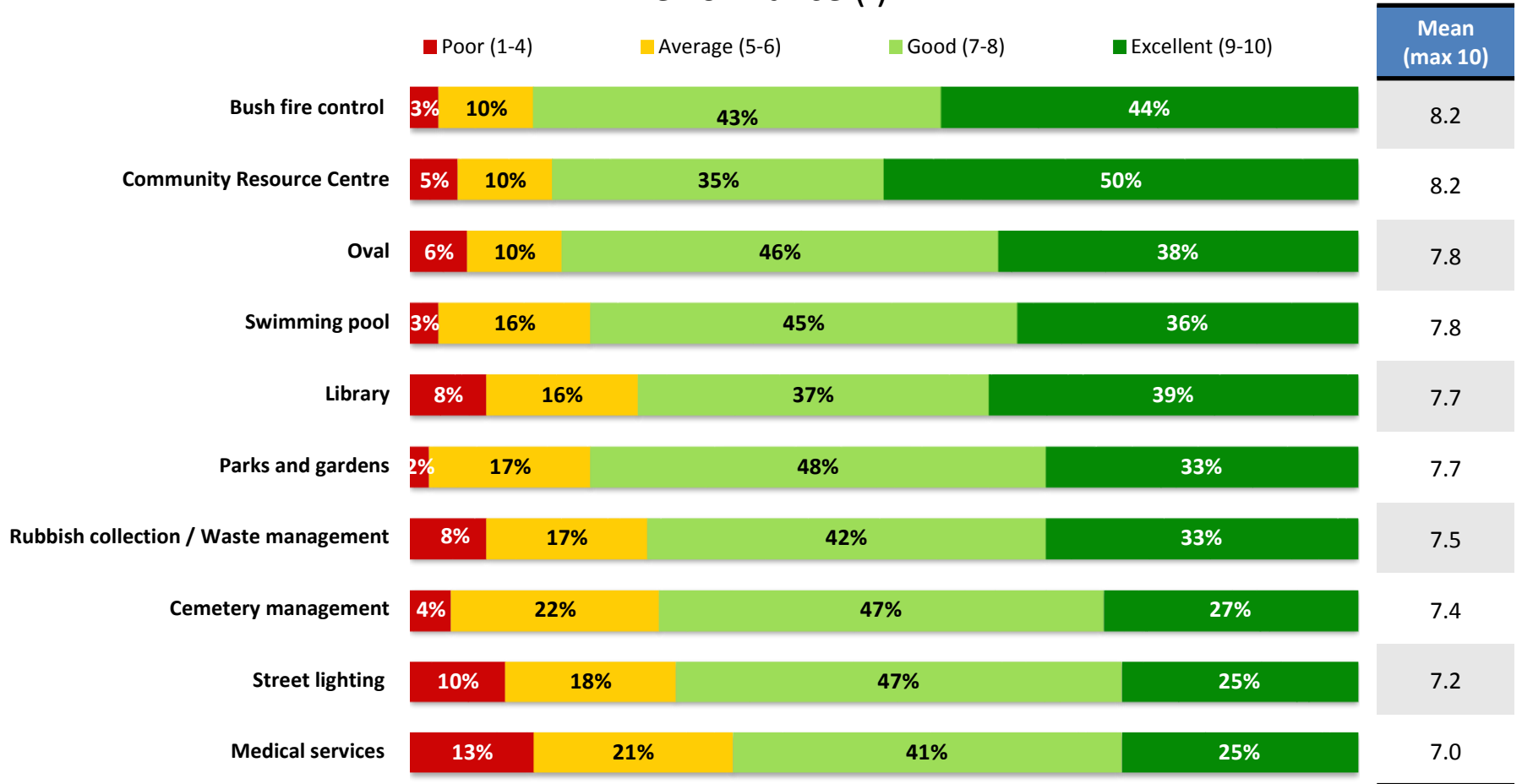
Overall Performance





Most respondents stated that the performance of Bush fire control was either Good or Excellent (87%), followed by the Community Resource Centre (85%) and the Oval (84%).

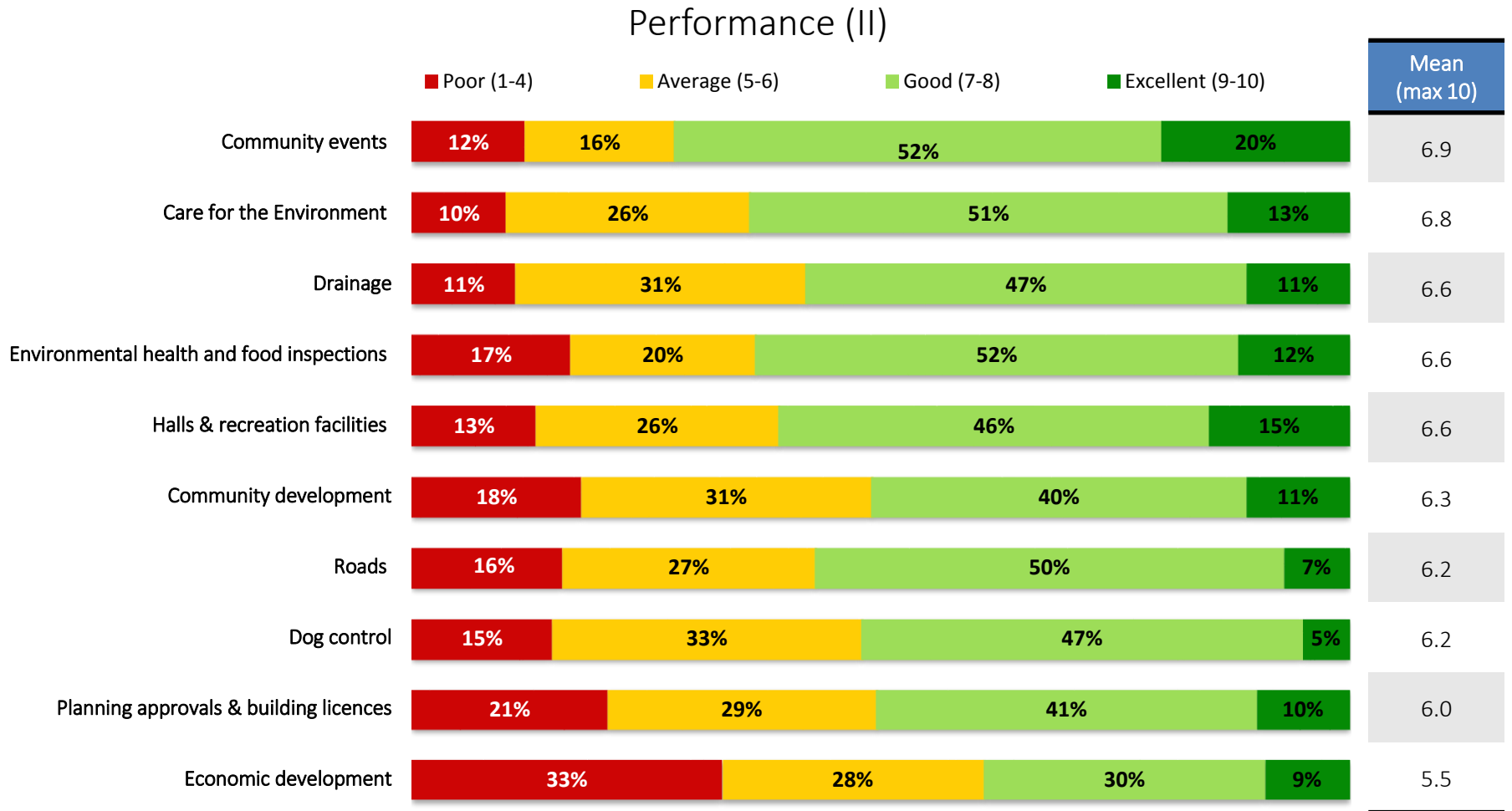
Performance (I)



n=101



Economic development, Planning approvals and building licences and Dog control are perceived to be the lowest performing services and facilities offered by the Shire.



n=101



Willingness to Pay for Improvements



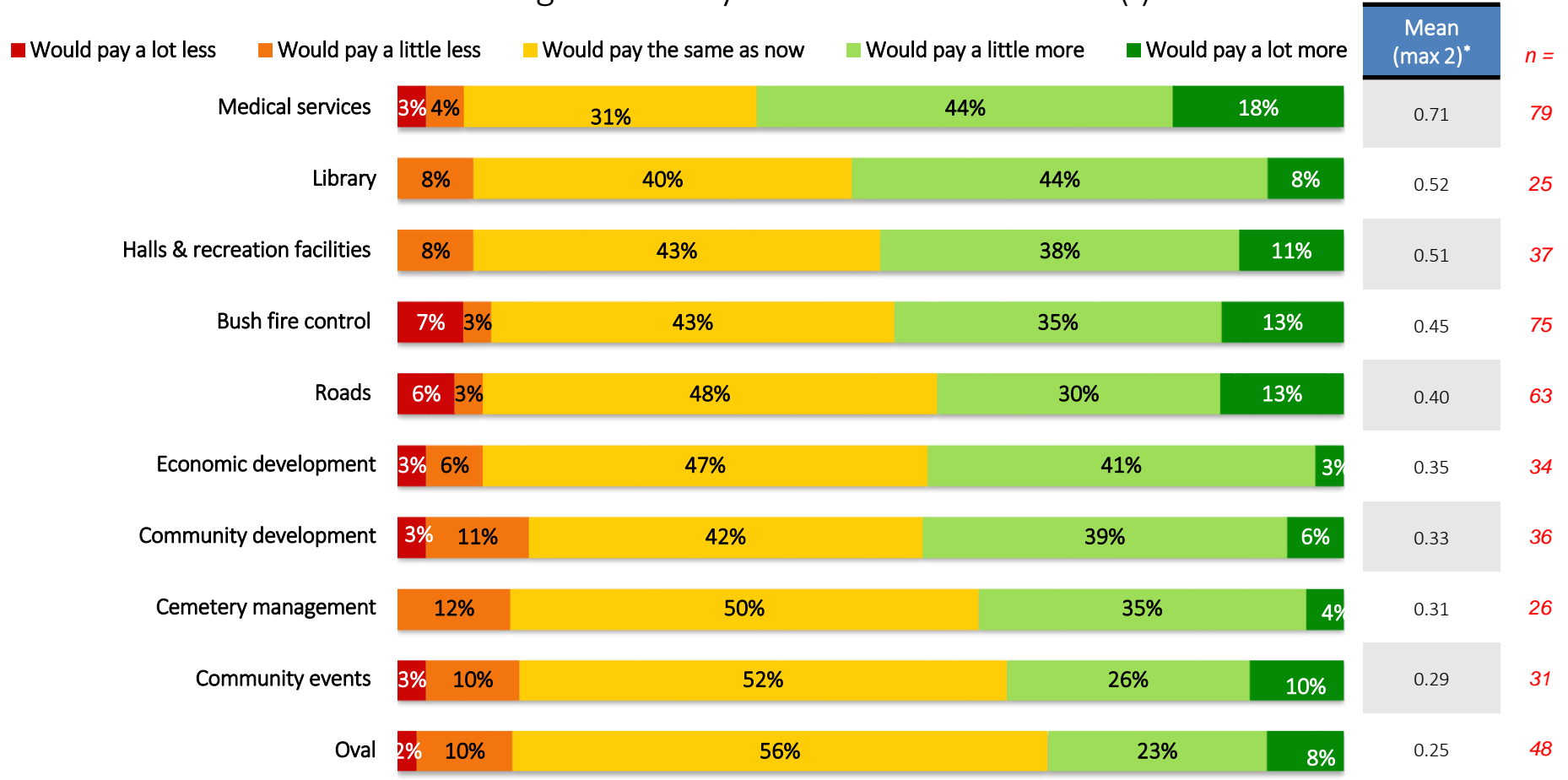
Summary: Willingness to Pay for Improvements

- *Medical services* and the *Library* are the services and facilities that respondents are most willing to pay more for, closely followed by *Halls & recreational facilities* and *Bush fire control*.
 - Almost two thirds of respondents (62%) are willing to pay either more (44%) or significantly more (18%) for *Medical services*.
 - Just over one half of respondents (52%) are willing to pay more (44%) or significantly more (8%) for the library.
 - Almost one half of the respondents are willing to pay either more or significantly more for *Halls and recreation facilities* and *Bush fire control* (49% and 48% respectively).
- Overall, the willingness to pay more for improvements has gone up slightly from the 2011 survey. There appears to be strong support amongst a sizable proportion of the community to pay at least slightly more for specific services and facilities.
- *Environmental health and food inspections*, *Street lighting* and *Rubbish collection/waste management* are the facilities that respondents are least willing to pay more for.
 - *Street lighting* in particular attracts a moderate proportion of respondents (32%) who wish to pay less.



Over half of the respondents state to be willing to pay (a lot) more for Medical services (62%) and the Library (52%). Almost half of the respondents state to be willing to pay (a lot) more for Halls and recreation facilities (49%) and Bush fire control (48%).

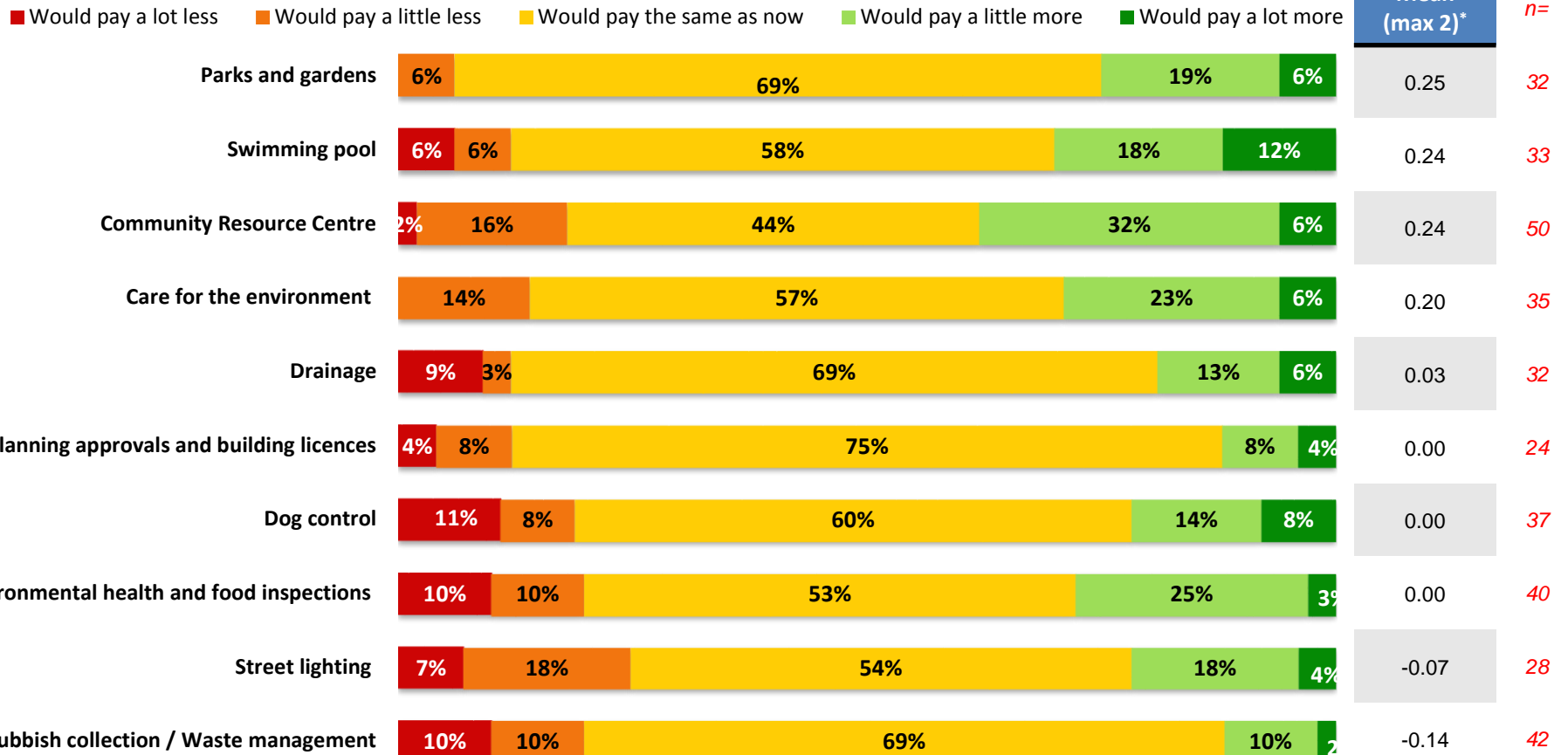
Willingness to Pay More for Performance (I)



* A mean value of 0 or more indicates that a higher number of respondents are willing to pay more than respondents that are willing to pay less for the service or facility.

Rubbish collection/Waste management and Street lighting are services that have a higher number of respondents that are willing to pay less than are willing to pay more for these services.

Willingness to Pay More for Performance (II)



* A mean value of 0 or more indicates that a higher number of respondents are willing to pay more than respondents that are willing to pay less for the service or facility.



Future Direction



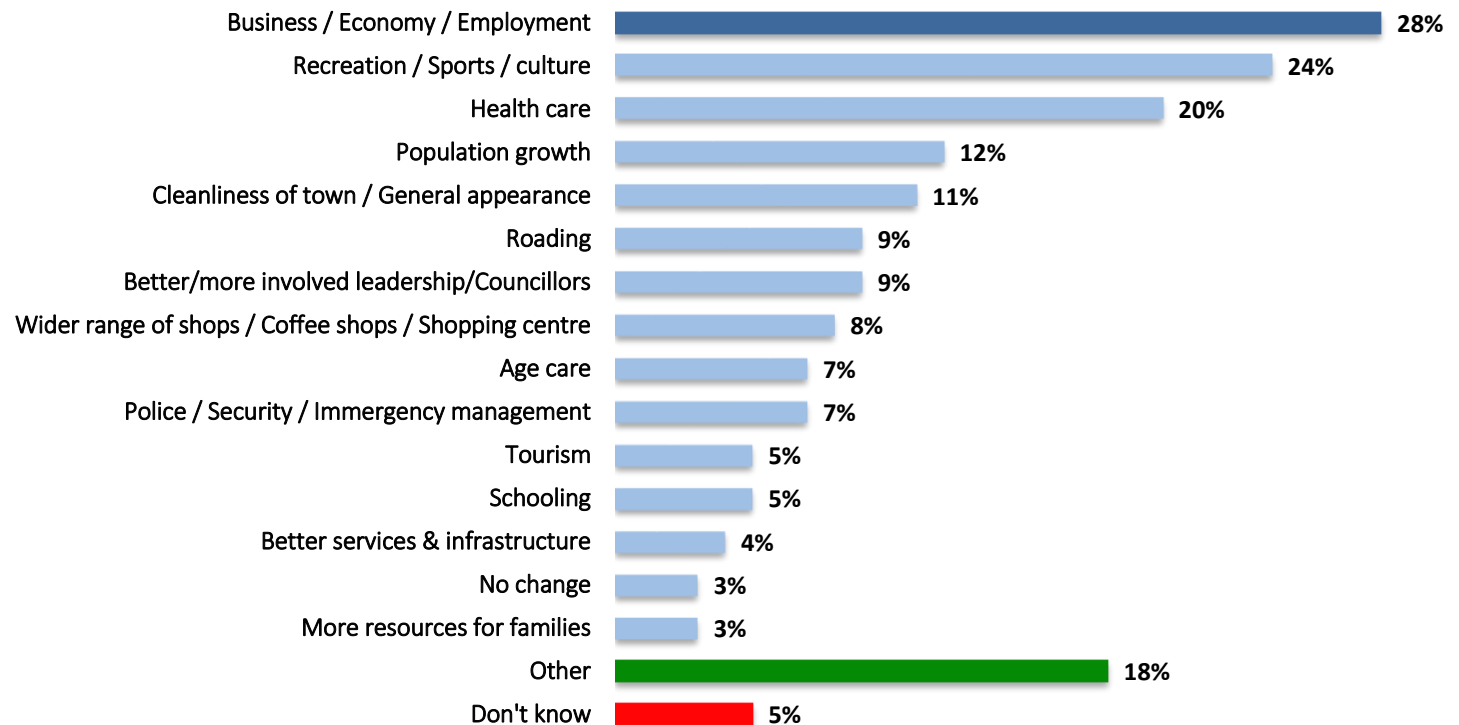
Summary: Future Direction (I)

- *Business/economy/employment, Recreation/sport/culture, Health care and Population growth* are mentioned as important aspects for the future.
- *Health services, Roads and Recreation/sport/culture* are considered the three most important activities for the Shire to focus on now.
- *Health services, Roads and Business/Economy/Employment* are the three most important activities mentioned for the Shire to focus on for the future.
- The common denominators appear to be *Health services, Recreation/sport/culture, Business/Economy/Employment and Roads*.
- *The community/the people* is the main reason given by respondents as to what makes the Shire of Pingelly special.
- The majority of people (78%) state that there is a need for more activities for young people aged 15-24 years.
- The most frequently mentioned activities to be provided for young people are *Sporting facilities, Youth group/youth centre/youth worker and Work experience programmes/jobs*.



A stronger Economy with more business and employment opportunities was the most stated comment, closely followed by more Recreation, sports and cultural opportunities.

The Shire in 15 Years



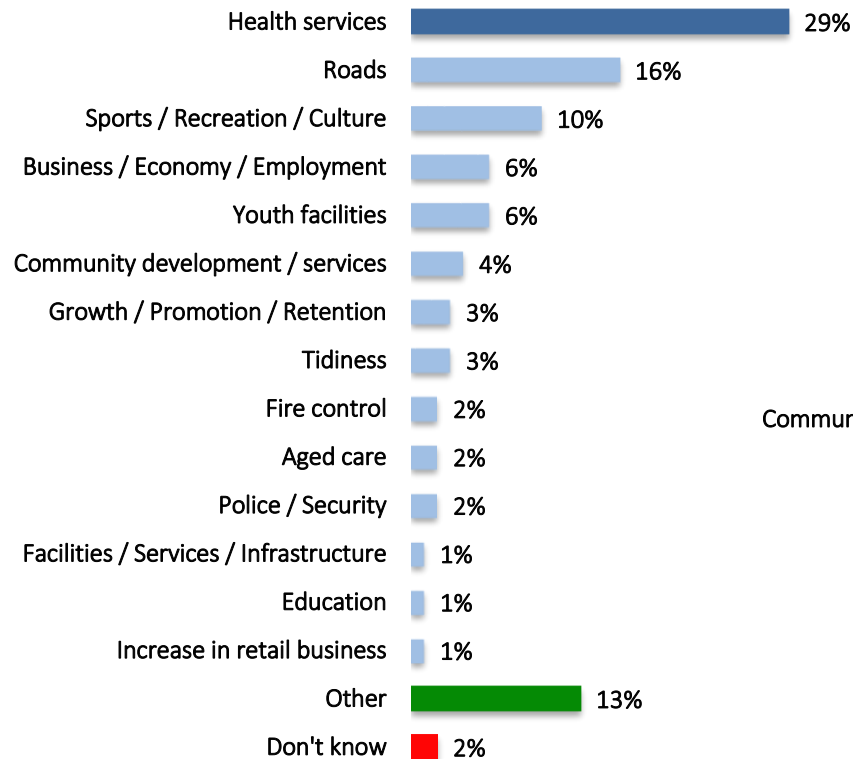
n=101

Multiple responses allowed



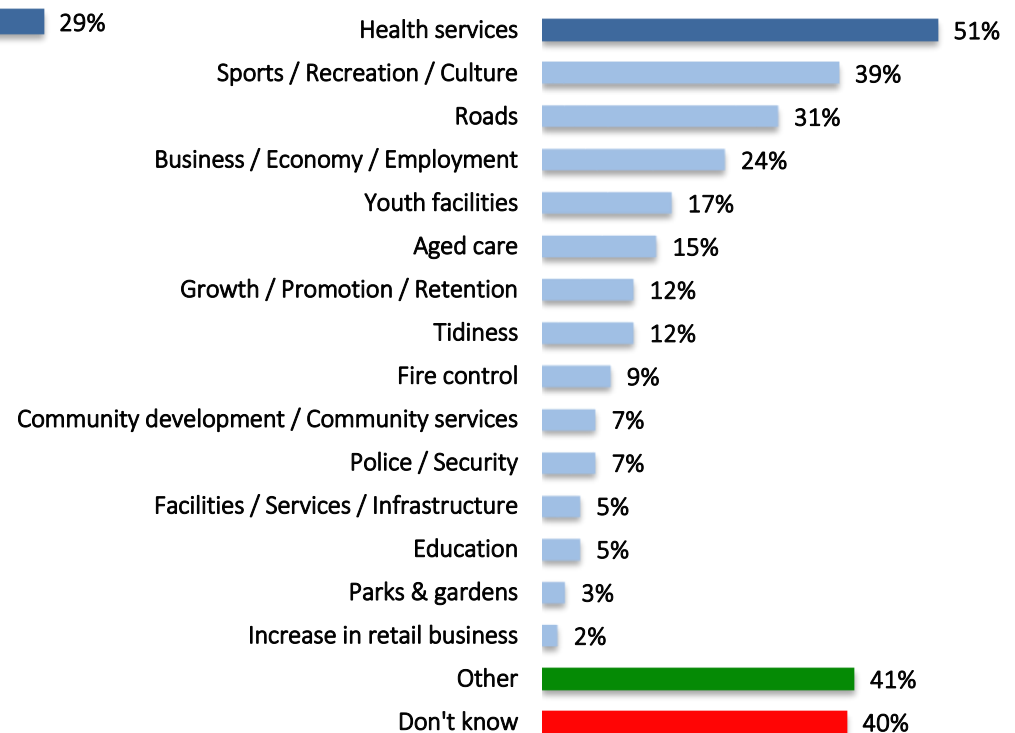
Health services, Roads and Sports/Recreation/Culture are perceived to be the most important activities that most respondents state the Shire of Pingelly should focus on now.

Most Important Now *first response only*



n=101

Most Important Now *multiple responses*



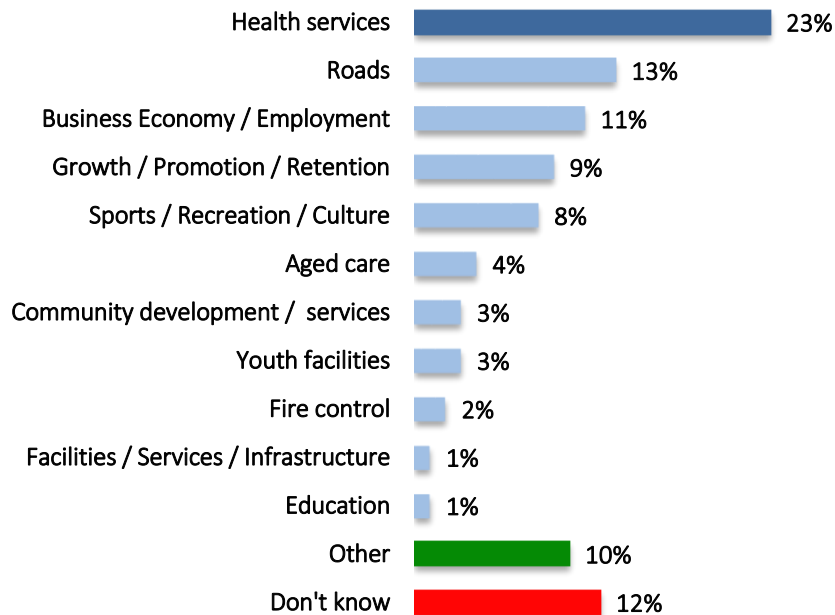
n=101

Multiple responses allowed



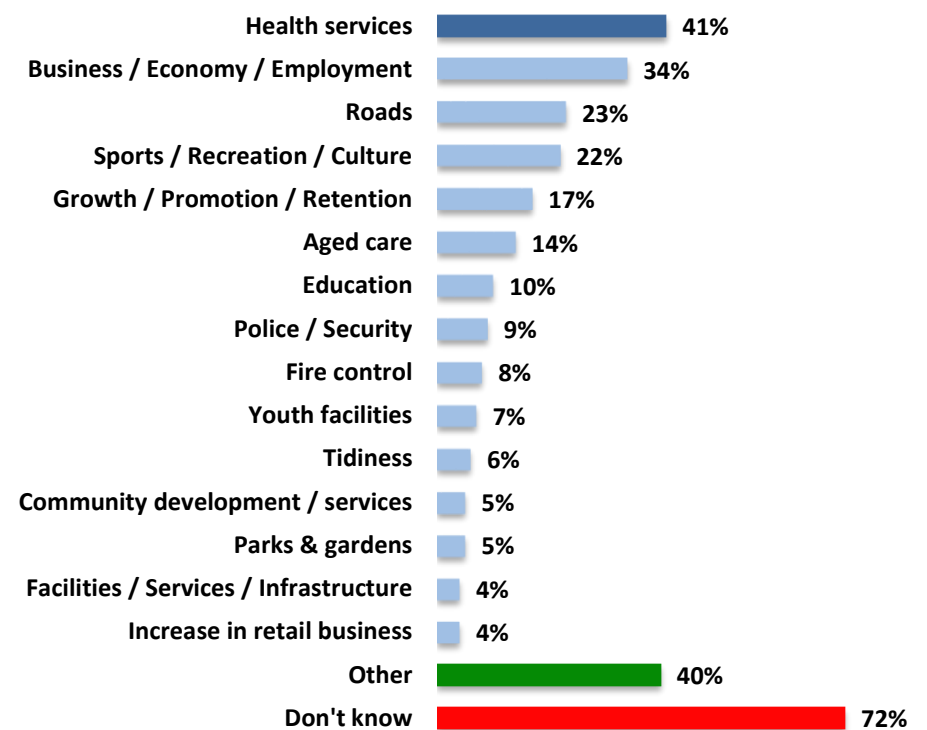
Health services, Roads and Business/Economy/Employment are the actions that are mentioned most often as important activities to focus on for the future.

Most Important Future *first response only*



n=101

Most Important Future *multiple responses*



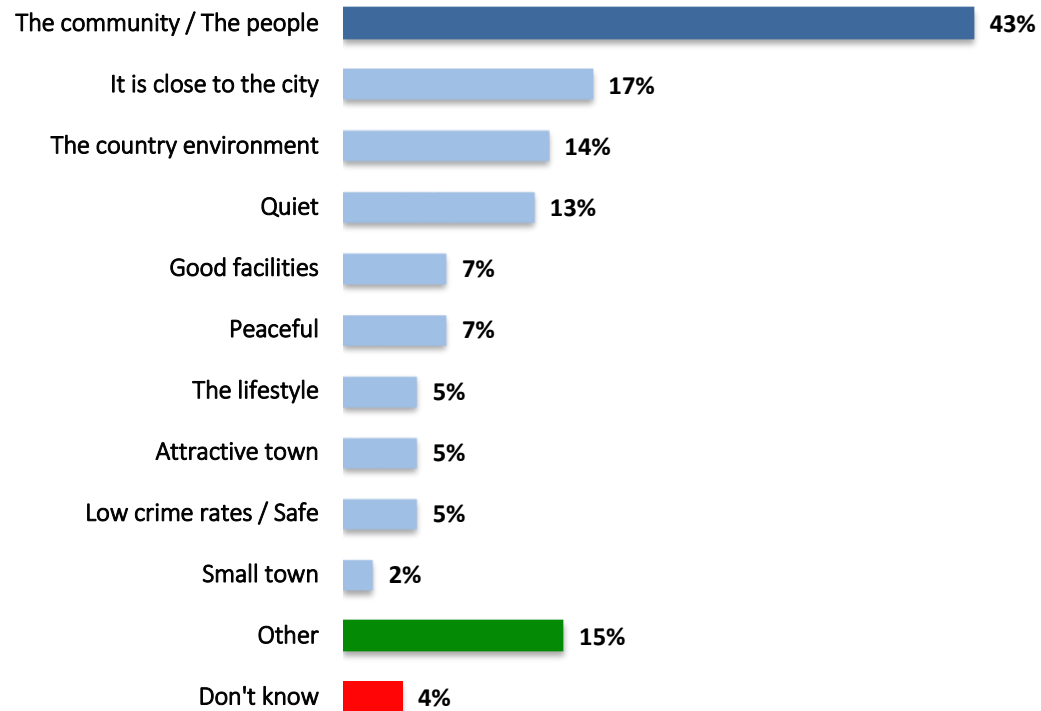
n=101

Multiple responses allowed



Most respondents mention that they consider the community/the people to be the most special aspect about the Shire of Pingelly.

Most Special Aspect about the Shire of Pingelly

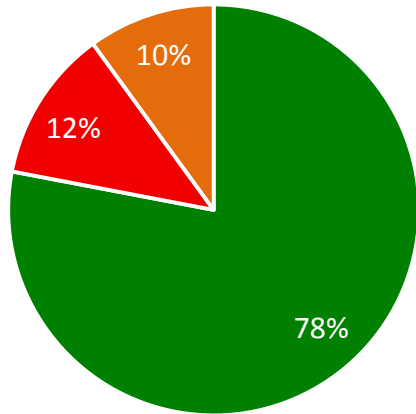


n=101

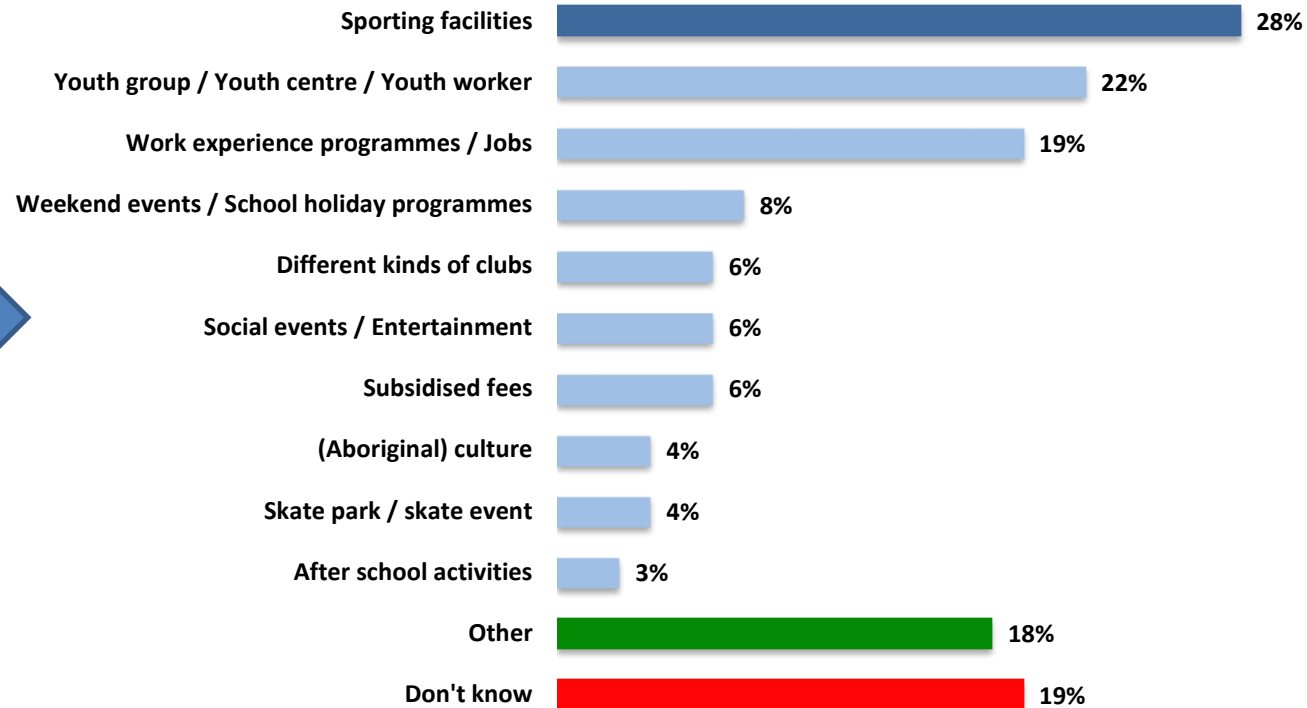
Multiple responses allowed

More than three quarters of respondents (78%) feel that there is a need for more activities for young people. Sporting facilities (28%), Youth group/centre/worker (22%) and Work experience programmes/Jobs (19%) are most frequently mentioned as the type of activities needed.

Activities for Young People



■ Yes ■ No ■ Don't know
Need more activities?



n=79

Multiple response allowed



Recreation Facilities Development



Summary: Recreation Facilities Development

- More than one half of respondents (64%) are aware of the concept plans that are being developed with the Focus Groups.
- One third of respondents (34%) are a member of one of the groups that may be accommodated in the redevelopment.
- Over three quarters of respondents (77%) support the notion of redevelopment and co-location of the facilities at the showground.
 - 86% of respondents who are a member of one of the groups that may be accommodated in the redevelopment support the notion.
 - 75% of respondents who are not a member of one of the groups and who are not aware of the concept plans support the notion.
- *The Kitchen and dining facilities, Change room facilities and the Oval* are the most commonly mentioned facilities considered to be in the top five of importance for upgrade/development for the community.
- Over two thirds (69%) of respondents state to increase their use of any of the proposed facilities if the development were to proceed.
- Over one half of respondents (51%) state in principle to be willing to pay a levy to assist the funding of this redevelopment, compared to 43% of respondents who are not willing to pay the levy.



More than one half of respondents (64%) are aware of the plans that are being developed with the Focus Group.

One third of respondents (34%) are members of a group that may be accommodated in redevelopment.

Three quarters of respondents (77%) support the idea of redevelopment and co-location of the facilities at the showground.

Redevelopment of Sport, Recreation and Social Facilities

13. Are you aware of the concept plans that are being developed with the Focus Group?



14. Are you a member of one of the groups that may be accommodated in the redevelopment?



15. Do you support the notion of redevelopment and co-location of the facilities at the showground?



15 - Group members



15 - Not group members/Not aware of concept plans



■ Yes ■ No

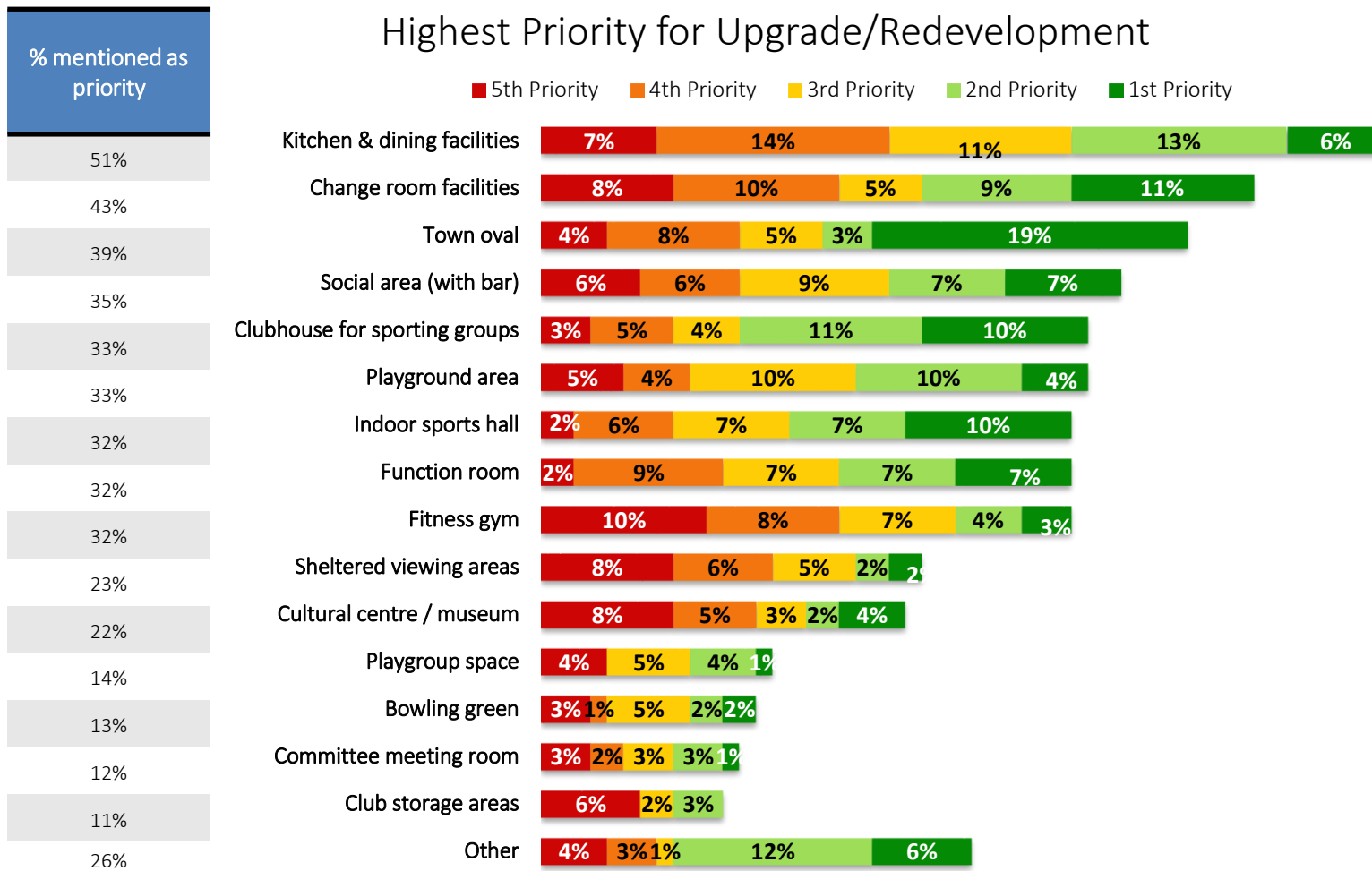
13. Are you aware of the concept plans that are being developed with the Focus Group?

14. Are you a member of one of the groups that may be accommodated in the redevelopment? (Only asked if answered 'yes' for question 13.)

15. Do you support the notion of redevelopment and co-location of the facilities at the showground?



Kitchen & dining facilities (51%), Change room facilities (43%) and the Town oval (39%) are the most frequently mentioned priorities overall. Town oval (19%) and Change room facilities (11%) are the facilities most frequently mentioned as priority one, closely followed by Clubhouse for sporting groups (10%) and Indoor sports hall (10%).



n=101

16. What facilities do you consider to be the highest priority for upgrade/development for the community?

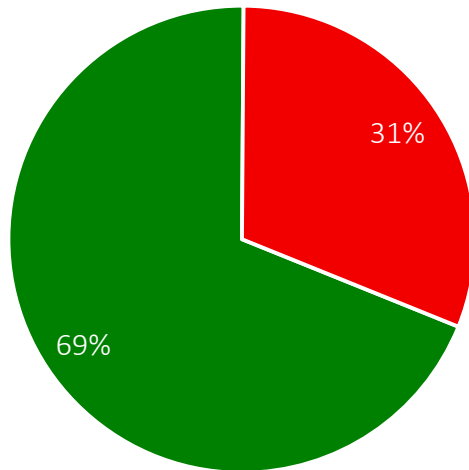
Please rank in priority order your top 5 facilities with 1 being top priority.



Over two thirds of respondents state that their usage of the facilities would increase if the developments were to proceed. The opinion whether they would be willing to pay a levy to assist the funding is split almost equally between yes and no (including those who don't know/not sure).

Redevelopment of Community Facilities

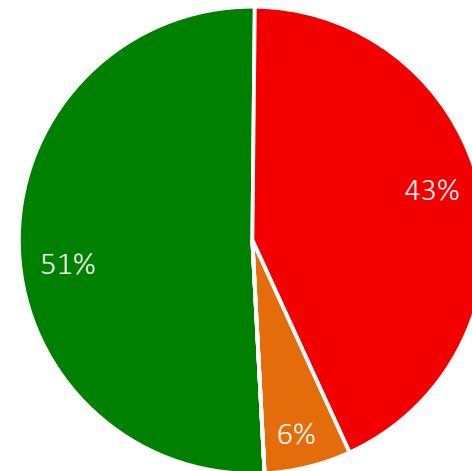
Would your use increase?



■ Yes ■ No

n=101

Willing to pay levy to assist funding?



■ Yes ■ No ■ Don't know/Not sure

n=101

17. Would your use of any of the proposed facilities increase if the development were to proceed?

18. In principle would you be willing to pay a levy to assist the funding of this redevelopment? The levy would be approximately \$100-\$130 per annum for 25 years to repay a loan of around \$2.5-3m.



Information about the Shire

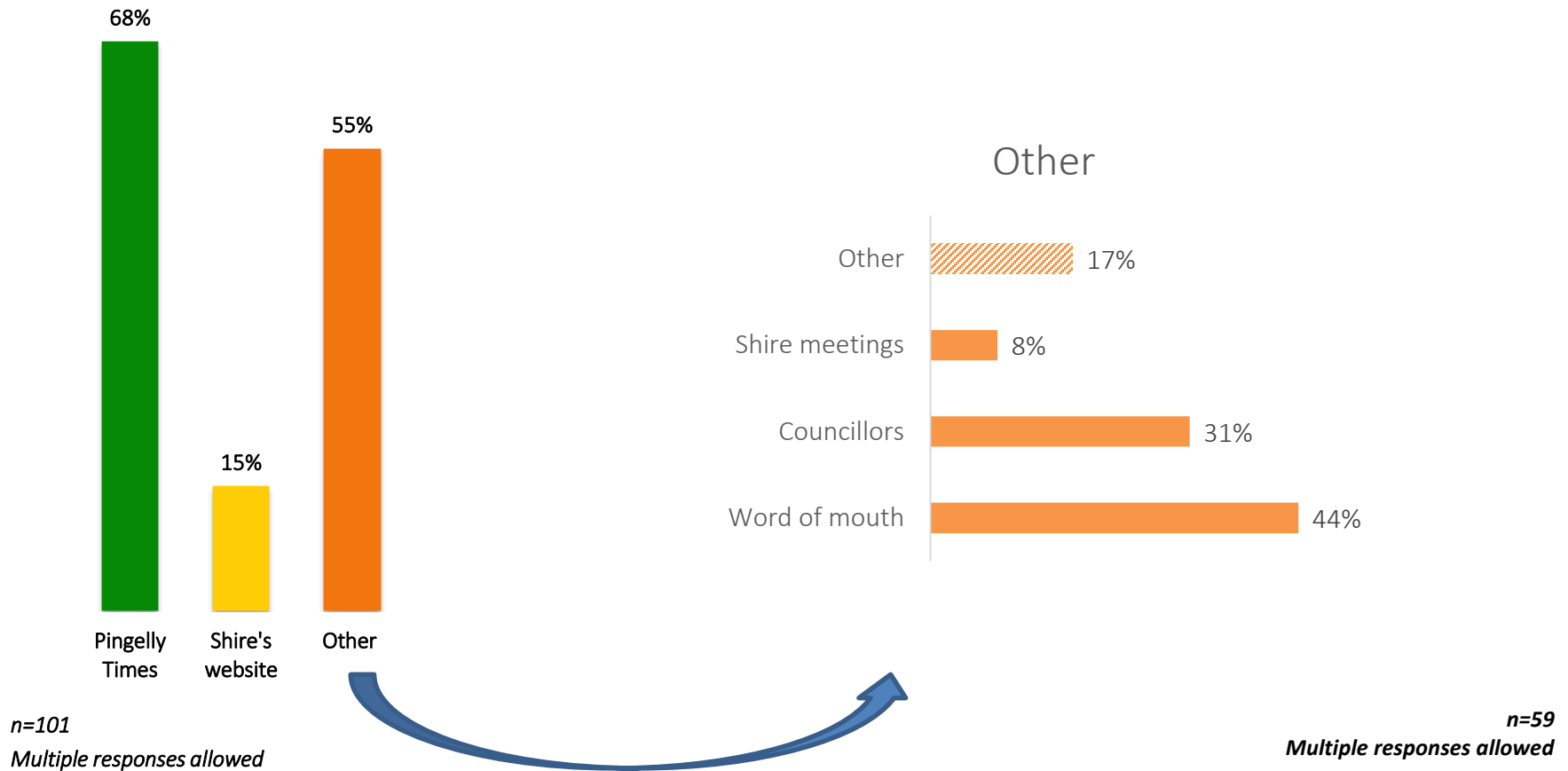


Summary: Information about the Shire

- Most respondents state to get their information about the Shire and what it is doing primarily out of the Pingelly Times and from word of mouth.
- Almost two thirds of respondents (62%) find it easy or very easy to get information about the Shire and what it is doing.
- The common improvement respondents want to see in the way the Shire information is provided is *More substance in the newspaper*, and *More openness and honesty*.
- Most respondents (91%) are aware that the Shire agenda and minutes are published in the Pingelly Times.
 - Of the respondents who are aware just over one half (53%) read the agenda and minutes weekly.
 - Of the respondents who are aware almost three quarters (72%) find the published agenda and minutes useful.

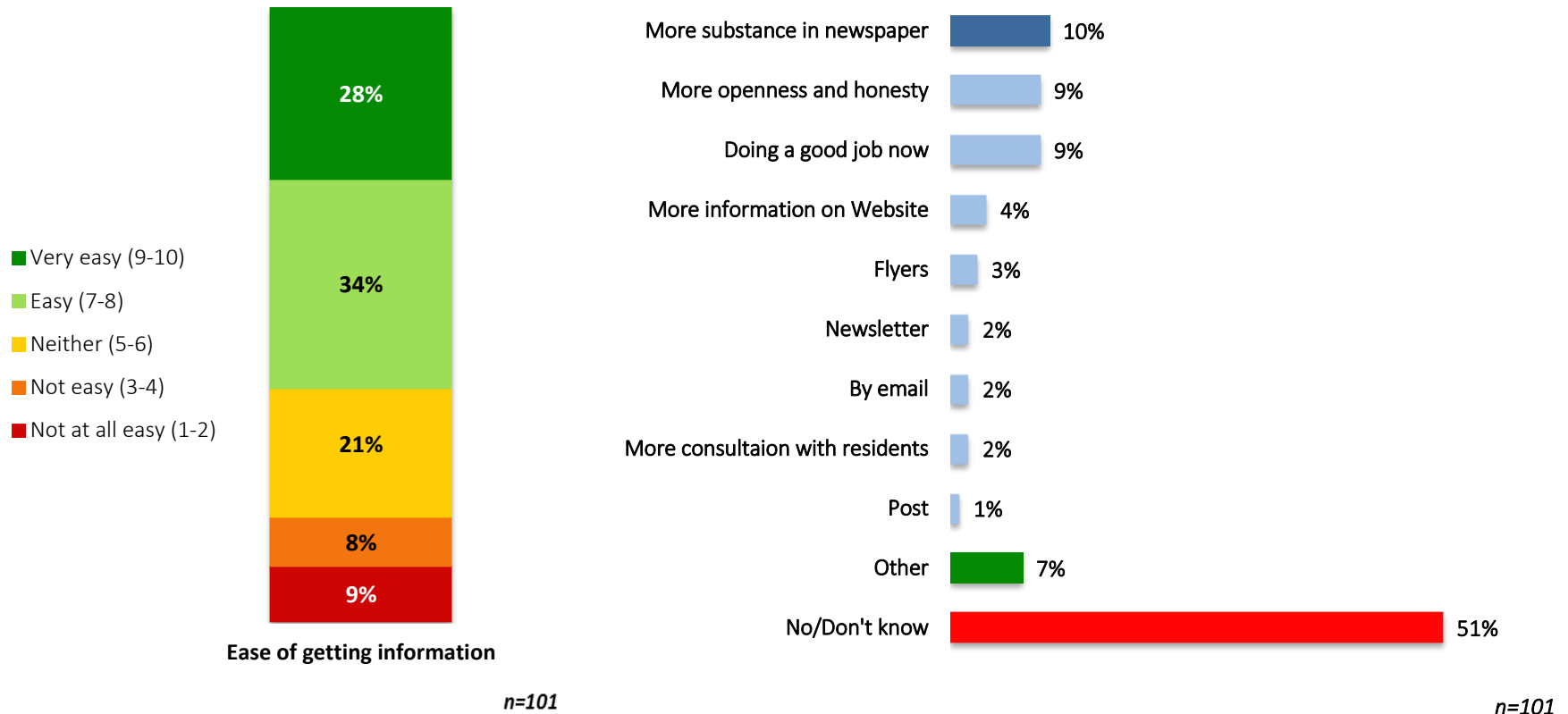
Most respondents (68%) state to get their information about the Shire and what it is doing primarily from the Pingelly Times. Other sources mentioned are word of mouth, from Councillors and from Shire meetings.

Primary Source of Information



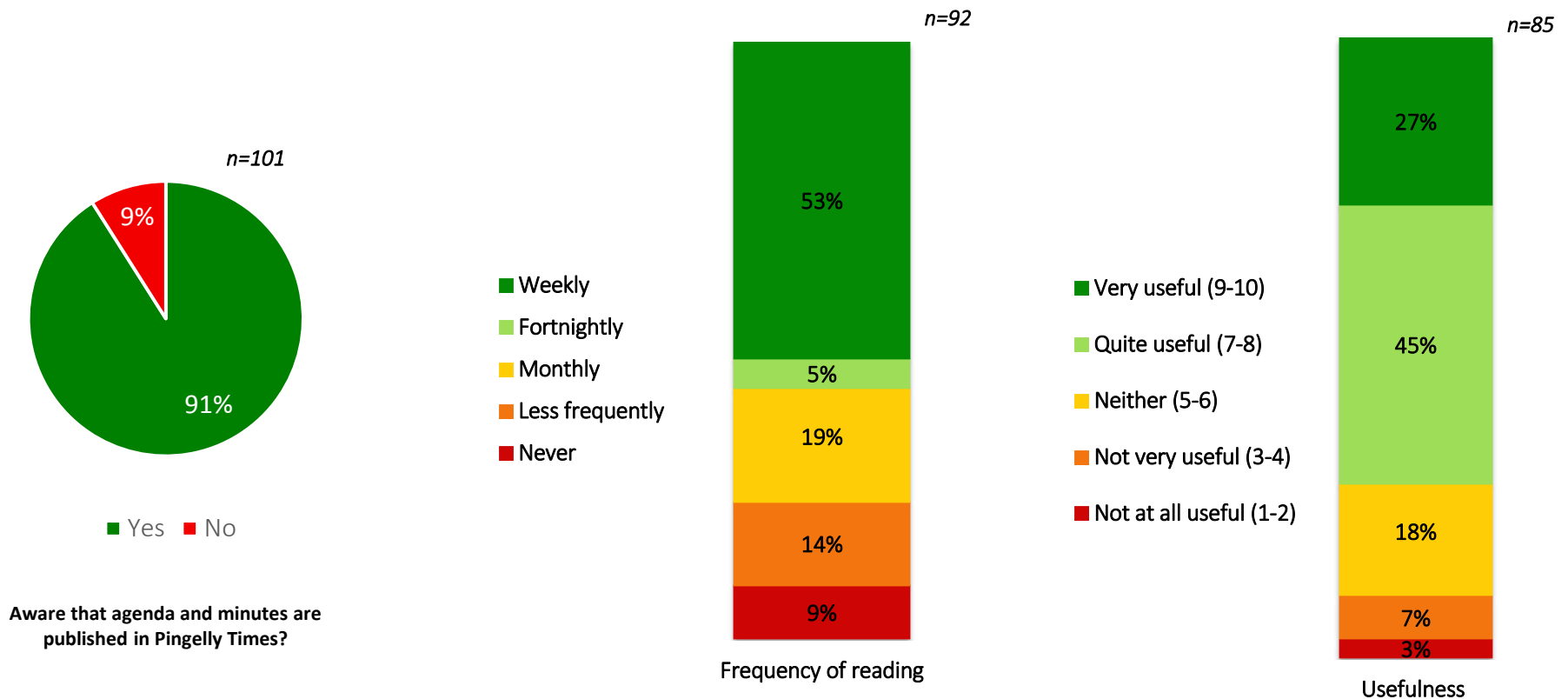
Most respondents find it easy (34%) or very easy (28%) to find information about the Shire and what it is doing. Of those respondents who offer suggestions for improvement, most state that they want more substantial information in the newspaper (10%) and/or want more openness and honesty in the provided information.

Ease of Getting Information



The majority of respondents (91%) are aware that the agenda and minutes are published in the Pingelly Times. Of those who were aware, just over one half read them weekly, and almost three quarters find them either quite useful (45%) or very useful (27%).

Agenda and Minutes



23. Currently the Shire agenda and minutes are published in the Pingelly Times under the Shire news section. Are you aware of this?

24. How frequently do you read the published agenda and minutes? (Only asked if answered 'yes' for question 23.)

25. How useful do you find the published agenda and minutes? (Only asked if answered 'yes' for question 23.)



Further Comments

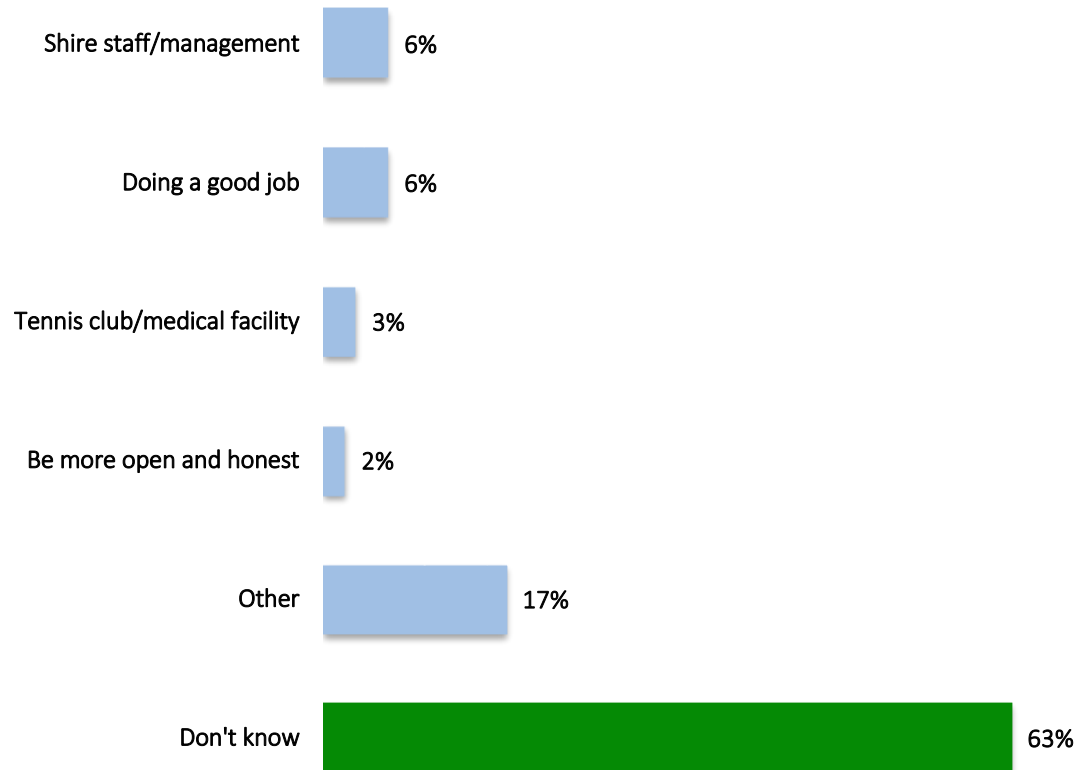


Summary: Further Comments

- The majority of the comments are around *Shire staff/management, Upkeep of the town, Location of medical facilities* and a request for the Shire to be *More open* in the information they share with the community.
- A significant proportion (63%) of respondents were unable to give any further comments.



Further Comments or Feedback



n=101

Multiple responses allowed

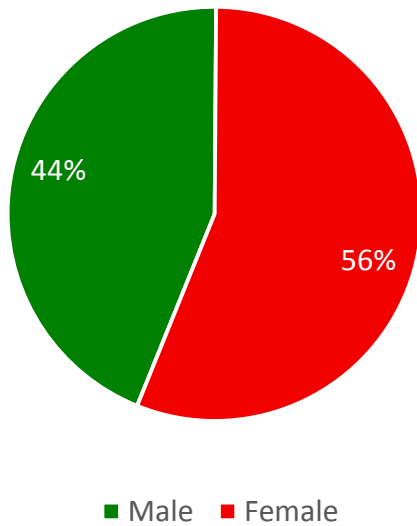


Sample Profile



Sample Profile (I)

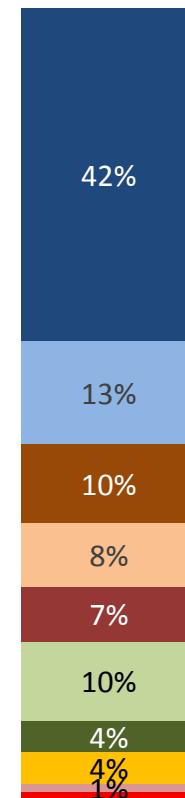
Gender



n=101

Age group

- 60 +
- 55 - 59
- 50 - 54
- 45 - 49
- 40 - 44
- 35 - 39
- 30 - 34
- 25 - 29
- 20 - 24
- 16 - 19

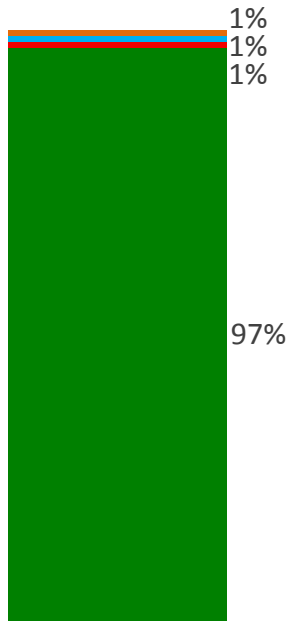


n=101



Sample Profile (II)

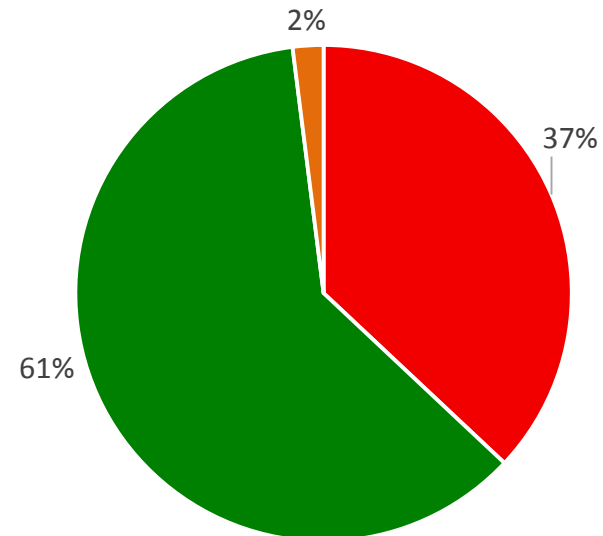
Ethnicity



- Other
- Asian
- Aboriginal People
- Australian European

n=101

Urban/Rural



- Mostly urban
- Mostly rural
- Don't know / Not sure

n=101



Appendix



Gap Analysis

The services that have deteriorated most since 2011 are Dog control, Planning approvals and Building licences and Community development. The services that have improved most since 2011 are the Swimming pool, Drainage and Street lighting.

Gap analysis – Importance vs. Performance 2011



Gap analysis – Importance vs. Performance 2015



■ Difference of > -0.5 ■ No difference ■ Difference of > 0.5

*The gap is calculated by subtracting the importance mean from the performance mean.