

Shire of Ashburton
Community Satisfaction Survey
Summary Report

December 2013



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Contents

1. Introduction.....	2
Background	2
Survey process	2
Survey outline.....	3
2. Executive summary	4
3. Response statistics	5
4. Satisfaction survey results.....	6
Council's overall performance.....	6
Public Facilities and Services.....	8
Key Council Areas	10
Top 5 and Bottom 5 Facilities and Services.....	12
Community connectedness.....	15
Interaction with Council	16
Open-ended feedback – Sample comments.....	18

1. Introduction

Background

The Shire of Ashburton Council engaged Insync Surveys to conduct a Community Survey during October 2013 to measure the views, ideas and suggestions of community members.

The objectives of the Community Survey are to:

- Provide the community with the opportunity to communicate openly and candidly with the Management Team and Council staff of the Shire of Ashburton Council
- Identify key issues for the Shire of Ashburton residents
- Measure performance across key areas for the Shire of Ashburton
- Obtain feedback from community members in a meaningful way to build a stronger and more satisfied community
- Allow for comparative longitudinal analyses of the Council's performance over time

The present report summarises the findings from the 2013 Shire of Ashburton Community Survey.

Survey process

Shire of Ashburton community members were given the opportunity to participate in the survey during October 2013. The survey was distributed to community members in three forms: telephone, online and paper:

- The paper version of the survey was distributed to approximately 6000 community members via the Council newsletter
- The online survey was made accessible via the Council website
- A sample of 300 participants was selected at random to participate in the telephone version of the survey

From this sample, 341 responses were received.

Survey outline

The survey comprised of the following sections:

Section 1: Demographics – asked community members to provide some broad demographic information which included the suburb in which they lived (Tom Price, Onslow, Paraburdoo or Pannawonica), how long they have lived in the Shire of Ashburton, their tenancy status (Home owner, Business owner, Renter, Visitor/Temporary stay, Company tenant), Employment status (Full-time, Part-time, Temporary Contract, Retired, Not currently employed) and degree of internet access (Home, Work, Home and work, None).

Section 2: Council's overall performance – asked community members to rate their level of satisfaction with the Council's overall performance, as well as key areas of governance such as Elected member representation and Council's leadership of the community.

Section 3: Public facilities and services – asked community members to rate their level of satisfaction with a number of public facilities and services provided by the Council.

Section 4: Key Council areas – asked community members to rate their level of satisfaction with a number of Key Council areas including: Roads, traffic and infrastructure, Environmental Management, Community health and well-being, Culture and recreation and Economic growth.

Section 5: Community Connectedness – asked community members a series of "Yes/No" questions about their sense of connectedness and safety in the community.

Section 6: Interaction with Council – asked community members to indicate their preferences in regards to the sorts of information available on the Council website and how they receive information from the Council.

Section 7: Open-ended feedback – asked community members for open-ended (free text) responses to questions about what the Council does well, and what it needs to improve.

For Sections 2, 3 and 4, community members provided a satisfaction rating on a scale of 1-7 where 1= Low satisfaction and 7=High satisfaction.

2. Executive summary

The Shire of Ashburton Council engaged Insync Surveys to conduct a Community Survey during October 2013 to measure the views, ideas and suggestions of community members.

The survey was distributed to community members in three forms: telephone, online and paper. From this sample, 341 respondents were received. Based on a target population of 6,000 potential respondents, the survey achieved a confidence level of 90% \pm 5%, which provides a sufficient degree of confidence in the results obtained at the overall level.

Council's overall performance

- 25% of survey respondents indicated a high level of overall satisfaction with the Shire of Ashburton. 29% of respondents were highly satisfied with the *Availability of information about services provided by Council*.
- Just over a third of respondents (34%) indicated they were relatively dissatisfied with the Council overall. 37% of respondents expressed dissatisfaction with *Council's leadership of the community*, in particular.

Top 5 and Bottom 5 Facilities and Services

Top 5 – all respondents	%satisfied	Bottom 5 – all respondents	%dissatisfied
Swimming centres	48	Public toilets	32
Parks and gardens	45	Sporting facilities	27
Library services	44	Disabled access to community facilities	25
Waste management services	44	Play grounds	22
Access to parking	41	Accessibility to public facilities and services	22

Open-ended feedback – Themes

Potential new businesses: Respondents suggested a bakery and more retail stores could be successful in the community.

Areas of strength: Respondents provided positive comments about the cleanliness and upkeep of their towns, particularly in terms of maintaining parks and gardens, the Shire newsletter and email updates of Council events. Respondents also felt that their issues were effectively and promptly resolved by the friendly Council staff.

Areas for improvement: Respondents indicated that communication with community members about Council decisions needed to improve and that they would like to be consulted more. Other issues raised were in regards to street lighting and fixing up footpaths and car parks.

3. Response statistics

The table below details the number of completed surveys from each of the demographics specified in the survey. The community members who did not specify their demographic information were classified as *Unspecified*.

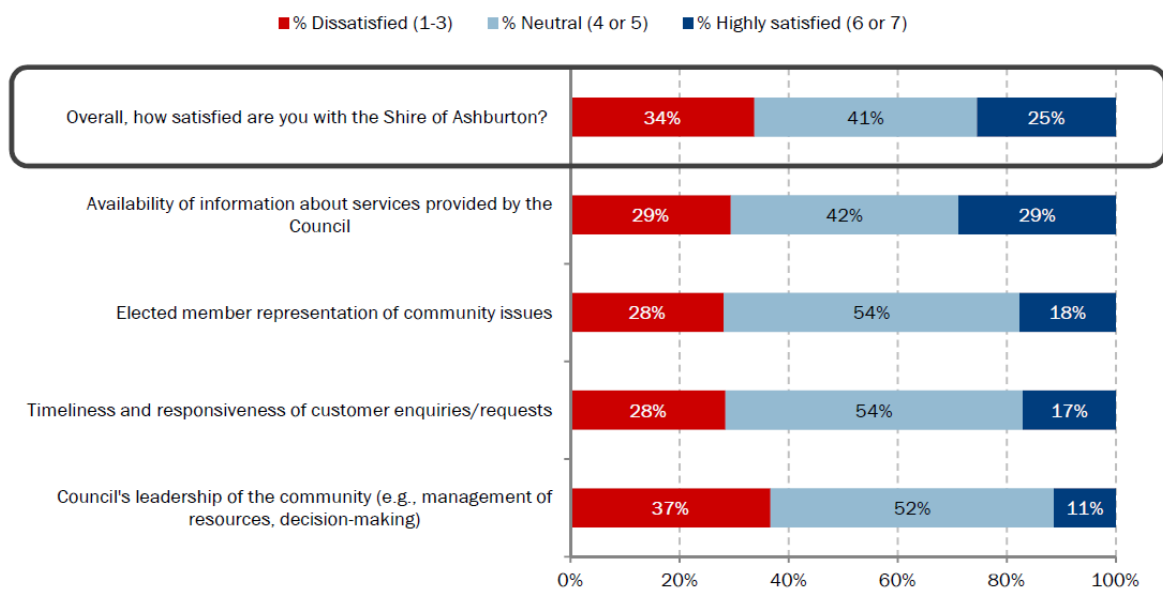
The highest proportion of respondents came from the following demographic groups: Suburb – Tom Price (49%), Length of time living in the community – 3-5 years (27%), Tenancy status – Company tenant (62%), Employment status – Full-time employee (62%), Internet access – At home and at work (61%).

All respondents	341
What suburb/location do you live in?	
Tom Price	167
Onslow	46
Paraburdoo	95
Pannawonica	29
<i>Unspecified</i>	4
How long have you lived in the Shire of Ashburton?	
< 1 year	34
1 - 2 years	42
3 - 5 years	92
6 - 10 years	87
More than 10 years	66
<i>Unspecified</i>	20
Please select the option that best describes you	
Home owner	41
Business owner	7
Renter	68
Visitor/Temporary stay	5
Company Tenant	213
<i>Unspecified</i>	7
Employment status	
Full-time	212
Part-time	36
Temporary/Contract	12
Retired	11
Not currently employed	62
<i>Unspecified</i>	8
Do you have access to the internet?	
At home	109
At work	9
At home and work	209
None	9
<i>Unspecified</i>	5

4. Satisfaction survey results

Council's overall performance

The graph below presents the responses from all respondents in relation to their satisfaction with Council's overall performance. Each survey item was rated on a scale of 1-7 where 1= Low satisfaction and 7= High satisfaction. The responses were grouped to indicate the percentage of respondents who were **highly satisfied** (i.e., provided a rating of 6 or 7 out of 7), **neutral** (i.e., provided a rating of 4 or 5 out of 7) or **dissatisfied** (i.e., provided a rating of 1, 2 or 3 out of 7).



Key findings by demographic:

- **All respondents:**

- 25% of survey respondents indicated a high level of overall satisfaction with the Shire of Ashburton. 29% of respondents indicated a high level of satisfaction for the *Availability of information about services provided by the Council*.
- The majority of respondents provided neutral ratings of 4 or 5 out of 7.
- Just over a third of respondents (34%) indicated they were relatively dissatisfied with the Council overall. 37% of respondents expressed dissatisfaction with *Council's leadership of the community*, in particular.

- **Suburb:**

- Respondents from *Tom Price* and *Pannawonica* expressed the highest levels of overall satisfaction with the Shire of Ashburton (31% highly satisfied) and were most satisfied with

the *Availability of information about services provided by the Council* (35% and 31% highly satisfied, respectively).

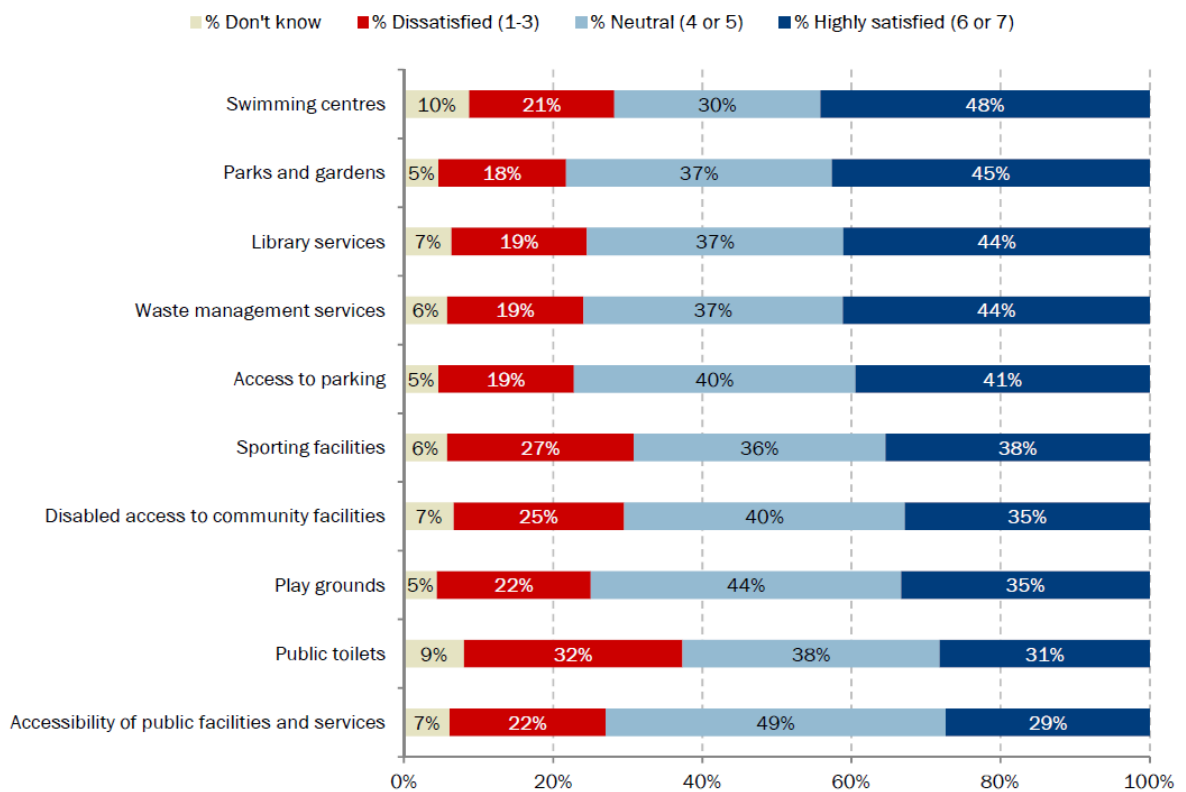
- *Onslow* respondents were least satisfied with Council overall (74% dissatisfied), with the lowest rating items being *Council's leadership of the community* (68% dissatisfied).

- **Tenancy status:**

- *Business owners, Renters and Company tenants* indicated relatively higher levels of overall satisfaction with Council (27% highly satisfied, on average) whereas *Home owners* were less satisfied (48% dissatisfied), particularly with *Council's leadership of the community*.

Public Facilities and Services

The graph below presents the responses from all respondents in relation to their satisfaction with Council's Public Facilities and Services. Each survey item was rated on a scale of 1-7 where 1= Low satisfaction and 7= High satisfaction. The responses were grouped to indicate the percentage of respondents who were **highly satisfied** (rating of 6 or 7 out of 7), **neutral** (rating of 4 or 5 out of 7) or **dissatisfied** (rating of 1, 2 or 3 out of 7). If respondents were not familiar with a particular facility or service, they could select "Don't know".



Key findings by demographic:

All respondents

Strengths:

- Shire of Ashburton community members were most satisfied with *Swimming centres Parks and gardens and Library services*.

Improvement areas:

- Respondents were least satisfied with *Public toilets, Sporting facilities, and the Accessibility of public facilities and services*.
-

Location

Strengths (% highly satisfied):

- Paraburdoo – *Access to parking* (56%)
- Pannawonica – *Swimming centres* (67%)
- Tom Price – *Swimming centres* (61%)

Improvement areas (% dissatisfied):

- Onslow – *Swimming centres* (46%) and *Public toilets* (33%)
 - Paraburdoo – *Sporting facilities* (46%) and *Public toilets* (33%)
-

Key Council Areas

The following graphs present the responses from all respondents in relation to their satisfaction with a number of Key Council areas: Roads, traffic and infrastructure, Environmental management, Community health and well-being, Culture and recreation, and Economic growth. Each survey item was rated on a scale of 1-7 where 1= Low satisfaction and 7= High satisfaction. The responses were grouped to indicate the percentage of respondents who were **highly satisfied** (rating of 6 or 7 out of 7), **neutral** (rating of 4 or 5 out of 7) or **dissatisfied** (rating of 1, 2 or 3 out of 7). If respondents were not familiar with a particular facility or service, they could select “Don’t know”.

Key findings by demographic:

All respondents

Strengths (% highly satisfied):

- *Cleanliness of (the) local area (Environmental management) (42%)*
- *Major community events (35%) and Celebrating diversity in (the) community (28%) (Culture and recreation)*

Improvement areas (% dissatisfied):

- *Attract new business development opportunities (50%) and Council’s support of local industry and business (35%) (Economic growth)*
 - *Art galleries, exhibitions and public programs (Culture and recreation) (37%)*
 - *Support of community members who need extra assistance (Community health and well-being) (33%)*
-

Location

Strengths (% highly satisfied):

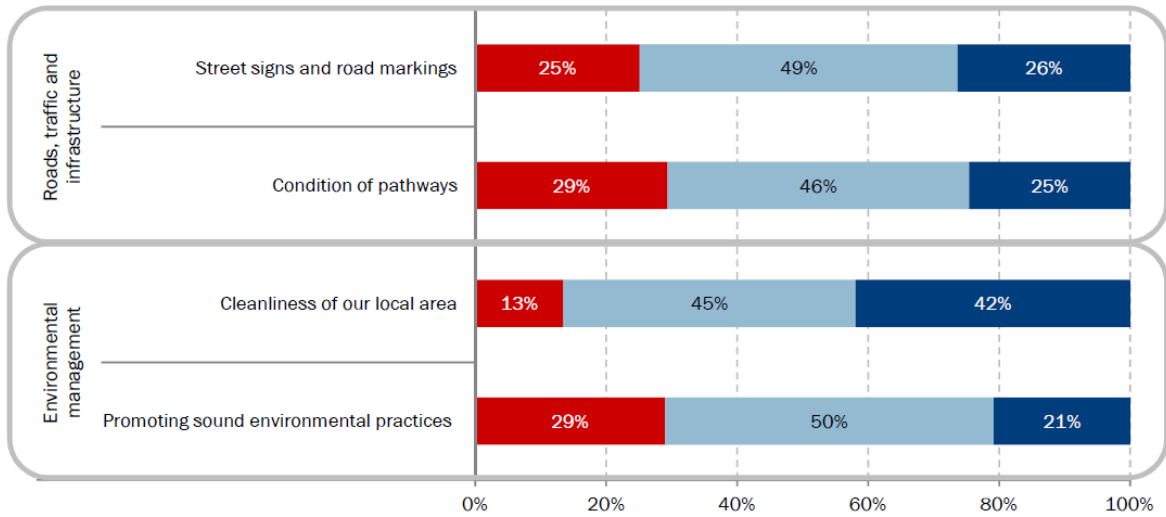
- *Tom Price – Major community events (Culture and recreation) (50%)*
- *Pannawonica:*
 - *Cleanliness of (the) local area (Environmental management) (59%)*
 - *Conditions of pathways (Roads, traffic, and infrastructure) (52%)*
- *Parraburdoo – Cleanliness of our local area (Environmental Management) (45%)*

Improvement areas (% dissatisfied):

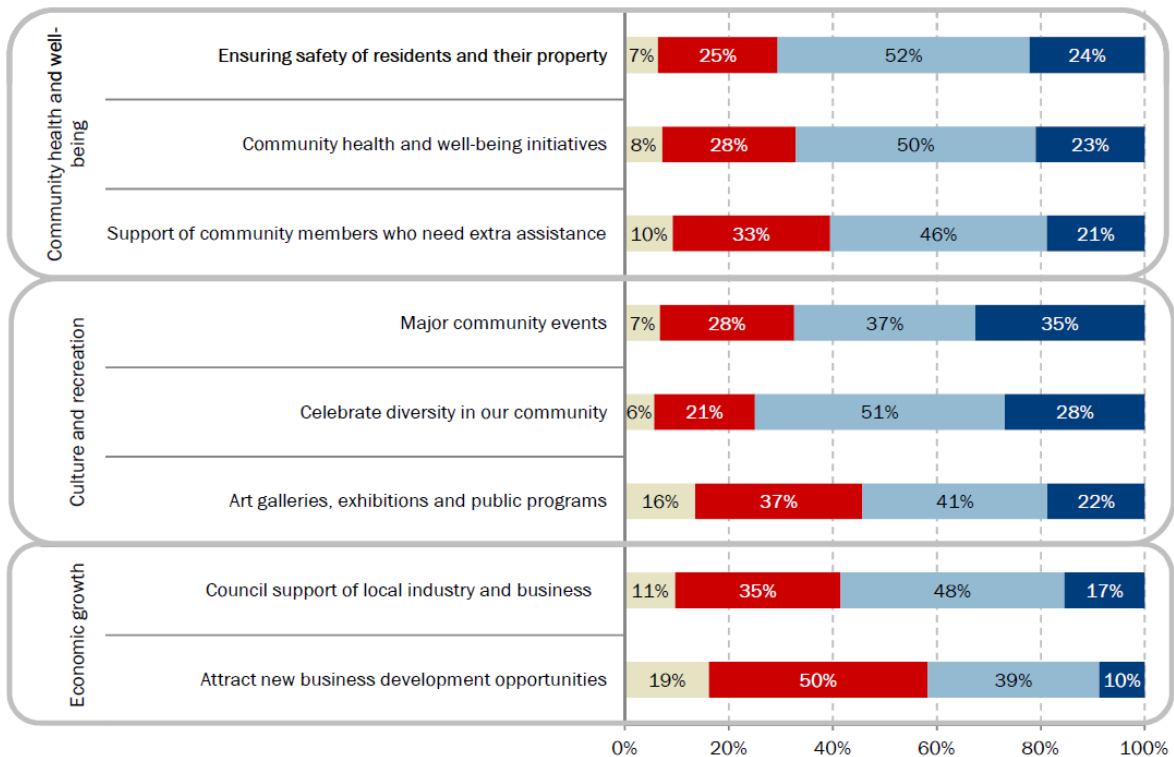
- *Onslow*
 - *Art galleries, exhibitions and public programs (Culture and recreation) (63%)*
 - *Attract new business development opportunities (63%) and Council’s support of local industry and business (Economic growth) (62%)*
 - *Paraburdoo*
 - *Attract new business development opportunities (Economic growth) (57%)*
 - *Art galleries, exhibitions and public programs (Culture and recreation) (54%)*
 - *Pannawonica*
 - *Art galleries, exhibitions and public programs (Culture and recreation) (61%)*
 - *Attract new business development opportunities (Economic growth) (50%)*
-

Key Council areas continued

■ % Dissatisfied (1-3) ■ % Neutral (4 or 5) ■ % Highly satisfied (6 or 7)



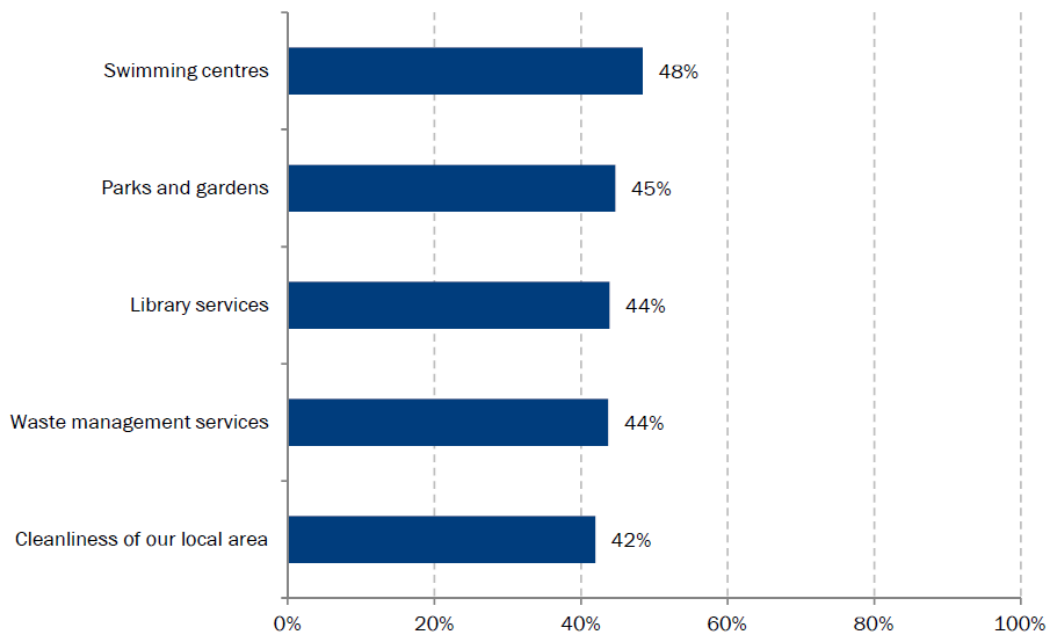
■ % Don't know ■ % Dissatisfied (1-3) ■ % Neutral (4 or 5) ■ % Highly satisfied (6 or 7)



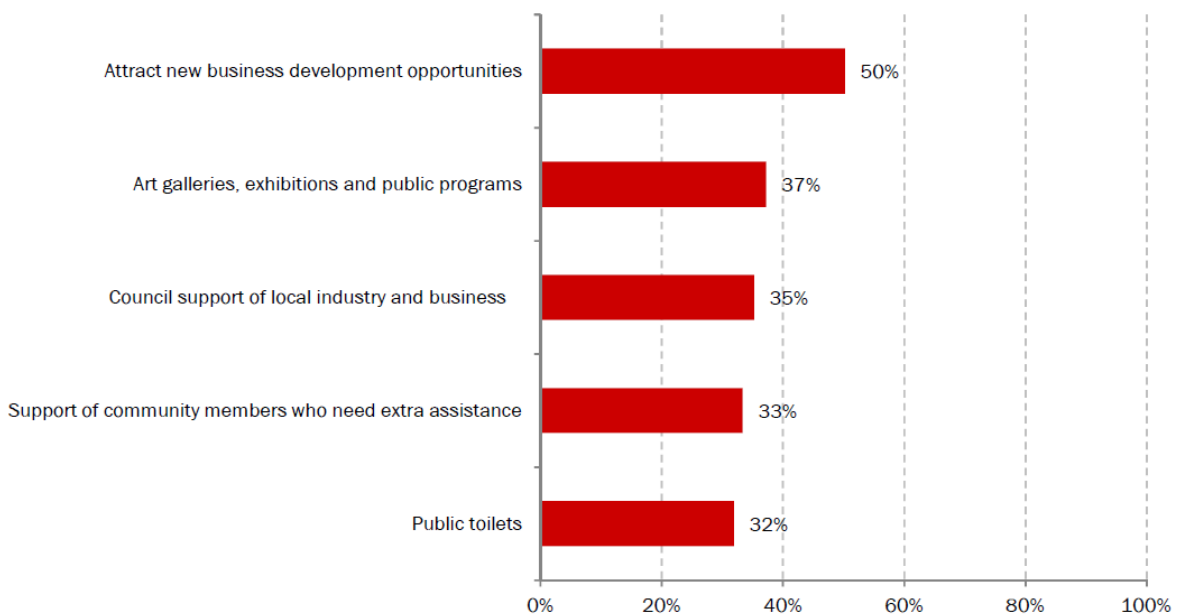
Top 5 and Bottom 5 Facilities and Services

The graphs below present the top 5 and bottom 5 facilities and services as rated by all 341 survey respondents. The top 5 survey items were those that received the highest percentage of respondents who were **highly satisfied** (rating of 6 or 7 out of 7) with the facility or service. Conversely, the bottom 5 survey items were those that received the highest percentage of respondents who were **dissatisfied** (rating of 1, 2 or 3 out of 7) with the facility or service.

Top 5 Facilities and Services



Bottom 5 Facilities and Services



Top 5/Bottom 5 Facilities and Services by Location

Items highlighted in light blue indicate **unique strengths** for each Council location. This means that the highlighted survey item appeared in the top 5 for this particular Council location only.

Items highlighted in light red indicate **unique improvement areas** for each Council location. This means that the highlighted survey item appeared in the bottom 5 for this particular Council location only.

Tom Price - Top 5	%satisfied	Tom Price - Bottom 5	%dissatisfied
Swimming centres	61	Attract new business development opportunities	44
Library services	53	Public toilets	27
Sporting facilities	52	Support of community members who need extra assistance	27
Parks and gardens	50	Condition of pathways	26
Major community events	50	Council support of local industry and business	26

Onslow - Top 5	%satisfied	Onslow - Bottom 5	%dissatisfied
Waste management services	26	Swimming centres	85
Cleanliness of our local area	24	Library services	76
Disabled access to community facilities	23	Attract new business development opportunities	63
Ensuring safety of residents and their property	23	Art galleries, exhibitions and public programs	63
Parks and gardens	23	Council support of local industry and business	62

Paraburdoo - Top 5	%satisfied	Paraburdoo - Bottom 5	%dissatisfied
Access to parking	56	Attract new business development opportunities	57
Waste management services	53	Art galleries, exhibitions and public programs	54
Cleanliness of our local area	45	Sporting facilities	46
Library services	41	Support of community members who need extra assistance	41
Parks and gardens	40	Condition of pathways	40

Pannawonica - Top 5	%satisfied	Pannawonica - Bottom 5	%dissatisfied
Swimming centres	68	Art galleries, exhibitions and public programs	61
Access to parking	53	Attract new business development opportunities	50
Cleanliness of our local area	49	Council support of local industry and business	48
Parks and gardens	44	Major community events	40
Library services	43	Community health and well-being initiatives	30

Top 5/Bottom 5 Facilities and Services by Tenancy status

Items highlighted in light blue indicate **unique strengths** for each Tenancy type. This means that the highlighted survey item appeared in the top 5 for this particular Council Tenancy type only.

Items highlighted in light red indicate **unique improvement areas** for each Tenancy type. This means that the highlighted survey item appeared in the bottom 5 for this particular Council Tenancy type.

Home owner - Top 5	%satisfied	Home owner - Bottom 5	%dissatisfied
Swimming centres	43	Attract new business development opportunities	47
Sporting facilities	42	Art galleries, exhibitions and public programs	41
Play grounds	41	Council support of local industry and business	39
Waste management services	38	Ensuring safety of residents and their property	37
Parks and gardens	37	Public toilets	37

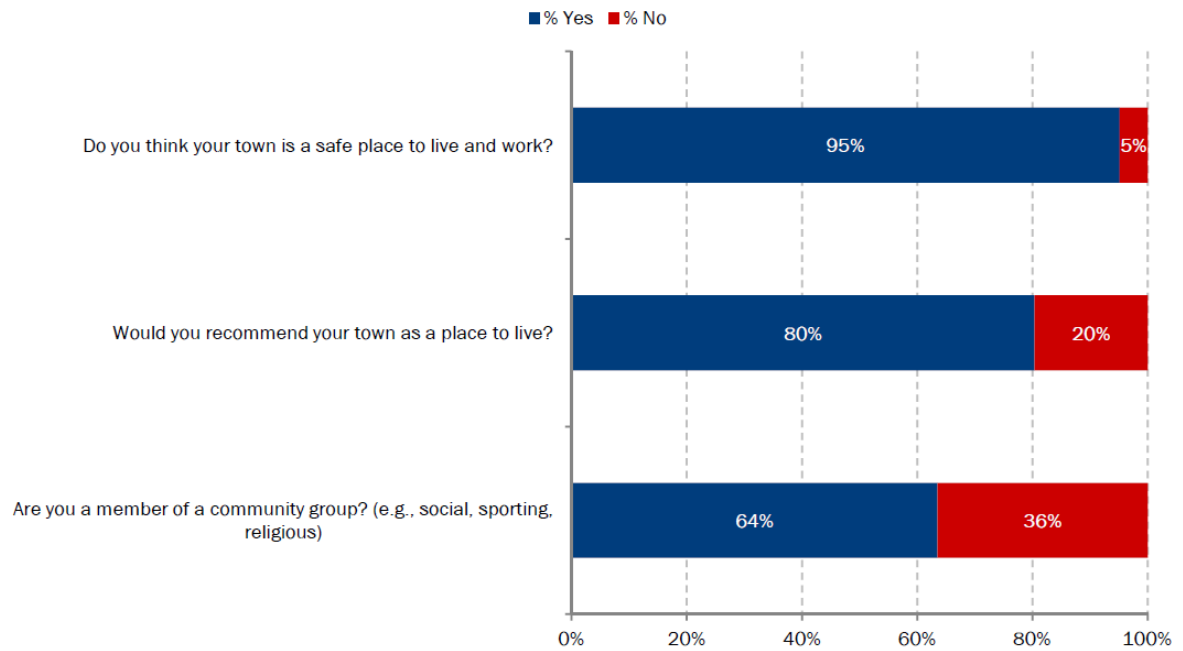
Business owner - Top 5	%satisfied	Business owner - Bottom 5	%dissatisfied
Condition of pathways	57	Sporting facilities	43
Ensuring safety of residents and their property	43	Waste management services	43
Support of community members who need extra assistance	40	Major community events	43
Accessibility of public facilities and services	29	Library services	33
Access to parking	29	Public toilets	33

Renter - Top 5	%satisfied	Renter - Bottom 5	%dissatisfied
Access to parking	41	Attract new business development opportunities	46
Swimming centres	40	Art galleries, exhibitions and public programs	39
Waste management services	37	Major community events	37
Library services	36	Promoting sound environmental practices	36
Cleanliness of our local area	33	Council support of local industry and business	35

Company tenant - Top 5	%satisfied	Company tenant - Bottom 5	%dissatisfied
Swimming centres	53	Attract new business development opportunities	53
Parks and gardens	52	Art galleries, exhibitions and public programs	37
Library services	50	Support of community members who need extra assistance	36
Waste management services	48	Council support of local industry and business	35
Cleanliness of our local area	48	Public toilets	31

Community connectedness

The graph below presents the responses to a series of “Yes/No” questions about community members’ sense of connectedness and safety in the community.



The majority of respondents indicated they felt their town is a safe place and would recommend to others as a place to live. Just under two thirds (64%) of respondents indicated they were connected to the community via a social, sporting and/or religious group.

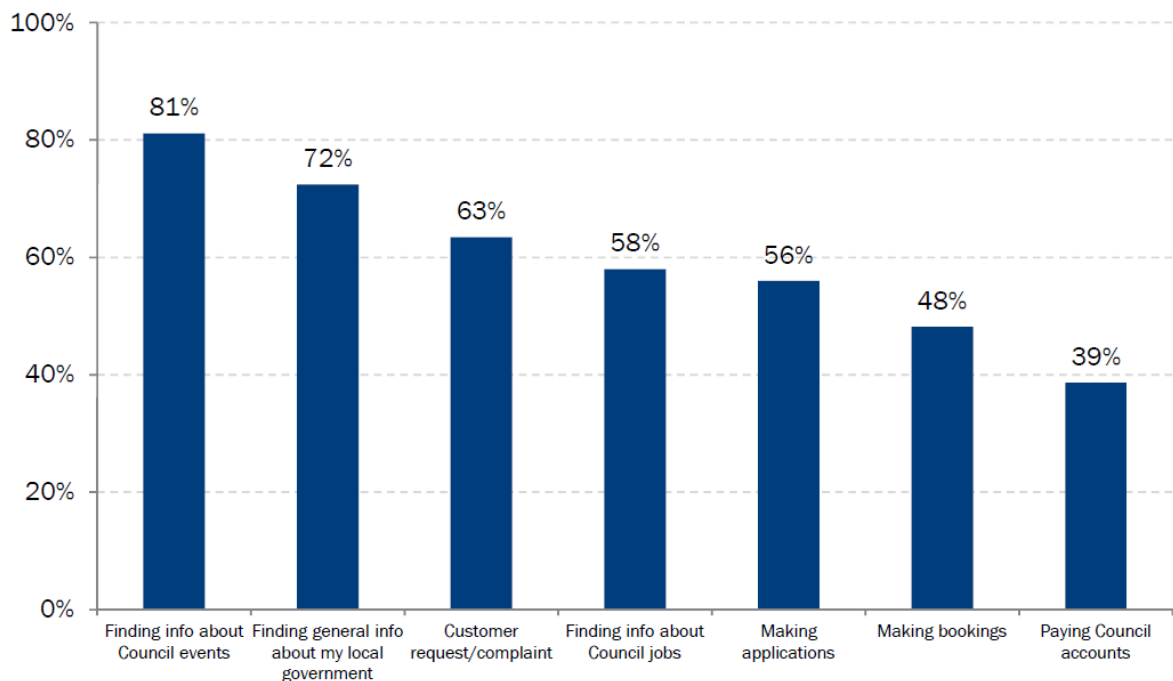
Interaction with Council

The following graphs present respondents' preferences in regards to the sorts of information available on the Council website, and how information is received from the Council.

- Respondents indicated that they preferred the Council website to provide information about Council events, Council jobs and a means to make customer requests or complaints.
- Respondents preferred receiving information from the Council via Letterbox drops and Newsletters, rather than via the Council's website, Newspapers, Public meetings and other media (i.e., TV and Radio).

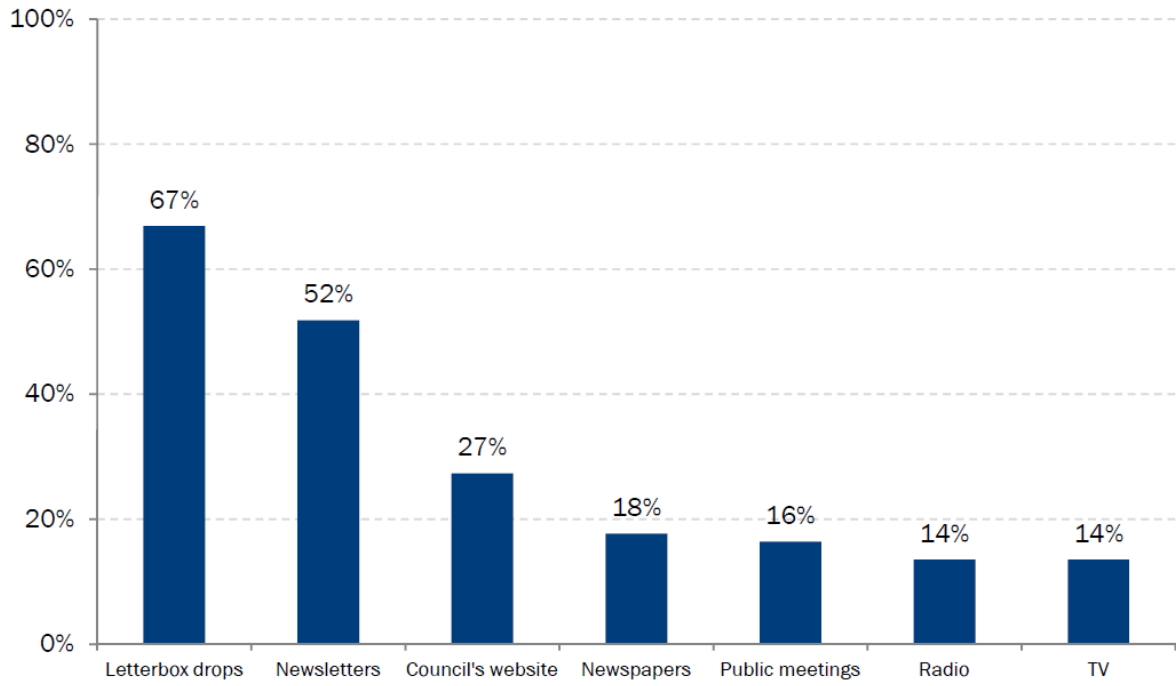
Would you use the Council's website for any of the following services? (Please tick all that apply)

243 responses



What is your preferred method of receiving information from the Council? (Please tick all that apply)

311 responses



Open-ended feedback – Sample comments

Community members provided open-ended (free text) responses to questions about what the Council does well, and what it needs to improve. Sample comments are provided below.

What are three things you believe the Council does well?

- *Town cleanliness.*
- *Maintenance of parks.*
- *The council does their best to share resources amongst the town. They provide excellent sporting facilities and a well maintained waste management plan.*
- *They run really good sports programmes for kids in the school holidays.*
- *The council is very good at working with people and accommodating all the businesses in the town.*
- *They maintain the public facilities very well such as the library.*
- *Major community events are organised well e.g. the Nameless Festival.*
- *They make sure that our town is a safe place to live.*
- *Providing information about current issues.*
- *I think they did a good job with the swimming pool.*

What are three things you think the Council needs to improve upon?

- *The council needs to recognise there is more than one or two towns in the Shire and needs to be fair to all.*
- *Councillor presence and engagement in the community.*
- *Improve the quality of basic infrastructure - car parks, footpaths etc.*
- *Being transparent and accountable for following through and reporting on promised services and facilities in our community.*
- *Putting in a swimming pool, providing more recreational facilities for kids and upgrading some of the sporting facilities we have such as basketball courts getting tarmac. Better communication with the community as we lack knowledge about who is involved and what they actually do.*
- *Probably their sporting facilities, they're quite lacking in a lot. The recycling facilities are pretty poor, they can improve on this. Pathways around town, there aren't enough.*
- *The council itself need to improve on communication between the community and them. They need to work with the Shire and have an understanding on how to maximise the wants of the community and the other three towns that are within the Shire.*

- *They need to be more consistent in applying their rules and regulations and they need to know what they are themselves. They need to consider the wellbeing of the whole Shire and not just where the majority of the Shire employees are situated. They need to deliver on what they promise and make sure the money is there to keep the promises they make.*
- *The public paths, parks and gardens and public toilets. All of these are inadequate and need to be improved on. They need to be better maintained to the same extent that they look after the facilities in Tom Price.*
- *Quality of parking in our town, there are lots of potholes which makes it annoying and difficult.*

What new businesses do you think could do well in your community?

- *Any service or business that provides opportunities for families to venture outside their house so as to reduce isolation and disconnection.*
- *A bakery or lunch bar.*
- *Restaurant and day care.*
- *I would like more fresh takeaway shops like Subway, rather than oily takeaways. We have too many Chinese fast food shops instead of shops that sell fresh fruit salads or sandwiches.*
- *Our town is very isolated therefore items are expensive up here. We need a shop or stalls where things are cheaper. Prices are too high due to lack of transport importing goods into the town.*
- *We need a hardware store. The nearest hardware store is in Tom Price which is too far.*
- *A department store. Something with more of a variety like a Target Country.*
- *Any new business would be welcome here. Anything involving leisure activities such as restaurants, or banking services.*
- *I would think a lovely restaurant, more eating places and something that isn't just takeaways. Just so people can go there in the day, enjoy a nice environment, something within Tom price. I would appreciate some fine dining.*
- *Little things, such as newsagency's. More of anything and everything. I think more for the kids, specifically younger kids.*