



# Shire of Serpentine Jarrahdale

## Annual Residents Survey

Report | November 2016



Shire of  
Serpentine  
Jarrahdale







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## Background, objectives and methodology

### Background

- The Shire of Serpentine Jarrahdale has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Shire, and to prioritise improvement opportunities that will be valued by the community

### Research objectives

- Provide a robust measure of satisfaction with the Shire's performance in relation to service delivery
- Determine performance drivers and assist the Shire to identify the best opportunities to further improve satisfaction, including satisfaction among defined groups within the Shire
- Assess changes in satisfaction over time and measure progress towards the long term objectives

### Methodology

- A statistically robust survey conducted by telephone and online with a sample of 407 randomly selected residents across the Shire of Serpentine Jarrahdale
- Data collection was managed to quota targets by age, gender and ward and post data collection the sample has been weighted so it is aligned with known population distributions as contained in the 2011 Census
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of  $\pm 4.9\%$
- Interviewing took place between 5 October and 19 October 2016

### Notes

- Due to rounding, percentages may add to just over or under ( $\pm 1\%$ ) totals



## Executive summary

1

Residents of the Shire of Serpentine Jarrahdale are mostly satisfied with the various services, infrastructure and facilities that are provided and maintained by their Shire. At an aggregate level 61% of residents are satisfied, being those who rated six or higher on a ten-point scale where one is very dissatisfied and ten is very satisfied

2

While satisfaction with services and facilities is high (particularly with public facilities, parks, reserves and open spaces and waste and rubbish disposal), residents are not recognising that the rates they pay represent value for money or recognising the quality of the Shire's financial management

3

Reputation has a high impact on overall perceptions and addressing the low levels of faith and trust that residents have in the Shire, especially in the Southern ward, has the potential to improve overall perceptions

4

The Shire of Serpentine Jarrahdale does not have a particularly strong reputation profile with 27% of residents classified as 'Champions', (i.e., have a positive emotional connection and recognise the Shire is doing a good job). Those in the Southern ward are noted for having a less positive perception

5

Availability of footpaths and provision of dedicated walkways and cycleways represents a good opportunity for improvement given it has a reasonable impact on the overall perception of roads and footpaths in the shire and a low level of satisfied residents

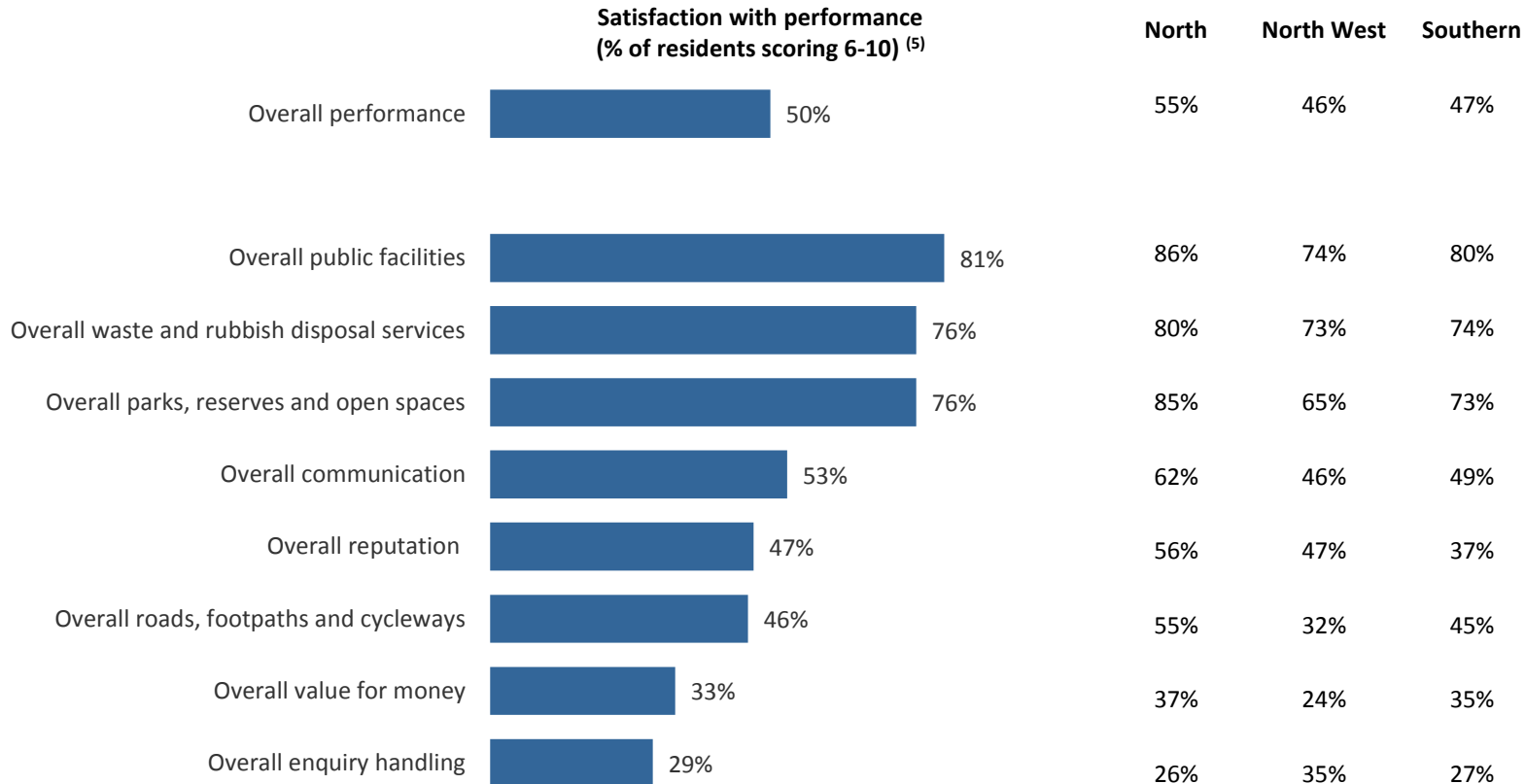
6

From Vision 2050 the Core Value identified as being most important to residents is enhancing safety and reducing crime, while the outcome that will most improve the future for residents is protecting, preserving and celebrating the area's natural features



# The Shire of Serpentine Jarrahdale performs particularly well for public facilities, waste disposal and public areas and notably less well for how it handles enquiries

## Overall performance: summary <sup>(1)(2)(3)(4)</sup>



NOTES:

1. Total Sample: n=407
2. Includes 'Don't know' responses
3. Value for money; sample n=372 (only those who pay rates)
4. Enquiry handling; sample n=120 (interaction in past 12 months)
5. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you?





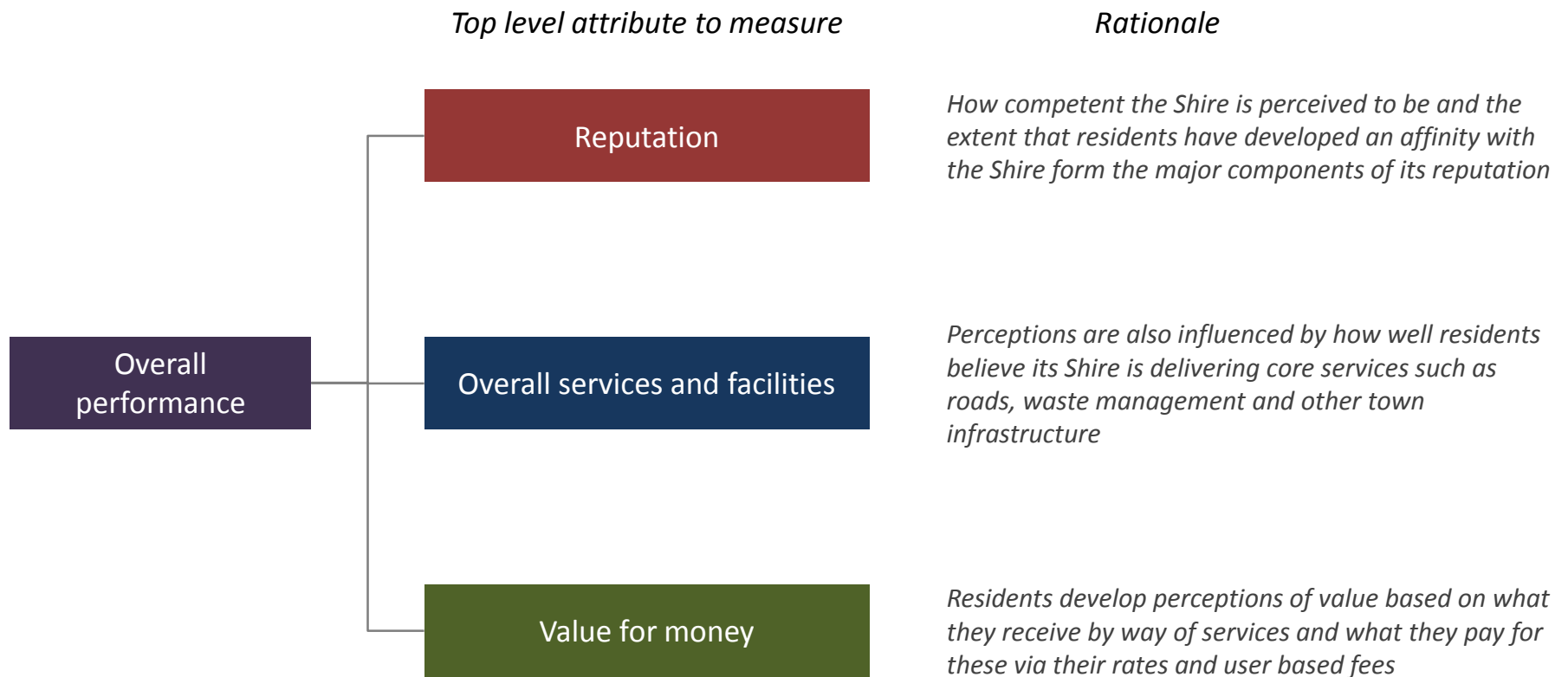
## Drivers of overall satisfaction





The foundation of the framework used is to determine how the various reputation, service and value elements impact residents' overall evaluation of the Shire

## Overview







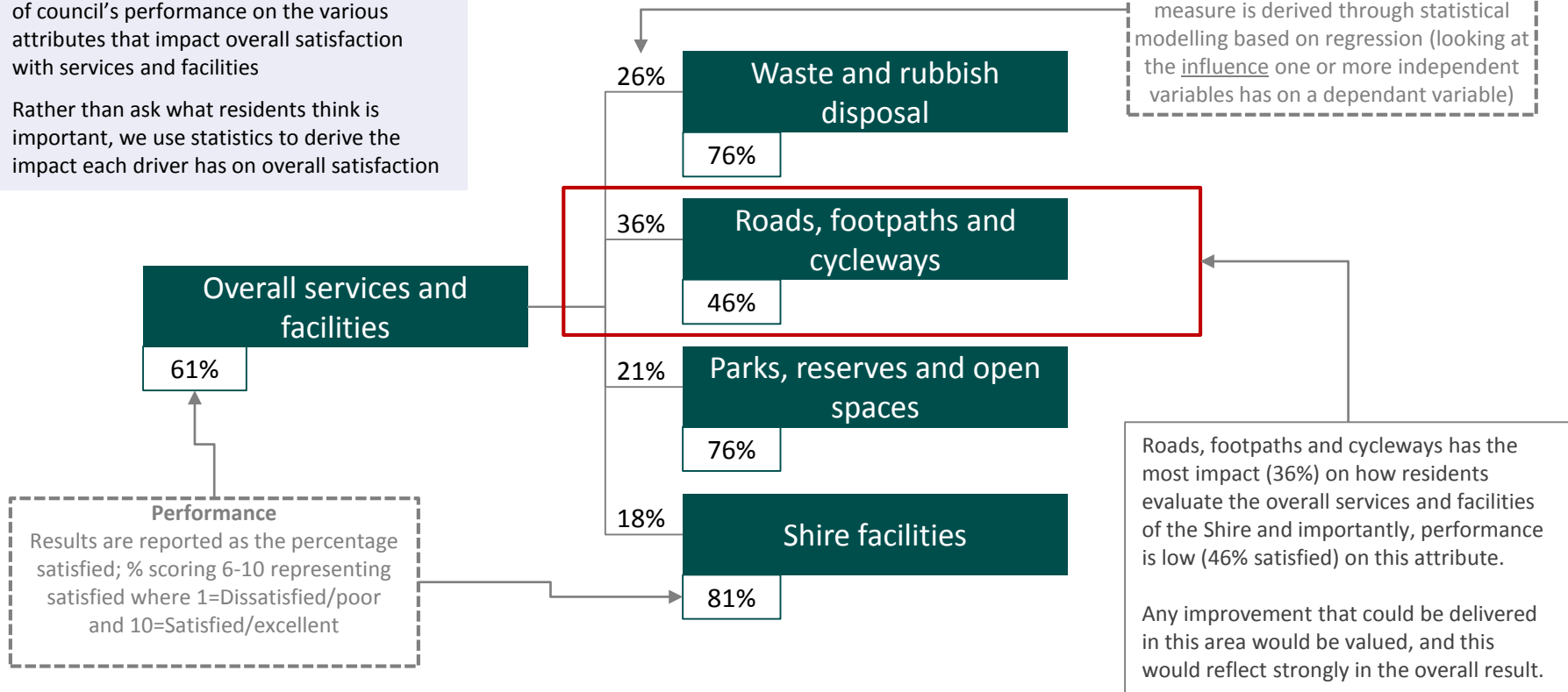
The level of impact each sub-driver attribute has on overall performance indicates the influence that performance improvements for that attribute will have on overall performance perceptions

### Driver analysis: Overall level drivers <sup>(1)(2)</sup>

#### Overview of our driver model

- Residents are asked to rate their perceptions of council's performance on the various attributes that impact overall satisfaction with services and facilities
- Rather than ask what residents think is important, we use statistics to derive the impact each driver has on overall satisfaction

**Level of impact**  
 Calculated measure of the impact each driver has on overall satisfaction. The measure is derived through statistical modelling based on regression (looking at the influence one or more independent variables has on a dependant variable)



Roads, footpaths and cycleways has the most impact (36%) on how residents evaluate the overall services and facilities of the Shire and importantly, performance is low (46% satisfied) on this attribute.

Any improvement that could be delivered in this area would be valued, and this would reflect strongly in the overall result.

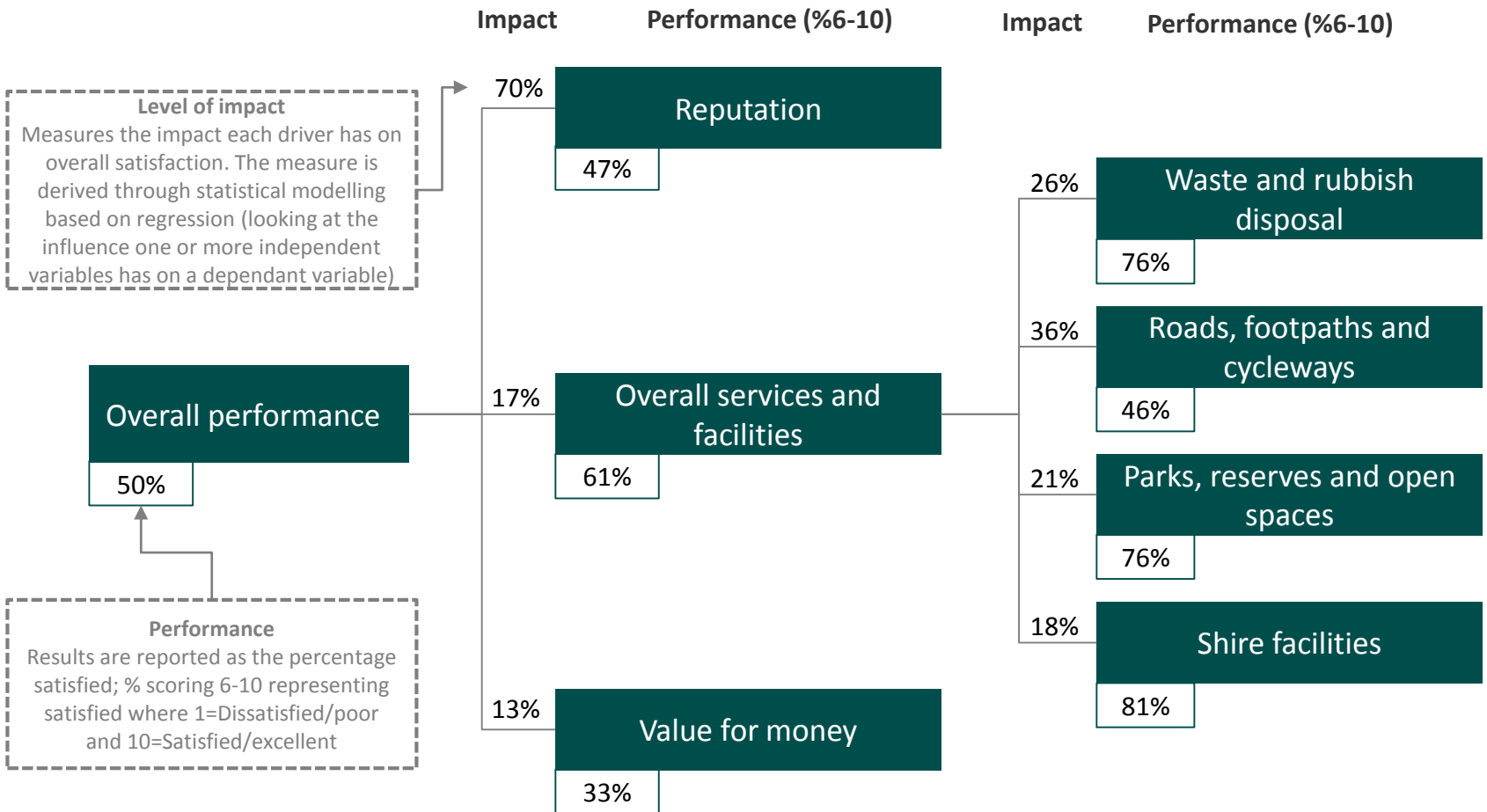
NOTES:  
 1. Sample: n=407  
 2. Excludes 'Don't know' responses





The overall performance evaluation is influenced more by reputation and less so by services and facilities, and value for money

### Driver analysis: Overall level drivers <sup>(1)(2)</sup>

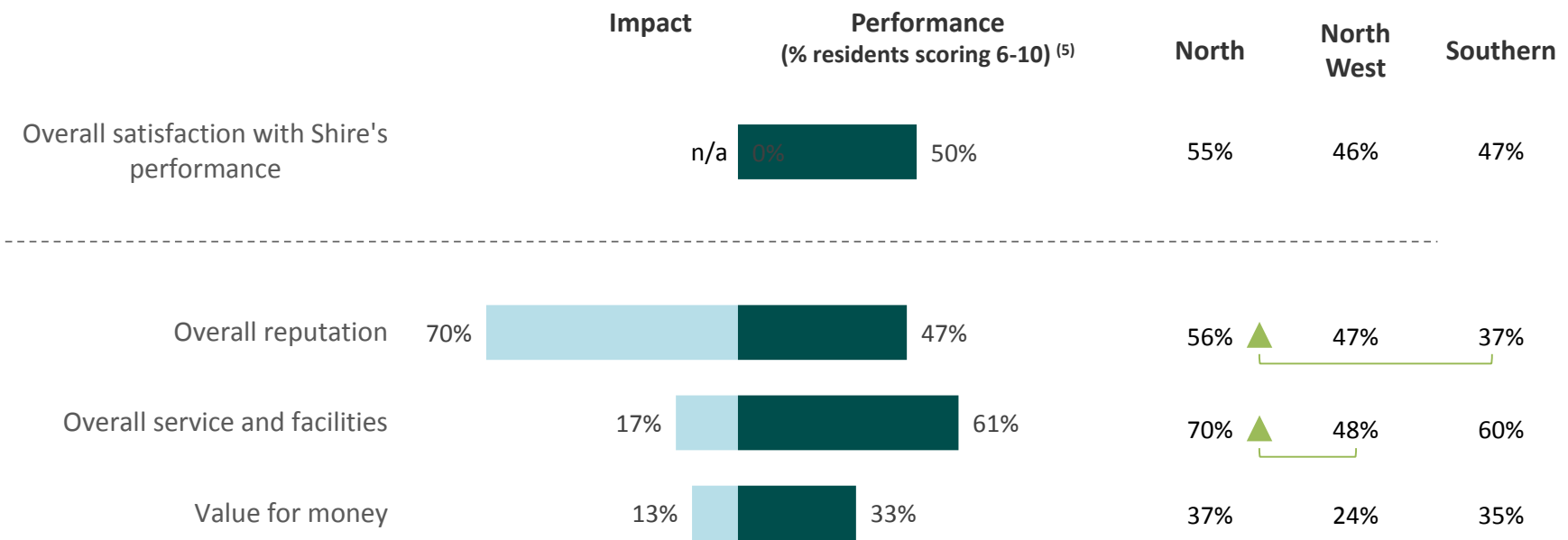


NOTES:  
 1. Sample: n=407  
 2. Excludes 'Don't know' responses



Reputation has considerable influence on the overall satisfaction measure and lower performance scores represent the best opportunity for overall performance improvements

**Driver analysis: Overall level drivers** <sup>(1)(2)(3)(4)</sup>



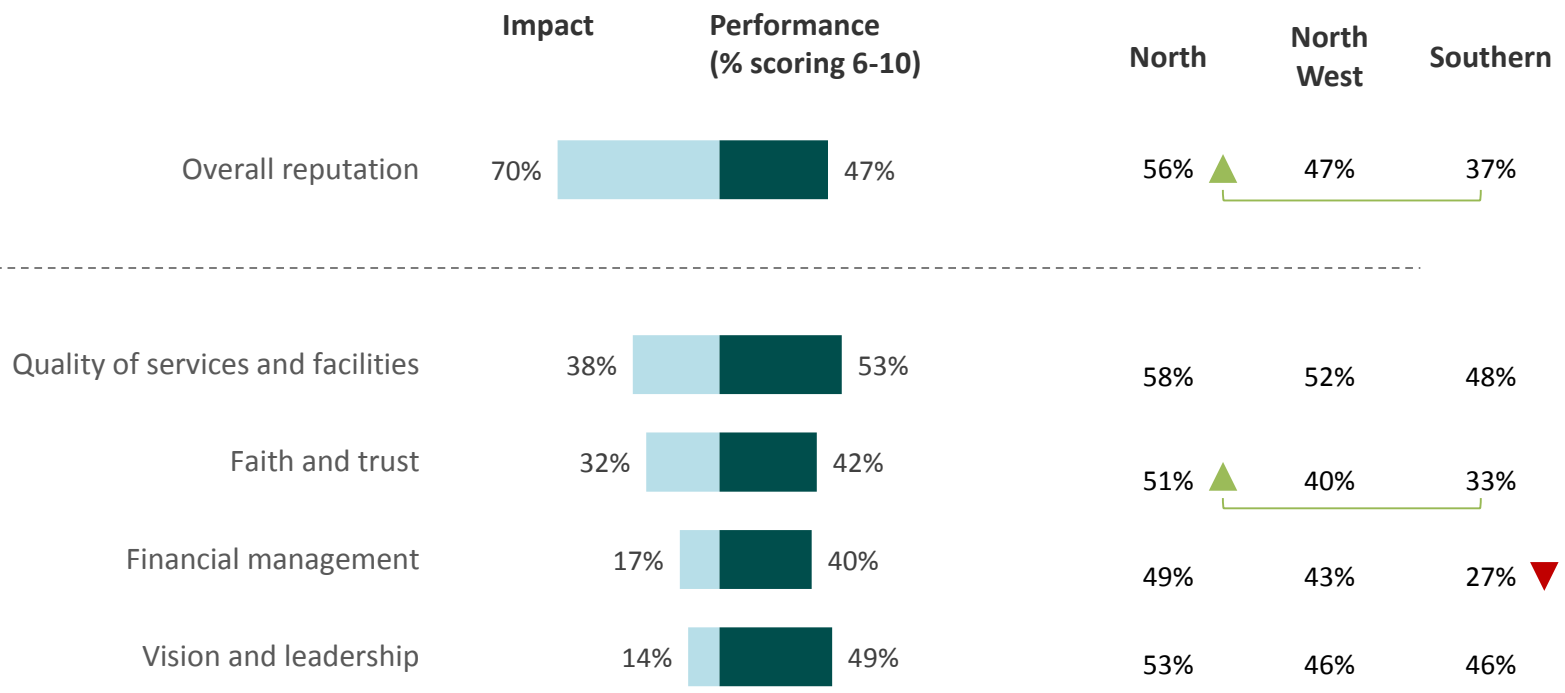
Significantly higher  
 Significantly lower

NOTES:  
 1. Sample: n=407  
 2. REPS. So considering, leadership, trust, financial management and quality of services provided, how would you rate the Shire for its overall reputation?  
 3. OVLSV. When you think of all the services and facilities that the Shire provides; so roads, parks, stormwater management, waste disposal, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that the Shire provides?  
 4. VM2. Considering all the services and facilities that the Shire provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?  
 5. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you?



There is a significant difference in perceptions of satisfaction with reputation between residents of the North and Southern ward with those in the North ward being happier with performance

**Driver analysis: Reputation** (1)(2)(3)(4)(5)(6)



▲ Significantly higher  
▼ Significantly lower

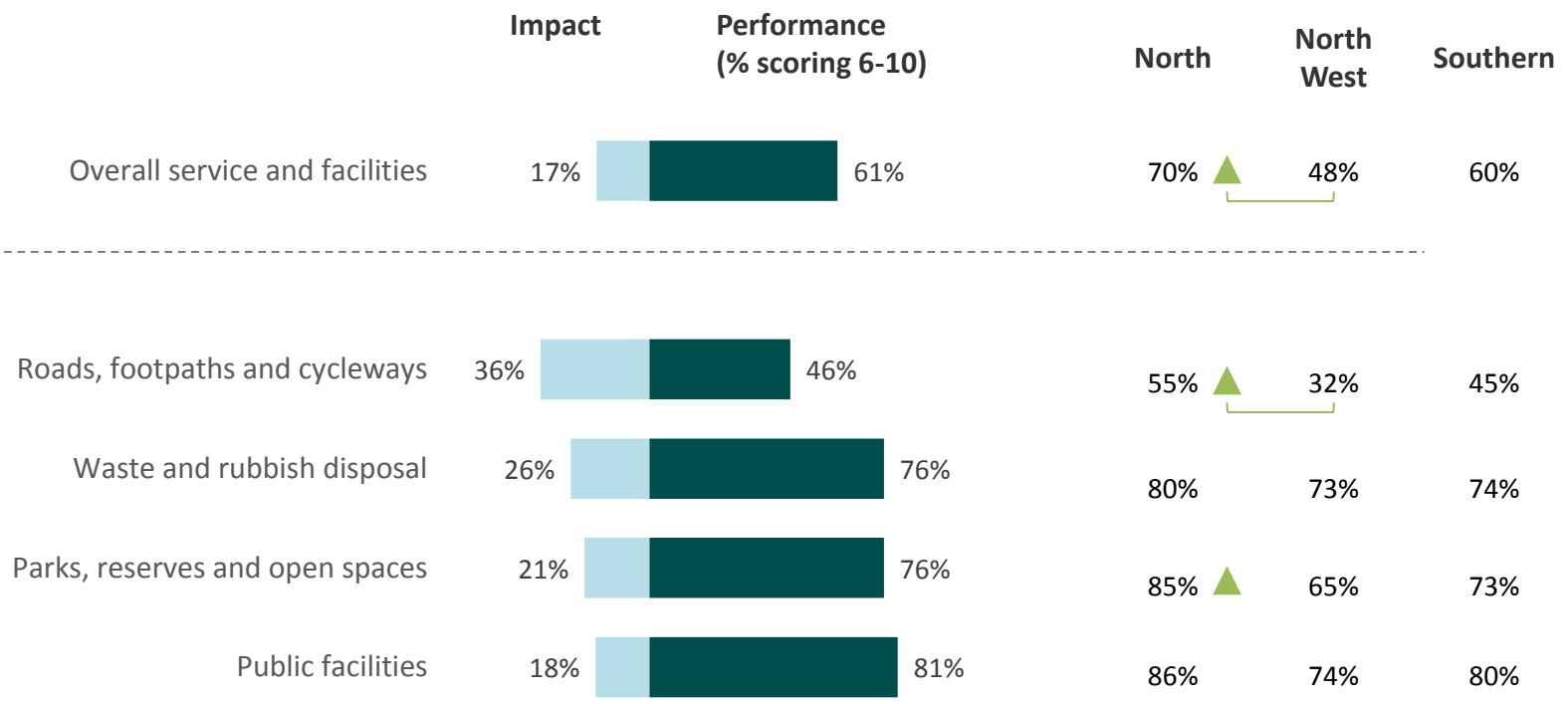
NOTES:  
 1. Sample: n=407  
 2. REP1. Being committed to creating a great Shire, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate the Shire for its leadership?  
 3. REP2. Next I'd like you to think about how open and transparent the Shire is, how the Shire can be relied on to act honestly and fairly, and their ability to work in the best interests of the region? Overall how would you rate the Shire in terms of the faith and trust you have in them?  
 4. REP3. Now thinking about the Shire's financial management - how appropriately it invests in the region, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the Shire overall for its financial management?  
 5. REP4. And when you think about everything that the Shire does, how would you rate the Shire for the quality of the services and facilities they provide the region?  
 6. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate the Shire for its overall reputation?





Roading, footpaths and cycleways has a high impact on perceptions and, with low performance, represents the best opportunity for performance improvements

**Driver analysis: Services, facilities and infrastructure (1)(2)(3)(4)(5)(6)**



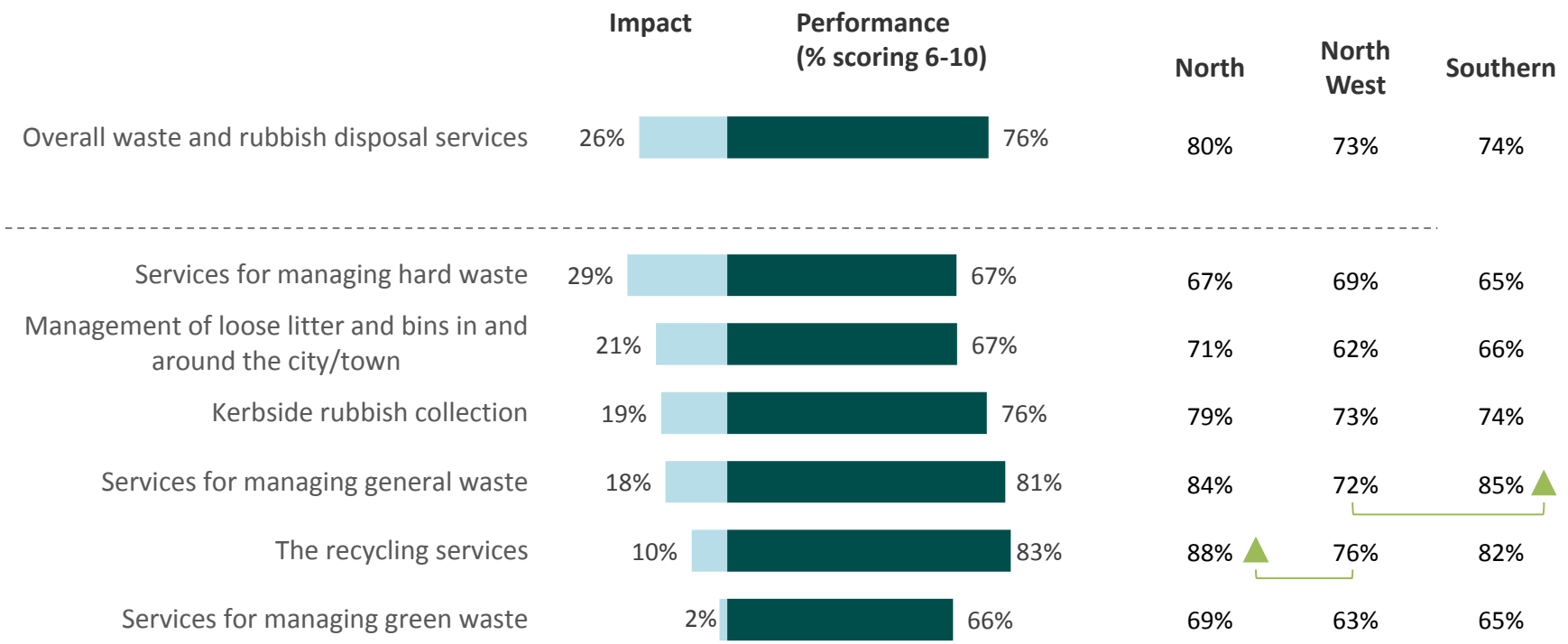
▲ Significantly higher  
▼ Significantly lower

NOTES:  
 1. Sample: n=407  
 2. WR4. How would you rate your satisfaction with the Shire overall for its waste disposal services?  
 3. RF2. Overall how satisfied are you with the roads, cycle ways and footpaths around the Shire?  
 4. PR3. And overall, how satisfied are you with how well the Shire provides and maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces?  
 5. CF5. When you consider all the public facilities that are provided by the Shire including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?  
 6. OVLSV. When you think of all the services and facilities that the Shire provides; so roads, parks, stormwater management, waste disposal, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that the Shire provides?



Although the performance of services for managing green waste is relatively lower than other waste services, the impact on overall waste performance is low

**Driver analysis: Waste and rubbish disposal<sup>(1)(2)(3)(4)</sup>**



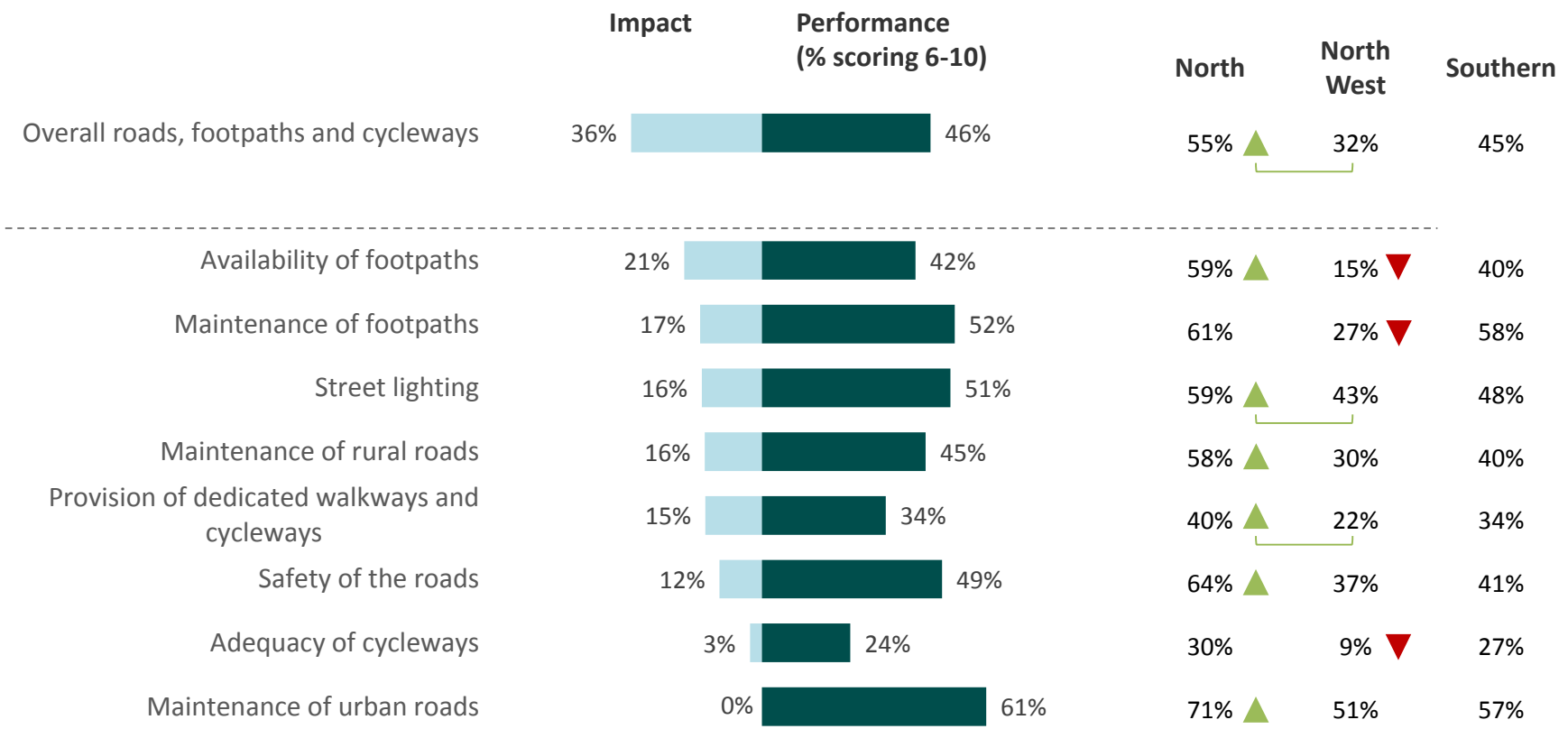
▲ Significantly higher  
▼ Significantly lower

NOTES:  
 1. Sample: n=407  
 2. WR2. how satisfied are you with Shire’s kerbside collection service?  
 3. WR3. How satisfied are you with each of the following services that are provided by the Shire?  
 4. WR4. How would you rate your satisfaction with the Shire overall for its waste disposal services?



Urban road maintenance having the highest performance and lowest impact suggests that performance is at an acceptable level

**Driver analysis: Roads, footpaths and cycleways<sup>(1)(2)(3)</sup>**



NOTES:  
 1. Sample: n=407  
 2. RF1. How would you rate your overall satisfaction with each of the following...  
 3. RF2. Overall how satisfied are you with the roads, cycle ways and footpaths around the Shire?

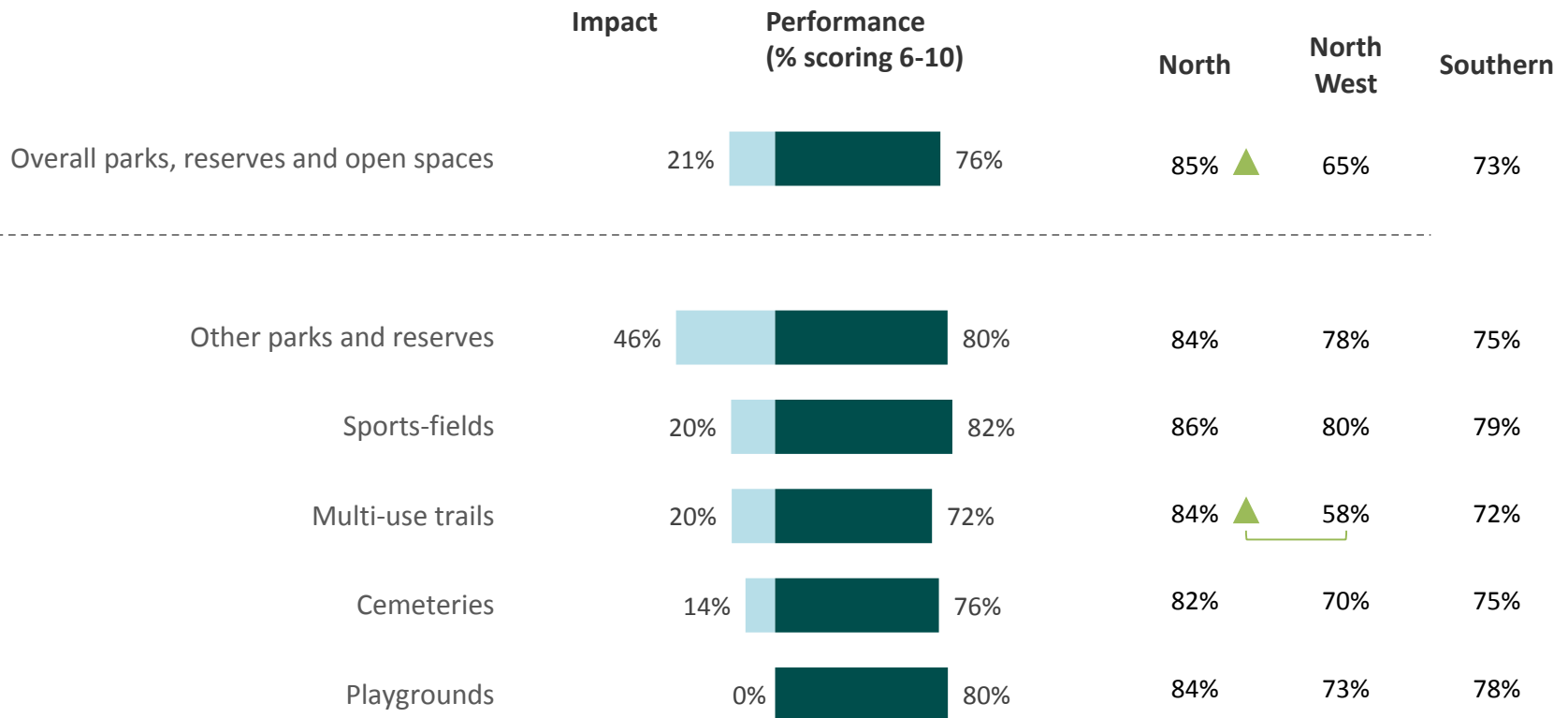
▲ Significantly higher  
 ▼ Significantly lower





## Significantly more residents of the North ward are satisfied with the maintenance of open spaces compared to both the North West and Southern wards

### Driver analysis: Parks, reserves and open spaces<sup>(1)(2)(3)</sup>



NOTES:

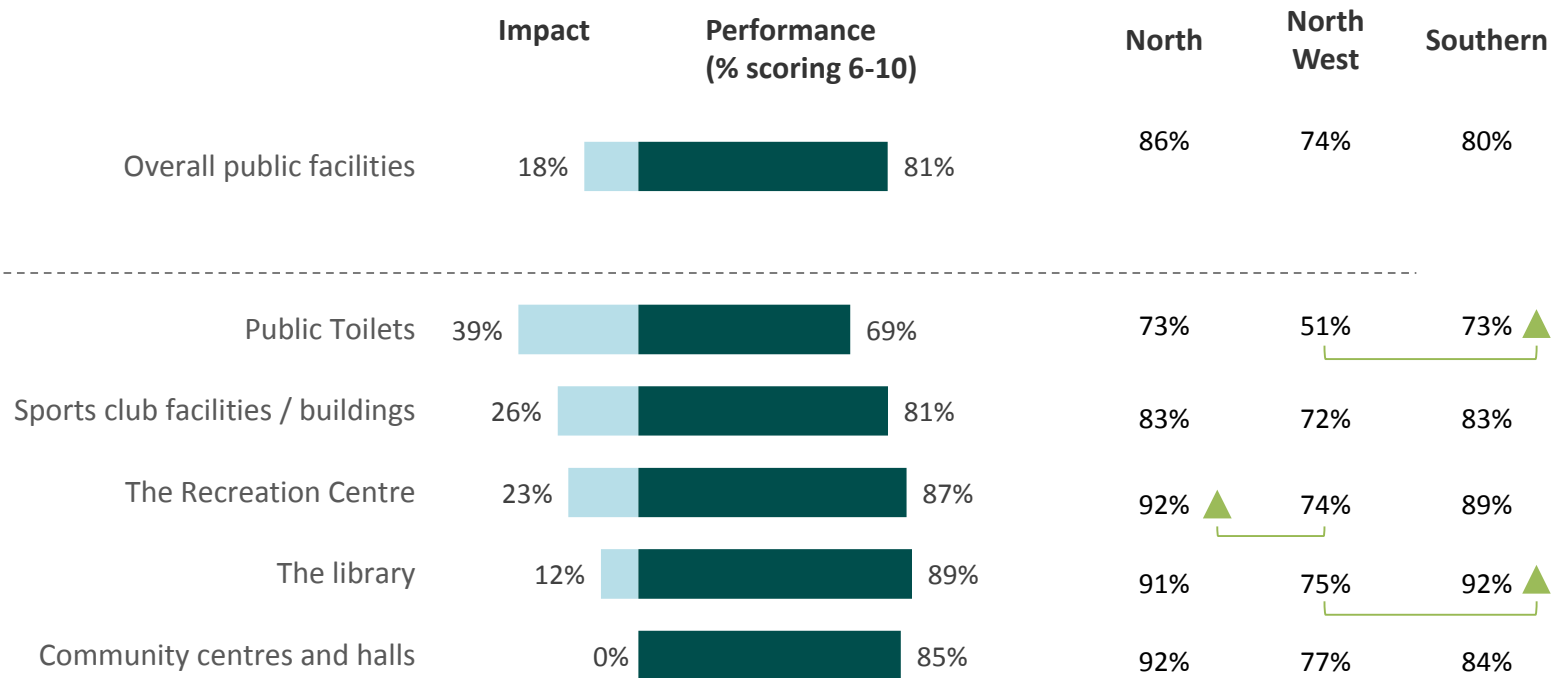
1. Sample: n=407
2. PR2. How would you rate your satisfaction with the Shire's performance in providing and maintaining its...
3. PR3. And overall, how satisfied are you with how well the Shire provides and maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces?

▲ Significantly higher  
▼ Significantly lower



The Public toilets is an area that is worthy of attention since the result is not as high as other public facility areas, especially in the North West ward, and its impact is high

**Driver analysis: Public facilities** <sup>(1)(2)(3)</sup>



▲ Significantly higher  
▼ Significantly lower

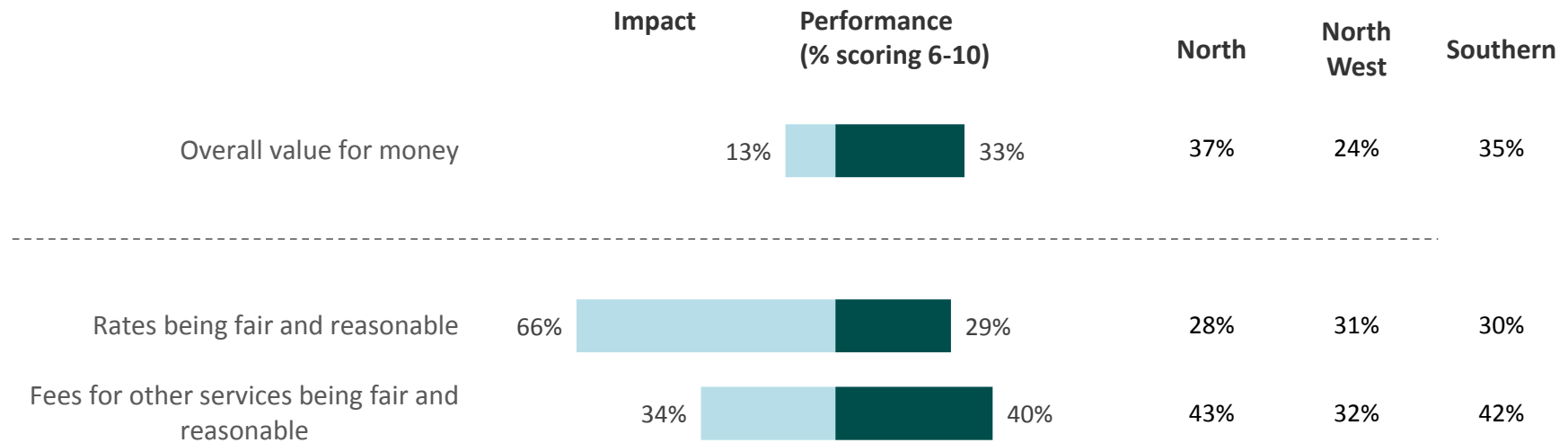
NOTES:

1. Sample: n=407
2. CF4. How would you rate your overall satisfaction with each of the following facilities?
3. CF5. When you consider all the public facilities that are provided by the Shire including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?



Rates being fair and reasonable has the most impact on overall perceptions of value for money and the low levels of satisfied residents suggests this is the best opportunity for improvement

Driver analysis: Value for money <sup>(1)(2)(3)</sup>



▲ Significantly higher  
▼ Significantly lower

NOTES:

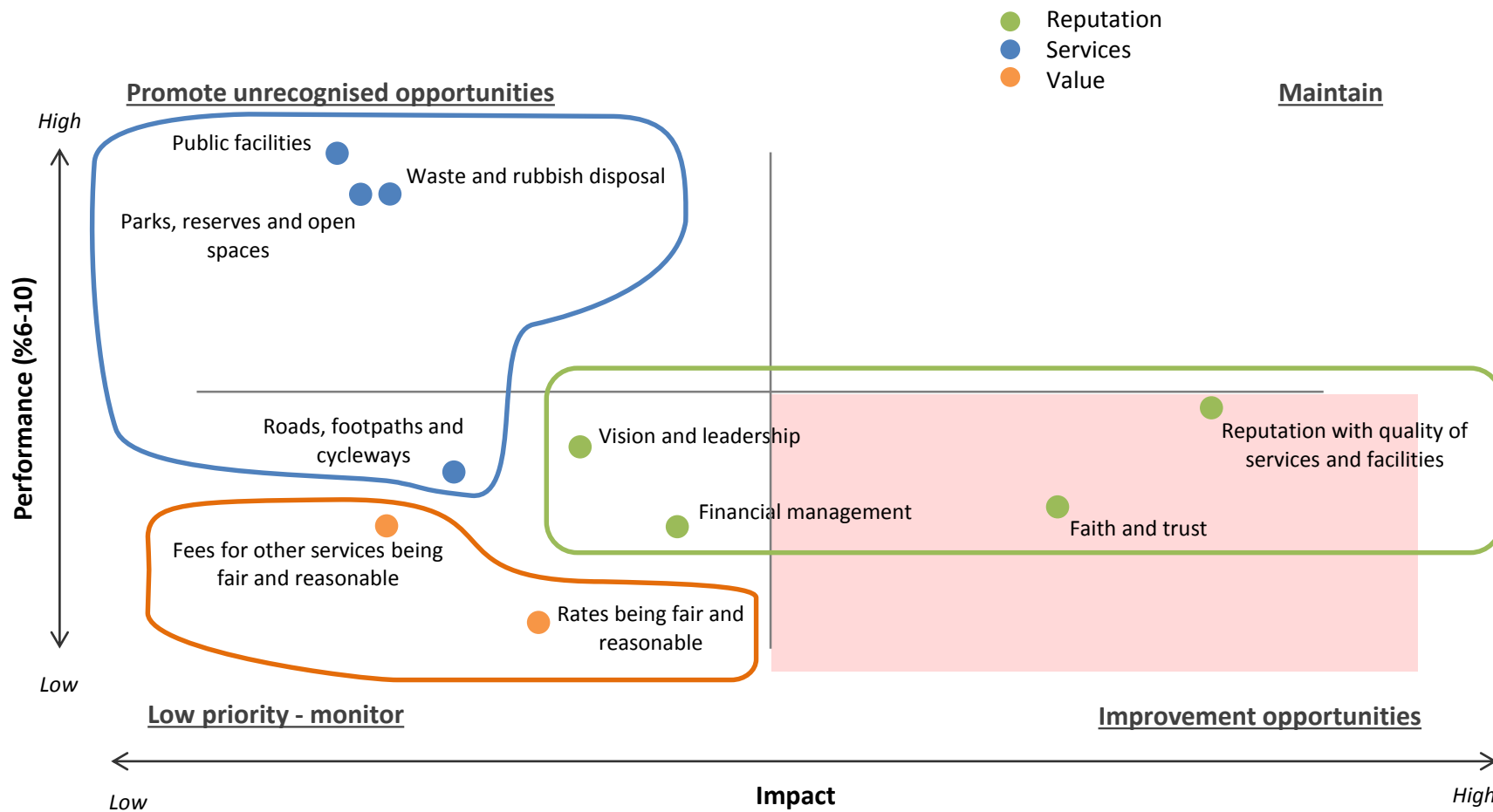
1. Sample: n=372 (only those who pay rates)
2. VM1. How would you rate your satisfaction with the Shire for...
3. VM2. Considering all the services and facilities that the Shire provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?





Opportunities for improving perception exist around reputation, specifically the faith and trust residents have in the Shire, and the perceptions of quality of services and facilities provided

### Overall performance: Improvement priorities (1)



NOTES:  
1. Sample: n=407



## Reputation







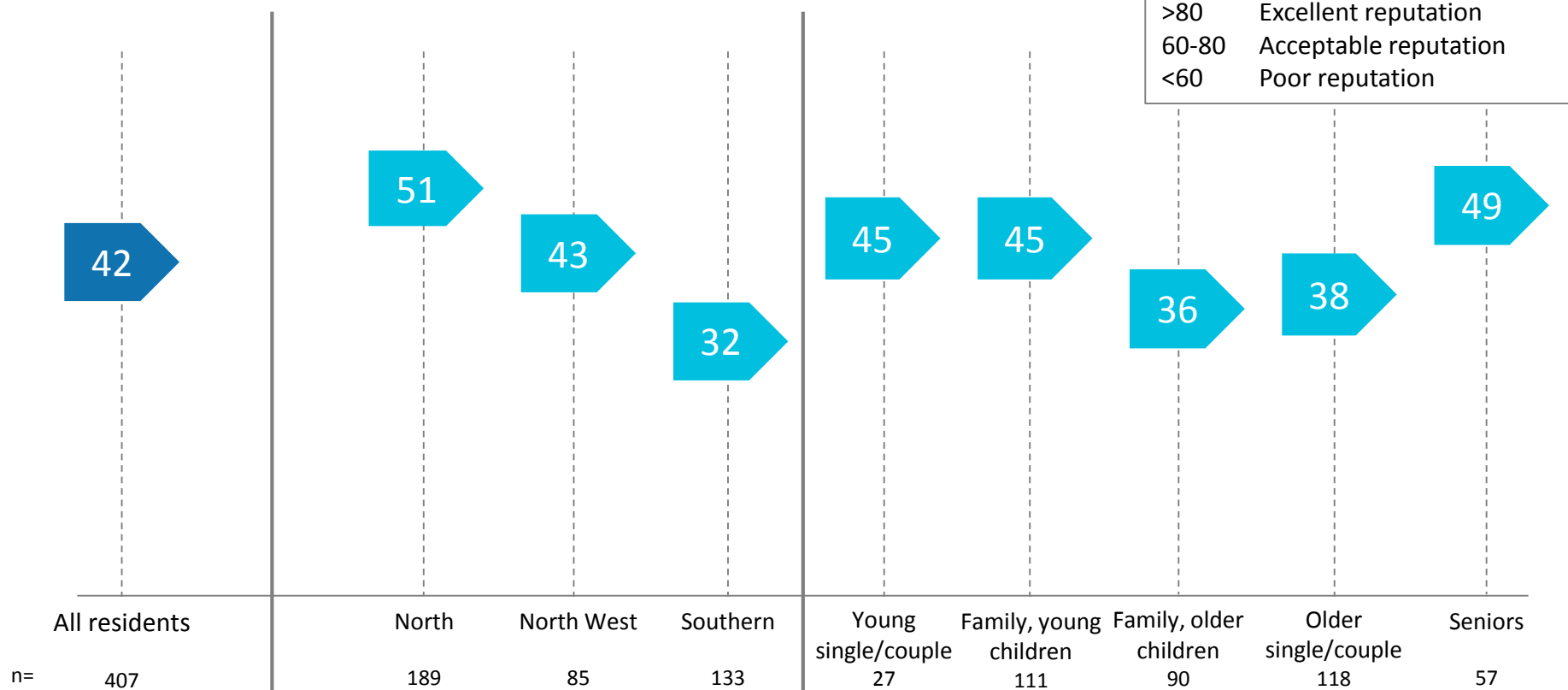
The Shire of Serpentine Jarrahdale does not have a strong reputation with an overall benchmark score of 42 where results below 60 are considered to be 'poor'

### Reputation benchmarks <sup>(1)(2)(3)</sup>

(The benchmark is based on a mean score as opposed to a % satisfied score)

**Key:**

- 150 Maximum score
- >80 Excellent reputation
- 60-80 Acceptable reputation
- <60 Poor reputation



NOTES:

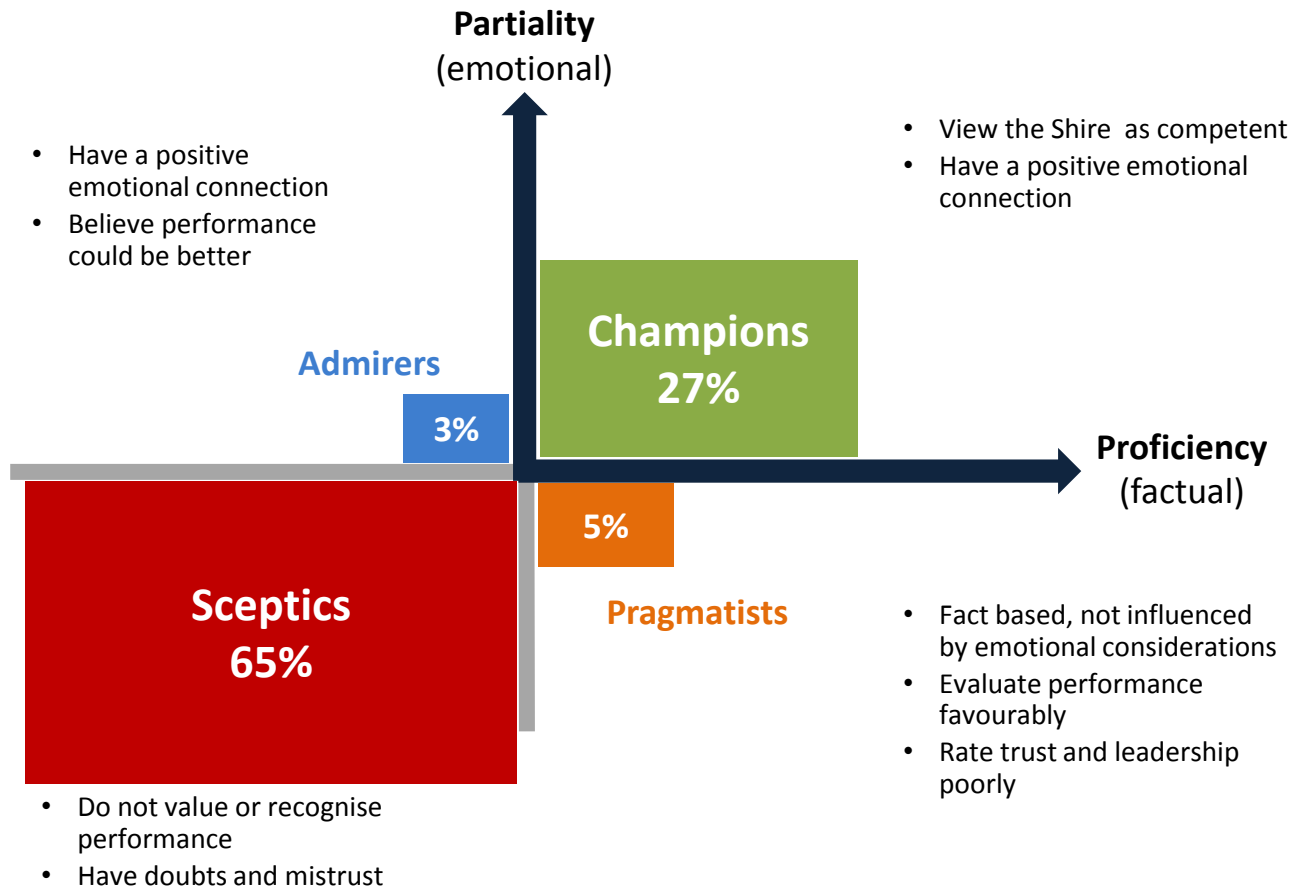
1. Sample n=407
2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate the Shire for its overall reputation?
3. The benchmark is a mean score calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking





The Shire of Serpentine Jarrahdale has a low proportion of 'Champions' with 27% of residents recognising that the Shire does a good job while also having a positive emotional connection

### Reputation profile <sup>(1)(2)(3)</sup>



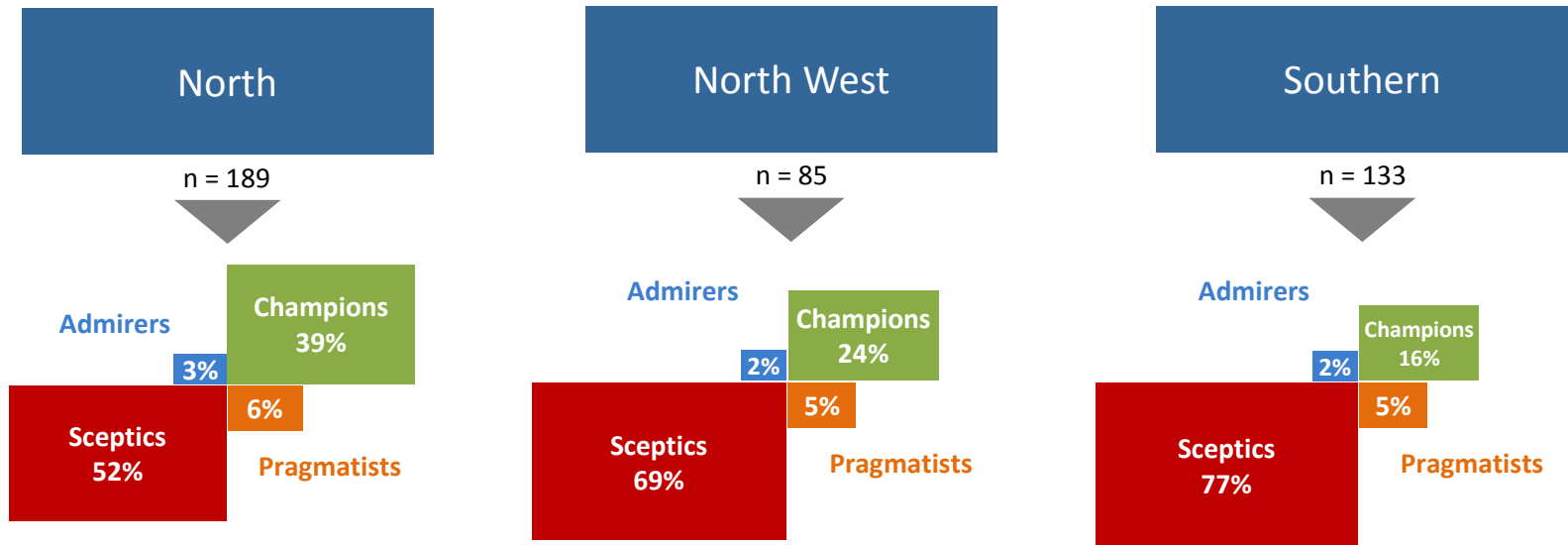
NOTES:

- 1. Sample: n=407. Excludes 'don't know' responses to any of the reputation questions
- 2. Segments have been determined using the results from a set of five overall level questions
- 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of services and facilities, REP5 overall reputation



There are far fewer ‘Champions’ in the Southern ward where residents are more likely to doubt and mistrust the Shire

Reputation profile: Wards <sup>(1)(2)(3)</sup>



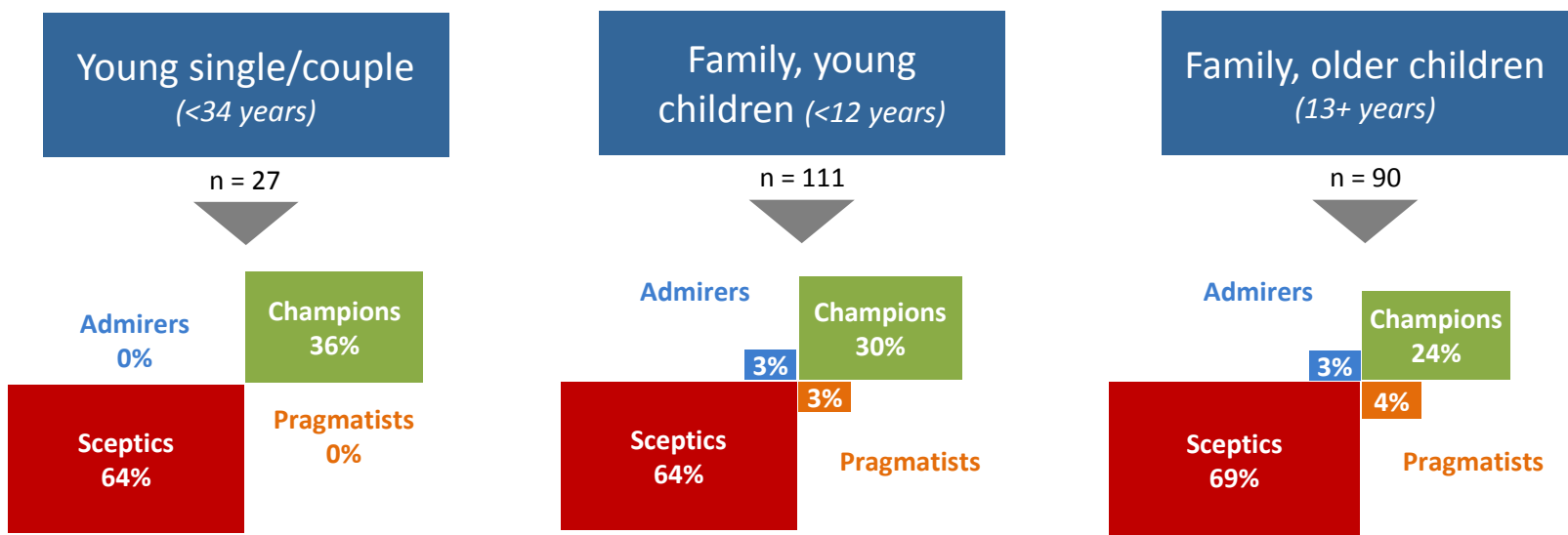
Admirers	3%	2%	2%
Champions	39%	24%	16%
Pragmatists	6%	5%	5%
Sceptics	52%	69%	77%

NOTES:  
 1. Sample: n=407. Excludes 'don't know' responses to any of the reputation questions  
 2. Segments have been determined using the results from a set of five overall level questions  
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of services and facilities, REP5 overall reputation



Families with children older than thirteen are more likely to be ‘Sceptics’, having doubts or mistrust and not valuing the performance of the Shire

**Reputation profile: Household type <sup>(1)(2)(3)</sup>**



Admirers	0%	3%	3%
Champions	36%	30%	24%
Pragmatists	0%	3%	4%
Sceptics	64%	64%	69%

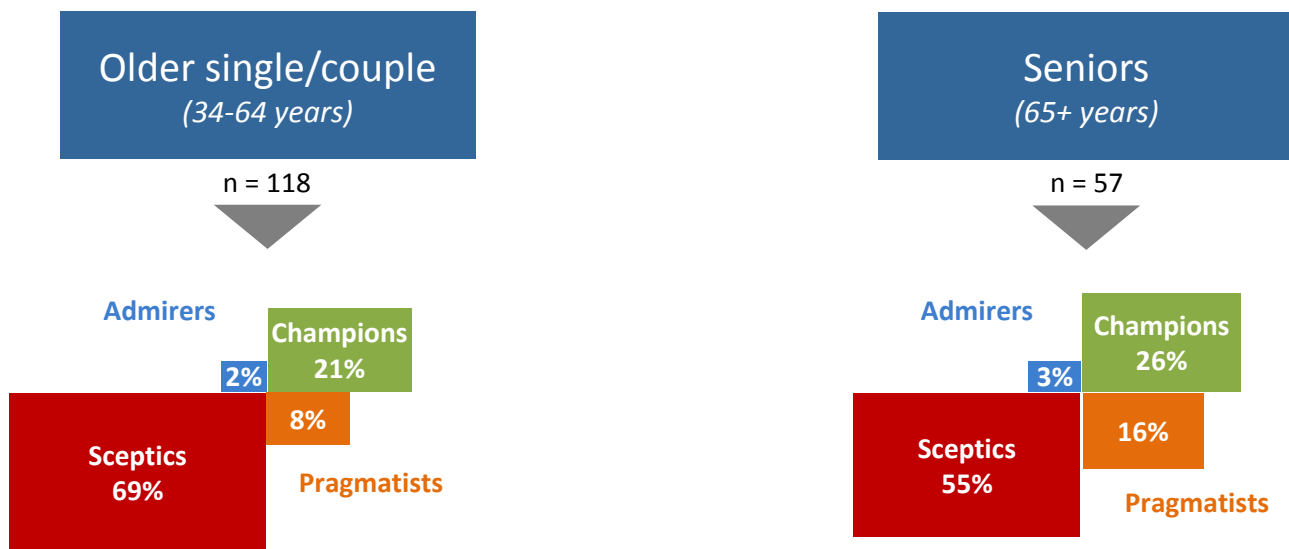
NOTES:  
 1. Sample: n=407. Excludes 'don't know' responses to any of the reputation questions  
 2. Segments have been determined using the results from a set of five overall level questions  
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of services and facilities, REP5 overall reputation





The Senior household type with those 65 years or older have the highest proportion of ‘Pragmatists’ who rate performance favourably but have less faith and trust in the Shire

**Reputation profile: Household type <sup>(1)(2)(3)</sup>**



Admirers	2%	3%
Champions	21%	26%
Pragmatists	8%	16%
Sceptics	69%	55%

NOTES:

1. Sample: n=407. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of services and facilities, REP5 overall reputation



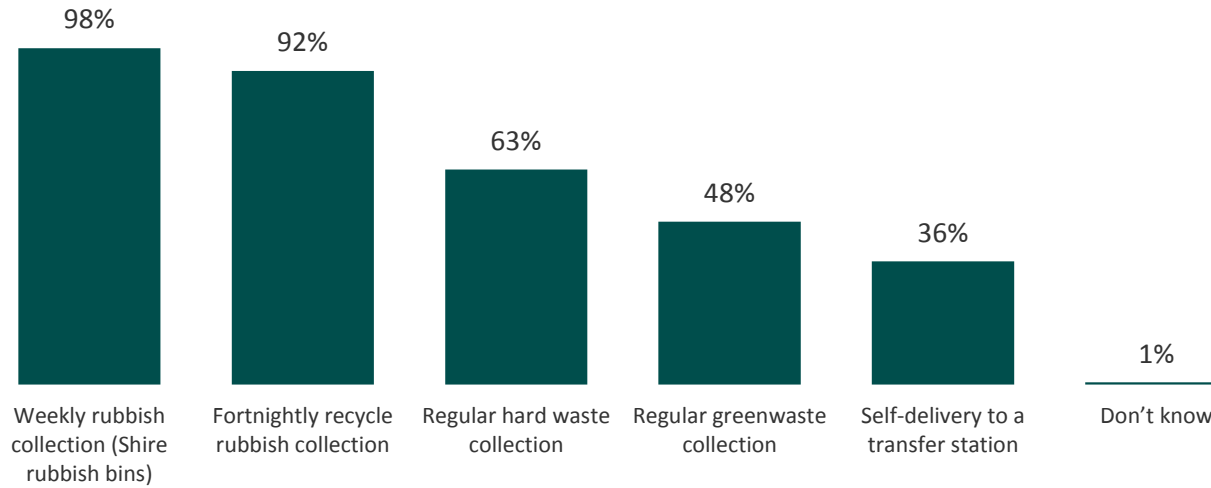
Satisfaction with waste and rubbish disposal services





# The most common method used by residents to dispose of their waste is by regular kerbside collection

## Disposal of waste: Method used <sup>(1)(2)</sup>



Ward	Weekly rubbish collection (Shire rubbish bins)	Fortnightly recycle rubbish collection	Regular hard waste collection	Regular greenwaste collection	Self-delivery to a transfer station	Don't know
North	99%	92%	51%	47%	32%	0%
North West	98%	97%	70%	40%	37%	1%
Southern	98%	88%	71%	54%	40%	1%

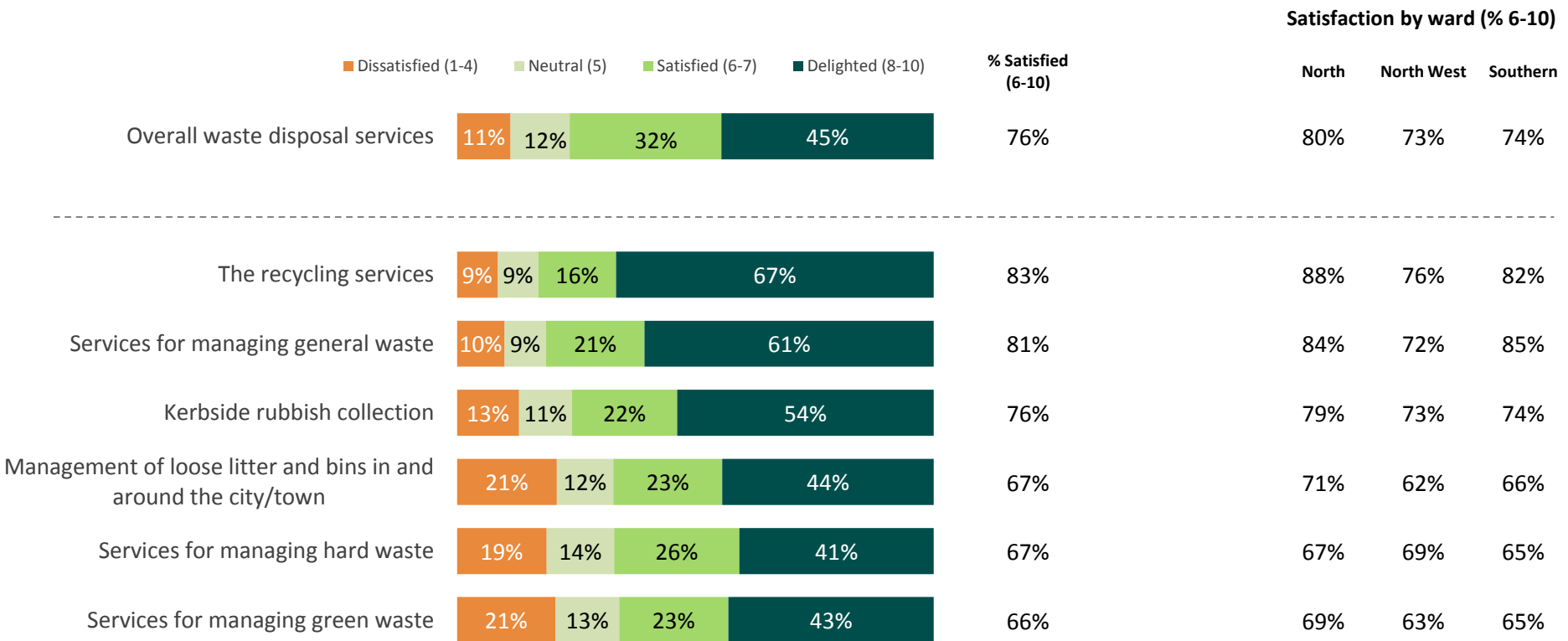
NOTES:  
 1. Sample: n=407  
 2. WR1. Which of the following methods does your household use for disposal of waste? [MULTIPLE RESPONSES]





# Just over four out of five residents (83%) are satisfied (% 6-10) with the recycling services in the Shire of Serpentine Jarrahdale

## Waste and rubbish disposal services <sup>(1)(2)(3)(4)</sup>



NOTES:  
 1. Sample: n=407  
 2. WR2. how satisfied are you with Shire's kerbside collection service?  
 3. WR3. How satisfied are you with each of the following services that are provided by the Shire?  
 4. WR4. How would you rate your satisfaction with the Shire overall for its waste disposal services?



Satisfaction with roads, footpaths and cycleways

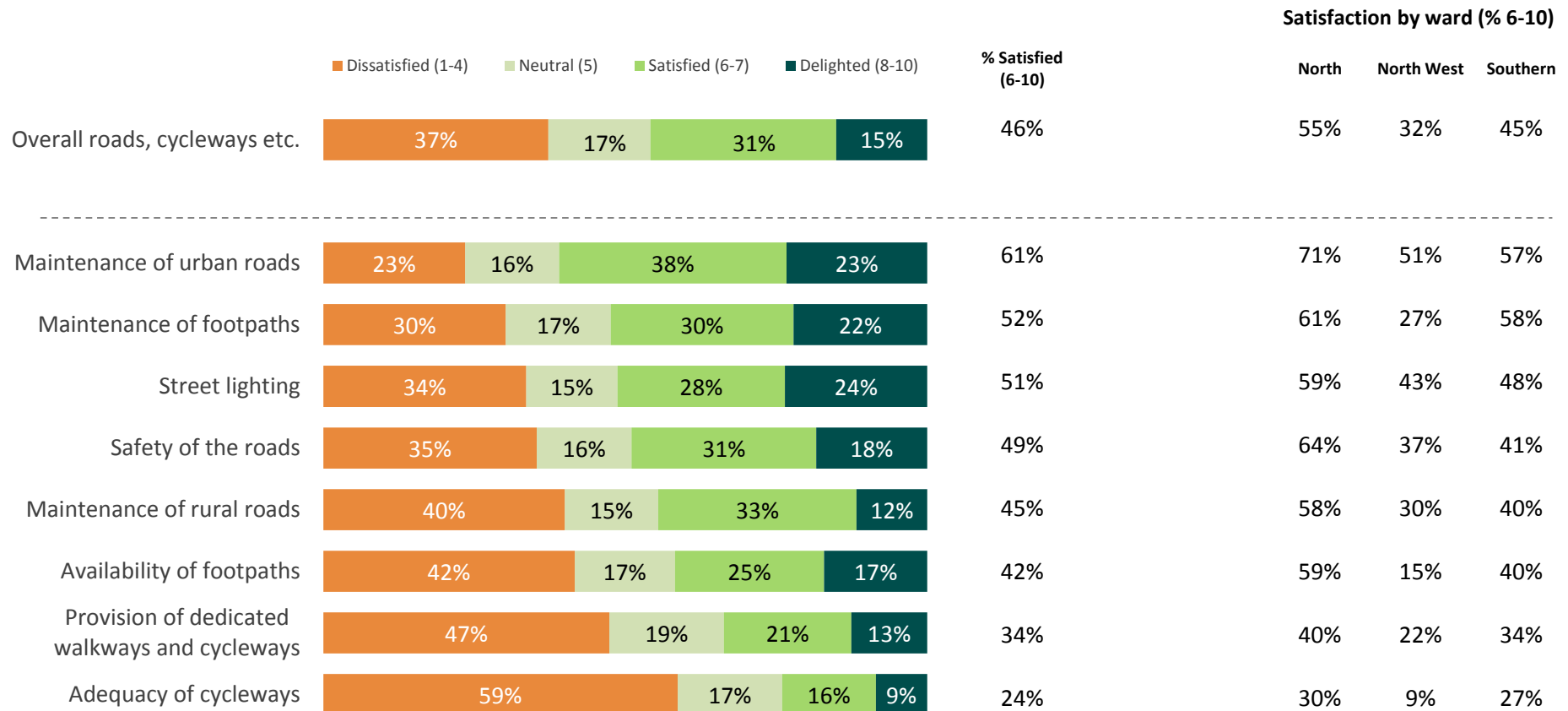






There are more satisfied residents with roads, footpaths and cycleways in the North ward compared to only one third of North West ward residents (32%) being satisfied

### Roads, footpaths and cycleways <sup>(1)(2)(3)</sup>



NOTES:  
 1. Sample: n=407  
 2. RF1. How would you rate your overall satisfaction with each of the following...  
 3. RF2. Overall how satisfied are you with the roads, cycle ways and footpaths around the Shire?





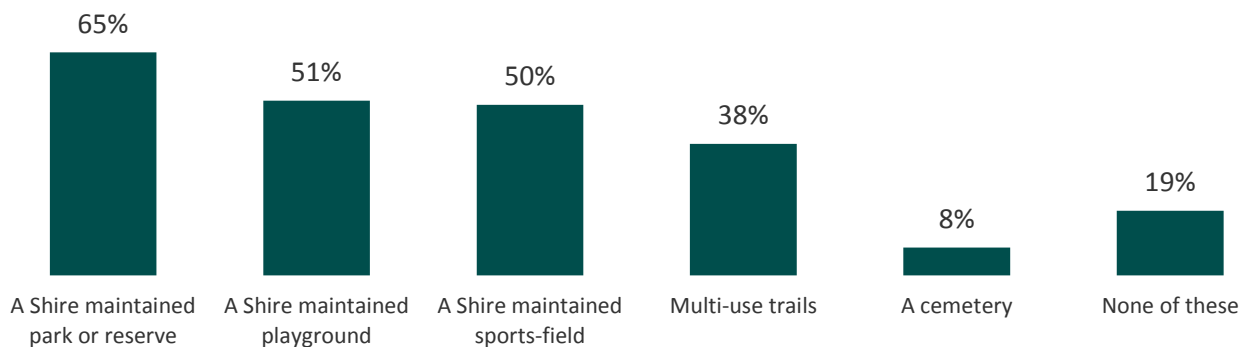
Satisfaction with parks, reserves and open spaces





Less than one in ten residents (8%) have visited a cemetery in the Shire in the last year with nearly two thirds (66%) having been to a Shire maintained park or reserve

**Parks, reserves and open spaces: Visitation <sup>(1)(2)</sup>**



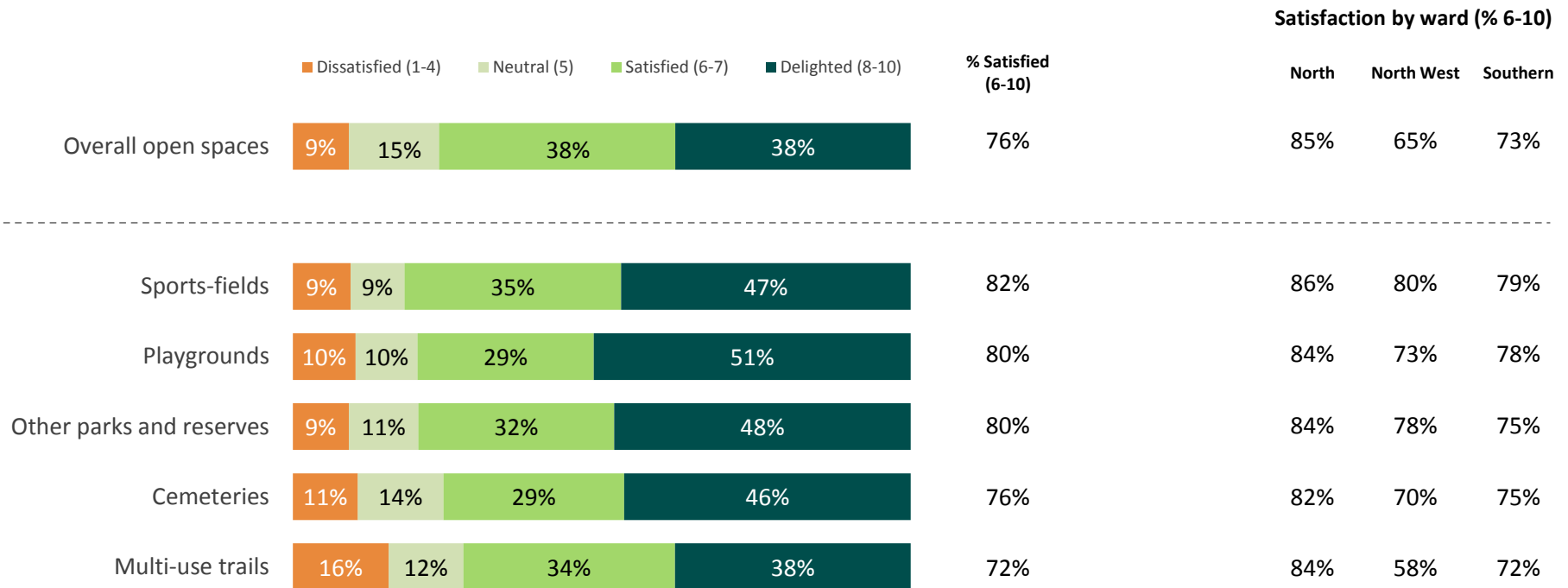
<u>Ward</u>							
<b>North</b>	81%	64%	55%	36%	4%	10%	
<b>North West</b>	34%	21%	23%	46%	2%	37%	
<b>Southern</b>	70%	58%	63%	35%	17%	16%	

NOTES:  
 1. Sample: n=407  
 2. PR1. In the last year, which of the following have you visited? [MULTIPLE RESPONSES]



# Satisfaction with parks, reserves and open spaces is high, with the exception of residents in the North West ward being less satisfied with multi-use trails

## Parks, reserves and open spaces <sup>(1)(2)(3)</sup>



NOTES:

1. Sample: n=407
2. PR2. How would you rate your satisfaction with the Shire's performance in providing and maintaining its...
3. PR3. And overall, how satisfied are you with how well the Shire provides and maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces?





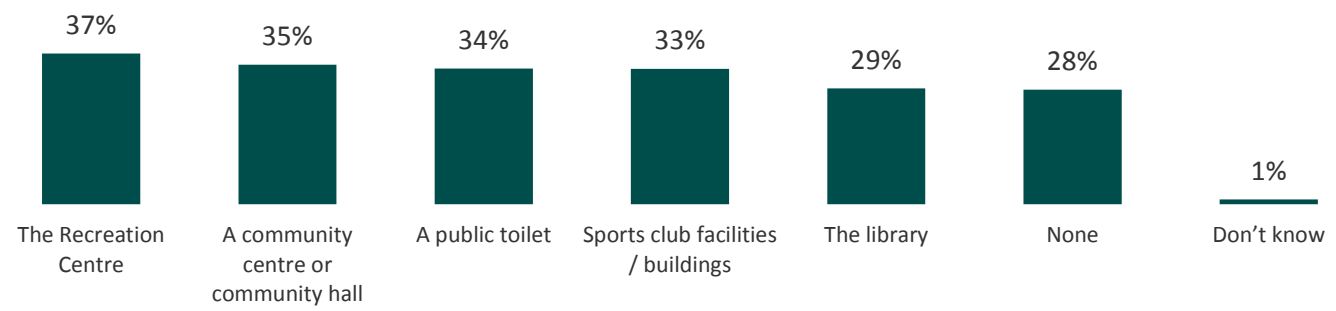
## Satisfaction with public facilities





Less than one third (29%) of residents have visited a library in the Shire in the last year, with those in the North West less likely to have visited

**Public facilities: Visitation <sup>(1)(2)</sup>**



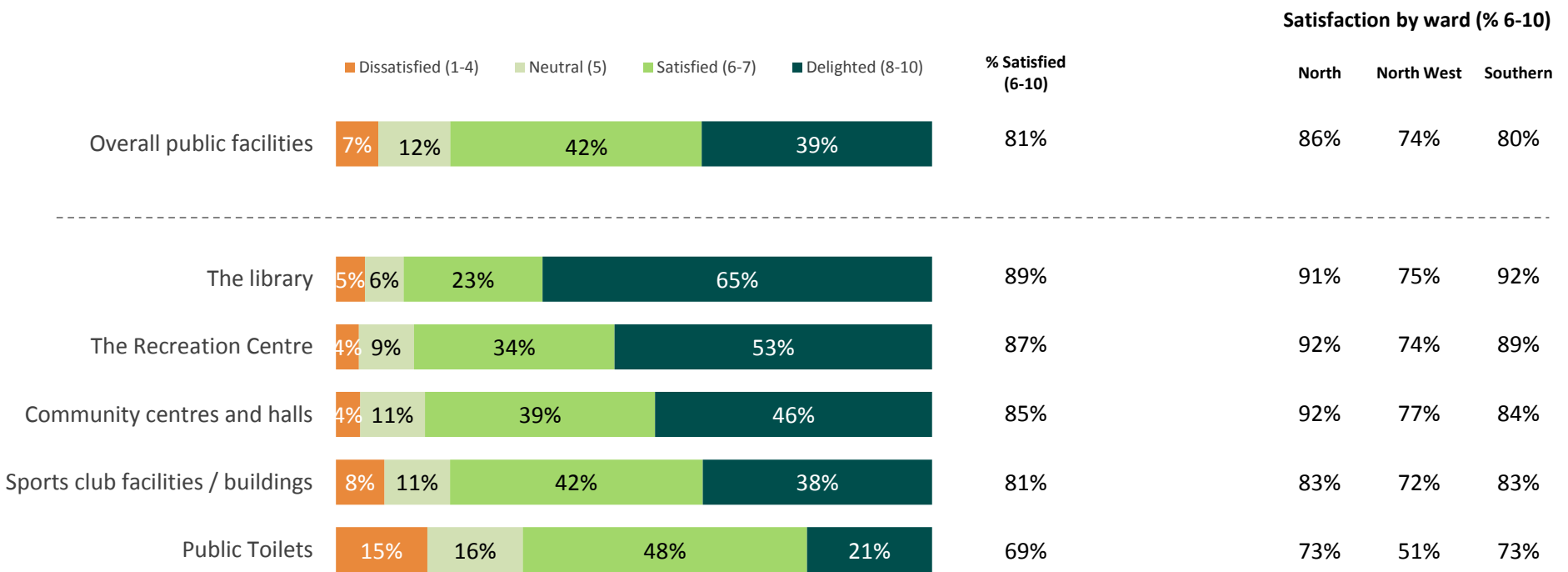
Ward	The Recreation Centre	A community centre or community hall	A public toilet	Sports club facilities / buildings	The library	None	Don't know
North	49%	40%	33%	38%	25%	26%	1%
North West	25%	23%	13%	18%	13%	43%	3%
Southern	32%	37%	49%	39%	44%	20%	1%

NOTES:  
 1. Sample: n=407  
 2. CF1. Which of the following facilities have you visited in the last year? [MULTIPLE RESPONSES]



Nearly nine out of ten residents (89%) are satisfied (% 6-10) with the library services, except for the North West ward where only three quarters (75%) are satisfied

**Public facilities (1)(2)(3)**



NOTES:  
 1. Sample: n=407  
 2. CF4. How would you rate your overall satisfaction with each of the following facilities?  
 3. CF5. When you consider all the public facilities that are provided by the Shire including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?





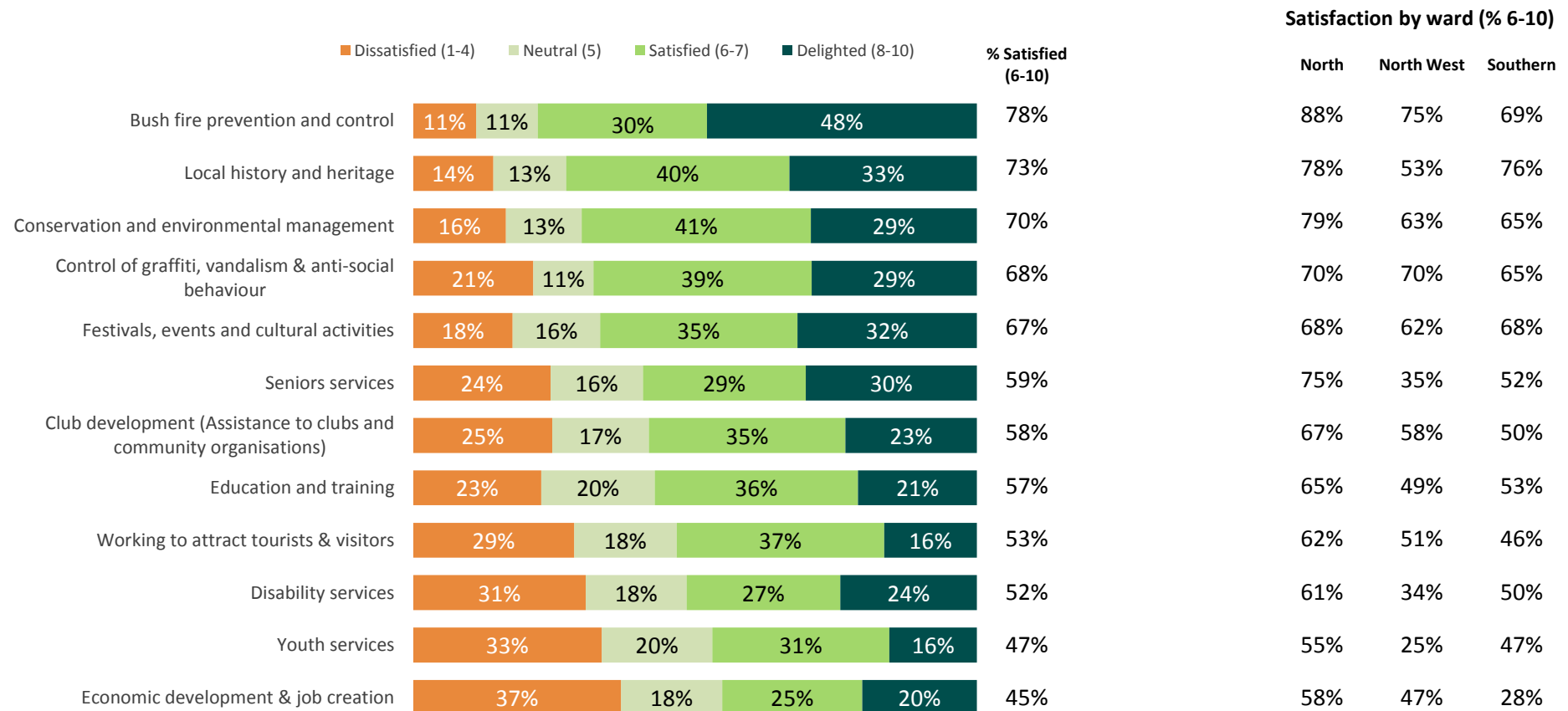
Satisfaction with other services and functions of the Shire





# Of the other services and functions of the Shire, residents are more satisfied with bush fire prevention and control and less satisfied with economic development and job creation

## Other services & functions of the Shire <sup>(1)(2)</sup>



NOTES:  
 1. Sample: n=407  
 2. OS1. How would you rate your overall satisfaction with each of the following other Shire services and responsibilities?





Satisfaction with planning, environment and climate change

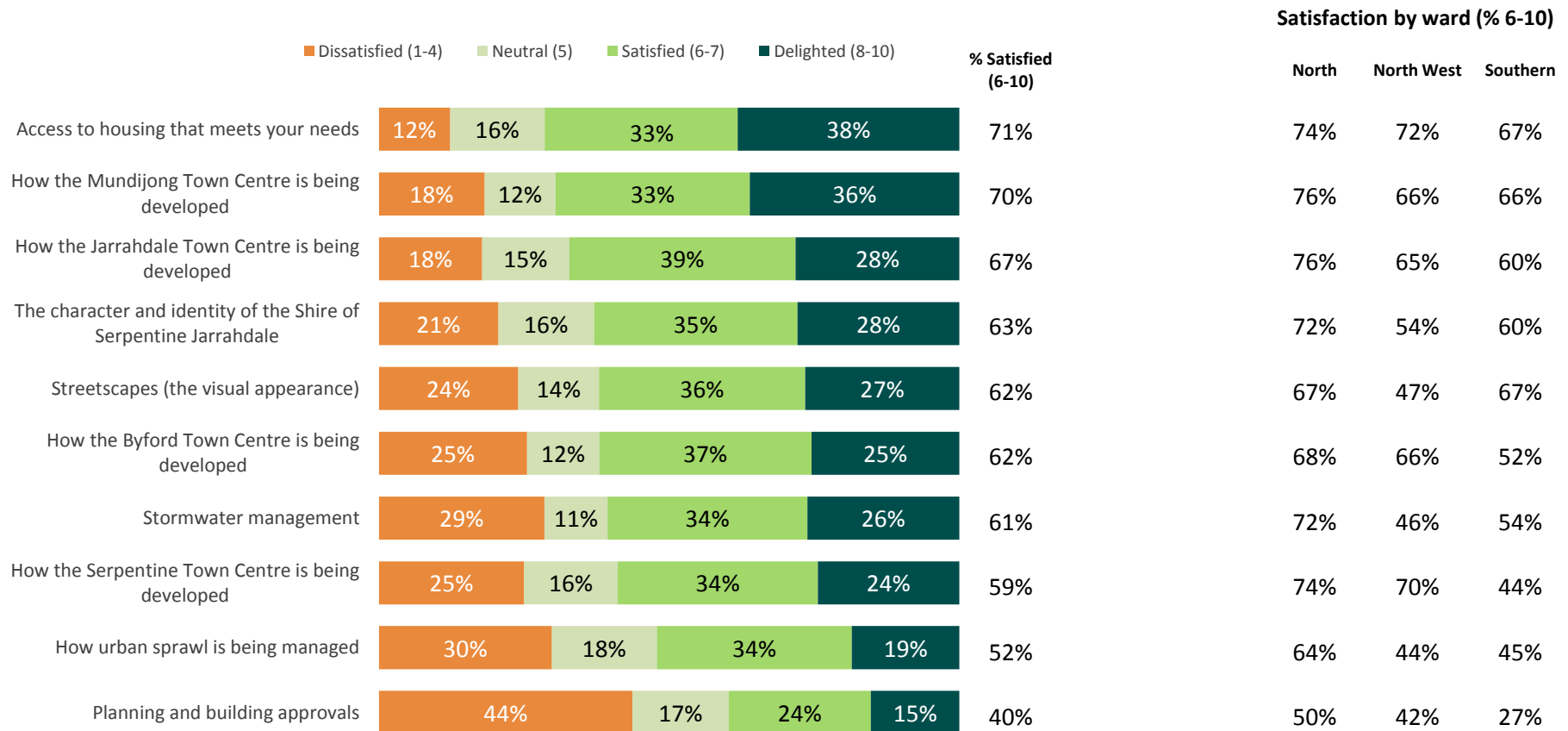






Although two thirds of the Southern ward residents are satisfied with access to housing that meets their needs, just under three in ten are satisfied with planning and building approvals

### Planning services and responsibilities <sup>(1)(2)</sup>



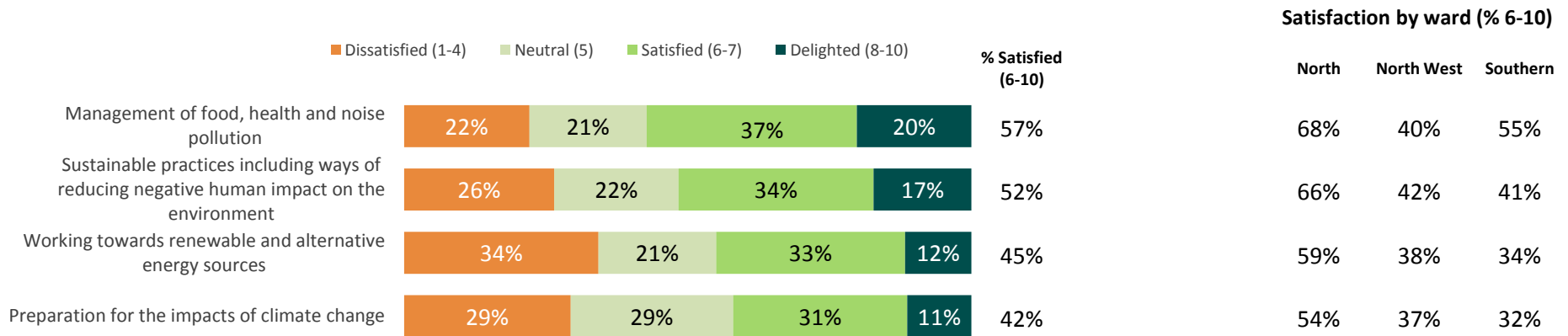
NOTES:

1. Sample: n=407
2. PEC1. How would you rate your overall satisfaction with each of the following Shire planning services and responsibilities?



# One third of residents (34%) are not satisfied with the Shire’s efforts in working towards renewable and alternative energy sources

## Environmental services and climate change responsibilities <sup>(1)(2)</sup>



NOTES:

1. Sample: n=407
2. PEC2. How would you rate your overall satisfaction with each of the following Shire’s environmental services and climate change responsibilities?





Interaction with request for a service or a complaint

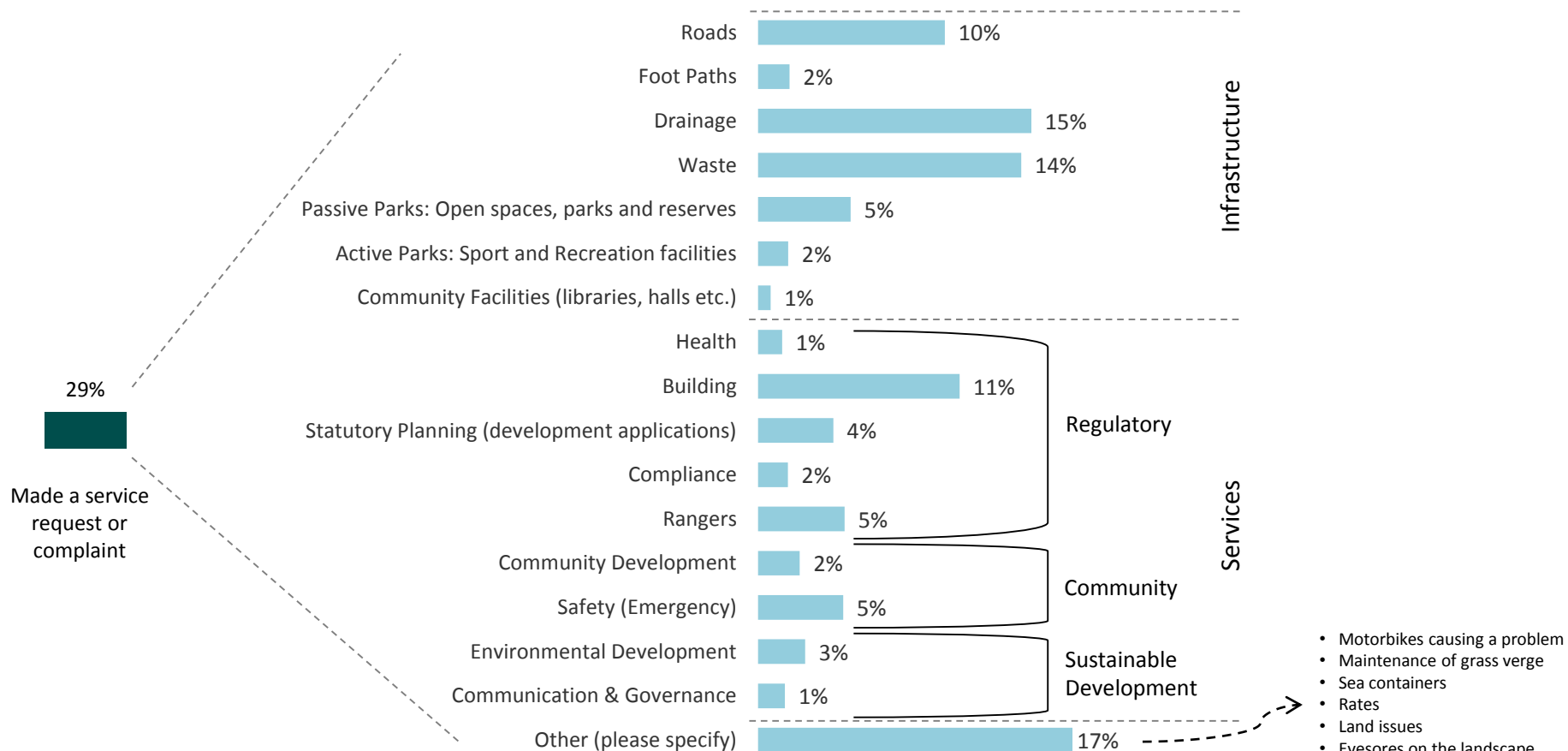






Three in ten residents (29%) have made a service request or complaint in the last year with the most mentions being for drainage, waste, building and roads

### Request for service or complaint about service (1)(2)(3)



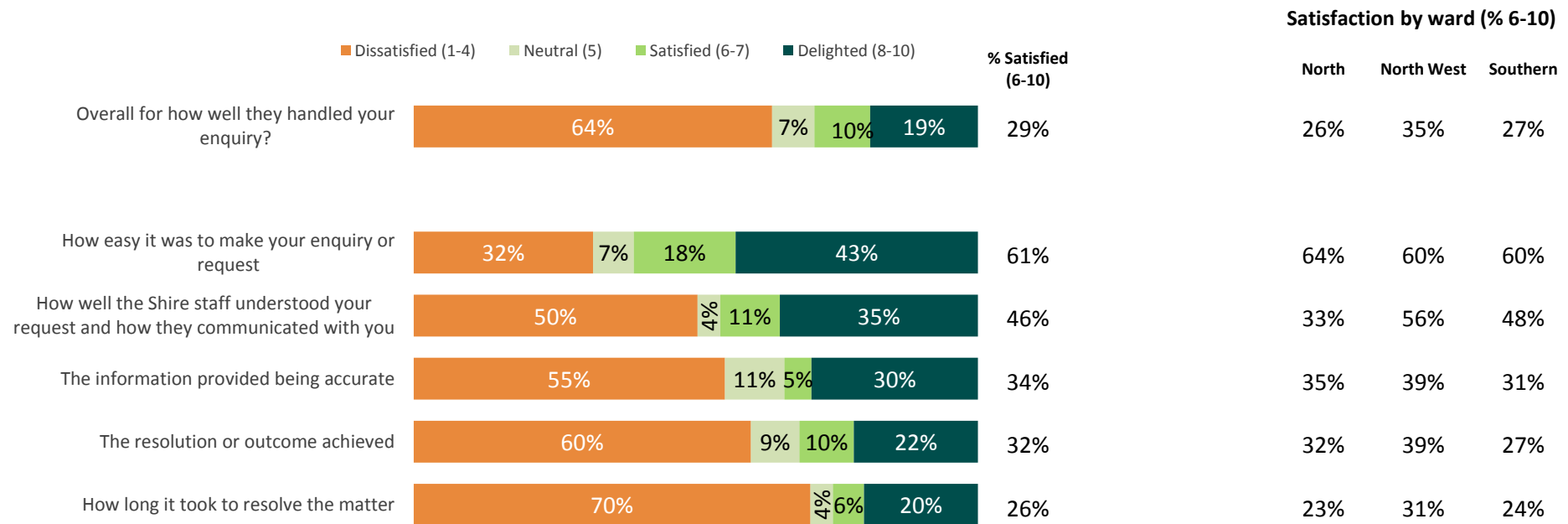
NOTES:

1. Sample: n=407; Made a service request or complaint n=120
2. RS1. Have you made either a request for service, or a complaint about a Shire service, during the past 12 months?
3. RS2. Thinking about your most recent request or complaint, what did it relate to?



Six in ten residents (61%) are satisfied with how easy it is to make an enquiry or request, however only one quarter (26%) are satisfied with how long it took to resolve the matter

### Request for a service or complaint <sup>(1)(2)(3)</sup>



NOTES:

1. Sample: n=120 (interaction in past 12 months)
2. RS3. Thinking back to your most recent request, how would you rate your satisfaction with each of the following?
3. RS4. Taking everything into consideration with regard to your most recent interaction, how would you rate the Shire overall for how well they handled your enquiry?





## Communication

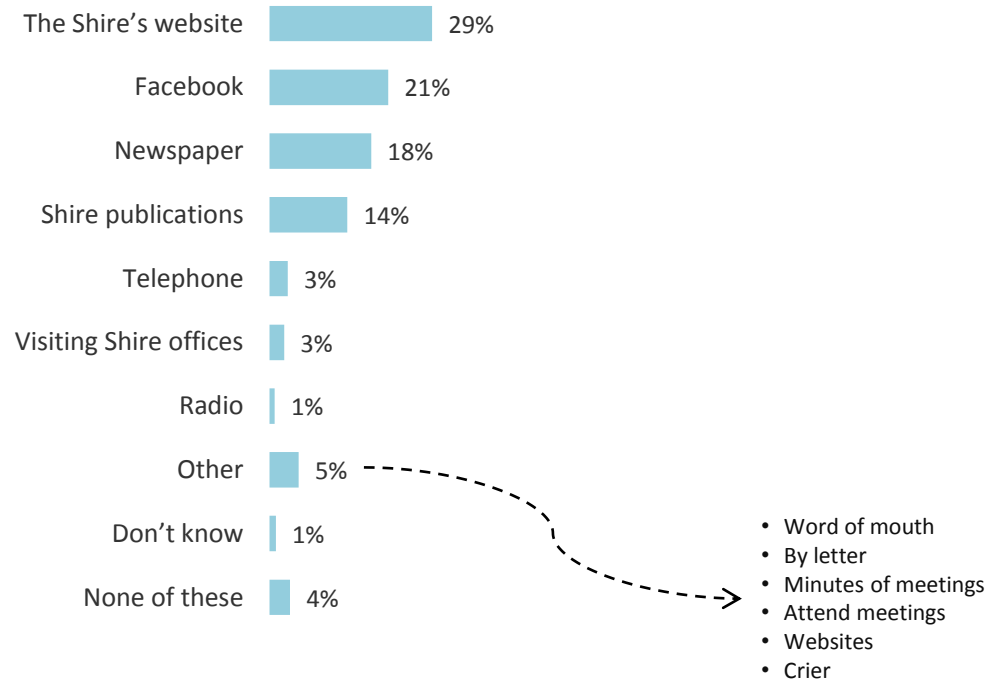






The most commonly used source of information about the Shire used by residents is the Shire's website, followed by Facebook

### Source of information about the Shire <sup>(1)(2)</sup>

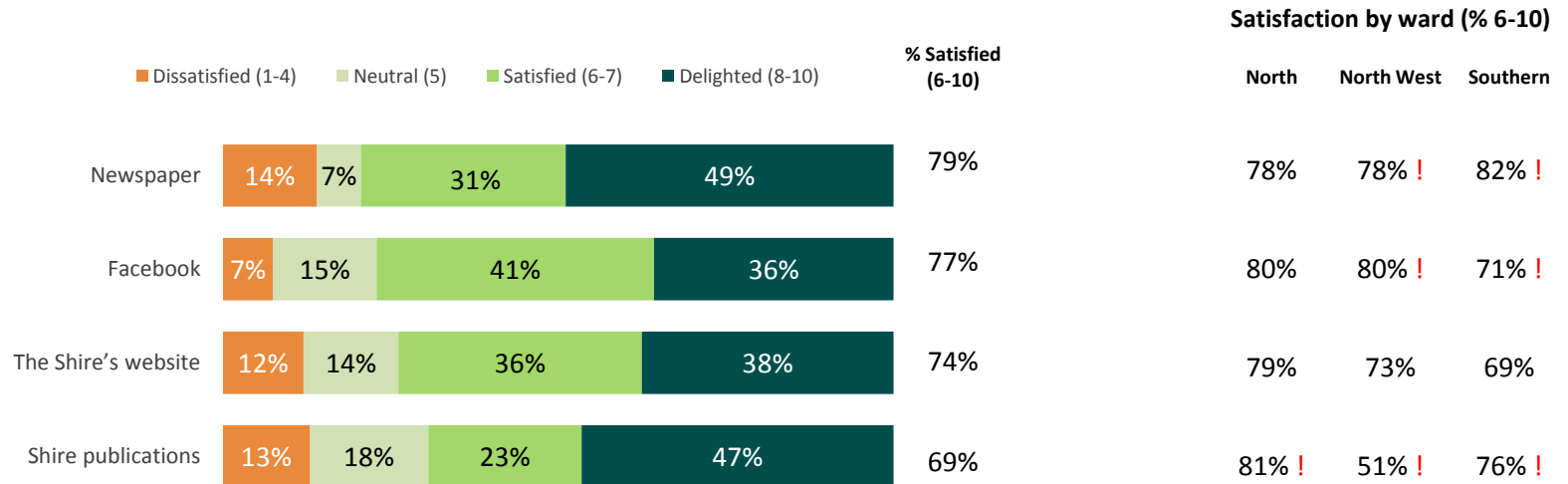


NOTES:  
1. Sample: n=407  
2. CM1. Which of the following do you most rely on for information about the Shire?



Eight in ten residents (79%) are either satisfied or delighted with the information supplied via the newspaper

**Satisfaction with information sources (1)(2)(3)**



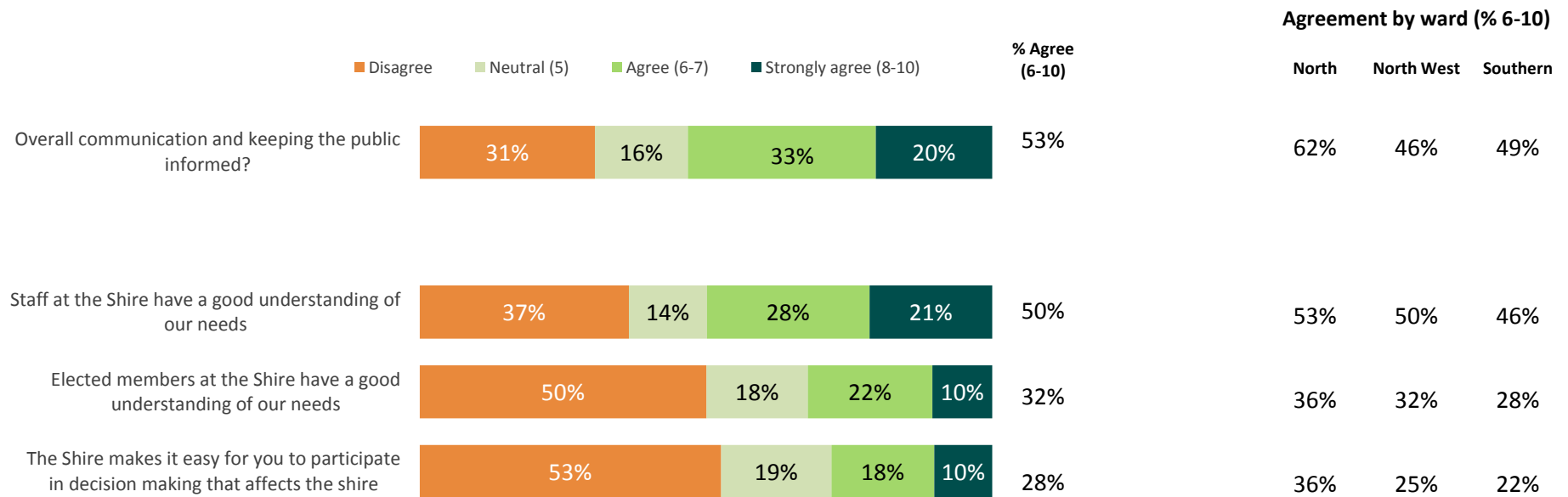
! Low sample < 30

NOTES:  
 1. Sample: n=407  
 2. CM1. Which of the following do you most rely on for information about the Shire?  
 3. CM2. And how satisfied are you with the information supplied via [ANSWER FROM CM1]?



Just over half of residents (53%) do not think the Shire makes it easy for them to participate in decision making that affects the shire

### Communication and keeping the public informed <sup>(1)(2)(3)</sup>



NOTES:

1. Sample: n=407
2. CM3. How would you rate your satisfaction with the Shire for their overall communication and keeping the public informed?
3. CM4. How much do you agree or disagree with the following statements?





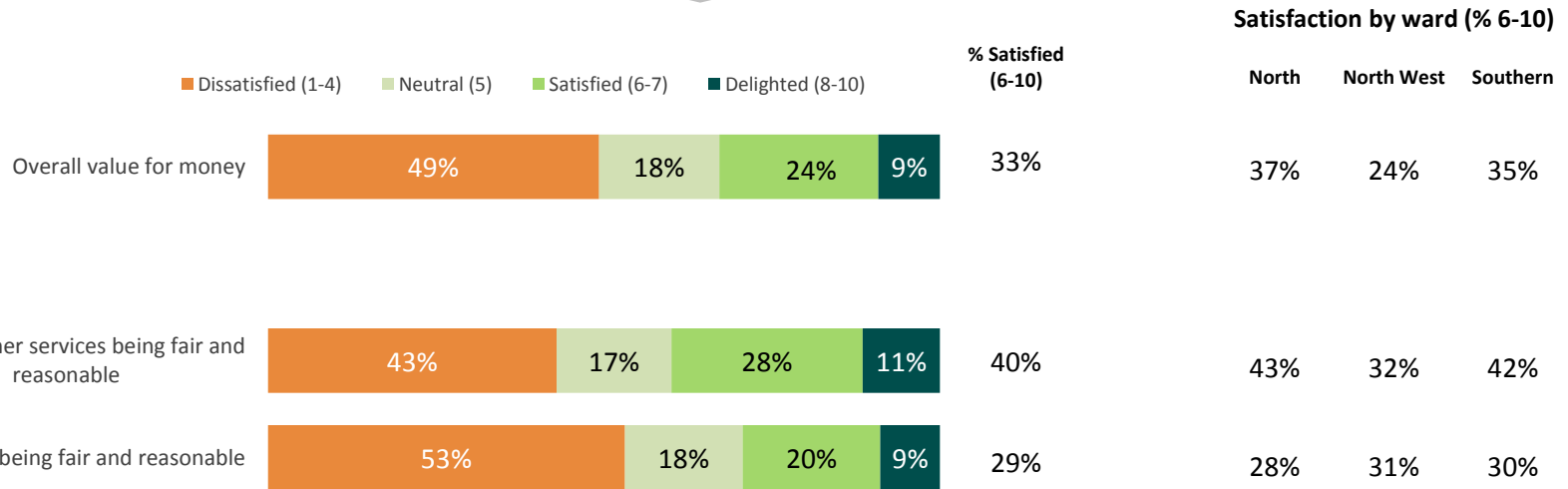
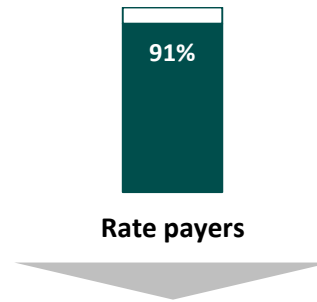
Value for money





# One third of residents (33%) that pay rates feel satisfied that they receive good value for the money they spend in rates and other fees overall

## Value for money <sup>(1)</sup><sub>(2)</sub><sup>(3)</sup><sub>(4)</sub>



**NOTES:**

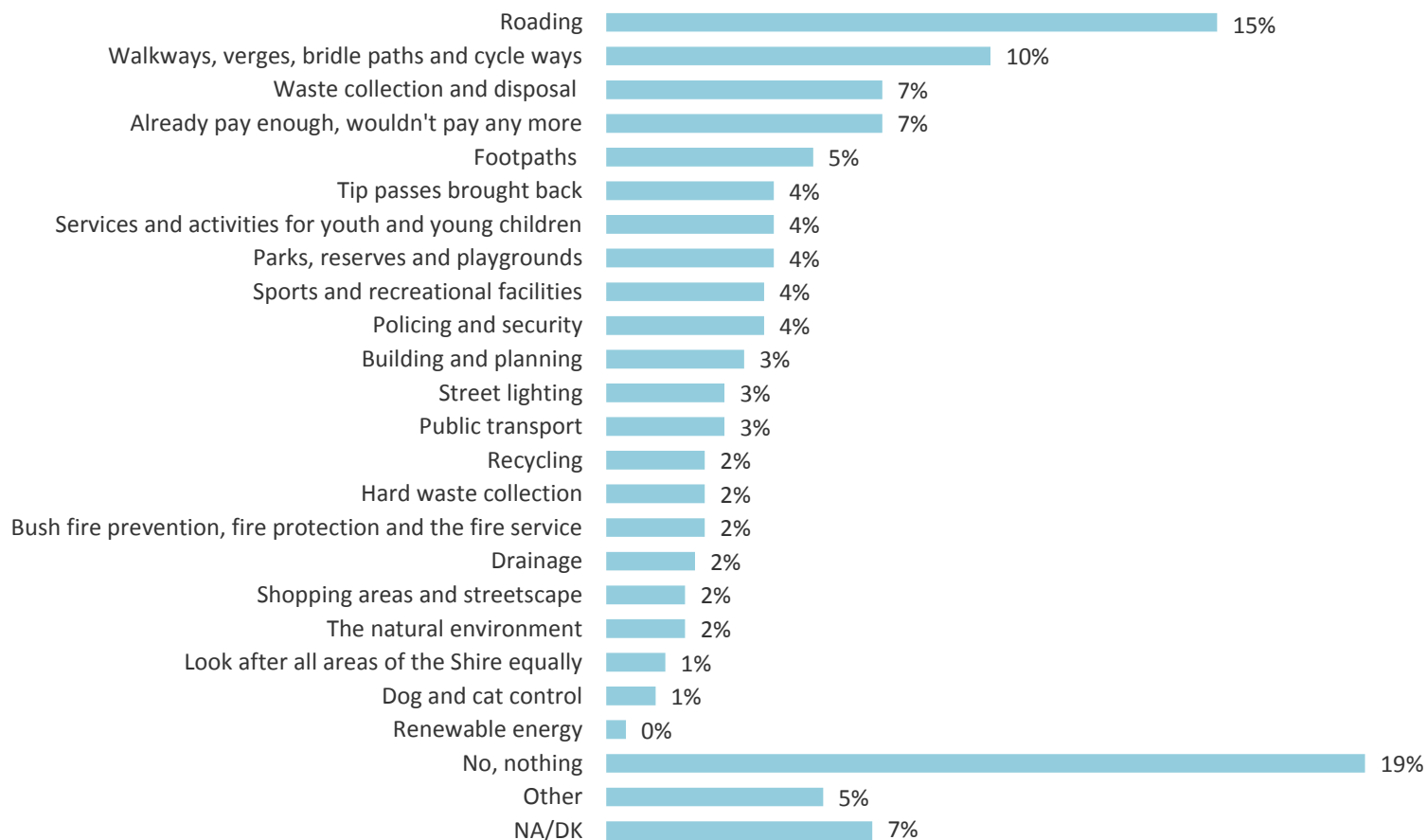
1. Sample: n=407; Only those who pay rates n=372
2. DEM6. Do you, or a member of your household, pay rates on a property in the Shire area?
3. VM1. How would you rate your satisfaction with the Shire for... [ONLY ASK VMI IF CODE 1 AT DEM6 – PAY RATES]
4. VM2. Considering all the services and facilities that the Shire provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees? [ONLY ASK VMI IF CODE 1 AT DEM6 – PAY RATES]





Roading, walkways, verges, bridle paths and cycle ways were services and areas that could be enhanced or improved that residents would most likely to be prepared to pay more for

### Enhancement and improvements prepared to pay for <sup>(1)(2)</sup>



NOTES:

1. Sample: n=407
2. VM3.If there was one area or service under the control of the Shire of Serpentine Jarrahdale that could be enhanced or improved that you were prepared to pay more for, what area or service would that be? [MULTIPLE RESPONSE]





## Vision 2050

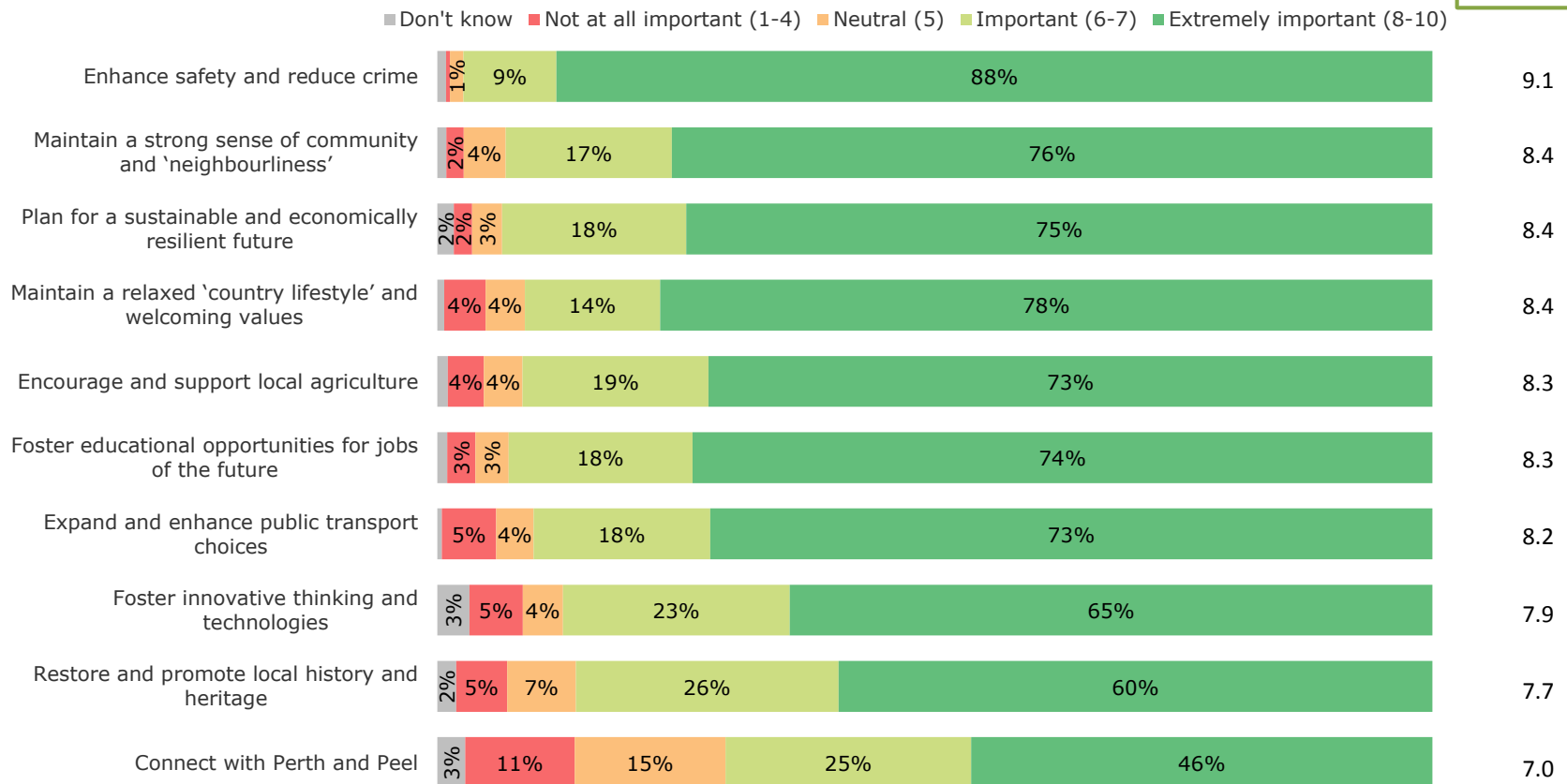




# Of the Core Values identified as being important for the future of the Shire, residents rate 'Enhance safety and reduce crime' highest

## Vision 2050: Core Values identified as being important for the future of the Shire <sup>(1)(2)</sup>

Mean Rating  
(Max. 10)



NOTES:

1. Sample: n=407

2. VI1. The Shire recently went through a process called Vision 2050 where some Core Values were identified as being important for the future of the Shire. Please tell us the level of importance that each value has to you on the scale from 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important' for the future of the Shire: [Rotate order]





# Younger single and couple residents under the age of 34 rate fostering educational opportunities for jobs of the future, and innovative thinking and technologies higher than others

## Vision 2050: Core Values identified as being important for the future of the Shire <sup>(1)(2)</sup>

Mean Rating  
(Max. 10)

	Ward			Household type				
	North	North West	Southern	Young single/couple (<34 years)	Family, young children (<12 years)	Family, older children (13+ years)	Older single/couple (34-64 years)	Seniors (65+ years)
• Enhance safety and reduce crime	9.3	9.0	9.0	9.3	9.1	9.2	9.1	9.1
• Maintain a strong sense of community and 'neighbourliness'	8.5	8.3	8.5	8.9	8.3	8.4	8.5	8.5
• Plan for a sustainable and economically resilient future	8.6	8.5	8.2	8.9	8.3	8.6	8.3	8.4
• Maintain a relaxed 'country lifestyle' and welcoming values	8.0	8.5	8.8	8.1	8.3	8.5	8.6	8.7
• Encourage and support local agriculture	8.1	8.2	8.6	8.7	8.0	8.4	8.4	8.4
• Foster educational opportunities for jobs of the future	8.6	8.0	8.2	8.8 ▲	8.3	8.3	8.0	8.4
• Expand and enhance public transport choices	8.1	8.2	8.2	7.9	7.9	8.4	8.2	8.8 ▲
• Foster innovative thinking and technologies	8.2	7.6	7.7	8.5 ▲	7.8	7.9	7.8	8.0
• Restore and promote local history and heritage	7.7	7.4	7.9	8.1	7.4	7.7	7.9	7.9
• Connect with Perth and Peel	7.3	7.1	6.6	7.2	6.8	7.3	6.7	7.5
	<i>n=189</i>	<i>n=85</i>	<i>n=133</i>	<i>n=27</i>	<i>n=111</i>	<i>n=90</i>	<i>n=118</i>	<i>n=57</i>

NOTES:

1. Sample: n=407
2. VI1. The Shire recently went through a process called Vision 2050 where some Core Values were identified as being important for the future of the Shire. Please tell us the level of importance that each value has to you on the scale from 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important' for the future of the Shire: [Rotate order]

▲ Gap to Total > 0.5



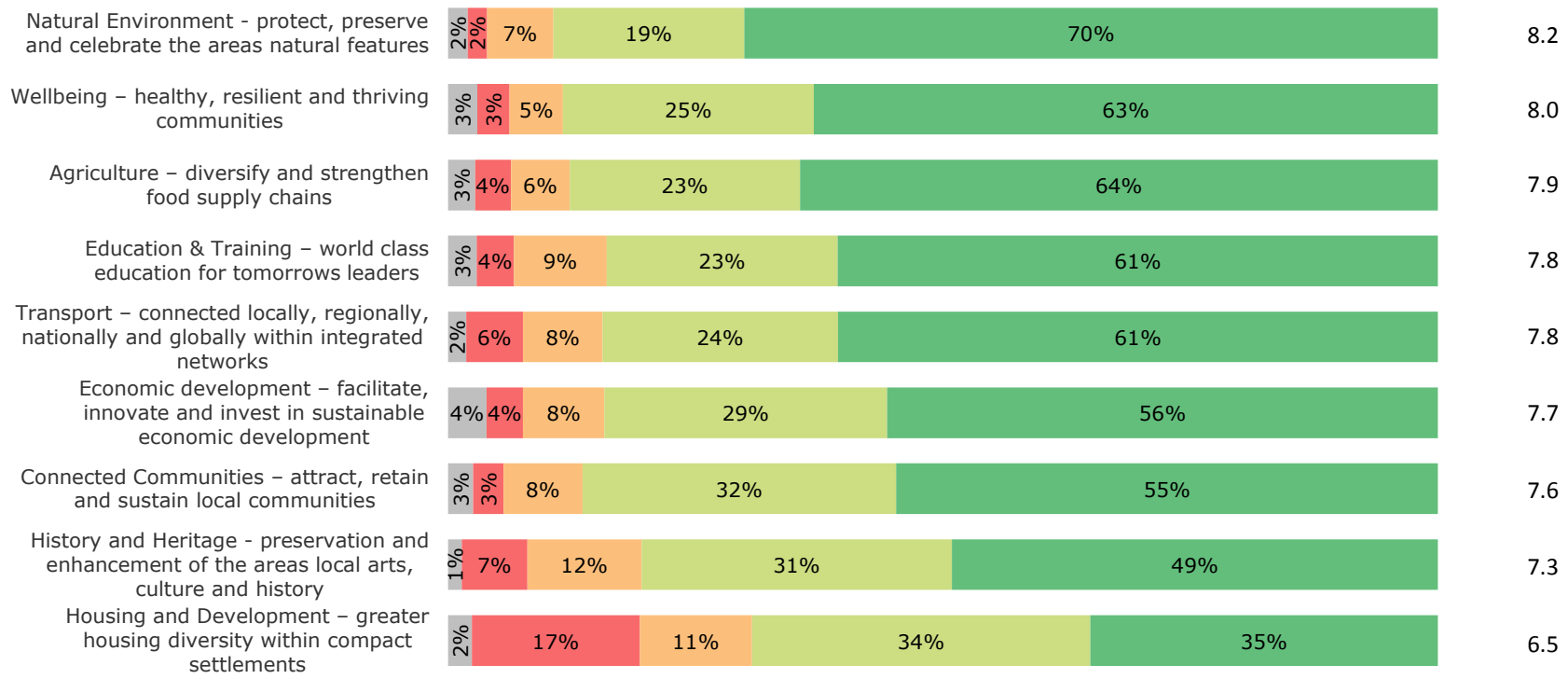


From the list of Outcomes that will improve the future for residents, protecting, preserving and celebrating the area’s natural features received the highest rating

**Vision 2050: Outcomes that will improve the future for residents <sup>(1)(2)</sup>**

Mean Rating  
(Max. 10)

■ Don't know ■ Not improvement (1-4) ■ Neutral (5) ■ Improvement (6-7) ■ Significant improvement (8-10)



NOTES:  
 1. Sample: n=407  
 2. V12. The process above identified Outcomes for Vision 2050. Please tell us how much you think each statement will improve the future for residents of Serpentine Jarrahdale. We will use the scale of 1 to 10 where 1 is 'no improvement' and 10 is 'a significant improvement' on improving the future for residents: [Rotate order]



# Residents of the North West ward rated housing and development lower compared to the other two wards

## Vision 2050: Outcomes that will improve the future for residents <sup>(1)(2)</sup>

Mean Rating  
(Max. 10)

- Natural Environment - protect, preserve and celebrate the areas natural features
- Wellbeing – healthy, resilient and thriving communities
- Agriculture – diversify and strengthen food supply chains
- Education & Training – world class education for tomorrows leaders
- Transport – connected locally, regionally, nationally and globally within integrated networks
- Economic development – facilitate, innovate and invest in sustainable economic development
- Connected Communities – attract, retain and sustain local communities
- History and Heritage - preservation and enhancement of the areas local arts, culture and history
- Housing and Development – greater housing diversity within compact settlements

	Ward			Household type				
	North	North West	Southern	Young single/couple (<34 years)	Family, young children (<12 years)	Family, older children (13+ years)	Older single/couple (34-64 years)	Seniors (65+ years)
	8.1	8.4	8.2	7.9	8.0	8.4	8.4	8.3
	8.2	7.8	7.9	8.1	8.0	8.0	8.0	7.9
	8.0	7.7	8.0	8.5 ▲	7.6	7.9	8.0	7.9
	8.1	7.5	7.8	8.2	7.8	7.9	7.9	7.8
	7.8	7.8	7.8	7.3	7.7	8.1	7.9	7.9
	8.0	7.3	7.6	7.8	7.7	7.7	7.6	7.9
	7.7	7.5	7.6	7.7	7.4	7.6	7.7	7.5
	7.3	7.0	7.6	7.8 ▲	6.9	7.3	7.6	7.7
	7.3 ▲	6.3	5.7 ▼	7.1 ▲	6.4	6.4	6.2	6.3
	<i>n=189</i>	<i>n=85</i>	<i>n=133</i>	<i>n=27</i>	<i>n=111</i>	<i>n=90</i>	<i>n=118</i>	<i>n=57</i>

NOTES:  
 1. Sample: n=407  
 2. VI2. The process above identified Outcomes for Vision 2050. Please tell us how much you think each statement will improve the future for residents of Serpentine Jarrahdale. We will use the scale of 1 to 10 where 1 is 'no improvement' and 10 is 'a significant improvement' on improving the future for residents: [Rotate order]

▲ Gap to Total > 0.5  
 ▼ Gap to Total < -0.5





## General comments

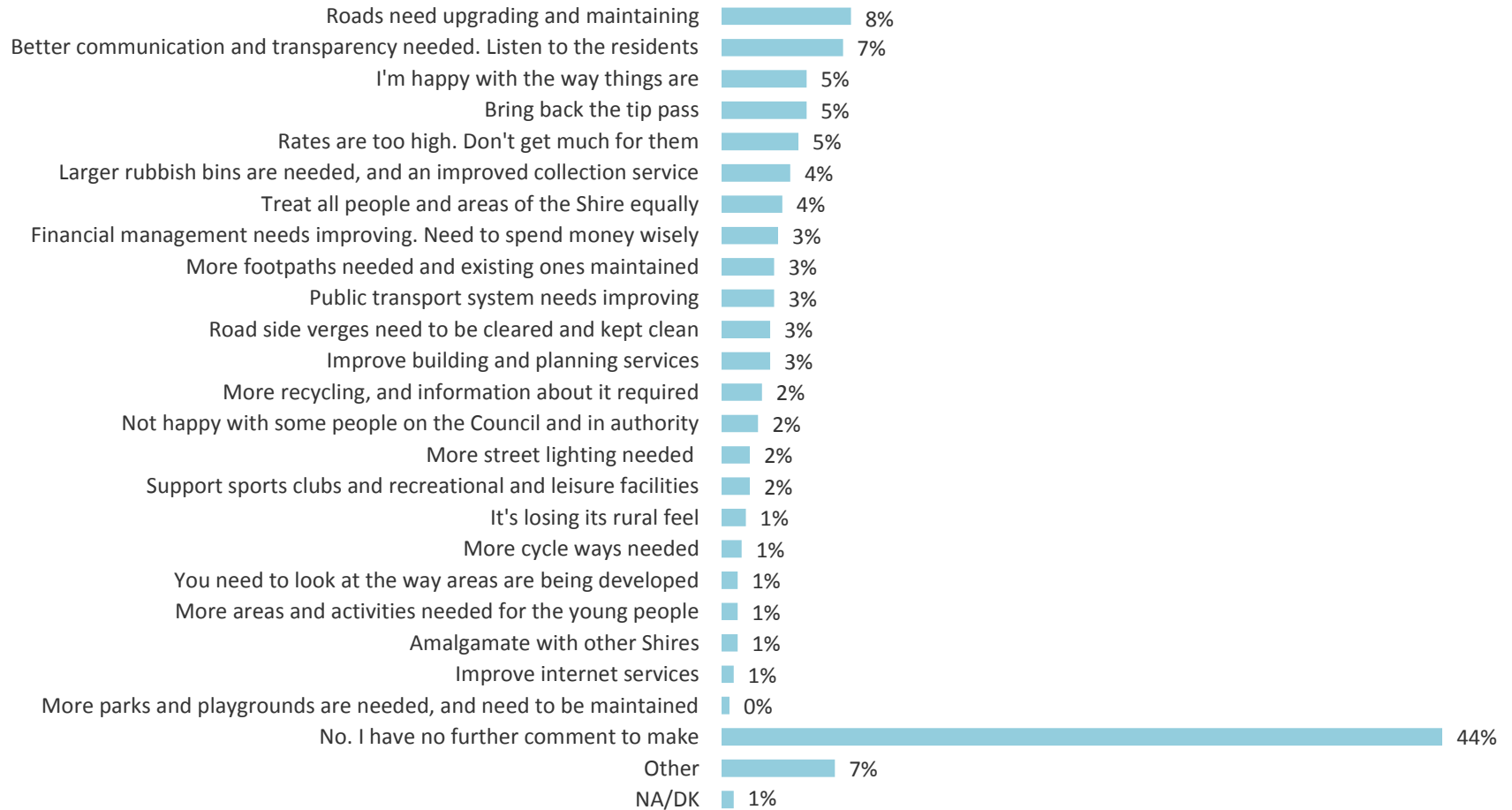






Although a large number of residents had no further comments to make, from those that did upgrading and maintaining roads and better communication received the most mentions

### General comments (1)(2)



NOTES:  
 1. Sample: n=407  
 2. OP2. Are there any other comments that you would like to make about the Shire? [MULTIPLE RESPONSE]



## Benchmark exercise







The following table presents resident satisfaction survey results from comparable councils against questions that are similar in nature and wording

**Benchmarking: % satisfied (6-10) <sup>(1)(2)(3)</sup>**

survey year	Shire of Serpentine Jarrahdale 2016	Shire of Esperance 2015	City of Belmont 2015	City of Canning 2015	City of Fremantle 2015	City of Cockburn 2015	City of Kwinana 2014
Overall performance <sup>(3)</sup>	50%	73%	90%	87%	80%	91%	85%
Library services	89%	78%	94%	93%	84%	94%	92%
Kerbside rubbish collection service	76%	86%	95%	97%	87%	95%	91%
Recycling service	83%	79%	92%	90%	87%	95%	76%
Parks, reserves and open spaces	76%	77%	93%	89%	80%	94%	84%
Roads, Footpaths and Cycleways	46%	62%	83%	83%	72%	84%	77%
Public facilities incl. Community Buildings, Recreation Centres and Public Toilets	81%	62%	84%	81%	68%	83%	75%
Value for money	33%	41%	79%	77%	64%	75%	62%
Vision and Leadership	49%	41%	68%	50%	50%	72%	69%
Faith & Trust (Transparency)	42%	37%	64%	-	52%	-	-
<i>sample n=</i>	<i>407</i>	<i>808</i>	<i>401</i>	<i>400</i>	<i>404</i>	<i>402</i>	<i>401</i>

NOTES:

- Information for comparable councils has been taken from annual resident satisfaction survey results that each shire or city have made publicly available through their respective websites
- Questions to include are based on being as close as possible in both meaning and measurement scale
- Additional notes regarding question comparability are on the following page 60





# Benchmarking notes for selected council and question comparison

## Benchmarking: % satisfied (6-10) <sup>(1)(2)</sup>

### Overall performance

#### Shire of Serpentine Jarrahdale

Everything considered; reputation, services and value for money, how satisfied are you with the performance of the Shire?

#### Other cities and shires

The average of two questions:

Overall satisfaction with the City as a governing organisation

Overall satisfaction with the City as a place to live

### Library services

#### Shire of Serpentine Jarrahdale

Public facilities: the library

#### Other cities and shires

Library & information services

### Kerbside rubbish collection service

#### Shire of Serpentine Jarrahdale

Waste: Kerbside rubbish collection

#### City of Fremantle

Weekly rubbish and recycling collections

#### City of Cockburn

Rubbish and recycling collections

#### Other cities and shires

Weekly rubbish collections

### Recycling service

#### Shire of Serpentine Jarrahdale

Waste: The recycling services

#### City of Fremantle

Weekly rubbish and recycling collections

#### City of Cockburn

Rubbish and recycling collections

#### Other cities and shires

Fortnightly recycling services

### Parks, reserves and open spaces

#### Shire of Serpentine Jarrahdale

Overall: Parks, reserves and open spaces

#### City of Fremantle

Parks and other green spaces

#### City of Cockburn

Parks and playgrounds

#### Other cities and shires

Parks, reserves and sporting grounds

### Roads, footpaths and cycleways

#### Shire of Serpentine Jarrahdale

Overall: Roads, footpaths and cycleways

#### Other cities and shires

The average of two questions:

Road maintenance

Footpaths and cycleways

### Public facilities incl. community buildings, recreation centres and public toilets

#### Shire of Serpentine Jarrahdale

Overall: Public facilities

#### City of Fremantle

Community buildings and halls

#### Other cities and shires

Community buildings, halls and toilets

### Value for money

#### Shire of Serpentine Jarrahdale

Overall: Value for money

#### Other cities and shires

Value for money from Council rates

### Vision and Leadership

#### Shire of Serpentine Jarrahdale

Reputation: Vision and Leadership

#### Other cities and shires

The average of two questions:

Leadership within the community

Communicates a clear vision

### Faith and trust (Transparency)

#### Shire of Serpentine Jarrahdale

Reputation: Faith and trust

#### Other cities and shires

How open and transparent Council processes are

#### NOTES:

1. Information for comparable councils has been taken from annual resident satisfaction survey results that have been made publicly available through their respective websites
2. Questions to include are based on being as close as possible in both meaning and measurement scale



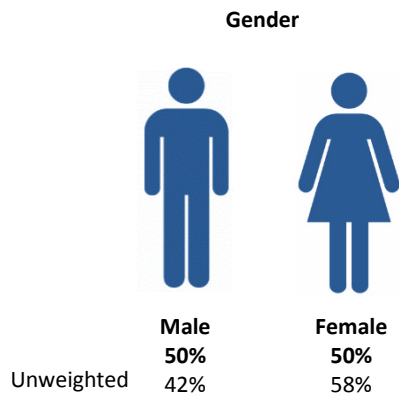
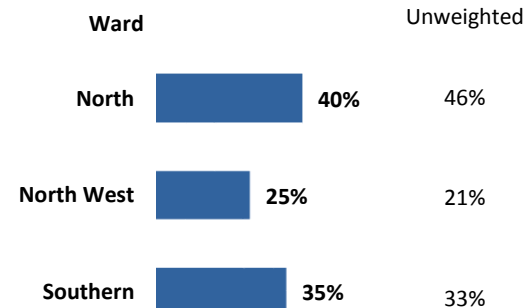
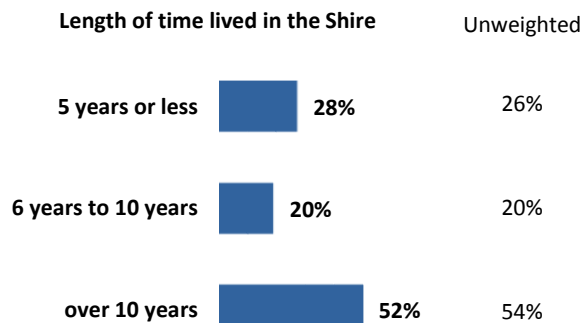
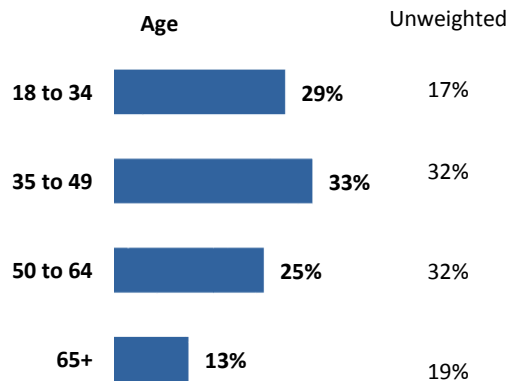
## Sample profile







# Residents Survey 2016 – Demographics <sup>(1)</sup>



### Weighting

The sample structure target is set broadly in line with known population distributions and is weighted post survey so as to be exactly representative of the known population distributions according to the 2011 Census. This represents ‘best practice’ in research and means that inferences made about the population will then be reliable, within the confidence limits.

NOTES:  
1. Total Sample: n=407





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