

Community Perceptions 2013

Results from a phone survey | September 2013



Shire of
Serpentine
Jarrahdale



The study

The study

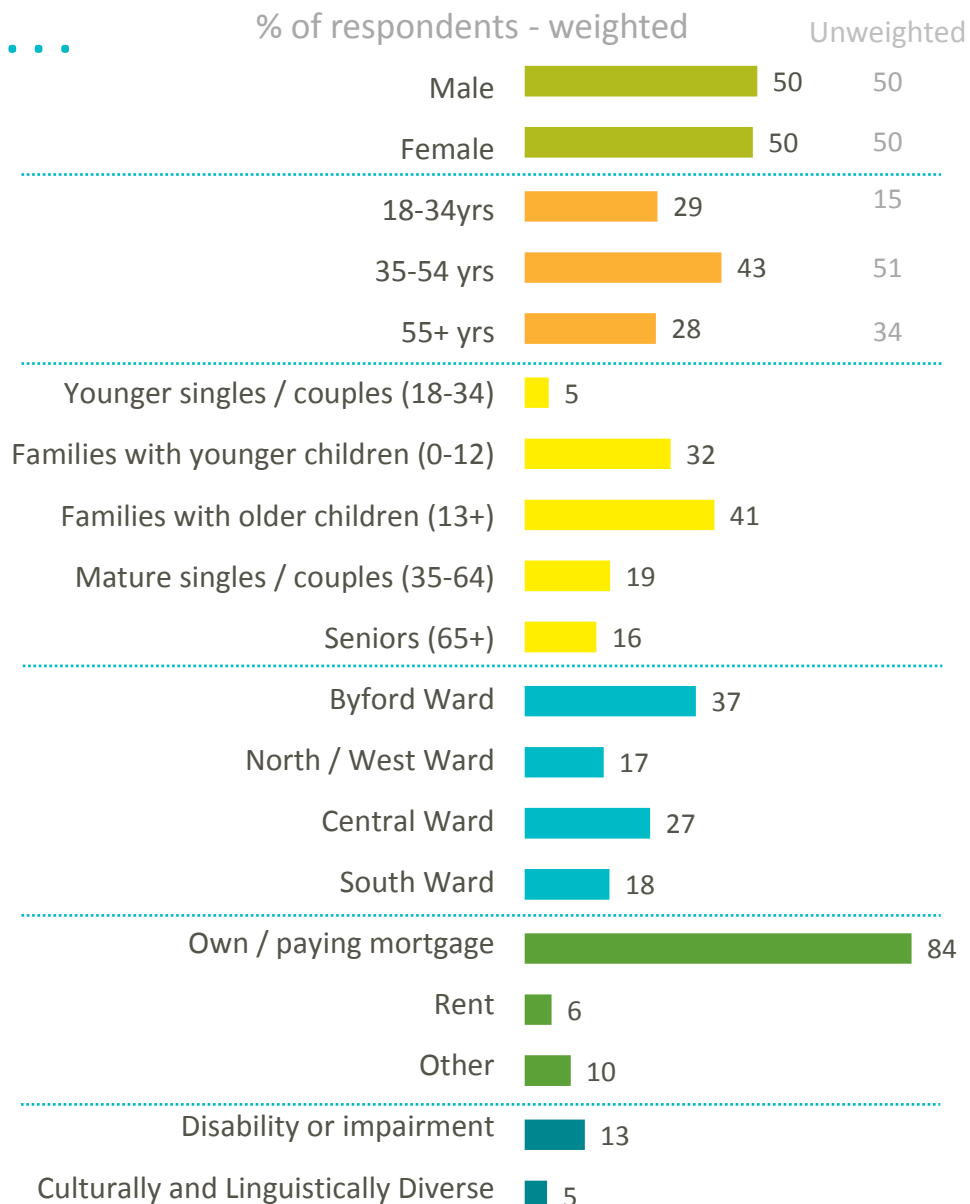
In August 2013, the Shire of Serpentine Jarrahdale administered the CATALYSE® Community Perceptions Survey.

Purpose: to determine community perceptions of Council's performance to report against key performance indicators in the Strategic Community Plan.

Methodology: the survey was conducted by phone with 402 randomly selected residents.

Interviewing was completed by the ECU Survey Research Centre, with quotas set by age, gender and location, and weighting applied by age and gender, to match the population profile.

Sampling precision is +/- 5% at the 95% confidence interval.



Councils contributing to the Industry Standards*

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* Industry Standards are provided when three or more Councils have asked the same question in the past 30 months

Strategic insights

Serpentine Jarrahdale Shire | getting back to where it once was

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Overall, 76% are satisfied with the Shire as a place to live and 54% are satisfied with the Shire as a governing organisation.

The Shire is the Industry Leader for bush fire prevention and control.

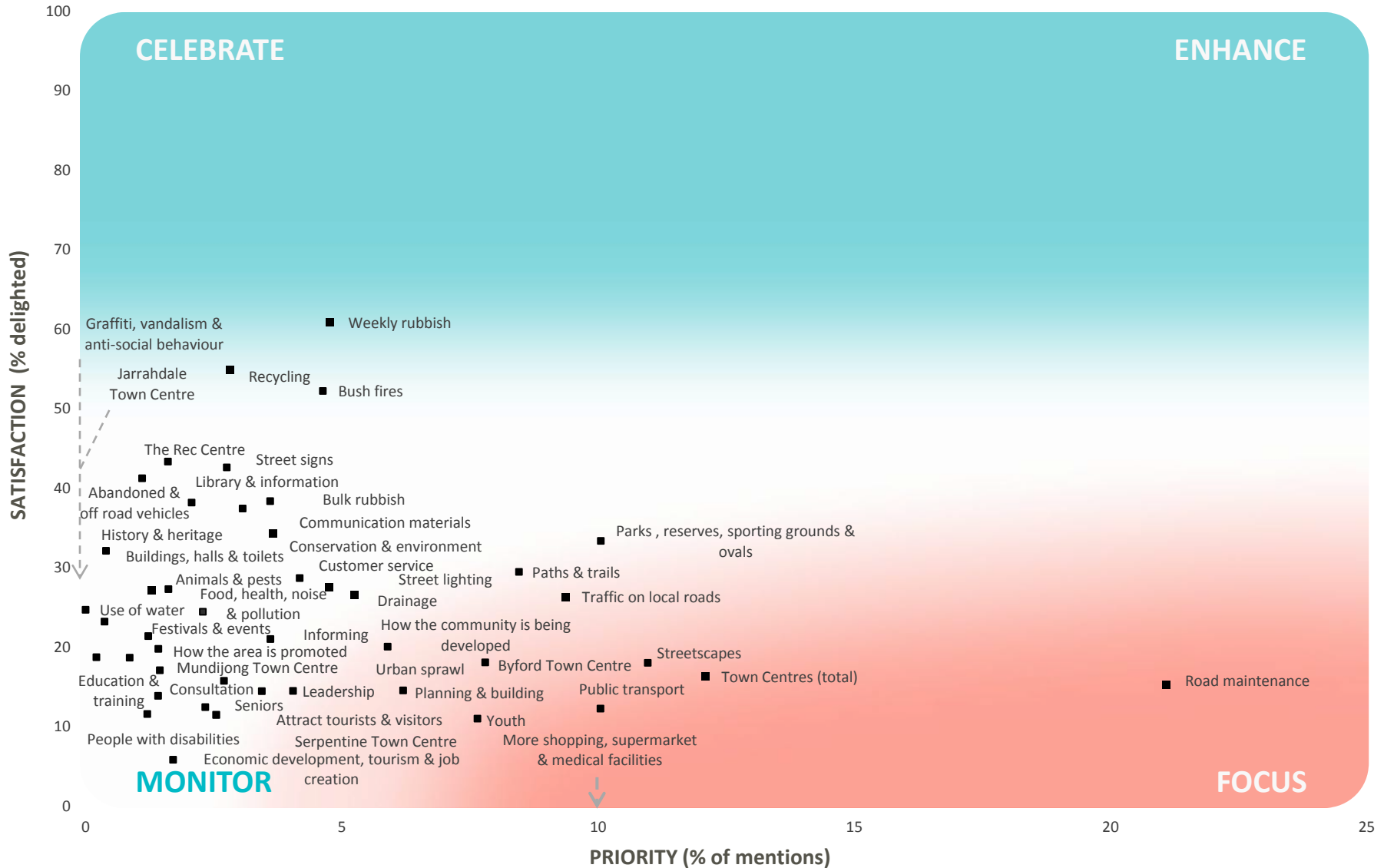
Improved by 10% or more:

- Council's **leadership** within the community
- **Understanding of the community's needs**
- Efficiency and effectiveness of **customer service**
- How the **community is being developed**
- **Parks, reserves, sporting grounds and ovals**
- **Festivals, events and cultural activities**
- Control of **graffiti, vandalism and antisocial behaviour**
- How **urban sprawl** is being managed
- How local **history and heritage** is being preserved and promoted
- Conservation and **environmental management**
- Enforcement of local laws relating to **food, health, noise and pollution**

Key priority areas:

1. **Road maintenance** – improve roads across the Shire, particularly Thomas and Kargotich roads, and roads in Byford and Mundijong
2. **Streetscapes** – beautify the area, prune trees and control weeds
3. **Access to public transport** – increase the number of buses and routes, and extend the train line to Byford
4. **Parks, reserves, sporting grounds and ovals** – provide more parks for children and families and improve sporting facilities for youth
5. **How Town Centres are being developed** – attract more shops and services to meet the demands of a growing population, particularly within the Byford Town Centre

Community Priorities TM



Q. How satisfied are you with: Base: All respondents who provided a valid response (Residents 2013 n = varies)

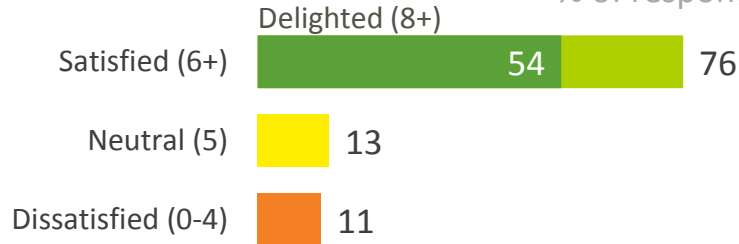
Q. Which areas would you like the Shire of Serpentine Jarrahdale to focus on improving? Anything else? Base: All respondents (Residents 2013 n = 402)

Overall perceptions

Overall satisfaction with the Shire| as a place to live

RESIDENT SATISFACTION

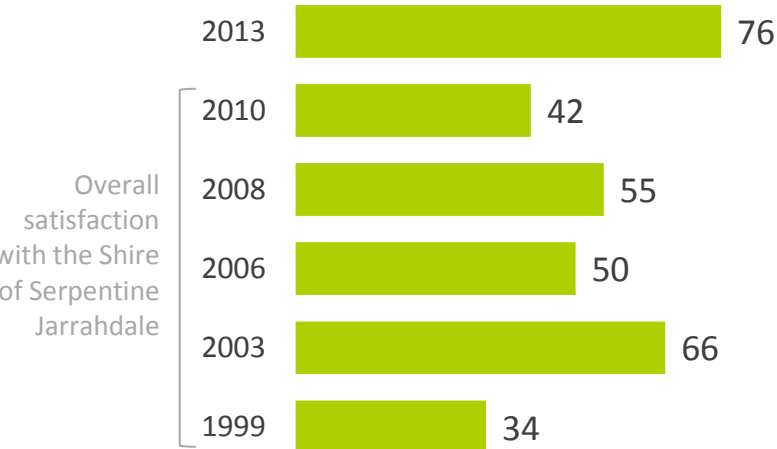
% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Overall satisfaction with the Shire as a place to live is relatively high.

There is higher satisfaction among seniors.

Residents who have read the Strategic Community Plan also appear to be more satisfied with the Shire as a place to live.

There is most room to improve perceptions among younger singles and couples, families with younger children and those in the Byford Ward.

% of respondents	Delighted	Dissatisfied	
Younger singles / couples (18-34)^	28%	27%	▲
Families with younger children (0-12)	49%	15%	▲
Families with older children (13+)	51%	11%	
Older singles / couples (35-64)	63%	6%	
Seniors (65+)	67%	10%	▲
Byford Ward	45%	16%	▲
North / West Ward	57%	6%	
Central Ward	59%	9%	
South Ward	63%	10%	
Have seen Strategic Community Plan	61%	5%	▲
Have not seen Community Plan	50%	14%	▲

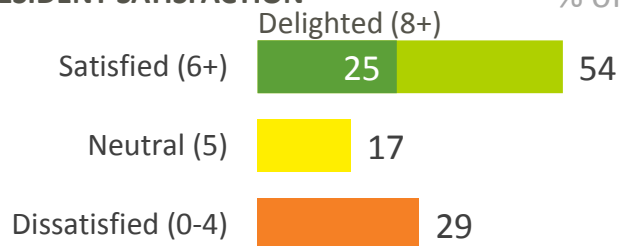
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Overall, how satisfied are you with the Shire of Serpentine Jarrahdale as a place to live? Please give a rating out of 10, where 10 is totally satisfied and 0 is totally dissatisfied. Base: All respondents who provided a valid response, excludes 'don't know' (1999 n = 150; 2003 n = 393; 2006 n = 329; 2008 n = 400; 2010 n = 397; 2013 n = 401)

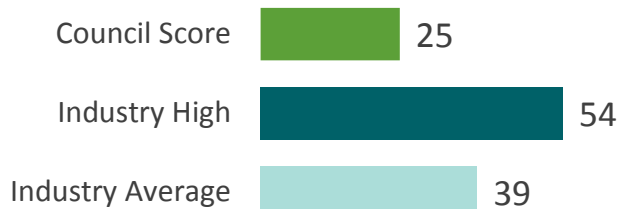
Overall satisfaction with the Shire| as a governing organisation

RESIDENT SATISFACTION

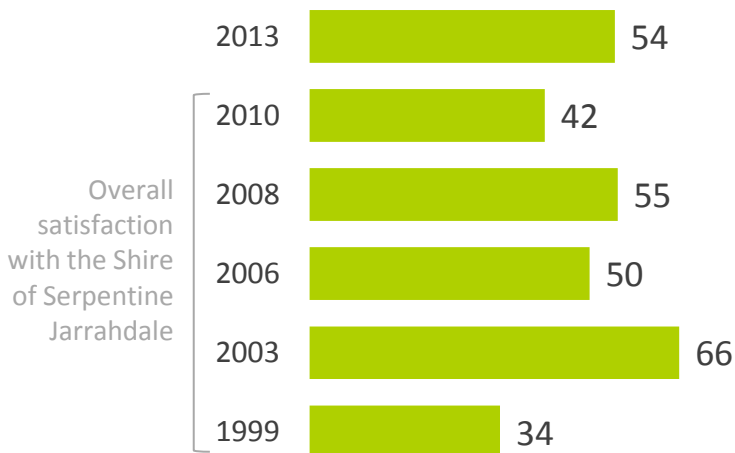
% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction with the Shire as a governing organisation is moderate.

Satisfaction is higher among older singles and couples, seniors, those in the North / West Ward and those who do not support a merger.

There is most room to improve perceptions among younger singles and couples, families with younger children and those who support a merger.

% of respondents	Delighted	Dissatisfied	
Younger singles / couples (18-34)	16%	54%	▲
Families with younger children (0-12)	18%	35%	▲
Families with older children (13+)	22%	28%	
Older singles / couples (35-64)	31%	27%	▲
Seniors (65+)	31%	18%	▲
Byford Ward	19%	32%	
North / West Ward	38%	18%	▲
Central Ward	25%	28%	
South Ward	25%	33%	
Aware of merger	22%	31%	▲
Unaware of merger	46%	14%	▲
Support merger	7%	47%	▲
Do not support merger	31%	20%	▲

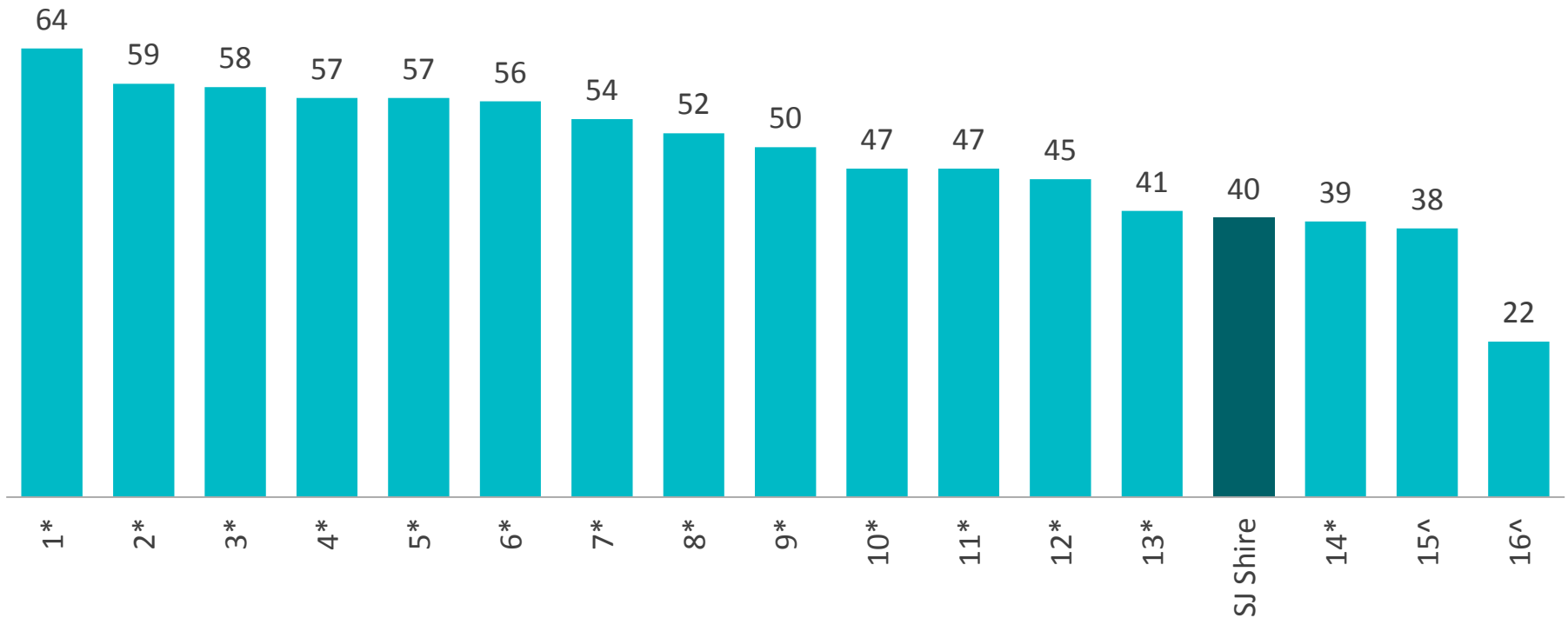
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Overall, how satisfied are you with the Shire of Serpentine Jarrahdale as the organisation that governs the local area? Please give a rating out of 10, where 10 is totally satisfied and 0 is totally dissatisfied. Base: All respondents who provided a valid response, excludes 'don't know' (1999 n = 150; 2003 n = 393; 2006 n = 329; 2008 n = 400; 2010 n = 397; 2013 n = 376)

Overall satisfaction – the Shire’s performance compared to others

This chart shows how the Shire is performing relative to other Councils when looking at the combined measure of overall satisfaction with the Shire as ‘a place to live’ and as ‘a governing organisation’.

Performance has improved significantly since the previous study with room for continued improvement.



* Average result for overall satisfaction with [INSERT COUNCIL] as a ‘place to live’ and as a ‘governing organisation’.

^ Overall satisfaction with [INSERT COUNCIL]

Overall satisfaction – on the way up

Performance has improved significantly since the previous study, with room for continued improvement.



* Average result for overall satisfaction with [INSERT COUNCIL] as a 'place to live' and as a 'governing organisation'.

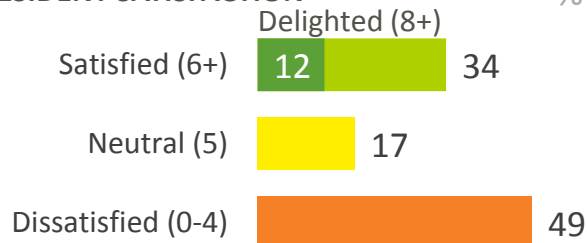
[^] Overall satisfaction with [INSERT COUNCIL]

Governance

Value for money from rates

RESIDENT SATISFACTION

% of respondents

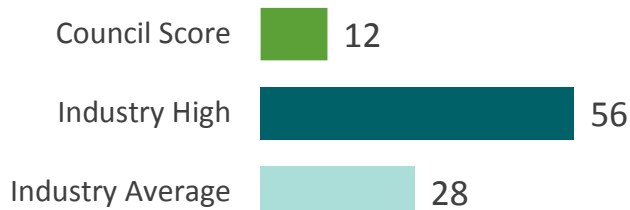


Satisfaction with value for money from Council rates is low with around half of respondents dissatisfied.

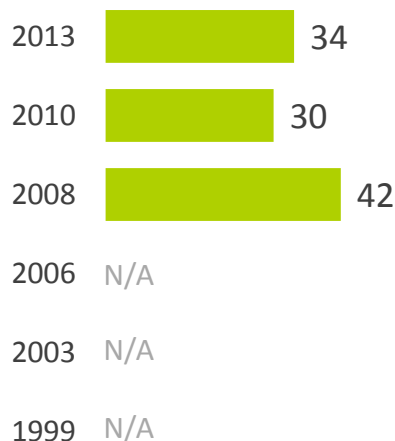
Satisfaction is higher among seniors.

There is most room to improve perceptions among families with children and those in the Byford Ward, followed by the Central Ward.

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	<i>sample too small (n < 15)</i>	
Families with younger children (0-12)	5%	62% ▲
Families with older children (13+)	8%	53% ▲
Older singles / couples (35-64)	15%	43%
Seniors (65+)	29% ▲	24%
Byford Ward	7%	55% ▲
North / West Ward	13%	38%
Central Ward	14%	51%
South Ward	21%	43%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

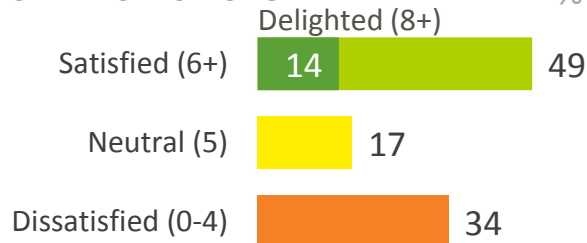
Q. How satisfied are you with the value for money you get from your rates?

Base: Respondents who own / are paying a mortgage on their home, excludes 'don't know' (2008 n = 352; 2010 n = 340; 2013 n = 299)

The Shire's leadership within the community

RESIDENT SATISFACTION

% of respondents

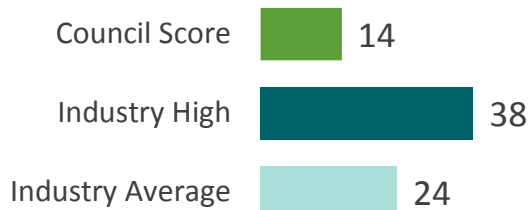


Although there has been significant improvement, satisfaction remains low.

Satisfaction is higher among those in the North / West and Central Wards.

There is most room to improve satisfaction among younger singles and couples, and families with younger children.

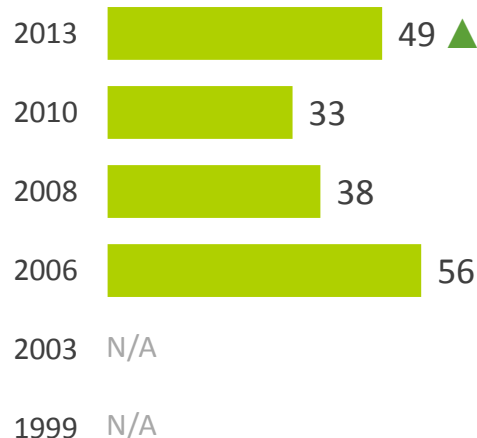
INDUSTRY STANDARDS



% of respondents

	Delighted	Dissatisfied
Younger singles / couples (18-34)^	10%	54% ▲
Families with younger children (0-12)	9%	42% ▲
Families with older children (13+)	12%	35%
Older singles / couples (35-64)	18%	30%
Seniors (65+)	21%	21%
Byford Ward	9%	35%
North / West Ward	23% ▲	26%
Central Ward	20% ▲	35%
South Ward	9%	38%

SATISFACTION HISTORY



▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

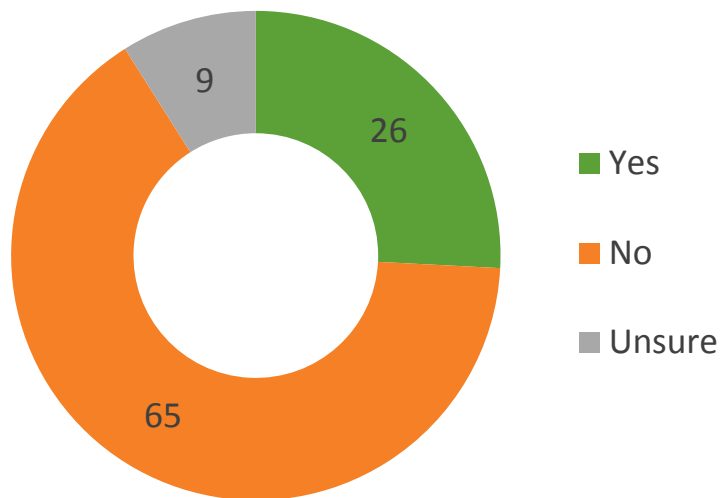
Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance.

Base: All respondents who provided a valid response, excludes 'don't know' (2006 n = 409; 2008 n = 368; 2010 n = 326; 2013 n = 305)

Strategic Community Plan | Reach

Have you received or seen the Shire of Serpentine Jarrahdale's Strategic Community Plan?

% of respondents



Reach is low with 26% of residents having received or seen the Strategic Community Plan.

Reach is lowest among younger singles and couples.

Reach appears to be similar among all other segments of the community.

% of respondents

Received / seen Strategic Community Plan

Younger singles / couples (18-34)^	7%	▼
Families with younger children (0-12)	29%	
Families with older children (13+)	28%	
Older singles / couples (35-64)	29%	
Seniors (65+)	22%	

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Have you received or seen the Shire of Serpentine Jarrahdale's Strategic Community Plan? This is the booklet that outlines the future direction, vision, goals and strategies for the Shire of Serpentine Jarrahdale, released earlier this year.

Base: All respondents who provided a valid response (2013 n = 402)

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

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

39% agree that the Shire has developed and communicated a clear vision for the area.

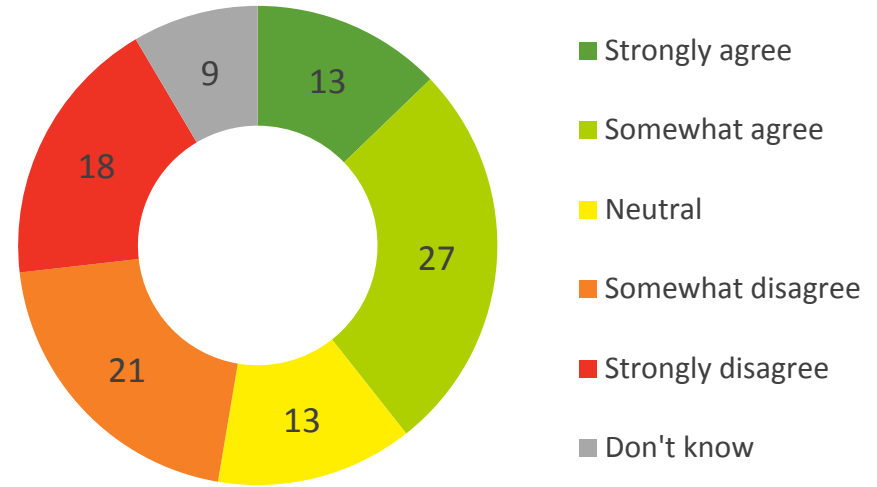
Those who have seen the Strategic Community Plan are more likely to agree.

There is most room to improve perceptions among younger singles and couples.

Those who support a merger are less likely to agree that the Shire has a clear vision.

COMMUNITY PERSPECTIVES

% of respondents



% of respondents	Agree	Disagree
Younger singles / couples (18-34) [^]	20%	61% ▲
Families with younger children (0-12)	42%	41%
Families with older children (13+)	35%	40%
Older singles / couples (35-64)	47%	37%
Seniors (65+)	47%	24%
Have seen Strategic Community Plan	51% ▲	32%
Have not seen Community Plan	34%	42%
Support merger	33%	48% ▲
Do not support merger	43%	34%

INDUSTRY COMPARISONS: % total agree



HISTORY: % total agree



▲ ▼ = significant variance ▲ ▼ = notable variance [^]Small sample size (n < 30)

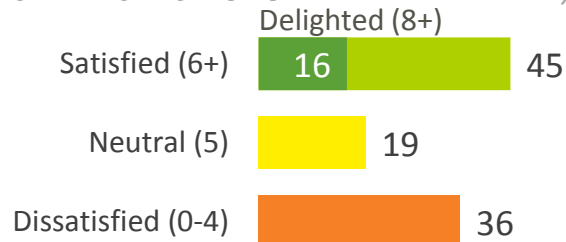
Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.

Base: All respondents who provided a valid response (2010 n = 400; 2013 n = 402)

How the community is consulted about local issues

RESIDENT SATISFACTION

% of respondents

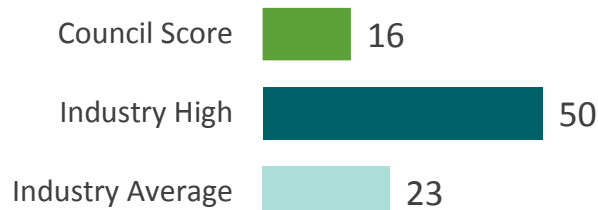


Although there has been a significant improvement since 2010, satisfaction remains low.

Satisfaction is higher among culturally and linguistically diverse (CALD) residents.

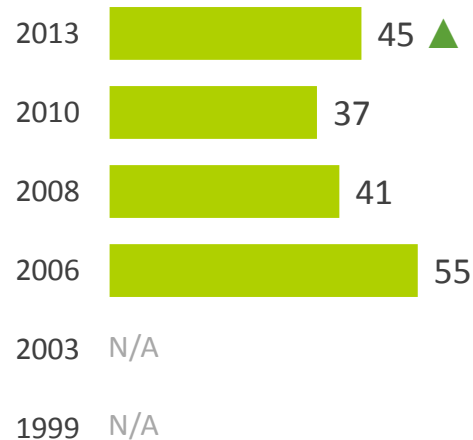
There is most room to improve perceptions among younger singles and couples, families with younger children and those in the South Ward.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	7% ▼	34%
Families with younger children (0-12)	11%	46% ▲
Families with older children (13+)	16%	31%
Older singles / couples (35-64)	19%	36%
Seniors (65+)	25%	26%
Byford Ward	15%	30%
North / West Ward	17%	36%
Central Ward	18%	38%
South Ward	13%	45% ▲
CALD^	39% ▲	19%

SATISFACTION HISTORY



▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance.

Base: All respondents who provided a valid response, excludes 'don't know' (2006 n = 433; 2008 n = 391; 2010 n = 357; 2013 n = 364)

Elected members at the Shire have a good understanding of our needs

There has been a significant improvement in perceptions with 43% of respondents now agreeing that Elected Members have a good understanding of their needs.

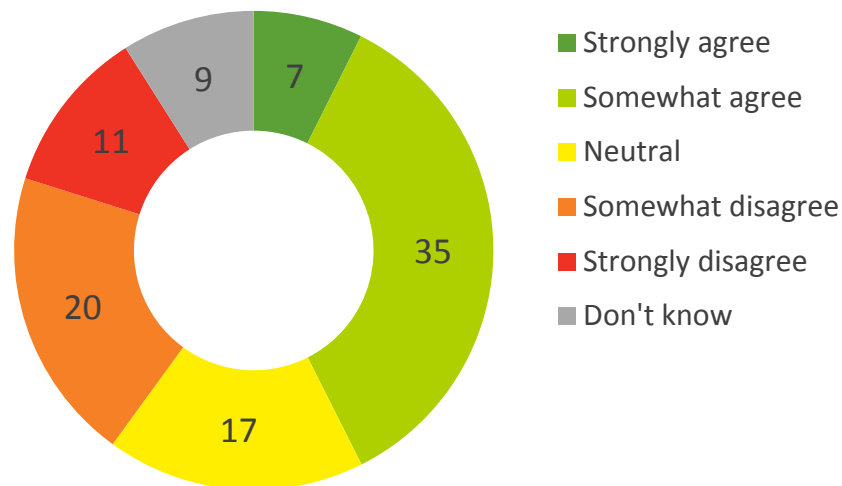
18 to 34 year olds, CALD residents and those who do not support a merger are more likely to agree.

There is most room to improve perceptions among those in the South Ward, home owners and those affected by a disability or impairment.

Residents who support a merger feel the Elected Members do not understand their needs.

COMMUNITY PERSPECTIVES

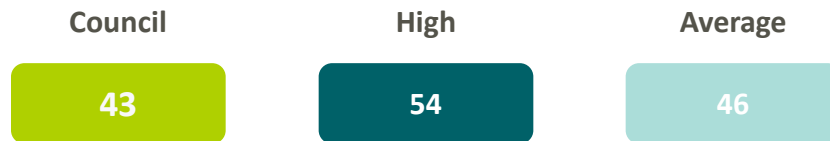
% of respondents



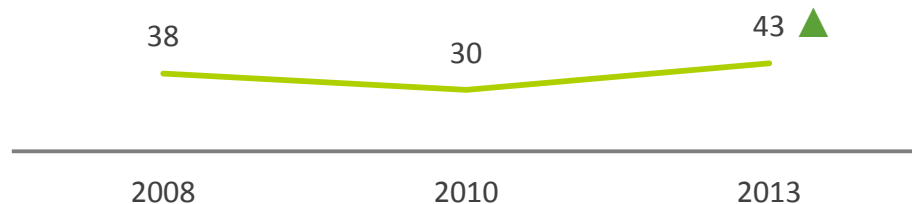
% of respondents	Agree	Disagree
18-34 years	55% ▲	26%
35-54 years	32%	36%
55+	45%	29%
Byford Ward	40%	34%
North / West Ward	47%	20%
Central Ward	49%	27%
South Ward	34%	41% ▲
Own / paying mortgage	41%	33% ▲
Rent^	40%	13%
Disability or impairment	24%	54% ▲
CALD^	66% ▲	12%
Support merger	24%	49% ▲
Do not support merger	49% ▲	24%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

INDUSTRY COMPARISONS: % total agree



HISTORY: % total agree



Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.

Base: All respondents who provided a valid response (2008 n = 403; 2010 n = 400; 2013 n = 402)

Staff at the Shire have a good understanding of our needs

There has been a significant improvement in perceptions with 47% of respondents now agreeing that staff have a good understanding of their needs.

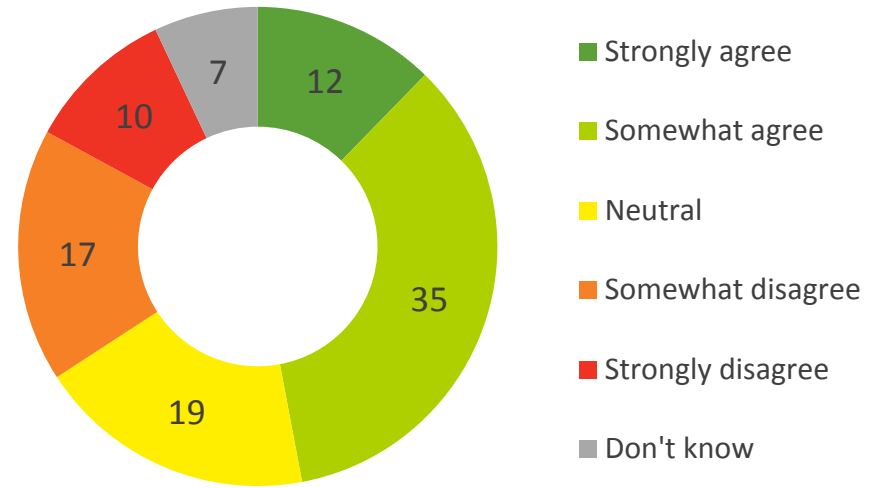
Seniors, those in the North/ West Ward, CALD residents and those who do not support a merger are more likely to agree.

There is most room to improve perceptions among residents in the South Ward.

Residents who support the recommended merger are also more likely to disagree.

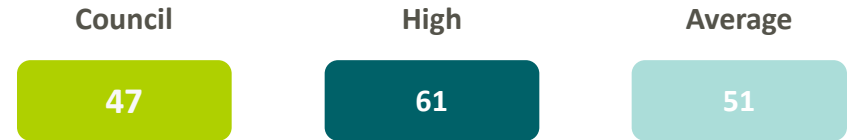
COMMUNITY PERSPECTIVES

% of respondents

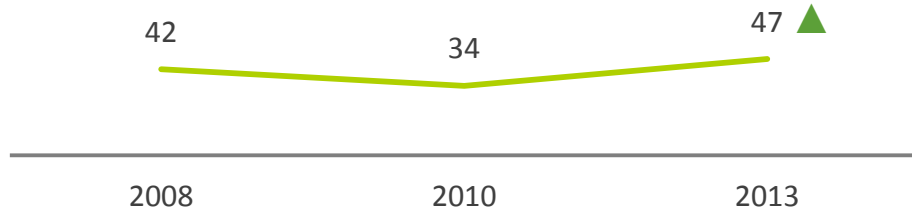


% of respondents	Agree	Disagree
Younger singles / couples (18-34)^	41%	32%
Families with younger children (0-12)	39%	29%
Families with older children (13+)	47%	26%
Older singles / couples (35-64)	46%	29%
Seniors (65+)	55% ▲	31%
Byford Ward	44%	29%
North / West Ward	59% ▲	17%
Central Ward	50%	26%
South Ward	39%	35% ▲
CALD^	71% ▲	4%
Support merger	33%	45% ▲
Do not support merger	52% ▲	19%

INDUSTRY COMPARISONS: % total agree



HISTORY: % total agree



▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

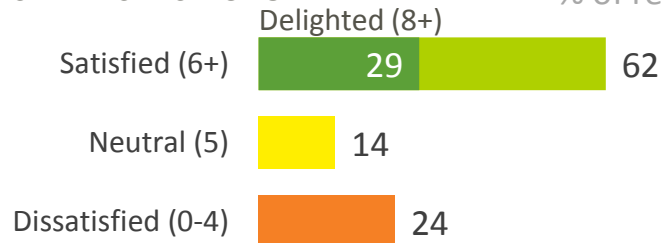
Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.

Base: All respondents who provided a valid response (2008 n = 403; 2010 n = 400; 2013 n = 402)

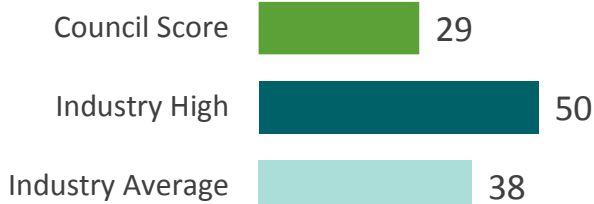
The efficiency and effectiveness of customer service

RESIDENT SATISFACTION

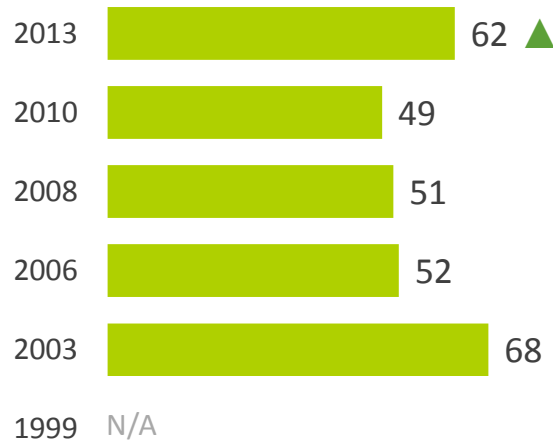
% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is moderate, having improved significantly over the past three years.

Satisfaction is higher among seniors, those in the North / West Ward and CALD residents.

There is most room to improve perceptions among younger singles and couples, followed by families with younger children.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	9%	49% ▲
Families with younger children (0-12)	22%	31% ▲
Families with older children (13+)	24%	26%
Older singles / couples (35-64)	31%	19%
Seniors (65+)	48% ▲	15%
Byford Ward	20%	29%
North / West Ward	41% ▲	17%
Central Ward	32%	24%
South Ward	30%	22%
CALD^	44% ▲	4%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

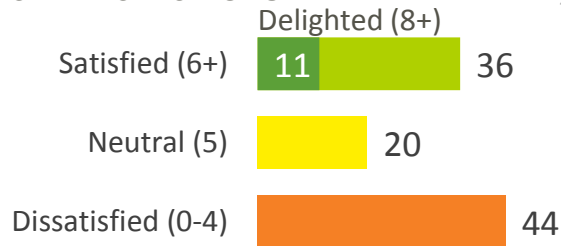
Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance. Base: All respondents who provided a valid response, excludes 'don't know' (2003 n = 377; 2006 n = 430; 2008 n = 377; 2010 n = 339; 2013 n = 353)

People and community

Services and facilities for youth

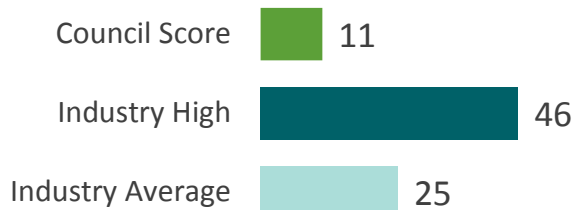
RESIDENT SATISFACTION

% of respondents

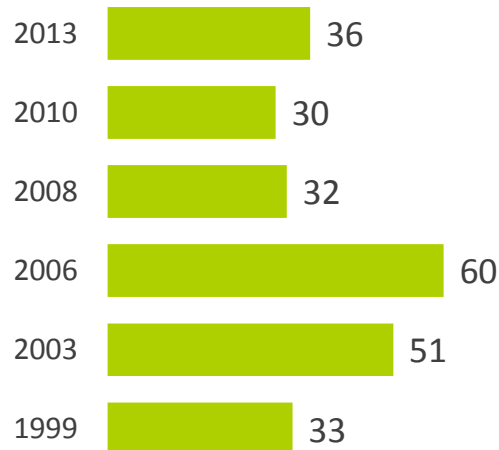


“Helping youth, more services for youth, quite often you see kids around shopping centres with nothing to do.”

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Male	7%	42%
Female	16% ▲	47%
Younger singles / couples (18-34)^	0%	68% ▲
Families with younger children (0-12)	9%	48%
Families with older children (13+)	11%	44%
Older singles / couples (35-64)	14%	42%
Seniors (65+)	16%	36%
Byford Ward	8%	44%
North / West Ward	13%	33%
Central Ward	12%	50% ▲
South Ward	14%	46%
Disability or impairment	13%	58% ▲
CALD^	17% ▲	16%

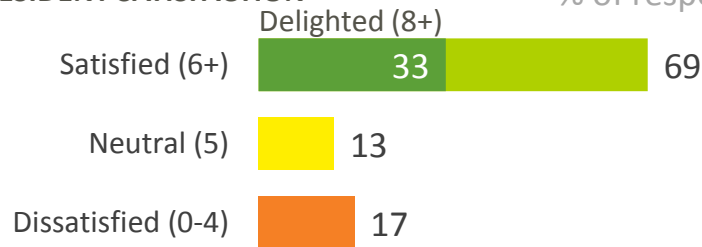
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire takes an active role in facilitating a range of services that are a shared responsibility. I'm going to read out a list of these areas. For each one I'd like you to tell me how satisfied you are. Base: All respondents who provided a valid response, excludes 'don't know' (1999 n = 150; 2003 n = 266; 2006 n = 368; 2008 n = 370; 2010 n = 338; 2013 n = 331)

Parks, reserves, sporting grounds and ovals

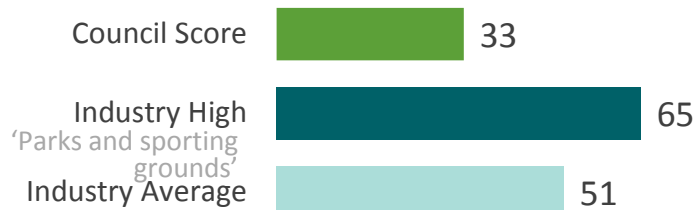
RESIDENT SATISFACTION

% of respondents



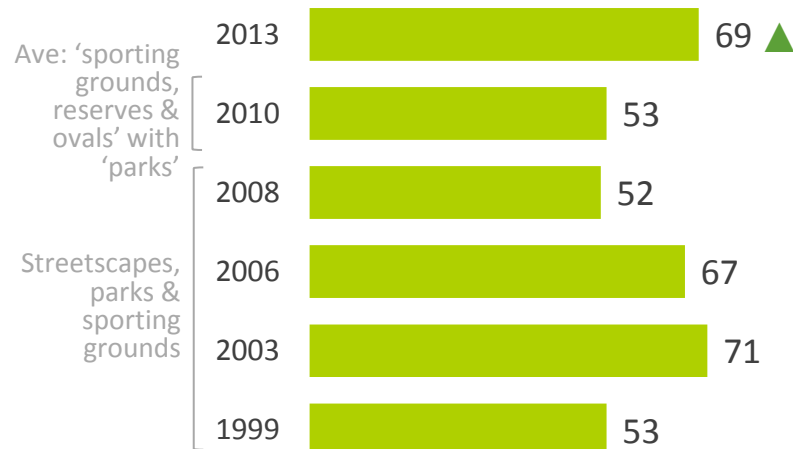
"They should stop spending money on all else and spend some money on our little town of Jarrahdale. We need things for children and things they said before need to be done such as the skate park, the ovals and the amphitheater. They should have an interest in this place."

INDUSTRY STANDARDS



"I would like the community to have more ovals to play football and other sports. Can have picnics and play sport on them. They only have 1 playing oval in Bridge Park but there aren't any organised teams in the area to play on them."

SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	23%	0%
Families with younger children (0-12)	25%	24% ▲
Families with older children (13+)	33%	20% ▲
Older singles / couples (35-64)	36%	20% ▲
Seniors (65+)	49% ▲	6%
Byford Ward	32%	16%
North / West Ward	22%	20% ▲
Central Ward	31%	23% ▲
South Ward	50% ▲	10%
Own / paying mortgage	33%	19% ▲
Rent^	37%	6%

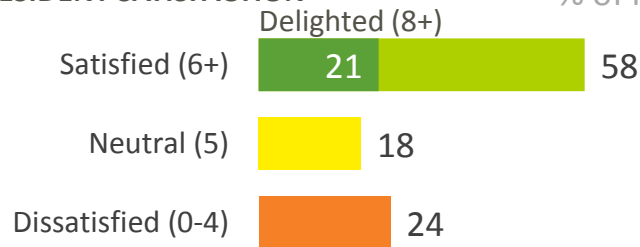
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance. Base: All respondents who provided a valid response, excludes 'don't know' (1999 n = 150; 2003 n = 362; 2006 n = 427; 2008 n = 389; 2010 n = 354 and 357; 2013 n = 381)

Festivals, events and cultural activities

RESIDENT SATISFACTION

% of respondents

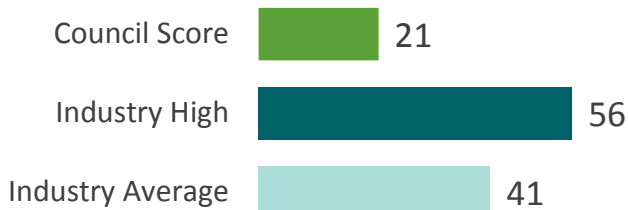


Satisfaction is now moderate, having improved significantly.

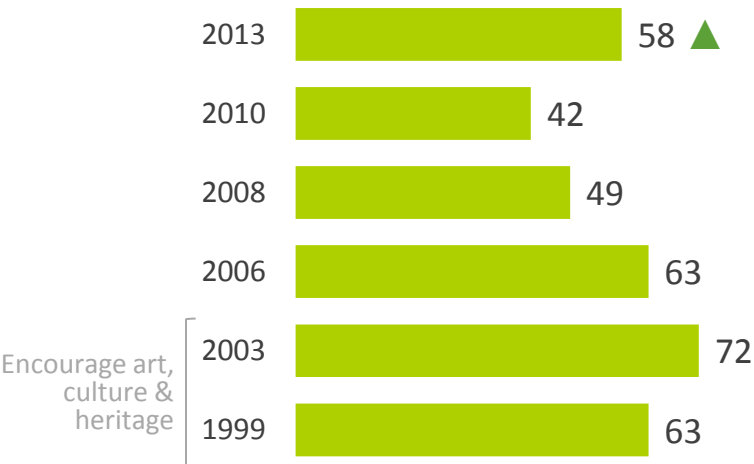
Satisfaction is higher among seniors.

There is most room to improve perceptions among families with older children and home owners.

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	21%	15%
Families with younger children (0-12)	20%	22%
Families with older children (13+)	17%	28% ▲
Older singles / couples (35-64)	18%	24%
Seniors (65+)	42% ▲	18%
Own / paying mortgage	21%	24% ▲
Rent^	31%	4%

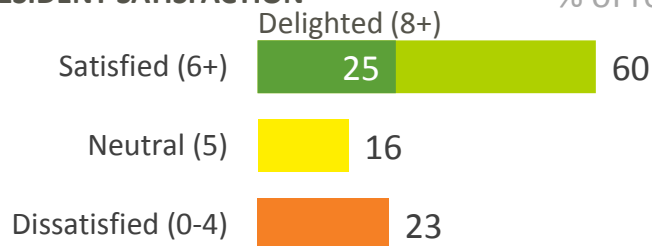
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance. Base: All respondents who provided a valid response, excludes 'don't know' (1999 n = 150; 2003 n = 315; 2006 n = 394; 2008 n = 373; 2010 n = 321; 2013 n = 337)

Control of graffiti, vandalism & anti-social behaviour

RESIDENT SATISFACTION

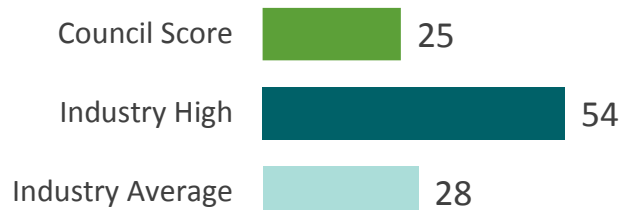
% of respondents



Satisfaction is now moderate, having improved significantly.

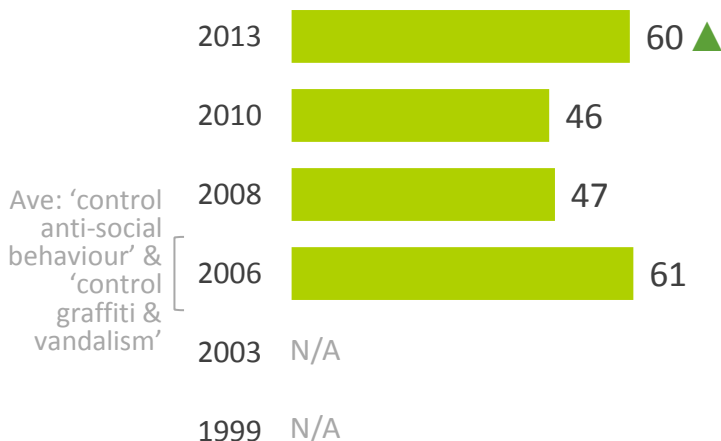
There is most room to improve perceptions among those aged between 35 and 54 years, and those in the Byford Ward, followed by South Ward.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
18-34 years	32%	18%
35-54 years	17%	29% ▲
55+	29%	21%
Byford Ward	20%	28% ▲
North / West Ward	28%	23%
Central Ward	31%	17%
South Ward	21%	25%

SATISFACTION HISTORY



▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire takes an active role in facilitating a range of services that are a shared responsibility. I'm going to read out a list of these areas. For each one I'd like you to tell me how satisfied you are.

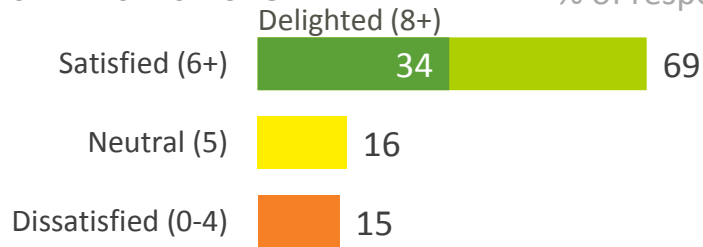
Base: All respondents who provided a valid response, excludes 'don't know' (2006 n = 389; 2008 n = 385; 2010 n = 362; 2013 n = 368)

Natural environment

Conservation and environmental management

RESIDENT SATISFACTION

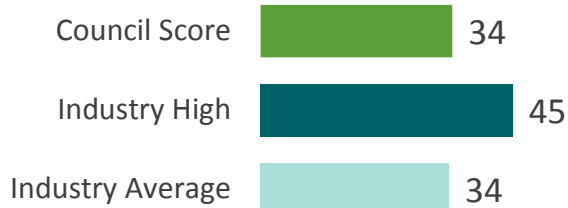
% of respondents



Satisfaction is moderate, and has improved significantly. Satisfaction is higher among those aged 55 years and over, and CALD residents.

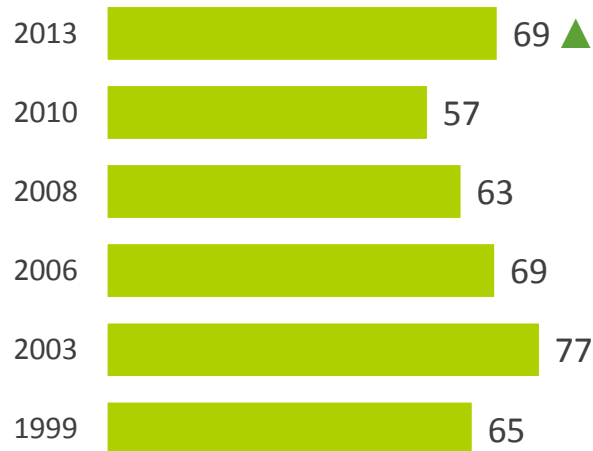
There is most room to improve satisfaction among those aged between 35 and 54 years.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
18-34 years	38%	7%
35-54 years	28% ▼	17%
55+	41% ▲	18%
CALD [^]	61% ▲	4%

SATISFACTION HISTORY



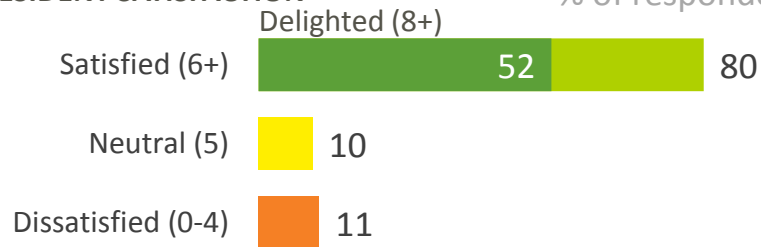
▲ ▼ = significant variance ▲ ▼ = notable variance [^]Small sample size (n < 30)

Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance. Base: All respondents who provided a valid response, excludes 'don't know' (1999 n = 150; 2003 n = 344; 2006 n = 410; 2008 n = 381; 2010 n = 352; 2013 n = 348)

Bush fire prevention and control

RESIDENT SATISFACTION

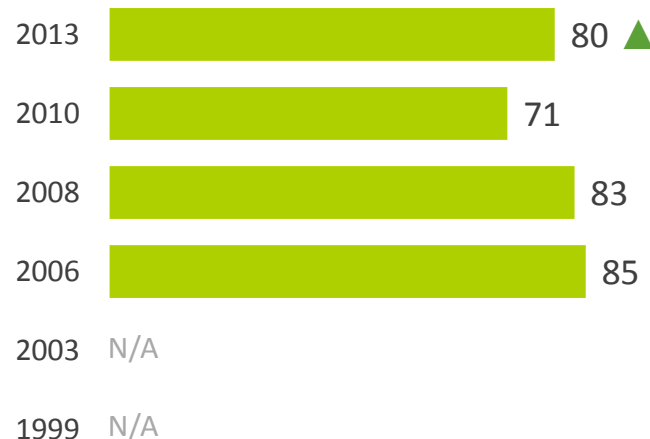
% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction is high, bouncing back to earlier levels. The Shire is setting the Industry High on this measure. Satisfaction is higher among seniors and home owners. There is most room to improve perceptions among those who are renting and those affected by a disability or impairment.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	50%	0%
Families with younger children (0-12)	44%	11%
Families with older children (13+)	49%	12%
Older singles / couples (35-64)	56%	12%
Seniors (65+)	66% ▲	9%
Own / paying mortgage	54% ▲	9%
Rent^	32%	26% ▲
Disability or impairment	42%	25% ▲

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance.

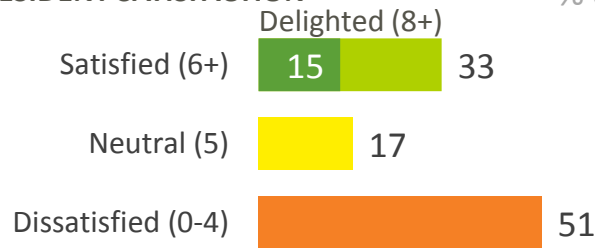
Base: All respondents who provided a valid response, excludes 'don't know' (2006 n = 406; 2008 n = 398; 2010 n = 375; 2013 n = 378)

Built environment

Planning and building approvals

RESIDENT SATISFACTION

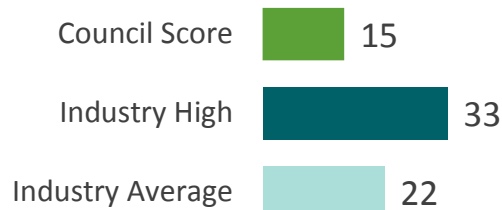
% of respondents



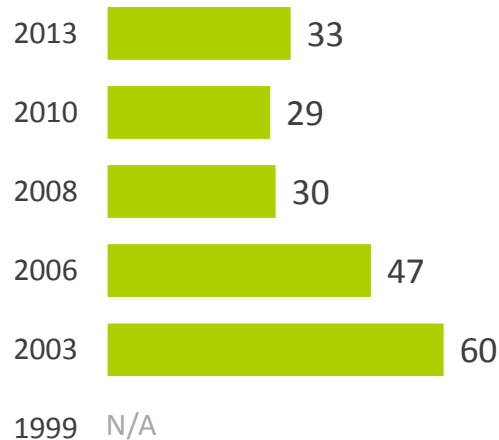
Satisfaction remains low.

There is most room to improve perceptions among families with younger children, those in the Byford and Central Wards, home owners and those with a disability or impairment.

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	0%	55%
Families with younger children (0-12)	7%	61% ▲
Families with older children (13+)	17%	51%
Older singles / couples (35-64)	19%	47%
Seniors (65+)	22%	28%
Byford Ward	10%	54% ▲
North / West Ward	25%	34%
Central Ward	14%	61% ▲
South Ward	16%	44%
Own / paying mortgage	13%	53% ▲
Rent^	28%	25%
Disability or impairment	18%	65% ▲

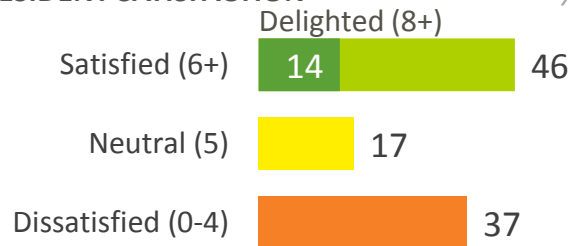
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance. Base: All respondents who provided a valid response, excludes 'don't know' (2003 n = 310; 2006 n = 396; 2008 n = 359; 2010 n = 315; 2013 n = 304)

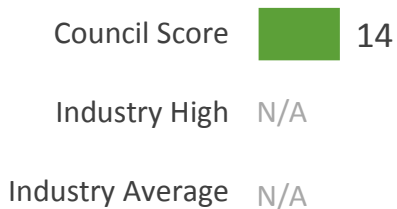
How urban sprawl is being managed

RESIDENT SATISFACTION

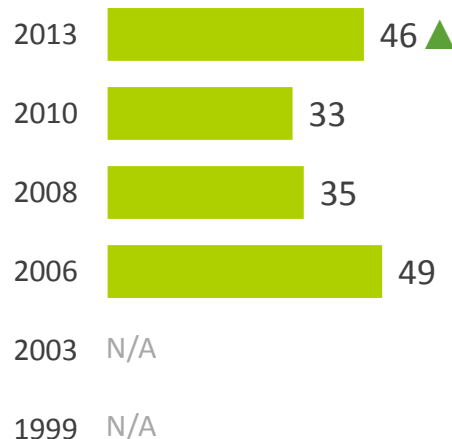
% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



Satisfaction remains low, although there has been significant improvement in recent years.

Satisfaction is higher among seniors.

There is most room to improve perceptions among younger singles and couples, those in the Byford Ward and home owners.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	0%	62% ▲
Families with younger children (0-12)	11%	40%
Families with older children (13+)	15%	36%
Older singles / couples (35-64)	12%	34%
Seniors (65+)	26% ▲	35%
Byford Ward	10%	45% ▲
North / West Ward	16%	29%
Central Ward	20%	34%
South Ward	15%	32%
Own / paying mortgage	15%	40% ▲
Rent^	17%	17%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire takes an active role in facilitating a range of services that are a shared responsibility. I'm going to read out a list of these areas. For each one I'd like you to tell me how satisfied you are.

Base: All respondents who provided a valid response, excludes 'don't know' (2006 n = 398; 2008 n = 388; 2010 n = 353; 2013 n = 354)

How the Town Centres are being developed

Average of Byford, Mundijong, Jarrahdale and Serpentine Town Centre satisfaction scores

RESIDENT SATISFACTION % of respondents

Delighted (8+)

Satisfied (6+) 16 36

Neutral (5) 18

Dissatisfied (0-4) 46

“Improve Byford area. Give it some sort of 'focus' and 'heart'. It is a place without an identity. Have a civic centre and a park, preferably on the highway where it is visible to people, so Byford can have some character and identity.”

INDUSTRY STANDARDS

Council Score 16

Industry High 47

Industry Average 26

SATISFACTION HISTORY

2013 36

2010 27

2008 N/A

2006 N/A

2003 N/A

1999 N/A

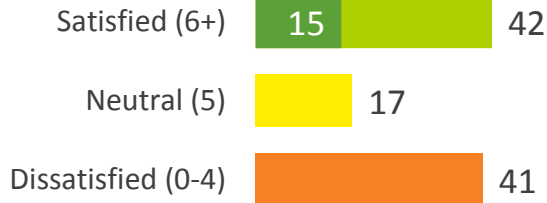
Q. The Shire takes an active role in facilitating a range of services that are a shared responsibility. I'm going to read out a list of these areas. For each one I'd like you to tell me how satisfied you are. Base: Respondents who live in South Ward and who provided a valid response, excludes 'don't know' (2013 n = varies)

Road maintenance

RESIDENT SATISFACTION

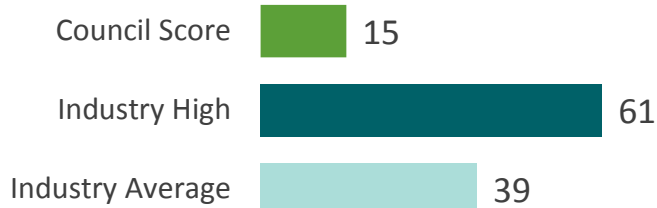
% of respondents

Delighted (8+)

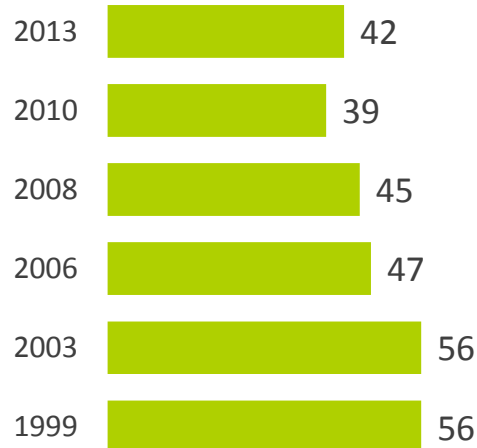


“They need to repair the roads that are used by large heavy hauling trucks because they are getting more and more damaged.”

INDUSTRY STANDARDS



SATISFACTION HISTORY



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	7%	66% ▲
Families with younger children (0-12)	11%	42%
Families with older children (13+)	12%	40%
Older singles / couples (35-64)	19%	40%
Seniors (65+)	26% ▲	29%

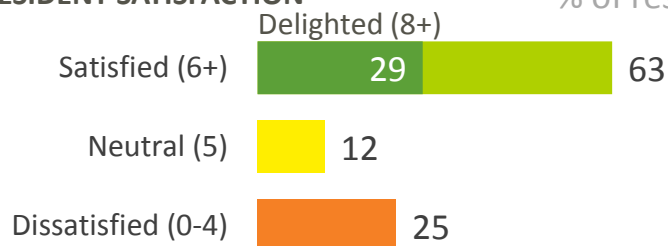
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance. Base: All respondents who provided a valid response, excludes 'don't know' (1999 n = 150; 2003 n = 396; 2006 n = 429; 2008 n = 401; 2010 n = 396; 2013 n = 400)

Paths and trails

RESIDENT SATISFACTION

% of respondents

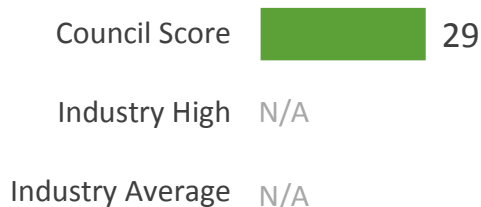


Satisfaction remains moderate, and the community has identified this as a priority for improvement.

Satisfaction is higher among seniors and CALD residents.

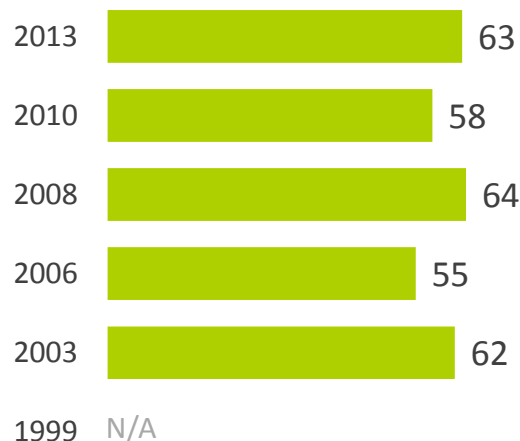
There is most room to improve perceptions among families with younger children, and older singles and couples.

INDUSTRY STANDARDS



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	29%	23%
Families with younger children (0-12)	22%	33% ▲
Families with older children (13+)	24%	17%
Older singles / couples (35-64)	34%	29% ▲
Seniors (65+)	52% ▲	14%
CALD^	59% ▲	15%

SATISFACTION HISTORY



▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

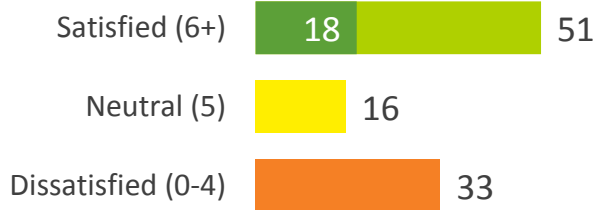
Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance. Base: All respondents who provided a valid response, excludes 'don't know' (2003 n = 335; 2006 n = 423; 2008 n = 378; 2010 n = 338; 2013 n = 361)

Streetscapes

RESIDENT SATISFACTION

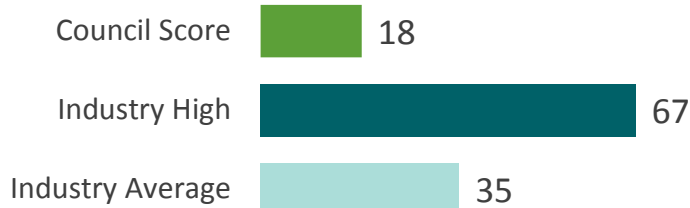
% of respondents

Delighted (8+)



"I would like them to tidy the streets and roads more often. I would like them to focus on the presentation of a beautiful area with the streetscapes."

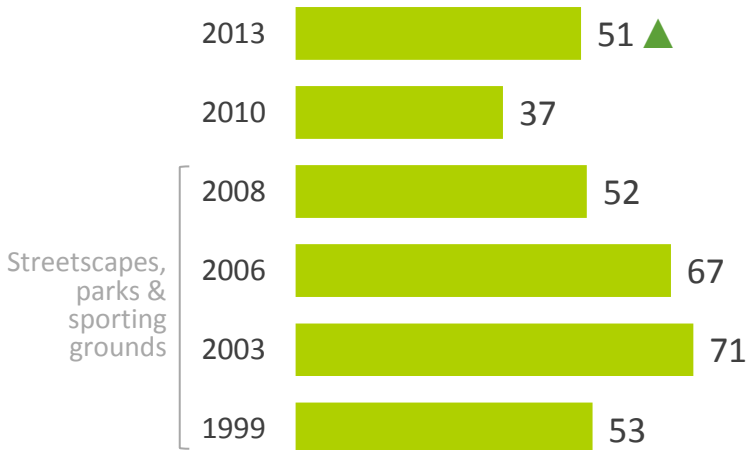
INDUSTRY STANDARDS



% of respondents

	Delighted	Dissatisfied
Younger singles / couples (18-34)^	8%	14%
Families with younger children (0-12)	15%	42% ▲
Families with older children (13+)	15%	37%
Older singles / couples (35-64)	24%	32%
Seniors (65+)	23%	28%

SATISFACTION HISTORY



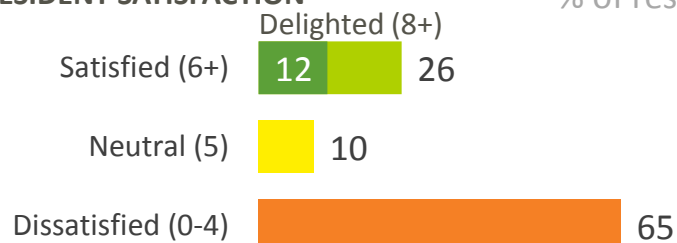
▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. I'm going to read out a list of areas that the Shire of Serpentine Jarrahdale is directly responsible for. For each one I'd like you to tell me how satisfied you are with the Council's performance. Base: All respondents who provided a valid response, excludes 'don't know' (1999 n = 150; 2003 n = 362; 2006 n = 427; 2008 n = 389; 2010 n = 354; 2013 n = 373)

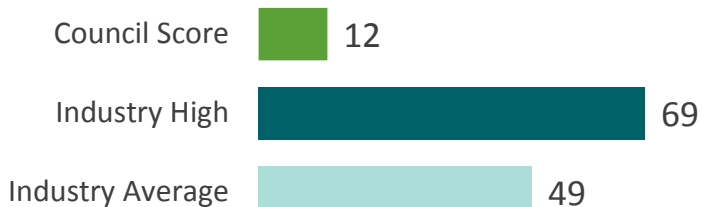
Access to public transport

RESIDENT SATISFACTION

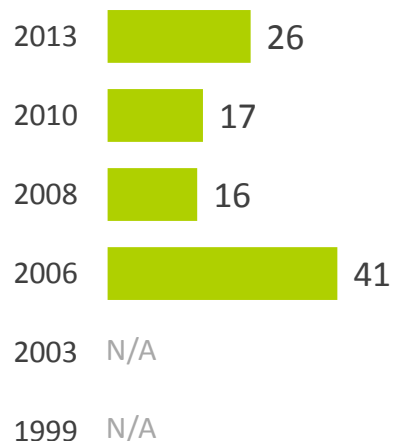
% of respondents



INDUSTRY STANDARDS



SATISFACTION HISTORY



"Better public transport in the Serpentine area. I would like to see buses frequently in the area. The bus that comes to my area only comes once a week, every Saturday only."

"Would love to have a train that runs down through Byford connecting to Perth railway."

% of respondents	Delighted	Dissatisfied	
Younger singles / couples (18-34)^	20%	80%	▲
Families with younger children (0-12)	15%	67%	
Families with older children (13+)	13%	62%	
Older singles / couples (35-64)	12%	55%	
Seniors (65+)	10%	70%	
Byford Ward	22%	52%	
North / West Ward	2%	76%	▲
Central Ward	10%	63%	
South Ward	5%	82%	▲

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. The Shire takes an active role in facilitating a range of services that are a shared responsibility. I'm going to read out a list of these areas. For each one I'd like you to tell me how satisfied you are.

Base: All respondents who provided a valid response, excludes 'don't know' (2006 n = 402; 2008 n = 387; 2010 n = 374; 2013 n = 378)

Council amalgamations | community views

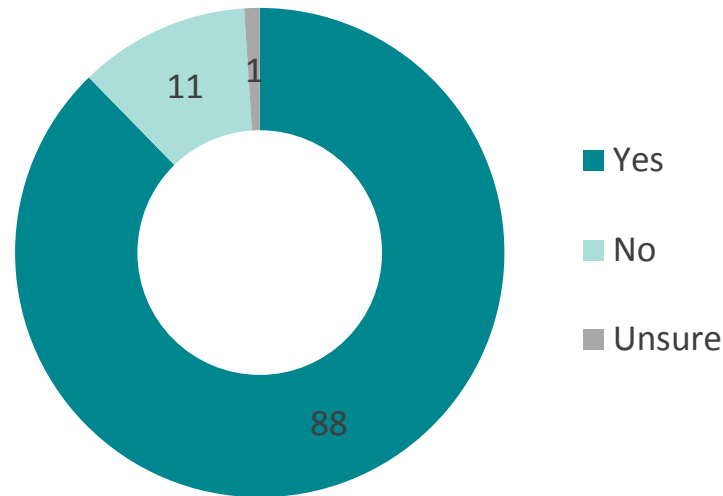
Local Government merger | Awareness

.....

Around 9 in 10 are aware of the State Government's recommendation to merge with the City of Armadale. Awareness is similar across the community.

Are you aware that the State Government is recommending a merger between the Shire of Serpentine Jarrahdale and the City of Armadale?

% of respondents



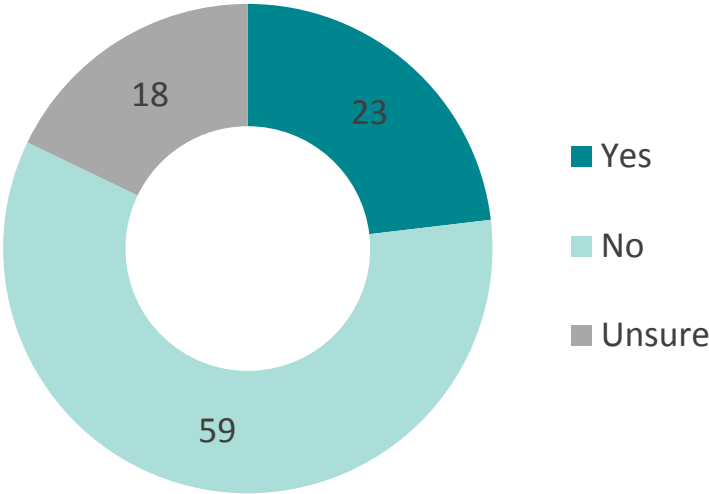
Q. Are you aware that the State Government is recommending a merger between the Shire of Serpentine Jarrahdale and the City of Armadale?

Base: All respondents who provided a valid response (2013 n = 402)

Local Government merge | Support

Do you support the State Government's recommendation for this merger?

% of respondents



Just under a quarter of respondents support the merger. Males and families are most likely to support the merger, while residents in the South Ward are more likely to feel opposed.

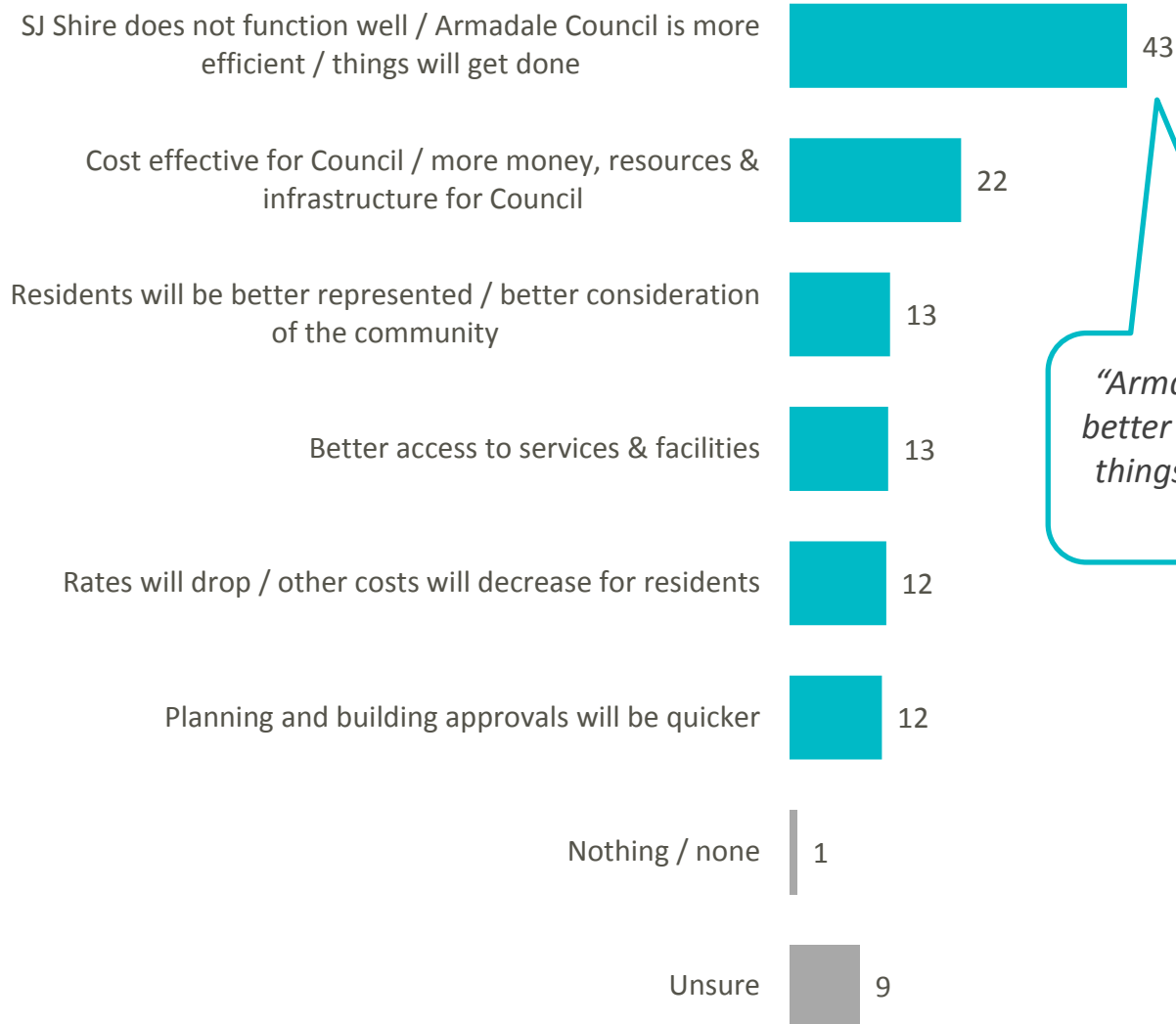
% of respondents	Support	Oppose
Male	30% ▲	54%
Female	17%	64%
Younger singles / couples (18-34)^	13%	68%
Families with younger children (0-12)	29%	46% ▼
Families with older children (13+)	27%	55% ▼
Older singles / couples (35-64)	18%	65%
Seniors (65+)	17%	69%
Byford Ward	28%	52%
North / West Ward	26%	62%
Central Ward	22%	58%
South Ward	12% ▼	73%

▲ ▼ = significant variance ▲ ▼ = notable variance ^Small sample size (n < 30)

Q. Do you support the State Government's recommendation for this merger?
 Base: All respondents who provided a valid response (2013 n = 402)

Why residents support the merger

.....
% of respondents

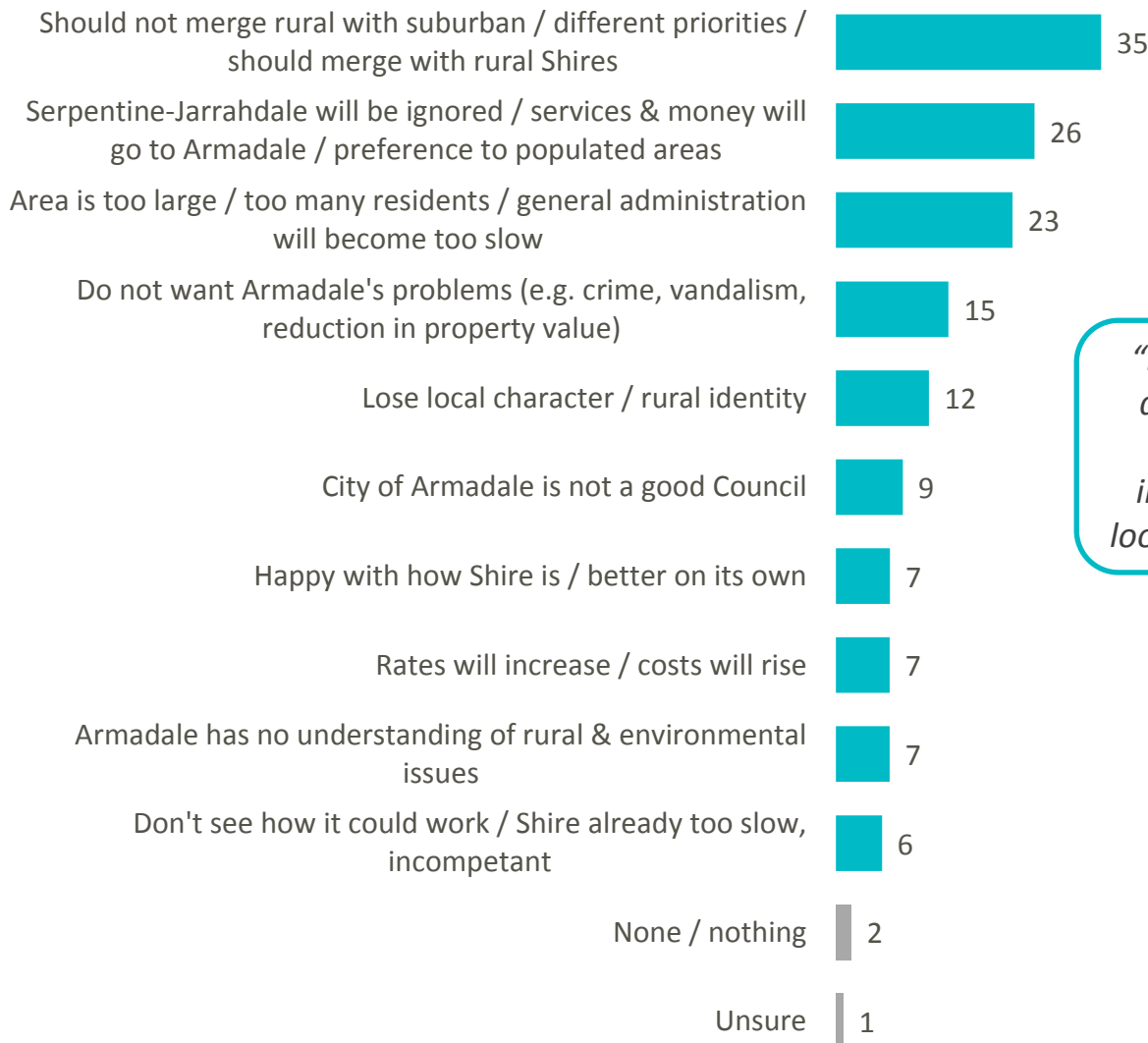


“Armadale seems to have a better track record of getting things done quicker in their community.”

Q. Why DO you support the merger?
Base: Respondents who support recommended amalgamation (n = 92)

Why residents do not support the merger

% of respondents



“Because we are in a rural area and I don't think we would share the same interests as a council that looks after a suburban area.”

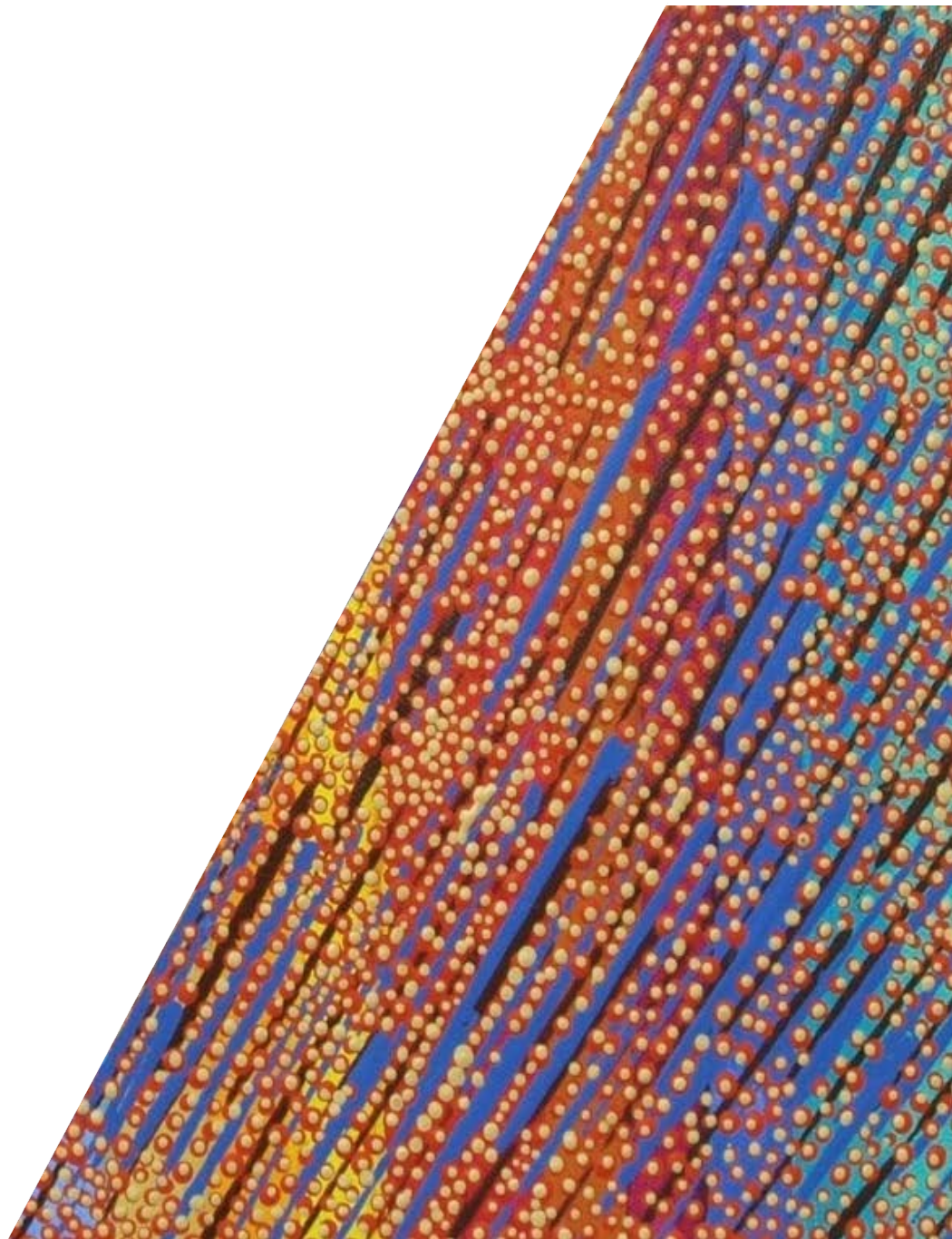
Q. Why DO YOU NOT support the merger?

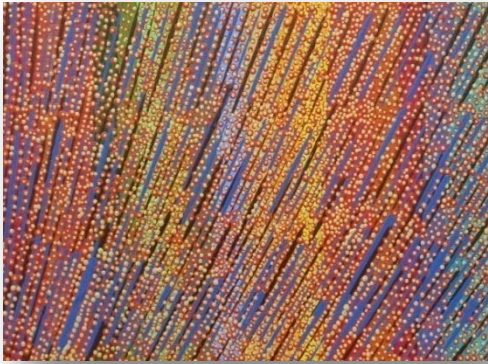
Base: Respondents who do not support recommended amalgamation (n = 232)



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CATALYSE is proud to support Indigenous artists.

“Fireworks” is the exciting work of Yinjaa-Barni Artist, Maudie Jerrold.

Yinjaa-Barni Artists are traditional owners from the Fortescue River region. Their paintings depict the remarkable country of the Pilbara in Western Australia's north-west. The contrasts of the harsh environment with the hidden gorges of cool water, the seeds and flowers bursting out after rain, are moments that belong to the great Creation stories of the Marrga.

Other works may be viewed at the Japingka Gallery in Fremantle [www.japingka.com.au].