



Serpentine  
Jarrahdale Shire



## Community Perceptions Survey 2010 and Response

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# Introduction

Every two years, the Shire undertakes a Community Perceptions Survey to stay in touch with the community. Approximately 400 residents are randomly selected for the telephone survey.

The results are useful as it helps the Shire determine priorities and areas for improvement. This year the results of the December 2010 survey have identified the following eight areas residents would like the Shire to focus on:

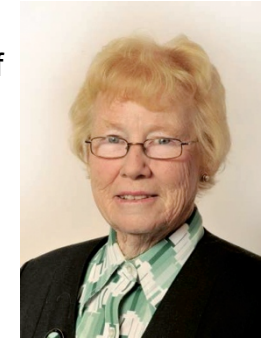
- Road maintenance
- Planning and building approvals
- How the community is being developed
- Access to public transport
- The Byford Town Centre
- Youth services
- Streetscapes
- How the community is consulted



Some of the community priorities, such as public transport, are not controlled by local government. However, this survey allows us to show the State Government the gaps in their service that the community would like them to focus on.

The survey results indicate there is significant room for improvement and Council is determined to increase the levels of

overall community satisfaction so that next time we do the survey, we have the majority of residents happy with Council's performance.



It is also essential to celebrate some of the positives. Since the last survey, there has been a big rise in satisfaction with library and information services as well as communication materials such as the SJ Update and the Council's website. As ever, our emergency services received a high rating and are performing above the industry average.

We know high growth limits a local government's financial capacity to provide community infrastructure because we have studied and formed alliances with other growth councils at a state and national level who are suffering the same growing pains.

Most people think that by getting more residents, you'll be getting more rates and be able to afford to meet community expectations but unfortunately high growth councils end up with a large population before they've had time to amass enough savings to provide for their residents. It's like suddenly ending up with quintuplets on a single income in a one bedroom flat!



## Introduction continued

The following is a typical, real-life example of a council that experienced rapid growth with its population doubling from 30,000 in 1993 to 60,000 in 2005. This represents an average annual growth rate of 5.9%. Over this period that council generated \$220M in rate revenue. Over the corresponding period of time, the State average was much slower at a rate of 1.7% per annum. If that council had grown at the same rate as the rest of WA it would have reached its 60,000 population in 2040. Over this longer period, that council would have amassed rate revenue of \$670M. By growing so quickly they effectively missed out on \$450M worth of additional rate income. It is standard for a local government to invest approximately 10% of its rate revenue into capital projects. Using this as a basis, that council had foregone \$45M in capital projects and missed out on 35 years of grant and borrowing opportunities.

In Serpentine Jarrahdale's case, our growth rate is even higher, being around 7.6% for the last 5 years. The Shire's most optimistic analysis of all the community facilities and services we will need for our ultimate population indicates there will be a \$52M gap. It is a harsh reality that even with

the best financial management, obtaining maximum amounts of grant funds and receiving contributions from developers we are still going to fall short of the income we need, simply because we are growing too quickly.

Community feedback from survey's such as this are critical as Council faces the unenviable task of trying to prioritise its limited resources to meet the needs of our community. However, there is great work already underway in some of the priority areas that I would like to tell you about in the coming pages.





# Community Perceptions Survey 2010 and response

## Road maintenance

This is the area the community is most dissatisfied with and have asked us to place the greatest priority on.

It is already a focus for Council and over the past five years, we have been investing more and more funds into road construction and maintenance. In fact, in last year's budget, it was the most ever at \$4.5million and for 2011/12 is planned to increase to \$5.7 million.

Furthermore we've been successful in receiving more than \$2million worth of grants to improve our roads next year, the most ever. This is primarily from State and Federal funding, which makes our ratepayers dollars go further. The Shire's recently adopted Fully Costed Plan for the Future lists the specific roads which will be upgraded over the next four years.



## Planning and building approvals

### EDA (Electronic Development Applications)

As part of a State-wide pilot program involving eight councils, this exciting initiative, which has been under development for 18 months, is due to go live for planning applications in July 2011. Building applications are then set to follow.

Customers will be able to lodge applications online on the Shire's website, making the approvals process quicker, easier and more efficient for applicants.

### Planning information and maps online

We have developed a wealth of information which is available on our website via our Intramaps system at [www.sjshire.wa.gov.au/](http://www.sjshire.wa.gov.au/) online-mapping to allow customers to view zoning maps and aerial photographs which will assist with completing applications, as well as finding out information about properties.

# Community Perceptions Survey 2010 and response continued

## Project 28 and policies

Project 28 is a new initiative focussed on streamlining turn-around times for planning applications – ultimately we aim to assess as many as possible within 28 days. Already we have seen a 30% reduction in processing times for subdivision applications.

To meet this target, Council and officers are working hard to adopt more and more policies. This will make it clear what information customers need to provide with their applications, reduce the number of items that need to be decided by Council – which reduces cost, workload and time for everyone.

## Relationships

Planning and Building staff are also focussed on improving even further the relationships they have with the building and development industry, as well as State Government agencies to achieve the best possible outcomes for our community.

*“I have dealt with the majority of councils in Perth, and when it comes to efficiency, turnaround times and helpfulness, the Building department at the Serpentine Jarrahdale Shire is one of the best.*

*“We know that councils are understaffed and are flooded with building applications but your Building team is never too busy to answer a query or help out in any way, which in this current environment, just does not happen! Even more surprising given that majority of the land available in Perth at the moment would, in my opinion, have to be in your Shire!*

*I wish all my clients would build homes in the SJ Shire because at least then I can confidently tell them that we will have all their approvals in place within a certain timeframe rather than tell them that it's like predicting the lotto numbers where we have no idea how long the whole pre construction process will take.*

*I look forward to building more homes in the area!”*

**Sales consultant, Webb & Brown-Neaves**



# Community Perceptions Survey 2010 and response continued

## *How the community is being developed*

The community is already enjoying the benefits following last year's much needed upgrades to the Atwell Pavilion, Clem Kentish Hall, Bruno Gianatti Hall and Byford Hall. There are more great refurbishments to existing facilities earmarked in the Fully Costed Plan for the Future as well as some new ones planned to meet the needs of our rapidly expanding community.

There will be a multipurpose community centre at The Glades designed to cater for the 12,000 new residents that will call this subdivision home. Upgrades to the kitchens at the SJ Community Recreation Centre, Byford Hall and Bruno Gianatti Hall will allow a greater range of functions and activities to be held in these venues.



Our playgrounds will be progressively covered with shade sails and new playgrounds will be built at the Byford Central Oval and Clem Kentish Hall.

Our current over utilised sports grounds will welcome the coming online of the Byford Central Oval with its ablution and storage facilities as well as the redevelopment of the Briggs Park Lower Oval, not to mention some new storage facilities to replace the sea container. Tennis, netball and basketball courts with clubrooms will also be constructed throughout Byford.

The incredibly important work of our volunteer emergency services personnel will be enhanced with a multi-million investment into the refurbishment of the Serpentine Fire Station, the construction of a new Oakford Fire Station, the relocation of the Byford Fire Station and the establishment of a co-located Emergency Services Facility in Mundijong.

The fabulous parklands being developed along the multiple use corridors in the Glades, Red Gum Brook and Byford by the Brook will continue to weave the natural beauty of our environment through our new urban areas. More footpaths are being funded through the Fully Costed Plan for the Future so residents can explore their beautiful community.



# Community Perceptions Survey 2010 and response continued

## Access to public transport

The provision of public transport is a State Government responsibility. However Council has long been lobbying local members and relevant ministers for the extension of a passenger rail service to Byford and Mundijong and, until that happens, more frequent buses.

Council is also ensuring, through its long term planning, that the rapidly growing towns of Byford and Mundijong will have room for train stations, parking and bus routes that are safe and convenient for the public.

## Byford Town Centre

Renovating a house is never a pretty sight and it always seems to take far longer than you would like. The same applies for the Byford Town Centre.

However the growing population will soon see a vibrant and attractive Byford town centre thanks to the Shire's recently adopted Local Structure Plan which will guide development for the future. The Local Structure Plan is currently awaiting the final tick off by the Western Australian Planning Commission which will mean landholders can get underway with building much needed supermarkets, offices and other retail facilities. The town centre will feature a lively 'main street' feel, with development built

around a future train line to Perth and improved public transport services.

## Youth services

The Community Development team is currently implementing the Shire's national award winning youth development strategy. This includes supporting the SJ-Youth Advisory Council (SJ-YAC) and scheduling a very popular action packed school holiday program of events. The Butterfly Project (for girls) is a new addition to this program, along with outdoor adventure, and other social activities – all aimed to build relationships and encourage personal development.

Feedback from young people and parents alike is consistently excellent for the school holiday activities in particular, attracting typical comments such as:



*“Our kids loved all the activities, hooray for the Shire in creating such a wonderful opportunity for all our children and young people, we believe that events such as the Shire's youth activities are truly worthwhile for all the youth of the Shire.”*

## Community Perceptions Survey 2010 and response continued

The Shire also contracts the YMCA to provide a range of services for all ages through the Shire's SJ Community Recreation Centre, and provides accommodation at the Shire Depot for the SJ Youth Activity Group to operate from.

A Shire Youth Grants program offers opportunities for further education or training for our youth. Some examples include first aid, pool life saving, youth leadership, safe food handling, outdoor leadership and international travel for community service.

In order to develop the community's ability to provide youth facilities and services for themselves, the Shire supports and encourages other community organisations (voluntary and commercial). Some examples include Drivesafe WA and the SJ Grammar School P Plate driver education program and youth

worker student placements.

The Shire is also seeking a number of funding partnerships for the provision or upgrade of facilities identified in our 2010 - 2015 Capital Works Program. This includes youth facilities in Byford, skatepark facilities in Byford and Jarrahdale, an upgrade to the Serpentine BMX and Tennis Club and a new facility for the SJ Youth Activity Group to operate out of in Mundijong.



# Community Perceptions Survey 2010 and response continued

## Streetscapes

Landscaping and streetscaping improvements are currently underway as part of the Byford Beautification Project which aims to make Byford an even more beautiful place to live. The project includes landscaping works at Thomas Road, South Western Highway, George Street, St Thomas and Sunrays Estates and Byford Central. Landscaping works will also be completed at high profile road intersections across Byford.

Landscape upgrade works started in 2010 and include:

- The location of underground services, weed control works, contouring, ripping and mulching along Thomas Road;
- Construction of a rock chute for drainage stabilisation in George Street;
- Site preparation for planting along George Street;
- Landscape enhancement works in the public open space and drainage reserve in St Thomas and Sunrays Estates;
- A grass tree entry statement for St Thomas Estate;

and

- An additional 40,000 plants, which are currently being propagated for planting in winter 2011.

Council has spent \$112,000 of Australian Government funds in 2010/11 on plants and landscape works in Byford. In addition

Council allocated \$40,000 of its own funds for landscape works in Byford and an extra \$100,000 for more parks and gardens workers and equipment.

In 2010/11 and 2011/12 Council will aim to secure an additional \$220,000 from the Australian Government as part of its election promise to assist with the Byford Beautification Project. A further \$250,000 funding will be sought from the Royalties for Regions funding program. These funds will be used to deliver the following:

Australian Government Election Promise - \$220,000

- Brick paving works for the South Western Highway & Thomas Road intersection central medians;
- Feature planting in the South Western Highway central medians;
- An Entry Statement on South Western Highway; and
- Landscaping works for high profile intersections in Byford.





# Community Perceptions Survey 2010 and response continued

Royalties for Regions - \$250,000

- Irrigation system and bore installation for St Thomas Estate and Sunrays Estate public open space, South Western Highway and Thomas Road central medians and verges to assist with vegetation establishment;
- Landscape upgrade works in Byford Central;
- Establishing a maintenance program and targeting new residential areas for additional street trees; and
- Additional verge planting along South Western Highway.

The recently introduced Locality Funding Program also assists community groups with the beautification of various localities. Each year Council makes available \$30,000 per urban village (Byford and Mundijong), \$20,000 per rural village (Jarrahdale and Serpentine) and \$10,000 per Rural Settlement (Keysbrook and Oakford). To date, four applications have been approved for a total of \$68,825.

*"This picture shows the lovely new shelter and electric BBQ that is now in place at Forest Green thanks to the Locality Funding we received and is a huge asset to Jarrahdale and has generated considerable interest already. Recently the cutting of a string of sausages marked the official opening of the facility."*

Jarrahdale Community Association



# Community Perceptions Survey 2010 and response continued

## *How the community is consulted*

The community has been widely consulted on major development proposals, including the Mundijong/Whitby District Structure Plan and various local structure plans for estates in the Byford area. Ten planning proposals were recently advertised out to some 5,000 landowners in the Shire in addition to holding a number of community information sessions. Major strategic planning projects such as the Mundijong/Whitby District Structure Plan often involve the establishment of community reference groups to ensure community input and visioning workshops to create guiding principles. Consultation for these major projects is extensive and there is a genuine attempt to engage with as many people in the community as possible before important decisions are made. The Planning section is currently formalising their community consultation practices through the drafting of a consultation policy for development applications which will be advertised for comment prior to adoption.

The Shire's commitment to community engagement will continue and we are keen to explore new ways to consult with our community and we welcome your suggestions.





# CATALYSE<sup>®</sup> Community Perceptions Survey<sup>©</sup>

**Prepared for Serpentine Jarrahdale Shire**

December 2010



# Executive Summary

In 2010, Serpentine Jarrahdale Shire administered the CATALYSE® Community Perceptions Survey among residents to evaluate and monitor performance across a range of services & facilities. 400 residents participated in the study. The survey was conducted by CATALYSE® Pty Ltd and provides the Shire with valid performance measures that can be benchmarked and consistently monitored over time.

## OVERALL SATISFACTION RATINGS

	2003	2006	2008	2010	Trend	Industry High	Average	Comparison to Average
Delighted (top 3 boxes)	36%	22%	23%	19%	=	75%	39%	↓
Satisfied (6+ out of 10)	66%	50%	55%	42%	↓	88%	73%	↓

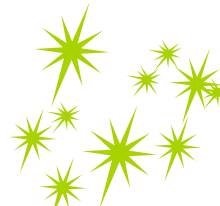


### FOCUS

- Road maintenance
- Planning and building approvals
- Community development
- Access to public transport
- The Byford Town Centre
- Youth services
- Streetscapes
- How the community is consulted

*Residents are concerned about these areas*

### CELEBRATE



Unfortunately, there were no services where 70% or more residents expressed delight this year, so no services entered the 'celebrate' quadrant. The Shire does, however, have relative strengths in waste management services, bush fire management and library services.

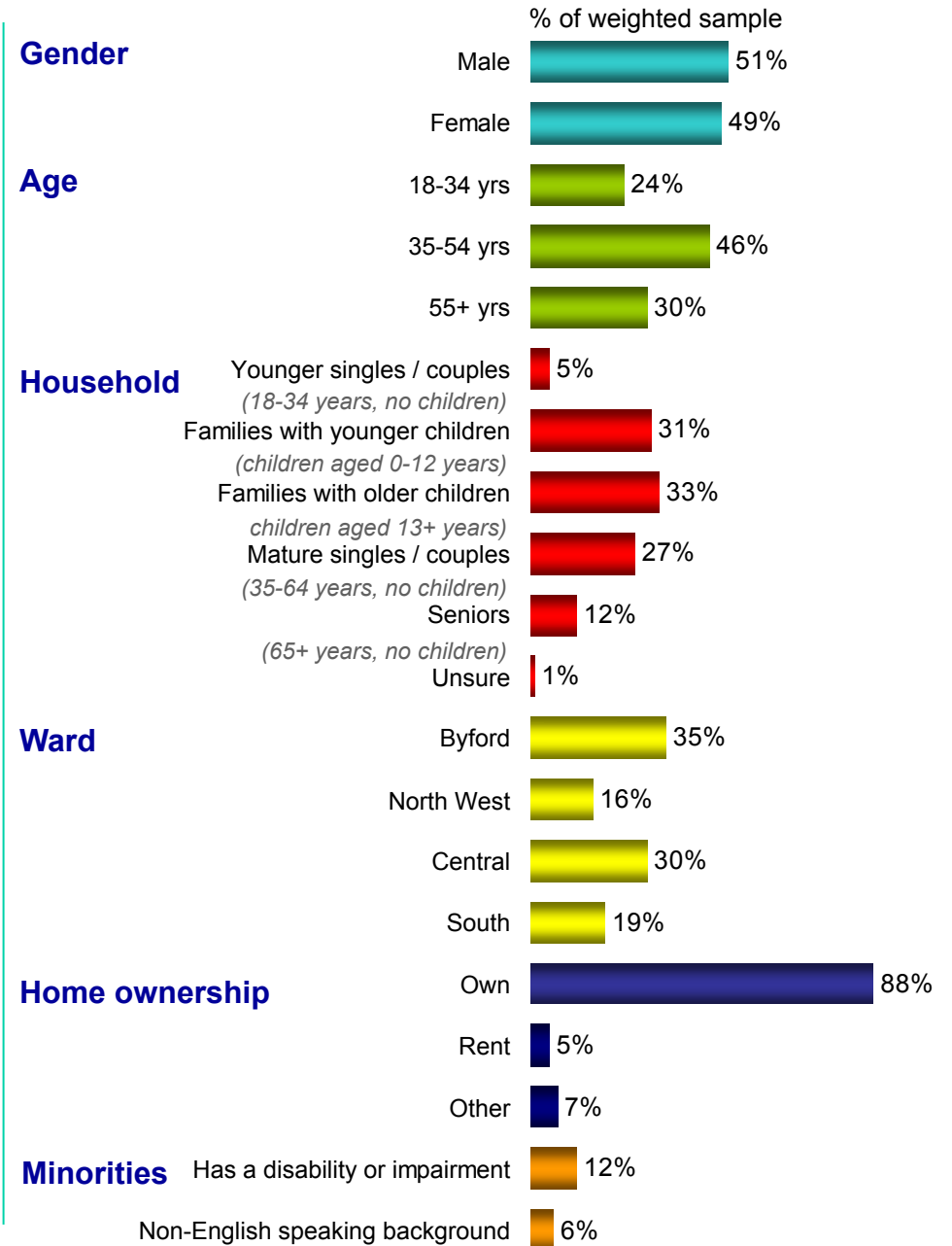
*Areas where a majority of residents are delighted with service levels*

# Introduction and research method

- In October 2010, CATALYSE® conducted community perceptions research to determine:
  - Overall satisfaction with Serpentine Jarrahdale Shire
  - How satisfied citizens are with selected services and facilities
  - Performance gaps
  - Areas of highest priority
- 400 residents completed a survey
  - Surveys were administered using computer assisted telephone interviews
  - Surveying was completed by the ECU Survey Research Centre
  - Quotas were set by age, gender and location to obtain a representative sample
  - As there was a bias toward females and older respondents, the data was weighted according to age and gender
  - Sampling precision is +/- 5% at the 95% confidence interval and meets the level specified by the Office of Auditor General
- Historical comparisons are made against studies completed in 1999, 2003, 2006 and 2008.
- CATALYSE® Industry Standards are provided when three or more Councils have asked the same or similar question over the past 24 months
- Councils included in the Industry Standards are listed below:
 

— Town of Bassendean	— City of Fremantle	— Serpentine-Jarrahdale Shire
— City of Belmont	— Town of Kwinana	
— Shire of Broomehill-Tambellup	— City of Mandurah	— City of South Perth
— Town of Cambridge	— City of Melville	— City of Swan
— City of Cockburn	— Town of Mosman Park	— Town of Vincent
— Shire of Collie	— City of Nedlands	— City of Wanneroo
	— Shire of Peppermint Grove	

## Resident sample composition

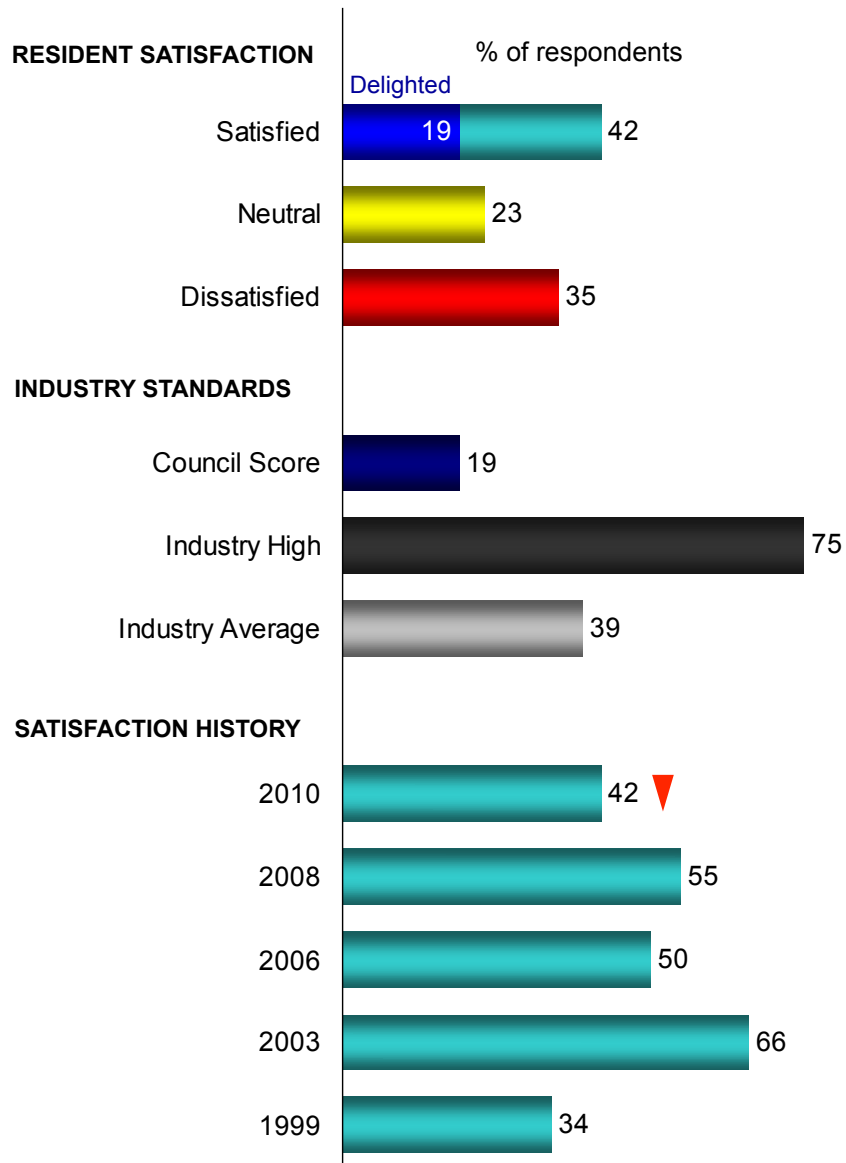


When responses do not add to 100% within this report this is attributed to rounding or 'other', 'don't know' or 'refused' responses

# Key Findings



# Overall satisfaction



- Overall satisfaction is now low, having dropped significantly.
  - 42% of respondents are satisfied.
  - 35% of respondents are dissatisfied.
- Satisfaction is highest among those living in the North West Ward.
- There is greatest room to improve satisfaction among those living in the Central Ward and home owners.

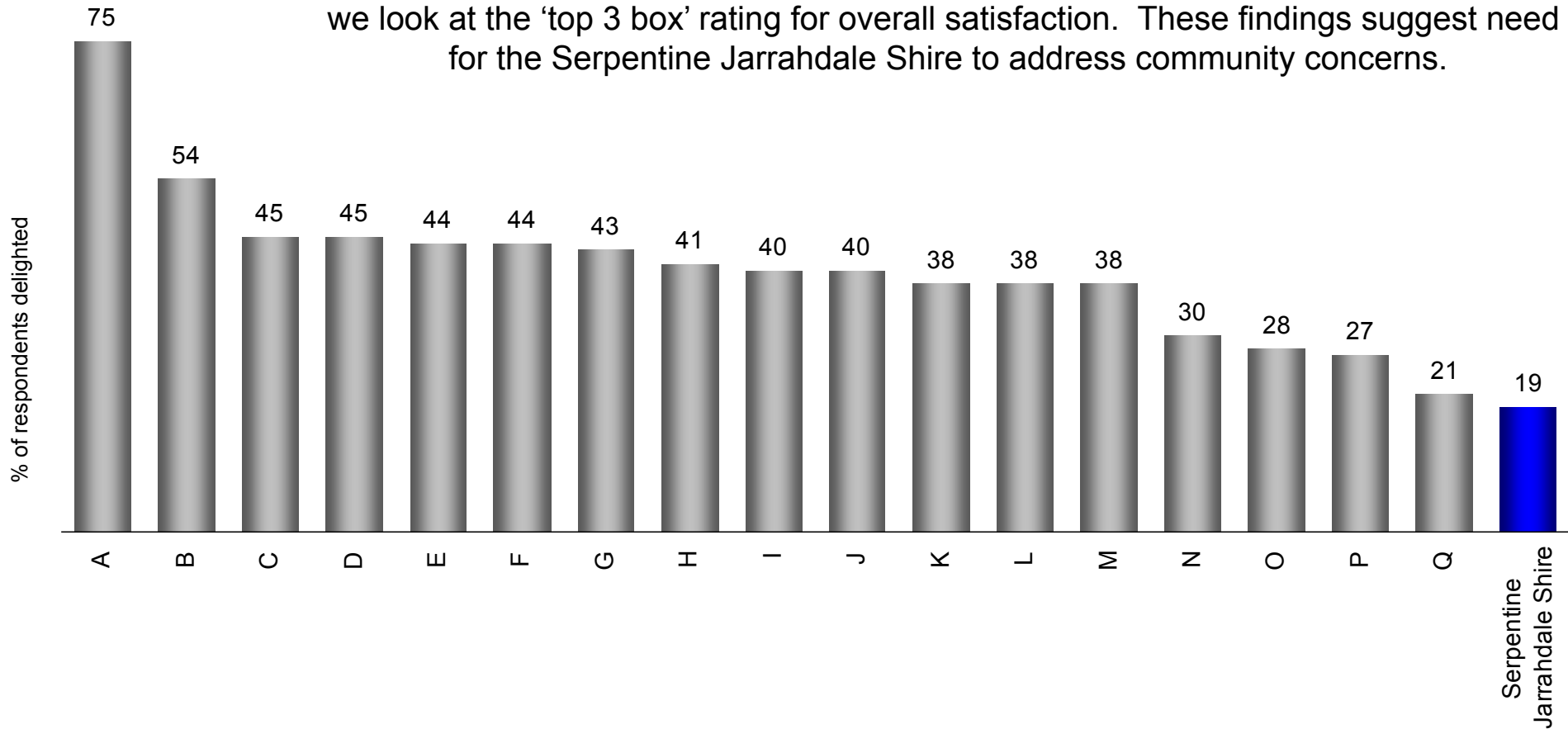
% of residents	Delighted	Dissatisfied
Byford	15%	32%
North West	32%	17%
Central	17%	46%
South	17%	39%
Own	18%	37%
Rent <sup>^</sup>	15%	17%

Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with Serpentine Jarrahdale Shire?  
 Base: All respondents who gave a valid response, excludes 'don't know' (Residents 1999 n = 150; 2003 n = 393; 2006 n = 329; 2008 n = 400; 2010 n = 397)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4  
<sup>^</sup> = small sample size (n < 30)

▼ ▲ = significant variance

# Overall Satisfaction – the Shire’s performance compared to others

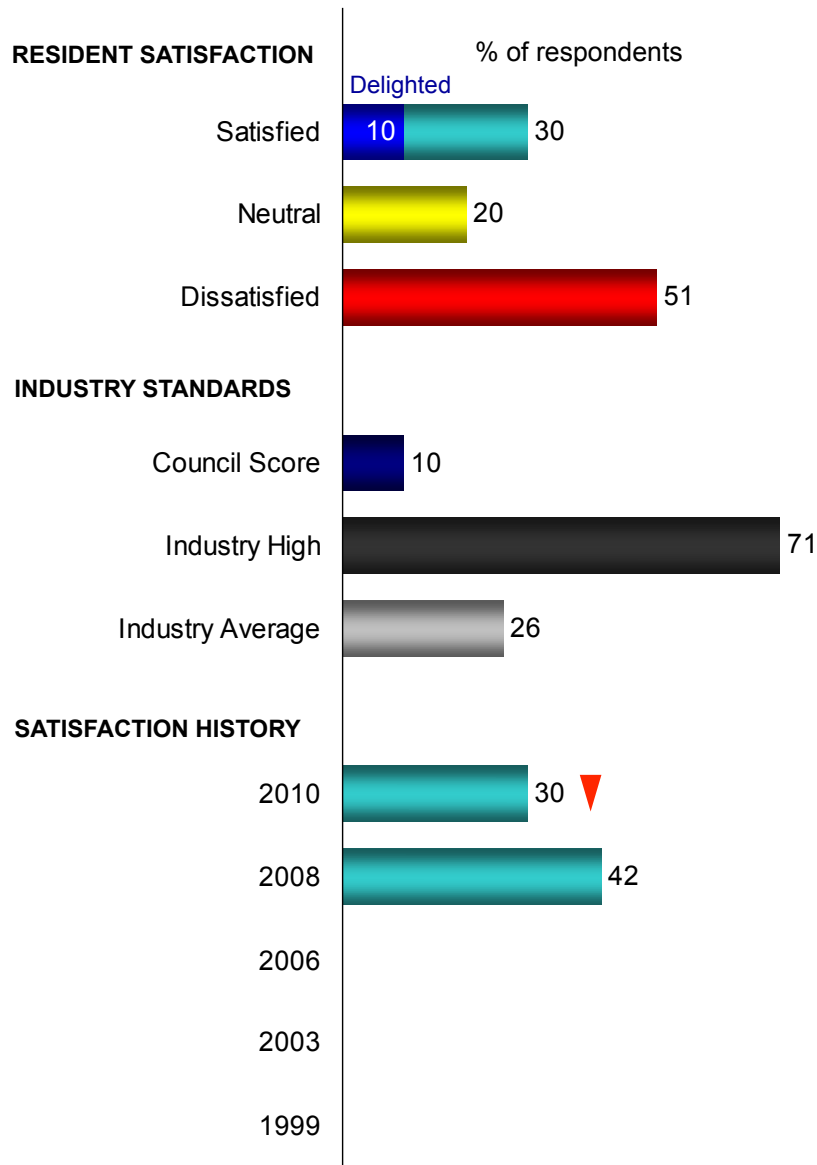
This chart shows Serpentine Jarrahdale Shire’s ranking against other Councils when we look at the ‘top 3 box’ rating for overall satisfaction. These findings suggest need for the Serpentine Jarrahdale Shire to address community concerns.



Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with Serpentine Jarrahdale Shire?  
 Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2008 n = 400; 2010 n = 400)  
 Coding: Delighted = 8,9 and 10

▼▲ = significant variance

# Value for money from rates



- Satisfaction is now low, having dropped significantly.
  - 30% of respondents are satisfied.
  - 51% of respondents are dissatisfied.
- There is greatest room to improve satisfaction among families with younger children and those living in the Central Ward.
- Satisfaction also appears to be lower among younger singles / couples (*however this difference is not significant due to small sample size*).

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	12%	62%
Families with younger children	8%	59%
Families with older children	11%	54%
Empty nesters	7%	45%
Seniors	19%	41%
Byford	8%	50%
North West	19%	35%
Central	9%	59%
South	11%	51%

Q. And, how satisfied are you with the value for money you get from your rates?

Base: Respondents who own their own home and who gave a valid response, excludes 'don't know' (Residents 2008 n = 352; 2010 n = 340)

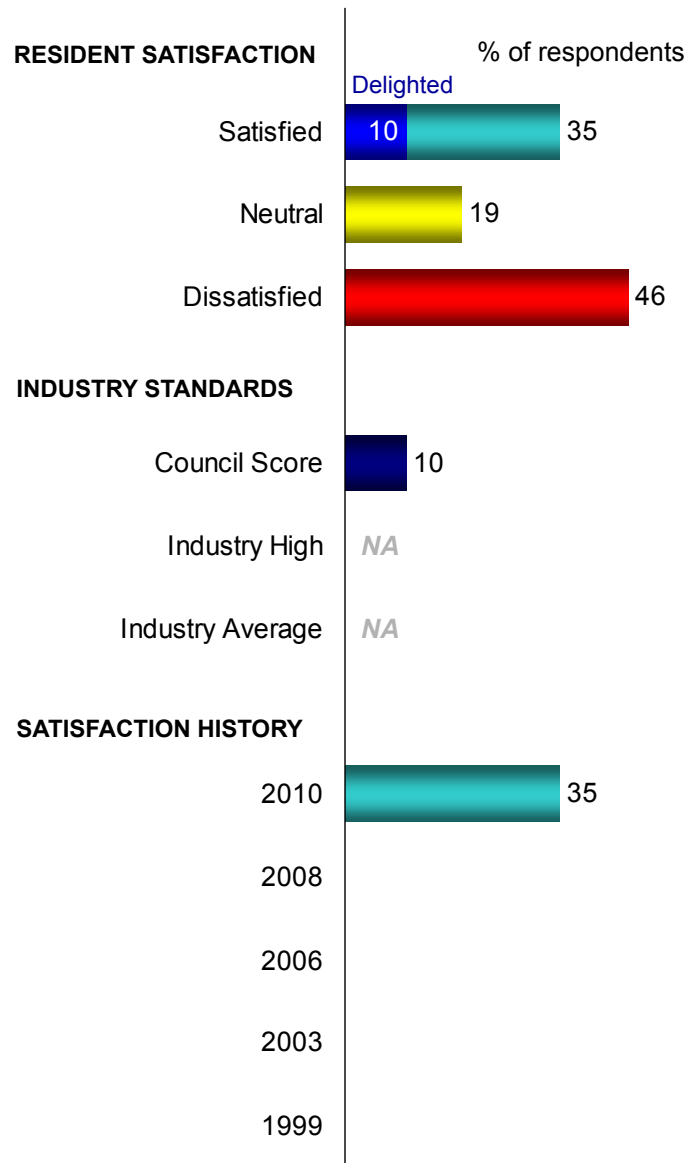
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4

<sup>^</sup> = small sample size (n < 30)

▼ ▲ = significant variance

# People and Community

# How the community is being developed



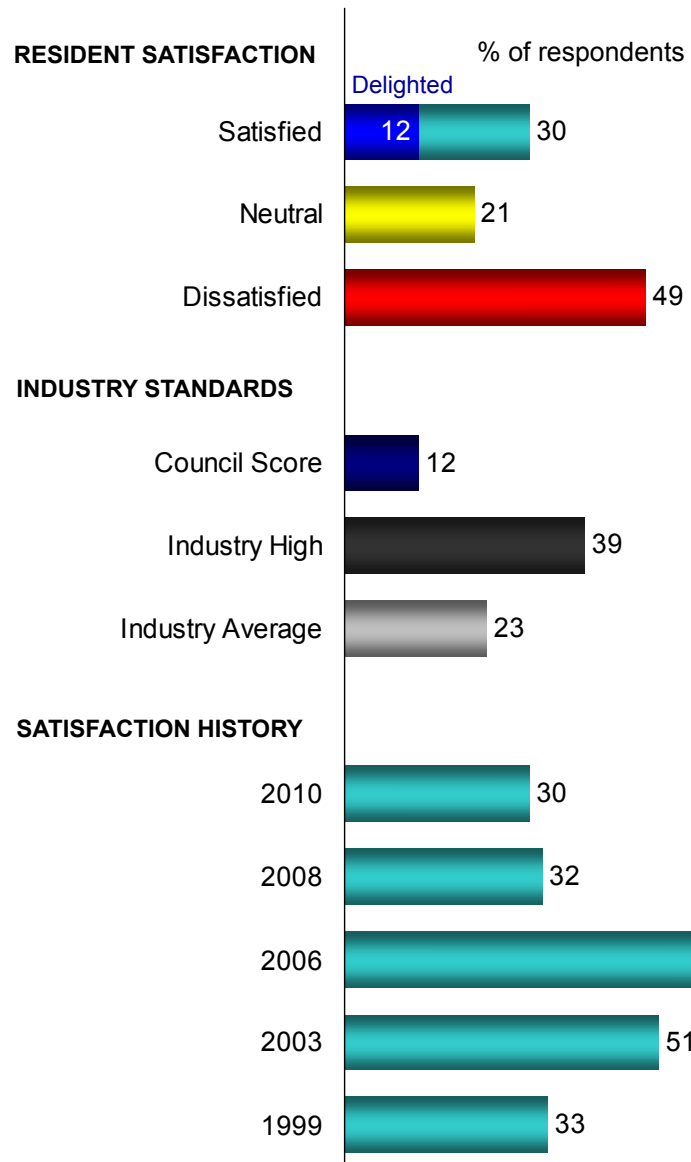
- Satisfaction is low.
  - 35% of respondents are satisfied.
  - 46% of respondents are dissatisfied.
- There is greatest room to improve satisfaction among those living in the South, Byford and Central Wards, and among empty nesters and families with younger children.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	24%	33%
Families with younger children	8%	51%
Families with older children	11%	45%
Empty nesters	6%	55%
Seniors	10%	35%
Byford	13%	49%
North West	13%	32%
Central	10%	45%
South	2%	53%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who live in South Ward and feel familiar enough with service / facility to comment (Residents 2010 n = 370)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)



# Services and facilities for youth



- Satisfaction remains low.
  - 30% of respondents are satisfied.
  - 49% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among empty nesters.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	18%	30%
Families with younger children	13%	50%
Families with older children	10%	49%
Empty nesters	7%	61%
Seniors	21%	38%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

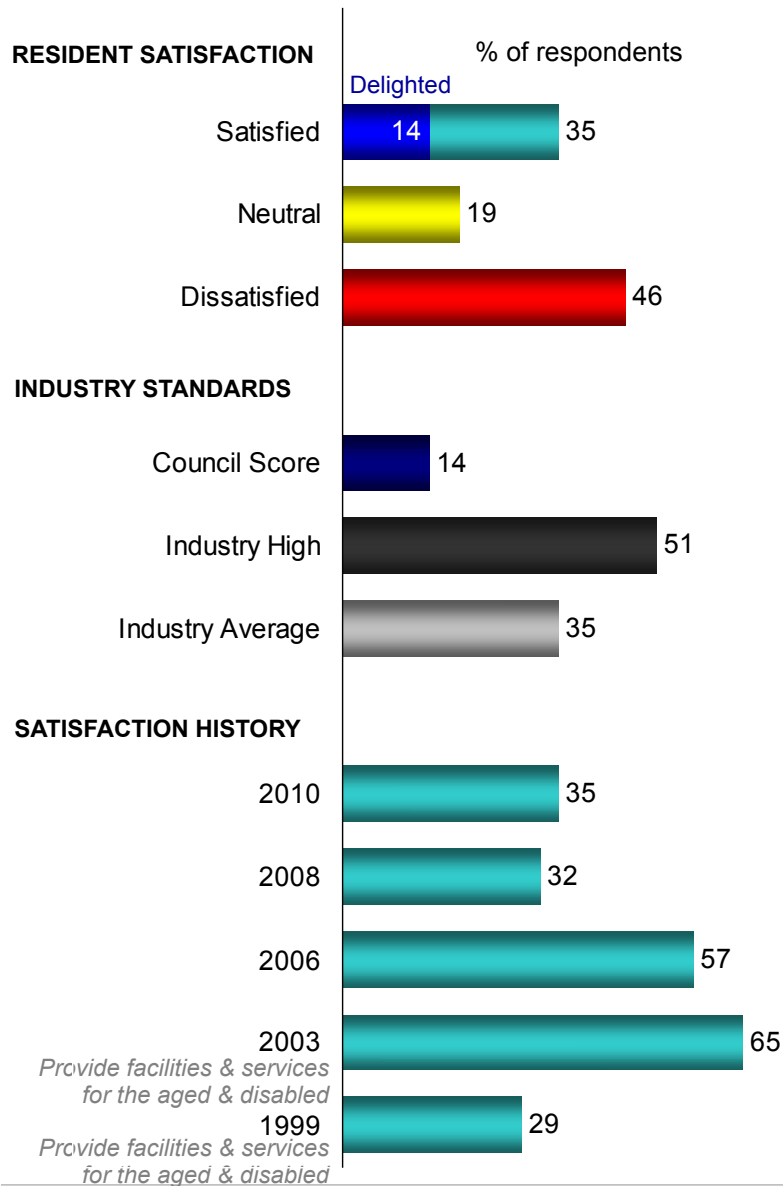
Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 266; 2006 n = 368; 2008 n = 370; 2010 n = 338)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Facilities, services and care available for seniors



- Satisfaction remains low.
  - 35% of respondents are satisfied.
  - 46% of respondents are dissatisfied.
- Satisfaction is highest among younger singles / couples.
- There is greatest room to improve satisfaction among empty nesters and those living in the Central Ward, followed by the South Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	57%	14%
Families with younger children	10%	48%
Families with older children	15%	44%
Empty nesters	12%	59%
Seniors	15%	42%
Byford	18%	40%
North West	21%	37%
Central	16%	55%
South	2%	48%

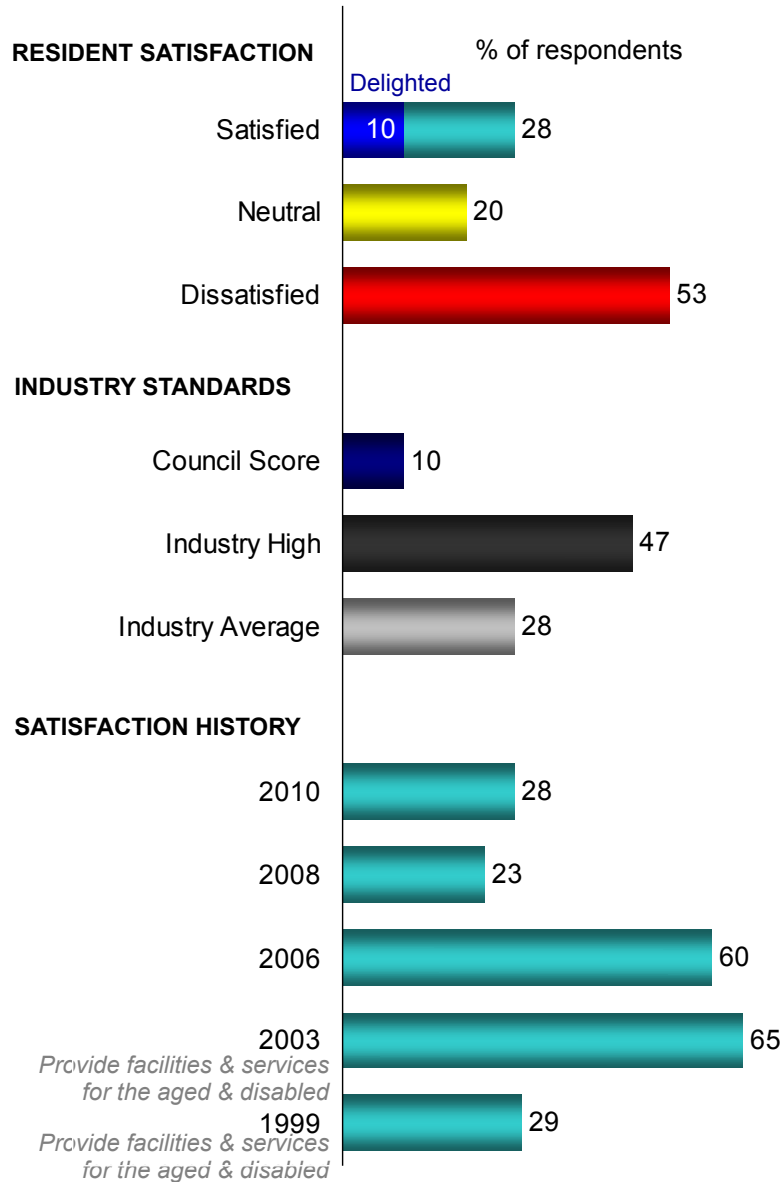
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 237; 2006 n = 326; 2008 n = 329; 2010 n = 265)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Access to services and facilities for people with disabilities



- Satisfaction remains low.
  - 28% of respondents are satisfied.
  - 53% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among younger singles / couples and empty nesters.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	0%	83%
Families with younger children	10%	46%
Families with older children	6%	45%
Empty nesters	9%	67%
Seniors	18%	43%

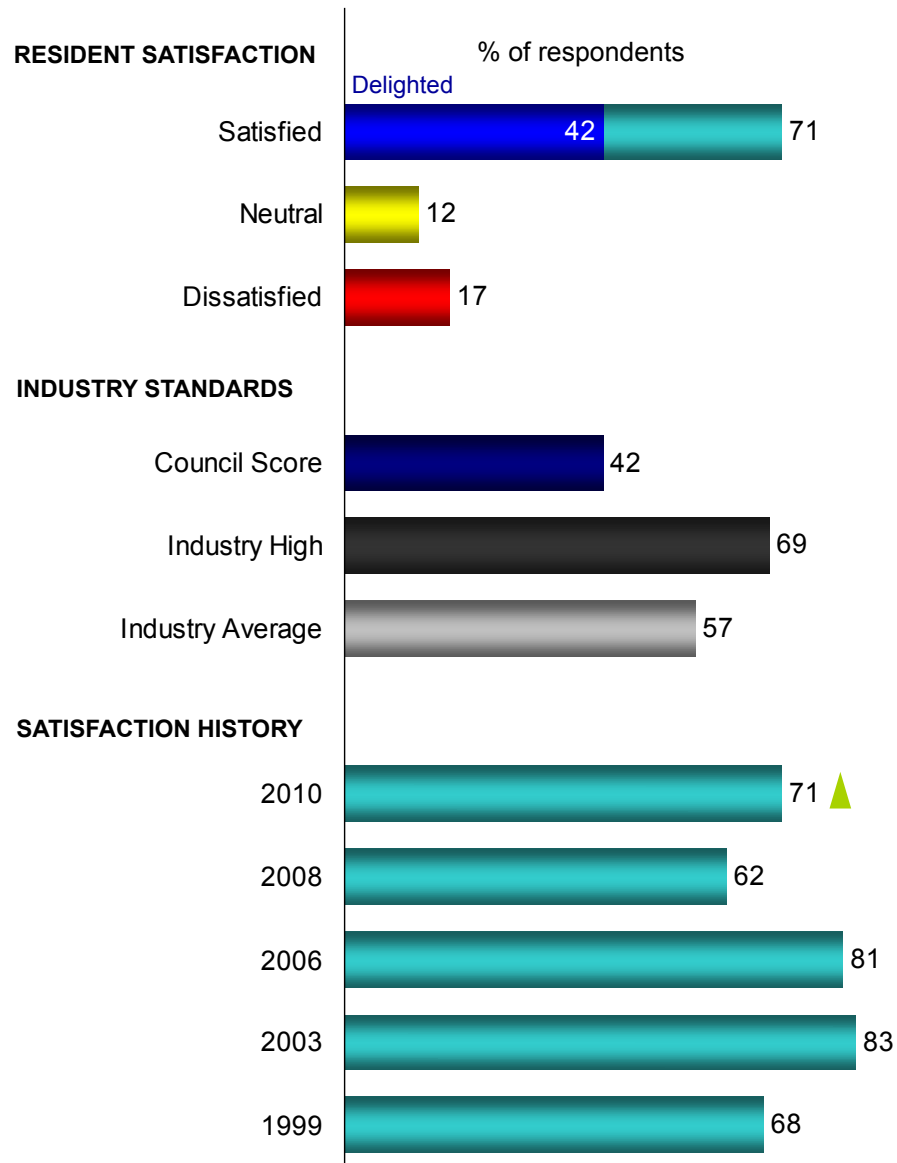
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 237; 2006 n = 348; 2008 n = 301; 2010 n = 226)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Library & information services



- Satisfaction is now relatively high, having risen significantly over the past two years (heading back towards higher levels experienced in 2003 and 2006).
  - 71% of respondents are satisfied.
- Satisfaction is highest among seniors and those living in the Central and South Wards.
- There is greatest room to address concerns in the Byford and North West wards.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	53%	7%
Families with younger children	37%	19%
Families with older children	36%	19%
Empty nesters	43%	18%
Seniors	56%	10%
Byford	28%	27%
North West	38%	27%
Central	53%	8%
South	48%	9%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 303; 2006 n = 417; 2008 n = 356; 2010 n = 308)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Community buildings, halls and toilets



- Satisfaction remains moderate.
  - 56% of respondents are satisfied.
  - 24% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- Satisfaction also appears to be higher among younger singles / couples (*however this difference is not significant due to small sample size*).

% of residents	Delighted	Dissatisfied
Younger singles / couples^	39%	28%
Families with younger children	19%	29%
Families with older children	23%	21%
Empty nesters	24%	26%
Seniors	38%	18%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

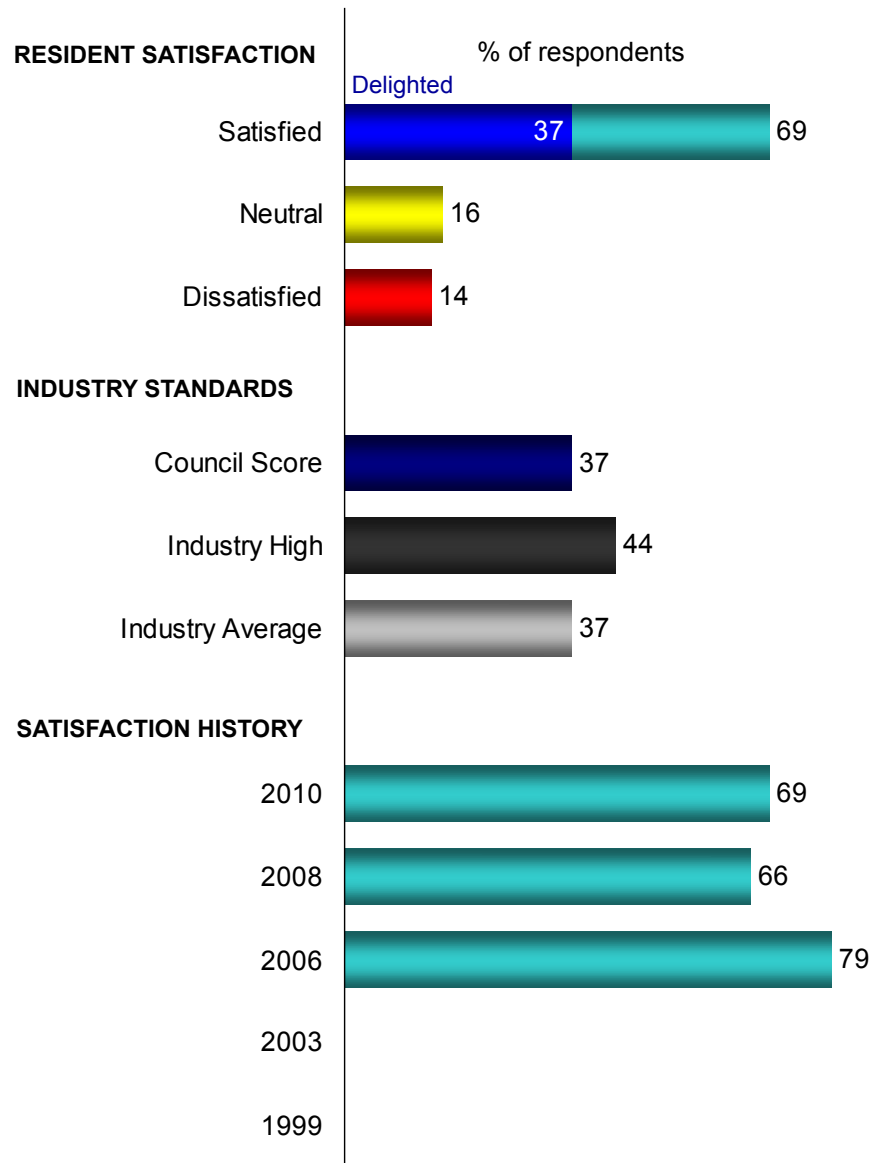
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 323; 2006 n = 404; 2008 n = 373; 2010 n = 339)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# The Serpentine Jarrahdale Community Recreation Centre

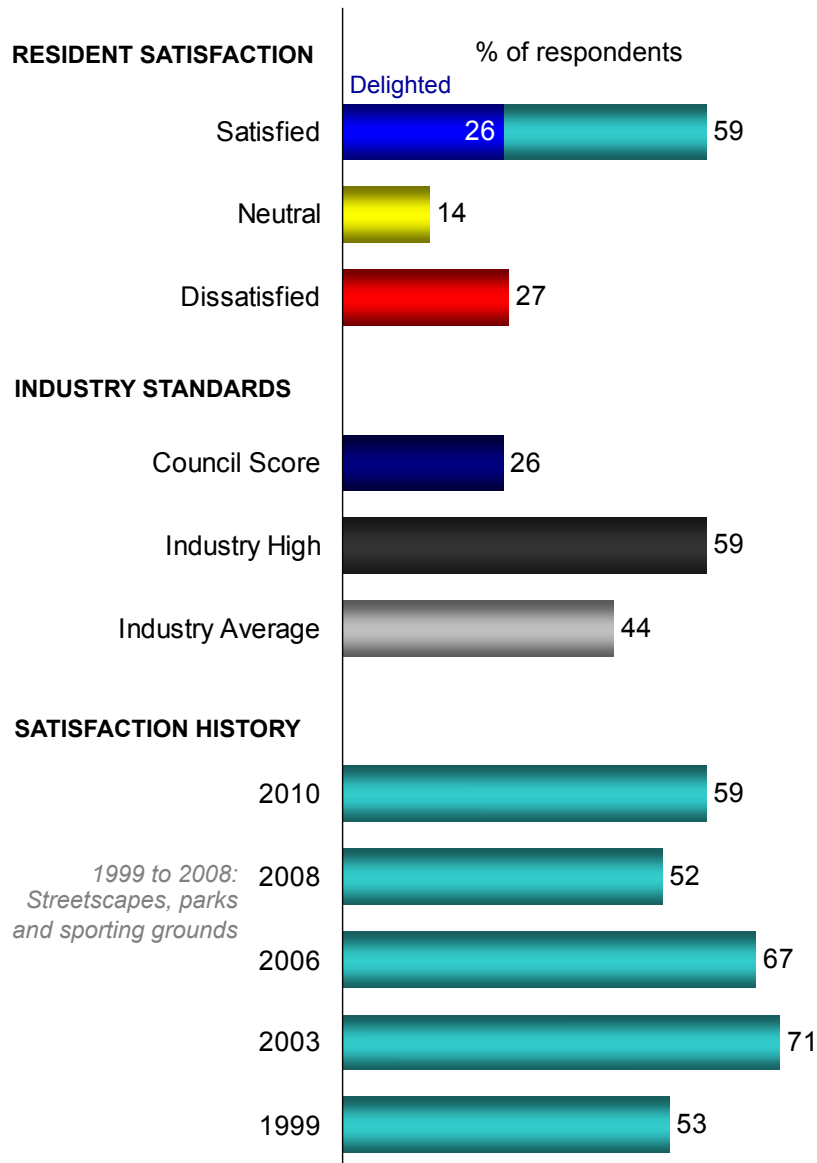


- Satisfaction remains moderate.
  - 69% of respondents are satisfied.
- Satisfaction is highest among females, younger singles / couples, seniors and those living in the Byford and North West Wards.
- There is greatest room to improve satisfaction among empty nesters.

% of residents	Delighted	Dissatisfied
Male	32%	16%
Female	43%	13%
Younger singles / couples^	67%	14%
Families with younger children	36%	9%
Families with older children	29%	14%
Empty nesters	30%	22%
Seniors	53%	16%
Byford	47%	11%
North West	40%	11%
Central	34%	18%
South	22%	16%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 397; 2008 n = 335; 2010 n = 304)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Sporting grounds, reserves and ovals



- Satisfaction is moderate.
  - 59% of respondents are satisfied.
  - 27% of respondents are dissatisfied.
- Satisfaction is highest among seniors, those living in the Central Ward and ethnic respondents.
- There is greatest room to improve satisfaction among those with children.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	30%	10%
Families with younger children	24%	34%
Families with older children	22%	33%
Empty nesters	26%	23%
Seniors	46%	23%
Byford	25%	27%
North West	13%	21%
Central	35%	28%
South	24%	30%
Non-English speaking background <sup>^</sup>	53%	15%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 362; 2006 n = 427; 2008 n = 389; 2010 n = 354)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

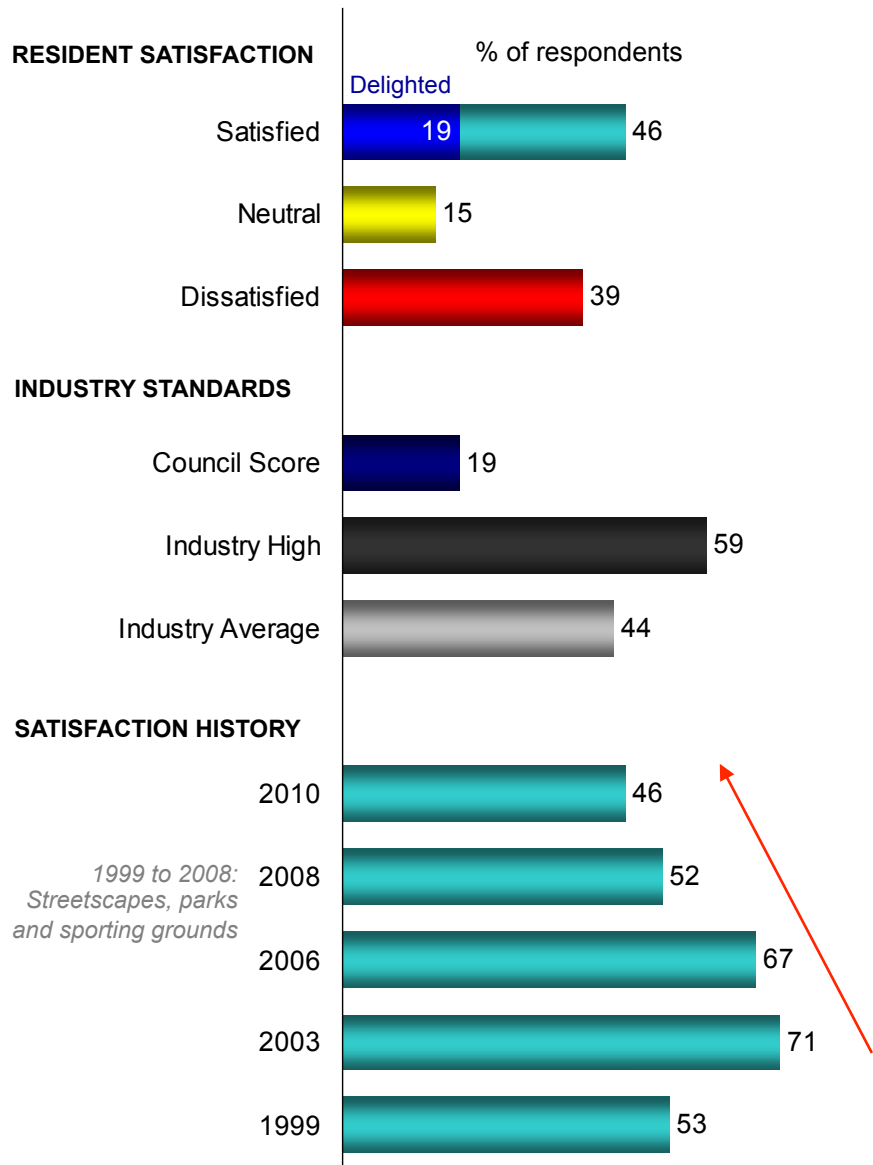
<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Parks

Familiar 89%

Priority 10%



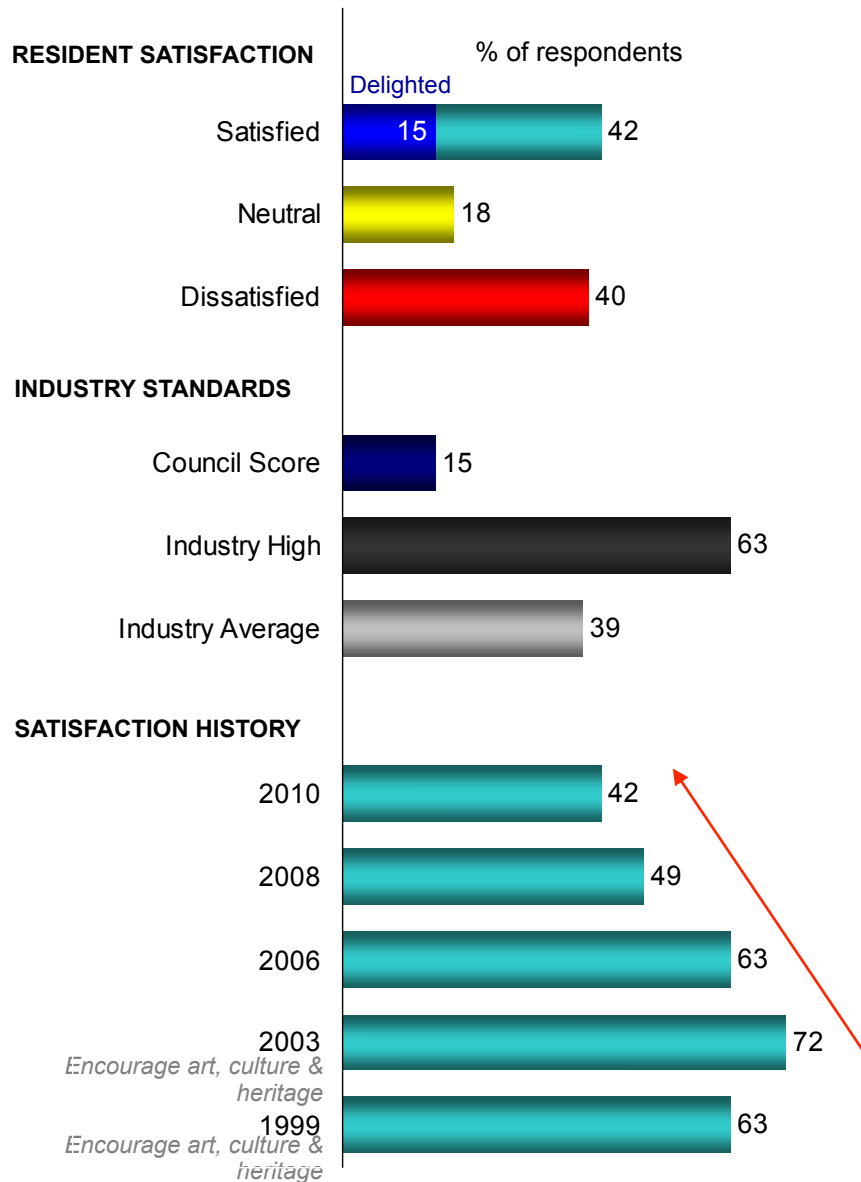
- Satisfaction is low
  - 46% of respondents are satisfied.
  - 39% of respondents are dissatisfied.
- Satisfaction is highest among seniors and ethnic respondents.
- There is greatest room to improve satisfaction among those living in the Central Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	10%	47%
Families with younger children	18%	42%
Families with older children	19%	39%
Empty nesters	15%	40%
Seniors	32%	30%
Byford	21%	39%
North West	26%	28%
Central	14%	47%
South	20%	35%
Non-English speaking background <sup>^</sup>	42%	23%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 362; 2006 n = 427; 2008 n = 389; 2010 n = 357)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Festivals, events and cultural activities



- Satisfaction is now low, having been decreasing since 2003.
  - 42% of respondents are satisfied.
  - 40% of respondents are dissatisfied.
- Satisfaction is highest among seniors, and there is less dissatisfaction among those living in the North West ward.
- There is greatest room to improve satisfaction among those with a disability or impairment.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	14%	43%
Families with younger children	15%	39%
Families with older children	12%	37%
Empty nesters	9%	48%
Seniors	34%	36%
Byford	19%	45%
North West	17%	26%
Central	15%	41%
South	8%	42%
Disability or impairment	16%	61%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

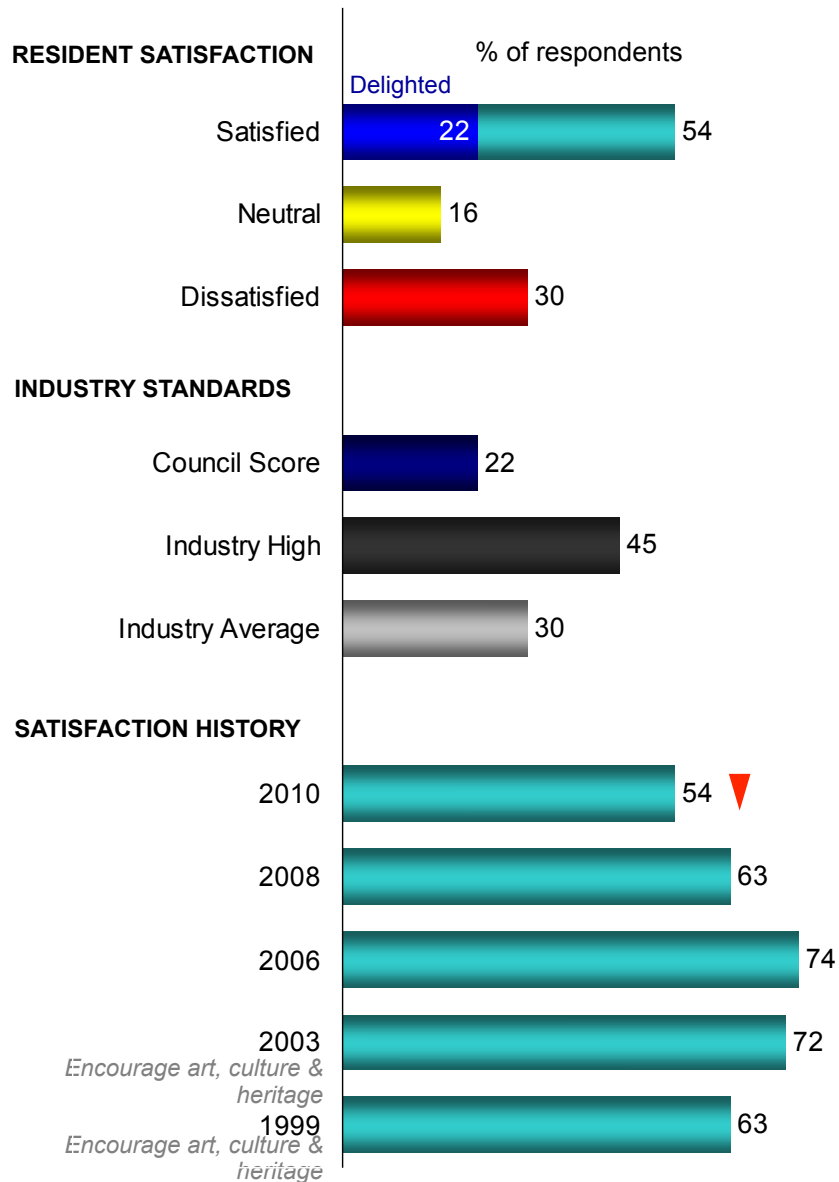
Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 315; 2006 n = 394; 2008 n = 373; 2010 n = 321)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# How local history and heritage is preserved and promoted



- Satisfaction is low, having dropped significantly.
  - 54% of respondents are satisfied.
  - 30% of respondents are dissatisfied.
- Satisfaction is highest among younger singles / couples, followed by seniors.
- Perceptions of the preservation and promotion of local history appear to be polarized among those living in the Central Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	39%	0%
Families with younger children	21%	29%
Families with older children	19%	30%
Empty nesters	20%	36%
Seniors	32%	30%
Byford	21%	27%
North West	23%	15%
Central	28%	39%
South	15%	30%

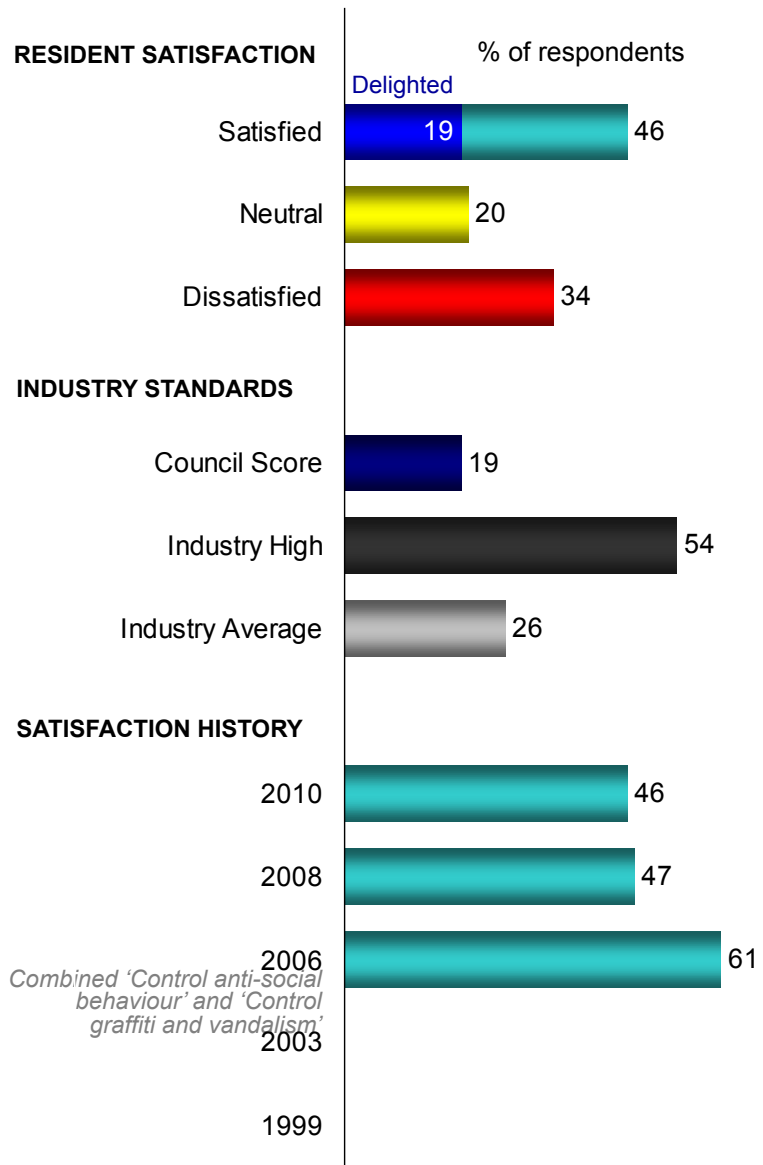
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 315; 2006 n = 411; 2008 n = 381; 2010 n = 325)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# The control of graffiti, vandalism & anti-social behaviour



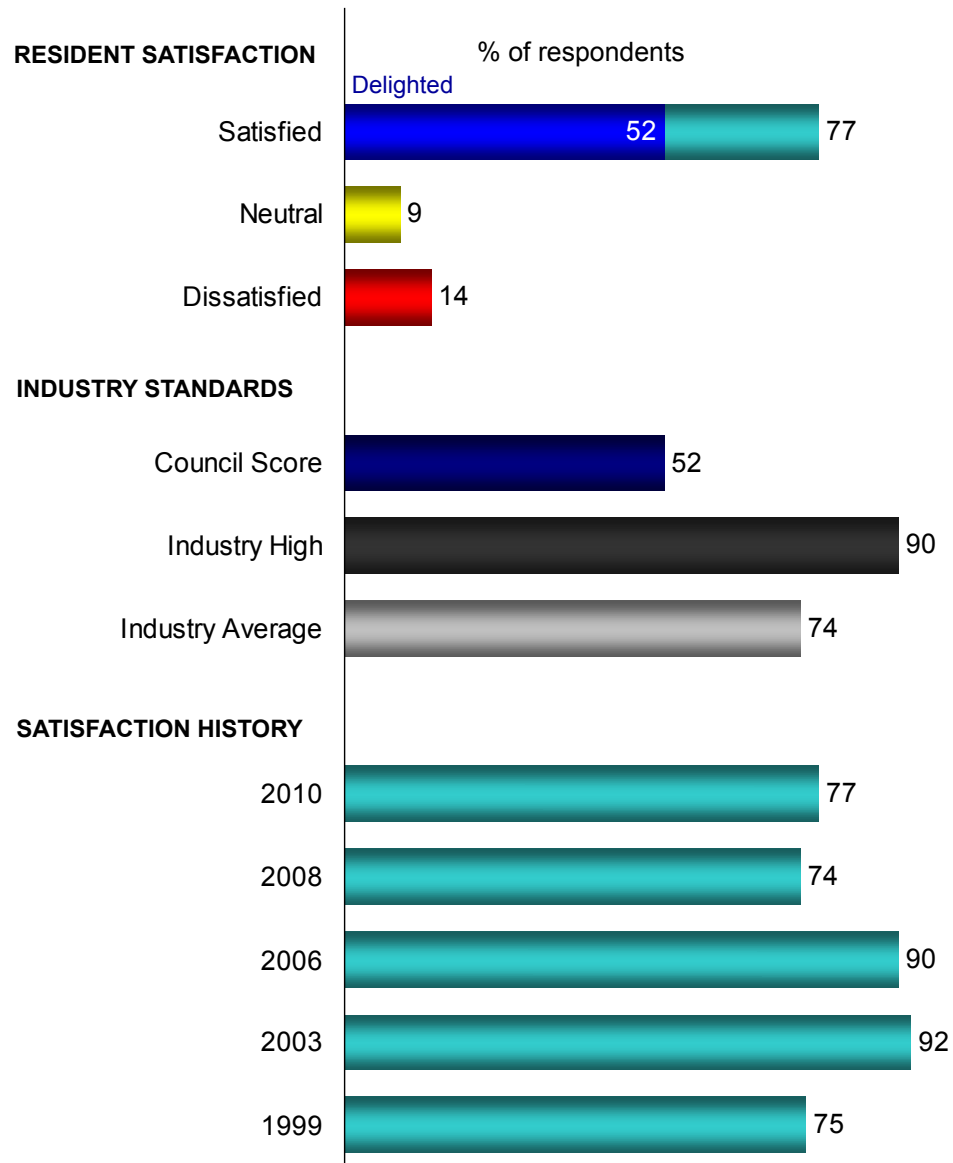
- Satisfaction remains low.
  - 46% of respondents are satisfied.
  - 34% of respondents are dissatisfied.
- Satisfaction is highest among younger singles / couples.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	53%	0%
Families with younger children	14%	39%
Families with older children	19%	28%
Empty nesters	13%	40%
Seniors	29%	42%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (2006 n = 389; 2008 n = 385; 2010 n = 362)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

# Natural Environment

# Weekly rubbish collections



- Satisfaction remains relatively high, though is below industry average.
  - 77% of respondents are satisfied.
- Satisfaction is highest among seniors and ethnic respondents.
- There is greatest room to improve satisfaction among younger singles / couples.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	27%	23%
Families with younger children	50%	14%
Families with older children	49%	15%
Empty nesters	51%	14%
Seniors	75%	5%
Non-English speaking background^	84%	9%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

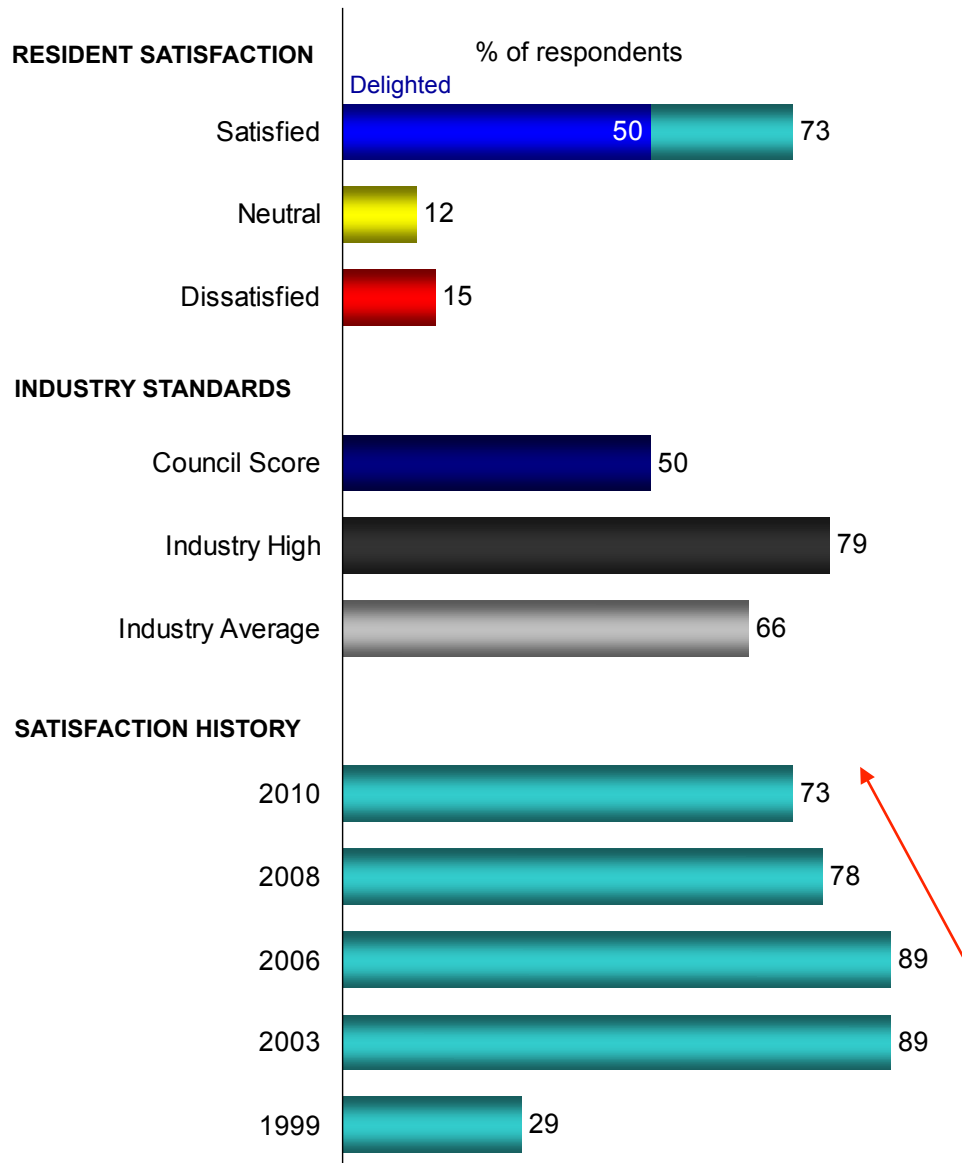
Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 392; 2006 n = 436; 2008 n = 402; 2010 n = 399)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# Fortnightly recycling services



- Satisfaction is now relatively low, having been decreasing since 2006.
  - 73% of respondents are satisfied.
- Satisfaction is highest among seniors and ethnic respondents.
- There is greatest room to improve satisfaction among younger singles / couples.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	25%	25%
Families with younger children	47%	18%
Families with older children	54%	17%
Empty nesters	49%	14%
Seniors	64%	9%
Non-English speaking background <sup>^</sup>	70%	3%

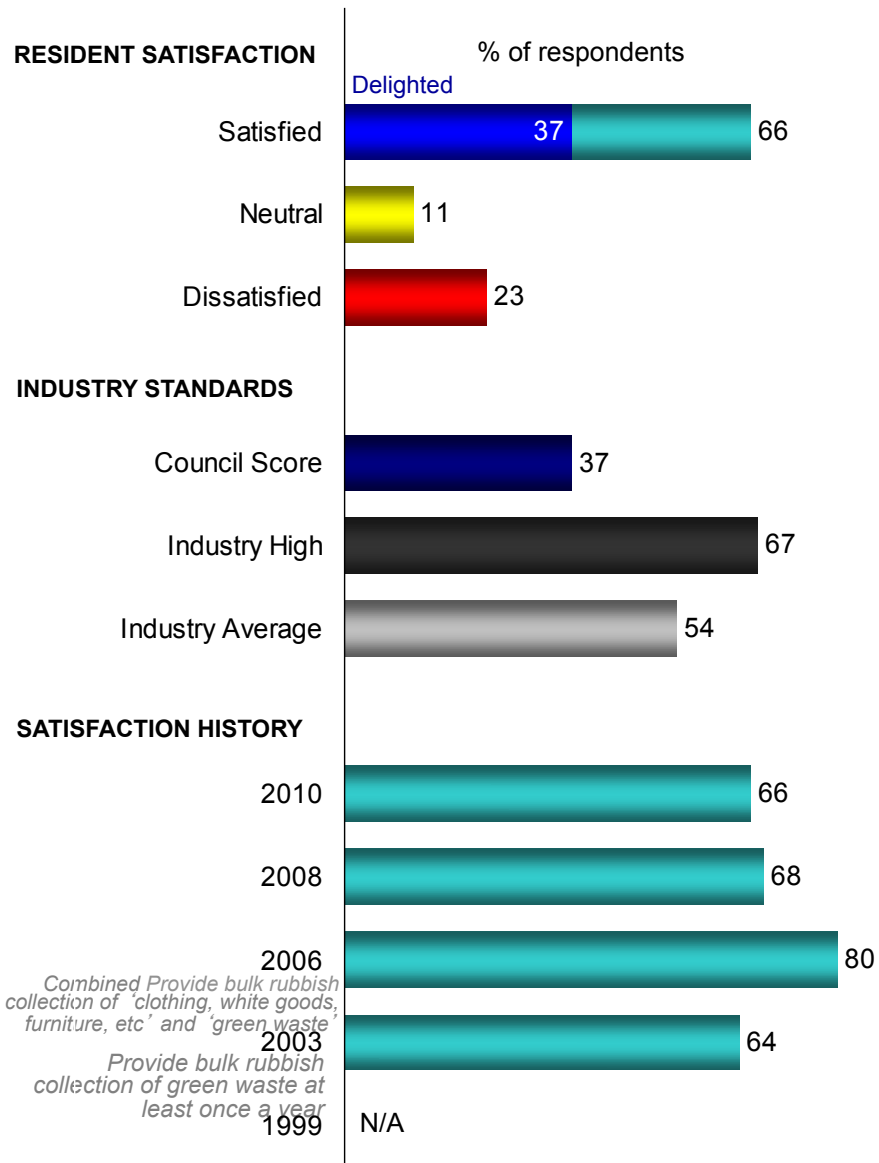
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 391; 2006 n = 432; 2008 n = 397; 2010 n = 385)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Verge-side bulk rubbish collections



- Satisfaction remains moderate.
  - 66% of respondents are satisfied.
  - 23% of respondents are dissatisfied.
- Satisfaction is highest among seniors.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	35%	23%
Families with younger children	37%	24%
Families with older children	36%	26%
Empty nesters	30%	23%
Seniors	50%	9%

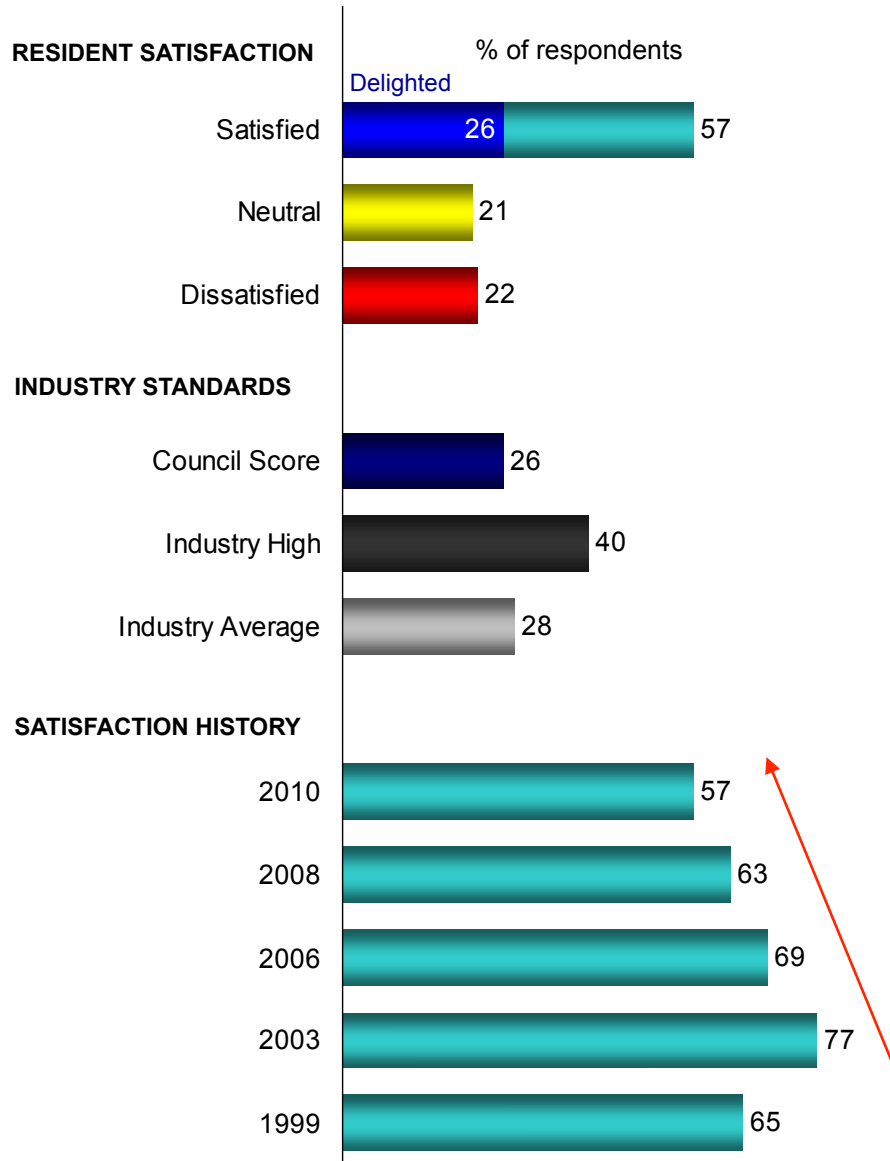
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 345; 2006 n = 431; 2008 n = 393; 2010 n = 381)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Conservation and environmental management



- Satisfaction is now moderate, having been decreasing since 2003.
  - 57% of respondents are satisfied.
  - 22% of respondents are dissatisfied.
- Satisfaction is highest among younger singles / couples.
- Perceptions of conservation and environmental management appear to be polarized among seniors.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	35%	6%
Families with younger children	27%	17%
Families with older children	27%	21%
Empty nesters	19%	28%
Seniors	36%	30%

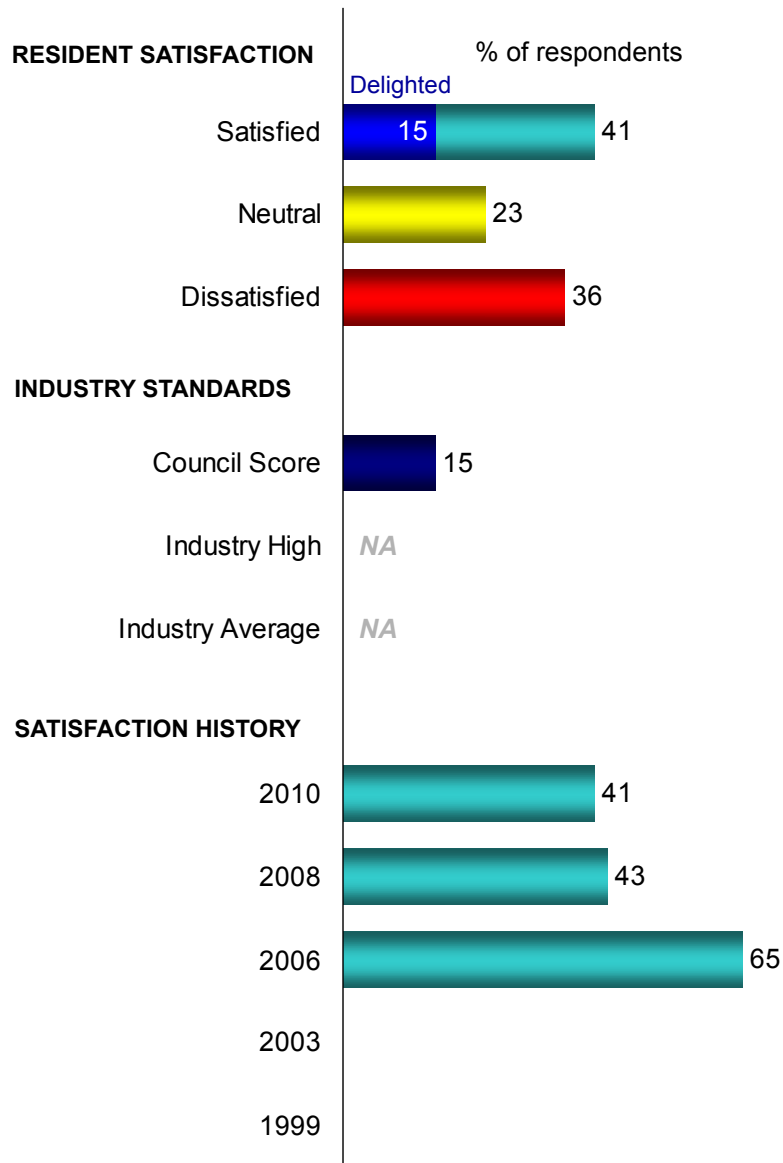
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 344; 2006 n = 410; 2008 n = 381; 2010 n = 352)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Efforts to encourage the responsible use of water

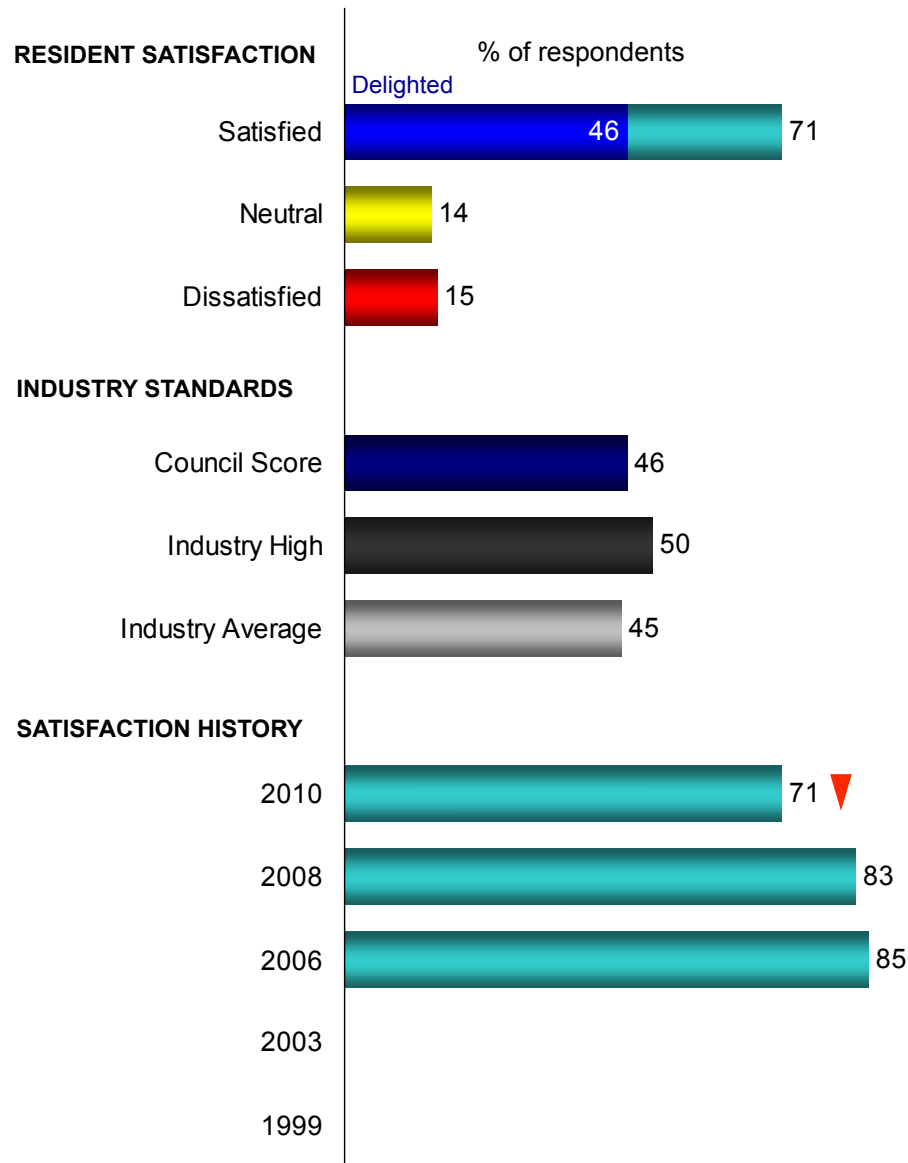


- Satisfaction remains low.
  - 41% of respondents are satisfied.
  - 36% of respondents are dissatisfied.
- Satisfaction is highest among younger singles / couples, seniors and those living in the Byford Ward.
- There is greatest room to improve satisfaction among those living in the Central Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	27%	32%
Families with younger children	13%	34%
Families with older children	16%	42%
Empty nesters	6%	37%
Seniors	29%	23%
Byford	21%	33%
North West	8%	27%
Central	10%	44%
South	15%	39%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 391; 2008 n = 374; 2010 n = 350)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Bush fire prevention and control



- Satisfaction is relatively high, but has dropped significantly.
  - 71% of respondents are satisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among those living in the South Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	47%	21%
Families with younger children	40%	13%
Families with older children	48%	9%
Empty nesters	40%	17%
Seniors	58%	17%
Byford	48%	13%
North West	50%	7%
Central	46%	16%
South	38%	21%

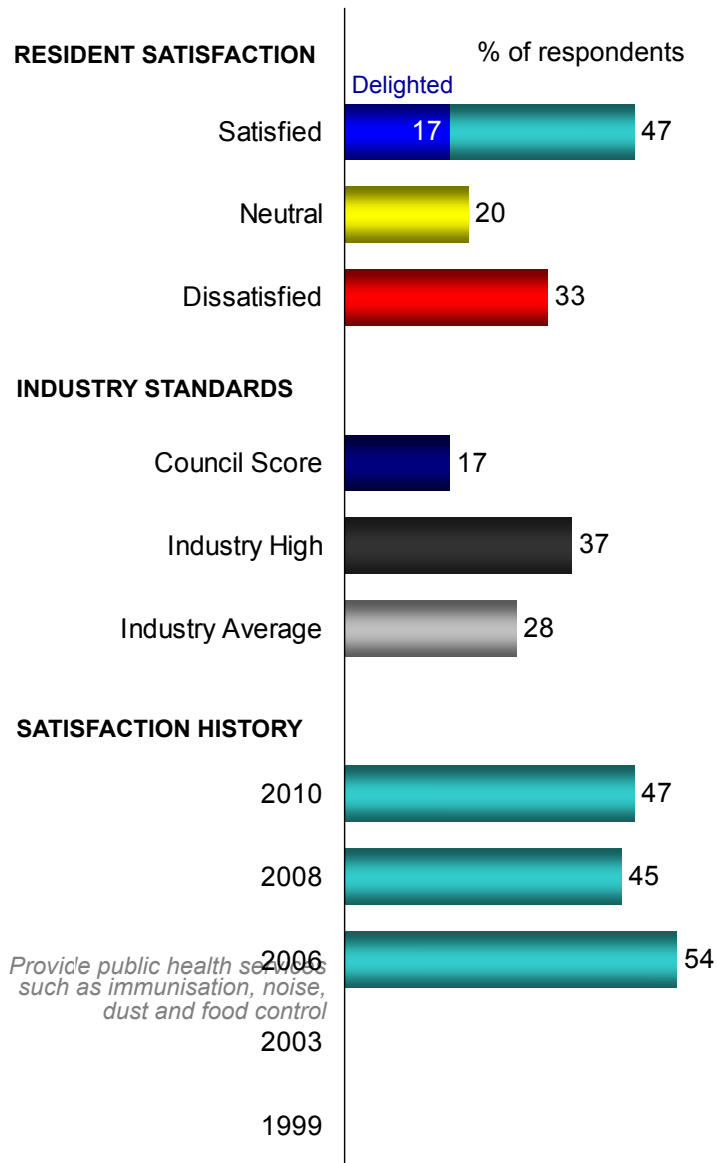
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 406; 2008 n = 398; 2010 n = 375)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4



# Enforcement of local-laws relating to food, health, noise and pollution

Familiar 68%

Priority 3%



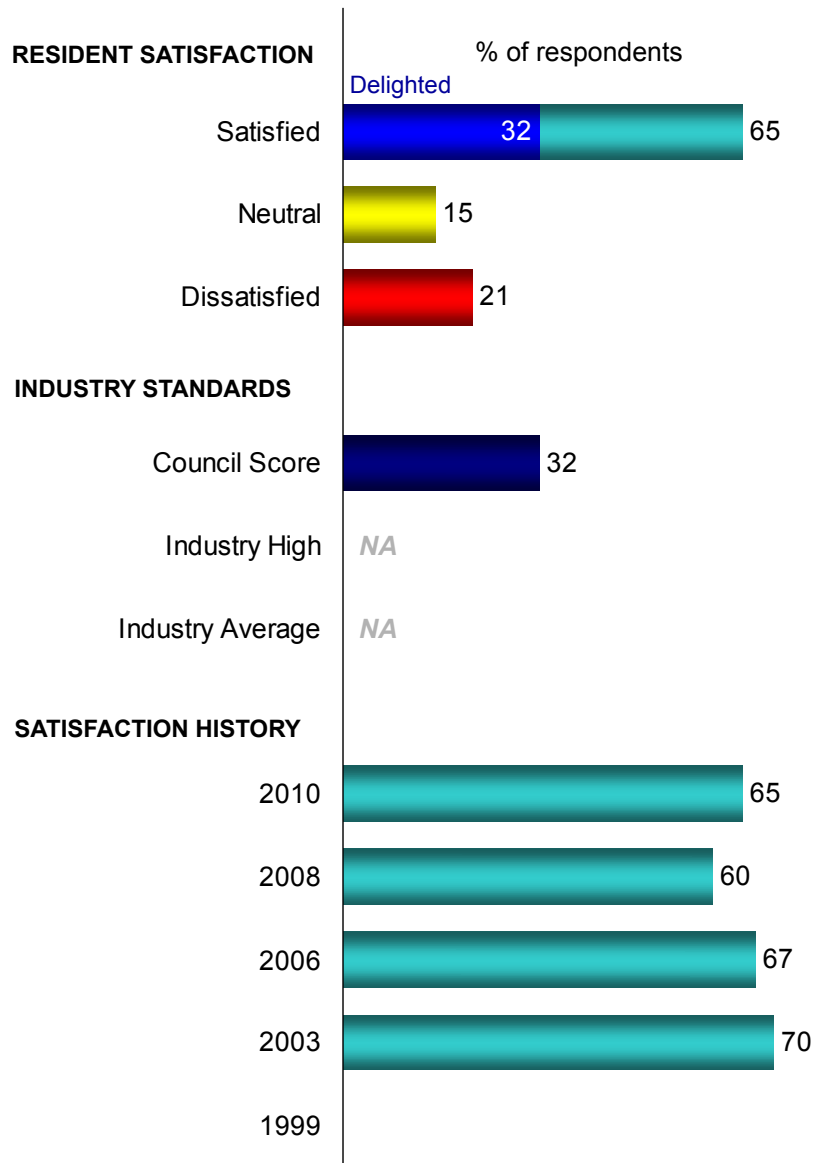
- Satisfaction remains low.
  - 47% of respondents are satisfied.
  - 33% of respondents are dissatisfied.
- Satisfaction is highest among those living in the South Ward.
- There is greatest room to improve satisfaction among females, families with younger children, empty nesters and home owners.

% of residents	Delighted	Dissatisfied
Male	18%	27%
Female	16%	39%
Younger singles / couples <sup>^</sup>	26%	13%
Families with younger children	13%	40%
Families with older children	24%	26%
Empty nesters	10%	42%
Seniors	18%	28%
Byford	14%	36%
North West	17%	37%
Central	13%	31%
South	28%	29%
Own	15%	37%
Rent <sup>^</sup>	13%	10%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 364; 2008 n = 345; 2010 n = 274)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

# The control of abandoned and off road vehicles



- Satisfaction remains moderate.
  - 65% of respondents are satisfied.
  - 21% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- Satisfaction also appears to be higher among younger singles / couples (*however this difference is not significant due to small sample size*).

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	62%	6%
Families with younger children	31%	23%
Families with older children	31%	13%
Empty nesters	22%	29%
Seniors	41%	31%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

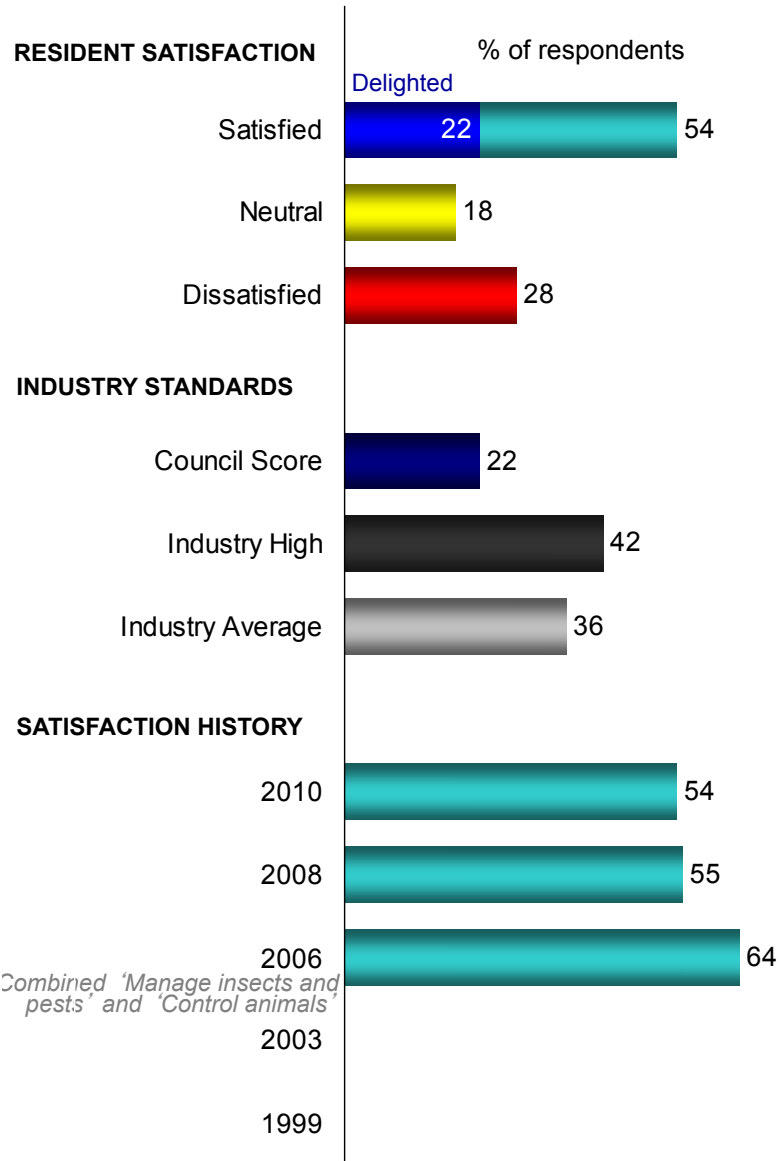
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 339; 2006 n = 372; 2008 n = 362; 2010 n = 299)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Animal and pest control



- Satisfaction remains moderate.
  - 54% of respondents are satisfied.
  - 28% of respondents are dissatisfied.
- Satisfaction is highest among families with older children.
- Satisfaction with animal and pest control also appears to be higher among seniors (*however this difference is not significant due to small sample size*).

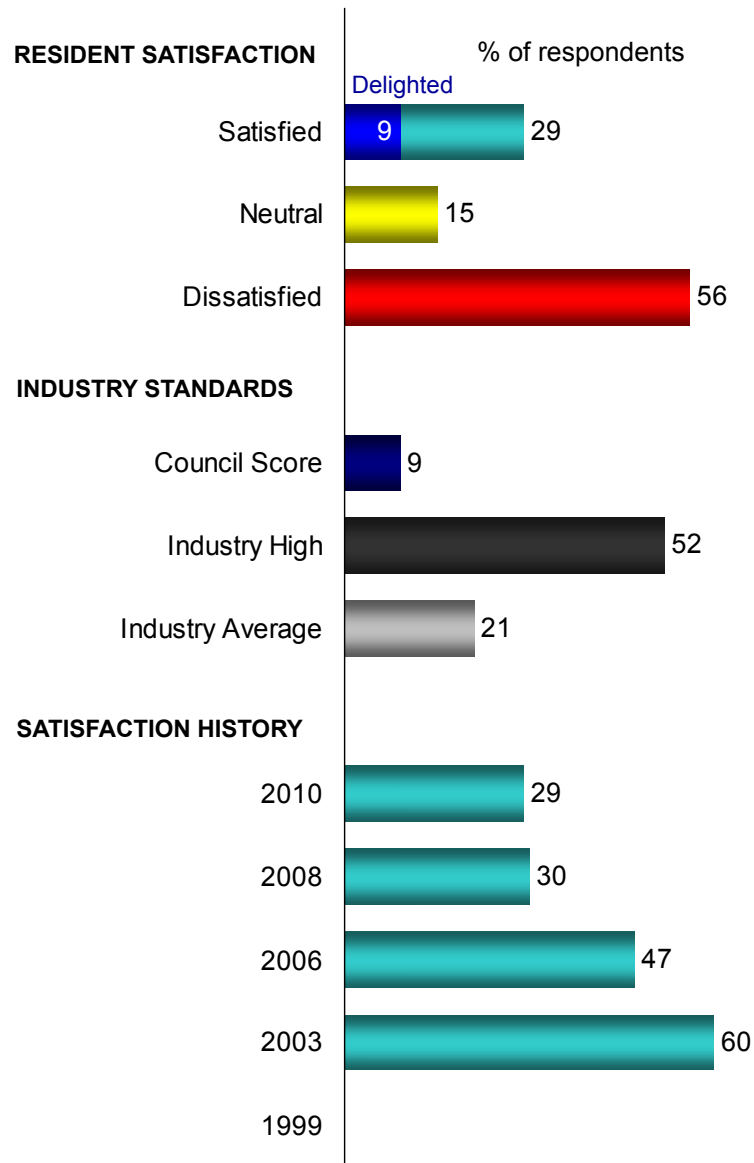
% of residents	Delighted	Dissatisfied
Younger singles / couples^	17%	17%
Families with younger children	20%	28%
Families with older children	28%	21%
Empty nesters	15%	37%
Seniors	28%	26%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 399; 2008 n = 368; 2010 n = 316)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4



Built Environment

# Planning and building approvals



- Satisfaction remains low.
  - 29% of respondents are satisfied.
  - 56% of respondents are dissatisfied.
- Satisfaction is highest among younger singles / couples and those living in the North West Ward.
- There is greatest room to improve satisfaction among females, families with younger children, and home owners.

<i>% of residents</i>	Delighted	Dissatisfied
Male	13%	50%
Female	5%	62%
Younger singles / couples^	50%	39%
Families with younger children	7%	65%
Families with older children	10%	52%
Empty nesters	4%	57%
Seniors	2%	54%
Byford	14%	55%
North West	20%	37%
Central	3%	65%
South	2%	59%
Own	10%	58%
Rent^	0%	42%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 310; 2006 n = 396; 2008 n = 359; 2010 n = 315)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# How urban sprawl is being managed



- Satisfaction remains low.
  - 33% of respondents are satisfied.
  - 48% of respondents are dissatisfied.
- There is greatest room to improve satisfaction among empty nesters and home owners.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	12%	19%
Families with younger children	11%	46%
Families with older children	12%	47%
Empty nesters	7%	61%
Seniors	15%	37%
Own	10%	51%
Rent^	12%	22%

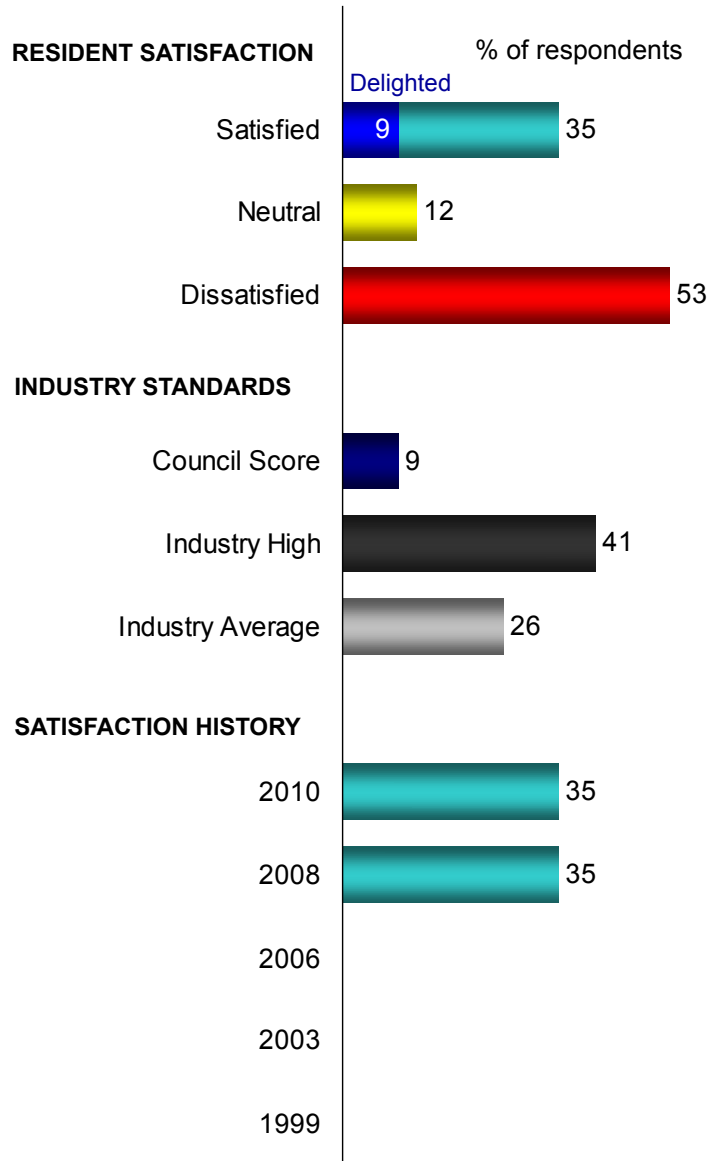
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 398; 2008 n = 388; 2010 n = 353)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# How the Byford Town Centre is being developed

Among those living in the Byford and North West Wards

Familiar 47%

Priority 11%



- Satisfaction remains low.
  - 35% of respondents are satisfied.
  - 53% of respondents are dissatisfied.
- There is greatest room to improve satisfaction among empty nesters and those living in the Byford Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	20%	40%
Families with younger children	8%	56%
Families with older children	9%	46%
Empty nesters	2%	67%
Seniors^	12%	59%
Byford	8%	60%
North West	11%	34%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who live in Byford or North West wards and feel familiar enough with service / facility to comment (Residents 2008 n = 200; 2010 n = 188)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# How the Jarrahdale Town Centre is being developed

Among those living in the Central Ward

Familiar 20%

Priority 4%



- Satisfaction remains low.
  - 30% of respondents are satisfied.
  - 38% of respondents are dissatisfied.
- There is greatest room to improve satisfaction among families with older children.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	49%	0%
Families with younger children <sup>^</sup>	0%	33%
Families with older children <sup>^</sup>	5%	61%
Empty nesters	8%	40%
Seniors <sup>^</sup>	9%	17%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who live in Central Ward and feel familiar enough with service / facility to comment (Residents 2008 n = 103; 2010 n = 80)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

<sup>^</sup> = small sample size (n < 30)

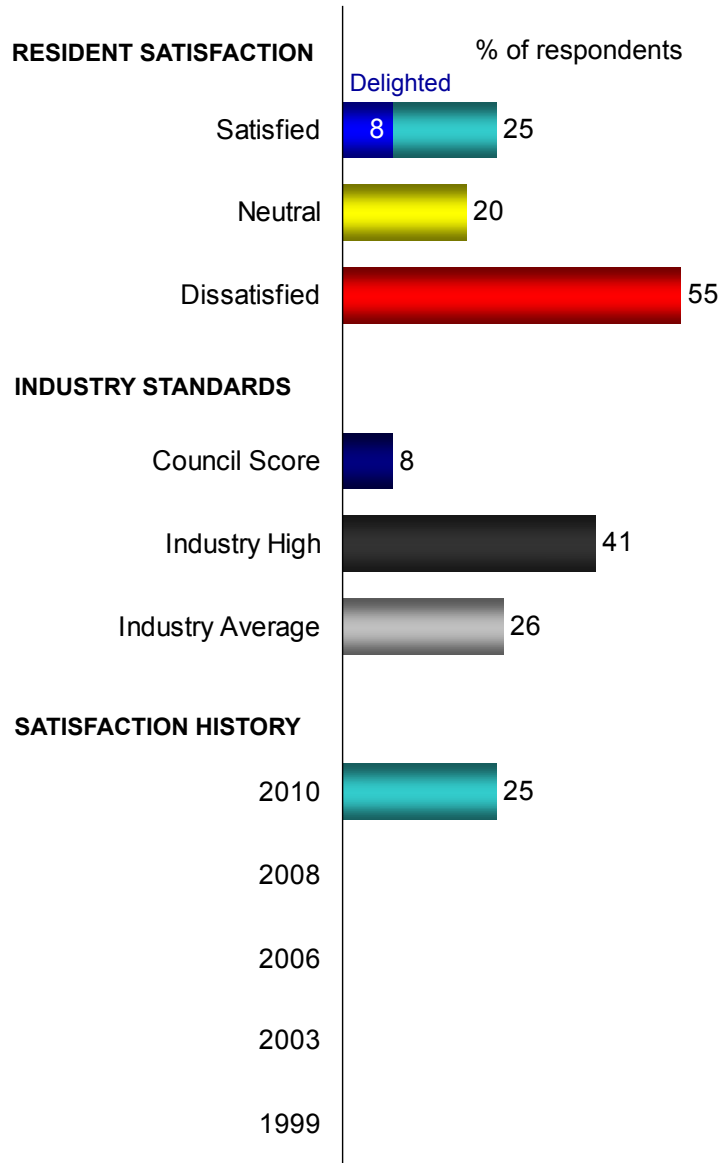
○ ▼ ▲ = significant variance

# How the Mundijong Town Centre is being developed

Among those living in the Central Ward

Familiar 25%

Priority 4%



- Satisfaction is low.
  - 25% of respondents are satisfied.
  - 55% of respondents are dissatisfied.
- *There was no significant variance across the community.*

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who live in South Ward and feel familiar enough with service / facility to comment (Residents 2010 n = 101)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
 ^ = small sample size (n < 30)

○ ▼ ▲ = significant variance

# How the Serpentine Town Centre is being developed

Among those living in the South Ward

Familiar 18%

Priority 2%



- Satisfaction is now low, having dropped significantly.
  - 19% of respondents are satisfied.
  - 59% of respondents are dissatisfied.
- *There was no significant variance across the community.*

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who live in South Ward and feel familiar enough with service / facility to comment (Residents 2008 n = 73; 2010 n = 72)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
 ^ = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Road maintenance



- Satisfaction is now low, having been decreasing since 2003.
  - 39% of respondents are satisfied.
  - 45% of respondents are dissatisfied.
- There is greatest concern among those with children and empty nesters.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	18%	27%
Families with younger children	8%	51%
Families with older children	14%	45%
Empty nesters	9%	51%
Seniors	17%	26%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 396; 2006 n = 429; 2008 n = 401; 2010 n = 396)

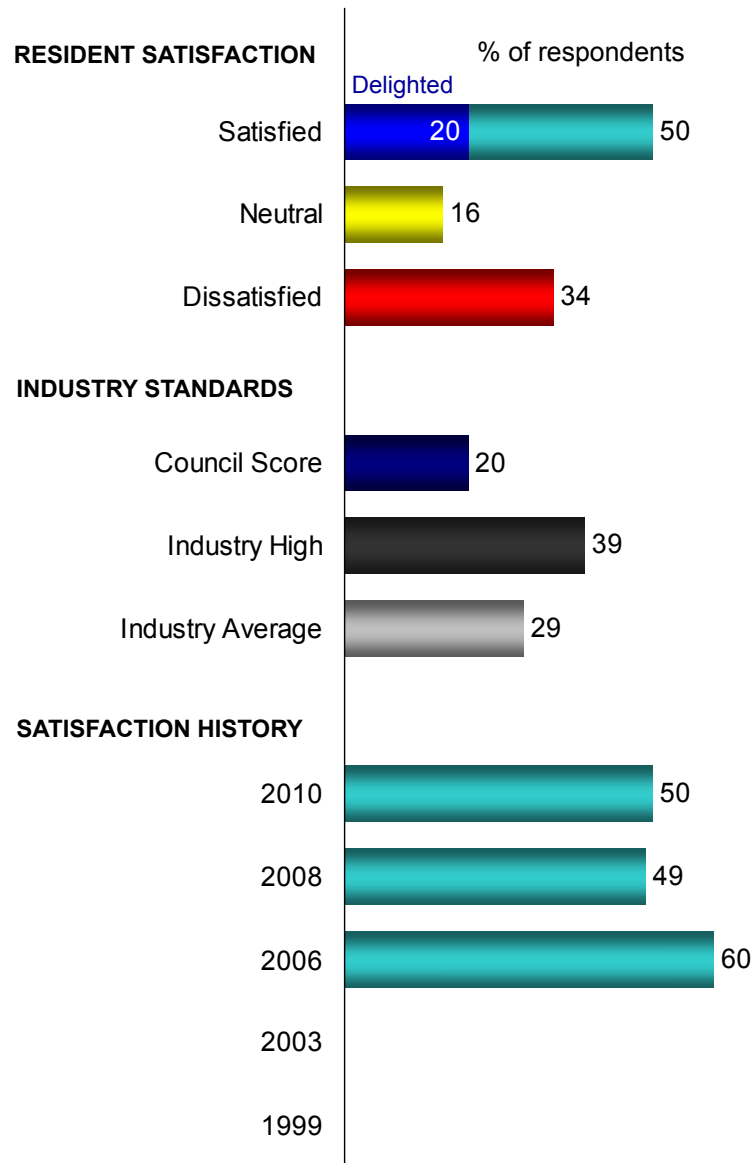
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance



# The management and control of traffic on local roads



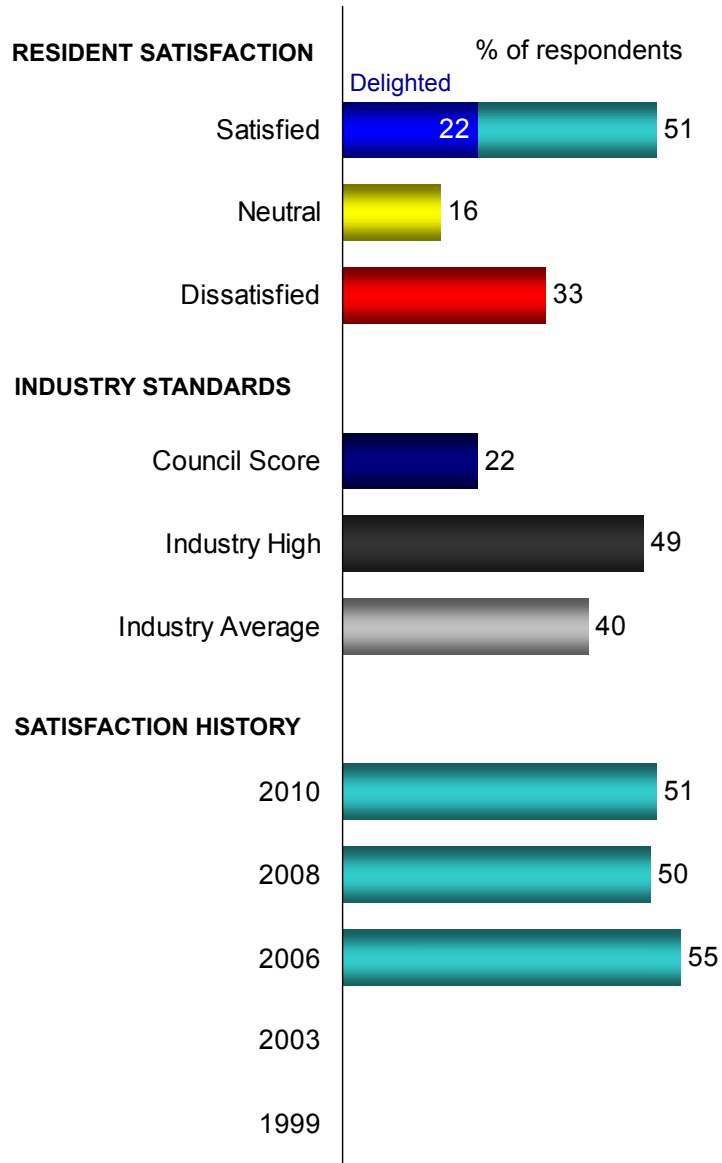
- Satisfaction is moderate.
  - 50% of respondents are satisfied.
  - 34% of respondents are dissatisfied
- *There was no significant variance across the community.*

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 421; 2008 n = 387; 2010 n = 370)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Street lighting

Familiar 93%

Priority 6%



- Satisfaction remains moderate.
  - 51% of respondents are satisfied.
  - 33% of respondents are dissatisfied.
- Satisfaction is highest among seniors and those living in the Byford Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	27%	36%
Families with younger children	25%	36%
Families with older children	22%	33%
Empty nesters	17%	32%
Seniors	34%	25%
Byford	33%	27%
North West	11%	37%
Central	20%	36%
South	16%	36%

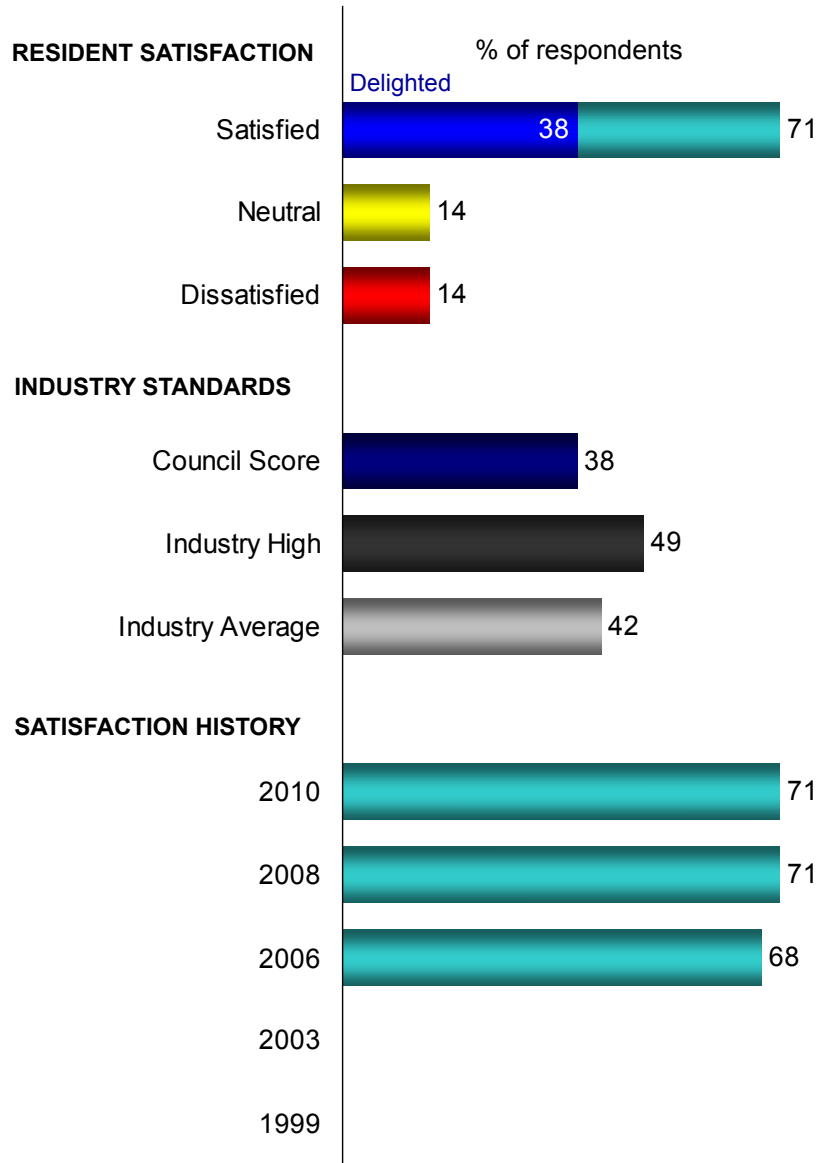
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 420; 2008 n = 395; 2010 n = 383)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Street signs

Familiar 97%

Priority 3%



- Satisfaction remains relatively high.
  - 71% of respondents are satisfied.
- There is greatest room to improve satisfaction among empty nesters.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	54%	5%
Families with younger children	40%	15%
Families with older children	42%	13%
Empty nesters	23%	17%
Seniors	48%	13%

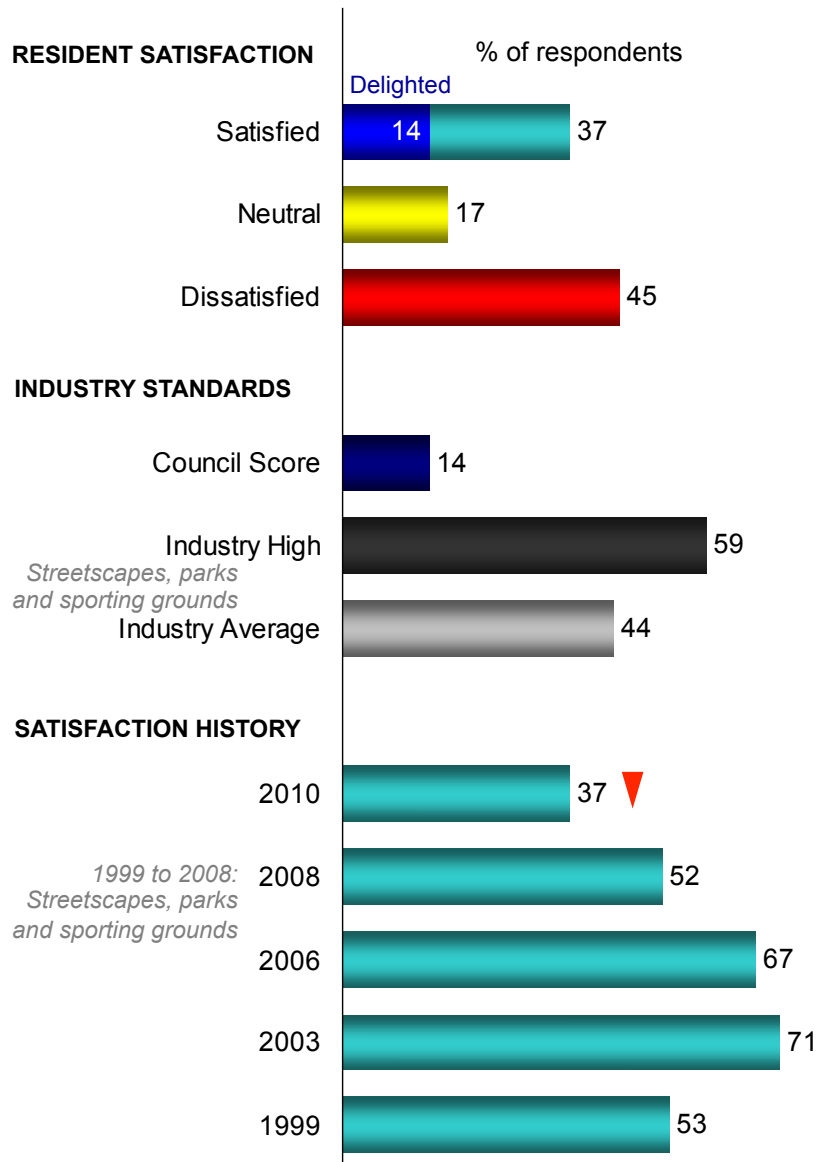
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 430; 2008 n = 400; 2010 n = 389)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Streetscapes

Familiar 89%

Priority 11%



- Satisfaction is low.
  - 37% of respondents are satisfied.
  - 45% of respondents are dissatisfied.
- Satisfaction is highest among younger singles / couples and seniors.
- There is greatest room to improve satisfaction among those living in the Central Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	29%	24%
Families with younger children	14%	49%
Families with older children	15%	44%
Empty nesters	5%	53%
Seniors	21%	39%
Byford	17%	42%
North West	6%	34%
Central	13%	55%
South	16%	45%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 362; 2006 n = 427; 2008 n = 389; 2010 n = 354)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Storm water drainage

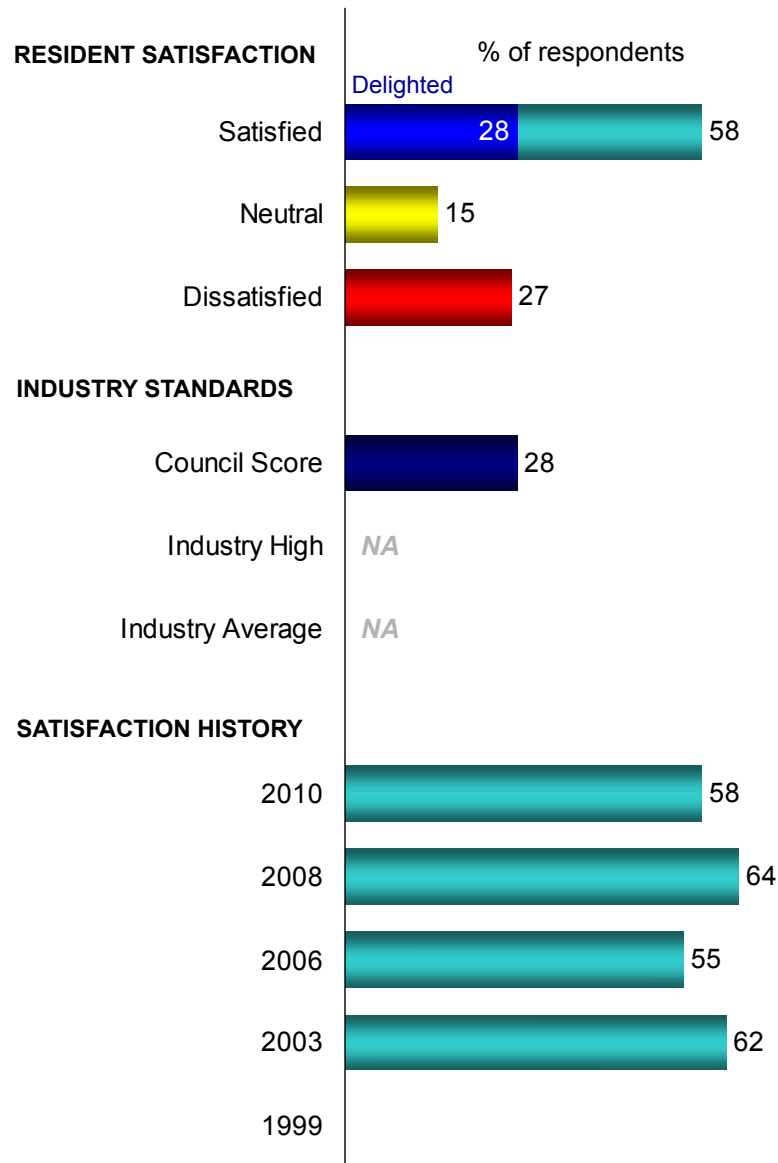


- Satisfaction remains low.
  - 44% of respondents are satisfied.
  - 41% of respondents are dissatisfied.
- Satisfaction is highest among younger singles / couples.
- There is greatest room to improve satisfaction among families with younger children, empty nesters and those living in the Central Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	32%	16%
Families with younger children	12%	53%
Families with older children	18%	38%
Empty nesters	17%	46%
Seniors	24%	28%
Byford	21%	33%
North West	18%	43%
Central	20%	50%
South	10%	42%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 386; 2008 n = 374; 2010 n = 318)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

# Paths and trails



- Satisfaction remains moderate.
  - 58% of respondents are satisfied.
  - 27% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among those living in the Central and South Wards.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	33%	44%
Families with younger children	25%	22%
Families with older children	30%	25%
Empty nesters	19%	34%
Seniors	44%	20%
Byford	27%	26%
North West	31%	14%
Central	28%	34%
South	26%	32%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 335; 2006 n = 423; 2008 n = 378; 2010 n = 338)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# Access to public transport



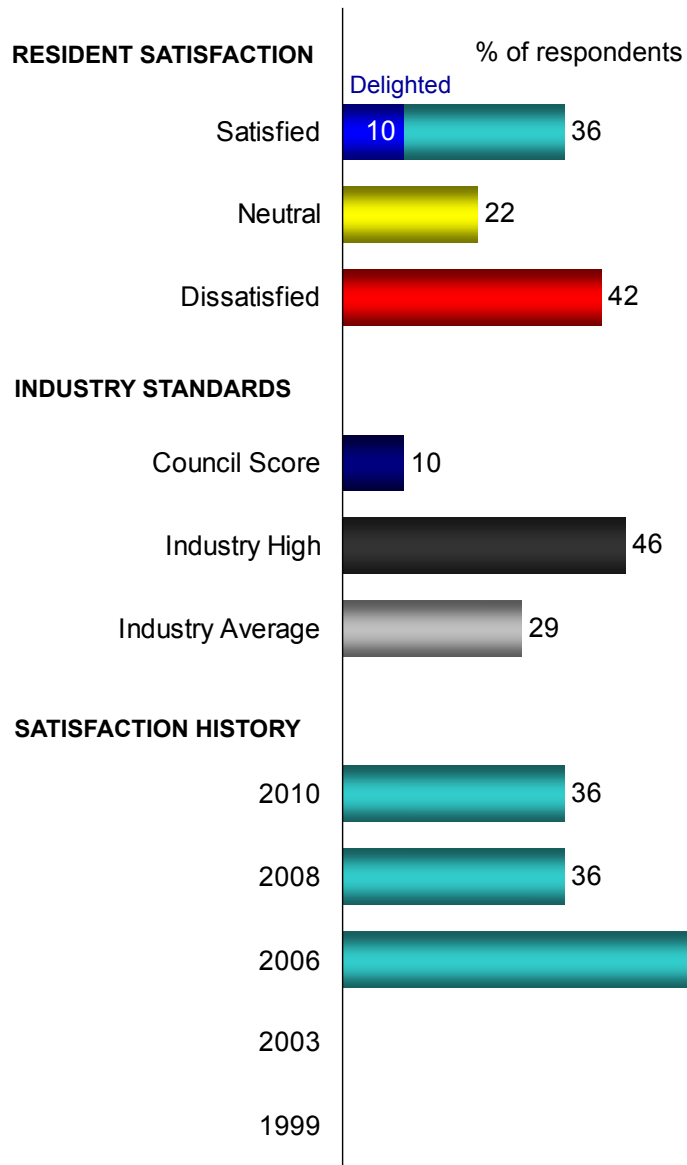
- Satisfaction remains very low.
  - Just 17% of respondents are satisfied.
  - 70% of respondents are dissatisfied.
- Most people in various stages in life are dissatisfied with access to public transport.
- While there is a segment of younger singles / couples who are delighted, most are dissatisfied.
- There is greatest room to improve satisfaction among those living in the North West and South Wards.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	26%	68%
Families with younger children	5%	70%
Families with older children	6%	78%
Empty nesters	5%	72%
Seniors	6%	54%
Byford	6%	68%
North West	1%	85%
Central	11%	62%
South	3%	78%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 402; 2008 n = 387; 2010 n = 374)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

# Economic Development

# Education and training opportunities

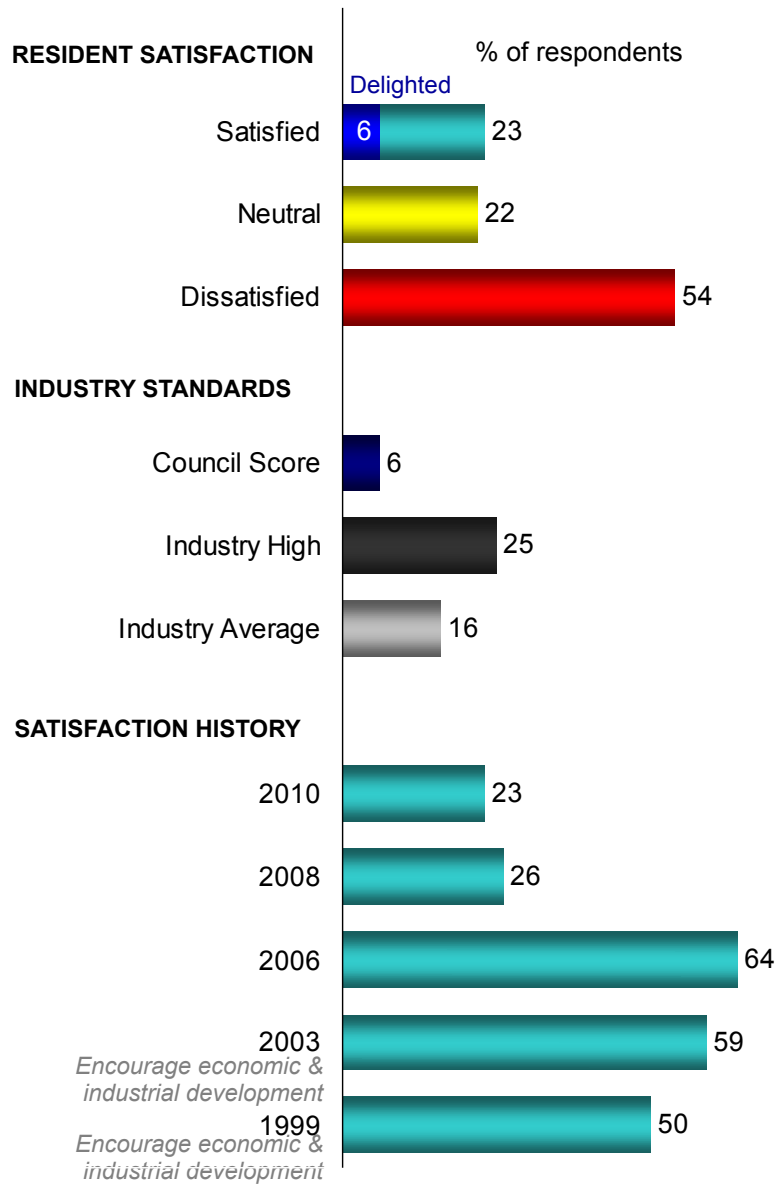


- Satisfaction remains low.
  - 36% of respondents are satisfied.
  - 42% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- Concern is greatest among those with children and empty nesters.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	7%	22%
Families with younger children	8%	46%
Families with older children	10%	43%
Empty nesters	2%	52%
Seniors	26%	26%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 368; 2008 n = 352; 2010 n = 302)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

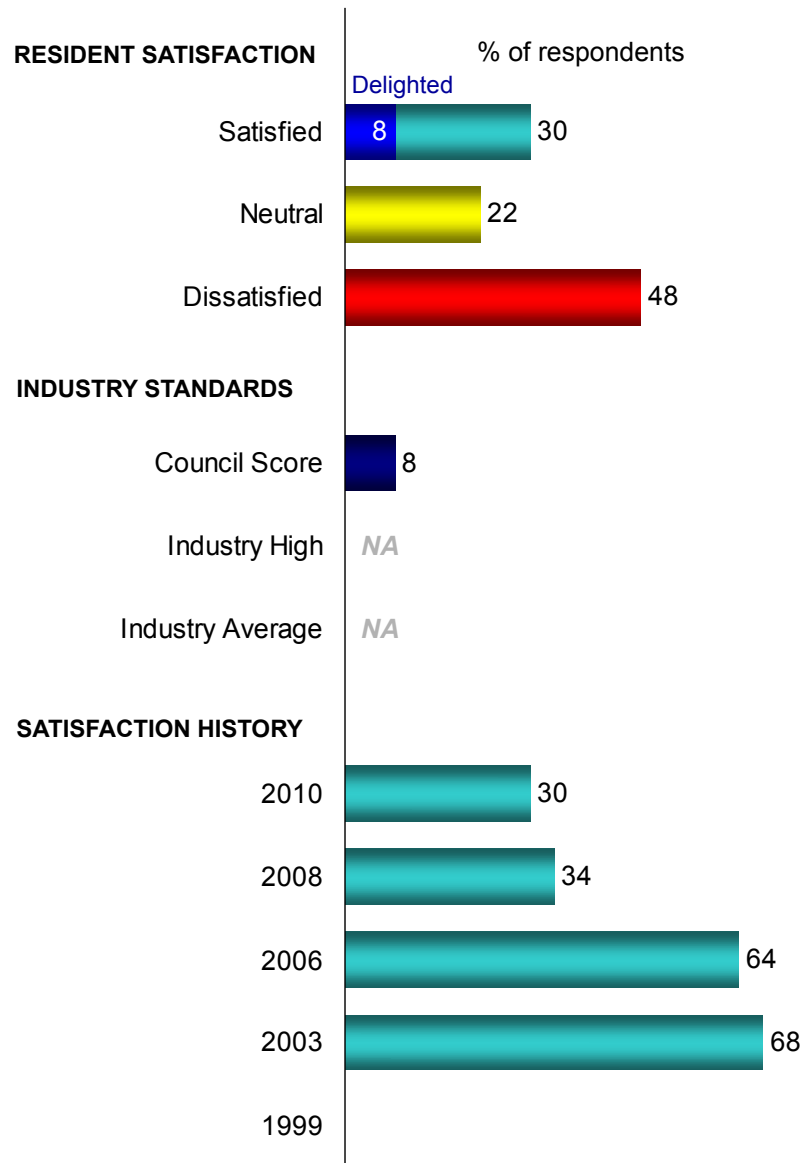
# Economic development, tourism and job creation



- Satisfaction remains low.
  - 23% of respondents are satisfied.
  - 54% of respondents are dissatisfied.
- *There was no significant variance across the community.*

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 276; 2006 n = 370; 2008 n = 359; 2010 n = 315)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
 ^ = small sample size (n < 30)

# Efforts to attract tourists and visitors to the area



- Satisfaction remains low.
  - 30% of respondents are satisfied.
  - 48% of respondents are dissatisfied.
- *There was no significant variance across the community.*

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 332; 2006 n = 387; 2008 n = 375; 2010 n = 351)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# How the area is being promoted as a desirable place to live and work

Familiar 89%

Priority 4%



- Satisfaction is now low, having been decreasing significantly since 2006.
  - 39% of respondents are satisfied.
  - 37% of respondents are dissatisfied.
- Satisfaction is highest among younger singles / couples, those living in the Byford Ward and ethnic respondents.
- There is greatest room to improve satisfaction among empty nesters.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	37%	26%
Families with younger children	21%	37%
Families with older children	16%	39%
Empty nesters	11%	48%
Seniors	24%	26%
Byford	27%	34%
North West	15%	31%
Central	15%	44%
South	10%	38%
Non-English speaking background <sup>^</sup>	42%	22%

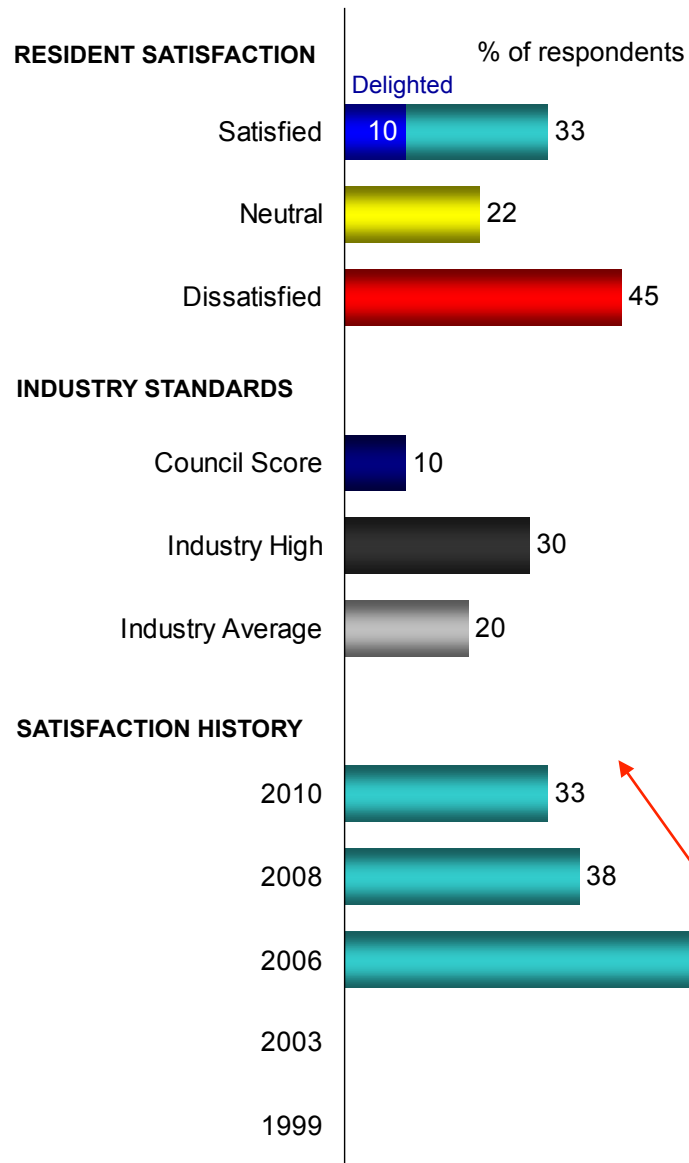
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 423; 2008 n = 386; 2010 n = 357)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

Governance



# The Shire's leadership within the community



- Satisfaction remains low.
  - 33% of respondents are satisfied.
  - 45% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among Empty Nesters and those living in the Central Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	14%	29%
Families with younger children	6%	47%
Families with older children	8%	42%
Empty nesters	7%	57%
Seniors	27%	34%
Byford	10%	44%
North West	18%	31%
Central	9%	53%
South	7%	45%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 409; 2008 n = 368; 2010 n = 326)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

# How the community is consulted about local issues



- Satisfaction remains low.
  - 37% of respondents are satisfied.
  - 45% of respondents are dissatisfied.
- Concern is being expressed across the community, more so in the Byford, Central and South Wards.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	23%	18%
Families with younger children	7%	42%
Families with older children	9%	48%
Empty nesters	10%	54%
Seniors	25%	40%
Byford	13%	43%
North West	17%	30%
Central	15%	54%
South	1%	49%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 433; 2008 n = 391; 2010 n = 357)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

# How the community is informed about local issues



- Satisfaction is low, having been decreasing since 2003.
  - 43% of respondents are satisfied.
  - 39% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among those with children, Empty Nesters, and home owners.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	16%	10%
Families with younger children	12%	43%
Families with older children	12%	38%
Empty nesters	11%	48%
Seniors	22%	26%
Own	13%	41%
Rent <sup>^</sup>	14%	20%

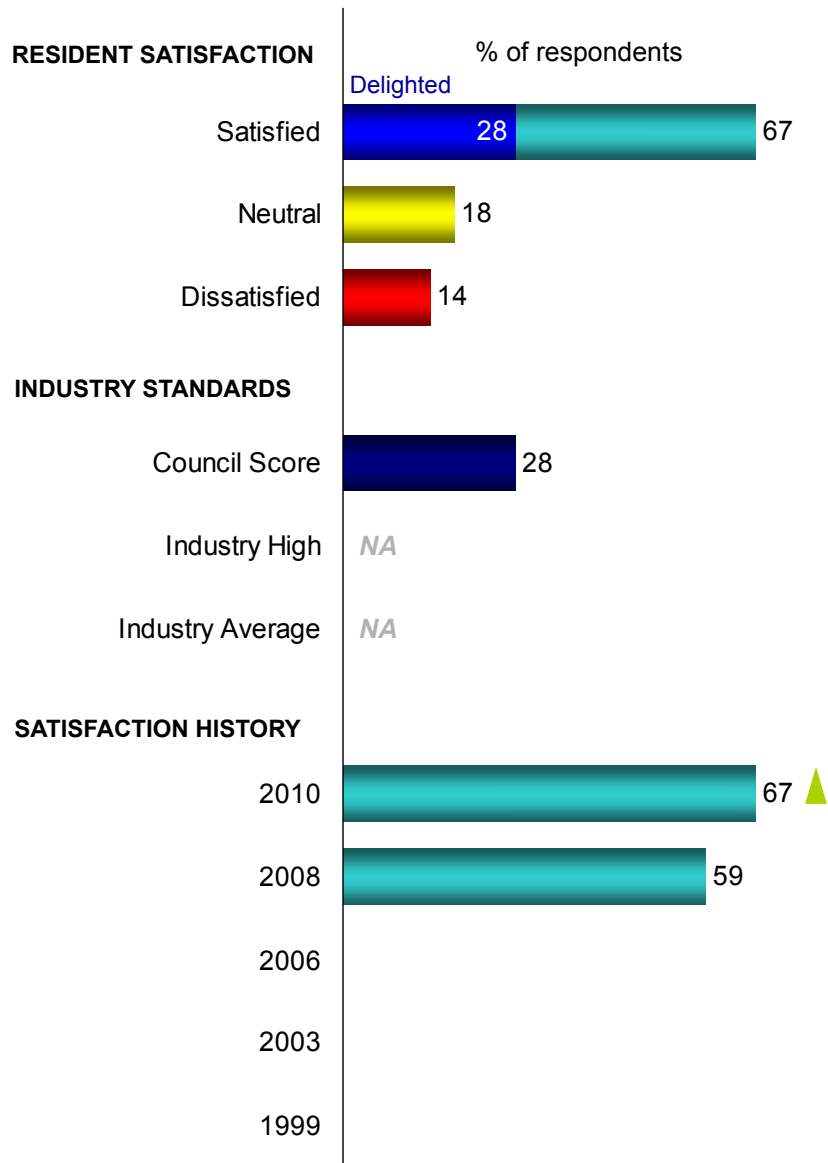
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 386; 2006 n = 433; 2008 n = 393; 2010 n = 370)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

# Communication materials

such as the SJ Update, the Shire's website and Council News

Familiar 79%

Priority 4%



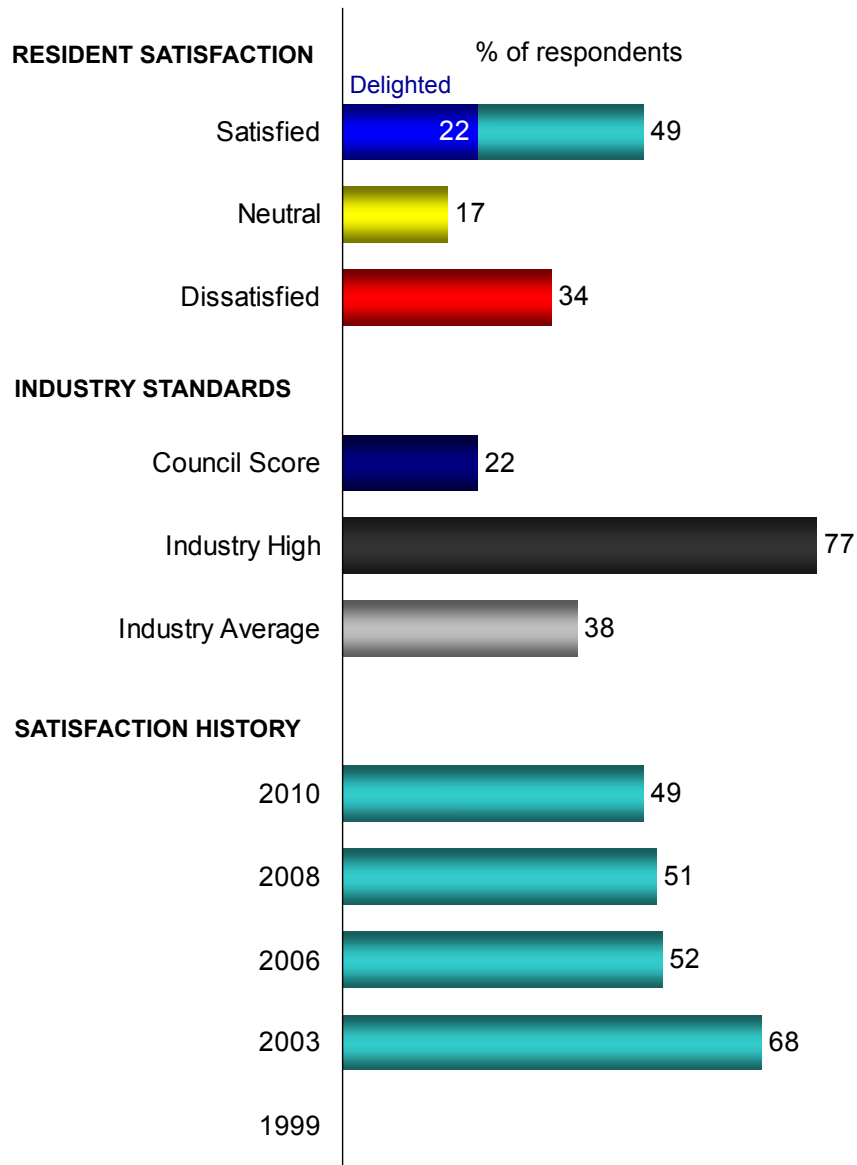
- Satisfaction is now moderate, having risen significantly.
  - 67% of respondents are satisfied.
- Satisfaction is highest among seniors, those living in the North West Ward and home owners.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	26%	0%
Families with younger children	27%	14%
Families with older children	25%	16%
Empty nesters	22%	21%
Seniors	55%	5%
Byford	29%	15%
North West	42%	11%
Central	21%	16%
South	29%	12%
Own	29%	14%
Rent^	7%	25%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 371; 2010 n = 316)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# The efficiency and effectiveness of customer service



- Satisfaction is low.
  - 49% of respondents are satisfied.
  - 34% of respondents are dissatisfied.
- Satisfaction is highest among seniors and those living in the North West Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	10%	21%
Families with younger children	23%	39%
Families with older children	17%	32%
Empty nesters	21%	34%
Seniors	39%	30%
Byford	27%	34%
North West	38%	10%
Central	14%	41%
South	15%	41%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 377; 2006 n = 430; 2008 n = 377; 2010 n = 339)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

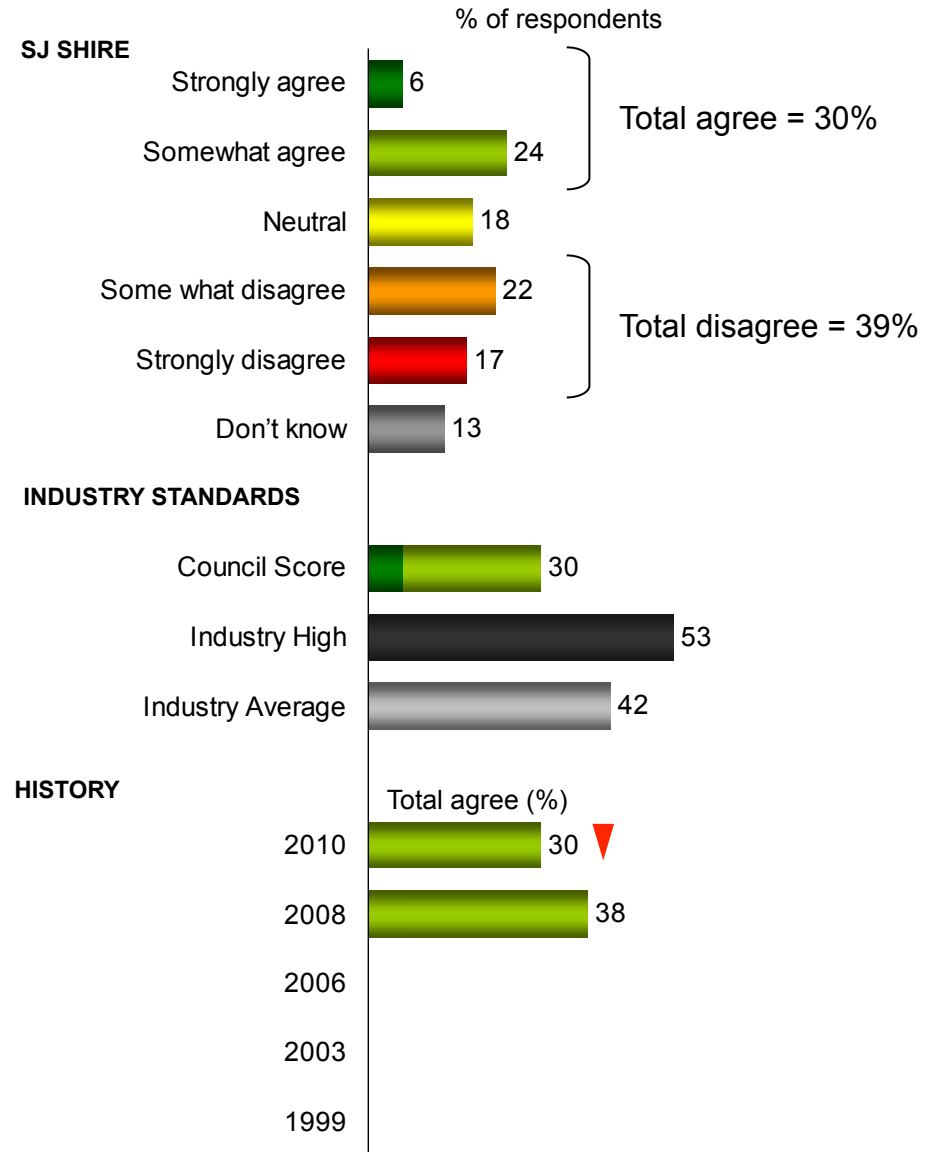
<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Elected Members at SJ Shire have a good understanding of our needs

- Overall, just 30% of respondents agree that the Elected Members at Serpentine Jarrahdale Shire have a good understanding of their needs.
- Those living in the North West Ward are more likely to agree.
- Residents in Byford, Central and South Wards are more likely to disagree.

% of residents	Agree	Disagree
Byford	31%	41%
North West	43%	21%
Central	26%	43%
South	23%	44%



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.

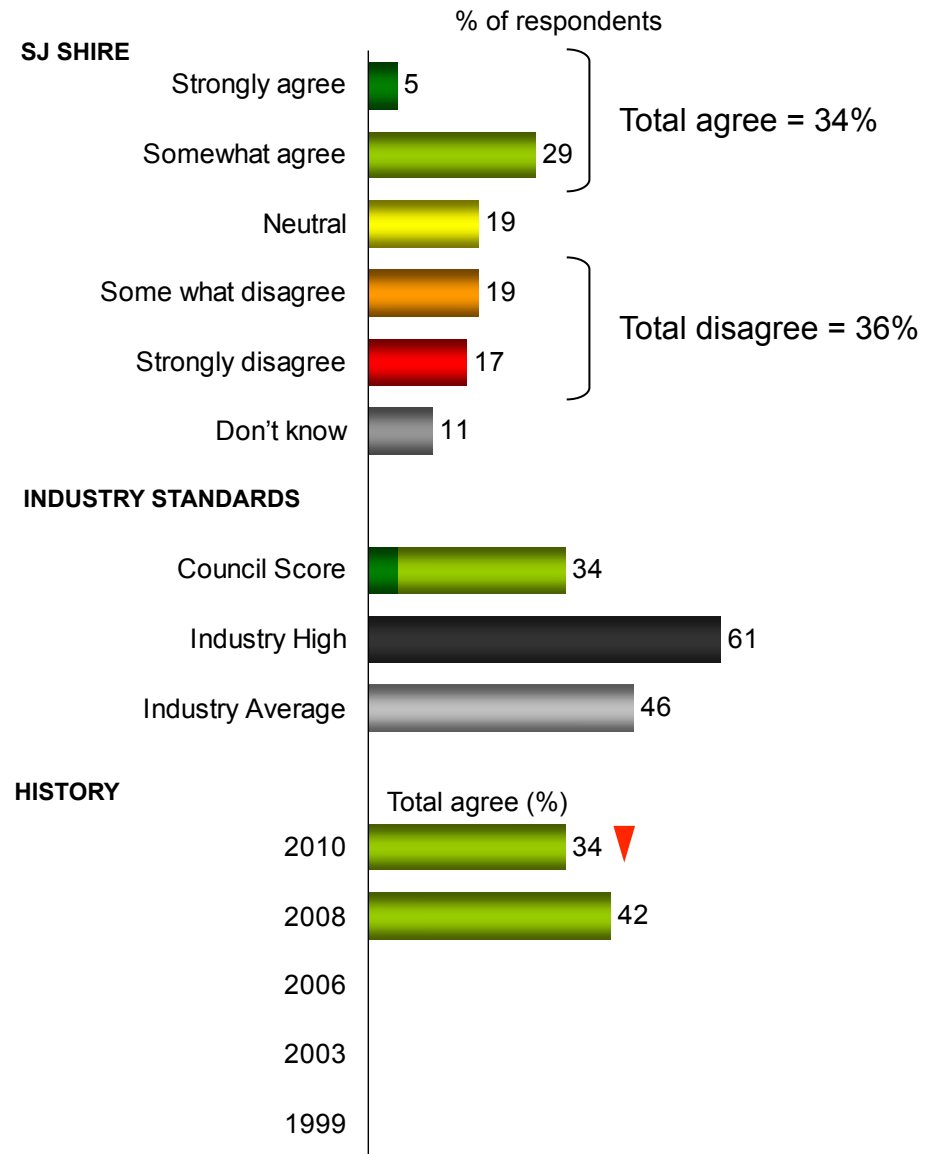
Base: All respondents (Residents 2008 n = 403; 2010 n = 400)

○ ▼ ▲ = significant variance

# Staff at SJ Shire have a good understanding of our needs

- Overall, just 34% of respondents agree that staff at Serpentine Jarrahdale Shire have a good understanding of their needs.
- Seniors and those living in the North West Ward are more likely to agree.
- Families with younger children and those in the Central Ward are more likely to disagree.
- Opinion is divided in the Byford and South Wards.

% of residents	Agree	Disagree
Younger singles / couples <sup>^</sup>	27%	27%
Families with younger children	32%	43%
Families with older children	37%	31%
Empty nesters	26%	39%
Seniors	50%	36%
Byford	38%	36%
North West	45%	16%
Central	24%	45%
South	35%	38%



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 (Residents 2008 n = 403; 2010 n = 400)

<sup>^</sup> = small sample size (n < 30)

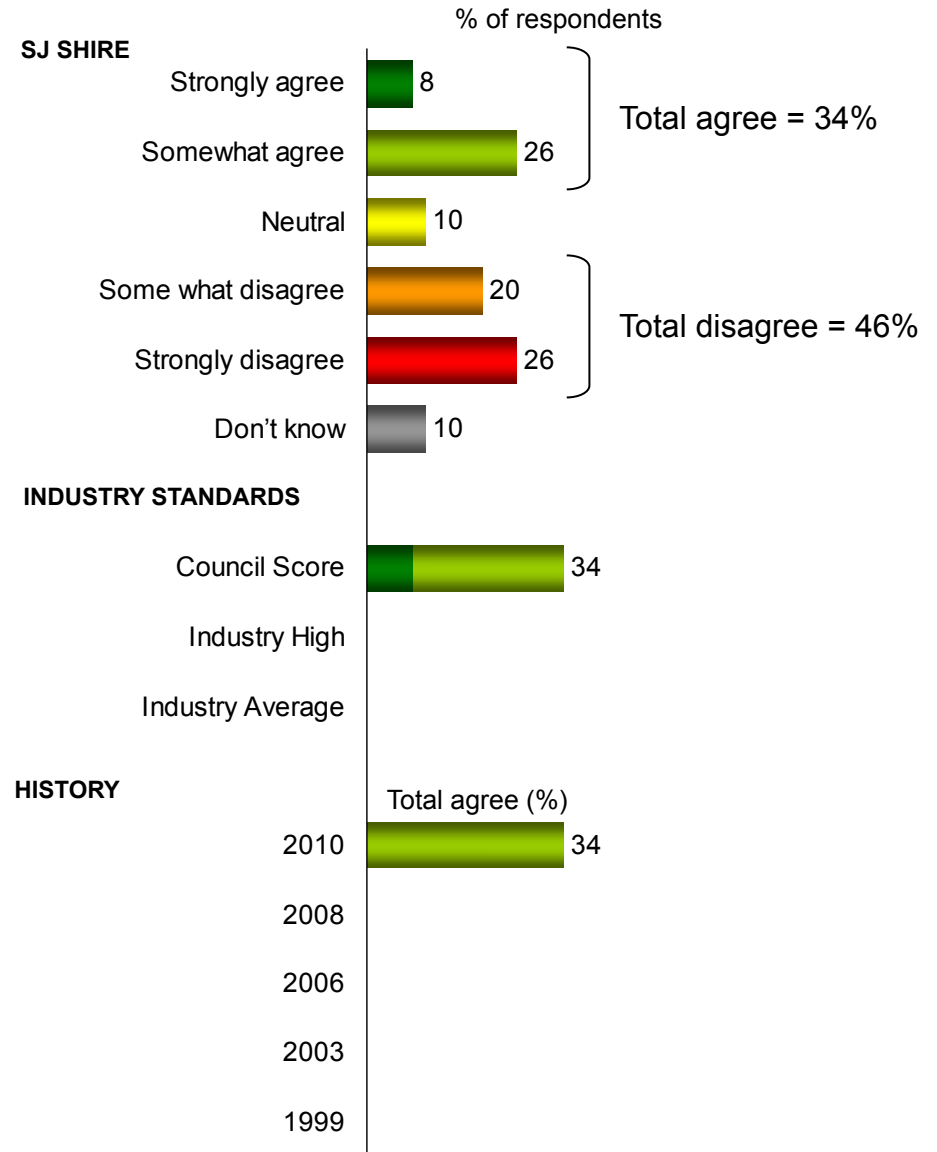
○ ▼ ▲ = significant variance



# SJ 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 5 years time

- Overall, just 34% of respondents agree that the Serpentine Jarrahdale Shire has developed and communicated a clear vision for what the area is going to look and feel like in 5 years time.
- Those living in the North West Ward are more likely to agree.
- Empty nesters and those living in the Byford, Central and South Wards are more likely to disagree.

% of residents	Agree	Disagree
Younger singles / couples^	36%	36%
Families with younger children	39%	42%
Families with older children	38%	47%
Empty nesters	22%	59%
Seniors	35%	35%
Byford	38%	45%
North West	50%	29%
Central	27%	52%
South	23%	53%



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 (2010 n = 400)

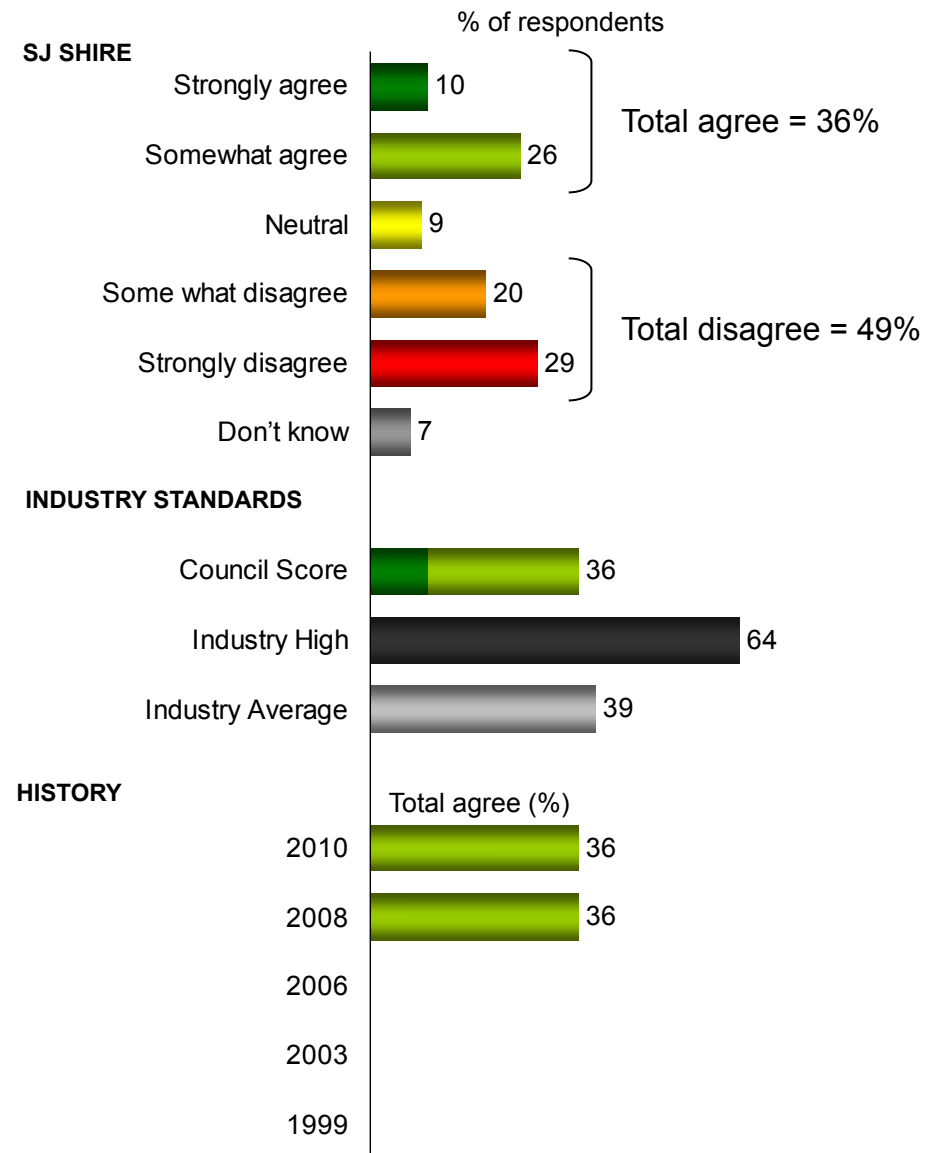
○ ▼ ▲ = significant variance

# SJ 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

- Overall, just 36% of respondents agree that the Serpentine Jarrahdale Shire has developed and communicated a clear vision for what the area is going to look and feel like in 10 years time.
- Those living in the North West Ward are more likely to agree.
- Empty nesters and those living in the Byford, Central and South Wards are more likely to disagree.

% of residents	Agree	Disagree
Younger singles / couples^	32%	59%
Families with younger children	43%	43%
Families with older children	38%	48%
Empty nesters	20%	61%
Seniors	41%	35%
Byford	40%	48%
North West	46%	32%
Central	31%	54%
South	25%	55%
Non-English speaking background^	46%	28%



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 (Residents 2008 n = 403; 2010 n = 400)

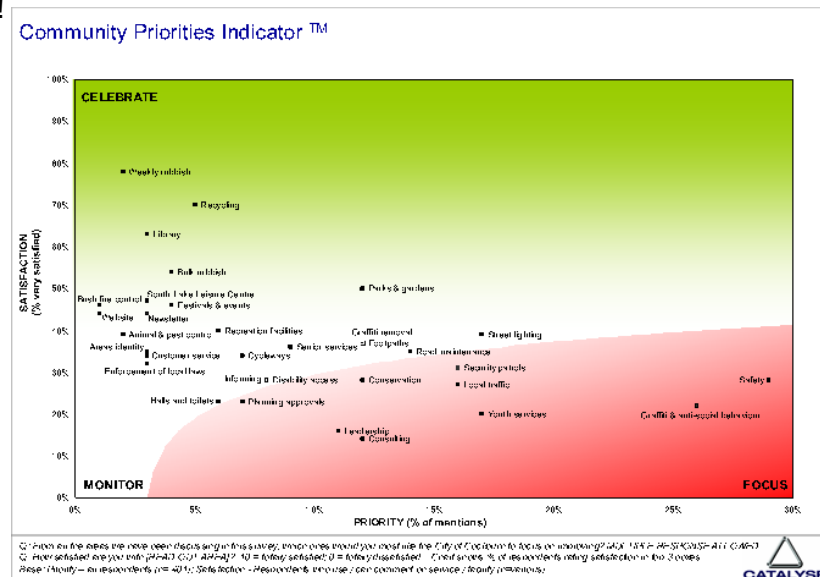
○ ▼ ▲ = significant variance

# Community Priorities Indicator™

# Community Priorities Indicator™

The Community Priorities Indicator assists Councils to identify strategic priorities. Importance and satisfaction levels are analysed and presented in three clusters. These clusters illustrate whether the service or facility is one that needs to be a focus for improvement, monitored or celebrated.

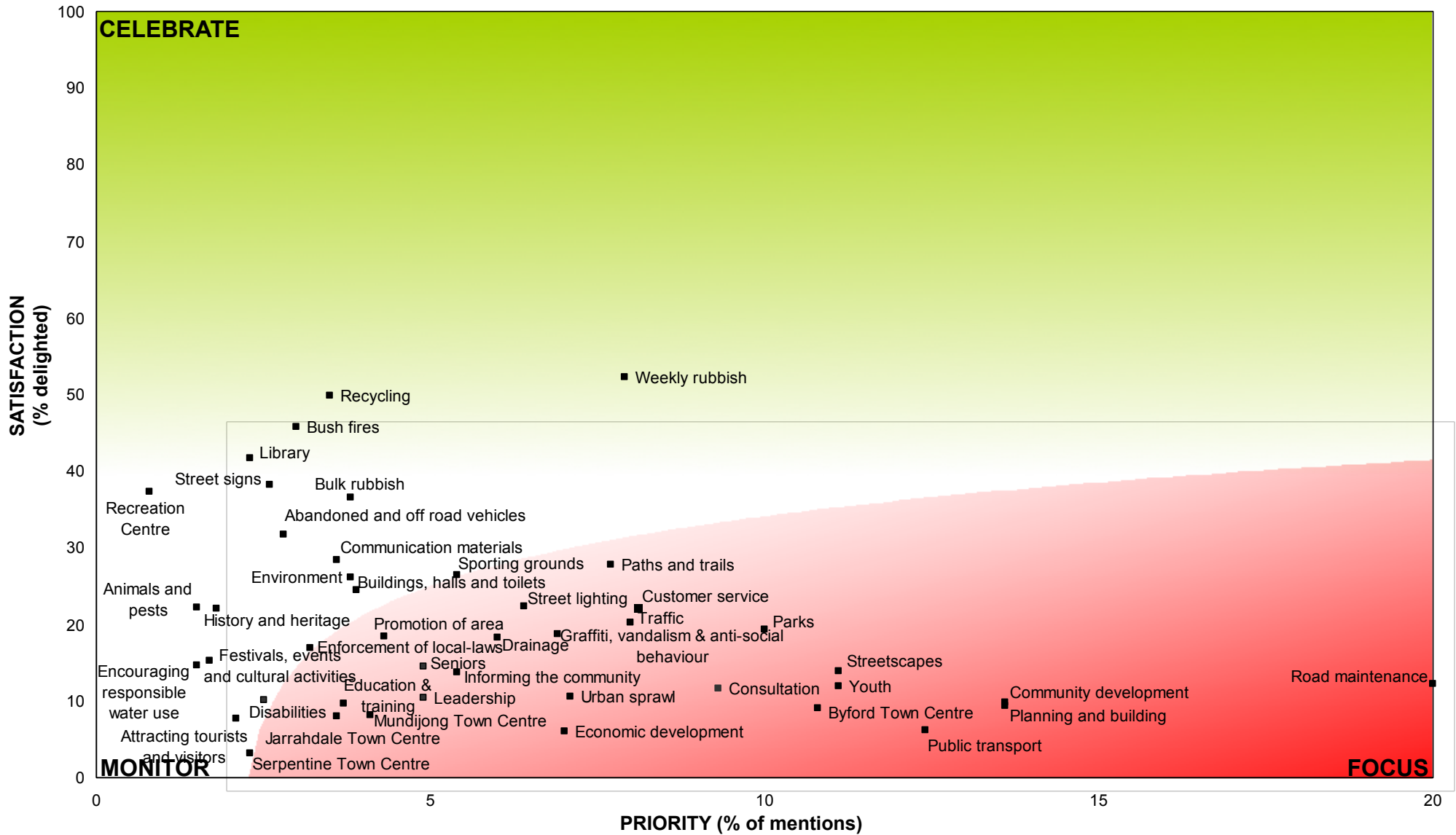
The **CELEBRATE** cluster contains services and facilities that are performing extremely well. At least 70% of respondents are very satisfied with the Council's performance (they rate satisfaction in the top 3 boxes on a 10-point scale). Celebrate success in these areas and maintain high performance levels!



**MONITOR** services and facilities in the lower left cluster. While respondents are less satisfied with these services, they are not considered high priority areas for improvement. Monitor performance in these areas. If satisfaction levels fall, these areas may become more of a priority.

**FOCUS** on improving services and facilities in the lower right cluster. These areas represent the 'hot issues' for Council. Consider how resources may be better utilised to improve performance. For example, Council may need to invest in better information, improved communications, improved service delivery or new infrastructure.

# Community Priorities Indicator™



Q. From all the areas we have been discussing in this survey, which ones would you most like Serpentine Jarrahdale Shire to focus on improving? MULTIPLE RESPONSE ALLOWED  
 Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied. Chart shows % of respondents delighted (8,9 or 10)  
 Base: Priority – all respondents (Residents 2008 n = 403); Satisfaction - Respondents who use / can comment on service / facility (Residents 2008 n = various)

# Strategic Insights

# Strategic Insights

- Residents feel there is **significant room for improvement** in Serpentine Jarrahdale Shire.
  - Only 42% of residents expressed overall satisfaction with the Shire.
- To improve, 8 key areas have been identified as priorities for improvement:
  - Road maintenance
  - Planning and building approvals
  - Community development
  - Access to public transport
  - The Byford Town Centre
  - Youth services
  - Streetscapes
  - How the community is consulted
- On a positive note, there has been a significant rise in satisfaction with library and information services as well as communication materials such as the SJ Update, Council News and the Council's website.
- Further consultation is recommended with the community to clearly define problems in areas of concern, and to mutually agree on preferred solutions.



**CATALYSE<sup>®</sup>**

**We'd love to discuss this report with you!**

If you have any questions, please contact:

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