



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

Prepared for Serpentine Jarrahdale Shire

May 2008

# Executive Summary

In 2008, Serpentine Jarrahdale Shire administered the CATALYSE® Community Perceptions Survey among residents to evaluate and monitor performance across a range of services & facilities. 403 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

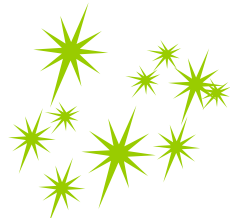
	2003	2006	2008	Trend	Industry High	Average	Comparison to Average
Delighted (top 3 boxes)	36%	22%	23%	↓	52%	38%	↓
Satisfied (6+ out of 10)	66%	50%	55%	=	88%	74%	↓



### FOCUS

- Road maintenance
- Streetscapes, parks and sporting grounds
- Services and facilities for youth
- Access to public transport
- Planning and building approvals

*Residents are concerned about these areas*



### CELEBRATE

- Bush fire prevention and control
- Weekly rubbish collections
- Fortnightly recycling services

*Residents are delighted with service levels*

### CONGRATULATIONS!

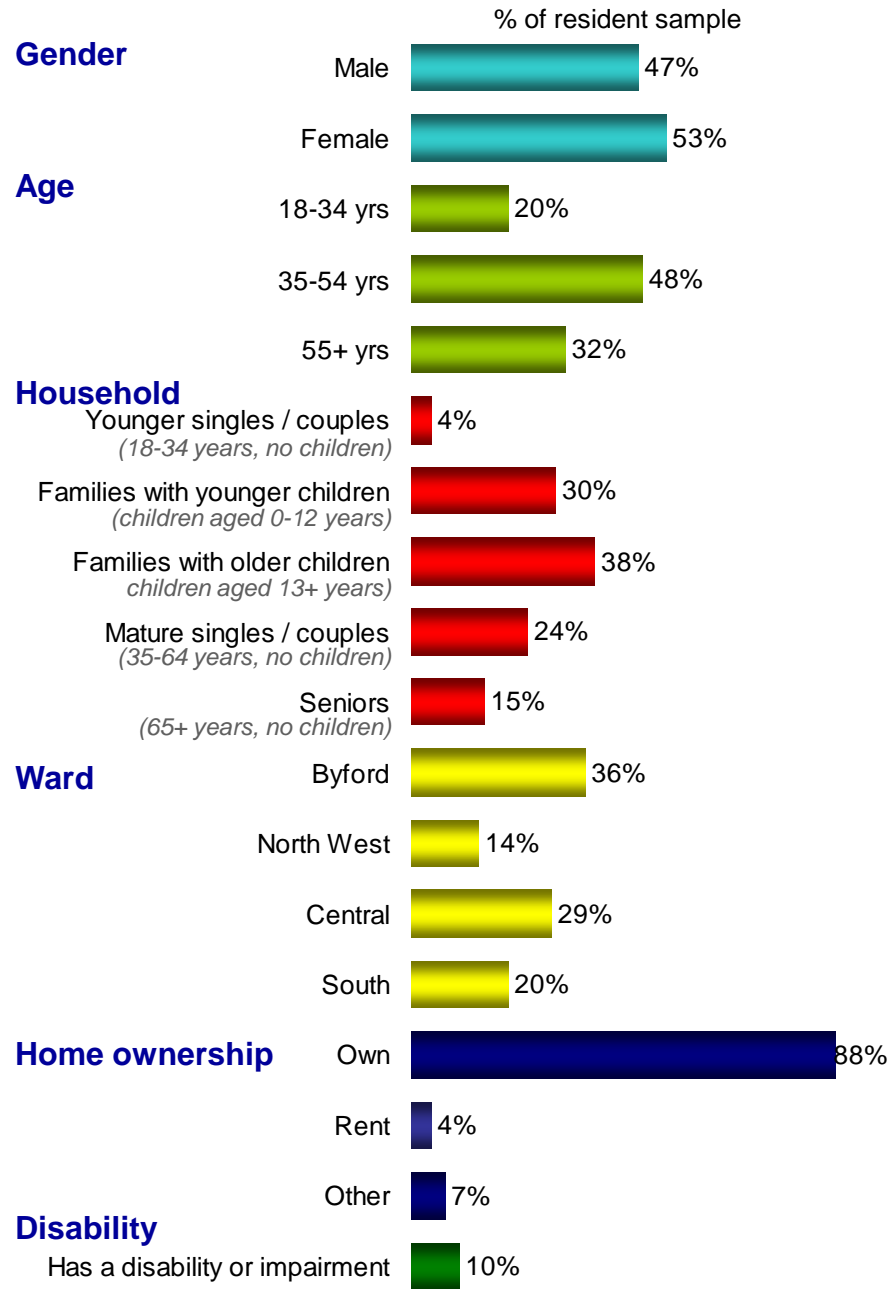
Serpentine Jarrahdale Shire set the Industry Standard for bush fire prevention and control

# Introduction and research method

- In April 2008, 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
- 403 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
  - 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 and 2006
- CATALYSE® Industry Standards are provided when three or more Councils have asked the same or similar question over the past 18 months
- Councils included in the Industry Standards are listed below:



## Resident sample composition



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



# Key Findings

# Overall satisfaction



- Overall satisfaction remains moderate
  - 55% of respondents are satisfied
  - 23% of respondents are dissatisfied
- Satisfaction is highest among those living in the Byford Ward, followed by the North West Ward
- There is greatest room to improve satisfaction among 35-54 year olds

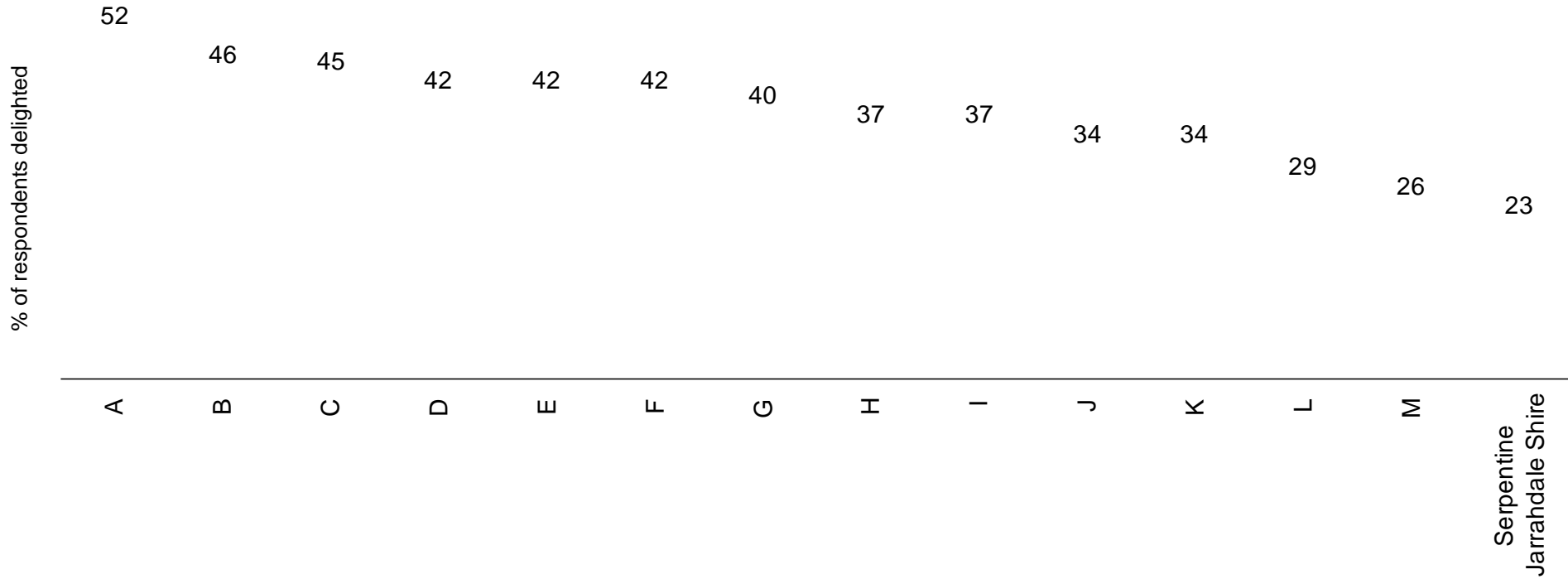
% of residents	Delighted	Dissatisfied
18-34 yrs	28%	12%
35-54 yrs	19%	28%
55+ yrs	26%	21%
Byford	29%	24%
North West	26%	16%
Central	21%	28%
South	14%	18%

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)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4  
 ^ = 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 the Serpentine Jarrahdale Shire could improve resident satisfaction.

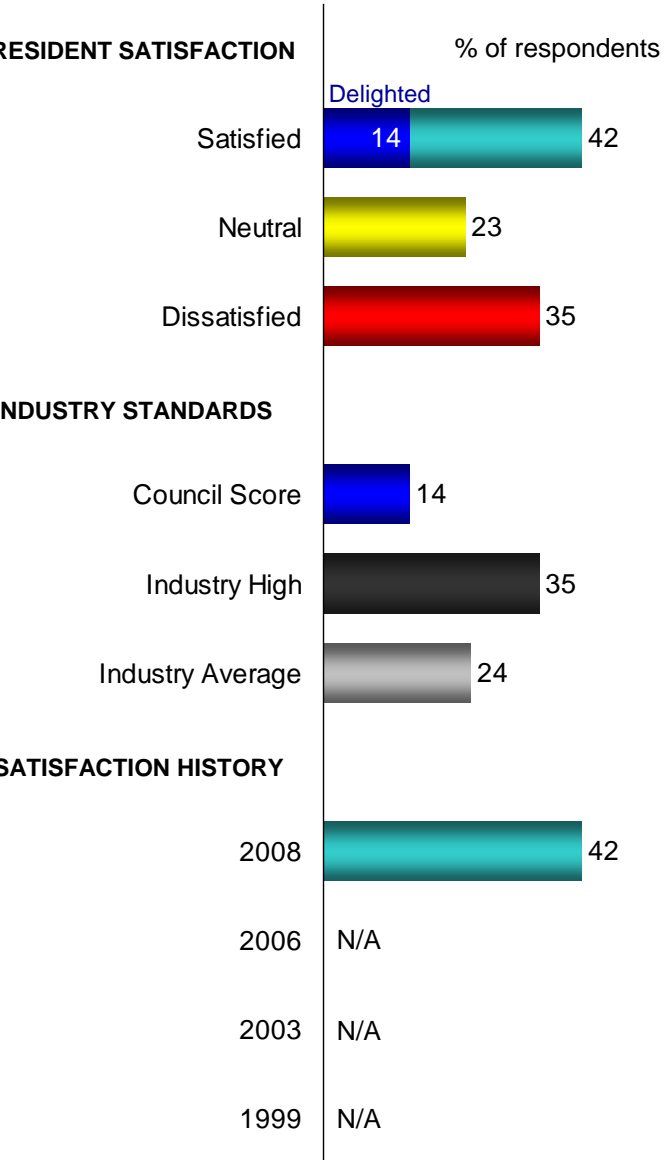


Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with Serpentine Jarrahdale Shire?  
 Base: All respondents who gave a valid response, excludes ‘don’t know’ (Residents 2008 n = 400)  
 Coding: Delighted = 8,9 and 10

▼ ▲ = significant variance



# Value for money from rates



- Satisfaction is relatively low
  - Only 42% of respondents are satisfied
  - 35% of respondents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction among mature singles and couples and those living in the North West Ward

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	10%	20%
Families with younger children	12%	38%
Families with older children	10%	32%
Mature singles / couples	13%	44%
Seniors	24%	22%
Byford	19%	31%
North West	4%	36%
Central	12%	41%
South	13%	33%

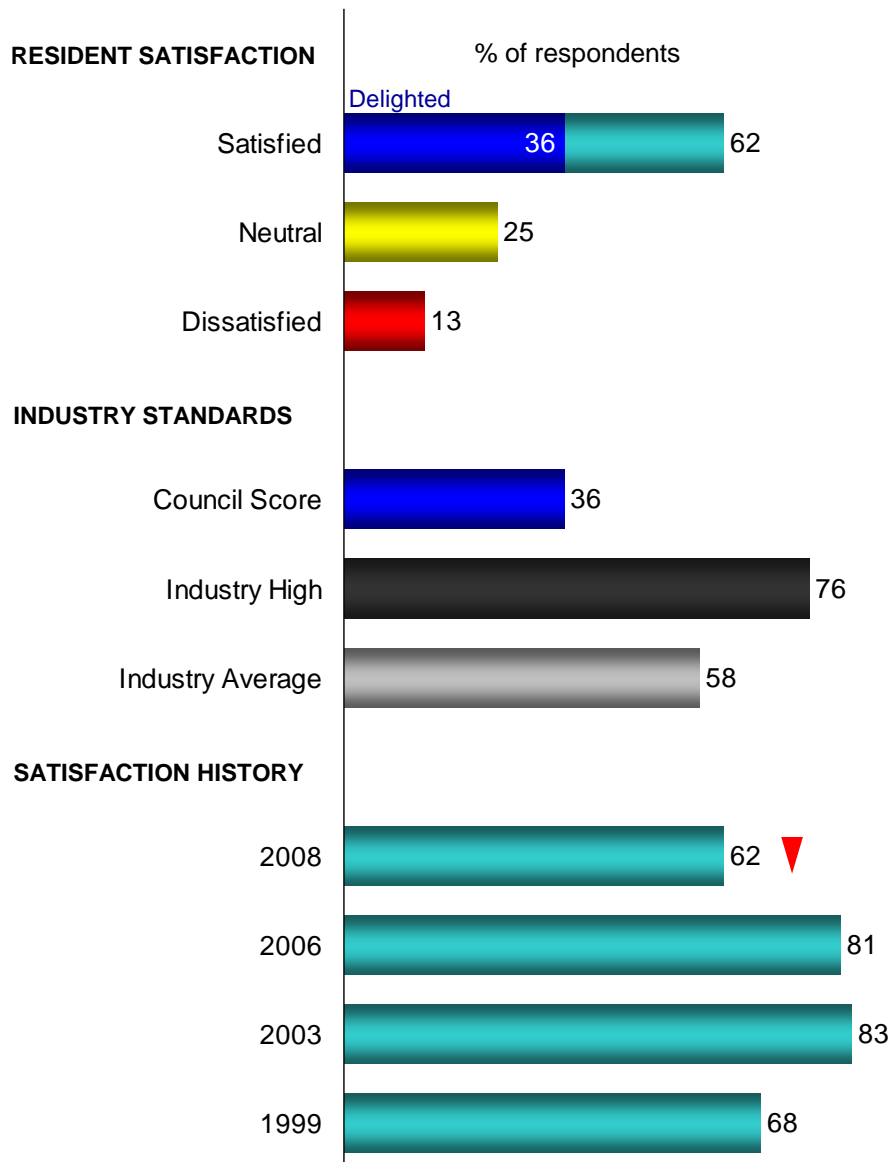
Q. And, how satisfied are you with the value for money you get from your rates?  
 Base: Respondents who own their own home and who gave a valid response, excludes 'don't know' (Residents 2008 n = 352)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4  
<sup>^</sup> = small sample size (n < 30)



# People and Community



# Library & information services



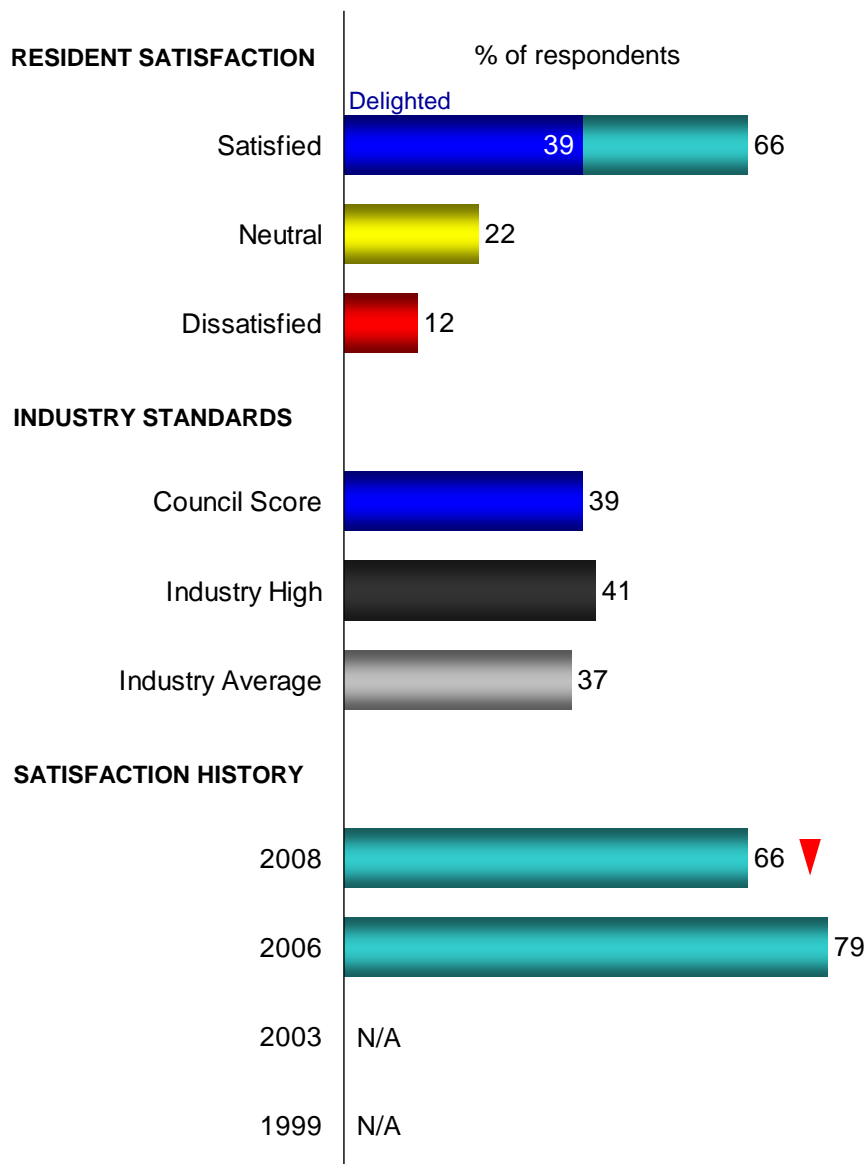
- Satisfaction is moderate but has fallen significantly
  - 62% of respondents are satisfied
  - Down 19% points since 2006
- Satisfaction is highest among females, those aged 55+ and those living in the Central and South wards
- There is greatest room to improve satisfaction ratings among those living in the Byford Ward

% of residents	Delighted	Dissatisfied
Male	31%	14%
Female	41%	13%
18-34 yrs	17%	14%
35-54 yrs	35%	14%
55+ yrs	51%	11%
Byford	24%	21%
North West	20%	9%
Central	49%	7%
South	50%	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 1999 n = 150; 2003 n = 303; 2006 n = 417; 2008 n = 356)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# The Serpentine Jarrahdale Community Recreation Centre

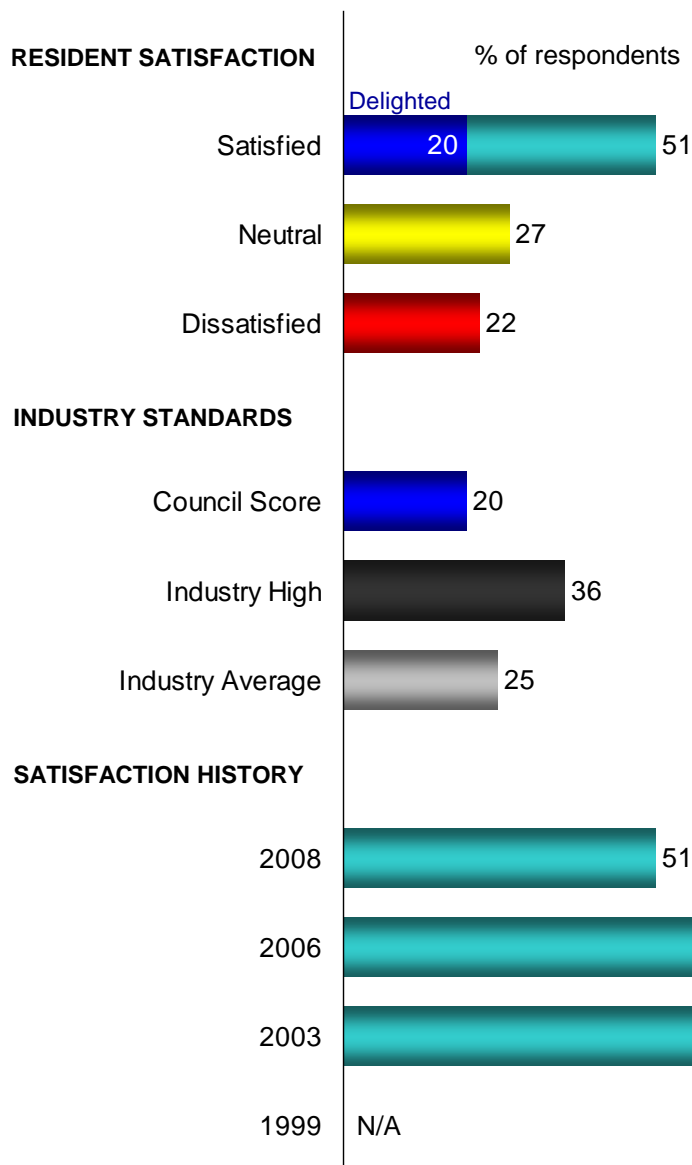


- Satisfaction is moderate but has fallen significantly
  - 66% of respondents are satisfied
  - Down 13% points since 2006
- Satisfaction is highest among 18-34 year olds, followed by those aged 55+
- There is greatest room to improve satisfaction ratings among those living in the South Ward

% of residents	Delighted	Dissatisfied
18-34 yrs	48%	6%
35-54 yrs	32%	14%
55+ yrs	42%	13%
Byford	43%	8%
North West	33%	2%
Central	36%	14%
South	35%	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 2006 n = 397; 2008 n = 335)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Community buildings, halls and toilets



- Satisfaction is moderate but has fallen significantly
  - 51% of respondents are satisfied
  - 22% of respondents are dissatisfied
- Satisfaction is highest among those aged 55+
- There is greatest room to improve satisfaction ratings among 35-54 year olds and those living in the Central Ward

% of residents	Delighted	Dissatisfied
18-34 yrs	18%	20%
35-54 yrs	17%	27%
55+ yrs	27%	14%
Byford	19%	19%
North West	16%	14%
Central	19%	29%
South	25%	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 2003 n = 323; 2006 n = 404; 2008 n = 373)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Streetscapes, parks and sporting grounds



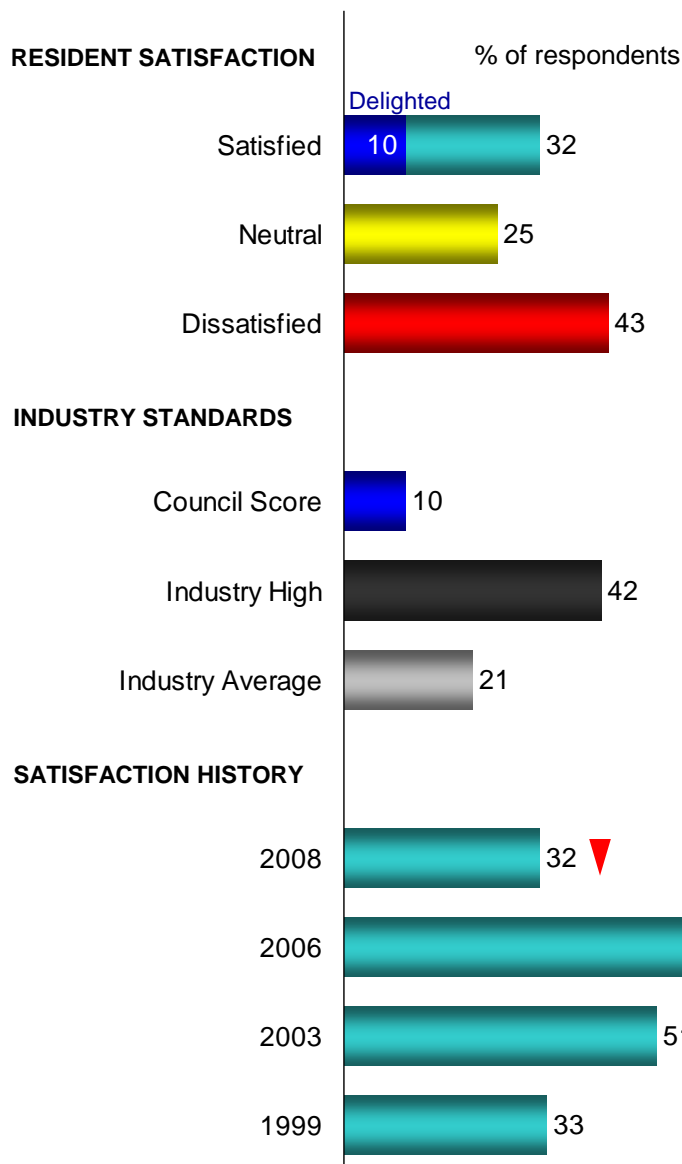
- Satisfaction remains moderate but has fallen significantly
  - 52% of respondents are satisfied
  - 29% of respondents are dissatisfied
- Satisfaction is highest among seniors and those without a disability or impairment
- There is greatest room to improve satisfaction ratings among families with younger children and those living in the Central Ward

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	24%	24%
Families with younger children	20%	39%
Families with older children	21%	28%
Mature singles / couples	20%	27%
Seniors	26%	13%
Byford	23%	25%
North West	18%	23%
Central	20%	38%
South	21%	27%
A person with a disability or impairment	10%	32%
Without a disability or impairment	22%	28%

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)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Services and facilities for youth



- Satisfaction is low and has fallen significantly
  - Just 32% of respondents are satisfied
  - 43% of respondents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction ratings among 35-54 years olds and families with children

% of residents	Delighted	Dissatisfied
18-34 yrs	9%	38%
35-54 yrs	8%	51%
55+ yrs	14%	32%
Younger singles / couples <sup>^</sup>	13%	38%
Families with younger children	7%	47%
Families with older children	12%	51%
Mature singles / couples	5%	41%
Seniors	18%	29%

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)

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

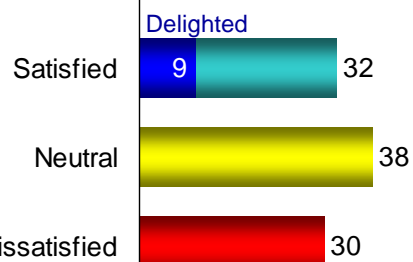
<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

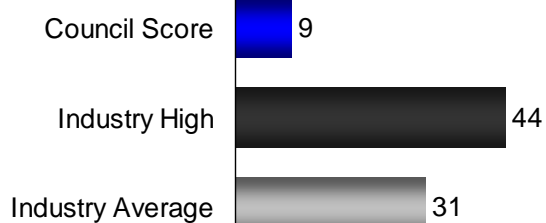
# Facilities, services and care available for seniors

## RESIDENT SATISFACTION

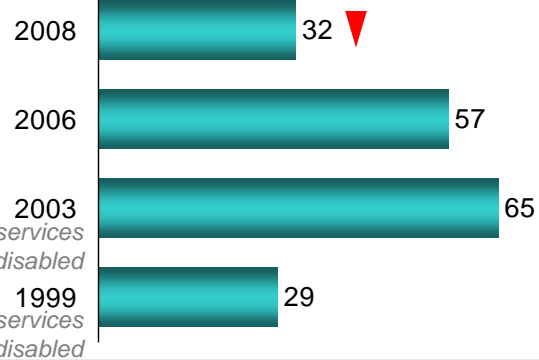
% of respondents



## INDUSTRY STANDARDS



## SATISFACTION HISTORY



- Satisfaction is low and has fallen significantly
  - Just 32% of respondents are satisfied
  - 30% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among those aged 55+ and those living in the South Ward

% of residents	Delighted	Dissatisfied
18-34 yrs	11%	17%
35-54 yrs	6%	28%
55+ yrs	13%	42%
Byford	13%	22%
North West	5%	15%
Central	7%	33%
South	8%	54%

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)

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

## RESIDENT SATISFACTION

% of respondents

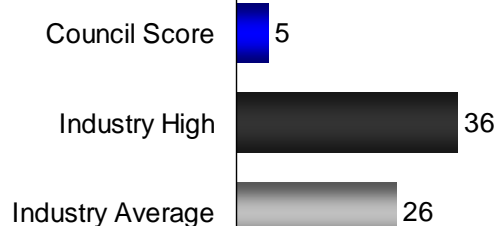
■ Satisfaction is very low and has fallen significantly

— Just 23% of respondents are satisfied

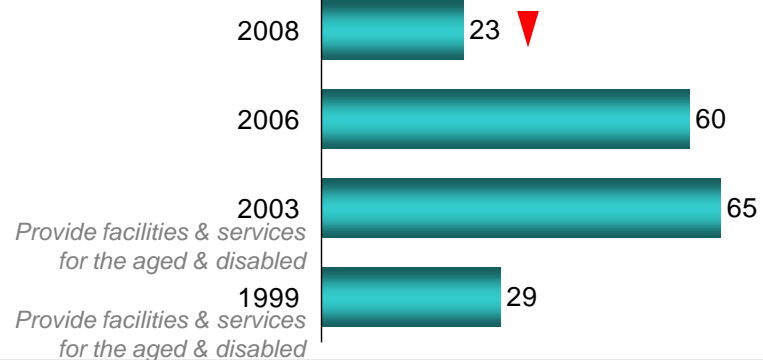
— 35% of respondents are dissatisfied



## INDUSTRY STANDARDS



## SATISFACTION HISTORY



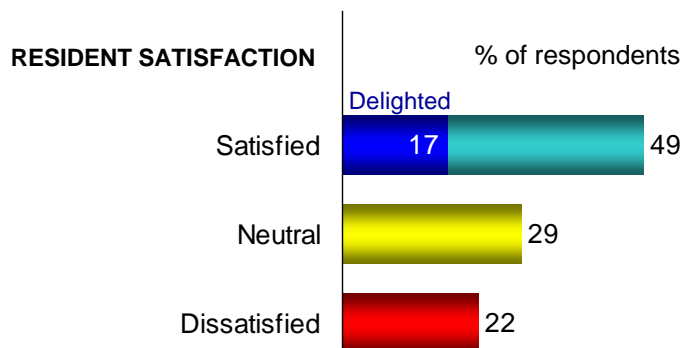
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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

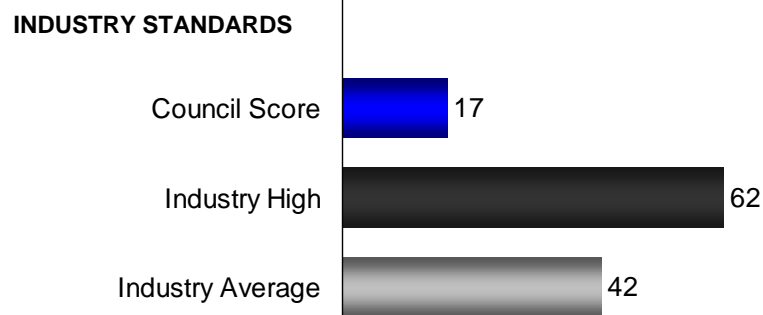
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

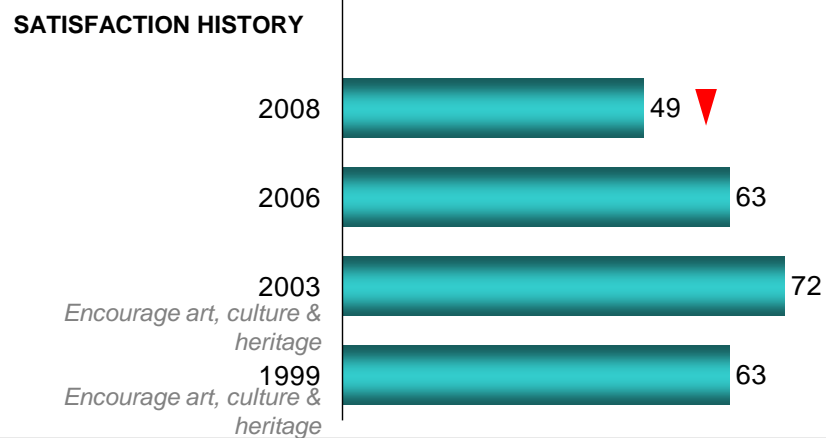
# Festivals, events and cultural activities



- Satisfaction is relatively low and has fallen significantly
  - Only 49% of respondents are satisfied
  - 22% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among females and those living in the Central and South Wards



% of residents	Delighted	Dissatisfied
Male	16%	17%
Female	17%	27%
Byford	16%	17%
North West	8%	14%
Central	19%	30%
South	21%	27%



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

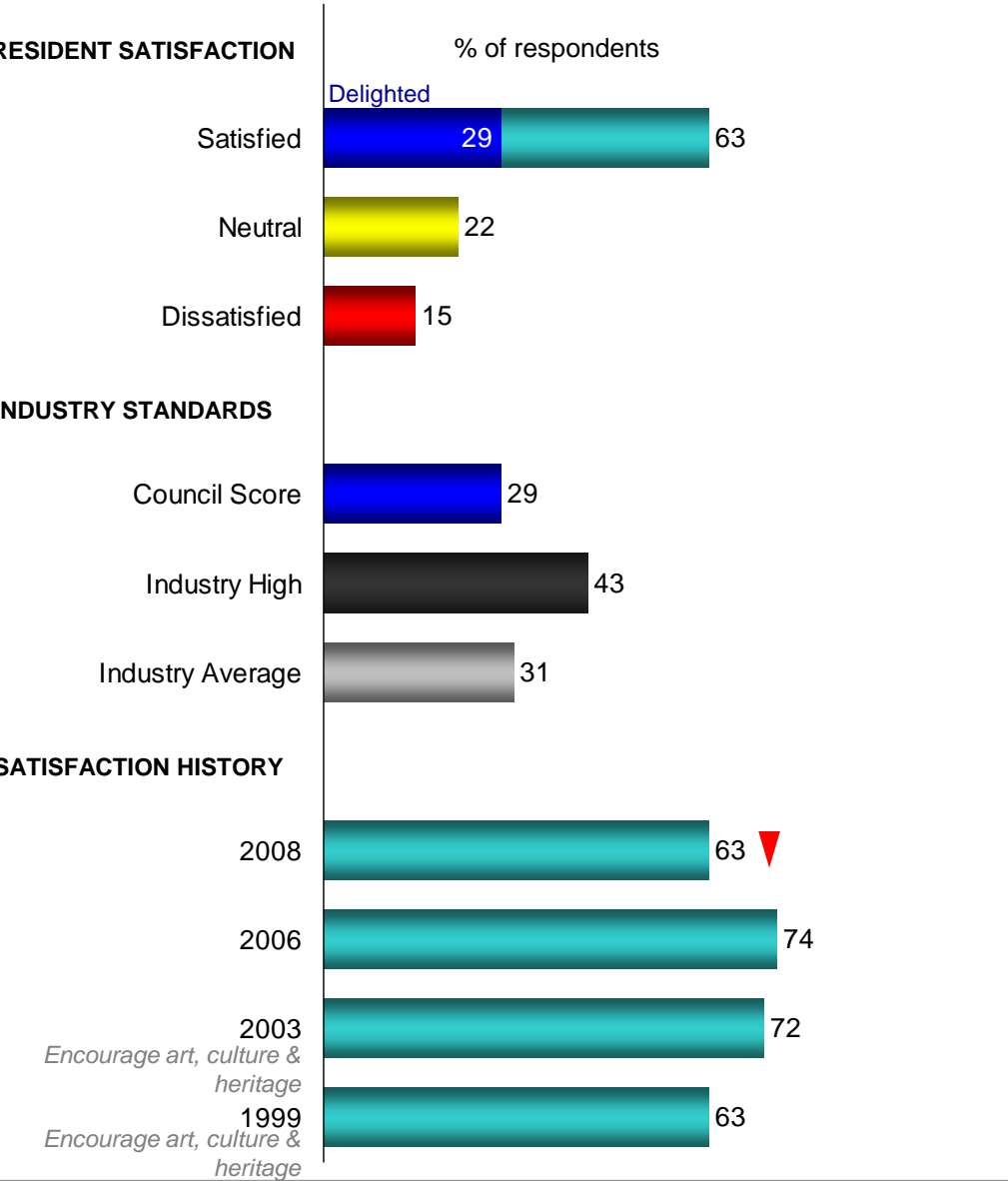
Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 315; 2006 n = 394; 2008 n = 373)

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



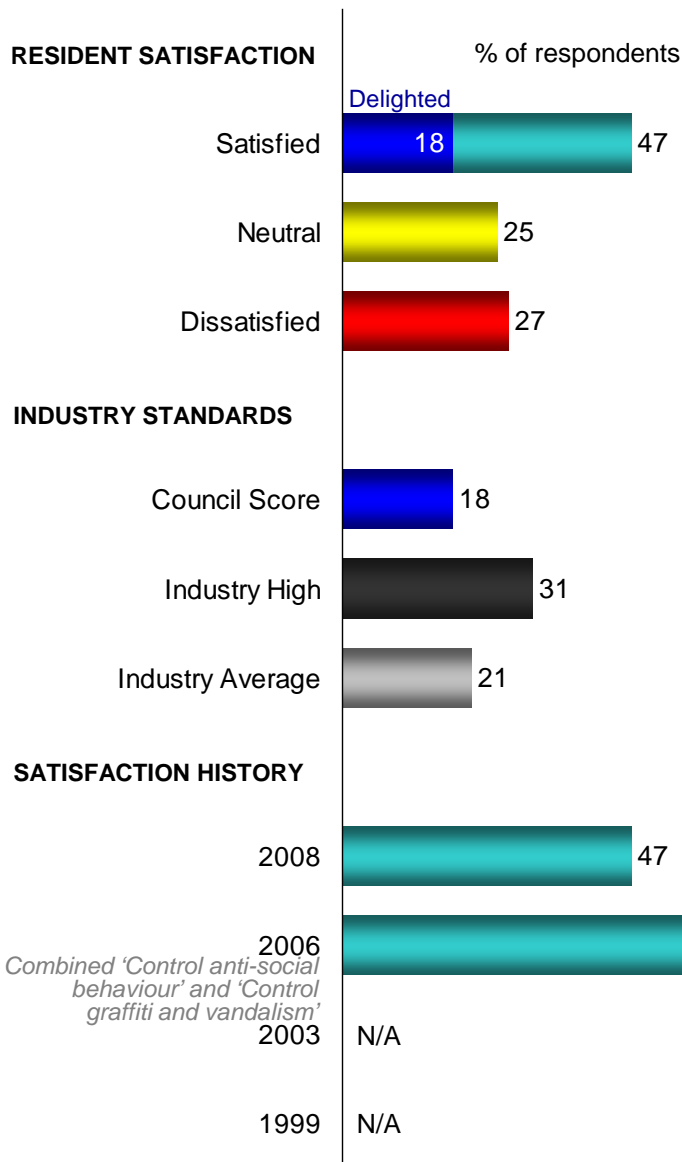
- Satisfaction is moderate but has fallen significantly
  - 63% of respondents are satisfied
  - Down 11% points since 2006
- Satisfaction is highest among those living in the Central Ward

% of residents	Delighted	Dissatisfied
Byford	28%	15%
North West	20%	13%
Central	35%	12%
South	30%	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 1999 n = 150; 2003 n = 315; 2006 n = 411; 2008 n = 381)  
 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 is relatively low and has fallen significantly
  - Only 47% of respondents are satisfied
  - 27% of respondents are dissatisfied
- Satisfaction is highest among 18-34 year olds
- There is greatest room to improve satisfaction ratings among mature singles and couples, seniors and those living in the Byford and South wards

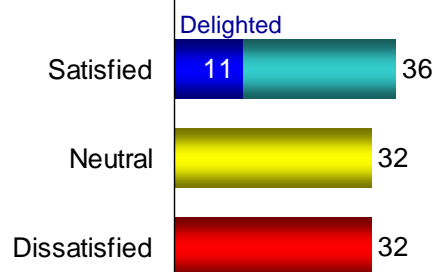
% of residents	Delighted	Dissatisfied
18-34 yrs	34%	9%
35-54 yrs	14%	32%
55+ yrs	15%	33%
Younger singles / couples <sup>^</sup>	24%	18%
Families with younger children	22%	19%
Families with older children	21%	22%
Mature singles / couples	14%	36%
Seniors	11%	37%
Byford	15%	33%
North West	24%	12%
Central	19%	23%
South	21%	33%

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)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

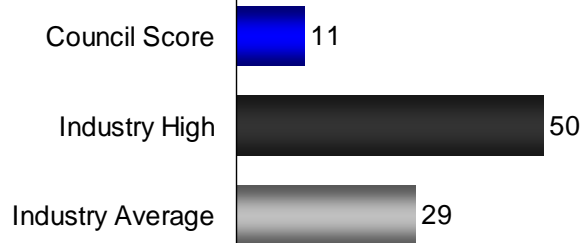
# Education and training opportunities

## RESIDENT SATISFACTION

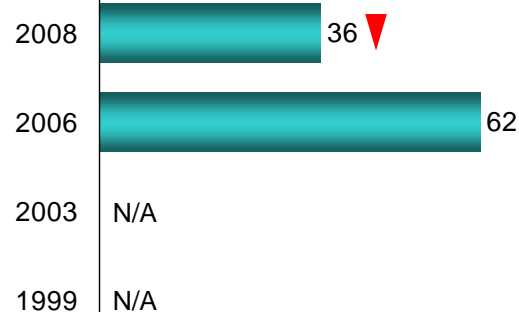
% of respondents



## INDUSTRY STANDARDS



## SATISFACTION HISTORY



- Satisfaction is low and has fallen significantly
  - Just 36% of respondents are satisfied
  - 32% of respondents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction ratings among families with younger children

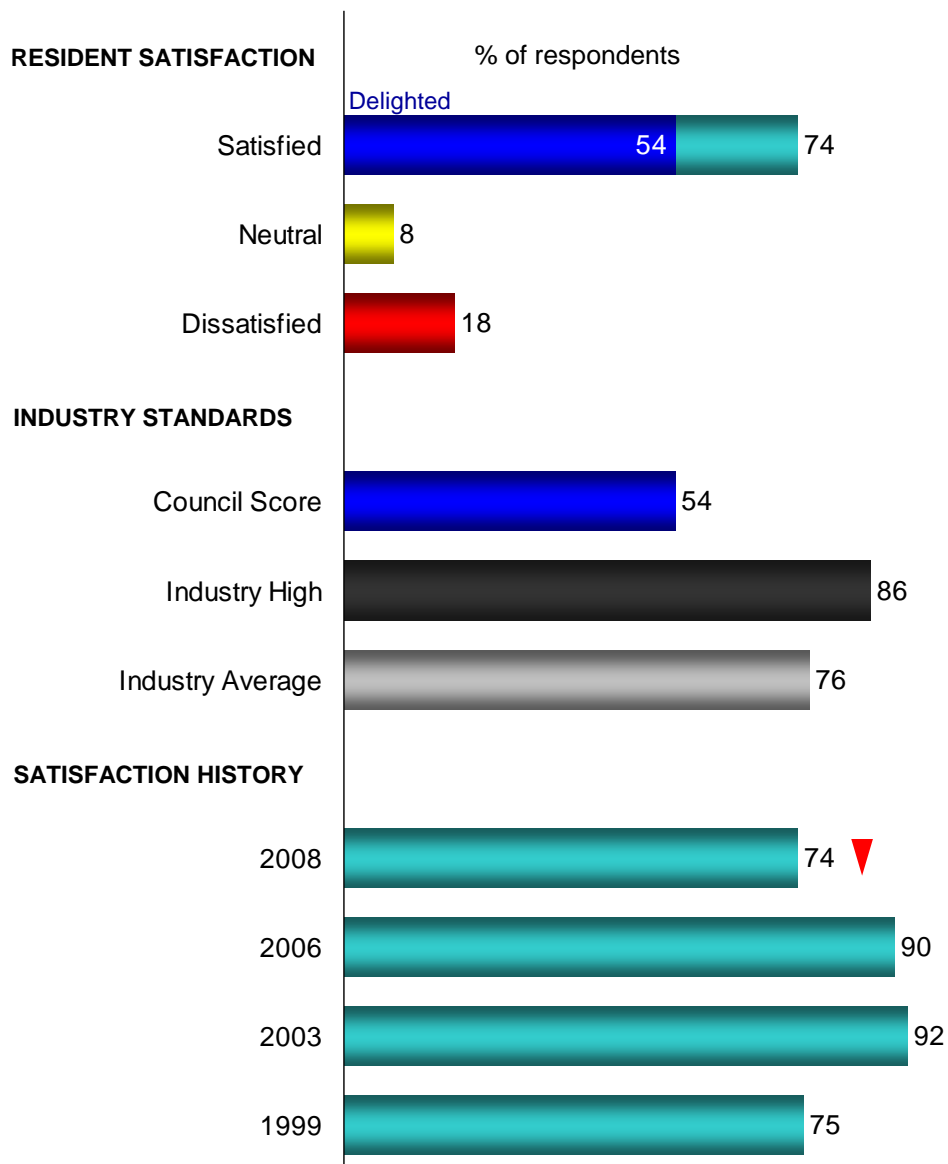
% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	13%	38%
Families with younger children	6%	43%
Families with older children	7%	27%
Mature singles / couples	12%	30%
Seniors	25%	23%

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 2006 n = 368; 2008 n = 352)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)



Environment

# Weekly rubbish collections



- Satisfaction is relatively high but has fallen significantly
  - 74% of respondents are satisfied
  - 18% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among females and those living in the South Ward

% of residents	Delighted	Dissatisfied
Male	57%	13%
Female	53%	22%
Byford	58%	13%
North West	55%	19%
Central	53%	14%
South	49%	32%

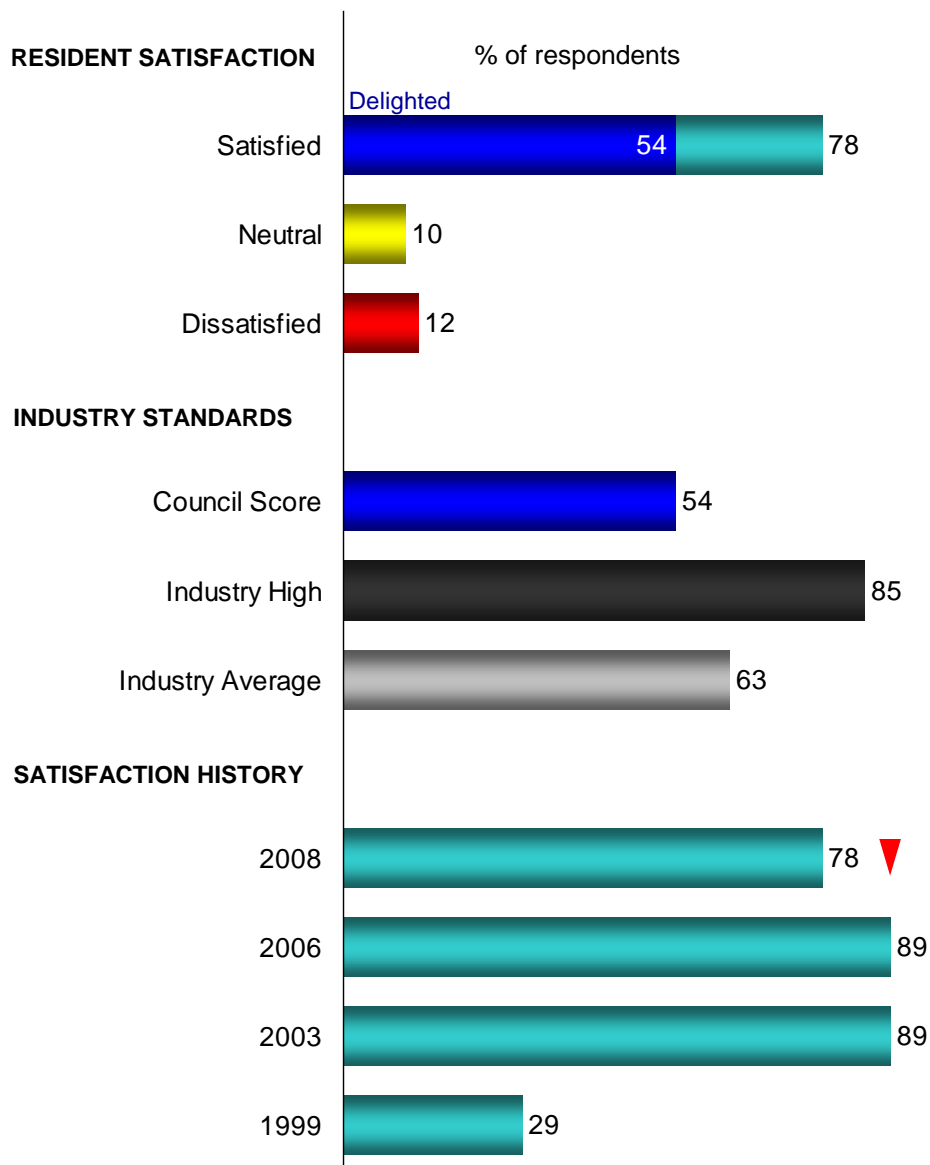
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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

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

○ ▼ ▲ = significant variance

# Fortnightly recycling services



- Satisfaction is relatively high but has fallen significantly
  - 78% of respondents are satisfied
  - Down 11% points since 2006
- Satisfaction is highest among those aged 55+
- There is greatest room to improve satisfaction ratings among females and 18-34 year olds

% of residents	Delighted	Dissatisfied
Male	57%	8%
Female	52%	16%
18-34 yrs	47%	21%
35-54 yrs	52%	11%
55+ yrs	63%	7%

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)

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

○ ▼ ▲ = significant variance

# Verge-side bulk rubbish collections

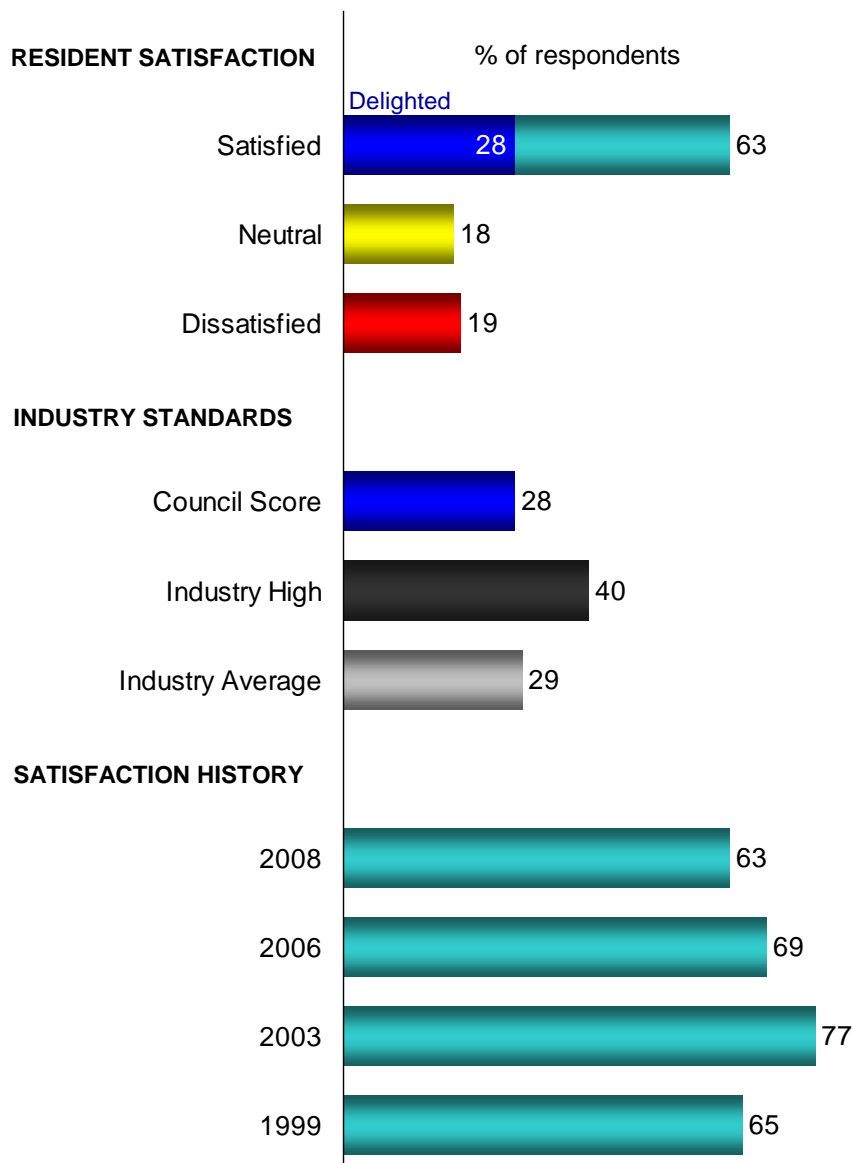


- Satisfaction is moderate but has fallen significantly
  - 68% of respondents are satisfied
  - 18% of respondents are dissatisfied
- Satisfaction is highest among those aged 55+ and those without a disability or impairment

% of residents	Delighted	Dissatisfied
18-34 yrs	35%	13%
35-54 yrs	40%	21%
55+ yrs	53%	17%
A person with a disability or impairment	29%	17%
Without a disability or impairment	45%	19%

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

# Conservation and environmental management



- Satisfaction remains moderate but has been declining since 2003
  - 63% of respondents are satisfied
  - 19% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among those living in the South Ward, followed by the Central Ward

% of residents	Delighted	Dissatisfied
Byford	31%	15%
North West	23%	12%
Central	27%	23%
South	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 1999 n = 150; 2003 n = 344; 2006 n = 410; 2008 n = 381)

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

○ ▼ ▲ = significant variance



# Efforts to encourage the responsible use of water

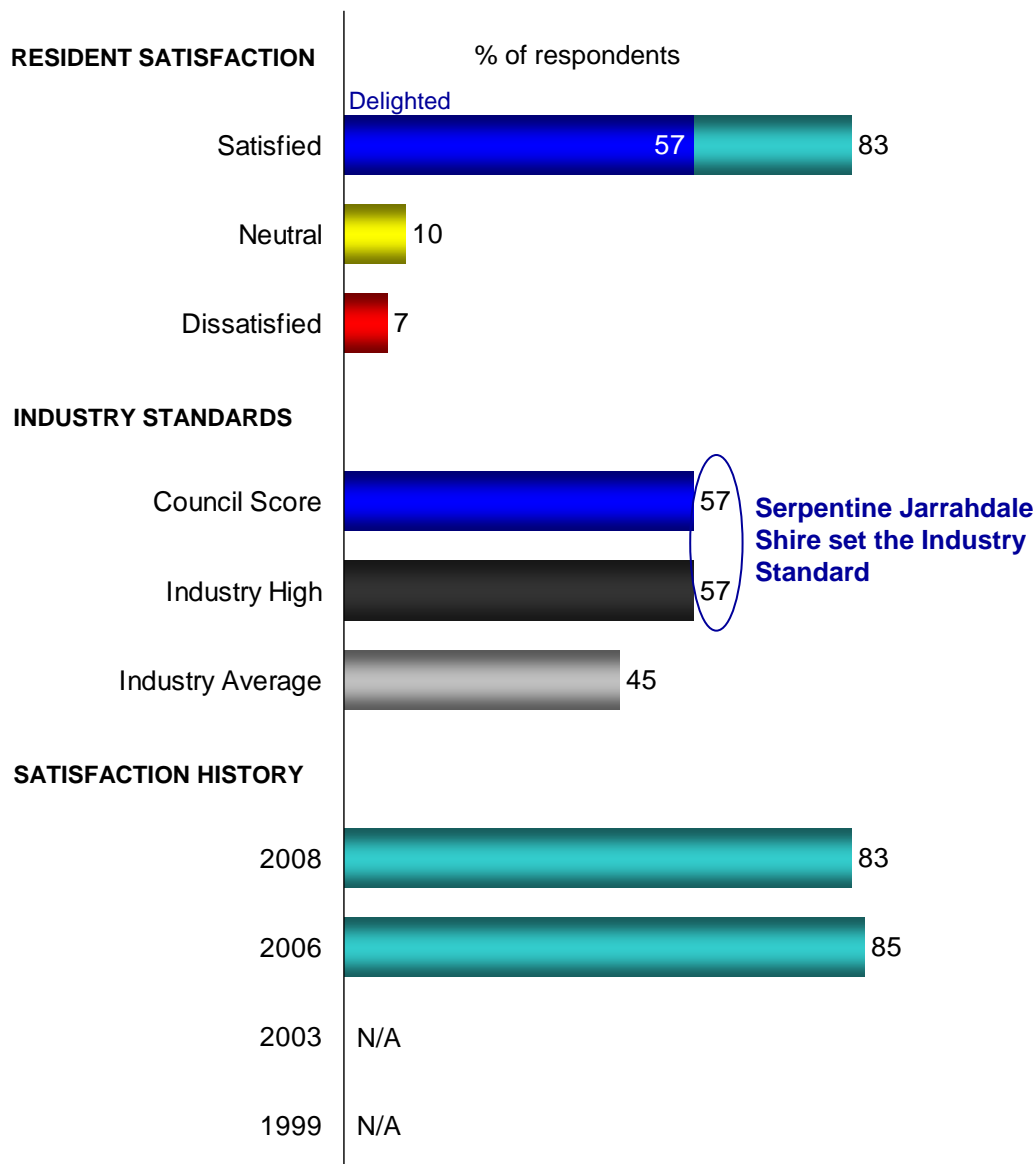


- Satisfaction is relatively low and has fallen significantly
  - 43% of respondents are satisfied
  - 25% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among 35-54 year olds

% of residents	Delighted	Dissatisfied
18-34 yrs	22%	21%
35-54 yrs	14%	29%
55+ yrs	24%	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 = 391; 2008 n = 374)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# Bush fire prevention and control



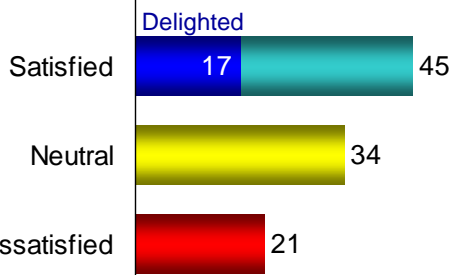
- Congratulations! Serpentine Jarrahdale Shire set the Industry Standard for bush fire prevention and control
- Satisfaction remains high
  - 83% of respondents are satisfied
- Perceptions are similar across the community

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 = 406; 2008 n = 398)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

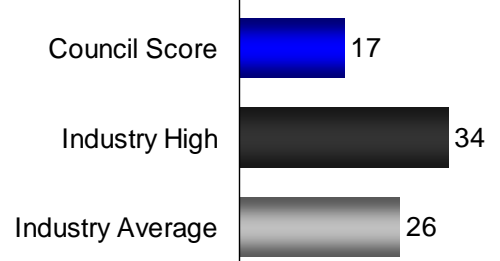
# Enforcement of local-laws relating to food, health, noise and pollution

## RESIDENT SATISFACTION

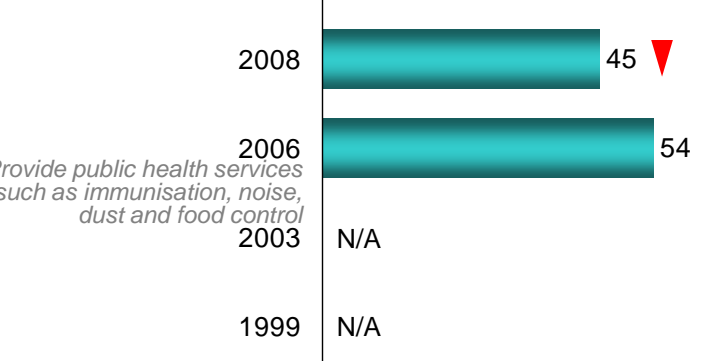
% of respondents



## INDUSTRY STANDARDS



## SATISFACTION HISTORY



Provide public health services such as immunisation, noise, dust and food control

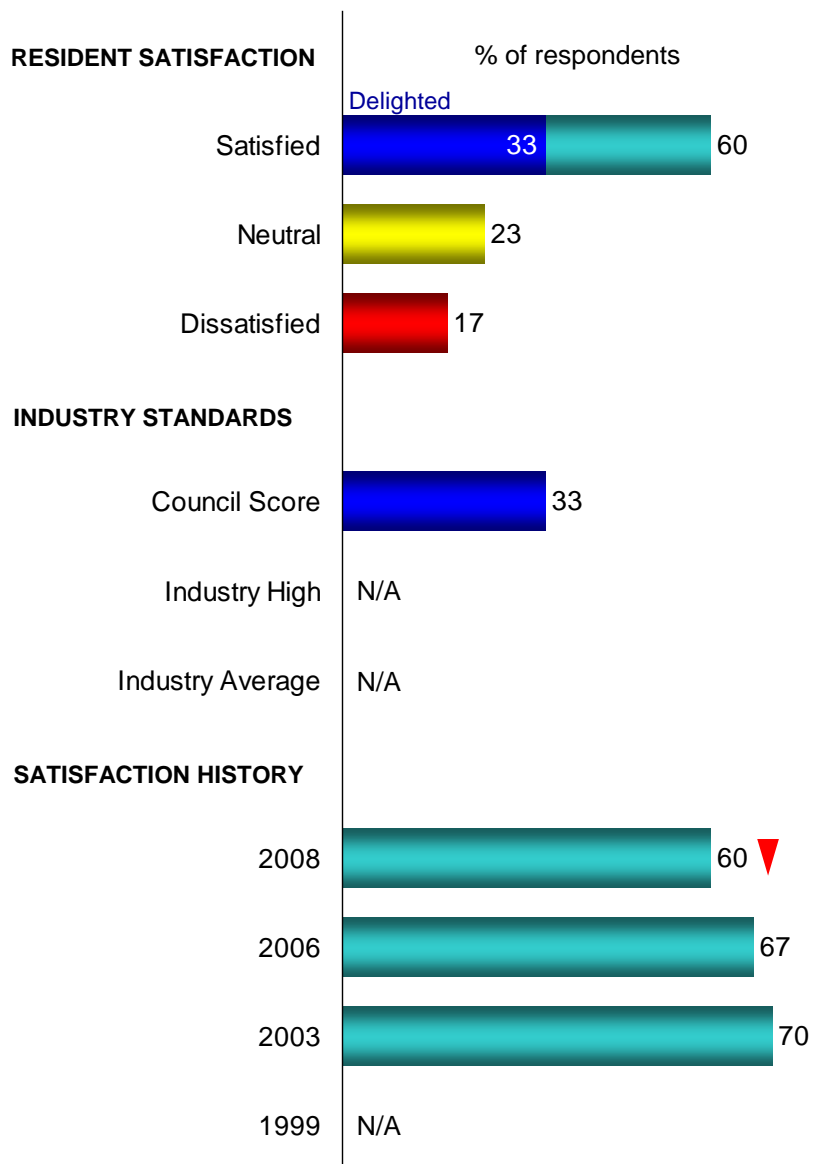
- Satisfaction is relatively low and has fallen significantly
  - Only 45% of respondents are satisfied
  - 21% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among seniors, those living in the North West Ward and home owners

% of residents	Delighted	Dissatisfied
Younger singles / couples^	27%	20%
Families with younger children	17%	17%
Families with older children	15%	19%
Mature singles / couples	14%	20%
Seniors	23%	42%
Byford	19%	22%
North West	8%	20%
Central	18%	21%
South	17%	19%
Own	17%	23%
Rent^	13%	7%

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)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
 ^ = small sample size (n < 30)

○ ▼ ▲ = significant variance

# The control of abandoned and off road vehicles



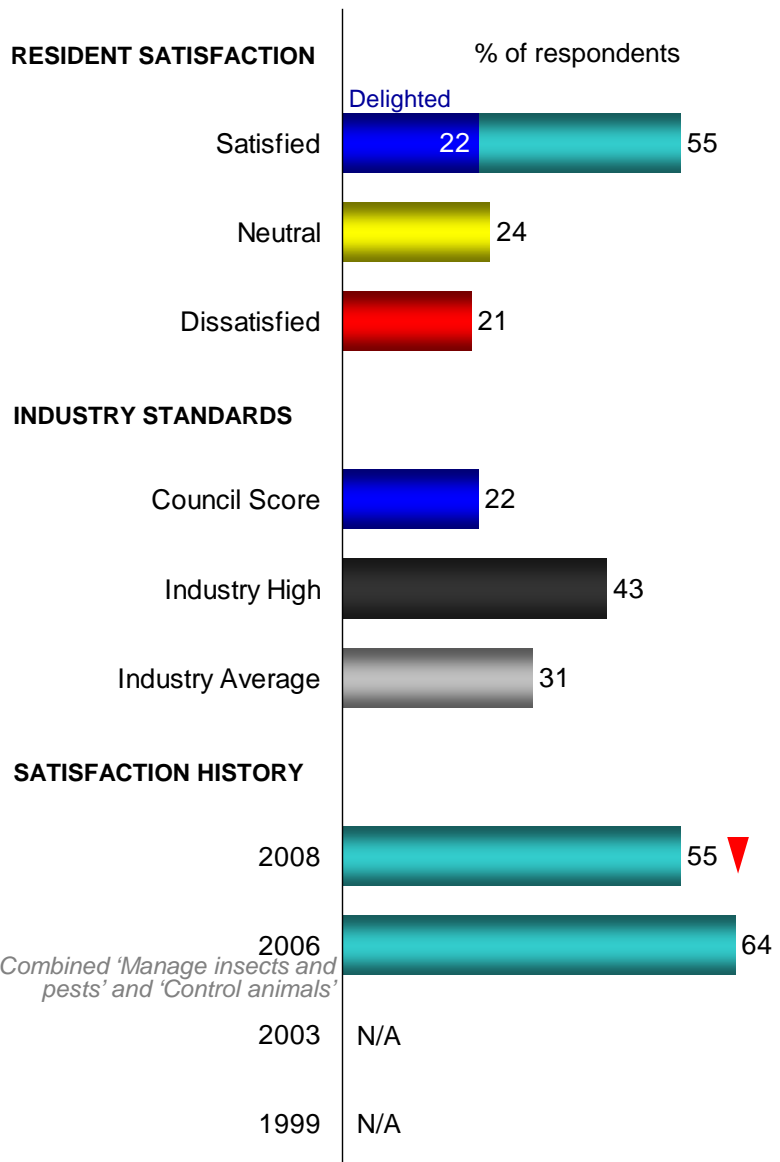
- Satisfaction remains moderate but has fallen significantly
  - 60% of respondents are satisfied
  - 17% of respondents are dissatisfied
- Satisfaction is highest among families with younger children
- There is greatest room to improve satisfaction ratings among 35-54 year olds

% of residents	Delighted	Dissatisfied
18-34 yrs	39%	8%
35-54 yrs	28%	22%
55+ yrs	37%	15%
Younger singles / couples <sup>^</sup>	33%	7%
Families with younger children	40%	21%
Families with older children	27%	15%
Mature singles / couples	34%	16%
Seniors	35%	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 = 339; 2006 n = 372; 2008 n = 362)  
 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 but has fallen significantly
  - 55% of respondents are satisfied
  - 21% of respondents are dissatisfied
- Satisfaction is highest among those living in the Central Ward and those without a disability or impairment
- There is greatest room to improve satisfaction ratings among those living in the South Ward

% of residents	Delighted	Dissatisfied
Byford	22%	16%
North West	13%	10%
Central	27%	26%
South	20%	32%
A person with a disability or impairment	8%	26%
Without a disability or impairment	24%	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 = 399; 2008 n = 368)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4



# Economic Development

# Economic development, tourism and job creation

## RESIDENT SATISFACTION

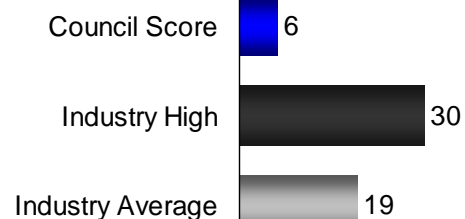
% of respondents



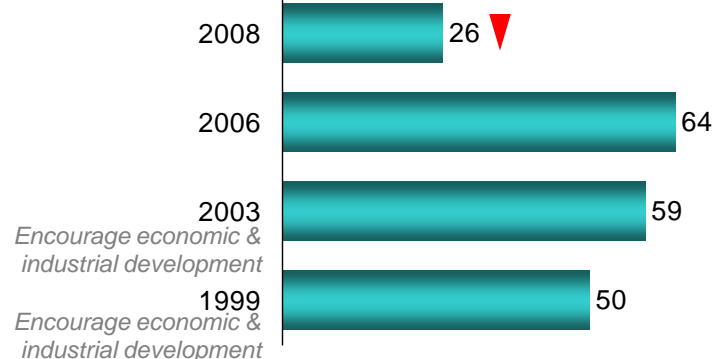
- Satisfaction is very low and has fallen significantly
  - Just 26% of respondents are satisfied
  - 39% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among 35-54 year olds, those living in the Central Ward (followed by the South Ward) and home owners

## INDUSTRY STANDARDS

% of residents	Delighted	Dissatisfied
18-34 yrs	4%	31%
35-54 yrs	6%	46%
55+ yrs	9%	32%
Byford	8%	35%
North West	6%	27%
Central	8%	47%
South	0%	43%
Own	7%	42%
Rent <sup>^</sup>	0%	18%



## SATISFACTION HISTORY



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)

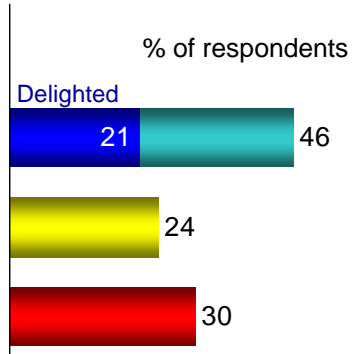
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

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

○ ▼ ▲ = significant variance

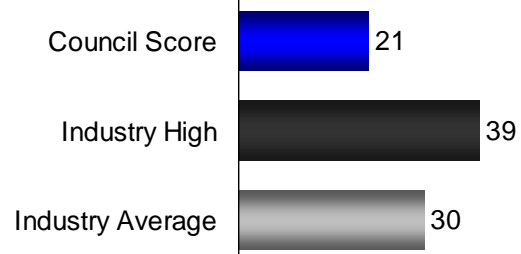
# How the area is being promoted as a desirable place to live and work

## RESIDENT SATISFACTION



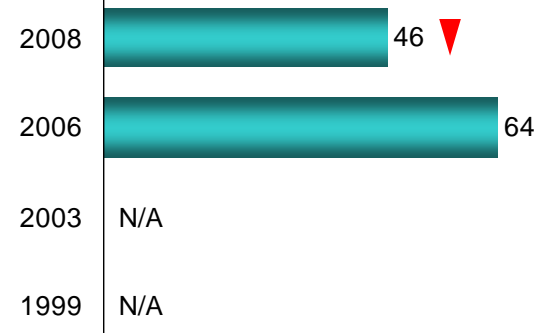
- Satisfaction is relatively low and has fallen significantly
  - Only 46% of respondents are satisfied
  - 30% of respondents are dissatisfied
- Satisfaction is highest among 18-34 year olds

## INDUSTRY STANDARDS



% of residents	Delighted	Dissatisfied
18-34 yrs	29%	19%
35-54 yrs	16%	32%
55+ yrs	24%	34%

## SATISFACTION HISTORY



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

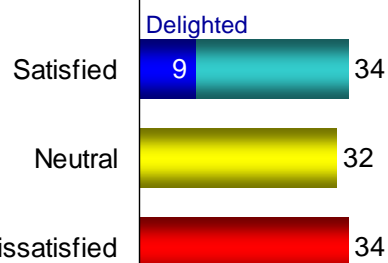
○ ▼ ▲ = significant variance



# Efforts to attract tourists and visitors to the area

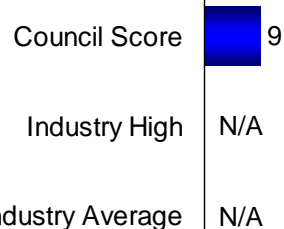
## RESIDENT SATISFACTION

% of respondents



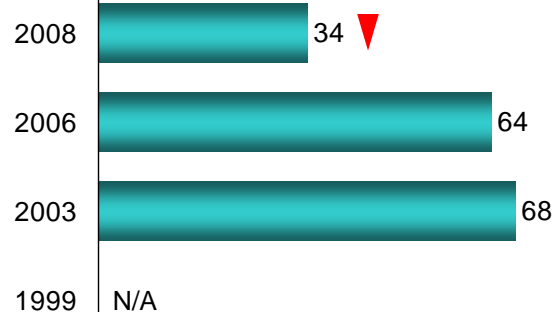
- Satisfaction is low and has fallen significantly
  - Just 34% of respondents are satisfied
  - 34% of respondents are dissatisfied
- Satisfaction is highest among those aged 55+

## INDUSTRY STANDARDS



% of residents	Delighted	Dissatisfied
18-34 yrs	5%	29%
35-54 yrs	7%	36%
55+ yrs	17%	33%

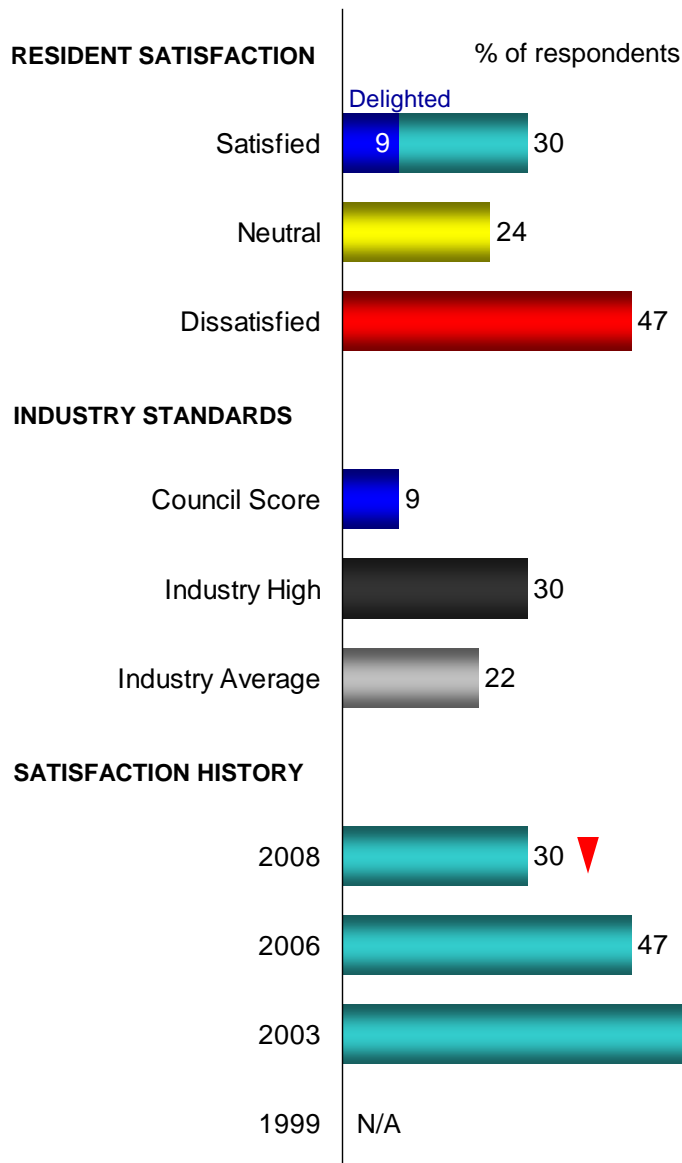
## SATISFACTION HISTORY



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

○ ▼ ▲ = significant variance

# Planning and building approvals



- Satisfaction is low and has fallen significantly
  - Just 30% of respondents are satisfied
  - 47% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among 35-54 year olds and those living in the South and Central wards

% of residents	Delighted	Dissatisfied
18-34 yrs	9%	38%
35-54 yrs	6%	54%
55+ yrs	15%	40%
Byford	11%	42%
North West	10%	35%
Central	10%	52%
South	5%	58%

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

○ ▼ ▲ = significant variance

# How urban sprawl is being managed



- Satisfaction is low and has fallen significantly
  - Just 35% of respondents are satisfied
  - 42% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among 35-54 year olds and those living in the Byford Ward, followed by Central Ward

% of residents	Delighted	Dissatisfied
18-34 yrs	11%	32%
35-54 yrs	7%	49%
55+ yrs	16%	37%
Byford	10%	49%
North West	13%	36%
Central	9%	42%
South	15%	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 2006 n = 398; 2008 n = 388)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

# How the Byford Town Centre is being developed



- Satisfaction is low
  - Just 35% of respondents are satisfied
  - 47% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among 35-54 year olds and those living in the Byford Ward

% of residents	Delighted	Dissatisfied
18-34 yrs	21%	33%
35-54 yrs	12%	53%
55+ yrs	19%	47%
Byford	13%	52%
North West	23%	33%

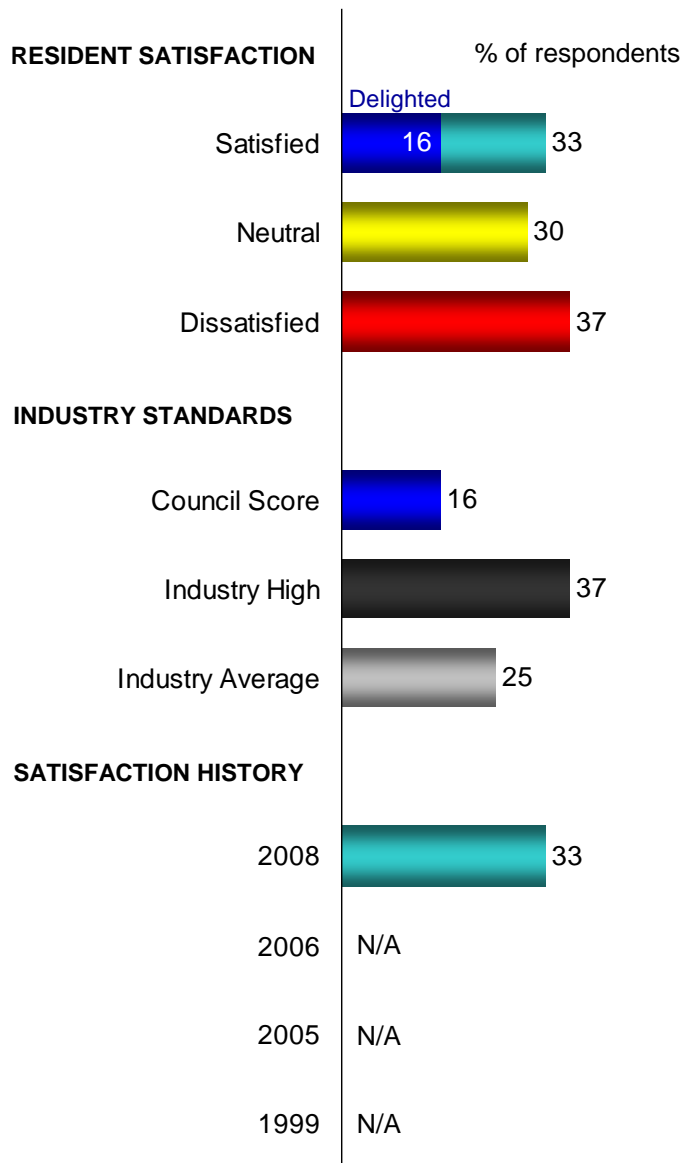
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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

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

○ ▼ ▲ = significant variance

# How the Jarrahdale Town Centre is being developed

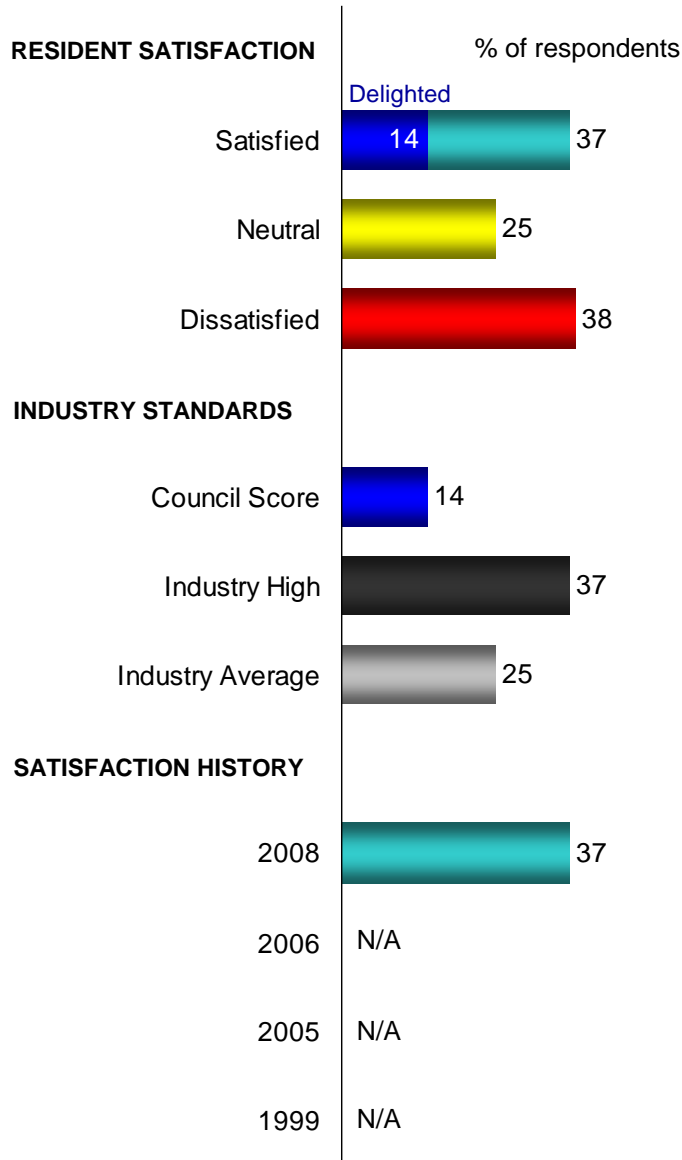


- Satisfaction is low
  - Just 33% of respondents are satisfied
  - 37% of respondents are dissatisfied
- Satisfaction is highest among mature singles and couples
- There is greatest room to improve satisfaction ratings among families

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	25%	25%
Families with younger children	6%	47%
Families with older children	8%	46%
Mature singles / couples <sup>^</sup>	38%	19%
Seniors <sup>^</sup>	22%	28%

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)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

# How the Serpentine Town Centre is being developed

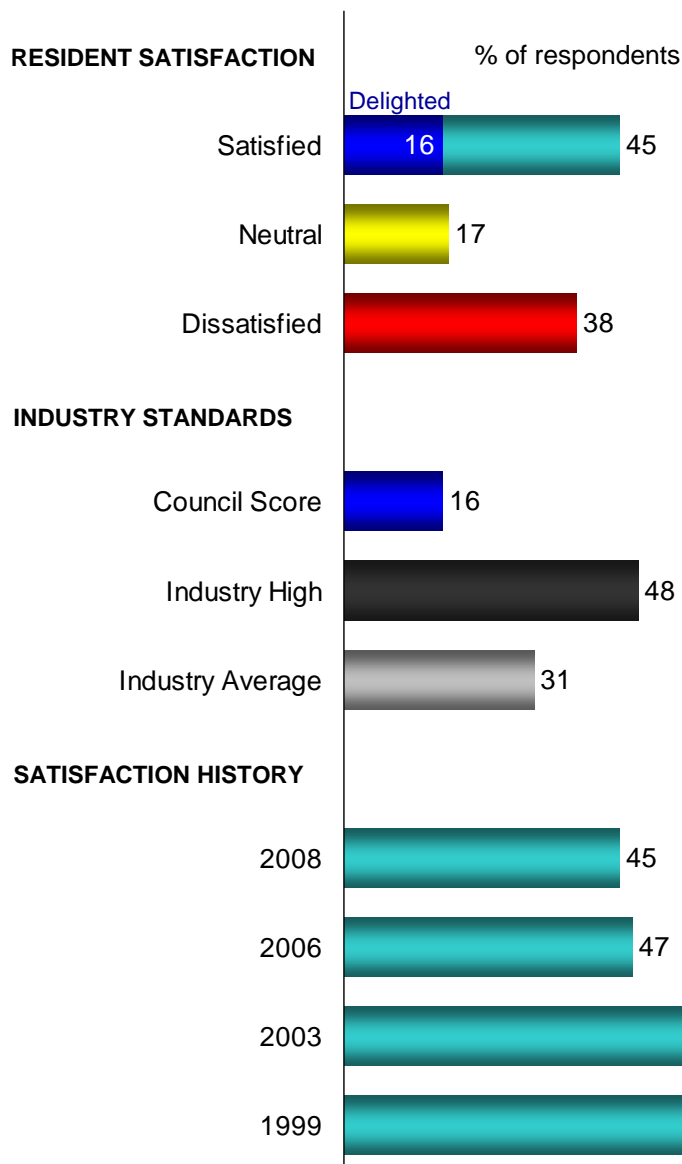


- Satisfaction is low
  - Just 37% of respondents are satisfied
  - 38% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among females, 18-34 year olds and families
  - \* Although it may appear that younger singles and couples are more dissatisfied, due to the very small sample size this finding is not statistically significant

% of residents	Delighted	Dissatisfied
Male	9%	26%
Female	18%	50%
Younger singles / couples <sup>^</sup>	0%	50%*
Families with younger children <sup>^</sup>	4%	46%
Families with older children <sup>^</sup>	10%	48%
Mature singles / couples <sup>^</sup>	24%	29%
Seniors <sup>^</sup>	18%	9%

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)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

# Road maintenance



- Satisfaction remains relatively low
  - Only 45% of respondents are satisfied
  - 38% of respondents are dissatisfied
- Satisfaction is highest among those living in the Byford Ward
- There is greatest room to improve satisfaction ratings among 35-54 year olds

% of residents	Delighted	Dissatisfied
18-34 yrs	19%	37%
35-54 yrs	13%	44%
55+ yrs	19%	31%
Byford	21%	34%
North West	14%	38%
Central	16%	42%
South	8%	42%

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

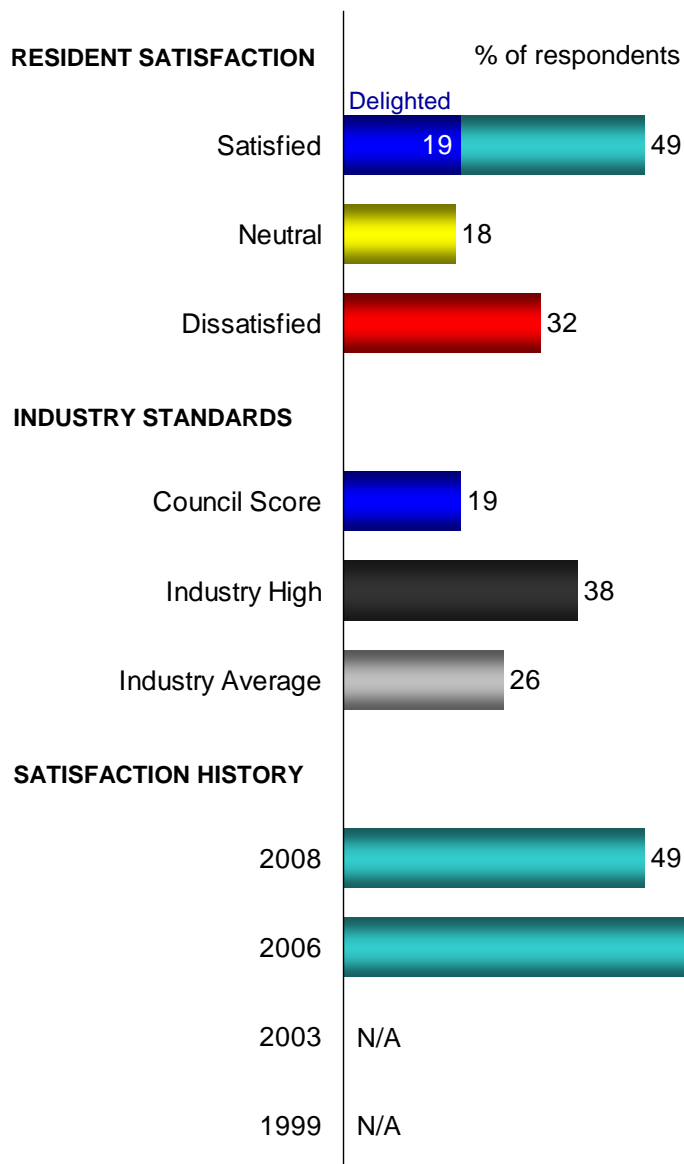
Base: Respondents who feel familiar enough with service / facility to comment (Residents 1999 n = 150; 2003 n = 396; 2006 n = 429; 2008 n = 401)

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

^ = small sample size (n < 30)

○ ▼ ▲ = significant variance

# The management and control of traffic on local roads



- Satisfaction is relatively low and has fallen significantly
  - 49% of respondents are satisfied
  - 32% of respondents are dissatisfied
- Satisfaction is highest among those living in the Central Ward
- There is greatest room to improve satisfaction ratings among those living in the Byford Ward

% of residents	Delighted	Dissatisfied
Byford	15%	40%
North West	13%	29%
Central	29%	27%
South	16%	29%

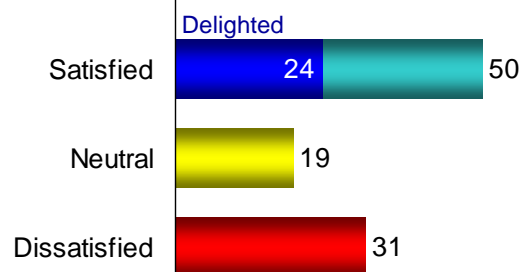
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 421; 2008 n = 387)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4



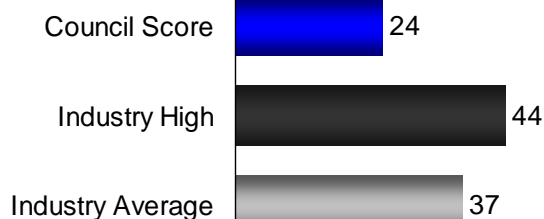
# Street lighting

## RESIDENT SATISFACTION

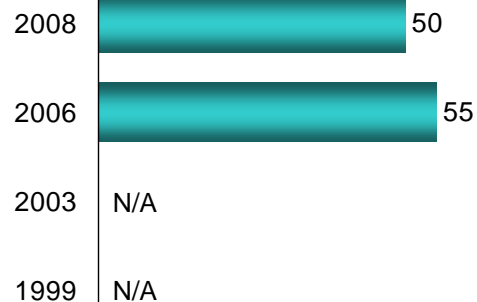
% of respondents



## INDUSTRY STANDARDS



## SATISFACTION HISTORY



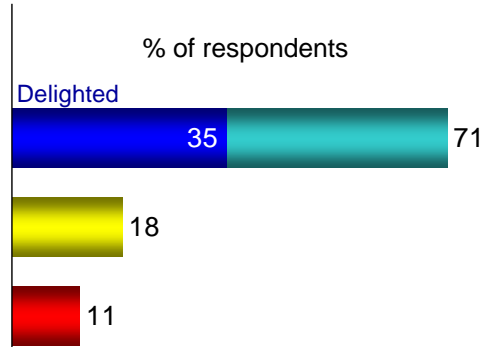
- Satisfaction remains moderate
  - 50% of respondents are satisfied
  - 31% of respondents are dissatisfied
- Satisfaction is highest among those aged 55+ and those living in the Byford Ward
- There is greatest room to improve satisfaction ratings among those living in the North West Ward

% of residents	Delighted	Dissatisfied
18-34 yrs	24%	28%
35-54 yrs	20%	33%
55+ yrs	31%	31%
Byford	32%	25%
North West	13%	46%
Central	22%	30%
South	20%	34%

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

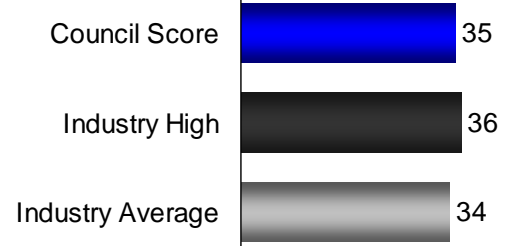
# Street signs

## RESIDENT SATISFACTION



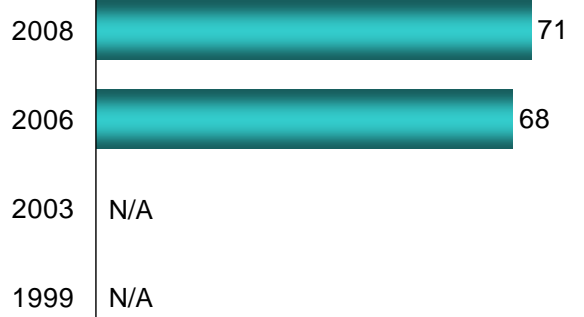
- Satisfaction is relatively high
  - 71% of respondents are satisfied
- Satisfaction is highest among seniors

## INDUSTRY STANDARDS



% of residents	Delighted	Dissatisfied
Younger singles / couples^	41%	18%
Families with younger children	34%	13%
Families with older children	32%	8%
Mature singles / couples	30%	12%
Seniors	47%	12%

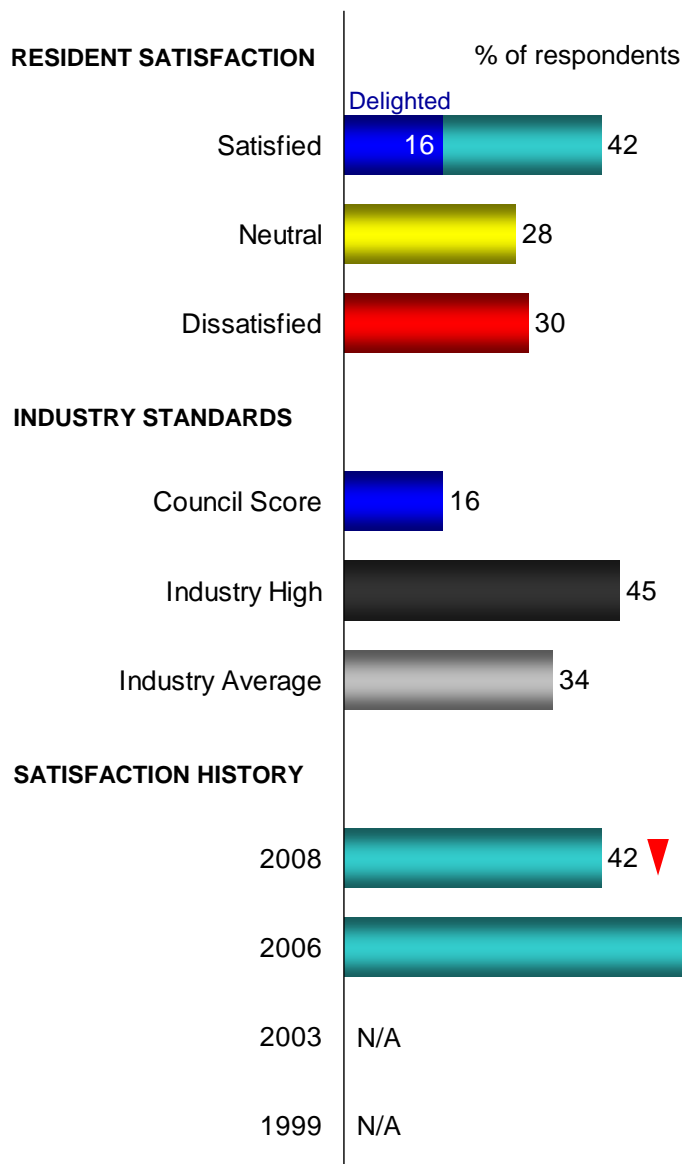
## SATISFACTION HISTORY



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)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
 ^ = small sample size (n < 30)

○ ▼ ▲ = significant variance

# Storm water drainage



- Satisfaction is relatively low and has fallen significantly
  - Only 42% of respondents are satisfied
  - 30% of respondents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction ratings among those living in the North West Ward

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	6%	19%
Families with younger children	16%	30%
Families with older children	13%	28%
Mature singles / couples	18%	33%
Seniors	23%	26%
Byford	19%	31%
North West	8%	34%
Central	16%	29%
South	15%	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 2006 n = 386; 2008 n = 374)

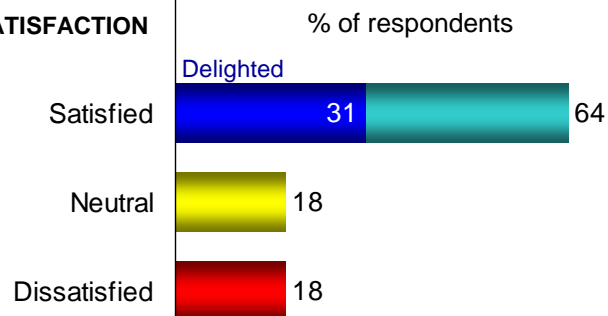
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

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

○ ▼ ▲ = significant variance

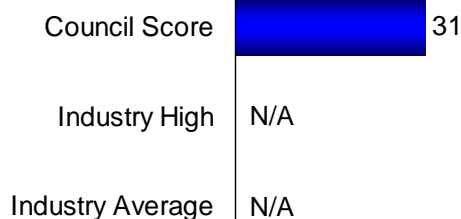
# Paths and trails

## RESIDENT SATISFACTION



- Satisfaction remains moderate though it has increased significantly
  - 64% of respondents are satisfied
  - 18% of respondents are dissatisfied
- Satisfaction is highest among 18-34 year olds
- There is greatest room to improve satisfaction ratings among home owners

## INDUSTRY STANDARDS



% of residents	Delighted	Dissatisfied
18-34 yrs	42%	11%
35-54 yrs	26%	20%
55+ yrs	33%	21%
Own	31%	19%
Rent^	25%	6%

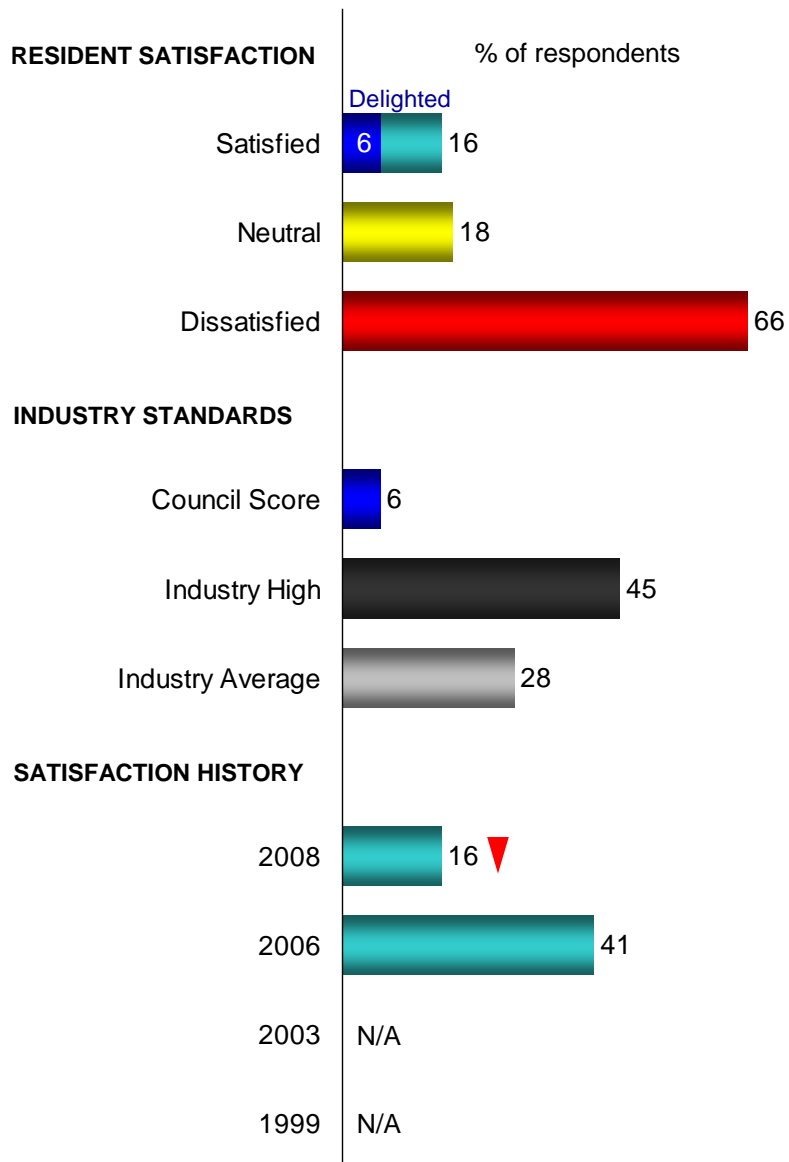
## SATISFACTION HISTORY



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

○ ▼ ▲ = significant variance

# Access to public transport



- Satisfaction is very low and has fallen significantly
  - Just 16% of respondents are satisfied
  - 66% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among females, those living in the North West Ward and those with a disability or impairment

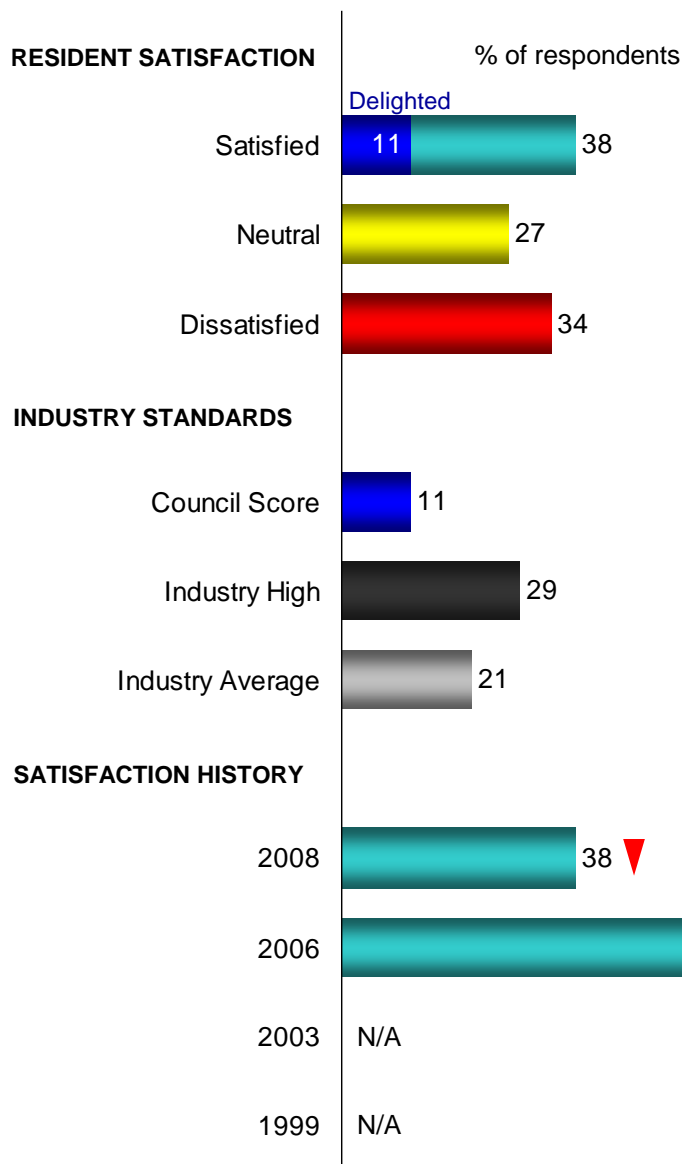
% of residents	Delighted	Dissatisfied
Male	6%	61%
Female	5%	71%
Byford	8%	61%
North West	2%	82%
Central	5%	63%
South	4%	69%
A person with a disability or impairment	0%	81%
Without a disability or impairment	6%	64%

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)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
 ^ = small sample size (n < 30)



# Governance

# The Shire's leadership within the community



- Satisfaction is low and has fallen significantly
  - Just 38% of respondents are satisfied
  - 34% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among those aged 35+, those living in the Central ward and home owners

% of residents	Delighted	Dissatisfied
18-34 yrs	8%	23%
35-54 yrs	10%	38%
55+ yrs	13%	36%
Byford	12%	34%
North West	4%	23%
Central	12%	40%
South	11%	33%
Own	10%	37%
Rent <sup>^</sup>	25%	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 = 409; 2008 n = 368)  
 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 is relatively low and has fallen significantly
  - Only 41% of respondents are satisfied
  - 39% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among 35-54 year olds, followed by those aged 55+

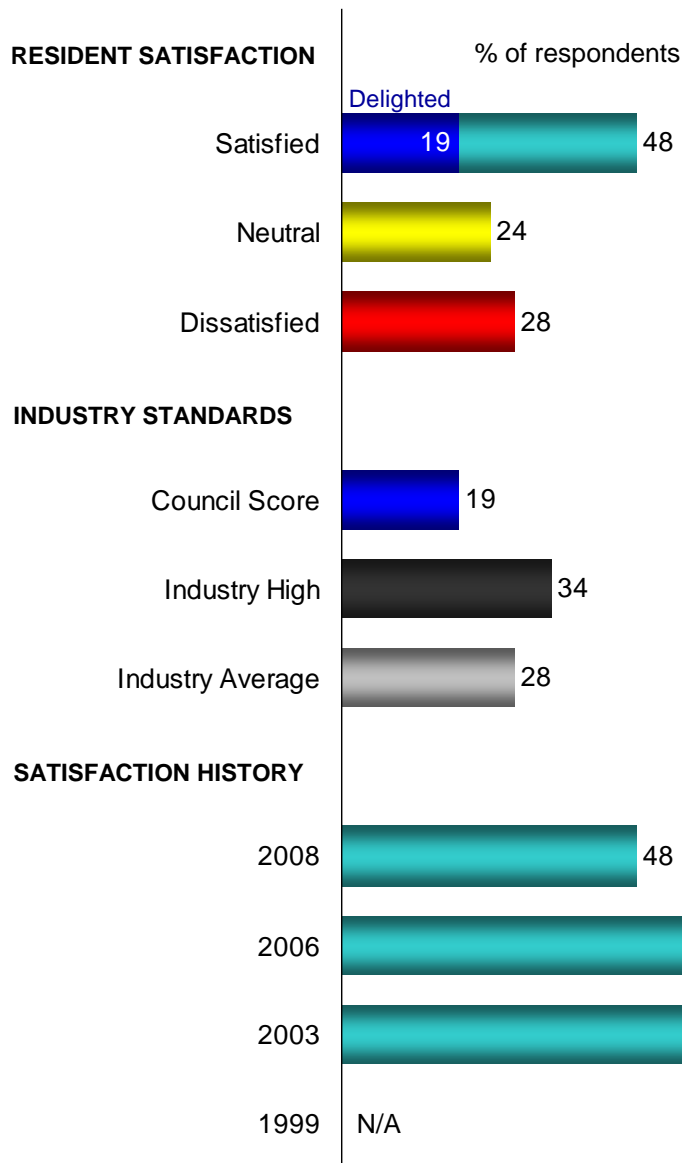
% of residents	Delighted	Dissatisfied
18-34 yrs	9%	26%
35-54 yrs	13%	45%
55+ yrs	17%	39%

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 = 433; 2008 n = 391)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
 ^ = small sample size (n < 30)

○ ▼ ▲ = significant variance



# How the community is informed about local issues



- Satisfaction is relatively low and has fallen significantly
  - Only 48% of respondents are satisfied
  - 28% of respondents are dissatisfied
- Satisfaction is highest among those aged 55+
- There is greatest room to improve satisfaction ratings among 35-54 year olds and home owners

% of residents	Delighted	Dissatisfied
18-34 yrs	14%	19%
35-54 yrs	17%	35%
55+ yrs	25%	24%
Own	19%	30%
Rent <sup>^</sup>	24%	12%

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)

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

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

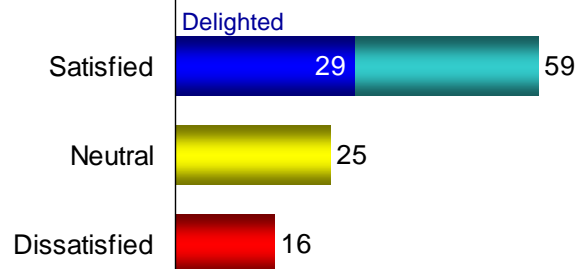
○ ▼ ▲ = significant variance

# Communication materials

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

## RESIDENT SATISFACTION

% of respondents



- Satisfaction is moderate

- 59% of respondents are satisfied
- 16% of respondents are dissatisfied

- There is greatest room to improve satisfaction among those aged 35+

## INDUSTRY STANDARDS

% of residents	Delighted	Dissatisfied
18-34 yrs	28%	5%
35-54 yrs	26%	19%
55+ yrs	32%	18%

Council Score 29

Industry High N/A

Industry Average N/A

## SATISFACTION HISTORY

2008 59

2006 N/A

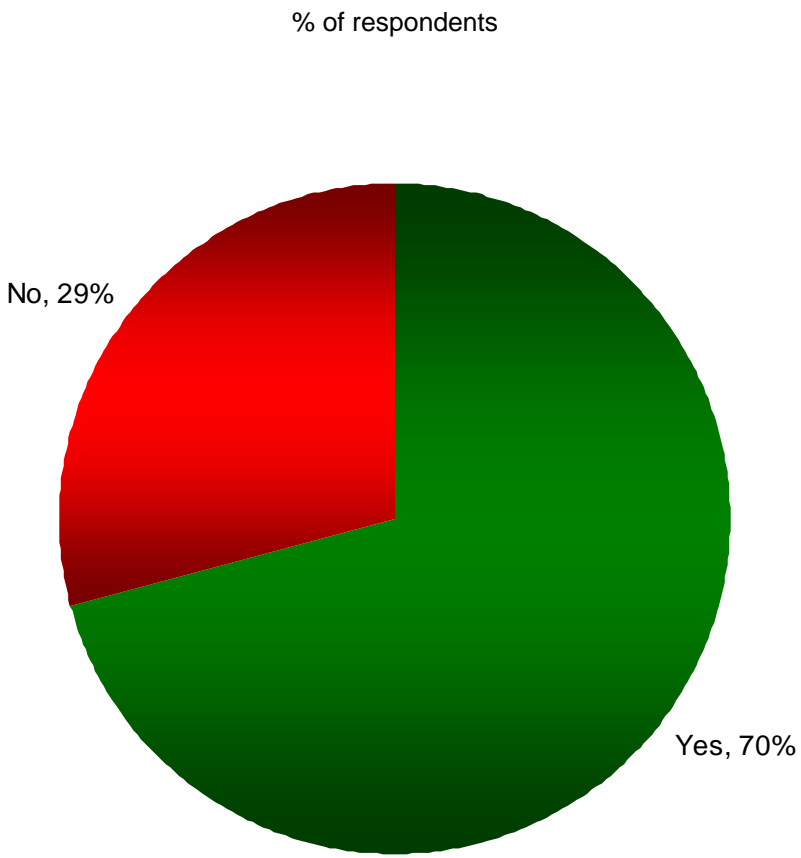
2003 N/A

1999 N/A

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

# Seen or read the SJ Update, the Shire newsletter

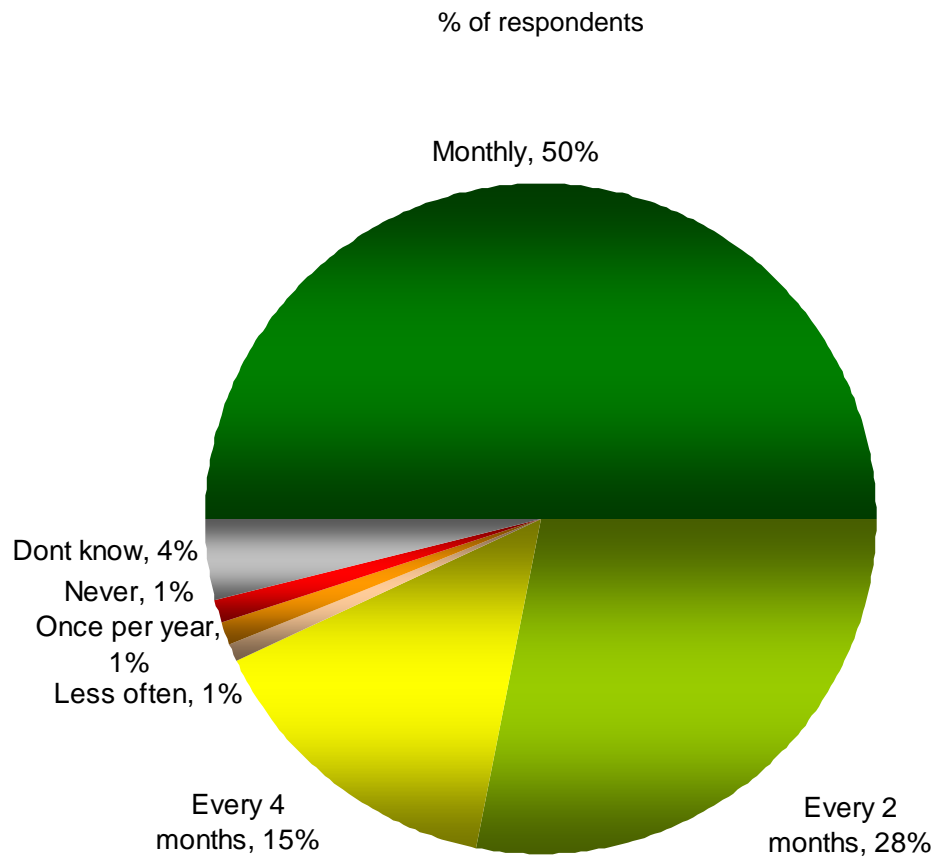
- 7 out of 10 respondents have seen or read the SJ Update
  - Home owners (75%) are more likely to have seen or read the newsletter than renters (41%)
  - 18-34 year olds (52%) are less likely to have read the newsletter compared to 35-54 year olds (74%) and those aged 55+ (77%)



Q. Have you seen or read any of the following communications over the past 12 months:  
Base: All respondents (Residents 2008 n = 403)

# Preferred frequency of the SJ Update, the Shire newsletter

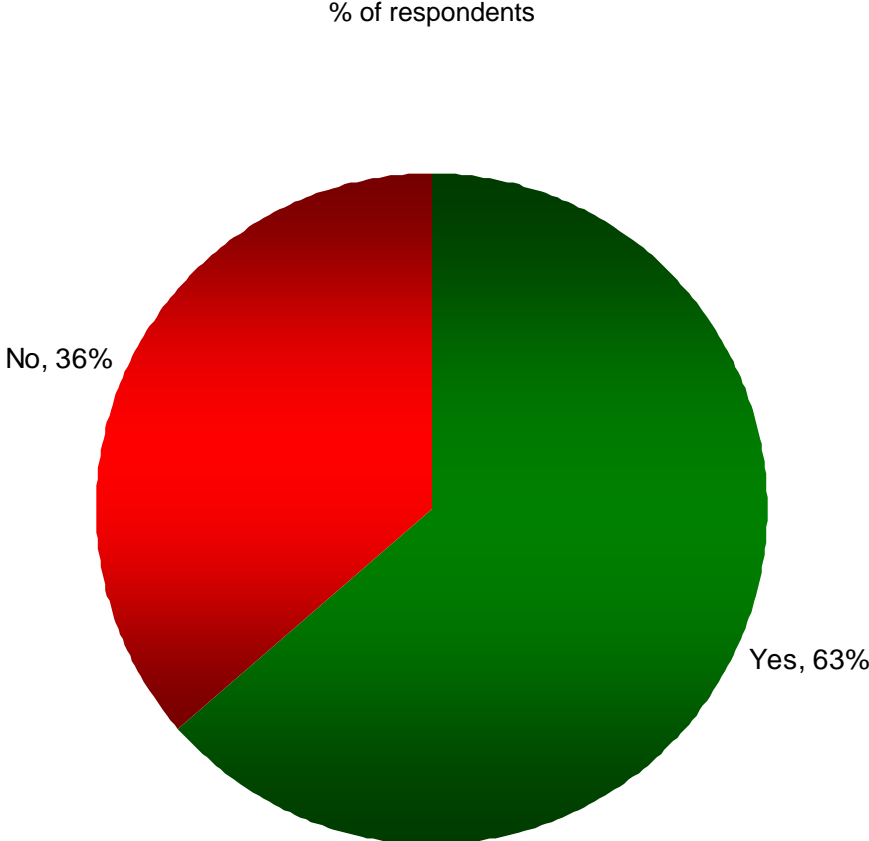
- A majority of respondents would like to receive the Shire newsletter on a monthly basis



Q. Would you like the community newsletter, the SJ Update, to be issued:  
Base: All respondents (Residents 2008 n = 403)

# Seen or read Council News (on the back page of the Examiner)

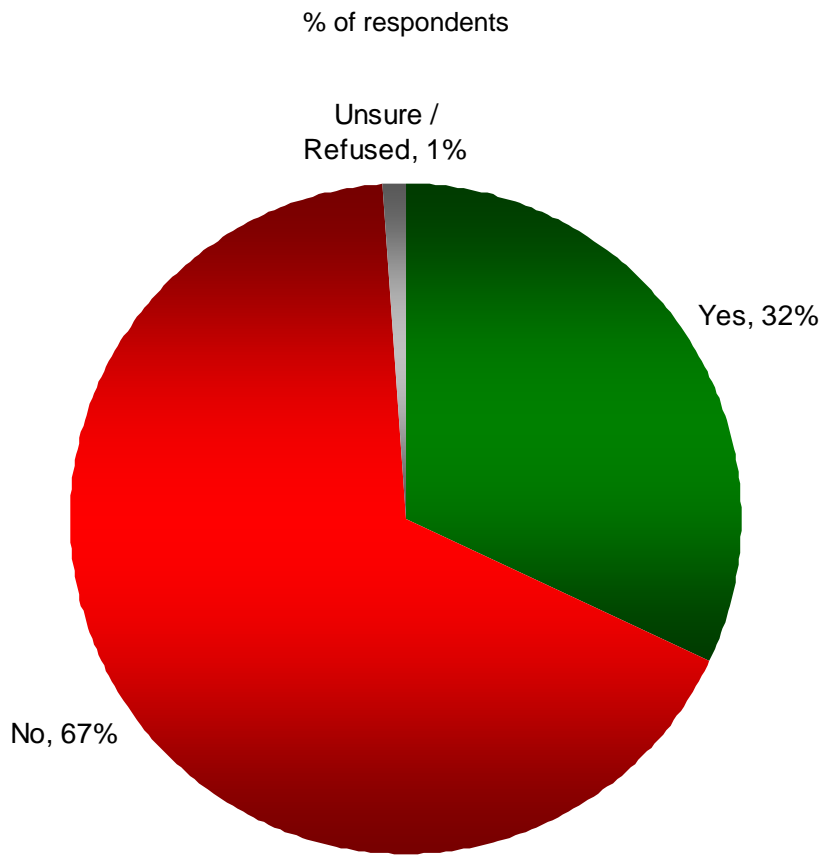
- 63% of respondents have seen or read Council News in the Examiner
  - Those living in the Byford Ward (73%) are more likely to have seen or read the Council news compared to other wards



Q. Have you seen or read any of the following communications over the past 12 months:  
Base: All respondents (Residents 2008 n = 403)

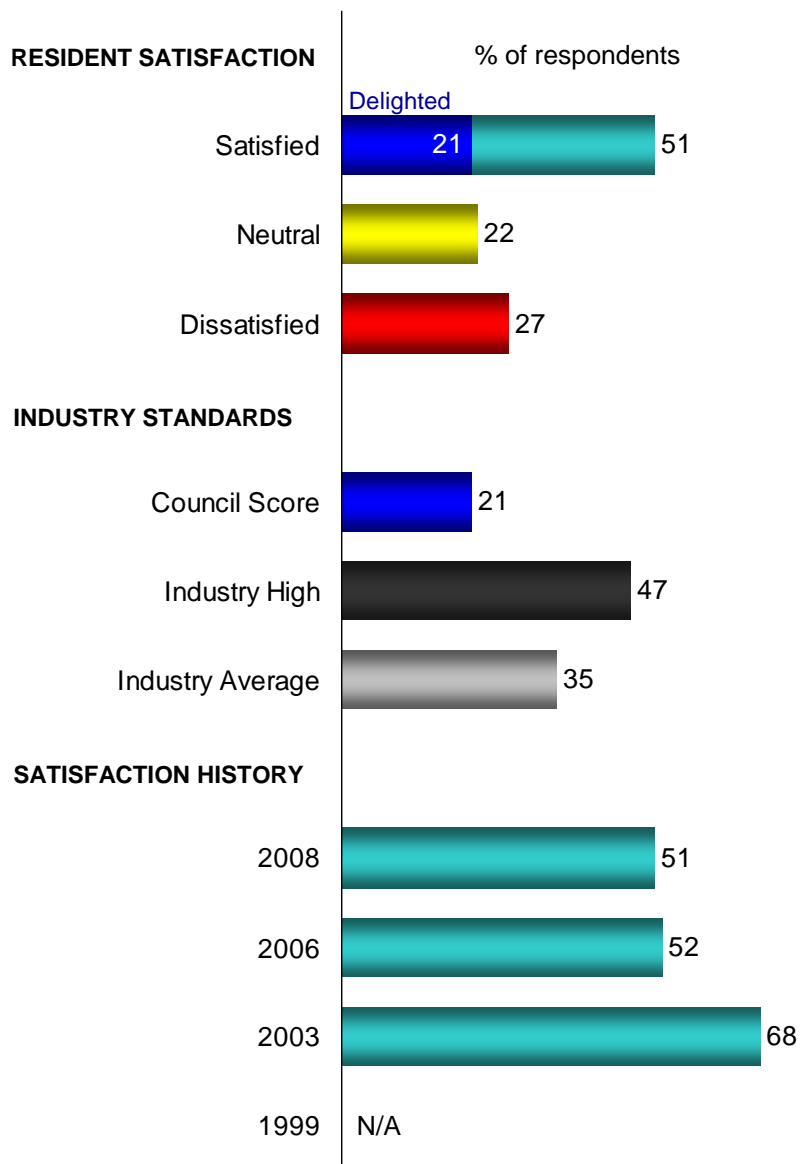
# Use of Serpentine Jarrahdale Shire's website

- 32% of respondents have visited the Shire's website over the past 12 months
  - Seniors (17%) are less likely to have used the website



Q. Have you seen or read any of the following communications over the past 12 months:  
Base: All respondents (Residents 2008 n = 403)

# The efficiency and effectiveness of customer service



- Satisfaction remains moderate but is down from 2003
  - 51% of respondents are satisfied
  - 27% of respondents are dissatisfied
- Satisfaction is highest among females, those living in the North West Ward and renters

% of residents	Delighted	Dissatisfied
Male	13%	24%
Female	29%	29%
Byford	23%	28%
North West	23%	12%
Central	20%	31%
South	20%	28%
Own	21%	29%
Rent <sup>^</sup>	47%	7%

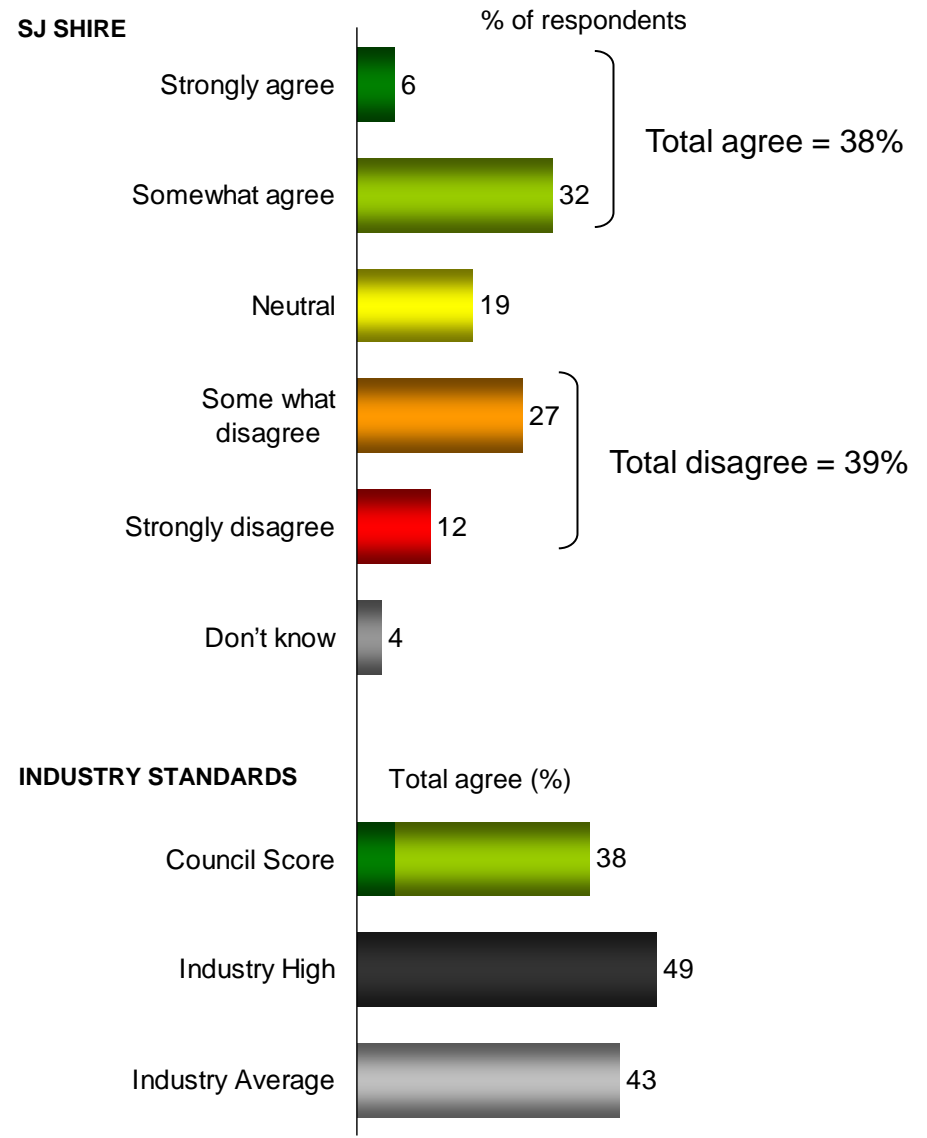
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 377; 2006 n = 430; 2008 n = 377)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4  
<sup>^</sup> = small sample size (n < 30)

○ ▼ ▲ = significant variance

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

- Overall 38% of respondents agree that the Elected Members at Serpentine Jarrahdale Shire have a good understanding of their needs
  - This is slightly below the industry average of 43%
  - Serpentine Jarrahdale Shire is 11% points behind the Industry Leader
- Those living in the Byford Ward are more likely to **agree**
- 35-54 year olds and those living in the South and Central Wards are more likely to **disagree**

% of residents	Agree	Disagree
18-34 yrs	44%	30%
35-54 yrs	36%	44%
55+ yrs	36%	39%
Byford	45%	33%
North West	40%	31%
Central	32%	46%
South	33%	48%



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)

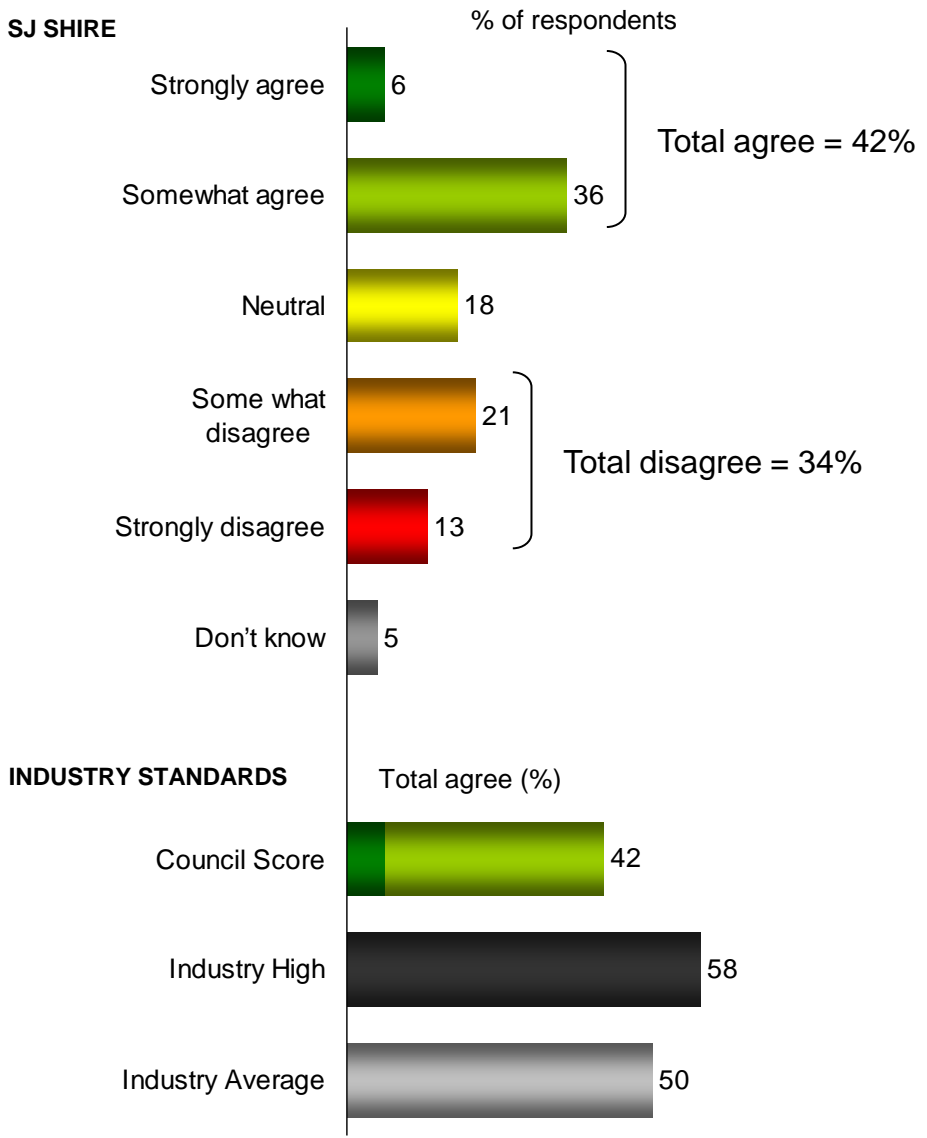
○ ▼ ▲ = significant variance



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

- Overall 42% of respondents agree that Staff at Serpentine Jarrahdale Shire have a good understanding of their needs
  - This is below the industry average of 50%
  - Serpentine Jarrahdale Shire is 16% points behind the Industry Leader
- Younger singles and couples and those living in the Byford Ward (followed by the North West Ward) are more likely to **agree**
- Those living in the Central Ward are more likely to **disagree**

% of residents	Agree	Disagree
Younger singles / couples <sup>^</sup>	65%	24%
Families with younger children	39%	37%
Families with older children	43%	30%
Mature singles / couples	39%	38%
Seniors	41%	32%
Byford	51%	27%
North West	47%	26%
Central	33%	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)

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

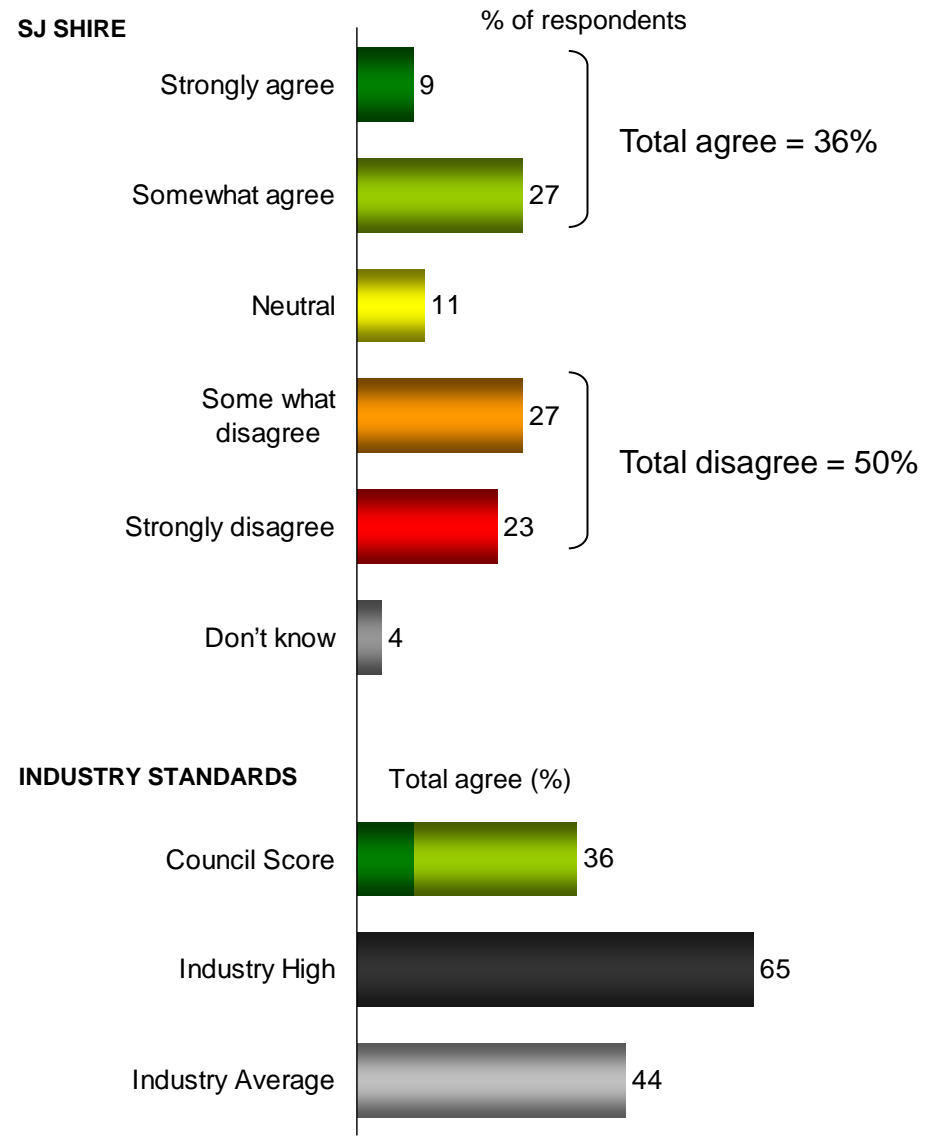
○ ▼ ▲ = significant variance

# 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 10 years time

- Overall 36% of respondents agree that Serpentine Jarrahdale Shire have developed and communicated a clear vision for the area
  - This is below the industry average of 44%
  - Serpentine Jarrahdale Shire is 29% points behind the Industry Leader
- 35-54 year olds (followed by those aged 55+) and those living in the South Ward are more likely to **disagree**

% of residents	Agree	Disagree
18-34 yrs	38%	40%
35-54 yrs	35%	53%
55+ yrs	35%	50%
Byford	41%	48%
North West	41%	40%
Central	38%	47%
South	18%	63%



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.

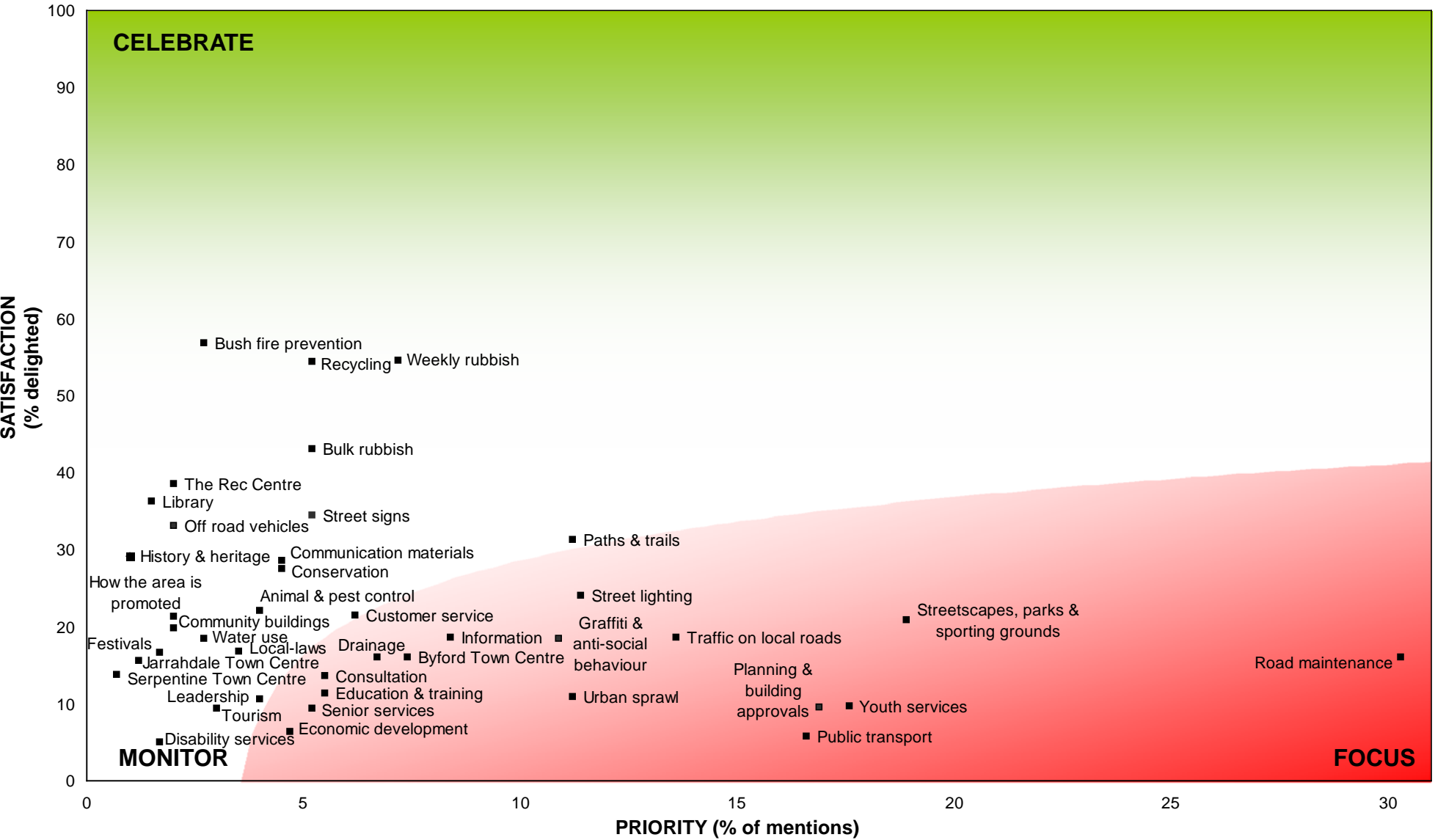
Base: All respondents (Residents 2008 n = 403)

○ ▼ ▲ = significant variance



# Community Priorities Indicator <sup>TM</sup>

# 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)

# Top 5 Priorities

by customer groups

	Male	Female	18-34 year olds	35-54 year olds	55+ years old	Younger singles/couples	Family with younger children	Family with older children	Mature singles/couples	Seniors	Byford	North West	Central	South	Own	Rent	Disability or Impairment
Road maintenance	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Streetscapes, parks and sporting grounds	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
Planning and building approvals	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Access to public transport		✓	✓		✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓
Services and facilities for youth	✓	✓	✓	✓			✓	✓	✓		✓		✓	✓	✓	✓	
The management and control of traffic on local roads	✓			✓	✓				✓	✓	✓						✓
The control of graffiti, vandalism & anti-social behaviour					✓	✓			✓	✓	✓						
Paths and trails						✓			✓			✓	✓				
Street lighting						✓				✓		✓					
How urban sprawl is being managed							✓		✓								
How the Byford Town Centre is being developed						✓											
Weekly rubbish collections							✓										

\* = Number 1 priority  
 ✓ = Top 5 priority

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

Base: All respondents (Residents 2008 n = 403)



# Strategic Insights

# Strategic Insights

- Residents believe there is **significant room for improvement** in Serpentine Jarrahdale Shire
- Overall satisfaction levels have remained fairly steady over the past few years, however, they have stayed at a low level
  - Only 23% of residents expressed delight.
  - Out of 14 Councils that have completed a Community Perceptions Study with CATALYSE®, SJ Shire has the lowest level of overall delight.
- While overall satisfaction has remained steady, significant downward shifts have been observed across many individual service areas.
- We should be quick to point out that Serpentine Jarrahdale Shire is **not alone** in experiencing a downward trend in satisfaction – we have seen similar results in other Councils over the past couple of years.
- Why? We suspect this is a consequence of **Perth's growing population**; a change that is creating increasing demand for new infrastructure, pressure on existing infrastructure and a noticeable impact on everyday life.
- With many services areas in need of attention in SJ Shire, we suggest resources are focussed on six key areas:
  1. **Road improvement**
  2. **Improved access to public transport** (especially in the North West Ward)
  3. **Better youth services** (for children of all ages across the Shire)
  4. **Improved streetscapes, parks and sporting grounds** (especially in the Central Ward and for families with younger children)
  5. **Better planning and building approvals** (especially in the Central and South Wards)
  6. **Increased economic development, tourism and job creation**
- The Shire may also benefit from creating and communicating **a clear vision** for the Shire that is developed in collaboration with key stakeholders in the community, including Councillors, local residents and businesses.



**CATALYSE®**

We'd love to discuss this report with you!

If you have any questions, please contact:

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