Community Satisfaction Survey 2014

Report
The Shire of Lake Grace would like to thank all of our residents who have taken the time to respond to this survey.

Your views and perceptions are invaluable and will help the Shire to target improvements in key areas.

**DISCLAIMER**

This information contained in this document is guide only. Verification with original Local Laws, Acts, Planning Schemes, and other relevant documents is recommended for detailed references. The Shire of Lake Grace accepts no responsibility for errors or omissions.

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Introduction

During September 2014 the Shire of Lake Grace conducted a community survey to measure the views, ideas and suggestions of Lake Grace Shire residents.

The objectives of the survey included;

- Identify key issues for the Lake Grace Shire residents;
- Measure performance across key areas of the Shire of Lake Grace;
- Perception of quality of life;
- Information needs and preferred communication methods; and
- Obtain feedback from community members to build a stronger and more satisfied community.

This report summarises the findings from the Community Satisfaction Survey 2014.

Survey Outline

The survey comprised of the following sections:

**Section 1: Demographics**

Asked community members to provide some broad demographic information which included the town they lived in, how long they have lived within the Lake Grace Shire, gender and age.

**Section 2: Quality of Life**

Asked community members what they like most and least about living in the Lake Grace Shire, the most critical issues facing the community and they were asked to rate the level of importance of key factors to the quality of life.

**Section 3: Interaction with Council**

Asked community members their current and preferred methods of receiving information from the Shire and how the Shire can improve communication with the communities.

**Section 4: Public facilities and services**

Asked community members to rate their level of satisfaction with a number of key Shire facilities and services; including roads, waste management, health services and community events.

**Section 5: Open-ended feedback**

Asked community members for open-ended (free text) responses to question about how the Shire can improve and make a general comment about our services.

Survey Process

Lake Grace Shire residents were given the opportunity to participate in the survey during September 2014. The survey was distributed to residents online and hardcopy.

The survey was launched at the Newdegate Field Day, 3 & 4 September 2014. Accessible via the Shire’s website and available in paper form the survey was promoted;

- Advertisement and completion at the Newdegate Field Day;
- On the Shire’s Facebook page through multiple posts (reaching approximately 201 people);
- Fortnightly Community News (appears in local newsletters); and
- A total of 680 surveys were posted to Lake Grace, Newdegate, Lake King, Varley and Pingaring residents through the Shire’s bulk mail out procedure.

A total of 99 responses were received, 10 online and 89 hardcopies.

The methodology used in this survey is based on a rating scale and text analysis using a survey program SurveyMonkey. Details of the methodology used can be found in Appendix 1.
The Shire of Lake Grace is committed to delivering outstanding customer service to all customers. In our effort to deliver a high level of customer service the Shire sought feedback from residents on the range of services and facilities delivered by the Shire of Lake Grace.

The purpose and value of the survey is for the Shire to understand our community’s level of satisfaction with our services and facilities. These results will help the Shire in developing strategies to improve our performance and allocate resources in the future.

The Shire of Lake Grace is a local government authority responsible for the communities of Lake Grace, Newdegate, Lake King, Varley and a portion of Pingaring. Our role is to provide services for approximately 1,361 residents as well as visitors. The Shire meets the needs of its communities by providing essential services such as road maintenance, libraries, collection of recycling and waste, parks, playgrounds and gardens, community facilities, including town halls and sports and recreation venues, including swimming pools. The Shire also supports the provision of medical services, with facilities in Lake Grace and Newdegate and childcare services, with a facility in Lake Grace.

Thank you to all our residents who took the time to complete our 2014 Community Satisfaction Survey. Below are some highlights from the survey.

When referring to the Shire of Lake Grace’s Strategic Community Plan, 69.23% of respondents were aware of the Plan, with only 34.41% having had previous input.

Some highlights include:

- 85.72% of respondents are satisfied with the quality of life in the Lake Grace Shire.
- Health Services rated number one in the satisfaction of service (83.34% respondents being satisfied).
- 62.63% of respondents are long term residents, having lived within the Shire for over 20 years.

The Shire of Lake Grace will continue to strive for excellence for our residents by using these results in all future planning.

We are pleased to release the results of our 2014 Community Satisfaction Survey.
The tables below details the number of completed surveys from each of the demographics specified in the survey. The highest proportion of respondents came from the following demographic groups:

- Area – Lake Grace
- Gender – Female
- Time living in Lake Grace Shire – 20+ years.

### In what area do you live within the Shire?

<table>
<thead>
<tr>
<th>Area</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Grace</td>
<td>65</td>
<td>65.66%</td>
</tr>
<tr>
<td>Newdegate</td>
<td>23</td>
<td>23.23%</td>
</tr>
<tr>
<td>Lake King</td>
<td>3</td>
<td>3.03%</td>
</tr>
<tr>
<td>Varley</td>
<td>5</td>
<td>5.05%</td>
</tr>
<tr>
<td>Pingaring</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Outside the Shire</td>
<td>3</td>
<td>3.03%</td>
</tr>
<tr>
<td>Total</td>
<td>99</td>
<td></td>
</tr>
</tbody>
</table>

### What is your gender?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>62</td>
<td>64.58%</td>
</tr>
<tr>
<td>Male</td>
<td>34</td>
<td>35.42%</td>
</tr>
<tr>
<td>Skipped question</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>99</td>
<td></td>
</tr>
</tbody>
</table>

### What is your age?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>2</td>
<td>2.04%</td>
</tr>
<tr>
<td>25-35</td>
<td>12</td>
<td>12.24%</td>
</tr>
<tr>
<td>36-45</td>
<td>24</td>
<td>24.49%</td>
</tr>
<tr>
<td>46-55</td>
<td>24</td>
<td>24.49%</td>
</tr>
<tr>
<td>56-60</td>
<td>9</td>
<td>9.18%</td>
</tr>
<tr>
<td>60+ years</td>
<td>27</td>
<td>27.55%</td>
</tr>
<tr>
<td>Skipped question</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>99</td>
<td></td>
</tr>
</tbody>
</table>

### How long have you lived within the Lake Grace Shire?

<table>
<thead>
<tr>
<th>Years</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2 years</td>
<td>2</td>
<td>2.02%</td>
</tr>
<tr>
<td>2-5 years</td>
<td>6</td>
<td>6.06%</td>
</tr>
<tr>
<td>5-10 years</td>
<td>12</td>
<td>12.12%</td>
</tr>
<tr>
<td>10-20 years</td>
<td>17</td>
<td>17.17%</td>
</tr>
<tr>
<td>20+ years</td>
<td>62</td>
<td>62.63%</td>
</tr>
<tr>
<td>Total</td>
<td>99</td>
<td></td>
</tr>
</tbody>
</table>

With a population of approximately 1052 adults, 9.4% of residents participated in this survey.
Community Satisfaction Survey
2014
Results
There is a very high level of satisfaction with the quality of life in the Lake Grace Shire with 85.72% of respondents being satisfied with the quality of life, 13.27% neutral and 0% being dissatisfied (1.02% did not respond to this question).

Lake Grace Shire residents value the support, safety and sense of connectivity that comes from living in a small country community.

When asked what residents like **most** about living in the Lake Grace Shire, the keys words and phrases included:

- Caring Community (37.63%)
- Medical Facilities (24.73%)
- Great Community (8.60%)
- Safe (8.60%)
- Small Community (5.38%)

Key words and phrases to describe what residents like **least** about living in the Shire are:

- Roads (13.41%)
- Cost of Living (10.98%)
- Shire (10.98%) (lack of support/communities not united)
- Towns (19.98%) (negativity/divide/young people leaving)
- Lack of housing (9.76%)
- Distance (9.76%) (to facilities and services/ bigger town e.g. Perth)
- Poor (8.54%) (roads/facilities/services)
- Activities for Youth (6.10%) (lack of)

When considering what factors are important to the quality of life in the Lake Grace Shire, respondents rated the below;

1. Adequate Medical Facilities.
2. Safe place to live.
3. Public Services (Library, Police, Fire, Ambulance)
4. Clean and attractive.
5. Quality of schools.
6. Shopping opportunities.
7. Parks and recreation facilities.
8. Environmental quality.
9. Selection of housing.
Challenges

Challenges the residents believe the Shire will face in the future include; the decline in population numbers and families leaving, which will affect our school numbers, opportunities and performance. Other main concerns expressed were the maintenance of our roads and buildings, keeping and the recruitment of a doctor, the high cost of living, retaining Shire staff and the divide between communities.

This area of interest was split into two sections; the ‘Shire as a whole’ and ‘My Area’. Above were the key areas of concern respondents believe the Shire as a whole will face in the future. When comparing the responses from the different communities in the ‘My Area’ question, the main concern that all respondents had for their area is population decline.

According to Census 2011 data, between 2006-2011 the total population declined from 1,459 people to 1,361 people (-98). In the decline the largest age group was 45-49 year olds, with -54 people.

*Further community profile data can be found on the Shire of Lake Grace Profile.id via our website, www.lakegrace.wa.gov.au
The respondents were asked how satisfied they are with the Shire’s performance for a range of services. From this result we can determine what services the community is most satisfied with and key areas for improvement.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Service</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Health Services (medical practices &amp; doctor support)</td>
<td>5.03</td>
</tr>
<tr>
<td>2</td>
<td>Community Amenities (sanitation, public toilets &amp; cemeteries)</td>
<td>5.00</td>
</tr>
<tr>
<td>3</td>
<td>Recreation and Culture (town halls, libraries, rec centre &amp; parks)</td>
<td>4.69</td>
</tr>
<tr>
<td>4</td>
<td>Waste Management</td>
<td>4.66</td>
</tr>
<tr>
<td>5</td>
<td>Community events &amp; activities</td>
<td>4.35</td>
</tr>
<tr>
<td>6</td>
<td>Customer Service – Administration</td>
<td>4.31</td>
</tr>
<tr>
<td>7</td>
<td>Road maintenance, footpaths &amp; kerbing</td>
<td>4.30</td>
</tr>
<tr>
<td>8</td>
<td>Economic Services (tourism &amp; land development)</td>
<td>4.29</td>
</tr>
<tr>
<td>9</td>
<td>Ranger Services (dog &amp; cat control)</td>
<td>3.86</td>
</tr>
</tbody>
</table>

Key areas for improvement of service delivery were identified, including:

- Ranger Services – dog & cat control
- Tourism promotion
- Appearance of town gardens
- Road Maintenance
- Communication with the public (discussed further under Interaction with the Shire)

Successfully addressing these areas will have the greatest impact on increasing overall customer satisfaction.
A common theme across the respondent’s surveys was the need for the Shire to improve its communication with the public. 52.05% of respondents are satisfied with communication from the Shire, 27.55% neutral and 15.31% dissatisfied.

When asked ‘How should the Shire change its communication with the communities?’ the below key words and phrases were seen:

- Increase community consultation/public meetings.
- More email.
- Well informed, transparent and increased amount of information provided.
- The Shire needs to be more open and approachable.

The following graphs present respondents’ current and preferred methods of receiving information from the Shire.

- 84.21% of respondents currently receive information from the Shire in their local newsletter.
- The top three (3) preferred methods of receiving information from the Shire of Lake Grace:
  - Local Newsletter (85.06%)
  - Mail (56.32%)
  - Email (42.53%)
Community members provided open-ended (free text) responses to questions about what the Shire does well, and what it needs to improve on and how. Sample comments are provided below.

How satisfied are you with the areas below? Quality of Life, Communication, Shire Image. If dissatisfied or very dissatisfied, how could this be improved?

- Wider range of formats for communicating. Improvements in actions by Shire when requests are made.
- Proactive implementation of community events, promoting tourism in the Shire.
- There is an obvious disconnect between different areas of the Shire. Unity needs to be a priority.
- Shire needs to be doing more for community growth.
- Shire needs to communicate with the community, be more proactive.
- Would be nice if Shire listen to Community concerns, not just hear and offer lip service really listen to what concerns the community and put positive action plans in place.

How should the Shire change its communication with the communities?

- Encourage staff to talk to community about what is happening.
- Increase community consultation and general communication.
- Increase information available and more emailed information.
- Up to date information on notice boards and on website.
- Public meeting, well publicised for important changes - e.g., Pharmacy.
- Shire staff need to make more time to openly communicate and need to be seen in the public, not hide away behind closed doors.
- Communication from the Shire has improved greatly in the past 18 months - great stride have been made congratulations to the staff that have brought about this change.

Do you have any other comments you would like to make regarding the Shire of Lake Grace Services?

- Frontline Customer service is excellent - informative and very professional.
- Communication needs to be concise and accurate.
- Just make sure we retain our doctor.
- Businesses are vital to the Shire, would like to see communities with a development officer work towards encouraging new businesses to Shire.
- I feel we have a great service in the Shire and services cover most needs within the Shire.
- Keep your staff happy - then they are keen to do a great job for our Shire.
- Town curbing is great. Gravel roads need work.
Looking back at previous surveys that have been conducted and information that was obtained during the community consultation in the development of the Shire of Lake Grace’s Community Strategic Community Plan in 2012, the views of the residents in relation to the challenges that they believe we as a Shire will face in the future has remained the same, focusing on declining population numbers in the community and schools, maintaining of our roads and the high cost of living.

It is important that Councillors and Shire staff work towards improving communication with residents in the way of delivering increased, consistent, timely and accurate information on the issues that affect the residents. The Shire is already working towards improving communication and has employed a communications officer to assist in improving the Shire’s website, customer service, community engagement and other communication based tasks. By doing so we aim to better understand the communities needs and better inform and consult residents on the things that affect them.

Unity between communities is an issue that has been identified by the community as important. We are pleased to see that residents in their community feel safe, supported and a sense of community. This is important to help establish a healthy atmosphere filled with unity, harmony and friendships. Without this there is a feeling of chaos and disharmony in a community. The Shire aims to work closely with all communities to not only bring a sense of community to individual towns but as a Shire as a whole, bringing communities together and works towards making the Lake Grace Shire a more lively and vibrant community.

We look forward to moving forward, improving our services and working closely with our communities to increase the satisfaction of our residents.
Appendices
**Rating Scale**

The below rating scale was used to determine which answer choice is the most preferred/important/satisfied.

A 6-point rating scale was used. The weights assigned to each answer choices are:

- Very Satisfied / Very Important (6)
- Satisfied / Important (5)
- Neutral / Somewhat Important (4)
- Dissatisfied / Not at all Important (3)
- Very Dissatisfied / No Opinion (2)
- No Response / No Response (1)

The average rating is then determined for each service. An example is below:

How satisfied are you with the performance for the service below?

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>No Response</th>
<th>Total</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste Management</td>
<td>18.75% 18</td>
<td>50.00% 48</td>
<td>17.71% 17</td>
<td>8.33% 8</td>
<td>2.08% 2</td>
<td>3.13% 3</td>
<td>96</td>
<td>4.66</td>
</tr>
</tbody>
</table>

The average rating of 4.66 was calculated as follows

\[
\frac{(18 \times 6) + (48 \times 5) + (17 \times 4) + (8 \times 3) + (2 \times 2) + (3 \times 1)}{96} = 4.66
\]

**Analysing open ended questions**

Throughout the survey the respondents were given opportunities to provide an open-ended answer, expressing their views, suggestions and comments. All open-ended answers were analysed through a text analysis tool. Open ended answers were analysed and the most important (distinguishing) words and phrases used. Using this tool we were able to extract the key words and phrases used. Throughout the document are clouds which display key words and phrases. The larger the font the more frequent the word or phrase is mentioned.

**Margin of Error**

The margin of error is the level of accuracy of a sample of a given population. The smaller the margin of error the more trust you can place on that the survey’s reported results are ‘true’ and representative of the larger population.

Based on the target population of 1052 adults (total adult population for the Shire), the survey achieved a 90% confidence level with degree of accuracy of +/-7.87% (margin of error).