

21 January 2021

SUMMARY

- Every two years, the Shire of Exmouth undertakes a comprehensive survey of the community to gauge the level of community satisfaction with a range of Shire services, activities and facilities.
- The survey is part of Council's commitment to open and interactive engagement with the community and making informed decisions, as outlined in the Strategic Community Plan: Exmouth 2030.
- Participation in the 2020 Community Perception Survey increased from 12.72% to 16.75% and identified gaps and developments within the Shire's perceived performance of services since the initial survey in 2018, which will inform Councils coming budget deliberations.

2020 COMMUNITY PERCEPTION SURVEY SHOWS HIGH COMMUNITY ENGAGEMENT AND CONFIRMS COUNCIL'S CONTINUOUS PERFORMANCE IMPROVEMENT

Results from the 2020 Shire of Exmouth Community Perception Survey have been collated, and Council will now use the community's information to inform coming budget deliberations.

The survey asked the community to rate the importance of Council services and provide feedback on how these were being delivered as well as rank the overall performance of Council and local liveability factors. It was heavily promoted in the local community via digital & analogue notice boards, social media, direct email incl. a non-response follow-up, designated iPads, hard copies, postcards to PO box holders and an advertised face to face mall information stall.

With a total of 457 responses from residents and ratepayers, the participation increased from 12.72% in 2018 to 16.75% in 2020.

83.7% of respondents indicated that the Shire's performance was average to very good, which is a 10.69% improvement compared to the 2018 results with 73.1%. 25% rated the Shire's performance as poor and very poor in 2018; this number decreased in 2020 to 14.36% and confirms the general upward trend in community satisfaction across almost all 40 surveyed Shire services.

The identified areas which require more focus are:

1. Prevention of Illegal Dumping
2. Recycling
3. Value for money from Council rates
4. Illegal Camping
5. Community consultation about local issues

The overall liveability factor ranked Exmouth with 80.39% as a good or very good place to live (2018: 79.78%). The overall average score on a five-point scale for the best things about the Shire of Exmouth are:

1. Natural environment (4.3/5.0)
2. Sense of Community (3.8/5.0)
3. Safety & Security (3.7/5.0)
4. Leisure, Sport & Entertainment (3.4/5.0)

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On the other end of the scale with an average below 3.0 have been:

1. Cost of Living (2.2/5.0)
2. Housing / Accommodation (2.5/5.0)
3. Access to Mental Health Services (2.6/5.0)
4. Aged Care Facility (2.6/5.0)
5. Education & Training Opportunities (2.7/5.0)
6. Job Prospects (2.8/5.0)

Where possible the information has been compared to results from the 2018 survey, some service areas have been added or amended to better understand the communities' perception, which means comparative data from 2018 is not available. Council is looking forward to building a complete picture over time and reporting transparently and regularly.

A full breakdown of results for the survey are available on the Shire of Exmouth website at www.exmouth.wa.gov.au.

COMMENTS ATTRIBUTED TO THE SHIRE – SHIRE PRESIDENT MATT NIIKKULA

Councillors and Shire officers frequently refer to the perception survey results to support decision making and strategic planning. Community views and comments are highly valued and guide our future planning activities."

The data collected told us that the community was happy with how we are performing in areas such as the spray park, the public library, the Ningaloo Visitor Centre and the Ningaloo Centre, with the top areas for improvement identified as the prevention of illegal dumping, recycling, value for money from Council rates, illegal camping and the community consultation about local issues."

"2020 has delivered strong, positive results and the Council has placed considerable emphasis on the investigation of sustainable waste management and recycling options. As a small Shire, we are facing new challenges due to our increased visitation; however, we already dedicated additional resources to administer community and visitor waste-education programs, collecting litter, addressing illegal rubbish dumping and ensuring compliance with waste bylaws."

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