

**2020** COMMUNITY  
PERCEPTION SURVEY

**HAVE YOUR SAY** >>>>

# COMMUNITY PERCEPTION SURVEY

2020 RESULTS SUMMARY



1

# METHODOLOGY

APPROACH & SAMPLE SIZE





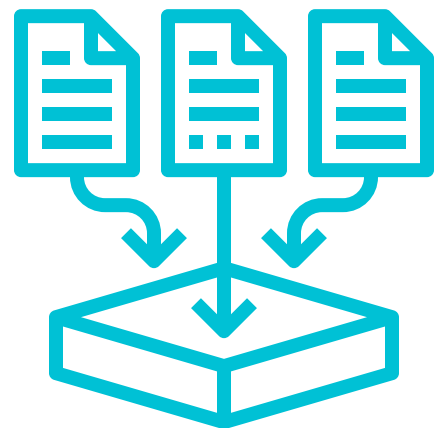
## METHODOLOGY

A bi-annual survey measuring the Shire's perceived performance in the community.



## TARGET POPULATION

Questionnaire for Exmouth's residents and ratepayers to rate the service that the Shire currently provides in the context of its overall importance.



## DATA COLLECTION

Information sources included social media, digital & analogue notice boards, direct email incl. non-response follow-up, designated iPads, hard copies, postcards and a face to face mall information stall.

# SURVEY APPROACH





## RESPONSES

Total population: 2,728 (Census 2016)

	TOTAL RESPONSES	%	COMPLETED SURVEYS	%	INCLUDING COMMENTS
2018*	347	12.72	272	9.97	0
<b>2020</b>	<b>457</b>	<b>16.75</b>	<b>362</b>	<b>13.27</b>	<b>175**</b>

*\*2018 survey offering to enter a prize draw by completion as incentive*

*\*\* new comment section in amended survey design, approved by Council October 2020*

**SAMPLE  
SIZE**







## RESPONSES

Demographics by age and gender for local residents and ratepayers completing the CPS survey in 2018 vs 2020

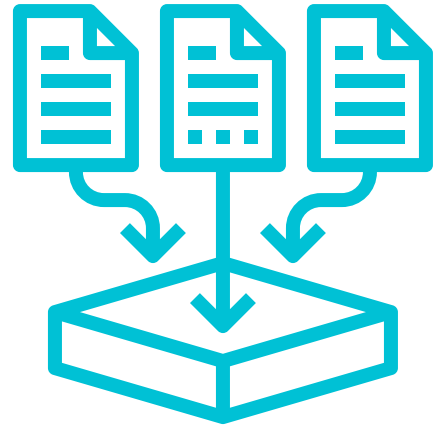
AGE	% 2018	% 2020
under 18	0.00	<b>0.28</b>
18 - 24	0.37	<b>1.40</b>
25- 34	14.71	<b>10.11</b>
35 - 44	32.72	<b>30.06</b>
45 - 54	23.90	<b>25.00</b>
55 - 64	17.28	<b>19.66</b>
65+	11.03	<b>13.48</b>

GENDER	% 2018	% 2020
Male	41.18	<b>44.66</b>
Female	58.09	<b>53.37</b>
Other	0.74	<b>1.97</b>

**SAMPLE SIZE**







## SUCCESSFUL CHANNELS

Established automated email newsletter and social media presence, supported by traditional survey channels

SURVEY CHANNEL	TOTAL 2018	% 2018	PRICE	TOTAL 2020	% 2020
Social Media	136	39.19		<b>89</b>	<b>19.48</b>
Email Newsletter Shire President	45	12.97		<b>246</b>	<b>53.82</b>
Email Newsletter Community Services	N/A*	N/A*		<b>5</b>	<b>1.09</b>
Email Signatures	N/A*	N/A*		<b>20</b>	<b>4.38</b>
iPad Kiosk, incl. Town Mall Stall	2	0.58		<b>21</b>	<b>4.59</b>
Hard Copy	1	0.29		<b>8</b>	<b>1.75</b>
Postcards	N/A*	N/A*		<b>23</b>	<b>5.03</b>
Website Alert <a href="http://www.exmouth.wa.gov.au">www.exmouth.wa.gov.au</a>	161	46.40		<b>43</b>	<b>9.41</b>
Other	2	0.58		<b>2</b>	<b>0.44</b>

\*2020 Community Perception Survey tracked the success rate of all different survey channels for the first time

# DATA COLLECTION



2

# RESULTS SUMMARY

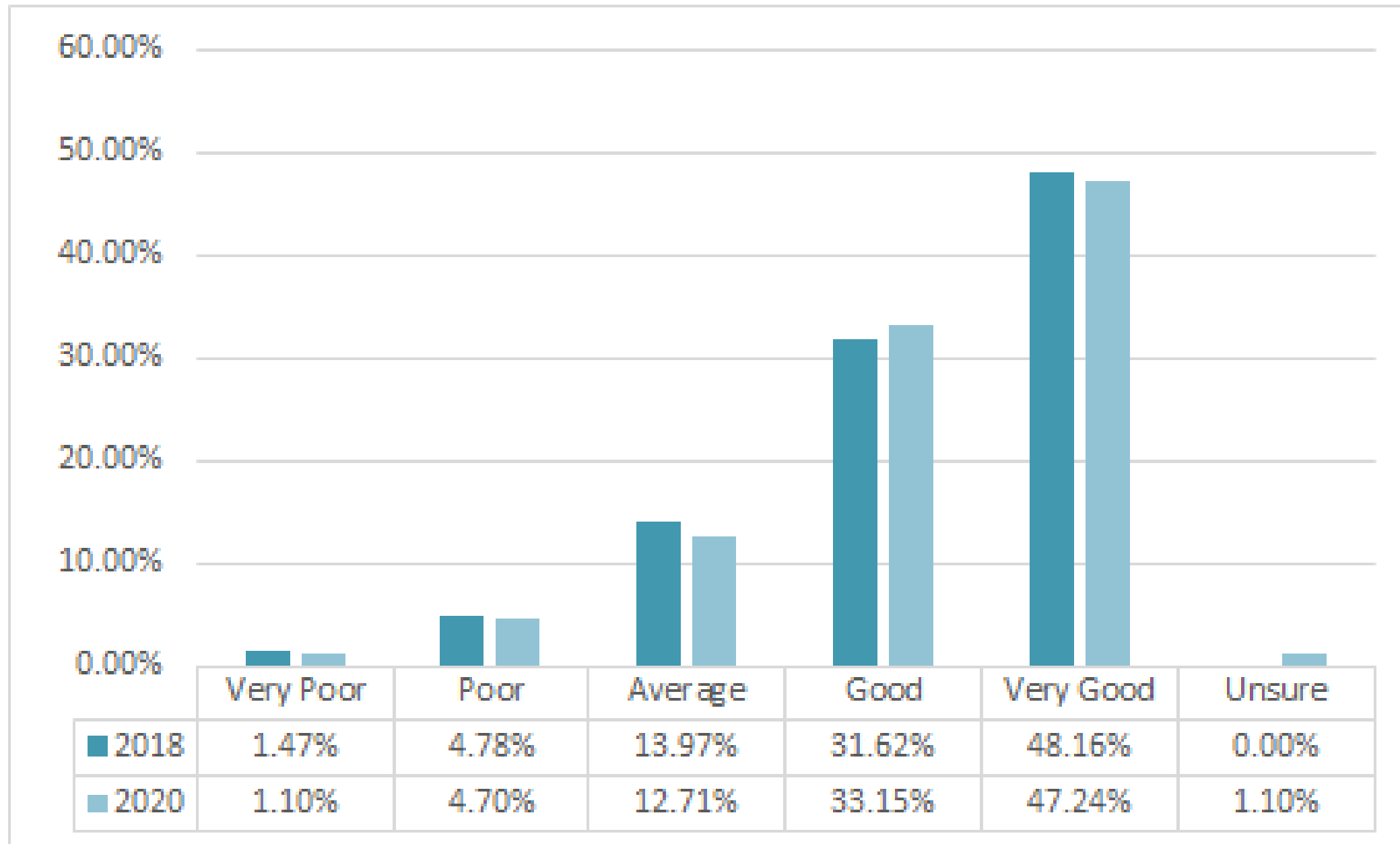
OPINIONS ABOUT THE SHIRE, SERVICES  
MEASURED, GAP ANALYSIS





## SHIRE LIVEABILITY

Consistent high liveability ranking for the Shire of Exmouth, with 80.39% (2020) and 79.78% (2018) rating the Shire as a good and very good place to live.



**OPINIONS  
ABOUT THE  
SHIRE**

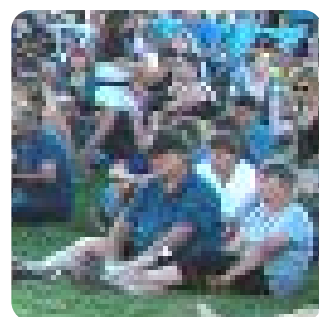




# THE BEST & WORST THINGS ABOUT THE SHIRE OF EXMOUTH

Liveability factors were given a weighted score out of 5.0. The best things about Exmouth were identified as:

BEST THINGS	2018		2020
Natural environment	4.3 / 5.0	↔	4.3 / 5.0
Safety and Security	4.0 / 5.0	↓	3.7 / 5.0
Sense of Community	3.5 / 5.0	↑	3.8 / 5.0
Leisure, Sport and Entertainment	3.5 / 5.0	↓	3.4 / 5.0



## OPINIONS ABOUT THE SHIRE





# THE BEST & WORST THINGS ABOUT THE SHIRE OF EXMOUTH

The worst things about Exmouth, all ranked with an average less than 3, were identified as:

WORST THINGS	2018		2020
Cost of Living	2.0 / 5.0	↓	2.2 / 5.0
Housing / Accommodation	3.0 / 5.0	↓	2.5 / 5.0
Access to Mental Health Services	N/A*		2.6 / 5.0
Aged Care Facility	N/A**		2.6 / 5.0
Education & Training Opportunities	3.1 / 5.0	↓	2.7 / 5.0
Job Prospects	2.3 / 5.0	↑	2.8 / 5.0

\*2020 differentiated between mental & physical health services, physical health 2020: 3.0 / 5.0, general health services 2018: 2.9 / 5.0

\*\*new service area in amended survey design, approved by Council October 2020, non-applicable question in 2018 survey



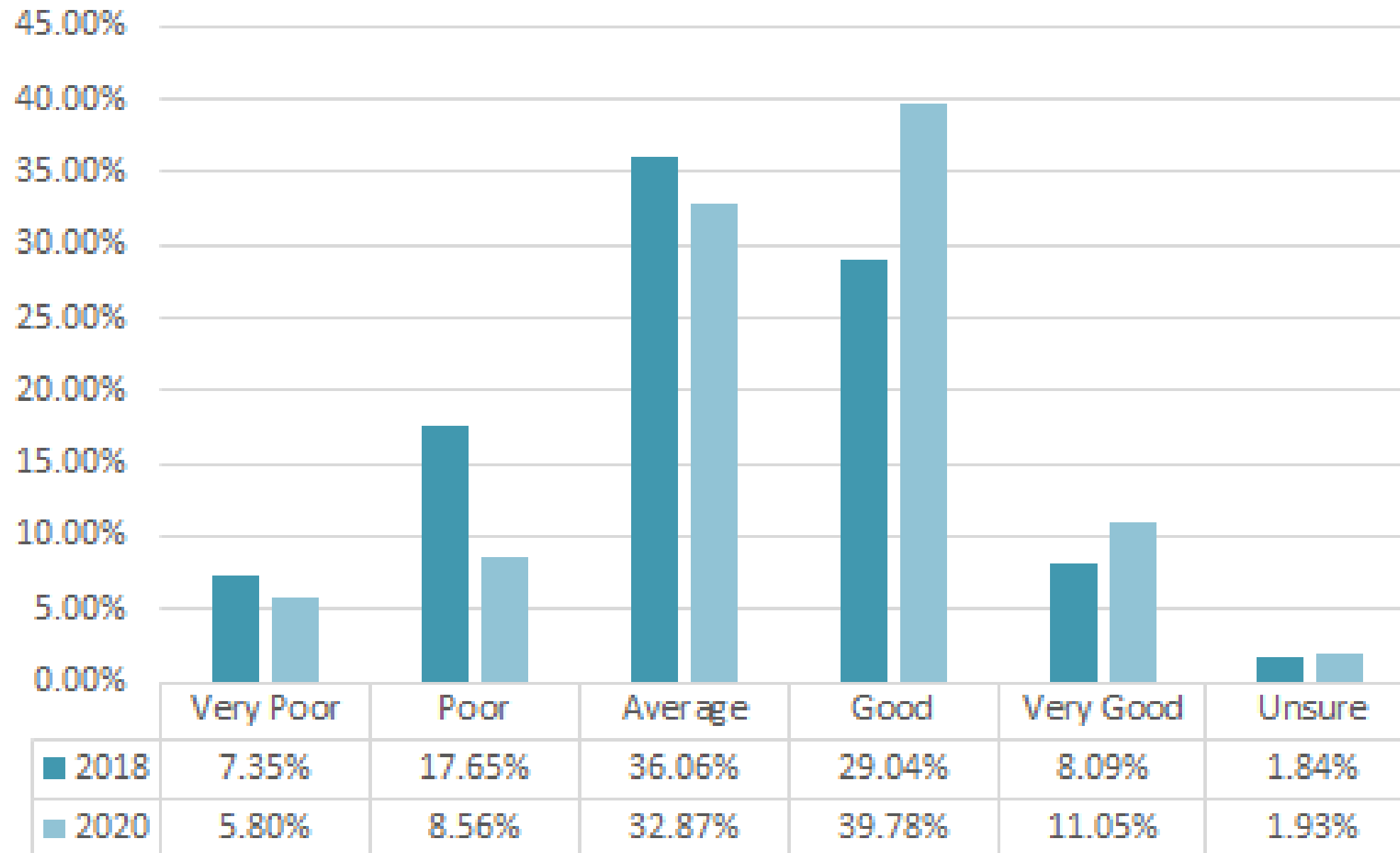
## OPINIONS ABOUT THE SHIRE





## SHIRE PERFORMANCE

83.70% of respondents indicated that the Shire's overall performance was average to very good, which is a 10.69% improvement compared to 2018 results with 73.10%.



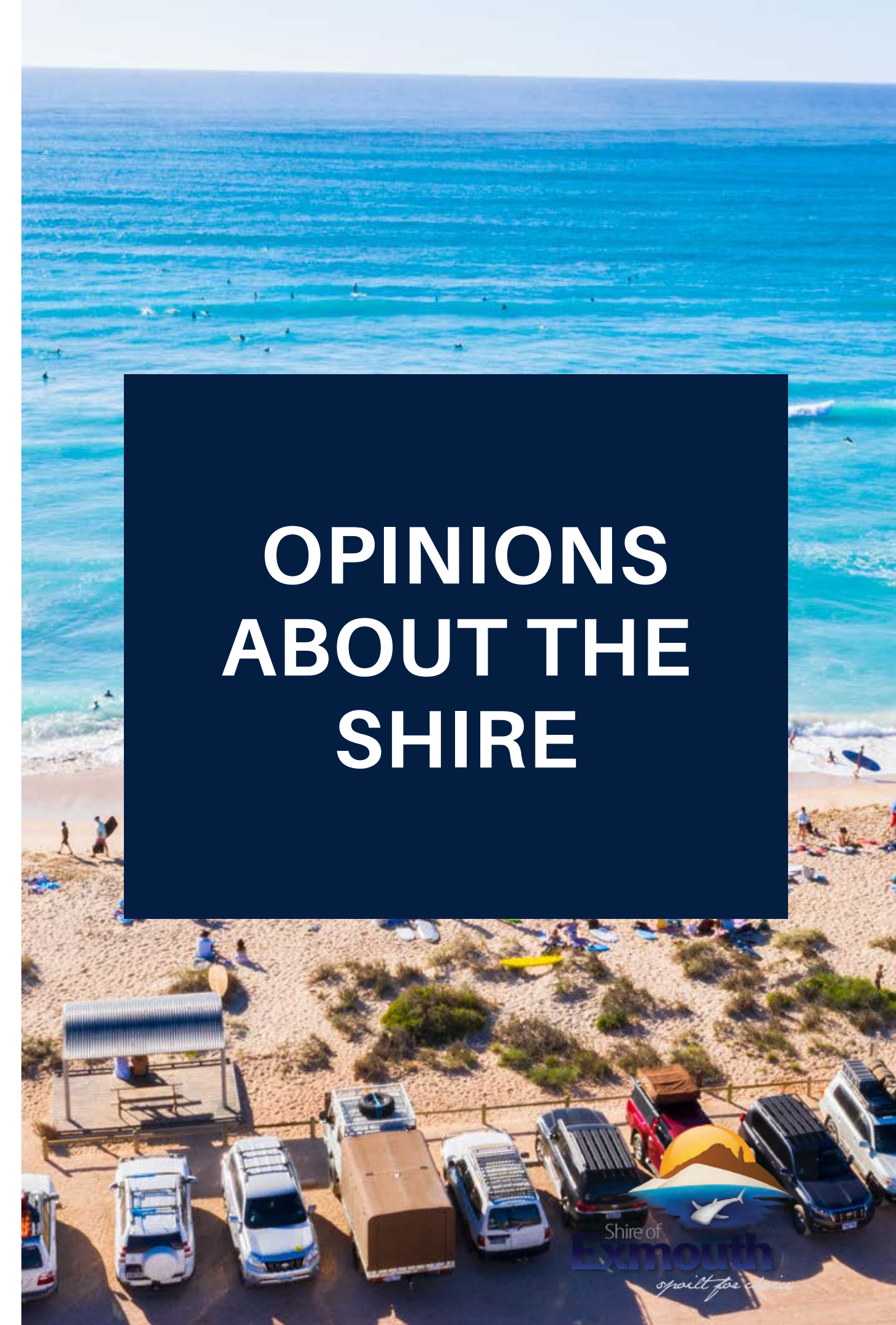
**OPINIONS  
ABOUT THE  
SHIRE**





# SHIRE PERFORMANCE - COMMUNITY COMMENTS

175 residents used the opportunity to comment on the 2020 survey. Comments have been clustered into 54 content groups and made available to Councillors; sizing below reflects the frequency the topics have been raised:



## OPINIONS ABOUT THE SHIRE





# SATISFACTION ON SHIRE SERVICES DELIVERY

The 2020 survey measured 40 service areas, with 12 additional service areas compared to the initial CPS in 2018. These included:

- Airport facilities and services
- Building approvals
- Bushfire prevention and control (new)
- Community events, festivals and cultural activities
- Community information distribution (new)
- Community consultation about local issues
- Council's leadership (new)
- Customer Service (new)
- Dog / Cat control
- Dog Exercise areas (new)
- Economic development, tourism and job creation (new)
- Elected member understanding of community needs (new)
- Filleting / Fish cleaning stations (new)
- Financial Responsibility
- Footpaths and cycleways
- Foreshore and beach amenity
- Household bin collection
- Library
- Mosquito control
- Ningaloo Aquarium & Discovery Centre
- Ningaloo Visitor Centre (new)
- Paltridge Memorial Swimming pool
- Parks, gardens and open spaces
- Prevention of illegal camping
- Prevention of illegal dumping
- Provision and maintenance of public toilets
- Recycling
- Recreational Centre (new)
- Road maintenance
- Sport fields
- Spray park
- Street litter clean-up
- Street lighting (new)
- Streetscapes and verges
- Tantabiddi / Bundegi Boat ramp
- Tip services
- Town Centre amenity
- Town planning approvals
- Tracks and trails
- Value for money from Council rates (new)

**SERVICES  
MEASURED**



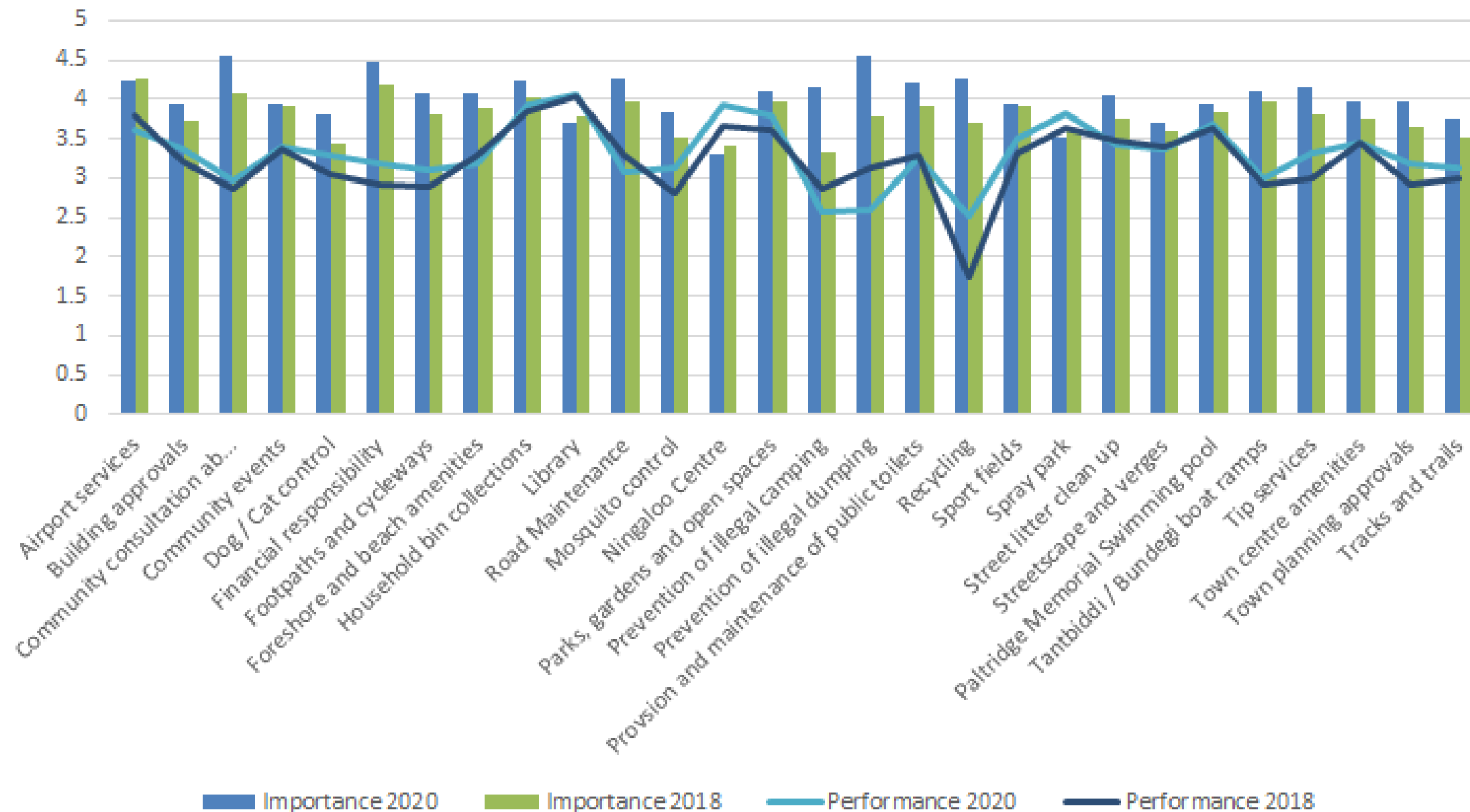




# ANALYSING 2018 & 2020 RESULTS AND DEVELOPMENTS

Comparing the community importance rating vs the service delivery satisfaction levels provided officers with a clear understanding of areas where the community views the Shire to be exceeding expectation and performing below expectation.

IMPORTANCE VS PERFORMANCE



# GAP ANALYSIS SERVICES 2018 / 2020



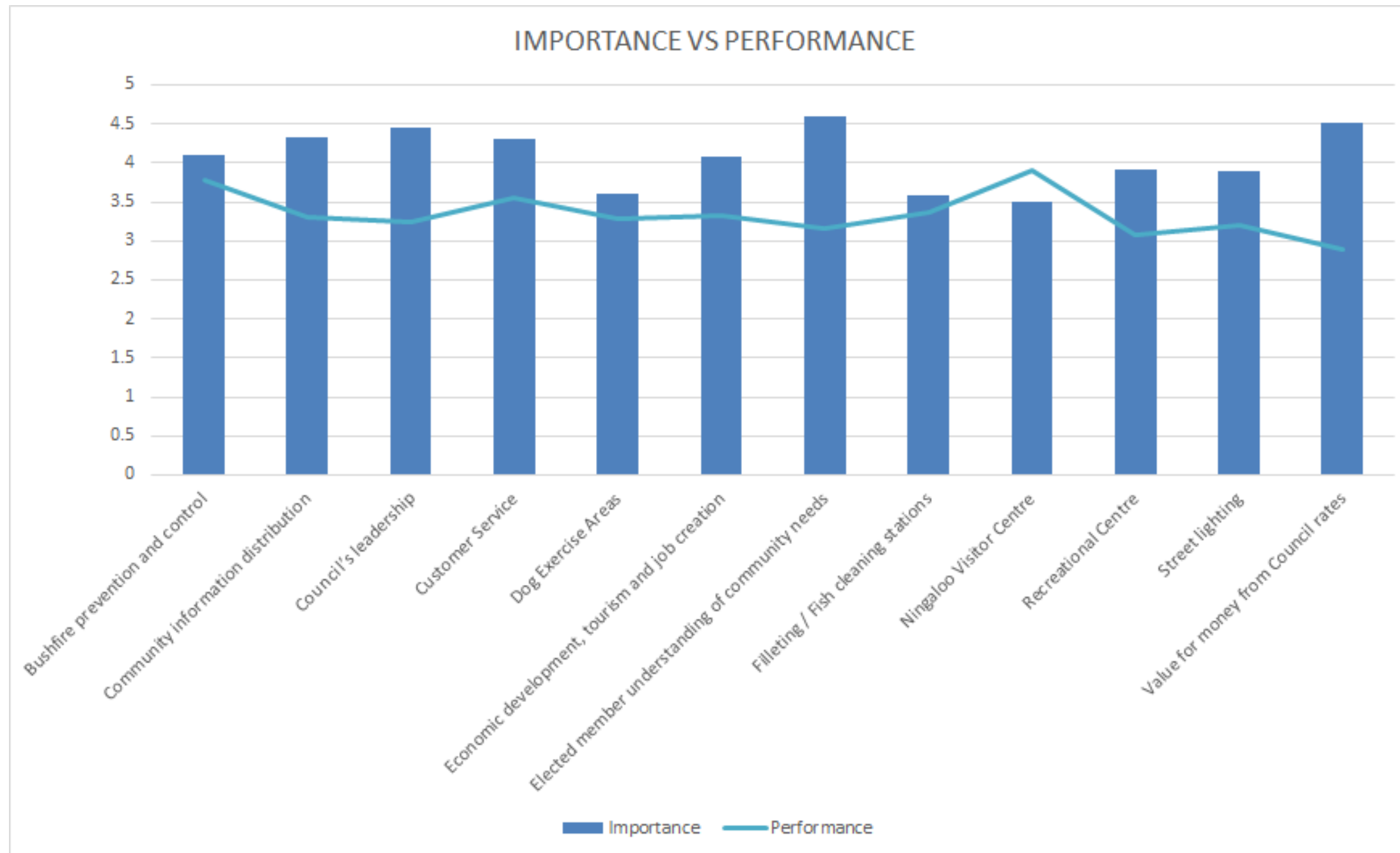




# ANALYSING RESULTS 2020

## NEW ITEMS

In order to ensure a more comprehensive survey in the future, Council approved 12 additional service areas to be surveyed (October 2020) - all of these can be benchmarked against other local governments.



**GAP ANALYSIS**

**NEW ITEMS**

**2020**







## PERFORMANCE ABOVE COMMUNITY EXPECTATION

The number of areas performing above expectation increased from 3 to 4 while at the same time improving performance levels. They are:

# GAP ANALYSIS CONCLUSION







## TOP 5 PERFORMANCE AREAS BELOW COMMUNITY EXPECTATION IN 2020

The largest gaps between community importance and shire performance ratings (gap over 1.50) are the five areas:

SERVICE AREAS	2018		2020
Prevention of illegal Dumping	-0.66	↓	<b>-1.97</b>
Recycling	-1.96	↑	<b>-1.73</b>
Value for money from Council rates	N/A*		<b>-1.61</b>
Illegal Camping	-0.47	↓	<b>-1.59</b>
Community Consultation about local issues**	-1.20	↓	<b>-1.58</b>

\* new service area in amended survey design, approved by Council October 2020, non-applicable question in 2018 survey

\*\* 2020 survey differentiated between consultation and information distribution (2020 gap: -1.03), which indicates a lack of community engagement sessions

# GAP ANALYSIS CONCLUSION