



COMMUNITY PERCEPTION SURVEY

2024 RESULTS SUMMARY



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INTRODUCTION

Context and purpose

The Shire of Exmouth is committed to fostering a vibrant, sustainable, and inclusive community. As part of this commitment, the biennial Community Perception Survey was conducted in October/November 2024 to gather feedback on residents' satisfaction, priorities, and perspectives regarding local services, facilities, and governance. Insights gathered will guide future planning and decision-making to ensure alignment with the needs and aspirations of Exmouth's residents.

Where comparable, the results from the previous survey undertaken in 2022 are also provided.

Methodology

The survey was made available both online and in hardcopy forms, ensuring broad accessibility. Over 600 responses were collected, representing diverse demographics and a wide range of community perspectives.

Note that some percentages have been rounded and may not add up to 100%.

Acknowledgements

The Shire of Exmouth extends its gratitude to all participants for their valuable input, which forms the foundation of this report.

The survey and preparation of this report were undertaken by independent specialists, Localise.

RESPONDENTS

Survey participation

Participation in the Community Perception Survey had a 92% increase from 2022 to 2024.

Year	Participation
2018	272
2020	362
2022	323
2024	620



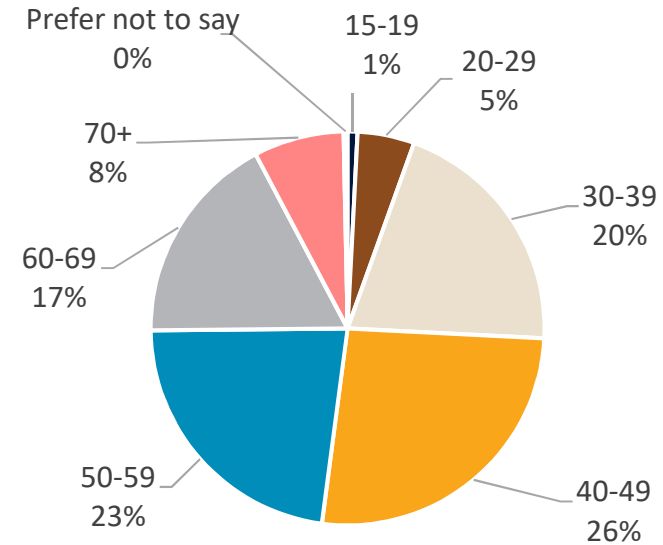
Demographics

Category

	Number	Percentage
Resident or rate-payer living in the Shire of Exmouth	529	85%
Rate-payer in the Shire of Exmouth living elsewhere	51	8%
Visitor to the Shire of Exmouth	33	5%
Other	7	1%
TOTAL	620	100%

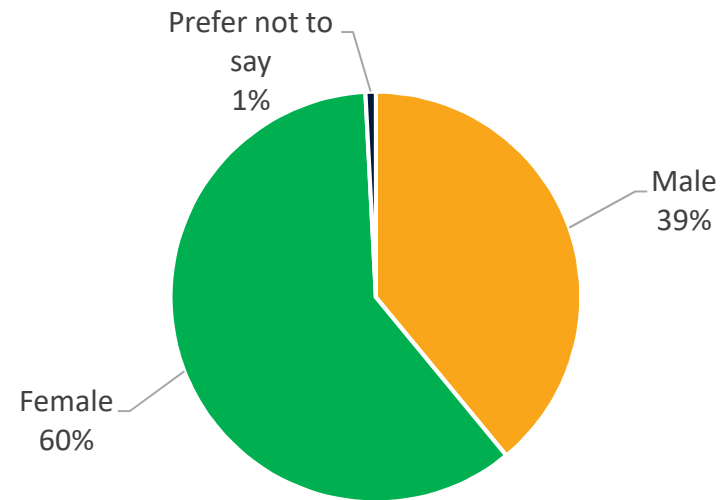
Age

	Number	Percentage
15 to 19	5	1%
20 to 29	29	5%
30 to 39	126	20%
40 to 49	163	26%
50 to 59	141	23%
60 to 69	108	17%
70+	46	7%
Prefer not to say	2	0%
TOTAL	620	100%



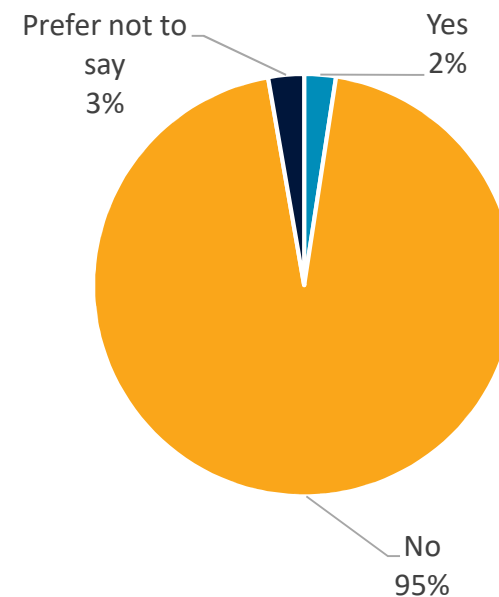
Gender

	Number	Percentage
Male	242	39%
Female	373	60%
Prefer not to say	5	1%
TOTAL	620	100%



Aboriginal or Torres Strait Islander

	Number	Percentage
Yes	15	2%
No	588	95%
Prefer not to say	17	3%
TOTAL	620	100%



Employment in Exmouth

	Number	Percentage
Live and work in Exmouth permanently	398	64%
Live in Exmouth and fly/drive to other towns for work	47	8%
Live and work in Exmouth seasonally	32	5%
Not employed - retired	73	12%
Not employed - other	24	4%
Do not live in Exmouth	46	7%
TOTAL	620	100%

SUMMARY OF RESULTS

The 2024 Community Perception Survey was conducted from 18 October to 10 November 2024. There was a total of 620 responses.

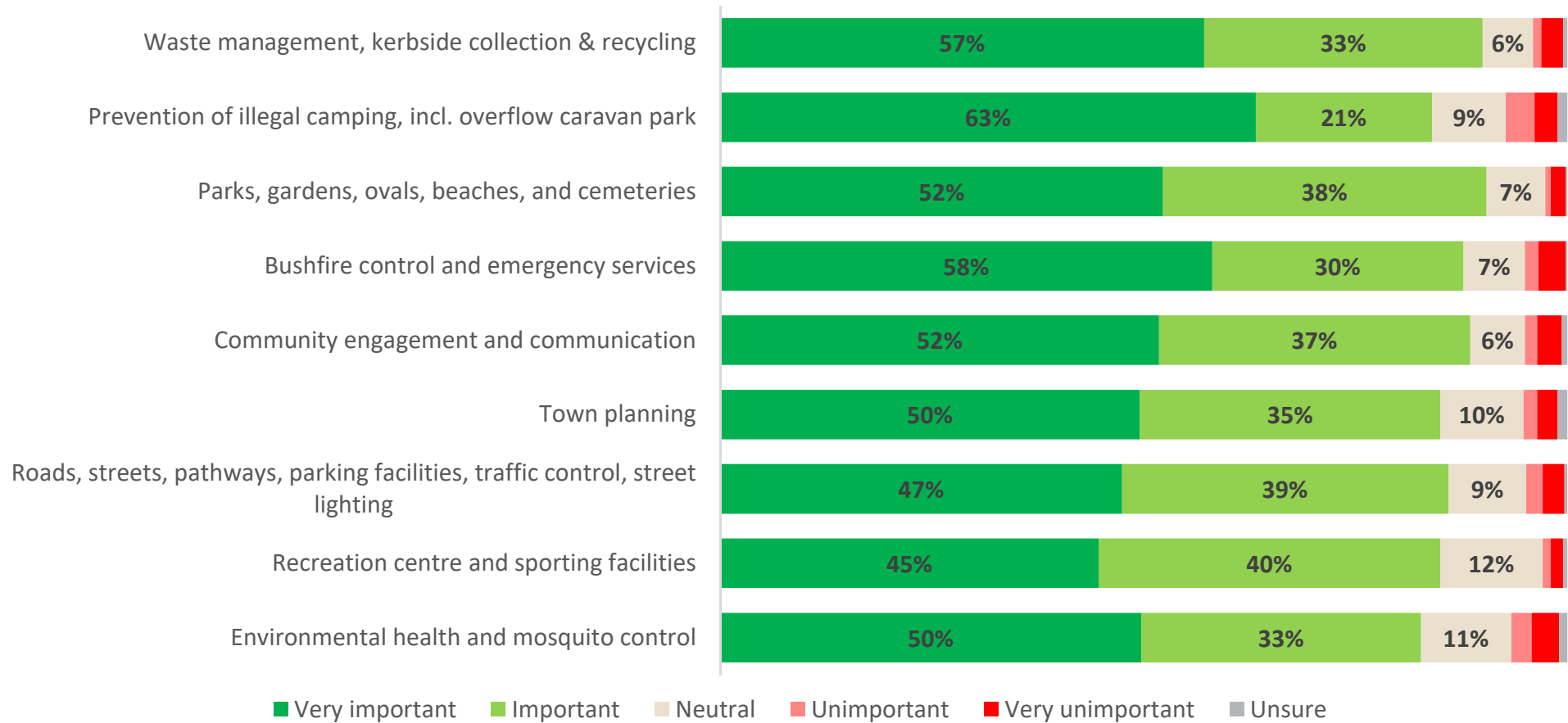
The survey measured 19 service areas in terms of their importance and performance. The survey also asked respondents what service areas their highest priorities over the next four years were.

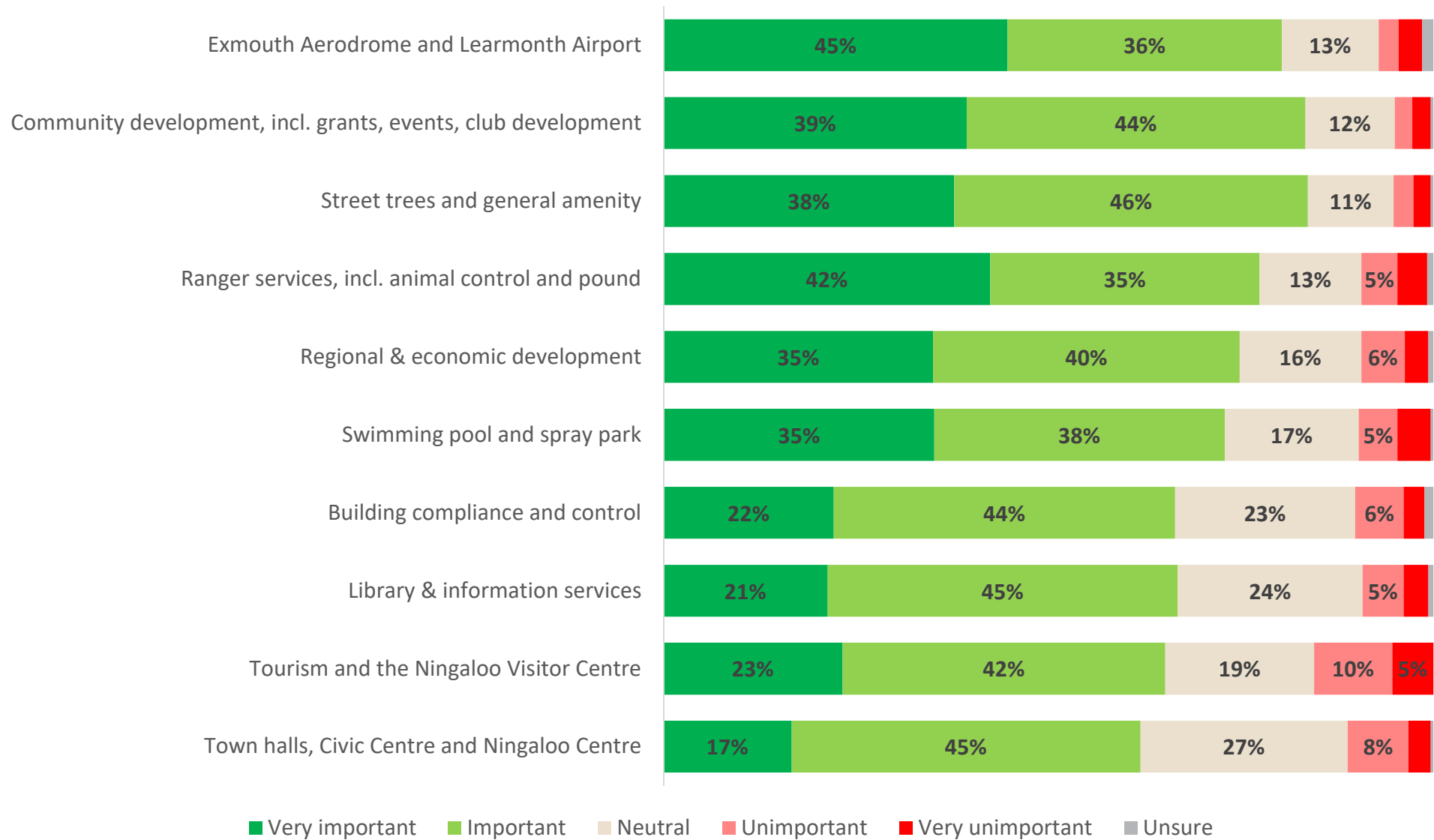
The Shire of Exmouth service areas are:

- Building compliance and control
- Bushfire control and emergency services
- Community development, incl. grants, events, club development
- Community engagement and communication
- Environmental health and mosquito control
- Exmouth Aerodrome and Learmonth Airport
- Library & information services
- Parks, gardens, ovals, beaches, and cemeteries
- Prevention of illegal camping, incl. overflow caravan park
- Ranger services, incl. animal control and pound
- Recreation centre and sporting facilities
- Regional & economic development
- Roads, streets, pathways, parking facilities, traffic control, street lighting
- Street trees and general amenity
- Swimming pool and spray park
- Tourism and the Ningaloo Visitor Centre
- Town halls, Civic Centre and Ningaloo Centre
- Town planning
- Waste management, kerbside collection & recycling

Importance

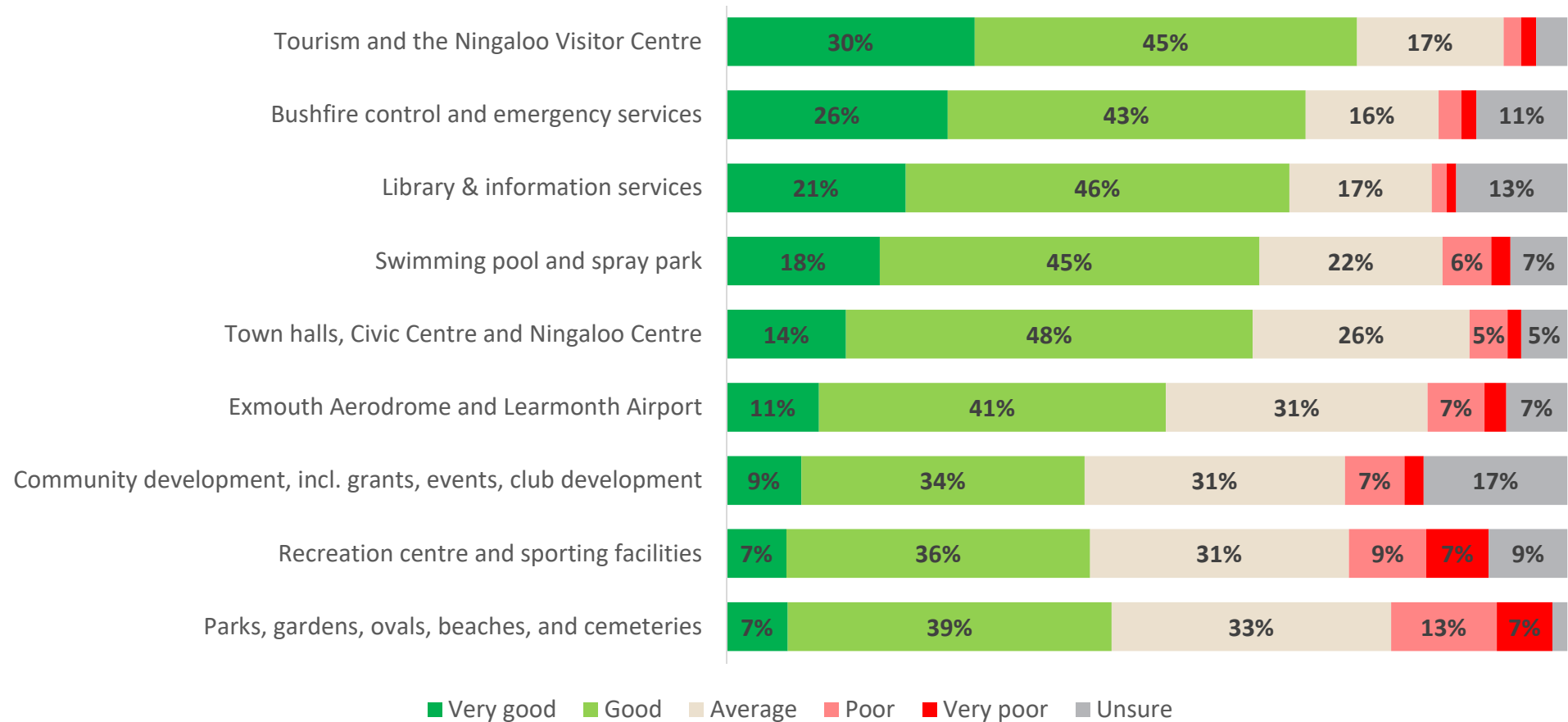
Respondents were asked to rate the importance of the services from their perspective. The top six are very similar to the previous survey, albeit in a different order. The main exception is that environmental health and mosquito control is considerably less important in the current survey.

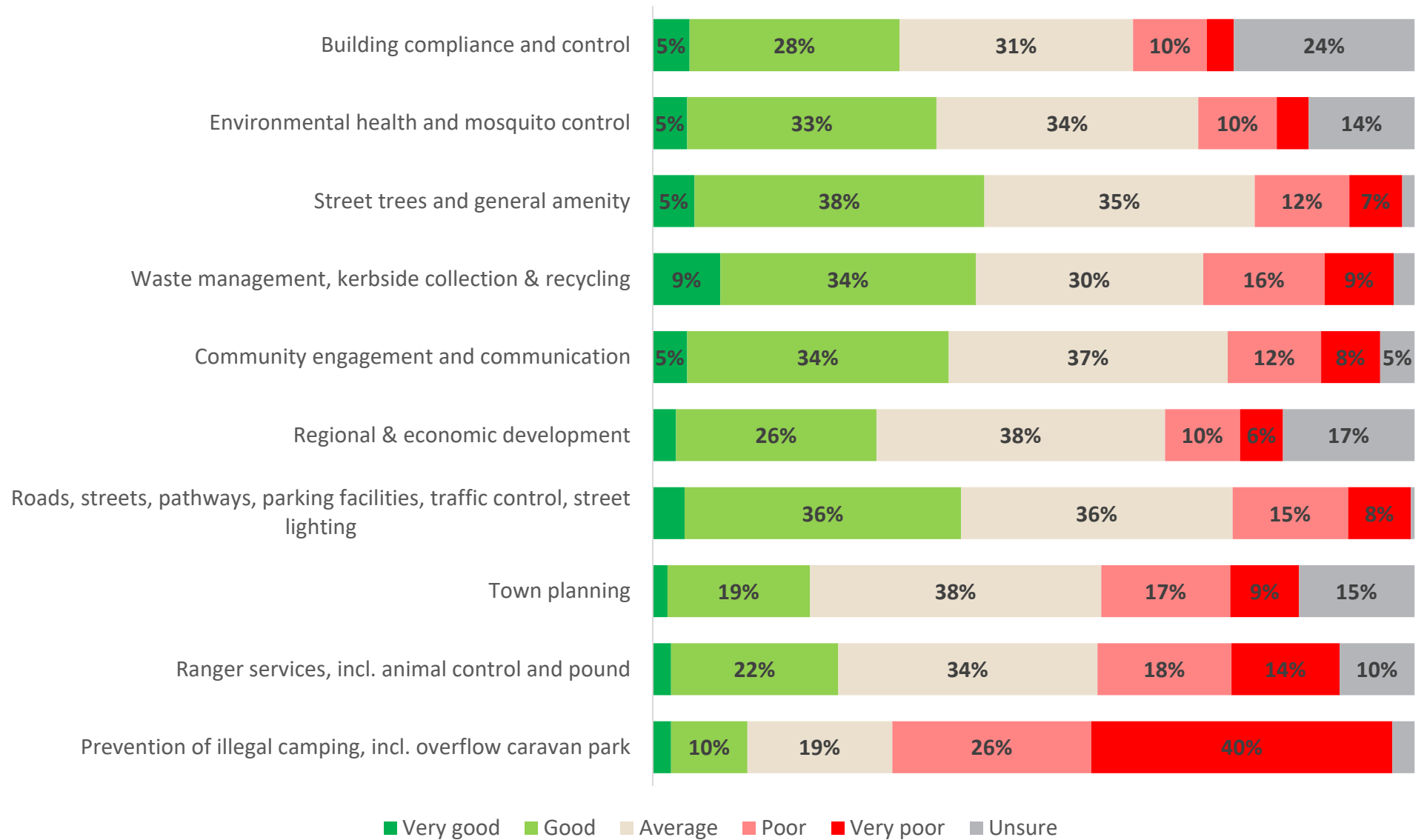




Performance

Respondents were asked to rate the performance of the services from their perspective. The top six are the same as in the previous survey, in a slightly different order. Five of the lowest six are the same. Waste management is higher this time, and ranger services are lower.





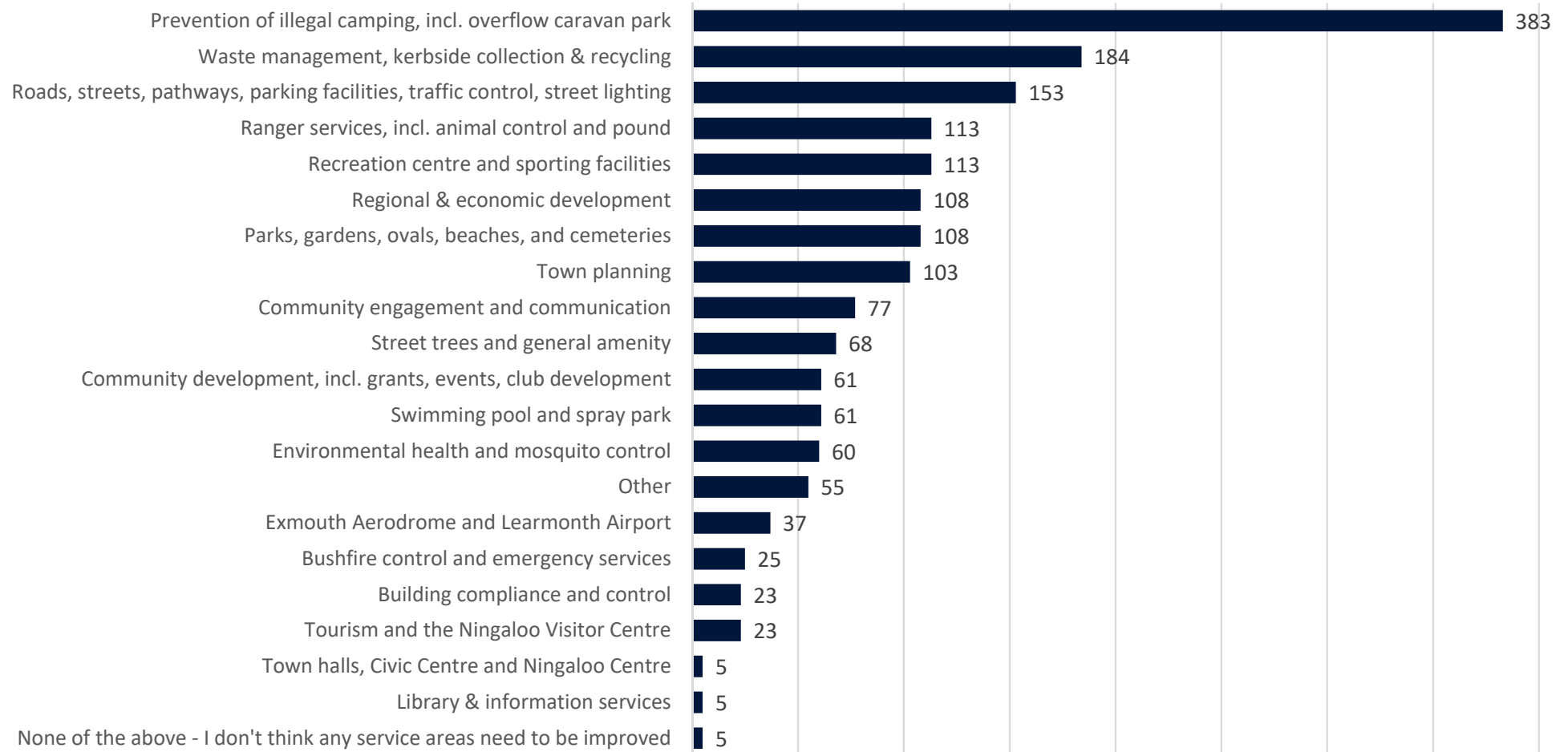
Importance vs performance

The rating of the importance and performance of each service area was given a weighted average between a possible low score of 1 and a high score of 5. The table below shows the gap between what is important and how it is performing, ranked according to the size of the gap. The eight biggest gaps are the same as in the last survey, however in a different order.

Service Area	Importance	Performance	Difference
Prevention of illegal camping, incl. overflow caravan park	4.40	2.07	-2.33
Town planning	4.30	2.85	-1.44
Ranger services, incl. animal control and pound	4.08	2.79	-1.30
Waste management, kerbside collection & recycling	4.42	3.18	-1.24
Community engagement and communication	4.34	3.16	-1.18
Roads, streets, pathways, parking facilities, traffic control, street lighting	4.27	3.13	-1.14
Parks, gardens, ovals, beaches, and cemeteries	4.39	3.28	-1.11
Environmental health and mosquito control	4.25	3.27	-0.98
Recreation centre and sporting facilities	4.26	3.29	-0.97
Street trees and general amenity	4.15	3.23	-0.92
Regional & economic development	3.99	3.14	-0.85
Community development, incl. grants, events, club development	4.16	3.48	-0.68
Exmouth Aerodrome and Learmonth Airport	4.18	3.55	-0.63
Building compliance and control	3.78	3.27	-0.51
Bushfire control and emergency services	4.38	4.00	-0.38
Swimming pool and spray park	3.95	3.76	-0.18
Town halls, Civic Centre and Ningaloo Centre	3.65	3.73	0.08
Library & information services	3.77	3.97	0.20
Tourism and the Ningaloo Visitor Centre	3.68	4.03	0.35

Four year focus

The survey invited respondents to advise (up to) three things that the Shire should focus on for improvement in the next four years. The top three are the same as in the previous survey.



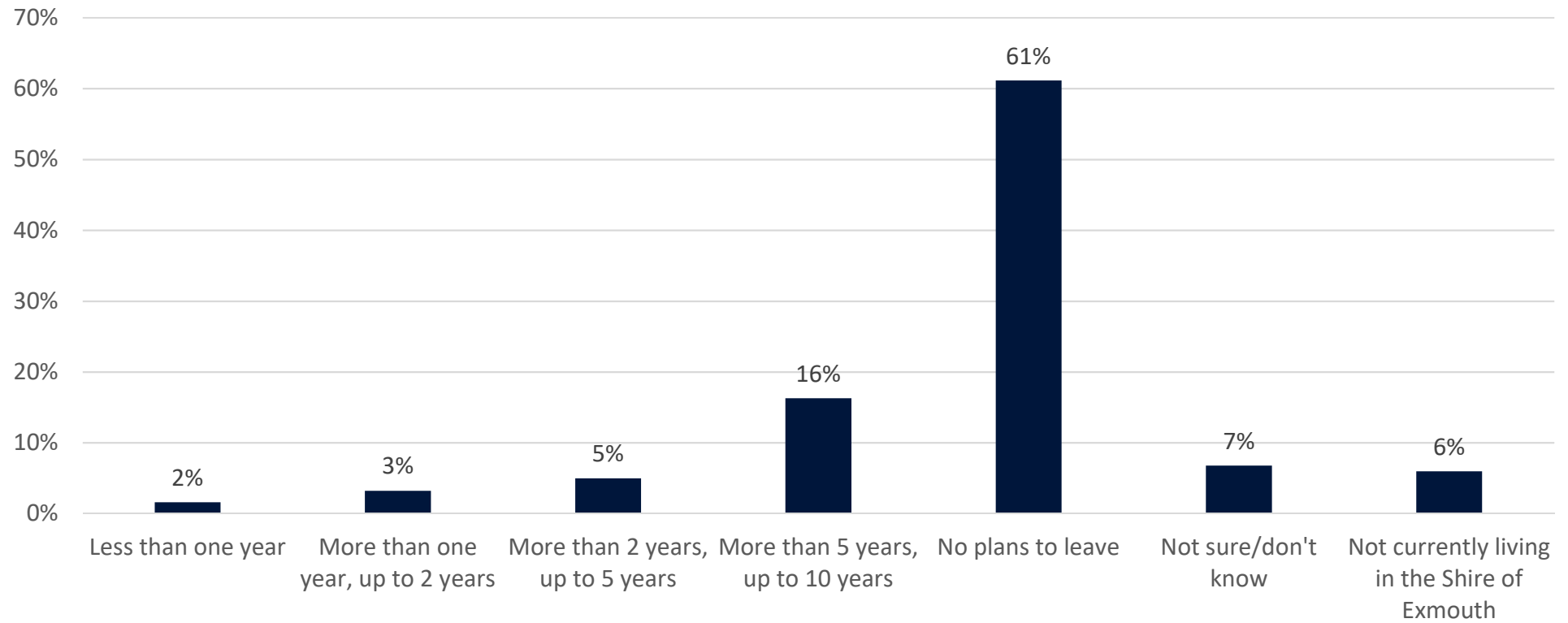
'Other' and further comments

The 'other' category and further comments included:

- Address illegal camping (increasing seasonal worker accommodation was often linked to this)
- Provide affordable, low-budget housing and seasonal worker accommodation
- Protect Exmouth Gulf and Ningaloo Reef
- Visitor education on the environment and how to protect it
- Improve the state of public toilets and general amenities
- Reduce rates
- Improve boating facilities
- Expand playgrounds
- Provide sport and recreation centre
- Increase recycling options
- Upgrade community centres, shared spaces and infrastructure
- Improve dog control
- Upgrade swimming pool and extend hours
- Expand footpath network in older part of town and for children getting to and from school
- More trees/shade
- Better communication and engagement with the community
- Diversify economy from oil and gas

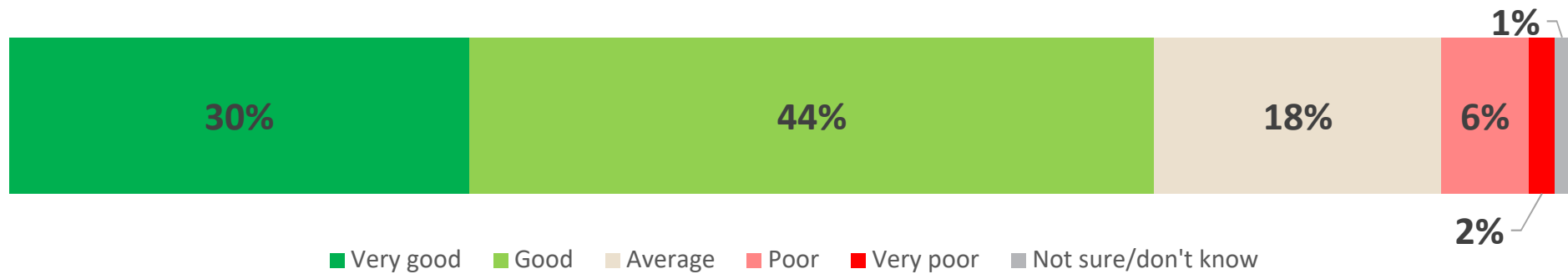
Intention to stay

Respondents were asked how much longer they intended to live in the Shire of Exmouth. 61% stated they had no plans to leave.



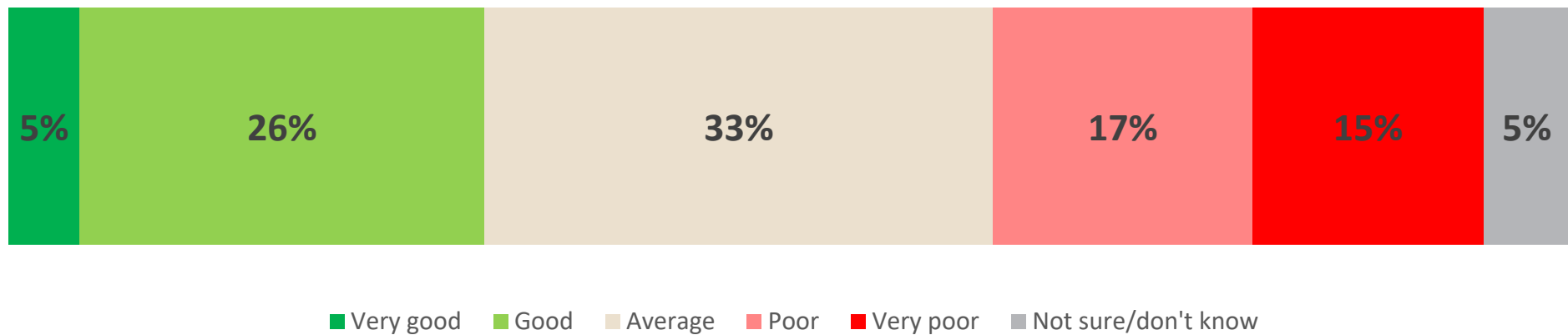
Place to live rating

The combined score of good and very good is 74%. This is a significant improvement on the previous survey's score of 59%.

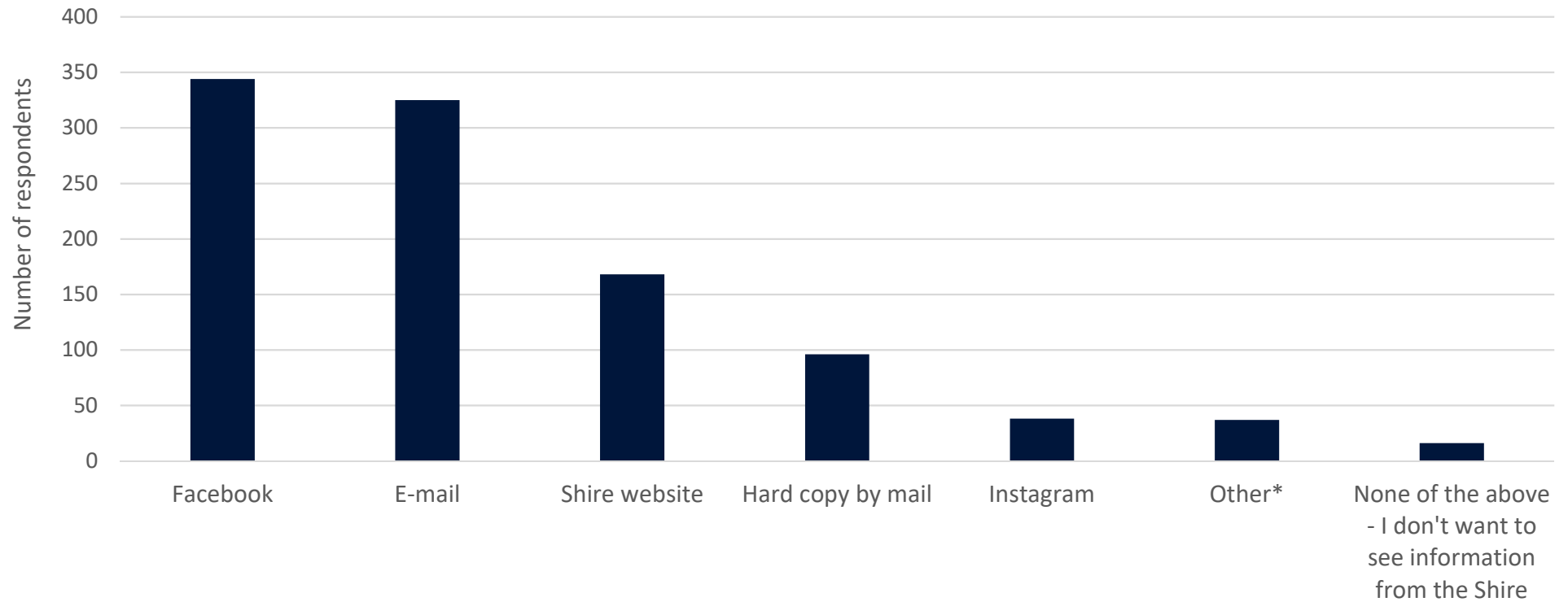


Overall performance rating of the Shire of Exmouth

The combined score of good and very good is 31%. This is lower than the previous survey's score of 42%.



Communication



*Other:

- Text message
- Community noticeboard
- Local newspaper
- Newsletter
- Community pages
- Phone
- Live video feed during public Council Meetings
- TikTok

Summary of additional comments

Community and Social Needs:

- Concerns about limited healthcare services and aged care facilities.
- Desire for more effective youth engagement.
- Calls for more family-friendly spaces, improved recreational facilities, and social events for residents.

Illegal/Free Camping:

- Frustration about environmental degradation and stretched ranger services due to illegal camping.
- Recommendations for designated affordable camping sites with basic amenities to alleviate the issue.
- Requests for stricter enforcement of camping laws and greater collaboration with other agencies.

Infrastructure and Services:

- Desire for better maintained and more modern public amenities, including playgrounds, parks, shade, public toilets, and recreational facilities.
- Requests for upgrades to roads and street lighting.

Recycling and Environmental Concerns:

- Desire for improved recycling facilities, including glass, cardboard, and plastic.
- Emphasis on protecting Exmouth's pristine natural environment, including the Ningaloo Reef and Exmouth Gulf.
- Would like more educational initiatives to promote sustainable practices among residents and visitors.

Tourism vs. Local Needs:

- Mixed sentiments about the focus on tourism (seasonal), with some feeling it overshadows the (year-round) needs of residents.
- Calls for balancing tourism development with preserving Exmouth's identity and environment.
- Suggestions for introducing levies or fees for tourists to fund local infrastructure and services.

Economic Development:

- Mixed opinions on industrial development, with some supporting economic diversification and others prioritising environmental preservation; suggestions for sustainable economic strategies that balance growth with Exmouth's unique identity.
- Calls for better partnerships with state and federal governments to secure funding for local projects.

Housing and Accommodation:

- Concerns about limited affordable housing for workers and permanent residents.
- Frustration with the dominance of short-term rentals, such as Airbnb, exacerbating the housing crisis.
- Suggestions to release more land for residential development.

Shire Governance and Transparency

- Concerns about lack of communication and transparency in budgeting, rate increases, and project execution.
- Dissatisfaction with Shire management, communication, and decision-making processes.
- Calls for better community engagement through diverse communication channels (e.g., hard-copy notices and video calls for council meetings).