Shire of Pingelly
Annual Residents' Survey

DRAFT

Report | August 2018

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Research background, objectives and method

Background:

- In 2018, Key Research was commissioned to undertake a community survey for the Shire of Pingelly, similar to the community surveys conducted in 2011, 2015 and 2016
- This report covers the findings from the 2018 research and compares results against the results for previous years

Research Objectives

- Determine the relative importance of, and satisfaction with, various services and facilities
- Understand residents' willingness to pay for desired improvements
- Identify activities that residents view as being the most important priorities in the short term
- Understand residents' perceptions around the redevelopment of sports, recreation and social facilities
- Establish what factors make Pingelly special to its community

Method

- The study consisted of 100 telephone interviews with residents in the Shire of Pingelly area
- Interviewing took place between 24 March and 4 April 2018
- The overall results have a margin of error of +/- 9.8% at the 95% confidence level
- The following steps were taken to ensure objectivity, validity and reliability of the study:
  - The questionnaire was designed by executives from Key Research in partnership with Localise and the Shire of Pingelly
  - Respondents were selected using a random number generation service
  - All telephone interviews were conducted by trained and experienced interviewers from Thinkfield WA, a division of Key Research

Notes

- Note: due to rounding, % may add to plus or minus 1% over or under 100%

Executive Summary

The fieldwork for the 2018 Community Survey was undertaken subsequent to the closure of the IGA. This had a noticeable impact on the mood and confidence of the community which is evident in the results and makes comparison with previous years difficult for some of the questions.

1

Safety, Infrastructure and Community Facilities are Important
- Bush fire control, medical services, roads, waste management and the Community Resource Centre are the most important features making the Shire an ideal place to live.

2

Perceptions of the Shire's performance are mixed
- Close to half (47%) of residents rated the Shire of Pingelly as performing 'good' or better (rating 7 to 10 out of 10). This score represents a decline in performance (or perceptions of performance) compared to previous years.
- The important bush fire control services, waste management and the Community Resource Centre are aspects residents believe the Shire performs best.
- The also important medical services and facilities, and roads are, however, seen as being performed less well. Roading is among the worst performed aspects of service and is highlighted as an opportunity for the Shire to improve. Rural roads are considered to be in worse condition than urban roads.
- There is some appetite to pay more for improved services, particularly the Community Resource Centre, which is clearly being valued by the community. There is also some inclination to pay more for improved medical services and roads.

3

Residents have high hopes for the future
- Three quarters of residents anticipate they will be living in the Shire for at least the next five years
- Looking ahead 10 to 15 years, residents would like to see economic growth in the Shire, with the advantages of this being more people in the area and greater employment opportunities. Economic growth is the aspect residents rated as being performed least well currently.

4

Continue using the Pingelly Times to disseminate information
- The Pingelly Times remains the main source of information about the Shire and its activities, with the Shire's website and social media being used by small groups of residents.

Main findings

'Bush fire control', 'Community Resource Centre' and 'Rubbish collection/waste management' some of the most important and best performing areas, while roads which is also important is in the bottom five for performance

Dashboard 1: Top and Bottom 5 for Importance and Performance

Importance	Performance
Top 5	
Bush fire control	**Bush fire control**
Medical services	**Community Resource Centre**
Roads	**Rubbish collection/waste management**
Community Resource Centre	Swimming pool
Rubbish collection/waste management	Parks and gardens
Bottom 5	
Street lighting	Dog and Cat control
Drainage	Drainage
Community events	Community development
Oval	**Roads**
Planning approvals and building licences	Economic development

Dashboard 2: Priority Areas for Focus

On track | **Strength**

Performance Mean Rating (max = 10)

Community Resource Centre

Bush fire control

Rubbish collection / waste management

Swimming pool

Parks and gardens

Oval

Library

Cemetery management

Medical services

Street lighting

Environmental health and food inspections

Community events

Halls and recreation facilities

Care for the Environment

Planning approvals and building licences

Dog and Cat control

Drainage

Community development

Roads

Economic development

Need for improvement | **Priority for improvement**

Importance Mean Rating (max = 10)

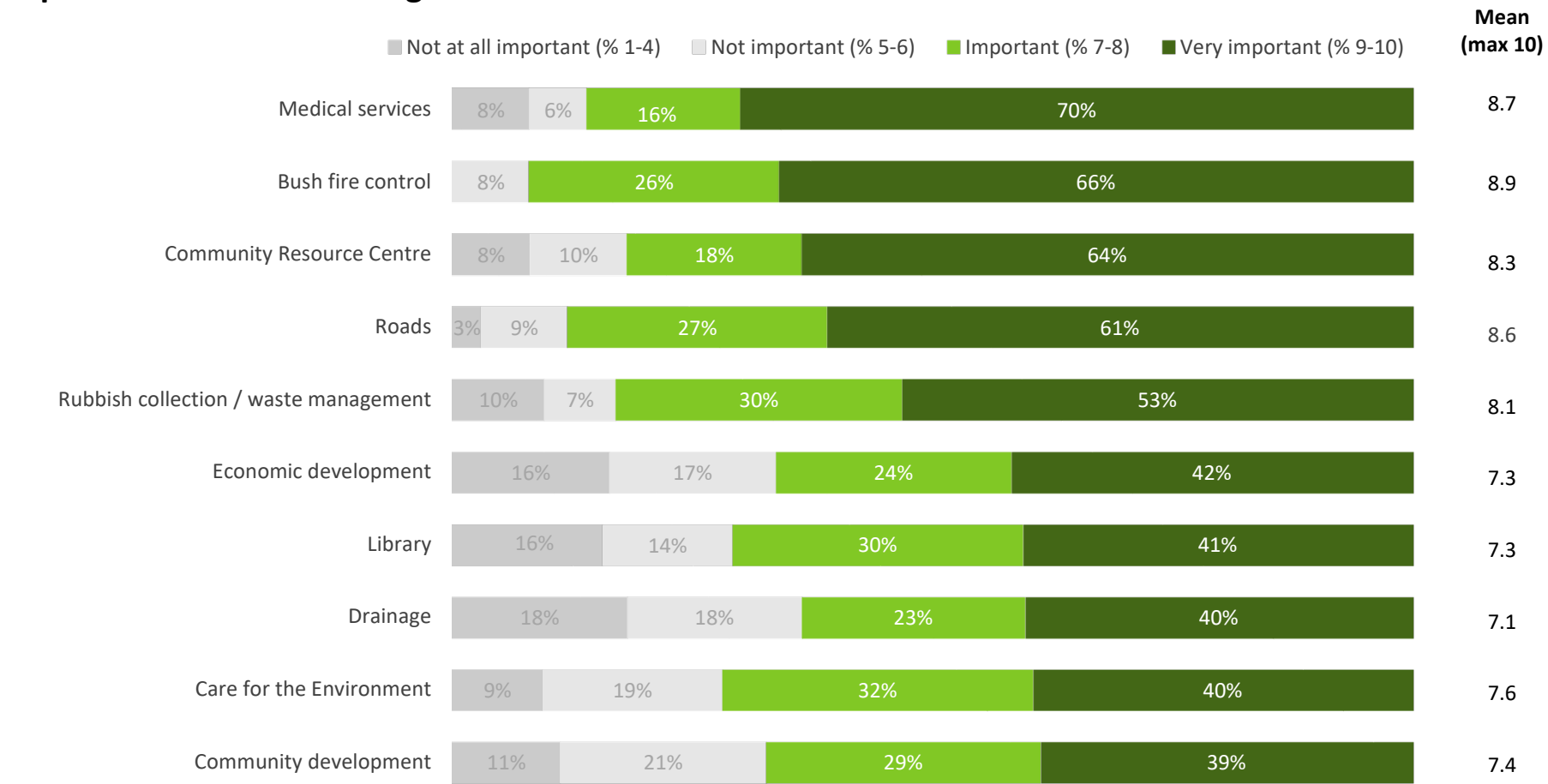| Willingness to pay: | ■ Most willing to pay more | ▲ Willing to pay more | ● Least willing to pay more |

Importance

Residents see safety services (namely medical and bush fire control services), infrastructure and the Community Resource Centre as the most important features of the Shire

Important factors in making the Shire ideal

Not at all important (% 1-4)   Not important (% 5-6)   Important (% 7-8)   Very important (% 9-10)

Mean (max 10)

Factor	Not at all important (% 1-4)	Not important (% 5-6)	Important (% 7-8)	Very important (% 9-10)	Mean (max 10)
Medical services	8%	6%	16%	70%	8.7
Bush fire control	8%		26%	66%	8.9
Community Resource Centre	8%	10%	18%	64%	8.3
Roads	3%	9%	27%	61%	8.6
Rubbish collection / waste management	10%	7%	30%	53%	8.1
Economic development	16%	17%	24%	42%	7.3
Library	16%	14%	30%	41%	7.3
Drainage	18%	18%	23%	40%	7.1
Care for the Environment	9%	19%	32%	40%	7.6
Community development	11%	21%	29%	39%	7.4

1. Sample: n=100
2. Q3. When you think of the Shire of Pingelly as a place to live, how important are the following to making the Shire of Pingelly ideal? Please rate this on a scale of 1 to 10 where 1 is not at all important and 10 is very important
3. Excludes 'Don't know' responses

Regulatory type services (planning approvals and licences, dog and cat control, food inspections), community events and the oval are seen as being less important

Important factors in making the Shire ideal (cont'd)

Mean (max 10)

Legend: ■ Not at all important (% 1-4) ■ Not important (% 5-6) ■ Important (% 7-8) ■ Very important (% 9-10)

Factor	Not at all important (% 1-4)	Not important (% 5-6)	Important (% 7-8)	Very important (% 9-10)	Mean (max 10)
Swimming pool	13%	18%	31%	38%	7.3
Cemetery management	9%	17%	38%	36%	7.6
Street lighting	16%	18%	29%	36%	7.1
Parks and gardens	8%	15%	40%	36%	7.6
Halls & recreation facilities	15%	19%	31%	35%	7.2
Environmental health and food inspections	11%	22%	32%	34%	7.3
Dog and Cat control	16%	15%	35%	34%	7.3
Oval	20%	13%	36%	31%	6.9
Community events	14%	19%	38%	29%	7.1
Planning approvals and building licences	19%	22%	31%	28%	6.8

1. Sample: n=100
2. Q3. When you think of the Shire of Pingelly as a place to live, how important are the following to making the Shire of Pingelly ideal? Please rate this on a scale of 1 to 10 where 1 is not at all important and 10 is very important
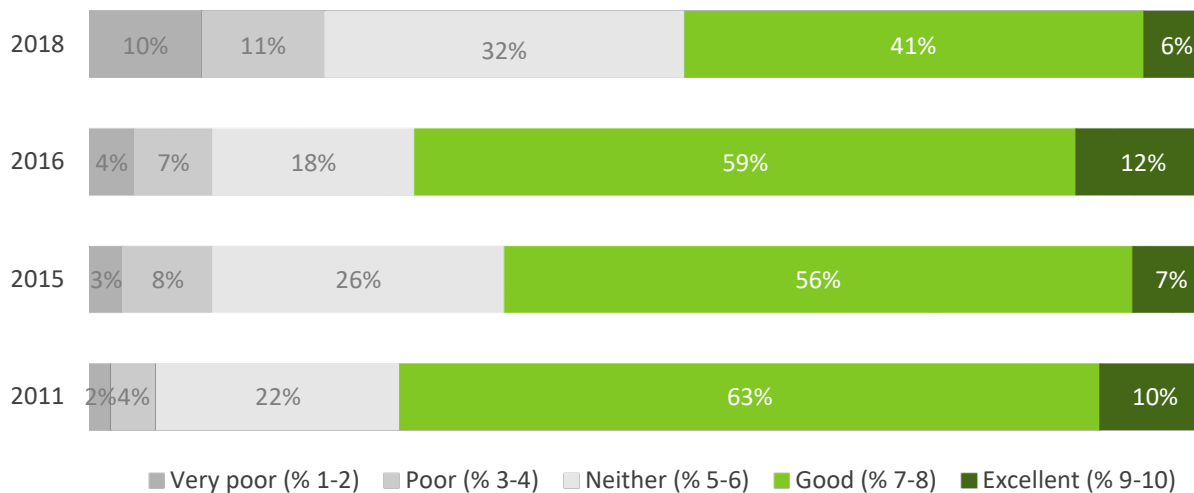3. Excludes 'Don't know' responses

Performance

Overall performance

Year	Very poor (% 1-2)	Poor (% 3-4)	Neither (% 5-6)	Good (% 7-8)	Excellent (% 9-10)
2018	10%	11%	32%	41%	6%
2016	4%	7%	18%	59%	12%
2015	3%	8%	26%	56%	7%
2011	2%	4%	22%	63%	10%

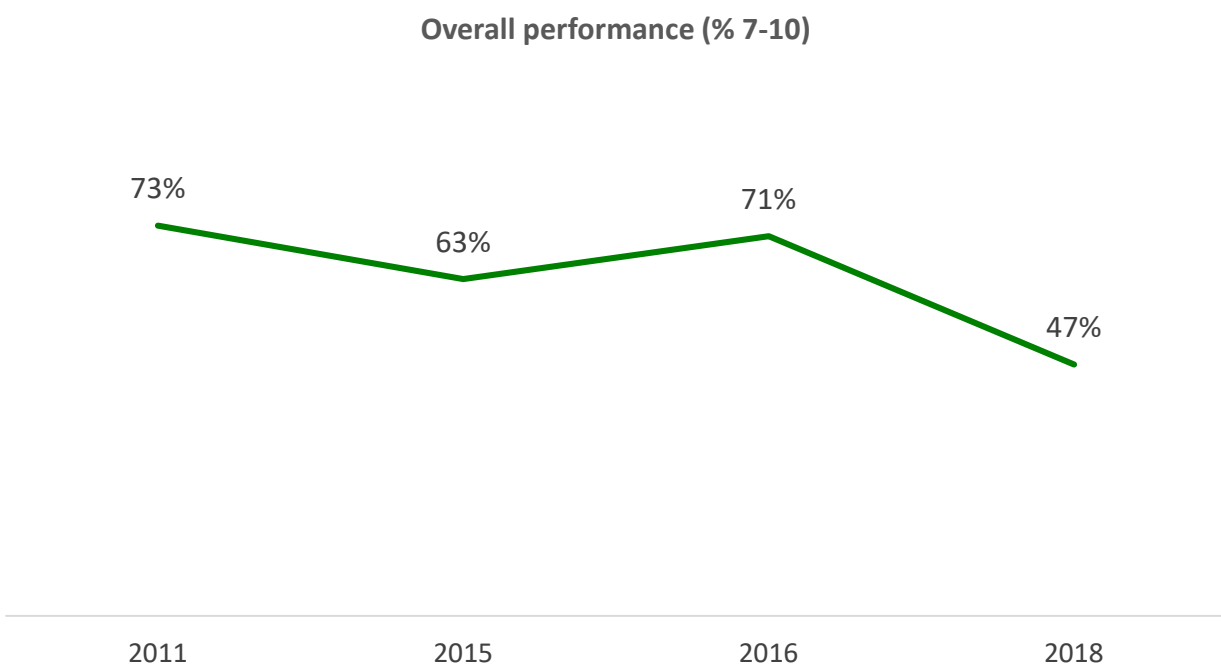■ Very poor (% 1-2) ■ Poor (% 3-4) ▢ Neither (% 5-6) ■ Good (% 7-8) ■ Excellent (% 9-10)

1.   Sample: n=100
2.   Q5. Overall, how would you rate the performance of the Shire of Pingelly? Please rate this using the same scale as before
3.   Excludes 'Don't know' responses

In 2018, satisfaction with the Shire of Pingelly has decreased compared to previous years

Satisfaction over time

Overall performance (% 7-10)

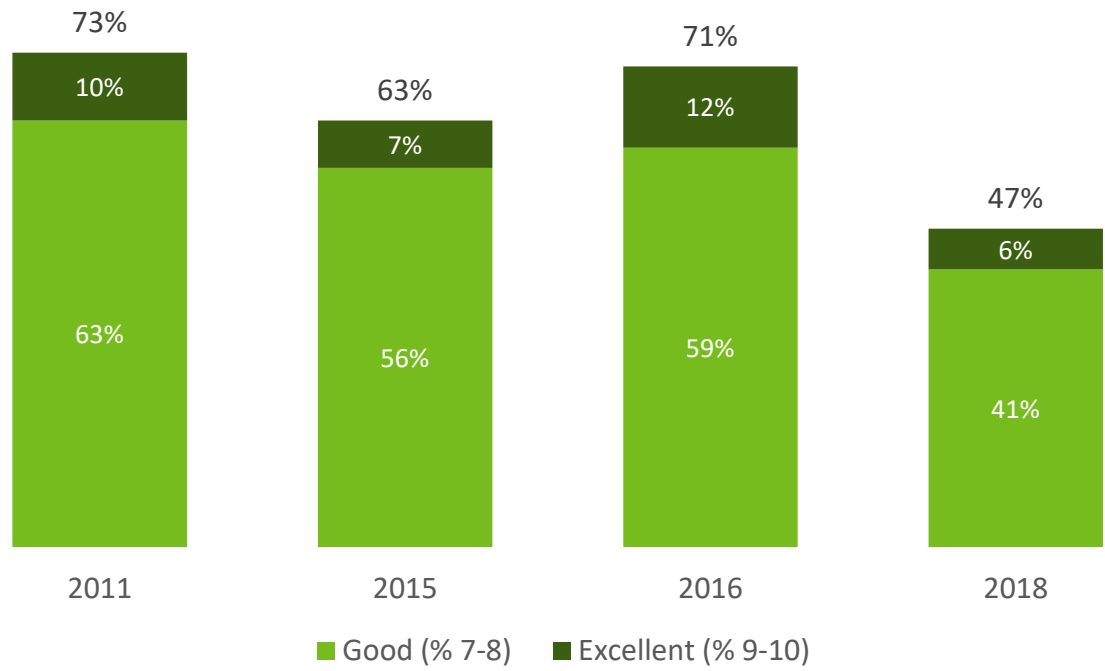|			
73%	63%	71%	47%
2011	2015	2016	2018

1. Sample: n=100
2. Q5. Overall, how would you rate the performance of the Shire of Pingelly? Please rate this using the same scale as before
3. Excludes 'Don't know' responses

In 2018, close to half rate the Shire of Pingelly as performing to a 'good' level or better, a decrease compared to previous years
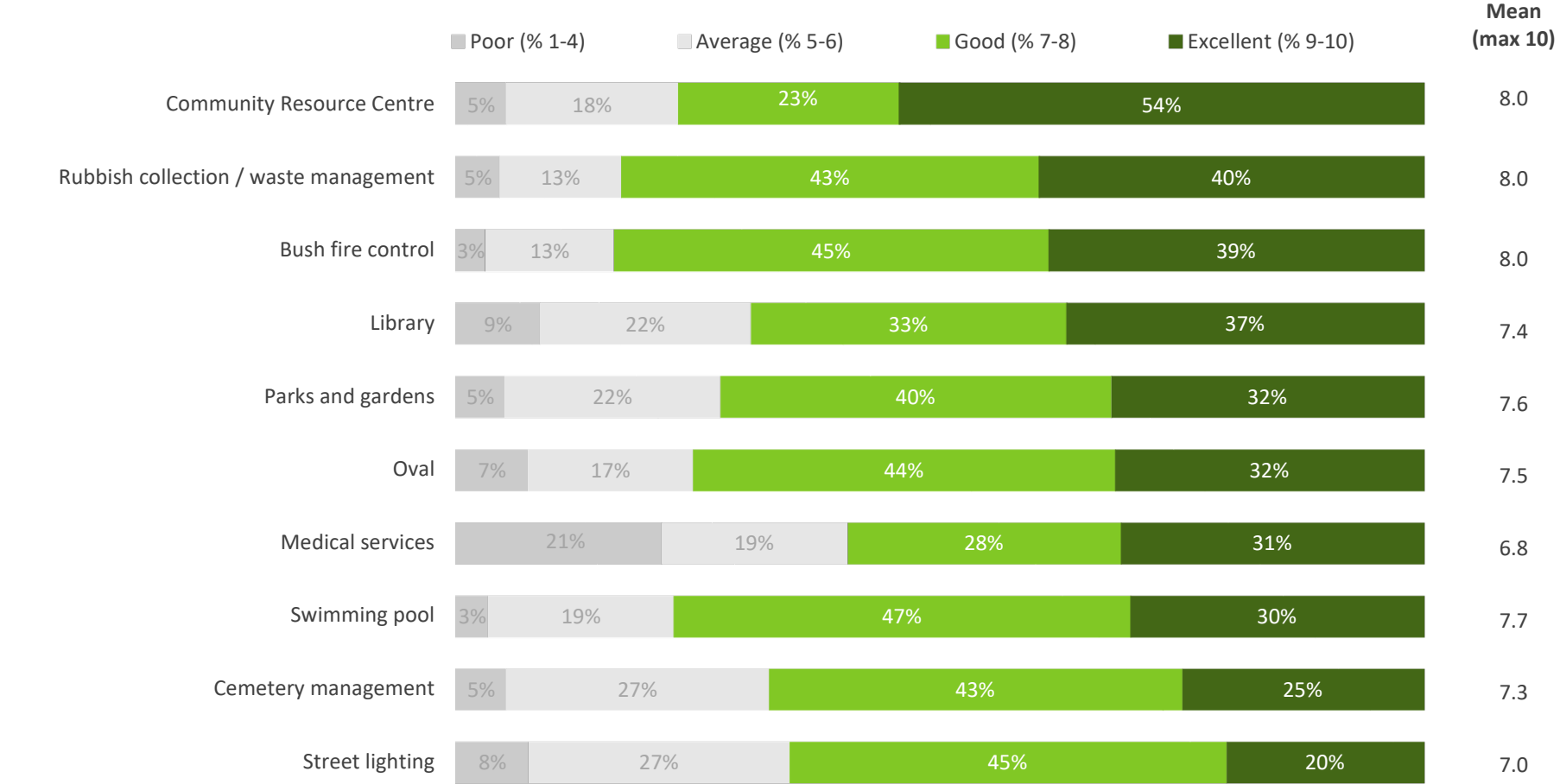
Overall performance

Year	Excellent (% 9-10)	Good (% 7-8)	Total
2011	10%	63%	73%
2015	7%	56%	63%
2016	12%	59%	71%
2018	6%	41%	47%

Legend: ■ Good (% 7-8) ■ Excellent (% 9-10)

1. Sample: n=100
2. Q5. Overall, how would you rate the performance of the Shire of Pingelly? Please rate this using the same scale as before
3. Excludes 'Don't know' responses

The important Community Resource Centre, rubbish collection and bush fire control services are being performed well, while the also important medical services are performed less well
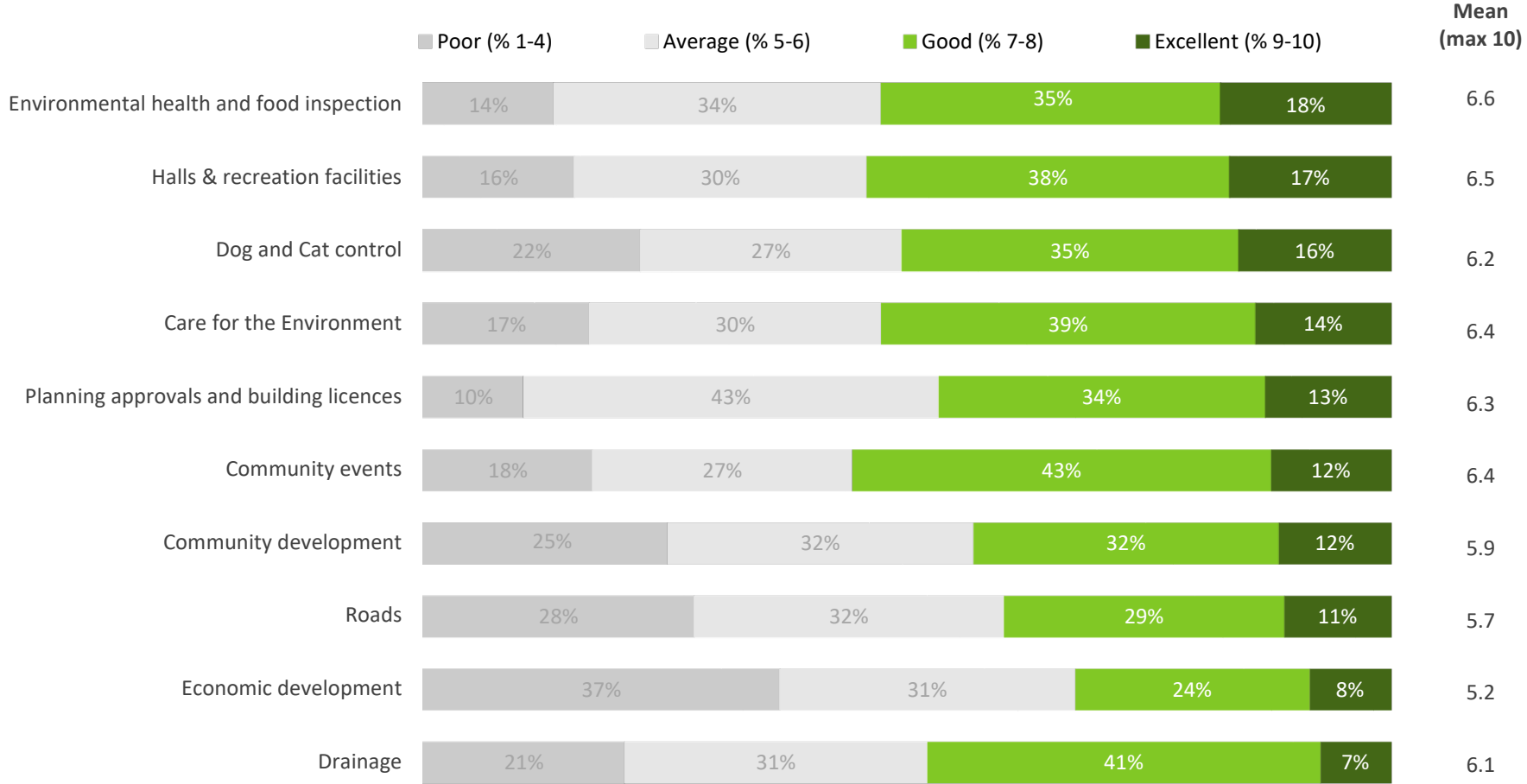
Performance ratings

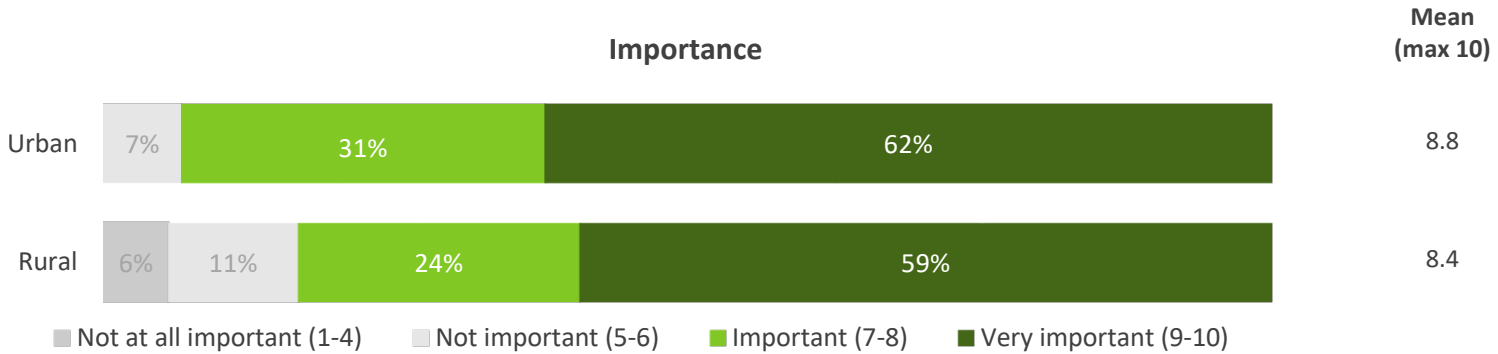| Service	Poor (% 1-4)	Average (% 5-6)	Good (% 7-8)	Excellent (% 9-10)	Mean (max 10)
Community Resource Centre	5%	18%	23%	54%	8.0
Rubbish collection / waste management	5%	13%	43%	40%	8.0
Bush fire control	3%	13%	45%	39%	8.0
Library	9%	22%	33%	37%	7.4
Parks and gardens	5%	22%	40%	32%	7.6
Oval	7%	17%	44%	32%	7.5
Medical services	21%	19%	28%	31%	6.8
Swimming pool	3%	19%	47%	30%	7.7
Cemetery management	5%	27%	43%	25%	7.3
Street lighting	8%	27%	45%	20%	7.0

1. Sample: n=100
2. Q4. And how would you rate the performance of the Shire of Pingelly on each of these services and facilities? Again, please rate this on a scale of 1 to 10 where 1 is poor performance and 10 is excellent performance
3. Excludes 'Don't know' responses

Performance ratings (cont'd)

	Poor (% 1-4)	Average (% 5-6)	Good (% 7-8)	Excellent (% 9-10)	Mean (max 10)
Environmental health and food inspection	14%	34%	35%	18%	6.6
Halls & recreation facilities	16%	30%	38%	17%	6.5
Dog and Cat control	22%	27%	35%	16%	6.2
Care for the Environment	17%	30%	39%	14%	6.4
Planning approvals and building licences	10%	43%	34%	13%	6.3
Community events	18%	27%	43%	12%	6.4
Community development	25%	32%	32%	12%	5.9
Roads	28%	32%	29%	11%	5.7
Economic development	37%	31%	24%	8%	5.2
Drainage	21%	31%	41%	7%	6.1

1. Sample: n=100
2. Q4. And how would you rate the performance of the Shire of Pingelly on each of these services and facilities? Again, please rate this on a scale of 1 to 10 where 1 is poor performance and 10 is excellent performance
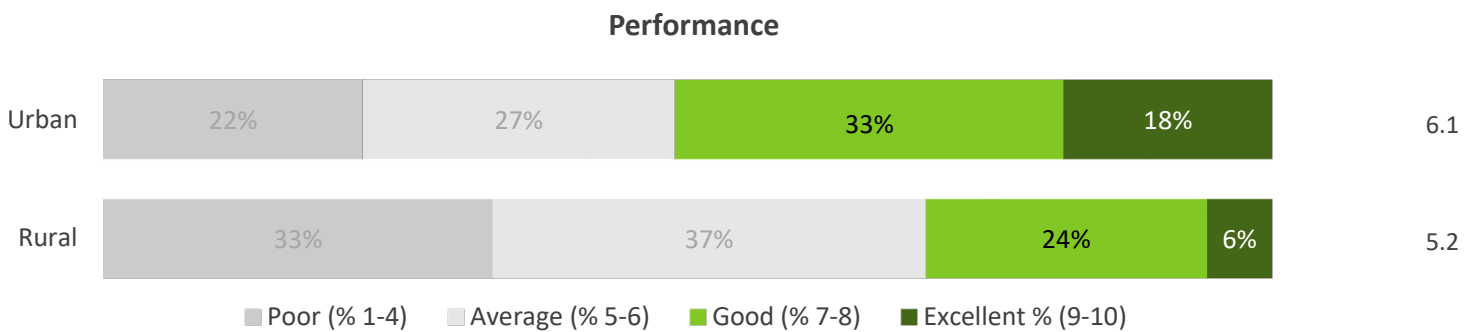3. Excludes 'Don't know' responses

As roads are considered to be important but are among the elements being performed least well, this represents an opportunity for the Shire of Pingelly to improve

Roads – importance and performance by urban and rural residents

Mean (max 10)

Importance

		Mean
Urban	7% / 31% / 62%	8.8
Rural	6% / 11% / 24% / 59%	8.4

■ Not at all important (1-4) ■ Not important (5-6) ■ Important (7-8) ■ Very important (9-10)

Residents are less satisfied with rural roads than with urban roads.

Performance

		Mean
Urban	22% / 27% / 33% / 18%	6.1
Rural	33% / 37% / 24% / 6%	5.2

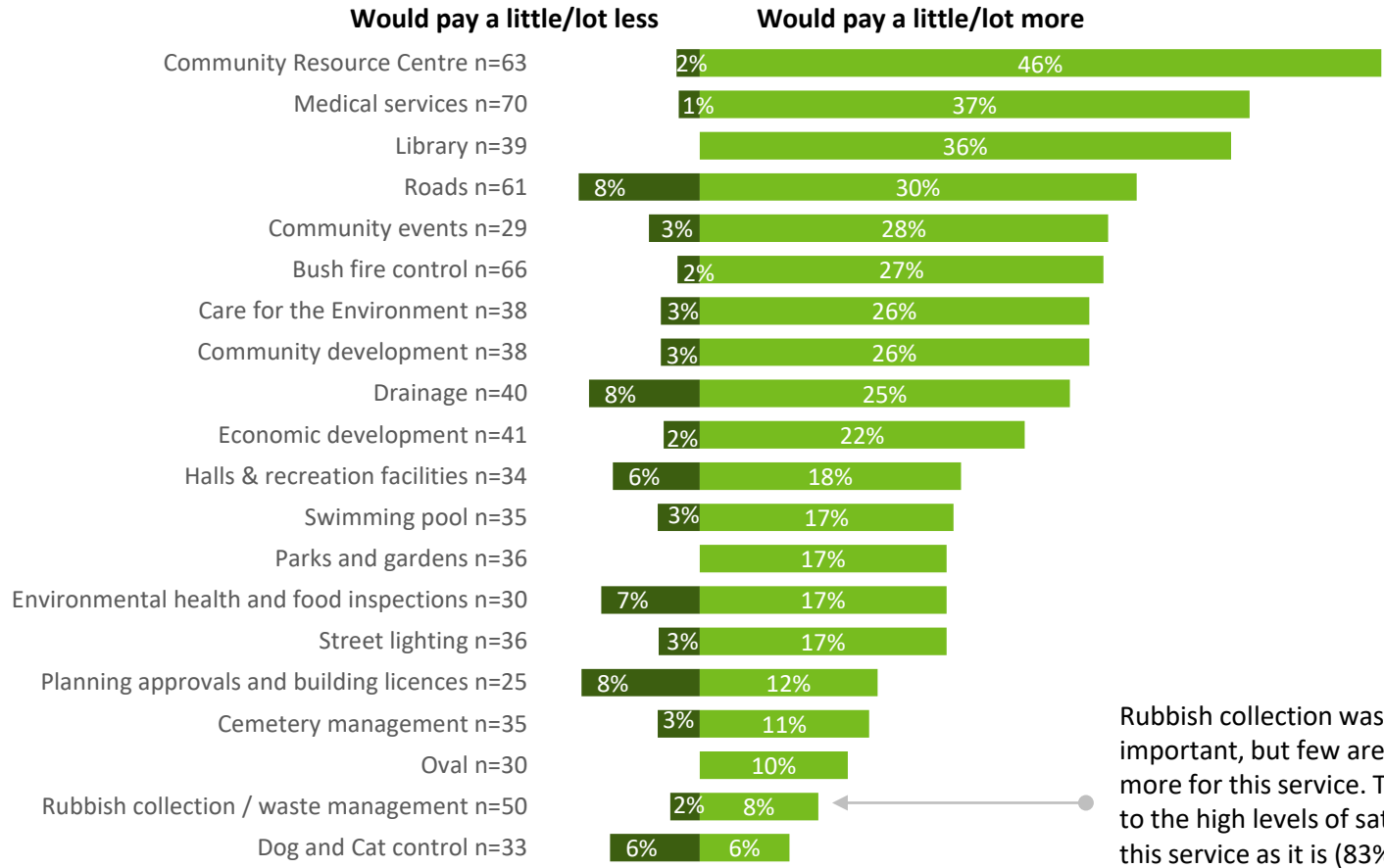■ Poor (% 1-4) ■ Average (% 5-6) ■ Good (% 7-8) ■ Excellent % (9-10)

1. Comparison of importance and performance for Roads x urban and rural participants. n=45 urban residents, n=54 rural residents
2. Excludes 'Don't know' responses

Willingness to pay for improvements

Residents are willing to pay for most of the services considered important, including the Community Resource Centre, medical services, roads, and bush fire control

Willingness to pay more for service or facility

	Would pay a little/lot less	Would pay a little/lot more
Community Resource Centre n=63	2%	46%
Medical services n=70	1%	37%
Library n=39		36%
Roads n=61	8%	30%
Community events n=29	3%	28%
Bush fire control n=66	2%	27%
Care for the Environment n=38	3%	26%
Community development n=38	3%	26%
Drainage n=40	8%	25%
Economic development n=41	2%	22%
Halls & recreation facilities n=34	6%	18%
Swimming pool n=35	3%	17%
Parks and gardens n=36		17%
Environmental health and food inspections n=30	7%	17%
Street lighting n=36	3%	17%
Planning approvals and building licences n=25	8%	12%
Cemetery management n=35	3%	11%
Oval n=30		10%
Rubbish collection / waste management n=50	2%	8%
Dog and Cat control n=33	6%	6%

Rubbish collection was also rated as important, but few are willing to pay more for this service. This may be due to the high levels of satisfaction with this service as it is (83% rated the service as 'good' or better).
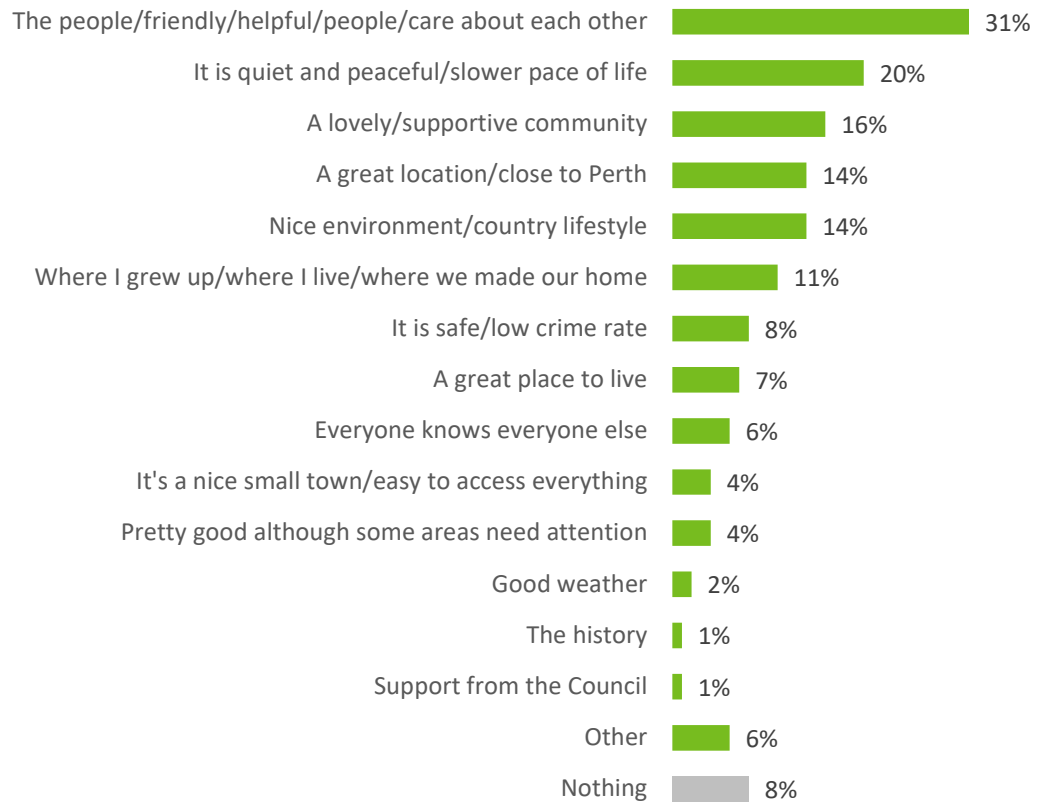
1. Q6. Would you be willing to pay more to improve this service or facility? Residents who rated the service or facility a 9 or 10 out of 10 for importance
2. Excludes 'Don't know' responses

Future Direction

Features that make the Shire a special place to live include the people, the supportive community, and the combination of the peaceful country lifestyle while being close to Perth

Most special thing about the Shire

Category	Value
The people/friendly/helpful/people/care about each other	31%
It is quiet and peaceful/slower pace of life	20%
A lovely/supportive community	16%
A great location/close to Perth	14%
Nice environment/country lifestyle	14%
Where I grew up/where I live/where we made our home	11%
It is safe/low crime rate	8%
A great place to live	7%
Everyone knows everyone else	6%
It's a nice small town/easy to access everything	4%
Pretty good although some areas need attention	4%
Good weather	2%
The history	1%
Support from the Council	1%
Other	6%
Nothing	8%

1. Sample: n=100
2. Q12. Thinking now about what makes the Shire of Pingelly a special place to live, in your opinion, what is the most special thing about it? Open ended. Multiple response

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Most residents are likely to stay in the Shire of Pingelly for at least the next five years.

Likelihood of living in the Shire in five years time

Still likely to be living in the Shire in five years

- Not sure: 11%
- No: 15%
- Yes: 74%
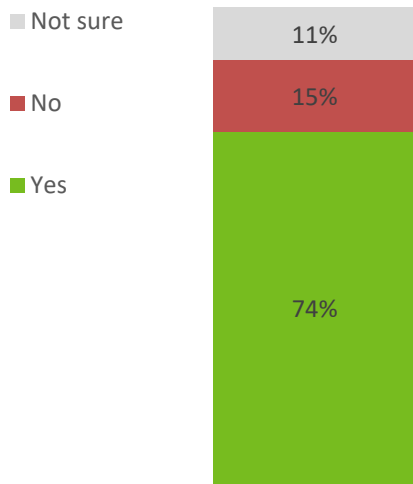
1. Sample: n=100
2. Q7. Do you think you are likely to still be living in the Shire of Pingelly in 5 years' time?
3. Q8. Why do you say that? n=14 No/not sure. Open ended

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Encouraging economic growth and prosperity to the Shire are the areas that residents talk of as important for now and in the future

Most important activities for the Shire to focus on now and in the future

Activities to focus on <u>now</u> (first mention)	%	Activities to focus on in the <u>future</u> (first mention)	%
Economic growth/more jobs/encouraging growth/encouraging business & people to come to district	33%	Economic growth/more jobs/encouraging growth/retain businesses/encouraging business & people to come to the district	21%
Better roads/fix and maintain roads/footpaths	18%	Medical services/better facilities/completion of health services/more doctors/aged care/services for older people	12%
Council to spend money wisely/not waste money/get among the community	16%	Council to spend money more wisely/not waste money/maintain rates	12%
More sports and recreational facilities	8%	Community events/youth activities/activities for the elderly	11%
More community events/youth activities/activities for elderly	8%	Promote the town/highlight points of difference/encourage tourism	11%
More medical services/better facilities/more doctors/aged care/services for older people	7%	Better roads/fixing and maintaining roads/footpaths	7%
More housing	3%	Employment opportunities for youth	6%
Restore train station/preserve older buildings/more attractive main street	2%	Encourage sports/sporting facilities maintained/current plan re new facilities implemented	4%
Improving/fixing drainage	1%	More affordable housing/better quality housing	2%
Bush fire control/safety	0%	Retain level of services	2%
Other	3%	More schools/local school for older children	2%
No comment	11%	Preserve older buildings/take pride in appearance of town	1%
		Policing	1%
		Rubbish collection	0%
		Other	2%
		No comment	10%

1. Sample: n=100
2. Q10. Can you tell me what you consider to be the three most important activities that the Shire of Pingelly should be focusing on now? Open ended. Multiple response
3. Q11. And what are the three most important activities in the future? Open ended. Multiple response

Looking to the future (10 to 15 years), residents would like to see economic growth in the Shire of Pingelly, through encouraging businesses and people to the area

Imagining the Shire in 10 to 15 years time

Category	Percentage
Economic growth/more jobs/encouraging growth/encouraging business & people to come to district	57%
Council to spend money more wisely/not waste money/get among the community	21%
More community events/youth activities/activities for elderly	15%
Medical services/better facilities/more doctors/aged care/services for older people	15%
Better roads/fixing and maintaining roads/footpaths	12%
To stay the same	6%
Restore train station/preserve older buildings/more attractive main street	3%
Other	2%
Don't know	5%

1. Sample: n=100
2. Q9. Now, imagine the Shire of Pingelly as you would like it to be in 10 to 15 years time. What comes to mind? Please consider things like the economy, social wellbeing, natural environment, townscape and cultural vitality. What would you like the Shire of Pingelly to be like in 10 to 15 years' time?
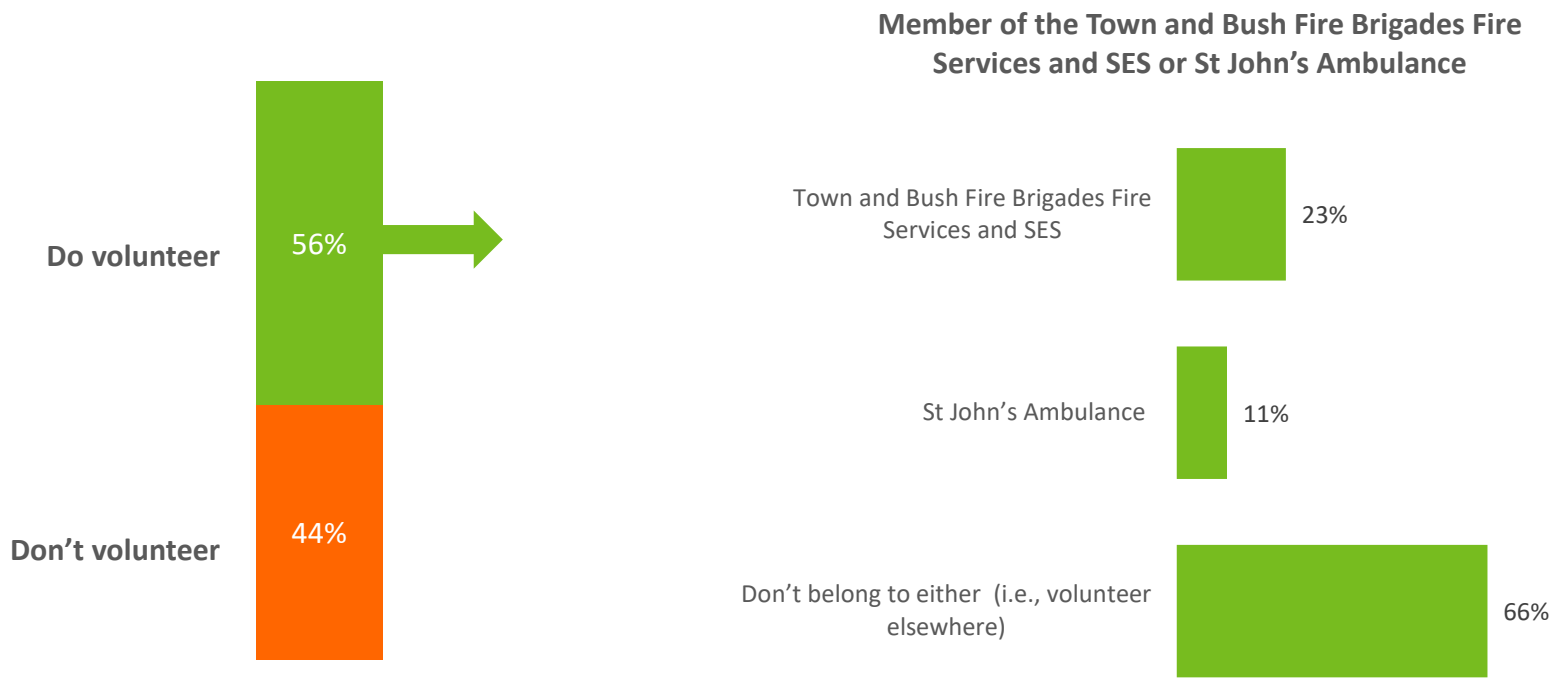3. Excludes 'Don't know' responses

Volunteering

Around half of residents engage in some type of volunteering; of these, a quarter volunteer for Town and Bush Fire Brigades Services and SES, and a tenth for St John's Ambulance
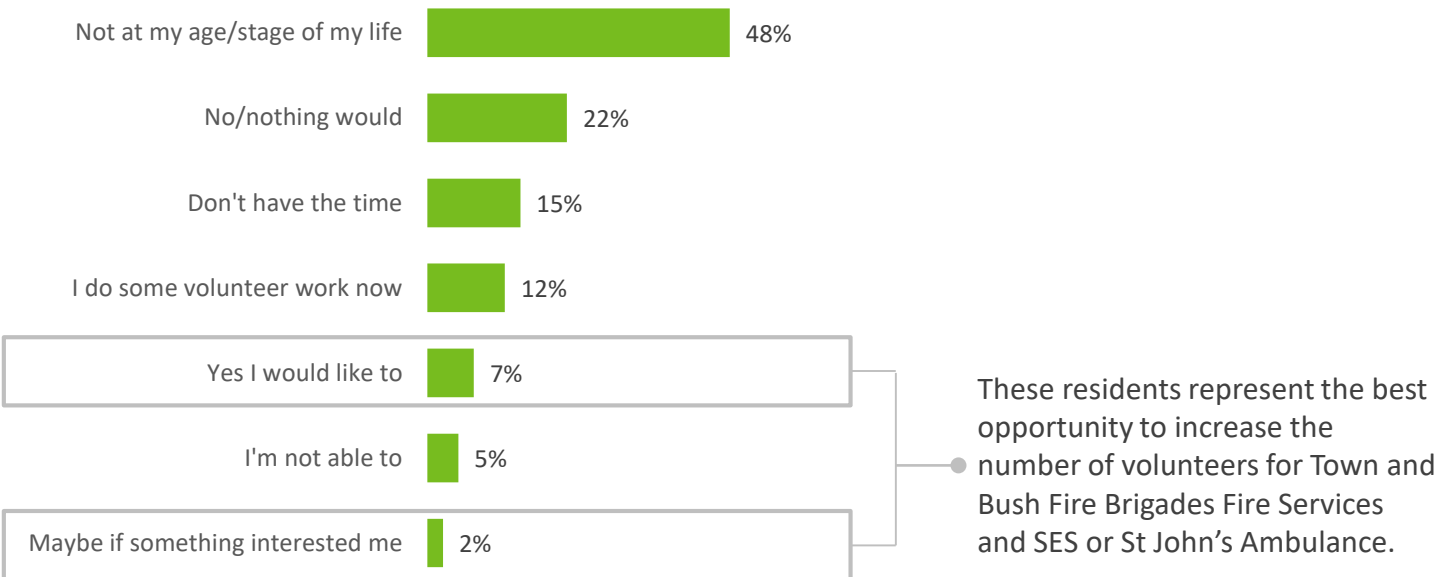
Volunteering

Member of the Town and Bush Fire Brigades Fire Services and SES or St John's Ambulance

Do volunteer — 56%

Don't volunteer — 44%

Town and Bush Fire Brigades Fire Services and SES — 23%

St John's Ambulance — 11%

Don't belong to either (i.e., volunteer elsewhere) — 66%

1. Sample: n=100
2. Q19. Do you currently volunteer with any of the associations in the Shire?
3. Q33. Are you currently a member of the Town and Bush Fire Brigades Fire Services and SES or St John's Ambulance? ? n=56

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A small proportion indicated interest in volunteering for Town and Bush Fire Brigades Fire Services and SES or St John's Ambulance, but most are not interested

Volunteering

What could encourage them to volunteer for Town and Bush Fire Brigades Fire Services and SES or St John's Ambulance

Category	%
Not at my age/stage of my life	48%
No/nothing would	22%
Don't have the time	15%
I do some volunteer work now	12%
Yes I would like to	7%
I'm not able to	5%
Maybe if something interested me	2%

These residents represent the best opportunity to increase the number of volunteers for Town and Bush Fire Brigades Fire Services and SES or St John's Ambulance.

1. Sample: n=100
2. Q34. What, if anything, could encourage you to consider volunteering for the Town and Bush Fire Brigades Fire Services and SES or St John's Ambulance? n=81 – those who don't volunteer at all and those who volunteer but not for fire brigade or St Johns

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Communication

The Pingelly Times is the main source of information about the Shire, while the website, and social media are used by smaller groups of residents
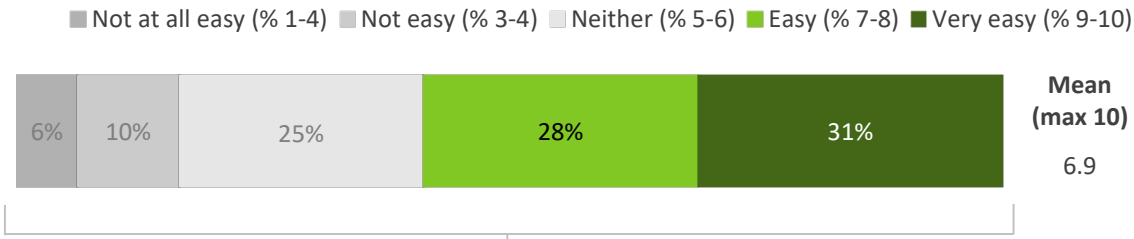
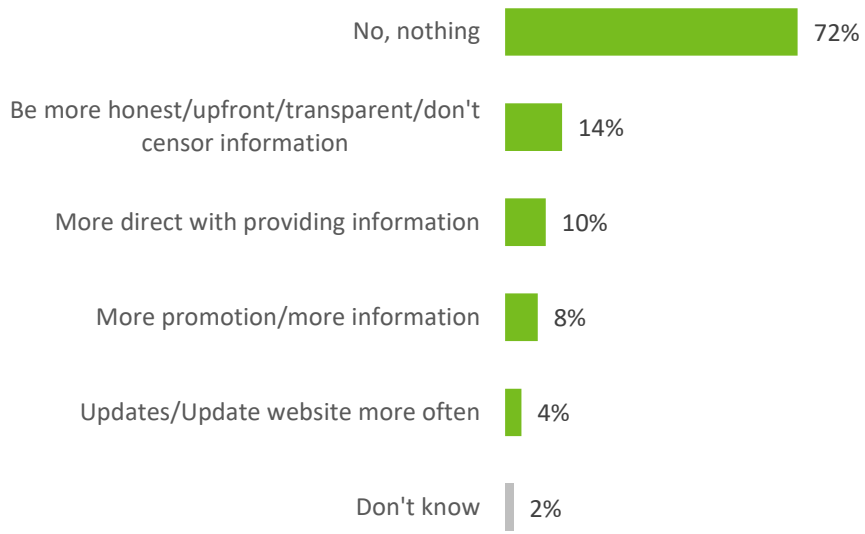**Sources of information about the Shire and its activities**

Sources of information

Source	%
The Pingelly Times	72%
Word of mouth	39%
Website	18%
Facebook	8%
Mail / Post	3%
Not interested in information on the Shire	2%
Other	16%
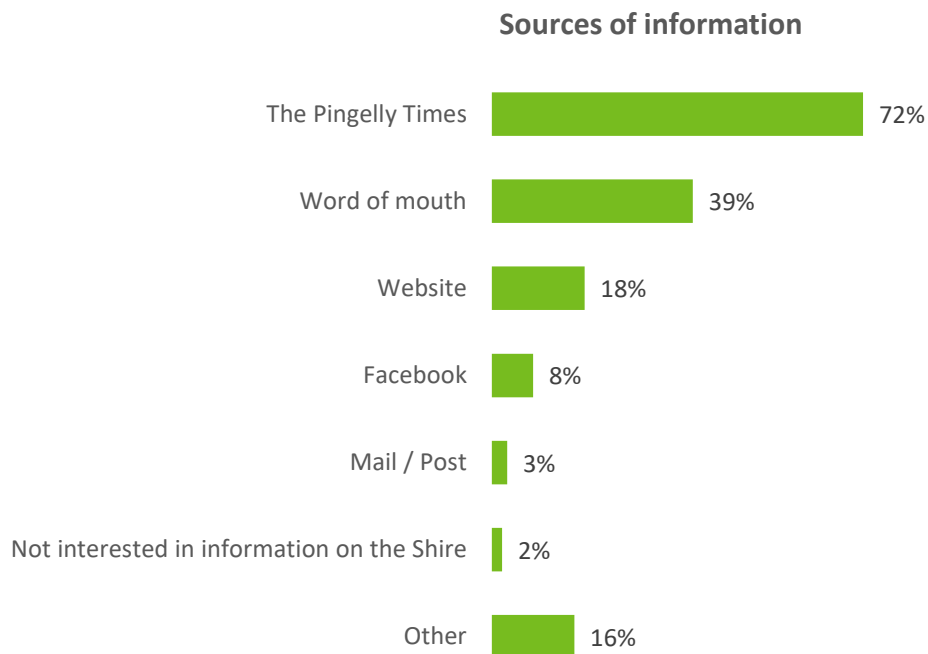
1. Sample: n=100
2. Q23. Where do you primarily get your information about the Shire and what it is doing? Multiple response

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Over half think it's relatively easy to get information about the Shire, although there is some interest in greater transparency and directness from the Shire

Ease of getting information

Legend: ■ Not at all easy (% 1-4) ■ Not easy (% 3-4) ■ Neither (% 5-6) ■ Easy (% 7-8) ■ Very easy (% 9-10)

| 6% | 10% | 25% | 28% | 31% |

Mean (max 10)

6.9

Suggested improvements to information provided by Shire

No, nothing	72%
Be more honest/upfront/transparent/don't censor information	14%
More direct with providing information	10%
More promotion/more information	8%
Updates/Update website more often	4%
Don't know	2%

Sample Profile

Demographics

Gender

Female ▮ 67%

Male ▮ 33%

Ethnicity

Australian European ▮ 95%

Aboriginal people ▮ 1%

Other ▮ 6%

Age

60+ ▮ 64%

45-59 ▮ 25%

16-44 ▮ 11%

Location

Mostly rural ▮ 55%

Mostly urban ▮ 45%
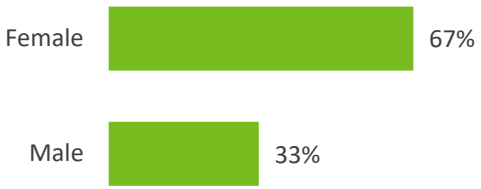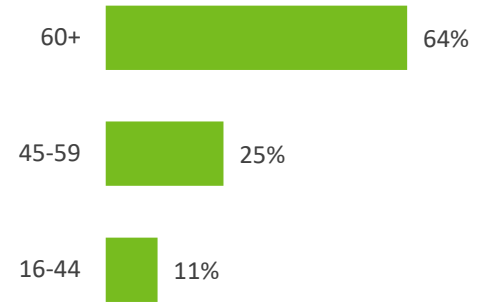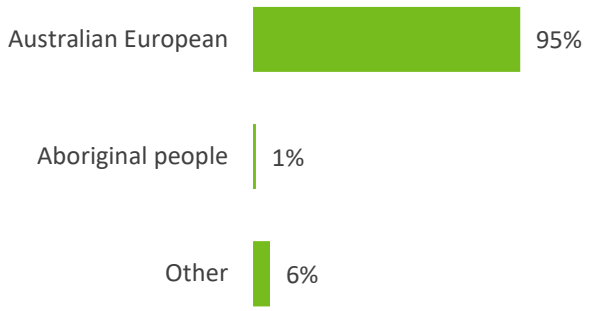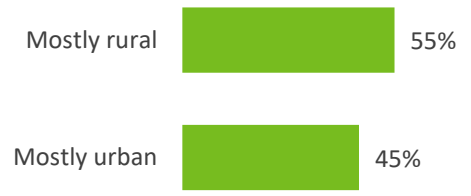
1. Sample: n=100
2. Ethnicity – multiple response