



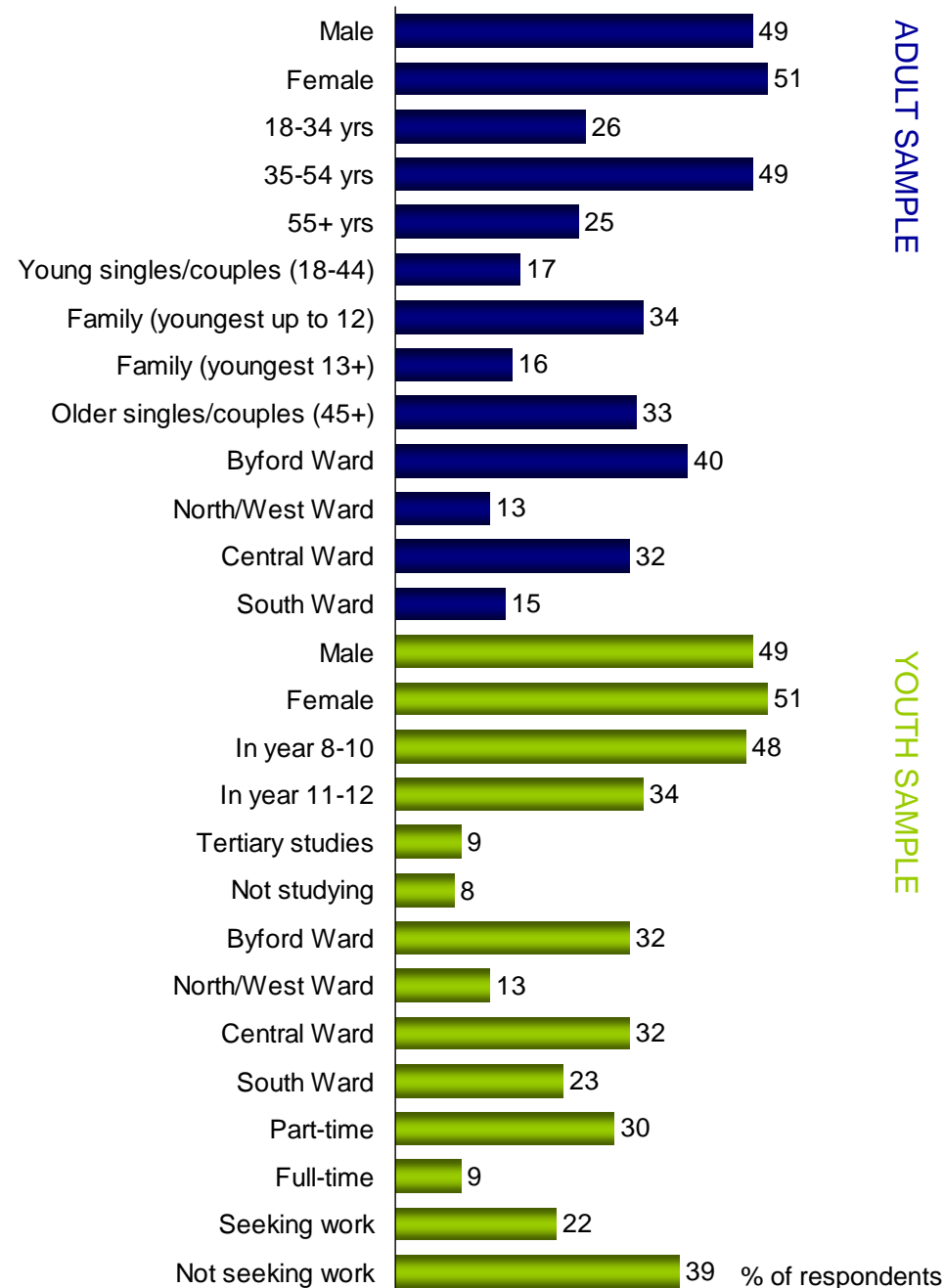
# SERPENTINE JARRAHDALÉ SHIRE CATALYSE® Community Perceptions Survey©

**May 2006**

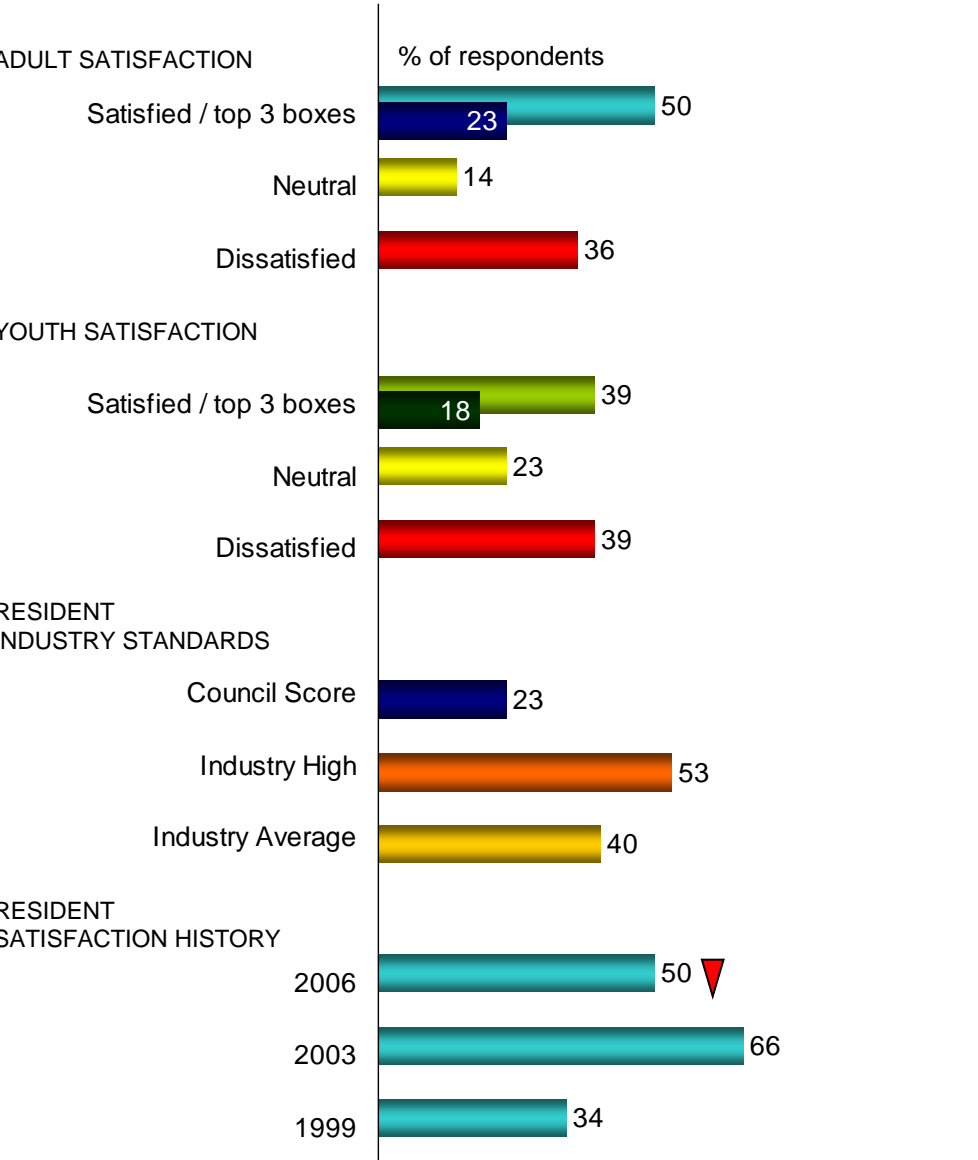
# Introduction and research method

- In April 2006, CATALYSE® conducted community perceptions research to determine:
  - Overall satisfaction with Serpentine Jarrahdale Shire
  - Perceived importance and satisfaction for selected services and facilities
  - Performance gaps
- Self-completion surveys were sent to all households listed in Serpentine Jarrahdale Shire’s database
  - Surveys were also available on request to households that did not receive one
- Within the study period, surveys were returned by 520 residents aged 18+ and 71 youth aged 13-17 years
  - After cleaning the data file (excluding uncompleted surveys, non-residents and households with SJ Shire employees and Councillors resident) there were 442 valid surveys from adults and 71 valid surveys from youth
  - The final adult sample was weighted by age, gender and ward to reflect the general population
  - Sampling precision meets the level specified by the Office of Auditor General (+/- 5% at the 95% confidence interval)
- Industry Standards are provided in this report when three or more Councils asked the same or similar question in the past 13 months. Other councils included in the Industry Standards include:
 

- City of Armadale	- City of Fremantle
- Town of Bassendean	- Town of Kwinana
- City of Belmont	- City of Joondalup
- Town of Claremont	- City of Mandurah
- City of Cockburn	- City of Melville
- Historical comparisons are made against surveys completed for Serpentine Jarrahdale Shire in 1999 & 2003



# Overall satisfaction

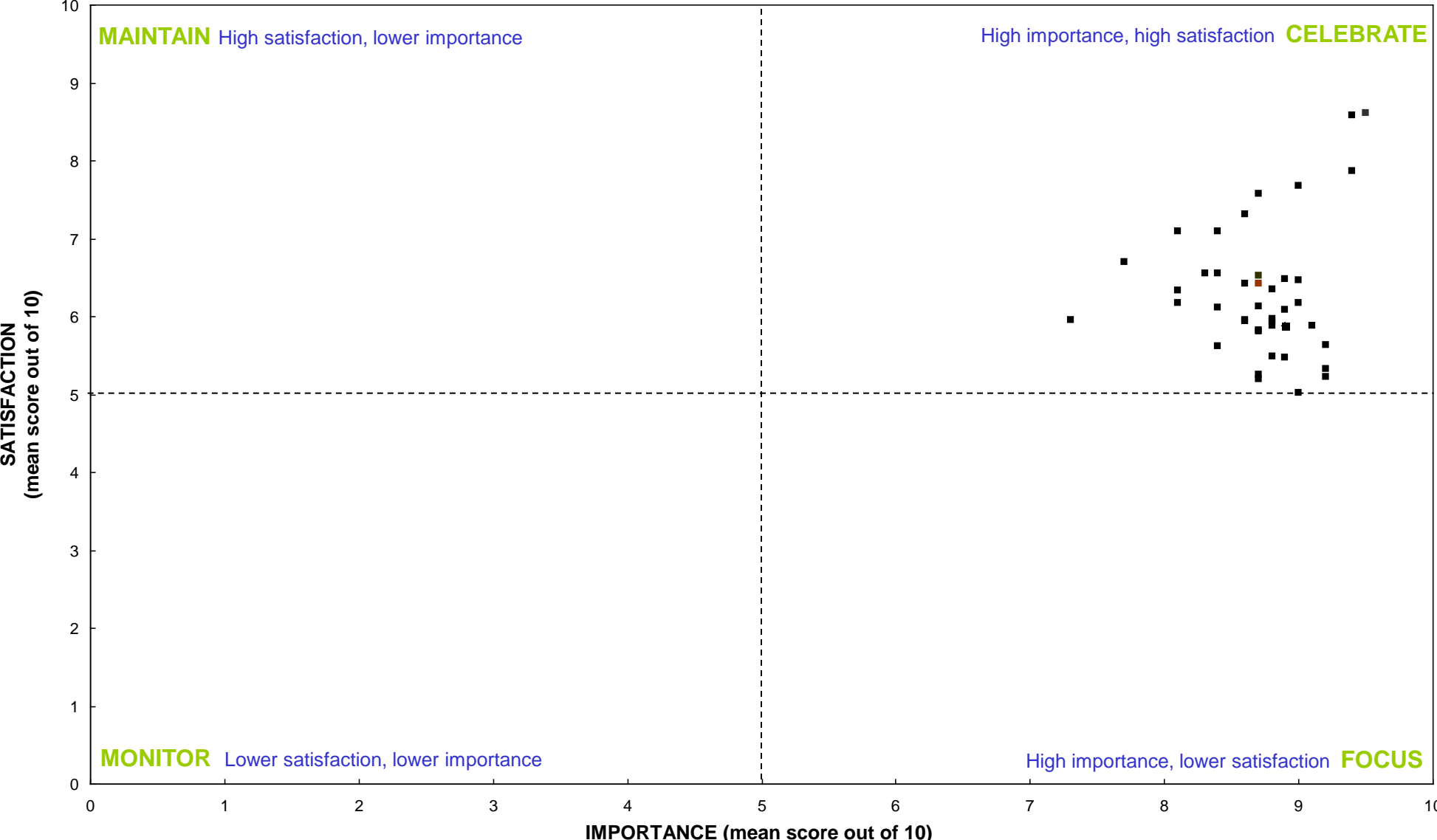


- 50% of respondents are satisfied with Serpentine Jarrahdale Shire
  - These respondents rate overall satisfaction 6, 7, 8, 9 or 10 out of 10, where 10 is totally satisfied and 1 is totally dissatisfied
- Overall satisfaction is relatively low
  - Mean satisfaction rating = 5.3
- Satisfaction is highest among residents in the North West ward
- There is greatest room to improve satisfaction ratings among younger adults and those in the Central ward

% of respondents	Top 3	Dissatisfied
Byford	20	32
North West	41	14
Central	20	46
South	25	36
13-17 yrs	18	39
18-34 yrs	20	46
35-54 yrs	23	36
55+ yrs	27	33

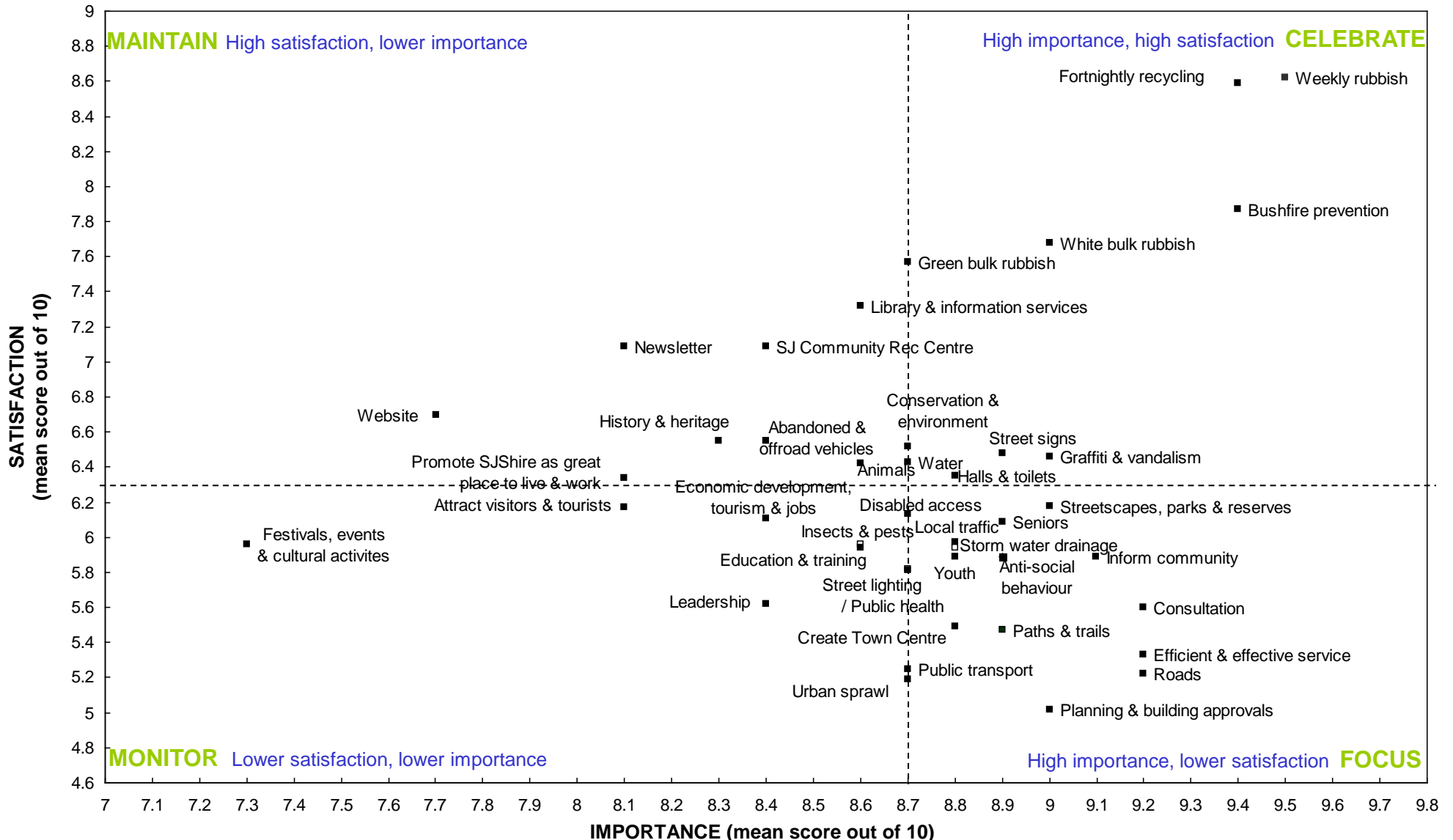
Q1. On a scale of 1 to 10 where 10 is totally satisfied and 1 is totally dissatisfied, overall, how satisfied are you with Serpentine Jarrahdale Shire?  
 Base: All respondents who gave a valid response, excludes 'don't know' (1999 n= 150; 2003 n= 393; 2006 adult n= 329; youth n= 44)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied 1-4

# Performance gap analysis - Residents



Q: How important is it for Serpentine Jarrahdale Shire to provide each service to its residents? 10 point scale where '10' is extremely important and '1' is of no importance.  
 Q: How satisfied are you with Serpentine Jarrahdale Shire's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.  
 Base: Importance – all respondents (n= various); Satisfaction - Respondents who use / can comment on service / facility (n=various)  
 DOTTED LINE: indicates neutral rating

# Performance gap analysis magnified - Residents



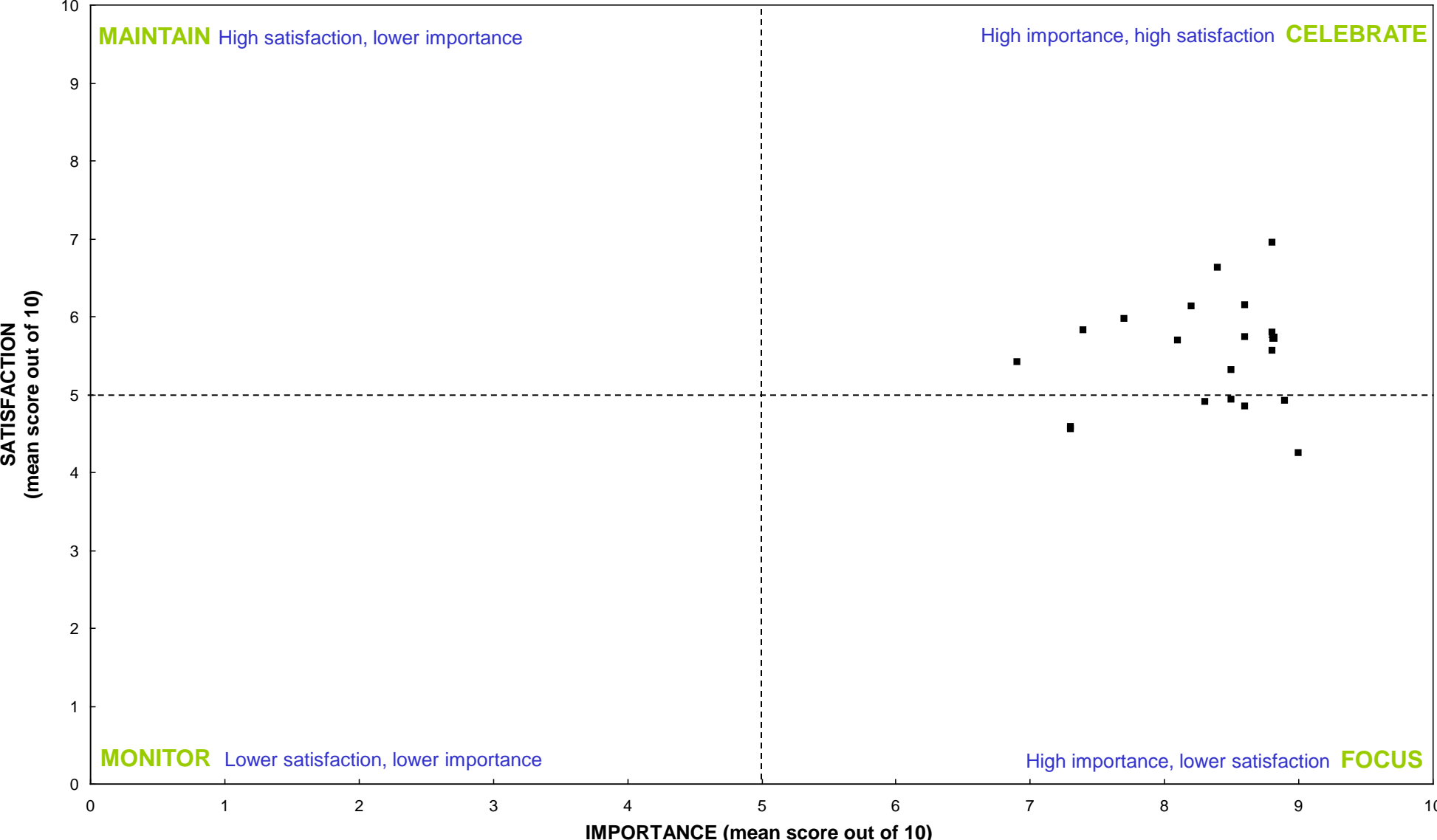
Q: How important is it for Serpentine Jarrahdale Shire to provide each service to its residents? 10 point scale where '10' is extremely important and '1' is of no importance.

Q: How satisfied are you with Serpentine Jarrahdale Shire's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.

Base: Importance - all respondents (n= various); Satisfaction - Respondents who use / can comment on service / facility (n=various)

DOTTED LINE: indicates average mean score for all individual services / facilities

# Performance gap analysis - Youth



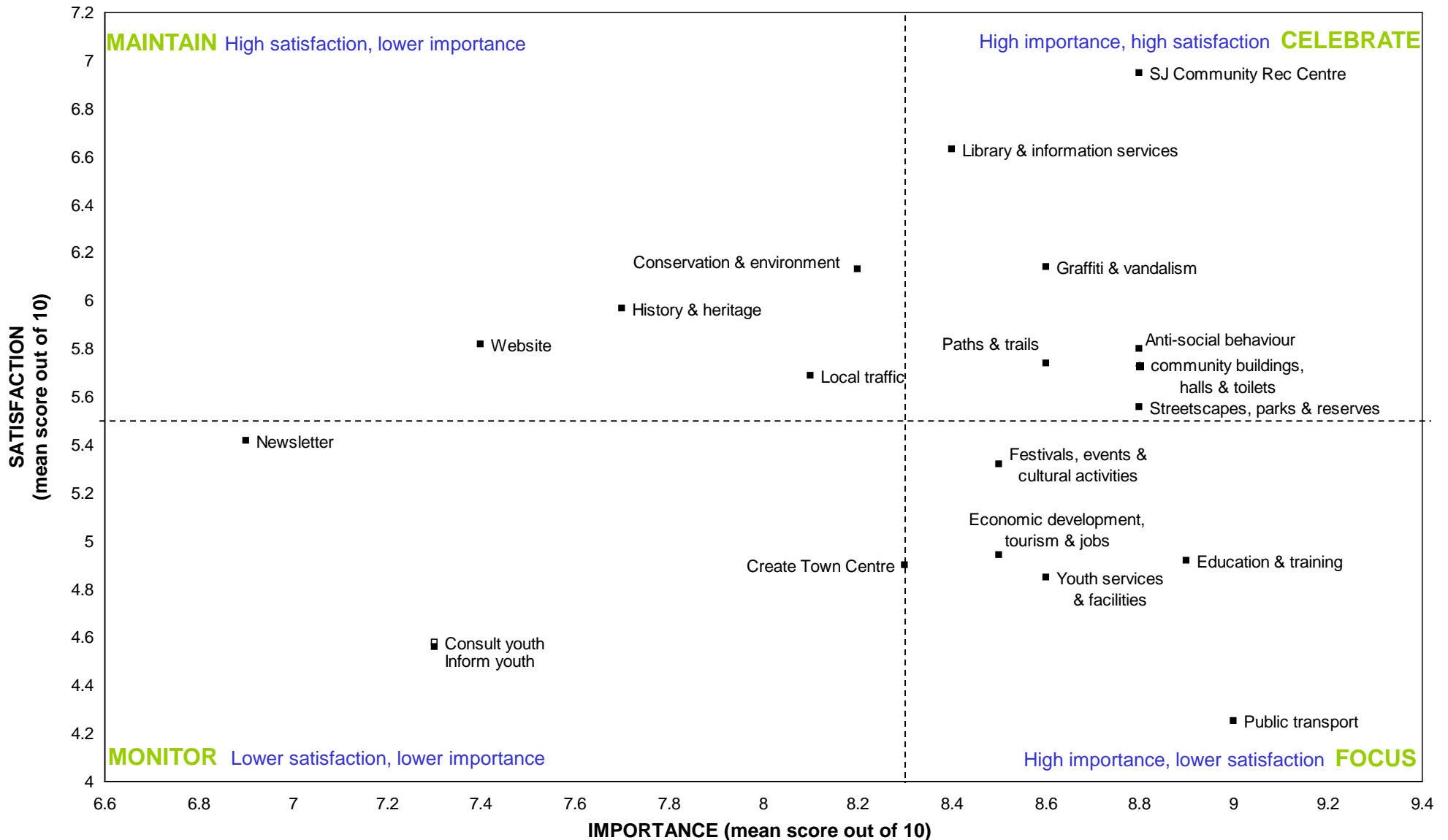
Q: How important is it for Serpentine Jarrahdale Shire to provide each service to its residents? 10 point scale where '10' is extremely important and '1' is of no importance.

Q: How satisfied are you with Serpentine Jarrahdale Shire's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.

Base: Importance - all respondents (n= various); Satisfaction - Respondents who use / can comment on service / facility (n=various)

DOTTED LINE: indicates neutral rating

# Performance gap analysis magnified - Youth



Q: How important is it for Serpentine Jarrahdale Shire to provide each service to its residents? 10 point scale where '10' is extremely important and '1' is of no importance.

Q: How satisfied are you with Serpentine Jarrahdale Shire's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.

Base: Importance - all respondents (n= various); Satisfaction - Respondents who use / can comment on service / facility (n=various)

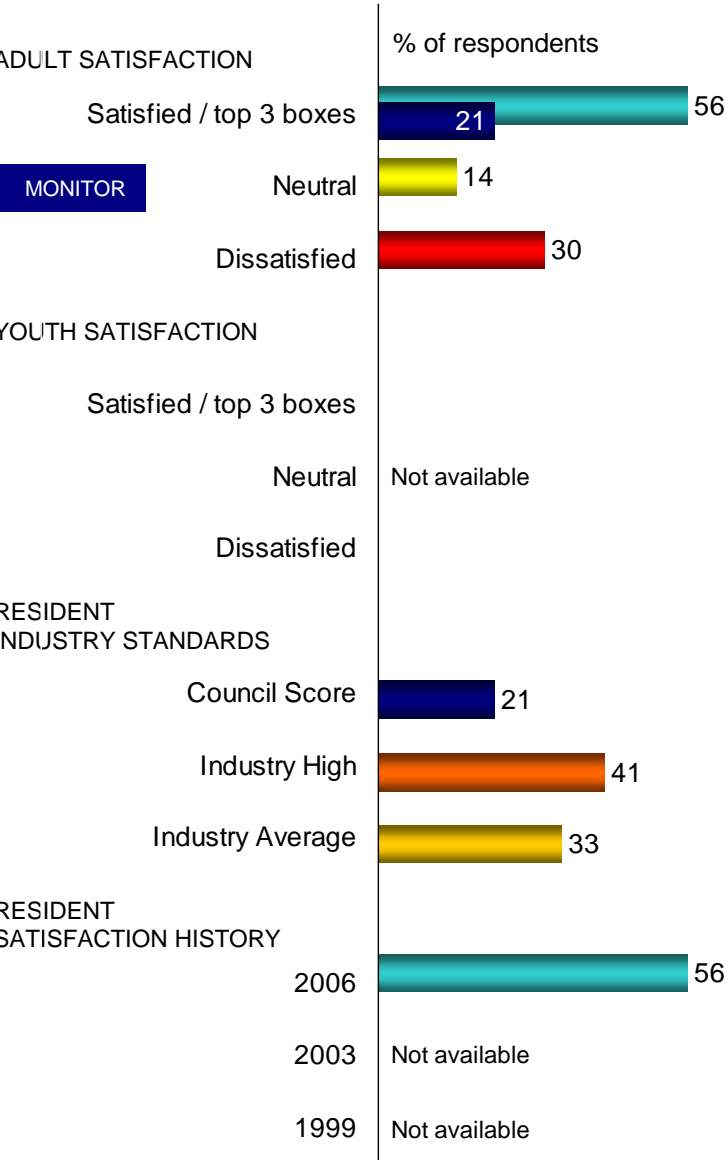
DOTTED LINE: indicates average mean score for all individual services / facilities



# Leadership, management & communications



# Provide good leadership within the community



- Residents consider leadership to be an important responsibility of the Shire
  - Mean importance rating = 8.4
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.6
  - 30% of residents are dissatisfied
- Satisfaction is highest in the South ward
- There is greatest room to improve satisfaction ratings in the Central ward
- In the Byford ward, the community is divided

	% of respondents	Top 3	Dissatisfied
Byford		25	28
North West		17	19
Central		17	35
South		29	28

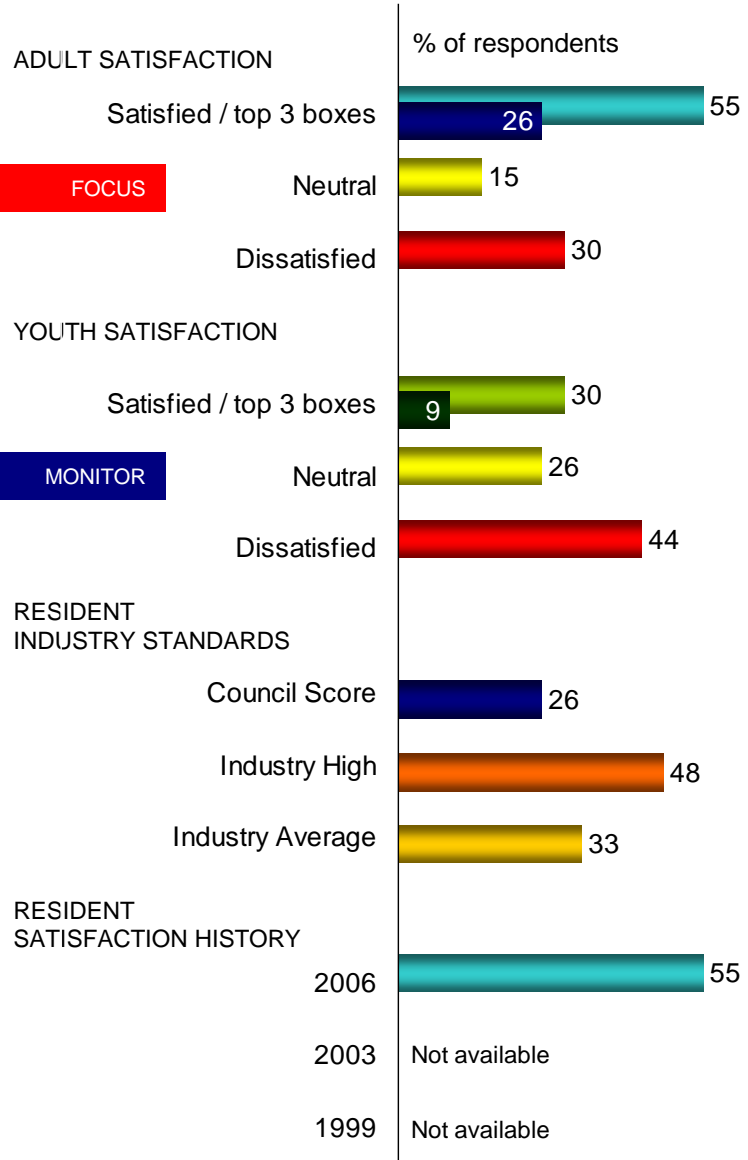
In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 409)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Consult the community about local issues



- Residents consider consultation to be a very important responsibility of the Shire
  - Mean importance rating = 9.2
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.6
  - 30% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings in the Central ward, followed by the South ward

% of respondents	Top 3	Dissatisfied
Byford	26	23
North West	27	17
Central	23	39
South	33	32

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 433; youth n= 57)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Promote Serpentine Jarrahdale Shire as a great place to live and work



- Residents consider promotion of SJ Shire to be an important responsibility of the Shire
  - Mean importance rating = 8.1
- Satisfaction is moderate
  - Mean satisfaction rating = 6.3
  - 21% of residents are dissatisfied
- Satisfaction is highest among those aged 18-34 years

% of respondents	Top 3	Dissatisfied
13-17 yrs	na	na
18-34 yrs	47	18
35-54 yrs	30	22
55+ yrs	35	19

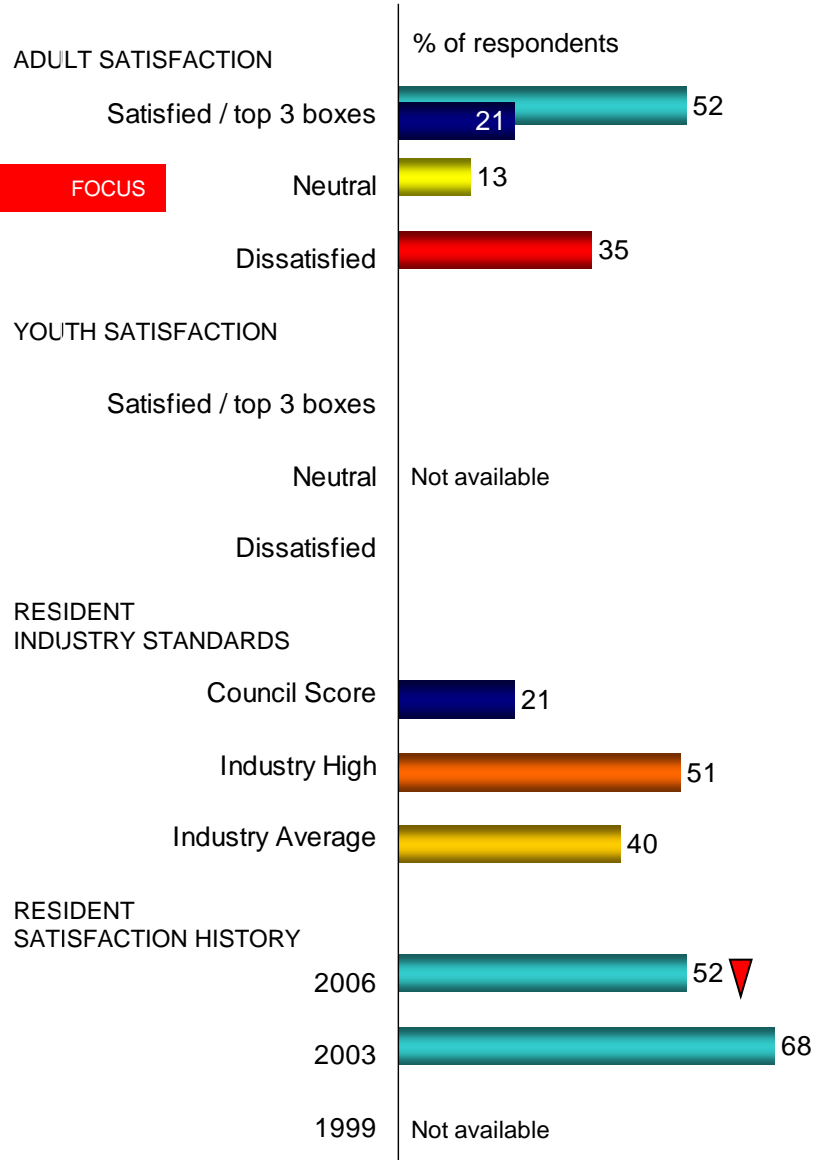
In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 423)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Provide efficient & effective service



- Residents consider efficient & effective service to be a very important responsibility of the Shire
  - Mean importance rating = 9.2
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.3
  - 35% of residents are dissatisfied
- Satisfaction rises with age
- There is greatest room to improve satisfaction ratings among those in the Central ward and younger adults

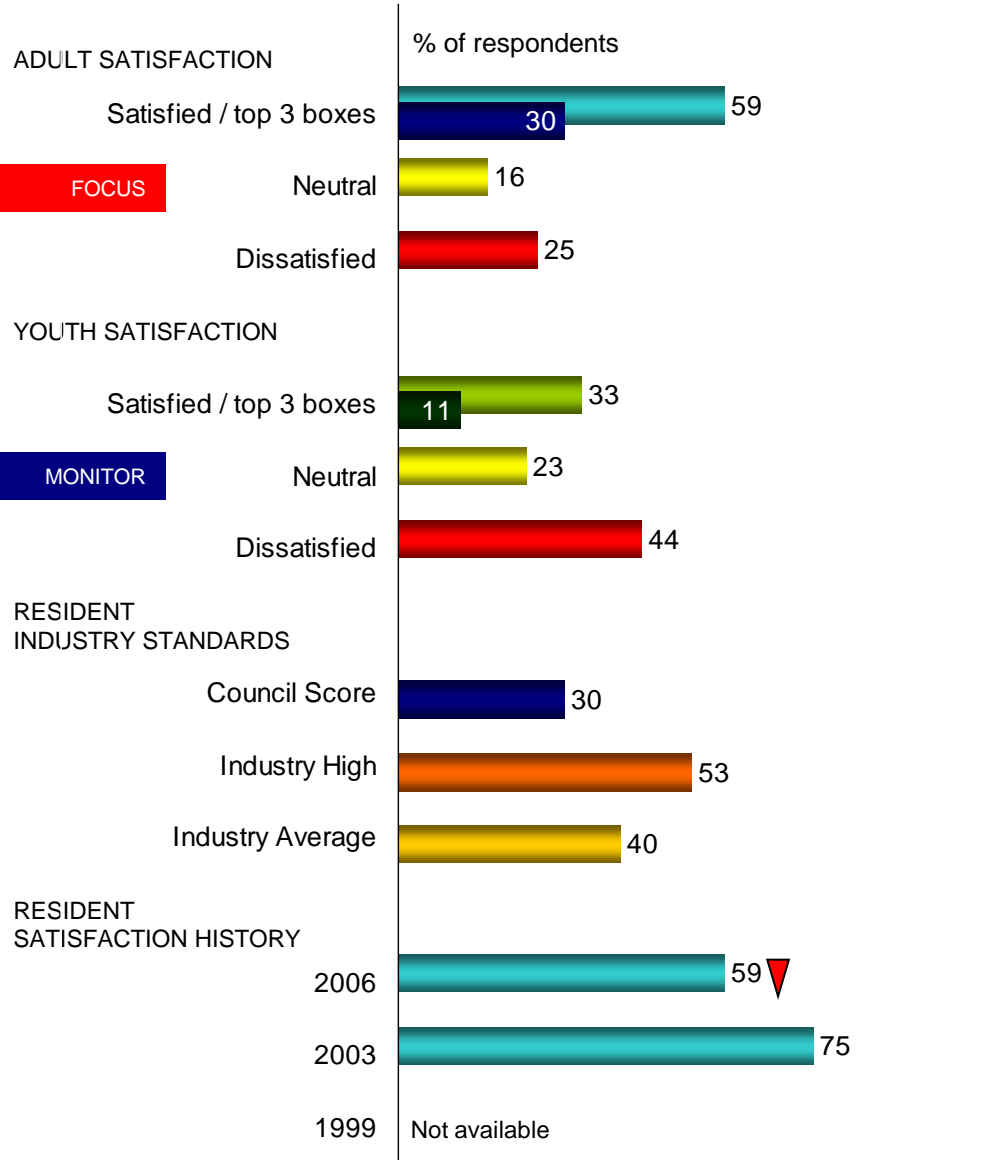
% of respondents	Top 3	Dissatisfied
Byford	20	31
North West	35	23
Central	14	44
South	27	33
13-17 yrs	na	na
18-34 yrs	11	41
35-54 yrs	21	38
55+ yrs	31	30

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2003 n= 377; 2006 adult n= 430)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Inform the community about local issues

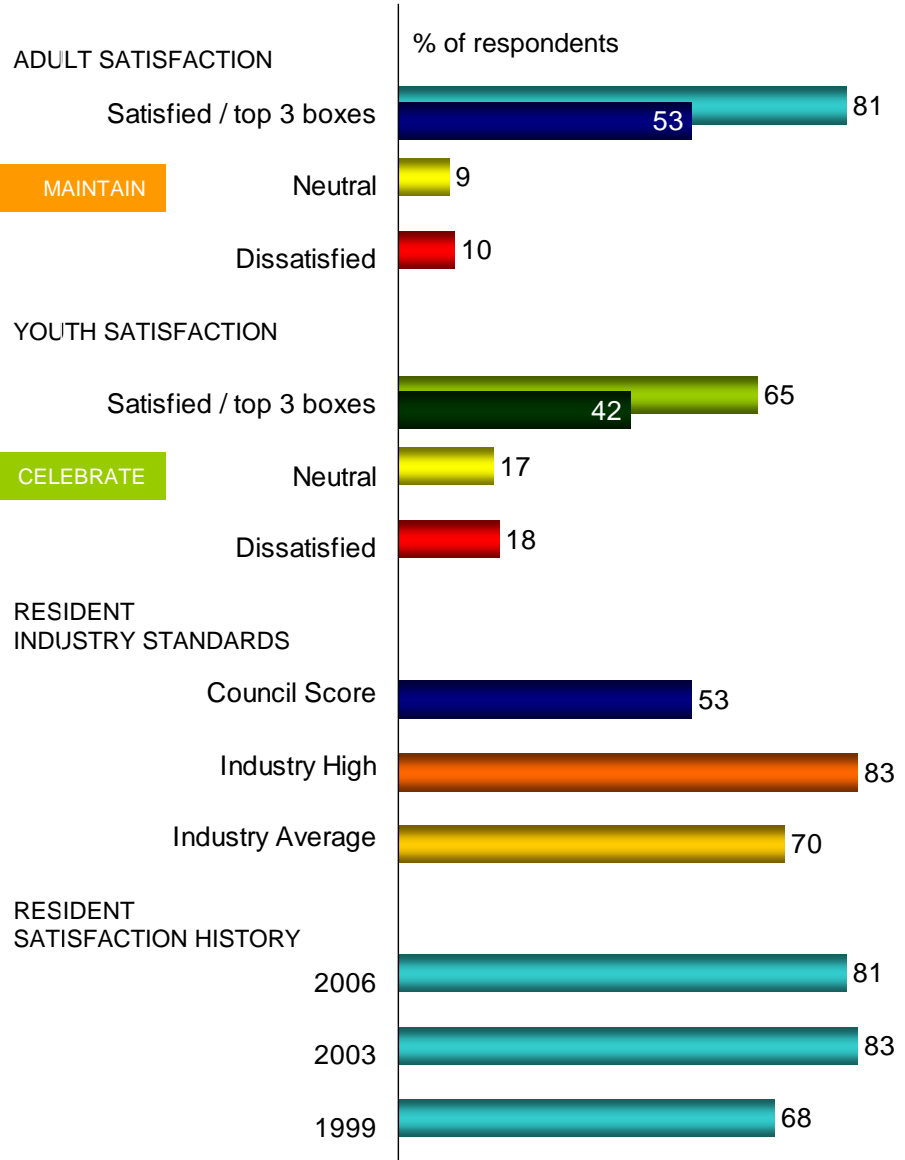


- Residents consider the provision of information about local issues to be a very important responsibility of the Shire
  - Mean importance rating = 9.1
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.9
  - 25% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings among youth, followed by those aged 35-54 years

% of respondents	Top 3	Dissatisfied
13-17 yrs	11	44
18-34 yrs	29	16
35-54 yrs	29	30
55+ yrs	32	21

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2003 n= 386; 2006 adult n= 433; youth n= 57)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Provide library & information services



- Residents consider library & information services to be an important responsibility of the Shire
  - Mean importance rating = 8.6
- Satisfaction is moderate
  - Mean satisfaction rating = 7.3
- Satisfaction is highest among those living in the Central and South wards

<i>% of respondents</i>	Top 3	Dissatisfied
Byford	48	15
North West	42	8
Central	59	7
South	63	8

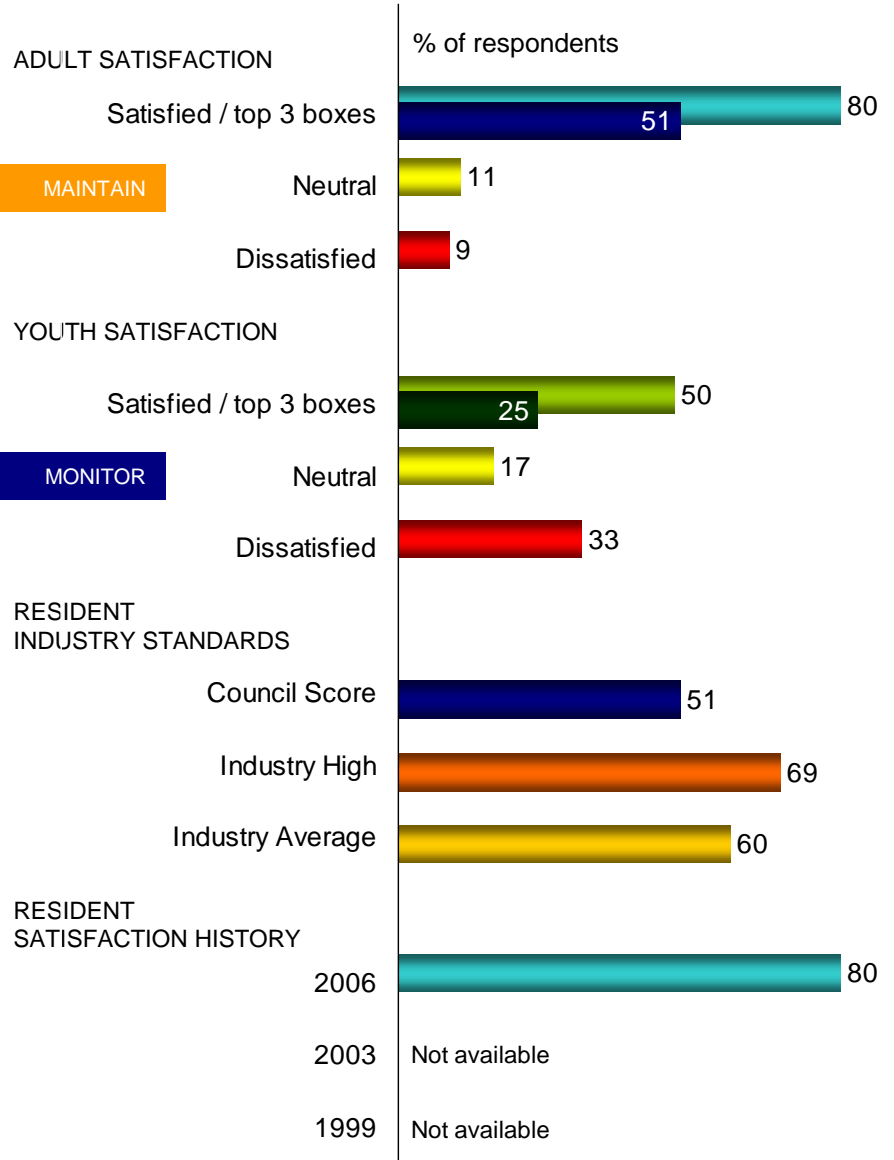
In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 303; 2006 adult n= 417; youth n= 65)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Provide an informative and regular newsletter



- Residents consider newsletters to be an important responsibility of the Shire
  - Mean importance rating = 8.1
- Satisfaction is moderate
  - Mean satisfaction rating = 7.1
- Satisfaction is highest among females
- There is greatest room to improve satisfaction ratings among youth and males

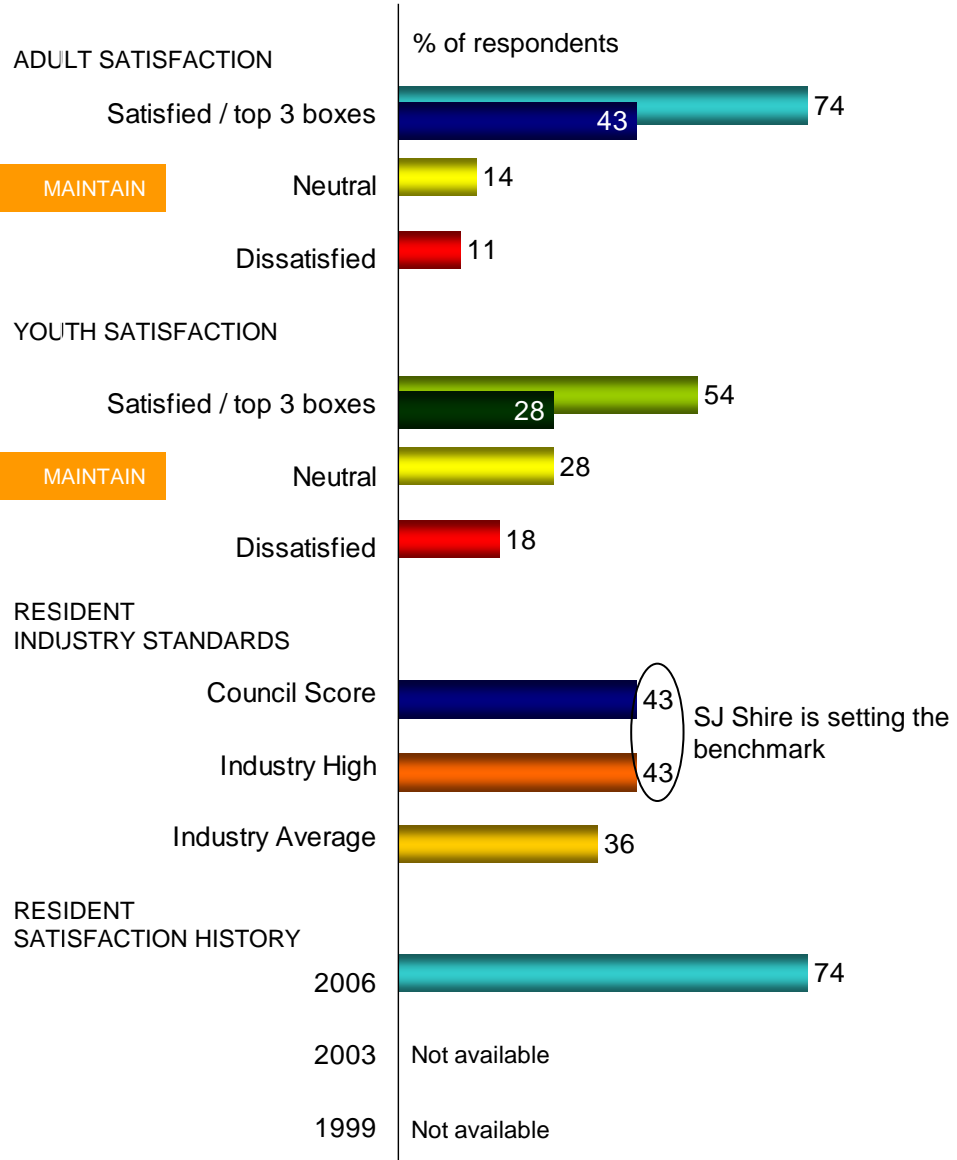
% of respondents	Top 3	Dissatisfied
13-17 yrs	25	33
18-34 yrs	54	4
35-54 yrs	48	9
55+ yrs	56	10
Male	42	14
Female	60	4

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 435; youth n= 60)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Provide an informative website



- Residents consider the Shire’s website to be a relatively important responsibility of the Shire
  - Mean importance rating = 7.7
- Satisfaction is moderate
  - Mean satisfaction rating = 6.7
- There is greatest room to improve satisfaction ratings among youth

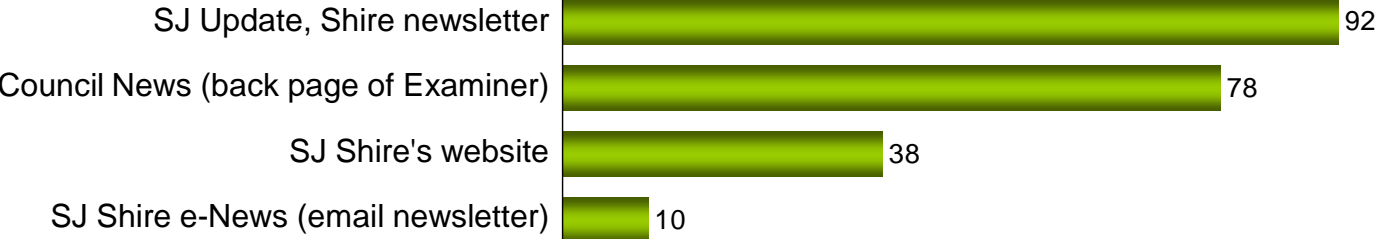
% of respondents	Top 3	Dissatisfied
13-17 yrs	28	18
18-34 yrs	47	5
35-54 yrs	39	11
55+ yrs	44	14

In the next few sections you’ll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council’s performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 339; youth n= 50)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

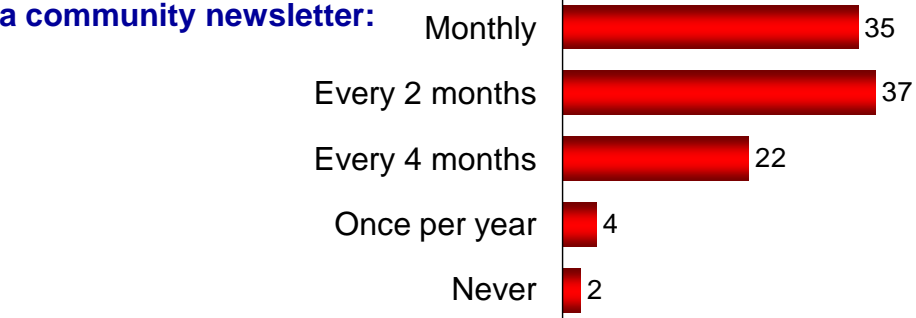


# Communications

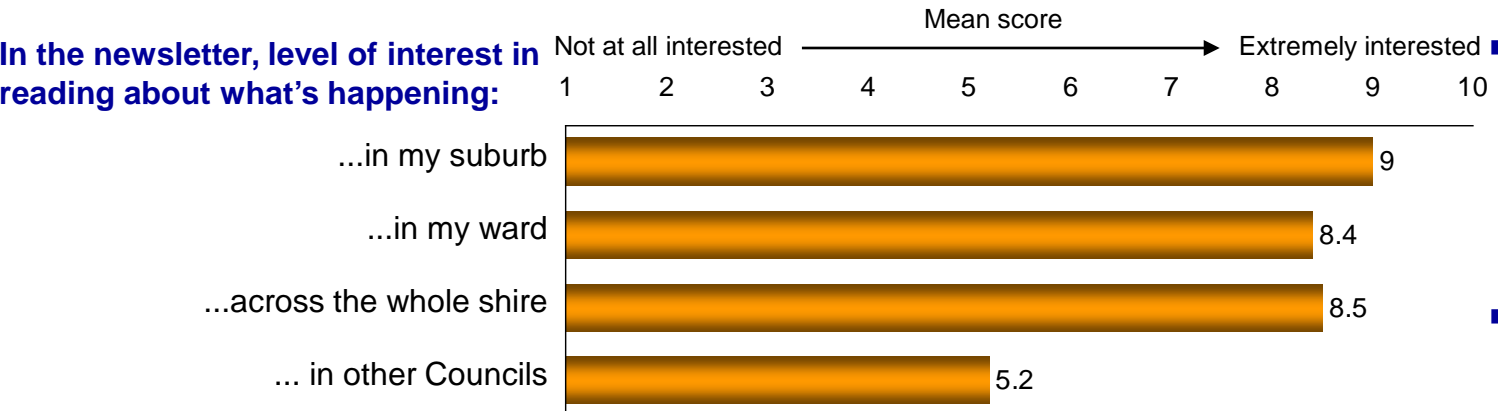
## Seen or read communications over past 12 months:



## Preferred frequency of receiving a community newsletter:



## In the newsletter, level of interest in reading about what's happening:



- Most residents have seen or read SJ Update and Council News over the past 12 months

- 92% recall reading or seeing SJ Update (compared to 73% recalling the Jazz newsletter in 2003)
- 78% recall reading or seeing Council News

- The newsletter is a popular method for informing the community about local issues

- 98% of residents would like to receive a community newsletter, such as SJ Update, at least once a year
- A majority would like to receive a newsletter on a monthly or bi-monthly basis

- Residents want localised news

- There is most interest in reading about what is happening within their suburb
- Interest is also strong in what is happening in neighbouring suburbs and across the shire

- Responses were similar across the community in all areas

Q. Have you seen or read any of the following communications over the past 12 months: see question labels in chart above

Q. Would you like a community newsletter, such as SJ Update, to be issued: see question labels in chart above

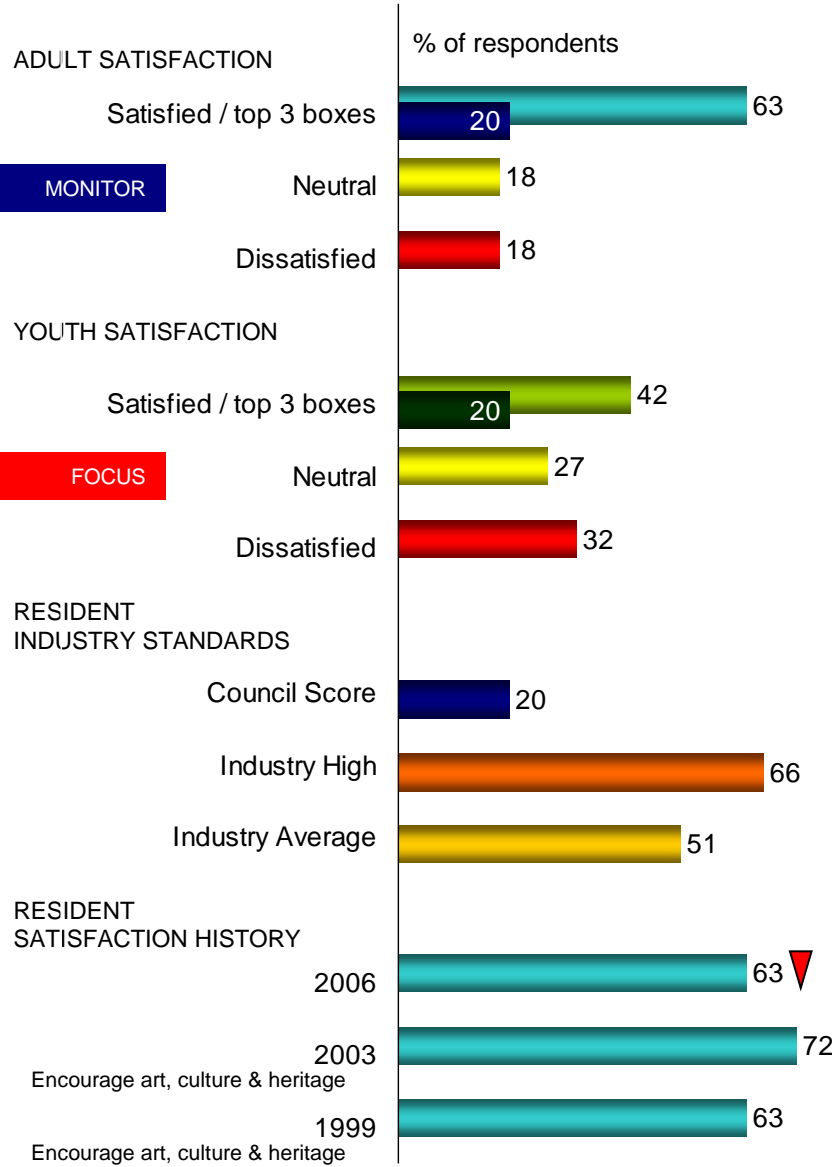
Q. In the community newsletter, how interested are you in reading about the following type of news: see question labels in chart above

Base: All respondents (2006 adult n= 442)



Services for people & the community

# Facilitate festivals, events and cultural activities



- Residents consider festivals, events & cultural activities to be a relatively important responsibility of the Shire
  - Mean importance rating = 7.3
- Satisfaction is moderate
  - Mean satisfaction rating = 6.0
  - 18% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings among youth and younger adults

% of respondents	Top 3	Dissatisfied
13-17 yrs	20	32
18-34 yrs	10	20
35-54 yrs	22	21
55+ yrs	28	14

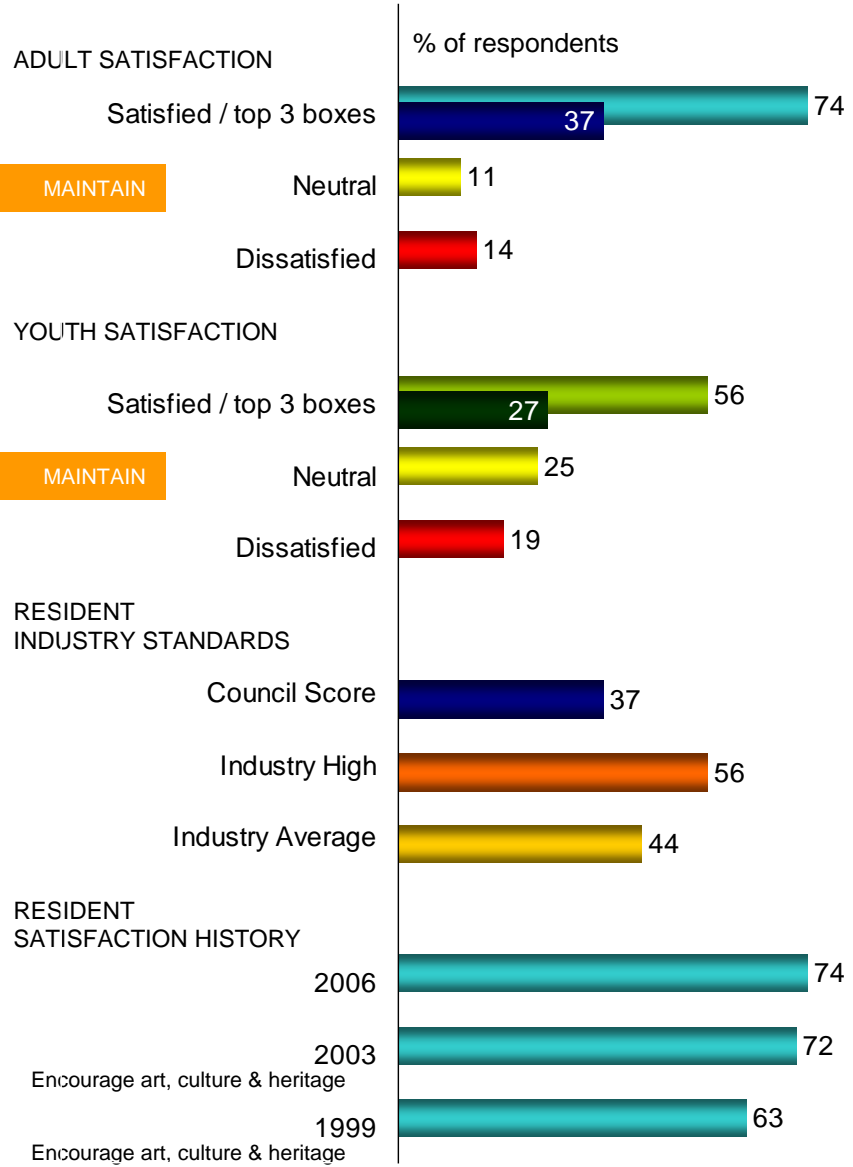
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Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 315; 2006 adult n= 394; youth n= 60)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Preserve and promote the shire's history & heritage



- Residents consider the preservation of history & heritage to be an important responsibility of the Shire
  - Mean importance rating = 8.3
- Satisfaction is moderate
  - Mean satisfaction rating = 6.6
- Satisfaction is highest among those in the North West ward and females
- There is greatest room to improve satisfaction ratings among males

% of respondents	Top 3	Dissatisfied
Byford	36	17
North West	47	6
Central	32	14
South	42	15
Male	30	20
Female	43	10

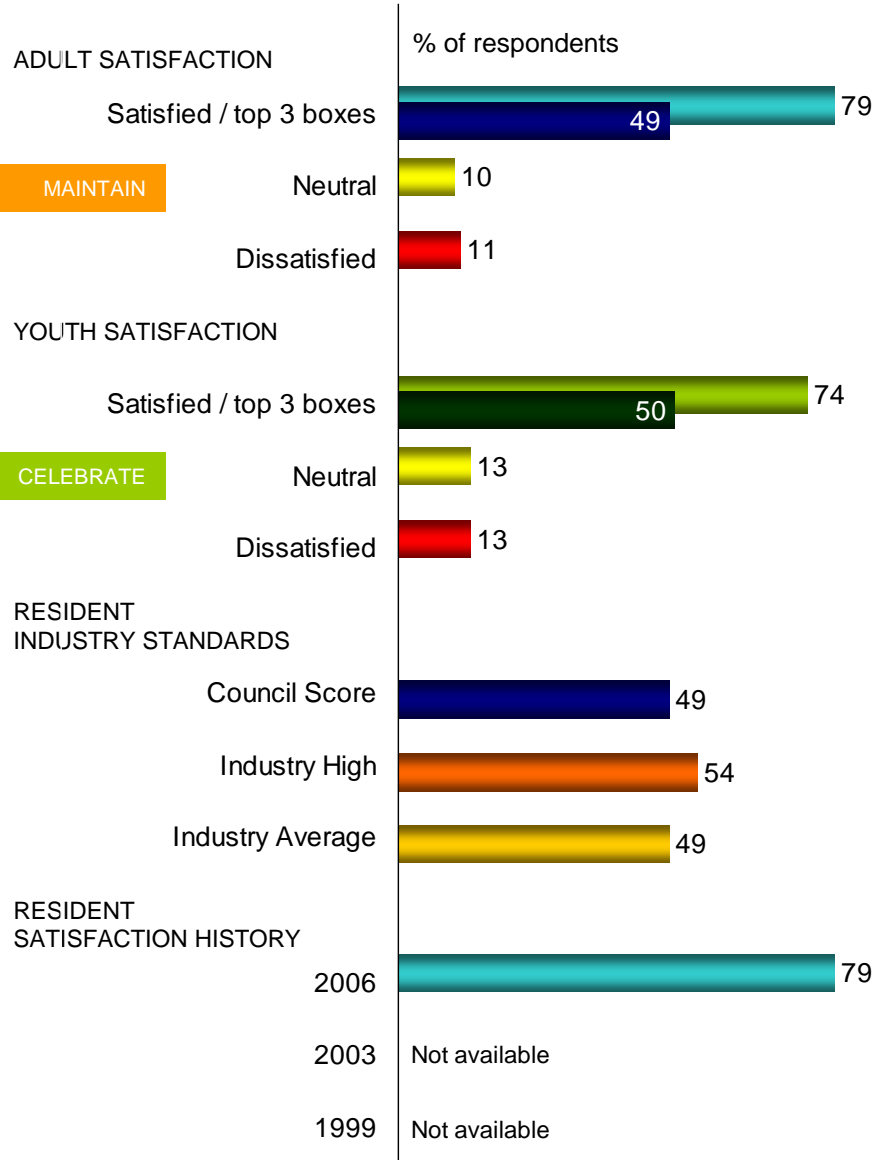
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Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 315; 2006 adult n= 411; youth n= 64)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Provide & maintain the Serpentine Jarrahdale Community Recreation Centre



- Residents consider the recreation centre to be an important responsibility of the Shire
  - Mean importance rating = 8.4
- Satisfaction is moderate
  - Mean satisfaction rating = 7.1
- Satisfaction is highest in Byford ward and among females

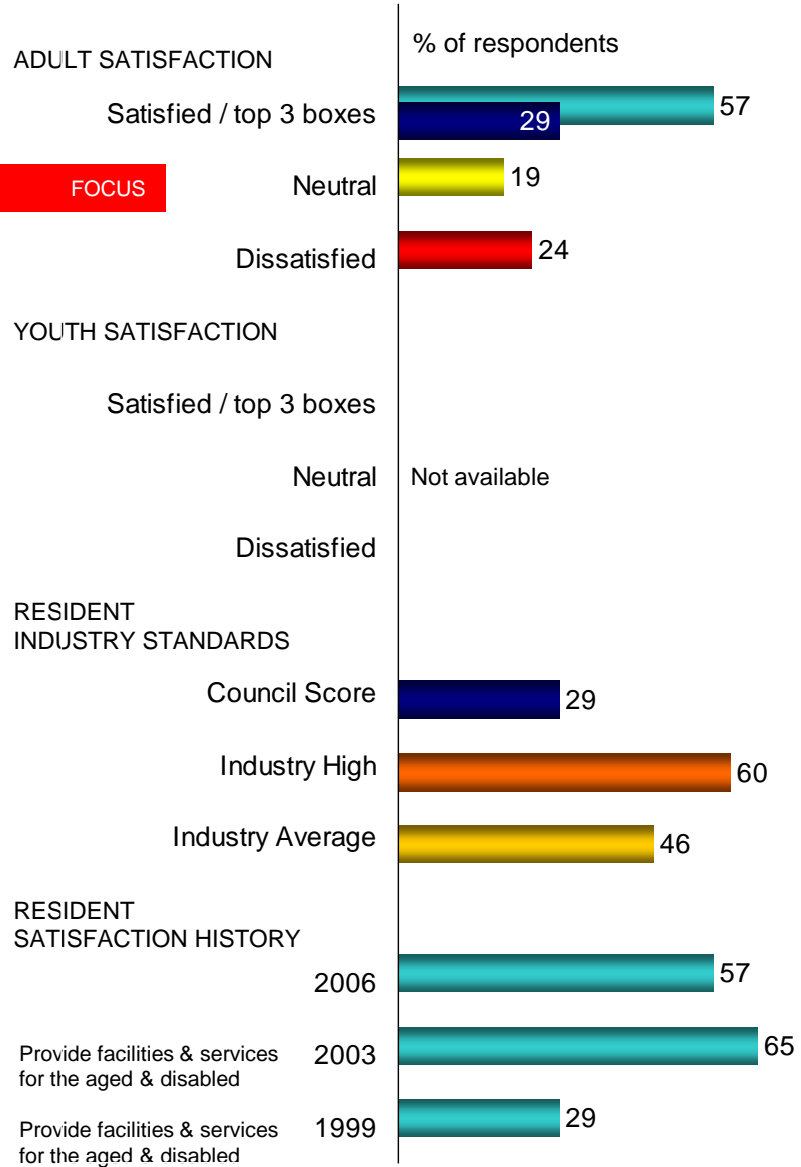
<i>% of respondents</i>	Top 3	Dissatisfied
Byford	60	10
North West	48	8
Central	39	12
South	42	11
Male	43	15
Female	54	7

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 397; youth n= 62)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Facilitate the provision of services and care for seniors



- Residents consider seniors services and care to be an important responsibility of the Shire
  - Mean importance rating = 8.9
- Satisfaction is moderate
  - Mean satisfaction rating = 6.1
  - 24% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings in the North West ward and among those aged 35+ years

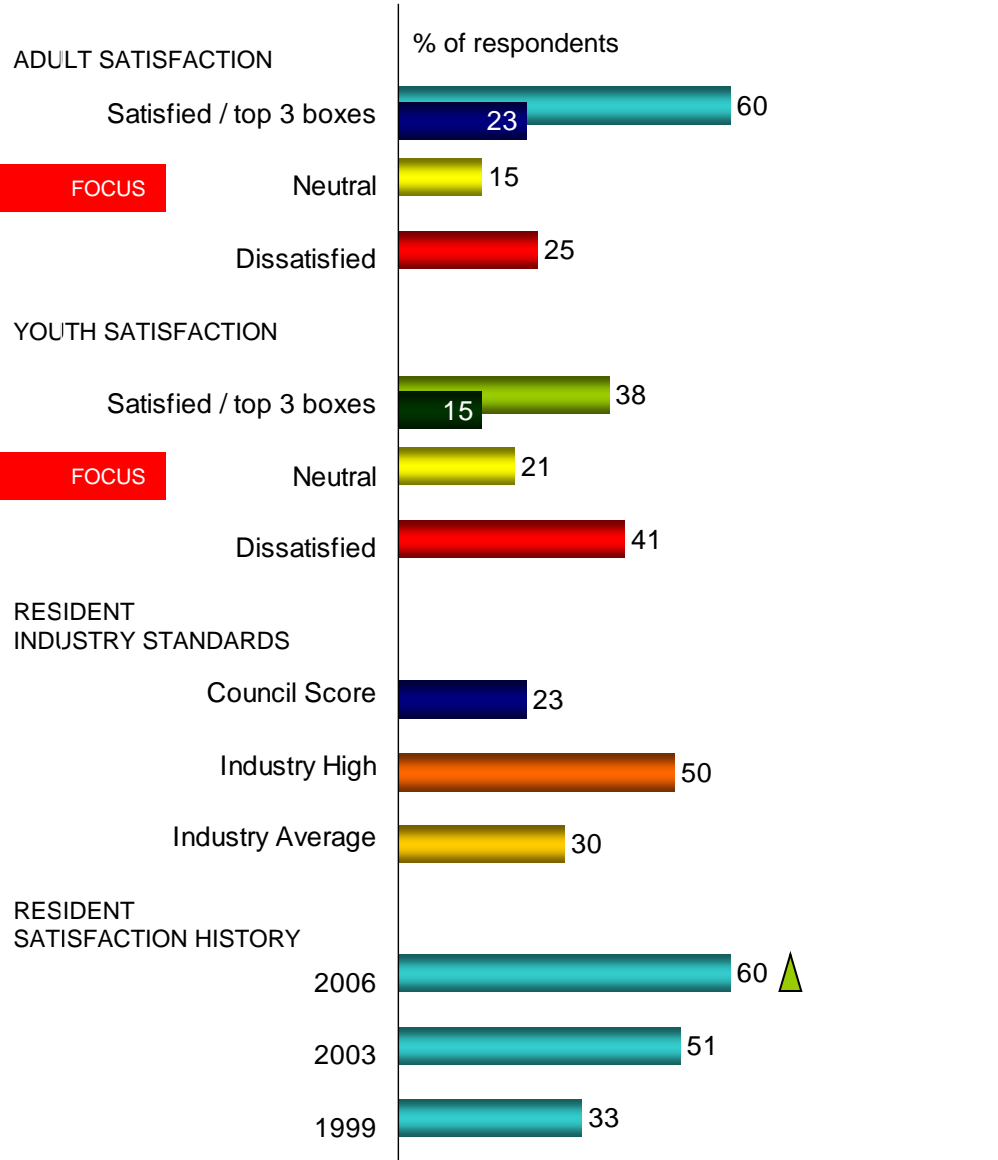
% of respondents	Top 3	Dissatisfied
Byford	40	22
North West	13	23
Central	20	25
South	31	26
13-17 yrs	na	na
18-34 yrs	44	8
35-54 yrs	20	25
55+ yrs	28	26

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 237; 2006 adult n= 326)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Facilitate the provision of facilities and services for youth

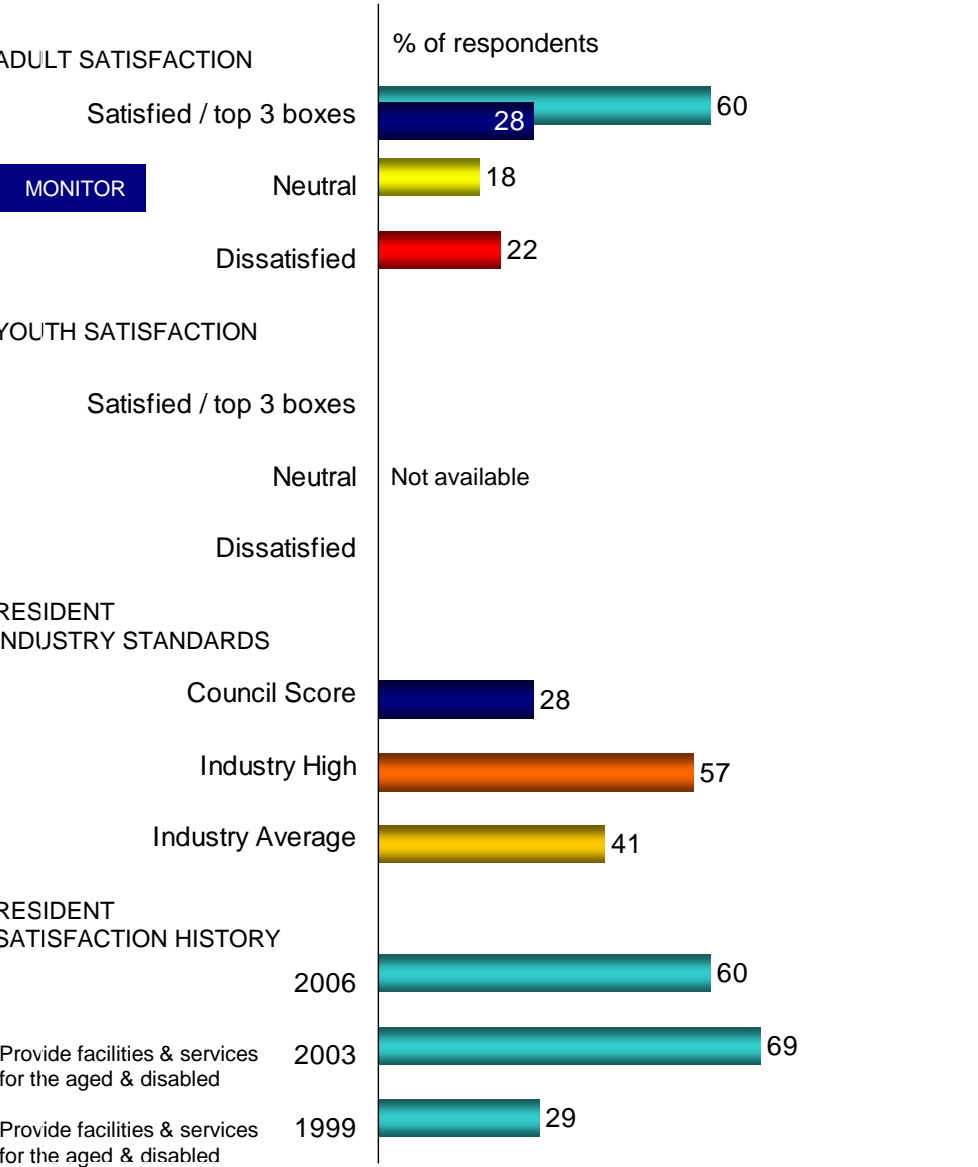


- Residents consider youth services and facilities to be an important responsibility of the Shire
  - Mean importance rating = 8.8
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.9
  - 25% of residents are dissatisfied
- Satisfaction is highest in the South ward and among 55+
- There is greatest room to improve satisfaction ratings among youth and those in the North West ward, followed by Central
  - This is one of the few times that people in the North West ward expressed equal or greater levels of dissatisfaction than people in other wards

% of respondents	Top 3	Dissatisfied
Byford	24	23
North West	21	31
Central	19	27
South	34	18
13-17 yrs	15	41
18-34 yrs	21	22
35-54 yrs	20	30
55+ yrs	32	18

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 266; 2006 adult n= 368; youth n= 61)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Make it easy for people, including those with disabilities, to access services & facilities



- Residents consider access to be an important responsibility of the Shire
  - Mean importance rating = 8.7
- Satisfaction is moderate
  - Mean satisfaction rating = 6.1
  - 22% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings among those aged 35+ years

% of respondents	Top 3	Dissatisfied
13-17 yrs	na	na
18-34 yrs	37	11
35-54 yrs	22	23
55+ yrs	29	23

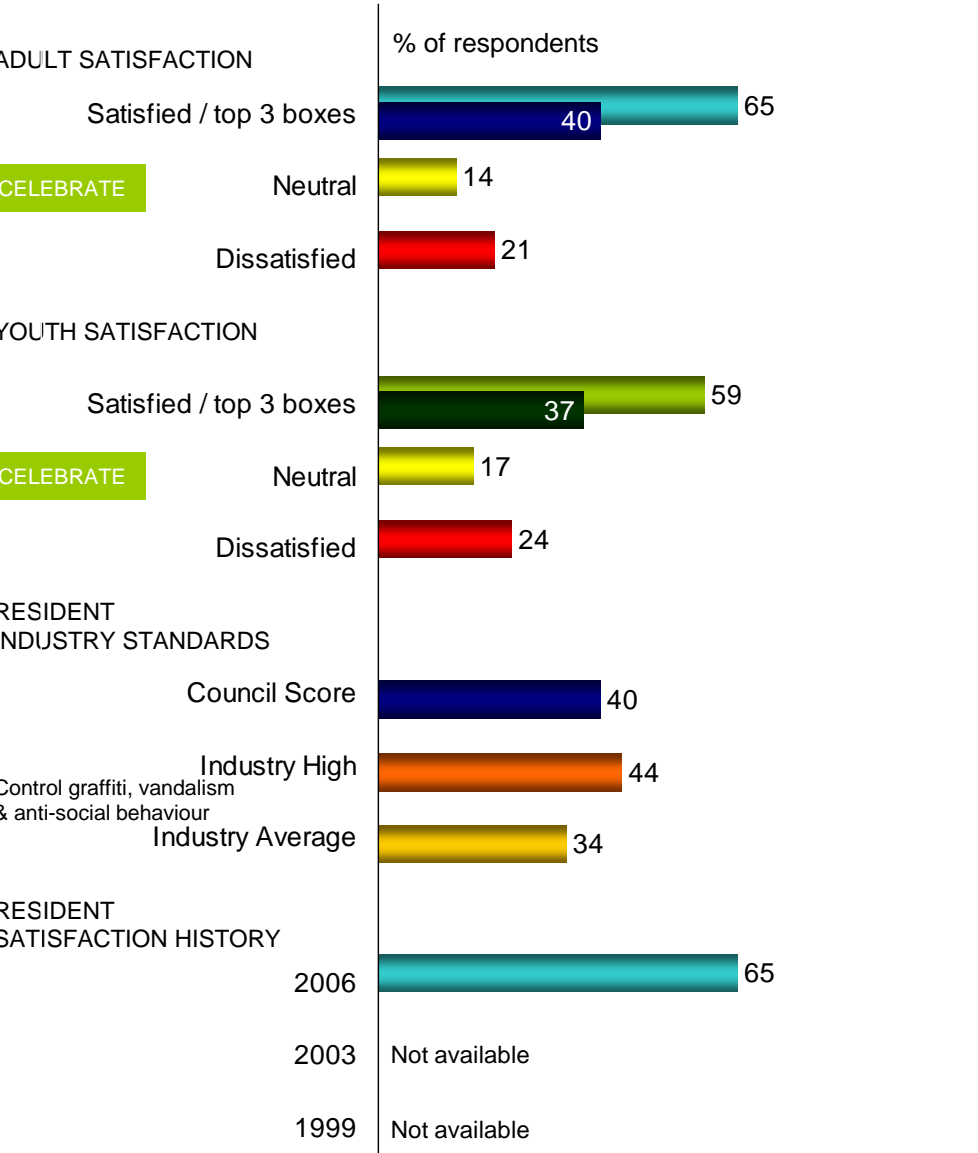
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Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 237; 2006 adult n= 348)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4



# Control graffiti and vandalism

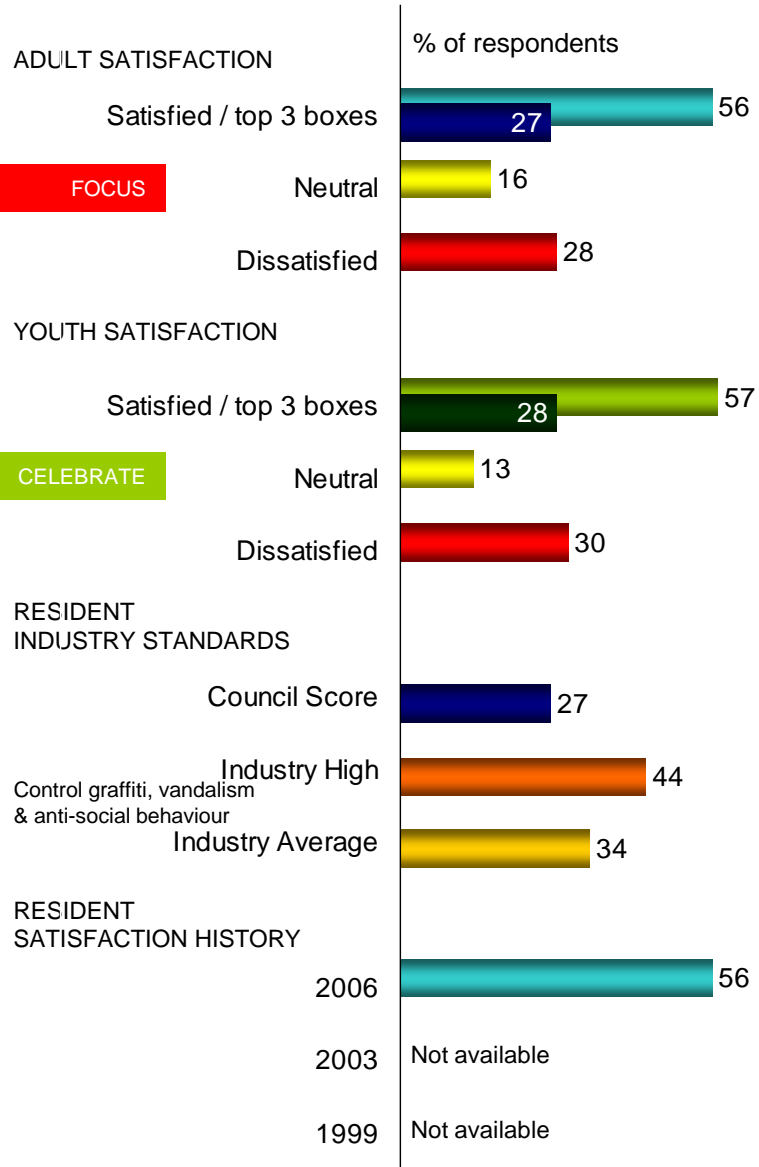


- Residents consider control of graffiti and vandalism to be a very important responsibility of the Shire
  - Mean importance rating = 9.0
- Satisfaction is moderate
  - Mean satisfaction rating = 6.5
  - 21% of residents are dissatisfied
- There is greatest opportunity to improve satisfaction in the North West ward, followed by Central

% of respondents	Top 3	Dissatisfied
Byford	47	21
North West	23	23
Central	32	23
South	52	16

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 389; youth n= 63)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Control anti-social behaviour



- Residents consider the control of anti-social behaviour to be an important responsibility of the Shire
  - Mean importance rating = 8.9
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.9
  - 28% of residents are dissatisfied
- Satisfaction ratings are highest among young adults

% of respondents	Top 3	Dissatisfied
13-17 yrs	28	30
18-34 yrs	35	20
35-54 yrs	23	28
55+ yrs	23	30

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 369; youth n= 60)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Provide access to public transport

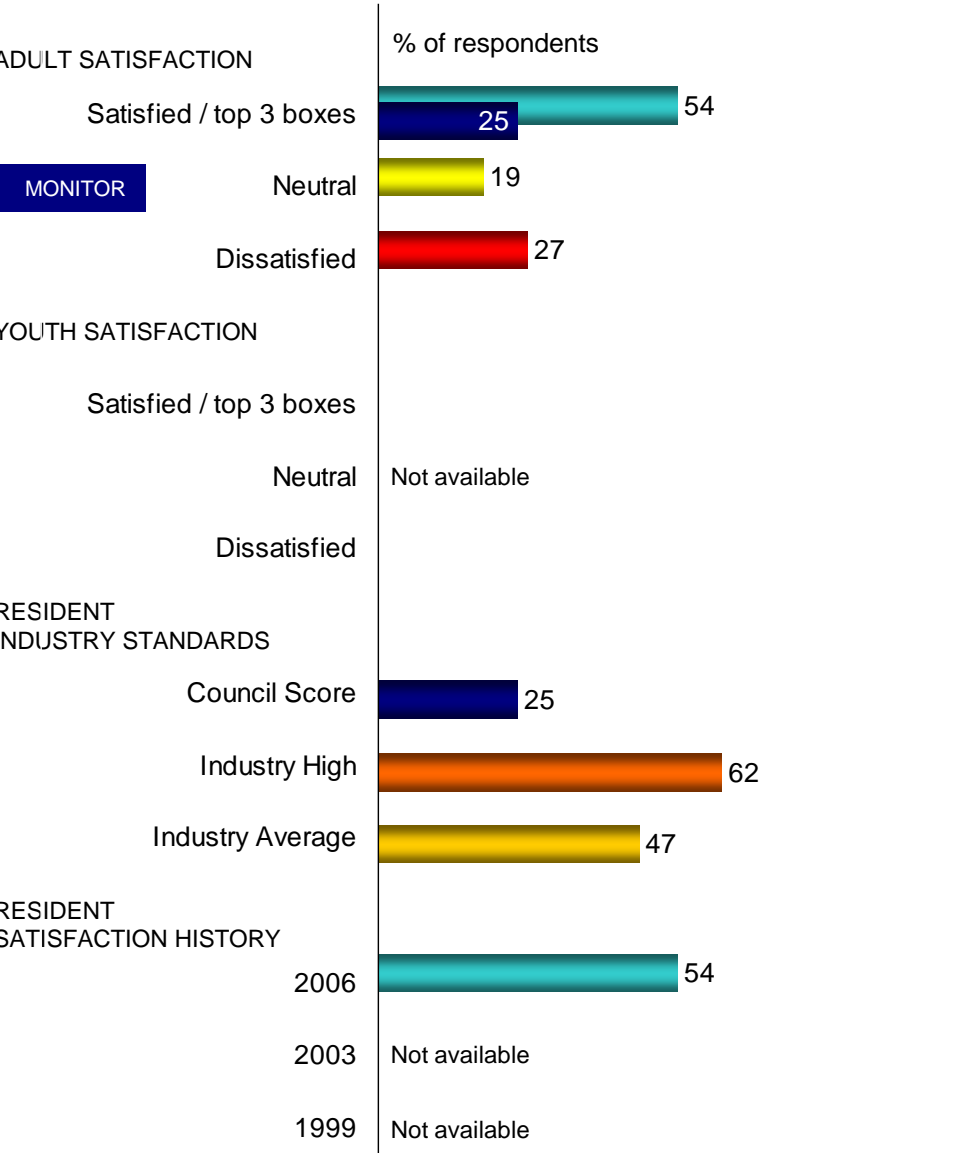


- Residents consider access to public transport to be an important responsibility of the Shire
  - Mean importance rating = 8.7
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.2
  - 44% of residents are dissatisfied
- Satisfaction is highest in the Byford ward and among young adults and seniors
- There is greatest room to improve satisfaction ratings in the North West and South wards, and among females and youth

% of respondents	Top 3	Dissatisfied
Byford	31	38
North West	12	50
Central	16	44
South	15	52
13-17 yrs	16	54
18-34 yrs	28	32
35-54 yrs	15	48
55+ yrs	27	42
Male	24	38
Female	18	49

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 402; youth n= 69)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Provide public health services such as immunisation, noise, dust and food control



- Residents consider public health services to be an important responsibility of the Shire
  - Mean importance rating = 8.7
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.8
  - 27% of residents are dissatisfied
- There is greatest room to improve in the Central ward

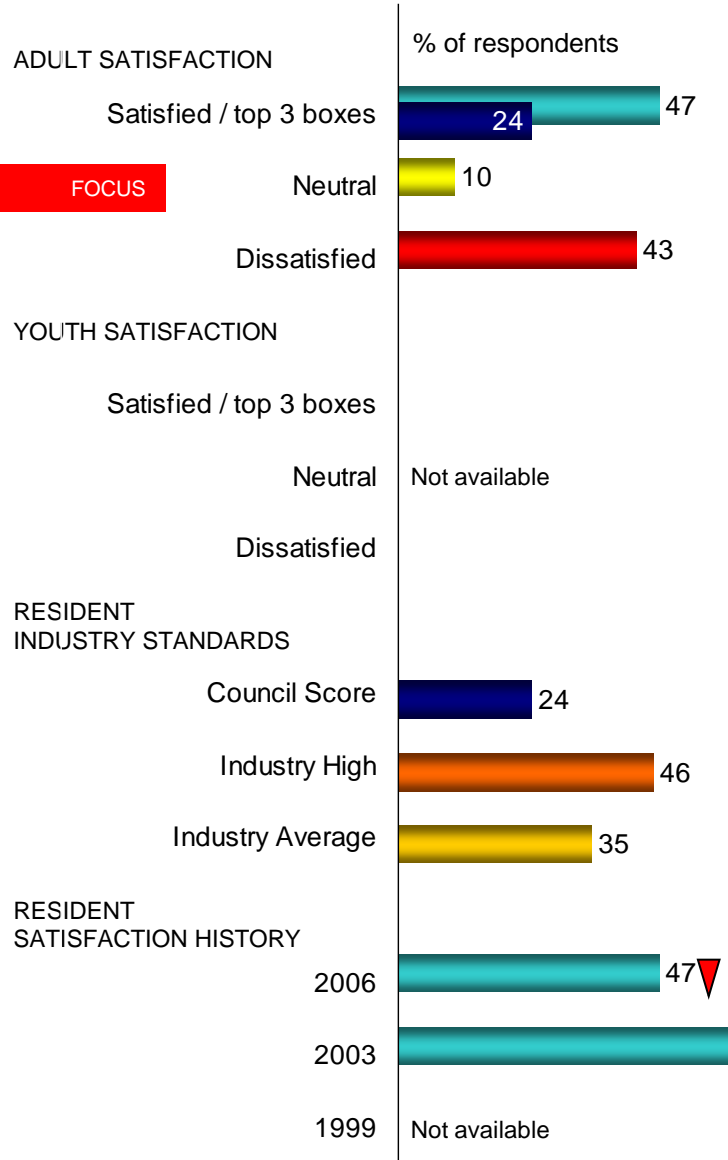
% of respondents	Top 3	Dissatisfied
Byford	28	27
North West	23	21
Central	16	29
South	33	26

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 364)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4



# Built environment

# Provide planning and building approvals



- Residents consider planning and building approvals to be a very important responsibility of the Shire
  - Mean importance rating = 9.0
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.0
  - 43% of residents are dissatisfied
- Satisfaction is highest among those in the North West ward and seniors
- There is greatest room to improve satisfaction ratings among those in the Central ward and younger adults
- In Byford, residents are divided

% of respondents	Top 3	Dissatisfied
Byford	26	41
North West	36	33
Central	20	52
South	19	33
13-17 yrs	na	na
18-34 yrs	22	56
35-54 yrs	20	48
55+ yrs	36	32

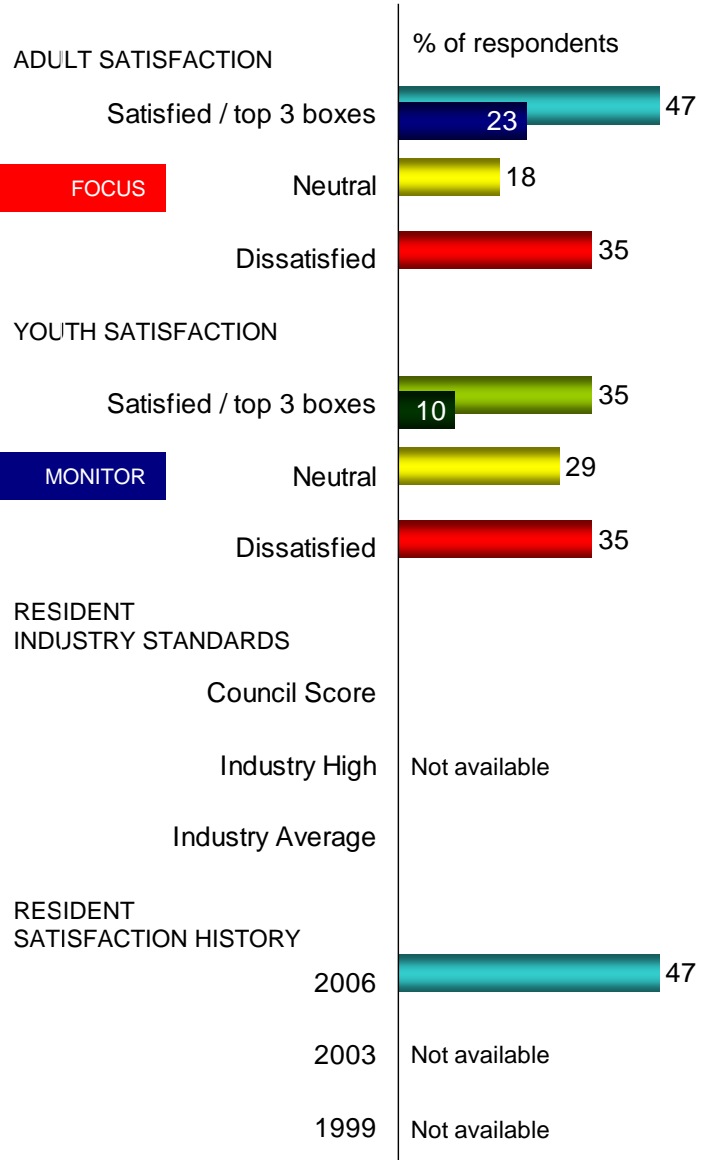
In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 310; 2006 adult n= 396)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Create a Town Centre that is a focal point with uses, services and activities that meet community needs

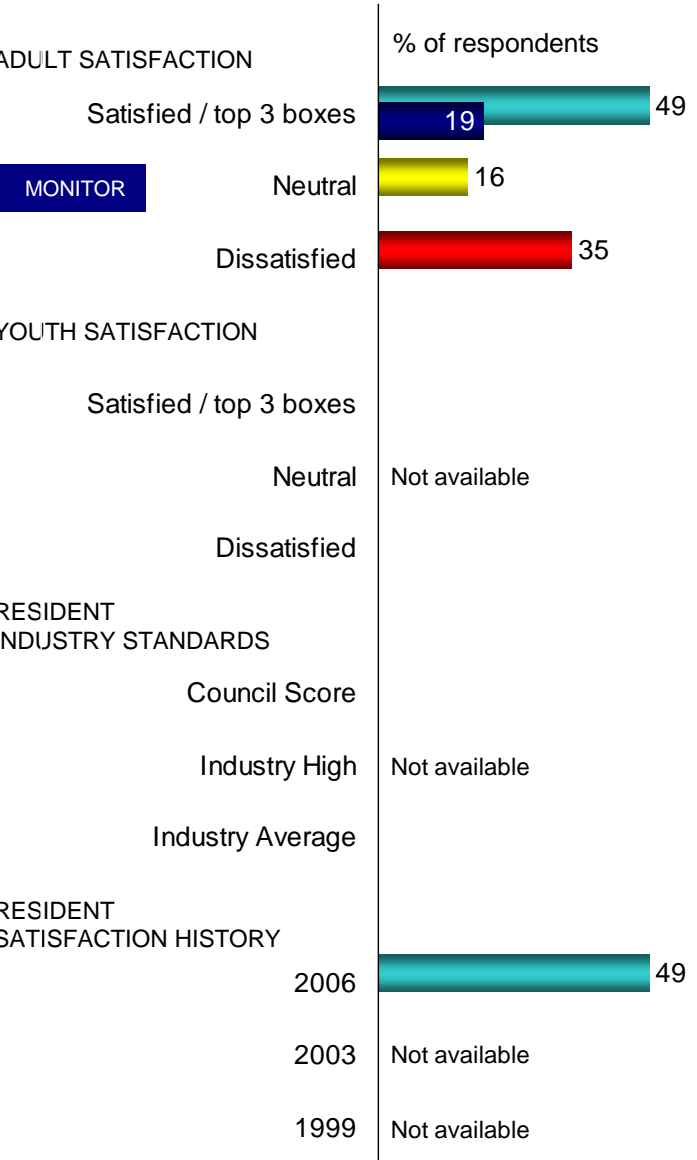


- Residents consider the creation of a Town Centre to be an important responsibility of the Shire
  - Mean importance rating = 8.8
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.5
  - 35% of residents are dissatisfied
- Satisfaction is highest in the North West ward
  - People in this area are least likely to say they are dissatisfied

% of respondents	Top 3	Dissatisfied
Byford	23	39
North West	27	17
Central	19	37
South	29	33

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 417; youth n= 62)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Manage urban sprawl



- Residents consider the management of urban sprawl to be an important responsibility of the Shire
  - Mean importance rating = 8.7
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.2
  - 35% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings in the Byford and Central wards, among singles and couples aged 18-44 years and families with young children (under 12 years)

% of respondents	Top 3	Dissatisfied
Byford	20	41
North West	20	20
Central	16	39
South	24	25
Younger singles / couples	16	42
Young families	14	43
Older families	23	28
Older singles / couples	26	31

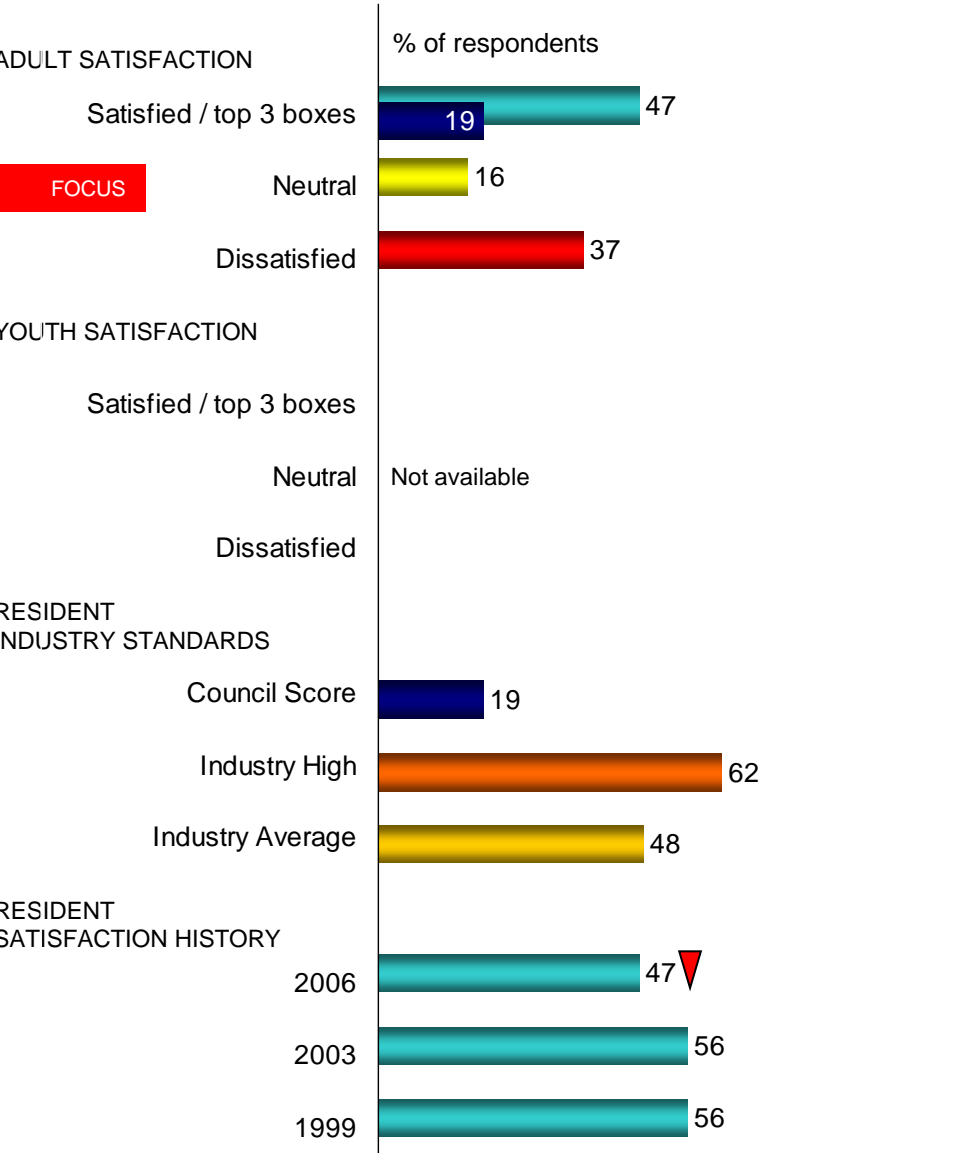
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Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 398)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4



# Maintain roads

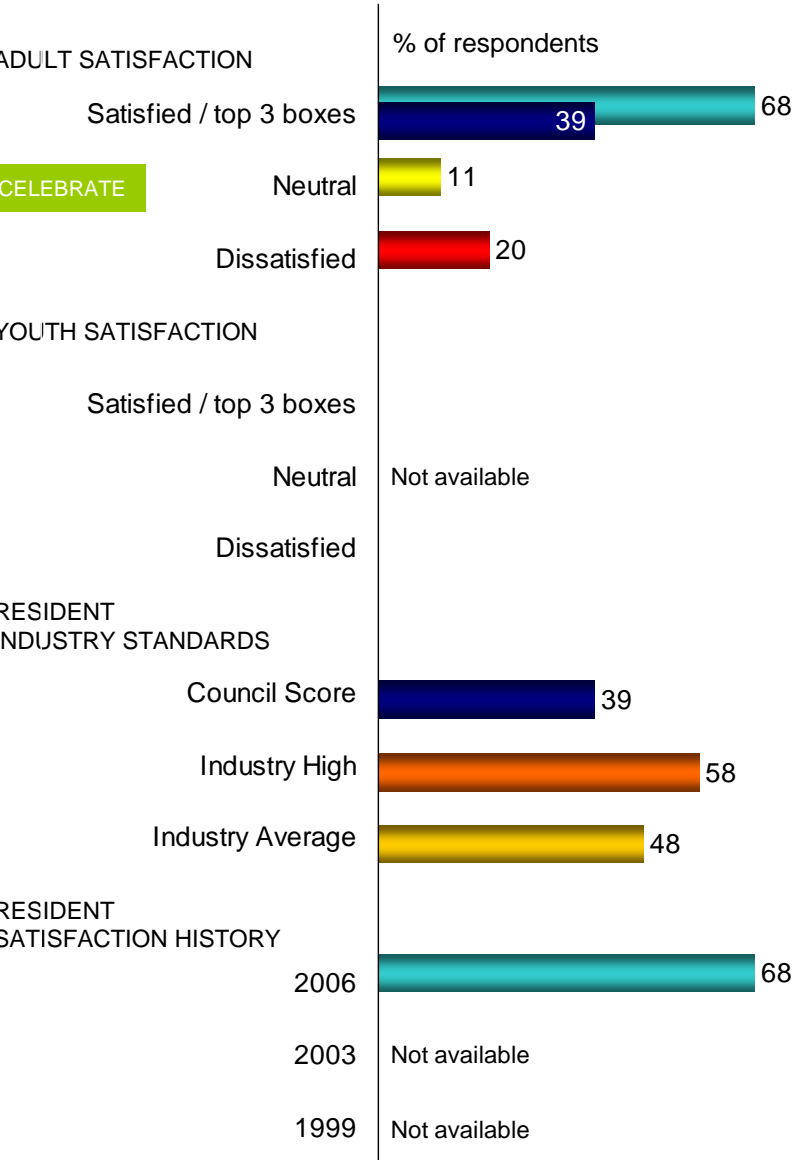


- Residents consider roads to be a very important responsibility of the Shire
  - Mean importance rating = 9.2
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.2
  - 37% of residents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction ratings among those in the Central and South wards, young adults and females

% of respondents	Top 3	Dissatisfied
Byford	18	31
North West	22	25
Central	15	44
South	24	41
13-17 yrs	na	na
18-34 yrs	12	48
35-54 yrs	17	40
55+ yrs	29	30
Male	16	29
Female	21	43

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 396; 2006 adult n= 429)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Provide & maintain street signs

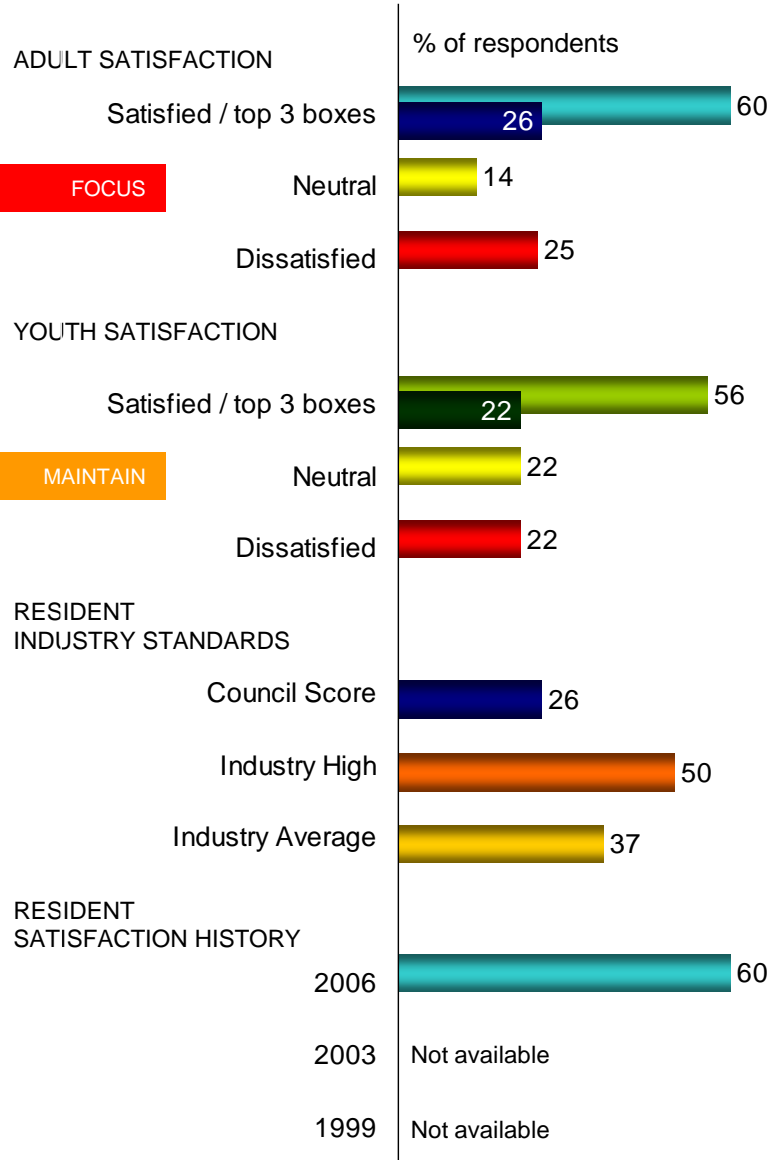


- Residents consider street signs to be an important responsibility of the Shire
  - Mean importance rating = 8.9
- Satisfaction is moderate
  - Mean satisfaction rating = 6.5
  - 20% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings among younger adults (possibly among newer residents)

% of respondents	Top 3	Dissatisfied
13-17 yrs	na	na
18-34 yrs	51	30
35-54 yrs	32	23
55+ yrs	42	14

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 430)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Manage and control traffic on local roads

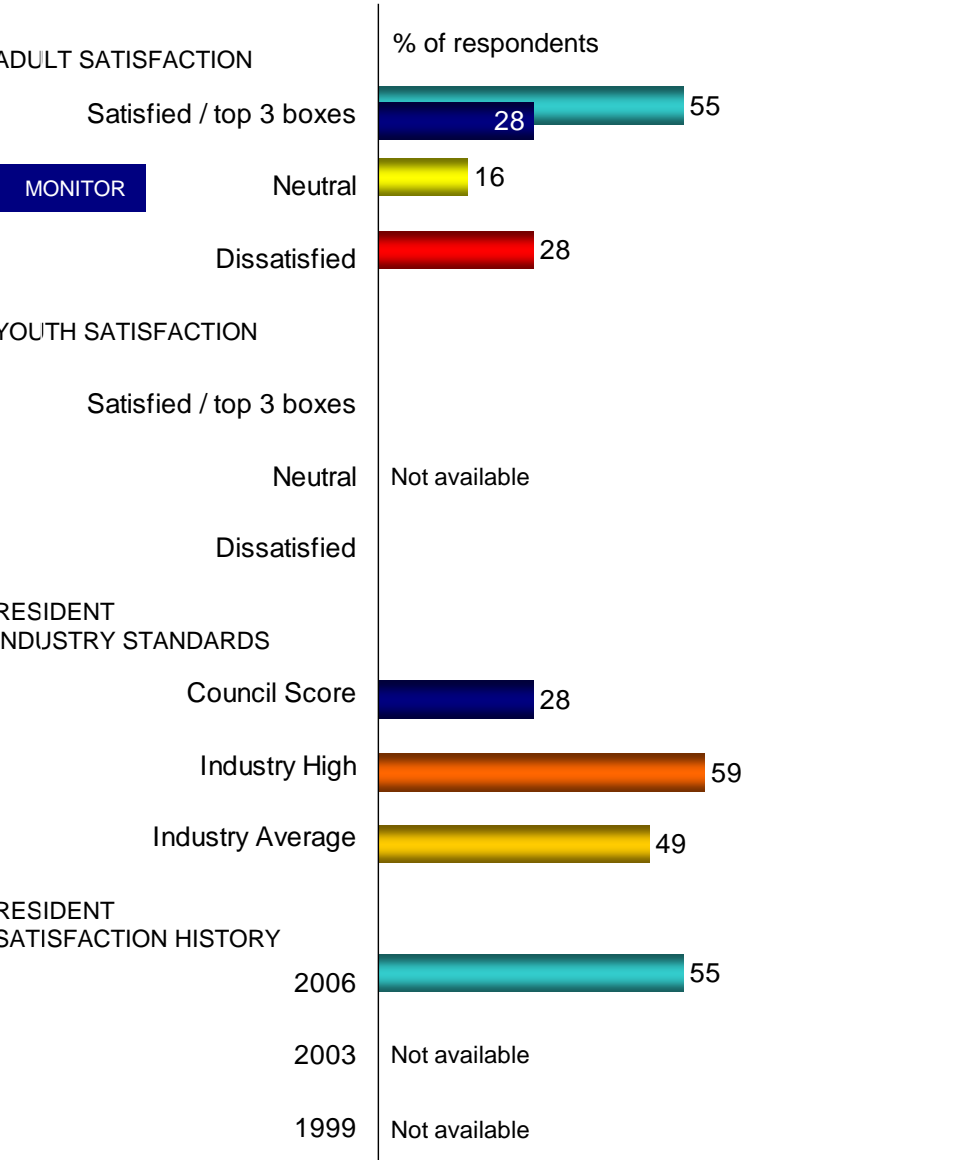


- Residents consider local traffic management to be an important responsibility of the Shire
  - Mean importance rating = 8.8
- Satisfaction is moderate
  - Mean satisfaction rating = 6.0
  - 25% of residents are dissatisfied
- Satisfaction ratings are similar across the community

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 421; youth n= 64)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼ ▲ = significant variance

# Provide sufficient street lighting

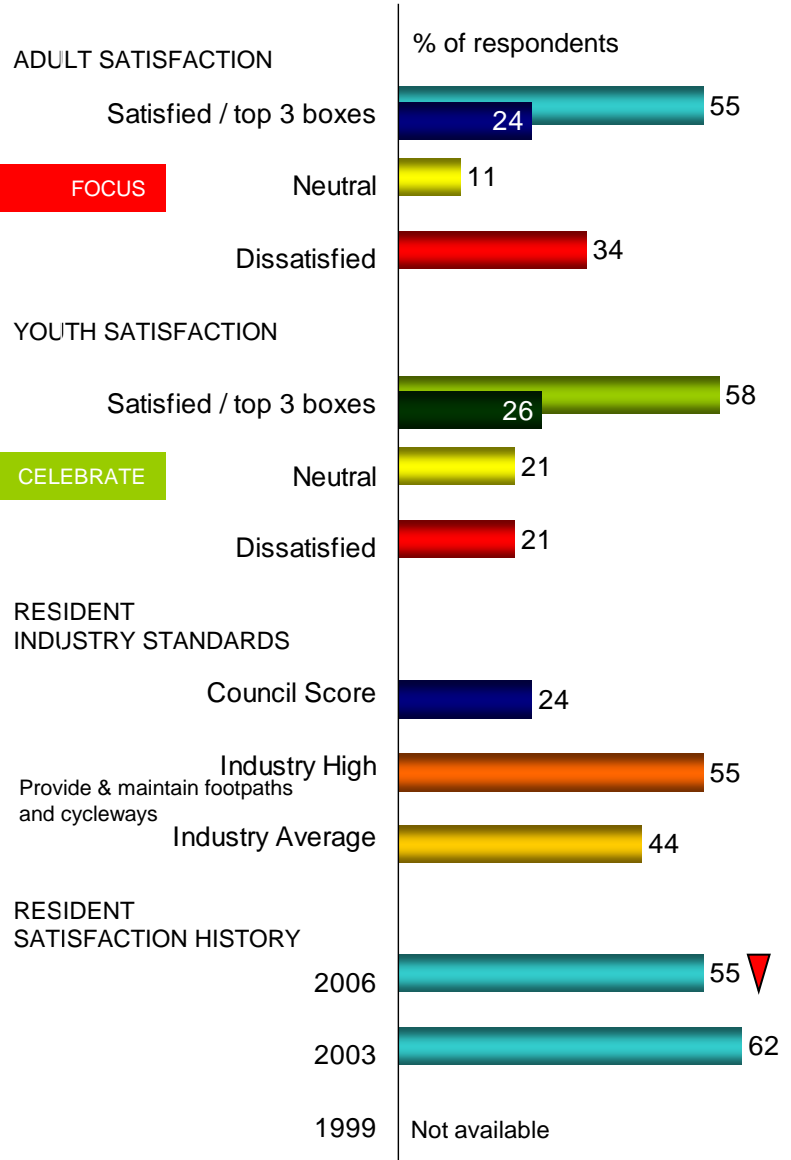


- Residents consider street lighting to be an important responsibility of the Shire
  - Mean importance rating = 8.7
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.8
  - 28% of residents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction ratings among those in the North West ward

% of respondents	Top 3	Dissatisfied
Byford	28	28
North West	19	37
Central	25	27
South	39	27
13-17 yrs	na	na
18-34 yrs	20	32
35-54 yrs	28	32
55+ yrs	36	22

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 420)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Provide & maintain paths and trails



- Residents consider paths and trails to be an important responsibility of the Shire
  - Mean importance rating = 8.9
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.5
  - 34% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings among females and younger adults (those with and without children)

% of respondents	Top 3	Dissatisfied
13-17 yrs	26	21
18-34 yrs	15	46
35-54 yrs	27	39
55+ yrs	28	24
Male	21	27
Female	26	39
Younger singles / couples	10	46
Young families	22	42
Older families	36	29
Older singles / couples	29	27

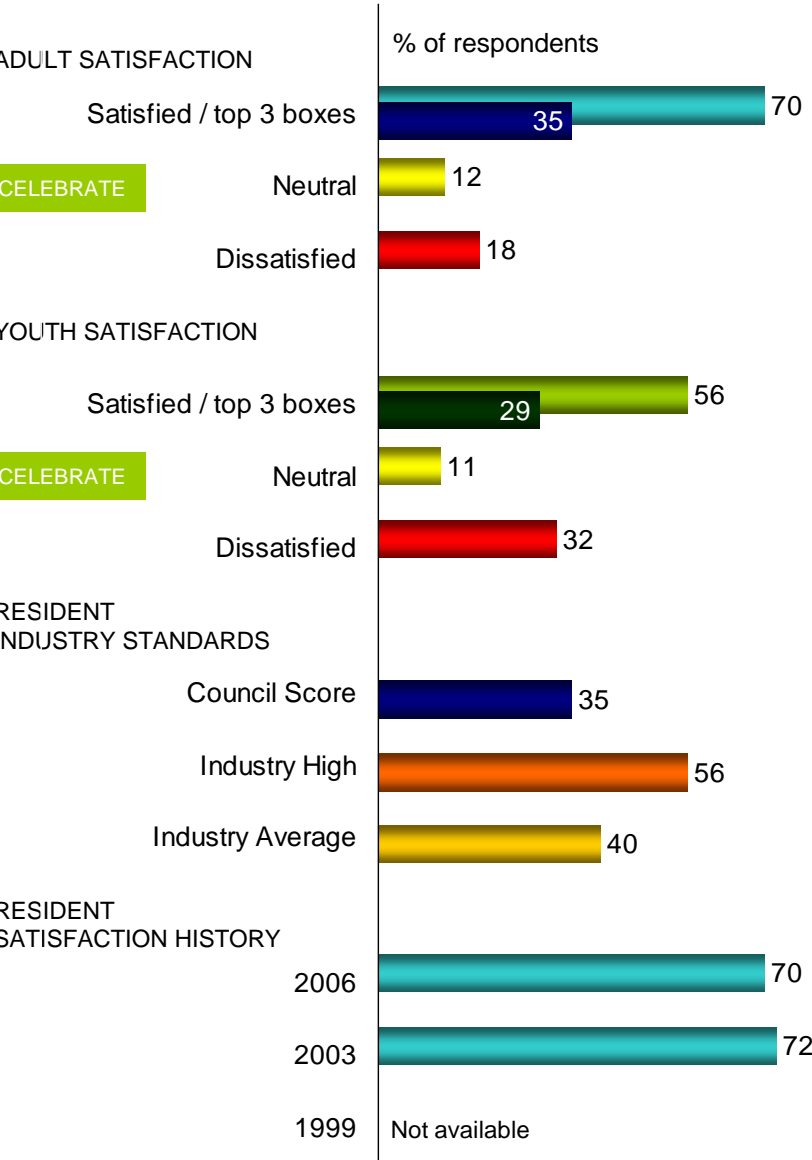
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Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 335; 2006 adult n= 423; youth n= 66)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Provide & maintain community buildings, halls and toilets



- Residents consider community buildings to be an important responsibility of the Shire
  - Mean importance rating = 8.8
- Satisfaction is moderate
  - Mean satisfaction rating = 6.4
  - 18% of residents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction ratings among youth

% of respondents	Top 3	Dissatisfied
13-17 yrs	29	32
18-34 yrs	24	19
35-54 yrs	36	22
55+ yrs	43	12

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

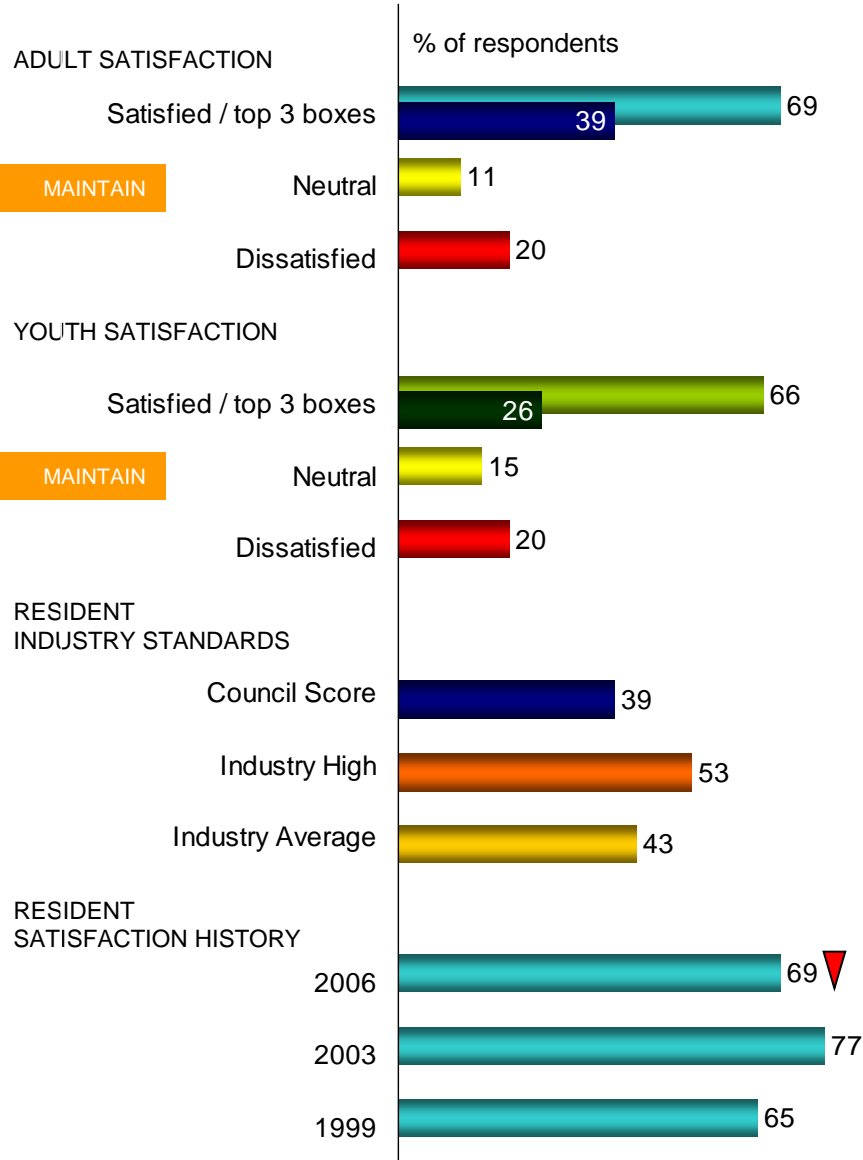
Base: Respondents who feel familiar enough with service/facility to comment (2003 n= 323; 2006 adult n= 404; youth n= 62)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4



Natural environment

# Be responsible for conservation and environmental management



- Residents consider conservation and environmental management to be an important responsibility of the Shire
  - Mean importance rating = 8.7
- Satisfaction is moderate
  - Mean satisfaction rating = 6.5
  - 20% of residents are dissatisfied
- Satisfaction is highest among those in the North West ward

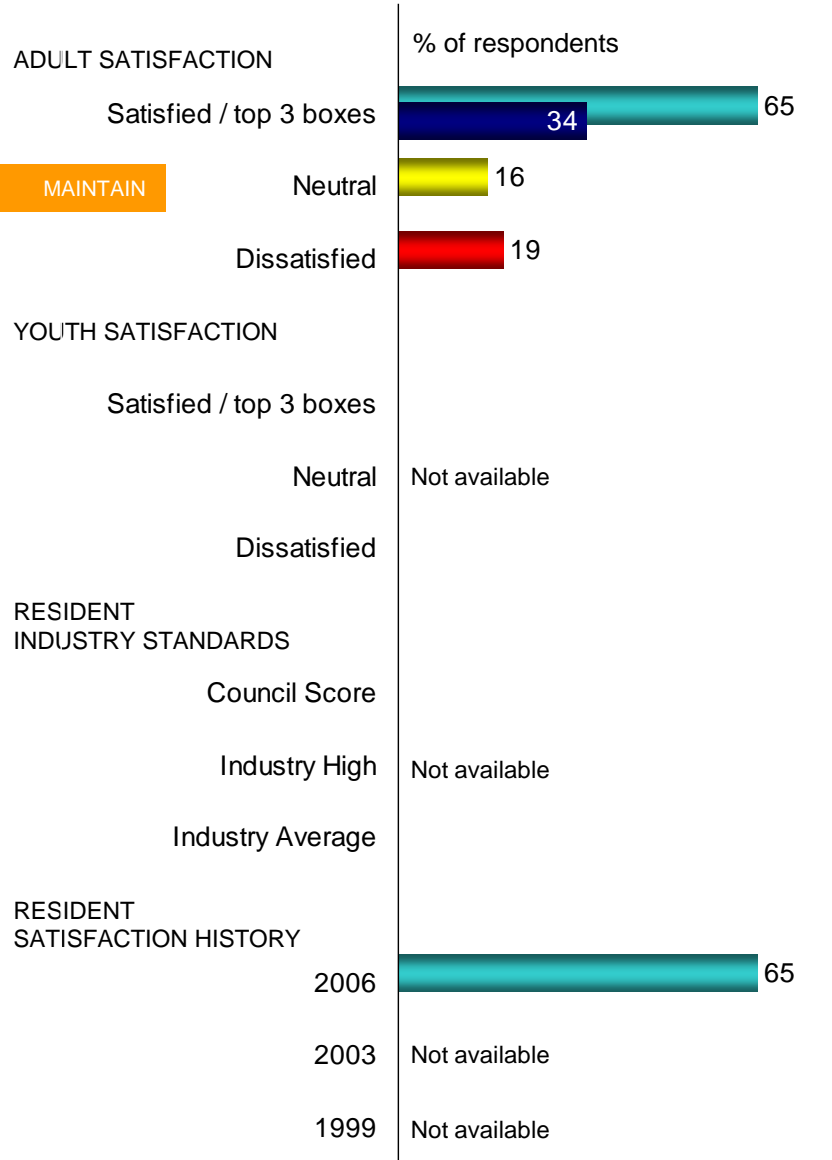
% of respondents	Top 3	Dissatisfied
Byford	39	20
North West	48	10
Central	34	24
South	45	17

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied. Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 344; 2006 adult n= 410; youth n= 61) Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance



# Encourage responsible use of water



- Residents consider water management to be an important responsibility of the Shire
  - Mean importance rating = 8.7
- Satisfaction is moderate
  - Mean satisfaction rating = 6.4
  - 19% of residents are dissatisfied

■ There is greatest room to improve satisfaction in the Central ward

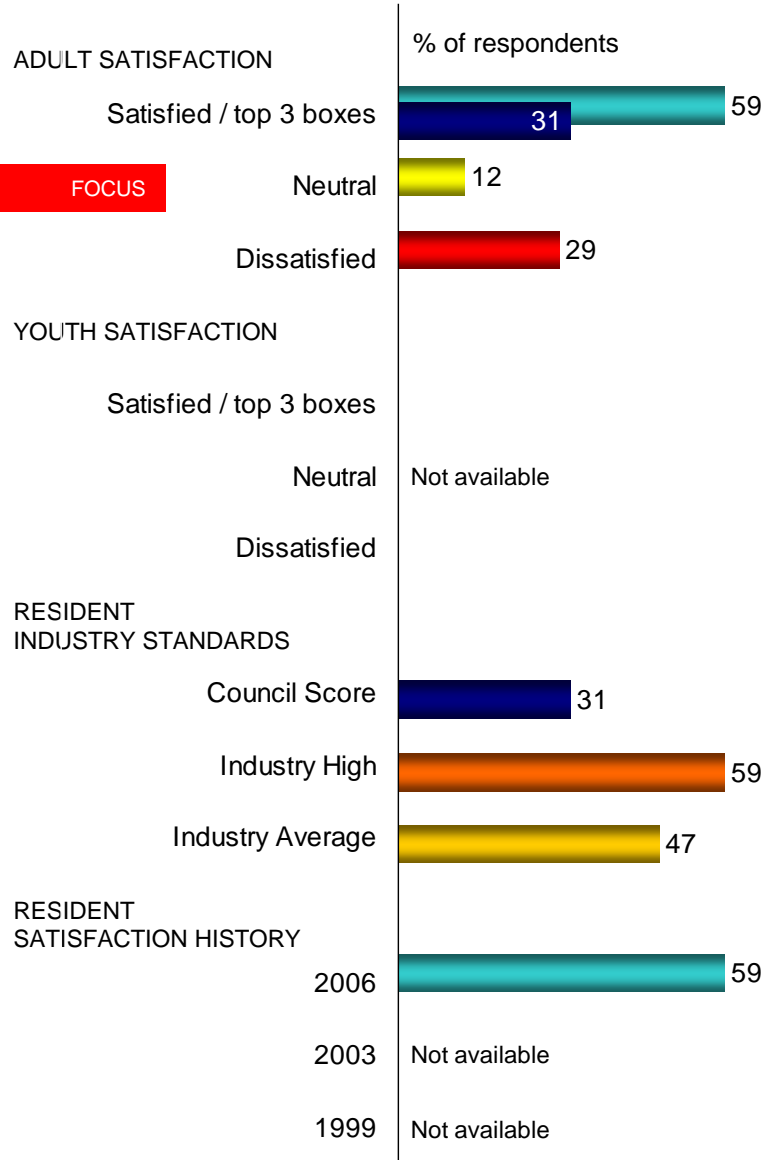
<i>% of respondents</i>	Top 3	Dissatisfied
Byford	37	19
North West	40	9
Central	25	18
South	43	26

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 391)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Manage and control storm water drainage



- Residents consider storm water management to be an important responsibility of the Shire
  - Mean importance rating = 8.8
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.9
  - 29% of residents are dissatisfied
- There is greatest room to improve satisfaction in the Central ward

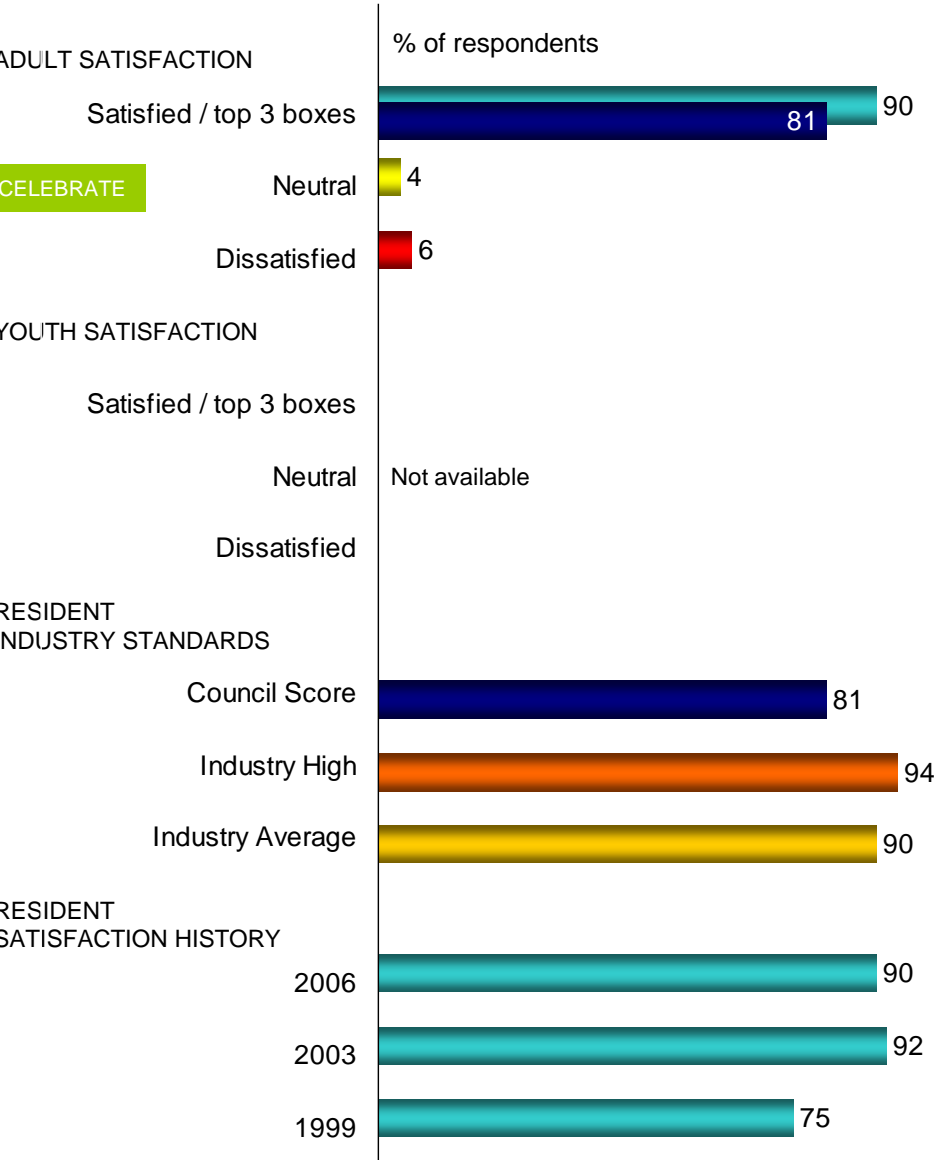
% of respondents	Top 3	Dissatisfied
Byford	36	30
North West	37	28
Central	23	28
South	31	29

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 386)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

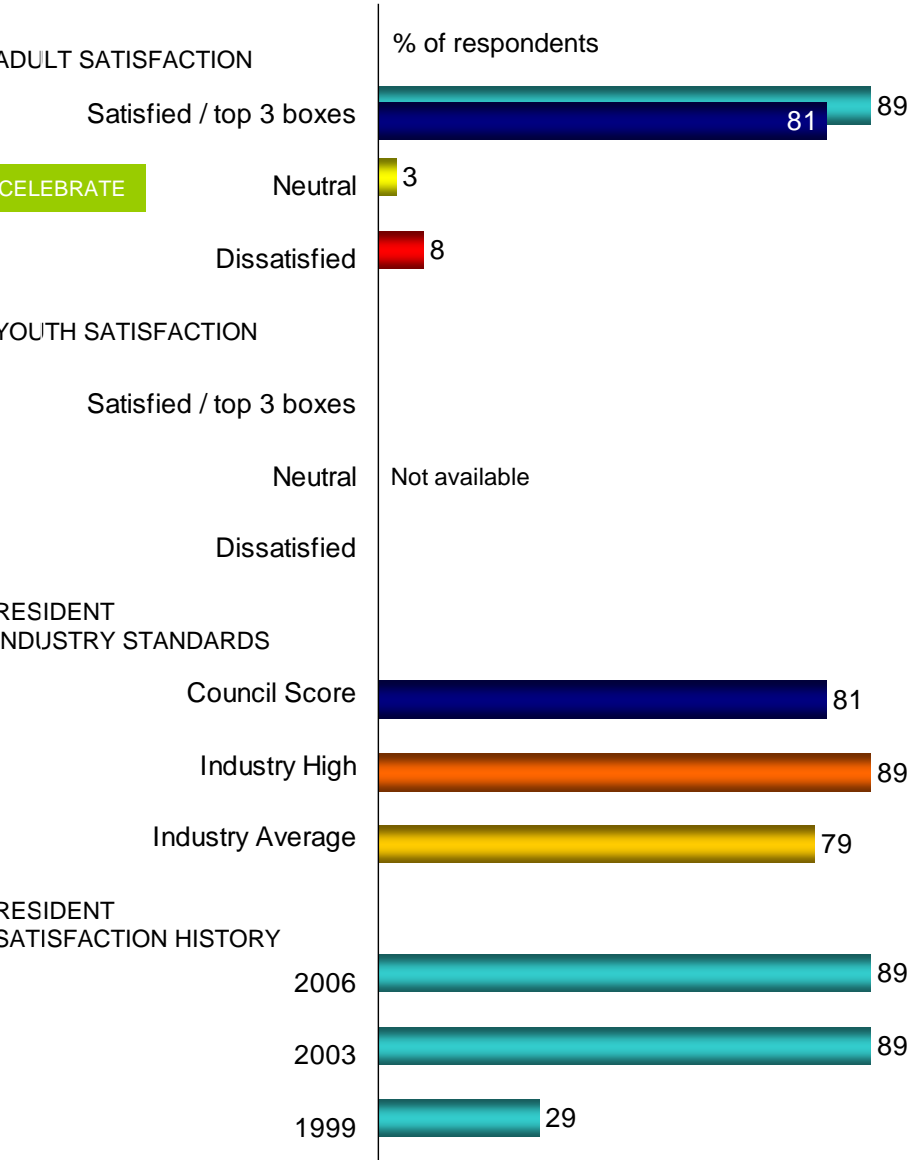
# Provide weekly rubbish collections



- Residents consider weekly rubbish collections to be a very important responsibility of the Shire
  - Mean importance rating = 9.5
- Satisfaction is relatively high
  - Mean satisfaction rating = 8.6
- Satisfaction ratings are similar across the community

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 392; 2006 adult n= 436)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

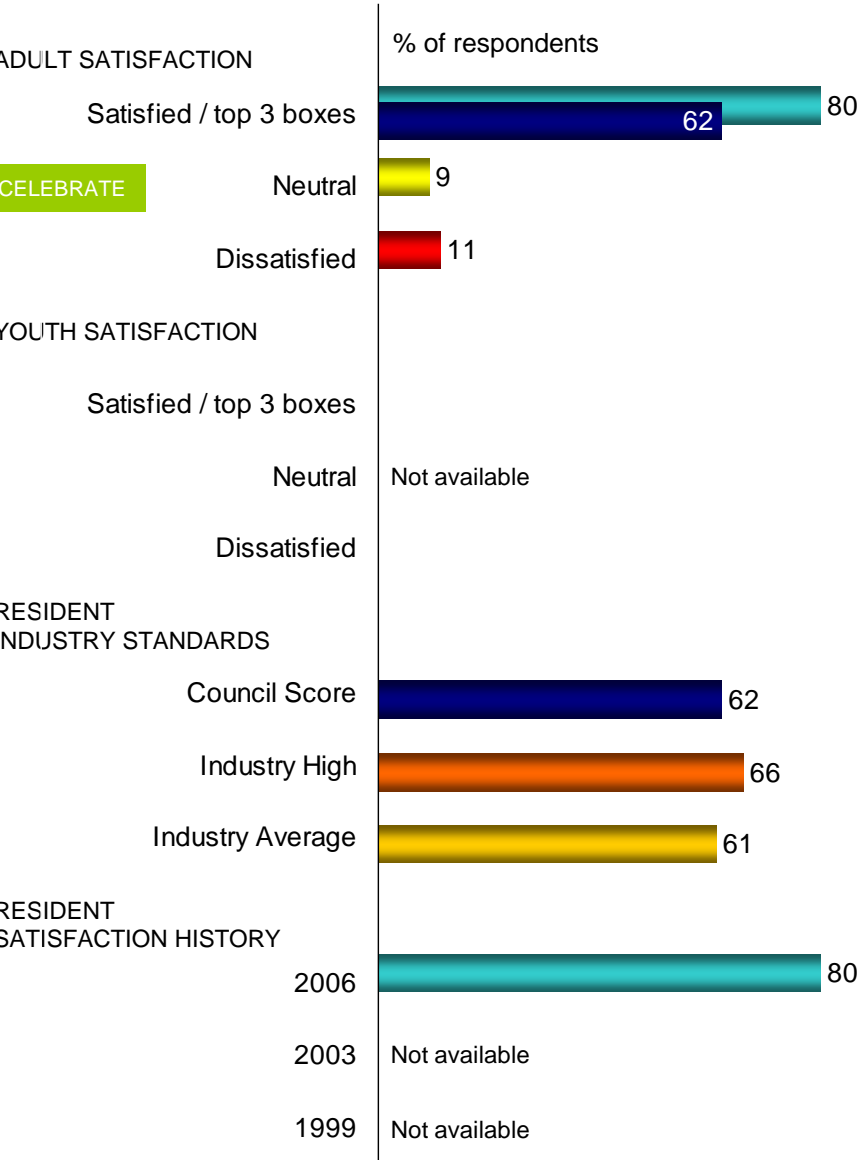
# Provide fortnightly recycling services



- Residents consider fortnightly recycling services to be a very important responsibility of the Shire
  - Mean importance rating = 9.4
- Satisfaction is relatively high
  - Mean satisfaction rating = 8.6
- Satisfaction ratings are similar across the community

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 391; 2006 adult n= 432)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

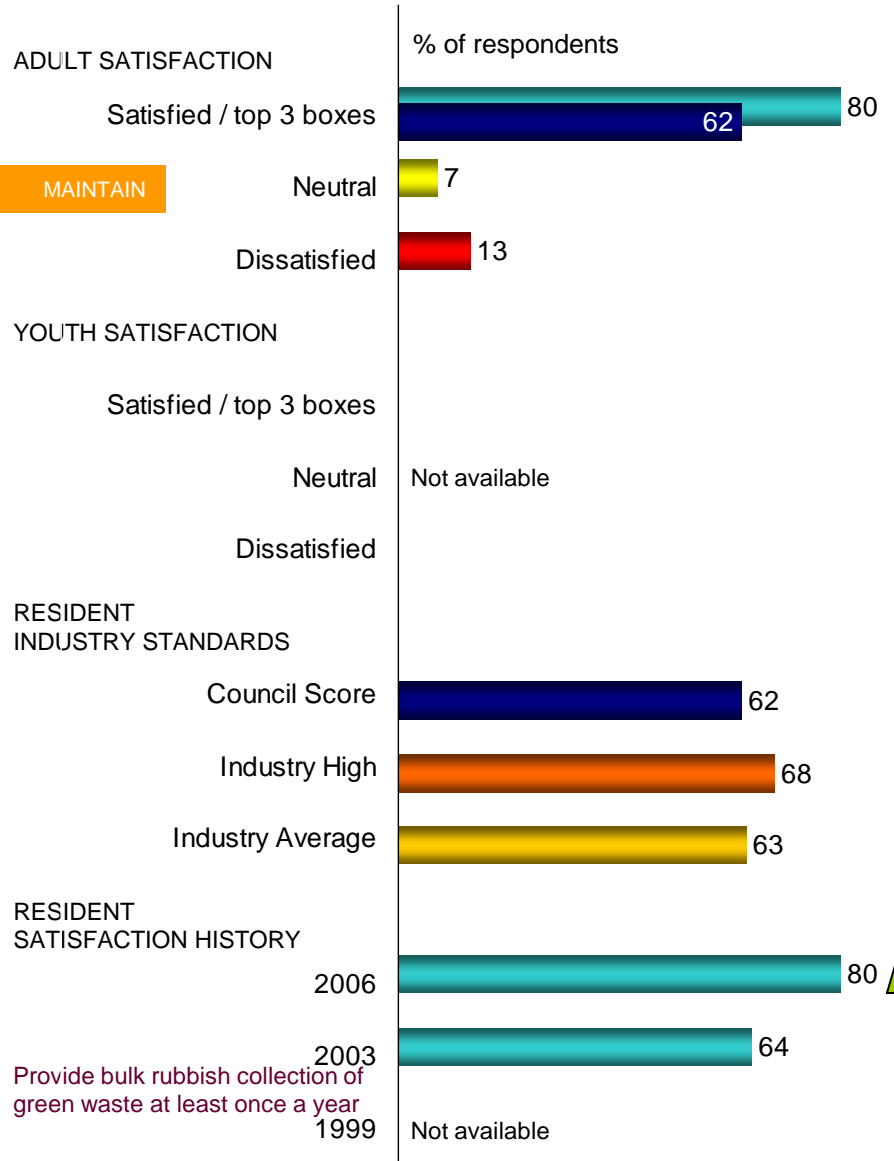
# Provide bulk rubbish collection of clothing, white goods, furniture, etc



- Residents consider white bulk rubbish collections to be a very important responsibility of the Shire
  - Mean importance rating = 9.0
- Satisfaction is moderate
  - Mean satisfaction rating = 7.7
- Satisfaction ratings are similar across the community

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 431)  
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

# Provide bulk rubbish collection of green waste



- Residents consider green bulk collections to be an important responsibility of the Shire
  - Mean importance rating = 8.7
- Satisfaction is moderate
  - Mean satisfaction rating = 7.6
- Satisfaction ratings are similar across the community

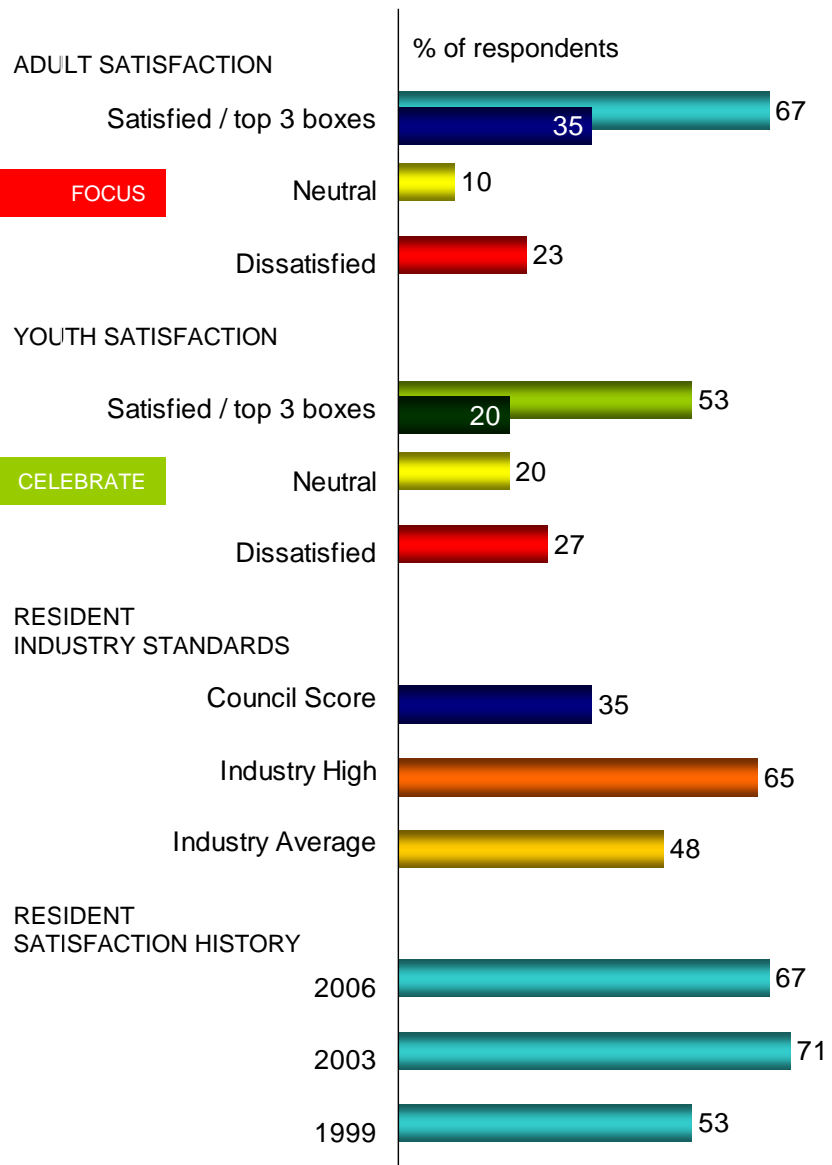
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Base: Respondents who feel familiar enough with service/facility to comment (2003 n= 345; 2006 adult n= 421)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▲ ▼ = significant variance

# Provide & maintain streetscapes, parks and reserves



- Residents consider green areas to be a very important responsibility of the Shire
  - Mean importance rating = 9.0
- Satisfaction is moderate
  - Mean satisfaction rating = 6.2
  - 23% of residents are dissatisfied
- Satisfaction is highest among seniors

% of respondents	Top 3	Dissatisfied
13-17 yrs	20	27
18-34 yrs	31	25
35-54 yrs	34	29
55+ yrs	40	16

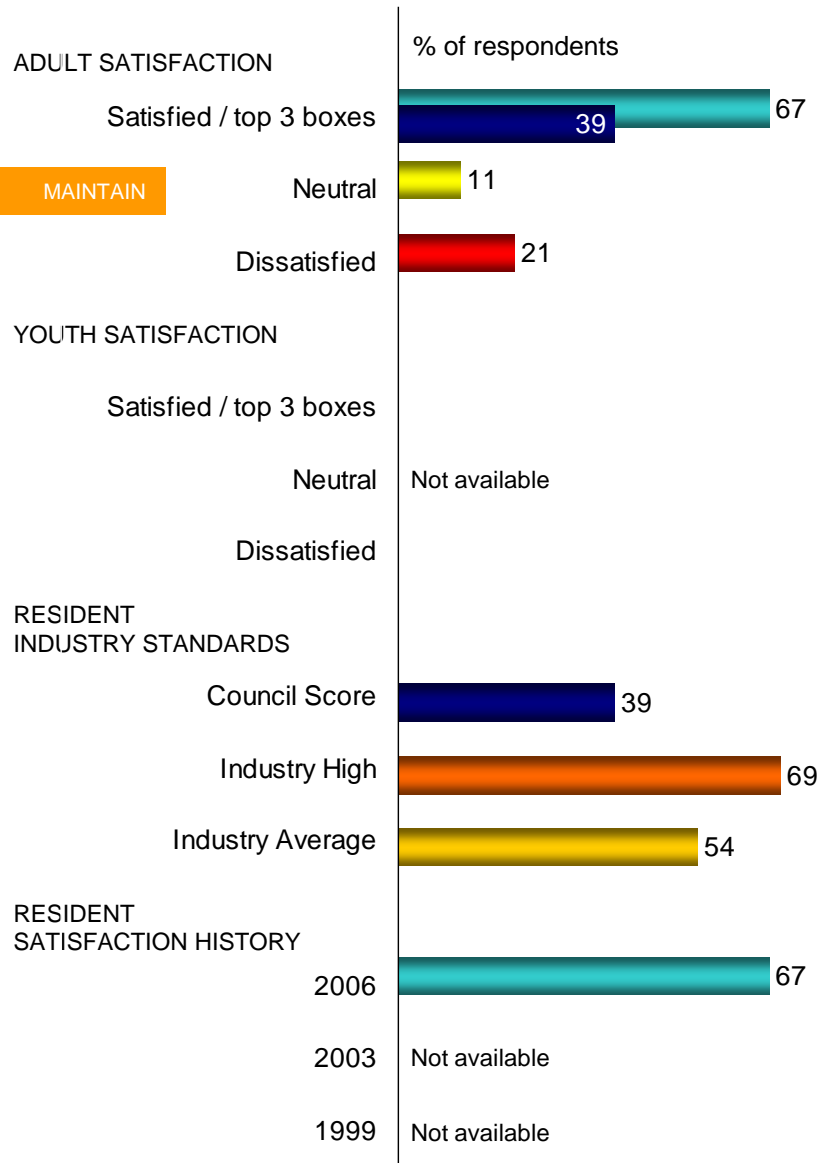
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Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 362; 2006 adult n= 427; youth n= 66)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Control animals



- Residents consider animal control to be an important responsibility of the Shire
  - Mean importance rating = 8.6
- Satisfaction is moderate
  - Mean satisfaction rating = 6.4
  - 21% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings in the Central ward

% of respondents	Top 3	Dissatisfied
Byford	41	18
North West	34	13
Central	36	28
South	46	18

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

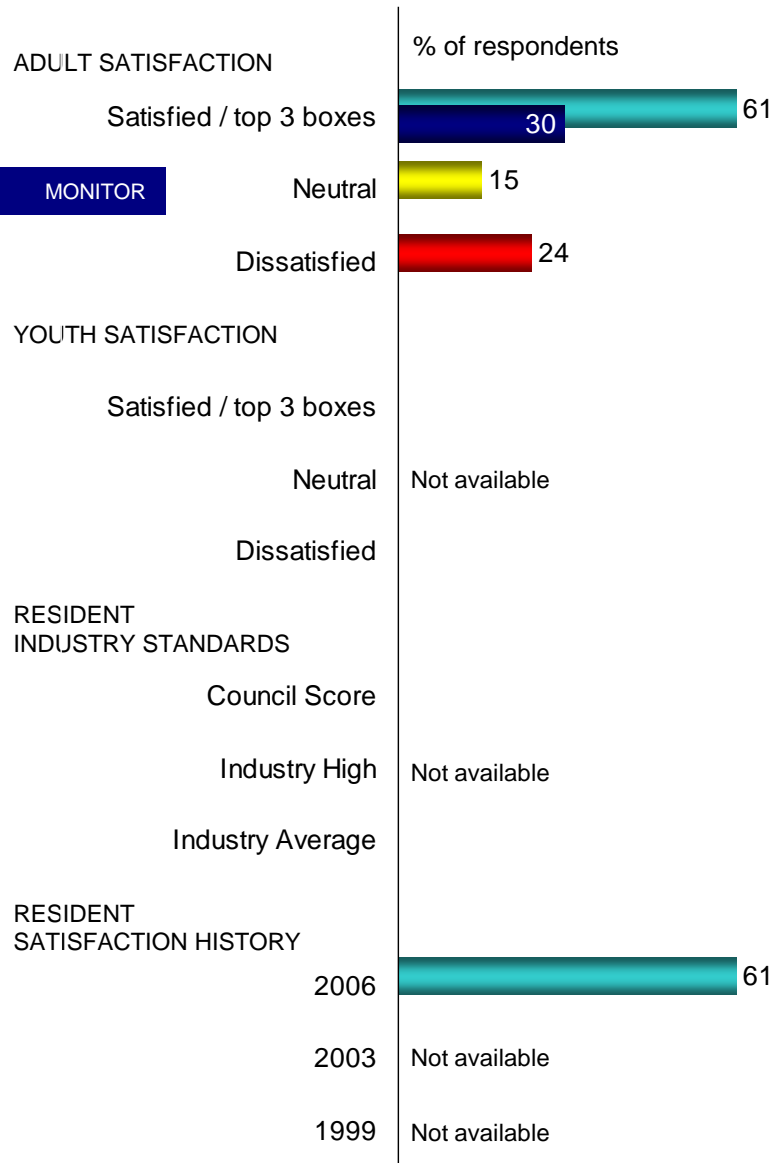
Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 399)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance



# Manage insects and pests



- Residents consider insect and pest management to be an important responsibility of the Shire
  - Mean importance rating = 8.6
- Satisfaction is moderate
  - Mean satisfaction rating = 6.0
  - 24% of residents are dissatisfied
- Satisfaction ratings are similar across the community

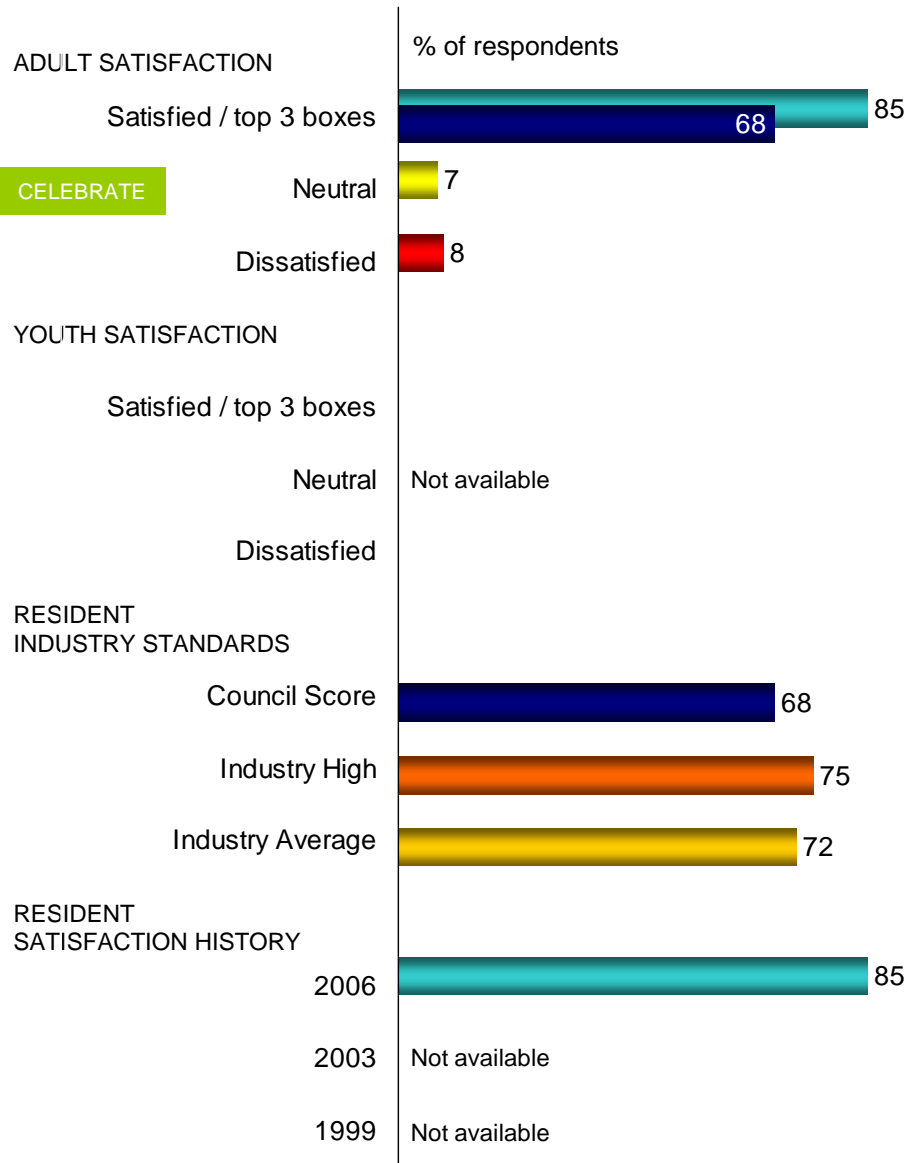
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Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 355)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Be involved in bush fire prevention and control



- Residents consider bushfire prevention and control to be a very important responsibility of the Shire
  - Mean importance rating = 9.4
- Satisfaction is moderate
  - Mean satisfaction rating = 7.9
- Satisfaction ratings are similar across the community

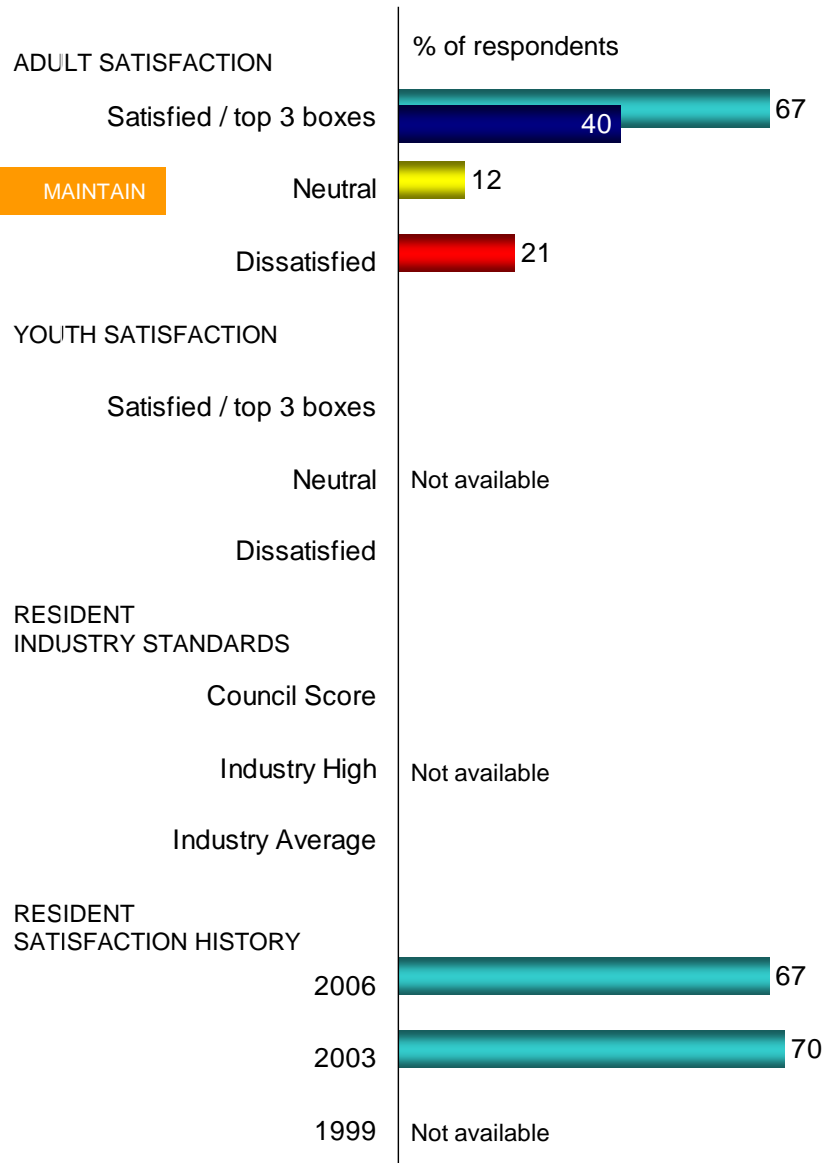
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Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 406)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Control abandoned and off-road vehicles



- Residents consider the control of abandoned and off-road vehicles to be an important responsibility of the Shire
  - Mean importance rating = 8.4
- Satisfaction is moderate
  - Mean satisfaction rating = 6.6
  - 21% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings in the Central ward

% of respondents	Top 3	Dissatisfied
Byford	43	17
North West	42	17
Central	33	29
South	49	14

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2003 n= 339; 2006 adult n= 372)

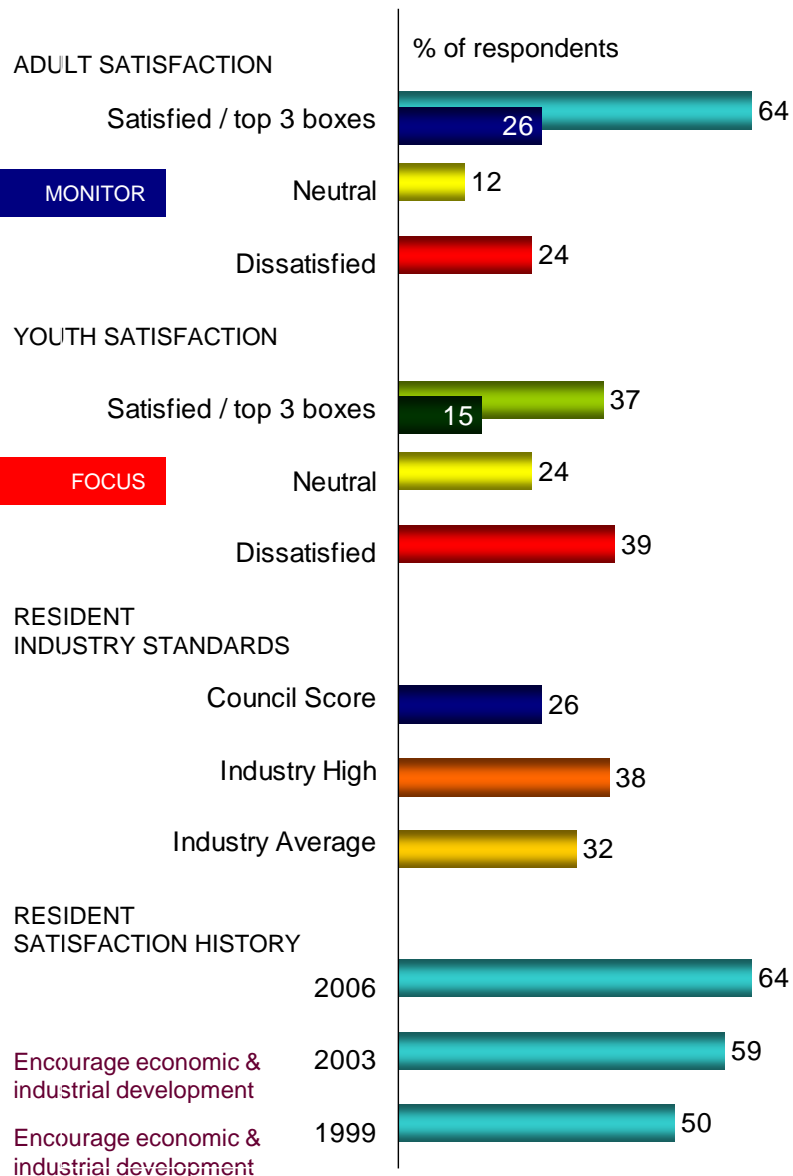
Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance



# Economic Development

# Encourage economic development, tourism and job creation



- Residents consider economic development to be an important responsibility of the Shire
  - Mean importance rating = 8.4
- Satisfaction is moderate
  - Mean satisfaction rating = 6.1
  - 24% of residents are dissatisfied
- There is greatest room to improve satisfaction ratings among youth

% of respondents	Top 3	Dissatisfied
13-17 yrs	15	39
18-34 yrs	23	17
35-54 yrs	24	25
55+ yrs	32	24

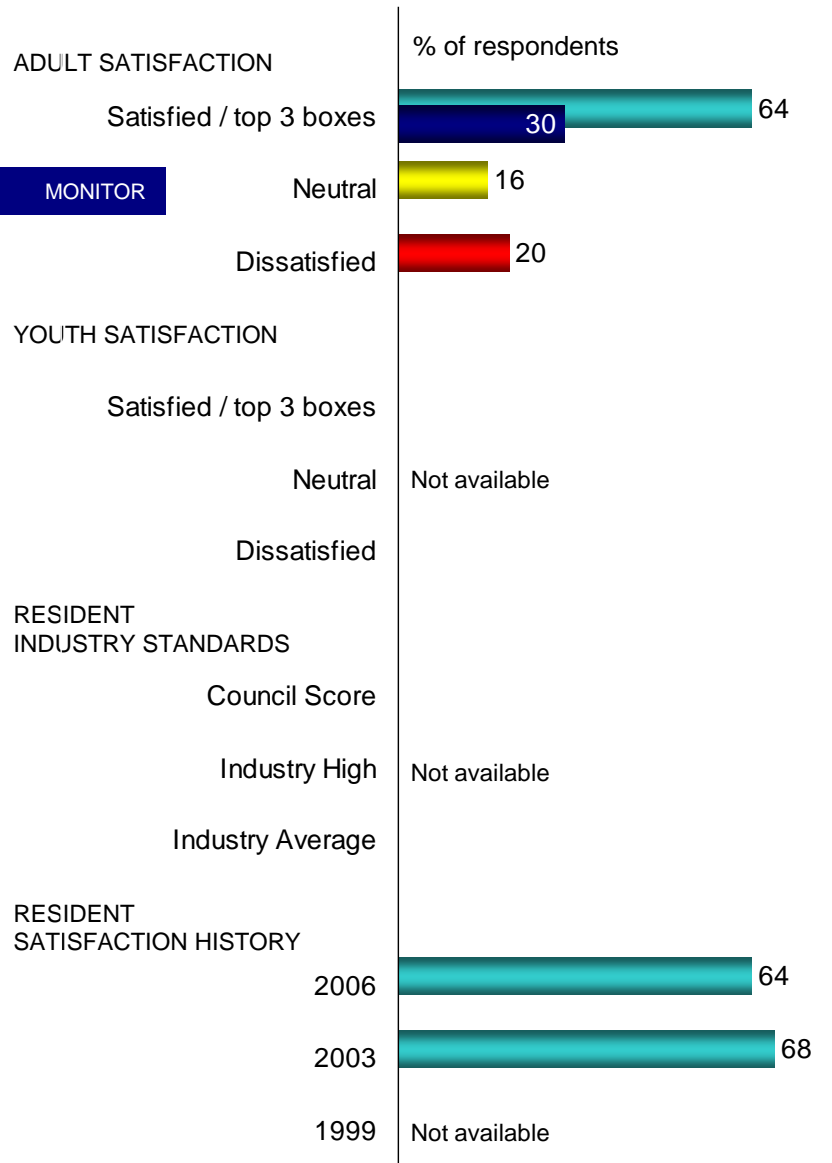
In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (1999 n= 150; 2003 n= 276; 2006 adult n= 370; youth n= 62)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Attract visitors & tourists to the area



- Residents consider the attraction of visitors and tourists to be an important responsibility of the Shire
  - Mean importance rating = 8.1
- Satisfaction is moderate
  - Mean satisfaction rating = 6.2
  - 20% of residents are dissatisfied
- Satisfaction ratings are similar across the community

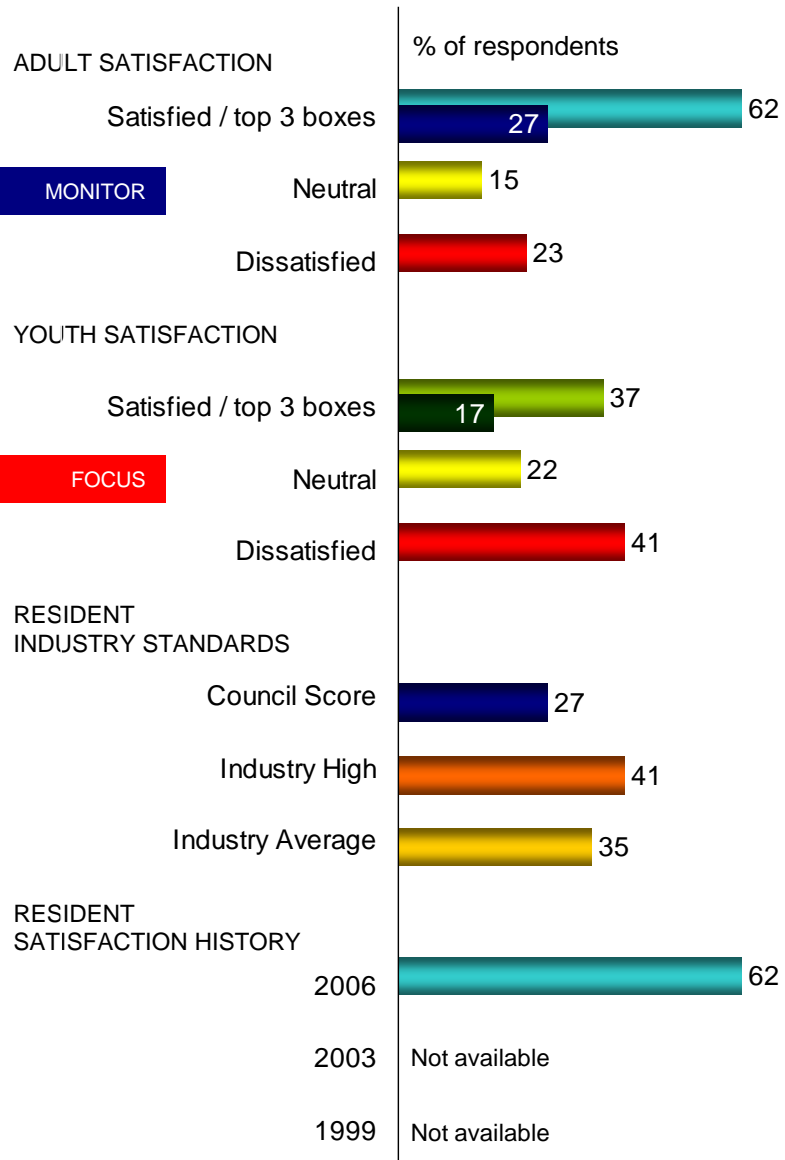
In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

Base: Respondents who feel familiar enough with service/facility to comment (2003 n= 332; 2006 adult n= 387)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Encourage and support education and training opportunities



- Residents consider education and training to be an important responsibility of the Shire
  - Mean importance rating = 8.6
- Satisfaction is relatively low
  - Mean satisfaction rating = 5.9
  - 23% of residents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction ratings among youth

% of respondents	Top 3	Dissatisfied
13-17 yrs	17	41
18-34 yrs	17	18
35-54 yrs	27	28
55+ yrs	36	18

In the next few sections you'll see a list of areas that Serpentine Jarrahdale Shire is responsible for. For each area please indicate how important you think it is, and also how satisfied you are with Council's performance. 10 is extremely important & 1 is not at all important; 10 = totally satisfied and 1 = totally dissatisfied.

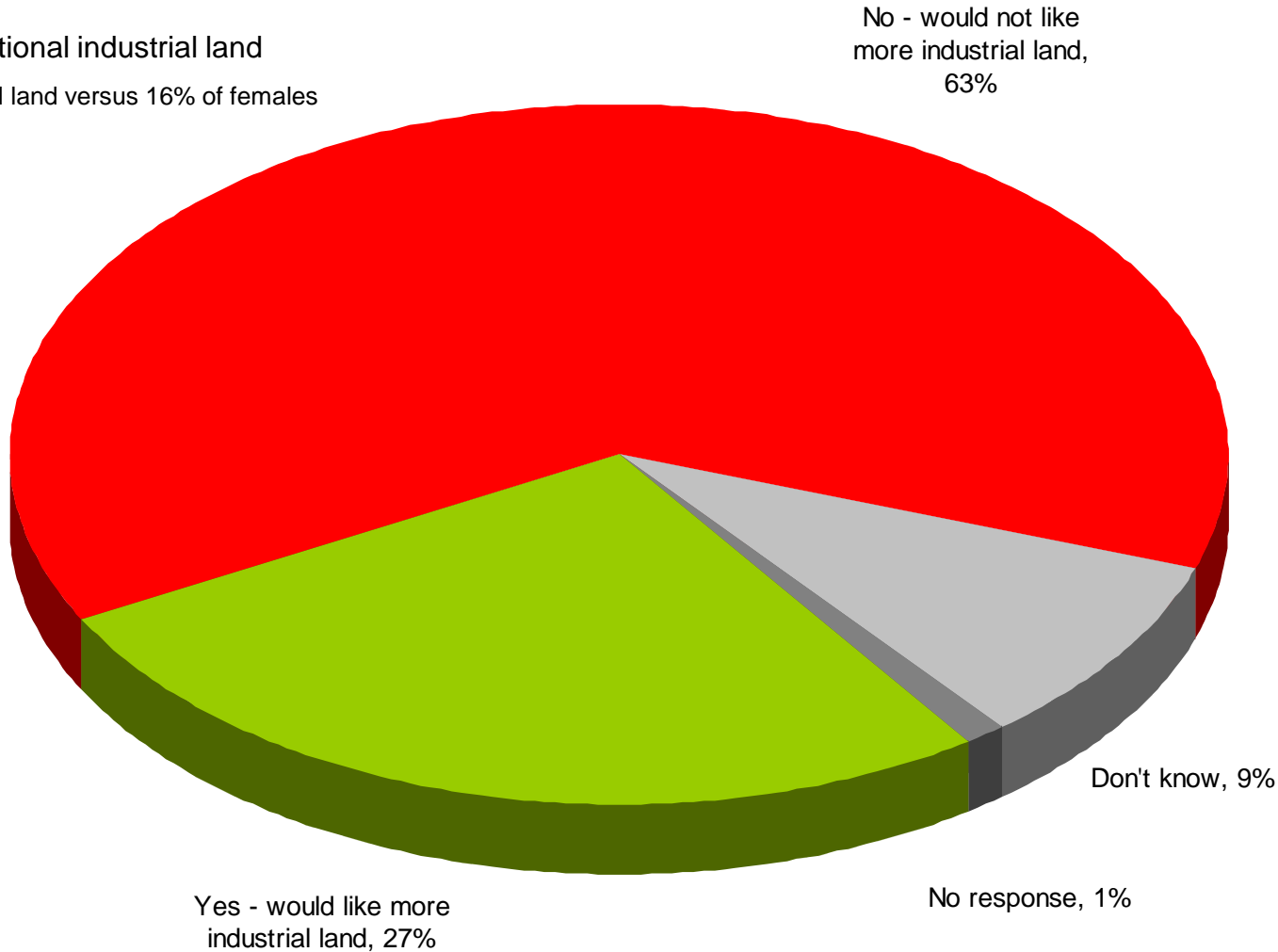
Base: Respondents who feel familiar enough with service/facility to comment (2006 adult n= 368; youth n= 59)

Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

▼▲ = significant variance

# Support for more industrial land use

- A majority of residents would not like the Shire to increase the amount of land available for industrial use
  - 63% said they don't want more industrial land
- Males are more likely to want additional industrial land
  - 39% of males want more industrial land versus 16% of females



Would you like Serpentine Jarrahdale Shire to increase the amount of land available for industrial use in the area?  
Base: All respondents (2006 adult n= 442)





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*If you would like to discuss this report further, please contact*

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