



Shire of Roebourne

Community Needs and Satisfaction Survey

June 2011

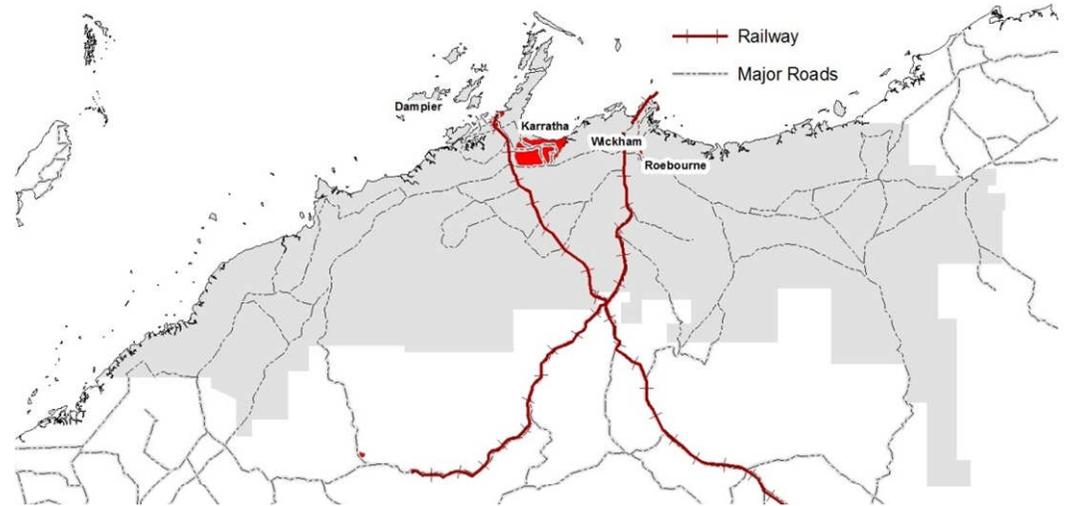
Prepared for the Shire of Roebourne by Geografia



About the Shire of Roebourne

- 15,882 square kilometres in area and 1,566 kilometers north of Perth.
- Comprises the settlements of Karratha, Dampier, Wickham, Roebourne, Port Samson and Cossack
- Around 19,000 permanent residents
- Workforce of more than 15,000 permanent workers and 3,000 FIFO
- Forecast population increase of 5,500 additional permanent residents and 2,000 FIFO workers by 2020
- More than 250 millions tones of exports per annum (3 times the throughput of Fremantle)
- 87 billion dollars worth of resource related infrastructure under construction or consideration with a total construction workforce of more than 11,500
- Average annual housing price increase of 23% between 2005-2010 (Karratha urban area)

(Source: Shire of Roebourne Economic Prospectus, Geografia, 2010)



Introduction

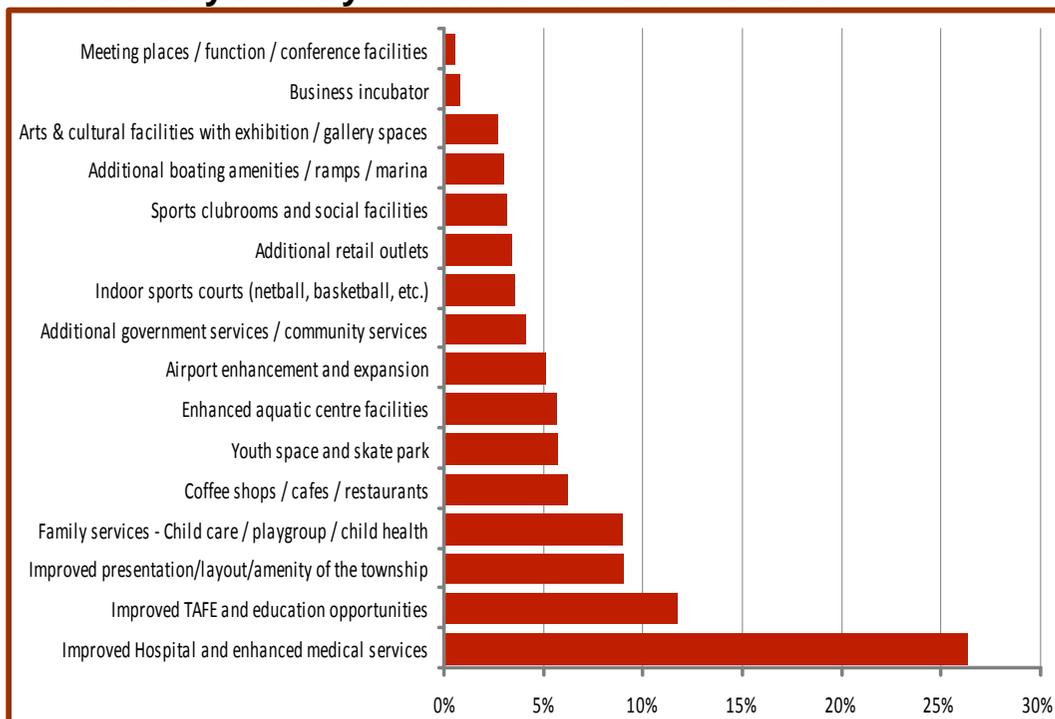
- The Shire of Roebourne is located in the dynamic Pilbara Region of northwest Western Australia. The region is the engine of Australia's economic growth. With sustained growth in the resource and energy sectors and continued labour demand, the Shire's economy is undergoing expansion and diversification. This has created new infrastructure and services demands and requires a prioritisation of the Shire's resources.
- Recognising this need, the Shire of Roebourne commissioned Geografia assist it to develop a Community Needs and Satisfaction Survey. The web-based survey was designed to capture the community's thoughts and aspirations relating to the immediate and future service needs in the Shire of Roebourne. Fly-in/Fly-out workers were also targeted. Two (2) focus group sessions were also run to test the findings of the main survey.
- In developing the survey, consideration was given to measuring how the community rates the importance of particular services; their perception of the Shire's performance in delivering services; and, more broadly, their thoughts on the vision for the future and priority areas.
- The survey format was designed to:
 - Provide a cost-effective online survey format;
 - Maximise online responses through a short survey with straightforward answers;
 - Allow comparisons with previous Community Satisfaction Surveys;
 - Provide the Shire of Roebourne with a means to rate their performance and prioritise their human and capital resource investments; and
 - Document the most likely way to attract and retain residents.

Survey Approach

- The survey was developed collaboratively by the Shire of Roebourne and Geografia. The Shire provided an initial set of questions which were then revised and modified into an online format. It was piloted in-house and then final adjustments made.
- The survey was designed in two parts. The first part focused on residents of the Shire of Roebourne; the second, fly-in/fly-out workers (FIFO). The FIFO component was more succinct and centred on improvements that would entice workers to become permanent residents of the Shire.
- The survey URL link was posted on the Shire's website and promoted through advertisements, emails, Facebook and press releases. Some local organisations and companies also facilitated the distribution of the survey to employees via email. Hard copy versions were also made available. A prize was also included to encourage people to participate.
- In addition surveyors were stationed at the Karratha Shopping Centre and Karratha Airport. They approach potential respondents with hard copy version of the survey which were entered online at a later date. 243 surveys were collected via this method.
- In parallel, three (3) facilitated focus group sessions were held with youth, businesses and families. Questions were aligned to the main survey but were more open ended to allow participants to expand on particular issues. The focus groups helped temper the demographic skew in the main survey.

Previous Surveys

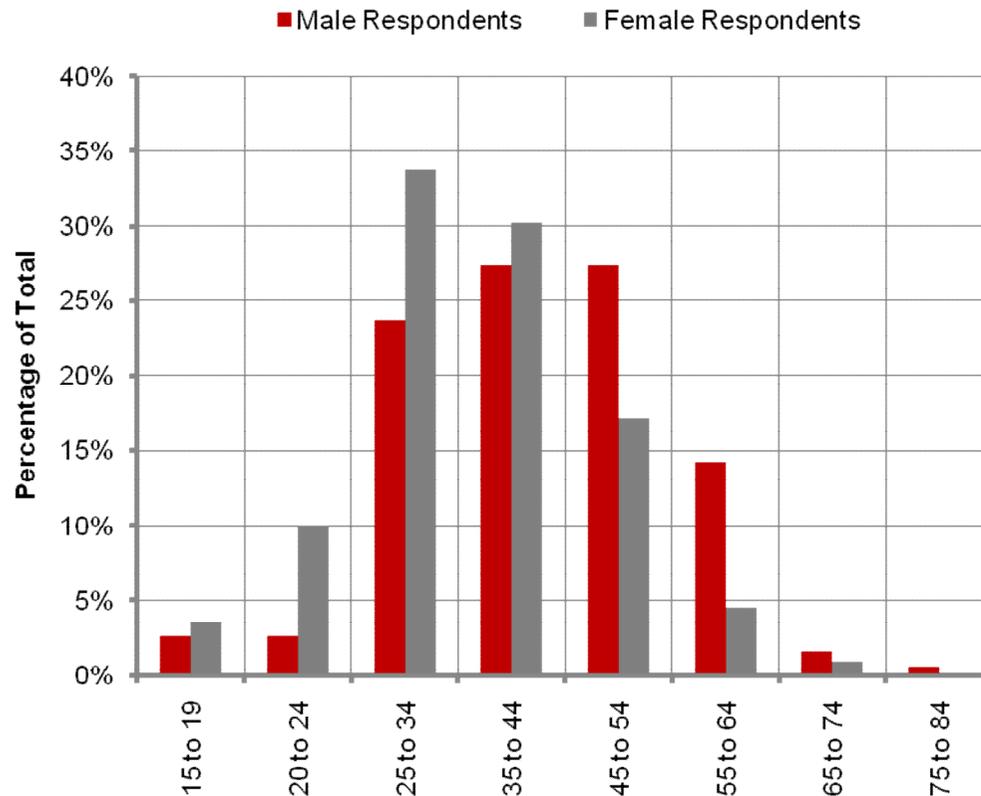
Community Facility Priorities for Karratha 2008



Source: Karratha 2020 Vision, Geografia, 2008

- In 2008 a survey of residents was undertaken as part of the Karratha 2020 Vision project. The survey generated 518 valid responses and indicated health as the single largest concern among residents, particularly amongst females. The majority said they would also like to see the town grow, diversify the economic base and attract a better suite of facilities and services.
- In 2009 the Shire commissioned Marketintel to undertake a Community Survey. General satisfaction with the Shire's Performance was low. Priorities areas for improvement include health, local roads, community facilities, recreation and parks, and addressing anti-social behaviour.
- Comparisons with the 2008, 2009 and 2011 survey are provided later in this report.

Survey Results and Accuracy



Survey Respondents by Age and Gender

- A total of 605 responses were received in this survey, with 556 valid responses. Of the 478 residents surveyed, 431 provided valid responses and of the 127 FIFO respondents, 125 were valid.
- 238 of all respondents were Female (44.9%) and 292 were male (55.1%) (26 skipped this question).
- As with the 2009 survey, the demographic profile of respondents was skewed towards 25-55 year olds and to females.
- When interpreting the results, it needs to be kept in mind that the views of 15-19 year olds, those over 65 and males are somewhat under-represented.
- There was also an over-representation of people residing in Wickham.
- Statistically significant samples from both male and female cohorts were collected for ages 25 to 54 inclusive.
- With 431 responses the residential survey results have a Confidence level of 95% (+/- 5%).

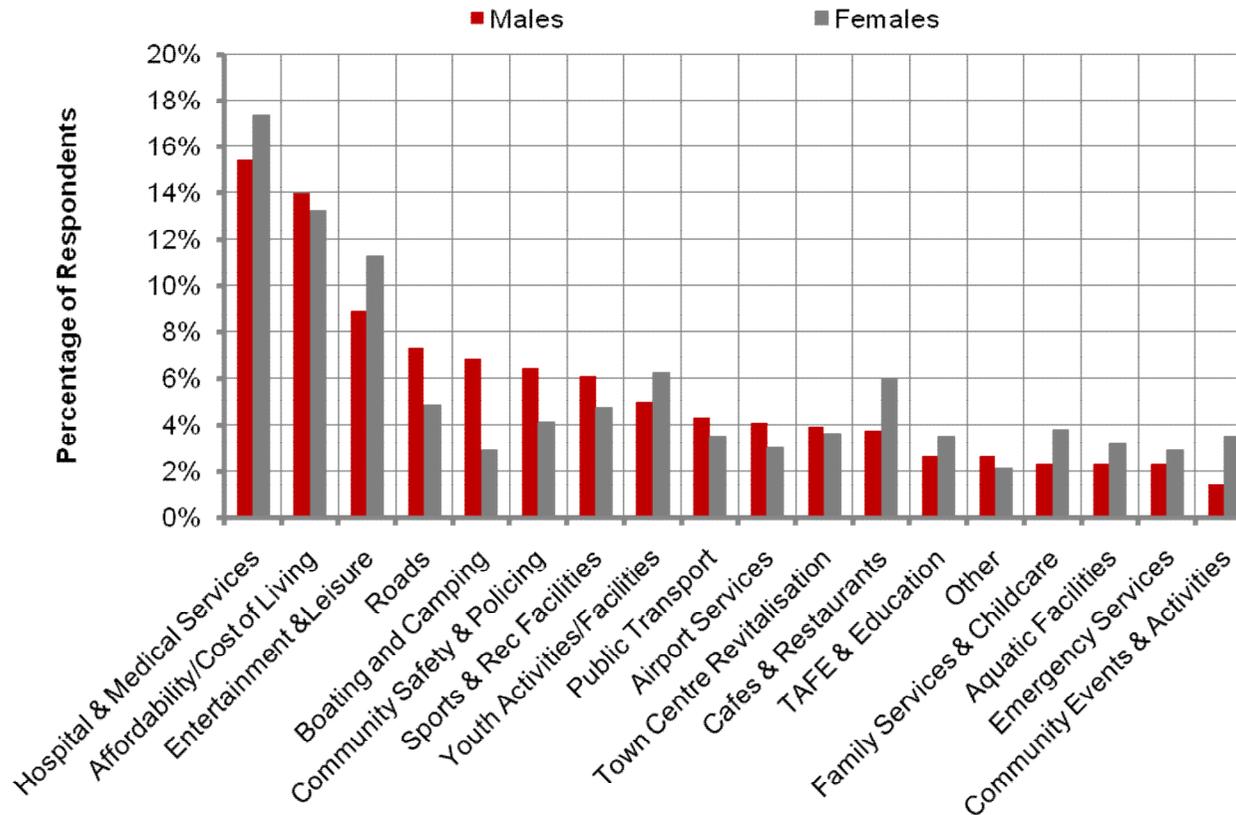
Top 3 Priorities

Priority Concern	Top Three Concern	Number One Concern
Boating and Camping	61	16
Public Transport	51	17
Roads	76	17
Sports & Rec Facilities	65	19
Entertainment & Leisure	130	41
Hospital & Medical Services	205	134
Affordability/Cost of Living	168	76
Family Services & Childcare	40	7
TAFE & Education	39	4
Community Safety & Policing	63	11
Cafes & Restaurants	64	9
Youth Activities/Facilities	69	18
Aquatic Facilities	34	12
Town Centre Revitalisation	51	11
Emergency Services	34	4
Airport Services	46	9
Community Events & Activities	31	4
Other	30	12

Number of Respondents Indicating Issue a Top 3 Priority

- One third (34%) of all respondents indicated that Hospital and Medical Services was a top three priority; with 22% (134 of respondents) of these stating it was the number one priority.
- Affordability and the cost of living was next, with 28% of respondents putting it in their top three and 13% indicating it was their number one priority.
- The third priority was .Leisure and Entertainment with 21% of respondents rating it in their top 3 and 7% rating it as their number one priority.
- Overall, there was a high degree of consistency between the top three list and the number one list.
- Comments related to this question reflected the main findings.

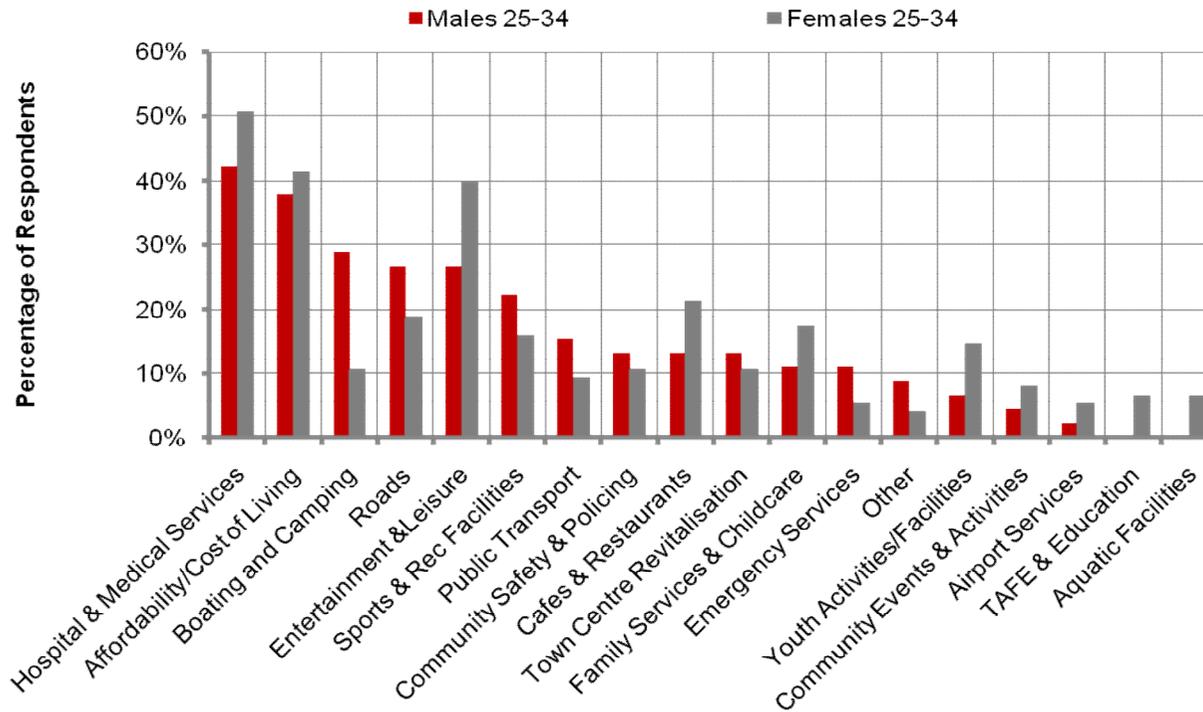
Top 3 Priorities by Gender



Percentage of Respondents Indicating Issue a Top 3 Priority

- In terms of priorities, there was relative consistency of views between genders for the top priority issues. For example, Hospitals and Medical Services was the number one priority, for both genders, followed by Affordability/Cost of Living and Entertainment and Leisure.
- Amongst lower priority issues there was more variation.
- Females prioritised Cafes and Restaurants, Youth Activities and Family Services.
- Males prioritised Boating and Camping, Roads and Community Safety.

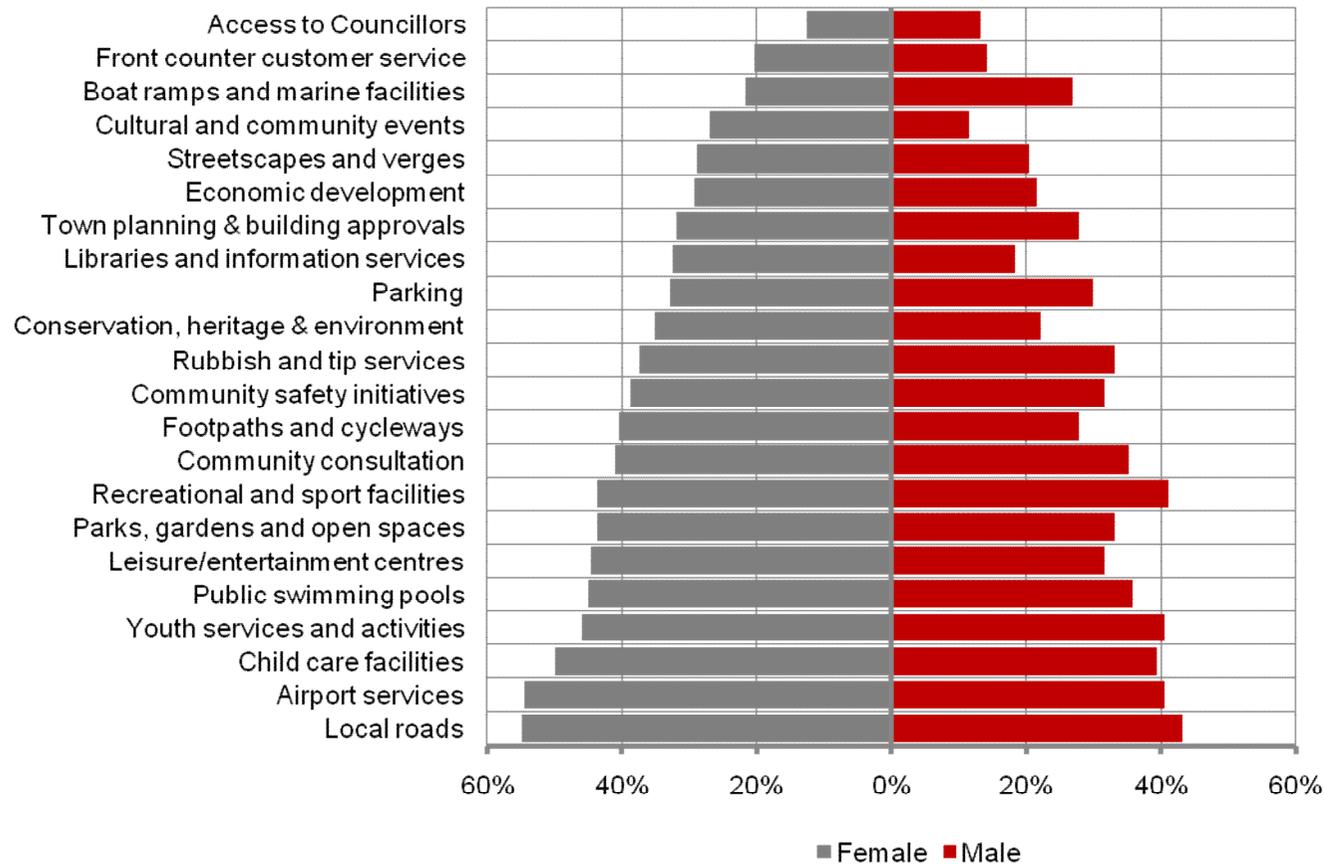
Top 3 Priorities by Gender & Age



Percentage of 25-34 Year Old Males and Females Indicating Issue a Top 3 Priority

- Statistically speaking there is significant variation in views when results are categorised by both age and gender.
- The top three priorities for 25-34 year olds are Hospitals and Medical Services, Affordability and Cost of Living and Roads
- The top three priorities for 45-54 year olds are Hospitals and Medical Services, Affordability and Cost of Living and Entertainment and Leisure.
- Over 50% of female 25-34 year olds put Hospitals and Medical Services in their top priority list compared with 42% of male 25-34 year olds.
- For 45-54 year olds, Community Safety and Policing is a much more important issue for males, whereas female 45-54 year olds prioritise Community Events and Activities.

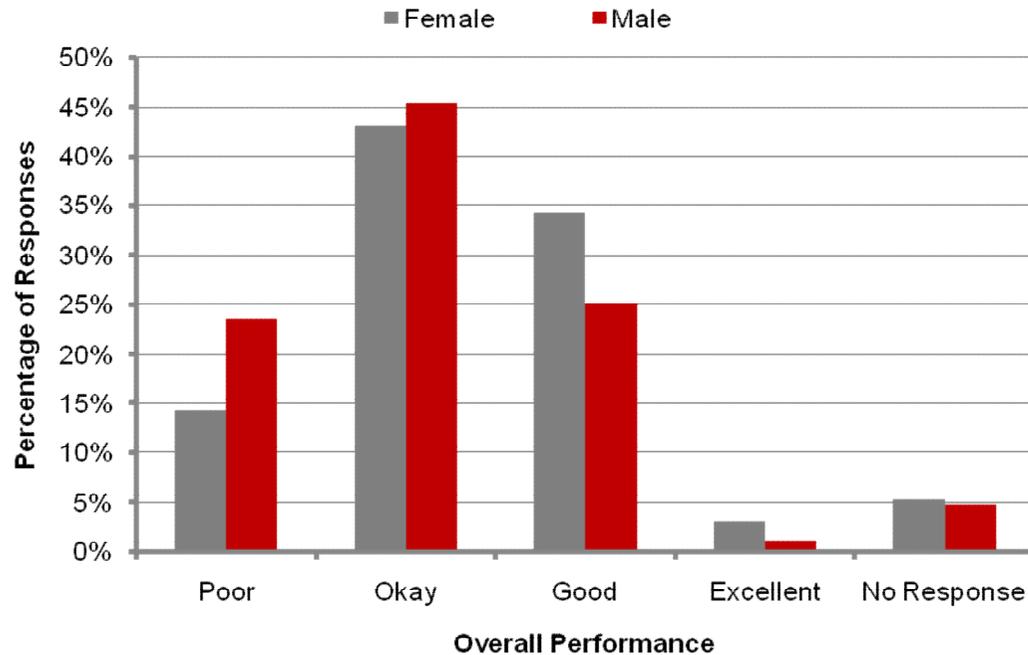
Importance of Shire Services by Gender



Percentage of Males and Females Indicating Service Extremely Important

- There were some notable gender variations in the responses to the question.
- While 27% of female respondents said cultural and community events were extremely important, only 11.6% of males felt the same and 7% said it was not important.
- 32% of female respondents said libraries and information services were extremely important compared with 18% of male respondents.
- Overall, female respondents were more likely to indicate a service was extremely important.

Shire Performance Overall



Male and Female Views on Overall Shire Performance

- Overall, 79 residents (20% of responses) felt the Shire's performance was poor, 186 (46%) said it was okay, 128 (32%) said it was good and 10 (2%) said it was excellent.
- There was a high correlation between male and female responses, although males were marginally more inclined to rate performance as poor or okay, rather than good or excellent.
- There was no consistent difference in views between females of different ages. However, there was a noticeably greater inclination for older males to rate the Shire's performance as poor or okay, compared with 25-34 year old males.

Age Group	Poor	Okay	Good	Excellent
25-34 years	22.7%	36.4%	38.6%	2.3%
35-44 years	28.6%	51.0%	18.4%	2.0%
45-54 years	20.4%	55.1%	24.5%	0.0%

Overall Shire Performance As Rated by Males

Shire Performance by Area

2009	2011
Library	Rubbish and tip services
Rubbish tip	Cultural and community events
Community events	Economic development
Heritage	Boat ramps and marine facilities
Pool	Front counter customer service
Airport	Libraries and information services
Boat Ramps	Access to Councillors
Rubbish collections	Public swimming pools
Health Services	Airport services
Animals and pests	Recreational and sport facilities

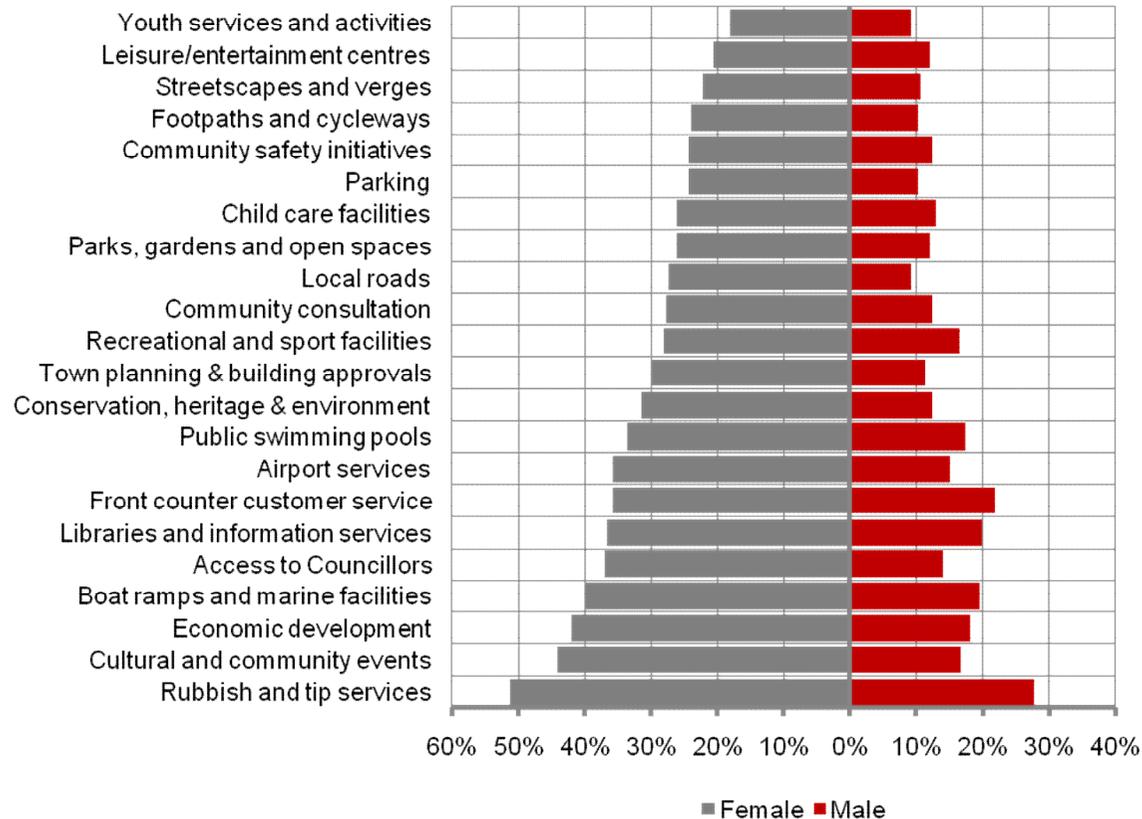
Best Performing Areas 2009 and 2011

2009	2011
Parking and litter	Youth services and activities
Streetscapes	Leisure/entertainment centres
Anti-social behaviour	Footpaths and cycleways
Main street	Parking
Youth services	Streetscapes and verges
Planning and building	Local roads
Footpaths	Parks, gardens and open spaces
Child care	Community safety initiatives
Leisure centre	Child care facilities
Central park	Community consultation

Least Performing Areas 2009 and 2011

- In contrast to what was considered a priority or important, respondents felt the Shire's performance was poorest in relation to streetscapes and verges (36% of responses indicated it was poor); footpaths and cycleways (35%) and local roads (35%).
- Nine percent (9%) of respondents felt Shire's rubbish and tip services were excellent.
- Combining poor/okay, respondents felt performance was least satisfactory in youth services (82% of respondents), leisure/entertainment centres (78%), footpaths and cycleways (78%), parking (78%) and streetscapes and verges (78%).
- Combining good/excellent, respondents felt performance was most satisfactory in rubbish and tip services (53%), cultural and community events (41%) and economic development (40%).
- Results are similar to the 2009 Community Satisfaction Survey.

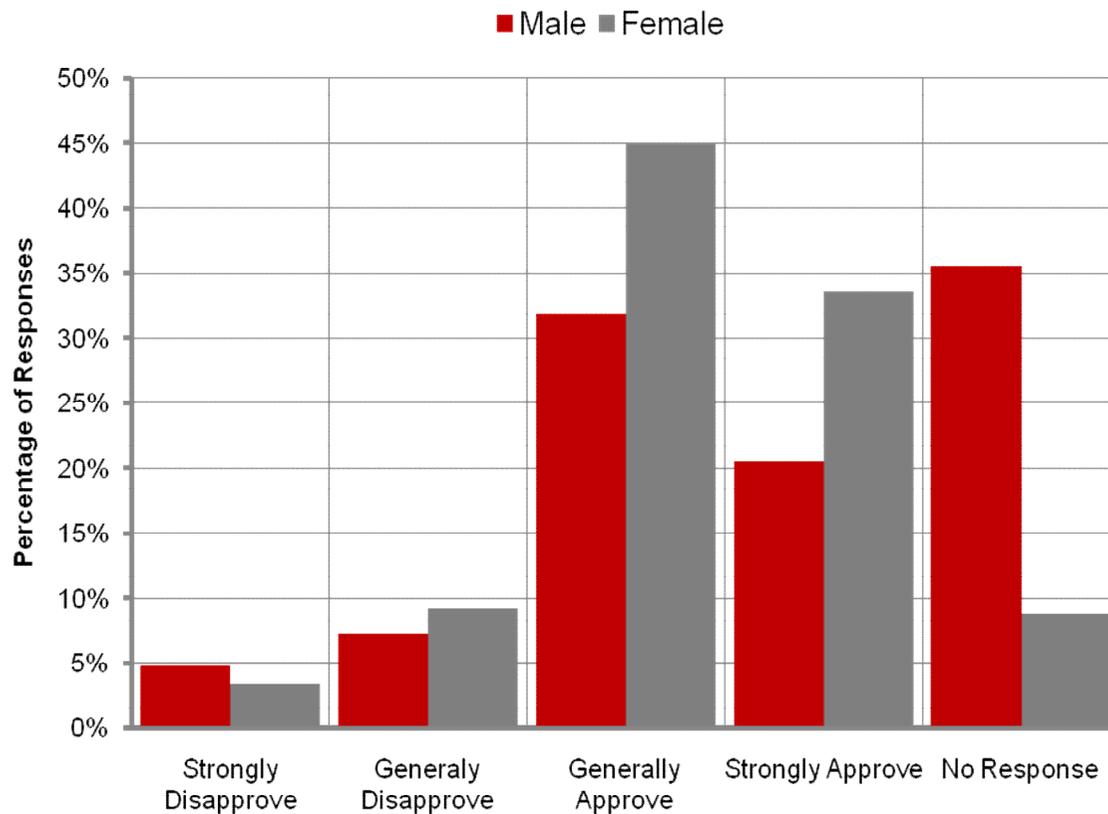
Shire Performance by Gender



Good/Excellent Performing Areas by Gender

- Rubbish and tip services were rated by both males and females as the best performing service (51% and 28% of valid good/excellent responses respectively).
- While females rated cultural and community development (44%) and economic development (42%) as the next best performing areas, males rated front counter and customer service (22%) and libraries and information services (20%).
- Female respondents indicated footpaths and cycleways (29%), youth services and activities (29%), leisure/entertainment (27%) and streetscapes and verges (27%) were the most poorly performing areas of Council operations.
- Males rates streetscapes and verges (26%), local roads (25%), airport services (24%) and parking (24%) as the most poorly performing.

Karratha: City of the North



Opinion of the City of the North Vision

- The *Karratha: City of the North* vision Vision is to: "Make Karratha a liveable, compact, Regional City of 50,000+ people, with a diversified economy, a healthy local community which demonstrates demographic balance, affordability, high quality amenity, and infrastructure. It is a place of choice, to work, visit, grow up, raise families and age gracefully."
- 24% (145) strongly approve, 34% (203) generally approve, 8% (47) generally disapprove and 4% (23) strongly disapprove of the vision.
- Males were far more likely to ignore this question than females (34% non-response rate compared with 9%). This suggests males are less interested in, or aware of, the Vision.

Karratha: City of the North



Opinion	25-34 years	35-44 years	45-54 years
Strongly Disapprove	4%	3%	6%
Generally Disapprove	5%	9%	10%
Generally Approve	38%	39%	37%
Strongly Approve	31%	28%	22%
No Response	22%	21%	25%

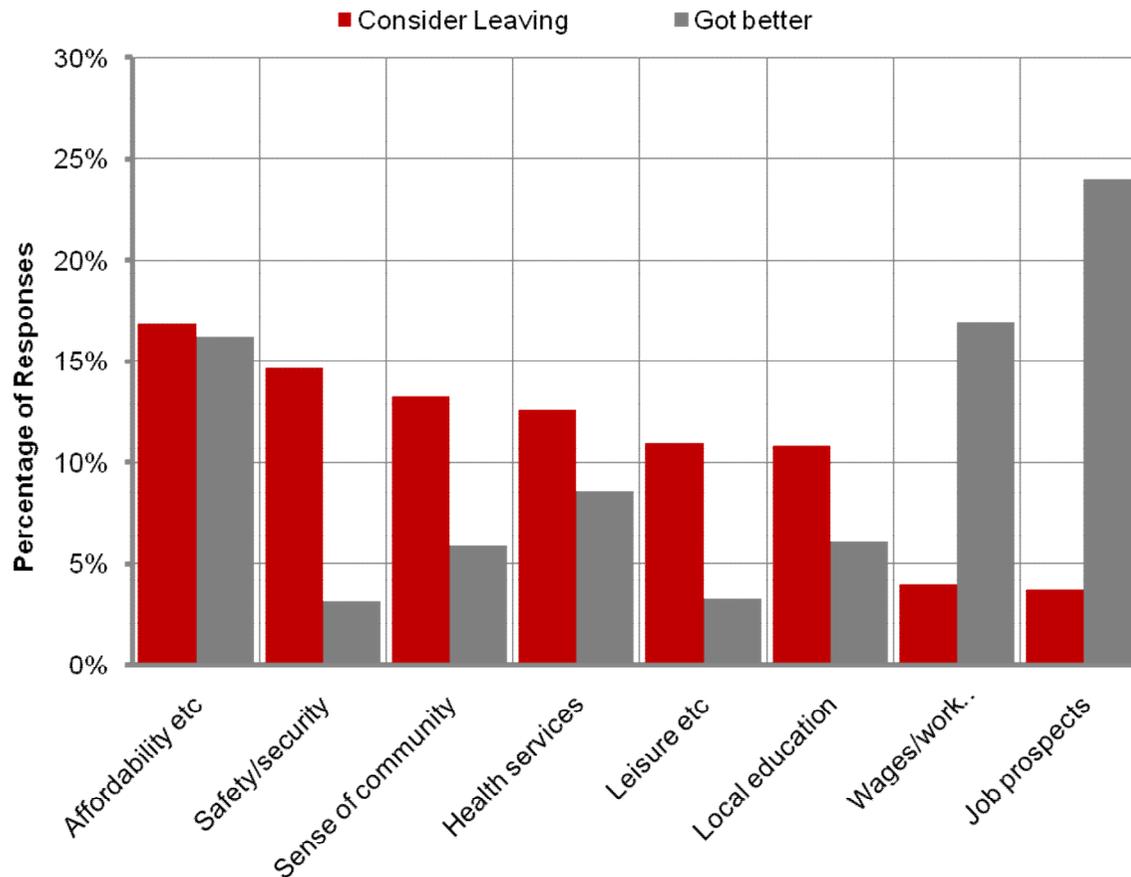
Opinion of the City of the North Vision by Age

2009 Survey Options	Responses	Percentage of Total
A regional city	221	43%
A regional town	201	39%
A resource industry supply town	96	19%
Total	518	100%

2009 Vision of Karratha in 2020

- Disapproval ratings for the City of the North vision were strongest amongst older residents.
- For example, while 16% of 45-54 year olds strongly or generally disapproved, only 9% of 25-34 year olds did so.
- When excluding non-responses, 45-54 year olds of both genders were most likely to generally disapprove of the Vision (13% of female and 14% of male respondents).
- The 2008 Karratha 2020 survey include a similar question, with 43% of respondents picturing Karratha by 2020 as a regional city with extensive diversified business activity. This compares with 58% approving of the City of the North vision in this survey.

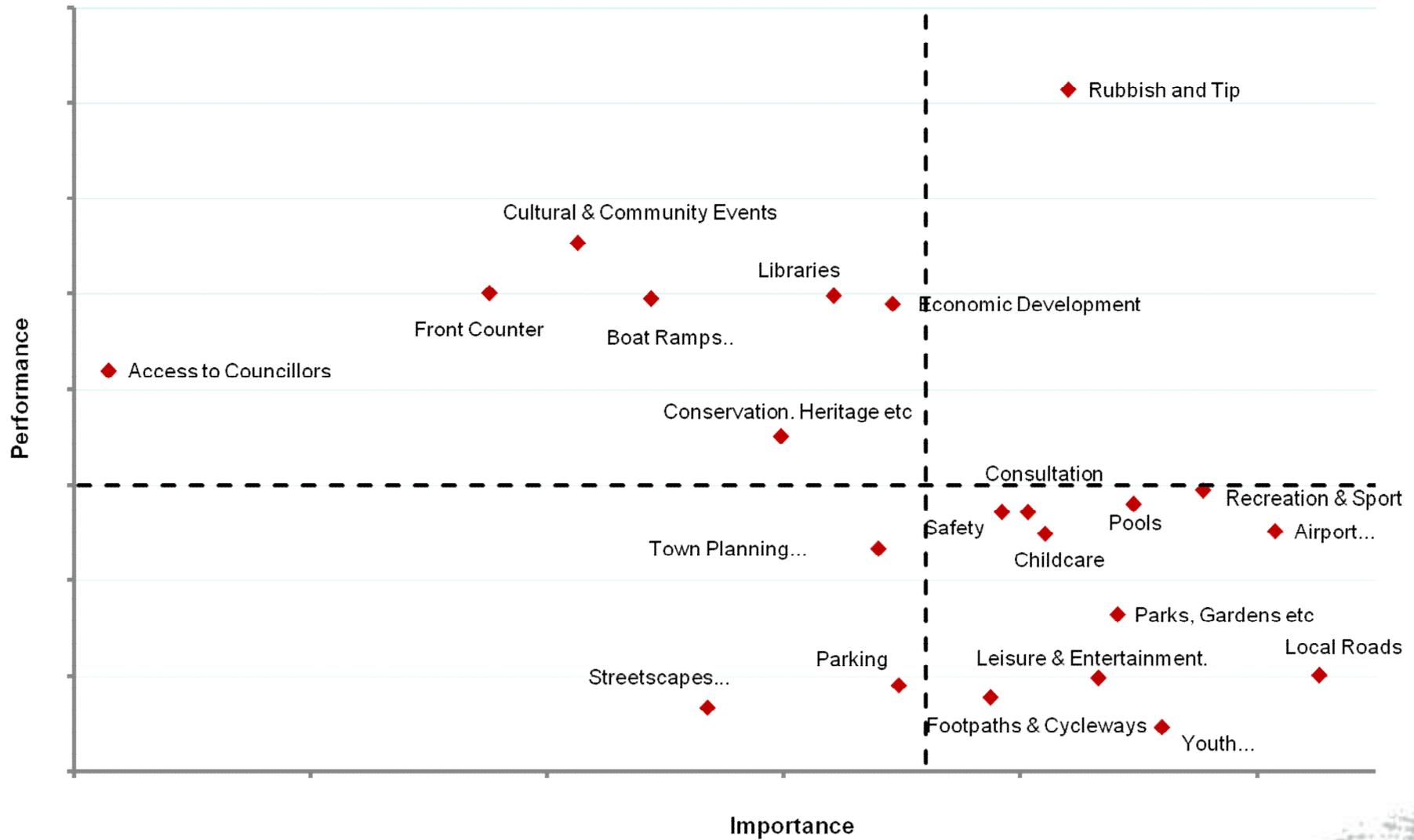
Quality of Life



Best and Worst Quality of Life Issues

- Of those who answered the quality of life questions, almost one in five (17%) said that affordability and cost of living had made them consider leaving. However, 16% said it had improved.
- Safety and security was the next most significant reason for considering leaving (15% of respondents) followed by sense of community and neighbourliness (13%).
- 45% of respondents said safety and security and cost of living had gotten worse compared to two years ago. 44% said sense of community and 38% said access to health had also declined.
- By contrast, job prospects (24%) and wages and work conditions (17%) had improved.

Important and Performance



Comparing Importance with Performance

Issue	Significant Relationship
Streetscapes and Verges	Yes
Town Planning and Building Approvals	Yes
Recreational and Sport Facilities	Yes
Footpaths and Cycleways	Yes
Rubbish and Tip Services	Yes
Cultural and Community Events	Yes
Access to Councillors	Yes
Parks, Gardens and Open Space	Yes
Conservation, Heritage and Environment	Yes
Front Counter Customer Service	Yes
Community Consultation	Yes
Local Roads	No
Economic Development	No
Leisure and Entertainment Centres	No
Parking	No
Public Swimming Pools	No
Libraries and Information Services	No
Youth Services and Activities	No
Airport Services	No
Community Safety Initiatives	No
Boat Ramps and Marine Facilities	No
Child Care Facilities	No

Relationship Between Performance and Importance Rating

- When comparing respondents' rating of importance against assessment of performance, significant relationships were found for just under half of the issues.
- Streetscapes and verges, town planning and building and recreation and sport facilities had the strongest relationship between how a respondent rated the performance of Council and their view of its importance.
- Of all of the issues, only cultural and community events had a positive correlation. This means that, of those who think the issue is important, the majority approve of the Council's performance in providing the service.

Tracking Change

Overall Satisfaction	2009	2011
Excellent	7%	2%
Good	26%	32%
Okay	25%	46%
Poor	42%	20%

Change in Perception of Performance

- In the 2009 survey, 26% of respondents rated the Shire's performance as good and 7% as excellent. In 2011 these figures were 32% and 2% respectively

Intention to Stay

Intention to Stay	Number	Percentage	2009 Percentage
Less than 1 year	34	8%	4%
1-2 years	75	18%	9%
3-5 years	94	22%	23%
6-9 years	28	7%	13%
10+ years	59	14%	29%
Don't know	131	31%	22%

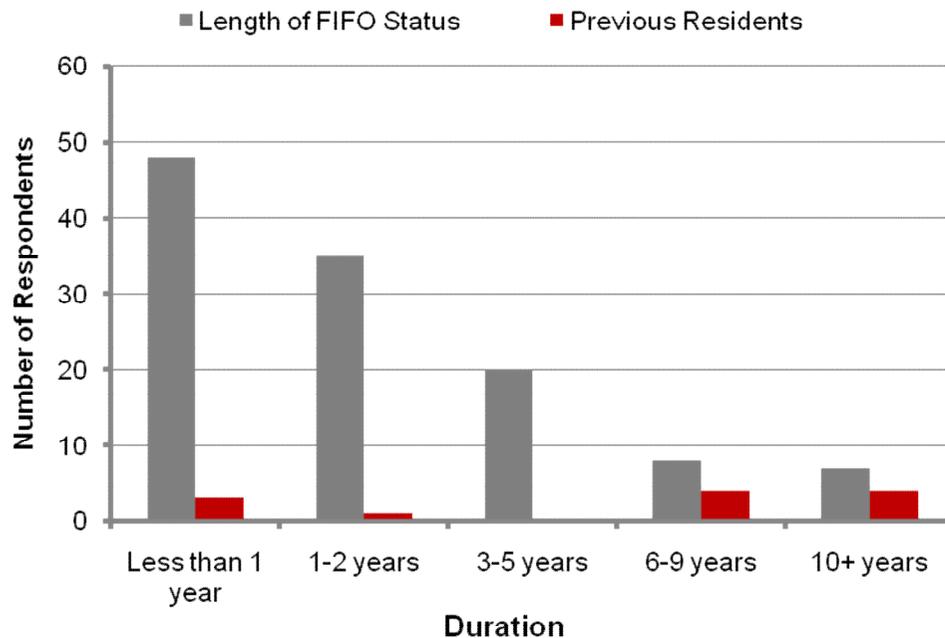
Intention to Stay

Length of Residency	Number	Percentage
Less than 1 year	34	8%
1-2 years	76	18%
3-5 years	102	24%
6-9 years	65	16%
10+ years	141	34%

Length of Residency

- Of the 421 residents who answered the question, almost half (48%) said they intended to leave within 5 years.
- Close to one third (31%) don't know how long they will stay.
- Data for the actual length of residency suggests many of the 'Don't Knows' may stay for between 3-5 years or longer.
- The 2008 Karratha 2020 Survey reported similar figures for the intention to stay question. The most striking difference was in the number of people intending to stay for 10+ years.

Fly-in/Fly-out



- Over 70% of FIFO workers surveyed had been doing so for less than 2 years, with only 6% having worked for more than 10 years. This reflects other data that indicates turnover is higher in FIFO workers compared to resident employees.
- Very few FIFO workers (12 or 10% of respondents) had been permanent residents of the Shire. Of these, 8 had been FIFO workers for more than 6 years

Fly-in/Fly-out

Would Move If...	Number	Percentage
Cheaper Accommodation & More Housing Choice	68	29%
Lower Cost of Living	47	20%
Better Hospital & Medical Services	18	7%
More Cafes & Restaurants	16	7%
More Things for Families to Do	15	6%
Revitalisation of the Karratha Town Centre	13	6%
Improvements to the Airport	10	4%
Better Shopping	9	4%
Enhanced Aquatic Facilities	7	3%
Better Parks & Recreation Facilities	7	3%
Better Family Services & Childcare	6	3%
Improved Community Safety/Policing	6	3%
Better TAFE & Education Facilities/Services	4	2%
More Youth Activities & Facilities	3	1%
Improved Boating & Marine Facilities	2	1%
More Community Events & Activities	1	0%
Better Library & Information Services	1	0%

- More affordable and diverse housing is the main incentive for FIFO workers to consider moving to Roebourne permanently (68, or 29% of respondents).
- 20% of respondents say the cost of living in the Shire of Roebourne would have to improve before they made the decision to move.
- In terms of local amenity, the views of FIFO workers largely matched those of residents, with better hospital and medical services, (18 or 7%) being the next most important reason.
- In terms of where they might live, 42 (33%) FIFO respondents indicated that Dampier would be their preferred place of residence, followed by the Karratha CBD (18%) and Point Samson (14%).

Focus Groups

Youth

- Youth awareness of future plans are limited and is more likely amongst youth already engaged in other Council processes. Generally most had seen works underway, but were unsure of what was actually occurring.
- Most youth felt that there was not enough to do in the Shire and that a cinema, bowling alley, dirt bike facilities or games centre would go part of the way towards addressing this.
- Youth felt that existing facilities were in need of an upgrade. Suggested improvements included shade, lighting, more water fountains, better access to beaches, more concerts/events, better public transport and playgrounds/park improvements.
- Expanded retail opportunities were also considered a priority by youth and efforts should focus on expanding tourism opportunities (e.g. Museum).

Businesses

- Generally aware of the Karratha: City of the North project and supportive of its objectives but concerned about implementation and funding. Need to ensure that momentum behind current plans to improve Karratha's amenity is maintained so that the future vision is fully realised.
- Is of the belief that the Shire is a supporter of local business and economic development, but feels there is limited information about how local businesses can get involved in or benefit from future plans for Karratha.
- A local content policy for Shire tenders should be established.

Conclusions

- Overall, the Shire performance has improved since 2009.
- As with previous surveys the community's biggest concerns are health and the costs of living - largely areas that the Shire of Roebourne does not have direct responsibility for.
- Leisure and entertainment was the third biggest concern – an area that the Shire does have responsibility. Females thought this need would best be met through cafes/restaurants, while males felt it was boating and camping amenity. Other priority areas include community safety and events/activities.
- More generally youth services, leisure/entertainment, footpaths and cycleways, parking and streetscapes were areas of poorest performance. Affordability, safety/security, sense of community and health services were areas that had gotten so bad for 10% or more of the community that they now may consider leaving.
- General satisfaction for the City of North vision is high and in keeping with the finding from the Karratha 2020 Vision survey that residents would like to see Karratha grow with expanded services and facilities.
- Nearly a third of residents don't know how long they intend to stay, suggesting that the Shire's efforts to improve quality of life can influence future decisions. Of note is that there has been a decline since 2008 in the number of people who intend to stay for 10 years or more.
- Addressing the costs of living, followed by investments in local amenity (particularly health services) are the most likely ways to entice FIFO workers, with Dampier and the Karratha CBD the preferred place of residence.
- Continuing to advocate for improved medical services, being innovative in working to reduce the cost of living and continued investments in improved amenity are obvious Shire priorities.

References

- Australian Bureau of Statistics, 2006 Census, Canberra, 2007
- Shire of Roebourne Community Satisfaction Survey, Marketintel, 2009
- Shire of Roebourne, Karratha 2020 Vision and Community Plan, Geografia, 2008
- Shire of Roebourne Economic Prospectus, Geografia, 2010