

Community Survey

Shire of East Pilbara

Final Report February 2015



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Job ID: 23638
Job Name: 2015 Annual Community Survey
Client: Shire of East Pilbara
Client Contact: Dawn Brown
Project Manager: Priya Narsey
Email: priya@aecgrouppltd.com
Telephone: 0407 119 234
Document Name: AEC Report_East Pilbara Community Satisfaction Survey_Final
Last Saved: 26/6/2015 8:50 AM

Version	Date	Reviewed	Approved
Draft v1.0	26/02/2015	PN	SS
Final	17/06/2015	PN	SS

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Executive Summary

Background




The Shire of East Pilbara (the Shire) is a “very remote” region in Western Australia and is the largest Shire in the Southern Hemisphere covering approximately 371,696 square kilometres.



As at June 2011 the population of the Shire was approximately 11,950¹ along with an estimated FIFO worker population of approximately 5,072. Main towns within the Shire are Newman, Marble Bar and Nullagine. The Shire also has a number of Aboriginal Communities including, Jigalong, Punmu, Parngurr, Irrungadgi, Parnpajinya and others.

The Shire provides a variety of services and activities for the residents and rate payers and has undertaken an annual community survey for a number of years now to understand customer satisfaction, measure public perception of the Shire, to understand what residents of the East Pilbara want, and to identify problems or areas of concerns.

Project Objectives



The primary objective of the Community Survey is to measure the community’s perceptions and attitudes of the Shire and of the services provided by the Shire.

The issues that the research addresses include customers' perceptions and attitudes toward:

- Overall satisfaction with the Shire’s performance.
- Importance of the services and facilities provided.
- Expectation of the Shire.
- Identify problems or areas of concern.

Project Approach

Quantitative surveys were undertaken with residents of the Shire over a five² week period in January/February 2015. Computer Aided Telephone Interviewing (CATI) surveys were administered with residents using random sampling from a residential database utilising commercial database providers.

The community was invited to participate in the survey via an open weblink supplied by AEC. The Shire made the weblink available via social media sites (i.e. Facebook etc) to promote the survey and increase participation by the general community. The weblink was managed and hosted by AEC and was available for survey submission between 19th January and 20th February 2015.

A total of 298 surveys were collected yielding statistically valid results, with a confidence interval of +/- 5.61 at a 95% confidence level.

¹ Source: ABS (2012), 2011 Census of Population and Housing, Age by Sex by place of usual residence, Cat. No. 2001.0, Australian Bureau of Statistics, Canberra

² Note: the fieldwork was not continuous over the period.

Key Findings

The Shire as a Place to Live

Approximately two-thirds (66%) of respondents indicate the Shire is an *excellent* or a *good place to live*. This compares with 72% of respondents in 2012 and 75% of respondents in 2011 who indicated the Shire is an *excellent* or a *good place to live*.

The perception of the Shire as a *place to live* fluctuates over time with the 2015 results the lowest since 2008. However, it should be noted that the drop in results from 72% noted in 2012 to 66% in 2015 is not one that is statistically significant.

When comparing *life in the Shire* to the same time in the previous year, 47% of respondents view *life in the Shire* is the *same* as it was in the previous year. Although 24% of respondents indicate *life in the Shire* is *better*, 28% feel *life in the Shire* is now *worse* compared to the same time in the previous year. This is significantly higher than the 2012 (15% higher) results.

Furthermore, 9 in 10 respondents indicate the services, facilities and activities/events provided by the Council *meets their needs*.

Two in five respondents (44%) are long-term residents who have been living in the Shire for *more than five years* and more than half of respondents indicate they *are likely* to be residing in the Shire *in 3 years' time* (55%).

End of work contract and/or job related reasons (30%) as well as *relocation* (8%) were nominated as main reasons for not residing in the Shire in the future amongst respondents who are *unlikely* to be residing in the Shire *in 3 years' time*.

Council Communication

Overall, half of respondents (50%) find Council's *communication* regarding services, facilities and activities/events *effective* including 15% who suggest *communication* by Council is *very effective* and 35% who find the *communication somewhat effective*.

The most commonly mentioned *sources of current information* regarding services, and activities/events include *Facebook* (36%) followed by *word of mouth* (28%) and the *Shire building/library notice boards* (24%). Furthermore, significantly higher proportion of respondents nominate *Facebook* as the *current source of information* in 2015 (36%) compared with 2012 (3%).

Facebook (43%) is also nominated as the *most preferred method for receiving information* from the Shire. Additionally, respondents *prefer to receive information personally* by *phone/fax/email/letter* (36%) and through *letterbox leaflets* (34%).

Council Run Community Events

Fortescue Festival recorded the highest awareness with all respondents surveyed being *aware* of the festival either on an *aided and/or unaided* basis. Additionally, approximately 9 in 10 respondents are *aware* of the *Bloody Slow Cup* (92%) and the *Fusion Festival* (89%).

When compared with 2012, significantly more respondents mentioned being *aware* of the *Fortescue Festival*, the *Fusion Festival*, and of the *Lighting of the Christmas Tree*. Comparatively, *awareness* for the *Australia Day Fireworks*, the *National Youth Week* and the *Newman Skate Park Competition* decreased in 2015.

Comparing events attended with the awareness of the event, the *Bloody Slow Cup* (61%) and the *Fortescue Festival* (60%) are nearly equal and have the highest conversion rate³ followed by the *Fusion Festival*.

Satisfaction with the events is high with approximately 8 of 10 respondents attending more than one council events report being *satisfied* with the *overall quality of the event*. *Not*

³ The conversion rate is calculated by dividing the proportion of those attending the event by proportion of those aware of the event.

having enough time/working (44%) and distance (36%) are key reasons identified by respondents who have not attended any council run community events.

Preferences for the timing of the Newman Queen's Birthday Public Holiday was largely split with two in five respondents (38%) suggesting the holiday to *remain after the Fortescue Festival Weekend*, 26% indicating the holiday should be *changed so it is held after the Bloody Slow Cup rugby weekend* and one-third (33%) of respondents having *no opinion or preference* for when the holiday should be held.



Council Services & Facilities

Overall Satisfaction

Approximately 3 in 5 respondents are *satisfied* with the Shire's overall performance. This includes 13% of respondents who are *very satisfied* and 46% of respondents who are *satisfied* with the Shire's overall performance.

Improvements

Over the next financial year, respondents are most interested in the Shire *improving existing facilities and infrastructure* (27%), *improving the overall look, character, and cleanliness of the Shire and facilities* (17%) and *building or finish building the shopping centre as well as access and availability to better/more retail outlets* (14%).

Priorities for Improvement

A number of key areas for improvement were provided within each of the following six categories and respondents were asked prioritise the areas.

The first area of priority for each of the following categories is as follows:

- **Airports:** *To improve public transport to/from the airport* (92%).
- **Community services and facilities:** *Establishing a cinema opportunity* (69%).
- **Safety and security:** *Supporting night patrol* (80%).
- **Building, Planning, Rangers and Development Services:** *Increasing public awareness of planning, building, ranger and health services* (78%).
- **Roads, Footpaths, Parks and Gardens:** *Improving pedestrian cross overs/walkways* (83%) and *continuing to plant trees/shrubs along major roads* are nearly equal in priority (82%).
- **Rubbish control and litter collection:** *Supporting a twice weekly rubbish pick up on an annual basis* (72%).

The first area of priority identified for four out of six categories remain consistent with areas of priority identified in 2012. The four categories include airports, community services and facilities, safety and security and building, planning, rangers and development services.

For **roads, footpaths, parks and gardens** *improving pedestrian cross overs/walkways* is the first priority for respondents in 2015 whilst *promoting the bike/footpath network* was the first priority in 2012.

For **rubbish control and litter collection**, *supporting a twice weekly rubbish pick up on an annual basis* is the first priority in 2015 whilst *increasing the number of public rubbish bins on footpaths and walkways* was the first priority in 2012.

Key Areas for Lobbying

Respondents were asked to indicate the top three areas which they feel are the most important for the Shire of East Pilbara to be lobbying with State and/or Federal Government. *Medical/health services* (90%), *youth services* (50%) and *retail opportunities* (48%) are nominated as the top three areas to lobby.

Demographics

The majority of respondents surveyed are *permanent residents* (87%), residing in *employer provided housing* (63%) and are *working* (82%) in the *mining and exploration industry* (51%).

In regards to gender, males (47%) and females (53%) are nearly equally represented. A vast majority of respondents are living in a *four people household* (81%). Whilst respondents indicated the household had members of various age categories, 85% mentioned at least one member of the household was under the age of 18.

Additionally, nine in ten respondents surveyed did not identify themselves as an Aboriginal/Indigenous/Torres Strait Islander (91%).



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1. Introduction

1.1 Background




The Shire of East Pilbara (the Shire) is a “very remote” region in Western Australia and is the largest Shire in the Southern Hemisphere covering approximately 371,696 square kilometres.



As at June 2011 the population of the Shire was approximately 11,950⁴ along with an estimated FIFO worker population of approximately 5,072. Main towns within the Shire are Newman, Marble Bar and Nullagine. The Shire also has a number of Aboriginal Communities including, Jigalong, Punmu, Parngurr, Irrungadgi, Parnpajinya and others.

The Shire provides a variety of services and activities for the residents and rate payers and has undertaken an annual community survey for a number of years now to understand customer satisfaction, measure public perception of the Shire, to understand what residents of the East Pilbara want, and to identify problems or areas of concerns.

1.2 Project Objectives



The primary objective of the Community Survey is to measure the community’s perceptions and attitudes of the Shire and of the services provided by the Shire.

The issues that the research addresses include customers' perceptions and attitudes toward:

- Overall satisfaction with the Shire’s performance.
- Importance of the services and facilities provided.
- Expectation of the Shire.
- Identify problems or areas of concern.

1.3 Project Methodology

The main elements of the methodology utilised in executing the study were as follows.

- **Stage 1:** Project Inception - Confirm scope, requirements and administration arrangements of the study.
- **Stage 2:** Survey Refine – Refine the existing survey instrument in collaboration with the Shire staff ensuring all aspects of the study objectives are captured.
- **Stage 3:** Sample Size and Frame - Provision of guidance on survey parameters to ensure that sampling is conducted in a way which matches the needs of the research.
- **Stage 4a:** Undertake CATI Surveys - Undertake surveys via CATI with residents.
- **Stage 4b:** Undertake Online Surveys – Supply an online weblink to the Shire for placement on the Shire’s social media sites.
- **Stage 5:** Data Analysis and Reporting - Collate and clean the database and analyse the results using SPSS. Compile a detailed report of the findings.

Key components of note associated with the survey process included:

- The survey instrument was refined in conjunction with the Shire staff and was administered via CATI using a sample database acquired by AEC (see Appendix A).
 - Telephone surveys were conducted amongst randomly selected residents within the Shire.
 - Areas of Newman, Nullagine, Marble Bar, and Telfer were included in the sample.

⁴ Source: ABS (2012), 2011 Census of Population and Housing, Age by Sex by place of usual residence, Cat. No. 2001.0, Australian Bureau of Statistics, Canberra

- The survey database was constructed using AEC’s in-house Computer Assisted Telephone Interviewing (CATI) systems and online survey database.
- CATI surveys were administered from 19th January to 20th February between the hours of 5:30pm and 8:00pm on weekdays and between the hours of 9am to 5pm on weekends. The average length of the CATI surveys was approximately 12 minutes. Survey results were processed using SPSS.
- Online survey was made available to the general community via key social media sites (i.e. Facebook etc). The weblink was managed and hosted by AEC and was available for survey submission between 19th January and 20th February 2015.
- A total of 298 surveys were collected via CATI and online weblink yielding statistically valid results, with a confidence interval of +/- 5.61 at a 95% confidence level.
- The following table outlines the call results:
 - All CATI surveys were undertaken in-house by experienced AEC staff and supervisors who were fully briefed on survey goals and objectives.
 - The survey database was edit checked by the survey supervisor to ensure data quality meet AEC's ISO20252:2012 quality assurance policy.
 - In accordance with the quality assurance policy, AEC records all telephone calls made to respondents to provide greater project management capabilities and superior quality results.

Table 1.1: Call Result

Call Result	2015 (n=3,860)
Completed Interview	5.0%
Refused	7.0%
Unsuitable	3.0%
Not Contacted	14.0%
Disconnected	15.0%
No Answer	52.0%
Other	4.0%
Total	100%

Source: AEC

1.4 Reporting Methods

Key components associated with the reporting structure include (Refer to Appendix B for more details):

1.4.1 Weighting

In line with the previous studies, the 2015 data was weighted by suburb to reflect the population by each locality. Population and sample from smaller suburbs (including Jigalong, Telfer etc) were combined and reported as 'other'. Weights applied to each suburb is as per the below table:

Table 1.2: Weighting

Localities	Population ⁵		Sample		Weights
	#	%	#	%	
Newman	9,087	76.0%	258	86.9%	0.88
Marble Bar	512	4.3%	17	5.7%	0.75
Nullagine	177	1.5%	5	1.7%	0.88
Other	2,174	18.2%	17	5.7%	3.18
Total	11,950	100.0%	297	100.0%	

⁵ Source: ABS (2012), 2011 Census of Population and Housing, Age by Sex by place of usual residence, Cat. No. 2001.0, Australian Bureau of Statistics, Canberra

1.4.2 Comparative Analysis

- Where possible, a comparative analysis has been undertaken with the results from 2011 and 2012.
 - Note: in some instances, only the 2012 data was available.
 - At times, changes in response scale did not allow for a comparative analysis with previous studies.
- Whilst undertaking a comparative analysis, all statistically significant differences identified against the 2012 survey results have been highlighted as follows:
 - In frequency tables, **green** or **red** filled cells indicates whether the result is higher or lower when compared to the 2012 results.
 - In charts and graphs, **↑** and **↓** arrows against the result indicates whether the result is higher or lower when compared to the 2012 results.

1.4.3 Locality Analysis

In some instances locality analysis has been undertaken to report on findings by each of the following regions:

- Newman
- Marble Bar
- Nullagine
- Other (is inclusive of Jigalong, Telfer and other areas of the Shire).

Extreme caution should be exercised when assessing the results presented for Marble Bar and Nullagine. The sample sizes are too small to render meaningful insight into the findings. Therefore, no commentary has been made in reference to results for these two suburbs.

1.4.4 Trend Analysis

Where possible, a trend analysis was undertaken to compare the results dating back to 2008 to the current 2015 results.

2. Key Performance Indicators

This section provides an overview of the key performance indicators (KPIs), the target performance standards, the Shire's performance against the indicators and target measures and outlines the variance from the target.

2.1 Key Performance Indicators vs. Target Performance

The table below measures the performance of KPIs against the target performance based on the top two-box summary (i.e. sum of *very satisfied* and *somewhat satisfied*).

Whilst none of the KPIs meet or exceed the target performance, KPIs with the smallest variance between target performance (%) and the result include:

- Overall quality of Council run events (-6).
- The Shire as a place to live (-19).

Based on weighted average measures, the *overall quality of council run events* is on a par with the target. A small variance of -0.4 is noted between the target and the result achieved for *The Shire as a place to live*.

Largest variance is evident for the *effectiveness of Council communication* in terms of proportion (-35) and weighted average (-0.9) results.

Table 2.1: Key Performance Indicators vs. Target Performance

Response	Percentage			Weighted Average		
	Target	Result	Variance	Target	Result	Variance
The Shire as a place to live (Q1)	>85	66	-19	>4.2	3.8	-0.4
Services, facilities and activities/events meet needs (Q6)	>85	53	-32	>4.2	3.6	-0.6
Effectiveness of Council communication (Q8)	>85	50	-35	>4.2	3.3	-0.9
Overall quality of council events (Q12)	>85	79	-6	>4.2	4.2	0.0
Overall performance of the Shire (Q15)	>85	59	-26	>4.2	3.6	-0.6

Source: AEC

3. The Shire as a Place to Live

This section identifies respondents' perception of the Shire as a place to live, the quality of life in the Shire now, the intention of residing within the Shire in three year's time and the extent to which the services, facilities and activities/events provided by the Shire meet the needs of the Shire residents.

3.1 The Shire as a Place to Live

3.1.1 The Shire as a Place to Live – Comparative Analysis

Approximately two-thirds (66%) of respondents indicate the Shire is an *excellent* or a *good place to live*. This compares with 72% of respondents in 2012 and 75% of respondents in 2011 who indicated the Shire is an *excellent* or a *good place to live*.

Additionally, a quarter (27%) of respondents find the Shire is an *average place to live*.

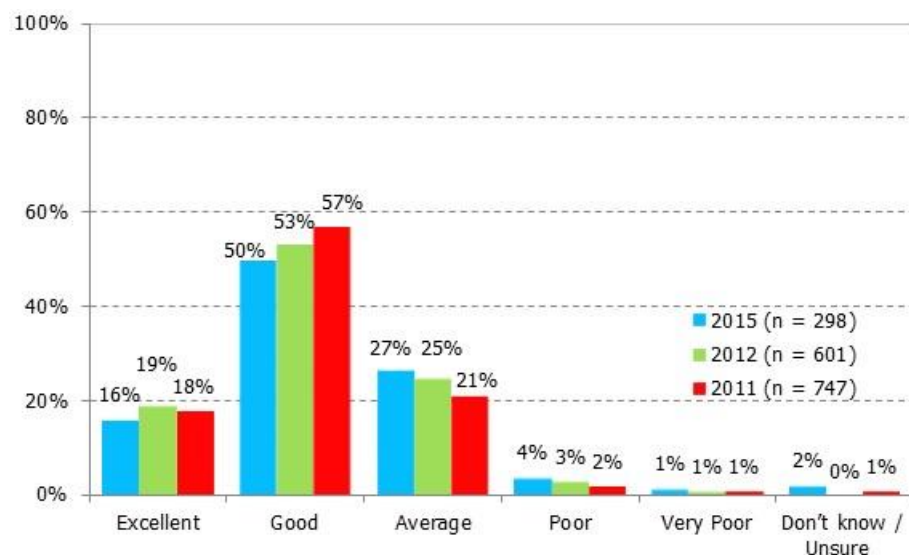
Weighted average results are nearly on a par with the 2012 and 2011 weighted average results.

Table 3.1: The Shire as a Place to Live – Comparative Analysis

Response	2015 (n = 298)	2012 (n = 601)	2011 (n = 747)
Excellent	16%	19%	18%
Good	50%	53%	57%
Average	27%	25%	21%
Poor	4%	3%	2%
Very Poor	1%	1%	1%
Don't know / Unsure	2%	0%	1%
Total	100%	101%	100%
<i>Weighted Average</i>	<i>3.8</i>	<i>3.9</i>	<i>3.8</i>

Q1. Overall, how do you rate the Shire of East Pilbara as a place to live? Would you say...[READ LIST]
Source: AEC

Figure 3.1: The Shire as a Place to Live – Comparative Analysis



Source: AEC

3.1.2 The Shire as a Place to Live – Locality Analysis

Whilst Newman residents are on a par with all respondents in their perception of the Shire being an *excellent* or a *good* (64%) *place to live*, the residents of 'other' areas reported slightly higher perception of *the Shire as the place to live*. Overall, 71% of residents indicate the *Shire is an excellent or a good place to live*.

Weighted average results of the 'other' areas is also marginally higher than the results reported for the Newman area (wa 3.9 vs. wa 3.7 for Newman).

Table 3.2: The Shire as a Place to Live – Locality Analysis

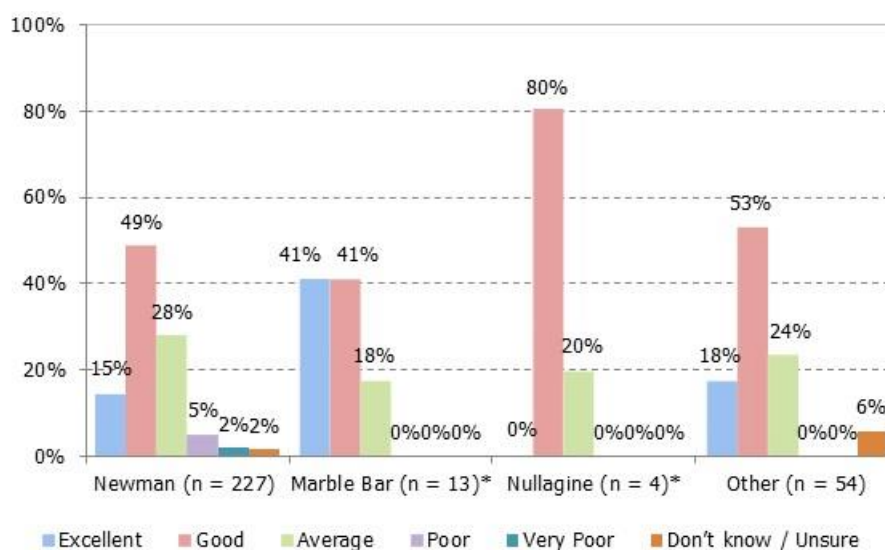
Response	Newman (n = 227)	Marble Bar (n = 13)*	Nullagine (n = 4)*	Other (n = 54)
Excellent	15%	41%	0%	18%
Good	49%	41%	80%	53%
Average	28%	18%	20%	24%
Poor	5%	0%	0%	0%
Very Poor	2%	0%	0%	0%
Don't know / Unsure	2%	0%	0%	6%
Total	100%	100%	100%	100%
<i>Weighted Average</i>	<i>3.7</i>	<i>4.2</i>	<i>3.8</i>	<i>3.9</i>

Q1. Overall, how do you rate the Shire of East Pilbara as a place to live? Would you say...[READ LIST]

Source: AEC

*Caution: Small Sample Size

Figure 3.2: The Shire as a Place to Live – Locality Analysis



Source: AEC

3.1.3 The Shire as a Place to Live – 2008 – 2015 Trend Analysis

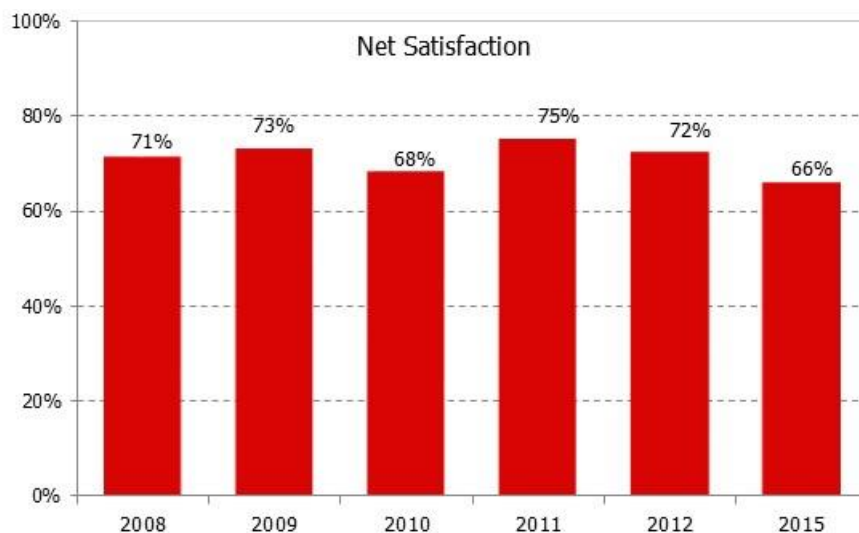
Although, the perception of *the Shire as a place to live* somewhat fluctuates over time, 2015 results are the lowest since 2008. However, it should be noted that the drop in results from 72% noted in 2012 to 66% in 2015 is not one that is statistically significant.

Table 3.3: The Shire as a Place to Live – Trend Analysis

Response	Net Satisfaction
2008	71%
2009	73%
2010	68%
2011	75%
2012	72%
2015	66%

Q1. Overall, how do you rate the Shire of East Pilbara as a place to live? Would you say...[READ LIST]
Source: AEC

Figure 3.3: The Shire as a Place to Live – 2008 – 2015 Trend Analysis



Source: AEC

3.2 Length of Time Living in the Shire

3.2.1 Length of Time Living in the Shire – Comparative Analysis

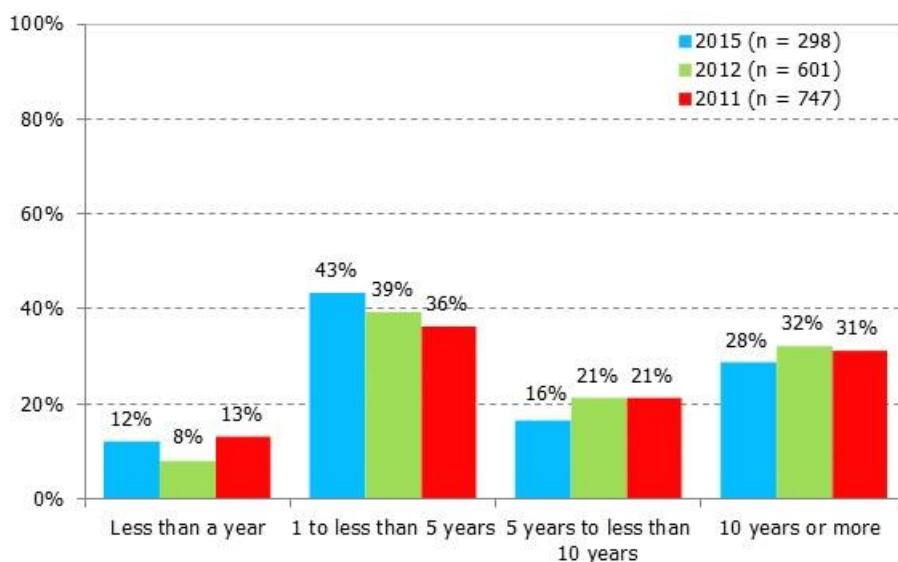
More than a quarter of respondents have been living in the Shire for *10 years or more* (28%). A further 16% have been residents of the Shire for *more than 5 years*. There are no significant differences noted in findings when compared to the 2012 results.

Table 3.4: Length of Time Living in the Shire – Comparative Analysis

Response	2015 (n = 298)	2012 (n = 601)	2011 (n = 747)
Less than a year	12%	8%	13%
1 to less than 5 years	43%	39%	36%
5 years to less than 10 years	16%	21%	21%
10 years or more	28%	32%	31%
Total	100%	100%	100%

Q2. Approximately how long have you been living in the Shire of East Pilbara?
Source: AEC

Figure 3.4: Length of Time Living in the Shire – Comparative Analysis



Source: AEC

3.2.2 Length of Time Living in the Shire – Locality Analysis

One quarter (25%) of Newman residents indicate having lived in the Shire for *10 years or more*. This compares with 41% of respondents from 'other' areas who have been residing in the Shire for *10 years or more*.

Residents of Newman and 'other' areas are equally likely to have resided within the Shire for *less than 5 year's time* (56%).

Table 3.5: Length of Time Living in the Shire – Locality Analysis

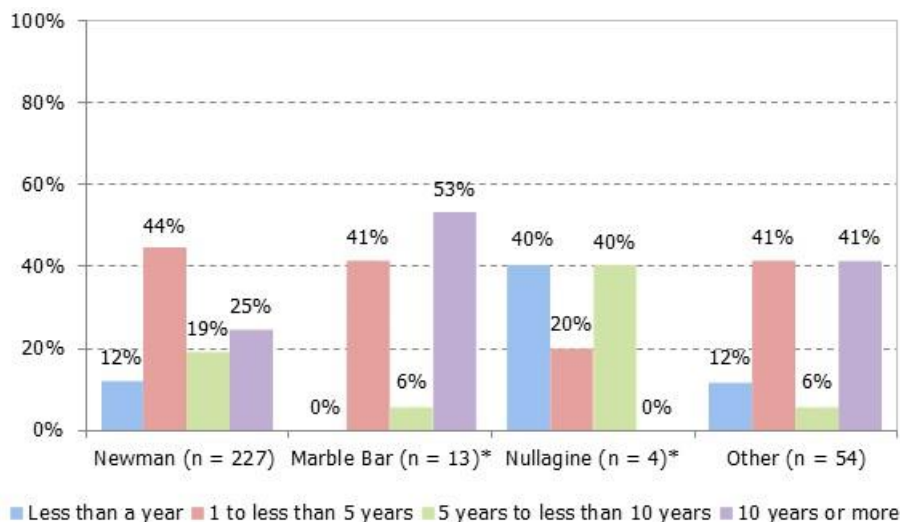
Response	Newman (n = 227)	Marble Bar (n = 13)*	Nullagine (n = 4)*	Other (n = 54)
Less than a year	12%	0%	40%	12%
1 to less than 5 years	44%	41%	20%	41%
5 years to less than 10 years	19%	6%	40%	6%
10 years or more	25%	53%	0%	41%
Total	100%	100%	100%	100%

Q2. Approximately how long have you been living in the Shire of East Pilbara?

Source: AEC

*Caution: Small Sample Size

Figure 3.5: Length of Time Living in the Shire – Locality Analysis



Source: AEC

3.3 Present vs. Past Quality of Life in the Shire

3.3.1 Present vs. Past Quality of Life in the Shire – Comparative Analysis

Respondents were asked to indicate the present quality of life in the Shire compared to life in the Shire the same time in the year before.

Whilst 24% of respondents indicate *life in the Shire is better* compared to the same time the previous year, 28% feel that *life in the Shire is now worse* compared to the same time in the previous year. However, for 47% of respondents, life in the Shire is the *same* as it was in the previous year.

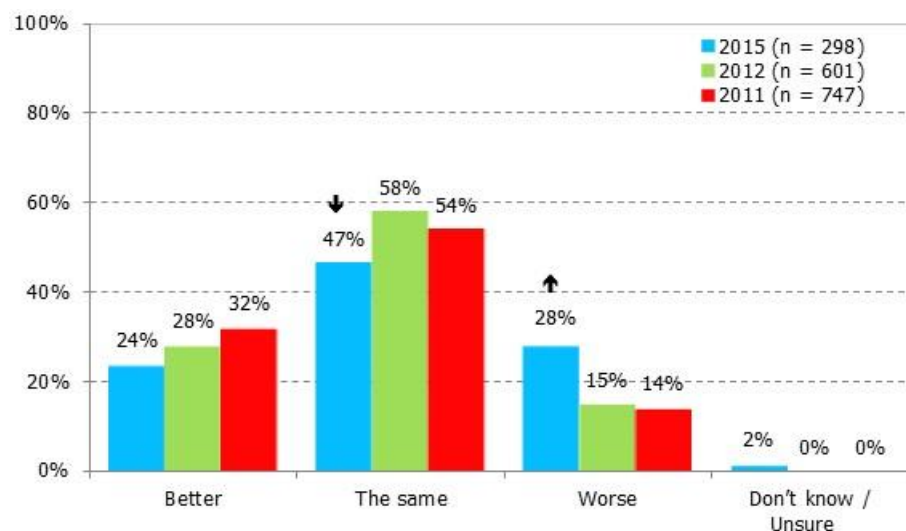
Furthermore, respondents who indicate *life in the Shire is worse* is significantly higher when compared to the 2012 results (28% in 2015 vs. 15% in 2012). This may be a result of a decline in the proportion of respondents who indicate *life in the Shire is the same* when compared to the previous year (47% in 2015 vs. 58% in 2012).

Table 3.6: Present vs. Past Quality of Life in the Shire – Comparative Analysis

Response	2015 (n = 298)	2012 (n = 601)	2011 (n = 747)
Better	24%	28%	32%
The same	47%	58%	54%
Worse	28%	15%	14%
Don't know / Unsure	2%	0%	0%
Total	100%	101%	100%

Q3. Compared to this time last year, would you say the quality of life in the Shire of East Pilbara is now.... [READ LIST]
Source: AEC

Figure 3.6: Present vs. Past Quality of Life in the Shire – Comparative Analysis



Source: AEC

3.3.2 Present vs. Past Quality of Life in the Shire – Locality Analysis

Nearly three-quarters of residents of Newman find the *quality of life in the Shire* now is either *better* or *the same* when compared to the same time the previous year (71%).

This compares with 60% of residents of 'other' areas who indicate the *quality of life in the Shire* is now either *better* or *the same*. Conversely, a higher proportion of residents in 'other' areas find the *quality of life in the Shire is now worse* (33%) when compared to residents from the Newman area (29%).

Table 3.7: Present vs. Past Quality of Life in the Shire – Locality Analysis

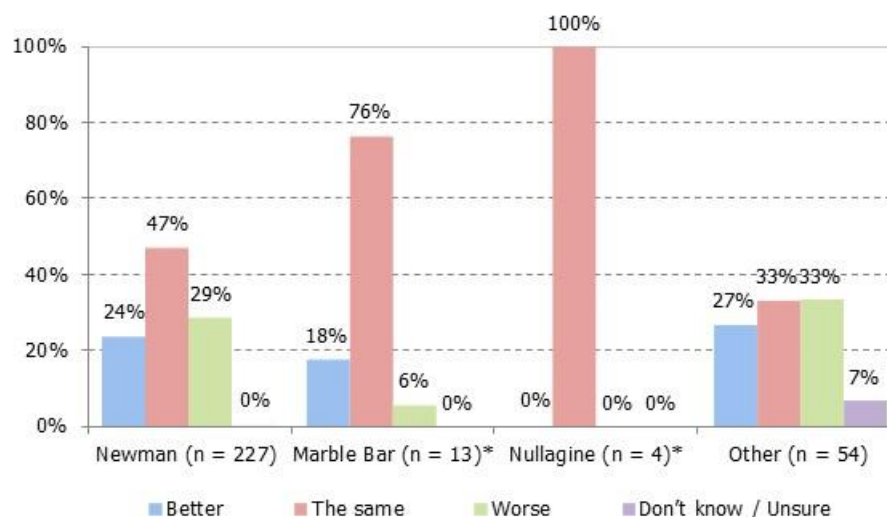
Response	Newman (n = 227)	Marble Bar (n = 13)*	Nullagine (n = 4)*	Other (n = 54)
Better	24%	18%	0%	27%
The same	47%	76%	100%	33%
Worse	29%	6%	0%	33%
Don't know / Unsure	0%	0%	0%	7%
Total	100%	100%	100%	100%

Q3. Compared to this time last year, would you say the quality of life in the Shire of East Pilbara is now.... [READ LIST]

Source: AEC

*Caution: Small Sample Size

Figure 3.7: Present vs. Past Quality of Life in the Shire – Locality Analysis



Source: AEC

3.4 Likelihood of Residing in the Shire in Three Years' Time

3.4.1 Likelihood of Residing in the Shire in Three Years' Time – Comparative Analysis

Overall, more than half of respondents indicate they are *likely* to be residing in the Shire in 3 years' time (55%) whilst 29% of respondents suggest they are *not likely* to be residing within the Shire in 3 years' time.

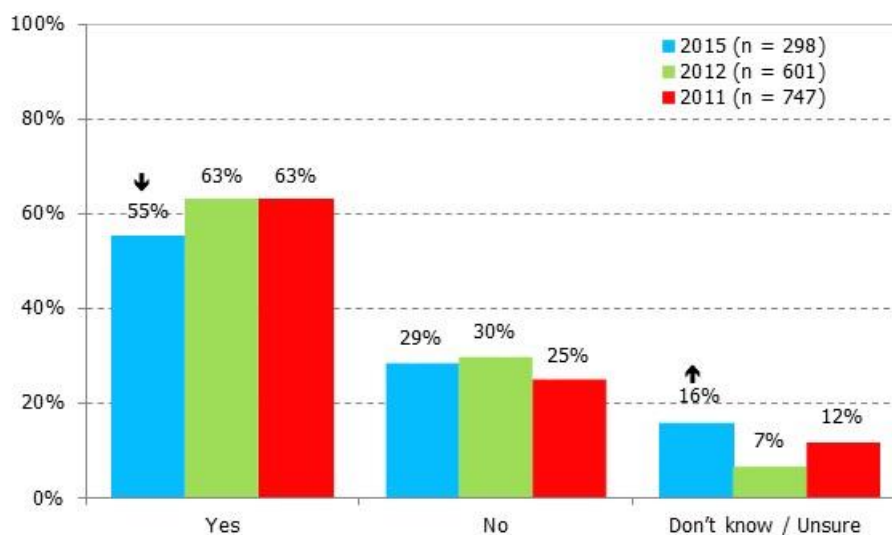
Compared to 2012, significantly fewer respondents indicate they are *likely* to be residing in the Shire in three years' time (55% in 2015 vs. 63% in 2012). This may be a result of the higher proportion of respondents who are *unsure* of their residency status in three years' time (16% in 2015 vs. 7% in 2012).

Table 3.8: Likelihood of Residing in the Shire in Three Years' Time – Comparative Analysis

Response	2015 (n = 298)	2012 (n = 601)	2011 (n = 747)
Yes	55%	63%	63%
No	29%	30%	25%
Don't know / Unsure	16%	7%	12%
Total	100%	100%	100%

Q4. Do you think you will be living in the Shire of East Pilbara in 3 years from now ...
Source: AEC

Figure 3.8: Likelihood of Residing in the Shire in Three Years' Time – Comparative Analysis



Source: AEC

3.4.2 Likelihood of Residing in the Shire in Three Years' Time – Locality Analysis

Whilst Newman residents are on a par with all residents in the likelihood of remaining in the Shire in 3 years from now, residents of 'other' areas are more likely to indicate they *will not be living in the Shire in 3 years' time* (41%). This compares with 28% of Newman residents who indicate *they will not be residing within the Shire in 3 years' time*.

Table 3.9: Likelihood of Residing in the Shire in Three Years' Time – Locality Analysis

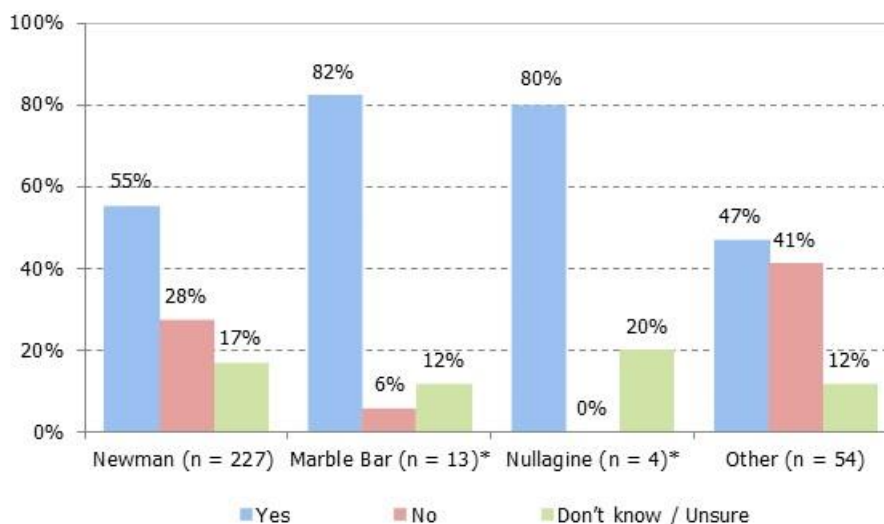
Response	Newman (n = 227)	Marble Bar (n = 13)*	Nullagine (n = 4)*	Other (n = 54)
Yes	55%	82%	80%	47%
No	28%	6%	0%	41%
Don't know / Unsure	17%	12%	20%	12%
Total	100%	100%	100%	100%

Q4. Do you think you will be living in the Shire of East Pilbara in 3 years from now ...

Source: AEC

*Caution: Small Sample Size

Figure 3.9: Likelihood of Residing in the Shire in Three Years' Time – Locality Analysis



Source: AEC

3.4.3 Reasons Nominated for the Likelihood of Not Residing in the Shire in the Future

Respondents indicating they are *unlikely to remain in the area* and those *unsure of their residency status in three years' time* were asked to indicate the reason for not residing in the Shire in the future.

Nearly a third (30%) nominated *end of work contract and/or job related reasons* as the main reason for not residing in the Shire in the future. Additionally, 8% are unlikely to remain in the area as a result of *relocation*.

Table 3.10: Reasons Nominated for the Likelihood of Not Residing in the Shire in the Future

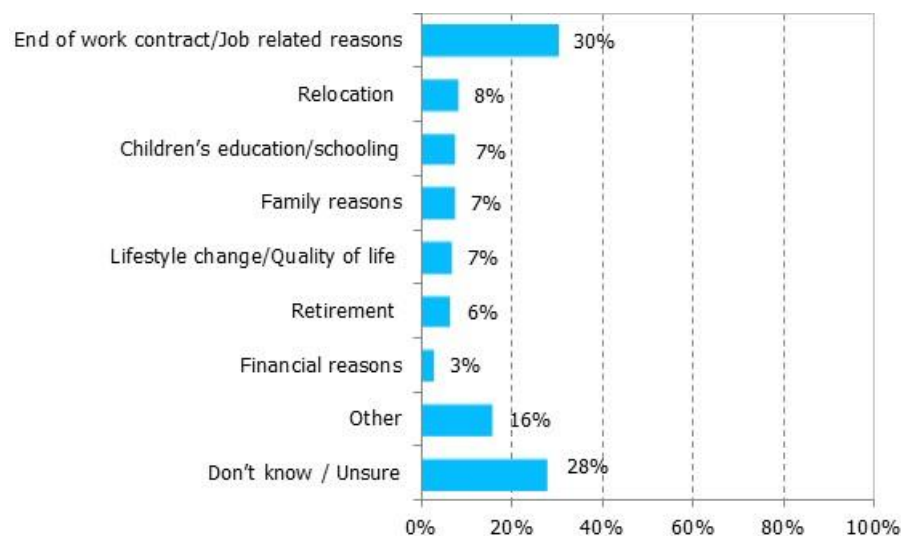
Response	#	%
End of work contract/Job related reasons	40	30%
Relocation	11	8%
Children's education/schooling	10	7%
Family reasons	10	7%
Lifestyle change/Quality of life	9	7%
Retirement	8	6%
Financial reasons	4	3%
Other	21	16%
Don't know / Unsure	37	28%

Q5. Why do you say that?

Source: AEC

Multiple responses allowed.

Figure 3.10: Reasons Nominated for the Likelihood of Not Residing in the Shire in the Future



Source: AEC

3.5 Facilities and Services Meets the Needs of Residents

3.5.1 Facilities and Services Meets the Needs of Residents – 2015 Results#

Overall, 9 in 10 respondents indicate the services, facilities and activities/events provided by the Council *meets the needs* of respondents. This is inclusive of respondents indicating the facilities and services *meets their needs very well* (18%), *somewhat meets their needs* (35%) and *meet their needs* (38%).

Based on weighted average results, the services, facilities and activities/events provided by the Council *somewhat meets the needs* of respondents (wa 3.6).

Table 3.11: Facilities and Services Meets the Needs of Residents – 2015 Results#

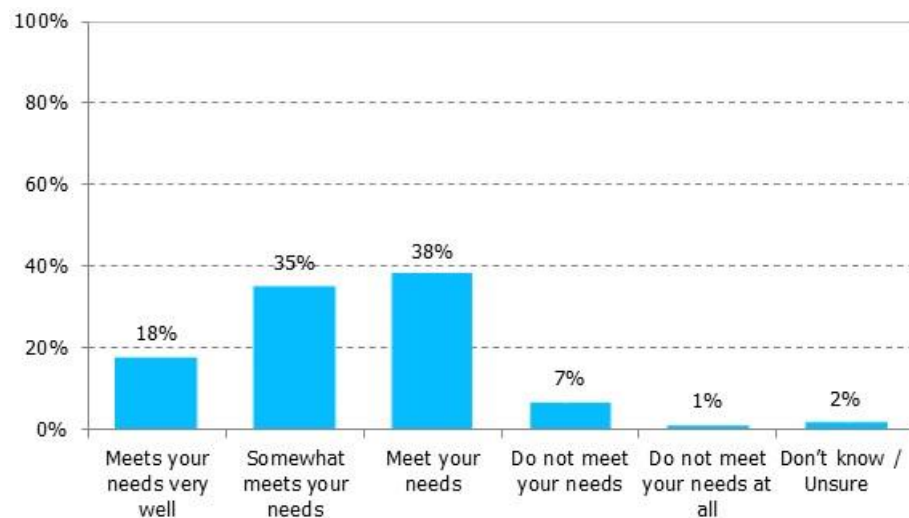
Response	#	%
Meets your needs very well	53	18%
Somewhat meets your needs	104	35%
Meet your needs	113	38%
Do not meet your needs	20	7%
Do not meet your needs at all	3	1%
Don't know / Unsure	5	2%
Total	298	100%
<i>Weighted Average</i>		<i>3.6</i>

Q6. To what extent do the services, facilities and activities/events provided by the Council meet your needs? Would you say [READ LIST]

Source: AEC

Change in scale in 2015. Results cannot be benchmarked against previous studies.

Figure 3.11: Facilities and Services Meets the Needs of Residents – 2015 Results#



Source: AEC

3.5.2 Facilities and Services Meets the Needs of Residents – Locality Analysis

More than 9 in 10 respondents from the Newman area (90%) and those from 'other' areas (94%) suggest the facilities and services provided by the Council *meet the needs* of the residents.

Weighted average results for the Newman area (wa 3.7) and 'other' localities (wa 3.4) are nearly on a par with each other as well as on a par with total results (wa 3.6).

Table 3.12: Facilities and Services Meets the Needs of Residents – Locality Analysis

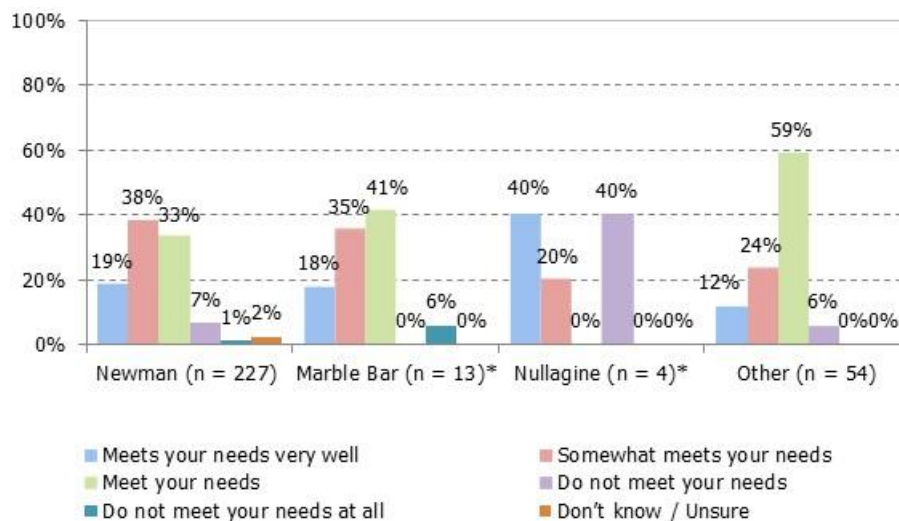
Response	Newman (n = 227)	Marble Bar (n = 13)*	Nullagine (n = 4)*	Other (n = 54)
Meets your needs very well	19%	18%	40%	12%
Somewhat meets your needs	38%	35%	20%	24%
Meet your needs	33%	41%	0%	59%
Do not meet your needs	7%	0%	40%	6%
Do not meet your needs at all	1%	6%	0%	0%
Don't know / Unsure	2%	0%	0%	0%
Total	100%	100%	100%	100%
<i>Weighted Average</i>	<i>3.7</i>	<i>3.6</i>	<i>3.6</i>	<i>3.4</i>

Q6. To what extent do the services, facilities and activities/events provided by the Council meet your needs? Would you say [READ LIST]

Source: AEC

*Caution: Small Sample Size

Figure 3.12: Facilities and Services Meets the Needs of Residents – Locality Analysis



Source: AEC

4. Council Communication

This section investigates the source of information regarding services, activities and/or events, the preferred method of receiving information from the Shire, and the effectiveness of the Council's current communication regarding services, facilities and activities/events.

4.1 Sources of Information

4.1.1 Sources of Information – Comparative Analysis

Facebook is the most commonly mentioned source of information regarding services, and activities/events (36%). A further 28% mention *word of mouth* whilst 24% mention the *Shire building/library notice boards* as their current source of information.

Whilst significantly more respondents in 2015 (compared to 2012) mentioned *Facebook* as the source of information, significantly fewer respondents mentioned the following sources (compared to the mentions in 2012):

- Shire building/library notice boards (24% vs. 31% in 2012).
- Personally by phone/fax/email/letter (11% vs. 20% in 2012).
- Shire's page/ad in the local newspaper (7% vs. 25% in 2012).

Table 4.1: Sources of Information – Comparative Analysis

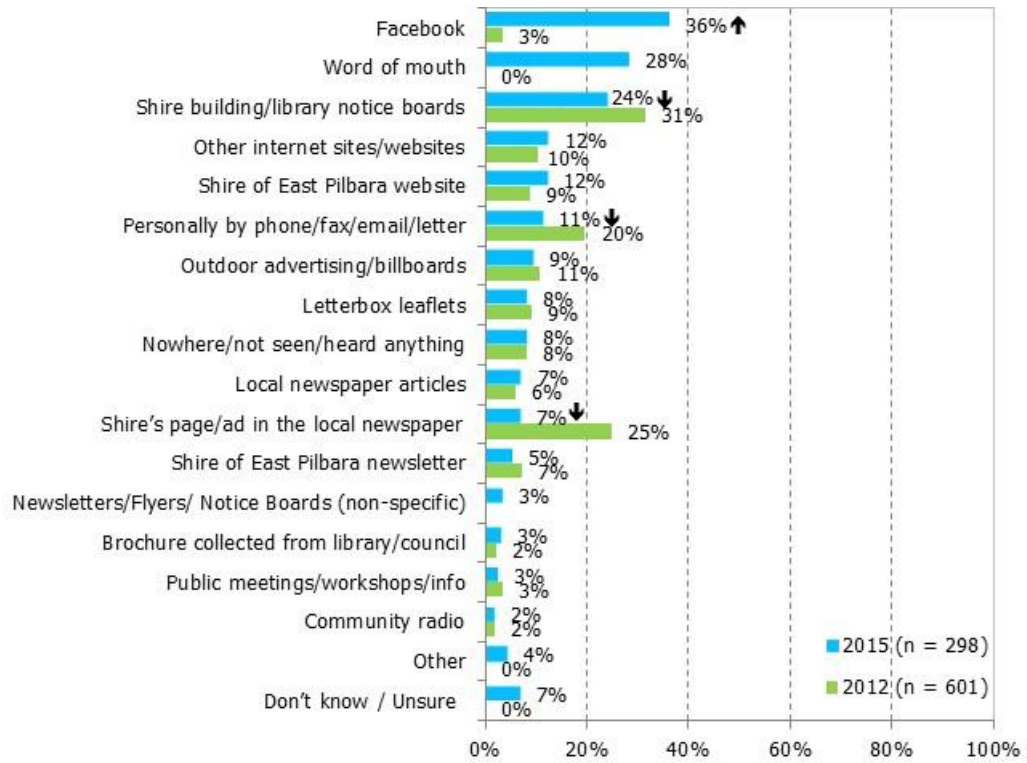
Response	2015 (n = 298)	2012 (n = 601)
Facebook	36%	3%
Word of mouth	28%	n/a
Shire building/library notice boards	24%	31%
Other internet sites/websites	12%	10%
Shire of East Pilbara website	12%	9%
Personally by phone/fax/email/letter	11%	20%
Outdoor advertising/billboards	9%	11%
Letterbox leaflets	8%	9%
Nowhere/not seen/heard anything	8%	8%
Local newspaper articles	7%	6%
Shire's page/ad in the local newspaper	7%	25%
Shire of East Pilbara newsletter	5%	7%
Newsletters/Flyers/ Notice Boards (non-specific)	3%	n/a
Brochure collected from library/council	3%	2%
Public meetings/workshops/info	3%	3%
Community radio	2%	2%
Other	4%	n/a
Don't know / Unsure	7%	n/a

Q7. Where (from what sources) have you seen or read information about the Shire of East Pilbara's services, and activities/events over the last year?

Source: AEC

Multiple responses allowed.

Figure 4.1: Sources of Information – Comparative Analysis



Source: AEC

4.2 Effectiveness of Council Communication

4.2.1 Effectiveness of Council Communication – 2015 Results[#]

Overall, half of respondents (50%) find Council’s communication regarding services, facilities and activities/events *effective* including 15% who suggest communication by Council is *very effective* and 35% who find the communication *somewhat effective*.

Based on weighted average results, respondents are *neutral* in regards to the effectiveness of the communication by the Council (wa 3.3).

Table 4.2: Effectiveness of Council Communication – 2015 Results[#]

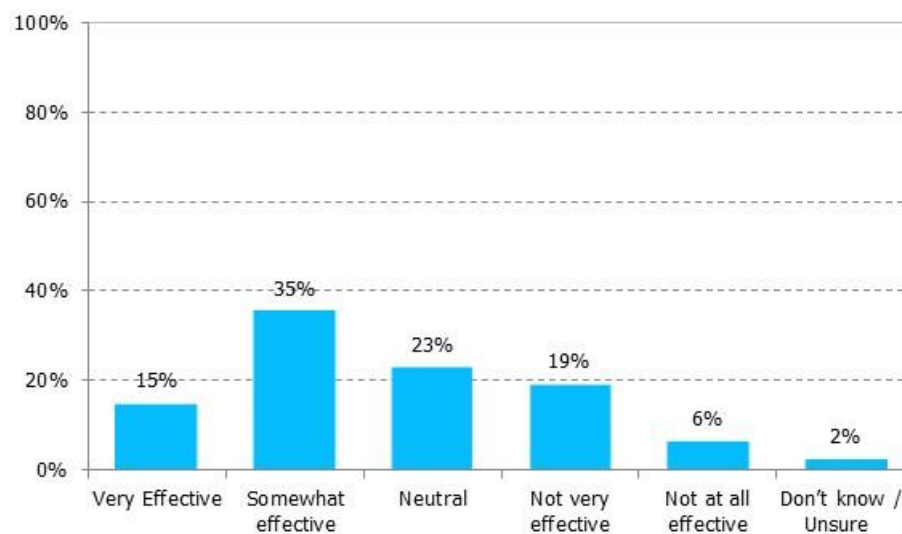
Response	#	%
Very Effective	44	15%
Somewhat effective	105	35%
Neutral	68	23%
Not very effective	57	19%
Not at all effective	19	6%
Don't know / Unsure	7	2%
Total	298	100%
<i>Weighted Average</i>		<i>3.3</i>

Q8. How effective is Council’s communication regarding its services, facilities and activities/events?

Source: AEC

[#] Change in scale in 2015. Results cannot be benchmarked against previous studies.

Figure 4.2: Effectiveness of Council Communication – 2015 Results[#]



Source: AEC

4.2.2 Effectiveness of Council Communication – Locality Analysis

Just over a half residents of the Newman area indicate Council’s communication regarding its services, facilities and activities/events is *effective* (52%). On the other hand, 41% of residents from ‘other’ areas find the Council’s communication *effective*.

Weighted average results are on a par by each of the localities and in-line with the total results.

Table 4.3: Effectiveness of Council Communication – Locality Analysis

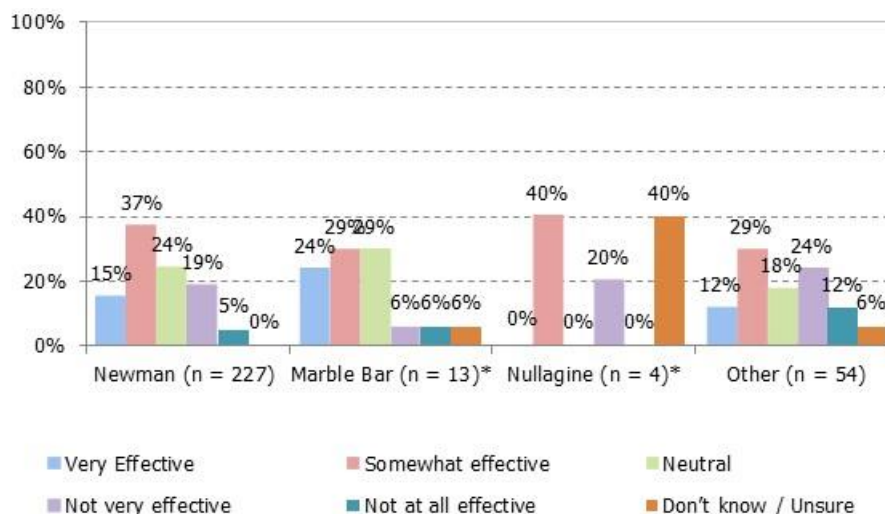
Response	Newman (n = 227)	Marble Bar (n = 13)*	Nullagine (n = 4)*	Other (n = 54)
Very Effective	15%	24%	0%	12%
Somewhat effective	37%	29%	40%	29%
Neutral	24%	29%	0%	18%
Not very effective	19%	6%	20%	24%
Not at all effective	5%	6%	0%	12%
Don’t know / Unsure	0%	6%	40%	6%
Total	100%	100%	100%	100%
<i>Weighted Average</i>	<i>3.4</i>	<i>3.6</i>	<i>3.3</i>	<i>3.1</i>

Q8. How effective is Council’s communication regarding its services, facilities and activities/events?

Source: AEC

*Caution: Small Sample Size

Figure 4.3: Effectiveness of Council Communication – Locality Analysis



Source: AEC

4.3 Preferred Method of Receiving Information

In addition to the current source(s) for information, respondents were also asked to indicate the preferred method of receiving information from the Shire. *Facebook* is nominated as the most preferred method for receiving information (43%).

Additionally, respondents preferred to receive information *personally by phone/fax/email/letter* (36%) and/or through *letterbox leaflets* (34%).

Table 4.4: Preferred Method of Receiving Information

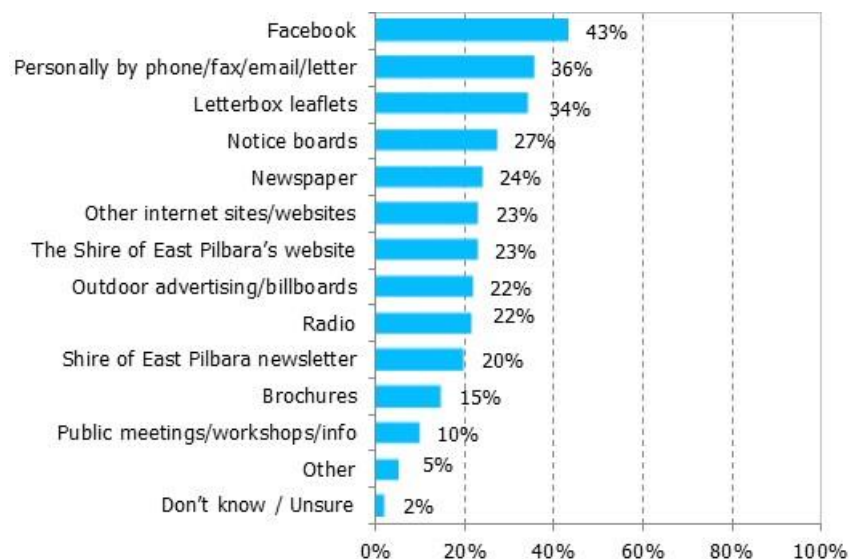
Response	#	%
Facebook	129	43%
Personally by phone/fax/email/letter	106	36%
Letterbox leaflets	102	34%
Notice boards	82	27%
Newspaper	72	24%
Other internet sites/websites	69	23%
The Shire of East Pilbara's website	69	23%
Outdoor advertising/billboards	65	22%
Radio	64	22%
Shire of East Pilbara newsletter	60	20%
Brochures	44	15%
Public meetings/workshops/info	30	10%
Other	16	5%
Don't know / Unsure	7	2%

Q9. How would you like to receive information from the Shire of East Pilbara?

Source: AEC

Multiple responses allowed.

Figure 4.4: Preferred Method of Receiving Information



Source: AEC

5. Council Run Community Events

This section gauges awareness (unaided and aided) of council run community events and the events attended by respondents. Whilst respondents attending more than one council run community event were asked to rate the overall quality of the events attended and those who had not attended any events, were asked to indicate the main reason for not having attended any events.

5.1 Awareness of Council Run Community Events

5.1.1 Awareness of Council Run Community Events – Aided and Unaided Awareness

Respondents were first asked to indicate the Council run community events which they were *aware* of (unaided). This was followed by providing a list of Council run community events and respondents were asked to indicate their awareness of each event (aided).

All respondents surveyed are *aware* (aided and unaided) of the Fortescue Festival (100%). Additionally, approximately 9 in 10 respondents are *aware* of the Bloody Slow Cup (92%) and the Fusion Festival (89%).

Furthermore, nearly one-third (32%) of respondents mentioned the Fortescue Festival on an *unaided* basis. Following the Fortescue Festival, *unaided awareness* of the Fusion Festival is highest amongst respondents (25%).

Table 5.1: Awareness of Council Run Community Events – Aided and Unaided Awareness

Response	Unaided Awareness	Aided Awareness	Total Awareness
Fortescue Festival	32%	69%	100%
Bloody Slow Cup	23%	69%	92%
Fusion Festival	25%	64%	89%
Australia Day Ceremony	21%	55%	76%
Australia Day Fireworks	14%	53%	67%
Lighting of the Christmas Tree	9%	46%	56%
National Youth Week	2%	18%	20%
Newman Skate Park Competition	1%	16%	17%
Movie nights	6%	#N/A	6%
Thank a Volunteer	2%	#N/A	2%
Other	24%	4%	28%
All of the above	0%	7%	7%
None of the above	21%	10%	31%
Don't know / Unsure	13%	1%	15%

Q10a. The Shire of East Pilbara organises or provides financial support to a number of community events held in the East Pilbara.

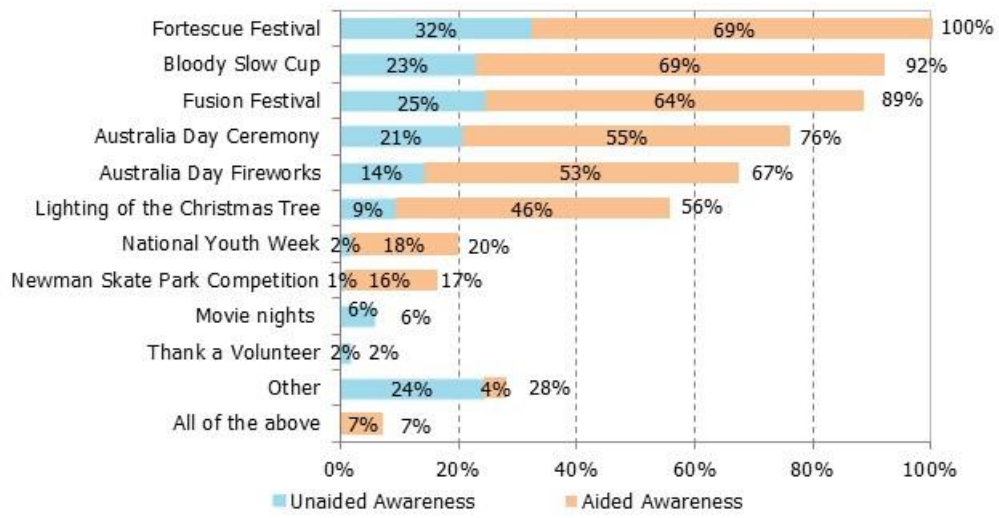
Which Shire of East Pilbara council run community events are you aware of?

Q10b. Are you aware of the Shire of East Pilbara's involvement in the following events?

Source: AEC

Multiple responses allowed.

Figure 5.1: Awareness of Council Run Community Events – Aided and Unaided Awareness



Source: AEC



5.1.2 Awareness of Council Run Community Events – Comparative Analysis

Compared to 2012, there is a significant *increase in awareness* (aided and unaided) for the following events in 2015:

- Fortescue Festival: an increase of 8% (100% vs. 92% in 2012).
- Fusion Festival: an increase of 8% (89% vs. 81% in 2012).
- Lighting of the Christmas Tree: an increase of 8% (56% vs. 48% in 2012).

However, *awareness* of the following events has *decreased* significantly when compared to 2012:

- Australia Day Fireworks: a decreased of 10% (67% vs. 77% in 2012).
- National Youth Week: a decreased of 12% (20% vs. 32% in 2012).
- Newman Skate Park Competition: a decreased of 32% (17% vs. 49% in 2012).

Compared to 2012, largest *decrease* in awareness is reported for the Newman Skate Park Competition.

Table 5.2: Awareness of Council Run Community Events – Comparative Analysis

Response	2015 (n = 298)	2012 (n = 601)
Fortescue Festival	100%	92%
Bloody Slow Cup	92%	92%
Fusion Festival	89%	81%
Australia Day Ceremony	76%	72%
Australia Day Fireworks	67%	77%
Lighting of the Christmas Tree	56%	48%
National Youth Week	20%	32%
Newman Skate Park Competition	17%	49%

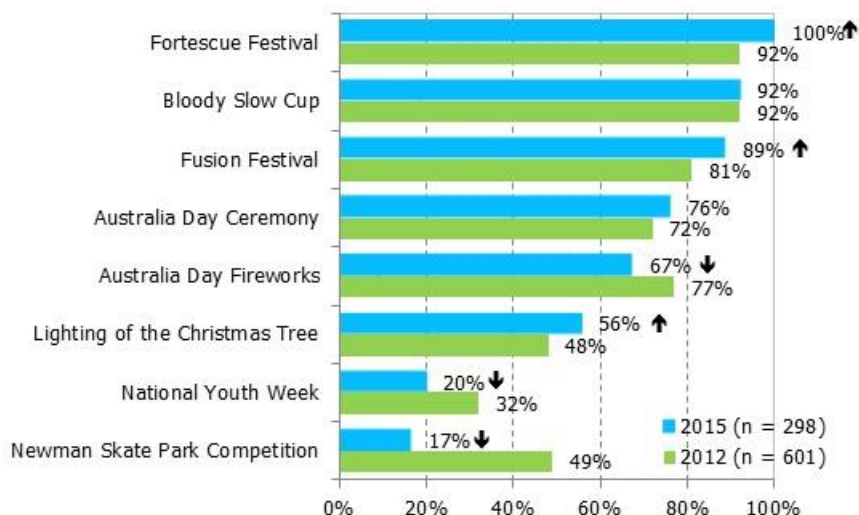
Q10a. The Shire of East Pilbara organises or provides financial support to a number of community events held in the East Pilbara. Which Shire of East Pilbara council run community events are you aware of?

Q10b. Are you aware of the Shire of East Pilbara's involvement in the following events?

Source: AEC

Multiple responses allowed.

Figure 5.2: Awareness of Council Run Community Events – Comparative Analysis



Source: AEC

5.2 Awareness of vs. Attendance to Council Run Community Events

When comparing the attendance to an event with the awareness of the event, the *Bloody Slow Cup* (61%) and the *Fortescue Festival* (60%) are nearly equal and have the highest conversion rates.

Fusion Festival ranks the third highest in conversion rate from those attended to those who are aware of the event (51%).

Table 5.3: Awareness of vs. Attendance to Council Run Community Events

Response	Awareness	Attendance	Conversion Rate (attended/aware)
Fortescue Festival	100%	60%	60%
Bloody Slow Cup	92%	56%	61%
Fusion Festival	89%	46%	51%
Australia Day Ceremony	76%	22%	29%
Australia Day Fireworks	67%	26%	39%
Lighting of the Christmas Tree	56%	19%	35%
National Youth Week	20%	4%	20%
Newman Skate Park Competition	17%	4%	25%

Q10a. The Shire of East Pilbara organises or provides financial support to a number of community events held in the East Pilbara.

Which Shire of East Pilbara council run community events are you aware of?

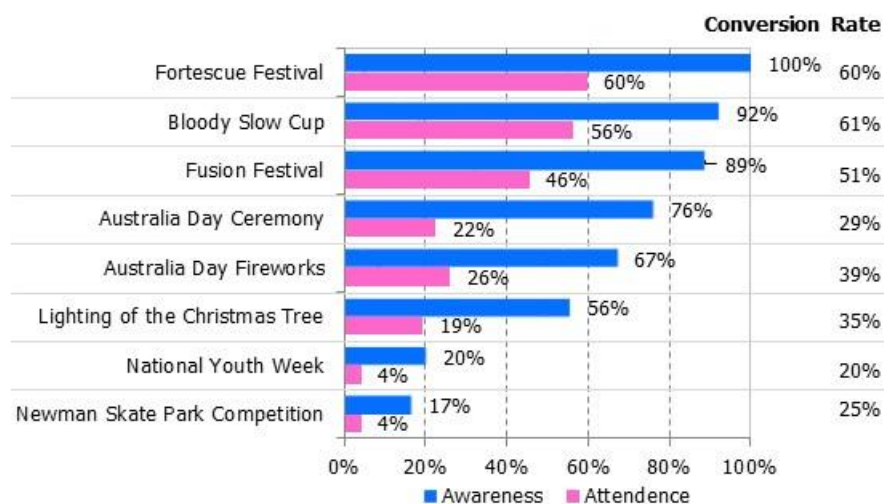
Q10b. Are you aware of the Shire of East Pilbara's involvement in the following events?

Q11. Which Shire of East Pilbara events have you actually attended?

Source: AEC

Multiple responses allowed.

Figure 5.3: Awareness of vs. Attendance to Council Run Community Events



Source: AEC

5.3 Quality of Council Run Community Events

5.3.1 Quality of Council Run Community Events – Comparative Analysis

Satisfaction with the events is high with approximately 8 of 10 respondents who attended more than one council events report being *satisfied* with the *overall quality of the event*. This includes 45% of respondents who indicate the *overall quality* of the events is *very good* and 33% who said that the *overall quality* of the event is *good*.

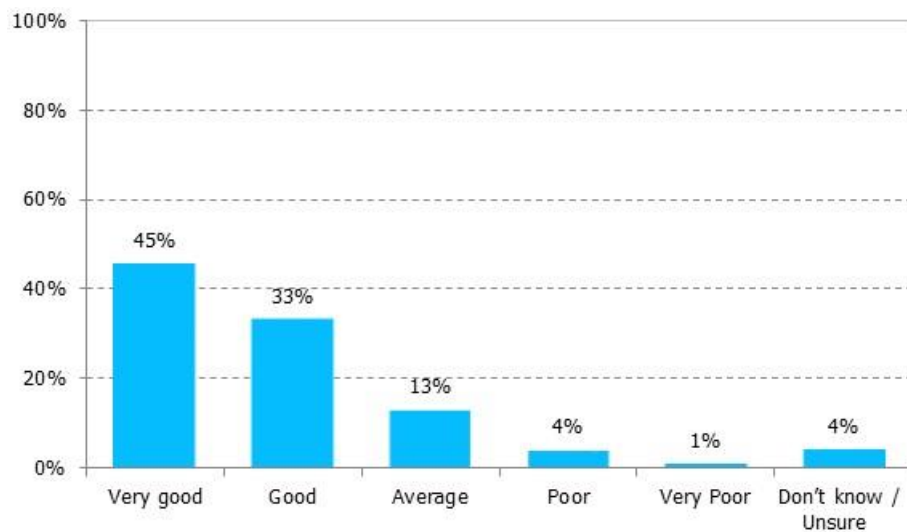
Weighted average results indicate the *overall quality* of council events is *good* (wa 4.2).

Table 5.4: Quality of Council Run Community Events – Comparative Analysis

Response	#	%
Very good	93	45%
Good	68	33%
Average	26	13%
Poor	8	4%
Very Poor	2	1%
Don't know / Unsure	8	4%
Total	205	100%
<i>Weighted Average</i>		<i>4.2</i>

Q12. Overall, how would you rate the overall quality of Shire of East Pilbara council events you've attended?
Source: AEC

Figure 5.4: Quality of Council Run Community Events – Comparative Analysis



Source: AEC

5.3.2 Quality of Council Run Community Events – Locality Analysis

Unfortunately base sizes for each of the localities are too small for any conclusive findings. However, findings for Newman are on a par with overall results with 8 in 10 respondents from the Newman area indicate the *overall quality* of the events is *good* (79%).

Table 5.5: Quality of Council Run Community Events – Locality Analysis

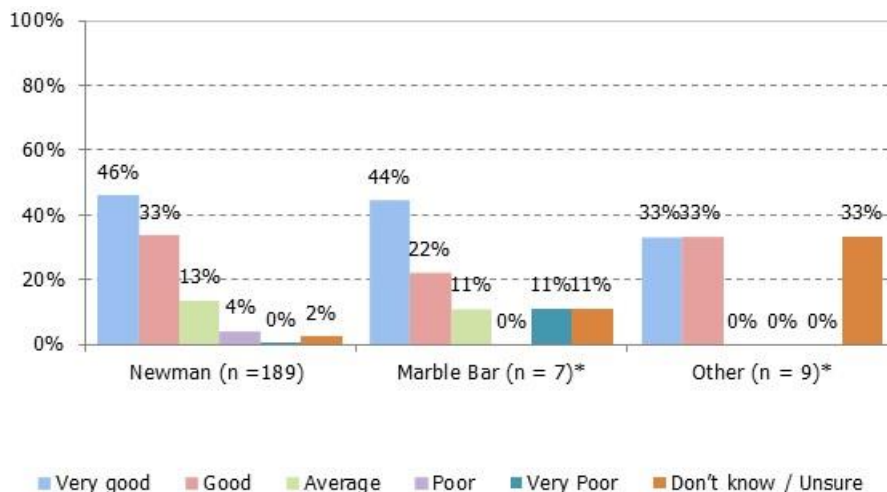
Response	Newman (n = 189)	Marble Bar (n = 7)*	Nullagine (n = 0)*	Other (n = 9)*
Very good	46%	44%	-	33%
Good	33%	22%	-	33%
Average	13%	11%	-	0%
Poor	4%	0%	-	0%
Very Poor	0%	11%	-	0%
Don't know / Unsure	2%	11%	-	33%
Total	100%	100%	-	100%
<i>Weighted Average</i>	<i>4.2</i>	<i>4.0</i>	-	<i>4.5</i>

Q12. Overall, how would you rate the overall quality of Shire of East Pilbara council events you've attended?

Source: AEC

*Caution: Small Sample Size

Figure 5.5: Quality of Council Run Community Events – Locality Analysis



Source: AEC

5.4 Reasons Nominated for Not Attending Community Events – Comparative Analysis

Respondents who have not attended any council run community events were asked to indicate the main reason for not attending the events.

No time/working (44%) was nominated as the main reason for not having attended any of the council run community events. *Too far away/difficult to get there* was the second most popular reason for not having attended any of the council run community events (36%).

None of the 2015 findings are significantly different to the 2012 findings.

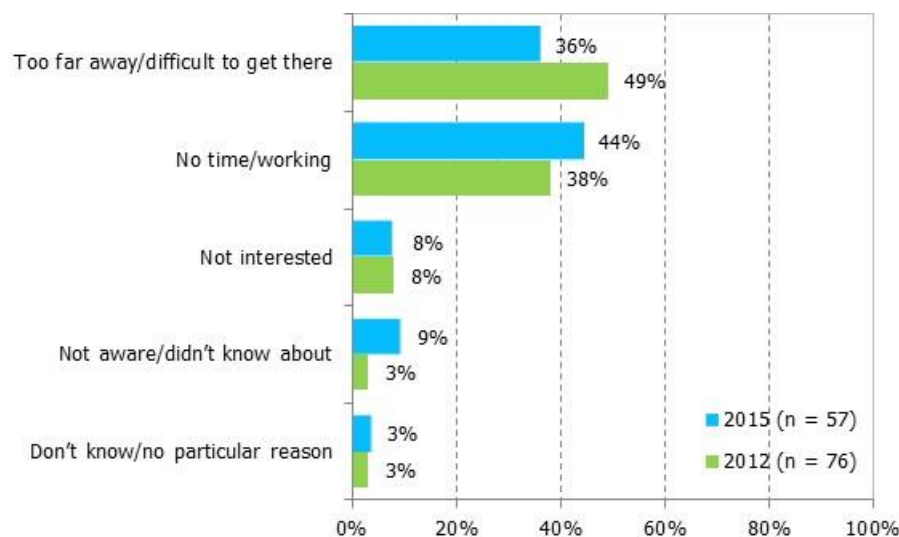
Table 5.6: Reasons Nominated for Not Attending Community Events – Comparative Analysis

Response	2015 (n = 57)	2012 (n = 76)
Too far away/difficult to get there	36%	49%
No time/working	44%	38%
Not interested	8%	8%
Not aware/didn't know about	9%	3%
Don't know/no particular reason	3%	3%
Total	100%	101%

Q13. What's the main reason you have not attended any Shire of East Pilbara events?

Source: AEC

Figure 5.6: Reasons Nominated for Not Attending Community Events – Comparative Analysis



Source: AEC

5.5 Preferred Timing of the Newman Queens Birthday Public Holiday

5.5.1 Preferred Timing of the Newman Queens Birthday Public Holiday – Comparative Analysis

Respondents were asked their preference for when the Newman Queen’s Birthday Public Holiday should be. Whilst approximately two in five respondents (38%) prefer the holiday to *remain after the Fortescue Festival Weekend* (how it is currently), 26% indicate the holiday *should be changed* so it is held *after the Bloody Slow Cup rugby weekend*.

Interestingly, one-third (33%) of respondents have *no opinion or preference* for when the holiday should be held.

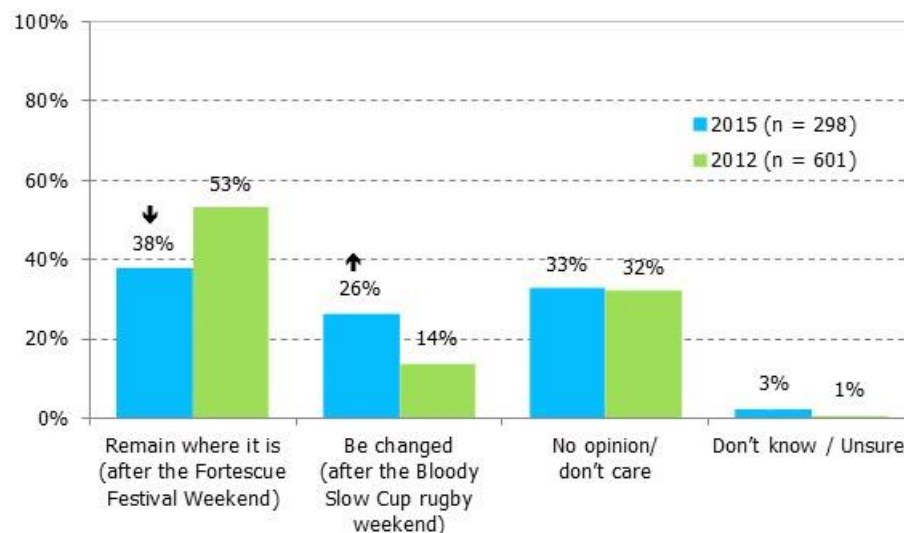
Compared to 2012, significantly fewer respondents prefer the holiday to *remain after the Fortescue Festival Weekend* (38% vs. 53% in 2012). Conversely, there is a significant increase in the proportion of respondents indicating the holiday *should be changed* so it is *after the Bloody Slow Cup rugby weekend* (26% vs. 14% in 2012).

Table 5.7: Preferred Timing of the Newman Queens Birthday Public Holiday – Comparative Analysis

Response	2015 (n = 298)	2012 (n = 601)
Remain where it is (after the Fortescue Festival Weekend)	38%	53%
Be changed (after the Bloody Slow Cup rugby weekend)	26%	14%
No opinion/don’t care	33%	32%
Don’t know / Unsure	3%	1%
Total	100%	100%

Q14. Do you believe the Newman Queens Birthday Public Holiday should remain on the Monday after the Fortescue Festival weekend (August) or be changed to the Monday after the Bloody Slow Cup rugby weekend (October)?
Source: AEC

Figure 5.7: Preferred Timing of the Newman Queens Birthday Public Holiday – Comparative Analysis



Source: AEC

5.5.2 Preferred Timing of the Newman Queens Birthday Public Holiday – Locality Analysis

Segmented analysis by region indicates residents of the Newman area prefer the holiday to remain after the Fortescue Festival weekend (41%).

Residents of the 'other' regions are likely to *not have a preference* for when the holiday is held (41%). Residents with a preference for the timing of the holiday are equally split between *keeping the holiday as is* (29%) and *changing it so that it is after the Bloody Slow Cup rugby weekend* (29%).

Table 5.8: Preferred Timing of the Newman Queens Birthday Public Holiday – Locality Analysis

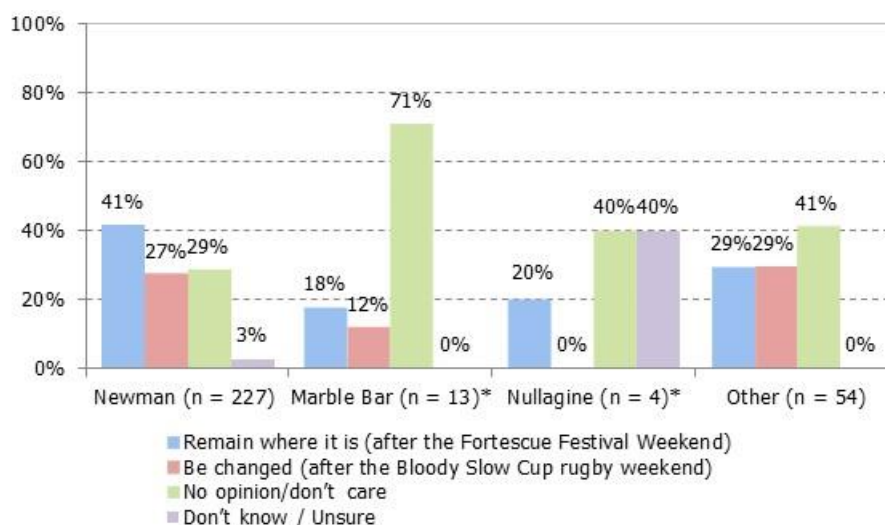
Response	Newman (n = 227)	Marble Bar (n = 13)*	Nullagine (n = 4)*	Other (n = 54)
Remain where it is (after the Fortescue Festival Weekend)	41%	18%	20%	29%
Be changed (after the Bloody Slow Cup rugby weekend)	27%	12%	0%	29%
No opinion/don't care	29%	71%	40%	41%
Don't know / Unsure	3%	0%	40%	0%
Total	100%	100%	100%	100%

Q14. Do you believe the Newman Queens Birthday Public Holiday should remain on the Monday after the Fortescue Festival weekend (August) or be changed to the Monday after the Bloody Slow Cup rugby weekend (October)?

Source: AEC

*Caution: Small Sample Size

Figure 5.8: Preferred Timing of the Newman Queens Birthday Public Holiday – Locality Analysis



Source: AEC

6. Council Services & Facilities

This section presents the results of satisfaction with the overall performance of the Shire of East Pilbara, identifies the key areas for the council to improve in the next financial year and identifies the top three areas for the Shire to lobby with the State and/or Federal Government.

Additionally, respondents were asked to prioritise areas within each of the six key identified categories for allocating the Shire's financial resources.

6.1 Overall Satisfaction with Council Performance

6.1.1 Overall Satisfaction with Council Performance – 2015 Results[#]

Approximately 3 in 5 respondents are *satisfied* with the Shire's *overall performance*. This includes 13% of respondents who are *very satisfied* and 46% of respondents who are *satisfied* with the Shire's overall performance.

Weighted average results are in line with the percentages with respondents being *satisfied* with the *overall performance* of the Shire (wa 3.6).

Table 6.1: Overall Satisfaction with Council Performance – 2015 Results[#]

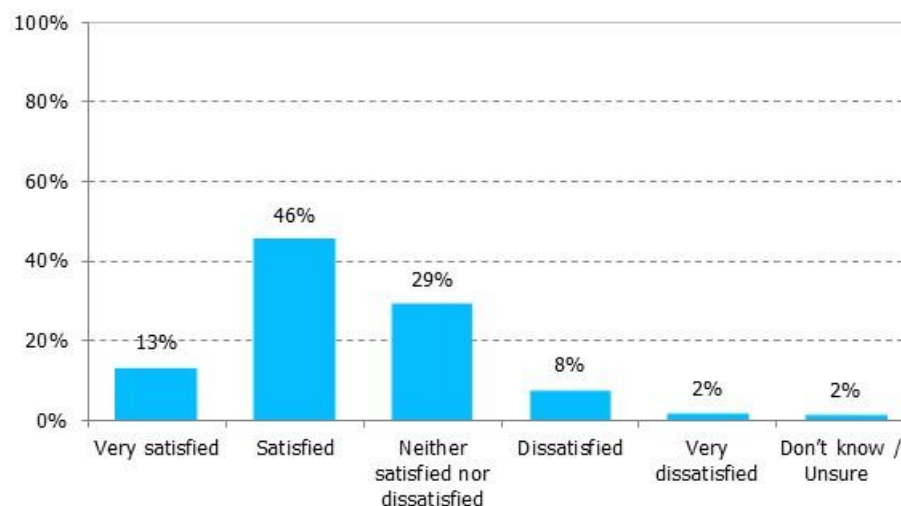
Response	#	%
Very satisfied	40	13%
Satisfied	136	46%
Neither satisfied nor dissatisfied	88	29%
Dissatisfied	24	8%
Very dissatisfied	6	2%
Don't know / Unsure	5	2%
Total	298	100%
<i>Weighted Average</i>		<i>3.6</i>

Q15. How satisfied are you with the Shire of East Pilbara's overall performance?

Source: AEC

[#] Change in scale in 2015. Results cannot be benchmarked against previous studies.

Figure 6.1: Overall Satisfaction with Council Performance – 2015 Results[#]



Source: AEC

6.1.2 Overall Satisfaction with Council Performance – Locality Analysis

Satisfaction with the Shire’s overall performance amongst Newman residents is significantly higher than amongst residents from ‘other’ localities. Whilst 62% of Newman residents are *satisfied* with the Shire’s overall performance, 47% of residents from ‘other’ localities indicate being *satisfied*.

Weighted average results indicate Newman residents are *satisfied* with the Shire’s overall performance (wa 3.6), whilst residents from ‘other’ localities are *neither satisfied nor dissatisfied* (wa 3.4).

Table 6.2: Overall Satisfaction with Council Performance – Locality Analysis

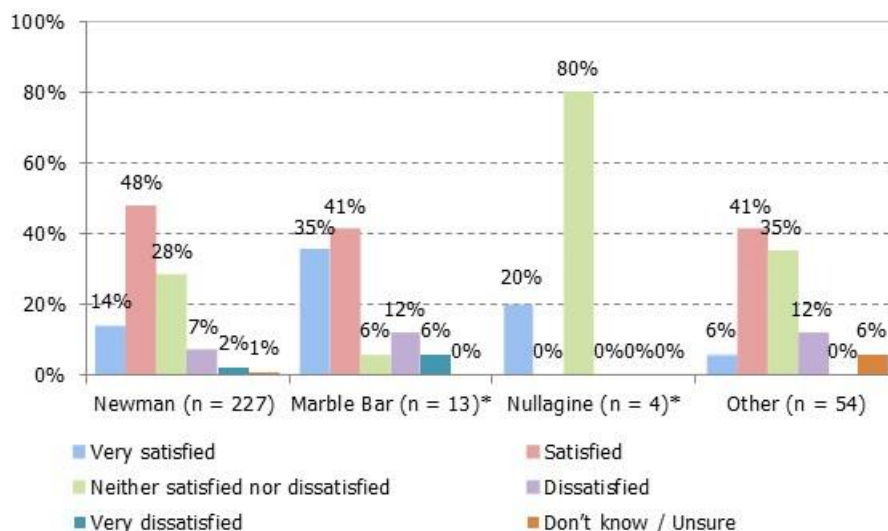
Response	Newman (n = 227)	Marble Bar (n = 13)*	Nullagine (n = 4)*	Other (n = 54)
Very satisfied	14%	35%	20%	6%
Satisfied	48%	41%	0%	41%
Neither satisfied nor dissatisfied	28%	6%	80%	35%
Dissatisfied	7%	12%	0%	12%
Very dissatisfied	2%	6%	0%	0%
Don’t know / Unsure	1%	0%	0%	6%
Total	100.0%	100.0%	100.0%	100.0%
<i>Weighted Average</i>	<i>3.6</i>	<i>3.9</i>	<i>3.4</i>	<i>3.4</i>

Q15.How satisfied are you with the Shire of East Pilbara’s overall performance?

Source: AEC

*Caution: Small Sample Size

Figure 6.2: Overall Satisfaction with Council Performance – Locality Analysis



Source: AEC

6.2 Identified Improvements to Services over the Next Year

Respondents were asked to indicate one thing the Shire could do in the next financial year to improve services to the community. *Improvements to existing facilities and infrastructure* is most frequently mentioned *area of improvement for the next year* (27%).

Additionally, respondents are interested in *improvements to the overall look, character, and cleanliness of the Shire and facilities* (17%).

Third most frequently mentioned area for improvement is to *build or finish building the shopping centre* as well as *access and availability to better/more retail outlets* (14%).

Table 6.3: Identified Improvements to Services over the Next Year

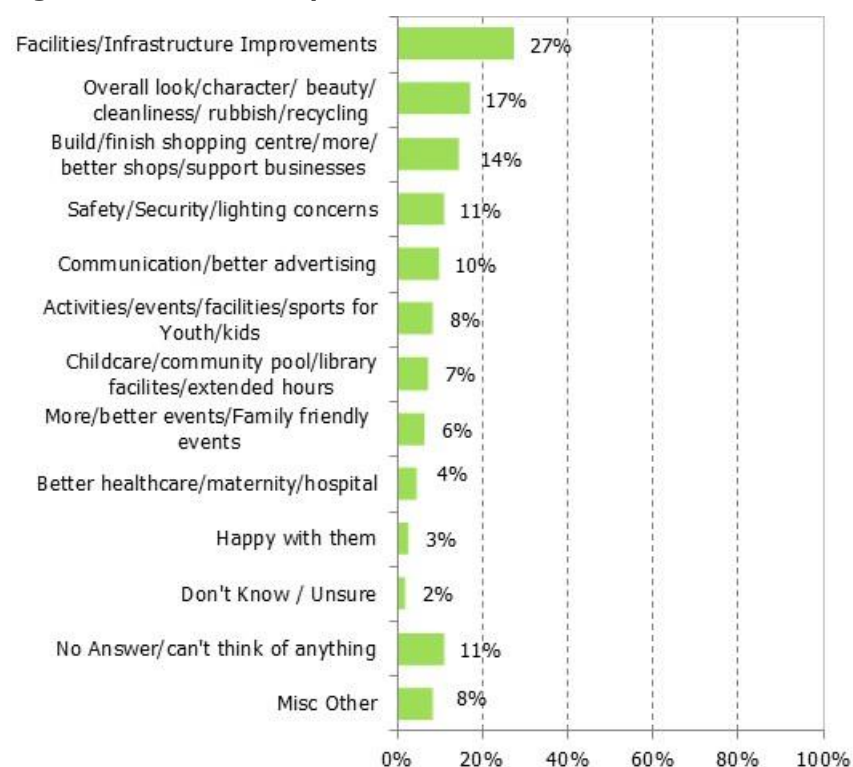
Response	#	%
Facilities/Infrastructure Improvements	81	27%
Overall look/character/beauty/cleanliness/rubbish/recycling	50	17%
Build/finish shopping centre/more/better shops/support businesses	43	14%
Safety/Security/lighting concerns	32	11%
Communication/better advertising	29	10%
Activities/events/facilities/sports for Youth/kids	25	8%
Childcare/community pool/library facilities/extended hours	21	7%
More/better events/Family friendly events	19	6%
Better healthcare/maternity/hospital	13	4%
Happy with them	8	3%
Don't Know / Unsure	6	2%
No Answer/can't think of anything	32	11%
Misc Other	25	8%

Q16.If there was ONE thing that the Shire of East Pilbara could do in the next financial year to improve services to the community, what would it be?

Source: AEC

Multiple responses allowed.

Figure 6.3: Identified Improvements to Services over the Next Year



Source: AEC

6.3 Priorities for Improvement

A number of key areas for improvement were provided within each of the following categories and respondents were asked to prioritise the areas by ranking the items by first priority, second priority and third priority:

- Airports.
- Community services and facilities.
- Safety and security.
- Building, planning, rangers and development services.
- Roads, footpaths, parks and gardens.
- Rubbish control and litter collection.



6.3.1 Priorities for Improvement – Airports

Allocating financial resources to *improve public transport to/from the airport* is an area nominated as a top priority (92%). This was also the first priority amongst respondents in 2012 (82%).

Providing an enclosed pickup baggage area is the second priority (78%) and *establishing retail businesses at the airports* is identified as the third priority (70%).

Compared to 2012, significantly more respondents nominated *public transport to/from the airport* (92% vs. 82% in 2012) and *establishing retail businesses at the airport* (70% vs. 55% in 2012) as areas of priority.

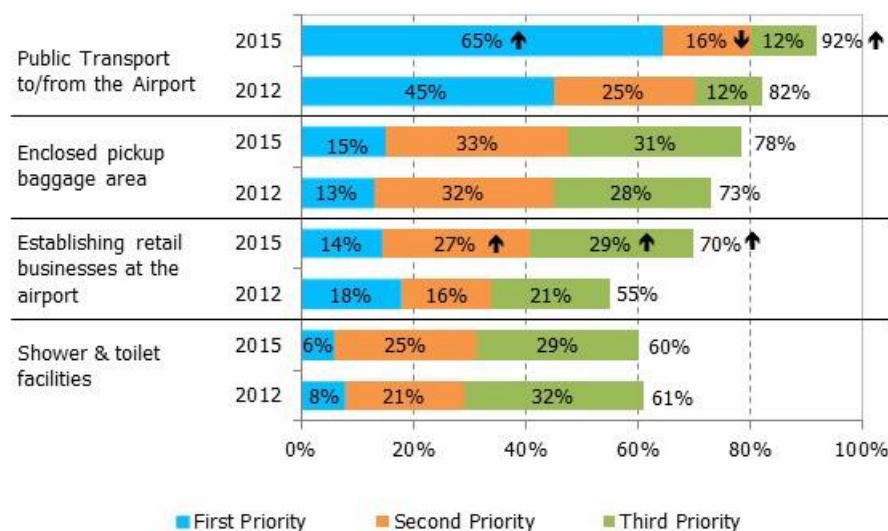
Table 6.4: Priorities for Improvement – Airports

Response	Year	First Priority	Second Priority	Third Priority	Total
Public Transport to/from the Airport	2015	65%	16%	12%	92%
	2012	45%	25%	12%	82%
Enclosed pickup baggage area	2015	15%	33%	31%	78%
	2012	13%	32%	28%	73%
Establishing retail businesses at the airport	2015	14%	27%	29%	70%
	2012	18%	16%	21%	55%
Shower & toilet facilities	2015	6%	25%	29%	60%
	2012	8%	21%	32%	61%

Q17. The Shire of East Pilbara distributes financial resources over a number of key areas in order to provide services and facilities for the community. Please indicate which of the following should be the first, second and third priority in terms of allocating resources for [READ ATTRIBUTE]?

Source: AEC

Figure 6.4: Priorities for Improvement – Airports



Source: AEC

6.3.2 Priorities for Improvement – Community Services and Facilities

Overall, *establishing a cinema opportunity* is the key area identified for the Shire to allocate resources to (69%). *Encouraging non-sporting activities* (63%) and *extend hours of youth centre to night time* (63%) are equal in priority to respondents after *establishing a cinema opportunity*.

Whilst significantly more respondents in 2015 (compared to 2012) nominated *encouraging non-sporting activities* (63% vs. 54% in 2012) and providing *short term homelessness facilities* (49% vs. 35% in 2012) as areas of focus, importance of *after school care* declined in 2015 when compared with 2012 (56% vs. 70% in 2012).

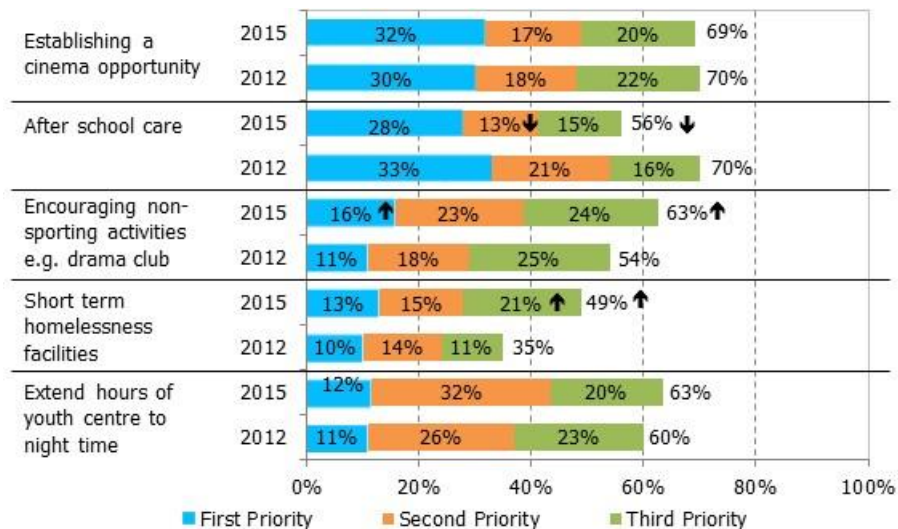
Table 6.5: Priorities for Improvement – Community Services and Facilities

Response	Year	First Priority	Second Priority	Third Priority	Total
Establishing a cinema opportunity	2015	32%	17%	20%	69%
	2012	30%	18%	22%	70%
After school care	2015	28%	13%	15%	56%
	2012	33%	21%	16%	70%
Encouraging non-sporting activities e.g. drama club	2015	16%	23%	24%	63%
	2012	11%	18%	25%	54%
Short term homelessness facilities	2015	13%	15%	21%	49%
	2012	10%	14%	11%	35%
Extend hours of youth centre to night time	2015	12%	32%	20%	63%
	2012	11%	26%	23%	60%

Q17. The Shire of East Pilbara distributes financial resources over a number of key areas in order to provide services and facilities for the community. Please indicate which of the following should be the first, second and third priority in terms of allocating resources for [READ ATTRIBUTE]?

Source: AEC

Figure 6.5: Priorities for Improvement – Community Services and Facilities



Source: AEC

6.3.3 Priorities for Improvement – Safety and Security

Overall, first, second and third areas of priority identified in 2015 are in line with the priorities established in 2012. *Supporting night patrol* remains the top priority for respondents for safety and security (80% vs. 81% in 2012).

Improving lighting at street, footpath and facilities remains the second priority (75% vs. 79% in 2012) whilst *increasing CCTV camera network* is the third priority amongst respondents (62% vs. 67% in 2012).

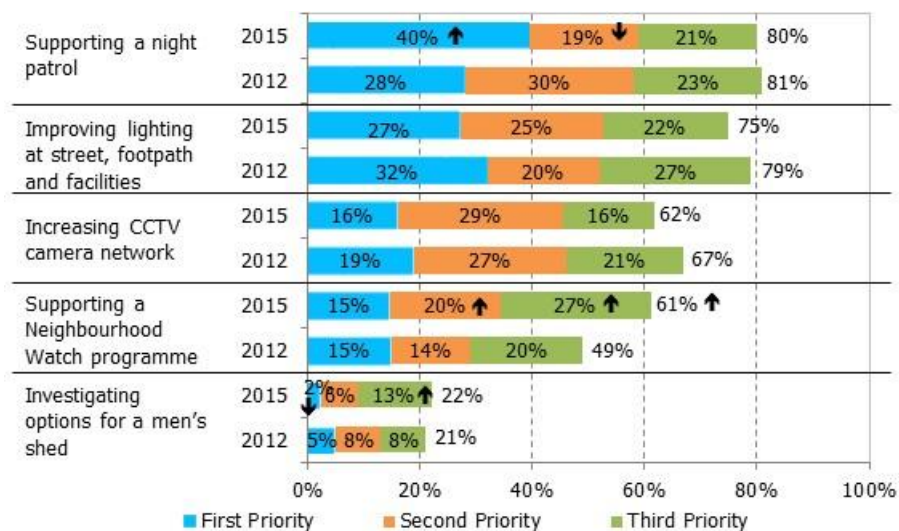
Table 6.6: Priorities for Improvement – Safety and Security

Response	Year	First Priority	Second Priority	Third Priority	Total
Supporting a night patrol	2015	40%	19%	21%	80%
	2012	28%	30%	23%	81%
Improving lighting at street, footpath and facilities	2015	27%	25%	22%	75%
	2012	32%	20%	27%	79%
Increasing CCTV camera network	2015	16%	29%	16%	62%
	2012	19%	27%	21%	67%
Supporting a Neighbourhood Watch programme	2015	15%	20%	27%	61%
	2012	15%	14%	20%	49%
Investigating options for a men's shed	2015	2%	6%	13%	22%
	2012	5%	8%	8%	21%

Q17. The Shire of East Pilbara distributes financial resources over a number of key areas in order to provide services and facilities for the community. Please indicate which of the following should be the first, second and third priority in terms of allocating resources for [READ ATTRIBUTE]?

Source: AEC

Figure 6.6: Priorities for Improvement – Safety and Security



Source: AEC

6.3.4 Priorities for Improvement – Building, Planning, Rangers and Development Services

With a noticeable gap between first and second priority, respondents nominated *increasing public awareness of planning, building, ranger and health services* as the first priority (78%).

The second priority identified for the Building, Planning, Rangers and Development Services is *connecting these services to social media outlets e.g. Facebook, Twitter* (59%). The third area of priority for respondents is *increasing public awareness of recreational vehicles i.e. dirt & quad bike rules/usage* (56%).

The findings on a number of areas is significantly different to the 2012 results including:

- Increasing public awareness of these services – Planning, Building, Ranger & Health services.
 - Whilst this area was identified as the first priority in 2012 and remains the first priority in 2015, the proportion has declined from 84% in 2012 to 78% in 2015.
- Increasing public awareness of recreational vehicles i.e. dirt & quad bike rules/usage.
 - Significantly more respondents nominated this as an area of priority compared to 2012 (56% vs. 40% in 2012).
- Connecting these services to social media outlets e.g. Facebook, Twitter.
 - Respondents identifying this as an area of priority increased to 59% in 2015 from 46% in 2012.
- Providing education and advice on development approval process.
 - Significantly fewer respondents nominated this as an area of priority compared to 2012 (52% vs. 70% in 2012).

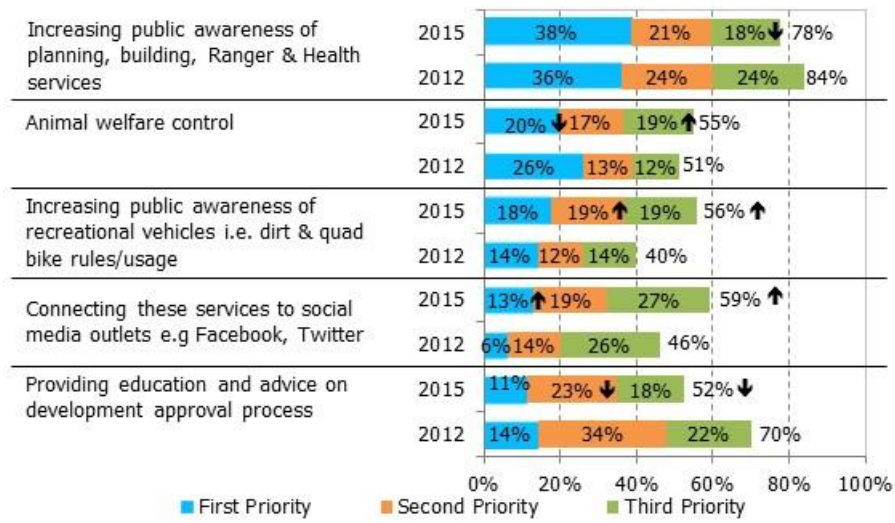
Table 6.7: Priorities for Improvement – Building, Planning, Rangers and Development Services

Response	Year	First Priority	Second Priority	Third Priority	Total
Increasing public awareness of these services – Planning, Building, Ranger & Health services	2015	38%	21%	18%	78%
	2012	36%	24%	24%	84%
Animal welfare control	2015	20%	17%	19%	55%
	2012	26%	13%	12%	51%
Increasing public awareness of recreational vehicles i.e. dirt & quad bike rules/usage	2015	18%	19%	19%	56%
	2012	14%	12%	14%	40%
Connecting these services to social media outlets e.g Facebook, Twitter	2015	13%	19%	27%	59%
	2012	6%	14%	26%	46%
Providing education and advice on development approval process	2015	11%	23%	18%	52%
	2012	14%	34%	22%	70%

Q17. The Shire of East Pilbara distributes financial resources over a number of key areas in order to provide services and facilities for the community. Please indicate which of the following should be the first, second and third priority in terms of allocating resources for [READ ATTRIBUTE]?

Source: AEC

Figure 6.7: Priorities for Improvement – Building, Planning, Rangers and Development Services



Source: AEC

6.3.5 Priorities for Improvement – Roads, Footpaths, Parks and Gardens

Improving pedestrian cross overs/walkways (83%) and continuing to plant trees/shrubs along major roads (82%) are nearly equal in priority for respondents. Promoting the bike/footpath network (71%) is the third priority for allocation of resources.

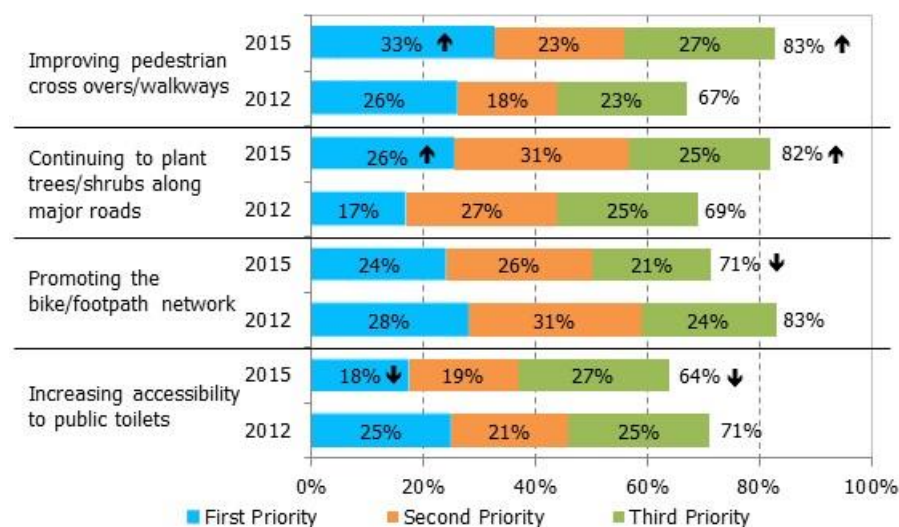
Whilst promoting the bike/footpath network was the first priority in 2012, it is third in order of priority in 2015. Additionally, increasing accessibility to public toilets was the second priority in 2012 and is fourth in order of priority for 2015.

Table 6.8: Priorities for Improvement – Roads, Footpaths, Parks and Gardens

Response	Year	First Priority	Second Priority	Third Priority	Total
Improving pedestrian cross overs/walkways	2015	33%	23%	27%	83%
	2012	26%	18%	23%	67%
Continuing to plant trees/shrubs along major roads	2015	26%	31%	25%	82%
	2012	17%	27%	25%	69%
Promoting the bike/footpath network	2015	24%	26%	21%	71%
	2012	28%	31%	24%	83%
Increasing accessibility to public toilets	2015	18%	19%	27%	64%
	2012	25%	21%	25%	71%

Q17. The Shire of East Pilbara distributes financial resources over a number of key areas in order to provide services and facilities for the community. Please indicate which of the following should be the first, second and third priority in terms of allocating resources for [READ ATTRIBUTE]?
Source: AEC

Figure 6.8: Priorities for Improvement – Roads, Footpaths, Parks and Gardens



Source: AEC

6.3.6 Priorities for Improvement – Rubbish control and litter collection

Supporting a twice weekly rubbish pick up on an annual basis is identified as the first priority (72%). This is significantly higher than the proportion of respondents who indicated the area as a priority in 2012 (45%).

Although increasing the number of public rubbish bins on footpath's and walkways is identified as a second priority in 2015, the proportion of respondents nominating the area is significantly lower (63% vs. 72% in 2012).

Compared to 2012, significantly fewer respondents nominated increasing recycling pick up to weekly (53% vs. 69% in 2012).

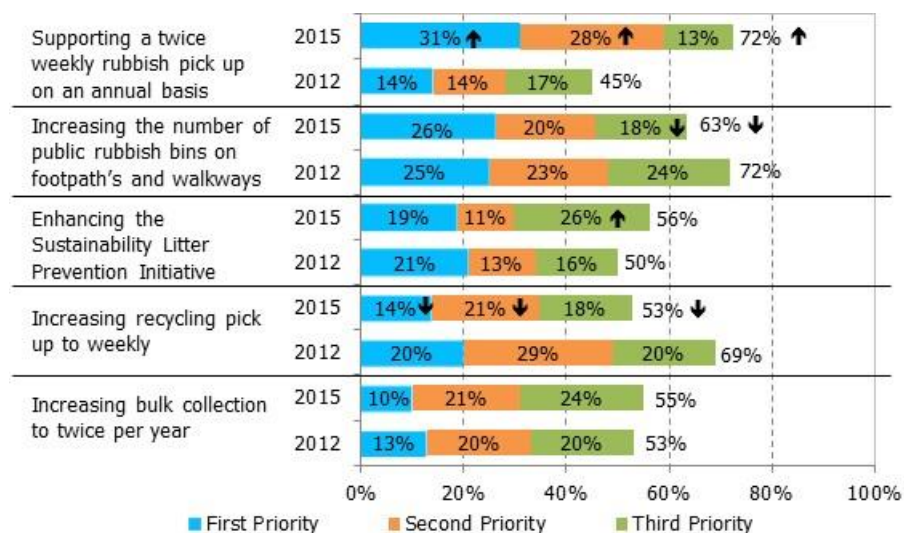
Table 6.9: Priorities for Improvement – Rubbish control and litter collection

Response	Year	First Priority	Second Priority	Third Priority	Total
Supporting a twice weekly rubbish pick up on an annual basis	2015	31%	28%	13%	72%
	2012	14%	14%	17%	45%
Increasing the number of public rubbish bins on footpath's and walkways	2015	26%	20%	18%	63%
	2012	25%	23%	24%	72%
Enhancing the Sustainability Litter Prevention Initiative	2015	19%	11%	26%	56%
	2012	21%	13%	16%	50%
Increasing recycling pick up to weekly	2015	14%	21%	18%	53%
	2012	20%	29%	20%	69%
Increasing bulk collection to twice per year	2015	10%	21%	24%	55%
	2012	13%	20%	20%	53%

Q17. The Shire of East Pilbara distributes financial resources over a number of key areas in order to provide services and facilities for the community. Please indicate which of the following should be the first, second and third priority in terms of allocating resources for [READ ATTRIBUTE]?

Source: AEC

Figure 6.9: Priorities for Improvement – Rubbish control and litter collection



Source: AEC

6.3.7 Priorities for Improvement – Comparative Analysis

When comparing the areas of priority to the 2012 results within each of the six key categories identified, the first priority remains the same for four out of the six categories including:

- **Airports:** *Public Transport to/from the Airport.*
- **Community services and facilities:** *Establishing a cinema opportunity.*
- **Safety and security:** *Supporting a night patrol.*
- **Building, Planning, Rangers and Development Services:** *Increasing public awareness of services planning, building, ranger & health services.*

There are two key categories experiencing a shift in the area of priority compared to 2012. Below is a summary of the key categories:

- **Roads, Footpaths, Parks and Gardens**
 - *Improving pedestrian cross overs/walkways* is the first priority for respondents in 2015 whilst in 2012, it was *promoting the bike/footpath network*.
- **Rubbish control and litter collection**
 - The first priority has shifted from *increasing the number of public rubbish bins on footpath's and walkways* in 2012 to *supporting a twice weekly rubbish pick up on an annual basis* in 2015.

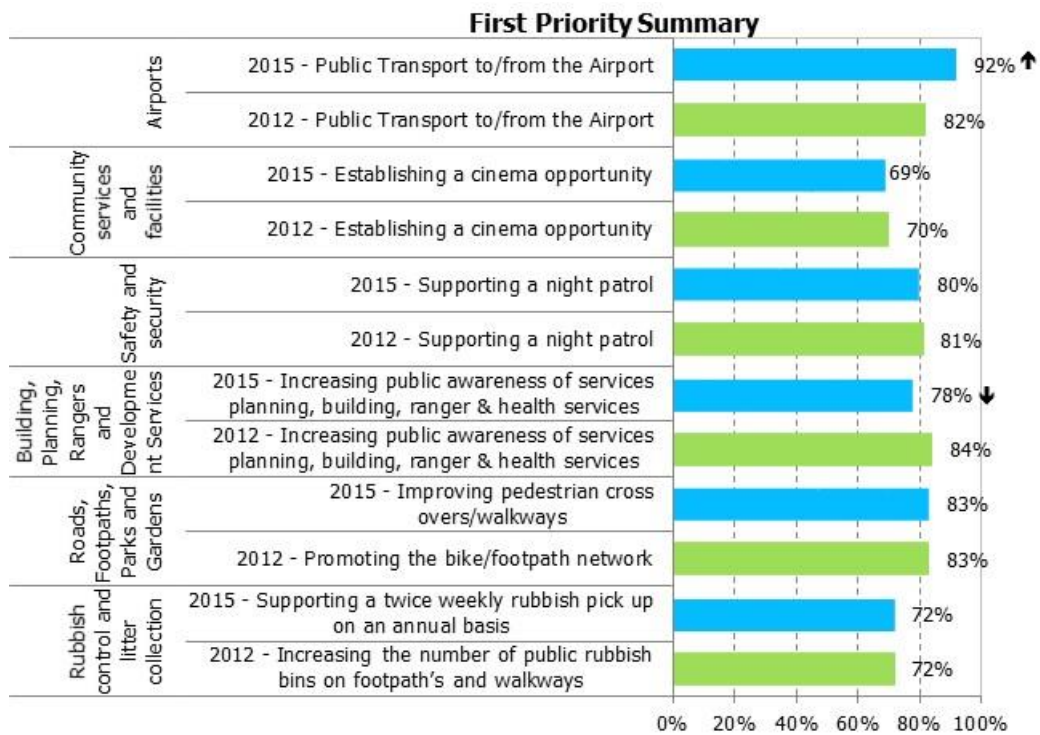
Table 6.10: Priorities for Improvement – Comparative Analysis

Response	Year		First Priority Summary
Airports	2015	Public Transport to/from the Airport	92%
	2012	Public Transport to/from the Airport	82%
Community services and facilities	2015	Establishing a cinema opportunity	69%
	2012	Establishing a cinema opportunity	70%
Safety and security	2015	Supporting a night patrol	80%
	2012	Supporting a night patrol	81%
Building, Planning, Rangers and Development Services	2015	Increasing public awareness of services planning, building, ranger & health services	78%
	2012	Increasing public awareness of services planning, building, ranger & health services	84%
Roads, Footpaths, Parks and Gardens	2015	Improving pedestrian cross overs/walkways	83%
	2012	Promoting the bike/footpath network	83%
Rubbish control and litter collection	2015	Supporting a twice weekly rubbish pick up on an annual basis	72%
	2012	Increasing the number of public rubbish bins on footpath's and walkways	72%

Q17. The Shire of East Pilbara distributes financial resources over a number of key areas in order to provide services and facilities for the community. Please indicate which of the following should be the first, second and third priority in terms of allocating resources for [READ ATTRIBUTE]?

Source: AEC

Figure 6.10: Priorities for Improvement – Comparative Analysis



Source: AEC

6.4 Key Areas Identified for Lobbying

6.4.1 Key Areas Identified for Lobbying – Comparative Analysis

Respondents were asked to indicate the top three areas which they feel are the most important for the Shire of East Pilbara to be lobbying with State and/or Federal Government.

The top three areas identified for lobbying purposes include:

- Medical/health services (90%).
- Youth services (50%).
- Retail opportunities (48%).

Although *medical/health services* ranked the highest in 2015, the proportion of respondents nominating this as a key area has significantly declined compared to 2012 (94%).

There is also a significant decline in the proportion of respondents nominating *land release/housing opportunities* as an area for the Shire to lobby when compared to 2012 (15% vs. 38% in 2012).

Table 6.11: Key Areas Identified for Lobbying – Comparative Analysis

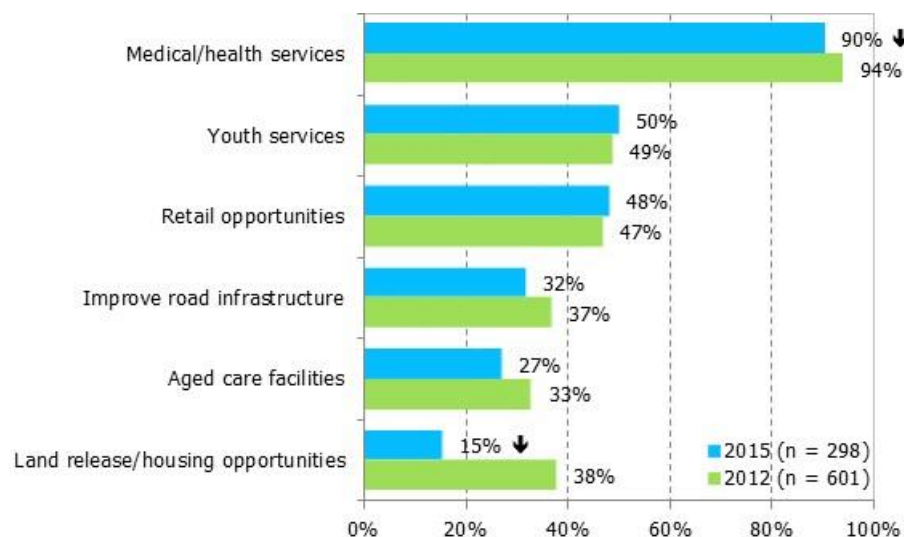
Response	2015 (n = 298)	2012 (n = 601)
Medical/health services	90%	94%
Youth services	50%	49%
Retail opportunities	48%	47%
Improve road infrastructure	32%	37%
Aged care facilities	27%	33%
Land release/housing opportunities	15%	38%

Q18. Of the following list of services and activities, please indicate the top three areas (in no particular order) which you feel are the most important for the Shire of East Pilbara to be lobbying State and/or Federal Government to improve provision of?

Source: AEC

A maximum of three responses allowed.

Figure 6.11: Key Areas Identified for Lobbying – Comparative Analysis



Source: AEC

6.4.2 Key Areas Identified for Lobbying – Locality Analysis

Overall, segmented analysis by each of the localities suggests the most important areas to lobby for Newman residents and residents of 'other' area are the same as all residents and include:

- Medical/health services.
- Youth services.
- Retail opportunities.

However, residents of the Newman area are significantly more likely to have nominated *improve road infrastructure* as a key area to lobby compared to residents of 'other' localities (32% vs. 18%, respectively).

Table 6.12: Key Areas Identified for Lobbying – Locality Analysis

Response	Newman (n = 227)	Marble Bar (n = 13)*	Nullagine (n = 4)*	Other (n = 54)
Medical/health services	92%	76%	60%	88%
Youth services	51%	29%	40%	53%
Retail opportunities	55%	18%	0%	29%
Land release/housing opportunities	12%	41%	20%	24%
Improve road infrastructure	32%	76%	80%	18%
Aged care facilities	29%	35%	40%	18%

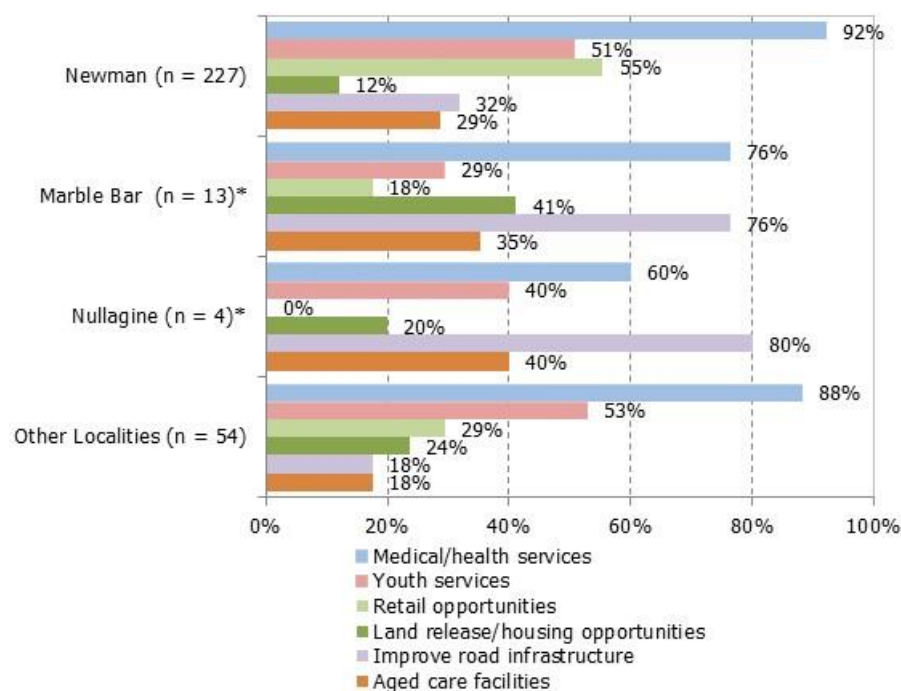
Q18. Of the following list of services and activities, please indicate the top three areas (in no particular order) which you feel are the most important for the Shire of East Pilbara to be lobbying State and/or Federal Government to improve provision of?

Source: AEC

*Caution: Small Sample Size

A maximum of three responses allowed.

Figure 6.12: Key Areas Identified for Lobbying – Locality Analysis



Source: AEC

7. Demographics

This section profiles the respondents surveyed and includes key demographic information such as number of people in the household, age, household status, current work status, industry of work and the gender of the respondents.

It also identifies if respondent is of aboriginal/indigenous/Torres Strait Islander origin and if a permanent resident or a fly in and fly out worker.

7.1 Number of People in the Household

The majority of respondents (81%) belong to a *four people household*.

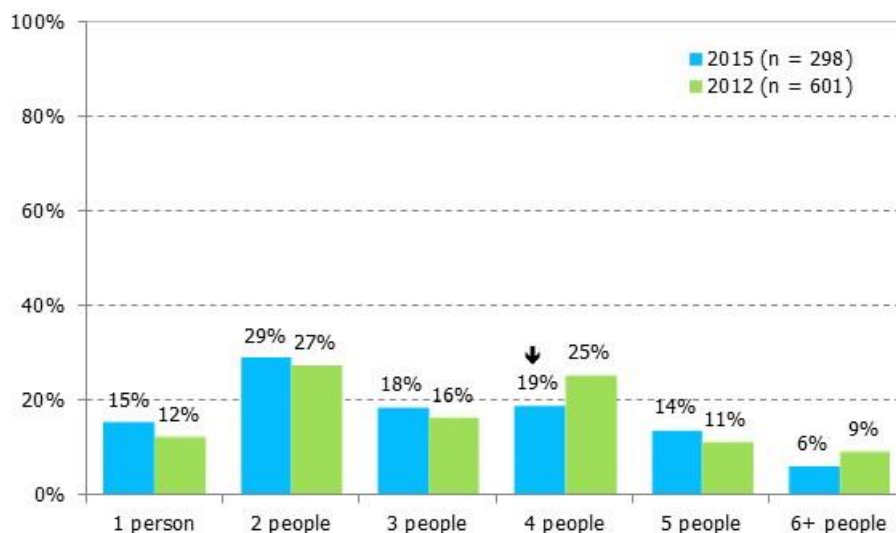
With the exception of respondents who indicate there are *four people in the household* (19% vs. 25% in 2012), the number of people in the household remains consistent with the 2012 findings.

Table 7.1: Number of People in the Household

Response	2015 (n = 298)	2012 (n = 601)
1 person	15%	12%
2 people	29%	27%
3 people	18%	16%
4 people	19%	25%
5 people	14%	11%
6+ people	6%	9%
Total	100%	100%

Q19. Including yourself, how many people live in your household?
Source: AEC

Figure 7.1: Number of People in the Household



Source: AEC

7.2 Household Age Groups

A majority of respondents indicate at least one member of the household in *under the age of 18* (85%). Additionally, most have a member of the household in the following age categories:

- 26 – 35 years (56%)
- 36 – 45 years (52%)
- 46 – 65 years (57%)

Compared to 2012, the 2015 results present significant differences in age categories.

Table 7.2: Household Age Groups

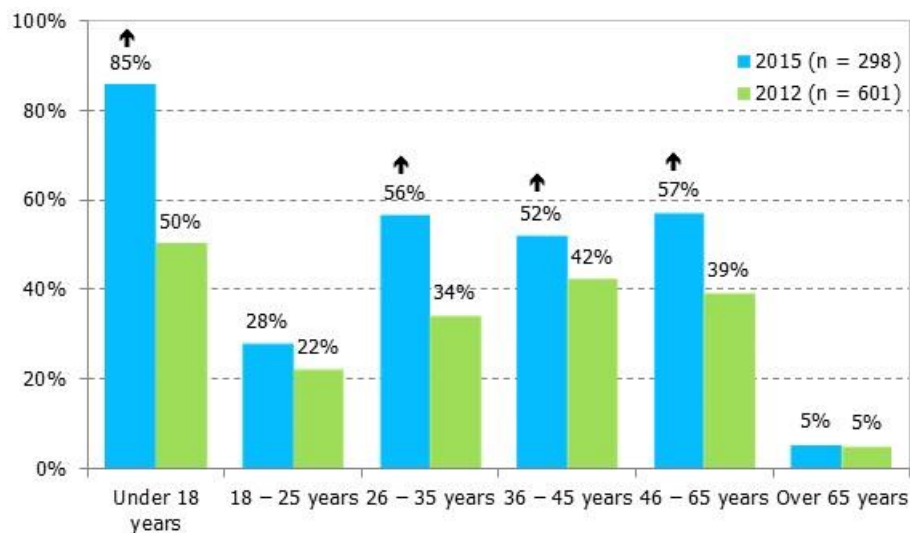
Response	2015 (n = 298)	2012 (n = 601)
Under 18 years	85%	50%
18 – 25 years	28%	22%
26 – 35 years	56%	34%
36 – 45 years	52%	42%
46 – 65 years	57%	39%
Over 65 years	5%	5%

Q20. Into which of the following age groups do you and other members of your household fall into?

Source: AEC

Multiple responses allowed.

Figure 7.2: Household Age Groups



Source: AEC

7.3 Household Status

Interestingly, *employer provided housing* is the most commonly mentioned type of household status (63%). However, compared to 2012 results, significantly fewer respondents are residing in *employer provided housing* (63% vs. 70% in 2012).

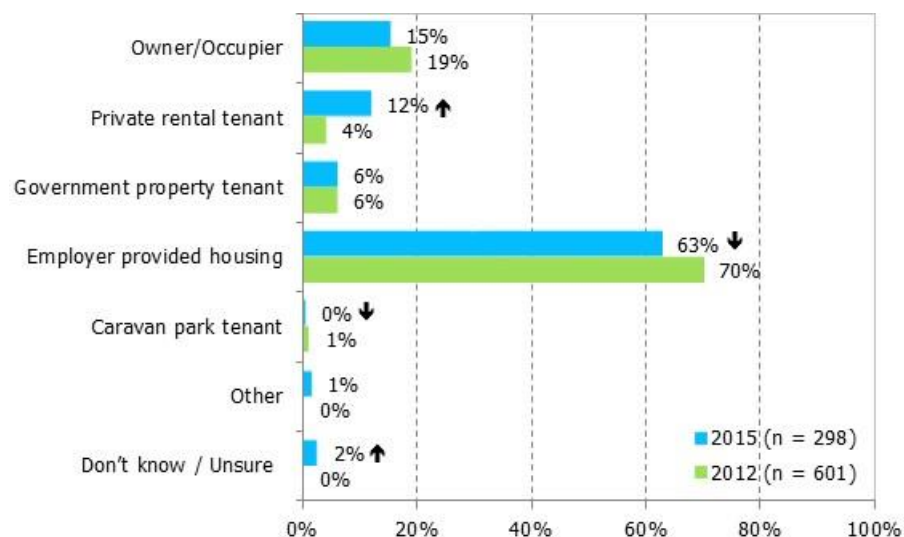
A small proportion of respondents re *owner occupiers* (15%) or are *private rental tenants* (12%).

Table 7.3: Household Status

Response	2015 (n = 298)	2012 (n = 601)
Owner/Occupier	15%	19%
Private rental tenant	12%	4%
Government property tenant	6%	6%
Employer provided housing	63%	70%
Caravan park tenant	0%	1%
Other	1%	0%
Don't know / Unsure	2%	0%
Total	100%	100%

Q21. Which of the following accurately describes your household status? Would you say..?
Source: AEC

Figure 7.3: Household Status



Source: AEC

7.4 Work Status

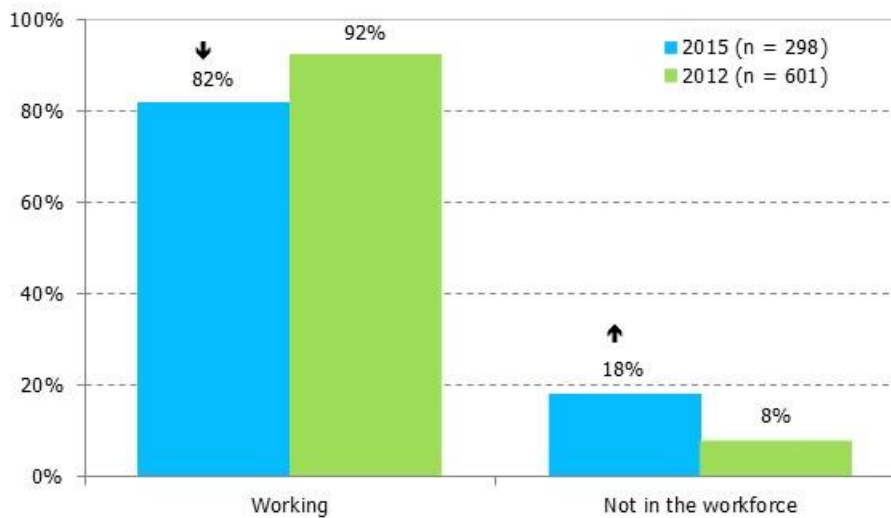
Significant differences are noted in respondents work status when compared with the 2012 results. Whilst 82% of respondents are *in the workforce*, the proportion has significantly reduced compared to 2012 (92%). As a result, an increase is noted in the proportion of respondents who *are not in the workforce* (18% vs. 8% in 2012)

Table 7.4: Work Status

Response	2015 (n = 298)	2012 (n = 601)
Working	82%	92%
Not in the workforce	18%	8%
Total	100%	100%

Q22. Which of the following best describes your current work status?
Source: AEC

Figure 7.4: Work Status



Source: AEC

7.5 Work Industry

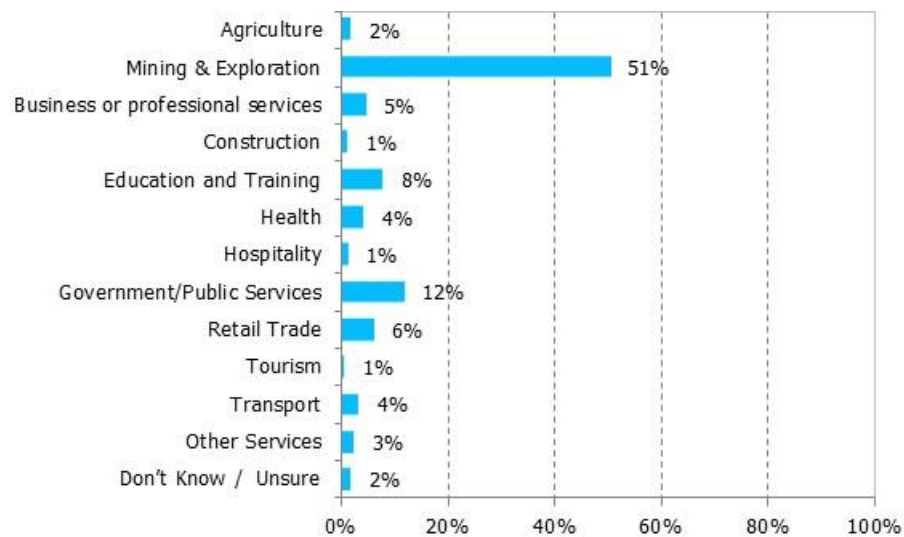
Respondents currently in the workforce are working in the *mining and exploration* industry (51%). *Government/Public Services* (12%) is the second most mentioned work industry.

Table 7.5: Work Industry

Response	#	%
Agriculture	5	2%
Mining & Exploration	121	51%
Business or professional services	11	5%
Construction	3	1%
Education and Training	19	8%
Health	11	4%
Hospitality	4	1%
Government/Public Services	29	12%
Retail Trade	15	6%
Tourism	2	1%
Transport	8	4%
Other Services	6	3%
Don't Know / Unsure	5	2%
Total	239	100%

Q23. Which of the following accurately describes the industry you currently work in?
Source: AEC

Figure 7.5: Work Industry



Source: AEC

7.6 Residency Status

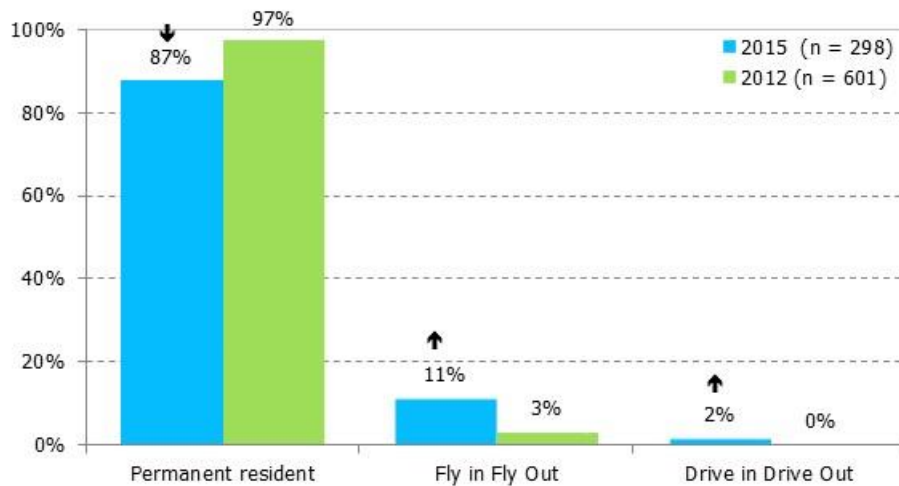
The vast majority of respondents surveyed are *permanent residents* of the Shire (87%). However, the proportion of *permanent residents* has declined compared to 2012 (87% vs. 97% in 2012). On the other hand, respondents who are either *FIFO* (11% vs. 3% in 2012) or *drive in and drive out* (2% vs. 0% in 2012) has increased.

Table 7.6: Residency Status

Response	2015 (n = 298)	2012 (n = 601)
Permanent resident	87%	97%
Fly in Fly Out	11%	3%
Drive in Drive Out	2%	0%
Total	100%	100%

Q24. And are you currently a... [READ LIST]?
Source: AEC

Figure 7.6: Residency Status



Source: AEC

7.7 Ethnic Group

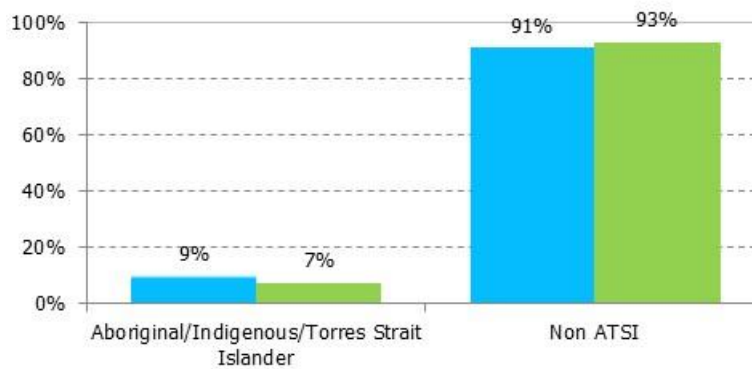
Nine in ten respondents surveyed did not identify themselves as an *Aboriginal/Indigenous/Torres Strait Islander* (91%). This indicates one in ten respondents surveyed are of the *Aboriginal/Indigenous/Torres Strait Islander* origin (9%).

Table 7.7: Ethnic Group

Response	2015 (n = 298)	2012 (n = 601)
Aboriginal/Indigenous/Torres Strait Islander	9%	7%
Non ATSI	91%	93%
Total	100%	100%

Q25. Do you identify yourself as belonging any particular ethnic or cultural group?
Source: AEC

Figure 7.7: Ethnic Group



Source: AEC

7.8 Gender

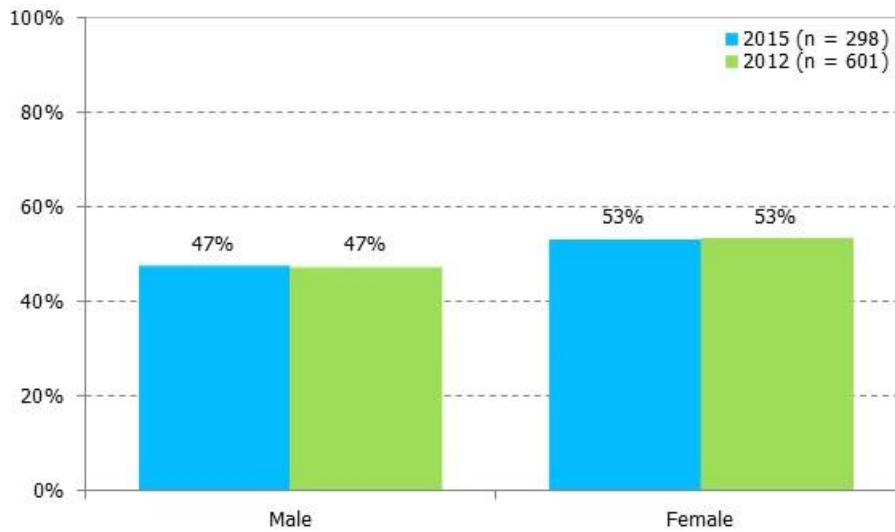
Respondents surveyed are nearly equally likely to be *females* (53%) or *males* (47%). Interestingly, the proportion of *females* and *male* ratios are identical to the 2012 results.

Table 7.8: Gender

Response	2015 (n = 298)	2012 (n = 601)
Male	47%	47%
Female	53%	53%
Total	100%	100%

Q26. Gender
Source: AEC

Figure 7.8: Gender



Source: AEC

Appendix A: Survey Instrument



Shire of East Pilbara Community Survey

Introduction

Hello. I am [NAME OF INTERVIEWER] calling on behalf of the Shire of East Pilbara from AEC Market Research. We are conducting a survey on behalf of the Shire of East Pilbara, to gauge residents' level of satisfaction with facilities and services provided by the Shire. This survey provides valuable information for the Shire of East Pilbara and aids in establishing priorities for the future of the region.

Your comments are confidential and anonymous in line with the Privacy Act and any reporting or analysis of will be conducted in aggregate form and will not be traceable back to any individuals.

The interview will take approximately 10 minutes.

ANSWERS TO POSSIBLE OBJECTIONS:

SELLING SOMETHING – AEC is a research firm; we are not tele-marketing or selling any product or making any offers. We work to the professional code of behaviour of the Australian Market and Social Research Society, which is our industry professional body.

CONFIDENTIALITY - Once information processing has been completed, please be assured that your name and contact details will be removed from your responses to this survey. However, for the period that your name and contact details remain with your survey responses, which will be approximately six months, you will be able to contact us to request access to or correction of your information.

QUALIFYING SECTION

QA. Can you please confirm that you are aged 18 years and over? SINGLE RESPONSE	1 <input type="radio"/> Yes 2 <input type="radio"/> No → Read 'I'm sorry, we are looking to interview persons 18 years of age and over – thank- you for your time today.' TERMINATE INTERVIEW
QB. Can you please confirm that you have been a resident of the Shire of East Pilbara or at least part of the last 12 months? SINGLE RESPONSE	1 <input type="radio"/> Yes 2 <input type="radio"/> No → Read 'I'm sorry, we are looking to interview only those persons who have resided in the area for at least part of the last 12 months – thank- you for your time today.' TERMINATE INTERVIEW
QC. What is your town of residence within the Shire of East Pilbara? [DO NOT READ LIST] SINGLE RESPONSE	1 <input type="radio"/> Newman 2 <input type="radio"/> Jigalong 3 <input type="radio"/> Marble Bar 4 <input type="radio"/> Nullagine 5 <input type="radio"/> Telfer 95 <input type="radio"/> Other SPECIFY _____

SECTION 1: The Shire As a Place to Live

Q1. Overall, how do you rate the Shire of East Pilbara as a place to live? Would you say... [READ LIST] SINGLE RESPONSE	1 <input type="radio"/> Excellent 2 <input type="radio"/> Good 3 <input type="radio"/> Average 4 <input type="radio"/> Poor 5 <input type="radio"/> Very Poor 99 <input type="radio"/> (Do not read) Don't know / Unsure
Q2. Approximately how long have you been living in the Shire of East Pilbara? [DO NOT READ LIST] SINGLE RESPONSE	1 <input type="radio"/> Less than a year → SKIP TO Q4 2 <input type="radio"/> 1 to less than 5 years 3 <input type="radio"/> 5 years to less than 10 years 4 <input type="radio"/> 10 years or more



Shire of East Pilbara Community Survey

<p>Q3. Compared to this time last year, would you say the quality of life in the Shire of East Pilbara is now.... [READ LIST] SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Better 2 <input type="radio"/> The same 3 <input type="radio"/> Worse 99 <input type="radio"/> (Do not read) Don't know / Unsure</p>
<p>Q4. Do you think you will be living in the Shire of East Pilbara in 3 years from now SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Yes → SKIP TO Q6 2 <input type="radio"/> No 99 <input type="radio"/> (Do not read) Don't know / Unsure</p>
<p>ASK IF ANSWER '2' OR '3' IN Q4 Q5. Why do you say that? [DO NOT READ LIST] MULTIPLE RESPONSE</p>	<p>1 <input type="checkbox"/> End of work contract 2 <input type="checkbox"/> Children's education/schooling 3 <input type="checkbox"/> Financial reasons 4 <input type="checkbox"/> Family reasons 95 <input type="checkbox"/> Other SPECIFY _____ 99 <input type="checkbox"/> (Do not read) Don't know / Unsure</p>
<p>Q6. To what extent do the services, facilities and activities/events provided by the Council meet your needs? Would you say [READ LIST] SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Meets your needs very well 2 <input type="radio"/> Somewhat meets your needs 3 <input type="radio"/> Meet your needs 3 <input type="radio"/> Do not meet your needs 3 <input type="radio"/> Do not meet your needs at all 99 <input type="radio"/> (Do not read) Don't know / Unsure</p>

SECTION 2: Council Communication

<p>Q7. Where (from what sources) have you seen or read information about the Shire of East Pilbara's services, and activities/events over the last year? [DO NOT READ LIST] MULTIPLE RESPONSE</p>	<p>1 <input type="checkbox"/> Word of mouth 2 <input type="checkbox"/> Shire building/library notice boards 3 <input type="checkbox"/> Shire's page/ad in the local newspaper 4 <input type="checkbox"/> Personally by phone/fax/email/letter 5 <input type="checkbox"/> Outdoor advertising/billboards 6 <input type="checkbox"/> Other internet sites/websites 7 <input type="checkbox"/> Letterbox leaflets 8 <input type="checkbox"/> Shire of East Pilbara website 9 <input type="checkbox"/> Facebook 10 <input type="checkbox"/> Shire of East Pilbara newsletter 11 <input type="checkbox"/> Local newspaper articles 12 <input type="checkbox"/> Public meetings/workshops/info 13 <input type="checkbox"/> Brochure collected from library/council 14 <input type="checkbox"/> Community radio 15 <input type="checkbox"/> Nowhere/not seen/heard anything 95 <input type="checkbox"/> Other SPECIFY _____ 99 <input type="checkbox"/> (Do not read) Don't know / Unsure</p>
<p>Q8. How effective is Council's communication regarding its services, facilities and activities/events? SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Very Effective 2 <input type="radio"/> Somewhat effective 3 <input type="radio"/> Neutral 4 <input type="radio"/> Not very effective 5 <input type="radio"/> Not at all effective 99 <input type="radio"/> (Do not read) Don't know / Unsure</p>
<p>Q9. How would you like to receive information from the Shire of East Pilbara? [READ LIST] MULTIPLE RESPONSE</p>	<p>1 <input type="checkbox"/> Notice boards 2 <input type="checkbox"/> Personally by phone/fax/email/letter 3 <input type="checkbox"/> Outdoor advertising/billboards 4 <input type="checkbox"/> Other internet sites/websites 5 <input type="checkbox"/> Letterbox leaflets 6 <input type="checkbox"/> The Shire of East Pilbara's website 7 <input type="checkbox"/> Facebook 8 <input type="checkbox"/> Shire of East Pilbara newsletter 9 <input type="checkbox"/> Newspaper 10 <input type="checkbox"/> Public meetings/workshops/info 11 <input type="checkbox"/> Brochures 12 <input type="checkbox"/> Radio 95 <input type="checkbox"/> Other SPECIFY _____ 99 <input type="checkbox"/> (Do not read) Don't know / Unsure</p>

Final

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Shire of East Pilbara Community Survey

SECTION 2: Council Run Community Events

UNAIDED QUESTION

Q10a. The Shire of East Pilbara organises or provides financial support to a number of community events held in the East Pilbara. Which Shire of East Pilbara council run community events are you aware of?

[DO NOT READ LIST]

MULTIPLE RESPONSE

- 1 Bloody Slow Cup
- 2 Fusion Festival
- 3 Fortescue Festival
- 4 Newman Skate Park Competition
- 5 Australia Day Ceremony
- 6 Australia Day Fireworks
- 7 National Youth Week
- 8 Lighting of the Christmas Tree
- 95 Other SPECIFY _____
- 96 All of the above
- 97 None of the above
- 99 **(Do not read)** Don't know / Unsure

AIDED QUESTION

Q10b. Are you aware of the Shire of East Pilbara's involvement in the following events?

[READ LIST]

MULTIPLE RESPONSE

- 1 Bloody Slow Cup
- 2 Fusion Festival
- 3 Fortescue Festival
- 4 Newman Skate Park Competition
- 5 Australia Day Ceremony
- 6 Australia Day Fireworks
- 7 National Youth Week
- 8 Lighting of the Christmas Tree
- 95 Other SPECIFY _____
- 96 All of the above
- 97 None of the above
- 99 **(Do not read)** Don't know / Unsure

Q11. Which Shire of East Pilbara events have you actually attended?

[READ LIST]

MULTIPLE RESPONSE

- 1 Bloody Slow Cup
- 2 Fusion Festival
- 3 Fortescue Festival
- 4 Newman Skate Park Competition
- 5 Australia Day Ceremony
- 6 Australia Day Fireworks
- 7 National Youth Week
- 8 Lighting of the Christmas Tree
- 95 Other SPECIFY _____
- 96 All of the above
- 97 None of the above → **SKIP TO Q13**
- 99 **(Do not read)** Don't know / Unsure

IF ATTENDED MORE THAN ONE EVENT IN Q11, ASK, THEN SKIP TO Q14

Q12. Overall, how would you rate the overall quality of Shire of East Pilbara council events you've attended?

[READ LIST]

SINGLE RESPONSE

- 1 Very good
- 2 Good
- 3 Average
- 4 Poor
- 5 Very Poor
- 99 **(Do not read)** Don't know / Unsure

IF HAVE NOT ATTENDED ANY EVENTS IN Q11, ASK, THEN SKIP TO Q14

Q13. What's the **main reason** you have not attended any Shire of East Pilbara events?

[DO NOT READ LIST]

SINGLE RESPONSE

- 1 Too far away/difficult to get there
- 2 No time/working
- 3 Not interested
- 4 Not aware/didn't know about
- 5 Don't know/no particular reason
- 99 **(Do not read)** Don't know / Unsure

Q14. Do you believe the Newman Queens Birthday Public Holiday should remain on the Monday after the Fortescue Festival weekend (August) or be changed to the Monday after the Bloody Slow Cup rugby weekend (October)?

SINGLE RESPONSE

- 1 Remain where it is (after the Fortescue Festival Weekend)
- 2 Be changed (after the Bloody Slow Cup rugby weekend)
- 3 No opinion/don't care
- 99 **(Do not read)** Don't know / Unsure



Shire of East Pilbara Community Survey

SECTION 2: COUNCIL SERVICES AND FACILITIES

<p>Q15. How satisfied are you with the Shire of East Pilbara's overall performance?</p> <p>[READ LIST]</p> <p>SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Very satisfied</p> <p>2 <input type="radio"/> Satisfied</p> <p>3 <input type="radio"/> Neither satisfied nor dissatisfied</p> <p>4 <input type="radio"/> dissatisfied</p> <p>5 <input type="radio"/> Very dissatisfied</p> <p>99 <input type="radio"/> (Do not read) Don't know / Unsure</p>
<p>Q16. If there was ONE thing that the Shire of East Pilbara could do in the next financial year to improve services to the community, what would it be?</p> <p>UNPROMPTED – PROBE COMPLETELY</p>	<hr/> <hr/> <hr/>



Shire of East Pilbara Community Survey

Q17.

The Shire of East Pilbara distributes financial resources over a number of key areas in order to provide services and facilities for the community. Please indicate which of the following should be the first, second and third priority in terms of allocating resources for [READ ATTRIBUTE]?

[ALLOW FOR A MAXIMUM OF THREE SELECTION]

	First Priority	Second Priority	Third Priority
1. Airports [READ LIST]	1 <input type="radio"/> Public Transport to/from the Airport 2 <input type="radio"/> Enclosed pickup baggage area 3 <input type="radio"/> Shower & toilet facilities 4 <input type="radio"/> Establishing retail businesses at the airport	1 <input type="radio"/> Public Transport to/from the Airport 2 <input type="radio"/> Enclosed pickup baggage area 3 <input type="radio"/> Shower & toilet facilities 4 <input type="radio"/> Establishing retail businesses at the airport	1 <input type="radio"/> Public Transport to/from the Airport 2 <input type="radio"/> Enclosed pickup baggage area 3 <input type="radio"/> Shower & toilet facilities 4 <input type="radio"/> Establishing retail businesses at the airport
2. Community services and facilities [READ LIST]	1 <input type="radio"/> After school care 2 <input type="radio"/> Extend hours of youth centre to night time 3 <input type="radio"/> Establishing a cinema opportunity 4 <input type="radio"/> Short term homelessness facilities 5 <input type="radio"/> Encouraging non-sporting activities e.g. drama club	1 <input type="radio"/> After school care 2 <input type="radio"/> Extend hours of youth centre to night time 3 <input type="radio"/> Establishing a cinema opportunity 4 <input type="radio"/> Short term homelessness facilities 5 <input type="radio"/> Encouraging non-sporting activities e.g. drama club	1 <input type="radio"/> After school care 2 <input type="radio"/> Extend hours of youth centre to night time 3 <input type="radio"/> Establishing a cinema opportunity 4 <input type="radio"/> Short term homelessness facilities 5 <input type="radio"/> Encouraging non-sporting activities e.g. drama club
3. Safety and security [READ LIST]	1 <input type="radio"/> Supporting a night patrol 2 <input type="radio"/> Increasing CCTV camera network 3 <input type="radio"/> Improving lighting at street, footpath and facilities 4 <input type="radio"/> Investigating options for a men's shed 5 <input type="radio"/> Supporting a Neighbourhood Watch programme	1 <input type="radio"/> Supporting a night patrol 2 <input type="radio"/> Increasing CCTV camera network 3 <input type="radio"/> Improving lighting at street, footpath and facilities 4 <input type="radio"/> Investigating options for a men's shed 5 <input type="radio"/> Supporting a Neighbourhood Watch programme	1 <input type="radio"/> Supporting a night patrol 2 <input type="radio"/> Increasing CCTV camera network 3 <input type="radio"/> Improving lighting at street, footpath and facilities 4 <input type="radio"/> Investigating options for a men's shed 5 <input type="radio"/> Supporting a Neighbourhood Watch programme
4. Building, Planning, Rangers and Development Services [READ LIST]	1 <input type="radio"/> Increasing public awareness of these services – Planning, Building, Ranger & Health services 2 <input type="radio"/> Providing education and advice on development approval process 3 <input type="radio"/> Connecting these services to social media outlets e.g Facebook, Twitter 4 <input type="radio"/> Animal welfare control 5 <input type="radio"/> Increasing public awareness of recreational vehicles i.e. dirt & quad bike rules/usage <small>Building, Planning, Rangers and Development Services</small>	1 <input type="radio"/> Increasing public awareness of these services – Planning, Building, Ranger & Health services 2 <input type="radio"/> Providing education and advice on development approval process 3 <input type="radio"/> Connecting these services to social media outlets e.g Facebook, Twitter 4 <input type="radio"/> Animal welfare control 5 <input type="radio"/> Increasing public awareness of recreational vehicles i.e. dirt & quad bike rules/usage	1 <input type="radio"/> Increasing public awareness of these services – Planning, Building, Ranger & Health services 2 <input type="radio"/> Providing education and advice on development approval process 3 <input type="radio"/> Connecting these services to social media outlets e.g Facebook, Twitter 4 <input type="radio"/> Animal welfare control 5 <input type="radio"/> Increasing public awareness of recreational vehicles i.e. dirt & quad bike rules/usage
5. Roads, Footpaths, 	1 <input type="radio"/> Promoting the bike/footpath network	1 <input type="radio"/> Promoting the bike/footpath network	1 <input type="radio"/> Promoting the bike/footpath network



Shire of East Pilbara Community Survey

Parks and Gardens [READ LIST]	2 <input type="radio"/> Continuing to plant trees/shrubs along major roads 3 <input type="radio"/> Increasing accessibility to public toilets 4 <input type="radio"/> Improving pedestrian cross overs/walkways	2 <input type="radio"/> Continuing to plant trees/shrubs along major roads 3 <input type="radio"/> Increasing accessibility to public toilets 4 <input type="radio"/> Improving pedestrian cross overs/walkways	2 <input type="radio"/> Continuing to plant trees/shrubs along major roads 3 <input type="radio"/> Increasing accessibility to public toilets 4 <input type="radio"/> Improving pedestrian cross overs/walkways
6. Rubbish control and litter collection [READ LIST]	1 <input type="radio"/> Increasing the number of public rubbish bins on footpath's and walkways 2 <input type="radio"/> Increasing recycling pick up to weekly 3 <input type="radio"/> Supporting a twice weekly rubbish pick up on an annual basis 4 <input type="radio"/> Increasing bulk collection to twice per year 5 <input type="radio"/> Enhancing the Sustainability Litter Prevention Initiative	1 <input type="radio"/> Increasing the number of public rubbish bins on footpath's and walkways 2 <input type="radio"/> Increasing recycling pick up to weekly 3 <input type="radio"/> Supporting a twice weekly rubbish pick up on an annual basis 4 <input type="radio"/> Increasing bulk collection to twice per year 5 <input type="radio"/> Enhancing the Sustainability Litter Prevention Initiative	1 <input type="radio"/> Increasing the number of public rubbish bins on footpath's and walkways 2 <input type="radio"/> Increasing recycling pick up to weekly 3 <input type="radio"/> Supporting a twice weekly rubbish pick up on an annual basis 4 <input type="radio"/> Increasing bulk collection to twice per year 5 <input type="radio"/> Enhancing the Sustainability Litter Prevention Initiative

Q18. Of the following list of services and activities, please indicate the top three areas (in no particular order) which you feel are the most important for the Shire of East Pilbara to be lobbying State and/or Federal Government to improve provision of? [READ LIST] [ALLOW FOR A MAXIMUM OF THREE SELECTION]	1 <input type="radio"/> Medical/health services 2 <input type="radio"/> Youth services 3 <input type="radio"/> Retail opportunities 4 <input type="radio"/> Land release/housing opportunities 5 <input type="radio"/> Improve road infrastructure 6 <input type="radio"/> Aged care facilities 99 <input type="radio"/> (Do not read) Don't know / Unsure
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Shire of East Pilbara Community Survey

Section 3: DEMOGRAPHICS

<p>Q19. Including yourself, how many people live in your household?</p> <p>SINGLE RESPONSE</p>	<p>1 <input type="radio"/> 1 person 2 <input type="radio"/> 2 people 3 <input type="radio"/> 3 people 4 <input type="radio"/> 4 people 5 <input type="radio"/> 5 people 6 <input type="radio"/> 6 people 7 <input type="radio"/> 7 people 8 <input type="radio"/> 8+ people 97 <input type="radio"/> (Do not read) Refused 99 <input type="radio"/> (Do not read) Don't know / Unsure</p>
<p>Q20. Into which of the following age groups do you and other members of your household fall into?</p> <p>[INTERVIEWER NOTE: We're looking for ages of all members of the household, so if 2 or more people live in the household, please make sure you ask about all age groups.]</p> <p>MULTIPLE RESPONSE</p>	<p>1 <input type="checkbox"/> Under 18 years 2 <input type="checkbox"/> 18 – 25 years 3 <input type="checkbox"/> 26 – 35 years 4 <input type="checkbox"/> 36 – 45 years 5 <input type="checkbox"/> 46 – 65 years 6 <input type="checkbox"/> Over 65 years 99 <input type="checkbox"/> (Do not read) Don't know / Unsure</p>
<p>Q21. Which of the following accurately describes your household status? Would you say..?</p> <p>[READ LIST]</p> <p>SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Owner/Occupier 2 <input type="radio"/> Private rental tenant 3 <input type="radio"/> Government property tenant 4 <input type="radio"/> Employer provided housing 5 <input type="radio"/> Caravan park tenant 95 <input type="radio"/> Other (Please Specify _____) 99 <input type="radio"/> (Do not read) Don't know / Unsure</p>
<p>Q22. Which of the following best describes your current work status?</p> <p>[READ LIST]</p> <p>SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Employed full-time 2 <input type="radio"/> Employed part-time 3 <input type="radio"/> Student → SKIP TO Q25 4 <input type="radio"/> Retired/Pensioner → SKIP TO Q25 5 <input type="radio"/> Home duties → SKIP TO Q25 6 <input type="radio"/> Unemployed → SKIP TO Q25 99 <input type="radio"/> (Do not read) Refused → SKIP TO Q25</p>
<p>Q23. Which of the following accurately describes the industry you currently work in?</p> <p>[READ LIST]</p> <p>SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Agriculture 2 <input type="radio"/> Mining & Exploration 3 <input type="radio"/> Business or professional services 4 <input type="radio"/> Construction 5 <input type="radio"/> Education and Training 6 <input type="radio"/> Health 7 <input type="radio"/> Hospitality 8 <input type="radio"/> Government/Public Services 9 <input type="radio"/> Retail Trade 10 <input type="radio"/> Tourism 11 <input type="radio"/> Transport 12 <input type="radio"/> Other Services (Please Specify _____) 99 <input type="radio"/> Don't Know / Unsure</p>
<p>Q24. And are you currently a... [READ LIST]?</p> <p>SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Permanent resident of the Shire of East Pilbara 2 <input type="radio"/> Fly in Fly Out 3 <input type="radio"/> Drive in Drive Out 4 <input type="radio"/> Other (Please Specify _____) 99 <input type="radio"/> Don't Know / Unsure</p>



Shire of East Pilbara Community Survey

<p>Q25. Do you identify yourself as belonging any particular ethnic or cultural group?</p> <p>SINGLE RESPONSE</p>	<p>1 <input type="radio"/> Yes – Aboriginal/Indigenous 2 <input type="radio"/> Yes - Torres Strait Islander 3 <input type="radio"/> Yes - Other (Please Specify _____) 4 <input type="radio"/> No 99 <input type="radio"/> (Do not read) Refused</p>
<p>Q26. Record Gender</p>	<p>1 <input type="radio"/> Male 2 <input type="radio"/> Female</p>

Quality Check

That concludes the survey. Just one more question and some information for you.

<p>As part of our quality assurance procedures 1 in 20 of survey respondents are contacted to confirm their responses. Would it be ok for AEC market research to contact you about the responses you have given today?</p>	<p>1 <input type="checkbox"/> Yes → RECORD NAME _____ AND NUMBER _____ 2 <input type="checkbox"/> No</p>
--	---

Thank you very much for your time and interest. Your opinion is very important to the Shire of East Pilbara in determining future priorities.

Should you wish to confirm the authenticity of this survey please contact either:

Shire of East Pilbara: Dawn Brown (08) 9175 8012
 AECgroup: Priya Narsey, (08) 6555 4940

Appendix B: Data Analysis & Reporting

Data Analysis and Reporting Methods

This section provides detailed explanation of data analysis and research methodology applied in this report.

Weighted Average

Where applicable, responses have also been analysed based on weighted average results. Weighted average results are used in the assessment of survey responses as a tool to rank issues and items in an easy to interpret manner. For example:

Table C.9: Example of Weighted Average Calculations

Option * % of Category	Ranking
1*20% = 20	1 = Low
2*30% = 60	2 = Low
3*20% = 60	3 = Moderate
4*20% = 80	4 = High
5*10% = 50	5 = Very High
Total = 270	
Weighted average = 270/100 = 2.7	2.7 or between 'Low' and 'Moderate'

That means that the most popular option lies between option 2 and option 3, tending more towards option 3. It is similar in nature to the median.

The mode on the other hand is the most popular response, in this case option 2.

When the rating scale is segmented with 1 being the lowest / or worst score and 5 being the highest / or best score – the weighted average corresponds to the category or rating it represents.

For example:

The rating scale from 1 to 5 is: 1 as Very Dissatisfied, 2 as Dissatisfied, 3 as Average, 4 as Satisfied and 5 as Very Satisfied. With a weighted average of 2.37, the most popular option lies between ratings 2 and 3, tending more towards rating 2.

The image below shows a visual representation of the weighted average (2.37 w/a) on the five point scale.

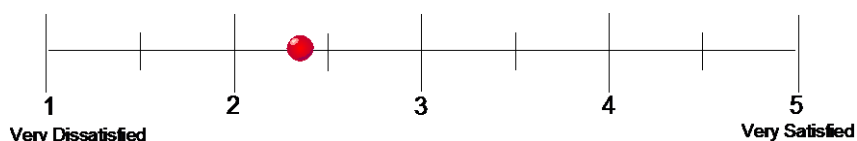


Table C.10: Interpretation of Weighted Average Results

Weighted Average Range	Interpretation of Results
4.21 – 5.00	Very Satisfied
4.20 – 3.41	Somewhat Satisfied
3.40 – 2.61	Neutral
2.60 – 1.81	Somewhat Dissatisfied
1.80 – 1.00	Very Dissatisfied

Reporting Methods

Key components associated with the reporting structure included (Refer to Appendix C for more details):

Where possible, a comparative analysis has been undertaken with the results from 2011 and 2012.

Whilst undertaking a comparative analysis, all statistically significant differences identified against the 2012 survey results have been highlighted as follows:

In frequency tables, **green** or **red** filled cells indicates whether the result is higher or lower when compared to the 2013 results.

In charts and graphs, **↑** and **↓** against the result indicates whether the result is higher or lower when compared to the 2012 results.





Brisbane	Level 5, 131 Leichhardt Street Spring Hill QLD 4000	PO Box 942 Spring Hill QLD 4004	T +61 7 3831 0577
Darwin	Level 1, Paspalis Centrepoint Building 48-50 Smith Street Mall Darwin NT 0800		T +61 8 8943 0600
Melbourne	Level 13, 200 Queen Street Melbourne VIC 3000	GPO Box 4500 Melbourne VIC 3001	T +61 3 8648 6586
Perth	Level 2, 580 Hay Street Perth WA 6000 Australia	PO Box 2576 St Georges Terrace Perth WA 6831	T +61 8 6555 4940
Sydney	Level 3, 507 Kent Street Sydney NSW 2000	PO Box Q569 QVB Post Office Sydney NSW 1230	T +61 2 9283 8400
Townsville	233 Flinders Street East Townsville QLD 4810	PO Box 5804 Townsville QLD 4810	T +61 7 4771 5550
Auckland	Level 31, 48 Shortland Street Auckland New Zealand		T +64 0 9352 2041
Bangkok	Level 11 Glas Haus Building 1 Soi Sukhumvit 25, Sukhumvit Road Wattana, Bangkok 10110 Thailand		T +66 2 402 8400
Shanghai	46F Hongkong New World Tower, 300 Huahai Road Central 200021 China		T +8621 6135 2310