



Shire of Ravensthorpe Community Survey



Summary Report | August 2020





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Research background, objectives and method

Background:

- The Shire of Ravensthorpe commissioned Key Research to undertake a community survey on their behalf
- This report presents the findings from the research project

Research Objectives

- To determine the relative importance of, and satisfaction with, various services and facilities
- To understand residents' willingness to pay for desired improvements
- To identify future aspirations and most important priorities
- To establish and understand the factors that make this a special place
- To find out if there are any barriers to volunteering
- To find out the best ways to keep the community informed

Method

- The study consisted of 120 telephone interviews with residents within the local government area of the Shire of Ravensthorpe
- The interviewing took place between 19 – 31 March 2020
- The overall results have a margin of error of +/- 8.6% at the 95% confidence level
- The following steps were taken to ensure the objectivity, validity and reliability of the study:
 - The questionnaire was designed by Key Research in partnership with Localise
 - Respondents were selected using a random number generation service
 - All telephone interviews were conducted by trained and experienced interviewers from Thinkfield, a division of the Key Research Group

Notes

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



Executive Summary

1

Health, Safety, Road Infrastructure, Community Engagement, and Community Grants are most important

- Health and medical services; Ranger, fire and emergency services; Roads, bridges and drainage; Community engagement and communications; and Community grants are the service elements deemed most important by the residents

2

High overall perception of the Shire's performance and mixed perceptions regarding individual service areas

- More than seven in ten residents (73%) consider the Shire of Ravensthorpe's performance as 'good' or 'excellent' and 65% see improvement in the prior 12 months.
- Health and medical services and Ranger, fire and emergency services, are in the top group for both importance and performance. Community grants are not far behind.
- On the other hand, Community engagement and communication and Roads, bridges and drainage, are both top rated for importance but rate relatively low for performance. Seniors, disability and youth services also shows a gap between importance and performance. These areas are highlighted as opportunities for improvement.

3

Residents have high hopes for the future

- Over 80% of the residents anticipate they will be living in the Shire for at least the next five years
- Looking ahead, residents would like to see economic growth and more local businesses in the Shire as well as an increase in activities promoting tourism

4

A newsletter is the preferred means of getting information about the Shire

- The majority of the residents feel that it is fairly easy to obtain information and updates regarding the Shire
- Nearly a quarter of the residents (24%) would like to have a regular newsletter distributed in the community



Key findings





'Health and medical services' and *'Ranger, fire and emergency services'* are two of the most important and best performing service areas, while *'Community engagement and communications'*, which is also an important service finds itself in the bottom five regarding performance

Dashboard – Importance and performance: top and bottom five

	Importance	Performance
Top five	<ul style="list-style-type: none"> • Health and Medical Services • Ranger, Fire and Emergency Services • Roads, Bridges and Drainage • Community Engagement and Communications • Community Grants 	<ul style="list-style-type: none"> • Ranger, Fire and Emergency Services • Community Halls and Public Toilets • Health and Medical Services • Parks, Open Space and Cemetery • Library and Museum
Bottom five	<ul style="list-style-type: none"> • Shire Buildings and Leases • Library and Museum • Arts, Culture and Events • Paths, Trails and Tracks • Swimming Pool 	<ul style="list-style-type: none"> • Environmental Management • Community Engagement and Communications • Seniors, Disability and Youth Services • Advocacy and Collaboration • Town Planning and Building Control

1. Sample: n=120
 2. Q3. Importance
 3. Q4. Performance
 4. Excludes 'Don't know' responses



The services with the highest gaps between importance and performance were *Community engagement and communications; Roads, bridges and drainage; and Seniors, disability and youth services*

Dashboard – Comparison of importance and performance

Comparison of Importance and Performance

Key Indicators	Importance	Performance	Difference
Health and Medical Services	9.3	7.5	-1.8
Ranger, Fire and Emergency Services	9.1	7.8	-1.3
Roads, Bridges and Drainage ●	8.9	6.8	-2.1
Community Engagement and Communications ●	8.6	6.4	-2.2
Community Grants	8.4	7.3	-1.1
Community Halls and Public Toilets	8.3	7.7	-0.6
Recreation facilities and Services	8.3	7.3	-1.0
Waste Management	8.3	6.9	-1.4
Environmental management	8.2	6.6	-1.6
Environmental Health	8.2	6.7	-1.5
Seniors, Disability and Youth Services ●	8.2	6.3	-1.9
Parks, Open Space and Cemetery	8.1	7.5	-0.6
Economic Development, Tourism and Visitor Information Services	8.1	7.3	-0.8
Childcare	7.7	7.1	-0.6
Town Planning and Building Control	7.7	6.2	-1.5
Advocacy and Collaboration	7.5	6.3	-1.2
Shire Buildings and Leases	7.5	7.2	-0.3
Library and Museum	7.4	7.4	-
Arts, Culture and Events	7.2	7.3	0.1
Paths, Trails and Tracks	7.1	6.7	-0.4
Swimming pool	6.7	7.3	0.6

Mean Rating
(max = 10)

Mean Rating
(max = 10)

Mean Rating
(max = 10)

Key

● Dots represent top 3 gaps between importance and performance

1. Sample: n=120
2. Q3. Importance
3. Q4. Performance
4. Excludes 'Don't know' responses



Interestingly, two of the top-rated services were areas that residents were willing to pay more for – *Health and medical services* and *Ranger, fire and emergency services*

Dashboard – comparisons of importance, performance and willingness to pay more

		Importance Mean	Performance Mean	Willingness to Pay More Mean
Health and Medical Services	● ● ●	9.3	7.5	3.5
Ranger, Fire and Emergency Services	● ● ●	9.1	7.8	3.5
Roads, Bridges and Drainage	● ● ●	8.9	6.8	3.3
Community Engagement and Communications	● ● ●	8.6	6.4	3.1
Community Grants	● ● ●	8.4	7.3	3.1
Community Halls and Public Toilets	● ● ●	8.3	7.7	3.0
Recreation facilities and Services	● ● ●	8.3	7.3	3.2
Waste Management	● ● ●	8.3	6.9	3.3
Environmental management	● ● ●	8.2	6.6	3.3
Environmental Health	● ● ●	8.2	6.7	3.3
Seniors, Disability and Youth Services	● ● ●	8.2	6.3	3.7
Parks, Open Space and Cemetery	● ● ●	8.1	7.5	3.0
Economic Development, Tourism and Visitor Information Services	● ● ●	8.1	7.3	3.3
Childcare	● ● ●	7.7	7.1	3.3
Town Planning and Building Control	● ● ●	7.7	6.2	3.1
Advocacy and Collaboration	● ● ●	7.5	6.3	3.0
Shire Buildings and Leases	● ● ●	7.5	7.2	2.9
Library and Museum	● ● ●	7.4	7.4	3.0
Arts, Culture and Events	● ● ●	7.2	7.3	3.3
Paths, Trails and Tracks	● ● ●	7.1	6.7	3.3
Swimming pool	● ● ●	6.7	7.3	3.1

* Of those who consider the service / facility very important

** In the order of importance (highest to lowest)

Mean Rating
(max = 10)

Mean Rating
(max = 10)

Mean Rating
(max = 5)

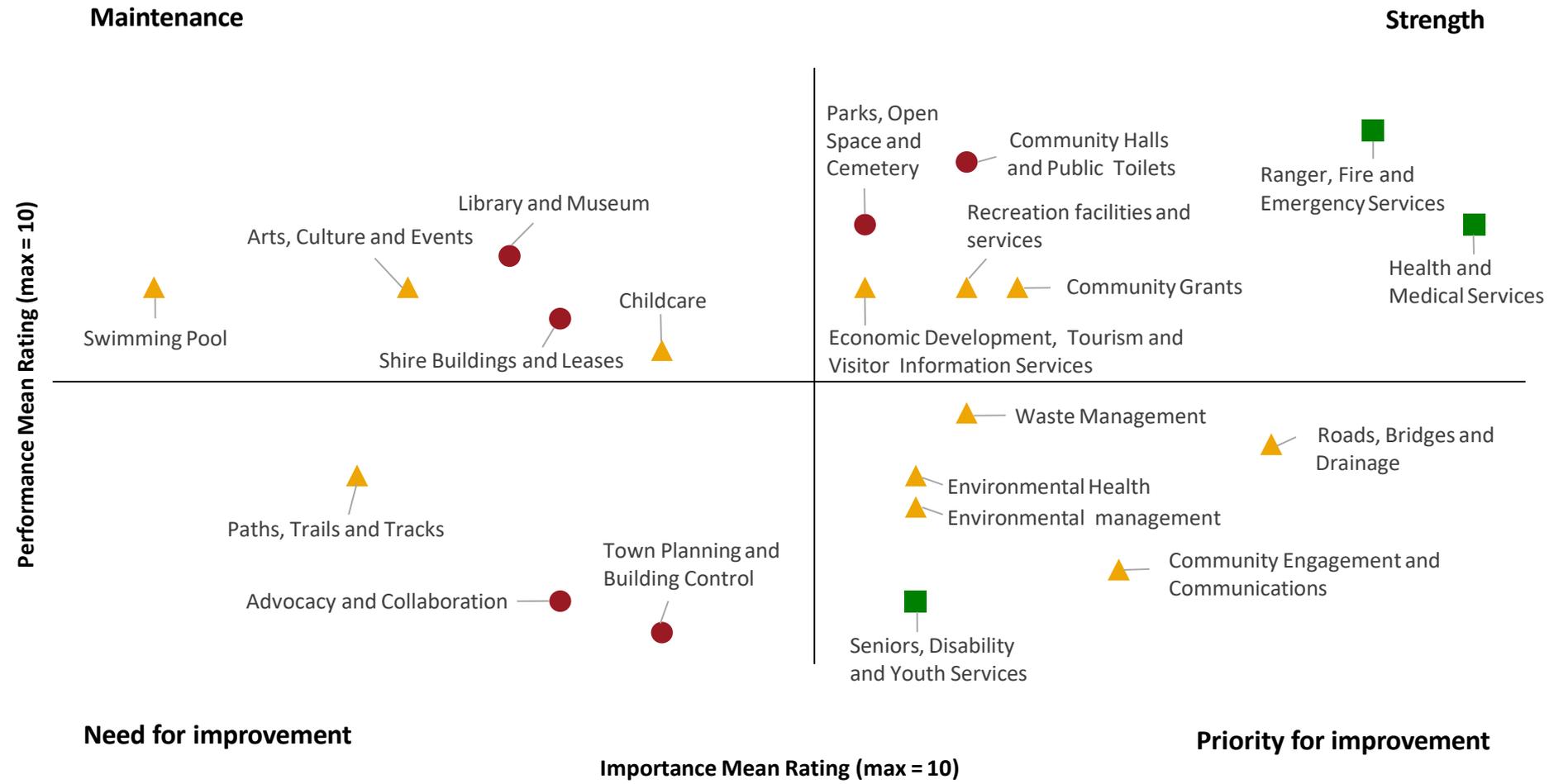
Key

● ● ● Dots represent top five in importance and performance; and top three in willingness to pay

1. Sample: n=120
2. Q3. Importance
3. Q4. Performance
4. Q6. Willing to pay more
5. Excludes 'Don't know' responses



Dashboard - Priority Areas for Focus

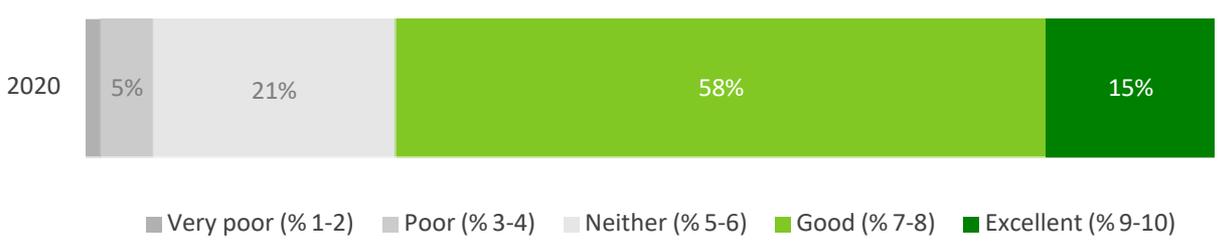


Willingness to pay: ■ Most willing to pay more ▲ Moderately willing to pay more ● Least willing to pay more



More than seven out of ten residents (73%) rate the Shire of Ravensthorpe as performing well, while only a small proportion (5%) are of the opinion that it is performing poorly

Overall performance



73%
Good/Excellent
(rating of 7-10)

1. Sample: n=120
2. Q5. Overall, how would you rate the performance of the Shire of Ravensthorpe? Please rate this using the same scale as before.
3. Excludes 'Don't know' responses



Views on *Community engagement and communications; Town planning and building control, as well as Environmental management* most influence people’s perception of the overall performance of the Shire

Dashboard – Services that most influence perception of overall performance

Services	Ranking
Community Engagement and Communications	1
Town Planning and Building Control	2
Environmental Management	3
Advocacy and Collaboration	4
Environmental Health	5
Childcare	6
Health and Medical Services	7
Roads, Bridges and Drainage	8
Community Halls and Public Toilets	9
Waste Management	10
Parks, Open Space and Cemetery	11
Community Grants	12
Economic Development, Tourism and Visitor Information Services	13
Recreation Facilities and Services	14
Seniors, Disability and Youth Services	15
Paths, Trails and Tracks	16
Ranger, Fire and Emergency Services	17
Swimming pool	18
Shire Buildings and Leases	19
Library and Museum	20
Arts, Culture and Events	21

Legend: Top 3

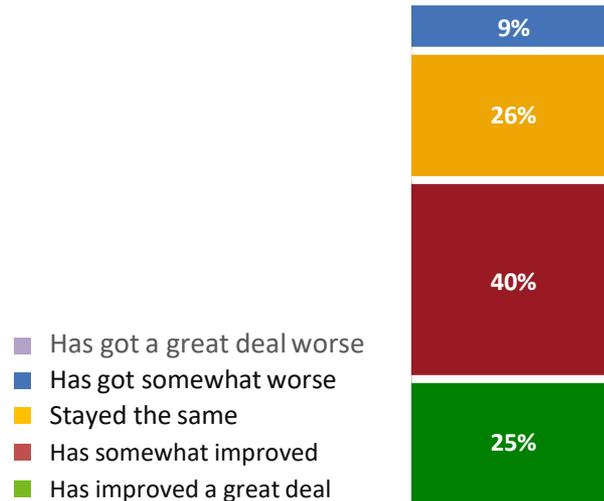
Statistically significant relationship with perception of overall performance.

1. Q4. Performance
 2. Q5. Overall Performance
 3. Excludes 'Don't know' responses



65% of residents consider that the performance of the Shire has improved somewhat or a great deal over the preceding 12 months

Performance of the Shire in comparison to 12 months ago





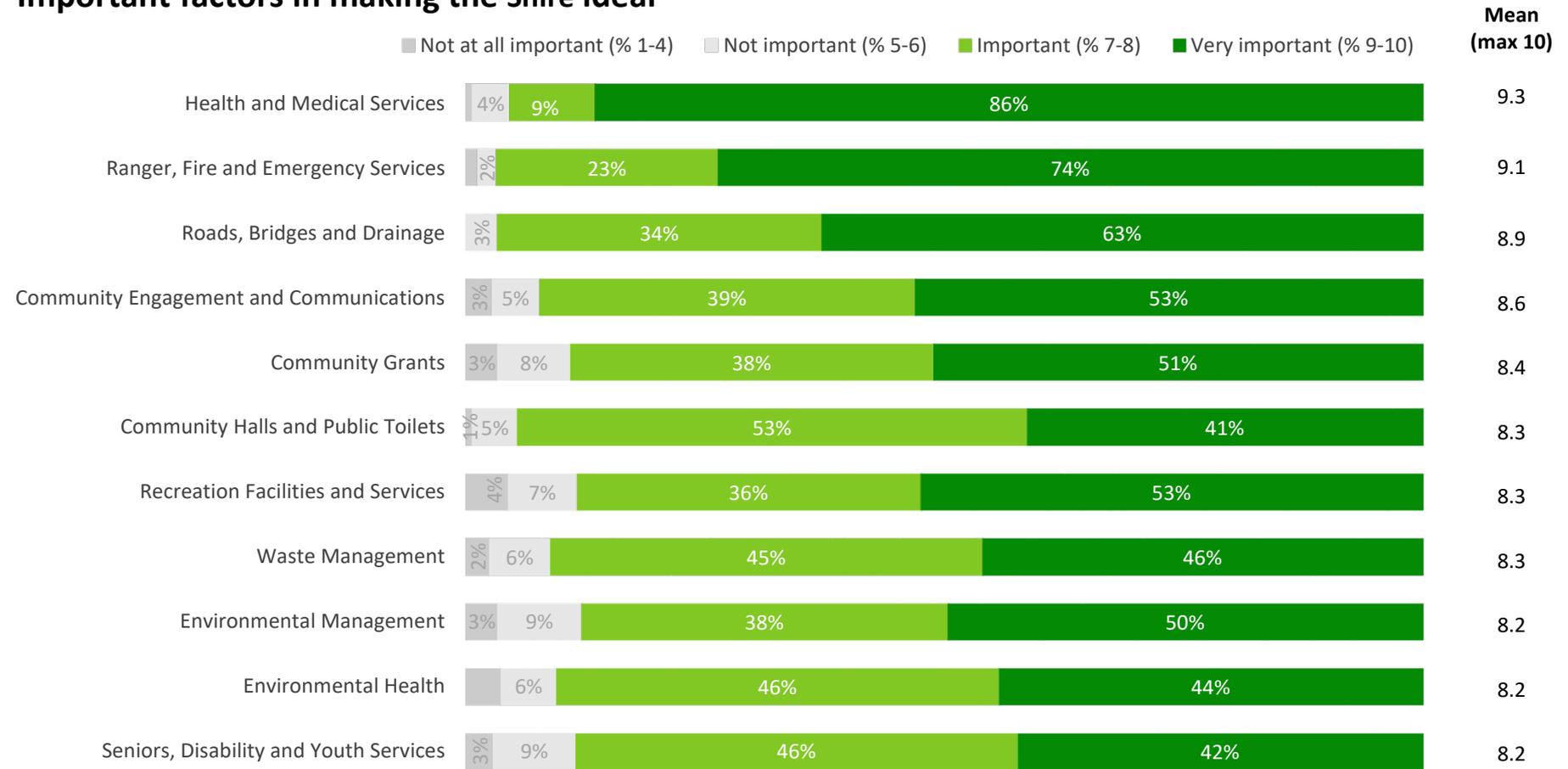
Importance





Residents perceive *Health and medical services; Ranger, fire and emergency services; and Roads, bridges and drainage* to be the most important features in making the Shire an ideal place to live

Important factors in making the Shire ideal

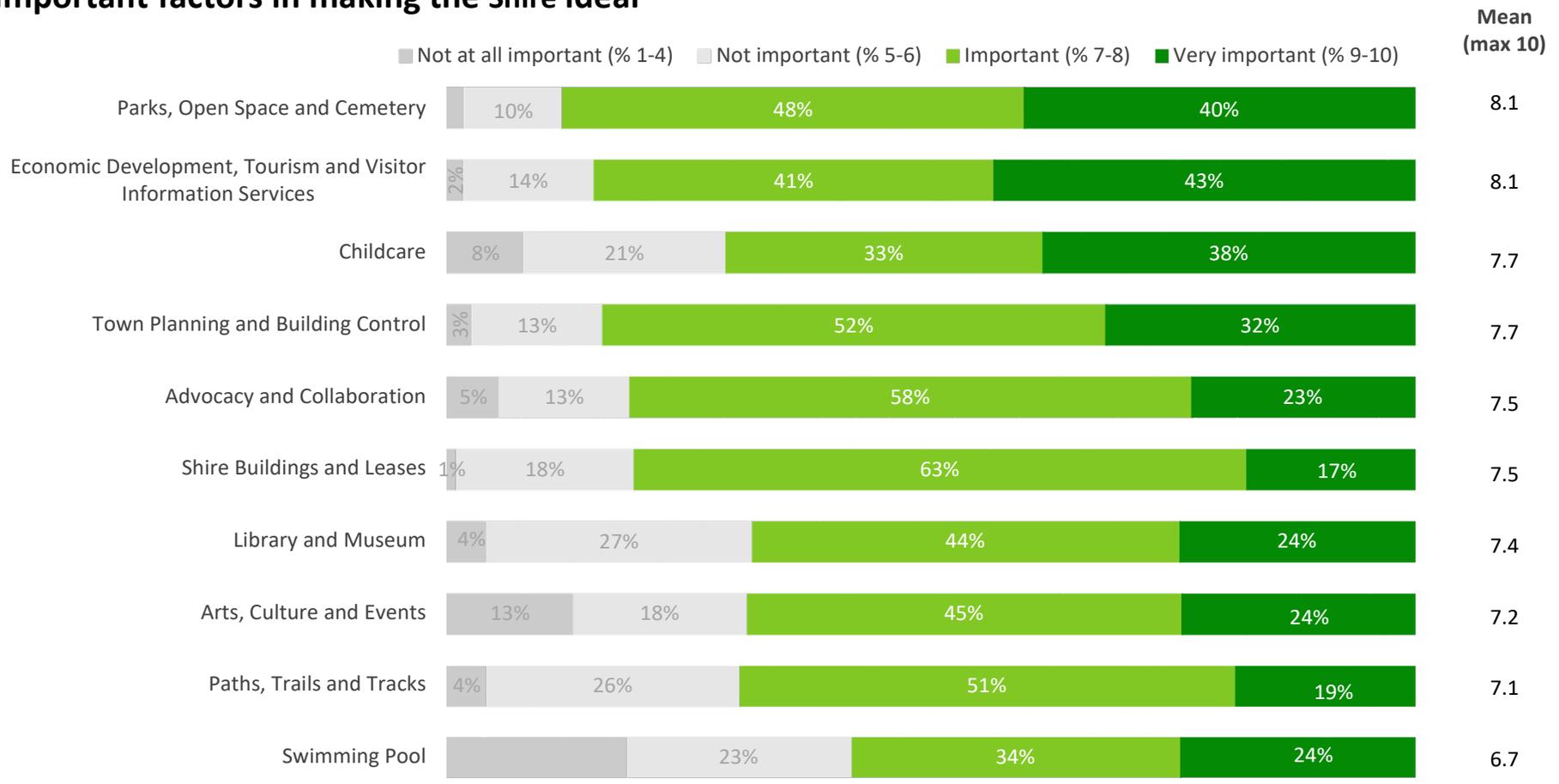


1. Sample: n=120
 2. Q3. When you think of the Shire of Ravensthorpe as a place to live, how important are the following to making the Shire of Ravensthorpe ideal? Please rate this on a scale of 1 to 10 where 1 is not at all important and 10 is very important
 3. Excludes 'Don't know' responses



Arts, culture and events; Paths, trails and tracks, and Swimming Pool are seen as being less important

Important factors in making the Shire ideal



1. Sample: n=120
 2. Q3. When you think of the Shire of Ravensthorpe as a place to live, how important are the following to making the Shire of Ravensthorpe ideal? Please rate this on a scale of 1 to 10 where 1 is not at all important and 10 is very important
 3. Excludes 'Don't know' responses



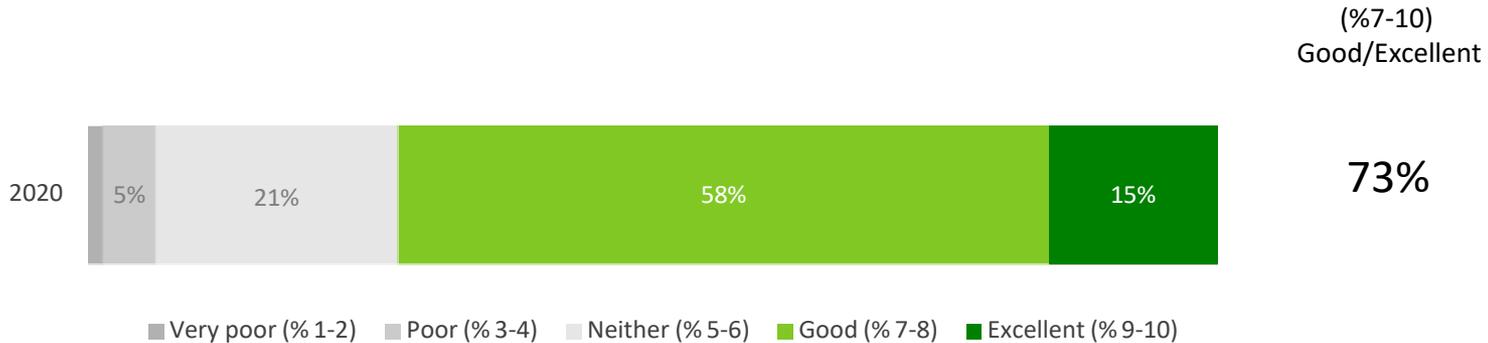
Performance





More than seven out of ten residents (73%) rate the Shire of Ravensthorpe as performing well, while only a small proportion (5%) are of the opinion that it is performing poorly

Overall performance

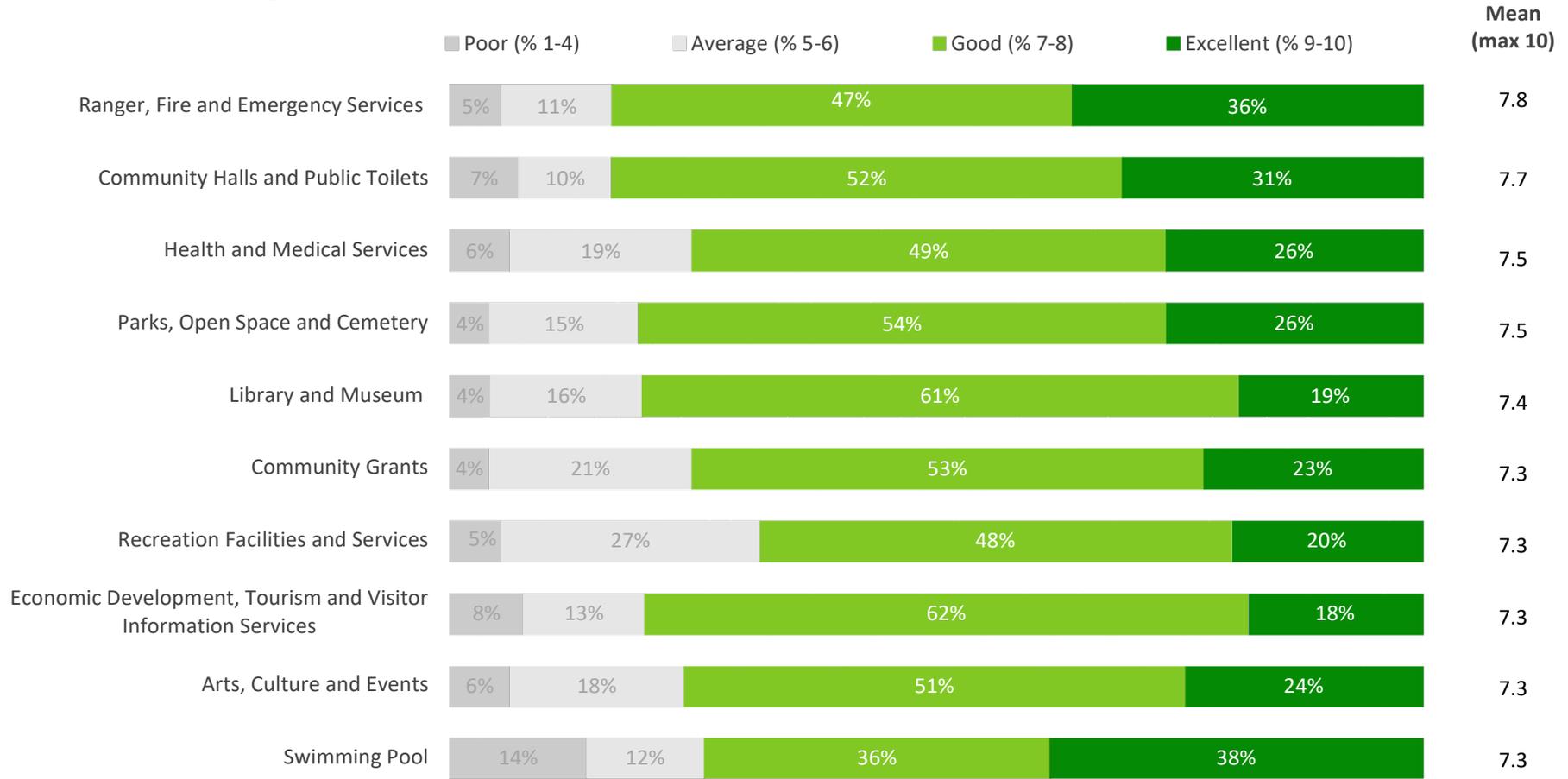


1. Sample: n=120
2. Q5. Overall, how would you rate the performance of the Shire of Ravensthorpe? Please rate this using the same scale as before.
3. Excludes 'Don't know' responses



Residents see *Ranger, fire and emergency services, community halls and public toilets, and Health and medical services* as the highest performing services

Performance ratings

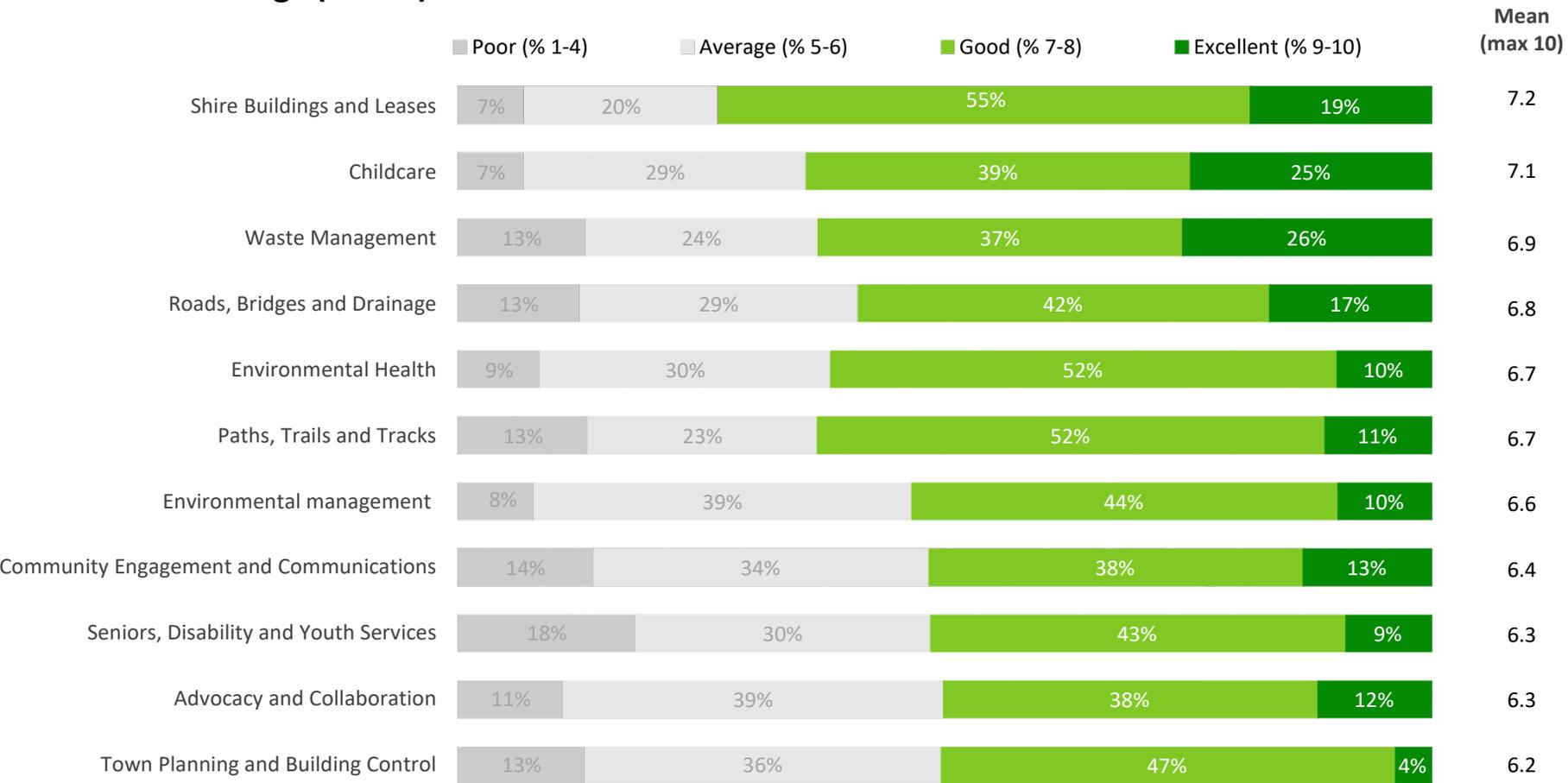


1. Sample: n=120
 2. Q4. And how would you rate the performance of the Shire of Ravensthorpe on each of these services and facilities? Again, please rate this on a scale of 1 to 10 where 1 is poor and 10 is excellent performance
 3. Excludes 'Don't know' responses



Residents rated *Seniors, disability and youth services; Advocacy and Collaboration* and *Town planning and building control* the lowest in terms of performance

Performance ratings (cont'd)



1. Sample: n=120
 2. Q4. And how would you rate the performance of the Shire of Pingelly on each of these services and facilities? Again, please rate this on a scale of 1 to 10 where 1 is poor performance and 10 is excellent performance
 3. Excludes 'Don't know' responses



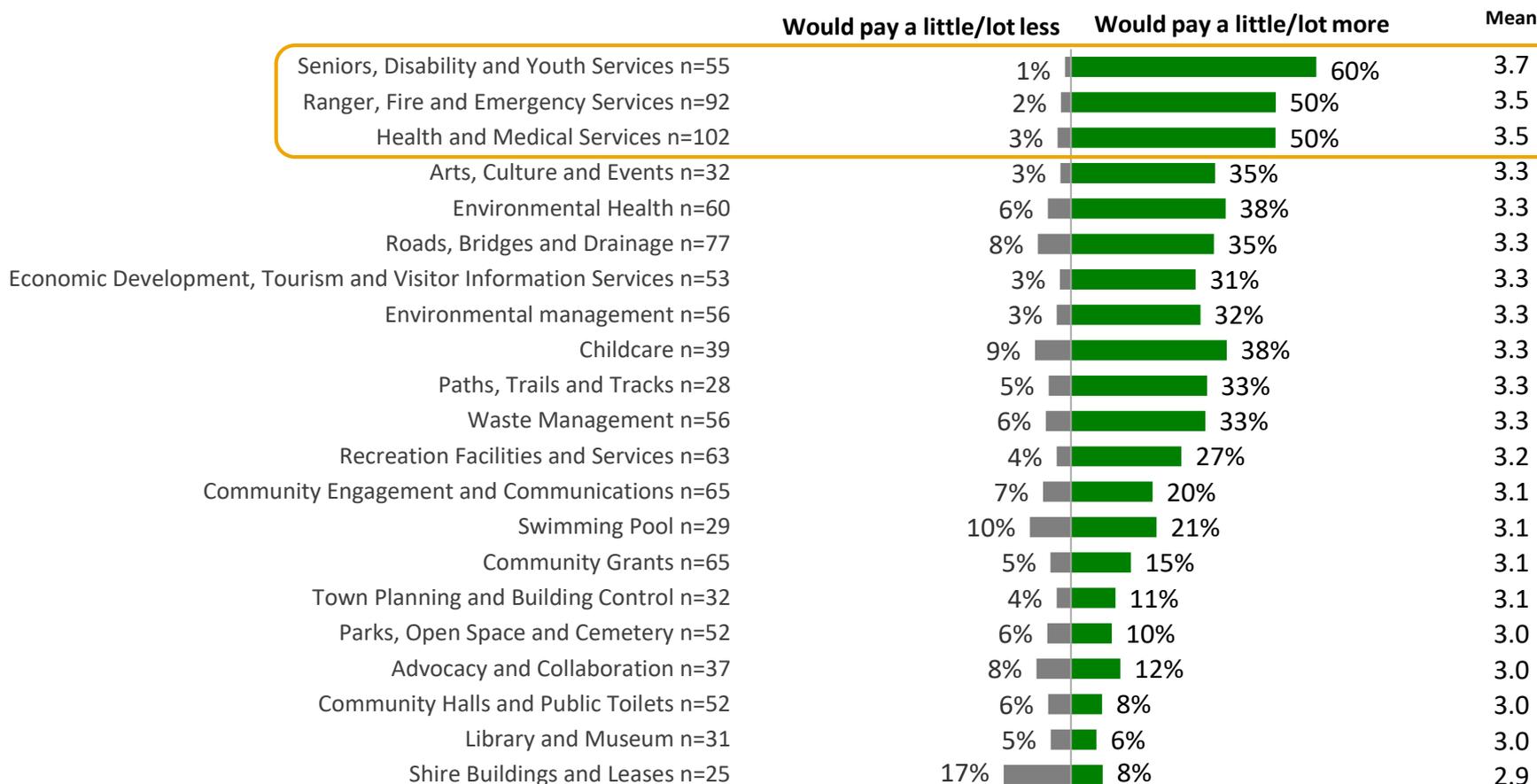
Willingness to pay for improvements





There were three services that at least 50% of residents who rated them highly were willing to pay more for: *Health and medical services, Ranger, fire and emergency services, and Seniors, disability and youth services*

Willingness to pay more for service or facility



1. Q6. Would you be willing to pay more to improve this service or facility? Residents who rated the service or facility a 9 or 10 out of 10 for importance
 2. Excludes 'Don't know' responses



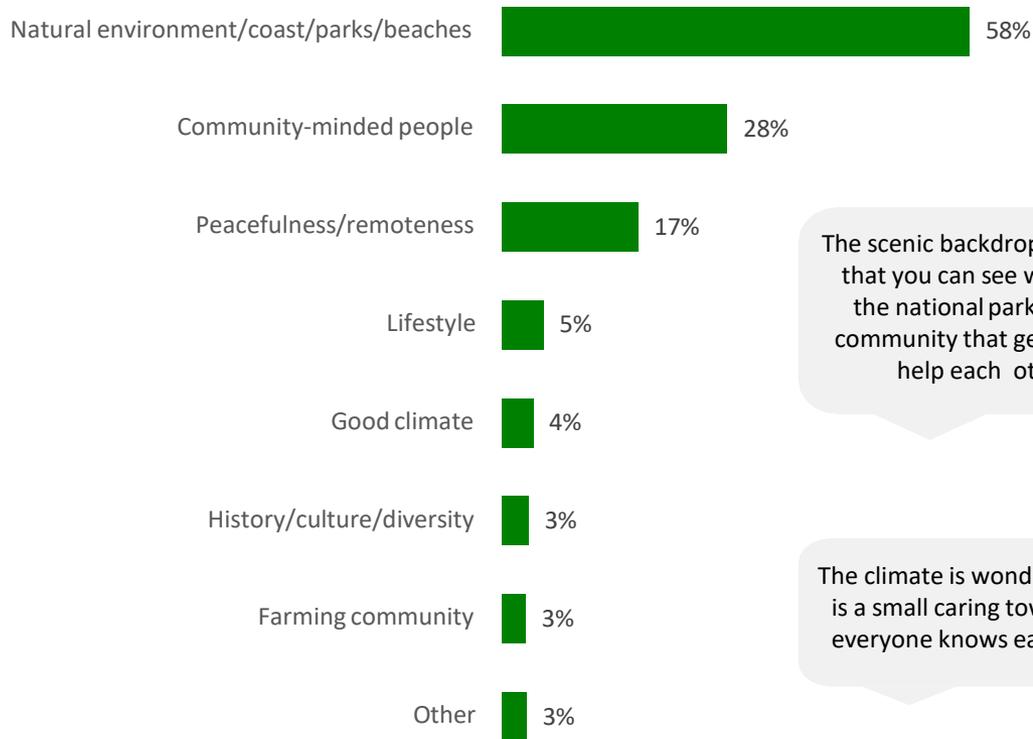
Future Direction





The features that make the Shire a special place to live in include the *natural environment, coast, parks, beaches* and the *people*

Most special thing about the Shire



The scenic backdrop around places that you can see with your eye, the national park, it is a small community that gels together to help each other out.

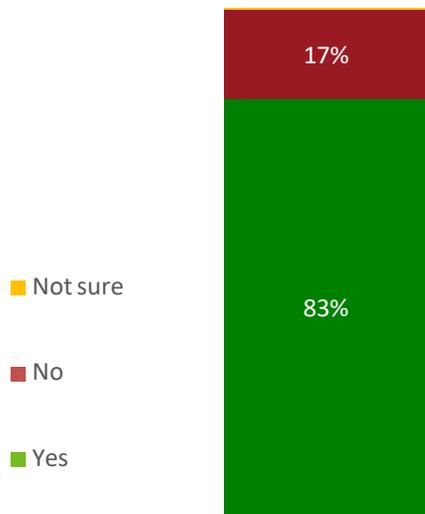
The climate is wonderful and it is a small caring town where everyone knows each other.

1. Sample: n=120
2. Q15. Thinking now about what makes the Shire of Ravensthorpe a special place to live, in your opinion, what is the most special thing about it? Open ended. Multipleresponse

Most of the residents (83%) are likely to stay in the Shire of Ravensthorpe for at least the next five years. For those planning to leave, services and care for ageing population is a significant factor.

Likelihood of living in the Shire in five years time

Still likely to be living in the Shire in five years



Reasons for not being likely to be living in the Shire in five years

I will retire and move closer to my family

Need to improve aged care so that there is residential facilities for the people who can no longer live in their own homes

I am getting older and there are not enough services in the Shire/hospital not adequate

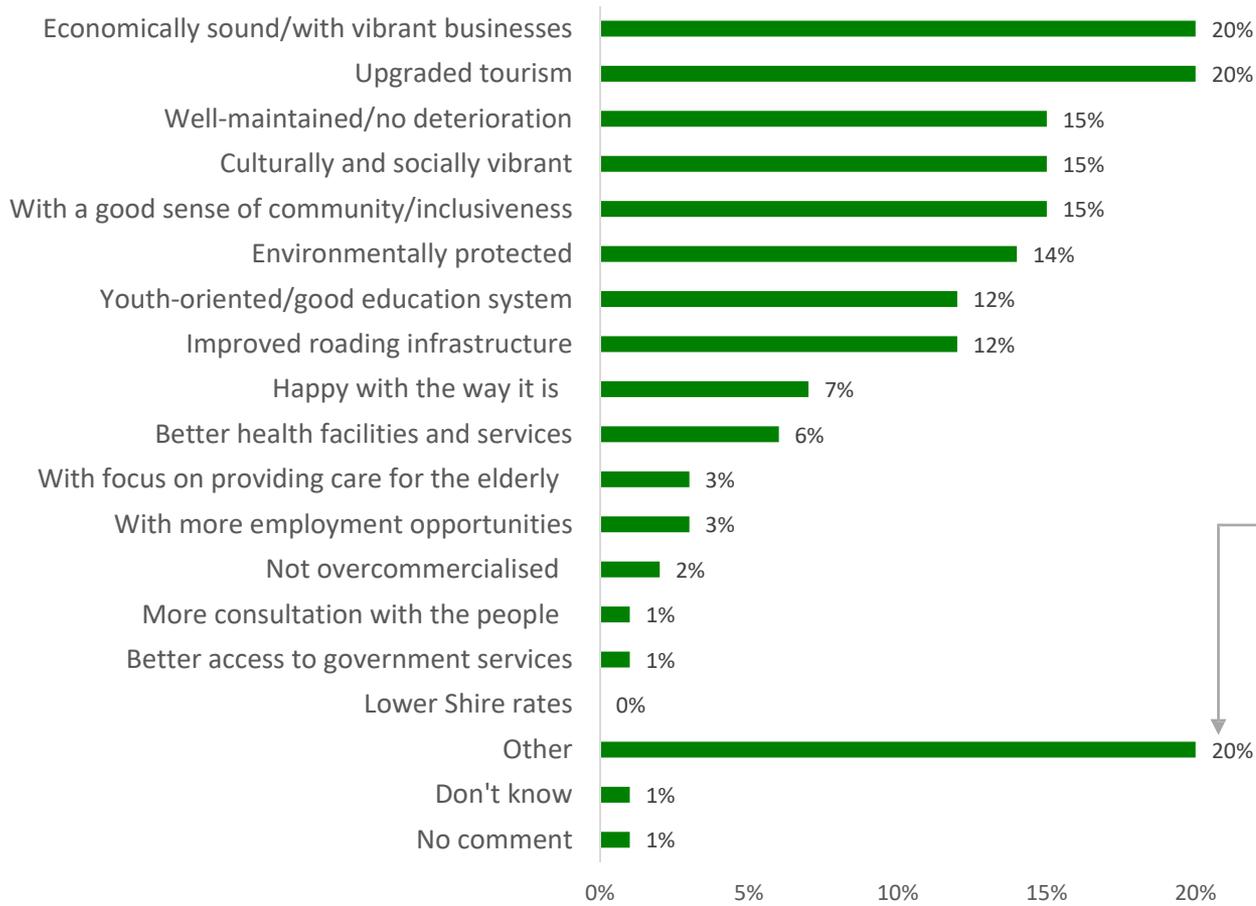
It is more that everyone is complaining about everything/ just need a change

Sadly, I no longer feel the community can supply community requirements for the aged, like good aged care, as I am now an older person myself and feel community cannot care for needs of the elderly



Looking ahead (ten to fifteen years), residents would like to see the Shire of Ravensthorpe to be *economically sound/with vibrant local businesses and more tourism programs and activities*

What the Shire of Ravensthorpe would be like in 10 years' time



Some comments under 'Other'

I'd like to see the town get the trucks to divert outside the main town

I think we cannot rely on volunteers anymore

Hopetoun should become the centre of the Shire as it where most people live/the Shire base should be in Hopetoun

1. Sample: n=120
 2. Q12. Now, imagine the Shire of Ravensthorpe as you would like it to be in 10 years time. What comes to mind? Please consider things like the economy, social wellbeing, natural environment, townscape and cultural vitality. What would you like the Shire of Ravensthorpe to be like in 10 to 15 years' time?
 3. Excludes 'Don't know' responses



Residents cite *improving roading infrastructure* and *tourism promotion* feature as important activities to focus on both now and in the future

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

Activities to focus on now (first mention)

Improve transportation/roading	20%
Maintain/sustain health system	11%
Keep people in the Shire	11%
Promote tourism	10%
Engage the community	7%
Improve education system/school administration	6%
More/better aged care programs	5%
Programs post-corona virus	4%
Develop the economy/attract new businesses	2%
Reduce/stop increasing rates	2%
Manage waste	2%
Maintain the area/Shire	2%
Create jobs	1%
Manage the environment	1%
Improve internet access and phone connectivity	1%
More childcare/youth programs	1%

Activities to focus on in the future (first mention)

Maintain/improve roads	17%
Improve public/recreation facilities	15%
Promote tourism	14%
Have a sustainability plan/develop the area	10%
Maintain/preserve the environment	5%
Improve health services/facilities	5%
Attract businesses/more economic activities	4%
More aged care programs/facilities	4%
Improve school/education system and services	3%
Keep people informed/open communication/consultation with the people	3%
More opportunities for the youth	3%
Provide support for the farming community	2%
Manage water supply	1%
Not increase rates	1%

1. Sample: n=120
 2. Q13. Can you tell me what you consider to be the three most important activities that the Shire of Ravensthorpe should be focusing on now? Open ended. Multiple response
 3. Q14. And what are the three most important activities in the future? Open ended. Multiple response



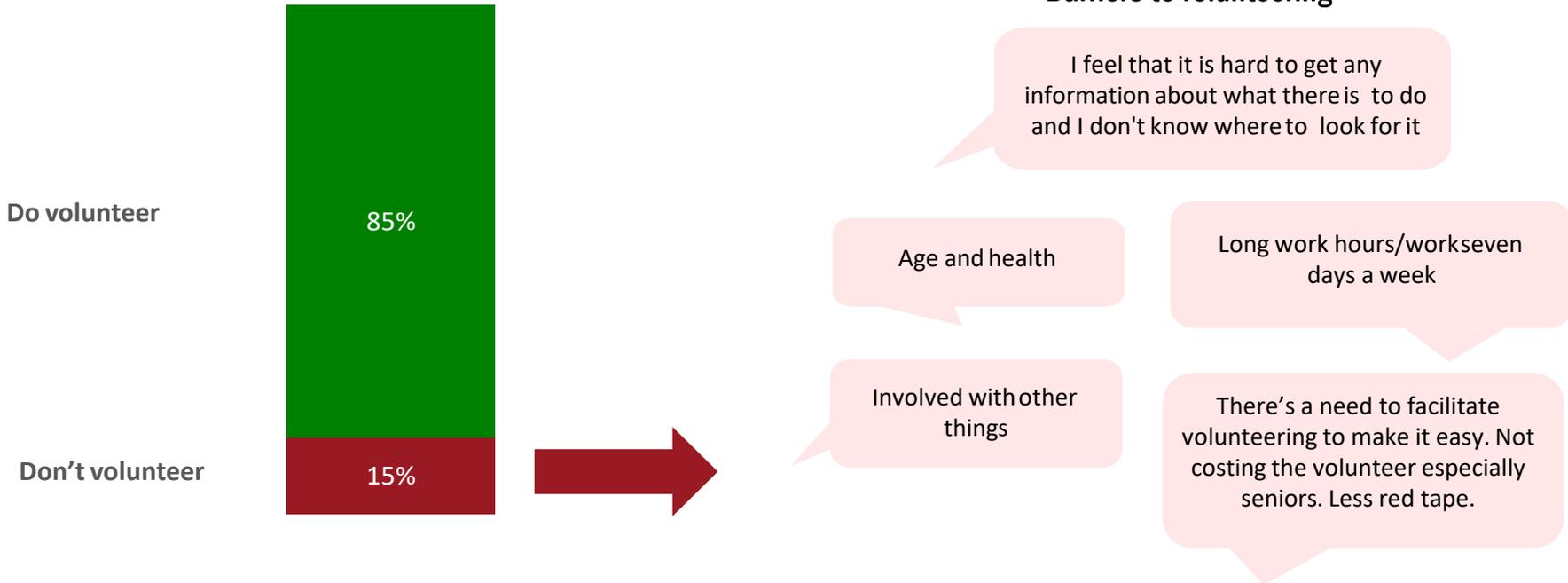
Volunteering





More than eight out of ten residents (85%) engage in some form of volunteering; of those who are not involved, *age* and *health* are two of the most commonly mentioned barriers. Other demands and red tape are also issues.

Volunteering



1. Sample: n=120
 2. Q10. In the last 12 months, did you spend any time doing voluntary work through an organisation or group?
 3. Q11. The Shire is interested to know if there are any barriers to volunteering. Do you have any comments on that?



Communication

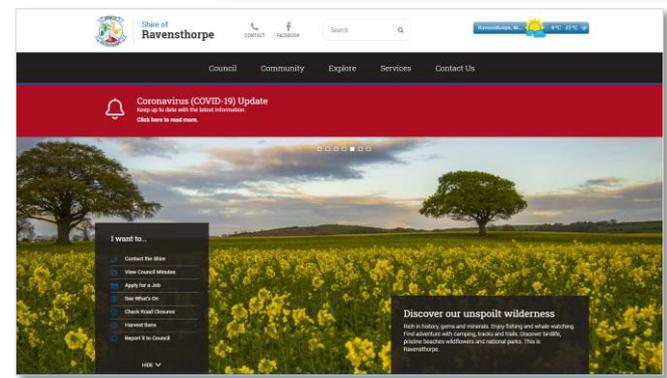
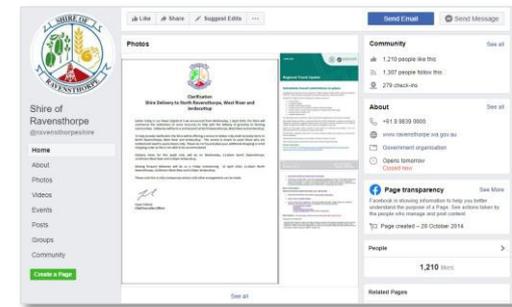
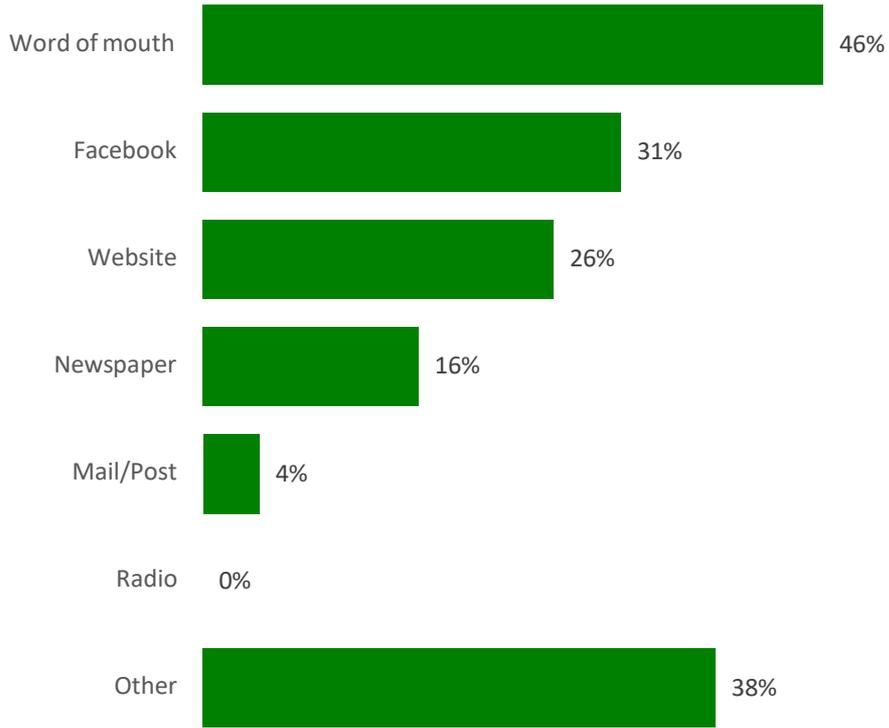




Information about the Shire is mainly sourced through *word of mouth*, followed by *Facebook* and the *Shire website*

Sources of information about the Shire and its activities

Sources of information

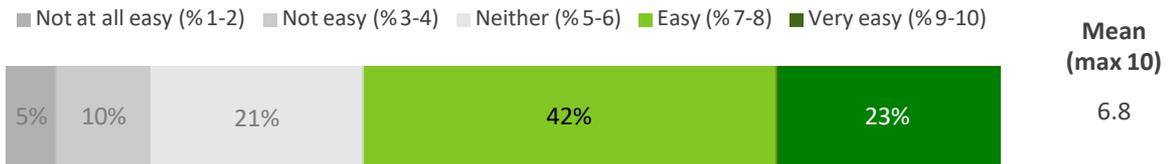


1. Sample: n=120
 2. Q16. Where do you primarily get your information about the Shire and what it is doing?

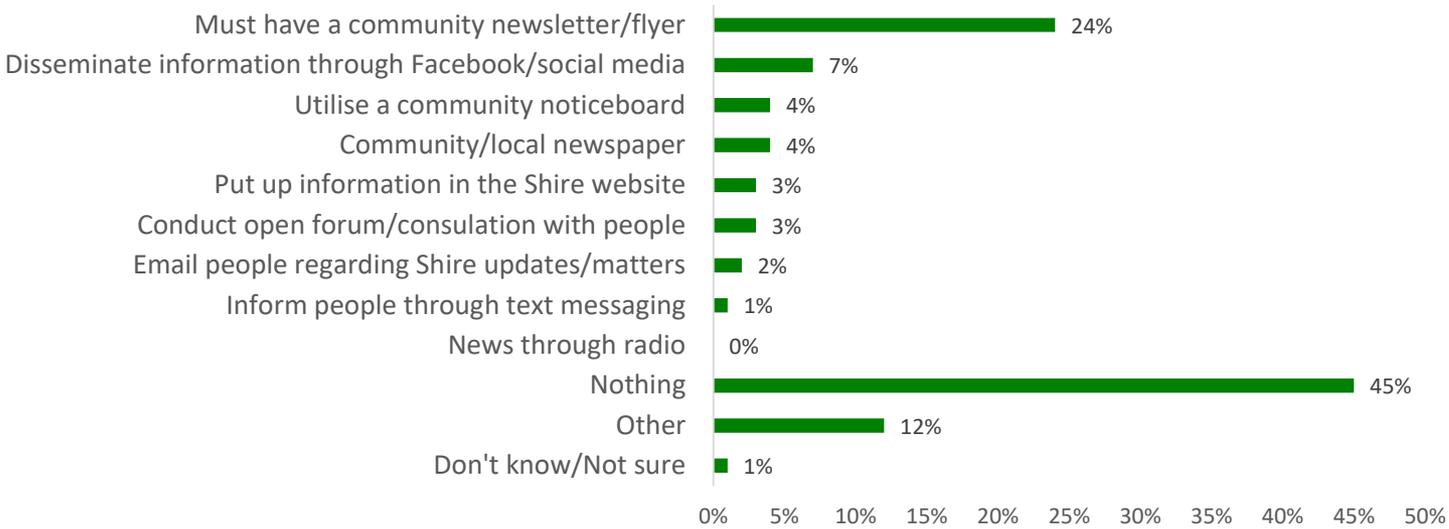


More than six in ten residents (65%) say that it is relatively easy to get information about the Shire; some residents (24%) feel that there could be a community newsletter that should be distributed regularly

Ease of getting information



Suggested improvements to information provided by Shire



1. Sample: n=120
 2. Q17. Overall, how would you rate the ease of getting information about the Shire and what it is doing on a scale of 1 to 10 where 1 is not at all easy and 10 is very easy? Results exclude 'Don't know'
 3. Q18. Is there anything you would like to see improved in the way that the Shire information is provided? Open ended. Multiple response



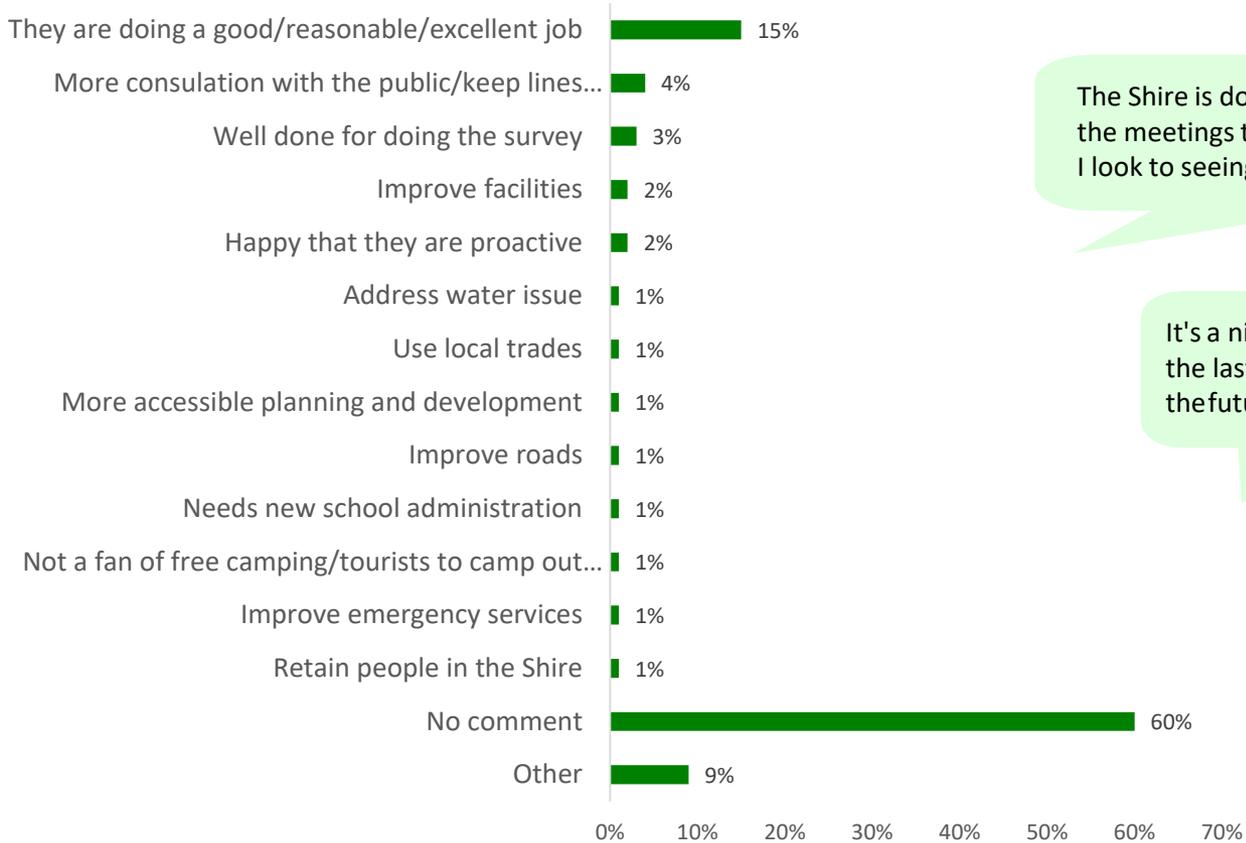
Further Comments





Most of the residents who responded had no further comment (60%); some provided general comments think that the Ravensthorpe Council is *doing a good/reasonable/excellent job* (15%)

Other feedback



The Shire is doing a great job I have appreciated all the meetings to give information, the surveying and I look to seeing and hearing about the results from it

It's a nice place to live/they've improved in the last 12 months which is encouraging/ the future looks pretty bright

1. Sample: n=120
 2. Q19. Finally, is there anything else you would like to comment further on or do you have any other comments or feedback for the Shire of Ravensthorpe? Open ended. Multiple response



Sample Profile



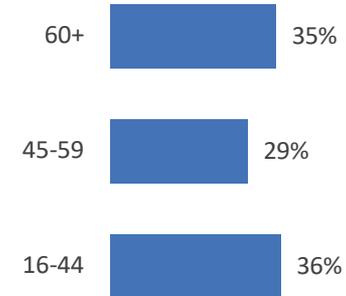


Demographics

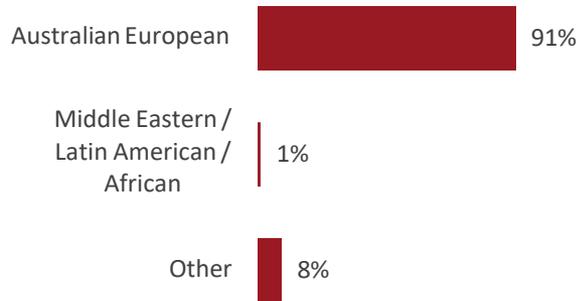
Gender



Age



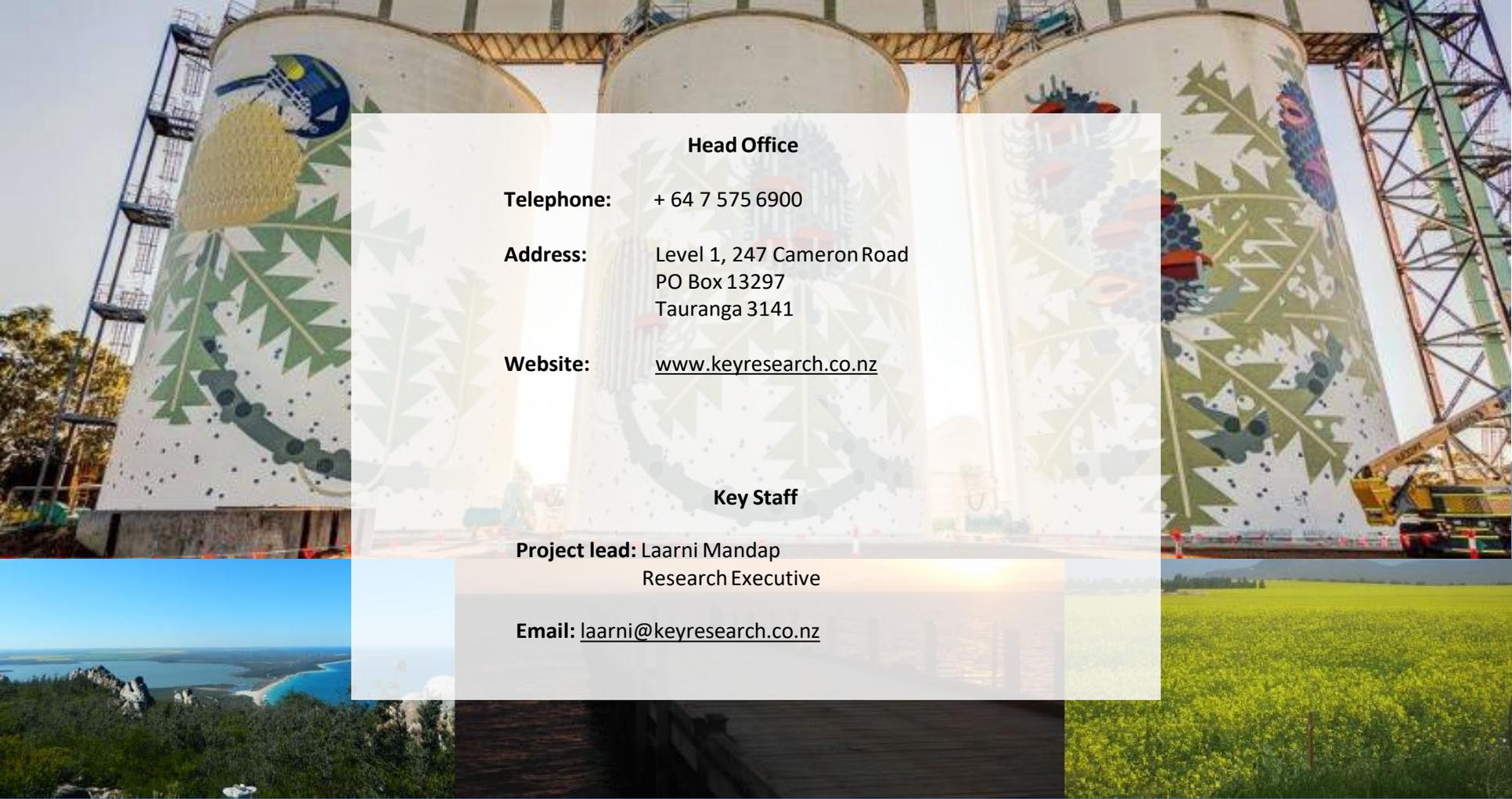
Ethnicity



Location



1. Sample: n=120
2. Ethnicity - multiple response



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