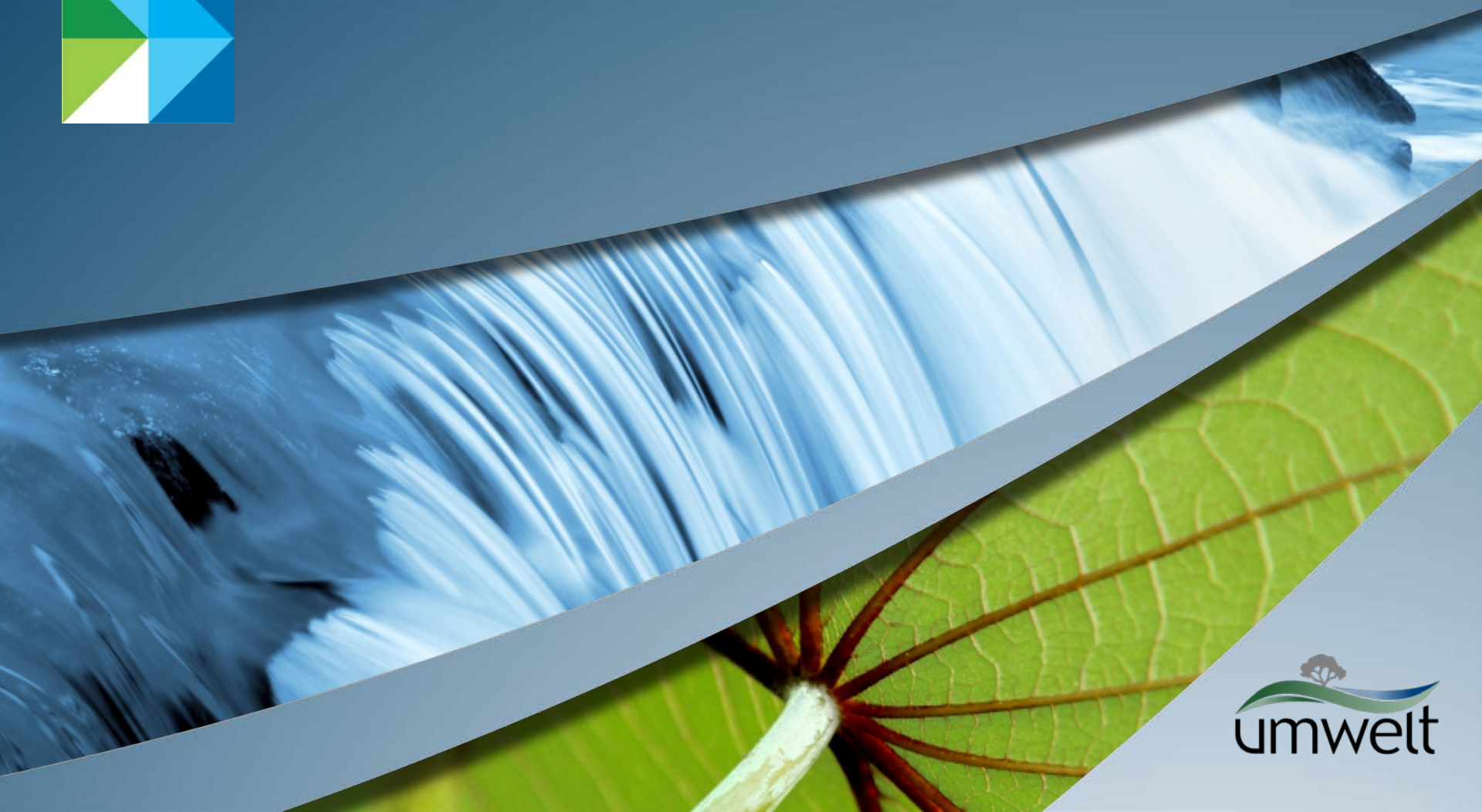




COMMUNITY PERCEPTIONS SURVEY

2013 results, and trend analysis



2013/14 Surveys

- Hard Copy Surveys

- Delivered to 7,000 homes and PO Boxes
- Delivered 17th January, closed on 14th February 2014

- Online Surveys

- Made 'live' on the 6th October 2013, closed on 14th February, 2014
- Advertised through the Town's Facebook Page, as well as through online and print media

- 641 surveys completed

Survey Sample

- The survey sampled a diverse range of community members
- Not all community groups are represented in the survey, therefore we also conducted additional engagement activities, such as:
 - face to face interviews;
 - attendance at work shops and forums; and,
 - intercept surveys;

Helps ensure that the results represent all of the community

Additional Engagement

Vox Pops - Short (5min) interviews conducted at:

- *Skate Parks*
- *Shopping Centres*
 - *JD Hardie Youth Zone*
- *SH High School*

Face to face interviews conducted at:

- *Shopping Centres*
- *South Hedland Library*
 - *Markets and Melodies*

Community forums and meetings:

- *Port Hedland Aboriginal Forum*
- *Disabilities Services Morning Tea*



- Developed by the Town of Port Hedland
- Utilised Likert type response scales to assess the importance of, and happiness with a range of council services and facilities.
- 8 broad categories, e.g. Local Leadership

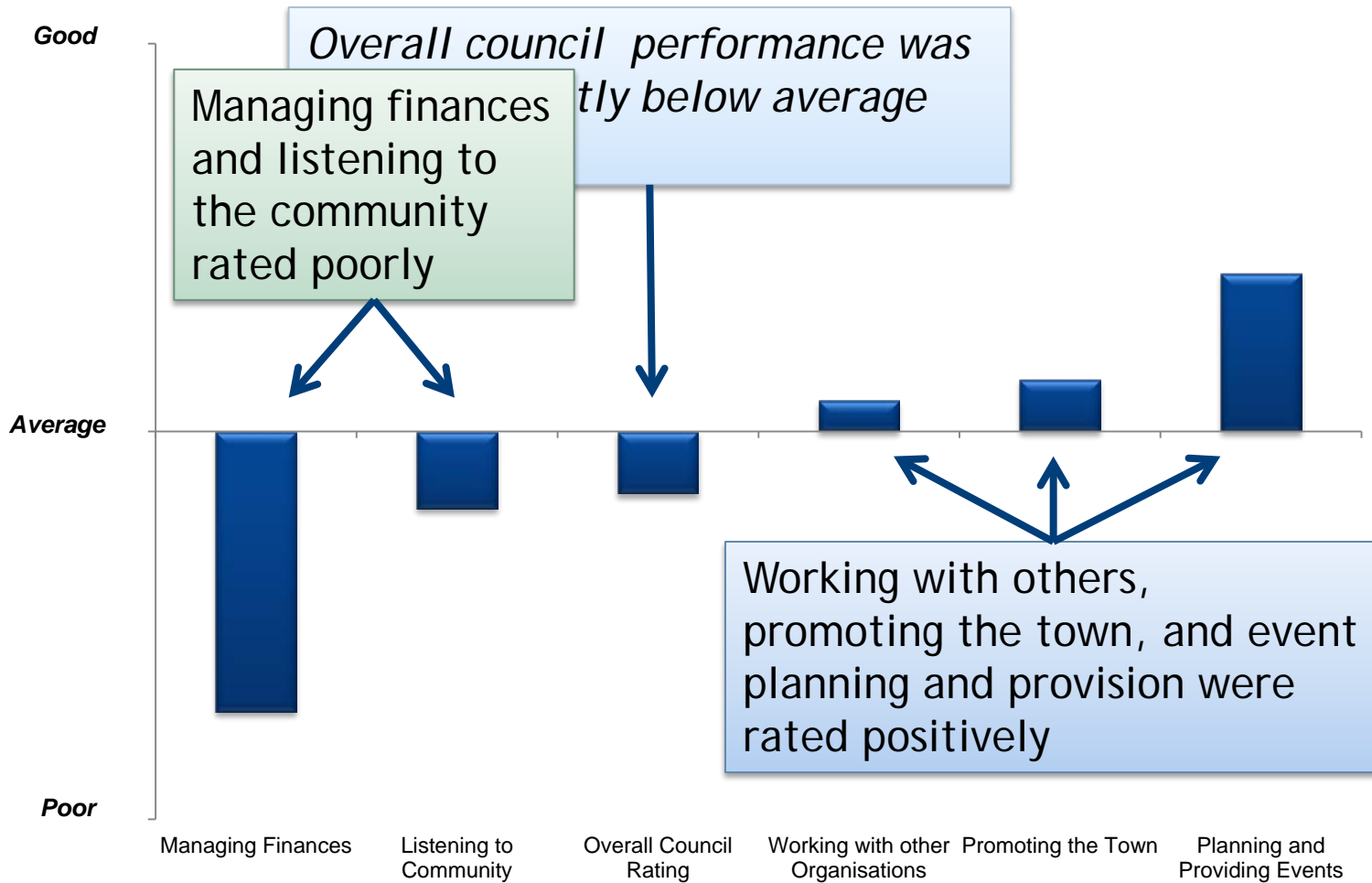
LOCAL LEADERSHIP

We are leaders in the community, with a structured commitment to transforming Port Hedland

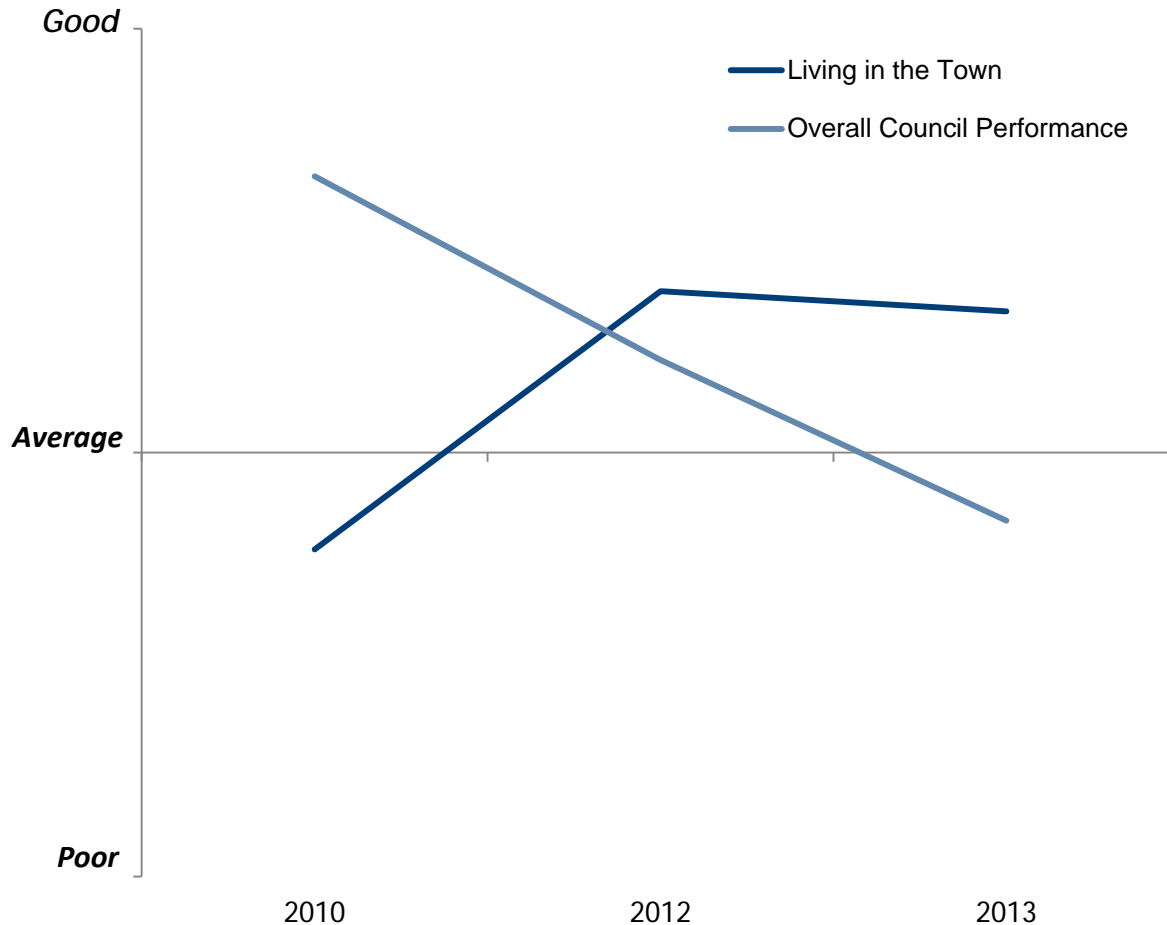
17: Over the last 12 months, how would you rate the Council in the following areas?

	Excellent	Good	Average	Poor	Terrible	Don't know	Comments (optional)
1. Listening to what the community has to say	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	
2. Managing the Town's finances and assets	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	
3. Working with other organizations to provide services and facilities to the community	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	
4. Planning and providing cultural and community facilities, activities and events	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	
5. Promoting the Town of Port Hedland within the Pilbara and across the State	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	
6. Overall rating of the Council's work over the last 12 months	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	

Results- Council Performance

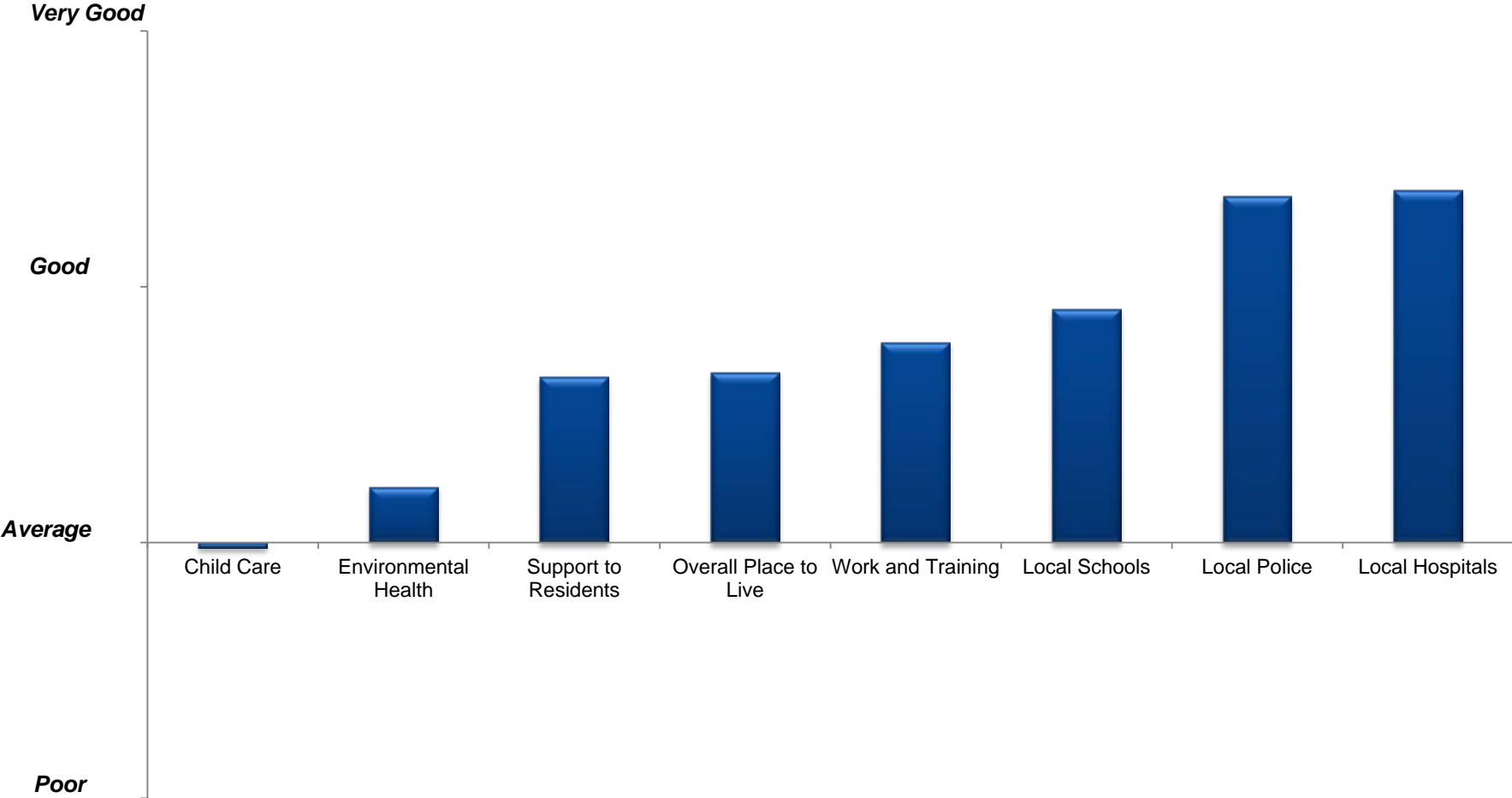


Living in Port Hedland, and council performance

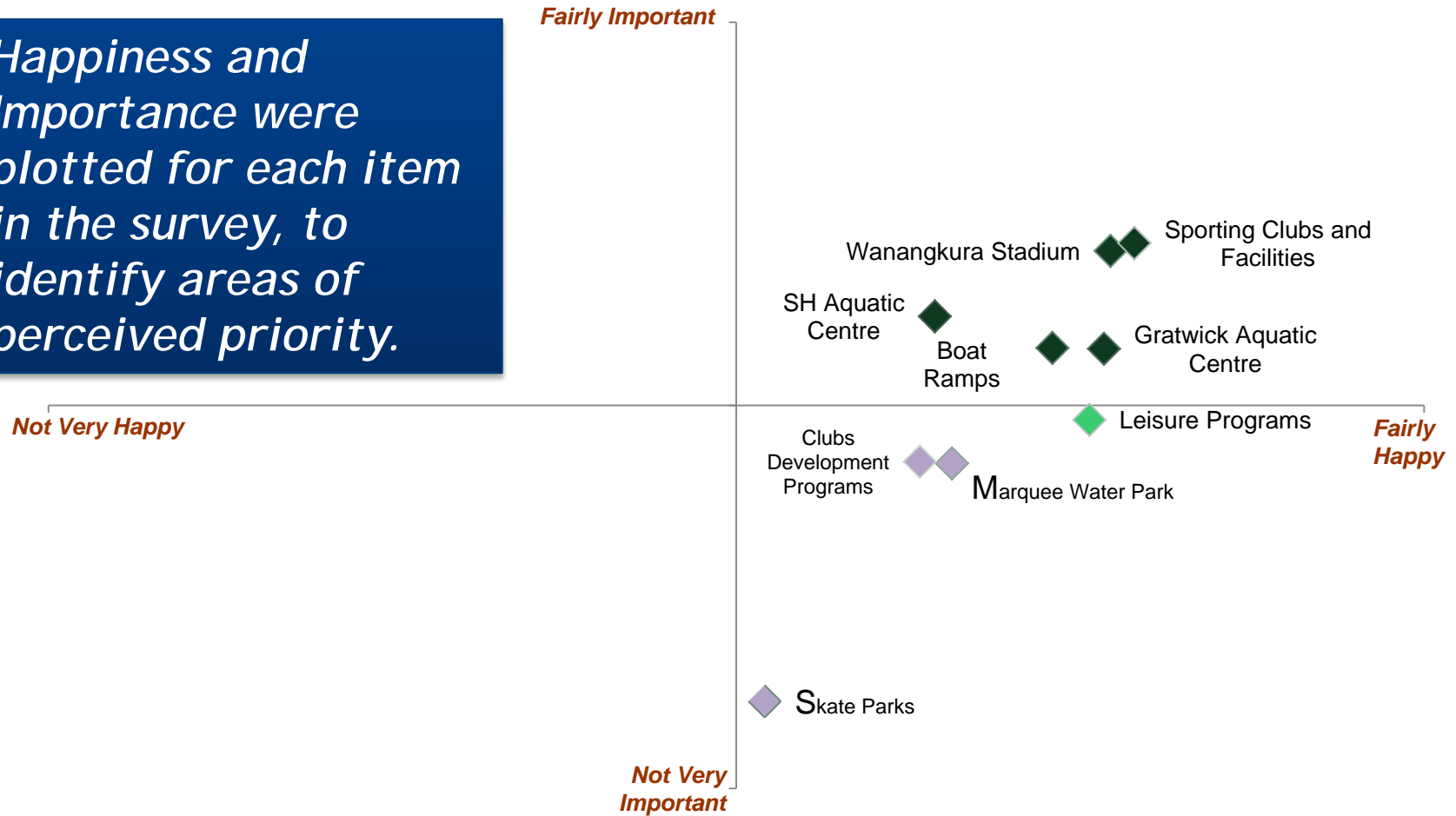


Whilst increases in ratings of the Town as a place to live are evident, perceptions of council performance seem to be reducing

Results- Living in Port Hedland



Happiness and Importance were plotted for each item in the survey, to identify areas of perceived priority.



Results- Community Services and Facilities

“Every Christmas and New Year the South pool is closed. Very disappointing for our children”

better advertising of facilities

better maintenance

boat ramp amenities are inadequate

concerns about indigenous community

customer service issues

don't need two pools

excellent gym

facilities are too small

facilities need upgrading

facilities too expensive

fresh water and cleaning facilities boat ramps

good services

good swimming pool facilities

great staff

issues with litter

lack of appropriate lighting

more activities for older teens

more facilities for the older generation

mosquitoes

needles

needs regular cleaning

outdoor facilities need more shade

pool closures and opening hours

parking issues

pool facilities are poor

poor design

rubbish

skate park issues

south skate park is dangerous

spiders at stadium

sports facilities lacking

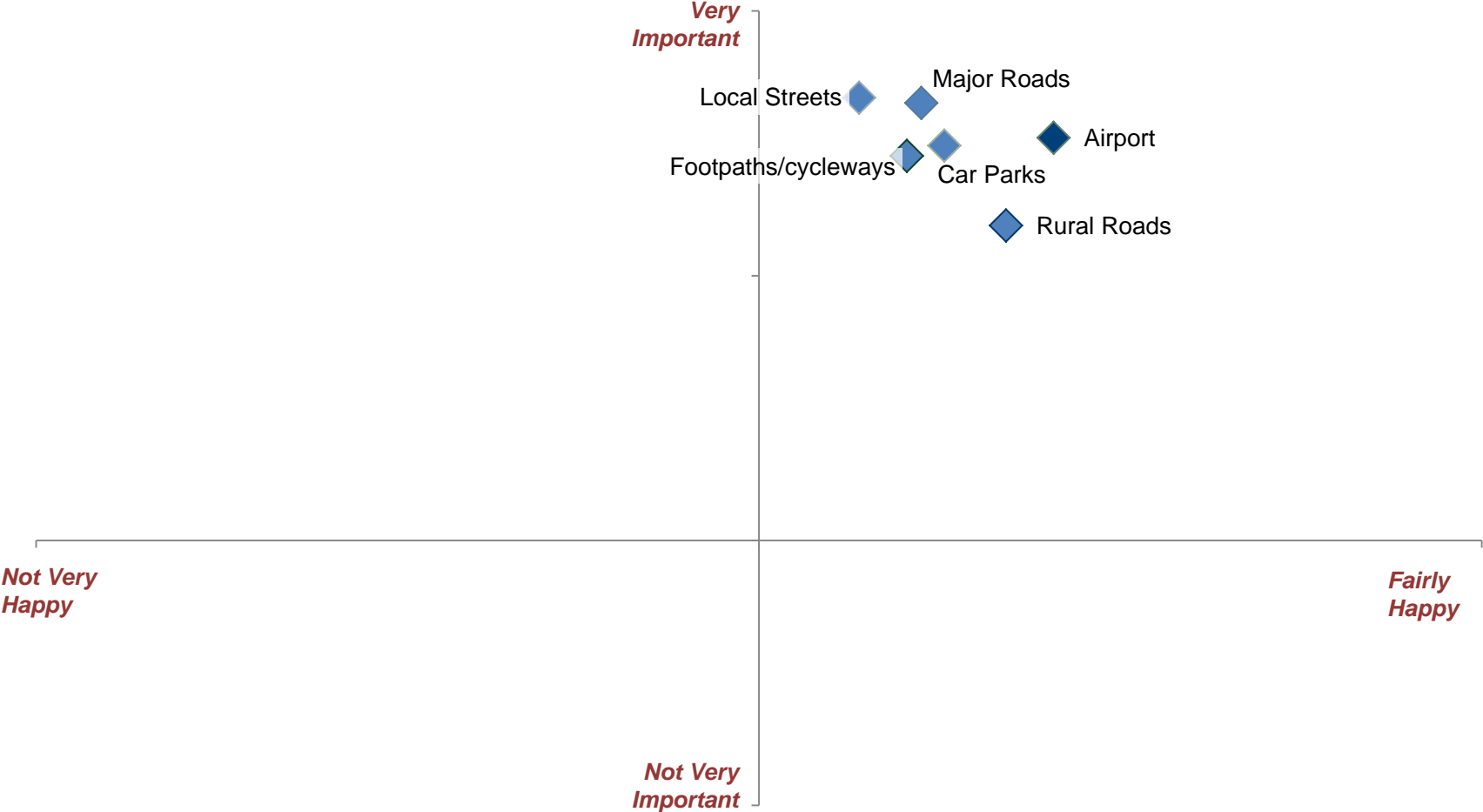
stadium vandalism

waste of money

water park closures and opening delays

water park kiosk should be open

Results- Travel and Transport Services

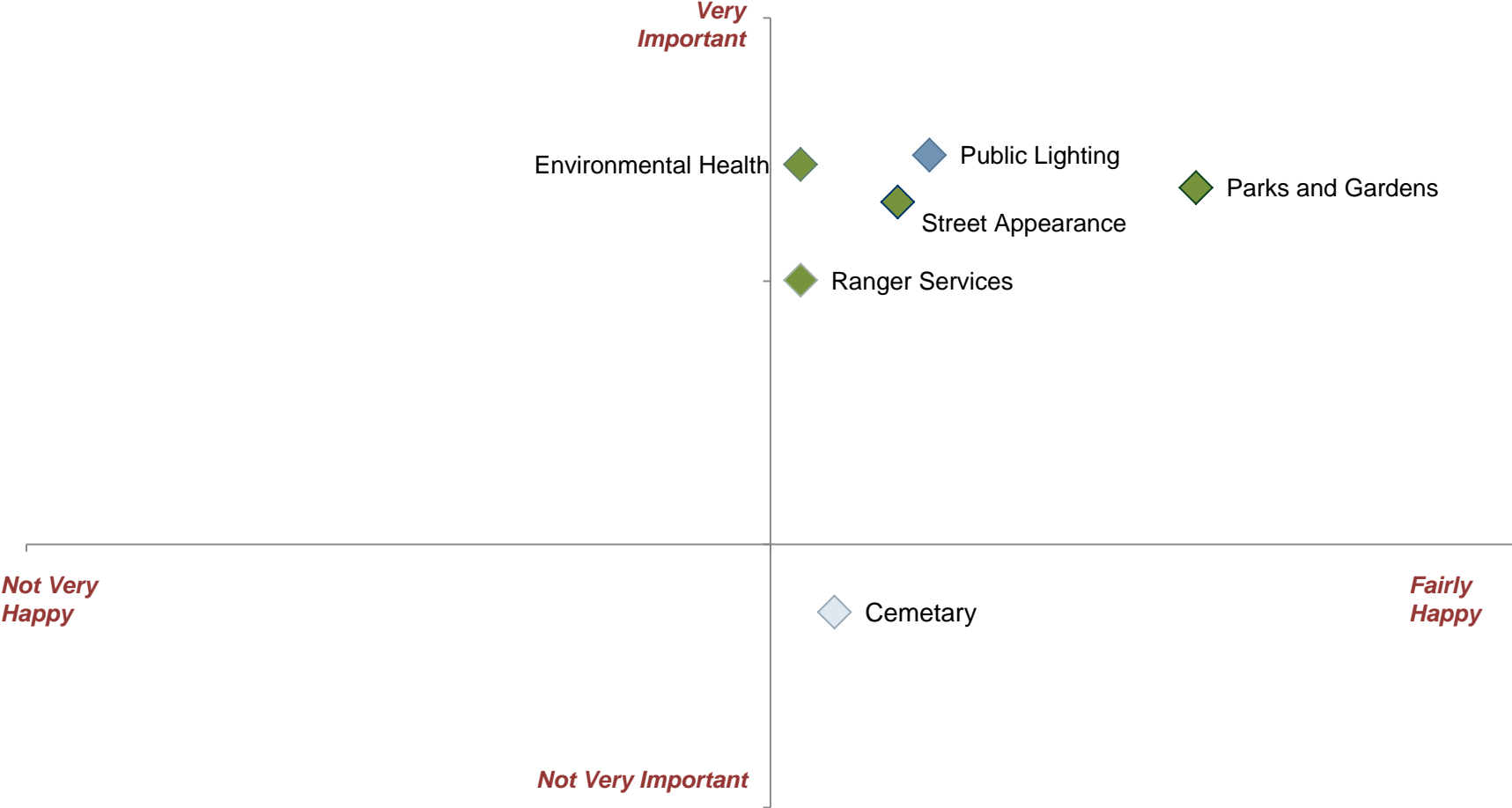


Results- Travel and Transport Services

"So much broken glass and thorny burrs that I can no longer ride my bike and bike trailer around town, forcing me to drive"

airport upgrade needed bad pick up broken glass
dangerous drop off services footpath conditions
footpaths general improving litter maintain footpaths
more cyclepaths more fines more lighting more traffic control needed
no paid parking not enough parking parking on footpaths
policed parking poor car parks poor condition potholes
road upgrades needed streets need regular maintenance
too expensive too many roadworks upgrade

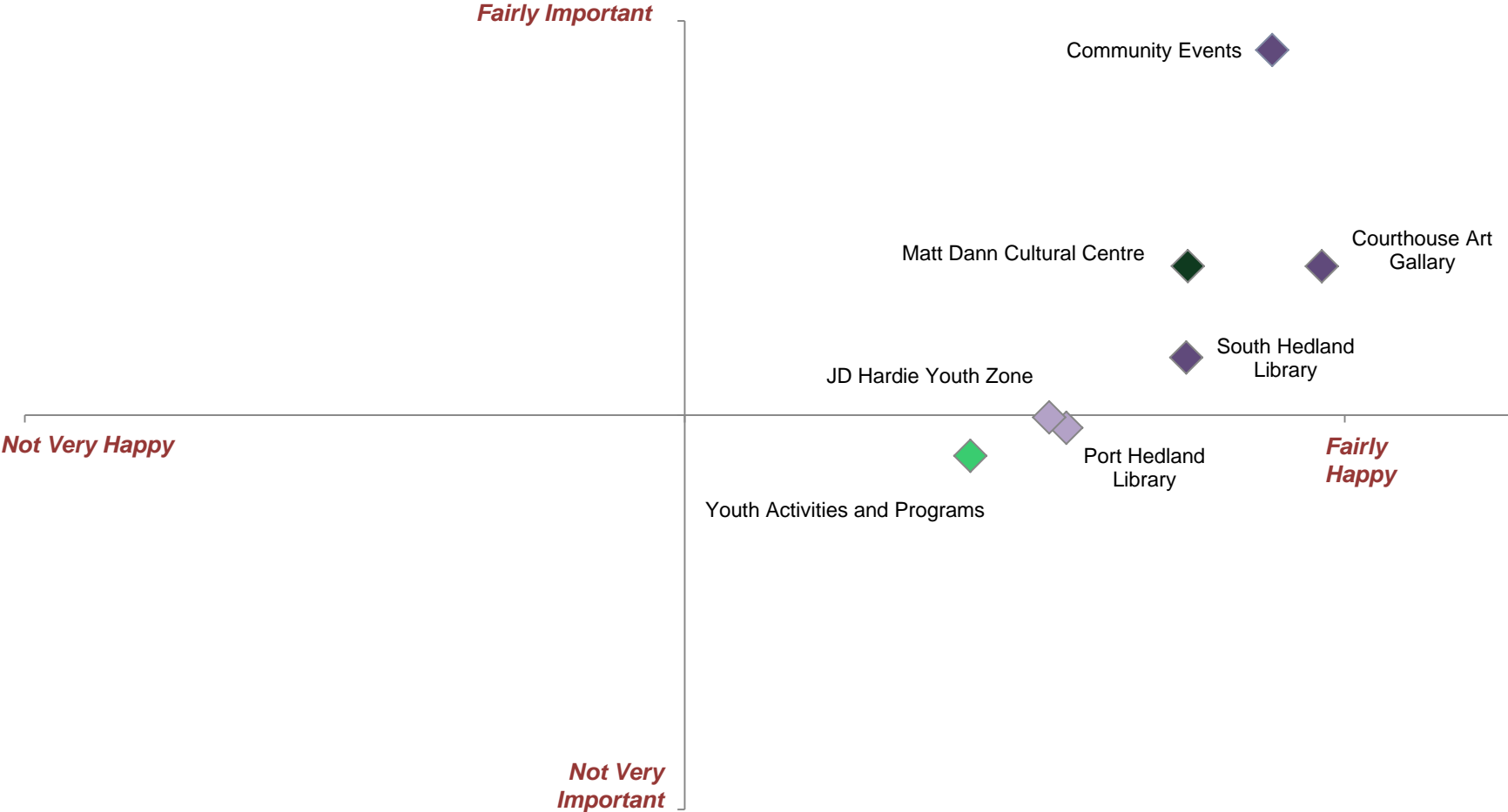
Results- Local Environment Services and Facilities



antisocial behaviour backpacker better street maintenance car park complaints
cars not fined enough cars on verges issues cemetery maintenance
drainage concerns good service improving lack of maintenance
littering lots of lights out more shade mosquito control
need more lights need native trees parking on footpaths
poor standard lighting rangers need to enforce powers more rubbish should be able to park on own verge
squatter issues stray dogs too much lighting vandalism issues
verge vegetation upkeep wasting money

"Dogs own dogs here. Roaming dogs and rangers do nothing about them"

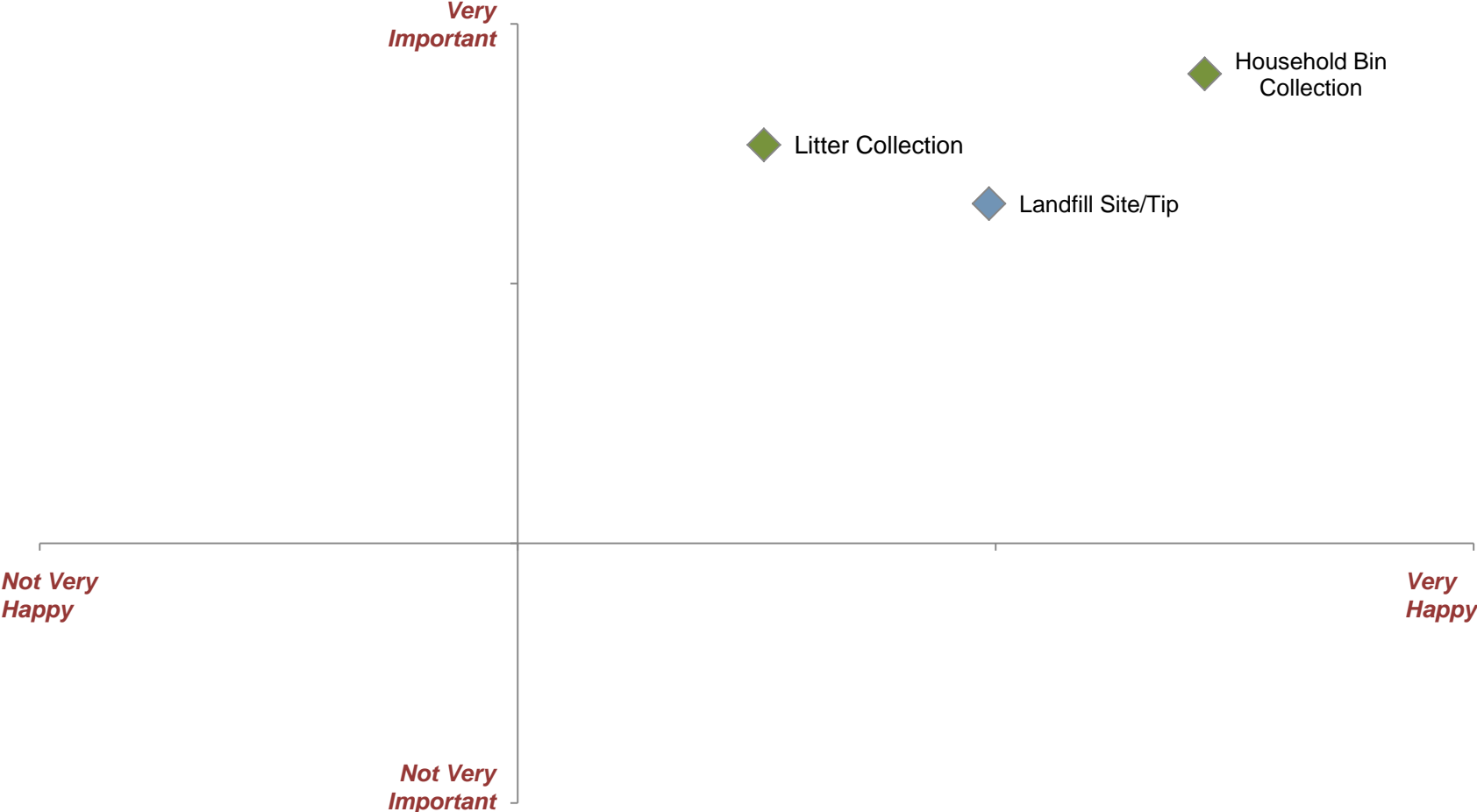
Results- Art and Culture Services and Facilities



better advertising better opening hours closure over holidays
great service improving like the kids programs
more activities for older teens more children's activities
more community events **more frequent movies**
need more local artists **newer movies too expensive**
upgrade facilities why two libraries

“Community event organisers need to be congratulated for their continued efforts. Keep it up”

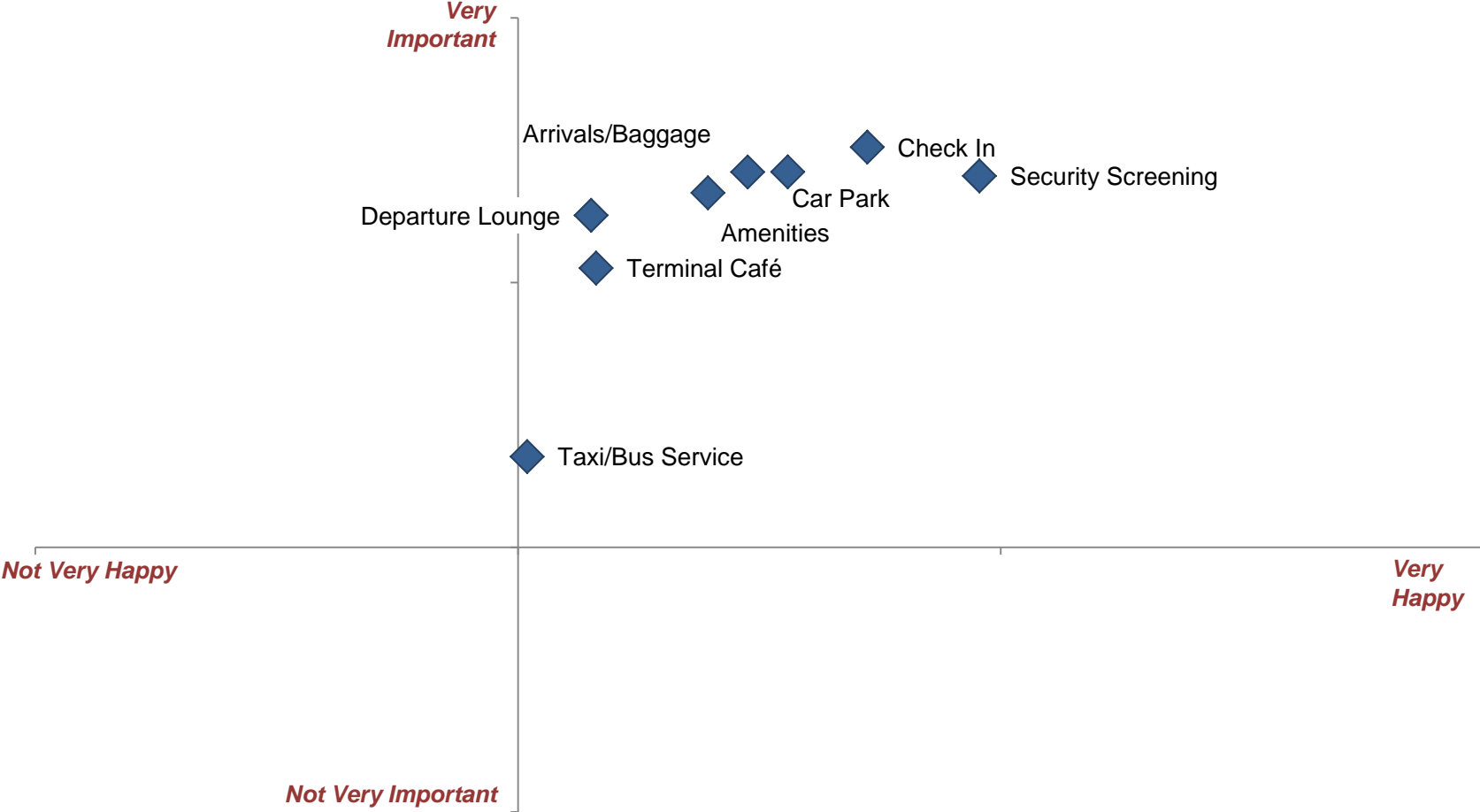
Results- Waste Management Services and Facilities



bad better litter collection better road to tip better timing
bin collection issues cash for trash disgraceful
environmental hazards **good service and staff**
high cost information about cyclone clean ups
littering problems more needs to be done
more penalties for littering need an extra bin needs improving **poor**
recycling needed rubbish
should be no charge for tip squatter backpacker indigenous issues use prisoners
vandals for litter collection

“How can a town with the wealthiest per capita income have no recycling?”

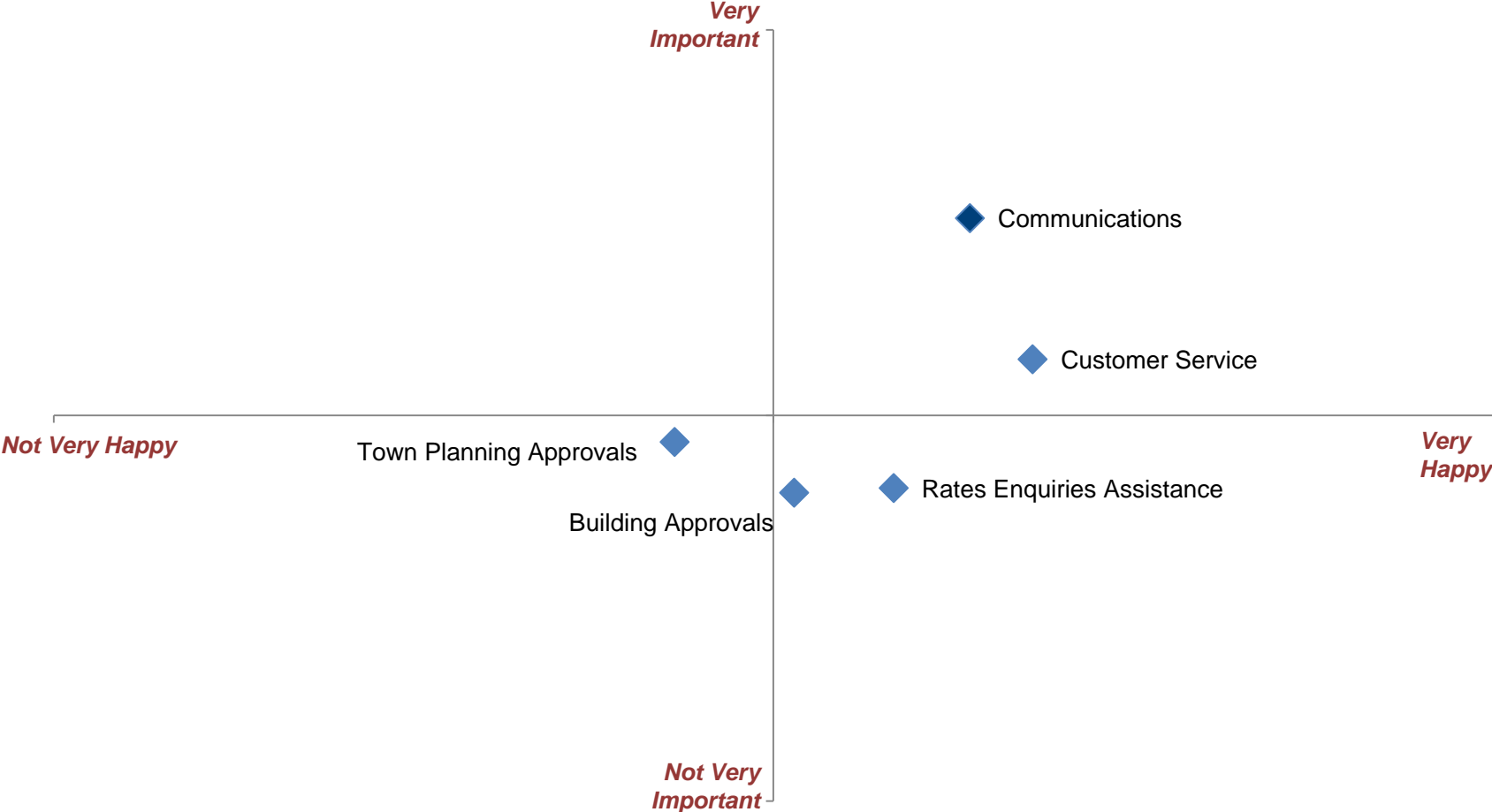
Results- International Airport Services and Facilities



“Service, quality, and prices are terrible”

baggage handling issues cafe should be open more cafe too small
general car park issues good service improving
long waiting time-not enough staff
more and better seating needed more drop off more self check in kiosks
more waiting and drop off bays no toilets after security
not family or local friendly pick up spots poor taxi services
public bus service needed requires upgrade
rude or bad staff shouldn't have to pay for parking
toilets dirty and smelly **too expensive** too small

Results- Other Economic Services and Facilities



Results- Other Economic Services and Facilities

better building approval processes better reception
calls not returned
better town planning email notifications for rates fifo etc
friendly staff happy improved increase rates for camps internet issues
issues with pet registration listen to the public locals
more consistent communication
more transparency in council processes no issues prices unsustainable processes too complicated
rates too high rude and poor service
stop approving mining camps in town too expensive too slow
try not to deal with the council very approachable

“Staff need to remember that just because they understand how building approvals work, not all of us do. They complicate it a lot and need to slow down and take more time to explain the process.”

Key Results- Did everyone feel the same?

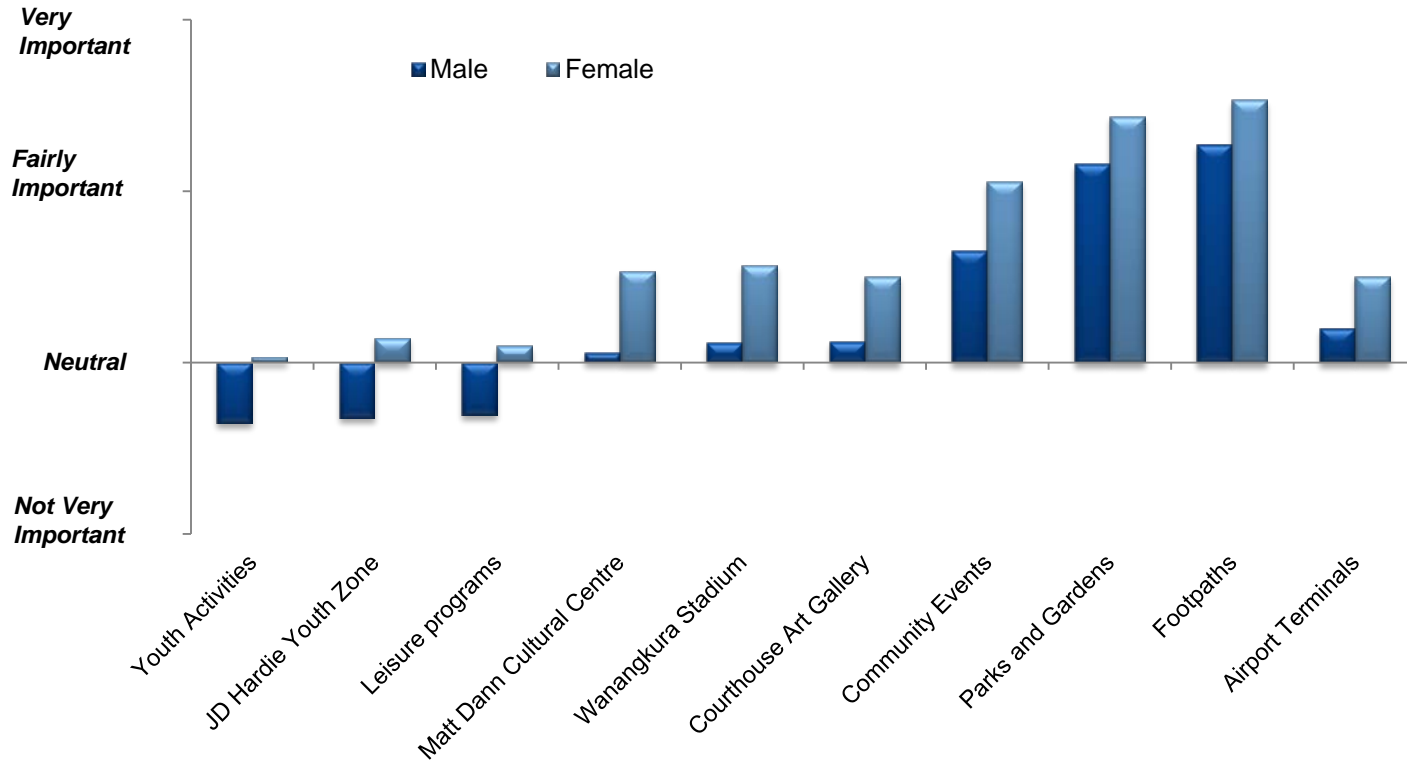
Aboriginal and Torres Strait Islander Respondents

- Thematic and survey data analysis highlighted some issues specific to Aboriginal respondents:
 - The South Hedland Shopping Centre was identified as a place of importance to Aboriginal participants, who raised issues such as transport to the centre, as well as shade and seating shortages nearby; and,
 - Aboriginal participants highly value Port Hedland Cemetery.
 - Housing and accommodation for indigenous people



Impact of Demographics on Perceptions

- In all cases of significant differences based on gender, females rated items more positively than males



Key Results- Did everyone feel the same?

Emergent Themes	Responses/Observations
Local Environment (e.g. street appearance, parks and gardens, cemetery, ranger services)	<ul style="list-style-type: none"> Responses generally indicated that where facilities were available, the outdoor facilities did not provide enough shade or shelter. Concerns about rubbish, including hazards such as discarded needles
Travel and transport (e.g. roads, airport)	<ul style="list-style-type: none"> Participants mentioned family difficulties in getting to the shopping centre, as they had to walk: Implicit references were made to public transport availability
Leisure facilities and services	<ul style="list-style-type: none"> Skate park suggestions: <ul style="list-style-type: none"> bigger ramps more shade undercover areas Motocross – participants expressed a desire for more places to ride motorbikes. Would like access to additional facilities and services, including: <ul style="list-style-type: none"> bowling indoor playgrounds cinemas Fishing and boat ramps were of importance. Many participants raised the need for healthy food options in Hedland and Port Hedland
Community (e.g. Cultural centre facilities)	<ul style="list-style-type: none"> Some participants were looking for additional education courses to learn how to film and edit videos

Highlighted the importance that young people place on leisure facilities and services in the Town - almost all comments were related to this theme

Many of the young female participants noted a lack of healthy fast food options, suggesting that a 'Boost Juice' or 'Sushi Bar' would be beneficial

Young people also consistently raised questions around recycling, and the perceived lack of recycling in the Town.

Council need get better at ***listening to the community*** and ***managing the town's finances***

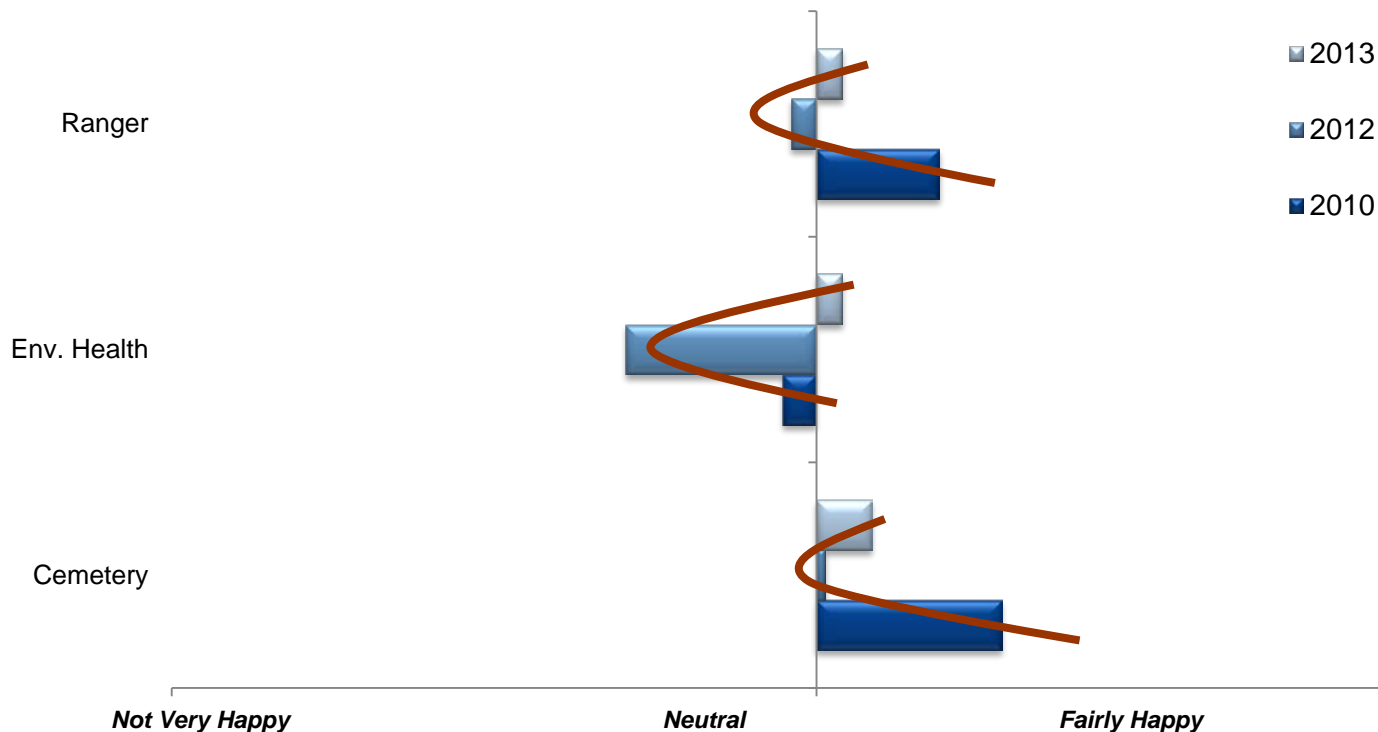
Services and facilities are ***important*** to people BUT people generally are ***not happy*** with them

Women rated services as ***more important*** than men, and were ***happier*** with them

Young people are most concerned about ***leisure facilities and services*** and ***recycling***

The ***cemetery*** is highly important to ***Aboriginal people***

- A number of differences (significant) on item ratings were identified between survey results in 2010, 2012 and 2013
- With few exceptions, we see a rebound effect here, with highest ratings in 2010 and lowest in 2012



Key Results- Overview

High Priority

- Airport departure lounge
- Litter collection
- Environmental health
- Public lighting
- Street parking
- Footpaths/cycleways
- Local streets
- Major roads
- Airport (incl. Car park/drop off, Cafe, Amenities)
- Street appearance
- Ranger Services
- Rural roads

Moderate Priority

- Cemetery
- Taxi/bus services (airport)
- Communications
- Arrivals/baggage claims
- Parks and gardens

Stable

- Household bin collection
- Community events
- Courthouse art gallery
- Landfill/tip site
- Airport check-in
- Airport security screening
- Matt Dann Cultural Centre

Lower Priority

- Port Hedland Library
- JD Hardie Youth Zone
- Youth activities and programs
- Building approvals
- Rates enquiries assistance
- Customer Service
- South Hedland Aquatic Centre
- Gratwick Aquatic Centre
- Boat Ramps
- Skate Parks
- Wanangkura Stadium
- Marquee Water Park
- Clubs / clubs development
- Leisure programs

High priority items for the council have been identified as those services and facilities that have been rated as of moderate to high importance, with lower happiness levels

Services and facilities of *moderate priority* are those that, on average, were considered of neutral to average importance, with low levels of happiness

Communication and consultation

- Results of the study highlight *perceptions* around facilities and services
 - Do these perceptions match current/future works and plans?
- Continued consultation on areas identified as of high importance/priority

Make use of existing groups or forums for ongoing consultation, such as:

- Annual Port Hedland Aboriginal Forum;
- Workshops and training for young people,
- Existing activities and groups through the JD Hardie Youth Zone

Integration of all stakeholders into broader understandings of the community.

Trend Analysis Results

- Trend analysis showed a 'rebound effect' pattern
- How can we identify reasons for increased negativity in 2012 v 2010
- How can we identify reasons for increased positivity in 2013 v 2012
 - Continued *focused* community consultation

The Umwelt project team would like to acknowledge the time and effort expended by the residents of Port Hedland in helping to undertake this study.