



CATALYSE™



TOWN OF
BASSENDEAN
Home by the Swan

CATALYSE® Community Perceptions Survey©

Prepared for the Town of Bassendean

December 2009

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Executive Summary

In 2009, the Town of Bassendean administered the CATALYSE® Community Perceptions Survey among residents to evaluate and monitor performance across a range of services & facilities. 862 residents participated in the study. The survey was conducted by CATALYSE® Pty Ltd and provides Council with valid performance measures that can be benchmarked and consistently monitored over time.

OVERALL SATISFACTION RATINGS

	2004	2005	2009	Trend	Industry High	Average	Comparison to Average
Satisfied (6 to 10)	84%	82%	72%	▼	87%	73%	=
Delighted (8, 9 or 10)	50%	49%	38%	▼	75%	40%	=



FOCUS

Streetscapes, parks, playgrounds & sporting grounds
How the Town centre is being developed

Residents would like these areas to be addressed further



CELEBRATE

Weekly rubbish collections
Fortnightly recycling

Residents are delighted with service levels

CONGRATULATIONS!

The Town of Bassendean was the Industry leader for:

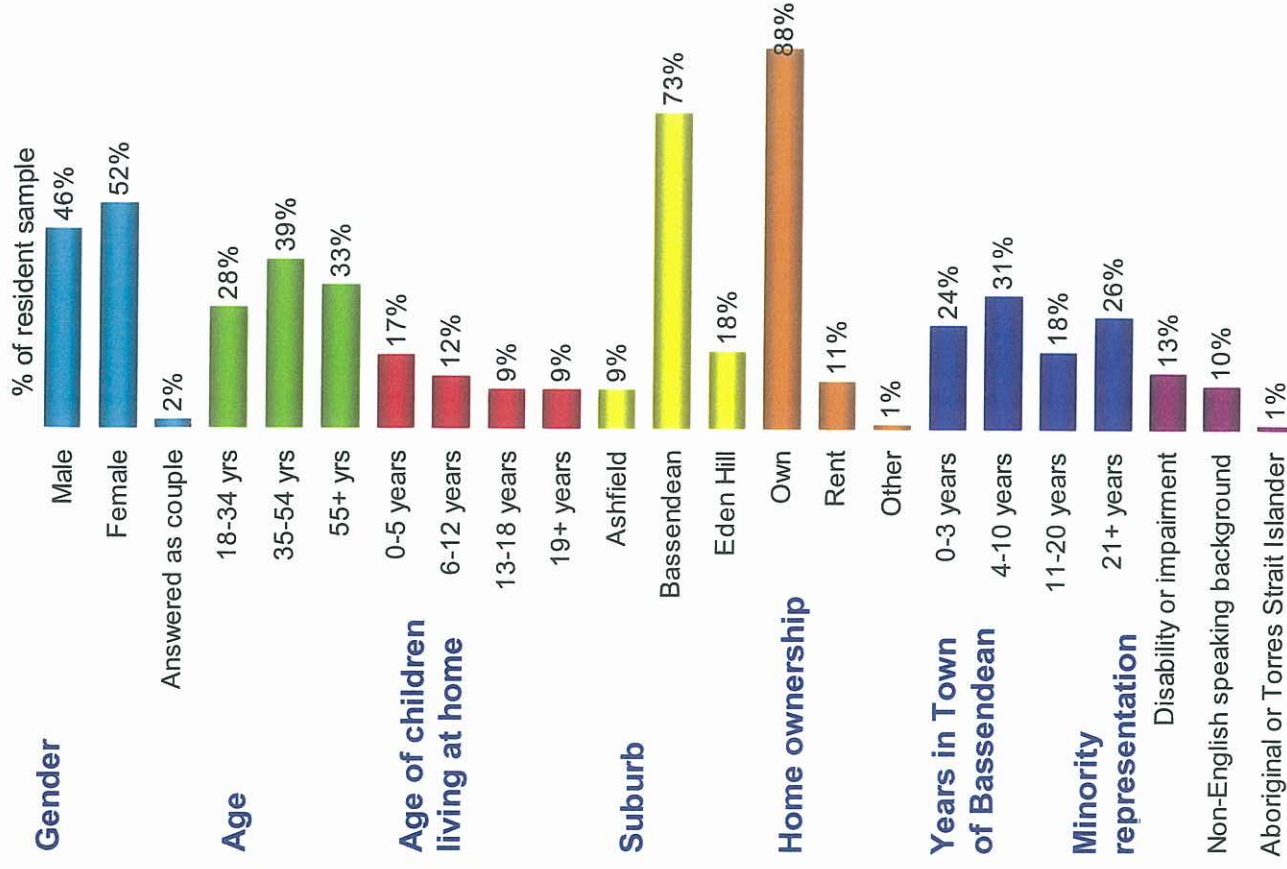
- Community Consultation**
- Enforcement of local-laws**
- Control of parking**
- Seniors' facilities, services and care**

Introduction and research method

- In November / December 2009, CATALYSE® supported the Town of Bassendean with community research to determine:
 - Overall satisfaction with the Town of Bassendean
 - How satisfied residents are with selected services and facilities
 - Areas of highest priority to address
- The study was conducted using postal surveys.
- 862 residents completed a survey.
 - As there was a slight age and gender bias, results were weighted by age and gender to represent the general population (based on latest ABS Census)
 - Sampling precision is around +/-3% at the 95% confidence interval
- Historical comparisons are made against Community Perceptions Surveys completed in 2005 and 2004
- CATALYSE® Industry Standards are provided when three or more Councils asked the same or similar question in the past 2 years
- Councils included in the Industry Standards are shown below:

-	City of Belmont	-	City of Mandurah
-	Shire of Broomehill-Tambellup	-	Town of Mosman Park
-	Town of Cambridge	-	Shire of Peppermint Grove
-	City of Cockburn	-	Shire of Serpentine Jarrahdale
-	Shire of Collie	-	City of South Perth
-	City of Fremantle	-	City of Swan
-	Town of Kwinana	-	City of Wanneroo

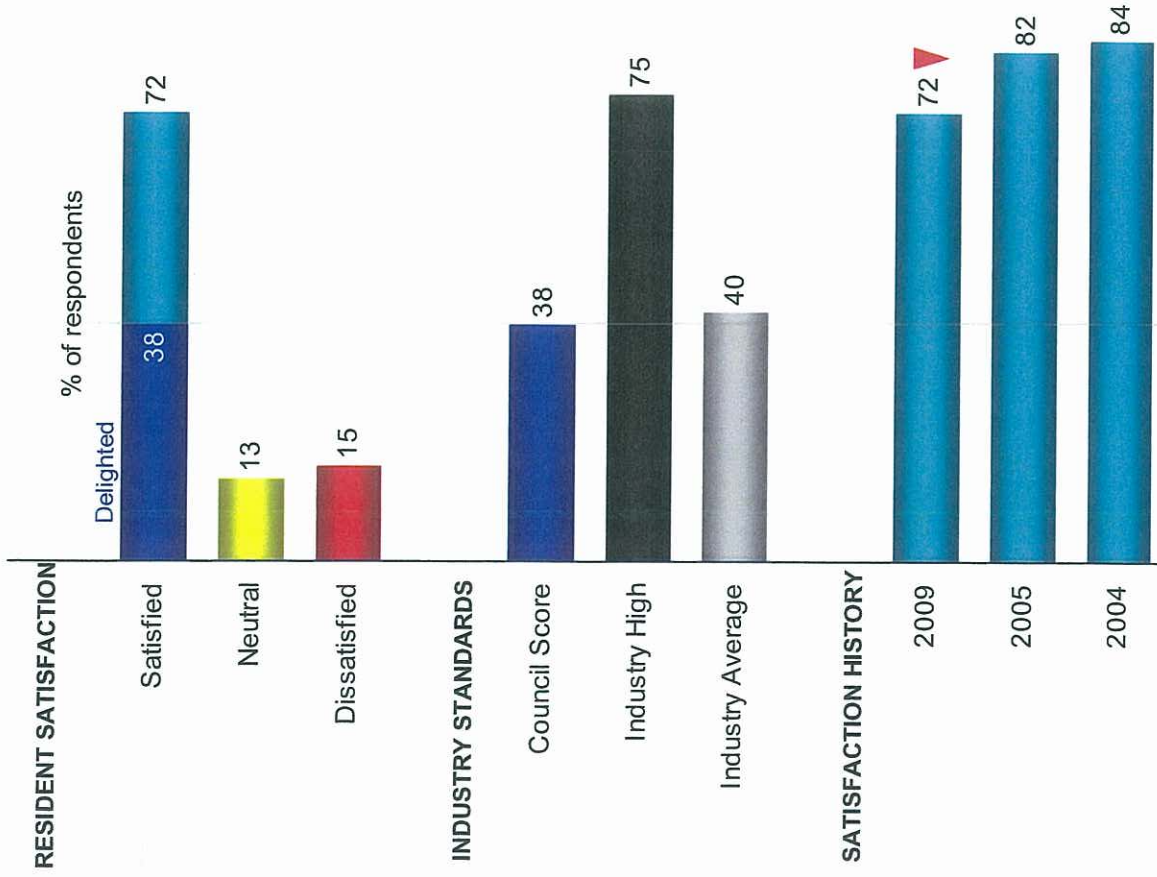
Resident sample composition (weighted)



When responses do not add to 100% within this report this is attributed to rounding errors or 'other', 'don't know' or 'refused' responses

Key Findings

Overall satisfaction



■ Satisfaction is relatively high but has decreased significantly since 2005

■ 72% of respondents are satisfied

■ Satisfaction is highest among females, renters and those with a disability

■ There is greatest room to improve satisfaction among ethnic groups

% of residents	Delighted	Dissatisfied
Male	33%	18%
Female	43%	13%
18 - 34	43%	11%
35 - 54	25%	20%
55 +	48%	14%
Own	36%	16%
Rent	56%	9%
Have disability / impairment	47%	14%
Non-English speaking background ^	29%	24%

Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with the Town of Bassendean?

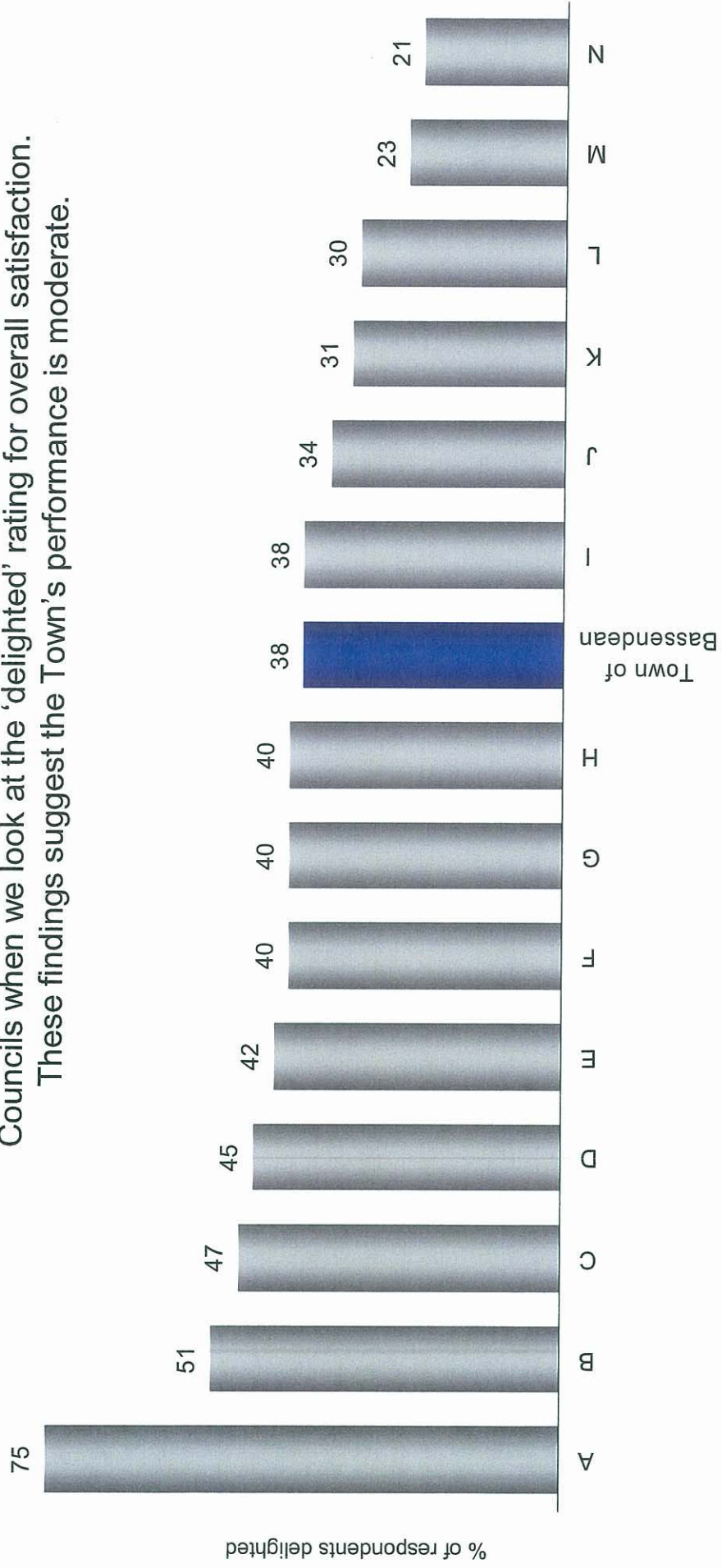
Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2004 n = 400; 2005 n = 400; 2009 n = 846)

Coding: Satisfied = 6-10; Delighted = 8, 9 and 10; Neutral = 5; Dissatisfied 0-4

○ ▼ ▲ = significant variance

Overall satisfaction — the Town's performance compared to others

This chart shows the Town of Bassendean's ranking against other Councils when we look at the 'delighted' rating for overall satisfaction. These findings suggest the Town's performance is moderate.

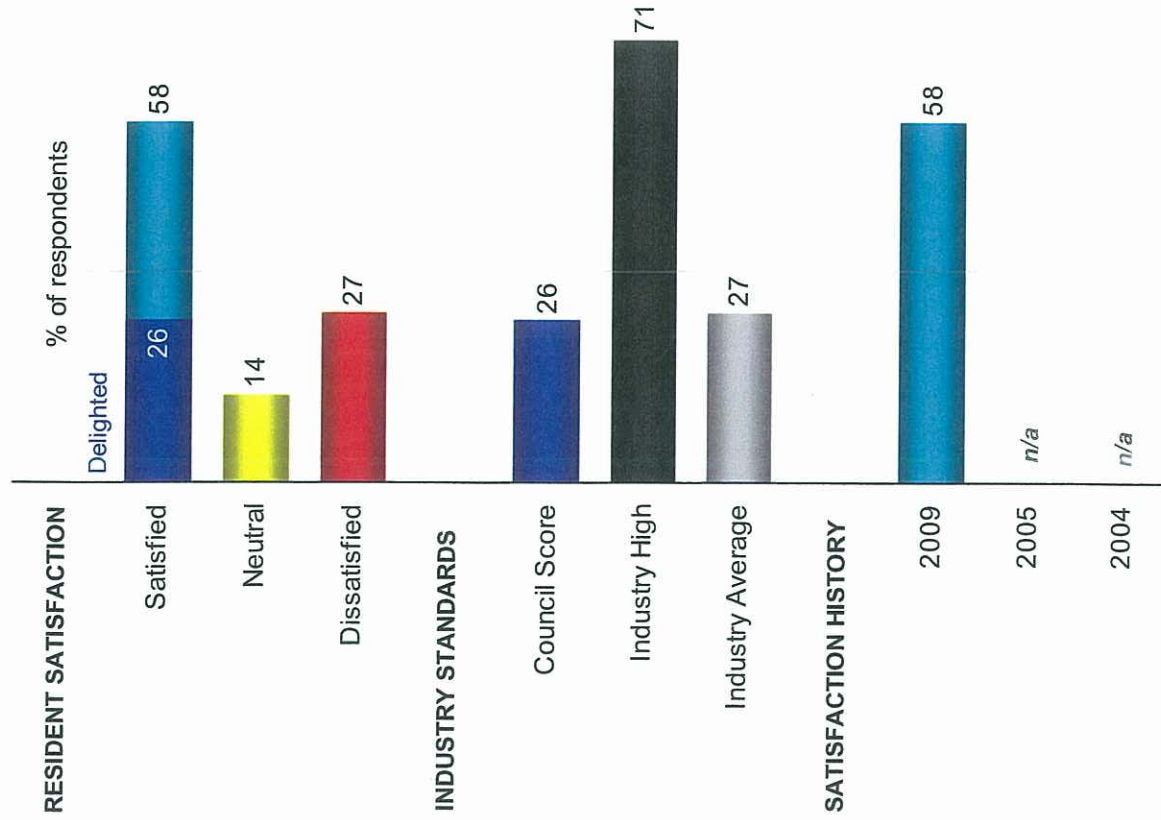


Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with the COUNCIL?

Base: All respondents who gave a valid response, excludes 'don't know'

Coding: Delighted = 8, 9 and 10;

Value for money from rates



- Satisfaction is relatively high
- 71% of respondents are satisfied
- Satisfaction is highest among seniors

% of residents	Delighted	Dissatisfied
Male	22%	32%
Female	30%	22%
18 - 34	20%	24%
35 - 54	20%	33%
55 +	37%	23%

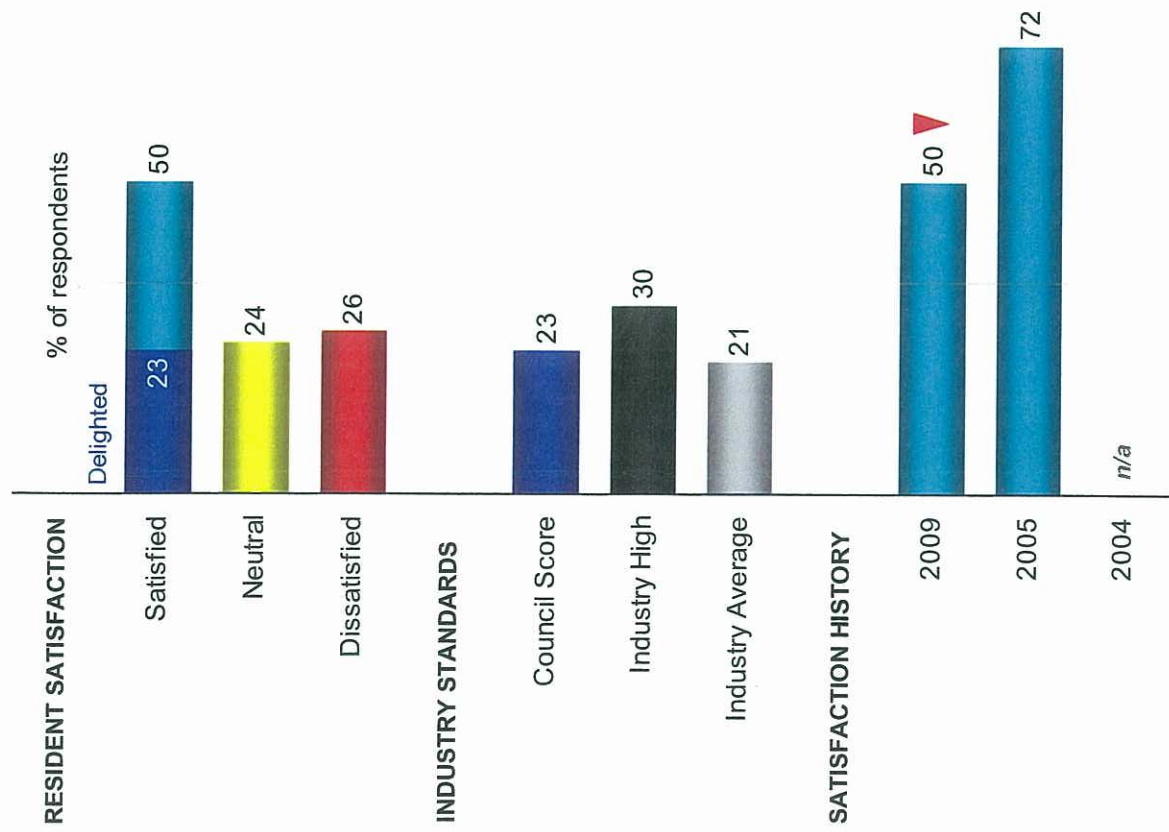
Q. How satisfied are you with the value for money you get from your rates?
 Base: Respondents who own their home and who gave a valid response, excludes 'don't know' (Residents 2009 n = 745)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4

Leadership

Council's leadership within the community

Familiar 77% Priority 9%

- Satisfaction is moderate having dropped significantly since 2005
 - 50% of respondents are satisfied, 26% are dissatisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among adults aged between 35 and 54



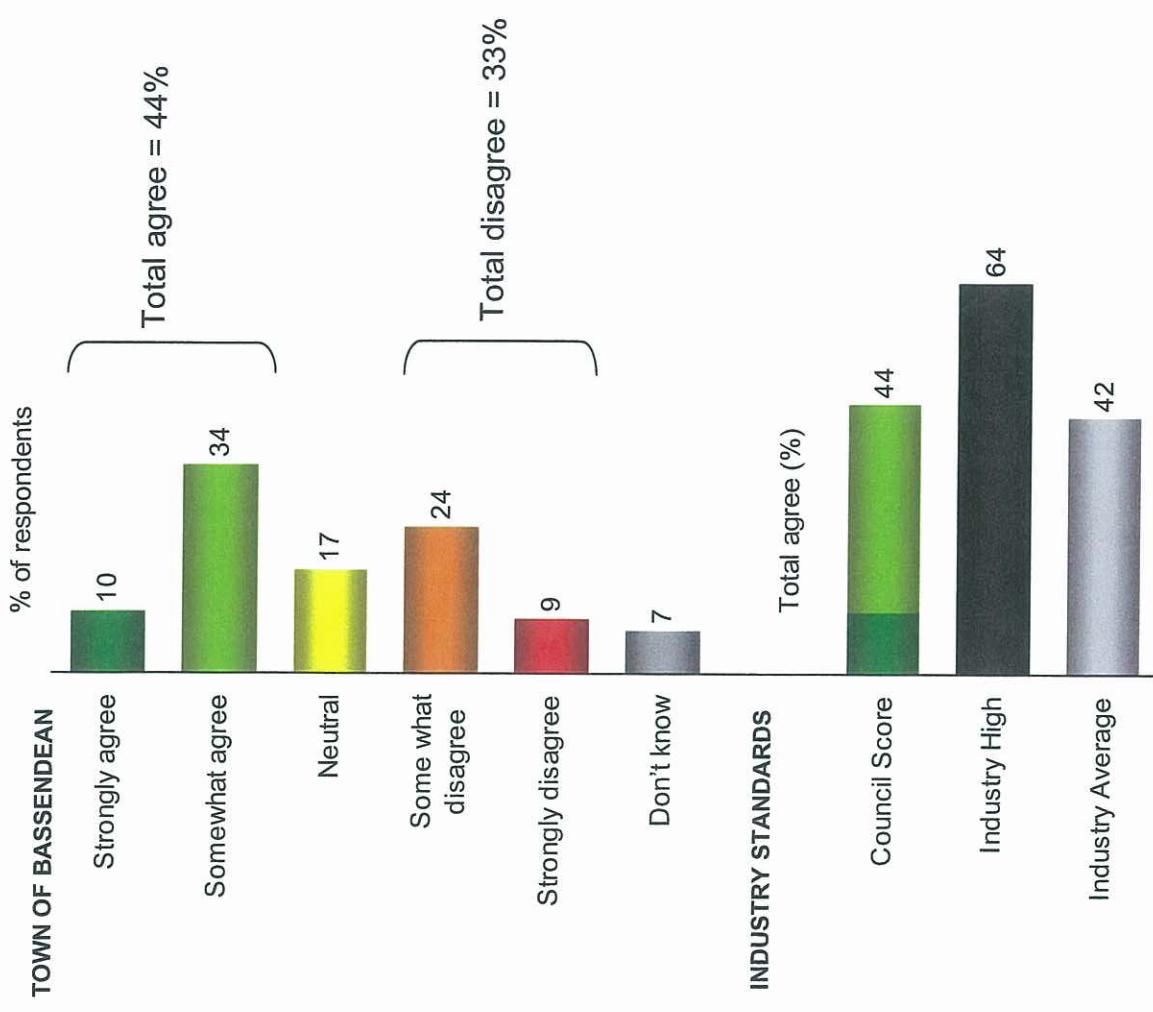
% of residents	Delighted	Dissatisfied
18 - 34	22%	17%
35 - 54	19%	36%
55 +	28%	22%
Own	21%	27%
Rent	39%	19%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 370; 2009 n = 666)
 Coding: Satisfied = 6-10; Delighted = 8, 9 and 10; Neutral = 5; Dissatisfied = 0-4

The Town of Bassendeau has developed and communicated a clear vision for the area I am fairly clear about what the area is going to look and feel like in 10 years time

- A little under half of respondents agree that the Town of Bassendeau has developed a clear vision for the area
- 1 in 3 respondents disagree
- Adults aged 35-54 years and those living in Ashfield and Eden Hill are most likely to disagree

% of residents	Agree	Disagree
18 – 34	43%	30%
35 - 54	39%	40%
55 +	51%	26%
Ashfield	41%	41%
Bassendeau	46%	29%
Eden Hill	37%	41%

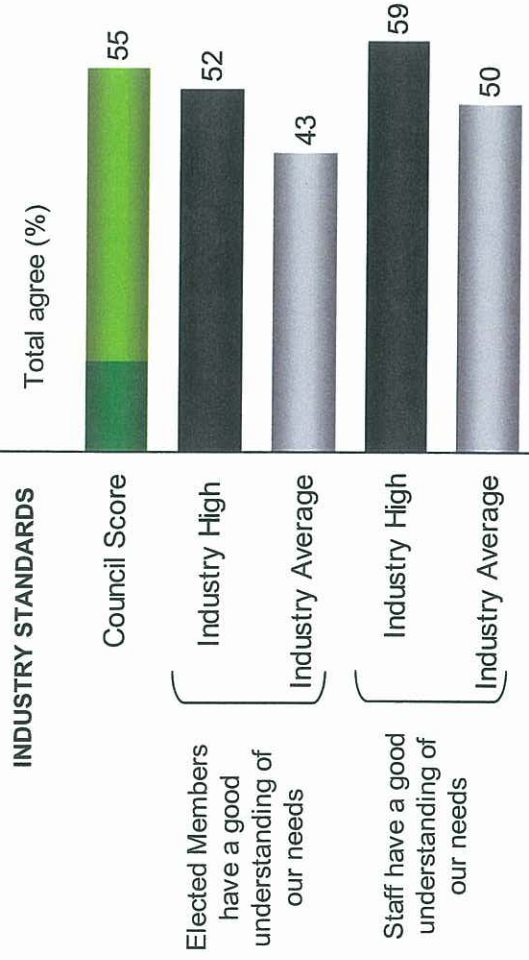
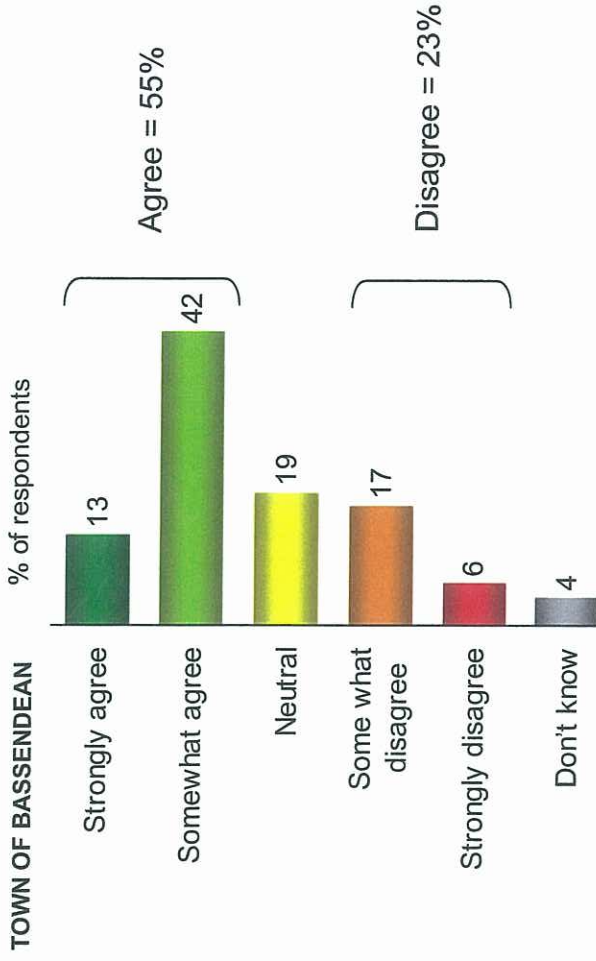


Q. Do you agree or disagree with the following statements? Please circle one response per line.
 Statement: The Town of Bassendeau has developed and communicated a clear vision for the area
 – I am fairly clear about what the area is going to look and feel like in 10 years time
 Base: All respondents (Residents 2009 n = xxx)

The Town of Bassendeau has a good understanding of our needs

- Just over half of respondents agree that the Town has a good understanding of their needs
- Females are more likely to agree than males

% of residents	Agree	Disagree
Male	49%	26%
Female	60%	19%



- The Town appears to be one of the leading Councils in this area.

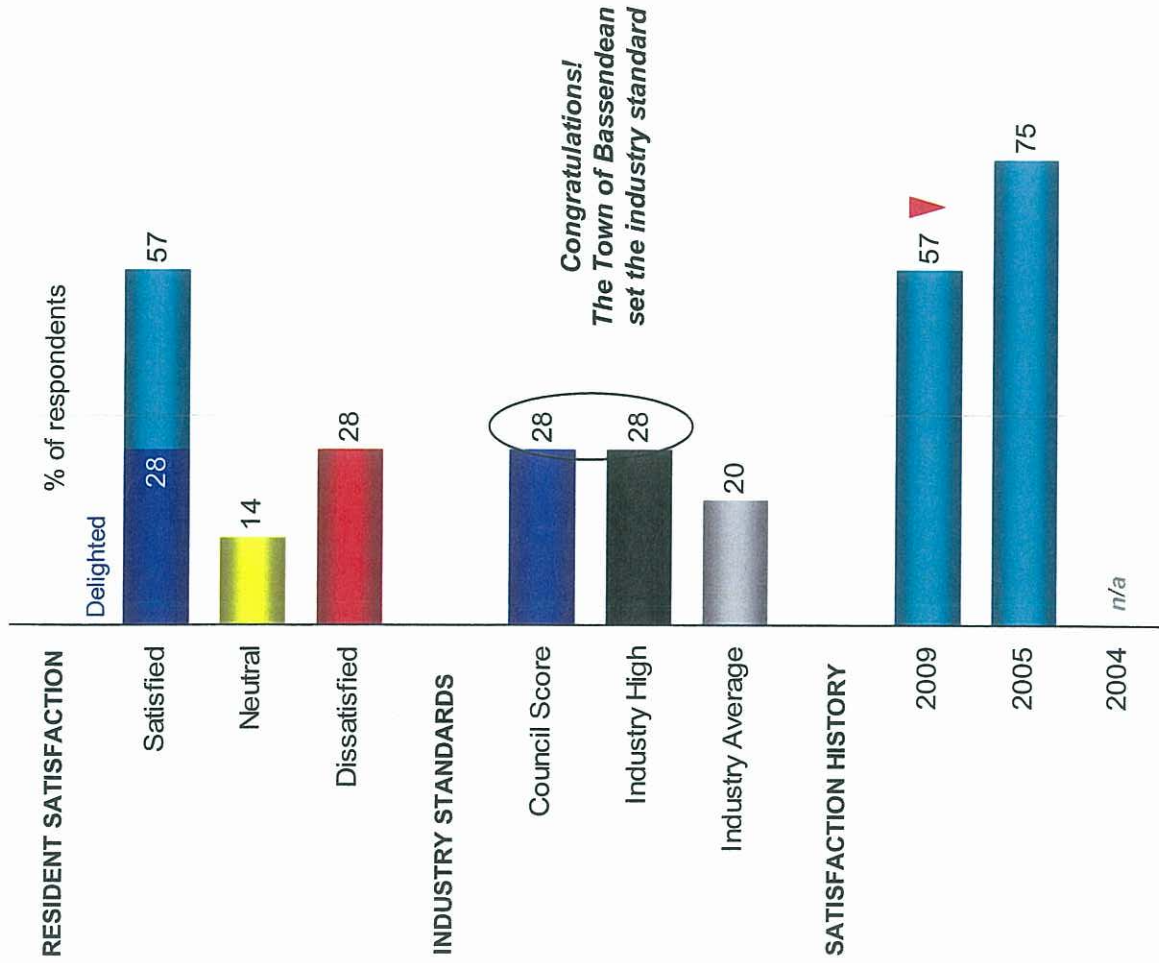
Q. Do you agree or disagree with the following statements? Please circle one response per line.
 Statement: The Town of Bassendeau has a good understanding of our needs.
 Base: All respondents (Residents 2009 n = 818)

How the community is consulted about local issues

Familiar 90%

Priority 19%

- Satisfaction is moderate having dropped significantly since 2005
 - 57% of respondents are satisfied, 28% are dissatisfied
- Satisfaction is highest among females
- There is greatest room to improve satisfaction among adults aged between 35 and 54, those with older children and those who've lived in the Town 4 years or longer



% of residents	Delighted	Dissatisfied
Male	23%	33%
Female	31%	25%
18 – 34	30%	23%
35 - 54	22%	34%
55 +	33%	26%
Child at home 0 – 5 years	26%	24%
Child at home 6 – 12 years	12%	37%
Child at home 13 – 18 years	18%	41%
Child at home 19 +	26%	38%
Lived in Bassendean 0 – 3 years	32%	15%
Lived in Bassendean 4 – 10 years	29%	32%
Lived in Bassendean 11 – 20 years	23%	34%
Lived in Bassendean 21 years +	27%	31%

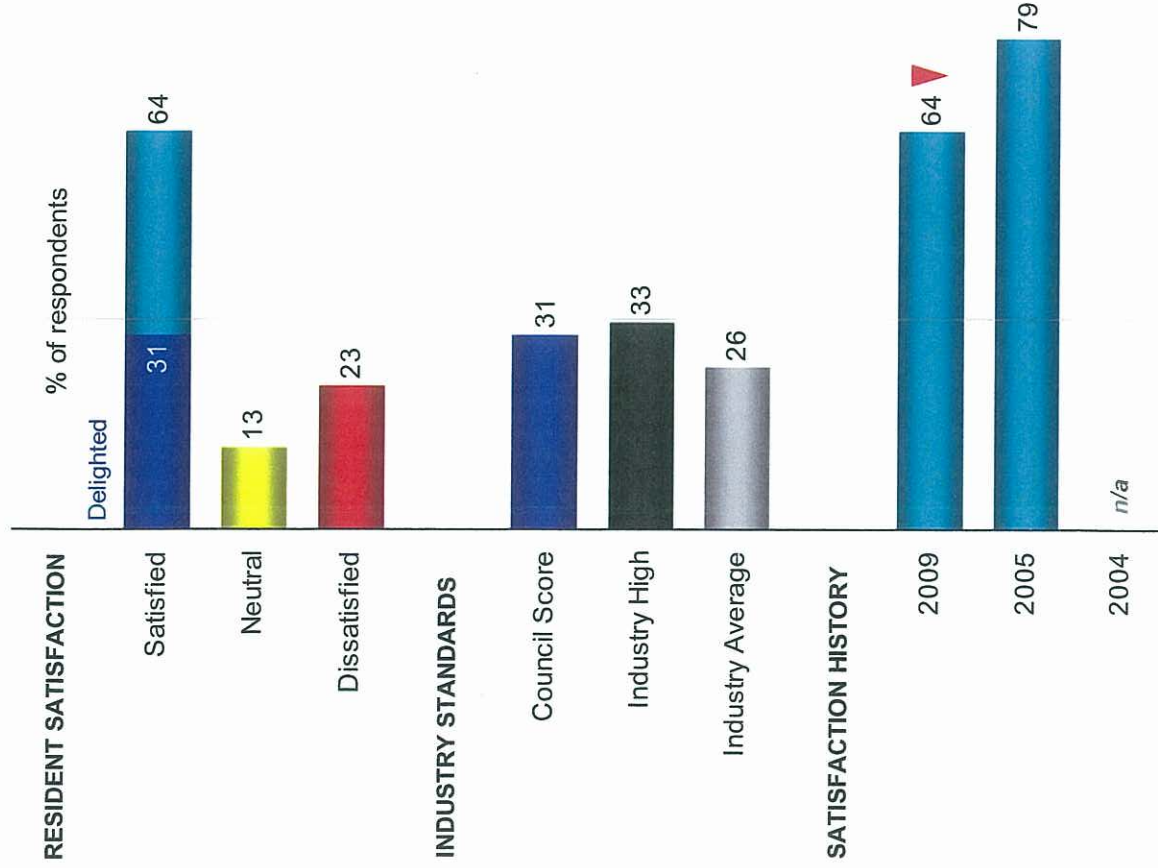
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 391; 2009 n = 778)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

How the community is informed about local issues

Familiar 90%

Priority 10%

- Satisfaction is moderate having dropped significantly since 2005
 - 64% of respondents are satisfied, 23% are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction among adults aged between 35 and 54, those with older children and those who've lived in the Town 4 years or longer



% of residents	Delighted	Dissatisfied
18 – 34	31%	17%
35 - 54	24%	29%
55 +	40%	22%
Child at home 0 – 5 years	28%	21%
Child at home 6 – 12 years	14%	37%
Child at home 13 – 18 years	23%	36%
Child at home 19 +	26%	34%
Lived in Bassendean 0 – 3 years	34%	13%
Lived in Bassendean 4 – 10 years	31%	26%
Lived in Bassendean 11 – 20 years	29%	28%
Lived in Bassendean 21 years +	31%	25%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 393; 2009 n = 808)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4



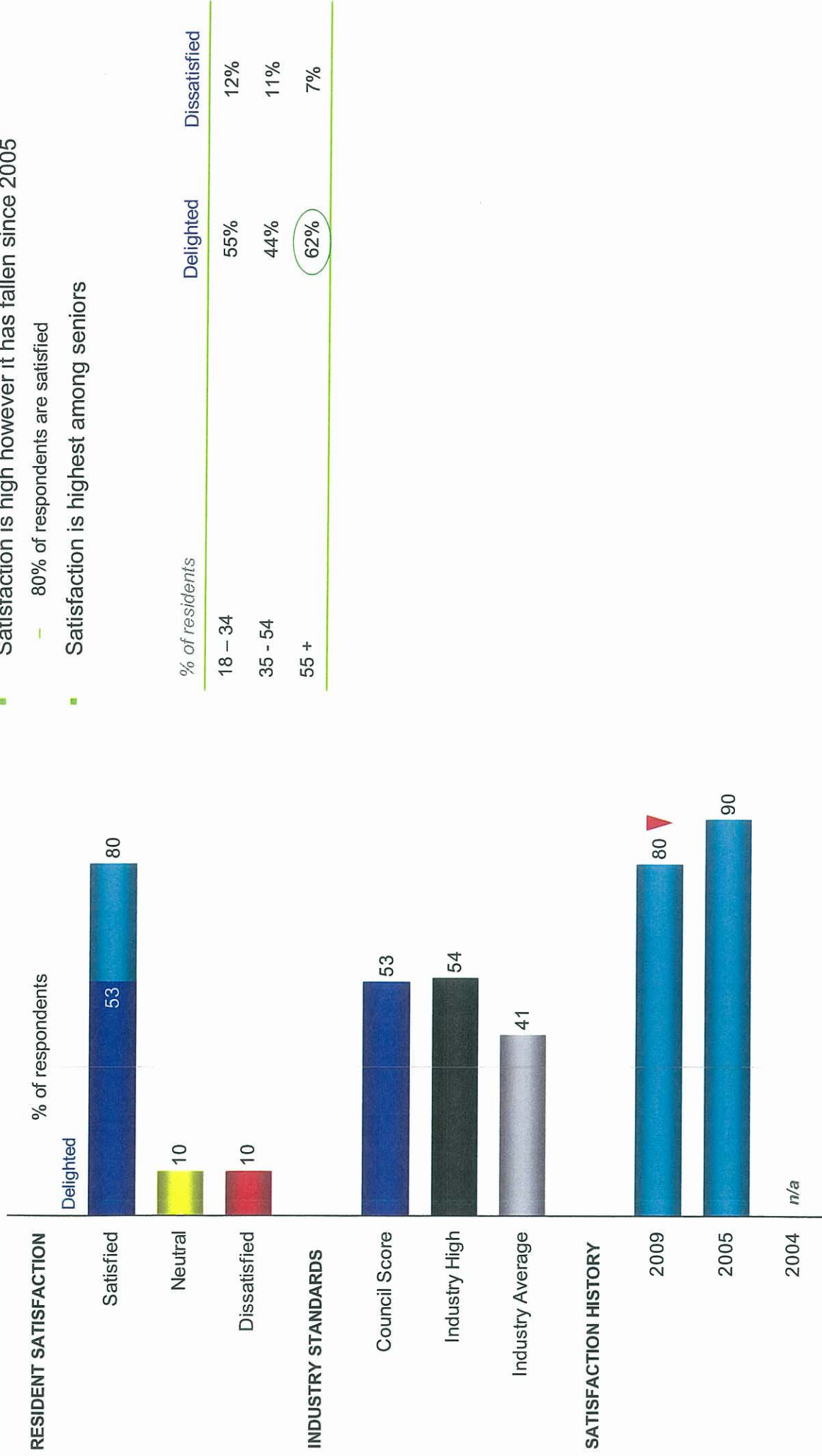
= significant variance

Bassendean Briefings – Council’s newsletter

Familiar 96%

Priority 14%

- Satisfaction is high however it has fallen since 2005
- 80% of respondents are satisfied
- Satisfaction is highest among seniors



Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 369; 2009 n = 824)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

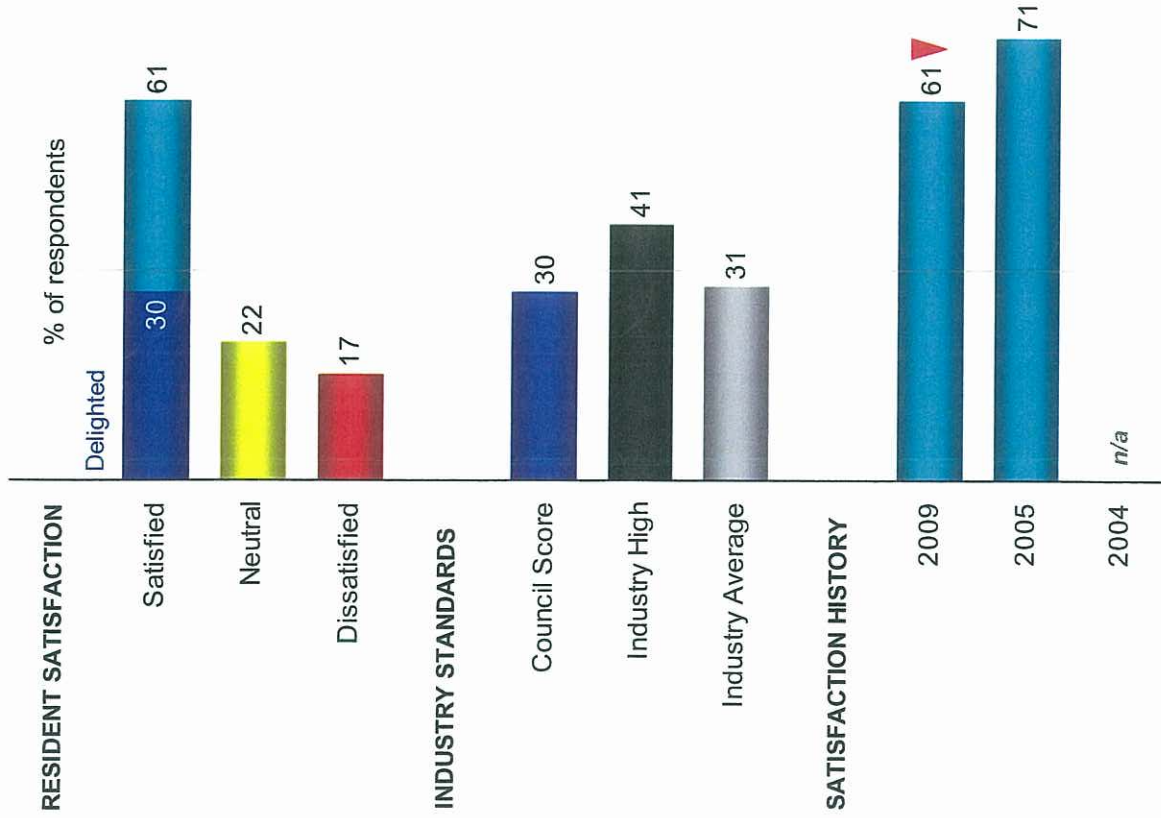
Council's website

Familiar 62%

Priority

3%

- Satisfaction is moderate having dropped significantly since 2005
 - 61% of respondents are satisfied
- Satisfaction is highest among females
- There is greatest room to improve satisfaction among those aged 35-54 years and home owners



% of residents	Delighted	Dissatisfied
Male	25%	19%
Female	35%	16%
18 - 34	38%	20%
35 - 54	21%	17%
55 +	37%	14%
Own	31%	17%
Rent	28%	6%

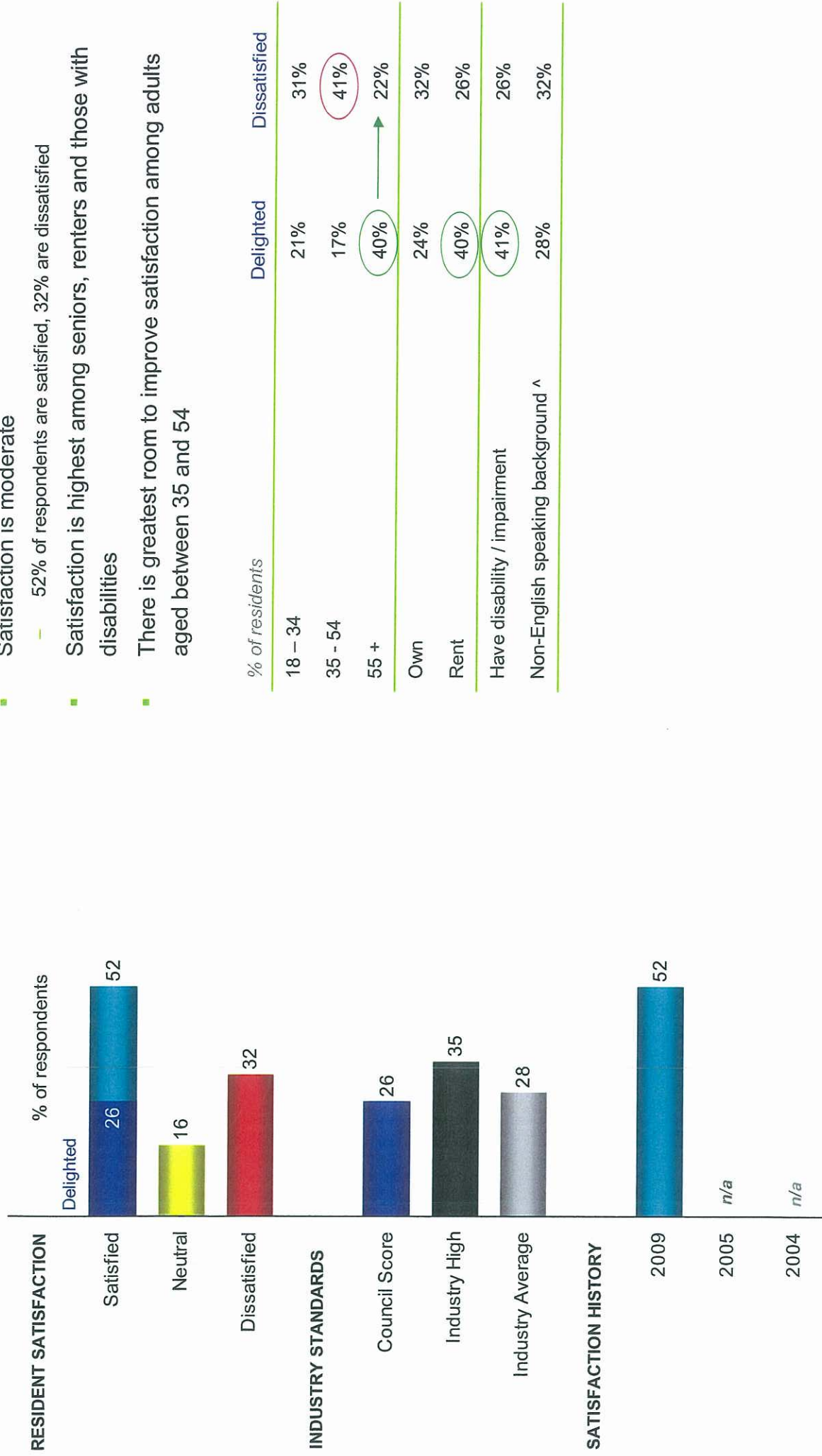
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 97; 2009 n = 533)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Promoting the area as a desirable place to live and work

Familiar 80%

Priority 22%

- Satisfaction is moderate
 - 52% of respondents are satisfied, 32% are dissatisfied
- Satisfaction is highest among seniors, renters and those with disabilities
- There is greatest room to improve satisfaction among adults aged between 35 and 54



Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 688)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Efficiency and effectiveness of customer service

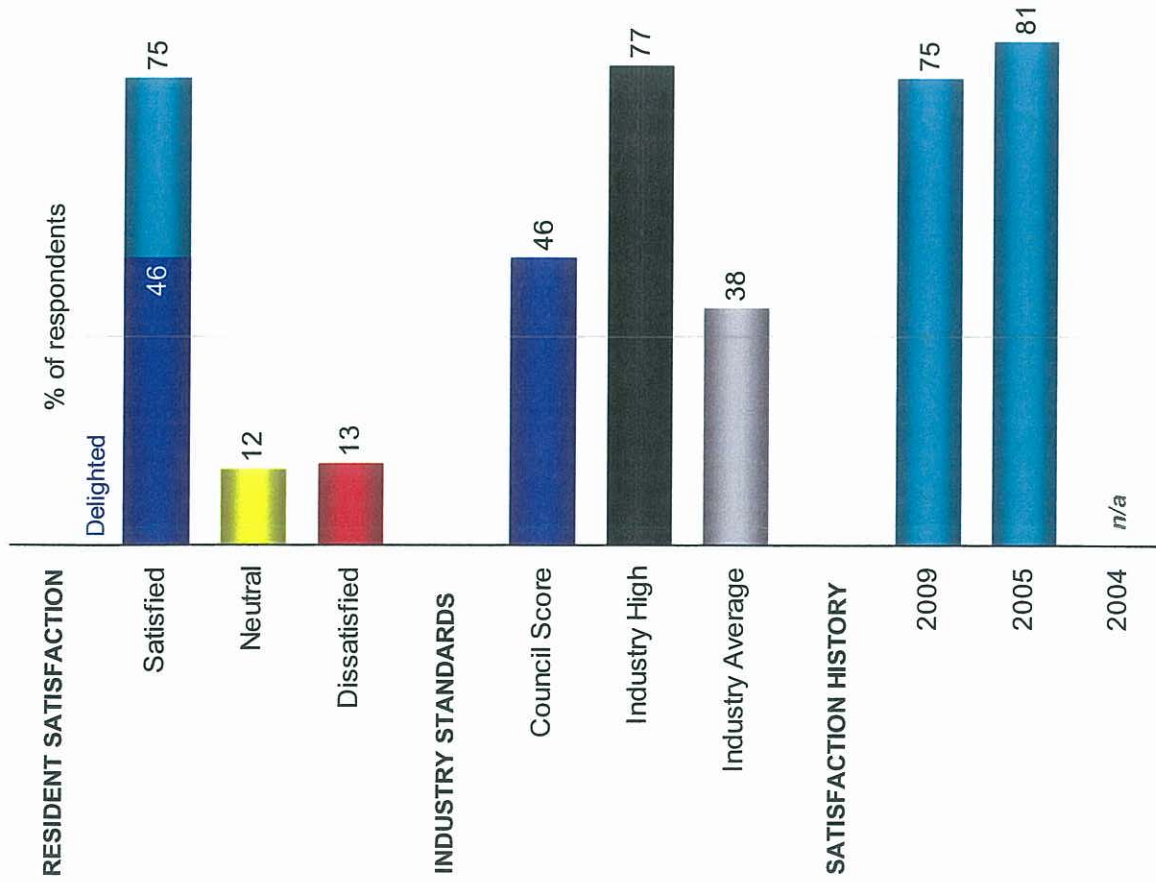
Familiar

87%

Priority

3%

- Satisfaction is moderate
 - 75% of respondents are satisfied
- Satisfaction is highest among females and families with pre-school aged children
- There is greatest room to improve satisfaction among those aged 35-54 years and those with an ethnic background



% of residents	Delighted	Dissatisfied
Male	40%	16%
Female	51%	11%
18 - 34	50%	10%
35 - 54	35%	18%
55 +	58%	11%
Child at home 0 - 5 years	46%	15%
Child at home 6 - 12 years	31%	16%
Child at home 13 - 18 years	30%	16%
Child at home 19 +	35%	17%
Have disability / impairment	52%	11%
Non-English speaking background ^	43%	24%

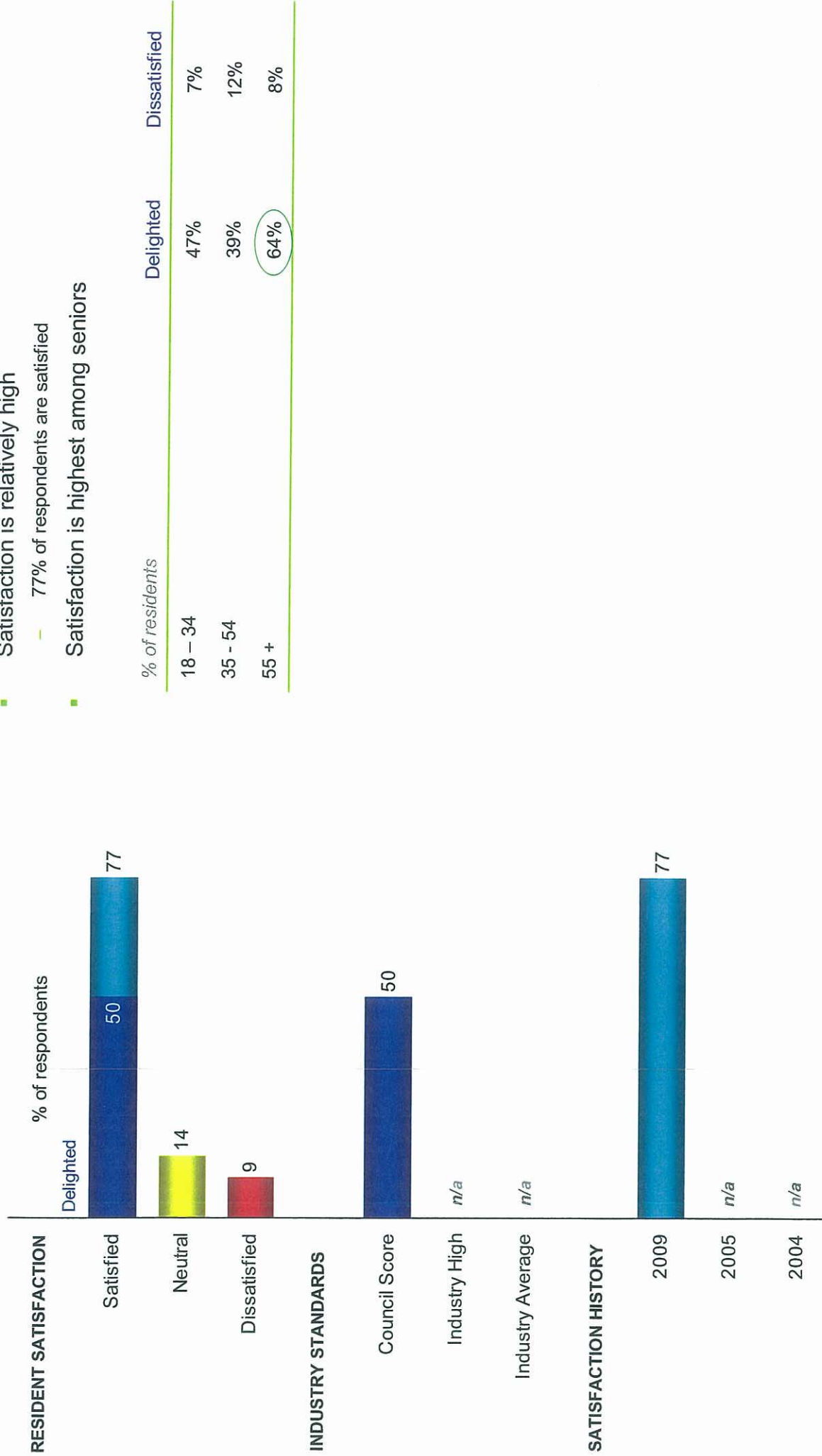
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 749)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Customer Service Centre

Familiar 83%

Priority 2%

- Satisfaction is relatively high
 - 77% of respondents are satisfied
- Satisfaction is highest among seniors



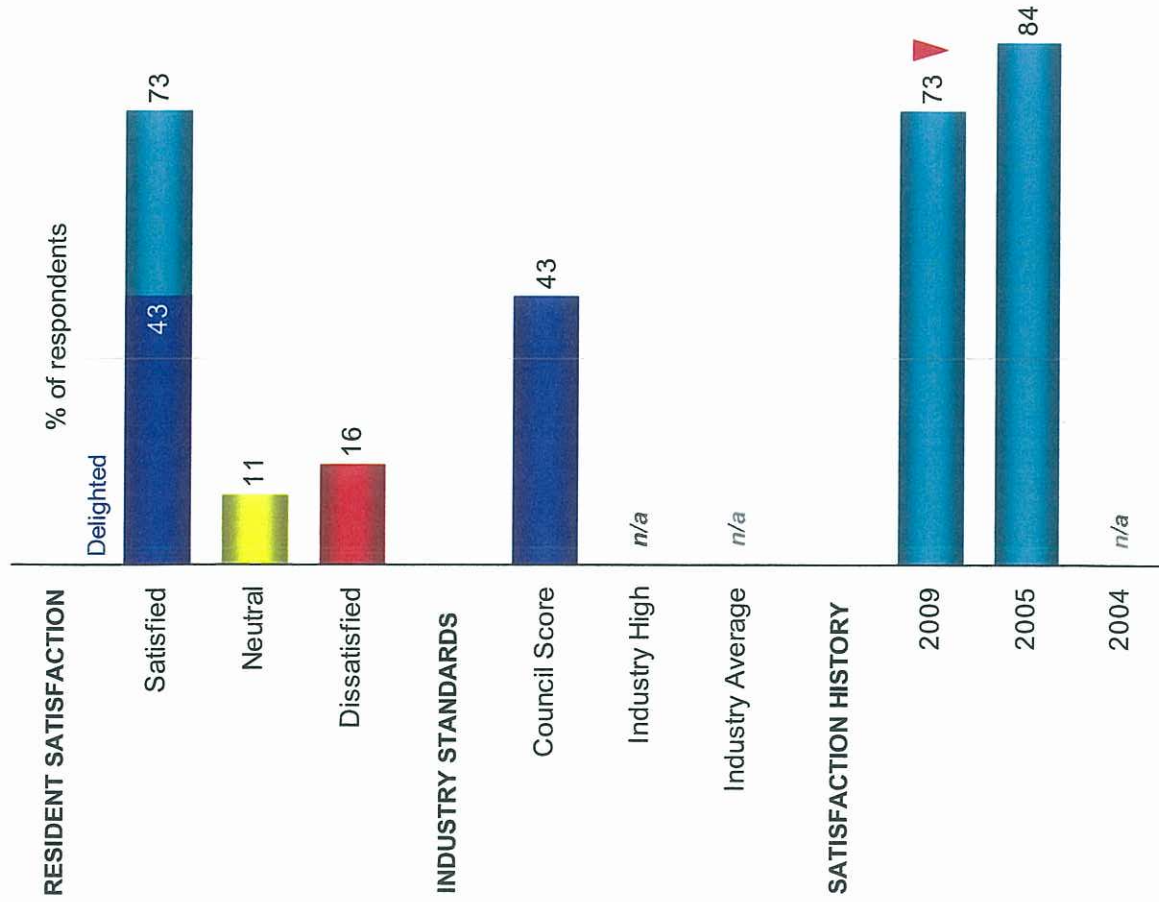
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 716)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Visibility of rangers in the community

Familiar 93%

Priority 10%

- Satisfaction is relatively high but has dropped since 2005
 - 73% of respondents are satisfied
- There are no significant group differences



Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 387; 2009 n = 802)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

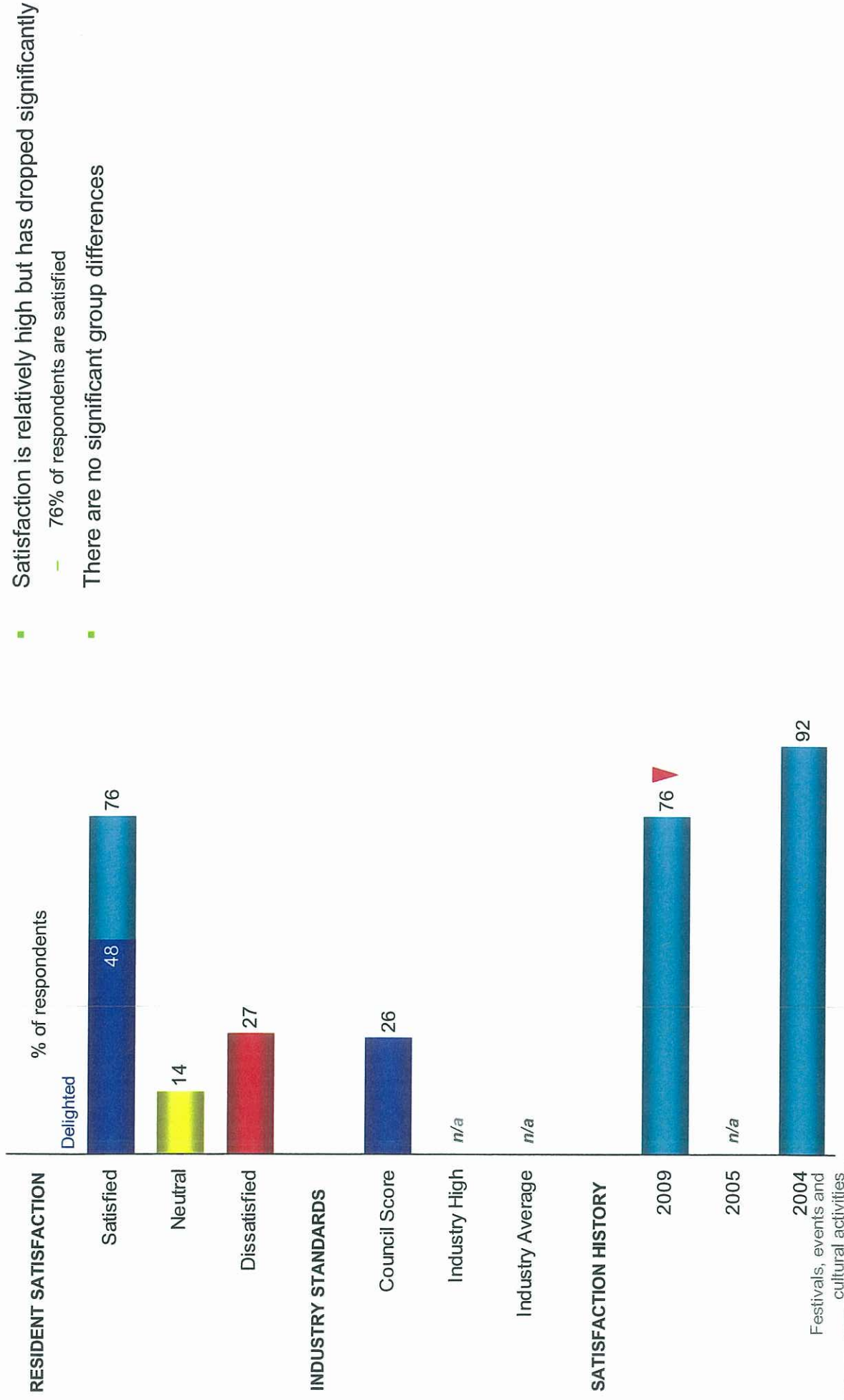
Economic Vitality

Festivals, events and cultural activities run by the Council

(such as Australia Day Fireworks and Earth Fest)

Familiar 92%

Priority 16%

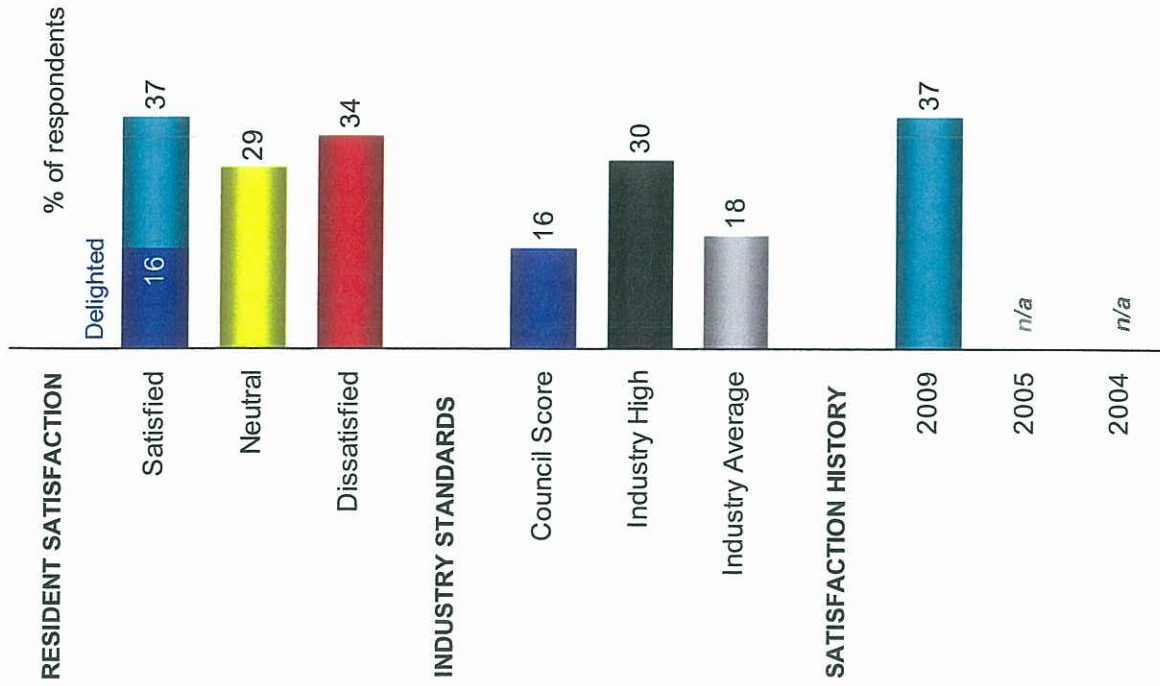


Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 796)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Economic development, tourism and job creation

Familiar 73%

Priority 21%



- Satisfaction is relatively low
 - 37% of respondents are satisfied, 34% are dissatisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among males and adults aged between 35 and 54

% of residents	Delighted	Dissatisfied
Male	15%	41%
Female	17%	27%
18 - 34	17%	28%
35 - 54	11%	45%
55 +	23%	26%
Own	14%	35%
Rent	37%	27%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 631)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Community Services and Development

Library and information services

Familiar 93%

Priority 11%

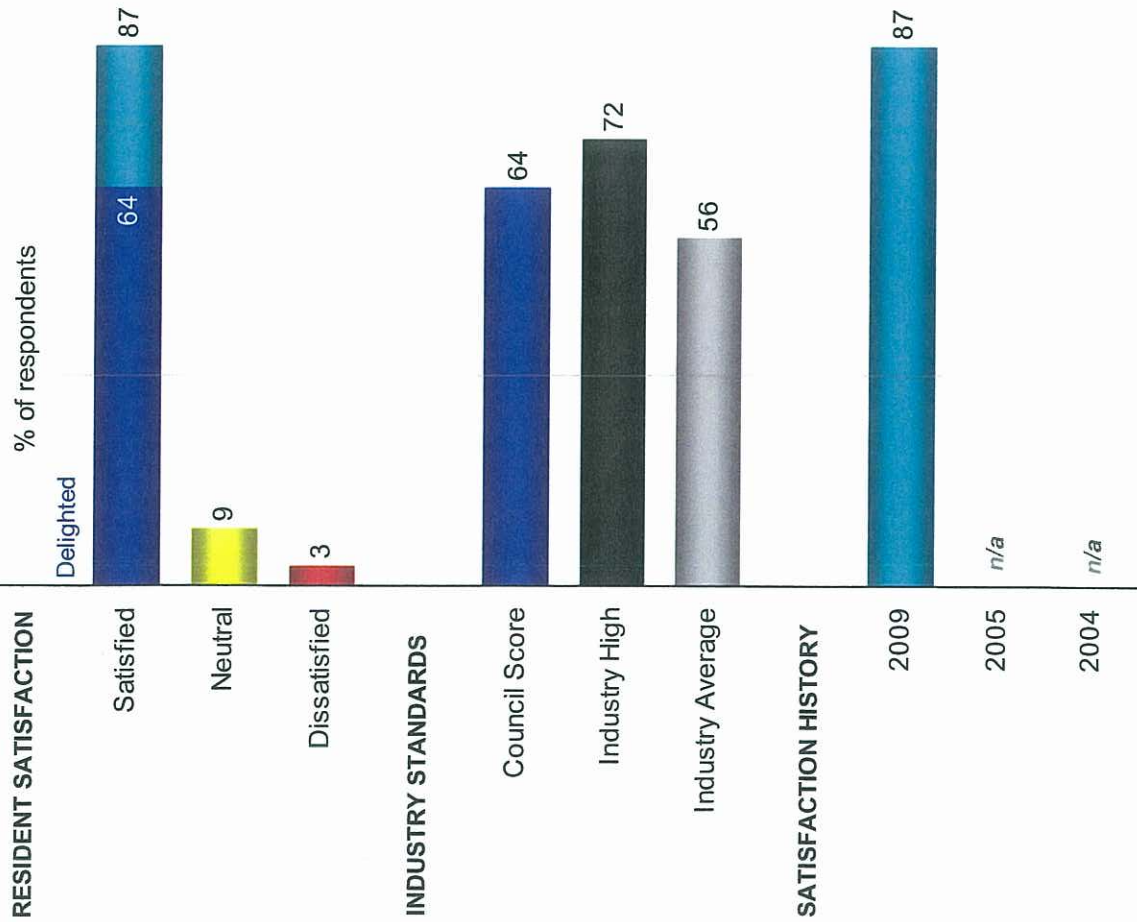


■ Satisfaction is high

— 87% of respondents are satisfied

■ Satisfaction is highest among females and seniors

% of residents	Delighted	Dissatisfied
Male	59%	4%
Female	69%	3%
18 - 34	61%	4%
35 - 54	59%	4%
55 +	72%	2%



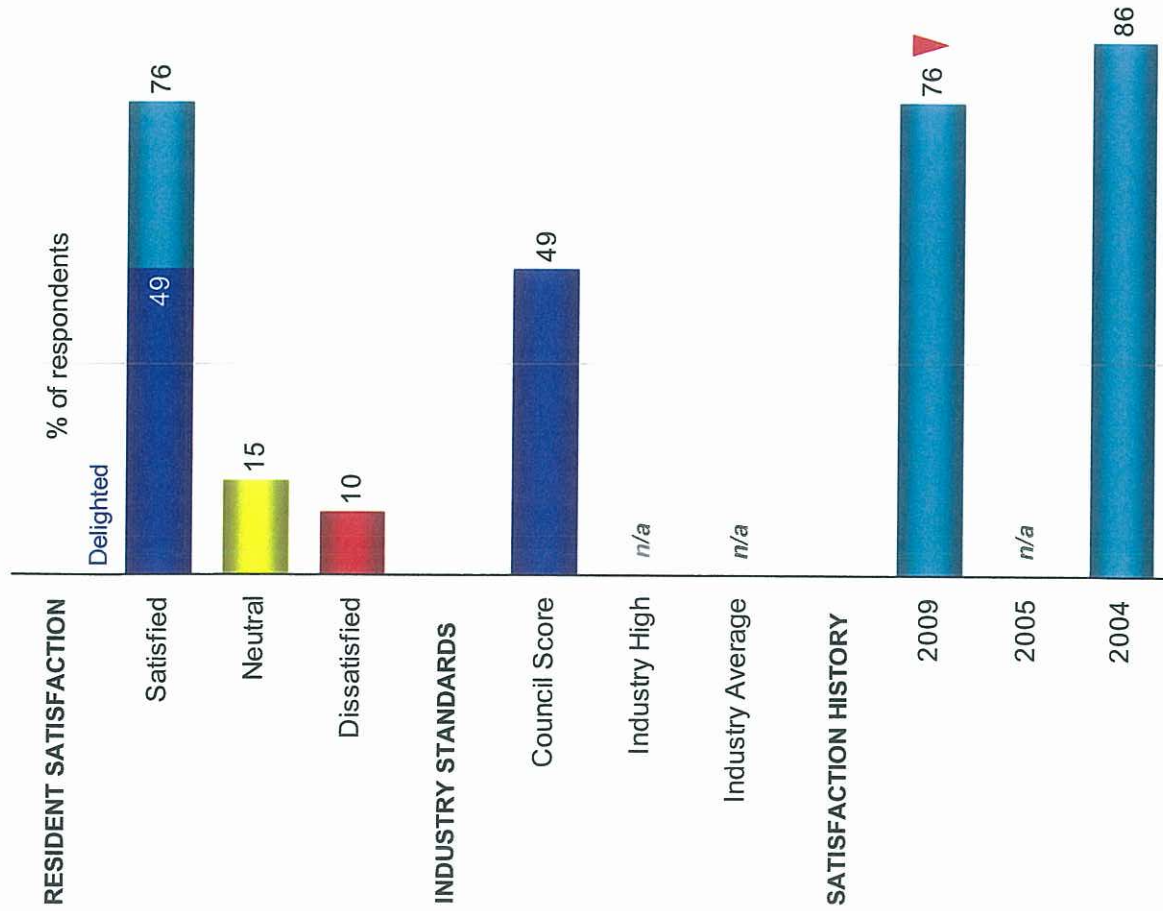
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 805)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Leisure courses and activity programs

Familiar 90%

Priority 13%

- Satisfaction is relatively high but has dropped since 2004
 - 76% of respondents are satisfied
- Satisfaction is highest among females and families with pre-school aged children
- There is greatest room to improve satisfaction among adults aged between 35 and 54



% of residents	Delighted	Dissatisfied
Male	38%	13%
Female	56%	6%
18 – 34	54%	11%
35 - 54	42%	11%
55 +	52%	6%
Child at home 0 – 5 years	56%	9%
Child at home 6 – 12 years	40%	16%
Child at home 13 – 18 years	42%	12%
Child at home 19 +	40%	20%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 778)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

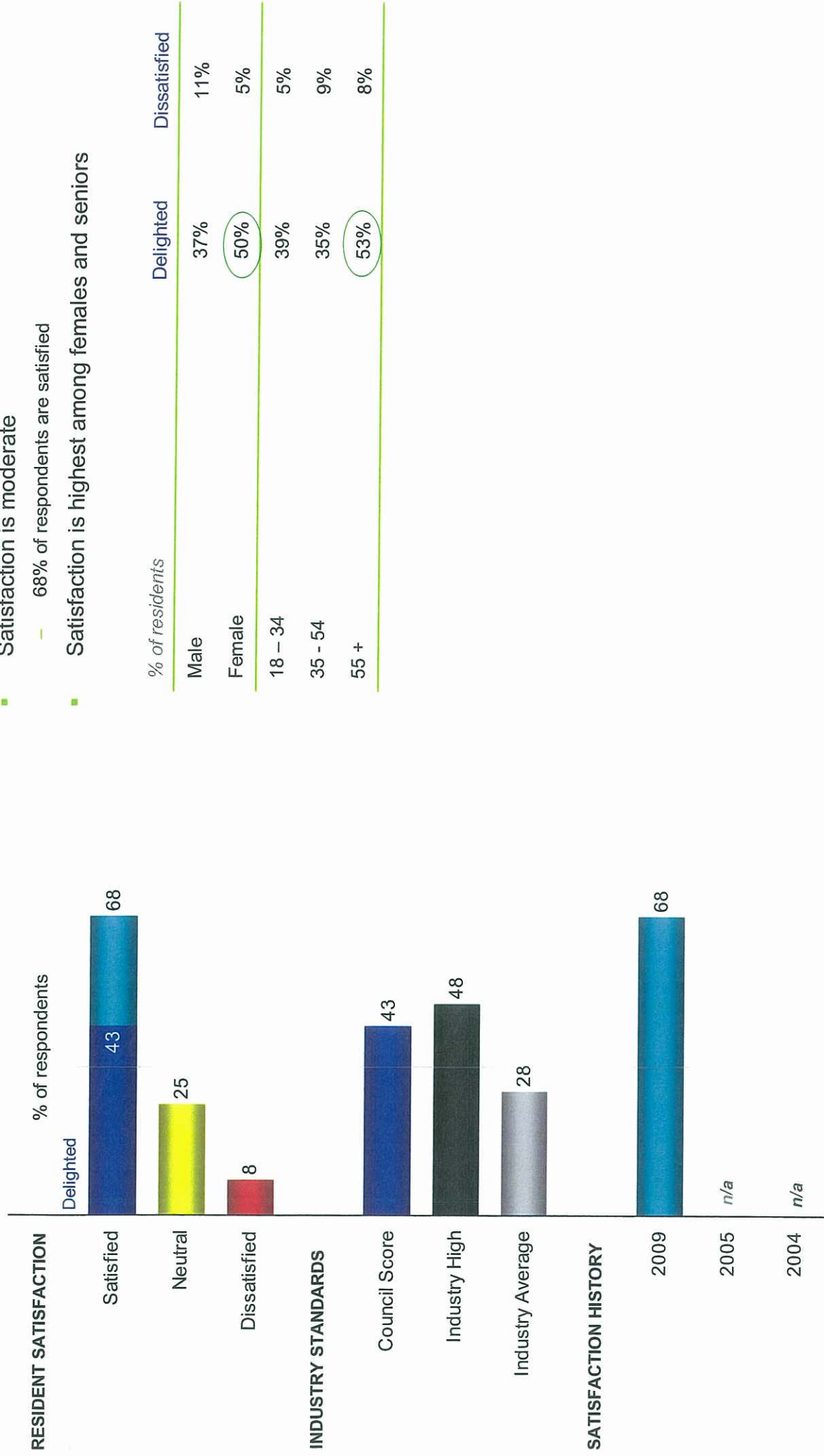
Access to services and facilities for people with disabilities

Familiar 56%

Priority

8%

- Satisfaction is moderate
 - 68% of respondents are satisfied
- Satisfaction is highest among females and seniors

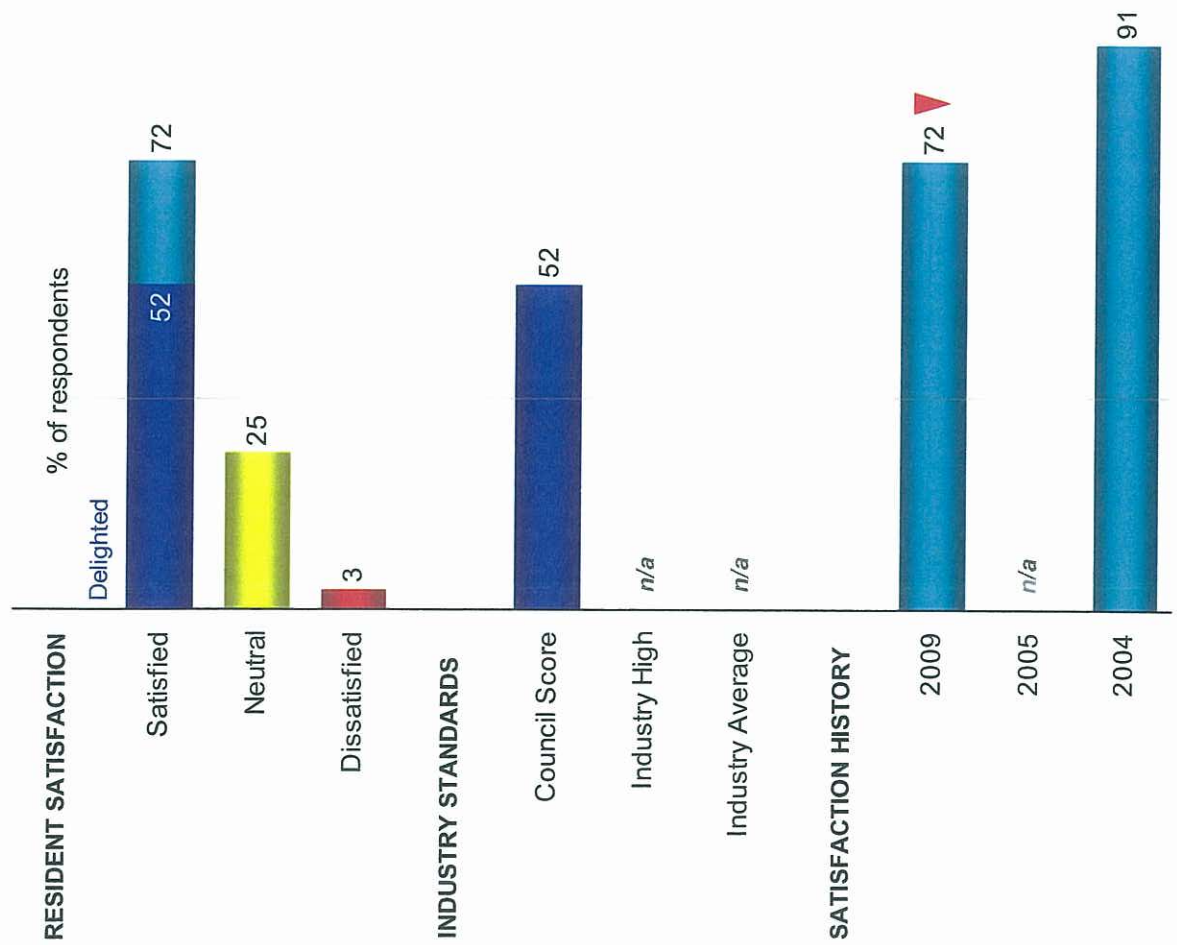


Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 482)
 Coding: Satisfied = 6-10; Delighted = 8, 9 and 10; Neutral = 5; Dissatisfied = 0-4

Community transport through the Volunteer Centre

Familiar 53% Priority 6%

- Satisfaction is relatively high but has dropped since 2004
 - 72% of respondents are satisfied
- Satisfaction is highest among seniors, families with pre-school aged children and people who have lived in Bassendean for more than 21 years



% of residents	Delighted	Dissatisfied
18 – 34	49%	2%
35 - 54	38%	4%
55 +	68%	3%
Child at home 0 – 5 years	50%	1%
Child at home 6 – 12 years	35%	3%
Child at home 13 – 18 years	39%	3%
Child at home 19 +	37%	2%
Lived in Bassendean 0 – 3 years	40%	4%
Lived in Bassendean 4 – 10 years	49%	3%
Lived in Bassendean 11 – 20 years	47%	2%
Lived in Bassendean 21 years +	66%	3%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 454)
 Coding: Satisfied = 6-10; Delighted = 8, 9 and 10; Neutral = 5; Dissatisfied = 0-4

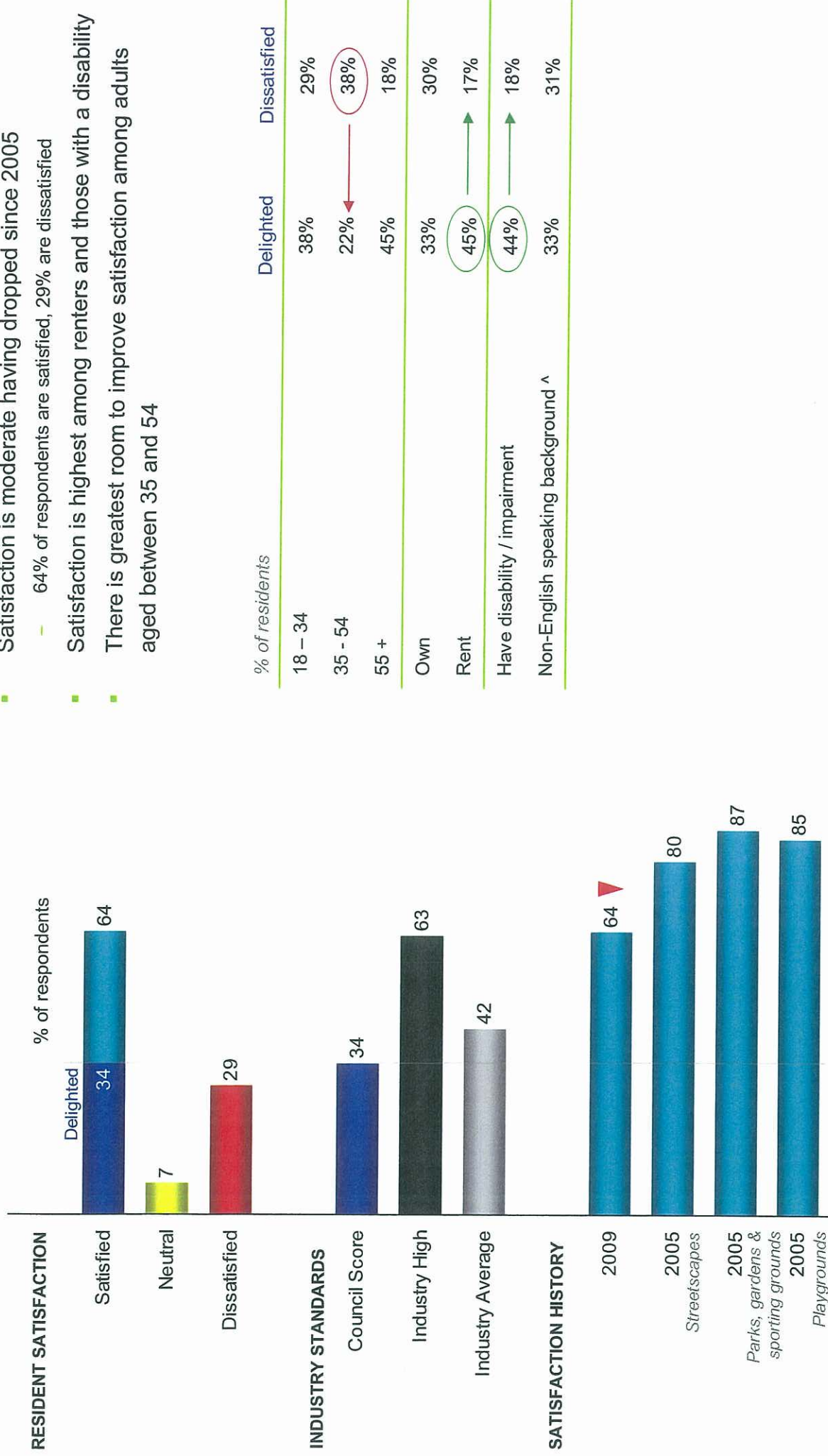
Natural Environment

Streetscapes, playgrounds, parks and sporting grounds

Familiar 98%

Priority 41%

- Satisfaction is moderate having dropped since 2005
 - 64% of respondents are satisfied, 29% are dissatisfied
- Satisfaction is highest among renters and those with a disability
- There is greatest room to improve satisfaction among adults aged between 35 and 54

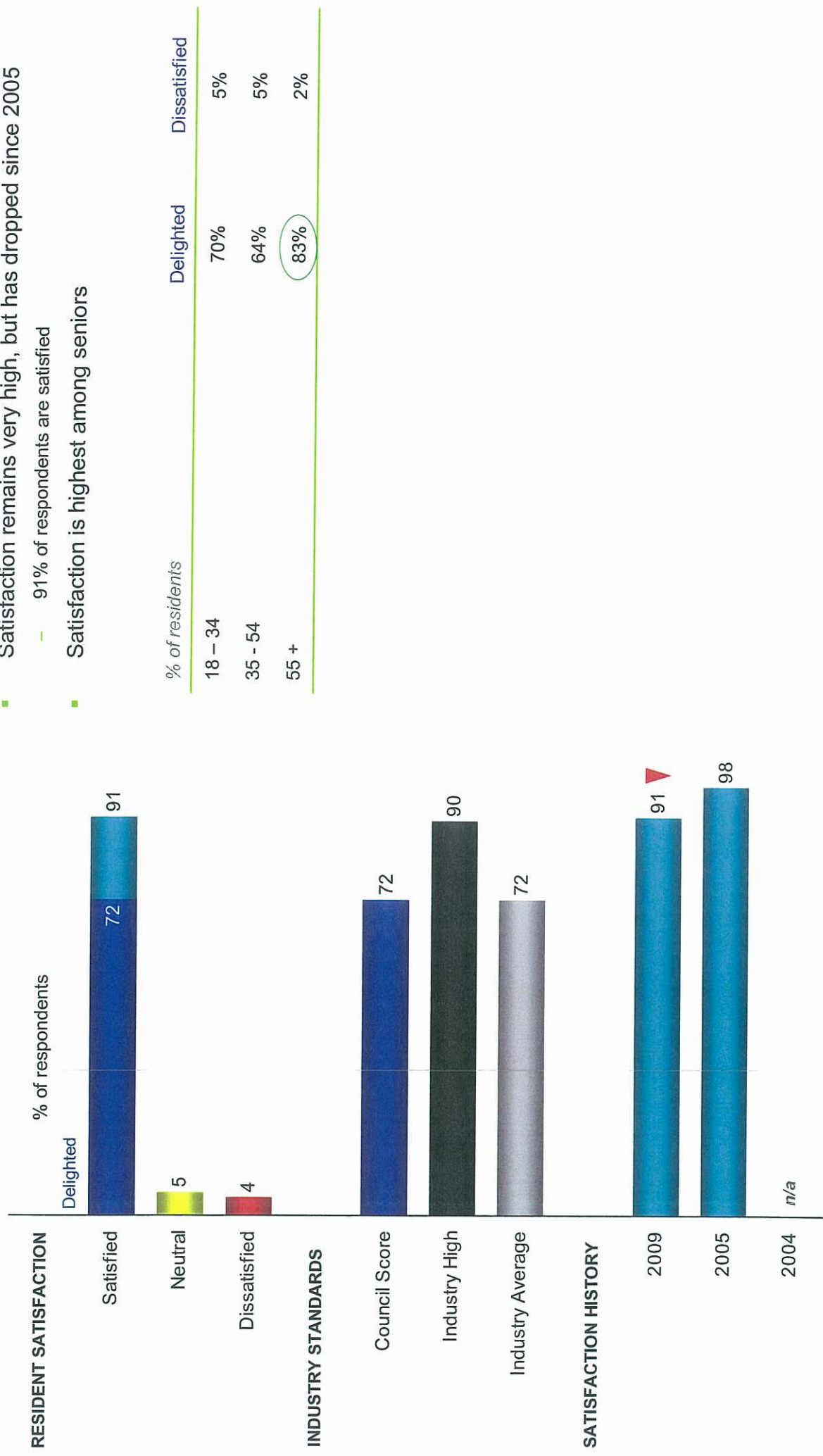


Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = various; 2009 n = 843)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Weekly rubbish collections

Familiar 99% Priority 4%

- Satisfaction remains very high, but has dropped since 2005
 - 91% of respondents are satisfied
- Satisfaction is highest among seniors



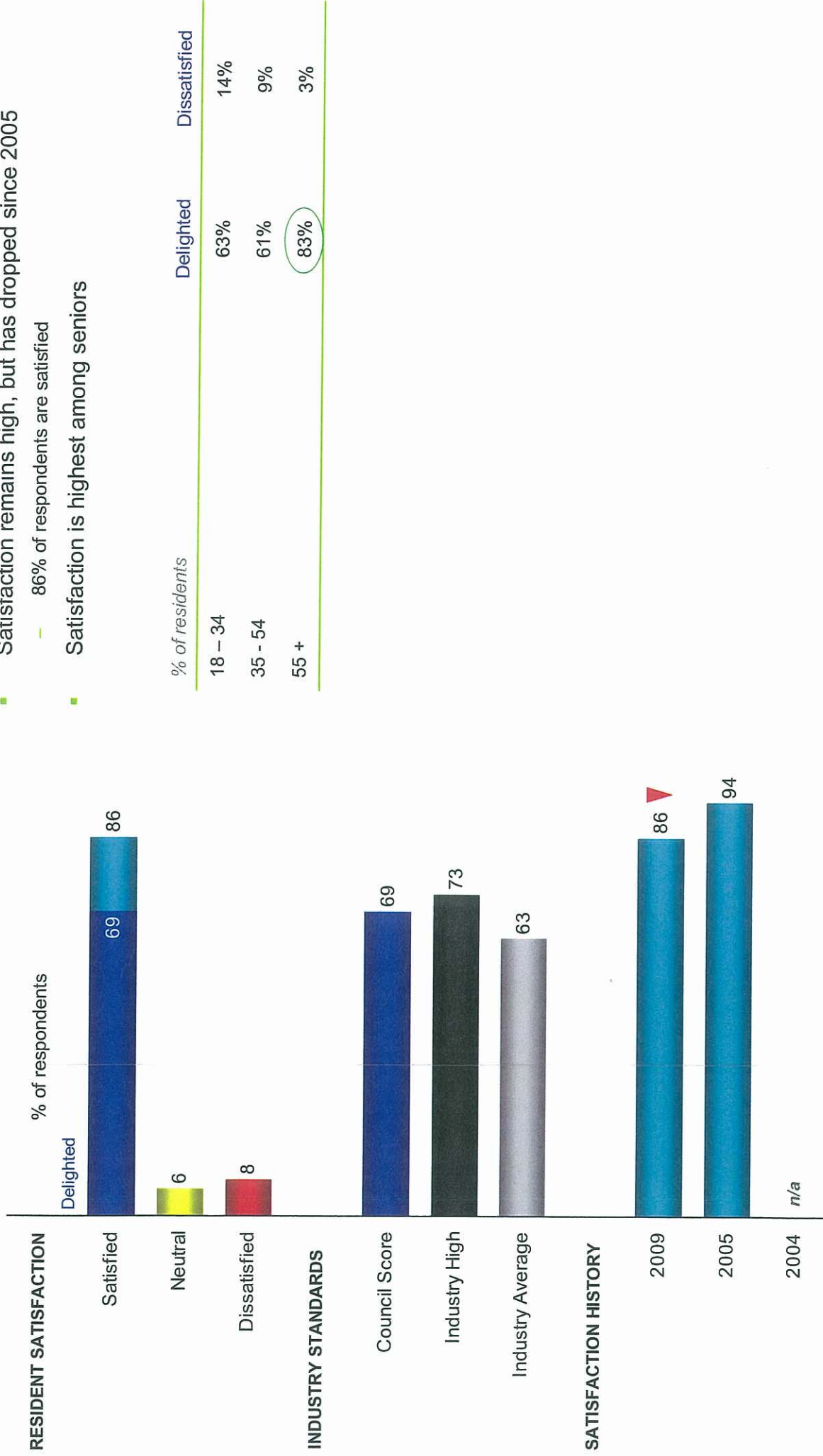
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 401; 2009 n = 857)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Fortnightly recycling services

Familiar 99%

Priority 8%

- Satisfaction remains high, but has dropped since 2005
- 86% of respondents are satisfied
- Satisfaction is highest among seniors



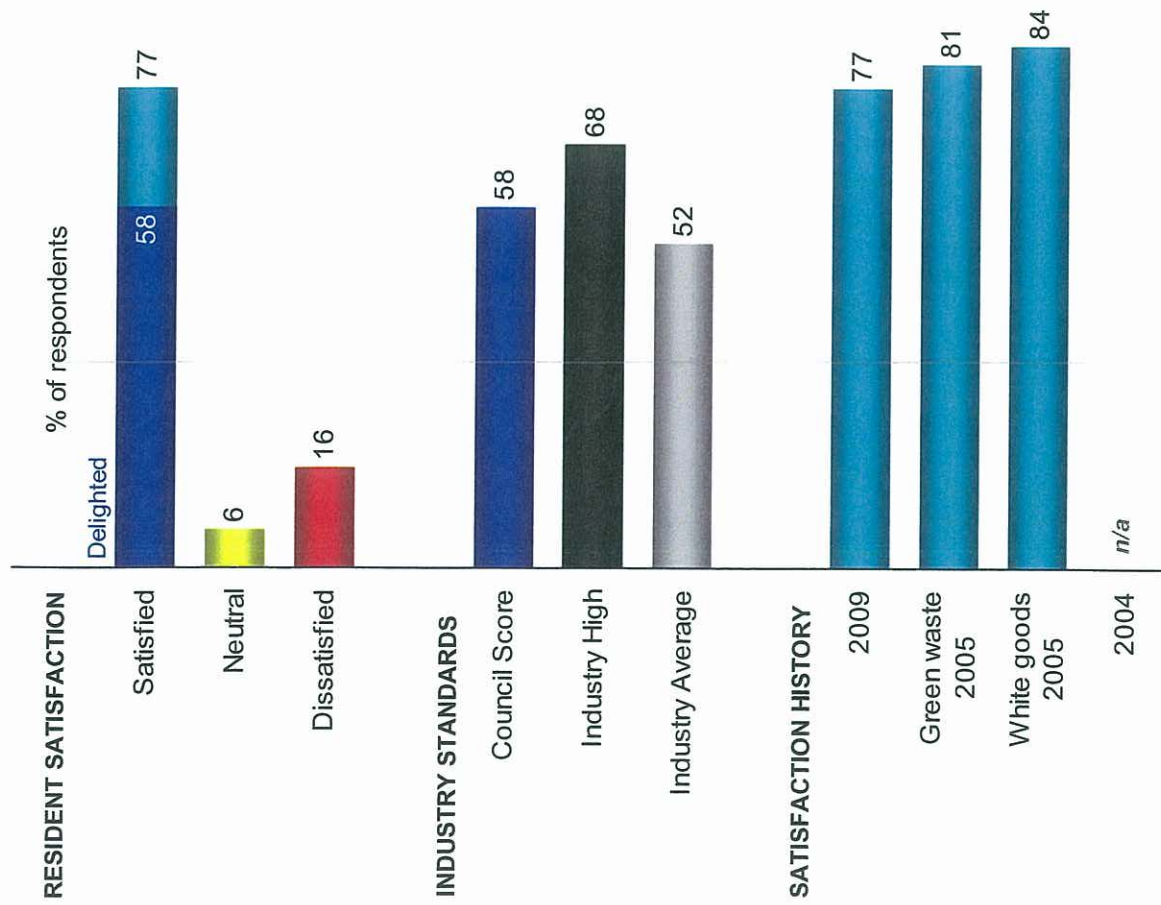
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 398; 2009 n = 856)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Verge-side bulk rubbish collections

Familiar 99%

Priority 13%

- Satisfaction remains relatively high
— 77% of respondents are satisfied
- Satisfaction is highest among seniors and families with pre-school aged children
- There is greatest room to improve in Ashfield



% of residents	Delighted	Dissatisfied
18 – 34	55%	18%
35 – 54	48%	21%
55 +	71%	9%
Child at home 0 – 5 years	61%	20%
Child at home 6 – 12 years	46%	25%
Child at home 13 – 18 years	43%	27%
Child at home 19 +	46%	23%
Ashfield	45%	18%
Bassendean	60%	16%
Eden Hill	57%	18%

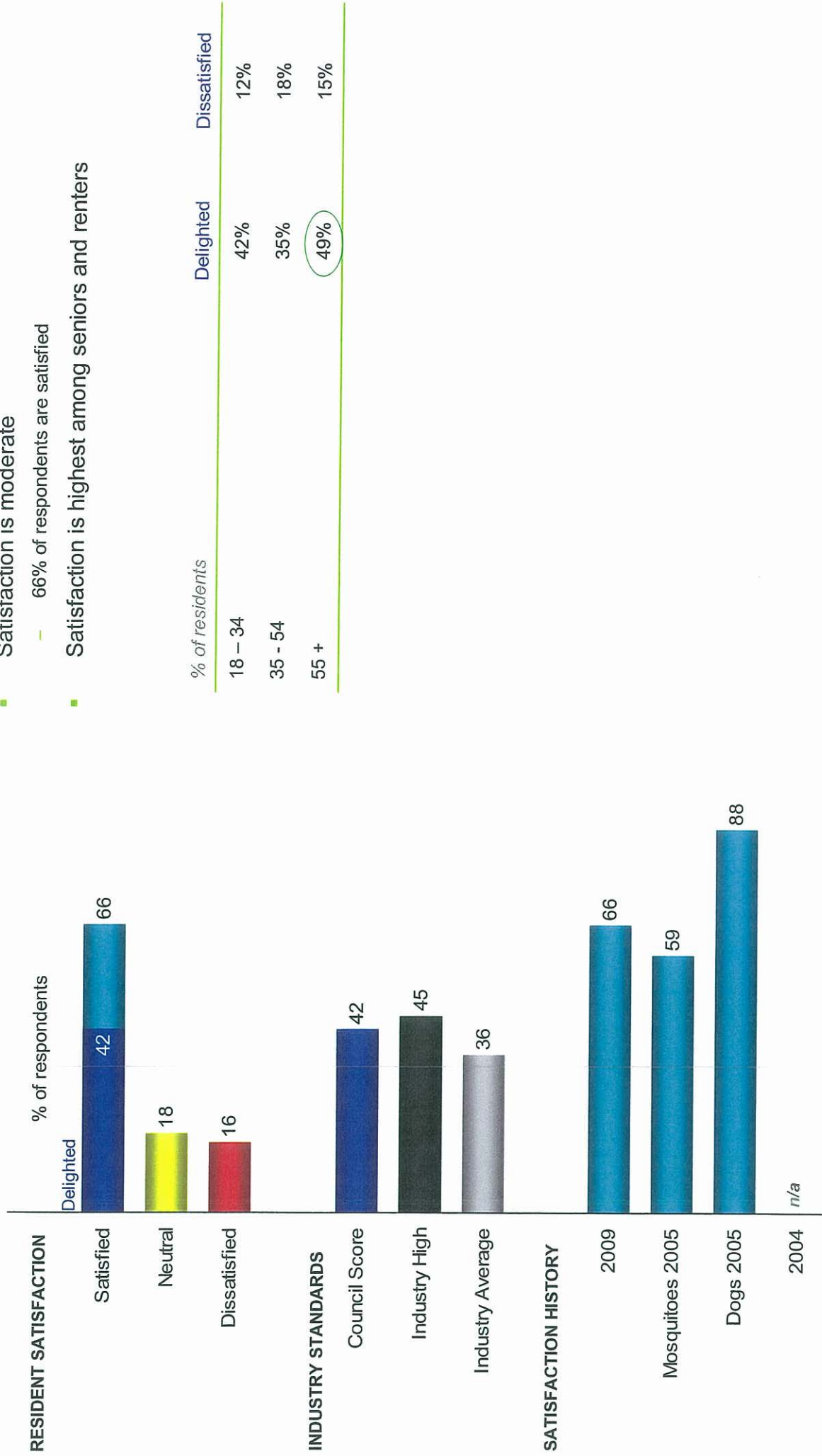
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = various; 2009 n = 855)
 Coding: Satisfied = 6-10; Delighted = 8, 9 and 10; Neutral = 5; Dissatisfied = 0-4

Animal and pest control

Familiar 78%

Priority 11%

- Satisfaction is moderate
 - 66% of respondents are satisfied
- Satisfaction is highest among seniors and renters



Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = various; 2009 n = 670)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

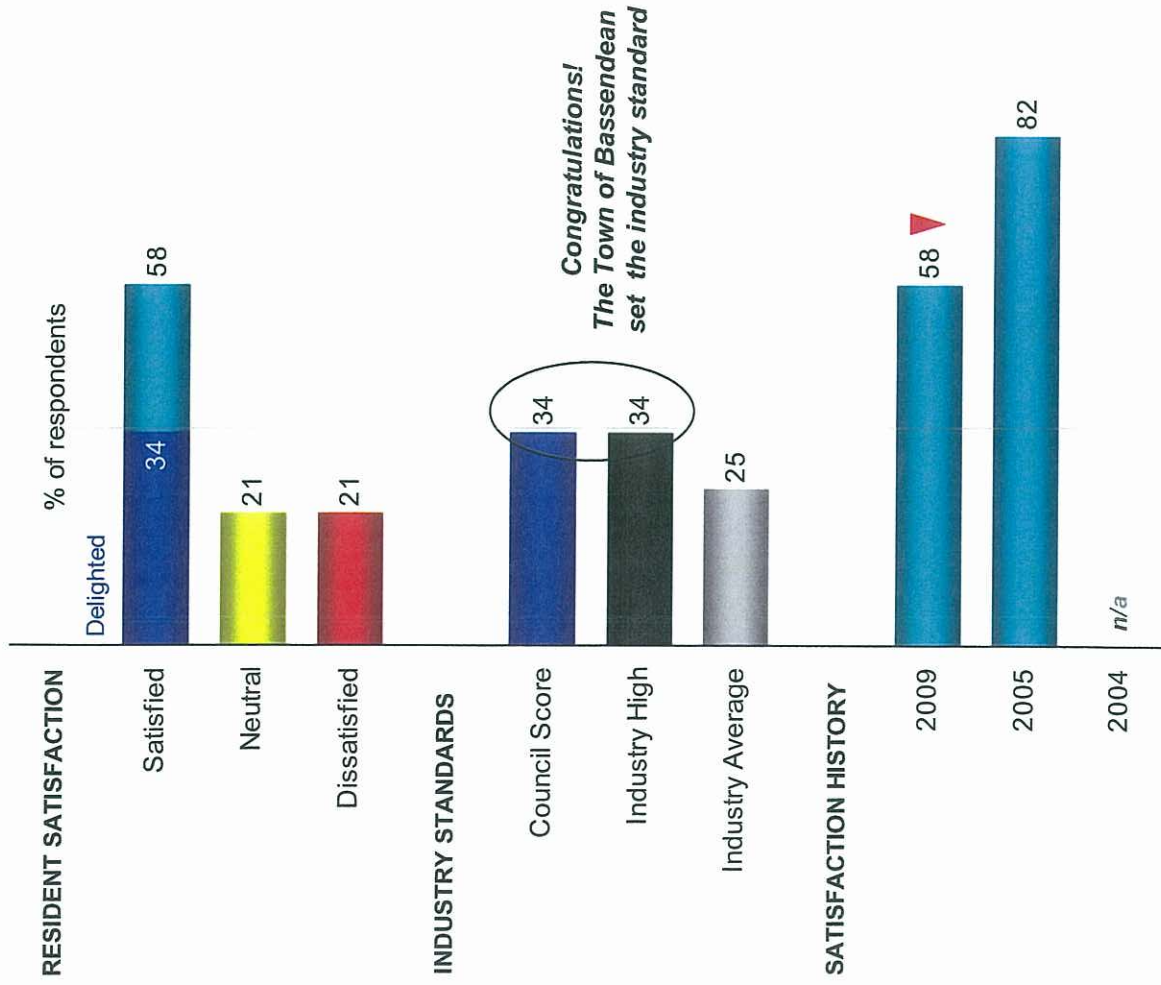
Enforcement of local laws relating to food, health, noise and pollution

Familiar

71%

Priority

13%



Congratulations!
The Town of Bassendean set the industry standard

- Satisfaction is moderate having dropped significantly since 2005
 - 58% of respondents are satisfied, 21% are dissatisfied
- Satisfaction is highest among residents from Ashfield, renters and families with a disabled member
- There is greatest room to improve among those aged 35-54 years

% of residents	Delighted	Dissatisfied
18 - 34	40%	16%
35 - 54	26%	24%
55 +	38%	20%
Ashfield	49%	22%
Bassendean	31%	21%
Eden Hill	36%	19%
Own	31%	21%
Rent	53%	15%
Have disability / impairment	43%	28%
Non-English speaking background ^	14%	23%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 297; 2009 n = 610)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Built Environment

Road maintenance

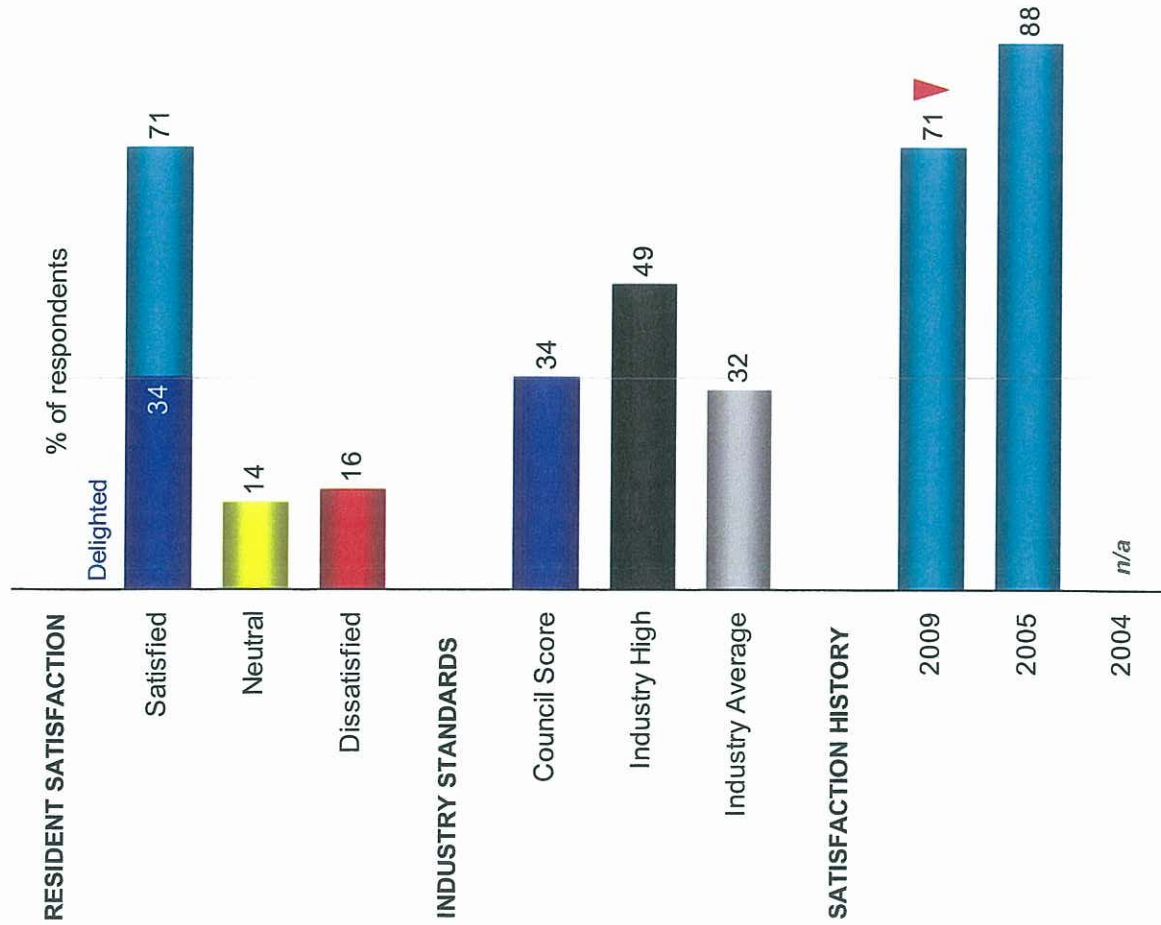
Familiar 98%

Priority 13%

■ Satisfaction is relatively high having dropped significantly since 2005

— 71% of respondents are satisfied

■ There are no significant group differences



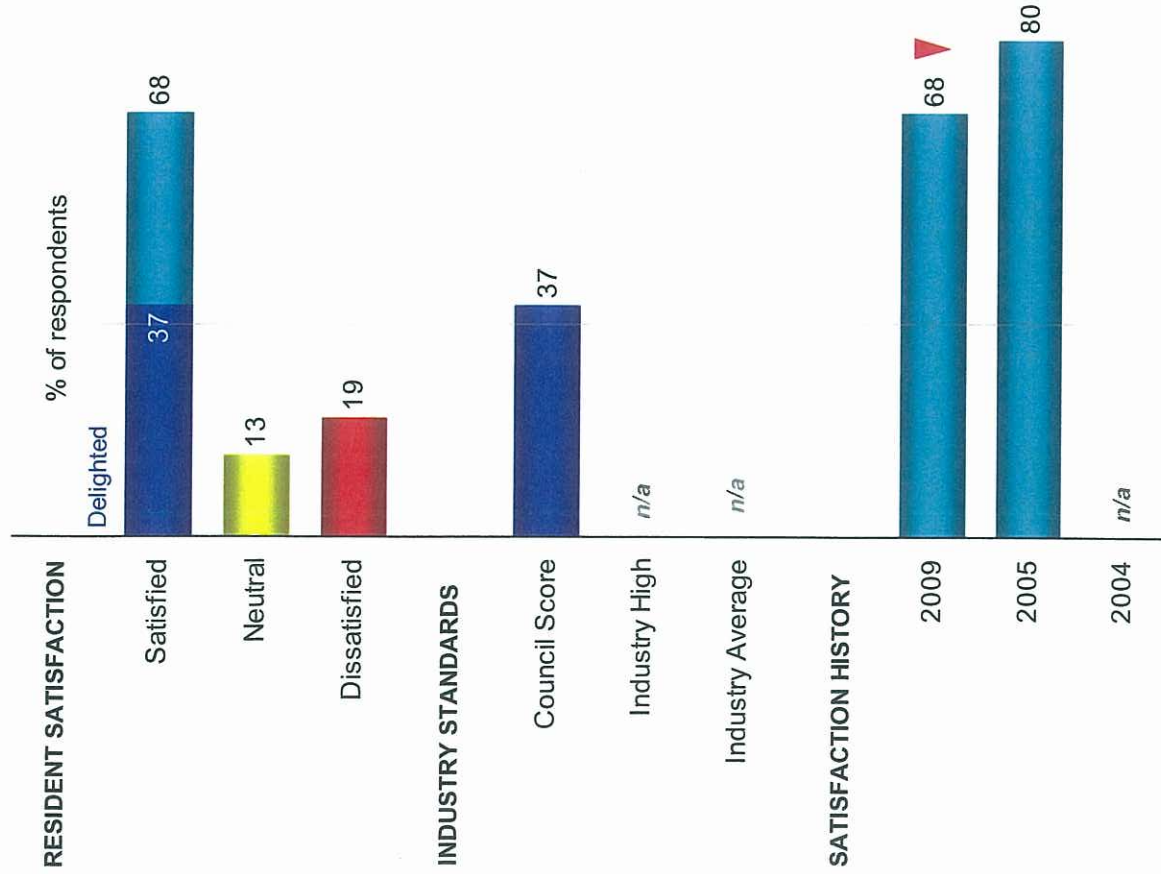
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 394; 2009 n = 846)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Street sweeping and cleaning

Familiar 97%

Priority 11%

- Satisfaction is high having dropped significantly since 2005
 - 68% of respondents are satisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among adults aged between 25 and 54 years



% of residents	Delighted	Dissatisfied
18 - 34	43%	15%
35 - 54	28%	23%
55 +	42%	19%
Own	35%	20%
Rent	51%	10%

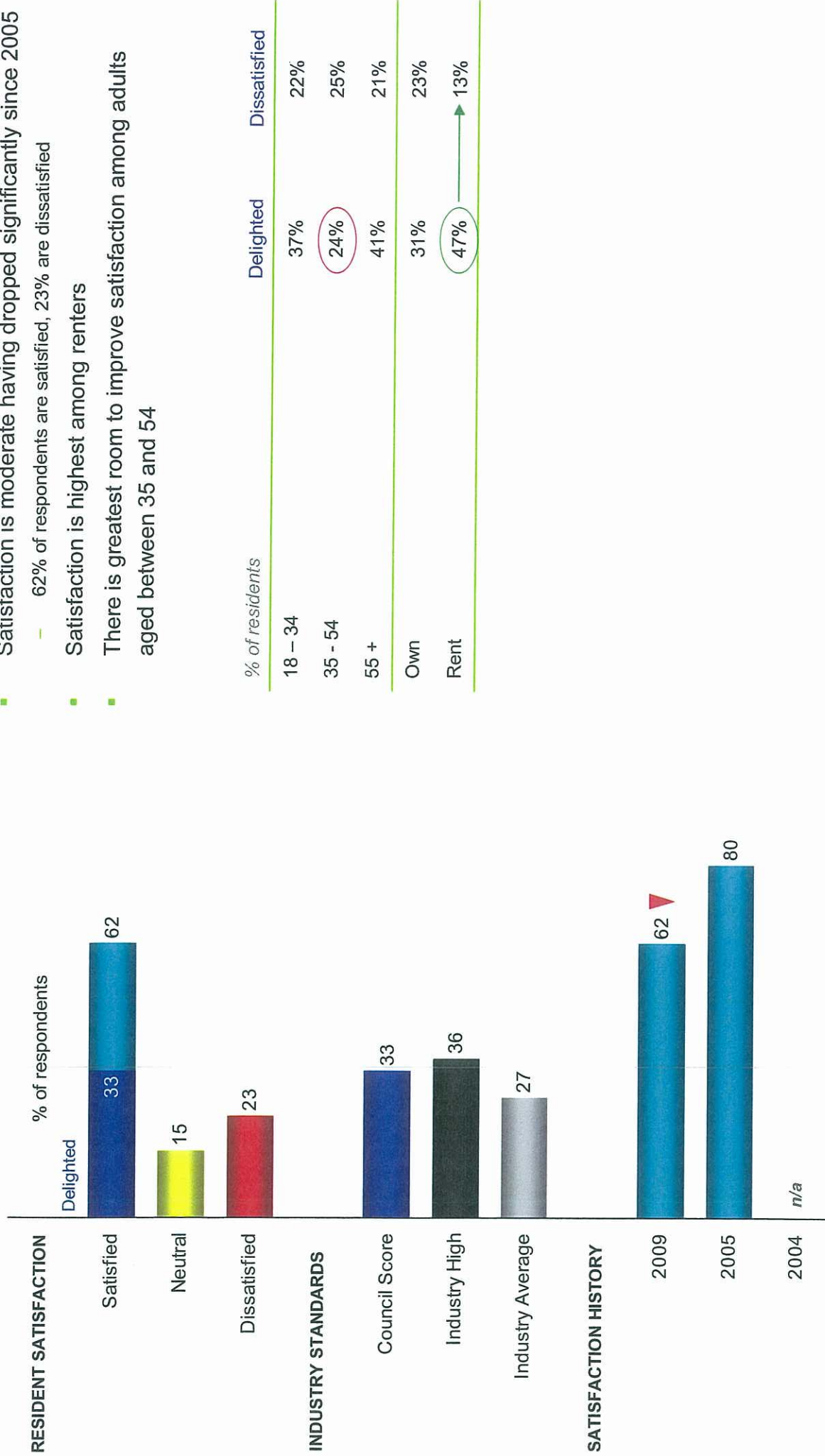
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 391; 2009 n = 834)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Management and control of traffic on local roads

Familiar 94%

Priority 15%

- Satisfaction is moderate having dropped significantly since 2005
 - 62% of respondents are satisfied, 23% are dissatisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among adults aged between 35 and 54



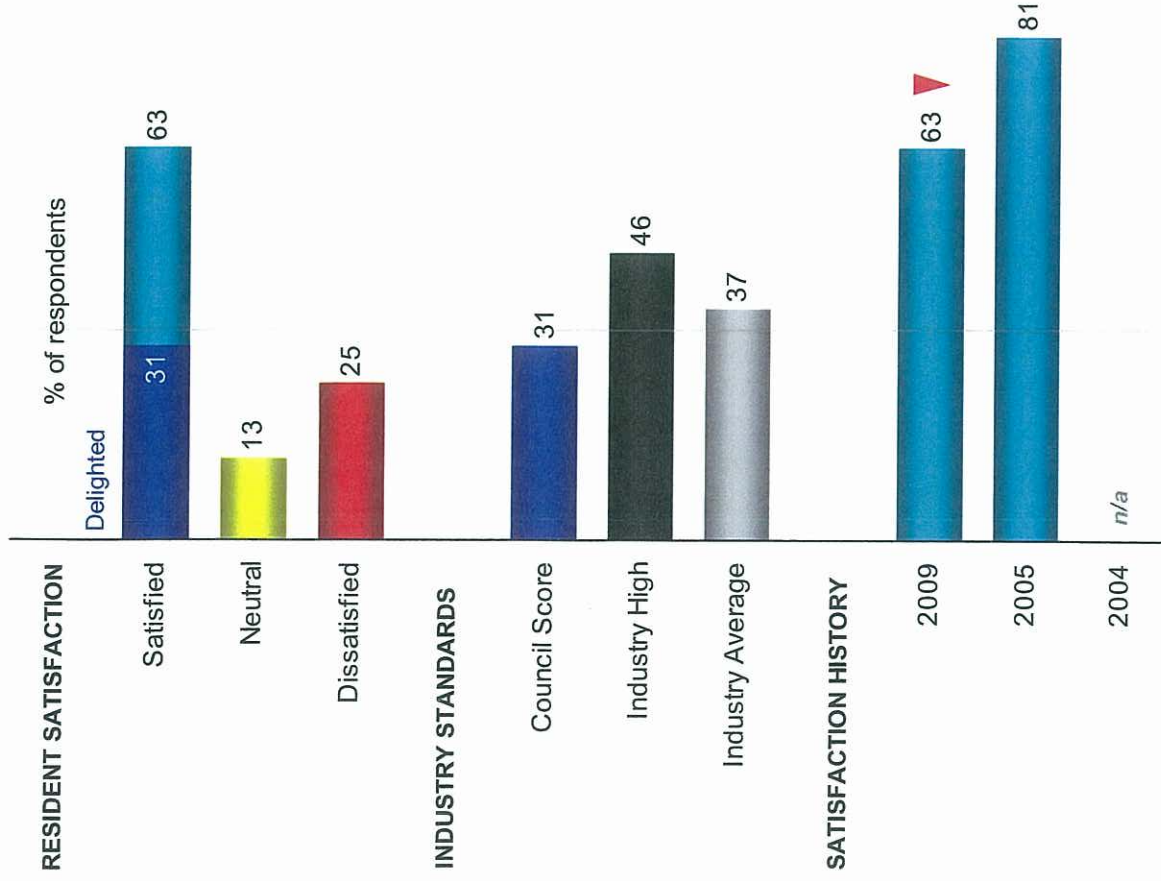
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 382; 2009 n = 810)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Footpaths and cycleways

Familiar 98%

Priority 26%

- Satisfaction is moderate having dropped significantly since 2005
 - 63% of respondents are satisfied, 25% are dissatisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among adults aged between 35 and 54



% of residents	Delighted	Dissatisfied
18 - 34	33%	19%
35 - 54	22%	31%
55 +	40%	21%
Own	30%	26%
Rent	43%	12%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 397; 2009 n = 841)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

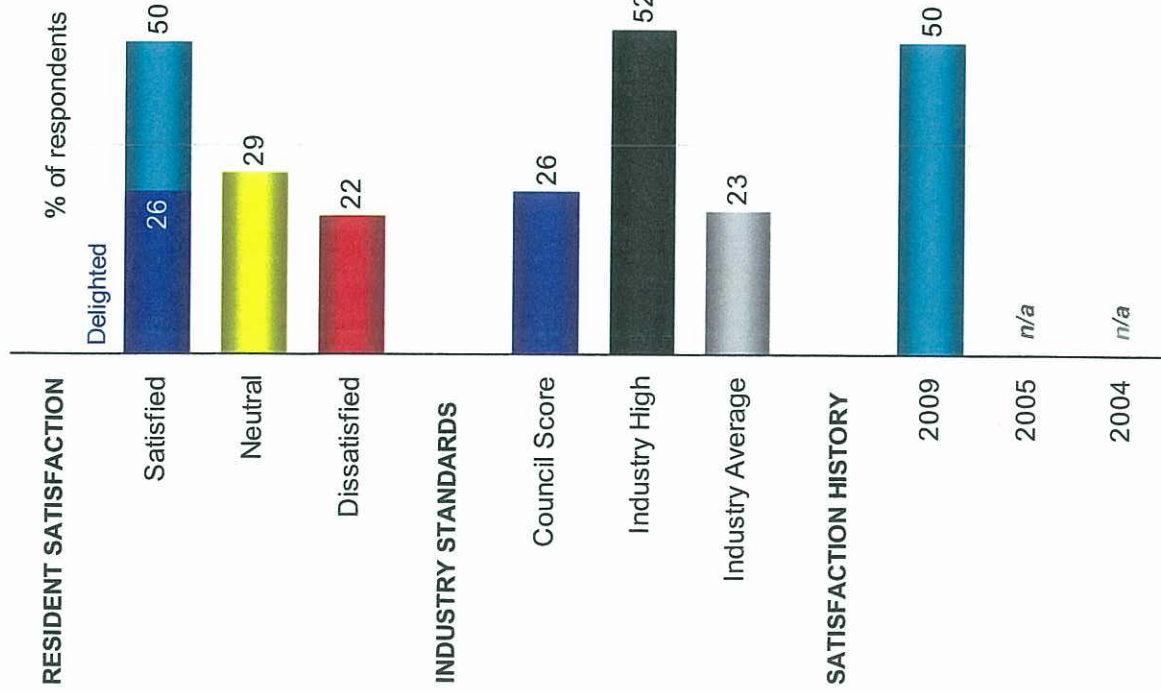
Planning and building approvals

Familiar 60%

Priority

9%

- Satisfaction is moderate
 - 50% of respondents are satisfied, 22% are dissatisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among adults aged between 35 and 54



% of residents	Delighted	Dissatisfied
18 - 34	31%	15%
35 - 54	18%	26%
55 +	31%	21%
Own	24%	21%
Rent	40%	15%

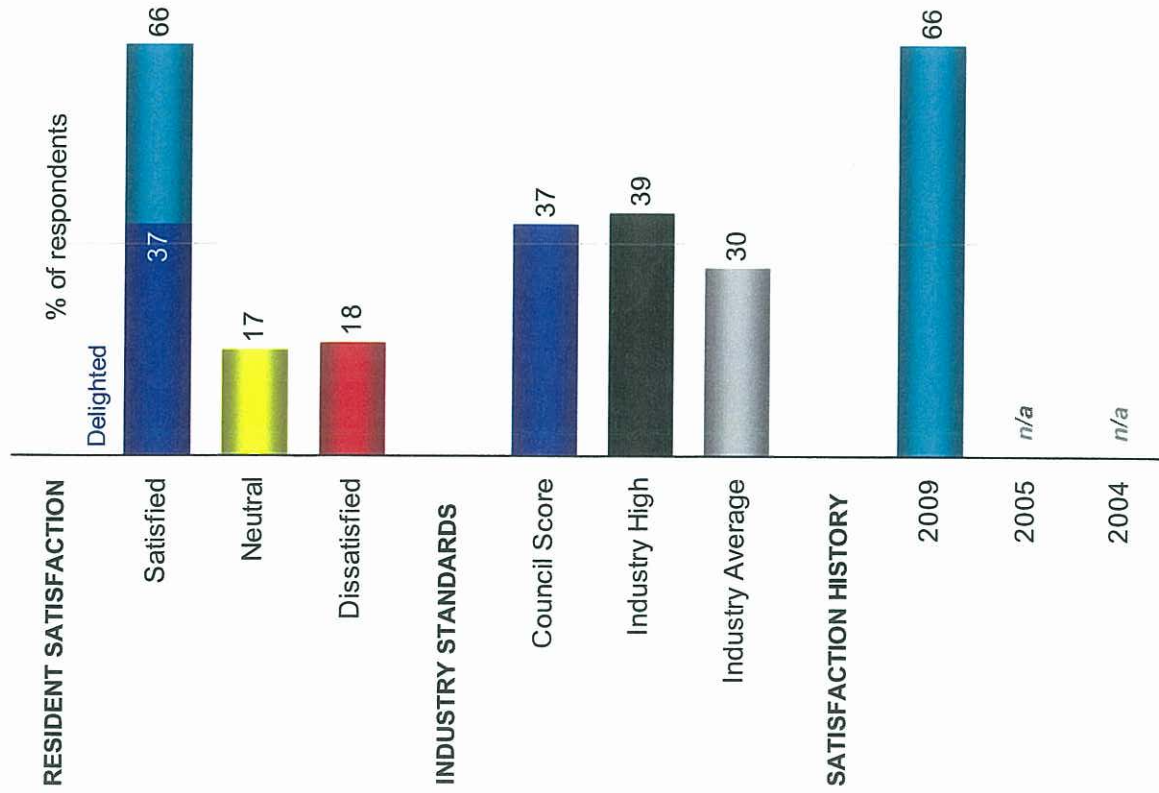
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 515)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

How local history and heritage is preserved and promoted

Familiar 80%

Priority 12%

- Satisfaction is moderate
 - 66% of respondents are satisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among adults aged between 35 and 54, and families with primary school aged children



% of residents	Delighted	Dissatisfied
18 - 34	40%	17%
35 - 54	28%	23%
55 +	47%	11%
Child at home 0 - 5 years	33%	25%
Child at home 6 - 12 years	21%	34%
Child at home 13 - 18 years	36%	25%
Child at home 19 +	31%	18%
Own	36%	18%
Rent	51%	7%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 685)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

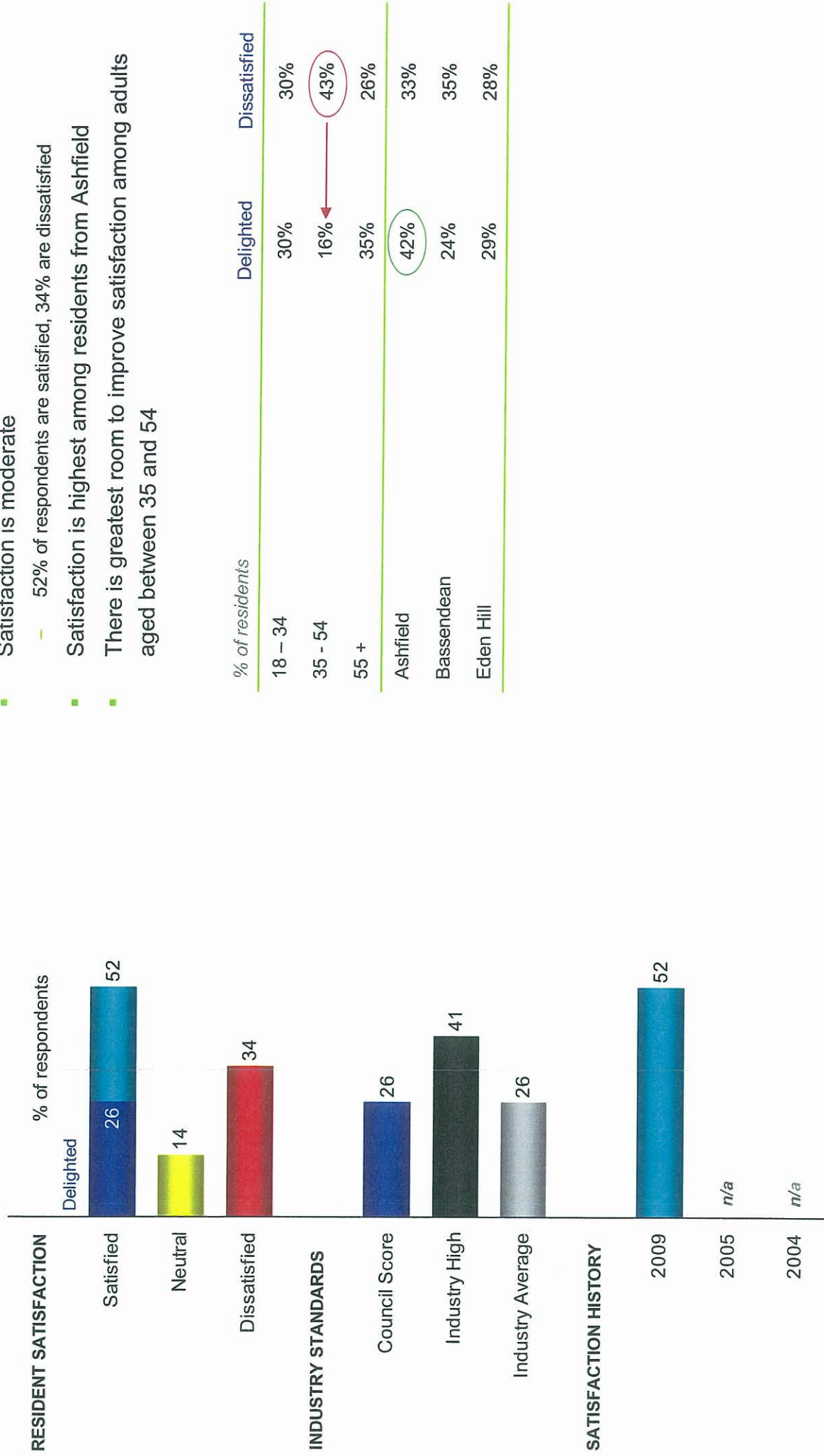
How the Town centre is being developed

Familiar 91%

Priority

32%

- Satisfaction is moderate
 - 52% of respondents are satisfied, 34% are dissatisfied
- Satisfaction is highest among residents from Ashfield
- There is greatest room to improve satisfaction among adults aged between 35 and 54



Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 786)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

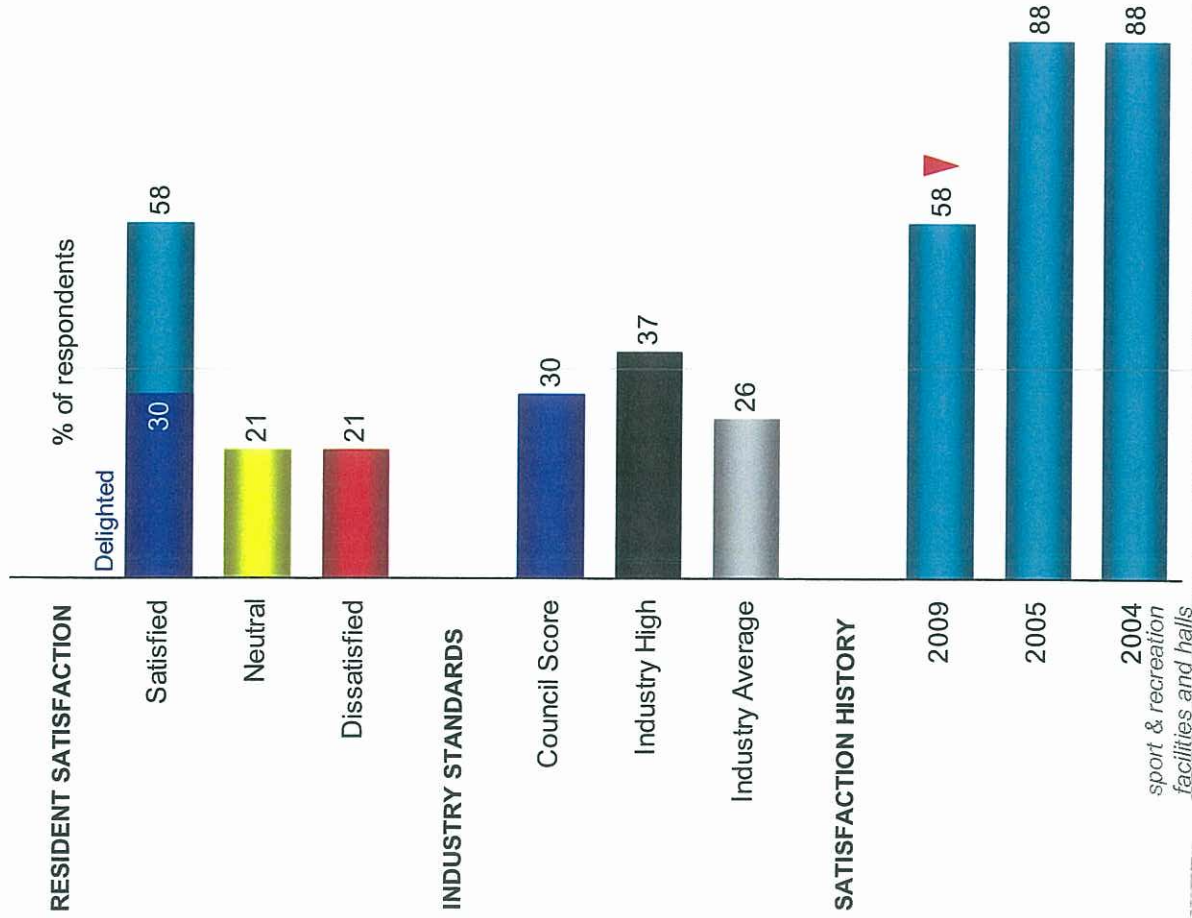
Community buildings and halls

Familiar 85%

Priority

5%

- Satisfaction is moderate having dropped significantly since 2005
 - 58% of respondents are satisfied, 21% are dissatisfied
- Satisfaction is highest among seniors, residents of Ashfield, renters
- There is greatest room to improve satisfaction among adults aged between 35 and 54



% of residents	Delighted	Dissatisfied
18 - 34	30%	19%
35 - 54	19%	27%
55 +	42%	17%
Ashfield	41%	19%
Bassendean	28%	22%
Eden Hill	30%	20%
Own	28%	22%
Rent	42%	12%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.

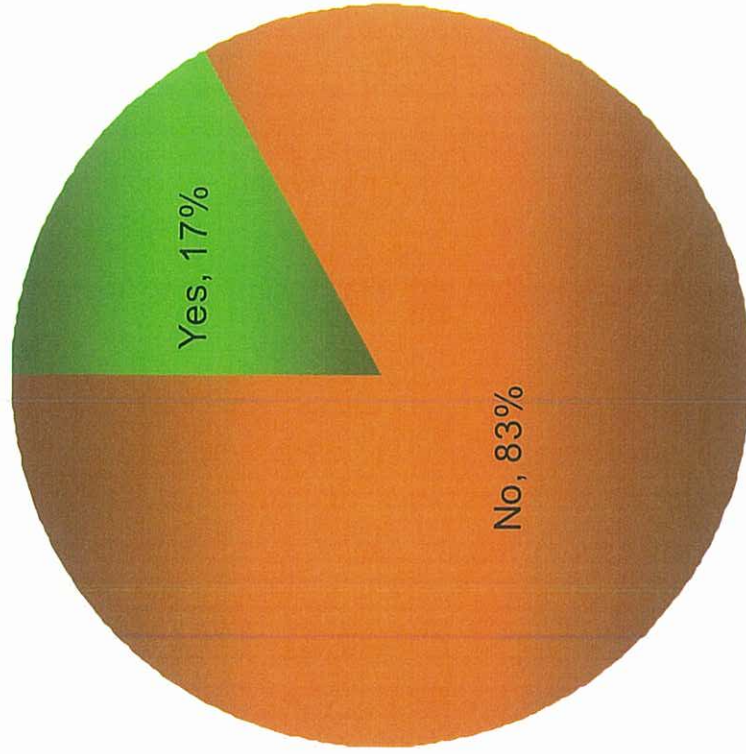
Base: Satisfaction - respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 307; 2009 n = 732)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

Community buildings and halls cont.

Q. Have you or anyone in your family ever hired a community facility or hall in the Town of Bassendean?



- Almost 1 in 5 respondents have hired a community facility or hall in the Town of Bassendean

Q. Have you or anyone in your family ever hired a community facility or hall in the Town of Bassendean?
Base: Hire – All respondents (Residents 2009 n = 855)

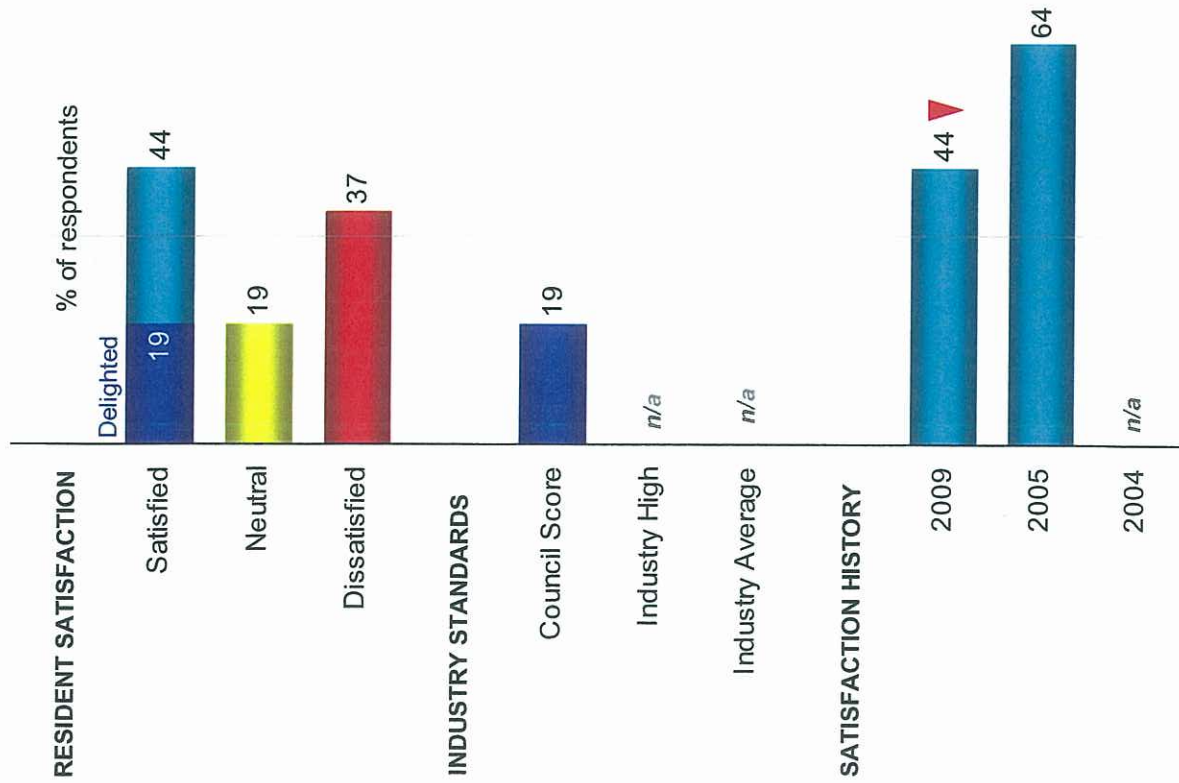


Public toilets

Familiar 73%

Priority 13%

- Satisfaction is moderate having dropped significantly since 2005
 - 44% of respondents are satisfied, 37% are dissatisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among adults aged between 35 and 54, those with older children and residents from Ashfield



% of residents	Delighted	Dissatisfied
18 - 34	21%	31%
35 - 54	13%	44%
55 +	24%	34%
Child at home 0 - 5 years	12%	30%
Child at home 6 - 12 years	7%	51%
Child at home 13 - 18 years	16%	43%
Child at home 19 +	16%	49%
Ashfield	14%	54%
Bassendean	18%	36%
Eden Hill	23%	33%
Own	17%	37%
Rent	34%	33%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 279; 2009 n = 627)
 Coding: Satisfied = 6-10; Delighted = 8, 9 and 10; Neutral = 5; Dissatisfied = 0-4

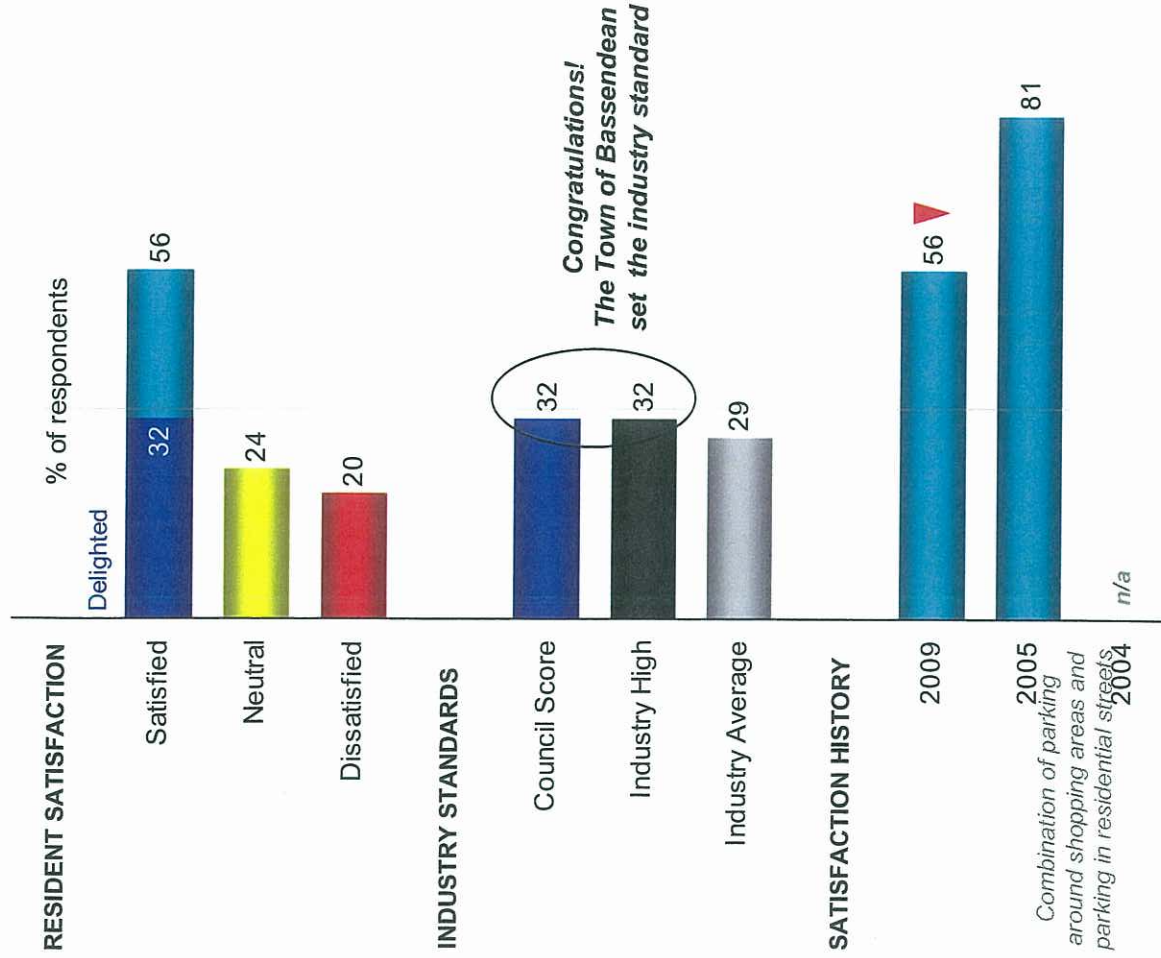
○ ▼ ▲ = significant variance

The control of parking

Familiar 82%

Priority 9%

- Satisfaction is moderate having dropped significantly since 2005
 - 56% of respondents are satisfied, 20% are dissatisfied
- There is greatest room to improve satisfaction among those aged 35+ years, those with older children and those with disabilities



% of residents	Delighted	Dissatisfied
18 – 34	39%	11%
35 - 54	24%	22%
55 +	34%	27%
Child at home 0 – 5 years	38%	9%
Child at home 6 – 12 years	20%	23%
Child at home 13 – 18 years	29%	25%
Child at home 19 +	23%	28%
Have disability / impairment	31%	34%
Non-English speaking background ^	27%	21%

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 382; 2009 n = 711)
 Coding: Satisfied = 6-10; Delighted = 8, 9 and 10; Neutral = 5; Dissatisfied = 0-4

Top 5 parking concerns.....

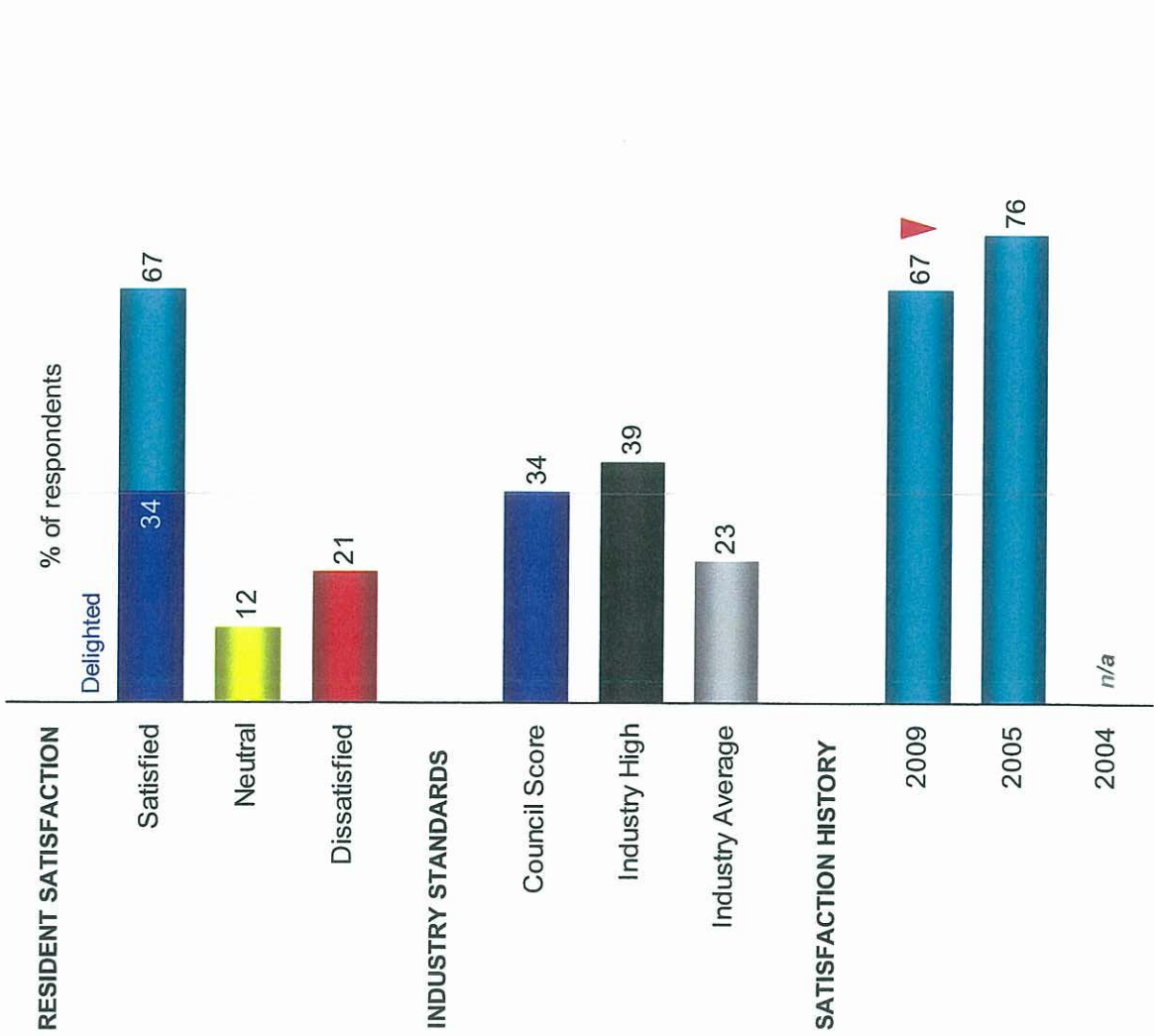
1. A large number of people going to events held at Bassendean Oval (for football, concerts, etc) are parking in the shopping centre car park resulting in insufficient parking for shoppers
2. Insufficient and unsafe parking particularly in key areas such as;
 - a. Old Perth Road – lack of parking for local businesses and customers
 - b. Primary School – Illegal parking causing traffic congestion and hazards
 - c. Library – People not using the library are using cark parks allocated for the library
 - d. Railway stations
 - e. Ashfield Parade
3. Lack of response from Rangers to enforce parking laws
4. Verge side parking
 - a. Reducing visibility at major intersections
 - b. Damaging the streetscape
5. Seniors and those with a disability believe there is insufficient disabled parking and those spaces that do exist are used by people without a permit
 - Generally, there is a broad perception that a combination of insufficient safe parking together with a lack of enforcement of parking laws is underlying the various concerns.
 - Residents believe that illegal parking, in particular football or concert goers parking in the shopping centre car park, are not deterred because there is a lack of punishment.

Facilitating Services

Control of graffiti, vandalism and anti-social behaviour

Familiar 85% Priority 28%

- Satisfaction is moderate and has dropped significantly
 - 67% of respondents are satisfied, 21% are dissatisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among residents aged between 35 and 54



% of residents	Delighted	Dissatisfied
18 - 34	42%	17%
35 - 54	22%	27%
55 +	41%	18%
Own	32%	22%
Rent	51%	14%

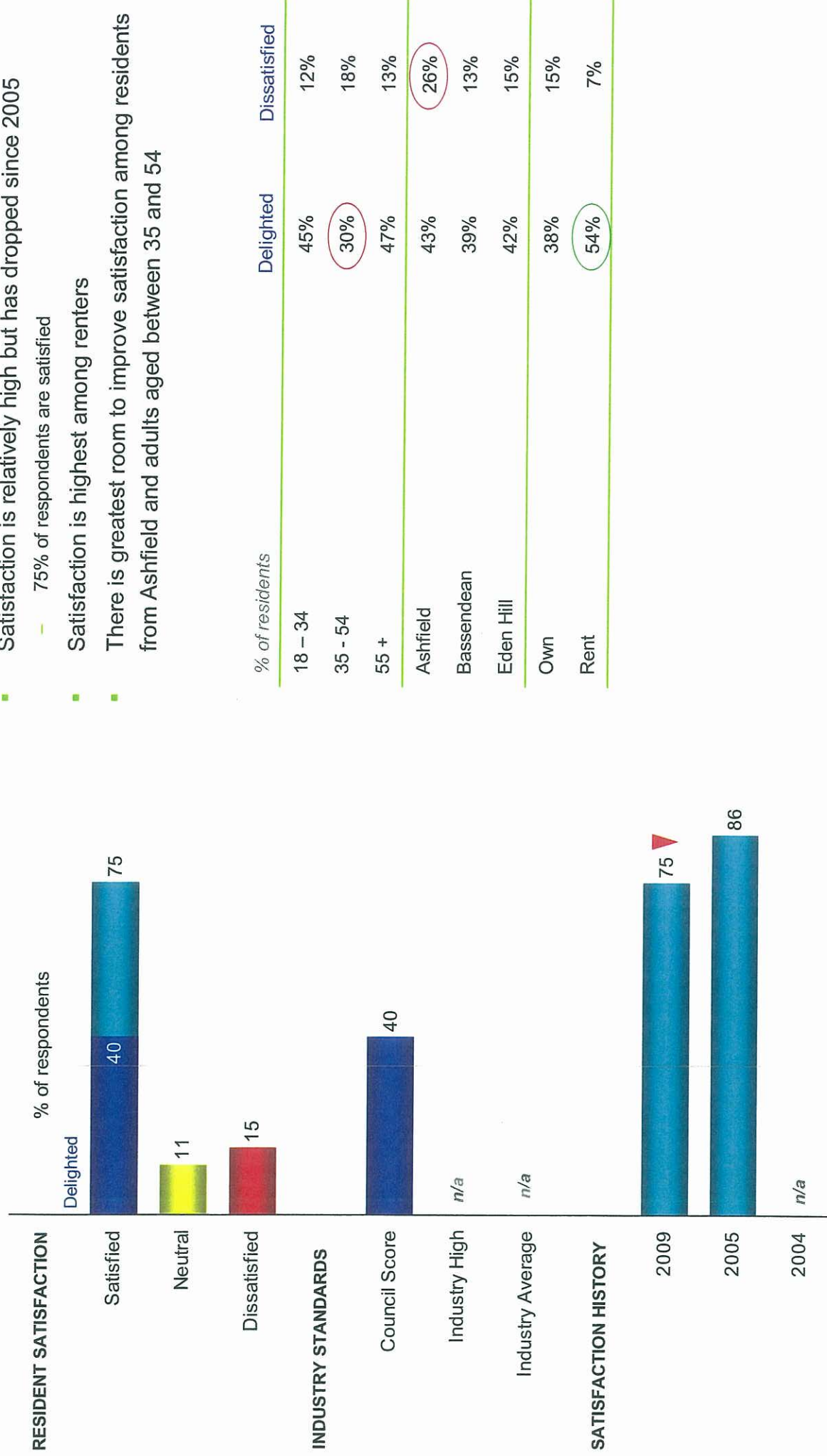
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 381; 2009 n = 731)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

How neat, clean and tidy the town is kept

Familiar 98%

Priority 19%

- Satisfaction is relatively high but has dropped since 2005
 - 75% of respondents are satisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction among residents from Ashfield and adults aged between 35 and 54



Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 399; 2009 n = 846)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

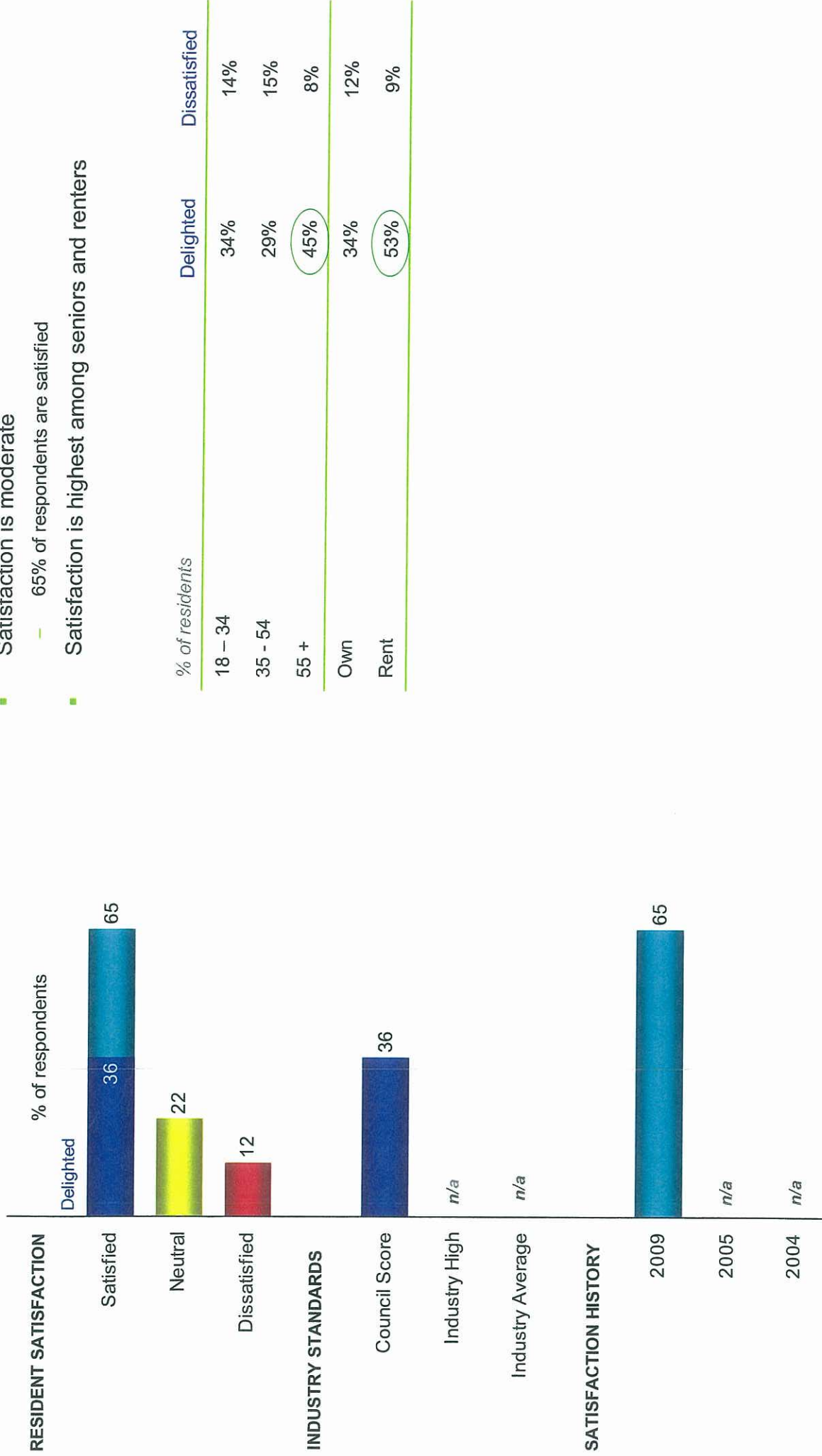
Efforts to promote and support volunteering

Familiar 67%

Priority

5%

- Satisfaction is moderate
 - 65% of respondents are satisfied
- Satisfaction is highest among seniors and renters



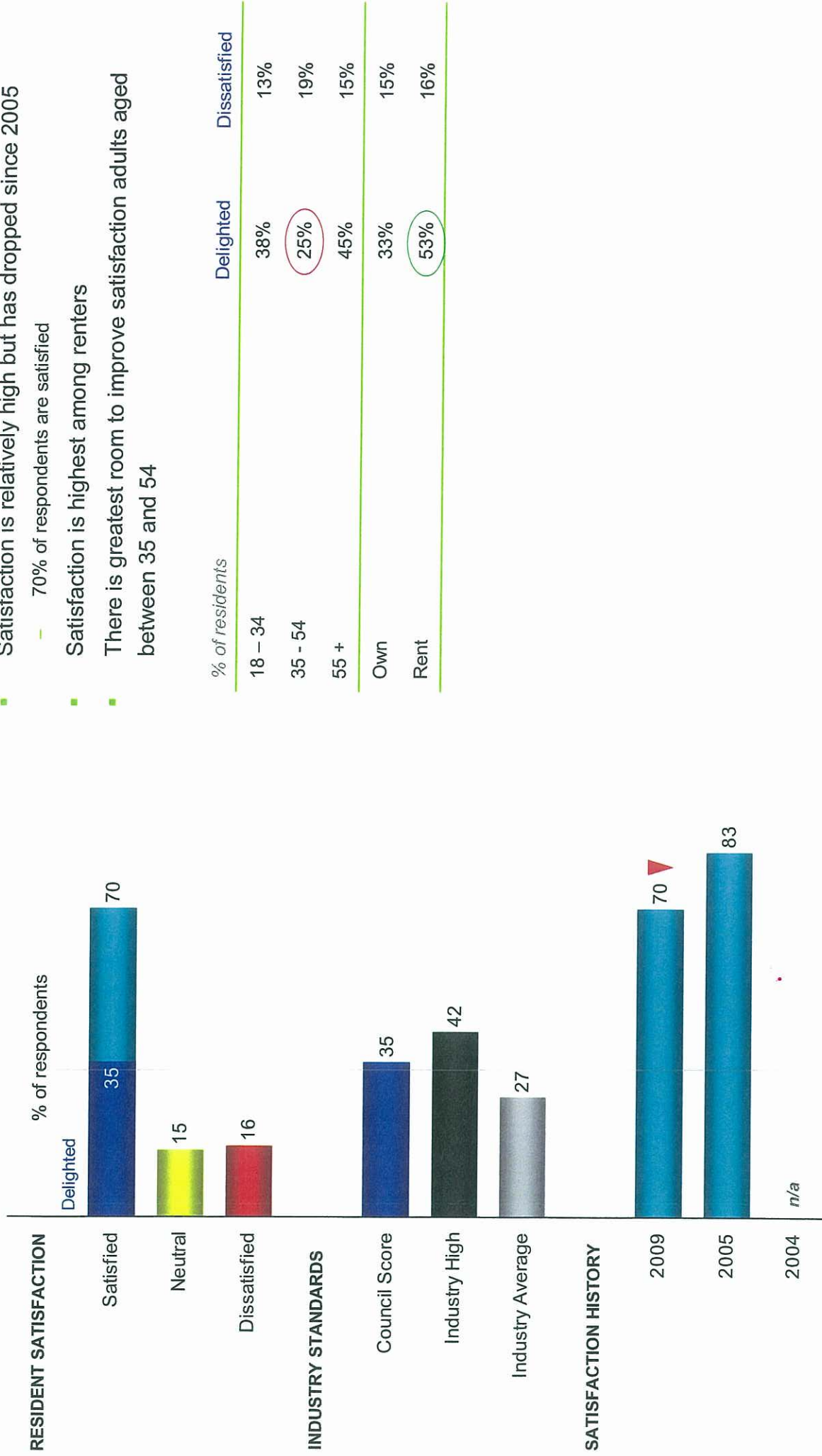
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 581)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Conservation and environmental management

Familiar 79%

Priority 20%

- Satisfaction is relatively high but has dropped since 2005
- 70% of respondents are satisfied
- Satisfaction is highest among renters
- There is greatest room to improve satisfaction adults aged between 35 and 54



Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2005 n = 365; 2009 n = 682)
 Coding: Satisfied = 6-10; Delighted = 8, 9 and 10; Neutral = 5; Dissatisfied = 0-4

Child care services

Familiar 45%

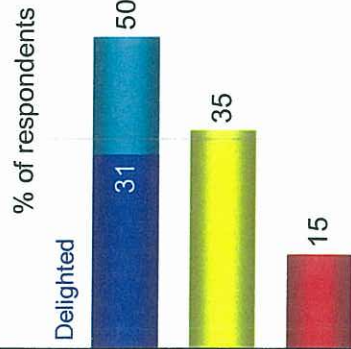
Priority 6%



- Satisfaction is moderate
 - 50% of respondents are satisfied
- Satisfaction is highest among seniors

% of residents	Delighted	Dissatisfied
18 - 34	28%	21%
35 - 54	27%	17%
55 +	39%	5%

RESIDENT SATISFACTION



INDUSTRY STANDARDS

Council Score 31

Industry High n/a

Industry Average n/a

SATISFACTION HISTORY



Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 386)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

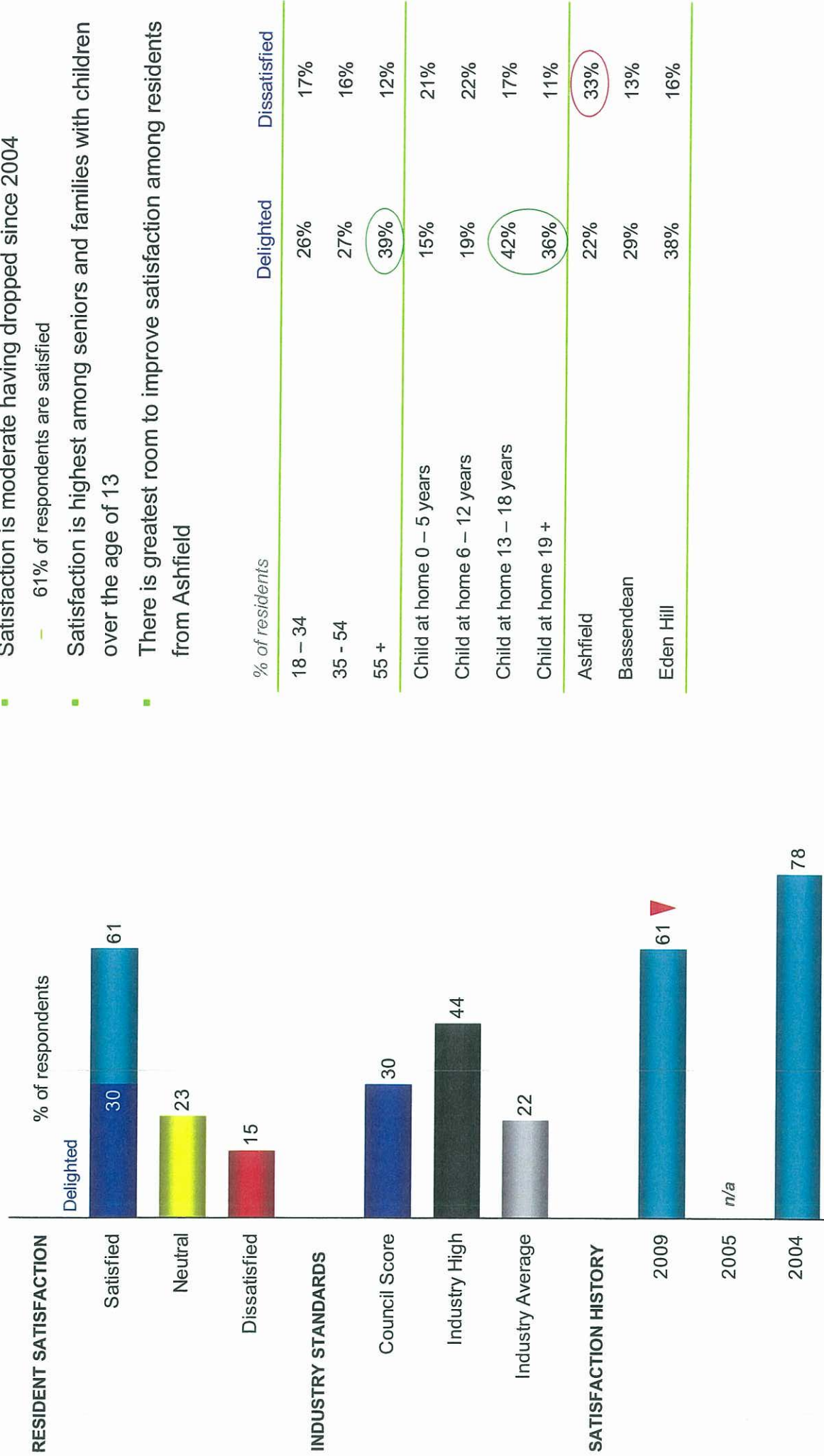
○ ▲ = significant variance

Service and facilities for youth

Familiar 56%

Priority 8%

- Satisfaction is moderate having dropped since 2004
 - 61% of respondents are satisfied
- Satisfaction is highest among seniors and families with children over the age of 13
- There is greatest room to improve satisfaction among residents from Ashfield



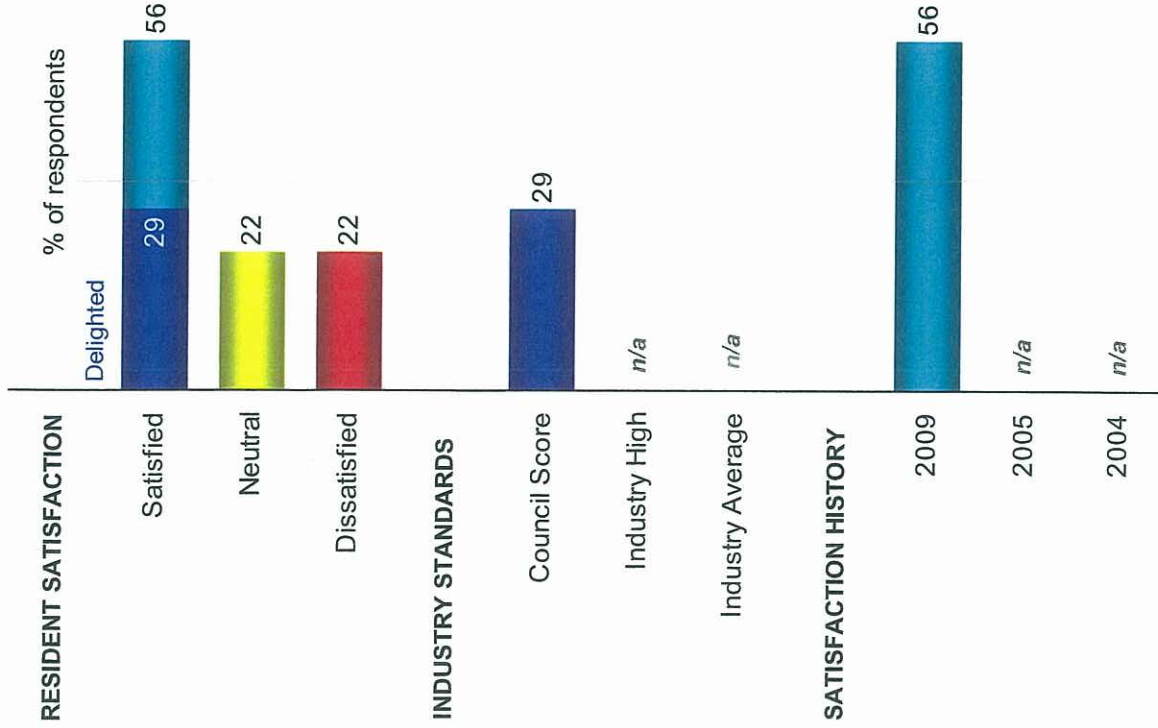
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 483)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Service and facilities for families

Familiar 63%

Priority 12%

- Satisfaction is moderate
 - 56% of respondents are satisfied, 22% are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction among families with pre-school aged children and ethnic groups



% of residents	Delighted	Dissatisfied
18 – 34	30%	27%
35 - 54	23%	26%
55 +	38%	12%
Child at home 0 – 5 years	23%	42%
Child at home 6 – 12 years	16%	34%
Child at home 13 – 18 years	29%	21%
Child at home 19 +	25%	29%
Non-English speaking background ^	27%	41%

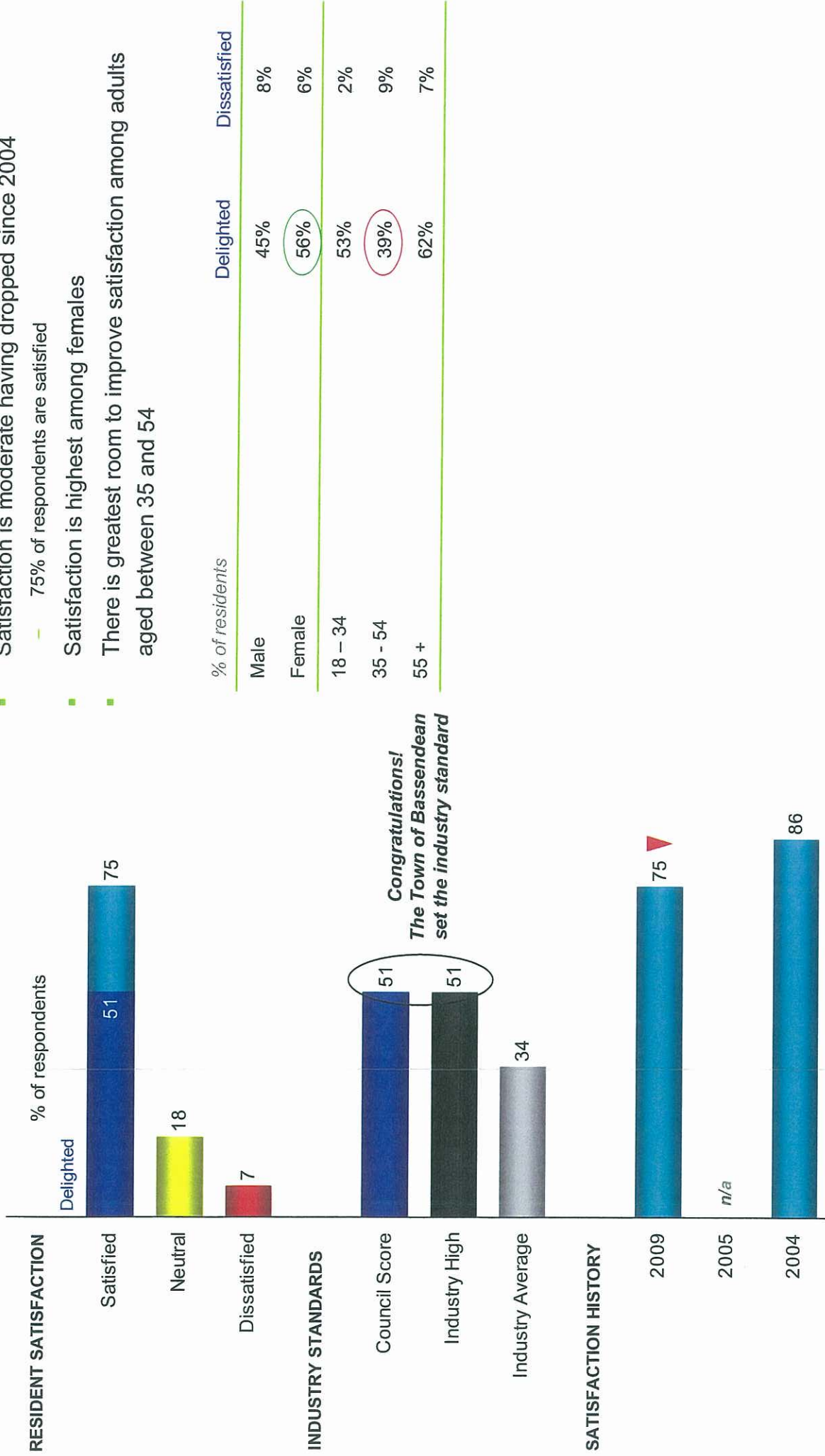
Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 545)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Services, facilities and care available for seniors

Familiar 58%

Priority 9%

- Satisfaction is moderate having dropped since 2004
— 75% of respondents are satisfied
- Satisfaction is highest among females
- There is greatest room to improve satisfaction among adults aged between 35 and 54

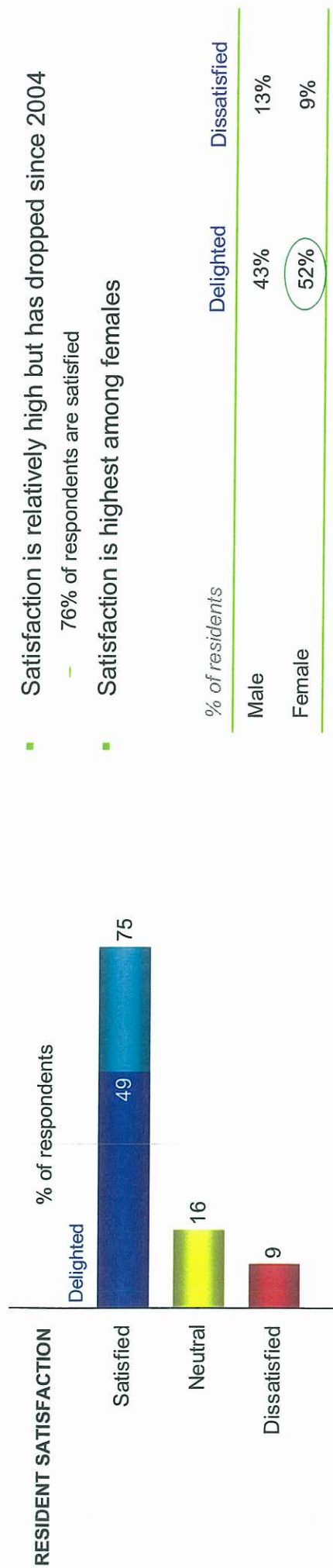


Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 501)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

Local festivals, events and cultural activities run by others

(such as Soundwave and ANZAC Day Service)

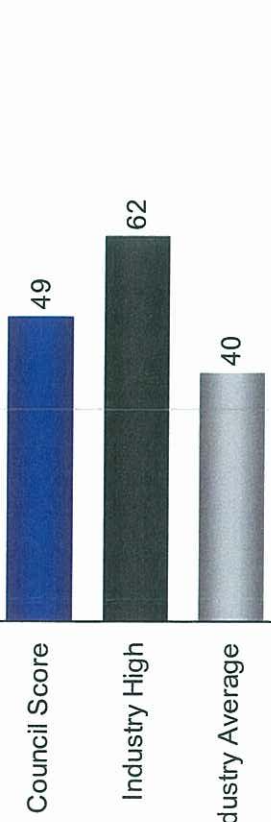
Familiar 92% Priority 10%



- Satisfaction is relatively high but has dropped since 2004
- 76% of respondents are satisfied
- Satisfaction is highest among females

% of residents	Delighted	Dissatisfied
Male	43%	13%
Female	52%	9%

INDUSTRY STANDARDS



SATISFACTION HISTORY



Festivals, events and cultural activities

Q. For each area please indicate how satisfied you are. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2009 n = 796)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

New services and facilities

1. 21% of respondents said they would like the Town to offer a bin collection service for all green waste
2. The second most prevalent response was the revitalisation of the Old Perth Rd café and restaurant strip which 18% of respondents said they wanted
3. 12% of respondents spontaneously mentioned that they'd like a skip bin service at least 3 times per year as opposed to the current verge-side bulk rubbish collections
4. Between 8 – 10% of respondents said they would like:
 - a. Weekly markets that offer fresh produce
 - b. Recreation facility that offers services such as sporting facilities, gym and an aquatic environment
 - c. Increased security – this includes security cameras, more lighting in trouble areas and a 24 hour mobile patrol team
 - d. An increase, and a wider variety, of arts and festivals for the community

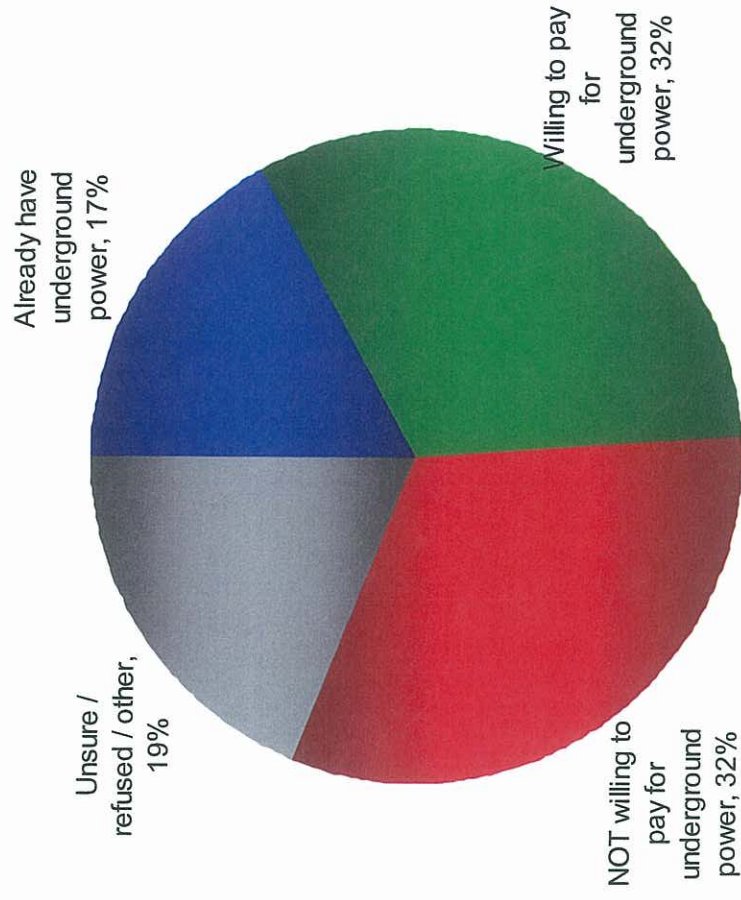
Willingness to pay for underground power and removal of existing poles and wires among ratepayers

- When ratepayers were asked if they were willing to contribute \$5,250 toward the installation of underground power and the removal of existing poles and wires, **views were split 50:50** among homeowners who do not have underground power and could offer an opinion on whether or not they were willing to pay for it.

Ratio willing to pay : not willing to pay	Willing to pay	Not willing to pay
Ashfield	52	48
Bassendean	52	48
Eden Hill	38	62

Base: Ratepayers who do not have underground power already and could comment on whether they were willing or unwilling to contribute.

- If plans went ahead to install underground power in the area, a majority would prefer to pay in instalments with their rates notice.
- It must be noted that these survey results do not take State Housing into account. A separate report has been prepared by the Town of Bassendean that considers State Housing.



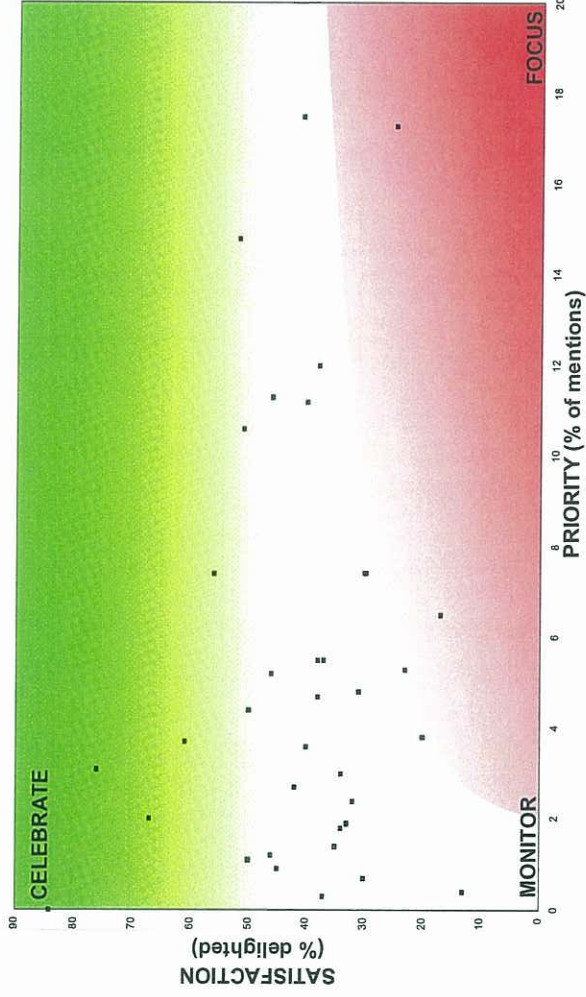
Q. Do you have underground power in your street? Q. Would you be willing to contribute around \$5250 towards the installation of underground power? Q. If underground power was installed in your street which of the following payment options would you prefer? Base: Existing- respondents who own house/paying mortgage (Residents 2009 n = 722); Installation- respondents who do not have underground power (Residents 2009 n = 597)

Community Priorities Indicator™

Community Priorities Indicator TM

The Community Priorities Indicator assists Councils to identify strategic priorities. Importance and satisfaction levels are analysed and presented in three clusters. These clusters illustrate whether the service or facility is one that needs to be a focus for improvement, monitored or celebrated.

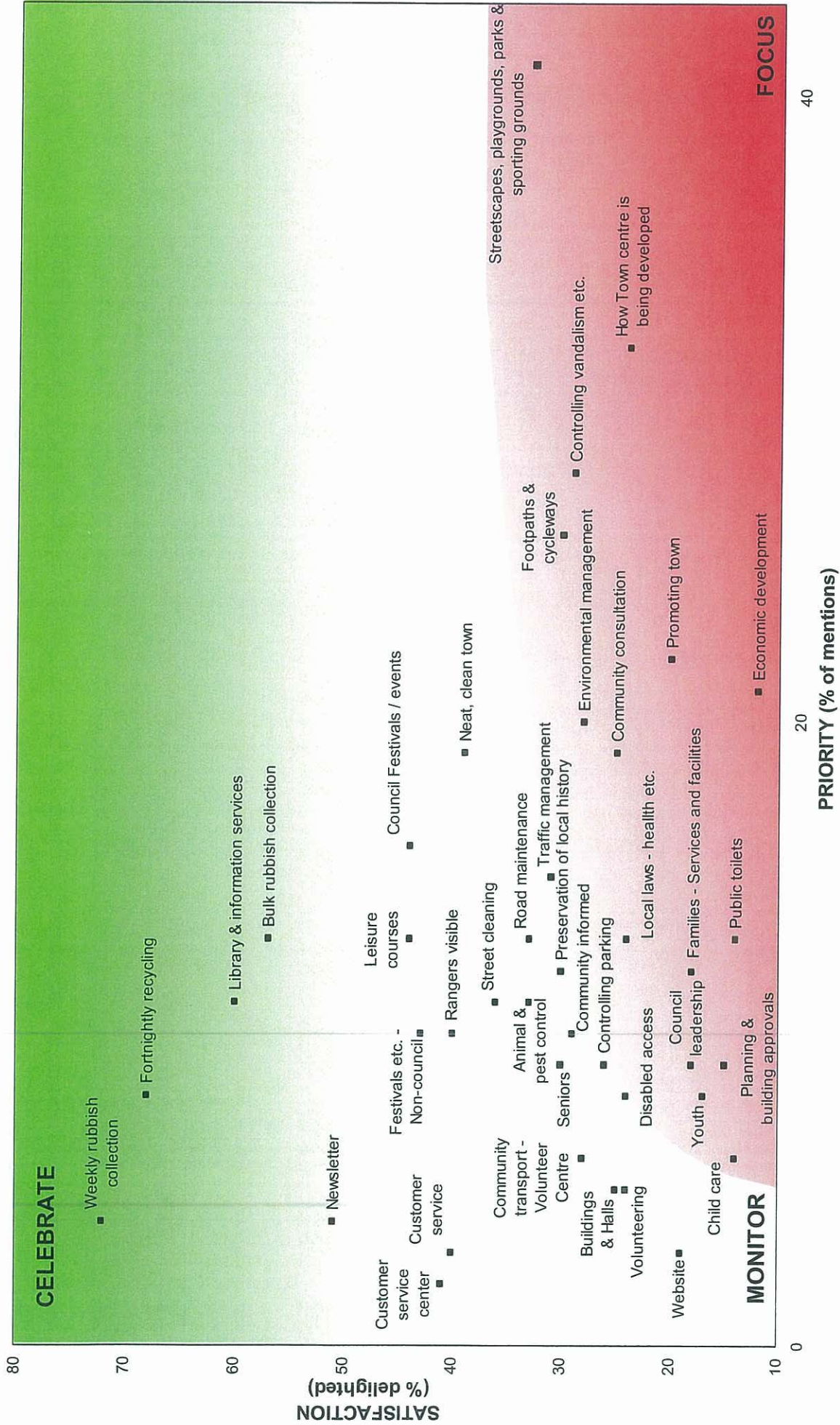
The **CELEBRATE** cluster contains services and facilities that are performing extremely well. At least 70% of respondents are very satisfied with the Council's performance (they rate satisfaction in the top 3 boxes on a 10-point scale). Celebrate success in these areas and maintain high performance levels!



MONITOR services and facilities in the lower left cluster. While respondents are less satisfied with these services, they are not considered high priority areas for improvement. Monitor performance in these areas. If satisfaction levels fall, these areas may become more of a priority.

FOCUS on improving services and facilities in the lower right cluster. These areas represent the 'hot issues' for Council. Consider how resources may be better utilised to improve performance. For example, Council may need to invest in better information, improved communications, improved service delivery or new infrastructure.

Community Priorities Indicator™



Q. Which areas would you most like Town of Bassendean to focus on improving? MULTIPLE RESPONSE ALLOWED
 Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied. Chart shows % of respondents delighted (8,9 or 10)
 Base: Priority – all respondents (Residents 2009 n = 862); Satisfaction - Respondents who use / can comment on service / facility (Residents 2009 n = various)

Strategic Insights

Strategic Insights

- A large majority of residents in the Town of Bassendean are satisfied with overall performance
- Residents are particularly pleased with waste management, library and information services (incl. the newsletter)
- The Town of Bassendean also set Industry Standards for performance in the following areas:
 - How the community is consulted about local issues
 - Enforcement of local-laws relating to food, health, noise and pollution
 - The control of parking
 - Facilities, services and care available for seniors
- Despite relatively strong performance, there was a significant drop in satisfaction over the past 4-5 years
- Key areas that residents would like the Town to focus on improving include:
 - Streetscapes, playgrounds, parks and sporting grounds (along with footpaths and cycleways)
 - Economic development, tourism and job creation
 - How the Town Centre is being developed
 - Graffiti, vandalism and anti-social behaviour
 - Promoting the area as a desirable place to live and work



Please let us know if we can assist you further with:

- community workshops
- focus groups
- survey research
- strategic planning

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