



Town of Bassendean

**Community Engagement for the Strategic
Community Plan (SCP)**

Report - Phase 1 – Mass Engagement

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WE NEED

your
views

Introduction

Every four years, each local government is tasked with revising their Strategic Community Plan. The Town of Bassendean is seeking to engage residents to take part and provide input into the plan through a two-phased approach to consultation and engagement.

Objectives:

- To assess the community views to inform the production of a new Strategic Community Plan
- To engage and activate residents, particularly the silent majority
- To showcase exemplary consultation from the Town of Bassendean and provide 'real' opportunities for two-way engagement
- Use modern design, increased promotion and digital survey techniques to encourage increased engagement

Key Messages:

- We want your input / We need you
- It's time to have your say on what you want and don't want
- Help the council spend your \$ on the services you want and use
- Don't miss this opportunity to connect with us
- We're trying to do things differently, what do you think?

Strategy

1. **Phase 1** - Mass Engagement – engagement campaign directing residents to fill in a short online questionnaire
2. **Phase 2** - Detailed facilitated group engagement with stakeholders and volunteer residents using data from the mass engagement phase to inform direction

This report details the results of Phase 1 and summarises the activity within the campaign.

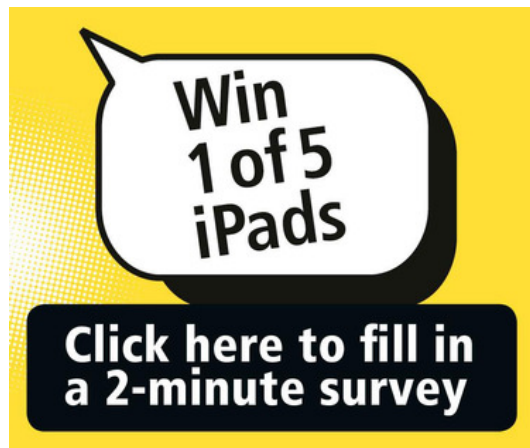
Appendices:

1. Paper version of the survey
2. Quantitative Results Report
3. Spreadsheet detailing comments split via strategic areas
4. Spreadsheet containing the full collated data from the survey



Summary of Activity

A new creative concept was created for the community engagement – “We Need Your Views” with a bright yellow colour theme to provide stand-out and a modern, friendly font to have wide appeal across the community. The speech bubbles represented a conversation or two-way engagement. The simple creative and colour scheme provided an opportunity for repeated recognition through the various communication channels employed.



The Phase 1 survey took place between 29 July and 9 September 2016. The main aim of the campaign was to drive people to complete the survey online at www.weneedyourviews.com.au. A home page was created which explained the survey’s purpose, estimated time to complete and how the answers would be used. This then clicked through to the survey, which was hosted on the digital research platform Typeform. The Typeform survey consisted of 17 questions and was purposefully top-level – touching on all areas of the Town of Bassendean’s work streams but without detail to allow for quick completion and therefore a higher response rate. The questions were mainly quantitative, used a variety of highly-visual mechanisms and featured one open question for qualitative feedback. *(Please see Appendix 1 for a copy of the survey questions)*

As an added incentive for completing the survey, a competition was promoted to ‘Win 1 of 5 iPads’ and users were invited to opt into the competition by filling in their email address as part of the survey.

The community was also invited to opt into the next stage of community workshops (Phase 2) again by filling in their email address within the survey.

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your views

Summary of Activity

Awareness raising was a very important part of Phase 1 with the aim of activating the community to complete the survey. Various marketing activities were employed to reach out to the residents:

- A card promoting the survey and competition was mailed out to each household within the Town of Bassendean.
- The survey was promoted in the main council venues e.g. reception, library etc with pull-up banners and posters
- Several posts throughout the survey period on the various council Facebook pages
- Several large vinyl signs along high-traffic routes e.g. Guildford Road
- Internally emails were sent to all staff
- Press releases sent to local media (no coverage resulted)
- Articles in the Bassendean Briefing (mailed out to each household)
- Hyperlink on the Town of Bassendean homepage
- Emails sent to various services and businesses asking them to spread the word
- Activation at key locations & events - shopping centres, markets etc



The Town of Bassendean needs your views for our new Strategic Community Plan

What is important on your street? How do you want us to spend your rates?

Please fill in our 2-minute survey here:
www.weneedyourviews.com.au
before 9 September 2016

Win 1 of 5 iPads for completing the survey*

If you require a paper version or need help filling in the survey, please call 08 9377 8000 or see us in person at our Customer Service Centre on Old Perth Road.

* Terms and conditions available at www.weneedyourviews.com.au/terms

TOWN OF BASSENDEAN
Home by the Swan



Reverse side of the card mailed out to each household

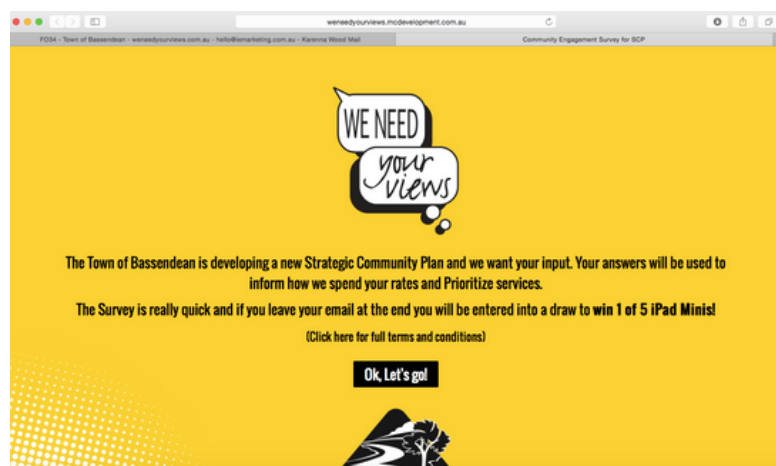


Summary of Activity

A highly-significant element was taking the campaign directly to the community at main shopping centres – Hawaiian Shopping Centre in Bassendean, the IGAs in Ashfield and Eden Hill and the Old Perth Road Markets. Staff from the Town of Bassendean were highly engaged and ran the exhibitions, directly engaging the residents in the initiative.



At the Hawaiian Shopping Centre, three jars were set up representing three overarching strategic areas – Environmental Sustainability, Social and Wellbeing & Economic Development. People were given three bottle tops and asked to 'vote'. The concept was to engage people and to draw people into the display, rather than necessarily counting the votes, however figures were collected. iPad stands were set up at the display locations where people could access and complete the survey directly. This allowed for quick completion and likely a higher response rate.



Screenshot - www.weneedyourviews.com.au homepage

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Results

Overall, 1192 responses completed responses to the survey were recorded, representing 7.36% of the Town of Bassendean population. (as of 2014/15 data). All quantitative questions were mandatory, so data is representative of the entire sample size. (Appendix 2 is a full pdf report of the quantitative data.)

Demographics of Respondents

The vast majority of respondents to the survey were residents living in the Town of Bassendean (85%) with the highest ranking age group (35-44) correctly representing the average of the population (38 years old). There was a higher ratio of female respondents overall (61%) and a higher ratio of respondents within the suburb of Bassendean (71%) as opposed to Eden Hill (13%) or Ashfield (7%). The respondents represented a good range of household types with the dominant types being 'Families with young children' (30%), 'Couples' (26%) and Single Adults (19%).

Are you a...

1192 out of 1192 people answered this question

1	Resident of the Town of Bassendean?	1,017 / 85%
2	Other	101 / 8%
3	Ratepayer in the Town of Bassendean but live elsewhere	51 / 4%
4	Business owner in the Town of Bassendean	23 / 2%

Now a bit about you. How old are you?

1192 out of 1192 people answered this question

1	35-44	269 / 23%
2	45-54	225 / 19%
3	55-64	215 / 18%
4	25-34	199 / 17%
5	65-74	150 / 13%
6	75+	84 / 7%
7	18-24	26 / 2%
8	12-17	13 / 1%
9	I'd rather not say	10 / 1%
10	Under 12	1 / 0%



Results (cont.)

What is your gender?

1192 out of 1192 people answered this question



Which suburb do you live in?

1192 out of 1192 people answered this question



Which of these best describes your household?

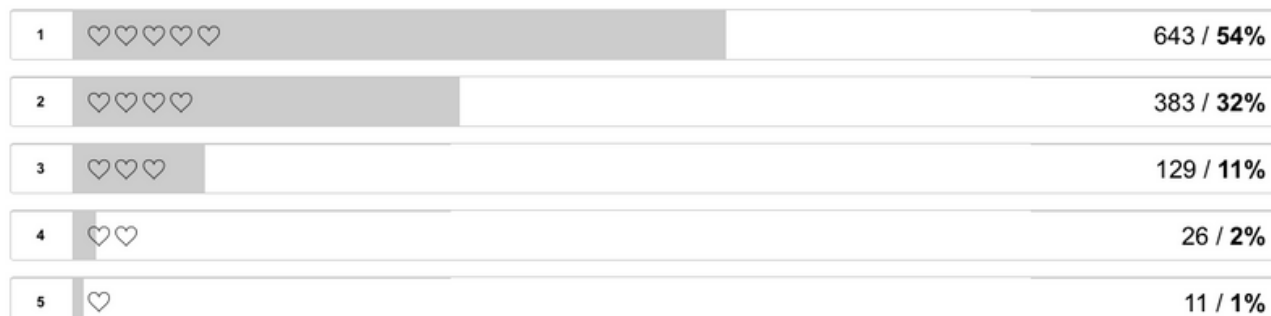
1192 out of 1192 people answered this question



There was a lot of community pride expressed through the survey.

Tell us how much you love the Town of Bassendean

1192 out of 1192 people answered this question



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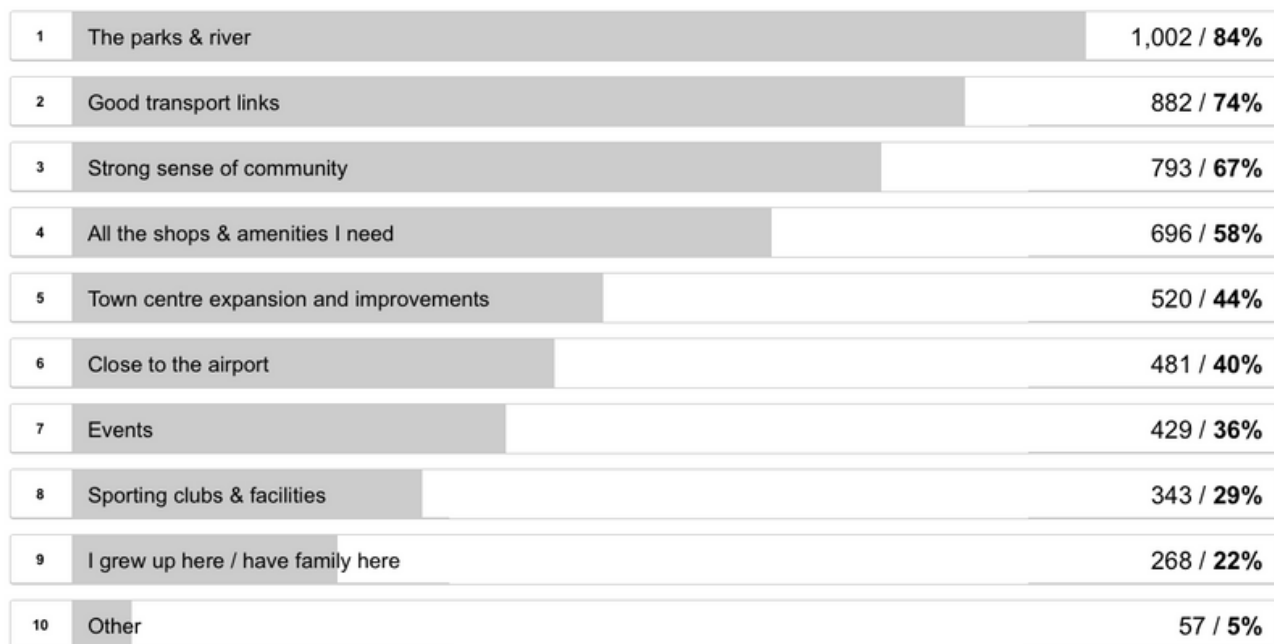
Results (cont.)

Over 50% of residents gave '5 hearts' to show their love for Bassendean and gave an overall rating of 4.36/5.

When asked what was important to them about Bassendean, some clear priorities emerged - The Parks & River, Transport Links & The Community. These areas were reinforced as priorities within further questions and also open comments.

What is important to you about Bassendean?

1192 out of 1192 people answered this question



Respondents were then asked to vote from 1 -5 on how important 12 key strategic areas were to them. This delivers priorities without forcing the respondent to choose between the areas and also provides multiple data readings in detail across the strategic areas.

Again the natural environment, parks and river emerged as the top priority for respondents, followed by the traditional council services - transport & roads and waste services. These strategic areas also received the highest ratings with over 75% of respondents voting 'Natural Environment & Public Open Space' and 'Protecting the Town's Waterways' as most important (5 thumbs up).



Results (cont.)

Priorities across the 12 strategic areas (out of 5)

• Natural Environment & Public Open Spaces	4.69
• Protecting the Town's Waterways	4.65
• Waste Services	4.41
• Transport & Roads	4.24
• Events, Arts & Culture	4.12
• Local Economy & Business	4.12
• Climate Change	4.05
• Community Services	4.02
• Development & Revitalisation	3.84
• Building, Planning & Health	3.81
• Senior & Disability Services	3.55
• Youth & Childcare	3.5

Overview of Open Comments

Out of 1192 total responses, 556 respondents also left comments in response to the question 'Is there anything else you'd like us to know?'. The majority of the comments received (approximately 35%) were in relation to 'Development' and within this related to the current proposed LandCorp redevelopment of the Bassendean Oval and the increase in housing density and changes to zoning and planning.

There was also a strong desire for more trees or the protection of trees (particularly related to 'Development'), improvements to public open spaces and for changes to the recycling and green waste collections. Other points raised include more street lighting, improvements to footpaths and pedestrian safety, a desire for underground power and improved / new playground facilities.



Detailed Results for each strategic area

1 Natural Environment & Public Open Spaces

1192 out of 1192 people answered this question



4.69
Average rating



Natural Environment & Public Open Spaces - One of the strongest elements to emerge from the survey is the overwhelming desire from residents to protect open spaces and maintain trees. Many respondents reference the unique, leafy character of the suburb and would like more protection of trees in particular in relation to development and planning.

Many comments referenced trees along street verges - the need to protect them, to underground power to allow full growth and for more maintenance of verges.

A desire for increased and innovative play facilities within the parks was also repeatedly expressed.

2 Protecting the Town's Waterways

1192 out of 1192 people answered this question



4.65
Average rating





Detailed Results for each strategic area

Protecting the Town's Waterways - The river and foreshore are a vitally important area for respondents and comments include protection of the river, surrounding wetlands and native flora and fauna. Boat launching facilities, more riverfront facilities and crossing points were also suggested.

3 Waste Services

1192 out of 1192 people answered this question



4.41
Average rating



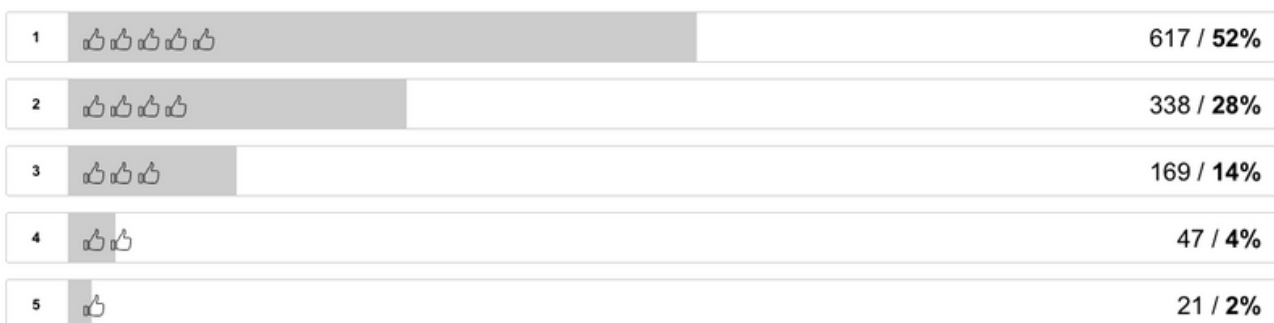
Waste Services - A strong theme to emerge from the comments was the desire for changes to the current waste system. Many comments referenced the system in Bayswater and a desire for skip bins, particularly for green waste, instead of the annual verge collections. Respondents also wished for more frequent recycling collections (ideally weekly) and more litter bins, particularly along high traffic routes such as the main bike paths.

4 Transport & Roads

1192 out of 1192 people answered this question



4.24
Average rating





Detailed Results for each strategic area

Transport & Roads - Footpaths were of concern to respondents with regards lack of maintenance and a more strategic approach to pedestrian flows and crossings. Road safety was also highlighted with speeding being sighted as an issue in some areas. Poor street lighting was repeatedly referenced leading to some residents feeling unsafe at night. Several road junctions were mentioned in terms of congestion and the need for improvements.

Parking was also highlighted as an issue at transport hubs, on verges and around private driveways. Several respondents asked for parking to be an important part of the development of units or when land is subdivided.

5 Events, Arts & Culture

1192 out of 1192 people answered this question



4.12
Average rating

1		551 / 46%
2		357 / 30%
3		186 / 16%
4		68 / 6%
5		30 / 3%

Events, Arts & Culture - Overall respondents were very positive about events and requested more events such as a local farmers market and for improvements to the existing market - in particular recruitment of more vendors selling handmade and creative products. Increased street vibrancy through 'parklets' and public art was suggested as was an increase in decorations for Christmas. There was some negativity expressed over the cost of fireworks and requests for this to be reviewed.



Detailed Results for each strategic area

6 Local Economy & Business

1192 out of 1192 people answered this question



4.12
Average rating



Local Economy & Business - NBN and underground power were mentioned frequently and there were requests for more information on and awareness of local business initiatives.

7 Climate Change

1192 out of 1192 people answered this question



4.05
Average rating



Climate Change - No specific comments were received in relation to climate change.

8 Community Services

1192 out of 1192 people answered this question



4.02
Average rating





Detailed Results for each strategic area

Community Services - The few comments received under Community Services were varied in nature:

- The desire for a mens shed and activities for retired males
- A program for assistance for the elderly with tasks such as bins and gardening
- More sporting facilities
- More support for young parents
- Make the ranger more visible
- Assistance with security e.g. Patrols, CCTV and programs tackling anti-social behaviour

9 Development & Revitalisation

1192 out of 1192 people answered this question



1	👍👍👍👍👍	449 / 38%
2	👍👍👍	329 / 28%
3	👍👍👍	262 / 22%
4	👍	76 / 6%
5	👍👍	76 / 6%

Development & Revitalisation - The main theme of comments regarding development were about balancing the need for growth and density whilst keeping the unique character and green open spaces. Many were opposed to the proposed development around the Oval but were not 'anti-development' - just against the loss of open space and established trees.

Many respondents referenced the need for a strategic plan for development over the Town of Bassendean as a whole, the need for strict building and design standards to maintain quality and for the Town to maintain it's heritage / leafy feel rather than becoming 'generic'. Several respondents related Bassendean to a 'village' or a 'relaxed town' and to the legacy of today's planning decisions. Many asked that development not be rushed, community views listened to and for there to be more transparency around development planning.



Detailed Results for each strategic area

The move to higher-density living was referred to repeatedly and there was a strong desire for the height of developments to be capped at three / four storeys.

Some also referenced the need to focus on areas outside Bassendean town centre e.g. Eden Hill and for more to be done at the end of Old Perth Road around the train station.

10 Building, Planning & Health

1192 out of 1192 people answered this question



1	👍👍👍👍👍	401 / 34%
2	👍👍👍	356 / 30%
3	👍👍	292 / 24%
4	👍	94 / 8%
5	👍	49 / 4%

Building, Planning & Health - The majority of comments relating to planning have been discussed under 'Development', however the desire of many respondents for a more strategic approach to planning crosses over into this section and there were also requests for the planning process to be simplified and made easier for residents. Parking was frequently referenced to with respondents wanting planning measures put in place for parking for new developments and subdivisions.

11 Senior & Disability Services

1192 out of 1192 people answered this question



1	👍👍👍👍👍	399 / 33%
2	👍👍	285 / 24%
3	👍👍👍	251 / 21%
4	👍	138 / 12%
5	👍👍	119 / 10%



Detailed Results for each strategic area

A small number of comments were received regarding Senior & Disability services specifically:

- Requests for more park benches or rest seats
- Requests for new or replacement bus shelters e.g. outside Hyde Park Retirement Village
- The need to keep non-digital forms of communication, particularly face-to-face for people who don't use computers / the internet

12 Youth & Childcare Services

1192 out of 1192 people answered this question



3.50
Average rating

1		415 / 35%
2		251 / 21%
3		225 / 19%
4		188 / 16%
5		113 / 9%

Youth & Childcare Services - In addition to the multiple comments requesting new and innovative playground facilities, comments in this area included:

- The Infant Health Centre needs upgrading
- Requests for more activities and events specifically for children
- More focus on young families generally to reflect this large demographic within the Town

Bottletop Count

Although the voting of shopping centre visitors with bottle tops was designed as a leveraging exercise for the survey, the tops were also counted and the final number counted below:

- Environmental Sustainability - 467
- Social and Wellbeing - 420
- Economic Development - 313





Results (cont.)

Overall, how would you rate the services the Council provides?

1192 out of 1192 people answered this question



1	☆☆☆☆	538 / 45%
2	☆☆☆	324 / 27%
3	☆☆☆☆☆	230 / 19%
4	☆☆	68 / 6%
5	☆	32 / 3%

Overall Council Rating - The average rating for the services the council provides was 3.73/5. There was a mix of positive and negative comments regarding the Council, with negative comments mainly being in relation to transparency of process and not listening to feedback on the Bassendean Oval redevelopment. Positive comments ranged over various issues and areas and were often linked to a high-level of community pride.

Several respondents felt that rates were too high, relating them to other local government rates or the perceived lack of increased services for increased rates.

What can we improve upon?

1192 out of 1192 people answered this question

1	More opportunities to provide feedback on services would be good	557 / 47%
2	Share more about how our rates are spent	516 / 43%
3	More communication please	410 / 34%
4	Please make it simpler to deal with the Council	349 / 29%
5	Nothing	161 / 14%
6	Other	85 / 7%



Results (cont.)

What can we improve upon? - Responses here generally reflect a desire for more opportunities for two-way communication. Respondents are highly engaged in their local community and wish to be provided with more community involvement and interaction with council services and decision-making.

Many of the minor, very specific suggestions made using this survey e.g. regarding dog walking at Mary Crescent Reserve, reflect a need for a 'suggestion box' facility whether digitally, physically or both.

On the communication front, how would you like the Town to communicate with you?

1192 out of 1192 people answered this question

1	Through the Bassendean Briefings (mailed out to each household)	781 / 66%
2	Using E-newsletter (news emailed directly to you)	632 / 53%
3	By visiting our website (we're currently developing a new one)	464 / 39%
4	Through Social Media	443 / 37%
5	Through Notice Boards / Posters	324 / 27%
6	In the traditional media (TV, radio, newspapers)	235 / 20%
7	Other	18 / 2%

Communication - Respondents overwhelmingly want the council to communicate with them through mediums delivered directly to them, either physically in the mail such as the Bassendean Briefing or to their inboxes via email. The website and social media were also important tools for communication, with nearly double the votes to traditional media such as TV, radio and newspapers. Other suggestions included repeating the presence at the shopping centre, more public forums, more signs along Guildford Road and posters / notices at venues such as cafes. In addition, one respondent asked for "brighter, clearer and more confident communication."



Results (cont.)

How did you find out about this survey?

1192 out of 1192 people answered this question

1	I received a card in the mail	513 / 43%
2	At the shopping centre	292 / 24%
3	Facebook	180 / 15%
4	Other	166 / 14%
5	Saw a sign / poster	166 / 14%
6	At the library	110 / 9%
7	I read about it in the newspaper	28 / 2%

How did you find out about the survey? - Similar to the response above, receiving communication directly to their household in the mail was the most effective form of promotion for survey awareness, followed by the activation at the shopping centre. Other methods of survey awareness noted by respondents were:

- Customer Service Representatives (mainly 'when paying rates')
- Volunteer Centre
- Emails sent from councillors or businesses
- Wind in the Willows Childcare Centre Newsletter
- Word of mouth
- Town of Bassendean Employees
- At the market

Devices used to complete survey:

- 54% - PCs and Laptops
- 29% - Smartphones
- 17% - Tablets

The information regarding successful and preferred communication channels is important in structuring future consultations, communication strategies and in assigning budget to the various channels.



Conclusion

The high response rate, high volume of comments and large number of subscribers to take part in Phase 2 (see below) depict an engaged and interested community.

Clear respondent priorities emerged through the survey which can be investigated further in Phase 2 and taken forward into the Strategic Community Plan. The survey has also highlighted a desire by respondents for more communication and opportunities to feedback. It is recommended a full list of comments (see Appendix 3) be passed to relevant departments as not all specific suggestions have been able to be described within the report. It is further recommended that the community are provided with feedback on the results of Phase 1 and how the information is being used to inform Phase 2 and eventually the Strategic Community Plan.

Phase 2

Out of the 1192 respondents, 454 (38%) registered their interest to attend focus groups or workshops as part of Phase 2 of the consultation.

Reflecting the priorities and recommendations made by the respondents, the following areas are suggested as topics for further investigation in Phase 2:

- Maintaining the unique character of Bassendean - balancing growth and development with heritage and the natural environment
- Changes to waste services - reflection on other local government services, frequency of collection and changes to annual verge collections
- Improving streetscapes - footpaths, verges, street lighting and pedestrian movement & safety
- Play facilities - reviewing current facilities and innovative approaches to play areas