

**SHIRE OF DENMARK  
2011 COMMUNITY NEEDS  
AND  
CUSTOMER SATISFACTION  
SURVEY REPORT**



# **2011 SHIRE OF DENMARK COMMUNITY NEEDS AND CUSTOMER SATISFACTION SURVEY REPORT.**

**Produced by the Shire of Denmark**

**Adopted by Council at the Meeting held**

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# 2011 SHIRE OF DENMARK COMMUNITY NEEDS AND CUSTOMER SATISFACTION SURVEY REPORT

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# **2011 SHIRE OF DENMARK COMMUNITY NEEDS AND CUSTOMER SATISFACTION SURVEY**

## **Introduction**

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This report provides a summary of a Customer Satisfaction and Community Needs Survey conducted in January 2011 by the Shire of Denmark.

The Report both summarises and provides analysis and comment on the information received from 1000 randomly selected electors, comprising a representation of both local and absent landholders from their respective locations within the Shire.

The return rate of 47.9% for the survey is considered to be an excellent response from a statistical perspective and the information that has been derived from the sample will be extremely useful in guiding strategic and operational priorities of the Council and gauging opinion on many relevant issues.

A copy of the Survey Results, including comments received, is attached to this report for additional information and to support the recommendations contained within this Report.

## **Project Objectives**

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The overall objectives of this survey were:

- To provide a clear understanding of the needs of the electors of the Shire of Denmark in relation to current and future service provision;
- To ascertain the electors level of satisfaction with the current services and facilities provided;
- To ascertain the aspirations and needs of the Shire of Denmark's electors
- Obtain information to guide future strategic decision making and budget priorities.

## **Background**

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At the 26 August 2008 Ordinary Meeting of Council, a Policy was adopted to reintroduce the biennial Community Needs and Customer Satisfaction Survey. The survey is to be conducted every second year by Shire staff to minimise the cost to ratepayers. A survey was conducted in December 2008 which recorded an excellent response rate of 36.8%.

## **Validity of Survey Results**

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The formula used to assess the Statistical Validity was taken from the "Survey System" website. The returned numbers of surveys were entered into the sample size calculator to calculate the Confidence Interval. Once this figure was ascertained the Confidence Interval figure was entered against the entire population of ratepayers. With the calculations and figures entered into the Sample Size Calculator the Confidence Level was then determined at 95%.

## Survey Methodology

The survey process involved several stages. Staff and Councillors revised several versions of the initial draft in the planning stages of the process, to ensure the questions reflected the objectives of the project.

At the January 2011 Ordinary Meeting of Council, it was agreed that a comprehensive mail out to 1000 electors, selected at random via the Shire of Denmark's Consolidated Electoral Roll, was an efficient and comprehensive method of survey.

<b>COUNCIL RESOLUTION &amp; OFFICER RECOMMENDATION</b>	ITEM 8.4.2
That Council with respect the 2011 Community Needs & Customer Satisfaction Survey;	
1. Authorise distribution of the 2011 Community Needs & Customer Satisfaction Survey subject to endorsement of the above amendments and any others that may be identified at the Meeting;	
2. Endorse the Community Consultation Plan as presented.	
CARRIED: 12/0	Res: 290111

Staff conferred with Councillors regarding the questionnaire and it was piloted with a number of randomly selected staff members, independent of the preparation of the document, to verify its clarity, purpose and efficacy. The questionnaire was adopted by Council, individually numbered and subsequently sent with a reply paid envelope to all selected ratepayers in the Shire of Denmark on the 3<sup>rd</sup> February 2011.

Each survey was individually numbered to alleviate copies being reproduced and not detected. Once the questionnaires were returned, staff entered the figures and collated all of the data. All returned survey numbers were entered onto a spreadsheet to ensure there were no duplicated copies sent. All surveys handed over the counter were scrutinised to ensure that no duplicated copies were handed in.

In accordance with this Resolution, staff have prepared this Report to assist Council and the community to interpret the information received and use the results for their intended purpose.

## Survey Responses

Council is extremely pleased with the response of 47.9% (representing 479 respondents) which allows Council to have a high degree of confidence that the results received reflect the opinion of property owners to the questions asked in the Survey.

Respondents were asked to specify what age group they were. The following table indicates the percentage of property owners per age group that responded to the questionnaire:

<15	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85<
0	0.6	1.5	1.9	3.0	3.8	6.2	6.2	13.9	13.4	16.0	12.4	11.5	6.0	2.1	1.5

Respondents were asked to specify their gender. The following table indicates the percentage of property owners per gender that responded to the questionnaire:

<b>Female</b>	<b>Male</b>
57.1%	42.9%

Respondents were asked to specify the locality of their property within the Shire of Denmark. The following table indicates the percentage of property owners per locality that responded to the questionnaire:

<b>Denmark</b>	43.7%
<b>Bow Bridge</b>	0.9%
<b>William Bay</b>	2.6%
<b>Ocean Beach</b>	19.0%
<b>Kordabup</b>	1.9%
<b>Nornalup</b>	1.1%
<b>Parryville</b>	0.4%
<b>Parry Beach</b>	0.6%
<b>Tingledale</b>	0.9%
<b>Hay</b>	6.0%
<b>Hazelvale</b>	0.6%
<b>Kentdale</b>	1.9%
<b>Mt Lindesay</b>	1.7%
<b>Peaceful Bay</b>	3.4%
<b>Scotsdale</b>	7.2%
<b>Shadforth</b>	7.0%
<b>Unknown</b>	1.1%

Respondents were asked to advise of their electoral status, the results of which are summarised as follows;

<b>Tenant of Property</b>	11.5%
<b>Resident &amp; Ratepayer</b>	79.7%
<b>Absentee Owner</b>	8.7%

Many individual comments were received which indicates a high level of interest from those completing the Survey.

## **Conclusion**

As a result of the excellent response rate and the obvious time and attention paid to the questions by these respondents, as evidenced by the large number of individual comments made in response to the questions asked, the Survey will prove to be an excellent tool to guide and inform Council in future decision making.

Where relevant, the results of the Survey will be distributed to Committee's of Council for comment and use in their discussions. The survey results will also be made freely available on the Shire website for interested persons to access at their convenience.

These results will continue to allow Council to determine benchmarks by which future service delivery can be measured and allow for strategies to be adopted on an ongoing basis to implement a process for continuous improvement across all levels of the organisation.

Council would like to acknowledge those unidentified persons who responded to the Survey and thank them for their effort in completing the extensive and detailed questionnaire.

Dale Stewart  
**Chief Executive Officer**

## (A) Current Issues

### 1. ENTREPRENEURIAL ACTIVITIES: % of Responses.

Survey respondents were invited to indicate the strength of their agreement to the following questions;

Lifestyle Village for over 55's (in conjunction with the Denmark Country Club).						
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure	Ave Rating
16.3	7.2	22.0	25.2	24.5	4.9	3.20

Golf Course Residential Development (in conjunction with the Denmark Country Club).						
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure	Ave Rating
27.7	12.7	24.5	16.1	13.7	5.3	2.60

A Light Industrial Park Development McIntosh Rd.						
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure	Ave Rating
10.1	5.3	20.7	33.0	25.6	5.3	3.43

Residential Subdivision of Councils existing freehold residential zoned land on Beveridge Rd.						
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure	Ave Rating
16.7	9.7	29.0	21.1	12.1	11.4	2.68

#### Officer Comments

The responses received indicate a high level of agreement or support for the;

- Lifestyle Village at the Denmark Country Club.
- McIntosh Rd Industrial Park.

Moderate agreement or support for;

- Beveridge Rd Subdivision.
- Golf Course Residential Development.

Of the above projects, all but the McIntosh Road Industrial Park development, could be considered very much in their infancy and require significant research, analysis and resource allocations to progress further. It would be beneficial to further consult with electors once a detailed proposal is available for comment (assuming the projects reach this stage of development). The McIntosh Road Industrial Park has already been considered by Council, with a business plan for the proposal currently being developed prior to being further considered.

The general support for all four initiatives should give confidence to Council that such projects are generally in keeping with the wishes of the community and allow for them to be further investigated if Council so determines.

It may be appropriate to allocate funding in future budgets to allow for further research and analysis of these projects.



**Officer Recommendation**

***That the survey responses and results be noted by Council and used for further reference when and if these items are considered further by Council.***

## 2. LONG TERM OPTIONS FOR COUNCIL LAND: % of Responses.

Demolition of the Infant Health Clinic building and relocation of the Denmark Cottage Craft building to either the Old Hospital Heritage Precinct or the reserve opposite the Rivermouth Caravan Park (adjacent to Lions Club / Spirit of Play), to utilise the site as a CBD Car Park;						
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>	<b>Ave Rating</b>
42.9	10.4	9.3	16.3	12.5	8.5	2.20

Demolition of the Infant Health Clinic building and relocation of the Denmark Cottage Craft building to either the Old Hospital Heritage Precinct or the reserve opposite the Rivermouth Caravan Park (adjacent to Lions Club / Spirit of Play), to utilise the site for redevelopment opportunities to create commercial buildings facing Strickland St and a public carpark to the rear;						
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>	<b>Ave Rating</b>
38.2	10.4	12.7	15.9	14.0	8.7	2.31

Retention of the Infant Health Clinic building and the Denmark Cottage Craft building, at their current location.						
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>	<b>Ave Rating</b>
17.6	11.0	18.3	10.0	30.6	12.5	2.87

**Officer Comments**

The responses received indicate a high level of disagreement or lack of support for either demolition of the Infant Health Clinic Building or demolition/relocation of the Cottage Crafts building. The answers to the retention of these facilities at their present location supports these results, although it is noted that there is minority support for the relocation/demolition proposals.

This issue has generated significant community interest in previous months, with a petition received in support of retaining these facilities at the present locations and the subject of various questions and deputations at Council Meetings. Since these questions were posed in the Survey Council has further considered these matters, having regard for the results of the Survey, at the April 2011 Ordinary Meetings and subsequently resolved as follows;

**COUNCIL RESOLUTION & OFFICER RECOMMENDATION**

ITEM 8.5.2

That with respect to Reserve 26026 and the Petition received from the Denmark Cottage Crafts Inc, Council;

1. Receive the Petition of 735 signatures and note the comments;
2. Note that the Petition and results of the 2011 Community Needs & Customer Satisfaction Survey will be taken into consideration should Council consider any future alternate use(s) of Reserve 26026;
3. Note that the Lease between Council and the Denmark Cottage Crafts Inc. for a portion of the Reserve 26026 is current until the 1 January 2013, at which time Council will determine its renewal;
4. Revisit options with respect to the former Infant Health Clinic building should Denmark Arts Inc. vacate the building;
5. Authorise the CEO to enter into discussions with Denmark Cottage Crafts Inc., Denmark Arts Inc. and the Denmark RSL Inc. regarding the concept of a community Art Park which incorporates Reserves 26026 & 23631 and better integrates with the streetscape; and
6. Confirm that it has no intention to remove the historic Plane Tree.

CARRIED BY EN BLOC RESOLUTION No. 100411

### 3. **TOURISM: % of Responses.**

Tourism has helped bring new services and infrastructure to the town						
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure	Ave Rating
5.5	7.2	13.4	40.1	29.3	4.5	3.67

Tourism could be further developed and diversified in the Shire						
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure	Ave Rating
7.6	6.4	15.3	35.7	30.4	4.7	3.61

Council should facilitate tourism development in a sustainable manner.						
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure	Ave Rating
4.2	2.8	7.9	30.6	51.2	3.4	4.11

Tourism is developing in line with the character and values of Denmark.						
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure	Ave Rating
7.4	10.4	21.7	31.0	20.6	8.9	3.20

#### **Officer Comments**

The responses to the above statements indicate a high level of support for tourism within the Shire as long as such development is in keeping with the local character and is sustainable.

There is little question that the local economy is heavily dependent on tourism and it is important that the local community recognises this importance.

#### **Officer Recommendation**

***That the survey responses and results be noted by Council and used for further reference when considering future tourism developments within the Shire and funding requests from Denmark Tourism Inc and other tourism agencies/organisations.***

### 4. **COUNCILLOR REPRESENTATION: % of Responses.**

Do you support the Minister and Steering Committee's view that there should only be nine Councillors (or less)?						
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>	<b>Ave Rating</b>
16.3	11.3	18.9	15.1	30.8	7.6	3.10

**Officer Comments**

Although 27.60% of respondents disagree with the Minister for Local Government's view that there should be a maximum on nine Councillors, 45.90% support the statement.

These results were used by Council when considering the matter of Councillor Representation at the April 2011 Ordinary Meetings of Council where it was subsequently resolved as follows;

<b>COUNCIL RESOLUTION &amp; CR WAKKA'S NOTICE OF MOTION</b>	<b>ITEM 7.1</b>
<b>MOVED: CR WAKKA</b>	<b>SECONDED: CR BARNES</b>
<p>That Council, noting the Minister for Local Government's directive of 5 February 2009 in relation to councillor numbers being voluntarily reduced to between 6 and 9, and now that the Minister is intending to put before Parliament a Bill to force Councils to reduce their numbers to a maximum of 9, resolve to make a report to the Local Government Advisory Board proposing that there be no change to its current 3 Ward structure but that its number of elected representatives be reduced to 9 by reducing one Councillor from each ward, and that Council request that the Board give effect to this decision for the 2011 Shire of Denmark Local Government Elections and only if it can be achieved without a complete 'spill' of Councillors.</p>	
<b>CARRIED BY AN ABSOLUTE MAJORITY: 7/5</b>	<b>Res: 070411</b>

**(B) FUTURE DIRECTION: % of Responses.**

1. Indications, by numbering **1 to 5** (1 being the highest) were asked for, as respondents' priority of importance for the future planning of Council direction. The highest figure is the most popular.

	0	1	2	3	4	5	Total Answered	%	Ranking 2011	Ranking 2009
<b>Provision of Seniors Facilities and Services</b>	3	46	30	42	42	52	215	8.23%	6	9
<b>Arts &amp; Cultural Development</b>	4	7	18	25	25	23	102	3.91%	14	14
<b>Natural Environment</b>	6	65	36	20	32	49	208	7.96%	7	4
<b>Climate Change Impacts and Policy Development</b>	5	16	24	21	26	28	120	4.59%	12	10
<b>Provision of Indoor/Outdoor Sporting Facilities.</b>	5	29	22	34	25	23	138	5.28%	9	12
<b>Provision of Youth Leisure Facilities</b>	6	8	21	34	26	18	113	4.33%	13	13
<b>Take an increasing role in Welfare Type Issues.</b>	5	6	15	17	10	15	68	2.61%	15	15
<b>Waste Management/Recycling</b>	6	7	20	38	34	44	149	5.71%	8	7
<b>Road Upgrading and Maintenance</b>	4	37	49	53	51	33	227	8.69%	4	5
<b>Parks and Gardens Development/Maintenance</b>	5	8	18	22	28	44	125	4.79%	10	8
<b>Bush Fire Protection</b>	4	66	61	70	51	47	299	11.44%	1	3
<b>Stricter Control on Land Development</b>	4	67	36	32	43	44	226	8.65%	5	6
<b>Facilitate Economic/Tourism Development</b>	7	25	25	17	29	21	124	4.75%	11	11
<b>Effective Water Management and Waterway Preservation</b>	4	26	59	59	52	42	242	9.26%	3	1
<b>Facilitate the Development of Infrastructure in Denmark</b>	4	77	51	40	40	44	256	9.80%	2	2
							<b>2612</b>	<b>100</b>		

### **Officer Comments**

The above results provide for some interesting information in that the local community sees Bush Fire protection as the priority for the Shire of Denmark, in front of more traditional roles such as roads, waste management and recreation services. This supports the significant investment made by Council in fire prevention matters in recent years.

Equally, the relatively low priority given to social issues such as arts, youth and welfare issues (aged, disability services and others) is also of interest as Council has been taking an increasing role in these activities in recent years.

### **Officer Recommendation**

***That the survey responses and results be noted by Council and used for further reference when and if these items are considered further by Council.***

### **2. FUTURE DIRECTION: SUPPORTING CONCEPTS % of Responses**

a) Council should support higher density development within Townsites.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
31.0%	18.3%	15.9%	22.9%	9.8%	2.1%

**Officer Comments**

The high level of disagreement to this statement would indicate that electors are concerned about high density subdivision detracting from the character of the townsites. This question was asked in the 2008 Survey with similar responses levels, although there was slightly more support for such development in the 2008 results.

**Officer Recommendation**

***That the survey responses and results be noted by Council.***

b) Council should encourage commercial activities.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
7.4%	6.8%	22.3%	39.7%	21.7%	2.1%

**Officer Comments**

This high level of support for the encouragement of commercial activities is in keeping with the results of the 2008 Survey.

What is not clear from the results is just what form this encouragement should take, which could be provided in a number of ways, including;

- Rates discounts or concessions for commercial premises.
- Rates subsidies for start up businesses.
- Provision of commercial and industrial land.
- Employment of an Economic Development Coordinator.
- Greater support for the Denmark Chamber of Commerce.

**Officer Recommendation**

***That Council convene a Meeting with commercial stakeholders, including the Denmark Chamber of Commerce Inc, to investigate cost effective ways that Council can greater encourage commercial activities within the Shire.***

c) Council should encourage agricultural activities.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
4.0%	3.0%	20.2%	38.2%	32.5%	2.1%

**Officer Comments**

There is a high level of support for the encouragement of agricultural activities, a result in keeping with the same question asked in the 2008 Survey.

Like the previous question, what is not clear from the results is just what form this encouragement should take, which could be provided in a number of ways, including;

- Rates discounts or concessions for agricultural properties.
- Provision of agricultural land in planning schemes and strategies.
- Increased maintenance and construction on rural roads.

**Officer Recommendation**

***That the survey responses and results be noted by Council and further considered in the adoption of the Municipal Budget.***

d) Council should encourage heavy industry start-up.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
39.3%	18.7%	21.9%	10.2%	6.4%	3.6%

**Officer Comments**

With a similar response to the 2008 Survey, it would be apparent that electors of the Shire do not support heavy industry within the Shire.

**Officer Recommendation**

***That the lack of support for heavy industry be noted by Council and considered when formulating the Local Planning and Town Planning Strategies.***

e) Council should encourage home based businesses.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
6.2%	6.8%	29.3%	32.9%	21.4%	3.4%

f) Council should regulate home based businesses.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
10.0%	13.2%	26.1%	28.9%	18.0%	3.8%

**Officer Comments**

The responses to the two above questions would indicate broad community support for the increase of home based business, subject to the necessary controls to ensure neighbourhood amenity is not disturbed.

**Officer Recommendation**

***That strategies to promote increased home business activity be investigated in the Local Planning Strategy and Town Planning Scheme, with consideration given to adequate controls to ensure the amenity of neighbours is not unduly affected.***

g) Property security is an issue in the Shire.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
7.9%	21.9%	37.4%	15.1%	8.3%	9.6%

**Officer Comments**

Although property security is becoming of increasing concern to residents in Western Australia, these sentiments are not necessarily shared by the majority of Denmark electors. This is possibly a reflection of the relatively low crime rate in Denmark. The Shire of Denmark has a Community Safety and Crime Prevention Plan to address such concerns.

**Officer Recommendation**

***That Council, with the cooperation of local Police and other stakeholders continue to monitor property security and crime generally within the Shire and review the Community Safety and Crime Prevention Plan at an appropriate time to ensure its ongoing effectiveness.***

h) There is a need for regular public transport.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
6.4%	11.5%	24.2%	25.1%	28.9%	4.0%

i) Council should provide or have a role in supporting public transport.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
10.6%	12.5%	24.0%	24.4%	25.7%	2.8%

j) Council should levy all ratepayers to provide a public transport service.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
37.8%	18.7%	20.6%	12.5%	7.0%	3.4%

**Officer Comments**

The responses to the above three questions indicates a high level of support for improved public transport within the Shire and to the regional centre of Albany.

Despite this support, it is equally evident that electors do not wish to pay for or subsidise this service through their annual rates payment. Without some form of financial support it is the view of staff that any form of public transport would be unviable on a user pays basis.

The responses to these questions are similar to those received in the 2008 Survey.

**Officer Recommendation**

***That Council elect not to investigate the introduction of a public transport service at this time and that the matter be revisited in the 2012 Community Needs and Customer Satisfaction Survey.***

k) Council should levy all ratepayers for environmental projects.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
33.3%	16.3%	21.0%	15.3%	9.3%	4.7%

**Officer Comments**

The Shire of Denmark has previously included a Voluntary Environmental Levy on the rates notice, with mixed responses, and the initiative was abandoned in adopting the 2009/10 Municipal Budget. Despite some support for such a levy in the above results, the majority of respondents do not support such a concept.

**Officer Recommendation**

***That the survey responses and results be noted by Council.***

l) Council should provide more youth facilities.					
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
7.9%	11.7%	33.3%	25.3%	17.6%	4.2%

m) Council should facilitate youth entertainment.					
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
9.1%	14.0%	33.1%	26.3%	14.4%	3.0%

n) Youth involvement in Council should be encouraged.					
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
3.2%	4.5%	15.7%	43.7%	31.2%	1.7%

#### **Officer Comments**

Despite a relatively high neutral response to these questions, the majority appear to view the provision of youth services as an essential operation of the Council. These responses would support the significant investment made in youth services in recent years by Council.

The Shire of Denmark has a Youth Centre Advisory Committee which provides advice to Council on youth related issues and there is a separate Youth Advisory Committee, which operates externally to the Shire of Denmark.

#### **Officer Recommendation**

***That the survey responses and results be noted by Council and referred to the Youth Advisory Council for further comment..***

o) Council should develop a natural earth burial facility at a suitable location.					
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
8.3%	6.2%	35.2%	17.4%	24.8%	8.1%

#### **Officer Comments**

Again, despite a strong neutral response, the level of support for a natural earth burial facility within the Shire of Denmark would warrant such an initiative being investigated further by Council.

#### **Officer Recommendation**

***That the survey responses and results be noted by Council and referred to the Shire of Denmark Cemetery Advisory Committee for further research, including possible sites and likely costs of development for such a facility.***

p) Council should encourage more cultural activities.					
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
5.7%	8.5%	38.4%	29.3%	16.1%	1.9%

#### **Officer Comments:**

Denmark has a reputation for a strong and vibrant social scene, which is reflected in the support for Council to continue to encourage such activities in the District. This support was also apparent in the 2008 Survey.



Council provides substantial financial assistance to Denmark Arts which plays a major role in providing such activities and in addition offers subsidised hire rates for Council facilities such as the Civic Centre which are used in these pursuits.

In addition, Council provides small grants for cultural activities which are available on an annual basis from the Cultural Development Fund.

**Officer Recommendations:**

***That Council continue to financially support Denmark Arts and liaise with the group to explore new opportunities as they may arise.***

q) Council should continue employing Lifeguards during summer months.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
2.8%	1.1%	10.6%	29.1%	54.6%	1.9%

**Officer Comments**

Council currently employs two lifeguards during the peak summer holiday period to patrol Ocean Beach, at an estimated cost of \$16,850. A project that is strongly supported by the community based on the above responses, a result in keeping the 2008 Survey.

At other times, members of the Denmark Surf Life Saving Club undertake this role on a voluntary basis.

**Officer Recommendation:**

***That Council continue to operate the Life Guard Service at the current levels of service and remain open to funding options such as grants and sponsorship to possibly extend the service over time.***

r) There should be more and better quality dual use paths around the Shire of Denmark.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
3.8%	3.6%	17.7%	33.4%	40.2%	1.3%

**Officer Comments**

This question has received strong support, indicating that the provision and availability of dual use paths in the Shire is an important issue for many electors.

This is also evident in the written comments received and similar support in the 2008 Survey.

**Officer Recommendation**

***That the survey responses and results be noted by Council and referred to the Shire of Denmark Paths and Trails Advisory Committee for further consideration and a possible review of the Paths and Trails Plan.***

s) An all weather 2WD beach access boat ramp should be constructed at or near Ocean Beach.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
22.3%	11.3%	28.1%	16.6%	17.4%	4.3%

**Officer Comments:**

The issue of providing an all weather 2WD boat access at Ocean Beach received a good level of support although offset by a strong negative response, which could be attributed to those respondents being aware of the likely high cost of such a facility

This initiative has previously been supported by Council at the 27 May 2008 Meeting of Council, as per the following Resolution, although no further progress has been made in securing funding to investigate the proposal.

**COUNCIL DECISION**

ITEM 9.4.4

MOVED: CR SYME

SECONDED: CR RICHARDSON-NEWTON

That Council;

1. Support the retention of boat launching at Ocean Beach, Denmark and the proposed signage (noting the graphic on the sign to be altered to reflect the correct proposed 30m channel width scale at the beach), gazetted boating channel and boating prohibited area as submitted by the Department for Planning & Infrastructure and invite comments from the listed specific interest groups as well as a general advertisement in the Denmark Bulletin with submissions closing within 21 days following publication prior to adopting a final Council position and recommendation to that Department. Specific interest groups to be invited to make comment include;
  - a. Denmark Sea Rescue
  - b. Denmark Boating & Angling Club
  - c. Denmark Surf Life Saving Club
  - d. Mike Neunuebel, Surfing Instructor / Lessons
  - e. FESA Volunteer Marine Rescue Service
  - f. South Coast Management Group.
2. Include for consideration in the next review of its Strategic Plan support of the Government in the next 10 year planning horizon for a suitable safe Ocean Boat Launching Facility for Denmark.

CARRIED: 10/0

Res: 190508

**Officer Recommendation:**

**That Council staff continue to explore possible funding opportunities for undertaking a feasibility study of an Ocean Boat Launching Facility.**

t) Do you think council should allow 4WD access to Ocean Beach?					
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
52.3%	14.5%	10.4%	7.9%	13.4%	1.5%

**Officer Comments**

An overwhelming negative response to this question would support Councils previous decision to allow not allow 4 wheel drive access to Ocean Beach.

**Officer Recommendation**

**That the survey responses and results be noted by Council.**

u) Fees and allowances paid to Elected Members should be increased to encourage more people to nominate for Council.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
25.3%	17.4%	32.8%	13.8%	6.2%	4.5%

#### Officer Comments

This same question was asked in the 2008 Survey with a similar mixed response received.

#### **Officer Recommendation:**

***That this information be referred to the 2011/12 Municipal Budget for further consideration by Council when determining Elected Members fees and allowances.***

v) Should Council upgrade and extend street lighting in the town site.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
6.8%	13.6%	37.4%	21.9%	15.3%	4.9%

#### Officer Comments

Other questions posed in the Survey also refer to the issue of street lighting, with a consistent level of support for the upgrading and extension of the street lighting network.

The 2010/11 Budget contains no specific budget allocation for street lighting improvements, with these funds being allocated on an ad-hoc basis in previous budgets. Some street lighting improvements are also undertaken by property developers and then handed over to Council when the subdivision has been completed, at no cost to Council.

#### **Officer Recommendation**

***That the survey responses and results be noted by Council and referred to the 2011/12 Municipal Budget for further consideration.***

w) Council should provide more cycling paths/tracks.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
5.3%	6.4%	20.0%	31.3%	34.9%	2.1%

#### Officer Comments

Similar in nature to the earlier question asked about the provision of dual use paths, the support for such passive recreation facilities within the community is apparent.

#### **Officer Recommendation**

***That the survey responses and results be noted by Council and referred to the Shire of Denmark Paths and Trails Advisory Committee for further consideration and a possible review of the Paths and Trails Plan.***

x) Council should provide more parking in the CBD area.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
8.9%	10.4%	16.0%	23.8%	38.5%	2.3%

### Officer Comments

The same question was asked in the 2008 survey, with a similarly strong response received. Recent carpark improvements in the CBD appears to have had little impact on this issue.

#### **Officer Recommendation**

***That the survey responses and results be noted by Council and further that opportunities to expand and upgrade CBD carparking be constantly explored by Council.***

y) Council should lobby the State Government to cease the current practise of discharging effluent into the Wilson Inlet from the Water Corporation's Sewerage Plant.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
2.3%	1.1%	6.0%	13.0%	75.1%	2.6%

### Officer Comments

An overwhelming response in support of this question indicates a high level of community dissatisfaction with the Water Corporations existing practice of discharging effluent into the Wilson Inlet.

#### **Officer Recommendation**

***That the survey responses and results be noted by Council and a deputation be formed, comprising the Shire President and Chief Executive Officer to meet with and lobby relevant State Government Departments and Members of Parliament with the aim of forcing the Water Corporation to implement more environmentally sound discharge processes at the Denmark sewerage Plant.***

z) Council should investigate the installation of traffic lights at the intersection of Ocean Beach Rd and South Coast Hwy.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
59.6%	16.2%	10.4%	5.1%	7.7%	1.1%

aa) Council should investigate the installation of a roundabout at the intersection of Ocean Beach Rd and South Coast Hwy.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
22.3%	9.1%	13.4%	25.7%	27.4%	1.9%

bb) There is no current need to improve traffic flow and safety at the intersection of Ocean Beach Rd and South Coast Hwy.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
24.9%	22.1%	17.2%	15.5%	15.7%	4.5%

### Officer Comments

The lack of support for the installation of traffic lights at this busy intersection would indicate that electors of the Shire do not generally support traffic lights and that other traffic control options, including a roundabout, will need to be investigated by Council to alleviate traffic congestion in the longer term.

#### **Officer Recommendation**

***That the survey responses and results be noted by Council and considered further when preparing design options for traffic control at this intersection.***

cc) Council should construct a fully accessible (wheelchair access) path, as well as a fishing platform or structure, to enable deep water fishing at Poison Point.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Unsure</b>
32.1%	7.4%	21.7%	14.7%	19.6%	4.5%

**Officer Comments**

Currently a topical issue within the community, despite strong objection to the proposal the results also indicate a high level of support.

Recent petitions both in support and objecting to the proposal have been received in recent weeks and as such it can be demonstrated that there is no clear community consensus on this matter.

***Officer Recommendation***

***That the survey responses and results be noted by Council and used when determining whether the proposed project at Poison Point is to proceed or be cancelled.***

### (C). COMMUNITY CONSULTATION AND ACCESS TO INFORMATION

Indications, by numbering **1 to 3** (1 being the highest) were asked for, as respondents' preferred method/s for the dissemination of Council information.

	1	2	3	Total Answered	Rank by average
<b>Denmark Bulletin</b>	336	56	48	440	1
<b>Albany Weekender</b>	7	54	38	99	6
<b>Albany Extra</b>	10	25	42	77	7
<b>Albany Advertiser</b>	11	24	31	66	9
<b>Council Conversations</b>	43	105	64	212	2
<b>Public Meetings</b>	4	42	66	112	5
<b>Council Website</b>	22	81	86	189	3
<b>Council Minutes</b>	10	22	40	72	8
<b>Email - Newsletter</b>	44	56	48	148	4
<b>SMS</b>	7	3	2	12	11
<b>YouTube</b>	5	1	3	9	12
<b>Twitter/Facebook</b>	6	1	8	15	10

#### **Officer Comments**

The same question was asked in the 2008 Survey, with the same three preferred means of communication (Denmark Bulletin, Council Conversations and Council's Website) identified by respondents in the same order.

The fourth ranked priority of an email newsletter is not currently offered by Council, although could be established at a relatively low cost if a database of email contacts can be developed. It may be possible to solicit this information from property owners by way of an invitation to subscribe in the 2011/12 rates notice package. This could be supplemented by advertisements to notify electors of the availability of such a service.

This year the Survey included social media options such as sms, youtube and twitter which did not receive strong support from respondents. This could be attributable to the age of the majority of respondents, who generally use such services less than a younger demographic.

#### ***Officer Recommendation***

***That the survey responses and results be noted by Council and investigations be undertaken by Council staff to introduce an email newsletter service to interested persons.***

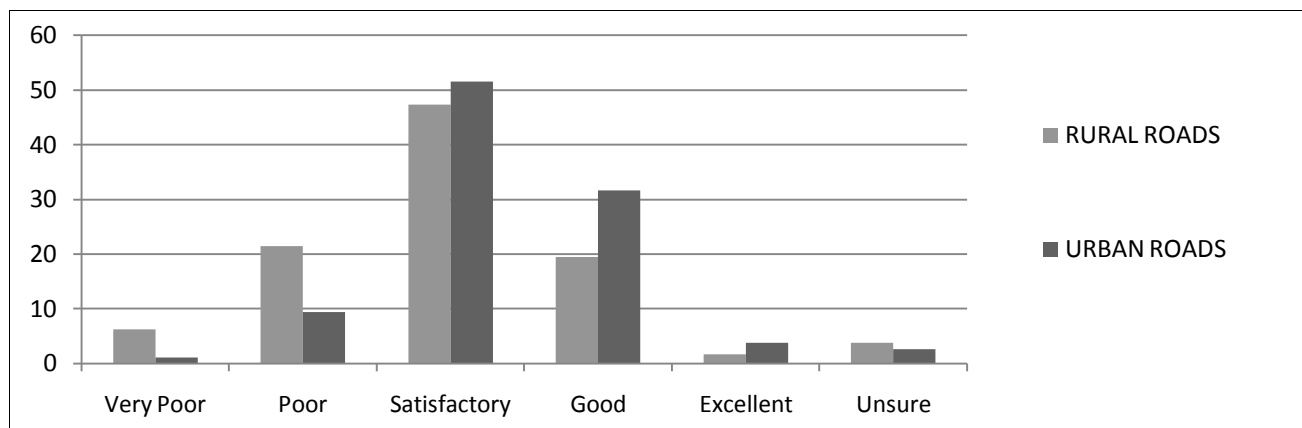
**(D). CURRENT SERVICE PROVISION**

RATINGS OF EACH OF THE FOLLOWING:

1 = Very Poor	2 = Poor	3 = Satisfactory	4 = Good	5 = Excellent
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**1. Standard of: INFRASTRUCTURE % of Responses**

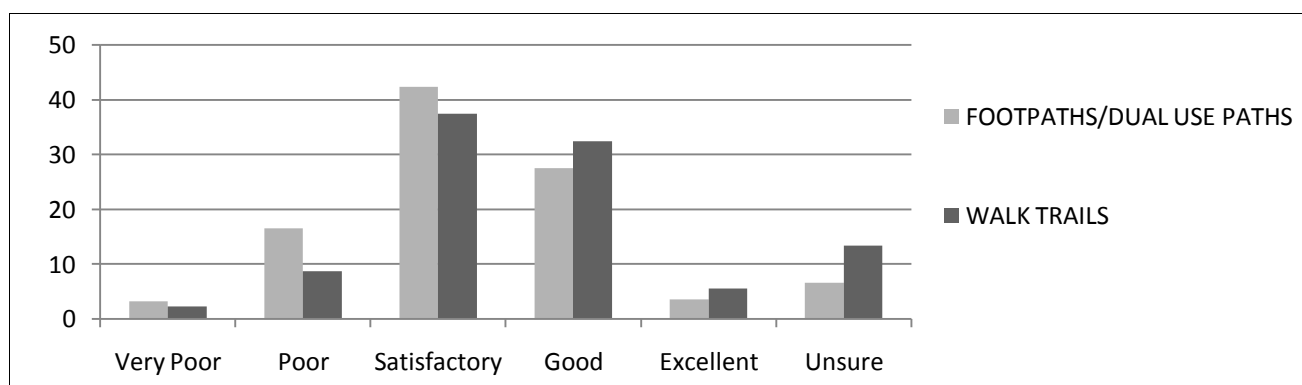
	1	2	3	4	5	unsure
<b>Rural Roads</b>	6.2	21.5	47.3	19.4	1.7	3.8
<b>Urban Roads</b>	1.1	9.4	51.6	31.6	3.8	2.6



**Officer Recommendations:**

- 1. That the responses received to these survey questions be used to formulate benchmark levels of satisfaction for future surveys.**
- 2. The information be used to assist determine road construction and maintenance priorities for the 2011/2012 Municipal Budget and Ten Year Financial Plan.**
- 3. That the Director of Infrastructure Services be instructed to inspect the specific road faults identified by respondents to the survey and repair as necessary.**

	1	2	3	4	5	unsure
<b>Footpaths/Dual Use Paths</b>	3.2	16.6	42.4	27.5	3.6	6.6
<b>Walk Trails</b>	2.3	8.7	37.5	32.4	5.5	13.4



**Officer Recommendations:**

- 1. That the responses received to these survey questions be used to formulate benchmark levels of satisfaction for future surveys.**
- 2. The information be used to assist determine footpath, dual use path and trail construction and maintenance priorities for the 2011/2012 Municipal Budget and Ten Year Financial Plan.**
- 3. That the Director of Infrastructure Services be instructed to inspect the specific faults identified by respondents to the survey and repair as necessary.**
- 4. That this information be referred to the Paths and Trails Advisory Committee for consideration and in recommending paths and trails budget priorities for the 2011/2012 year.**

	1	2	3	4	5	unsure
<b>Storm Water Drainage</b>	4.7	17.3	40.3	13.2	1.9	22.6

**Officer Recommendations:**

- 1. That the responses received to these survey questions be used to formulate benchmark levels of satisfaction for future surveys.**
- 2. The information be used to assist determine road construction and maintenance priorities for the 2011/2012 Municipal Budget and Ten Year Financial Plan.**
- 3. That the Director of Infrastructure Services be instructed to inspect the specific faults identified by respondents to the survey and repair as necessary.**

	1	2	3	4	5	unsure
<b>Street Lighting</b>	4.9	17.1	46.1	18.1	3.6	10.2

**Officer Recommendation:**

**That Council refer to this information when considering the 2011/2012 Municipal Budget and Ten Year Financial Plan**

	1	2	3	4	5	unsure
<b>Bridges</b>	1.1	3.8	46.9	32.8	6.0	9.4

**Officer Recommendations:**

**That Council ensure appropriate maintenance programs are maintained on all Shire bridges to maintain the current high standard as reflected in the survey results.**

	1	2	3	4	5	unsure
<b>Street Furniture (Benches Bins etc)</b>	2.3	9.8	35.0	35.0	12.2	5.8

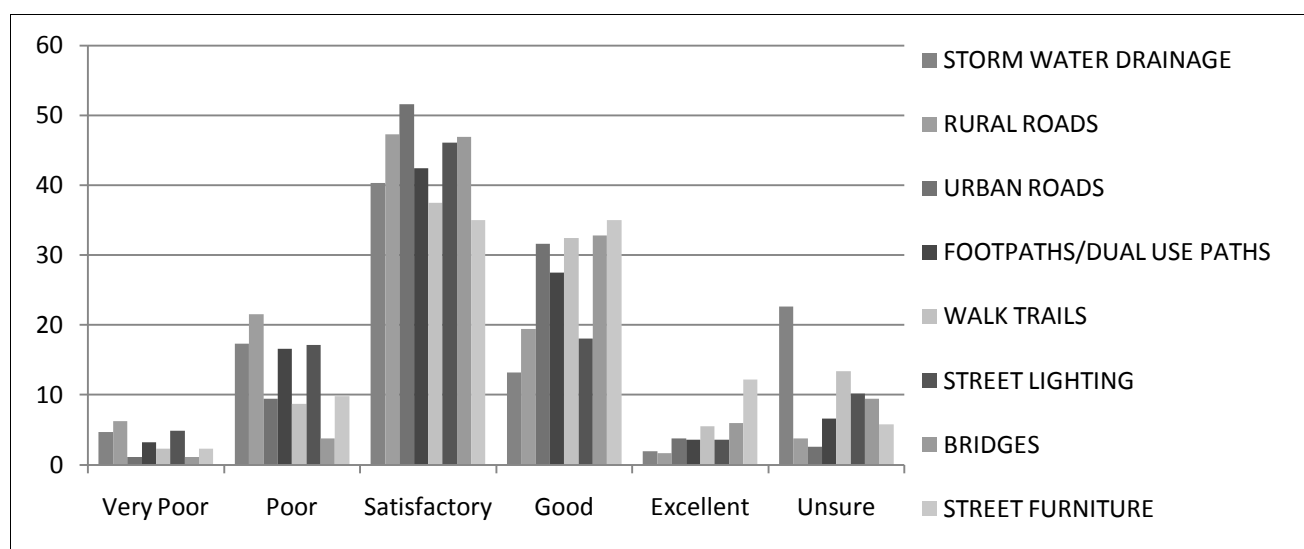
**Officer Recommendations:**

**That Council ensure appropriate maintenance programs are maintained on all Shire owned street furniture to maintain the current high standard as reflected in the survey results.**



## SUMMARY TO QUESTION 1

### Standard of: INFRASTRUCTURE % of Responses



In general, the survey responses would indicate a high level of satisfaction for the standard or roads, paths, trails and associate infrastructure within the Shire.

### 2. Standard of: PARKS/GARDENS/RESERVES % of Responses

	1	2	3	4	5	unsure
<b>Town Parks &amp; Gardens</b>	0.9	4.1	17.7	36.2	38.6	2.6

**Officer Recommendations:**

***That Council continue to maintain and/or improve the standard of these facilities and monitor future surveys to ensure that maintenance programs are implemented and appropriate budget allocations are provided.***

	1	2	3	4	5	unsure
<b>Urban Reserves/Bushland</b>	2.6	10.2	32.2	37.3	11.1	6.6

**Officer Recommendations:**

***That Council continue to maintain and/or improve the standard of these facilities and monitor future surveys to ensure that maintenance programs are implemented and appropriate budget allocations are provided.***

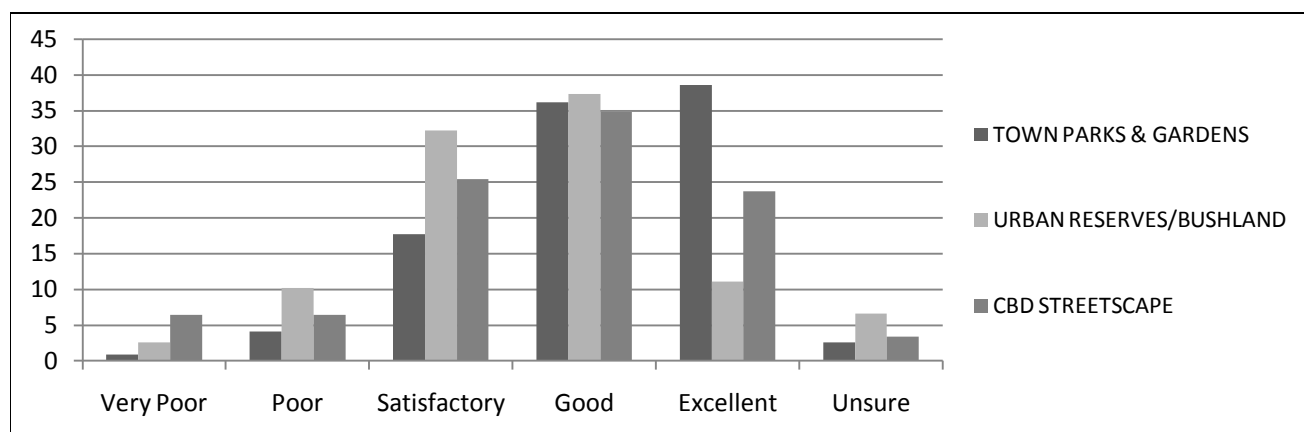
	1	2	3	4	5	unsure
<b>CBD Streetscape</b>	6.4	6.4	25.4	34.8	23.7	3.4

**Officer Recommendation:**

***That Council monitor future survey results regarding the Central Business District streetscape to evaluate the effectiveness of this expenditure in improving current amenity and access to the town centre.***

## SUMMARY TO QUESTION 2

### Standard of: PARKS/GARDENS/RESERVES % of Responses



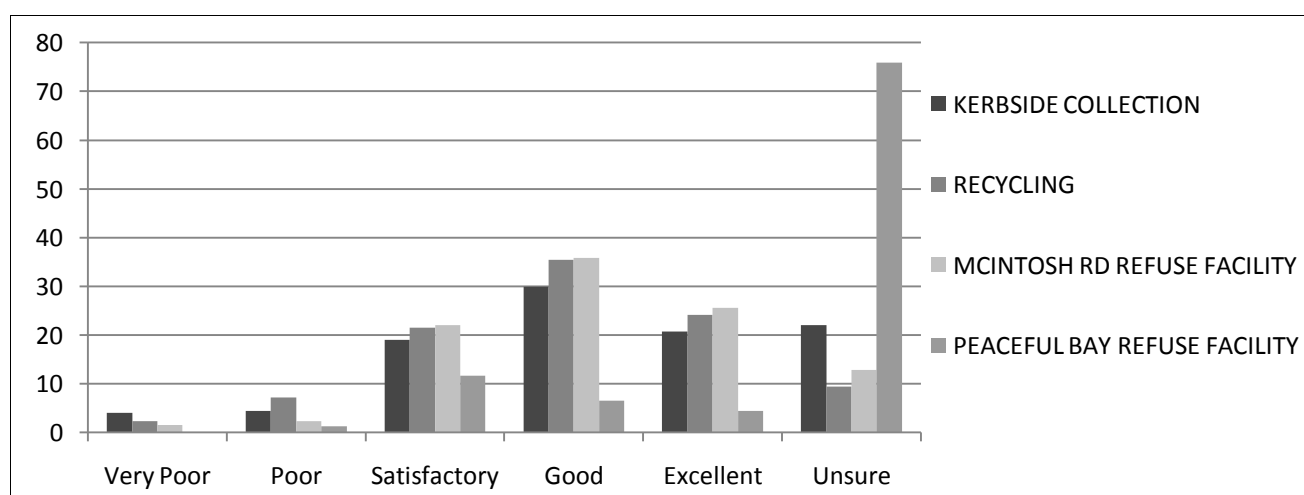
In general, the survey responses would indicate a high level of satisfaction for the standard or parks, gardens and reserves and associated infrastructure within the Shire.

### 3. Standard of: WASTE MANAGEMENT % of Responses

	1	2	3	4	5	unsure
<b>Kerbside Collection</b>	4.1	4.5	19.0	29.9	20.7	22.0
<b>Recycling</b>	2.3	7.2	21.5	35.4	24.1	9.4
<b>McIntosh Rd Refuse Facility</b>	1.5	2.3	22.0	35.8	25.6	12.8
<b>Peaceful Bay Refuse Facility</b>	0.0	1.3	11.7	6.6	4.5	75.9

## SUMMARY TO QUESTION 3

### Standard of: WASTE MANAGEMENT % of Responses



The above summary of responses indicates a high level of satisfaction of waste management services within the Shire which is consistent with the 2008 results which recorded similar high satisfaction ratings.

The high level of unsure responses would most likely represent the absent owners who were surveyed and make little use of this facility.

**Officer Recommendations:**

**That Council;**

- 1. Monitor future survey results regarding the provision of waste management service to ensure the present high service levels are maintained and improved where appropriate.**
- 2. Defer these results and the comments received to the Waste Management Advisory Committee for further discussion.**

**4. Level of: FACILITIES AND SERVICES % of Responses**

	1	2	3	4	5	unsure
<b>Seniors</b>	2.3	12.2	31.8	21.1	3.6	29.0

**Officer Recommendations:**

**That the Shire of Denmark continue to work closely with the Seniors Advisory Committee and other relevant stakeholders to maintain a high level of service provision and standard of facilities for seniors to enjoy.**

	1	2	3	4	5	unsure
<b>Youth</b>	1.7	9.4	30.5	20.7	5.1	32.6

**Officer Recommendations:**

**That the Shire of Denmark continue to work closely with the Youth Advisory Committee and other relevant stakeholders to maintain a high level of service provision and standard of facilities for youth to enjoy.**

	1	2	3	4	5	unsure
<b>People with Disabilities</b>	2.6	17.1	25.4	13.0	2.1	39.9

**Officer Recommendations:**

**That the Shire of Denmark continue to work closely with the Disability Services Committee and other relevant stakeholders to maintain a high level of service provision and standard of facilities for people with disabilities to enjoy.**

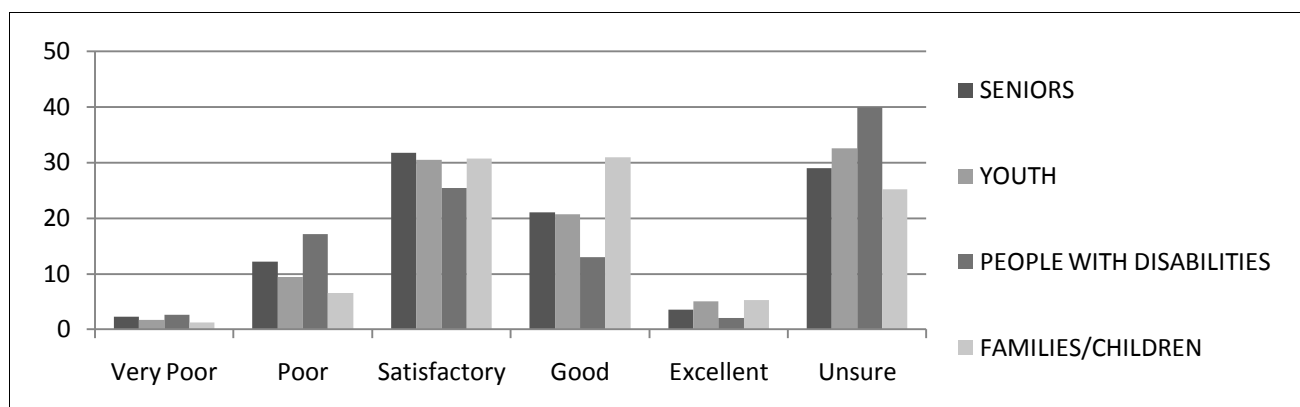
	1	2	3	4	5	unsure
<b>Families/Children</b>	1.3	6.6	30.7	30.9	5.3	25.2

**Officer Recommendations:**

**That the Shire of Denmark continues to maintain a high standard of facilities and services for families and children by implementing a process by which regular feedback can be derived regarding service and facility provision for this group**

## SUMMARY TO QUESTION 4

### Level of: FACILITIES/SERVICES % of Responses

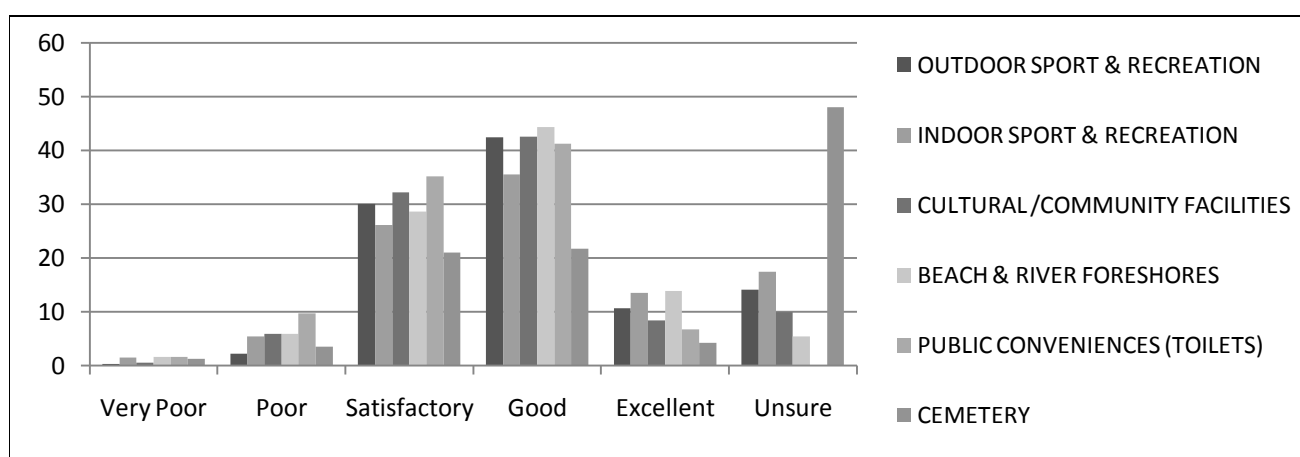


**Disregarding the large number of unsure responses, the above graph confirms a high level of satisfaction for these facilities and services.**

### 5. Standard of: FACILITIES % of Responses

	1	2	3	4	5	unsure
<b>Outdoor Sport &amp; Recreation</b>	0.4	2.3	30.1	42.4	10.7	14.1
<b>Indoor Sport &amp; Recreation</b>	1.5	5.5	26.2	35.6	13.6	17.5
<b>Cultural /Community Facilities</b>	0.6	6.0	32.2	42.6	8.5	10.0
<b>Beach &amp; River Foreshores</b>	1.7	6.0	28.6	44.3	13.9	5.5
<b>Public Conveniences (Toilets)</b>	1.7	9.8	35.2	41.2	6.8	5.3
<b>Cemetery</b>	1.3	3.6	21.1	21.7	4.3	48.0

### Standard of: FACILITIES % of Responses

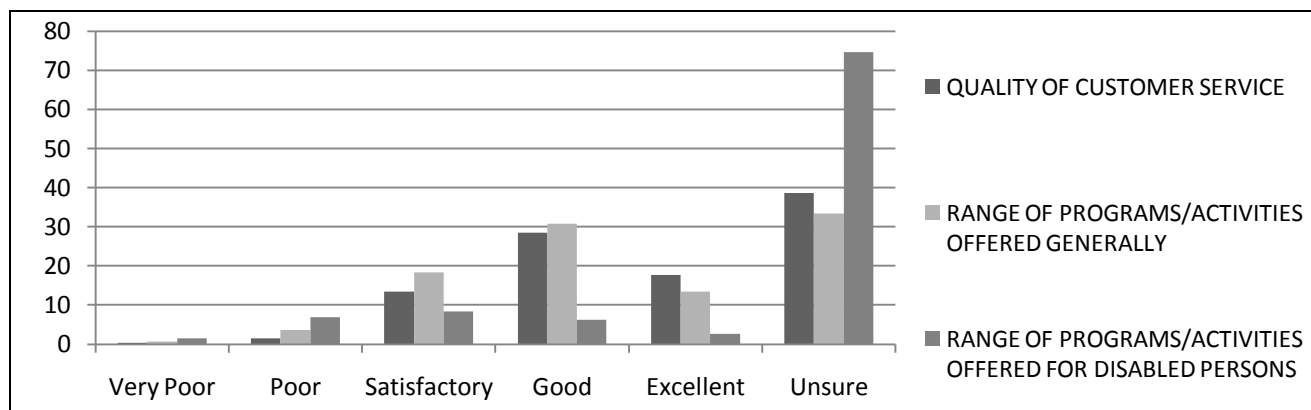


#### **Officer Recommendations:**

***That the Shire of Denmark continues to maintain a high standard of facilities and services for residents and visitors by implementing a process by which regular feedback can be derived regarding the provision of services and facilities.***

## 6. Standard of: DENMARK RECREATION CENTRE % of Responses

	1	2	3	4	5	unsure
<b>Quality of Customer Service</b>	0.4	1.5	13.4	28.4	17.7	38.6
<b>Range of programs/activities offered</b>	0.6	3.6	18.3	30.7	13.4	33.3
<b>Range of programs/activities offered for disabled persons</b>	1.5	6.8	8.3	6.2	2.6	74.6



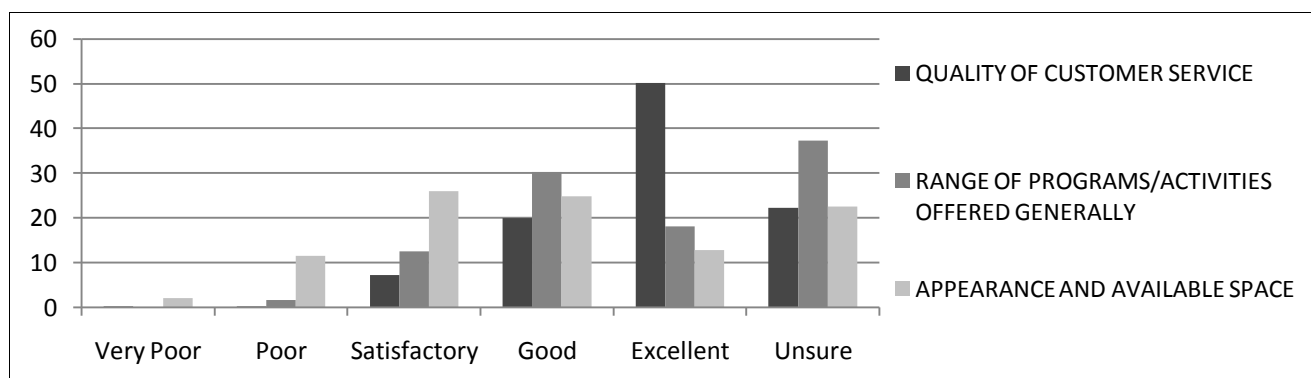
### **Officer Recommendations:**

***That the Shire of Denmark continue to ensure a high standard of service and programs are offered at the Recreation Centre and use this information in considering future operational and budget matters.***

## 7. Standard of: DENMARK PUBLIC LIBRARY % of Responses

	1	2	3	4	5	unsure
<b>Quality of Customer Service</b>	0.2	0.2	7.2	20.0	50.1	22.2
<b>Range of programs/activities offered</b>	0.0	1.7	12.6	30.3	18.1	37.3
<b>Appearance and available space</b>	2.1	11.5	26.0	24.9	12.8	22.6

### Standard of: DENMARK PUBLIC LIBRARY % of Responses



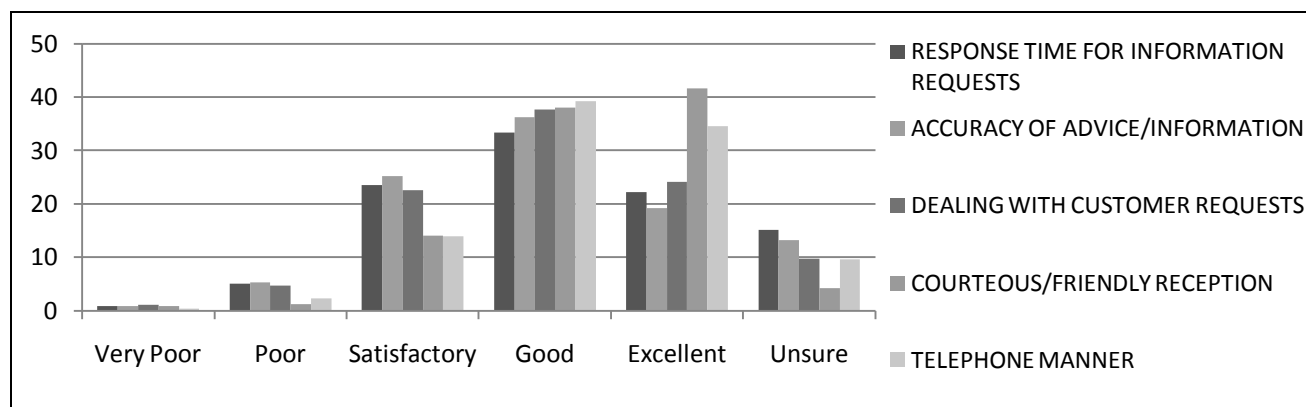
### **Officer Recommendations:**

***That the Shire of Denmark continue to ensure the high standard of service and programs offered at the Denmark Library remain at a high standard and use this information in considering future operational and budget matters.***

**Quality of: CUSTOMER SERVICE PROVIDED BY SHIRE STAFF % of Responses**

	1	2	3	4	5	unsure
<b>Response time for information requests</b>	0.9	5.1	23.5	33.3	22.2	15.1
<b>Accuracy of advice/information</b>	0.9	5.3	25.2	36.2	19.2	13.2
<b>Dealing with customer requests</b>	1.1	4.7	22.6	37.7	24.1	9.8
<b>Courteous/friendly reception</b>	0.9	1.3	14.1	38.0	41.6	4.3
<b>Telephone manner</b>	0.4	2.3	13.9	39.2	34.5	9.6

**Quality of: CUSTOMER SERVICE PROVIDED BY SHIRE STAFF % of Responses**

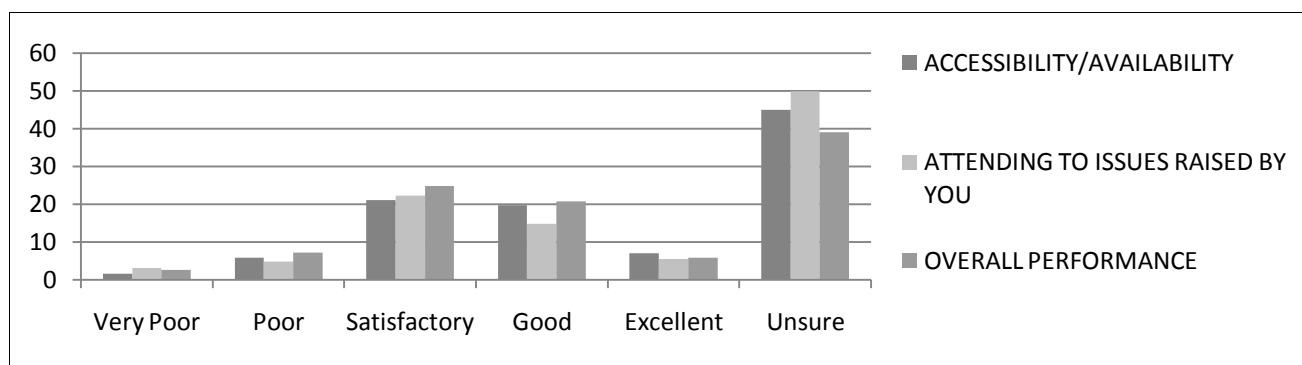


**Officer Recommendations:**

***That the Shire of Denmark continue to ensure the high levels of customer service, as indicated by these responses, remain at a high standard and remain diligent in identifying ways that such service can be improved.***

**8. Performance of: COUNCILLORS IN RESPECT TO % of Responses**

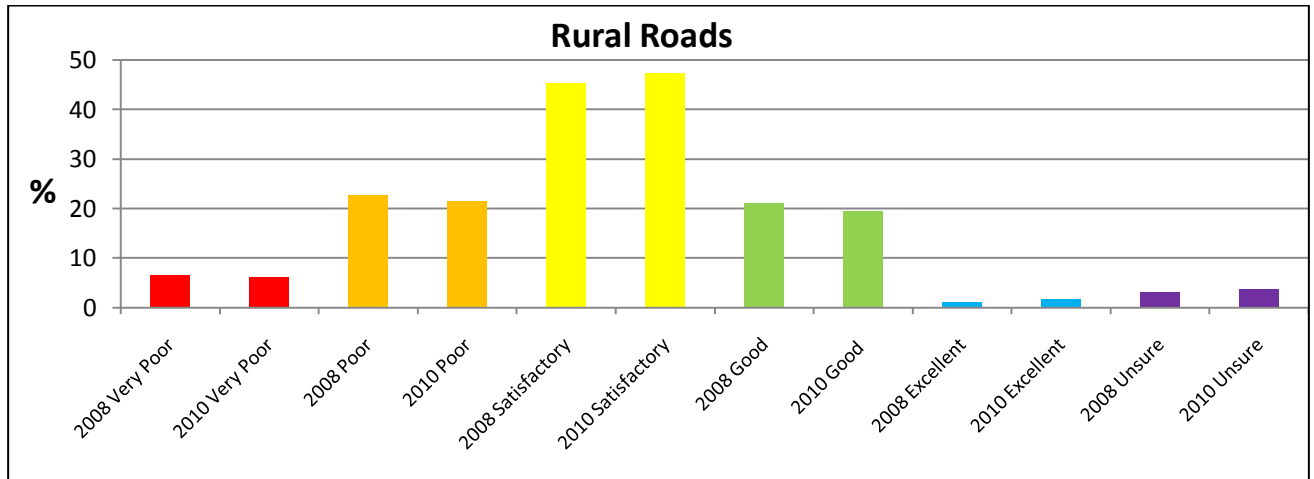
	1	2	3	4	5	unsure
<b>Accessibility/availability</b>	1.5	5.8	21.1	19.6	7.0	45.0
<b>Attending to issues raised by you</b>	3.0	4.7	22.2	14.7	5.5	49.9
<b>Overall performance</b>	2.6	7.2	24.7	20.7	5.8	39.0



**Officer Recommendations:**

***That Council continue to monitor Elected Members performance via the Survey and endeavour to raise the profile of Elected Members where considered appropriate.***

## **COMPARISON TO 2008 SURVEY RESULTS**



### ***Officer Recommendations:***

