



# TOWN OF PORT HEDLAND COMMUNITY PERCEPTIONS STUDY

March 2014



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**March 2014**

Prepared by  
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on behalf of  
**The Town of Port Hedland**

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Report No. **6124/R01/Final**  
Date: **March 2014**



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## Executive Summary

In 2013, the Town of Port Hedland engaged Umwelt Australia to undertake a range of community engagement and consultation activities, in order to assess community perceptions to services and facilities in Port Hedland, and the performance of the Town of Port Hedland council.

As in the community perception studies undertaken in previous years, and in line with the major themes and categories identified through the Town's strategic planning activities, the survey focused on eight key areas of impact, being:

- Leisure facilities and services;
- Travel and transport;
- Local environment;
- Art and culture and community facilities;
- Waste management;
- International airport;
- Other (economic); and,
- Local leadership.

The specific purpose of the community perceptions study, as identified by the Town of Port Hedland, in the original request for quotation, was to:

- Provide community and stakeholder input into the development of the raft of strategies and plans required now of the local government sector as part of the Integrated Planning and Reporting Framework; and,
- To build upon other engagement and consultation activities to ensure alignment with services and programs it delivers to ensure the communities' aspirations are achieved.

Overall results of the survey indicate that the community believes the council needs to improve with respect to *listening to the community* and *managing the town's finances*. The council's performance overall was rated as average to poor, in contrast to both the 2012 and the 2010 survey results, where overall performance was seen to be good on average.

Demographic backgrounds of participants (e.g. Gender) appeared to have very little effect on the rating of council performance in the survey results (notable exceptions discussed).

Mapping importance and ratings of happiness for each item within the survey helps to highlight the specific areas of possible council focus and improvement into the future. *High priority* items for the council have been identified as those services and facilities that have been rated as of moderate to high importance, with lower happiness levels, which can be seen in **Figure 45** of this report. Services and facilities of *moderate priority* are those that, on average, were considered of neutral to average importance, with low levels of happiness.

In light of the study results, and the issues around survey implementation and data collection, recommendations for ongoing consultation and engagement, and possible adaptations to the survey tool are discussed.

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# 1.0 Introduction

Within the Town of Port Hedland's current Strategic Community Plan (The Town of Port Hedland, 2012), a range of methods have been devised and opportunities identified for ongoing engagement with the local community. A key mechanism employed by the Town over the past seven years, has been an annual community perception survey, which was first administered in 2005. The 2013 survey was the eighth community survey administration.

This report provides an overview of the methodology and results of a community perceptions survey, undertaken by the Town of Port Hedland, in conjunction with Umwelt Australia, between November 2013 and February 2014. The report is structured into a number of key sections as defined below:

- **Section 1.0:** This section provides a brief introduction to the community perceptions survey;
- **Section 2.0:** Details the methodology used for the community perceptions survey and analysis undertaken;
- **Sections 3.0 and 4.0:** Describes the community survey perceptions results for 2013 and compares them, where appropriate, to community survey results from 2010 and 2012; and,
- **Section 5:** Summarise the key findings of the current survey and provide recommendations. Comparisons with previous survey data sets (i.e. 2010 and 2012) are also discussed in these sections.

The current study was designed by the Town of Port Hedland to measure and assess community perceptions towards a range of services and facilities within Port Hedland. As in the community perception studies undertaken in previous years, and in line with the major themes and categories identified through the Town's strategic planning activities, the survey focuses on eight key areas of impact which are described in more detail in **Section 2.0**.

The specific purpose of the community perceptions study, as identified by the Town of Port Hedland, in the original request for quotation, was to:

- provide community and stakeholder input into the development of the raft of strategies and plans required now of the local government sector as part of the Integrated Planning and Reporting Framework; and,
- to build upon other engagement and consultation activities to ensure alignment with services and programs it delivers to ensure the communities' aspirations are achieved.

In order to achieve the Town's project aims and aspirations, and to support the study, Umwelt Australia has undertaken a range of activities, including:

- Administration of a **hard copy survey**, developed by the Town of Port Hedland;
- Provision of **Online surveys** available to the public through Survey Monkey, and advertised by the Town through online, print and social media outlets;
- Attendance at the November Town of Port Hedland annual **Aboriginal Forum**, by Town representatives as well as an Umwelt Social Consultant;



- **Vox Pops** and **qualitative interviews** with Port Hedland youth at the South Hedland Senior High School, the Port and South skate parks, and the JD Hardie Youth Centre;
- **Face to Face** engagement with Aboriginal residents through intercept style surveys at the South Hedland Shopping Centre and around the South Hedland Town Centre Precinct;
- **Interviews** with disability service workers and carers at a disability afternoon tea at the JD Hardie Youth Centre; and
- General **community interviews** at the Markets and Melodies event in South Hedland.

Collection of social data through the mechanisms identified above has resulted in the following data analysis:

- quantitative data analysis of survey data, including analysis of trends across time, and analysis of statistical differences between major respondent groups (e.g. Age, gender); and,
- thematic analysis of qualitative data, to provide in depth and rich data to compliment the quantitative analysis, and to ensure representation of underrepresented groups (e.g. youth, indigenous community).

The current report also compares the results of the recent community survey, with results available from similar perceptions surveys undertaken by the Town of Port Hedland, in 2010 and 2012 respectively. Further longitudinal analysis was not requested across earlier survey administrations.

## 2.0 Survey Methodology

This section provides details of the design and implementation of the survey instrument, as well as additional qualitative engagement activities that have been undertaken to complement the survey and ensure adequate representation of groups across the community.

### 2.1 The Survey

The 2013 community perceptions survey was developed by the Town of Port Hedland, prior to engaging the services of the Umwelt Project Team. The survey, which has been utilised over a number of years in the town, was very similar to the survey used in both 2010 and 2012, allowing for statistical comparisons of results across this time period.

The topics covered in the survey focus on facilities and services available in the town, and provided by the Town of Port Hedland, ranging from leisure facilities through to waste management services.

As can be seen in **Table 1** below, each of the survey sections identified a number of representative services and facilities, and asked participants to rate how important each service/facility was to them and their level of happiness with each service/facility.

**Table 1 - Survey Sections Overview**

Survey Theme/Section	Items (n)	Example of Service/Facility measured
Leisure facilities and services	9	Sporting clubs and facilities
Travel and transport	6	Footpaths/cycle ways
Local environment	6	Public lighting
Art and culture and community facilities	7	Port Hedland library
Waste management	3	Landfill site/tip
International airport	8	Terminal amenities
Other (economic)	5	Rates enquiries assistance
Local leadership	6	Managing the towns finances and assets

Five point Likert response scales were utilised to assess participants responses to each item, giving respondents the opportunity to rate the importance/happiness with each item from 1 '*not at all important/happy*' through to 5 '*very important/happy*'. Participants were also given the option of selecting '*not applicable*' for each item.

In addition to the themes/sections detailed above, the survey also asked participants to rate a number of aspects associated with living in Port Hedland, including:

- local schools and education options;
- local hospitals and health services;
- local police;
- support available to families and individuals;
- protection and conservation of the local environment;

- work and training opportunities;
- child care facilities; and,
- overall rating of Port Hedland as a place to live.

Demographic information was also sought for each participant, including age, gender, length of residence in the Town and items relating to housing and the area within the town in which the respondent lived. These variables are examined in more detail in **Section 4.9**.

## 2.2 Survey Implementation

The community perception survey was implemented through a combination of hard copy mail out, and online survey methods. The hard copy survey was sent to a sample of 7,000 homes and PO Boxes in the Town, The survey was mailed on the 17<sup>th</sup> of January, 2014 and the latest date for return of completed surveys was the 14<sup>th</sup> of February 2014. Initially, the hard copy survey was planned to be mailed out and returned in October/November of 2013, however due to substantial issues with the printing contractor, the survey implementation was delayed until January of 2014. When these problems became apparent, the Town of Port Hedland and the Umwelt project team, made the decision to undertake additional data collection methods, as outlined below.

The online survey was administered through the Survey Monkey website. The survey was made available on the 6<sup>th</sup> of October 2013, and closed on the 14<sup>th</sup> of February 2014. Residents of Port Hedland were informed about the online version of the survey, through a series of media releases on the Town's website, through the Town's official Facebook page, and print media outlets.

To complement the perception survey, a range of qualitative engagement and consultation activities were also undertaken by a member of the Umwelt project team, in the Town, between November and December 2013.

Based on the 2011 ABS population statistics for the town of Port Hedland, the desired sample size for the study was 375 participants. This figure enabled statistical analysis to be undertaken, with a 95 per cent confidence level, and a 5 per cent confidence interval. This means that we can be 95 per cent certain, that plus or minus 5 per cent of the population would answer in the same way as the sample. In total, 641 surveys were completed - 179 online surveys and 462 hard copy surveys. The final sample obtained allowed for statistical analysis with a 99 per cent confidence level, and a 5 per cent confidence interval. The 2013 community survey administration yielded the highest number of participants to date, as illustrated in **Figure 1** below.

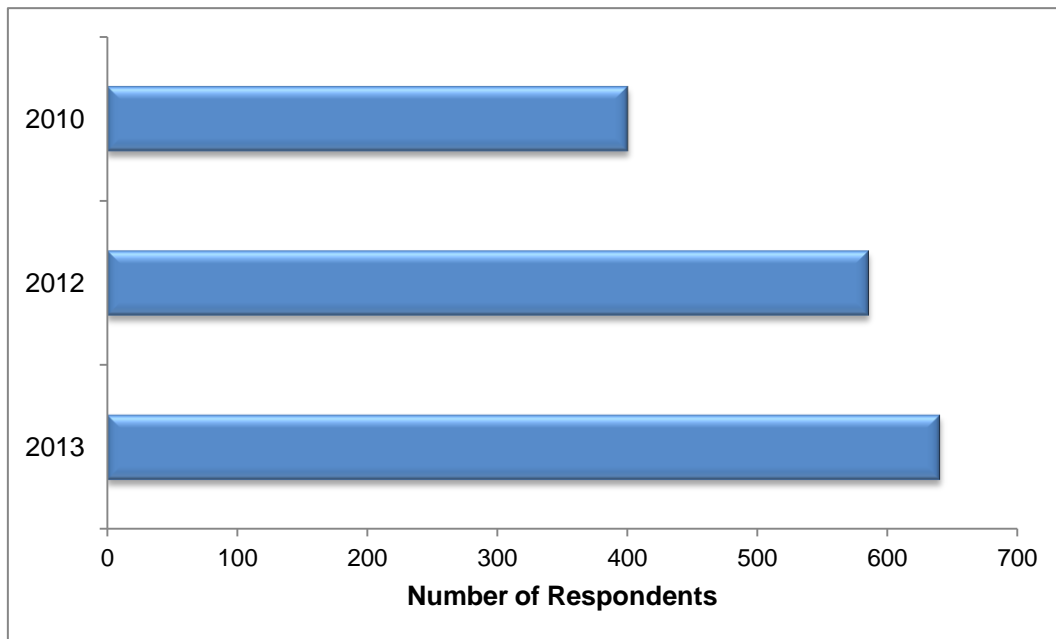


Figure 1 - Number of Survey Respondents by Year

## 2.3 Supporting Engagement Activities

To complement the survey, and to ensure adequate representation of particular groups across the Town's population, the Umwelt project team and the Town of Port Hedland decided to undertake a range of qualitative engagement activities, specifically targeting Aboriginal and young people from the Town. The reasons for doing so were twofold:

- Aboriginal and younger people are often better engaged through methods other than traditional phone/hard copy surveys. This can be seen in previous community perceptions surveys undertaken in the Town, with a only a very small representation of respondents from each of these demographics obtained; and,
- The Town of Port Hedland experienced difficulties with contracted hard copy survey suppliers. These issues had the potential to limit the number of hard copy surveys delivered and/or completed, and so a decision was made to undertake supplementary data gathering activities.

Consultation with the targeted demographics was undertaken in November and December of 2013, with 78 participants involved. **Table 2** illustrates the methods utilised for this stage of the study.

### 2.3.1 The Town of Port Hedland Aboriginal Forum

The Towns Aboriginal Forum was held at South Hedland Lotteries House on the morning of the 25<sup>th</sup> of November, 2013. The Forum was well attended by representatives of Aboriginal businesses and associations, staff from the Town of Port Hedland and private enterprises working in the Town. The forum was facilitated by a local Aboriginal Elder, with the main focus of the forum to allow participants to engage with service and facility providers in the Town, and to ask questions.

Following the Aboriginal Forum, the Umwelt representative spent time approaching residents outside of the South Hedland Shopping Complex. Participants were asked very general

questions around themes in the community perceptions survey, such as “what are your favourite places in Port Hedland?” and “how could services and facilities be improved?” Seven separate groups of people were approached, all identified themselves as Aboriginal. Hard copy notes were taken during these interviews, which were later transcribed for analysis.

### **2.3.2 Youth Engagement Activities**

Interviews were held with young people at the JD Hardie Youth Zone on two occasions, during November and December of 2013. Afternoon tea was offered at the centre on both visits, and the Youth Involvement Council (YIC) brought a number of young people in their care to the centre to discuss the Town’s future. All participants were given an information sheet, including a consent sheet, and contact details for the relevant Umwelt staff, should their parent’s desire further information. Interviews were digitally recorded and transcribed.

Further engagement was conducted at two skating workshops, run by the Town, in conjunction with Skateboarding Australia. These workshops and interviews were conducted at the South Hedland and Port Hedland skate parks.

Additional engagement was undertaken with young residents through a series of interviews and activities held at the South Hedland High School, including classroom visits, library interviews, and engagement with students during lunch and recess in the schools outdoor common areas.

Table 2 - Qualitative Community Engagement

Engagement Method	Description	Location	Groups Targeted	Approximate participants*
<b>Vox pops</b>	Short interviews, generally up to 5 minutes in length	<ul style="list-style-type: none"> <li>Port Hedland Skate Park</li> <li>South Hedland Skate Park</li> <li>South Hedland Shopping Centre</li> <li>JD Hardie Youth Zone</li> <li>South Hedland High School</li> </ul>	<ul style="list-style-type: none"> <li>Young people, aged between 10 and 17 years old</li> <li>Aboriginal residents</li> </ul>	25
<b>Face to face interviews</b>	More in depth discussions, up to 20 minutes in length	<ul style="list-style-type: none"> <li>South Hedland Shopping Centre and surrounds</li> <li>South Hedland Library</li> <li>Markets and Melodies community event</li> </ul>	<ul style="list-style-type: none"> <li>Aboriginal residents</li> <li>Parents participating in children's activities</li> </ul>	30
<b>Attendance at community forums and meetings</b>	<ul style="list-style-type: none"> <li>Port Hedland Aboriginal Forum</li> <li>Disabilities services afternoon tea</li> </ul>	<ul style="list-style-type: none"> <li>Lotteries House South Hedland</li> <li>JD Hardie Youth Zone</li> <li>Carers and disabilities services workers</li> </ul>	<ul style="list-style-type: none"> <li>Aboriginal residents and Aboriginal corporation representatives</li> <li>Carers and disability service workers</li> </ul>	23

\* Exact participation rates are not available, as consultation was often undertaken with groups of people.

## 2.4 Sample Comparability and Data Weighting

The aim of any survey that intends to generalise results from a sample to a population, is to gain a sample that is representative of the population of interest. Where a sample does not represent the population it is intended to represent, researchers are faced with an issue in regard to generalising the results obtained.

Data weighting is a method employed by some researchers in an attempt to overcome any misrepresentation of the population, obtained through unrepresentative samples. In its simplest form, data weighting attempts to overcome such misrepresentation by changing the data of certain groups.

However, there are a number of potential issues associated with data weighting, as outlined below:

1. Weighting data assumes that there are statistically significant differences between the variables weighted. For example, simply amplifying the score of the male respondent, assumes that the male and female responses are significantly disparate and this is certainly not always the case.
2. When the data is weighted to better match a population, it ceases to represent the sample. This simply means, after weighting we cannot accurately analyse the sample data, for things such as the differences mentioned above. Such differences should be assessed prior to any data manipulation.
3. Weighting assumes that the results of the sample population are to be presented as a whole, representing the entire population, rather than looking at responses of major demographics or other discrete groupings. For example, stating that the majority of participants were unhappy with Skate Parks, rather than noting that the result obtained was dependent on a range of factors, including gender, age etc.

While weighting is a useful tool when it is not possible to obtain raw data about population samples through other means, it should only be used when:

- the sample sizes are not big enough to undertake testing of statistically significant differences between key groups/variables;
- missing data cannot be adequately supplemented through other means;
- there is evidence that there are substantial and statistically significant differences between the sample groups, which may not be adequately generalised to the population without weighting; and
- the intent of the researchers is to present the data as a conglomerate – that is, not to differentiate between groups and groups of variables represented in the data, but to present an overall result from the sample as a whole.

With specific reference to the sample data collected for the Town of Port Hedland Community Perceptions Survey, the Umwelt Project Team believe that data weighting is not necessary in relation to the current survey, and could in fact detract from the robustness of the statistical analysis. The major reasons for this are that there are sufficient numbers in each major demographic group to afford appropriate statistical analysis (where there are not, as in the under 18 year age group, and Aboriginal and Torres Strait Islander groups, a large amount of supplementary qualitative data has been collected). Furthermore, few statistically significant differences exist based on the demographics between the sample and the overall population, and the un-weighted data is seen to better represent the people in the sample.

## 3.0 Respondent Profile

### 3.1 Survey Respondents

Survey participants were asked a number of demographic questions to enable stratification of the data set (e.g. gender and age group).

#### 3.1.1 Comparison of Respondent Profiles across the Three Survey Years

**Table 3** presents the demographic characteristics of 2013 survey respondents and compares these to the characteristics of 2010 and 2012 survey respondents.

**Table 3 - Demographic Comparison across Survey Years (percentage of sample)**

	2010	2012	2013
<b>Gender</b>			
Male	38.8	37.5	35.9
Female	61.2	62.5	64.1
<b>Age Group</b>			
< 18 years	0.1	3.8	0.1
18-24 years	2.4	2.6	1.3
25-34 years	7.5	9.2	11.5
35-44 years	5.3	8.0	9.3
45-54 years	6.6	6.3	9.3
55+ years	3.3	5.8	7.6
<b>Housing</b>			
Home owned or mortgaged	34.3	30.9	24.2
Home rented	9.2	22.7	25.6
Caravan park	1.24	2.3	0.8
Employer provided housing	45.0	39.7	46.2
<b>Aboriginal or Torres Strait Islander</b>			
Proportion of sample	5.2	5.4	4.9

As can be seen in **Table 3**, the major demographics across the three time periods were comparable, with notable exceptions being:

- a lower number of respondents in the under 18 year old age group in 2010 and 2013;
- an increase in respondents in the 25 to 34 year old age group in 2013;
- reduction in home owner respondents, and an increase in respondents that rent, in 2014; and,
- an increase in employer-provided housing respondents in 2013.

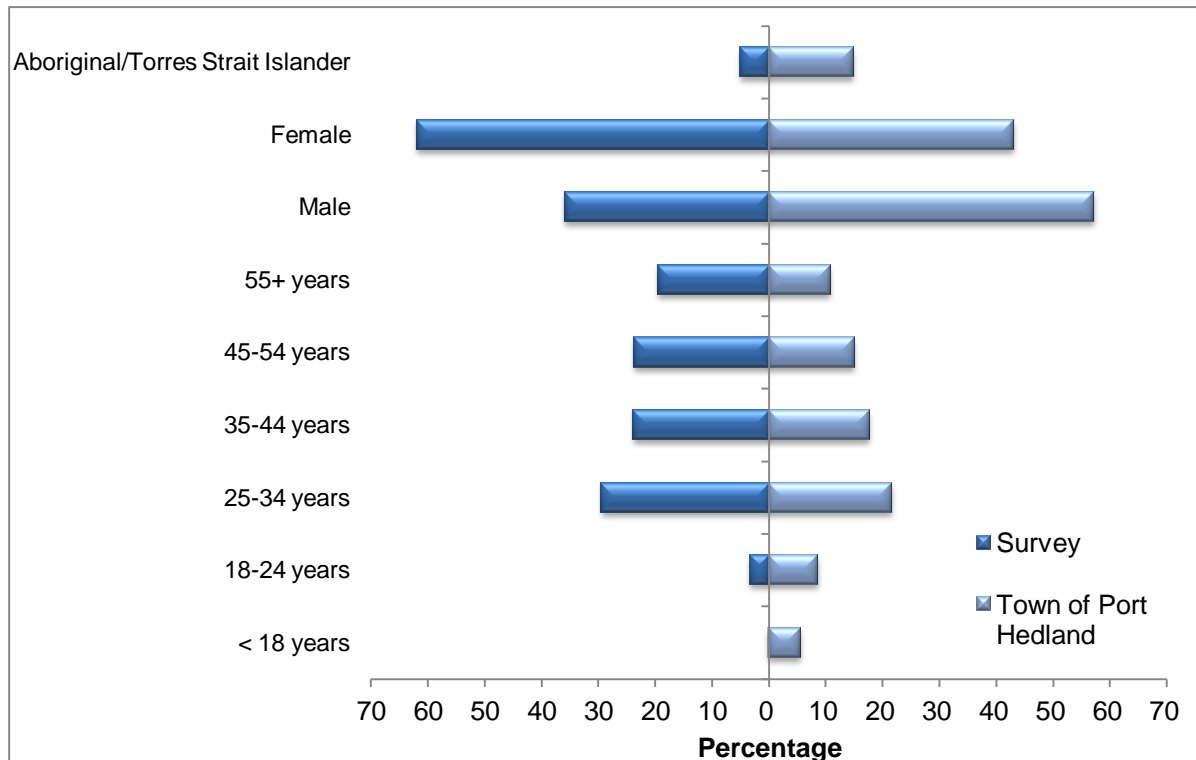
As noted, the Town of Port Hedland's community perception survey has been implemented over a number of years, with data made available for comparison across 2010, 2012 and 2013 surveys.



While this data is very useful for a quick and easy comparison of performance over different years, caution must be taken when interpreting or attributing changes as the data represents three static snapshots in time, rather than true time series data. The nature of this data leads to some recommendations around future data collection, to be discussed in the recommendations section of this report.

### 3.1.2 2013 Sample Comparison with Port Hedland Demographics

In order to interpret the results of a survey, and to make generalisations about the broader community, it is important to understand how the sample compares with the population on a range of demographic characteristics.

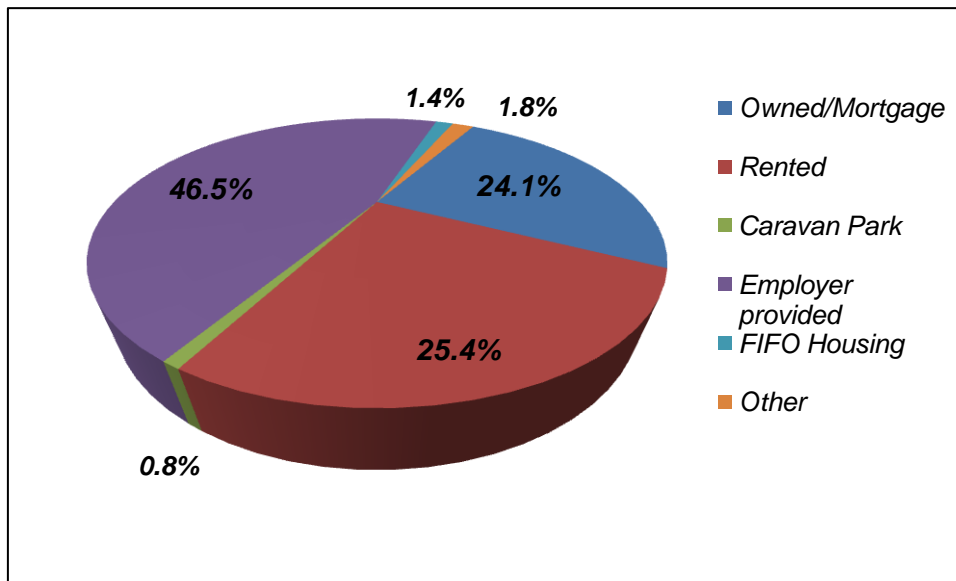


**Figure 2 - Survey Sample and Population Statistics**

In the 2013 survey a number of differences are noted between the sample and the population according to ABS statistics. These include an over-representation of females, and people aged 25 years and over in the current sample (see **Figure 2**). Slightly less people aged up to 24 years of age and Aboriginal/Torres Strait Islander residents were included in the sample.

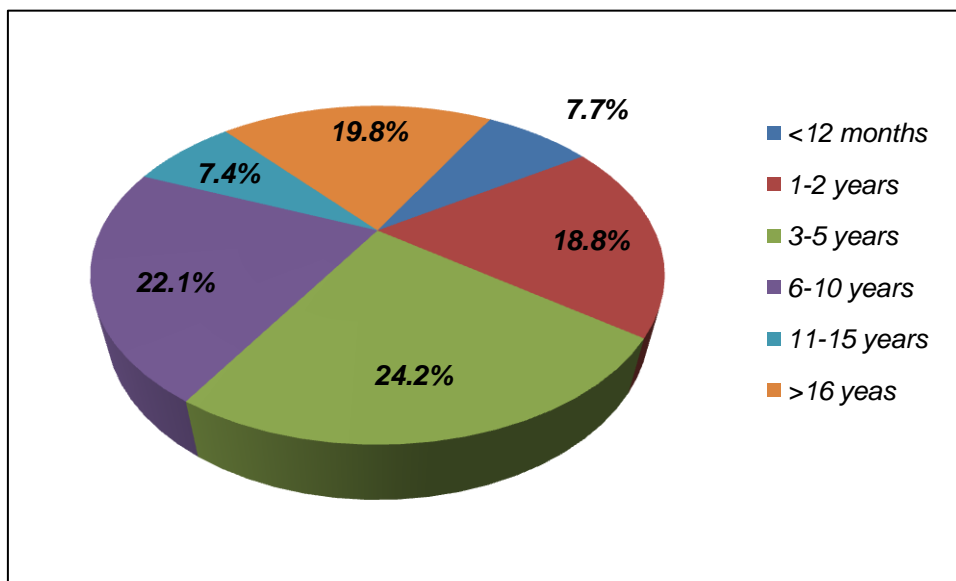
While under-representation is sometimes considered a rationale to undertake data weighting in the statistical analysis, as has been outlined in **Section 2.4**, the project team are confident that a combination of statistical analysis and qualitative data analysis of underrepresented groups, provides a better representation of all demographics in the town.

Also collected in the community perception survey, was information about housing, length of residence, and the specific area of the Town in which participants resided. As can be seen in **Figure 3**, the sample included a substantial number of participants who owned or rented their residence, and also those people involved in employer provided housing schemes. Participants living in Caravan Parks, in Fly in Fly out (FIFO) housing, and 'other' housing, comprised only a small proportion of the sample.



**Figure 3 - Housing Sample Demographics**

Nearly a quarter of participants had lived in Port Hedland between three and five years (24.2%), with those living in the Town 6 to 10 years (22.1%) and over 16 years (19.8%) representing a significant proportion of the sample, as shown in **Figure 4** below.



**Figure 4 - Length of Residence in Port Hedland**

Participants in the 2013 survey sample were predominantly permanent residents of Port Hedland (64.6 per cent), with a further 31.6 per cent of the participants choosing not to respond to this item, and a further 1.9 per cent identifying themselves as FIFO/contract workers, or other short term residents.

Most participants in the sample lived in South Hedland, followed closely by Port Hedland. Aboriginal Communities and Wedgefield were the least represented areas of the Town, as illustrated in **Figure 5**.

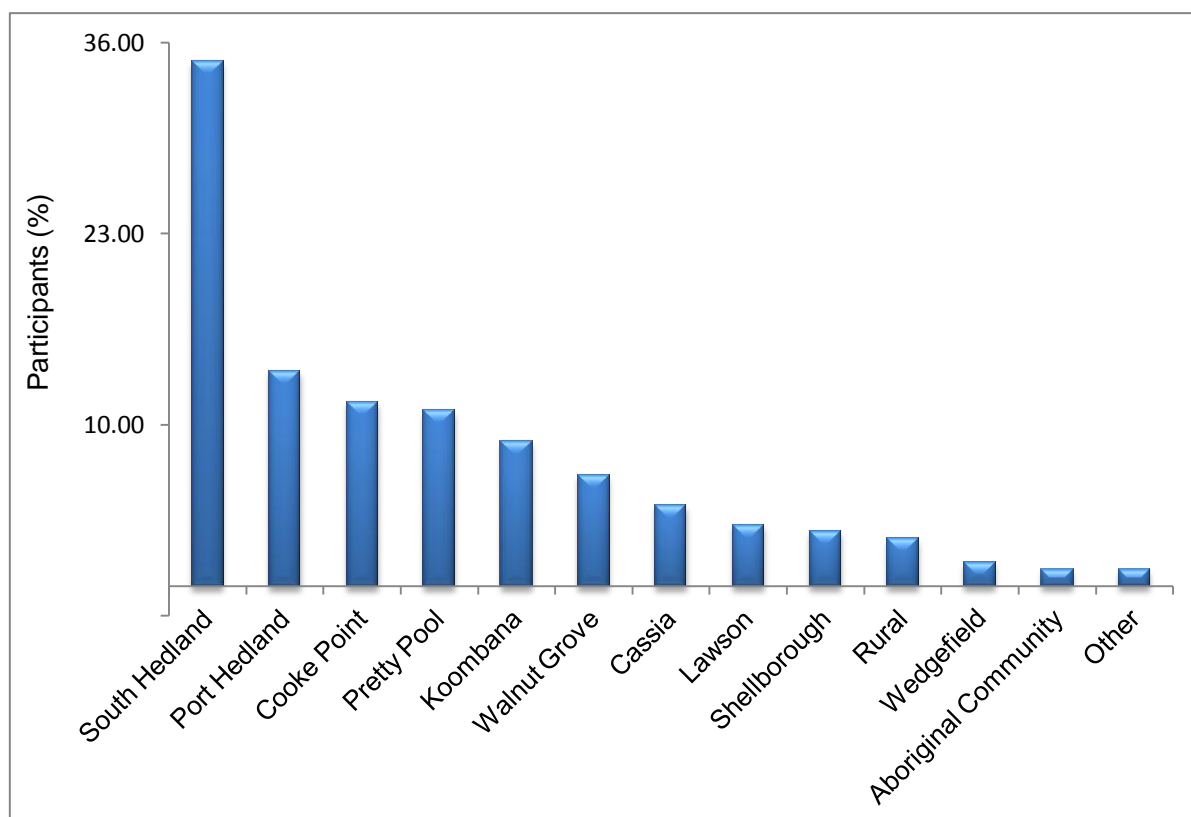


Figure 5 - Area of Residence

### 3.2 Qualitative Engagement Respondents

Qualitative consultation involved discussions with respondents around the main service and facility sections found in the survey, as well as general perceptions of the council. Detailed demographic data was not sought from these respondents, outside of Aboriginality and an indication of age (i.e. under 18 years).

Residents taking part in the qualitative engagement process included:

- Aboriginal/Torres Strait Islanders: 33 respondents;
- young people: 40 respondents; and,
- mothers at children's group activities: 5 respondents.

Both males and females were approached during this engagement, and whilst gender numbers were not recorded, female respondents were more likely than male respondents to participate, within each target group.

## 4.0 Survey Findings

Analysis/outcomes of the community perception survey are presented in the sections below and provide insight into community issues and perceptions of, the Town of Port Hedland, and the provision of services and facilities within the Council area.

### 4.1 Council Performance and Living in Port Hedland

#### LOCAL LEADERSHIP

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

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

	Excellent	Good	Average	Poor	Terrible	Don't know	Comments (optional)
1. Listening to what the community has to say	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
2. Managing the Town's finances and assets	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
3. Working with other organizations to provide services and facilities to the community	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
4. Planning and providing cultural and community facilities, activities and events	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
5. Promoting the Town of Port Hedland within the Pilbara and across the State	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
6. Overall rating of the Council's work over the last 12 months	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	

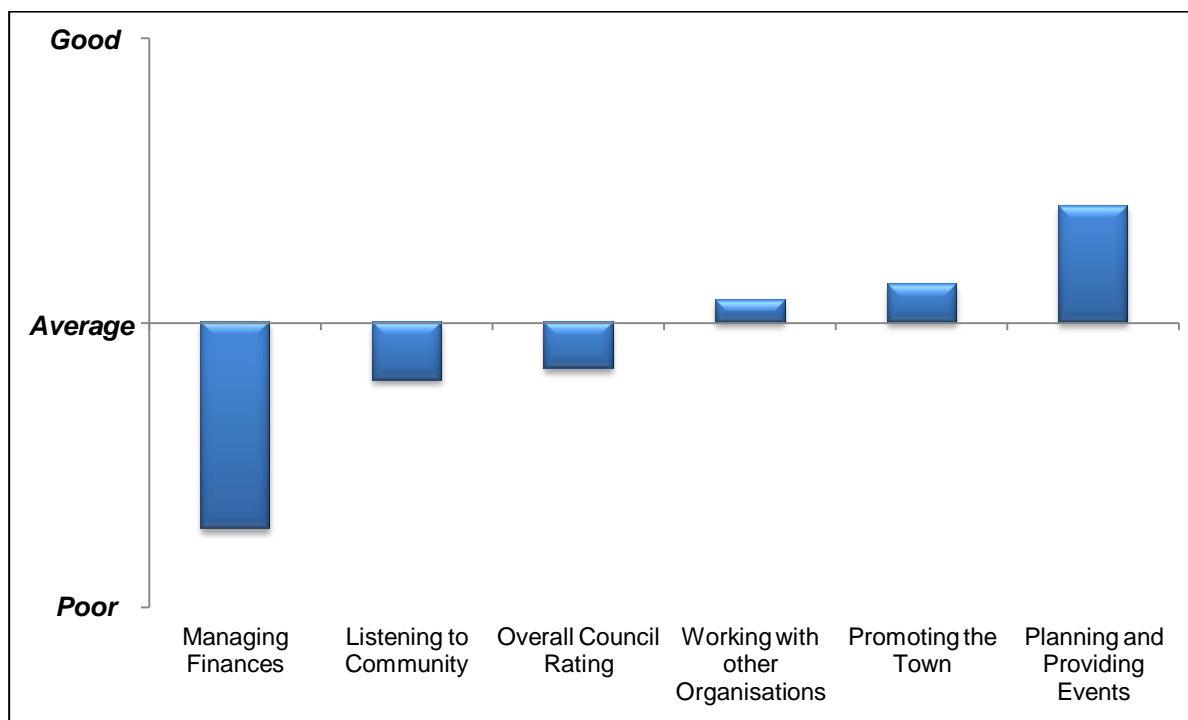
Figure 6 - Council Performance Survey Items

### 4.1.1 2013 Survey Results

Respondents were required to rate a number of aspects relating to council performance (**Figure 6**), in a section of the survey entitled *Local Leadership*. This section covered five key areas of council performance, and included an overall rating of the councils work in the Town over the last 12 months. Specifically, respondents rated the council's performance, on a scale from 1 (*Terrible*) through to 5 (*Excellent*) on the following items:

- listening to the community;
- managing the Towns finances and assets;
- working with other organisations to provide services and facilities to the community;
- planning and providing cultural and community facilities, activities and events; and,
- promoting Port Hedland within the Pilbara and across the State.

Overall the Town's performance was rated as slightly below average (**Figure 7**). Participants rated the council's performance best in regard to *planning and providing events*, followed by *promoting the town*, and *working with other organisations*. *Managing finances* was rated as the area of poorest council performance, followed by *listening to the community* which also achieved a slightly below average rating.



**Figure 7 - Ratings of Council Activities**

In order to assist the Council in identifying the specific areas that were perceived to need improvement; the happiness and importance ratings of each item in the survey have been assessed concurrently, highlighting those areas that participants considered both important, and which they were happy with, compared with areas that participants were unhappy with but considered important. These results are displayed by survey theme, in the sections below.

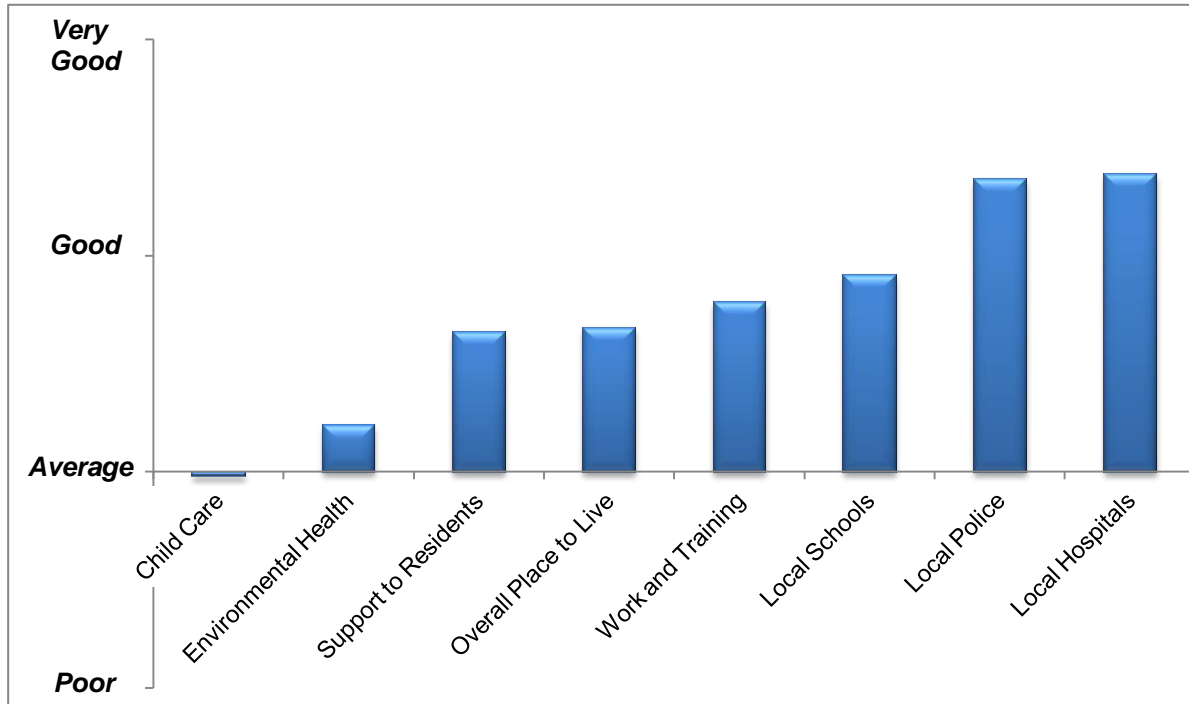


**22: How do you rate the following aspects of living in the Town of Port Hedland?**

	Excellent	Good	Average	Poor	Terrible	Don't know	Comments (optional)
1. Local schools and education options	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
2. Local hospitals and health services	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
3. Local police	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
4. Support available to families and individuals	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
5. Protection and conservation of the local environment	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
6. Work and training opportunities	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
7. Child Care facilities	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
8. <b>Overall rating of the Town of Port Hedland as a place to live</b>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	

Figure 8 - Living in the Town of Port Hedland Survey Items

The survey provided participants a chance to rate a number of aspects of living in Port Hedland (**Figure 8**). Overall responses (**Figure 9**) indicated that local services were seen positively in their provision.



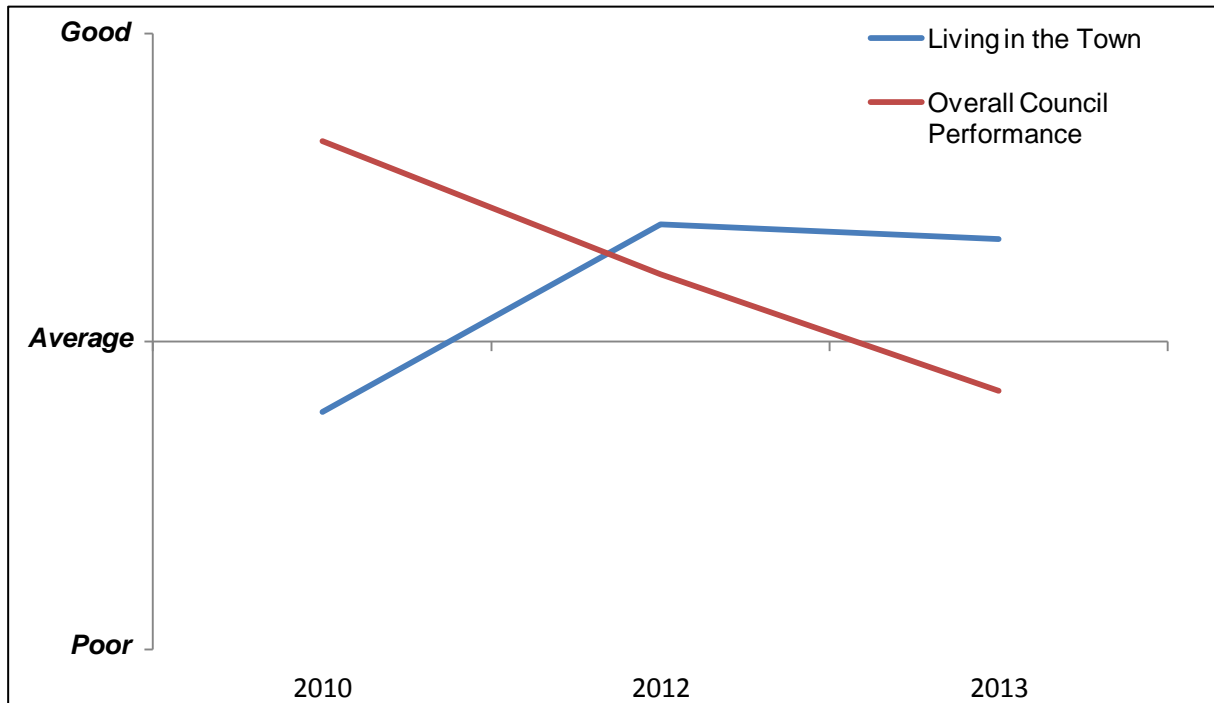
**Figure 9 - Living in Port Hedland: Ratings**

Local Hospitals were the highest rated service followed by local police, schools, work and training opportunities, support to residents and finally environmental health. Child care was rated least in terms of council provision, and was the only item to receive a slight negative rating overall.

Ratings of Port Hedland as a place to live were generally positive i.e. good, though this overall rating was less positive than those received in relation to hospitals, police, schools and work and training opportunities.

### 4.1.2 Trend Analysis

Examination of trends in council performance and happiness with living in Port Hedland indicates that generally, whilst increases in ratings of the Town as a place to live are evident, perceptions of council performance seem to be reducing.



**Figure 10 - Council Performance and Town Rating Trends**

While overall council performance was seen to have decreased in 2012 (from 2010), at the time of the present survey, ratings of living in Port Hedland and council performance were most closely aligned (see **Figure 10**).



## 4.2 Leisure Facilities and Services in Port Hedland

**COMMUNITY**  
We are a friendly, exciting city of neighbours that is vibrant and diverse.

	1: How <u>important</u> have the following been to you and your family over the last 12 months?						2: And how <u>happy</u> have you been with these services over the last 12 months?						
Leisure Facilities and Services	Not at all	Not very	Neutral	Fairly	Very	Not applicable	Not at all	Not very	Neutral	Fairly	Very	Not applicable	<i>Comments (optional)</i>
1. South Hedland Aquatic Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Gratwick Aquatic Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Boat ramps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Skate parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Wanangkura Stadium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Marquee Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Sporting Clubs and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Clubs development program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Leisure Programs (eg: Paws Walk, Mother's Day Walk)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

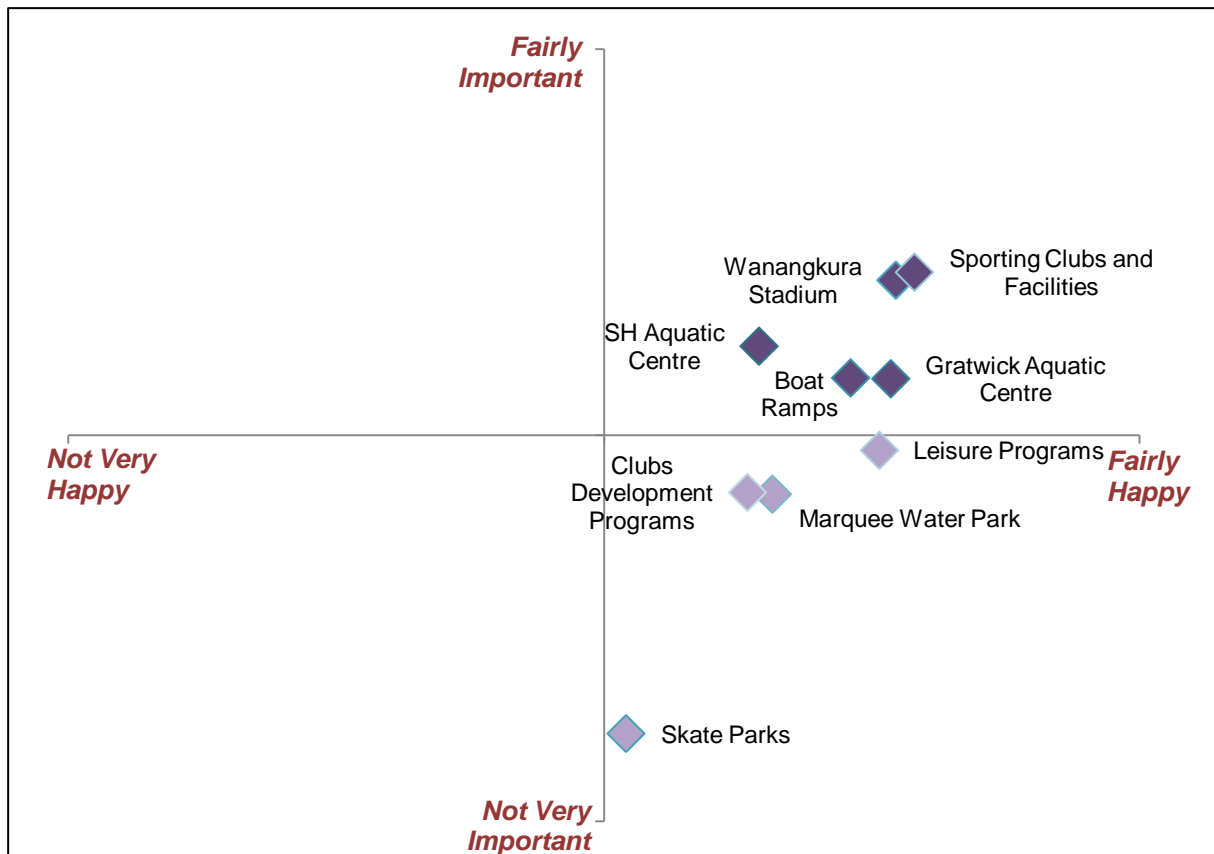
Figure 11 - Leisure Facilities and Services Survey Items

### 4.2.1 2013 Results

As can be seen in **Figure 11** leisure facilities and services in Port Hedland were assessed in the 2013 survey through the rating of importance of the facility/service, and a personal rating of happiness with the provision of the service. The facilities/services assessed included:

- South Hedland Aquatic Centre;
- Gratwick Aquatic Centre;
- boat ramps;
- skate parks;
- Wanangkura Stadium;
- Marquee Park;
- sporting clubs and facilities;
- clubs development program; and
- leisure programs.

Respondents were most happy with, and perceived sporting clubs and facilities, and the Wanangkura Stadium as most important. Respondents were also generally happy with, and rated as important, the South Hedland Aquatic Centre, the Gratwick Aquatic Centre, and boat ramps (refer to **Figure 12**).



**Figure 12 - Importance and Happiness: Leisure Facilities**

Those items that were considered to be less important included skate parks, clubs development and leisure programs and the Marquee Water Park (see **Section 4.9** for a discussion of the impacts of age on these items). While ratings of importance in this category varied, respondents were generally reasonably happy with all services and facilities. The facility rated as least important, and that participants were least happy with, was skate parks.

While both the South Hedland and Gratwick aquatic centres were rated as important, and respondents were generally happy with the facilities from a rating perspective; open ended comments in the survey however identified some key issues with the provision of these facilities. For example, over a quarter of respondents (26.6 per cent) commented on frustrations relating to swimming pool closures and opening hours.

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

Issues with skate parks (including noise, damage and anti-social behaviour; 7.4 per cent) were also raised, and may have contributed to the low ranking of these facilities. While boat ramps were well rated in the survey, respondents did express a need for increased or upgraded amenities (e.g. a need for better toilets; 8.9 per cent). General comments about leisure facilities focused on the size of the facilities, namely that many of the provided facilities, while important, were too small for the number of people using them (8.5 per cent).

The word cloud (**Figure 13**) below allows a visual representation of the comments made by participants, with larger more prominent words representing a higher rate of comment.

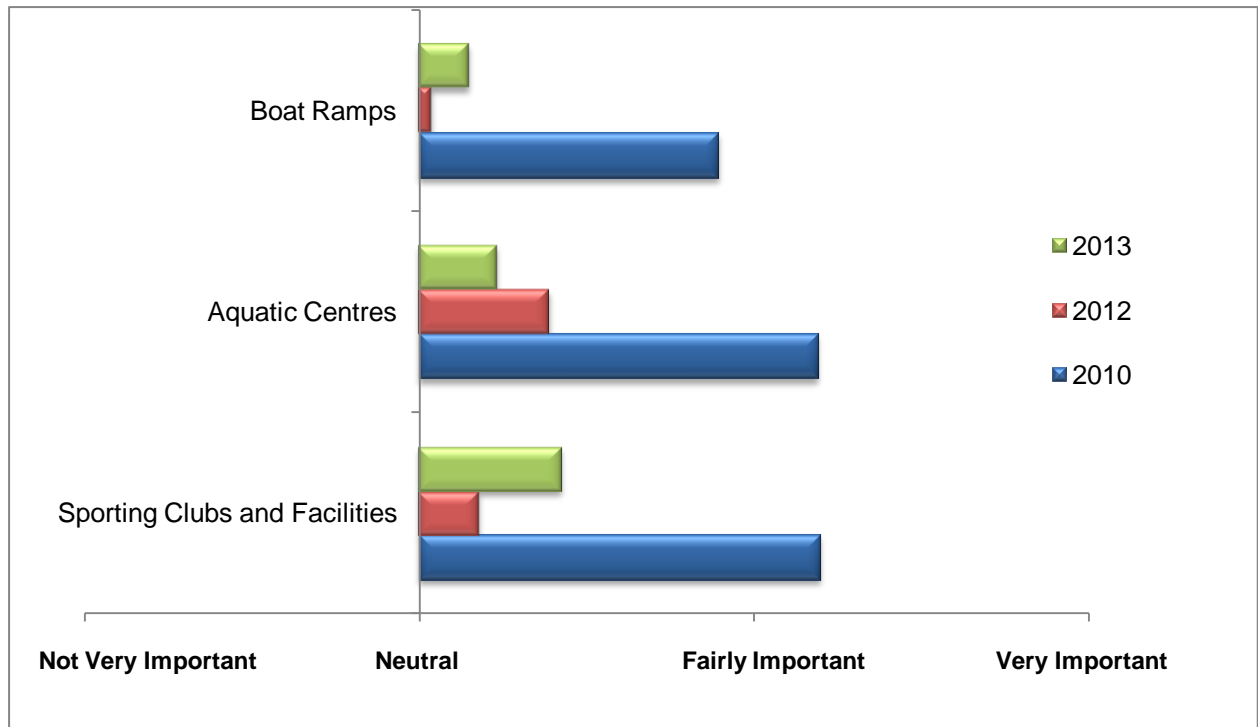


**Figure 13 - Leisure Facilities and Services Word Cloud**

A thematic analysis of the data obtained through qualitative engagement activities, highlighted some differences with results obtained through the survey. For example, during the qualitative interviews, the importance of skate parks was raised, and concerns about the Wanangkura Stadium were notable e.g. stadium vandalism, the size of the gym and associated costs.

#### 4.2.2 Trend Analysis

Three significant differences were noted on items within the leisure facilities and services section of the three surveys (refer to **Figure 14**).



**Figure 14 - Trends over time: Leisure Facilities and Services**

Specifically perceived importance for boat ramps, sporting clubs, and aquatic centres were seen to be highest in 2010, with 2013 receiving the lowest ratings for aquatic centres. However, sporting clubs and boat ramps have seen improved ratings of importance in 2013, being significantly higher than 2012.

### 4.3 Travel and Transport

**ECONOMIC**  
Our economy is resilient and provides choice and opportunities

	3: How <u>important</u> have the following been to you and your family over the last 12 months?						4: And how <u>happy</u> have you been with these services over the last 12 months?						Comments (optional)
	Not at all	Not very	Neutral	Fairly	Very	Not applicable	Not at all	Not very	Neutral	Fairly	Very	Not applicable	
<b>Travel and Transport</b>													
Major roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Rural roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Local streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Footpaths/Cycleways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Airport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Street Parking/Car Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Figure 15 - Travel and Transport Survey Items

### 4.3.1 2013 Results

As can be seen in **Figure 15** travel and transport services and facilities in Port Hedland were assessed in the 2013 survey through the rating of importance, and happiness, on six key items. These included:

- major roads;
- rural roads;
- local streets;
- footpaths/cycleways;
- airport; and
- street parking/car parks.

Overall responses to these items indicated that all travel and transport items were considered to be of high importance, and happiness ratings of these services were relatively neutral, as can be seen in **Figure 16**.



**Figure 16 - Importance and Happiness: Travel and Transport**

Local streets and major roads were considered to be the most important of the travel and transport services, with the respondents being most happy with the airport. Whilst respondents were happy with rural roads, this item was considered less important relative to the others.

The survey results showed respondents were least happy with local streets, and footpaths/cycleways. This was also reflected in the open ended comments within the survey, with the most common comments relating to footpath conditions (14.6 per cent), citing examples of broken glass and sand, prevalent on local footpaths.

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

As illustrated in the word cloud in **Figure 17**, 7.9 per cent of responses identified airport upgrades as necessary. Other prominent themes in the open ended responses included car parking issues, the condition of local streets (potholes) and the need for better maintenance of roads and streets.



**Figure 17 - Travel and Transport Word Cloud**

A thematic analysis of qualitative engagement activities highlights some of the similarities with the survey. For example, the need for street repairs, appropriate street planning and expenditure, as well as a need for further airport upgrades.

#### **4.3.2 Trend Analysis**

A number of significant differences were found across the time periods, with respect to the importance of travel and transport services and facilities in the Town, as is shown in **Figure 18**.



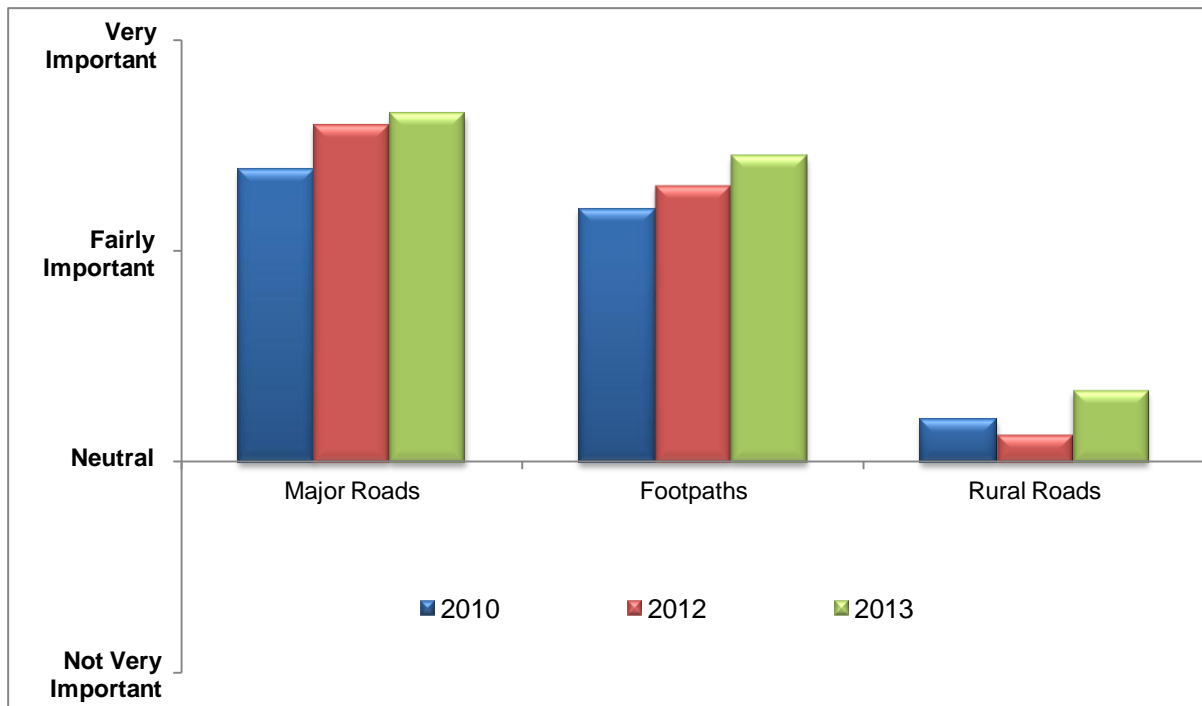


Figure 18 - Trends over time: Travel and Transport Importance

Additional differences were identified in participant’s level of happiness with travel and transport related items (refer to **Figure 19**):

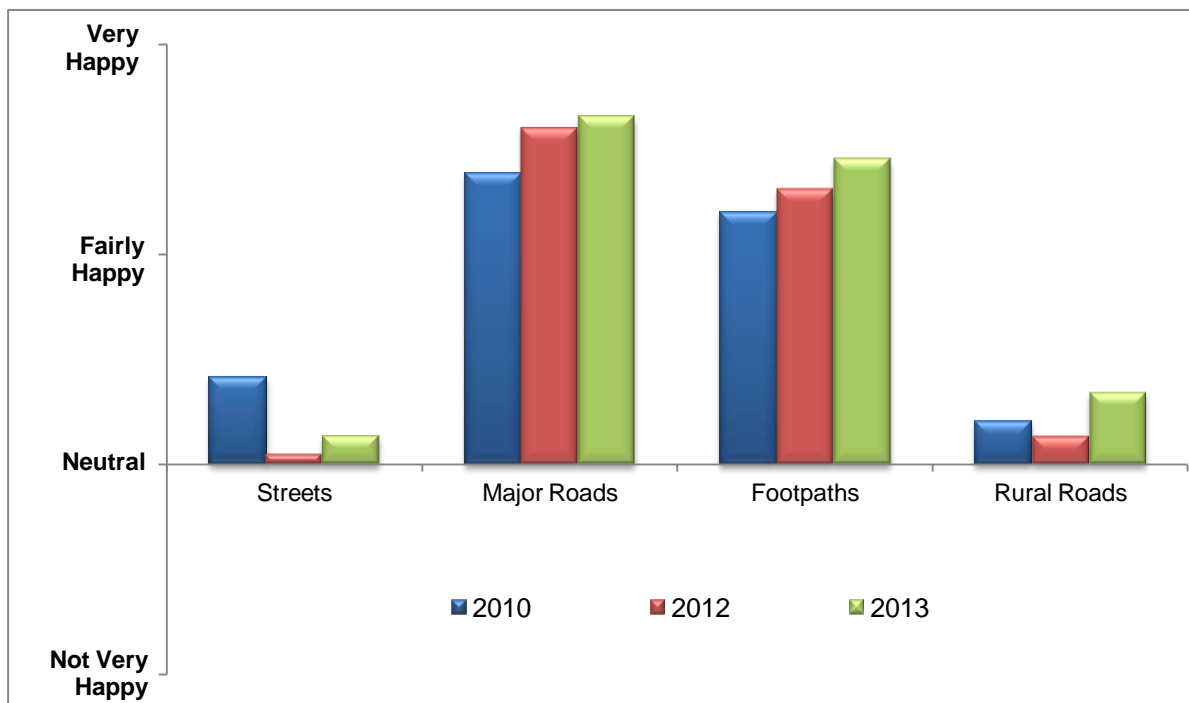


Figure 19 - Trends over time: Travel and Transport Happiness

The results of the time comparisons indicate that the importance of, and happiness with, major roads and footpaths have increased consistently since 2010.

With respect to the happiness and importance of streets and rural roads, the results suggest people were most positive in 2010, with a significant reduction in perceived importance and happiness in 2012, followed by a slight increase in 2013.

## 4.4 Local Environment

**ENVIRONMENT**  
A city in which we live in balance with our unique surrounds

	5: How <u>important</u> have the following been to you and your family over the last 12 months?					→	6: And how <u>happy</u> have you been with these services over the last 12 months?						
	Not at all	Not very	Neutral	Fairly	Very	Not applicable	Not at all	Not very	Neutral	Fairly	Very	Not applicable	<i>Comments (optional)</i>
<b>Local Environment</b>													
Street Appearance e.g. trees, verge maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Public Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cemetery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Parks and gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Environmental health e.g. disease prevention, mosquito control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Ranger services e.g. dog issues, car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

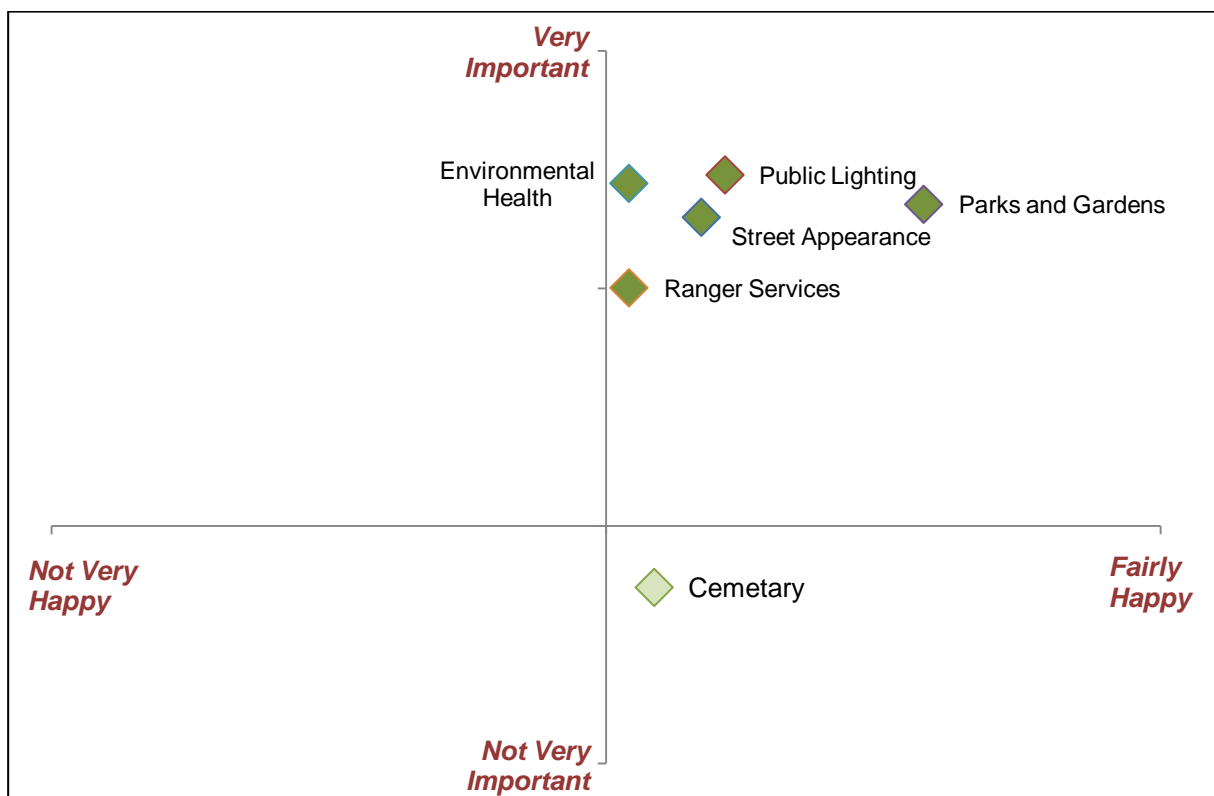
Figure 20 - Local Environment Survey Items

#### 4.4.1 2013 Results

As can be seen in **Figure 20** local environment services and facilities in Port Hedland were assessed in the 2013 survey through the rating of importance, and happiness, on six key items. These included:

- street appearance;
- public lighting;
- cemetery;
- parks and gardens;
- environmental health; and
- ranger services.

Public lighting was marginally seen as the most important local environment item in the survey, while respondents reported being most happy with parks and gardens around the Town.



**Figure 21 - Importance and Happiness: Local Environment**

Overall, respondents were least happy with environmental health, followed by ranger services. As can be seen in **Figure 21**, all items were rated similarly, with the exception of the cemetery, which was considered less important and ranked only fourth in terms of happiness.

Comments obtained in the survey in relation to ranger services also emphasised the issue of stray dogs in the town (15.5 per cent of responses).

***“Dogs own dogs here. Roaming dogs and rangers do nothing about them”***

Similarly, a further 10.3 per cent of responses were unhappy with current mosquito control, citing a need for better environmental health controls such as the return of fogging. In addition, the word cloud presented in **Figure 22** highlights the importance of lighting, as well as unhappiness with street appearance, specifically related to verge vegetation maintenance.



**Figure 22 - Local Environment Word Cloud**

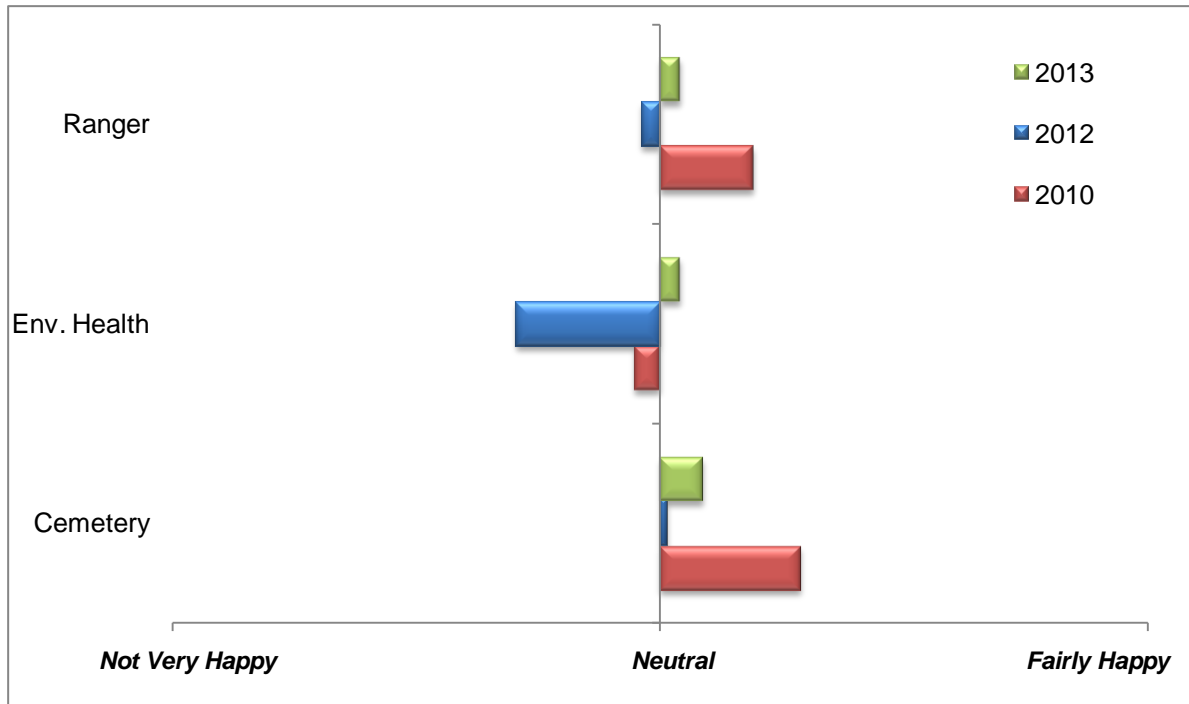
The thematic analysis of qualitative data supported the survey findings, in highlighting similar topics e.g. verge maintenance, ranger training and services and mosquitoes. Additional issues raised, however, included:

- a lack of good public transport; and,
- identification of the old hospital as a place of significance within the Town.

These distinct results are likely a result of the large input from Indigenous respondents, and are examined in more depth in **Section 4.9.5**.

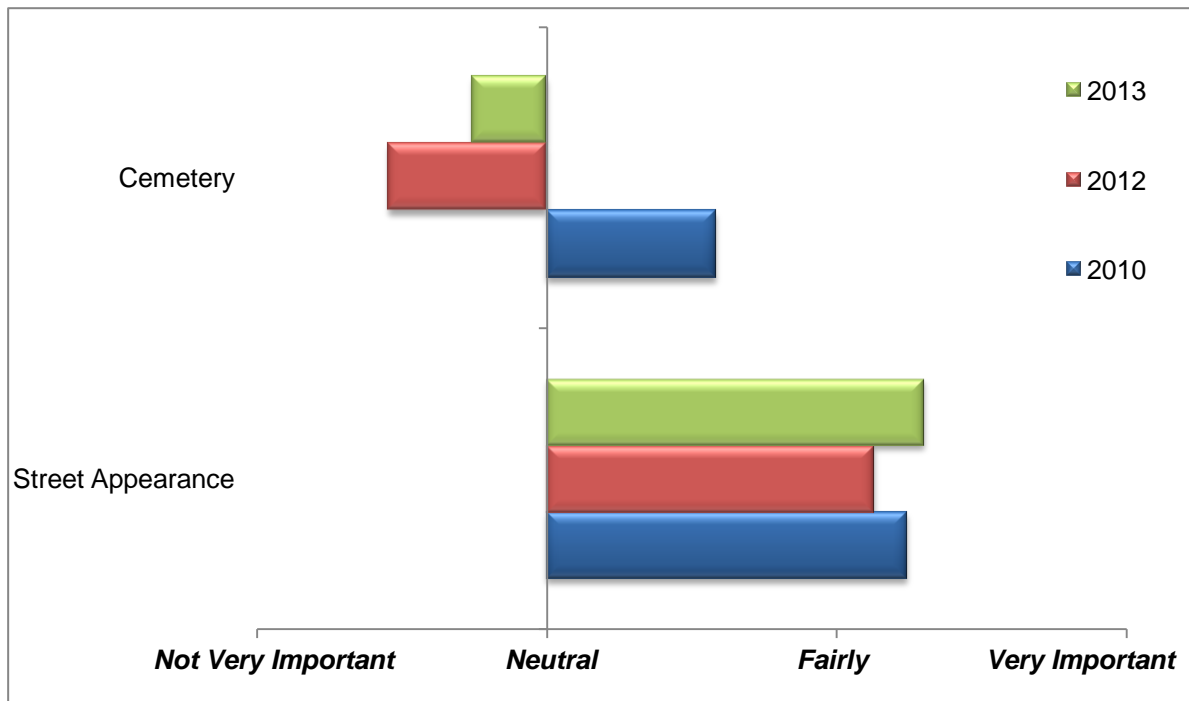
#### 4.4.2 Trend Analysis

A number of significant differences were found across the time periods, with respect to the happiness ratings of local environment services and facilities in the Town, as shown in **Figure 23**.



**Figure 23 - Trends over time: Local Environment Happiness**

As seen in **Figures 23** and **24**, happiness with ranger services, environmental health, and the cemetery was significantly higher in 2010 than in all other years; however 2013 ratings were significantly higher than those in 2012. Furthermore, participants in 2010 rated the importance of the cemetery and street appearance significantly higher than all other years; however 2013 ratings were significantly higher than those in 2012.



**Figure 24 - Trends over time: Local Environment Importance**

### 4.5 Art and Culture and Community Facilities

**COMMUNITY**

We are a friendly, exciting city of neighbours that is vibrant and diverse.

	7: How <u>important</u> have the following been to you and your family over the last 12 months?						8: And how <u>happy</u> have you been with these services over the last 12 months?						Comments (optional)
	Not at all	Not very	Neutral	Fairly	Very	Not applicable	Not at all	Not very	Neutral	Fairly	Very	Not applicable	
<b>Art and Culture and Community Facilities</b>													
Matt Dann Cultural Centre	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Courthouse Art Gallery	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
South Hedland Library	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Port Hedland Library	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
JD Hardie Youth Zone	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Youth Activities and Programs	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Community Events	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	

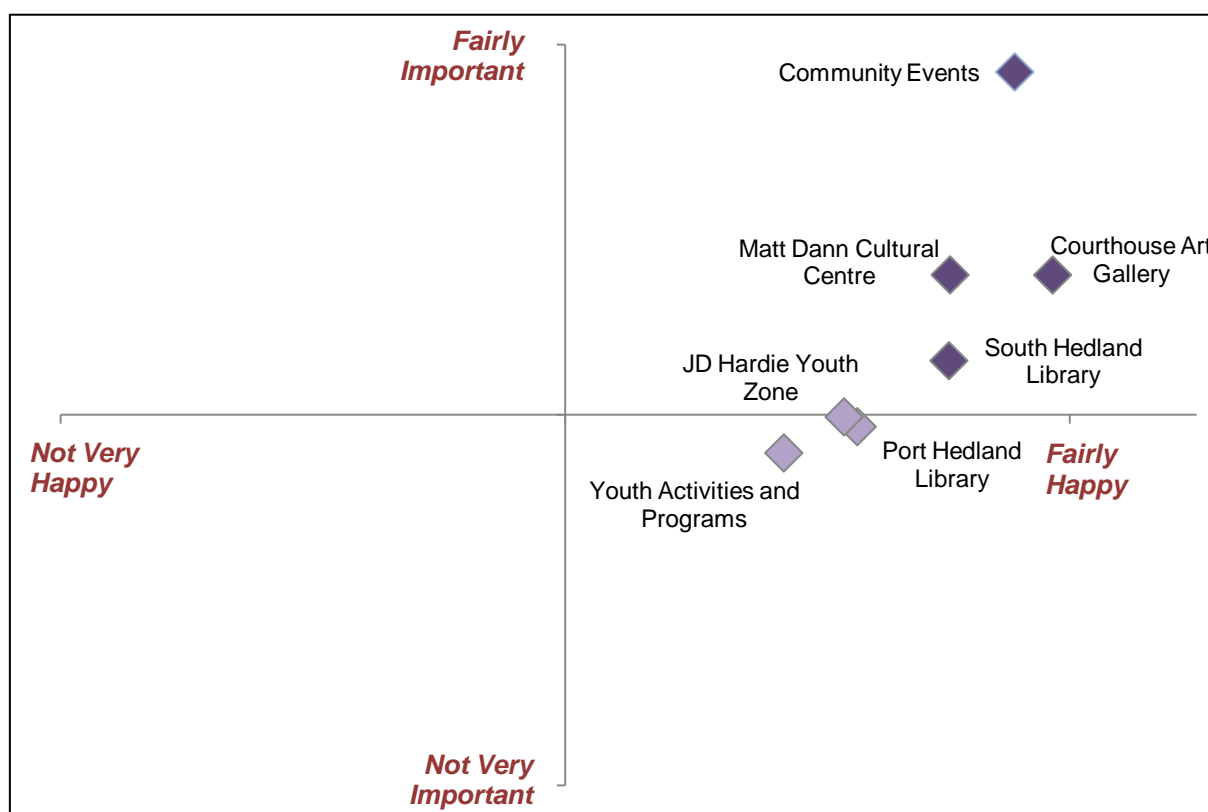
Figure 25 – Art and Culture Survey Items

### 4.5.1 2013 Results

As can be seen in **Figure 25** art and culture services and facilities in Port Hedland were assessed in the 2013 survey through the rating of importance, and happiness, on seven facilities/programs, including:

- Matt Dann Cultural Centre;
- Courthouse Art Gallery;
- South Hedland library;
- Port Hedland library;
- JD Hardie Youth Zone;
- youth activities and programs; and
- community events.

Youth activities, the JD Hardie Youth Zone, and Port Hedland library were seen to obtain fairly neutral importance ratings, with respondents slightly less happy with these art and culture services (see **Figure 26**).



**Figure 26 - Importance and Happiness: Art and Culture**

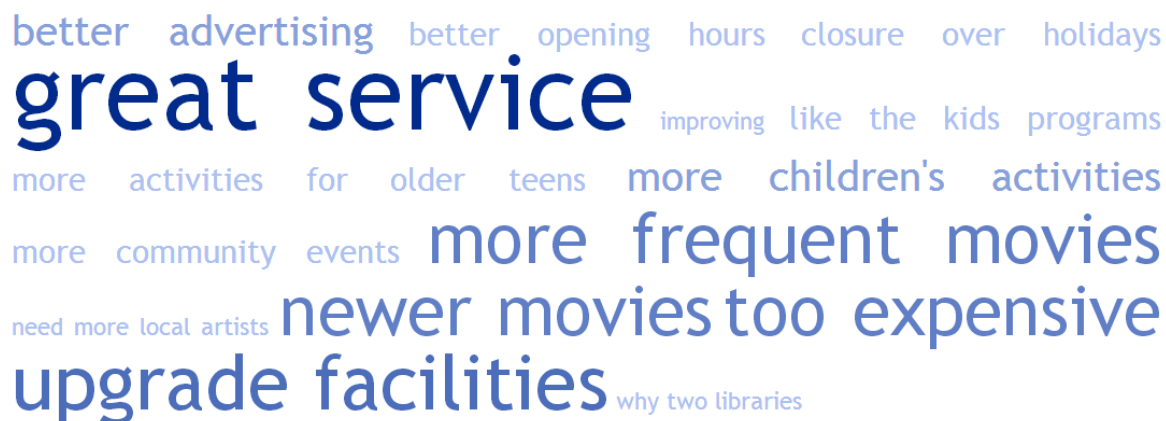
Community events were identified as the most important art and cultural item, and were also rated second in relation to respondents' level of happiness. Participants were most happy with the Courthouse Art Gallery, and also considered this facility fairly important.



The relatively high levels of happiness in relation to the art and cultural services assessed, was also evident in comments provided by respondents in the survey. Over a quarter of respondents (27.4 per cent) stated that the art and cultural services/programs provided were of a high standard.

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

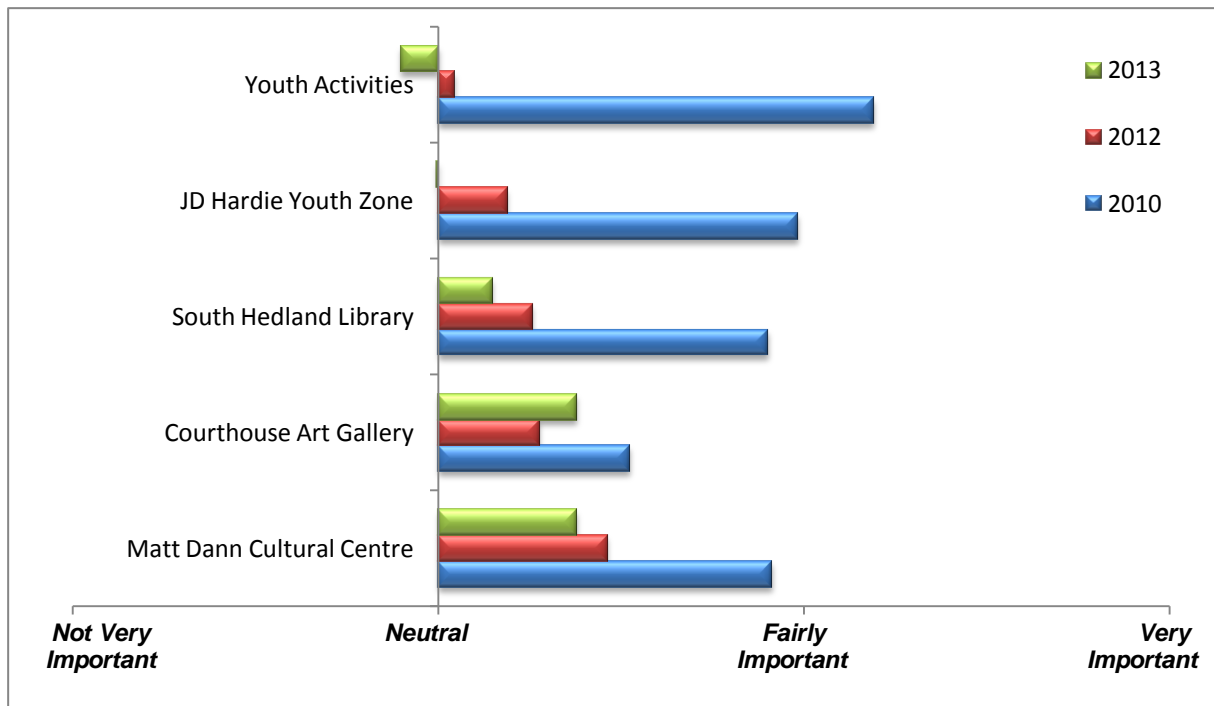
As indicated in the word cloud in **Figure 27**, the Matt Dann Cultural Centre (which is also the local movie theatre) was rated highly, with a number of comments made in relation to this facility, namely the need for the showing of more recent films and more frequent movie showings. However, in relation to arts and culture generally, relatively few comments were made in this section, with an overall suggestion of upgrading facilities highlighted. Less frequently noted in the survey, but also emphasised in the qualitative data, was the need for more activities for youth and children in the Town.



**Figure 27 - Art and Culture Word Cloud**

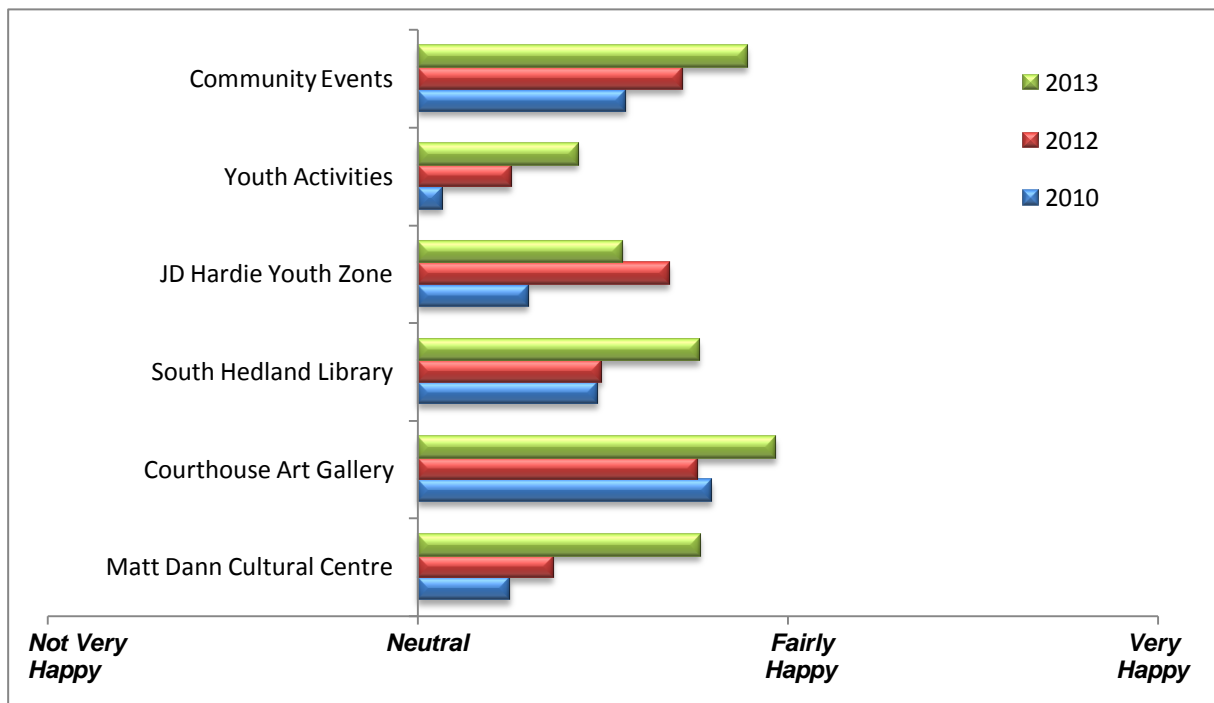
#### 4.5.2 Trend Analysis

A number of significant differences were found across the time periods, with respect to the importance ratings of art and culture services and facilities in the Town, as can be seen in **Figure 28**.



**Figure 28 - Trends over time: Arts and Culture Importance**

Additional differences were identified in participant’s level of happiness with art and culture related items:



**Figure 29 - Trends over time: Arts and Culture Happiness**

As is shown in **Figures 28 and 29**, the importance ratings of youth activities, the JD Hardie Youth Zone, the Matt Dann Cultural Centre and the South Hedland library were significantly lower in 2013 than in all other years examined. In 2013, an increase in the happiness ratings

of community events, youth activities, the South Hedland library, the Courthouse Art Gallery, and the Matt Dann Cultural Centre were noted, with significantly higher rating in 2013 than all other years.

## 4.6 Waste Management Services

**ENVIRONMENT**  
A city in which we live in balance with our unique surrounds

	9: How <u>important</u> have the following been to you and your family over the last 12 months?							10: And how <u>happy</u> have you been with these services over the last 12 months?						
	Not at all	Not very	Neutral	Fairly	Very	Not applicable		Not at all	Not very	Neutral	Fairly	Very	Not applicable	<i>Comments (optional)</i>
Waste Management														
Household Bin Collection	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>		<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Landfill Site/Tip	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>		<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Litter Collection	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>		<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	

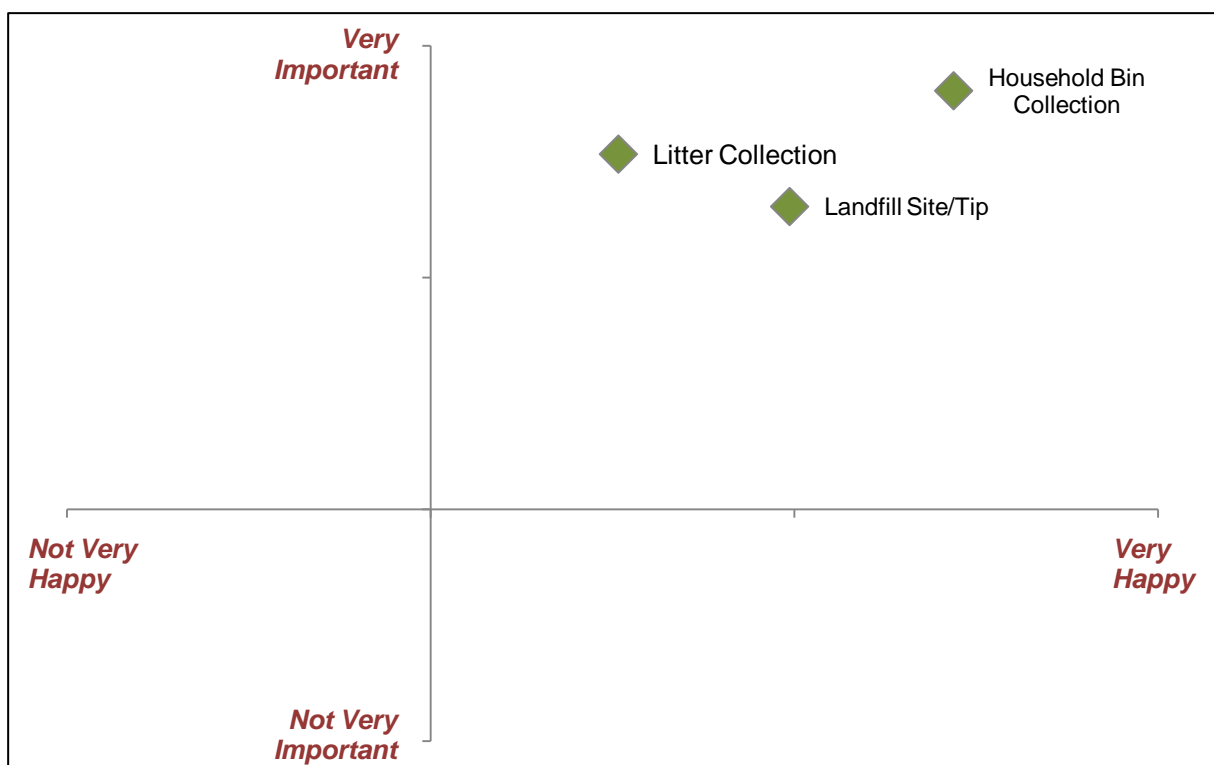
Figure 30 - Waste Management Survey Items

#### 4.6.1 2013 Results

Waste management services and facilities in Port Hedland were assessed in the 2013 survey through the rating of importance, and happiness (**Figure 30**), on three key items, including:

- household bin collection;
- landfill site/tip; and
- litter collection.

All three aspects of waste management services were perceived favourably, as can be seen in **Figure 31**. Household bin collection was both the most important, and had the highest level of happiness.



**Figure 31 - Importance and Happiness: Waste Management**

While waste management services were rated favourably, many respondents (29.7 per cent) expressed a strong desire for increased recycling options in the town. Consistent with the results above, a further 14.0 per cent of comments stated that the services were good, with particular reference to staff, and 11.4 per cent of responses were focused on rubbish and littering issues in the Town.

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

The following word cloud (**Figure 32**) affords a visual representation of the comments made by participants, with larger more prominent words, representing a higher rate of comment.



**Figure 32 - Waste Management Word Cloud**

Analysis of data collected during the qualitative engagement activities showed similar responses to the provision of waste management services and facilities in the Town, including a desire for recycling, as well as positive comments around the landfill/tip site, and further concerns relating to rubbish and littering.

#### **4.6.2 Trend Analysis**

Analysis of trends over time did not indicate any significant differences on items relating to waste management.

## 4.7 International Airport

**ECONOMIC**  
Our economy is resilient and provides choice and opportunities

	11: How <u>important</u> have the following been to you and your family over the last 12 months?					➔	12: And how <u>happy</u> have you been with these services over the last 12 months?						
	Not at all	Not very	Neutral	Fairly	Very	Not applicable	Not at all	Not very	Neutral	Fairly	Very	Not applicable	<i>Comments (optional)</i>
International Airport													
Car park / drop off	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Check in	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Security screening	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Terminal amenities	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Terminal café	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Departure lounge	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Arrivals / baggage claim	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Taxi / bus service	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	

**13: How could the International Airport services and facilities be improved?**

Figure 33 - International Airport Survey Items

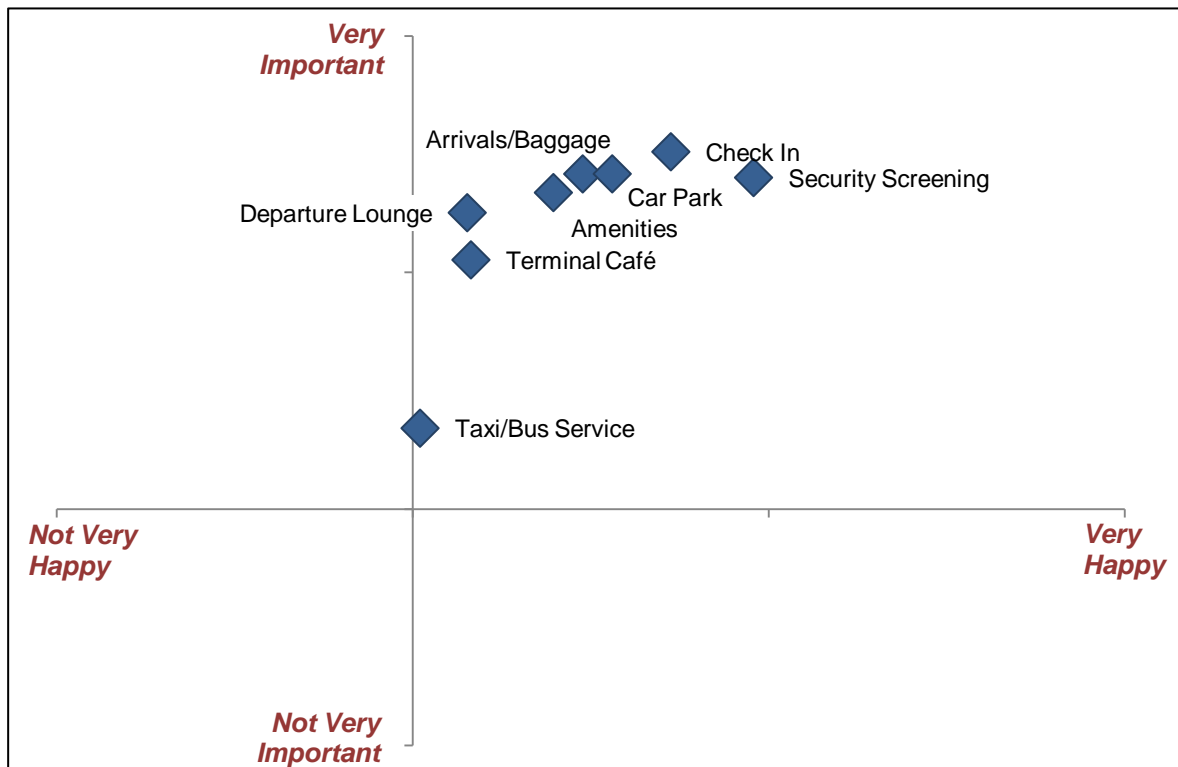
### 4.7.1 2013 Results

Services and facilities relating to the international airport in Port Hedland were assessed in the 2013 survey through the rating of importance and happiness (**Figure 33**), on eight key items, including:

- car park/drop off;
- check in;
- security screening;
- terminal amenities;
- terminal cafe;
- departure lounge;
- arrivals/baggage claim; and
- taxi / bus service.

As can be seen in **Figure 34** taxi and bus services were seen as the least important item in the international airport section of the survey. Respondents were also least happy with the provision of bus and taxi services.

All other items were perceived to be relatively important, with check-in services being rated as the most important item. Ratings of happiness varied more than importance ratings, and security screening was rated highest on the happiness scale, followed by check in, and car parking.



**Figure 34 - Importance and Happiness: International Airport**



Most comments given in the survey (17.8 per cent) related to the cost of services and facilities at the airport, and included references to the cafe, parking and flights. A further 14.2 per cent of respondents indicated that waiting times, and the business of the airport was an issue, and 8.9 per cent of respondents identified the airport facilities as being too small.

***“Service, quality, and prices are terrible”***

The following word cloud (**Figure 35**) illustrates visually comments made by participants, with larger more prominent words, representing a higher rate of comment.

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

**Figure 35 - International Airport Word Cloud**

The airport was not specifically raised by participants during the qualitative engagement activities, however, issues that might relate to airport services and facilities that were raised included bus and taxi services, and the high cost of services in Port Hedland generally.

#### **4.7.2 Trend Analysis**

As the international airport was not specifically mentioned in the 2010 survey, it was not possible to conduct an analysis of the differences across the time periods.

### 4.8 Other Economic Services and Facilities

**ECONOMIC**  
Our economy is resilient and provides choice and opportunities

**14: How important have the following been to you and your family over the last 12 months?**

Not at all   Not very   Neutral   Fairly   Very   Not applicable

➔

**15: And how happy have you been with these services over the last 12 months?**

Not at all   Not very   Neutral   Fairly   Very   Not applicable

	Not at all	Not very	Neutral	Fairly	Very	Not applicable	
<b>Other</b>							
Building Approvals	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Town Planning Approvals	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Rates Enquiries Assistance	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Customer Service e.g. making a payment or a booking	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	
Communications	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>9</sub>	

**16: How could these services be improved?**

*Comments (optional)*

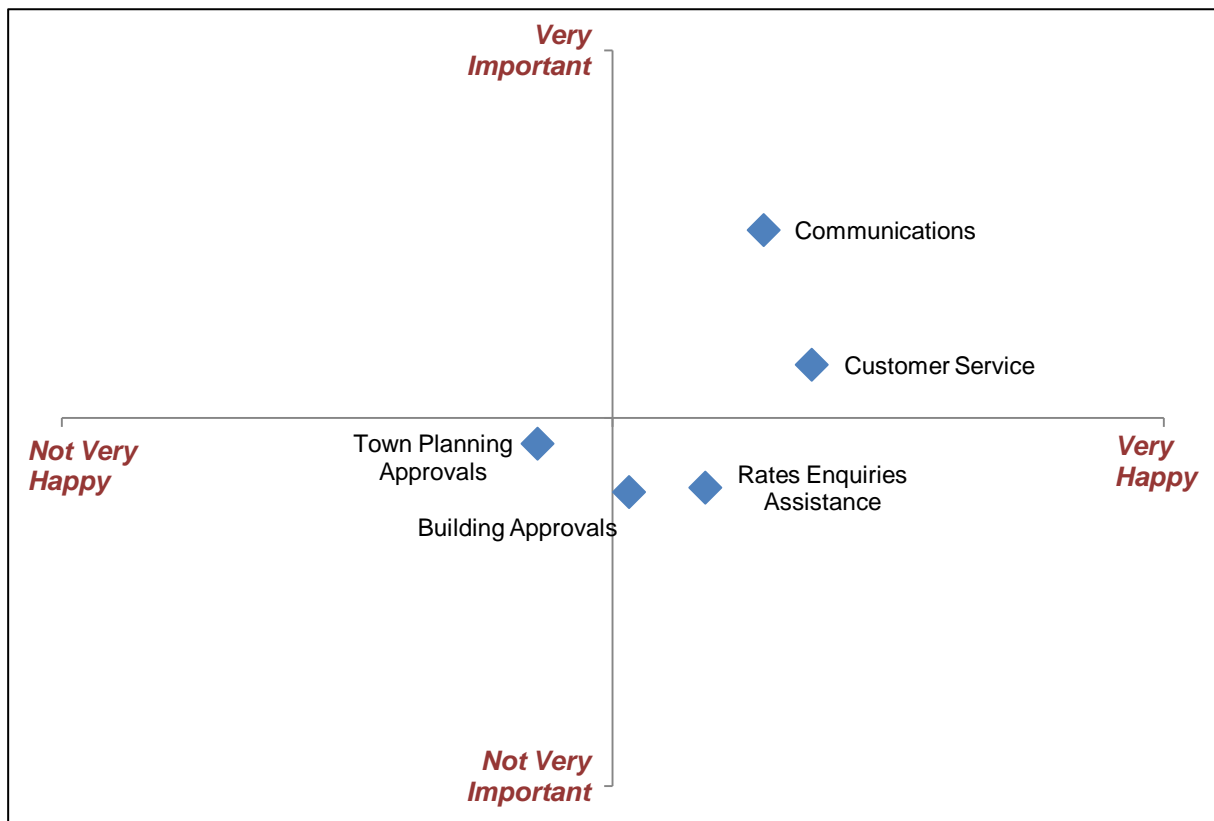
Figure 36 - Other Economic Services Survey Items

### 4.8.1 2013 Results

As can be seen in **Figure 36** other economic services and facilities in Port Hedland were assessed in the 2013 survey through the rating of importance, and happiness, across five key areas, including:

- building approvals;
- town planning approvals;
- rates enquiries assistance;
- customer service; and
- communications.

As represented in **Figure 37**, communications and customer service were rated as the most important services in the 'other economic' section of the survey. Happiness was highest for customer service, followed closely by communications.



**Figure 37 - Importance and happiness: Other Economic Services**

Town planning approvals, rates enquiries assistance, and building approvals were all seen as less important, with building approvals being the least important service in the section. Respondents were generally also less happy with building and planning approvals, but were relatively happy with rates enquiries.

Despite being happy with communications, a high proportion of comments (15.1 per cent) provided in the survey related to a need for better and more consistent communication from

the council. A further 11.1 per cent of respondents indicated a need for better reception and more efficient call transfer and messaging, and 7.9 per cent of respondents stated that communication and service was poor overall, with specific reference to rude service and general incompetence.

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

The following word cloud (**Figure 38**) affords a visual representation of the comments made by participants, with larger more prominent words, representing a higher rate of comment.



**Figure 38 - Other Economic Services Word Cloud.**

Respondents involved in the qualitative engagement activities similarly raised concerns around communication, specifically suggesting that the council needed to find better ways of communicating about the Town’s finance to the public. Themes relating to building and town planning were also raised, in particular the need for affordable and safe housing.

#### **4.8.2 Trend Analysis**

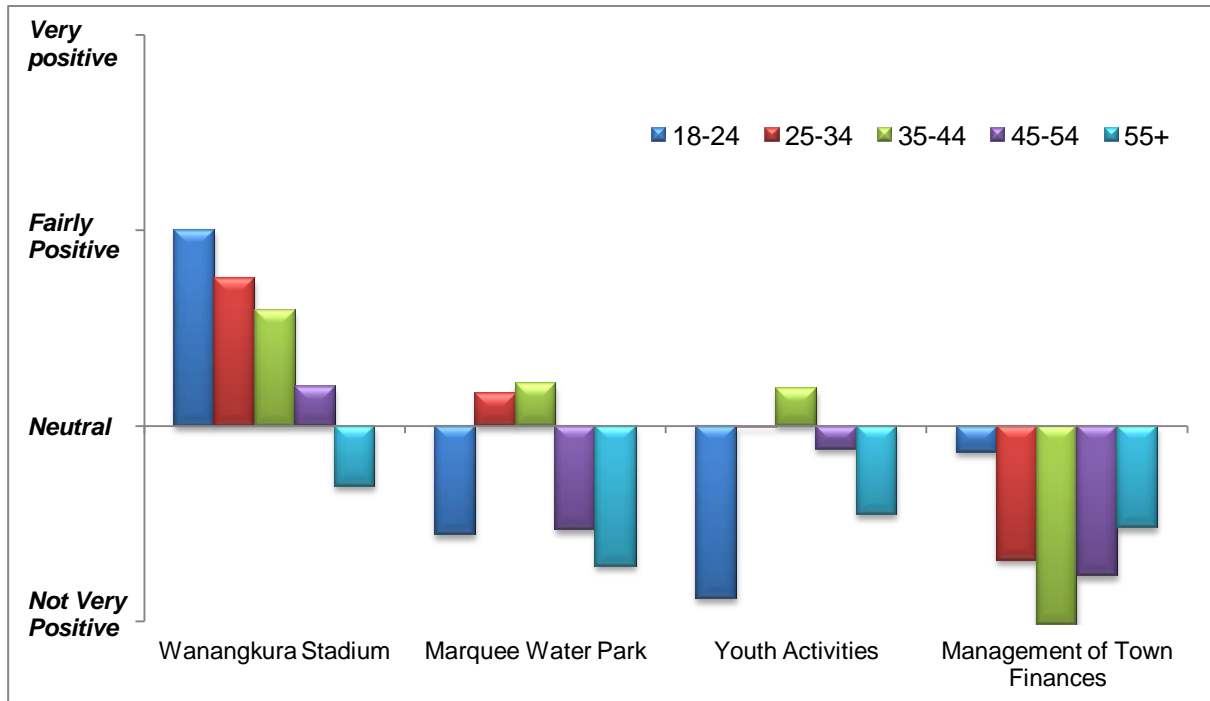
Analysis of trends over time did not indicate any significant differences on items relating to other economic services items.

### **4.9 Demographic Analysis**

For each of the major demographic groups sampled in the survey, difference testing was undertaken using Analysis of Variance. Statistically significant differences are reported below.

### 4.9.1 Age

As identified in **Section 2.0**, the under 18 age year old group was poorly represented in the sample (n=1), and therefore was not available for comparison. However, this group was well presented in the qualitative data collection activities, highlighted in **Table 2**.



**Figure 39 - Age Differences: Leisure Facilities and Services**

Analysis of the survey data by age group (**Figure 39**) indicates that the age of a respondent has some bearing on perceptions of importance of the Wanangkura Stadium, the Marquee Water Park and youth activities. Responses on the ratings of management of town finances were also significantly impacted by respondent age, specifically:

- **older respondents** (55 years and above) found the stadium and the water park least important, and also found youth activities to be significantly less important than other age groups (with the exception of the 18 to 24 year old respondents);
- **mid aged respondents** (35 to 44 years) rated the importance of the water park and youth activities higher than all other age groups, and were the most negative in regards to financial management of the Town; and
- **younger respondents** (18 to 24 years) rated the stadiums importance the highest, and were least negative when it came to the town's financial management. This age group also had the lowest rating of the importance of youth activities;

The results of the qualitative engagement activities also provide a useful insight into the specific views and perceptions of those residents aged 18 years and below in the Town, as can be seen in **Table 4**.

Table 4 - Thematic Analysis: Youth

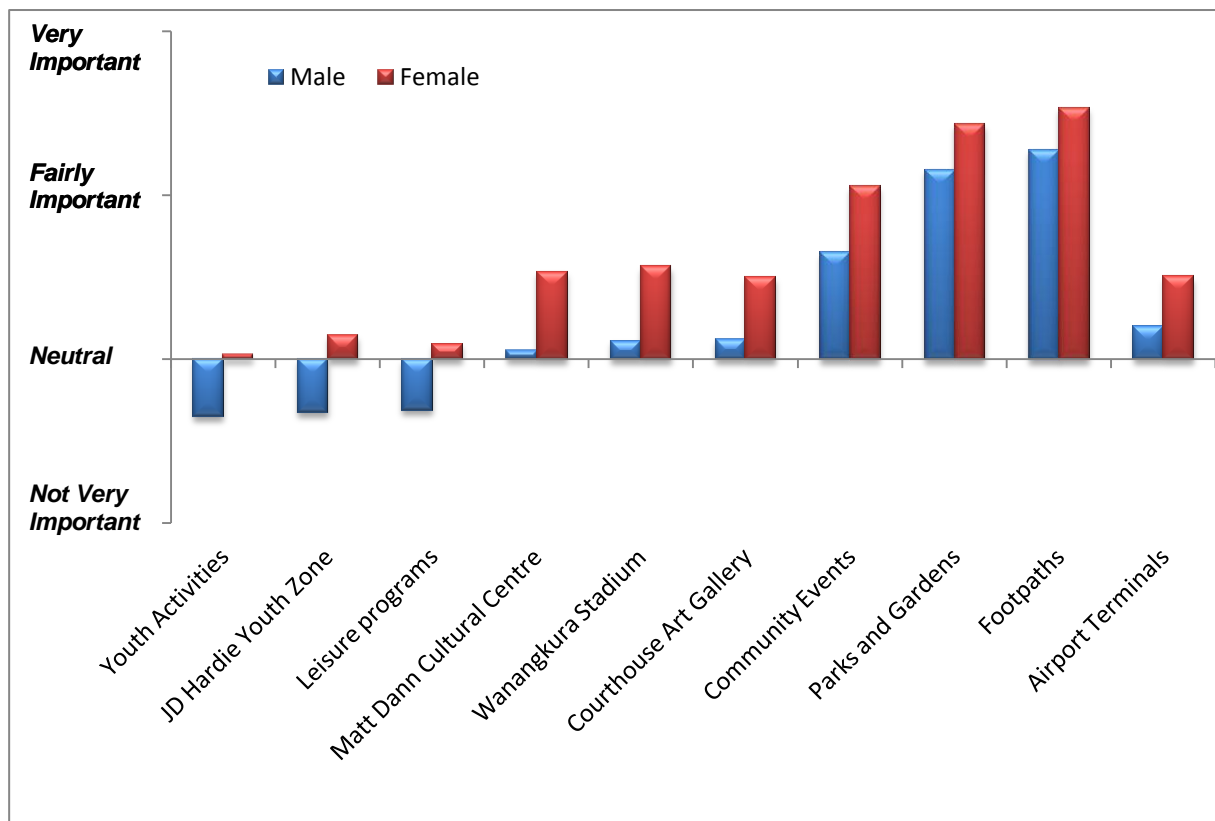
Emergent Themes	Responses/Observations
<b>Local Environment</b> (e.g. street appearance, parks and gardens, cemetery, ranger services)	<ul style="list-style-type: none"> <li>• Responses generally indicated that where facilities were available, those outdoor facilities did not provide enough shade or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

Interviews conducted at the Youth Zone, High School and skate parks highlighted the importance that young people place on leisure facilities and services in the Town. Almost all comments were related to this theme. Overall, respondents indicated that they enjoyed living in Port Hedland, and appeared to make good use of the facilities available to them. Again, a distinction between the importances of facilities such as the town pools to the youth, in relation to general respondents of previous surveys is notable. Where almost all youth participants mentioned using and enjoying pool facilities in the town, over two thirds of participants (66.7 per cent) in the 2010-12 surveys were neutral towards, or did not consider pools to be important.

Young people also consistently raised questions around recycling, and the perceived lack of recycling in the Town. Additionally, many of the young female participants noted a lack of healthy fast food options, suggesting that a 'Boost Juice' or 'Sushi Bar' would be beneficial.

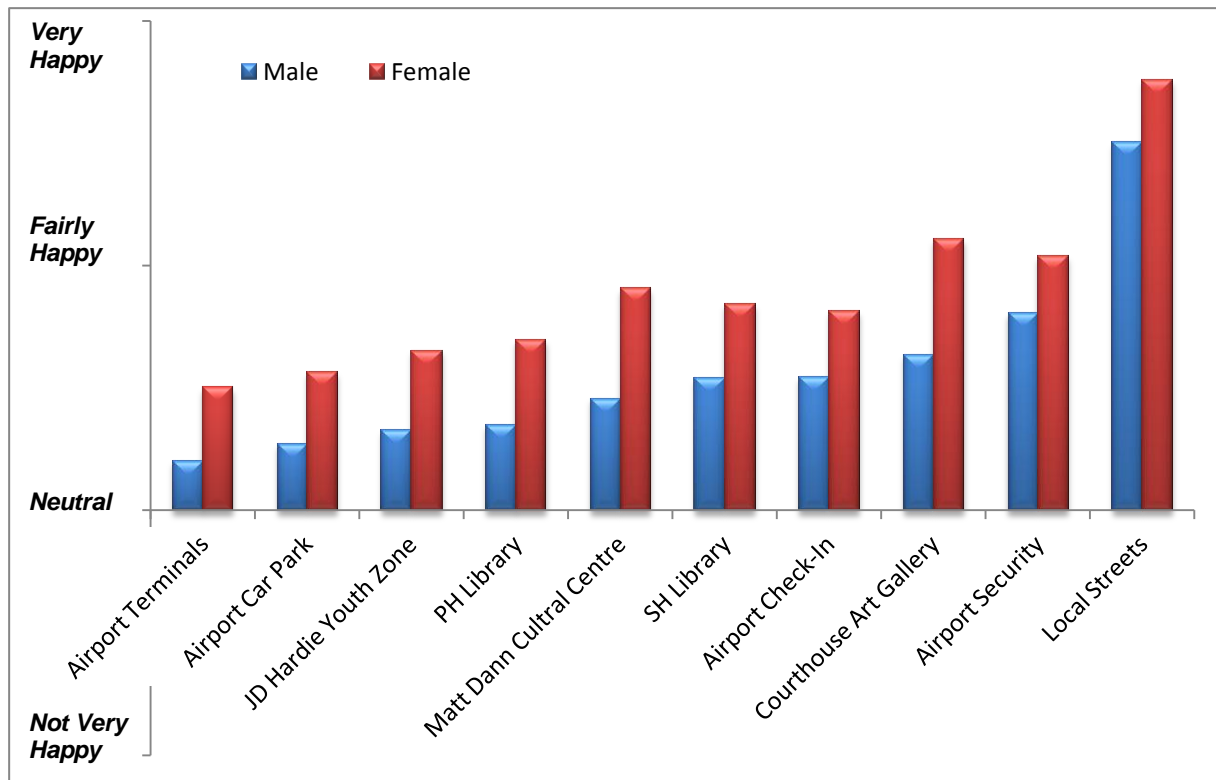
#### 4.9.2 Gender

Across the survey, the gender of participants had a significant impact on 10 items assessed in relation to importance. In all cases where significant differences were identified, females rated items as more important than males (**Figure 40**).



**Figure 40 - Gender Importance Differences**

Significant differences were identified in regard to happiness ratings of services and facilities. As can be seen in **Figure 41**, in all cases females were happier with the identified services and facilities than males.



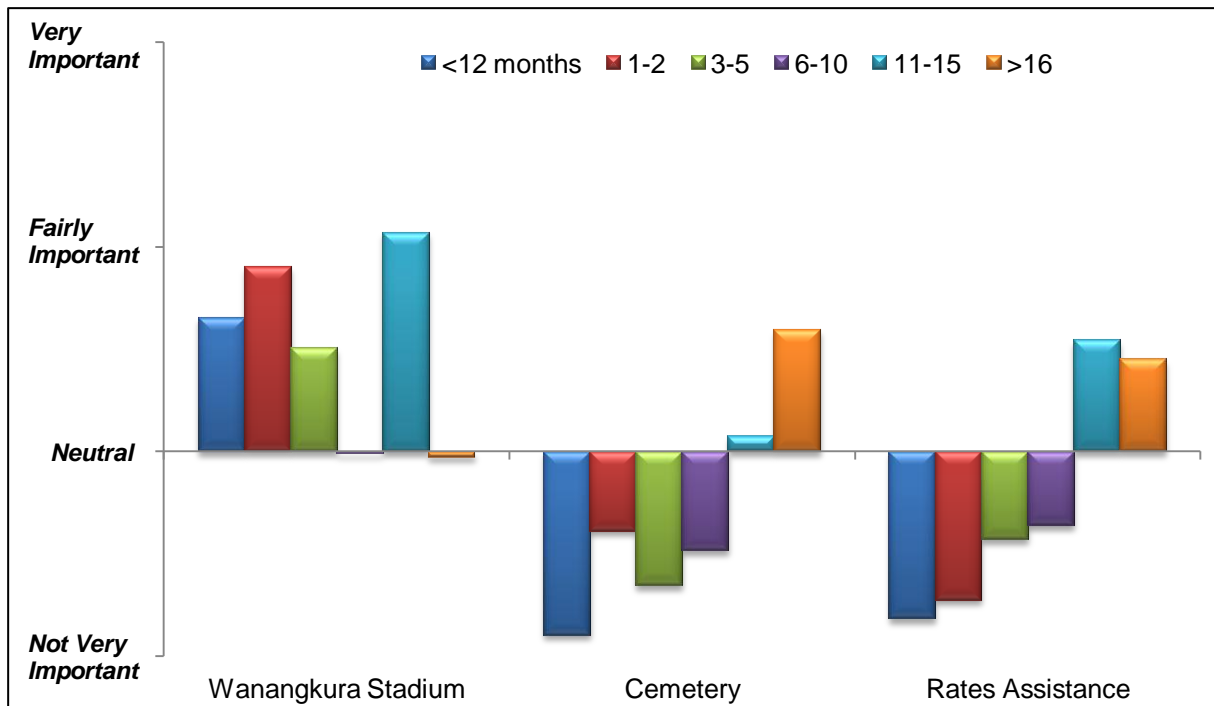
C

Figure 41 - Gender Happiness Differences

### 4.9.3 Length of Residence

As can be seen in **Figure 42**, respondents had lived in the Town for a long time (11 years and over). The longer they had lived in the town, the more important they found the cemetery to be. This group also perceived rates assistance as more positive than residents who had lived in the town for a lesser period. Residents, who had lived in the town for between 6 and 10 years, as well as those who had lived in the town for 11 years or more, rated the stadium as less important, in contrast to other respondents.



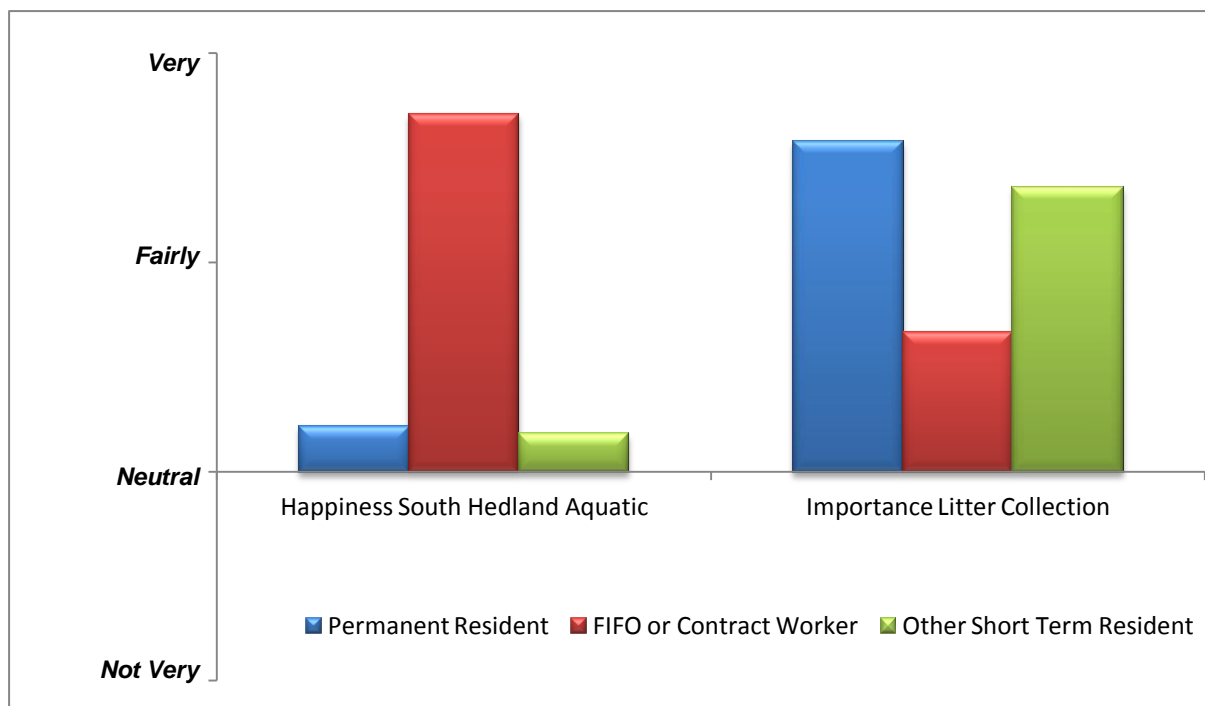


**Figure 42 - Length of Residence: Significant Differences**

#### 4.9.4 Permanent Residence

Two significant differences (see **Figure 43**) were found in relation to whether the participant was a permanent resident of the Town or not, specifically:

- FIFO and other contract workers were significantly happier with the South Hedland Aquatic Centre; and
- FIFO and other contract workers rated the importance of litter collection significantly lower than other residents.

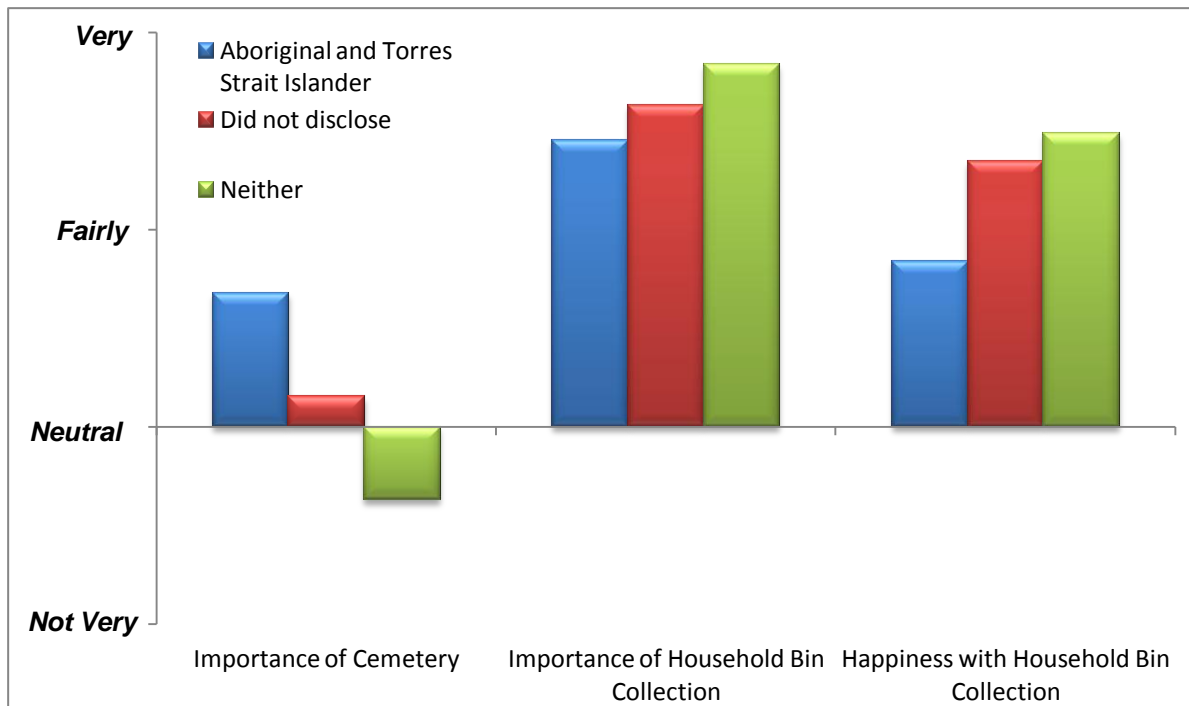


**Figure 43 - Permanent Residence: Significant Differences**

#### 4.9.5 Aboriginal/Torres Strait Islanders

As can be seen in **Figure 44**, two significant differences were found in relation to whether the participant was a permanent resident of the Town or not, specifically:

- Aboriginal and Torres Strait Islander participants rated the importance of the cemetery significantly higher than other participants;
- Aboriginal and Torres Strait Islanders rated household bin collection as less important than others; and
- Non-Aboriginal participants were significantly happier with household bin collection services.



**Figure 44 – Aboriginal Residents: Significant Differences**

Aboriginal and Torres Strait Islander people are traditionally better engaged with and consulted using more qualitative methods. As is outlined below, a number of such engagement opportunities were carried out in November and December of 2013.

The Aboriginal forum and shopping centre interviews highlighted a number of important considerations for Port Hedland. For example (see **Table 5**), the importance of the Old cemetery was substantial. Many participants were present at the forum specifically to discuss the cemetery. Also not obvious in the results of the survey, was the importance of parks in the Town, and specifically the Marquee Water Park. A number of Aboriginal respondents, particularly young females, perceived the water park to be very important, but identified issues of safety, relating to large open spaces, with no fencing to ensure children remained in the park. Parks in South Hedland were also considered to be important places, with issues raised relating to a lack of seating and shade areas.

Table 5 - Thematic Analysis: Aboriginal Engagement

Emergent Themes	Responses/Observations
<b>Local Environment</b> (e.g. street appearance, parks and gardens, cemetery, ranger services)	<ul style="list-style-type: none"> <li>• Two Mile Ridge – Petroglyphs need to be preserved and maintained.</li> <li>• The Old Port Hedland Cemetery – Continuing restoration, memorials, and methods of recognising the large Aboriginal population buried there.</li> <li>• The Old Port Hedland Hospital – as above, recognition of Aboriginal burials.</li> </ul>
<b>Travel and transport</b> (e.g. roads, airport)	<ul style="list-style-type: none"> <li>• Just need good roads to get from A to B.</li> <li>• Money is being spent where it doesn't need to be spent – e.g. the road between the roundabouts.</li> </ul>
Leisure facilities and services	<ul style="list-style-type: none"> <li>• <i>Water Park – need more fences as it is too hard to supervise children in wide open spaces.</i></li> <li>• <i>Water park – should be no drinking in the park.</i></li> <li>• <i>More seating around the shopping centre.</i></li> <li>• <i>Fishing related locations, such as the boat ramps, are highly valued.</i></li> </ul>
<b>Community</b> (e.g. cultural centres, libraries, youth facilities)	<ul style="list-style-type: none"> <li>• <i>Banks – people were happy that the banks had moved to South Hedland.</i></li> <li>• <i>Desire for more kids activities.</i></li> </ul>
Environment (e.g. litter, landfill)	<ul style="list-style-type: none"> <li>• Batteries (car) are being left out on the street.</li> <li>• The landfill site is good, it's open on weekends.</li> <li>• Are there funds available for recycling?</li> </ul>
<b>Economic</b>	<ul style="list-style-type: none"> <li>• Need for safe and affordable housing.</li> <li>• Concerns around rates.</li> <li>• Need to find a way to better communicate the Towns finances to the public.</li> <li>• What does the departure of Brendan Grylls mean for the Royalties for Regions funds, the Pilbara Cities Plan, and Indigenous support?</li> </ul>
<b>Concerns specific to the Indigenous population</b>	<ul style="list-style-type: none"> <li>• 2 mile camp – many questions were asked about 2 mile, and specifically water provision, and cyclone preparation.</li> <li>• YIC – concerned about school aged children in the shopping centres during school hours.</li> <li>• Housing – needs to be appropriate.</li> <li>• Lack of Aboriginal owned and run businesses in town.</li> <li>• Need for employment role models for Aboriginal people.</li> <li>• Planning – should incorporate historical respect for Aboriginal culture.</li> </ul>

The South Hedland Shopping Centre was identified as a place of importance to Aboriginal participants, who raised issues such as transport to the centre, as well as shade and seating shortages nearby.

As noted in the survey data, the Aboriginal participants highly value Port Hedland Cemetery, seeing it as a place of cultural importance. Housing and accommodation for indigenous people was also seen as an issue in the Town, with participants noting that housing designs that suit the wider community, aren't always the most suitable designs for Aboriginal Communities.

## 5.0 Key Findings and Recommendations

### 5.1 Key Survey Findings

The 2013 community perception survey was completed by 641 residents of the town of Port Hedland. The majority of participants were female (64.1 per cent) and lived in South Hedland.

Access to data from the 2010 (n=401) and 2012 (n=586) surveys allowed for statistically valid comparisons of significant differences over time, and while the samples were varied in representation of Port Hedland demographic, numbers were sufficient to identify major demographic differences, when interpreted with additional qualitative data.

#### 5.1.1 Overall Council Performance and Services and Facilities

Overall results of the survey indicate that the community believes the council needs to improve with respect to *listening to the community* and *managing the town's finances*. The council's performance overall was rated as average to poor, in contrast to both the 2012 and the 2010 survey results, where overall performance was seen to be good on average. Interestingly, while council performance can be seen to be decreasing over time, the ratings of living in the Town have been concurrently increasing.

Demographic backgrounds of participants (e.g. Gender) appear to have very little effect on the rating of council performance in the survey results, with the only notable difference occurring on ratings of finance management; with 35 to 44 year old participants rating this item significantly more negatively than other age groups.

Mapping importance and ratings of happiness for each item within the survey helps to highlight the specific areas of possible council focus and improvement into the future. *High priority* items for the council have been identified as those services and facilities that have been rated as of moderate to high importance, with lower happiness levels, which can be seen in **Figure 45** below. Services and facilities of *moderate priority* are those that, on average, were considered of neutral to average importance, with low levels of happiness.



**Figure 45 - Priority Areas for Council Focus**

Within each of the seven major survey categories, significant differences between the level of happiness and importance were identified. In almost all cases, importance of services and facilities was perceived to be higher than happiness. This is most notable in relation to the international airport. One notable exception to this was seen in items relating to art and cultural services and facilities, where participants were generally happy with items, but rated them as relatively unimportant.

### 5.1.2 Differences in Sample Demographics

Across the survey results, few statistically significant differences were identified between the major demographic sample groups examined. The most obvious differences to emerge were based on the gender of the participant. As can be seen in **Section 4.9.2** over a range of services and facilities, females were more likely to rate the importance, and happiness of items, higher than males. This difference was particularly noticeable for items relating to children's services (e.g. JD Hardie, youth activities) and art and cultural items. In undertaking interviews at community events, a number of participants were women with young families, who focused on the provision of services and facilities for children in the Town. It is possible that the overall number of young families, coupled with a propensity for women to be the primary caregiver for children in the Town, has contributed to this trend.

Age accounted for few significant differences in the survey results; however qualitative interviews highlighted some differences in the issues important to young people in the town. Overwhelmingly, young people spoke of the importance of leisure facilities and services. These were considered highly important; however participants were generally disappointed with the range and accessibility of such services. While statistical analysis of the survey results did not show any age related trends with regards to waste management, young people also frequently raised recycling as a major issue during interviews.

Both the survey results and the qualitative interview data highlighted the importance of the Port Hedland cemetery to Aboriginal residents. Statistically, the cemetery was more important to Aboriginals than other participants, and information obtained through the community forums and interviews, further highlighted this finding.

Few differences were noted based on the length of residence of participants, with the exceptions being more importance placed on the cemetery and the importance of rates enquiries were higher for those who had lived in the Town longer; and the importance of the stadium lower.

### 5.1.3 Trends over Time

A number of statistically significant differences on item ratings were identified between survey results in 2010, 2012 and 2013. Interestingly, for almost all of these differences, a 'boomerang effect' is evident. That is, for many items, 2010 represented the highest ratings, with a substantial decrease in 2012, followed by a partial increase in 2013. Importance and happiness with services and facilities was at its peak in 2010, declined in 2012, and in 2013 improvements in perceptions are evident.

The exception to this trend is seen in relation to travel and transport items, where improvements are evident with each iteration of the survey, from 2010 onwards.

#### Result Highlights

- Council need to consider how they may make improvements in respect to *listening to the community* and *managing the town's finances*
- Priorities can be assessed through comparison of *importance* and *happiness* ratings of each item
- Mostly services were perceived as important, where happiness was rated poorly, except items relating to art and cultural services and facilities, where participants were generally happy with items, but rated them as relatively unimportant
- Females were more likely to rate the importance, and happiness of items higher than males
- The under 18 year old participants were more focused on leisure facilities and services than other age groups
- Young people were concerned about recycling
- The cemetery was highly important to Aboriginal people



## 5.2 Key Recommendations

### 5.2.1 Facilities and Services

The overall results of the survey enable the Town to focus on areas of service provision within their locality. It is important to acknowledge that the perceptions of services and facilities obtained from the 2013 sample may not accurately reflect plans for works/upgrades or recent council works that may be completed. However, the study outcomes do provide some direction as to where efforts may be focused.

For example, major and rural roads, and local streets were identified as areas of high importance/priority. Many of these ratings were coupled with comments relating to road works and the length of time to complete works and upgrades. Some of these issues may be addressed through communication activities around proposed works, current works and estimated completion times.

It is noted that the Town of Port Hedland is currently using a variety of methods to communicate with the public, such as the use of social media through Facebook, which appear to have been well received. Community events and activities, which were well rated by participants in the survey, have also been mentioned as well communicated.

Coupled with communication activities, consultation focusing on areas identified as of high importance/priority could further pin down community concerns and issues relating to specific facilities, and instil a sense of ownership in future and ongoing activities. For example, a number of participants made mention of the airport master plan and the consultation activities that were undertaken. It is important that this is coupled with effective communication, as participants also mentioned frustrations around the lack of progress or information about airport upgrades following the forums.

### 5.2.2 Ongoing Engagement with Youth and Aboriginal Residents

Traditional methods of data collection, such as surveys, often fail to incorporate the views of younger people and the Indigenous population. This has been evident in the numbers of these groups sampled in the past three surveys undertaken by the Town. Qualitative engagement activities undertaken by the Umwelt project team yielded insights into the specific issues and concerns of youth in the Town and Aboriginal people. It is therefore recommended that engagement activities, relevant to specific demographics be ongoing, and make use of existing groups or forums, such as:

- Annual Port Hedland Aboriginal Forum;
- Workshops and training for young people, such as skateboarding workshops; and
- Existing activities and groups through the JD Hardie Youth Zone, such as YIC groups.

Through ongoing engagement with these groups, opinions specific to these groups can be successfully integrated into broader understandings of the community.

### 5.2.3 Amendments to the Survey Tool and Process

#### 5.2.3.1 Survey Design

The survey design and format has proven successful over the course of at least three survey years, and has consistently yielded interesting and insightful results. In undertaking survey

analysis, the project team has identified a small number of potential amendments, which may increase the validity and outcomes of the survey tool. It is acknowledged that in order for the survey to be assessed over time, a proportion of the questions must be kept consistent, and therefore the following recommendations should be viewed with this in mind. Suggested amendments include:

- **Removal of the *not applicable* option currently available on each item:** A substantial number of participants used this option on a number of items. For the statistical analysis of results, this data becomes essentially non distinguishable from missing data, and in some cases can reduce the overall number of participants that are analysed. Previous experience suggests that if not presented with this option, participants who feel the item is not applicable will simply skip that item, however participants feeling rushed, or less interested in the outcome of the survey, are more likely to choose this option where it is provided. By removing this option we are likely to see more complete submission of surveys.
- **Adaptation of the 5 point response scale:** Research into survey methodologies suggests that people tend to avoid the extreme ends of response scales. Where the aim of a survey is to represent or identify diversity in a sample, the use of a short, 5 point scale can lead to a tendency for responses to regress to a central point, in this case, neutral. By implementing a 6 or 8 point scale, it is possible that a more diverse spread of responses would be elicited, making subsequent data analysis more refined. Similarly, by changing the scale to an even number, it is easier to distinguish between general negative responses, and positive responses. The option of a neutral centre point often leads to averages focused around this neutral response, which can be harder to interpret.

While the analysis of trends over time in the current report was able to identify some interesting results, the data is not technically time series data, and therefore trends need to be interpreted with some caution. It would be beneficial for future studies to identify participants who have completed the survey in previous years, so that comparisons of repeat respondents over time can be analysed, given a truer indication of time series trends.

### 5.2.3.2 Survey Sampling and Implementation

In order to maximise the representativeness of a survey sample, random sampling is often the best method. This is often more easily achieved through the use of telephone surveys, where it can be used in conjunction with quota sampling, to ensure all major demographic groups are represented in the sample. However it is still strongly encouraged that other survey mechanisms e.g., face to face / personal interviews, involvement in community forums, again be utilised in future administrations of the study as the triangulation of data from a range of sources results in a more reliable and valid dataset.

### 5.2.3.3 Printing and Distribution of Surveys

The Umwelt project team would like to acknowledge the time and effort expended by the Town of Port Hedland staff in ensuring the printing, distribution and excellent response rate to the survey, under very difficult circumstances.

## 6.0 References

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