

COMMUNITY & STAKEHOLDER ENGAGEMENT SURVEY RESULTS

May 2020



INTRODUCTION:

At the Ordinary Council Meeting held 22 April 2020, Council endorsed the drafted 'Community and Stakeholder Engagement Policy' for public consultation.

The consultation ran for a three-week period will be from Friday 24 April 2020 to Friday 15 May 2020.

A mix of traditional print and online engagement methods were used.

Unfortunately, due to the COVID-19 pandemic, face to face engagement was very limited as the administration office was closed during the consultation period and the CRC was operating at reduced hours, which prevented intercept surveys. There were also no events held during the period at which vox-pop or intercept surveys could be undertaken.

HOW WE ASKED FOR FEEDBACK:

Social Media:

SOWB Facebook Page:

3.12pm Thursday 14 May 2020	104 people reached / 5 post engagements
8.56am Tuesday 12 May 2020	130 people reached / 6 post engagements
4.53pm Wednesday 6 May 2020	156 people reached / 22 engagements
2.43pm Sunday 24 April 2020	72 people reached / 1 engagement

Cover Image advertising consultation in place 28 April 2020 to 17 May 2020

Website:

Specific WebPage for this consultation went live online 24 April 2020

Email:

Email to Community Group and Sporting Clubs database 3 May 2020 - 57 recipients received the email. 66.67% opened it, and 15.79% clicked on a link within the email. Elected Members and staff were emailed a link to the survey on 24 April 2020.

The Manager Community Services direct emailed 41 community stakeholders, including state government facilities, on 12 May 2020.

Wonga-Balli Boomer:

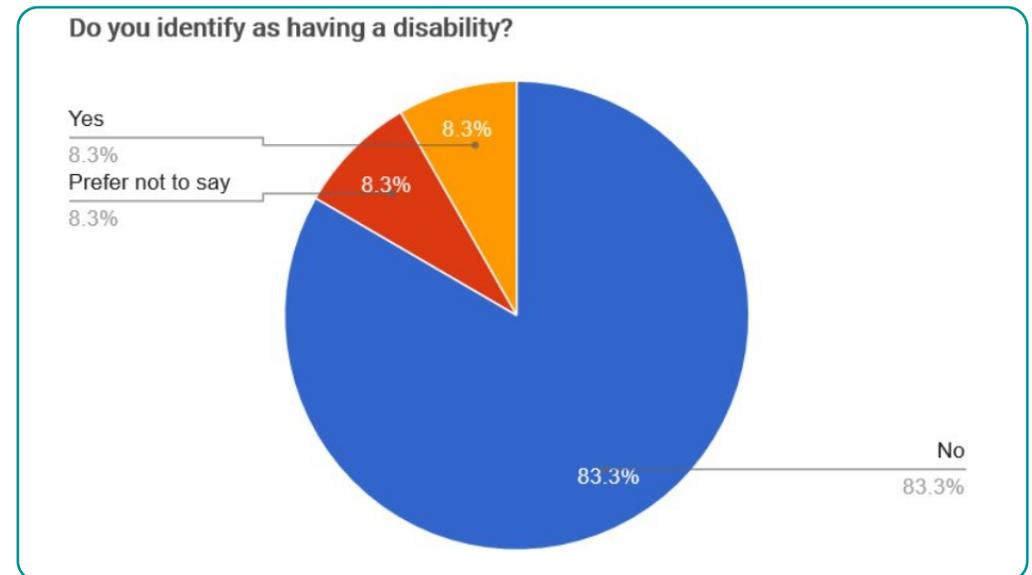
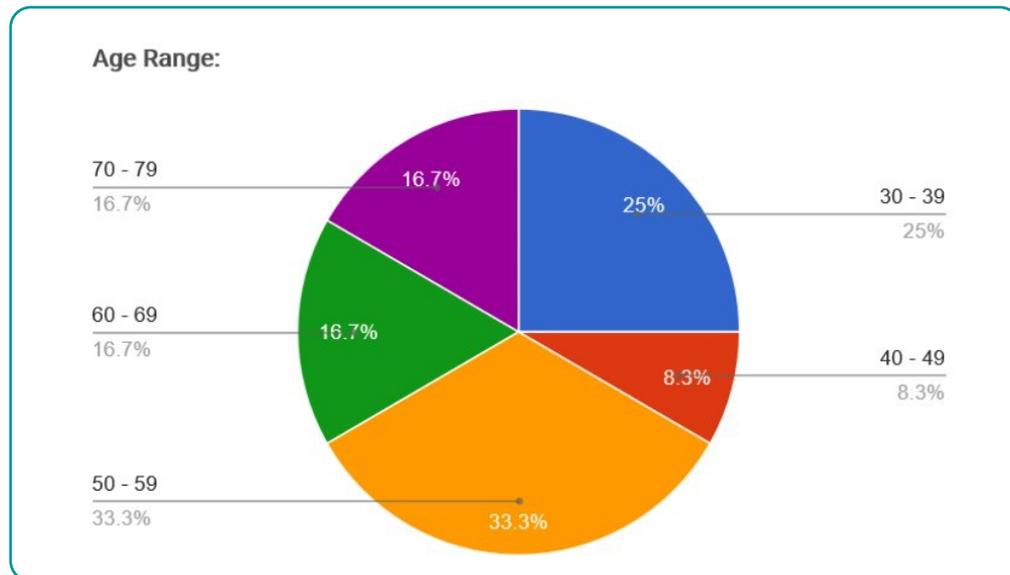
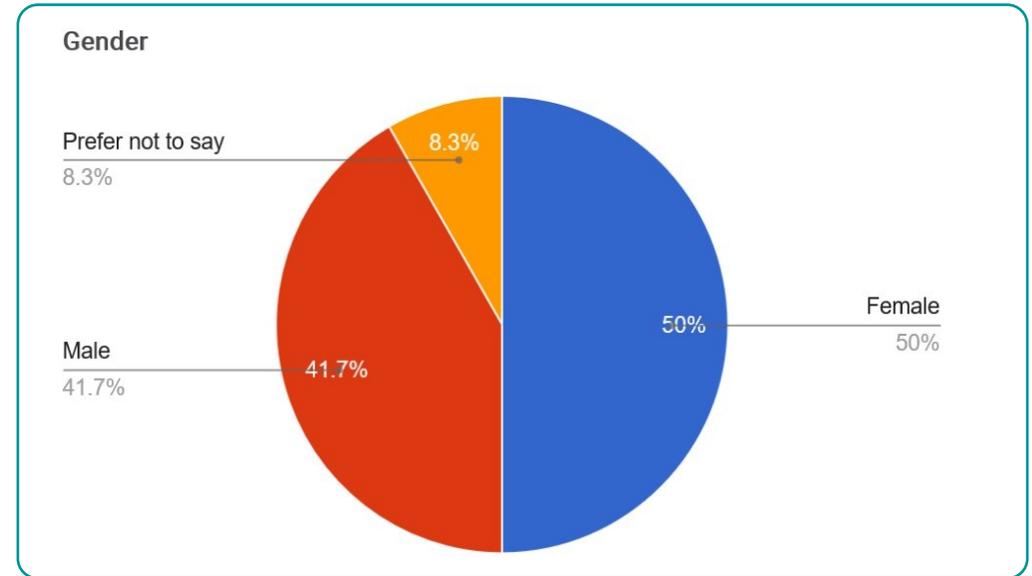
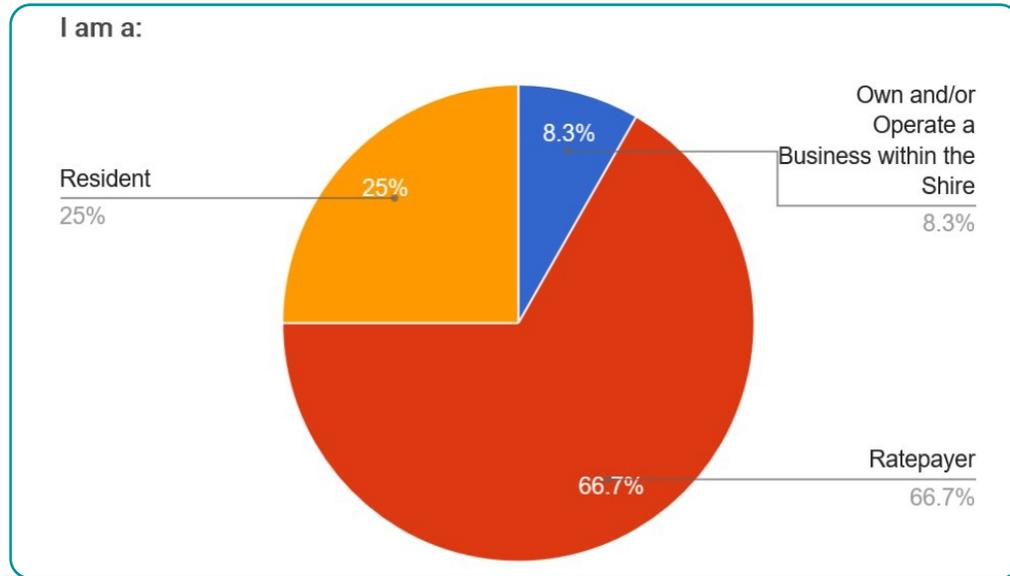
Full Page Colour advertising 6 May 2020 – circulation 140.

All advertising gave the following options to give feedback:

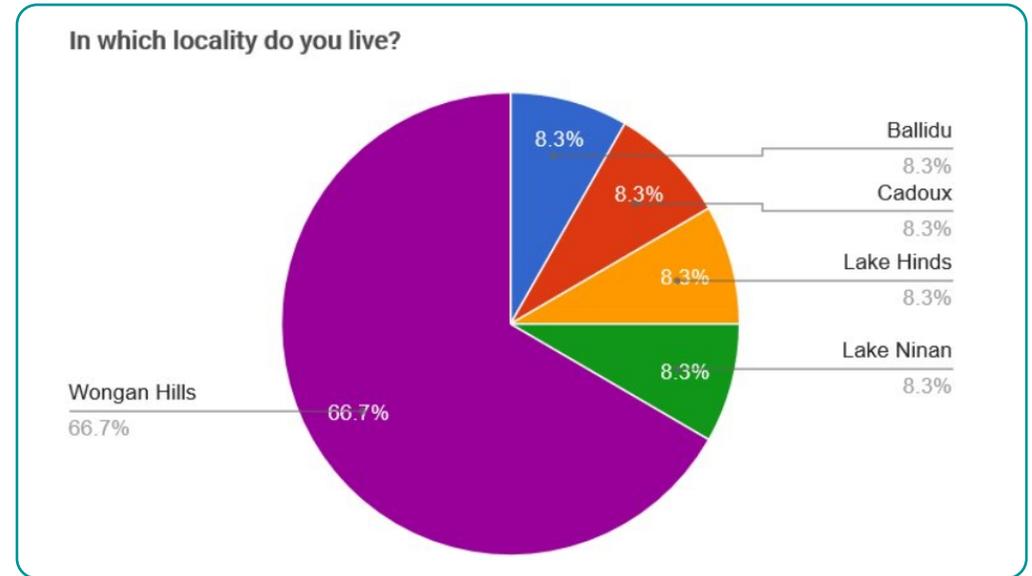
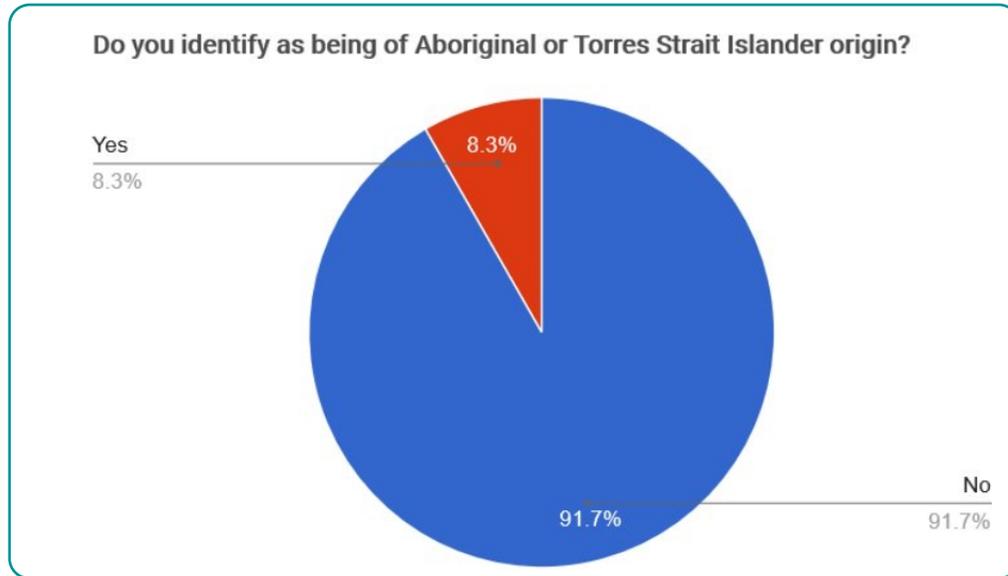
- Online Survey
- Printed Survey available from the Wongan Hills Community Resource Centre
- Comments can be submitted via email to shire@wongan.wa.gov.au
- Verbal completion of the survey - please phone Alana Wigmore on 9671 2551 or email mcs@wongan.wa.gov.au to request a callback.
- Video Call completion of the survey - please phone Alana Wigmore on 9671 2551 or email mcs@wongan.wa.gov.au to arrange.

WHO GAVE US FEEDBACK:

12 respondents completed the survey. Based on population statistics from the 2016 Census, 12 people 1.18% of the Shire population aged over 19 years. All 12 completed the online survey. Only 1 respondent chose to leave contact details, 11 chose to complete the survey anonymously.

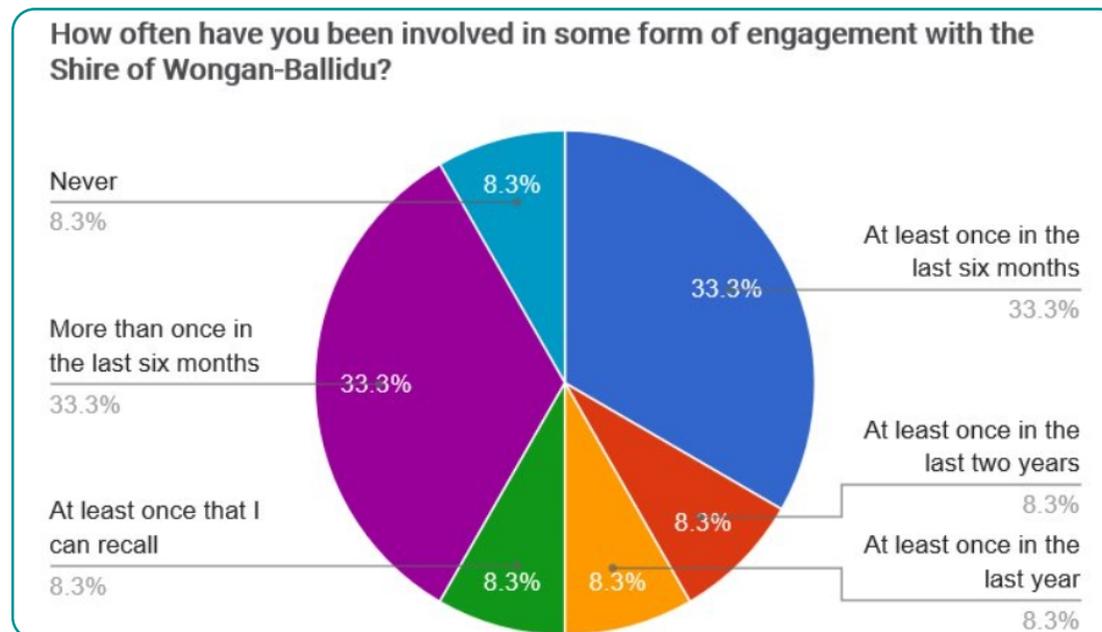


WHO GAVE US FEEDBACK:



THE BASELINE:

The survey first set out to collect some baseline data about how our residents have engaged with us in the past, and how they feel about our engagement to date.

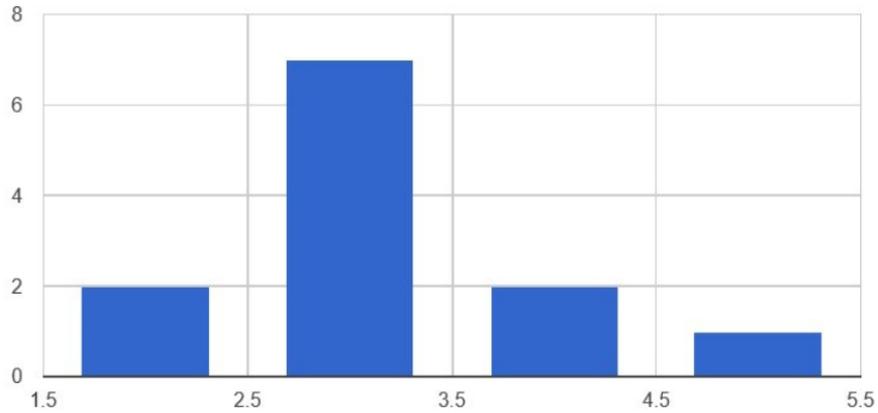


WHO GAVE US FEEDBACK:

1 = Very Low, 5 = Very High

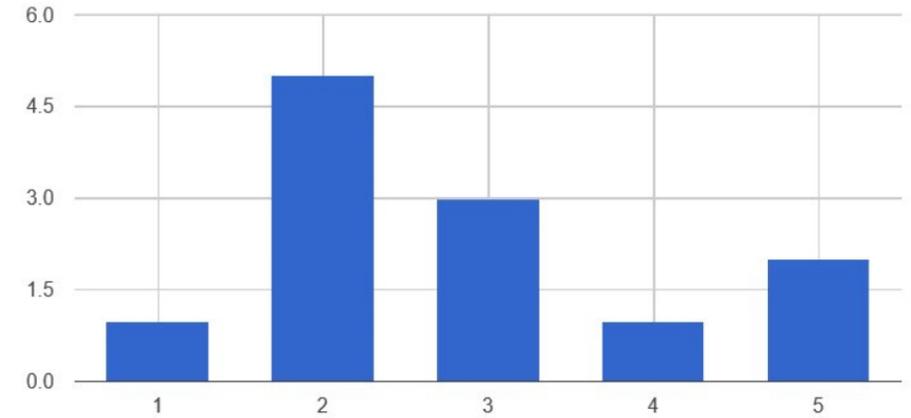
How would you rate your understanding of the different forms and types of community engagement?

Average: 3.17

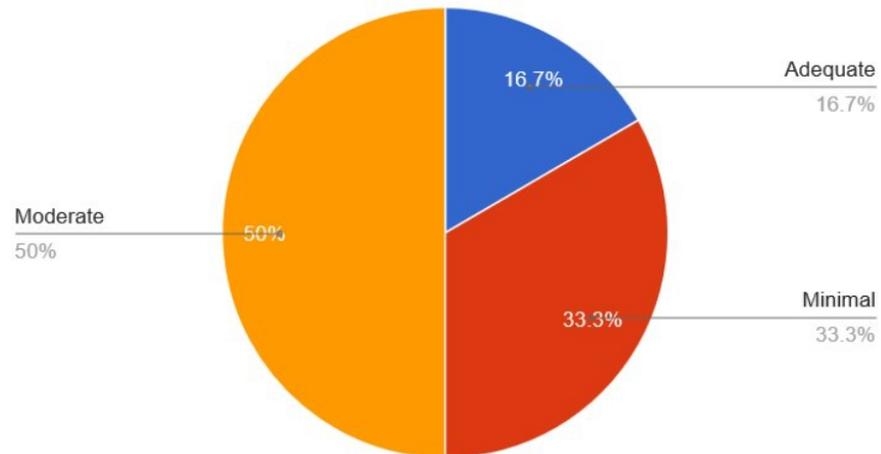


How do you rate the Shire's commitment to engaging with its community and other stakeholders?

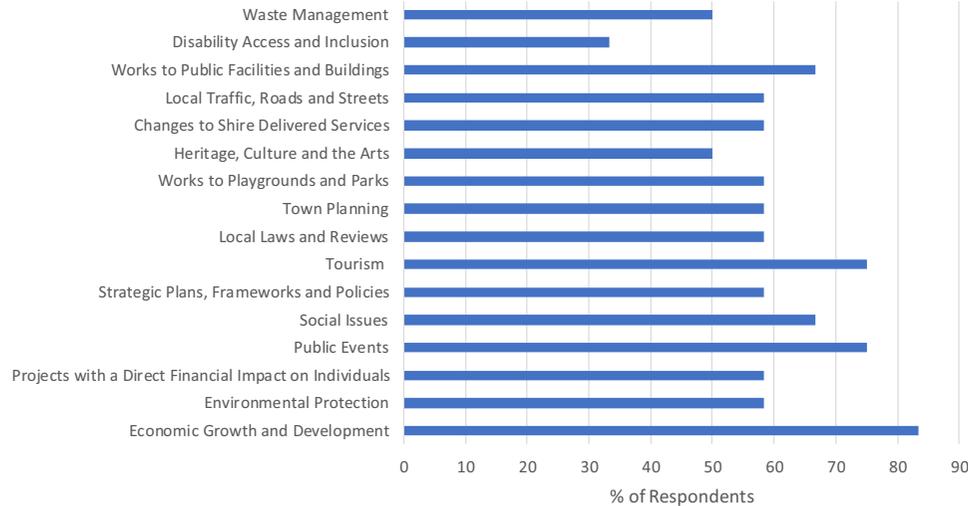
Average: 2.83



How would you rate the Shire's current level of engagement?

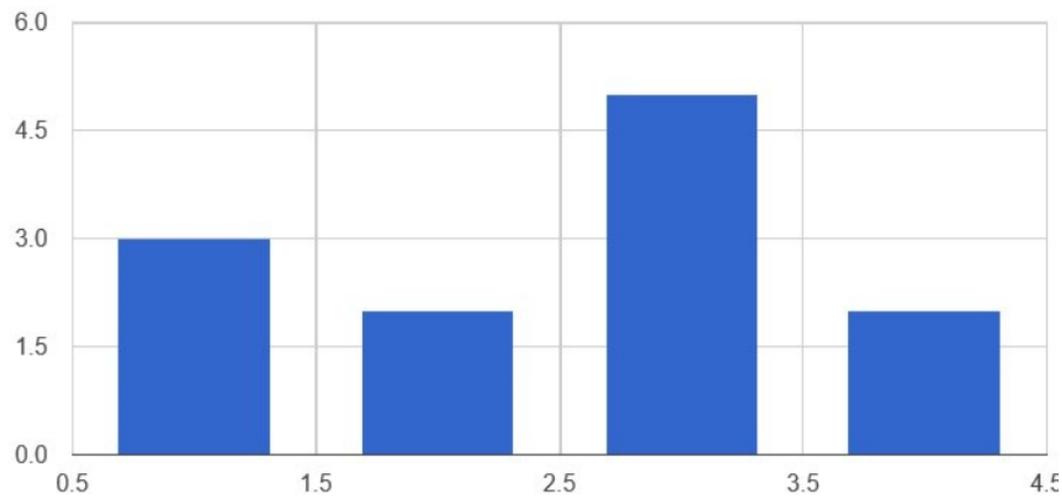


If the Shire was to engage with stakeholders and community, which of the following matters are important?



Having read the draft Community and Stakeholder Policy, you would support Council's decision to adopt the proposal:

Average: 2.50

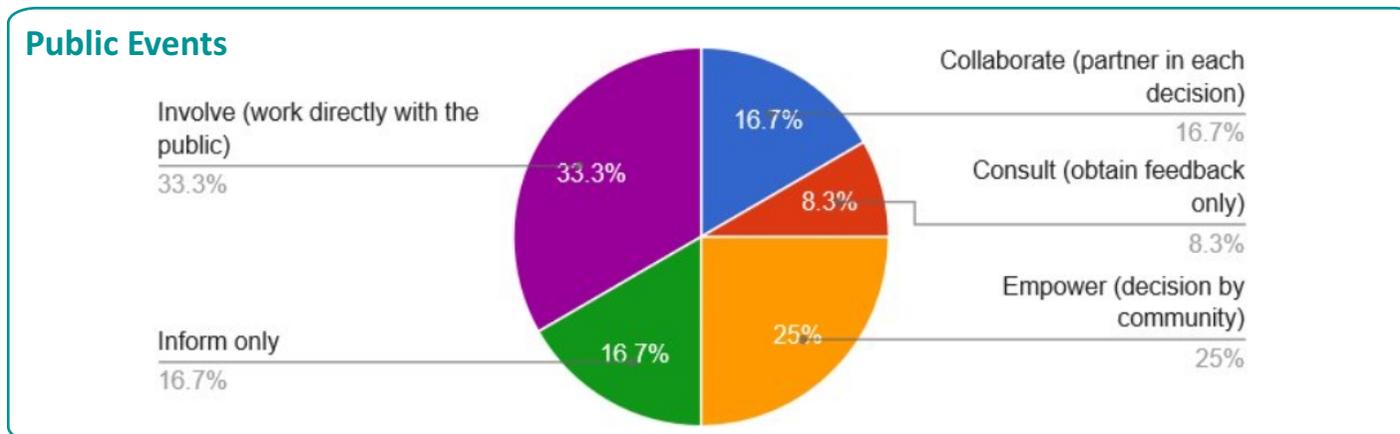
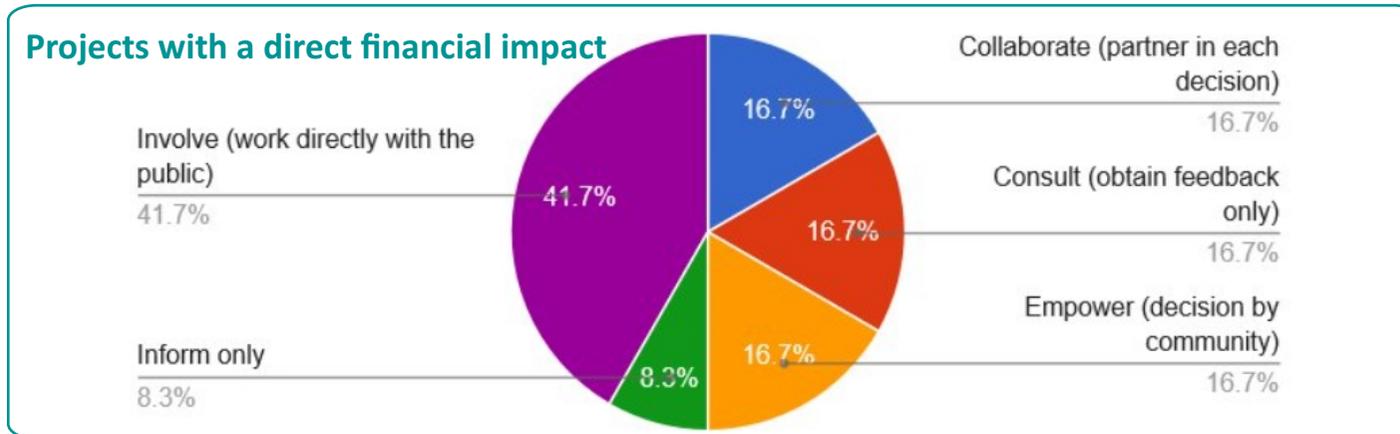


1 = Strongly Agree, 5 = Strongly Disagree

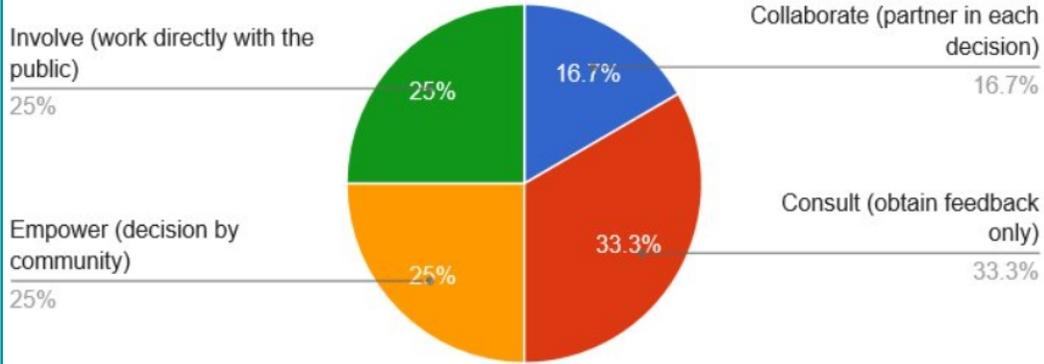
We then asked respondents what they felt was the most important things to engage with them on. Economic Development and Growth attracted 83% affirmative response, closely followed by Public Events and Tourism at 75%.

To further explore these responses, we asked respondents to tell us how they felt they should be engaged on these issues.

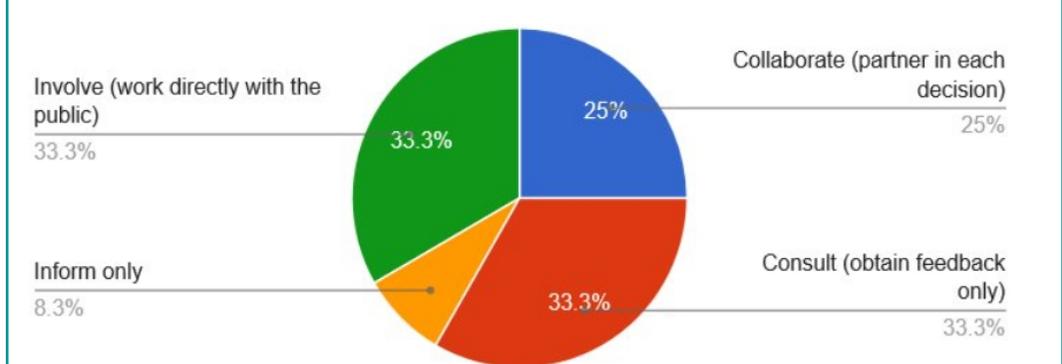
The International Association for Public Participation rates the level of community involvement in the decision-making process from informing at the lowest level to empowering at the highest level. Considering the previous question, please rate the level of involvement you feel the community should have in each matter:



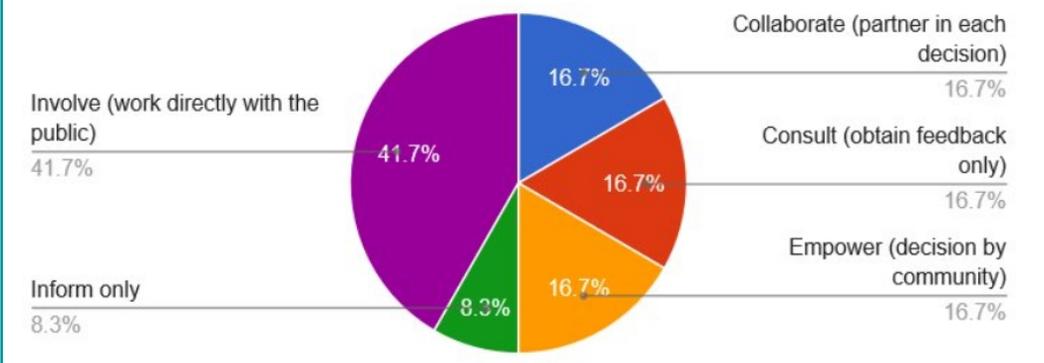
Social Issues



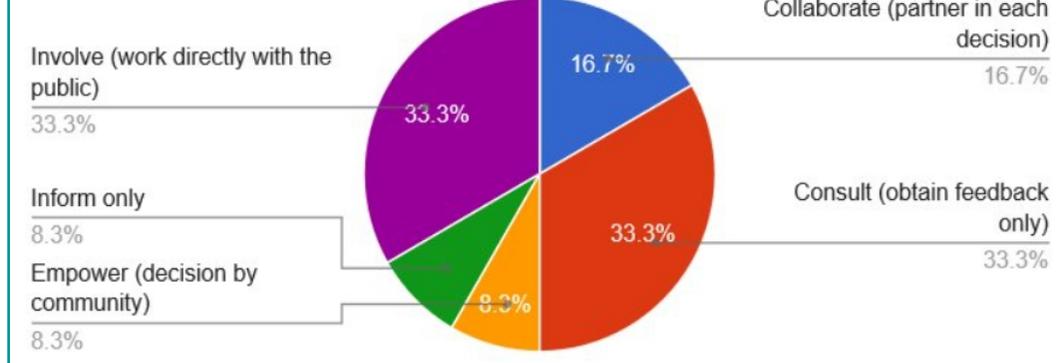
Strategic Plans, Frameworks and Policies



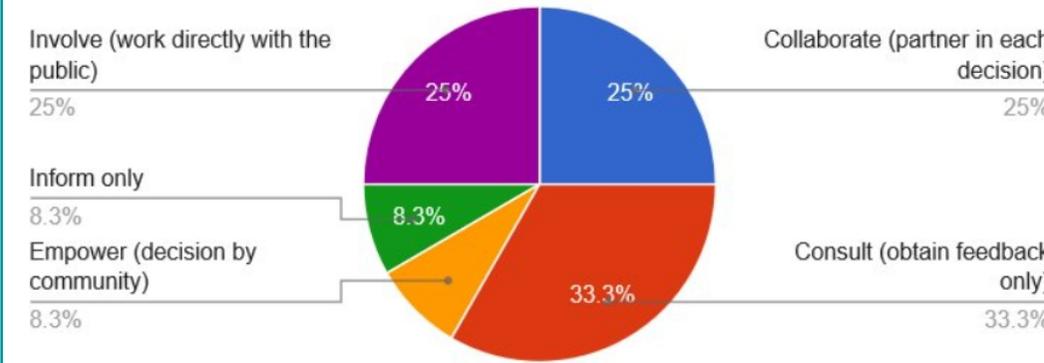
Tourism



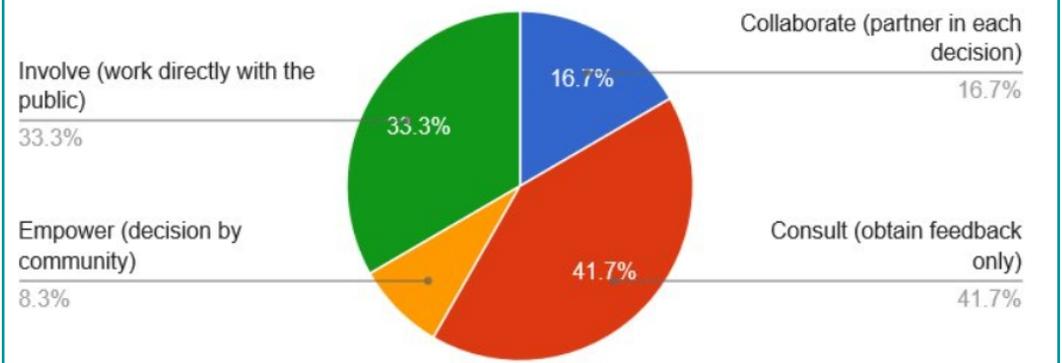
Town Planning



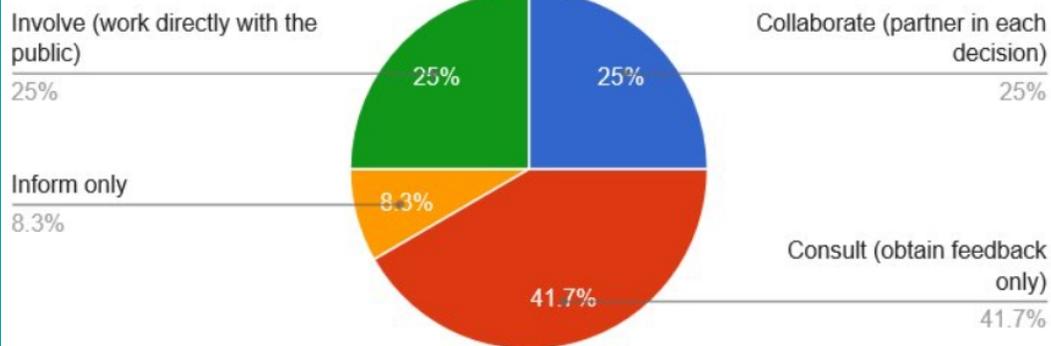
Works to playgrounds and parks



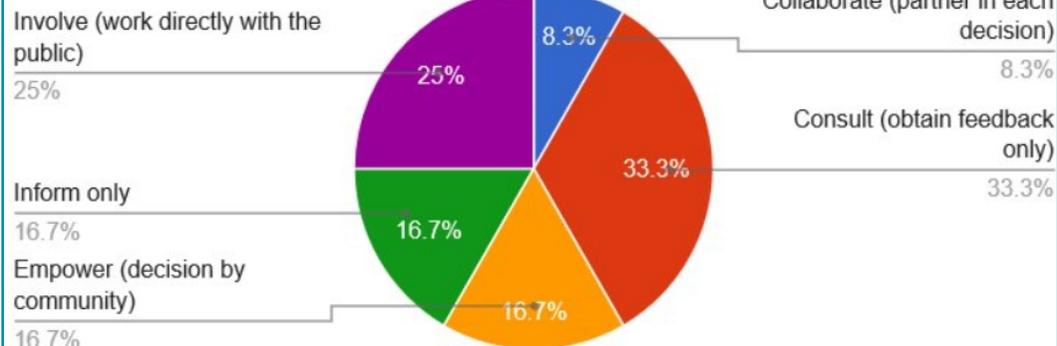
Works to public facilities and buildings



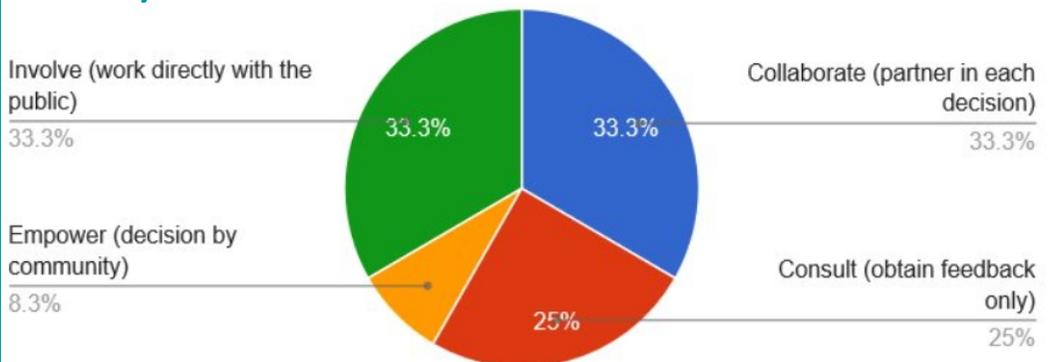
Waste Management



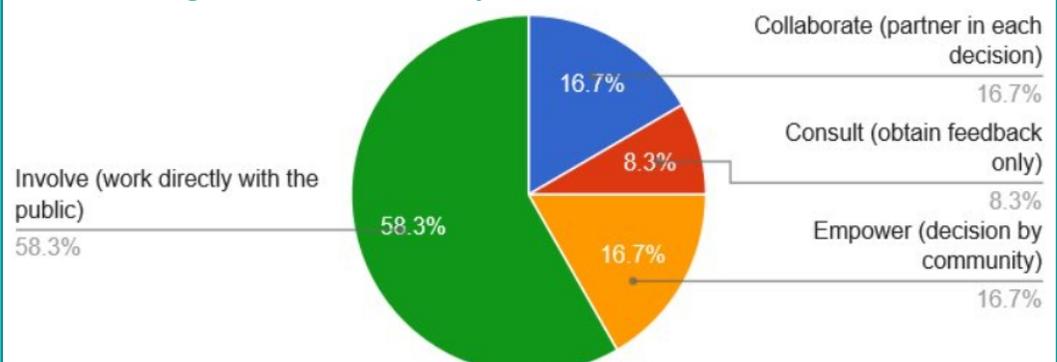
Changes to Shire delivered Services



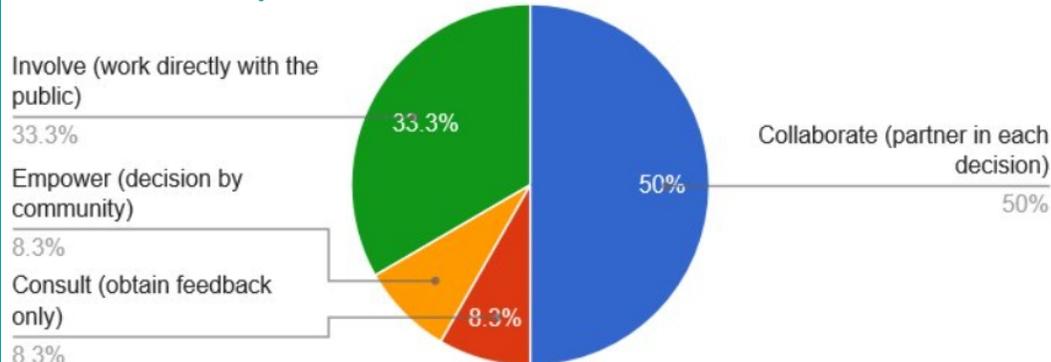
Disability access and inclusion



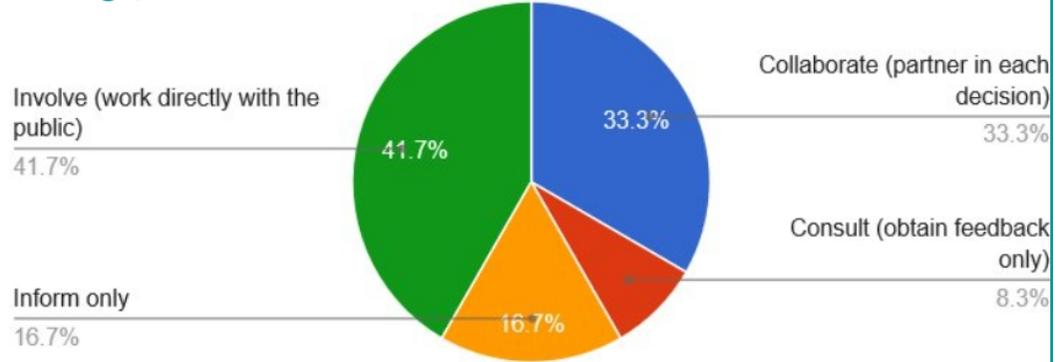
Economic growth and development



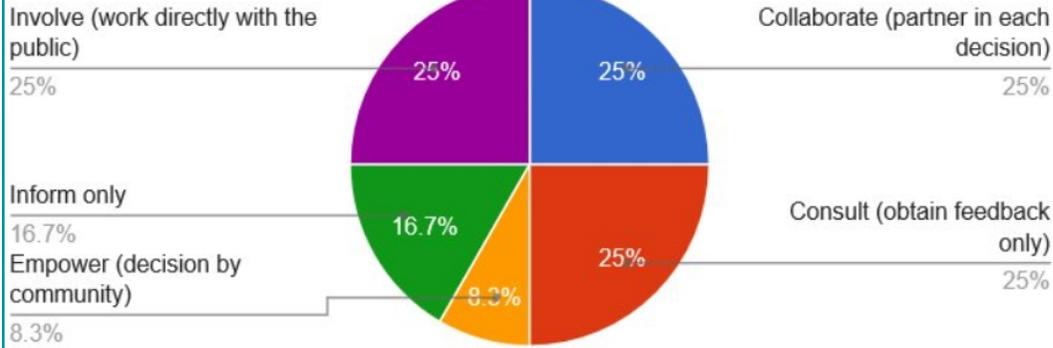
Environmental protection



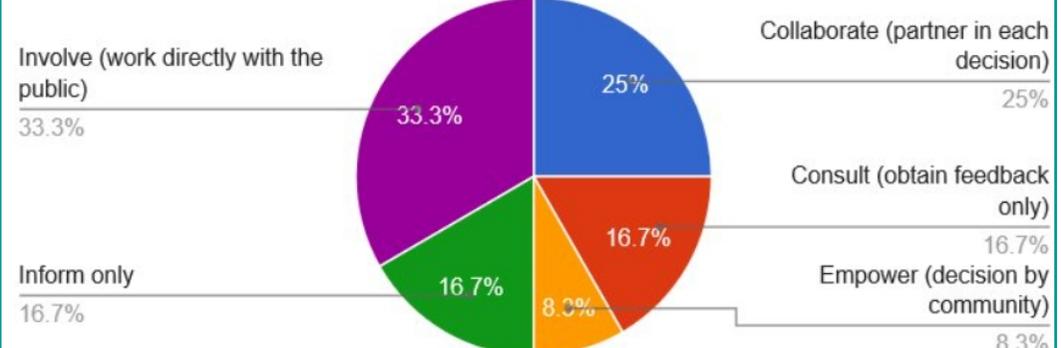
Heritage, culture and the arts



Local Laws and reviews



Local traffic, roads and streets

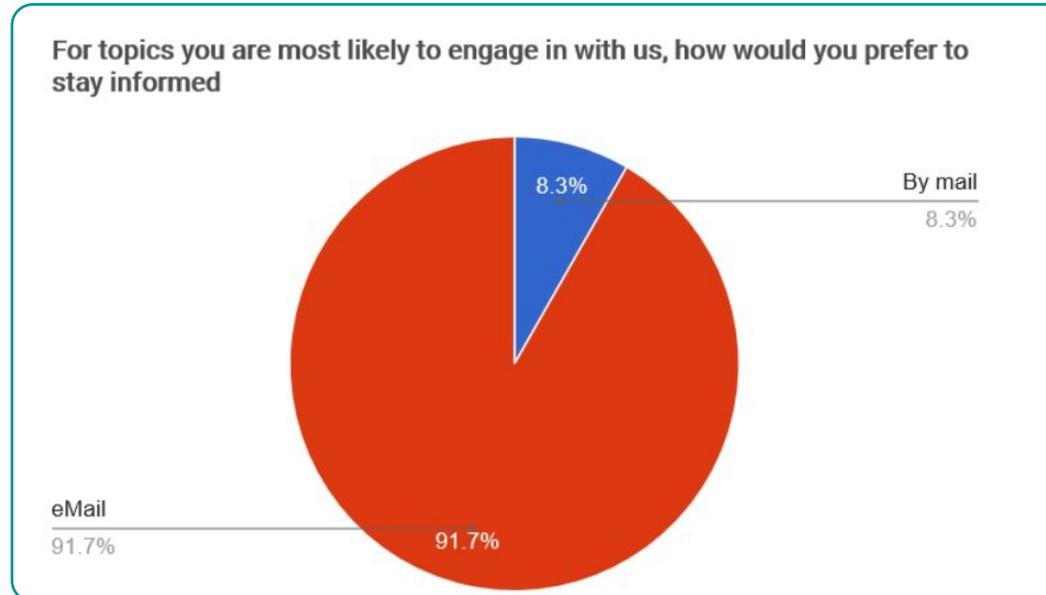


“Empower”, effectively giving the decision-making power to the community, was chosen as an appropriate level of engagement by respondents in all areas of service delivery except for Heritage, Culture and the Arts, Waste Management and Strategic Plans, Frameworks and Policies.

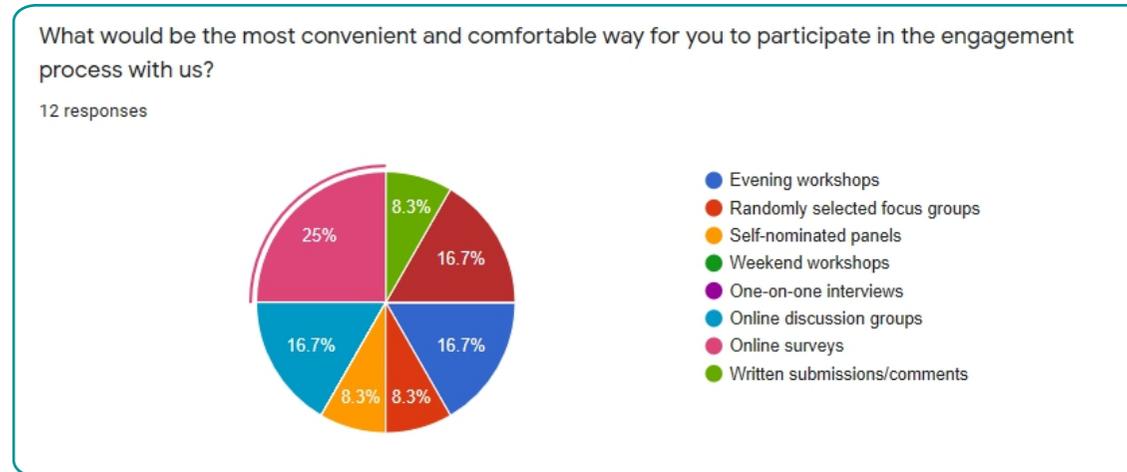
“Inform”, at the opposite end of the IAP2 Spectrum, was chosen as an appropriate level of engagement the least number of times.

On balance, “Collaborate” and “Involve”, in the middle of the Spectrum, represented the majority of responses, demonstrating that of these respondents, there is an appetite to work with the Shire in service delivery areas.

We also asked respondents how they would like to hear from us:



Finally, we asked respondents how they would like to engage with us. Online Engagement – via Online Surveys and Online Discussion Groups, received 41.7% of responses. Face to Face Engagement, via a range of Workshop or Panel options, received 58.3% of responses.



LIMITATIONS:

It is noted that the Social Media statistics do not offer differentiation of visitors, therefore it is not possible to know if the 462 people reached by the Facebook posts were unique or reoccurring visitors.

It is also noted that while direct engagement was offered via telephone and video call, there was no uptake of this, and this may in part have been due to COVID-19 influence. The COVID-19 pandemic also meant that face to face engagement was not possible.

SUMMARY:

The collected data shows that these 12 respondents are motivated to be involved with the Shire's service delivery within our community.

Future engagements could be incentivised with prizes to attract more respondents.

A repeat of this type of engagement, in a timeframe that is not affected by a global health pandemic, may yield better response rates by employing intercept surveys at events and by customer service staff.

Alana Wigmore
Manager Community Services