

Broome
Community Survey
2007

RESULTS
SUMMARY

Prepared by
Community Services
Shire of Broome

Background & Methodology

The 2007 Community Survey was undertaken via the Community Services directorate to help the Shire better understand Broome residents' views, values and expectations, and to find out how the community feels about some of the services that the Shire of Broome provides. The Shire is using feedback from the survey in their Community Development Strategy (CDS). Feedback will also be used to assist the Shire with their daily operations.

The survey questionnaire was developed in collaboration with Shire of Broome staff. It was also modelled, in part, on elements of questionnaires developed by other Local Governments in Australia. A variety of yes/no, satisfaction scaled and open-ended questions were used.

Teams of five interviewers contacted a random sample of Broome residents in the early evening, by phone, during the first two weeks of May 2007. Residents were selected from the Telstra North West White Pages 2005-06. The surname and phone number of potential respondents on the lists generated from this primary source was not transferred to any of the surveys themselves, guaranteeing the anonymity of the respondent.

The questionnaire took approximately 15 minutes to complete. It should be noted that not all respondents answered all questions, sometimes opting to pass in areas that were not applicable to them.

Respondents successfully contacted also had the option of postponing the survey, and receiving it by email, post, or being phoned later, instead. Approximately 30% of residents contacted chose this option, and the return rate on surveys completed this way was almost 50%.

A total of 261 questionnaires were completed: around 2% of the ERP of Broome. As the surveys were conducted randomly, the demographic profile of respondents not always approximates the composition of Broome population.

A simple statistical analysis has been used to interpret the quantifiable data recorded. This method was also used to identify the most prevalent and recurring themes in the open-ended questions. These themes will be explored further in focus group sessions.

...Emerging Trends and Themes

- The **shortage and price of housing**, and affordability in general were overwhelming areas of concern identified by respondents.
- The **loss of a Broome identity**, through mismanaged and/or too fast growth, was also an area of concern.
- In the target group section, respondents identified **children** and **youth** as having the greatest concerns and needs with a response rate of 70% and 76% respectively. The need for more activities, entertainment and hang out spaces were recurring themes. A water playground and ten-pin bowling were both frequently suggested.
- Many respondents also identified the **alienation of Indigenous people** as an area of concern, through lack of adequate housing, access to education and employment opportunities, and respect for local culture.
- There was a high level of **concern for women's safety**, especially at night. Correspondingly there was also an identified need for more domestic violence services for women. The need for **more counselling support services** was identified for **men**.
- For **older people**, need to improve retirement accommodation/aged care facilities were noted. In regard to **people with disabilities**, respondents identified the need for more accessible areas including Chinatown and beaches.
- The **shortage of affordable tourist accommodation** for visitors, and lack of caravan parks that accept pets, was noted by a large proportion of the respondents.
- In most satisfaction ratings, the incidence of responses formed a bell curve on the continuum of very satisfied to dissatisfied, with the exception of the library and access and inclusion for people with a disability. The **Broome Public Library scored the highest**, with 30.5% of respondents very satisfied with the standard of facilities and level of service there. Conversely although only 4% of respondents had direct experience of living with a disability (including friends and family), 190 barriers to access and inclusion were identified. The incidence of respondents who were somewhat satisfied and dissatisfied with the Shire's work to ensure that its programmes, services, and facilities are accessible for people with a disability was also higher.
- In other areas of Shire work, excessive broken glass on walkways and bike paths, inaccessibility of BRAC for certain groups (low income earners and Indigenous people) were noted. Excessive litter/rubbish, alcohol/drug misuse, transient people / lack of short-term accommodation and antisocial behaviours were among concerns for Broome residents surveyed.
- In the area of arts and culture 50% of respondents who answered this section identified the **need for new and or an upgraded performing arts venue**. 27% also identified the need for more Indigenous performers and festivals.

SUMMARY OF SURVEY RESPONSES

1. SPORT AND RECREATION

Parks

- 72% of survey respondents visited any of the parks in Broome in the last month for the purposes of recreation (37%); use children's playground / play with kids (24%); exercise in general (11%); or to exercise dogs (8%).
- Frequency of the respondent's average use of the parks in Broome ranged from once a week or more (46%); once a month (17%); once a fortnight (13%) to rarely (17%).
- Respondent's level of satisfaction with the appearance of these areas and the facilities provided in them: 10% were very satisfied; 33% were satisfied; 28% somewhat satisfied and 13% not satisfied.
- 14% of respondents would like to see more parks/public open spaces in general Broome; 7% would like to see a water playground; 7% more native bush parks and 4% would like a park at the port.
- In terms of park upgrades and improvements: 8% would like to see more facilities such as toilets/fountains and barbeques; 6% more shade; 6% urgent upgrade of the Dakas St park and 5% more play equipment generally.
- Park maintenance: 10% of respondents indicated a need to generally improve maintenance and 8% wanted to see more rubbish collection (especially Male oval).

Walkways and Bike Paths

- 73% of respondents used any of the walkways and bike paths in Broome in the last month for the purposes of walking (42%); bike riding (24%); travel (to work, beach et.) 14%; dog exercise (9%) or exercise in general (8%). Of these, 70% indicated that they use walkways or bike paths on average once a week or more.
- Majority of people surveyed (35%) were satisfied with the appearance and maintenance of walkways and bike paths in Broome; 8% were very satisfied; 28% were somewhat satisfied and 10% were not satisfied.
- Other walkways and bike paths respondents would like to see in Broome include along Port Drive (26%, presently dangerous); between Gantheaume Point and Cable Beach (15%); from Cable Beach to Roebuck (5.5%); in Old Broome and Roebuck where none exist (5%). 11% of respondents would like to see more walkways and bike paths in general.
- Maintenance/improvements: 10.5% of respondents were concerned about excessive broken glass/rubbish on paths; 7% indicated that paths were in need of maintenance; 4.5% indicated paths in Old Broome were in disrepair and 4.5 & wanted improved signage re dual use.

Beach Services

- 19% of respondents indicated that the presence of beach lifesaving and inspector services on the patrolled section of Cable Beach influenced their

decision about which beach to visit. Of these, 41% indicated safety (i.e.: reassuring they are there) as reason to utilise the patrolled section.

- Respondents level of satisfaction with the Shire's provision of beach life saving services: most were very satisfied (19%) satisfied (40%) and somewhat satisfied (9%); with only 3.5% indicating lack of satisfaction.
- Other activities the respondents would like to see the Beach lifesavers and inspectors undertake, or areas they would like to see them patrol include: Gantheaume Point (34%); better policing of speeding on beaches (17%); Town Beach (12%) north of the rocks (9%) and 8% indicated a need for more bins and less litter.

Ranger Services

- 30% of survey respondents had contact with Ranger Services in the last few months. Nature of contact included to report stray/roaming dogs (21%); dog not on leash/unregistered (17%); illegal parking (12%) and 11% to report a lost dog.
- Respondent's level of satisfaction with Ranger Services: most were very satisfied (16%), satisfied (32%) or somewhat satisfied (10%). 6% were not satisfied and 37% declined to comment.
- Other activities the respondents would like to see the Rangers undertake include: better policing of stray dogs (29%); better control of speed limit on beach (18%) or general traffic control on beach (14%) and greater policing of littering (8%). 6% felt that more rangers/patrols/hours are needed and 4.5% wanted focus on moving itinerant/intoxicated/loitering people.

Broome Recreation and Aquatic Centre (BRAC)

- 48% of respondents visited and used any of the facilities at the BRAC in the last month. Facilities used included the swimming pool (65%); indoor stadium (11.5%); outdoor courts (10%) and squash courts (6%).
- Some reasons why other respondents did not use BRAC facilities included not enough motivation/desire/time (9%) and not welcoming to Indigenous people (5.5%), with majority (60%) declining to comment on reasons for their lack of use.
- Sport and recreation programs respondents attended at BRAC include swimming lessons/club (32%); aquarobics (16.5%); tennis (10%); netball (8%); basketball (7%); volleyball 5% and after school/holiday program (5%).
- Most respondent's average use of BRAC facilities was once a week or more (48%), whilst 28% indicated they used BRAC facilities rarely. Others visited once a month (9%) or once a fortnight (8%).
- Respondent's level of satisfaction with the activities, facilities, programmes and level of service at BRAC: most were satisfied (32%) followed by very satisfied (18%) and somewhat satisfied (8%). 3.5% were not satisfied and 37% declined to comment.
- Other activities survey respondents would like to see at the BRAC include a gym (27%); more variation in programs (10%); upgrade/expand/shade skate park (5.5%); more instructors/coaches/lifeguards (5.5%); indoor cricket (4.5% and pilates/yoga/meditation (3.5%).

Sporting Programmes, Facilities and Sports in general

- 36% of the survey respondents (94) had been involved in any sporting programmes, or used any sporting facilities outside of BRAC in Broome in the last month. These included gym (20%); touch football (14%); AFL football/clubs (14%); PCYC 6.5% and golf (5%).
- Frequency of respondent's average participation in sporting programmes or use of sporting facilities outside of BRAC ranged from once a week or more (53%) to rarely (40%).
- Whilst 55% of respondents did not comment on their level of satisfaction with sporting programmes and sporting facilities outside of BRAC, the remaining majority (26%) stated they were satisfied or very satisfied (11%). 3% were not satisfied.
- Much feedback was received on other sporting programmes and sporting facilities activities respondents would like to see in Broome - these include ten pin bowling (14%); more skate parks (8.5%); theme water park (8%); indoor play gym for children / little athletics track / BMX track / go carts / softball (2.5%) and better promotion of programmes (2.5%).

2. ARTS AND CULTURE

Library

- 36% of respondents visited and used any of the facilities at the Broome Public Library in the past month. Purpose of visit included borrowing services (63%); research/study (11%); organised programme (9%) and internet facilities (5%).
- Reasons why other respondents did not use these facilities included not enough time/too busy (15%); buy own books (8%); no reason/no need (5.5%) and don't read much (4%).
- Frequency of average use of the facilities at the Broome Public Library ranged from rarely (36%), once a month (23%), once a fortnight (17%) to once a week or more (15%) and once every two months (9%).
- 15% of people who responded to this question indicated that they have used the on line library catalogue.
- Notably, most users were very satisfied (30%) or satisfied (12%) with the facilities and level of service provided at the library – only 0.4% were not satisfied and 55% did not comment.
- Other activities respondents would like to see included at the Broome library include expand collection (18%); more reading activities for young people and cultural activities (12%); more organised speakers (9%); more internet service, extended weekend hours and better promotion (6% each).

Arts, Events and Festivals

- 59% of all respondents attended any arts and cultural events or facilities in Broome in the last month. These included movies (40%); live entertainment (28%); art exhibition (22%) and circus (8%).

- Frequency of respondent's average attendance at arts and cultural events or facilities in Broome ranged from rarely (31%), once a month 25%, once a fortnight (17%) to once every few month (20%) and once a week or more (8%).
- 21% of respondents were very satisfied with arts and cultural events and facilities in Broome; 38% were satisfied; 12% somewhat satisfied and 6% not satisfied.
- Other arts and cultural activities or facilities the respondent would like to see in Broome include: a venue for live entertainment/arts centre (17.5%); more music events, including high profile bands (15%) and Indigenous dance events/festivals (13%).

3. ACCESS AND INCLUSION

- Approximately 5% of the survey respondents, or any of the respondent's family members or friends, had a disability; 65% did not; and 30% was unknown.
- Barriers or other difficulties people with a disability might encounter when attending events or organised programmes, or when using facilities, parks and other public spaces in Broome include: insufficient beach & park access (17.5%); not enough ramp/chair access i.e. Streeters & prison (16%); insufficient toilet access, especially at events like Shinju (10.5%); roads and kerbs i.e. near Tropicana & Coles car park (10%); insufficient parking bays i.e. BPS (4%).
- Respondent's level of satisfaction with the Shire's work to ensure that its programmes, services and facilities are accessible for people with a disability: 4% very satisfied; 29% were satisfied; 19% somewhat satisfied and 7% not satisfied whilst 42% chose not to comment.
- Other things respondents would like to see the Shire do to ensure a more accessible and inclusive community include: improve access generally (20%); improve roads/paths (13%); more social etc. support services generally (10.5%); better beach access (9%); better toilet access eg shopping centre (5.2%); improve wheelchair access in town (5%); playground for kids with disabilities (4%); more phone booths and improve transport options (3% each).

4. TARGET GROUPS

Survey respondents were asked to identify key concerns and needs of particular target groups of Broome residents. Respondents had the option of declining to comment. As expected, most commented on the needs of groups that they had first hand experience and / or knowledge of. The highest incidence of comments was recorded in the children and young people target groups.

Children (0-12 years)

- Approximately 70% of respondents surveyed identified concerns and or needs relating to children.
- Issues respondents identified for this target group: more activities/entertainment/events needed (30%); more sporting programs (10%); more childcare facilities (9%); curfews/keep children off streets (7%); more out of school / vacation care programmes (5%).

Youth (12-25 years)

- Approximately 77% of respondents identified concerns and or needs relating to youth.

- Issues respondents identified for this target group: more activities/entertainment/events needed (36%); more sport programmes; more hang out spaces (9%); more education/training opportunities (6%); improve access to housing/safe place (4%); more culturally appropriate activities, counselling/family support, drug & alcohol misuse education (3% each).

Older people

- Approximately 44% of respondents identified concerns and or needs relating to older people.
- Issues respondents identified for this target group: need for improved retirement accommodation /aged care facilities; more peer activities/entertainment/clubs (27%); better medical care/facilities (11%); gathering place to socialise (8%); better income support/rent subsidies (5%).

People with disabilities

- Approximately 38% of respondents identified concerns and or needs relating to people with disabilities.
- Issues respondents identified for this target group: more accessible areas needed, esp. Chinatown (27%); more appropriate care/carers (10%); more health & social support services/groups (9%); more recreation services/sports (8%); more gathering places (7%).

Aboriginal and Torres Strait Islander people

- Approximately 66% of respondents identified concerns and or needs relating to Indigenous people.
- Issues respondents identified for this target group: need for improved housing options (22%); improve ways to be involved in community/reduce segregation; drug & alcohol education & support (11%); more support generally (8%); more access to short-term/crisis housing (7%); improve self-determination/consultation (6%); better health care & clean up rubbish (4% each).

Women

- Approximately 45% of respondents identified concerns and or needs relating to women.
- Issues respondents identified for this target group: need for improved health clinics/programmes (22%); improve safety, esp. at night (18%); domestic violence/more refuge/safe house (13%); more women's support groups/services (12%); more social events/meeting places (9%); more family support services (7.5%).

Men

- Approximately 36% of respondents identified concerns and or needs relating to men.
- Issues respondents identified for this target group: need for counselling/support services (25%); more short term accommodation/housing (17%); more men's health clinics/programmes (8%); more education/alcohol misuse prevention (7%); more fishing opportunities (5%); help with depression (4%).

Tourists / Visitors

- Approximately 59% of respondents identified concerns and or needs relating to tourists/visitors.
- Issues respondents identified for this target group: need for more caravan parks, including ones that cater for pets (30%); more affordable accommodation (14%); nothing needed (9%); improved services generally (9%); too many tourists (7%); more info/signs/education eg locations, beach access, tides (5.5%); better public transport/taxis (5%).

5. SOCIAL CONCERNS

98% of respondents identified some overarching concerns and challenges for the Broome resident population. These are listed below in order of prevalence:

- Housing affordability and stock (82%)
- Transience/litter (27%)
- Cost of living too high (32%)
- Improve Amenities (18%)
- Crime prevention (17%)
- Improve Shire services (13%)
- Education/employment (11%)
- Environment (9%)