

## APRIL NEWSLETTER

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### **Community surveys seek accurate gauge of local feeling**

A local authority in Busselton has received valuable insights to community opinion after a survey by SMR returned a top response rate.

At a time when Busselton Water is confronting a number of contentious issues, SMR was engaged to conduct the authority's annual community survey.

It's the third consecutive year that Busselton Water has appointed SMR to undertake its Customer Satisfaction Survey.

And for the first time, SMR was also recently engaged to undertake the Shire of Busselton's biennial Community Survey.

For the Busselton Water survey, 1000 questionnaires were sent to randomly selected ratepayers.

Results from both surveys are still being compiled and analysed but the recorded response rates are already well above industry standards.

Busselton Water received a 28 per cent response rate to its survey and Busselton Shire received 20 per cent with 10 per cent considered to be the industry average.

SMR Principal Consultant Samantha Reece said the improved result could be attributed to local knowledge.

"We are a South West-based office and understand our local community, so we were able to use that knowledge in the design of both surveys," Samantha said.

"Results of the surveys are still being calculated, but we can already say that because of the strong response rate, we are able to provide both organisations with a very accurate representation of how their community is feeling, and not just the views of a vocal minority."

Busselton Water Customer Services Manager Julie Rawlings said the organisation had been trialling a number of new projects over the past 12 months recommended by SMR to help raise its profile.

These included a waterwise garden display with guest speaker and gardening expert John Colwill; school's education program and Busselton Show display with Scitech exhibits.

"It's very pleasing for Busselton Water that the community has been so receptive to these new initiatives.