

# **WYNDHAM'S HOUSEHOLD PANEL**



**and other alternative forms  
of consultation**

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# Overview

- Wyndham a growth area in Metro southwest; 6% growth last year.
- Council committed to 'community centred governance', implementing long term community vision.
- We provide consulting services; monies raised externally fund community research.
- Many elements, but focus on a few today - Household Panel, PhotoFutures, database.

# Household Panel - the issue

- Increasing push for community involvement in service planning, direction setting (eg Best Value).
- Problem #1 - Cost and time.
- Problem #2 - Community burden.
- Problem #3 - Special interest bias?
- Paradox - Potential that greater community involvement may lead to LESS accurate reflection of community views.

# The ultimate goal

- Creation of a sample of households available (eager?) for ongoing consultation
- AND
- genuinely representative of Wyndham as a whole.
- The Wyndham Household Panel

# The method

- Began with two major surveys, with large random samples - one posted out, one conducted by phone.
- Residents asked series of questions about their households, and their attitudes to various aspects of life in Wyndham.
- Final question: 'tired of being surveyed, or like the chance to offer your opinion?'

# The concerns

- #1 - Might have high proportion of people who agreed to survey because of general good nature - might result in unrealistically positive responses over time.
- #2 - Might have high proportion of people who agreed to survey because of chance to 'tell them where to get off', special issues - might result in unrealistically negative or biased responses.

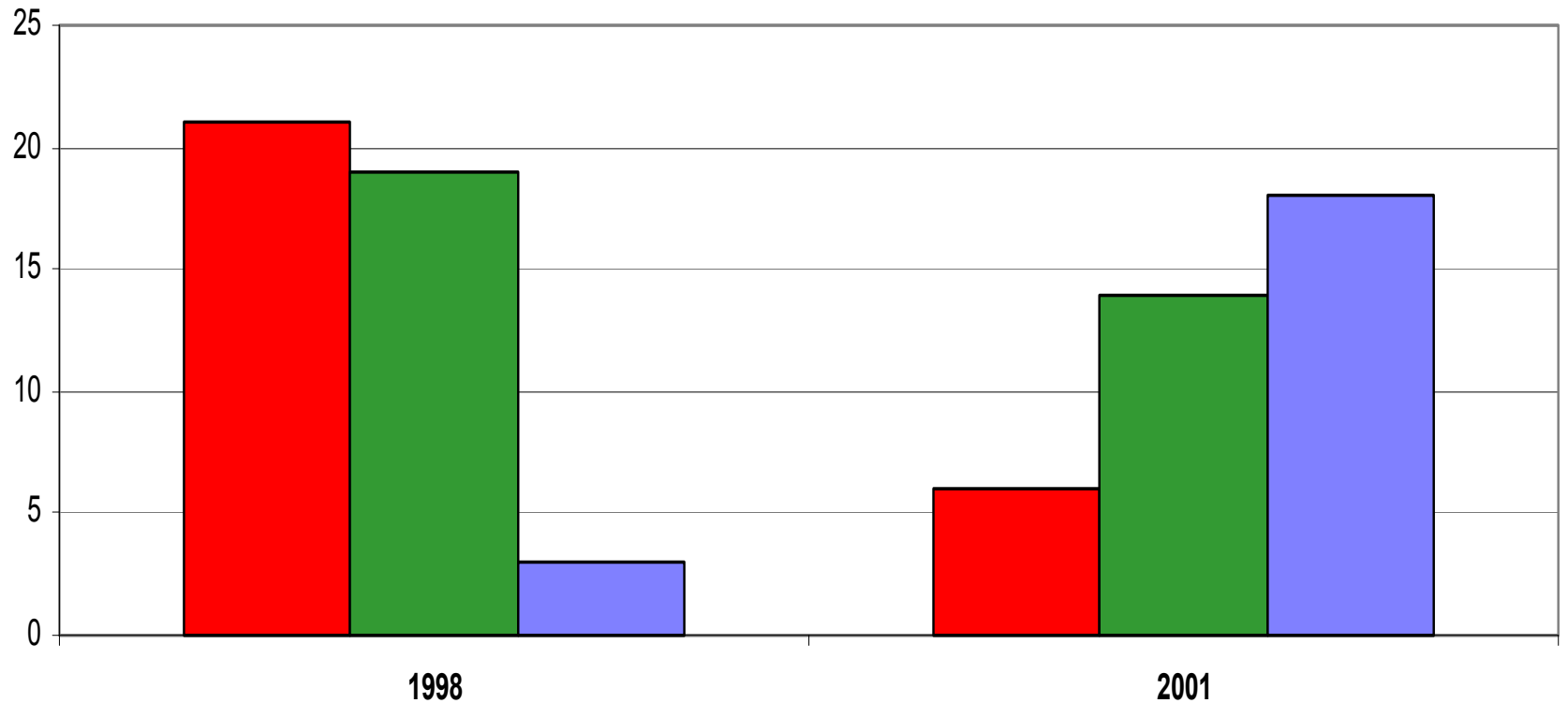
# The solution

- Computer analysis to compare all those who refused versus those who agreed to be on the panel - panel must match community profile.
- Result - 400+ households with attitude mix similar to Wyndham as a whole.
- Further demographic analysis to ensure good mix of suburbs, age groups, household types, etc.

# Using the Panel

- Potential for real time information on 'hot' issues;
- Visioning; check against stakeholder group perspective;
- Track community's evolving views on local govt service and life in Wyndham (benchmark); and
- build a longitudinal picture of life in Wyndham (eg poverty, family breakdown, social capital).
- Comments are particularly rich source of information, new and evolving issues.

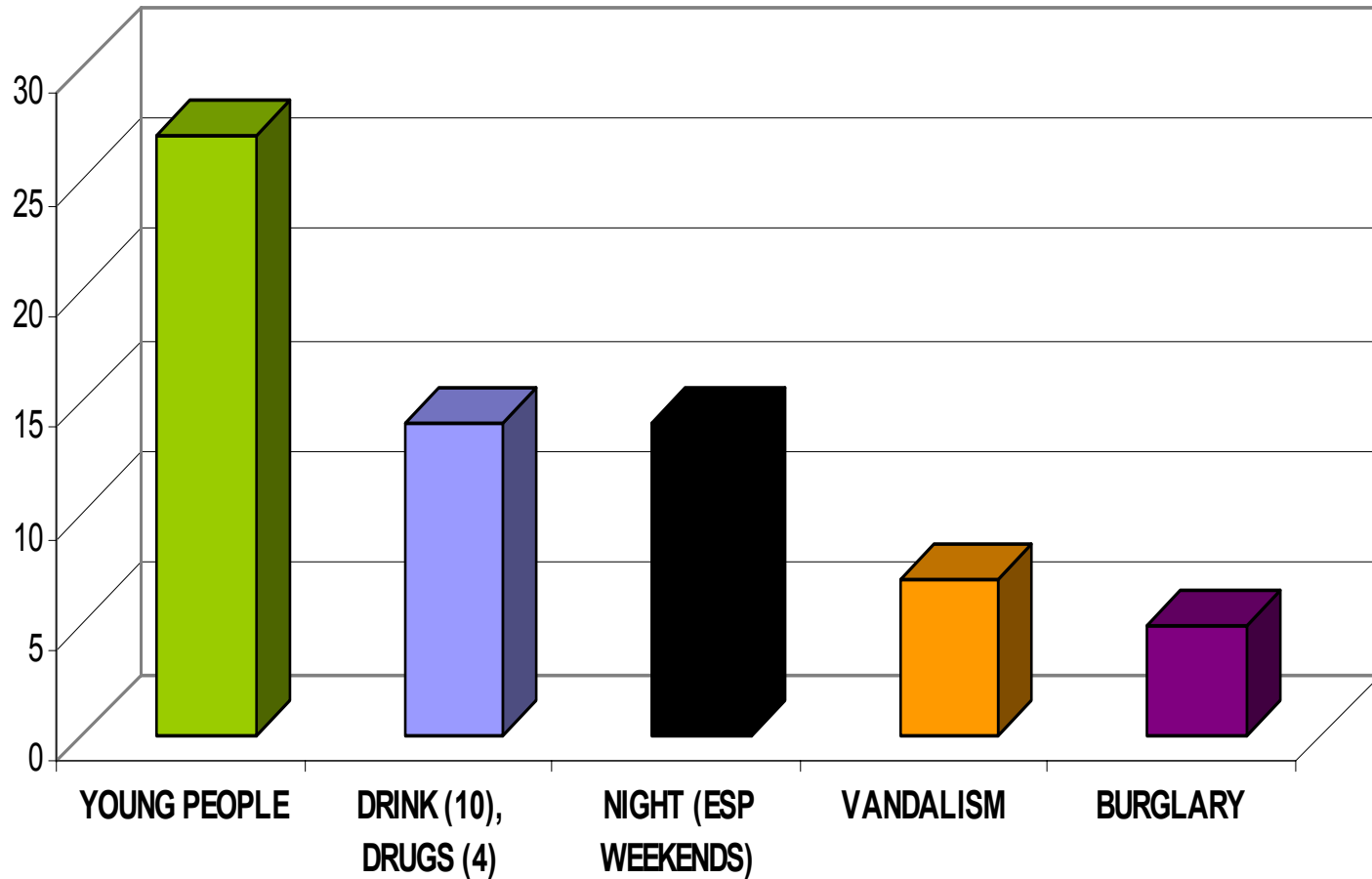
## CHANGES IN RESIDENTS' PERCEPTIONS OF WERRIBEE RIVER 1998-2001



■ NEGATIVE COMMENTS ■ SUGGESTIONS FOR IMPROVEMENT ■ POSITIVE COMMENTS

# PERCEIVED SAFETY PROBLEMS

## Comments, 1998-2000



# Planners & consultation

- Planners - consultation vs real knowledge
- Panel about democracy (and cost?) - PhotoFutures a response to 3 + 2 principles
- 3 = participants must know what's a given, what's a real choice, and what's an 'area of influence'.
- Biggest headache - Metro Strategy!
- 2 = choice and consequence

# PhotoFutures

- Maps developed of Wyndham with 250,000 pop'n under different scenarios, from 'continue current trends' to 'give people what they're asking for'.
- Also identified consequences of each, eg higher rates? Triple bottom line impact?
- Finally, photos of potential choices, WITH consequences. Displayed in public areas, eg community forums, train station, library, etc.

# The results

- Early days, eg...
- Keep Wyndham's 'country' feeling by retaining our beautiful open space - living with higher density is a small price to pay.
- Keep Wyndham's 'country' feeling - high density housing just doesn't fit, keep that for the inner city.
- Commitment to long term engagement, consultation with education component.



**Research & Statistics - By Category - Lotus Notes**

File Edit View Create Actions Help

Welcome Emma Williams - Inbox Research & Statistics - By Category

notes

New Document New Response New Response to Response

Topic

- ▼ **Annual Resident Survey**
  - ★ 2001 Annual Resident Survey (Ross Goeman 22/08/2001)
  - ★ 1998 Annual Resident Survey (Ross Goeman 20/08/2001)
  - ★ 1999 Annual Resident Survey (Ross Goeman 20/08/2001)
  - ★ 2000 Annual Resident Survey (Ross Goeman 30/07/2001)
- ▼ **Best Value**
  - ★ QCP & Best Value: an integrated process (Ross Goeman 22/08/2001)
  - ★ Computer / internet access in Wyndham (Ross Goeman 30/07/2001)
  - ★ Waste Management (Ross Goeman 30/07/2001)
  - ★ Best Value - June 2001, Work / Life Survey (Ross Goeman 25/06/2001)
- ▼ **Customer Satisfaction**
  - ★ 2001 Annual Resident Survey (Ross Goeman 22/08/2001)
  - ★ 1998 Annual Resident Survey (Ross Goeman 20/08/2001)
  - ★ 1999 Annual Resident Survey (Ross Goeman 20/08/2001)
  - ★ 2000 Annual Resident Survey (Ross Goeman 30/07/2001)
  - ★ Internal Benchmarking Survey (Ross Goeman 30/07/2001)
- ▼ **Decision on a service**
  - ★ One Stop Shop Youth Centre (Ross Goeman 30/07/2001)
  - ★ After Hours Services (Ross Goeman 30/07/2001)

Using database on NotesApps/Servers/Wyndham

Office

Start Research & Statistics... Microsoft PowerPoint - [CE...]

EN 7:27 AM



**WYNDHAM**  
CITY COUNCIL

- By Category
- By Author
- Review Status
- All Documents

# Conclusion

- Brief discussion here - only part of the 'toolbox'
- Others important to good planning, eg
- children and planning (laminated surveys and coding art in the database)
- Proud Philistines (users vs payers principle)
- ways to involve marginal groups
- protocols for protecting political process
- but enough for now, except for...

# Why bother?

## BY PUBLIC TRANSPORT (round trip in ideal conditions)

	<i>Werribee</i>	<i>Hoppers Crossing</i>	<i>Wyndham vale</i>	<i>Werribee South</i>	<i>Little River</i>	<i>Point Cook</i>	<i>Tarneit</i>
<b>nearest GP (weekday 11 A.M.)</b>	7 mins	2 hrs, 12 mins	1 hr	4 hrs, 21 mins	NA	NA	NA
<b>nearest GP (5:30 P.M.)</b>	7 mins	2 hrs, 32 mins	1 hr, 51 mins	could not get home	NA	NA	NA
<b>nearest GP (Saturday 1 P.M.)</b>	2 hrs, 26 mins	2 hrs, 32 mins	1 hr	3 hrs, 32 mins	NA	NA	NA
<b>Hospital, weekday 11 A.M.</b>	1 hr, 35 mins	2 hrs, 5 mins	3 hrs, 6 mins	4 hrs, 20 mins	NA	NA	NA
<b>Hospital, weekday 5:30 P.M.</b>	1 hr, 12 mins	1 hr, 55 mins	2 hrs, 52 mins	could not get home	NA	NA	NA
<b>Hospital, Saturday 1 P.M.)</b>	1 hr, 34 mins	2 hrs, 6 mins	2 hrs, 56 mins	3 hrs, 40 mins	NA	NA	NA

**END OF PRESENTATION**