

# MARKYT Community Scorecard ©

Prepared for: Shire of Mingenew

Prepared by: CATALYSE® Pty Ltd ©

July 2022



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People	38
Place	50
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Strategic overview



22

% agree

10% points below Industry Average

Liveability



65

Performance Index Score

10 index points below Industry Average

Governance



46

Performance Index Score

9 index points below Industry Average **Rates Value** 



37

Performance Index Score

8 index points below Industry Average

### **Highest scores**

Strengths

- · Sport and recreation facilities and services
- · Tourism attractions and marketing
- · Community safety and crime prevention
- Playgrounds, parks and reserves

### Relative to MARKYT® Industry Standards

- Tourism attractions and marketing
- · Community safety and crime prevention
- Telecommunications and internet services
- Sport and recreation facilities and services
- · Lighting of streets and public places



Housing



Local roads



**Priorities** 

Town centre development and activation



**Economic development and jobs** 

Approach

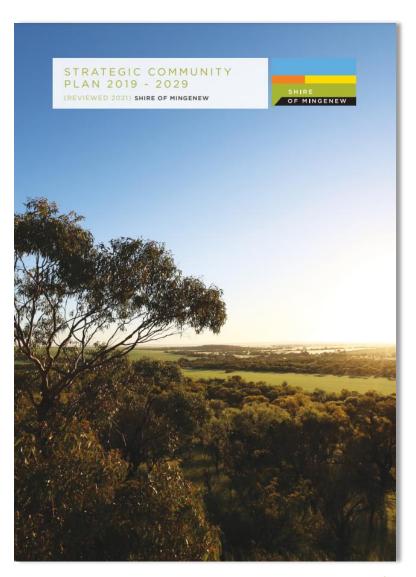


DLGSC's Integrated Planning and Reporting Framework requires local councils to review the **Strategic Community Plan** at least once every two years.

# MARKYT Community Scorecard

The Shire of Mingenew commissioned a MARKYT® Community Scorecard to:

- Support a review of the Strategic Community Plan (SCP)
- Assess performance against objectives and key performance indicators (KPIs) in the SCP
- · Determine community priorities
- · Benchmark performance





# The Study

Shire of Mingenew commissioned CATALYSE® to conduct an independent MARKYT® Community Scorecard.

All community members were invited to take part. Scorecard invitations were sent to all households and residential PO Boxes in the Shire of Mingenew using Australia Post's unaddressed mail services. Respondents could complete the scorecard in hard copy or online.

CATALYSE® sent email invitations to Shire of Mingenew's customer contacts. The Shire provided supporting promotions through various communication channels. The scorecard was open from 13 June to 1 July 2022.





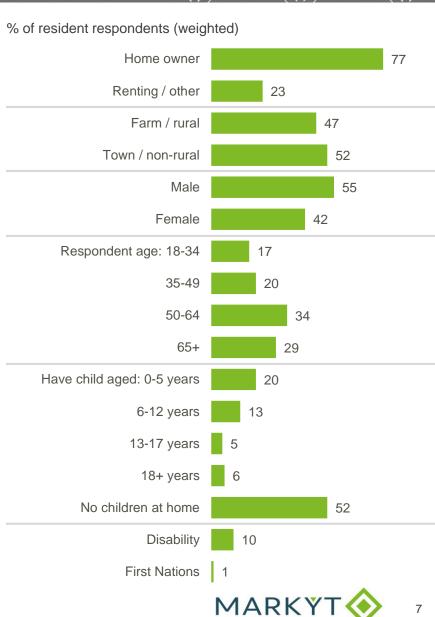


The scorecard was completed by 93 community members with various connections to the Shire:

Local resident	Out of area ratepayer	Visitor	Elected Member / Employee
80	4	6	3

The main body of this report shows responses from local residents. Responses were weighted by age and gender to match the ABS Census population profile.

Where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.



# MARKYT Industry Standards

CATALYSE® has conducted studies for close to 70 councils. When councils ask comparable questions, we publish the high and average scores to enable participating councils to recognise and learn from the industry leaders. In this report, the average and high scores are calculated from councils that have completed a MARKYT® accredited study within the past three years.

































































































# How to read performance dashboard charts

### **Performance Ratings**

The chart shows community perceptions of performance on a five point scale from excellent to terrible.

The **Performance Index Score** is a weighted score out of 100.

Score	Average Rating
100	Excellent
75	Good
50	Okay
25	Poor
0	Terrible



<b>Variance</b> Performan			mmunity	<b>y</b>									
Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
65	67	56	60	70	65	65	51	73	61	71	65	62	72
							<b>A</b>						

**Variance across the community** shows how results vary across the community based on the Performance Index Score

MARKYT® Industry Standards show how Council is performing compared to other councils.

**Council Score** is the Council's performance index score.

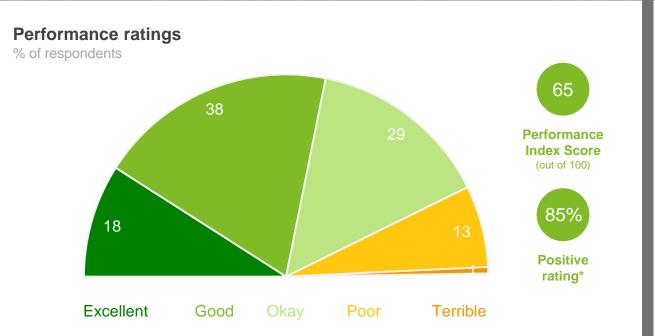
Industry High is the highest score achieved by councils that have completed a comparable study with CATALYSE® over the past three years.

Industry Average is the average score among councils that have completed a comparable study with CATALYSE® over the past three years.



# **Overall Performance**

# Place to live





# Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
65	67	56	60	70	65	65	51	73	61	71	65	62	72



<sup>#</sup> small sample size (<20 respondents)

# Governing organisation

# Performance ratings % of respondents 37 46 Performance Index Score (out of 100) 63% Positive rating\* Excellent Good Okay Poor Terrible



# Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
46	46	46	47	46	45	49	40	53	37	55	47	47	47

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# MARKYT� industry comparisons

# Overall Performance | industry comparisons

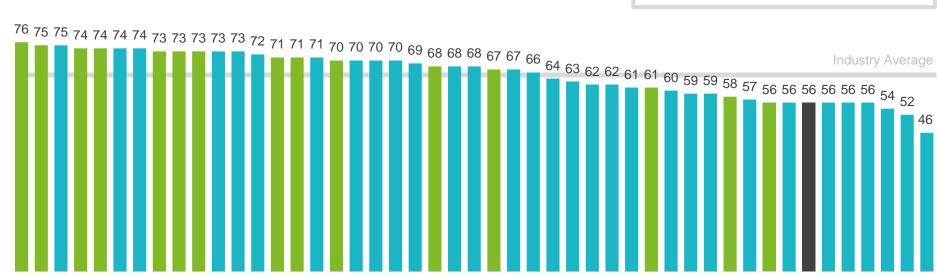
The 'Overall Performance Index Score' is a combined measure of the Shire of Mingenew as a 'place to live' and as a 'governing organisation'. The Shire of Mingenew's overall performance index score is 56 out of 100, 10 index points below the industry standard.

### **Overall Performance Index Score**

average of 'place to live' and 'governing organisation'

- Shire of Mingenew
- Metropolitan Councils
- Regional Councils





# How to read the MARKYT Benchmark Matrix

The MARKYT® Benchmark Matrix (shown in detail overleaf) illustrates how the community rates performance on individual measures, compared to how other councils are being rated by their communities.

There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

Services are grouped in five areas:

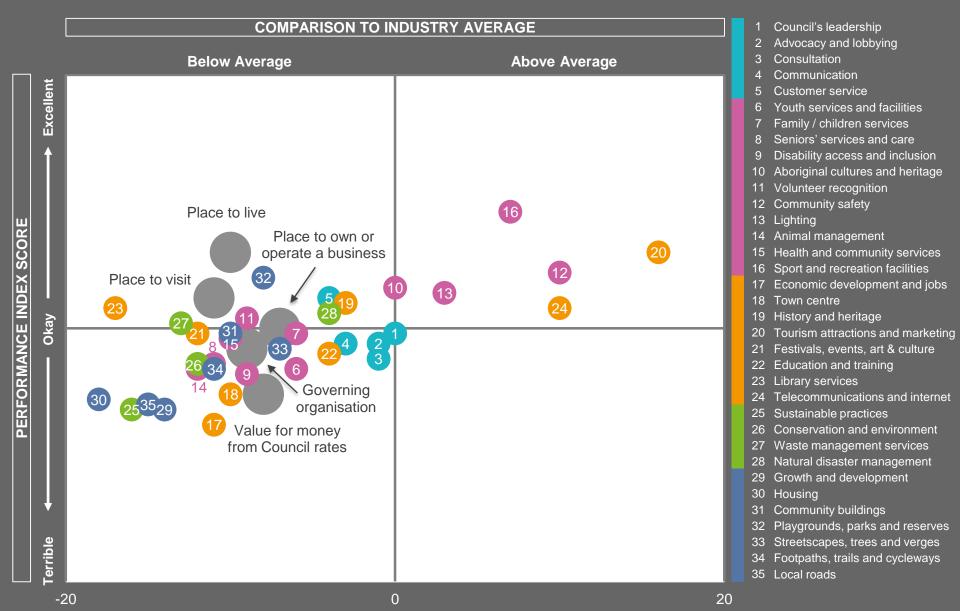
- People
- Place
- Planet
- Prosperity
- Performance

This line represents okay performance based on the MARKYT Performance Index Score. Higher performing service areas are placed above this line while lower performing areas are below it.

Councils aim to be on the right side of this line, with performance ABOVE the MARKYT® Industry Average.



# MARKYT Benchmark Matrix



Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response.

# MARKYT community priorities

# How to read the MARKYT � Community Priorities

The MARKYT® Community Priorities chart maps priorities against performance in all service areas.

**CELEBRATE** the Shire's highest performing areas.

**KAIZEN**: consider ways to continuously improve services with average ratings between okay and good to strive for service excellence

**REVIEW** lower performing areas.



**OPTIMISE** higher performing services where the community would like enhancements to better meet their needs.

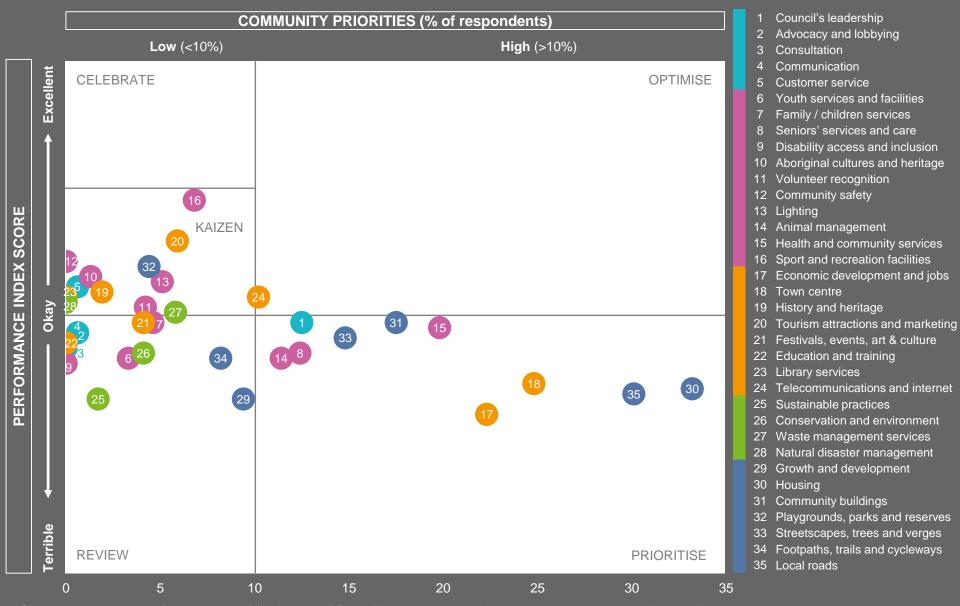
PRIORITISE lower performing services where the community would like the Shire to focus its attention.

Services are grouped in five areas:

- People
- Place
- Planet
- Prosperity
- Performance



# MARKYT Community Priorities



- Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)
- Q. Over the next 10 years, which areas would you mostly like the Shire of Mingenew to focus on improving? Base: All respondents, excludes no response (n = 74)

# Community Action Plans

Top 4 priorities

# Housing

### **Community Driven Actions**

 Liaise with private sector and state government to provide more affordable housing to attract families and workers to the area

### **Community Voices**

"There is a shortage of quality housing. Encourage the Shire to continue to try and attract more expenditure from the private sector on new housing. Source funding from State government to replace older houses in town for the lower socio-economic demographic."

"People want to move here, but there's no houses. If the Shire invested in housing to lease to families, it would boost the population, boost the school and boost the local economy."

"Build more accommodation."

"Low-cost government housing to house workers."

"Housing. Building nice affordable housing available for rent/buy. Encourage families to town."

"We need more suitable housing in town to house staff for local businesses and entice people to move here."

"Decent housing required to attract families. Existing housing is extremely poor and run down. Many blocks are filled with junk and neglected."



# Local roads

### **Community Driven Actions**

- Improve quality of gravel roads with regular grading and maintenance
- Repair potholes and regularly maintain to keep road surfaces in good repair
- · Keep roadsides clear of vegetation overgrowth
- Install drains where needed to prevent water runoff and flooding
- Upgrade and widen roads where needed for increased traffic and larger vehicles

### **Community Voices**

"Roads in our area are constantly in need of grading and repair. They need re-sheeting with gravel instead of a rough sweep every now and then. For the enormous rates we pay, we are receiving very little in return."

"We had a terrible grading job on our local gravel road."

"Roadside clearing, maintaining edges, potholes in roads and gravel roads graded."

"Instead of putting band-aids on potholes, fix them properly."

"Roads in the town need to be maintained better. Fixing potholes and tree roots growing under the road."

"Perform regular maintenance and repairs. Improvements to vegetation overgrowth and water management."

"Water run-off should be controlled. Running down roads and flooding properties."

"Put run-off drains on roads, so they do not become rivers."

"Concentrate on repairing the Yandanooka - North East Road to an acceptable standard for large truck movements. It is currently a disgrace."

"Roads need widening and fixing heading to Dongara, especially in harvest season."



# Town centre development and activation

### **Community Driven Actions**

- Improve street appeal of entrances into town
- Beautify and maintain streetscapes in the town centre
- · Repair or demolish run-down buildings
- Repair the local shop premises or relocate the shop temporarily
- Support local businesses with a view to reinvigorating the town and attracting visitors

### **Community Voices**

"Towns gardens, lawns and welcoming into the town need to be improved 100%.

Everything is dead or overgrown or half maintained."

"Would be great to see some more work done on the main street to make it more presentable. All entrances to town could do with some work."

"The main street looks run down due to the lack of maintenance."

"Town needs tidying up, gardens are rubbish, and around town, roads are never graded. Roads that have never been maintained, but rates are paid.

Council is lazy and not proactive. Too much to type!"

"Demolition of old houses that are unsightly."

"Maintenance of existing buildings and possible removal of some in the main street."

"The shop is an obvious concern, as is the building it is housed in.

All services are in buildings that need huge repairs."

"Look at getting a transportable building for the shop."

"Support local businesses. Stop spending money on getting tourists into town when there is nothing here for them but telling them there is!"

"Encourage centre of town visits and stays by improving local accommodation and businesses to bring custom to Mingenew. There is nowhere decent in town to stay or buy groceries throughout the day."

"The Shire needs to take a step back and start to encourage what was in the past - cake stalls, dance nights in the hall - get the community feeling back."



# Economic development and jobs

### **Community Driven Actions**

- Provide incentives to encourage new businesses into town
- Support existing businesses to prevent closures and loss of jobs, particularly the local IGA
- · Create more job opportunities for young people

### **Community Voices**

"Offer incentives for people to consider opening businesses in the town."

"By being the catalyst for small businesses to come to Mingenew and start a business. The Shire will need to build facilities as small businesses can't borrow to get started in small rural towns."

"Work toward encouraging new businesses to town. Help the existing businesses wherever possible because they are precious to the town!"

"Encourage businesses into the Shire. Investigate new opportunities, not just tourism. Our town is dying."

"Encourage businesses to town. CBH / gas / mining people into town."

"Keeping our local business open."

"All our businesses are dwindling! Not many employment options."

"Take action to preserve the town IGA/shop."

"Purchase & run the local IGA, employing more staff.

Job opportunities for young people."



To see all community comments from the MARKYT® Community Scorecard, please see the Shire of Mingenew MARKYT® Community VoiceBank.

The MARKYT® Community VoiceBank contains over **4,200** words with ideas and suggestions from community members.

Ideas are classified in five key areas: People, Planet, Place, Prosperity and Performance.

Ideas are grouped into 35 service areas.

Councillors and employees at the Shire of Mingenew may draw on specific suggestions in the MARKYT® Community VoiceBank to assist in the development of supporting strategies and action plans to address community needs.







# MARKYT Community VoiceBank

Question: What major projects, changes or improvements are needed?

Source: MARKYT® Community Scorecard | 2022

All responses are presented verbatim. Identifying information, and offensive or defamatory language, has been removed. Views expressed are solely those of respondents.

Prepared by: CATALYSE® Pty Ltd

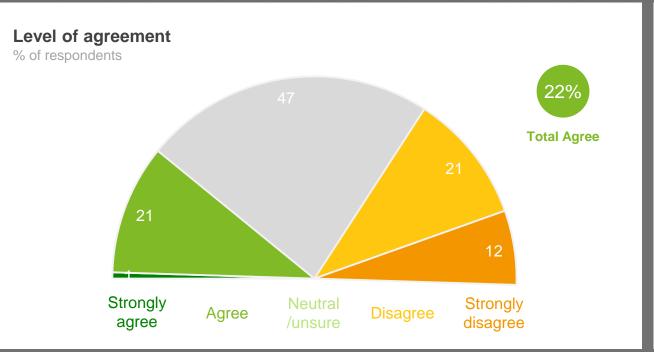
On behalf of: Shire of Mingenew

July 2022



# Performance

# Shire of Mingenew has developed and communicated a clear vision for the area





### Variances across the community

% agree

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
21	20	27	23	20	22	22	41	45	0	18	15	41	20

# Council's leadership

### **Performance ratings** % of respondents 49 **Performance Index Score** (out of 100) 25 71% 13 **Positive** rating\* Excellent **Terrible** Good Okay Poor



# Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
49	47	56	44	56	51	48	59	65	35	50	43	63	40

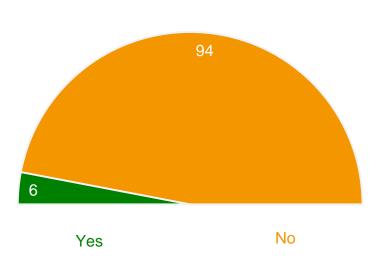


# Interest in becoming a Councillor

• 6% of scorecard respondents would consider nominating to be a local councillor in the next elections.

# Would you consider nominating to be a local councillor with the Shire?

% of respondents



### Main barriers or concerns about becoming a local councillor

### Time constraints due to:

- Work
- Volunteer commitments
- Family commitments

### Life stage factors such as:

- Feeling that they are too young or too old
- Having a young family

### Perceptions of the **Shire's ability to implement change**:

- Think there are too many restrictions / red tape
- Lack of resources

### Perceptions of **Council's power and influence**, including:

- Belief that Councillors have little power
- Feel the CEO has too much influence over decisions.
- Think interest groups have too much power



Q. The next local government elections are scheduled for October 2023. Would you consider nominating to be a local councillor with the Shire? Base: All respondents, excludes no response (n = 68)

Q. What are your main barriers or concerns about becoming a local councillor?

# How the community is consulted about local issues

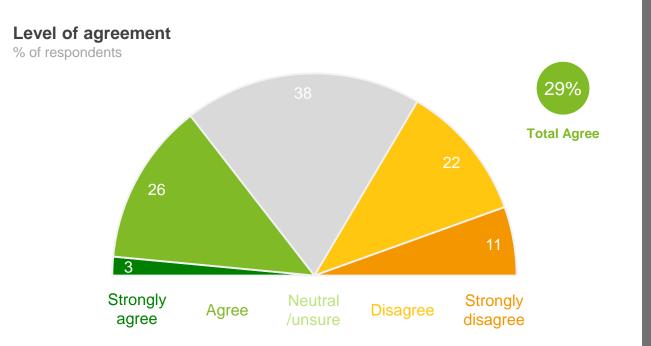
# **Performance ratings** % of respondents 44 **Performance Index Score** (out of 100) 21 62% **Positive** 5 rating\* Excellent Okay **Terrible** Good Poor



# Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
44	42	52	39	51	47	43	55	60	33	40	39	59	38

# The Shire has a good understanding of community needs



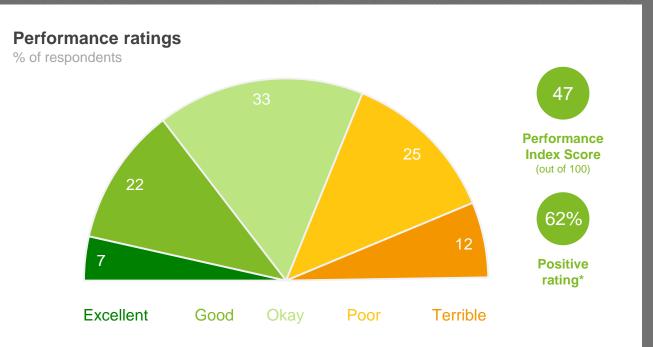


### Variances across the community

% agree

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
28	26	36	33	24	31	26	41	48	4	35	25	47	13

# Advocacy and lobbying on behalf of the community to influence decisions, support local causes, etc



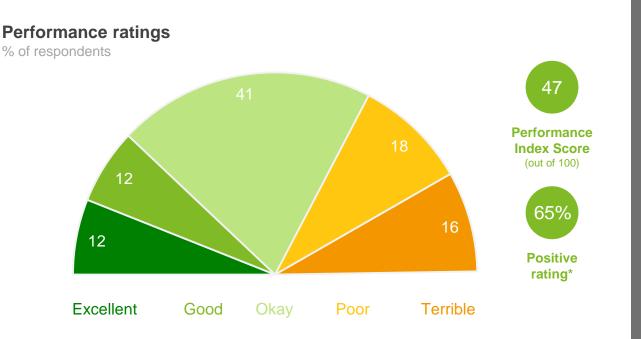


# Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
47	45	52	42	52	49	44	59	64	38	40	37	65	36

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# How the community is informed about what's happening in the local area





# Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
47	44	59	44	50	50	44	66	61	32	43	40	63	38

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# Current sources of information

- Community members mostly hear about what's happening in the Shire of Mingenew from family and friends.
  - o Males are more likely than females to rely on word of mouth communication.
- The most valuable Shire controlled channel of communication is the Mingenew Matters newsletter.
  - o Newsletter reach is higher reach among females and those aged 65 years or older.

### How do you stay informed about what Council is doing?

% of respondents

### **Community Variances**

% of respondents

70 01 100p011d011t0									. /	0 01 10	Sport	JOIILO					
					Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
Word of mouth				70	68	74	60	79	82	51	83	78	76	50	61	79	82
Mingenew Matters newsletter			50		51	45	57	40	39	61	48	29	31	86	50	50	40
Shire website			46		43	55	48	43	39	55	79	47	24	53	38	64	26
Facebook			40		39	41	48	29	33	48	52	47	42	26	37	54	18
Council meeting agendas/minutes	3		37		32	52	29	46	35	41	71	36	26	32	29	57	26
Community consultation sessions		20			13	39	11	29	17	24	40	29	9	15	10	37	22
Council meetings	8				4	23	14	3	12	3	35	0	4	5	5	20	0
Radio	8				9	6	3	13	10	5	0	21	0	12	14	0	0
Regional news publications	4				6	0	0	9	8	0	0	21	0	0	7	0	0
Other	4				4	3	6	1	3	5	4	0	9	0	3	2	0



# Customer service

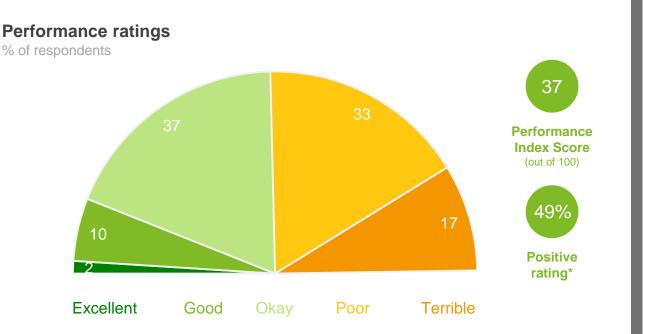
# Performance ratings % of respondents 38 Performance Index Score (out of 100) 77% Positive rating\* Excellent Good Okay Poor Terrible



# Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
56	54	63	54	58	60	51	70	66	46	53	50	66	51

# Value for money from Council rates





# Variances across the community

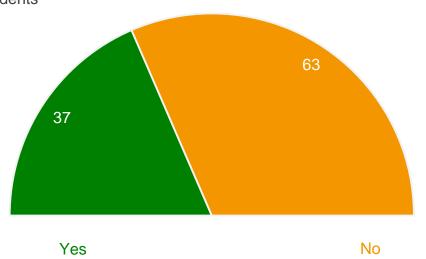
Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
37	37	33	33	42	38	36	33	46	26	45	36	36	37

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# Willingness to pay increased rates or a special levy to fund priority projects

Would you be willing to pay increased rates or a special levy to fund your suggested projects or improvements?





- 37% of respondents would be willing to pay increased rates or a special levy to fund suggested projects or improvements.
- Willingness to pay is higher among residents who are renting and those aged 18-34.

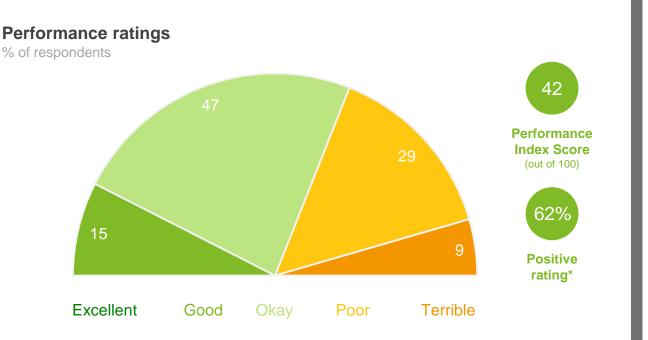
#### Variances across the community

% yes

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
37	24	77	35	40	52	23	79	35	27	25	23	66	40

People

# Services and facilities for youth





## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
42	38	54	37	49	43	39	51	40	39	41	37	50	41

## Services and facilities for families and children

# Performance ratings % of respondents 52 Performance Index Score (out of 100) 75% Positive rating\*

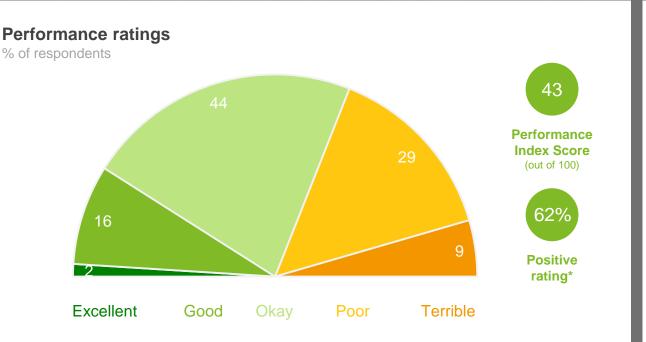


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
49	48	55	43	56	48	49	59	57	44	44	45	59	45

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## Services and care available for seniors



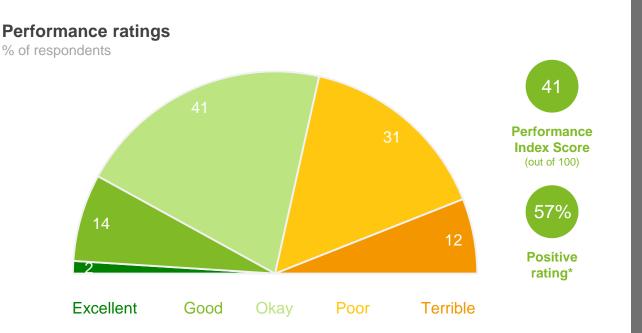


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
43	44	41	37	51	42	42	49	51	39	43	44	54	37

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## Disability access and inclusion

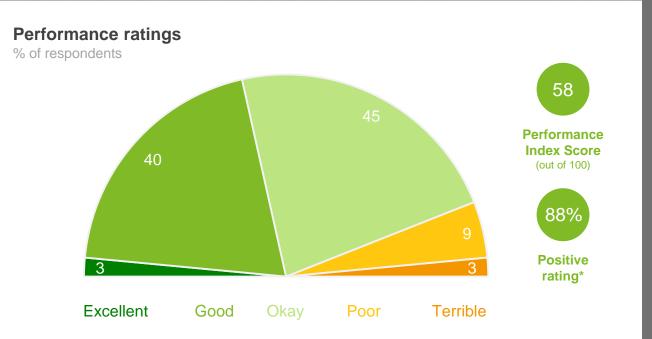




## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
41	41	38	37	46	41	38	45	41	35	47	39	50	33

# Recognition and respect for Aboriginal people, cultures and heritage





## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
58	57	60	58	59	60	52	57	62	53	60	58	60	54

<sup>=</sup> excellent, good + okay MARKYT

# Volunteer recognition and support

#### **Performance ratings** % of respondents 52 **Performance Index Score** 27 (out of 100) 76% 12 **Positive** rating\* Excellent **Terrible** Okay Poor Good

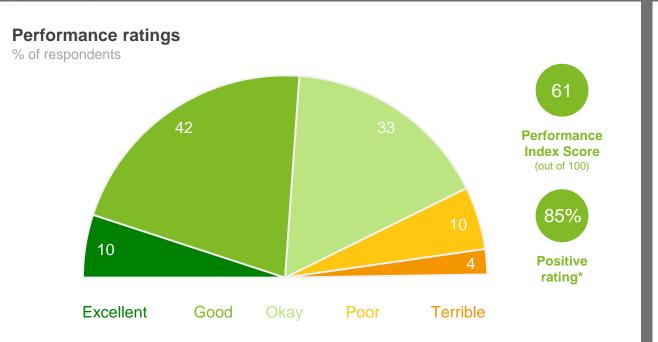


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
52	51	53	50	53	50	54	64	54	46	49	50	59	58



# Community safety and crime prevention

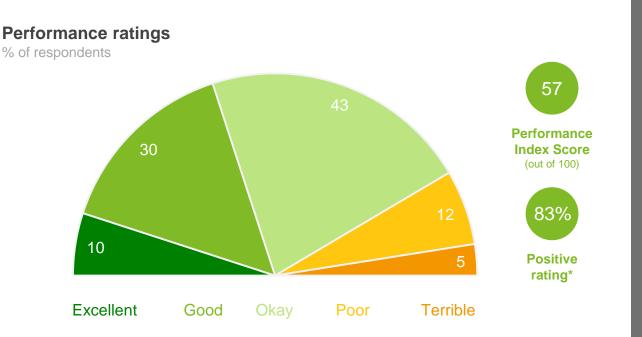




## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
61	60	67	56	68	63	60	72	74	49	60	56	71	56

# Lighting of streets and public places



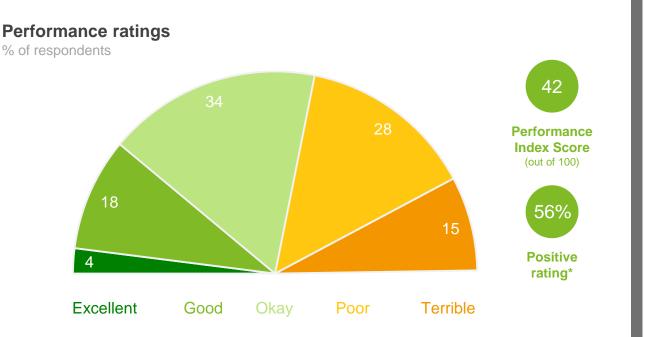


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
57	58	55	51	66	61	52	52	69	52	58	57	57	62

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# Animal management (dogs and cats)





## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
42	40	47	35	54	43	41	57	51	37	32	36	56	48

# Access to health and community services

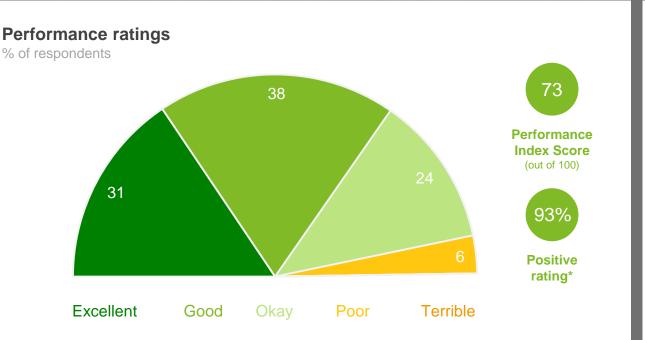
# Performance ratings % of respondents 48 Performance Index Score (out of 100) 74% Positive rating\*



## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
48	47	52	42	56	48	47	50	57	43	48	46	55	51

# Sport and recreation facilities and services



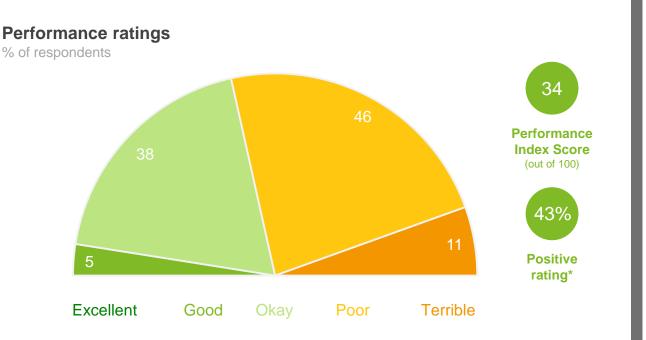


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
73	75	69	70	77	74	72	69	79	69	77	72	70	78

# Place

# Managing responsible growth and development



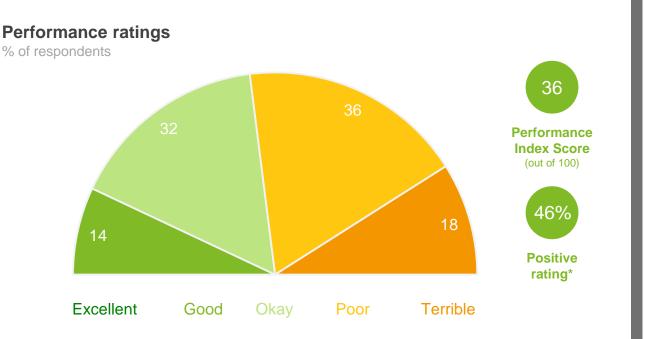


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
34	34	35	32	36	32	38	38	43	25	39	30	43	27



## Access to housing that meets your needs

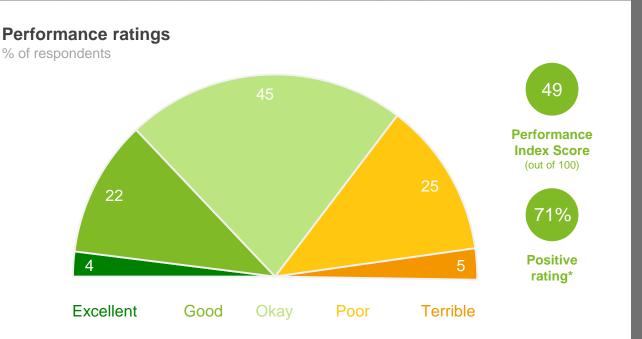




## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
36	34	40	37	33	34	39	43	32	23	47	36	38	25

# Community buildings, halls and toilets



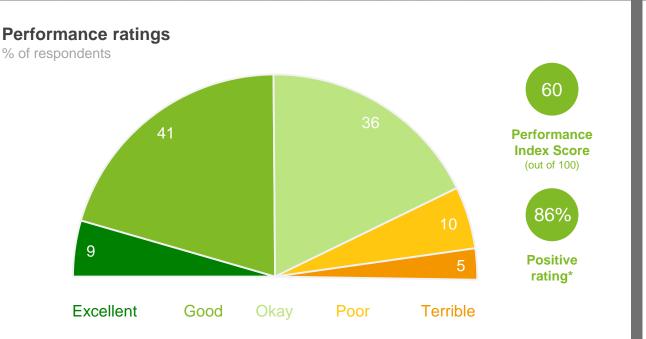


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	· 65+	No children	Have child 0-12	Have child 13+#
49	47	55	45	53	52	43	57	52	41	50	47	49	51



# Playgrounds, parks and reserves





## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
60	60	59	56	64	61	58	60	64	57	60	58	61	61



# Streetscapes, trees and verges

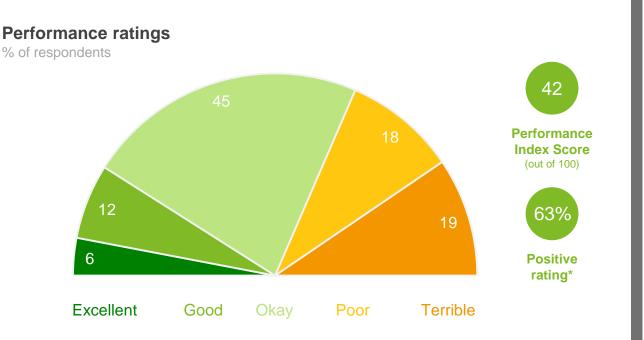
#### **Performance ratings** % of respondents 46 **Performance Index Score** (out of 100) 24 60% 12 **Positive** rating\* Excellent **Terrible** Good Okay Poor



## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
46	44	53	37	55	49	42	47	54	42	45	46	45	46

# Footpaths, trails and cycleways

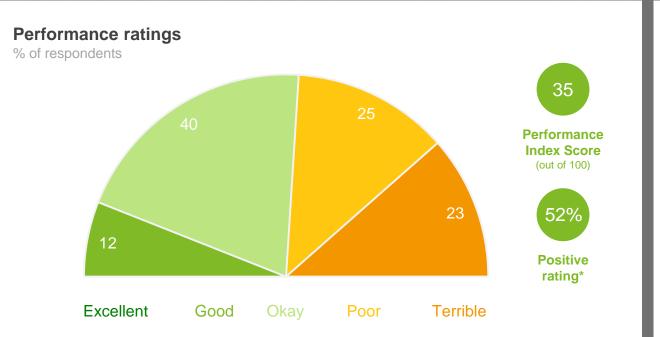




## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
42	43	40	29	56	44	39	36	53	40	40	44	38	52

# Building and maintaining local roads





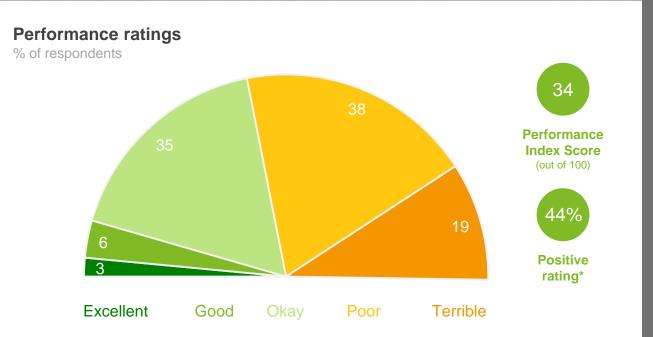
## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
35	37	27	37	32	37	35	20	39	33	43	34	27	50

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# Planet

# Efforts to promote and adopt sustainable practices to combat climate change



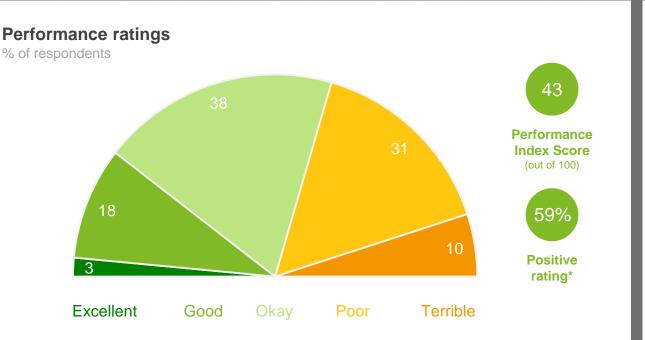


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
34	33	37	32	36	40	28	34	46	26	40	33	35	41

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# Conservation and environmental management





## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
43	41	49	39	46	48	36	46	58	33	39	39	50	51



# Waste management services

## **Performance ratings** % of respondents 51 **Performance Index Score** (out of 100) 29 74% **Positive** rating\* Excellent **Terrible** Good Okay Poor



## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
51	50	54	47	55	55	45	55	59	39	56	47	56	54

## Natural disaster management

(education, prevention and relief for fires, flooding, etc)

# Performance ratings % of respondents 37 Performance Index Score (out of 100) 75% Positive rating\* Excellent Good Okay Poor Terrible



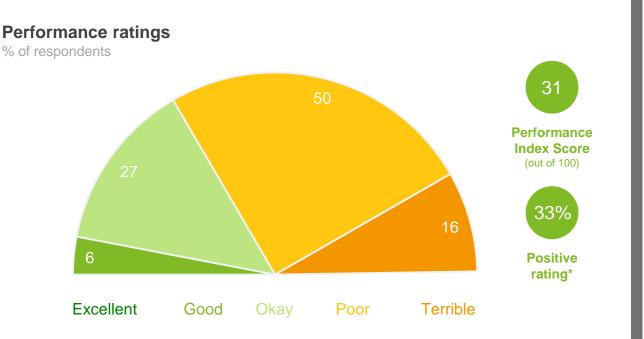
## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
53	48	71	45	60	59	45	78	63	40	46	45	72	47



Prosperity

# Economic development and job creation





## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
31	33	25	28	34	31	32	28	37	22	39	30	32	26

# Place to own or operate a business

(compared to other regional towns)

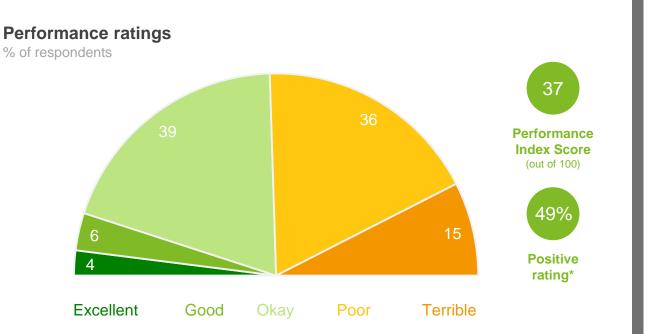
# Performance ratings % of respondents 26 Performance Index Score (out of 100) 67% Positive rating\* Excellent Good Okay Poor Terrible



## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
50	53	43	38	63	52	49	45	62	46	51	48	56	51

# Town centre development and activation

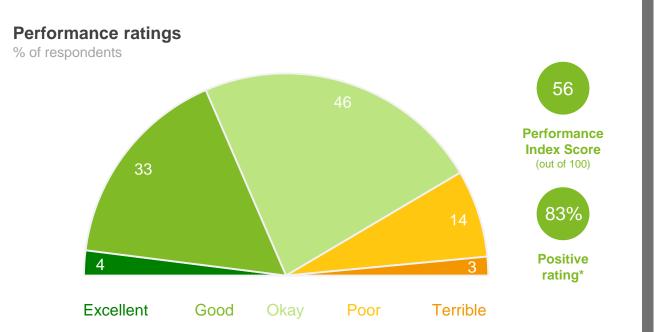




## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
37	37	38	34	40	37	36	46	35	30	42	39	39	26

## Place to visit

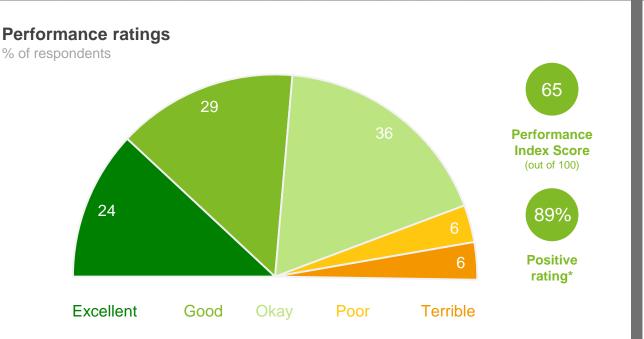




## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
56	56	54	54	57	54	59	51	53	53	63	55	57	57

## Tourism and destination marketing



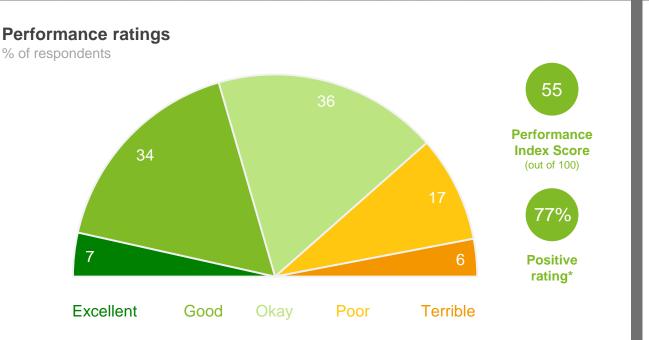


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
65	65	62	57	73	62	68	73	85	52	60	58	74	75



# Preserving and promoting local history and heritage





## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
55	53	64	59	52	58	54	70	60	41	58	51	65	49

# Festivals, events, art and cultural activities

#### **Performance ratings** % of respondents 49 **Performance Index Score** (out of 100) 23 65% **Positive** 5 rating\* Excellent **Terrible** Okay Good Poor

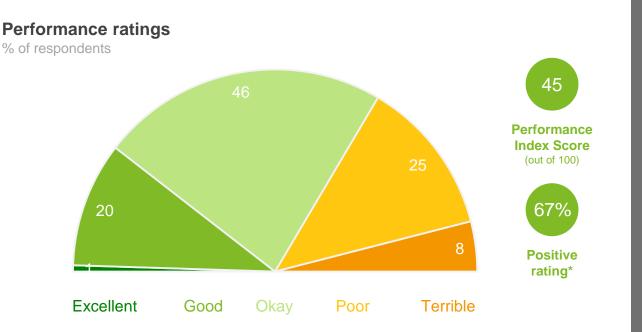


## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	· 65+	No children	Have child 0-12	Have child 13+#
49	46	57	45	53	50	48	66	52	40	46	43	61	51



# Access to education, training and personal development opportunities





## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
45	44	52	39	52	45	46	58	55	30	48	41	56	42

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# Library services

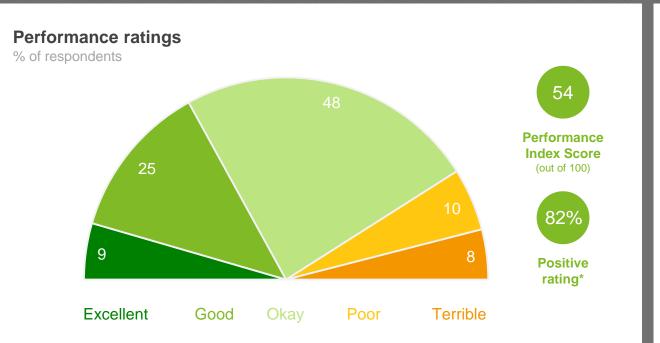
# Performance ratings % of respondents 47 Performance Index Score (out of 100) 79% Positive rating\*



## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
54	53	59	49	61	60	49	64	61	46	53	49	58	62

## Access to telecommunications and internet services





## Variances across the community

Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
54	55	51	52	57	57	49	59	62	46	55	51	60	45



# Overview of Community Variances

# Summary of community variances

									N	V /		V /		N V
	Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
Overall place to live	65	67	56	60	70	65	65	51	73	61	71	65	62	72
PERFORMANCE														
Governing organisation	46	46	46	47	46	45	49	40	53	37	55	47	47	47
Council's leadership	49	47	56	44	56	51	48	59	65	35	50	43	63	40
Advocacy and lobbying	47	45	52	42	52	49	44	59	64	38	40	37	65	36
Consultation	44	42	<b>52</b>	39	51	47	43	55	60	33	40	39	<b>59</b>	38
Communication	47	44	59	44	50	50	44	66	61	32	43	40	63	38
Customer service	56	54	63	54	58	60	51	70	66	46	53	50	66	51
Value for money from Council rates	37	37	33	33	42	38	36	33	46	26	45	36	36	37
PLACE														
Responsible growth and development	34	34	35	32	36	32	38	38	43	25	39	30	43	27
Housing	36	34	40	37	33	34	39	43	32	23	47	36	38	25
Community buildings, halls and toilets	49	47	55	45	53	52	43	57	52	41	50	47	49	51
Playgrounds, parks and reserves	60	60	59	56	64	61	58	60	64	57	60	58	61	61
Streetscapes, trees and verges	46	44	53	37	55	49	42	47	54	42	45	46	45	46
Footpaths, trails and cycleways	42	43	40	29	56	44	39	36	53	40	40	44	38	52
Local roads	35	37	27	37	32	37	35	20	39	33	43	34	27	50

# Summary of community variances

	Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
PEOPLE														
Youth services and facilities	42	38	54	37	49	43	39	51	40	39	41	37	50	41
Family / children services and facilities	49	48	55	43	56	48	49	59	57	44	44	45	59	45
Seniors' services and care	43	44	41	37	51	42	42	49	51	39	43	44	54	37
Disability access and inclusion	41	41	38	37	46	41	38	45	41	35	47	39	50	33
Respect for Aboriginal cultures and heritage	58	57	60	58	59	60	52	57	62	53	60	58	60	54
Volunteer recognition and support	52	51	53	50	53	50	54	64	54	46	49	50	59	58
Community safety and crime prevention	61	60	67	56	68	63	60	72	74	49	60	56	71	56
Lighting of streets and public places	57	58	55	51	66	61	52	52	69	52	58	57	57	62
Animal management (dogs and cats)	42	40	47	35	54	43	41	57	51	37	32	36	56	48
Health and community services	48	47	52	42	56	48	47	50	57	43	48	46	55	51
Sport and recreation facilities and services	73	75	69	70	77	74	72	69	79	69	77	72	70	78

# Summary of community variances

Library services

Telecommunications and internet services

				,				,	N	V/		1//		V V
	Total	Home owner	Renting / other	Town / non-rural	Farm / rural	Male	Female	18-34#	35-49	50-64	65+	No children	Have child 0-12	Have child 13+#
PLANET														
Sustainable practices / climate change	34	33	37	32	36	40	28	34	46	26	40	33	35	41
Conservation and environment management	43	41	49	39	46	48	36	46	58	33	39	39	50	51
Waste management services	51	50	54	47	55	55	45	55	59	39	56	47	56	54
Natural disaster management	53	48	71	45	60	59	45	78	63	40	46	45	72	47
PROSPERITY														
Economic development and jobs	31	33	25	28	34	31	32	28	37	22	39	30	32	26
Place to own or operate a business	50	53	43	38	63	52	49	45	62	46	51	48	56	51
Town centre development and activation	37	37	38	34	40	37	36	46	35	30	42	39	39	26
Place to visit	56	56	54	54	57	54	59	51	53	53	63	55	57	57
Tourism attractions and marketing	65	65	62	57	73	62	68	73	85	52	60	58	74	<b>75</b>
Preserving and promoting history and heritage	55	53	64	59	52	58	54	70	60	41	58	51	65	49
Festivals, events, art and cultural activities	49	46	57	45	53	50	48	66	52	40	46	43	61	51
Education and training	45	44	<b>52</b>	39	52	45	46	58	55	30	48	41	56	42



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