



# MARKYT Community Scorecard ©

## Great Southern Region

Prepared for: Great Southern Peer Support Group

Prepared by: CATALYSE® Pty Ltd ©

May 2019

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# Introduction

# The Study

In March-April 2019, 11 Councils within the Great Southern Region administered a MARKYT® Community Scorecard to evaluate community priorities and measure individual Council performance against key indicators in each Council's Strategic Community Plan.

Scorecards invitations were posted or emailed to randomly selected households in the City of Albany and Shire of Denmark and to all households and PO Boxes in all other council areas using Australia Post unaddressed mail services.

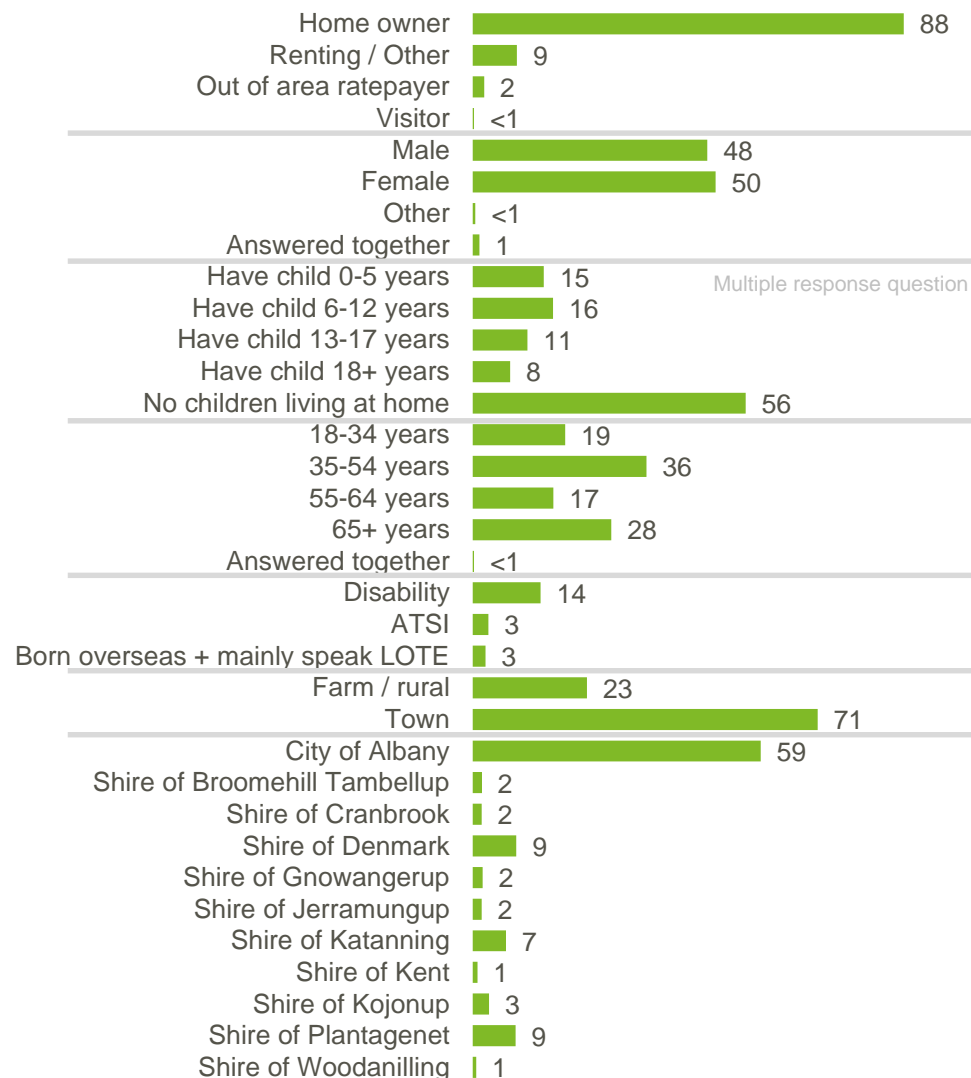
Councils supported the study with promotions through their communication channels. All residents were invited to complete a scorecard.

In total, **2,497 respondents** submitted a response; potentially representing 12% of households across the region.

Of these respondents, 181 were council-affiliated and 2,316 were non-council affiliated. As analysis of responses from the two sample groups showed significant differences in results, the main body of the report presents responses from non-council affiliated respondents only.

The final dataset was weighted by age, gender and LGA area to match the ABS Census population profile of the region. Data has been analysed using SPSS. Where sub-totals add to  $\pm 1\%$  of the parts, this is due to rounding errors to zero decimal places.

% of respondents (weighted)



ATSI = Aboriginal and Torres Strait Islander

LOTE = Language other than English

NB: when responses do not add to 100% this is due to non-responses (not shown)

# Great Southern Region Councils

Across the Great Southern Region, 11 councils have partnered with CATALYSE® to conduct a MARKYT® Community Scorecard.



CATALYSE® has conducted studies for close to 60 councils across WA. When three or more councils have asked a comparable question, we publish the high score to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from **WA councils** that have completed an accredited study with CATALYSE® **within the past two years**. Participating councils are listed below.

## Metropolitan



## Regional



# Strategic Insights



# Strategic Overview | Great Southern Region

## Place to Live



79

Performance Index Score

4 index points above the MARKYT® Industry Standard for WA.

## Place to Visit

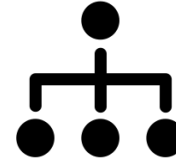


76

Performance Index Score

12 index points above the MARKYT® Industry Standard for WA

## Organisation



54

Performance Index Score

2 points below the MARKYT® Industry Standards for WA.

## Value for Money



41

Performance Index Score

4 index points below the MARKYT® Industry Standard for WA.

## Community Advocacy



-7

Net Promoter Score

9 points above the MARKYT® Industry Standard for WA.

### Strengths

#### Highest scoring performance areas

- Place to live
- Place to visit
- Library and information services
- Sport and recreation

#### Relative to MARKYT® Industry Standards

- Place to visit
- Tourism attractions and marketing
- Sport and recreation
- Aboriginal history and heritage
- Health and wellbeing
- Education and training

### Priorities

#### Economic development



Road maintenance



Footpaths, trails and cycleways





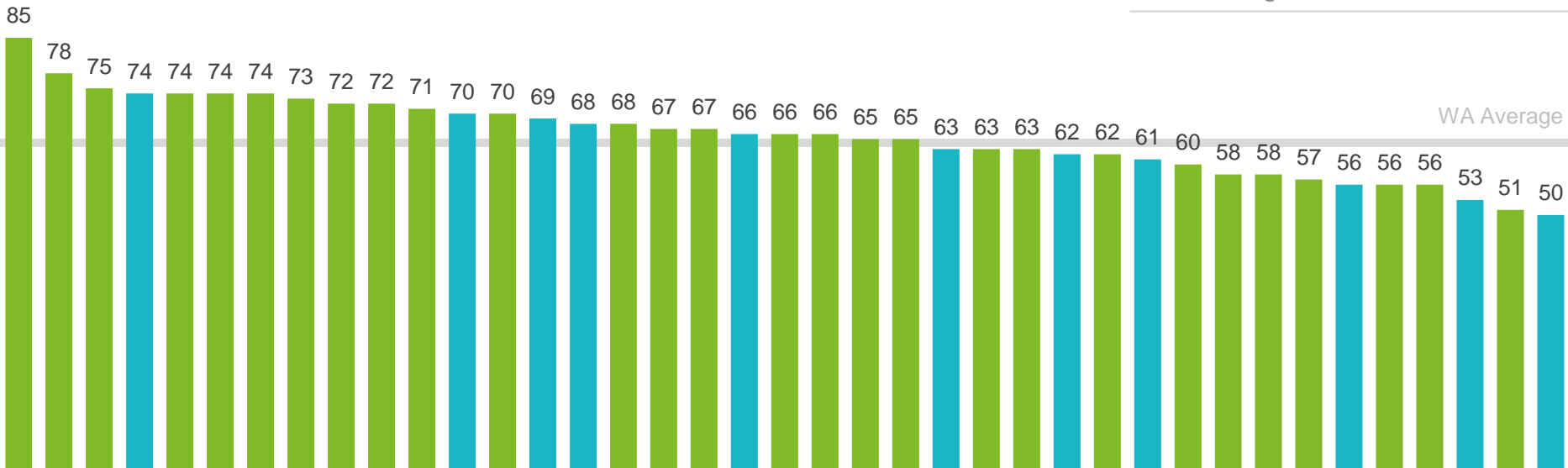
# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of 'place to live' and 'governing organisation' across participating councils. The Great Southern Region's overall performance index score is 66 out of 100, 1 index point above the industry standard for Western Australia. The highest score across the Great Southern Region was 74.

## Overall Performance Index Score

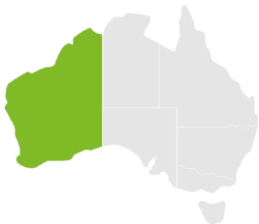
average of 'place to live' and 'governing organisation'

- Great Southern Region Councils
- Western Australian Councils



## MARKYT Industry Standards

Performance Index Score



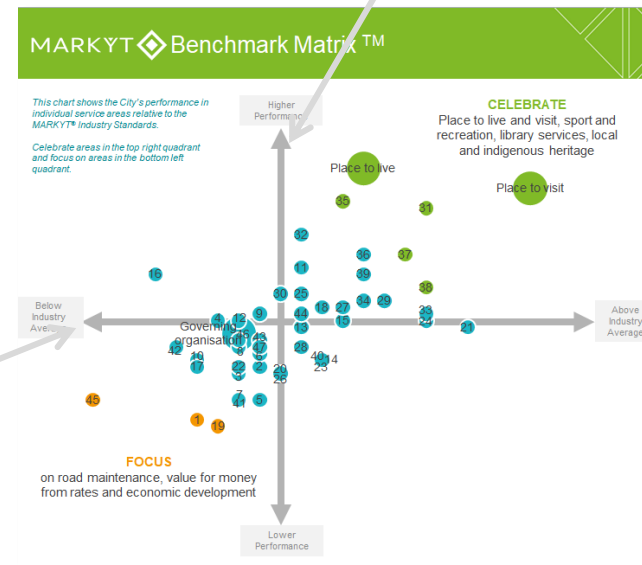
Great Southern Region	66
WA High	85
WA Average	65

# How to read the MARKYT Benchmark Matrix <sup>TM</sup>

The MARKYT<sup>®</sup> Benchmark Matrix <sup>TM</sup> (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 relative to the average score for all measures. The horizontal axis maps performance relative to the MARKYT<sup>®</sup> Industry Standards.

Councils aim to be on the right side of this line, with performance ABOVE the MARKYT<sup>®</sup> Industry Standard.

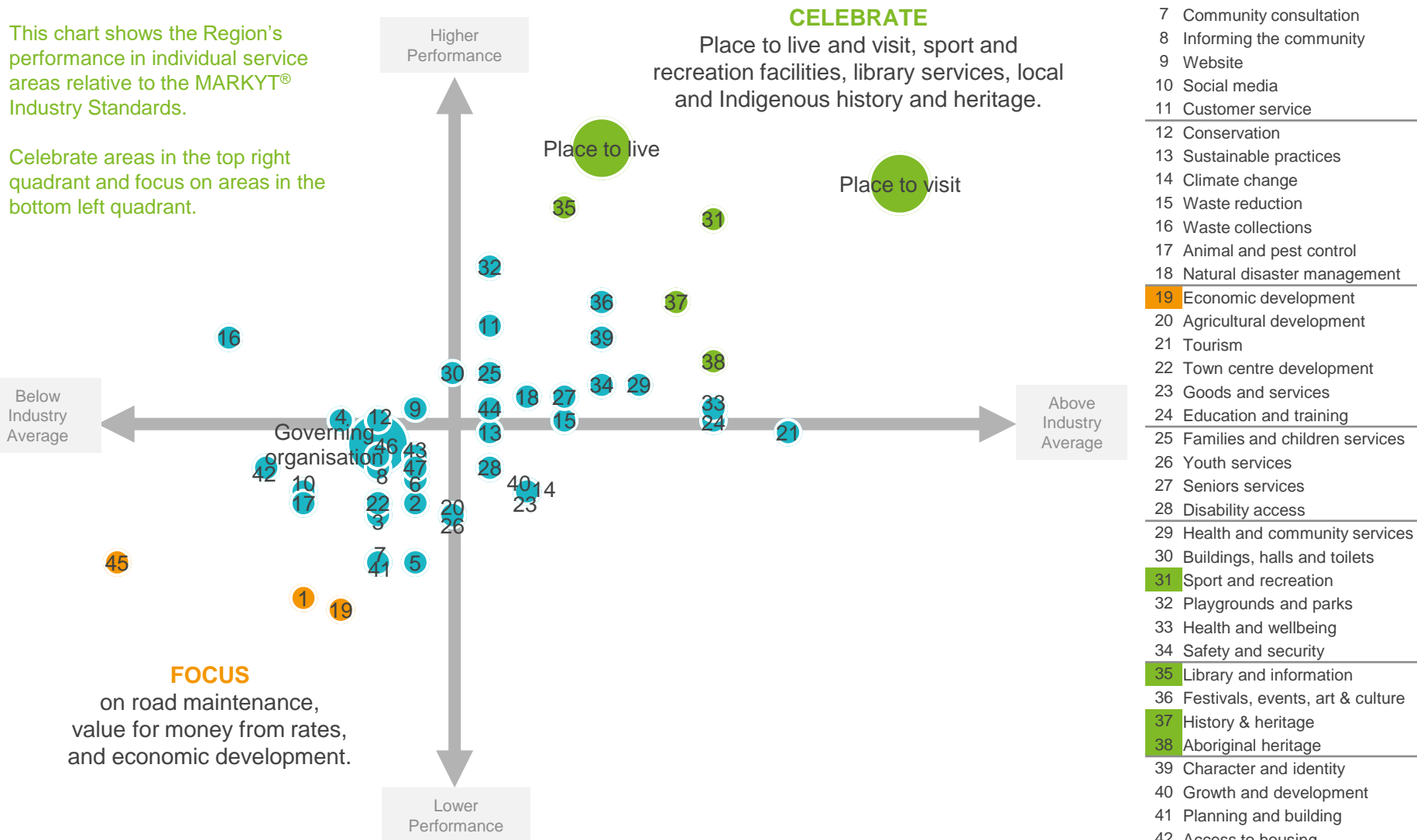


This line represents region's average performance for all individual measures. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.

# MARKYT Benchmark Matrix™

This chart shows the Region's performance in individual service areas relative to the MARKYT® Industry Standards.

Celebrate areas in the top right quadrant and focus on areas in the bottom left quadrant.



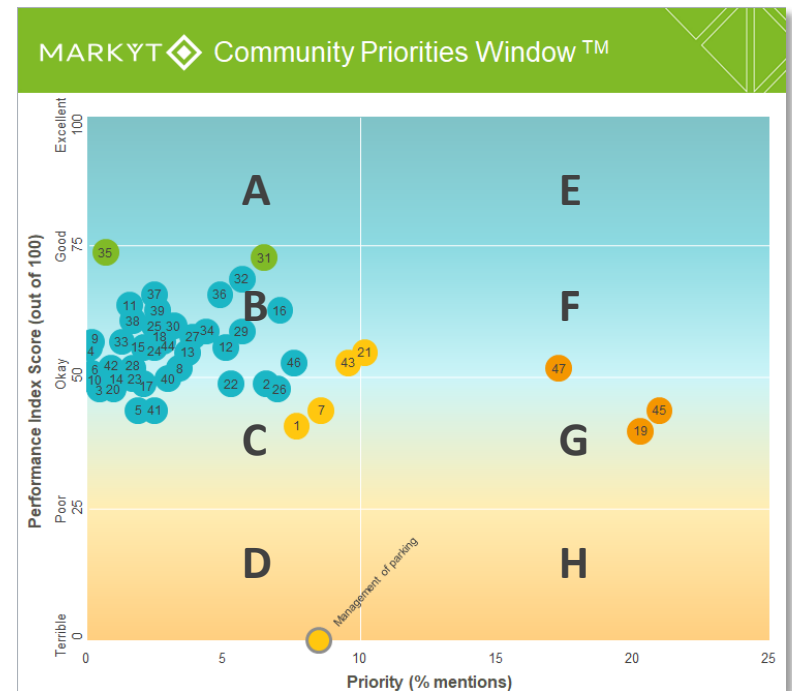
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. Service areas are included when MARKYT® Industry Standards are available.

In the Great Southern Region's Community Priorities Window, detailed overleaf, most services are ideally located in Window B. They are receiving average ratings between okay and good.

Perceived strengths include sport and recreation facilities, and library and information services.

Moving forward, the community would like councils within the region to prioritise economic development, road maintenance and footpaths, trails and cycleways (windows F & G).

Other areas to address include value for money from rates, community consultation, tourism attractions and marketing, streetscapes and management of parking (yellow dots).



# MARKYT Community Priorities Window™



- 1 Value for money
- 2 Council's leadership
- 3 Community advocacy
- 4 Regional partners
- 5 Transparency
- 6 Innovation
- 7 Community consultation
- 8 Informing the community
- 9 Website
- 10 Social media
- 11 Customer service
- 12 Conservation
- 13 Sustainable practices
- 14 Climate change
- 15 Waste reduction
- 16 Waste collections
- 17 Animal and pest control
- 18 Natural disaster management
- 19 Economic development
- 20 Agricultural development
- 21 Tourism
- 22 Town centre development
- 23 Goods and services
- 24 Education and training
- 25 Families and children services
- 26 Youth services
- 27 Seniors services
- 28 Disability access
- 29 Health and community services
- 30 Buildings, halls and toilets
- 31 Sport and recreation
- 32 Playgrounds and parks
- 33 Health and wellbeing
- 34 Safety and security
- 35 Library and information
- 36 Festivals, events, art & culture
- 37 History & heritage
- 38 Aboriginal heritage
- 39 Character and identity
- 40 Growth and development
- 41 Planning and building
- 42 Access to housing
- 43 Streetscapes
- 44 Street lighting
- 45 Road maintenance
- 46 Traffic management
- 47 Footpaths and cycleways

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

Q. Which areas would you most like the [COUNCIL] to focus on improving? Base: All respondents, excludes no response (n = 1665)

Overall Performance

# How to read the following charts

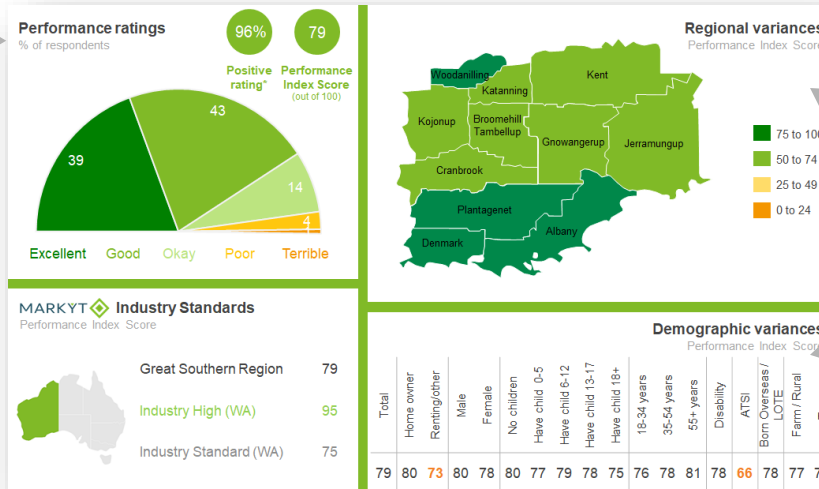
**Performance Ratings** show community perceptions of performance on a five point scale from excellent to terrible.

The **Performance Index Score** is a score out of 100 using the following formula:

$$\frac{(\text{average score} - 1)}{4} \times 100$$

In effect, the Performance Index Score converts the average rating into a zero-based score out of 100.

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



**Regional and demographic variances** show how results vary across the community based on the Performance Index Score.

**MARKYT® Industry Standards** show how the region is performing compared to participating councils across Western Australia.

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

**Industry Standard** is the average score among WA councils that have completed a comparable study with CATALYSE® over the past two years.



# Place to live

## Performance ratings

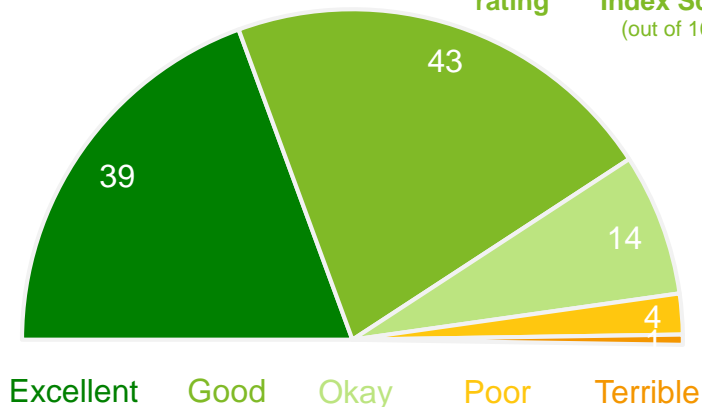
% of respondents

96%

79

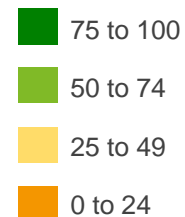
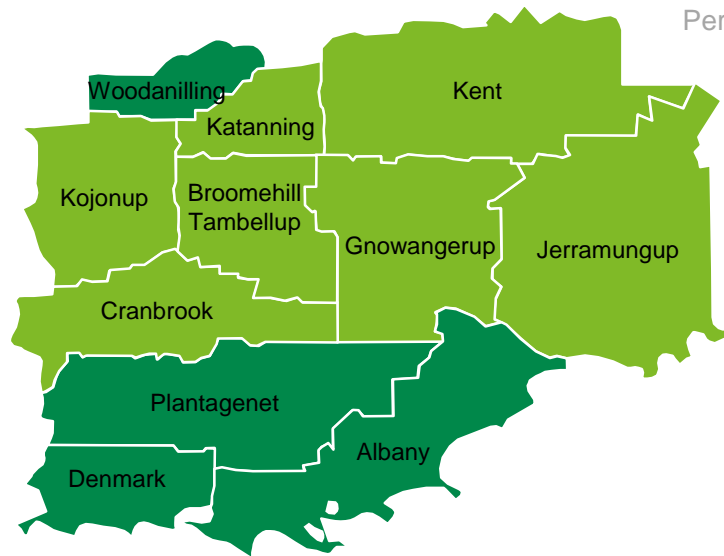
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 79

Industry High (WA) 95

Industry Standard (WA) 75

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
79	80	73	80	78	80	77	79	78	75	76	78	81	78	66	78	77	79

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2294).

\* Positive Rating = okay + good + excellent

# Community Advocacy

Likelihood of recommending the Shire/City as a place to live

## Community Advocacy

% of respondents

Promoters

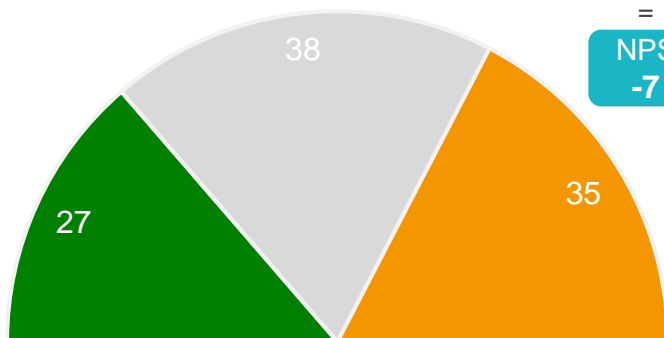
less

Detractors

=

NPS

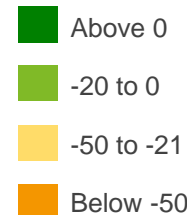
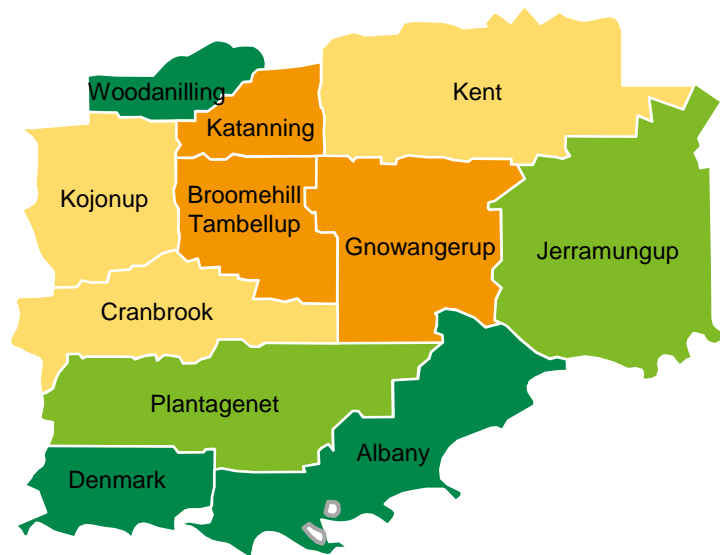
-7



Promoters (9-10) Passives (7-8) Detractors (0-6)

## Regional variances

Net Promoter Score



## MARKYT Industry Standards

Net Promoter Score



Great Southern Region

-7

Industry High (WA)

68

Industry Standard (WA)

-16

## Demographic variances

Net Promoter Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
-7	-6	-17	-4	-10	-1	-14	-14	-9	-19	-22	-15	6	-9	-30	-15	-16	-4

Q. How likely are you to recommend the [COUNCIL] as a place to live?

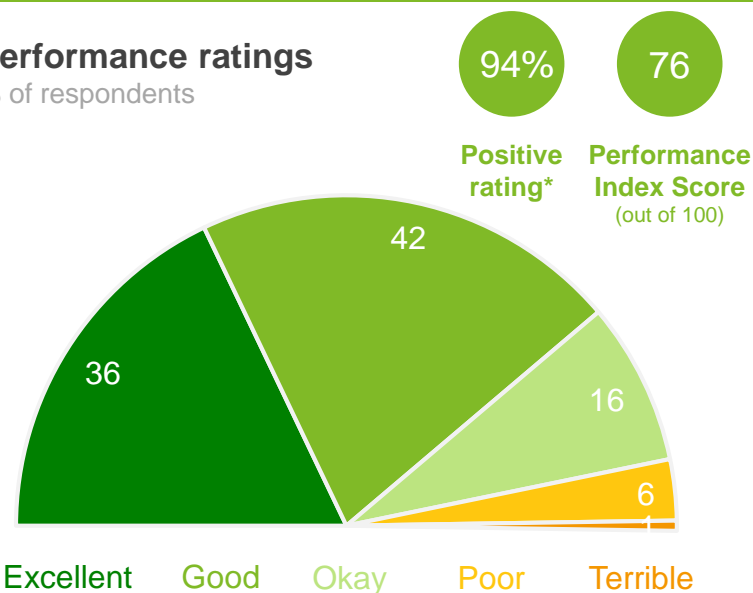
Please give a rating out of 10, where 0 is not at all likely and 10 is extremely likely.

Base: All respondents, excludes 'unsure' and 'no response' (n = 2232).

# Place to visit

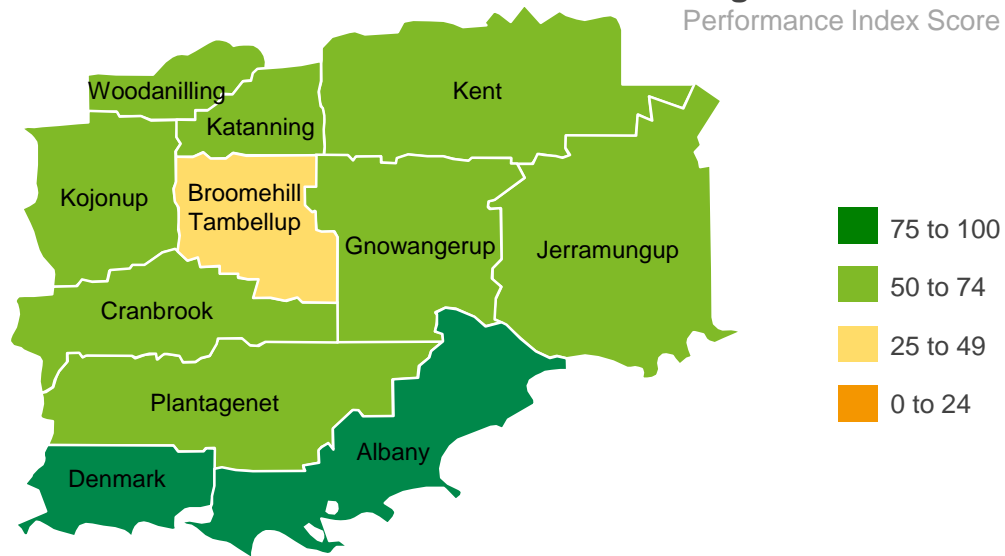
## Performance ratings

% of respondents



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 76

Industry High (WA) 87

Industry Standard (WA) 64

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
76	77	72	78	75	77	73	75	76	73	77	74	78	74	70	80	72	78

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2256).

\* Positive Rating = okay + good + excellent

# Organisation that governs the local area

## Performance ratings

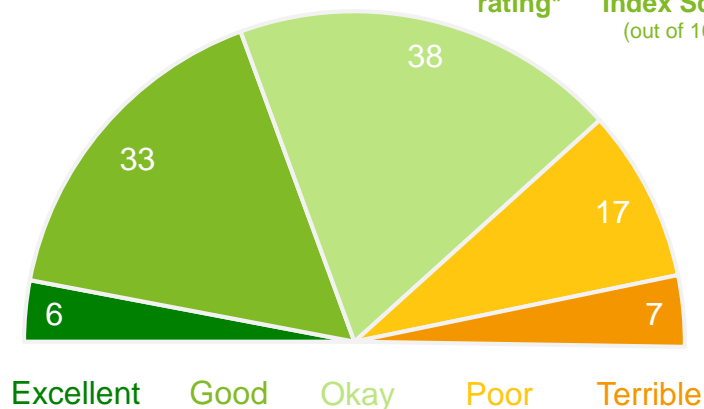
% of respondents

77%

54

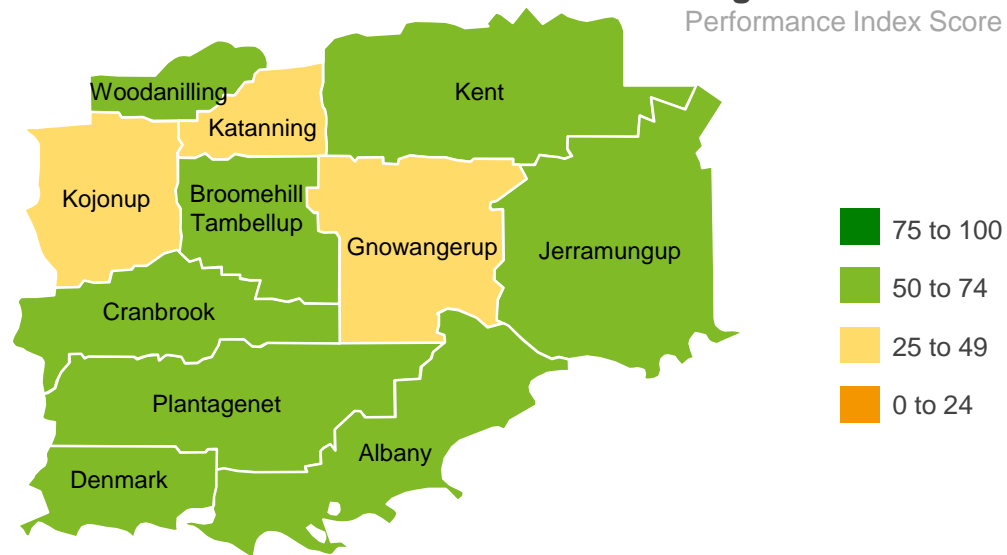
Positive  
rating\*

Performance  
Index Score  
(out of 100)



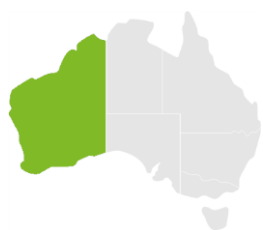
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 54

Industry High (WA) 74

Industry Standard (WA) 56

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
54	54	57	53	55	55	51	55	54	48	48	55	56	50	49	51	52	54

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2240).

\* Positive Rating = okay + good + excellent

# Value for money from Council rates

## Performance ratings

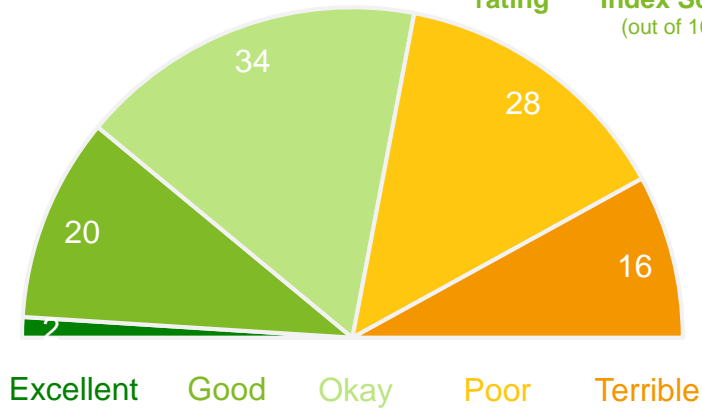
% of respondents

56%

41

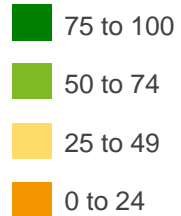
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region

41

Industry High (WA)

64

Industry Standard (WA)

45

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
41	40	42	40	42	44	31	38	40	38	28	41	46	39	34	37	41	40

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2199).

\* Positive Rating = okay + good + excellent

Familiarity with local services and facilities

# Familiarity with local services and facilities

% of respondents who were familiar with service area



Chart shows proportion of respondents who were familiar enough with the service area to rate performance.

\*Not asked in Albany \*\*Not asked in Albany or Denmark



# Familiarity with local services and facilities

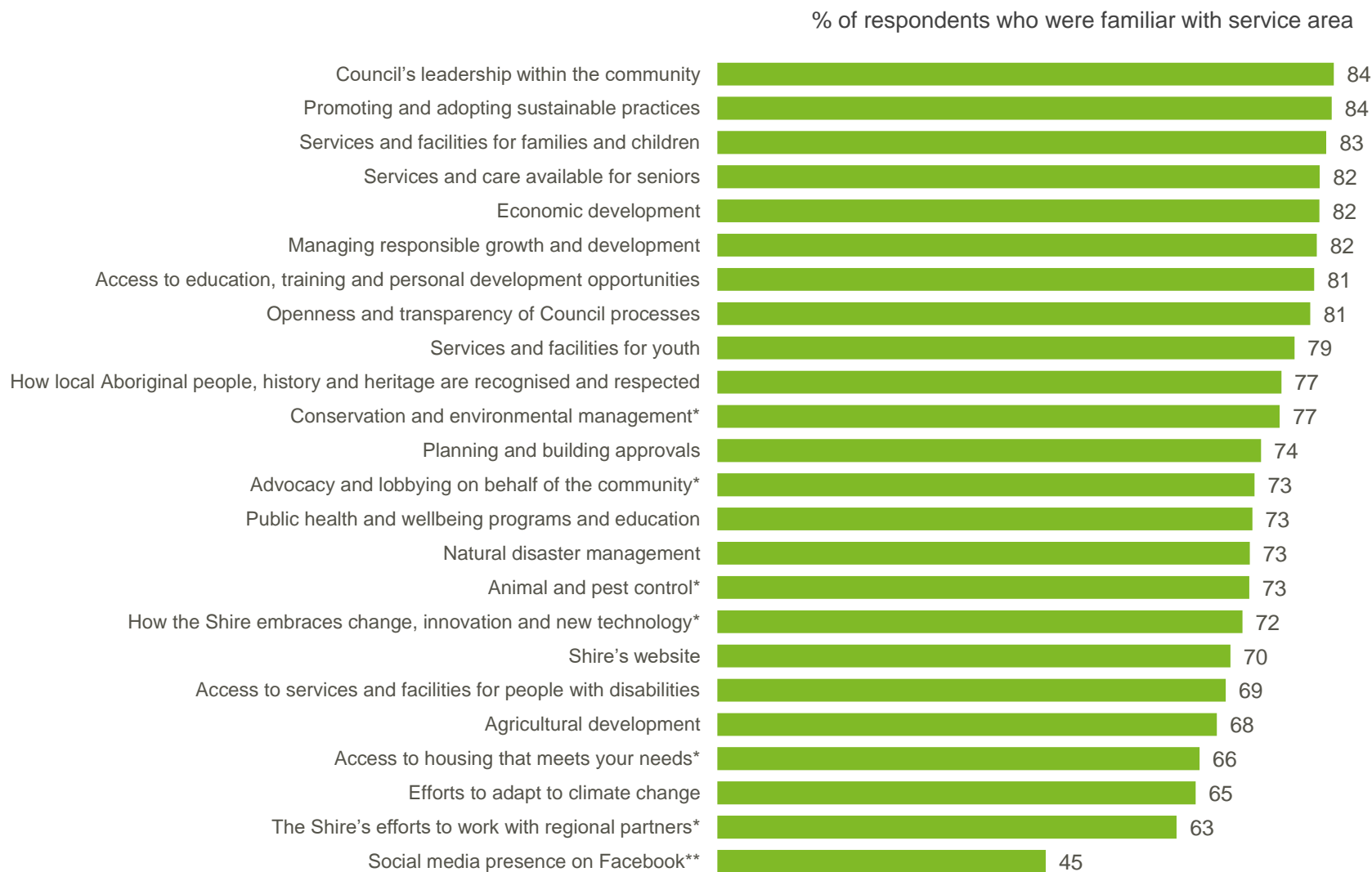


Chart shows proportion of respondents who were familiar enough with the service area to rate performance.

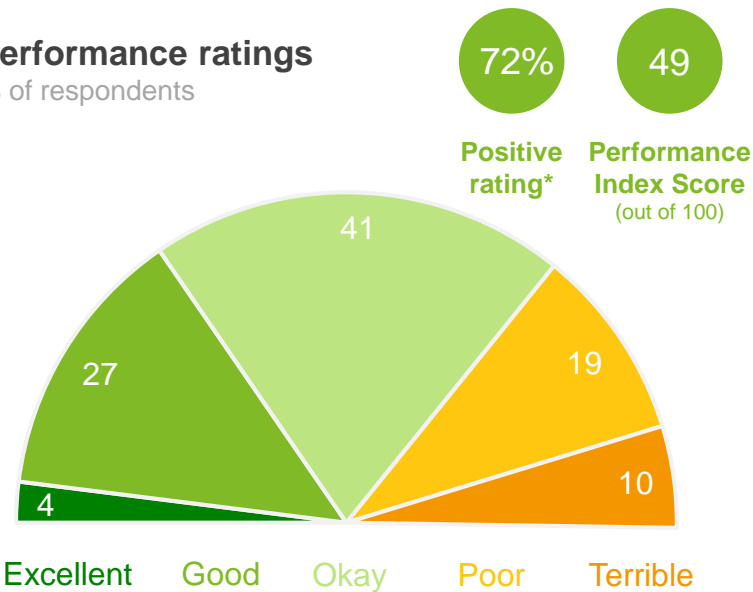
\*Not asked in Albany \*\*Not asked in Albany or Denmark

# Leadership and Communication

# Council's leadership within the community

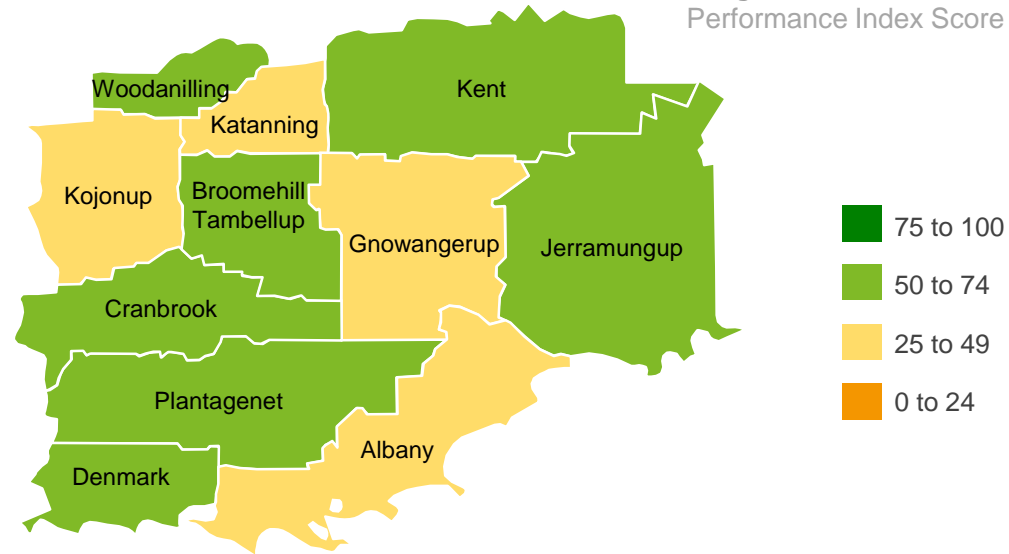
## Performance ratings

% of respondents



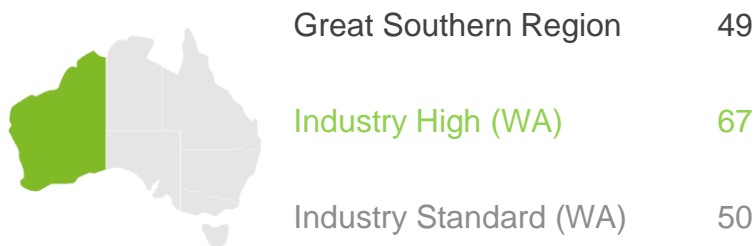
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
49	49	54	49	50	50	48	48	50	44	46	48	52	45	35	39	47	49

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1947).

\* Positive Rating = okay + good + excellent

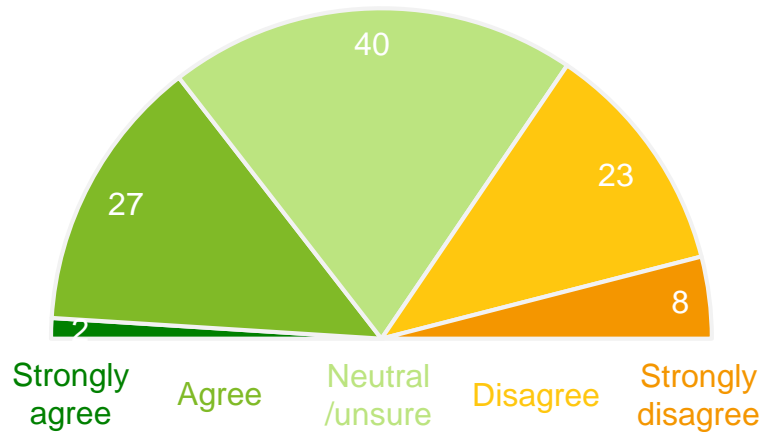
# Shire/City has developed and communicated a clear vision for the area

## Level of agreement

% of respondents

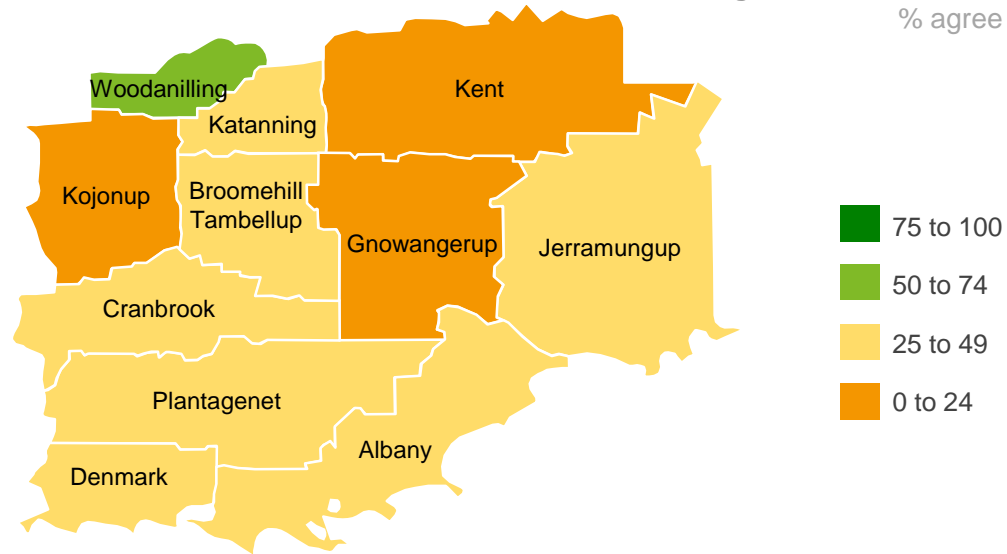
29%

Total Agree



## Regional variances

% agree



## MARKYT Industry Standards

% agree



Great Southern Region 29

Industry High (WA) 61

Industry Standard (WA) 35

## Demographic variances

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
29	29	37	29	30	31	32	27	22	25	29	27	31	22	19	32	28	30

Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 2259).

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

## Performance ratings

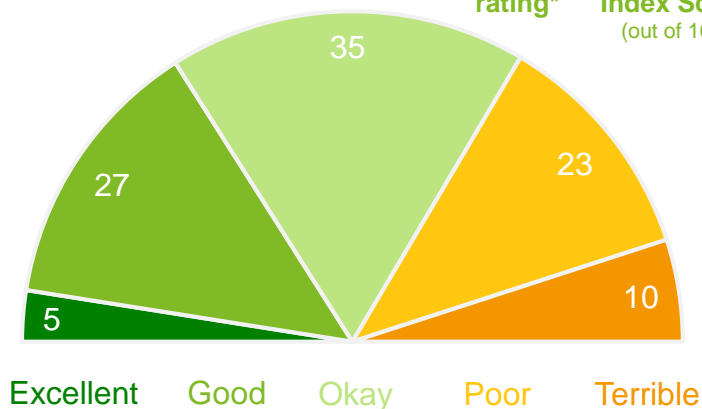
% of respondents

67%

48

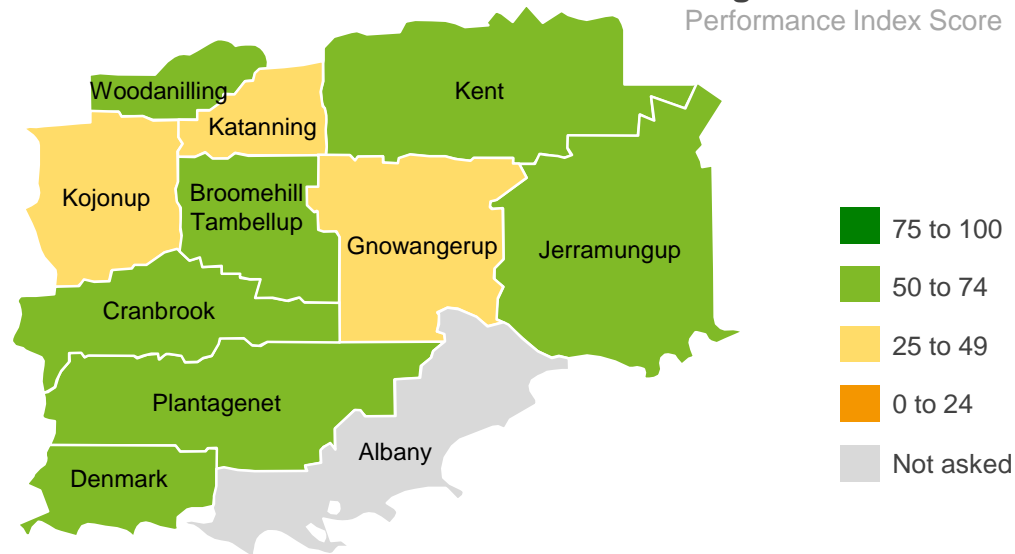
Positive rating\*

Performance Index Score (out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 48

Industry High (WA) 68

Industry Standard (WA) 50

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
48	48	52	49	49	50	47	47	49	46	43	49	51	45	33	52	48	49

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 696).

\* Positive Rating = okay + good + excellent

# Efforts to work with regional partners

(including other local councils, Great Southern Development Commission, etc)

## Performance ratings

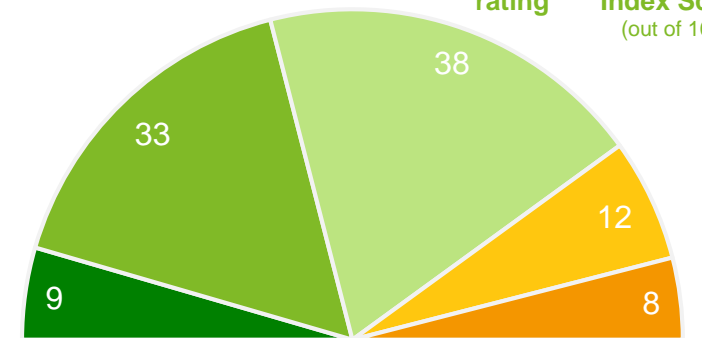
% of respondents

80%

56

Positive  
rating\*

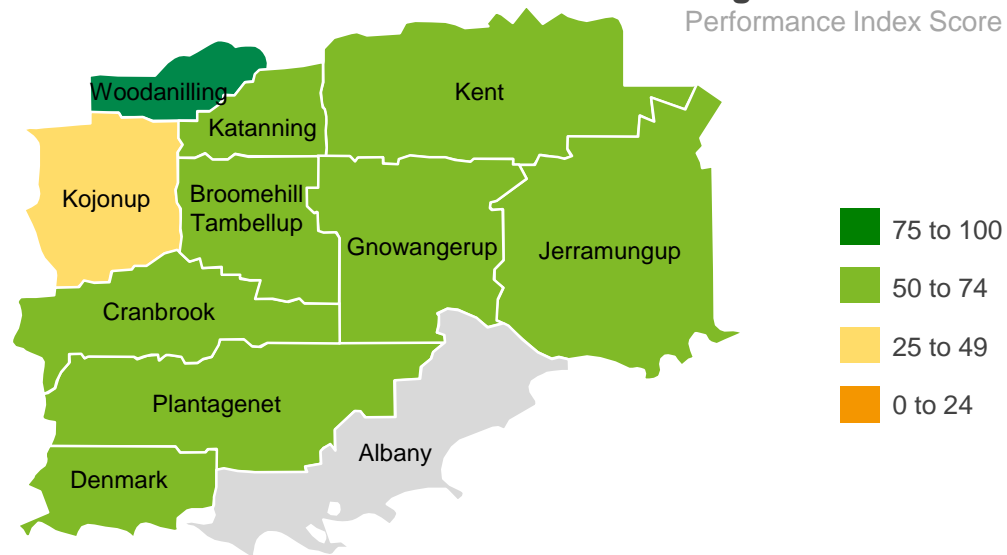
Performance  
Index Score  
(out of 100)



Excellent Good Okay Poor Terrible

## Regional variances

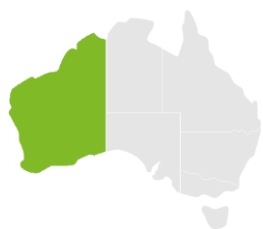
Performance Index Score



75 to 100  
50 to 74  
25 to 49  
0 to 24

## MARKYT Industry Standards

Performance Index Score



Great Southern Region 56

Industry High (WA) 79

Industry Standard (WA) 59

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
56	56	55	56	56	59	51	52	54	54	48	55	59	52	36	55	58	54

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 595).

\* Positive Rating = okay + good + excellent

# Openness and transparency of Council processes

## Performance ratings

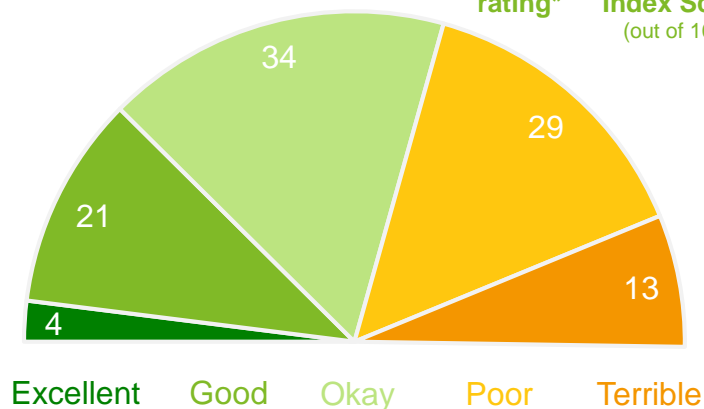
% of respondents

59%

44

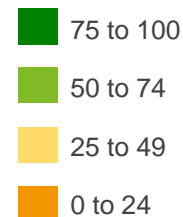
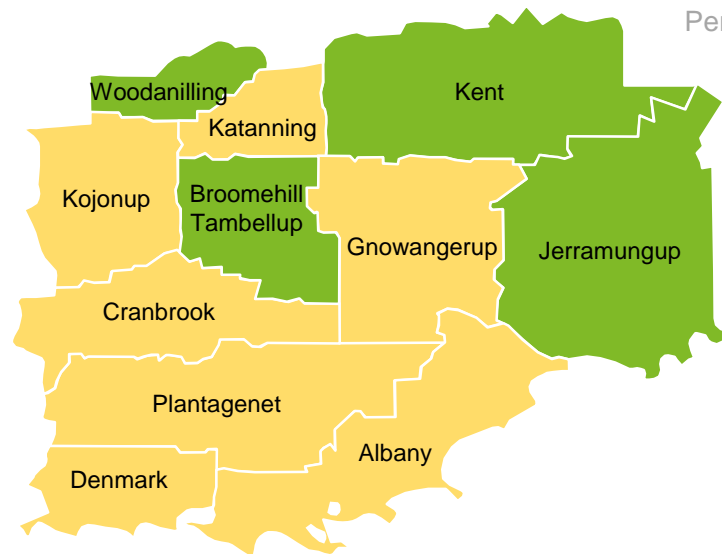
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 44

Industry High (WA) 61

Industry Standard (WA) 45

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
44	44	46	44	44	45	43	42	43	39	42	44	45	38	25	39	44	43

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1873).

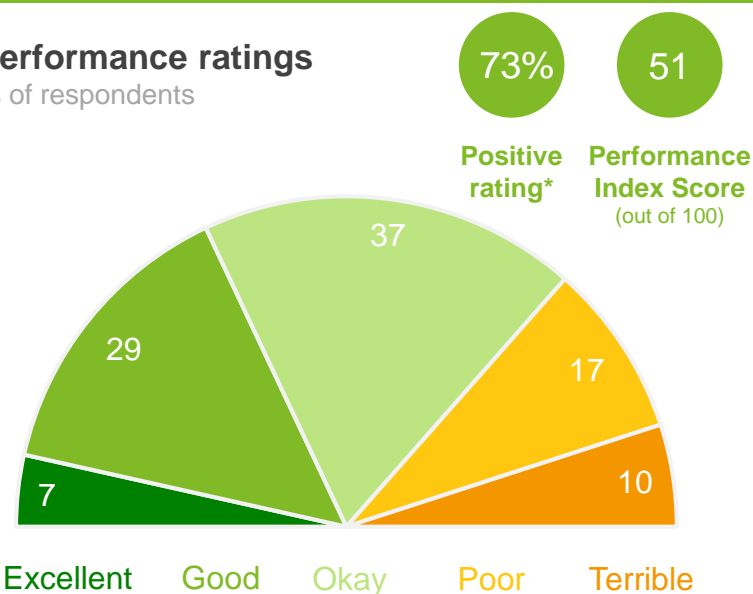
\* Positive Rating = okay + good + excellent



# Embracing change, innovation and new technology

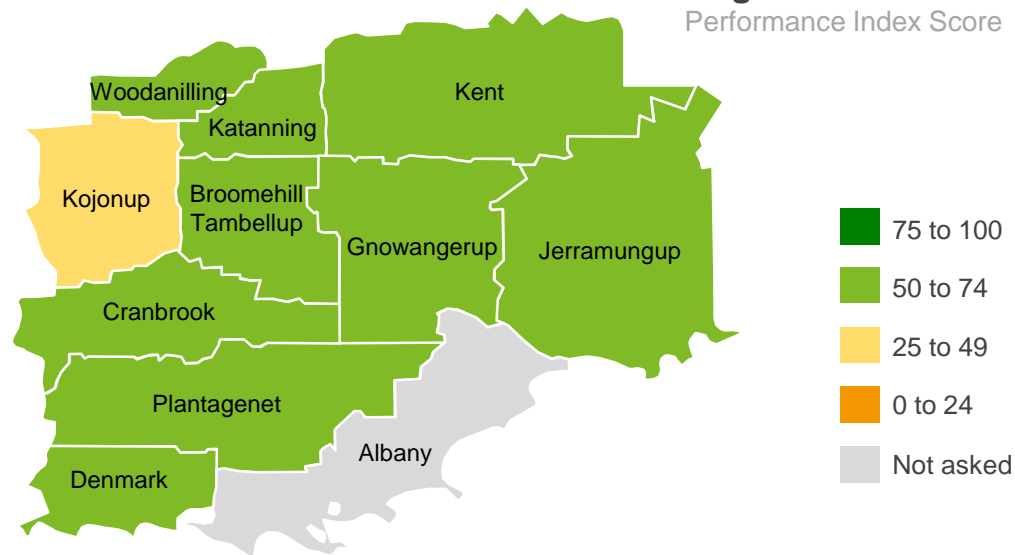
## Performance ratings

% of respondents



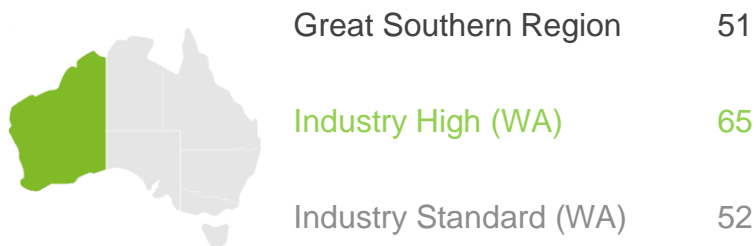
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
51	50	56	52	51	54	48	47	51	49	46	51	54	48	35	54	51	52

Q. How would you rate performance in the following areas?

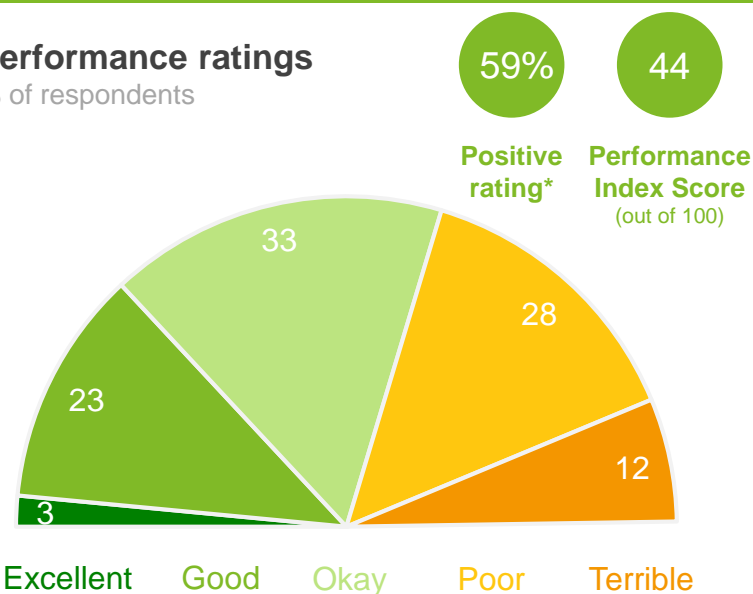
Base: All respondents, excludes 'unsure' and 'no response' (n = 680).

\* Positive Rating = okay + good + excellent

# How the community is consulted about local issues

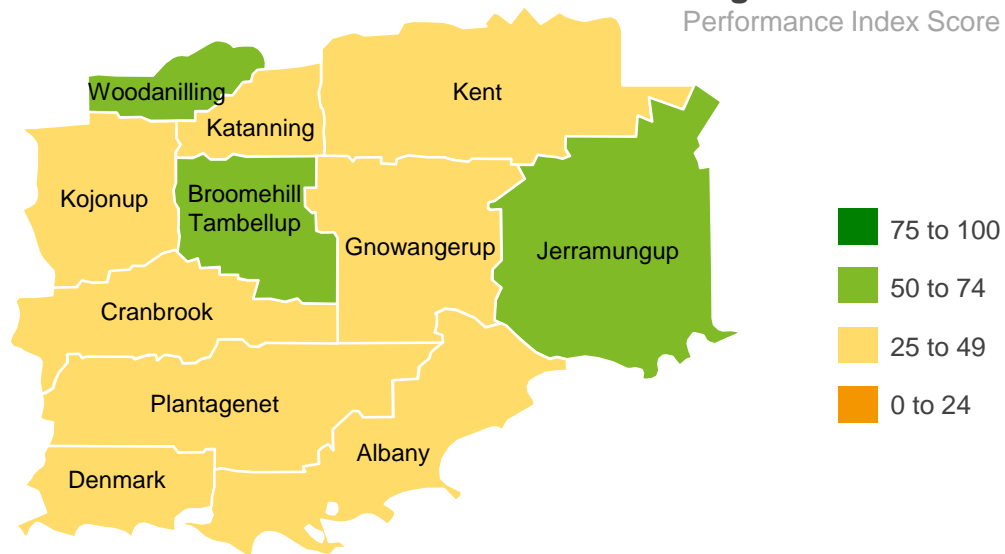
## Performance ratings

% of respondents



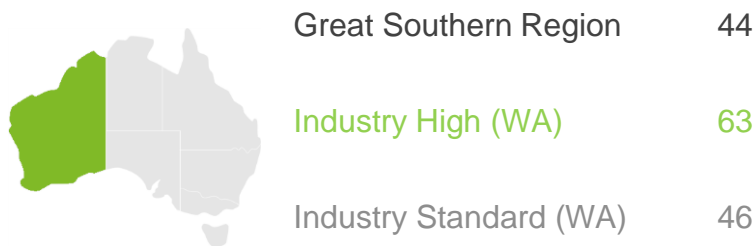
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
44	44	49	45	44	45	45	42	43	41	46	44	45	38	28	44	45	44

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2046).

\* Positive Rating = okay + good + excellent

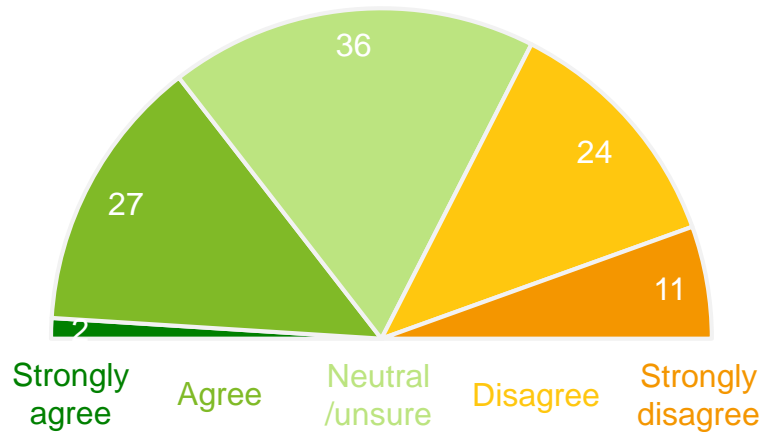
# Shire/City has a good understanding of community needs

## Level of agreement

% of respondents

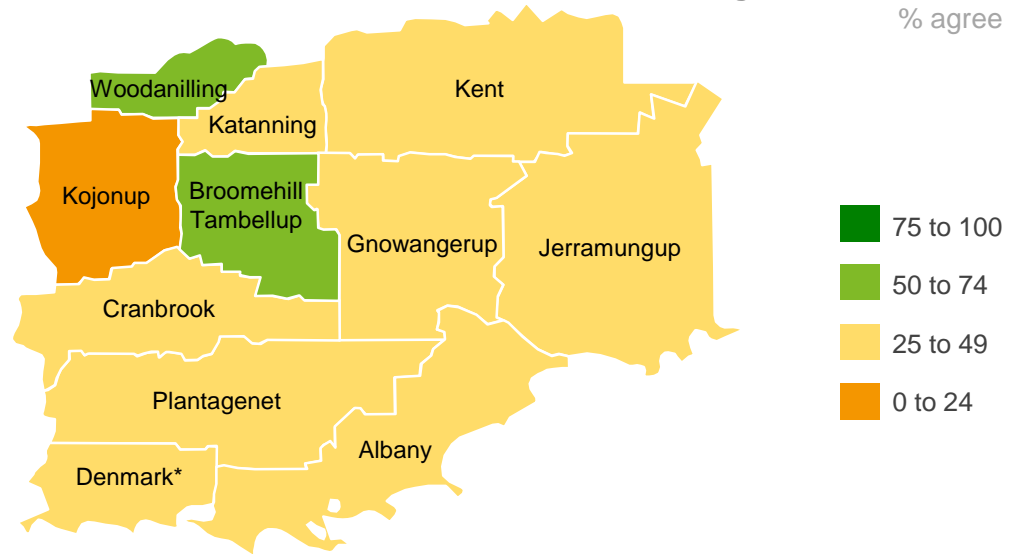
29%

Total Agree



## Regional variances

% agree



## MARKYT Industry Standards

% agree



Great Southern Region 29

Industry High (WA) 62

Industry Standard (WA) 34

## Demographic variances

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
29	30	31	29	30	33	23	27	25	30	22	28	34	25	25	23	31	29

Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 2195). \*Denmark score is combined "Elected Members (the Councillors) have a good understanding of community needs" and "Staff have a good understanding of community needs"

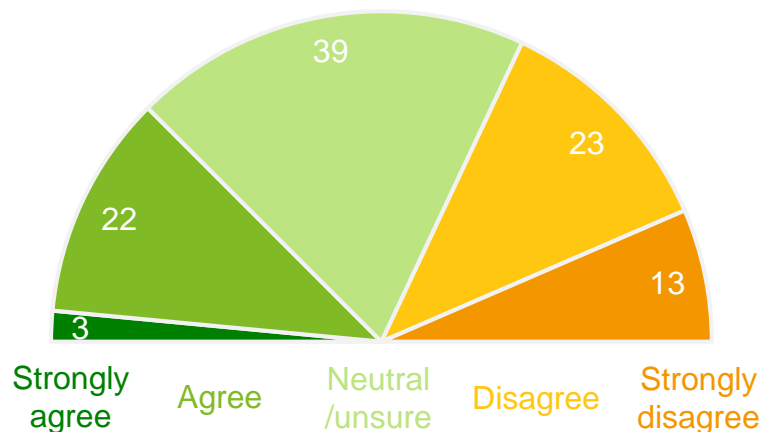
# Shire/City listens to and respects residents' views

## Level of agreement

% of respondents

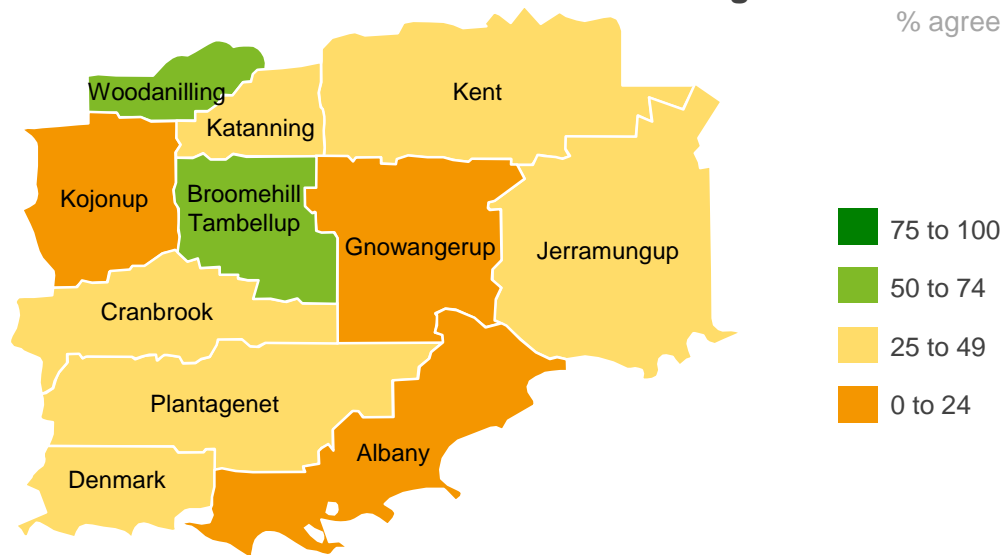
25%

Total Agree



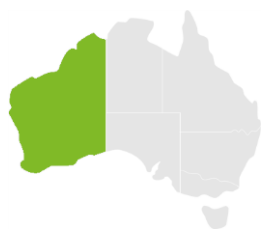
## Regional variances

% agree



## MARKYT Industry Standards

% agree



Great Southern Region 25

Industry High (WA) 52

Industry Standard (WA) 33

## Demographic variances

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
25	24	35	26	24	26	24	29	21	25	21	25	26	22	24	34	27	24

Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 2268).

# Preferred channels for having a say

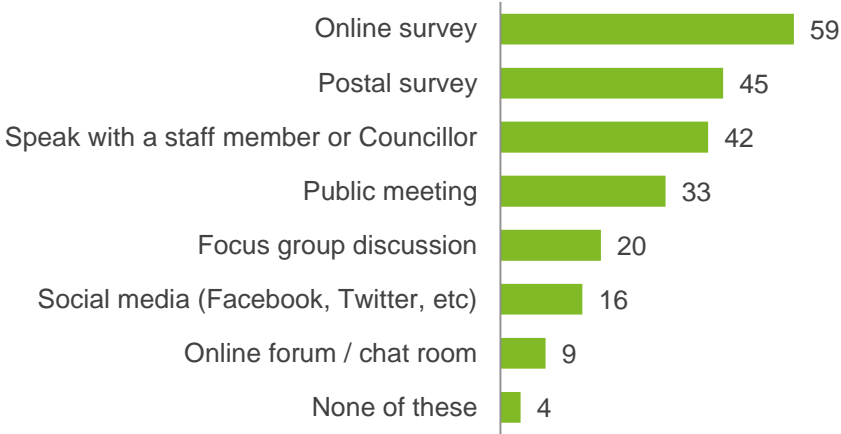
**Online surveys** are the most popular channel for consultation within the region. Albany, Cranbrook, Gnowangerup and Jerramungup residents prefer this over other options.

**Postal surveys** are the second most popular channel within the region, with Broomehill-Tambellup, Katanning and Plantagenet residents preferring this channel.

Broomehill-Tambellup and Plantagenet residents also prefer **speaking with a staff member or councillor**, along with Woodanilling residents, while **public meetings** are more popular in Kent and Kojonup.

## How would you prefer to have your say on local issues or projects?

% of respondents



## Variances across the community

% of respondents

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
Online survey	59	60	55	59	60	52	80	74	64	55	81	63	46	49	43	59	55	60
Postal survey	45	44	54	40	49	46	52	35	37	41	56	36	46	50	44	41	44	45
Speak with a staff member or Councillor	42	42	38	46	37	43	37	42	35	46	26	42	48	45	43	36	48	40
Public meeting	33	34	28	37	29	33	31	32	36	37	24	33	37	30	39	42	39	31
Focus group discussion	20	20	14	21	20	21	18	25	19	14	18	21	21	20	17	20	17	21
Social media (Facebook, Twitter, etc)	16	16	18	9	23	12	26	27	26	15	35	19	6	14	17	18	14	17
Online forum / chat room	9	9	10	9	10	8	9	13	17	11	11	10	7	7	13	9	12	8
None of these	4	4	3	4	4	6	0	1	1	3	0	4	6	6	5	0	2	4

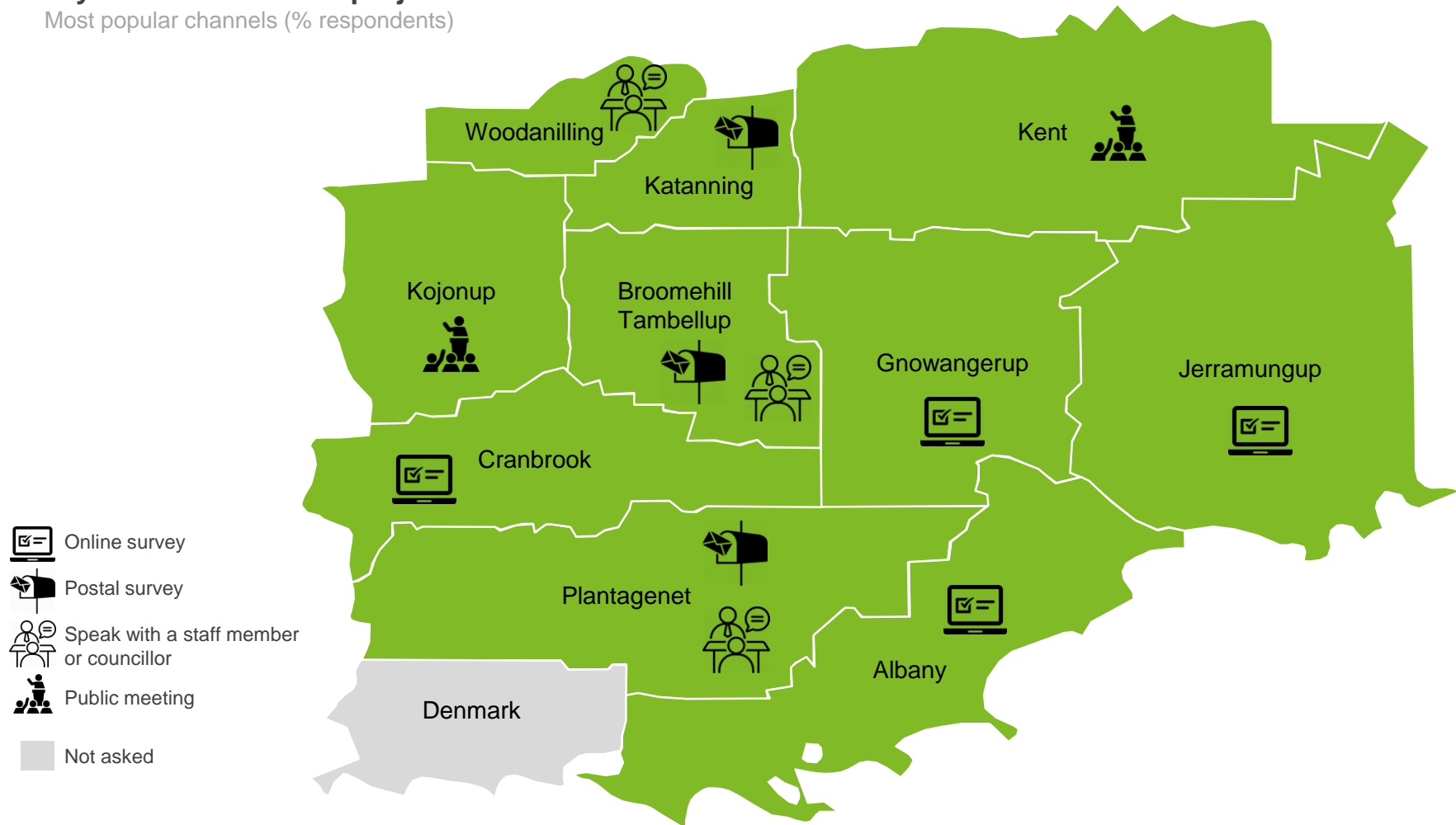
Q. How would you prefer to have your say on local issues or projects? Please choose your TOP 3 responses.

Base: All respondents, excludes 'no response' (n = 1951).

# Preferred channels for having a say

## How would you prefer to have your say on local issues or projects?

Most popular channels (% respondents)



Q. How would you prefer to have your say on local issues or projects? Please choose your TOP 3 responses.

Base: All respondents, excludes 'no response' (n = 1951).

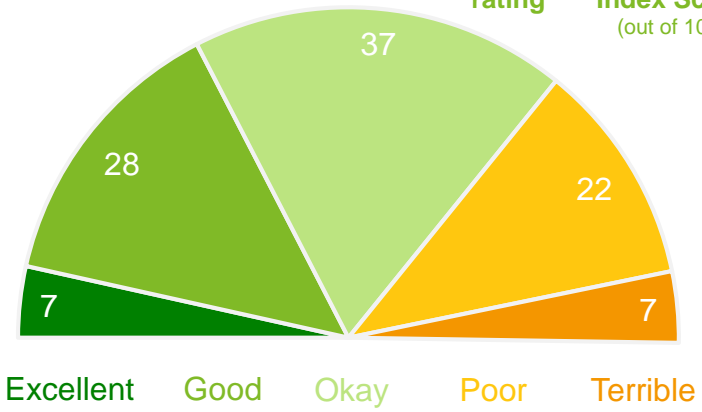
# How the community is informed about what's happening in the local area (including local issues, events, services and facilities)

## Performance ratings

% of respondents

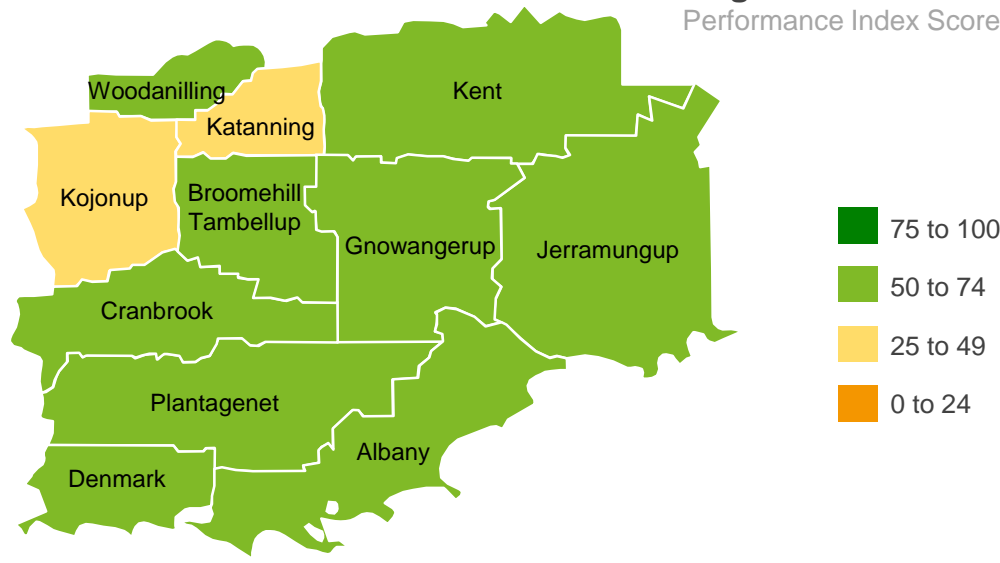
72%  
Positive rating\*

52  
Performance Index Score (out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
52	51	56	51	53	53	50	51	48	46	49	51	54	47	36	49	52	51

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2114).

\* Positive Rating = okay + good + excellent



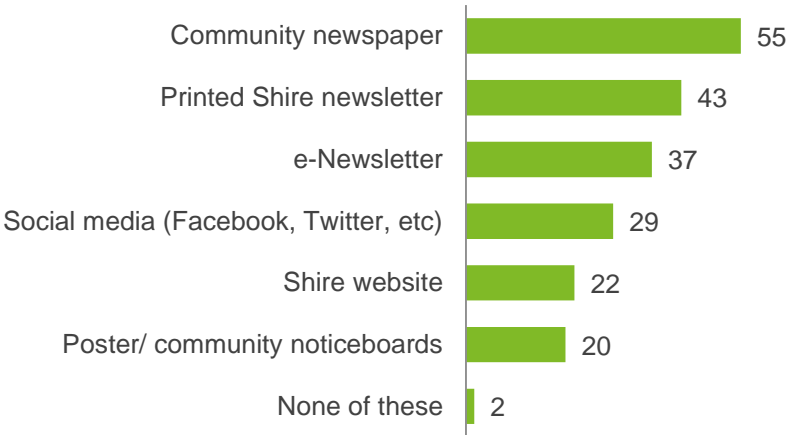
# Preferred sources of information

**Community newspapers** are the most popular source of information within the region. Broomehill-Tambellup, Cranbrook, Gnowangerup, Kojonup and Plantagenet residents prefer this over other options.

**Printed shire newsletters** are the second most popular source of information within the region. However Katanning was the only area in which this was the most popular source, with **e-newsletters** being more popular among Jerramungup, Kent and Woodanilling residents.

## How would you prefer to receive updates about Shire news, events, activities and services?

% of respondents



## Variances across the community

% of respondents

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
Community newspaper	55	56	52	53	56	57	45	51	47	67	47	52	60	51	44	57	59	52
Printed Shire newsletter	43	44	39	43	44	48	31	29	31	41	35	37	52	49	36	43	36	49
e-Newsletter	37	38	31	43	33	33	49	42	48	40	39	47	28	32	33	17	42	34
Social media (Facebook, Twitter, etc)	29	28	35	21	37	21	48	41	46	35	63	37	12	25	58	40	34	26
Shire website	22	21	22	22	21	23	21	21	20	19	20	23	22	19	49	35	22	21
Poster/ community noticeboards	20	20	19	16	24	21	16	17	24	26	22	17	22	20	17	20	18	21
None of these	2	1	2	2	1	2	3	2	0	0	1	2	1	1	2	0	1	2

Q. How would you prefer to receive updates about Shire news, events, activities and services?

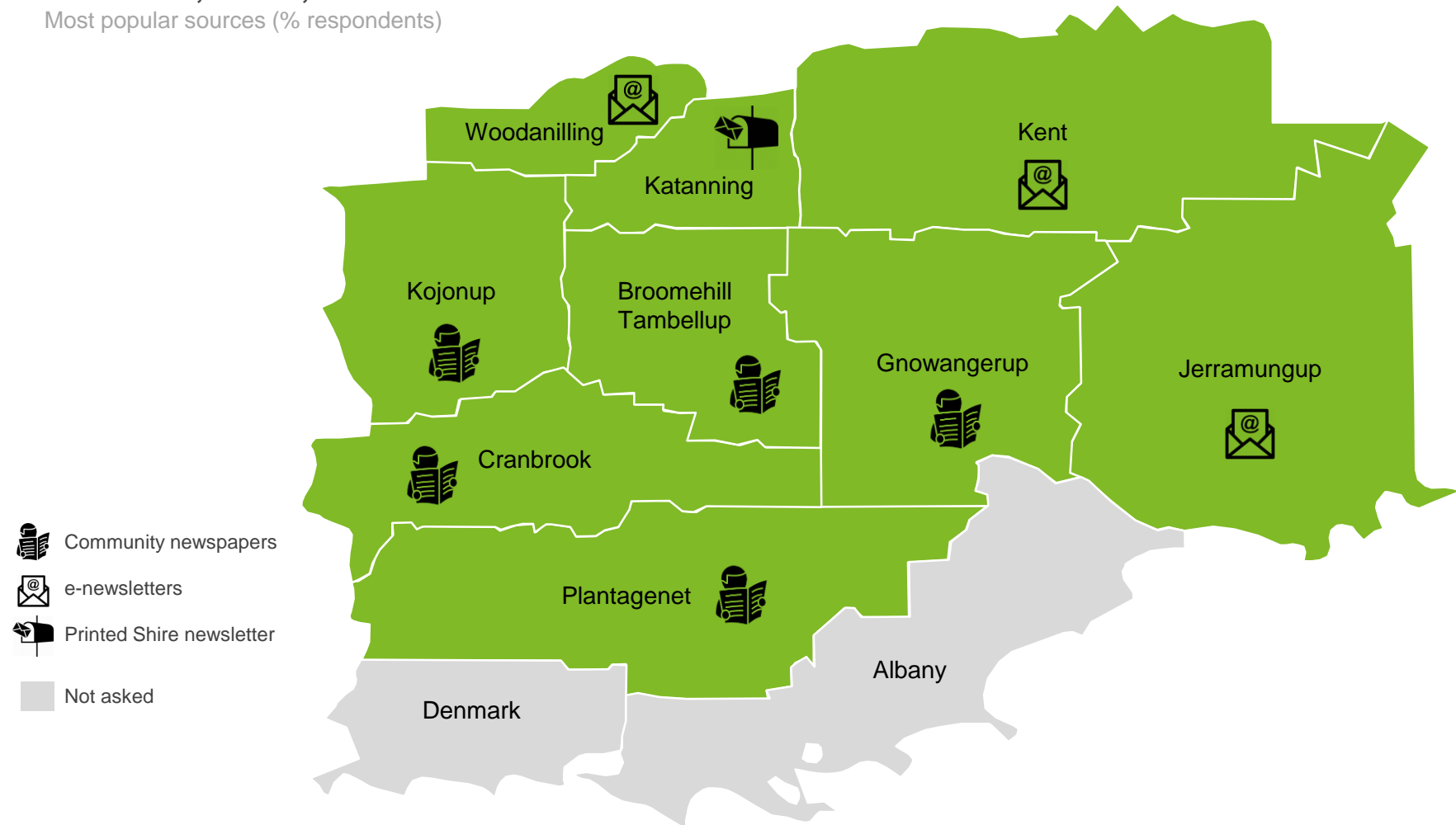
Please choose your TOP 3 responses.

Base: All respondents, excludes 'no response' (n = 624).

# Preferred sources of information

## How would you prefer to receive updates about Shire news, events, activities and services?

Most popular sources (% respondents)



Q. How would you prefer to receive updates about Shire news, events, activities and services?

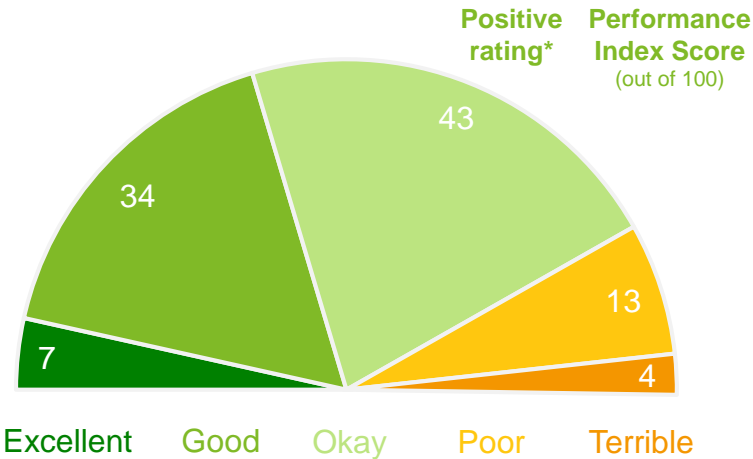
Please choose your TOP 3 responses.

Base: All respondents, excludes 'no response' (n = 624).

# Shire/City website

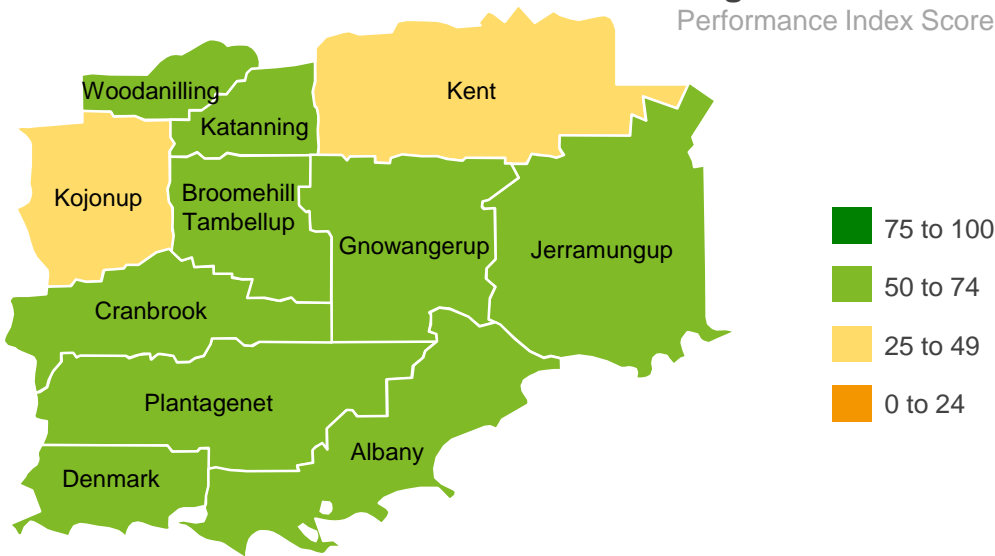
## Performance ratings

% of respondents



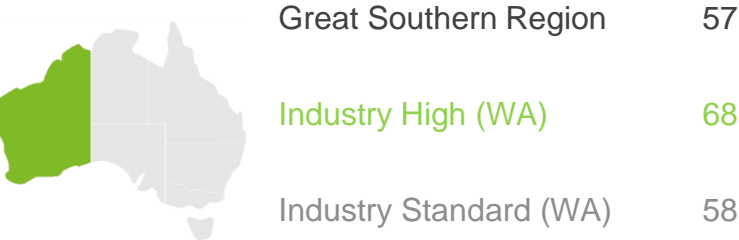
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
57	57	59	56	58	58	55	54	56	54	54	56	58	52	53	68	57	57

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1620).  
 \* Positive Rating = okay + good + excellent

# Social media presence on Facebook

## Performance ratings

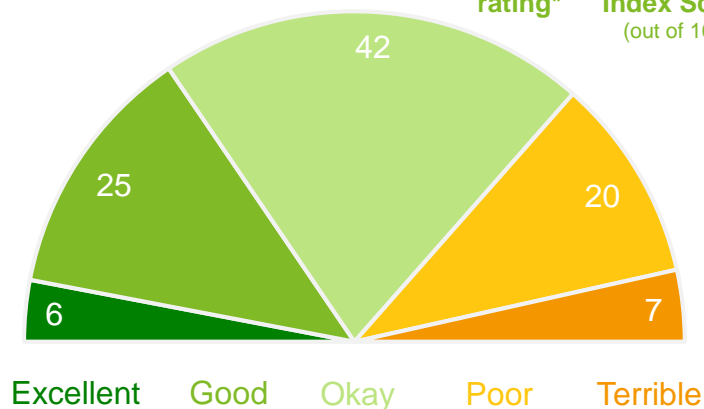
% of respondents

73%

50

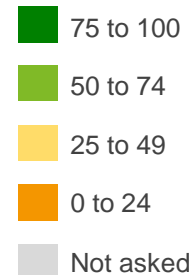
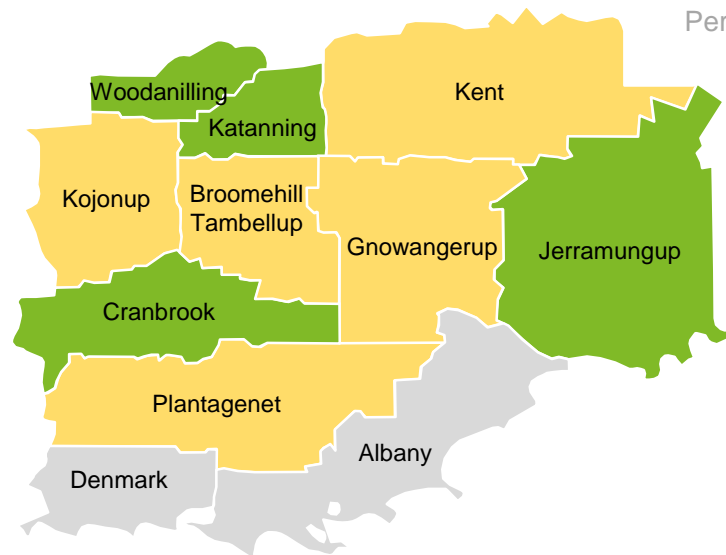
Positive  
rating\*

Performance  
Index Score  
(out of 100)



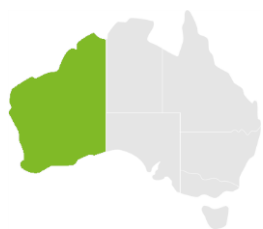
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 50

Industry High (WA) 65

Industry Standard (WA) 54

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
50	49	54	50	51	52	50	50	51	45	52	51	50	41	51	66	49	52

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 333).

\* Positive Rating = okay + good + excellent

# Customer service

## Performance ratings

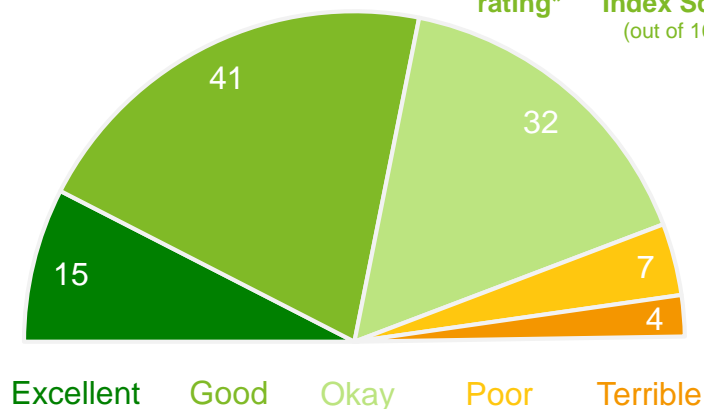
% of respondents

88%

64

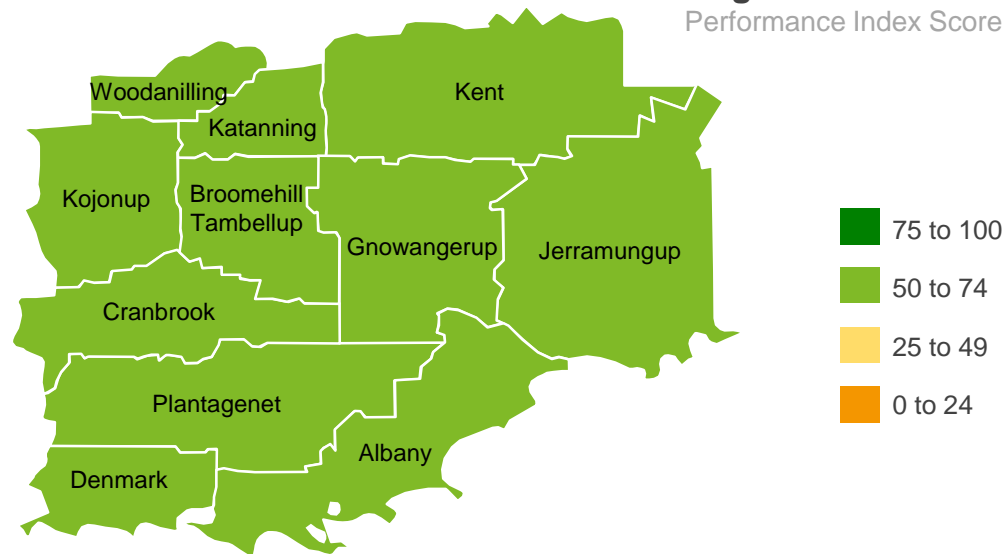
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 64

Industry High (WA) 79

Industry Standard (WA) 63

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
64	64	67	64	65	65	61	65	65	61	61	63	66	62	55	74	66	63

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2003).

\* Positive Rating = okay + good + excellent

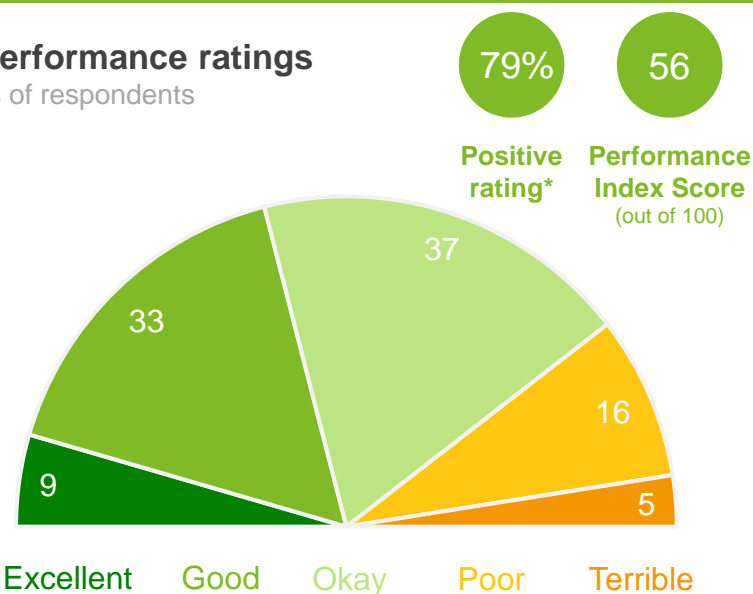
# Natural Environment

# Conservation and environmental management

(including Landcare activities)

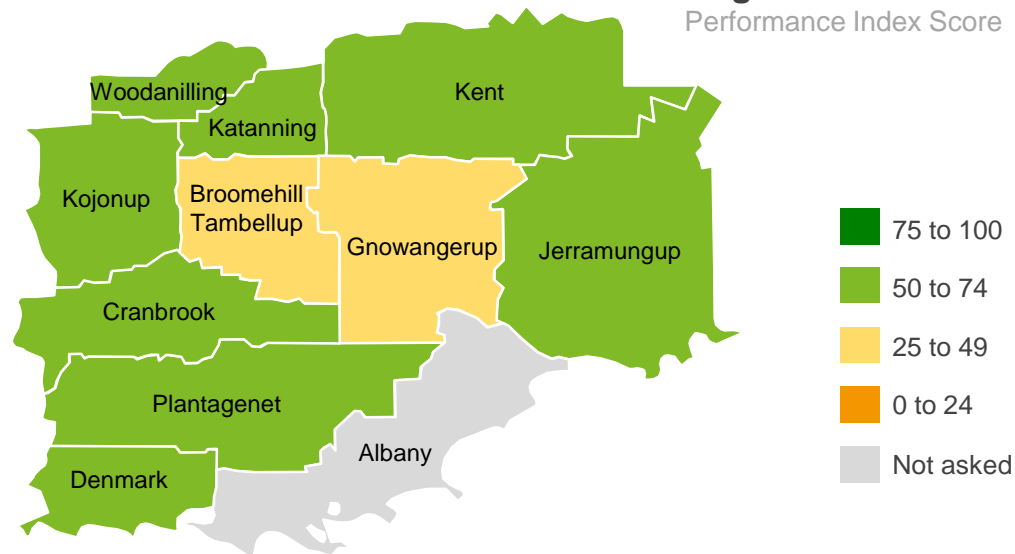
## Performance ratings

% of respondents



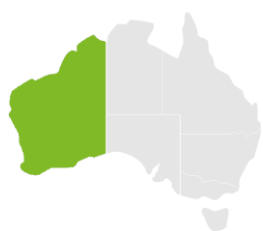
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 56

Industry High (WA) 76

Industry Standard (WA) 58

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
56	55	59	57	56	56	59	57	55	49	58	56	56	51	50	54	54	58

Q. How would you rate performance in the following areas?

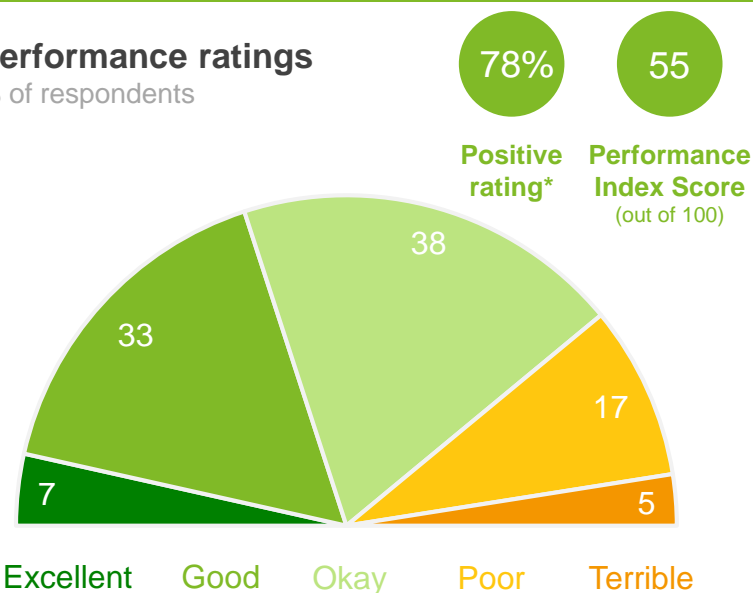
Base: All respondents, excludes 'unsure' and 'no response' (n = 729).

\* Positive Rating = okay + good + excellent

# Promoting and adopting sustainable practices

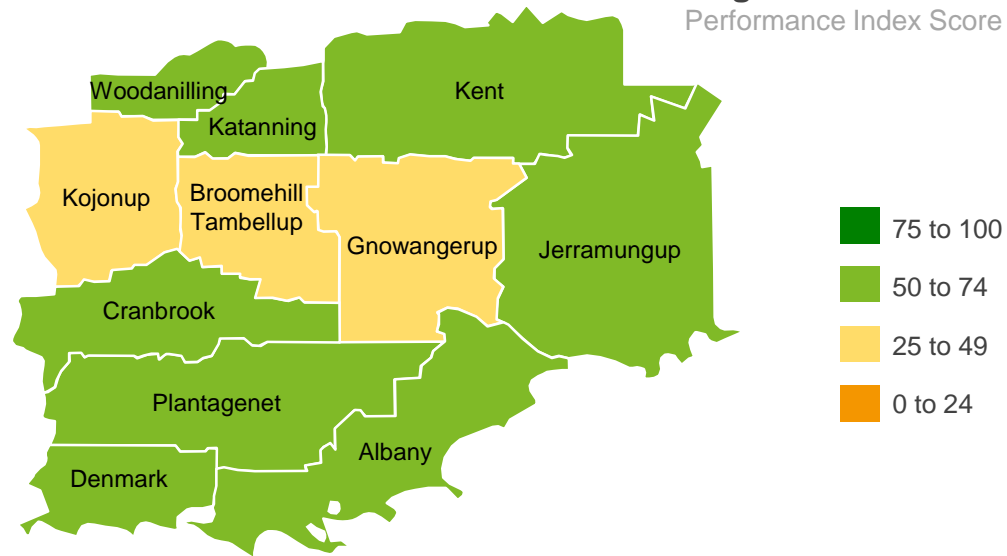
## Performance ratings

% of respondents



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 55

Industry High (WA) 68

Industry Standard (WA) 54

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
55	55	59	55	55	56	57	56	53	50	55	56	55	52	47	58	52	56

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1940).

\* Positive Rating = okay + good + excellent



# Efforts to adapt to climate change

## Performance ratings

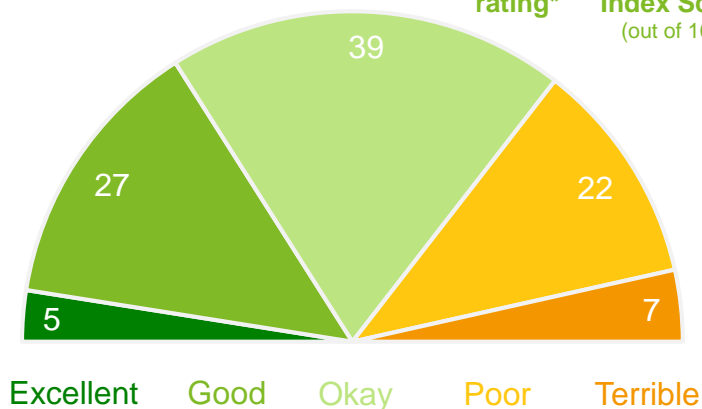
% of respondents

71%

50

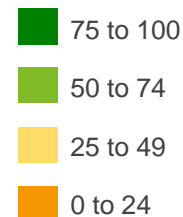
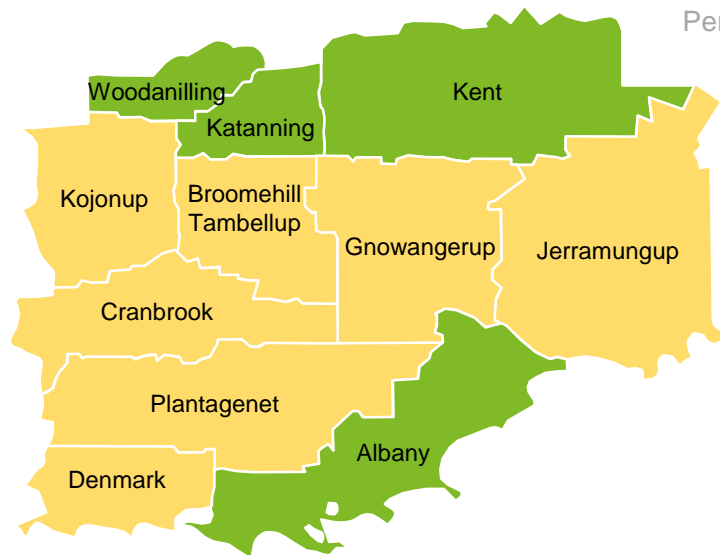
Positive rating\*

Performance Index Score (out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 50

Industry High (WA) 54

Industry Standard (WA) 48

## Demographic variances

Performance Index Score

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
	50	50	53	51	51	52	47	52	49	48	47	52	52	49	46	54	47	52

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1510).

\* Positive Rating = okay + good + excellent

# Efforts to reduce waste

## Performance ratings

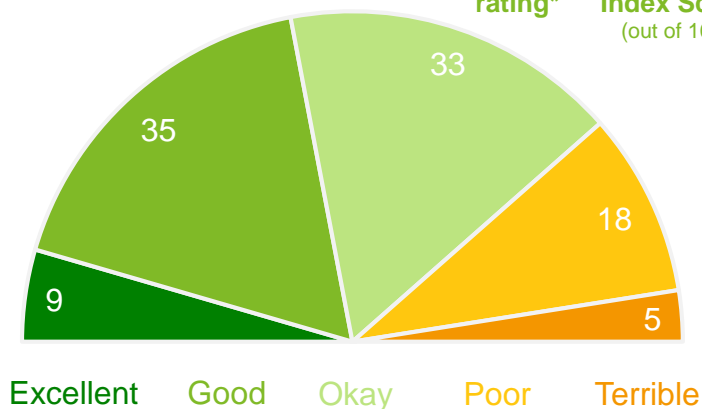
% of respondents

77%

56

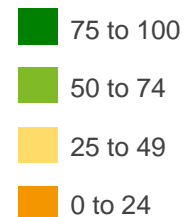
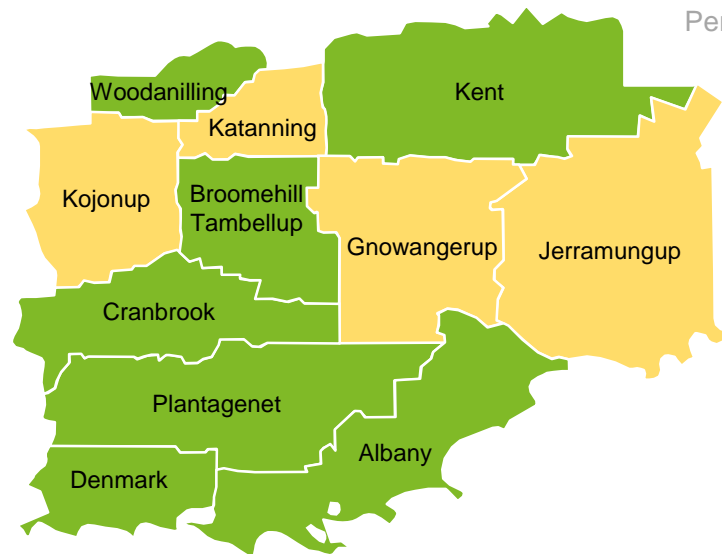
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 56

Industry High (WA) 66

Industry Standard (WA) 53

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
56	56	58	57	55	58	55	52	54	52	54	55	58	52	53	60	51	58

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1996).

\* Positive Rating = okay + good + excellent

# Waste collection services

## Performance ratings

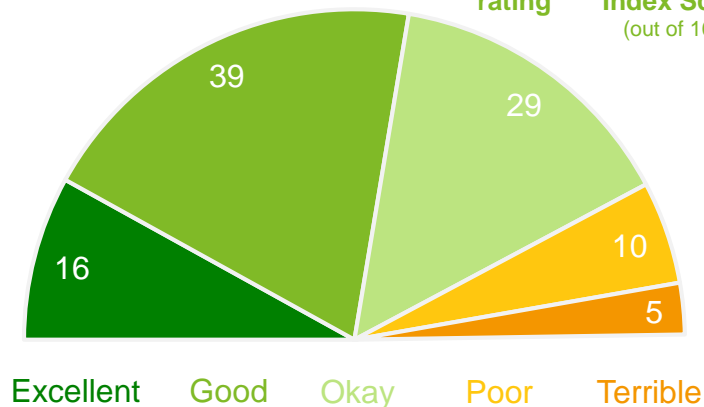
% of respondents

84%

63

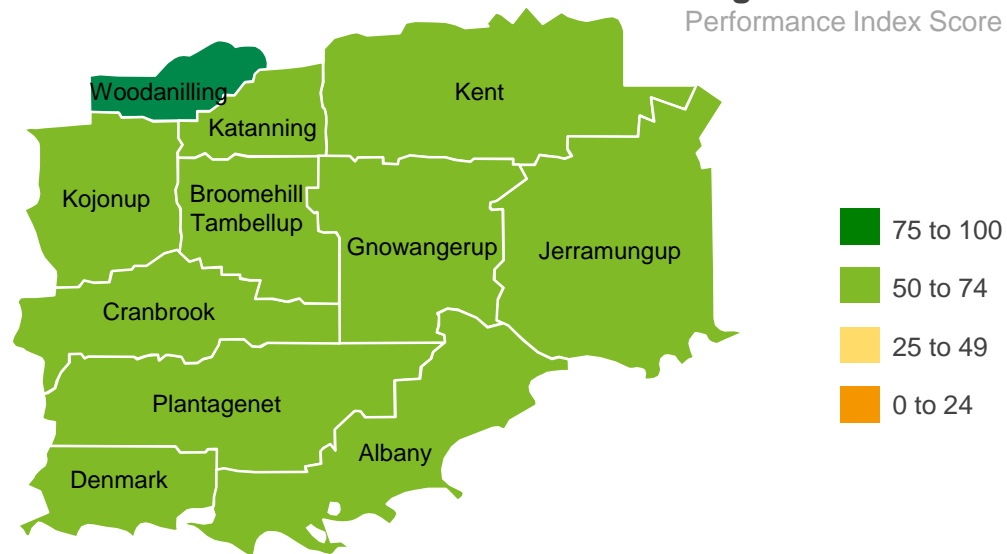
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 63

Industry High (WA) 85

Industry Standard (WA) 69

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
63	63	60	65	61	66	58	53	56	59	61	59	67	62	58	69	55	65

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2135).

\* Positive Rating = okay + good + excellent

# Animal and pest control

## Performance ratings

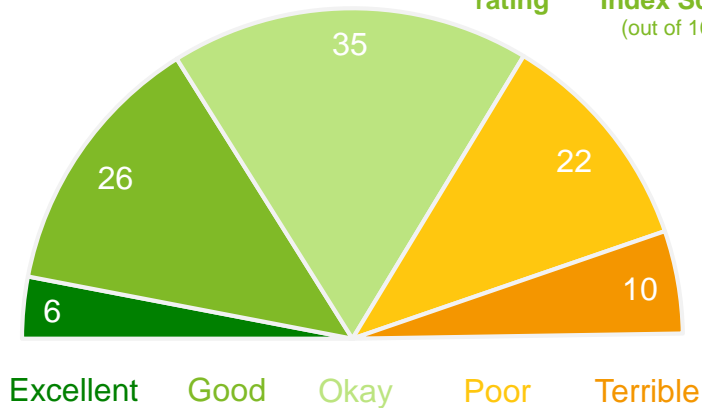
% of respondents

67%

49

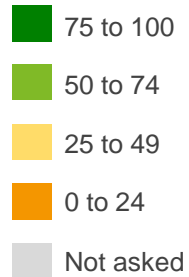
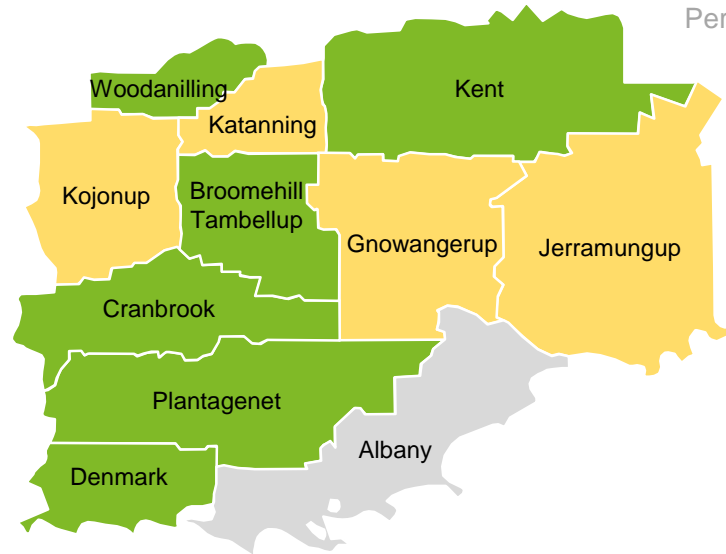
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 49

Industry High (WA) 69

Industry Standard (WA) 53

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
49	47	56	50	48	51	48	45	46	47	49	46	52	48	30	46	48	50

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 689).

\* Positive Rating = okay + good + excellent

# Natural disaster management

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

## Performance ratings

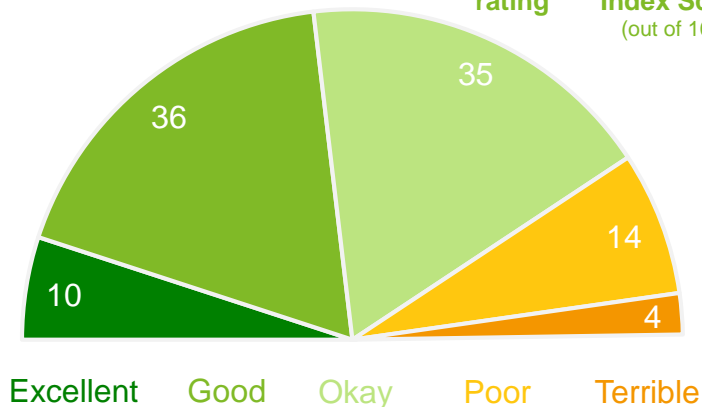
% of respondents

81%

58

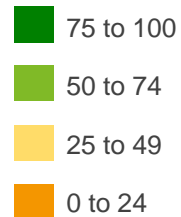
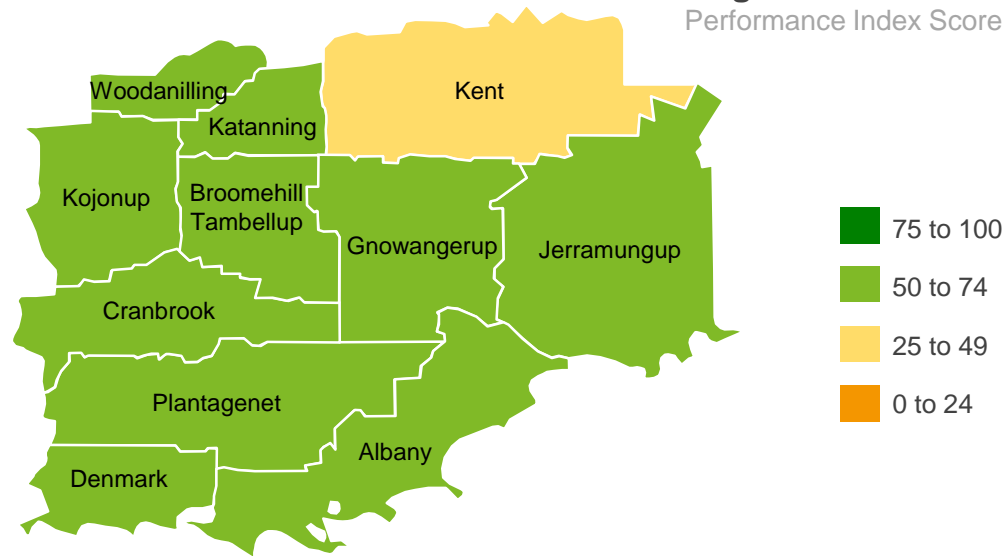
Positive  
rating\*

Performance  
Index Score  
(out of 100)



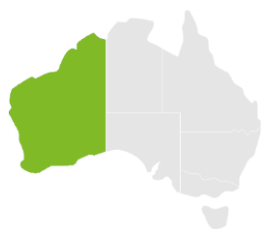
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 58

Industry High (WA) 66

Industry Standard (WA) 56

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
58	58	64	58	59	60	56	60	55	55	55	58	61	57	53	69	55	60

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1681).

\* Positive Rating = okay + good + excellent

# Economic Development

# Economic development (efforts to attract investors, attract and retain businesses, grow tourism and create job opportunities)

## Performance ratings

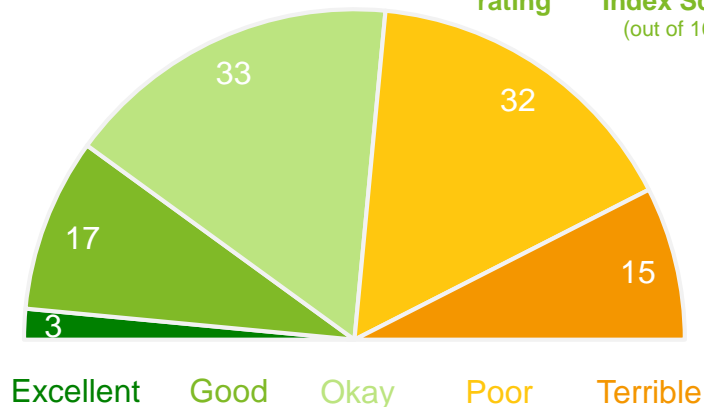
% of respondents

53%

40

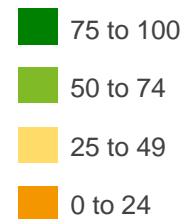
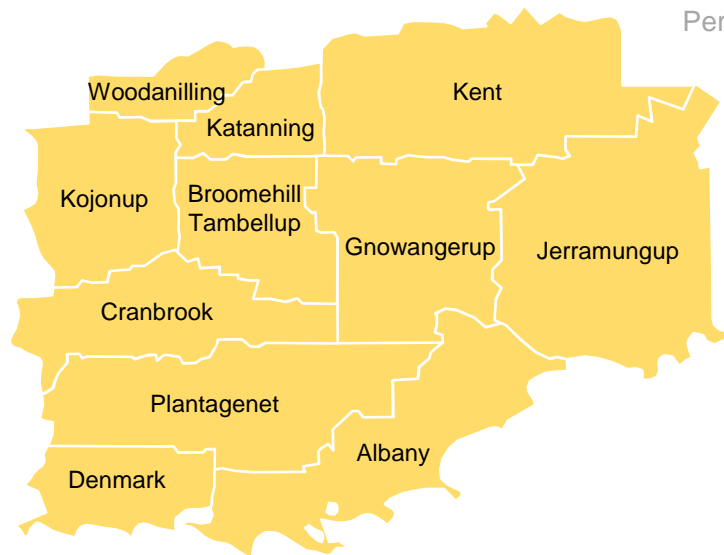
Positive rating\*

Performance Index Score (out of 100)



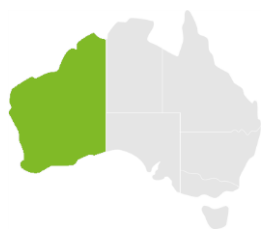
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 40

Industry High (WA) 63

Industry Standard (WA) 43

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
40	40	45	40	41	41	40	40	41	38	40	38	43	35	26	40	39	41

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1901).

\* Positive Rating = okay + good + excellent

# Agricultural development

(efforts to grow and develop agriculture and protect prime agricultural land)

## Performance ratings

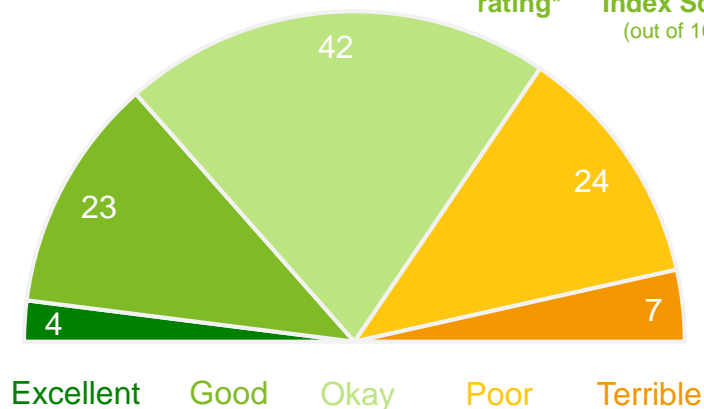
% of respondents

69%

48

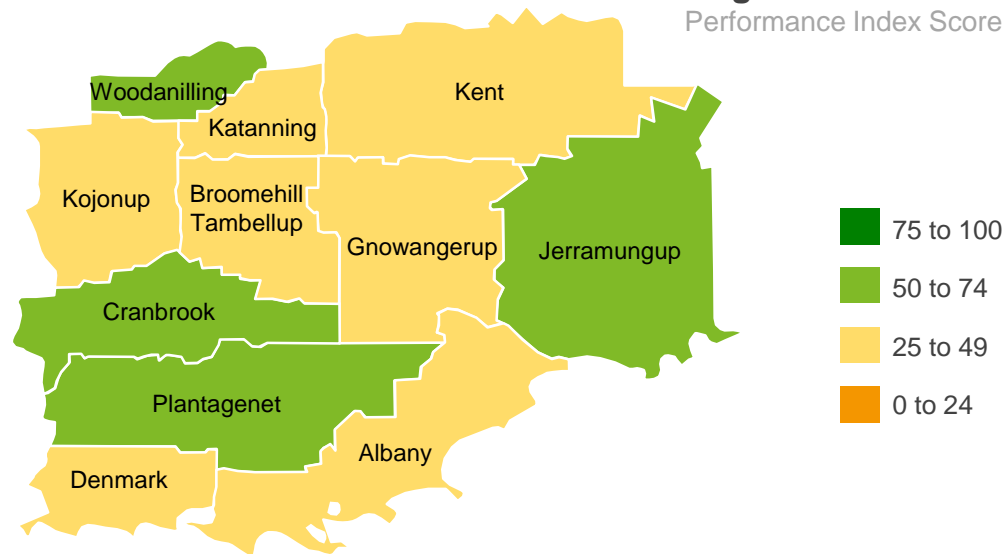
Positive  
rating\*

Performance  
Index Score  
(out of 100)



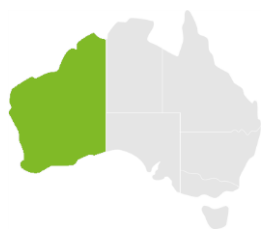
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 48

Industry High (WA) 64

Industry Standard (WA) 48

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
48	47	53	48	48	49	47	46	49	46	51	47	48	45	40	51	45	49

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1577).

\* Positive Rating = okay + good + excellent



# Tourism attractions and marketing

## Performance ratings

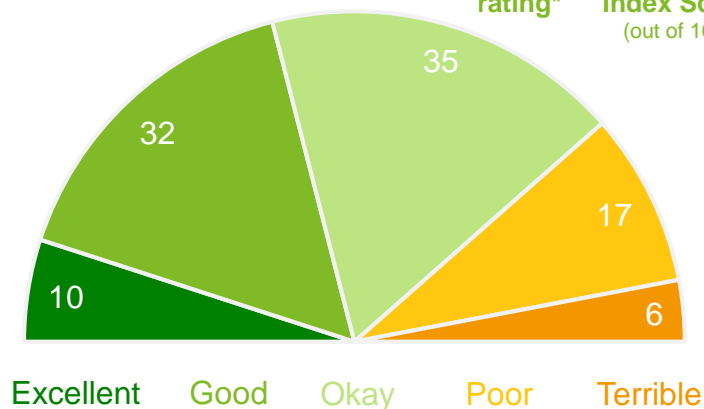
% of respondents

77%

55

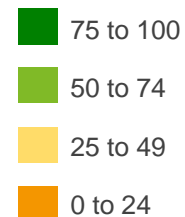
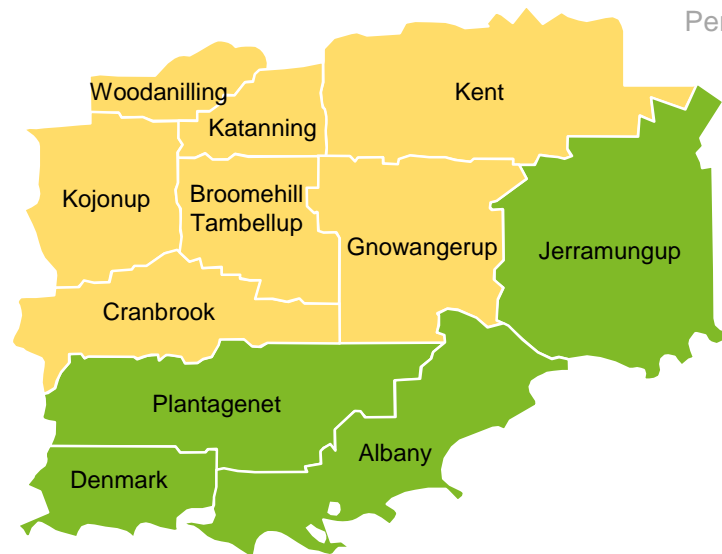
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 55

Industry High (WA) 60

Industry Standard (WA) 46

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
55	56	54	56	56	56	56	56	54	53	59	54	55	53	44	54	52	56

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2102).

\* Positive Rating = okay + good + excellent

# How your local town/city centre is being developed

## Performance ratings

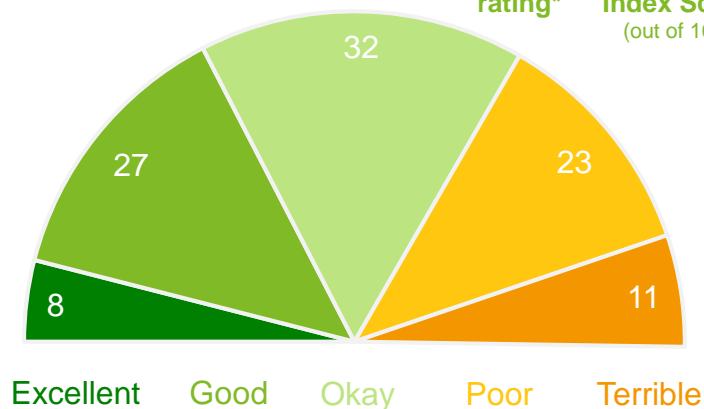
% of respondents

67%

49

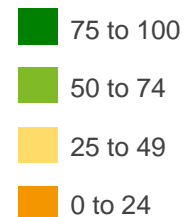
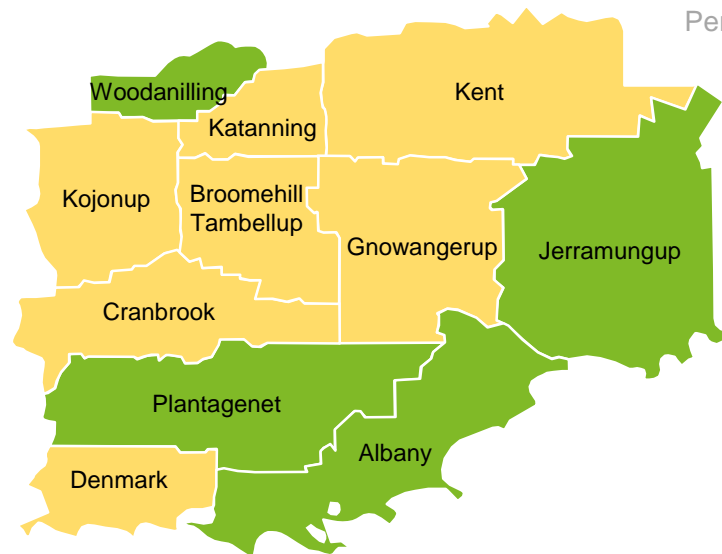
Positive  
rating\*

Performance  
Index Score  
(out of 100)



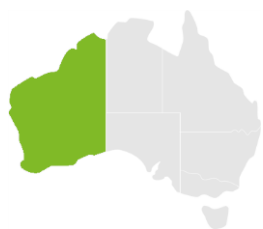
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 49

Industry High (WA) 69

Industry Standard (WA) 51

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
49	49	48	50	49	49	56	50	48	44	53	49	48	43	38	52	48	50

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2128).

\* Positive Rating = okay + good + excellent

# Access to goods and services in the local area

## Performance ratings

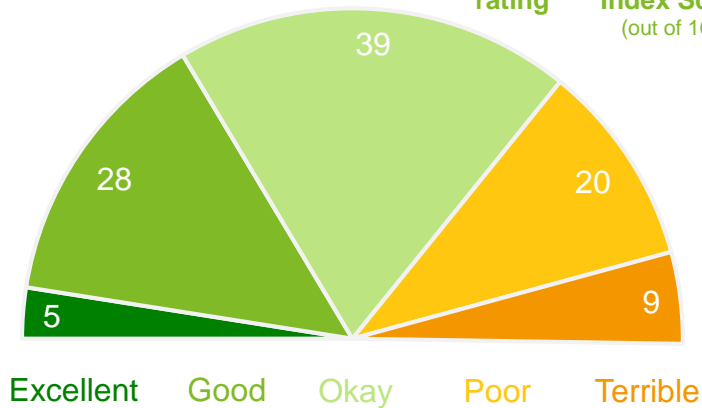
% of respondents

72%

50

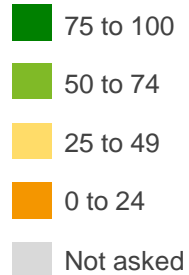
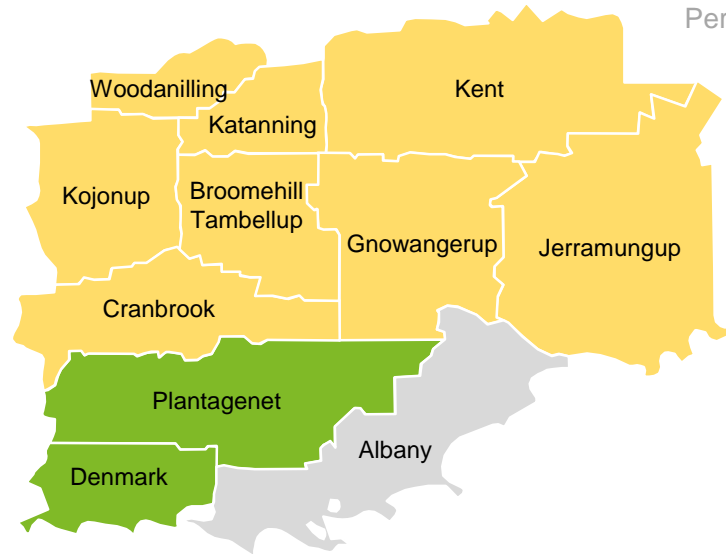
Positive rating\*

Performance Index Score (out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 50

Industry High (WA) 61

Industry Standard (WA) 48

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
50	49	50	51	48	50	49	49	50	45	49	49	51	47	38	49	49	50

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 809).

\* Positive Rating = okay + good + excellent

# Access to education, training and personal development opportunities

## Performance ratings

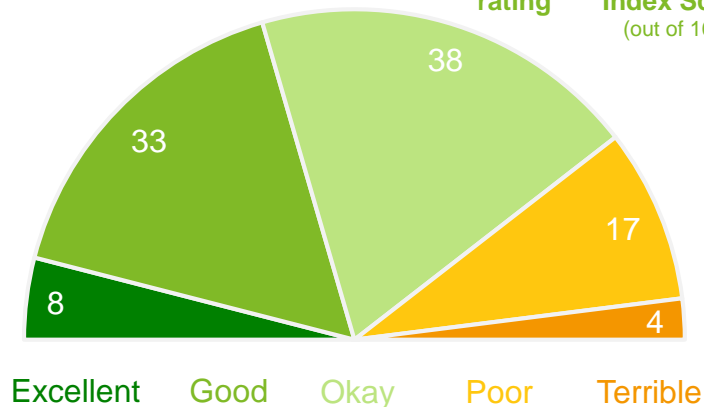
% of respondents

79%

56

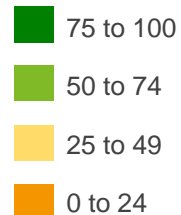
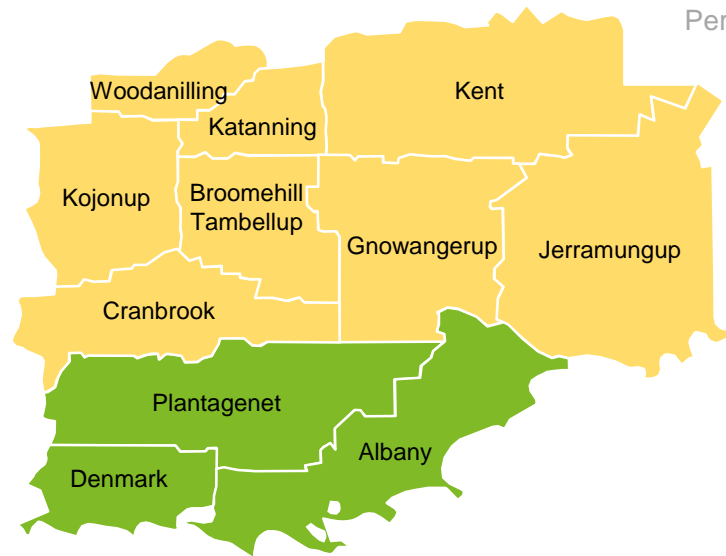
Positive rating\*

Performance Index Score (out of 100)



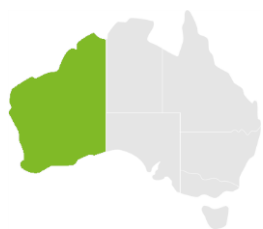
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 56

Industry High (WA) 63

Industry Standard (WA) 49

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
56	56	55	57	54	56	59	54	52	51	58	51	59	52	50	61	52	57

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1885).

\* Positive Rating = okay + good + excellent

# Community Development

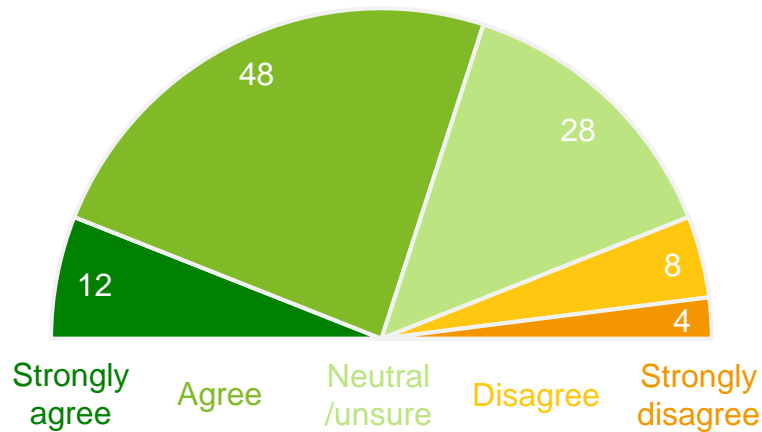
# I feel like I belong in my local community

## Level of agreement

% of respondents

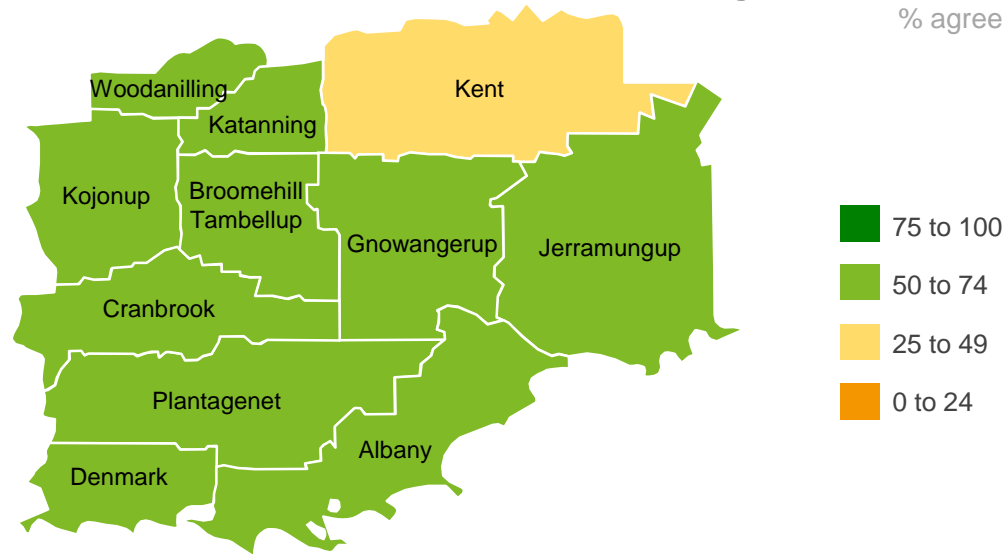
60%

Total Agree



## Regional variances

% agree



## MARKYT Industry Standards

% agree



Great Southern Region 60

Industry High (WA) 75

Industry Standard (WA) 59

## Demographic variances

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
60	61	58	61	60	61	65	70	65	57	52	60	65	54	41	53	63	61

Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 2262).

# Services and facilities for families and children

## Performance ratings

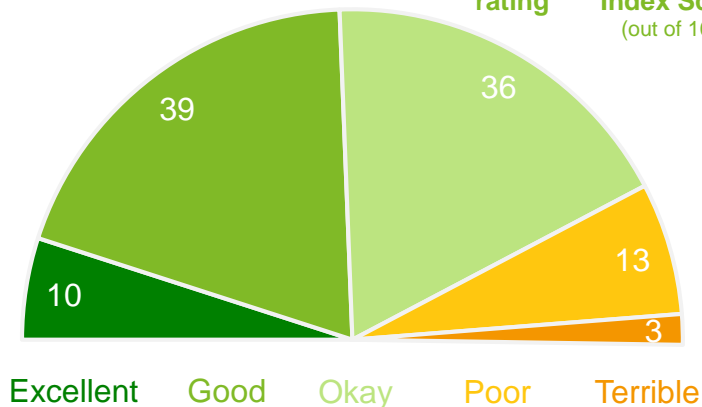
% of respondents

85%

60

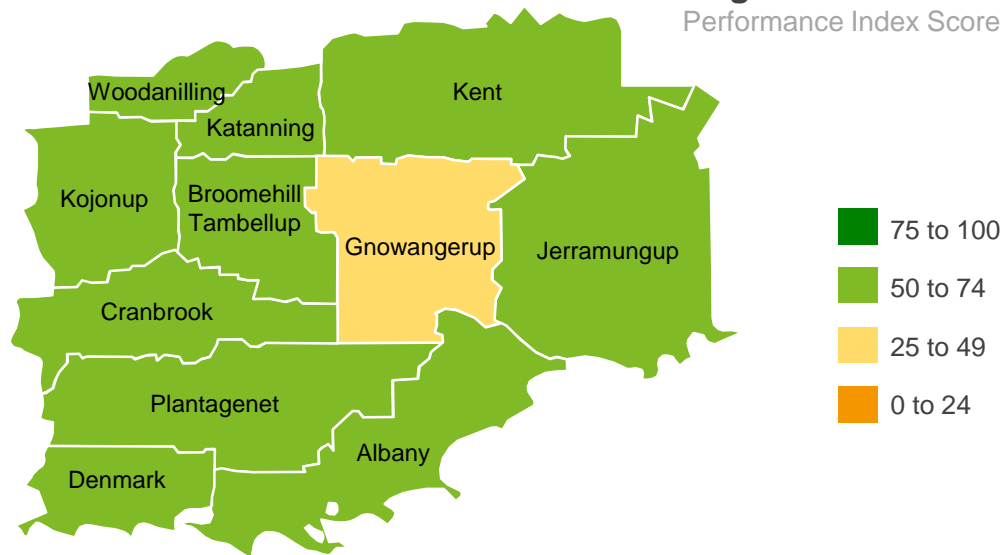
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 60

Industry High (WA) 71

Industry Standard (WA) 59

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
60	60	58	62	58	63	60	59	55	52	59	57	62	54	52	67	58	60

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1923).

\* Positive Rating = okay + good + excellent

# Services and facilities for youth

## Performance ratings

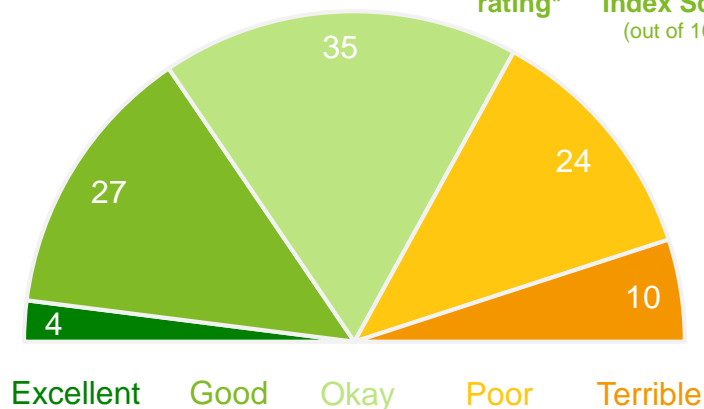
% of respondents

66%

48

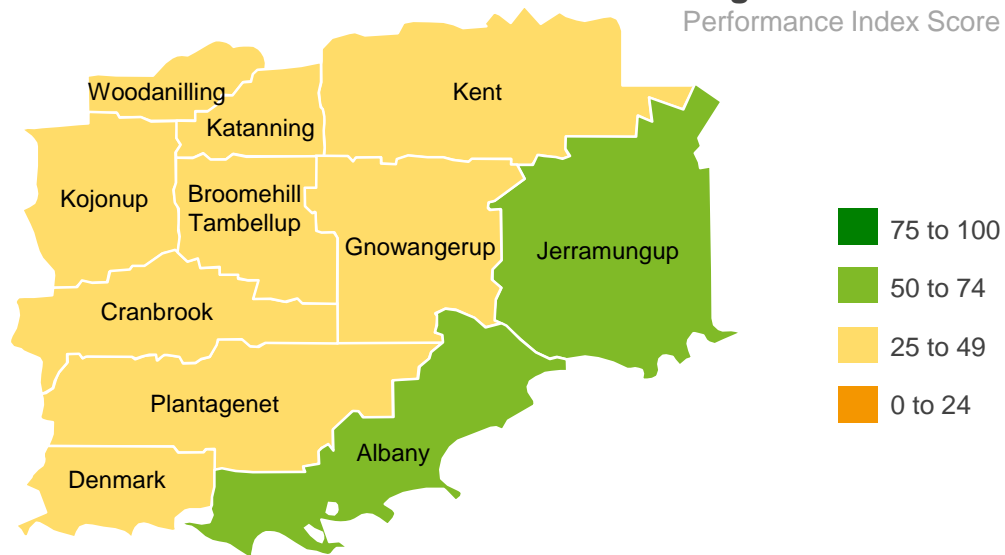
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 48

Industry High (WA) 70

Industry Standard (WA) 48

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
48	48	43	51	44	52	45	40	40	42	45	43	53	41	37	51	44	49

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1823).

\* Positive Rating = okay + good + excellent



# Services and care available for seniors

## Performance ratings

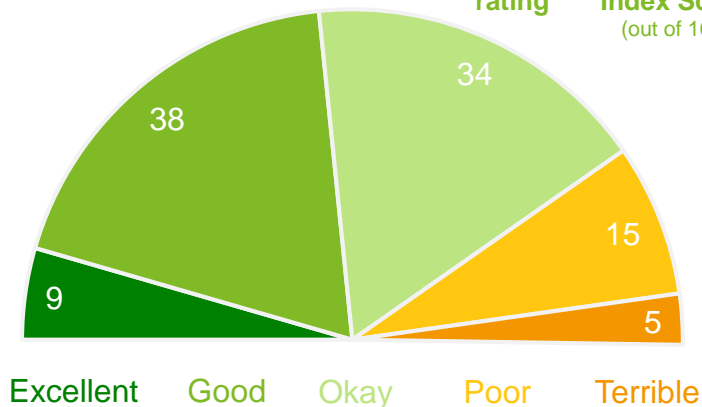
% of respondents

81%

58

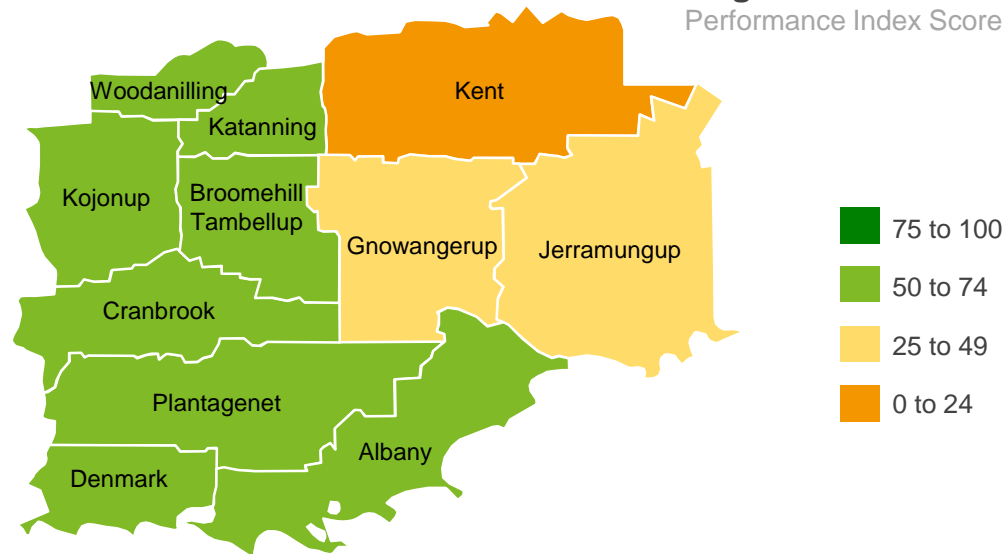
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 58

Industry High (WA) 67

Industry Standard (WA) 55

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
58	58	55	59	57	58	59	59	58	56	61	57	58	50	51	66	54	59

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1903).

\* Positive Rating = okay + good + excellent

# Access to services and facilities for people with disabilities

## Performance ratings

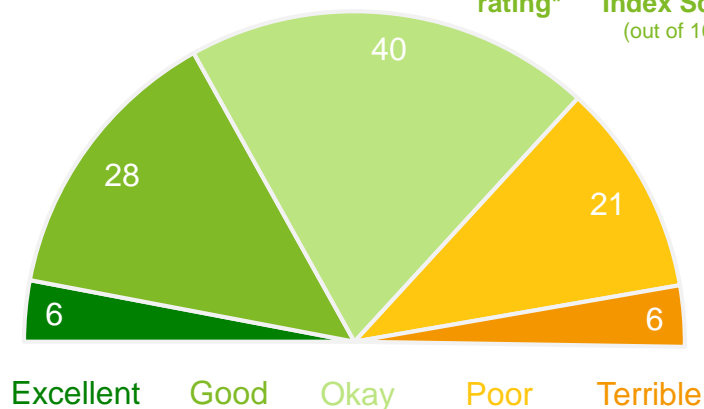
% of respondents

74%

52

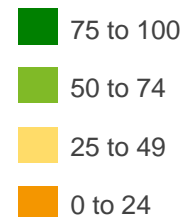
Positive  
rating\*

Performance  
Index Score  
(out of 100)



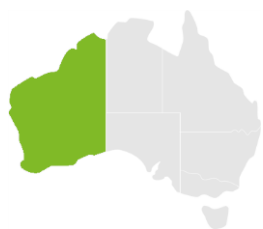
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 52

Industry High (WA) 66

Industry Standard (WA) 51

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
52	53	44	55	49	53	52	49	51	51	51	52	53	45	45	67	50	53

Q. How would you rate performance in the following areas?

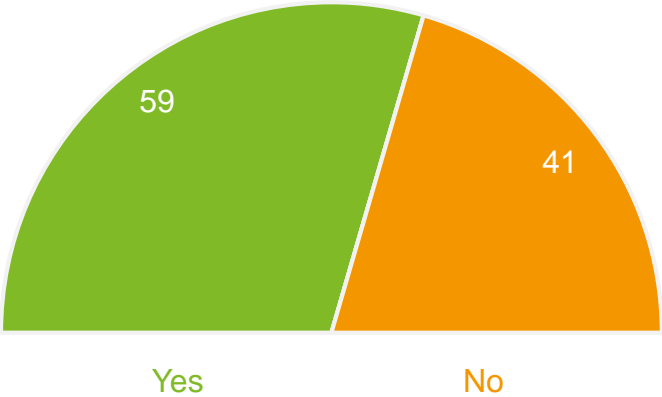
Base: All respondents, excludes 'unsure' and 'no response' (n = 1605).

\* Positive Rating = okay + good + excellent

# Participation in volunteering

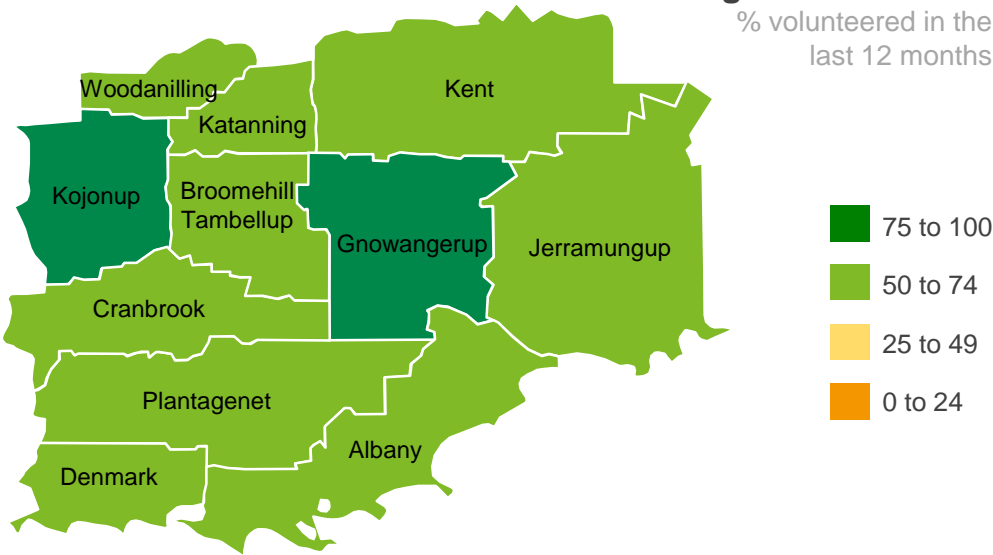
## Volunteered in the last 12 months

% of respondents



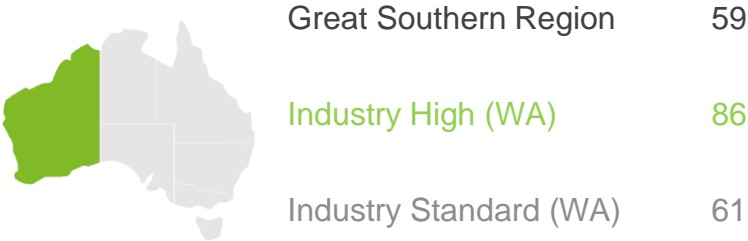
## Regional variances

% volunteered in the last 12 months



## MARKYT Industry Standards

% volunteered in the last 12 months



## Demographic variances

% volunteered in the last 12 months

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
59	60	53	59	58	53	62	74	75	70	51	67	56	59	72	69	70	55

Q. Over the past 12 months, have you done any unpaid voluntary work? For example, welfare work, being on committees, coaching a sporting team, canteen duties, school P&C activities, etc.  
 Base: All respondents, excludes 'no response' (n = 2152).

# Community Services

# Access to health and community services

## Performance ratings

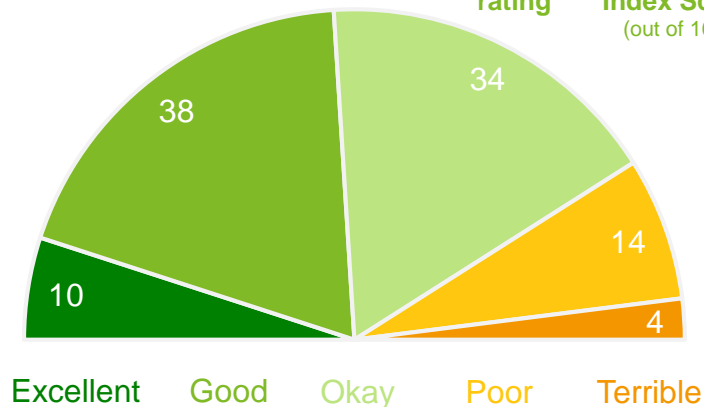
% of respondents

82%

59

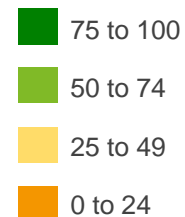
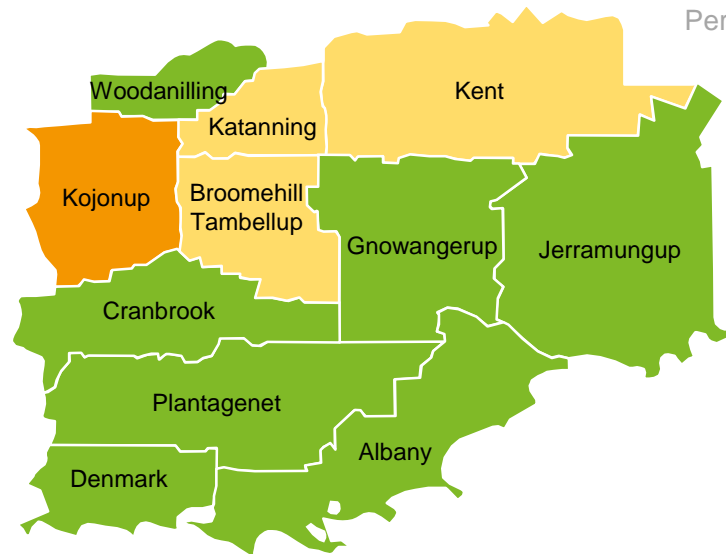
Positive  
rating\*

Performance  
Index Score  
(out of 100)



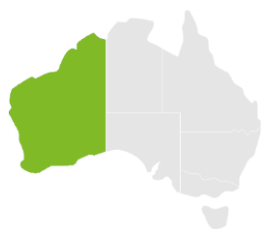
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 59

Industry High (WA) 69

Industry Standard (WA) 54

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
59	59	54	60	58	61	60	56	55	54	58	56	62	52	55	62	56	60

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2091).

\* Positive Rating = okay + good + excellent

# Community buildings, halls and toilets

## Performance ratings

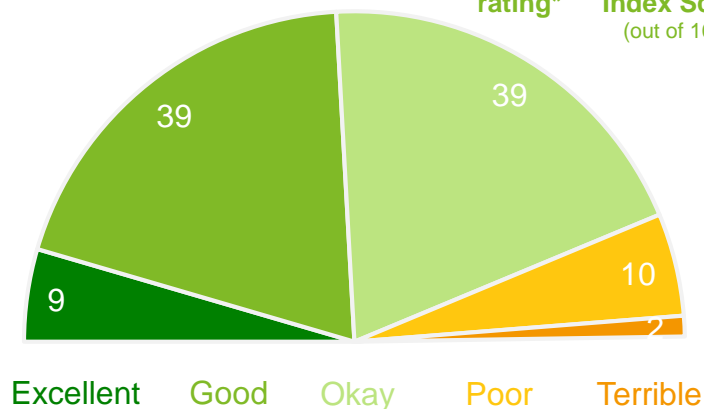
% of respondents

87%

60

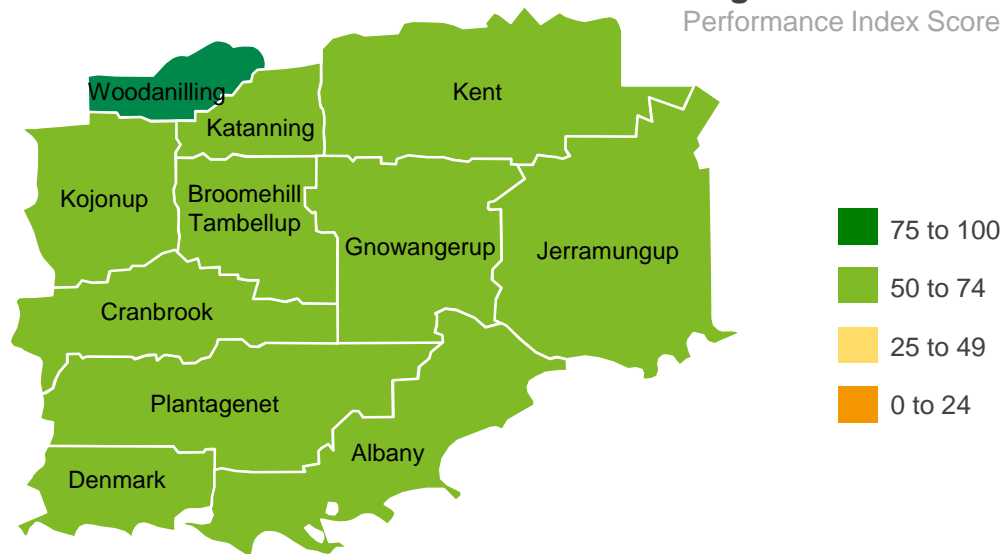
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 60

Industry High (WA) 78

Industry Standard (WA) 60

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
60	60	59	61	60	61	64	62	59	58	63	59	61	55	54	61	60	61

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1474).

\* Positive Rating = okay + good + excellent

# Sport and recreation facilities

## Performance ratings

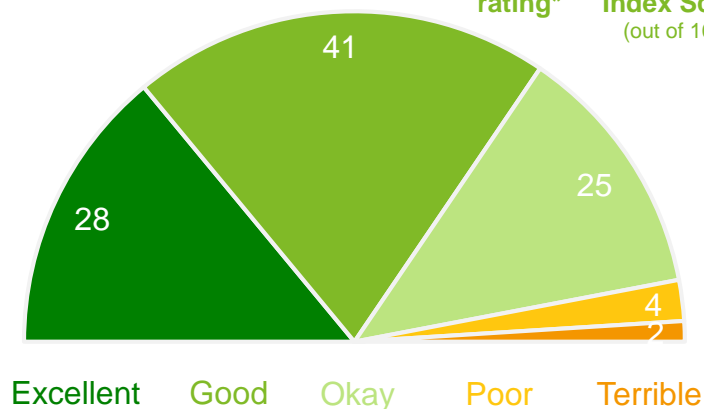
% of respondents

94%

73

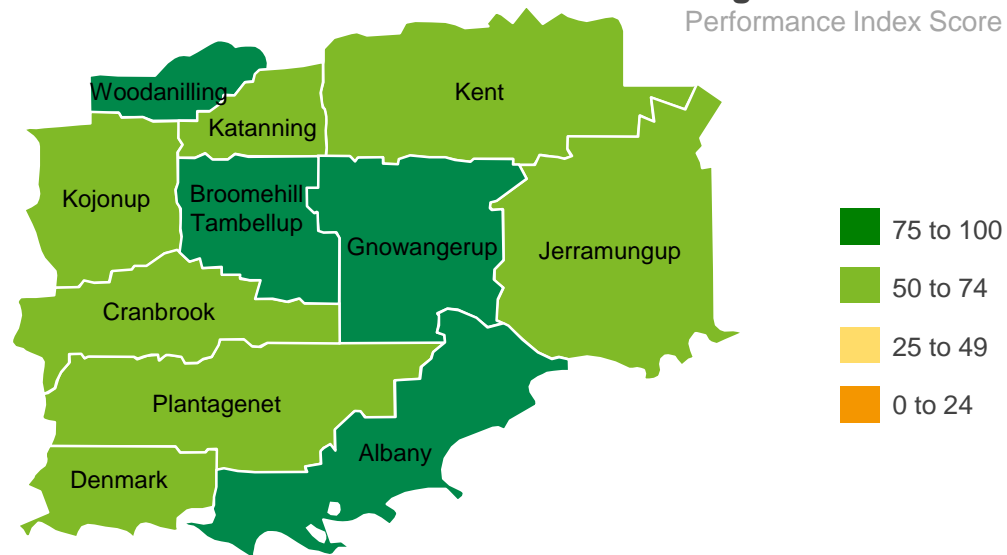
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 73

Industry High (WA) 85

Industry Standard (WA) 66

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
73	73	68	74	72	75	69	67	70	66	73	69	76	71	65	78	70	73

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2119).

\* Positive Rating = okay + good + excellent

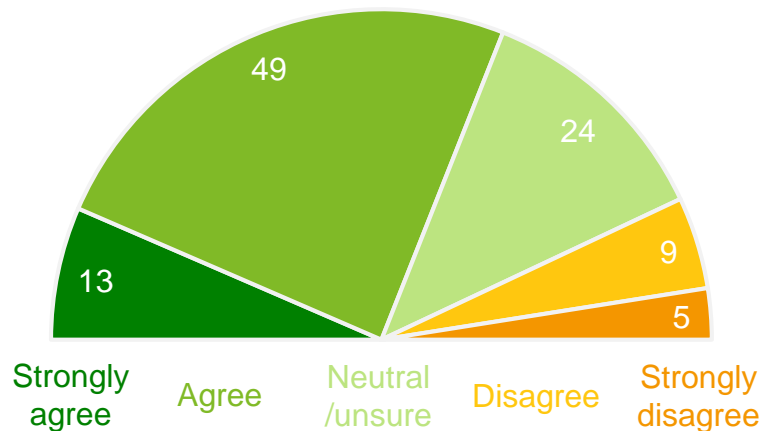
# Shire/City provides adequate opportunities for residents and visitors to lead a healthy and active lifestyle

## Level of agreement

% of respondents

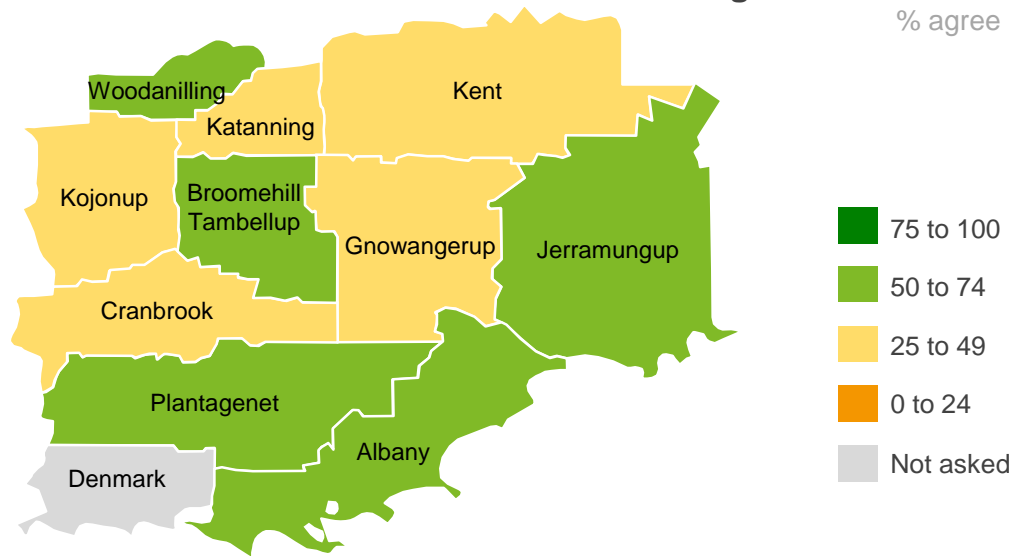
62%

Total Agree



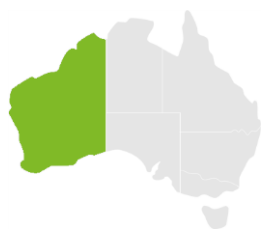
## Regional variances

% agree



## MARKYT Industry Standards

% agree



Great Southern Region 62

Industry High (WA) 74

Industry Standard (WA) 49

## Demographic variances

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
62	64	51	64	61	66	59	55	51	60	68	55	66	51	38	63	55	63

Q. How strongly do you agree or disagree with the following statements?

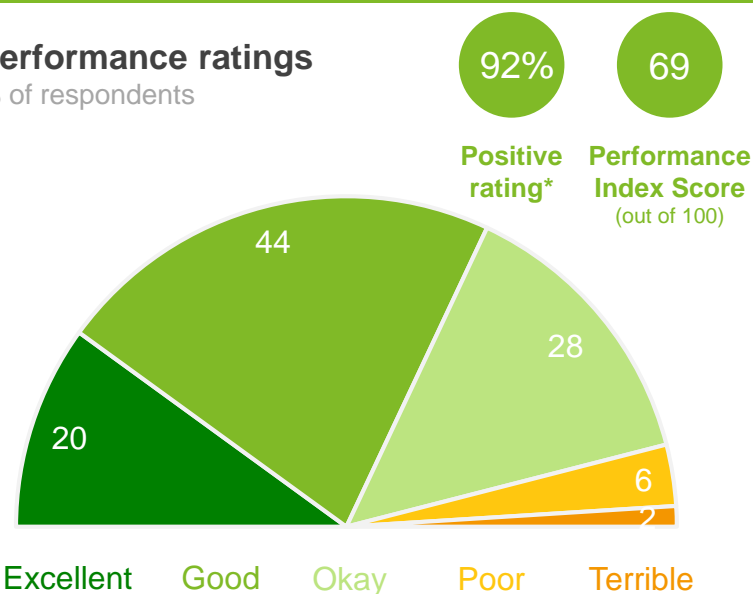
Base: All respondents, excludes 'no response' (n = 2050).



# Playgrounds, parks and reserves

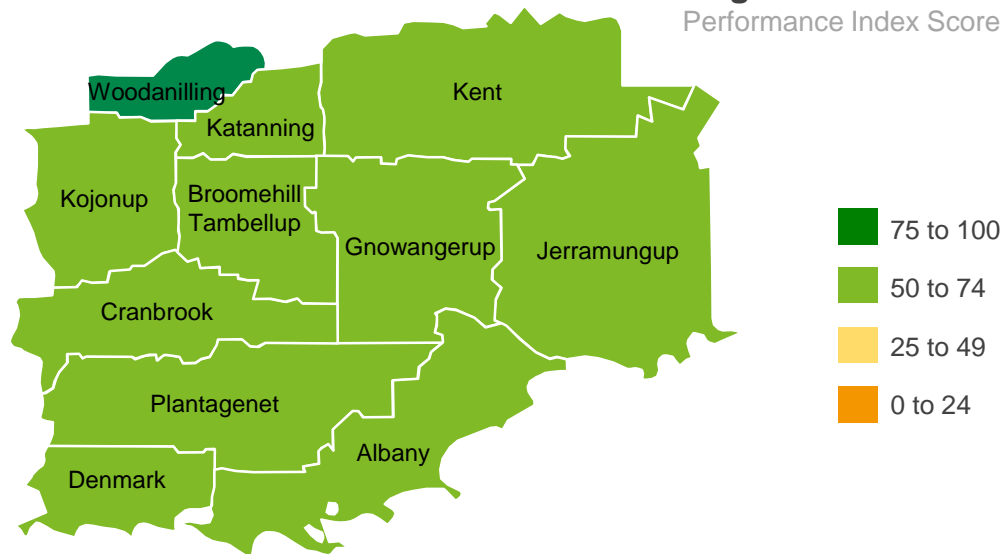
## Performance ratings

% of respondents



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 69

Industry High (WA) 86

Industry Standard (WA) 68

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
69	69	64	71	67	71	67	65	66	65	67	67	71	65	61	70	68	69

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2150).

\* Positive Rating = okay + good + excellent

# Public health and wellbeing programs and education

## Performance ratings

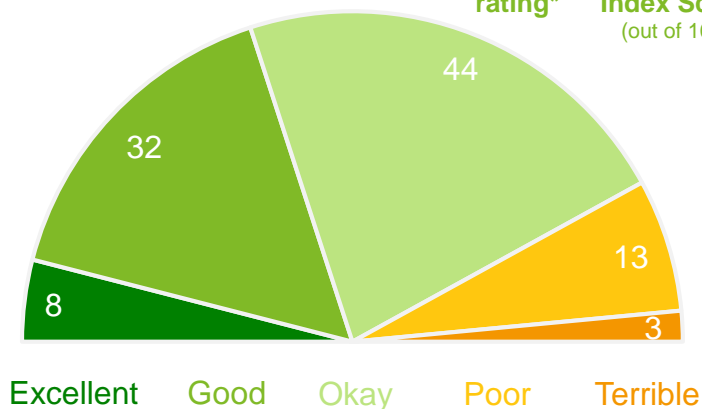
% of respondents

84%

57

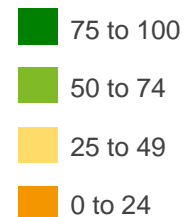
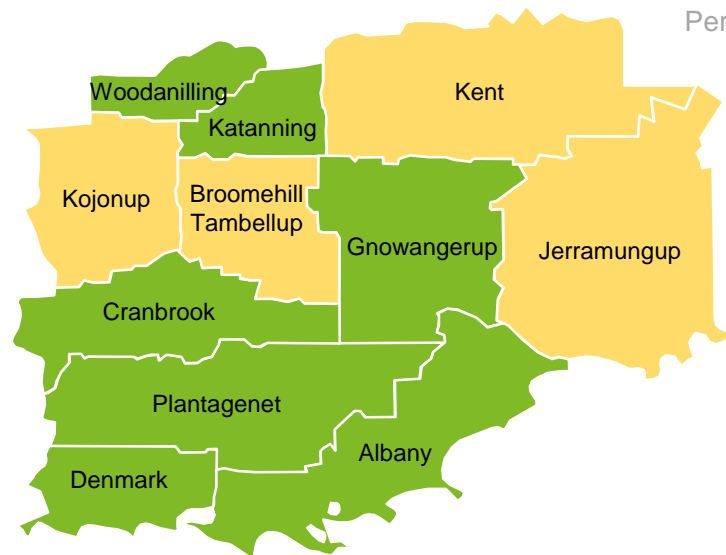
Positive  
rating\*

Performance  
Index Score  
(out of 100)



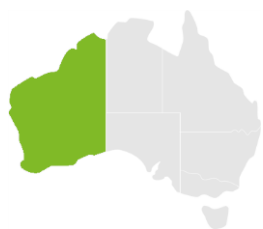
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 57

Industry High (WA) 61

Industry Standard (WA) 50

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
57	57	55	57	57	59	56	54	52	54	58	54	59	54	49	63	54	58

Q. How would you rate performance in the following areas?

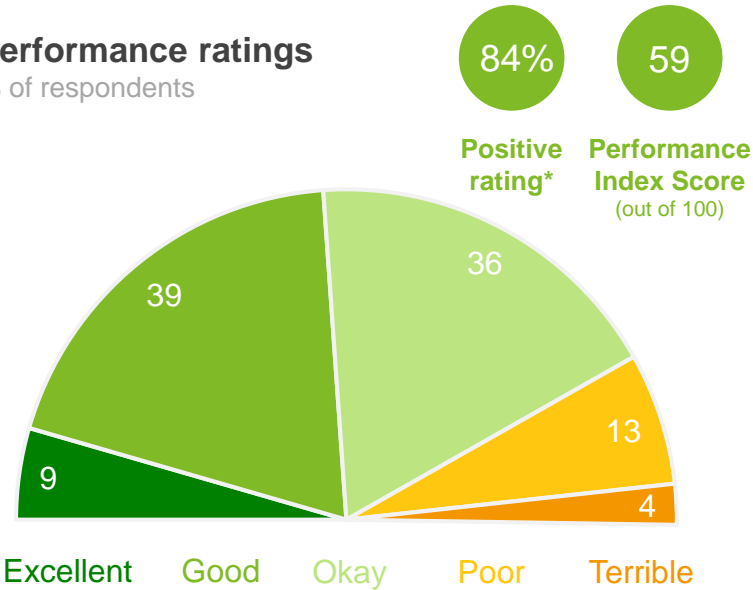
Base: All respondents, excludes 'unsure' and 'no response' (n = 1690).

\* Positive Rating = okay + good + excellent

# Safety and security

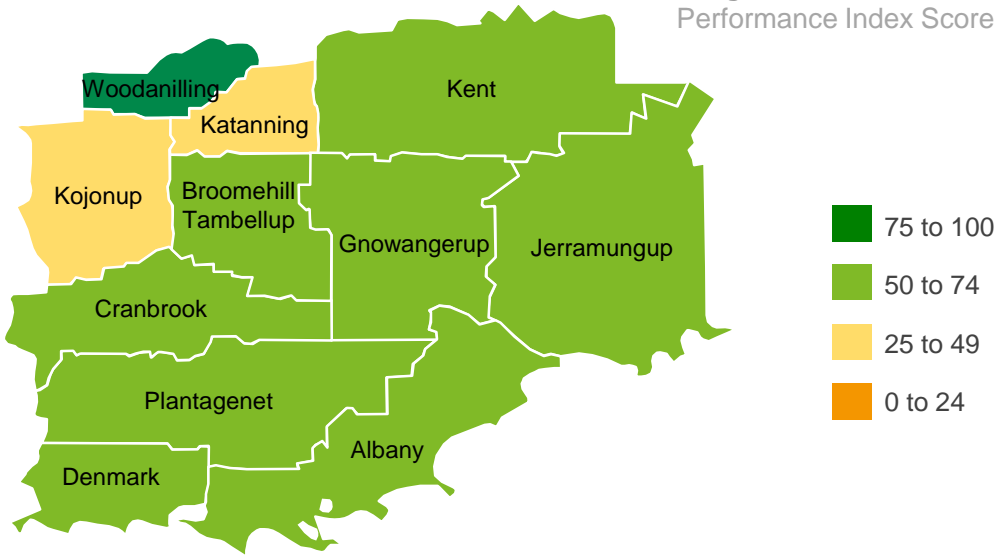
## Performance ratings

% of respondents



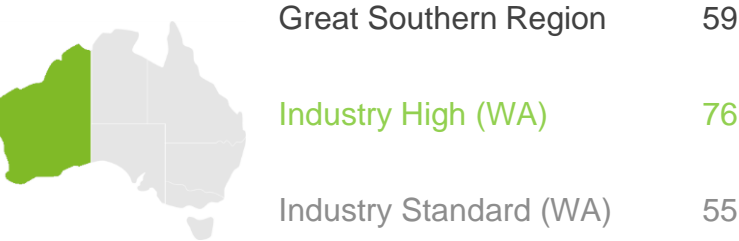
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Demographic variances

Performance Index Score

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
	59	59	59	60	59	59	64	61	59	51	64	56	59	52	47	61	59	59

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1955).

\* Positive Rating = okay + good + excellent

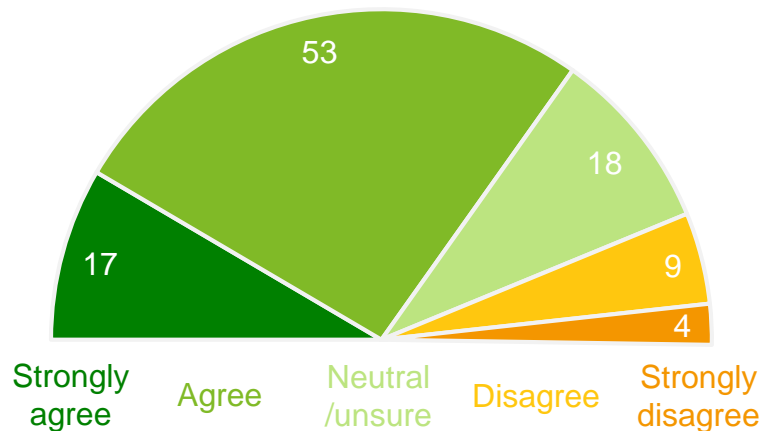
# I feel safe being out in public in my local community

## Level of agreement

% of respondents

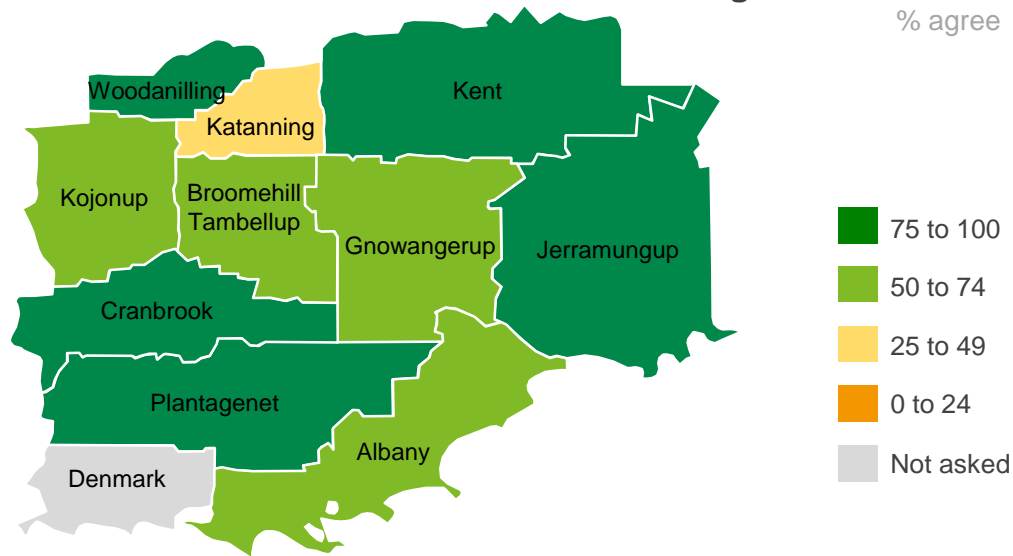
70%

Total Agree



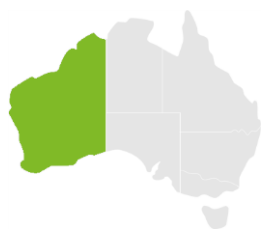
## Regional variances

% agree



## MARKYT Industry Standards

% agree



Great Southern Region 70

Industry High (WA) 94

Industry Standard (WA) 72

## Demographic variances

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
70	70	69	69	70	70	78	70	70	58	71	68	71	61	46	65	78	67

Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 2052).

# Art and Culture

# Library and information services

## Performance ratings

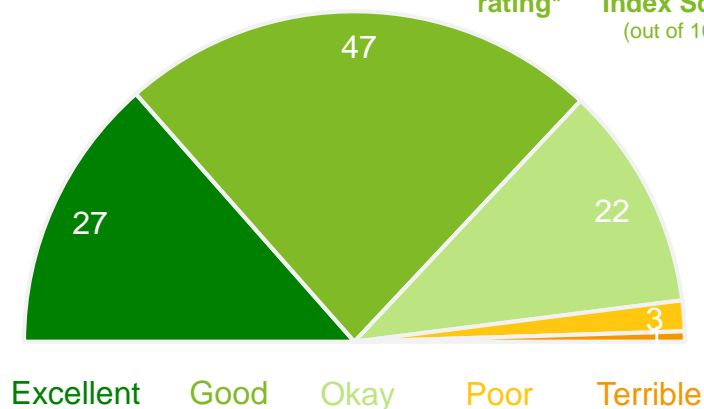
% of respondents

96%

74

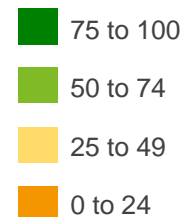
Positive  
rating\*

Performance  
Index Score  
(out of 100)



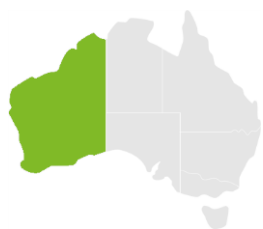
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 74

Industry High (WA) 89

Industry Standard (WA) 71

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
74	74	75	73	76	75	74	74	74	72	74	73	76	73	69	80	72	75

Q. How would you rate performance in the following areas?

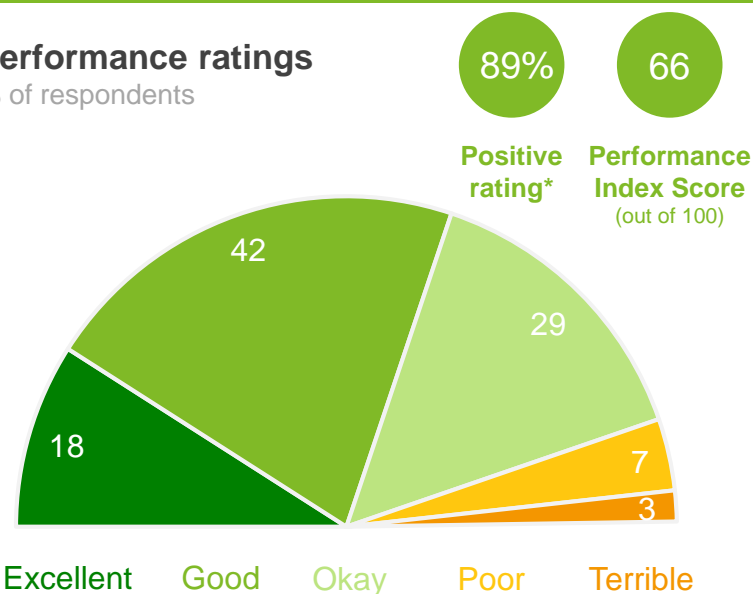
Base: All respondents, excludes 'unsure' and 'no response' (n = 1978).

\* Positive Rating = okay + good + excellent

# Festivals, events, art and cultural activities

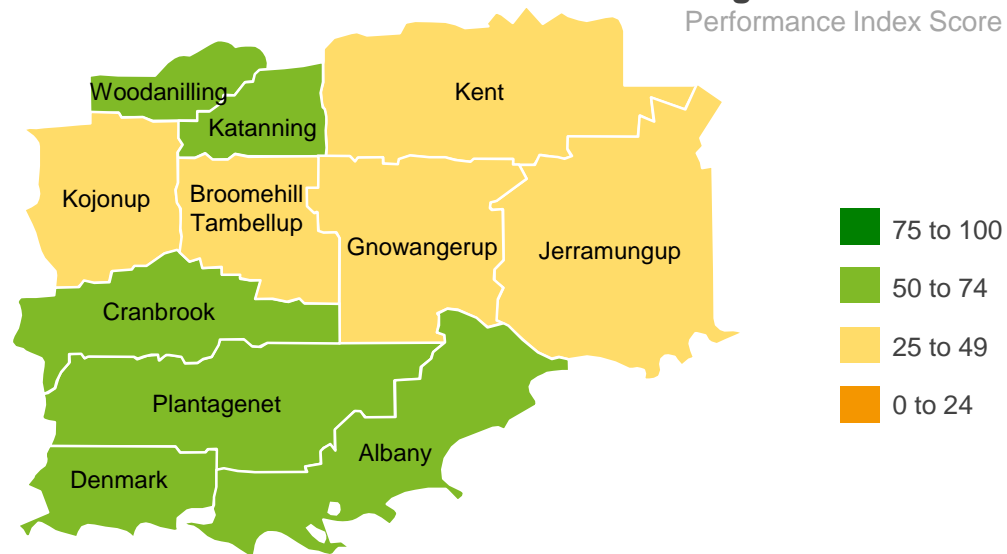
## Performance ratings

% of respondents



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 66

Industry High (WA) 78

Industry Standard (WA) 62

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
66	66	65	66	67	68	66	67	62	64	63	65	69	64	56	67	63	67

Q. How would you rate performance in the following areas?

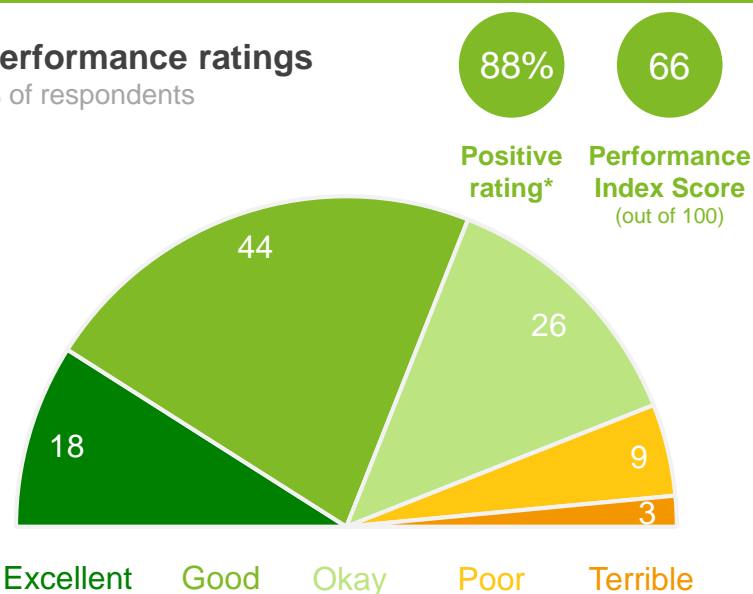
Base: All respondents, excludes 'unsure' and 'no response' (n = 2061).

\* Positive Rating = okay + good + excellent

# How local history and heritage is preserved and promoted

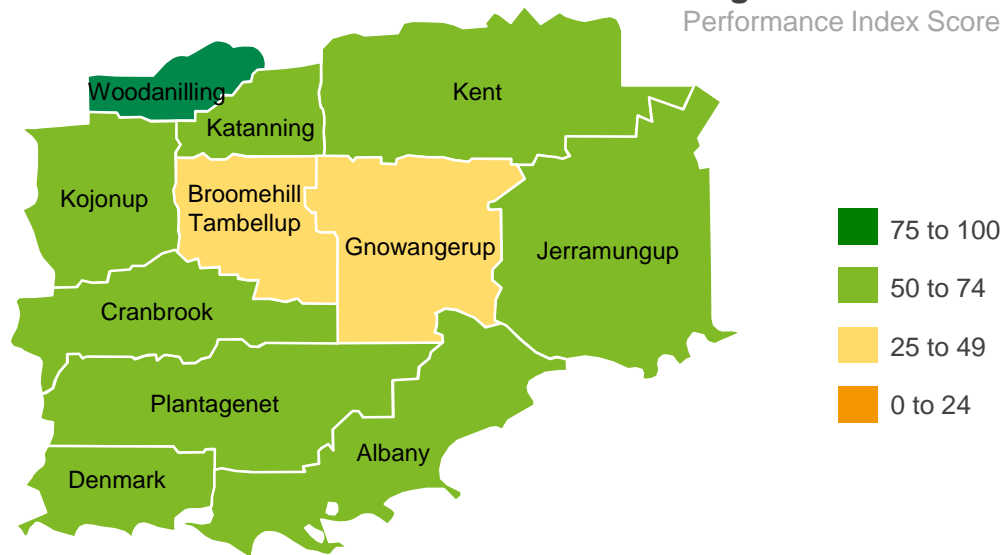
## Performance ratings

% of respondents



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 66

Industry High (WA) 79

Industry Standard (WA) 60

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
66	66	63	65	68	67	68	69	65	61	69	65	66	62	59	74	63	67

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2083).

\* Positive Rating = okay + good + excellent



# How local Aboriginal people, history and heritage are recognised and respected

## Performance ratings

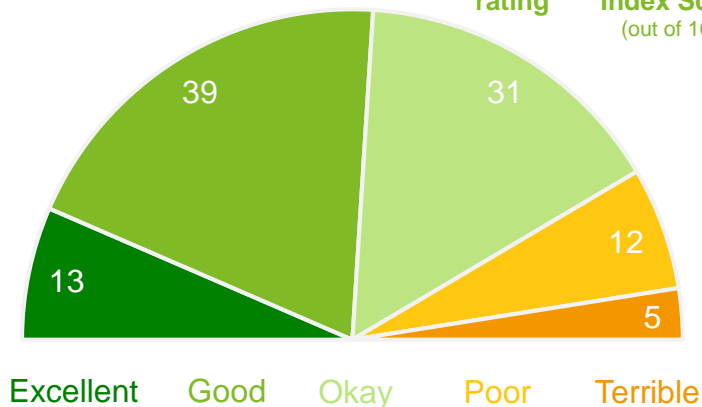
% of respondents

83%

61

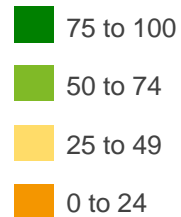
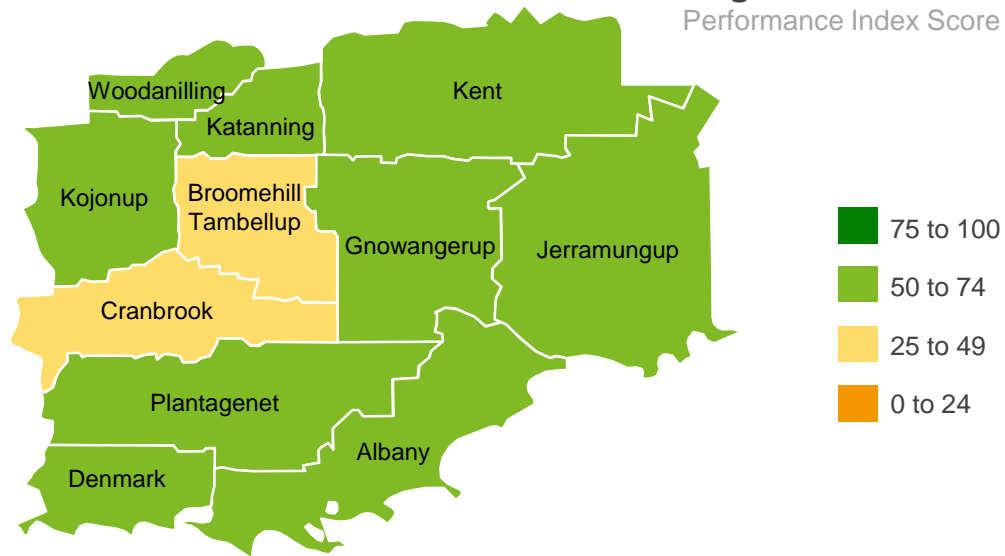
Positive rating\*

Performance Index Score (out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 61

Industry High (WA) 67

Industry Standard (WA) 54

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
61	61	57	61	61	61	63	61	56	57	66	58	61	56	38	63	59	61

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1782).

\* Positive Rating = okay + good + excellent

# Built Environment

# The area's character and identity

## Performance ratings

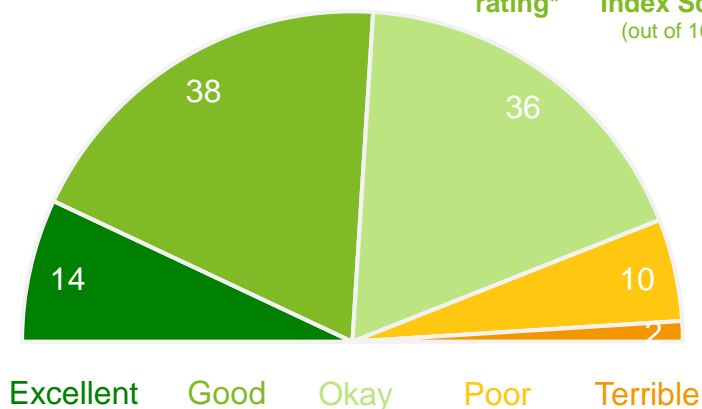
% of respondents

88%

63

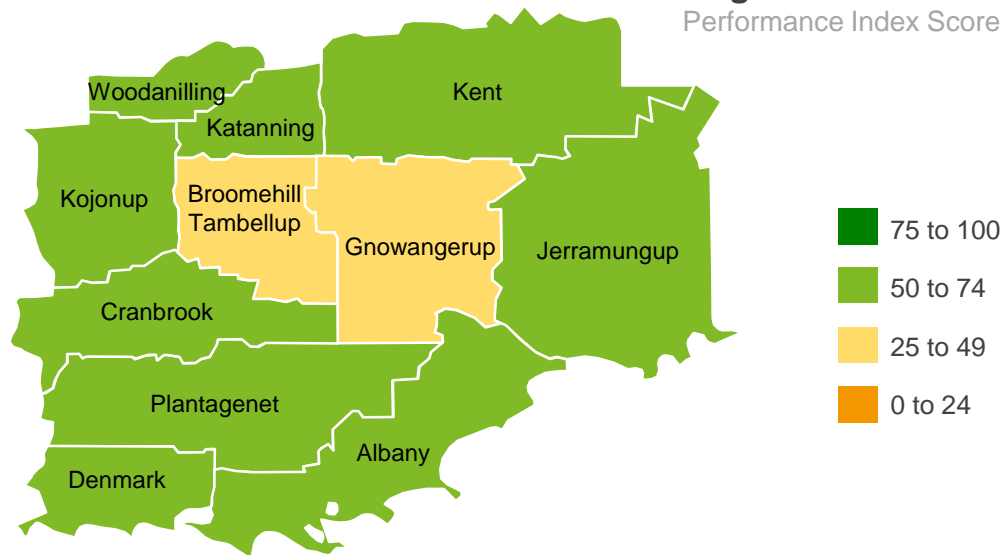
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 63

Industry High (WA) 85

Industry Standard (WA) 59

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
63	63	60	63	62	63	63	64	62	58	66	62	62	57	56	61	59	64

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2076).

\* Positive Rating = okay + good + excellent

# Managing responsible growth and development

## Performance ratings

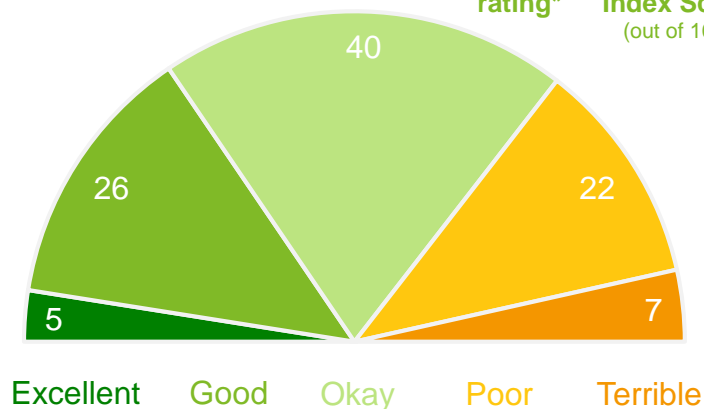
% of respondents

71%

50

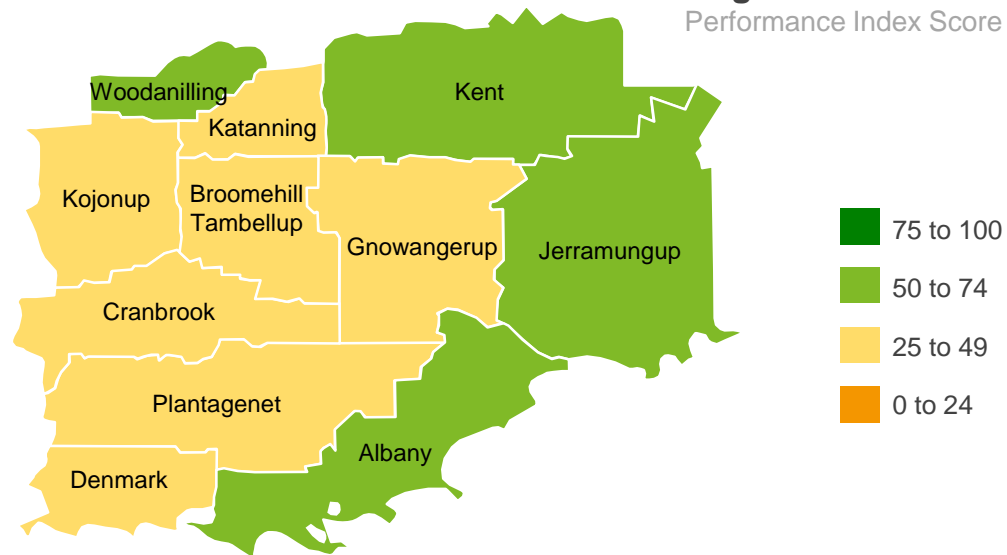
Positive  
rating\*

Performance  
Index Score  
(out of 100)



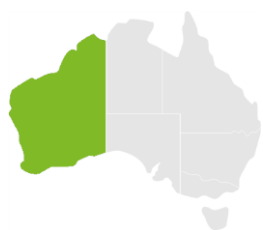
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 50

Industry High (WA) 58

Industry Standard (WA) 48

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
50	49	55	50	51	50	49	52	52	46	50	50	50	46	39	51	49	50

Q. How would you rate performance in the following areas?

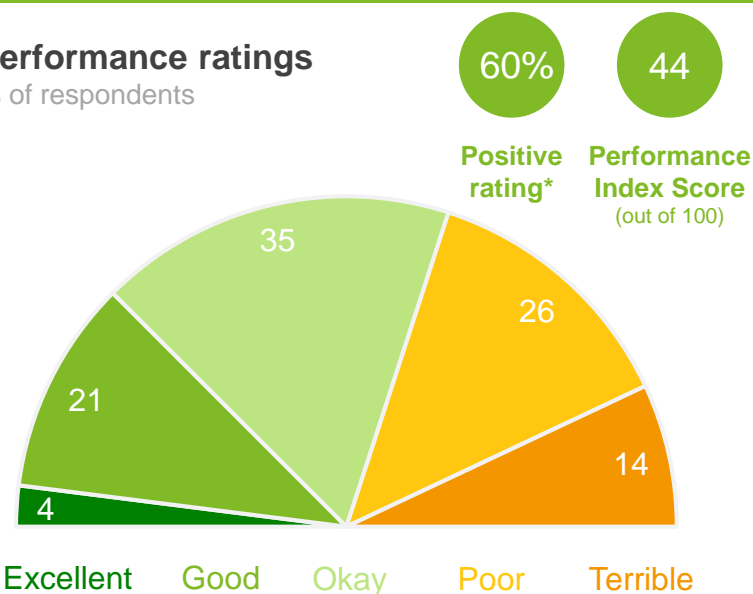
Base: All respondents, excludes 'unsure' and 'no response' (n = 1894).

\* Positive Rating = okay + good + excellent

# Planning and building approvals

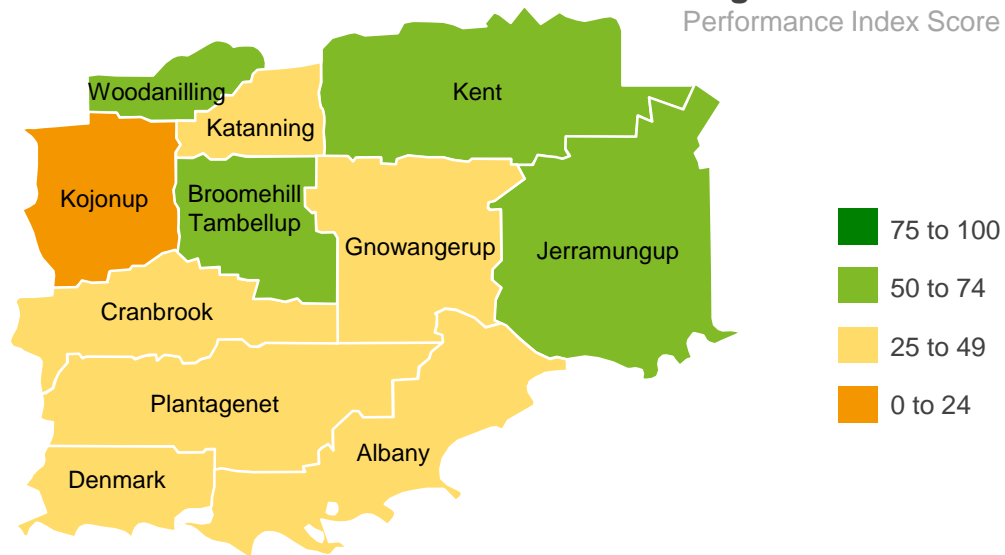
## Performance ratings

% of respondents



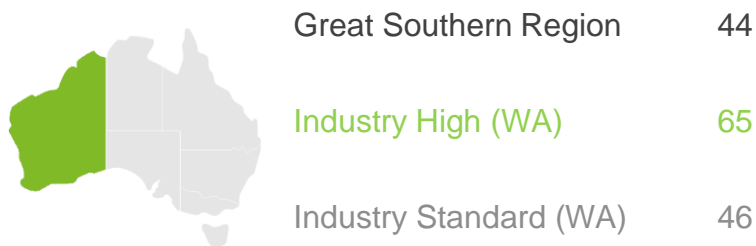
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
44	43	50	43	45	44	40	45	45	45	38	46	46	43	37	45	42	44

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1717).

\* Positive Rating = okay + good + excellent

# Access to housing that meets your needs

## Performance ratings

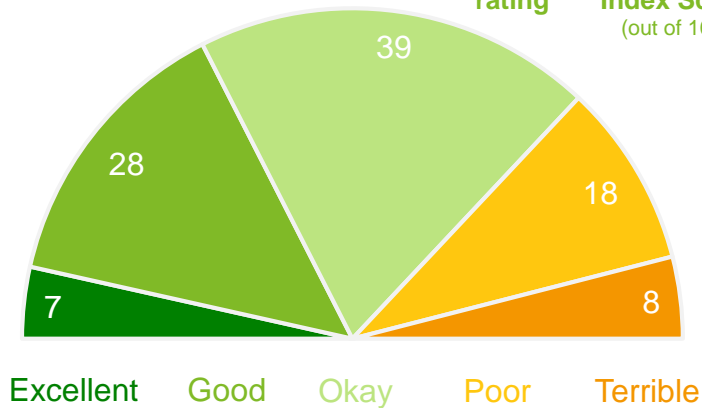
% of respondents

74%

52

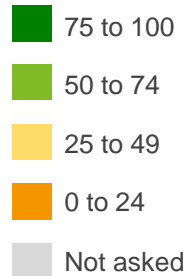
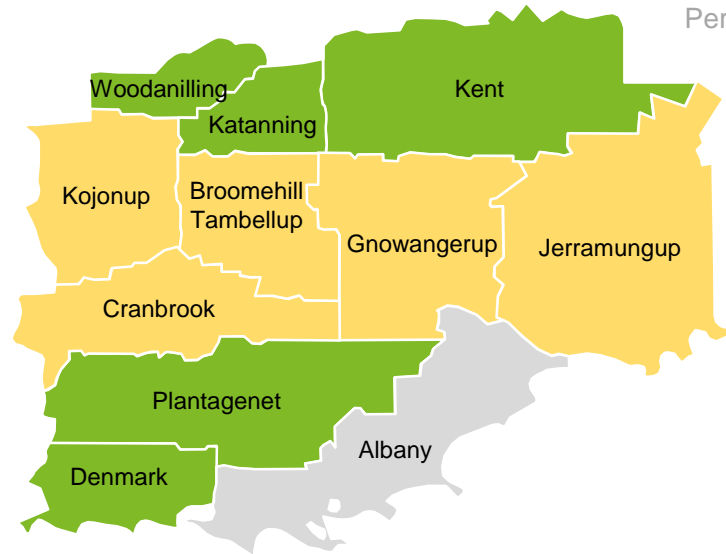
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 52

Industry High (WA) 68

Industry Standard (WA) 57

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
52	53	49	53	52	53	52	49	49	49	54	50	54	47	41	43	52	53

Q. How would you rate performance in the following areas?

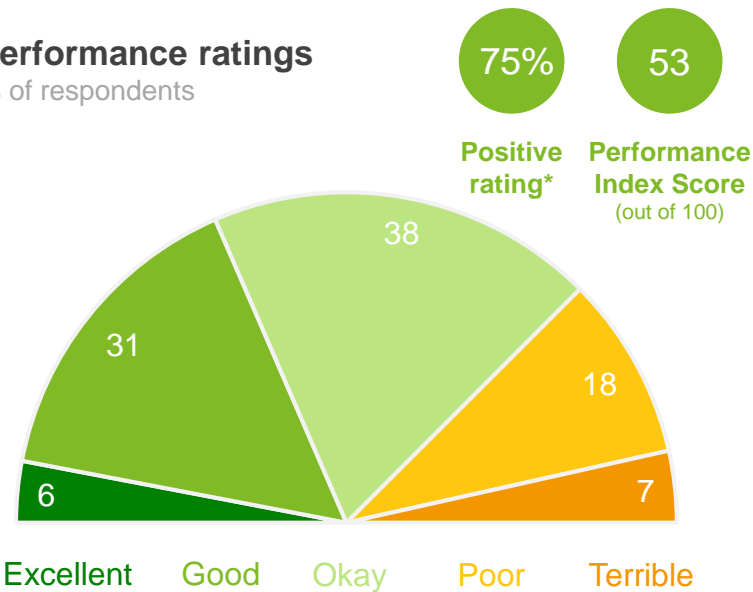
Base: All respondents, excludes 'unsure' and 'no response' (n = 625).

\* Positive Rating = okay + good + excellent

# Streetscapes

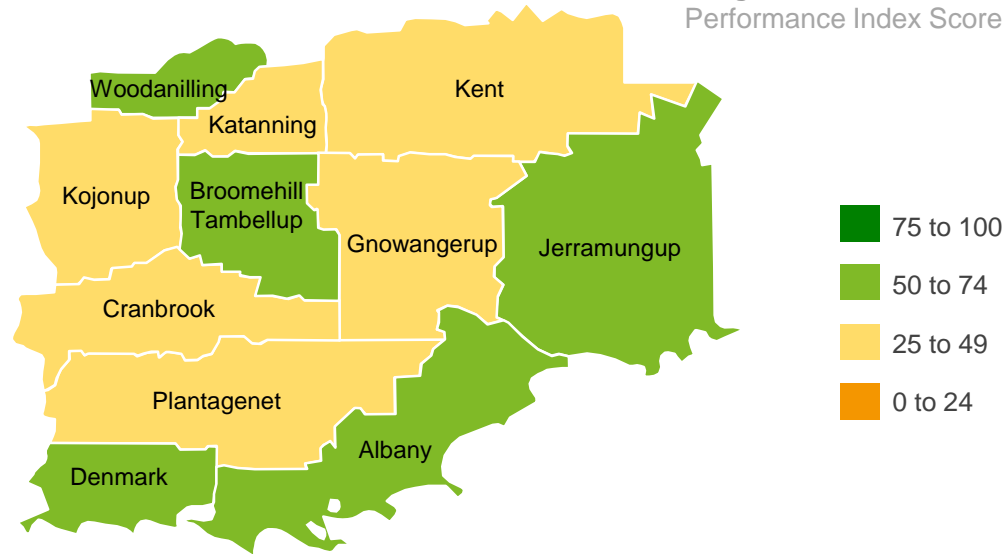
## Performance ratings

% of respondents



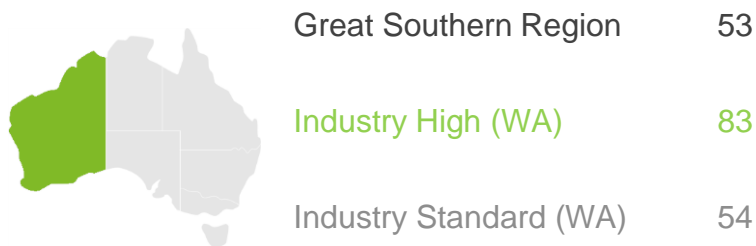
## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
53	53	51	54	52	54	52	52	54	49	54	51	54	47	43	49	52	53

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2096).

\* Positive Rating = okay + good + excellent

# Lighting of streets and public places

## Performance ratings

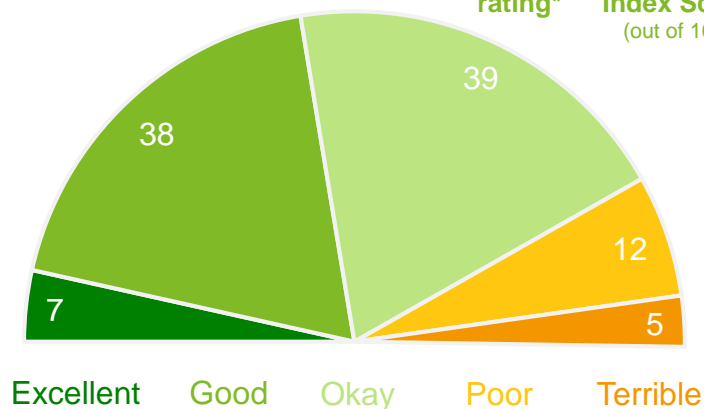
% of respondents

84%

57

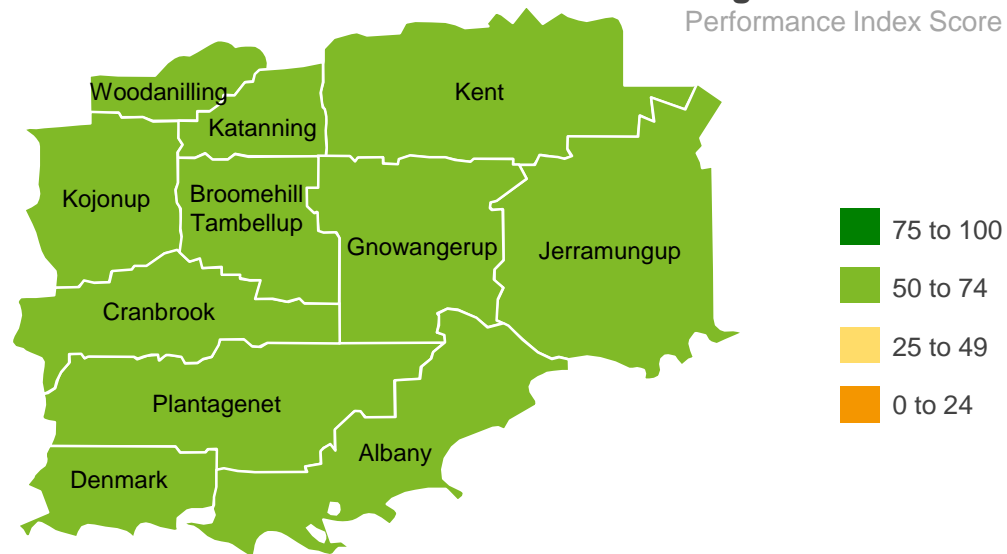
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 57

Industry High (WA) 65

Industry Standard (WA) 56

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
57	57	56	60	55	57	60	57	56	56	60	55	58	55	51	61	58	57

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2108).

\* Positive Rating = okay + good + excellent



# Building and maintaining local roads

## Performance ratings

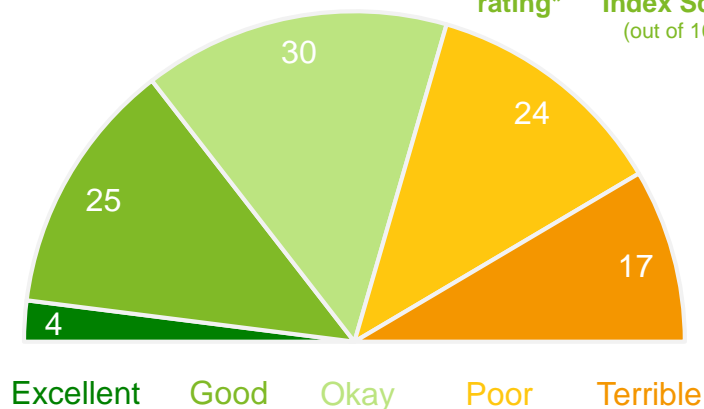
% of respondents

59%

44

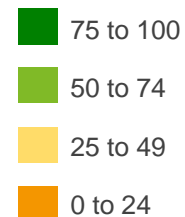
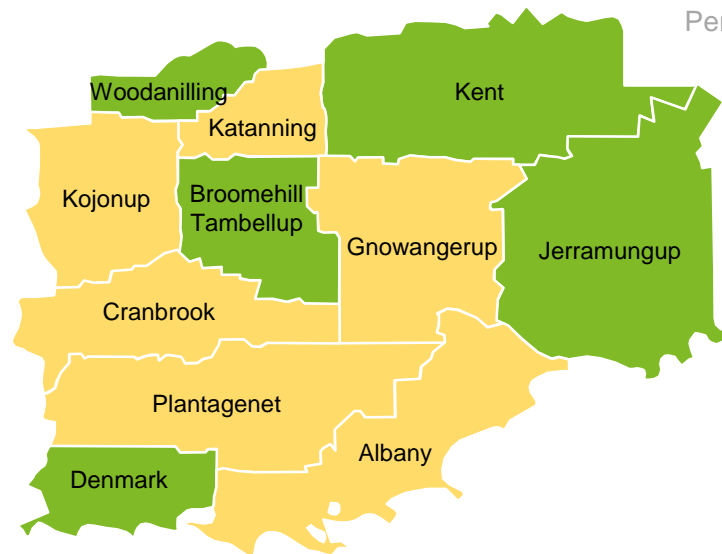
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 44

Industry High (WA) 80

Industry Standard (WA) 53

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
44	44	44	45	43	45	44	43	42	40	42	42	46	40	33	44	42	44

Q. How would you rate performance in the following areas?

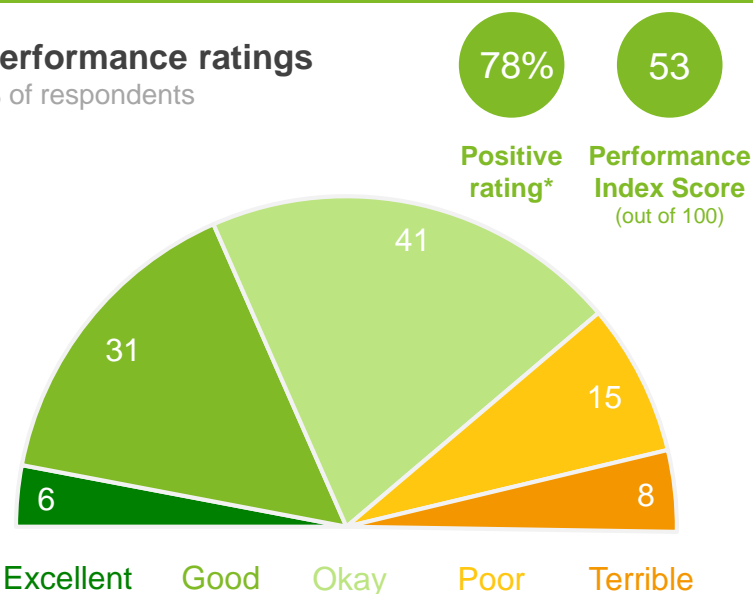
Base: All respondents, excludes 'unsure' and 'no response' (n = 2169).

\* Positive Rating = okay + good + excellent

# Traffic management on local roads

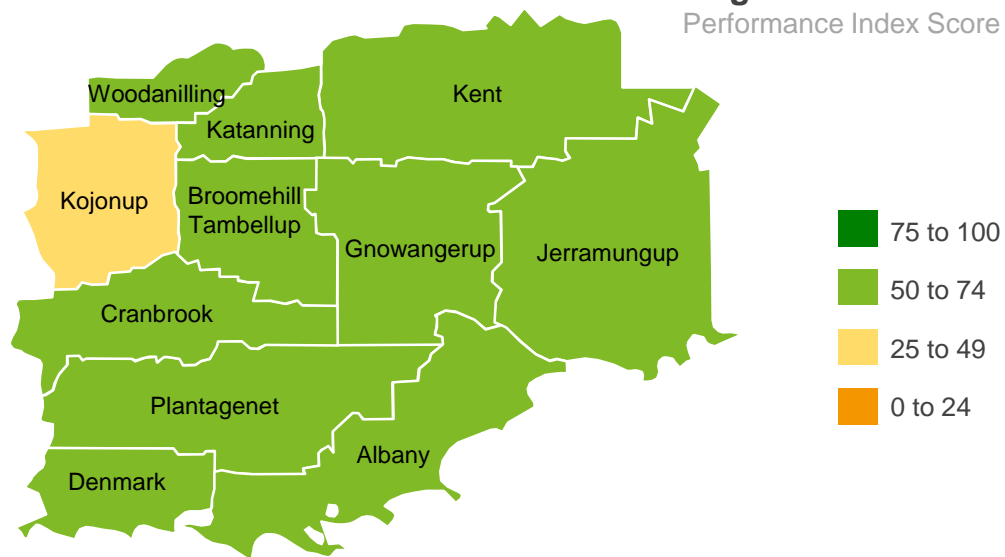
## Performance ratings

% of respondents



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 53

Industry High (WA) 67

Industry Standard (WA) 55

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
53	53	52	52	54	53	59	53	51	50	58	51	53	49	42	52	53	53

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2112).

\* Positive Rating = okay + good + excellent

# Footpaths, trails and cycleways

## Performance ratings

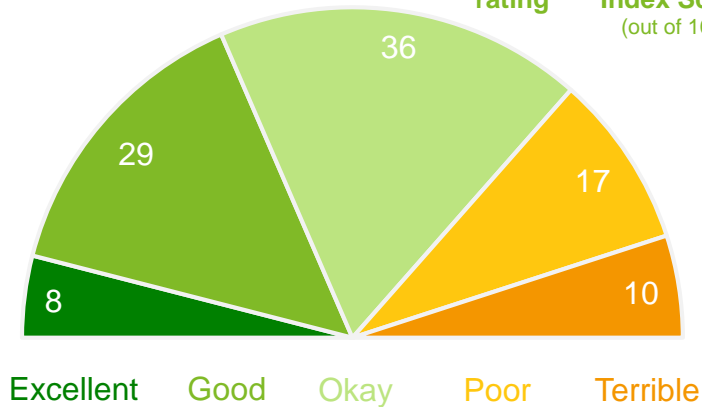
% of respondents

73%

52

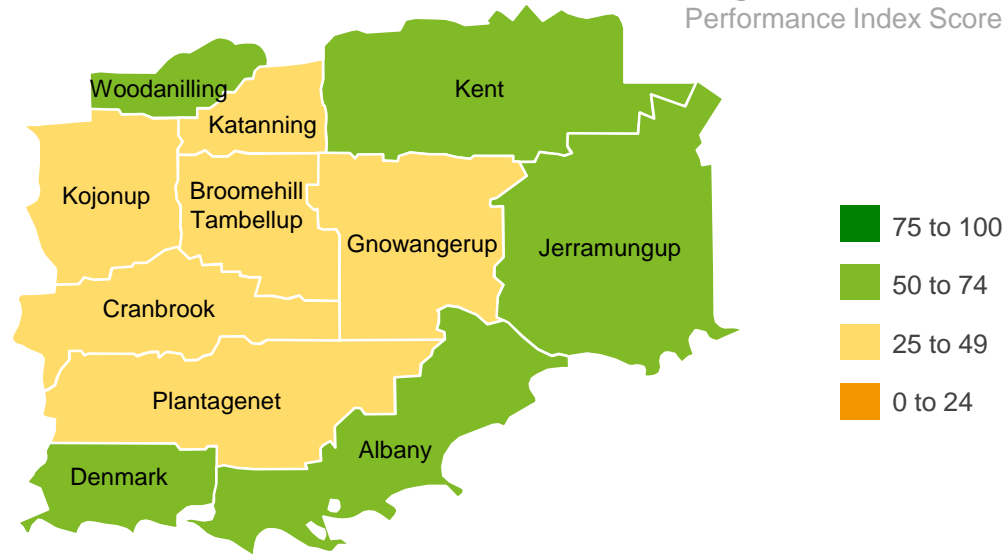
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Regional variances

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Great Southern Region 52

Industry High (WA) 71

Industry Standard (WA) 53

## Demographic variances

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
52	52	51	53	51	53	49	50	51	49	51	50	54	45	45	58	51	52

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2121).

\* Positive Rating = okay + good + excellent

# Overview of Community Variances

# Summary of community variances

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
Place to live	79	80	73	80	78	80	77	79	78	75	76	78	81	78	66	78	77	79
Place to visit	76	77	72	78	75	77	73	75	76	73	77	74	78	74	70	80	72	78
Governing organisation	54	54	57	53	55	55	51	55	54	48	48	55	56	50	49	51	52	54
Value for money	41	40	42	40	42	44	31	38	40	38	28	41	46	39	34	37	41	40
Council's leadership	49	49	54	49	50	50	48	48	50	44	46	48	52	45	35	39	47	49
Community advocacy	48	48	52	49	49	50	47	47	49	46	43	49	51	45	33	52	48	49
Regional partners	56	56	55	56	56	59	51	52	54	54	48	55	59	52	36	55	58	54
Transparency	44	44	46	44	44	45	43	42	43	39	42	44	45	38	25	39	44	43
Innovation	51	50	56	52	51	54	48	47	51	49	46	51	54	48	35	54	51	52
Community consultation	44	44	49	45	44	45	45	42	43	41	46	44	45	38	28	44	45	44
Informing the community	52	51	56	51	53	53	50	51	48	46	49	51	54	47	36	49	52	51
Website	57	57	59	56	58	58	55	54	56	54	54	56	58	52	53	68	57	57
Social media	50	49	54	50	51	52	50	50	51	45	52	51	50	41	51	66	49	52
Customer service	64	64	67	64	65	65	61	65	65	61	61	63	66	62	55	74	66	63
Conservation	56	55	59	57	56	56	59	57	55	49	58	56	56	51	50	54	54	58
Sustainable practices	55	55	59	55	55	56	57	56	53	50	55	56	55	52	47	58	52	56
Climate change	50	50	53	51	51	52	47	52	49	48	47	52	52	49	46	54	47	52
Waste reduction	56	56	58	57	55	58	55	52	54	52	54	55	58	52	53	60	51	58
Waste collections	63	63	60	65	61	66	58	53	56	59	61	59	67	62	58	69	55	65
Animal and pest control	49	47	56	50	48	51	48	45	46	47	49	46	52	48	30	46	48	50
Natural disaster management	58	58	64	58	59	60	56	60	55	55	55	58	61	57	53	69	55	60
Economic development	40	40	45	40	41	41	40	40	41	38	40	38	43	35	26	40	39	41
Agricultural development	48	47	53	48	48	49	47	46	49	46	51	47	48	45	40	51	45	49
Tourism	55	56	54	56	56	56	56	56	54	53	59	54	55	53	44	54	52	56
Town centre development	49	49	48	50	49	49	56	50	48	44	53	49	48	43	38	52	48	50
Goods and services	50	49	50	51	48	50	49	49	50	45	49	49	51	47	38	49	49	50
Education and training	56	56	55	57	54	56	59	54	52	51	58	51	59	52	50	61	52	57

# Summary of community variances

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	Born Overseas / LOTE	Farm / Rural	Town
Families and children services	60	60	58	62	58	63	60	59	55	52	59	57	62	54	52	67	58	60
Youth services	48	48	43	51	44	52	45	40	40	42	45	43	53	41	37	51	44	49
Seniors services	58	58	55	59	57	58	59	59	58	56	61	57	58	50	51	66	54	59
Disability access	52	53	44	55	49	53	52	49	51	51	51	52	53	45	45	67	50	53
Health and community services	59	59	54	60	58	61	60	56	55	54	58	56	62	52	55	62	56	60
Buildings, halls and toilets	60	60	59	61	60	61	64	62	59	58	63	59	61	55	54	61	60	61
Sport and recreation	73	73	68	74	72	75	69	67	70	66	73	69	76	71	65	78	70	73
Playgrounds and parks	69	69	64	71	67	71	67	65	66	65	67	67	71	65	61	70	68	69
Health and wellbeing	57	57	55	57	57	59	56	54	52	54	58	54	59	54	49	63	54	58
Safety and security	59	59	59	60	59	59	64	61	59	51	64	56	59	52	47	61	59	59
Library and information	74	74	75	73	76	75	74	74	74	72	74	73	76	73	69	80	72	75
Festivals, events, art & culture	66	66	65	66	67	68	66	67	62	64	63	65	69	64	56	67	63	67
History & heritage	66	66	63	65	68	67	68	69	65	61	69	65	66	62	59	74	63	67
Aboriginal heritage	61	61	57	61	61	61	63	61	56	57	66	58	61	56	38	63	59	61
Character and identity	63	63	60	63	62	63	63	64	62	58	66	62	62	57	56	61	59	64
Growth and development	50	49	55	50	51	50	49	52	52	46	50	50	50	46	39	51	49	50
Planning and building	44	43	50	43	45	44	40	45	45	45	38	46	46	43	37	45	42	44
Access to housing	52	53	49	53	52	53	52	49	49	49	54	50	54	47	41	43	52	53
Streetscapes	53	53	51	54	52	54	52	52	54	49	54	51	54	47	43	49	52	53
Street lighting	57	57	56	60	55	57	60	57	56	56	60	55	58	55	51	61	58	57
Road maintenance	44	44	44	45	43	45	44	43	42	40	42	42	46	40	33	44	42	44
Traffic management	53	53	52	52	54	53	59	53	51	50	58	51	53	49	42	52	53	53
Footpaths and cycleways	52	52	51	53	51	53	49	50	51	49	51	50	54	45	45	58	51	52

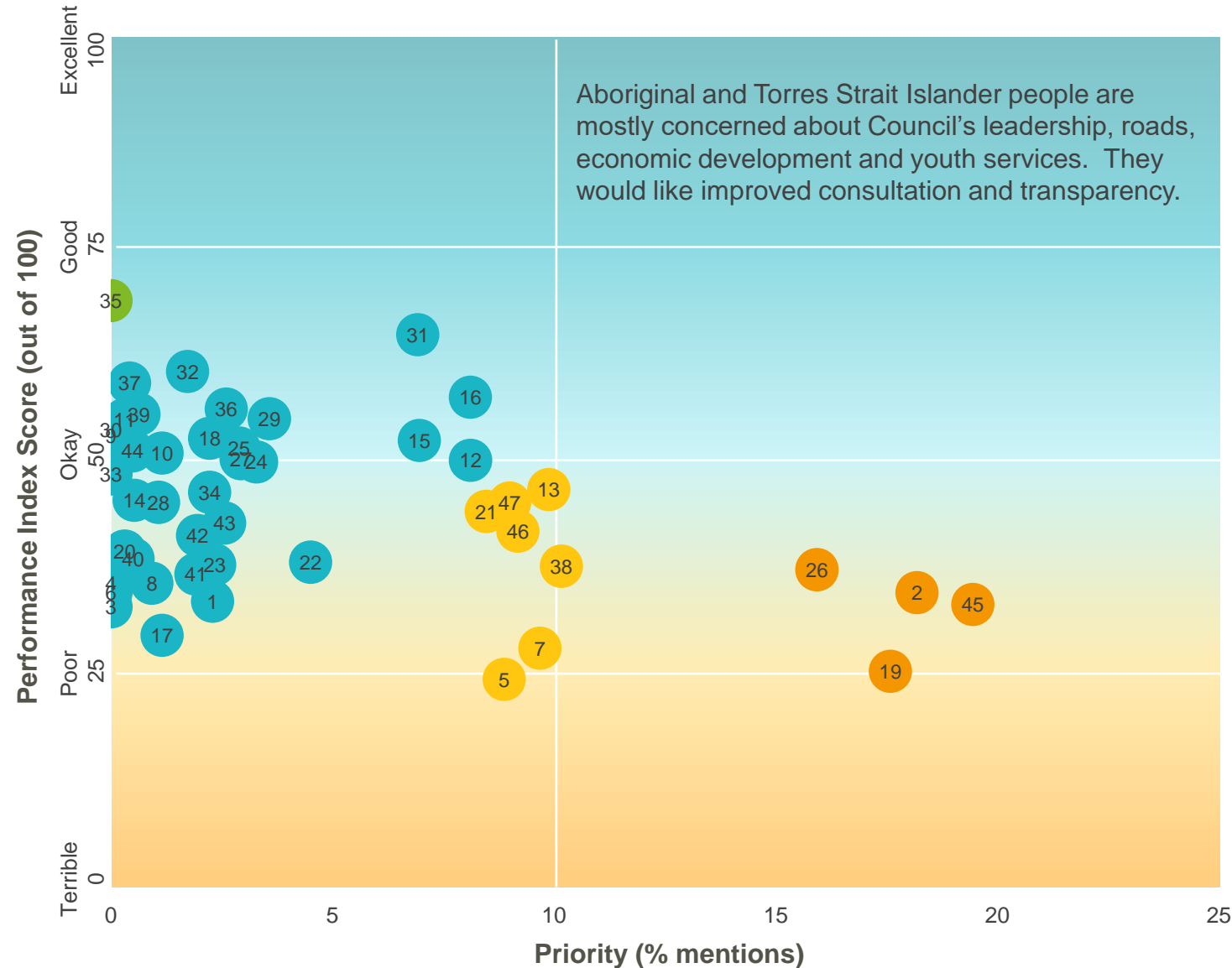
# Community priorities among Aboriginal and Torres Strait Islander people

# MARKYT Community Priorities Window™

Among Aboriginal and Torres Strait Islander people

- 1 Value for money
- 2 Council's leadership
- 3 Community advocacy
- 4 Regional partners
- 5 Transparency
- 6 Innovation
- 7 Community consultation
- 8 Informing the community
- 9 Website
- 10 Social media
- 11 Customer service
- 12 Conservation
- 13 Sustainable practices
- 14 Climate change
- 15 Waste reduction
- 16 Waste collections
- 17 Animal and pest control
- 18 Natural disaster management
- 19 Economic development
- 20 Agricultural development
- 21 Tourism
- 22 Town centre development
- 23 Goods and services
- 24 Education and training
- 25 Families and children services
- 26 Youth services
- 27 Seniors services
- 28 Disability access
- 29 Health and community services
- 30 Buildings, halls and toilets
- 31 Sport and recreation
- 32 Playgrounds and parks
- 33 Health and wellbeing
- 34 Safety and security
- 35 Library and information
- 36 Festivals, events, art & culture
- 37 History & heritage
- 38 Aboriginal heritage
- 39 Character and identity
- 40 Growth and development
- 41 Planning and building
- 42 Access to housing
- 43 Streetscapes
- 44 Street lighting
- 45 Road maintenance
- 46 Traffic management
- 47 Footpaths and cycleways

Aboriginal and Torres Strait Islander people are mostly concerned about Council's leadership, roads, economic development and youth services. They would like improved consultation and transparency.



Q. How would you rate performance in the following areas? Base: ATSI people, excludes unsure and no response. (n=varies)

Q. Which areas would you most like the [COUNCIL] to focus on improving? Base: ATSI people, excludes no response (n = 63)





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