



MARKYT Community Scorecard ©

Prepared for: Shire of Esperance

Prepared by: CATALYSE[®] Pty Ltd ©

May 2021

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MARKYT 

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Strategic overview

Vision



36

% agree

2% points above Industry Average and up 15 index points from 2019

Liveability

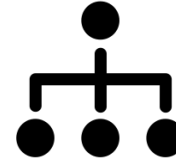


81

Performance Index Score

6 index points above Industry Average and up 5 index points from 2019

Governance



59

Performance Index Score

3 index points above Industry Average and up 20 index points from 2019

Rates Value



48

Performance Index Score

4 index points above Industry Average and up 16 index points from 2019

Strengths

Highest scores

- Place to visit
- Place to live
- Shire's response to COVID-19

Most improved

- Council's leadership
- Embracing technology and innovation
- Governing organisation
- Consultation
- Sport and recreation facilities and services

Relative to MARKYT® Industry Standards

- Place to visit
- Footpaths, trails and cycleways

Priorities



Economic development and job creation



Building and maintaining local roads



Tourism attractions and marketing



Community safety and crime prevention



Development and activation of the town centre



Streetscapes, trees and verges



Managing responsible growth and development



Planning and building approvals

Approach

Purpose



Department of
**Local Government, Sport
and Cultural Industries**

GOVERNMENT OF
WESTERN AUSTRALIA

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

MARKYT Community Scorecard

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

- Support a review of the Strategic Community Plan and Corporate Business Plan
- Assess performance against Shire objectives and key performance indicators (KPIs)
- Determine community priorities
- Benchmark performance



The Study

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

Scorecard invitations were sent to all households and post office boxes within the Shire of Esperance. The Shire of Esperance provided supporting promotions through its communication channels.

The scorecard was open from 15 March to 2 April 2021.

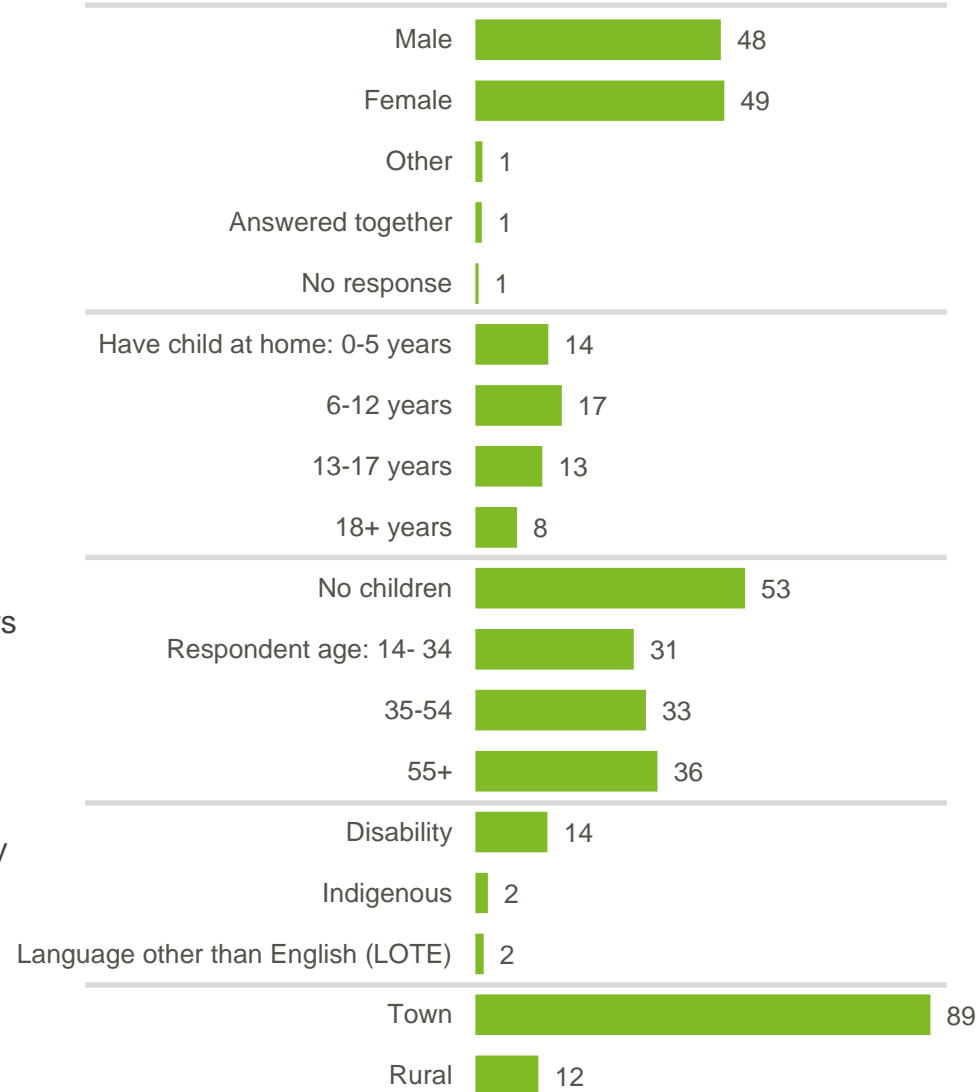
The scorecard was completed by **900 community members** with various connections to the Shire of Esperance, including:

- 865 local residents
- 157 local business owners or managers
- 152 community organisation managers/committee members
- 33 Elected Members and Shire employees

The main body of this report shows responses from local residents, excluding residents who are elected members or Shire employees. Local resident responses were weighted by age and gender to match the ABS Census population profile.

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

% of local resident respondents (weighted)



MARKYT Industry Standards

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

Metropolitan



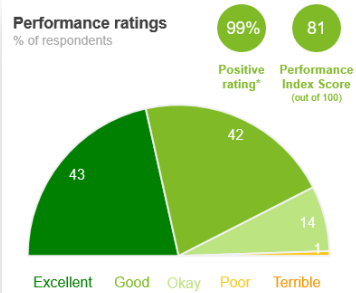
Regional



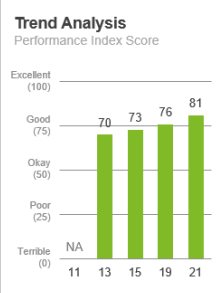
How to read the following charts

Performance Ratings

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



Trend analysis shows how performance varies over time.



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

Council Score is the Council's performance index score.

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

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

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

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

Variations across the community

| Local resident variances | | | | | | | | | | | | | Other groups | | | | | |
|--------------------------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------------|------|-------|----------------|-----------------|-----------------------|
| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
| 81 | 80 | 83 | 83 | 81 | 81 | 83 | 80 | 80 | 79 | 85 | 77 | 73 | 72 | 82 | 76 | 84 | 88 | 80 |

Local resident variances shows how results vary between residential segments based on the Performance Index Score

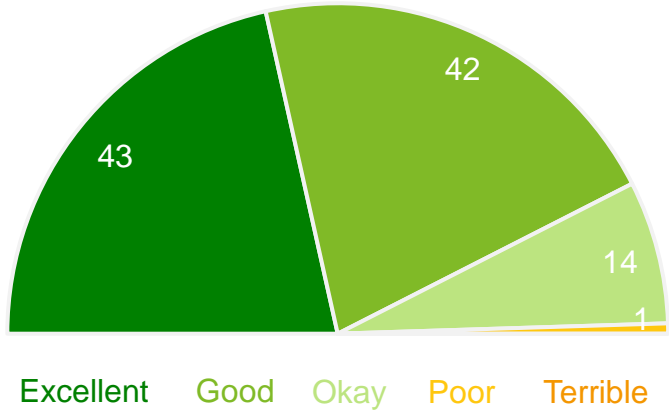
Other groups shows how results compare to residents.

Overall Performance

Place to live

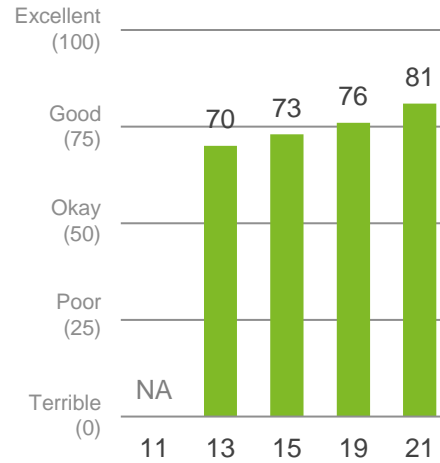
Performance ratings

% of respondents



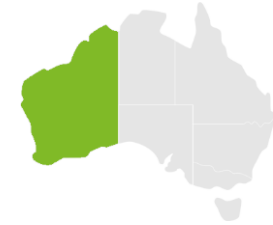
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 81 |
| Industry High | 90 |
| Industry Average | 75 |

Variations across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 81 | 80 | 83 | 83 | 81 | 81 | 83 | 80 | 80 | 79 | 85 | 77 | 73 | 72 | 82 | 76 |

Other groups

| | |
|-----------------------|----|
| Local business | 84 |
| Community group | 88 |
| Shire EMs / employees | 80 |

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

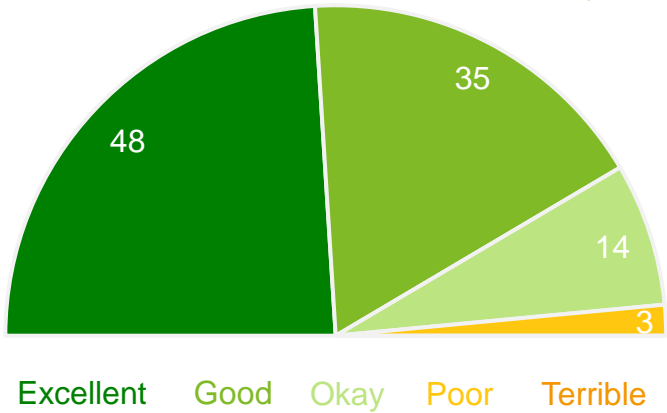
Base: All respondents, excludes 'unsure' and 'no response' (n = 859). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Place to visit

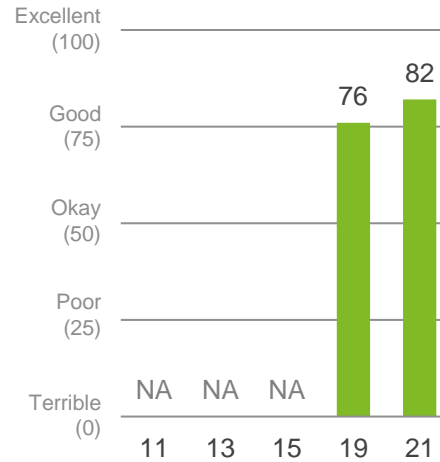
Performance ratings

% of respondents



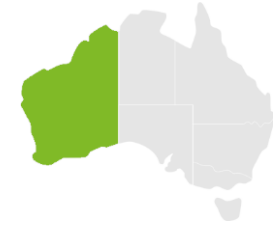
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 82 |
| Industry High | 88 |
| Industry Average | 68 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 82 | 80 | 84 | 84 | 76 | 83 | 80 | 80 | 81 | 79 | 85 | 80 | 77 | 85 | 83 | 79 | 84 | 86 | 83 |

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

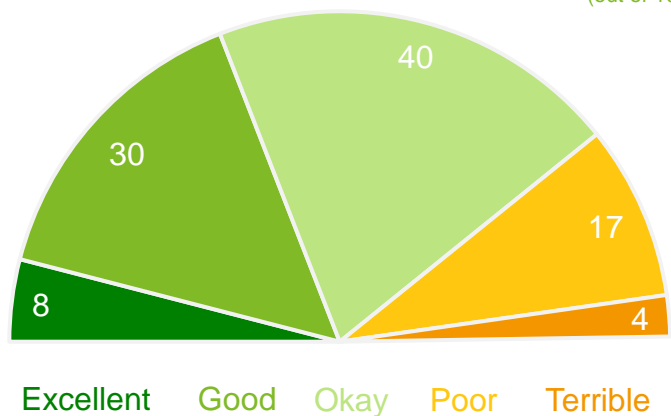
Base: All respondents, excludes 'unsure' and 'no response' (n = 847). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Place to own or operate a business

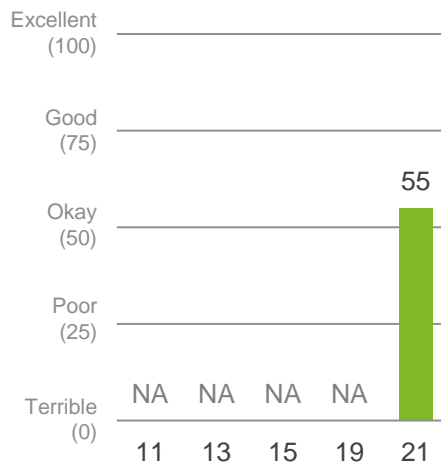
Performance ratings

% of respondents



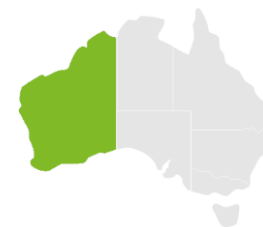
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 55 |
| Industry High | 68 |
| Industry Average | 62 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 55 | 53 | 57 | 57 | 49 | 54 | 57 | 56 | 52 | 54 | 60 | 51 | 45 | 38 | 55 | 59 |

Other groups

| | |
|-----------------------|----|
| Local business | 68 |
| Community group | 62 |
| Shire EMs / employees | 57 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 683). * Positive Rating = excellent, good + okay

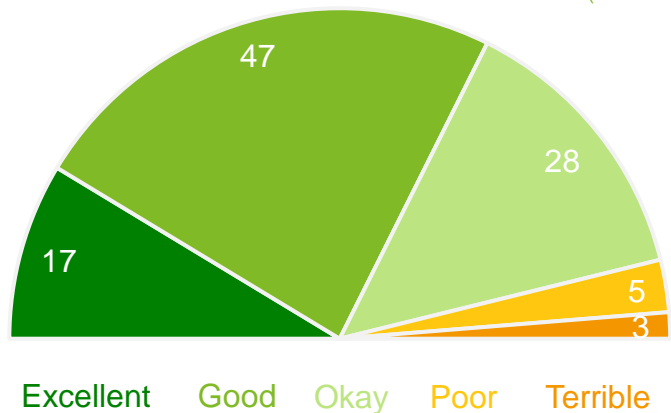
Small base size (<20 respondents)

Place to own or operate a business

Base: businesses only

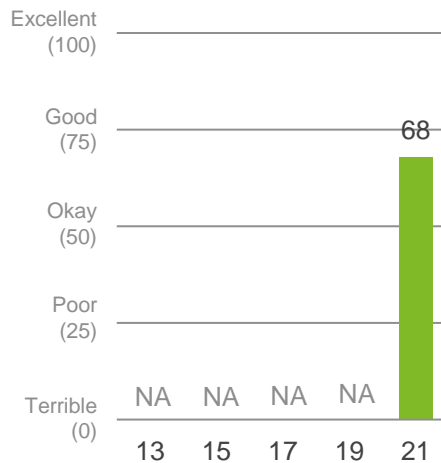
Performance ratings

% of respondents



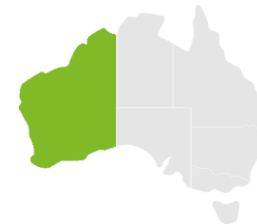
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 68 |
| Industry High | 77 |
| Industry Average | 70 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 68 | - | - |

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

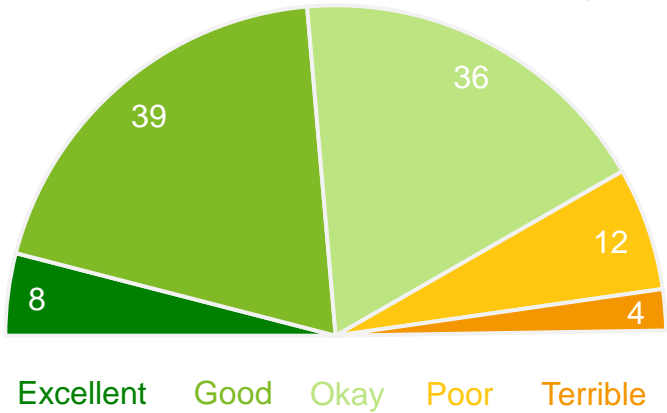
Base: All respondents, excludes 'unsure' and 'no response' (n = 156). * Positive Rating = excellent, good + okay

^ Small sample size (<20 respondents)

Shire of Esperance as the organisation that governs the local area

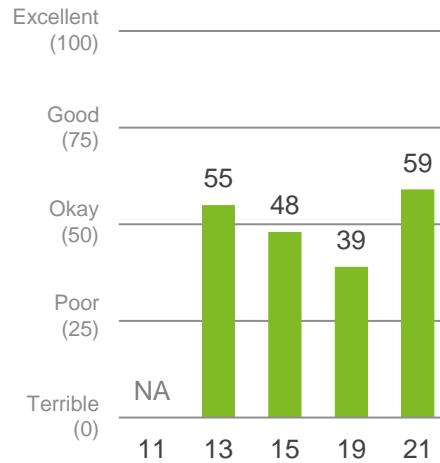
Performance ratings

% of respondents



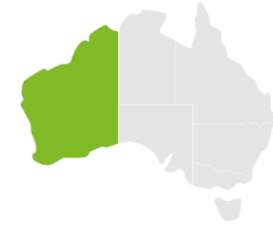
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 59 |
| Industry High | 70 |
| Industry Average | 56 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 59 | 56 | 63 | 60 | 59 | 62 | 62 | 53 | 58 | 56 | 63 | 55 | 48 | 41 | 59 | 57 | 60 | 65 | 72 |

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

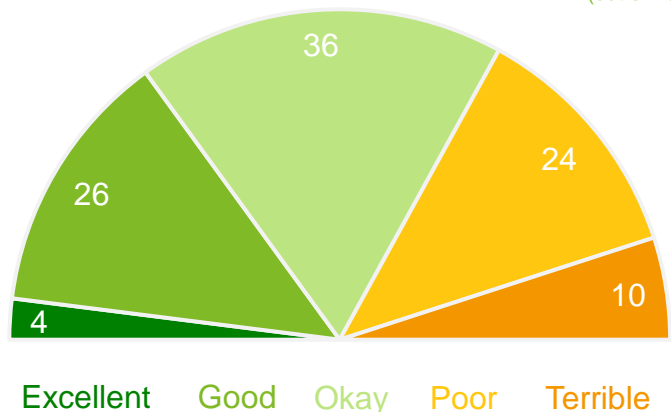
Base: All respondents, excludes 'unsure' and 'no response' (n = 843). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Value for money from Council rates

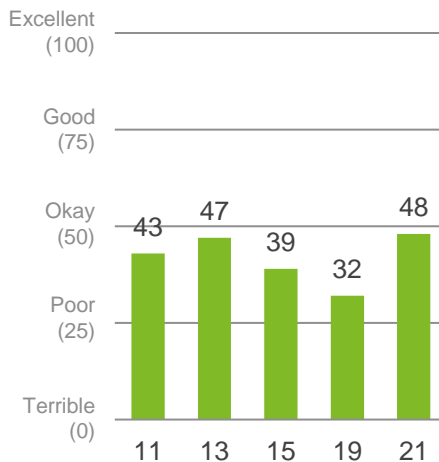
Performance ratings

% of respondents



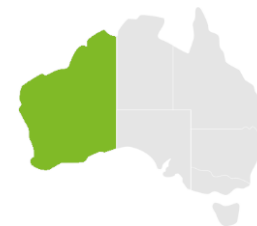
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 48 |
| Industry High | 63 |
| Industry Average | 44 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 48 | 45 | 51 | 50 | 45 | 48 | 48 | 41 | 47 | 43 | 53 | 42 | 37 | 27 | 48 | 49 | 49 | 56 | 64 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 758). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

MARKYT  industry comparisons


Overall Performance | industry comparisons

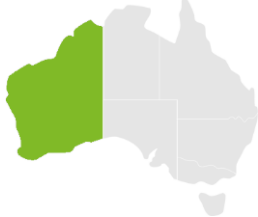
The 'Overall Performance Index Score' is a combined measure of the Shire of Esperance as a 'place to live' and as a 'governing organisation'. The Shire of Esperance's overall performance index score is 70 out of 100, 4 index points above the industry average for WA and an improvement of 12 index points over the past two years.

Overall Performance Index Score

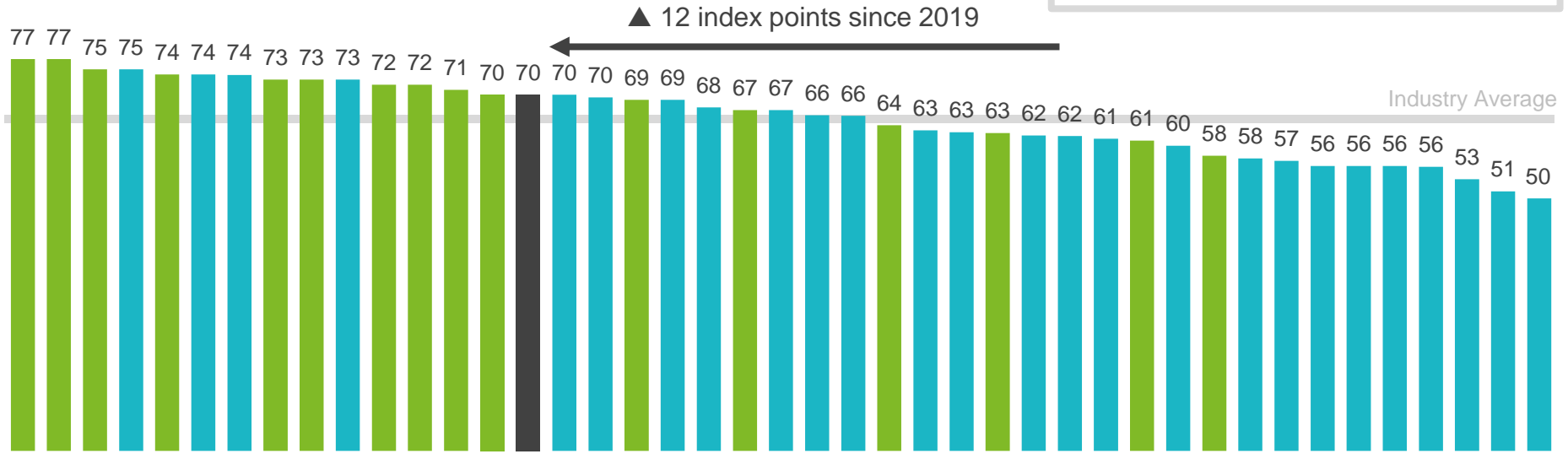
average of 'place to live' and 'governing organisation'

- Shire of Esperance
- Metropolitan Councils
- Regional Councils

MARKYT  **Industry Standards**
Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 70 |
| Industry High | 77 |
| Industry Average | 66 |



How to read the MARKYT Benchmark Matrix

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

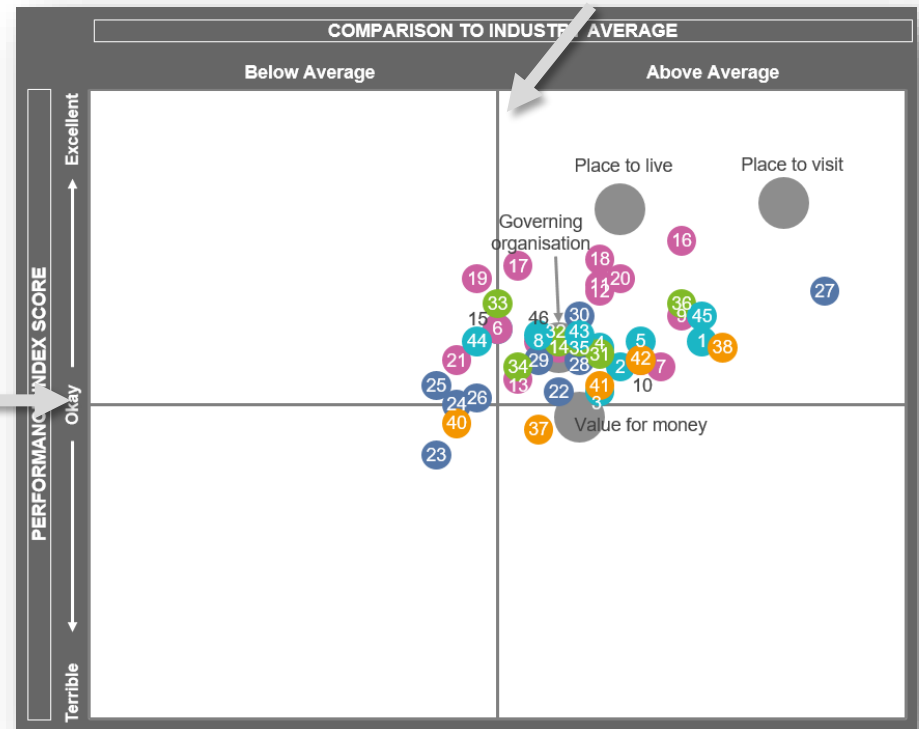
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

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

Services are grouped in five areas:

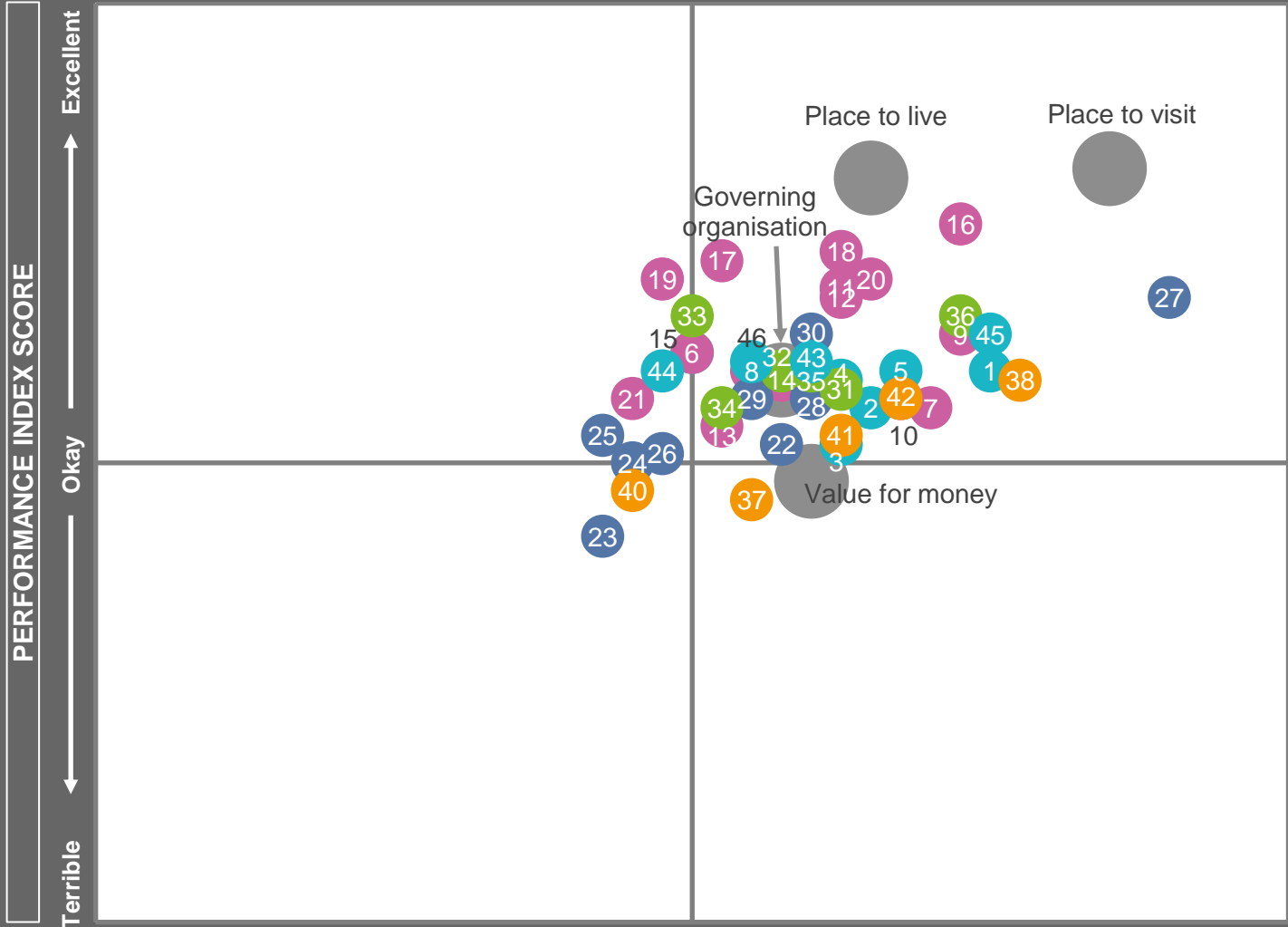
- Governance
- Community
- Place
- Planet
- Economy

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



MARKYT Benchmark Matrix

COMPARISON TO INDUSTRY AVERAGE



- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 How the community is consulted
- 4 How the community is informed
- 5 Embracing technology and innovation
- 6 Customer service
- 7 Youth services
- 8 Families and children services
- 9 Seniors services
- 10 Disability access and inclusion
- 11 Aboriginal cultures and heritage
- 12 Volunteer support and recognition
- 13 Safety and crime prevention
- 14 Health and community services
- 15 Community buildings and halls
- 16 Sport and recreation
- 17 Bay of Isles Leisure Centre
- 18 Playgrounds, parks and reserves
- 19 Library and information
- 20 Festivals, events, art and cultural
- 21 Local history preservation
- 22 Responsible growth and development
- 23 Planning and building approvals
- 24 Local road maintenance
- 25 Traffic management
- 26 Parking management
- 27 Footpaths, trails and cycleways
- 28 Streetscapes, trees and verges
- 29 Lighting of streets and public places
- 30 Boat ramps and jetties
- 31 Sustainability and climate change
- 32 Conservation and environment
- 33 Waste collection services
- 34 Animal management
- 35 Food, health, noise and pollution
- 36 Emergency management
- 37 Economic development
- 38 Tourism attractions and marketing
- 39 Community benefit from events
- 40 Town centre development, activation
- 41 Access to goods and services
- 42 Access to education and training
- 43 Shire's website
- 44 Shire eNewsletters
- 45 Social media presence
- 46 Council Connections in Esperance Tide

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

The Shire of Esperance is leading the industry in 2 areas:

- Volunteer support and recognition
- Footpaths, trails and cycleways



MARKYT  community trends

The MARKYT® Community Trends Window shows trends in performance over the past two years.

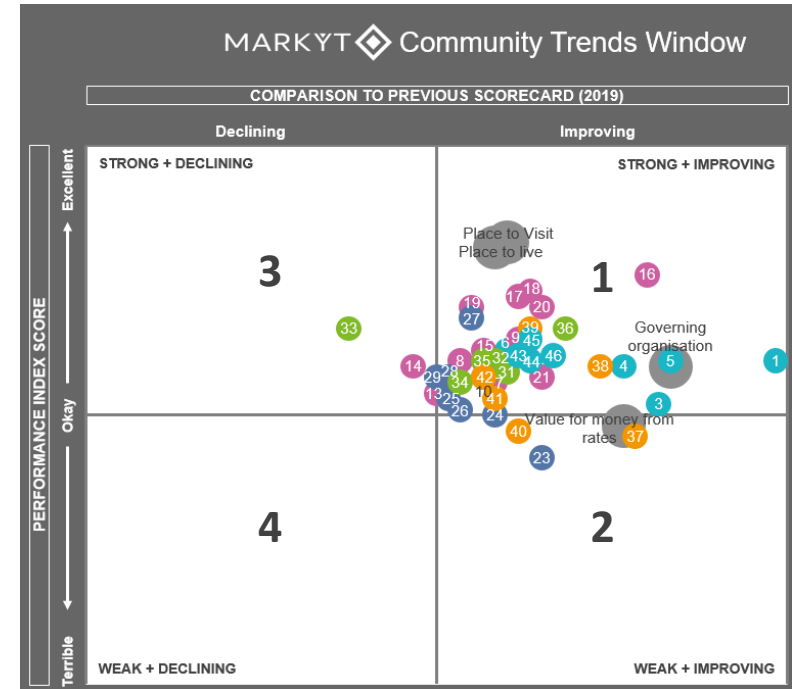
In the Shire of Esperance’s Community Trends Window, detailed overleaf, most services are ideally located in Window 1. They are higher performing areas that continue to improve. The **stand out improvers** are:

- Council’s leadership
- Governing organisation
- How the Shire embraces technology and innovation
- How the community is consulted about local issues
- Sport and recreation facilities and services

Window 2 includes lower performing areas that are improving. Celebrate progress and continue to work on areas such as:

- Economic development
- Value for money from Council rates
- Planning and building approvals
- Development and activation of the town centre

There is a need to arrest decline in higher performing areas (Window 3), such as waste collection services.



MARKYT Community Trends Window

COMPARISON TO PREVIOUS SCORECARD (2019)

PERFORMANCE INDEX SCORE

Excellent

Okay

Terrible

Declining

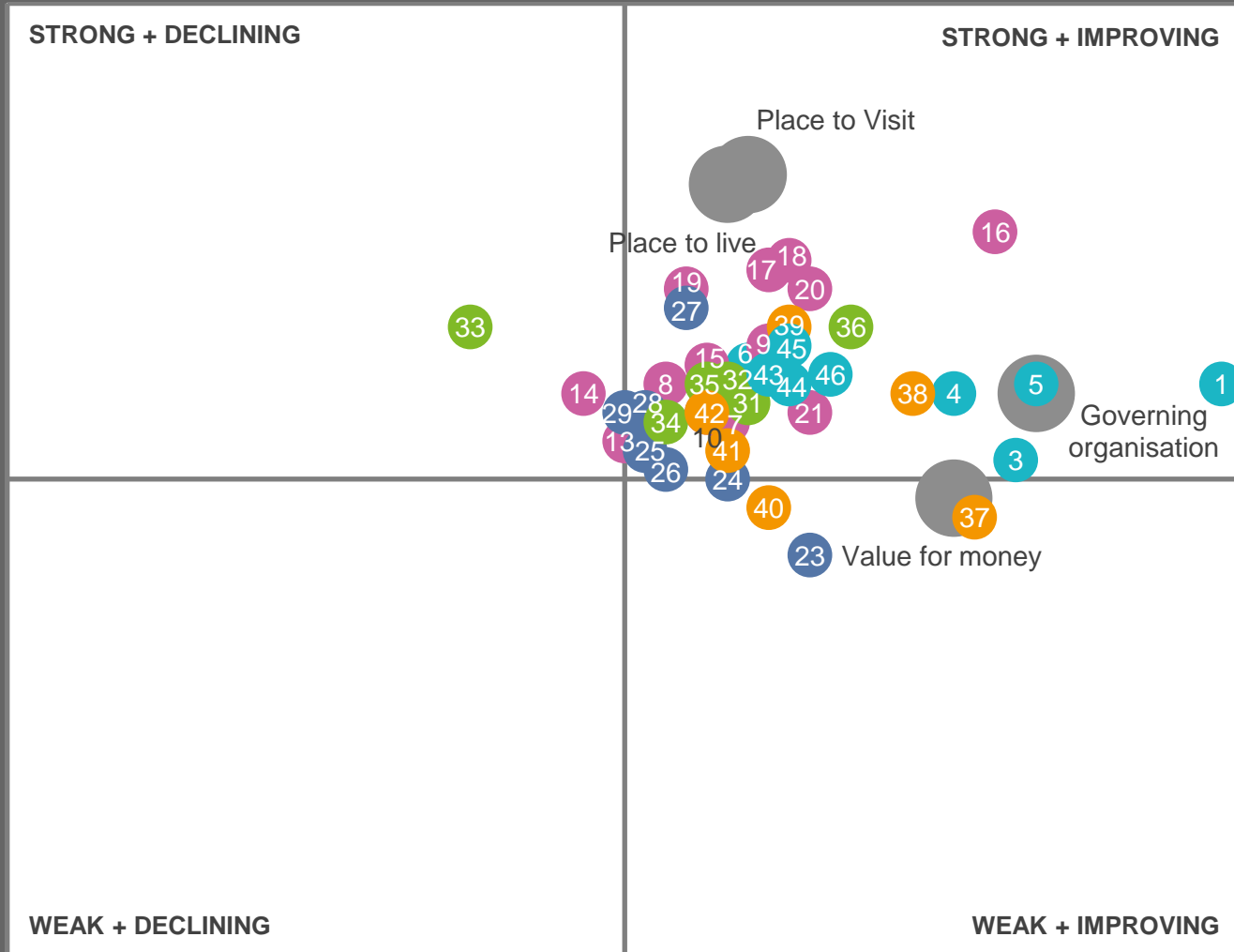
Improving

STRONG + DECLINING

STRONG + IMPROVING

WEAK + DECLINING

WEAK + IMPROVING



- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 How the community is consulted
- 4 How the community is informed
- 5 Embracing technology and innovation
- 6 Customer service
- 7 Youth services
- 8 Families and children services
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- 41 Access to goods and services
- 42 Access to education and training
- 43 Shire's website
- 44 Shire eNewsletters
- 45 Social media presence
- 46 Council Connections in Esperance Tide

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

MARKYT  community priorities

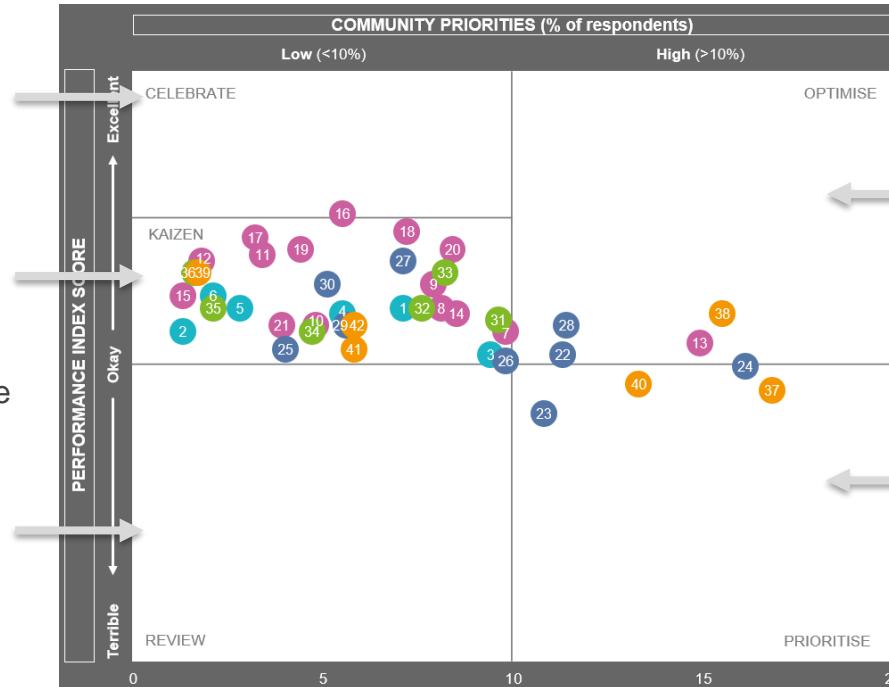
How to read the MARKYT Community Priorities

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

CELEBRATE the Shire's highest performing areas.

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

REVIEW lower performing areas.



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

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

Services are grouped in five areas:

- People
- Place
- Planet
- Prosperity
- Governance

MARKYT Community Priorities

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

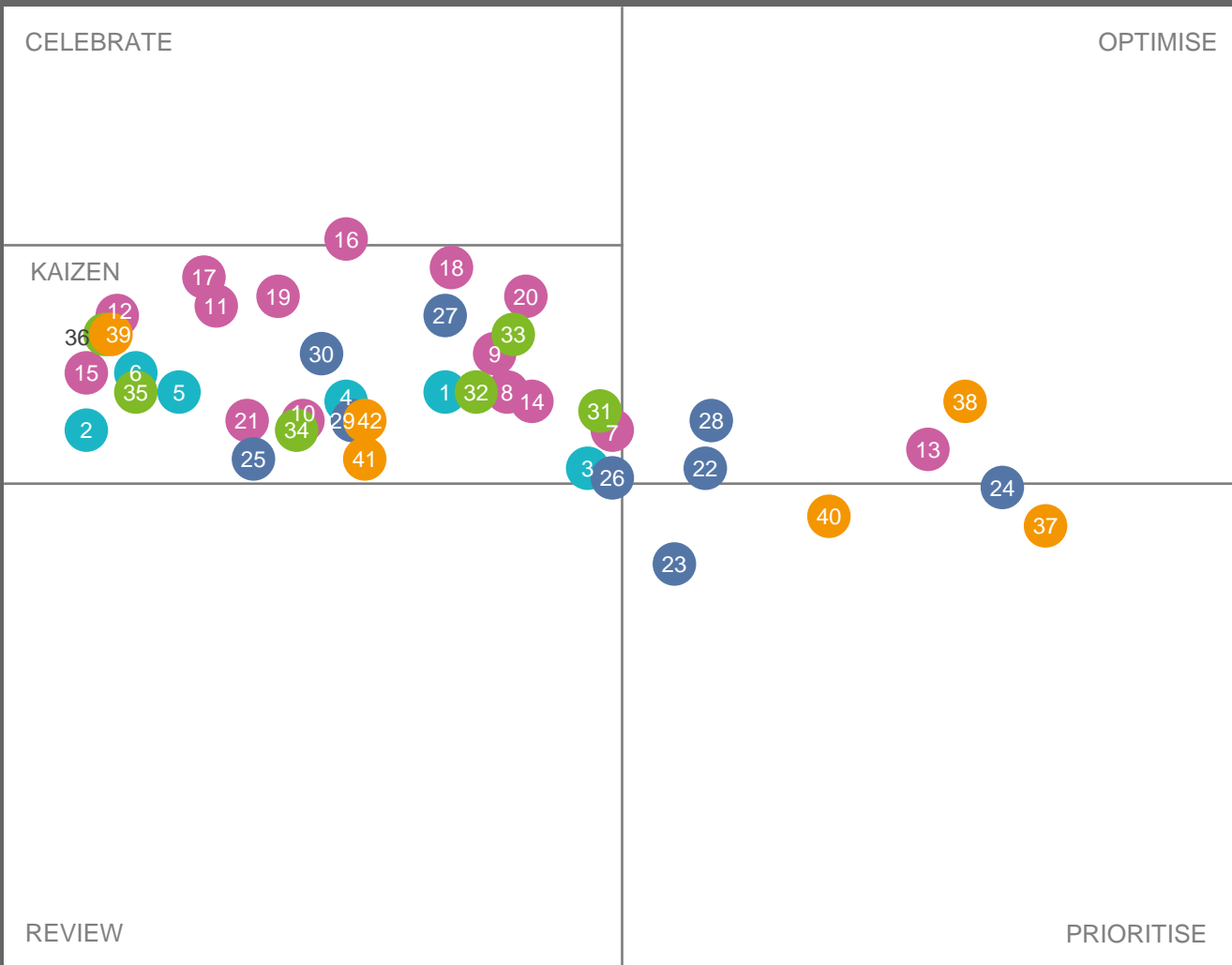
↑

PERFORMANCE INDEX SCORE

Okay

↓

Terrible



- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 How the community is consulted
- 4 How the community is informed
- 5 Embracing technology and innovation
- 6 Customer service
- 7 Youth services
- 8 Families and children services
- 9 Seniors services
- 10 Disability access and inclusion
- 11 Aboriginal cultures and heritage
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- 38 Tourism attractions and marketing
- 39 Community benefit from events
- 40 Town centre development, activation
- 41 Access to goods and services
- 42 Access to education and training

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 = 828)

Challenges

- Lack of secure and diverse job opportunities in the local area.
- Not enough job opportunities for local youth. Young people are leaving town.
- Business development is being stifled by regulations and special interest groups.
- Undersupply of accommodation for workers.
- Small businesses are struggling, local shops have closed.

Community driven actions

- **Provide** reduction in red tape to encourage new businesses and development of existing local businesses.
- **Provide** engagement with local businesses to identify opportunities and develop strategies for economic growth.
- **Facilitate** more training and apprenticeship opportunities.
- **Facilitate** population growth to attract workers and new businesses (e.g. incentives for young families to move to town).
- **Facilitate** emerging industries and new businesses to be established in the area (e.g. aquaculture, mining processing, sustainable industries).
- **Facilitate** further development of established industries (e.g. agriculture, tourism, hospitality, retail).
- **Facilitate** the attraction of private investment, large industry and retail development (e.g. Coles).
- **Facilitate** affordable accommodation for workers.
- **Facilitate** development and activation of the town centre.
- **Provide** local employment through Council projects.

Challenges

- There is not enough for visitors to do when they come to Esperance.
- Local shops, restaurants, cafes and food vans are often closed when tourists want to access them.
- Lack of accommodation and camping spaces for visitors during busy periods.
- Loss of opportunities – visitors don't spend as much or stay as long as they would like to. Grey nomads could spend more money in town, backpackers could stay and work.

Community driven actions

- **Provide** promotion of the area and its attractions. Advertise all aspects of Esperance, including the beaches, town and local businesses.
- **Facilitate** the development of a more diverse range of attractions for tourists including activities (e.g. tours, events), facilities (e.g. adventure park, water park) and shopping and hospitality (e.g. food vans, cafes, bars, restaurants).
- **Advocate for** improved opening hours for shops and hospitality venues. Encourage business owners to open more over weekends, public holidays, the peak tourist period and winter and to stay open for longer in the evening.
- **Facilitate** more and improved options for accommodation including more caravan park facilities, a high-quality resort and backpacker accommodation.
- **Advocate** for cheaper airfares, holiday packages and transport for visitors.
- **Provide** leadership and engagement with local businesses to develop local tourism infrastructure and services. Reduce red tape and support development.
- **Provide** RV and campervan facilities, including cheap/free overnight parking areas, RV friendly signage and dump points. Provide an improved camping overflow area.
- **Provide** improved shower and toilet facilities for visitors.
- **Provide** improved tourist information services.

Challenges

- Town centre looks tired, old, outdated, unfinished and messy.
- Empty shops in the town centre. Rent is too high for retail spaces.
- Not enough interesting shops and attractions to bring people into town.
- Shops, restaurants and cafes are often closed when people want to visit them.

Community driven actions

- **Facilitate** updating of shop fronts in the town centre (e.g. post office) and development of unused spaces (e.g. Esperance Hotel, BP site).
- **Facilitate** redevelopment and revitalisation of the town centre including implementing the existing plan, creating a pedestrian mall on Andrew St, developing the foreshore and developing the James St precinct.
- **Provide** support to small businesses to open in the town centre and to stay open for longer, including rates incentives, less red tape and extended trading hours.
- **Advocate** on behalf of small businesses in relation to key issues (i.e. rent levels) and consider penalties for empty shop-fronts.
- **Facilitate** attraction of more hospitality venues, including some with alfresco dining.
- **Facilitate** attraction of markets, pop-up shops, arts events and busking.
- **Provide** improved streetscaping, including beautification of the new roundabout, gardens, shade, seating and tree management.
- **Provide** improved parking management. Some residents want more parking while some want reduced parking in favour of pedestrian access.
- **Provide** improved traffic management, move pedestrian crossings away from the roundabout, restrict access to Andrew St (possibly single lane).
- **Facilitate** the development of a new shopping centre or an upgrade of the existing shopping centre.

Challenges

Community driven actions

- It's thought that crime, particularly break-ins and theft, has increased in the community.
- Issues related to drug activity and dependence.
- Vandalism, antisocial behaviour, violence and hooning.
- A feeling of vulnerability in the local community.

- **Provide** more CCTV in crime hot-spots, around the town centre and in residential areas.
- **Advocate** for a greater Police presence in town, especially at night.
- **Partner** with local Police to lobby for more support and resources e.g. a local 24hr Police station to reduce reliance on the Kalgoorlie station.
- **Provide** improved street lighting where there is frequent crime and vandalism taking place.
- **Provide** social assistance and youth programs for high-risk groups. Partner with government departments to develop and implement programs.
- **Advocate** for stronger penalties and enforcement around criminal activity.
- **Provide** community engagement and education around safety and security. Partner with neighbourhood watch groups in the local area.
- **Provide** strategies to combat drug use in the local community. Partner with drug awareness organisations to develop these.
- **Provide** ranger patrols to monitor vandalism, illegal camping and dogs roaming free.

Challenges

- Local roads are in poor condition. Concerns with potholes, corrugations, cracks and broken edges.
- Rural roads are not built to a standard to carry heavy vehicle traffic, are being damaged by heavy vehicles.
- Roads are being damaged by tree roots and overgrown vegetation.
- Heavy rains washing away road surfaces, undermining roads, flooding, poor drainage.
- Roads are dangerous due to poor condition, loose gravel and blue metal, heavy vehicle traffic on narrow roads.

Community driven actions

- **Provide** repairs and upgrades to roads in rural areas. Grade and re-sheet unsealed roads, bitumenise roads that require frequent repairs (e.g. Coomalbidgup Rd), widen roads that serve as major trucking routes (e.g. roads to Norseman, Ravensthorpe).
- **Provide** repairs and upgrades to roads in town. Resurface roads in poor condition, widen major roads (e.g. Pink Lake Rd), extend connecting roads (e.g. Keenan Rd).
- **Provide** more frequent and timely road maintenance. Repair problems when they are identified, have a schedule for planned repairs, repair major rural roads following harvest (not during).
- **Provide** improved quality of maintenance and upgrades to roads. Improve expertise and management around road resurfacing, drainage and roadside vegetation.
- **Advocate** for Main Roads to improve the surfaces, width and safety features (e.g. rumble strips) of highways in the local area.
- **Provide** repairs and upgrades of roads (including bitumen extension) that lead to camping sites and beaches (e.g. Alexander Bay, Wylie Beach, Fisheries Rd).

Challenges

- Verges and footpaths are viewed as untidy, littered and overgrown
- Insufficient weed control on verges and footpaths.
- Residents feel streets and verges (outside of the town centre or foreshore) do not receive sufficient care.
- Unattractive Shire entrances and streetscapes are unappealing to visitors.
- Insufficient street trees in some areas.

Community driven actions

- **Provide** litter removal from verges, streets and carparks in the Shire.
- **Provide** more regular and proactive maintenance of verges and footpaths throughout the Shire such as more regular mowing, weed removal and spraying, dead tree removal, filling of potholes, fixing cracks and trimming of overgrown trees and shrubs.
- **Provide** maintenance, repairs and beautification of underserved verges and streets (e.g., in the suburbs, areas that are away from the town centre and foreshore).
- **Provide** town beautification projects specifically around Shire entrances (e.g., colorful and attractive street planting, maintaining roundabout gardens, painting murals).
- **Facilitate** the planting of more native trees (e.g., in streets, parks and new suburbs)
- **Regulate** and reduce the cutting down of trees.

Challenges

Community driven actions

- Strict development regulations are preventing Shire growth and new businesses from opening.
- Businesses are closing
- Tourism facilities and promotion is lacking
- Housing options are limited and expensive

- **Facilitate** more growth and development and reduce regulations that restrict new developments.
- **Provide** incentives, advice and greater support for food, beverage and retail businesses to open and remain open (e.g., reduce red tape, proactively seek out business opportunities, consult with developers to provide premises for new businesses, bring more industries to the Shire and facilitate extended opening hours)
- **Facilitate** improvements to the town centre such as beautifying streetscapes and encouraging food vendors and coffee carts to open.
- **Facilitate** improvements in services and facilities that promote tourism such as affordable accommodation, caravan parks, promotional campaigns and extending business trading hours to include afterhours, weekends and holidays.
- **Advocate** for new housing developments to be built to provide affordable living options and accommodate population growth.
- **Regulate** housing developments to ensure green spaces and the natural environment are retained.

Challenges

- Too much red tape, restrictions and regulations.
- Lack of transparency and perceived fairness regarding which buildings are approved.
- Planning and building approvals process is slow.
- Building approvals process and meeting Shire regulations are expensive.
- Costly and restrictive approvals process prevents local businesses from growing.
- Community questions if Shire staff have sufficient knowledge and experiences in planning and building approvals.

Community driven actions

- **Provide** a reduction in red tape and restrictions for planning and building approvals to streamline the process. Ensure local businesses are not stifled by costs and restrictive regulations.
- **Provide** clear and concise guidelines and educational material on how to apply and receive planning approvals. Ensure the information is easily accessible and clearly states regulations for different areas and property types.
- **Facilitate** greater town development through more flexible regulations for innovative and modern developments.
- **Fund** employment of highly qualified, experienced, customer facing staff to inspect and approve buildings (e.g., an engineer).

Familiarity with local services and facilities

Familiarity with local services and facilities

Higher levels of familiarity

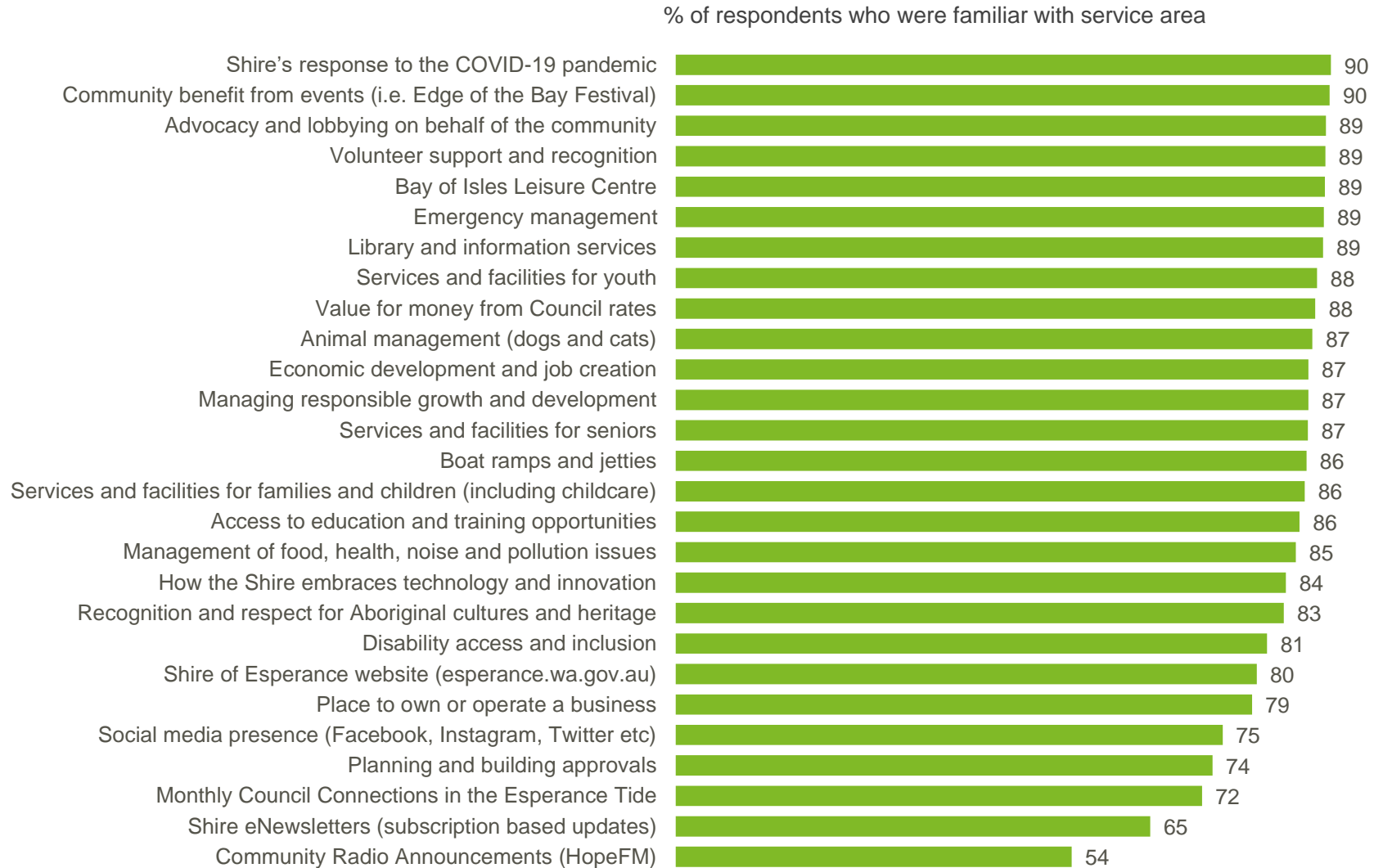
% of respondents who were familiar with service area



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

Familiarity with local services and facilities

Lower levels of familiarity



Governance

Council's leadership

Performance ratings

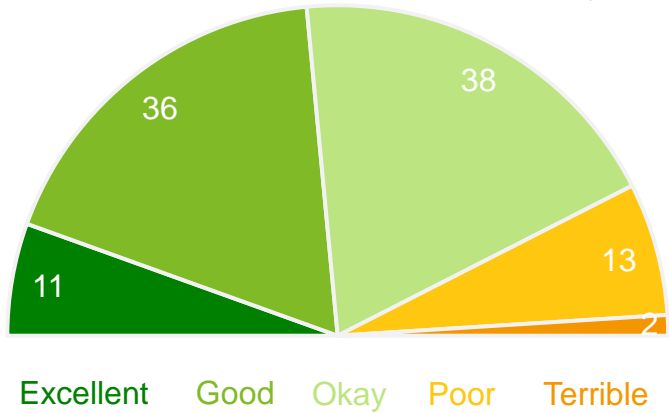
% of respondents

85%

Positive rating*

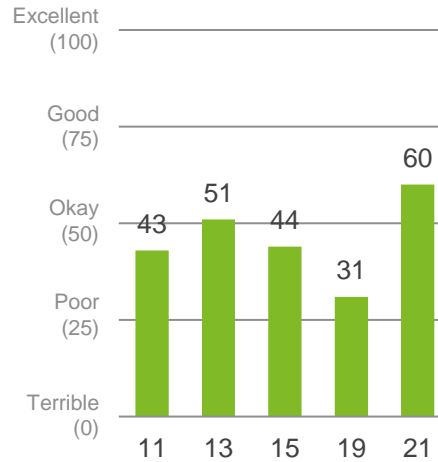
60

Performance Index Score (out of 100)



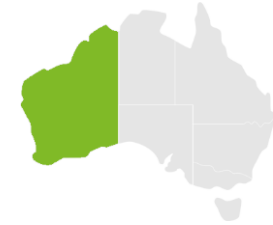
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 60 |
| Industry High | 67 |
| Industry Average | 50 |

Variations across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 60 | 58 | 62 | 59 | 62 | 63 | 66 | 55 | 58 | 58 | 63 | 53 | 54 | 53 | 60 | 63 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 63 | 64 | 65 |

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

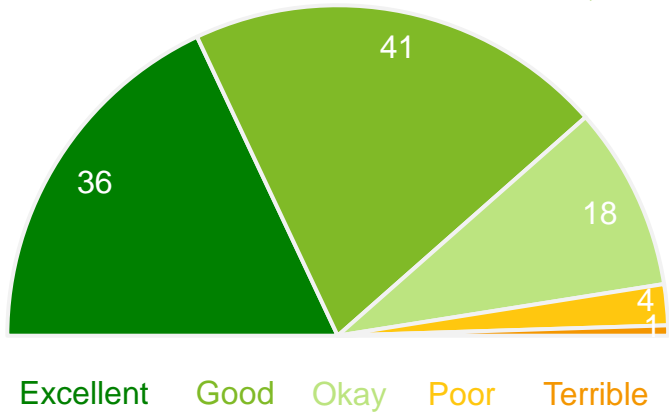
Base: All respondents, excludes 'unsure' and 'no response' (n = 785). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Overall response to the COVID-19 pandemic

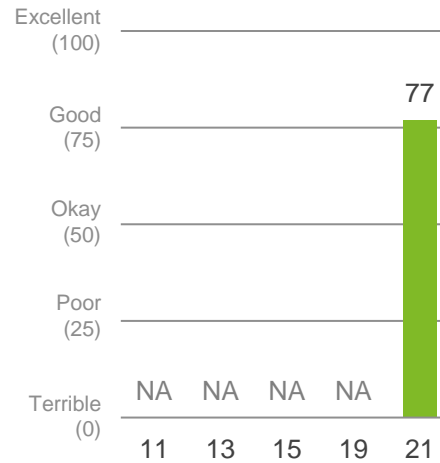
Performance ratings

% of respondents



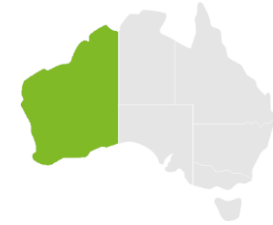
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 77 |
| Industry High | NA |
| Industry Average | NA |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 77 | 74 | 80 | 76 | 79 | 76 | 82 | 71 | 75 | 75 | 79 | 75 | 72 | 71 | 76 | 79 |

Other groups

| | |
|-----------------------|----|
| Local business | 80 |
| Community group | 81 |
| Shire EMs / employees | 86 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 777). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

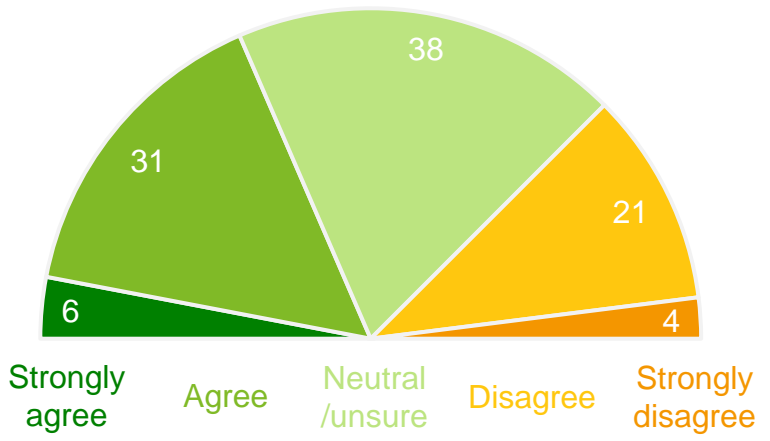
The Shire has developed and communicated a clear vision for the area

Level of agreement

% of respondents

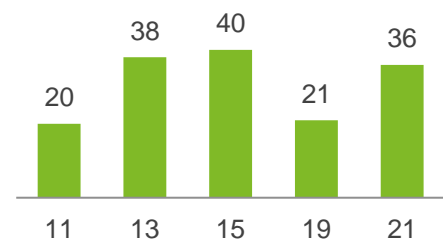
36%*

Total Agree



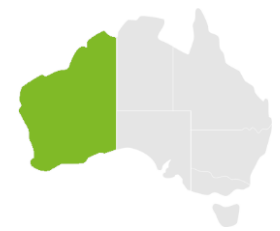
Trend Analysis

% agree



MARKYT Industry Standards

% agree



| | |
|--------------------|----|
| Shire of Esperance | 36 |
| Industry High | 58 |
| Industry Average | 34 |

Variations across the community

% agree

Local resident variances

Other groups

| Total | Local resident variances | | | | | | | | | | | | | | | | Other groups | | |
|-------|--------------------------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|--|
| | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees | |
| 36 | 31 | 41 | 40 | 34 | 39 | 32 | 35 | 32 | 29 | 48 | 38 | 16 | 18 | 37 | 38 | 33 | 42 | 52 | |

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

Base: All respondents, excludes 'no response' (n = 849). # Small base size (<20 respondents)

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

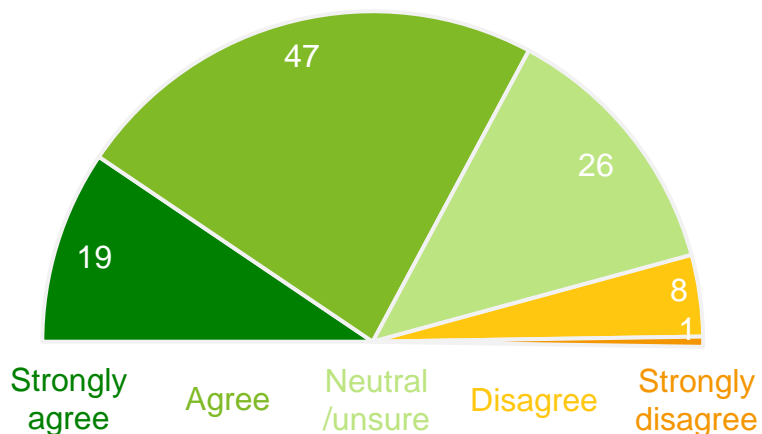
Achievement of the vision: Shire of Esperance is the meeting place of outstanding beauty, opportunities for growth and warm welcoming people

Level of agreement

% of respondents

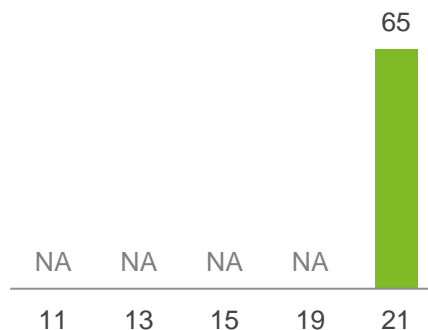
66%

Total Agree



Trend Analysis

% agree



MARKYT Industry Standards

% agree



| | |
|--------------------|----|
| Shire of Esperance | 65 |
| Industry High | NA |
| Industry Average | NA |

Variations across the community

% agree

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 65 | 60 | 70 | 69 | 64 | 67 | 63 | 56 | 64 | 55 | 75 | 59 | 51 | 33 | 65 | 67 | 75 | 83 | 64 |

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

Base: All respondents, excludes 'no response' (n = 859). # Small base size (<20 respondents)

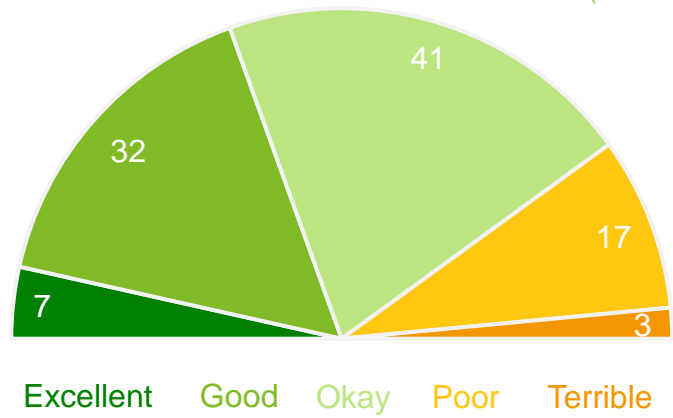
Advocacy and lobbying on behalf of the community to influence decisions, support local causes, etc

Performance ratings

% of respondents

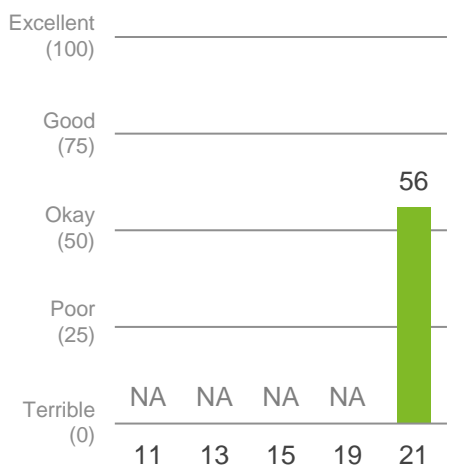
80%
Positive rating*

56
Performance Index Score
(out of 100)



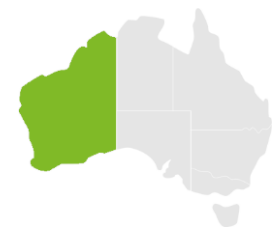
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 56 |
| Industry High | 64 |
| Industry Average | 50 |

Variations across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 56 | 53 | 58 | 56 | 58 | 57 | 59 | 51 | 54 | 54 | 59 | 51 | 42 | 51 | 55 | 57 | 60 | 62 | 66 |

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

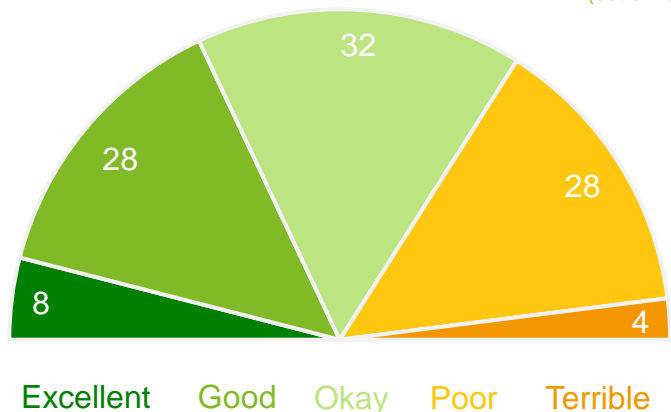
Base: All respondents, excludes 'unsure' and 'no response' (n = 771). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

How the community is consulted about local issues

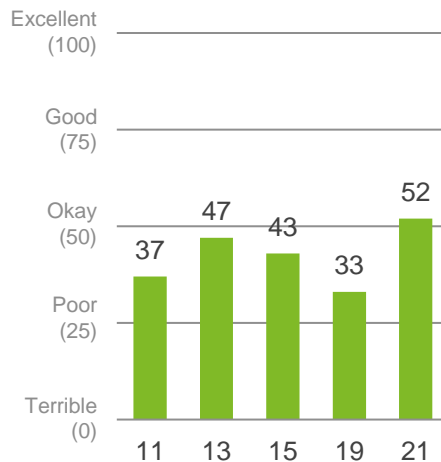
Performance ratings

% of respondents



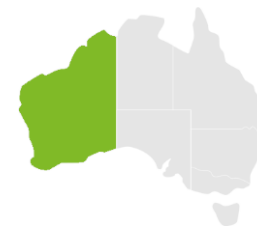
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 52 |
| Industry High | 62 |
| Industry Average | 47 |

Variations across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 52 | 49 | 55 | 52 | 53 | 56 | 59 | 45 | 52 | 50 | 53 | 51 | 41 | 43 | 52 | 53 | 54 | 55 | 66 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 801). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

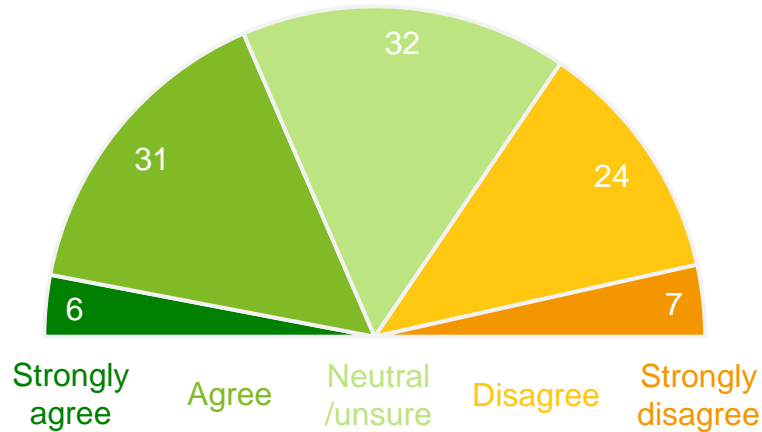
The Shire has a good understanding of local community needs

Level of agreement

% of respondents

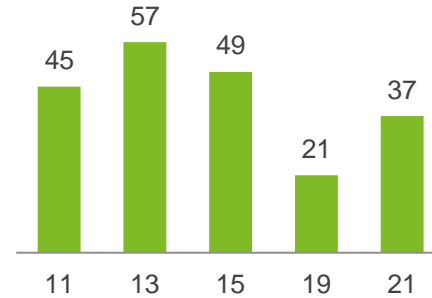
37%

Total Agree



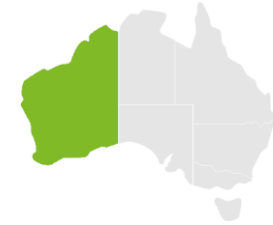
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Esperance 37

Industry High 61

Industry Average 34

Variations across the community

% agree

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 37 | 33 | 42 | 40 | 37 | 38 | 42 | 31 | 30 | 34 | 46 | 32 | 34 | 16 | 37 | 39 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 40 | 45 | 76 |

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

Base: All respondents, excludes 'no response' (n = 851). # Small base size (<20 respondents)

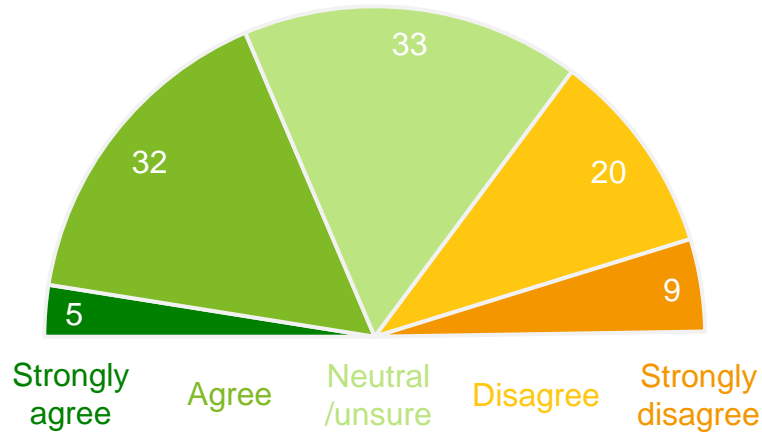
The Shire listens to and respects views

Level of agreement

% of respondents

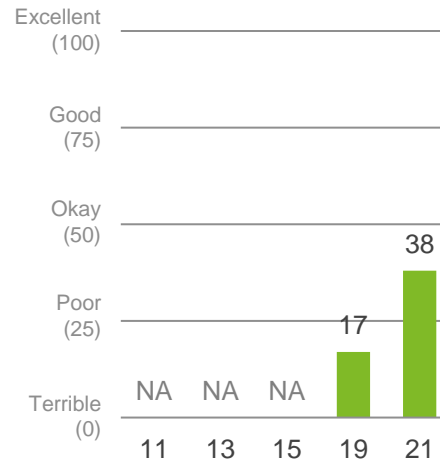
38%*

Total Agree



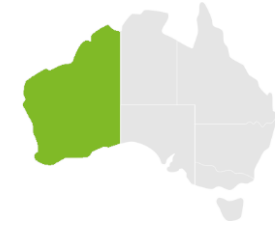
Trend Analysis

% agree



MARKYT Industry Standards

% agree



| | |
|--------------------|----|
| Shire of Esperance | 38 |
| Industry High | 55 |
| Industry Average | 33 |

Variances across the community

% agree

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 38 | 37 | 40 | 37 | 46 | 41 | 46 | 30 | 39 | 35 | 39 | 25 | 30 | 35 | 36 | 50 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 41 | 47 | 70 |

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

Base: All respondents, excludes 'no response' (n = 850). # Small base size (<20 respondents)

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

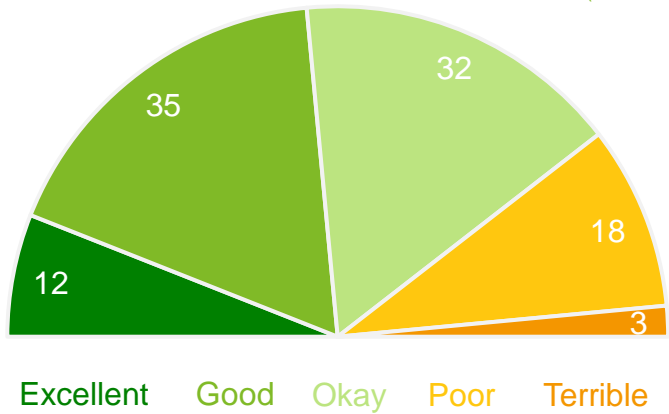
How the community is informed about what's happening in the local area (including local issues, events, services and facilities)

Performance ratings

% of respondents

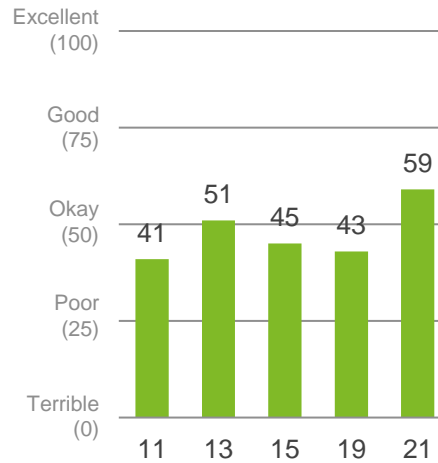
79%
Positive rating*

59
Performance Index Score
(out of 100)



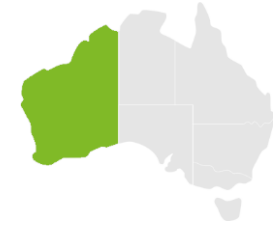
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 59 |
| Industry High | 69 |
| Industry Average | 54 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 59 | 56 | 62 | 57 | 64 | 61 | 67 | 56 | 61 | 58 | 57 | 58 | 50 | 47 | 59 | 58 |

Other groups

| | | |
|----------------|-----------------|-----------------------|
| Local business | Community group | Shire EMs / employees |
| 59 | 60 | 71 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 817). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

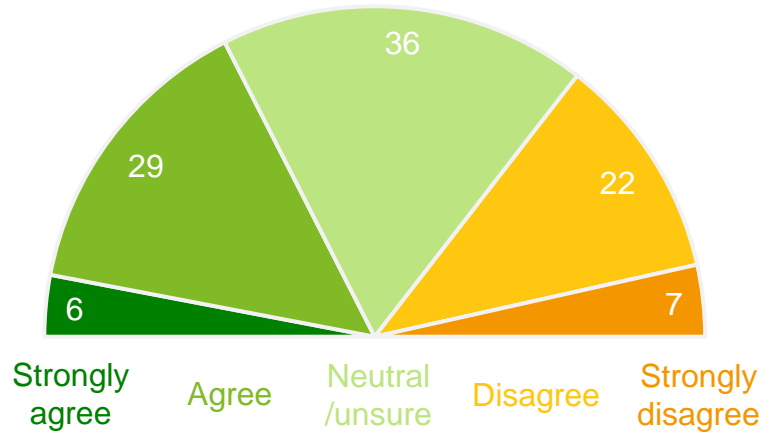
The Shire clearly explains reasons for decisions and how residents' views are taken into account

Level of agreement

% of respondents

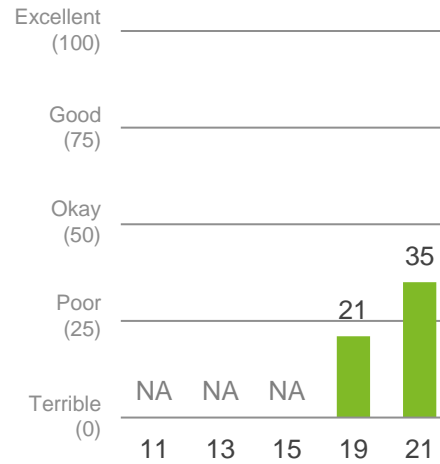
35%

Total Agree



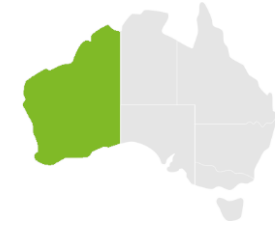
Trend Analysis

Performance Index Score



MARKYT Industry Standards

% agree



| | |
|--------------------|----|
| Shire of Esperance | 35 |
| Industry High | 45 |
| Industry Average | 27 |

Variations across the community

% agree

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 35 | 33 | 38 | 33 | 49 | 41 | 40 | 23 | 34 | 29 | 41 | 32 | 34 | 39 | 33 | 49 |

Other groups

| | |
|-----------------------|----|
| Local business | 34 |
| Community group | 38 |
| Shire EMs / employees | 64 |

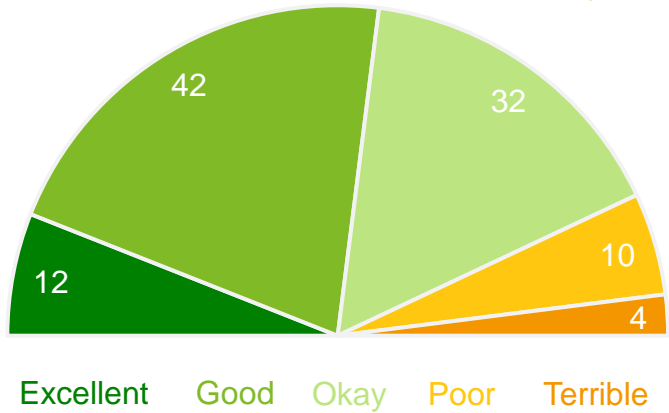
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 851). # Small base size (<20 respondents)

Customer service

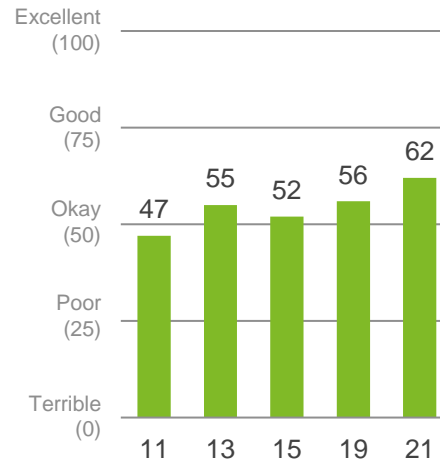
Performance ratings

% of respondents



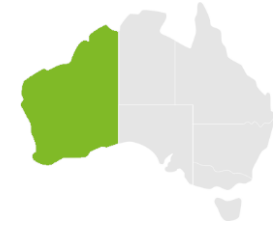
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 62 |
| Industry High | 74 |
| Industry Average | 62 |

Variations across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 62 | 60 | 65 | 62 | 63 | 65 | 63 | 59 | 62 | 59 | 65 | 57 | 57 | 58 | 62 | 62 | 63 | 66 | 75 |

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

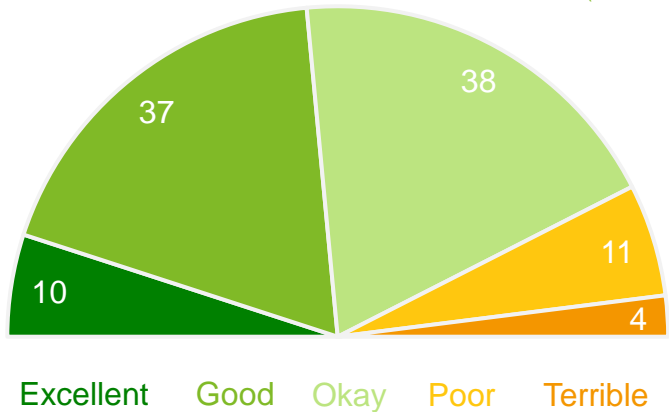
Base: All respondents, excludes 'unsure' and 'no response' (n = 822). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

How the Shire embraces technology and innovation

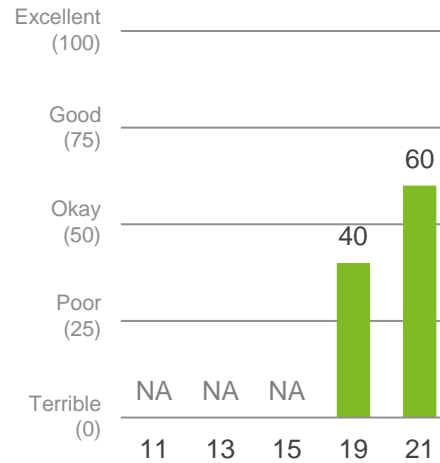
Performance ratings

% of respondents



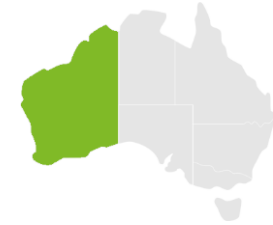
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 60 |
| Industry High | 65 |
| Industry Average | 53 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 60 | 56 | 64 | 59 | 58 | 64 | 68 | 58 | 58 | 60 | 62 | 56 | 54 | 55 | 60 | 58 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 64 | 65 | 65 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 724). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Communication channels

Shire of Esperance website

(esperance.wa.gov.au)

Performance ratings

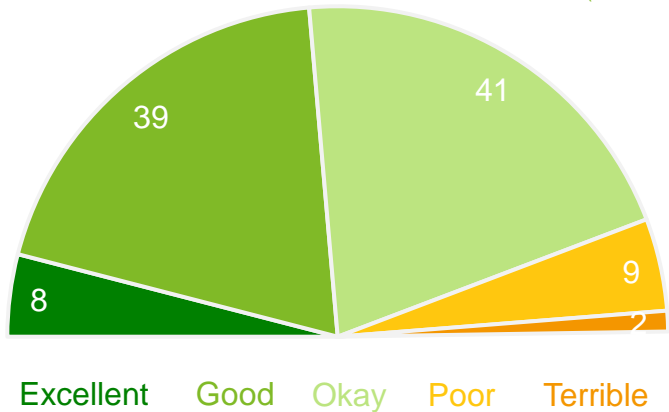
% of respondents

88%

Positive rating*

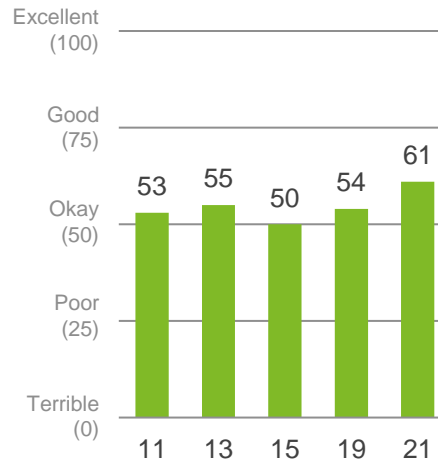
61

Performance Index Score (out of 100)



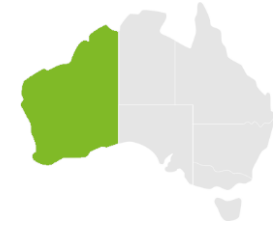
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 61 |
| Industry High | 68 |
| Industry Average | 57 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 61 | 57 | 64 | 61 | 58 | 65 | 63 | 58 | 58 | 61 | 63 | 60 | 60 | 64 | 60 | 62 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 63 | 65 | 66 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 689). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Shire eNewsletters

(subscription based updates)

Performance ratings

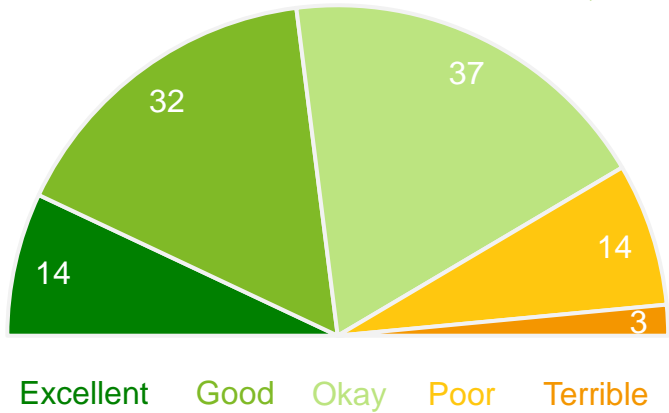
% of respondents

83%

Positive rating*

60

Performance Index Score (out of 100)



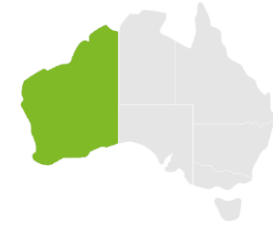
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 60 |
| Industry High | 66 |
| Industry Average | 61 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 60 | 55 | 65 | 59 | 60 | 67 | 68 | 60 | 56 | 62 | 61 | 56 | 60 | 51 | 60 | 64 |

Other groups

| | |
|-----------------------|----|
| Local business | 65 |
| Community group | 65 |
| Shire EMs / employees | 72 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 563). * Positive Rating = excellent, good + okay

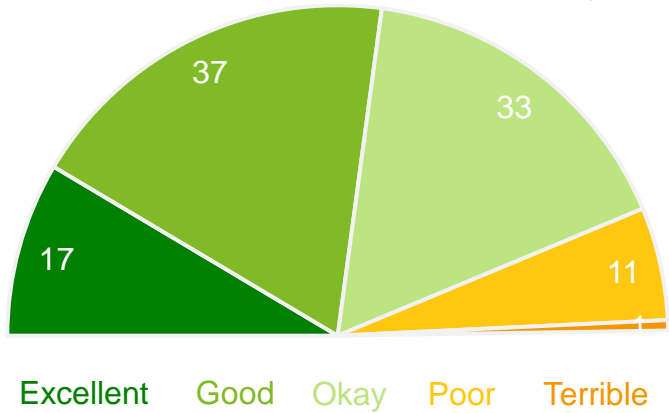
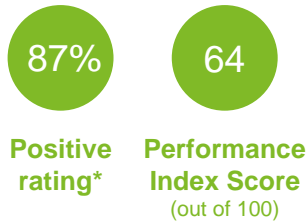
Small base size (<20 respondents)

Social media presence

(Facebook, Instagram, Twitter etc)

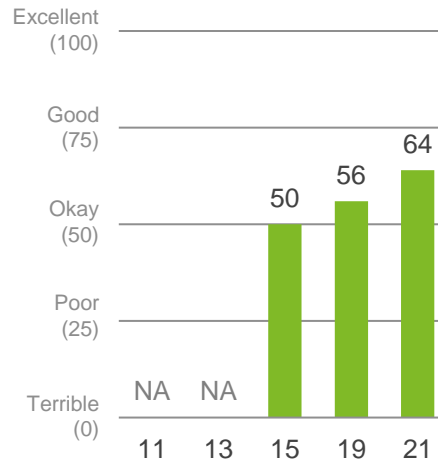
Performance ratings

% of respondents



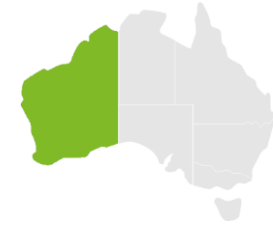
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 64 |
| Industry High | 66 |
| Industry Average | 54 |

Variations across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 64 | 61 | 68 | 63 | 67 | 68 | 69 | 59 | 68 | 64 | 61 | 62 | 55 | 56 | 65 | 62 | 66 | 68 | 76 |

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

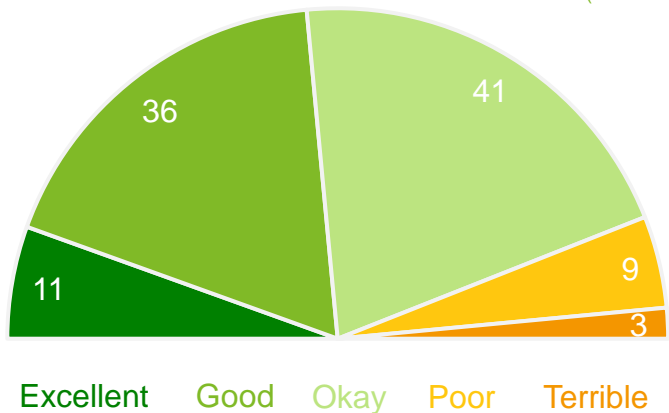
Base: All respondents, excludes 'unsure' and 'no response' (n = 649). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Monthly Council Connections in the Esperance Tide

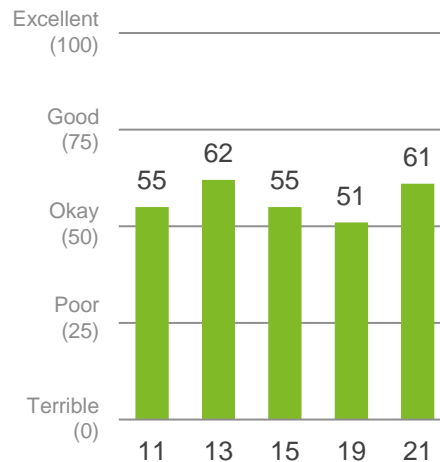
Performance ratings

% of respondents



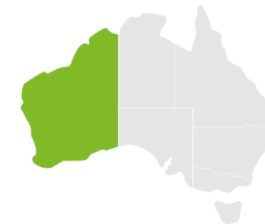
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 61 |
| Industry High | 64 |
| Industry Average | 59 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 61 | 57 | 65 | 61 | 62 | 62 | 64 | 57 | 61 | 59 | 62 | 57 | 61 | 46 | 60 | 64 | 64 | 63 | 67 |

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

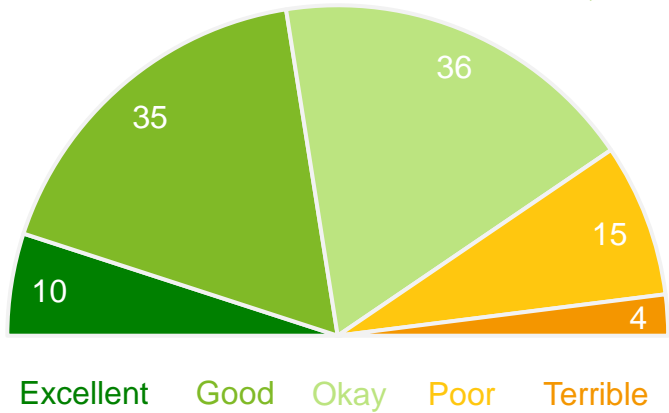
Base: All respondents, excludes 'unsure' and 'no response' (n = 624). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Community Radio Announcements (HopeFM)

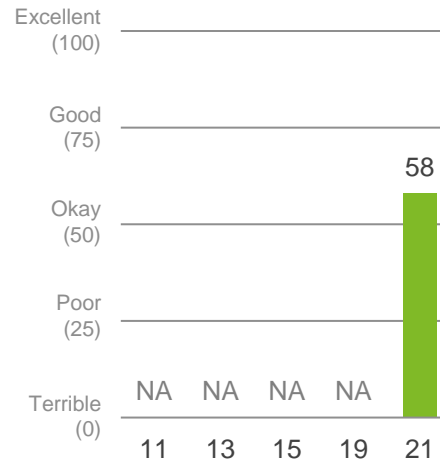
Performance ratings

% of respondents



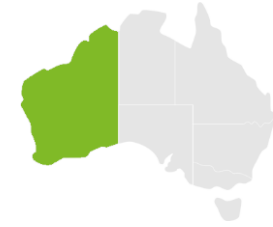
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 58 |
| Industry High | NA |
| Industry Average | NA |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|-----------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|-----------|------|-------|----------------|-----------------|-----------------------|
| 58 | 54 | 63 | 60 | 60 | 58 | 60 | 57 | 57 | 54 | 61 | 59 | 56 | 63 | 57 | 62 | 61 | 62 | 74 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 470). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Community Development

Services and facilities for youth

Performance ratings

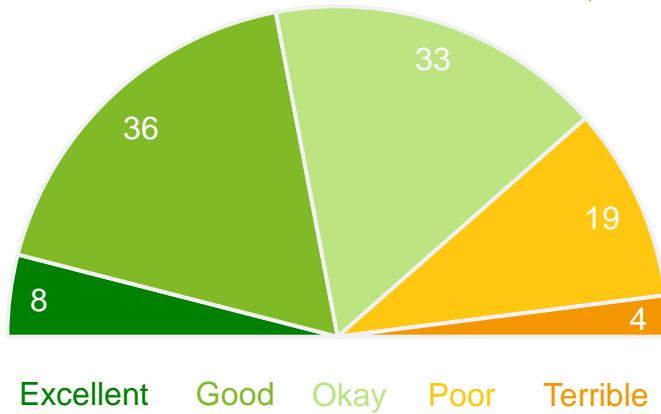
% of respondents

77%

56

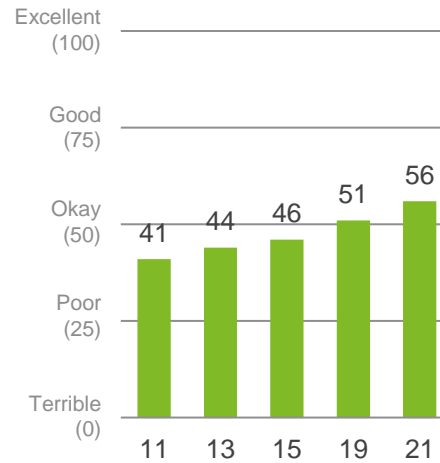
Positive rating*

Performance Index Score (out of 100)



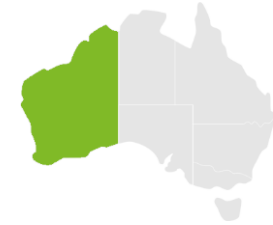
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 56 |
| Industry High | 66 |
| Industry Average | 48 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 56 | 59 | 53 | 59 | 51 | 53 | 56 | 49 | 58 | 51 | 61 | 50 | 46 | 61 | 56 | 60 |

Other groups

| | |
|-----------------------|----|
| Local business | 56 |
| Community group | 57 |
| Shire EMs / employees | 65 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 761). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Services and facilities for families and children

(including childcare)

Performance ratings

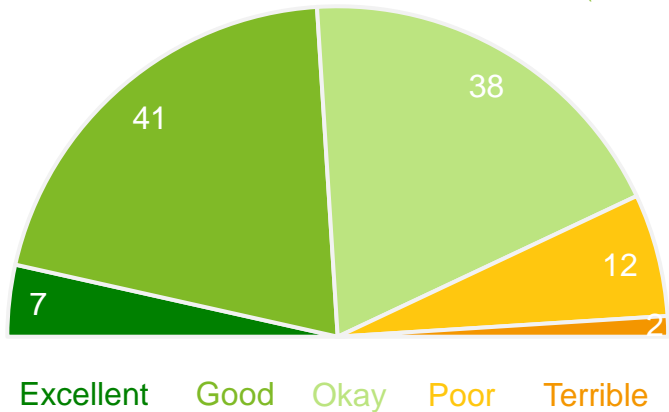
% of respondents

86%

Positive rating*

60

Performance Index Score (out of 100)



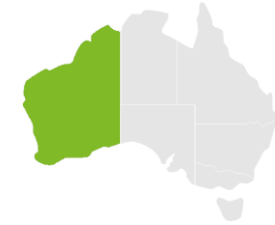
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 60 |
| Industry High | 68 |
| Industry Average | 58 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 60 | 61 | 59 | 62 | 56 | 56 | 59 | 54 | 60 | 56 | 63 | 59 | 53 | 49 | 60 | 59 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 61 | 62 | 71 |

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

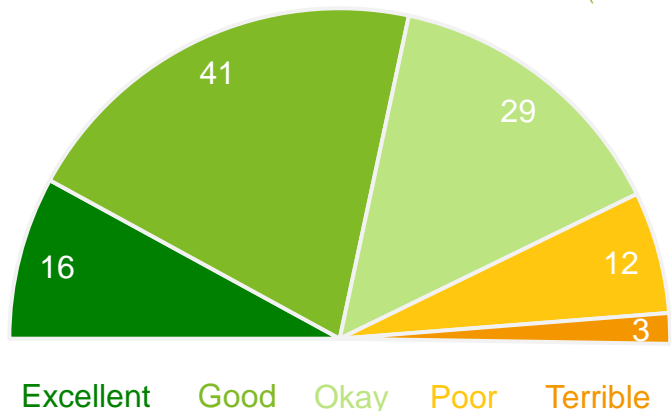
Base: All respondents, excludes 'unsure' and 'no response' (n = 746). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Services and facilities for seniors

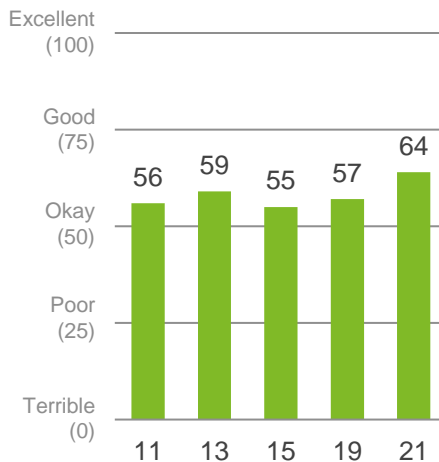
Performance ratings

% of respondents



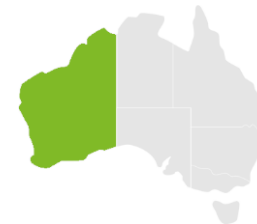
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 64 |
| Industry High | 68 |
| Industry Average | 55 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 64 | 61 | 67 | 64 | 61 | 66 | 65 | 61 | 63 | 59 | 68 | 55 | 64 | 63 | 65 | 59 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 67 | 70 | 72 |

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

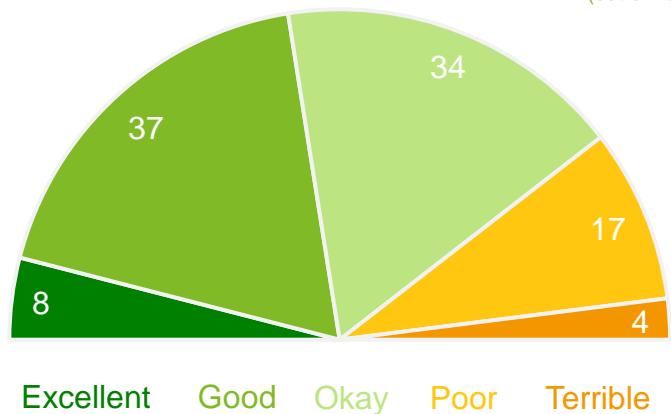
Base: All respondents, excludes 'unsure' and 'no response' (n = 750). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Disability access and inclusion

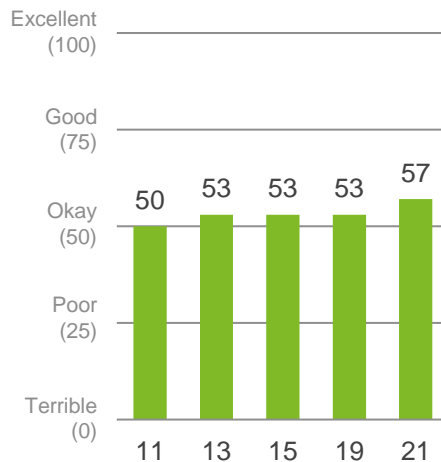
Performance ratings

% of respondents



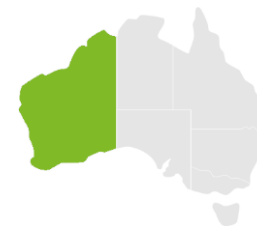
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 57 |
| Industry High | 65 |
| Industry Average | 50 |

Variations across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 57 | 57 | 57 | 56 | 60 | 61 | 60 | 51 | 58 | 54 | 59 | 48 | 57 | 52 | 57 | 58 | 60 | 59 | 56 |

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

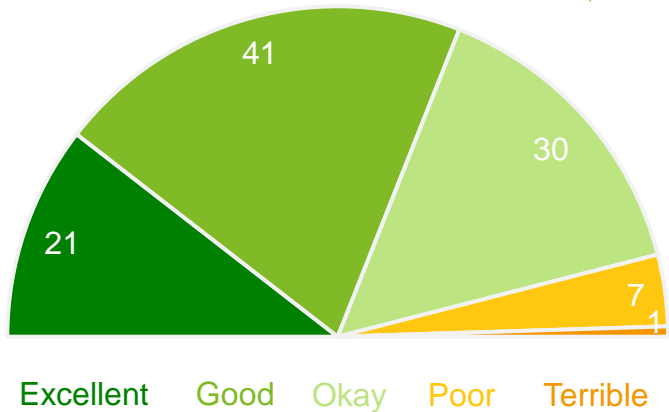
Base: All respondents, excludes 'unsure' and 'no response' (n = 701). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Recognition and respect for Aboriginal cultures and heritage

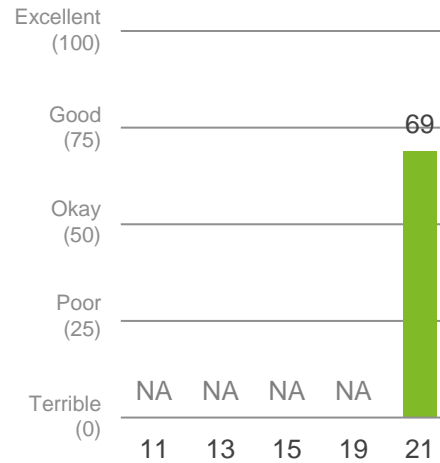
Performance ratings

% of respondents



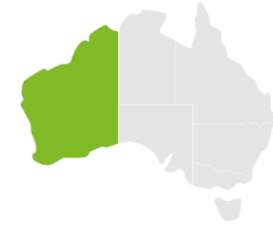
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 69 |
| Industry High | 70 |
| Industry Average | 64 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 69 | 69 | 68 | 67 | 69 | 72 | 75 | 64 | 70 | 68 | 68 | 63 | 59 | 71 | 68 | 72 | 72 | 68 | 66 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 721). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

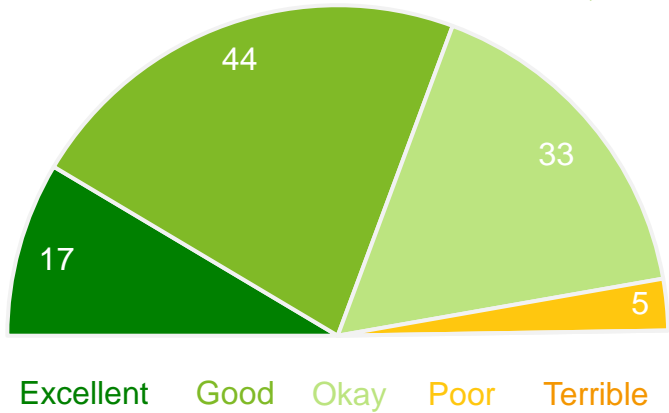
Volunteer support and recognition

Performance ratings

% of respondents

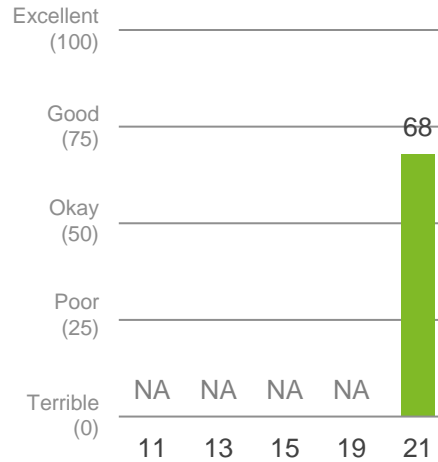
94%
Positive rating*

68
Performance Index Score
(out of 100)



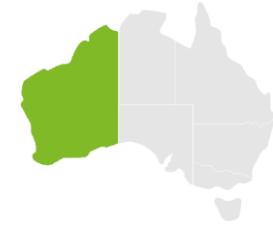
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 68 |
| Industry High | 68 |
| Industry Average | 63 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 68 | 65 | 71 | 67 | 66 | 71 | 75 | 65 | 66 | 69 | 69 | 62 | 62 | 62 | 68 | 70 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 72 | 71 | 76 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 770). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Community Wellbeing

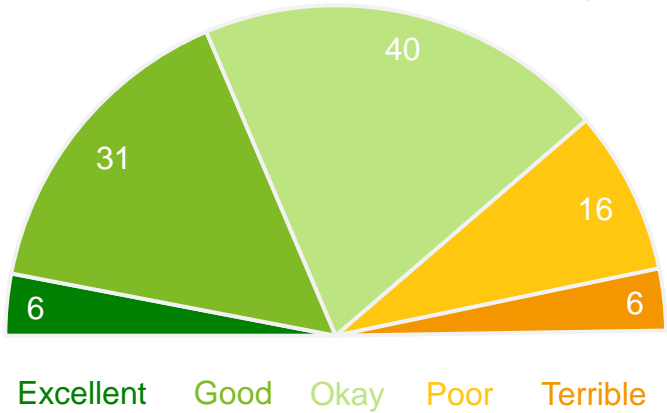
Community safety and crime prevention

Performance ratings

% of respondents

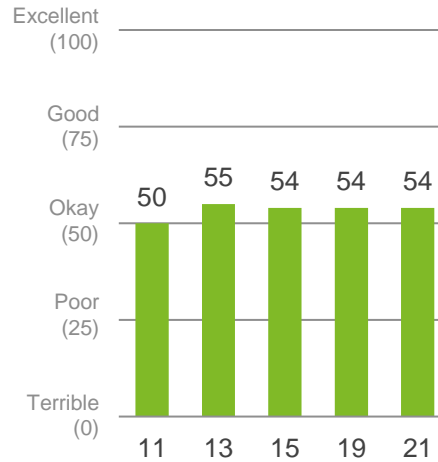
77%
Positive rating*

54
Performance Index Score
(out of 100)



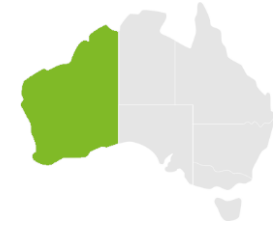
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 54 |
| Industry High | 76 |
| Industry Average | 53 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 54 | 52 | 56 | 54 | 51 | 59 | 55 | 51 | 51 | 54 | 57 | 50 | 49 | 52 | 54 | 54 |

Other groups

| | |
|-----------------------|----|
| Local business | 56 |
| Community group | 58 |
| Shire EMs / employees | 65 |

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

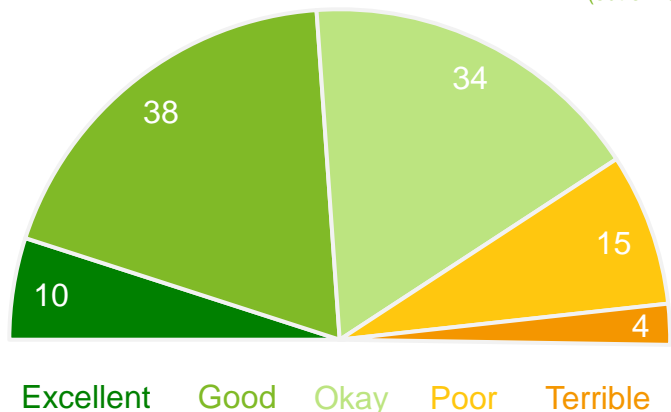
Base: All respondents, excludes 'unsure' and 'no response' (n = 793). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Access to health and community services

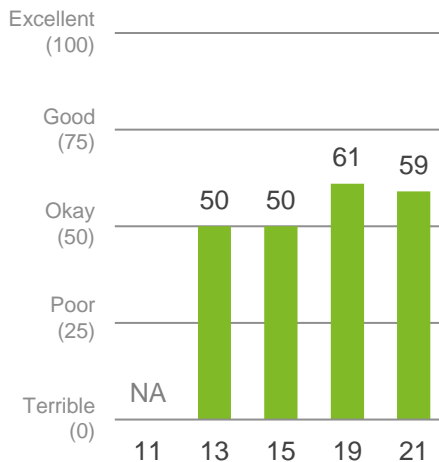
Performance ratings

% of respondents



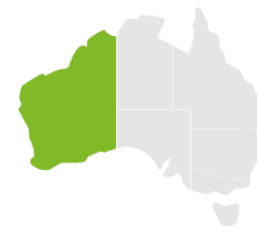
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 59 |
| Industry High | 70 |
| Industry Average | 56 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 59 | 57 | 60 | 59 | 60 | 59 | 59 | 57 | 56 | 54 | 65 | 53 | 53 | 56 | 59 | 56 | 59 | 63 | 64 |

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

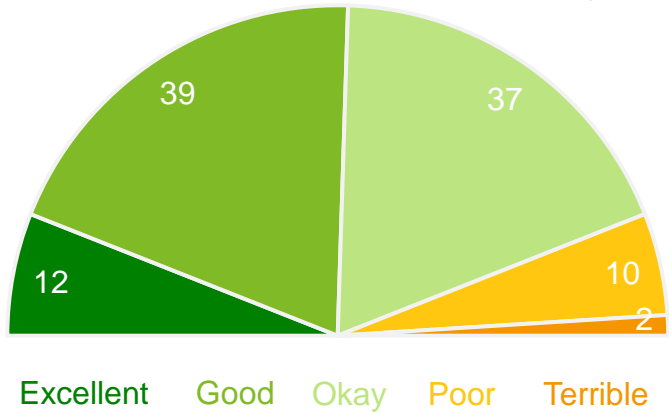
Base: All respondents, excludes 'unsure' and 'no response' (n = 821). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Community buildings and halls

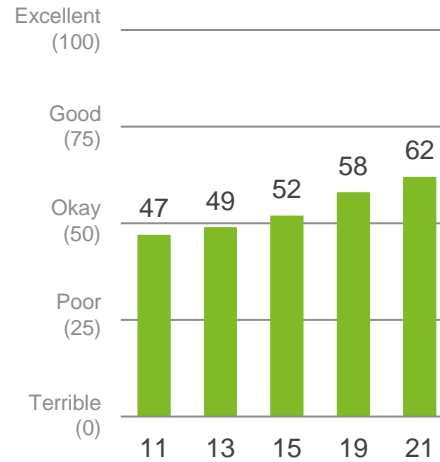
Performance ratings

% of respondents



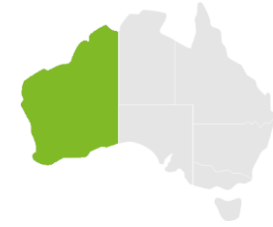
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 62 |
| Industry High | 68 |
| Industry Average | 62 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 62 | 61 | 63 | 63 | 62 | 62 | 65 | 59 | 58 | 61 | 67 | 57 | 52 | 54 | 62 | 63 | 68 | 69 | 72 |

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

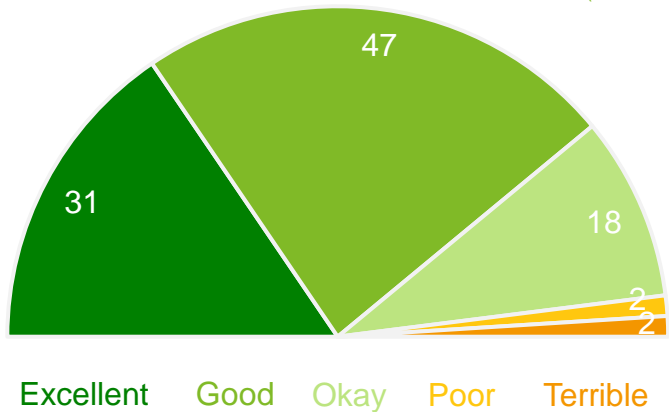
Base: All respondents, excludes 'unsure' and 'no response' (n = 805). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Sport and recreation facilities and services

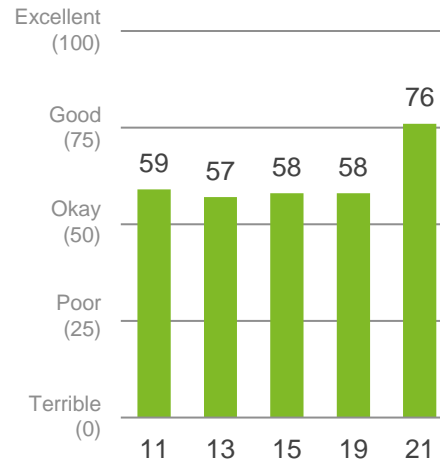
Performance ratings

% of respondents



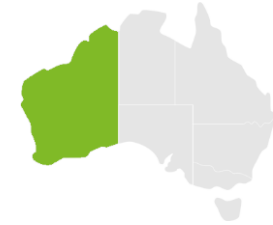
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 76 |
| Industry High | 85 |
| Industry Average | 67 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 76 | 74 | 78 | 75 | 72 | 78 | 81 | 76 | 74 | 75 | 78 | 77 | 79 | 76 | 76 | 75 | 81 | 78 | 85 |

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

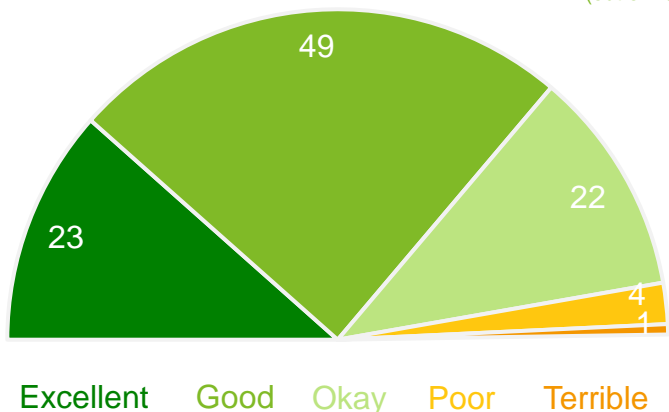
Base: All respondents, excludes 'unsure' and 'no response' (n = 824). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Bay of Isles Leisure Centre

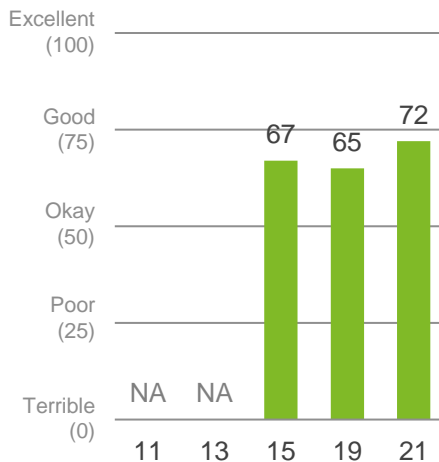
Performance ratings

% of respondents



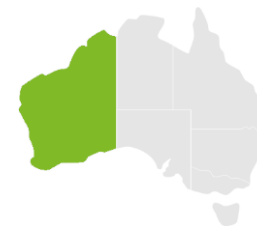
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 72 |
| Industry High | 84 |
| Industry Average | 71 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 72 | 72 | 73 | 72 | 72 | 72 | 78 | 68 | 75 | 69 | 72 | 73 | 55 | 68 | 72 | 74 | 74 | 74 | 73 |

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

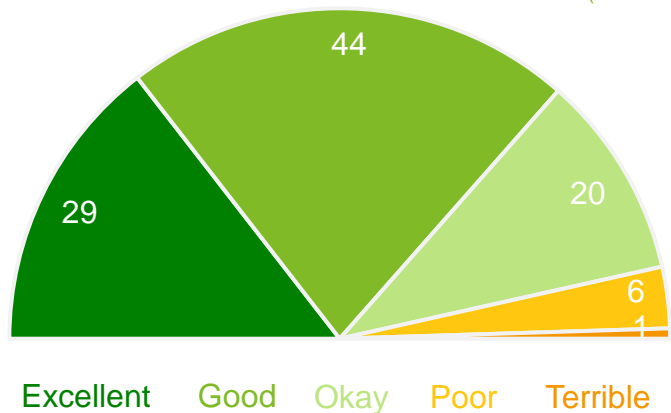
Base: All respondents, excludes 'unsure' and 'no response' (n = 770). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Playgrounds, parks and reserves

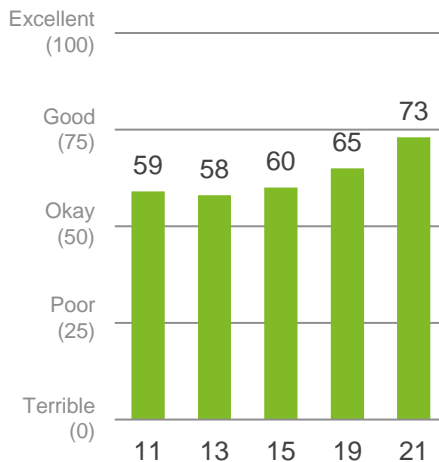
Performance ratings

% of respondents



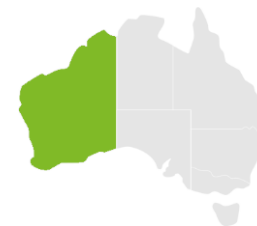
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 73 |
| Industry High | 86 |
| Industry Average | 68 |

Variations across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 73 | 72 | 75 | 73 | 71 | 74 | 73 | 70 | 75 | 72 | 73 | 69 | 73 | 71 | 73 | 78 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 77 | 78 | 81 |

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

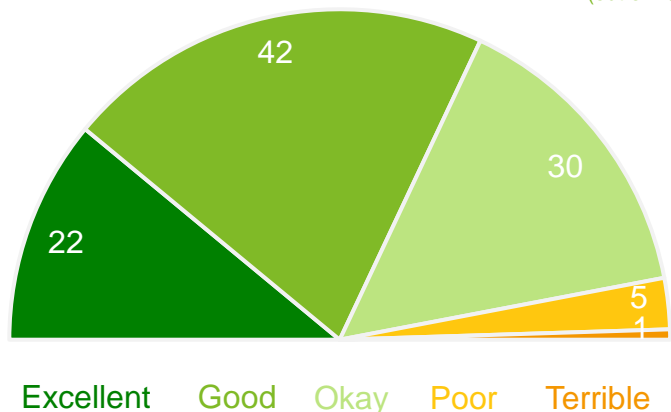
Base: All respondents, excludes 'unsure' and 'no response' (n = 833). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Library and information services

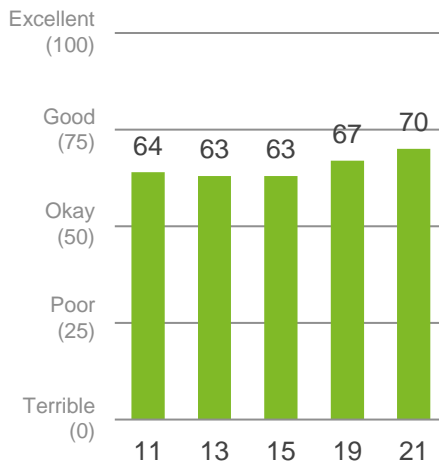
Performance ratings

% of respondents



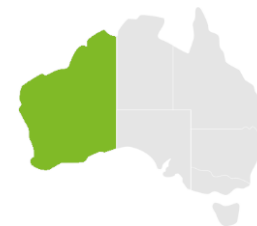
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 70 |
| Industry High | 82 |
| Industry Average | 71 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 70 | 66 | 73 | 72 | 63 | 69 | 70 | 70 | 66 | 69 | 74 | 70 | 55 | 65 | 70 | 70 | 71 | 74 | 77 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 768). * Positive Rating = excellent, good + okay

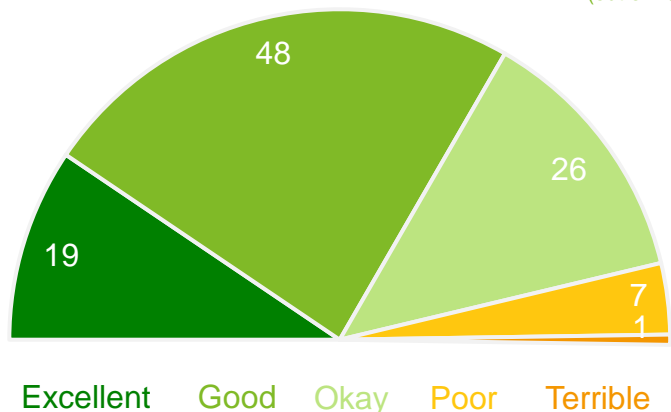
Small base size (<20 respondents)

Festivals, events, art and cultural activities

(including Civic Centre shows)

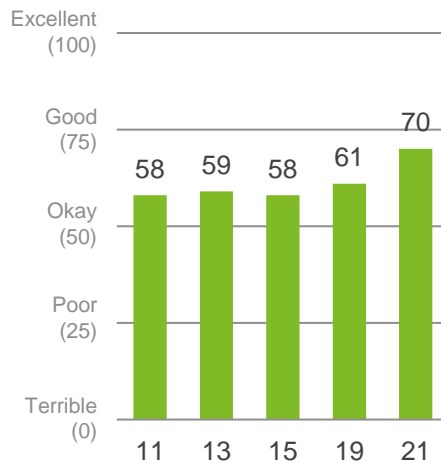
Performance ratings

% of respondents



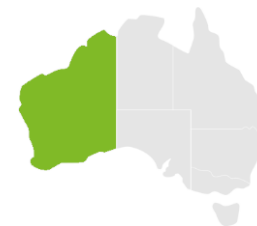
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 70 |
| Industry High | 78 |
| Industry Average | 64 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 70 | 66 | 72 | 69 | 68 | 74 | 71 | 68 | 67 | 70 | 72 | 68 | 61 | 71 | 69 | 74 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 72 | 74 | 81 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 822). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

How local history and heritage is preserved and promoted

Performance ratings

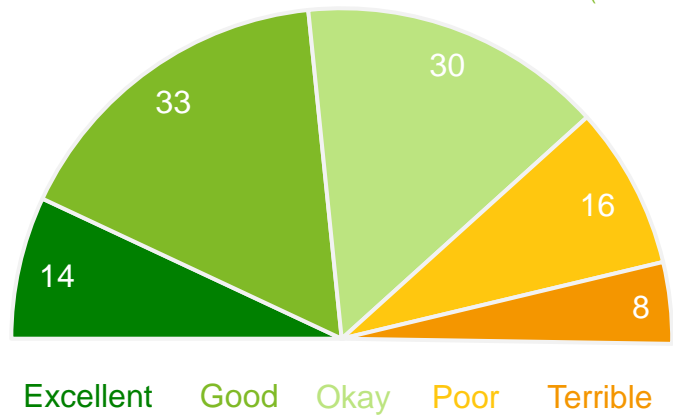
% of respondents

77%

57

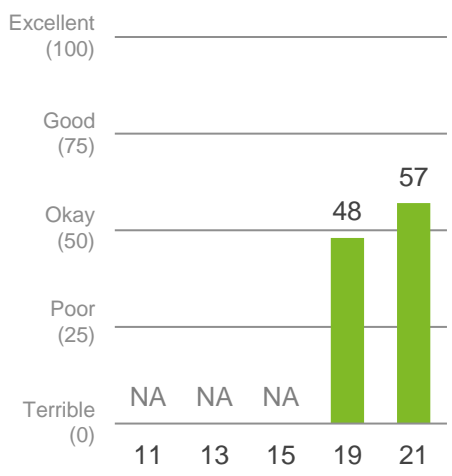
Positive rating*

Performance Index Score (out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 57 |
| Industry High | 75 |
| Industry Average | 59 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 57 | 53 | 61 | 57 | 57 | 63 | 61 | 50 | 56 | 55 | 61 | 53 | 52 | 55 | 58 | 52 | 59 | 60 | 63 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 793). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Place

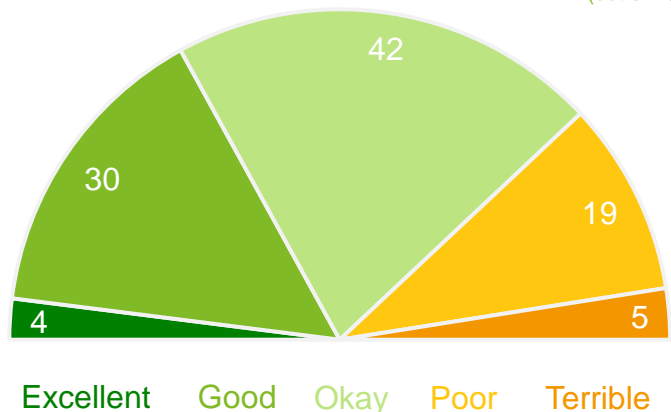
Managing responsible growth and development

Performance ratings

% of respondents

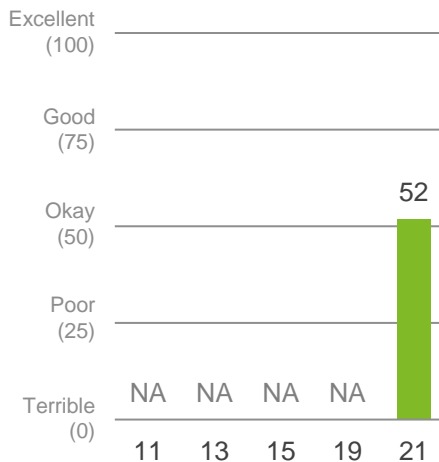
76%
Positive rating*

52
Performance Index Score
(out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 52 |
| Industry High | 59 |
| Industry Average | 49 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 52 | 50 | 55 | 53 | 48 | 59 | 54 | 44 | 49 | 50 | 57 | 53 | 52 | 38 | 52 | 55 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 54 | 59 | 58 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 750). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

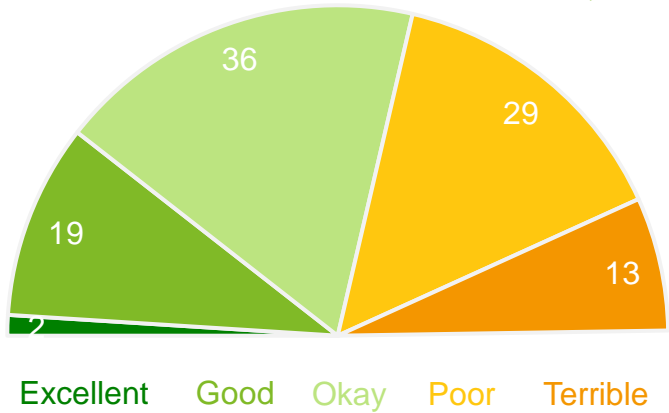
Planning and building approvals

Performance ratings

% of respondents

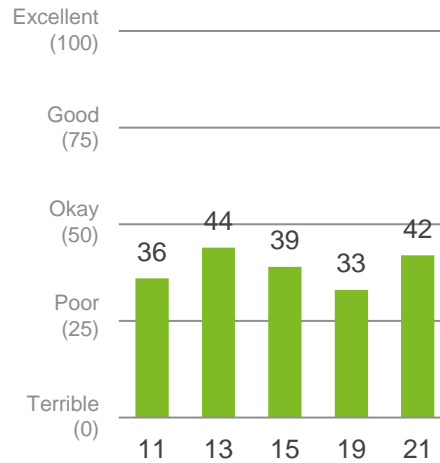
57%
Positive rating*

42
Performance Index Score
(out of 100)



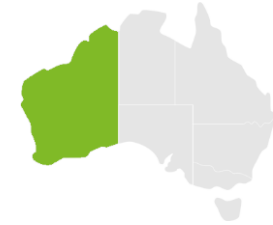
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 42 |
| Industry High | 60 |
| Industry Average | 45 |

Variations across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 42 | 38 | 46 | 41 | 43 | 46 | 44 | 41 | 39 | 41 | 45 | 46 | 48 | 24 | 42 | 43 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 42 | 46 | 63 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 637). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

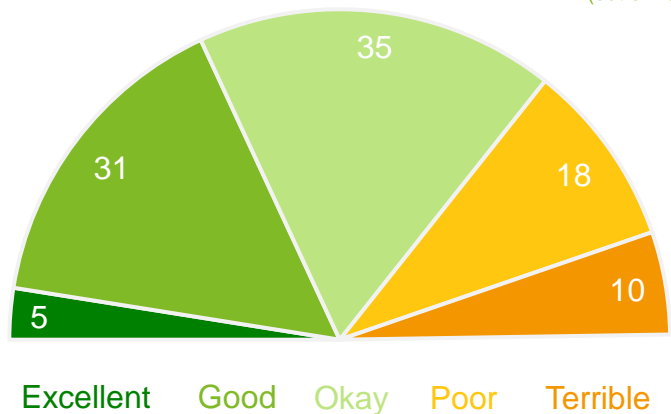
Building and maintaining local roads

Performance ratings

% of respondents

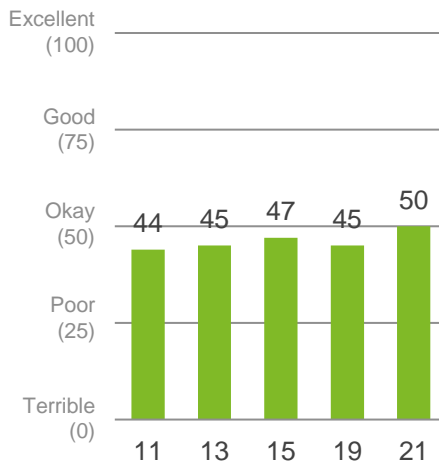
71%
Positive rating*

50
Performance Index Score
(out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 50 |
| Industry High | 70 |
| Industry Average | 52 |

Variations across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 50 | 48 | 53 | 52 | 48 | 50 | 52 | 49 | 49 | 48 | 54 | 42 | 53 | 44 | 51 | 44 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 51 | 55 | 66 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 810). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Traffic management on local roads

Performance ratings

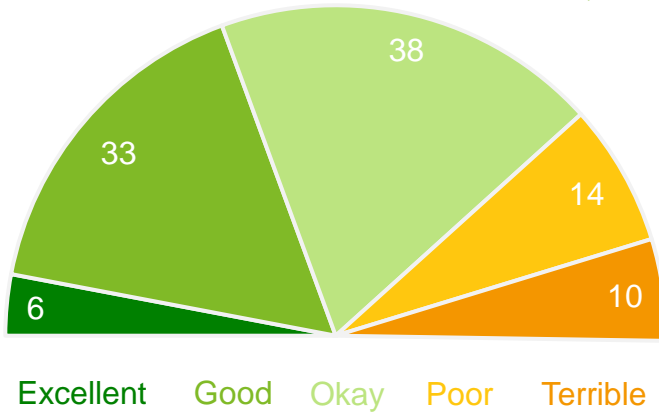
% of respondents

77%

Positive rating*

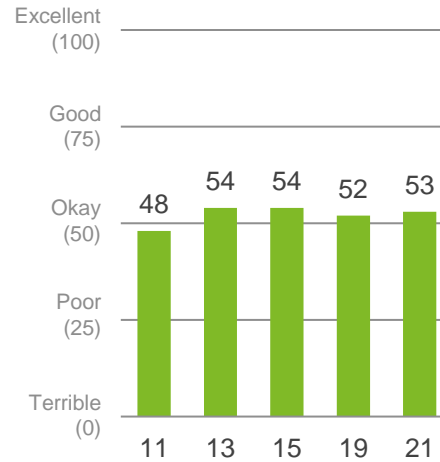
53

Performance Index Score (out of 100)



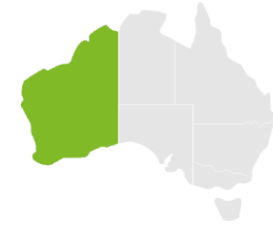
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 53 |
| Industry High | 66 |
| Industry Average | 56 |

Variations across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 53 | 49 | 56 | 54 | 51 | 50 | 56 | 51 | 52 | 50 | 56 | 45 | 54 | 51 | 53 | 50 |

Other groups

| | |
|-----------------------|----|
| Local business | 54 |
| Community group | 56 |
| Shire EMs / employees | 66 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 800). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Parking management

Performance ratings

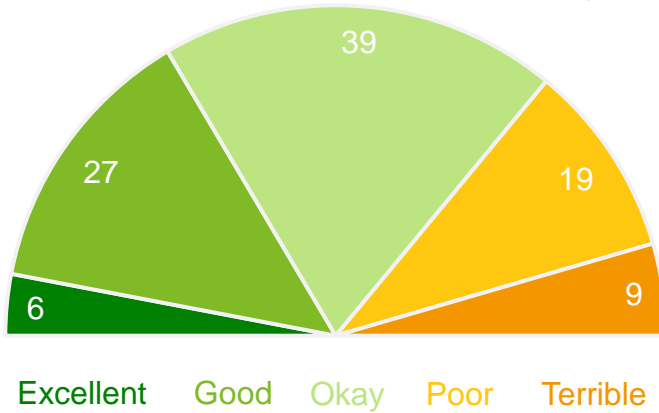
% of respondents

72%

Positive rating*

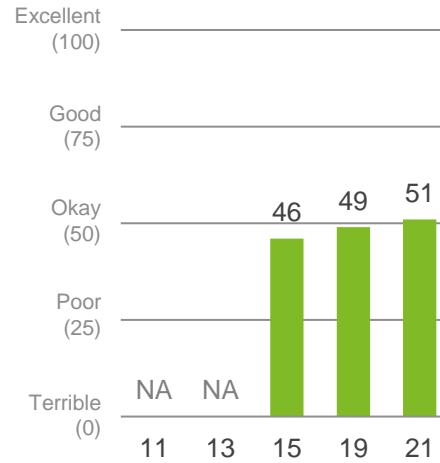
51

Performance Index Score (out of 100)



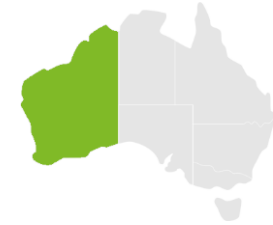
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 51 |
| Industry High | 62 |
| Industry Average | 52 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 51 | 49 | 52 | 52 | 57 | 46 | 50 | 45 | 53 | 48 | 51 | 43 | 55 | 47 | 51 | 50 |

Other groups

| | |
|-----------------------|----|
| Local business | 51 |
| Community group | 53 |
| Shire EMs / employees | 63 |

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

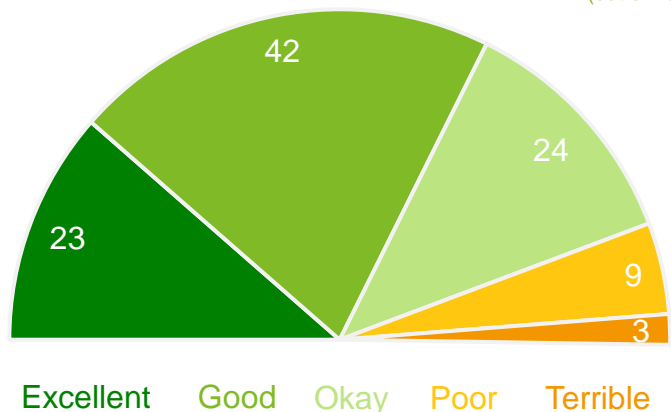
Base: All respondents, excludes 'unsure' and 'no response' (n = 816). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Footpaths, trails and cycleways

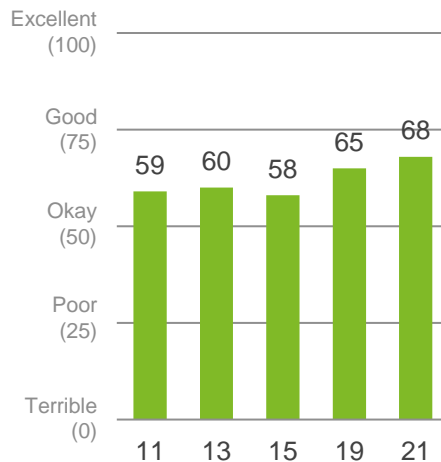
Performance ratings

% of respondents



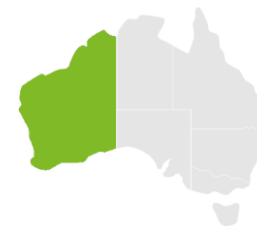
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 68 |
| Industry High | 68 |
| Industry Average | 52 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 68 | 67 | 69 | 70 | 65 | 65 | 70 | 64 | 68 | 67 | 69 | 64 | 58 | 63 | 68 | 71 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 71 | 74 | 76 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 836). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Streetscapes, trees and verges

Performance ratings

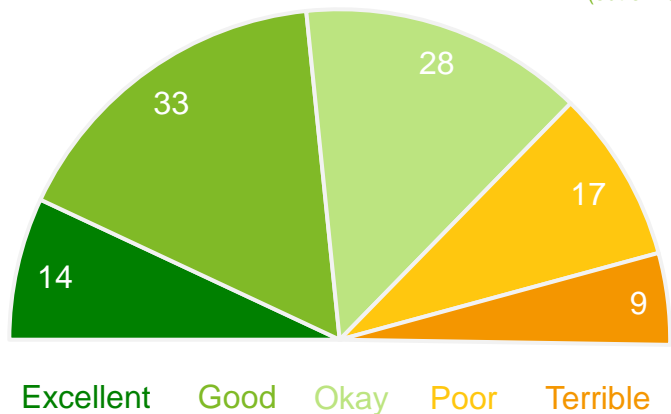
% of respondents

75%

57

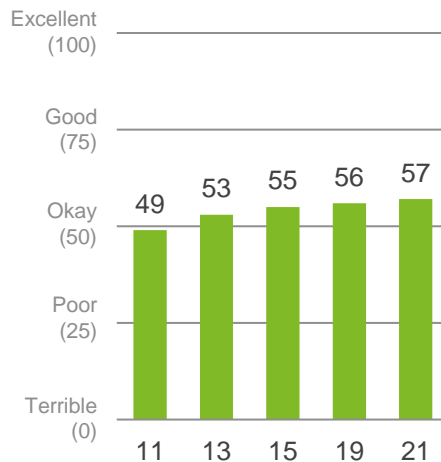
Positive rating*

Performance Index Score (out of 100)



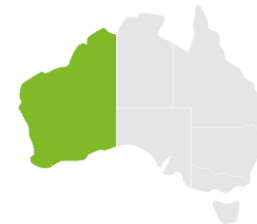
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 57 |
| Industry High | 65 |
| Industry Average | 53 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 57 | 55 | 58 | 56 | 55 | 61 | 60 | 53 | 56 | 57 | 57 | 50 | 53 | 67 | 56 | 61 | 59 | 65 | 71 |

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

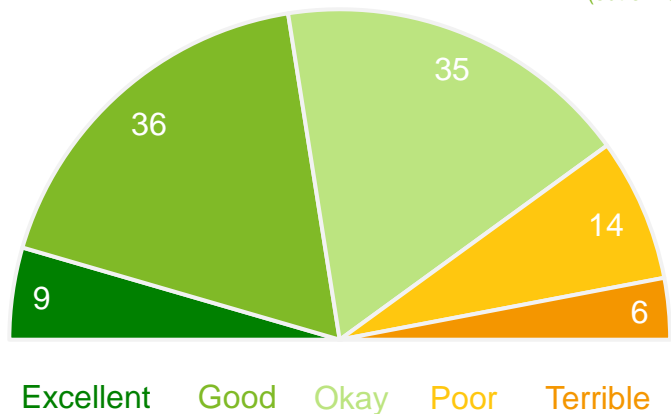
Base: All respondents, excludes 'unsure' and 'no response' (n = 833). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Lighting of streets and public places

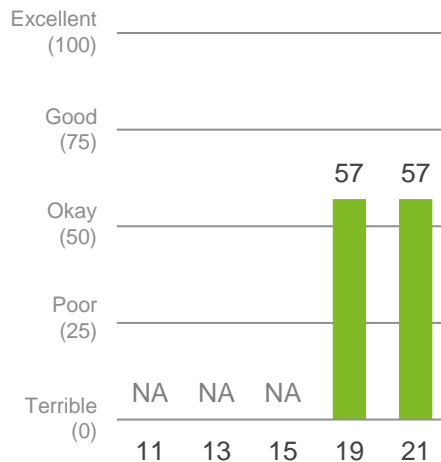
Performance ratings

% of respondents



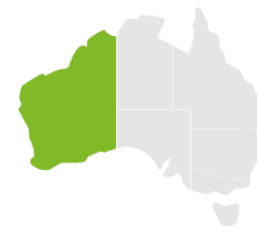
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 57 |
| Industry High | 66 |
| Industry Average | 55 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 57 | 56 | 57 | 57 | 56 | 61 | 60 | 51 | 54 | 57 | 59 | 57 | 51 | 65 | 56 | 61 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 62 | 63 | 68 |

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

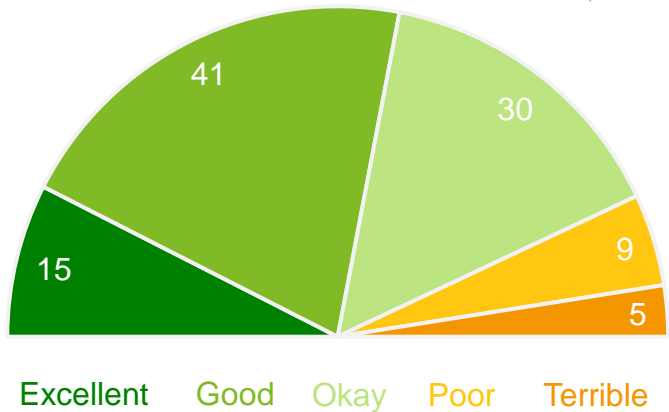
Base: All respondents, excludes 'unsure' and 'no response' (n = 827). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Boat ramps and jetties

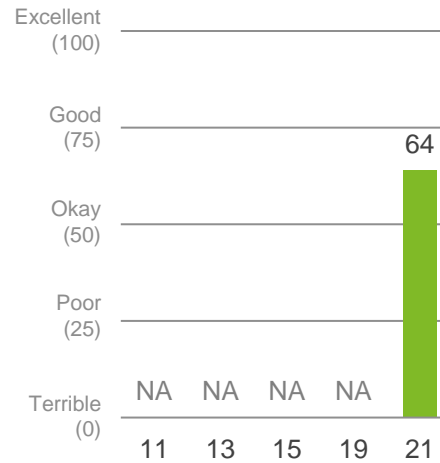
Performance ratings

% of respondents



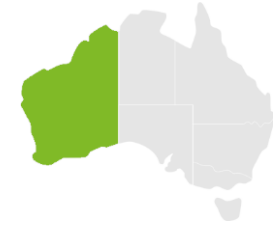
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 64 |
| Industry High | 71 |
| Industry Average | 60 |

Variations across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 64 | 63 | 64 | 64 | 67 | 66 | 62 | 49 | 74 | 55 | 62 | 60 | 59 | 72 | 63 | 65 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 63 | 63 | 73 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 748). * Positive Rating = excellent, good + okay

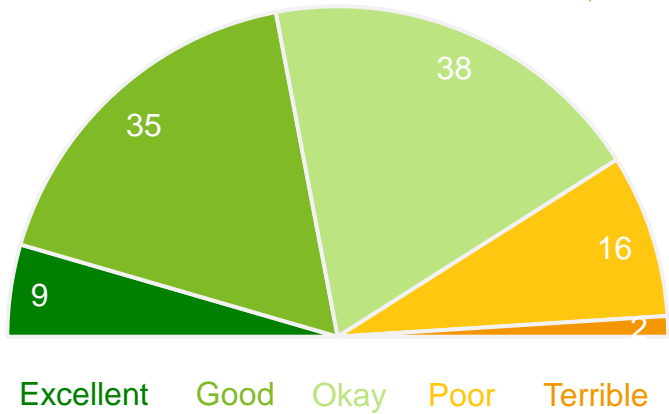
Small base size (<20 respondents)

Planet

Efforts to promote and adopt environmentally sustainable practices (renewable energy, reducing waste, reducing water use, etc)

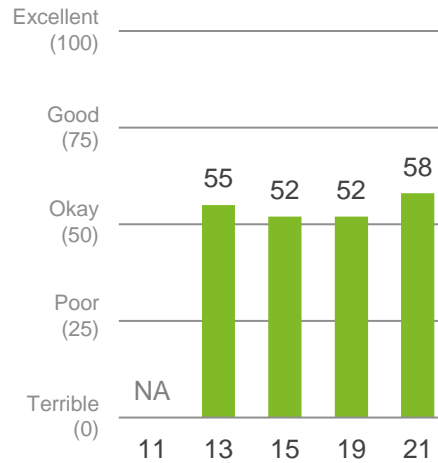
Performance ratings

% of respondents



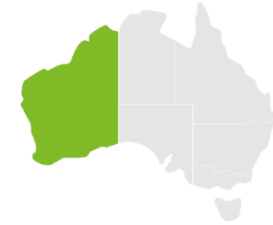
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 58 |
| Industry High | 71 |
| Industry Average | 53 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 58 | 57 | 59 | 58 | 52 | 63 | 65 | 59 | 56 | 59 | 59 | 60 | 49 | 49 | 58 | 62 | 60 | 62 | 57 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 800). * Positive Rating = excellent, good + okay

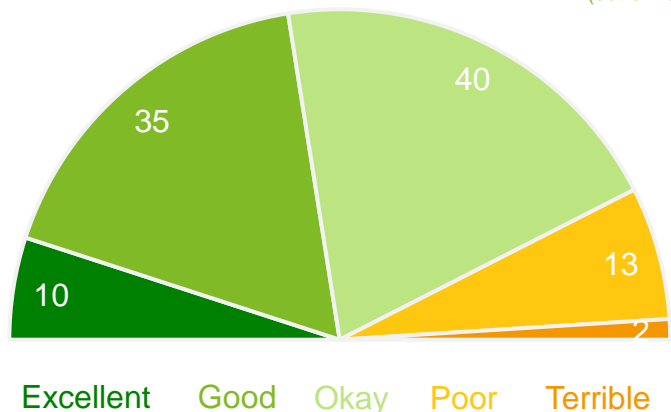
Small base size (<20 respondents)

Conservation and environmental management

(including coastline, wetlands and hinterland)

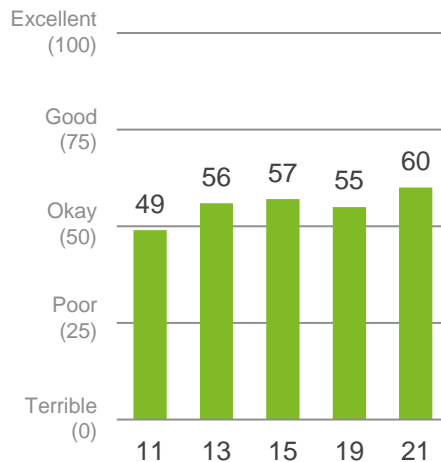
Performance ratings

% of respondents



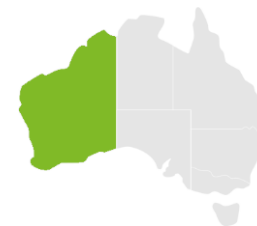
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 60 |
| Industry High | 73 |
| Industry Average | 57 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 60 | 58 | 61 | 59 | 57 | 62 | 63 | 62 | 57 | 61 | 61 | 58 | 57 | 59 | 59 | 61 | 63 | 62 | 63 |

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

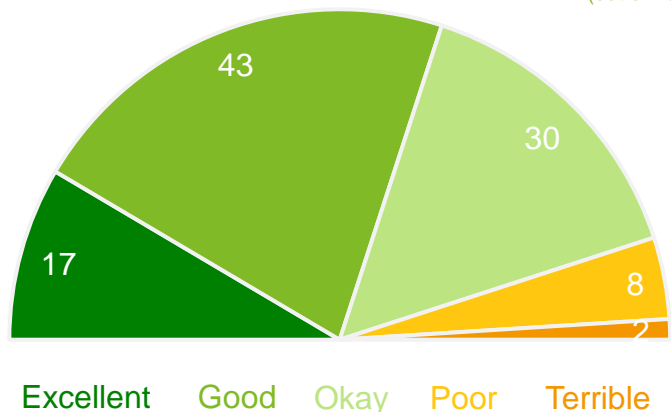
Base: All respondents, excludes 'unsure' and 'no response' (n = 795). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Waste collection services (rubbish and recycling)

Performance ratings

% of respondents



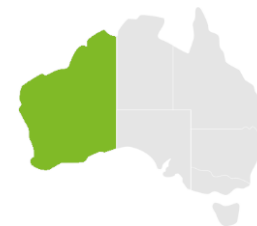
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 66 |
| Industry High | 81 |
| Industry Average | 66 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 66 | 66 | 66 | 69 | 60 | 64 | 69 | 63 | 63 | 65 | 69 | 67 | 51 | 49 | 66 | 68 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 69 | 71 | 74 |

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

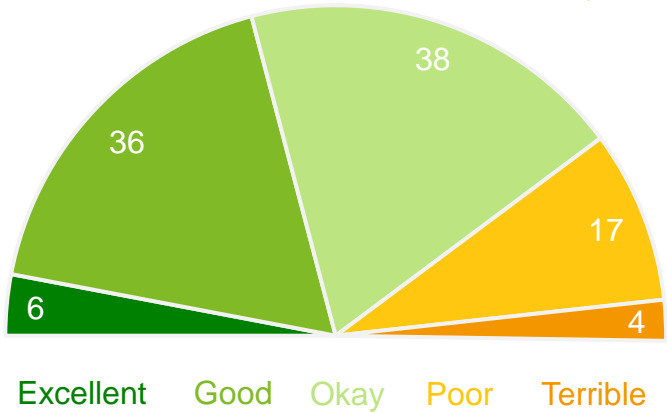
Base: All respondents, excludes 'unsure' and 'no response' (n = 825). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Animal management (dogs and cats)

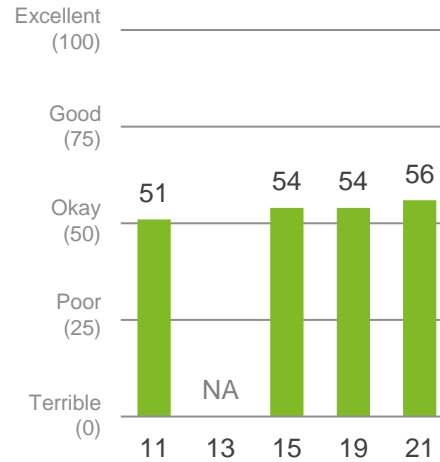
Performance ratings

% of respondents



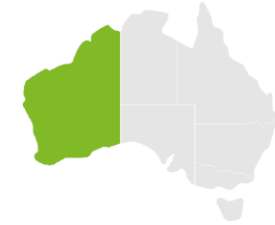
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 56 |
| Industry High | 65 |
| Industry Average | 55 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 56 | 54 | 58 | 55 | 56 | 56 | 62 | 55 | 55 | 57 | 56 | 52 | 56 | 59 | 56 | 55 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 61 | 60 | 64 |

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

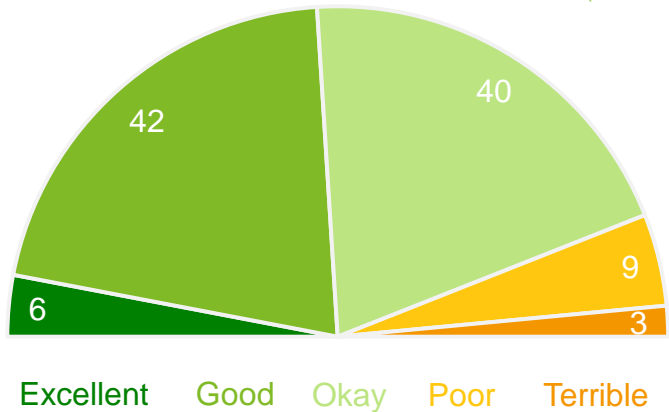
Base: All respondents, excludes 'unsure' and 'no response' (n = 755). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Management of food, health, noise and pollution issues

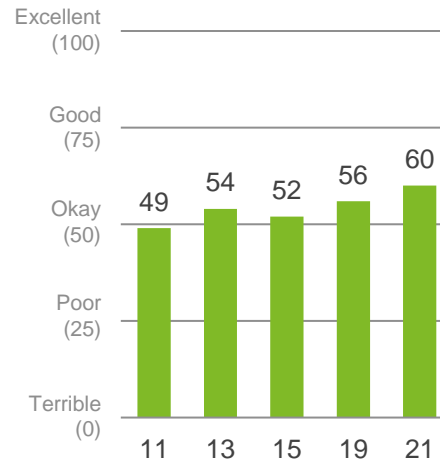
Performance ratings

% of respondents



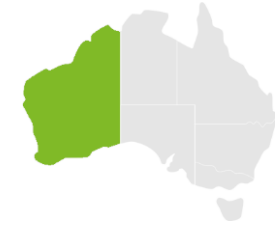
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 60 |
| Industry High | 65 |
| Industry Average | 56 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 60 | 58 | 62 | 59 | 60 | 63 | 67 | 56 | 60 | 60 | 60 | 56 | 56 | 57 | 60 | 60 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 62 | 64 | 72 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 735). * Positive Rating = excellent, good + okay

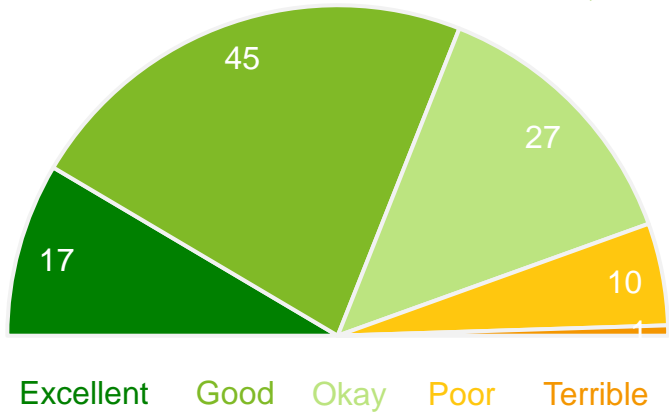
Small base size (<20 respondents)

Emergency management

(education, communication, prevention and relief for bushfires, flooding, etc)

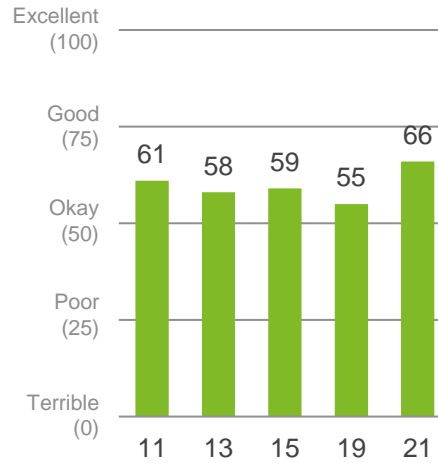
Performance ratings

% of respondents



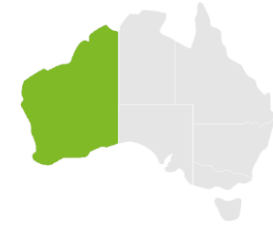
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 66 |
| Industry High | 67 |
| Industry Average | 57 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 66 | 64 | 70 | 65 | 69 | 71 | 70 | 59 | 66 | 67 | 67 | 63 | 66 | 57 | 66 | 67 | 71 | 70 | 78 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 768). * Positive Rating = excellent, good + okay

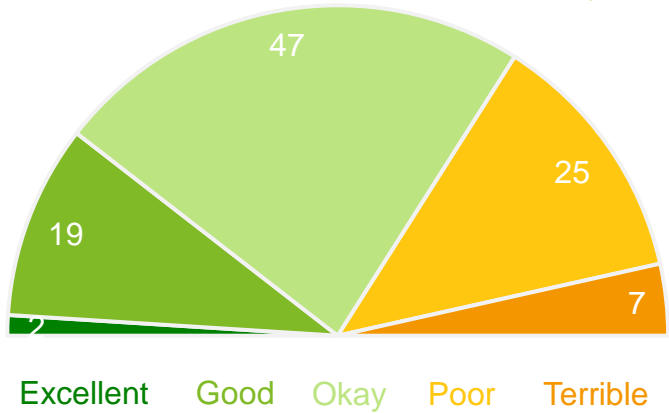
Small base size (<20 respondents)

Economy

Economic development and job creation

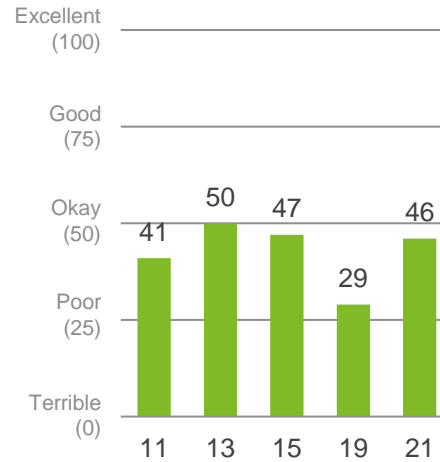
Performance ratings

% of respondents



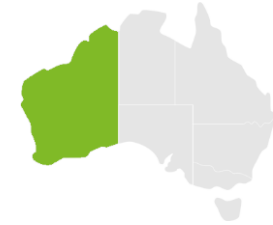
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 46 |
| Industry High | 60 |
| Industry Average | 44 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 46 | 42 | 49 | 48 | 42 | 45 | 44 | 45 | 43 | 45 | 51 | 46 | 51 | 28 | 46 | 48 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 48 | 51 | 55 |

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

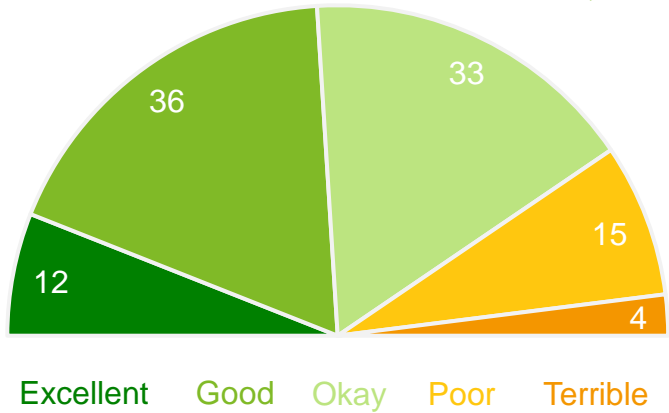
Base: All respondents, excludes 'unsure' and 'no response' (n = 750). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Tourism attractions and marketing

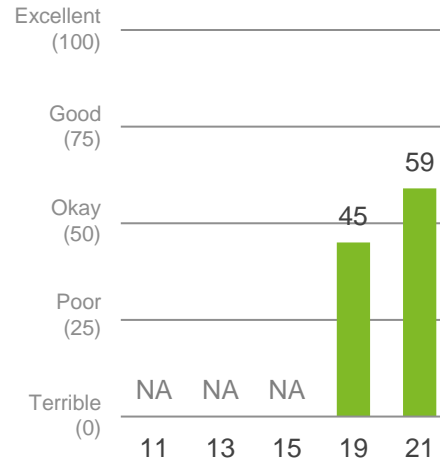
Performance ratings

% of respondents



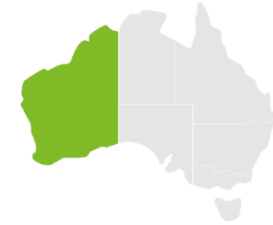
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 59 |
| Industry High | 62 |
| Industry Average | 48 |

Variances across the community

Performance Index Score

Local resident variances

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|
| 59 | 57 | 61 | 60 | 60 | 61 | 56 | 53 | 61 | 57 | 59 | 59 | 63 | 65 | 59 | 63 |

Other groups

| Local business | Community group | Shire EMs / employees |
|----------------|-----------------|-----------------------|
| 60 | 62 | 66 |

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

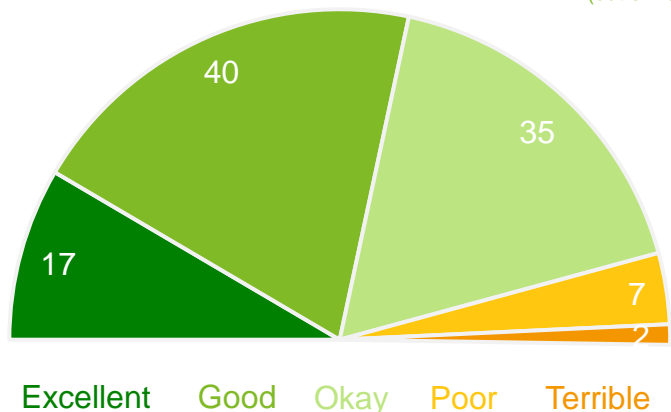
Base: All respondents, excludes 'unsure' and 'no response' (n = 812). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Community benefit from events (i.e. Edge of the Bay Festival)

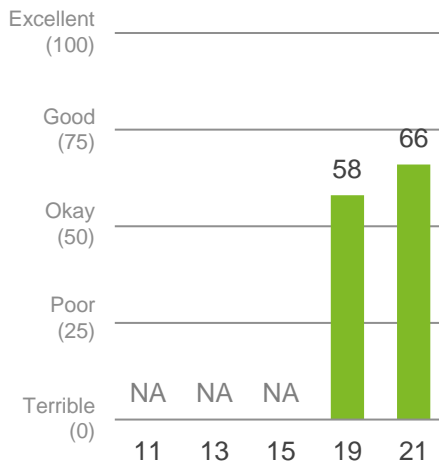
Performance ratings

% of respondents



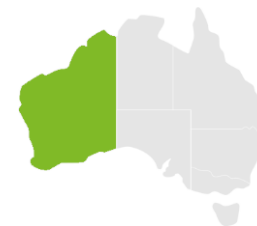
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 66 |
| Industry High | NA |
| Industry Average | NA |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 66 | 62 | 69 | 63 | 72 | 68 | 69 | 63 | 70 | 62 | 65 | 60 | 60 | 69 | 66 | 63 | 67 | 68 | 72 |

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

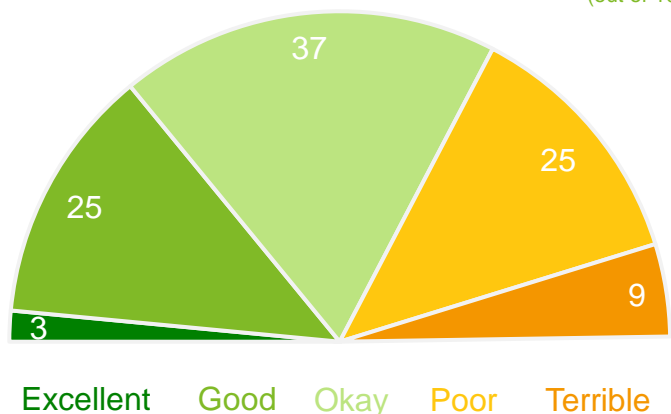
Base: All respondents, excludes 'unsure' and 'no response' (n = 775). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Development and activation of the town centre

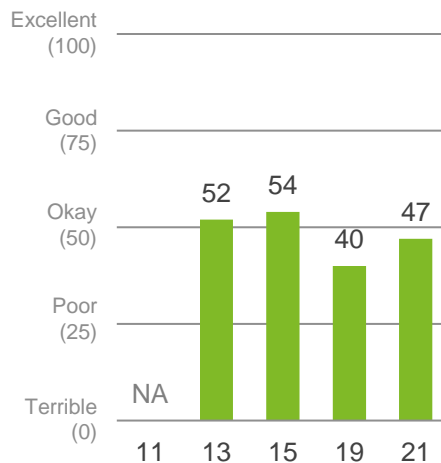
Performance ratings

% of respondents



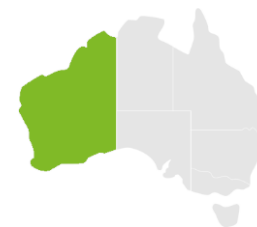
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 47 |
| Industry High | 71 |
| Industry Average | 49 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 47 | 42 | 51 | 46 | 53 | 47 | 52 | 47 | 47 | 45 | 49 | 42 | 44 | 53 | 47 | 46 | 46 | 49 | 49 |

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

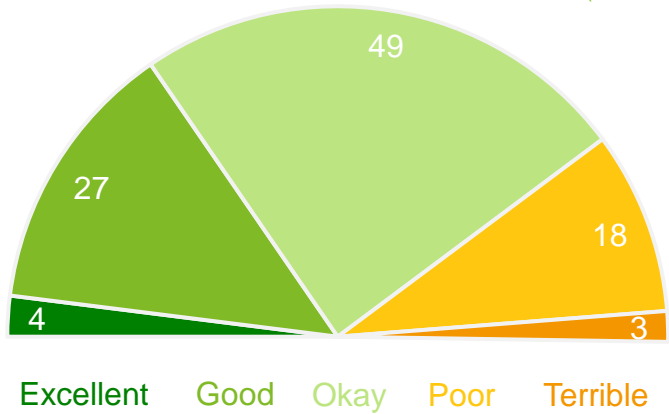
Base: All respondents, excludes 'unsure' and 'no response' (n = 812). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Access to goods and services

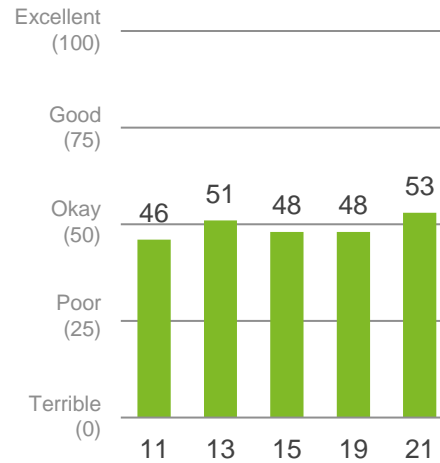
Performance ratings

% of respondents



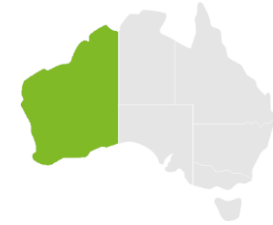
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 53 |
| Industry High | 58 |
| Industry Average | 48 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 53 | 51 | 54 | 54 | 54 | 49 | 50 | 51 | 52 | 49 | 57 | 50 | 48 | 45 | 52 | 56 | 55 | 57 | 54 |

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

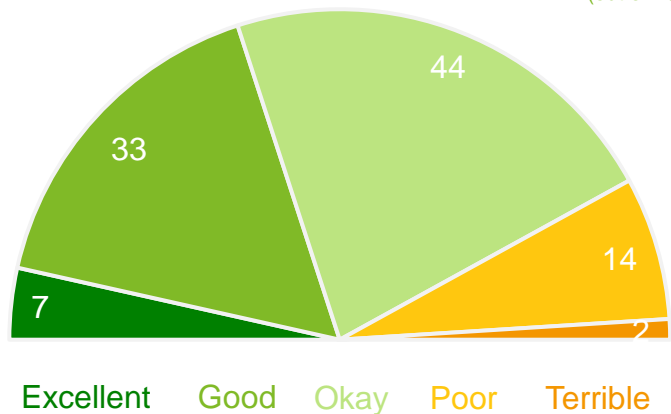
Base: All respondents, excludes 'unsure' and 'no response' (n = 792). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Access to education and training opportunities

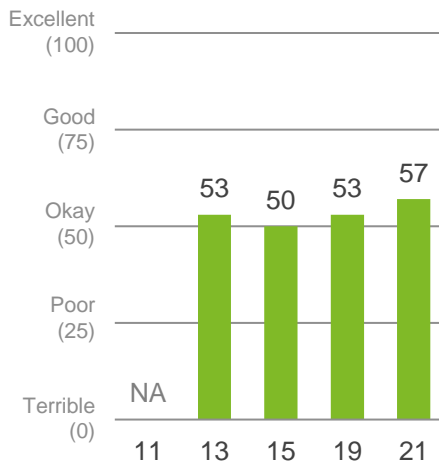
Performance ratings

% of respondents



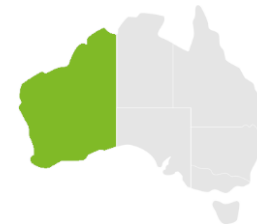
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|--------------------|----|
| Shire of Esperance | 57 |
| Industry High | 61 |
| Industry Average | 50 |

Variances across the community

Performance Index Score

Local resident variances

Other groups

| Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| 57 | 57 | 56 | 62 | 50 | 55 | 52 | 53 | 54 | 53 | 63 | 57 | 53 | 51 | 56 | 62 | 58 | 60 | 59 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 740). * Positive Rating = excellent, good + okay

Small base size (<20 respondents)

Overview of Community Variances

Summary of community variances

Local resident variances

Other groups

| | Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs /employee |
|---------------------------------|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|---------------------|
| Place to live | 81 | 80 | 83 | 83 | 81 | 81 | 83 | 80 | 80 | 79 | 85 | 77 | 73 | 72 | 82 | 76 | 84 | 88 | 80 |
| Place to own/operate a business | 55 | 53 | 57 | 57 | 49 | 54 | 57 | 56 | 52 | 54 | 60 | 51 | 45 | 38 | 55 | 59 | 68 | 62 | 57 |
| Place to visit | 82 | 80 | 84 | 84 | 76 | 83 | 80 | 80 | 81 | 79 | 85 | 80 | 77 | 85 | 83 | 79 | 84 | 86 | 83 |
| Governing organisation | 59 | 56 | 63 | 60 | 59 | 62 | 62 | 53 | 58 | 56 | 63 | 55 | 48 | 41 | 59 | 57 | 60 | 65 | 72 |
| Value for money from rates | 48 | 45 | 51 | 50 | 45 | 48 | 48 | 41 | 47 | 43 | 53 | 42 | 37 | 27 | 48 | 49 | 49 | 56 | 64 |
| Council's leadership | 60 | 58 | 62 | 59 | 62 | 63 | 66 | 55 | 58 | 58 | 63 | 53 | 54 | 53 | 60 | 63 | 63 | 64 | 65 |
| Shire's response to COVID-19 | 77 | 74 | 80 | 76 | 79 | 76 | 82 | 71 | 75 | 75 | 79 | 75 | 72 | 71 | 76 | 79 | 80 | 81 | 86 |
| Advocacy & lobbying | 56 | 53 | 58 | 56 | 58 | 57 | 59 | 51 | 54 | 54 | 59 | 51 | 42 | 51 | 55 | 57 | 60 | 62 | 66 |
| How the community is consulted | 52 | 49 | 55 | 52 | 53 | 56 | 59 | 45 | 52 | 50 | 53 | 51 | 41 | 43 | 52 | 53 | 54 | 55 | 66 |
| How the community is informed | 59 | 56 | 62 | 57 | 64 | 61 | 67 | 56 | 61 | 58 | 57 | 58 | 50 | 47 | 59 | 58 | 59 | 60 | 71 |
| Technology and innovation | 60 | 56 | 64 | 59 | 58 | 64 | 68 | 58 | 58 | 60 | 62 | 56 | 54 | 55 | 60 | 58 | 64 | 65 | 65 |
| Customer service | 62 | 60 | 65 | 62 | 63 | 65 | 63 | 59 | 62 | 59 | 65 | 57 | 57 | 58 | 62 | 62 | 63 | 66 | 75 |
| Shire's website | 61 | 57 | 64 | 61 | 58 | 65 | 63 | 58 | 58 | 61 | 63 | 60 | 60 | 64 | 60 | 62 | 63 | 65 | 66 |
| Shire eNewsletters | 60 | 55 | 65 | 59 | 60 | 67 | 68 | 60 | 56 | 62 | 61 | 56 | 60 | 51 | 60 | 64 | 65 | 65 | 72 |
| Social media presence | 64 | 61 | 68 | 63 | 67 | 68 | 69 | 59 | 68 | 64 | 61 | 62 | 55 | 56 | 65 | 62 | 66 | 68 | 76 |
| Council Connections | 61 | 57 | 65 | 61 | 62 | 62 | 64 | 57 | 61 | 59 | 62 | 57 | 61 | 46 | 60 | 64 | 64 | 63 | 67 |
| Community Radio Announcements | 58 | 54 | 63 | 60 | 60 | 58 | 60 | 57 | 57 | 54 | 61 | 59 | 56 | 63 | 57 | 62 | 61 | 62 | 74 |

Summary of community variances

Local resident variances

Other groups

| | Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------------------------------------|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| Youth services | 56 | 59 | 53 | 59 | 51 | 53 | 56 | 49 | 58 | 51 | 61 | 50 | 46 | 61 | 56 | 60 | 56 | 57 | 65 |
| Families & children services | 60 | 61 | 59 | 62 | 56 | 56 | 59 | 54 | 60 | 56 | 63 | 59 | 53 | 49 | 60 | 59 | 61 | 62 | 71 |
| Seniors services | 64 | 61 | 67 | 64 | 61 | 66 | 65 | 61 | 63 | 59 | 68 | 55 | 64 | 63 | 65 | 59 | 67 | 70 | 72 |
| Disability access & inclusion | 57 | 57 | 57 | 56 | 60 | 61 | 60 | 51 | 58 | 54 | 59 | 48 | 57 | 52 | 57 | 58 | 60 | 59 | 56 |
| Aboriginal cultures & heritage | 69 | 69 | 68 | 67 | 69 | 72 | 75 | 64 | 70 | 68 | 68 | 63 | 59 | 71 | 68 | 72 | 72 | 68 | 66 |
| Volunteer support & recognition | 68 | 65 | 71 | 67 | 66 | 71 | 75 | 65 | 66 | 69 | 69 | 62 | 62 | 62 | 68 | 70 | 72 | 71 | 76 |
| Community safety & crime prevention | 54 | 52 | 56 | 54 | 51 | 59 | 55 | 51 | 51 | 54 | 57 | 50 | 49 | 52 | 54 | 54 | 56 | 58 | 65 |
| Health & community services | 59 | 57 | 60 | 59 | 60 | 59 | 59 | 57 | 56 | 54 | 65 | 53 | 53 | 56 | 59 | 56 | 59 | 63 | 64 |
| Community buildings & halls | 62 | 61 | 63 | 63 | 62 | 62 | 65 | 59 | 58 | 61 | 67 | 57 | 52 | 54 | 62 | 63 | 68 | 69 | 72 |
| Sport & recreation | 76 | 74 | 78 | 75 | 72 | 78 | 81 | 76 | 74 | 75 | 78 | 77 | 79 | 76 | 76 | 75 | 81 | 78 | 85 |
| Bay of Isles Leisure Centre | 72 | 72 | 73 | 72 | 72 | 72 | 78 | 68 | 75 | 69 | 72 | 73 | 55 | 68 | 72 | 74 | 74 | 74 | 73 |
| Playgrounds, parks & reserves | 73 | 72 | 75 | 73 | 71 | 74 | 73 | 70 | 75 | 72 | 73 | 69 | 73 | 71 | 73 | 78 | 77 | 78 | 81 |
| Library & information | 70 | 66 | 73 | 72 | 63 | 69 | 70 | 70 | 66 | 69 | 74 | 70 | 55 | 65 | 70 | 70 | 71 | 74 | 77 |
| Festivals, events, art & cultural | 70 | 66 | 72 | 69 | 68 | 74 | 71 | 68 | 67 | 70 | 72 | 68 | 61 | 71 | 69 | 74 | 72 | 74 | 81 |
| Local history preservation | 57 | 53 | 61 | 57 | 57 | 63 | 61 | 50 | 56 | 55 | 61 | 53 | 52 | 55 | 58 | 52 | 59 | 60 | 63 |

Summary of community variances

Local resident variances

Other groups

| | Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|-------------------------------------|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-----------|------------|------------|--------|------|-------|----------------|-----------------|-----------------------|
| Responsible growth & development | 52 | 50 | 55 | 53 | 48 | 59 | 54 | 44 | 49 | 50 | 57 | 53 | 52 | 38 | 52 | 55 | 54 | 59 | 58 |
| Planning & building approvals | 42 | 38 | 46 | 41 | 43 | 46 | 44 | 41 | 39 | 41 | 45 | 46 | 48 | 24 | 42 | 43 | 42 | 46 | 63 |
| Local road maintenance | 50 | 48 | 53 | 52 | 48 | 50 | 52 | 49 | 49 | 48 | 54 | 42 | 53 | 44 | 51 | 44 | 51 | 55 | 66 |
| Traffic management | 53 | 49 | 56 | 54 | 51 | 50 | 56 | 51 | 52 | 50 | 56 | 45 | 54 | 51 | 53 | 50 | 54 | 56 | 66 |
| Parking management | 51 | 49 | 52 | 52 | 57 | 46 | 50 | 45 | 53 | 48 | 51 | 43 | 55 | 47 | 51 | 50 | 51 | 53 | 63 |
| Footpaths, trails & cycleways | 68 | 67 | 69 | 70 | 65 | 65 | 70 | 64 | 68 | 67 | 69 | 64 | 58 | 63 | 68 | 71 | 71 | 74 | 76 |
| Streetscapes, trees & verges | 57 | 55 | 58 | 56 | 55 | 61 | 60 | 53 | 56 | 57 | 57 | 50 | 53 | 67 | 56 | 61 | 59 | 65 | 71 |
| Lighting of streets & public places | 57 | 56 | 57 | 57 | 56 | 61 | 60 | 51 | 54 | 57 | 59 | 57 | 51 | 65 | 56 | 61 | 62 | 63 | 68 |
| Boat ramps & jetties | 64 | 63 | 64 | 64 | 67 | 66 | 62 | 49 | 74 | 55 | 62 | 60 | 59 | 72 | 63 | 65 | 63 | 63 | 73 |
| Sustainability & climate change | 58 | 57 | 59 | 58 | 52 | 63 | 65 | 59 | 56 | 59 | 59 | 60 | 49 | 49 | 58 | 62 | 60 | 62 | 57 |
| Conservation & environment | 60 | 58 | 61 | 59 | 57 | 62 | 63 | 62 | 57 | 61 | 61 | 58 | 57 | 59 | 59 | 61 | 63 | 62 | 63 |
| Waste collection services | 66 | 66 | 66 | 69 | 60 | 64 | 69 | 63 | 63 | 65 | 69 | 67 | 51 | 49 | 66 | 68 | 69 | 71 | 74 |
| Animal management | 56 | 54 | 58 | 55 | 56 | 56 | 62 | 55 | 55 | 57 | 56 | 52 | 56 | 59 | 56 | 55 | 61 | 60 | 64 |
| Food, health, noise & pollution | 60 | 58 | 62 | 59 | 60 | 63 | 67 | 56 | 60 | 60 | 60 | 56 | 56 | 57 | 60 | 60 | 62 | 64 | 72 |
| Emergency management | 66 | 64 | 70 | 65 | 69 | 71 | 70 | 59 | 66 | 67 | 67 | 63 | 66 | 57 | 66 | 67 | 71 | 70 | 78 |

Summary of community variances

Local resident variances

Other groups

| | Total | Male | Female | No children | Have child 0-5 | Have child 6-12 | Have child 13-17 | Have child 18+ | 14-34 years | 35-54 years | 55+ years | Disability | Indigenous | LOTE # | Town | Rural | Local business | Community group | Shire EMs / employees |
|--------------------------------------|-------|------|--------|-------------|-------------------|--------------------|---------------------|-------------------|-------------|-------------|-----------|------------|------------|--------|------|-------|-------------------|--------------------|--------------------------|
| Economic development | 46 | 42 | 49 | 48 | 42 | 45 | 44 | 45 | 43 | 45 | 51 | 46 | 51 | 28 | 46 | 48 | 48 | 51 | 55 |
| Tourism attractions & marketing | 59 | 57 | 61 | 60 | 60 | 61 | 56 | 53 | 61 | 57 | 59 | 59 | 63 | 65 | 59 | 63 | 60 | 62 | 66 |
| Community benefit from events | 66 | 62 | 69 | 63 | 72 | 68 | 69 | 63 | 70 | 62 | 65 | 60 | 60 | 69 | 66 | 63 | 67 | 68 | 72 |
| Town centre development & activation | 47 | 42 | 51 | 46 | 53 | 47 | 52 | 47 | 47 | 45 | 49 | 42 | 44 | 53 | 47 | 46 | 46 | 49 | 49 |
| Access to goods & services | 53 | 51 | 54 | 54 | 54 | 49 | 50 | 51 | 52 | 49 | 57 | 50 | 48 | 45 | 52 | 56 | 55 | 57 | 54 |
| Access to education & training | 57 | 57 | 56 | 62 | 50 | 55 | 52 | 53 | 54 | 53 | 63 | 57 | 53 | 51 | 56 | 62 | 58 | 60 | 59 |

MARKYT Community Priorities

Businesses, organisations
and Shire affiliates

MARKYT Community Priorities

Base: Local business owners and managers

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

OPTIMISE

CELEBRATE

PERFORMANCE INDEX SCORE

Okay

KAIZEN

Terrible

REVIEW

PRIORITISE

0

10

20

30

- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 How the community is consulted
- 4 How the community is informed
- 5 Embracing technology and innovation
- 6 Customer service
- 7 Youth services
- 8 Families and children services
- 9 Seniors services
- 10 Disability access and inclusion
- 11 Aboriginal cultures and heritage
- 12 Volunteer support and recognition
- 13 Safety and crime prevention
- 14 Health and community services
- 15 Community buildings and halls
- 16 Sport and recreation
- 17 Bay of Isles Leisure Centre
- 18 Playgrounds, parks and reserves
- 19 Library and information
- 20 Festivals, events, art and cultural
- 21 Local history preservation
- 22 Responsible growth and development
- 23 Planning and building approvals
- 24 Local road maintenance
- 25 Traffic management
- 26 Parking management
- 27 Footpaths, trails and cycleways
- 28 Streetscapes, trees and verges
- 29 Lighting of streets and public places
- 30 Boat ramps and jetties
- 31 Sustainability and climate change
- 32 Conservation and environment
- 33 Waste collection services
- 34 Animal management
- 35 Food, health, noise and pollution
- 36 Emergency management
- 37 Economic development
- 38 Tourism attractions and marketing
- 39 Community benefit from events
- 40 Town centre development, activation
- 41 Access to goods and services
- 42 Access to education and training

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=157)

MARKYT Community Priorities

Base: Manager or committee member of a local community organisation, club or group

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

Okay

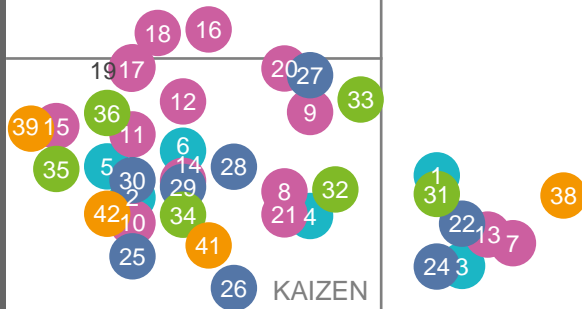
Terrible

CELEBRATE

OPTIMISE

REVIEW

PRIORITISE



- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 How the community is consulted
- 4 How the community is informed
- 5 Embracing technology and innovation
- 6 Customer service
- 7 Youth services
- 8 Families and children services
- 9 Seniors services
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- 39 Community benefit from events
- 40 Town centre development, activation
- 41 Access to goods and services
- 42 Access to education and training

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=152)

MARKYT Community Priorities

Base: Councillors /
Shire employees

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

PERFORMANCE INDEX SCORE

Okay

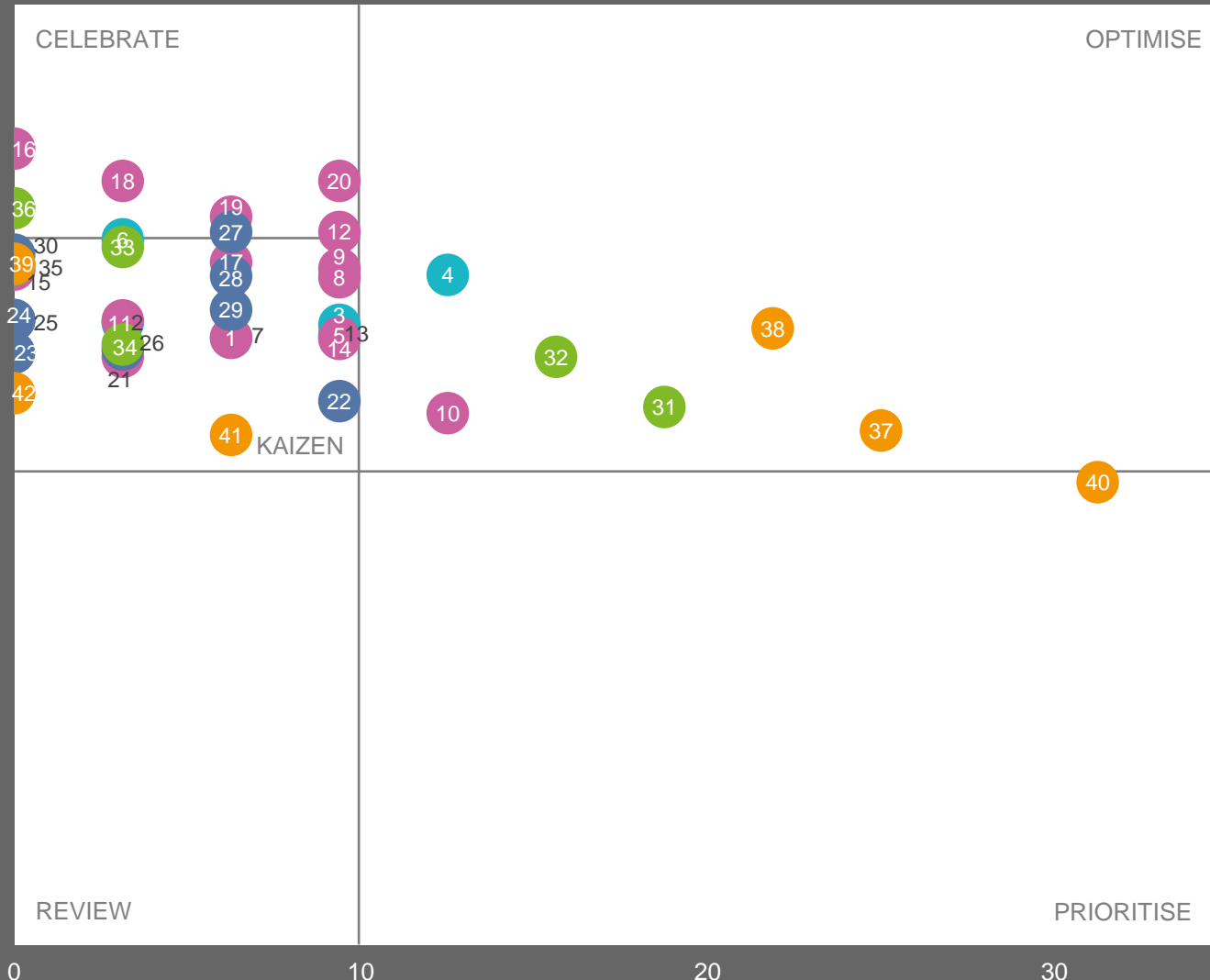
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CELEBRATE

OPTIMISE

REVIEW

PRIORITISE



- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 How the community is consulted
- 4 How the community is informed
- 5 Embracing technology and innovation
- 6 Customer service
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- 36 Emergency management
- 37 Economic development
- 38 Tourism attractions and marketing
- 39 Community benefit from events
- 40 Town centre development, activation
- 41 Access to goods and services
- 42 Access to education and training

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=33)



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