



MARKYT 

Community Scorecard

2025

Prepared for



Prepared by



Contents

<u>Strategic overview</u>	3
<u>Approach</u>	5
<u>Overall place scores</u>	10
<u>MARKYT® industry comparisons</u>	15
<u>MARKYT® community trends</u>	19
<u>MARKYT® priorities window</u>	22
<u>Advocacy priorities</u>	25
<u>Community priorities</u>	31
<u>Performance ratings:</u>	
<u>Governance</u>	35
<u>Asset management</u>	45
<u>Compliance</u>	57
<u>Discretionary services</u>	65
<u>Advocacy and support for services delivered by the Australian Government, State Government, private industry and non-governmental organisations</u>	78
<u>Overview of community variances</u>	89
<u>Overview of geographical variances</u>	93
<u>Local business views</u>	97
<u>Other stakeholder views</u>	100

Strategic overview

Vision



27

% agree

On par with the Industry Average and down 8% points from 2023

Liveability

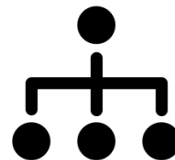


77

Performance Index Score

3 index points above Industry Average and down 3 points from 2023

Governance



55

Performance Index Score

4 index points above Industry Average and down 4 points from 2023

Value[^]



48

Performance Index Score

7 index points above Industry Average and up 1 point from 2023

Top 3 services in the LGA

- Sport and recreation services and facilities
- Festivals, markets and community events
- Library services and facilities

Most improved services in the LGA

- Airport services and facilities
- Waste management
- Community engagement
- Seniors' services and facilities
- Local roads

Advocacy priorities



Housing



Aged care and accommodation



Health and community services



Main roads



Telecommunications and internet services

Community priorities



Airport facilities and services



Local roads



Town centre development and activation

Approach

Purpose



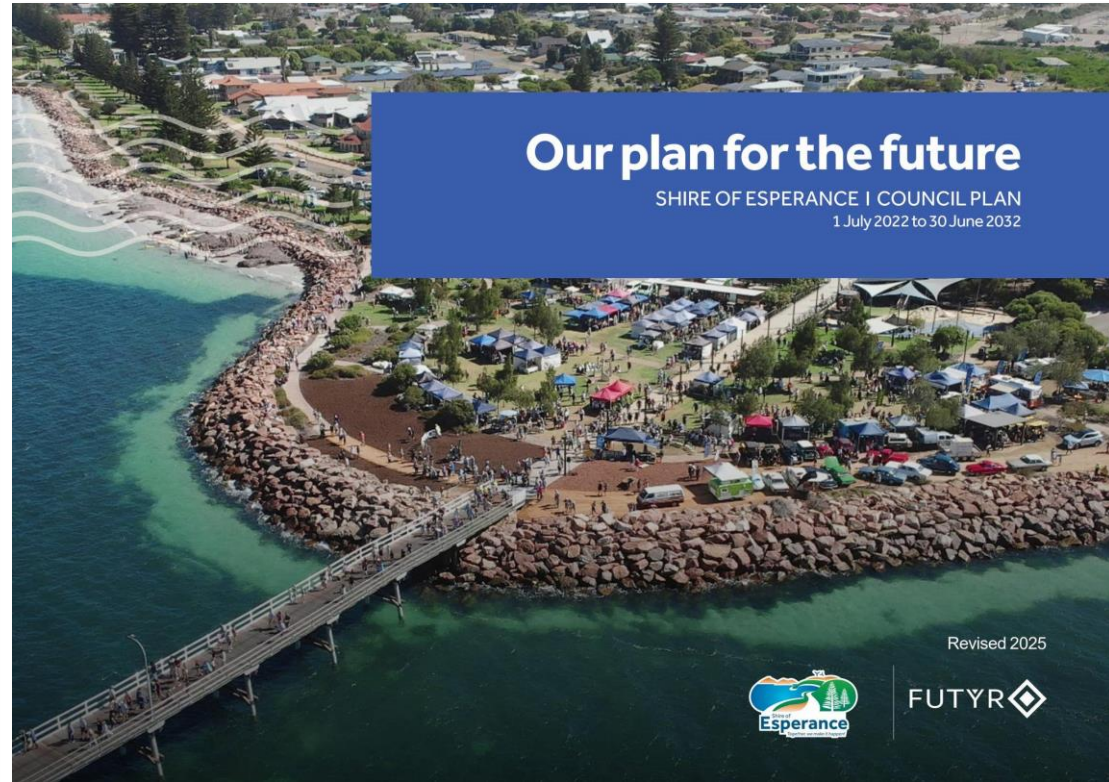
Department of Local Government, Sport and Cultural Industries

The Local Government Act requires local councils to develop a **Plan for the Future**. The IP&R guidelines suggest this plan has a major review every four years, and a minor review every two years.

MARKYT Community Scorecard

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

- Support a review of its Plan for the Future
- Assess performance against objectives and key performance indicators (KPIs) in the Plan for the Future
- Determine community priorities
- Benchmark performance



The Study

Shire of Esperance commissioned CATALYSE® to conduct an independent MARKYT® Community Scorecard to assess community perceptions of performance.

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

CATALYSE® distributed email invitations to Shire customer contacts. The Shire promoted the Scorecard through website news updates, social media, WhatsApp, online articles in the Shire Flyer, eNewsletters, direct outreach to local high schools, radio and print advertising, and seven in-person engagement opportunities at markets, schools, community events and with service providers.

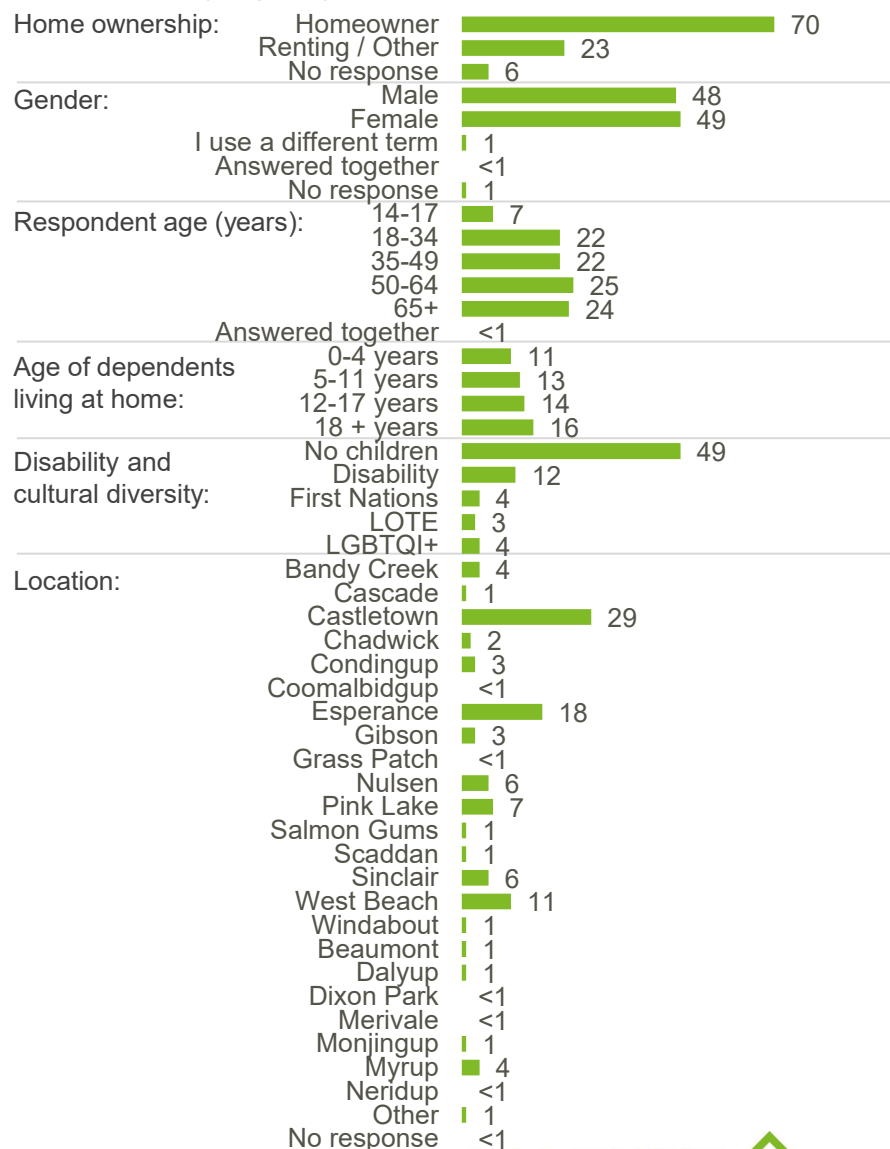
The scorecard was open from 5 to 23 May 2025 and completed by **1,502 community members** with various connections to the Shire.

Resident	Business	Out of area ratepayer / visitor	Elected Member / Shire employee
1,296	346	28	180

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

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

% of residents (weighted)



LOTE: Language other than English

Over 20+ years, CATALYSE® has conducted community and business perceptions surveys for more than 70 councils across Australia. When comparable questions are asked, we publish high and average scores to enable participating councils to recognise and learn from industry leaders.

Perth Region

Armadale
Bassendean
Bayswater
Belmont
Cambridge
Canning
Claremont
Cockburn
Cottesloe
East Fremantle
Fremantle
Joondalup
Kalamunda
Kwinana
Melville
Mosman Park
Mundaring
Nedlands
Peppermint Grove
Perth
Serpentine-Jarrahdale
South Perth
Subiaco
Swan
Victoria Park
Vincent
Wanneroo

Wheatbelt Region

Chittering
Dandaragan
Gingin
Merredin
Narrogin
Northam
Pingelly
Toodyay
York

Southwest Region

Augusta-Margaret River
Bridgetown-Greenbushes
Bunbury
Busselton
Capel
Collie
Dardanup
Donnybrook-Balingup
Harvey

Great Southern Region

Albany
Broomehill-Tambellup
Cranbrook
Denmark
Gnowangerup
Jerramungup
Katanning
Kent
Kojonup
Plantagenet
Woodanilling

Peel Region

Boddington
Mandurah
Murray
Serpentine-Jarrahdale



Note: in this report, average and high scores are calculated from councils that have completed a MARKYT® accredited study within the past three years.

How to read MARKYT® performance dashboards

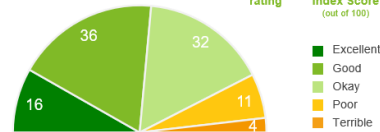
Performance Ratings

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

Positive rating

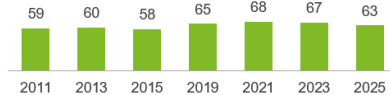
Is the percentage of respondents who provided a rating of okay, good or excellent.

Performance ratings % of respondents



Trend Analysis

Performance Index Score



MARKYT® Industry Standards



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

Score

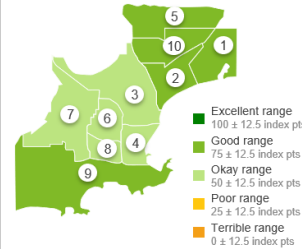
100
75
50
25
0

Average Rating

Excellent
Good
Okay
Poor
Terrible

Geographical variances

Performance Index Score



Location

1. Bandy Creek	71
2. Castletown	64
3. Chadwick	58
4. Esperance	59
5. Myrup	63
6. Nulsen	57
7. Pink Lake	59
8. Sinclair	59
9. West Beach	69
10. Windabout*	75
Condongup	56
Gibson	56
Town	63
Inner Rural	63
Outer Rural	57

Geographical variances

Maps variances across the region by location.

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	63	0-4 years	58	Disability	55
Female	62	5-11 years	60	First Nations person	61
Age		12-17 years	65	Mainly speak LOTE	61
		18+ years	67	LGBTQI+	56
		No children	62	Home ownership	
14-17 years	60			Homeowner	65
18-34 years	54			Renting / other	59
35-49 years	67				
50-64 years	63				
65+ years	67				

Community variances

Shows how performance ratings vary across the community by key demographics.

MARKYT® Industry Standards

Show Council performance compared to other councils.

Council Score is the Council's performance index score.

Industry High is the highest score achieved by participating councils.

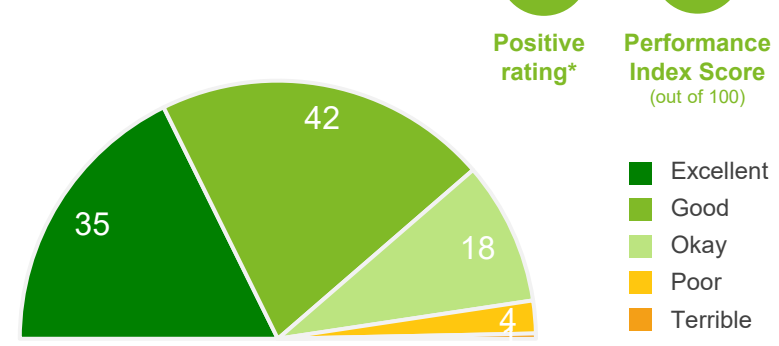
Industry Average is the average score among participating.

Overall place scores

Place to live

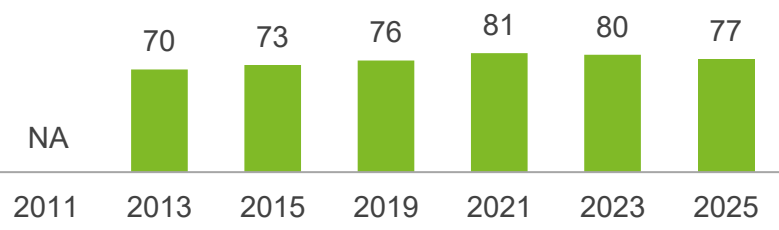
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



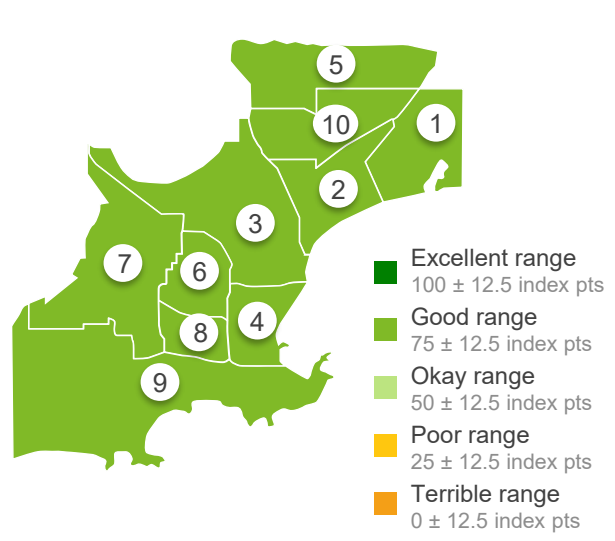
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1. Bandy Creek	78
2. Castletown	76
3. Chadwick	77
4. Esperance	77
5. Myrup	78
6. Nulsen	69
7. Pink Lake	80
8. Sinclair	75
9. West Beach	80
10. Windabout#	83
Condingup	75
Gibson	69
Town	77
Inner Rural	73
Outer Rural	76

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	76	0-4 years	72	Disability	72
Female	78	5-11 years	73	First Nations person	66
Age	14-17 years	12-17 years	76	Mainly speak LOTE	74
	18-34 years	18+ years	78	LGBTQI+	71
	35-49 years	No children	78	Home ownership	
	50-64 years			Homeowner	79
	65+ years			Renting / other	70

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

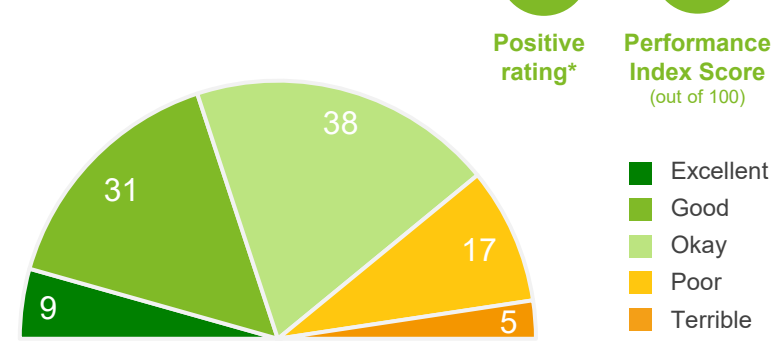
Base: All respondents, excludes 'unsure' and 'no response' (n = 1288).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Place to own or operate a business

Performance ratings

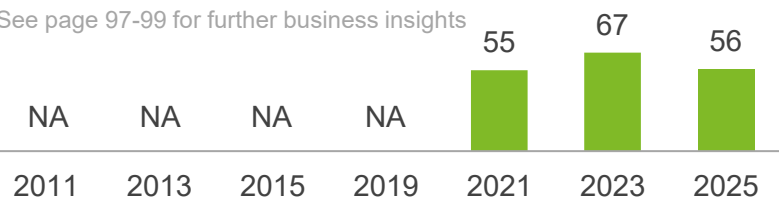
% of respondents



Trend Analysis

Performance Index Score

See page 97-99 for further business insights



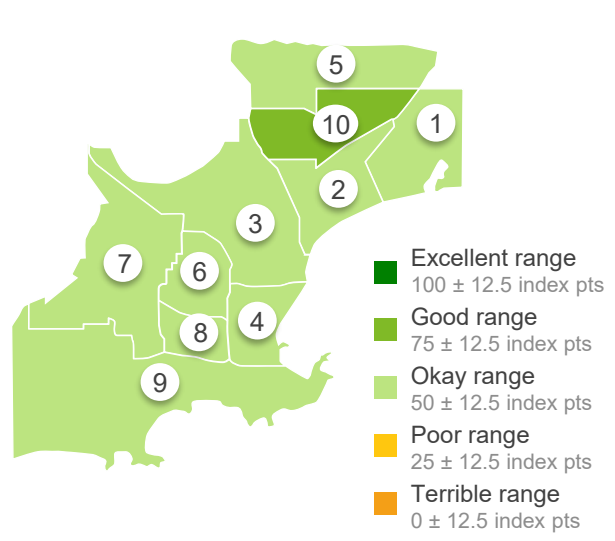
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1. Bandy Creek	57
2. Castletown	54
3. Chadwick	56
4. Esperance	56
5. Myrup	62
6. Nulsen	50
7. Pink Lake	53
8. Sinclair	53
9. West Beach	60
10. Windabout#	67
Condingup	56
Gibson	44
Town	55
Inner Rural	53
Outer Rural	60

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	55	0-4 years	52	Disability	46
Female	57	5-11 years	52	First Nations person	49
Age	14-17 years	12-17 years	55	Mainly speak LOTE	49
	18-34 years	18+ years	59	LGBTQI+	52
	35-49 years	No children	56	Home ownership	
	50-64 years			Homeowner	57
	65+ years			Renting / other	52

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

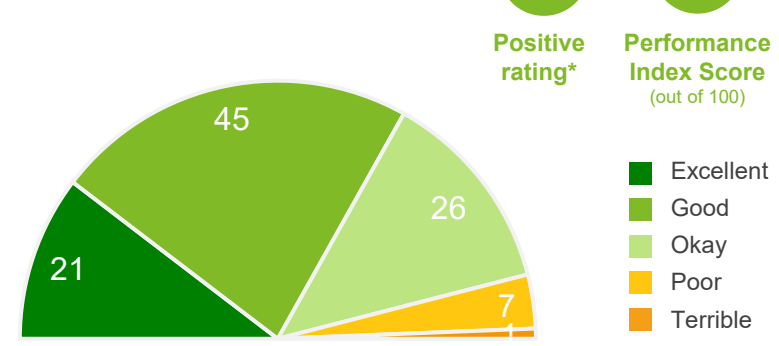
Base: All respondents, excludes 'unsure' and 'no response' (n = 1022).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Place to work

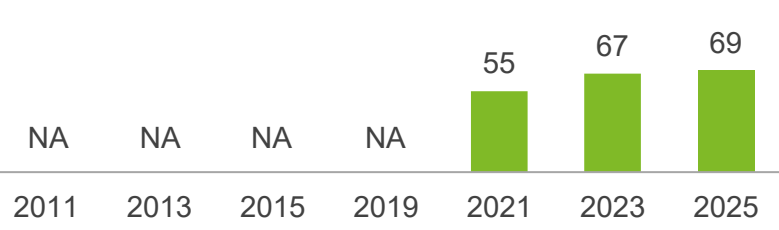
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



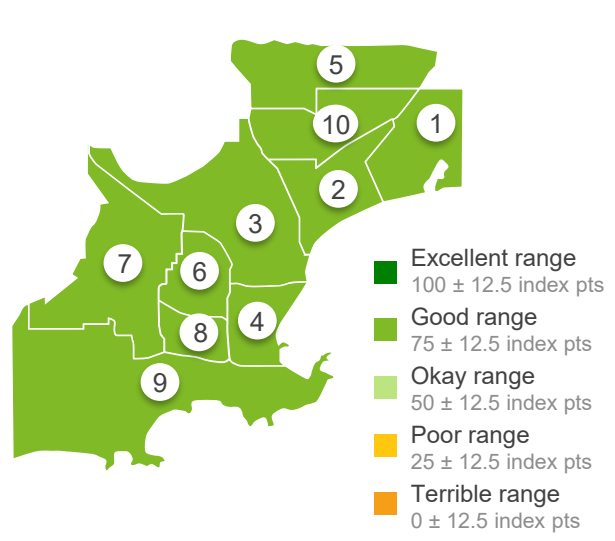
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1. Bandy Creek	65
2. Castletown	68
3. Chadwick	72
4. Esperance	70
5. Myrup	73
6. Nulsen	64
7. Pink Lake	71
8. Sinclair	74
9. West Beach	72
10. Windabout#	70
Condingup	72
Gibson	70
Town	69
Inner Rural	69
Outer Rural	69

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	68	0-4 years	68	Disability	64
Female	71	5-11 years	66	First Nations person	62
Age	14-17 years	12-17 years	69	Mainly speak LOTE	65
	18-34 years	18+ years	70	LGBTQI+	61
	35-49 years	No children	71	Home ownership	
	50-64 years			Homeowner	71
	65+ years			Renting / other	66

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

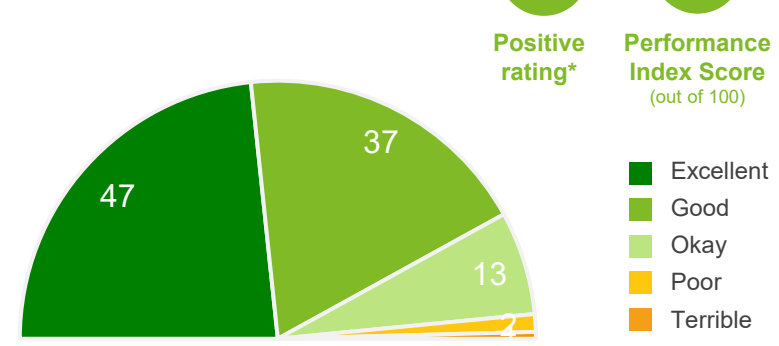
Base: All respondents, excludes 'unsure' and 'no response' (n = 1184).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Place to visit

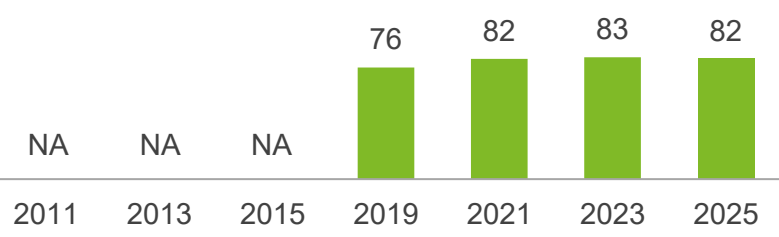
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



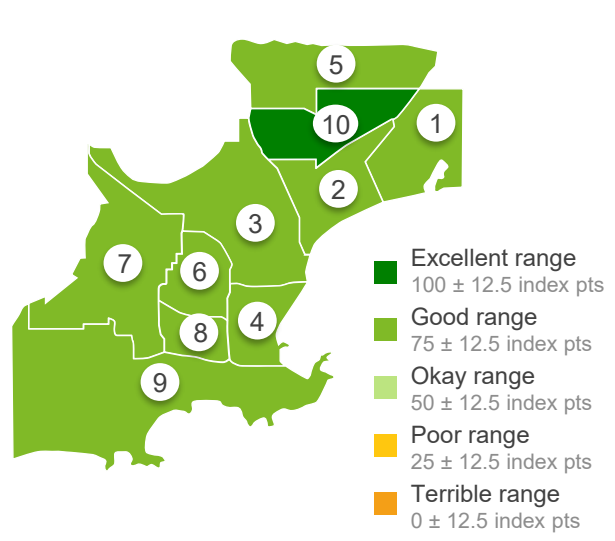
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1. Bandy Creek	82
2. Castletown	80
3. Chadwick	75
4. Esperance	81
5. Myrup	80
6. Nulsen	82
7. Pink Lake	82
8. Sinclair	80
9. West Beach	86
10. Windabout#	88
Condingup	81
Gibson	78
Town	82
Inner Rural	81
Outer Rural	83

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	81	0-4 years	82	Disability	76
Female	82	5-11 years	78	First Nations person	73
Age	14-17 years	12-17 years	80	Mainly speak LOTE	88
	18-34 years	18+ years	82	LGBTQI+	81
	35-49 years	No children	83	Home ownership	
	50-64 years			Homeowner	82
	65+ years			Renting / other	79

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1246).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

MARKYT  industry comparisons

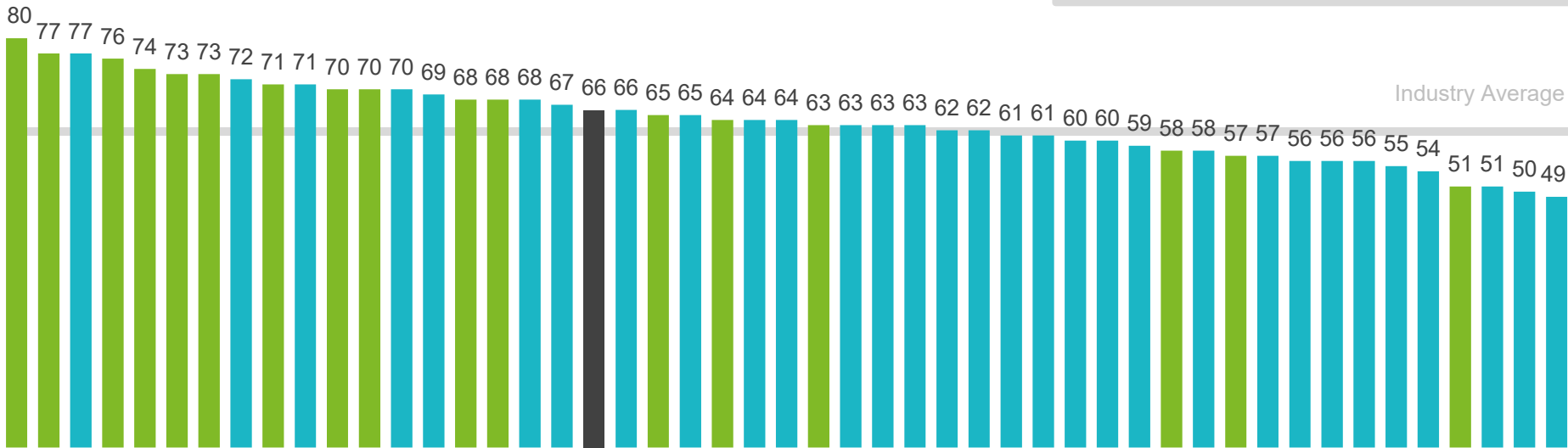
Overall Performance | industry comparisons


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 66 out of 100, 3 index points above the industry average.

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

66

Industry High

80

Industry Average

63

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.

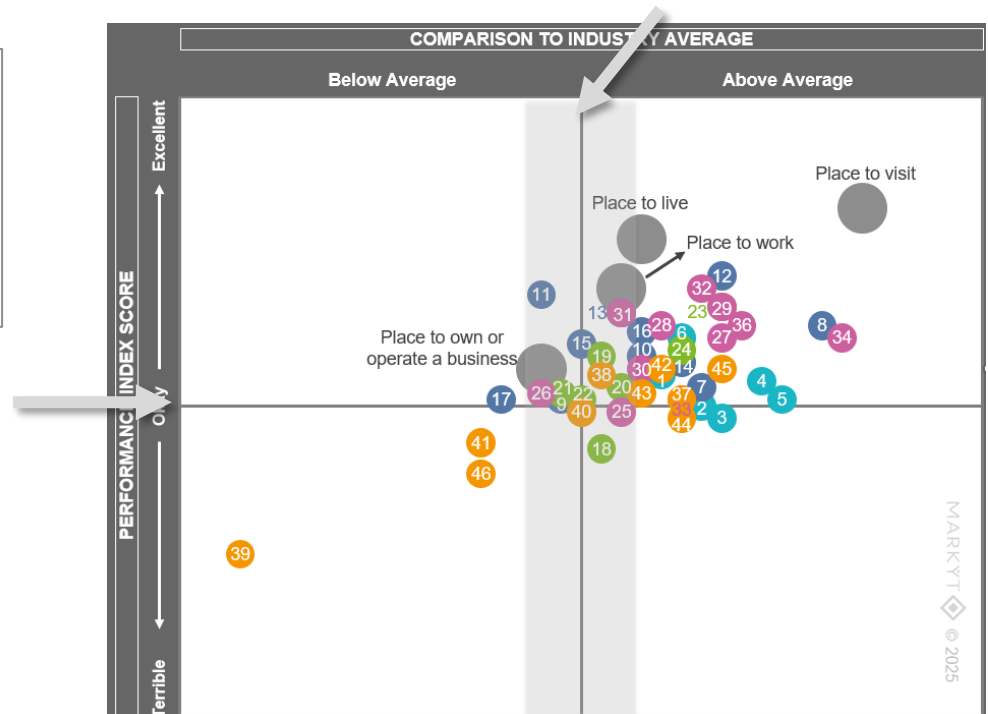
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

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

Services are grouped in five areas:

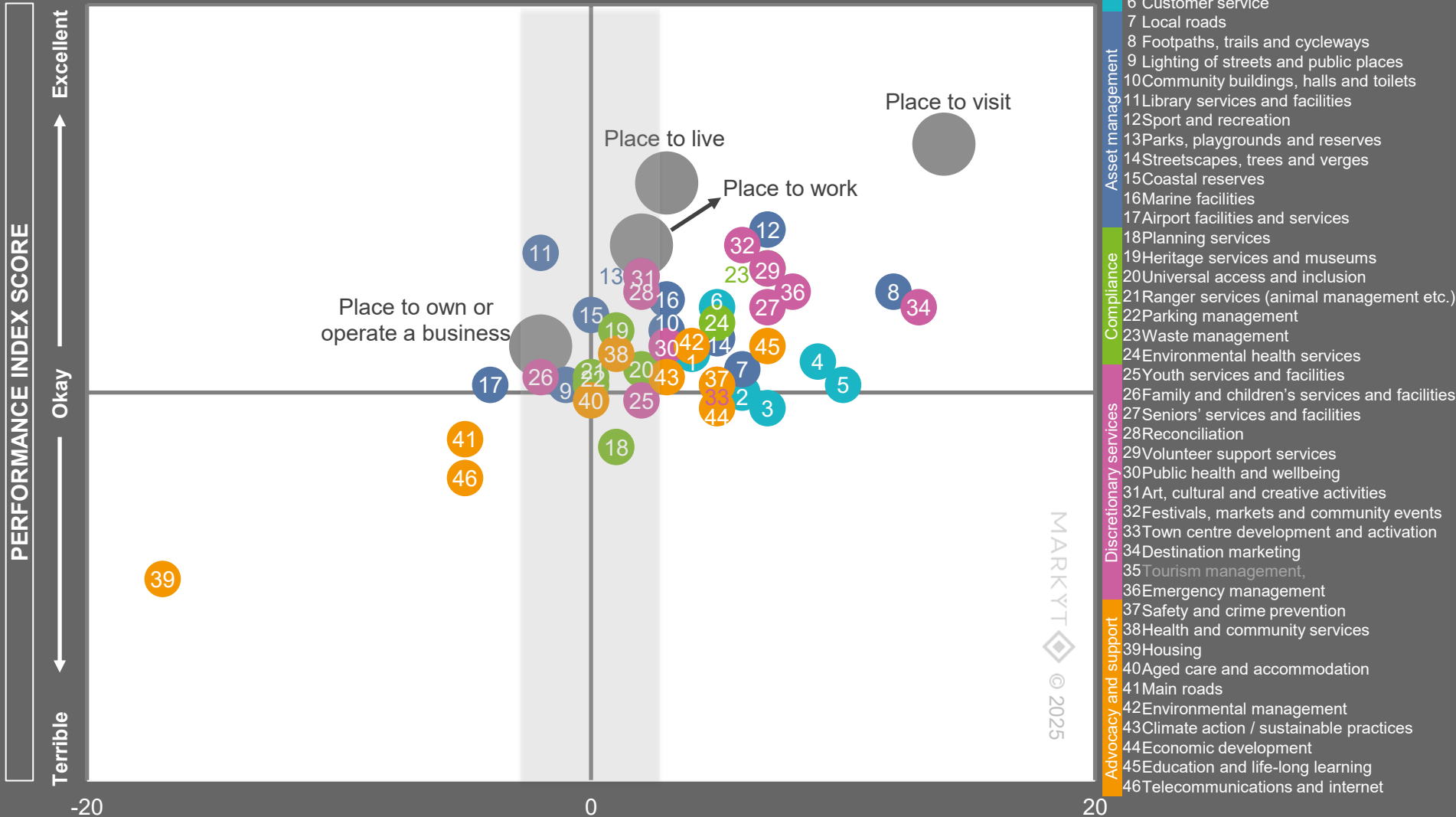
- Governance
- Local assets
- Compliance
- Discretionary services
- Advocacy and support

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



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

MARKYT  community trends

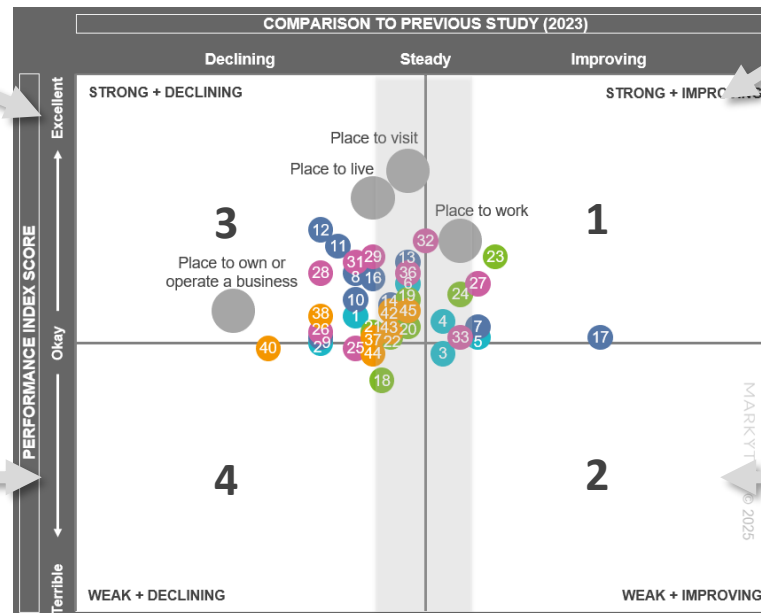
The MARKYT® Community Trends Window shows trends in performance over the past 2 years.

Window 3 includes higher performing services in decline, including:

- Sport and recreation
- Reconciliation
- Health and community services
- Family and children's services and facilities
- Lighting of streets and public places
- Library services and facilities

Window 4 includes lower performing areas in decline. The **main concerns** include:

- Aged care and accommodation
- Council's leadership
- Youth services and facilities
- Economic development
- Planning services



Window 1 includes higher performing areas that have improved, including:

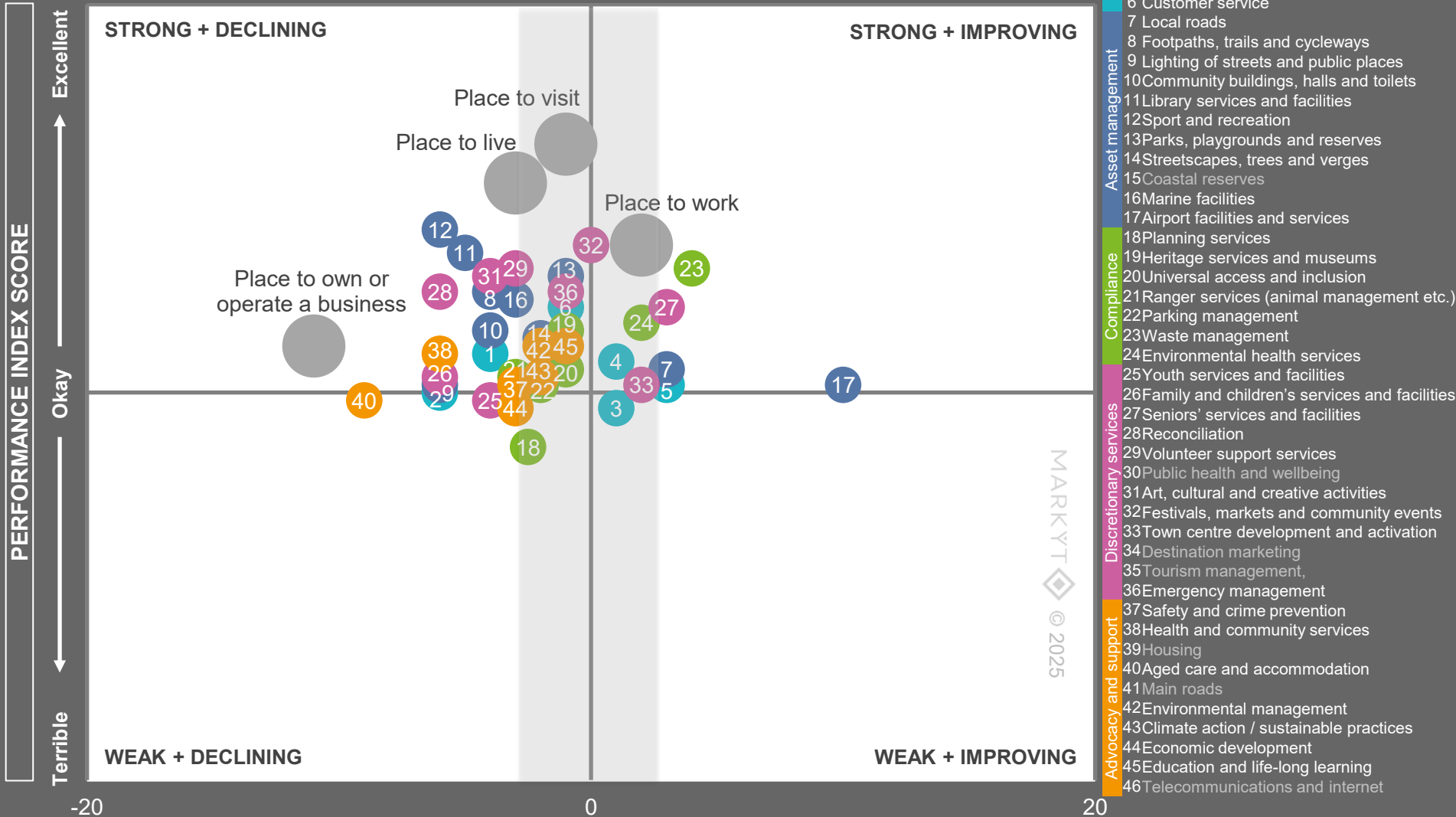
- Airport services and facilities
- Waste management
- Seniors' services and facilities
- Local roads
- Community engagement

Window 2 includes lower performing areas that are improving.

There are no services in this window.

MARKYT Community Trends Window

COMPARISON TO PREVIOUS STUDY (2023)



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

MARKYT  priorities window

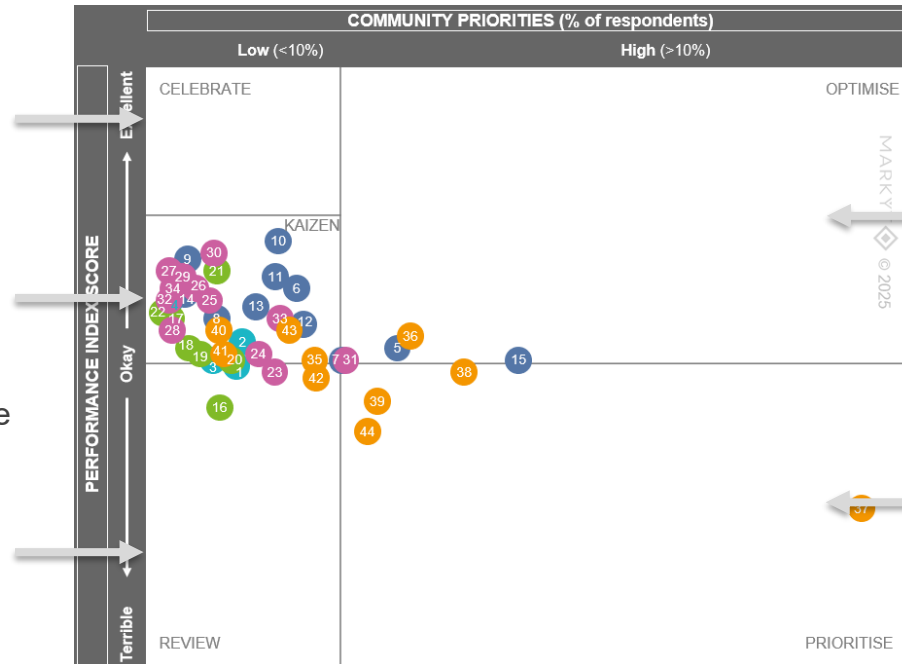
How to read the MARKYT Priorities Window

The MARKYT® Priorities Window 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.



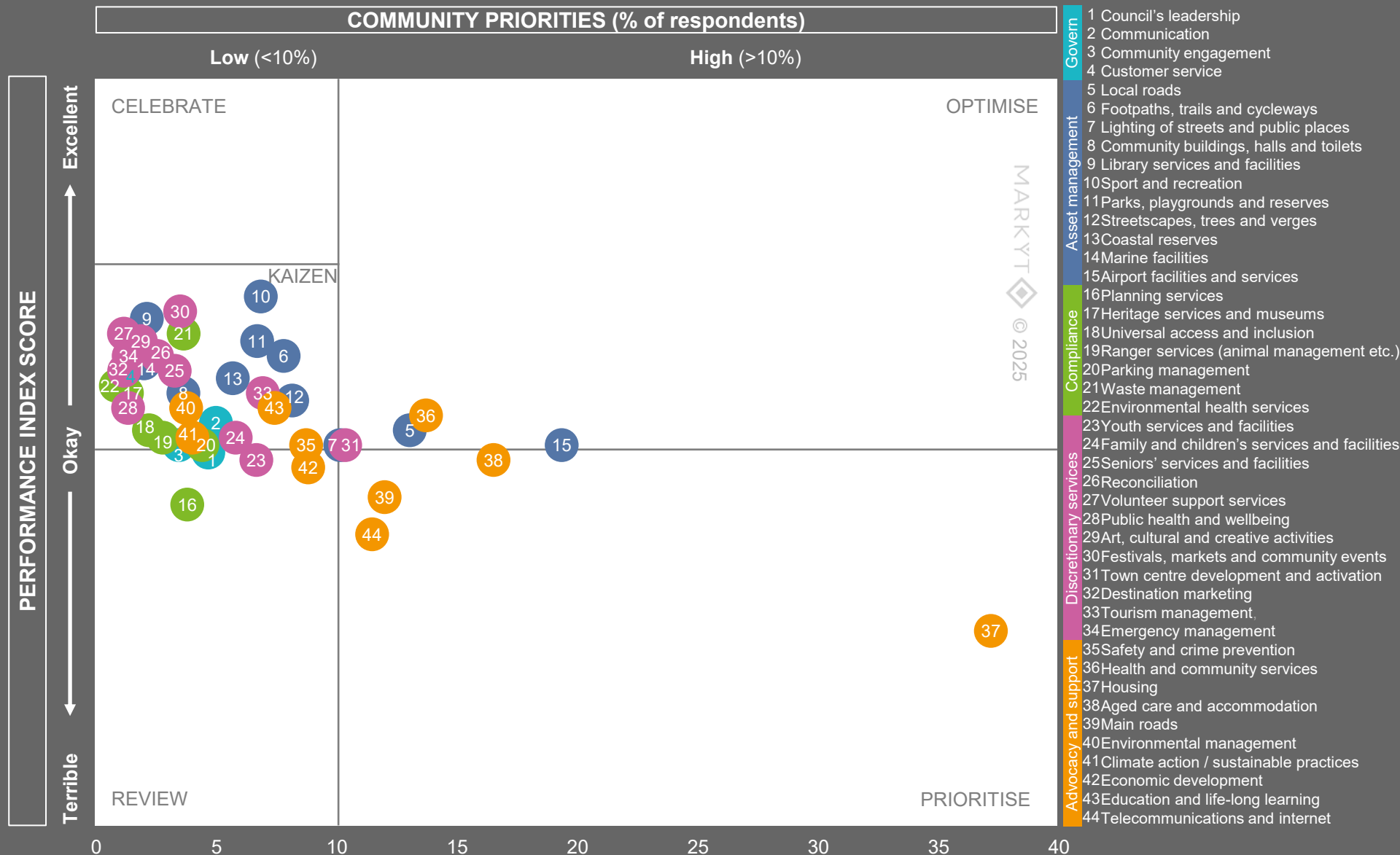
OPTIMISE higher performing services where the community would like enhancements to better meet their needs.

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

Services are grouped in five areas:

- Governance
- Local assets
- Compliance
- Discretionary services
- Advocacy and support

MARKYT Priorities Window



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

Q. Over the next 10 years, which areas would you mostly like the Shire of Esperance to focus on improving? Base: All respondents, excludes no response (n = 1968)

Advocacy priorities

Community aspirations

- Release more land for affordable housing.
- Be flexible with zoning and subdivision to allow a wider variety of housing including tiny homes, modular homes, caravans etc.
- Assist with building approvals – streamline applications and reduce red tape.
- Address the effect of short-term rentals and Airbnbs on the housing market. Restrict the number of licences and impose higher rates or taxes on these properties.
- Provide backpacker / caravan park accommodation for tourists and seasonal workers.
- Advocate for more state and federal funding for public housing and infrastructure.

Community Voices

“Open up more land for housing and seek investment in build-to-rent properties.”

“Get the state and local government to cut all the red tape and release more land for housing development to improve the town’s housing stocks.”

“Release of more land to make it more affordable. Make the obtaining of building permits easier and cheaper. Build council owned low-cost housing, think blocks of flats not standalone houses.”

“Change building regulations so the regulations allow a variety of different options for extra housing on existing dwellings and more ‘tiny houses’ on larger blocks.”

“The need to allow smaller dwellings be built on rural properties easier to help relieve the housing shortages we are currently struggling with.”

“Affordable housing options - prefab homes easier access. Tiny homes. Less planning red tape.”

“Stop making planning approvals so hard and drawn out (this just slows down development).”

“Cut back on Airbnbs to free up housing. It is impossible to get staff as there is nowhere for them to live. Stop taking so long to approve building applications.”

“Stop allowing Airbnb and short-term rentals to be approved. Or charge them more in rates like other towns are doing.”

“Quick approvals for building houses, backpackers accommodation to keep workers.”

“Maybe put more pressure on the state and federal govt to sort out the issue of social housing. More tiny homes. We need a backpackers again or somewhere where people working here shorter term can stay without being charged an arm and a leg.”

“Gain assistance from state and federal government to increase infrastructure to allow for more housing developments.”

Community aspirations

- Provide a range of accommodation options for the elderly, including:
 - more beds and more modern facilities at Esperance Aged Care
 - a second aged care facility
 - retirement/lifestyle villages that allow gradual transition from independent living to full care
 - low-cost, small housing units for downsizing
- Provide incentives such as housing, higher wages and training opportunities to attract and retain high quality medical and support staff.
- Provide more in-home care services, e.g., Silver Chain.
- Improve accessibility and transport options for seniors.

Community Voices

"More beds for Aged Care and a centre that makes transition into care easier."

*"Needs modernising and streamline access points for emergency services.
Air-conditioning in rooms."*

"Need a second, private aged care facility."

"There is a great need for more services here, one company is not enough and has not addressed the needs of our older community to stay well in their homes and reduce carer burden. There is also a need for more low-cost rentals for seniors. Please allow another service provider into the town to support."

"Build a retirement type village that transitions from independent living to dependent living."

"More quality small housing options for seniors to downsize in areas where they can access town easily without needing to drive."

"Attract local staff, e.g. houses and training for workers."

"Not enough staff employed and trained correctly to provide the services required and assessed in home care. Improvement in permanent care."

"Better doctors, better trained staff, more staff so no excuses for burn out and not coping per room. Less staff in the offices, more on the floor."

"Esperance Homecare is the only Homecare company in Esperance and always understaffed. The Shire needs to either promote Silver chain to come to town as another provider or start to put some of the Shire's money into full time employment for CSW's. As fully employed workers with set hours and shifts instead of the casual unreliable way of work that they receive."

"Ensure frequent and easy gopher access."

"Wheelchair access and no taxi service or any form of transportation if in a wheelchair - appalling for people to get to appointments or anywhere."

Community aspirations

- Advocate for funding to provide more health care services throughout the shire, to reduce wait times and the need to travel to Kalgoorlie and beyond for treatment. Specific mentions include:
 - more GPs (particularly bulk-billing);
 - specialists
 - mental health services;
 - dentists
 - allied health professionals
- Provide infrastructure and incentives such as housing and relocation support to attract and retain health professionals.
- Advocate for funding for key equipment at the hospital including MRI, dialysis and oncology expansion.

Community Voices

"It would be great if the Shire could work with the State / Federal governments to advocate for more GPs. 24/7 after hour care facilities and bulk billing centres, like the metro area, would also be helpful and reduce the unnecessary burden on the public hospital emergency room for non-life-threatening health issues. Residents are waiting up to two months to see their GP (if you are already lucky enough to be on the practice books)."

"Try to get more specialist to visit the region more regularly. Would be great to have workshops by specialists with ways to assist / live with people with drug addictions or mental health."

"Mental health services need to be more readily available."

"We need more GP services. It takes 6-8 weeks at present to get in to see a GP, which is ridiculous. Same as getting in to see a dentist. It's quicker and cheaper to drive to Kalgoorlie for the day to see a dentist."

"We need to make it much more attractive and possible (housing wise) to attract healthcare practitioners to Esperance and surrounding areas. We need more GPs, more nurses, more visiting specialists, more local paediatric specialists like occupational therapists, speech therapists, physiotherapists."

"Attraction and retention of health care professionals, particularly doctors, to reduce load on the Emergency Department."

"General equipment upgrades/inclusion- need to stop the trips to Perth for simple medical practices."

"An MRI machine so we don't have to travel to Perth or Albany"

"Oncology at hospital needs extending. Dialysis not available at the moment. Hospital staff increased."

Community aspirations

- Advocate for essential safety upgrades to main roads including:
 - More overtaking lanes and wider shoulders on highways to cater for trucks, road trains, cyclists and emergency stops
 - Improving dangerous intersections with roundabouts, traffic lights and turning lanes
- Upgrade and properly maintain road surfaces to address potholes and uneven surfaces.
- Ensure repairs provide permanent solutions, not a temporary fix.

Community Voices

"More overtaking lanes required to improve safety on our roads, especially between Esperance and Munglinup, due to increased numbers of road trains and large caravans in the region."

"More overtaking lanes on South Coast Highway between Munglinup and Esperance. Also to work on rough shoulders of that road."

"Love to see more widened roads around to Esperance area, especially if you like cycling on the road, for example I would like the road widened from Fisheries Road to Goldfields Road."

"Widen the roads for road trains. It is unsafe on some of the main areas"

"Both highways need a serious amount of improvement. I would also like to see the South Coast Hwy - Harbour Rd intersection turned into a really big roundabout."

"There needs to be a roundabout or traffic lights on the intersection of Harbour Road and South Coast Highway. Trucks take so long to get going once they've stopped, often they are stuck at that intersection for 10 or more minutes before just pulling out into oncoming traffic."

"South Coast Highway is a disaster, more overtaking lanes and less potholes to prevent accidents and accommodate the extra tourists we are getting each year. Turning lanes at both Munglinup CBH entrances and Shark Lake CBH entrance / exit and also turning onto Lake Road."

"Major Road conditions are ridiculously poor and dangerous. Driver fatigue due to being hyper alert for the unknown progressive deterioration of the entire road surface is a real problem."

"Stop the patch ups, do the upgrades to make the roads safer properly from the start, no cutting corners, widen the roads, look at black spot areas."

Community aspirations

- Lobby the state government and telcos to upgrade and expand mobile towers and infrastructure to provide reliable, consistent coverage throughout the Shire.
- Identify and eliminate service black spots.

Community Voices

"Lots of lobbying to get more towers and upgrade existing ones. It is a constant problem, especially when tourist time is here. Also, Shark Lake is a complete blackout of connection and shouldn't be that close to town."

"More towers - to enable better services, especially outside of Esperance townsite."

"Make representations to Telstra and others to lift their game. Get them to upgrade the coverage especially over the tourist seasons."

"Poor coverage and internet access, reliability and speed. The Shire needs to put pressure on major suppliers to improve their services."

"Expansion of network infrastructure and mobile towers to cope with increased visitor numbers to the region, which is putting pressure on existing telecommunication services within the community in terms of slower internet speeds, interruptions and mobile coverage."

"Telstra services are intermittent once out of town eg between town and Cape Le Grand, there are black spots without reception. Poor internet service once out of town."

"Black spot elimination, can not fight fires that Esperance are prone to if you can not communicate. It has come up multiple times in the 2024/2025 fire season."

"Reliable mobile phone signal needs to be made available across the Esperance urban area and ideally in all areas of settled farmland and frequented beaches. Signal at beaches and rural areas is particularly important for emergency situations -- it can make the difference between life and death."

"I live 15kms from Esperance, I have had to spend over \$4000 to get good internet service and reasonable phone service to run my small business. I think there is a plan, but we desperately need more fiberoptic cabling to improve connectivity. There is also a need to identify phone black spots and get them improved especially now 3G has been switched off."

Community priorities

Community aspirations

- Improve maintenance of local roads.
- Prioritise sealing of gravel roads and resurfacing of deteriorated roads, especially in high-traffic areas or roads frequently used by heavy vehicles.
- Improve road drainage, particularly in rural and flood-prone areas.
- Reduce delays and improve responsiveness to road maintenance.
- Re-construct and reinforce local roads to support the increased traffic load.
- Improve vegetation management and verge clearing.

Community Voices

"We personally would like our road graded more once every 2 years for our 20k rates. Having to fix it ourselves doesn't feel right."

"More maintenance and grading of local roads. I know that at seeding and harvesting time there are a lot of road trains on these roads, which cause corrugations, but without the agricultural industry Esperance Shire would shrink a lot."

"Bitumen the arterial roads."

"Local roads that take a lot of harvest traffic. Get some tar on Coomalbidgup Rd, north of Cascade Rd to Griffiths Rd. Very busy and dusty during harvest. Takes a lot of heavy traffic. Danger."

"When we ask for repairs - within a week, not 3 months."

"They never finish a job every road they start to improve either takes forever to complete or they wander off and never finish it I could list a dozen jobs on the Twilight beach road that need attention."

"Roads need to be engineered to take the amount of trucks and trailers that are now on them. They don't stand up to the modern-day traffic. Road verges need to be kept clean with gentle slopes and not knife edges."

"Would like to see better foundation put down under the country bitumen roads when they are rebuilt to give better longevity, especially as bitumen will get harder to obtain and more expensive as we move away from oil."

"Local roads are not properly engineered. Too many large water catchment areas because of very poor drainage. Too many potholes not fixed – rail crossings are not smooth."

"Fix up the town streets with drainage conditions. Condition of many streets throughout town need maintenance."

"Blind spots on intersection. Plant growth needs more maintenance."

"Outlying roads need to be maintained to a better standard and graded and verges cleared as town roads seem to be the only ones that get maintained."

Community aspirations

- Redevelop and beautify the Town Centre, particularly around Andrews Street. Suggestions include:
 - Address the abandoned Esperance Hotel and other vacant lots
 - Upgrade landscaping and shop facades to create a more welcoming environment
- Create a vibrant and walkable town centre with pedestrian malls and alfresco dining.
- Advocate for reduced rents to attract a wider range of businesses to improve shopping variety and affordability.
- Advocate for extended trading hours and encourage businesses to open later in the evenings and on weekends.

Community Voices

"Esperance town is an eyesore and needs significant renovation / upgrades to buildings in the town centre."

"Town needs to be made more attractive to visitors. The old pub on Andrews St and the corner of Andrew St and The Esplanade is an absolute eyesore to everyone that goes past. I've only been here 2 years and it was the first thing I saw and it bothers me everyday I drive past. "

"More focus on tasteful development. There should be pressure on businesses to create tasteful shop fronts / signage to enhance the aesthetic appearance of town."

"Many empty shops. Encourage small business initiatives (not ridiculous rent prices)."

"The Shire could advocate for reduced rent rates in the CBD with owners. Constantly empty shopfronts makes Esperance look like a ghost town. Reduced rent rates, even for a finite period of time, could allow for small business to have a go, activating the area and increasing local and tourist foot traffic."

"Need more options and places to shop at since our population is increasing such as Coles or Spudshed. Affordable food would be great and more stores with better clothing options such as Cotton On."

"More parking nearby. Create a mall/pedestrian only section. Allow alfresco / street / outside dining."

"Continue to work on the centre of town to encourage businesses to open on Sunday and later in the evening. Add a splash of colour."

"Woolworths should be campaigned for 7 day trading. Implement 7 day trading for all businesses if they choose to. I believe our town does not cater for tourists. Without the coastal attractions, our town has nothing else to offer in the form of attractions, entertainment, shopping & eateries."

Community aspirations

- Advocate for funding to expand and upgrade the airport, in particular:
 - more and longer runways to accommodate larger airlines and larger aircraft
 - an airport shuttle service and more secure long-term parking
 - better facilities inside the airport eg a café/kiosk, lounge areas, more toilets, Wi-Fi and charging stations
- Address unsatisfactory service from REX airlines including delays, cancellations, high fares and limited routes. Suggestions include:
 - lobby the state government for improved regional services
 - hold REX accountable to a higher standard of service.

Community Voices

"Set the airport up to take bigger planes and influence State Government in its selection of regional provider. Rex has more than a few issues service-wise."

"Allow access for other airlines to create competition to drive prices down and create a more reliable service to Perth and potentially other destinations."

"Better airline services. Cheaper flights. Flights to SA and Albany."

"Flights need to be dependable. Occasional cancellations is unavoidable but changes most days with regular cancellations or delays by hours is unacceptable for a remote area of Esperance size."

"Ensure that the government recognises that regular and reliable air services are essential in regional areas i.e. holds REX to account when they fail to provide flights."

"More pressure needs to put on REX to deliver a better service and stop always cancelling flights leaving customers in limbo all the time."

"Upgrade runways so we can land jets which will open services up to other airlines which will hopefully increase competition."

"Better security of long-term parked vehicles in carpark."

"Poor WIFI. Long way out of town. Poor public transport to and from. No catering facilities."

"Upgrade the airport, allowing for cafe/ coffee shops to be open there too and to change the airline currently operating as they are unreliable and only offer one route."

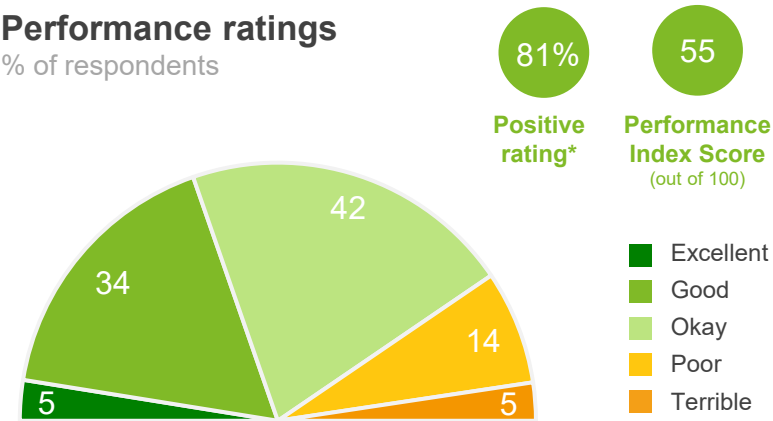
"Upgrade airport runway so better lighting for REX to land with fog, upgrade runways so larger company planes may be able to even have a choice of Perth to Esperance contract, improve services and facilities at airport for when people are stuck out there, and provide a transport service for people don't get stranded out there when taxis don't show up."

Governance

Governing organisation

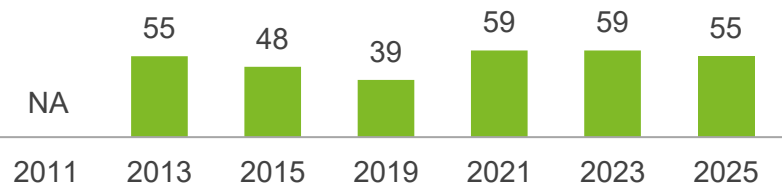
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



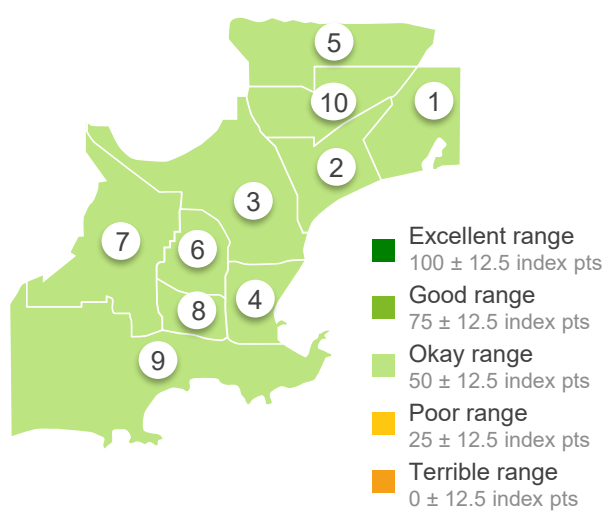
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	57
2.	Castletown	55
3.	Chadwick	54
4.	Esperance	55
5.	Myrup	56
6.	Nulsen	51
7.	Pink Lake	54
8.	Sinclair	53
9.	West Beach	60
10.	Windabout#	61
	Condingup	53
	Gibson	49
	Town	55
	Inner Rural	52
	Outer Rural	53

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	54	0-4 years	51	Disability	49
Female	57	5-11 years	53	First Nations person	48
Age	14-17 years	12-17 years	55	Mainly speak LOTE	49
	18-34 years	18+ years	55	LGBTQI+	55
	35-49 years	No children	57	Home ownership	
	50-64 years			Homeowner	56
	65+ years			Renting / other	54

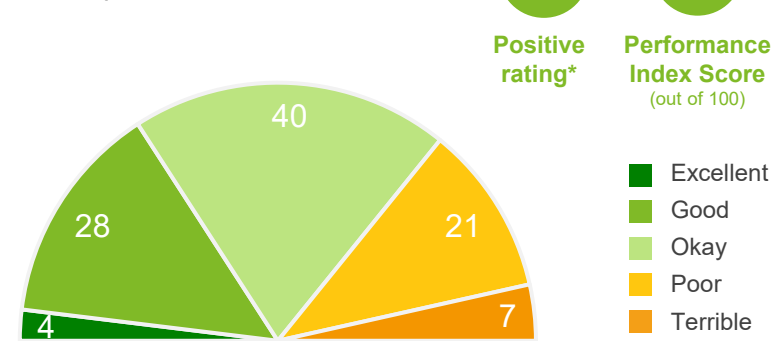
Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1190).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Council's leadership

strategic direction, policy-making, advocacy and lobbying

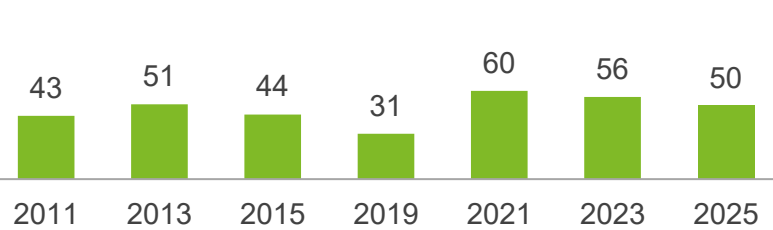
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



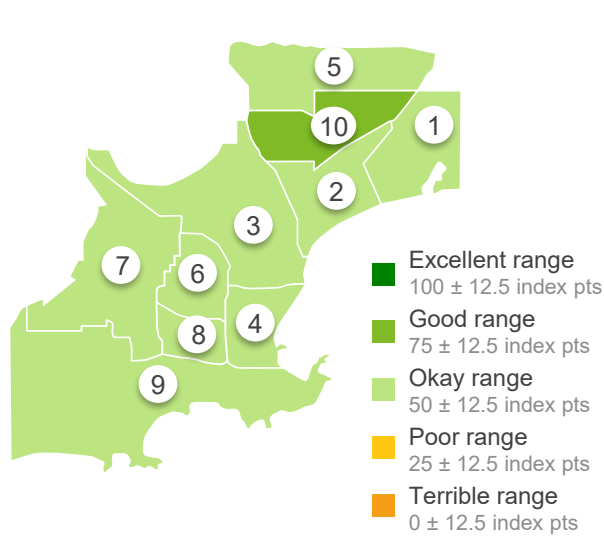
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	52
2.	Castletown	49
3.	Chadwick	55
4.	Esperance	48
5.	Myrup	48
6.	Nulsen	48
7.	Pink Lake	49
8.	Sinclair	52
9.	West Beach	58
10.	Windabout#	64
	Condingup	44
	Gibson	42
	Town	50
	Inner Rural	47
	Outer Rural	46

Community variances

Performance Index Score

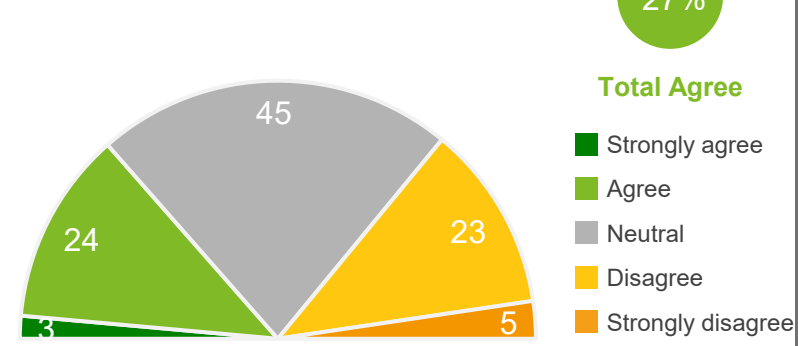
Gender		Age of children		Disability & culture	
Male	49	0-4 years	46	Disability	42
Female	52	5-11 years	45	First Nations person	43
Age	14-17 years	12-17 years	48	Mainly speak LOTE	50
	18-34 years	18+ years	48	LGBTQI+	49
	35-49 years	No children	52	Home ownership	
	50-64 years			Homeowner	50
	65+ years			Renting / other	49

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1160).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

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

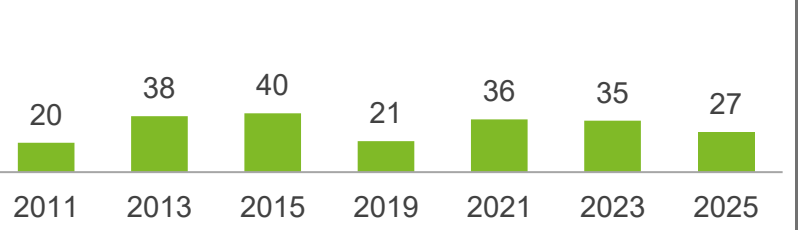
Level of agreement

% of respondents



Trend Analysis

% agree



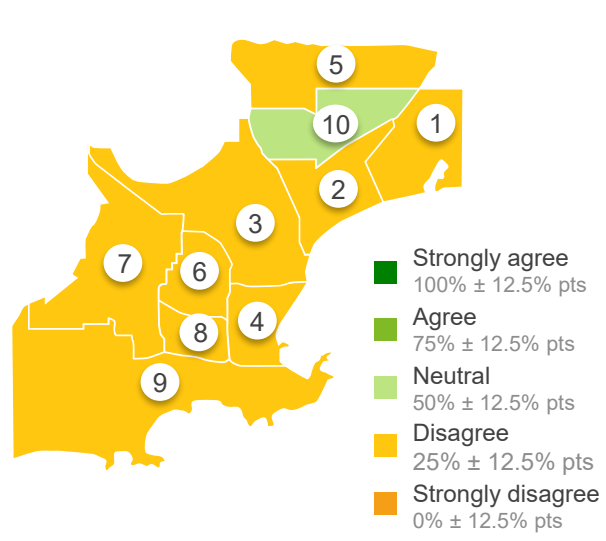
MARKYT Industry Standards

% agree



Geographical variances

% agree



Location

1. Bandy Creek	36
2. Castletown	27
3. Chadwick	30
4. Esperance	28
5. Myrup	30
6. Nulsen	20
7. Pink Lake	27
8. Sinclair	21
9. West Beach	30
10. Windabout#	52
Condingup	26
Gibson	13
Town	28
Inner Rural	13
Outer Rural	23

Community variances

% agree

Gender		Age of children		Disability & culture	
Male	28	0-4 years	21	Disability	23
Female	27	5-11 years	24	First Nations person	18
Age	14-17 years	12-17 years	26	Mainly speak LOTE	9
	18-34 years	18+ years	30	LGBTQI+	15
	35-49 years	No children	28	Home ownership	
	50-64 years			Homeowner	29
	65+ years			Renting / other	21

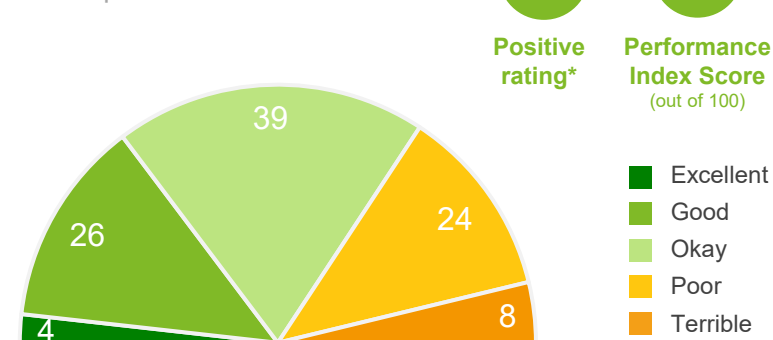
Q. How strongly do you agree or disagree with the following statements?
 Base: All respondents, excludes 'no response' (n = 1247). # Small sample size (<20 respondents)

Financial management

allocation of finances and resources, value for money from rates

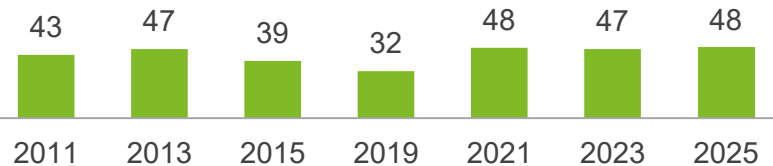
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



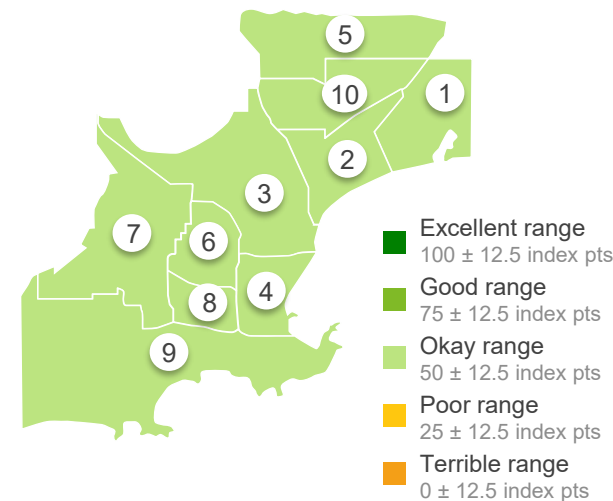
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	49
2.	Castletown	48
3.	Chadwick	50
4.	Esperance	48
5.	Myrup	49
6.	Nulsen	44
7.	Pink Lake	47
8.	Sinclair	52
9.	West Beach	57
10.	Windabout [#]	53
	Condingup	41
	Gibson	41
	Town	49
	Inner Rural	45
	Outer Rural	41

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	47	0-4 years	42	Disability	42
Female	50	5-11 years	43	First Nations person	47
Age	14-17 years	12-17 years	47	Mainly speak LOTE	48
	18-34 years	18+ years	48	LGBTQI+	50
	35-49 years	No children	51	Home ownership	
	50-64 years			Homeowner	49
	65+ years			Renting / other	48

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

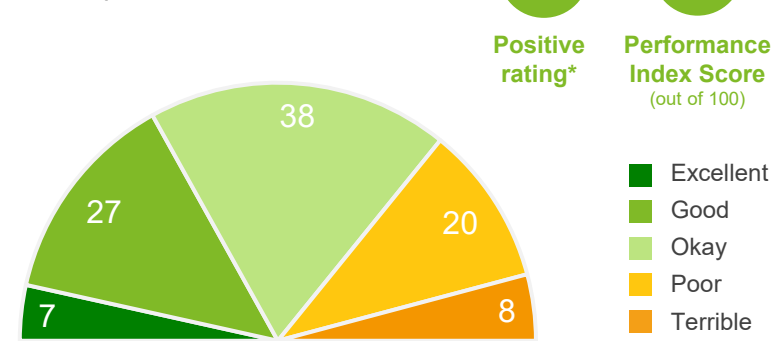
Base: All respondents, excludes 'unsure' and 'no response' (n = 1127).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Community engagement on local issues

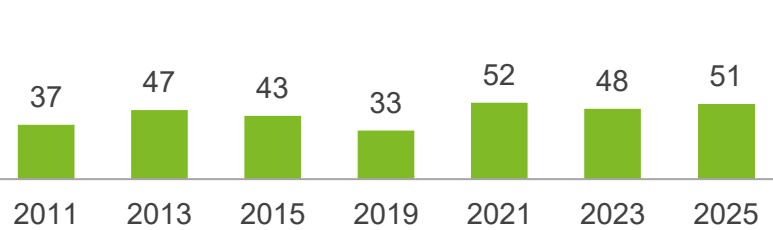
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



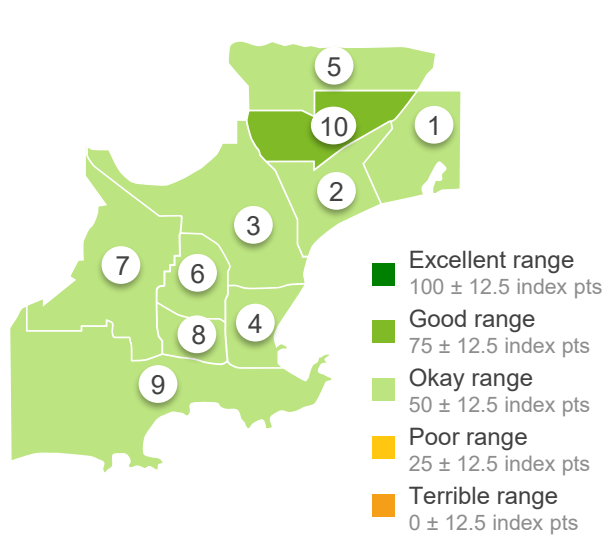
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	51
2.	Castletown	52
3.	Chadwick	54
4.	Esperance	51
5.	Myrup	56
6.	Nulsen	51
7.	Pink Lake	49
8.	Sinclair	50
9.	West Beach	55
10.	Windabout#	63
	Condingup	47
	Gibson	38
	Town	52
	Inner Rural	42
	Outer Rural	47

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	50	0-4 years	47	Disability	45
Female	53	5-11 years	45	First Nations person	45
Age		12-17 years	48	Mainly speak LOTE	48
14-17 years	58	18+ years	51	LGBTQI+	51
18-34 years	47	No children	54	Home ownership	
35-49 years	50			Homeowner	51
50-64 years	49			Renting / other	51
65+ years	56				

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

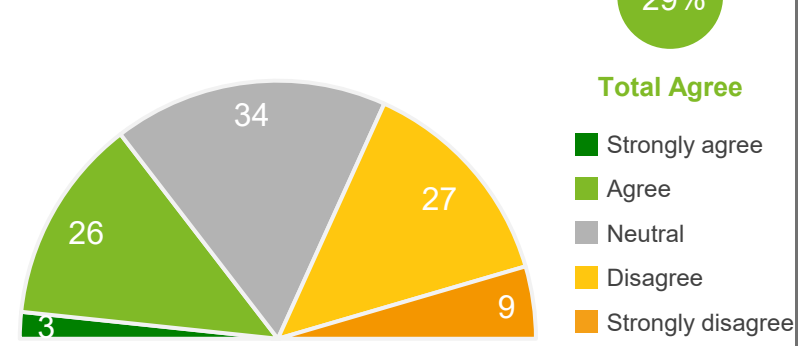
Base: All respondents, excludes 'unsure' and 'no response' (n = 1208).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Shire of Esperance has a good understanding of community needs

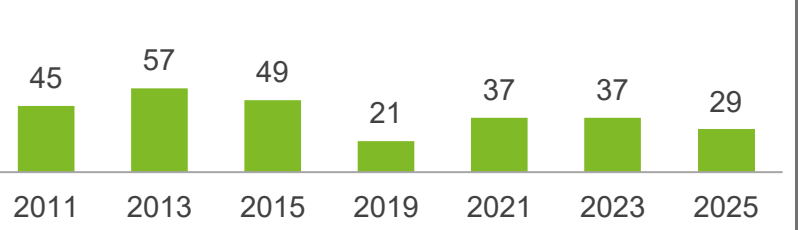
Level of agreement

% of respondents



Trend Analysis

% agree



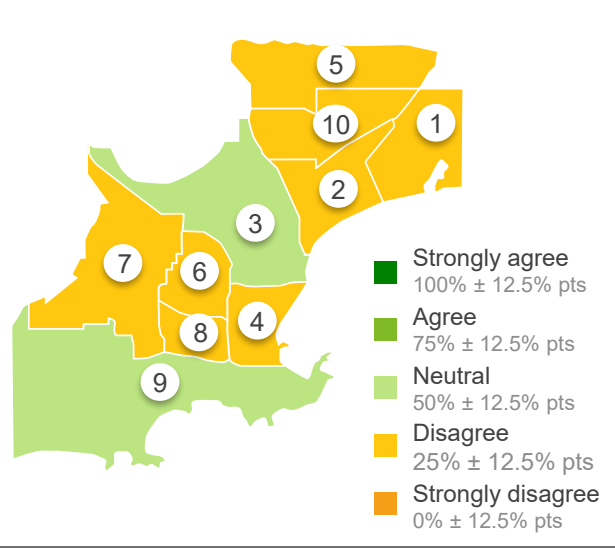
MARKYT Industry Standards

% agree



Geographical variances

% agree



Location

1.	Bandy Creek	36
2.	Castletown	28
3.	Chadwick	47
4.	Esperance	25
5.	Myrup	32
6.	Nulsen	23
7.	Pink Lake	26
8.	Sinclair	26
9.	West Beach	40
10.	Windabout#	37
Condingup		24
Gibson		13
Town		29
Inner Rural		15
Outer Rural		32

Community variances

% agree

Gender		Age of children		Disability & culture	
Male	28	0-4 years	17	Disability	22
Female	30	5-11 years	23	First Nations person	17
Age		12-17 years	27	Mainly speak LOTE	22
		18+ years	27	LGBTQI+	31
		No children	33	Home ownership	
				Homeowner	32
14-17 years	36			Renting / other	22
18-34 years	14				
35-49 years	29				
50-64 years	27				
65+ years	44				

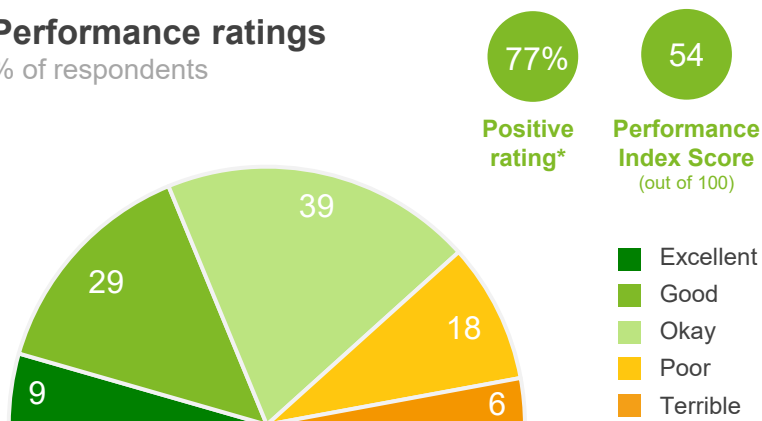
Q. How strongly do you agree or disagree with the following statements?
 Base: All respondents, excludes 'no response' (n = 1256). # Small sample size (<20 respondents)

Communication

local issues, services etc.

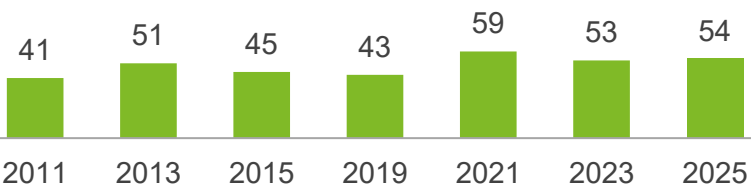
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

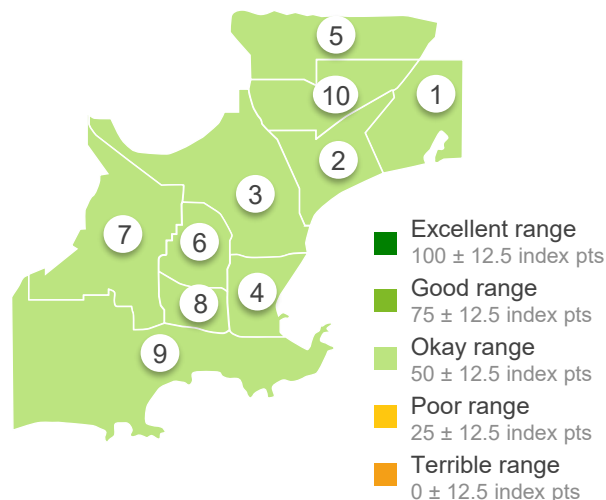
Performance Index Score



Shire of Esperance	54
Industry High	62
Industry Average	45

Geographical variances

Performance Index Score



Location

1. Bandy Creek	58
2. Castletown	56
3. Chadwick	55
4. Esperance	52
5. Myrup	57
6. Nulsen	51
7. Pink Lake	50
8. Sinclair	51
9. West Beach	60
10. Windabout [#]	58
Condingup	49
Gibson	47
Town	55
Inner Rural	49
Outer Rural	51

Community variances

Performance Index Score

Gender

Male	52
Female	57

Age of children

0-4 years	50
5-11 years	50
12-17 years	55
18+ years	53
No children	56

Disability & culture

Disability	48
First Nations person	49
Mainly speak LOTE	53
LGBTQI+	50

Age

14-17 years	60
18-34 years	48
35-49 years	54
50-64 years	54
65+ years	59

Home ownership

Homeowner	55
Renting / other	52

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

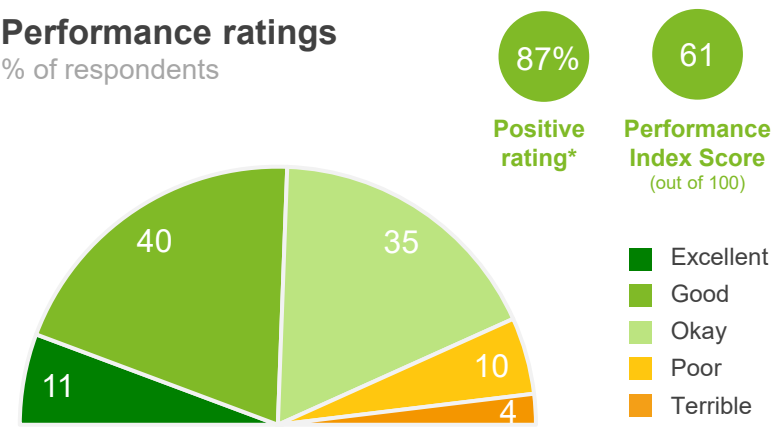
Base: All respondents, excludes 'unsure' and 'no response' (n = 1225).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Customer service

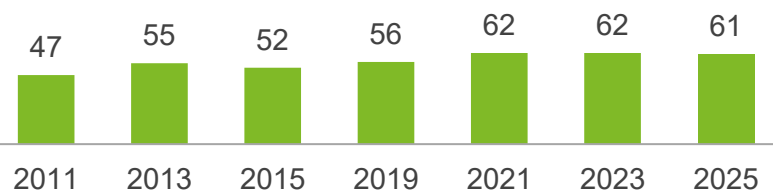
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



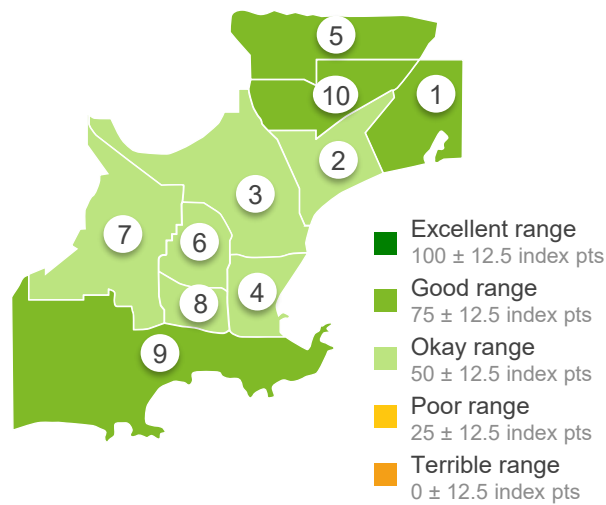
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location		
1.	Bandy Creek	63
2.	Castletown	61
3.	Chadwick	60
4.	Esperance	60
5.	Myrup	66
6.	Nulsen	61
7.	Pink Lake	61
8.	Sinclair	59
9.	West Beach	65
10.	Windabout [#]	67
Condingup		56
Gibson		59
Town		62
Inner Rural		61
Outer Rural		55

Community variances

Performance Index Score

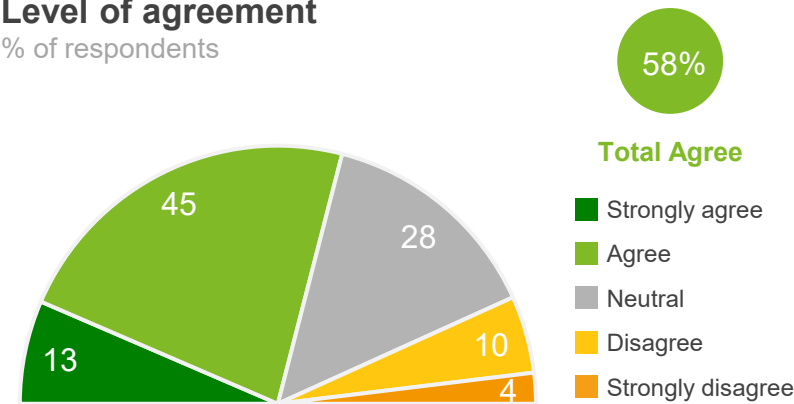
Gender		Age of children		Disability & culture	
Male	58	0-4 years	57	Disability	59
Female	65	5-11 years	57	First Nations person	60
Age	14-17 years	12-17 years	62	Mainly speak LOTE	52
	18-34 years	18+ years	65	LGBTQI+	55
	35-49 years	No children	62	Home ownership	
	50-64 years			Homeowner	62
	65+ years			Renting / other	59

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1201).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

I feel like I belong in my local community

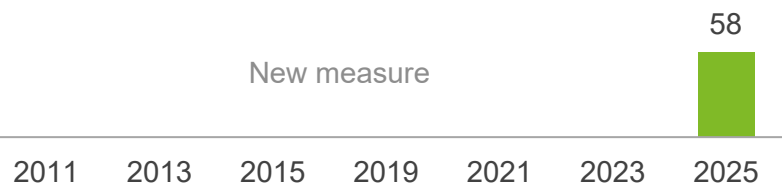
Level of agreement

% of respondents



Trend Analysis

% agree



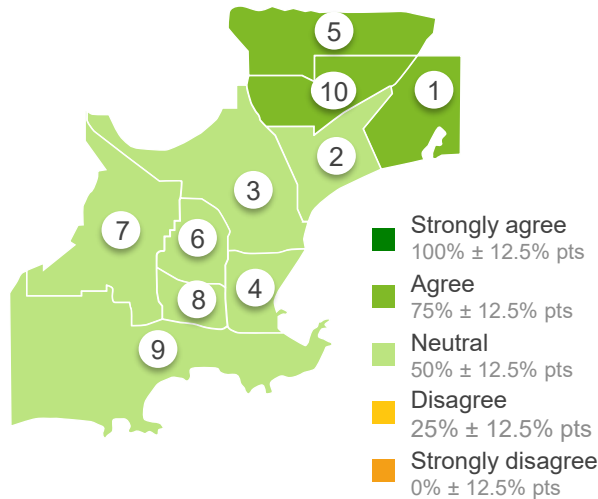
MARKYT Industry Standards

% agree



Geographical variances

% agree



Location

1.	Bandy Creek	81
2.	Castletown	58
3.	Chadwick	59
4.	Esperance	56
5.	Myrup	68
6.	Nulsen	42
7.	Pink Lake	56
8.	Sinclair	60
9.	West Beach	60
10.	Windabout#	79
Condingup		44
Gibson		41
Town		59
Inner Rural		49
Outer Rural		57

Community variances

% agree

Gender		Age of children		Disability & culture	
Male	54	0-4 years	53	Disability	54
Female	63	5-11 years	51	First Nations person	33
Age	14-17 years	12-17 years	57	Mainly speak LOTE	61
	18-34 years	18+ years	55	LGBTQI+	42
	35-49 years	No children	62	Home ownership	
	50-64 years			Homeowner	62
	65+ years			Renting / other	50

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

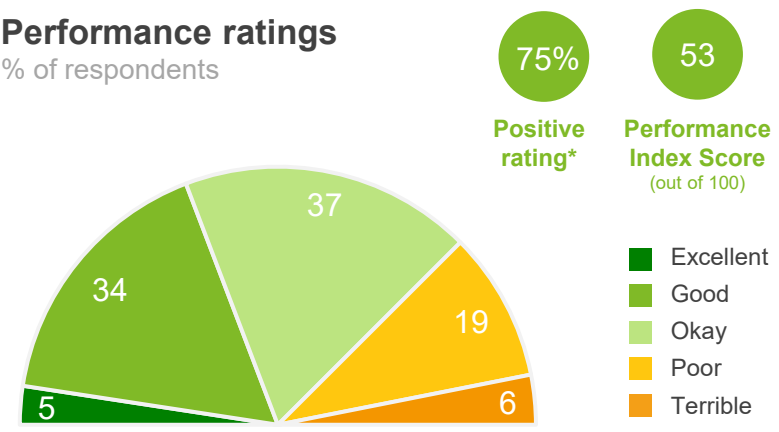
Base: All respondents, excludes 'no response' (n = 1235). # Small sample size (<20 respondents)

Asset management

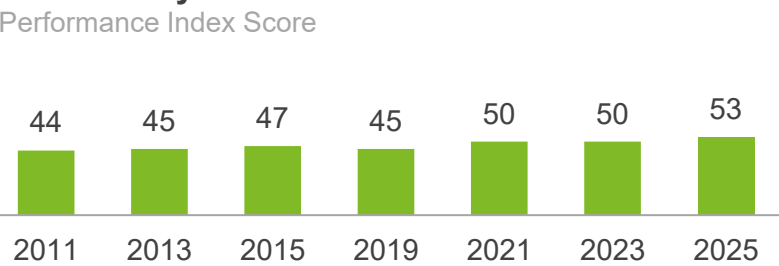
Local roads and bridges

Performance ratings

% of respondents



Trend Analysis



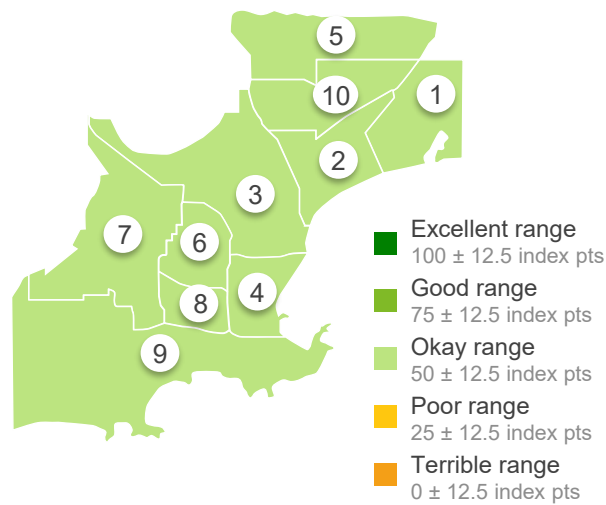
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location		
1.	Bandy Creek	57
2.	Castletown	54
3.	Chadwick	49
4.	Esperance	55
5.	Myrup	44
6.	Nulsen	48
7.	Pink Lake	52
8.	Sinclair	52
9.	West Beach	60
10.	Windabout [#]	60
Condingup		42
Gibson		41
Town		54
Inner Rural		48
Outer Rural		42

Community variances

Performance Index Score

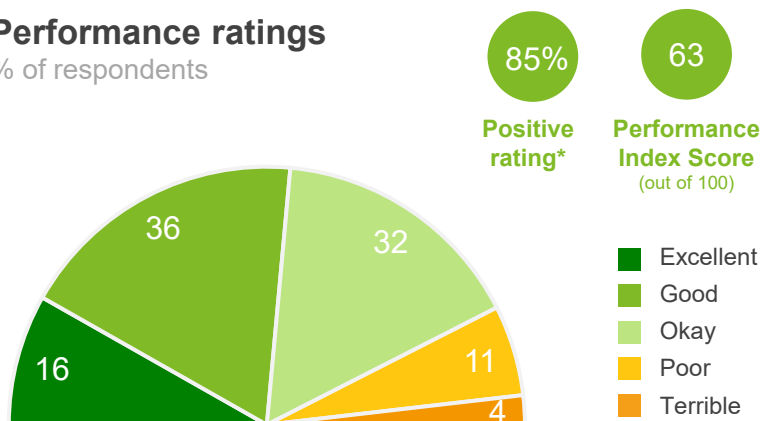
Gender		Age of children		Disability & culture	
Male	52	0-4 years	51	Disability	47
Female	54	5-11 years	50	First Nations person	48
Age	14-17 years	12-17 years	49	Mainly speak LOTE	54
	18-34 years	18+ years	52	LGBTQI+	52
	35-49 years	No children	55	Home ownership	
	50-64 years			Homeowner	54
	65+ years			Renting / other	51

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1237).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Footpaths, trails and cycleways

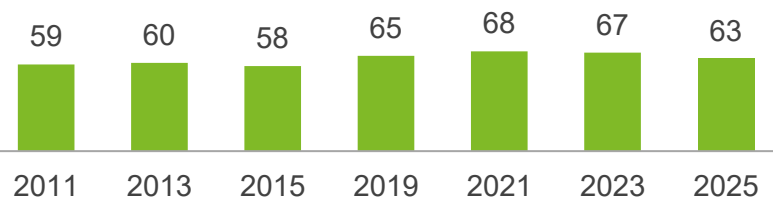
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

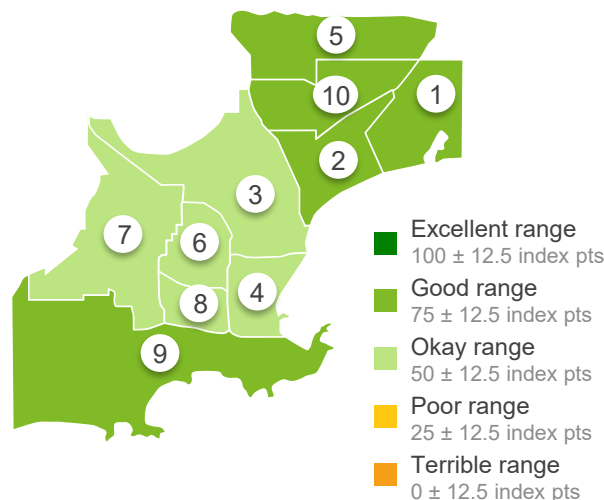
Performance Index Score



Shire of Esperance	63
Industry High	67
Industry Average	51

Geographical variances

Performance Index Score



Location

1. Bandy Creek	71
2. Castletown	64
3. Chadwick	58
4. Esperance	59
5. Myrup	63
6. Nulsen	57
7. Pink Lake	59
8. Sinclair	59
9. West Beach	69
10. Windabout [#]	75
Condungup	56
Gibson	56
Town	63
Inner Rural	63
Outer Rural	57

Community variances

Performance Index Score

Gender

Male	63
Female	62

Age

14-17 years	60
18-34 years	54
35-49 years	67
50-64 years	63
65+ years	67

Age of children

0-4 years	58
5-11 years	60
12-17 years	65
18+ years	67
No children	62

Disability & culture

Disability	55
First Nations person	61
Mainly speak LOTE	61
LGBTQI+	56

Home ownership

Homeowner	65
Renting / other	59

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

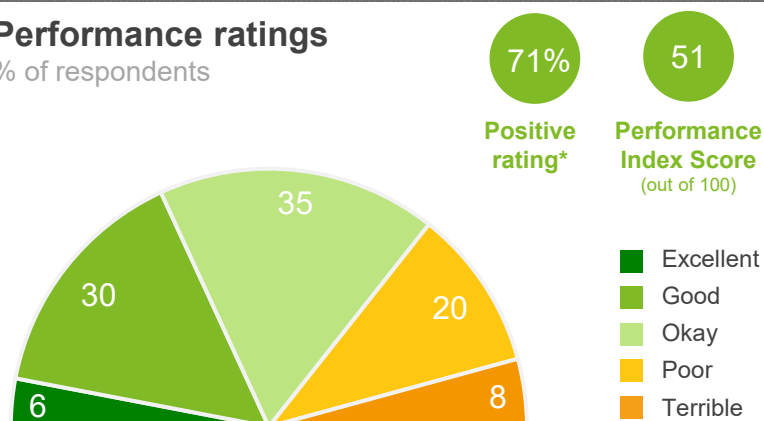
Base: All respondents, excludes 'unsure' and 'no response' (n = 1239).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Lighting of streets and public places

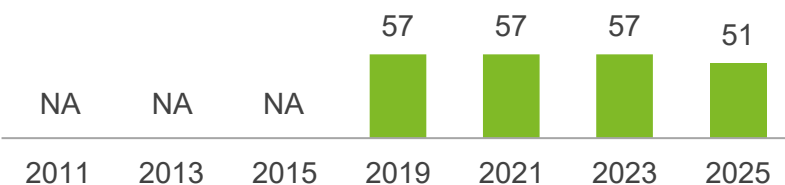
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

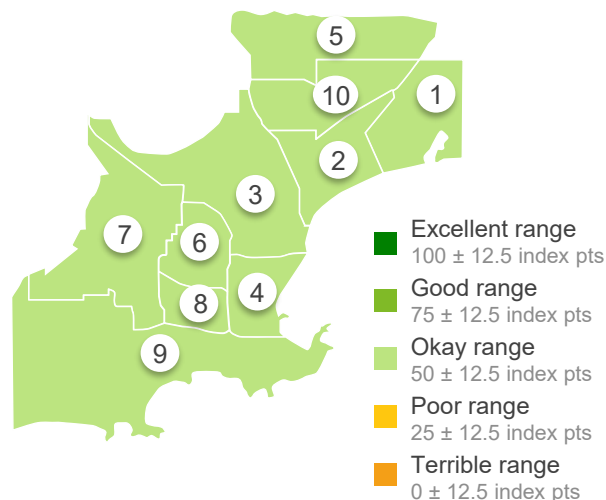
Performance Index Score



Shire of Esperance	51
Industry High	65
Industry Average	52

Geographical variances

Performance Index Score



Location

1. Bandy Creek	51
2. Castletown	49
3. Chadwick	48
4. Esperance	52
5. Myrup	59
6. Nulsen	44
7. Pink Lake	55
8. Sinclair	47
9. West Beach	54
10. Windabout [#]	58
Condungup	56
Gibson	46
Town	51
Inner Rural	49
Outer Rural	55

Community variances

Performance Index Score

Gender

Male	53
Female	50

Age of children

0-4 years	52
5-11 years	49
12-17 years	49
18+ years	54
No children	52

Disability & culture

Disability	45
First Nations person	43
Mainly speak LOTE	47
LGBTQI+	52

Age

14-17 years	51
18-34 years	43
35-49 years	54
50-64 years	51
65+ years	57

Home ownership

Homeowner	53
Renting / other	47

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

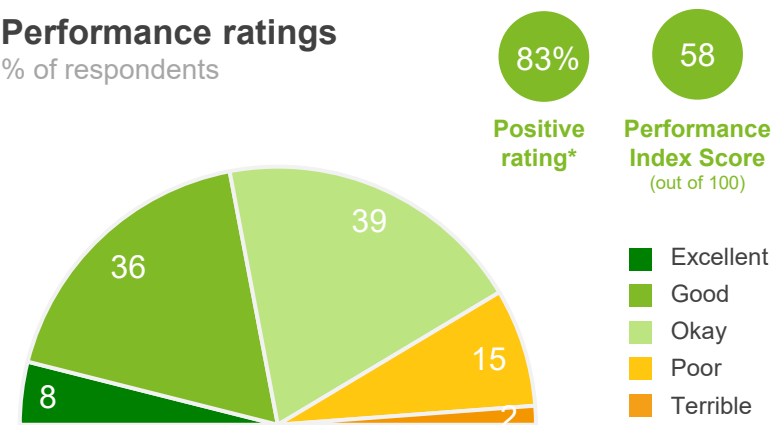
Base: All respondents, excludes 'unsure' and 'no response' (n = 1231).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Community buildings, halls and toilets

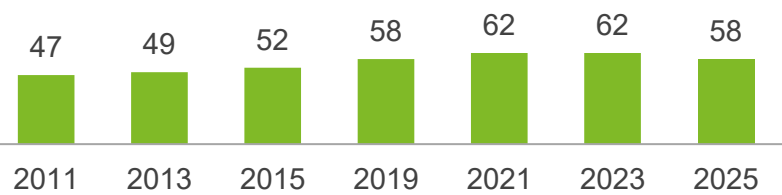
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



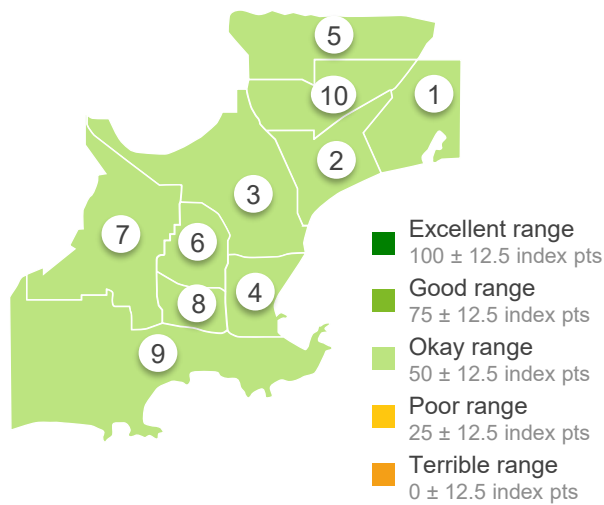
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1. Bandy Creek	61
2. Castletown	57
3. Chadwick	53
4. Esperance	59
5. Myrup	58
6. Nulsen	57
7. Pink Lake	59
8. Sinclair	58
9. West Beach	61
10. Windabout#	61
Condingup	58
Gibson	51
Town	58
Inner Rural	55
Outer Rural	54

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	59	0-4 years	52	Disability	55
Female	58	5-11 years	56	First Nations person	56
Age	14-17 years	12-17 years	58	Mainly speak LOTE	67
	18-34 years	18+ years	60	LGBTQI+	58
	35-49 years	No children	59	Home ownership	
	50-64 years			Homeowner	59
	65+ years			Renting / other	56

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

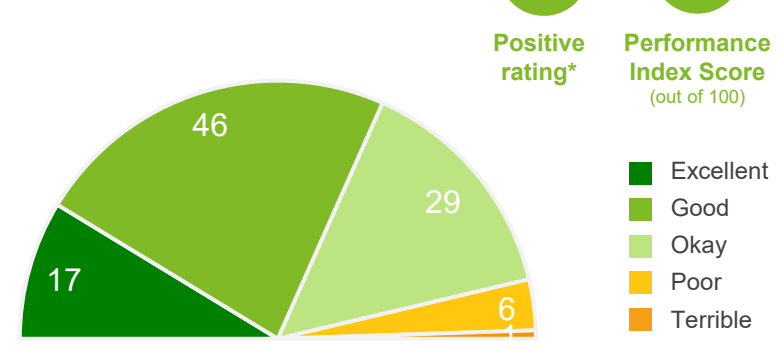
Base: All respondents, excludes 'unsure' and 'no response' (n = 1231).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Library services and facilities

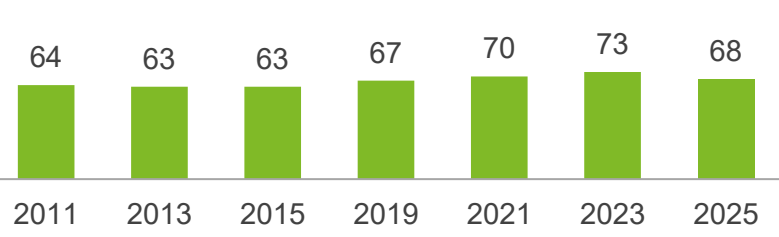
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



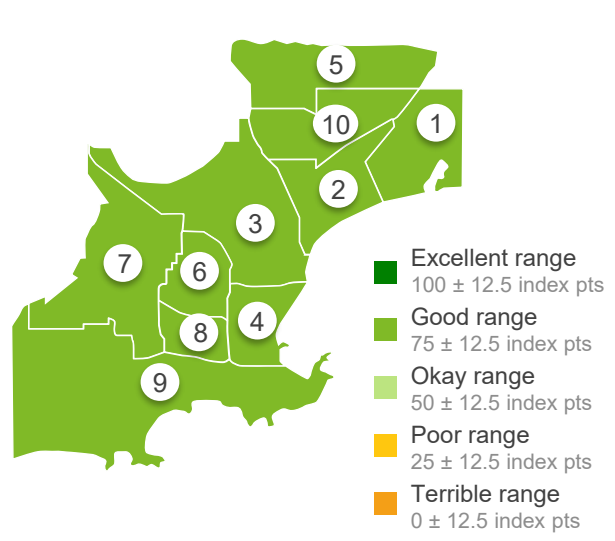
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	69
2.	Castletown	69
3.	Chadwick	75
4.	Esperance	68
5.	Myrup	64
6.	Nulsen	66
7.	Pink Lake	64
8.	Sinclair	66
9.	West Beach	70
10.	Windabout [#]	72
	Condingup	69
	Gibson	70
	Town	68
	Inner Rural	68
	Outer Rural	67

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	66	0-4 years	62	Disability	65
Female	70	5-11 years	65	First Nations person	67
Age	14-17 years	12-17 years	65	Mainly speak LOTE	76
	18-34 years	18+ years	68	LGBTQI+	62
	35-49 years	No children	70	Home ownership	
	50-64 years			Homeowner	68
	65+ years			Renting / other	68

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

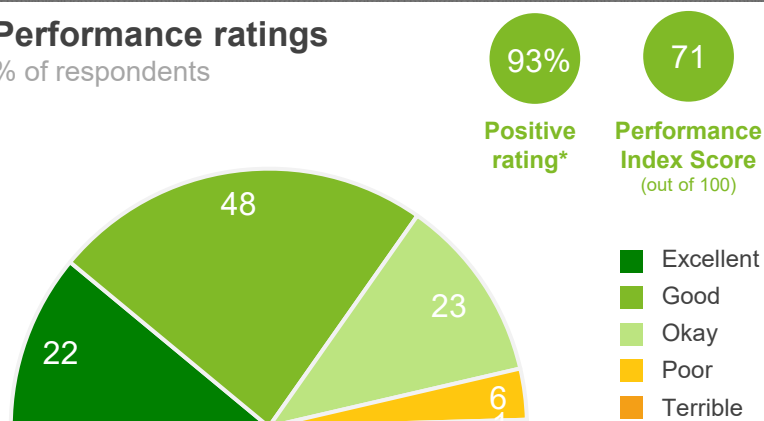
Base: All respondents, excludes 'unsure' and 'no response' (n = 1131).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Sport and recreation services and facilities

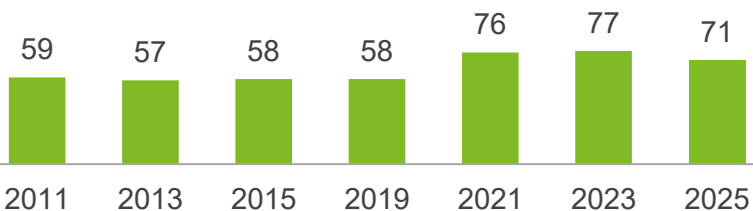
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

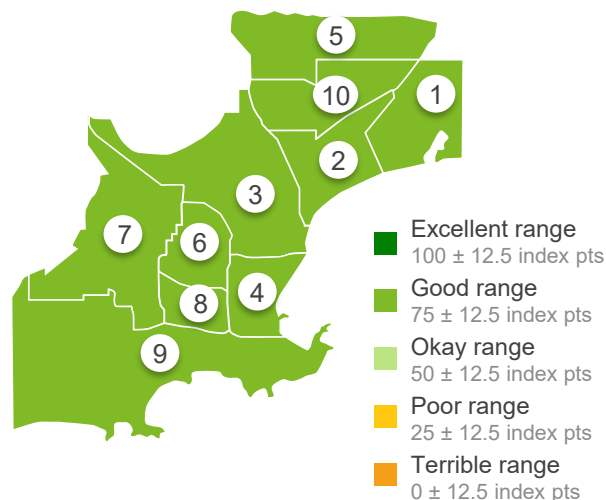
Performance Index Score



Shire of Esperance	71
Industry High	81
Industry Average	64

Geographical variances

Performance Index Score



Location

1. Bandy Creek	77
2. Castletown	72
3. Chadwick	70
4. Esperance	70
5. Myrup	70
6. Nulsen	71
7. Pink Lake	73
8. Sinclair	65
9. West Beach	71
10. Windabout [#]	71
Condingup	64
Gibson	74
Town	71
Inner Rural	70
Outer Rural	67

Community variances

Performance Index Score

Gender

Male	70
Female	72

Age of children

0-4 years	67
5-11 years	67
12-17 years	69
18+ years	73
No children	73

Disability & culture

Disability	68
First Nations person	68
Mainly speak LOTE	63
LGBTQI+	64

Age

14-17 years	71
18-34 years	65
35-49 years	70
50-64 years	71
65+ years	77

Home ownership

Homeowner	71
Renting / other	70

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

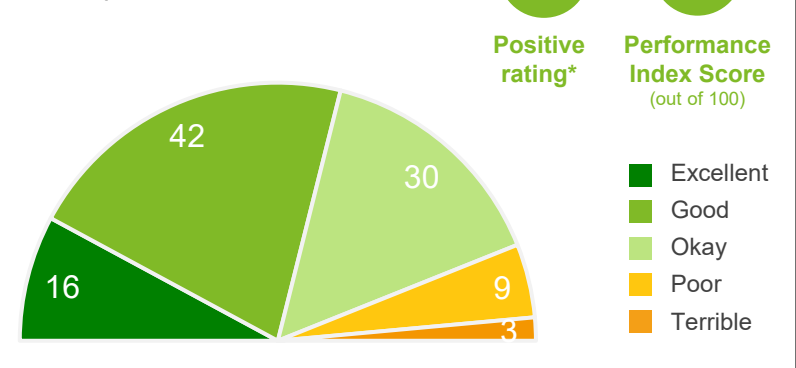
Base: All respondents, excludes 'unsure' and 'no response' (n = 1208).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Parks, playgrounds and reserves

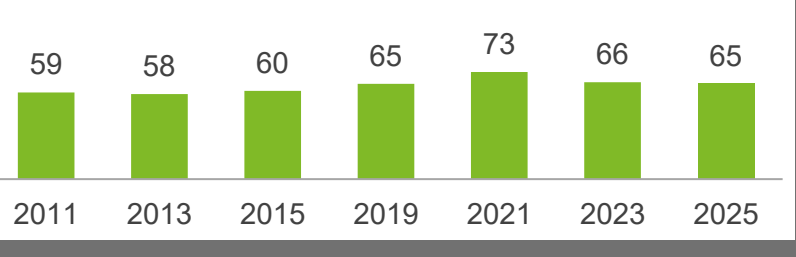
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



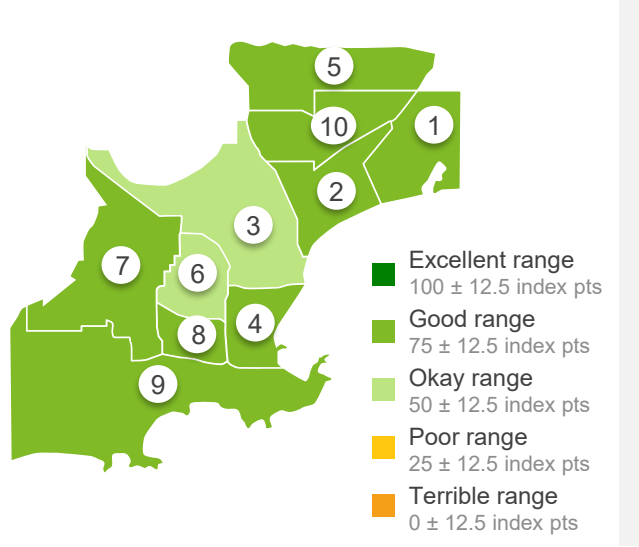
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	68
2.	Castletown	65
3.	Chadwick	62
4.	Esperance	66
5.	Myrup	70
6.	Nulsen	53
7.	Pink Lake	65
8.	Sinclair	66
9.	West Beach	65
10.	Windabout#	71
	Condingup	60
	Gibson	62
	Town	65
	Inner Rural	62
	Outer Rural	64

Community variances

Performance Index Score

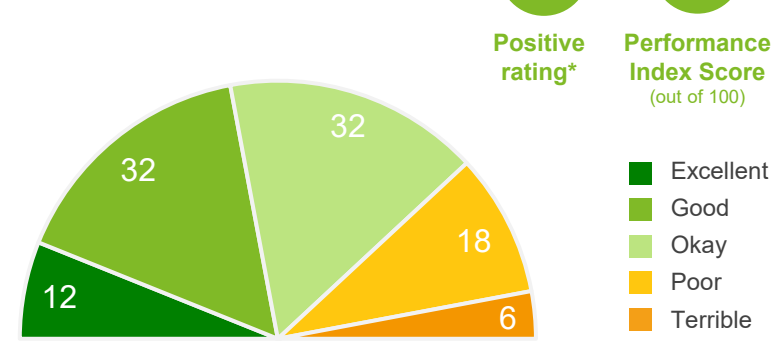
Gender		Age of children		Disability & culture	
Male	65	0-4 years	53	Disability	59
Female	65	5-11 years	58	First Nations person	60
Age		12-17 years	64	Mainly speak LOTE	63
14-17 years	63	18+ years	70	LGBTQI+	51
18-34 years	55	No children	68	Home ownership	
35-49 years	64			Homeowner	66
50-64 years	68			Renting / other	62
65+ years	71				

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1226).
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Streetscapes, trees and verges

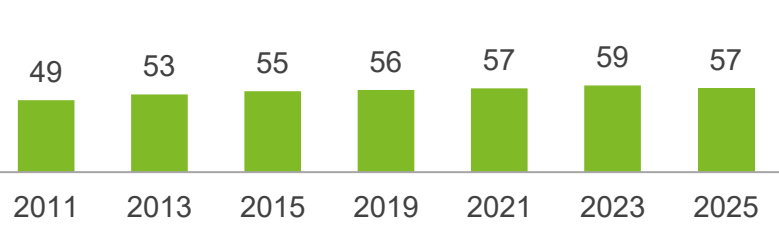
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



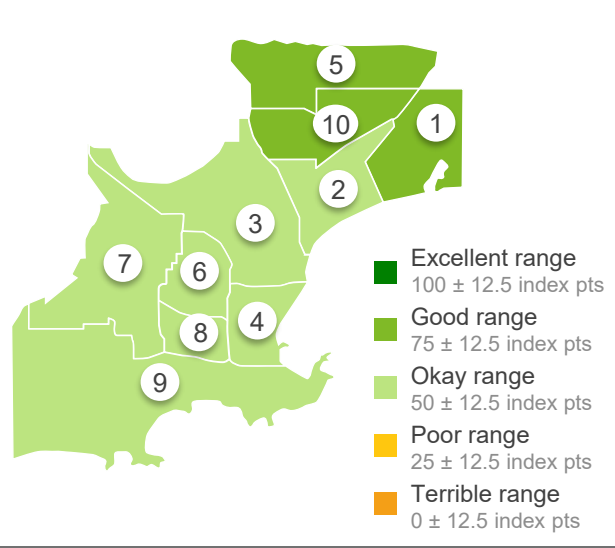
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	65
2.	Castletown	58
3.	Chadwick	49
4.	Esperance	55
5.	Myrup	63
6.	Nulsen	49
7.	Pink Lake	52
8.	Sinclair	49
9.	West Beach	58
10.	Windabout [#]	71
	Condingup	60
	Gibson	50
	Town	56
	Inner Rural	56
	Outer Rural	61

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	55	0-4 years	55	Disability	48
Female	59	5-11 years	53	First Nations person	51
Age	14-17 years	12-17 years	58	Mainly speak LOTE	50
	18-34 years	18+ years	58	LGBTQI+	54
	35-49 years	No children	57	Home ownership	
	50-64 years			Homeowner	57
	65+ years			Renting / other	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1240).

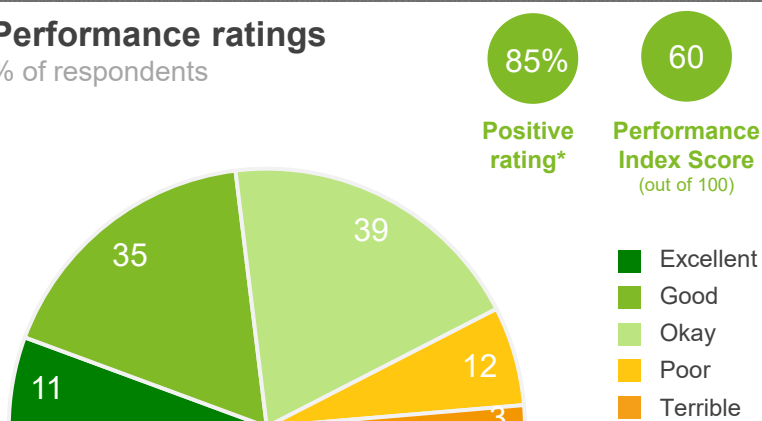
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Coastal reserves

infrastructure and facilities

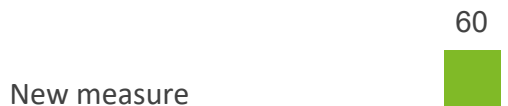
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

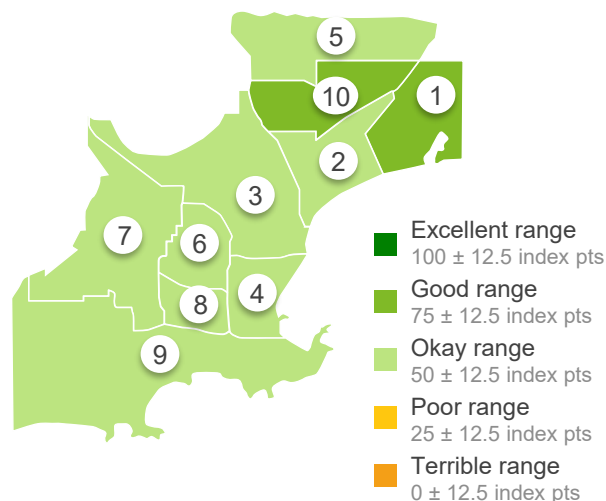
Performance Index Score



Shire of Esperance	60
Industry High	80
Industry Average	60

Geographical variances

Performance Index Score



Location

1. Bandy Creek	67
2. Castletown	60
3. Chadwick	61
4. Esperance	60
5. Myrup	59
6. Nulsen	59
7. Pink Lake	55
8. Sinclair	57
9. West Beach	60
10. Windabout [#]	72
Condungup	54
Gibson	60
Town	60
Inner Rural	60
Outer Rural	59

Community variances

Performance Index Score

Gender

Male	59
Female	62

Age of children

0-4 years	56
5-11 years	58
12-17 years	60
18+ years	59
No children	62

Disability & culture

Disability	54
First Nations person	60
Mainly speak LOTE	59
LGBTQI+	56

Age

14-17 years	66
18-34 years	57
35-49 years	62
50-64 years	57
65+ years	62

Home ownership

Homeowner	60
Renting / other	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1189).

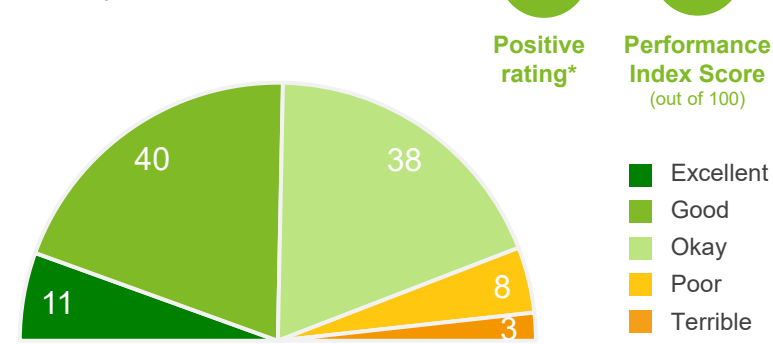
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Marine facilities

boat ramps, jetties, etc.

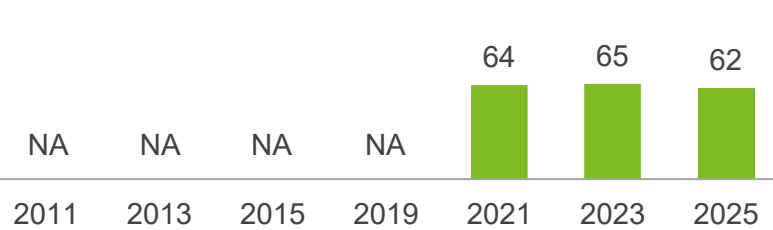
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



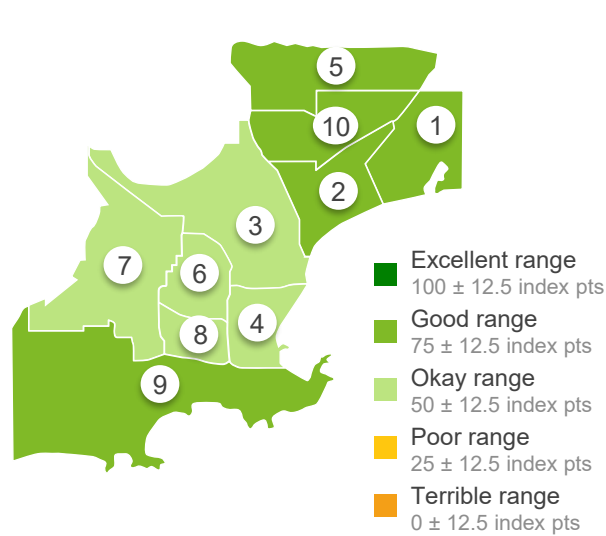
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location		
1.	Bandy Creek	70
2.	Castletown	63
3.	Chadwick	61
4.	Esperance	59
5.	Myrup	65
6.	Nulsen	62
7.	Pink Lake	59
8.	Sinclair	58
9.	West Beach	64
10.	Windabout [#]	72
Condingup		59
Gibson		57
Town		62
Inner Rural		60
Outer Rural		56

Community variances

Performance Index Score

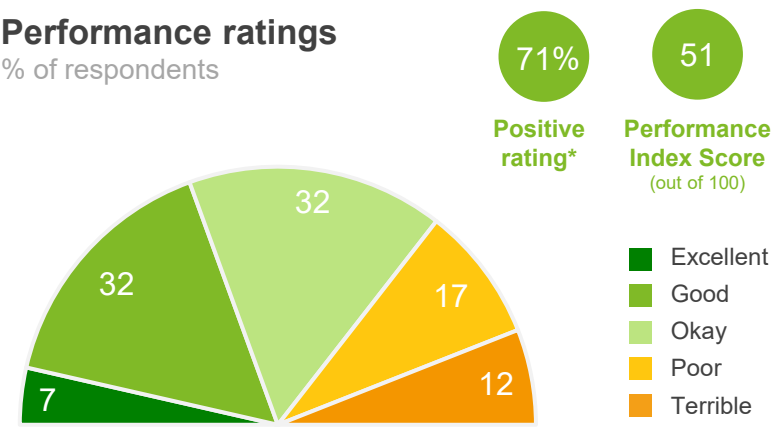
Gender			Age of children			Disability & culture		
Male	61		0-4 years	62		Disability	57	
Female	63		5-11 years	62		First Nations person	64	
Age			12-17 years	65		Mainly speak LOTE	58	
			18+ years	63		LGBTQI+	60	
			No children	61		Home ownership		
						Homeowner	63	
14-17 years	66					Renting / other	60	
18-34 years	59							
35-49 years	63							
50-64 years	60							
65+ years	63							

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1122).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Esperance Airport facilities and services

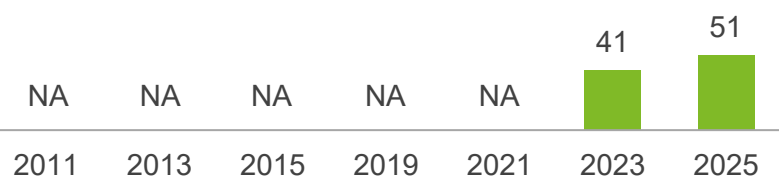
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



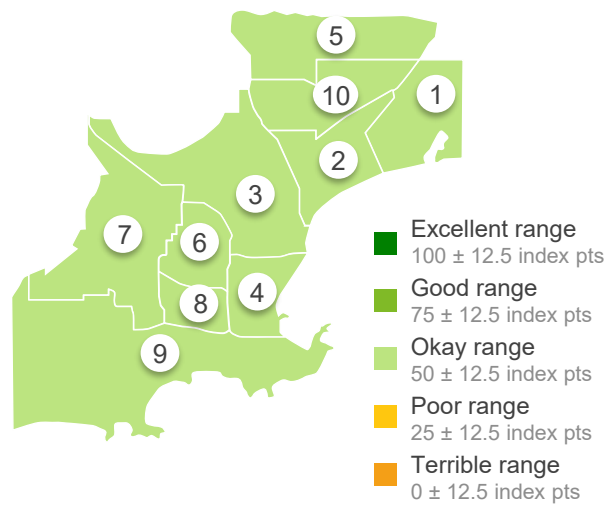
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1. Bandy Creek	57
2. Castletown	50
3. Chadwick	59
4. Esperance	54
5. Myrup	56
6. Nulsen	49
7. Pink Lake	47
8. Sinclair	50
9. West Beach	52
10. Windabout#	56
Condingup	39
Gibson	51
Town	51
Inner Rural	52
Outer Rural	46

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	52	0-4 years	44	Disability	49
Female	52	5-11 years	42	First Nations person	48
Age		12-17 years	52	Mainly speak LOTE	51
14-17 years	60	18+ years	53	LGBTQI+	45
18-34 years	40	No children	54	Home ownership	
35-49 years	47			Homeowner	52
50-64 years	55			Renting / other	48
65+ years	60				

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1183).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

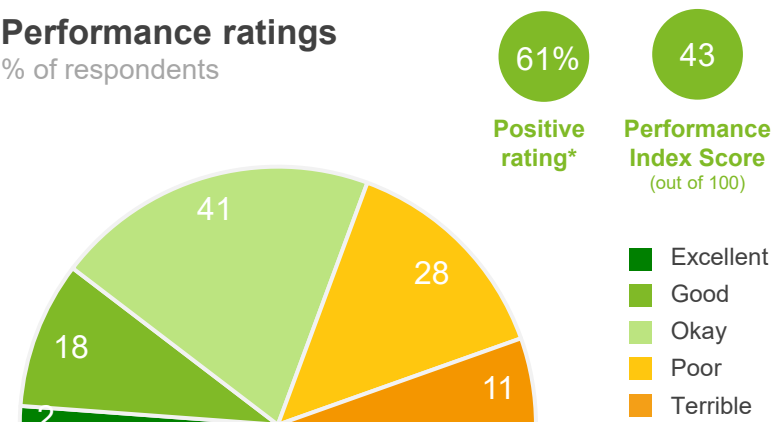
Compliance

Planning services

responsible growth, land use, development and building approvals

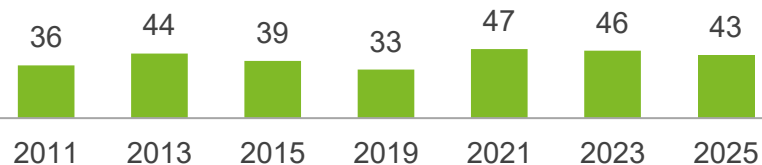
Performance ratings

% of respondents



Trend Analysis^

Performance Index Score



MARKYT Industry Standards

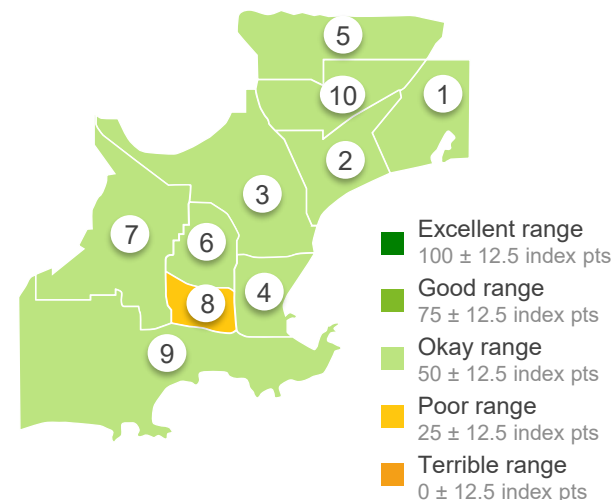
Performance Index Score



Shire of Esperance	43
Industry High	65
Industry Average	42

Geographical variances

Performance Index Score



Location

1. Bandy Creek	45
2. Castletown	44
3. Chadwick	45
4. Esperance	44
5. Myrup	40
6. Nulsen	44
7. Pink Lake	40
8. Sinclair	36
9. West Beach	50
10. Windabout#	45
Condingup	36
Gibson	37
Town	44
Inner Rural	39
Outer Rural	42

Community variances

Performance Index Score

Gender

Male	43
Female	44

Age of children

0-4 years	40
5-11 years	37
12-17 years	44
18+ years	43
No children	45

Disability & culture

Disability	39
First Nations person	46
Mainly speak LOTE	28
LGBTQI+	48

Age

14-17 years	59
18-34 years	37
35-49 years	42
50-64 years	42
65+ years	48

Home ownership

Homeowner	44
Renting / other	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1049).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

^Trend analysis notes:

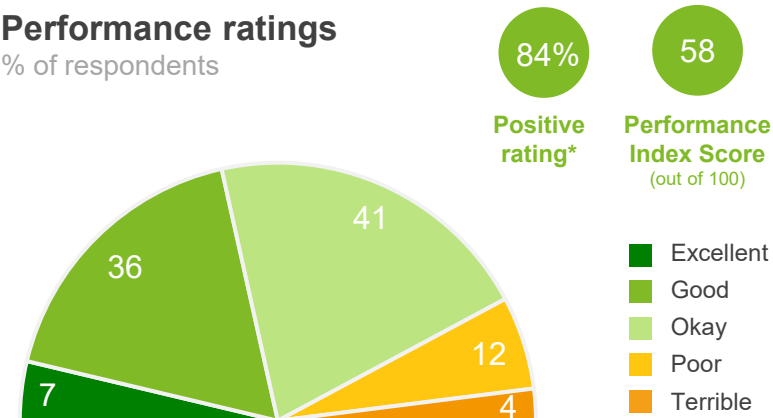
2011-2019: Planning and building approvals
2021-2023: Average of responsible growth and development + planning and building approvals

Heritage services and museums

preserving and promoting heritage sites, artefacts and history

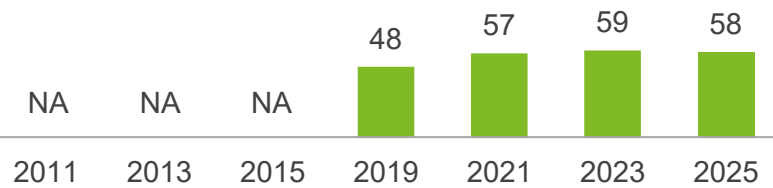
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



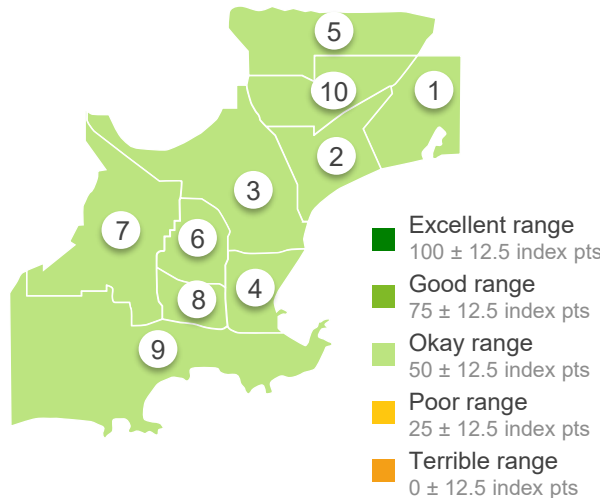
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1. Bandy Creek	59
2. Castletown	57
3. Chadwick	61
4. Esperance	59
5. Myrup	62
6. Nulsen	55
7. Pink Lake	58
8. Sinclair	53
9. West Beach	61
10. Windabout#	56
Condingup	53
Gibson	51
Town	58
Inner Rural	56
Outer Rural	54

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	55	0-4 years	56	Disability	55
Female	60	5-11 years	53	First Nations person	47
Age	14-17 years	12-17 years	57	Mainly speak LOTE	51
	18-34 years	18+ years	59	LGBTQI+	52
	35-49 years	No children	59	Home ownership	
	50-64 years			Homeowner	58
	65+ years			Renting / other	58

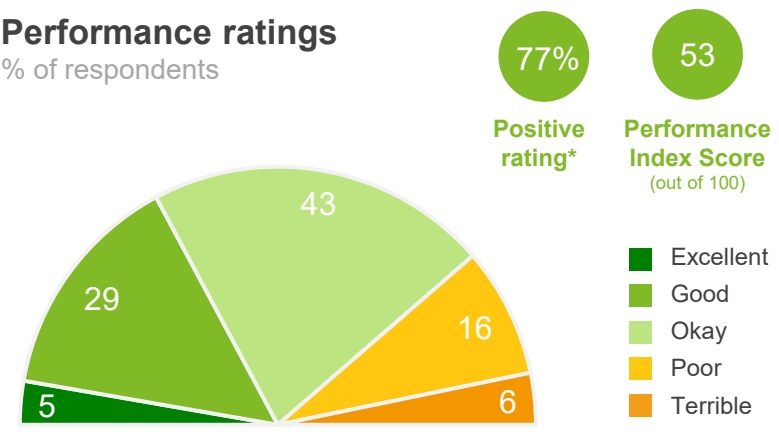
Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1114).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Universal access and inclusion

disability, gender diversity etc.

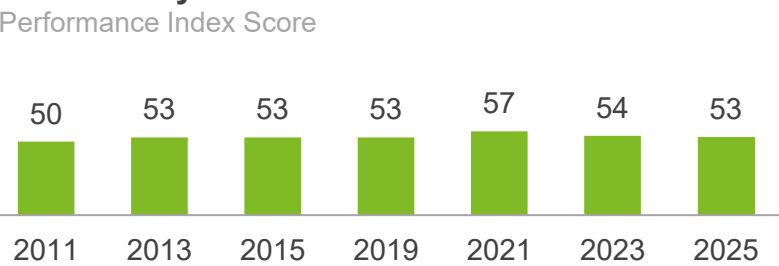
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



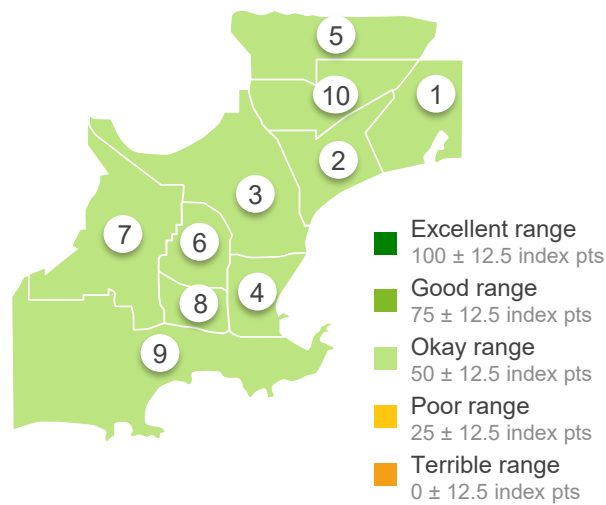
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	56
2.	Castletown	54
3.	Chadwick	56
4.	Esperance	52
5.	Myrup	56
6.	Nulsen	43
7.	Pink Lake	49
8.	Sinclair	50
9.	West Beach	54
10.	Windabout [#]	58
	Condingup	56
	Gibson	52
	Town	53
	Inner Rural	53
	Outer Rural	53

Community variances

Performance Index Score

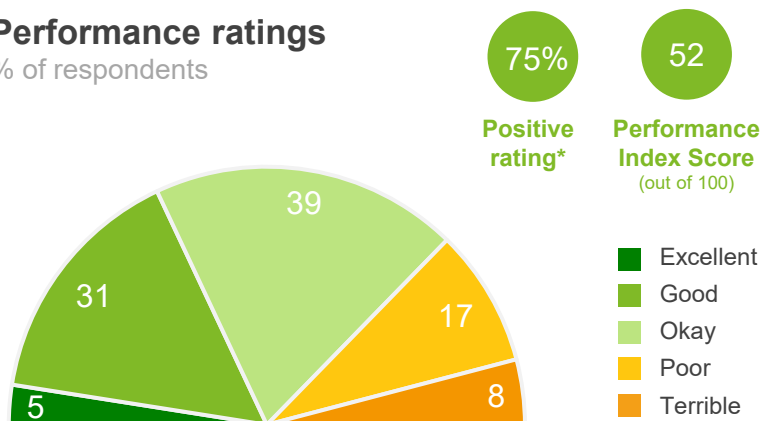
Gender		Age of children		Disability & culture	
Male	55	0-4 years	48	Disability	44
Female	51	5-11 years	48	First Nations person	42
Age		12-17 years	53	Mainly speak LOTE	52
14-17 years	61	18+ years	53	LGBTQI+	36
18-34 years	48	No children	54	Home ownership	
35-49 years	50			Homeowner	53
50-64 years	54			Renting / other	50
65+ years	56				

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1053).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Ranger services animal management etc.

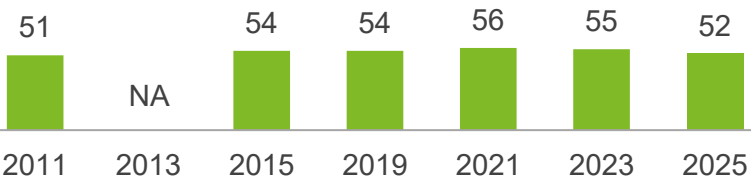
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

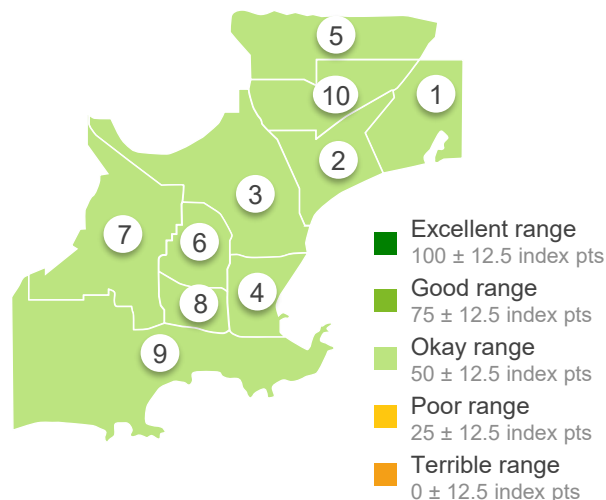
Performance Index Score



Shire of Esperance	52
Industry High	67
Industry Average	52

Geographical variances

Performance Index Score



Location

1. Bandy Creek	57
2. Castletown	51
3. Chadwick	54
4. Esperance	52
5. Myrup	59
6. Nulsen	47
7. Pink Lake	48
8. Sinclair	51
9. West Beach	55
10. Windabout [#]	49
Condingup	54
Gibson	50
Town	52
Inner Rural	54
Outer Rural	52

Community variances

Performance Index Score

Gender

Male	52
Female	52

Age of children

0-4 years	52
5-11 years	46
12-17 years	51
18+ years	52
No children	53

Disability & culture

Disability	46
First Nations person	46
Mainly speak LOTE	58
LGBTQI+	51

Age

14-17 years	60
18-34 years	50
35-49 years	49
50-64 years	51
65+ years	54

Home ownership

Homeowner	51
Renting / other	53

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

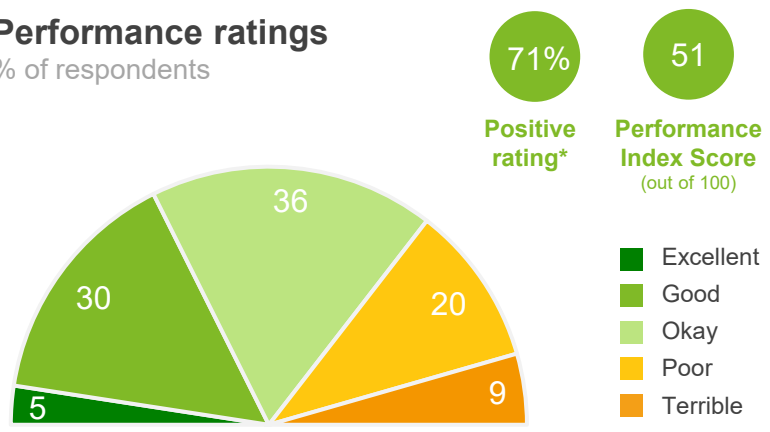
Base: All respondents, excludes 'unsure' and 'no response' (n = 1124).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

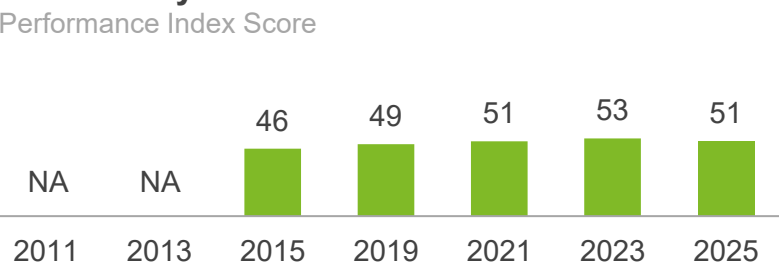
Parking management

Performance ratings

% of respondents



Trend Analysis



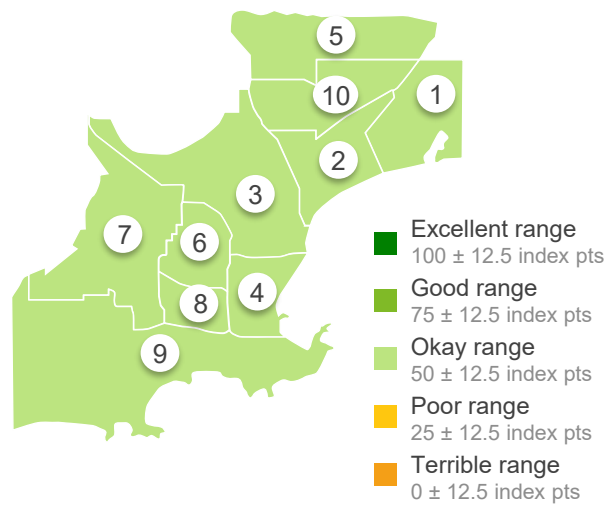
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location		
1.	Bandy Creek	57
2.	Castletown	50
3.	Chadwick	54
4.	Esperance	50
5.	Myrup	57
6.	Nulsen	43
7.	Pink Lake	47
8.	Sinclair	51
9.	West Beach	57
10.	Windabout [#]	53
Condingup		44
Gibson		47
Town		51
Inner Rural		50
Outer Rural		47

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	50	0-4 years	51	Disability	45
Female	51	5-11 years	44	First Nations person	47
Age		12-17 years	51	Mainly speak LOTE	46
		18+ years	50	LGBTQI+	51
		No children	53	Home ownership	
				Homeowner	51
14-17 years	56			Renting / other	49
18-34 years	49				
35-49 years	47				
50-64 years	52				
65+ years	53				

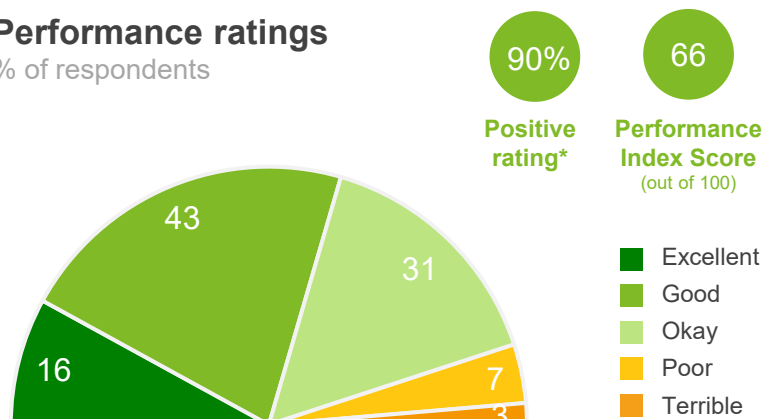
Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1161).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Waste management

kerbside collection, waste transfer sites, land fill, recycling etc.

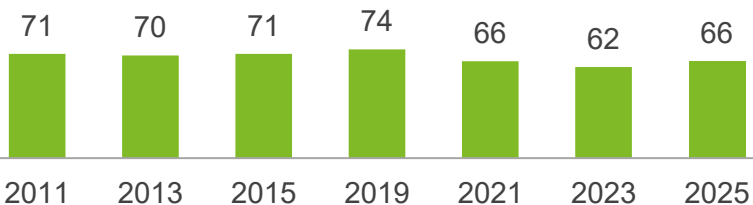
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

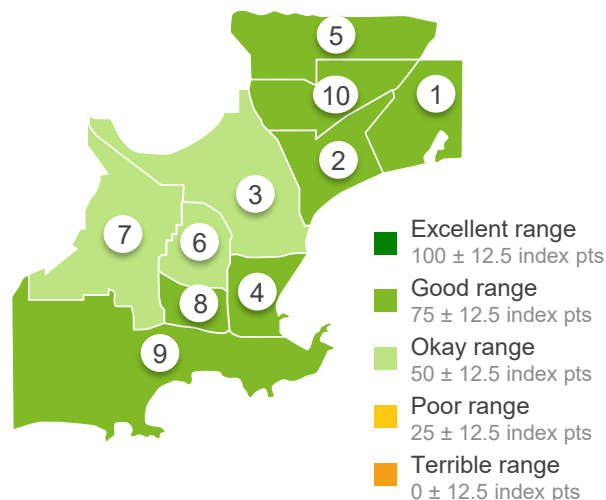
Performance Index Score



Shire of Esperance	66
Industry High	77
Industry Average	59

Geographical variances

Performance Index Score



Location

1. Bandy Creek	65
2. Castletown	69
3. Chadwick	62
4. Esperance	64
5. Myrup	69
6. Nulsen	56
7. Pink Lake	57
8. Sinclair	67
9. West Beach	71
10. Windabout [#]	63
Condungup	65
Gibson	56
Town	66
Inner Rural	60
Outer Rural	56

Community variances

Performance Index Score

Gender

Male	65
Female	67

Age of children

0-4 years	65
5-11 years	64
12-17 years	65
18+ years	65
No children	67

Disability & culture

Disability	61
First Nations person	64
Mainly speak LOTE	61
LGBTQI+	62

Age

14-17 years	60
18-34 years	64
35-49 years	64
50-64 years	65
65+ years	70

Home ownership

Homeowner	66
Renting / other	64

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1204).

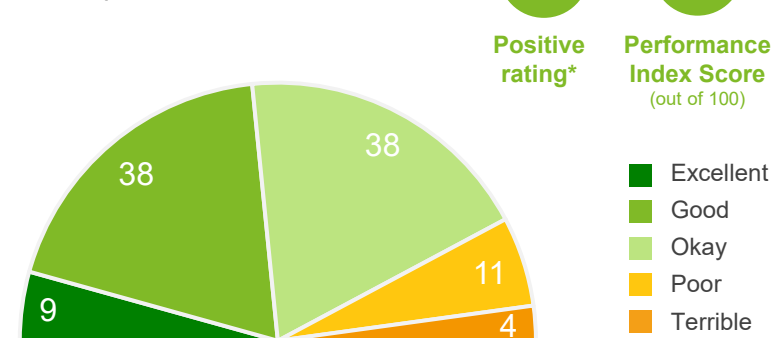
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Environmental health services

noise, pollution, food inspections, liquor licensing, smoking in public places etc.

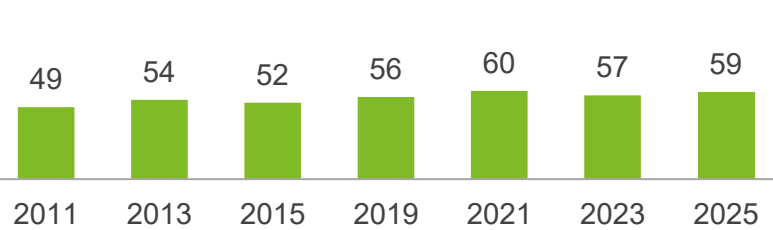
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



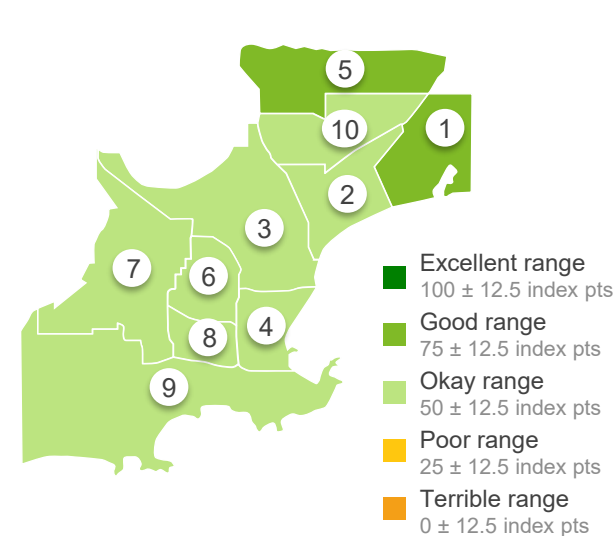
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	67
2.	Castletown	59
3.	Chadwick	56
4.	Esperance	58
5.	Myrup	65
6.	Nulsen	49
7.	Pink Lake	58
8.	Sinclair	59
9.	West Beach	62
10.	Windabout#	62
	Condingup	56
	Gibson	60
	Town	59
	Inner Rural	60
	Outer Rural	55

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	59	0-4 years	62	Disability	53
Female	60	5-11 years	60	First Nations person	55
Age	14-17 years	12-17 years	59	Mainly speak LOTE	59
	18-34 years	18+ years	59	LGBTQI+	57
	35-49 years	No children	58	Home ownership	
	50-64 years			Homeowner	59
	65+ years			Renting / other	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1090).

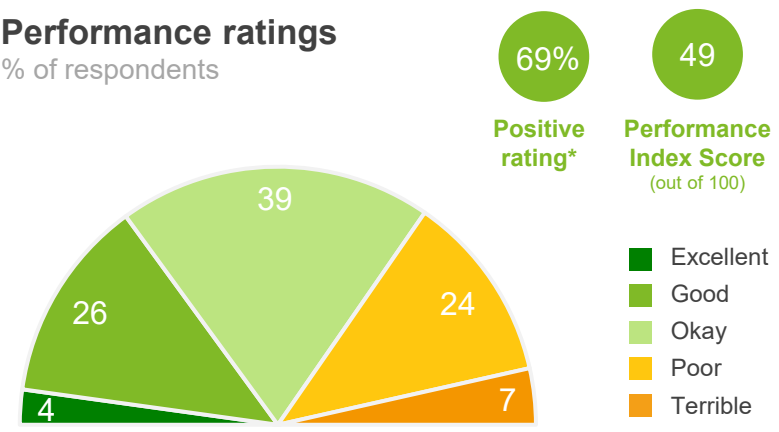
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Discretionary services

Youth services and facilities

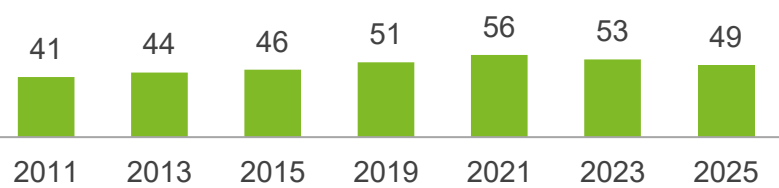
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



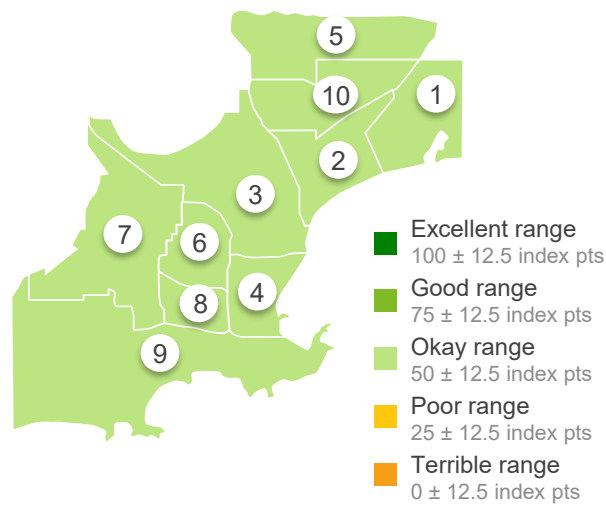
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	50
2.	Castletown	49
3.	Chadwick	57
4.	Esperance	51
5.	Myrup	50
6.	Nulsen	44
7.	Pink Lake	48
8.	Sinclair	50
9.	West Beach	54
10.	Windabout#	62
	Condingup	40
	Gibson	42
	Town	50
	Inner Rural	43
	Outer Rural	43

Community variances

Performance Index Score

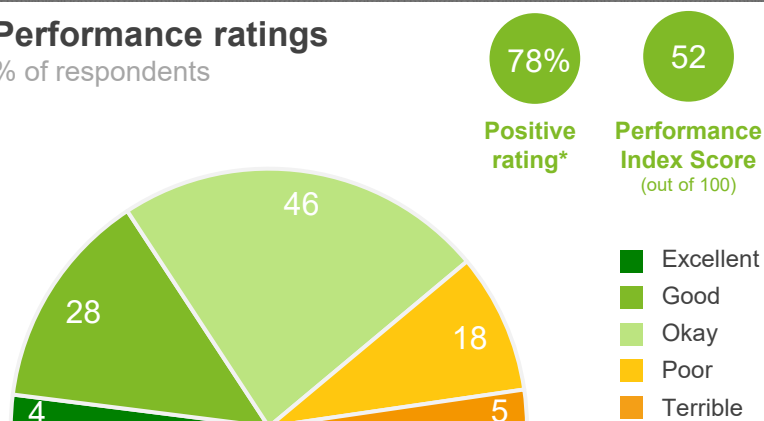
Gender		Age of children		Disability & culture	
Male	51	0-4 years	40	Disability	39
Female	48	5-11 years	40	First Nations person	41
Age	14-17 years	12-17 years	44	Mainly speak LOTE	43
	18-34 years	18+ years	50	LGBTQI+	39
	35-49 years	No children	53	Home ownership	
	50-64 years			Homeowner	51
	65+ years			Renting / other	45

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 974).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Family and children's services and facilities

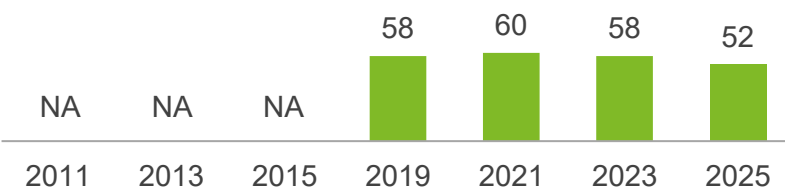
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

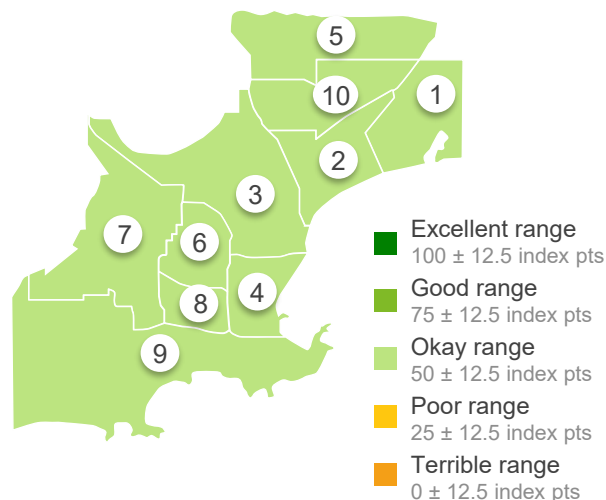
Performance Index Score



Shire of Esperance	52
Industry High	68
Industry Average	54

Geographical variances

Performance Index Score



Location

1. Bandy Creek	54
2. Castletown	51
3. Chadwick	59
4. Esperance	53
5. Myrup	53
6. Nulsen	47
7. Pink Lake	54
8. Sinclair	53
9. West Beach	54
10. Windabout [#]	62
Condingup	53
Gibson	48
Town	52
Inner Rural	49
Outer Rural	50

Community variances

Performance Index Score

Gender

Male	53
Female	52

Age

14-17 years	62
18-34 years	43
35-49 years	48
50-64 years	55
65+ years	60

Age of children

0-4 years	44
5-11 years	45
12-17 years	49
18+ years	55
No children	55

Disability & culture

Disability	46
First Nations person	50
Mainly speak LOTE	47
LGBTQI+	42

Home ownership

Homeowner	53
Renting / other	52

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

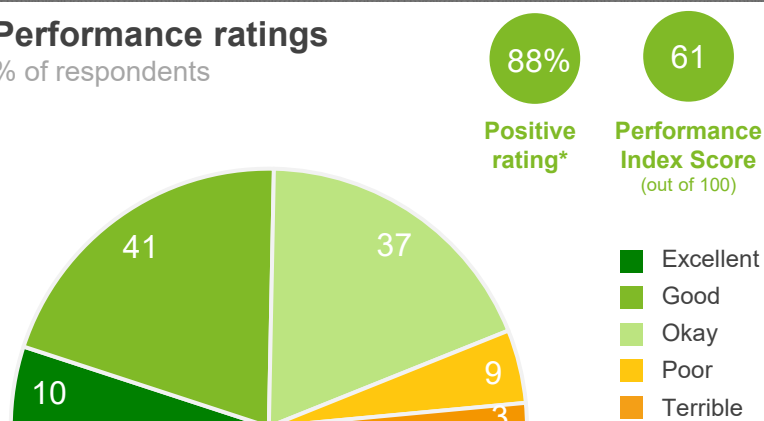
Base: All respondents, excludes 'unsure' and 'no response' (n = 965).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Seniors' services and facilities

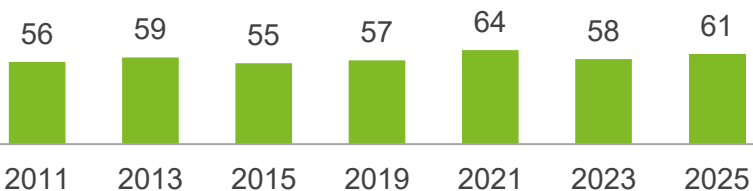
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

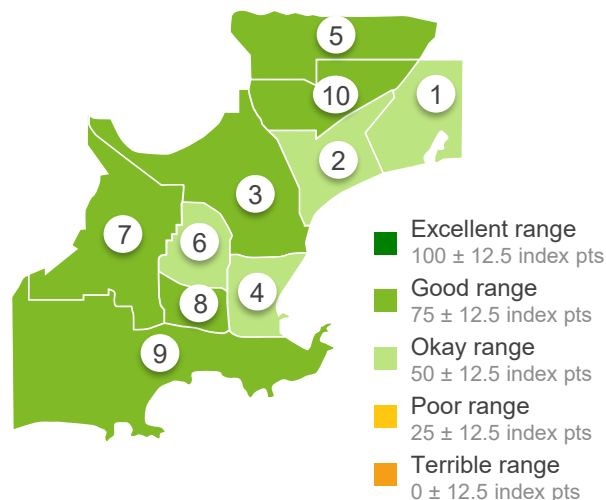
Performance Index Score



Shire of Esperance	61
Industry High	68
Industry Average	54

Geographical variances

Performance Index Score



Location

1. Bandy Creek	62
2. Castletown	62
3. Chadwick	68
4. Esperance	62
5. Myrup	66
6. Nulsen	52
7. Pink Lake	63
8. Sinclair	64
9. West Beach	63
10. Windabout [#]	72
Condingup	54
Gibson	53
Town	62
Inner Rural	59
Outer Rural	56

Community variances

Performance Index Score

Gender

Male	61
Female	63

Age

14-17 years	66
18-34 years	57
35-49 years	54
50-64 years	63
65+ years	67

Age of children

0-4 years	53
5-11 years	56
12-17 years	58
18+ years	62
No children	64

Disability & culture

Disability	55
First Nations person	61
Mainly speak LOTE	64
LGBTQI+	50

Home ownership

Homeowner	63
Renting / other	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1014).

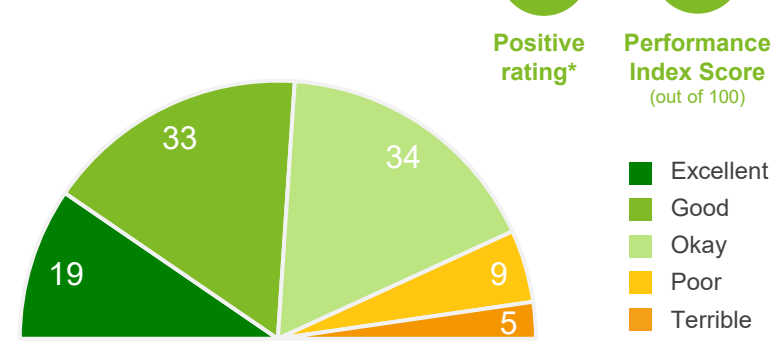
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Reconciliation

recognition and respect for First Nations peoples, cultures and heritage

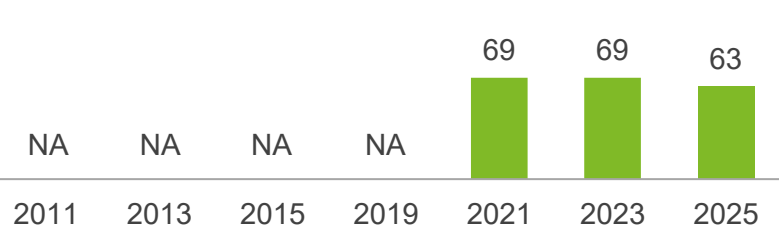
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



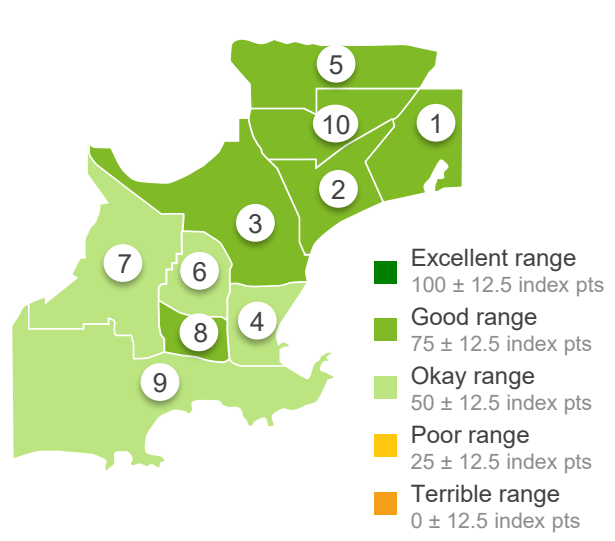
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1. Bandy Creek	63
2. Castletown	65
3. Chadwick	72
4. Esperance	61
5. Myrup	67
6. Nulsen	49
7. Pink Lake	62
8. Sinclair	65
9. West Beach	62
10. Windabout#	70
Condingup	76
Gibson	66
Town	63
Inner Rural	63
Outer Rural	72

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	63	0-4 years	63	Disability	59
Female	63	5-11 years	62	First Nations person	50
Age	14-17 years	12-17 years	61	Mainly speak LOTE	52
	18-34 years	18+ years	64	LGBTQI+	54
	35-49 years	No children	64	Home ownership	
	50-64 years			Homeowner	64
	65+ years			Renting / other	58

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

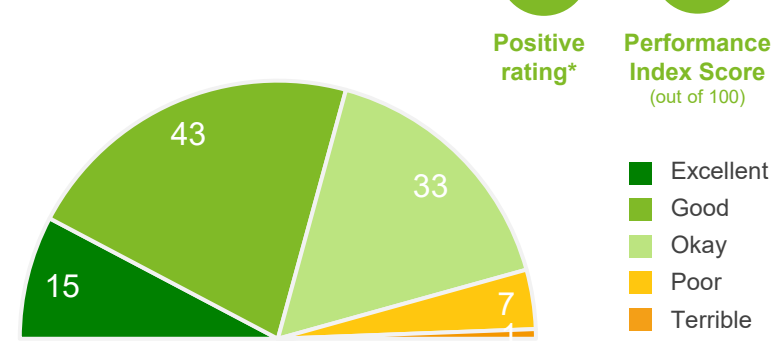
Base: All respondents, excludes 'unsure' and 'no response' (n = 932).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Volunteer support services

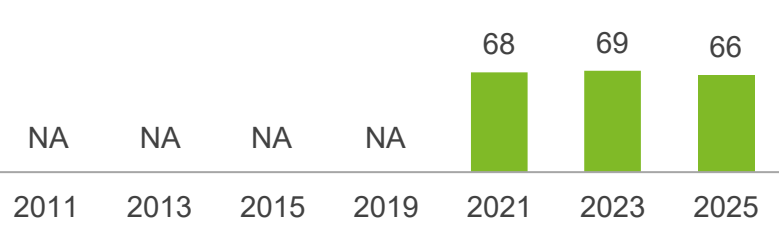
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



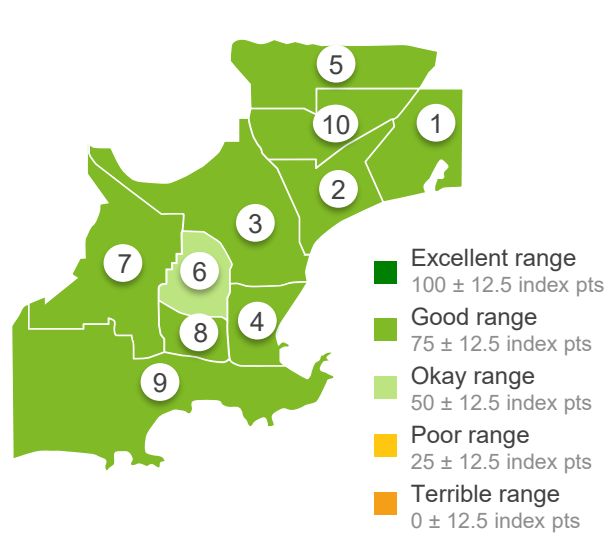
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	74
2.	Castletown	66
3.	Chadwick	74
4.	Esperance	66
5.	Myrup	69
6.	Nulsen	60
7.	Pink Lake	66
8.	Sinclair	70
9.	West Beach	68
10.	Windabout#	77
	Condingup	59
	Gibson	63
	Town	67
	Inner Rural	64
	Outer Rural	58

Community variances

Performance Index Score

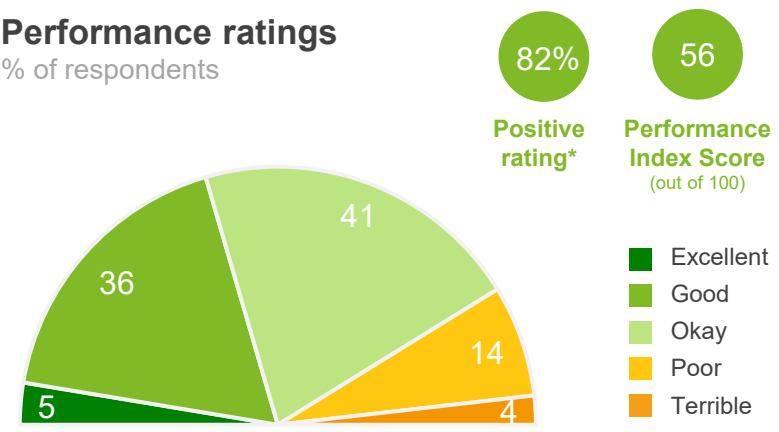
Gender		Age of children		Disability & culture	
Male	65	0-4 years	59	Disability	60
Female	67	5-11 years	62	First Nations person	64
Age	14-17 years	12-17 years	65	Mainly speak LOTE	60
	18-34 years	18+ years	69	LGBTQI+	58
	35-49 years	No children	67	Home ownership	
	50-64 years			Homeowner	68
	65+ years			Renting / other	61

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1079).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Public health education and wellbeing programs

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



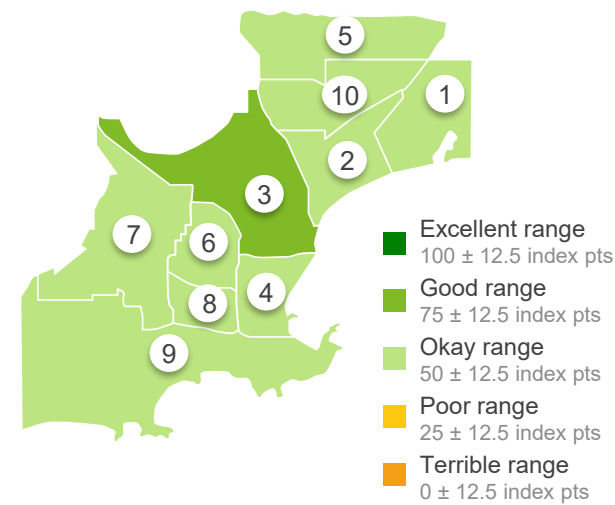
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	57
2.	Castletown	55
3.	Chadwick	65
4.	Esperance	57
5.	Myrup	57
6.	Nulsen	52
7.	Pink Lake	57
8.	Sinclair	57
9.	West Beach	59
10.	Windabout [#]	61
	Condingup	51
	Gibson	55
	Town	56
	Inner Rural	56
	Outer Rural	53

Community variances

Performance Index Score

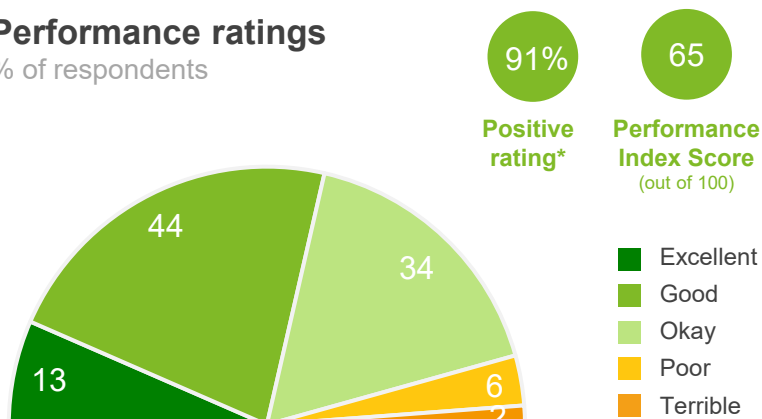
Gender		Age of children		Disability & culture	
Male	56	0-4 years	51	Disability	51
Female	56	5-11 years	52	First Nations person	53
Age	14-17 years	12-17 years	56	Mainly speak LOTE	54
	18-34 years	18+ years	59	LGBTQI+	48
	35-49 years	No children	58	Home ownership	
	50-64 years			Homeowner	57
	65+ years			Renting / other	53

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 1021).
 * Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Art, cultural and creative facilities and activities

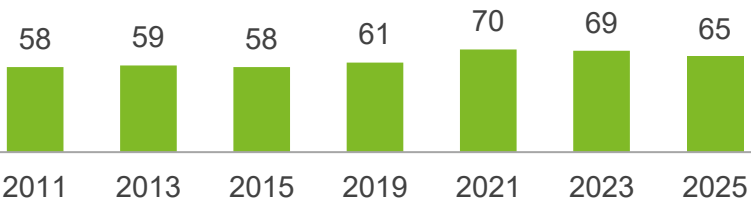
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

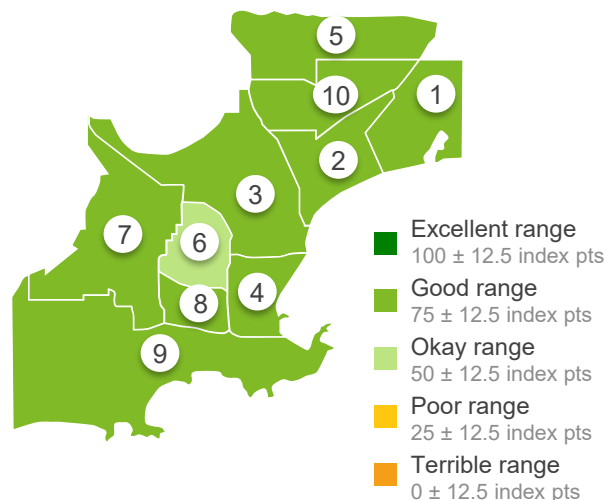
Performance Index Score



Shire of Esperance	65
Industry High	71
Industry Average	63

Geographical variances

Performance Index Score



Location

1. Bandy Creek	68
2. Castletown	65
3. Chadwick	72
4. Esperance	65
5. Myrup	68
6. Nulsen	57
7. Pink Lake	63
8. Sinclair	67
9. West Beach	67
10. Windabout#	71
Condingup	61
Gibson	61
Town	65
Inner Rural	65
Outer Rural	63

Community variances

Performance Index Score

Gender

Male	62
Female	68

Age of children

0-4 years	64
5-11 years	66
12-17 years	65
18+ years	64
No children	65

Disability & culture

Disability	62
First Nations person	65
Mainly speak LOTE	59
LGBTQI+	60

Age

14-17 years	64
18-34 years	62
35-49 years	64
50-64 years	66
65+ years	68

Home ownership

Homeowner	66
Renting / other	62

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

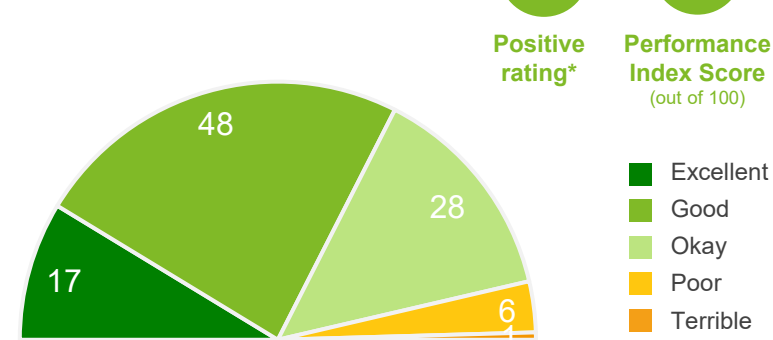
Base: All respondents, excludes 'unsure' and 'no response' (n = 1115).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Festivals, markets and community events

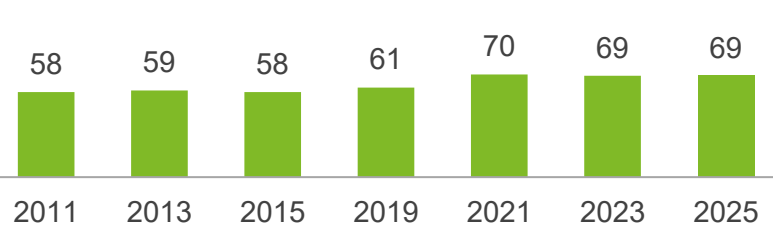
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



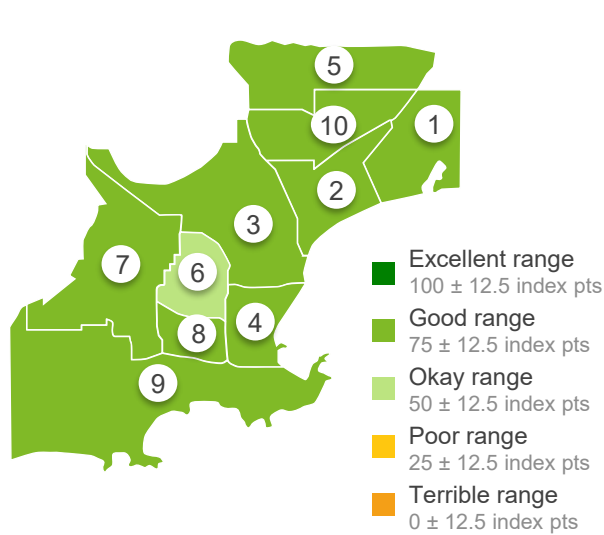
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	71
2.	Castletown	68
3.	Chadwick	71
4.	Esperance	68
5.	Myrup	70
6.	Nulsen	62
7.	Pink Lake	68
8.	Sinclair	73
9.	West Beach	71
10.	Windabout#	76
Condingup		65
Gibson		65
Town		69
Inner Rural		67
Outer Rural		66

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	66	0-4 years	66	Disability	66
Female	71	5-11 years	68	First Nations person	65
Age	14-17 years	12-17 years	67	Mainly speak LOTE	67
	18-34 years	18+ years	69	LGBTQI+	62
	35-49 years	No children	70	Home ownership	
	50-64 years			Homeowner	70
65+ years	72			Renting / other	65

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

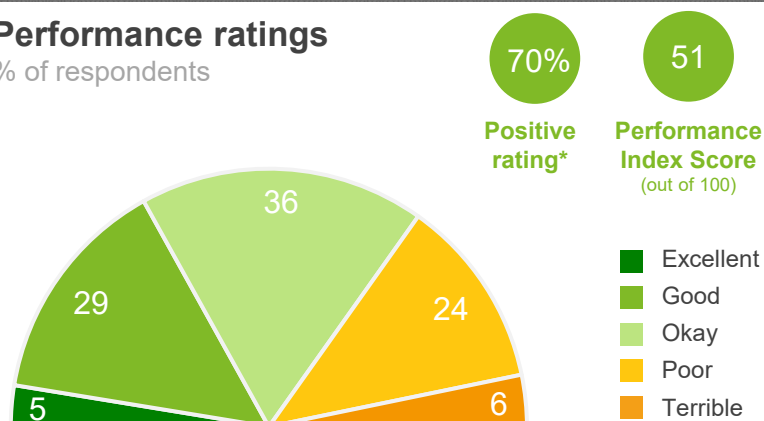
Base: All respondents, excludes 'unsure' and 'no response' (n = 1201).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Town centre development and activation

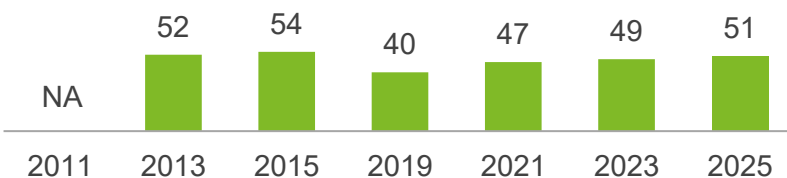
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

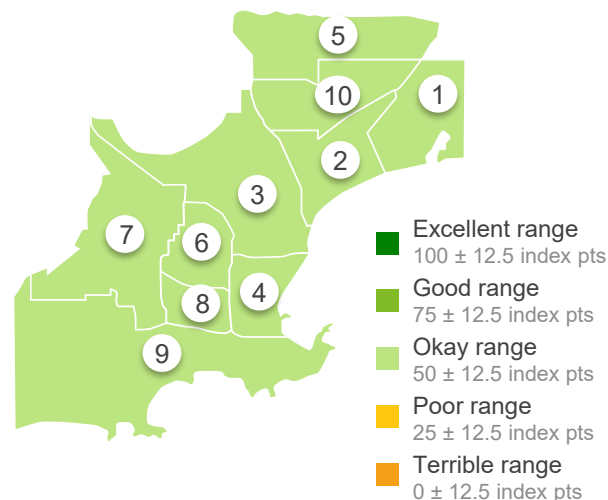
Performance Index Score



Shire of Esperance	51
Industry High	63
Industry Average	46

Geographical variances

Performance Index Score



Location

1. Bandy Creek	58
2. Castletown	49
3. Chadwick	58
4. Esperance	51
5. Myrup	49
6. Nulsen	52
7. Pink Lake	48
8. Sinclair	50
9. West Beach	49
10. Windabout [#]	62
Condingup	50
Gibson	52
Town	51
Inner Rural	49
Outer Rural	52

Community variances

Performance Index Score

Gender

Male	48
Female	53

Age of children

0-4 years	50
5-11 years	51
12-17 years	48
18+ years	52
No children	52

Disability & culture

Disability	48
First Nations person	46
Mainly speak LOTE	44
LGBTQI+	46

Age

14-17 years	61
18-34 years	45
35-49 years	50
50-64 years	49
65+ years	55

Home ownership

Homeowner	50
Renting / other	51

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

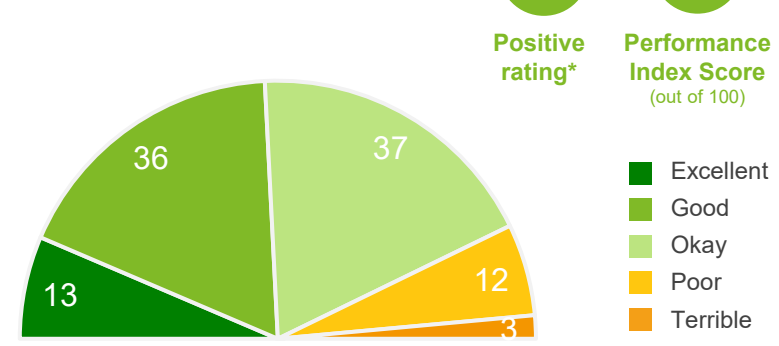
Base: All respondents, excludes 'unsure' and 'no response' (n = 1163).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Destination marketing

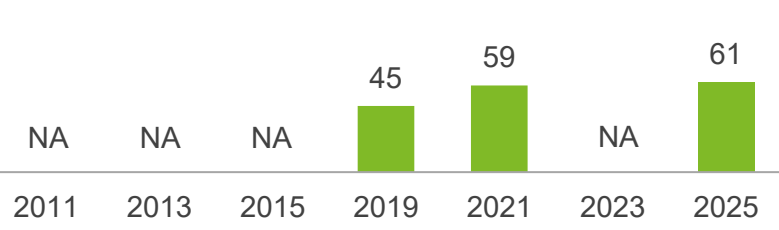
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



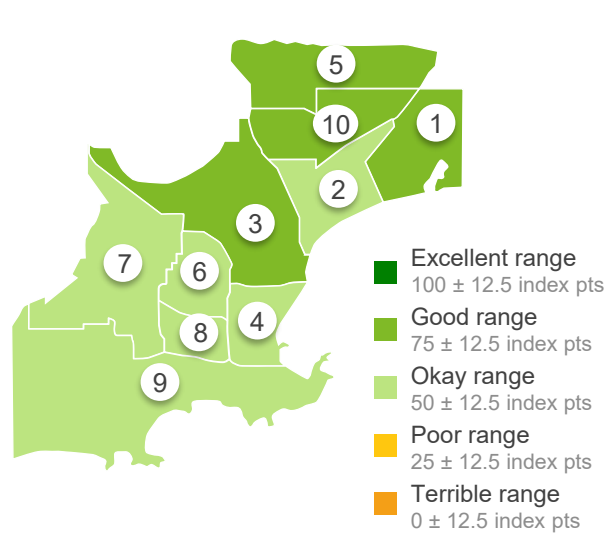
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	65
2.	Castletown	61
3.	Chadwick	65
4.	Esperance	59
5.	Myrup	66
6.	Nulsen	55
7.	Pink Lake	59
8.	Sinclair	60
9.	West Beach	61
10.	Windabout [#]	66
	Condingup	61
	Gibson	57
	Town	61
	Inner Rural	62
	Outer Rural	63

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	59	0-4 years	61	Disability	59
Female	63	5-11 years	61	First Nations person	66
Age		12-17 years	65	Mainly speak LOTE	55
		18+ years	60	LGBTQI+	60
		No children	61	Home ownership	
				Homeowner	62
14-17 years	64			Renting / other	59
18-34 years	59				
35-49 years	63				
50-64 years	60				
65+ years	61				

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

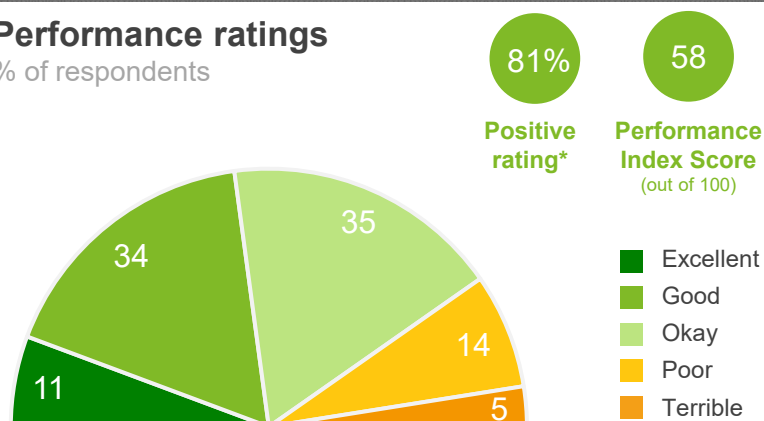
Base: All respondents, excludes 'unsure' and 'no response' (n = 1007).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Tourism management services and facilities

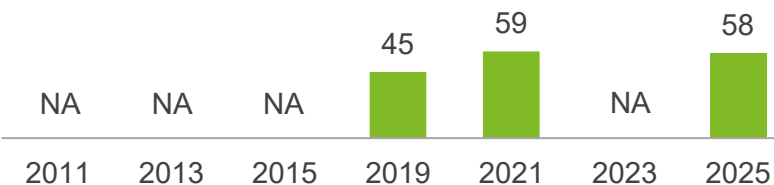
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

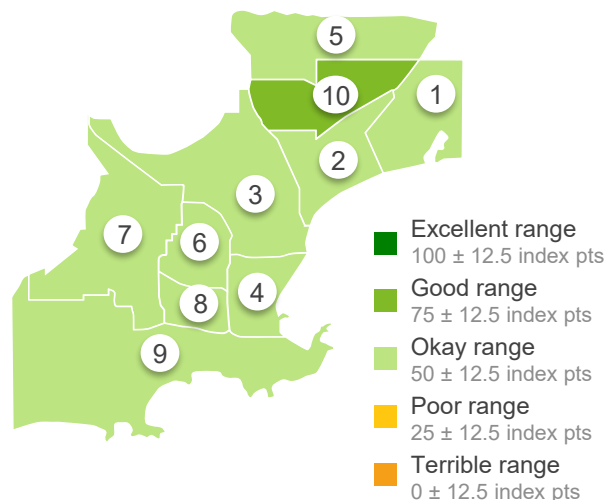
Performance Index Score



Shire of Esperance	58
Industry High	NA
Industry Average	NA

Geographical variances

Performance Index Score



Location

1.	Bandy Creek	61
2.	Castletown	57
3.	Chadwick	61
4.	Esperance	59
5.	Myrup	61
6.	Nulsen	53
7.	Pink Lake	58
8.	Sinclair	54
9.	West Beach	62
10.	Windabout [#]	74
	Condingup	65
	Gibson	51
	Town	58
	Inner Rural	54
	Outer Rural	58

Community variances

Performance Index Score

Gender

Male	57
Female	60

Age of children

0-4 years	58
5-11 years	55
12-17 years	56
18+ years	58
No children	61

Disability & culture

Disability	56
First Nations person	55
Mainly speak LOTE	56
LGBTQI+	60

Age

14-17 years	68
18-34 years	55
35-49 years	55
50-64 years	57
65+ years	63

Home ownership

Homeowner	58
Renting / other	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1139).

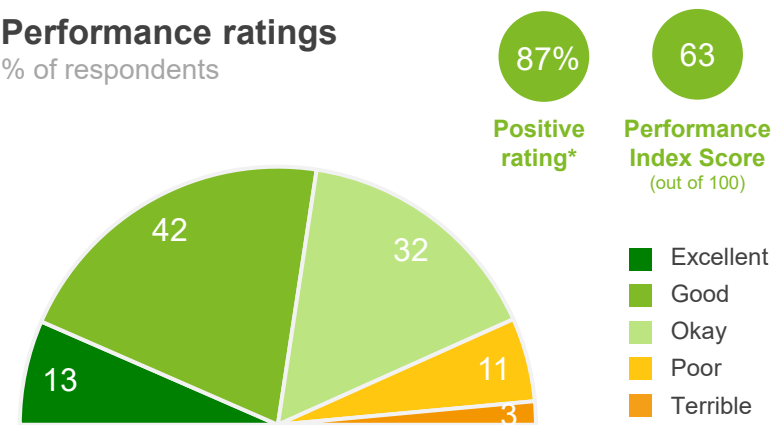
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Emergency management

natural disaster education, prevention, and recovery

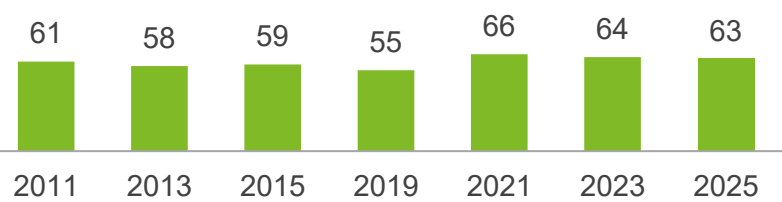
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



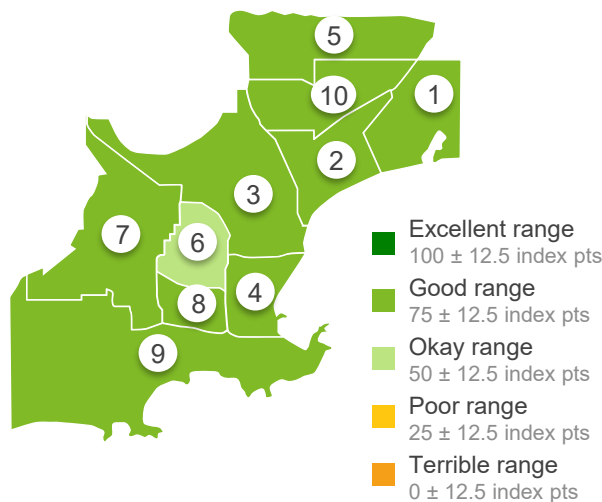
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	69
2.	Castletown	63
3.	Chadwick	63
4.	Esperance	65
5.	Myrup	66
6.	Nulsen	53
7.	Pink Lake	63
8.	Sinclair	64
9.	West Beach	65
10.	Windabout#	66
Condingup		51
Gibson		51
Town		64
Inner Rural		58
Outer Rural		53

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	62	0-4 years	58	Disability	57
Female	64	5-11 years	60	First Nations person	60
Age		12-17 years	62	Mainly speak LOTE	60
		18+ years	65	LGBTQI+	61
		No children	64	Home ownership	
				Homeowner	65
14-17 years	63			Renting / other	58
18-34 years	57				
35-49 years	59				
50-64 years	65				
65+ years	69				

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1072).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

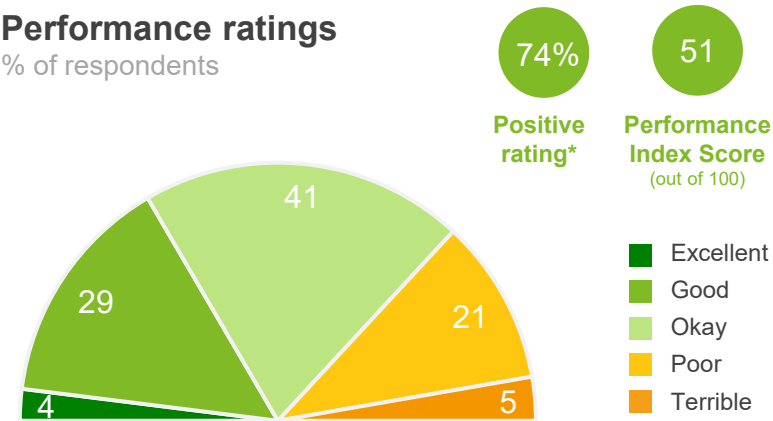
Advocacy and support

for services delivered by the Australian Government, State Government,
private industry and non-governmental organisations

Safety and crime prevention

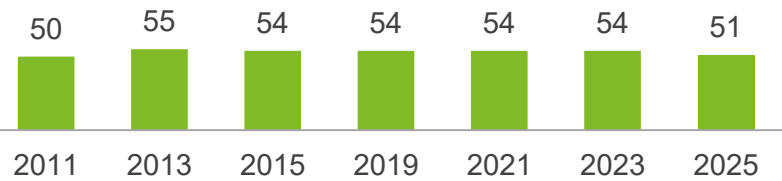
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



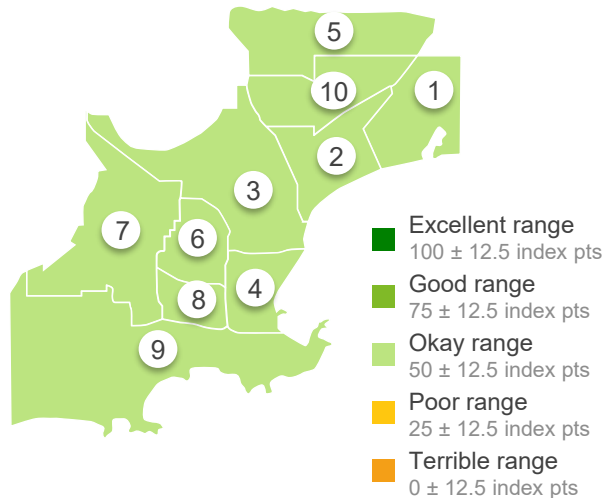
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	53
2.	Castletown	51
3.	Chadwick	48
4.	Esperance	51
5.	Myrup	52
6.	Nulsen	46
7.	Pink Lake	51
8.	Sinclair	54
9.	West Beach	59
10.	Windabout#	53
	Condingup	50
	Gibson	35
	Town	52
	Inner Rural	43
	Outer Rural	45

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	50	0-4 years	51	Disability	47
Female	53	5-11 years	49	First Nations person	54
Age	14-17 years	12-17 years	51	Mainly speak LOTE	58
	18-34 years	18+ years	52	LGBTQI+	48
	35-49 years	No children	51	Home ownership	
	50-64 years			Homeowner	53
	65+ years			Renting / other	49

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

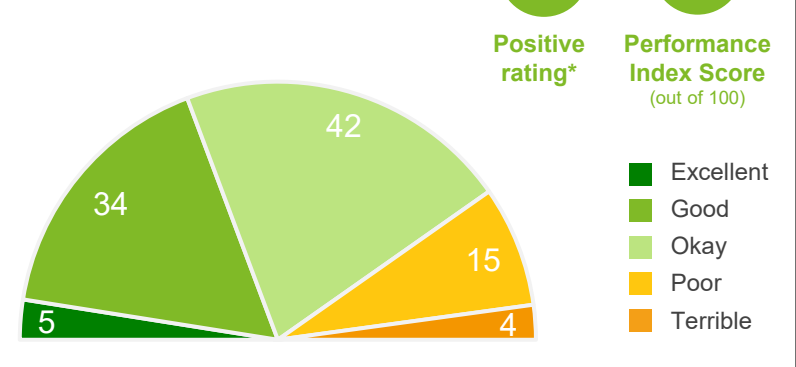
Base: All respondents, excludes 'unsure' and 'no response' (n = 1148).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Health and community services

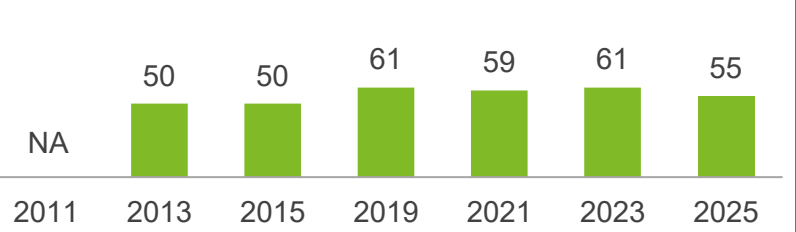
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



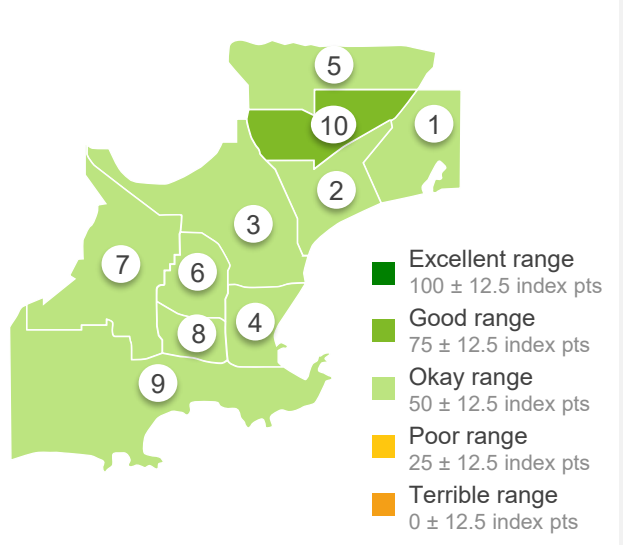
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	56
2.	Castletown	55
3.	Chadwick	57
4.	Esperance	55
5.	Myrup	58
6.	Nulsen	45
7.	Pink Lake	57
8.	Sinclair	55
9.	West Beach	57
10.	Windabout#	64
	Condingup	54
	Gibson	50
	Town	55
	Inner Rural	53
	Outer Rural	53

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	55	0-4 years	52	Disability	50
Female	55	5-11 years	52	First Nations person	52
Age	14-17 years	12-17 years	51	Mainly speak LOTE	55
	18-34 years	18+ years	55	LGBTQI+	46
	35-49 years	No children	56	Home ownership	
	50-64 years			Homeowner	56
	65+ years			Renting / other	52

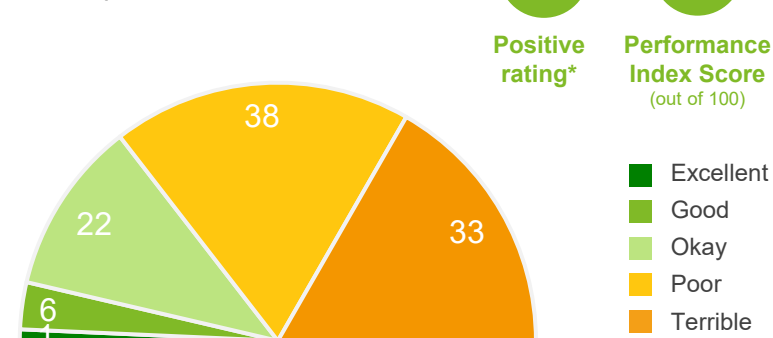
Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1154).
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Housing

availability of affordable housing, social housing, crisis accommodation etc.

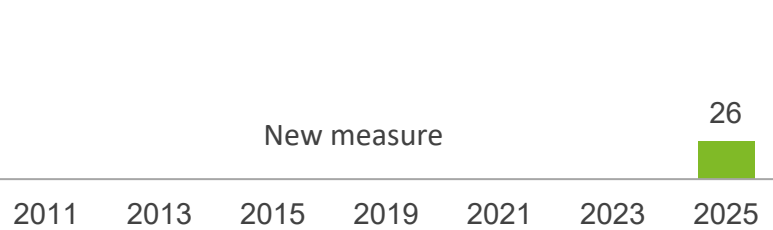
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



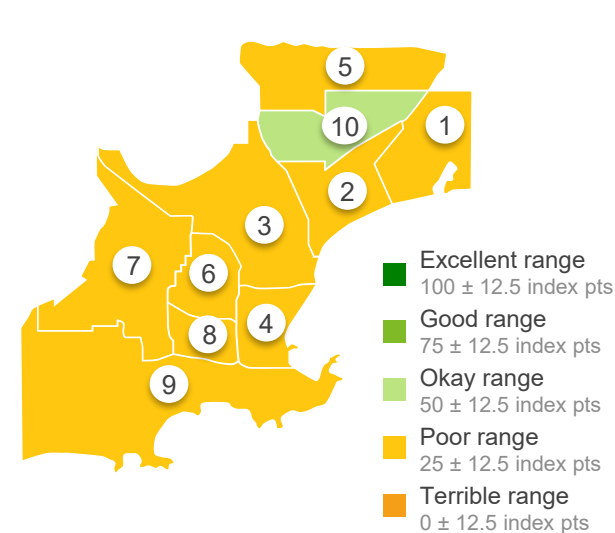
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	26
2.	Castletown	26
3.	Chadwick	35
4.	Esperance	28
5.	Myrup	22
6.	Nulsen	19
7.	Pink Lake	28
8.	Sinclair	26
9.	West Beach	29
10.	Windabout [#]	41
	Condingup	24
	Gibson	19
	Town	27
	Inner Rural	20
	Outer Rural	26

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	28	0-4 years	20	Disability	20
Female	25	5-11 years	18	First Nations person	20
Age	14-17 years	12-17 years	22	Mainly speak LOTE	21
	18-34 years	18+ years	26	LGBTQI+	25
	35-49 years	No children	29	Home ownership	
	50-64 years			Homeowner	27
	65+ years			Renting / other	23

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

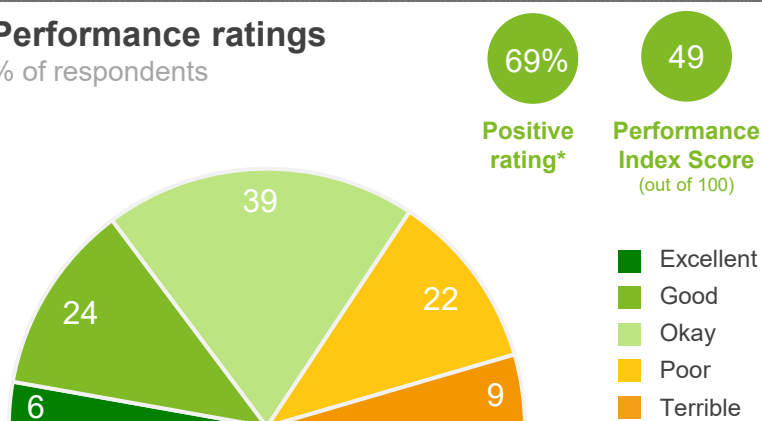
Base: All respondents, excludes 'unsure' and 'no response' (n = 1101).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Aged care and accommodation

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



2011 2013 2015 2019 2021 2023 2025

MARKYT Industry Standards

Performance Index Score



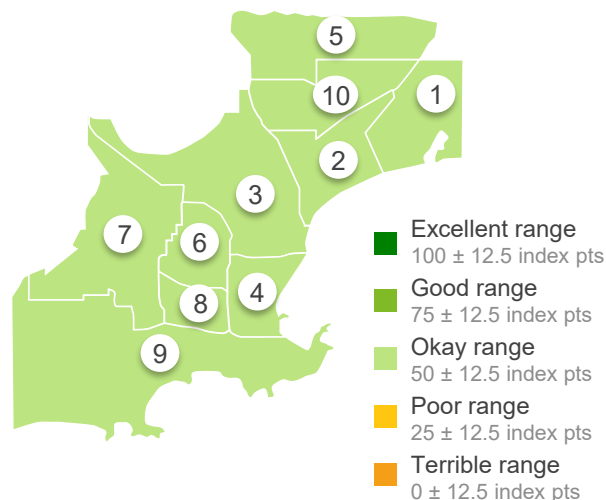
Shire of Esperance 49

Industry High 63

Industry Average 49

Geographical variances

Performance Index Score



Location

1. Bandy Creek	49
2. Castletown	48
3. Chadwick	52
4. Esperance	51
5. Myrup	54
6. Nulsen	48
7. Pink Lake	47
8. Sinclair	52
9. West Beach	51
10. Windabout#	51
Condingup	43
Gibson	39
Town	49
Inner Rural	47
Outer Rural	43

Community variances

Performance Index Score

Gender

Male	51
Female	46

Age

14-17 years	59
18-34 years	45
35-49 years	41
50-64 years	48
65+ years	55

Age of children

0-4 years	39
5-11 years	43
12-17 years	44
18+ years	52
No children	50

Disability & culture

Disability	45
First Nations person	51
Mainly speak LOTE	52
LGBTQI+	40

Home ownership

Homeowner	49
Renting / other	47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1027).

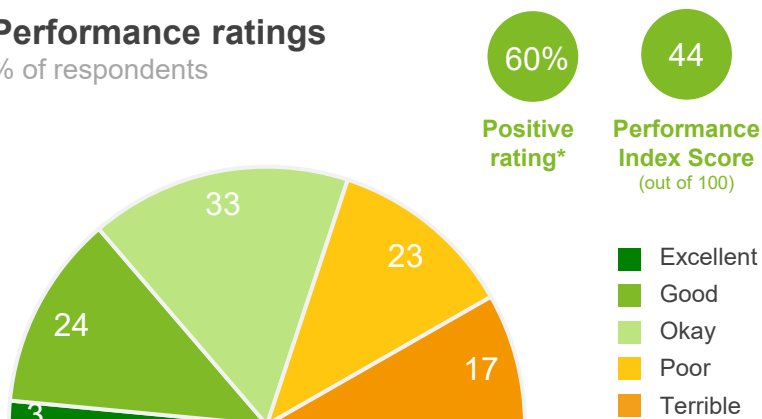
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Main roads

Coolgardie-Esperance Hwy, South Coast Hwy, Harbour Road etc.

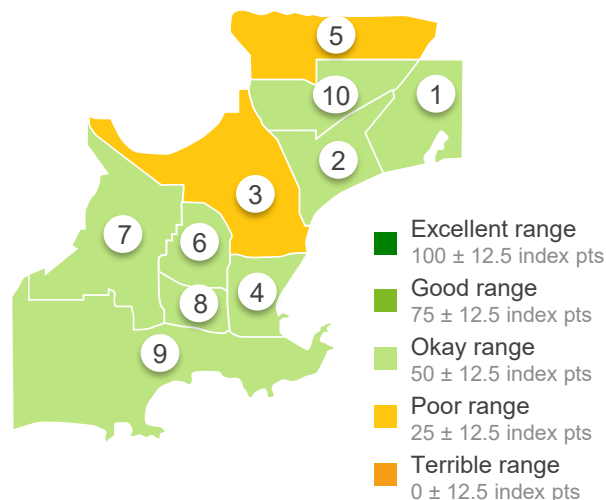
Performance ratings

% of respondents



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	41
2.	Castletown	44
3.	Chadwick	34
4.	Esperance	47
5.	Myrup	35
6.	Nulsen	44
7.	Pink Lake	40
8.	Sinclair	46
9.	West Beach	47
10.	Windabout [#]	50
	Condingup	36
	Gibson	32
	Town	44
	Inner Rural	40
	Outer Rural	33

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	42
Female	45

Age of children

0-4 years	40
5-11 years	38
12-17 years	36
18+ years	42
No children	46

Disability & culture

Disability	41
First Nations person	42
Mainly speak LOTE	56
LGBTQI+	45

Age

14-17 years	56
18-34 years	43
35-49 years	41
50-64 years	39
65+ years	49

Home ownership

Homeowner	43
Renting / other	45

MARKYT Industry Standards

Performance Index Score



Shire of Esperance	44
Industry High	56
Industry Average	49

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

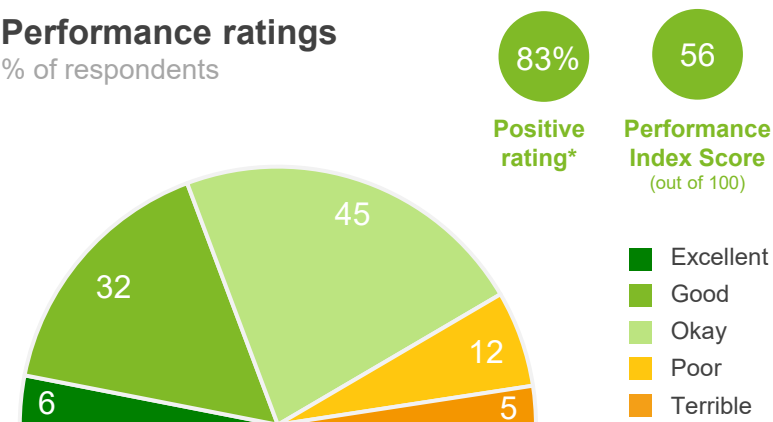
Base: All respondents, excludes 'unsure' and 'no response' (n = 1193).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Environmental management and conservation

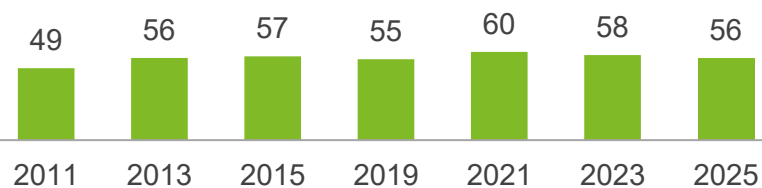
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



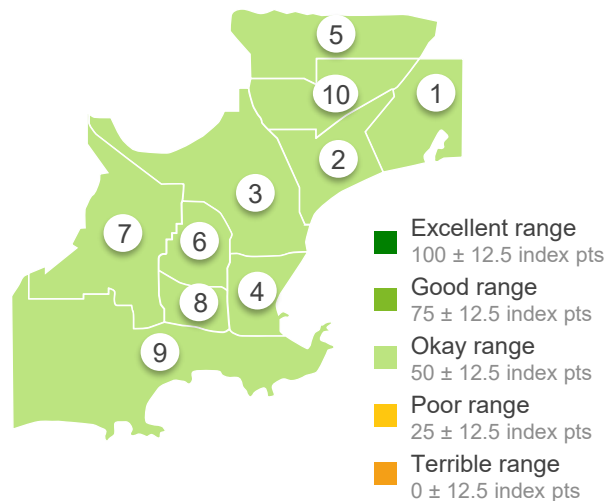
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1. Bandy Creek	58
2. Castletown	57
3. Chadwick	54
4. Esperance	56
5. Myrup	53
6. Nulsen	53
7. Pink Lake	52
8. Sinclair	54
9. West Beach	55
10. Windabout#	55
Condingup	67
Gibson	53
Town	55
Inner Rural	54
Outer Rural	60

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	55	0-4 years	59	Disability	53
Female	58	5-11 years	56	First Nations person	57
Age		12-17 years	56	Mainly speak LOTE	49
		18+ years	54	LGBTQI+	53
		No children	56	Home ownership	
				Homeowner	56
14-17 years	62			Renting / other	54
18-34 years	54				
35-49 years	56				
50-64 years	55				
65+ years	56				

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1103).

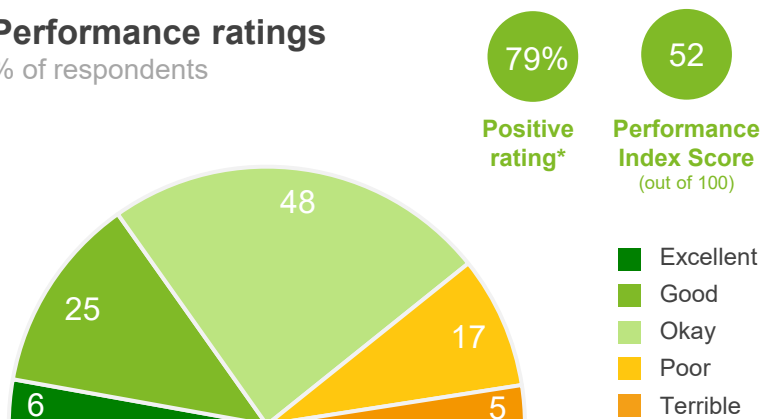
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Climate action

promoting sustainable practices to combat climate change and its impacts

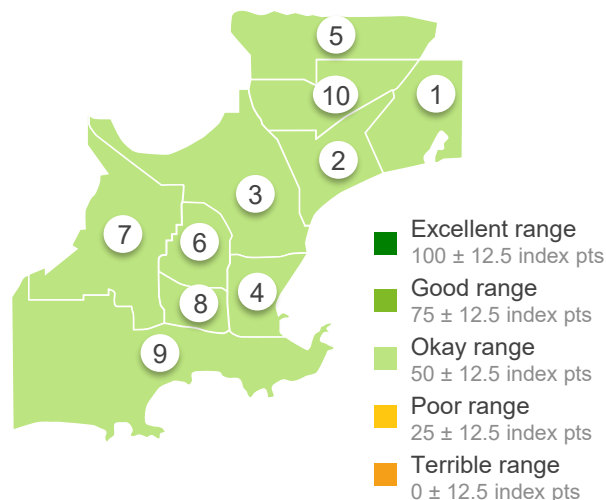
Performance ratings

% of respondents



Geographical variances

Performance Index Score

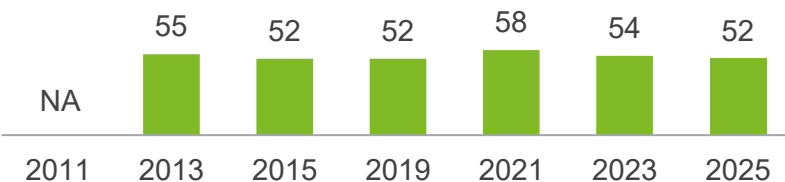


Location

1.	Bandy Creek	47
2.	Castletown	55
3.	Chadwick	52
4.	Esperance	53
5.	Myrup	50
6.	Nulsen	51
7.	Pink Lake	50
8.	Sinclair	51
9.	West Beach	51
10.	Windabout [#]	52
	Condingup	55
	Gibson	49
	Town	53
	Inner Rural	49
	Outer Rural	56

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	53
Female	52

Age of children

0-4 years	50
5-11 years	52
12-17 years	53
18+ years	55
No children	53

Disability & culture

Disability	50
First Nations person	57
Mainly speak LOTE	45
LGBTQI+	46

Age

14-17 years	57
18-34 years	49
35-49 years	51
50-64 years	54
65+ years	53

Home ownership

Homeowner	53
Renting / other	50

MARKYT Industry Standards

Performance Index Score



Shire of Esperance	52
Industry High	68
Industry Average	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 937).

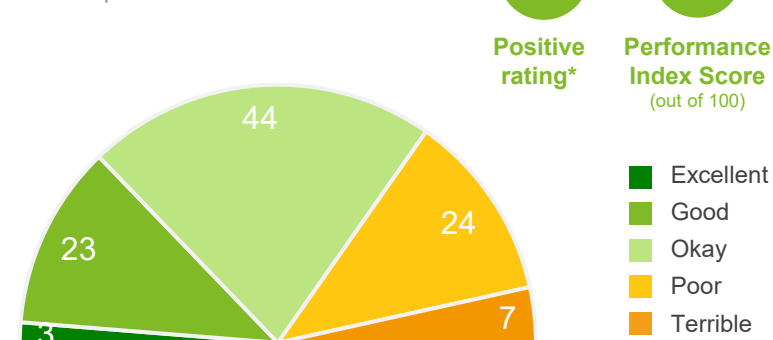
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Economic development

access to jobs, goods and services, support services etc.

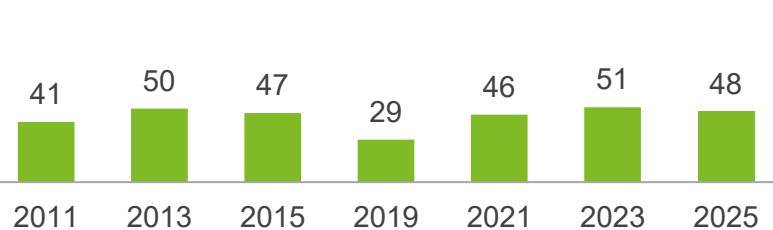
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



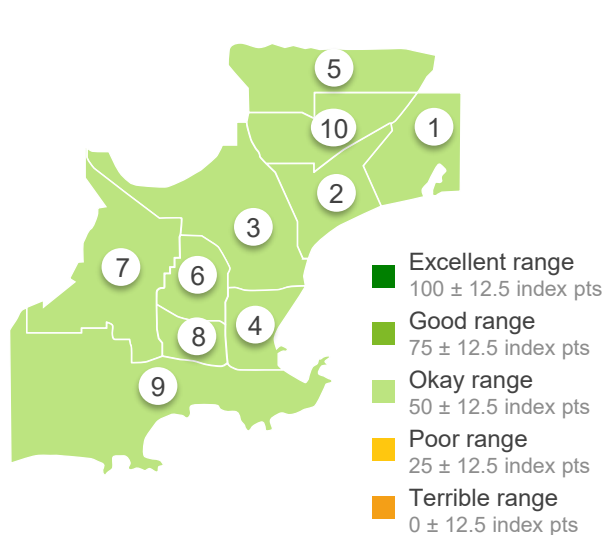
MARKYT Industry Standards

Performance Index Score



Geographical variances

Performance Index Score



Location

1.	Bandy Creek	53
2.	Castletown	48
3.	Chadwick	55
4.	Esperance	45
5.	Myrup	47
6.	Nulsen	44
7.	Pink Lake	48
8.	Sinclair	47
9.	West Beach	51
10.	Windabout [#]	46
	Condingup	50
	Gibson	42
	Town	48
	Inner Rural	45
	Outer Rural	50

Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	48	0-4 years	41	Disability	44
Female	47	5-11 years	43	First Nations person	50
Age		12-17 years	44	Mainly speak LOTE	43
14-17 years	60	18+ years	48	LGBTQI+	48
18-34 years	44	No children	50	Home ownership	
35-49 years	42			Homeowner	49
50-64 years	47			Renting / other	45
65+ years	53				

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1068).

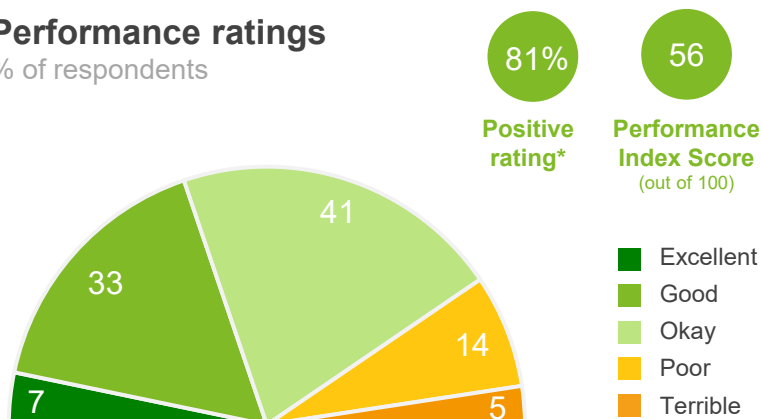
* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Education and life-long learning opportunities

schools, universities, TAFE etc.

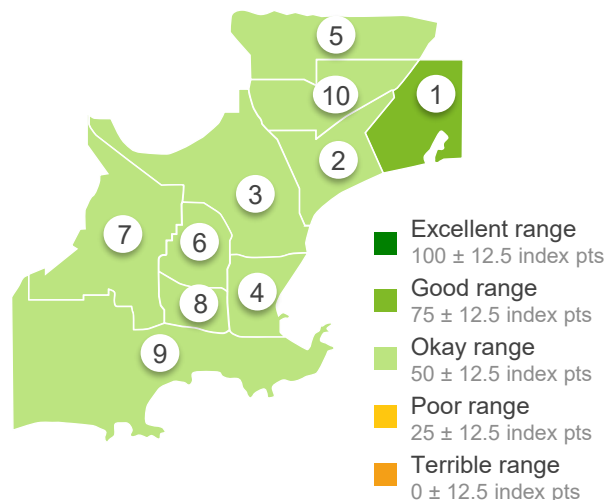
Performance ratings

% of respondents



Geographical variances

Performance Index Score

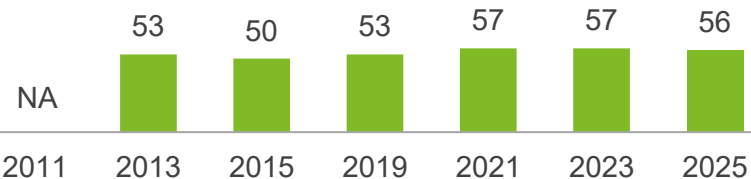


Location

1.	Bandy Creek	63
2.	Castletown	55
3.	Chadwick	60
4.	Esperance	56
5.	Myrup	59
6.	Nulsen	52
7.	Pink Lake	55
8.	Sinclair	56
9.	West Beach	56
10.	Windabout [#]	51
	Condingup	55
	Gibson	55
	Town	56
	Inner Rural	54
	Outer Rural	55

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	57
Female	55

Age

14-17 years	64
18-34 years	50
35-49 years	50
50-64 years	56
65+ years	63

Age of children

0-4 years	50
5-11 years	50
12-17 years	51
18+ years	56
No children	58

Disability & culture

Disability	53
First Nations person	42
Mainly speak LOTE	53
LGBTQI+	48

Home ownership

Homeowner	56
Renting / other	53

MARKYT Industry Standards

Performance Index Score



Shire of Esperance	56
Industry High	65
Industry Average	49

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

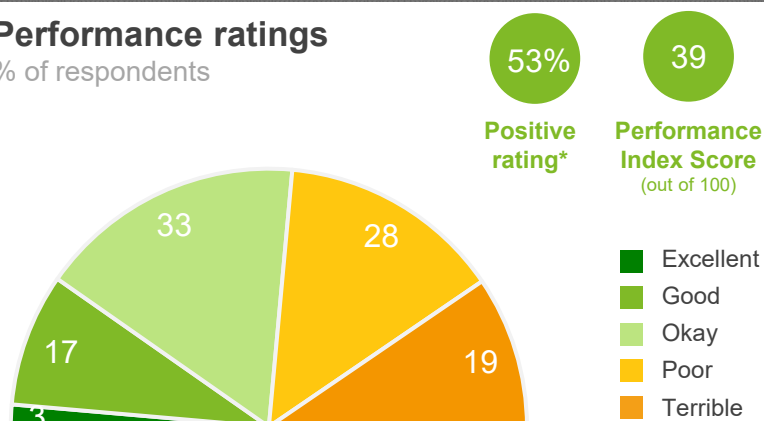
Base: All respondents, excludes 'unsure' and 'no response' (n = 1108).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Telecommunications and internet services

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

New measure

2011 2013 2015 2019 2021 2023 2025

39

MARKYT Industry Standards

Performance Index Score



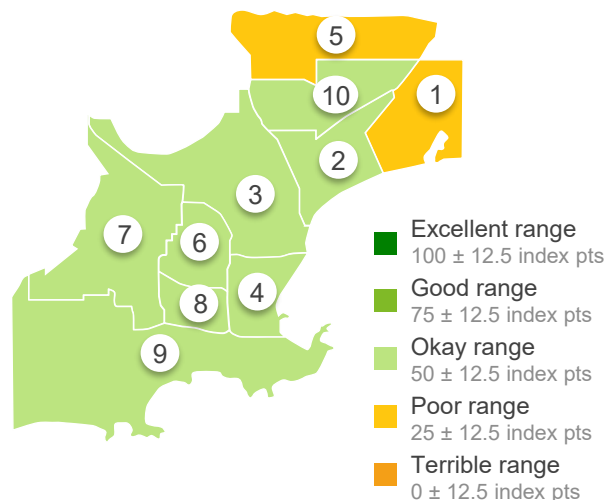
Shire of Esperance 39

Industry High 58

Industry Average 44

Geographical variances

Performance Index Score



Location

1. Bandy Creek	35
2. Castletown	40
3. Chadwick	44
4. Esperance	41
5. Myrup	33
6. Nulsen	43
7. Pink Lake	38
8. Sinclair	40
9. West Beach	40
10. Windabout [#]	40
Condungup	36
Gibson	25
Town	40
Inner Rural	31
Outer Rural	35

Community variances

Performance Index Score

Gender

Male	39
Female	40

Age

14-17 years	54
18-34 years	37
35-49 years	33
50-64 years	37
65+ years	44

Age of children

0-4 years	33
5-11 years	32
12-17 years	35
18+ years	40
No children	42

Disability & culture

Disability	38
First Nations person	42
Mainly speak LOTE	34
LGBTQI+	40

Home ownership

Homeowner	39
Renting / other	39

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1170).

* Positive Rating = excellent, good + okay # Small sample size (<20 respondents)

Overview of Community Variances

Summary of community variances

	Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	14-17 years	18-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	LGBTQI+
OVERALL																			
Place to live	77	79	70	76	78	78	72	73	76	78	69	70	76	80	83	72	66	74	71
Place to work	69	71	66	68	71	71	68	66	69	70	62	63	70	72	75	64	62	65	61
Place to own or operate a business	56	57	52	55	57	56	52	52	55	59	60	49	52	56	64	46	49	49	52
Place to visit	82	82	79	81	82	83	82	78	80	82	87	75	81	82	86	76	73	88	81
GOVERNANCE																			
Governing organisation	55	56	54	54	57	57	51	53	55	55	61	49	53	55	61	49	48	49	55
Council's leadership	50	50	49	49	52	52	46	45	48	48	61	45	46	50	56	42	43	50	49
Financial management	48	49	48	47	50	51	42	43	47	48	59	43	46	48	55	42	47	48	50
Communication	54	55	52	52	57	56	50	50	55	53	60	48	54	54	59	48	49	53	50
Community engagement	51	51	51	50	53	54	47	45	48	51	58	47	50	49	56	45	45	48	51
Customer service	61	62	59	58	65	62	57	57	62	65	65	54	59	62	67	59	60	52	55
SENTIMENT (% agree)																			
I feel I belong in my community	58	62	50	54	63	62	53	51	57	55	61	46	58	57	70	54	33	61	42
Developed and communicated a clear vision	27	29	21	28	27	28	21	24	26	30	37	17	25	25	38	23	18	9	15
Listens to and respects community views	29	32	22	28	30	33	17	23	27	27	36	14	29	27	44	22	17	22	31

Summary of community variances

	Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	14-17 years	18-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	LGBTQI+
ASSET MANAGEMENT																			
Local roads	53	54	51	52	54	55	51	50	49	52	54	51	51	52	58	47	48	54	52
Footpaths, trails and cycleways	63	65	59	63	62	62	58	60	65	67	60	54	67	63	67	55	61	61	56
Lighting of streets and public places	51	53	47	53	50	52	52	49	49	54	51	43	54	51	57	45	43	47	52
Community buildings, halls and toilets	58	59	56	59	58	59	52	56	58	60	52	53	59	58	63	55	56	67	58
Library services and facilities	68	68	68	66	70	70	62	65	65	68	64	65	66	67	75	65	67	76	62
Sport and recreation services and facilities	71	71	70	70	72	73	67	67	69	73	71	65	70	71	77	68	68	63	64
Parks, playgrounds and reserves	65	66	62	65	65	68	53	58	64	70	63	55	64	68	71	59	60	63	51
Streetscapes, trees and verges	57	57	56	55	59	57	55	53	58	58	60	55	59	53	59	48	51	50	54
Coastal reserves	60	60	60	59	62	62	56	58	60	59	66	57	62	57	62	54	60	59	56
Marine facilities (boat ramps, jetties, etc.)	62	63	60	61	63	61	62	62	65	63	66	59	63	60	63	57	64	58	60
Airport facilities and services	51	52	48	52	52	54	44	42	52	53	60	40	47	55	60	49	48	51	45
COMPLIANCE																			
Planning services	43	44	43	43	44	45	40	37	44	43	59	37	42	42	48	39	46	28	48
Heritage services and museums	58	58	58	55	60	59	56	53	57	59	62	53	57	59	60	55	47	51	52
Universal access and inclusion	53	53	50	55	51	54	48	48	53	53	61	48	50	54	56	44	42	52	36
Ranger services (animal management etc.)	52	51	53	52	52	53	52	46	51	52	60	50	49	51	54	46	46	58	51
Parking management	51	51	49	50	51	53	51	44	51	50	56	49	47	52	53	45	47	46	51
Waste management	66	66	64	65	67	67	65	64	65	65	60	64	64	65	70	61	64	61	62
Environmental health services	59	59	60	59	60	58	62	60	59	59	60	62	59	57	58	53	55	59	57

Summary of community variances

	Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	14-17 years	18-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	LGBTQI+
DISCRETIONARY SERVICES																			
Youth services and facilities	49	51	45	51	48	53	40	40	44	50	58	38	46	51	59	39	41	43	39
Family and children's services and facilities	52	53	52	53	52	55	44	45	49	55	62	43	48	55	60	46	50	47	42
Seniors' services and facilities	61	63	58	61	63	64	53	56	58	62	66	57	54	63	67	55	61	64	50
Reconciliation	63	64	58	63	63	64	63	62	61	64	74	60	61	64	64	59	50	52	54
Volunteer support services	66	68	61	65	67	67	59	62	65	69	69	59	62	68	72	60	64	60	58
Public health education and wellbeing programs	56	57	53	56	56	58	51	52	56	59	69	49	51	58	63	51	53	54	48
Art, cultural and creative activities	65	66	62	62	68	65	64	66	65	64	64	62	64	66	68	62	65	59	60
Festivals, markets and community events	69	70	65	66	71	70	66	68	67	69	71	62	69	69	72	66	65	67	62
Town centre development and activation	51	50	51	48	53	52	50	51	48	52	61	45	50	49	55	48	46	44	46
Tourism - destination marketing	61	62	59	59	63	61	61	61	65	60	64	59	63	60	61	59	66	55	60
Tourism - management, services & facilities	58	58	57	57	60	61	58	55	56	58	68	55	55	57	63	56	55	56	60
Emergency management	63	65	58	62	64	64	58	60	62	65	63	57	59	65	69	57	60	60	61
ADVOCACY AND SUPPORT																			
Safety and crime prevention	51	53	49	50	53	51	51	49	51	52	53	53	48	50	53	47	54	58	48
Health and community services	55	56	52	55	55	56	52	52	51	55	64	51	49	54	62	50	52	55	46
Housing	26	27	23	28	25	29	20	18	22	26	47	19	20	26	34	20	20	21	25
Aged care and accommodation	49	49	47	51	46	50	39	43	44	52	59	45	41	48	55	45	51	52	40
Main roads	44	43	45	42	45	46	40	38	36	42	56	43	41	39	49	41	42	56	45
Environmental management	56	56	54	55	58	56	59	56	56	54	62	54	56	55	56	53	57	49	53
Climate action / sustainable practices	52	53	50	53	52	53	50	52	53	55	57	49	51	54	53	50	57	45	46
Economic development	48	49	45	48	47	50	41	43	44	48	60	44	42	47	53	44	50	43	48
Education and life-long learning	56	56	53	57	55	58	50	50	51	56	64	50	50	56	63	53	42	53	48
Telecommunications and internet services	39	39	39	39	40	42	33	32	35	40	54	37	33	37	44	38	42	34	40

Overview of Geographical Variances

Summary of geographical variances

	Total	Bandy Creek	Castletown	Chadwick	Esperance	Myrup	Nulsen	Pink Lake	Sinclair	West Beach	Windabout#	Condingup	Gibson	Town	Inner Rural	Outer Rural
OVERALL																
Place to live	77	78	76	77	77	78	69	80	75	80	83	75	69	77	73	76
Place to work	69	65	68	72	70	73	64	71	74	72	70	72	70	69	69	69
Place to own or operate a business	56	57	54	56	56	62	50	53	53	60	67	56	44	55	53	60
Place to visit	82	82	80	75	81	80	82	82	80	86	88	81	78	82	81	83
GOVERNANCE																
Governing organisation	55	57	55	54	55	56	51	54	53	60	61	53	49	55	52	53
Council's leadership	50	52	49	55	48	48	48	49	52	58	64	44	42	50	47	46
Financial management	48	49	48	50	48	49	44	47	52	57	53	41	41	49	45	41
Communication	54	58	56	55	52	57	51	50	51	60	58	49	47	55	49	51
Community engagement	51	51	52	54	51	56	51	49	50	55	63	47	38	52	42	47
Customer service	61	63	61	60	60	66	61	61	59	65	67	56	59	62	61	55
SENTIMENT (% agree)																
I belong in my community	58	81	58	59	56	68	42	56	60	60	79	44	41	59	49	57
Developed and communicated a clear vision	27	36	27	30	28	30	20	27	21	30	52	26	13	28	13	23
Listens to and respects community views	29	36	28	47	25	32	23	26	26	40	37	24	13	8	17	12

Summary of geographical variances

	Total	Bandy Creek	Castletown	Chadwick	Esperance	Myrup	Nulsen	Pink Lake	Sinclair	West Beach	Windabout [#]	Condungup	Gibson	Town	Inner Rural	Outer Rural
ASSET MANAGEMENT																
Local roads	53	57	54	49	55	44	48	52	52	60	60	42	41	54	48	42
Footpaths, trails and cycleways	63	71	64	58	59	63	57	59	59	69	75	56	56	63	63	57
Lighting of streets and public places	51	51	49	48	52	59	44	55	47	54	58	56	46	51	49	55
Community buildings, halls and toilets	58	61	57	53	59	58	57	59	58	61	61	58	51	58	55	54
Library services and facilities	68	69	69	75	68	64	66	64	66	70	72	69	70	68	68	67
Sport and recreation services and facilities	71	77	72	70	70	70	71	73	65	71	71	64	74	71	70	67
Parks, playgrounds and reserves	65	68	65	62	66	70	53	65	66	65	71	60	62	65	62	64
Streetscapes, trees and verges	57	65	58	49	55	63	49	52	49	58	71	60	50	56	56	61
Coastal reserves	60	67	60	61	60	59	59	55	57	60	72	54	60	60	60	59
Marine facilities (boat ramps, jetties, etc.)	62	70	63	61	59	65	62	59	58	64	72	59	57	62	60	56
Airport facilities and services	51	57	50	59	54	56	49	47	50	52	56	39	51	51	52	46
COMPLIANCE																
Planning services	43	45	44	45	44	40	44	40	36	50	45	36	37	44	39	42
Heritage services and museums	58	59	57	61	59	62	55	58	53	61	56	53	51	58	56	54
Universal access and inclusion	53	56	54	56	52	56	43	49	50	54	58	56	52	53	53	53
Ranger services (animal management etc.)	52	57	51	54	52	59	47	48	51	55	49	54	50	52	54	52
Parking management	51	57	50	54	50	57	43	47	51	57	53	44	47	51	50	47
Waste management	66	65	69	62	64	69	56	57	67	71	63	65	56	66	60	56
Environmental health services	59	67	59	56	58	65	49	58	59	62	62	56	60	59	60	55

Summary of geographical variances

	Total	Bandy Creek	Castletown	Chadwick	Esperance	Myrup	Nulsen	Pink Lake	Sinclair	West Beach	Windabout [#]	Condingup	Gibson	Town	Inner Rural	Outer Rural
DISCRETIONARY SERVICES																
Youth services and facilities	49	50	49	57	51	50	44	48	50	54	62	40	42	50	43	43
Family and children's services and facilities	52	54	51	59	53	53	47	54	53	54	62	53	48	52	49	50
Seniors' services and facilities	61	62	62	68	62	66	52	63	64	63	72	54	53	62	59	56
Reconciliation	63	63	65	72	61	67	49	62	65	62	70	76	66	63	63	72
Volunteer support services	66	74	66	74	66	69	60	66	70	68	77	59	63	67	64	58
Public health and wellbeing	56	57	55	65	57	57	52	57	57	59	61	51	55	56	56	53
Art, cultural and creative activities	65	68	65	72	65	68	57	63	67	67	71	61	61	65	65	63
Festivals, markets and community events	69	71	68	71	68	70	62	68	73	71	76	65	65	69	67	66
Town centre development and activation	51	58	49	58	51	49	52	48	50	49	62	50	52	51	49	52
Tourism - destination marketing	61	65	61	65	59	66	55	59	60	61	66	61	57	61	62	63
Tourism - management, services & facilities	58	61	57	61	59	61	53	58	54	62	74	65	51	58	54	58
Emergency management	63	69	63	63	65	66	53	63	64	65	66	51	51	64	58	53
ADVOCACY AND SUPPORT																
Safety and crime prevention	51	53	51	48	51	52	46	51	54	59	53	50	35	52	43	45
Health and community services	55	56	55	57	55	58	45	57	55	57	64	54	50	55	53	53
Housing	26	26	26	35	28	22	19	28	26	29	41	24	19	27	20	26
Aged care and accommodation	49	49	48	52	51	54	48	47	52	51	51	43	39	49	47	43
Main roads	44	41	44	34	47	35	44	40	46	47	50	36	32	44	40	33
Environmental management	56	58	57	54	56	53	53	52	54	55	55	67	53	55	54	60
Climate action / sustainable practices	52	47	55	52	53	50	51	50	51	51	52	55	49	53	49	56
Economic development	48	53	48	55	45	47	44	48	47	51	46	50	42	48	45	50
Education and life-long learning	56	63	55	60	56	59	52	55	56	56	51	55	55	56	54	55
Telecommunications and internet services	39	35	40	44	41	33	43	38	40	40	40	36	25	40	31	35

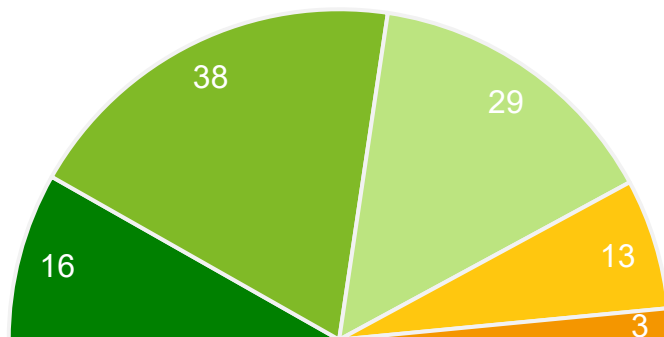
Local business views

Place to own or operate a business

Among local business owners and operators

Performance ratings

% of respondents



Excellent Good Okay Poor Terrible

84%

Positive
rating*

63

Performance
Index Score
(out of 100)

MARKYT  Industry Standards
Performance Index Score



Shire of Esperance 63

Industry High 71

Industry Average 61



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

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

MARKYT Community Priorities

Business owners
and operators

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

MARKYT
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REVIEW

PRIORITISE

- 1 Council's leadership
- 2 Communication
- 3 Community engagement
- 4 Customer service
- 5 Local roads
- 6 Footpaths, trails and cycleways
- 7 Lighting of streets and public places
- 8 Community buildings, halls and toilets
- 9 Library services and facilities
- 10 Sport and recreation
- 11 Parks, playgrounds and reserves
- 12 Streetscapes, trees and verges
- 13 Coastal reserves
- 14 Marine facilities
- 15 Airport facilities and services
- 16 Planning services
- 17 Heritage services and museums
- 18 Universal access and inclusion
- 19 Ranger services (animal management etc.)
- 20 Parking management
- 21 Waste management
- 22 Environmental health services
- 23 Youth services and facilities
- 24 Family and children's services and facilities
- 25 Seniors' services and facilities
- 26 Reconciliation
- 27 Volunteer support services
- 28 Public health and wellbeing
- 29 Art, cultural and creative activities
- 30 Festivals, markets and community events
- 31 Town centre development and activation
- 32 Destination marketing
- 33 Tourism management
- 34 Emergency management
- 35 Safety and crime prevention
- 36 Health and community services
- 37 Housing
- 38 Aged care and accommodation
- 39 Main roads
- 40 Environmental management
- 41 Climate action / sustainable practices
- 42 Economic development
- 43 Education and life-long learning
- 44 Telecommunications and internet

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

Q. Over the next 10 years, which areas would you mostly like the Shire of Esperance to focus on improving?

Base: All respondents, excludes no response (n = 332)

Other stakeholder views

MARKYT Community Priorities

Out-of-area
ratepayers and visitors

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

↑

Okay

↓

Terrible

CELEBRATE

OPTIMISE

Note: Small sample size

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REVIEW

PRIORITISE

0 5 10 15 20 25 30 35 40 45 50

- 1 Council's leadership
- 2 Communication
- 3 Community engagement
- 4 Customer service
- 5 Local roads
- 6 Footpaths, trails and cycleways
- 7 Lighting of streets and public places
- 8 Community buildings, halls and toilets
- 9 Library services and facilities
- 10 Sport and recreation
- 11 Parks, playgrounds and reserves
- 12 Streetscapes, trees and verges
- 13 Coastal reserves
- 14 Marine facilities
- 15 Airport facilities and services
- 16 Planning services
- 17 Heritage services and museums
- 18 Universal access and inclusion
- 19 Ranger services (animal management etc.)
- 20 Parking management
- 21 Waste management
- 22 Environmental health services
- 23 Youth services and facilities
- 24 Family and children's services and facilities
- 25 Seniors' services and facilities
- 26 Reconciliation
- 27 Volunteer support services
- 28 Public health and wellbeing
- 29 Art, cultural and creative activities
- 30 Festivals, markets and community events
- 31 Town centre development and activation
- 32 Destination marketing
- 33 Tourism management
- 34 Emergency management
- 35 Safety and crime prevention
- 36 Health and community services
- 37 Housing
- 38 Aged care and accommodation
- 39 Main roads
- 40 Environmental management
- 41 Climate action / sustainable practices
- 42 Economic development
- 43 Education and life-long learning
- 44 Telecommunications and internet

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

Q. Over the next 10 years, which areas would you mostly like the Shire of Esperance to focus on improving?

Base: All respondents, excludes no response (n = 22)

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

Okay

Terrible

CELEBRATE

KAIZEN

OPTIMISE

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- 1 Council's leadership
- 2 Communication
- 3 Community engagement
- 4 Customer service
- 5 Local roads
- 6 Footpaths, trails and cycleways
- 7 Lighting of streets and public places
- 8 Community buildings, halls and toilets
- 9 Library services and facilities
- 10 Sport and recreation
- 11 Parks, playgrounds and reserves
- 12 Streetscapes, trees and verges
- 13 Coastal reserves
- 14 Marine facilities
- 15 Airport facilities and services
- 16 Planning services
- 17 Heritage services and museums
- 18 Universal access and inclusion
- 19 Ranger services (animal management etc.)
- 20 Parking management
- 21 Waste management
- 22 Environmental health services
- 23 Youth services and facilities
- 24 Family and children's services and facilities
- 25 Seniors' services and facilities
- 26 Reconciliation
- 27 Volunteer support services
- 28 Public health and wellbeing
- 29 Art, cultural and creative activities
- 30 Festivals, markets and community events
- 31 Town centre development and activation
- 32 Destination marketing
- 33 Tourism management
- 34 Emergency management
- 35 Safety and crime prevention
- 36 Health and community services
- 37 Housing
- 38 Aged care and accommodation
- 39 Main roads
- 40 Environmental management
- 41 Climate action / sustainable practices
- 42 Economic development
- 43 Education and life-long learning
- 44 Telecommunications and internet

0 5 10 15 20 25 30 35 40 45 50

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

Q. Over the next 10 years, which areas would you mostly like the Shire of Esperance to focus on improving?

Base: All respondents, excludes no response (n = 161)



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MARKYT 