

**MEDIA RELEASE**

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**3 April 2019**

## **MARKYT Community Scorecard**

The results from the Shire of Esperance 2019 MARKYT Community Scorecard (Scorecard) are out now. 1650 residents submitted a response, up from the 808 completed in 2015.

The purpose of the Scorecard was to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan (SCP). This will help inform this year's desktop review of the SCP.

Areas the Shire is performing well at include waste and recycling collections, customer service, the library, footpaths, community buildings, social media presence, playgrounds, parks and reserves.

Moving forward, the responses submitted by the community would like Council to focus on the following priorities:

1. Economic development and tourism attractions, including making a decision regarding the Esperance Tanker Jetty
2. Governance – including Council's leadership, resource management, decision making and value for money
3. How the community is consulted

CEO Matthew Scott said, "This is a tool to improve performance and identify priorities. We have seen improvements in areas identified as priorities in the last Scorecard such as sport and recreation facilities and roads and streetscapes, and we now have new priority areas to focus on. Going forward we will look at ways to improve priority areas identified by the community including governance and consultation."

Shire President Victoria Brown said, "We certainly have some issues that we need to work on with the community. The feedback we have received indicates Esperance is a great place to live and to visit. There are lots of good things we can do to continue making improvements for our community and our challenge now is to work with everyone to achieve this."

The areas identified in the Scorecard, including priorities, can be categorised into three main areas of the SCP: those Council has direct control over and delivers; those Council can influence through partnership and advocacy; and those Council acknowledges as Community concerns and of importance but neither controls nor is likely to have influence over the outcome.

You can read the report at <https://www.esperance.wa.gov.au/community-perception-survey>

**Ends**

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# MARKYT Community Scorecard Summary

In early 2019 a MARKYT Community Scorecard was conducted by independent research consultant Catalyse. The survey measures Council's performance against key indicators in the Strategic Community Plan and identifies community priorities going forward.

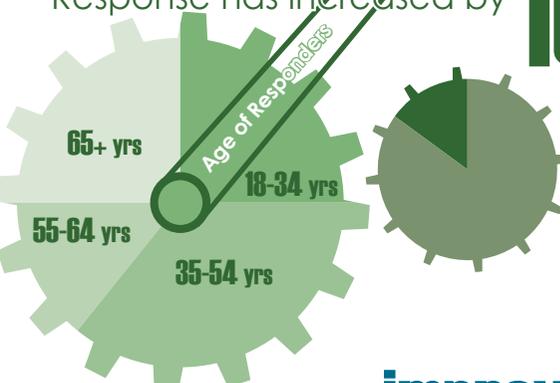


# 1,650

Residents & Ratepayers Responded

Response has increased by

**104%** since 2015



Location of Respondents

↓ Rural ↓ Town

## Areas of most improvement since 2015

- Health & Community Services
- Footpaths, trails and cycleways
- Community buildings, halls & toilets
- Social media presence
- Playgrounds, parks & reserves

**Waste & Recycling Collection were the highest rated Services**

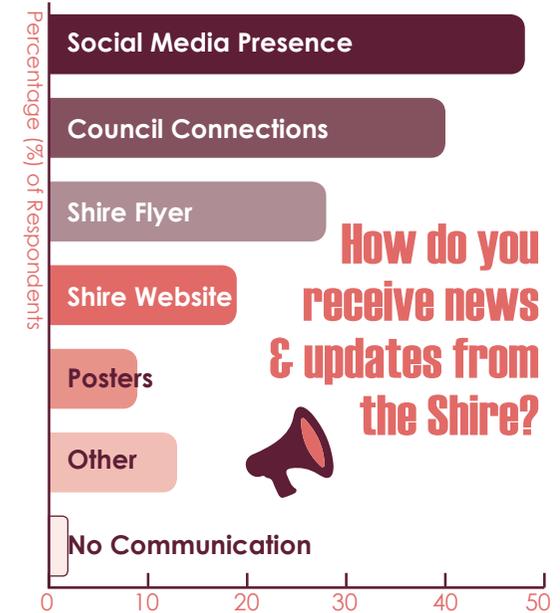


## Performance Index Score Rated out of 100

76<sup>^</sup> Place to live

76<sup>^</sup> Place to visit

39<sup>v</sup> Governing Organisation



## Community Identified Priorities

- Seek a resolution for the Jetty
- Value for money from rates
- Promote Esperance as a tourism destination
- Support local businesses
- Improve Council Leadership & Decision making

To read the full report visit the Shire website or call us on 9071 0666

## Moving Forward