



# MARKYT Community Scorecard ©

Prepared for: Shire of Broomehill-Tambellup

Prepared by: CATALYSE® Pty Ltd ©

May 2019

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MARKYT 

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# Introduction

# The study

In March-April, the Shire of Broomehill-Tambellup administered a MARKYT® Community Scorecard to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

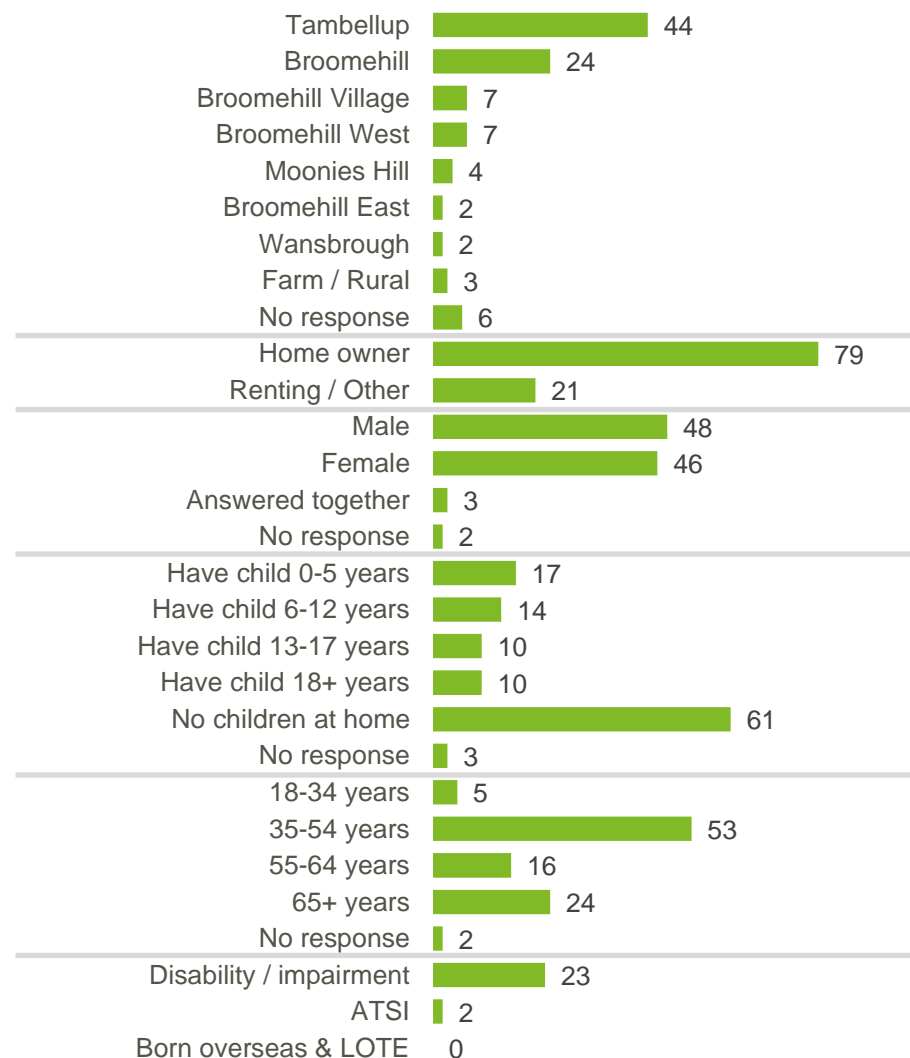
Scorecard invitations were sent to all households and PO Boxes using Australia Post unaddressed mail. The Shire offered supporting promotions through its communication channels.

In total, **118 residents** submitted a response, representing approximately 33% of households\*.

The sample included 16 council-affiliated respondents. As analysis shows their views vary significantly to non-affiliated residents, the main body of this report presents responses from 102 non-council affiliated residents only.

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

% of respondents (weighted)



\* Population base = total number of occupied private dwellings (ABS Census Data, 2016)

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

## Metropolitan



## Regional



Across the Great Southern Region, 11 councils have partnered with CATALYSE® to conduct a MARKYT® Community Scorecard. Throughout this report, benchmarks have been provided against this group of councils:

## Great Southern Group



# Strategic Insights

# Strategic Overview

## Place to Live



64

Performance Index Score

11 index points below the MARKYT® Industry Standard for WA and 15 points below average for the Great Southern Region.

## Place to Visit

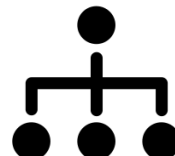


47

Performance Index Score

17 index points below the MARKYT® Industry Standard for WA and 29 points below average for the Great Southern Region.

## Organisation



61

Performance Index Score

5 index points above the MARKYT® Industry Standard for WA and 7 points above average for the Great Southern Region.

## Value for Money



48

Performance Index Score

3 index points above the MARKYT® Industry Standard for WA and 7 points above average for the Great Southern Region.

### Highest scores

- Sport and recreation facilities
- Customer service
- Playgrounds, parks and reserves
- Library and information

### Relative to MARKYT® Industry Standards for WA

- Council's leadership
- Transparency
- Community consultation
- How the community is informed
- Sport and recreation facilities

### Priorities

#### Roads



#### Development of Town Centres



#### Economic Development



#### Tourism

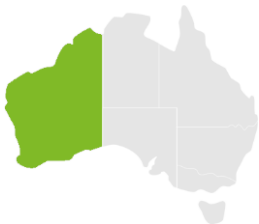




# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Shire of Broomehill-Tambellup as a 'place to live' and as a 'governing organisation'. The Shire's overall performance index score is 63 out of 100, 2 index points below the average for WA.

MARKYT  **Industry Standards**  
Performance Index Score

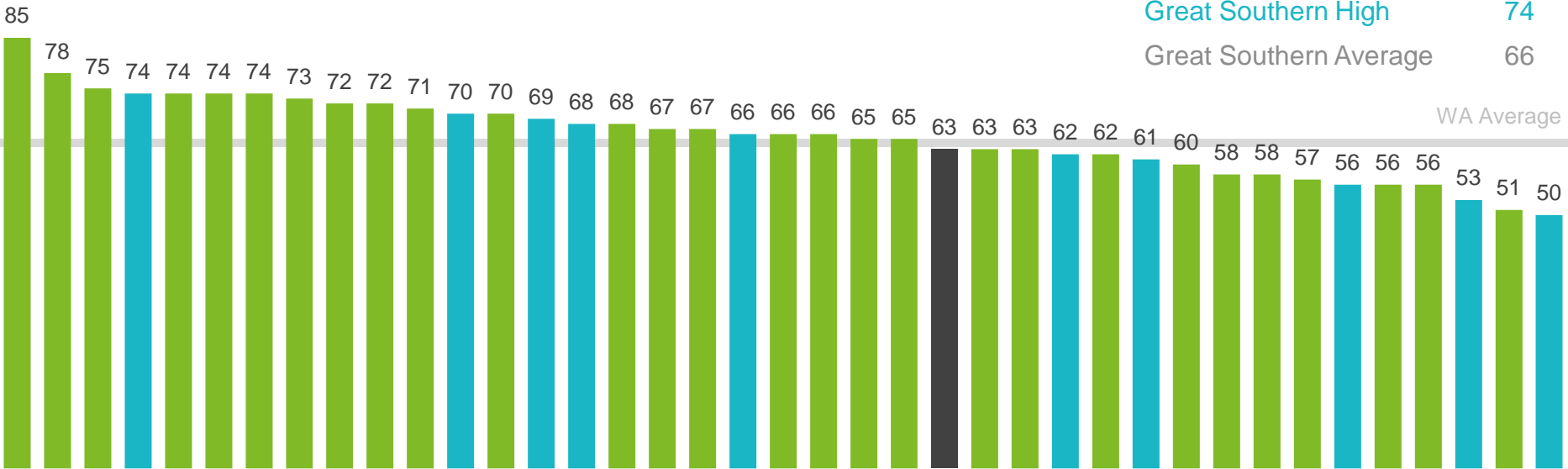


## Overall Performance Index Score

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

- Shire of Broomehill-Tambellup
- Great Southern Region Councils
- Western Australian Councils

Shire Score	63
WA High	85
WA Average	65
Great Southern High	74
Great Southern Average	66



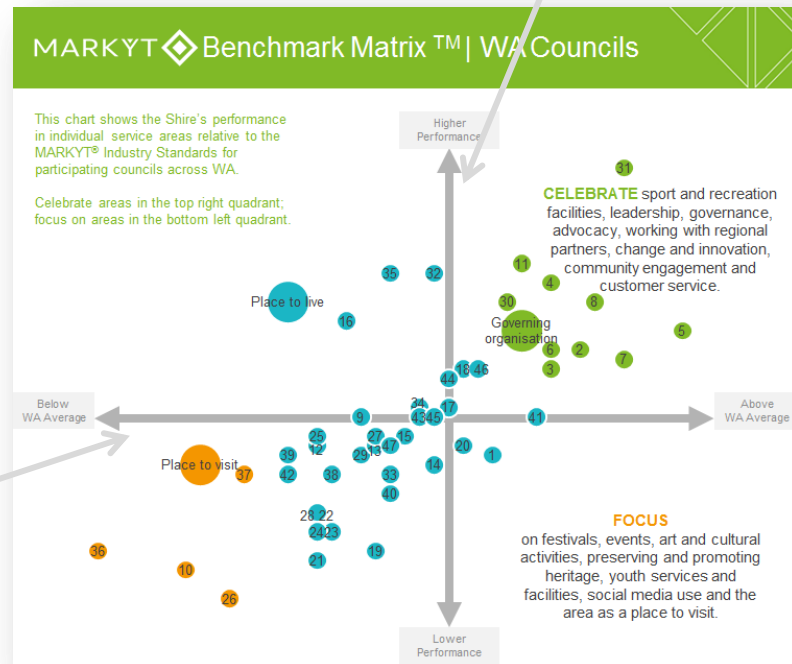
# How to read the MARKYT Benchmark Matrix <sup>TM</sup>

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

There are two dimensions. The vertical axis maps community perceptions of performance for individual measures relative to the average score for all measures. The horizontal axis maps performance relative to the MARKYT<sup>®</sup> Industry Standards.

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

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



# MARKYT® Benchmark Matrix™ | WA Councils

This chart shows the Shire's performance in individual service areas relative to the MARKYT® Industry Standards for participating councils across WA.

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



- 1 Value for money
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Working with regional partners
- 5 Transparency
- 6 Change, innovation & technology
- 7 Consultation
- 8 Informed
- 9 Website
- 10 Social Media
- 11 Customer Service
- 12 Conservation and environment
- 13 Sustainable practices
- 14 Climate change
- 15 Waste reduction
- 16 Waste collection
- 17 Animal control
- 18 Natural disaster management
- 19 Economic development
- 20 Agricultural development
- 21 Tourism
- 22 Town Centre development
- 23 Access to goods & services
- 24 Education and training
- 25 Families and children
- 26 Youth
- 27 Seniors
- 28 Disability access
- 29 Health/community services
- 30 Buildings, halls & toilets
- 31 Sport and recreation
- 32 Playgrounds, parks and reserves
- 33 Health and wellbeing
- 34 Safety and security
- 35 Library and information
- 36 Festivals, events, arts & culture
- 37 History and heritage
- 38 Aboriginal heritage
- 39 Character and identity
- 40 Growth and development
- 41 Planning and building
- 42 Access to housing
- 43 Streetscapes
- 44 Lighting
- 45 Roads
- 46 Traffic management
- 47 Footpaths, trails and cycleways

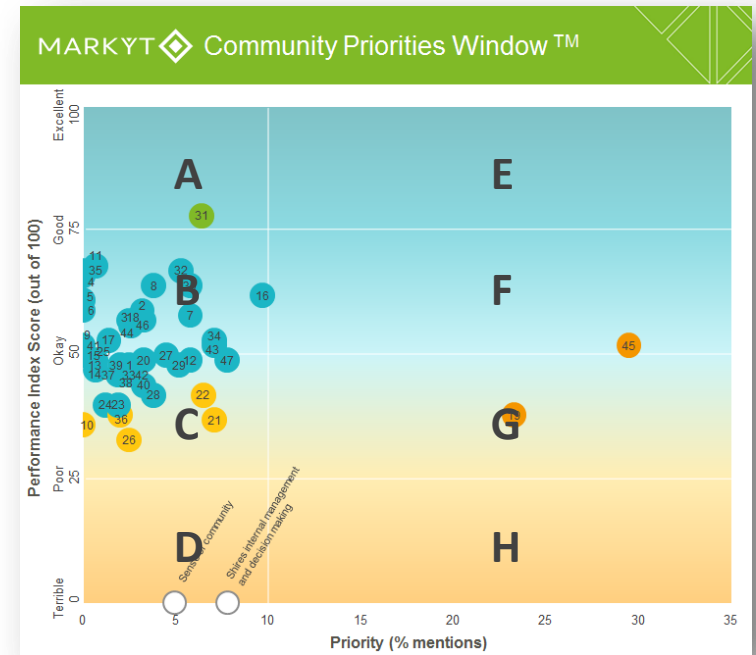
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response.  
Service areas are included when MARKYT® Industry Standards are available.

In the Shire of Broomehill-Tambellup's Community Priorities Window, detailed overleaf, many services are ideally located in windows A + B. They are high performing areas, receiving average ratings between okay and excellent.

Sport and recreation facilities are considered to be a key strength in the Shire.

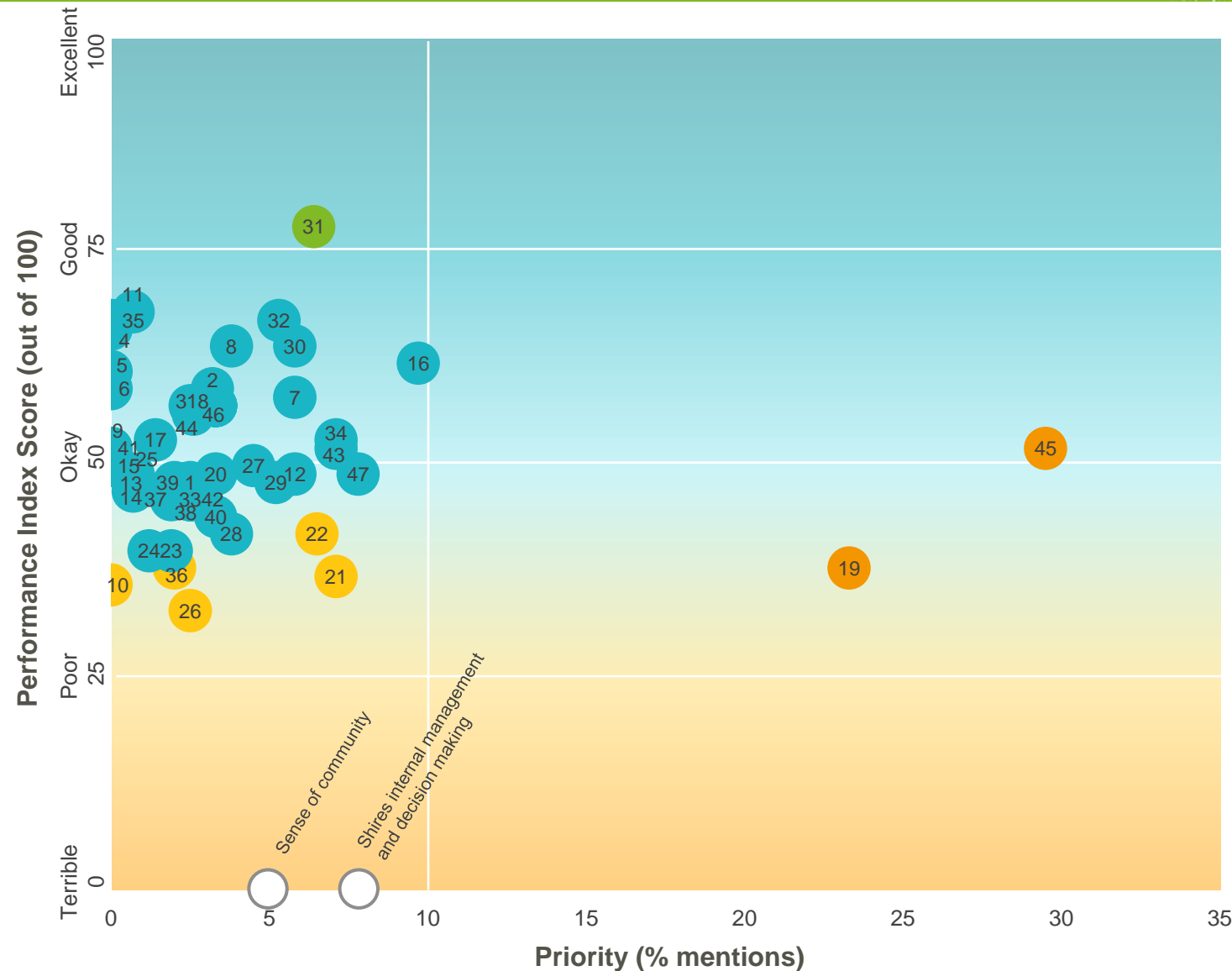
Moving forward, the community would like Council to prioritise roads and economic development (windows F + G).

Other areas to address include development of the town centre, tourism, festivals, events and cultural activities, youth services and use of social media (window C).



# MARKYT Community Priorities Window™

- 1 Value for money
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Working with regional partners
- 5 Transparency
- 6 Change, innovation & technology
- 7 Consultation
- 8 Informed
- 9 Website
- 10 Social Media
- 11 Customer Service
- 12 Conservation and environment
- 13 Sustainable practices
- 14 Climate change
- 15 Waste reduction
- 16 Waste collection
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- 32 Playgrounds, parks and reserves
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- 35 Library and information
- 36 Festivals, events, arts & culture
- 37 History and heritage
- 38 Aboriginal heritage
- 39 Character and identity
- 40 Growth and development
- 41 Planning and building
- 42 Access to housing
- 43 Streetscapes
- 44 Lighting
- 45 Roads
- 46 Traffic management
- 47 Footpaths, trails and cycleways



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

Q. Which areas would you most like the Shire to focus on improving? Base: All respondents, excludes no response.

# Building and maintaining local roads

## Challenges | identified by the community

- Condition of rural roads.
- Heavy vehicles damaging surfaces.
- Grading not carried out regularly enough.
- Dangerous verges and shoulders.

## Actions | suggested by the community

1. Carry out grading more often.
2. Improve the quality of grading and road maintenance.
3. Seal frequently used gravel roads.
4. Repair truck damage.
5. Make sure verges and shoulders are clear and safe.

## Community Voices

“Roads firstly.”

“Roads - gravel, shoulders, signage.”

“Repairing tarmac road in centre of town.”

“More roads to be suitable for road trains.”

“Roads - they are good but could be better.”

“Finish the job that you have started. Too many road, footpath, kerbing jobs are left half completed.”

“Clearing of trees along side of roads. Maintaining gravel roads more.”

“We get our gravel road graded but never have the corrugations cut off.”

“Upgrade local gravel roads, more frequent grading; sealing where possible.”

“We would like to see an improvement in the state and upgrade of gravel roads within the Shire as in our job we use a lot of gravel roads and have driven on a lot of poor road conditions. We would like to see roads graded more regularly, especially those on the further Shire boundary areas.”

“All Shires need to come together to avert the looming transport infrastructure crisis. Due to closure of the vast majority of country rail lines and the explosion of trucks our roads are crumbling.”

### Challenges | identified by the community

- Struggling businesses.
- Difficult to attract and retain residents.
- Limited job opportunities.

### Actions | suggested by the community

1. Attract new business to the area and assist existing businesses.
2. Encourage businesses to maintain and enhance their shop fronts.
3. Cheaper commercial rent.
4. Promote the area to boost residential population.
5. Identify ways to increase employment opportunities.

### Community Voices

“Attract new business, encourage local business.”

“Retaining facilities and local businesses in town.”

“Encouraging investment and business development.”

“Open up land at a cheaper price for business to be developed and created.”

“Enticing people to move to town, keep all businesses open and operating 100% and all businesses encouraged to paint, renovate, clean and sweep etc. their shop fronts...I know the Shire is not responsible for any of the above, but they play a huge part of our community. Therefore, their encouragement and input can improve the "face" of a business. Our town looks welcoming and Shire is doing a great job!”

“Attracting more people to live in the shire.”

“Encourage further development in our towns we need to build the size of our communities to survive. Short term accommodation capable of encouraging companies and tourists to stop in our town.”

“Bringing families back to the town although jobs are minimal. Population growth might keep the town viable.”

“Encouraging economic development. Security. Assisting with providing opportunities for unemployment within the area (assisting private businesses).”

“It would be great to have an industry other than farming here. We don't have many employment opportunities - ripple effect, such as houses going to rack and ruin as no-one will pay for improvements because they'll never sell their house for a profit.”

Overall Performance



# How to read the following charts

## Performance Ratings

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

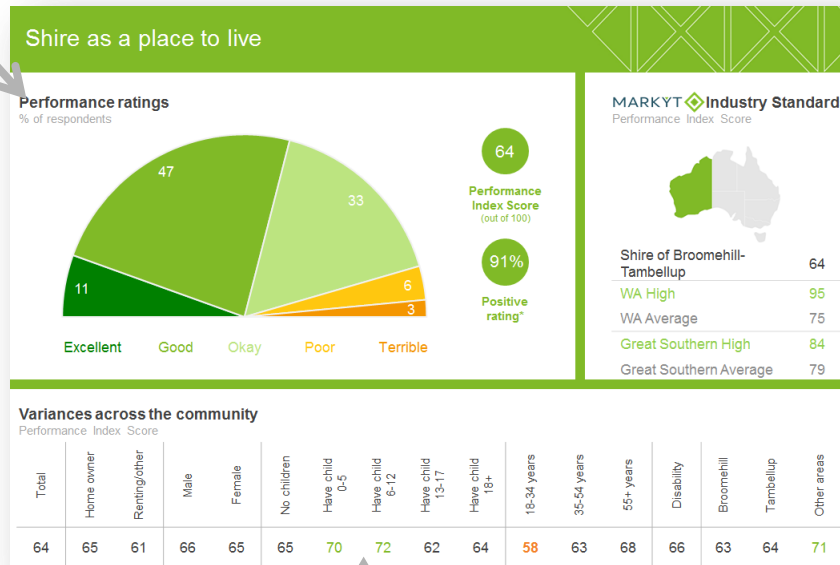
The **Performance Index Score** is a score out of 100 using the following formula:

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

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

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

**MARKYT® Industry Standards** show how Council is performing compared to other councils across Western Australia.



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

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

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

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

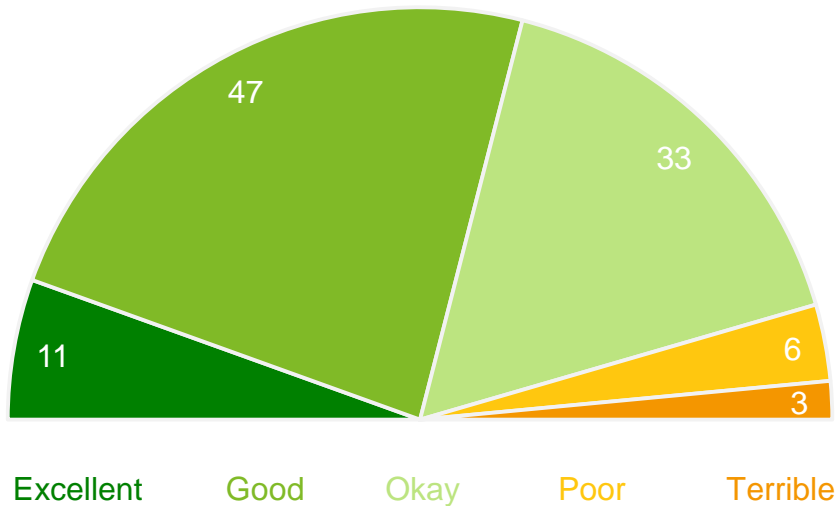
**Great Southern High** is the highest score achieved by councils in Great Southern Region.

**Great Southern Average** is the average score among councils in the Great Southern Region.

# Shire as a place to live

## Performance ratings

% of respondents



64

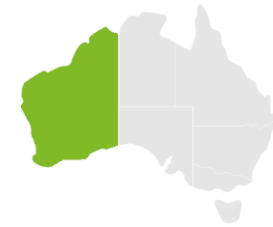
**Performance Index Score**  
(out of 100)

91%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 64

WA High 95

WA Average 75

Great Southern High 84

Great Southern Average 79

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
64	65	61	66	65	65	70	72	62	64	58	63	68	66	63	64	71

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 100).

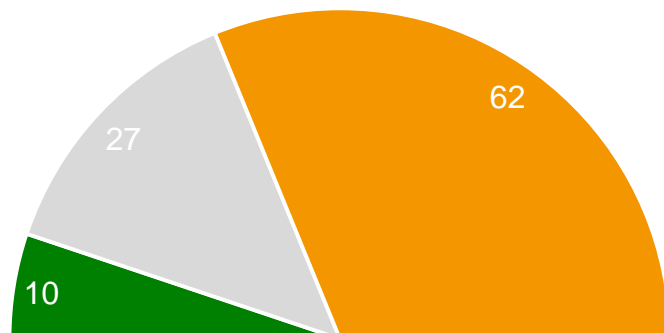
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Community Advocacy

Likelihood of recommending the Shire of Broomehill-Tambellup as a place to live

## Community Advocacy

% of respondents



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

## Net Promoter Score

Promoters

less

Detractors

equals

NPS

-52

NPS can range from  
-100 to +100

## MARKYT Industry Standards

Net Promoter Score



Broomehill-Tambellup -52

WA High 68

WA Average -16

Great Southern High 7

Great Southern Average -7

## Variances across the community

Net Promoter Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
-52	-52	-52	-56	-45	-52	-20	-28	-100	-57	-100	-58	-35	-35	-53	-39	-91

Q. How likely are you to recommend the Shire of Broomehill-Tambellup as a place to live?

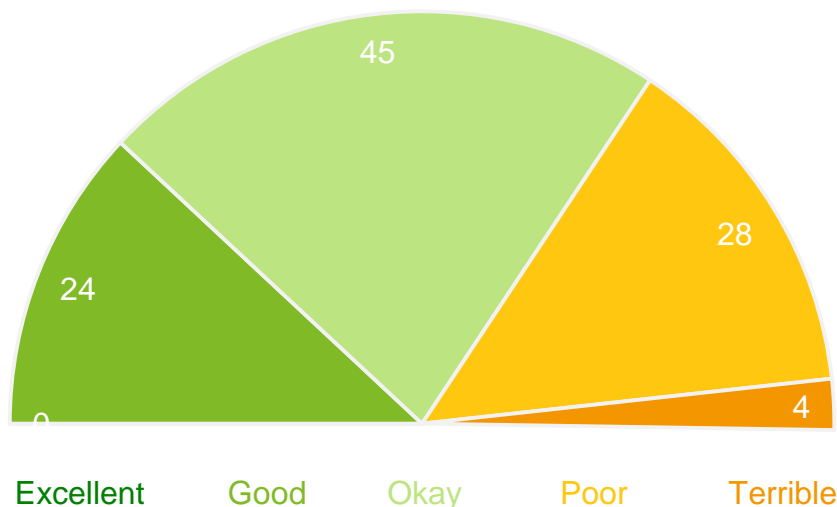
Please give a rating out of 10, where 0 is not at all likely and 10 is extremely likely.

Base: All respondents, excludes 'unsure' and 'no response' (n = 100). ^ small sample size (n<10)

# Shire as a place to visit

## Performance ratings

% of respondents



47

**Performance Index Score**  
(out of 100)

69%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 47

WA High 87

WA Average 64

Great Southern High 87

Great Southern Average 76

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
47	45	53	49	45	46	58	52	42	42	50	44	51	48	46	47	46

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

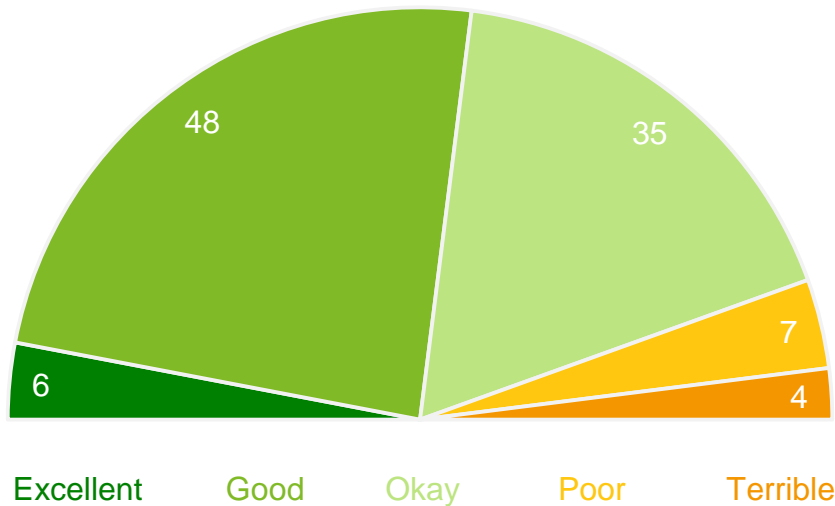
Base: All respondents, excludes 'unsure' and 'no response' (n = 99).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Shire as the organisation that governs the local area

## Performance ratings

% of respondents



61

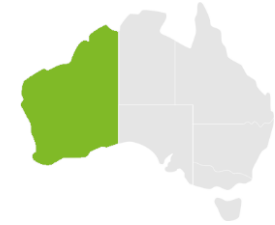
**Performance Index Score**  
(out of 100)

89%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	61
WA High	74
WA Average	56
Great Southern High	68
Great Southern Average	54

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
61	61	61	64	63	59	72	75	71	51	67	63	61	57	57	65	62

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

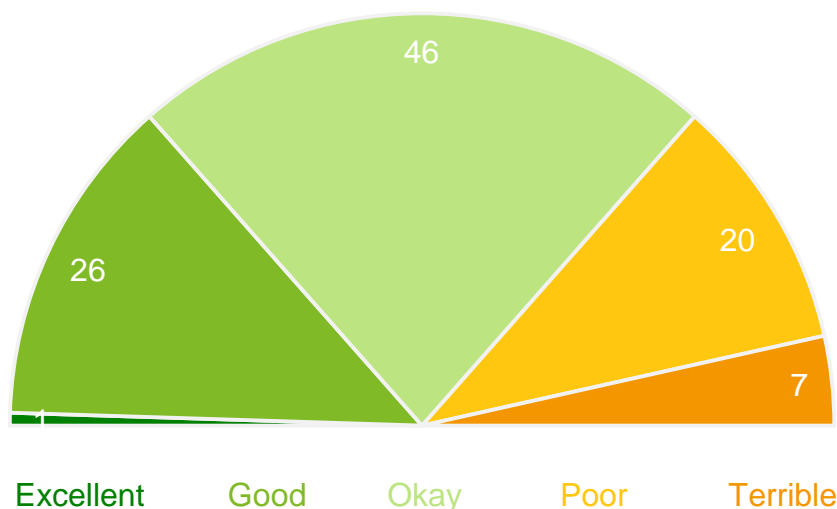
Base: All respondents, excludes 'unsure' and 'no response' (n = 99).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Value for money from Council rates

## Performance ratings

% of respondents



48

**Performance Index Score**  
(out of 100)

73%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 48

WA High 64

WA Average 45

Great Southern High 57

Great Southern Average 41

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
48	48	51	48	52	48	60	55	46	35	33	51	48	42	43	51	55

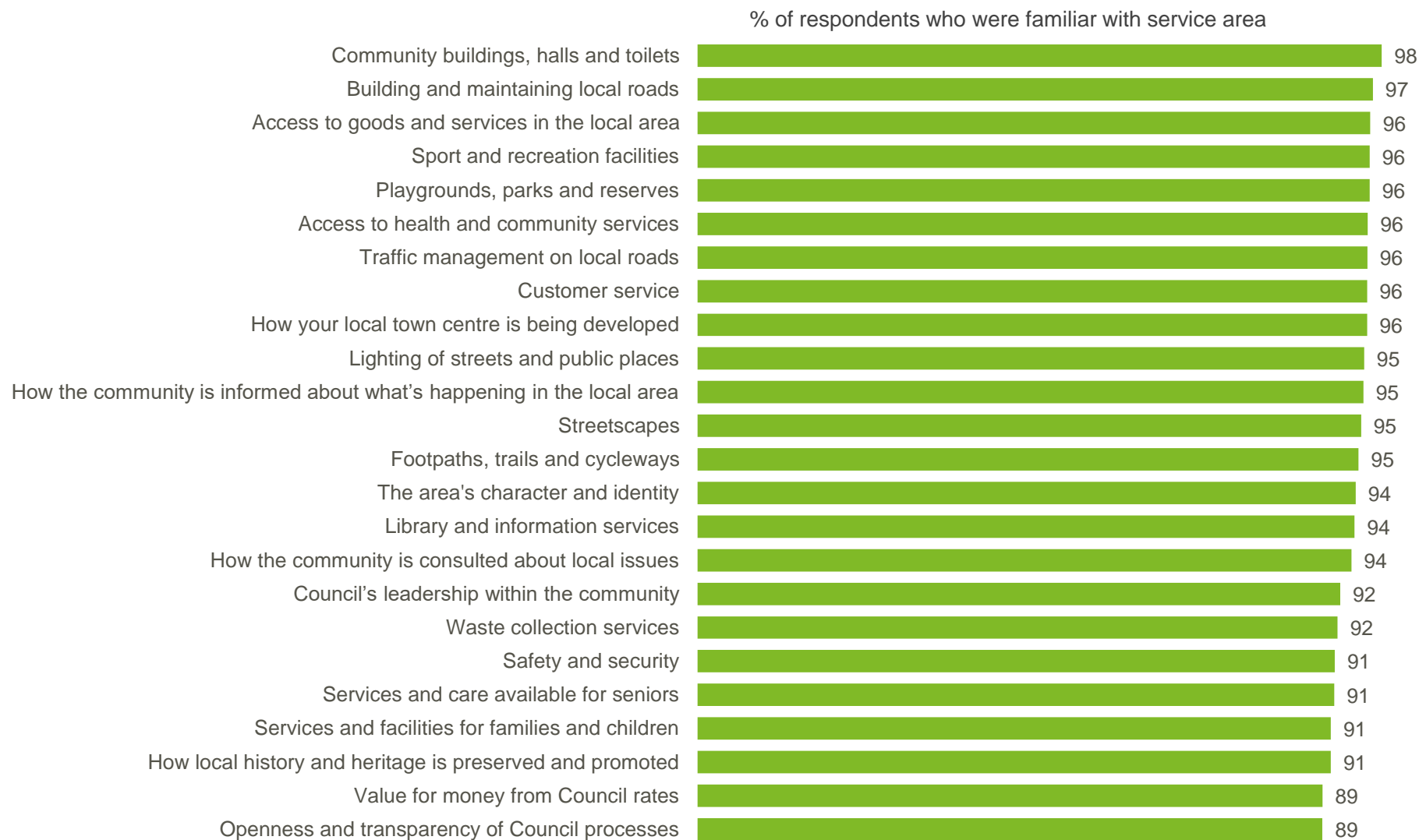
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 91).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

Familiarity with local services and facilities

# Familiarity with local services and facilities





# Familiarity with local services and facilities

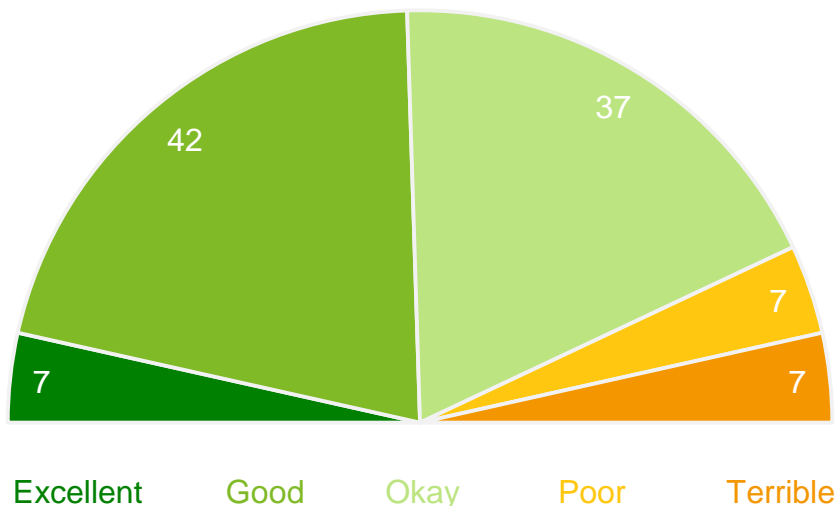


# Leadership and Communication

# Council's leadership within the community

## Performance ratings

% of respondents



59

**Performance  
Index Score**  
(out of 100)

86%

**Positive  
rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 59

WA High 67

WA Average 50

Great Southern High 60

Great Southern Average 49

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
59	57	65	65	56	57	78	68	71	43	83	60	57	47	48	67	62

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

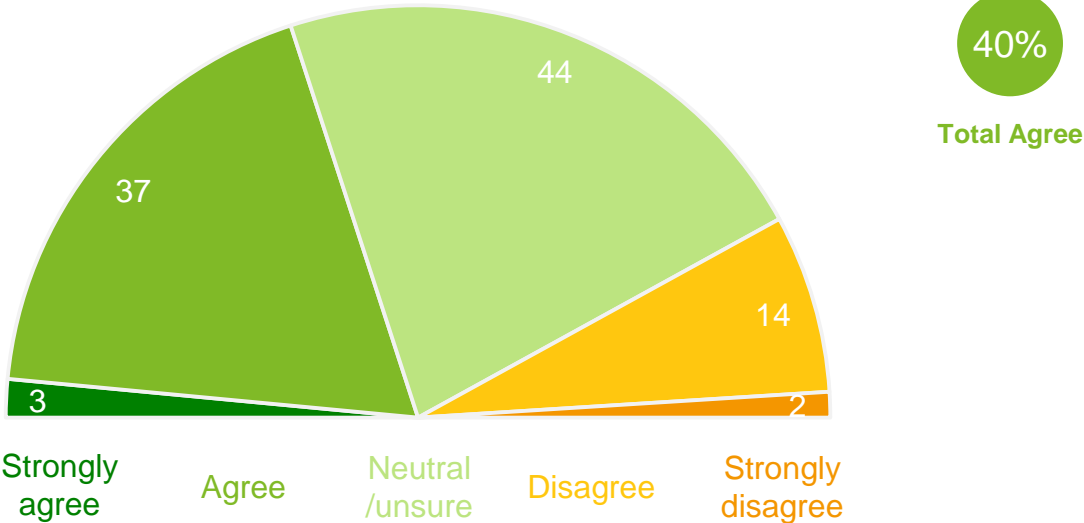
Base: All respondents, excludes 'unsure' and 'no response' (n = 94).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

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

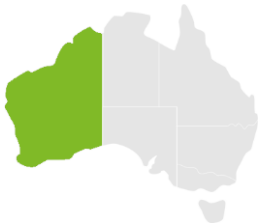
## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



Broomehill-Tambellup	40
WA High	61
WA Average	35
Great Southern High	52
Great Southern Average	29

## Variances across the community

% agree

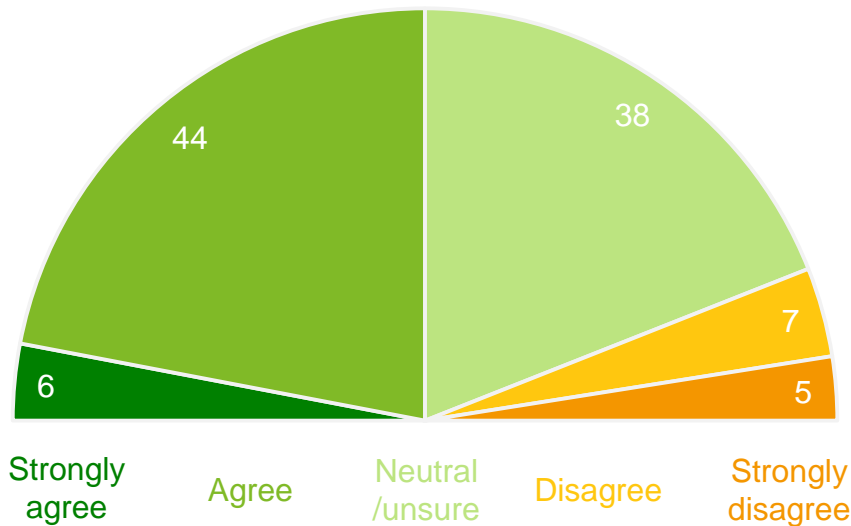
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
40	40	40	43	39	33	80	73	50	22	33	45	37	30	30	51	40

Q. How strongly do you agree or disagree with the following statements?  
 Base: All respondents, excludes 'no response' (n = 100). ^ small sample size (n<10)

# Shire has a good understanding of community needs

## Level of agreement

% of respondents

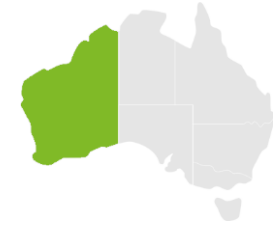


50%

Total Agree

## MARKYT Industry Standards

% agree



Broomehill-Tambellup	50
WA High	62
WA Average	34
Great Southern High	54
Great Southern Average	29

## Variances across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
50	46	66	56	49	41	90	97	50	40	100	55	41	32	35	64	48

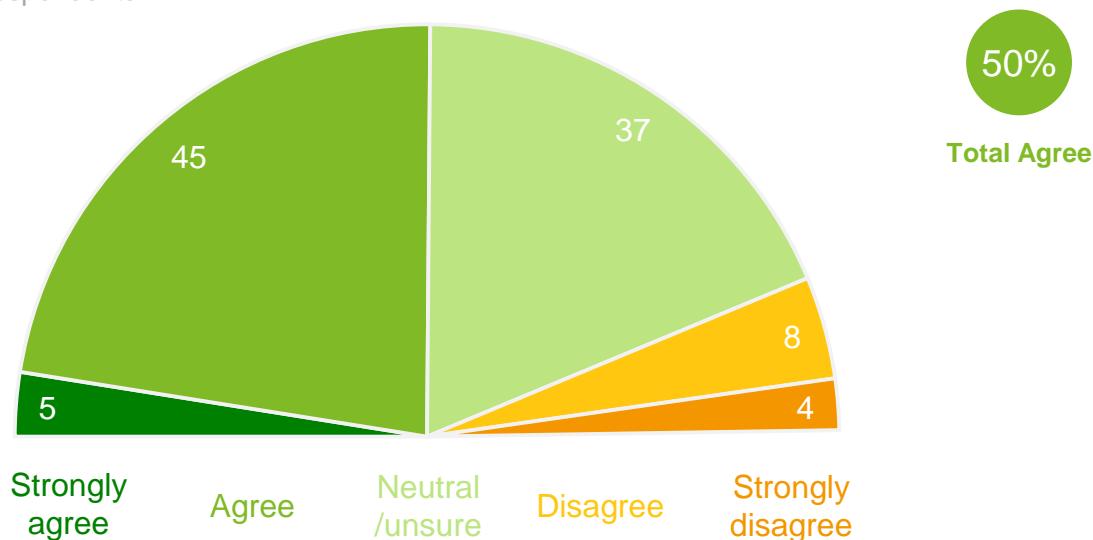
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 102). ^ small sample size (n<10)

# Shire listens to and respects residents' views

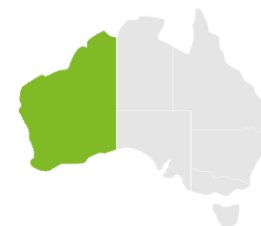
## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



Broomehill-Tambellup 50

WA High 52

WA Average 33

Great Southern High 52

Great Southern Average 25

## Variances across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
50	47	64	60	46	46	90	85	33	31	100	48	49	30	40	58	53

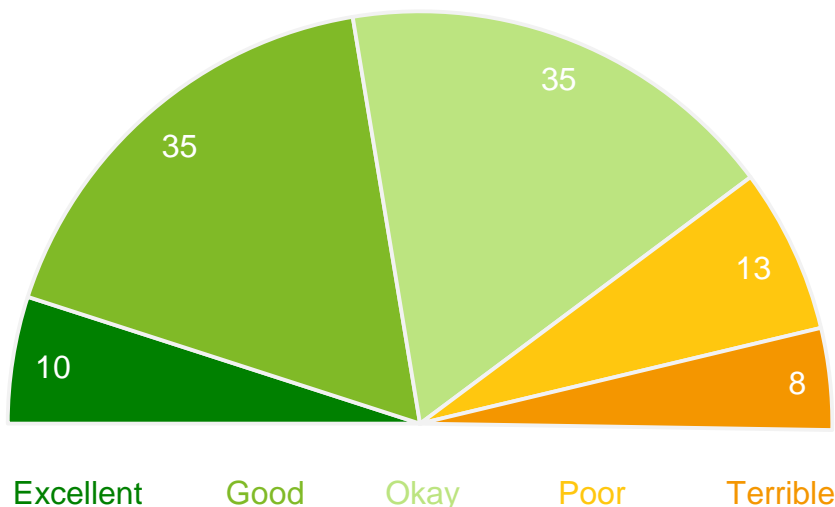
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 102). ^ small sample size (n<10)

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

## Performance ratings

% of respondents



57

**Performance Index Score**  
(out of 100)

80%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 57

WA High 68

WA Average 50

Great Southern High 64

Great Southern Average 48

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
57	55	62	63	54	57	78	67	55	33	75	57	57	49	46	66	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 86).

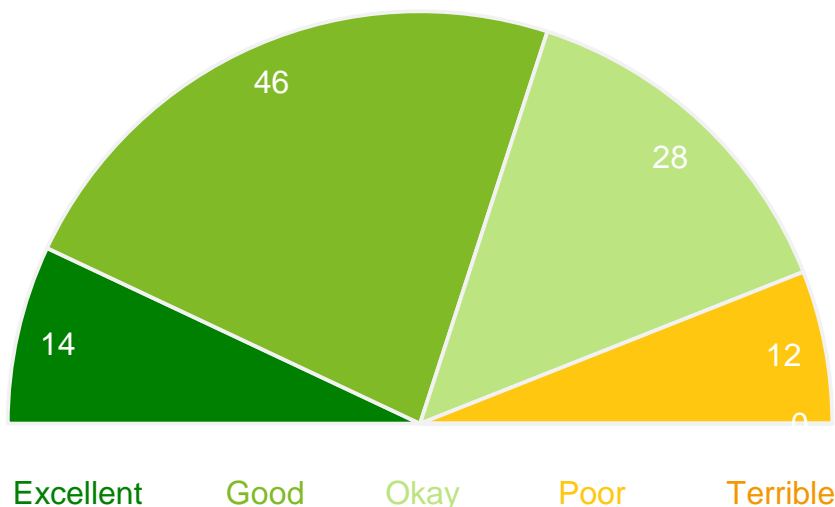
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Shire's efforts to work with regional partners

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

## Performance ratings

% of respondents



66

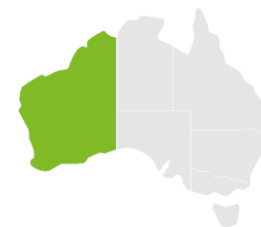
**Performance Index Score**  
(out of 100)

88%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 66

WA High 79

WA Average 59

Great Southern High 79

Great Southern Average 56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
66	66	63	72	61	63	81	74	75	59	75	69	62	58	56	74	63

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 78).

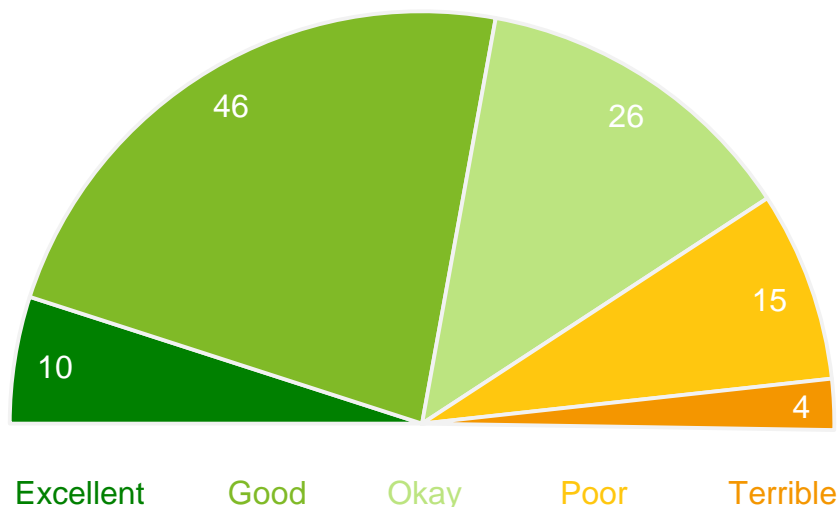
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)



# Openness and transparency of Council processes

## Performance ratings

% of respondents



61

**Performance  
Index Score**  
(out of 100)

82%

**Positive  
rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 61

WA High 61

WA Average 45

Great Southern High 61

Great Southern Average 44

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
61	61	60	67	57	58	78	72	65	43	75	64	55	53	54	68	53

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

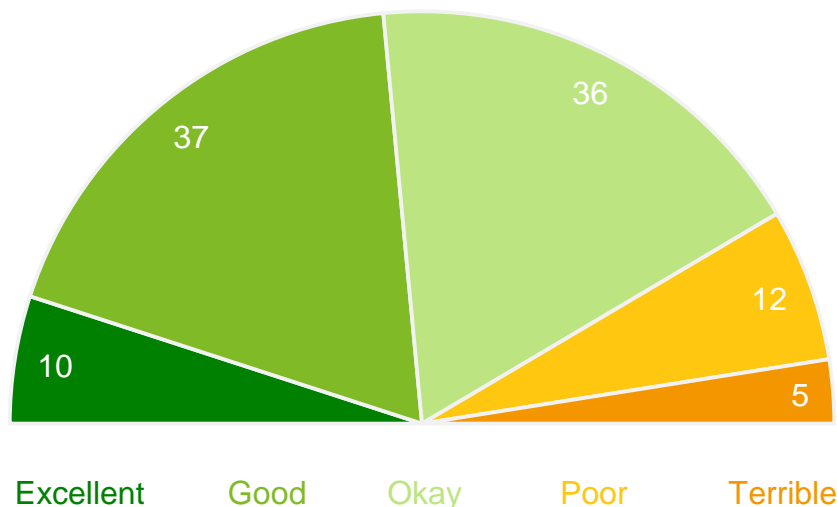
Base: All respondents, excludes 'unsure' and 'no response' (n = 91).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# How the Shire embraces change, innovation and new technology

## Performance ratings

% of respondents



59

**Performance Index Score**  
(out of 100)

83%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 59

WA High 65

WA Average 52

Great Southern High 65

Great Southern Average 51

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
59	59	60	67	54	58	75	65	67	40	75	60	57	49	51	66	58

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

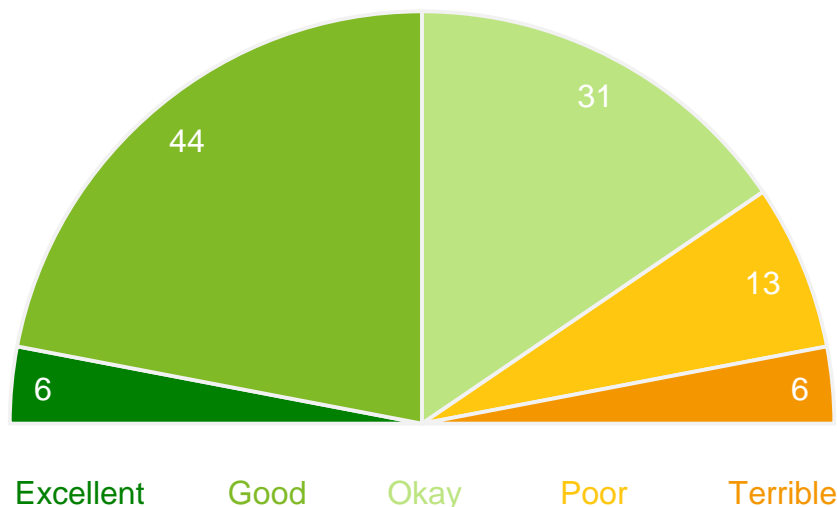
Base: All respondents, excludes 'unsure' and 'no response' (n = 85).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# How the community is consulted about local issues

## Performance ratings

% of respondents



58

**Performance Index Score**  
(out of 100)

81%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 58

WA High 63

WA Average 46

Great Southern High 58

Great Southern Average 44

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
58	58	60	62	57	56	75	74	63	48	75	61	54	50	51	64	63

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 95).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Preferred channels for having a say

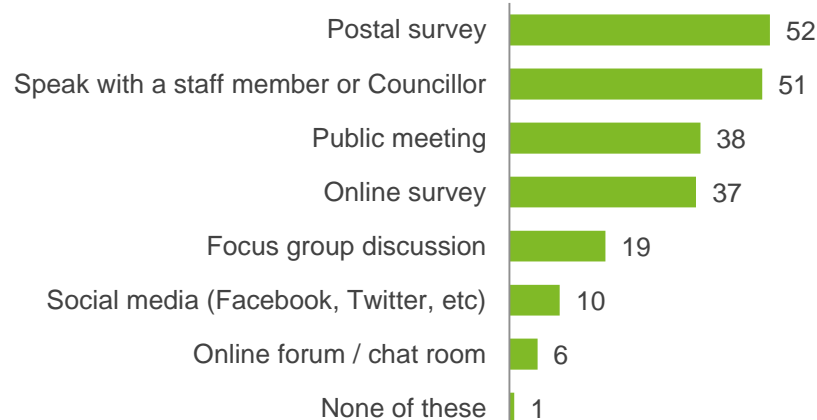
To have a say on local issues or projects, the community prefers postal surveys and opportunities to speak with a staff member or Councillor.

Overall, there is lowest support for engaging the community through social media or online forums.

Views vary across the community. For example, younger adults are more open to be engaged through social media.

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

% of respondents



## Variances across the community

% of respondents

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
Postal survey	52	52	54	43	57	47	60	52	50	74	0	58	48	70	46	62	22
Speak with staff or Councillor	51	53	40	59	48	53	50	73	50	44	67	45	59	43	45	58	35
Public meeting	38	39	34	46	31	34	80	49	17	0	67	32	40	37	30	40	70
Online survey	37	37	40	30	49	33	50	60	50	52	33	45	28	32	41	35	26
Focus group discussions	19	21	14	26	14	20	20	24	33	0	33	13	27	15	14	25	13
Social media	10	8	16	7	10	8	10	0	16	35	33	10	8	19	7	11	22
Online forum / chat room	6	5	8	4	8	6	0	0	16	17	0	6	6	4	7	2	17

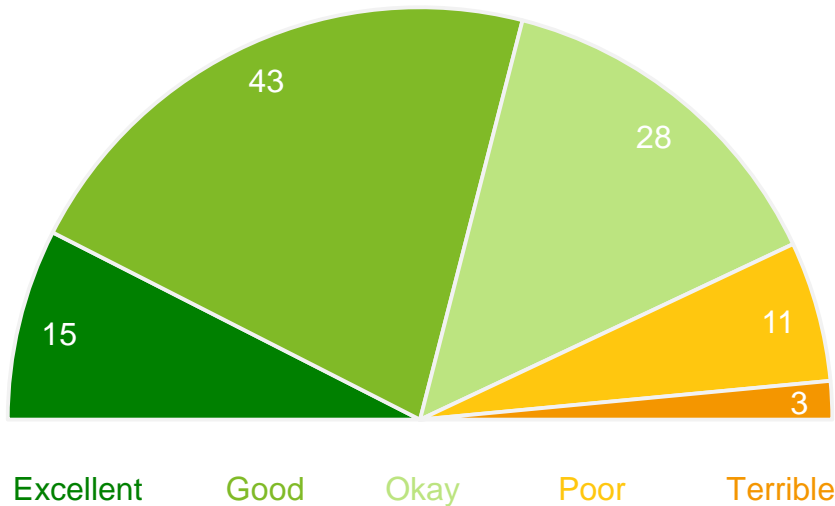
Q. How would you prefer to have your say on local issues or projects? Please choose your TOP 3 responses.

Base: All respondents, excludes 'no response' (n = 99). ^ small sample size (n<10)

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

## Performance ratings

% of respondents



64

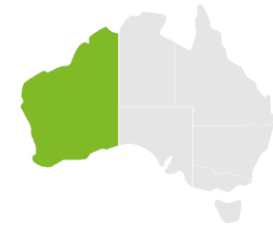
**Performance Index Score**  
(out of 100)

86%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	64
WA High	66
WA Average	54
Great Southern High	64
Great Southern Average	52

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
64	64	64	67	65	60	83	75	79	65	75	70	59	54	56	69	74

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 97).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

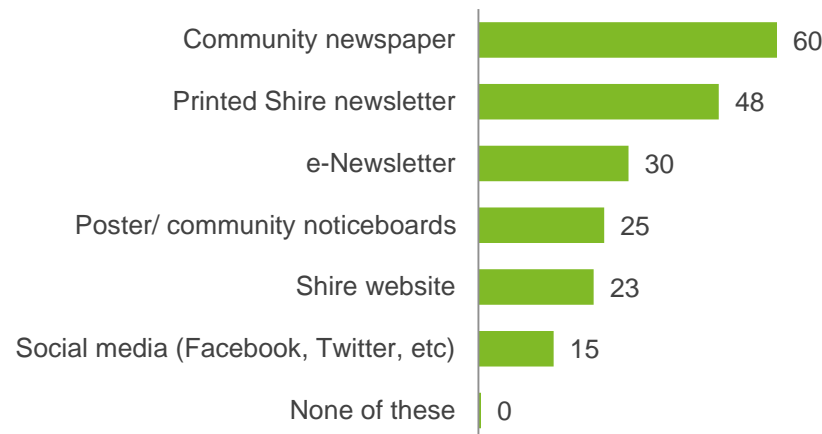
# Preferred sources of information

Overall, the community prefers to receive updates about Council news, events, activities and services through the community newspaper, followed by printed Shire newsletters.

Views vary by community groups. For example, parents with young children are more open to receiving information through e-newsletters.

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

% of respondents



## Variances across the community

% of respondents

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
Community newspaper	60	57	68	59	58	61	60	52	50	57	100	52	63	67	43	68	65
Printed Shire newsletter	48	48	50	48	48	49	40	36	34	52	0	48	51	65	56	45	22
e-newsletter	30	31	26	38	24	23	60	48	50	43	33	36	23	20	31	31	17
Posters / noticeboards	25	24	28	16	34	26	20	24	16	22	0	26	29	32	26	29	13
Shire website	23	19	38	19	28	29	10	12	33	17	0	26	24	13	24	17	31
Social media	15	15	16	13	16	11	20	12	16	35	33	16	12	15	9	21	22

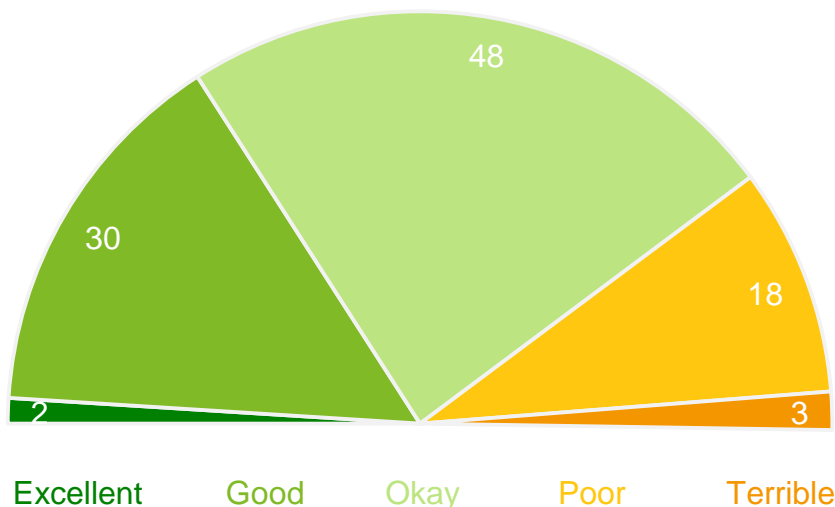
Q. How would you prefer to receive updates about Shire news, events, activities and services? Please choose your TOP 3 responses.

Base: All respondents, excludes 'no response' (n = 101). ^ small sample size (n<10)

# Shire's website

## Performance ratings

% of respondents



52

**Performance Index Score**  
(out of 100)

80%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 52

WA High 68

WA Average 58

Great Southern High 63

Great Southern Average 57

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
52	51	56	51	58	52	70	65	50	37	-	54	52	39	48	55	60

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

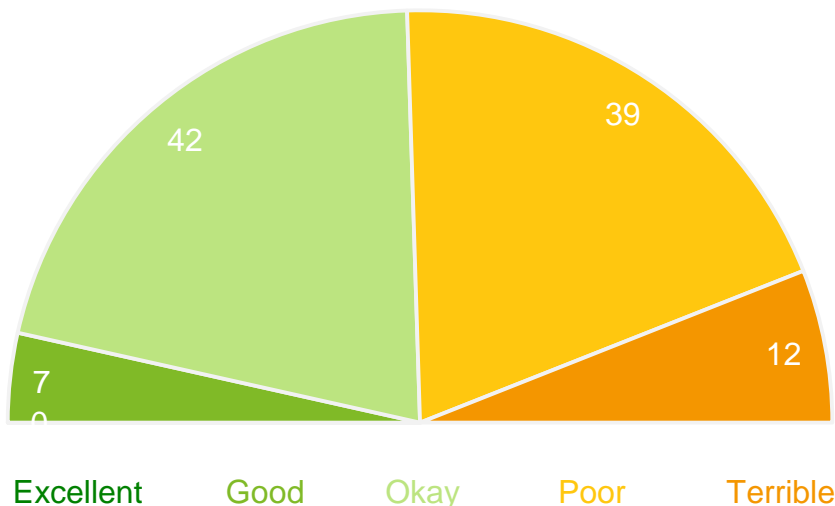
Base: All respondents, excludes 'unsure' and 'no response' (n = 58).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Social media presence on Facebook

## Performance ratings

% of respondents



36

**Performance  
Index Score**  
(out of 100)

49%

**Positive  
rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 36

WA High 65

WA Average 54

Great Southern High 61

Great Southern Average 50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
36	35	43	38	37	40	50	50	38	15	-	32	42	21	36	34	33

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 32).

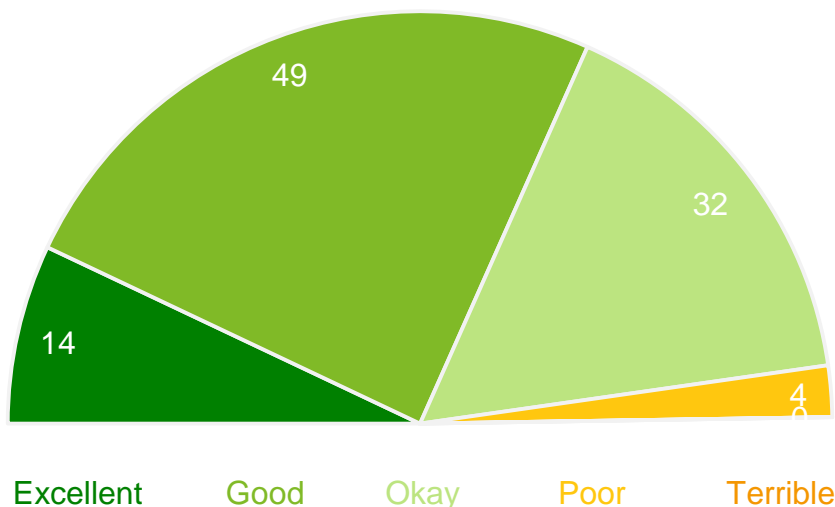
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)



# Customer service

## Performance ratings

% of respondents



68

**Performance Index Score**  
(out of 100)

95%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 68

WA High 79

WA Average 63

Great Southern High 72

Great Southern Average 64

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
68	68	71	71	68	67	78	77	75	61	67	71	67	69	61	73	72

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 98).

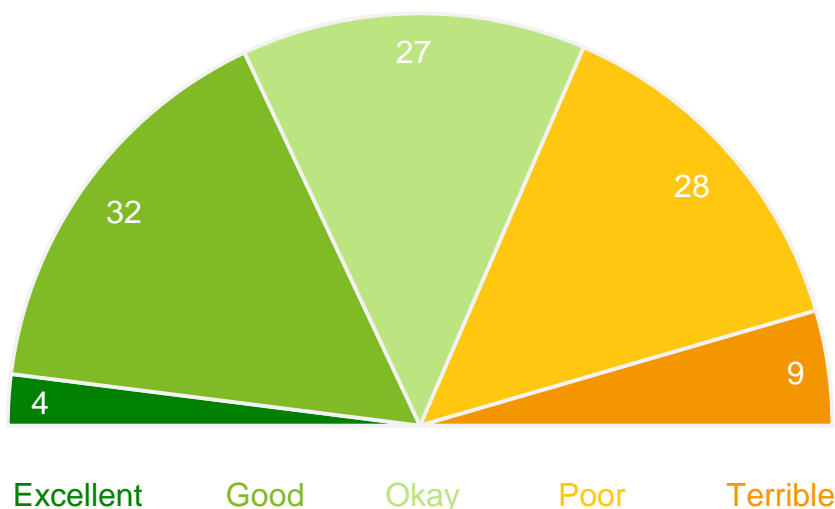
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Natural Environment

# Conservation and environmental management (including Landcare activities)

## Performance ratings

% of respondents



49

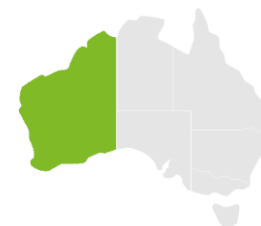
**Performance  
Index Score**  
(out of 100)

63%

**Positive  
rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 49

WA High 76

WA Average 58

Great Southern High 73

Great Southern Average 56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
49	49	48	55	44	42	70	63	55	46	67	51	46	33	46	52	46

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

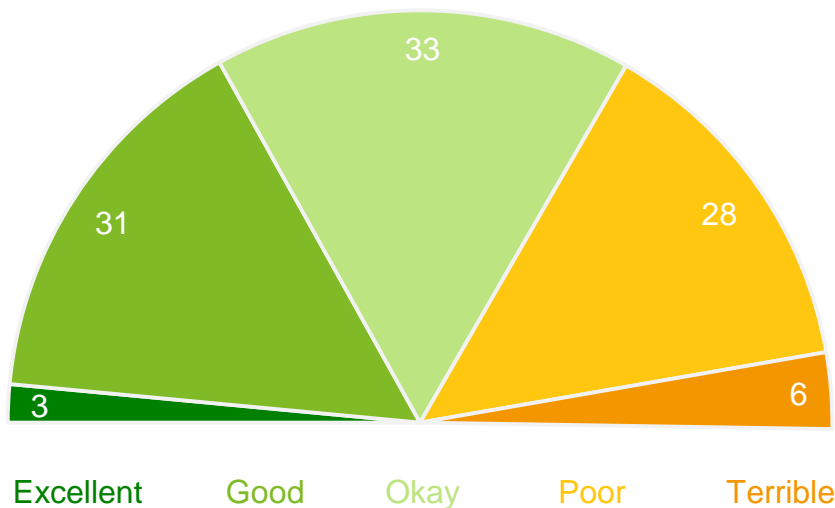
Base: All respondents, excludes 'unsure' and 'no response' (n = 81).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Promoting and adopting sustainable practices

## Performance ratings

% of respondents



49

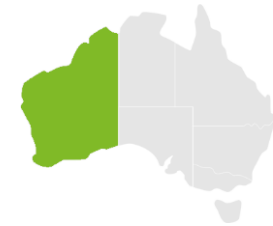
**Performance Index Score**  
(out of 100)

67%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 49

WA High 68

WA Average 54

Great Southern High 62

Great Southern Average 55

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
49	49	50	54	44	43	63	55	60	53	67	50	46	33	45	53	47

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

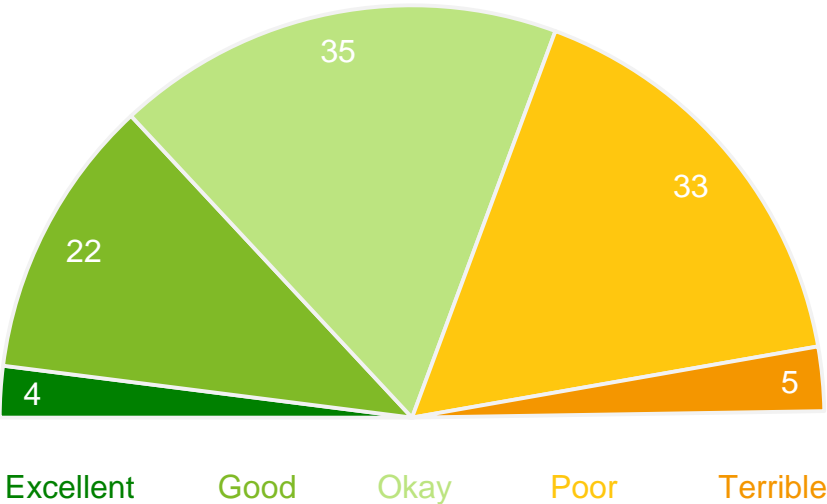
Base: All respondents, excludes 'unsure' and 'no response' (n = 76).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Efforts to adapt to climate change

## Performance ratings

% of respondents



47

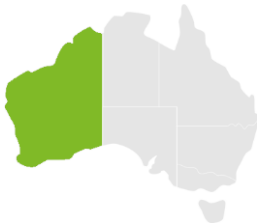
Performance Index Score  
(out of 100)

61%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	47
WA High	54
WA Average	48
Great Southern High	54
Great Southern Average	50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
47	45	52	52	42	42	60	46	50	54	67	47	42	43	44	50	34

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

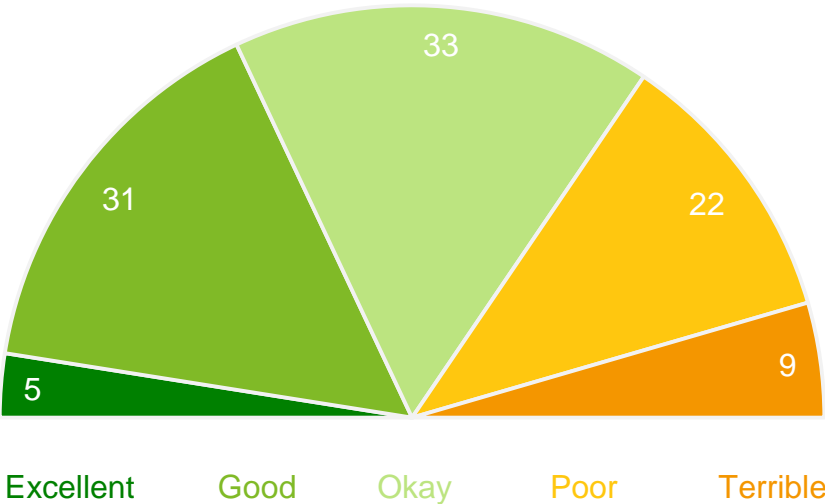
Base: All respondents, excludes 'unsure' and 'no response' (n = 60).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Efforts to reduce waste

## Performance ratings

% of respondents



50

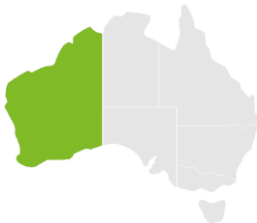
Performance Index Score  
(out of 100)

69%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	50
WA High	66
WA Average	53
Great Southern High	66
Great Southern Average	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
50	50	54	56	48	52	54	33	60	53	67	48	54	41	44	54	55

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

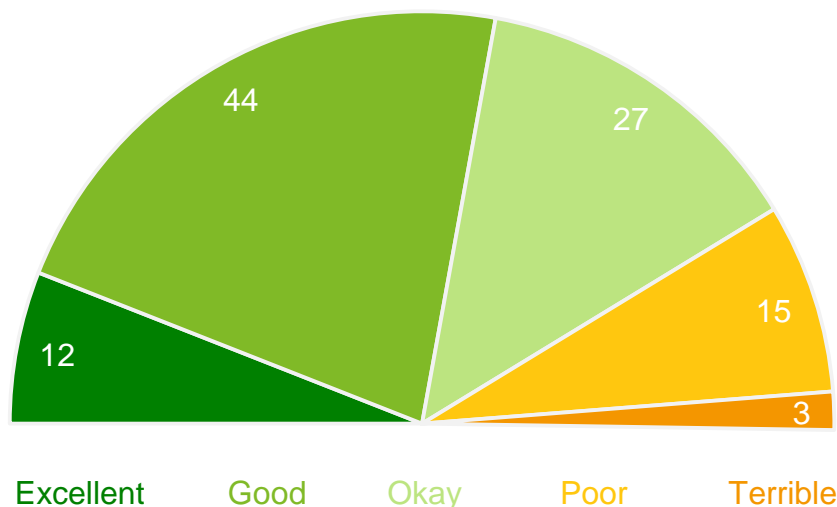
Base: All respondents, excludes 'unsure' and 'no response' (n = 78).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Waste collection services

## Performance ratings

% of respondents



62

**Performance  
Index Score**  
(out of 100)

83%

**Positive  
rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 62

WA High 85

WA Average 69

Great Southern High 76

Great Southern Average 63

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
62	61	63	65	60	62	73	64	65	50	67	60	65	57	54	64	75

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

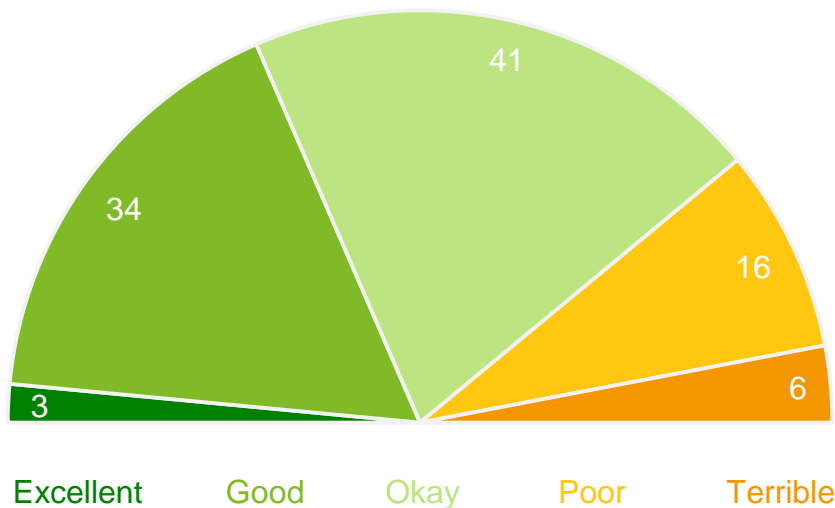
Base: All respondents, excludes 'unsure' and 'no response' (n = 93).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Animal and pest control

## Performance ratings

% of respondents



53

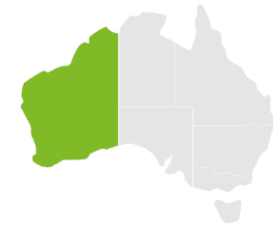
**Performance Index Score**  
(out of 100)

78%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 53

WA High 69

WA Average 53

Great Southern High 55

Great Southern Average 49

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
53	52	59	56	51	51	66	60	42	54	67	54	51	54	49	58	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 82).

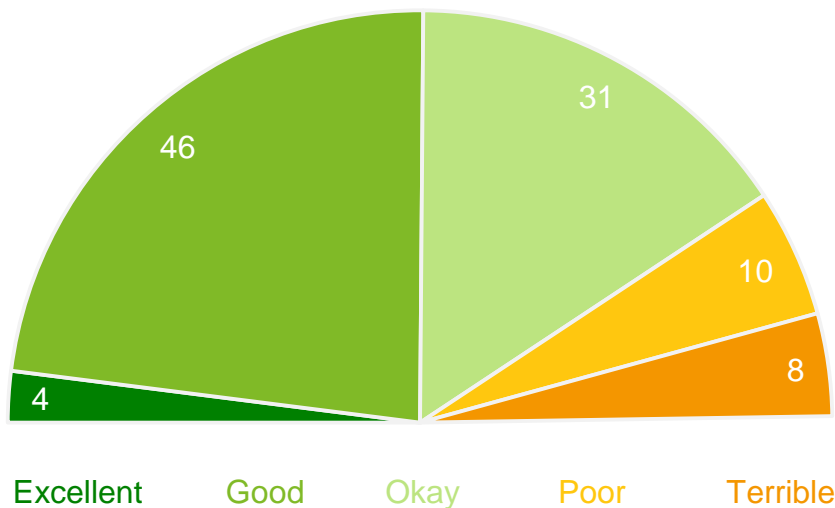
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)



# Natural disaster management (education, prevention and relief for fires, flooding, etc)

## Performance ratings

% of respondents



57

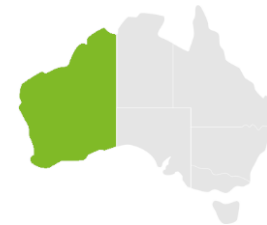
**Performance Index Score**  
(out of 100)

81%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 57

WA High 66

WA Average 56

Great Southern High 66

Great Southern Average 58

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
57	55	63	61	54	53	75	71	55	49	67	57	58	51	55	65	37

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 79).

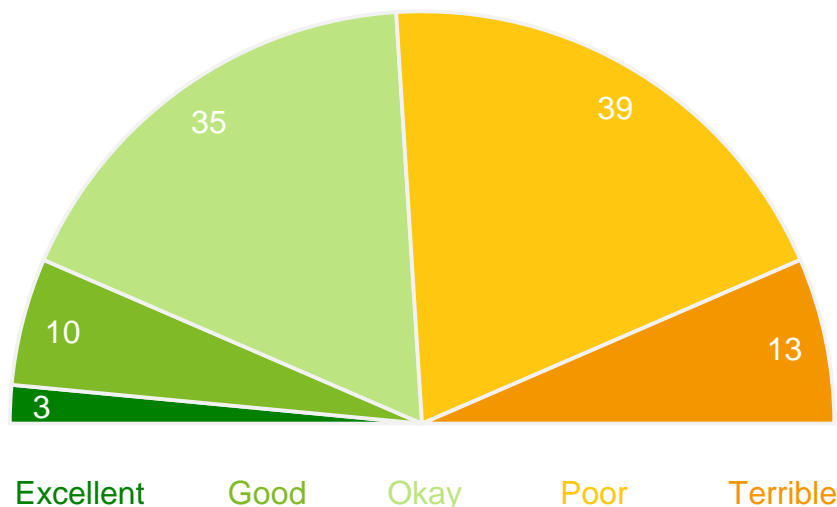
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Economic Development

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

## Performance ratings

% of respondents



38

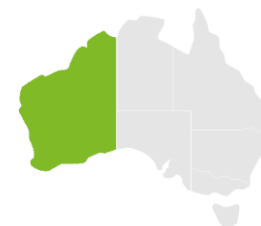
**Performance Index Score**  
(out of 100)

48%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 38

WA High 63

WA Average 43

Great Southern High 43

Great Southern Average 40

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
38	37	44	38	42	36	43	49	55	33	58	39	36	33	33	42	33

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 89).

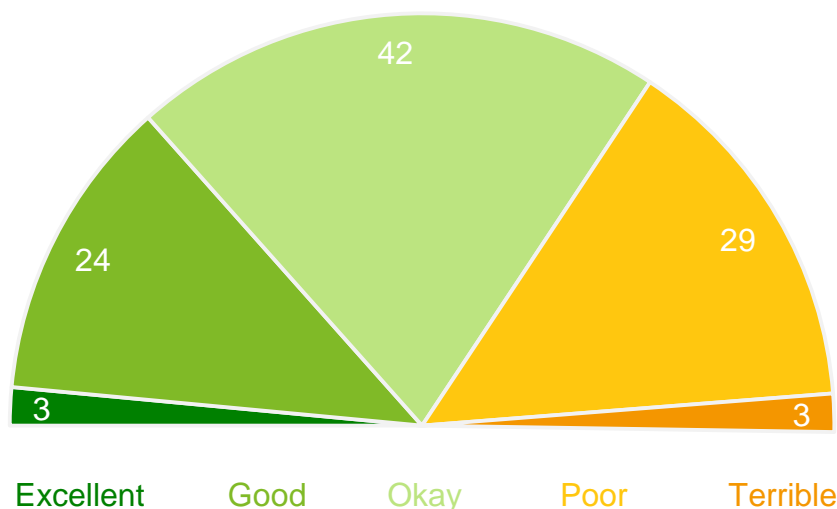
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Agricultural development

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

## Performance ratings

% of respondents



49

**Performance Index Score**  
(out of 100)

69%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 49

WA High 64

WA Average 48

Great Southern High 64

Great Southern Average 48

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
49	47	55	53	44	46	61	45	50	52	75	48	46	45	46	54	42

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

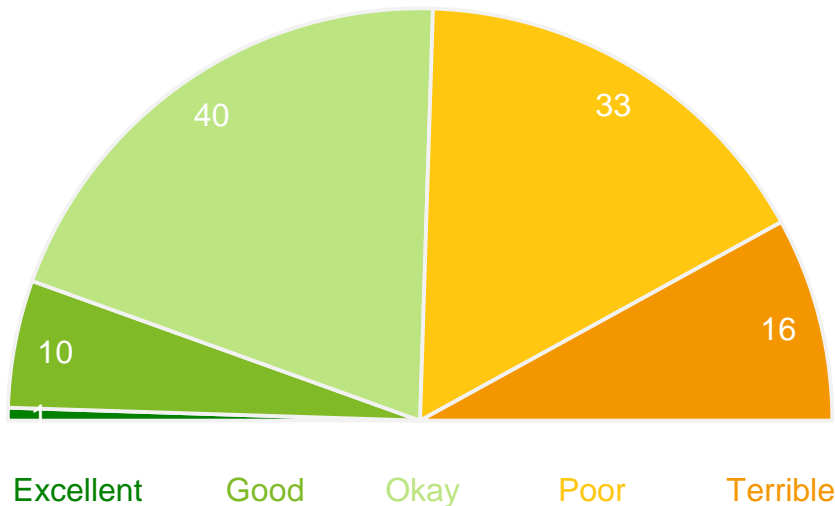
Base: All respondents, excludes 'unsure' and 'no response' (n = 67).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Tourism attractions and marketing

## Performance ratings

% of respondents



37

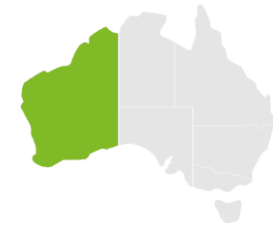
**Performance Index Score**  
(out of 100)

51%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 37

WA High 60

WA Average 46

Great Southern High 60

Great Southern Average 55

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
37	37	38	38	38	33	53	55	38	24	50	37	38	25	35	39	29

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

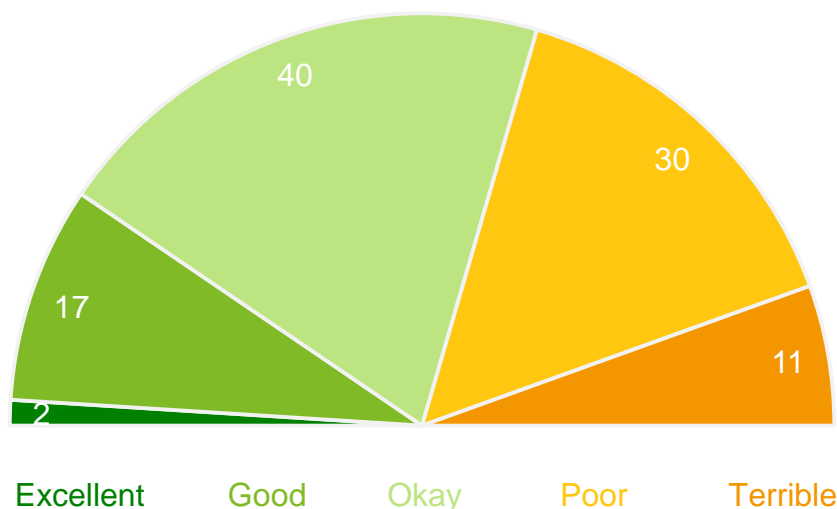
Base: All respondents, excludes 'unsure' and 'no response' (n = 88).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# How your local town centre is being developed

## Performance ratings

% of respondents



42

**Performance Index Score**  
(out of 100)

59%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 42

WA High 69

WA Average 51

Great Southern High 54

Great Southern Average 49

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
42	42	43	48	39	41	53	52	40	32	58	38	47	35	38	42	47

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

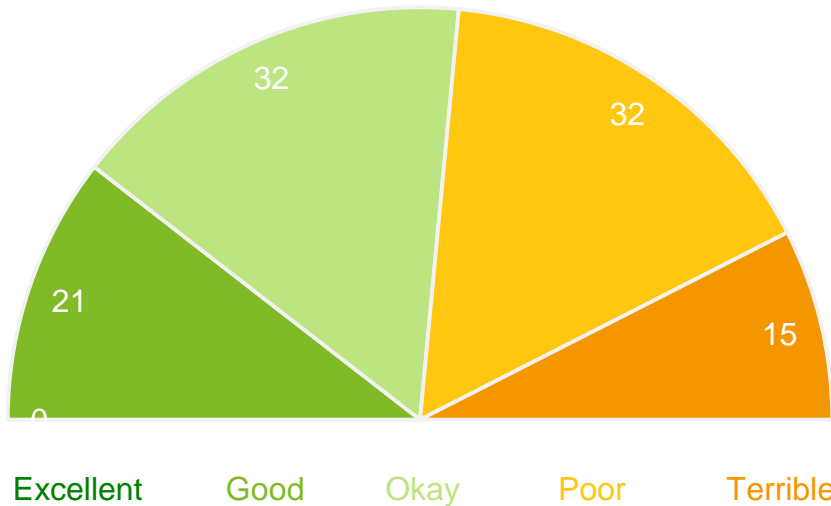
Base: All respondents, excludes 'unsure' and 'no response' (n = 98).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Access to goods and services in the local area

## Performance ratings

% of respondents



40

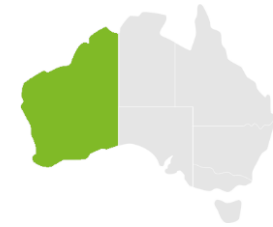
**Performance Index Score**  
(out of 100)

53%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	40
WA High	61
WA Average	48
Great Southern High	56
Great Southern Average	50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
40	42	33	45	38	38	55	52	46	22	67	38	40	32	34	42	48

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

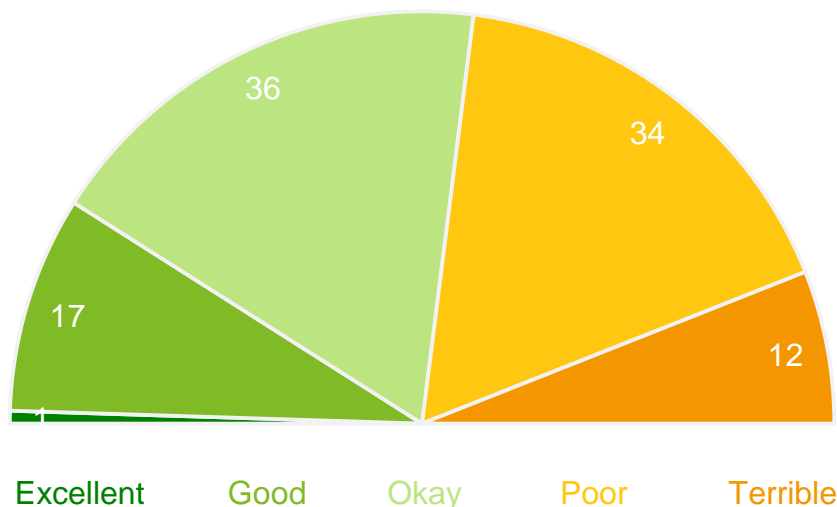
Base: All respondents, excludes 'unsure' and 'no response' (n = 98).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Access to education, training and personal development opportunities

## Performance ratings

% of respondents



40

**Performance Index Score**  
(out of 100)

54%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 40

WA High 63

WA Average 49

Great Southern High 59

Great Southern Average 56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
40	41	35	45	37	39	53	49	42	26	58	38	41	29	31	44	44

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 88).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

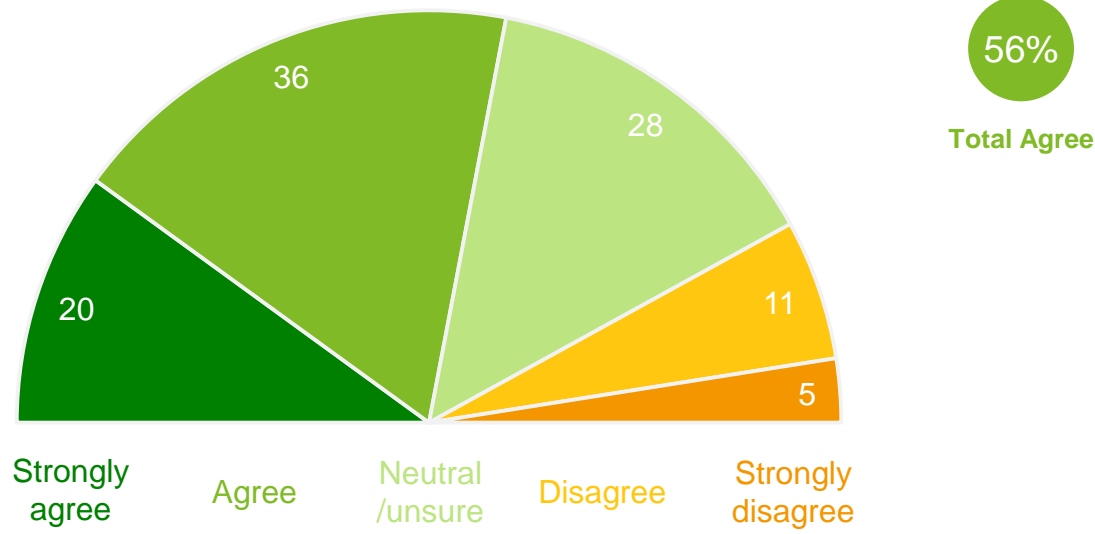


# Community Development

# I feel like I belong in my local community

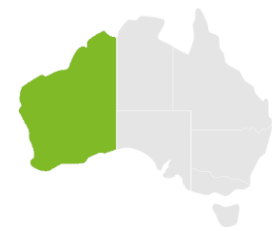
## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



Broomehill-Tambellup	56
WA High	75
WA Average	59
Great Southern High	68
Great Southern Average	60

## Variances across the community

% agree

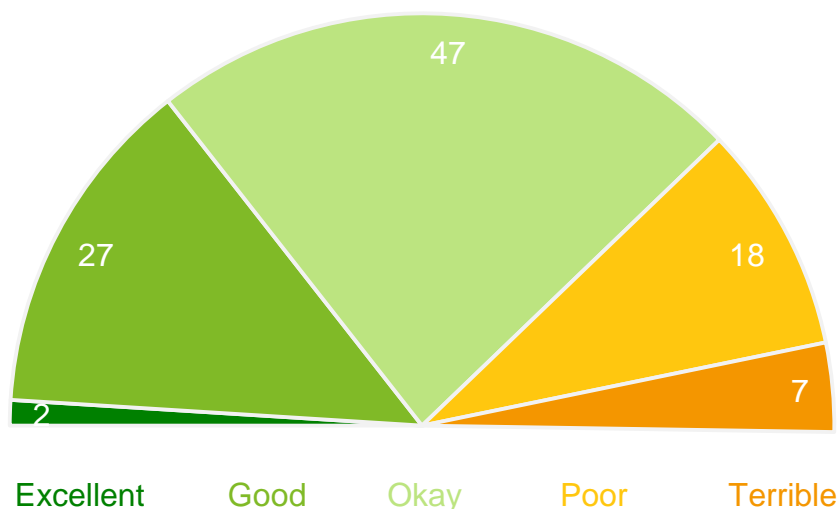
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
56	56	55	67	51	52	100	73	34	26	100	45	68	40	47	65	65

Q. How strongly do you agree or disagree with the following statements?  
 Base: All respondents, excludes 'no response' (n = 101). ^ small sample size (n<10)

# Services and facilities for families and children

## Performance ratings

% of respondents



50

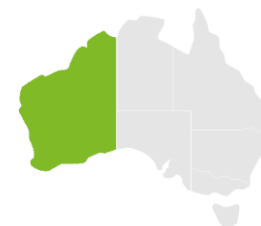
**Performance Index Score**  
(out of 100)

76%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 50

WA High 71

WA Average 59

Great Southern High 66

Great Southern Average 60

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
50	52	43	54	48	48	63	64	58	38	67	50	49	35	46	50	58

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

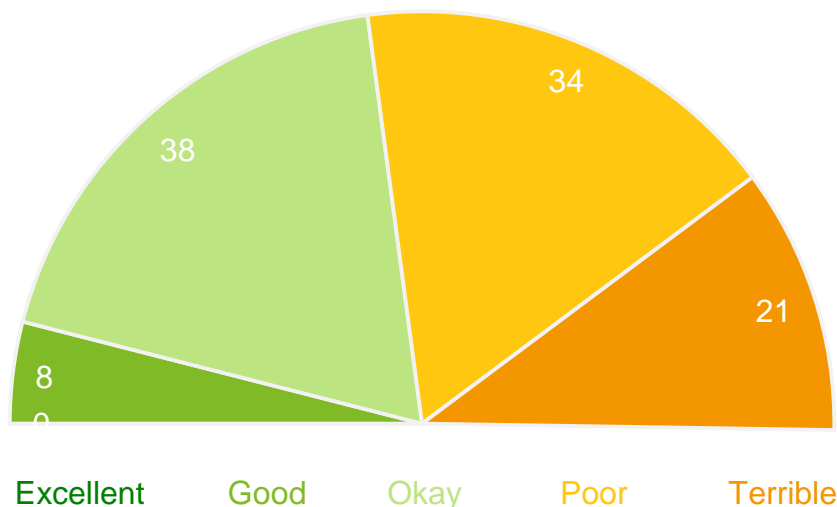
Base: All respondents, excludes 'unsure' and 'no response' (n = 92).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Services and facilities for youth

## Performance ratings

% of respondents



33

**Performance Index Score**  
(out of 100)

46%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 33

WA High 70

WA Average 48

Great Southern High 52

Great Southern Average 48

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
33	34	30	40	28	35	40	45	25	23	42	31	37	28	33	30	41

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

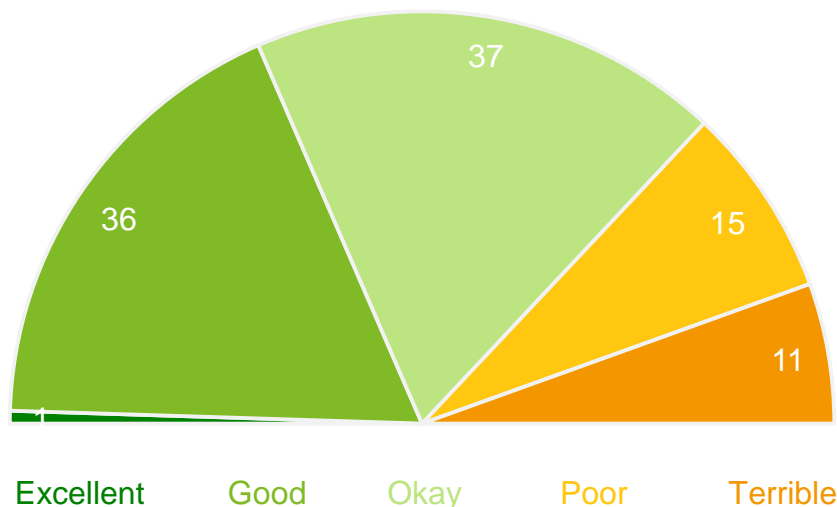
Base: All respondents, excludes 'unsure' and 'no response' (n = 85).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Services and care available for seniors

## Performance ratings

% of respondents



50

**Performance Index Score**  
(out of 100)

74%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 50

WA High 67

WA Average 55

Great Southern High 61

Great Southern Average 58

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
50	51	46	58	45	48	67	62	58	41	75	51	49	49	40	58	54

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

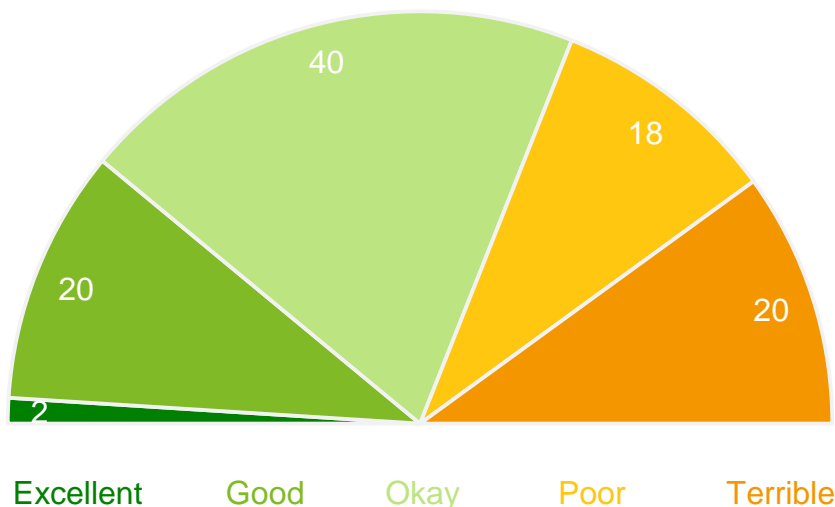
Base: All respondents, excludes 'unsure' and 'no response' (n = 93).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Access to services and facilities for people with disabilities

## Performance ratings

% of respondents



42

**Performance Index Score**  
(out of 100)

62%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 42

WA High 66

WA Average 51

Great Southern High 56

Great Southern Average 52

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
42	43	36	46	41	40	57	53	58	24	67	39	43	29	34	44	48

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

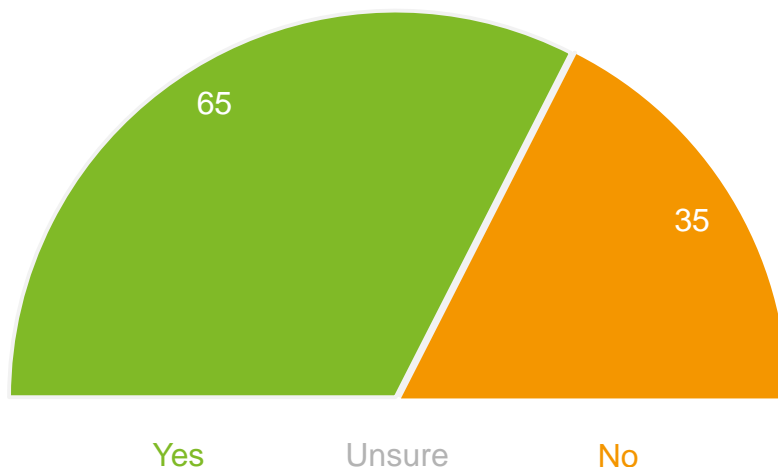
Base: All respondents, excludes 'unsure' and 'no response' (n = 77).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Participation in volunteering

## Volunteered in the last 12 months

% of respondents



## MARKYT Industry Standards

% yes



Broomehill-Tambellup	61
WA High	86
WA Average	61
Great Southern High	86
Great Southern Average	59

## Variances across the community

% volunteered in the last 12 months

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
65	66	62	69	58	57	90	100	67	74	100	67	58	60	56	68	94

Q. Over the past 12 months, have you done any unpaid voluntary work? For example, welfare work, being on committees, coaching a sporting team, canteen duties, school P&C activities, etc.

Base: All respondents, excludes 'no response' (n = 100). ^ small sample size (n<10)

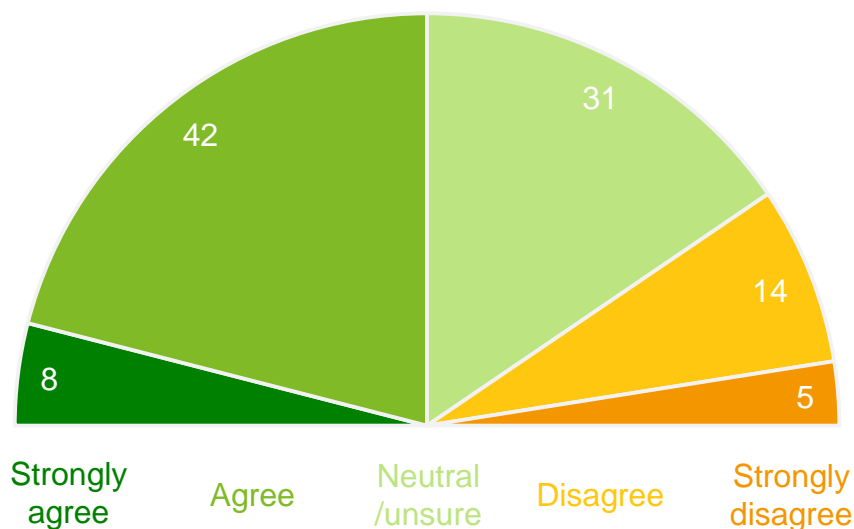
# Community Services



# My local Shire provides adequate opportunities for residents and visitors to lead a healthy and active lifestyle

## Level of agreement

% of respondents

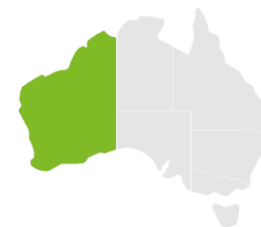


50%

Total Agree

## MARKYT Industry Standards

% agree



Broomehill-Tambellup 50

WA High 74

WA Average 49

Great Southern High 74

Great Southern Average 62

## Variances across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
50	54	36	56	50	44	70	97	67	44	67	52	48	34	45	58	48

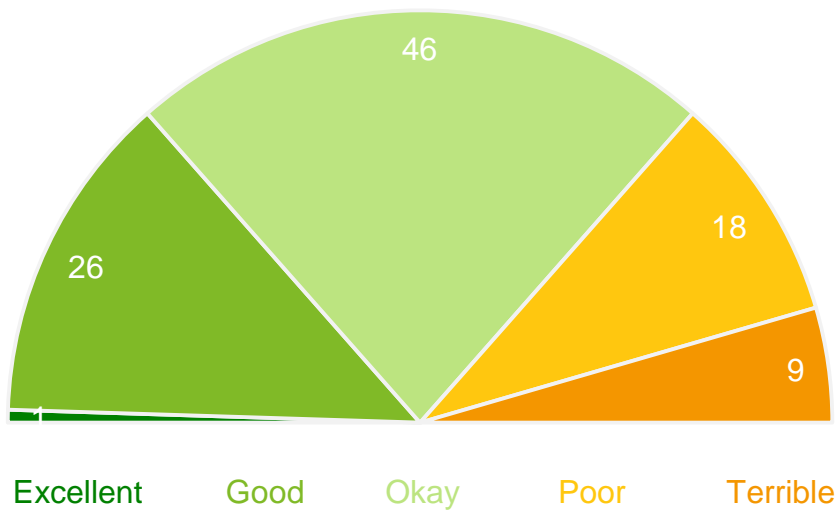
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 102). ^ small sample size (n<10)

# Access to health and community services

## Performance ratings

% of respondents



48

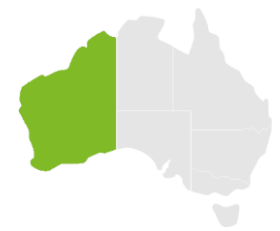
Performance Index Score  
(out of 100)

73%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	48
WA High	69
WA Average	54
Great Southern High	63
Great Southern Average	59

## Variances across the community

Performance Index Score

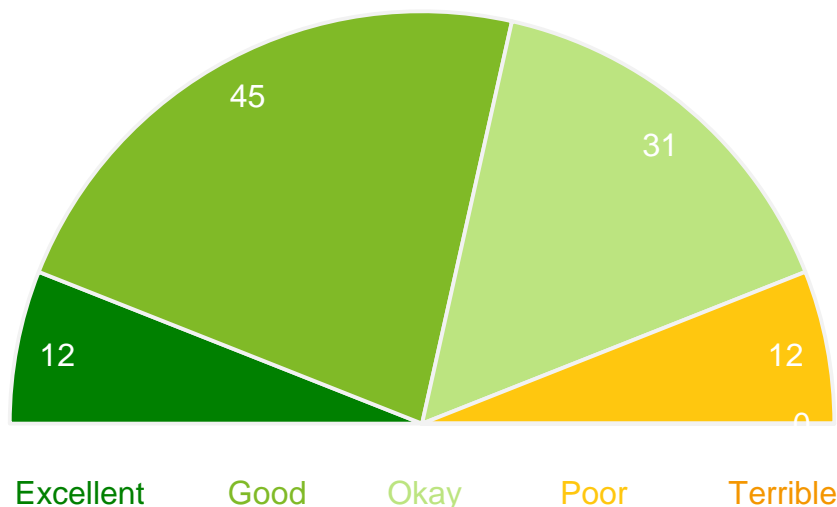
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
48	49	45	54	43	44	62	60	54	45	75	48	47	44	39	54	55

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 98).  
 \* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Community buildings, halls and toilets

## Performance ratings

% of respondents



64

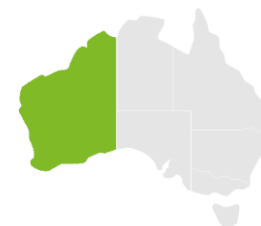
**Performance Index Score**  
(out of 100)

88%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 64

WA High 78

WA Average 60

Great Southern High 78

Great Southern Average 60

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
64	64	64	64	67	59	80	78	71	67	75	66	62	60	57	68	73

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

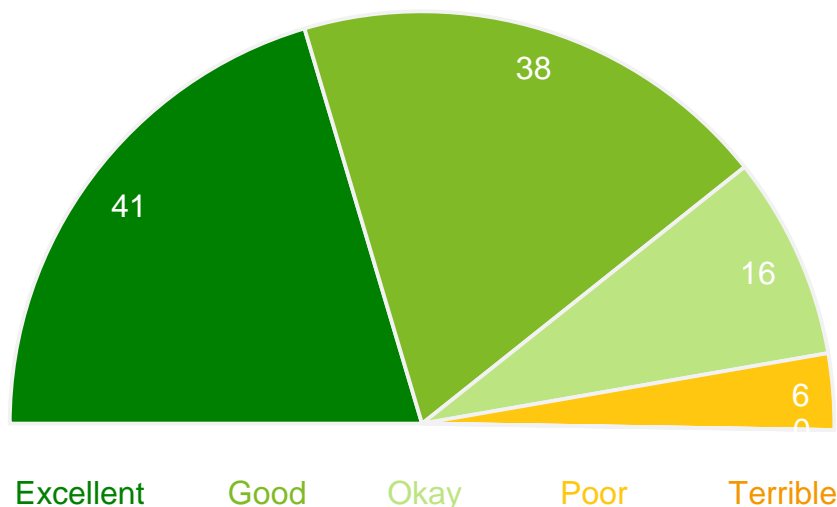
Base: All respondents, excludes 'unsure' and 'no response' (n = 100).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Sport and recreation facilities

## Performance ratings

% of respondents



78

**Performance Index Score**  
(out of 100)

95%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 78

WA High 85

WA Average 66

Great Southern High 85

Great Southern Average 73

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
78	79	76	84	76	75	95	89	88	76	92	81	76	78	68	86	92

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

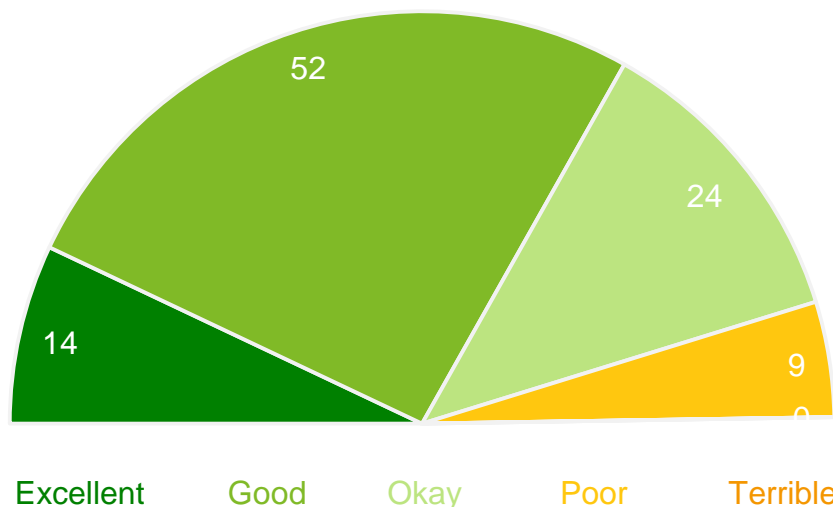
Base: All respondents, excludes 'unsure' and 'no response' (n = 98).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Playgrounds, parks and reserves

## Performance ratings

% of respondents



67

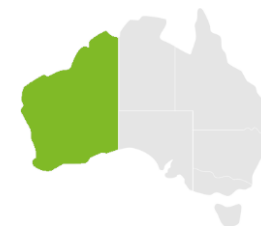
**Performance  
Index Score**  
(out of 100)

90%

**Positive  
rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 67

WA High 86

WA Average 68

Great Southern High 86

Great Southern Average 69

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
67	68	64	74	64	68	68	71	75	63	75	66	70	63	64	67	80

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

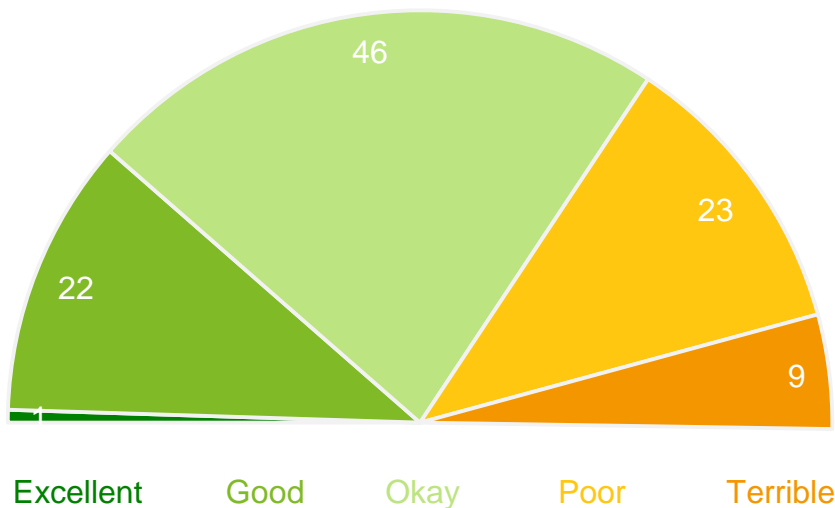
Base: All respondents, excludes 'unsure' and 'no response' (n = 98).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Public health and wellbeing programs and education

## Performance ratings

% of respondents



46

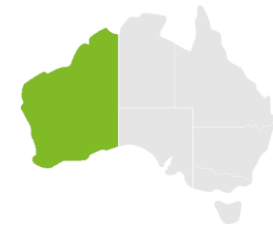
**Performance Index Score**  
(out of 100)

69%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 46

WA High 61

WA Average 50

Great Southern High 61

Great Southern Average 57

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
46	46	46	52	43	45	58	58	50	31	67	44	48	39	41	50	53

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

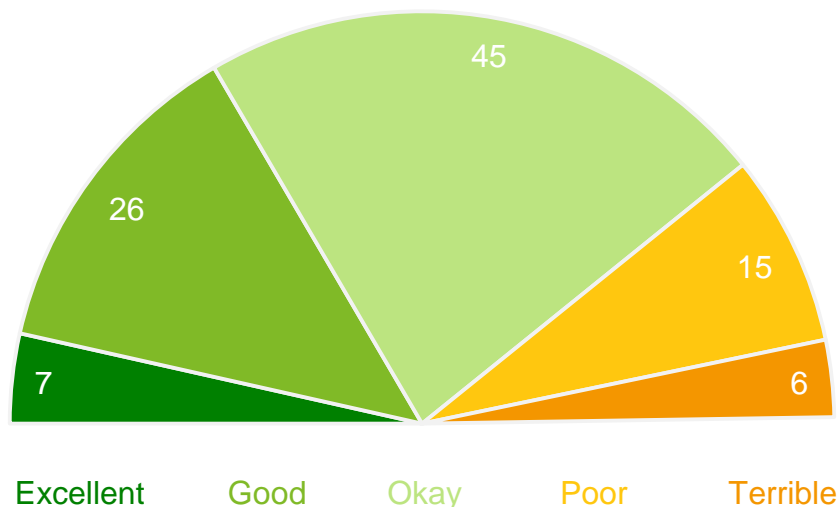
Base: All respondents, excludes 'unsure' and 'no response' (n = 77).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Safety and security

## Performance ratings

% of respondents



53

**Performance Index Score**  
(out of 100)

78%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 53

WA High 76

WA Average 55

Great Southern High 76

Great Southern Average 59

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
53	53	55	58	52	52	70	68	50	36	67	54	52	50	50	56	53

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

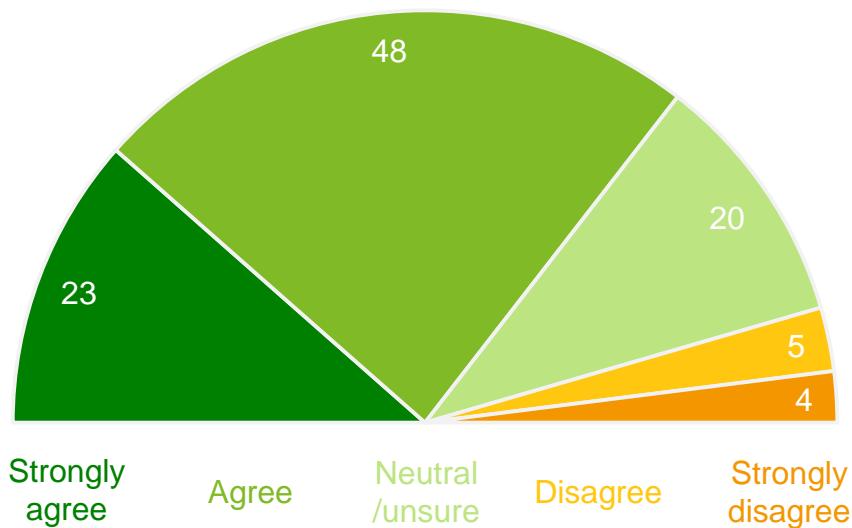
Base: All respondents, excludes 'unsure' and 'no response' (n = 93).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

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

## Level of agreement

% of respondents

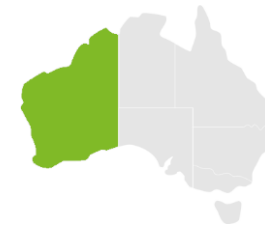


72%

Total Agree

## MARKYT Industry Standards

% agree



Broomehill-Tambellup 72

WA High 94

WA Average 72

Great Southern High 94

Great Southern Average 70

## Variances across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
72	74	62	77	71	67	100	100	84	65	67	68	80	61	68	80	70

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

Base: All respondents, excludes 'no response' (n = 102). ^ small sample size (n<10)

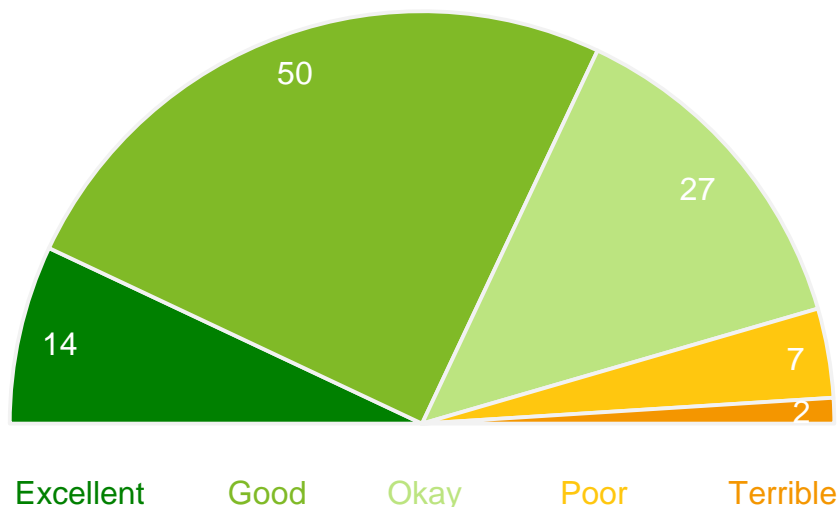


# Art and Culture

# Library and information services

## Performance ratings

% of respondents



67

**Performance Index Score**  
(out of 100)

91%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 67

WA High 89

WA Average 71

Great Southern High 79

Great Southern Average 74

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
67	67	66	64	71	64	80	76	75	61	75	70	64	59	57	74	74

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

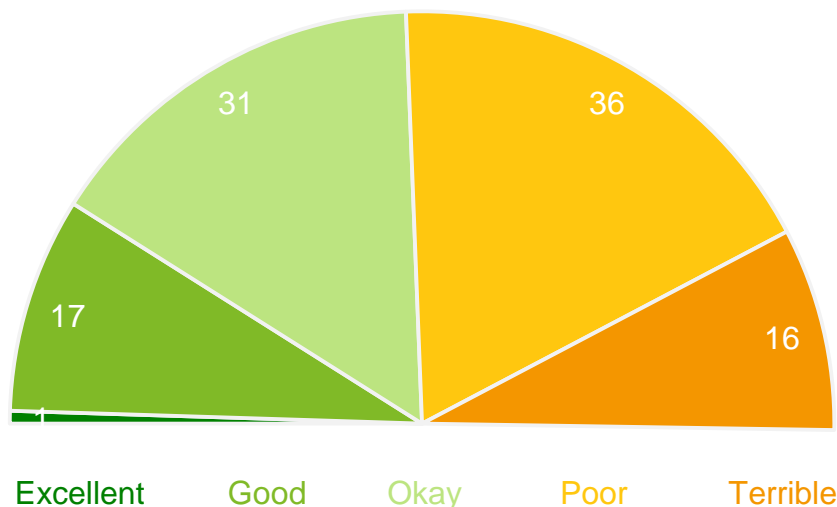
Base: All respondents, excludes 'unsure' and 'no response' (n = 96).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Festivals, events, art and cultural activities

## Performance ratings

% of respondents



38

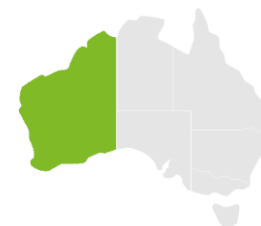
**Performance  
Index Score**  
(out of 100)

49%

**Positive  
rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 38

WA High 78

WA Average 62

Great Southern High 74

Great Southern Average 66

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
38	38	35	40	38	35	53	54	35	30	50	36	40	25	38	37	35

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

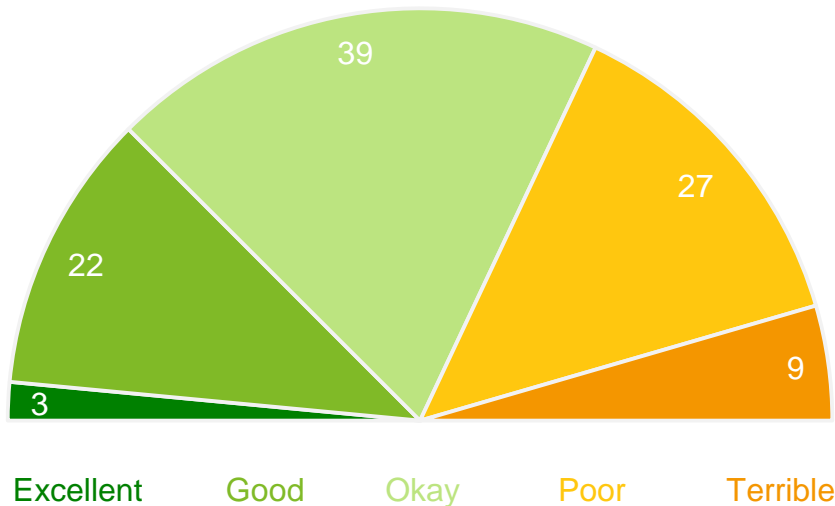
Base: All respondents, excludes 'unsure' and 'no response' (n = 90).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# How local history and heritage is preserved and promoted

## Performance ratings

% of respondents



46

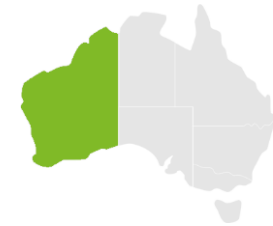
**Performance Index Score**  
(out of 100)

64%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	46
WA High	79
WA Average	60
Great Southern High	75
Great Southern Average	66

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
46	47	39	47	45	40	58	62	54	53	58	46	44	36	44	45	58

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

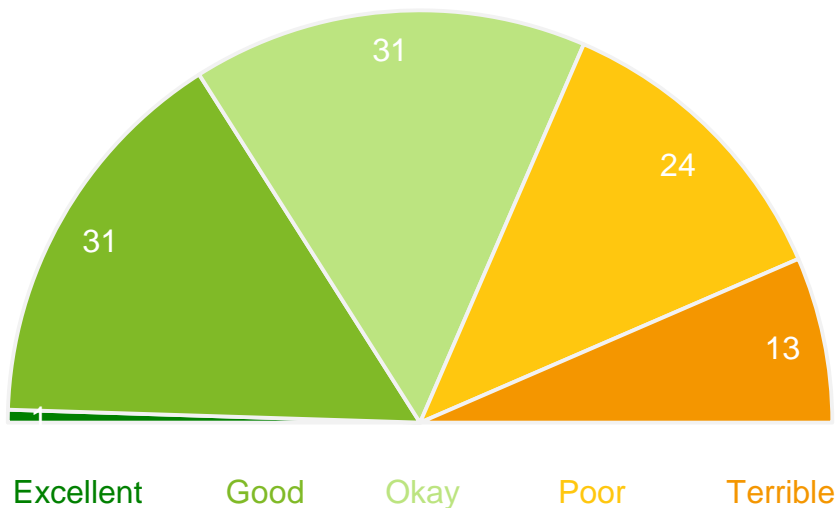
Base: All respondents, excludes 'unsure' and 'no response' (n = 92).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

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

## Performance ratings

% of respondents



46

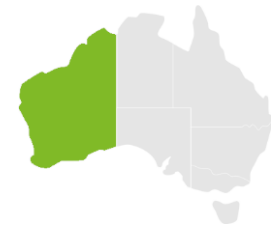
**Performance Index Score**  
(out of 100)

63%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 46

WA High 67

WA Average 54

Great Southern High 67

Great Southern Average 61

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
46	48	39	52	42	40	58	58	60	47	75	45	46	33	43	46	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 84).

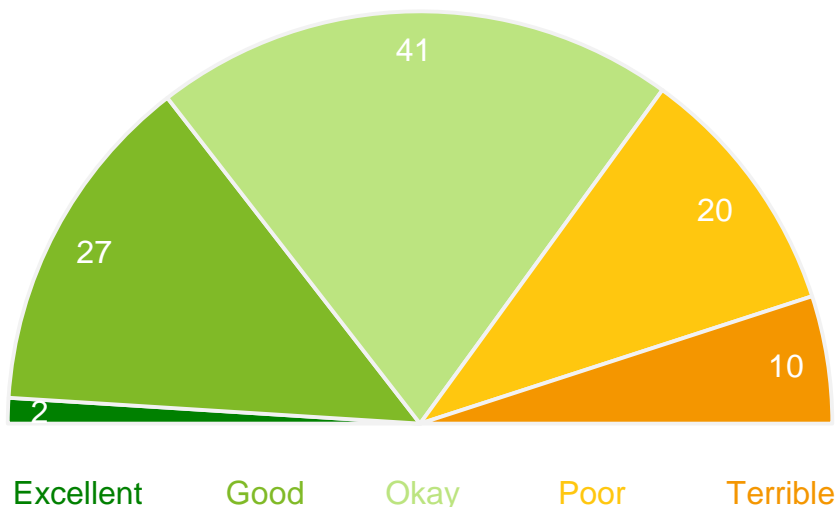
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Built Environment

# The area's character and identity

## Performance ratings

% of respondents



48

**Performance Index Score**  
(out of 100)

70%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 48

WA High 85

WA Average 59

Great Southern High 67

Great Southern Average 63

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
48	47	48	51	47	47	58	56	58	35	67	43	53	34	45	49	47

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

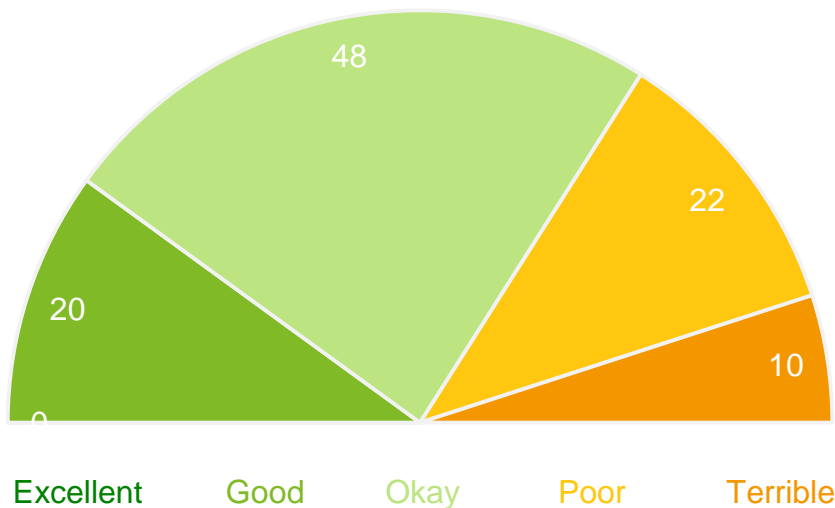
Base: All respondents, excludes 'unsure' and 'no response' (n = 96).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Managing responsible growth and development

## Performance ratings

% of respondents



44

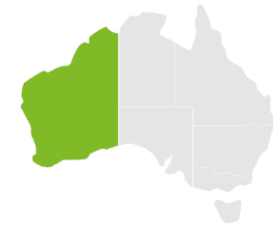
**Performance Index Score**  
(out of 100)

68%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	44
WA High	58
WA Average	48
Great Southern High	58
Great Southern Average	50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
44	44	46	48	43	42	68	58	40	25	67	42	46	35	39	50	35

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 76).

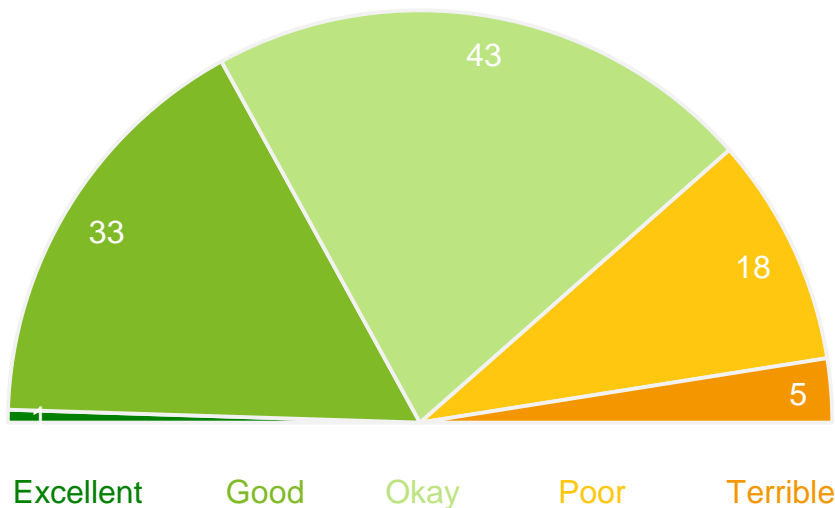
\* Positive Rating = okay + good + excellent ^ small sample size (n<10)



# Planning and building approvals

## Performance ratings

% of respondents



52

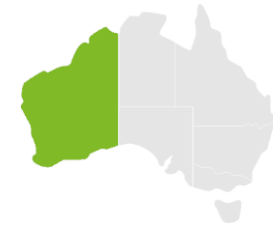
**Performance Index Score**  
(out of 100)

77%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	52
WA High	65
WA Average	46
Great Southern High	60
Great Southern Average	44

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
52	52	49	57	49	51	69	63	44	39	67	51	53	45	45	58	49

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

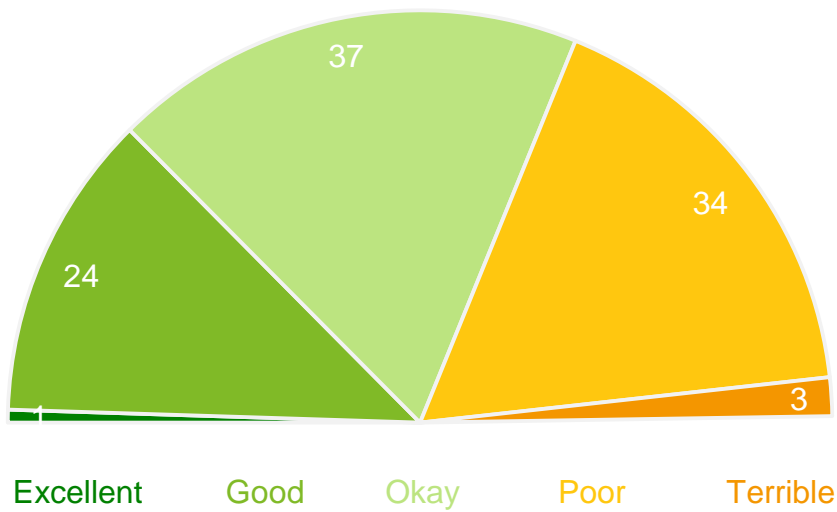
Base: All respondents, excludes 'unsure' and 'no response' (n = 72).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Access to housing that meets your needs

## Performance ratings

% of respondents



46

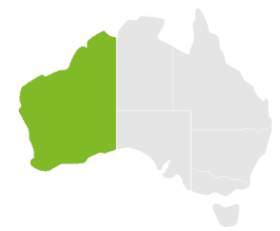
Performance Index Score  
(out of 100)

62%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup	46
WA High	68
WA Average	57
Great Southern High	66
Great Southern Average	52

## Variances across the community

Performance Index Score

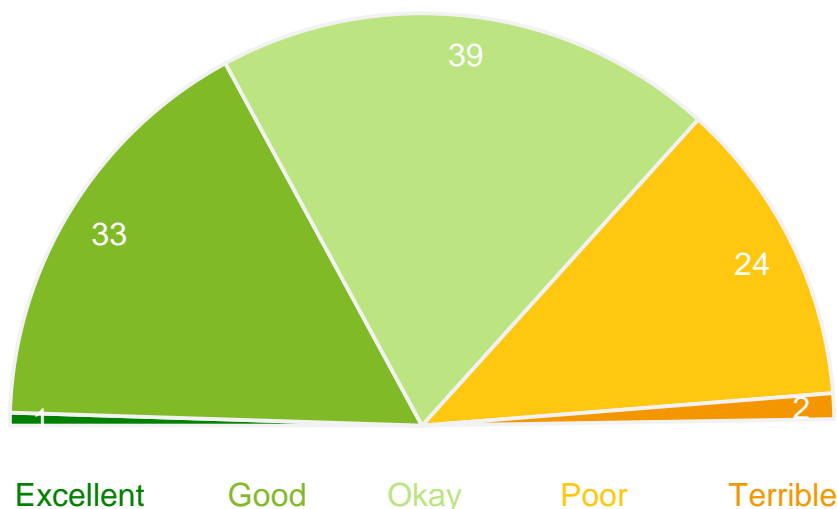
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
46	48	41	49	44	46	56	47	42	30	67	42	49	38	42	50	37

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 76).  
 \* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Streetscapes

## Performance ratings

% of respondents



52

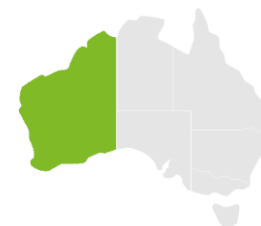
**Performance Index Score**  
(out of 100)

73%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 52

WA High 83

WA Average 54

Great Southern High 62

Great Southern Average 53

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
52	51	52	54	52	51	63	65	50	42	67	50	53	47	47	54	56

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

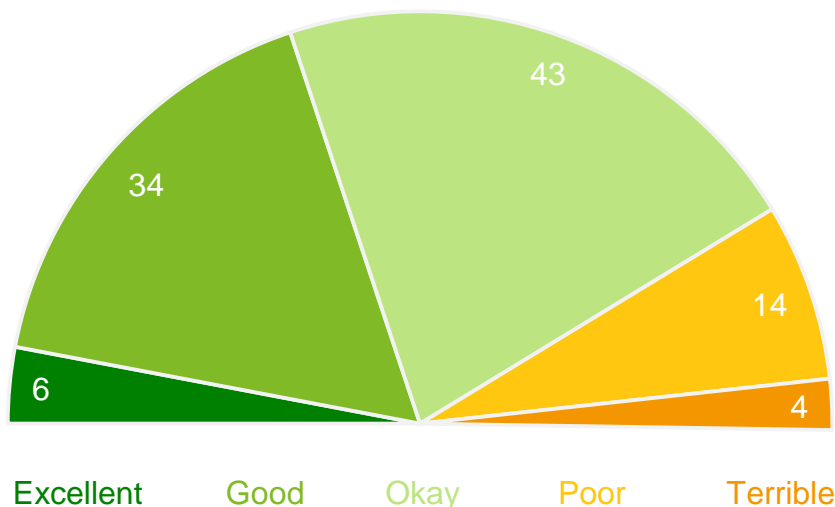
Base: All respondents, excludes 'unsure' and 'no response' (n = 97).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Lighting of streets and public places

## Performance ratings

% of respondents



56

**Performance Index Score**  
(out of 100)

83%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 56

WA High 65

WA Average 56

Great Southern High 64

Great Southern Average 57

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
56	56	56	59	55	57	68	60	50	50	67	56	57	53	46	64	62

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

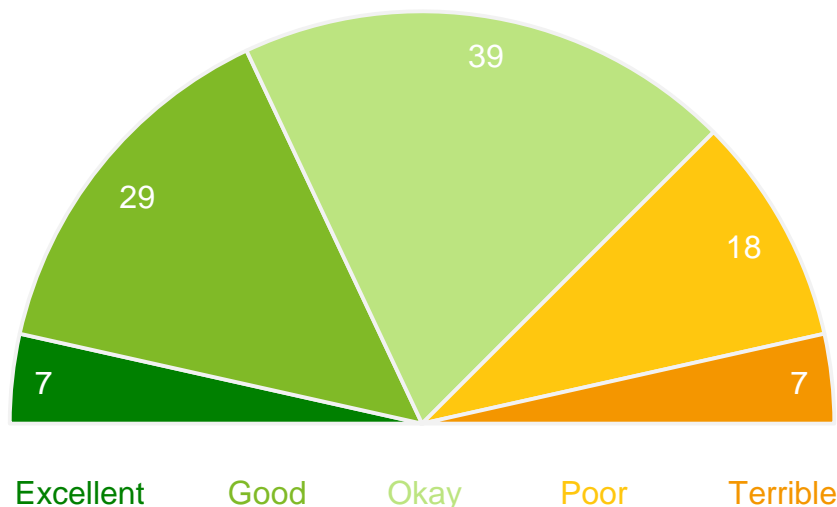
Base: All respondents, excludes 'unsure' and 'no response' (n = 97).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Building and maintaining local roads

## Performance ratings

% of respondents



52

**Performance Index Score**  
(out of 100)

75%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 52

WA High 80

WA Average 53

Great Southern High 62

Great Southern Average 44

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
52	52	53	58	49	51	70	61	42	36	75	53	50	44	49	55	51

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

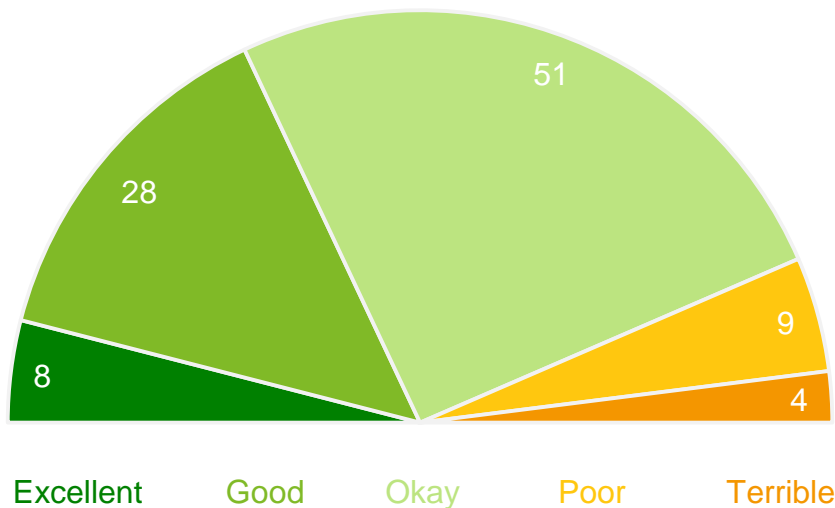
Base: All respondents, excludes 'unsure' and 'no response' (n = 99).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Traffic management on local roads

## Performance ratings

% of respondents



57

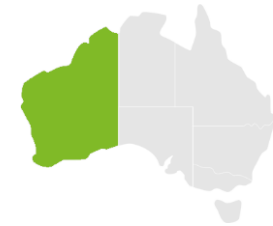
**Performance  
Index Score**  
(out of 100)

87%

**Positive  
rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 57

WA High 67

WA Average 55

Great Southern High 64

Great Southern Average 53

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
57	56	60	59	58	56	70	65	58	41	75	59	53	52	54	61	51

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

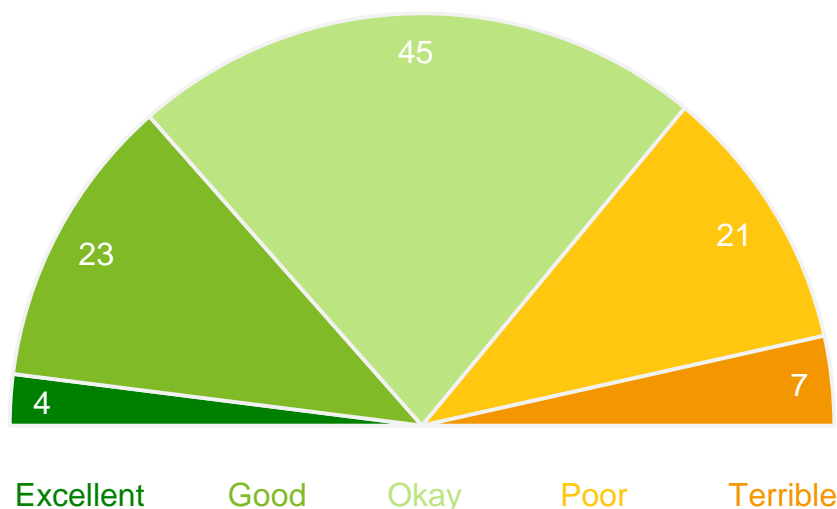
Base: All respondents, excludes 'unsure' and 'no response' (n = 98).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Footpaths, trails and cycleways

## Performance ratings

% of respondents



49

**Performance Index Score**  
(out of 100)

72%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Broomehill-Tambellup 49

WA High 71

WA Average 53

Great Southern High 62

Great Southern Average 52

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years^	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
49	49	51	50	50	48	60	55	40	42	67	51	46	45	48	51	47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 96).

\* Positive Rating = okay + good + excellent ^ small sample size (n<10)

# Overview of Community Variances



# Summary of community variances

Leadership, communication, natural environment and economic development

% of respondents	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
Place to live	64	65	61	66	65	65	70	72	62	64	58	63	68	66	63	64	71
Place to visit	47	45	53	49	45	46	58	52	42	42	50	44	51	48	46	47	46
Governing organisation	61	61	61	64	63	59	72	75	71	51	67	63	61	57	57	65	62
Value for money	48	48	51	48	52	48	60	55	46	35	33	51	48	42	43	51	55
Council's leadership	59	57	65	65	56	57	78	68	71	43	83	60	57	47	48	67	62
Community advocacy	57	55	62	63	54	57	78	67	55	33	75	57	57	49	46	66	53
Regional partners	66	66	63	72	61	63	81	74	75	59	75	69	62	58	56	74	63
Transparency	61	61	60	67	57	58	78	72	65	43	75	64	55	53	54	68	53
Innovation	59	59	60	67	54	58	75	65	67	40	75	60	57	49	51	66	58
Community consultation	58	58	60	62	57	56	75	74	63	48	75	61	54	50	51	64	63
Informing the community	64	64	64	67	65	60	83	75	79	65	75	70	59	54	56	69	74
Website	52	51	56	51	58	52	70	65	50	37	-	54	52	39	48	55	60
Social media	36	35	43	38	37	40	50	50	38	15	-	32	42	21	36	34	33
Customer service	68	68	71	71	68	67	78	77	75	61	67	71	67	69	61	73	72
Conservation	49	49	48	55	44	42	70	63	55	46	67	51	46	33	46	52	46
Sustainable practices	49	49	50	54	44	43	63	55	60	53	67	50	46	33	45	53	47
Climate change	47	45	52	52	42	42	60	46	50	54	67	47	42	43	44	50	34
Waste reduction	50	50	54	56	48	52	54	33	60	53	67	48	54	41	44	54	55
Waste collections	62	61	63	65	60	62	73	64	65	50	67	60	65	57	54	64	75
Animal and pest control	53	52	59	56	51	51	66	60	42	54	67	54	51	54	49	58	43
Natural disaster management	57	55	63	61	54	53	75	71	55	49	67	57	58	51	55	65	37
Economic development	38	37	44	38	42	36	43	49	55	33	58	39	36	33	33	42	33
Agricultural development	49	47	55	53	44	46	61	45	50	52	75	48	46	45	46	54	42
Tourism	37	37	38	38	38	33	53	55	38	24	50	37	38	25	35	39	29
Town centre development	42	42	43	48	39	41	53	52	40	32	58	38	47	35	38	42	47
Goods and services	40	42	33	45	38	38	55	52	46	22	67	38	40	32	34	42	48
Education and training	40	41	35	45	37	39	53	49	42	26	58	38	41	29	31	44	44

# Summary of community variances

Community development and services, art and culture and built environment

% of respondents	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Broomehill	Tambellup	Other areas
Families and children services	50	52	43	54	48	48	63	64	58	38	67	50	49	35	46	50	58
Youth services	33	34	30	40	28	35	40	45	25	23	42	31	37	28	33	30	41
Seniors services	50	51	46	58	45	48	67	62	58	41	75	51	49	49	40	58	54
Disability access	42	43	36	46	41	40	57	53	58	24	67	39	43	29	34	44	48
Health and community services	48	49	45	54	43	44	62	60	54	45	75	48	47	44	39	54	55
Buildings, halls and toilets	64	64	64	64	67	59	80	78	71	67	75	66	62	60	57	68	73
Sport and recreation	78	79	76	84	76	75	95	89	88	76	92	81	76	78	68	86	92
Playgrounds and parks	67	68	64	74	64	68	68	71	75	63	75	66	70	63	64	67	80
Health and wellbeing	46	46	46	52	43	45	58	58	50	31	67	44	48	39	41	50	53
Safety and security	53	53	55	58	52	52	70	68	50	36	67	54	52	50	50	56	53
Library and information	67	67	66	64	71	64	80	76	75	61	75	70	64	59	57	74	74
Festivals, events, art & culture	38	38	35	40	38	35	53	54	35	30	50	36	40	25	38	37	35
History & heritage	46	47	39	47	45	40	58	62	54	53	58	46	44	36	44	45	58
Aboriginal heritage	46	48	39	52	42	40	58	58	60	47	75	45	46	33	43	46	55
Character and identity	48	47	48	51	47	47	58	56	58	35	67	43	53	34	45	49	47
Growth and development	44	44	46	48	43	42	68	58	40	25	67	42	46	35	39	50	35
Planning and building	52	52	49	57	49	51	69	63	44	39	67	51	53	45	45	58	49
Access to housing	46	48	41	49	44	46	56	47	42	30	67	42	49	38	42	50	37
Streetscapes	52	51	52	54	52	51	63	65	50	42	67	50	53	47	47	54	56
Street lighting	56	56	56	59	55	57	68	60	50	50	67	56	57	53	46	64	62
Road maintenance	52	52	53	58	49	51	70	61	42	36	75	53	50	44	49	55	51
Traffic management	57	56	60	59	58	56	70	65	58	41	75	59	53	52	54	61	51
Footpaths and cycleways	49	49	51	50	50	48	60	55	40	42	67	51	46	45	48	51	47



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