



# MARKYT Community Scorecard ©

Prepared for: Shire of Broomehill Tambellup

Prepared by: CATALYSE<sup>®</sup> Pty Ltd ©

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# Strategic overview

## Vision



36

% agree

1% point above Industry Average  
but down 4% points from 2019

## Liveability

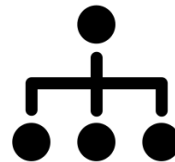


74

Performance Index Score

Up 10 points from 2019 and now  
just 2 points below Industry Average

## Governance



60

Performance Index Score

3 points above Industry Average  
but down 1 point from 2019

## Rates Value



51

Performance Index Score

5 points above Industry Average  
and up 3 points from 2019

### Highest scores

- Sport and recreation facilities and services
- Place to live
- Playgrounds, parks and reserves
- Library services

### Most improved

- Aboriginal recognition and respect
- Social media presence
- Youth services and facilities
- Disability access and inclusion

### Relative to MARKYT® Industry Standards

- Sport and recreation facilities and services
- Public toilets

## Priorities



Building and maintaining local roads



Economic development and job creation



Tourism attractions and marketing



Festivals, events, art and cultural activities



Youth services and facilities



Town centre development / activation



Community safety and crime prevention



Seniors' services, facilities and care



Access to housing

# Approach

# Purpose



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

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

## MARKYT Community Scorecard

The Shire of Broomehill Tambellup commissioned a MARKYT® Community Scorecard to:

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



**Strategic  
Community Plan  
2018-2028**



*"THE ROAD AHEAD WILL REFLECT THE SPIRIT THAT DRIVES THE  
COMMUNITY WHO TRAVEL TOGETHER TOWARD A SHARED FUTURE"*

# The Study

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

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

CATALYSE® sent email invitations to the Shire's customer contacts, and the Shire provided supporting promotions through its communication channels, including social media.

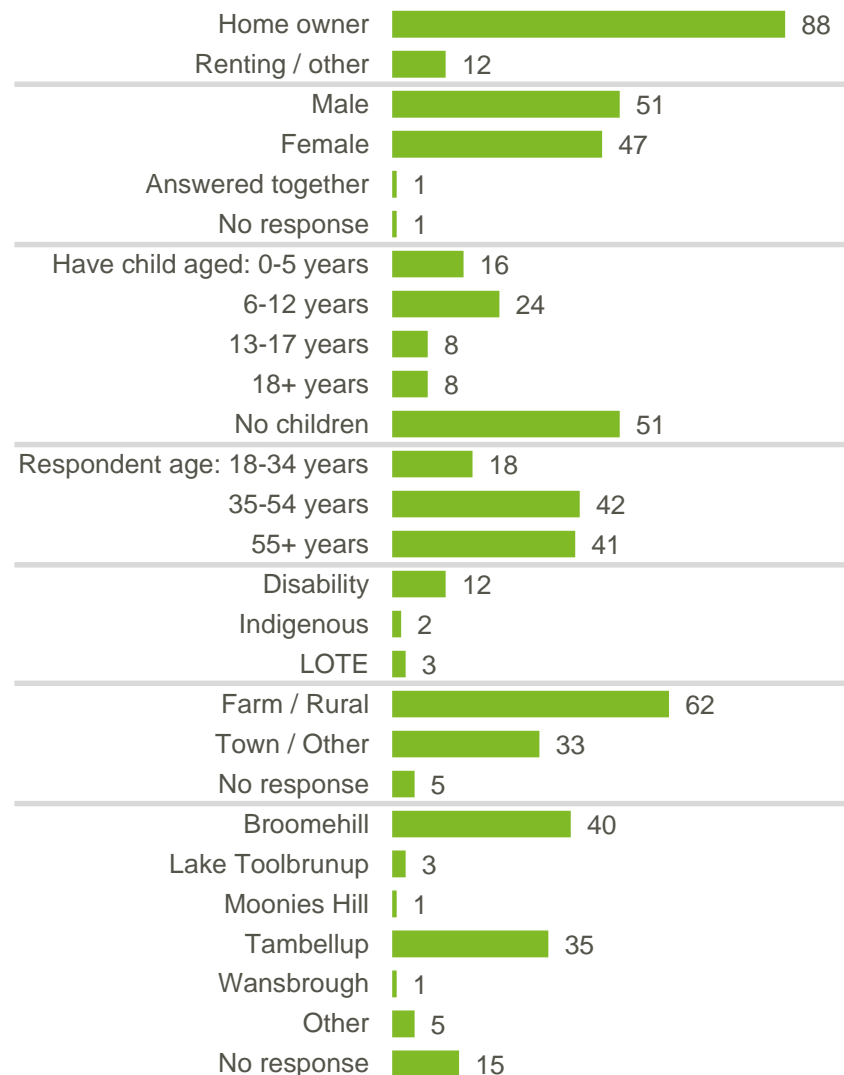


The scorecard was open from 26 July to 13 August 2021.

The scorecard was completed by **93 local residents** and 6 Shire affiliates (councillors or staff). Resident 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 resident respondents (weighted)



\* LOTE: Mainly speak a language other than English at home



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

## Metropolitan



## Regional



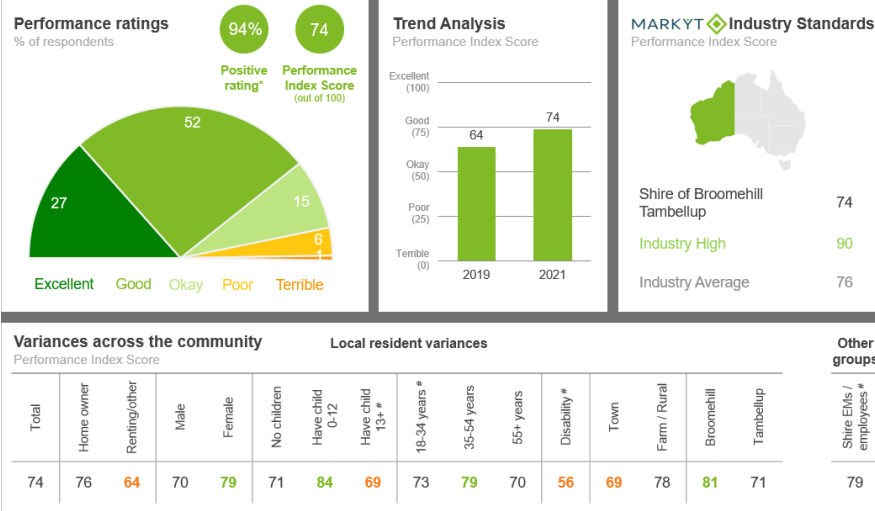


# How to read the following charts

## Performance Ratings

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

**Trend analysis** shows how performance varies over time.



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

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

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

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

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

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

Overall Performance

# Place to live

## Performance ratings

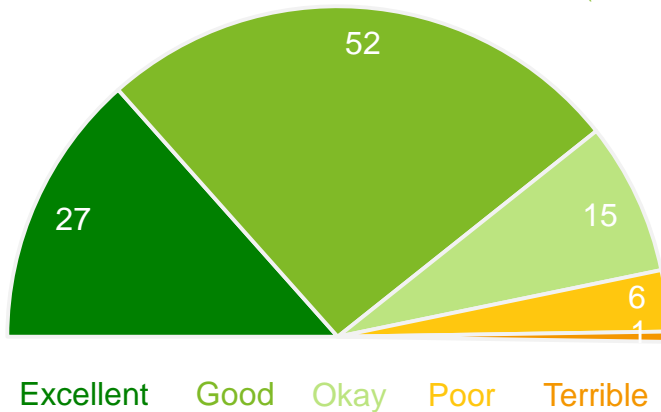
% of respondents

94%

74

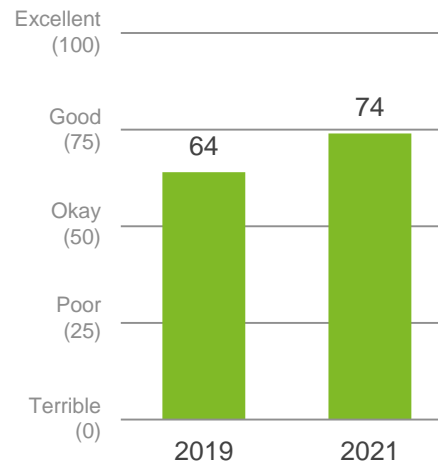
Positive  
rating\*

Performance  
Index Score  
(out of 100)



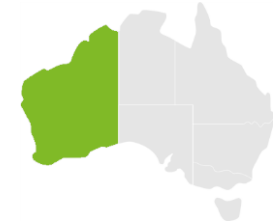
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

74

Industry High

90

Industry Average

76

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
74	76	64	70	79	71	84	69	73	79	70	56	69	78	81	71	79

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 93). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Place to own or operate a business (compared to other regional towns)

## Performance ratings

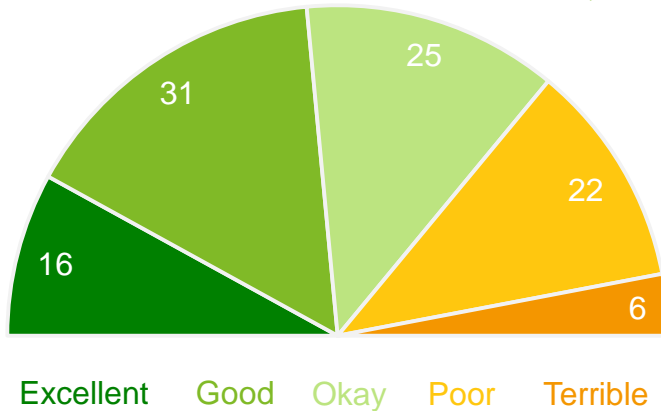
% of respondents

72%

57

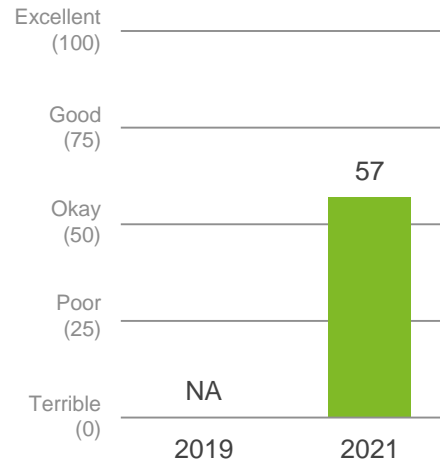
Positive  
rating\*

Performance  
Index Score  
(out of 100)



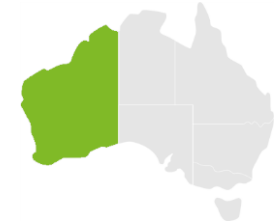
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

57

Industry High

71

Industry Average

59

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
57	58	49	54	61	52	71	50	48	69	46	34	39	66	62	53	75

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 84). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Place to visit

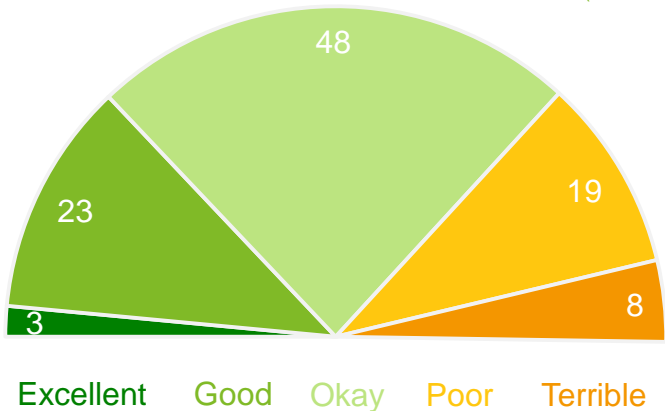
## Performance ratings

% of respondents



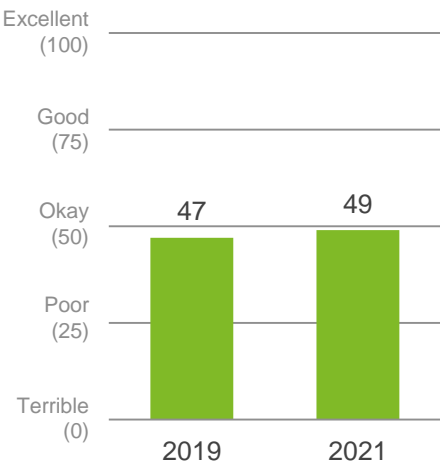
Positive rating\*

Performance Index Score (out of 100)



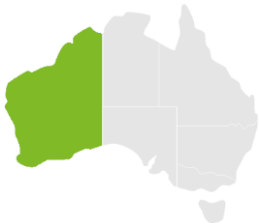
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill Tambellup	49
Industry High	88
Industry Average	70

## Variances across the community

Performance Index Score

### Local resident variances

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup
49	50	38	47	51	48	56	40	42	50	50	28	37	55	55	42

### Other groups

Shire EMs / employees #
58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 92). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Governing organisation

## Performance ratings

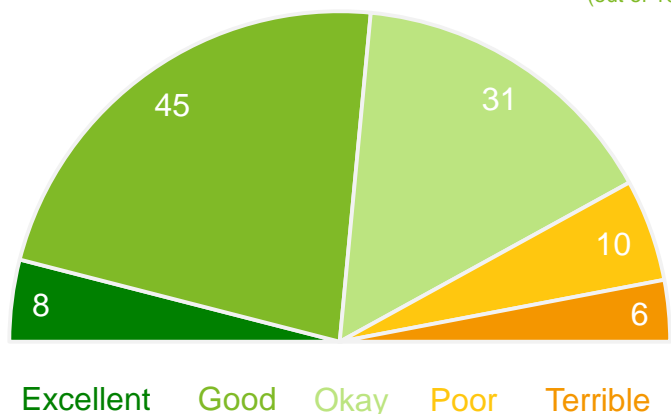
% of respondents

84%

60

Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

60

Industry High

70

Industry Average

57

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
60	62	43	57	65	59	68	55	58	67	54	35	49	66	62	62	75

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 90). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)



# Value for money from Council rates

## Performance ratings

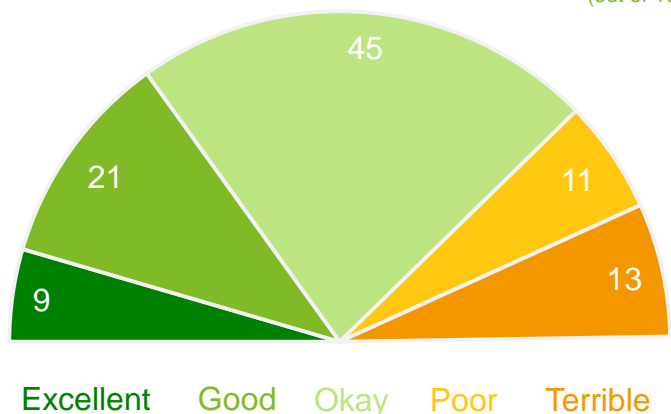
% of respondents

75%

51

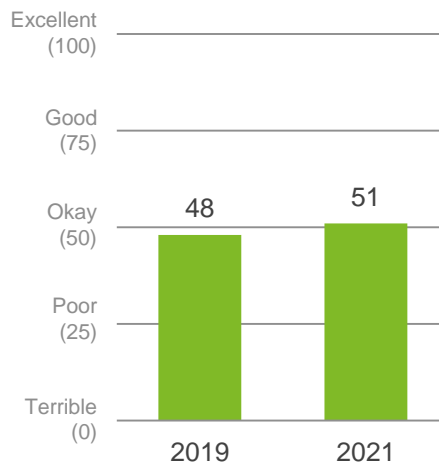
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

51

Industry High

63

Industry Average

46

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
51	52	29	48	54	51	55	43	43	56	48	35	46	54	49	57	75

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 86). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

MARKYT  industry comparisons

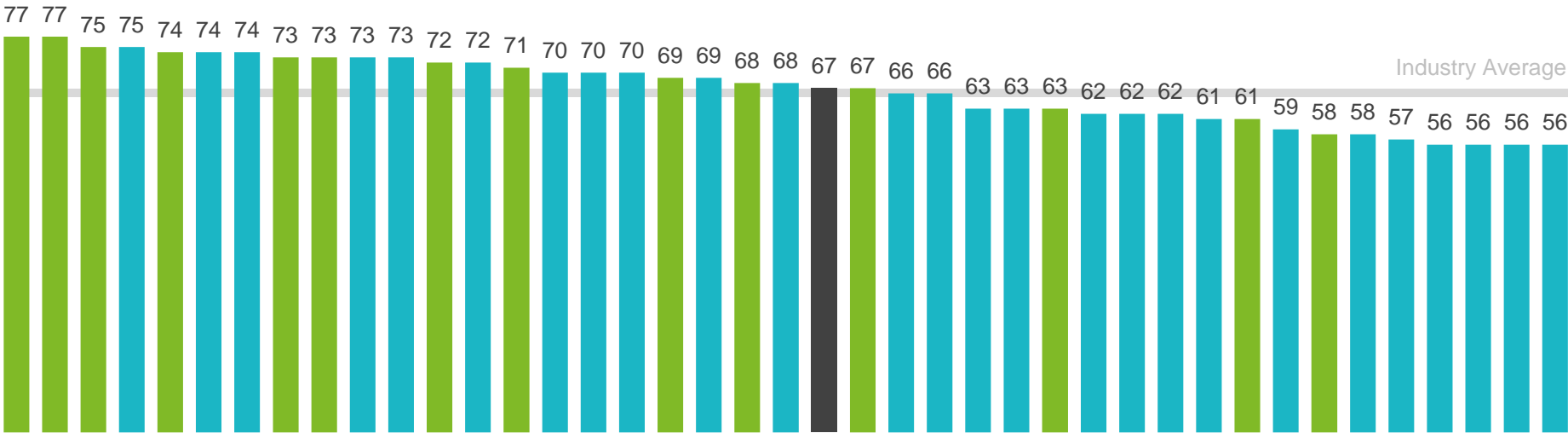
# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Shire of Broomehill Tambellup as a 'place to live' and as a 'governing organisation'. The Shire of Broomehill Tambellup's overall performance index score is 67 out of 100, on par with the industry standard for Western Australia.

## Overall Performance Index Score

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

- Shire of Broomehill Tambellup
- Metropolitan Councils
- Regional Councils



MARKYT

Industry Standards

Performance Index Score

Shire of Broomehill Tambellup

67

Industry High

77

Industry Average

67

# 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.

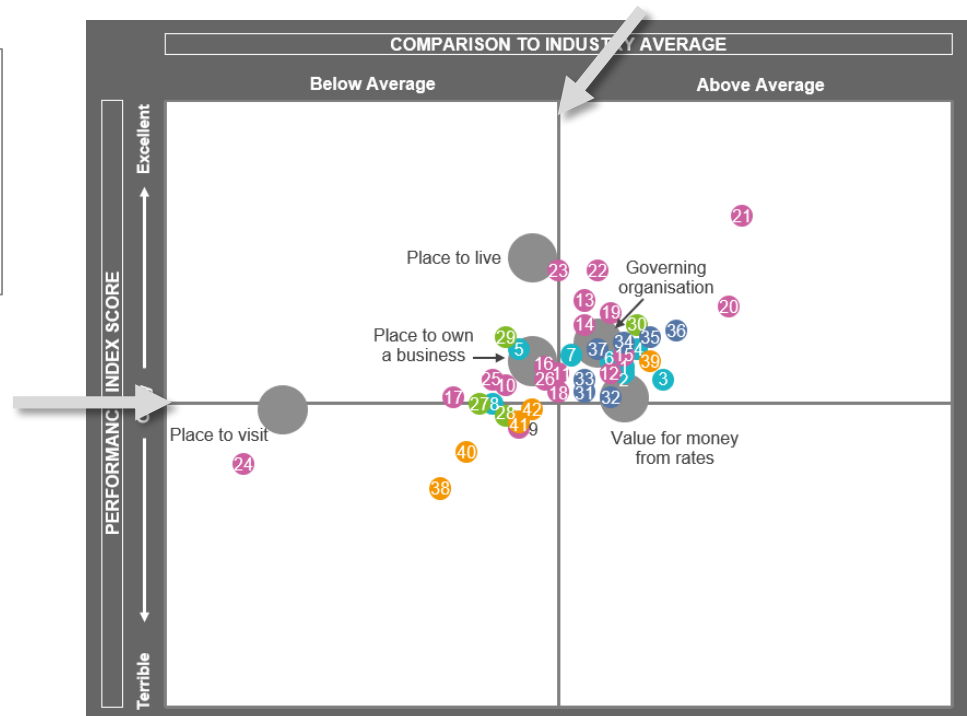
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

Services are grouped in five areas:

- Governance
- Community
- Planet
- Place
- Economy

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

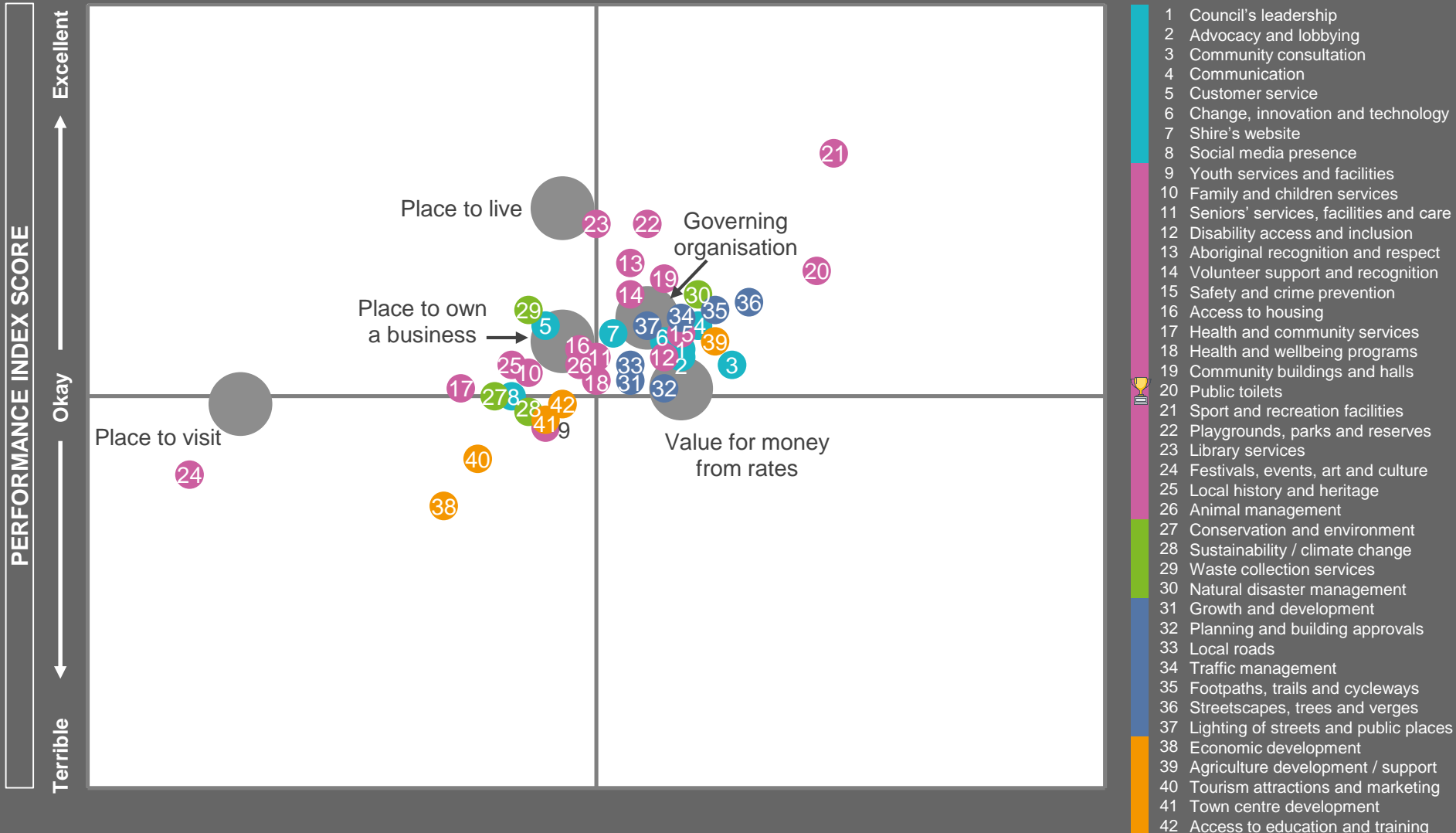
Councils aim to be on the right side of this line, with performance ABOVE the MARKYT® Industry Average.



# MARKYT Benchmark Matrix

## COMPARISON TO INDUSTRY AVERAGE

 Industry Leader



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

MARKYT  community trends



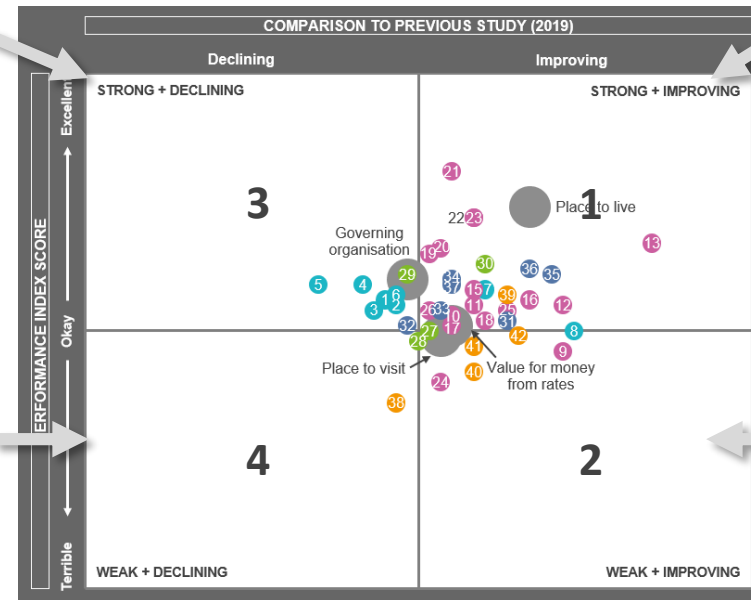
The MARKYT® Community Trends Window shows trends in performance over the past 2 years.

**Window 3** includes higher performing services in decline. **Arrest decline** for:

- Customer service
- Communication
- Consultation
- Council's leadership

**Window 4** includes lower performing areas in decline. The **main concern** is:

- Economic development and job creation



**Window 1** includes higher performing areas that have improved. **Stand-out improvers** are:

- Place to live
- Aboriginal recognition and respect
- Disability access and inclusion
- Footpaths, trails and cycleways
- Streetscapes, trees and verges
- Access to housing

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

- Social media presence
- Youth services and facilities
- Access to education and training
- Town centre development
- Tourism attractions and marketing

# MARKYT Community Trends Window

## COMPARISON TO PREVIOUS STUDY (2019)



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

\* Performance areas in grey have no trend data.

MARKYT  community priorities

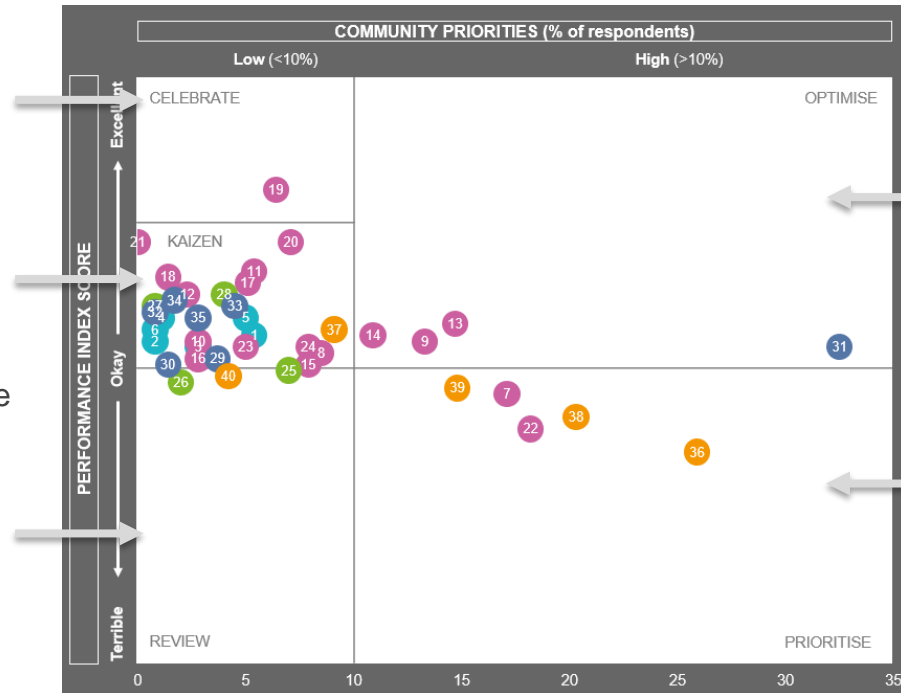
# How to read the MARKYT Community Priorities

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

**CELEBRATE** the Shire's highest performing areas.

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

**REVIEW** lower performing areas.



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

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

Services are grouped in five areas:

- Governance
- Community
- Planet
- Place
- Economy

# MARKYT Community Priorities

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

PERFORMANCE INDEX SCORE

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

REVIEW

PRIORITISE

- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 Community consultation
- 4 Communication
- 5 Customer service
- 6 Change, innovation and technology
- 7 Youth services and facilities
- 8 Family and children services
- 9 Seniors' services, facilities and care
- 10 Disability access and inclusion
- 11 Aboriginal recognition and respect
- 12 Volunteer support and recognition
- 13 Safety and crime prevention
- 14 Access to housing
- 15 Health and community services
- 16 Health and wellbeing programs
- 17 Community buildings and halls
- 18 Public toilets
- 19 Sport and recreation facilities
- 20 Playgrounds, parks and reserves
- 21 Library services
- 22 Festivals, events, art and culture
- 23 Local history and heritage
- 24 Animal management
- 25 Conservation and environment
- 26 Sustainability / climate change
- 27 Waste collection services
- 28 Natural disaster management
- 29 Growth and development
- 30 Planning and building approvals
- 31 Local roads
- 32 Traffic management
- 33 Footpaths, trails and cycleways
- 34 Streetscapes, trees and verges
- 35 Lighting of streets and public places
- 36 Economic development
- 37 Agriculture development / support
- 38 Tourism attractions and marketing
- 39 Town centre development
- 40 Access to education and training

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

Q. Which areas would you most like the Council to focus on improving? Base: All respondents, excludes no response (n = 90)

# Word cloud



## Community Voices

*Important to maintain & upgrade all local roads. Maintain a local workforce & capability.*

*Local roads. Gravel and sealed roads need to be managed in such a way that they are addressed at the ideal time before issues arise instead of retrospectively.*

*More need to increase road widths and verges (gutter and suckers need clearing).*

*Old narrow culverts to be widened on narrow roads to allow 2 vehicles to pass safely over culverts and for the culverts on gravel roads to be maintained when grading to prevent blockages.*

*Pay professionals to do the roads so they might last longer.*

*Roads - need to be graded wider and trees stopped from growing on barriers. All pipes are blocked and broken by graders. Water runs down middle of roads.*

*Roads desperately need some attention and not just adding to the road which makes it un level and pulls your car into the verge. Especially when wet!!*

*As a user of gravel roads daily, attention needs to be made to local gravel roads, as well as drainage issues especially with the wet winter we have experienced!!!*

*Keep roads in good condition and always improving where they can.*

*This is a given. It will always be a priority.*



## Word cloud



## Community Voices

### Sample of comments from MARKYT® VoiceBank

*Assist, where possible, projects that will create employment.*

*Better advertising of the BEC and perhaps relocate it to the town centre. Targeted lobbying of 1 or 2 businesses to establish themselves in Tambellup or a satellite. (ie putting machinery together for machinery dealers, part of the sheep supply industry).*

*Economic development. New industries need to be encouraged to come here (not easy). Farming isn't enough anymore as it is supplying less and less business and people.*

*Encourage business, advertising.*

*Encourage new businesses into district. Open cheap land and light industrial area.*

*Job Creation.*

*Population decline - Jobs.*

*Roadhouse. Tavern.*

*Some form of employment for local adults/youth. (So they don't have to get unemployment benefits) or part thereof.*

*They need to advertise the area focusing on bringing in new businesses.*

*Try and bring new business into town which is hard but with help from the Shire I think it's possible.*

## Word cloud



## Community Voices

### Sample of comments from MARKYT® VoiceBank

*Broomehill needs a bit of a facelift. The Museum looks great and more to promote this would be good.*

*Encourage small business to set up in town - make a plan and support.*

*Get rid of old buildings - old houses and old shops.*

*looks good, but nothing happening. maybe more touristy art shops, tea rooms, encourage artists etc, other wee towns like Cowaramup for example.*

*Maintaining infrastructure and buildings to promote business and people to live in Broomehill.*

*More footpaths and town beautification other than rocks and grass trees. Trimming of trees that shed copious amounts of leaves into private gardens and gutters.*

## Word cloud



## Community Voices

### Sample of comments from MARKYT® VoiceBank

*Beautification of the newer area. Such an unused area. Repainting of river signs. More tourist information available from CRC or Shire. Completion of lookout on railway tank stand.*

*Develop caravan park in Tambellup. Identify and promote reasons to stop in the towns of Broomehill and Tambellup.*

*Developing or reinstating a family friendly establishment for the community to gather and meet for meals and events other than the sports centre so it can be used as a tourist attraction also.*

*Ensure that there are places for people to visit and stay as they travel the Great Southern.*

*Promote tourism. Installation of a secure caravan park with bathroom facilities. Then promote tourism and events on beautiful Gordon Riber. To employ a promotions officer/company would be advisable to promote a 'dying' town.*

*"Putting money into chalets or upgrading the caravan site. Think-tank on tourism attractions and integrating the use of available local businesses and the community."*

*Promote and encourage visitors to the Holland Track by more than just improving the museum. Improve the Holland track entrance/ beginning by maybe building (supporting the building) of a large /giant monument of sorts at the entrance or in town re Holland Track.*

*There is no reason for traveller to want to visit Tambellup. We need a tourist attraction. Katanning has all ages playground. What can we offer?*

## Word cloud



## Community Voices

### Sample of comments from MARKYT® VoiceBank

*A festival or event to celebrate living in Broomehill -Tambellup and encourage visitors to the shire.*

*Community events and any festivals that are or were celebrated in the past. Especially in the summers/autumn seasons.*

*Encourage events, marketing.*

*More market days, Tambellup Show.*

*Need more events, festivals to attract people to the region.*

*No hotel in either town. Need to develop more events to make accommodation, food and liquor business to be sustainable. Attract an annual conference event to utilize the Tambellup Pavilion and other meeting rooms. Crop updates or something similar.*

*Support community groups to develop events - don't need to be the doer, just support and encourage community participation.*

*They need to create things that bring people to the area and put Tambellup on the map no one has ever heard of it.*

Word cloud



Community Voices

Sample of comments from MARKYT® VoiceBank

*A drop-in centre maybe that can be accessed after school and weekends.*

*Better skate parks, after school activities, school holiday activities.*

*Employ Shire youth workers. Build more public areas, water park, bike tracks.*

*How about a basketball court? Kids here have nothing to do. No chance of employment and turn to petty crime and vandalism because they are bored.*

*More outside helping hands and businesses for the youth.*

*Programs to interest our youth on community pride.*

*Provide more activities for the youth living in the townships.*

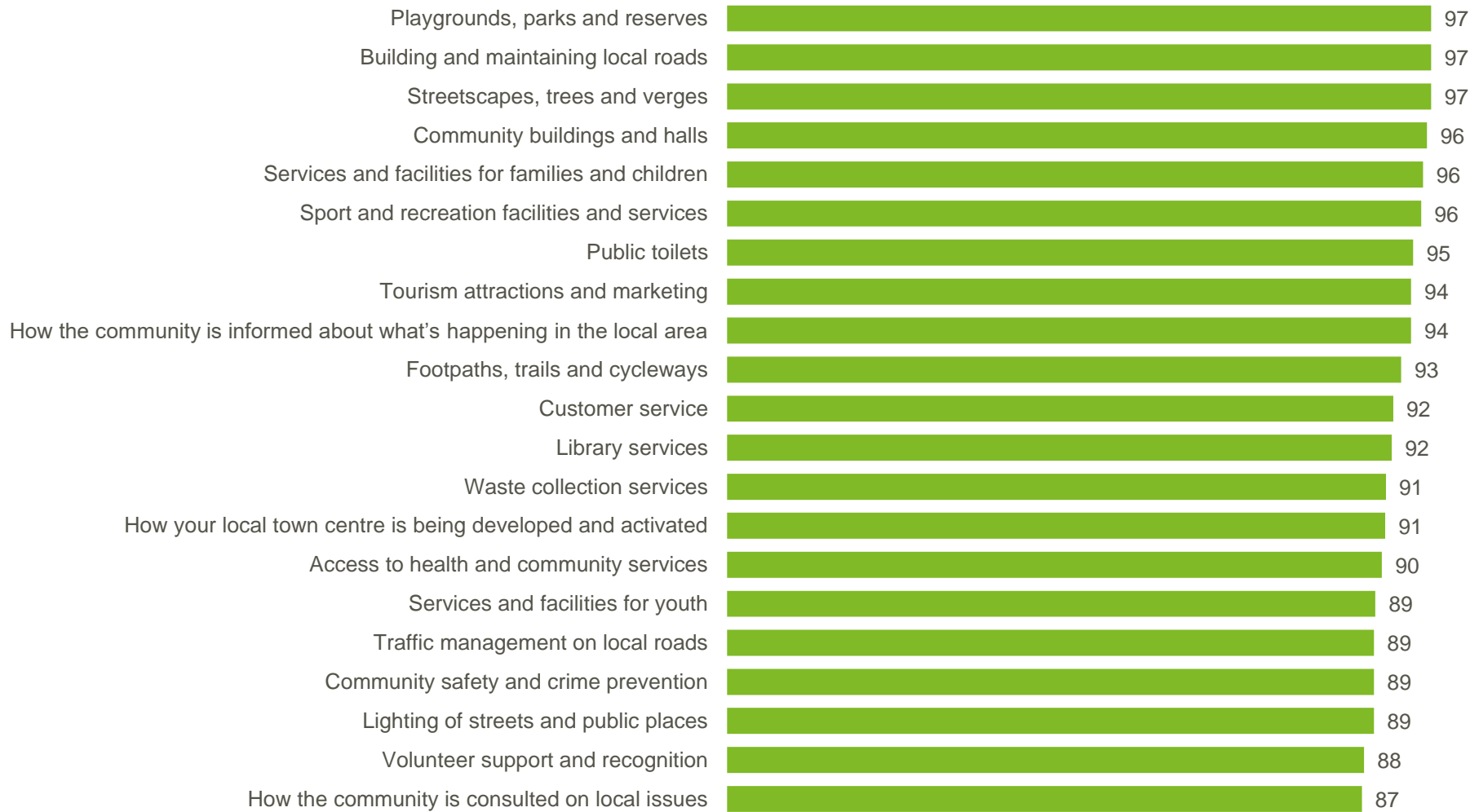
Familiarity with local services and facilities



# Familiarity with local services and facilities

## Higher levels of familiarity

% of respondents who were familiar with service area



# Familiarity with local services and facilities

## Lower levels of familiarity



# Governance and communication

# Council's leadership

## Performance ratings

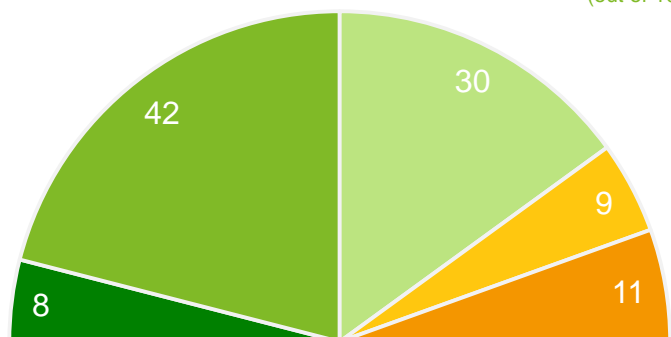
% of respondents

80%

56

Positive  
rating\*

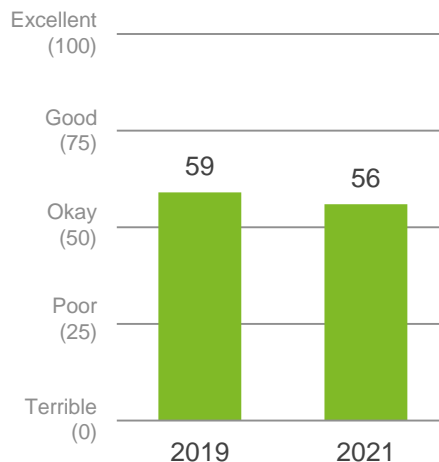
Performance  
Index Score  
(out of 100)



Excellent Good Okay Poor Terrible

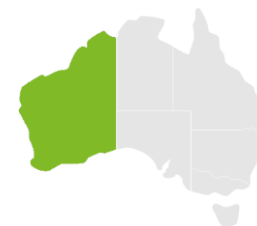
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

56

Industry High

67

Industry Average

51

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
56	58	38	52	64	51	70	52	64	63	48	14	45	64	57	56	75

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

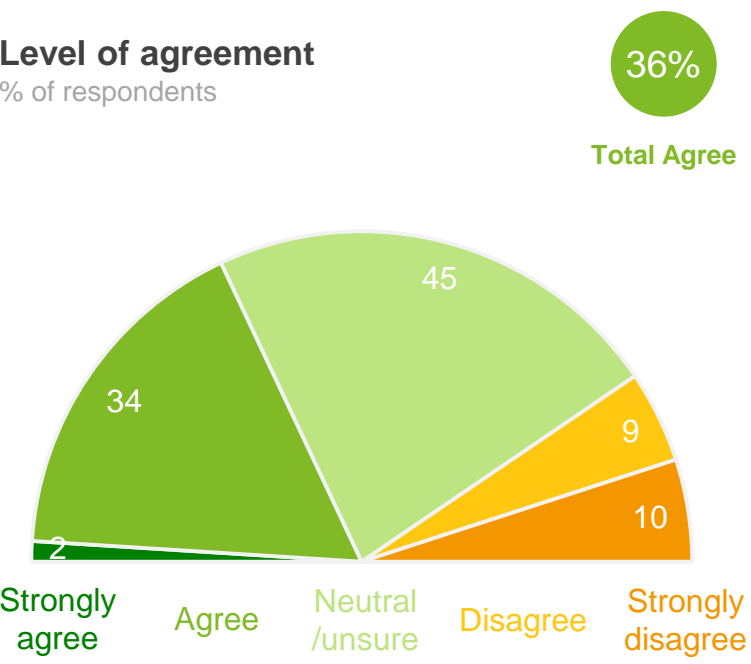
Base: All respondents, excludes 'unsure' and 'no response' (n = 81). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# My local shire has developed and communicated a clear vision for the area

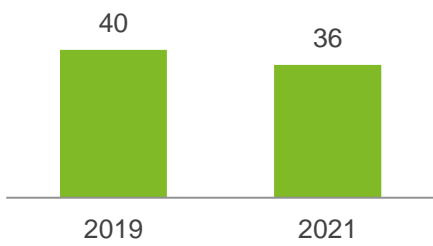
## Level of agreement

% of respondents



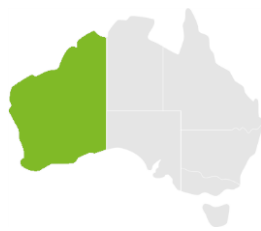
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broomehill Tambellup	36
Industry High	58
Industry Average	35

## Variances across the community

% agree

## Local resident variances

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup
36	40	5	35	38	41	40	20	50	32	35	0	20	46	39	35

## Other groups

Shire EMs / employees #
67

Q. How strongly do you agree or disagree with the following statements?  
 Base: All respondents, excludes 'no response' (n = 91). # Small base size (<20 respondents)

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

## Performance ratings

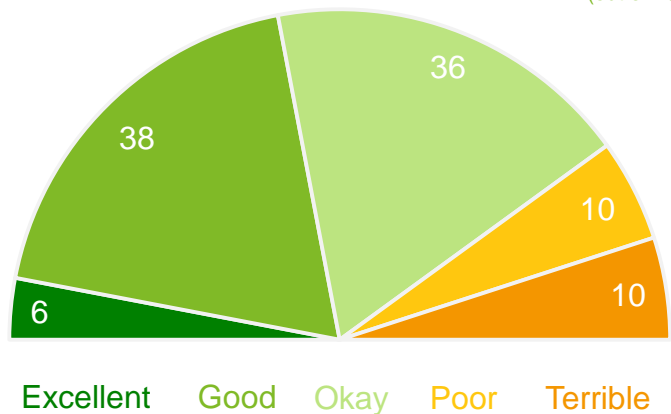
% of respondents

80%

55

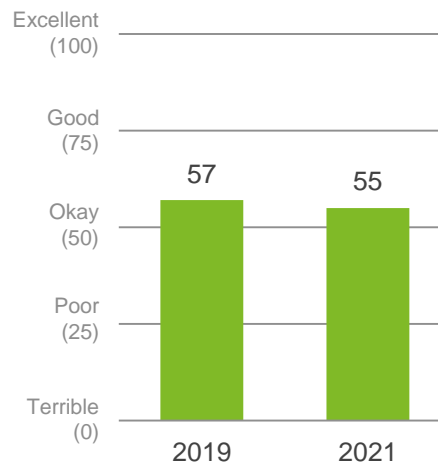
Positive rating\*

Performance Index Score (out of 100)



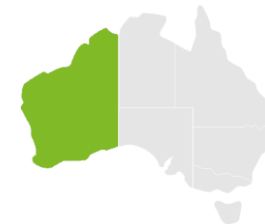
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

55

Industry High

64

Industry Average

50

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
55	57	34	52	59	54	61	47	59	61	47	16	41	63	55	55	75

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

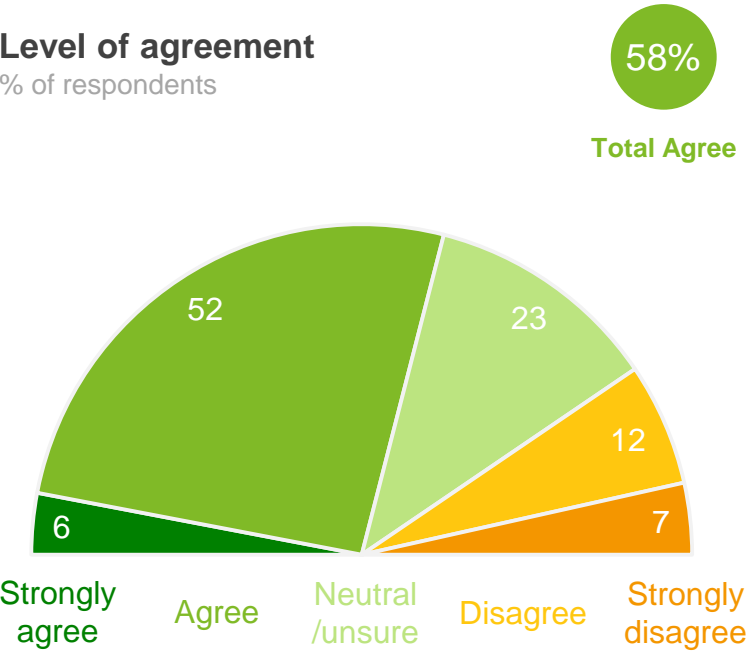
Base: All respondents, excludes 'unsure' and 'no response' (n = 74). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# My local shire has a good understanding of community needs

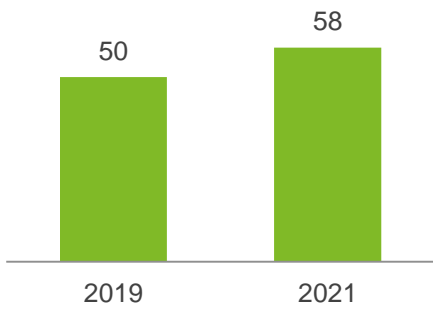
## Level of agreement

% of respondents



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broomehill Tambellup	58
Industry High	61
Industry Average	35

## Variances across the community

% agree

## Local resident variances

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup
58	60	39	57	59	57	73	40	58	68	47	18	34	71	62	60

## Other groups

Shire EMs / employees #
100

Q. How strongly do you agree or disagree with the following statements?  
 Base: All respondents, excludes 'no response' (n = 91). # Small base size (<20 respondents)

# How the community is consulted on local issues

## Performance ratings

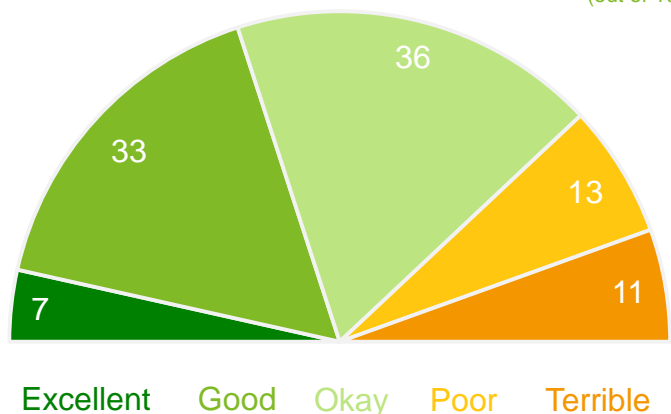
% of respondents

76%

54

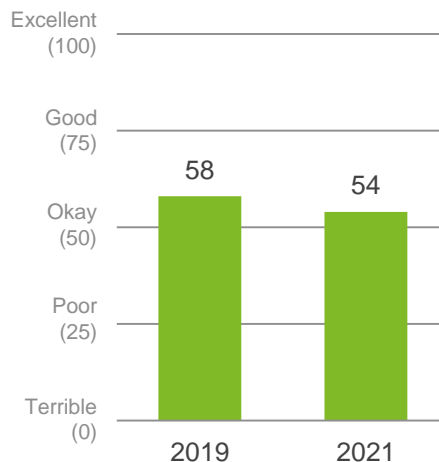
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

54

Industry High

62

Industry Average

46

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
54	55	38	48	61	50	65	51	61	58	46	24	41	62	57	51	79

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 81). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)



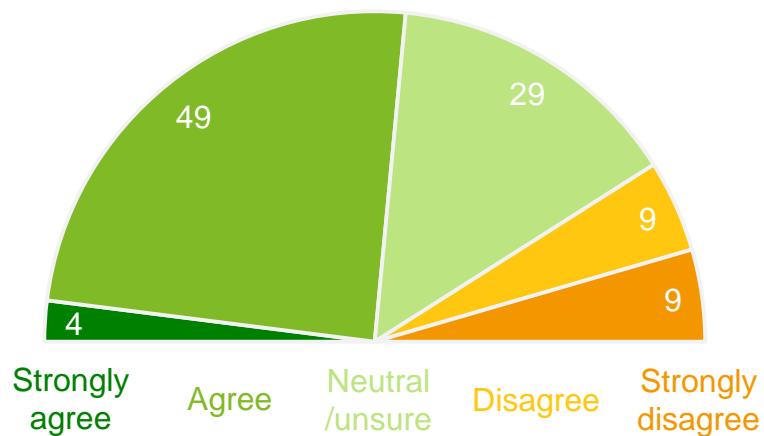
# My local shire listens to and respects residents' views

## Level of agreement

% of respondents

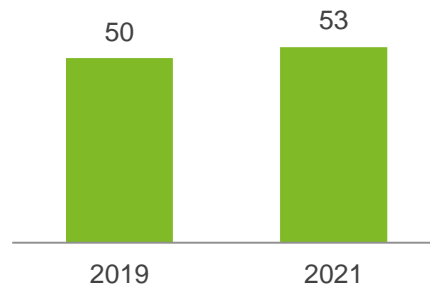
53%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broomehill  
Tambellup

53

Industry High

55

Industry Average

34

## Variances across the community

% agree

### Local resident variances

### Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
53	54	47	47	61	48	74	40	75	52	46	18	38	62	56	53	83

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

Base: All respondents, excludes 'no response' (n = 91). # Small base size (<20 respondents)

# How the community is informed about what's happening in the local area

## Performance ratings

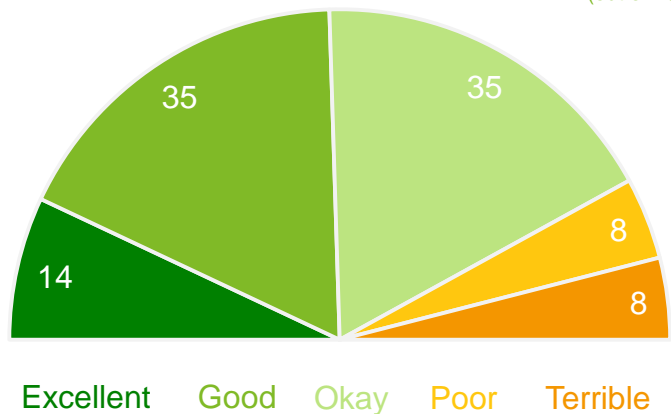
% of respondents

84%

59

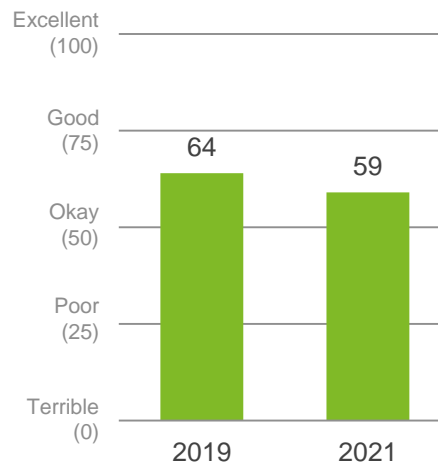
Positive rating\*

Performance Index Score (out of 100)



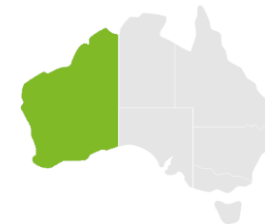
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

59

Industry High

69

Industry Average

53

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
59	60	51	54	67	56	70	55	71	61	53	26	48	66	65	56	79

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 88). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Customer service

## Performance ratings

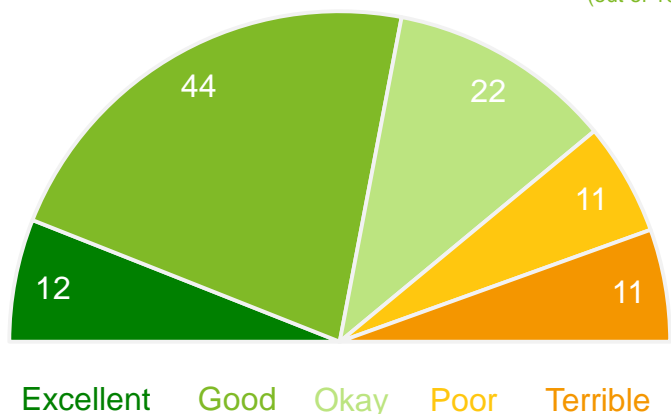
% of respondents

78%

59

Positive  
rating\*

Performance  
Index Score  
(out of 100)



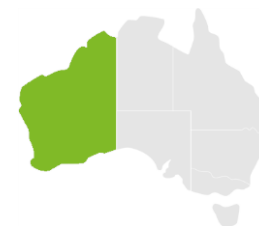
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

59

Industry High

74

Industry Average

62

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
59	59	53	50	71	54	69	55	70	59	55	32	50	64	67	57	71

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 85). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# How the Shire embraces change, innovation and new technology

## Performance ratings

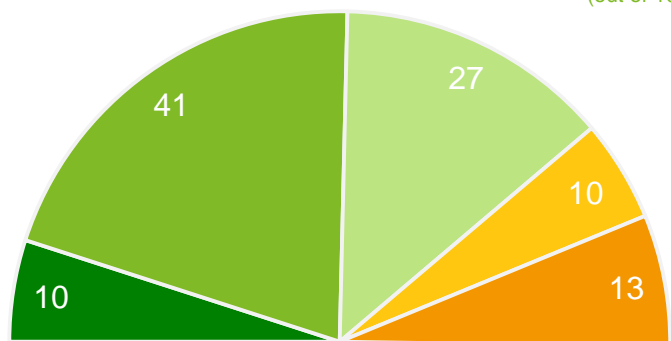
% of respondents

78%

57

Positive rating\*

Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

57

Industry High

65

Industry Average

53

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
57	58	44	55	60	54	67	51	57	64	48	22	40	66	61	56	65

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 68). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Shire's website

## Performance ratings

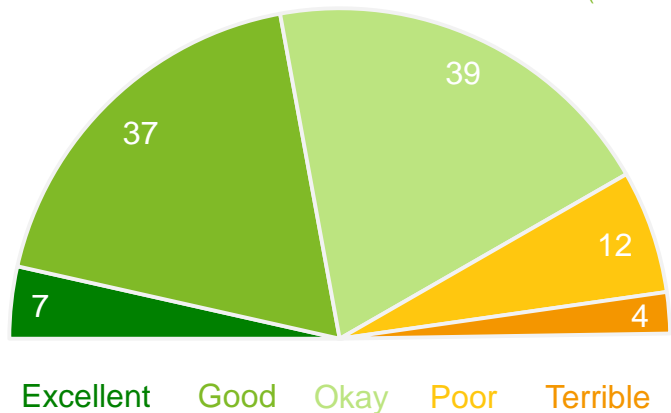
% of respondents

83%

58

Positive  
rating\*

Performance  
Index Score  
(out of 100)



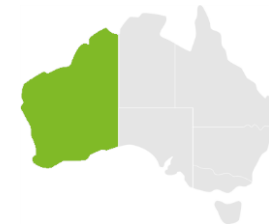
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

58

Industry High

68

Industry Average

57

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
58	59	50	51	68	54	66	60	56	62	54	39	50	63	59	60	75

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 61). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Social media presence (Facebook, Instagram, etc)

## Performance ratings

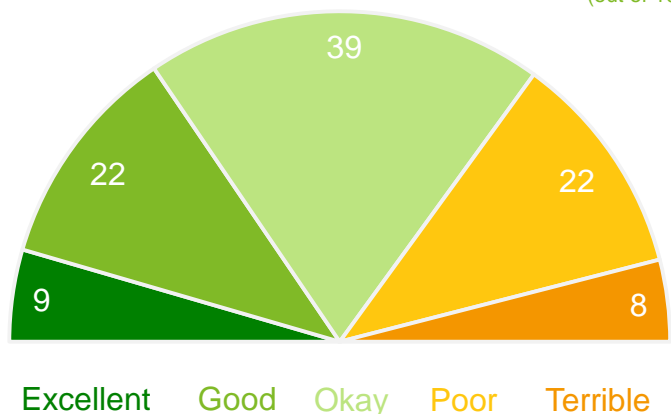
% of respondents

70%

50

Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

50

Industry High

66

Industry Average

55

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
50	52	37	44	61	44	64	53	64	48	44	34	37	57	55	43	81

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 50). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Community Development

# Services and facilities for youth

## Performance ratings

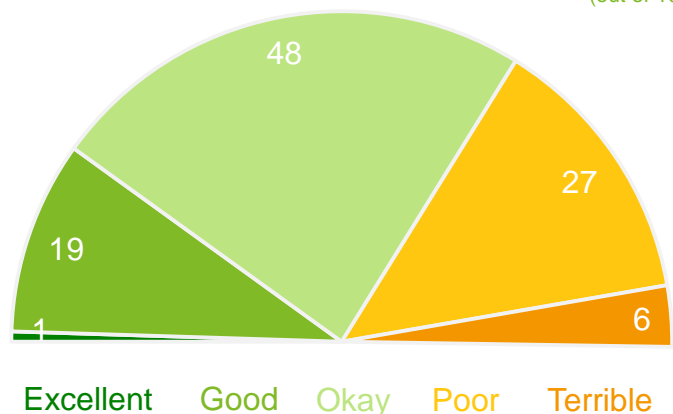
% of respondents

68%

46

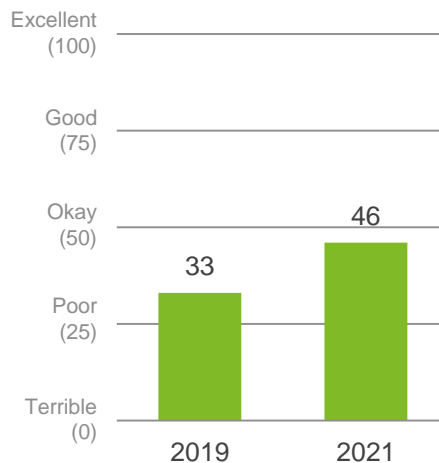
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

46

Industry High

66

Industry Average

49

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
46	46	46	48	44	44	51	43	45	48	44	32	38	50	49	43	40

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 83). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)



# Services and facilities for families and children

## Performance ratings

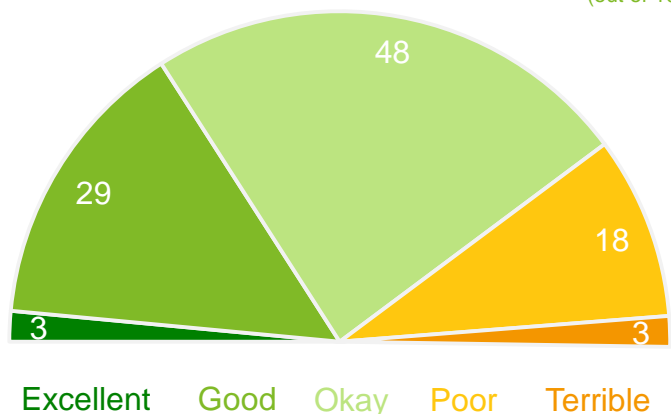
% of respondents

80%

53

Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

53

Industry High

67

Industry Average

57

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
53	53	50	49	57	52	56	50	54	54	50	31	49	55	55	55	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 89). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Services, facilities and care available for seniors

## Performance ratings

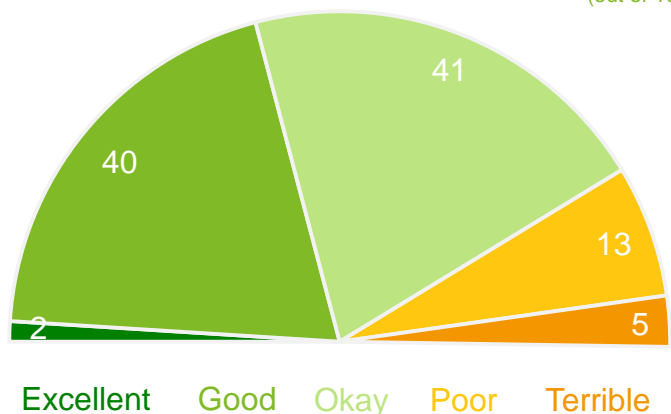
% of respondents

83%

55

Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

55

Industry High

68

Industry Average

55

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
55	55	58	54	57	55	57	52	70	56	49	38	47	60	50	58	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 77). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Disability access and inclusion

## Performance ratings

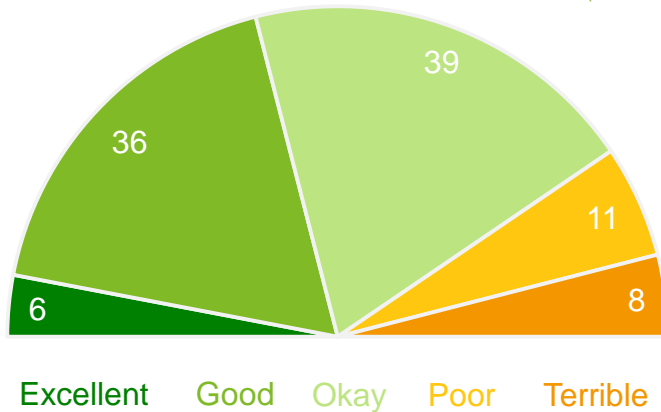
% of respondents

81%

55

Positive  
rating\*

Performance  
Index Score  
(out of 100)



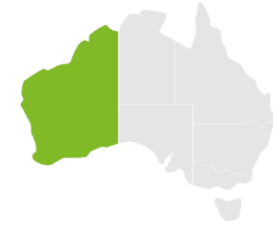
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

55

Industry High

65

Industry Average

51

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
55	55	52	54	57	54	57	53	75	52	50	27	45	62	52	53	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 76). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Recognition and respect for Aboriginal cultures and heritage

## Performance ratings

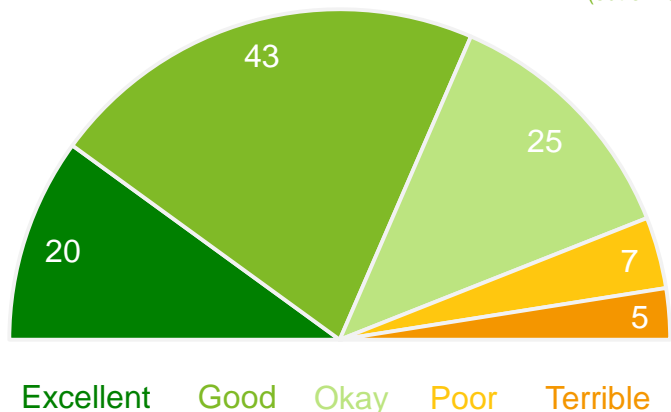
% of respondents

88%

67

Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

67

Industry High

72

Industry Average

65

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
67	68	59	67	68	64	73	65	79	73	55	50	60	72	65	68	63

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

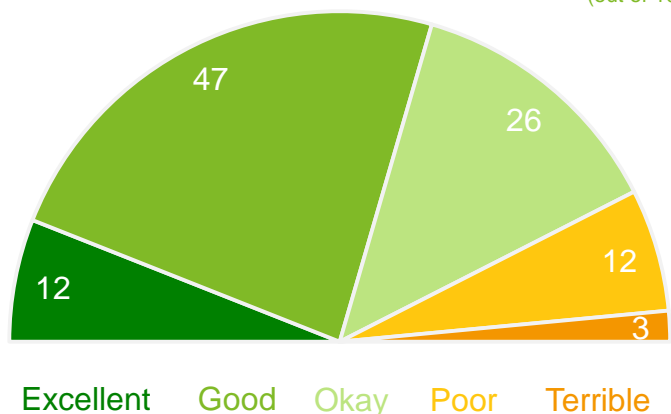
Base: All respondents, excludes 'unsure' and 'no response' (n = 79). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Volunteer support and recognition

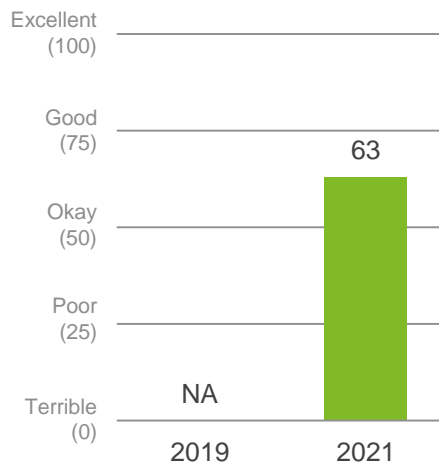
## Performance ratings

% of respondents



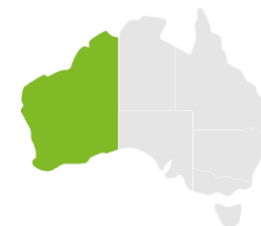
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

63

Industry High

68

Industry Average

61

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
63	63	63	61	66	60	70	60	75	64	58	40	54	68	64	66	71

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

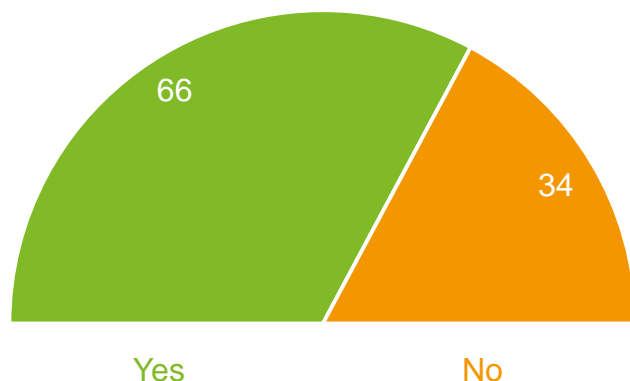
Base: All respondents, excludes 'unsure' and 'no response' (n = 82). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Volunteering

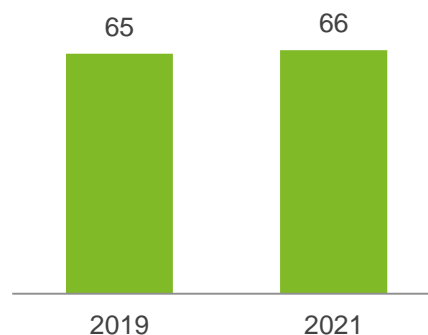
Over the past 12 months, have you done any unpaid voluntary work?

% of respondents



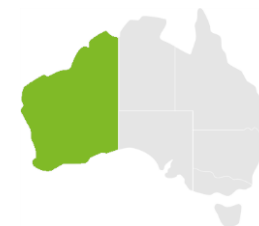
## Trend Analysis

% yes



## MARKYT Industry Standards

% yes



Shire of Broomehill Tambellup	66
Industry High	81
Industry Average	61

## Variances across the community

% yes

### Local resident variances

### Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
66	69	39	69	62	61	83	49	67	68	63	49	44	78	79	62	83

Q. Over the past 12 months, have you done any unpaid voluntary work?

Base: All respondents, excludes 'no response' (n = 88). # Small base size (<20 respondents)

# Community Wellbeing

# Community safety and crime prevention

## Performance ratings

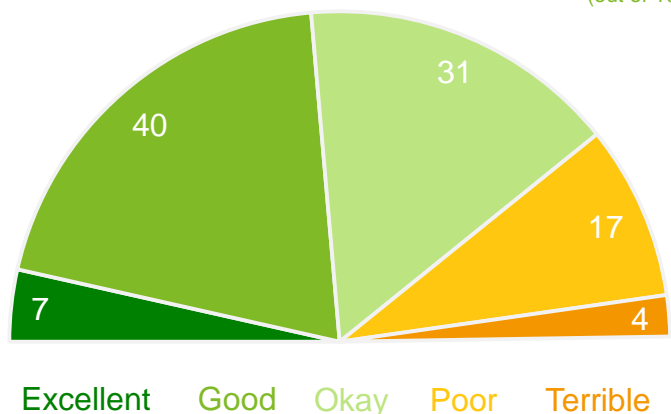
% of respondents

78%

58

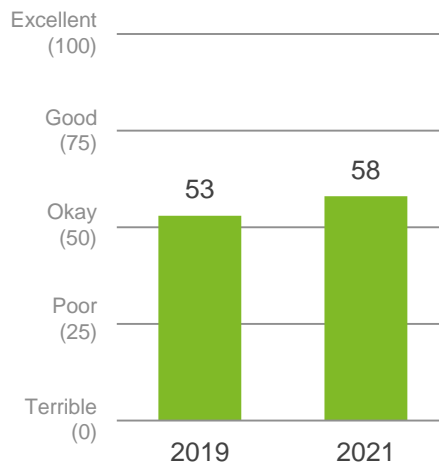
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

58

Industry High

76

Industry Average

53

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
58	59	45	55	61	54	62	60	48	67	52	47	53	60	62	59	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 83). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)



# Access to housing that meets your needs

## Performance ratings

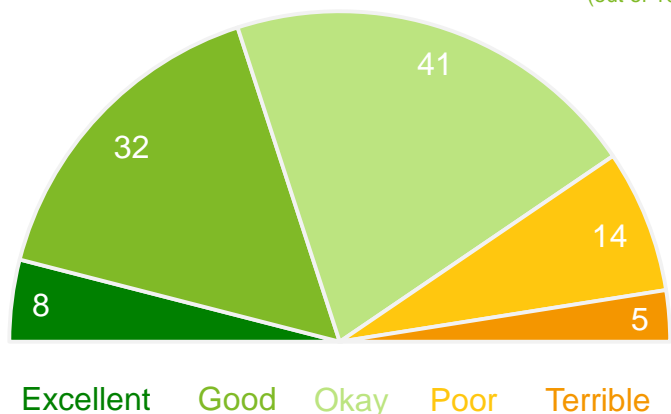
% of respondents

81%

56

Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

56

Industry High

68

Industry Average

57

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
56	54	65	49	64	59	58	43	72	50	55	47	48	61	59	51	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 69). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Access to health and community services

## Performance ratings

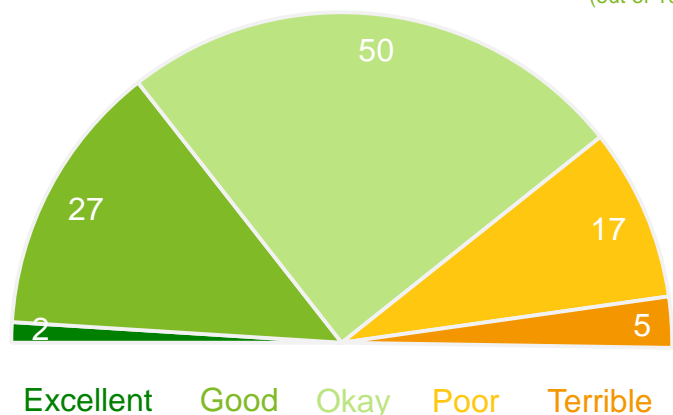
% of respondents

79%

51

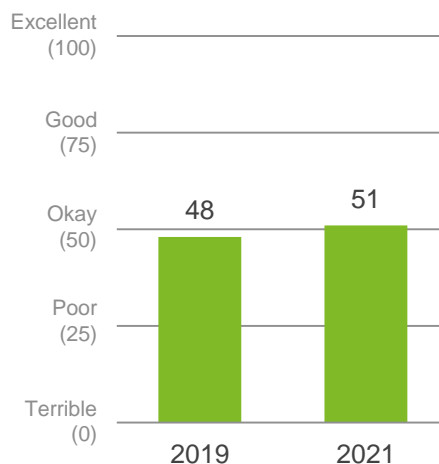
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

51

Industry High

70

Industry Average

59

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
51	51	53	47	56	47	59	51	57	52	48	36	43	56	47	49	67

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 84). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Public health and wellbeing programs and education

## Performance ratings

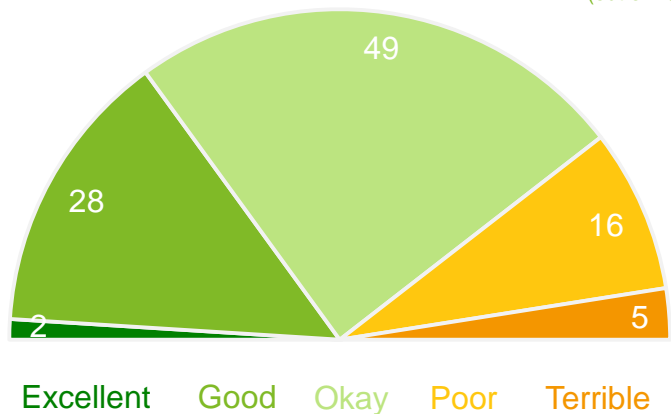
% of respondents

79%

52

Positive  
rating\*

Performance  
Index Score  
(out of 100)



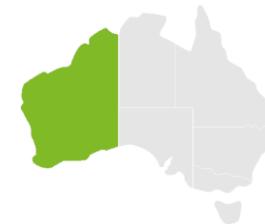
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

52

Industry High

65

Industry Average

52

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
52	52	51	47	58	49	60	51	59	55	45	37	43	57	51	52	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 78). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

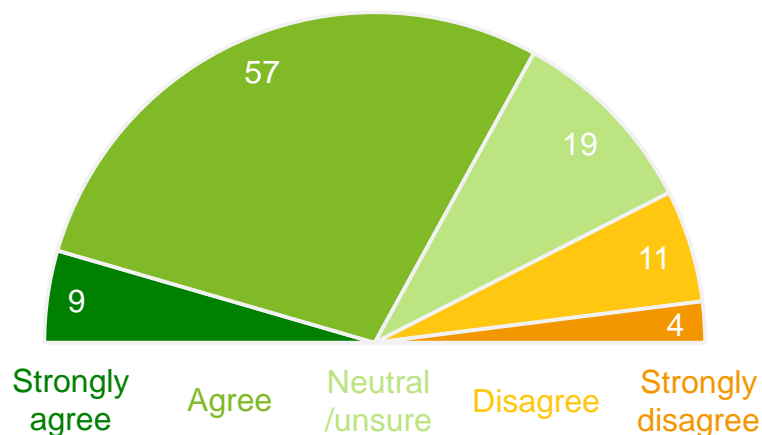
# My local Shire provides adequate opportunities for residents and visitors to lead a healthy and active lifestyle

## Level of agreement

% of respondents

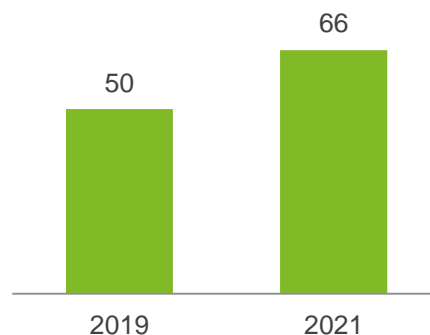
66%

Total Agree



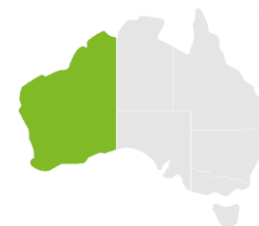
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broomehill  
Tambellup

66

Industry High

74

Industry Average

51

## Variances across the community

% agree

### Local resident variances

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup
66	68	47	67	65	66	73	59	84	68	56	29	48	76	63	75

### Other groups

Shire EMs / employees #
67

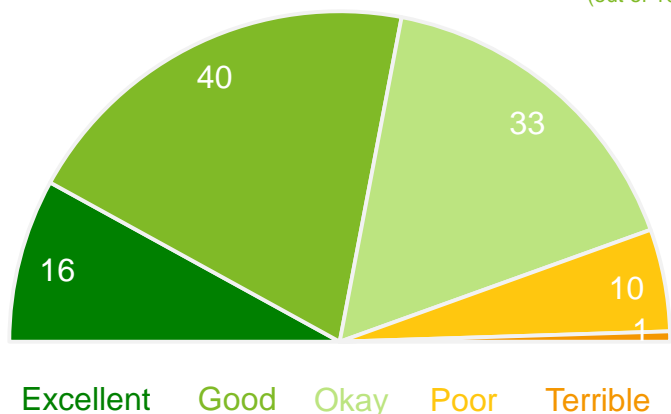
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 91). # Small base size (<20 respondents)

# Community buildings and halls

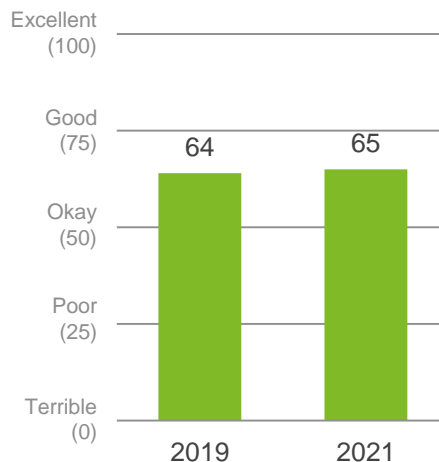
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

65

Industry High

78

Industry Average

61

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
65	65	60	65	66	60	74	63	60	68	64	46	53	71	63	65	79

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

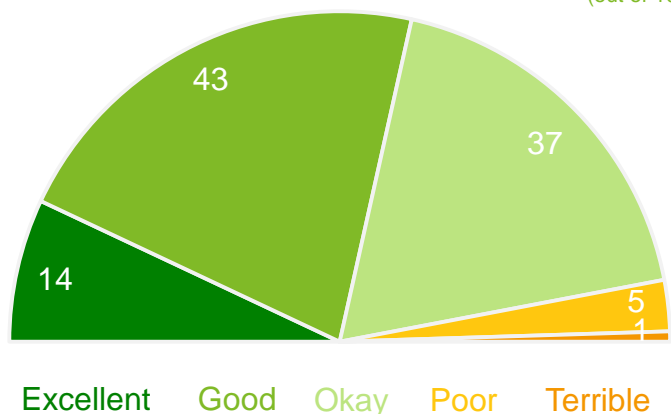
Base: All respondents, excludes 'unsure' and 'no response' (n = 90). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Public toilets

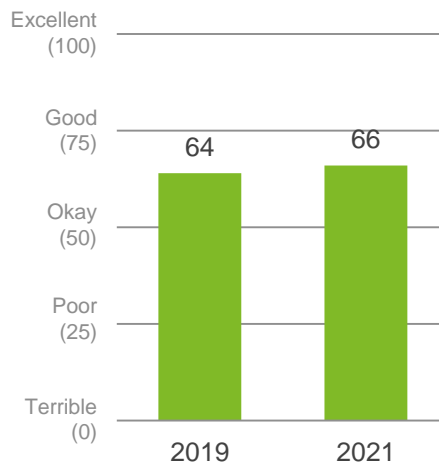
## Performance ratings

% of respondents



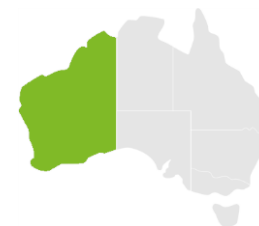
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill Tambellup	66
Industry High	66
Industry Average	53

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
66	67	56	63	70	65	72	57	61	68	66	52	57	71	68	61	79

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 88). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Sport and recreation facilities and services

## Performance ratings

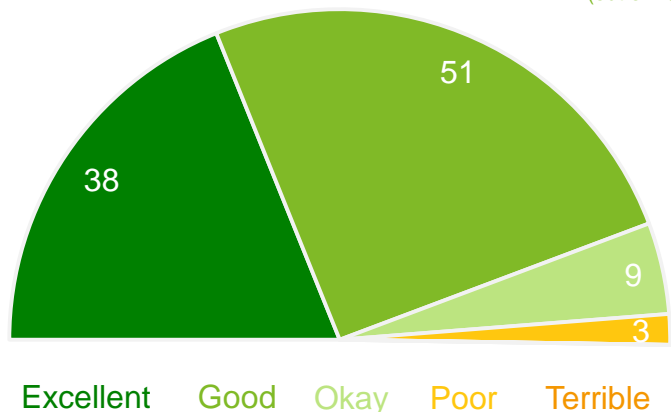
% of respondents

98%

81

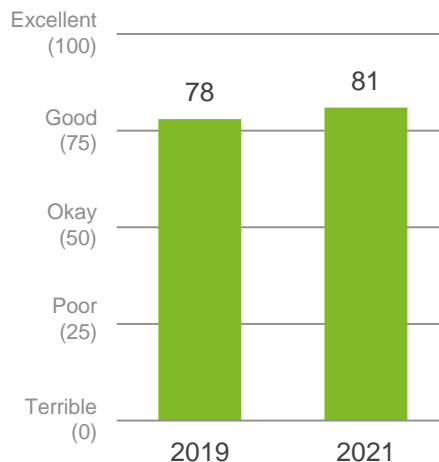
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

81

Industry High

85

Industry Average

67

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
81	82	74	79	84	77	87	84	81	84	77	74	74	85	80	83	88

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 89). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)



# Playgrounds, parks and reserves

## Performance ratings

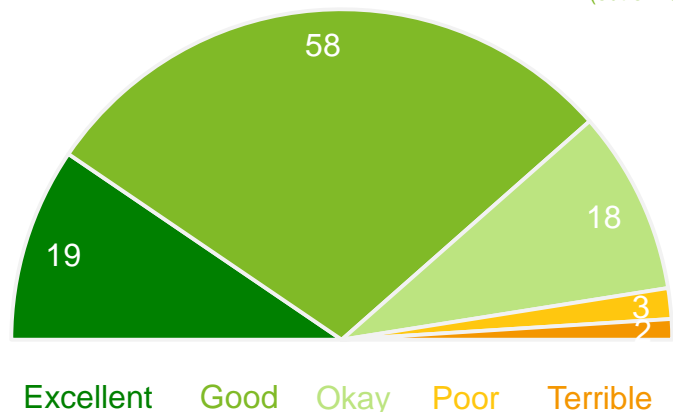
% of respondents

95%

72

Positive  
rating\*

Performance  
Index Score  
(out of 100)



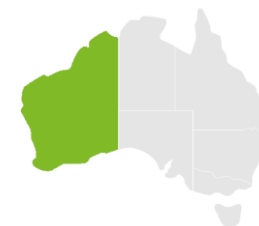
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

72

Industry High

86

Industry Average

69

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
72	73	67	72	73	71	72	74	67	75	71	57	60	79	72	71	67

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 90). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)



# Library services

## Performance ratings

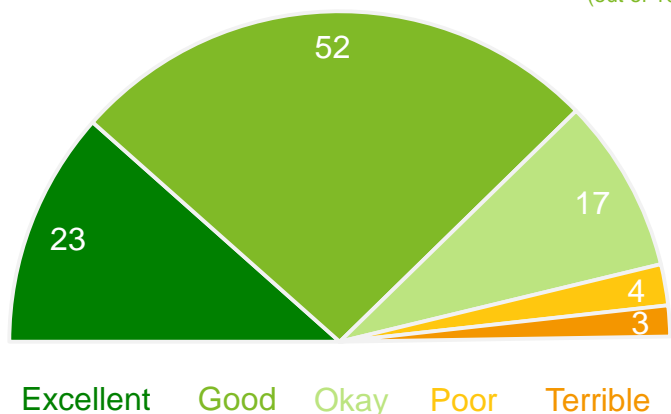
% of respondents

92%

72

Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

72

Industry High

83

Industry Average

72

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
72	72	74	67	80	70	79	68	75	74	69	48	66	77	73	73	88

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

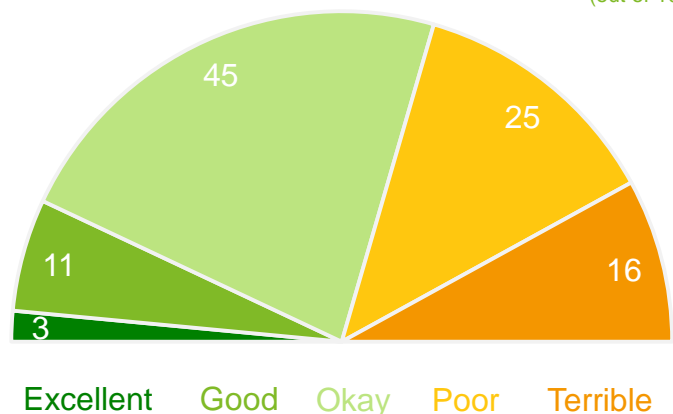
Base: All respondents, excludes 'unsure' and 'no response' (n = 85). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Festivals, events, art and cultural activities

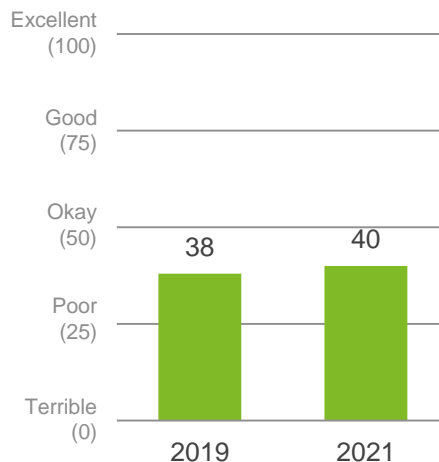
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

40

Industry High

78

Industry Average

64

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
40	41	30	39	42	38	44	35	42	41	38	15	25	48	42	37	40

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 76). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# How local history and heritage is preserved and promoted

## Performance ratings

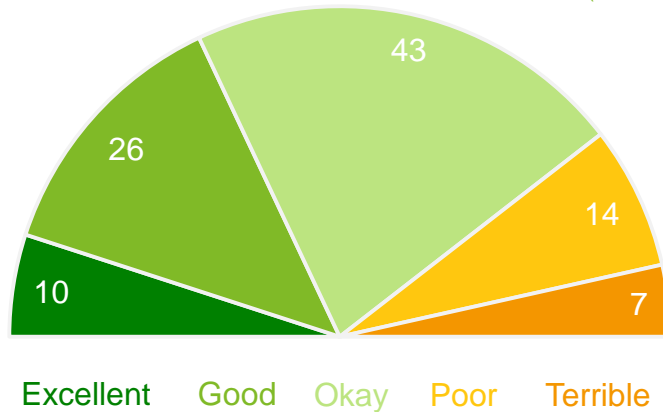
% of respondents

79%

54

Positive  
rating\*

Performance  
Index Score  
(out of 100)



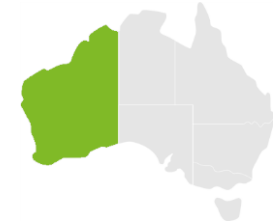
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

54

Industry High

75

Industry Average

59

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
54	55	53	45	68	53	58	57	64	56	49	21	49	58	56	52	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 79). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Animal management (dogs and cats)

## Performance ratings

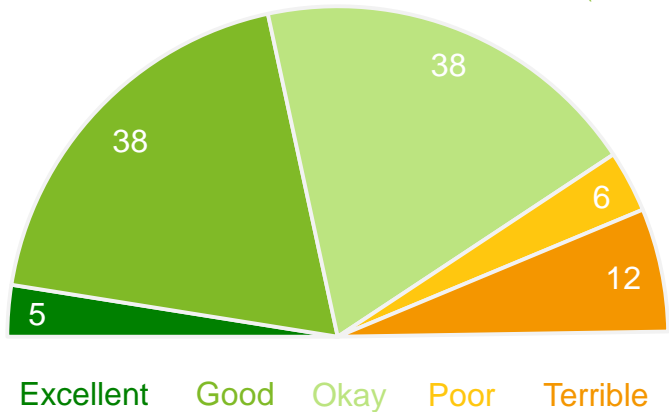
% of respondents

81%

54

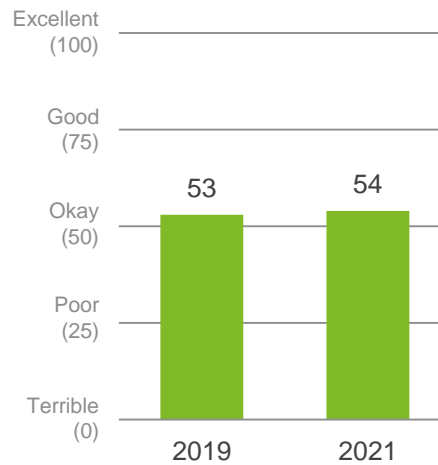
Positive  
rating\*

Performance  
Index Score  
(out of 100)



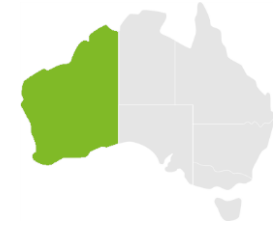
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

54

Industry High

65

Industry Average

55

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
54	57	36	51	61	50	65	60	52	61	50	39	50	58	61	52	75

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 77). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

Place

# Conservation and environmental management

## Performance ratings

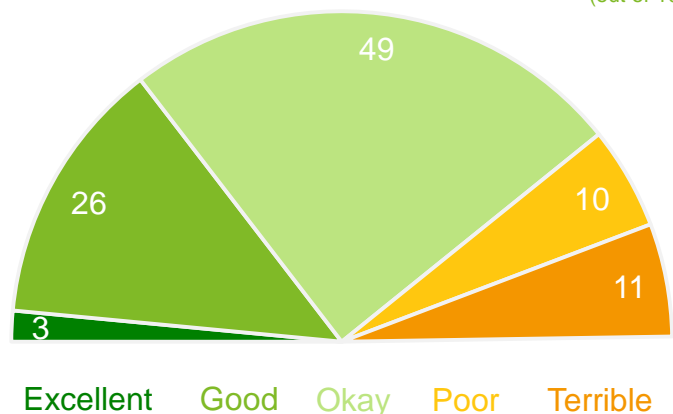
% of respondents

78%

50

Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

50

Industry High

73

Industry Average

56

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
50	51	39	50	51	49	56	48	69	51	44	21	37	59	55	47	65

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 74). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Efforts to promote and adopt sustainable practices to combat climate change

## Performance ratings

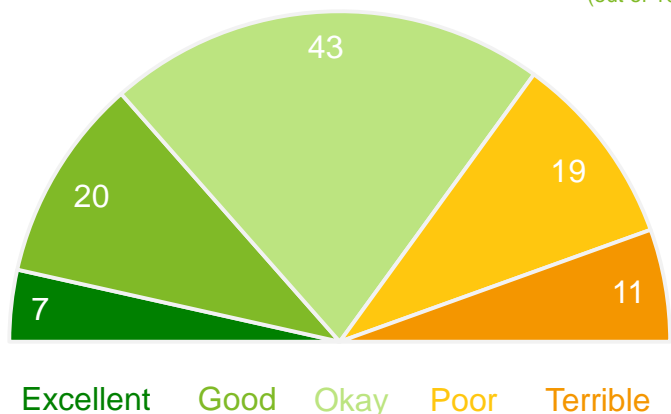
% of respondents

70%

48

Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

48

Industry High

71

Industry Average

52

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
48	49	41	46	52	51	42	48	61	47	44	19	38	56	53	49	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 61). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Waste collection services

## Performance ratings

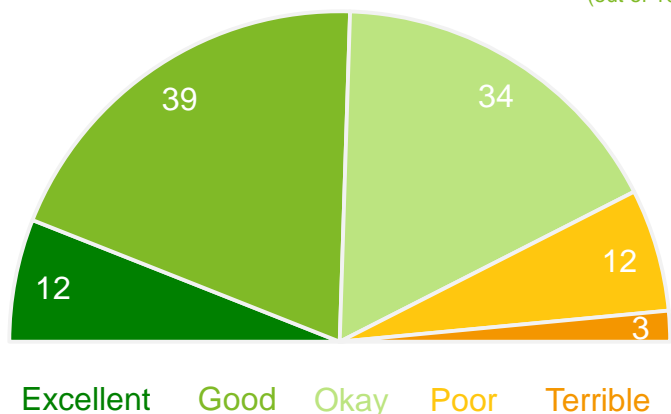
% of respondents

85%

61

Positive  
rating\*

Performance  
Index Score  
(out of 100)



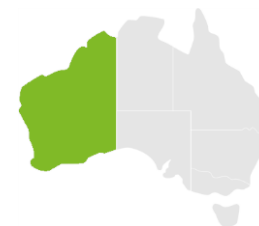
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

61

Industry High

81

Industry Average

65

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
61	61	64	60	62	61	63	55	56	59	65	49	62	60	66	60	63

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 84). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)



# Natural disaster management

(education, prevention and relief for fire, floods, etc)

## Performance ratings

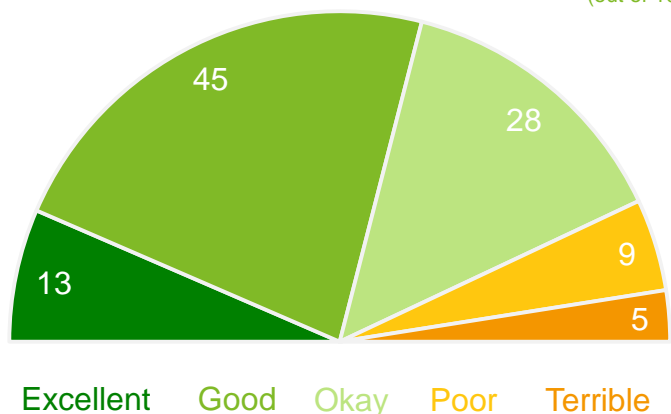
% of respondents

86%

63

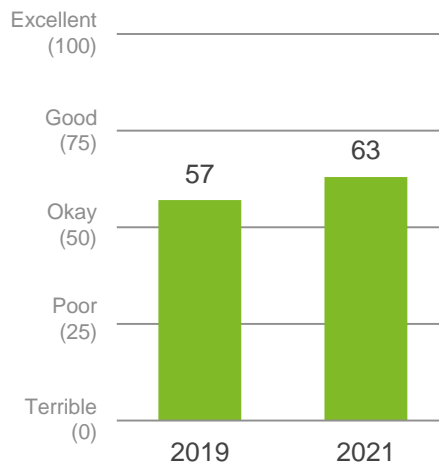
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

63

Industry High

67

Industry Average

57

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
63	64	49	62	66	60	72	57	60	69	58	36	51	69	68	62	80

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 77). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

Planet

# Managing responsible growth and development

## Performance ratings

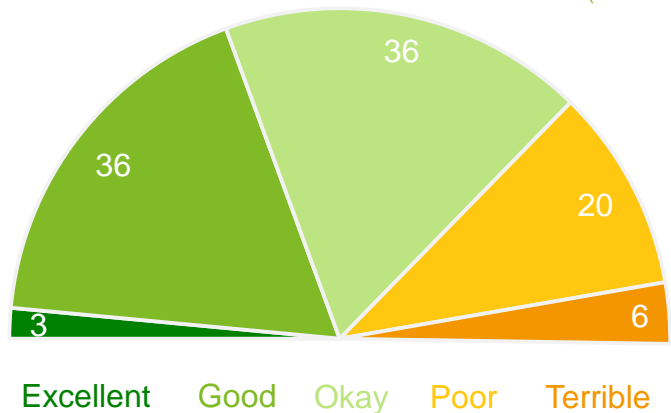
% of respondents

75%

52

Positive  
rating\*

Performance  
Index Score  
(out of 100)



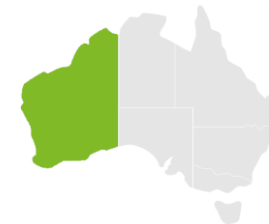
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

52

Industry High

59

Industry Average

50

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
52	54	35	53	53	55	53	48	65	57	43	26	39	61	58	51	70

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 67). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Planning and building approvals

## Performance ratings

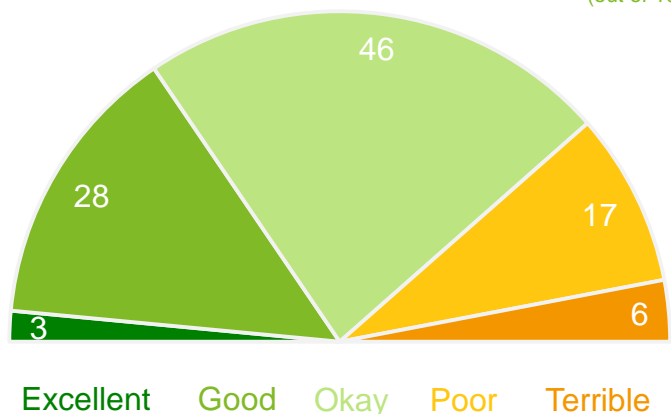
% of respondents

77%

51

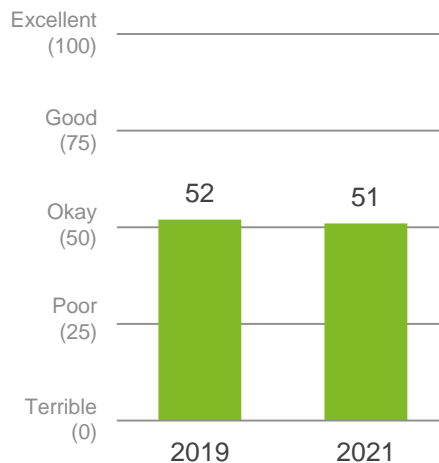
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

51

Industry High

60

Industry Average

47

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
51	53	29	50	54	52	50	57	53	54	48	39	43	56	51	53	75

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 74). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Building and maintaining local roads

## Performance ratings

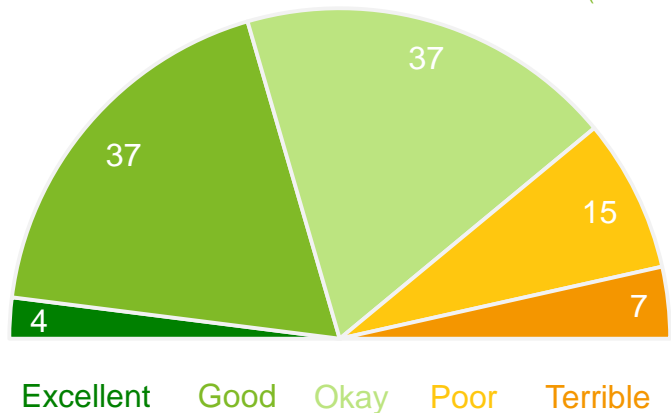
% of respondents

78%

54

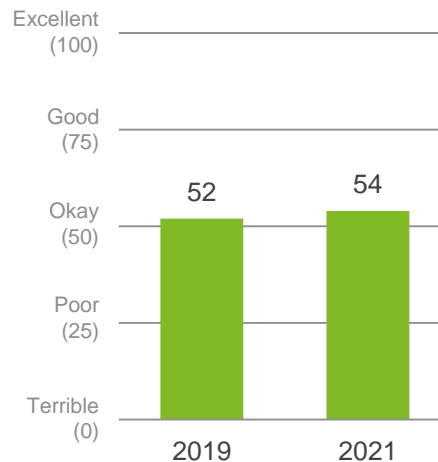
Positive  
rating\*

Performance  
Index Score  
(out of 100)



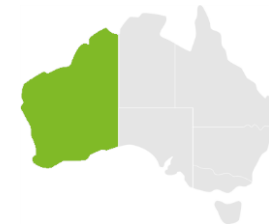
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

54

Industry High

70

Industry Average

52

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
54	55	48	50	59	53	60	47	50	55	54	39	48	57	61	51	67

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 90). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Traffic management on local roads

## Performance ratings

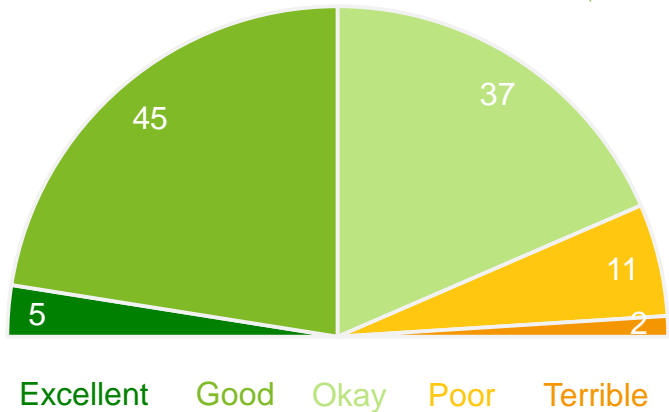
% of respondents

87%

60

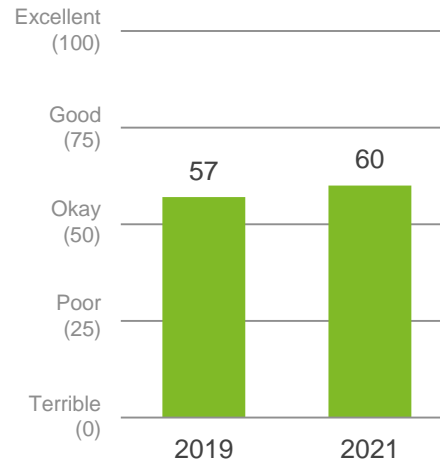
Positive  
rating\*

Performance  
Index Score  
(out of 100)



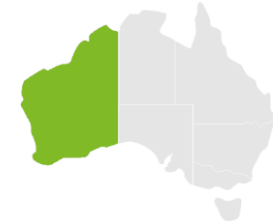
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

60

Industry High

66

Industry Average

55

## Variances across the community

Performance Index Score

### Local resident variances

### Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
60	62	47	60	61	60	65	58	59	67	53	43	52	66	61	59	67

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 83). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Footpaths, trails and cycleways

## Performance ratings

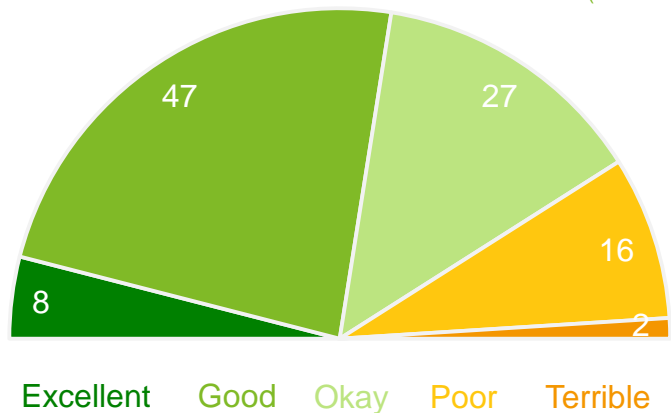
% of respondents

82%

61

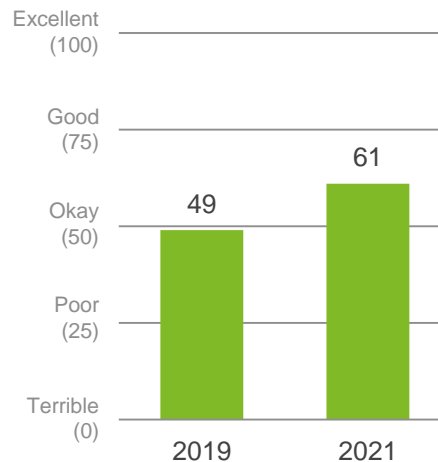
Positive  
rating\*

Performance  
Index Score  
(out of 100)



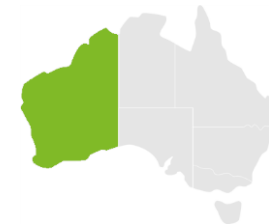
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

61

Industry High

68

Industry Average

54

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
61	61	57	61	61	61	66	56	68	66	53	35	50	68	57	59	58

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

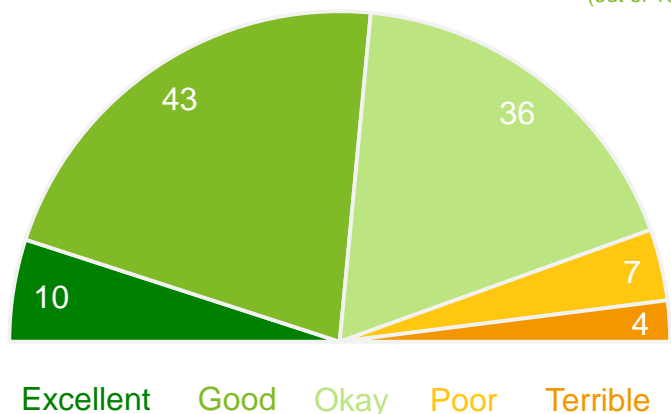
Base: All respondents, excludes 'unsure' and 'no response' (n = 86). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Streetscapes, trees and verges

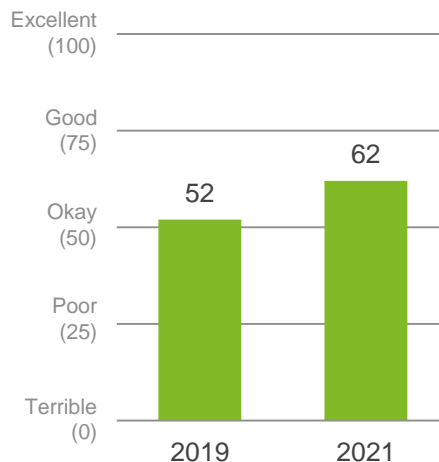
## Performance ratings

% of respondents



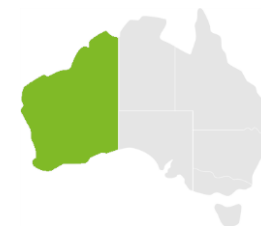
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

62

Industry High

64

Industry Average

53

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
62	63	47	60	65	60	66	63	46	71	58	51	52	67	58	66	71

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 90). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)



# Lighting of streets and public places

## Performance ratings

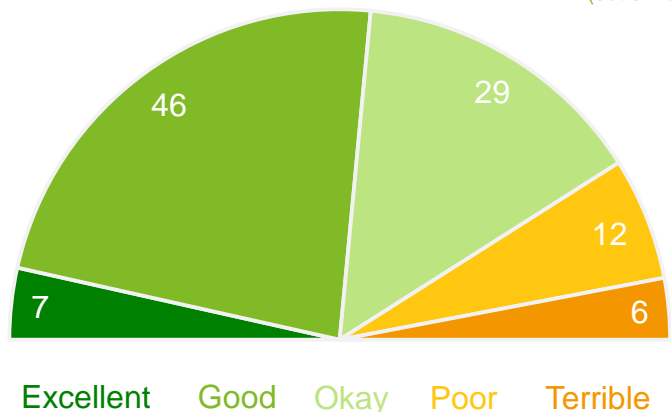
% of respondents

82%

59

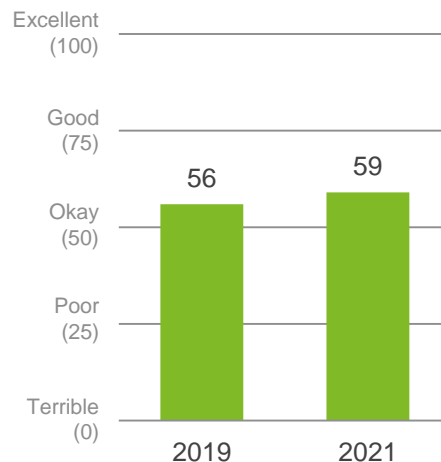
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

59

Industry High

64

Industry Average

56

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
59	60	54	57	61	58	64	55	52	66	55	39	50	64	60	60	67

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 83). \* Positive Rating = excellent, good + okay

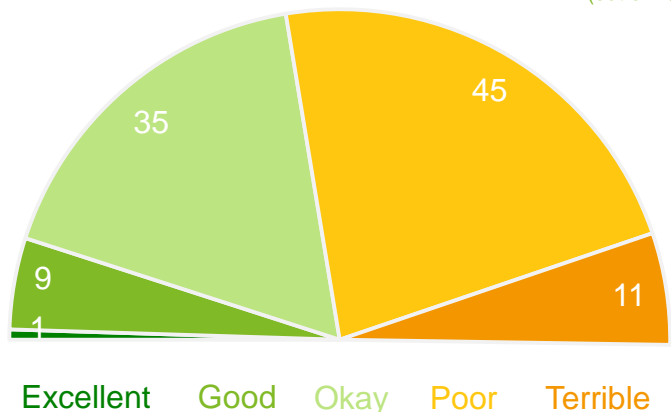
# Small base size (<20 respondents)

Economy

# Economic development and job creation

## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

36

Industry High

60

Industry Average

45

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
36	36	39	35	37	36	35	39	40	37	33	21	27	41	39	37	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 76). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Developing and supporting agriculture

## Performance ratings

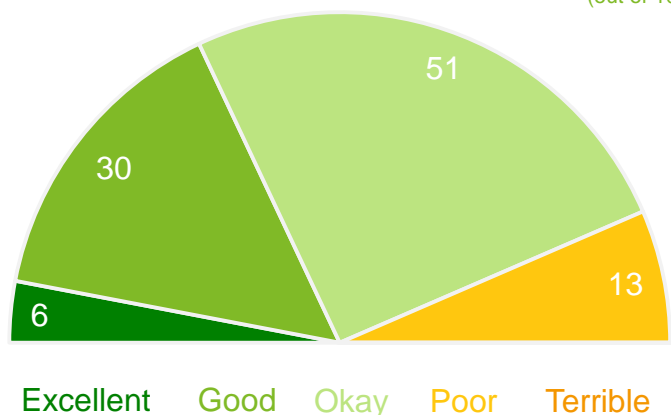
% of respondents

87%

57

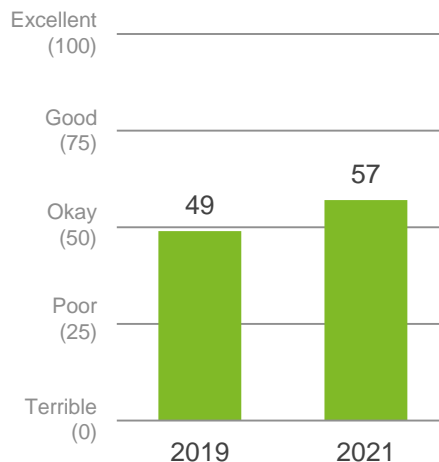
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

57

Industry High

64

Industry Average

50

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
57	58	52	54	61	57	57	62	52	60	55	52	60	56	58	58	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 81). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Tourism attractions and marketing

## Performance ratings

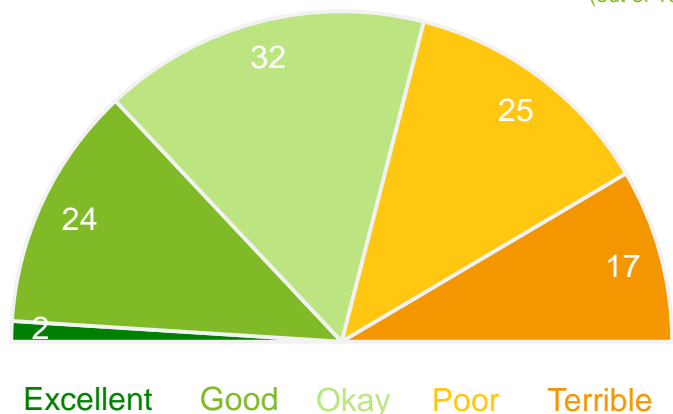
% of respondents

58%

42

Positive  
rating\*

Performance  
Index Score  
(out of 100)



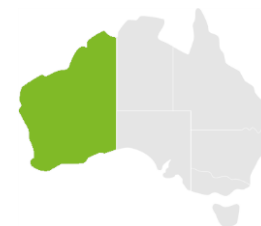
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

42

Industry High

62

Industry Average

49

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
42	43	33	38	47	38	53	37	39	46	39	24	26	51	50	33	63

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 88). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# How your local town centre is being developed and activated

## Performance ratings

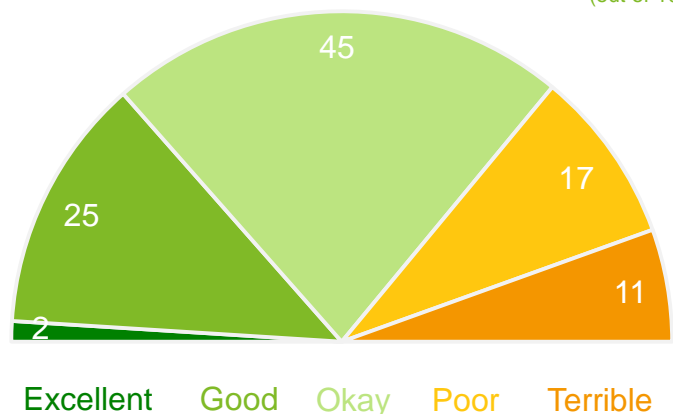
% of respondents

72%

47

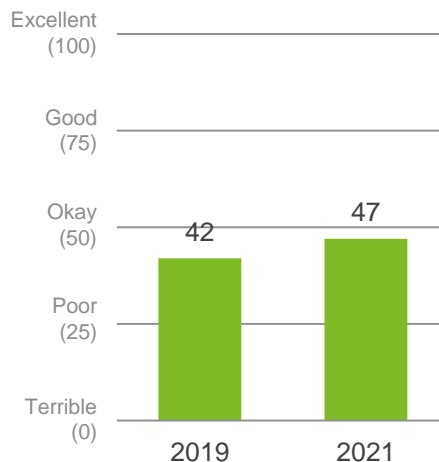
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

47

Industry High

71

Industry Average

50

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
47	49	37	49	46	45	55	41	52	52	41	18	32	57	48	45	63

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 84). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Access to education, training and personal development opportunities

## Performance ratings

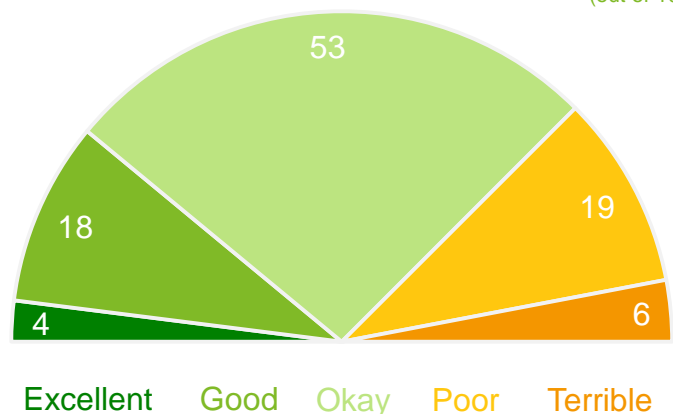
% of respondents

75%

49

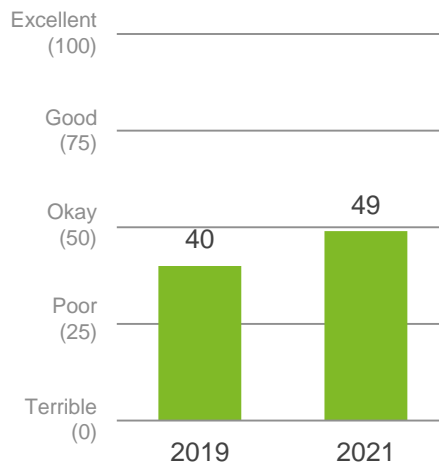
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broomehill  
Tambellup

49

Industry High

61

Industry Average

51

## Variances across the community

Performance Index Score

## Local resident variances

## Other groups

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
49	50	44	43	58	46	58	45	50	55	41	20	40	55	50	49	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 75). \* Positive Rating = excellent, good + okay

# Small base size (<20 respondents)

# Overview of Community Variances



# Summary of community variances

## Overall performance, governance and communication

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
Place to live	74	76	64	70	79	71	84	69	73	79	70	56	69	78	81	71	79
Place to own / operate a business	57	58	49	54	61	52	71	50	48	69	46	34	39	66	62	53	75
Place to visit	49	50	38	47	51	48	56	40	42	50	50	28	37	55	55	42	58
Governing organisation	60	62	43	57	65	59	68	55	58	67	54	35	49	66	62	62	75
Value for money from rates	51	52	29	48	54	51	55	43	43	56	48	35	46	54	49	57	75
Council's leadership	56	58	38	52	64	51	70	52	64	63	48	14	45	64	57	56	75
Advocacy and lobbying	55	57	34	52	59	54	61	47	59	61	47	16	41	63	55	55	75
Community consultation	54	55	38	48	61	50	65	51	61	58	46	24	41	62	57	51	79
Communication	59	60	51	54	67	56	70	55	71	61	53	26	48	66	65	56	79
Customer service	59	59	53	50	71	54	69	55	70	59	55	32	50	64	67	57	71
Embracing change, innovation and technology	57	58	44	55	60	54	67	51	57	64	48	22	40	66	61	56	65
Shire's website	58	59	50	51	68	54	66	60	56	62	54	39	50	63	59	60	75
Social media presence	50	52	37	44	61	44	64	53	64	48	44	34	37	57	55	43	81

# Summary of community variances

## Community development and wellbeing

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
Youth services and facilities	46	46	46	48	44	44	51	43	45	48	44	32	38	50	49	43	40
Family and children services and facilities	53	53	50	49	57	52	56	50	54	54	50	31	49	55	55	55	58
Seniors' services, facilities and care	55	55	58	54	57	55	57	52	70	56	49	38	47	60	50	58	54
Disability access and inclusion	55	55	52	54	57	54	57	53	75	52	50	27	45	62	52	53	55
Aboriginal recognition and respect	67	68	59	67	68	64	73	65	79	73	55	50	60	72	65	68	63
Volunteer support and recognition	63	63	63	61	66	60	70	60	75	64	58	40	54	68	64	66	71
Community safety and crime prevention	58	59	45	55	61	54	62	60	48	67	52	47	53	60	62	59	54
Access to housing	56	54	65	49	64	59	58	43	72	50	55	47	48	61	59	51	56
Health and community services	51	51	53	47	56	47	59	51	57	52	48	36	43	56	47	49	67
Public health and wellbeing programs/education	52	52	51	47	58	49	60	51	59	55	45	37	43	57	51	52	50
Community buildings and halls	65	65	60	65	66	60	74	63	60	68	64	46	53	71	63	65	79
Public toilets	66	67	56	63	70	65	72	57	61	68	66	52	57	71	68	61	79
Sport and recreation facilities and services	81	82	74	79	84	77	87	84	81	84	77	74	74	85	80	83	88
Playgrounds, parks and reserves	72	73	67	72	73	71	72	74	67	75	71	57	60	79	72	71	67
Library services	72	72	74	67	80	70	79	68	75	74	69	48	66	77	73	73	88
Festivals, events, art and cultural activities	40	41	30	39	42	38	44	35	42	41	38	15	25	48	42	37	40
Local history and heritage	54	55	53	45	68	53	58	57	64	56	49	21	49	58	56	52	58
Animal management (dogs and cats)	54	57	36	51	61	50	65	60	52	61	50	39	50	58	61	52	75

# Summary of community variances

## Planet, place and economy

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+ #	18-34 years #	35-54 years	55+ years	Disability #	Town	Farm / Rural	Broomehill	Tambellup	Shire EMs / employees #
Conservation and environmental management	50	51	39	50	51	49	56	48	69	51	44	21	37	59	55	47	65
Sustainable practices / climate change	48	49	41	46	52	51	42	48	61	47	44	19	38	56	53	49	60
Waste collection services	61	61	64	60	62	61	63	55	56	59	65	49	62	60	66	60	63
Natural disaster management	63	64	49	62	66	60	72	57	60	69	58	36	51	69	68	62	80
Responsible growth and development	52	54	35	53	53	55	53	48	65	57	43	26	39	61	58	51	70
Planning and building approvals	51	53	29	50	54	52	50	57	53	54	48	39	43	56	51	53	75
Local roads	54	55	48	50	59	53	60	47	50	55	54	39	48	57	61	51	67
Traffic management	60	62	47	60	61	60	65	58	59	67	53	43	52	66	61	59	67
Footpaths, trails and cycleways	61	61	57	61	61	61	66	56	68	66	53	35	50	68	57	59	58
Streetscapes, trees and verges	62	63	47	60	65	60	66	63	46	71	58	51	52	67	58	66	71
Lighting of streets and public places	59	60	54	57	61	58	64	55	52	66	55	39	50	64	60	60	67
Economic development and job creation	36	36	39	35	37	36	35	39	40	37	33	21	27	41	39	37	55
Developing and supporting agriculture	57	58	52	54	61	57	57	62	52	60	55	52	60	56	58	58	60
Tourism attractions and marketing	42	43	33	38	47	38	53	37	39	46	39	24	26	51	50	33	63
Town centre development / activation	47	49	37	49	46	45	55	41	52	52	41	18	32	57	48	45	63
Access to education and training	49	50	44	43	58	46	58	45	50	55	41	20	40	55	50	49	58



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MARKYT 