



# MARKYT Community Scorecard ©

Prepared for: Town of Port Hedland

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

December 2021

© Copyright CATALYSE<sup>®</sup> Pty Ltd 2021

MARKYT 

# Contents

Strategic overview	3
Approach	5
Overall ratings	10
MARKYT® industry comparisons	13
Community priorities	17
Addressing local priorities	20
Familiarity with local services and facilities	29
People	32
Place	46
Planet	62
Prosperity	69
Performance	76
Overview of community variances	87
MARKYT® Community Priorities   FIFO / DIDO workers, out of area ratepayer and Council affiliated	91

# Strategic overview

## Vision



18

% agree

16% points below  
Industry Average

## Liveability

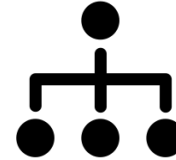


54

Performance Index Score

22 index points below  
Industry Average

## Governance



37

Performance Index Score

20 index points below  
Industry Average

## Rates Value



29

Performance Index Score

16 index points below  
Industry Average

### Highest scores

- Waste collection services
- Aquatic centres
- Library and information services
- Natural disaster management
- Recognition for Aboriginal cultures and heritage

### Relative to MARKYT® Industry Standards

- Natural disaster management
- Parking management
- Traffic management
- Economic development and job creation

### Priorities



Community safety and crime prevention



Children and family services, including childcare



Housing



Youth services and facilities



Health and community services



Responsible growth and development



Sport and recreation facilities and services



Town centre development and activation

# 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 Town of Port Hedland 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

Town of  
**Port Hedland**



MARKYT 

# The Study

The Town of Port Hedland commissioned CATALYSE® to conduct an independent MARKYT® Community Scorecard.

All community members were invited to complete a scorecard between 8 November to 5 December 2021.

- Scorecard invitations were sent to all households and residential PO Boxes in the Town of Port Hedland using Australia Post unaddressed mail.
- Scorecard invitations were emailed to all of the Town’s customer contacts
- The Town provided supporting promotions through various communication channels.

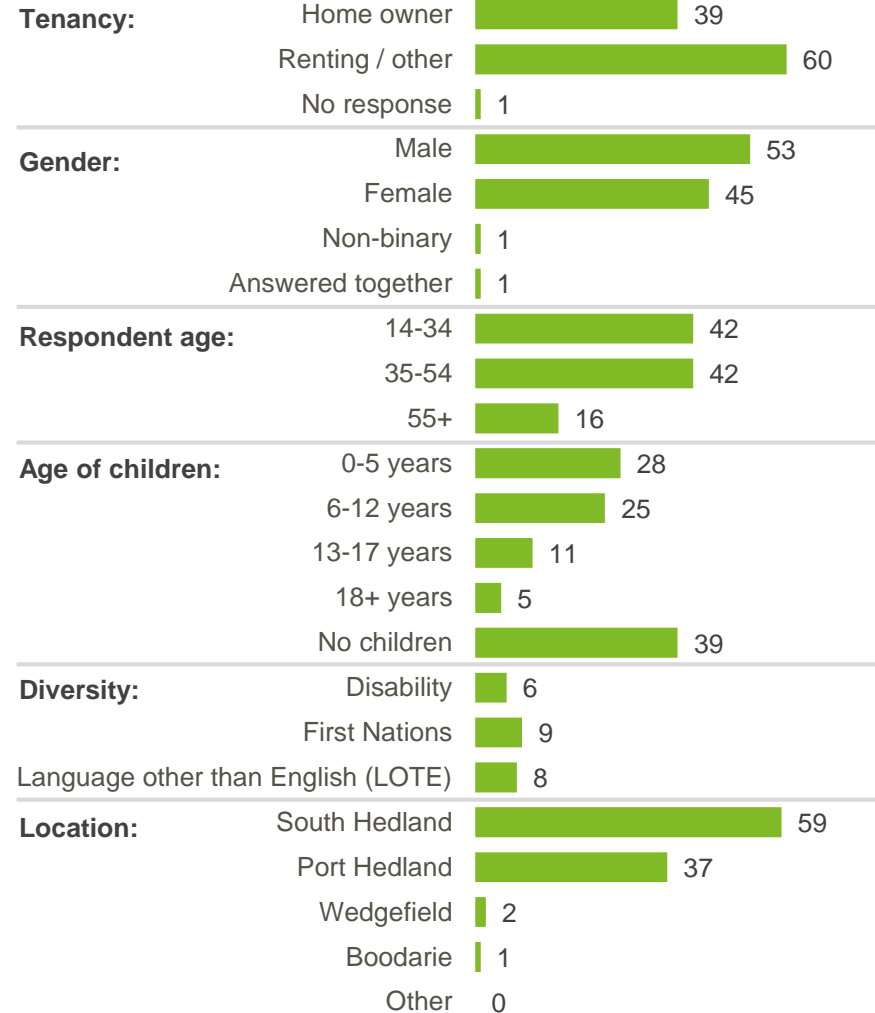
The scorecard was completed in hard copy or online by **1,055 community members** with various connections to the Town:

Local resident	FIFO / DIDO visitor	Out of area ratepayer	Elected Member / Employee
826	41	36	168

The main body of this report shows responses from local residents to enable data to be weighted to be representative of the general population, and for consistency for historical analysis and benchmarking.

Resident responses were weighted by age and gender to match the ABS Census population profile. Where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.

## % of resident respondents (weighted)



# MARKYT Industry Standards

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



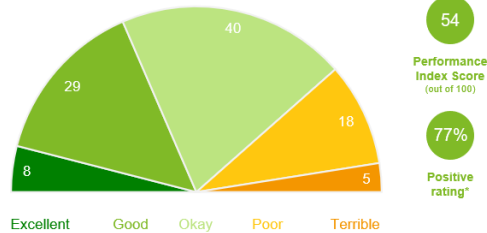


# How to read the following charts

## Performance Ratings

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

Performance ratings  
% of respondents



54  
Performance Index Score  
(out of 100)

77%  
Positive rating\*

MARKYT Industry Standards  
Performance Index Score



Town of Port Hedland	54
Industry High	90
Industry Average	76

**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 that have completed a comparable study with CATALYSE® over the past three years.

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

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

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

Variations across the community  
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	Indigenous	LOTE	Port Hedland	South Hedland	Other areas
54	54	54	52	58	54	53	56	60	56	52	55	56	50	53	46	59	52	52

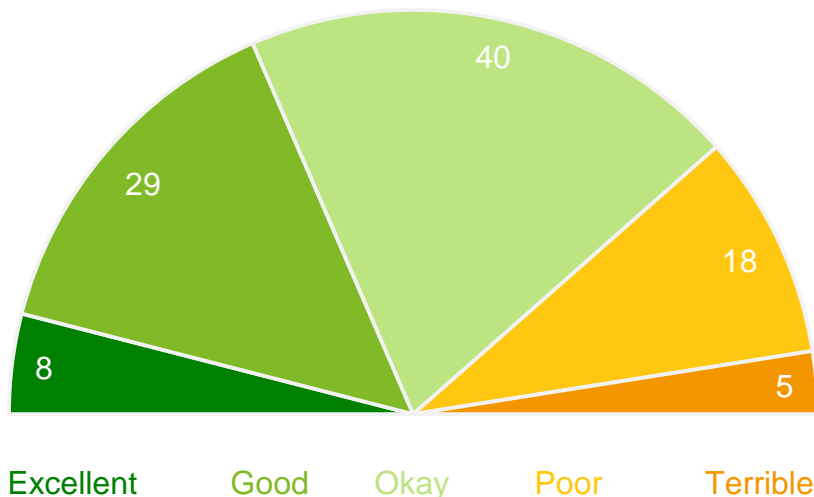
**Variance across the community** shows how results vary across the community based on the Performance Index Score

Overall ratings

# Place to live

## Performance ratings

% of respondents



54

Performance Index Score (out of 100)

77%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	54
Industry High	90
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
54	54	54	52	58	54	53	56	60	56	52	55	56	50	53	46	59	52	52

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

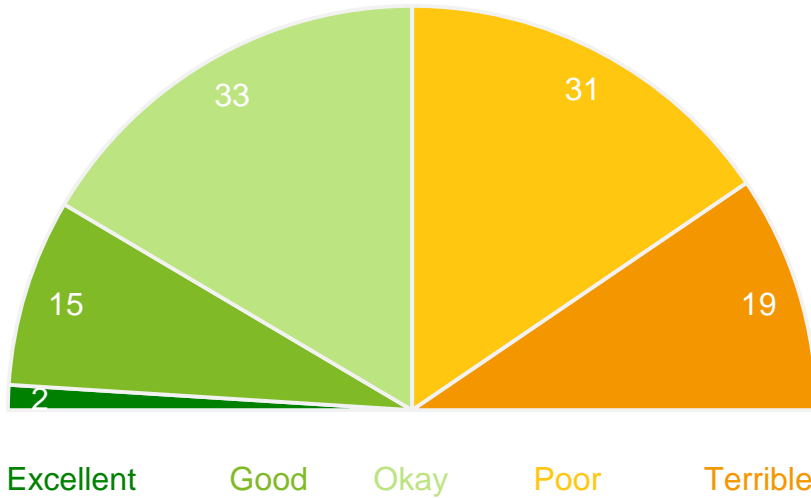
Base: All respondents, excludes 'unsure' and 'no response' (n = 820).

\* Positive Rating = excellent, good + okay

# Town of Port Hedland as the organisation that governs the local area

## Performance ratings

% of respondents



37

Performance Index Score (out of 100)

50%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	37
Industry High	68
Industry Average	57

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
37	35	39	34	42	36	37	36	39	35	36	37	41	32	30	41	39	37	32

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 797). \* Positive Rating = excellent, good + okay

MARKYT  industry comparisons

# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Town of Port Hedland as a 'place to live' and as a 'governing organisation'. The Town of Port Hedland's overall performance index score is 46 out of 100, 20 index points below the local government industry average.

## Overall Performance Index Score

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

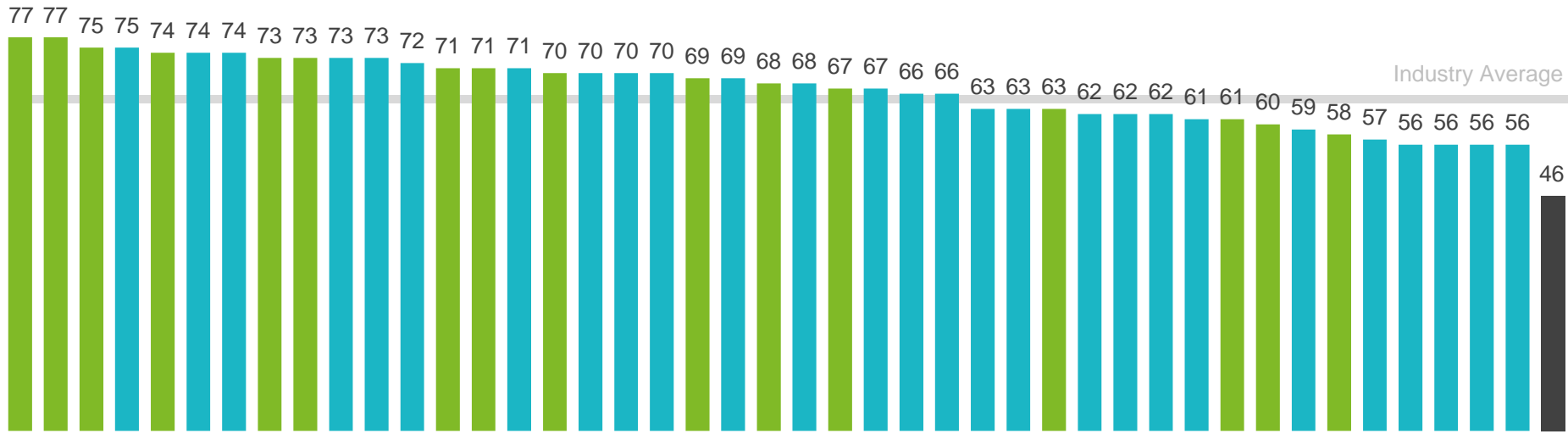
- Town of Port Hedland
- Metropolitan Councils
- Regional Councils

### MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	46
<b>Industry High</b>	<b>77</b>
Industry Average	66



# How to read the MARKYT Benchmark Matrix

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

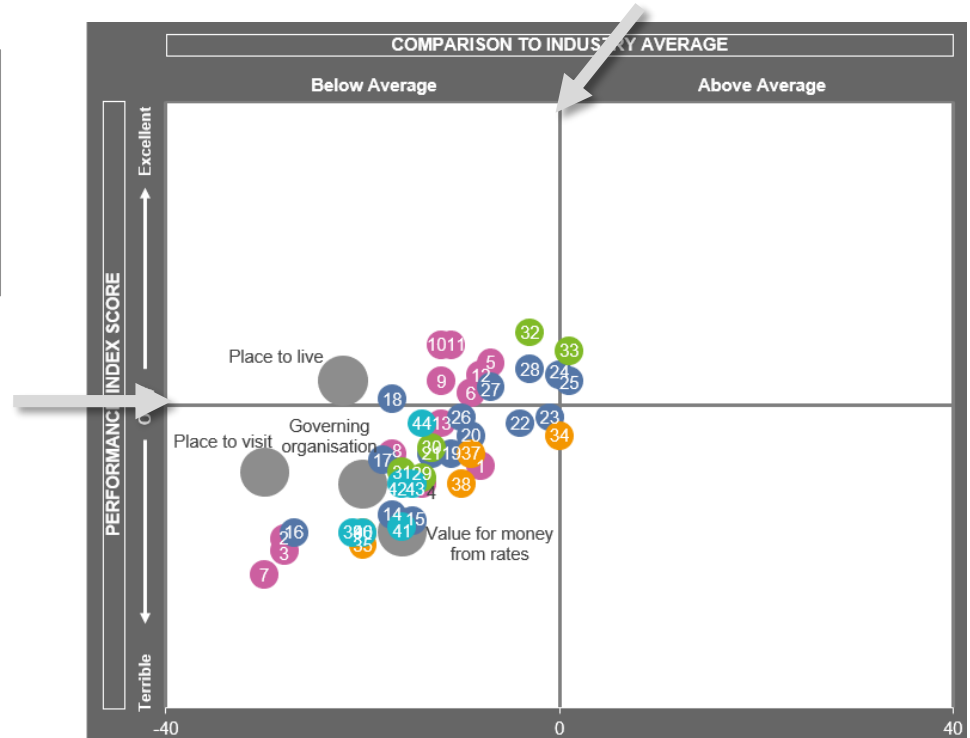
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

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

Services are grouped in five areas:

- People
- Place
- Planet
- Prosperity
- Performance

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



# MARKYT Benchmark Matrix

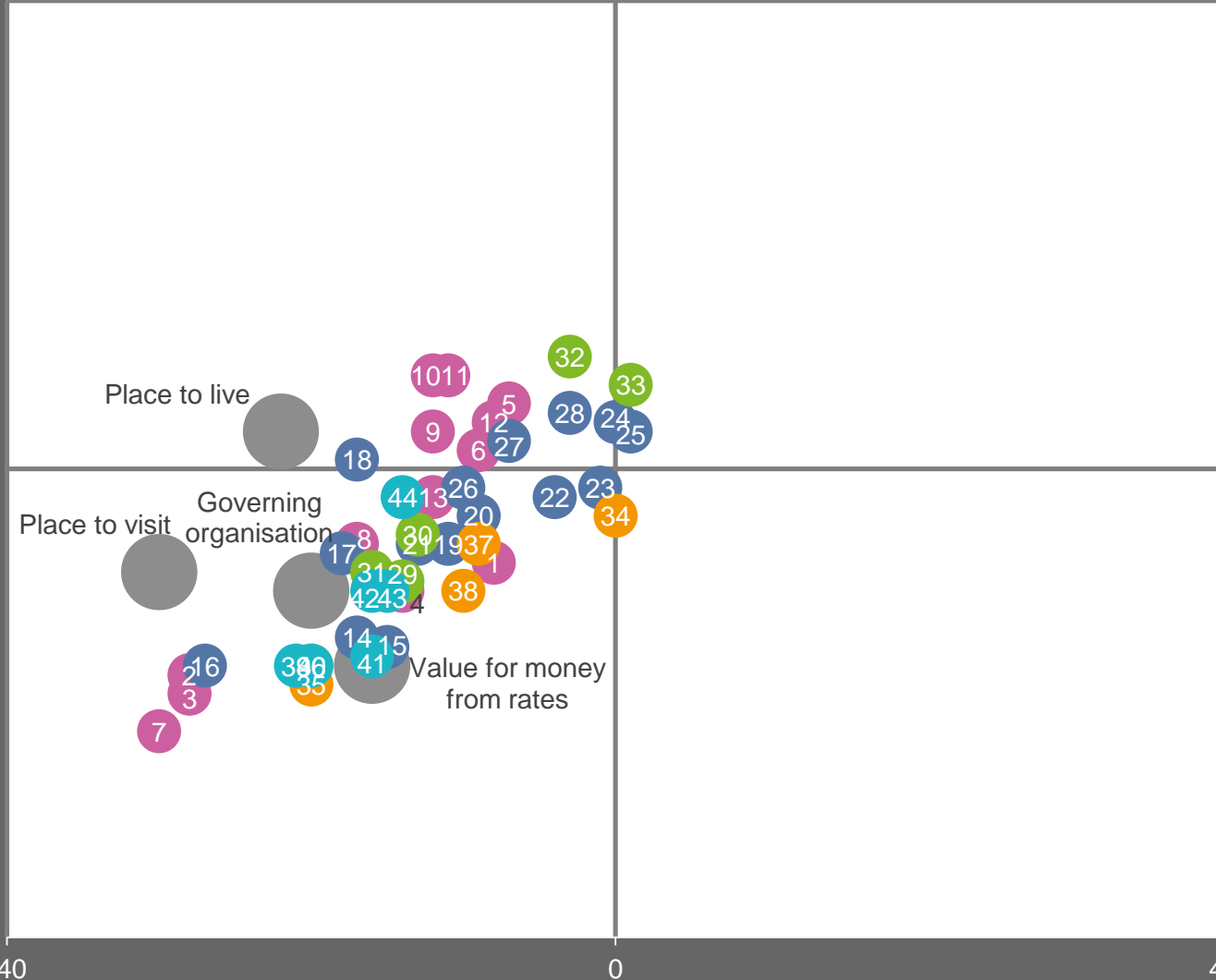
## COMPARISON TO INDUSTRY AVERAGE

PERFORMANCE INDEX SCORE

Excellent  
↑  
Okay  
↓  
Terrible

Below Average

Above Average



- 1 Youth services and facilities
- 2 Children/family services
- 3 Seniors services and care
- 4 Disability access and inclusion
- 5 Recognition for Aboriginal cultures
- 6 Volunteer recognition and support
- 7 Community safety and crime
- 8 Health and community services
- 9 Sport and recreation
- 10 Aquatic centres
- 11 Library and information services
- 12 Festivals, events, art and culture
- 13 History and heritage
- 14 Responsible growth / development
- 15 Planning and building approvals
- 16 Housing
- 17 Community buildings, halls, toilets
- 18 Playgrounds, parks and reserves
- 19 Streetscapes, trees and verges
- 20 Footpaths, trails and cycleways
- 21 Lighting of streets / public places
- 22 Roads
- 23 Storm water drainage
- 24 Traffic management
- 25 Parking management
- 26 Public transport
- 27 Marine facilities
- 28 Airport facilities and services
- 29 Sustainability / climate change
- 30 Conservation and environment
- 31 Animal management
- 32 Waste collection services
- 33 Natural disaster management
- 34 Economic development and jobs
- 35 Tourism attractions and marketing
- 36 Town centre development
- 37 Education and training
- 38 Telecommunications and internet
- 39 Council's leadership
- 40 Advocacy and lobbying
- 41 Consultation
- 42 Communication
- 43 Embracing change, innovation, tech
- 44 Customer service

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



MARKYT  community priorities

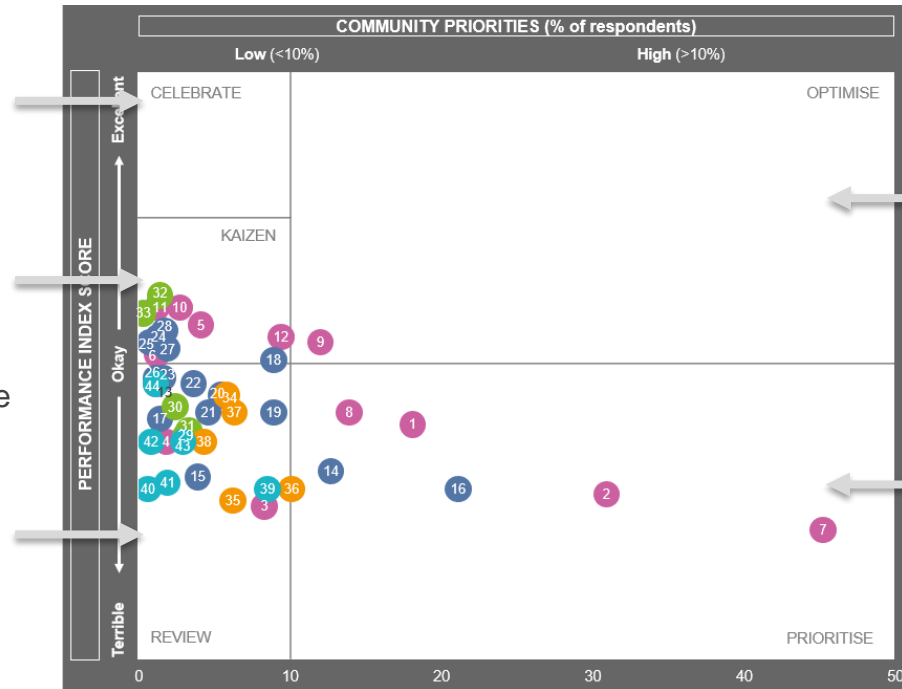
# How to read the MARKYT Community Priorities

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

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

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

**REVIEW** lower performing areas.



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

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

Services are grouped in five areas:

- People
- Place
- Planet
- Prosperity
- Performance

# MARKYT Community Priorities

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

PERFORMANCE INDEX SCORE

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

Safety and crime prevention is the top priority for residents, followed by family and children services.

Other priority areas include housing, youth services and facilities, health and community services, responsible growth and development, sport and recreation facilities and services, and town centre development and activation.

REVIEW

PRIORITISE

0 10 20 30 40 50

- 1 Youth services and facilities
- 2 Children/family services
- 3 Seniors services and care
- 4 Disability access and inclusion
- 5 Recognition for Aboriginal cultures
- 6 Volunteer recognition and support
- 7 Community safety and crime
- 8 Health and community services
- 9 Sport and recreation
- 10 Aquatic centres
- 11 Library and information services
- 12 Festivals, events, art and culture
- 13 History and heritage
- 14 Responsible growth / development
- 15 Planning and building approvals
- 16 Housing
- 17 Community buildings, halls, toilets
- 18 Playgrounds, parks and reserves
- 19 Streetscapes, trees and verges
- 20 Footpaths, trails and cycleways
- 21 Lighting of streets / public places
- 22 Roads
- 23 Storm water drainage
- 24 Traffic management
- 25 Parking management
- 26 Public transport
- 27 Marine facilities
- 28 Airport facilities and services
- 29 Sustainability / climate change
- 30 Conservation and environment
- 31 Animal management
- 32 Waste collection services
- 33 Natural disaster management
- 34 Economic development and jobs
- 35 Tourism attractions and marketing
- 36 Town centre development
- 37 Education and training
- 38 Telecommunications and internet
- 39 Council's leadership
- 40 Advocacy and lobbying
- 41 Consultation
- 42 Communication
- 43 Embracing change, innovation, tech
- 44 Customer service

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 = 781)

Addressing local priorities

### Challenges

- High crime rates
- Disengaged youth
- Racial tension

### Community Driven Actions

1. More safety patrols and police presence
2. Better street lighting and CCTV cameras
3. More activities and safe spaces for youth
4. More youth support, education and mentoring programs

### Community Voices

*“Reduce crime in this town so that it becomes a safe haven for everyone. People live in fear and some move back into the cities because crime is unbearable. More strategies are needed to mitigate crime activities and drug usages.”*

*“Crime is a major problem - youth just walking into service stations and shops and walking out with what they want - no respect - no implications.”*

*“A higher police presence would help a lot in creating a safer community for all.”*

*“Streets that have troubling areas in crime/theft need better lighting (LED) and a lot more security camera systems (especially around government housing).”*

*“Talks with the Police Commissioner as well as the Premier and courts to have a higher police presence and to allow officers and the courts more power when confronted with criminals.”*

*“Stop the amount of kids wandering the streets and causing trouble.”*

*“Obviously there is a problem with crime - particularly in South Hedland. Lack of guidance and safe spaces for youths is resulting in significant troubles all over.”*

*“Youth programs in both Port and South, safe places to hang out with friends, fun things to do.”*

*“Somewhere safe for young people to congregate without breaking and smashing up residents’ property in South. Pool tables, games, TV, Xbox ,food, somewhere safe to sleep if need be. 24/7 youth workers to support them. Other YIC services have too many rules and usually need applications. They need an open drop-in service.”*

*“Intensive targeted engagement programs for troubling youth, engage local elders regarding crime punishment and empowerment programs.”*

*“I don’t have a solution to this but petty crime is very high in the area which leads to increasing tension between the First Nations and non-First Nations community.”*

### Challenges

- Lack of care options for children to support working parents and during school holidays
- Insufficient family-friendly activities

### Community Driven Actions

1. Advocate for more childcare centres and workers
2. Provide more after school and vacation care programs
3. Provide more family-friendly activities, especially those suited to hot weather

### Community Voices

*“Childcare - if we have more access to childcare - our workforce will grow - more families might stay and town will benefit.”*

*“Two year wait lists for childcare. We would have better hospitality, customer service and variety if we had better access. I personally would love to take a local role but am unable to due to lack of childcare options.”*

*“Women are struggling to go back to work and secure employment which is putting pressure on many employers. Vacancies are high due to a lack of childcare this needs sorted as a priority. Pay childcare workers better rates of pay and provide them with housing or housing allowances to attract them to the region.”*

*“There is a significant deficit in available early years, after school and vacation childcare places.”*

*“Help obtain funding for more centres in town to reduce waitlists on current daycares. Create a package to help assist people looking at opening a family day care to ensure the process is quick, smooth and easy.”*

*“Support the development of centres or provide incentives to make opening a centre attractive. After and before school severely lacking. Especially in a town where many parents work shift work.”*

*“There is not much for children to do in the town, no movies, indoor playground as outside to hot most of the year.”*

*“Have more indoor options for families to take their children as the facilities are quite limited and makes it difficult to take children somewhere in the heat of the Pilbara.”*

*“Build more facilities eg parks for kids to drain their energy. The town council should also organise holiday activities or get more such organisers up this way to keep kids physically active during holiday.”*

*“More things for families to do which take into account the hot weather..... ie fixing the splash park, more indoor activity places etc.”*

### Challenges

- Housing is not available or affordable
- High rents
- Not enough government-subsidised housing

### Community Driven Actions

1. Release more land for housing
2. Advocate for State Government to develop more affordable and social housing
3. Greater housing diversity
4. Promote home ownership programs

### Community Voices

*“Affordable housing is a huge issue in town. It prevents people having stable accommodation and staying in the area long term.”*

*“Affordable housing for everyone, think of the normal household, not everyone works in mines or has housing supplied so why should they suffer from the big money companies. Another space like Osprey without the 8-month waiting period.”*

*“Housing is a top priority for all in Hedland - the rental prices and house prices are ridiculous. Not everyone in Hedland are mine workers.”*

*“Housing to be more accessible in terms or renting payments lower the rates of renting. Too expensive to buy a house.”*

*“Lobby State government for improved housing to help with current crisis. Poor and lack of housing impacts population stability and workforce stability.”*

*“Get more land approved for housing development and facilities to support community growth with it. There are literally hundreds of houses that could be built here by companies wishing to house workers.”*

*“Facilitating discussions between state government agencies, funding bodies and developers to provide a variety of housing types.”*

*“More regulation of the housing price increase so residents aren’t driven out by the cost of rent.”*

*“We can’t grow without a stable rental market, need to lobby state government so we can stop the excessive price hike in rent and have a cap in rent prices increase like in other states. We need to develop a planned approach again with state government to assist with grants to assist with the increasing cost of cyclone rated buildings so more locals can have home ownership. More home ownership programs, I know many families who want to buy a house but banks are reluctant to loan and housing at shortage levels driven up pricing.”*

### Challenges

- Young people are bored, roaming the streets and committing crime

### Community Driven Actions

1. Pilot new programs and activities to engage youth
2. Provide safe spaces for youth to hang out
3. Set up a youth mentoring program
4. Provide a youth hostel with support services

### Community Voices

*“Young kids, teens have limited outlets. There is sporting and skate parks but not much else so they get into trouble instead.”*

*“Need more things for kids in this town - nothing for them to do.”*

*“Provide more attractions and facilities for the youth. Keep them off the streets.”*

*“I see a growing need for not just one service but for youth services and crime and prevention as well as I feel they are interlinked. In order to address the issue of crime their needs to be a focus on youth services so that our youth have something to do as boredom tends to lead to breaks ins and graffiti etc.”*

*“Include activities/ programs that run to engage the youth/ young adults (17 - 25) and encourages them to get involved within the town. Regular weekly programs like cooking, skillset development or even how to build a career in the Pilbara.”*

*“Get the youth off the streets by implementing more youth entertainment and programs. More importantly, a hostel for youth looking for a safe haven, food, bed to sleep in. Hostel that is willing to help them and address their problems at home. Hostel that serves as a support system.”*

*“Need more facilities other than sporting - need cinemas, cafes, places where youth can go to engage with their own age groups other than playing sport, also for the youth who are not outdoors types, need more facilities where there is a spread of different youth facilities, more safe houses etc.”*

*“Consult and build facilities that offer multi purpose functionality - indoor rock climbing, roller, bowling. Have a scaled entry cost - according to income. Encourage more mentoring and wrap around services for youth as preventative measure for anti social behaviours. Commit funding and positions to address this ongoing issue in town. Explore what has gone well in other LGs and regional communities and pilot things in Hedland to get the right programming.”*



### Challenges

- Insufficient medical specialists to meet community needs; wait times are too long
- Lack of mental health support services and facilities

### Community Driven Actions

1. Advocate for the Federal and State Government to provide more health services and facilities, including improved access to specialists and mental health support services in the local area
2. Improve promotion of available services and support

### Community Voices

*“More full-time permanent doctors are needed within our region. Hospital is short staffed.”*

*“More specialist health services, and much more frequently. It’s terrible that we need to wait months just to get seen by a specialist or get specialist treatment.”*

*“We need to try to find a way to get more health services here so that people are not having to travel to Perth so often. We need to find ways to encourage Drs to come here and stay as this is a VERY big issue.”*

*“Lobby the State and Federal governments for better access to health services. Services for mental health, speech, OT, psych, diagnostic services are severely lacking, as is the availability of a permanent GP. It feels like we are forever back and forward to Perth for health reasons. 2 year wait lists for children’s surgeries are not acceptable.”*

*“Mental health issues is a big problem with this pandemic we need to get over the anxiety and start to care if everyone’s mental health. The council should have mental health centres.”*

*“There are a lot of people with mental health issues that have gone unchecked. Maybe getting the word of mouth out there about services available, we might start seeing the crime rate drop“*

*“The fact this is addressed says a lot, mental health support needs to be way better. The system here is failing us! There needs to be more local support for people struggling. People should not have to get private health and go to Perth away from family to seek adequate help! Too many suicides, violence and other antisocial behaviours due to the mental health crisis up here! I’m happy to share stories!”*

### Challenges

- Housing shortage is restricting population growth
- Lack of local industry outside of mining
- Lack of options for shopping

### Community Driven Actions

1. Engage the community in developing economic growth plans
2. Support housing development
3. Deliver infrastructure to support growth
4. Promote and support economic diversity
5. Support new businesses to establish in town
6. Advocate for mining companies to limit FIFO and base workers locally

### Community Voices

*"This town has not changed and grown with the times, Karratha by comparison is far more developed and cared for. For such a resource rich area, the area looks old and uncared for."*

*"The council needs to support and encourage new business and organisations to set up here. Find solutions to issues, instead of blocking applications."*

*"More shopping facilities in Port. More diversity in shops and restaurants."*

*"Support business coming to town, reduce and eliminate Fly in Fly out work force bring families to Port Hedland."*

*"Continue the growth of the town and decrease FIFO."*

*"Diversity of industries and commitment to encouraging larger mining residential workers."*

*"Getting big companies to commit to Port Hedland is the first step. I don't mean BHP or FMG, but companies that will set up industry that supports growth. Find something other than iron ore, say building, construction, and get Port Hedland on the map as a regional hub."*

*"Improved infrastructure, facilities, amenities and housing to support the growth in industrial activity. A town that reflects its importance to the Australian economy."*

*"Advocate and support additional housing and infrastructure."*

*"Sustainably funded programs. Long term planning. Addressing housing and rental issues."*

*"Ability to set goals in a planned way and achieve reasonable growth and development."*

*"Run workshops/think tanks, get input from community - actual residents (not governing bodies). Talk to similarly challenged councils as to how they achieved sustainable growth and future 'ongoing' development. Achievable goals are important for everyone or things stagnate."*

### Challenges

- Poor condition of sporting facilities – not in line with current standards in the region
- Lack of available facilities for different sports and activities
- Gym facilities can't service current demand
- Less popular sports are not supported

### Community Driven Actions

1. Create sports and recreation hubs with shared facilities
2. Upgrade existing facilities and build new facilities to accommodate a range of different activities
3. Provide more support for local sporting clubs
4. Provide a greater range of activities for different interests and age groups

### Community Voices

*"Fields and facilities to be on par with the rest of the Pilbara, currently Hedland's are below majority of towns."*

*"Sports and recreation facilities and services. Some facilities need to be renovated, toilets nearby repaired."*

*"Add in more facilities that accommodate everyone and all sports. Need another indoor court area that supports multiple courts for sports like netball or volleyball for outdoor associations to move inside during summer. Have more recreational style sporting areas to enjoy family friendly activities like mini golf or bowling as well."*

*"Upgrade to the hockey/ tennis courts."*

*"Under cover courts, toilet facilities at sporting ovals."*

*"More venues for inside sports e.g. gymnastics was forced to close."*

*"Not all kids play basketball. How many courts do you need. How about a rollerskate rink."*

*"Bigger gym space, it's a busy gym with awesome staff but not enough space for all the members."*

*"Creating 2 sporting hubs with multi purpose facilities rather than little areas that constantly require maintenance and money draining - centralising all sports e.g. South Hedland at the blue stadium and Port Hedland at the turf club."*

*"Master plans are a great step forward for aging infrastructure within Port Hedland specifically."*

*"Stop making it hard for clubs to run. Look at the clubs you have and maybe offer to help better them so more members of the community would like to stay long term."*

### Challenges

- The town looks old and run-down
- Lack of shopping options
- Visitors don't want to stop in town
- Antisocial behaviour around shopping areas
- Money from mining isn't staying in the town

### Community Driven Actions

1. Activate, modernise and improve the appearance of town centres
2. Build a greater sense of pride in the area
3. Attract and retain new businesses and attractions
4. Improve parking

### Community Voices

*"Our town is pretty unloved looking. When compared to the redevelopment and improves in Karratha, we look really dated and out of touch. Nobody 'passing through' wants to stop here."*

*"Town needs more shops. There is a temporary feel to town centre. A more permanent feeling, Cafés, take aways, another supermarket."*

*"Cafes/shops/precincts like Karratha that you can go to and enjoy."*

*"Town centre and development. Develop both Port and South Hedland shopping centres. Repaint, resurface, freshen them up. Encourage/assist new stores in opening."*

*"An inviting environment that encourages businesses to open up and provide new options for the community."*

*"The town centres Port & South need more improvement. Nicer places to meet with friends/families. More parking and less anti social behaviour to attract people. Mainly to South Hedland."*

*"Tidy up the town centre, paint murals, modernise, lighting in carpark, shaded carparking. Move anti social behaviours along quicker."*

*"Lack of shops and decent shopping centre, bigger supermarket we are very deprived here make the town centre - (South) nice - Port looks great after the improvements. Hopefully they are maintained."*

*"Creating a central hub which helps create more of a community feel. Subsidising rent so that numerous amazing small businesses in town can fill the likes of a quite desolate Wedge St."*

*"Make it a nice place to go (centre of town Port Hedland) Alive! - more shops, cafés, plants, make it a place to be proud of. Street art, music, tables and chairs, markets, make shop owners clean their windows take pride in their place."*

Familiarity with local services and facilities

# Familiarity with local services and facilities

Higher levels of familiarity



% of respondents who were familiar with service area



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

# Familiarity with local services and facilities

## Lower levels of familiarity



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

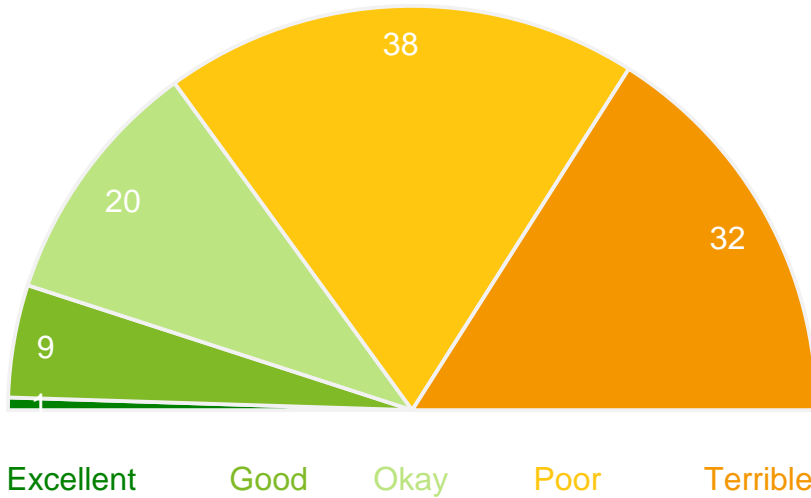
People



# Services and facilities for families and children, including childcare

## Performance ratings

% of respondents



28

Performance Index Score (out of 100)

30%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	28
Industry High	70
Industry Average	56

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
28	28	27	25	30	29	23	27	27	28	23	29	34	23	24	34	28	28	28

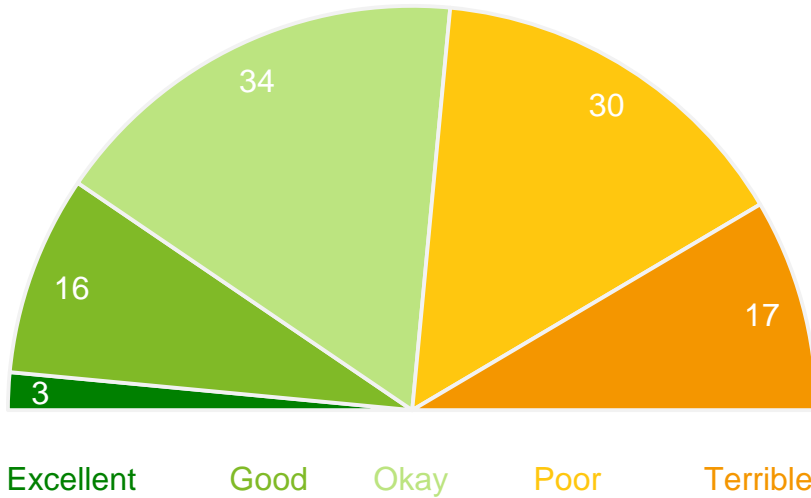
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 773). \* Positive Rating = excellent, good + okay

# Services and facilities for youth

## Performance ratings

% of respondents



40

Performance Index Score (out of 100)

53%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	40
Industry High	66
Industry Average	48

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
40	39	40	36	43	39	43	39	38	35	39	38	42	31	33	41	43	38	34

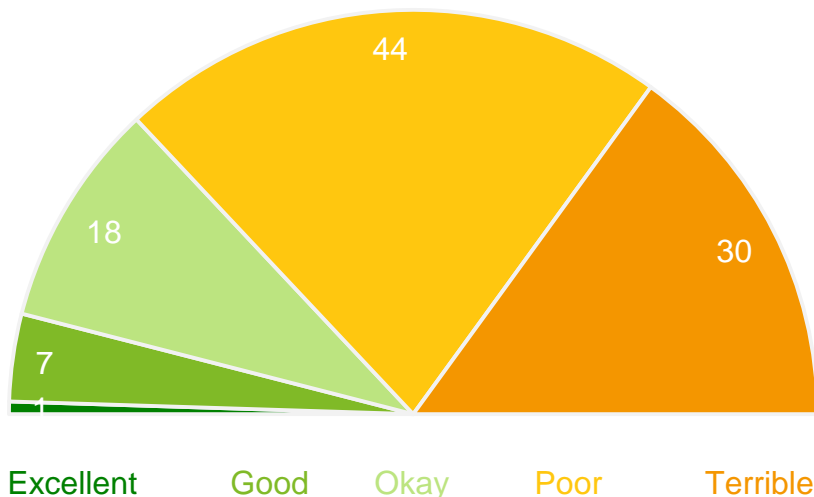
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 772). \* Positive Rating = excellent, good + okay

# Services and care available for seniors

## Performance ratings

% of respondents



26

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

26%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	26
Industry High	68
Industry Average	54

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
26	25	27	24	28	24	27	25	26	23	26	25	25	19	23	31	25	27	16

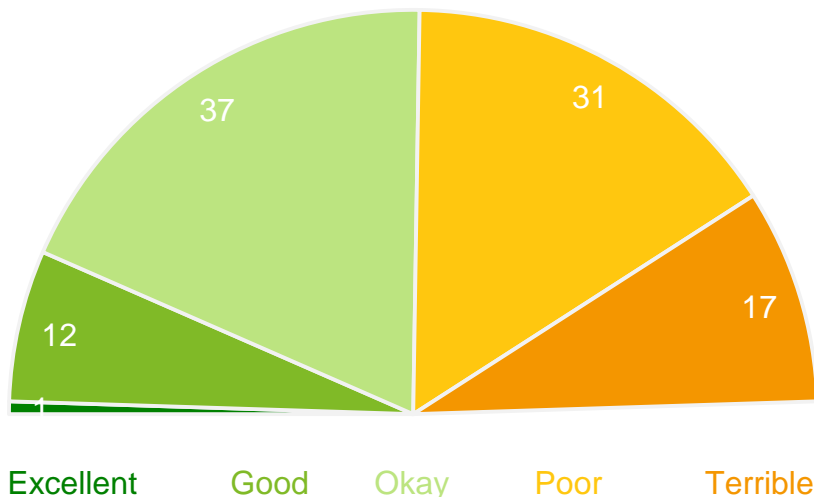
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 603). \* Positive Rating = excellent, good + okay

# Disability access and inclusion

## Performance ratings

% of respondents



37

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

50%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	37
Industry High	65
Industry Average	51

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
37	38	37	37	38	37	37	37	37	30	38	36	37	22	33	40	36	39	26

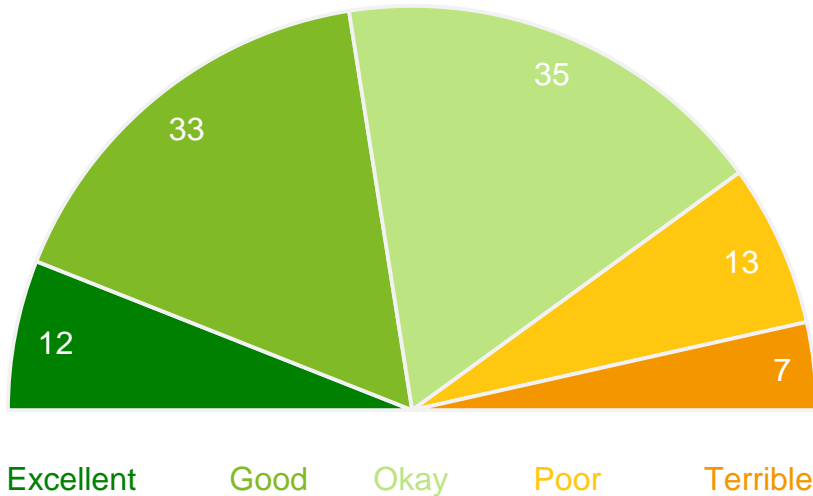
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 597). \* Positive Rating = excellent, good + okay

# Recognition and respect for Aboriginal cultures and heritage

## Performance ratings

% of respondents



57

Performance Index Score (out of 100)

80%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	57
Industry High	72
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
57	56	59	57	59	56	60	58	59	61	58	57	57	48	37	55	58	58	40

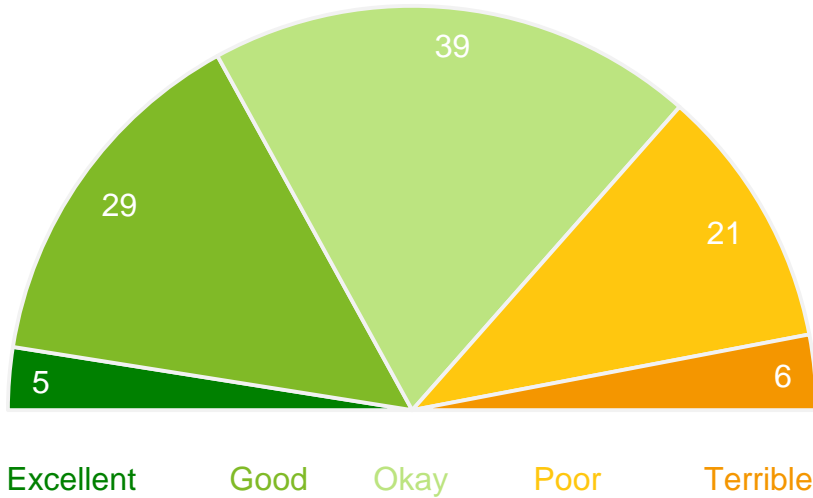
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 749). \* Positive Rating = excellent, good + okay

# Volunteer recognition and support

## Performance ratings

% of respondents



52

Performance Index Score (out of 100)

73%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	52
Industry High	70
Industry Average	61

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
52	50	53	49	55	51	53	54	50	51	53	52	49	43	44	51	52	52	42

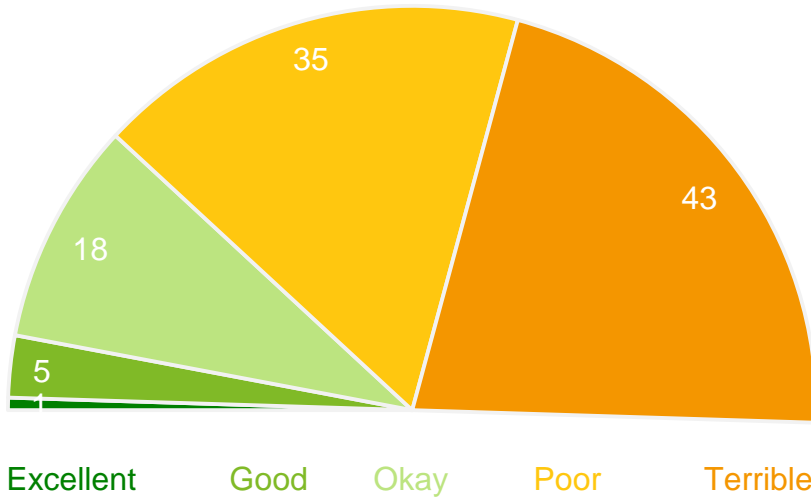
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 694). \* Positive Rating = excellent, good + okay

# Community safety and crime prevention

## Performance ratings

% of respondents



22

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

24%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	22
Industry High	76
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
22	21	22	20	24	21	21	21	24	21	20	22	24	16	18	21	25	20	21

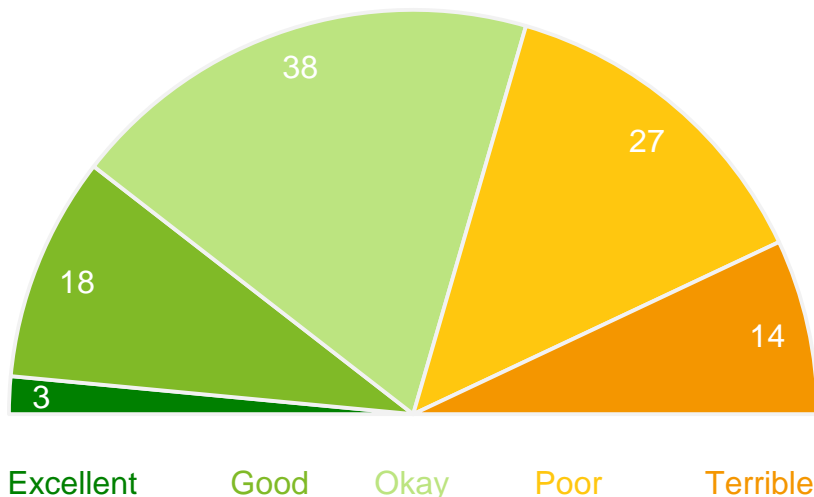
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 797). \* Positive Rating = excellent, good + okay

# Access to health and community services

## Performance ratings

% of respondents



42

Performance Index Score (out of 100)

59%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	42
Industry High	70
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
42	42	43	42	43	42	42	43	38	38	43	41	45	35	44	41	43	42	35

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

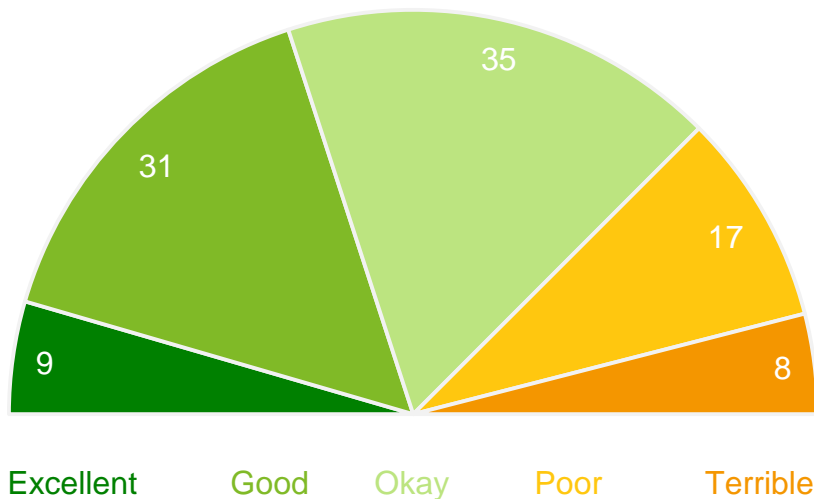
Base: All respondents, excludes 'unsure' and 'no response' (n = 786). \* Positive Rating = excellent, good + okay



# Sport and recreation facilities and services

## Performance ratings

% of respondents



54

Performance Index Score (out of 100)

75%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	54
Industry High	85
Industry Average	66

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
54	54	55	52	57	55	54	49	54	53	56	51	58	54	52	57	55	54	45

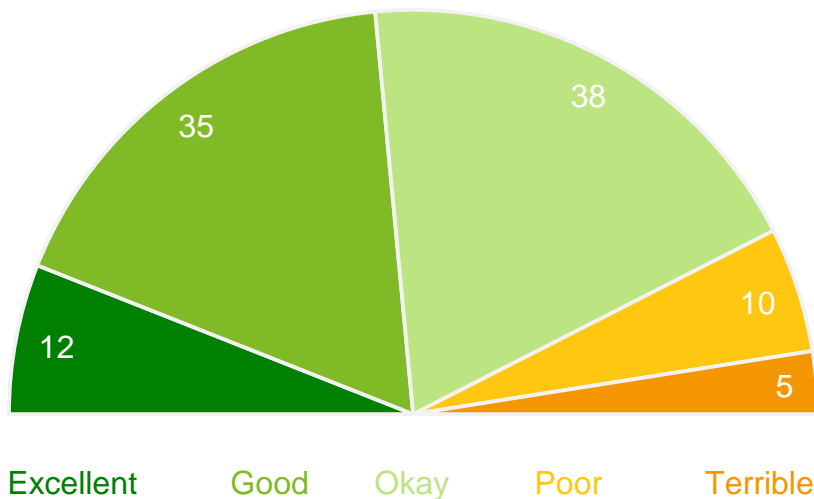
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 803). \* Positive Rating = excellent, good + okay

# Aquatic centres

## Performance ratings

% of respondents



60

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

85%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	60
Industry High	84
Industry Average	72

## 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
60	56	63	58	63	62	60	57	56	57	64	57	60	57	53	57	62	60	51

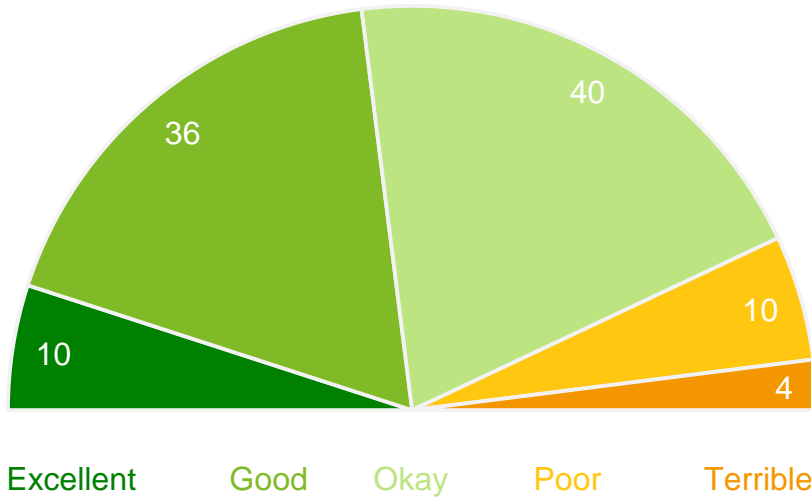
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 798). \* Positive Rating = excellent, good + okay

# Library and information services

## Performance ratings

% of respondents



60

Performance Index Score (out of 100)

86%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	60
Industry High	83
Industry Average	71

## 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
60	58	61	56	65	59	62	60	58	58	61	59	59	61	58	56	60	60	52

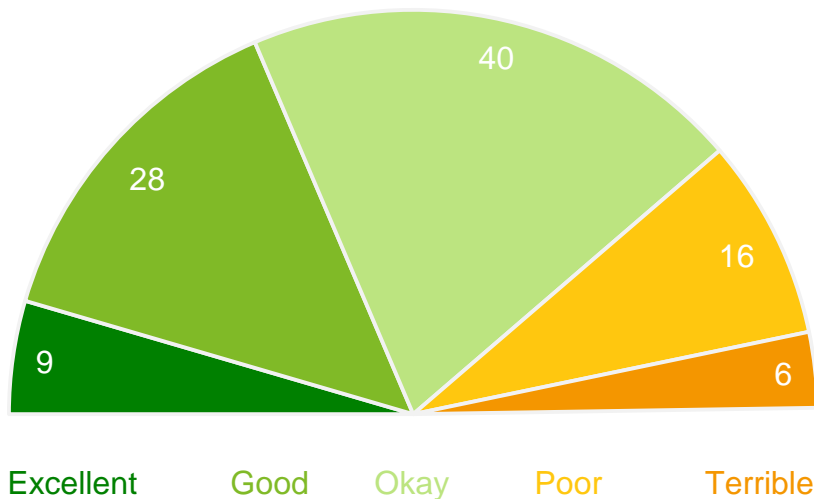
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 753). \* Positive Rating = excellent, good + okay

# Festivals, events, art and cultural activities

## Performance ratings

% of respondents



**55**

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

**77%**

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	55
Industry High	77
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
55	54	55	52	58	55	55	55	53	57	53	55	57	49	46	48	56	54	49

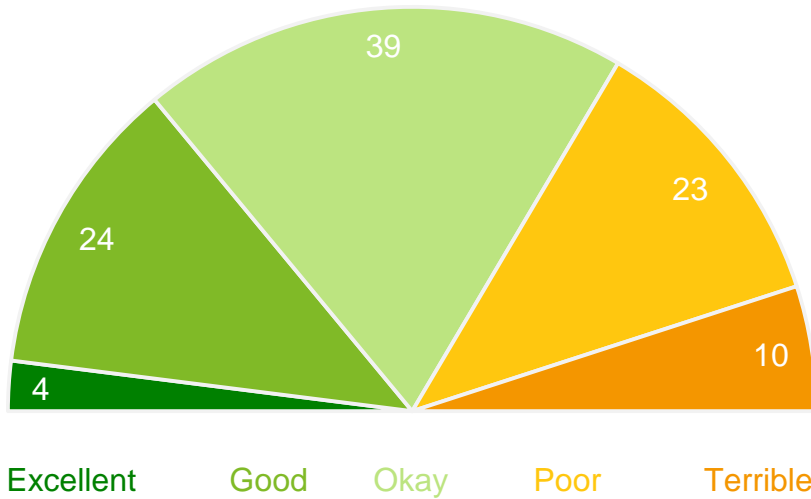
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 794). \* Positive Rating = excellent, good + okay

# How local history and heritage is preserved and promoted

## Performance ratings

% of respondents



47

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

67%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland 47

Industry High 75

Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
47	45	49	45	51	48	48	45	48	45	50	45	45	37	39	52	47	48	35

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

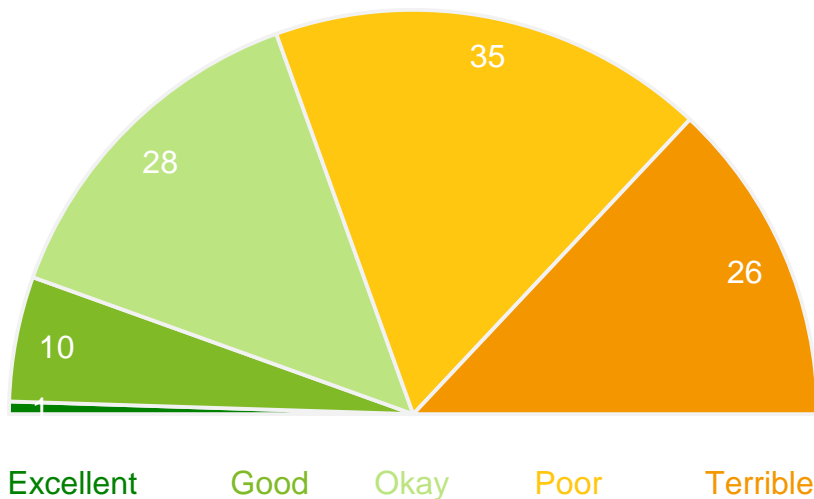
Base: All respondents, excludes 'unsure' and 'no response' (n = 715). \* Positive Rating = excellent, good + okay

Place

# Managing responsible growth and development

## Performance ratings

% of respondents



32

Performance Index Score (out of 100)

39%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland 32

Industry High 59

Industry Average 49

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
32	30	33	29	36	32	33	30	29	26	33	30	34	27	30	38	32	33	18

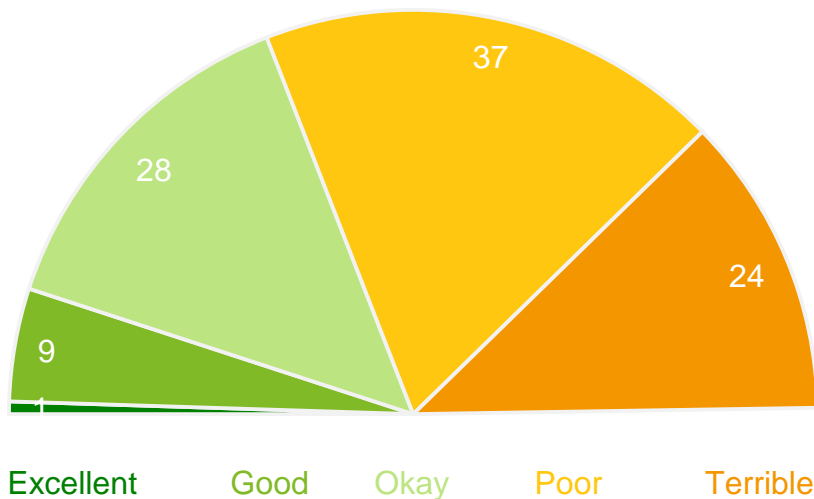
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 736). \* Positive Rating = excellent, good + okay

# Planning and building approvals

## Performance ratings

% of respondents



31

Performance Index Score (out of 100)

38%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	31
Industry High	60
Industry Average	46

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
31	30	32	30	34	31	32	29	29	29	31	31	35	26	28	34	31	32	22

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

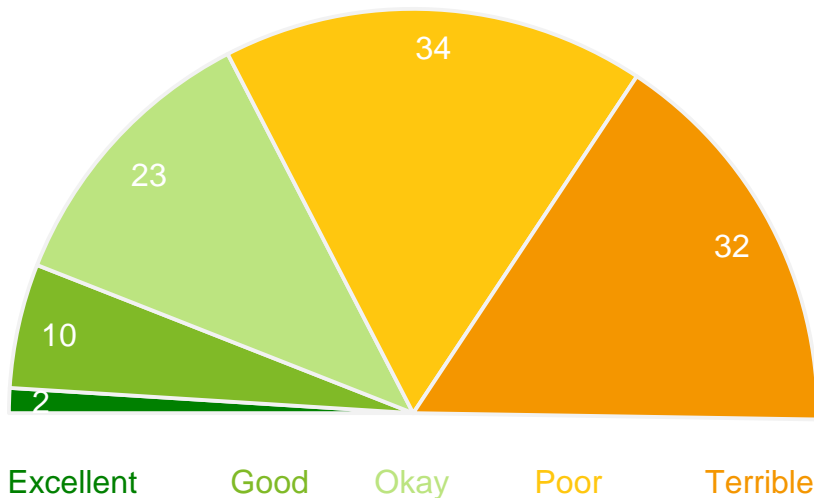
Base: All respondents, excludes 'unsure' and 'no response' (n = 598). \* Positive Rating = excellent, good + okay



# Access to housing that meets your needs

## Performance ratings

% of respondents



29

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

35%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland 29

Industry High 68

Industry Average 56

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
29	31	28	29	30	27	28	29	31	31	27	29	32	21	22	30	31	29	19

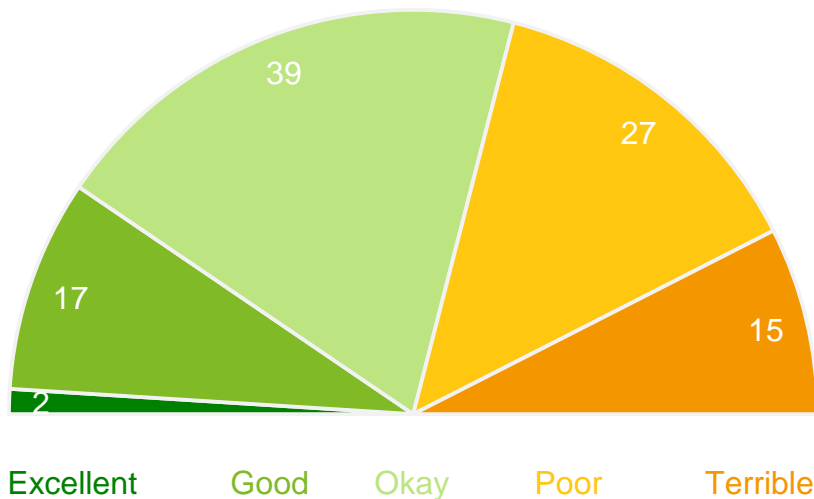
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 711). \* Positive Rating = excellent, good + okay

# Community buildings, halls and toilets

## Performance ratings

% of respondents



41

Performance Index Score (out of 100)

58%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	41
Industry High	78
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
41	41	41	39	43	41	41	39	40	40	40	41	44	35	33	42	43	41	25

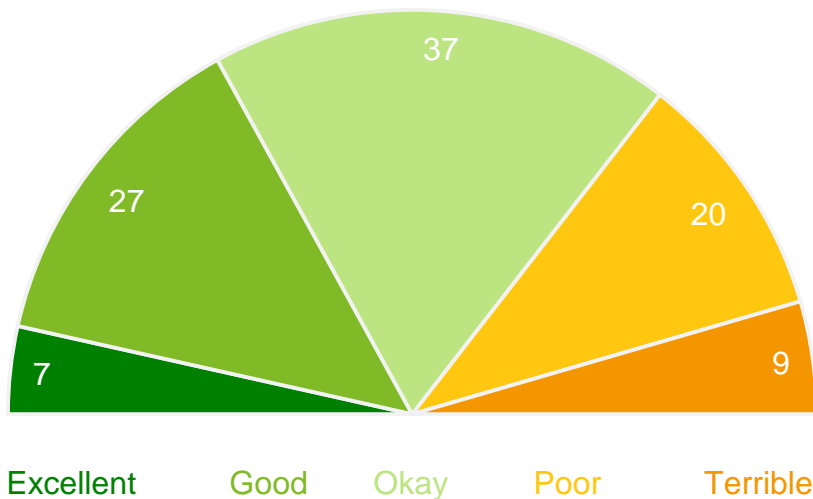
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 780). \* Positive Rating = excellent, good + okay

# Playgrounds, parks and reserves

## Performance ratings

% of respondents



51

Performance Index Score (out of 100)

71%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	51
Industry High	86
Industry Average	68

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
51	51	51	47	54	53	48	47	50	46	50	49	55	45	42	51	55	48	40

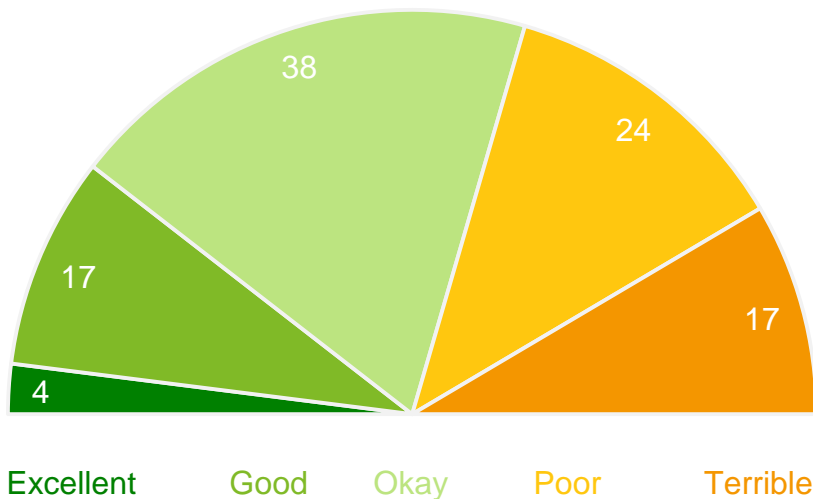
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 791). \* Positive Rating = excellent, good + okay

# Streetscapes, trees and verges

## Performance ratings

% of respondents



42

Performance Index Score (out of 100)

59%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	42
Industry High	64
Industry Average	53

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
42	40	43	38	47	42	43	41	42	40	42	41	43	34	36	46	46	41	31

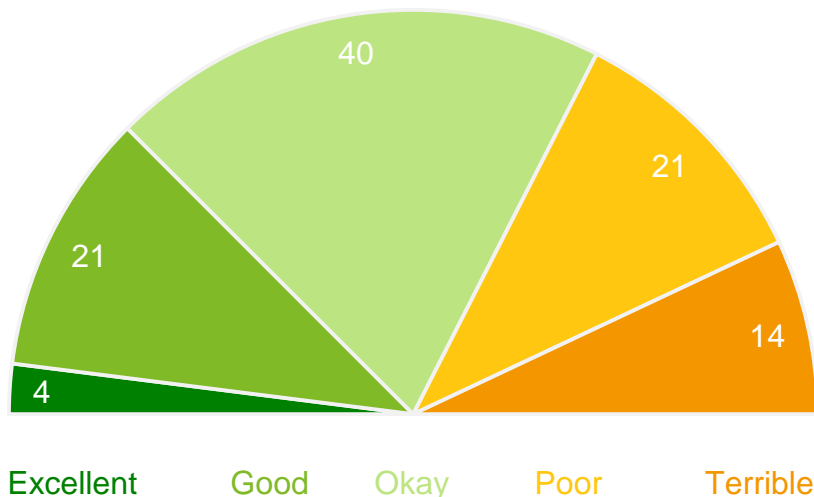
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 794). \* Positive Rating = excellent, good + okay

# Footpaths, trails and cycleways

## Performance ratings

% of respondents



45

Performance Index Score (out of 100)

65%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	45
Industry High	68
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
45	44	47	42	50	47	44	43	47	44	45	44	48	36	41	50	48	44	39

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

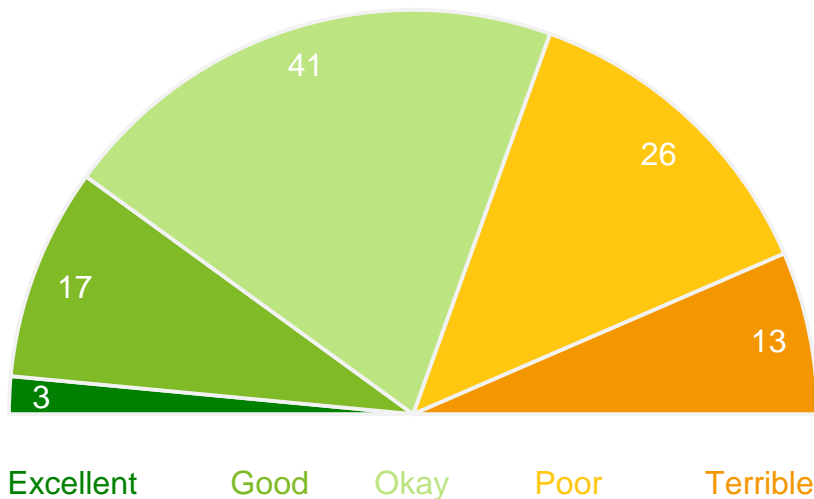
Base: All respondents, excludes 'unsure' and 'no response' (n = 789).

\* Positive Rating = excellent, good + okay

# Lighting of streets and public places

## Performance ratings

% of respondents



42

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

61%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	42
Industry High	64
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
42	41	44	41	43	44	41	43	43	40	40	42	47	39	40	48	49	39	34

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

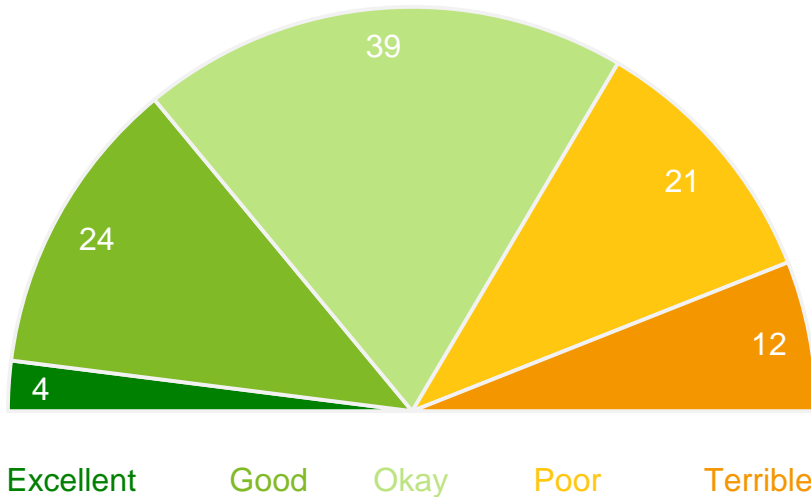
Base: All respondents, excludes 'unsure' and 'no response' (n = 788).

\* Positive Rating = excellent, good + okay

# Building and maintaining local roads

## Performance ratings

% of respondents



47

Performance Index Score (out of 100)

67%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	47
Industry High	70
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
47	45	48	44	50	45	50	49	48	44	47	46	47	47	38	53	53	44	28

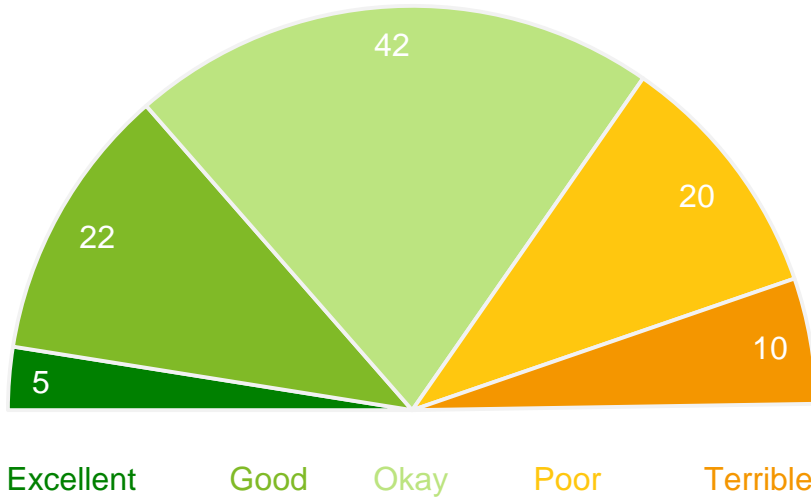
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 787). \* Positive Rating = excellent, good + okay

# Storm water drainage

## Performance ratings

% of respondents



48

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

69%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	48
Industry High	66
Industry Average	49

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
48	45	50	48	48	47	52	49	51	42	49	48	45	41	45	56	50	48	31

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

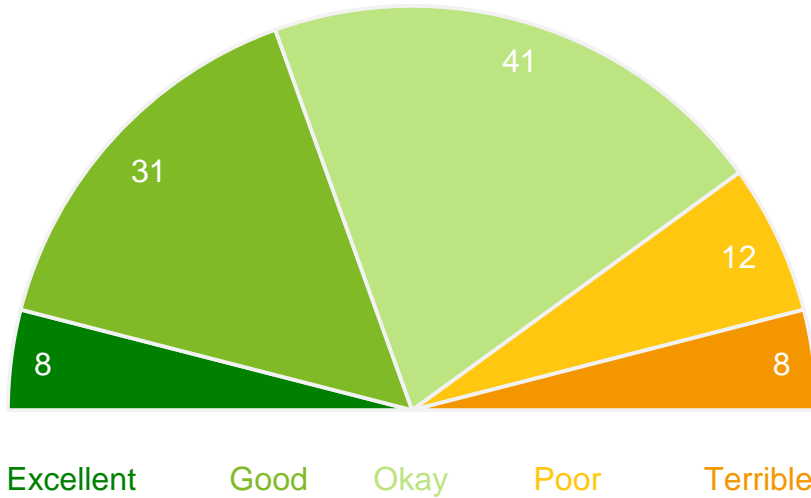
Base: All respondents, excludes 'unsure' and 'no response' (n = 752). \* Positive Rating = excellent, good + okay



# Traffic management

## Performance ratings

% of respondents



55

Performance Index Score (out of 100)

80%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	55
Industry High	64
Industry Average	55

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
55	50	58	52	59	55	58	56	50	48	59	53	50	51	49	60	59	54	35

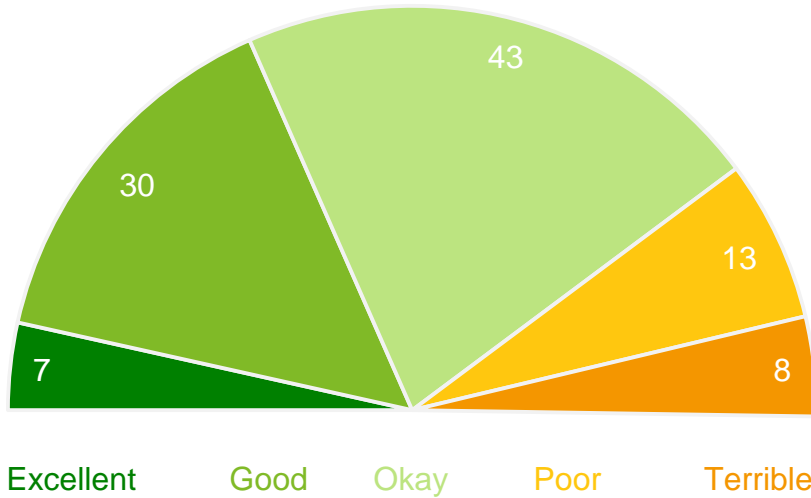
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 772). \* Positive Rating = excellent, good + okay

# Parking management

## Performance ratings

% of respondents



54

Performance Index Score (out of 100)

80%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	54
Industry High	62
Industry Average	53

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
54	49	57	52	55	55	54	53	51	45	57	52	48	52	46	57	57	52	38

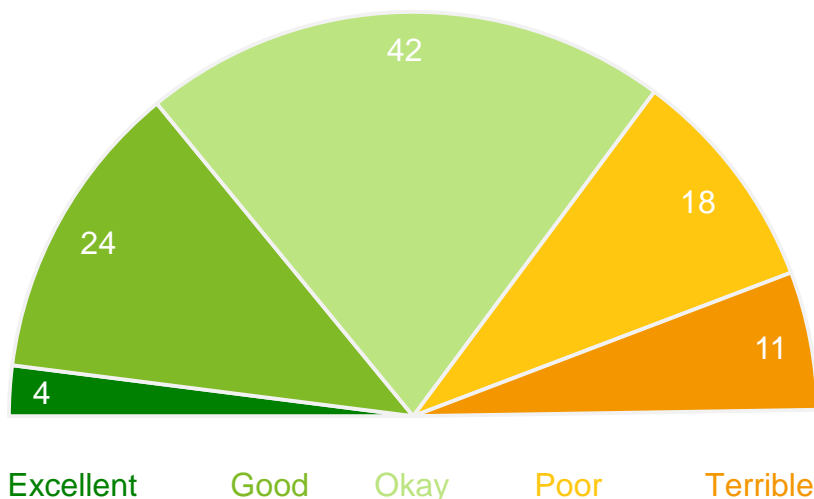
Q. How would you rate performance in the following areas?

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

# Access to public transport

## Performance ratings

% of respondents



48

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

70%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	48
Industry High	78
Industry Average	58

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
48	50	47	48	49	46	52	51	54	45	49	49	45	40	49	52	50	48	39

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

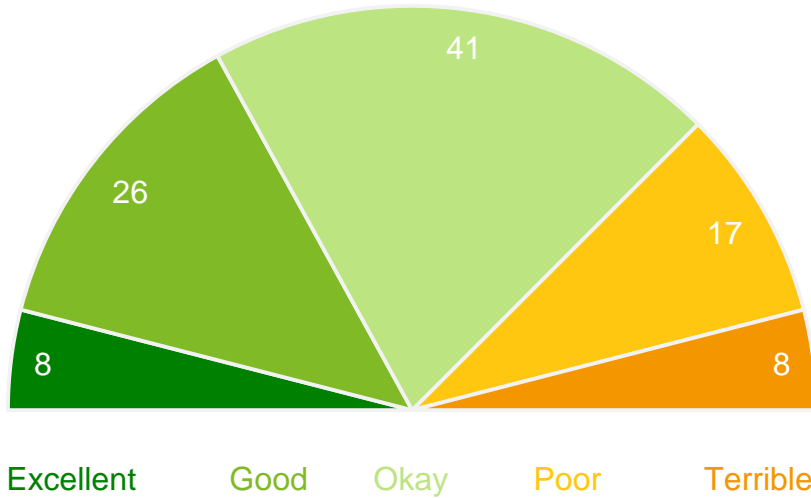
Base: All respondents, excludes 'unsure' and 'no response' (n = 634).

\* Positive Rating = excellent, good + okay

# Marine facilities (boat ramps, jetties, etc)

## Performance ratings

% of respondents



53

Performance Index Score (out of 100)

75%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	53
Industry High	71
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
53	51	54	48	58	54	51	53	57	50	53	53	49	52	53	58	53	52	47

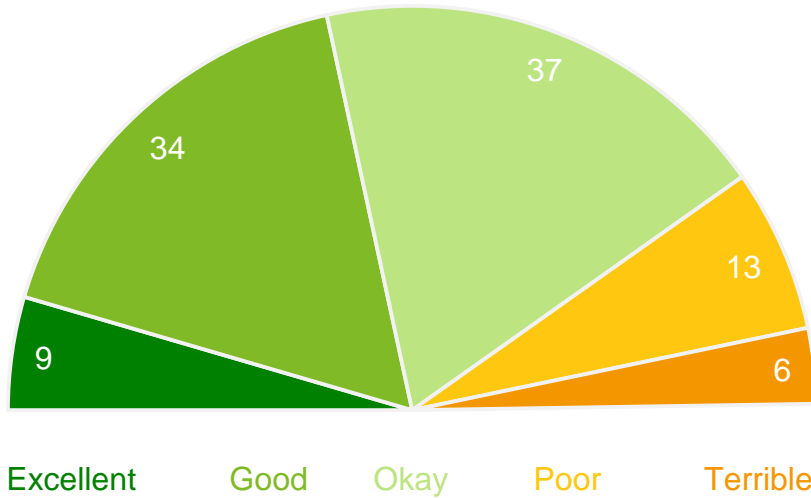
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 704). \* Positive Rating = excellent, good + okay

# Airport facilities and services

## Performance ratings

% of respondents



56

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

80%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	56
Industry High	70
Industry Average	59

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
56	54	59	54	60	55	60	57	56	52	61	53	54	56	56	57	55	58	43

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

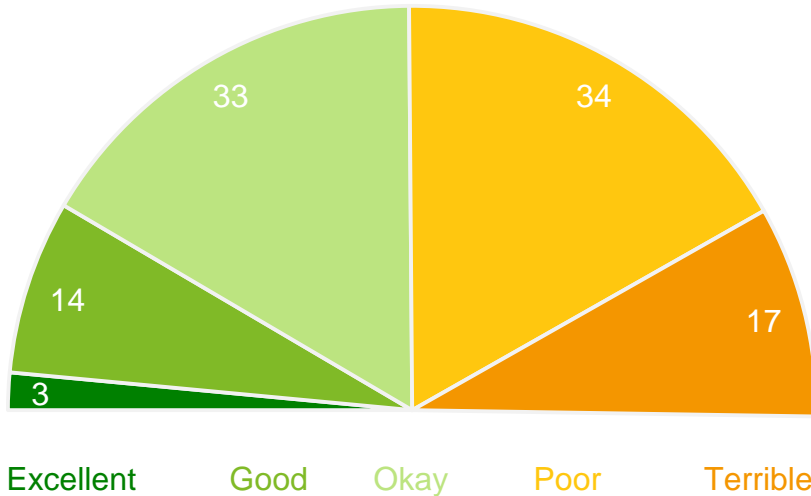
Base: All respondents, excludes 'unsure' and 'no response' (n = 777). \* Positive Rating = excellent, good + okay

Planet

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

## Performance ratings

% of respondents



38

Performance Index Score (out of 100)

50%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	38
Industry High	71
Industry Average	52

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
38	38	38	37	40	37	42	39	38	38	39	37	38	36	32	48	37	39	29

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 627). \* Positive Rating = excellent, good + okay

# Environmental sustainability

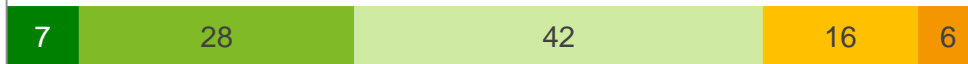
## Performance ratings

% of respondents

■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

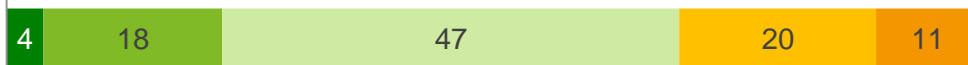
**Index Score**

Waste management (efforts to reduce landfill, encourage recycling, responsible consumption and circular economies, etc)



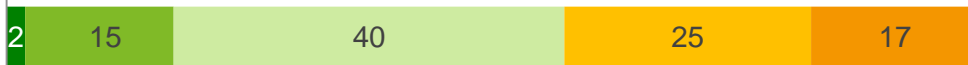
54

Water management (water conservation, water recycling, flood management, river and creek management, etc)



46

Land management (conserving and managing nature reserves, forests and agricultural land, weed management, etc)



40

Energy management (efforts to use and encourage the adoption of renewable energy, electric vehicles, etc)



36

## Variations across the community

Index Score

	All respondents	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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
Waste management	54	54	54	53	55	53	55	55	57	52	54	53	54	48	50	58	54	54	42
Water management	46	44	48	46	46	48	48	45	46	39	48	44	47	44	46	57	48	46	37
Land management	40	36	43	40	40	41	41	37	42	39	41	39	39	34	35	47	40	41	25
Energy management	36	33	39	35	37	38	36	32	36	32	40	32	37	30	31	40	37	37	20

Q. How would you rate the Town's environmental sustainability?

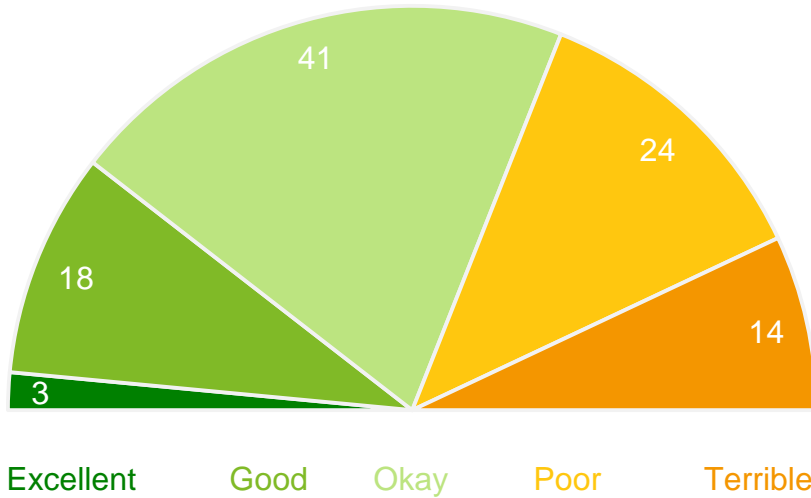
Base: All respondents, excludes 'no response' (n = varies from 636 to 713).



# Conservation and environmental management

## Performance ratings

% of respondents



43

Performance Index Score (out of 100)

62%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland 43

Industry High 73

Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
43	43	44	42	45	42	47	44	44	45	44	43	42	37	38	47	43	44	33

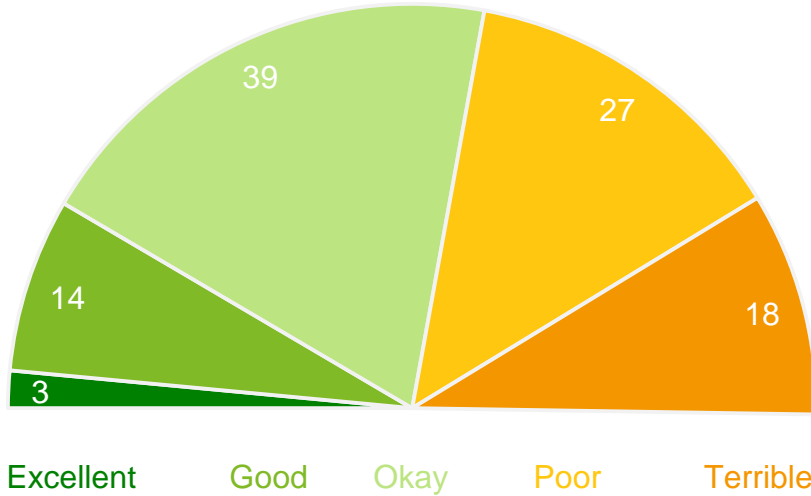
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 694). \* Positive Rating = excellent, good + okay

# Animal management (dogs and cats)

## Performance ratings

% of respondents



39

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

56%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland 39

Industry High 65

Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
39	37	41	39	40	40	36	40	45	40	37	40	42	44	36	47	43	38	33

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

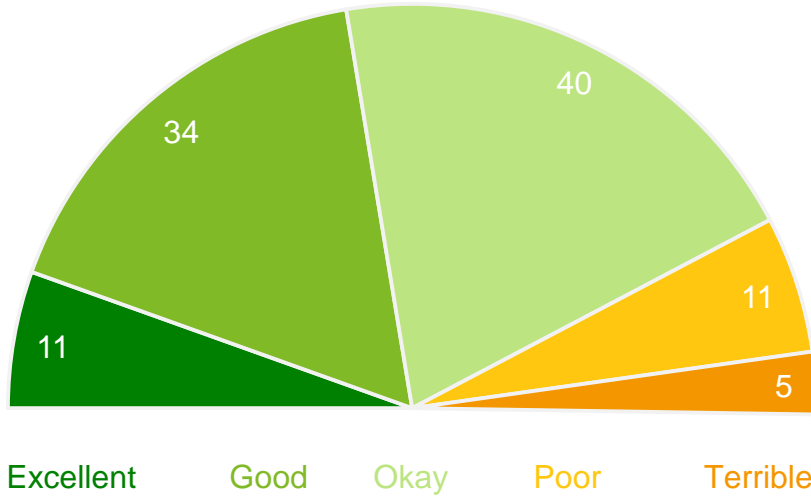
Base: All respondents, excludes 'unsure' and 'no response' (n = 767). \* Positive Rating = excellent, good + okay

# Natural disaster management

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

## Performance ratings

% of respondents



59

Performance Index Score (out of 100)

85%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	59
Industry High	69
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
59	57	61	58	61	58	61	61	61	59	62	59	54	50	55	65	58	61	42

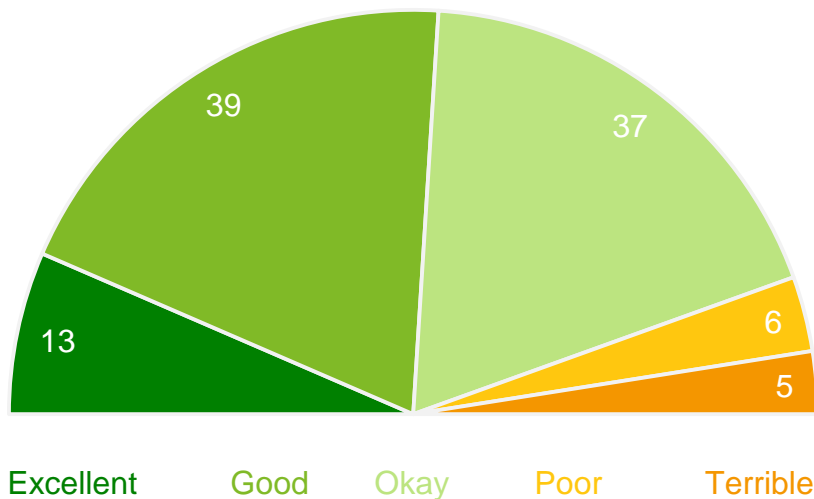
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 738). \* Positive Rating = excellent, good + okay

# Waste collection services

## Performance ratings

% of respondents



62

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

89%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	62
Industry High	81
Industry Average	65

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
62	61	62	62	63	62	62	62	65	57	62	62	61	56	55	64	63	62	43

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

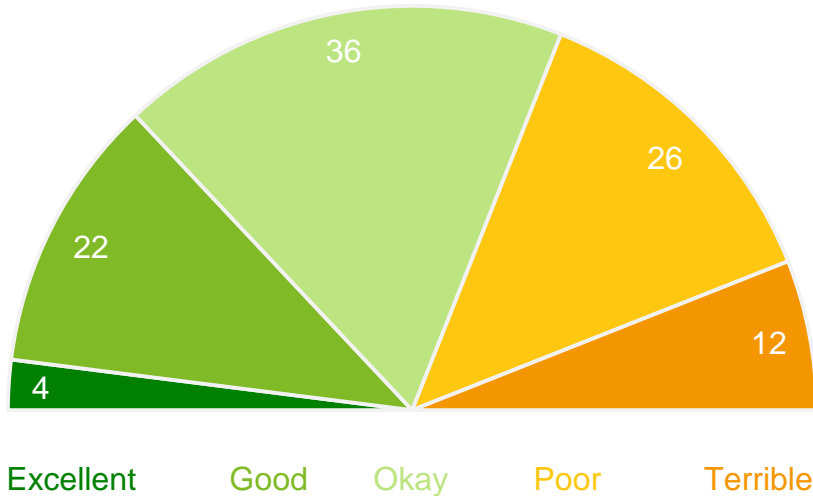
Base: All respondents, excludes 'unsure' and 'no response' (n = 778). \* Positive Rating = excellent, good + okay

Prosperity

# Economic development and job creation

## Performance ratings

% of respondents



45

Performance Index Score (out of 100)

62%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	45
Industry High	60
Industry Average	45

## 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
45	44	46	42	48	43	49	45	42	40	48	42	42	45	47	53	45	46	28

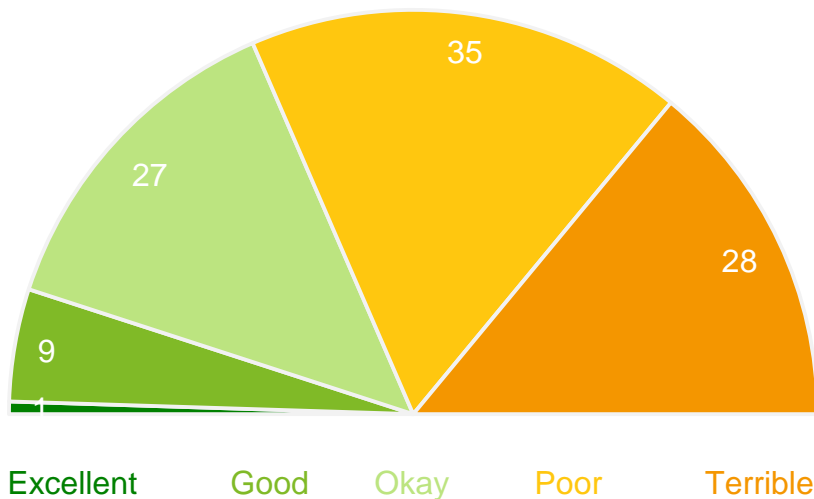
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 729). \* Positive Rating = excellent, good + okay

# Development and activation of the Town centre

## Performance ratings

% of respondents



**29**

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

**37%**

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	29
Industry High	64
Industry Average	49

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
29	27	31	26	<b>34</b>	29	29	28	<b>34</b>	26	28	29	32	<b>23</b>	28	33	28	31	<b>22</b>

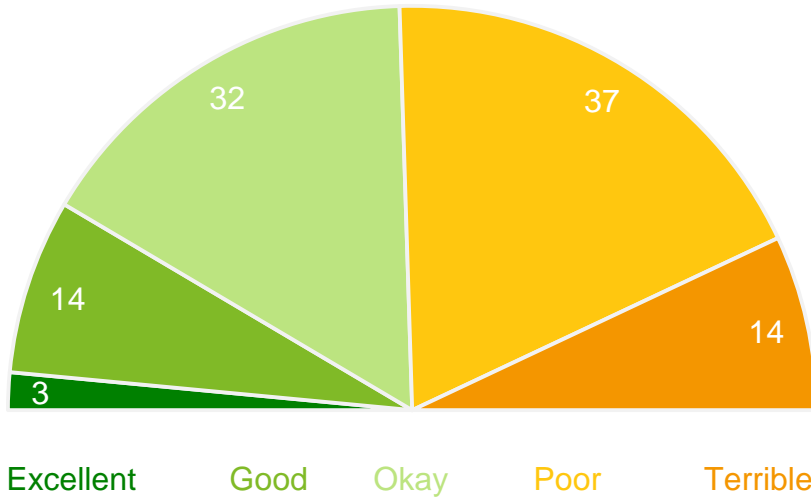
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 744). \* Positive Rating = excellent, good + okay

# Place to visit

## Performance ratings

% of respondents



39

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

49%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland 39

Industry High 88

Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
39	39	39	36	43	39	37	38	43	39	36	39	47	36	41	40	40	38	42

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

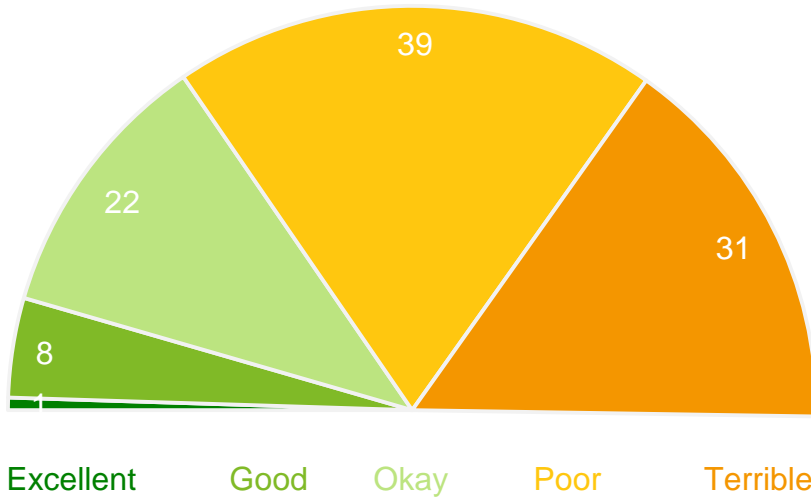
Base: All respondents, excludes 'unsure' and 'no response' (n = 805). \* Positive Rating = excellent, good + okay



# Tourism attractions and marketing

## Performance ratings

% of respondents



27

Performance Index Score (out of 100)

31%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland 27

Industry High 62

Industry Average 47

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
27	28	26	23	32	27	25	26	32	30	24	27	33	19	29	28	28	27	21

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

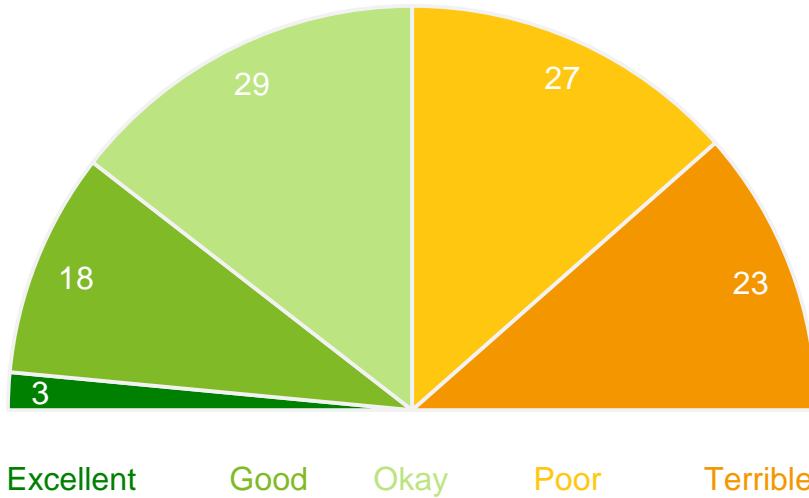
Base: All respondents, excludes 'unsure' and 'no response' (n = 769).

\* Positive Rating = excellent, good + okay

# Telecommunications and internet services

## Performance ratings

% of respondents



37

Performance Index Score (out of 100)

50%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	37
Industry High	59
Industry Average	47

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
37	36	38	35	40	36	40	36	35	33	38	35	38	22	30	42	40	37	20

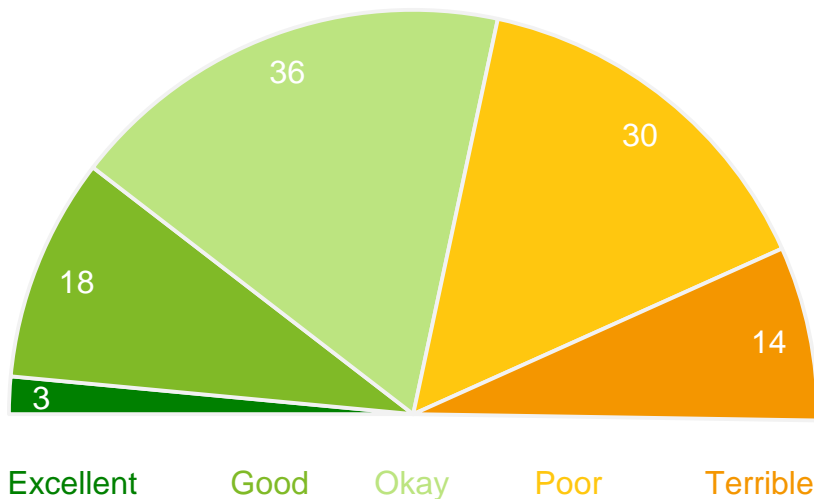
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 774). \* Positive Rating = excellent, good + okay

# Access to education and training opportunities

## Performance ratings

% of respondents



42

Performance Index Score (out of 100)

57%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	42
Industry High	64
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
42	41	43	39	45	43	41	40	37	40	44	38	43	32	40	46	39	44	26

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

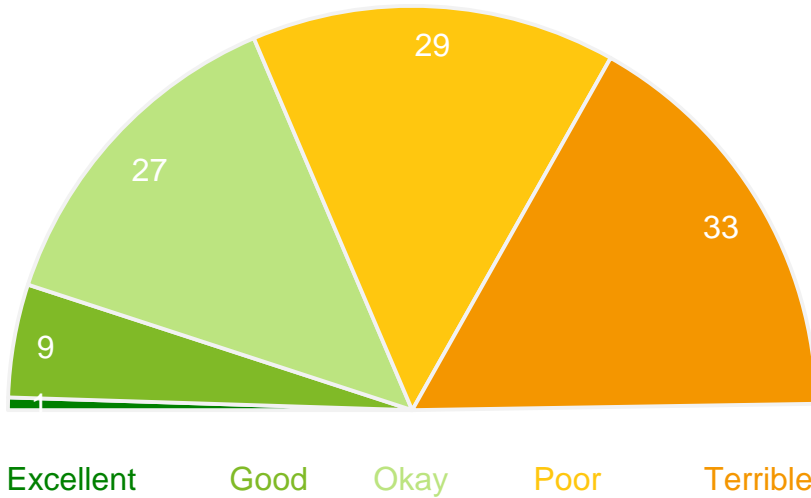
Base: All respondents, excludes 'unsure' and 'no response' (n = 715). \* Positive Rating = excellent, good + okay

Performance

# Council's leadership

## Performance ratings

% of respondents



29

Performance Index Score (out of 100)

37%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland 29

Industry High 67

Industry Average 50

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
29	27	31	28	31	29	29	29	31	25	27	29	34	22	25	37	29	30	19

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

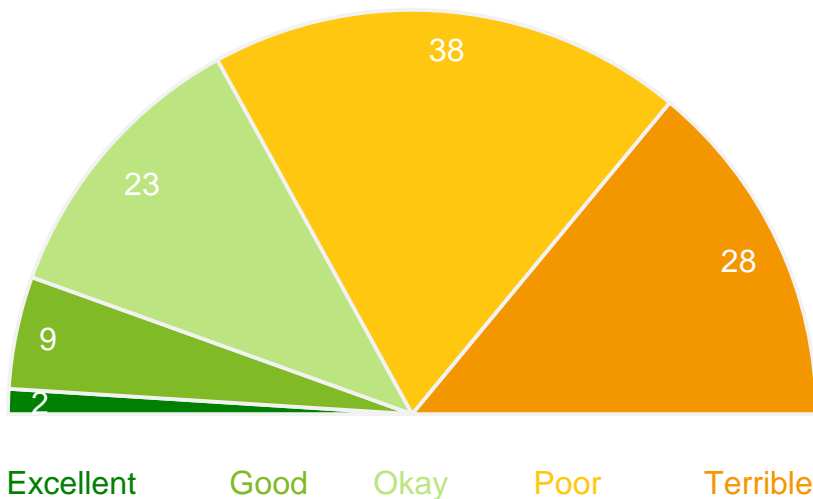
Base: All respondents, excludes 'unsure' and 'no response' (n = 688).

\* Positive Rating = excellent, good + okay

# Value for money from Council rates

## Performance ratings

% of respondents



29

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

34%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland 29

Industry High 61

Industry Average 45

## 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
29	28	30	27	32	28	28	30	31	33	27	28	33	29	28	33	28	30	26

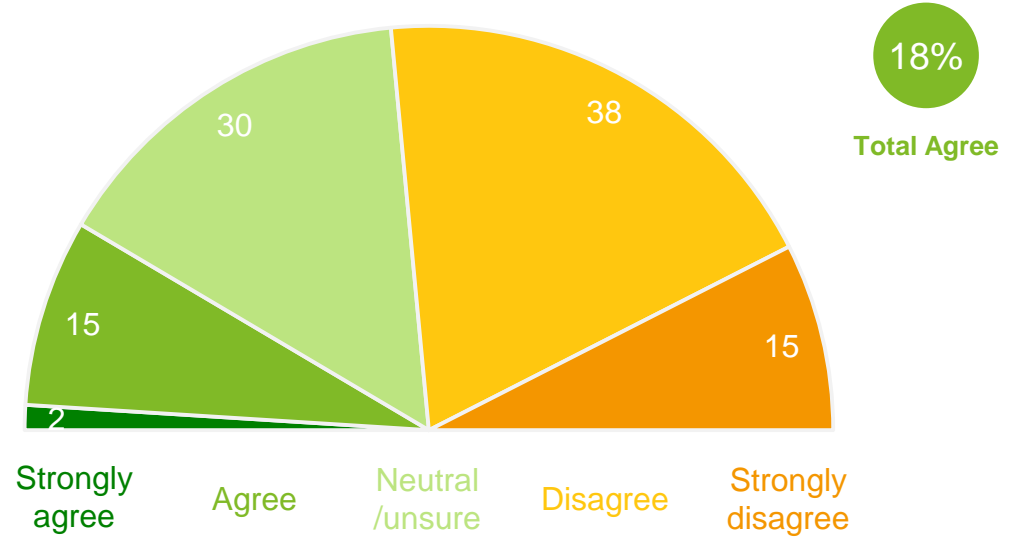
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 640). \* Positive Rating = excellent, good + okay

# The Town has developed and communicated a clear vision for the area

## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



Town of Port Hedland	18
<b>Industry High</b>	<b>58</b>
Industry Average	34

## 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
18	16	19	15	20	18	15	18	25	15	14	18	22	9	12	17	21	16	10

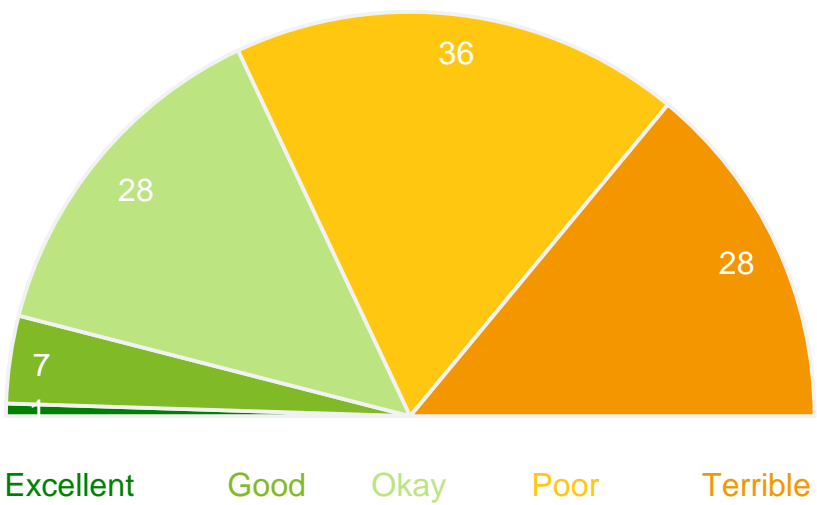
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 810).

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

## Performance ratings

% of respondents



29

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

36%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	29
Industry High	64
Industry Average	49

## Variations 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
29	28	31	28	32	29	31	29	32	28	28	29	33	19	26	36	31	30	17

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

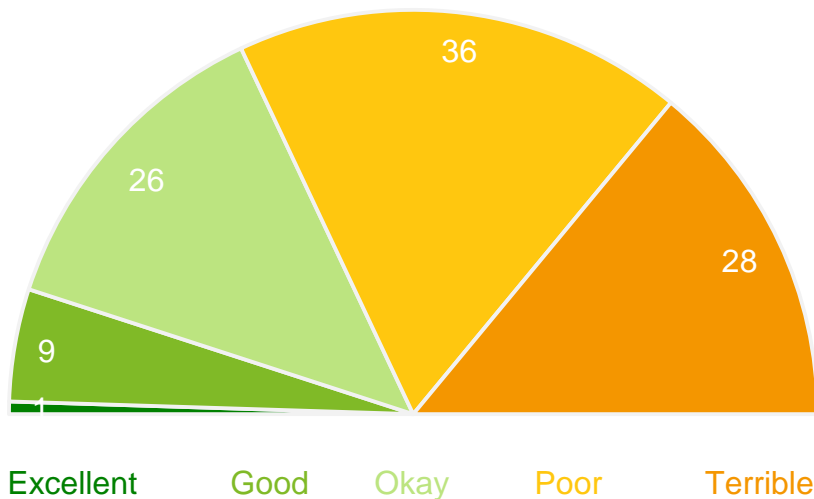
Base: All respondents, excludes 'unsure' and 'no response' (n = 653). \* Positive Rating = excellent, good + okay



# How the community is consulted about local issues

## Performance ratings

% of respondents



30

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

36%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	30
Industry High	62
Industry Average	46

## 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
30	27	33	28	33	29	32	31	32	28	28	31	32	23	26	34	33	29	21

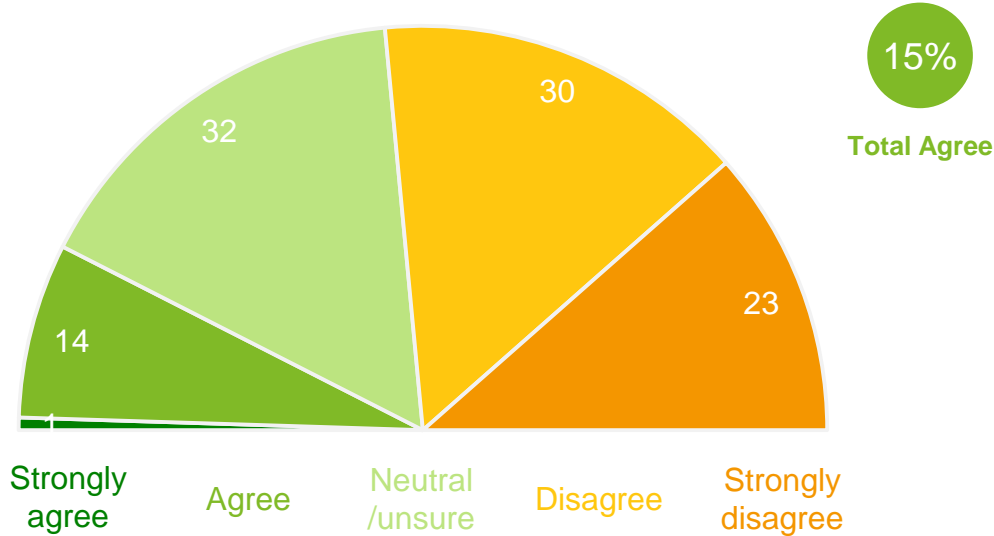
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 707). \* Positive Rating = excellent, good + okay

# The Town listens to and respects residents' views

## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



Town of Port Hedland	15
<b>Industry High</b>	<b>55</b>
Industry Average	33

## 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
15	12	17	15	16	15	14	15	19	18	13	15	18	4	5	21	20	13	4

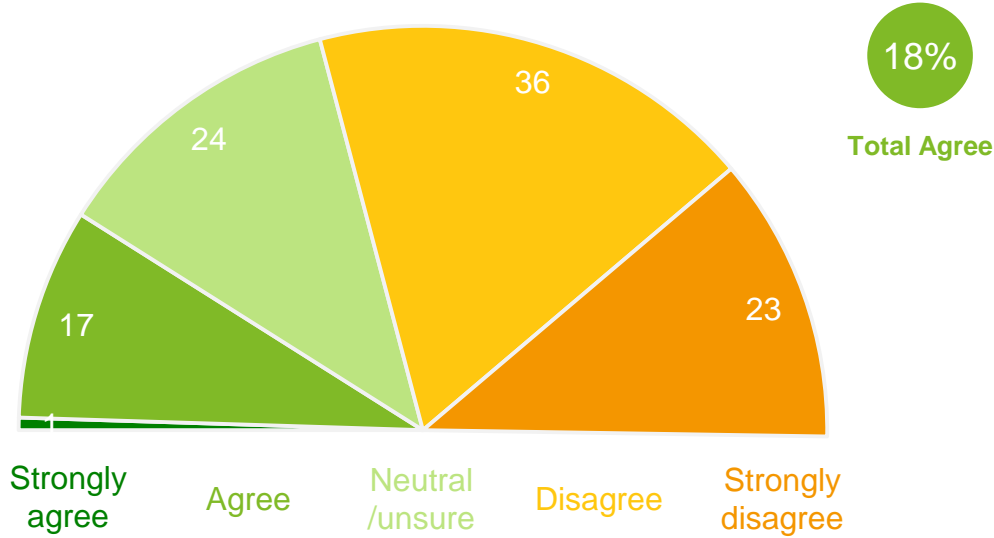
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 812).

# The Town has a good understanding of community needs

## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



Town of Port Hedland	18
Industry High	61
Industry Average	35

## 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
18	14	20	18	18	17	18	19	20	24	16	18	21	9	9	24	20	18	6

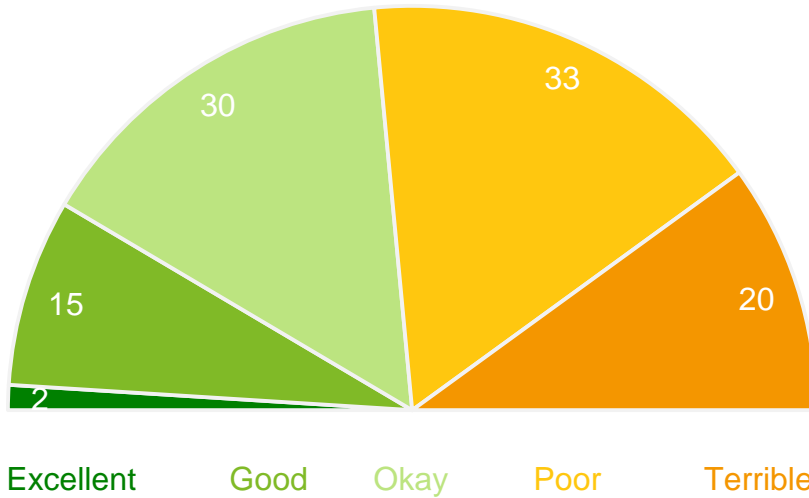
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 814).

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

## Performance ratings

% of respondents



37

Performance Index Score (out of 100)

47%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	37
Industry High	68
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
37	33	39	35	39	36	38	36	39	40	36	37	37	30	30	41	41	35	28

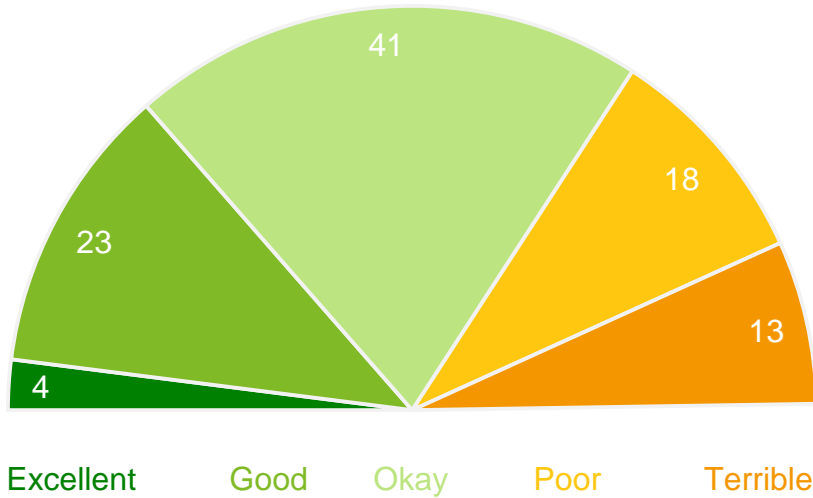
Q. How would you rate performance in the following areas?

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

# Customer service

## Performance ratings

% of respondents



47

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

68%

**Positive rating\***

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	47
Industry High	74
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
47	44	49	44	50	48	46	46	46	43	49	44	47	40	42	47	47	47	40

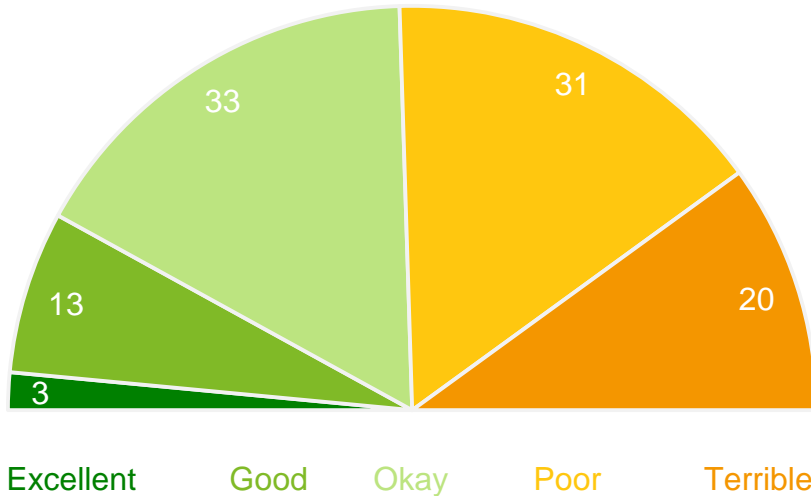
Q. How would you rate performance in the following areas?

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

# How the Town embraces change, innovation and new technology

## Performance ratings

% of respondents



37

Performance Index Score (out of 100)

49%

Positive rating\*

## MARKYT Industry Standards

Performance Index Score



Town of Port Hedland	37
Industry High	65
Industry 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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
37	35	38	35	39	37	38	35	36	33	38	34	37	24	36	48	38	36	26

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 671). \* Positive Rating = excellent, good + okay

# Overview of Community Variances

# Summary of community variances

	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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
<b>Overall place to live</b>	54	54	54	52	58	54	53	56	60	56	52	55	56	50	53	46	59	52	52
<b>PEOPLE</b>																			
Youth services and facilities	40	39	40	36	43	39	43	39	38	35	39	38	42	31	33	41	43	38	34
Children/family services, including childcare	28	28	27	25	30	29	23	27	27	28	23	29	34	23	24	34	28	28	28
Seniors services and care	26	25	27	24	28	24	27	25	26	23	26	25	25	19	23	31	25	27	16
Disability access and inclusion	37	38	37	37	38	37	37	37	37	30	38	36	37	22	33	40	36	39	26
Recognition for Aboriginal cultures and heritage	57	56	59	57	59	56	60	58	59	61	58	57	57	48	37	55	58	58	40
Volunteer recognition and support	52	50	53	49	55	51	53	54	50	51	53	52	49	43	44	51	52	52	42
Community safety and crime prevention	22	21	22	20	24	21	21	21	24	21	20	22	24	16	18	21	25	20	21
Health and community services	42	42	43	42	43	42	42	43	38	38	43	41	45	35	44	41	43	42	35
Sport and recreation facilities and services	54	54	55	52	57	55	54	49	54	53	56	51	58	54	52	57	55	54	45
Aquatic centres	60	56	63	58	63	62	60	57	56	57	64	57	60	57	53	57	62	60	51
Library and information services	60	58	61	56	65	59	62	60	58	58	61	59	59	61	58	56	60	60	52
Festivals, events, art and cultural activities	55	54	55	52	58	55	55	55	53	57	53	55	57	49	46	48	56	54	49
History and heritage	47	45	49	45	51	48	48	45	48	45	50	45	45	37	39	52	47	48	35
<b>PLANET</b>																			
Sustainable practices / climate change	38	38	38	37	40	37	42	39	38	38	39	37	38	36	32	48	37	39	29
Conservation and environmental management	43	43	44	42	45	42	47	44	44	45	44	43	42	37	38	47	43	44	33
Animal management (dogs and cats)	39	37	41	39	40	40	36	40	45	40	37	40	42	44	36	47	43	38	33
Waste collection services	62	61	62	62	63	62	62	62	65	57	62	62	61	56	55	64	63	62	43
Natural disaster management	59	57	61	58	61	58	61	61	61	59	62	59	54	50	55	65	58	61	42



# Summary of community variances

	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	First Nations	LOTE	Port Hedland	South Hedland	Other areas
<b>PLACE</b>																			
Responsible growth and development	32	30	33	29	36	32	33	30	29	26	33	30	34	27	30	38	32	33	18
Planning and building approvals	31	30	32	30	34	31	32	29	29	29	31	31	35	26	28	34	31	32	22
Housing	29	31	28	29	30	27	28	29	31	31	27	29	32	21	22	30	31	29	19
Community buildings, halls and toilets	41	41	41	39	43	41	41	39	40	40	40	41	44	35	33	42	43	41	25
Playgrounds, parks and reserves	51	51	51	47	54	53	48	47	50	46	50	49	55	45	42	51	55	48	40
Streetscapes, trees and verges	42	40	43	38	47	42	43	41	42	40	42	41	43	34	36	46	46	41	31
Footpaths, trails and cycleways	45	44	47	42	50	47	44	43	47	44	45	44	48	36	41	50	48	44	39
Lighting of streets and public places	42	41	44	41	43	44	41	43	43	40	40	42	47	39	40	48	49	39	34
Roads	47	45	48	44	50	45	50	49	48	44	47	46	47	47	38	53	53	44	28
Storm water drainage	48	45	50	48	48	47	52	49	51	42	49	48	45	41	45	56	50	48	31
Traffic management	55	50	58	52	59	55	58	56	50	48	59	53	50	51	49	60	59	54	35
Parking management	54	49	57	52	55	55	54	53	51	45	57	52	48	52	46	57	57	52	38
Public transport	48	50	47	48	49	46	52	51	54	45	49	49	45	40	49	52	50	48	39
Marine facilities (boat ramps, jetties, etc)	53	51	54	48	58	54	51	53	57	50	53	53	49	52	53	58	53	52	47
Airport facilities and services	56	54	59	54	60	55	60	57	56	52	61	53	54	56	56	57	55	58	43

# Summary of community variances

	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	First Nations	LOTE	Port Hedland	South Hedland	Other areas	
<b>PROSPERITY</b>																				
Economic development and job creation	45	44	46	42	48	43	49	45	42	40	48	42	42	45	47	53	45	46	28	
Tourism attractions and marketing	27	28	26	23	32	27	25	26	32	30	24	27	33	19	29	28	28	27	21	
Place to visit	39	39	39	36	43	39	37	38	43	39	36	39	47	36	41	40	40	38	42	
Town centre development and activation	29	27	31	26	34	29	29	28	34	26	28	29	32	23	28	33	28	31	22	
Education and training	42	41	43	39	45	43	41	40	37	40	44	38	43	32	40	46	39	44	26	
Telecommunications and internet services	37	36	38	35	40	36	40	36	35	33	38	35	38	22	30	42	40	37	20	
<b>PERFORMANCE</b>																				
Council's leadership	29	27	31	28	31	29	29	29	31	25	27	29	34	22	25	37	29	30	19	
Governing organisation	37	35	39	34	42	36	37	36	39	35	36	37	41	32	30	41	39	37	32	
Value for money from rates	29	28	30	27	32	28	28	30	31	33	27	28	33	29	28	33	28	30	26	
Advocacy and lobbying	29	28	31	28	32	29	31	29	32	28	28	29	33	19	26	36	31	30	17	
Consultation	30	27	33	28	33	29	32	31	32	28	28	31	32	23	26	34	33	29	21	
Communication	37	33	39	35	39	36	38	36	39	40	36	37	37	30	30	41	41	35	28	
Embracing change, innovation and technology	37	35	38	35	39	37	38	35	36	33	38	34	37	24	36	48	38	36	26	
Customer service	47	44	49	44	50	48	46	46	46	43	49	44	47	40	42	47	47	47	40	

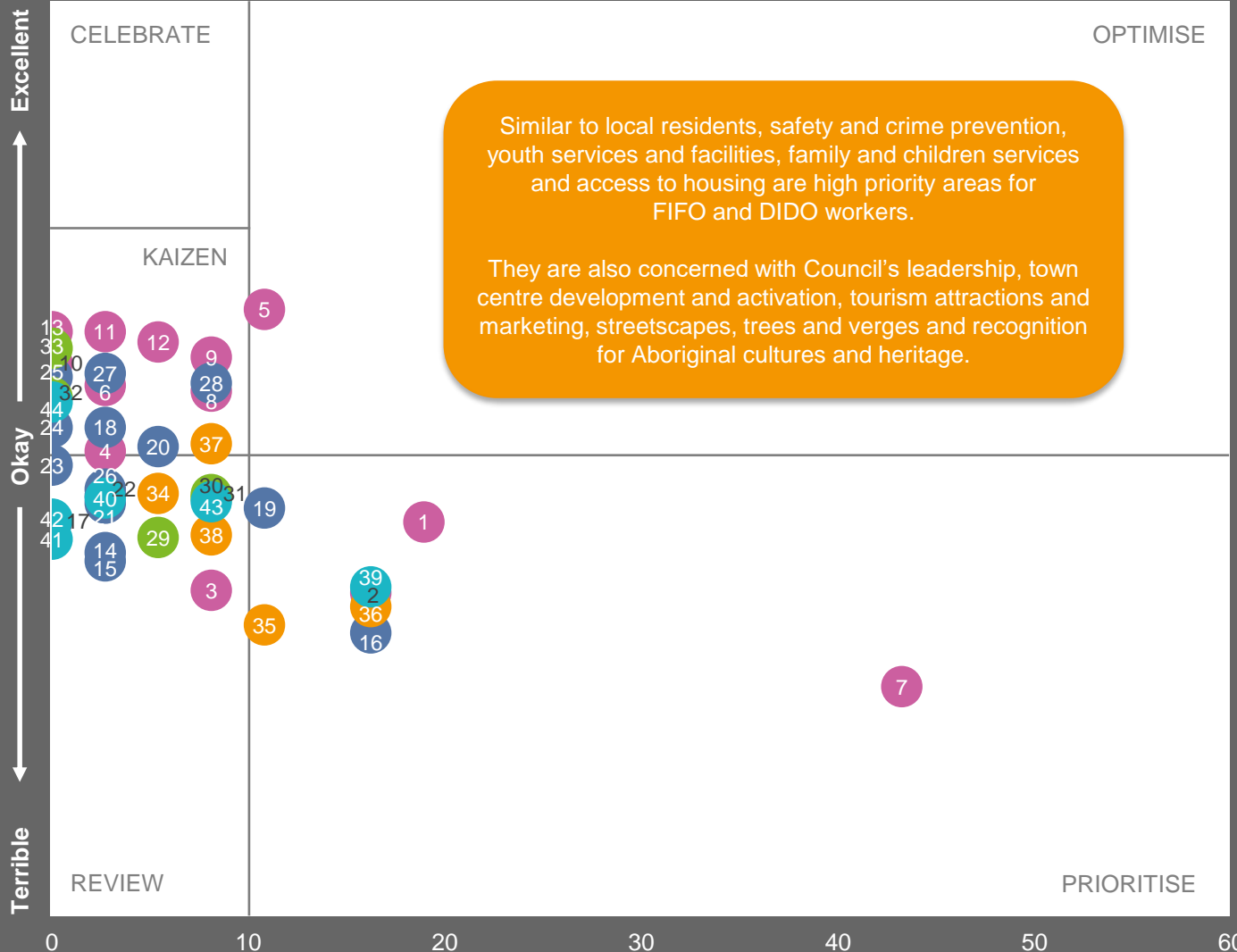
# MARKYT community priorities

FIFO and DIDO workers  
Out of area ratepayers  
Elected Members and employees

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)



- 1 Youth services and facilities
- 2 Children/family services
- 3 Seniors services and care
- 4 Disability access and inclusion
- 5 Recognition for Aboriginal cultures
- 6 Volunteer recognition and support
- 7 Community safety and crime
- 8 Health and community services
- 9 Sport and recreation
- 10 Aquatic centres
- 11 Library and information services
- 12 Festivals, events, art and culture
- 13 History and heritage
- 14 Responsible growth / development
- 15 Planning and building approvals
- 16 Housing
- 17 Community buildings, halls, toilets
- 18 Playgrounds, parks and reserves
- 19 Streetscapes, trees and verges
- 20 Footpaths, trails and cycleways
- 21 Lighting of streets / public places
- 22 Roads
- 23 Storm water drainage
- 24 Traffic management
- 25 Parking management
- 26 Public transport
- 27 Marine facilities
- 28 Airport facilities and services
- 29 Sustainability / climate change
- 30 Conservation and environment
- 31 Animal management
- 32 Waste collection services
- 33 Natural disaster management
- 34 Economic development and jobs
- 35 Tourism attractions and marketing
- 36 Town centre development
- 37 Education and training
- 38 Telecommunications and internet
- 39 Council's leadership
- 40 Advocacy and lobbying
- 41 Consultation
- 42 Communication
- 43 Embracing change, innovation, tech
- 44 Customer service

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 = 37)

# MARKYT Community Priorities

Out of area ratepayers

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)



Safety and crime prevention is the top priority for out of area ratepayers, with a greater proportion of this group selecting this option compared with local residents.

Youth services and facilities, family and children services, health and community services, and housing are also high priorities, along with responsible growth and development and planning and building approvals.

- 1 Youth services and facilities
- 2 Children/family services
- 3 Seniors services and care
- 4 Disability access and inclusion
- 5 Recognition for Aboriginal cultures
- 6 Volunteer recognition and support
- 7 Community safety and crime
- 8 Health and community services
- 9 Sport and recreation
- 10 Aquatic centres
- 11 Library and information services
- 12 Festivals, events, art and culture
- 13 History and heritage
- 14 Responsible growth / development
- 15 Planning and building approvals
- 16 Housing
- 17 Community buildings, halls, toilets
- 18 Playgrounds, parks and reserves
- 19 Streetscapes, trees and verges
- 20 Footpaths, trails and cycleways
- 21 Lighting of streets / public places
- 22 Roads
- 23 Storm water drainage
- 24 Traffic management
- 25 Parking management
- 26 Public transport
- 27 Marine facilities
- 28 Airport facilities and services
- 29 Sustainability / climate change
- 30 Conservation and environment
- 31 Animal management
- 32 Waste collection services
- 33 Natural disaster management
- 34 Economic development and jobs
- 35 Tourism attractions and marketing
- 36 Town centre development
- 37 Education and training
- 38 Telecommunications and internet
- 39 Council's leadership
- 40 Advocacy and lobbying
- 41 Consultation
- 42 Communication
- 43 Embracing change, innovation, tech
- 44 Customer service

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

Q. Which areas would you most like the Council to focus on improving? Base: All respondents, excludes no response (n = 33)

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

OPTIMISE

CELEBRATE

Elected Members and employees rate performance areas higher than other groups.

Safety, youth services and facilities, housing and family and children services are top priorities.

This group is also concerned with tourism attractions and marketing and festivals, events, art and cultural activities.

KAIZEN

Okay

Terrible

REVIEW

PRIORITISE

0 10 20 30 40 50 60

- 1 Youth services and facilities
- 2 Children/family services
- 3 Seniors services and care
- 4 Disability access and inclusion
- 5 Recognition for Aboriginal cultures
- 6 Volunteer recognition and support
- 7 Community safety and crime
- 8 Health and community services
- 9 Sport and recreation
- 10 Aquatic centres
- 11 Library and information services
- 12 Festivals, events, art and culture
- 13 History and heritage
- 14 Responsible growth / development
- 15 Planning and building approvals
- 16 Housing
- 17 Community buildings, halls, toilets
- 18 Playgrounds, parks and reserves
- 19 Streetscapes, trees and verges
- 20 Footpaths, trails and cycleways
- 21 Lighting of streets / public places
- 22 Roads
- 23 Storm water drainage
- 24 Traffic management
- 25 Parking management
- 26 Public transport
- 27 Marine facilities
- 28 Airport facilities and services
- 29 Sustainability / climate change
- 30 Conservation and environment
- 31 Animal management
- 32 Waste collection services
- 33 Natural disaster management
- 34 Economic development and jobs
- 35 Tourism attractions and marketing
- 36 Town centre development
- 37 Education and training
- 38 Telecommunications and internet
- 39 Council's leadership
- 40 Advocacy and lobbying
- 41 Consultation
- 42 Communication
- 43 Embracing change, innovation, tech
- 44 Customer service

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

Q. Which areas would you most like the Council to focus on improving? Base: All respondents, excludes no response (n = 157)



[www.catalyse.com.au](http://www.catalyse.com.au)  
Office 3, 996 Hay Street, Perth WA 6000  
PO Box 8007, Cloisters Square WA 6850  
Phone +618 9226 5674  
Email: [info@catalyse.com.au](mailto:info@catalyse.com.au)  
ABN 20 108 620 855

MARKYT 