



MARKYT Community Scorecard ©

Prepared for: Shire of Broome

Prepared by: CATALYSE[®] Pty Ltd ©

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Contents

Strategic overview	3
Approach	6
Overall performance	11
Community priorities	17
COVID support priorities	24
Familiarity with local services and facilities	26
Leadership and engagement	29
Community development	41
Community services	48
Art and culture	57
Natural environment	62
Built environment	69
Moving around	76
Economic development	81
Overview of performance trends	87
Overview of community variances	90
MARKYT® industry comparisons	94
MARKYT® Community Scorecard Non-residents & Council affiliated respondents	99

Strategic overview

Vision



36

% agree

2% points above industry average and up 12% points from 2015

Liveability

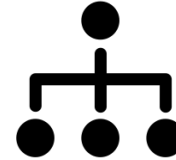


72

Performance Index Score
Average rating: **Good**

3 index points below industry average and up 9 points from 2015

Governance



54

Performance Index Score
Average rating: **Okay**

2 index points below industry average and up 9 points from 2015

Place to work



55

Performance Index Score
Average rating: **Okay**

This question rates community perceptions of the Shire of Broome as a place to work.

Rates Value



35

Performance Index Score
Average rating: **Poor**

9 index points below industry average up 3 points from 2015

Highest performing

- Library and information services
- Festivals, events, art and cultural activities
- Playgrounds, parks and reserves

Most improved

- Place to visit
- Festivals, events, art and cultural activities
- Playgrounds, parks and reserves

High relative to other LGs

- Maintenance of sealed roads
- Maintenance of unsealed roads

Community priorities

Safety and security



1. Create a safe, family friendly atmosphere by working with Government, State Housing, Police, Neighbourhood Watch, Yawuru and others
2. Youth detention centre, more police, security patrols and cameras, harsher penalties and greater accountability, liquor restrictions, cashless card and curfews
3. Housing policies and emergency accommodation, better lighting in parks and unsafe areas, youth engagement programs and parent education.

Boat ramps



1. Provide better boating facilities for recreation and tourism
2. Provide a safe, all tide, all weather recreational boat ramp
3. Fishing stations to scale and fillet fish
4. Slipway for maintenance

Economic development



1. Diversification. Encourage big business back to town and back large infrastructure projects to support small, local business.
2. Grow tourism, better small business support and incentives, and encourage workers to live in Broome.
3. Change of attitude in local government from being regulators and enforcers to enablers of economic growth and development.

Services and facilities for young people



1. Shire to take a leadership role in advocating for youth.
2. Invest in safe places, facilities and programs to engage youth – such as basketball, water park, BMX, motor cross, etc.
3. Provide a local detention facility that is on country and provides training in life skills and job skills relevant to the local region.
4. Encourage attendance at school.

Approach

Purpose



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

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

MARKYT Community Scorecard

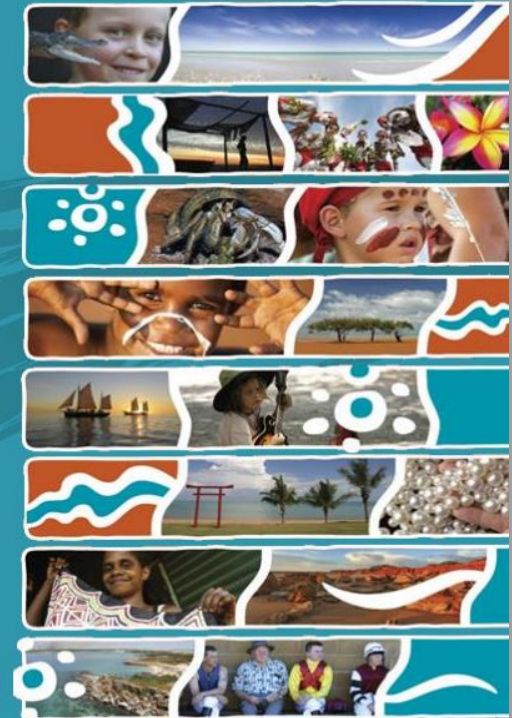
The Shire of Broome commissioned a MARKYT® Community Scorecard to:

- 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

2019 - 2029



MARKYT 

The Study

The Shire of Broome commissioned CATALYSE® to conduct a MARKYT® Community Scorecard during June 2020.

Scorecard invitations were sent to 2,035 ratepayers by email and hard copy scorecards were sent to all households via unaddressed mail. The Shire of Broome provided supporting promotions through its communication channels.

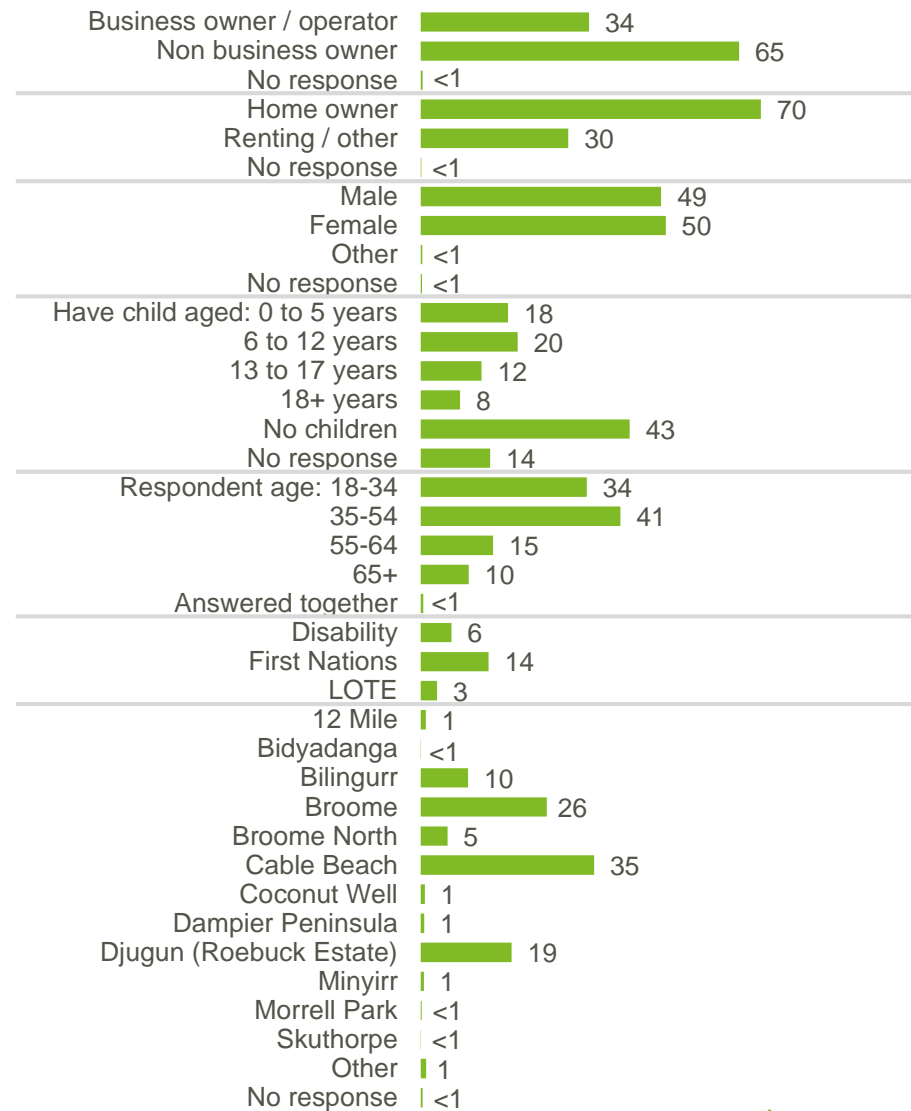
826 residents in the Shire of Broome completed a scorecard. A further 147 out of area ratepayers and visitors, and 73 Council affiliated respondents participated bringing the total to **1,046 respondents**.

As analysis of results showed significant differences between these groups, the main body of this report presents responses from the residents sample only. This is consistent with the approach for other Local Governments.

The final dataset was weighted by age and gender to match the ABS Census population profile.

Data has been analysed using SPSS. Where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.

% of resident respondents (weighted)



LOTE = Language other than English

MARKYT Industry Standards

CATALYSE® has conducted studies for 60+ 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 'high score' is calculated from **WA Councils** that have completed an accredited study with CATALYSE® within the past three years. Participating councils are listed below.

Metropolitan



Regional



How to read the following charts

Performance Ratings

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

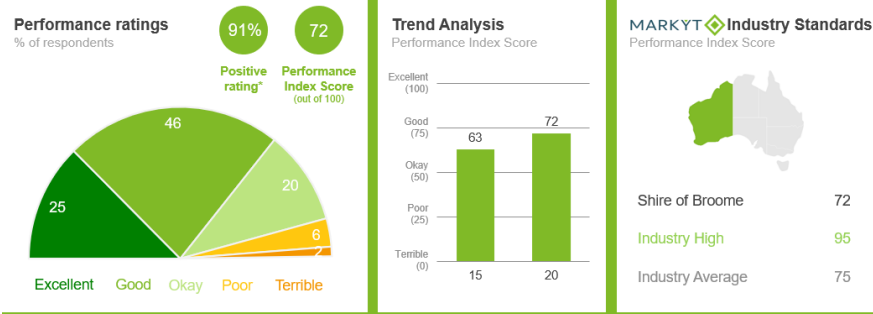
The **Performance Index Score** is a score out of 100 using the following formula:

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

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

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

Trend analysis shows how performance varies over time.



Variations across the community

Performance Index Score																						
Total	Business owner	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	Billingout	Broome	Broome North	Cable Beach	Dugan (Feedback Estate)	Other areas
72	70	73	69	69	74	75	70	71	73	73	69	73	75	70	69	60	72	68	61	75	72	75

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

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

Council Score is the Council's performance index score.

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

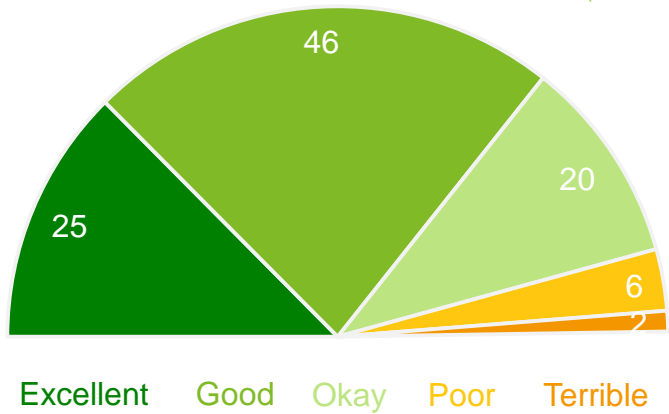
Industry Average is the average score among WA councils that have completed a comparable study with CATALYSE® over the past two years.

Overall Performance

Shire of Broome as a place to live

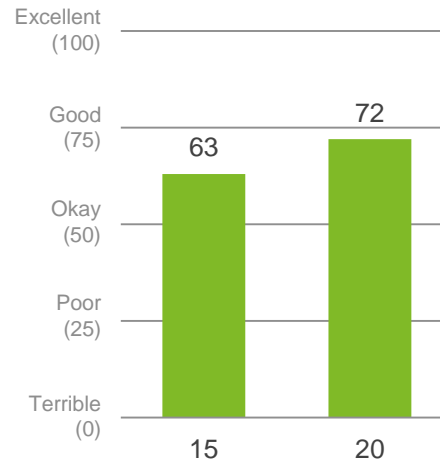
Performance ratings

% of respondents



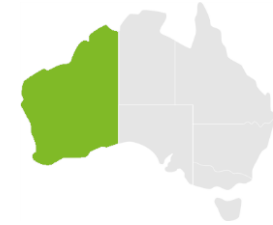
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	72
Industry High	95
Industry Average	75

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
72	70	73	69	69	74	75	70	71	73	73	69	73	75	70	69	60	72	68	61	75	72	75

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

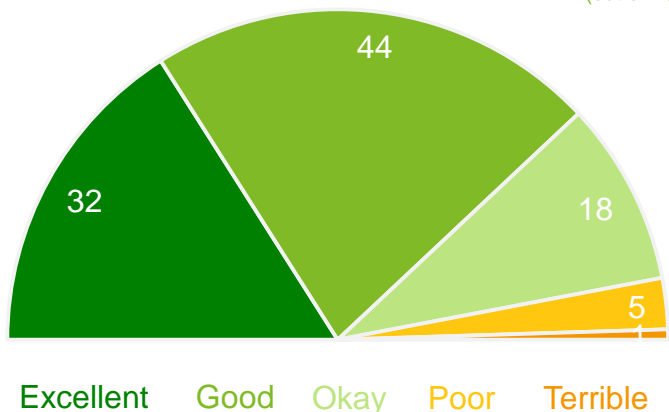
Base: All respondents, excludes 'unsure' and 'no response' (n = 824). * Positive Rating = excellent, good + okay

Shire of Broome as a place to visit

Performance ratings

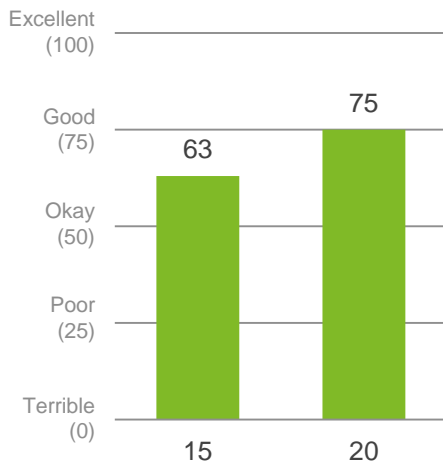
% of respondents

94% Positive rating*
75 Performance Index Score (out of 100)



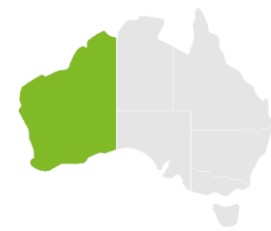
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	75
Industry High	87
Industry Average	66

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
75	73	74	78	72	78	78	75	72	72	70	74	75	78	72	71	69	71	74	65	78	76	77

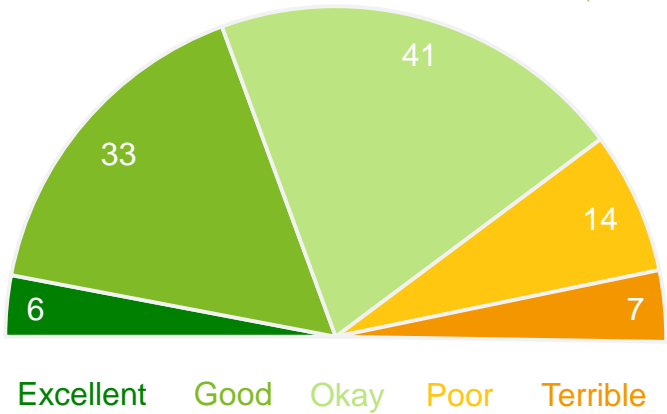
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 808). * Positive Rating = excellent, good + okay

Shire of Broome as the organisation that governs the local area

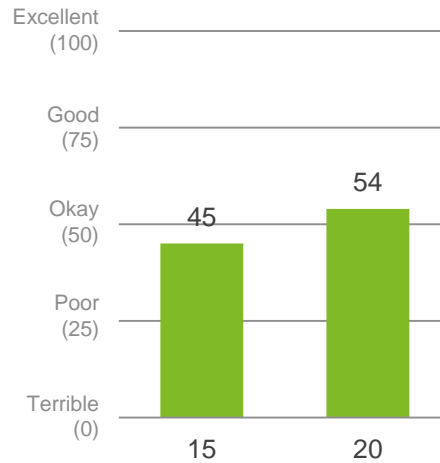
Performance ratings

% of respondents



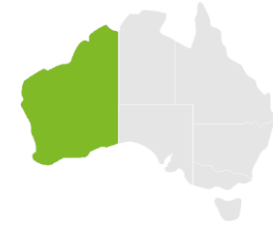
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	54
Industry High	74
Industry Average	56

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
54	50	54	56	53	56	57	57	50	47	48	55	53	56	52	47	47	56	49	51	56	56	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 804). * Positive Rating = excellent, good + okay

Value for money from Council rates

Performance ratings

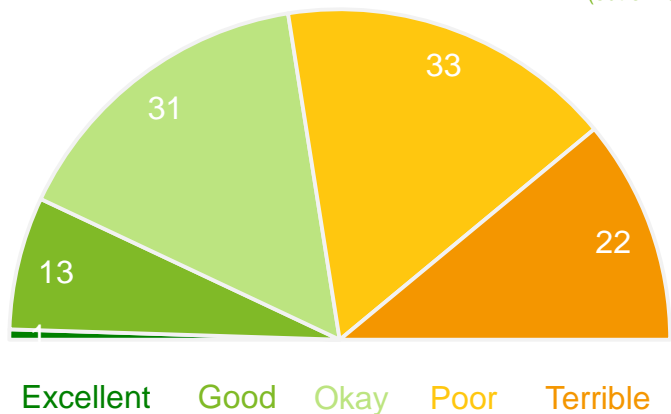
% of respondents

45%

35

Positive rating*

Performance Index Score (out of 100)



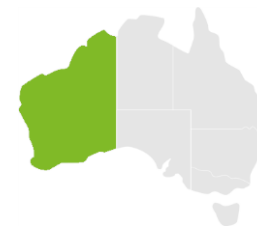
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	35
Industry High	63
Industry Average	44

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
35	31	32	43	34	36	36	35	32	28	26	34	32	40	35	31	32	33	35	25	36	35	42

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

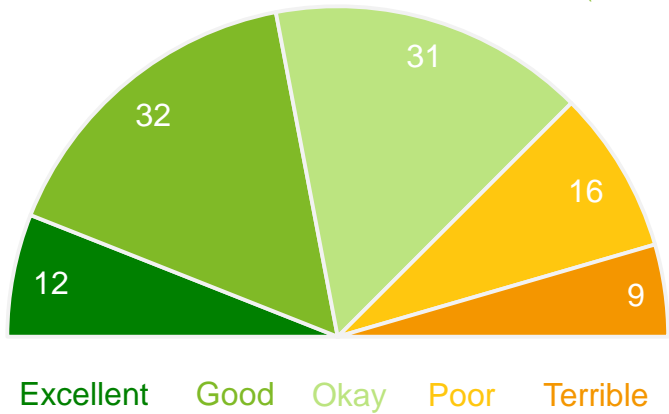
Base: All respondents, excludes 'unsure' and 'no response' (n = 739). * Positive Rating = excellent, good + okay

Shire of Broome (the organisation) as a place to work

Note: this measures local community perceptions of the Shire as place to work

Performance ratings

% of respondents



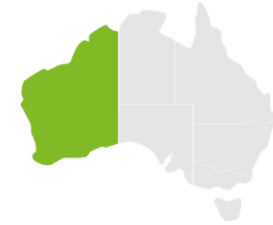
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	55
Industry High	NA
Industry Average	NA

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
55	53	54	59	50	63	57	57	54	45	51	55	54	59	53	50	45	61	47	48	60	59	62

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 432). * Positive Rating = excellent, good + okay

Community Priorities

In the Shire of Broome's Community Priorities Window, detailed overleaf, many services are ideally located in Windows A or B. Average performance ratings are okay or better and less than 15% of the community mention these areas as priorities to address.

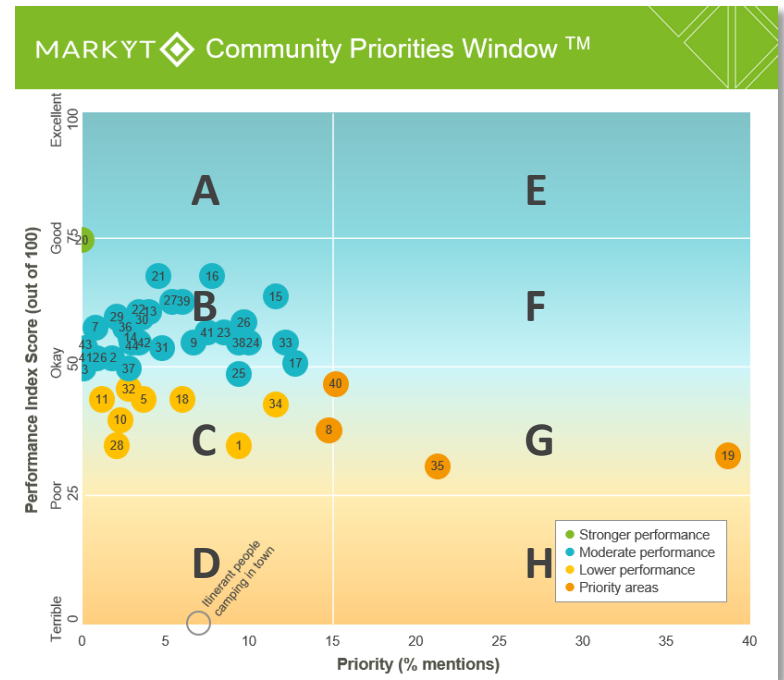
The **highest performing** areas are:

- Library services
- Festivals, events, art and culture
- Playgrounds, parks and reserves

Moving forward, the community would like Council to **prioritise** lower performing services and facilities in Window G. The highest community priorities are:

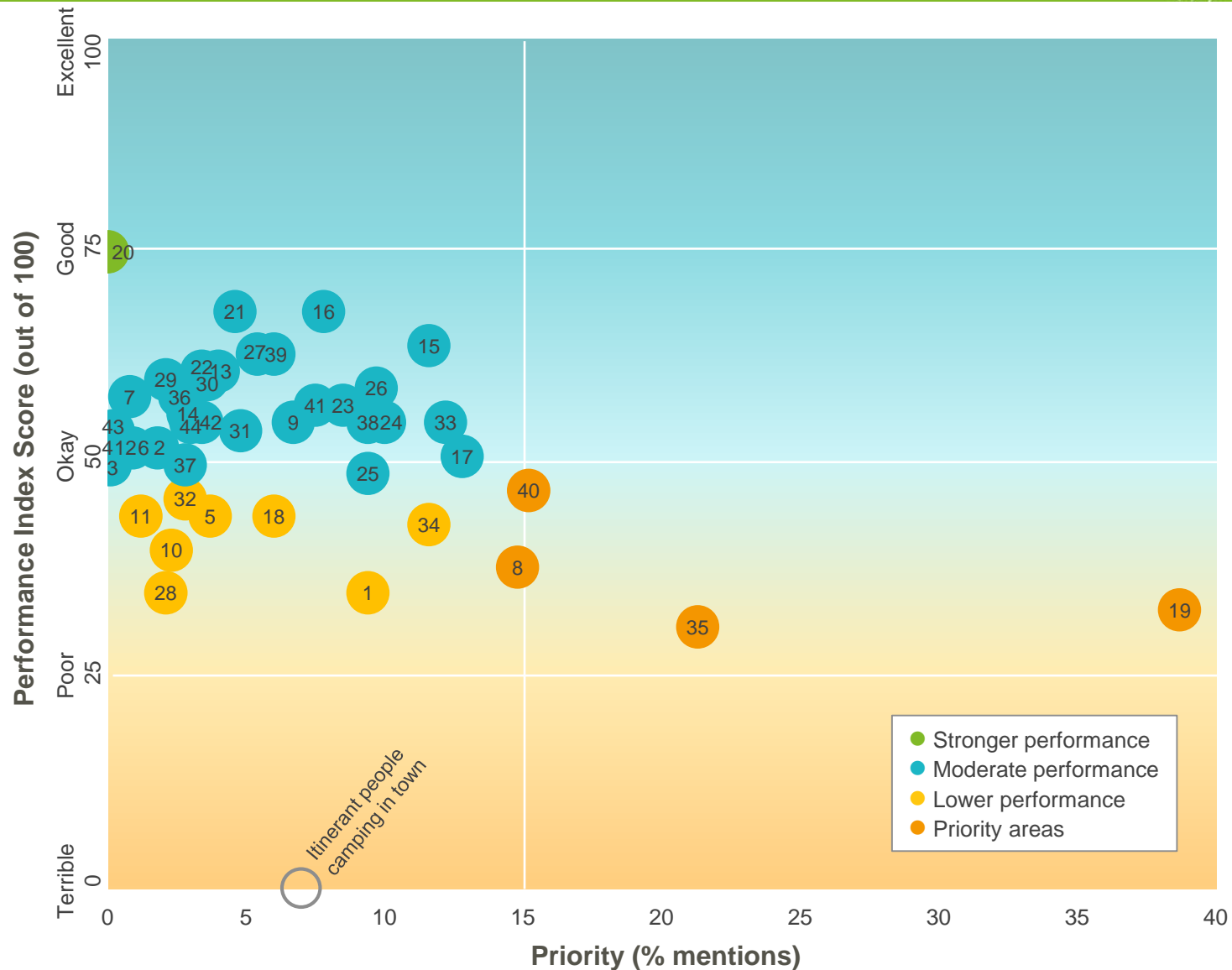
- Safety and security
- Boat ramps
- Economic development
- Services and facilities for young people

Other low performing areas to address in Window C include value for money from rates, community consultation, street lighting, animal management, mosquito control, planning and building approvals, seniors services, and disability access.



MARKYT Community Priorities Window™

- 1 Value for money for rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Change, innovation, new technology
- 5 Community consultation
- 6 Informing the community
- 7 Customer service
- 8 Youth services
- 9 Services for families and children
- 10 Seniors services
- 11 Disability access
- 12 Volunteer support and recognition
- 13 Health and community services
- 14 Buildings, halls and toilets
- 15 Sport and recreation
- 16 Playgrounds, parks and reserves
- 17 Public health and wellbeing
- 18 Animal management
- 19 Safety and security
- 20 Library services
- 21 Festivals, events, art and culture
- 22 Local history and heritage
- 23 Aboriginal people, history, heritage
- 24 Conservation and environment
- 25 Sustainable practices
- 26 Beaches and the foreshore
- 27 Waste collections
- 28 Mosquito control
- 29 Natural disaster management
- 30 Area's character and identity
- 31 Access to housing
- 32 Planning and building
- 33 Streetscapes
- 34 Street lighting
- 35 Boat ramps
- 36 Sealed roads
- 37 Unsealed roads
- 38 Footpaths, cycleways and trails
- 39 Airport facilities and services
- 40 Economic development
- 41 Tourism attractions and marketing
- 42 Access to goods and services
- 43 Telecommunications and internet
- 44 Education and training



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

Q. Which areas would you most like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n = 599)

Challenges

- Crime and antisocial behaviour – violence, drunkenness, all night parties, itinerants
- Youth crime and juvenile delinquency, including theft, vandalism and rock throwing
- Alcohol and drug abuse
- Domestic violence
- Dogs
- Broken glass, syringes

Community Driven Actions

1. Build a youth detention facility.
2. Work with Government, State Housing, Police, Neighbourhood Watch and Yawuru
3. More police, security patrols and cameras
4. Harsher penalties and greater accountability
5. Housing policies and emergency accommodation
6. Liquor restrictions, cashless card, curfews
7. Better lighting in parks and unsafe areas
8. Youth engagement and parent education

Community Voices

“Antisocial behaviour – violence, aggressive behaviour, drunkenness, drug abuse, rock throwing.”

“We have huge social issues in Broome stemming from alcohol abuse and alcoholism of itinerant people that have massive follow on consequences from domestic violence, juvenile delinquency, petty crimes (theft and vandalism) and littering.”

“Safety for children in regards to the environment -dogs, broken glass, syringes”

“Personal Safety & antisocial behaviour. If we don't nip this in the bud now, many more people will leave and Our reputation will be further tarnished as a tourist destination.”

“more police patrols, more lighting, less Government Housing or at least some decent tenants, and a zero tolerance to the violence and mayhem... the shire need to hold the Housing Dept accountable for their tenants and the damage being done to our town.”

“More lights in parks and some of the unsafe areas of town. Maybe some security patrols around the less desirable areas to try and help curb the crime. More activities to try and engage youth whom may not have a stable home life.”

“Anti Social Behaviour. Itinerants moved on quickly. Curfew for kids that have no adult supervision with them. Cashless card. Drinking register. Street lights throughout old Broome. All these will equal and help our basic human right to feeling and being safe.”

“Endorsing or creating a[n] environment where young law breakers are placed on land to learn their culture, how to respect their elders/people and animals - work for a change to earn their keep and reward good behaviour instead of bad. (instead of institutions - seems to be a revolving door in Broome that doesn't work nor does the slap on the wrist).”

“Shire needs to do more lobbying for harsher penalties for juvenile crime.”

“Education of parents of said minors about their responsibilities to their offspring.”

Challenges

- Safety concerns with current boat ramps.
- Salt water on vehicles.

Community Driven Actions

1. Provide better boating facilities for recreation and tourism
2. Provide a safe, all tide, all weather recreational boat ramp
3. Fishing stations to scale and fillet fish
4. Slipway for maintenance

Community Voices

“Safe boat launching - we have one of the highest boat registrations in Australia and one of the worst boat launching facilities - launching in Broome is dangerous.”

“The Broome Boating Facility needs to become reality - it will be a great, sustainable boost to the economy.”

“Safe boat ramps. Fish cleaning stations.”

“Boating facilities for recreation and tourism.”

“Boating facilities. Slipway development for more maintenance opportunities.”

“Better /safer boating facilities - many other towns with the same tide issues that occur here have SAFE boat ramps that suit the tides and protect the environment as well as fishing stations where people can scale/ fillet fish.”

“Boat ramps! All tied boat ramps. Fishing is the most popular sporting activity in your community and you have failed all of the people that partake in that sport! Provide a safe all weather, all tide boat ramp.”

“Registered boat ramps that prevent salt water on vehicles.”

“Broome has pathetically woeful and dangerous boat launching options and for a town of this size and the amount of boats per capita its disgraceful.”

“A safe all tide recreational boat ramp. Boaters, especially tourists feel unsafe and do not read the conditions appropriately.”

“Future proposed Coastal developments such as boat ramps, new Jetties and a buried seawall at Cable Beach need to be accompanied by environmental impact assessments before the Shire asks the community if these are good ideas.”

Challenges

- Lack of job opportunities for young adults, First Nations persons, and those at risk.
- Too much reliance on tourism.
- Too much regulation in local government - an impediment for existing businesses and start-ups.

Community Driven Actions

1. Diversification of economic opportunities.
2. Encourage big business back to town.
3. Back large infrastructure projects to support small, local business.
4. Encourage workers to live in Broome.
5. Grow tourism.
6. Small business support and incentives.
7. Change of attitude in local government from being regulators and enforcers to enablers of economic growth and development.

Community Voices

“Job opportunities for underprivileged, at-risk, young adults.”

“Trades for the young generation. For mining, Shire, etc..”

“Industries, there is nothing here for the kids to move into, work wise apart from retail and tourism.”

“Encourage Big Business back to town to generate real employment opportunities and real wages not concentrating on tourism and hospitality, which only provides minimum wages and seasonal casual work and a lack of long-term growth...”

“Targeted Major Infrastructure projects to provide work for the local small business and allow the Kimberley to grow effectively- a structured plan and execution of it.”

“De-risking investment opportunities for long-term projects that improve social and economic wellbeing to the residents of Broome. Getting on immediately with bring[ing] economic improvements and working with businesses to make sure they have the towns strategy in mind when they deliver products and services.”

“Timely procedures and processing of planning and building approvals to facilitate the economy of the Shire.”

“Promote diversification of the Broome economy but not at the expense of existing sectors... Instill a "can do" attitude in all departments, particularly planning and building.”

“A complete change of attitude related to local developments and business start ups such that the staff at the Shire encourage and assist residents rather than seeing their role as regulators and enforcers.... the biggest impediment to business in Broome...”

“Small business support and incentives (so people can afford to live here).”

“Protecting, supporting and promoting Broome as a Dinosaur wonderland will be a great boost to our tourist economy.”

Challenges

- Lack of spaces, activities and entertainment options for youth, in particular free options.
- Youth unemployment.
- Youth boredom contributing to anti-social behaviour and a high rate of juvenile crime.

Community Driven Actions

1. Shire to take a leadership role in advocating for youth.
2. Invest in safe places, facilities and programs to engage youth – such as basketball, water park, BMX, motor cross, etc.
3. Provide a local detention facility that is on country and provides training in life skills and job skills relevant to the local region.
4. Encourage attendance at school.

Community Voices

“As a Shire with the highest rate of juvenile crime...there is a distinct lack of facilities and programs to keep kids busy.”

“Sending kids 2300kms away to Banksia Hill Detention Centre is just an apprenticeship in becoming a career criminal.”

“Push State Government for a youth detention facility in the Kimberley where kids can stay on country and learn life and job skills relevant to the region. Horticulture, aquaculture, agriculture, etc.”

“An effort to get the youth into planning for the environment and recycling programmes which are non-existent.”

“12 to 25 year olds need resources. Activities other than sport or fishing and camping, especially males. There is nothing here for them.”

“More places for 12-18 year olds available in the evening as well. An aqua park (amusement park) which would include slides (water) maybe built at the old Croc park.”

“I would like to see a Yawuru painted basketball court with lighting where the new bicycle track is next to the Boulevard, as well as a cultural centre to attract youths.”

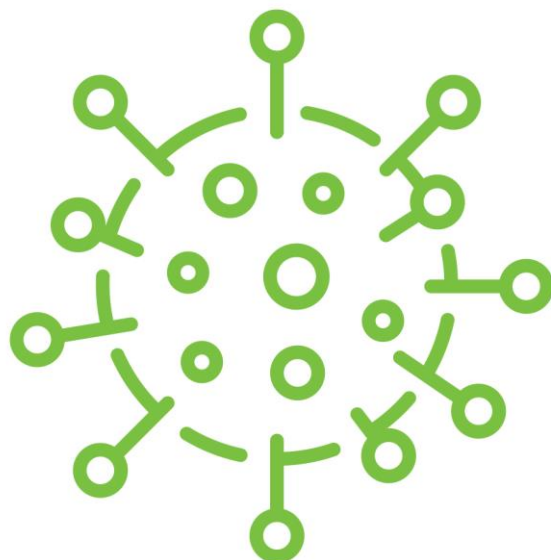
“Engaging with youth. Although there has been noticeable effort recently there is still a need to focus more on facilities for youth and families.”

“...I would like to Shire to take the lead role in addressing the youth issues and start spending dollars, time and effort in youth facilities, including working together with other service providers/government departments in planning and delivering appropriate youth and family programs.”

COVID Support Priorities

Desired support throughout COVID-19 pandemic

How do you feel the Shire could best support the community in relation to the COVID-19 pandemic?



Continue with current efforts / Shire doing a good job	21%
Support local business, tourism and employment opportunities	15%
Lower / freeze / waive rates	14%
Timely and relevant communication	8%
Follow state / federal government policy and expert advice	5%
Enforcement of quarantine, hygiene and social distancing rules	5%
Educating the community about social distancing / hygiene practices	5%
Advocate to keep the state / region / town closed, close borders if second wave	4%
Supply sanitation items, face masks etc	4%
Enforce movement restrictions and monitor arrivals in the area	4%
Stop transient people from camping in town	3%
Supporting community events and recreation	3%
Care for those with greatest need (homeless, seniors etc)	3%
Support and improve local healthcare services	3%
Support for Indigenous people and communities	3%
Continuity of Shire service provision and projects	3%
Streamline approvals for new developments and businesses	2%
Testing in the community	2%
Allow things to safely open back up / get back to normal	2%
Provide support to the community, work with community organisations	2%
Prioritise the community / the health of local residents (over business interests)	2%
Forward planning, be proactive, respond quickly to challenges	2%
Provide financial support, food vouchers, community and business grants	2%
Community consultation	2%
Enforcement of local rules and regulations	2%
Advocate for opening up state borders, keeping the region open	1%
Strong local leadership	1%
Cleaning and sanitation of public spaces	1%
Advocating for the local community (state government measures, border closures)	1%
Provision of public transport	1%
Community resilience, food security, sustainability and environmental conservation	1%
Other	5%
Nothing / not the Shire's role	5%
Unsure	4%

Q. How do you feel the Shire could best support the community in relation to the COVID-19 pandemic?

Base: All respondents, excludes no response (n = 444)

Familiarity with local services and facilities

Familiarity with local services and facilities

Higher levels of familiarity



% of respondents who were familiar with service area



Familiarity with local services and facilities

Lower levels of familiarity

% of respondents who were familiar with service area

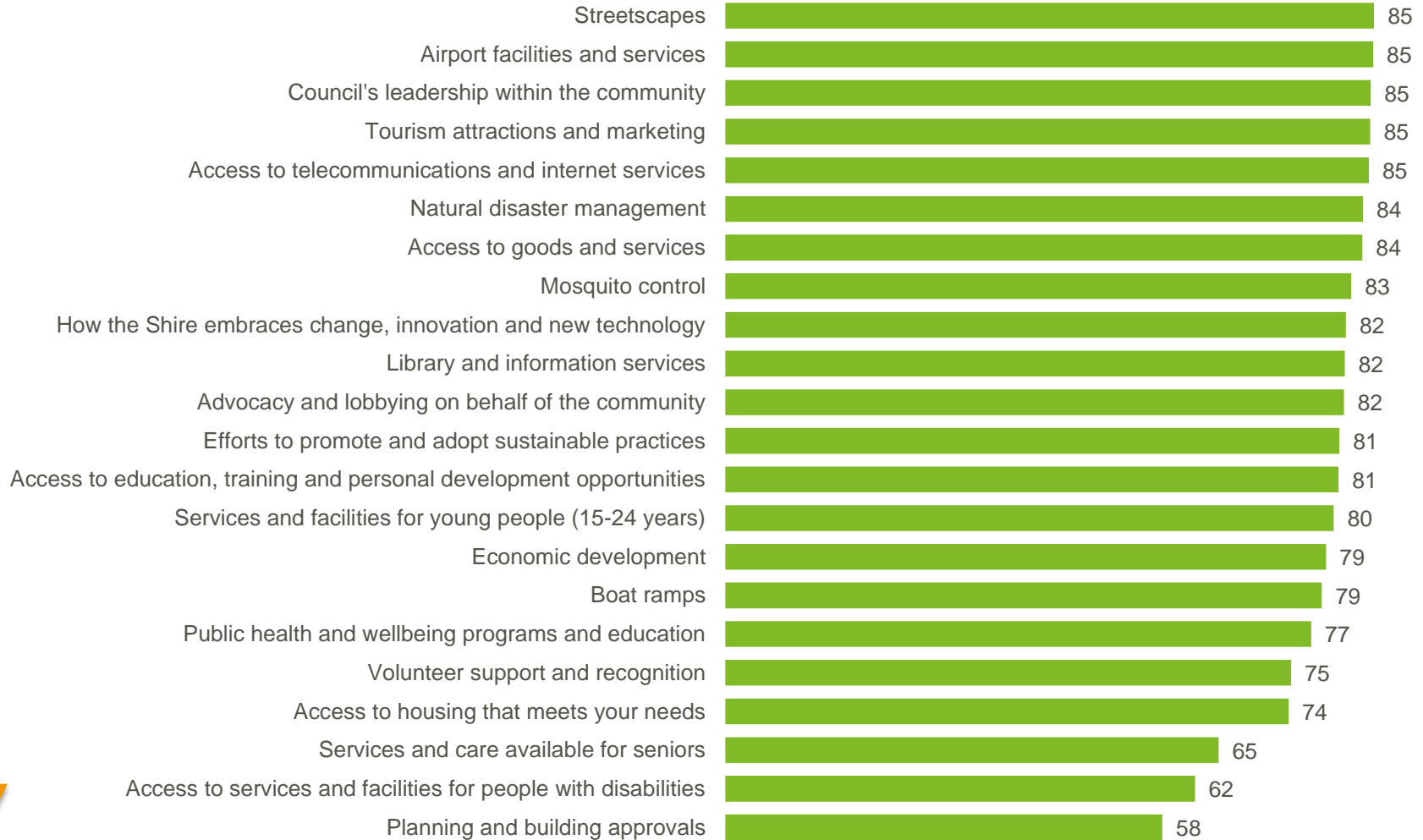


Chart shows proportion of respondents who were familiar enough with the service area to rate performance.

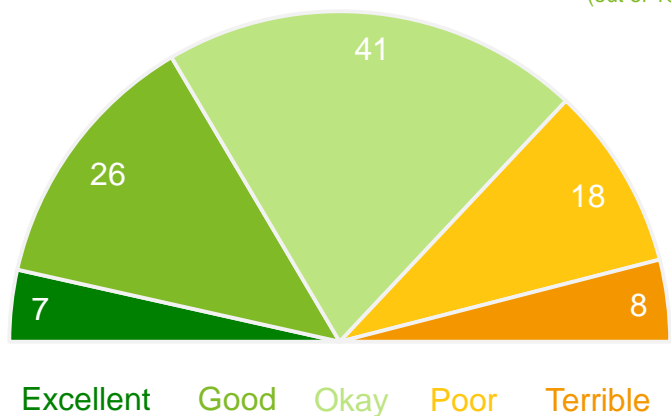
Leadership and Engagement

Council's leadership within the community

Performance ratings

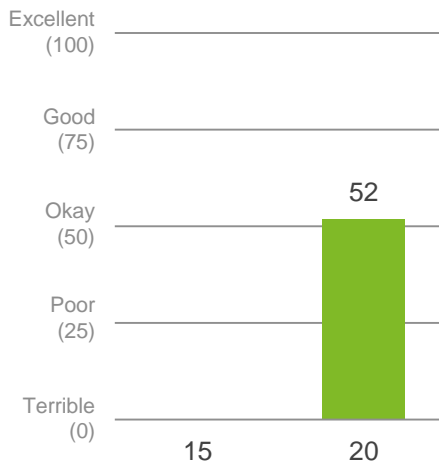
% of respondents

74% Positive rating*
52 Performance Index Score (out of 100)



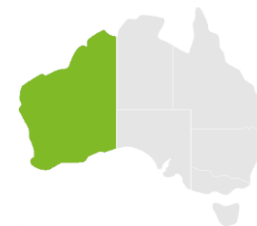
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	52
Industry High	67
Industry Average	50

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
52	53	53	47	53	51	52	53	51	44	49	51	51	54	44	43	50	56	46	55	55	51	51

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 703). * Positive Rating = excellent, good + okay

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

Performance ratings

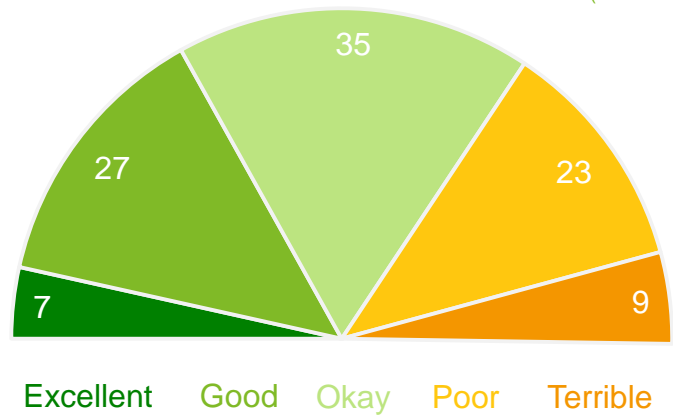
% of respondents

69%

50

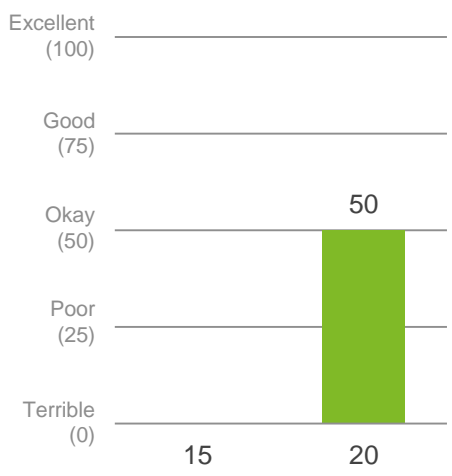
Positive rating*

Performance Index Score (out of 100)



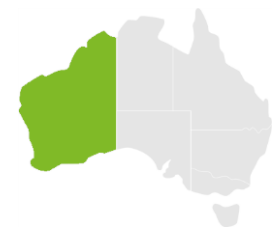
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	50
Industry High	68
Industry Average	50

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
50	50	50	47	52	47	50	52	47	42	45	51	48	51	38	42	37	53	43	52	53	51	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 674). * Positive Rating = excellent, good + okay

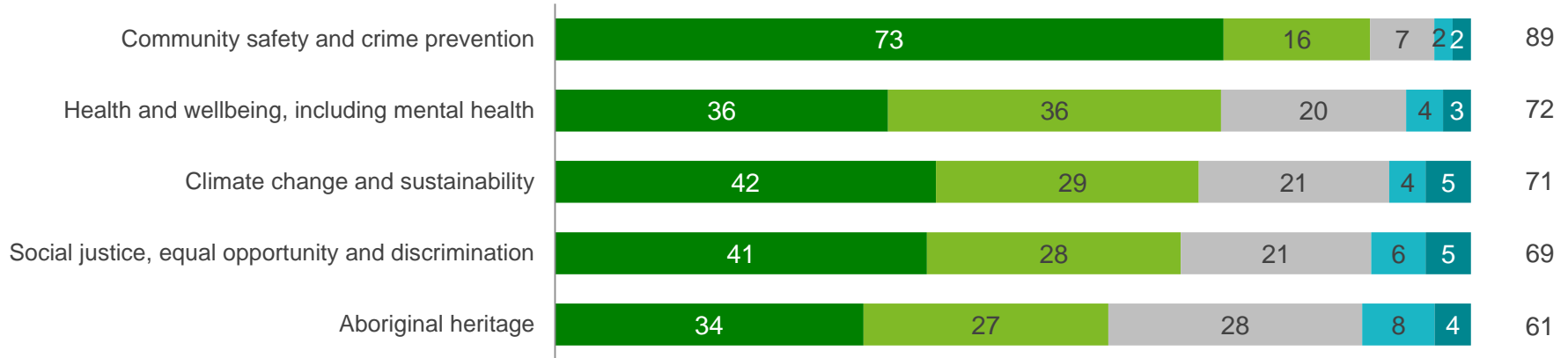
Community support for more active leadership and advocacy

Level of agreement

% of respondents

■ Strongly agree ■ Agree ■ Neutral / Unsure ■ Disagree ■ Strongly disagree

% Total agree



Variations across the community

% agree

	Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun	Other areas
Community safety and crime prevention	89	90	89	90	87	91	90	87	89	94	93	89	91	88	92	96	98	93	90	75	88	94	88
Health and wellbeing, including mental health	73	70	70	80	67	78	75	66	70	78	76	79	70	70	88	88	78	87	70	77	70	71	78
Climate change and sustainability	71	69	70	71	63	78	71	66	69	73	81	72	72	66	86	78	73	72	70	59	73	69	70
Social justice, equal opportunity and discrimination	68	65	67	73	62	74	70	64	65	76	75	71	65	72	73	81	73	74	74	70	70	66	69
Aboriginal heritage	61	51	58	69	52	70	62	52	62	69	65	63	58	64	67	77	56	61	63	50	62	59	57

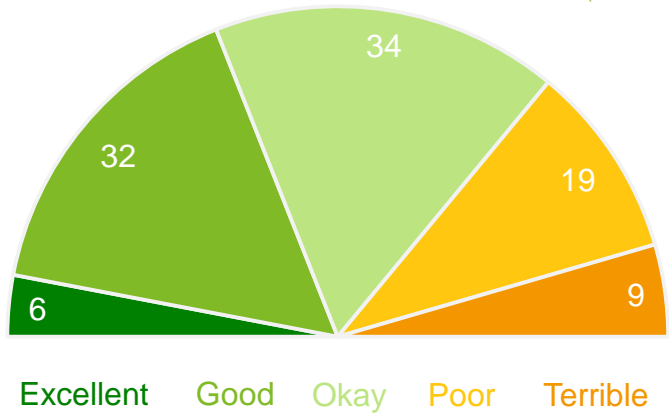
Q. How strongly do you agree or disagree that the Shire should take a more active leadership and advocacy role in relation to the following causes:

Base: All respondents, excludes 'no response' (n = 714 to 717).

How the Shire embraces change, innovation and new technology

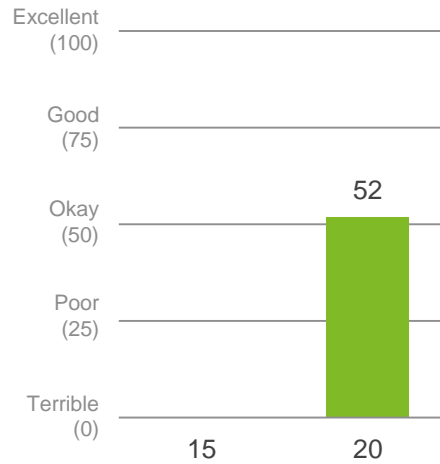
Performance ratings

% of respondents



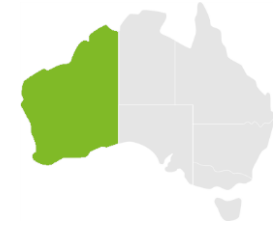
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	52
Industry High	65
Industry Average	52

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
52	51	53	48	51	52	53	55	49	44	51	50	50	55	48	50	47	62	44	60	52	53	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 676). * Positive Rating = excellent, good + okay

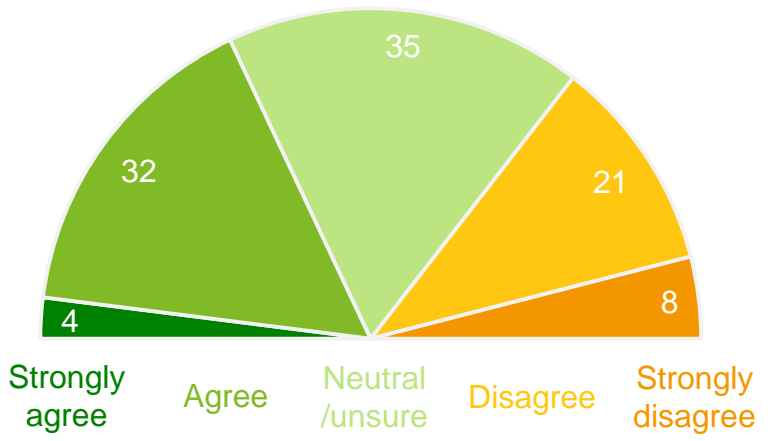
The Shire has developed and communicated a clear vision for the area

Level of agreement

% of respondents

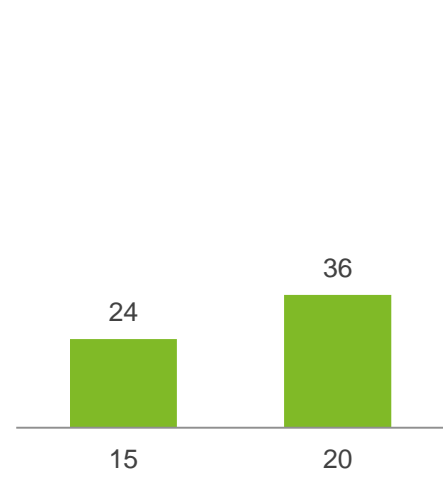
36%

Total Agree



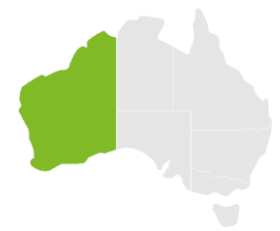
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Broome	36
Industry High	57
Industry Average	34

Variances across the community

% agree

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
36	40	38	32	40	33	34	40	40	33	33	36	34	42	27	24	17	35	33	31	38	41	37

Q. How strongly do you agree or disagree with the following statements about the Shire of Broome:

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

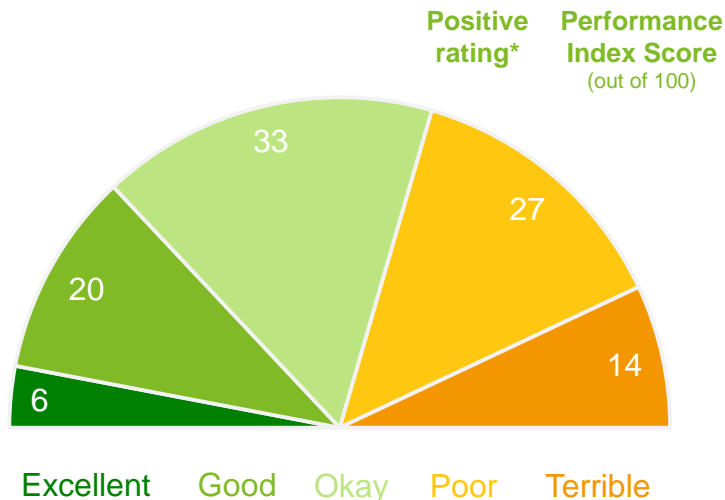
How the community is consulted about local issues

Performance ratings

% of respondents

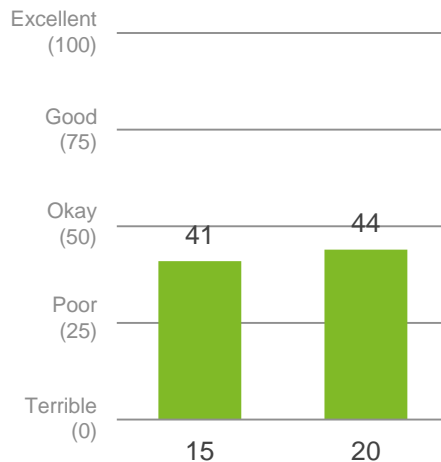
59%
Positive rating*

44
Performance Index Score
(out of 100)



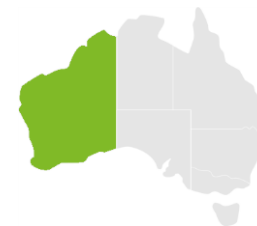
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	44
Industry High	63
Industry Average	47

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
44	43	45	41	45	43	45	48	45	39	38	45	43	45	33	37	29	44	40	49	44	47	42

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 745). * Positive Rating = excellent, good + okay

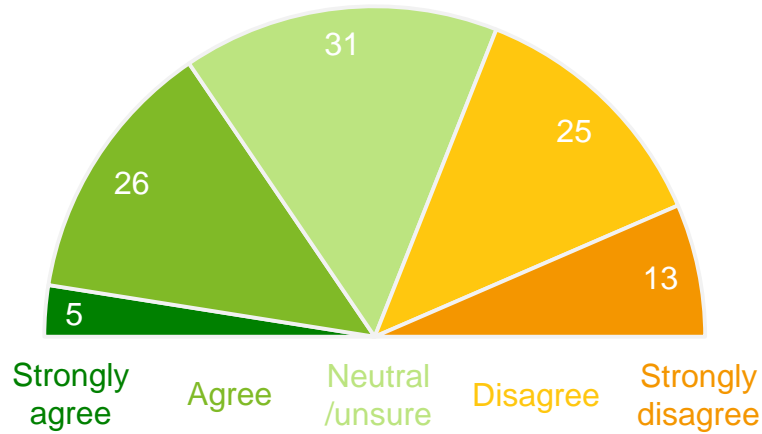
The Shire has a good understanding of community needs

Level of agreement

% of respondents

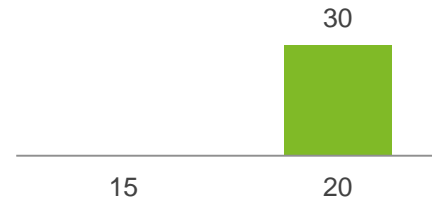
30%

Total Agree



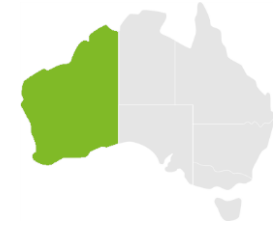
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Broome	30
Industry High	61
Industry Average	34

Variations across the community

% agree

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
30	31	30	31	35	27	28	44	36	27	14	34	28	29	29	23	10	27	23	33	32	38	35

Q. How strongly do you agree or disagree with the following statements about the Shire of Broome:

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

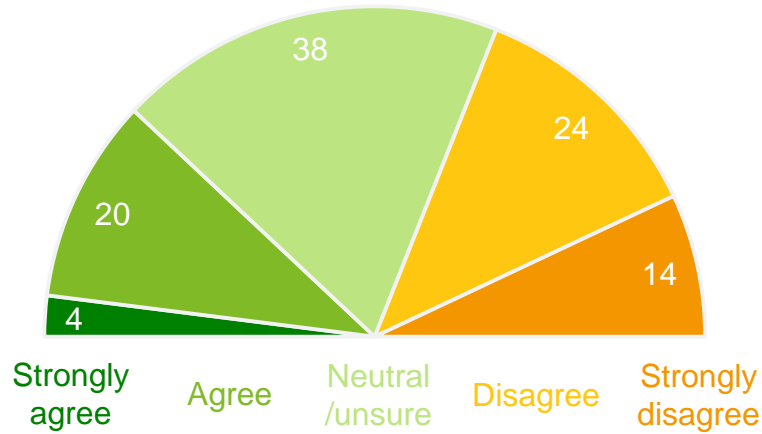
The Shire listens to and respects residents' views

Level of agreement

% of respondents

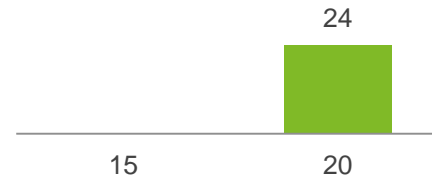
24%

Total Agree



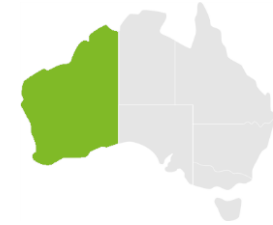
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Broome	24
Industry High	55
Industry Average	32

Variances across the community

% agree

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
24	24	26	20	27	21	23	36	31	22	10	25	23	25	21	20	15	30	19	17	24	30	29

Q. How strongly do you agree or disagree with the following statements about the Shire of Broome:

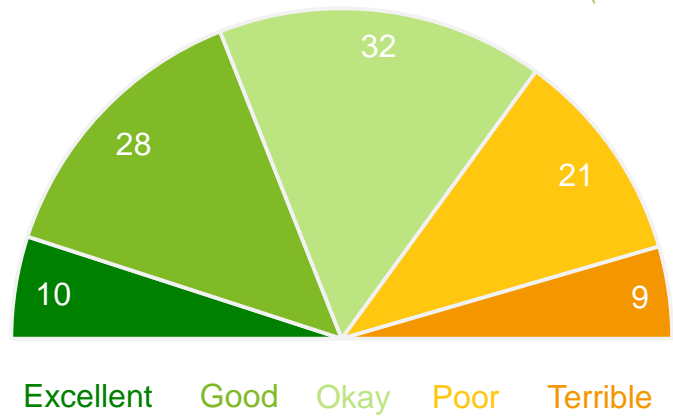
Base: All respondents, excludes 'no response' (n = 820).

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

Performance ratings

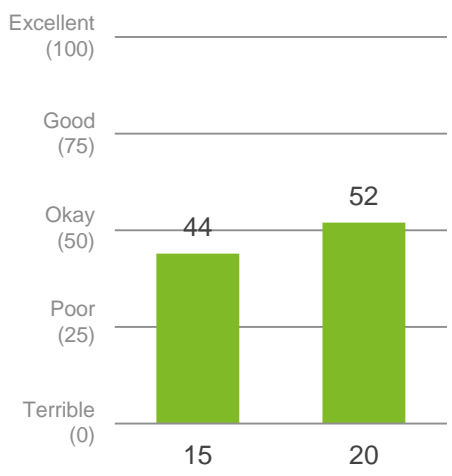
% of respondents

70% Positive rating*
52 Performance Index Score (out of 100)



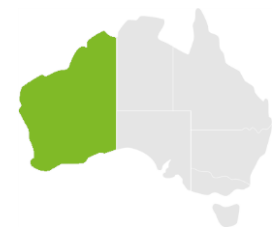
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	52
Industry High	69
Industry Average	54

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
52	50	53	51	53	51	54	55	54	44	45	54	51	53	39	42	42	51	47	53	54	56	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 763). * Positive Rating = excellent, good + okay

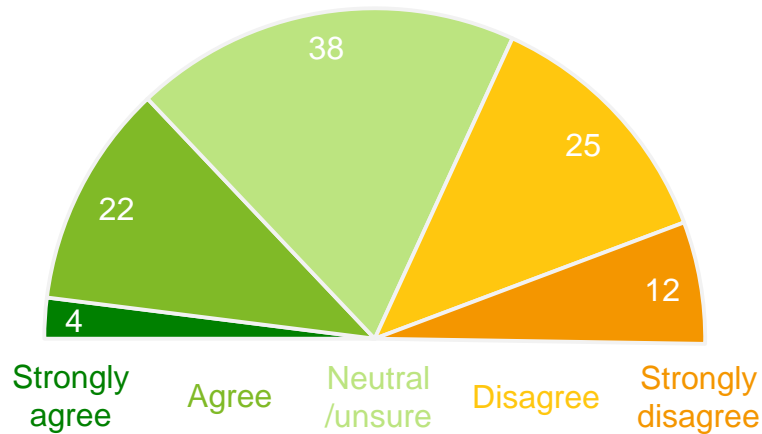
The Shire clearly explains reasons for decisions and how residents' views have been taken into account

Level of agreement

% of respondents

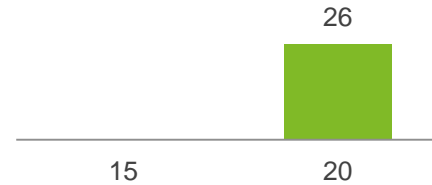
26%

Total Agree



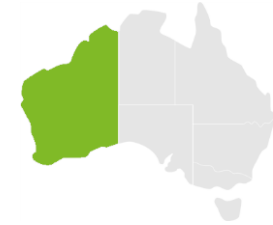
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Broome	26
Industry High	45
Industry Average	27

Variances across the community

% agree

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
26	27	27	23	31	21	26	33	23	22	17	28	25	25	23	24	19	33	22	25	28	22	24

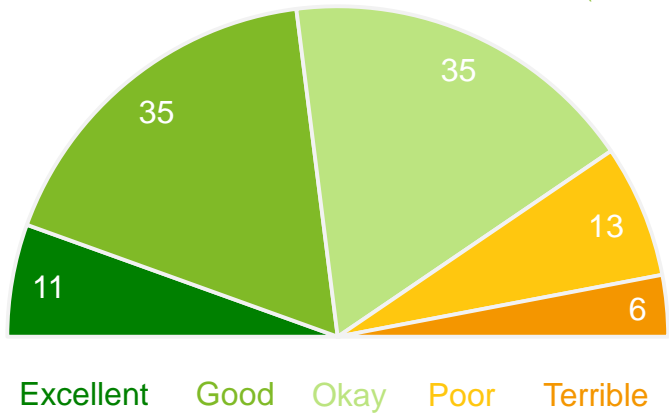
Q. How strongly do you agree or disagree with the following statements about the Shire of Broome:

Base: All respondents, excludes 'no response' (n = 818).

Customer service

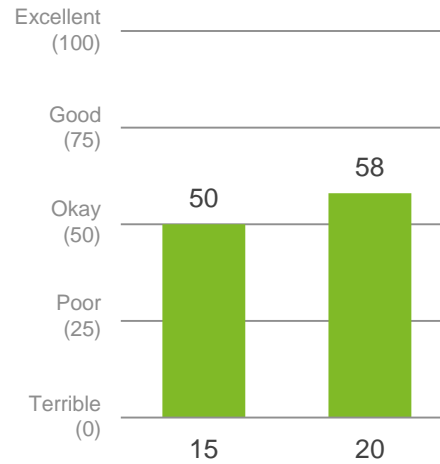
Performance ratings

% of respondents



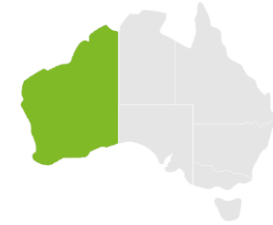
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	58
Industry High	79
Industry Average	62

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
58	58	58	60	57	60	61	58	59	58	56	59	58	58	54	54	57	53	58	60	59	60	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 716). * Positive Rating = excellent, good + okay

Community Development

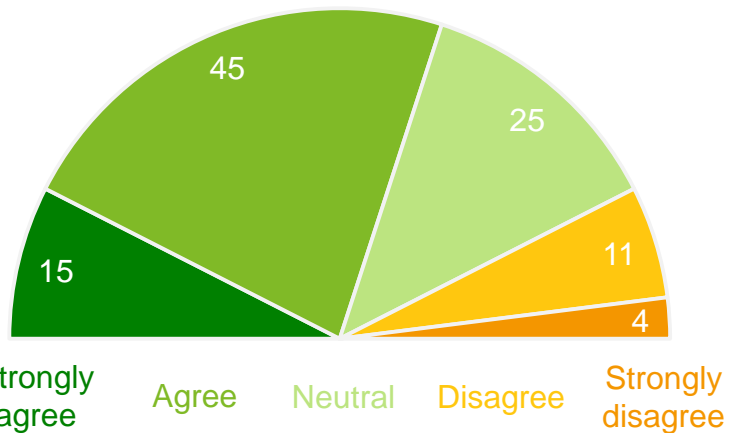
I feel like I belong in my local community

Level of agreement

% of respondents

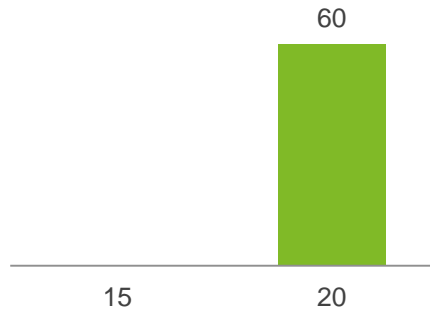
60%

Total Agree



Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Broome	60
Industry High	71
Industry Average	59

Variances across the community

% agree

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
60	65	63	52	55	65	62	56	57	58	58	53	63	66	51	43	34	52	57	56	70	53	49

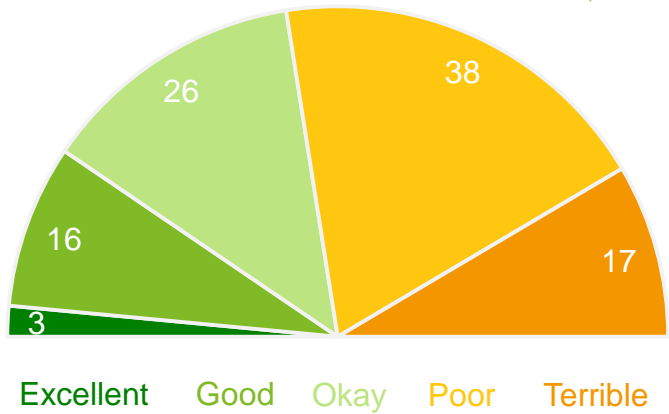
Q. How strongly do you agree or disagree with the following statements about the Shire of Broome:

Base: All respondents, excludes 'no response' (n = 811).

Services and facilities for young people (15-24 years)

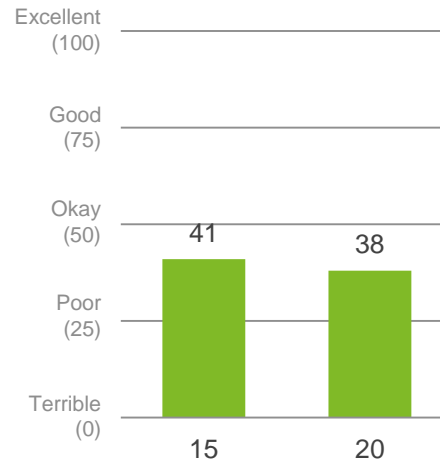
Performance ratings

% of respondents



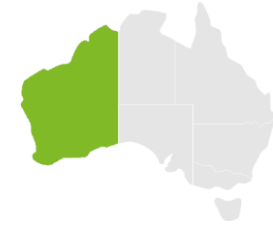
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	38
Industry High	70
Industry Average	49

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
38	39	41	30	42	34	44	34	34	30	27	34	37	43	30	29	43	34	32	37	41	42	38

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 662). * Positive Rating = excellent, good + okay

Services and facilities for families and children

Performance ratings

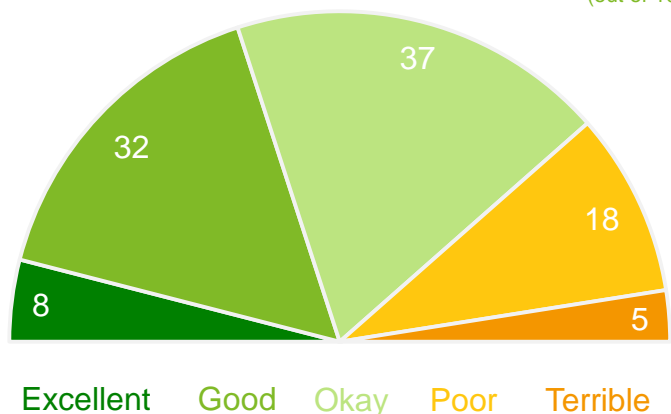
% of respondents

77%

Positive rating*

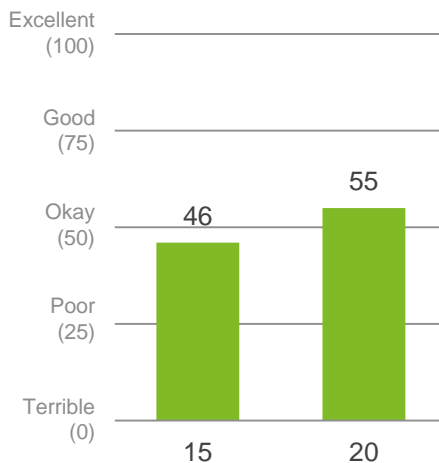
55

Performance Index Score (out of 100)



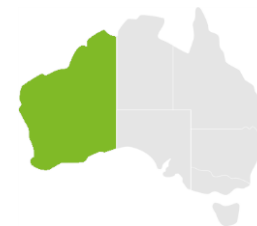
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	55
Industry High	71
Industry Average	58

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
55	54	57	50	54	55	59	56	50	45	46	52	54	58	52	51	60	54	50	60	56	58	52

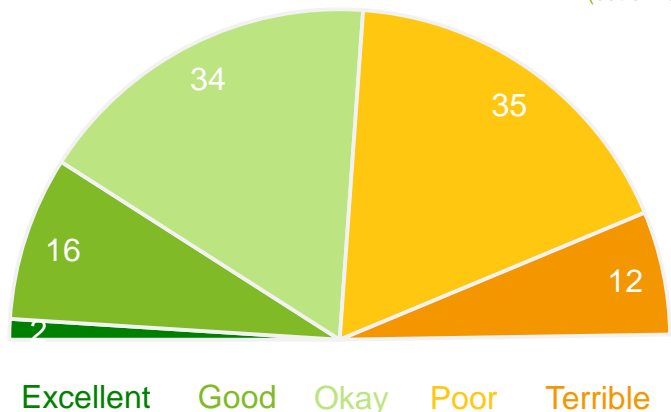
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 709). * Positive Rating = excellent, good + okay

Services and care available for seniors

Performance ratings

% of respondents



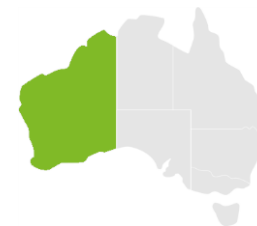
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	40
Industry High	72
Industry Average	55

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
40	39	40	40	43	37	43	43	39	35	33	39	38	44	32	32	38	40	38	39	40	44	42

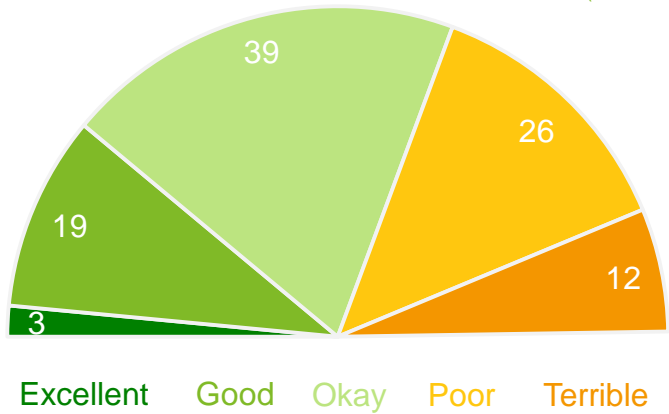
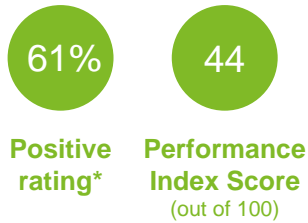
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 537). * Positive Rating = excellent, good + okay

Access to services and facilities for people with a disability

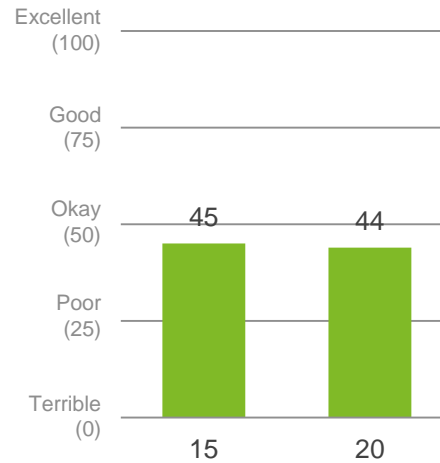
Performance ratings

% of respondents



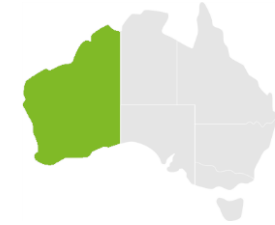
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	44
Industry High	67
Industry Average	51

Variations across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
44	42	44	45	48	40	49	46	40	35	38	45	42	47	29	36	36	46	42	51	43	48	42

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 511). * Positive Rating = excellent, good + okay

Volunteer support and recognition

Performance ratings

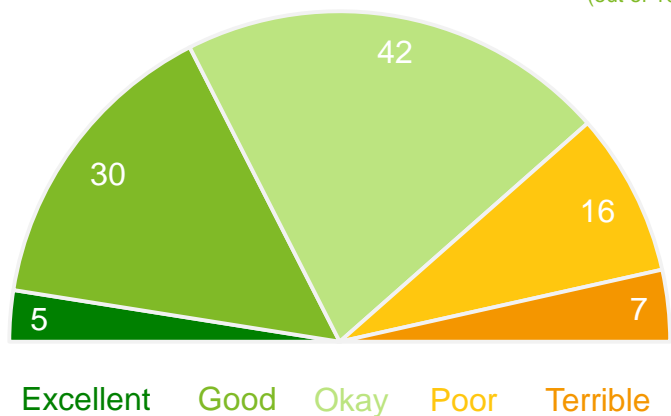
% of respondents

77%

Positive rating*

52

Performance Index Score (out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	52
Industry High	69
Industry Average	64

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
52	52	52	52	54	51	53	56	50	48	46	52	51	54	43	45	51	51	49	49	56	53	50

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

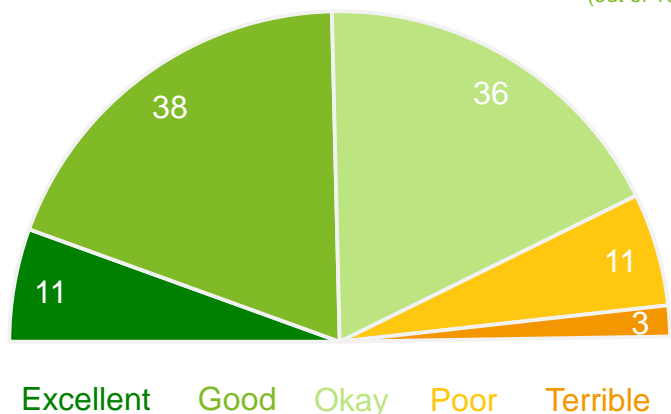
Base: All respondents, excludes 'unsure' and 'no response' (n = 616). * Positive Rating = excellent, good + okay

Community Services

Access to health and community services

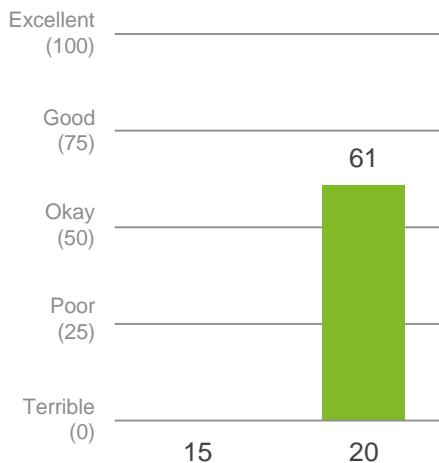
Performance ratings

% of respondents



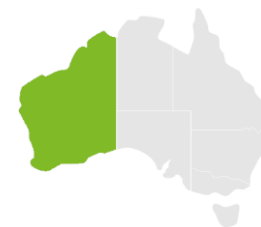
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	61
Industry High	70
Industry Average	56

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
61	61	61	60	61	62	62	65	58	52	53	62	59	64	56	60	54	66	58	59	62	61	63

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

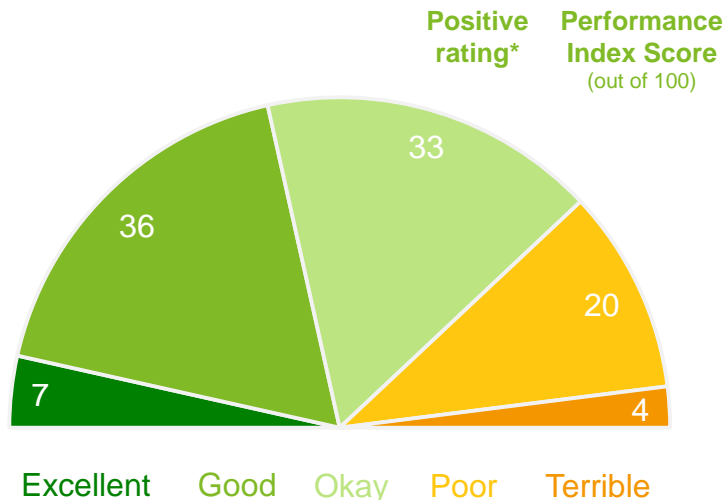
Base: All respondents, excludes 'unsure' and 'no response' (n = 730). * Positive Rating = excellent, good + okay

Community buildings, halls and toilets

Performance ratings

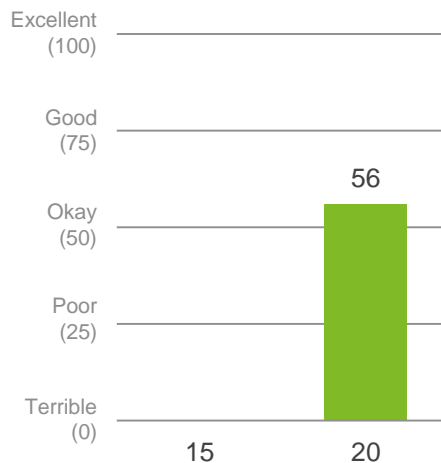
% of respondents

76% Positive rating*
56 Performance Index Score (out of 100)



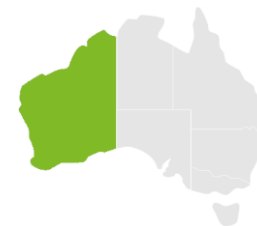
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	56
Industry High	78
Industry Average	60

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
56	54	57	53	56	55	60	51	50	48	46	54	55	60	53	51	53	58	55	47	56	56	62

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

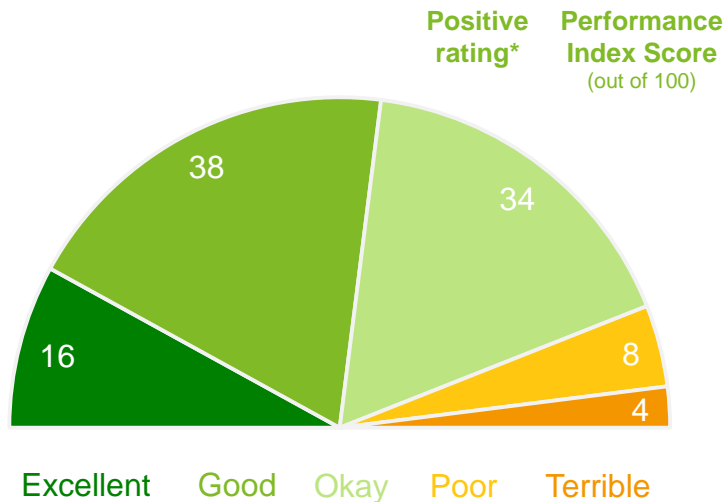
Base: All respondents, excludes 'unsure' and 'no response' (n = 746). * Positive Rating = excellent, good + okay

Sport and recreation facilities

Performance ratings

% of respondents

88% Positive rating*
64 Performance Index Score (out of 100)



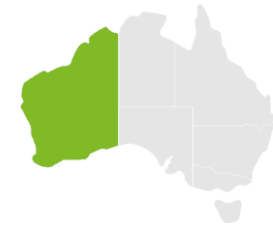
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	64
Industry High	85
Industry Average	67

Variations across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
64	63	64	61	64	63	68	61	58	55	58	63	61	69	56	57	67	61	62	59	66	64	65

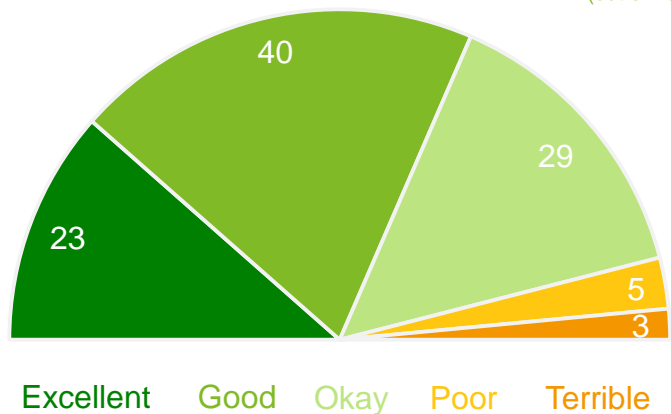
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 742). * Positive Rating = excellent, good + okay

Playgrounds, parks and reserves

Performance ratings

% of respondents



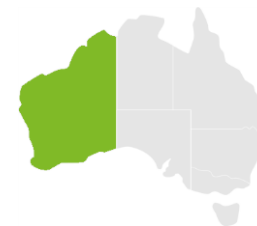
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	68
Industry High	86
Industry Average	68

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
68	68	69	68	69	68	72	69	63	59	65	68	67	71	61	63	66	71	63	74	70	72	63

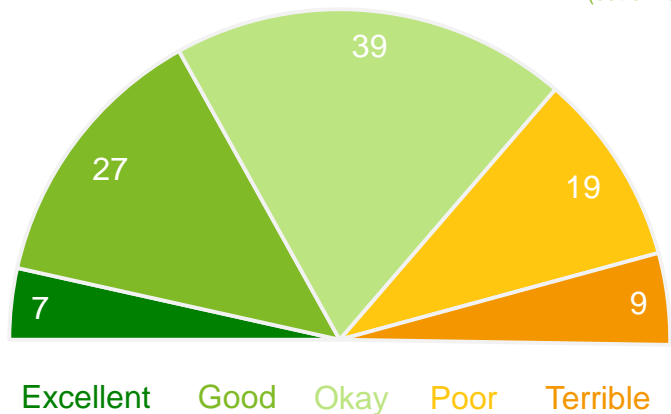
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 760). * Positive Rating = excellent, good + okay

Public health and wellbeing programs and education

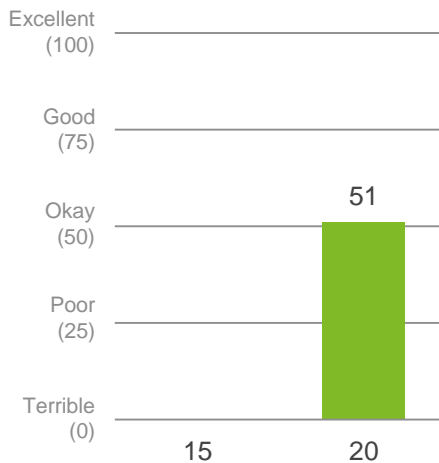
Performance ratings

% of respondents



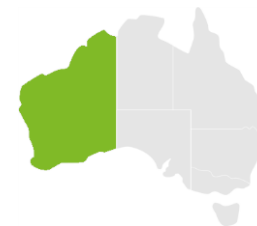
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	51
Industry High	65
Industry Average	51

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
51	51	52	48	53	49	52	53	48	43	38	50	51	54	41	46	46	55	45	43	54	53	52

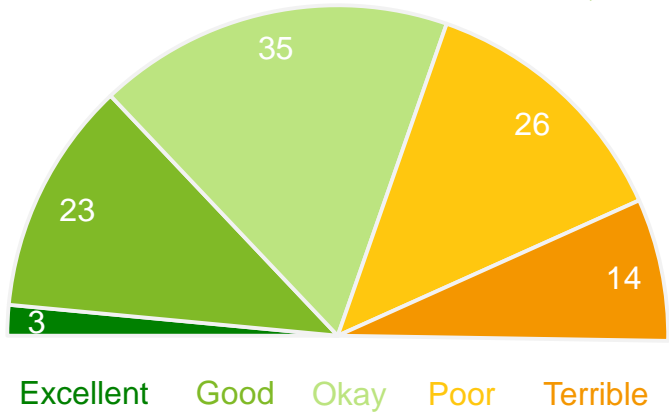
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 638). * Positive Rating = excellent, good + okay

Animal management (dogs and cats)

Performance ratings

% of respondents



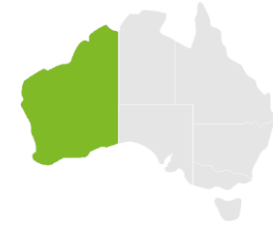
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	44
Industry High	64
Industry Average	57

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
44	46	43	47	46	43	45	48	44	41	39	48	39	47	40	42	42	42	43	46	45	43	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 726). * Positive Rating = excellent, good + okay

Safety and security

Performance ratings

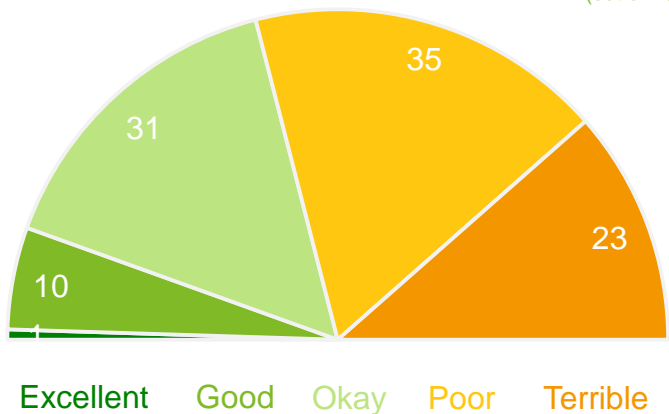
% of respondents

42%

Positive rating*

33

Performance Index Score (out of 100)



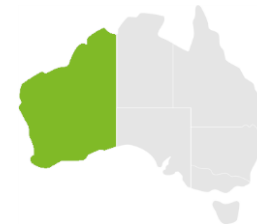
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	33
Industry High	76
Industry Average	55

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas	
33	30	33	32	34	32	34	34	35	29	28	33	30	38	29	33	23	36	28	34	34	34	34	34

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 743). * Positive Rating = excellent, good + okay

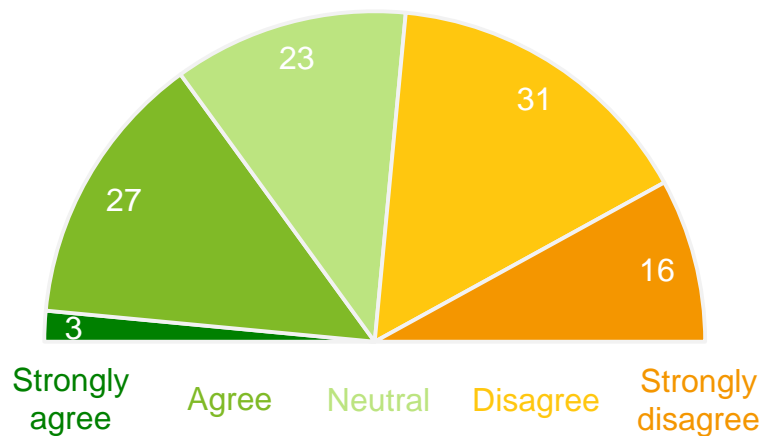
I feel safe in the Shire of Broome

Level of agreement

% of respondents

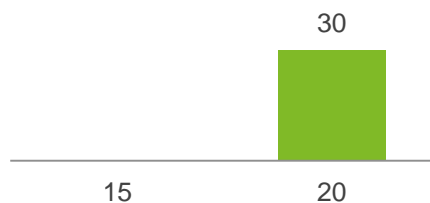
30%

Total Agree



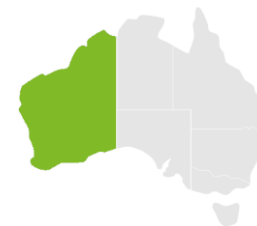
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Broome	30
Industry High	94
Industry Average	69

Variances across the community

% agree

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
30	26	28	33	32	28	34	32	25	25	25	28	27	38	31	29	29	31	30	25	32	24	42

Q. How strongly do you agree or disagree with the following statements about the Shire of Broome:

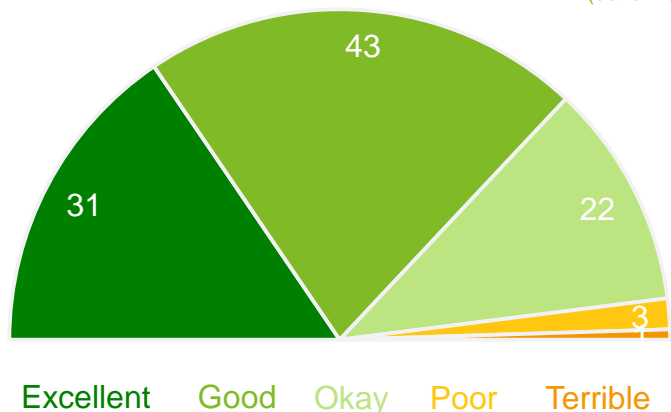
Base: All respondents, excludes 'no response' (n = 812).

Art and Culture

Library and information services

Performance ratings

% of respondents



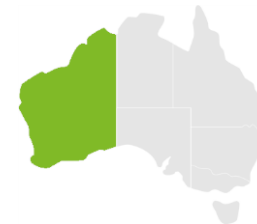
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	75
Industry High	89
Industry Average	72

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
75	76	77	72	72	78	76	79	74	72	74	73	76	77	79	75	77	77	76	69	76	75	70

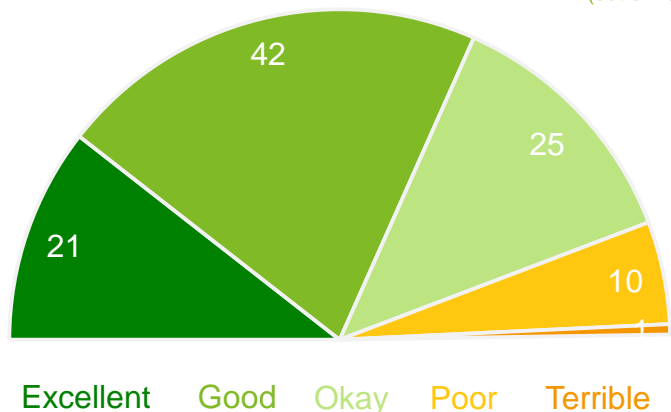
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 674). * Positive Rating = excellent, good + okay

Festivals, events, art and cultural activities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	68
Industry High	78
Industry Average	64

Variations across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
68	67	69	67	66	70	69	72	64	63	66	68	69	67	64	58	63	68	64	65	70	71	68

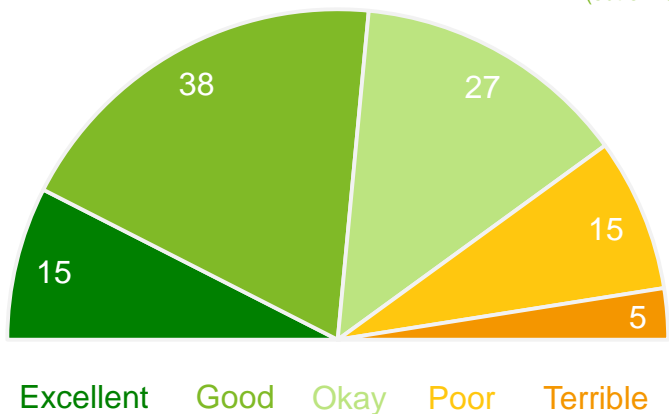
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 755). * Positive Rating = excellent, good + okay

How local history and heritage is preserved and promoted

Performance ratings

% of respondents



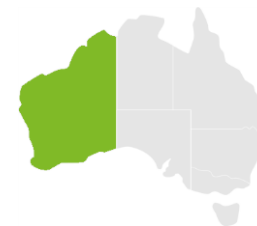
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	61
Industry High	79
Industry Average	59

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
61	63	63	56	61	62	62	64	61	56	56	60	61	61	57	51	63	64	53	62	64	65	61

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 733). * Positive Rating = excellent, good + okay

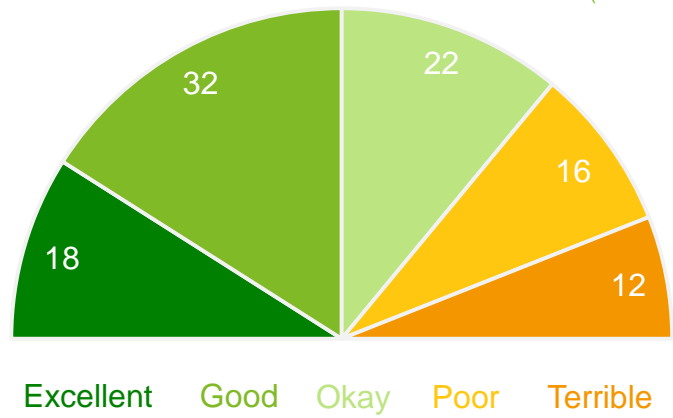
How local Aboriginal people, history and heritage are recognised and respected

Performance ratings

% of respondents

72%
Positive rating*

57
Performance Index Score
(out of 100)



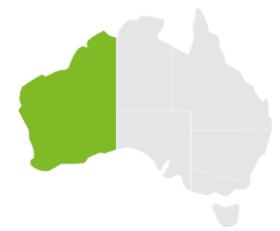
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	57
Industry High	67
Industry Average	55

Variations across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
57	60	61	48	61	54	60	62	57	46	51	57	57	56	50	41	58	62	48	55	60	64	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 719). * Positive Rating = excellent, good + okay

Natural Environment

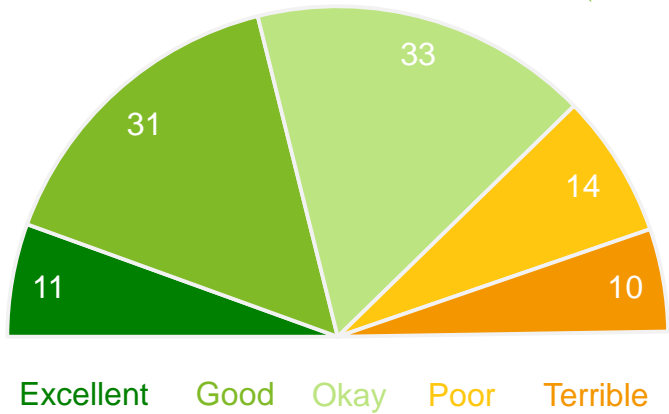
Conservation and environmental management

Performance ratings

% of respondents

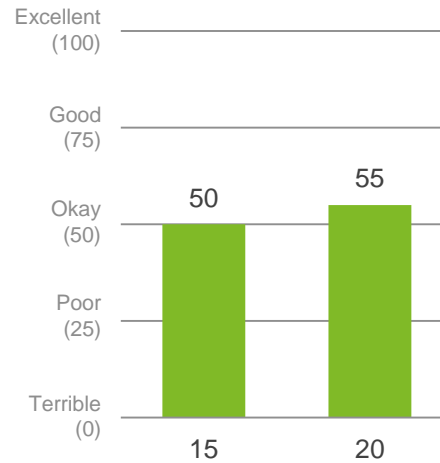
75%
Positive rating*

55
Performance Index Score
(out of 100)



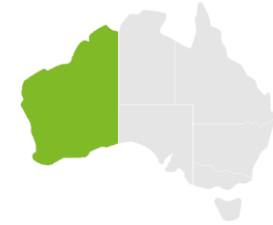
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	55
Industry High	76
Industry Average	58

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
55	54	55	52	56	53	54	63	54	46	49	59	53	52	47	52	52	63	43	64	56	62	50

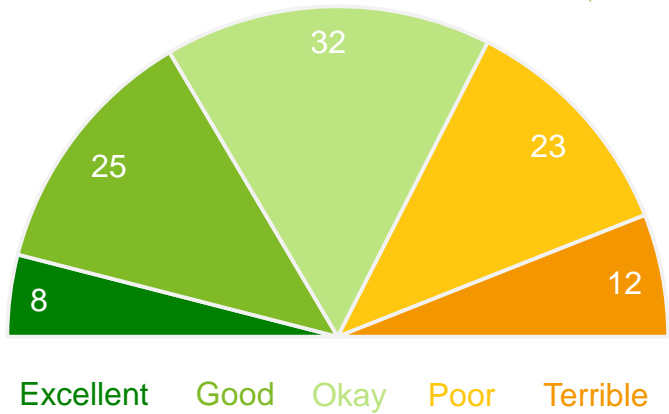
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 712). * Positive Rating = excellent, good + okay

Efforts to promote and adopt sustainable practices

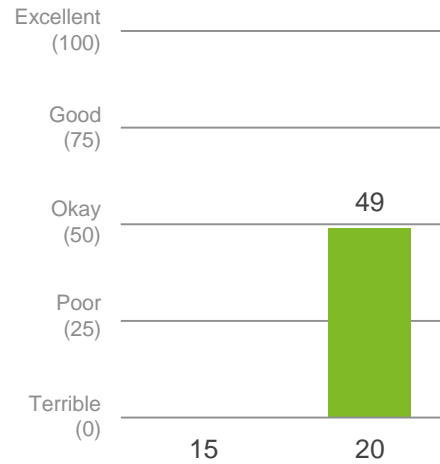
Performance ratings

% of respondents



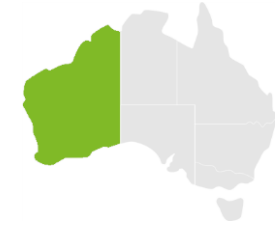
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	49
Industry High	63
Industry Average	53

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
49	49	50	44	52	46	48	55	50	40	44	51	47	47	38	45	39	58	37	55	50	55	47

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

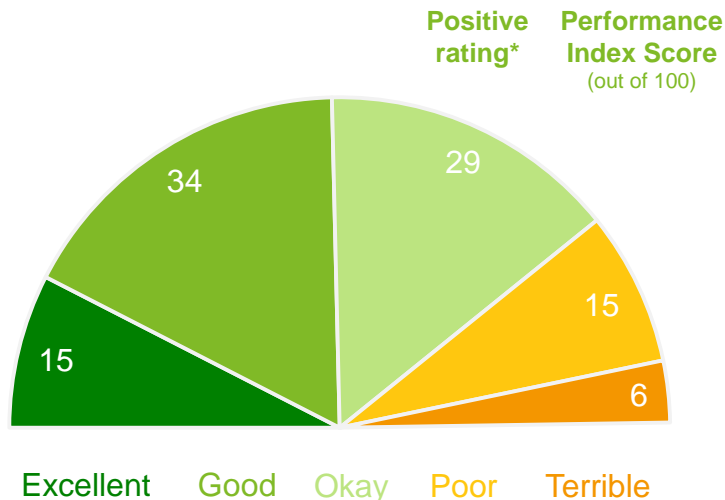
Base: All respondents, excludes 'unsure' and 'no response' (n = 668). * Positive Rating = excellent, good + okay

Management of beaches and the foreshore

Performance ratings

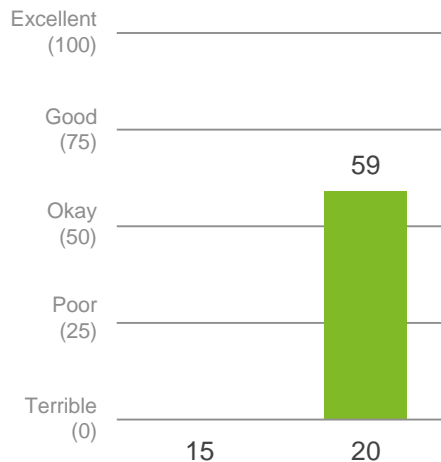
% of respondents

78% Positive rating*
59 Performance Index Score (out of 100)



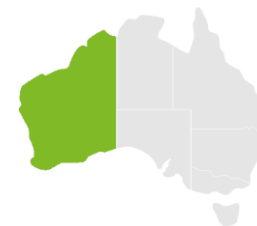
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	59
Industry High	69
Industry Average	63

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
59	59	59	58	58	60	62	64	56	50	54	64	56	57	61	53	64	64	52	65	59	63	63

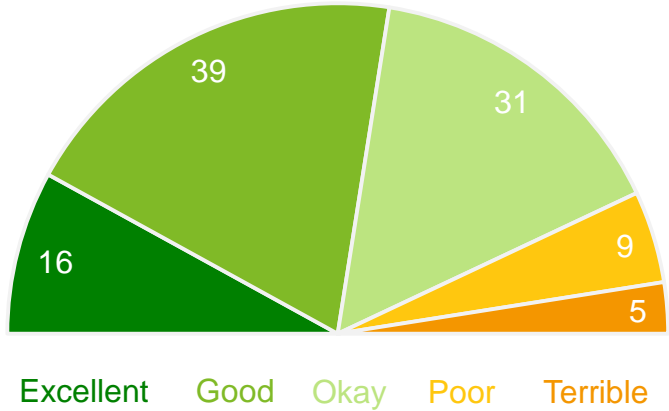
Q. How would you rate performance in the following areas?

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

Waste collection services

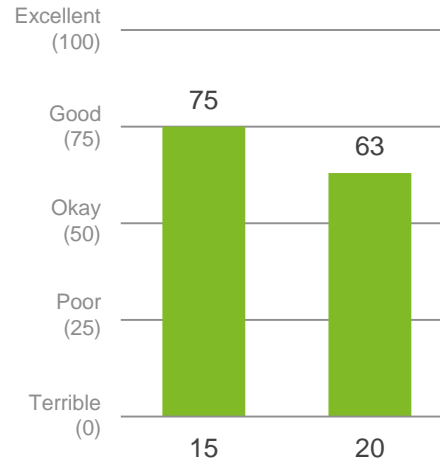
Performance ratings

% of respondents



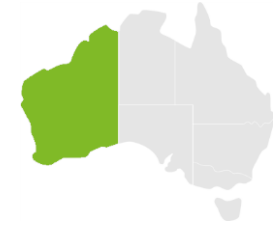
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	63
Industry High	85
Industry Average	67

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
63	62	64	61	63	62	66	64	60	55	58	62	62	65	65	60	65	63	59	71	64	67	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 737). * Positive Rating = excellent, good + okay

Mosquito control

Performance ratings

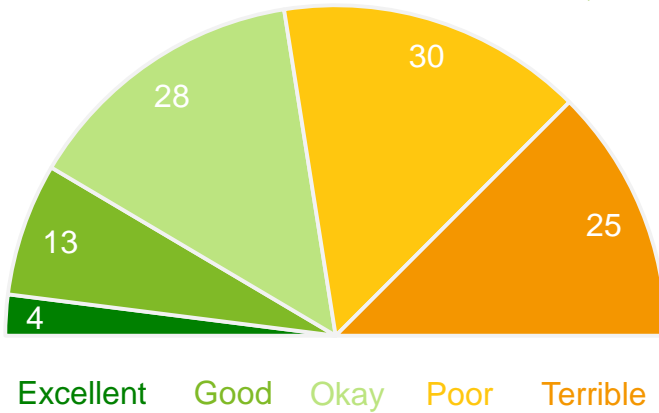
% of respondents

45%

Positive rating*

35

Performance Index Score (out of 100)



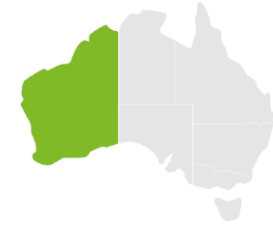
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	35
Industry High	39
Industry Average	37

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
35	35	36	33	38	32	38	33	33	35	31	37	35	34	24	36	25	32	33	32	40	34	26

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

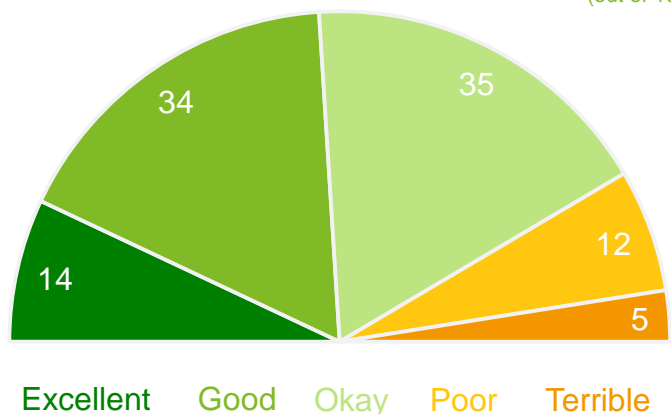
Base: All respondents, excludes 'unsure' and 'no response' (n = 682). * Positive Rating = excellent, good + okay

Natural disaster management

(education, prevention and relief for cyclones, fires, flooding, etc)

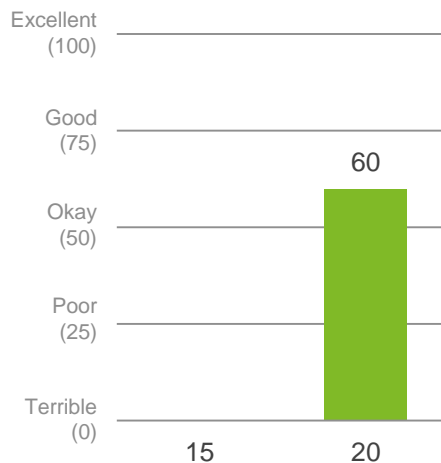
Performance ratings

% of respondents



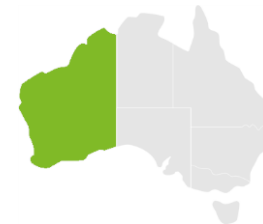
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	60
Industry High	77
Industry Average	57

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
60	59	60	60	58	61	62	62	58	53	60	61	59	61	49	51	42	58	54	64	62	62	64

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

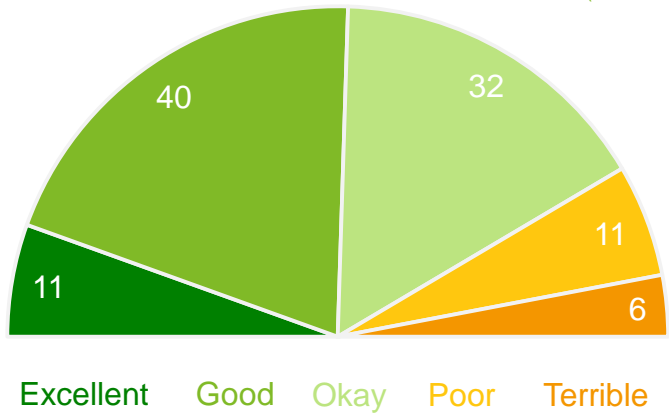
Base: All respondents, excludes 'unsure' and 'no response' (n = 694). * Positive Rating = excellent, good + okay

Built Environment

The area's character and identity

Performance ratings

% of respondents



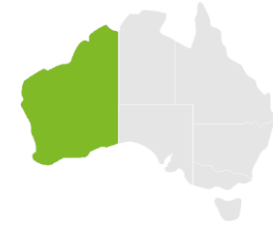
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	60
Industry High	85
Industry Average	58

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
60	57	61	57	58	62	61	65	58	49	56	62	59	59	57	51	58	68	50	68	62	64	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 718). * Positive Rating = excellent, good + okay

Access to housing that meets your needs

Performance ratings

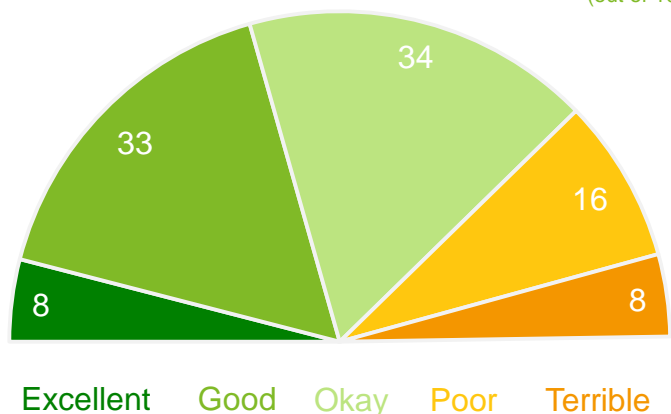
% of respondents

75%

54

Positive rating*

Performance Index Score (out of 100)



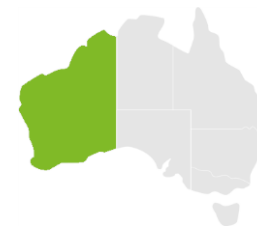
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	54
Industry High	68
Industry Average	57

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
54	54	58	45	55	54	56	56	51	47	43	54	54	54	47	42	48	61	45	65	57	56	50

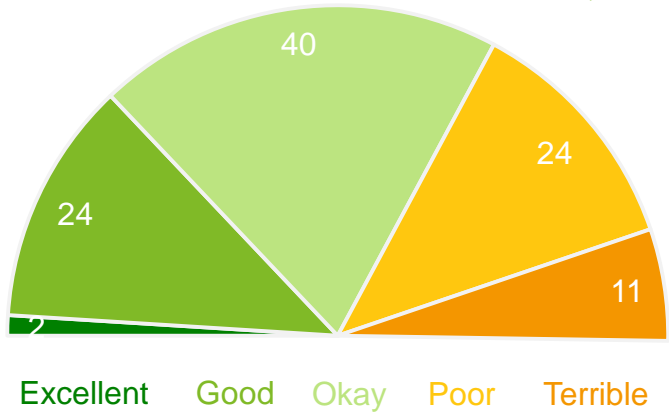
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 613). * Positive Rating = excellent, good + okay

Planning and building approvals

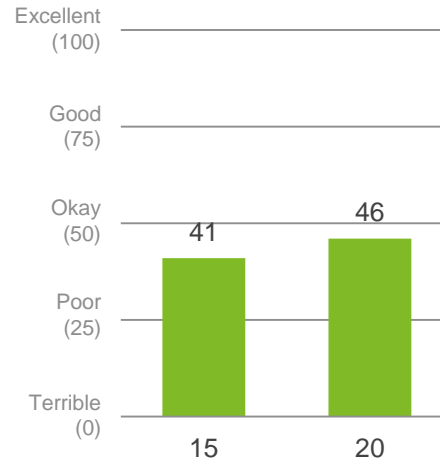
Performance ratings

% of respondents



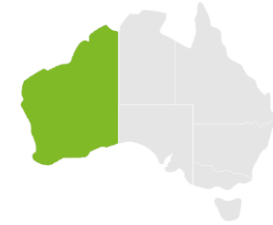
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	46
Industry High	65
Industry Average	46

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
46	44	46	44	46	46	47	47	47	41	39	46	45	46	43	40	52	48	40	49	50	48	35

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 476). * Positive Rating = excellent, good + okay

Streetscapes

Performance ratings

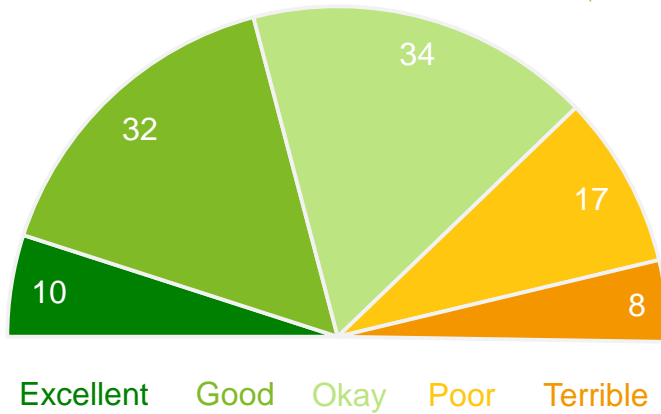
% of respondents

76%

Positive rating*

55

Performance Index Score (out of 100)



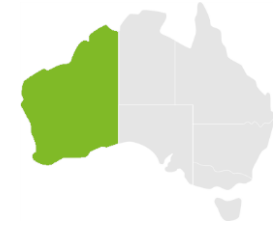
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	55
Industry High	83
Industry Average	53

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
55	52	54	56	54	56	57	58	54	45	51	56	52	57	53	52	46	62	46	61	56	60	47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 706). * Positive Rating = excellent, good + okay

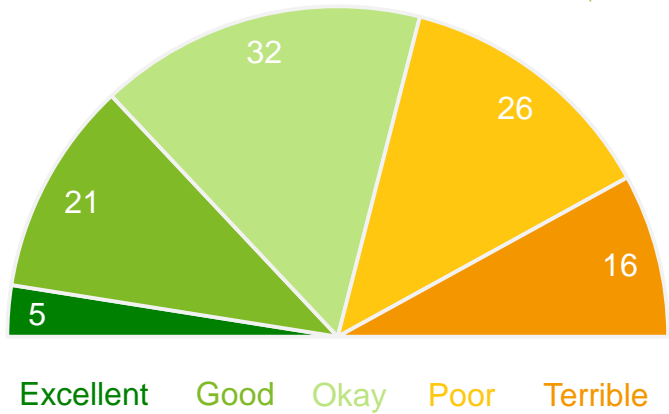
Lighting of streets and public places

Performance ratings

% of respondents

58%
Positive rating*

43
Performance Index Score
(out of 100)



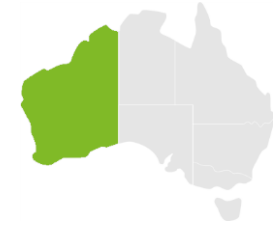
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	43
Industry High	66
Industry Average	55

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
43	43	45	39	46	41	42	47	45	41	40	42	42	47	33	41	32	46	36	43	45	50	39

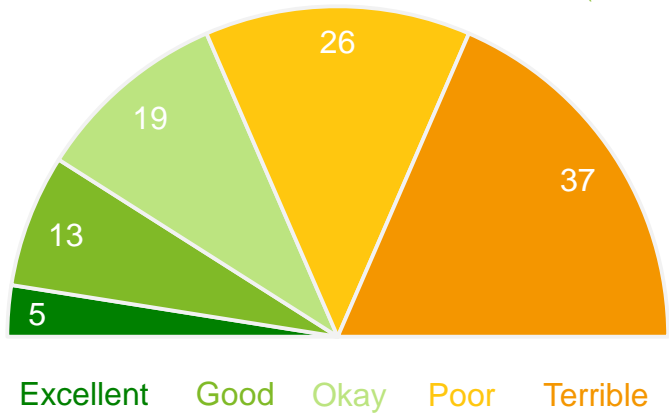
Q. How would you rate performance in the following areas?

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

Boat ramps

Performance ratings

% of respondents



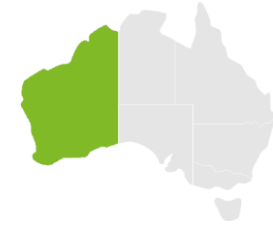
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	31
Industry High	72
Industry Average	57

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
31	32	28	39	30	32	31	28	32	32	33	35	26	33	37	44	49	35	39	24	27	24	32

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 649). * Positive Rating = excellent, good + okay

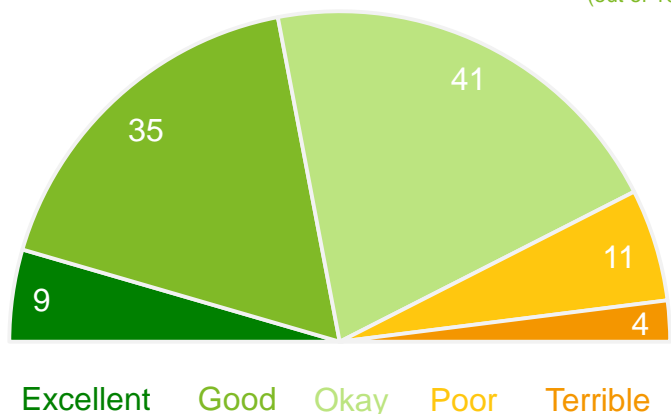
Moving Around

Maintenance of sealed roads

Performance ratings

% of respondents

85% Positive rating*
58 Performance Index Score (out of 100)



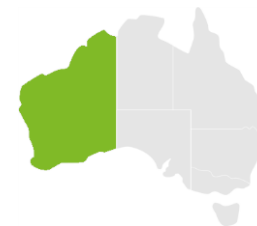
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	58
Industry High	58
Industry Average	49

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
58	57	58	59	57	59	60	65	56	51	51	63	55	59	56	57	60	55	55	67	61	58	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 734). * Positive Rating = excellent, good + okay

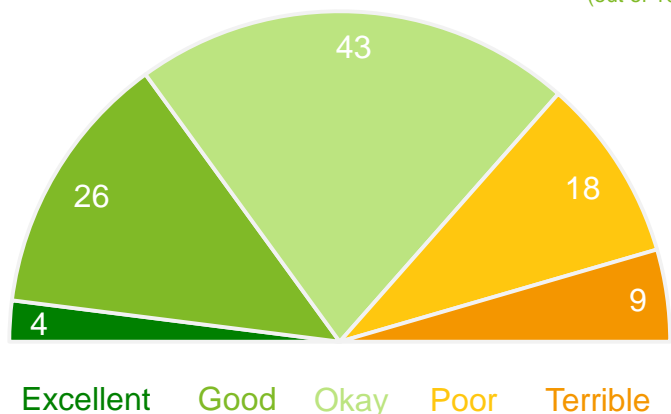
Maintenance of unsealed roads

Performance ratings

% of respondents

73%
Positive rating*

50
Performance Index Score
(out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	50
Industry High	50
Industry Average	44

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
50	48	50	49	47	53	50	57	51	45	44	55	48	48	43	48	47	45	48	57	52	54	39

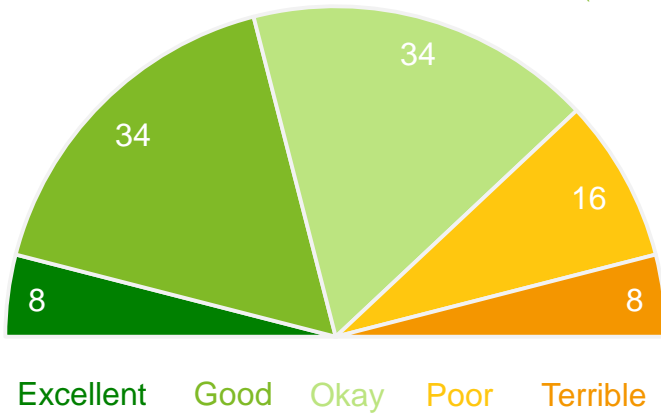
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 712). * Positive Rating = excellent, good + okay

Footpaths, cycleways and trails

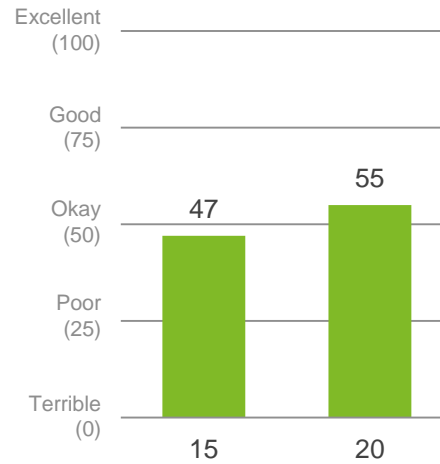
Performance ratings

% of respondents



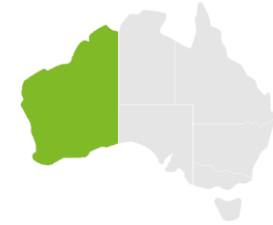
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	55
Industry High	74
Industry Average	53

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
55	53	55	56	56	54	57	58	52	45	46	58	51	59	49	59	42	56	48	57	57	60	55

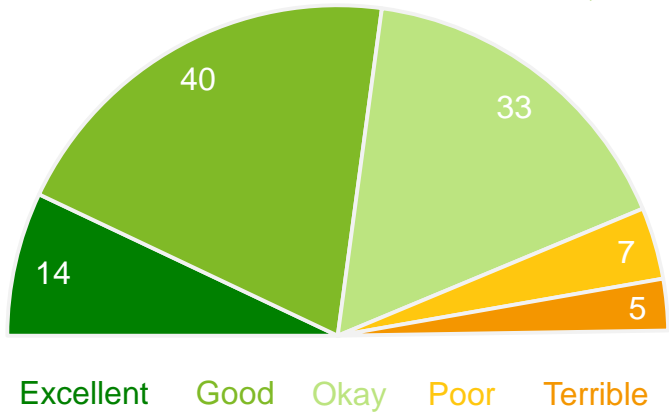
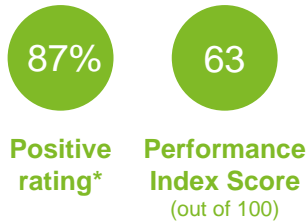
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 733). * Positive Rating = excellent, good + okay

Airport facilities and services

Performance ratings

% of respondents



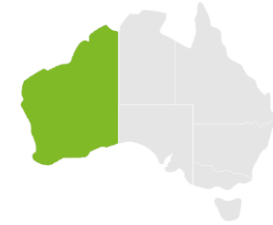
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	63
Industry High	65
Industry Average	56

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
63	61	61	65	60	65	64	68	59	54	57	65	61	63	59	59	59	66	59	70	63	64	59

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

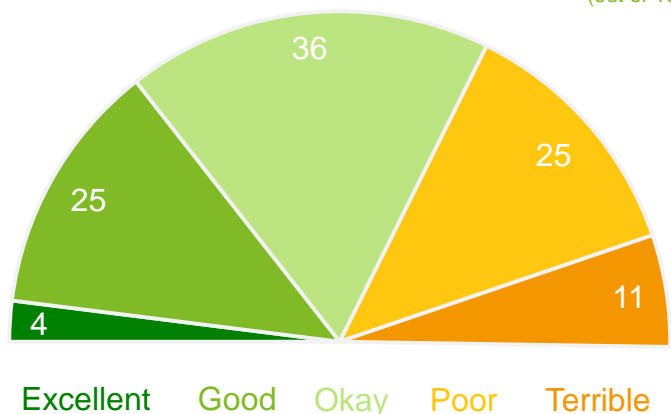
Base: All respondents, excludes 'unsure' and 'no response' (n = 705). * Positive Rating = excellent, good + okay

Economic Development

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

Performance ratings

% of respondents



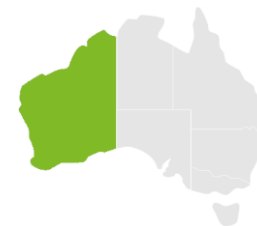
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	47
Industry High	58
Industry Average	43

Variations across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
47	41	47	46	45	49	48	52	45	37	43	47	45	50	48	47	39	50	43	47	48	47	46

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

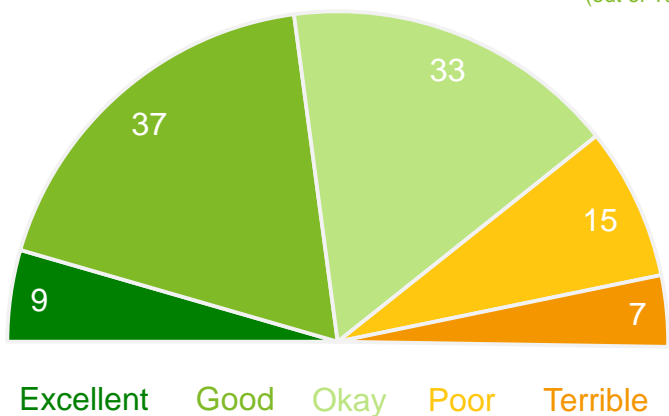
Base: All respondents, excludes 'unsure' and 'no response' (n = 654). * Positive Rating = excellent, good + okay

Tourism attractions and marketing

Performance ratings

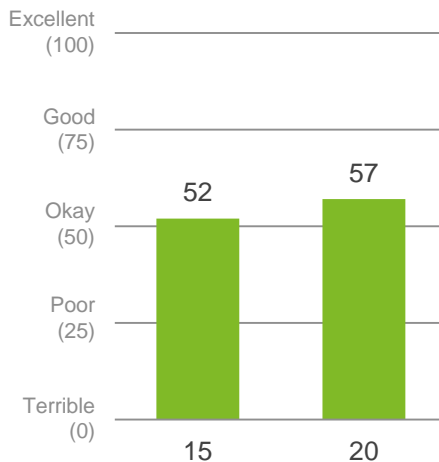
% of respondents

79% Positive rating*
57 Performance Index Score (out of 100)



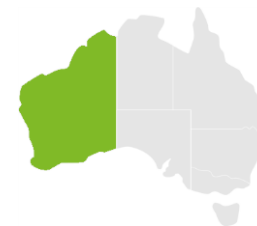
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	57
Industry High	60
Industry Average	47

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
57	51	55	60	53	61	58	63	52	45	58	61	54	57	50	57	45	58	50	64	58	57	66

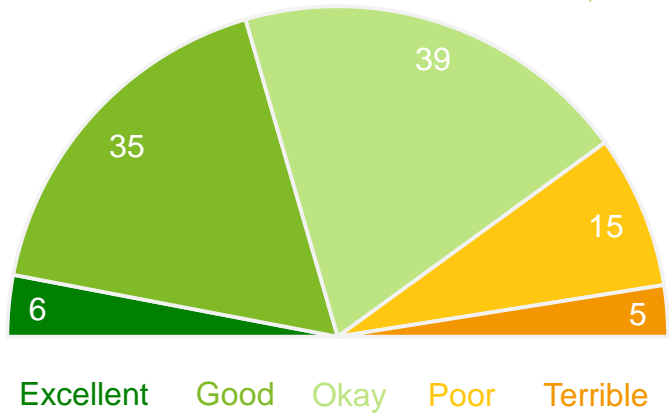
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 702). * Positive Rating = excellent, good + okay

Access to goods and services

Performance ratings

% of respondents



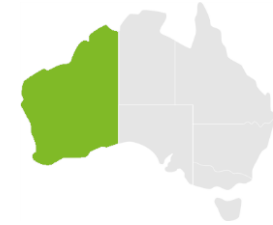
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	55
Industry High	61
Industry Average	48

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
55	52	55	56	55	56	57	58	52	49	52	58	53	58	49	51	46	60	50	61	57	58	56

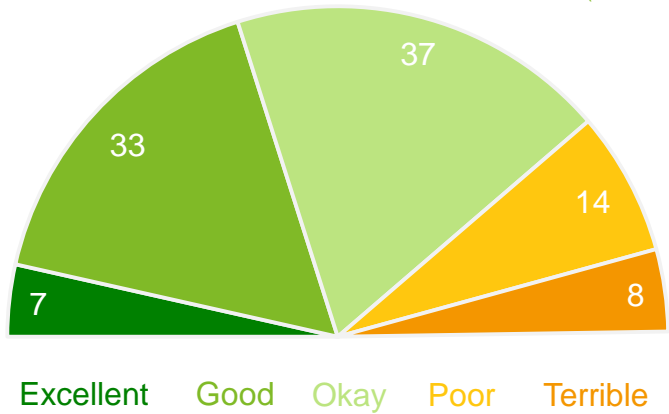
Q. How would you rate performance in the following areas?

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

Access to telecommunications and internet services

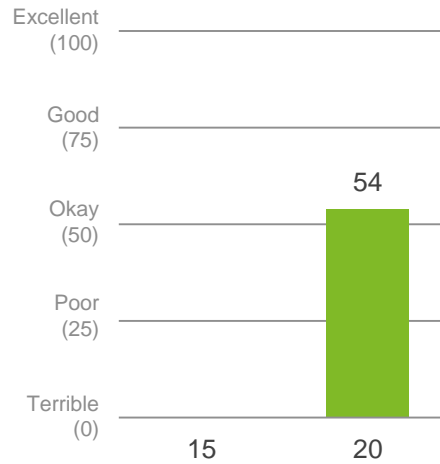
Performance ratings

% of respondents



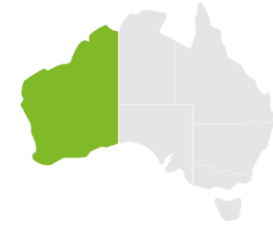
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	54
Industry High	59
Industry Average	52

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
54	51	54	55	54	55	55	60	52	48	49	59	51	54	53	49	42	54	47	59	59	56	45

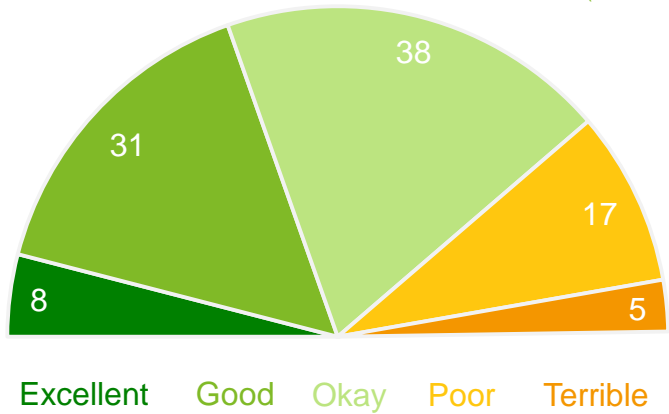
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 701). * Positive Rating = excellent, good + okay

Access to education, training and personal development opportunities

Performance ratings

% of respondents



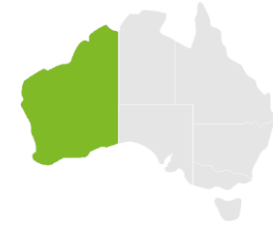
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Broome	55
Industry High	59
Industry Average	50

Variances across the community

Performance Index Score

Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
55	53	55	55	57	54	56	61	52	47	53	56	53	58	53	53	55	59	50	59	57	56	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 668). * Positive Rating = excellent, good + okay

Overview of Performance Trends

The MARKYT® Community Trends Window shows trends in performance over the past 5 years.

In the Shire’s Community Trends Window, detailed overleaf, many services are ideally located in Windows 1 or 2 indicating performance is improving. The **stand out improvers** are:

- Shire of Broome as a place to visit
- Shire of Broome as a place to live
- Festivals, events, art and cultural activities
- Playgrounds, parks and reserves
- Library and information services

Window 2 includes lower performing areas that are improving. Celebrate progress and continue to work on areas such as economic development and planning and building approvals.

There is greatest need to arrest decline in performance for waste collection services (Window 3), followed by lower performing areas with small declines such as safety and security, seniors and youth services, and disability access (Window 4).



MARKYT Community Trends Window™

- 1 Place to live
- 2 Place to visit
- 3 Governing organisation
- 4 Value for money from rates
- 5 Place to work
- 6 Council's leadership
- 7 Advocacy and lobbying
- 8 Change, innovation, new technology
- 9 Community consultation
- 10 Informing the community
- 11 Customer service
- 12 Youth services
- 13 Services for families and children
- 14 Seniors services
- 15 Disability access
- 16 Volunteer support and recognition
- 17 Health and community services
- 18 Buildings, halls and toilets
- 19 Sport and recreation
- 20 Playgrounds, parks and reserves
- 21 Public health and wellbeing
- 22 Animal management
- 23 Safety and security
- 24 Library services
- 25 Festivals, events, art and culture
- 26 Local history and heritage
- 27 Aboriginal people, history, heritage
- 28 Conservation and environment
- 29 Sustainable practices
- 30 Beaches and the foreshore
- 31 Waste collections
- 32 Mosquito control
- 33 Natural disaster management
- 34 Area's character and identity
- 35 Access to housing
- 36 Planning and building
- 37 Streetscapes
- 38 Street lighting
- 39 Boat ramps
- 40 Sealed roads
- 41 Unsealed roads
- 42 Footpaths, cycleways and trails
- 43 Airport facilities and services
- 44 Economic development
- 45 Tourism attractions and marketing
- 46 Access to goods and services
- 47 Telecommunications and internet
- 48 Education and training



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

Copyright CATALYSE® Pty Ltd. © 2020 Service areas in grey represent services where there is no historical data.

Overview of Community Variances

Summary of community variances

	Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
Place to live	72	70	73	69	69	74	75	70	71	73	73	69	73	75	70	69	60	72	68	61	75	72	75
Place to visit	75	73	74	78	72	78	78	75	72	72	70	74	75	78	72	71	69	71	74	65	78	76	77
Governing organisation	54	50	54	56	53	56	57	57	50	47	48	55	53	56	52	47	47	56	49	51	56	56	58
Value for money from rates	35	31	32	43	34	36	36	35	32	28	26	34	32	40	35	31	32	33	35	25	36	35	42
Place to work	55	53	54	59	50	63	57	57	54	45	51	55	54	59	53	50	45	61	47	48	60	59	62
Council's leadership	52	53	53	47	53	51	52	53	51	44	49	51	51	54	44	43	50	56	46	55	55	51	51
Advocacy and lobbying	50	50	50	47	52	47	50	52	47	42	45	51	48	51	38	42	37	53	43	52	53	51	50
Change, innovation and new technology	52	51	53	48	51	52	53	55	49	44	51	50	50	55	48	50	47	62	44	60	52	53	56
Community consultation	44	43	45	41	45	43	45	48	45	39	38	45	43	45	33	37	29	44	40	49	44	47	42
Informing the community	52	50	53	51	53	51	54	55	54	44	45	54	51	53	39	42	42	51	47	53	54	56	54
Customer service	58	58	58	60	57	60	61	58	59	58	56	59	58	58	54	54	57	53	58	60	59	60	56
Youth services	38	39	41	30	42	34	44	34	34	30	27	34	37	43	30	29	43	34	32	37	41	42	38
Services for families and children	55	54	57	50	54	55	59	56	50	45	46	52	54	58	52	51	60	54	50	60	56	58	52
Seniors services	40	39	40	40	43	37	43	43	39	35	33	39	38	44	32	32	38	40	38	39	40	44	42
Disability access	44	42	44	45	48	40	49	46	40	35	38	45	42	47	29	36	36	46	42	51	43	48	42
Volunteer support and recognition	52	52	52	52	54	51	53	56	50	48	46	52	51	54	43	45	51	51	49	49	56	53	50

Summary of community variances

	Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
Health and community services	61	61	61	60	61	62	62	65	58	52	53	62	59	64	56	60	54	66	58	59	62	61	63
Buildings, halls and toilets	56	54	57	53	56	55	60	51	50	48	46	54	55	60	53	51	53	58	55	47	56	56	62
Sport and recreation	64	63	64	61	64	63	68	61	58	55	58	63	61	69	56	57	67	61	62	59	66	64	65
Playgrounds, parks and reserves	68	68	69	68	69	68	72	69	63	59	65	68	67	71	61	63	66	71	63	74	70	72	63
Public health and wellbeing	51	51	52	48	53	49	52	53	48	43	38	50	51	54	41	46	46	55	45	43	54	53	52
Animal management	44	46	43	47	46	43	45	48	44	41	39	48	39	47	40	42	42	42	43	46	45	43	48
Safety and security	33	30	33	32	34	32	34	34	35	29	28	33	30	38	29	33	23	36	28	34	34	34	34
Library services	75	76	77	72	72	78	76	79	74	72	74	73	76	77	79	75	77	77	76	69	76	75	70
Festivals, events, art and culture	68	67	69	67	66	70	69	72	64	63	66	68	69	67	64	58	63	68	64	65	70	71	68
Local history and heritage	61	63	63	56	61	62	62	64	61	56	56	60	61	61	57	51	63	64	53	62	64	65	61
Aboriginal people, history and heritage	57	60	61	48	61	54	60	62	57	46	51	57	57	56	50	41	58	62	48	55	60	64	56
Conservation and environment	55	54	55	52	56	53	54	63	54	46	49	59	53	52	47	52	52	63	43	64	56	62	50
Sustainable practices	49	49	50	44	52	46	48	55	50	40	44	51	47	47	38	45	39	58	37	55	50	55	47
Beaches and the foreshore	59	59	59	58	58	60	62	64	56	50	54	64	56	57	61	53	64	64	52	65	59	63	63
Waste collections	63	62	64	61	63	62	66	64	60	55	58	62	62	65	65	60	65	63	59	71	64	67	50
Mosquito control	35	35	36	33	38	32	38	33	33	35	31	37	35	34	24	36	25	32	33	32	40	34	26
Natural disaster management	60	59	60	60	58	61	62	62	58	53	60	61	59	61	49	51	42	58	54	64	62	62	64

Summary of community variances

	Total	Business owner	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	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
Area's character and identity	60	57	61	57	58	62	61	65	58	49	56	62	59	59	57	51	58	68	50	68	62	64	58
Access to housing	54	54	58	45	55	54	56	56	51	47	43	54	54	54	47	42	48	61	45	65	57	56	50
Planning and building	46	44	46	44	46	46	47	47	47	41	39	46	45	46	43	40	52	48	40	49	50	48	35
Streetscapes	55	52	54	56	54	56	57	58	54	45	51	56	52	57	53	52	46	62	46	61	56	60	47
Street lighting	43	43	45	39	46	41	42	47	45	41	40	42	42	47	33	41	32	46	36	43	45	50	39
Boat ramps	31	32	28	39	30	32	31	28	32	32	33	35	26	33	37	44	49	35	39	24	27	24	32
Sealed roads	58	57	58	59	57	59	60	65	56	51	51	63	55	59	56	57	60	55	55	67	61	58	56
Unsealed roads	50	48	50	49	47	53	50	57	51	45	44	55	48	48	43	48	47	45	48	57	52	54	39
Footpaths, cycleways and trails	55	53	55	56	56	54	57	58	52	45	46	58	51	59	49	59	42	56	48	57	57	60	55
Airport facilities and services	63	61	61	65	60	65	64	68	59	54	57	65	61	63	59	59	59	66	59	70	63	64	59
Economic development	47	41	47	46	45	49	48	52	45	37	43	47	45	50	48	47	39	50	43	47	48	47	46
Tourism attractions and marketing	57	51	55	60	53	61	58	63	52	45	58	61	54	57	50	57	45	58	50	64	58	57	66
Access to goods and services	55	52	55	56	55	56	57	58	52	49	52	58	53	58	49	51	46	60	50	61	57	58	56
Telecommunications and internet	54	51	54	55	54	55	55	60	52	48	49	59	51	54	53	49	42	54	47	59	59	56	45
Education, training and personal development	55	53	55	55	57	54	56	61	52	47	53	56	53	58	53	53	55	59	50	59	57	56	53

MARKYT  industry comparisons

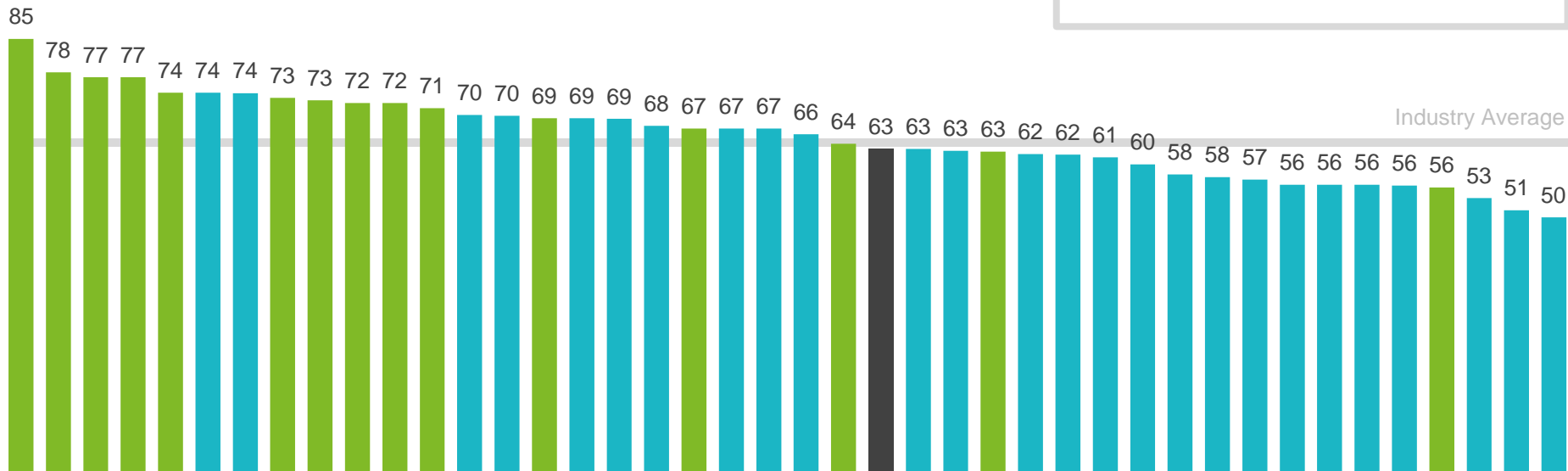
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Shire of Broome as a 'place to live' and as a 'governing organisation'. The Shire of Broome's overall performance index score is 63 out of 100, 2 index points below the industry standard for Western Australia.

Overall Performance Index Score

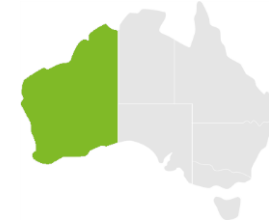
average of 'place to live' and 'governing organisation'

- Shire of Broome
- Metropolitan Councils
- Regional Councils



MARKYT Industry Standards

Performance Index Score



Shire of Broome	63
Industry High	85
Industry Average	65

How to read the MARKYT Benchmark Matrix TM

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

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

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

MARKYT Benchmark Matrix TM

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

Celebrate green areas that are performing well and are above the WA average. Focus on areas in orange with lower performance that is below the WA average.

CELEBRATE

place to visit, tourism, airport services, access to goods and services and sealed roads.

Place to live

Governing org

Value for money

Below Industry Average

Above Industry Average

Higher Performance

Lower Performance

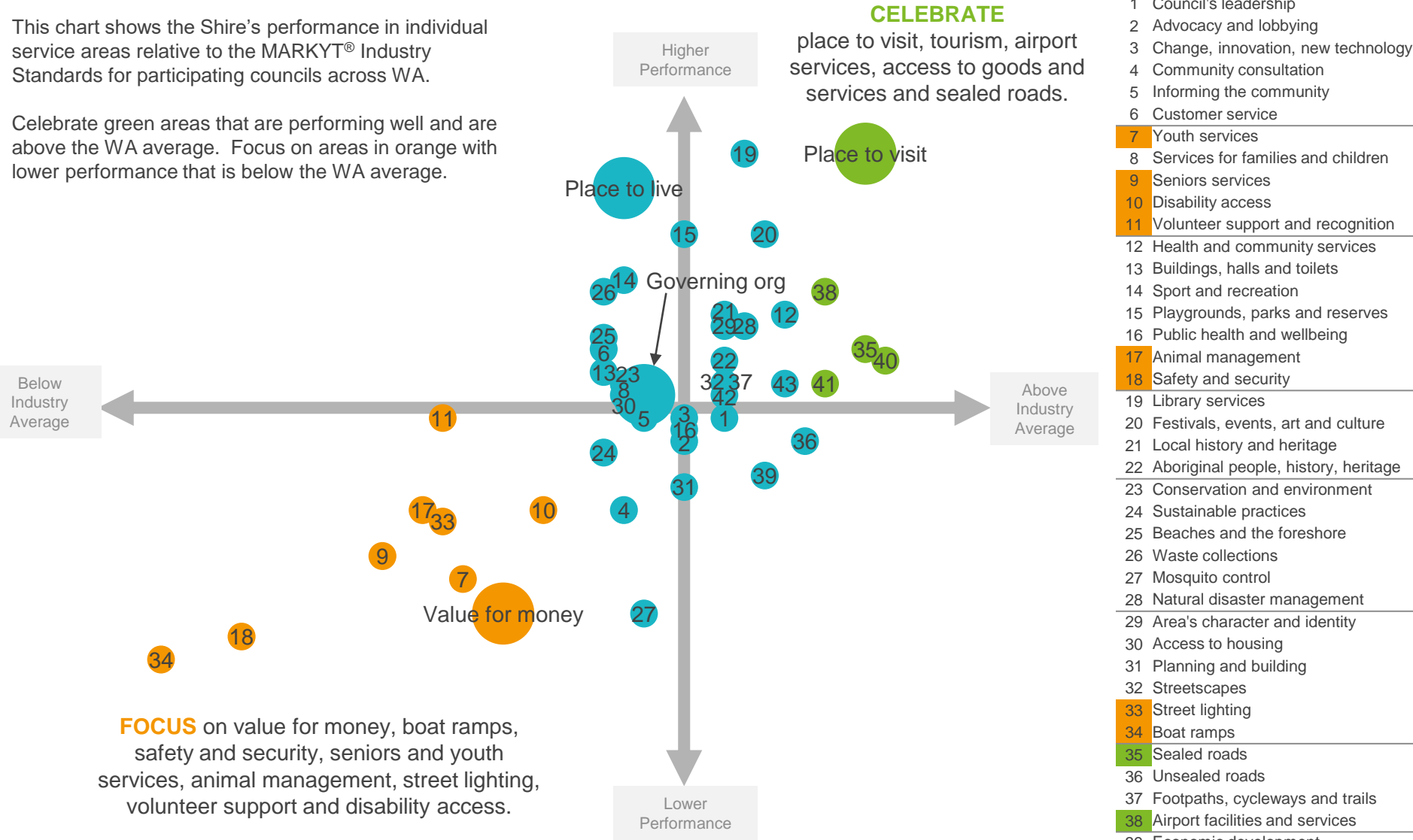
FOCUS on value for money, boat ramps, safety and security, seniors and youth services, animal management, street lighting, volunteer support and disability access.

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

MARKYT Benchmark Matrix™

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

Celebrate green areas that are performing well and are above the WA average. Focus on areas in orange with lower performance that is below the WA average.



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

The Shire of Broome is leading the industry in two measures:

- Maintenance of sealed roads
- Maintenance of unsealed roads



MARKYT[®] Community Scorecard

Non-residents & Council affiliated respondents

Vision



27

% agree

9% points below resident score

Liveability

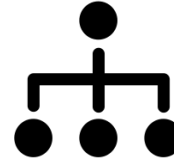


72

Performance Index Score

On par with resident score

Governance



61

Performance Index Score

7 index points above resident score

Place to work



59

Performance Index Score

4 index points above resident score

Rates Value



41

Performance Index Score

6 index points above resident score

Higher performing areas

- Library and information services
- Festivals, events, art and cultural activities

Priorities

Economic development



Safety and security



Tourism attractions and marketing



Airport facilities and services



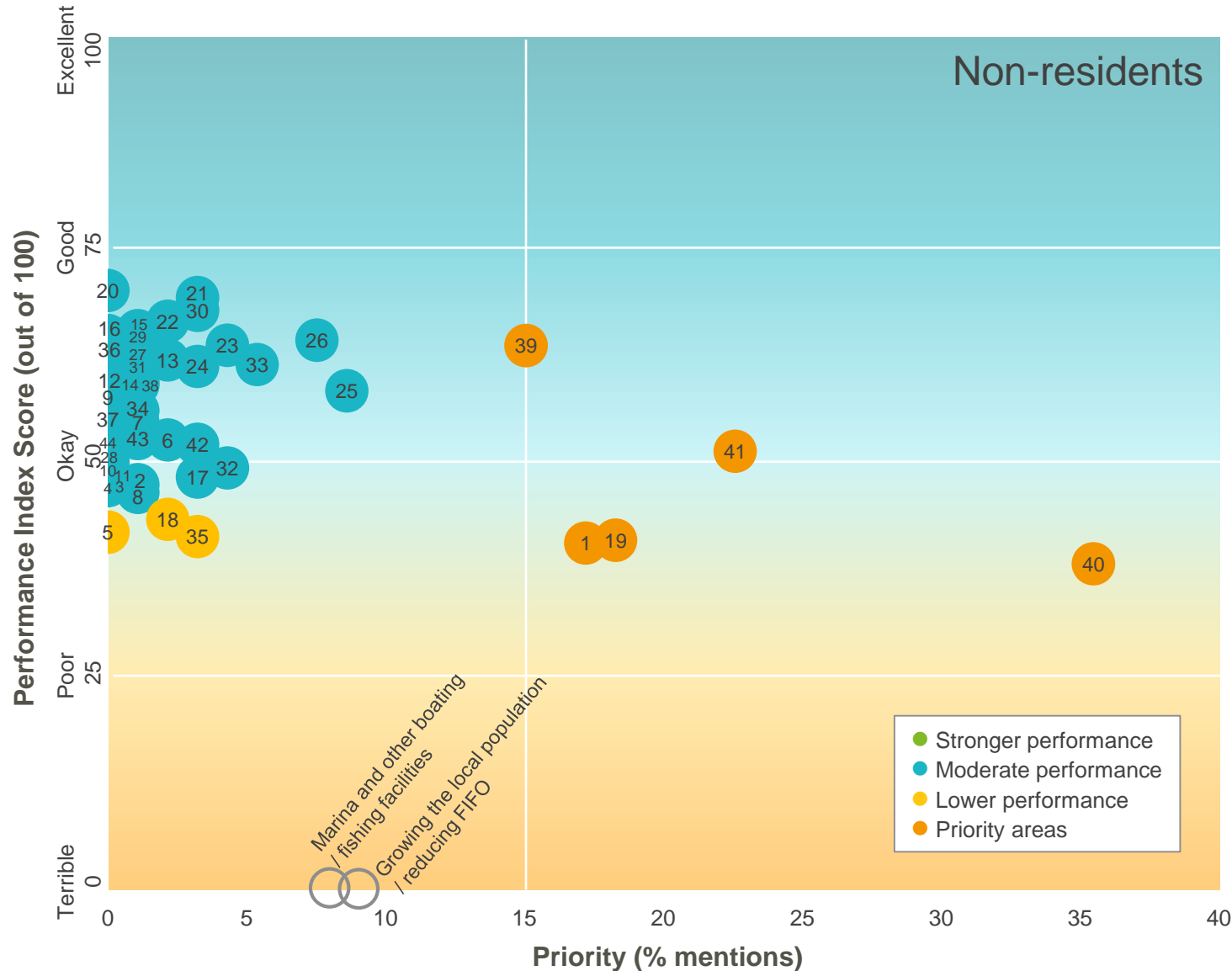
Value for money from rates



* Non-residents includes non-resident ratepayers, holiday home-owners, investors and visitors

MARKYT Community Priorities Window™

- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Change, innovation, new technology
- 5 Community consultation
- 6 Informing the community
- 7 Customer service
- 8 Youth services
- 9 Services for families and children
- 10 Seniors services
- 11 Disability access
- 12 Volunteer support and recognition
- 13 Health and community services
- 14 Buildings, halls and toilets
- 15 Sport and recreation
- 16 Playgrounds, parks and reserves
- 17 Public health and wellbeing
- 18 Animal management
- 19 Safety and security
- 20 Library services
- 21 Festivals, events, art and culture
- 22 Local history and heritage
- 23 Aboriginal people, history, heritage
- 24 Conservation and environment
- 25 Sustainable practices
- 26 Beaches and the foreshore
- 27 Waste collections
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- 37 Unsealed roads
- 38 Footpaths, cycleways and trails
- 39 Airport facilities and services
- 40 Economic development
- 41 Tourism attractions and marketing
- 42 Access to goods and services
- 43 Telecommunications and internet
- 44 Education and training



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

Q. Which areas would you most like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n = 93)

Vision



51

% agree

15% points above resident score

Liveability

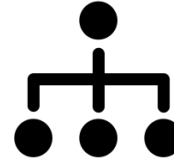


79

Performance Index Score

7 index points above resident score

Governance



69

Performance Index Score

15 index points above resident score

Place to work



69

Performance Index Score

14 index points above resident score

Rates Value



47

Performance Index Score

12 index points above Residents score

Higher performing areas

- Library and information services
- Playgrounds, parks and reserves

Priorities

Safety and security



Services and facilities for young people



Boat ramps

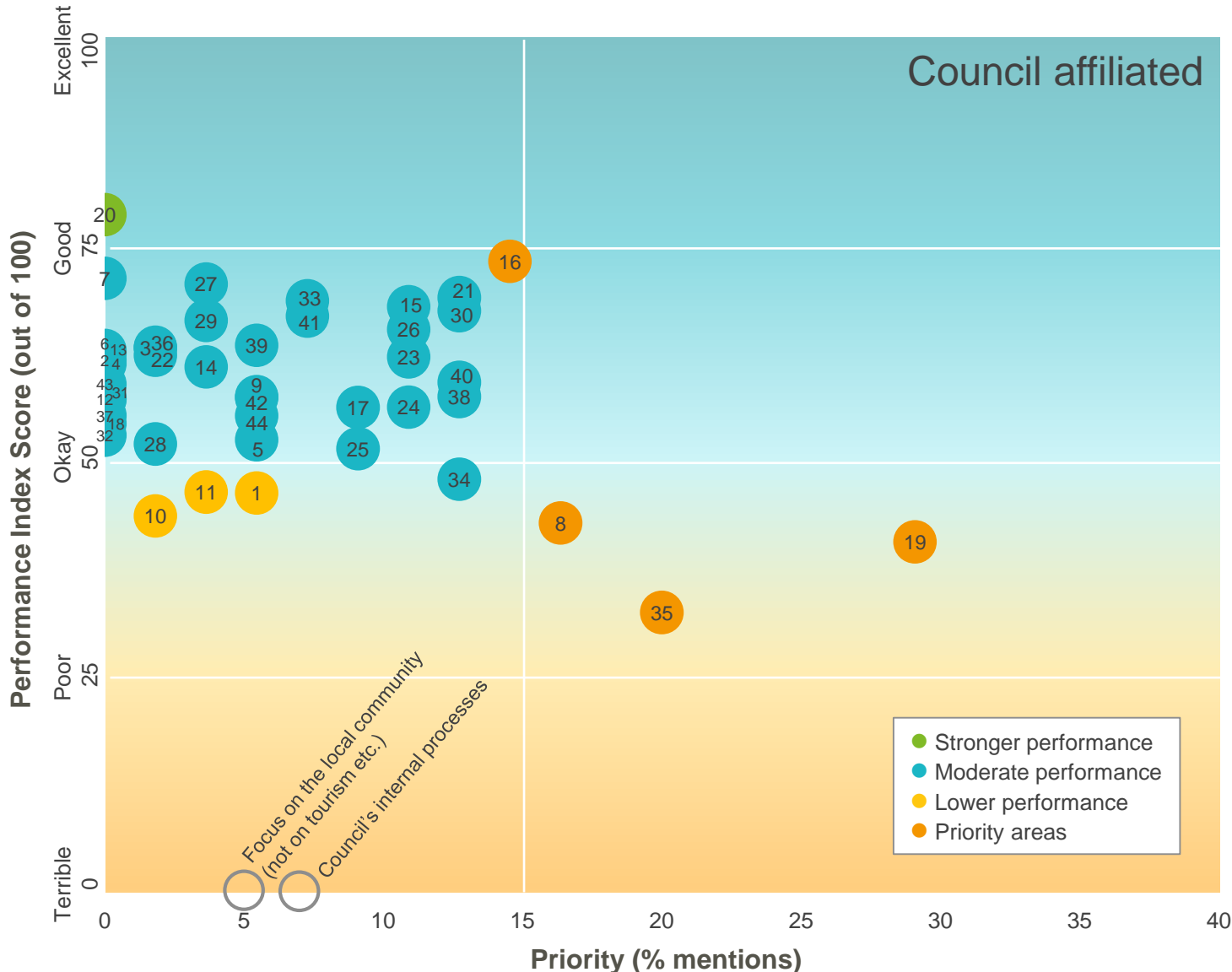


Playgrounds, parks and reserves



MARKYT Community Priorities Window™

- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Change, innovation, new technology
- 5 Community consultation
- 6 Informing the community
- 7 Customer service
- 8 Youth services
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- 42 Access to goods and services
- 43 Telecommunications and internet
- 44 Education and training



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

Q. Which areas would you most like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n = 55)



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MARKYT 